

YouGov / The Sun Survey Results

Sample Size: 1479 GB Adults
Fieldwork: 1st - 2nd March 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
1479	458	399	184	710	769	439	522	518	813	665	190	481	316	363	128
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

	15 - 16 Feb	1 - 2 Mar	Gender		Age			Social Grade		Region				
			Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	38	38	38	39	36	37	42	39	37	43	45	43	30	14
Lab	33	31	31	36	32	39	29	32	35	32	21	35	45	46
Lib Dem	16	17	17	14	20	12	15	17	13	14	22	9	12	16
Other	13	14	14	12	13	12	14	12	15	11	12	13	12	25

Other Parties Voting Intention

UKIP	4	4	4	4	2	3	5	3	4	2	5	3	4	1
BNP	3	4	4	2	2	5	3	1	6	4	3	3	5	2
Green	3	3	3	2	5	2	1	3	1	3	2	3	3	3
SNP / PCY	3	3	3	3	2	2	4	3	2	1	0	3	0	19
Respect	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Other	1	1	1	1	1	0	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	7	5	8	10	6	4	4	10	4	6	7	9	8
Don't know	13	7	18	11	14	12	12	13	16	13	11	12	10

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

A Conservative government, ruling on its own	28	29	86	0	1	33	26	25	29	34	30	28	31	36	32	23	14
A Labour government, ruling on its own	19	21	0	73	1	22	20	17	23	22	20	23	16	12	21	30	36
A Conservative/Liberal Democrat coalition	9	9	10	1	28	10	8	12	7	9	10	8	8	11	9	7	5
A Labour/Liberal Democrat coalition	14	14	0	20	45	16	13	18	15	10	17	11	20	15	12	12	16
A "grand" coalition with all three main parties ruling together	12	12	2	5	17	10	12	11	10	13	10	13	11	10	12	11	15
Don't know	18	15	2	1	7	9	21	17	17	12	13	18	14	16	14	17	14

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

I would be delighted	20	21	65	1	2	25	18	18	21	25	24	19	25	27	23	16	6
I would be dismayed	41	41	0	84	57	43	39	38	44	40	40	42	39	31	43	45	65
I wouldn't mind	28	27	33	10	32	27	27	31	25	26	27	26	28	31	25	26	21
Don't know	11	11	2	5	9	6	15	13	11	9	9	13	9	11	9	14	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	Weighted no.
Age and Gender		
Male 18 to 24	66	89
Male 25 to 39	155	193
Male 40 to 54	194	192
Male 55 +	300	236
Female 18 to 24	98	89
Female 25 to 39	220	192
Female 40 to 54	188	207
Female 55 +	258	282
Region		
North England	327	363
Midlands	195	242
East England	148	143
London	244	190
South England	363	338
Wales	76	74
Scotland	126	128
Social Grade		
ABC1	863	813
C2DE	615	665
Newspaper Type		
Express / Mail	331	236
Sun / Star	237	325
Mirror / Record	142	236
Guardian / Independent	128	59
FT / Times / Telegraph	193	140
Other Paper	163	185
No Paper	284	296
Political Party Identification		
Labour Loyal	343	384
Labour Disloyal	87	89
Conservative	399	385
Liberal Democrat	149	178
Others	69	44
None	360	362
Don't know	72	37