

YouGov / The Sun Survey Results

Sample Size: 1412 GB Adults
Fieldwork: 30th 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
Weighted Sample	1412	406	345	335	676	736	426	490	495	776	635	182	459	302	347	123
Unweighted Sample	1412	423	297	354	669	743	424	445	543	856	555	198	517	263	312	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	34	100	0	0	34	33	28	34	38	35	32	37	37	36	32	17
Lab	28	0	100	0	28	29	27	30	28	28	30	26	21	33	33	36
Lib Dem	28	0	0	100	27	28	35	26	24	28	28	29	32	25	27	20
Other	10	0	0	0	10	9	10	9	10	9	10	8	11	6	7	27

Other Parties Voting Intention

UKIP	3	0	0	0	3	4	2	3	5	3	4	3	7	1	2	1
SNP / PCY	2	0	0	0	3	2	3	2	2	2	3	0	0	1	0	24
BNP	2	0	0	0	2	2	3	2	1	2	2	1	2	1	2	0
Green	1	0	0	0	1	1	1	2	1	1	1	2	1	0	1	1
Respect	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0
Other	1	0	0	0	1	1	1	0	2	1	1	1	1	2	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	4	0	0	0	4	5	7	4	3	2	7	5	4	4	4	4
1	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0
2	1	0	1	0	1	1	2	0	1	1	1	0	1	0	1	0
3	1	0	0	0	1	1	1	1	0	1	0	2	1	0	1	1
4	1	0	1	0	0	1	0	1	1	0	1	1	1	0	1	2
5	2	1	1	1	1	2	3	1	1	2	1	1	2	1	2	1
6	1	1	2	1	1	1	1	2	0	1	1	3	1	1	1	0
7	2	1	2	3	2	2	3	2	1	2	2	4	2	2	1	2
8	5	4	6	5	5	5	6	5	4	5	5	4	7	3	5	6
9	8	7	10	10	8	8	9	8	8	8	8	11	6	8	9	8
10 - Absolutely certain to vote, or have already voted by post	74	85	78	80	75	73	65	75	80	77	70	65	73	79	75	75
Don't know	1	1	0	0	1	1	2	0	1	1	1	2	1	0	1	2

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Weighted Sample	1412	406	345	335	676	736	426	490	495	776	635	182	459	302	347	123
Unweighted Sample	1412	423	297	354	669	743	424	445	543	856	555	198	517	263	312	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	34	100	0	0	35	33	28	33	38	35	32	36	37	35	32	17
Lab	29	0	100	0	28	29	28	30	28	28	29	26	21	34	34	36
Lib Dem	28	0	0	100	27	28	35	26	24	28	28	28	31	25	27	20
Other	10	0	0	0	10	10	10	10	10	10	11	10	11	6	7	27

Other Parties Voting Intention

UKIP	4	0	0	0	3	4	2	4	5	3	4	3	7	1	2	1
SNP / PCY	2	0	0	0	3	2	3	2	2	2	2	1	0	1	0	24
BNP	2	0	0	0	2	2	2	1	1	2	2	1	2	1	2	0
Green	1	0	0	0	1	1	1	2	1	1	1	3	1	0	1	2
Respect	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0
Other	1	0	0	0	1	1	1	0	2	1	1	1	1	2	1	1

Non Voters

Would Not Vote	4	0	0	0	4	5	7	4	3	2	7	5	4	4	4	4
Don't know	10	0	0	0	8	12	14	11	6	9	11	13	7	10	12	14

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	61	85
Male 25 to 39	165	183
Male 40 to 54	156	183
Male 55 +	287	225
Female 18 to 24	103	85
Female 25 to 39	221	184
Female 40 to 54	163	197
Female 55 +	256	270
Region		
North England	312	347
Midlands	199	231
East England	155	135
London	198	182
South England	362	324
Wales	64	70
Scotland	122	123
Social Grade		
ABC1	856	776
C2DE	555	635
Newspaper Type		
Express / Mail	354	225
Sun / Star	177	310
Mirror / Record	104	225
Guardian / Independent	141	56
FT / Times / Telegraph	198	134
Other Paper	170	176
No Paper	266	283
Political Party Identification		
Labour Loyal	311	366
Labour Disloyal	88	85
Conservative	372	367
Liberal Democrat	145	170
Others	54	42
None	383	346
Don't know	59	35