

YouGov / The Sun Survey Results

Sample Size: 1515 GB Adults
Fieldwork: 26th - 27th 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	
Weighted Sample	1515	496	403	321	728	787	429	554	532	832	681	194	492	325	373	132
Unweighted Sample	1515	515	373	336	714	801	386	520	609	895	618	217	506	301	361	130
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

It seems rather old and tired

Applies most to Labour	54	84	21	55	57	52	48	51	62	58	50	59	59	53	50	45
Applies most to the Conservatives	20	1	40	27	22	18	24	23	13	19	21	16	16	22	21	31
Applies most to the Liberal Democrats	2	2	5	0	3	1	1	2	3	2	2	3	2	1	2	3
Applies to none of them	12	7	21	10	11	13	13	12	11	12	12	11	10	13	14	13
Don't know	12	6	13	9	7	16	13	12	10	10	14	11	13	11	12	8

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

Applies most to Labour	33	4	75	33	32	33	34	35	29	31	35	36	23	36	35	49
Applies most to the Liberal Democrats	23	26	12	38	23	23	25	21	23	26	20	21	25	23	22	24
Applies most to the Conservatives	21	46	1	10	23	18	16	17	28	21	20	21	26	16	21	9
Applies to none of them	12	13	6	12	13	12	12	13	12	12	12	10	13	16	11	10
Don't know	11	11	7	7	8	13	13	13	8	10	13	11	13	9	11	8

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

Applies most to the Conservatives	37	69	11	28	39	35	39	31	42	40	34	33	42	38	35	28
Applies most to the Liberal Democrats	15	8	15	26	16	14	16	15	14	14	16	14	15	14	17	14
Applies most to Labour	12	1	33	9	13	11	11	16	9	11	13	16	8	14	14	15
Applies to none of them	21	11	29	21	22	19	18	23	21	22	20	21	18	23	19	31
Don't know	15	12	12	16	10	20	17	15	14	13	18	17	17	11	15	13

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

Applies most to the Conservatives	46	18	74	57	46	47	51	48	41	45	49	47	39	47	47	68
Applies most to Labour	23	42	7	15	26	20	15	24	28	26	19	22	28	21	22	15
Applies most to the Liberal Democrats	11	16	8	9	12	10	10	8	15	11	11	10	11	12	13	4
Applies to none of them	8	11	4	11	9	8	10	7	8	10	7	9	8	9	9	5
Don't know	11	14	6	8	8	14	13	13	8	9	14	13	14	10	9	9