

YouGov Survey Results

Sample Size: 1992 GB Adults
Fieldwork: 1st - 2nd July 2014

	Westminster VI					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	1992	X	X	X	X	597	493	418	966	1026	237	504	681	570	1135	856	255	647	426	490	173	
Unweighted Sample	1991	501	599	96	223	579	516	405	915	1076	196	382	807	606	1248	743	218	659	416	465	233	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following past or present party leaders, please say how cool or uncool you think they are

David Cameron

Very cool	5	12	1	5	6	12	2	2	5	5	4	3	4	8	5	6	6	6	4	6	3
Fairly cool	27	47	10	24	22	38	12	20	25	20	21	19	21	28	22	22	24	26	21	19	20
TOTAL COOL	27	59	11	29	28	50	14	22	30	25	25	22	25	36	27	28	30	32	25	25	23
Fairly uncool	25	25	24	40	22	25	23	29	25	25	23	29	26	23	28	22	22	26	24	27	26
Very uncool	38	10	61	26	44	18	56	43	37	39	37	39	41	35	38	39	37	34	40	39	47
TOTAL UNCOOL	63	35	85	66	66	43	79	72	62	64	60	68	67	58	66	61	59	60	64	66	73
Don't know	9	6	5	5	6	7	6	6	8	10	15	10	8	6	7	11	12	8	10	9	4

Tony Blair

Very cool	4	3	7	8	5	3	9	4	7	2	6	4	4	4	5	4	7	5	4	4	3
Fairly cool	23	17	38	27	18	16	37	21	26	20	20	20	23	26	23	23	24	20	26	24	17
TOTAL COOL	27	20	45	35	23	19	46	25	33	22	26	24	27	30	28	27	31	25	30	28	20
Fairly uncool	22	25	22	27	11	18	21	26	21	22	21	29	22	14	24	19	15	22	21	24	22
Very uncool	41	49	26	32	61	56	26	42	39	44	35	36	41	49	41	42	39	44	39	39	50
TOTAL UNCOOL	63	74	48	59	72	74	47	68	60	66	56	65	63	63	65	61	54	66	60	63	72
Don't know	10	7	6	6	5	7	7	7	8	12	18	10	9	7	8	12	15	9	10	9	7

Nigel Farage

Very cool	6	6	3	2	29	10	5	3	7	5	6	3	5	11	5	8	3	6	7	8	6
Fairly cool	18	27	11	10	46	29	15	13	23	14	15	17	19	21	16	21	19	18	20	18	16
TOTAL COOL	24	33	14	12	75	39	20	16	30	19	21	20	24	32	21	29	22	24	27	26	22
Fairly uncool	17	16	19	15	16	16	18	16	15	18	14	19	15	18	18	15	19	18	14	16	14
Very uncool	48	43	59	67	5	37	54	61	46	50	47	49	51	43	52	42	44	48	47	48	55
TOTAL UNCOOL	65	59	78	82	21	53	72	77	61	68	61	68	66	61	70	57	63	66	61	64	69
Don't know	11	9	7	6	5	9	7	7	8	13	18	11	11	8	8	14	15	10	12	10	9

William Hague

Very cool	2	4	1	3	2	4	3	1	3	2	2	1	3	3	2	3	2	3	2	2	4
Fairly cool	16	25	9	23	25	25	10	15	16	15	12	12	13	24	17	14	16	16	17	14	12
TOTAL COOL	18	29	10	26	27	29	13	16	19	17	14	13	16	27	19	17	18	19	19	16	16
Fairly uncool	26	34	25	25	17	29	25	25	25	26	29	22	23	30	27	24	28	28	25	23	20
Very uncool	46	29	58	43	50	34	56	52	47	44	34	53	51	37	46	46	39	43	44	51	56
TOTAL UNCOOL	72	63	83	68	67	63	81	77	72	70	63	75	74	67	73	70	67	71	69	74	76
Don't know	11	8	7	7	6	8	7	7	8	13	23	12	9	6	9	13	15	10	12	9	8

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Weighted Sample	1992	X	X	X	X	597	493	418	966	1026	237	504	681	570	1135	856	255	647	426	490	173
Unweighted Sample	1991	501	599	96	223	579	516	405	915	1076	196	382	807	606	1248	743	218	659	416	465	233
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Charles Kennedy

Very cool	2	2	1	10	2	2	2	4	3	2	3	1	2	3	3	2	3	2	2	3	4
Fairly cool	14	12	19	30	11	12	18	20	17	11	6	15	16	15	17	10	15	13	12	14	23
TOTAL COOL	16	14	20	40	13	14	20	24	20	13	9	16	18	18	20	12	18	15	14	17	27
Fairly uncool	24	27	27	27	22	24	26	24	26	23	22	25	25	24	25	23	22	23	25	25	26
Very uncool	43	46	41	25	52	48	42	41	42	43	38	40	44	46	43	42	38	45	44	43	37
TOTAL UNCOOL	67	73	68	52	74	72	68	65	68	66	60	65	69	70	68	65	60	68	69	68	63
Don't know	17	13	12	8	13	13	12	10	12	21	32	19	13	12	13	22	23	17	17	16	11

