

YouGov / The Sun Survey Results

Sample Size: 1490 GB Adults
Fieldwork: 14th - 15th 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
1490	425	367	270	716	774	455	514	521	818	672	191	484	318	367	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

31 Mar - 1 Apr

14-15 Apr

Con	37	100	0	0	36	37	33	36	40	38	35	42	43	34	33	20
Lab	31	0	100	0	30	32	28	34	31	31	32	29	21	33	40	43
Lib Dem	22	0	0	100	23	22	30	22	17	23	22	21	28	24	17	16
Other	10	0	0	0	11	9	9	9	12	9	12	8	9	9	10	21

Other Parties Voting Intention

UKIP	4	0	0	0	4	4	3	2	7	3	5	2	5	5	5	0
SNP / PCY	2	0	0	0	2	2	1	3	3	2	2	0	0	2	0	18
BNP	2	0	0	0	3	1	3	3	1	1	4	2	2	1	4	1
Green	1	0	0	0	1	1	1	1	1	1	1	0	1	0	1	1
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	0	1	0	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	4	0	0	0	2	5	4	4	3	4	4	1	4	6	4	4
1	1	0	2	0	1	1	2	0	1	1	1	2	2	0	1	0
2	2	1	1	1	1	2	2	2	1	1	2	0	3	1	2	0
3	1	0	1	1	1	1	2	2	0	1	1	3	1	1	1	1
4	1	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1
5	3	1	1	4	2	3	3	4	2	2	4	1	3	4	4	1
6	2	1	0	4	2	2	2	2	2	1	3	4	1	1	3	1
7	4	4	3	3	4	3	5	4	2	3	4	3	4	3	4	4
8	7	6	6	8	7	7	11	5	5	6	9	8	5	8	9	5
9	10	9	13	10	11	9	10	12	8	11	9	8	10	10	8	13
10 - Absolutely certain to vote	64	76	72	66	65	63	54	63	74	69	59	64	64	64	63	69
Don't know	2	1	1	1	1	2	2	1	1	1	2	4	2	0	1	0

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1490	425	367	270	716	774	455	514	521	818	672	191	484	318	367	129
1490	446	347	274	712	778	409	465	616	855	635	167	479	294	352	198
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	36	100	0	0	35	36	33	35	39	38	33	41	42	34	33	19
Lab	31	0	100	0	30	32	29	33	31	30	31	31	21	33	38	44
Lib Dem	23	0	0	100	23	22	29	22	18	23	23	20	28	24	18	17
Other	11	0	0	0	12	9	9	10	13	9	13	9	10	9	10	20

Other Parties Voting Intention

UKIP	4	0	0	0	5	4	2	3	7	3	6	2	5	5	5	0
SNP / PCY	2	0	0	0	2	2	1	3	3	2	2	1	0	2	0	18
BNP	2	0	0	0	3	1	3	3	1	1	4	2	2	2	4	1
Green	1	0	0	0	1	1	1	1	1	1	1	0	1	0	1	1
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	1	0	3	1	0	0	0

Non Voters

Would Not Vote	4	0	0	0	2	5	4	4	3	4	4	1	4	6	4	4
Don't know	16	0	0	0	12	20	17	16	16	15	18	14	15	18	19	12

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?

It seems rather old and tired

Applies more to the Conservatives	16	13	1	37	11	15	12	13	15	12	11	17	12	11	11	17	23
Applies more to Labour	35	39	82	6	30	42	35	38	35	43	43	33	41	43	40	34	27
Applies to both parties	31	30	9	24	49	31	29	28	33	28	30	30	29	31	29	28	34
Applies to neither of them	10	10	4	23	5	7	14	8	11	12	11	10	11	9	11	12	10
Don't know	8	8	4	10	5	6	10	12	6	6	6	9	6	6	10	9	6

Even if I don't always agree with it, at least its heart is in the right place

Applies more to the Conservatives	23	24	62	1	9	26	21	19	21	30	26	21	26	27	20	25	16
Applies more to Labour	31	33	3	80	36	35	31	34	33	32	33	33	31	26	35	35	51
Applies to both parties	8	7	4	5	7	7	7	7	8	6	7	7	9	7	7	6	4
Applies to neither of them	27	27	21	7	42	26	28	26	31	24	27	28	24	31	28	26	22
Don't know	10	9	10	7	5	6	13	14	7	8	8	11	11	9	11	8	8

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1490	446	347	274	712	778	409	465	616	855	635	167	479	294	352	198
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It seems to have succeeded in moving on and left its past behind it

Applies more to the Conservatives	26	29	70	5	18	31	27	28	28	32	31	27	32	31	27	30	20
Applies more to Labour	18	22	3	58	19	24	20	17	23	25	20	23	20	19	21	23	31
Applies to both parties	8	7	6	6	10	8	7	10	6	6	8	6	11	7	8	5	8
Applies to neither of them	38	32	13	23	46	30	34	31	35	30	32	32	29	32	33	31	34
Don't know	10	10	7	9	8	7	12	14	9	8	9	11	8	10	11	10	8

It seems to appeal to one section of society rather than to the whole country

Applies more to the Conservatives	32	36	12	69	46	38	35	36	36	37	39	33	27	31	39	40	50
Applies more to Labour	18	19	42	8	6	19	18	16	16	23	19	18	16	22	19	17	11
Applies to both parties	29	26	24	11	35	26	25	26	27	24	27	24	34	27	27	21	21
Applies to neither of them	10	10	11	5	8	10	10	9	11	9	8	12	12	12	5	10	10
Don't know	11	9	11	6	6	7	12	13	9	7	7	12	11	8	9	11	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.
Age and Gender		
Male 18 to 24	63	91
Male 25 to 39	133	193
Male 40 to 54	176	193
Male 55 +	340	238
Female 18 to 24	89	89
Female 25 to 39	224	193
Female 40 to 54	189	208
Female 55 +	276	283
Region		
North England	352	367
Midlands	217	244
East England	125	143
London	167	191
South England	354	341
Wales	77	74
Scotland	198	129
Social Grade		
ABC1	855	818
C2DE	635	672
Newspaper Type		
Express / Mail	328	238
Sun / Star	195	327
Mirror / Record	177	238
Guardian / Independent	128	60
FT / Times / Telegraph	210	142
Other Paper	178	186
No Paper	273	323
Political Party Identification		
Labour Loyal	331	387
Labour Disloyal	93	89
Conservative	421	387
Liberal Democrat	167	179
Others	71	45
None	364	365
Don't know	41	37