

# YouGov Survey Results

Sample Size: 1871 GB Adults  
Fieldwork: 9th - 10th September 2012

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>1871</b>	448	608	148	573	489	411	909	962	226	477	640	528	1066	805	239	608	400	460	163	
<b>1871</b>	430	561	157	567	434	445	926	945	225	464	672	510	1263	608	325	660	353	381	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample  
Unweighted Sample

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	<b>32</b>	97	0	1	74	1	12	30	33	22	30	32	36	36	26	31	39	31	28	20
Lab	<b>40</b>	0	97	3	8	89	30	40	41	53	41	42	34	36	46	44	32	41	49	37
Lib Dem	<b>10</b>	1	1	87	1	1	37	9	11	10	10	10	10	12	7	8	15	10	5	9
Other	<b>18</b>	2	1	8	17	9	21	20	16	15	19	16	21	16	21	18	15	18	17	34

Non Voters

Would Not Vote	<b>9</b>	1	2	1	6	4	5	7	11	12	9	8	9	7	12	6	11	9	7	14
Don't know	<b>14</b>	1	4	3	10	12	18	10	17	16	14	13	12	13	15	15	15	15	10	12

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	<b>37</b>	92	7	10	80	6	18	38	36	35	35	36	41	42	30	44	45	37	29	19
Lab	<b>38</b>	0	91	3	7	84	25	37	39	45	37	40	33	33	45	37	28	37	50	36
Lib Dem	<b>11</b>	3	1	81	2	2	38	9	12	8	11	12	11	12	8	6	16	11	6	12
Other	<b>15</b>	4	1	7	11	8	18	16	14	12	18	13	15	13	17	13	11	15	14	33

Non Voters

Would Not Vote	<b>9</b>	4	2	1	7	4	6	7	12	9	9	9	9	8	11	6	10	9	7	15
Don't know	<b>14</b>	7	5	5	11	9	16	10	17	17	14	13	12	12	16	13	16	12	12	12

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	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	
<b>Weighted Sample</b>	<b>1871</b>	<b>448</b>	<b>608</b>	<b>148</b>	<b>573</b>	<b>489</b>	<b>411</b>	<b>909</b>	<b>962</b>	<b>226</b>	<b>477</b>	<b>640</b>	<b>528</b>	<b>1066</b>	<b>805</b>	<b>239</b>	<b>608</b>	<b>400</b>	<b>460</b>	<b>163</b>	
Unweighted Sample	1871	430	561	157	567	434	445	926	945	225	464	672	510	1263	608	325	660	353	381	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 19-20

**Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.**

Sticks to what he believes in	18	19	44	7	19	35	8	15	19	20	19	14	20	23	21	17	17	20	22	18	19
Charismatic	21	18	37	9	17	30	9	14	21	16	17	20	19	17	21	15	20	19	20	16	14
Decisive	14	14	34	6	16	22	6	15	13	15	17	15	15	12	15	14	12	15	16	15	11
Honest	15	14	41	3	12	31	2	7	15	13	8	9	15	20	16	11	15	16	14	12	11
A natural leader	14	13	30	4	15	23	4	13	13	13	13	14	15	9	15	10	16	14	14	12	10
Strong	13	11	29	4	12	20	3	11	10	13	16	10	12	10	12	11	12	13	10	12	7
Good in a crisis	11	10	30	2	10	21	1	7	10	10	10	9	12	9	12	8	10	12	12	7	7
In touch with the concerns of ordinary people	6	6	17	1	9	11	1	4	6	5	4	5	6	6	6	5	7	7	4	5	2
None of these	45	49	12	71	44	28	70	54	49	48	43	45	50	54	45	54	48	44	48	53	56
Don't know	9	8	4	6	7	6	7	7	7	9	12	13	8	3	7	9	9	11	6	7	6

**Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.**

In touch with the concerns of ordinary people	24	23	9	50	17	8	45	22	25	22	26	23	22	24	21	26	24	21	22	26	24
Sticks to what he believes in	18	18	10	37	14	7	33	16	20	16	18	13	20	19	17	19	17	15	15	23	19
Honest	17	16	3	39	8	4	34	16	20	12	16	14	17	17	15	17	17	11	19	20	12
Decisive	9	7	3	15	2	2	13	6	7	6	9	6	6	6	6	7	6	8	5	8	3
Strong	6	5	3	13	2	2	10	4	6	5	9	4	6	5	4	7	3	7	4	7	3
A natural leader	5	4	1	8	0	2	7	3	5	3	2	4	4	4	3	5	5	3	4	5	3
Good in a crisis	5	4	0	11	0	1	8	5	5	3	3	4	4	5	4	5	3	6	5	3	1
Charismatic	5	3	0	5	3	1	4	4	3	2	6	3	3	2	3	3	4	3	4	2	3
None of these	48	49	69	18	57	71	24	55	50	49	41	45	48	58	52	46	47	50	52	47	49
Don't know	14	15	12	13	14	12	12	12	12	18	20	19	15	9	14	17	14	19	14	14	12

**Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.**

Honest	12	11	18	5	35	13	4	19	12	9	5	11	11	13	14	6	17	11	10	8	9
In touch with the concerns of ordinary people	11	11	17	3	46	13	4	19	12	10	11	13	11	9	13	8	11	13	11	8	10
Charismatic	11	9	13	7	26	10	7	14	11	8	11	12	8	7	12	6	8	12	9	8	7
Sticks to what he believes in	9	7	12	2	22	9	3	11	7	7	1	6	7	10	9	5	6	7	8	6	7
A natural leader	4	4	5	2	15	3	2	8	5	3	3	5	4	3	5	2	6	4	4	3	4
Decisive	4	4	6	2	14	5	1	6	3	4	4	4	4	3	4	3	5	4	2	4	3
Strong	4	3	4	1	10	3	1	5	3	3	3	3	3	2	4	1	2	3	3	2	3
Good in a crisis	3	2	4	1	9	2	1	5	3	2	2	3	2	2	3	2	2	3	2	2	2
None of these	59	60	47	73	17	59	73	51	62	57	56	52	61	67	56	64	55	53	63	66	67
Don't know	12	14	13	12	6	10	13	9	9	18	19	16	15	8	10	18	13	16	13	13	8

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

Thinking about London Mayor Boris Johnson, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	56	69	51	61	65	50	58	61	51	61	54	53	59	63	47	65	59	58	48	47
Sticks to what he believes in	29	48	22	20	45	24	20	31	27	23	25	28	36	31	26	35	29	27	29	22
Strong	26	45	19	23	40	19	22	28	23	26	17	28	31	28	23	29	27	26	24	23
In touch with the concerns of ordinary people	25	45	14	20	41	12	22	26	23	28	21	22	30	26	24	28	28	27	20	16
Honest	25	43	16	26	40	15	20	28	23	30	25	23	26	28	22	24	28	27	22	21
A natural leader	23	40	14	22	36	14	21	28	19	23	19	24	27	27	18	26	27	23	20	15
Decisive	21	38	13	17	35	13	18	25	18	18	17	22	26	23	20	29	23	19	19	15
Good in a crisis	13	24	7	11	22	8	11	15	12	10	10	17	13	15	11	15	16	11	10	12
None of these	18	7	23	21	9	25	22	17	19	15	18	22	15	16	20	10	17	17	22	26
Don't know	10	5	10	3	8	8	6	6	13	15	11	8	8	7	14	9	9	10	10	15