

YouGov / The Sun Survey Results

Sample Size: 1901 GB Adults won by labour in 2005 with a majority of 6-14% over the Conservatives. (Overall vote in 2005: Lab 44%, Con 33%, Lib Dem 17%)

Fieldwork: 4th - 5th May 2010

	Voting intention			Gender		Age			Social grade		
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	1901	592	543	388	885	1016	634	710	557	995	905
Unweighted Sample	1901	670	451	400	1019	882	461	764	676	1225	675
	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	36	100	0	0	39	34	33	36	40	39	33
Lab	33	0	100	0	33	33	30	32	37	29	38
Lib Dem	23	0	0	100	21	26	33	22	15	25	21
Other	8	0	0	0	8	8	5	9	9	6	9

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	1	2	5	3	3
SNP / PCY	2	0	0	0	1	2	1	2	1	2	1
BNP	2	0	0	0	2	2	1	2	2	1	3
Green	1	0	0	0	1	1	1	1	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	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	5	0	0	0	5	4	6	6	2	3	7
1	0	0	0	1	0	0	0	1	0	0	0
2	0	0	1	1	0	1	0	1	0	0	1
3	1	0	1	1	1	1	1	1	1	1	1
4	1	1	1	1	1	1	1	1	0	1	1
5	1	1	0	1	1	1	1	2	0	0	2
6	1	1	1	1	1	1	1	1	1	1	1
7	2	1	1	1	2	2	2	2	1	1	2
8	5	3	5	6	4	5	6	4	3	3	6
9	9	9	8	9	10	8	10	9	6	9	8
10 - Absolutely certain to vote, or have already voted by post	74	83	81	78	74	74	67	72	85	80	68
Don't know	1	1	1	1	0	2	3	1	0	0	2

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	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention
[All those to name a party]

Con	36	100	0	0	39	33	33	36	39	38	33
Lab	33	0	100	0	33	33	30	32	37	29	37
Lib Dem	23	0	0	100	20	26	32	23	15	26	21
Other	8	0	0	0	8	8	5	9	9	6	10

Other Parties Voting Intention

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

Non Voters

Would Not Vote	8	0	0	0	6	10	10	9	5	7	10
Don't know	0	0	0	0	0	0	0	0	0	0	0

If you do vote, or have voted, when did you finally decide which party to vote for?

[Excluding those who said they were certain not to vote]

Before the election campaign started	45	60	57	26	50	42	32	47	59	44	47
At least one week ago	21	18	18	36	21	21	29	17	17	22	19
Within the past week	16	14	15	26	14	17	20	16	12	18	14
Within the past 24 hours	4	3	5	5	4	4	3	5	5	4	4
I have not yet finally decided which party to support	12	5	4	6	9	14	13	14	8	10	14
Don't know	2	0	2	0	2	2	4	1	1	2	2

If you do vote, or have voted, did you choose your party mainly because...?

[Excluding those who said they were certain not to vote]

You are enthusiastic about it	34	34	36	39	35	32	32	30	39	34	33
You are not enthusiastic but think it's the least bad party	37	39	34	37	37	37	37	40	32	39	34
You wanted to defeat another party, locally or nationally	13	16	13	12	13	13	12	12	15	12	14
You voted for the best local candidate, regardless of their party	11	8	14	9	12	11	9	12	12	11	12
Don't know	6	3	3	4	4	7	9	5	1	4	7

	Voting intention			Gender		Age			Social grade		
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	
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	%	%	%	%	%	%	%	%	%	%	%

If no party wins an outright majority of seats in the current election, the outcome is often called a 'hung parliament'.

Do you think that if this election produces a hung parliament, this will be...?

A good thing, because it will force at least two parties to work together in some way	34	12	39	65	38	31	43	31	30	37	32
A bad thing, because it will lead to weak government, unable to take the tough decisions Britain needs	47	79	40	20	48	45	38	49	54	48	45
Not sure	19	10	21	15	14	23	20	20	17	15	23

If there were a hung parliament, would you be delighted or dismayed, or would you not mind?

Delighted	12	3	10	32	15	9	17	9	9	13	11
Dismayed	38	73	32	13	40	37	27	41	47	41	35
Not mind	34	15	41	46	35	34	38	33	32	34	35
Don't know	16	10	17	10	10	20	18	16	11	12	20

Which two or three of the following issues have been most important to you in deciding which party to support in this general election? (Please tick up to 3.)

