

# YouGov / The Sun Survey Results

Sample Size: 1493 GB Adults  
Fieldwork: 11th - 12th 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>1493</b>	430	367	229	716	777	455	515	523	822	671	191	485	319	368	130
Unweighted Sample	1493	455	357	228	666	827	446	475	572	918	575	211	490	298	374	120
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Taking into account likelihood to vote]

Con	<b>39</b>	100	0	0	38	41	36	32	48	43	33	43	47	42	35	11
Lab	<b>33</b>	0	100	0	33	32	32	42	25	30	38	34	25	32	40	43
Lib Dem	<b>20</b>	0	0	100	19	20	27	17	17	20	20	19	24	15	19	18
Other	<b>8</b>	0	0	0	10	7	5	10	10	7	10	4	4	12	5	28

## Other Parties Voting Intention

SNP / PCY	<b>3</b>	0	0	0	5	2	1	4	4	3	4	0	0	6	0	22
UKIP	<b>2</b>	0	0	0	2	2	1	2	3	2	2	0	2	3	2	2
BNP	<b>2</b>	0	0	0	2	2	1	3	2	2	3	3	1	3	2	3
Green	<b>1</b>	0	0	0	1	1	2	1	0	1	1	0	1	0	1	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	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>5</b>	0	0	0	4	6	6	5	4	4	6	4	4	5	6	5
1	<b>1</b>	0	0	0	1	1	1	1	0	0	1	1	1	1	1	0
2	<b>1</b>	0	1	3	1	2	3	1	1	0	3	0	3	1	1	0
3	<b>1</b>	0	1	1	1	1	2	1	1	1	1	0	2	1	1	0
4	<b>1</b>	1	1	1	1	1	2	1	1	1	1	1	1	2	1	0
5	<b>4</b>	1	2	3	4	4	6	2	3	2	5	7	2	4	3	3
6	<b>2</b>	1	2	2	2	2	3	2	1	1	3	2	3	2	2	0
7	<b>4</b>	3	3	3	3	4	5	4	3	3	4	3	4	4	5	1
8	<b>8</b>	9	9	10	7	9	11	8	6	6	10	9	7	6	9	15
9	<b>10</b>	9	10	16	9	10	13	7	10	10	10	10	9	10	11	8
10 - Absolutely certain to vote	<b>61</b>	77	71	62	65	58	47	66	69	69	51	61	62	64	57	66
Don't know	<b>2</b>	1	0	1	2	2	1	2	2	1	3	2	2	3	2	0

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<b>Weighted Sample</b>	<b>1493</b>	430	367	229	716	777	455	515	523	822	671	191	485	319	368	130
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[All those to name a party]

Con	<b>38</b>	100	0	0	37	40	36	32	46	43	32	43	45	40	34	11
Lab	<b>33</b>	0	100	0	33	32	32	41	25	29	38	33	25	32	41	42
Lib Dem	<b>20</b>	0	0	100	20	21	27	16	19	20	20	21	25	15	20	18
Other	<b>9</b>	0	0	0	10	7	5	10	10	8	10	4	5	12	6	28

### Other Parties Voting Intention

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

### Non Voters

Would Not Vote	<b>5</b>	0	0	0	4	6	6	5	4	4	6	4	4	5	6	5
Don't know	<b>20</b>	0	0	0	17	22	25	19	16	16	24	19	19	21	22	15

## 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	90
Male 25 to 39	159	194
Male 40 to 54	162	194
Male 55 +	280	239
Female 18 to 24	89	90
Female 25 to 39	262	194
Female 40 to 54	184	209
Female 55 +	292	284
<b>Region</b>		
North England	374	368
Midlands	231	245
East England	134	143
London	211	191
South England	356	342
Wales	67	75
Scotland	120	130
<b>Social Grade</b>		
ABC1	918	822
C2DE	575	671
<b>Newspaper Type</b>		
Express / Mail	371	239
Sun / Star	225	328
Mirror / Record	120	239
Guardian / Independent	119	60
FT / Times / Telegraph	177	142
Other Paper	211	187
No Paper	269	298
<b>Political Party Identification</b>		
Labour Loyal	404	388
Labour Disloyal	82	90
Conservative	403	389
Liberal Democrat	146	179
Others	51	45
None	354	366
Don't know	53	37