

YouGov / The Sun Survey Results

Sample Size: 1552 GB Adults
Fieldwork: 18th - 19th 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	1552	520	420	336	744	808	454	554	544	852	697	199	505	332	381	135
Unweighted Sample	1552	482	426	338	724	828	395	540	617	857	693	190	507	299	391	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	81	4	9	34	34	28	33	39	39	26	34	43	34	25	23
Applies most to Labour	26	2	73	16	28	24	22	31	24	25	27	31	18	23	33	35
Applies most to the Liberal Democrats	17	4	4	54	17	17	23	15	14	18	16	12	18	16	18	18
Applies to none of them	12	5	11	10	13	12	11	12	14	10	16	12	9	15	15	13
Don't know	11	8	9	11	8	14	16	11	8	8	15	10	13	12	10	10

It is led by people of real ability

Applies most to the Conservatives	32	72	4	16	31	32	26	31	37	37	25	30	40	34	23	22
Applies most to Labour	19	2	52	11	20	18	20	21	15	18	20	23	13	17	23	28
Applies most to the Liberal Democrats	9	1	4	28	10	7	11	8	7	9	8	7	9	7	11	6
Applies to none of them	22	11	26	25	23	22	23	20	25	20	26	25	18	25	24	24
Don't know	19	14	14	20	16	21	20	20	17	17	20	16	20	17	18	21

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	51	84	25	42	48	53	44	52	56	56	44	49	58	50	45	44
Applies most to Labour	19	3	48	12	20	17	20	19	16	17	20	19	12	19	23	25
Applies most to the Liberal Democrats	6	1	3	19	7	5	7	5	6	5	7	6	8	6	5	4
Applies to none of them	12	5	12	13	13	11	13	11	12	11	13	11	10	12	15	10
Don't know	13	7	13	13	12	13	16	13	10	11	15	15	12	13	12	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	48	6	32	27	31	29	26	33	33	24	30	33	28	25	27
Applies most to the Liberal Democrats	24	25	34	14	27	21	20	26	25	25	22	20	23	27	22	29
Applies most to the Conservatives	22	5	42	26	24	20	23	24	19	21	23	21	17	22	28	24
Applies to none of them	8	8	6	7	7	9	7	6	11	7	10	9	8	7	10	5
Don't know	17	14	12	20	15	19	22	18	12	14	21	20	18	16	16	15