

YouGov / The Sun Survey Results

Sample Size: 1583 GB Adults
Fieldwork: 12th - 13th April 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
1583	486	389	252	759	824	468	560	553	870	713	202	514	338	391	138
1583	503	357	244	727	856	470	512	599	940	643	184	543	308	398	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

	29-30 Mar			12-13 Apr												
Con	39	100	0	0	37	41	39	37	42	43	35	47	44	40	35	20
Lab	31	0	100	0	31	32	28	37	29	29	34	31	25	30	36	45
Lib Dem	20	0	0	100	21	19	25	19	17	20	20	12	24	16	22	21
Other	9	0	0	0	10	9	9	7	12	9	11	10	7	13	8	14

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	1	7	3	4	2	3	6	4	1
SNP / PCY	2	0	0	0	2	2	1	2	2	2	2	0	0	2	0	12
BNP	2	0	0	0	2	2	3	2	1	2	2	3	1	3	2	0
Green	1	0	0	0	1	1	2	1	1	1	1	4	1	1	1	0
Respect	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0
Other	1	0	0	0	1	1	0	1	0	1	1	1	1	1	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	4	5	6	4	4	3	6	5	4	5	6	4
1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0
2	2	1	1	1	2	2	3	2	1	1	2	1	1	3	2	3
3	1	1	0	1	2	1	2	2	0	1	1	2	1	1	1	3
4	1	2	1	1	1	1	1	1	1	1	1	1	2	0	1	1
5	4	3	4	4	4	4	4	6	3	3	5	6	3	3	4	7
6	2	2	4	1	2	2	4	1	2	2	3	1	3	3	2	1
7	3	3	3	3	2	4	4	4	1	3	3	4	1	7	2	2
8	7	5	6	10	8	6	8	8	6	7	7	8	7	8	7	5
9	10	10	11	11	10	10	10	10	11	10	11	6	13	10	9	10
10 - Absolutely certain to vote	62	74	70	67	63	61	53	62	69	66	58	65	65	55	63	63
Don't know	2	1	1	1	1	3	2	1	3	2	3	2	2	3	2	1

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	
	1583	486	389	252	759	824	468	560	553	870	713	202	514	338	391	138	
	1583	503	357	244	727	856	470	512	599	940	643	184	543	308	398	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																	
<i>[All those to name a party]</i>																	
Con	39	100	0	0	37	40	38	36	42	42	34	47	44	40	34	19	
Lab	31	0	100	0	30	32	27	36	29	29	34	28	25	30	36	44	
Lib Dem	20	0	0	100	21	19	25	19	17	20	20	14	24	17	21	21	
Other	10	0	0	0	11	9	10	8	12	9	11	11	7	13	8	16	
Other Parties Voting Intention																	
UKIP	3	0	0	0	4	3	2	1	7	3	4	2	3	5	4	1	
SNP / PCY	2	0	0	0	2	2	2	3	2	2	2	0	1	2	1	14	
BNP	2	0	0	0	2	2	3	2	1	2	2	4	1	3	2	0	
Green	1	0	0	0	2	1	2	1	1	2	1	4	1	1	1	1	
Respect	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	
Other	1	0	0	0	1	0	0	1	0	1	1	1	1	1	0	0	
Non Voters																	
Would Not Vote	5	0	0	0	4	5	6	4	4	3	6	5	4	5	6	4	
Don't know	16	0	0	0	13	19	17	18	13	15	18	17	17	19	14	13	
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	0	37	44	44	43	40	50	48	40	50	50	45	39	28
Labour government led by Gordon Brown	38	38	1	98	41	39	36	35	41	36	37	39	37	32	34	42	54
Don't know	19	18	0	2	22	17	19	21	19	15	15	22	13	18	21	19	18
Which of the following would you most like to see after the next general election?																	
A Conservative government, ruling on its own	29	30	85	0	6	33	28	26	29	35	35	24	32	36	29	27	19
A Labour government, ruling on its own	20	19	1	68	2	20	18	15	23	18	17	21	15	15	17	24	31
A Conservative/Liberal Democrat coalition	10	10	9	0	26	9	10	12	7	10	10	10	9	12	7	9	8
A Labour/Liberal Democrat coalition	16	16	0	26	38	18	15	19	16	14	18	14	20	15	14	16	20
A 'grand' coalition with all three main parties ruling together	11	11	3	4	16	10	12	9	12	11	9	13	11	11	17	6	10
Don't know	14	14	2	2	12	11	18	19	13	11	11	18	12	12	16	17	12
Suppose a Conservative Government were formed under Mr Cameron. Which of these statements comes closest to your own view?																	
I would be delighted	23	25	77	0	5	27	23	23	22	30	29	20	30	29	23	24	13
I would be dismayed	40	38	0	86	53	41	35	32	42	39	36	41	37	34	35	41	57
I wouldn't mind	26	25	21	8	32	24	26	29	24	22	24	25	22	26	28	22	24
Don't know	11	12	1	5	10	8	16	16	12	9	10	14	12	12	14	13	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	72	95
Male 25 to 39	172	206
Male 40 to 54	187	206
Male 55 +	296	253
Female 18 to 24	103	95
Female 25 to 39	274	206
Female 40 to 54	174	221
Female 55 +	303	300
Region		
North England	398	391
Midlands	236	259
East England	129	152
London	184	202
South England	414	362
Wales	72	79
Scotland	150	138
Social Grade		
ABC1	940	870
C2DE	643	713
Newspaper Type		
Express / Mail	394	253
Sun / Star	253	348
Mirror / Record	135	253
Guardian / Independent	120	64
FT / Times / Telegraph	203	150
Other Paper	182	198
No Paper	295	316
Political Party Identification		
Labour Loyal	358	411
Labour Disloyal	105	96
Conservative	412	411
Liberal Democrat	147	190
Others	72	47
None	419	387
Don't know	69	40