

# YouGov / The Sun Survey Results

Sample Size: 1618 GB Adults  
Fieldwork: 25th - 26th May 2010

	Voters			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>Weighted Sample</b>	<b>1618</b>	532	432	346	777	841	454	598	566	890	728	207	526	346	398	141
<b>Unweighted Sample</b>	1618	502	410	355	738	880	389	564	665	923	695	202	514	360	379	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

18-19  
May

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

	18-19 May	25-26 May	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Applies most to the Conservatives	34	<b>34</b>	85	3	10	35	33	25	33	42	41	26	46	42	36	23	15
Applies most to Labour	26	<b>26</b>	1	73	17	28	24	28	29	21	22	30	17	19	25	37	38
Applies most to the Liberal Democrats	17	<b>17</b>	3	6	53	16	17	23	14	15	18	15	17	19	15	15	16
Applies to none of them	12	<b>12</b>	4	9	10	11	12	11	11	13	10	14	9	10	11	13	18
Don't know	11	<b>11</b>	6	10	10	9	13	13	13	9	9	14	11	10	12	11	14

It is led by people of real ability

Applies most to the Conservatives	32	<b>33</b>	79	4	15	36	31	29	31	39	38	27	42	42	34	23	16
Applies most to Labour	19	<b>18</b>	1	54	10	18	18	20	19	16	16	21	14	13	16	26	28
Applies most to the Liberal Democrats	9	<b>9</b>	1	3	33	10	9	10	9	8	10	8	9	10	10	8	7
Applies to none of them	22	<b>19</b>	6	18	21	20	18	19	21	18	17	22	16	16	21	22	24
Don't know	19	<b>20</b>	13	21	22	16	24	21	21	18	18	23	19	19	19	22	24

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	51	<b>50</b>	86	25	40	52	48	48	47	56	56	44	53	57	53	42	38
Applies most to Labour	19	<b>17</b>	2	48	12	16	19	19	18	16	16	19	14	13	14	25	24
Applies most to the Liberal Democrats	6	<b>7</b>	1	3	22	7	7	7	6	7	8	5	7	8	6	7	5
Applies to none of them	12	<b>11</b>	3	11	10	13	9	11	12	10	9	13	9	9	12	12	15
Don't know	13	<b>15</b>	7	14	17	12	17	15	17	11	11	19	17	13	15	14	18

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

Applies most to Labour	29	<b>31</b>	53	5	36	30	32	24	31	37	35	27	33	37	29	29	21
Applies most to the Liberal Democrats	24	<b>22</b>	21	35	13	25	19	23	23	20	24	20	28	22	22	20	21
Applies most to the Conservatives	22	<b>20</b>	7	39	22	22	19	24	19	19	18	23	15	16	21	27	28
Applies to none of them	8	<b>9</b>	7	5	11	9	10	9	10	9	9	10	11	10	8	9	5
Don't know	17	<b>17</b>	11	15	17	13	20	20	16	15	14	20	14	16	21	14	25