

YouGov / The Sun Survey Results

Sample Size: 1598 GB Adults
Fieldwork: 26th - 27th April 2010

Weighted Sample
Unweighted Sample

| Total | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| 1598 | 422 | 390 | 377 | 767 | 831 | 479 | 560 | 559 | 878 | 720 | 204 | 520 | 342 | 393 | 139 |
| % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Taking into account likelihood to vote]

24-25
March

| | 26-27 April | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---------|----------------|-----|-----|---------|------|--------|-------|-------|-----|------|------|--------|---------------|------------------|-------|----------|
| Con | 33 | 100 | 0 | 0 | 34 | 32 | 31 | 31 | 37 | 37 | 28 | 37 | 41 | 36 | 26 | 13 |
| Lab | 29 | 0 | 100 | 0 | 28 | 30 | 24 | 33 | 29 | 25 | 34 | 28 | 20 | 30 | 35 | 43 |
| Lib Dem | 28 | 0 | 0 | 100 | 27 | 28 | 39 | 27 | 20 | 29 | 26 | 27 | 30 | 23 | 31 | 23 |
| Other | 10 | 0 | 0 | 0 | 11 | 10 | 6 | 10 | 14 | 9 | 12 | 9 | 9 | 12 | 7 | 21 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 4 | 0 | 0 | 0 | 5 | 4 | 2 | 3 | 7 | 4 | 5 | 6 | 5 | 4 | 3 | 1 |
| SNP / PCY | 2 | 0 | 0 | 0 | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 1 | 0 | 2 | 0 | 20 |
| BNP | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 0 |
| Green | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 |

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 | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|--|-------------------------|-----|-----|---------|------|--------|-------|-------|-----|------|------|--------|---------------|------------------|-------|----------|
| 0 - Certain NOT to vote | 3 | 0 | 0 | 0 | 3 | 3 | 5 | 3 | 2 | 2 | 4 | 6 | 3 | 2 | 2 | 2 |
| 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| 2 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| 3 | 1 | 0 | 0 | 0 | 1 | 1 | 2 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 0 | 1 |
| 4 | 1 | 0 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 3 | 1 | 1 | 1 |
| 5 | 2 | 0 | 3 | 1 | 2 | 3 | 4 | 2 | 1 | 1 | 3 | 5 | 2 | 2 | 2 | 0 |
| 6 | 2 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 |
| 7 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 3 |
| 8 | 6 | 3 | 8 | 8 | 6 | 7 | 8 | 7 | 4 | 7 | 5 | 3 | 8 | 6 | 6 | 5 |
| 9 | 9 | 9 | 7 | 13 | 11 | 7 | 11 | 8 | 8 | 10 | 7 | 7 | 8 | 8 | 10 | 9 |
| 10 - Absolutely certain to vote, or have already voted | 70 | 85 | 75 | 68 | 70 | 70 | 58 | 72 | 79 | 73 | 67 | 68 | 67 | 73 | 71 | 75 |
| Don't know | 2 | 0 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 |

Weighted Sample
Unweighted Sample

| Total | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| 1598 | 422 | 390 | 377 | 767 | 831 | 479 | 560 | 559 | 878 | 720 | 204 | 520 | 342 | 393 | 139 |
| 1598 | 444 | 372 | 369 | 718 | 880 | 449 | 528 | 621 | 911 | 687 | 174 | 569 | 315 | 363 | 177 |
| % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[All those to name a party]

| | | | | | | | | | | | | | | | | |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 32 | 100 | 0 | 0 | 33 | 31 | 29 | 30 | 36 | 36 | 26 | 35 | 39 | 34 | 25 | 13 |
| Lab | 29 | 0 | 100 | 0 | 29 | 30 | 26 | 33 | 29 | 25 | 34 | 28 | 21 | 29 | 36 | 44 |
| Lib Dem | 28 | 0 | 0 | 100 | 27 | 30 | 39 | 27 | 21 | 29 | 28 | 28 | 31 | 24 | 31 | 22 |
| Other | 10 | 0 | 0 | 0 | 11 | 10 | 6 | 10 | 14 | 9 | 12 | 8 | 9 | 12 | 7 | 21 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 4 | 0 | 0 | 0 | 5 | 4 | 2 | 3 | 7 | 4 | 5 | 6 | 5 | 4 | 3 | 1 |
| SNP / PCY | 2 | 0 | 0 | 0 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 1 | 0 | 2 | 0 | 20 |
| BNP | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 3 | 0 |
| Green | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | |
|----------------|----|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 3 | 0 | 0 | 0 | 3 | 3 | 5 | 3 | 2 | 2 | 4 | 6 | 3 | 2 | 2 | 2 |
| Don't know | 14 | 0 | 0 | 0 | 12 | 15 | 17 | 14 | 11 | 14 | 14 | 15 | 13 | 17 | 12 | 12 |

Overall, do you think the government's measures for tackling Britain's recession...?

| | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Have started to work | 19 | 27 | 4 | 60 | 26 | 31 | 23 | 25 | 30 | 25 | 26 | 27 | 21 | 23 | 26 | 31 | 38 |
| Will start to work in the near future | 11 | 11 | 5 | 19 | 13 | 10 | 12 | 13 | 13 | 7 | 10 | 12 | 16 | 10 | 11 | 11 | 12 |
| Will start to work but not for some time | 22 | 19 | 19 | 14 | 24 | 19 | 18 | 19 | 18 | 18 | 19 | 18 | 20 | 17 | 16 | 21 | 20 |
| Will make little or no difference to the economy | 23 | 23 | 38 | 3 | 23 | 22 | 24 | 22 | 20 | 26 | 23 | 22 | 16 | 27 | 25 | 21 | 18 |
| Will end up making things worse | 17 | 13 | 28 | 0 | 7 | 14 | 12 | 6 | 12 | 19 | 15 | 11 | 18 | 15 | 13 | 9 | 7 |
| Don't know | 9 | 8 | 7 | 3 | 8 | 5 | 11 | 14 | 6 | 5 | 6 | 10 | 9 | 9 | 7 | 5 | |

12-13
Apr

Which of the following would you most like to see after the next general election?

| | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A Conservative government, ruling on its own | 30 | 29 | 92 | 0 | 3 | 32 | 27 | 24 | 26 | 35 | 33 | 23 | 31 | 35 | 31 | 23 | 14 |
| A Labour government, ruling on its own | 19 | 21 | 0 | 75 | 4 | 23 | 19 | 17 | 23 | 23 | 18 | 25 | 21 | 15 | 21 | 24 | 37 |
| A Conservative/Liberal Democrat coalition | 10 | 10 | 6 | 1 | 24 | 9 | 10 | 13 | 9 | 8 | 10 | 10 | 14 | 11 | 10 | 8 | 6 |
| A Labour/Liberal Democrat coalition | 16 | 17 | 0 | 18 | 40 | 17 | 18 | 21 | 19 | 12 | 19 | 15 | 18 | 14 | 15 | 24 | 16 |
| A 'grand' coalition with all three main parties ruling together | 11 | 9 | 1 | 3 | 17 | 8 | 10 | 6 | 9 | 12 | 8 | 10 | 3 | 12 | 9 | 6 | 14 |
| Don't know | 14 | 14 | 1 | 3 | 13 | 11 | 17 | 20 | 14 | 10 | 11 | 18 | 14 | 14 | 15 | 15 | 12 |

Suppose a Conservative Government were formed under Mr Cameron. Which of these statements comes closest to your own view?

| | | | | | | | | | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would be delighted | 25 | 24 | 82 | 0 | 3 | 25 | 23 | 21 | 23 | 28 | 27 | 20 | 28 | 28 | 25 | 20 | 12 |
| I would be dismayed | 38 | 46 | 0 | 87 | 62 | 46 | 46 | 43 | 48 | 46 | 44 | 49 | 40 | 36 | 47 | 54 | 67 |
| I wouldn't mind | 25 | 22 | 17 | 7 | 29 | 21 | 22 | 26 | 19 | 20 | 23 | 20 | 28 | 24 | 21 | 18 | 13 |
| Don't know | 12 | 8 | 1 | 6 | 6 | 7 | 9 | 10 | 10 | 5 | 6 | 11 | 4 | 11 | 7 | 8 | 8 |

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. |
|---------------------------------------|----------------|--------------|
| Age and Gender | | |
| Male 18 to 24 | 59 | 96 |
| Male 25 to 39 | 170 | 208 |
| Male 40 to 54 | 181 | 208 |
| Male 55 + | 308 | 256 |
| Female 18 to 24 | 89 | 97 |
| Female 25 to 39 | 270 | 208 |
| Female 40 to 54 | 208 | 224 |
| Female 55 + | 313 | 303 |
| Region | | |
| North England | 363 | 393 |
| Midlands | 245 | 262 |
| East England | 161 | 153 |
| London | 174 | 204 |
| South England | 408 | 367 |
| Wales | 70 | 80 |
| Scotland | 177 | 139 |
| Social Grade | | |
| ABC1 | 911 | 878 |
| C2DE | 687 | 720 |
| Newspaper Type | | |
| Express / Mail | 379 | 256 |
| Sun / Star | 230 | 351 |
| Mirror / Record | 180 | 256 |
| Guardian / Independent | 134 | 64 |
| FT / Times / Telegraph | 190 | 152 |
| Other Paper | 196 | 200 |
| No Paper | 288 | 319 |
| Political Party Identification | | |
| Labour Loyal | 408 | 415 |
| Labour Disloyal | 87 | 96 |
| Conservative | 426 | 415 |
| Liberal Democrat | 176 | 192 |
| Others | 68 | 48 |
| None | 375 | 391 |
| Don't know | 57 | 40 |