

# YouGov / The Sun Survey Results

Sample Size: 1530 GB Adults  
Fieldwork: 27th - 28th 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
1530	430	355	400	735	795	453	542	535	840	690	196	498	328	376	133
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Taking into account likelihood to vote]

13-14 Apr  
27-28 Apr

Con	34	100	0	0	35	33	30	33	38	37	30	43	40	30	31	18
Lib Dem	31	0	0	100	31	31	37	30	27	31	31	31	36	30	28	23
Lab	27	0	100	0	26	28	28	29	24	25	30	21	17	34	35	33
Other	8	0	0	0	8	8	5	7	11	7	10	5	7	6	7	26
UKIP	3	0	0	0	4	2	1	3	5	2	5	2	4	4	3	0
SNP / PCY	2	0	0	0	1	2	1	1	3	2	2	0	0	0	0	20
Green	1	0	0	0	0	2	2	1	1	1	1	1	1	0	2	2
BNP	1	0	0	0	1	2	0	2	1	1	1	1	1	1	2	4
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	1	0	2	1	0	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	5	0	0	0	4	6	9	3	3	4	6	4	5	6	6	3
1	1	0	0	1	1	1	1	1	0	0	1	0	1	0	1	3
2	1	0	1	1	1	1	2	1	1	0	2	1	2	0	0	1
3	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	2
4	1	0	1	1	1	0	2	0	1	1	1	0	1	1	1	0
5	3	1	3	2	3	2	2	4	2	2	4	3	2	3	4	3
6	2	1	2	1	2	1	2	2	1	1	2	1	1	2	1	3
7	2	3	2	2	3	2	4	3	1	2	3	1	3	4	2	1
8	6	4	9	6	6	6	7	6	5	5	7	3	7	6	5	8
9	10	10	9	11	9	11	10	11	9	10	9	14	9	10	10	7
10 - Absolutely certain to vote, or have already voted	68	80	72	73	68	68	60	66	77	72	63	70	67	68	68	68
Don't know	1	0	0	0	1	1	1	1	0	1	1	1	1	1	1	1

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Unweighted Sample

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1530	430	355	400	735	795	453	542	535	840	690	196	498	328	376	133
1530	447	336	402	714	816	430	463	637	911	619	251	536	282	336	125
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**  
*[All those to name a party]*

Con	33	100	0	0	34	33	28	32	38	36	29	42	39	30	30	17
Lib Dem	31	0	0	100	31	31	38	30	27	31	31	31	36	29	28	24
Lab	27	0	100	0	27	28	28	30	24	25	30	22	18	35	35	33
Other	8	0	0	0	9	8	6	8	11	7	10	5	7	6	7	26

**Other Parties Voting Intention**

UKIP	3	0	0	0	5	2	1	3	5	2	5	2	4	4	3	0
SNP / PCY	2	0	0	0	2	2	1	1	3	2	2	0	0	0	0	20
Green	1	0	0	0	0	2	2	1	1	1	1	1	1	0	2	2
BNP	1	0	0	0	1	2	0	2	1	1	1	1	1	1	2	4
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	1	0	2	1	0	0

**Non Voters**

Would Not Vote	5	0	0	0	4	6	9	3	3	4	6	4	5	6	6	3
Don't know	11	0	0	0	7	14	11	12	9	9	13	9	11	8	13	9

**For better or worse, only two of the political parties -- the Conservatives and Labour -- have any real chance of forming a Government after this election. Irrespective of how you intend to vote (or have already voted by post), which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?**

**The kind of society it wants is broadly the kind of society I want**

Applies more to the Conservatives	36	33	87	2	15	34	33	28	32	40	38	28	40	41	29	29	20
Applies more to Labour	30	31	1	82	29	32	30	30	36	26	31	31	25	23	32	37	44
Applies to both parties	6	6	4	8	6	7	5	8	6	5	6	7	7	7	6	4	9
Applies to neither of them	17	21	5	4	40	21	21	19	19	23	18	23	21	20	24	19	19
Don't know	10	9	3	5	9	7	11	15	6	6	8	10	7	9	9	11	8

**It is led by people of real ability**

Applies more to the Conservatives	27	26	71	2	10	26	25	24	23	29	28	23	30	29	22	26	15
Applies more to Labour	22	23	1	69	19	25	21	20	25	24	22	24	21	17	26	24	39
Applies to both parties	8	9	6	11	11	8	10	13	10	5	8	11	9	10	9	9	11
Applies to neither of them	31	32	18	12	49	33	31	27	34	34	32	32	34	35	31	29	30
Don't know	13	10	5	6	11	7	13	16	8	8	10	11	7	10	12	12	6

**Weighted Sample**  
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Its leaders are prepared to take tough and unpopular decisions**

Applies more to the Conservatives	27	<b>27</b>	72	4	14	28	27	23	25	34	30	24	33	31	23	27	19
Applies more to Labour	25	<b>26</b>	3	69	23	26	26	24	28	25	24	27	20	21	31	24	40
Applies to both parties	17	<b>17</b>	12	16	20	17	18	19	19	14	17	18	15	16	18	20	17
Applies to neither of them	18	<b>20</b>	8	7	33	22	19	18	21	21	20	20	23	22	18	18	19
Don't know	12	<b>10</b>	6	5	10	8	12	15	8	7	9	11	9	10	10	11	6

**It seems to chop and change all the time: you can never be quite sure what it stands for**

Applies more to the Conservatives	25	<b>24</b>	5	63	21	26	23	22	26	25	23	26	19	20	26	27	36
Applies more to Labour	26	<b>25</b>	65	7	10	25	26	20	25	30	28	23	29	30	23	22	18
Applies to both parties	30	<b>30</b>	20	15	43	32	28	30	31	29	30	30	33	32	30	27	28
Applies to neither of them	9	<b>11</b>	6	8	16	9	12	11	11	11	10	11	10	11	11	10	13
Don't know	10	<b>9</b>	4	7	9	8	11	17	8	5	9	10	9	8	10	13	5

## 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	77	93
Male 25 to 39	158	200
Male 40 to 54	162	199
Male 55 +	317	244
Female 18 to 24	87	92
Female 25 to 39	230	199
Female 40 to 54	179	214
Female 55 +	320	290
<b>Region</b>		
North England	336	376
Midlands	215	252
East England	172	147
London	251	196
South England	364	351
Wales	67	76
Scotland	125	133
<b>Social Grade</b>		
ABC1	911	840
C2DE	619	690
<b>Newspaper Type</b>		
Express / Mail	379	244
Sun / Star	215	336
Mirror / Record	135	244
Guardian / Independent	124	61
FT / Times / Telegraph	178	145
Other Paper	203	191
No Paper	295	307
<b>Political Party Identification</b>		
Labour Loyal	393	397
Labour Disloyal	83	93
Conservative	402	397
Liberal Democrat	168	183
Others	57	46
None	351	374
Don't know	75	38