

YouGov / Sun Survey Results

Sample Size: 807 GB Adults
Fieldwork: 22nd February 2010

	Voting intention			Gender		Age			Social Grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	807			387	420	227	297	282	444	363	103	262	173	199	70	
Unweighted Sample	807	260	183	112	367	440	290	259	258	474	333	149	270	142	173	73
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words and phrases do you think apply to Gordon Brown? (Please tick all that apply).

Bad-tempered	40	61	18	46	48	33	33	39	46	45	33	47	44	37	38	26
Passionate	28	11	59	28	30	26	24	30	29	31	25	26	18	33	34	40
Tough	27	10	55	34	28	26	25	29	26	33	20	28	25	29	21	45
A bully	24	43	5	22	34	15	17	24	30	24	25	33	28	20	22	13
None of these	11	9	9	9	8	13	15	11	8	11	11	8	15	10	9	6
Don't know	15	13	7	11	8	20	17	15	13	11	19	12	15	15	15	15

And which do you think apply to David Cameron? (Please tick all that apply).

Passionate	34	64	19	20	35	32	33	32	37	35	32	36	36	39	30	18
Tough	13	25	7	11	13	13	11	11	17	14	12	16	14	14	12	6
A bully	5	1	10	7	5	5	7	5	3	4	6	5	2	5	8	6
Bad-tempered	3	1	5	2	3	3	2	3	3	4	2	3	2	4	3	1
None of these	32	18	43	50	38	27	29	37	30	35	29	30	31	30	33	43
Don't know	23	11	23	18	17	30	26	21	23	20	28	23	27	17	22	29

There have been reports that Gordon Brown has bullied his own staff. Do you think these reports are...

Exaggerated - I don't believe Mr Brown has behaved as badly as the reports suggest	43	26	63	48	39	46	45	39	44	45	40	37	37	42	45	65
True - but I'd rather have a Prime Minister who is passionate and sometimes goes over the top, than someone who lacks passion	22	18	30	26	23	21	18	30	18	24	20	31	17	25	23	18
True - Mr Brown's behaviour is outrageous, and he is not fit to be Prime Minister	21	41	0	15	28	15	21	16	27	19	24	23	25	22	18	11
Don't know	14	15	8	11	9	19	17	15	12	13	16	10	20	11	14	6