

# YouGov / The Sun Survey Results

Sample Size: 1557 GB Adults  
Fieldwork: 11th - 12th May 2010

	Voters			Gender		Age			Social Grade		Region					
Total	Lab	Con	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1557</b>	423	520	336	747	810	452	560	545	856	700	199	506	333	383	136
<b>Unweighted Sample</b>	1557	416	490	347	721	836	405	518	634	884	672	190	479	321	377	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27-28  
Apr  
11-12  
May

**Irrespective of which party you support, which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?**

**The kind of society it wants is broadly the kind of society I want**

Applies more to the Conservatives	33	<b>36</b>	2	83	16	35	37	32	31	45	40	31	37	42	38	32	20
Applies more to Labour	31	<b>35</b>	79	2	41	37	33	35	41	28	36	34	36	28	34	39	50
Applies to both parties	6	<b>9</b>	8	8	11	9	9	9	9	9	9	9	7	10	10	8	5
Applies to neither of them	21	<b>12</b>	6	3	23	13	12	13	11	14	11	15	8	14	11	12	16
Don't know	9	<b>8</b>	4	4	9	6	9	12	8	4	5	11	11	6	7	8	9

**It is led by people of real ability**

Applies more to the Conservatives	26	<b>30</b>	1	70	12	29	30	25	26	37	32	27	29	33	33	28	16
Applies more to Labour	23	<b>25</b>	63	2	21	25	25	26	30	19	25	25	30	19	27	26	35
Applies to both parties	9	<b>14</b>	15	10	18	15	13	14	13	14	15	12	12	16	12	13	13
Applies to neither of them	32	<b>20</b>	15	10	34	21	20	20	21	20	19	23	18	21	17	22	28
Don't know	10	<b>11</b>	6	9	15	10	13	16	9	9	9	14	12	11	11	12	9

**Its leaders are prepared to take tough and unpopular decisions**

Applies more to the Conservatives	27	<b>34</b>	9	70	17	35	32	29	29	42	35	32	33	34	37	36	20
Applies more to Labour	26	<b>24</b>	55	5	21	24	25	26	30	18	24	25	31	20	24	23	37
Applies to both parties	17	<b>23</b>	28	14	34	23	23	22	24	21	24	22	15	26	23	21	25
Applies to neither of them	20	<b>11</b>	5	6	17	11	11	11	9	12	11	11	11	11	8	11	13
Don't know	10	<b>8</b>	2	6	11	7	9	12	8	6	7	11	10	9	8	9	4

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

Applies more to Labour	25	<b>29</b>	5	64	15	31	28	25	26	36	32	27	26	35	30	27	18
Applies more to the Conservatives	24	<b>24</b>	54	4	23	26	22	24	29	19	23	26	28	20	20	29	30
Applies to both parties	30	<b>24</b>	22	14	33	24	23	24	24	23	23	24	23	23	26	21	27
Applies to neither of them	11	<b>14</b>	14	11	18	12	15	12	14	15	15	12	11	14	15	13	16
Don't know	9	<b>9</b>	5	8	11	7	11	15	8	6	7	12	12	8	9	11	9