

YouGov Survey Results

Sample Size: 1826 GB Adults
Fieldwork: 3rd - 4th March 2014

		Voting intention				2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1826	X	X	X	X	556	437	387	886	940	217	462	624	522	1041	785	234	593	391	449	159
Unweighted Sample	1826	479	497	97	229	578	411	365	848	978	172	352	716	586	1152	674	258	601	356	416	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

David Cameron

Very well suited	18	52	4	13	5	40	6	10	18	18	10	23	18	17	18	18	19	22	19	16	10
Fairly well suited	33	44	23	59	34	42	24	42	34	32	34	28	36	33	39	26	39	36	31	31	27
TOTAL WELL SUITED	51	96	27	72	39	82	30	52	52	50	44	51	54	50	57	44	58	58	50	47	37
Not very well suited	18	2	26	19	28	10	25	23	19	18	14	16	18	22	19	17	19	18	19	17	20
Not at all well suited	23	1	41	4	28	5	38	21	25	22	28	20	23	25	19	29	16	18	24	28	39
TOTAL NOT WELL SUITED	41	3	67	23	56	15	63	44	44	40	42	36	41	47	38	46	35	36	43	45	59
Don't know	7	1	5	5	5	4	5	5	4	10	13	12	5	2	4	10	7	6	7	8	4

Ed Miliband

Very well suited	6	1	18	1	0	1	17	5	7	5	6	5	5	7	5	7	9	3	5	8	6
Fairly well suited	23	9	48	23	8	7	44	28	23	24	22	26	22	23	23	23	25	22	22	24	26
TOTAL WELL SUITED	29	10	66	24	8	8	61	33	30	29	28	31	27	30	28	30	34	25	27	32	32
Not very well suited	27	32	22	34	24	30	20	33	27	27	29	23	29	26	29	24	24	29	26	28	23
Not at all well suited	34	55	5	36	64	57	11	28	38	31	25	31	36	40	35	33	32	36	38	30	35
TOTAL NOT WELL SUITED	61	87	27	70	88	87	31	61	65	58	54	54	65	66	64	57	56	65	64	58	58
Don't know	9	3	8	7	4	5	9	6	5	14	18	15	8	4	7	13	10	9	9	10	9

Ed Balls

Very well suited	3	1	7	0	0	0	7	3	3	2	1	2	3	3	2	4	2	2	3	3	3
Fairly well suited	13	6	29	5	4	4	27	14	15	12	13	13	15	12	13	14	15	12	9	20	8
TOTAL WELL SUITED	16	7	36	5	4	4	34	17	18	14	14	15	18	15	15	18	17	14	12	23	11
Not very well suited	26	23	31	37	18	23	29	34	23	28	29	25	26	24	28	22	25	25	26	24	32
Not at all well suited	45	64	21	46	74	66	24	39	52	39	33	38	46	56	46	44	39	48	52	40	44
TOTAL NOT WELL SUITED	71	87	52	83	92	89	53	73	75	67	62	63	72	80	74	66	64	73	78	64	76
Don't know	13	5	12	12	4	7	13	10	7	19	23	21	11	5	11	16	19	12	9	14	14

Nick Clegg

Very well suited	3	2	3	18	1	1	2	7	3	3	2	5	2	2	3	2	7	3	1	3	0
Fairly well suited	16	23	9	45	6	18	8	30	15	17	15	20	17	11	18	13	23	20	12	12	10
TOTAL WELL SUITED	19	25	12	63	7	19	10	37	18	20	17	25	19	13	21	15	30	23	13	15	10
Not very well suited	28	32	29	28	19	29	27	32	29	27	31	27	30	25	31	24	28	27	29	30	22
Not at all well suited	45	41	53	3	71	47	57	27	48	42	35	36	42	61	41	50	31	42	53	45	57
TOTAL NOT WELL SUITED	73	73	82	31	90	76	84	59	77	69	66	63	72	86	72	74	59	69	82	75	79
Don't know	8	3	6	6	4	4	6	5	5	12	17	13	8	2	6	11	11	8	5	10	10

