

YouGov / The Sun Survey Results

Sample Size: 1558 GB Adults

Fieldwork: 17th - 18th February 2010

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1558	487	411	225	748	810	465	547	545	857	701	199	506	333	383	136
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	40	37	37	38	40	43	32	34	49	39	33	19
Lab	32	0	100	0	33	33	36	34	28	28	38	35	22	29	45	45
Lib Dem	18	0	0	100	16	19	18	18	18	19	16	21	18	22	15	11
Other	11	0	0	0	11	11	9	10	14	9	13	11	11	11	7	25

Other Parties Voting Intention

UKIP	4	0	0	0	4	5	1	5	7	4	5	4	6	5	3	1
SNP / PCY	3	0	0	0	3	2	2	2	4	2	4	1	0	2	0	22
BNP	2	0	0	0	2	1	3	2	1	1	3	2	2	2	2	1
Green	2	0	0	0	1	2	3	1	2	2	2	4	2	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	1	0	0	1	0	1	1	0	0	1	0

Non Voters

Would Not Vote	8	0	0	0	7	8	11	6	5	5	11	6	7	5	11	7
Don't know	12	0	0	0	8	14	11	13	11	9	14	8	12	10	14	12

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Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1558	487	411	225	748	810	465	547	545	857	701	199	506	333	383	136
1558	540	337	222	756	802	567	488	503	910	648	253	527	301	348	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

It seems rather old and tired

Apr-05

Applies more to the Conservatives	44	15	1	35	17	15	14	17	14	14	13	16	17	10	14	19	17
Applies more to Labour	18	34	73	9	21	38	30	29	33	39	36	31	33	41	34	27	28
Applies to both parties	27	35	19	30	53	34	36	32	36	35	37	32	38	33	37	32	39
Applies to neither of them	27	9	6	16	4	8	10	9	11	7	9	9	7	9	7	10	12
Don't know	10	8	2	10	5	6	10	14	6	5	5	12	5	7	8	12	5

Even if I don't always agree with it, at least its heart is in the right place

Applies more to the Conservatives	22	22	58	0	5	22	21	16	17	31	27	15	20	29	21	17	11
Applies more to Labour	40	34	6	81	38	34	33	29	37	34	33	35	38	27	30	38	47
Applies to both parties	22	7	6	4	11	7	7	10	7	4	6	7	6	8	7	5	7
Applies to neither of them	22	30	25	9	40	30	29	28	32	28	29	31	29	27	33	30	29
Don't know	17	9	5	6	6	7	10	16	8	3	5	13	8	9	9	10	6

It seems to have succeeded in moving on and left its past behind it

Applies more to the Conservatives	17	29	69	5	13	33	26	27	29	31	32	25	32	34	26	25	25
Applies more to Labour	42	17	3	46	12	20	15	14	20	18	16	19	20	13	20	20	19
Applies to both parties	24	8	5	10	11	8	7	9	8	6	8	8	7	7	7	9	10
Applies to neither of them	24	37	20	29	58	33	40	34	35	41	37	36	35	37	38	37	38
Don't know	17	9	4	10	6	6	12	16	9	4	7	12	7	10	10	10	9

It seems to appeal to one section of society rather than to the whole country

Applies more to the Conservatives	48	35	12	63	44	37	32	34	37	33	34	35	32	27	34	42	49
Applies more to Labour	20	16	37	4	8	16	16	13	14	20	18	13	20	17	15	13	13
Applies to both parties	22	30	30	20	37	26	33	28	31	29	30	29	32	32	31	25	26
Applies to neither of them	22	11	15	6	6	13	10	11	11	11	11	11	9	14	12	9	7
Don't know	10	9	6	7	5	8	10	15	7	7	6	13	7	10	9	12	5

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	142	93
Male 25 to 39	174	203
Male 40 to 54	172	203
Male 55 +	268	249
Female 18 to 24	139	93
Female 25 to 39	241	203
Female 40 to 54	187	218
Female 55 +	235	296
Region		
London	253	199
Rest of South	527	506
Midlands and Wales	301	333
North	348	383
Scotland	129	136
Social Grade		
ABC1	910	857
C2DE	648	701
Newspaper Type		
Express / Mail	329	249
Sun / Star	240	343
Mirror / Record	120	249
Guardian / Independent	168	62
FT / Times / Telegraph	246	148
Other Paper	176	195
No Paper	279	312
Political Party Identification		
Lab	392	499
Con	455	405
Lib Dem	144	187
Others	68	47
None	433	382
Don't know	66	39