

## YouGov / The Sun Survey Results

## Sample Size: 1761 GB Adults

	Fieldwork: 3rd - 4th July 2012																					
				Voti	ng inter	ntion	2	2010 Vo	te	Ge	nder		A	ge		Social	grade			Region		
Unweighted sumple   Total   4   100			Total	Con	Lab		Con	Lab	-	Male	Female	18-24	25-39	40-59		ABC1	C2DE	London			North	Scotland
Headline Voting Intention (Excluding Don't knows and Wouldh't votes)   % <th< td=""><td colspan="2">Weighted Sample</td><td>1761</td><td></td><td>599</td><td>104</td><td>518</td><td>438</td><td>390</td><td>856</td><td></td><td>213</td><td>449</td><td></td><td>497</td><td>1004</td><td>757</td><td>225</td><td>572</td><td>377</td><td></td><td>153</td></th<>	Weighted Sample		1761		599	104	518	438	390	856		213	449		497	1004	757	225	572	377		153
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## 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	55	107
Male 25 to 39	193	221
Male 40 to 59	320	292
Male 60 +	248	219
Female 18 to 24	71	102
Female 25 to 39	243	219
Female 40 to 59	354	299
Female 60 +	243	268
Region		
North England	423	425
Midlands	244	283
East England	154	166
London	245	221
South England	425	395
Wales	73	86
Scotland	163	150
Social Grade		
AB	641	484
C1	514	501
C2	243	363
DE	329	380
Newspaper Type		
Express / Mail	368	276
Sun / Star	197	406
Mirror / Record	100	173
Guardian / Independent	95	78
FT / Times / Telegraph	127	164
Other Paper	231	199
No Paper	609	432
Political Party Identification		
Labour	517	561
Conservative	504	492
Liberal Democrat	196	207
SNP/Plaid Cymru	40	29
Others	66	22
None/ DK	404	414

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