[Excluding those who said they were certain not to vote]

The economy	69	75	75	65	75	65	70	68	71	74	64
Immigration & Asylum	44	63	25	33	43	45	30	49	53	42	46
Tax	32	36	20	45	37	28	44	31	19	35	28
Health	29	19	47	25	26	31	25	28	34	29	28
Education	20	13	26	24	16	22	26	20	12	21	18
Crime	19	24	15	16	20	18	15	21	21	16	23
Family life & childcare	16	16	21	13	11	21	19	20	8	14	19
Pensions	14	13	17	14	14	14	5	9	31	15	14
Europe	10	11	6	9	13	7	7	10	13	10	9
The environment	9	4	9	19	9	10	13	8	7	10	9
Iraq / Afghanistan	6	5	5	9	7	6	3	8	8	6	7
Transport	3	3	2	4	4	2	5	3	1	4	2
Don't know	3	1	4	1	2	3	4	2	1	2	4

	Voting intention			Gender		Age			Social grade		
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	%	%	%	%	%	%	%	%	%	%	%

Irrespective of which party you support, which of these three Britain-wide parties has run the most impressive campaign?

Liberal Democrat	33	19	31	67	34	33	39	32	28	39	27
Conservative	23	54	5	6	25	21	21	22	25	24	22
Labour	7	0	23	2	5	9	7	6	9	5	10
None of them have been impressive	29	23	33	19	31	28	24	31	33	26	33
Don't know	7	4	8	6	5	10	9	8	4	6	9

If you HAD to choose between a Labour government in Westminster led by Gordon Brown and a Conservative government led by David Cameron, which would you vote for?

Labour government led by Gordon Brown	45	0	94	57	43	46	47	43	45	43	46
Conservative government led by David Cameron	45	100	3	28	48	42	42	44	48	48	42
Don't know	10	0	3	14	9	12	11	13	7	9	12

Who would make the best Prime Minister?

David Cameron	34	88	4	6	37	31	29	35	38	37	30
Gordon Brown	27	1	78	8	28	27	24	25	34	24	31
Nick Clegg	20	5	7	67	20	20	27	21	12	23	17
Don't know	19	6	11	18	14	22	20	19	16	16	22

Do you think the UK Government has, on balance, been honest and trustworthy or not?

Yes -honest and trustworthy	22	4	55	15	23	20	20	21	24	22	21
No -not honest and trustworthy	66	92	25	74	67	65	65	66	67	67	64
Don't know	13	4	21	11	10	15	16	13	9	11	15

Do you think that if a Conservative government were elected it would, on balance, be honest and trustworthy or not?

Yes -honest and trustworthy	21	53	6	7	25	18	17	20	27	24	18
No -not honest and trustworthy	58	16	83	79	58	57	64	55	54	56	59
Don't know	21	31	10	15	18	25	19	26	19	20	23

	Voting intention			Gender		Age			Social grade		
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	
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	%	%	%	%	%	%	%	%	%	%	%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians.

Where would you place Gordon Brown, the leader of the Labour Party, on this scale?

Very left-wing	4	9	1	1	6	3	2	4	6	4	4
Fairly left-wing	17	29	12	10	18	17	17	17	18	20	14
Slightly left-of-centre	29	27	35	31	34	25	28	30	29	34	24
Centre	16	8	24	18	17	14	12	16	19	14	18
Slightly right-of-centre	7	4	8	10	8	6	7	6	7	7	6
Fairly right-wing	2	2	1	5	3	2	1	3	3	3	2
Very right-wing	0	1	0	0	0	0	0	0	1	1	0
Don't know	25	22	19	26	15	33	32	23	17	19	31

And where would you place the Labour Party as a whole?

Very left-wing	5	11	1	1	6	4	3	5	8	5	5
Fairly left-wing	18	30	13	12	18	18	16	18	21	19	17
Slightly left-of-centre	28	25	36	28	35	23	29	29	27	34	22
Centre	15	7	23	17	16	14	12	17	16	14	16
Slightly right-of-centre	7	5	8	12	8	7	8	7	7	7	7
Fairly right-wing	2	1	1	5	3	2	1	3	2	3	2
Very right-wing	1	1	0	1	1	1	0	1	1	1	1
Don't know	24	20	18	25	14	32	31	22	17	18	30

Where would you place David Cameron, the leader of the Conservatives?

Very left-wing	1	0	1	1	1	1	1	0	1	1	1
Fairly left-wing	1	1	2	2	1	2	2	1	1	1	1
Slightly left-of-centre	3	3	3	3	4	3	3	3	4	3	3
Centre	10	19	3	6	12	9	8	11	12	11	9
Slightly right-of-centre	28	38	18	31	35	22	28	27	28	33	22
Fairly right-wing	22	17	30	28	23	21	20	25	20	23	20
Very right-wing	10	3	21	8	10	10	6	9	15	9	11
Don't know	25	19	22	23	15	33	32	24	18	18	32

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	%	%	%	%	%	%	%	%	%	%	%

Where would you place the Conservative Party as a whole?

