

YouGov / The Sun Survey Results

Sample Size: 1640 GB Adults
Fieldwork: 3rd - 4th 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
1640	502	425	222	786	854	485	582	573	901	738	211	532	351	403	144
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't votes]

Other Parties Voting Intention

Non Voters

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

	17 - 18 Feb	3 - 4 Mar	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Applies more to the Conservatives	15	18	1	39	25	20	16	17	19	16	13	23	14	16	18	18	26
Applies more to Labour	34	35	72	12	28	38	33	31	31	44	40	30	43	41	32	28	29
Applies to both parties	35	30	20	25	38	30	31	30	33	28	31	29	30	29	29	35	27
Applies to neither of them	9	9	5	20	5	7	12	8	11	9	11	7	6	7	16	10	8
Don't know	8	8	2	5	5	6	9	14	6	3	4	11	7	7	5	9	11

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

	17 - 18 Feb	3 - 4 Mar	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Applies more to the Conservatives	22	24	60	1	8	25	22	17	20	32	25	21	22	30	23	20	11
Applies more to Labour	34	33	3	80	37	34	32	32	36	32	35	31	25	29	37	36	45
Applies to both parties	7	6	8	4	5	8	4	9	6	4	5	8	9	7	5	6	4
Applies to neither of them	30	27	23	10	42	26	29	28	29	26	28	27	33	25	27	26	31
Don't know	9	10	7	5	10	7	13	16	10	6	7	13	12	10	8	11	9

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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
1640	502	425	222	786	854	485	582	573	901	738	211	532	351	403	144
1640	560	355	219	757	883	485	542	613	974	665	210	547	320	411	152
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Applies more to the Conservatives	29	29	65	9	14	30	27	26	24	36	32	25	32	32	28	26	20
Applies more to Labour	17	19	2	46	17	23	15	12	23	20	17	21	16	17	21	19	23
Applies to both parties	8	8	6	9	12	9	8	11	8	6	9	8	9	8	7	10	4
Applies to neither of them	37	34	23	28	46	30	37	34	34	33	35	33	32	34	34	33	41
Don't know	9	10	5	8	11	8	13	17	10	6	8	14	12	9	10	11	12

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

Applies more to the Conservatives	35	37	16	67	42	38	36	33	40	37	38	35	31	30	44	36	54
Applies more to Labour	16	17	40	5	6	18	16	12	14	24	17	16	20	22	14	14	8
Applies to both parties	30	27	29	16	37	27	28	30	27	26	28	27	28	30	24	29	23
Applies to neither of them	11	9	10	6	9	9	9	11	9	8	9	9	11	10	10	8	5
Don't know	9	10	6	6	6	8	12	14	11	6	8	13	10	10	8	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	Weighted no.
Age and Gender		
Male 18 to 24	72	98
Male 25 to 39	177	213
Male 40 to 54	189	213
Male 55 +	319	262
Female 18 to 24	108	100
Female 25 to 39	279	213
Female 40 to 54	202	229
Female 55 +	294	311
Region		
North England	411	403
Midlands	244	269
East England	176	157
London	210	211
South England	371	375
Wales	76	82
Scotland	152	144
Social Grade		
ABC1	974	901
C2DE	665	738
Newspaper Type		
Express / Mail	408	262
Sun / Star	240	360
Mirror / Record	128	263
Guardian / Independent	156	66
FT / Times / Telegraph	222	156
Other Paper	205	205
No Paper	280	328
Political Party Identification		
Labour Loyal	323	427
Labour Disloyal	107	98
Conservative	471	426
Liberal Democrat	155	197
Others	87	49
None	431	401
Don't know	65	41