

Region

YouGov / The Sun Survey Results

Sample Size: 1441 GB Adults Fieldwork: 1st - 2nd June 2010

		2010 Liection vote		Gender		Age		30Clai grade				Region					
		Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	South	Midlands / Wales	North	Scotland
Weighted	Sample	1441	477	388	310	692	749	415	522	504	793	648	184	468	308	354	125
Unweighted	Sample	1441	478	350	333	662	779	381	474	586	862	579	217	488	279	317	140
_		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	25-26	1-2															
	May	June															
Here are some statements that different people make																	
about different political parties. In each case, which party																	
do you think it applies to most - the Conservatives, Labour																	
or the Liberal Democrats?																	
The kind of society it wants is broadly the kind of society I																	
want																	
Applies most to the Conservatives	34	34	83	5	8	34	35	27	31	43	39	29	33	42	38	29	16
Applies most to Labour	26	25	1	73	13	29	22	27	28	20	23	28	24	18	24	32	39
Applies most to the Liberal Democrats	17	17	3	7	60	15	19	22	16	14	19	15	21	21	15	13	14
Applies to none of them	12	12	6	9	7	13	10	9	11	15	11	13	8	8	12	13	24
Don't know	11	12	7	6	12	10	14	15	14	8	9	15	13	12	11	13	6
It is led by people of real ability																	
Applies most to the Conservatives	33	30	71	4	13	30	31	23	27	40	33	27	32	36	33	27	11
Applies most to Labour	18	19	2	57	8	21	17	24	20	15	17	22	20	15	19	22	28
Applies most to the Liberal Democrats	9	11	3	3	37	11	11	13	11	9	12	10	11	13	11	9	8
Applies to none of them	19	20	12	24	16	22	19	19	21	21	20	21	16	15	20	24	37
Don't know	20	19	13	12	26	17	21	21	20	16	18	21	21	21	17	18	15
Its leaders are prepared to take tough and unpopular decisions																	
Applies most to the Conservatives	50	48	82	23	37	49	47	38	45	59	52	44	44	53	52	45	34
Applies most to Labour	17	17	2	46	10	17	17	21	18	13	16	19	17	14	14	22	26
Applies most to the Liberal Democrats	7	9	2	6	27	8	10	11	10	7	9	9	12	10	10	6	7
Applies to none of them	11	13	7	16	10	12	13	13	14	11	12	13	10	10	11	15	25
Don't know	15	13	7	9	16	12	13	16	13	10	11	15	17	12	12	13	8
It seems to chop and change all the time: you can never be quite sure what it stands for																	
Applies most to Labour	31	31	53	6	36	30	32	23	30	38	34	27	27	36	35	27	18
Applies most to the Conservatives	20	23	6	44	26	24	21	27	24	18	22	23	25	19	21	25	29
Applies most to the Liberal Democrats	22	21	20	31	10	24	18	19	21	23	20	21	21	19	19	22	28
Applies to none of them	9	8	7	9	7	7	10	10	7	8	8	8	9	9	7	8	9
Don't know	17	17	13	11	21	16	19	22	18	13	15	20	18	17	18	18	16
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Gender

Social grade

Age

2010 Election Vote