

YouGov Survey Results

Sample Size: 1744 GB Adults
Fieldwork: 31st July - 1st August 2012

	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	1744	432	569	126	529	407	395	848	896	211	445	596	492	994	750	223	567	373	429	152	
Unweighted Sample	1744	439	522	130	558	389	416	852	892	71	459	738	476	1158	586	248	590	347	409	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 3-4
July 31 - Aug 1

Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?
[Excluding Don't knows and Wouldn't votes]

Con	32	34	98	1	1	78	3	13	34	34	36	34	32	37	39	26	38	42	34	29	14
Lab	40	40	0	98	2	6	88	38	37	42	44	41	42	34	34	47	42	28	44	48	43
Lib Dem	10	10	0	0	93	0	2	32	9	10	9	14	8	7	11	7	7	13	9	8	7
Other	18	17	2	1	5	15	7	17	19	14	12	11	18	22	15	19	12	16	13	15	36
Non Voters																					
Would Not Vote	7	9	0	3	0	4	4	7	10	9	17	13	7	7	8	12	6	10	11	10	5
Don't know	11	13	1	5	3	12	8	14	8	18	13	14	14	13	12	15	19	14	12	11	13

And imagine that at the next election the party leaders were Boris Johnson for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?
[Excluding Don't knows and Wouldn't votes]

Con	32	37	88	6	10	81	8	15	39	35	37	35	36	41	41	32	44	45	41	29	16
Lab	41	38	1	93	2	5	84	38	36	40	43	39	40	33	33	46	40	26	41	49	42
Lib Dem	11	10	6	0	83	3	2	31	10	11	8	13	10	9	13	7	7	16	9	9	5
Other	16	14	5	1	4	11	6	16	15	13	11	13	14	17	13	15	10	13	10	13	37
Non Voters																					
Would Not Vote	9	9	3	3	0	5	3	6	9	9	13	13	6	7	8	10	6	10	10	10	3
Don't know	12	14	7	4	3	14	9	13	9	18	11	15	13	14	13	15	17	15	11	12	13

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

How well suited, if at all, would you say the following politicians are to being Prime Minister?

David Cameron

Very well suited	15	13	43	2	10	28	3	10	14	13	12	14	13	13	15	11	11	16	15	12	7
Fairly well suited	29	33	47	21	54	43	22	35	32	33	30	36	31	32	36	28	30	37	30	31	35
TOTAL WELL SUITED	44	46	90	23	64	71	25	45	46	46	42	50	44	45	51	39	41	53	45	43	42
Not very well suited	20	23	6	35	23	17	30	28	24	22	16	23	22	27	22	25	28	21	21	25	22
Not at all well suited	27	23	2	38	9	9	41	23	25	22	23	15	29	24	22	26	23	20	23	26	29
TOTAL NOT WELL SUITED	47	46	8	73	32	26	71	51	49	44	39	38	51	51	44	51	51	41	44	51	51
Don't know	10	8	1	5	5	3	4	4	5	10	19	11	5	3	5	11	7	6	11	7	8

Ed Miliband

Very well suited	4	6	0	17	2	1	17	7	6	7	4	5	7	7	5	7	4	4	6	9	5
Fairly well suited	21	25	10	50	19	11	43	30	24	26	28	25	25	24	24	26	27	20	29	28	23
TOTAL WELL SUITED	25	31	10	67	21	12	60	37	30	33	32	30	32	31	29	33	31	24	35	37	28
Not very well suited	25	25	29	21	36	27	23	31	27	24	19	28	25	26	27	23	19	30	21	24	30
Not at all well suited	37	34	56	6	36	57	11	25	37	31	27	27	36	40	36	31	42	37	30	30	31
TOTAL NOT WELL SUITED	62	59	85	27	72	84	34	56	64	55	46	55	61	66	63	54	61	67	51	54	61
Don't know	13	10	5	6	7	5	6	6	7	13	21	15	7	3	7	13	8	9	13	9	10

Ed Balls

Very well suited	5	3	0	8	5	1	8	2	3	4	0	4	3	5	3	4	3	2	6	2	4
Fairly well suited	17	17	8	34	12	7	37	22	16	19	11	16	20	19	18	16	17	17	17	18	19
TOTAL WELL SUITED	22	20	8	42	17	8	45	24	19	23	11	20	23	24	21	20	20	19	23	20	23
Not very well suited	23	27	25	30	31	23	28	33	27	27	24	29	28	25	26	28	24	29	26	29	23
Not at all well suited	37	39	59	17	42	62	16	32	46	32	36	32	39	46	42	33	43	42	33	36	39
TOTAL NOT WELL SUITED	60	66	84	47	73	85	44	65	73	59	60	61	67	71	68	61	67	71	59	65	62
Don't know	18	14	8	11	10	8	11	10	8	19	29	19	10	7	10	18	14	10	18	15	14

George Osborne

Very well suited	1	2	5	1	0	4	1	1	3	2	4	4	1	1	2	2	4	3	2	2	0
Fairly well suited	9	11	22	6	18	17	6	10	8	14	11	11	10	13	12	10	9	16	9	8	9
TOTAL WELL SUITED	10	13	27	7	18	21	7	11	11	16	15	15	11	14	14	12	13	19	11	10	9
Not very well suited	27	26	39	21	30	36	23	25	26	27	20	29	27	26	28	25	23	28	30	27	18
Not at all well suited	46	47	27	61	39	37	59	56	54	41	35	37	53	56	48	47	55	43	42	49	60
TOTAL NOT WELL SUITED	73	73	66	82	69	73	82	81	80	68	55	66	80	82	76	72	78	71	72	76	78
Don't know	16	13	6	11	13	6	11	8	9	17	30	18	10	5	10	17	10	10	18	15	12

Nick Clegg

Very well suited	3	3	3	1	18	1	1	6	2	3	0	5	2	3	3	3	5	2	3	4	1
Fairly well suited	17	20	28	11	60	20	9	35	18	21	19	24	19	17	23	15	18	23	19	17	18
TOTAL WELL SUITED	20	23	31	12	78	21	10	41	20	24	19	29	21	20	26	18	23	25	22	21	19
Not very well suited	28	26	34	28	15	29	28	28	26	26	23	27	26	26	27	25	23	26	27	27	28
Not at all well suited	42	43	33	53	3	46	56	27	48	38	38	30	47	51	41	44	45	42	39	44	45
TOTAL NOT WELL SUITED	70	69	67	81	18	75	84	55	74	64	61	57	73	77	68	69	68	68	66	71	73
Don't know	11	9	3	6	5	4	7	4	6	11	20	13	6	4	6	12	9	7	12	9	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Boris Johnson																					
Very well suited	9	12	22	5	13	23	6	8	14	11	11	13	13	11	13	11	14	13	12	12	7
Fairly well suited	15	24	39	17	27	35	14	23	26	22	21	20	23	29	25	22	27	28	23	21	15
TOTAL WELL SUITED	24	36	61	22	40	58	20	31	40	33	32	33	36	40	38	33	41	41	35	33	22
Not very well suited	21	20	20	19	27	21	19	22	19	20	14	23	20	19	22	17	17	25	17	18	18
Not at all well suited	44	34	13	51	27	16	52	41	34	33	34	29	36	35	32	36	36	27	34	36	48
TOTAL NOT WELL SUITED	65	54	33	70	54	37	71	63	53	53	48	52	56	54	54	53	53	52	51	54	66
Don't know	12	10	5	8	6	5	8	6	6	14	20	16	7	5	7	15	7	8	13	13	12