

YouGov / The Sun Survey Results

Sample Size: 1930 GB Adults
Fieldwork: 7th - 8th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	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	1930	491	622	164	614	492	450	938	992	234	492	660	544	1100	830	247	627	413	475	168
Unweighted Sample	1930	442	654	131	588	508	452	925	1005	172	467	772	519	1275	655	272	669	421	435	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues do you think are most important for the government to be tackling at the present time? Please tick up to three or four

The economy in general	56	56	61	56	54	61	61	60	52	42	58	63	51	57	55	57	57	53	57	56
Reducing immigration	43	54	33	36	59	35	30	42	45	23	30	49	58	39	50	41	42	47	47	33
Improving NHS standards	43	33	51	39	37	52	44	33	52	38	32	43	55	41	46	39	42	45	42	51
Unemployment	39	23	56	33	26	50	46	37	42	45	47	39	31	38	41	37	35	39	45	46
Reducing the deficit	30	49	19	35	41	20	33	35	25	26	30	30	31	35	23	27	34	29	28	23
Bringing back powers from the European Union	27	44	12	11	46	13	18	29	24	10	13	28	44	25	28	22	29	27	27	21
Reforming welfare benefits	25	38	16	30	36	16	25	26	25	16	29	25	27	28	23	20	30	24	23	27
Reducing poverty	24	8	40	21	9	36	31	23	25	23	24	26	23	23	26	22	22	23	26	35
Reducing crime	15	15	14	23	16	14	15	13	18	13	15	17	16	14	17	22	16	15	16	5
Improving school standards	14	12	13	25	12	13	18	11	17	14	14	14	14	14	14	14	13	18	12	11
Combating terrorism	8	12	7	8	10	10	5	8	8	11	8	6	11	9	8	12	8	8	7	9
Improving the transport system	7	7	8	8	5	7	9	9	4	7	9	6	5	9	4	5	8	7	6	8
Giving equal rights to gay and lesbian people	5	3	6	7	2	5	7	5	5	10	7	3	1	5	5	4	5	4	4	7
Reforming the political system	4	2	3	6	3	4	5	5	3	5	4	4	5	5	2	4	3	5	4	6
Other	1	0	1	1	1	1	2	2	1	3	2	1	1	1	1	1	1	1	2	1
Don't know	2	1	1	1	1	2	1	3	2	10	3	1	0	3	2	3	4	2	1	1

Do you think the Conservative party these days are united or divided?

Totally divided	13	3	19	15	6	20	15	14	11	11	11	13	14	12	13	11	9	13	16	18
Fairly divided	53	42	61	55	52	60	56	56	51	45	50	56	56	53	54	55	51	52	56	53
TOTAL DIVIDED	66	45	80	70	58	80	71	70	62	56	61	69	70	65	67	66	60	65	72	71
Fairly united	23	47	13	28	34	13	21	23	23	22	24	22	23	24	21	24	27	21	20	17
Totally united	1	1	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	0
TOTAL UNITED	24	48	14	28	35	14	21	24	24	23	24	23	24	25	22	25	28	22	21	17
Don't know	11	6	6	2	7	6	7	7	15	22	15	8	6	10	12	9	12	13	7	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about David Cameron and his record in government, which of the following best reflects your view?

David Cameron has not done enough to modernise the Conservative party, under the surface it is the same old right-wing Conservative party	36	11	61	50	14	55	54	37	36	24	39	41	34	36	37	39	29	35	42	49
David Cameron has got the balance about right between modernising the Conservative party and retaining traditional Conservative values	24	58	9	24	42	11	18	25	23	30	25	21	22	26	21	22	28	20	22	22
David Cameron has abandoned too many traditional Conservative policies and has not been Conservative enough in government	15	18	10	8	26	11	8	19	12	13	9	15	22	15	16	19	17	16	14	7
None of these	9	6	9	7	7	10	8	8	9	5	8	8	11	9	8	6	8	12	9	7
Don't know	16	7	11	10	10	13	12	12	20	27	18	15	11	14	18	14	19	17	13	15

Do you think David Cameron has given too much influence to the Liberal Democrats in the coalition, not enough influence, or has he got the balance about right?

Has given too much influence to the Liberal Democrats	21	39	10	3	45	12	5	25	17	12	15	20	33	23	19	15	23	19	27	11
Has not given enough influence to the Liberal Democrats	38	11	62	65	9	55	61	37	40	38	41	43	30	37	40	36	34	38	41	51
Has got the balance about right	20	43	9	27	34	11	20	22	19	20	19	19	24	23	17	28	22	21	16	16
Don't know	20	8	19	6	12	22	13	16	24	30	26	19	12	17	24	21	21	22	16	21

Since 2005 same-sex couples have been able to enter into civil partnerships. While civil partnerships offer the same legal rights as marriage, same-sex couples are not able to marry.

Would you support or oppose changing the law to allow same-sex couples to marry?

Strongly support	29	18	35	46	15	31	45	29	29	43	48	26	10	31	26	29	24	30	34	32
Tend to support	23	24	26	25	23	26	24	21	25	16	20	29	20	23	23	23	25	21	22	20
TOTAL SUPPORT	52	42	61	71	38	57	69	50	54	59	68	55	30	54	49	52	49	51	56	52
Tend to oppose	18	27	14	11	22	17	12	17	18	17	12	16	24	18	16	19	16	18	19	17
Strongly oppose	23	27	17	13	35	18	14	26	20	12	12	21	40	21	25	24	26	23	19	21
TOTAL OPPOSE	41	54	31	24	57	35	26	43	38	29	24	37	64	39	41	43	42	41	38	38
Don't know	8	5	8	5	4	9	5	7	8	11	8	7	6	6	9	6	9	7	6	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Does David Cameron's support for legalising gay marriage make you view him more positively or more negatively, or make no difference?

