

YouGov / The Sun Survey Results

Sample Size: 1671 GB Adults
Fieldwork: 17th - 18th 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
1671	486	436	277	803	868	485	601	584	918	752	214	544	357	411	145
1671	472	403	280	814	857	515	588	568	895	776	249	543	299	366	214
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

	3 - 4 Mar	17 - 18 Mar	Gender		Age			Social Grade		Region				
			Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	36	36	34	38	26	35	43	36	36	35	39	45	30	16
Lab	32	32	34	30	41	34	24	30	34	36	27	26	39	43
Lib Dem	20	20	19	21	22	18	21	24	16	23	25	18	18	13
Other	12	12	13	11	11	13	11	10	14	6	10	11	13	28

Other Parties Voting Intention

UKIP	4	4	6	3	2	4	6	4	5	2	5	4	6	1
SNP / PCY	3	3	3	3	2	3	3	2	3	0	0	2	0	24
BNP	3	3	3	2	2	4	2	2	4	1	2	4	4	2
Green	1	1	1	2	3	1	1	1	2	2	2	0	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	1	2	1	0	1	1	1	1	1	1	0

Non Voters

Would Not Vote	6	6	6	6	10	6	4	5	8	10	6	5	5	8
Don't know	12	12	8	16	12	13	11	12	13	14	11	13	12	13

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	18	16	2	39	15	17	15	21	15	11	14	17	19	13	12	17	25
Applies more to Labour	35	36	77	11	33	38	34	26	34	46	39	32	38	40	42	28	25
Applies to both parties	30	33	12	29	48	33	32	32	34	32	33	32	26	33	28	38	34
Applies to neither of them	9	8	6	15	3	6	9	7	11	6	9	7	6	6	9	10	8
Don't know	8	8	3	6	1	6	10	14	6	5	5	12	10	8	8	6	9

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
1671	486	436	277	803	868	485	601	584	918	752	214	544	357	411	145
1671	472	403	280	814	857	515	588	568	895	776	249	543	299	366	214
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Applies more to the Conservatives	24	23	64	1	12	25	22	12	23	33	25	21	20	27	28	20	13
Applies more to Labour	33	32	5	78	29	36	28	38	32	27	34	29	39	28	25	36	42
Applies to both parties	6	7	6	6	9	7	6	8	7	5	5	8	4	6	8	8	5
Applies to neither of them	27	29	20	8	48	25	32	27	31	28	29	28	23	29	29	30	30
Don't know	10	10	5	7	2	7	12	16	8	6	6	13	13	10	11	6	10

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

Applies more to the Conservatives	29	28	68	5	17	28	27	22	25	35	31	25	23	32	34	23	18
Applies more to Labour	19	17	5	44	13	20	15	15	21	15	17	17	20	15	14	20	22
Applies to both parties	8	7	4	11	11	9	6	10	7	6	6	10	7	6	6	10	8
Applies to neither of them	34	37	18	31	57	34	39	36	38	36	40	34	35	38	32	39	40
Don't know	10	11	5	9	2	8	13	16	9	7	7	15	15	9	13	8	12

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

Applies more to the Conservatives	37	32	10	60	38	34	30	32	33	30	33	30	32	31	27	32	44
Applies more to Labour	17	19	43	8	11	21	18	13	19	25	21	17	20	21	22	17	11
Applies to both parties	27	27	24	20	37	28	27	28	28	25	28	26	24	26	27	31	26
Applies to neither of them	9	10	14	6	10	9	11	9	11	11	10	10	9	11	11	10	8
Don't know	10	12	10	7	4	9	15	18	10	9	8	17	16	12	12	10	11

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	90	101
Male 25 to 39	186	217
Male 40 to 54	210	217
Male 55 +	328	267
Female 18 to 24	134	100
Female 25 to 39	255	217
Female 40 to 54	228	234
Female 55 +	240	317
Region		
North England	366	411
Midlands	233	274
East England	168	160
London	249	214
South England	375	383
Wales	66	84
Scotland	214	145
Social Grade		
ABC1	895	919
C2DE	776	753
Newspaper Type		
Express / Mail	388	267
Sun / Star	210	367
Mirror / Record	122	267
Guardian / Independent	207	67
FT / Times / Telegraph	257	159
Other Paper	213	209
No Paper	273	334
Political Party Identification		
Labour Loyal	384	434
Labour Disloyal	117	100
Conservative	365	434
Liberal Democrat	198	200
Others	100	50
None	419	409
Don't know	88	43