

YouGov / The Sun Survey Results

Sample Size: 1552 GB Adults
Fieldwork: 31st March - 1st April 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
1552	498	393	246	747	805	460	549	543	853	698	199	503	332	383	135
1552	492	378	243	725	827	404	506	642	937	614	212	465	292	308	275
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

	17 - 18 Mar	31 Mar - 1 Apr														
Con	39		36	42	33	40	43	41	37	41	45	39	34	29		
Lab	31		34	28	33	36	24	30	32	30	23	32	41	28		
Lib Dem	19		18	20	24	15	20	19	19	16	24	19	16	17		
Other	11		12	10	10	9	13	10	13	13	9	10	9	26		

Other Parties Voting Intention

UKIP	5	5	4	3	4	7	4	5	5	5	4	5	3
SNP / PCY	2	3	1	1	2	3	2	2	0	0	1	0	21
Green	2	2	2	4	1	1	1	3	5	2	1	1	2
BNP	1	1	2	0	1	2	1	2	2	1	2	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	2	1	0	1	1	0	1	1	1	0

Non Voters

Would Not Vote	6	4	8	9	6	3	4	9	2	5	11	6	6
Don't know	12	9	14	13	11	11	10	13	11	9	14	13	12

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

Applies more to the Conservatives	16	16	1	41	16	18	14	17	15	15	14	17	15	14	15	19	16
Applies more to Labour	36	35	72	7	31	36	34	27	35	43	39	31	39	41	32	30	31
Applies to both parties	33	31	16	28	43	32	30	30	33	30	29	33	27	29	33	31	39
Applies to neither of them	8	10	7	19	6	9	11	11	10	9	11	9	14	8	12	11	7
Don't know	8	8	4	4	4	5	11	16	7	2	7	10	6	8	9	9	8

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
1552	498	393	246	747	805	460	549	543	853	698	199	503	332	383	135
1552	492	378	243	725	827	404	506	642	937	614	212	465	292	308	275
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Applies more to the Conservatives	23	23	61	1	6	24	22	15	24	28	27	18	25	28	19	19	18
Applies more to Labour	32	31	5	80	32	35	28	31	35	28	31	32	32	30	27	36	34
Applies to both parties	7	8	8	8	9	9	8	11	8	7	7	10	8	6	11	9	9
Applies to neither of them	29	27	18	8	48	25	30	27	23	33	26	29	28	26	32	26	27
Don't know	10	10	8	3	6	7	13	17	10	5	8	12	7	11	11	10	11

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

Applies more to the Conservatives	28	26	62	4	15	28	25	21	26	31	29	23	28	30	25	24	23
Applies more to Labour	17	18	5	47	13	22	14	16	18	18	16	20	15	15	22	17	19
Applies to both parties	7	8	5	8	9	8	8	10	7	6	8	7	8	4	11	9	8
Applies to neither of them	37	38	22	35	55	36	40	34	39	41	38	38	41	40	33	39	40
Don't know	11	10	7	5	8	7	13	18	10	4	9	12	8	11	9	12	10

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

Applies more to the Conservatives	32	32	11	63	39	30	33	29	35	32	32	31	34	28	29	36	38
Applies more to Labour	19	18	42	8	5	21	16	13	19	22	19	18	22	20	17	16	17
Applies to both parties	27	29	30	18	38	31	27	28	30	29	29	29	26	32	31	27	25
Applies to neither of them	10	10	9	5	9	10	10	13	7	10	11	8	10	8	13	9	11
Don't know	12	11	7	6	8	8	14	17	9	8	9	14	9	12	11	12	9

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	72	93
Male 25 to 39	157	202
Male 40 to 54	183	203
Male 55 +	313	249
Female 18 to 24	86	93
Female 25 to 39	211	201
Female 40 to 54	201	217
Female 55 +	329	294
Region		
North England	308	383
Midlands	210	254
East England	123	149
London	212	199
South England	342	354
Wales	82	78
Scotland	275	135
Social Grade		
ABC1	937	853
C2DE	614	698
Newspaper Type		
Express / Mail	357	249
Sun / Star	232	341
Mirror / Record	155	248
Guardian / Independent	122	62
FT / Times / Telegraph	183	147
Other Paper	190	194
No Paper	310	310
Political Party Identification		
Labour Loyal	397	404
Labour Disloyal	90	94
Conservative	380	403
Liberal Democrat	153	186
Others	97	46
None	377	379
Don't know	58	39