

YouGov / The Sun Survey Results

Sample Size: 1661 GB Adults
Fieldwork: 2nd - 3rd March 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
1661	507	422	249	797	864	484	596	581	913	747	212	541	355	408	144
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

	16 - 17 Feb	2 - 3 Mar	Gender		Age			Social Grade		Region				
			Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	38		35	41	33	39	40	41	34	39	48	40	30	19
Lab	32		33	30	31	34	30	28	37	29	24	33	39	40
Lib Dem	19		17	20	26	16	16	20	17	21	21	14	21	12
Other	12		15	8	10	11	14	11	12	11	6	14	11	29

Other Parties Voting Intention

UKIP	4		5	2	2	4	5	3	5	5	3	4	4	1
SNP / PCY	3		4	2	2	2	5	3	2	2	0	1	0	26
BNP	3		4	1	2	3	3	2	3	2	2	4	3	1
Green	2		2	2	4	2	1	2	1	2	1	2	2	1
Respect	0		0	0	0	0	0	0	0	0	0	0	0	0
Other	1		1	1	1	1	1	1	1	1	0	2	1	1

Non Voters

Would Not Vote	7		6	9	10	9	4	6	9	4	7	8	7	10
Don't know	13		8	17	12	12	14	13	13	13	13	14	12	8

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	35	86	6	19	36	34	29	34	40	39	29	33	41	37	30	23
Applies more to Labour	29	29	2	75	33	32	26	29	31	28	27	32	28	25	29	32	40
Applies to both parties	7	6	2	9	4	5	7	5	7	7	6	6	5	7	7	7	1
Applies to neither of them	20	20	7	7	35	19	21	23	17	21	21	20	24	19	16	22	25
Don't know	12	10	3	3	9	8	12	14	11	5	7	13	11	9	11	10	10

It is led by people of real ability

Applies more to the Conservatives	24	23	62	1	11	24	22	21	20	28	26	20	24	26	25	20	16
Applies more to Labour	18	20	0	63	15	23	18	18	20	22	18	23	20	17	18	24	28
Applies to both parties	11	10	9	11	10	9	10	10	10	8	9	10	5	11	10	10	11
Applies to neither of them	36	37	23	20	55	36	38	37	38	35	39	34	40	37	36	37	33
Don't know	12	10	6	4	9	8	12	14	11	6	8	13	12	10	11	9	12

Weighted Sample
Unweighted Sample

	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
1661	507	422	249	797	864	484	596	581	913	747	212	541	355	408	144
1661	518	389	256	789	872	442	548	671	1004	656	243	525	354	399	140
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Its leaders are prepared to take tough and unpopular decisions

Applies more to the Conservatives	27	27	69	4	14	28	26	20	25	35	30	24	29	31	30	22	18
Applies more to Labour	21	24	4	61	24	26	22	23	25	23	23	26	21	21	20	29	35
Applies to both parties	17	18	11	20	23	17	18	19	18	16	17	18	16	17	16	19	19
Applies to neither of them	25	22	13	11	31	21	23	23	22	20	23	21	22	22	24	21	17
Don't know	11	10	4	4	8	7	12	15	10	5	7	13	12	9	10	9	11

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	26	6	65	28	30	23	25	24	30	24	29	27	21	27	31	32
Applies more to Labour	25	23	56	8	9	24	22	20	22	26	25	21	21	28	24	18	20
Applies to both parties	34	34	28	16	48	32	35	31	39	30	35	32	30	35	34	35	29
Applies to neither of them	8	9	8	7	11	8	10	8	8	10	10	7	11	9	7	10	9
Don't know	10	8	4	5	4	6	11	16	7	4	6	10	12	8	7	7	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	Weighted no.
Age and Gender		
Male 18 to 24	85	100
Male 25 to 39	169	216
Male 40 to 54	194	216
Male 55 +	341	266
Female 18 to 24	100	101
Female 25 to 39	223	216
Female 40 to 54	219	232
Female 55 +	330	315
Region		
North England	399	408
Midlands	274	272
East England	151	160
London	243	212
South England	374	380
Wales	80	83
Scotland	140	144
Social Grade		
ABC1	1004	913
C2DE	656	747
Newspaper Type		
Express / Mail	391	266
Sun / Star	194	365
Mirror / Record	155	266
Guardian / Independent	128	66
FT / Times / Telegraph	222	158
Other Paper	227	209
No Paper	344	332
Political Party Identification		
Labour Loyal	375	432
Labour Disloyal	106	100
Conservative	432	433
Liberal Democrat	167	199
Others	76	50
None	436	407
Don't know	69	42