

YouGov / Times Red Box Survey Results

Sample Size: 2096 GB Adults
Fieldwork: 25th - 26th April 2015

	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	Eng/ Wales	
Weighted Sample	2096	x	x	x	x	609	519	415	1017	1079	249	530	717	599	1195	901	268	681	449	516	182	1914
Unweighted Sample	2096	572	583	141	258	636	506	432	1016	1080	190	448	724	734	1244	852	291	669	426	526	184	1912
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much have you seen of the party leaders themselves on television, radio and other media during the election campaign?

David Cameron

Seen a lot	22	27	22	33	20	26	22	23	24	21	20	21	22	24	25	19	22	22	25	20	22	22
Seen a fair amount	41	47	39	40	43	47	38	41	42	39	32	38	42	45	42	38	42	42	38	41	40	41
TOTAL SEEN A FAIR AMOUNT/ A LOT	63	74	61	73	63	73	60	64	66	60	52	59	64	69	67	57	64	64	63	61	62	63
Not seen very much	16	13	20	17	17	13	19	17	18	15	15	17	16	15	15	17	15	17	17	15	15	16
Hardly seen at all	13	11	13	5	11	12	14	11	10	15	9	13	13	14	11	15	12	11	13	15	15	13
TOTAL NOT SEEN MUCH / AT ALL	29	24	33	22	28	25	33	28	28	30	24	30	29	29	26	32	27	28	30	30	30	29
Not sure	8	3	6	5	9	4	7	7	6	10	23	10	6	2	6	11	9	8	7	8	8	8

Ed Miliband

Seen a lot	30	31	38	40	25	29	35	31	32	28	35	31	29	28	33	26	35	29	29	31	29	30
Seen a fair amount	40	41	41	33	42	43	42	41	42	39	29	38	42	45	41	40	39	41	41	38	44	40
TOTAL SEEN A FAIR AMOUNT/ A LOT	70	72	79	73	67	72	77	72	74	67	64	69	71	73	74	66	74	70	70	69	73	70
Not seen very much	11	13	8	17	16	12	8	12	12	10	10	9	11	13	11	11	9	12	12	12	8	11
Hardly seen at all	11	12	7	5	9	12	8	9	8	13	3	11	12	12	9	13	8	10	12	11	11	11
TOTAL NOT SEEN MUCH / AT ALL	22	25	15	22	25	24	16	21	20	23	13	20	23	25	20	24	17	22	24	23	19	22
Not sure	8	3	5	5	9	4	7	7	6	10	22	10	6	2	6	10	9	8	7	8	8	8

Nigel Farage

Seen a lot	19	16	22	28	21	17	21	19	20	18	21	20	18	18	21	16	25	18	19	19	14	19
Seen a fair amount	42	45	44	40	46	44	43	46	43	40	37	39	43	44	44	39	42	44	44	37	42	42
TOTAL SEEN A FAIR AMOUNT/ A LOT	61	61	66	68	67	61	64	65	63	58	58	59	61	62	65	55	67	62	63	56	56	61
Not seen very much	19	21	18	17	18	22	17	16	21	17	13	17	19	22	19	19	16	18	18	21	23	18
Hardly seen at all	12	14	10	9	8	13	11	10	10	15	6	12	14	14	10	15	9	13	12	13	15	12
TOTAL NOT SEEN MUCH / AT ALL	31	35	28	26	26	35	28	26	31	32	19	29	33	36	29	34	25	31	30	34	38	30
Not sure	8	3	6	6	8	4	7	8	6	10	22	11	6	2	6	11	9	8	7	9	7	8

Natalie Bennett

Seen a lot	5	4	7	6	7	4	7	5	6	4	7	4	5	5	6	5	8	4	6	6	3	5
Seen a fair amount	22	21	25	24	19	22	24	22	22	21	24	24	21	19	24	18	26	21	22	19	23	21
TOTAL SEEN A FAIR AMOUNT/ A LOT	27	25	32	30	26	26	31	27	28	25	31	28	26	24	30	23	34	25	28	25	26	26
Not seen very much	33	35	34	36	37	35	33	36	36	31	27	31	34	38	33	33	31	35	30	34	34	33
Hardly seen at all	28	34	25	27	25	33	26	24	28	28	20	24	30	33	26	31	24	28	31	29	31	28
TOTAL NOT SEEN MUCH / AT ALL	61	69	59	63	62	68	59	60	64	59	47	55	64	71	59	64	55	63	61	63	65	61
Not sure	12	6	9	7	12	7	10	12	8	15	22	17	10	5	10	13	11	12	11	12	8	12

