

## YouGov / The Sun Survey Results

Sample Size: 1466 GB Adults  
Fieldwork: 24th - 25th April 2010

	Voting intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1466</b>	396	329	363	704	762	427	526	513	806	660	188	476	314	361	128
Unweighted Sample	1466	399	314	357	667	799	393	453	620	851	615	205	492	276	356	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Taking into account likelihood to vote]

Con	<b>34</b>	100	0	0	34	35	34	30	39	36	32	41	41	40	24	15
Lib Dem	<b>30</b>	0	0	100	29	31	40	28	24	28	32	27	32	32	29	23
Lab	<b>28</b>	0	100	0	29	27	23	34	25	28	28	26	17	23	40	41
Other	<b>8</b>	0	0	0	9	8	3	9	12	8	9	6	10	5	6	21

### Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	3	2	0	2	5	2	3	3	5	2	1	0
SNP / PCY	<b>2</b>	0	0	0	2	1	1	1	3	1	3	0	0	1	0	17
BNP	<b>2</b>	0	0	0	2	2	0	3	3	2	2	0	2	2	3	3
Green	<b>1</b>	0	0	0	1	1	1	2	1	1	1	1	2	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	1	1	1	1	0	2	1	0	1	1

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	<b>4</b>	0	0	0	3	6	7	4	3	4	6	5	5	4	4	4
1	<b>1</b>	0	1	0	0	1	1	0	0	1	1	2	1	1	0	0
2	<b>0</b>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
3	<b>1</b>	0	1	1	1	1	2	1	1	0	2	2	1	1	1	2
4	<b>1</b>	0	1	1	1	1	3	1	0	1	2	2	0	2	0	1
5	<b>2</b>	1	1	1	2	2	3	2	2	1	4	1	3	1	3	2
6	<b>2</b>	1	1	2	1	3	3	2	1	2	2	2	2	2	2	2
7	<b>4</b>	3	3	5	4	4	6	4	2	2	6	4	3	5	4	2
8	<b>7</b>	6	5	9	6	8	7	8	5	7	7	7	6	6	8	7
9	<b>11</b>	10	8	14	12	11	14	10	10	11	11	13	11	13	11	10
10 - Absolutely certain to vote	<b>64</b>	79	77	65	68	60	52	63	75	70	56	59	65	62	65	67
Don't know	<b>3</b>	0	1	2	1	4	2	4	1	1	4	3	3	2	2	1

### Headline Voting Intention

[All those to name a party]

Con	<b>33</b>	100	0	0	33	33	33	29	38	35	31	38	40	38	24	15
Lib Dem	<b>30</b>	0	0	100	29	32	40	28	25	29	32	29	32	33	29	23
Lab	<b>28</b>	0	100	0	29	27	23	34	25	27	28	26	17	23	41	41
Other	<b>9</b>	0	0	0	9	8	4	9	12	8	9	7	10	5	6	22

	Voting intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1466</b>	396	329	363	704	762	427	526	513	806	660	188	476	314	361	128
Unweighted Sample	1466	399	314	357	667	799	393	453	620	851	615	205	492	276	356	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Other Parties Voting Intention</b>																
UKIP	3	0	0	0	3	2	0	2	5	2	3	3	5	2	1	0
SNP / PCY	2	0	0	0	2	2	2	1	3	1	3	0	0	2	0	17
BNP	2	0	0	0	2	2	0	3	3	2	3	0	2	1	3	3
Green	1	0	0	0	1	1	1	2	1	2	1	2	2	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	1	1	1	1	0	3	1	0	1	1
<b>Non Voters</b>																
Would Not Vote	4	0	0	0	3	6	7	4	3	4	6	5	5	4	4	4
Don't know	14	0	0	0	11	18	14	16	13	13	16	17	15	14	12	13

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	62	88
Male 25 to 39	142	191
Male 40 to 54	155	191
Male 55 +	308	235
Female 18 to 24	107	88
Female 25 to 39	203	191
Female 40 to 54	177	205
Female 55 +	312	279
<b>Region</b>		
North England	356	361
Midlands	197	240
East England	137	141
London	205	188
South England	355	336
Wales	79	73
Scotland	137	128
<b>Social Grade</b>		
ABC1	851	806
C2DE	615	660
<b>Newspaper Type</b>		
Express / Mail	364	235
Sun / Star	205	323
Mirror / Record	138	235
Guardian / Independent	115	59
FT / Times / Telegraph	152	139
Other Paper	190	183
No Paper	302	293
<b>Political Party Identification</b>		
Labour Loyal	372	381
Labour Disloyal	86	88
Conservative	370	381
Liberal Democrat	160	176
Others	89	44
None	342	359
Don't know	47	37