

YouGov / The Sun Survey Results

Sample Size: 1433
Fieldwork: 17th - 18th 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
All GB Adults	1433	373	305	396	688	745	400	532	502	788	645	183	466	307	353	125
Unweighted Sample	1433	381	302	377	676	757	354	471	608	852	581	175	443	268	389	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	32	100	0	0	31	33	32	28	36	33	31	39	36	37	23	21
Lab	26	0	100	0	28	25	22	31	25	25	28	23	19	24	37	34
Lib Dem	33	0	0	100	32	34	42	32	28	35	31	35	38	32	31	20
Other	8	0	0	0	9	8	5	8	11	7	10	2	6	7	10	25

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	2	2	3	2	2	0	0	1	0	19
Green	1	0	0	0	1	1	1	2	1	1	1	0	1	0	1	4
UKIP	3	0	0	0	3	2	1	3	4	2	4	1	3	2	5	0
BNP	2	0	0	0	2	2	1	2	2	1	3	0	1	2	4	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	0	1	1	0	1	1	1	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	3	4	5	4	2	2	5	5	3	4	4	1
1	0	0	0	0	0	1	0	0	1	0	1	1	1	1	0	0
2	1	1	0	0	1	1	1	1	1	1	1	1	0	1	2	0
3	2	1	2	1	2	2	3	2	1	2	2	1	1	3	2	1
4	1	0	1	1	1	0	2	0	1	0	1	1	0	1	0	1
5	3	2	3	3	3	3	3	3	2	2	4	2	2	4	3	3
6	1	1	1	2	1	1	1	1	1	1	1	0	1	1	1	2
7	3	2	2	6	4	3	6	3	2	4	3	2	4	3	4	3
8	5	3	5	5	4	6	6	5	5	5	6	5	4	7	5	4
9	11	13	8	14	12	10	11	12	10	11	11	9	12	12	11	8
10 - Absolutely certain to vote	68	76	78	67	68	67	58	68	75	71	63	71	71	62	64	74
Don't know	2	1	0	2	1	2	4	1	0	1	2	2	1	1	2	2

Headline Voting Intention

[All who name a party]

Con	32	100	0	0	31	32	31	28	36	33	30	39	36	35	22	22
Lab	26	0	100	0	27	24	22	30	25	25	28	23	19	25	36	33
Lib Dem	34	0	0	100	32	35	42	33	28	35	31	36	39	32	32	21
Other	9	0	0	0	9	9	6	8	12	7	11	3	6	8	10	25

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	2	2	3	2	2	0	1	1	1	18
Green	1	0	0	0	1	1	0	2	1	1	1	0	1	1	1	3
UKIP	3	0	0	0	3	2	1	2	5	2	4	1	3	3	4	0
BNP	2	0	0	0	2	2	1	2	2	1	3	0	1	2	4	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	1	1	0	0	1	0	1	1	1	1	0	2

Non Voters

<i>Would Not Vote</i>	4	0	0	0	3	4	5	4	2	2	5	5	3	4	4	1
<i>Don't know</i>	14	0	0	0	11	17	13	17	13	15	13	13	13	13	18	12

Leaving aside how much you like or dislike them, how much do you feel you know what the following party leaders stand for?

Gordon Brown

I know a lot about what he stands for	27	24	54	18	29	24	20	29	30	30	23	23	24	28	32	27
A fair amount	42	43	37	50	43	41	39	43	43	45	38	46	40	36	44	49
Just a little	17	17	6	19	14	21	21	16	16	17	18	15	19	22	14	14
I know hardly anything about what he stands for	14	15	3	13	14	15	20	12	12	9	21	16	16	14	11	10

David Cameron

I know a lot about what he stands for	20	38	21	13	23	18	23	17	21	22	18	19	22	20	18	21
A fair amount	42	47	38	51	40	44	40	43	43	46	37	46	38	46	43	41
Just a little	23	12	24	25	21	25	22	23	24	22	24	21	22	24	25	20
I know hardly anything about what he stands for	15	3	17	12	17	12	15	17	12	10	21	14	18	10	13	19

Nick Clegg

I know a lot about what he stands for	15	12	15	24	17	14	19	12	16	17	13	18	15	16	16	9
A fair amount	36	32	37	48	37	35	36	33	40	41	30	30	38	37	36	38
Just a little	29	35	26	21	26	32	22	35	28	29	29	29	27	31	31	31
I know hardly anything about what he stands for	19	20	22	7	20	19	23	19	16	12	28	23	20	16	18	22

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	62	86
Male 25 to 39	148	186
Male 40 to 54	165	186
Male 55 +	301	229
Female 18 to 24	83	86
Female 25 to 39	198	186
Female 40 to 54	169	201
Female 55 +	307	272
Region		
North England	389	353
Midlands	213	235
East England	122	138
London	175	183
South England	321	328
Wales	55	72
Scotland	158	125
Social Grade		
ABC1	852	788
C2DE	581	645
Newspaper Type		
Express / Mail	359	229
Sun / Star	191	315
Mirror / Record	153	229
Guardian / Independent	109	57
FT / Times / Telegraph	170	136
Other Paper	172	179
No Paper	279	287
Political Party Identification		
Labour Loyal	370	373
Labour Disloyal	75	86
Conservative	372	373
Liberal Democrat	147	172
Others	73	43
None	354	351
Don't know	42	36