

# YouGov / The Sun Survey Results

Sample Size: 1615 GB Adults  
Fieldwork: 30th - 31st 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
<b>1615</b>	<b>509</b>	<b>421</b>	<b>247</b>	<b>775</b>	<b>840</b>	<b>454</b>	<b>595</b>	<b>565</b>	<b>888</b>	<b>727</b>	<b>207</b>	<b>525</b>	<b>346</b>	<b>397</b>	<b>141</b>
<b>1615</b>	<b>525</b>	<b>384</b>	<b>257</b>	<b>784</b>	<b>831</b>	<b>374</b>	<b>567</b>	<b>674</b>	<b>971</b>	<b>644</b>	<b>179</b>	<b>571</b>	<b>312</b>	<b>389</b>	<b>164</b>
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

	16-17 Mar	30-31 Mar	Gender		Age			Social Grade		Region				
			Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	<b>38</b>		37	40	39	36	41	39	37	43	44	41	32	23
Lab	<b>32</b>		34	29	35	37	24	31	33	30	24	32	42	36
Lib Dem	<b>19</b>		18	19	19	16	22	21	16	16	24	18	15	15
Other	<b>11</b>		10	12	8	11	14	9	14	11	9	10	11	25
<b>Other Parties Voting Intention</b>														
UKIP	<b>4</b>		4	4	2	4	6	3	5	5	3	4	6	1
SNP / PCY	<b>2</b>		2	3	1	2	4	2	3	0	0	3	0	20
Green	<b>2</b>		1	3	2	2	1	2	2	4	3	0	1	4
BNP	<b>2</b>		2	2	1	2	2	1	3	2	2	1	3	1
Respect	<b>0</b>		0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>		1	1	1	1	1	1	1	0	1	1	2	0
<b>Non Voters</b>														
Would Not Vote	<b>6</b>		5	6	7	7	3	4	7	4	4	6	8	6
Don't know	<b>13</b>		9	16	13	12	13	12	14	13	14	11	12	11

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	32	<b>32</b>	82	2	13	32	33	29	30	38	35	29	34	36	33	28	28
Applies more to Labour	29	<b>31</b>	2	80	34	33	30	29	34	30	33	30	38	25	29	36	40
Applies to both parties	6	<b>7</b>	5	6	10	6	8	10	8	5	7	8	5	8	8	8	6
Applies to neither of them	22	<b>20</b>	8	8	37	22	18	17	21	23	18	23	15	23	23	19	17
Don't know	11	<b>8</b>	3	4	7	6	11	15	8	4	7	11	8	9	7	9	9

## It is led by people of real ability

Applies more to the Conservatives	24	<b>24</b>	66	0	11	25	23	25	21	28	25	24	26	28	26	20	18
Applies more to Labour	20	<b>23</b>	1	67	20	26	20	20	24	23	24	21	22	17	24	26	33
Applies to both parties	10	<b>9</b>	6	11	8	8	9	12	8	7	8	9	9	10	9	9	5
Applies to neither of them	35	<b>34</b>	23	18	52	35	34	29	38	35	34	35	33	34	35	36	35
Don't know	12	<b>10</b>	5	4	9	5	14	14	9	7	8	11	10	11	7	9	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
<b>1615</b>	509	421	247	775	840	454	595	565	888	727	207	525	346	397	141
<b>1615</b>	525	384	257	784	831	374	567	674	971	644	179	571	312	389	164
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Applies more to the Conservatives	26	<b>27</b>	67	3	14	28	25	22	26	31	28	25	29	29	27	23	20
Applies more to Labour	24	<b>26</b>	3	67	24	28	25	27	28	25	29	24	26	23	24	31	35
Applies to both parties	15	<b>16</b>	12	14	18	14	18	18	15	16	15	17	16	18	16	14	15
Applies to neither of them	24	<b>22</b>	13	12	37	24	21	21	22	24	21	24	22	22	24	23	20
Don't know	11	<b>8</b>	5	3	7	5	12	13	9	5	7	10	7	8	9	8	10

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

Applies more to the Conservatives	25	<b>28</b>	5	68	24	34	23	27	30	28	29	27	28	24	30	29	39
Applies more to Labour	24	<b>25</b>	62	6	11	26	25	22	24	29	26	25	27	27	24	26	18
Applies to both parties	31	<b>31</b>	25	16	51	27	35	31	31	31	32	30	31	35	31	28	29
Applies to neither of them	10	<b>8</b>	4	5	10	9	7	7	8	9	7	9	6	7	9	9	7
Don't know	10	<b>7</b>	3	5	4	3	11	12	7	3	6	9	9	6	6	8	6

## 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	47	97
Male 25 to 39	177	210
Male 40 to 54	210	210
Male 55 +	350	258
Female 18 to 24	66	97
Female 25 to 39	234	210
Female 40 to 54	207	226
Female 55 +	324	307
<b>Region</b>		
North England	389	397
Midlands	229	265
East England	167	155
London	179	207
South England	404	370
Wales	83	81
Scotland	164	141
<b>Social Grade</b>		
ABC1	971	888
C2DE	644	727
<b>Newspaper Type</b>		
Express / Mail	395	258
Sun / Star	213	355
Mirror / Record	144	258
Guardian / Independent	133	65
FT / Times / Telegraph	202	153
Other Paper	185	202
No Paper	343	323
<b>Political Party Identification</b>		
Labour Loyal	380	420
Labour Disloyal	99	97
Conservative	422	420
Liberal Democrat	176	194
Others	62	48
None	418	396
Don't know	58	40