

YouGov / The Sun Survey Results

Sample Size: 1460 GB Adults
Fieldwork: 15th - 16th 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
1460	444	384	226	701	759	455	494	511	803	657	187	475	312	359	127
1460	446	373	221	677	783	472	409	579	794	666	185	490	281	370	134
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention		18-19 Feb	15-16 Mar														
Con	37			36	39	35	36	41	39	35	45	44	34	36	15		
Lab	32			34	31	32	36	29	32	32	32	23	40	32	47		
Lib Dem	19			18	20	24	17	17	20	17	15	22	17	21	15		
Other	12			13	10	10	11	13	8	16	8	11	9	12	23		
Other Parties Voting Intention																	
UKIP	3			4	3	1	3	6	2	5	3	4	4	4	1		
BNP	3			3	3	1	3	4	2	4	1	2	2	6	2		
SNP / PCY	2			3	1	1	2	2	1	3	0	0	1	0	17		
Green	2			2	3	5	2	0	2	3	2	3	1	2	1		
Respect	0			0	0	0	0	0	0	0	0	0	0	0	0		
Other	1			1	1	1	1	1	1	1	2	0	1	0	2		
Non Voters																	
Would Not Vote	6			5	7	10	5	6	5	8	2	8	6	8	6		
Don't know	12			9	15	14	11	12	12	13	16	13	10	13	7		
If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Gordon Brown?																	
Conservative government led by David Cameron	43	44	99	2	36	44	43	41	43	47	46	40	47	50	38	45	22
Labour government led by Gordon Brown	39	38	0	95	39	41	36	38	39	38	38	39	35	31	46	35	60
Don't know	18	18	1	3	25	15	21	21	18	15	16	21	18	18	16	20	18
Which of the following would you most like to see after the next general election?		1-2 Mar	15-16 Mar														
A Conservative government, ruling on its own	29	28	79	1	5	30	26	21	26	36	32	24	30	33	27	28	12
A Labour government, ruling on its own	21	22	0	74	4	25	19	17	27	21	21	22	19	14	29	21	36
A Conservative/Liberal Democrat coalition	9	10	14	1	25	10	11	13	11	7	11	10	12	13	9	10	6
A Labour/Liberal Democrat coalition	14	14	1	17	40	15	12	17	14	11	14	13	12	14	13	12	23
A 'grand' coalition with all three main parties ruling together	12	12	3	4	16	10	13	11	10	13	10	13	12	13	8	12	10
Don't know	15	15	3	4	9	10	19	20	13	12	12	18	15	14	14	17	13

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Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1460	444	384	226	701	759	455	494	511	803	657	187	475	312	359	127
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

I would be delighted	21	22	67	1	3	24	20	18	20	27	26	17	25	25	24	19	8
I would be dismayed	41	38	0	82	48	41	36	32	42	40	37	40	35	32	44	38	56
I wouldn't mind	27	28	30	11	38	27	30	35	25	25	28	29	29	32	20	31	28
Don't know	11	11	3	6	11	9	14	15	12	8	9	14	11	11	11	13	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 no.	Weighted no.
Age and Gender		
Male 18 to 24	85	88
Male 25 to 39	152	190
Male 40 to 54	145	190
Male 55 +	295	234
Female 18 to 24	97	88
Female 25 to 39	237	190
Female 40 to 54	165	204
Female 55 +	284	277
Region		
North England	370	359
Midlands	226	239
East England	130	140
London	185	187
South England	360	334
Wales	55	73
Scotland	134	127
Social Grade		
ABC1	794	803
C2DE	666	657
Newspaper Type		
Express / Mail	311	234
Sun / Star	270	321
Mirror / Record	165	234
Guardian / Independent	106	58
FT / Times / Telegraph	168	139
Other Paper	180	183
No Paper	260	292
Political Party Identification		
Labour Loyal	381	380
Labour Disloyal	89	88
Conservative	374	380
Liberal Democrat	149	175
Others	55	44
None	361	358
Don't know	51	37