

YouGov / The Sun Survey Results

Sample Size: 2304 GB Adults

Fieldwork: 29th - 30th September 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1862	763	721	234	939	923	181	445	653	584	1070	749	242	593	418	452	157
Unweighted Sample	1912	723	719	257	997	915	104	507	777	524	1263	606	310	599	417	407	179
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Labour party. For each one please say how strongly you agree or disagree.

Labour need to make major changes to their policies and beliefs to be fit for government again

Strongly agree	33	60	9	31	36	30	18	24	37	43	34	31	35	40	32	26	24
Tend to agree	36	33	40	46	36	37	27	41	36	36	38	34	36	34	36	38	40
TOTAL AGREE	69	93	49	77	72	67	45	65	73	79	72	65	71	74	68	64	64
Tend to disagree	15	3	35	10	16	15	25	14	15	12	15	15	14	13	15	18	19
Strongly disagree	4	1	10	3	4	4	4	4	4	5	3	5	4	3	6	5	3
TOTAL DISAGREE	19	4	45	13	20	19	29	18	19	17	18	20	18	16	21	23	22
Don't know	12	3	6	10	8	15	27	17	8	5	10	15	11	11	11	13	14

Labour have seriously lost touch with ordinary working people

Strongly agree	27	48	4	24	29	25	9	19	30	37	26	27	27	31	28	22	18
Tend to agree	32	34	26	45	34	29	33	35	30	30	35	27	31	31	34	30	34
TOTAL AGREE	59	82	30	69	63	54	42	54	60	67	61	54	58	62	62	52	52
Tend to disagree	20	8	42	16	18	22	20	22	20	19	20	20	21	19	18	24	20
Strongly disagree	10	3	24	3	10	9	10	7	12	10	9	11	7	8	10	11	15
TOTAL DISAGREE	30	11	66	19	28	31	30	29	32	29	29	31	28	27	28	35	35
Don't know	12	6	5	13	9	15	28	17	9	4	10	14	13	12	10	12	13

Labour these days are mainly a party for immigrants, benefit claimants and trade unions

Strongly agree	24	48	3	16	23	24	9	17	26	34	24	24	28	29	25	17	16
Tend to agree	25	35	14	30	26	23	25	24	24	25	26	23	21	25	25	26	24
TOTAL AGREE	49	83	17	46	49	47	34	41	50	59	50	47	49	54	50	43	40
Tend to disagree	20	8	33	29	20	21	21	23	19	20	20	20	20	18	19	23	24
Strongly disagree	18	3	44	12	21	16	18	16	22	15	19	17	18	16	20	19	21
TOTAL DISAGREE	38	11	77	41	41	37	39	39	41	35	39	37	38	34	39	42	45
Don't know	13	6	6	12	9	16	26	19	9	6	10	16	12	13	10	14	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour still haven't faced up to the damage they did to the British economy

Strongly agree	37	73	2	41	41	34	21	31	37	50	39	34	41	44	40	29	25
Tend to agree	23	20	19	37	20	25	26	26	22	18	24	21	20	25	20	23	23
TOTAL AGREE	60	93	21	78	61	59	47	57	59	68	63	55	61	69	60	52	48
Tend to disagree	18	2	43	10	19	18	17	20	21	14	18	19	17	15	16	23	25
Strongly disagree	10	1	28	3	12	9	10	7	11	12	10	11	11	7	12	11	15
TOTAL DISAGREE	28	3	71	13	31	27	27	27	32	26	28	30	28	22	28	34	40
Don't know	11	3	7	8	8	15	26	16	8	5	9	15	11	10	11	14	12

If Labour returned to government they would put the country into even more debt

Strongly agree	26	58	1	24	29	24	14	20	28	37	28	24	29	30	28	22	16
Tend to agree	21	28	6	40	21	21	21	22	19	22	22	20	23	24	20	18	17
TOTAL AGREE	47	86	7	64	50	45	35	42	47	59	50	44	52	54	48	40	33
Tend to disagree	21	4	47	15	22	21	22	23	23	19	22	21	19	21	18	24	27
Strongly disagree	13	2	36	4	15	12	10	11	16	14	12	16	10	9	16	16	24
TOTAL DISAGREE	34	6	83	19	37	33	32	34	39	33	34	37	29	30	34	40	51
Don't know	18	7	11	17	14	22	33	25	15	9	16	20	19	16	18	20	17

