

## YouGov Survey Results

Sample Size: 2763 GB Adults  
Fieldwork: 17th - 19th March 2010

	Gender		Age			Social Grade		Region					
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>All GB adults</b>	<b>2763</b>	1317	1436	736	893	880	1527	1224	356	905	574	657	235
<b>Unweighted Sample</b>	<b>2763</b>	1481	1272	675	902	932	1812	939	365	1003	509	563	287
	%	%	%	%	%	%	%	%	%	%	%	%	%

Sarah Brown recently described her husband, Gordon Brown, as being her 'hero'. Which, if any, of the following sentiments best describes how you feel about Mrs Brown's statement?

Admirable	<b>23</b>	22	24	20	23	26	21	25	22	20	26	23	29
Over-sentimental	<b>23</b>	21	24	25	21	21	25	20	27	23	22	23	21
Demeaning to her own identity	<b>7</b>	8	6	5	7	9	8	7	7	8	7	7	6
Irrelevant given her role	<b>33</b>	37	29	30	33	35	33	32	29	36	34	30	29
None of these	<b>10</b>	9	12	10	14	7	9	11	11	10	8	12	11
I don't know	<b>5</b>	3	6	10	3	2	4	5	4	5	3	5	5

Thinking about the popularity of the leaders' wives, which of the following statements best describes how you feel about their popularity?

Crucial in the electoral race	<b>4</b>	4	4	5	3	4	4	4	6	4	5	3	3
Not important at all - the popularity of the leaders is what counts	<b>51</b>	54	48	49	56	49	51	51	48	50	48	55	62
It has some influence on voting but isn't the most significant factor	<b>41</b>	39	43	38	38	45	43	39	45	43	45	36	31
I don't know	<b>4</b>	4	4	8	3	2	2	6	2	4	3	6	4

On a scale of 1 to 5, with 1 being very likeable, and 5 being not likeable at all. Please rate the following leaders:

**Gordon Brown**

1- Very likeable	<b>7</b>	7	6	6	6	8	5	9	6	4	6	9	12
2	<b>17</b>	18	17	19	17	15	18	17	18	15	16	17	25
3 - Neither likeable nor unlikeable	<b>22</b>	19	24	25	21	19	21	22	20	21	21	21	30
4	<b>17</b>	15	18	16	18	15	17	16	17	17	18	15	14
5 - Not likeable at all	<b>36</b>	41	32	27	37	44	38	34	36	42	37	36	18
I don't know	<b>2</b>	2	3	6	2	0	1	4	3	2	2	3	1

	Gender		Age			Social Grade		Region					
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Unweighted Sample	2763	1481	1272	675	902	932	1812	939	365	1003	509	563	287
	%	%	%	%	%	%	%	%	%	%	%	%	%

**David Cameron**

1- Very likeable	<b>10</b>	12	9	7	9	14	11	9	11	12	11	10	6
2	<b>27</b>	28	27	26	26	28	30	24	30	32	27	24	17
3 - Neither likeable nor unlikeable	<b>22</b>	20	24	19	26	22	22	22	23	19	24	22	28
4	<b>14</b>	13	15	16	11	14	14	14	13	13	14	15	15
5 - Not likeable at all	<b>24</b>	25	23	25	25	21	21	27	19	21	23	27	32
I don't know	<b>3</b>	2	4	6	2	1	2	4	4	2	2	3	4

**Nick Clegg**

1- Very likeable	<b>6</b>	6	7	3	6	11	8	5	7	7	7	5	6
2	<b>24</b>	24	25	19	24	30	26	23	26	25	22	26	20
3 - Neither likeable nor unlikeable	<b>40</b>	42	37	41	42	36	40	39	40	39	42	36	42
4	<b>10</b>	10	10	10	9	12	10	10	10	9	12	11	9
5 - Not likeable at all	<b>11</b>	12	9	13	12	7	8	13	7	10	11	13	11
I don't know	<b>9</b>	6	13	16	8	6	9	10	11	10	6	9	12

**Thinking about the popularity of the leaders' wives, which of the following statements best describes how you feel about their popularity?**

Crucial in the electoral race	<b>4</b>	4	4	5	3	4	4	4	6	4	5	3	3
Not important at all - the popularity of the leaders is what counts	<b>51</b>	54	48	49	56	49	51	51	48	50	48	55	62
It has some influence on voting but isn't the most significant factor	<b>41</b>	39	43	38	38	45	43	39	45	43	45	36	31
I don't know	<b>4</b>	4	4	8	3	2	2	6	2	4	3	6	4

