

YouGov / The Sun Survey Results

Sample Size: 1681 GB Adults
Fieldwork: 29th - 30th 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
1681	510	423	259	806	875	508	584	589	924	756	216	546	360	413	146
1681	512	413	258	771	910	453	560	668	997	683	270	556	322	373	160
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

	15-16 Mar	29-30 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		37	39	36	36	41	40	35	40	43	42	34	18
Lab	31		31	32	33	34	27	28	35	28	24	33	39	36
Lib Dem	19		19	20	20	20	18	23	14	22	22	13	19	17
Other	12		13	10	10	11	14	9	15	10	11	12	8	29

Other Parties Voting Intention

UKIP	4		4	3	1	4	6	3	4	3	4	5	3	0
SNP / PCY	3		3	2	3	2	4	2	4	0	0	3	0	24
Green	2		1	2	3	1	1	2	1	3	2	1	1	1
BNP	2		3	2	3	2	3	2	4	4	3	1	3	2
Respect	0		0	0	0	0	0	0	0	0	0	0	0	0
Other	1		1	1	1	1	1	0	2	0	1	2	0	2

Non Voters

Would Not Vote	6		5	7	10	5	5	4	9	4	5	7	8	5
Don't know	13		9	17	11	17	12	14	13	11	12	18	11	18

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	44	43	99	3	29	46	42	43	39	49	46	40	50	50	43	39	23
Labour government led by Gordon Brown	38	38	0	93	42	39	37	39	40	34	38	38	32	32	38	42	52
Don't know	18	19	0	4	28	16	22	18	21	17	16	22	18	18	18	20	25

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

A Conservative government, ruling on its own	28	29	83	1	3	31	27	24	28	35	32	25	33	36	28	25	15
A Labour government, ruling on its own	22	20	0	72	5	21	20	19	22	20	18	23	19	15	21	26	23
A Conservative/Liberal Democrat coalition	10	10	11	0	29	10	9	12	7	11	11	9	13	11	9	9	7
A Labour/Liberal Democrat coalition	14	16	1	20	37	17	15	19	15	13	17	14	14	14	15	16	27
A "grand" coalition with all three main parties ruling together	12	11	4	4	16	9	13	9	12	12	11	12	9	12	10	13	10
Don't know	15	14	2	2	9	12	15	17	16	8	11	17	13	13	16	11	18

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1681	510	423	259	806	875	508	584	589	924	756	216	546	360	413	146
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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	22	23	72	2	2	24	22	20	21	29	26	19	28	28	22	21	11
I would be dismayed	38	40	0	85	51	41	38	37	42	40	40	39	36	34	39	46	52
I wouldn't mind	28	26	27	8	36	26	26	32	23	23	25	27	27	29	28	21	20
Don't know	11	11	1	5	12	9	14	11	14	9	9	14	8	9	12	13	17

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	63	101
Male 25 to 39	188	218
Male 40 to 54	200	218
Male 55 +	320	269
Female 18 to 24	81	101
Female 25 to 39	258	218
Female 40 to 54	223	235
Female 55 +	348	320
Region		
North England	373	413
Midlands	224	276
East England	165	161
London	270	216
South England	391	385
Wales	98	84
Scotland	160	146
Social Grade		
ABC1	997	924
C2DE	683	756
Newspaper Type		
Express / Mail	356	270
Sun / Star	256	370
Mirror / Record	133	269
Guardian / Independent	166	67
FT / Times / Telegraph	223	160
Other Paper	248	210
No Paper	299	336
Political Party Identification		
Labour Loyal	406	437
Labour Disloyal	122	101
Conservative	438	438
Liberal Democrat	154	202
Others	87	50
None	415	412
Don't know	59	42