

YouGov / The Sun Survey Results

Sample Size: 2145 GB Adults

Fieldwork: 16th - 17th February 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
Weighted Sample	2145	672	525	311	1030	1115	650	744	751	1179	965	275	697	459	528	186
Unweighted Sample	2145	709	456	322	995	1150	646	709	790	1282	862	318	726	453	459	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	39	100	0	0	38	40	38	37	41	40	37	46	44	42	32	23
Lab	30	0	100	0	31	30	31	34	27	28	34	27	24	28	37	45
Lib Dem	18	0	0	100	19	17	22	17	16	21	14	19	19	17	21	8
Other	13	0	0	0	13	13	10	12	16	12	15	8	13	13	11	24

Other Parties Voting Intention

UKIP	5	0	0	0	5	5	1	5	9	4	6	3	8	4	5	1
SNP / PCY	3	0	0	0	3	2	3	2	3	3	2	0	1	2	0	20
BNP	3	0	0	0	2	3	2	3	3	2	3	2	1	5	3	0
Green	2	0	0	0	1	3	4	2	1	2	3	3	3	1	2	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	0	1	0	0	1	1	2

Non Voters

Would Not Vote	7	0	0	0	6	8	12	6	4	5	10	8	7	8	9	2
Don't know	12	0	0	0	9	15	12	14	10	11	14	15	12	12	12	8

	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
Weighted Sample 2145	672	525	311	1030	1115	650	744	751	1179	965	275	697	459	528	186
Unweighted Sample	709	456	322	995	1150	646	709	790	1282	862	318	726	453	459	189
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For better or worse, only two of the political parties -- the Conservatives and Labour -- have any real chance of forming a Government after this election. Irrespective of how you intend to vote (or have already voted by post), which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?

The kind of society it wants is broadly the kind of society I want

Applies more to the Conservatives	33	81	3	20	35	32	29	31	39	37	29	34	36	35	31	23
Applies more to Labour	29	1	81	29	31	27	27	33	27	29	29	27	24	28	31	43
Applies to both parties	7	5	7	6	6	8	9	6	5	7	7	9	7	7	6	6
Applies to neither of them	20	7	5	38	21	19	16	20	21	19	20	17	20	20	20	18
Don't know	12	5	4	7	8	15	19	10	7	8	16	13	13	9	13	10

It is led by people of real ability

Applies more to the Conservatives	24	61	3	13	24	23	22	20	30	25	22	24	27	26	20	16
Applies more to Labour	18	1	58	14	20	17	16	22	18	18	19	13	17	16	22	26
Applies to both parties	11	7	16	11	11	10	13	7	11	11	10	13	9	12	8	16
Applies to neither of them	36	23	20	55	36	35	32	39	35	36	35	37	35	35	36	36
Don't know	12	8	4	7	8	15	18	12	7	10	15	13	12	11	13	7

Its leaders are prepared to take tough and unpopular decisions

Applies more to the Conservatives	27	64	4	14	28	25	23	26	30	29	24	29	28	31	22	20
Applies more to Labour	21	3	58	17	22	20	18	23	21	19	23	17	19	19	24	31
Applies to both parties	17	10	22	21	18	17	18	15	18	18	16	15	17	16	18	18
Applies to neither of them	25	16	12	42	24	26	23	27	25	27	22	27	24	25	26	24
Don't know	11	7	3	6	8	13	17	9	6	7	15	13	12	9	10	7

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies more to the Conservatives	23	5	64	21	27	20	18	26	25	23	24	23	20	22	26	30
Applies more to Labour	25	58	7	12	25	25	21	24	29	25	25	24	29	25	23	20
Applies to both parties	34	28	17	54	34	34	35	35	32	38	30	34	33	38	33	32
Applies to neither of them	8	4	7	10	8	9	8	7	9	8	8	7	8	8	9	8
Don't know	10	6	5	4	7	13	18	8	4	7	13	13	10	7	9	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.
Age and Gender		
Male 18 to 24	110	129
Male 25 to 39	214	278
Male 40 to 54	269	278
Male 55 +	402	344
Female 18 to 24	143	128
Female 25 to 39	340	279
Female 40 to 54	279	300
Female 55 +	388	408
Region		
London	318	275
Rest of South	726	697
Midlands and Wales	453	459
North	459	528
Scotland	189	186
Social Grade		
ABC1	1282	1179
C2DE	862	965
Newspaper Type		
Express / Mail	505	343
Sun / Star	326	471
Mirror / Record	156	343
Guardian / Independent	182	86
FT / Times / Telegraph	287	204
Other Paper	302	268
No Paper	384	428
Political Party Identification		
Lab	585	686
Con	591	558
Lib Dem	220	257
Others	106	64
None	550	526
Don't know	92	54