**On a scale of 1 to 5, with 1 being very likeable, and 5 being not likeable at all. Please rate the following women:**

**Sarah Brown (Gordon Brown's wife)**

1- Very likeable	<b>14</b>	13	15	11	12	20	14	14	13	12	16	15	16
2	<b>21</b>	17	25	23	20	20	24	18	27	21	21	16	28
3 - Neither likeable nor unlikeable	<b>33</b>	32	34	25	34	38	32	34	30	35	34	31	32
4	<b>6</b>	6	6	6	7	6	6	6	6	7	6	6	4
5 - Not likeable at all	<b>7</b>	9	5	9	8	4	7	7	7	7	7	9	4
I don't know	<b>19</b>	22	16	28	18	12	18	20	17	19	16	23	16

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

**Samantha Cameron (David Cameron's wife)**

1- Very likeable	<b>8</b>	9	8	6	6	12	9	7	9	9	9	7	7
2	<b>22</b>	20	24	18	19	28	24	20	27	23	21	21	17
3 - Neither likeable nor unlikeable	<b>33</b>	32	34	26	37	35	33	34	31	32	37	31	37
4	<b>6</b>	6	6	7	6	4	6	6	5	5	8	5	6
5 - Not likeable at all	<b>7</b>	8	6	10	7	5	6	8	5	8	5	10	6
I don't know	<b>24</b>	26	22	33	25	16	23	25	24	23	21	26	28

**Miriam Gonzalez Durantez (Nick Clegg's wife)**

1- Very likeable	<b>3</b>	4	2	2	3	5	3	3	3	3	3	4	3
2	<b>9</b>	9	9	8	6	11	9	9	8	10	10	9	5
3 - Neither likeable nor unlikeable	<b>32</b>	31	33	25	35	35	28	36	32	29	39	29	35
4	<b>3</b>	3	3	3	4	3	2	4	2	3	3	5	0
5 - Not likeable at all	<b>4</b>	5	3	7	4	2	3	6	3	5	2	5	3
I don't know	<b>49</b>	49	50	54	48	45	55	43	53	51	43	48	55

**How far do you agree with the following statements regarding the Leaders' wives and their popularity?**

**I admire the way that the leaders' wives provide support for their husbands in the electoral campaigns**

1 - Strongly agree	<b>8</b>	6	10	9	5	10	6	10	9	6	12	6	7
2 - Agree	<b>35</b>	31	39	32	33	39	37	33	36	36	38	31	32
3 - Neither agree nor disagree	<b>34</b>	35	34	29	39	35	35	34	33	35	31	37	36
4 - Disagree	<b>9</b>	11	8	11	9	7	10	9	11	9	8	9	8
5 - Strongly disagree	<b>8</b>	11	5	7	9	7	8	7	7	7	8	8	10
I don't know	<b>6</b>	7	6	12	5	3	5	8	4	6	4	9	7

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

**They represent the values that I would consider to be important in a wife**

1 - Strongly agree	4	3	5	5	2	7	4	5	5	3	6	4	4
2 - Agree	23	23	23	20	20	29	23	22	19	24	27	22	17
3 - Neither agree nor disagree	39	37	41	34	43	38	39	39	40	38	37	41	44
4 - Disagree	14	14	14	13	14	14	15	14	16	15	14	13	10
5 - Strongly disagree	8	10	6	9	10	6	8	8	9	7	9	8	11
I don't know	12	13	11	20	10	6	12	12	12	13	7	13	13

**They are admirable women in their own right, irrespective of their husbands**

1 - Strongly agree	7	4	10	7	5	10	7	7	10	6	9	6	6
2 - Agree	33	29	36	32	35	31	35	30	38	33	34	29	35
3 - Neither agree nor disagree	34	36	32	28	35	39	33	36	26	33	36	38	35
4 - Disagree	8	9	7	8	8	8	7	9	9	9	6	7	7
5 - Strongly disagree	5	6	3	5	6	3	4	5	5	4	5	4	5
I don't know	13	15	12	19	12	10	14	13	12	15	10	16	12

**They help present the leaders as well-rounded, family men and I think this helps the campaign**

1 - Strongly agree	4	3	6	6	2	6	3	6	7	3	6	4	4
2 - Agree	29	26	31	30	28	28	31	27	33	30	32	23	26
3 - Neither agree nor disagree	33	33	34	29	35	36	32	35	30	31	36	35	35
4 - Disagree	17	18	17	11	19	19	20	14	18	18	14	18	18
5 - Strongly disagree	9	12	6	10	10	8	9	10	8	10	9	10	11
I don't know	7	8	7	14	6	3	6	9	5	8	4	10	7

**They help present the leaders as well-rounded, family men but I don't think this helps the campaign**

1 - Strongly agree	6	5	7	5	5	8	6	7	9	5	6	6	7
2 - Agree	27	27	27	25	27	28	29	24	27	26	27	29	21
3 - Neither agree nor disagree	33	35	31	26	36	37	31	36	29	32	35	34	36
4 - Disagree	21	19	23	22	22	17	23	18	24	23	18	16	25
5 - Strongly disagree	5	6	5	6	4	5	4	6	5	5	7	4	4
I don't know	8	9	8	15	6	5	7	10	6	8	7	11	7

