

## YouGov / The Sun Survey Results

Sample Size: 1455 GB Adults  
Fieldwork: 10th - 11th April 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
<b>Weighted Sample</b>	<b>1455</b>	416	357	227	698	757	429	517	509	800	655	186	473	311	358	127
Unweighted Sample	1455	429	345	216	666	789	362	489	604	879	576	205	478	313	337	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Taking into account likelihood to vote]

Con	<b>37</b>	100	0	0	32	41	31	35	42	42	30	50	45	37	28	15
Lab	<b>31</b>	0	100	0	34	29	34	36	26	29	35	28	22	30	47	33
Lib Dem	<b>20</b>	0	0	100	20	19	28	16	18	18	21	13	24	20	15	23
Other	<b>12</b>	0	0	0	13	11	7	14	14	11	14	9	9	13	10	29

### Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	4	4	1	5	6	4	5	2	5	5	6	1
SNP / PCY	<b>3</b>	0	0	0	4	2	2	2	4	2	4	0	0	3	0	22
Green	<b>2</b>	0	0	0	2	2	3	2	1	2	2	3	1	1	2	5
BNP	<b>2</b>	0	0	0	3	2	1	4	1	2	3	4	1	4	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	0	1	1	1	1	0	1	1	1	1

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	<b>4</b>	0	0	0	4	4	7	3	2	3	5	3	4	4	4	2
1	<b>1</b>	1	0	0	1	1	1	1	1	2	0	0	2	0	2	1
2	<b>1</b>	1	0	1	1	0	2	0	0	1	1	1	1	0	1	0
3	<b>1</b>	0	1	0	1	1	1	2	1	0	2	1	1	1	2	0
4	<b>1</b>	2	2	0	1	2	3	0	1	1	2	1	1	1	2	2
5	<b>4</b>	3	3	2	4	4	6	6	2	3	6	2	6	5	3	2
6	<b>1</b>	0	1	1	1	2	2	1	1	1	2	2	1	1	1	3
7	<b>4</b>	2	2	6	4	4	4	5	2	4	4	6	4	3	4	4
8	<b>8</b>	10	4	8	8	7	9	9	6	8	7	7	8	8	8	5
9	<b>10</b>	9	11	16	11	9	12	10	9	11	9	9	9	9	13	10
10 - Absolutely certain to vote	<b>62</b>	73	74	63	62	62	49	62	73	64	59	64	60	64	58	71
Don't know	<b>2</b>	0	1	2	1	3	4	1	2	2	3	5	2	3	2	0

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<b>Weighted Sample</b>	<b>1455</b>	416	357	227	698	757	429	517	509	800	655	186	473	311	358	127
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Headline Voting Intention</b> <i>[All those to name a party]</i>																
Con	<b>36</b>	100	0	0	32	41	31	34	42	40	31	48	43	38	28	15
Lab	<b>31</b>	0	100	0	33	29	33	35	26	29	33	27	23	29	45	32
Lib Dem	<b>20</b>	0	0	100	20	19	27	16	18	19	20	14	25	19	16	23
Other	<b>13</b>	0	0	0	14	12	9	15	15	11	16	11	9	14	12	30
<b>Other Parties Voting Intention</b>																
UKIP	<b>4</b>	0	0	0	4	4	1	5	6	4	5	3	5	5	6	1
SNP / PCY	<b>3</b>	0	0	0	3	2	2	2	4	2	4	0	0	3	0	22
Green	<b>2</b>	0	0	0	2	2	3	2	2	2	2	4	1	2	2	6
BNP	<b>2</b>	0	0	0	3	2	2	5	1	1	4	4	2	4	3	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	2	1	1	2	1	0	1	1	2	1
<b>Non Voters</b>																
Would Not Vote	<b>4</b>	0	0	0	4	4	7	3	2	3	5	3	4	4	4	2
Don't know	<b>17</b>	0	0	0	12	22	19	18	15	16	19	20	18	17	18	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.
<b>Age and Gender</b>		
Male 18 to 24	65	87
Male 25 to 39	119	189
Male 40 to 54	194	189
Male 55 +	288	233
Female 18 to 24	83	87
Female 25 to 39	199	189
Female 40 to 54	191	204
Female 55 +	316	276
<b>Region</b>		
North England	337	358
Midlands	238	239
East England	133	140
London	205	186
South England	345	333
Wales	75	73
Scotland	122	127
<b>Social Grade</b>		
ABC1	879	800
C2DE	576	655
<b>Newspaper Type</b>		
Express / Mail	392	233
Sun / Star	188	320
Mirror / Record	117	233
Guardian / Independent	105	58
FT / Times / Telegraph	175	138
Other Paper	179	182
No Paper	299	291
<b>Political Party Identification</b>		
Labour Loyal	393	378
Labour Disloyal	78	87
Conservative	377	378
Liberal Democrat	136	175
Others	61	44
None	349	356
Don't know	61	36