

YouGov / The Sun Survey Results

Sample Size: 4167 GB Adults
Fieldwork: 5rd - 6th 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	4167	1298	1011	564	2001	2166	1203	1505	1458	2291	1875	533	1354	892	1026	362
Unweighted Sample	4167	1473	905	552	2127	2040	895	1404	1868	2572	1594	536	1467	878	914	372
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	38	41	36	37	44	43	36	38	49	40	36	17
Lab	31	0	100	0	31	31	31	35	26	29	33	35	23	34	35	35
Lib Dem	17	0	0	100	18	17	23	15	16	18	16	16	19	15	18	15
Other	12	0	0	0	14	11	10	13	14	10	16	11	9	11	11	33

Other Parties Voting Intention

UKIP	4	0	0	0	3	4	1	3	6	3	5	4	4	3	4	2
SNP / PCY	3	0	0	0	4	2	3	3	4	2	4	0	0	3	1	26
BNP	3	0	0	0	3	2	3	4	2	2	4	3	2	3	4	2
Green	2	0	0	0	2	2	3	2	2	2	3	2	2	2	2	1
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	1	1	1	0	2

Non Voters

Would Not Vote	8	0	0	0	7	9	11	7	6	6	10	8	6	8	11	5
Don't know	14	0	0	0	10	17	14	14	13	12	15	15	14	14	13	11

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	14	1	41	8	15	13	13	15	14	14	14	15	10	14	13	30
Someone else taking over as Labour Party leader	19	16	15	27	21	17	25	19	13	18	20	19	17	21	21	11
It would make no difference - I would vote labour anyway	12	2	41	1	12	11	10	13	11	12	11	13	9	13	14	10
It would make no difference - I would NOT vote Labour anyway	46	81	0	59	45	46	38	43	55	49	42	42	55	43	39	41
Don't know	10	1	3	5	7	13	15	10	7	8	13	12	9	10	13	8

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 Milliband	8	5	14	11	10	5	12	7	6	9	6	9	7	7	9	8
Jack Straw	5	3	8	6	5	4	7	4	3	6	4	4	4	5	5	8
Alan Johnson	4	3	8	5	6	2	3	5	5	5	3	5	3	5	4	4
Harriet Harman	2	1	4	3	2	2	3	2	2	2	2	3	1	2	2	2
Ed Balls	2	1	3	2	2	2	2	2	1	2	2	2	2	2	2	1
Ed Milliband	1	1	2	1	2	1	2	1	1	1	1	3	1	2	1	1
Andy Burnham	1	1	1	1	1	0	1	1	0	0	1	0	0	1	1	0
It would make no difference - I would vote labour anyway	12	1	44	1	11	12	7	14	13	12	12	12	9	13	12	14
It would make no difference - I would NOT vote Labour anyway	44	75	1	53	44	44	35	41	54	45	42	40	52	41	39	40
Don't know	23	10	16	17	17	28	29	25	16	19	27	23	20	23	26	22

Does the fact that David Cameron had a privileged upbringing and went to Eton affect his ability to do a good job as Prime Minister?

Makes him more able	8	18	1	5	10	6	7	6	10	8	8	10	9	7	6	5
Makes him less able	24	3	47	31	24	23	21	26	23	24	23	20	18	25	29	31
Makes no difference	61	77	45	58	60	62	62	61	61	63	58	60	67	62	55	57
Don't know	8	2	7	6	6	9	10	7	6	5	12	11	6	6	10	8
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	77	250
Male 25 to 39	466	542
Male 40 to 54	563	543
Male 55 +	1021	667
Female 18 to 24	144	250
Female 25 to 39	566	542
Female 40 to 54	483	583
Female 55 +	847	792
Region		
London	536	533
Rest of South	1467	1354
Midlands and Wales	878	892
North	914	1026
Scotland	372	362
Social Grade		
ABC1	2572	2291
C2DE	1594	1875
Newspaper Type		
Express / Mail	1079	667
Sun / Star	550	918
Mirror / Record	329	667
Guardian / Independent	346	167
FT / Times / Telegraph	555	396
Other Paper	478	521
No Paper	830	833
Political Party Identification		
Lab	1203	1333
Con	1245	1084
Lib Dem	399	500
Others	196	125
None	994	1021
Don't know	130	104