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

**They are used purely for publicity and electioneering and don't add anything to politics**

1 - Strongly agree	<b>22</b>	26	18	20	22	23	22	22	25	22	21	22	23
2 - Agree	<b>35</b>	33	36	30	36	38	39	30	38	35	35	33	33
3 - Neither agree nor disagree	<b>24</b>	23	25	22	26	24	23	25	17	25	25	24	28
4 - Disagree	<b>11</b>	9	13	13	10	11	10	13	16	11	13	9	10
5 - Strongly disagree	<b>2</b>	2	1	1	1	2	1	2	1	1	2	3	1
I don't know	<b>7</b>	7	6	13	5	3	5	8	3	7	4	10	6

**They receive media attention largely because they are 'a leader's wife' and I think this is right**

1 - Strongly agree	<b>3</b>	4	3	2	3	5	3	3	5	2	4	3	3
2 - Agree	<b>12</b>	10	15	11	12	15	12	13	13	8	17	13	13
3 - Neither agree nor disagree	<b>30</b>	28	31	30	28	32	28	32	27	29	32	33	26
4 - Disagree	<b>28</b>	29	28	25	32	26	31	26	29	33	27	22	31
5 - Strongly disagree	<b>19</b>	22	17	19	20	19	21	18	20	20	16	21	21
I don't know	<b>7</b>	8	7	13	6	4	6	9	6	8	4	9	7

**They receive media attention largely because they are 'a leader's wife' and I do not think this is right**

1 - Strongly agree	<b>21</b>	25	17	19	21	22	22	20	25	23	17	19	23
2 - Agree	<b>35</b>	34	36	31	37	34	39	30	33	35	35	35	36
3 - Neither agree nor disagree	<b>27</b>	25	28	26	28	27	24	29	23	26	30	26	27
4 - Disagree	<b>9</b>	8	10	10	7	10	8	10	12	7	11	7	7
5 - Strongly disagree	<b>2</b>	2	3	2	3	4	2	3	3	2	3	3	1
I don't know	<b>7</b>	7	7	14	5	4	5	9	4	7	4	10	6

**How far do you agree with the following statements?**

**The media concentrate too much on the way that the leaders' wives dress**

1 - Strongly agree	<b>30</b>	30	30	26	32	30	32	28	35	31	30	26	32
2 - Agree	<b>46</b>	42	49	42	44	51	48	43	44	47	43	49	42
3 - Neither agree nor disagree	<b>14</b>	16	13	12	16	14	13	16	13	15	15	12	14
4 - Disagree	<b>4</b>	5	3	7	3	3	3	5	3	2	8	3	4
5 - Strongly disagree	<b>1</b>	1	1	2	1	0	1	1	1	0	1	2	1
I don't know	<b>5</b>	6	4	11	5	1	4	8	4	4	3	9	8

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

**The leaders' wives should be seen in the media for their own careers and values in their own right, not just as wives of politicians, or as how they dress**

1 - Strongly agree	<b>20</b>	18	21	19	20	21	20	20	24	19	22	17	22
2 - Agree	<b>50</b>	48	51	46	49	55	50	50	46	50	48	55	47
3 - Neither agree nor disagree	<b>19</b>	21	18	20	20	19	20	18	20	21	20	16	19
4 - Disagree	<b>5</b>	5	4	4	5	4	5	4	6	5	6	3	3
5 - Strongly disagree	<b>1</b>	2	1	1	2	1	2	1	1	1	1	2	3
I don't know	<b>5</b>	6	5	11	5	1	4	7	4	4	3	8	6

**The leaders' wives are only relevant to the public in their capacity as wives of our potential leaders; anything else is irrelevant to the political campaigns**

1 - Strongly agree	<b>15</b>	16	14	10	15	21	16	14	14	16	16	15	18
2 - Agree	<b>37</b>	38	36	27	39	43	40	34	36	37	38	36	37
3 - Neither agree nor disagree	<b>26</b>	26	26	27	29	23	25	28	27	27	27	25	22
4 - Disagree	<b>13</b>	11	15	21	9	11	14	12	18	12	14	12	14
5 - Strongly disagree	<b>3</b>	3	3	3	4	2	3	4	2	3	3	3	4
I don't know	<b>6</b>	6	5	12	5	1	4	8	3	5	3	9	6

**The leaders' wives shouldn't come into the political campaigns at all**

1 - Strongly agree	<b>21</b>	26	17	21	22	20	22	21	23	21	21	20	27
2 - Agree	<b>27</b>	26	28	25	28	26	28	25	24	29	23	30	23
3 - Neither agree nor disagree	<b>30</b>	29	31	28	30	32	28	32	28	29	35	28	28
4 - Disagree	<b>15</b>	13	17	14	13	17	17	13	18	16	15	13	14
5 - Strongly disagree	<b>3</b>	2	3	2	2	3	2	3	4	2	4	2	3
I don't know	<b>5</b>	5	4	11	4	1	3	7	3	3	4	7	5