

YouGov/ The Sun Survey Results

Sample Size: 1623 GB Adults
Fieldwork: 28th - 29th 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
1623	452	368	393	780	843	476	579	568	892	730	207	528	347	401	141
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

14-15
Apr

	28-29 April															
Con	34	100	0	0	35	33	31	33	37	38	29	46	41	30	27	16
Lib Dem	28	0	0	100	28	28	36	27	24	28	29	21	34	25	29	22
Lab	27	0	100	0	25	30	23	33	25	27	28	26	17	32	35	34
Other	11	0	0	0	12	9	10	7	14	8	14	7	8	13	9	28
UKIP	4	0	0	0	4	4	2	3	6	3	5	2	4	4	4	1
BNP	3	0	0	0	4	2	4	2	4	1	6	4	2	5	3	0
SNP / PCY	2	0	0	0	3	2	3	1	3	2	2	0	0	2	0	24
Green	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	0	1	0	0	1	1	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	3	0	0	0	2	5	3	5	2	2	5	1	3	3	4	5
1	1	0	0	0	1	1	1	1	1	0	1	2	1	0	1	1
2	1	0	0	1	1	1	2	0	0	1	1	0	1	1	1	1
3	1	1	2	1	1	1	2	1	1	2	1	1	1	1	1	2
4	1	1	1	0	1	1	2	0	1	1	1	1	0	2	0	3
5	2	2	2	2	2	2	3	2	1	2	2	3	2	2	1	3
6	1	0	0	2	1	1	2	2	0	1	2	2	1	2	1	1
7	3	1	1	4	3	2	2	2	3	3	2	1	2	3	4	2
8	4	3	3	6	4	5	5	6	2	4	5	3	3	6	5	4
9	9	9	9	10	8	9	11	7	8	9	8	10	9	8	9	8
10 - Absolutely certain to vote, or have already voted by post	73	83	81	72	75	71	65	72	80	75	70	74	76	71	72	69
Don't know	2	0	1	1	2	2	3	1	1	1	2	2	1	2	2	3

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Unweighted Sample

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1623	452	368	393	780	843	476	579	568	892	730	207	528	347	401	141
1623	490	337	384	768	855	440	520	663	980	642	296	540	291	340	156
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	33	100	0	0	34	33	30	32	37	37	29	45	40	30	27	15
Lib Dem	29	0	0	100	29	29	36	27	24	28	30	22	35	26	30	22
Lab	27	0	100	0	25	29	24	33	24	27	27	26	17	31	35	36
Other	11	0	0	0	13	9	10	7	15	8	14	7	8	13	9	28

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	1	3	6	3	5	2	4	5	4	1
BNP	3	0	0	0	4	2	4	2	4	1	5	4	3	5	3	0
SNP / PCY	2	0	0	0	3	2	3	1	3	2	2	0	0	1	0	24
Green	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	0	1	0	0	1	1	1

Non Voters

Would Not Vote	3	0	0	0	2	5	3	5	2	2	5	1	3	3	4	5
Don't know	13	0	0	0	10	16	14	13	12	14	12	12	11	18	12	14

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	13	15	1	38	17	15	15	15	18	13	13	17	13	12	15	20	15
Applies more to Labour	39	40	85	10	28	45	36	39	36	45	45	35	47	47	37	33	34
Applies to both parties	30	31	9	24	47	28	33	31	31	30	28	34	29	29	31	31	38
Applies to neither of them	10	8	3	22	4	7	9	8	8	7	9	7	5	7	11	9	9
Don't know	8	6	2	7	4	5	7	8	6	4	4	8	6	5	7	7	4

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

Applies more to the Conservatives	24	23	62	1	9	25	21	18	21	28	27	18	28	28	21	18	14
Applies more to Labour	33	34	2	80	38	34	35	30	39	33	36	33	28	28	32	45	45
Applies to both parties	7	8	10	4	9	8	8	10	8	6	7	9	11	7	9	6	9
Applies to neither of them	27	28	21	9	38	28	27	31	26	26	25	30	24	31	28	24	28
Don't know	9	7	5	5	5	5	10	11	5	6	5	10	8	6	9	8	5

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

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

Applies more to the Conservatives	29	29	73	4	18	32	25	28	26	32	32	25	35	35	27	25	14
Applies more to Labour	22	19	3	50	16	21	17	16	24	17	19	19	20	15	16	26	19
Applies to both parties	7	6	4	7	5	6	5	6	6	5	6	6	7	5	6	6	7
Applies to neither of them	32	37	15	30	52	34	41	37	36	38	36	39	27	37	41	35	52
Don't know	10	9	4	9	9	7	12	13	7	8	7	12	11	8	11	9	8

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

Applies more to the Conservatives	36	39	18	70	42	39	39	39	38	40	37	42	34	38	39	40	49
Applies more to Labour	19	16	39	5	7	18	14	15	16	18	19	12	19	19	16	13	10
Applies to both parties	26	27	28	16	35	27	28	27	28	28	28	27	29	29	24	27	26
Applies to neither of them	10	9	10	4	9	10	8	10	10	8	10	8	10	8	10	10	9
Don't know	9	8	5	5	8	6	10	10	8	7	6	10	9	7	9	9	5

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	64	98
Male 25 to 39	165	211
Male 40 to 54	193	211
Male 55 +	346	260
Female 18 to 24	111	97
Female 25 to 39	232	211
Female 40 to 54	195	228
Female 55 +	317	308
Region		
North England	340	401
Midlands	216	266
East England	151	157
London	296	207
South England	389	371
Wales	75	81
Scotland	156	141
Social Grade		
ABC1	980	892
C2DE	642	730
Newspaper Type		
Express / Mail	385	261
Sun / Star	222	356
Mirror / Record	136	259
Guardian / Independent	166	65
FT / Times / Telegraph	211	154
Other Paper	196	203
No Paper	306	324
Political Party Identification		
Labour Loyal	366	422
Labour Disloyal	101	97
Conservative	444	422
Liberal Democrat	160	194
Others	81	49
None	407	397
Don't know	63	41