

## YouGov / The Sun Survey Results

Sample Size: 2042 GB Adults  
Fieldwork: 20th - 21st June 2010

|                        | Voting intention |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |     |
|------------------------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|
|                        | Con              | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |     |
| <b>Weighted Sample</b> | <b>2042</b>      | 701 | 565     | 302    | 992    | 1050  | 246   | 521   | 700 | 575          | 1149 | 868    | 260           | 664              | 434   | 503      | 180 |
| Unweighted Sample      | 2042             | 677 | 563     | 279    | 998    | 1044  | 130   | 470   | 837 | 605          | 1352 | 665    | 273           | 675              | 407   | 459      | 228 |
|                        | %                | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

### Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>41</b> | 100 | 0   | 0   | 39 | 44 | 33 | 40 | 38 | 50 | 43 | 39 | 45 | 49 | 42 | 38 | 19 |
| Lab     | <b>33</b> | 0   | 100 | 0   | 36 | 31 | 30 | 32 | 40 | 28 | 31 | 37 | 31 | 25 | 37 | 38 | 48 |
| Lib Dem | <b>18</b> | 0   | 0   | 100 | 18 | 18 | 34 | 20 | 14 | 15 | 19 | 16 | 20 | 22 | 13 | 18 | 13 |
| Other   | <b>7</b>  | 0   | 0   | 0   | 8  | 6  | 3  | 7  | 8  | 8  | 7  | 7  | 4  | 4  | 8  | 7  | 20 |

### Other Parties Voting Intention

|           |          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP      | <b>3</b> | 0 | 0 | 0 | 3 | 2 | 0 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 2  |
| SNP / PCY | <b>2</b> | 0 | 0 | 0 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 0 | 0 | 2 | 0 | 18 |
| Green     | <b>1</b> | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1  |
| BNP       | <b>1</b> | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0  |
| Respect   | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0  |

### Non Voters

|                |           |   |   |   |   |    |    |    |    |    |   |    |   |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|----|----|---|----|---|----|----|----|----|
| Would Not Vote | <b>7</b>  | 0 | 0 | 0 | 6 | 7  | 13 | 10 | 5  | 2  | 6 | 8  | 9 | 5  | 8  | 7  | 6  |
| Don't know     | <b>11</b> | 0 | 0 | 0 | 8 | 13 | 14 | 12 | 10 | 10 | 9 | 13 | 9 | 11 | 10 | 12 | 11 |

## 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                         | 57             | 130          |
| Male 25 to 39                         | 202            | 264          |
| Male 40 to 54                         | 316            | 271          |
| Male 55 +                             | 423            | 327          |
| Female 18 to 24                       | 88             | 130          |
| Female 25 to 39                       | 268            | 256          |
| Female 40 to 54                       | 268            | 230          |
| Female 55 +                           | 420            | 434          |
| <b>Region</b>                         |                |              |
| North England                         | 459            | 503          |
| Midlands                              | 297            | 333          |
| East England                          | 191            | 197          |
| London                                | 273            | 260          |
| South England                         | 484            | 468          |
| Wales                                 | 110            | 102          |
| Scotland                              | 228            | 180          |
| <b>Social Grade</b>                   |                |              |
| ABC1                                  | 1294           | 1142         |
| C2DE                                  | 747            | 899          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 503            | 308          |
| Sun / Star                            | 267            | 434          |
| Mirror / Record                       | 189            | 313          |
| Guardian / Independent                | 128            | 62           |
| FT / Times / Telegraph                | 211            | 175          |
| Other Paper                           | 310            | 238          |
| No Paper                              | 432            | 508          |
| <b>Political Party Identification</b> |                |              |
| Labour Loyal                          | 463            | 460          |
| Labour Disloyal                       | 127            | 151          |
| Conservative                          | 497            | 478          |
| Liberal Democrat                      | 166            | 162          |
| Others                                | 128            | 76           |
| None                                  | 583            | 621          |
| Don't know                            | 75             | 90           |