

YouGov / The Sun Survey Results

Sample Size: 2795 GB Adults
Fieldwork: 24th - 25th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2795	858	959	223	871	739	639	1358	1437	338	713	956	788	1593	1202	358	908	598	688	243
Unweighted Sample	2795	840	880	241	848	676	684	1337	1458	232	683	1101	779	1856	939	457	934	529	604	271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	37	100	0	0	88	3	11	36	38	34	34	34	43	41	31	43	44	36	31	19
Lab	41	0	100	0	3	92	42	40	42	42	44	45	35	36	48	37	32	46	53	38
Lib Dem	10	0	0	100	1	1	35	10	9	14	10	8	9	11	7	12	13	8	6	6
Other	12	0	0	0	8	3	12	13	11	10	11	12	13	11	14	8	10	10	9	37

Other Parties Voting Intention

UKIP	4	0	0	0	5	1	3	5	4	0	2	5	8	5	4	2	6	4	4	2
SNP / PCY	3	0	0	0	1	1	2	4	3	2	5	3	3	3	3	0	0	1	0	32
Green	2	0	0	0	0	1	6	2	3	3	3	3	2	2	3	2	3	2	3	1
BNP	2	0	0	0	2	0	0	2	1	2	2	2	1	1	3	2	2	2	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	0	2	0	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	1	1	4	5	7	10	9	4	4	5	7	4	6	6	7	6
Don't know	11	0	0	0	6	8	16	8	14	15	10	12	9	10	13	11	11	13	10	7

23-24
May

24-25
May

Do you approve or disapprove of the Government's record to date?

Approve	32	33	81	3	43	69	7	23	37	29	27	32	31	38	37	26	37	36	32	28	27
Disapprove	55	53	8	89	43	18	85	62	53	54	45	51	58	53	49	60	48	48	54	60	61
Don't know	13	14	11	7	14	13	9	14	10	18	27	17	11	9	14	14	15	16	14	11	13

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	86	173
Male 25 to 39	309	358
Male 40 to 59	539	472
Male 60 +	403	355
Female 18 to 24	146	165
Female 25 to 39	374	355
Female 40 to 59	562	484
Female 60 +	376	433
Region		
North England	604	688
Midlands	367	458
East England	242	268
London	457	358
South England	692	640
Wales	162	140
Scotland	271	243
Social Grade		
AB	1044	783
C1	812	811
C2	398	587
DE	541	615
Newspaper Type		
Express / Mail	561	419
Sun / Star	353	601
Mirror / Record	193	433
Guardian / Independent	190	84
FT / Times / Telegraph	267	238
Other Paper	341	321
No Paper	890	699
Political Party Identification		
Labour	841	908
Conservative	765	797
Liberal Democrat	340	335
Others	211	84
None/ DK	638	671

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