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

Nick Clegg

Seen a lot	8	7	10	16	7	7	8	9	9	7	10	6	8	8	8	8	10	7	9	9	3	8
Seen a fair amount	34	40	36	45	28	39	37	35	35	33	26	34	35	37	35	33	37	34	36	31	35	34
TOTAL SEEN A FAIR AMOUNT/ A LOT	42	47	46	61	35	46	45	44	44	40	36	40	43	45	43	41	47	41	45	40	38	42
Not seen very much	31	31	33	25	36	31	31	33	34	29	30	31	30	34	33	29	31	33	28	31	33	31
Hardly seen at all	18	17	15	8	21	19	15	16	16	21	13	18	20	18	17	20	14	19	20	18	21	18
TOTAL NOT SEEN MUCH / AT ALL	49	48	48	33	57	50	46	49	50	50	43	49	50	52	50	49	45	52	48	49	54	49
Not sure	8	4	7	5	7	4	8	7	6	11	21	11	6	3	7	11	9	8	7	10	8	9

Nicola Sturgeon

Seen a lot	24	26	26	31	21	28	25	24	25	23	22	20	26	28	27	21	23	22	23	23	43	23
Seen a fair amount	36	38	38	35	38	37	37	39	38	35	37	34	37	37	38	34	37	36	39	34	34	36
TOTAL SEEN A FAIR AMOUNT/ A LOT	60	64	64	66	59	65	62	63	63	58	59	54	63	65	65	55	60	58	62	57	77	59
Not seen very much	16	16	16	21	18	16	16	16	18	14	10	20	15	16	16	16	20	18	15	16	7	17
Hardly seen at all	14	15	12	7	14	15	13	12	12	16	9	14	15	15	12	17	10	15	15	16	9	15
TOTAL NOT SEEN MUCH / AT ALL	30	31	28	28	32	31	29	28	30	30	19	34	30	31	28	33	30	33	30	32	16	32
Not sure	9	4	8	6	9	5	9	9	7	12	22	13	7	3	8	11	10	9	8	11	7	10

Which of the party leaders do you think seems to be enjoying the election campaign the most?

Nicola Sturgeon	34	35	31	47	25	35	31	40	38	30	28	27	36	41	37	30	31	34	28	29	67	31
Nigel Farage	16	14	14	12	39	18	16	14	16	16	13	13	18	16	15	17	15	20	16	15	3	17
Ed Miliband	13	4	32	5	5	5	27	9	14	12	16	14	14	9	13	13	16	9	14	17	9	13
David Cameron	7	18	2	4	3	14	2	4	7	7	6	8	7	6	7	7	6	7	10	5	3	7
Nick Clegg	2	1	2	12	3	0	1	5	3	1	3	4	2	1	2	2	3	1	4	2	0	2
Natalie Bennett	1	1	1	0	0	1	0	1	1	1	2	1	1	0	1	1	1	1	1	1	0	1
None of them	9	9	6	5	11	10	7	6	8	9	9	10	7	10	8	9	11	8	8	11	4	9
Don't know	19	18	14	14	14	16	15	19	13	25	23	23	17	17	18	21	18	19	20	21	14	20

And which of the party leaders do you think seems to be enjoying the election campaign the least?

David Cameron	22	10	36	21	22	11	36	22	25	20	24	25	21	21	22	22	23	20	21	25	24	22
Nick Clegg	16	15	15	10	25	17	15	18	17	14	16	14	18	14	17	14	16	17	17	12	16	16
Natalie Bennett	10	16	8	21	7	14	8	12	13	8	7	8	11	12	11	9	11	10	10	11	10	10
Ed Miliband	8	13	6	7	9	14	5	6	9	8	4	8	10	10	9	8	8	9	8	7	10	8
Nigel Farage	7	8	10	7	3	7	9	7	9	6	9	7	7	8	8	7	7	9	8	5	10	7
Nicola Sturgeon	2	2	1	3	4	2	2	1	2	2	3	1	3	2	2	3	2	2	2	2	5	2
None of them	7	10	5	9	7	8	6	7	7	8	7	6	6	10	6	9	8	7	6	10	5	8
Don't know	26	26	19	22	24	26	19	25	18	35	30	31	25	23	24	29	25	26	28	29	20	27

Thinking just about Ed Miliband and David Cameron, which one comes across to you as wanting to win the most?

David Cameron	25	51	11	28	24	45	13	23	26	25	11	24	25	33	26	24	22	28	28	22	25	25
Ed Miliband	43	25	69	41	36	26	65	43	45	40	43	43	44	40	42	44	48	38	41	46	43	42
Neither of them	13	10	8	10	21	12	8	14	14	11	21	10	13	12	13	12	10	13	13	12	17	12
Don't know	19	14	13	20	18	17	14	21	15	23	25	23	17	16	19	20	20	21	18	20	14	20