

## YouGov / The Sun Survey Results

Sample Size: 1381 GB Adults  
Fieldwork: 23rd 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 Sample</b>	<b>1381</b>	<b>379</b>	<b>336</b>	<b>348</b>	<b>662</b>	<b>719</b>	<b>426</b>	<b>471</b>	<b>484</b>	<b>760</b>	<b>621</b>	<b>177</b>	<b>448</b>	<b>296</b>	<b>339</b>	<b>120</b>
Unweighted Sample	1381	368	329	341	653	728	374	443	564	845	536	164	418	283	308	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>34</b>	100	0	0	35	33	28	30	42	36	31	35	44	30	29	14
Lab	<b>29</b>	0	100	0	31	27	23	34	29	26	33	30	19	35	34	42
Lib Dem	<b>29</b>	0	0	100	27	32	44	29	19	30	29	29	32	28	32	18
Other	<b>8</b>	0	0	0	8	8	5	7	10	8	7	6	5	8	5	27

### Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	3	3	2	3	4	3	2	2	4	2	3	2
SNP / PCY	<b>2</b>	0	0	0	2	2	1	2	3	2	2	0	0	1	0	21
Green	<b>1</b>	0	0	0	1	1	2	0	1	1	1	1	1	1	0	2
BNP	<b>1</b>	0	0	0	1	1	0	2	2	1	1	2	0	2	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	1	1	1	1	1	1	0	1	0	3

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>4</b>	0	0	0	3	5	7	3	3	3	5	6	3	5	4	5
1	<b>1</b>	0	0	1	1	1	2	0	0	0	1	1	2	1	1	0
2	<b>1</b>	0	1	0	0	1	0	1	0	0	1	0	1	0	1	0
3	<b>1</b>	0	0	2	1	0	1	1	0	0	1	0	1	1	1	0
4	<b>0</b>	0	0	1	0	0	0	1	0	1	0	1	0	0	0	0
5	<b>2</b>	1	2	2	3	2	3	2	2	2	3	2	2	2	4	1
6	<b>1</b>	0	1	2	2	0	2	1	0	1	1	0	1	2	1	1
7	<b>2</b>	1	1	3	1	2	2	2	1	2	2	1	2	1	1	2
8	<b>5</b>	5	8	4	4	7	6	8	3	5	6	3	3	7	9	4
9	<b>11</b>	10	9	15	11	11	10	9	14	12	11	10	13	11	9	13
10 - Absolutely certain to vote	<b>70</b>	82	77	69	72	69	63	71	75	73	67	76	70	70	69	69
Don't know	<b>2</b>	0	1	0	1	2	3	1	1	1	2	1	2	1	1	4

	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 Sample</b>	<b>1381</b>	379	336	348	662	719	426	471	484	760	621	177	448	296	339	120
Unweighted Sample	1381	368	329	341	653	728	374	443	564	845	536	164	418	283	308	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

Con	<b>33</b>	100	0	0	33	32	27	29	41	35	30	35	43	29	29	13
Lab	<b>29</b>	0	100	0	31	27	23	34	29	26	33	30	18	34	35	40
Lib Dem	<b>30</b>	0	0	100	28	32	44	29	20	30	30	28	34	29	32	18
Other	<b>8</b>	0	0	0	8	8	6	8	10	8	8	7	5	8	5	29

**Other Parties Voting Intention**

UKIP	<b>3</b>	0	0	0	3	3	2	3	4	3	2	2	4	2	3	2
SNP / PCY	<b>2</b>	0	0	0	3	2	1	2	3	2	2	0	0	1	0	23
Green	<b>1</b>	0	0	0	1	1	2	0	1	1	1	3	0	1	0	2
BNP	<b>1</b>	0	0	0	1	1	0	2	2	1	1	2	0	2	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	1	1	1	1	1	1	0	2	0	3

**Non Voters**

Would Not Vote	<b>4</b>	0	0	0	3	5	7	3	3	3	5	6	3	5	4	5
Don't know	<b>12</b>	0	0	0	8	17	13	14	10	11	14	13	11	12	14	11

**Have you pretty much made up your mind how you are going to vote in the coming general election, or might you still change your mind?**

Pretty much made up my mind	<b>69</b>	83	84	71	71	67	62	65	80	71	67	68	73	67	65	71
Might still change my mind	<b>25</b>	17	15	27	25	25	29	29	19	26	25	25	22	28	29	23
Don't know	<b>6</b>	0	1	2	3	8	9	7	2	4	8	7	5	5	6	6

**If you changed your mind, which party would you be most likely to vote for?**

*[All those who said they might change their mind]*

Liberal Democrat	<b>34</b>	50	75	9	37	32	33	36	34	35	34	33	35	30	40	28
Labour	<b>15</b>	12	3	33	20	11	13	18	13	16	13	15	15	10	16	26
Conservative	<b>10</b>	0	9	24	9	11	8	12	10	11	10	4	9	16	11	5
United Kingdom Independence Party (UKIP)	<b>8</b>	11	1	9	8	8	3	9	13	8	7	12	12	8	5	0
Green	<b>4</b>	3	2	5	4	4	5	3	3	6	2	10	4	4	1	2
British National Party (BNP)	<b>2</b>	6	0	5	2	2	2	2	3	1	3	0	1	5	2	3
Respect	<b>1</b>	0	6	0	2	0	2	0	0	0	2	0	0	3	0	0
Scottish National Party / Plaid Cymru	<b>1</b>	0	1	1	1	1	1	2	0	1	1	0	0	0	0	11
Some other party	<b>1</b>	0	0	0	1	0	1	1	0	0	1	0	1	0	0	4
Would not vote	<b>2</b>	0	3	4	1	3	3	3	1	1	4	3	2	4	2	0
Don't know	<b>22</b>	18	0	10	15	27	28	16	22	21	23	24	21	21	23	21

## 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	56	83
Male 25 to 39	147	179
Male 40 to 54	170	179
Male 55 +	280	221
Female 18 to 24	82	83
Female 25 to 39	189	179
Female 40 to 54	173	193
Female 55 +	284	263
<b>Region</b>		
North England	308	339
Midlands	209	227
East England	103	132
London	164	177
South England	315	316
Wales	74	69
Scotland	208	120
<b>Social Grade</b>		
ABC1	845	760
C2DE	536	621
<b>Newspaper Type</b>		
Express / Mail	355	221
Sun / Star	188	304
Mirror / Record	132	221
Guardian / Independent	130	55
FT / Times / Telegraph	153	131
Other Paper	184	173
No Paper	238	276
<b>Political Party Identification</b>		
Labour Loyal	385	360
Labour Disloyal	78	83
Conservative	351	359
Liberal Democrat	142	166
Others	92	41
None	300	338
Don't know	33	35