

YouGov / Sun Survey Results

Sample Size: 1571
Fieldwork: 7th - 8th May 2008

	Voting Intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	1571	617	293	212	754	817	460	553	557	849	722	198	506	338	388	141
Unweighted Sample	1571	664	280	207	733	838	422	515	634	981	590	247	537	289	354	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Excluding Don't Knows and Wouldn't Vote]

Con	49	100	0	0	49	50	51	43	53	52	46	50	55	53	47	21
Lab	23	0	100	0	24	22	21	27	21	21	26	29	19	21	28	26
Lib Dem	17	0	0	100	15	19	18	19	14	18	16	16	16	18	19	13
Other	11	0	0	0	12	9	10	10	11	10	12	5	10	8	7	40

Other Parties Voting Intention

Excluding Don't Knows and Wouldn't Vote]

SNP / PCY	3	0	0	0	4	3	3	3	3	4	2	0	0	1	1	32
Green	2	0	0	0	2	2	1	3	2	3	1	2	3	1	1	2
UKIP	2	0	0	0	2	2	0	1	4	1	3	1	4	1	2	0
BNP	2	0	0	0	3	2	2	4	2	1	4	1	3	3	2	3
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	2	0	3	0	0	0	2	1	0	1	1	3

Non Voters

Would Not Vote	8	0	0	0	8	8	13	6	6	6	10	6	9	8	9	7
Don't know	12	0	0	0	9	16	15	13	10	12	13	10	12	12	13	17

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine each of the following politicians were leader of the Labour party.

Would their leadership make you more likely or less likely to vote for the Labour Party at a general election?

David Miliband

Don't know enough about this person	16	9	19	17	12	20	25	15	10	14	18	11	14	18	18	16
I would be MORE likely to vote Labour	9	5	17	12	11	8	7	9	11	11	7	14	9	6	9	11
I would be LESS likely to vote Labour	13	15	11	15	15	11	10	14	15	14	11	11	14	13	11	15
No change – would vote Labour anyway	9	3	39	1	10	9	6	12	9	10	9	13	8	8	10	10
No change – would NOT vote Labour anyway	40	62	3	43	42	38	32	38	49	41	39	39	43	39	38	39
Not sure	13	7	12	12	10	16	21	13	7	10	16	13	12	15	14	9

Ed Balls

Don't know enough about this person	22	12	26	22	18	25	29	21	16	20	23	17	18	22	26	26
I would be MORE likely to vote Labour	4	2	8	4	5	3	3	4	4	4	3	5	4	4	4	2
I would be LESS likely to vote Labour	14	17	11	19	17	12	11	14	18	17	11	15	16	12	13	18
No change – would vote Labour anyway	9	3	38	3	10	7	6	12	9	10	7	11	9	8	9	9
No change – would NOT vote Labour anyway	40	62	4	43	42	38	32	38	48	40	39	40	43	39	36	39
Not sure	12	5	14	10	9	15	19	12	6	8	16	13	11	15	12	7

Harriet Harman

Don't know enough about this person	15	10	16	14	12	18	27	13	8	14	17	13	13	17	17	17
I would be MORE likely to vote Labour	7	4	15	10	6	8	5	8	7	7	7	9	5	10	7	5
I would be LESS likely to vote Labour	17	17	15	23	21	14	13	17	21	20	14	17	18	12	20	17
No change – would vote Labour anyway	9	2	39	3	11	8	5	11	11	10	8	12	8	9	9	10
No change – would NOT vote Labour anyway	39	61	3	41	41	37	31	38	47	40	39	39	43	38	35	42
Not sure	13	6	12	9	9	16	20	12	7	9	17	10	13	15	13	8

