

**YouGov Survey Results**

Sample Size: 1713 GB Adults  
Fieldwork: 16th - 17th April 2015

	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	
<b>Weighted Sample</b>	<b>1713</b>	X	X	X	X	491	412	338	831	882	204	433	586	490	976	737	219	557	367	421	149	
<b>Unweighted Sample</b>	<b>1713</b>	470	514	123	209	497	414	362	831	882	162	421	623	507	980	733	240	558	356	405	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Would you be embarrassed or proud to tell your friends and family that you were going to vote for each of the following political parties?**

**Conservatives**

Embarrassed	39	2	74	40	35	6	72	49	42	36	38	37	43	37	38	40	41	32	38	42	59
Proud	17	53	1	4	10	43	4	7	20	15	16	19	15	19	20	13	20	21	17	14	8
Neither embarrassed nor proud	37	43	20	54	50	47	20	40	33	41	31	34	38	41	37	37	32	40	40	37	29
Don't know	7	2	4	2	5	4	5	4	5	8	15	10	4	3	4	10	7	8	6	7	4

**Labour**

Embarrassed	33	67	2	25	49	65	9	24	33	32	27	31	30	41	37	27	32	39	31	27	33
Proud	20	1	62	10	2	2	53	16	22	19	18	20	23	19	20	21	25	13	26	24	17
Neither embarrassed nor proud	40	29	32	63	44	28	33	55	40	39	39	39	42	37	39	41	36	40	36	42	45
Don't know	7	3	4	2	6	5	5	5	5	9	16	11	5	4	5	11	7	8	7	8	5

**Liberal Democrats**

Embarrassed	42	43	53	0	57	48	57	22	47	36	43	34	44	45	42	41	42	39	46	41	42
Proud	7	3	5	42	4	2	2	20	7	6	6	8	6	7	8	4	7	8	5	5	7
Neither embarrassed nor proud	43	50	37	55	32	44	35	53	39	47	35	47	44	44	44	43	42	44	41	45	45
Don't know	8	4	5	2	7	7	6	5	6	10	15	12	7	5	6	12	8	9	9	9	6

**UKIP**

Embarrassed	55	54	73	79	5	45	67	66	55	56	68	62	51	50	63	45	62	55	52	49	72
Proud	10	5	3	1	58	14	7	8	13	8	5	6	13	13	8	13	11	10	10	14	2
Neither embarrassed nor proud	26	35	17	15	34	34	21	21	26	26	12	22	29	32	22	31	18	25	30	29	21
Don't know	8	5	6	5	4	7	5	5	7	10	15	10	8	5	6	11	9	10	8	8	5

**Greens**

Embarrassed	35	61	25	27	48	58	28	22	41	29	32	32	31	44	36	33	38	39	33	32	25
Proud	14	2	18	19	10	4	15	23	14	13	21	16	13	9	15	12	15	12	14	12	20
Neither embarrassed nor proud	42	32	50	48	35	30	50	48	38	46	32	40	48	40	42	42	36	37	44	46	50
Don't know	10	5	7	6	7	8	7	7	8	12	16	12	8	6	7	14	11	11	10	9	4

**SNP**

Embarrassed	44	71	33	44	55	69	37	34	48	41	34	41	40	56	48	40	45	52	41	42	28
Proud	9	1	11	6	3	1	13	11	11	7	10	10	10	6	10	8	9	4	9	6	37
Neither embarrassed nor proud	31	21	41	36	28	17	38	39	28	35	32	30	35	28	29	35	30	26	36	37	30
Don't know	15	7	15	14	13	12	12	15	13	17	23	19	15	10	13	18	16	18	14	16	5

**Plaid Cymru**

Embarrassed	40	62	31	33	54	63	33	30	45	34	33	37	37	49	43	36	42	46	35	40	23
Proud	7	1	8	7	2	1	9	10	9	5	6	10	7	4	8	5	7	4	9	5	17
Neither embarrassed nor proud	34	26	41	42	28	21	40	41	30	38	32	32	37	35	33	37	34	28	39	37	42
Don't know	19	11	20	17	16	15	18	18	15	23	29	21	19	13	17	22	17	22	17	18	19

**Irrespective of how you yourself will vote, who do you think will win the next general election?**

Conservatives	36	72	15	33	42	59	19	34	39	34	28	38	35	40	40	32	36	41	35	33	35
Labour	28	4	58	28	19	9	54	30	34	23	34	28	31	23	27	29	31	23	29	31	34
Some other party	3	0	1	4	7	2	2	2	2	3	4	3	2	2	3	2	1	3	0	4	5
Don't know	33	24	26	35	32	31	25	34	25	40	35	32	32	35	30	37	32	33	36	33	27