

## YouGov / The Sun Survey Results

Sample Size: 2304 GB Adults

Fieldwork: 29th - 30th September 2010

	Voting intention			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1862</b>	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
<b>TOTAL AGREE</b>	<b>69</b>	<b>93</b>	<b>49</b>	<b>77</b>	<b>72</b>	<b>67</b>	<b>45</b>	<b>65</b>	<b>73</b>	<b>79</b>	<b>72</b>	<b>65</b>	<b>71</b>	<b>74</b>	<b>68</b>	<b>64</b>	<b>64</b>
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
<b>TOTAL DISAGREE</b>	<b>19</b>	<b>4</b>	<b>45</b>	<b>13</b>	<b>20</b>	<b>19</b>	<b>29</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>23</b>	<b>22</b>
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
<b>TOTAL AGREE</b>	<b>59</b>	<b>82</b>	<b>30</b>	<b>69</b>	<b>63</b>	<b>54</b>	<b>42</b>	<b>54</b>	<b>60</b>	<b>67</b>	<b>61</b>	<b>54</b>	<b>58</b>	<b>62</b>	<b>62</b>	<b>52</b>	<b>52</b>
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
<b>TOTAL DISAGREE</b>	<b>30</b>	<b>11</b>	<b>66</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>30</b>	<b>29</b>	<b>32</b>	<b>29</b>	<b>29</b>	<b>31</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>35</b>	<b>35</b>
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
<b>TOTAL AGREE</b>	<b>49</b>	<b>83</b>	<b>17</b>	<b>46</b>	<b>49</b>	<b>47</b>	<b>34</b>	<b>41</b>	<b>50</b>	<b>59</b>	<b>50</b>	<b>47</b>	<b>49</b>	<b>54</b>	<b>50</b>	<b>43</b>	<b>40</b>
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
<b>TOTAL DISAGREE</b>	<b>38</b>	<b>11</b>	<b>77</b>	<b>41</b>	<b>41</b>	<b>37</b>	<b>39</b>	<b>39</b>	<b>41</b>	<b>35</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>42</b>	<b>45</b>
Don't know	13	6	6	12	9	16	26	19	9	6	10	16	12	13	10	14	14

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

**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
<b>TOTAL AGREE</b>	<b>60</b>	<b>93</b>	<b>21</b>	<b>78</b>	<b>61</b>	<b>59</b>	<b>47</b>	<b>57</b>	<b>59</b>	<b>68</b>	<b>63</b>	<b>55</b>	<b>61</b>	<b>69</b>	<b>60</b>	<b>52</b>	<b>48</b>
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
<b>TOTAL DISAGREE</b>	<b>28</b>	<b>3</b>	<b>71</b>	<b>13</b>	<b>31</b>	<b>27</b>	<b>27</b>	<b>27</b>	<b>32</b>	<b>26</b>	<b>28</b>	<b>30</b>	<b>28</b>	<b>22</b>	<b>28</b>	<b>34</b>	<b>40</b>
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
<b>TOTAL AGREE</b>	<b>47</b>	<b>86</b>	<b>7</b>	<b>64</b>	<b>50</b>	<b>45</b>	<b>35</b>	<b>42</b>	<b>47</b>	<b>59</b>	<b>50</b>	<b>44</b>	<b>52</b>	<b>54</b>	<b>48</b>	<b>40</b>	<b>33</b>
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
<b>TOTAL DISAGREE</b>	<b>34</b>	<b>6</b>	<b>83</b>	<b>19</b>	<b>37</b>	<b>33</b>	<b>32</b>	<b>34</b>	<b>39</b>	<b>33</b>	<b>34</b>	<b>37</b>	<b>29</b>	<b>30</b>	<b>34</b>	<b>40</b>	<b>51</b>
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
<b>TOTAL AGREE</b>	<b>38</b>	<b>11</b>	<b>84</b>	<b>21</b>	<b>39</b>	<b>38</b>	<b>37</b>	<b>39</b>	<b>40</b>	<b>35</b>	<b>36</b>	<b>41</b>	<b>30</b>	<b>29</b>	<b>40</b>	<b>46</b>	<b>54</b>
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
<b>TOTAL DISAGREE</b>	<b>45</b>	<b>81</b>	<b>8</b>	<b>62</b>	<b>49</b>	<b>41</b>	<b>27</b>	<b>38</b>	<b>47</b>	<b>57</b>	<b>48</b>	<b>40</b>	<b>52</b>	<b>54</b>	<b>45</b>	<b>37</b>	<b>28</b>
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
<b>TOTAL AGREE</b>	<b>38</b>	<b>28</b>	<b>55</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>29</b>	<b>35</b>	<b>39</b>	<b>42</b>	<b>37</b>	<b>37</b>	<b>40</b>	<b>35</b>	<b>37</b>	<b>40</b>	<b>37</b>
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
<b>TOTAL DISAGREE</b>	<b>48</b>	<b>64</b>	<b>37</b>	<b>51</b>	<b>51</b>	<b>45</b>	<b>41</b>	<b>46</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>45</b>	<b>48</b>	<b>50</b>	<b>49</b>	<b>44</b>	<b>48</b>
Don't know	15	7	9	13	11	19	31	20	12	7	13	19	12	15	13	17	15

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Unweighted Sample	1912	723	719	257	997	915	104	507	777	524	1263	606	310	599	417	407	179
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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
<b>TOTAL AGREE</b>	<b>41</b>	<b>12</b>	<b>87</b>	<b>36</b>	<b>43</b>	<b>39</b>	<b>40</b>	<b>45</b>	<b>43</b>	<b>38</b>	<b>43</b>	<b>40</b>	<b>39</b>	<b>34</b>	<b>41</b>	<b>49</b>	<b>53</b>
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
<b>TOTAL DISAGREE</b>	<b>44</b>	<b>79</b>	<b>8</b>	<b>48</b>	<b>46</b>	<b>41</b>	<b>30</b>	<b>34</b>	<b>45</b>	<b>55</b>	<b>44</b>	<b>42</b>	<b>47</b>	<b>51</b>	<b>41</b>	<b>37</b>	<b>35</b>
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
<b>TOTAL AGREE</b>	<b>42</b>	<b>12</b>	<b>89</b>	<b>33</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>44</b>	<b>43</b>	<b>38</b>	<b>43</b>	<b>40</b>	<b>40</b>	<b>35</b>	<b>42</b>	<b>48</b>	<b>48</b>
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
<b>TOTAL DISAGREE</b>	<b>45</b>	<b>82</b>	<b>8</b>	<b>49</b>	<b>46</b>	<b>44</b>	<b>30</b>	<b>37</b>	<b>46</b>	<b>56</b>	<b>46</b>	<b>42</b>	<b>48</b>	<b>50</b>	<b>46</b>	<b>38</b>	<b>39</b>
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
<b>TOTAL AGREE</b>	<b>41</b>	<b>7</b>	<b>88</b>	<b>30</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>40</b>	<b>43</b>	<b>39</b>	<b>40</b>	<b>41</b>	<b>35</b>	<b>31</b>	<b>41</b>	<b>51</b>	<b>54</b>
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
<b>TOTAL DISAGREE</b>	<b>40</b>	<b>82</b>	<b>4</b>	<b>47</b>	<b>43</b>	<b>38</b>	<b>22</b>	<b>36</b>	<b>41</b>	<b>52</b>	<b>44</b>	<b>36</b>	<b>48</b>	<b>46</b>	<b>40</b>	<b>33</b>	<b>30</b>
Don't know	19	11	7	23	14	24	39	24	16	9	16	24	17	22	19	17	16