Very left-wing	1	0	2	1	1	1	0	2	1	1
Fairly left-wing	1	1	1	1	1	1	0	1	1	1
Slightly left-of-centre	2	2	2	2	2	2	2	3	2	3
Centre	7	12	2	4	8	6	8	8	7	7
Slightly right-of-centre	20	37	8	15	24	18	21	19	23	17
Fairly right-wing	26	25	27	35	31	22	25	27	31	20
Very right-wing	18	5	35	18	18	17	13	19	17	19
Don't know	25	19	23	24	15	33	31	24	18	32

Where would you place Nick Clegg, the leader of the Liberal Democrats?

Very left-wing	2	4	1	1	3	1	2	2	2	2
Fairly left-wing	11	14	8	9	14	8	16	7	10	11
Slightly left-of-centre	19	23	18	22	23	17	19	19	21	24
Centre	27	23	29	35	28	26	21	32	27	29
Slightly right-of-centre	9	6	15	8	11	7	6	11	11	10
Fairly right-wing	2	3	3	0	2	2	1	3	2	1
Very right-wing	1	1	1	1	1	1	1	0	2	1
Don't know	29	27	26	24	18	38	34	27	25	23

Where would you place the Liberal Democrat Party as a whole?

Very left-wing	4	8	1	1	6	1	4	3	4	4
Fairly left-wing	13	17	10	13	17	9	18	10	11	15
Slightly left-of-centre	20	20	19	24	23	17	18	20	20	24
Centre	25	20	28	34	26	25	21	29	26	26
Slightly right-of-centre	7	6	12	4	7	7	3	8	10	8
Fairly right-wing	2	3	3	1	2	2	2	2	2	1
Very right-wing	1	1	1	0	1	1	1	0	2	1
Don't know	29	27	26	24	18	38	34	27	26	23

Finally, where would you place yourself?

Very left-wing	3	0	5	5	3	3	3	2	3	2
Fairly left-wing	11	2	22	12	11	11	13	11	9	11
Slightly left-of-centre	18	4	28	27	21	16	18	18	19	22
Centre	21	19	20	24	21	21	15	24	25	19
Slightly right-of-centre	14	32	5	7	17	12	13	14	16	16
Fairly right-wing	8	22	1	1	11	6	5	9	11	11
Very right-wing	2	5	0	1	3	2	1	2	5	2
Don't know	22	17	19	23	13	29	32	20	13	16

	Voting intention			Gender		Age			Social grade	
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	%	%	%	%	%	%	%	%	%	%

Moving on...

You may know that Gordon Brown, David Cameron and Nick Clegg engaged in three televised leaders' debates during the election campaign.

Many people watched these debates, but many did not.

How many, if any, of these debates did you watch?

None	36	34	36	26	35	38	31	38	39	32	41
1	17	17	17	18	16	18	20	18	13	16	18
2	18	18	19	20	17	19	22	18	14	20	16
3	29	32	28	35	32	25	27	26	34	32	25

How much difference, if any, have the leaders' debates made to how you will cast your vote at the general election?

No difference -I will vote in the same way as I would have before the debates	54	64	63	34	57	52	38	57	70	52	57
Not much difference -it has made me think again, but I will likely vote in the same way	21	21	25	23	22	20	25	22	15	23	19
TOTAL NOT MUCH / NO DIFFERENCE	75	85	88	57	79	72	63	79	85	75	76
A little difference -I am reconsidering how I will vote having seen the leader's debates	13	10	6	23	13	13	22	10	6	14	12
A lot -I have changed how I would vote in the light of the leader's debates	5	2	2	17	4	7	7	5	5	6	5
TOTAL A LITTLE/ A LOT	18	12	8	40	17	20	29	15	11	20	17
Don't know	6	3	3	3	4	8	8	7	4	6	7

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	43	114
Male 25 to 39	267	271
Male 40 to 54	333	239
Male 55 +	376	261
Female 18 to 24	60	123
Female 25 to 39	278	343
Female 40 to 54	244	254
Female 55 +	300	296
Region		
North England	681	683
Midlands	336	359
East England	216	238
London	329	291
South England	234	233
Wales	0	0
Scotland	105	97
Social Grade		
ABC1	1225	995
C2DE	675	905
Newspaper Type		
Express / Mail	385	328
Sun / Star	200	422
Mirror / Record	108	223
Guardian / Independent	298	150
FT / Times / Telegraph	390	296
Other Paper	196	187
No Paper	324	294
Political Party Identification		
Labour Loyal	313	434
Labour Disloyal	173	252
Conservative	553	478
Liberal Democrat	156	149
Others	79	60
None	548	468
Don't know	77	57