

## YouGov Survey Results

Sample Size: 1781  
Fieldwork: 24th - 26th 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>1781</b>	<b>833</b>	<b>943</b>	<b>471</b>	<b>577</b>	<b>561</b>	<b>956</b>	<b>816</b>	<b>222</b>	<b>588</b>	<b>377</b>	<b>432</b>	<b>151</b>
<b>Unweighted Sample</b>	<b>1780</b>	<b>838</b>	<b>937</b>	<b>445</b>	<b>609</b>	<b>554</b>	<b>1209</b>	<b>562</b>	<b>225</b>	<b>667</b>	<b>337</b>	<b>393</b>	<b>147</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Samantha Cameron is the wife of David Cameron, leader of the Conservative Party (the main opposition in the upcoming General Election).**

A private matter that is really only the family's business	<b>40</b>	41	39	40	44	37	39	42	30	40	48	39	43
Great news, I'm happy for them	<b>31</b>	28	35	30	27	36	33	29	45	32	26	32	19
Good news but unfortunately timed given the upcoming election	<b>3</b>	3	2	3	3	2	2	4	3	4	3	2	2
Good news but I can't help feeling a bit cynical about the timing	<b>23</b>	25	22	24	24	25	25	21	21	22	21	27	28
I don't know	<b>2</b>	3	2	4	2	0	1	4	1	2	2	1	9

**Thinking about Samantha Cameron's recent announcement that she is several months pregnant, which of the following statements best describes how this has affected your view of David Cameron? I think that the announcement that she is pregnant has:**

Made me view David Cameron as a family man - I am more likely to vote for him because of this	<b>2</b>	2	2	2	2	2	2	2	2	3	3	1	2
Made me view David Cameron as a family man - but this issue has not affected my voting intention	<b>14</b>	15	13	13	10	17	14	14	19	13	10	17	10
It doesn't affect my view at all, it is irrelevant that she is pregnant	<b>75</b>	71	78	73	80	73	76	73	73	77	76	74	67
Changed my view of David Cameron for the worse	<b>7</b>	10	5	8	7	8	7	8	5	7	8	6	14
I don't know	<b>2</b>	2	3	5	2	0	1	3	2	1	3	2	7

	Gender		Age			Social Grade		Region					
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<b>All GB adults</b> Unweighted Sample	<b>1781</b>	833	943	471	577	561	956	816	222	588	377	432	151
	1780	838	937	445	609	554	1209	562	225	667	337	393	147
	%	%	%	%	%	%	%	%	%	%	%	%	%

You answered that the announcement of Samantha Cameron's pregnancy has changed your view of David Cameron for the worse. Which of the following options, if any, best represents why you chose this?

	Weighted Sample	85	43	36	40	43	64	64	10	41	30	27	21
Unweighted Sample	100	60	40	31	32	28	65	35	12	33	17	23	15
	%	%	%	%	%	%	%	%	%	%	%	%	%
It will take his eye off the ball - it's bad timing; he should be concentrating on policy and the election, not this	<b>3</b>	0	8	0	2	4	4	2	0	4	2	4	0
Cameron will now use this as an electioneering ploy - it's a little bit too conveniently timed as a boost to his popularity	<b>75</b>	76	74	77	75	75	82	68	74	65	78	77	89
I fear that he will now use her pregnancy as an opportunity to prove why his family policies, such as the 'marriage tax' is a good idea (the 'marriage tax' is one of Cameron's controversial policies which pledges to give tax incentives to married couples). It's quite smug of him to be showing off how happy his family life is when so many people have been suffering recently	<b>7</b>	4	12	2	18	2	3	11	3	13	0	2	12
Other	<b>10</b>	12	5	10	1	15	7	12	13	16	4	12	0
I don't know	<b>6</b>	8	2	12	5	4	5	8	10	2	17	4	0
	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0