

# YouGov / The Sun Survey Results

Sample Size: 1578 GB Adults  
Fieldwork: 13th - 14th 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
1578	497	387	226	757	821	457	569	552	868	710	202	513	337	389	137
1578	529	377	222	700	878	435	506	637	861	717	193	542	334	362	147
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Taking into account likelihood to vote]

30-31  
Mar

13-14  
Apr

Con	41	100	0	0	41	41	42	38	44	43	38	52	52	33	35	22
Lab	32	0	100	0	30	33	29	39	27	30	35	24	21	38	41	43
Lib Dem	18	0	0	100	19	18	25	16	17	21	16	17	20	20	16	16
Other	9	0	0	0	9	8	5	7	12	7	11	7	7	8	9	19

## Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	3	6	3	4	3	4	4	4	1
SNP / PCY	2	0	0	0	1	2	1	1	3	1	2	0	0	1	0	16
BNP	2	0	0	0	3	1	1	3	1	0	4	3	1	1	4	0
Green	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	1	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	4	0	0	0	4	5	6	4	2	3	6	3	5	4	4	7
1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1	0
2	1	1	0	2	2	1	3	1	1	1	1	0	2	1	1	1
3	1	1	1	1	2	1	2	1	1	1	2	3	1	1	1	0
4	1	0	1	0	1	1	2	1	0	1	1	0	1	1	0	2
5	3	2	1	1	3	4	5	4	2	2	5	0	3	4	5	4
6	1	2	1	0	1	1	3	1	1	1	2	3	2	1	1	2
7	4	2	3	4	4	3	6	2	3	4	4	3	5	4	3	2
8	6	4	9	7	6	7	7	7	6	6	7	4	7	4	9	7
9	9	9	8	8	8	9	11	8	8	8	9	8	9	11	7	9
10 - Absolutely certain to vote	65	80	75	75	66	65	50	68	76	71	59	74	62	65	65	67
Don't know	2	1	0	0	3	2	5	1	1	1	3	2	3	3	2	0

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Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[All those to name a party]

Con	41	100	0	0	41	41	41	37	44	43	38	52	51	33	35	22
Lab	32	0	100	0	30	33	29	39	27	29	34	25	21	38	40	44
Lib Dem	18	0	0	100	19	18	25	16	17	21	16	17	20	22	15	16
Other	9	0	0	0	10	8	6	9	13	7	12	7	9	8	10	19

**Other Parties Voting Intention**

UKIP	4	0	0	0	5	4	2	4	6	4	5	3	5	4	5	1
SNP / PCY	2	0	0	0	1	2	1	1	3	1	2	0	0	1	0	15
BNP	2	0	0	0	3	1	1	3	1	0	4	3	1	1	4	0
Green	1	0	0	0	1	2	2	1	2	1	1	1	2	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1

**Non Voters**

Would Not Vote	4	0	0	0	4	5	6	4	2	3	6	3	5	4	4	7
Don't know	18	0	0	0	15	21	27	16	13	18	18	18	17	18	19	19

For better or worse, only two of the political parties -- the Conservatives and Labour -- have any real chance of forming a Government after this election. Irrespective of how you intend to vote (or have already voted by post), which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?

**The kind of society it wants is broadly the kind of society I want**

Applies more to the Conservatives	32	36	87	3	17	38	34	31	33	44	38	34	46	43	32	30	23
Applies more to Labour	31	30	1	82	35	30	29	28	32	28	30	29	25	22	33	34	42
Applies to both parties	7	6	4	5	10	6	7	8	7	5	7	6	4	6	8	6	7
Applies to neither of them	20	17	4	6	32	17	17	17	17	19	16	19	16	17	16	19	17
Don't know	8	10	5	3	6	8	13	16	11	5	9	12	10	11	11	10	10

**It is led by people of real ability**

Applies more to the Conservatives	24	27	71	1	9	28	26	23	24	33	28	25	31	32	21	27	16
Applies more to Labour	23	22	0	66	21	23	20	18	23	23	22	21	18	16	25	24	33
Applies to both parties	9	8	6	10	10	8	8	8	9	7	9	6	6	8	11	7	6
Applies to neither of them	34	31	13	17	52	32	29	33	29	31	29	33	30	31	29	31	33
Don't know	10	13	10	7	7	9	16	18	15	7	12	14	15	14	13	11	13

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Its leaders are prepared to take tough and unpopular decisions**

Applies more to the Conservatives	27	<b>27</b>	69	3	11	31	24	20	26	35	29	25	32	30	25	28	17
Applies more to Labour	26	<b>25</b>	3	68	26	26	25	21	29	25	25	26	20	22	29	28	32
Applies to both parties	16	<b>17</b>	12	15	25	16	18	19	18	15	16	19	17	18	16	16	16
Applies to neither of them	22	<b>18</b>	8	8	31	19	18	24	14	18	19	18	22	17	18	16	24
Don't know	8	<b>12</b>	8	6	7	8	15	17	12	6	11	13	10	13	12	11	12

**It seems to chop and change all the time: you can never be quite sure what it stands for**

Applies more to the Conservatives	28	<b>25</b>	4	68	27	27	23	21	26	27	25	25	19	20	29	28	32
Applies more to Labour	25	<b>26</b>	66	5	9	27	26	18	27	33	29	23	30	31	26	22	18
Applies to both parties	31	<b>30</b>	20	15	46	31	29	36	28	26	30	29	31	31	24	34	27
Applies to neither of them	8	<b>9</b>	5	6	13	7	10	9	8	9	7	10	11	8	7	7	14
Don't know	7	<b>10</b>	5	6	5	8	13	16	11	5	8	13	8	10	14	10	9

## 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	66	95
Male 25 to 39	149	205
Male 40 to 54	174	205
Male 55 +	311	252
Female 18 to 24	107	95
Female 25 to 39	245	205
Female 40 to 54	200	222
Female 55 +	326	300
<b>Region</b>		
North England	362	389
Midlands	258	259
East England	166	151
London	193	202
South England	376	361
Wales	76	79
Scotland	147	137
<b>Social Grade</b>		
ABC1	861	868
C2DE	717	710
<b>Newspaper Type</b>		
Express / Mail	386	252
Sun / Star	254	347
Mirror / Record	155	252
Guardian / Independent	124	63
FT / Times / Telegraph	192	150
Other Paper	190	197
No Paper	276	315
<b>Political Party Identification</b>		
Labour Loyal	397	411
Labour Disloyal	89	95
Conservative	442	410
Liberal Democrat	144	189
Others	64	47
None	381	386
Don't know	61	39