Makes me view him more positively	20	20	19	35	16	16	30	20	20	32	32	17	7	23	16	22	23	17	17	20
Makes me view him more negatively	23	30	13	19	38	15	15	28	19	19	12	22	36	24	22	24	26	24	21	16
No difference - I had a positive view of David Cameron anyway	15	43	4	12	30	3	11	17	14	15	14	15	17	17	13	18	17	17	13	11
No difference - I had a negative view of David Cameron anyway	33	2	58	26	8	58	39	28	37	16	29	40	34	28	39	27	24	33	44	39
Don't know	9	5	7	8	6	8	6	8	10	17	13	6	5	8	10	8	10	10	6	13

Over 100 Conservative party MPs voted against legalising gay marriage this week. Does this make you view the Conservative party more positively or more negatively, or make no difference?

Makes me view the Conservative party more positively	13	21	5	15	21	8	10	14	12	10	8	13	20	14	13	16	14	11	13	15
Makes me view the Conservative party more negatively	25	24	24	38	26	22	31	28	22	32	35	21	18	29	20	28	25	28	19	29
No difference - I had a positive view of the Conservative party anyway	16	45	3	14	32	4	9	18	13	19	12	14	19	16	15	17	18	13	17	8
No difference - I had a negative view of the Conservative party anyway	36	1	64	26	10	61	45	31	41	24	32	43	36	32	41	30	30	37	45	40
Don't know	10	9	4	8	12	5	6	9	11	15	13	8	7	9	11	9	13	11	6	8

Putting aside how you personally will vote, which of the following would you most like to see after the next election?

A majority Conservative government	29	84	0	10	70	3	12	34	25	15	22	28	44	33	24	24	35	30	29	17
A coalition between the Conservatives and Liberal Democrats	7	8	2	26	8	4	11	7	7	13	7	6	6	8	6	11	7	7	6	3
A coalition between Labour and the Liberal Democrats	13	3	16	45	3	13	28	15	12	15	15	13	11	14	12	17	12	14	9	23
A majority Labour government	31	1	77	7	5	72	28	30	32	30	29	37	26	28	35	30	23	31	43	32
Don't know	19	4	5	11	14	8	21	15	24	26	27	16	13	16	24	18	23	19	13	25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think would be best equipped to tackle Britain's current economic problems?

David Cameron and George Osborne	30	84	2	8	68	4	14	35	26	24	26	27	40	32	27	26	37	30	28	14
Ed Miliband and Ed Balls	27	2	67	14	3	64	24	26	28	25	24	33	24	27	27	28	18	28	34	37
Nick Clegg and Vince Cable	11	3	8	59	3	7	30	14	9	13	12	14	7	12	10	14	12	10	9	14
Don't know	32	12	23	19	25	24	33	26	37	37	39	26	29	29	35	32	33	31	29	35

Which of the following do you think would make the best leader of the Conservative party?

Boris Johnson	23	20	25	26	23	22	29	29	17	20	22	25	21	24	22	22	20	24	24	27
David Cameron	20	48	6	28	36	8	15	20	20	15	22	19	20	22	17	18	23	21	16	17
William Hague	9	14	7	11	13	5	11	9	9	6	6	11	12	10	9	11	12	7	8	7
David Davis	3	3	4	0	4	4	1	4	3	3	2	2	7	4	3	5	3	5	3	1
Theresa May	3	3	4	5	3	4	3	3	3	1	3	3	4	3	3	2	4	5	2	2
George Osborne	2	0	2	7	1	3	1	2	1	7	2	0	1	2	1	3	1	0	3	0
Liam Fox	1	0	1	2	1	1	1	1	0	2	1	1	0	1	0	1	1	1	0	1
Michael Gove	1	1	0	0	2	0	0	1	1	0	1	1	1	1	1	1	1	1	0	1
Adam Afriyie	1	1	1	1	0	1	1	1	1	3	0	1	1	1	1	1	1	2	0	1
None of these	15	2	26	8	5	26	16	13	17	13	13	15	18	14	16	13	12	16	18	19
Don't know	23	9	25	13	12	25	22	16	29	30	28	22	15	19	28	24	23	19	25	23

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	70	120
Male 25 to 39	183	247
Male 40 to 59	380	326
Male 60 +	292	245
Female 18 to 24	102	114
Female 25 to 39	284	245
Female 40 to 59	392	334
Female 60 +	227	299
Region		
North England	435	475
Midlands	323	317
East England	186	185
London	272	247
South England	483	442
Wales	98	97
Scotland	133	168
Social Grade		
AB	727	540
C1	548	560
C2	272	405
DE	383	425
Newspaper Type		
Express / Mail	382	309
Sun / Star	155	454
Mirror / Record	98	193
Guardian / Independent	140	87
FT / Times / Telegraph	136	183
Other Paper	239	222
No Paper	780	483
Political Party Identification		
Labour	657	627
Conservative	515	550
Liberal Democrat	176	232
SNP/Plaid Cymru	34	33
Others	104	25
None/ DK	444	463

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