James Purnell

Don't know enough about this person	38	28	45	41	36	40	43	38	33	39	36	35	36	38	40	43
I would be MORE likely to vote Labour	1	1	3	1	2	1	1	1	1	1	1	1	0	2	2	0
I would be LESS likely to vote Labour	6	6	6	8	8	5	4	4	9	7	5	5	7	5	6	8
No change – would vote Labour anyway	7	2	30	3	8	6	4	10	7	8	6	11	7	6	7	7
No change – would NOT vote Labour anyway	37	58	3	37	39	35	28	36	45	37	36	39	40	37	33	36
Not sure	12	6	13	9	9	14	19	11	6	8	16	10	11	14	12	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Andy Burnham

Don't know enough about this person	38	27	44	44	36	39	44	37	33	40	35	35	35	39	40	42
I would be MORE likely to vote Labour	1	1	3	1	1	1	1	2	1	1	2	1	1	2	2	2
I would be LESS likely to vote Labour	5	6	5	8	7	4	3	5	8	6	4	4	7	3	6	6
No change – would vote Labour anyway	8	2	32	3	9	6	5	10	7	8	7	12	7	7	7	6
No change – would NOT vote Labour anyway	37	58	3	36	38	35	28	36	45	37	36	38	39	36	33	36
Not sure	12	6	13	8	8	14	19	11	6	8	16	10	11	13	13	7

Alan Johnson

Don't know enough about this person	23	17	25	23	19	27	33	24	16	22	25	21	22	25	25	23
I would be MORE likely to vote Labour	6	4	13	7	7	4	5	6	7	6	5	9	4	6	7	5
I would be LESS likely to vote Labour	10	10	8	14	13	8	6	11	13	13	8	8	12	7	11	15
No change – would vote Labour anyway	9	3	38	3	10	8	5	11	11	10	7	11	8	9	9	10
No change – would NOT vote Labour anyway	39	61	4	42	41	37	31	38	47	40	38	41	42	40	34	40
Not sure	13	6	13	10	9	16	21	12	6	9	16	11	12	14	15	7

Jack Straw

Don't know enough about this person	6	3	5	6	4	8	11	7	2	6	6	4	7	8	6	6
I would be MORE likely to vote Labour	13	10	19	19	15	12	14	12	14	14	12	13	11	14	17	11
I would be LESS likely to vote Labour	17	16	15	19	18	16	15	16	19	19	14	17	17	15	15	24
No change – would vote Labour anyway	11	2	48	3	12	9	6	14	11	11	10	14	9	9	12	11
No change – would NOT vote Labour anyway	41	63	3	42	43	39	34	38	49	41	40	42	44	40	36	40
Not sure	12	6	10	11	9	16	20	14	5	9	16	10	12	13	14	8

Tony Blair

Don't know enough about this person	3	1	3	1	2	4	5	2	1	2	3	1	2	3	3	3
I would be MORE likely to vote Labour	17	12	28	15	18	16	16	19	15	17	17	18	16	17	19	13
I would be LESS likely to vote Labour	20	20	18	25	20	20	17	21	23	22	18	23	21	20	18	23
No change – would vote Labour anyway	9	2	37	3	10	7	7	11	8	9	9	10	9	7	10	9
No change – would NOT vote Labour anyway	41	62	3	46	42	40	34	38	49	43	39	41	43	40	38	43
Not sure	11	3	12	10	8	13	20	9	5	7	15	8	9	13	12	10

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	50	86
Male 25 to 39	210	220
Male 40 to 54	182	195
Male 55 +	291	253
Female 18 to 24	75	86
Female 25 to 39	271	230
Female 40 to 54	149	196
Female 55 +	343	305
Region		
London	346	299
Rest of South	380	366
Midlands and Wales	314	338
North	378	415
Scotland	153	153
Social Grade		
ABC1	981	849
C2DE	590	722
Newspaper Type		
Express / Mail	446	251
Sun / Star	197	345
Mirror / Record	125	251
Guardian / Independent	94	63
FT / Times / Telegraph	176	149
Other Paper	198	196
No Paper	334	314
Political Party Identification		
Lab	502	518
Con	435	394
Lib Dem	147	173
Others	67	47
None	371	400
Don't know	49	39