

YouGov Survey Results

Sample Size: 2068 GB Adults
Fieldwork: 30th September - 1st October 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	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	2068	X	X	X	X	596	487	435	1003	1065	246	523	707	591	1179	889	265	672	443	509	180	
Unweighted Sample	2068	516	632	113	243	583	506	442	981	1087	202	451	834	581	1391	677	330	603	414	476	245	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking only about Boris Johnson and David Cameron, who would you say...?

Would be better to have a drink with

David Cameron	6	10	4	5	5	9	5	4	5	6	6	5	5	7	6	5	6	6	8	4	6
Boris Johnson	57	73	49	71	64	72	46	58	58	56	53	63	56	54	60	52	56	64	54	54	48
Neither	29	9	43	21	26	12	46	31	29	30	24	23	32	34	27	33	31	23	30	34	37
Don't know	8	7	4	3	5	7	4	7	8	8	17	9	6	5	7	9	8	7	8	7	9

Would be better at babysitting your children

David Cameron	29	47	20	45	24	42	24	29	28	31	25	30	28	33	33	25	30	33	28	25	28
Boris Johnson	20	24	17	21	26	25	15	18	18	22	24	21	21	17	20	21	23	21	18	21	16
Neither	39	18	57	23	39	20	55	40	41	36	30	37	40	41	36	41	35	34	39	45	44
Don't know	12	11	6	11	12	12	6	12	13	11	21	12	11	9	11	13	12	12	14	10	12

Would make a better CEO for a major company

David Cameron	39	61	30	54	34	52	29	44	40	38	40	45	38	36	45	32	39	39	40	39	42
Boris Johnson	17	18	15	14	26	22	15	12	17	17	14	15	16	21	16	18	15	21	14	16	13
Neither	29	9	44	22	31	13	44	31	31	28	25	27	31	30	27	32	29	25	31	32	32
Don't know	15	11	10	10	9	12	13	13	12	17	21	14	15	13	12	18	16	15	15	13	13

Would win in a game of chess

David Cameron	23	30	20	29	20	26	18	24	22	24	32	30	19	18	25	20	20	25	21	23	26
Boris Johnson	33	39	32	37	36	38	32	37	33	33	24	30	35	37	35	31	37	35	33	31	27
Neither	18	7	26	8	21	10	25	13	19	16	19	18	18	16	15	21	18	15	17	20	21
Don't know	26	24	22	26	23	26	25	27	26	27	25	21	28	30	26	28	26	25	29	27	27

Is more in touch with people like you

David Cameron	8	20	4	7	4	15	3	5	7	8	10	10	6	7	10	6	6	9	9	5	8
Boris Johnson	31	47	22	28	38	49	19	26	30	31	25	29	31	33	29	32	36	34	24	33	19
Neither	53	24	71	60	52	29	74	62	53	52	43	51	56	55	54	51	47	47	57	55	66
Don't know	9	9	3	5	5	7	3	7	9	9	23	10	8	4	7	12	11	10	10	7	7

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

Is a better advertisement for Britain abroad

David Cameron	38	66	24	56	32	57	26	38	38	38	28	39	36	43	43	31	33	41	39	36	37
Boris Johnson	17	20	15	16	24	22	10	18	18	16	20	16	17	16	15	20	20	19	16	16	7
Neither	34	6	54	24	37	12	56	35	35	33	30	33	37	33	33	36	34	29	32	38	46
Don't know	11	8	7	4	7	9	8	9	10	13	21	12	10	8	10	13	12	11	13	10	10

Is more honest

David Cameron	12	26	6	14	7	20	6	11	13	10	12	10	10	15	14	8	13	13	12	8	13
Boris Johnson	29	32	26	32	39	35	22	27	29	29	29	37	29	21	29	29	27	29	29	32	21
Neither	43	20	60	39	40	25	62	48	44	42	33	40	45	46	42	44	43	39	42	46	50
Don't know	17	22	7	14	14	19	10	14	15	19	26	13	16	18	15	19	17	19	17	14	15

Is more up to the job of governing

David Cameron	37	72	22	55	29	58	23	40	39	36	34	38	36	39	41	32	35	39	38	35	37
Boris Johnson	15	15	14	18	21	19	11	14	16	13	11	15	15	16	13	17	17	17	13	13	8
Neither	35	3	57	21	39	10	58	36	34	36	29	35	37	36	34	37	34	30	34	40	45
Don't know	13	10	6	5	11	12	8	10	11	15	26	12	13	9	12	15	14	14	15	11	10