

# YouGov / The Sun Survey Results

Sample Size: 1676 GB Adults  
Fieldwork: 16th - 17th 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
1676	490	432	274	804	872	519	569	588	921	755	214	544	360	413	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention		2-3 Mar	16-17 Mar														
<i>[Excluding Don't Know and Wouldn't Vote]</i>																	
Con	36		39	34	36	37	36	38	35	39	42	41	30	19			
Lab	32		32	33	32	36	28	30	34	29	25	30	43	42			
Lib Dem	20		19	21	23	19	19	22	18	22	24	19	19	13			
Other	11		10	13	9	8	16	10	13	11	10	11	8	26			
Other Parties Voting Intention																	
UKIP	3		3	4	0	2	7	3	4	3	4	4	3	1			
SNP / PCY	2		3	2	2	4	2	2	3	0	0	1	0	22			
Green	2		2	3	3	1	2	2	2	3	2	3	1	2			
BNP	2		2	2	2	3	2	2	3	4	2	2	3	1			
Respect	0		0	0	0	0	0	0	0	0	0	0	0	0			
Other	1		1	1	1	0	2	1	1	1	2	0	0	0			
Non Voters																	
Would Not Vote	7		6	8	11	6	5	4	11	6	4	12	8	7			
Don't know	12		9	15	16	12	9	12	13	12	12	11	17	7			
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	35	32	84	1	12	34	29	27	32	35	36	27	34	37	35	24	21
Applies more to Labour	29	29	1	80	30	30	29	27	32	28	30	28	25	27	25	32	42
Applies to both parties	6	6	5	6	7	7	6	7	6	5	7	6	6	7	5	7	7
Applies to neither of them	20	22	5	9	45	22	23	19	21	26	21	23	24	19	24	24	22
Don't know	10	11	5	4	6	8	13	19	8	6	7	16	10	10	11	12	7

**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
<b>1676</b>	490	432	274	804	872	519	569	588	921	755	214	544	360	413	144
<b>1676</b>	513	413	265	806	870	487	525	664	1003	673	235	523	318	344	256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**It is led by people of real ability**

Applies more to the Conservatives	23	<b>24</b>	67	2	9	27	21	24	24	24	25	22	23	28	25	21	15
Applies more to Labour	20	<b>20</b>	1	62	14	21	18	16	23	19	20	19	19	17	15	23	32
Applies to both parties	10	<b>10</b>	7	14	11	10	9	13	8	9	11	8	10	10	10	8	11
Applies to neither of them	37	<b>35</b>	18	17	59	35	35	26	36	41	36	33	33	34	37	35	35
Don't know	10	<b>12</b>	8	6	7	8	17	20	10	8	8	17	14	11	13	14	7

**Its leaders are prepared to take tough and unpopular decisions**

Applies more to the Conservatives	27	<b>26</b>	68	4	14	29	23	21	27	29	29	22	31	28	27	22	19
Applies more to Labour	24	<b>24</b>	4	64	21	23	26	25	26	22	24	25	22	23	20	26	39
Applies to both parties	18	<b>15</b>	10	19	19	15	15	18	13	15	16	14	12	17	15	15	15
Applies to neither of them	22	<b>24</b>	11	9	40	25	23	18	25	27	23	24	23	22	25	25	22
Don't know	10	<b>11</b>	7	4	6	8	14	18	9	7	8	15	12	10	13	12	6

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

Applies more to the Conservatives	26	<b>25</b>	4	66	22	27	24	22	28	25	26	24	25	22	24	27	37
Applies more to Labour	23	<b>24</b>	61	5	12	25	23	18	26	27	27	21	24	28	24	21	17
Applies to both parties	34	<b>31</b>	23	18	49	31	31	33	27	32	31	30	33	31	29	30	31
Applies to neither of them	9	<b>10</b>	6	5	11	10	10	8	11	11	10	10	7	9	11	11	9
Don't know	8	<b>10</b>	5	6	5	8	12	19	8	5	7	15	11	10	11	11	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.
<b>Age and Gender</b>		
Male 18 to 24	66	100
Male 25 to 39	189	218
Male 40 to 54	195	218
Male 55 +	356	269
Female 18 to 24	108	100
Female 25 to 39	237	218
Female 40 to 54	217	234
Female 55 +	308	319
<b>Region</b>		
North England	344	413
Midlands	236	276
East England	150	161
London	235	214
South England	373	384
Wales	82	84
Scotland	256	144
<b>Social Grade</b>		
ABC1	1003	921
C2DE	673	755
<b>Newspaper Type</b>		
Express / Mail	387	268
Sun / Star	259	368
Mirror / Record	147	269
Guardian / Independent	144	67
FT / Times / Telegraph	210	159
Other Paper	232	209
No Paper	296	335
<b>Political Party Identification</b>		
Labour Loyal	378	435
Labour Disloyal	99	100
Conservative	451	435
Liberal Democrat	173	201
Others	86	50
None	419	411
Don't know	69	42