

## YouGov / The Sun Survey Results

Sample Size: 1290 GB Adults  
Fieldwork: 16th 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
<b>Weighted Sampled</b>	<b>1290</b>	<b>343</b>	<b>297</b>	<b>312</b>	<b>619</b>	<b>671</b>	<b>402</b>	<b>438</b>	<b>450</b>	<b>707</b>	<b>580</b>	<b>165</b>	<b>419</b>	<b>276</b>	<b>317</b>	<b>113</b>
Unweighted Sample	1290	347	286	317	607	683	405	377	508	796	491	175	412	253	287	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Taking into account likelihood to vote]

Con	<b>33</b>	100	0	0	32	35	28	34	37	37	30	40	41	34	28	13
Lab	<b>28</b>	0	100	0	28	28	24	33	27	26	31	30	20	30	31	42
Lib Dem	<b>30</b>	0	0	100	31	30	44	25	24	29	31	28	32	27	35	19
Other	<b>9</b>	0	0	0	9	8	4	9	12	8	9	3	7	10	6	26

### Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	3	2	2	2	3	3	2	0	0	2	0	21
Green	<b>1</b>	0	0	0	1	1	1	0	1	1	0	0	1	0	1	1
UKIP	<b>3</b>	0	0	0	3	4	1	3	6	2	4	1	4	3	4	2
BNP	<b>2</b>	0	0	0	3	1	0	3	2	1	2	1	2	3	1	2
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	0	1	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	<b>3</b>	0	0	0	3	4	4	3	3	3	3	2	5	2	2	2
1	<b>1</b>	0	1	0	1	1	1	1	1	1	1	0	1	1	2	1
2	<b>1</b>	0	0	0	1	0	2	0	0	0	1	0	1	1	1	0
3	<b>1</b>	1	2	0	2	0	1	1	1	1	1	0	1	1	2	0
4	<b>1</b>	0	2	1	1	1	2	0	0	1	1	0	1	0	1	2
5	<b>3</b>	1	3	2	3	3	4	3	1	2	3	5	1	4	2	5
6	<b>2</b>	2	0	2	1	2	2	2	1	1	2	1	1	2	2	0
7	<b>4</b>	2	5	3	3	5	6	5	1	3	5	5	4	4	4	3
8	<b>5</b>	5	4	4	4	6	8	3	3	5	5	6	4	3	6	4
9	<b>10</b>	10	8	15	9	11	10	11	9	12	8	10	8	9	14	8
10 - Absolutely certain to vote	<b>70</b>	79	76	73	73	67	59	71	78	70	70	69	71	71	66	74
Don't know	<b>1</b>	0	0	0	0	1	0	0	1	1	0	1	1	1	0	1

	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
<b>Weighted Sampled</b>	<b>1290</b>	343	297	312	619	671	402	438	450	707	580	165	419	276	317	113
Unweighted Sample	1290	347	286	317	607	683	405	377	508	796	491	175	412	253	287	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[All those to name a party]

Con	<b>33</b>	100	0	0	31	35	27	33	37	36	29	39	40	34	27	13
Lab	<b>28</b>	0	100	0	29	28	25	33	27	26	32	31	20	29	31	43
Lib Dem	<b>30</b>	0	0	100	30	30	42	25	24	29	30	28	32	27	35	19
Other	<b>9</b>	0	0	0	10	8	5	9	12	9	9	3	8	11	7	25

**Other Parties Voting Intention**

UKIP	<b>3</b>	0	0	0	3	4	1	3	6	2	4	1	4	3	4	2
SNP / PCY	<b>2</b>	0	0	0	2	2	1	2	3	3	1	0	0	2	0	20
BNP	<b>2</b>	0	0	0	3	1	1	4	2	2	2	1	2	3	1	2
Green	<b>1</b>	0	0	0	1	1	1	1	1	1	1	0	1	1	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	<b>0</b>	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0

**Non Voters**

Would Not Vote	<b>3</b>	0	0	0	3	4	4	3	3	3	3	2	5	2	2	2
Don't know	<b>16</b>	0	0	0	11	20	18	17	12	16	15	12	16	18	15	14

## 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	64	78
Male 25 to 39	138	167
Male 40 to 54	148	168
Male 55 +	257	206
Female 18 to 24	78	79
Female 25 to 39	221	167
Female 40 to 54	133	181
Female 55 +	251	244
<b>Region</b>		
North England	287	317
Midlands	197	212
East England	129	124
London	175	165
South England	283	294
Wales	56	64
Scotland	163	113
<b>Social Grade</b>		
ABC1	796	707
C2DE	491	580
<b>Newspaper Type</b>		
Express / Mail	305	207
Sun / Star	190	283
Mirror / Record	112	206
Guardian / Independent	121	52
FT / Times / Telegraph	171	122
Other Paper	172	161
No Paper	216	257
<b>Political Party Identification</b>		
Labour Loyal	314	335
Labour Disloyal	87	77
Conservative	334	334
Liberal Democrat	128	155
Others	55	39
None	324	316
Don't know	46	32