

YouGov / The Sun Survey Results

Sample Size: 1461 GB Adults
Fieldwork: 3rd - 4th May 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
1461	430	368	302	702	759	435	515	511	804	657	187	475	312	360	127
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

26-27
April

04-May

Con	35	100	0	0	35	35	38	28	39	39	30	41	43	31	34	11
Lab	30	0	100	0	27	33	25	35	29	29	32	27	22	34	35	42
Lib Dem	24	0	0	100	26	22	29	26	19	25	23	24	27	21	23	26
Other	11	0	0	0	12	9	7	11	13	7	15	8	8	14	9	21

Other Parties Voting Intention

UKIP	4	0	0	0	5	4	1	5	6	2	7	0	6	6	5	0
SNP / PCY	2	0	0	0	2	2	1	2	4	2	2	0	0	2	0	21
BNP	2	0	0	0	3	1	1	3	3	1	4	2	1	4	3	0
Green	1	0	0	0	1	1	3	1	0	1	1	2	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	1	0	1	0	1	3	0	0	0	0

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	5	0	0	0	5	5	5	5	4	4	6	4	6	4	5	4
1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
2	1	0	0	1	1	0	2	0	0	1	1	0	0	0	2	1
3	1	1	1	0	1	1	2	1	0	1	1	2	0	1	1	0
4	1	0	1	1	1	0	2	0	1	0	1	1	1	2	0	1
5	3	1	2	4	3	3	4	3	1	2	4	3	3	4	3	1
6	2	1	1	2	2	2	3	2	1	1	3	2	1	1	3	5
7	3	2	2	2	2	3	5	3	1	3	3	4	2	4	2	3
8	5	4	4	8	5	5	10	3	3	4	6	8	6	3	4	4
9	9	8	9	12	7	10	9	9	8	8	10	6	11	9	8	7
10 - Absolutely certain to vote, or have already voted	71	81	80	70	72	70	58	71	81	76	64	70	70	71	71	74
Don't know	1	1	0	0	1	1	1	1	1	0	2	0	0	1	2	0

Weighted Sample
Unweighted Sample

	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	
	1461	430	368	302	702	759	435	515	511	804	657	187	475	312	360	127	
	1461	447	365	305	673	788	386	479	596	896	565	212	457	276	372	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																	
Con	35	100	0	0	35	35	38	28	38	38	30	41	43	31	33	11	
Lab	30	0	100	0	26	33	25	34	29	28	31	27	22	33	35	41	
Lib Dem	24	0	0	100	26	23	29	26	19	25	23	23	27	22	23	26	
Other	11	0	0	0	13	10	8	11	13	8	16	9	9	14	9	22	
Other Parties Voting Intention																	
UKIP	5	0	0	0	5	5	2	6	6	2	8	0	6	7	5	0	
SNP / PCY	2	0	0	0	2	2	1	2	4	2	2	0	0	2	0	22	
BNP	2	0	0	0	3	1	2	3	2	1	4	3	1	4	3	0	
Green	1	0	0	0	1	1	3	1	0	1	1	3	1	2	1	0	
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	1	0	0	0	1	0	1	0	1	0	1	3	1	0	0	0	
Non Voters																	
Would Not Vote	5	0	0	0	5	5	5	5	4	4	6	4	6	4	5	4	
Don't know	11	0	0	0	9	12	14	11	7	9	12	11	9	12	11	9	
Overall, do you think the government's measures for tackling Britain's recession...?																	
Have started to work	27	29	9	68	27	31	28	30	26	32	32	26	29	25	29	33	38
Will start to work in the near future	11	9	7	14	9	10	7	11	9	6	8	9	16	5	9	8	10
Will start to work but not for some time	19	20	20	10	28	19	20	24	18	17	19	20	22	18	17	19	26
Will make little or no difference to the economy	23	20	31	5	20	19	20	14	24	20	19	20	19	23	19	19	8
Will end up making things worse	13	13	24	1	9	16	10	6	13	19	14	12	9	17	12	11	10
Don't know	8	10	9	3	7	5	14	14	10	7	7	13	5	10	14	10	7
Which of the following would you most like to see after the next general election?																	
A Conservative government, ruling on its own	29	27	81	1	4	30	25	21	24	36	31	23	32	33	23	26	14
A Labour government, ruling on its own	21	22	1	71	3	21	22	16	21	27	20	23	14	17	28	25	24
A Conservative/Liberal Democrat coalition	10	12	13	1	28	10	14	15	14	7	12	11	12	13	15	10	8
A Labour/Liberal Democrat coalition	17	17	0	20	40	19	15	21	18	11	19	14	20	13	10	19	35
A 'grand' coalition with all three main parties ruling together	9	10	2	5	16	10	10	10	8	12	8	12	15	8	11	9	10
Don't know	14	12	2	3	9	11	14	17	15	6	9	16	7	16	13	12	8
Suppose a Conservative Government were formed under Mr Cameron. Which of these statements comes closest to your own view?																	
I would be delighted	24	23	76	0	3	25	22	20	21	29	27	18	25	30	18	22	11
I would be dismayed	46	46	0	89	62	47	45	41	50	46	44	49	38	37	50	51	68
I wouldn't mind	22	23	23	7	32	23	24	30	20	21	23	24	30	27	20	21	16
Don't know	8	7	1	4	3	5	9	9	9	5	6	9	7	6	12	7	6

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	67	88
Male 25 to 39	136	191
Male 40 to 54	171	190
Male 55 +	299	234
Female 18 to 24	75	88
Female 25 to 39	228	190
Female 40 to 54	188	204
Female 55 +	297	277
Region		
North England	372	360
Midlands	210	239
East England	130	140
London	212	187
South England	327	334
Wales	66	73
Scotland	144	127
Social Grade		
ABC1	896	804
C2DE	565	657
Newspaper Type		
Express / Mail	391	234
Sun / Star	208	321
Mirror / Record	141	234
Guardian / Independent	92	58
FT / Times / Telegraph	169	139
Other Paper	178	183
No Paper	281	292
Political Party Identification		
Labour Loyal	405	380
Labour Disloyal	91	88
Conservative	367	381
Liberal Democrat	143	175
Others	66	44
None	337	358
Don't know	52	37