Nick Clegg

Very cool	2	2	1	4	0	1	2	3	2	2	2	1	1	3	2	2	1	2	1	2	3
Fairly cool	12	14	10	45	9	14	8	20	12	13	11	12	13	12	13	11	13	13	11	12	14
TOTAL COOL	14	16	11	49	9	15	10	23	14	15	13	13	14	15	13	13	14	15	12	14	17
Fairly uncool	27	32	29	29	13	24	27	31	26	28	31	30	25	24	28	26	27	29	24	26	29
Very uncool	49	44	55	16	72	53	56	39	52	46	39	45	51	53	49	49	44	47	53	51	49
TOTAL UNCOOL	76	76	84	45	85	77	83	70	78	74	70	75	76	77	77	75	71	76	77	77	78
Don't know	10	9	5	5	6	8	6	7	8	12	17	11	9	7	9	12	15	9	11	9	6

Ed Miliband

Very cool	2	0	4	5	0	0	5	2	2	1	0	2	2	2	1	2	3	2	1	2	2
Fairly cool	11	3	26	9	3	3	25	10	11	11	8	9	10	15	9	14	10	8	13	14	8
TOTAL COOL	13	3	30	14	3	3	30	12	13	12	8	11	12	17	10	16	13	10	14	16	10
Fairly uncool	26	16	39	31	22	14	36	32	24	28	24	28	29	23	28	25	24	24	28	27	31
Very uncool	51	74	25	51	68	75	28	49	55	47	49	51	50	53	54	46	48	56	48	47	52
TOTAL UNCOOL	77	90	64	82	90	89	64	81	79	75	73	79	79	76	82	71	72	80	76	74	83
Don't know	10	7	6	5	6	8	6	7	8	12	18	10	9	7	8	13	15	10	10	9	7

Iain Duncan Smith

Very cool	1	1	1	0	1	1	1	0	1	1	1	0	1	2	1	1	2	1	0	1	2
Fairly cool	9	15	3	13	15	16	5	6	9	8	6	4	7	16	8	9	5	10	9	9	5
TOTAL COOL	10	16	4	13	16	17	6	6	10	9	7	4	8	18	9	10	7	11	9	10	7
Fairly uncool	24	39	16	26	21	34	16	22	23	25	30	23	21	25	26	22	24	27	22	22	21
Very uncool	52	34	71	53	54	38	68	62	57	48	37	56	59	48	53	52	49	49	53	56	61
TOTAL UNCOOL	76	73	87	79	75	72	84	84	80	73	67	79	80	73	79	74	73	76	75	78	82
Don't know	14	11	10	9	9	10	10	9	10	18	27	17	12	9	12	17	20	13	16	12	11

Menzies Campbell

Very cool	1	1	1	3	0	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	3
Fairly cool	9	7	9	26	7	7	9	14	10	8	7	8	9	11	10	7	12	8	7	6	16
TOTAL COOL	10	8	10	29	7	8	10	15	11	9	8	9	10	12	11	8	14	9	8	7	19
Fairly uncool	21	23	23	30	17	19	23	26	21	22	17	24	20	23	23	20	21	22	21	21	22
Very uncool	49	52	52	29	58	56	52	44	53	44	41	45	52	51	49	48	38	49	50	53	47
TOTAL UNCOOL	70	75	75	59	75	75	75	70	74	66	58	69	72	74	72	68	59	71	71	74	69
Don't know	20	17	15	13	18	17	15	16	15	25	36	22	19	14	17	25	27	19	21	20	13

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gordon Brown																						
	Very cool	2	0	3	5	1	0	5	2	2	2	3	2	2	2	1	3	4	2	1	2	3
	Fairly cool	6	3	13	3	2	2	13	4	6	6	5	6	6	6	7	13	3	7	5	8	
	TOTAL COOL	8	3	16	8	3	2	18	6	8	8	8	8	8	7	10	17	5	8	7	11	
	Fairly uncool	20	12	33	25	9	10	32	20	19	21	21	21	20	18	20	21	16	18	20	23	22
	Very uncool	63	78	46	62	82	81	43	68	65	61	54	61	64	67	67	58	55	68	62	61	62
	TOTAL UNCOOL	83	90	79	87	91	91	75	88	84	82	75	82	84	85	87	79	71	86	82	84	84
	Don't know	9	7	5	5	6	7	6	6	7	11	17	10	8	7	7	12	13	8	10	9	5
Michael Howard																						
	Very cool	1	2	1	0	0	2	1	0	1	1	2	1	1	1	1	1	2	0	0	2	2
	Fairly cool	7	12	2	10	10	12	3	5	6	7	4	4	5	12	6	7	4	8	6	7	5
	TOTAL COOL	8	14	3	10	10	14	4	5	7	8	6	5	6	13	7	8	6	8	6	9	7
	Fairly uncool	23	34	16	31	22	33	15	23	24	22	21	20	22	28	24	22	23	25	23	22	17
	Very uncool	51	38	67	43	52	39	67	57	56	46	38	54	57	45	54	47	45	47	52	54	61
	TOTAL UNCOOL	74	72	83	74	74	72	82	80	80	68	59	74	79	73	78	69	68	72	75	76	78
	Don't know	18	15	13	16	16	14	13	14	13	23	35	21	15	13	15	23	25	19	19	15	15