

YouGov / The Sun Survey Results

Sample Size: 2,832 GB Adults
Fieldwork: 6th - 7th January 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	2832	908	665	350	1358	1474	818	1022	991	1556	1274	362	922	606	696	246
Unweighted Sample	2832	898	604	339	1262	1570	725	1179	928	1690	1140	341	957	528	705	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	42	100	0	0	39	44	45	41	39	45	37	46	48	48	33	19
Lab	30	0	100	0	32	28	28	29	34	28	34	28	24	28	41	39
Lib Dem	16	0	0	100	16	16	18	16	15	18	13	17	19	13	14	15
Other	12	0	0	0	12	12	10	14	13	10	16	9	10	11	12	28

Other Parties Voting Intention

Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Green	2	0	0	0	1	3	3	2	1	2	2	2	2	1	3	1
SNP / PCY	3	0	0	0	3	2	3	2	2	2	3	1	0	1	0	23
BNP	3	0	0	0	3	3	2	4	3	2	5	0	3	4	5	2
UKIP	4	0	0	0	4	3	1	4	6	3	5	2	4	6	4	0
Other	1	0	0	0	1	1	1	1	1	1	1	3	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	7	9	12	8	4	5	11	5	6	11	9	7
Don't know	15	0	0	0	11	19	15	15	14	14	16	17	15	13	16	14

Which would make you more likely to vote Labour at the coming general election - Gordon Brown remaining Labour Party leader, or Mr Brown standing down and someone else taking over as Labour Party leader?

Gordon Brown remaining Labour Party leader	16	2	48	12	18	14	11	15	20	15	16	12	13	15	19	26
Someone else taking over as Labour Party leader	17	16	12	26	18	15	24	17	10	17	17	17	17	17	19	10
It would make no difference - I would vote labour anyway	11	2	38	2	11	10	9	11	11	10	11	11	9	9	11	14
It would make no difference - I would NOT vote Labour anyway	46	79	0	55	45	47	41	47	51	50	42	49	51	48	40	40
Don't know	11	2	2	5	7	14	14	10	8	8	14	12	10	10	12	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Mr Brown did stand down, which one, if any, of the following Labour Party politicians would make you most likely to vote Labour?

David Miliband	8	4	13	13	10	5	11	7	5	7	8	8	9	6	8	4
Jack Straw	5	5	7	5	6	4	7	5	3	4	6	4	5	7	4	6
Alan Johnson	4	2	10	3	6	3	4	4	6	5	4	5	4	4	5	3
Harriet Harman	2	2	1	4	2	2	4	1	1	2	2	4	2	1	2	1
Ed Balls	2	1	4	1	2	1	3	2	0	2	2	1	2	1	3	1
Ed Miliband	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	0
Andy Burnham	1	0	1	2	1	0	1	0	0	1	0	1	1	0	0	1
It would make no difference - I would vote labour anyway	12	1	45	2	13	11	7	11	17	12	12	9	9	12	16	17
It would make no difference - I would NOT vote Labour anyway	43	73	1	49	41	45	35	44	49	47	39	45	46	44	36	43
Don't know	23	10	17	20	18	29	29	23	20	21	27	21	22	24	25	24

Some senior politicians within the Labour Party have called for a vote among Labour MPs to decide whether or not Gordon Brown should remain Labour Party leader and Prime Minister.

Do you think this is...?

A good idea; there's a need to clear the air one way or the other	29	36	17	33	31	27	29	30	28	31	27	27	32	29	30	22
A distraction from the serious issues that the country currently faces	62	57	78	62	62	62	57	61	67	64	60	64	61	60	60	74
Don't know	9	7	5	6	7	11	14	8	5	6	13	9	7	11	10	5

Does the fact that some senior Labour MPs are publicly calling for such a ballot give you MORE confidence in the Labour Party, LESS confidence in the Labour Party, or does it make no difference?

MORE confidence	8	6	10	13	8	7	8	9	5	7	9	7	8	6	9	7
LESS confidence	28	23	33	36	28	27	34	27	23	30	25	25	30	31	23	30
No difference - I have confidence in the Labour Party anyway	14	2	48	6	17	11	9	13	19	14	15	14	12	10	20	17
No difference - I have NO confidence in the Labour Party anyway	39	65	0	35	37	41	31	39	46	41	37	40	41	41	35	37
Don't know	12	5	9	10	10	13	17	12	7	10	14	15	9	12	14	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If each of the following senior Labour MPs were to replace Gordon Brown as leader of the Labour Party before the coming general election, how would you vote?

Miliband Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	40	94	2	2	37	43	41	40	39	43	35	46	44	44	34	20
Lab	32	3	90	15	35	28	35	32	30	28	37	29	29	28	39	34
Lib Dem	14	0	5	81	15	13	13	14	15	16	11	15	15	12	13	15
Other	14	3	4	2	13	16	11	14	17	13	17	10	11	16	14	31

Miliband Non Voters

Would Not Vote	12	8	3	4	9	14	13	12	11	9	15	10	11	15	13	6
Don't know	21	9	16	14	14	27	27	20	17	18	24	20	20	21	21	23

Johnson Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	40	94	2	2	37	43	41	40	38	43	35	47	45	44	32	18
Lab	31	3	91	6	33	28	32	30	30	28	34	28	25	27	40	36
Lib Dem	15	1	3	89	16	14	15	15	15	17	13	16	18	13	13	14
Other	15	3	4	3	14	16	11	15	17	12	18	9	12	16	14	32

Johnson Non Voters

Would Not Vote	12	8	3	3	9	14	13	12	10	9	15	11	10	15	12	6
Don't know	22	10	18	15	15	28	29	21	17	19	26	22	21	23	22	25

Balls Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	40	95	3	1	37	44	43	40	39	44	35	48	47	44	32	19
Lab	27	2	87	4	29	25	27	29	26	24	32	23	21	25	38	32
Lib Dem	17	1	5	93	19	15	17	16	17	19	14	20	19	14	15	17
Other	15	3	5	3	15	16	13	15	18	13	18	10	13	17	15	33

Balls Non Voters

Would Not Vote	12	8	3	4	10	14	14	11	11	9	15	11	11	16	13	7
Don't know	22	9	18	13	15	28	29	21	17	19	25	23	21	22	20	25

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	71	170
Male 25 to 39	332	368
Male 40 to 54	413	368
Male 55 +	446	453
Female 18 to 24	113	171
Female 25 to 39	510	368
Female 40 to 54	465	396
Female 55 +	482	539
Region		
London	341	362
Rest of South	957	922
Midlands and Wales	528	606
North	705	696
Scotland	301	246
Social Grade		
ABC1	1690	1557
C2DE	1140	1274
Newspaper Type		
Express / Mail	719	454
Sun / Star	433	623
Mirror / Record	266	453
Guardian / Independent	128	113
FT / Times / Telegraph	196	269
Other Paper	401	354
No Paper	688	566
Political Party Identification		
Lab	817	906
Con	674	737
Lib Dem	269	340
Others	149	86
None	800	693
Don't know	123	71