After a short period in opposition Labour will be ready for a quick return to office

Strongly agree	13	1	39	2	16	11	15	11	13	15	12	15	11	8	15	17	19
Tend to agree	25	10	45	19	23	27	22	28	27	20	24	26	19	21	25	29	35
TOTAL AGREE	38	11	84	21	39	38	37	39	40	35	36	41	30	29	40	46	54
Tend to disagree	21	28	8	38	21	21	12	22	22	22	23	17	24	25	20	17	15
Strongly disagree	24	53	0	24	28	20	15	16	25	35	25	23	28	29	25	20	13
TOTAL DISAGREE	45	81	8	62	49	41	27	38	47	57	48	40	52	54	45	37	28
Don't know	17	9	8	17	13	21	36	23	13	8	15	20	19	17	16	17	17

Labour's past problems were down to poor leadership, there is nothing wrong with the party itself

Strongly agree	9	7	14	9	11	7	3	5	10	14	7	11	8	8	8	12	6
Tend to agree	29	21	41	28	28	29	26	30	29	28	30	26	32	27	29	28	31
TOTAL AGREE	38	28	55	37	39	36	29	35	39	42	37	37	40	35	37	40	37
Tend to disagree	34	40	30	40	34	33	33	35	33	34	35	32	34	36	34	31	32
Strongly disagree	14	24	7	11	17	12	8	11	17	17	15	13	14	14	15	13	16
TOTAL DISAGREE	48	64	37	51	51	45	41	46	50	51	50	45	48	50	49	44	48
Don't know	15	7	9	13	11	19	31	20	12	7	13	19	12	15	13	17	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour's core values and principles are still strong and relevant

Strongly agree	13	1	38	4	15	11	12	12	14	14	13	14	10	10	15	16	18
Tend to agree	28	11	49	32	28	28	28	33	29	24	30	26	29	24	26	33	35
TOTAL AGREE	41	12	87	36	43	39	40	45	43	38	43	40	39	34	41	49	53
Tend to disagree	26	41	7	35	27	24	21	23	25	29	27	24	28	29	25	21	22
Strongly disagree	18	38	1	13	19	17	9	11	20	26	17	18	19	22	16	16	13
TOTAL DISAGREE	44	79	8	48	46	41	30	34	45	55	44	42	47	51	41	37	35
Don't know	15	9	6	15	10	20	30	21	12	7	13	18	15	15	17	15	12

The Labour party cares about helping all groups in society, not just the few

Strongly agree	14	3	37	3	15	13	16	11	15	14	14	14	12	11	15	15	18
Tend to agree	28	9	52	30	28	28	25	33	28	24	29	26	28	24	27	33	30
TOTAL AGREE	42	12	89	33	43	41	41	44	43	38	43	40	40	35	42	48	48
Tend to disagree	25	39	6	36	25	25	22	23	24	28	26	22	26	26	28	21	23
Strongly disagree	20	43	2	13	21	19	8	14	22	28	20	20	22	24	18	17	16
TOTAL DISAGREE	45	82	8	49	46	44	30	37	46	56	46	42	48	50	46	38	39
Don't know	14	7	4	18	11	16	30	18	11	6	11	18	12	15	12	13	13

Labour would cut spending in a fairer and more compassionate way than the coalition

Strongly agree	18	1	48	5	20	16	19	15	19	18	17	19	13	12	22	23	20
Tend to agree	23	6	40	25	23	23	19	25	24	21	23	22	22	19	19	28	34
TOTAL AGREE	41	7	88	30	43	39	38	40	43	39	40	41	35	31	41	51	54
Tend to disagree	20	33	4	33	21	19	15	20	20	22	22	17	24	23	19	16	16
Strongly disagree	20	49	0	14	22	19	7	16	21	30	22	19	24	23	21	17	14
TOTAL DISAGREE	40	82	4	47	43	38	22	36	41	52	44	36	48	46	40	33	30
Don't know	19	11	7	23	14	24	39	24	16	9	16	24	17	22	19	17	16