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

Boris Johnson

Very well suited	11	21	3	14	12	19	3	9	10	11	12	12	10	8	10	11	9	14	14	7	2
Fairly well suited	24	34	16	24	33	37	17	20	26	21	18	25	24	25	27	20	29	24	26	21	21
TOTAL WELL SUITED	35	55	19	38	45	56	20	29	36	32	30	37	34	33	37	31	38	38	40	28	23
Not very well suited	23	23	24	32	23	23	21	28	23	23	30	22	23	21	24	22	23	24	23	25	17
Not at all well suited	34	18	49	25	25	17	50	38	35	33	27	26	35	42	32	36	29	32	30	36	50
TOTAL NOT WELL SUITED	57	41	73	57	48	40	71	66	58	56	57	48	58	63	56	58	52	56	53	61	67
Don't know	9	4	8	5	7	5	9	5	5	12	13	14	7	4	7	11	11	7	8	11	9

Nigel Farage

Very well suited	4	2	1	2	28	7	2	4	7	2	2	3	5	7	3	6	4	6	6	2	2
Fairly well suited	13	14	9	7	41	18	12	9	14	12	15	10	13	15	12	14	15	11	13	14	13
TOTAL WELL SUITED	17	16	10	9	69	25	14	13	21	14	17	13	18	22	15	20	19	17	19	16	15
Not very well suited	22	32	18	16	17	33	15	21	24	21	17	21	25	23	22	23	19	27	20	24	9
Not at all well suited	45	42	57	58	6	32	56	53	46	44	40	45	44	48	50	38	40	42	48	43	61
TOTAL NOT WELL SUITED	67	74	75	74	23	65	71	74	70	65	57	66	69	71	72	61	59	69	68	67	70
Don't know	16	9	14	16	8	10	15	13	9	21	27	22	14	7	13	19	22	14	14	17	14

George Osborne

Very well suited	1	3	1	2	1	3	1	1	2	1	1	2	2	1	1	2	2	2	1	1	0
Fairly well suited	12	25	7	8	15	23	6	7	14	11	10	10	13	15	14	10	11	15	11	14	7
TOTAL WELL SUITED	13	28	8	10	16	26	7	8	16	12	11	12	15	16	15	12	13	17	12	15	7
Not very well suited	29	41	22	34	32	38	19	36	31	27	34	29	25	31	31	26	32	33	27	27	19
Not at all well suited	45	25	59	44	46	28	63	45	46	43	31	40	48	50	43	47	36	38	52	44	65
TOTAL NOT WELL SUITED	74	66	81	78	78	66	82	81	77	70	65	69	73	81	74	73	68	71	79	71	84
Don't know	13	7	10	12	6	8	11	11	7	18	24	19	11	4	11	15	18	12	10	15	9

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	68	110
	Male 25 to 39	155	230
	Male 40 to 59	326	309
	Male 60 +	299	237
	Female 18 to 24	104	108
	Female 25 to 39	197	232
	Female 40 to 59	390	316
	Female 60 +	287	285
Region			
	North England	416	449
	Midlands	258	299
	1	170	175
	London	258	234
	South England	431	418
	Wales	98	91
	Scotland	195	159
Social Grade			
	AB	643	511
	C1	509	530
	C2	255	383
	DE	419	402
Newspaper Type			
	Express / Mail	370	292
	Sun / Star	211	429
	Mirror / Record	115	183
	Guardian / Independent	155	82
	FT / Times / Telegraph	154	173
	Other Paper	240	210
	No Paper	581	457
Political Party Identification			
	Labour	514	584
	Conservative	518	511
	Liberal Democrat	122	201
	SNP/Plaid Cymru	57	31
	Others	134	42
	None/ DK	481	457

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk