

## YouGov Survey Results

Sample Size: 1678 GB Adults  
Fieldwork: 31st March - 1st 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>1678</b>	X	X	X	X	479	414	334	814	864	200	425	574	480	956	722	215	545	359	413	146	
<b>Unweighted Sample</b>	1678	462	443	111	209	469	371	346	806	872	175	355	631	517	1104	574	196	586	322	425	149	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Feb 4-5	Mar 31 - Apr 1																				
<b>Thinking about the general election campaigns and promises from the main parties, do you think the following parties are being generally honest or dishonest?</b>																							
<b>Conservatives</b>																							
	Honest	25	<b>30</b>	74	7	25	18	63	11	20	33	26	24	28	32	31	35	23	29	31	32	28	25
	Dishonest	54	<b>49</b>	13	78	44	67	20	78	55	53	46	44	46	51	53	46	54	48	47	49	50	58
	Not sure	21	<b>21</b>	13	14	32	15	17	12	25	14	27	32	26	17	15	19	23	23	22	19	21	17
<b>Labour</b>																							
	Honest	26	<b>28</b>	13	69	22	8	12	56	28	27	29	29	29	30	24	28	29	34	25	24	34	24
	Dishonest	52	<b>48</b>	69	14	44	77	69	27	42	56	41	41	43	47	56	50	45	42	50	54	41	54
	Not sure	23	<b>24</b>	18	18	34	14	19	18	29	17	31	30	28	22	20	23	26	24	25	22	26	22
<b>Liberal Democrats</b>																							
	Honest	20	<b>24</b>	32	21	67	11	26	20	35	27	21	25	21	26	23	27	20	19	28	24	20	25
	Dishonest	53	<b>44</b>	36	50	13	66	42	54	34	48	40	41	43	44	46	42	47	45	40	47	45	47
	Not sure	27	<b>32</b>	32	29	20	23	32	26	32	25	39	34	36	30	31	31	33	36	32	29	35	28
<b>UKIP</b>																							
	Honest	22	<b>30</b>	33	21	19	73	36	25	26	35	25	23	28	30	34	30	30	29	28	33	29	31
	Dishonest	52	<b>43</b>	40	57	60	8	35	56	48	46	41	48	42	44	41	47	39	45	43	42	42	49
	Not sure	26	<b>27</b>	28	23	21	19	29	19	27	19	34	29	30	26	24	24	31	26	29	25	29	19
<b>Green</b>																							
	Honest	38	<b>35</b>	27	47	48	33	24	45	47	38	33	31	35	38	35	37	33	34	34	34	36	46
	Dishonest	26	<b>24</b>	31	17	19	29	32	20	16	30	18	31	20	22	26	25	22	25	24	24	21	26
	Not sure	37	<b>41</b>	42	36	33	38	44	35	37	32	49	38	45	40	39	38	45	41	42	41	43	29

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

		Feb 4-5	Mar 31 - Apr 1																				
<b>Thinking about the general election campaigns and promises from the main parties, do you think the following parties are being generally positive or negative?</b>																							
<b>Conservatives</b>																							
	Positive	37	41	81	18	42	37	71	18	35	42	39	38	33	42	47	46	34	34	45	40	41	34
	Negative	40	38	9	66	35	47	14	67	43	44	32	30	39	40	38	36	41	44	33	37	40	45
	Not sure	23	21	10	16	23	16	15	14	22	14	29	32	28	18	16	19	25	22	22	23	19	22
<b>Labour</b>																							
	Positive	29	34	19	71	23	18	17	60	33	34	34	35	34	33	35	31	37	33	31	31	42	29
	Negative	44	44	67	15	52	64	66	26	41	54	34	33	40	47	47	49	37	45	44	46	37	50
	Not sure	27	23	14	13	25	18	17	14	27	13	32	32	26	20	18	20	26	22	24	23	21	21
<b>Liberal Democrats</b>																							
	Positive	23	26	29	27	64	17	23	23	36	31	22	33	24	27	25	31	20	21	30	23	25	31
	Negative	43	38	39	42	13	59	42	48	32	44	33	26	33	41	45	36	42	43	36	40	39	34
	Not sure	34	35	32	32	24	25	34	29	32	26	44	41	44	32	30	33	39	37	34	37	36	35
<b>UKIP</b>																							
	Positive	27	27	31	18	14	81	36	22	22	31	24	11	18	30	38	26	29	21	32	28	26	22
	Negative	46	45	44	58	61	7	37	57	50	50	40	55	50	45	36	50	38	52	40	43	46	56
	Not sure	27	28	25	23	25	13	26	21	28	19	36	34	32	24	26	24	33	26	28	30	28	22
<b>Green</b>																							
	Positive	34	30	19	40	38	27	18	37	41	32	29	29	31	31	29	33	27	29	30	26	30	47
	Negative	25	26	38	21	24	33	37	26	17	34	18	25	22	26	30	27	24	26	26	26	26	22
	Not sure	41	44	42	39	38	40	45	37	42	34	53	46	47	43	41	40	49	45	44	48	44	31

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

		Feb 4-5	Mar 31 - Apr 1																				
Taking everything into account, how good or bad an election campaign do you think the following have had so far?																							
<b>Conservatives</b>																							
	Very good	5	7	18	1	6	4	13	2	6	8	5	9	6	6	7	6	7	10	8	7	5	4
	Fairly good	32	39	64	30	41	37	55	31	35	40	37	38	37	37	43	45	31	39	39	41	39	30
	<b>TOTAL GOOD</b>	<b>37</b>	<b>46</b>	<b>82</b>	<b>31</b>	<b>47</b>	<b>41</b>	<b>68</b>	<b>33</b>	<b>41</b>	<b>48</b>	<b>42</b>	<b>47</b>	<b>43</b>	<b>43</b>	<b>50</b>	<b>51</b>	<b>38</b>	<b>49</b>	<b>47</b>	<b>48</b>	<b>44</b>	<b>34</b>
	Fairly bad	24	22	5	36	18	32	10	34	24	25	18	14	18	24	25	20	25	18	19	19	28	27
	Very bad	9	7	0	11	1	11	2	13	6	8	6	7	6	7	8	5	9	8	7	6	5	12
	<b>TOTAL BAD</b>	<b>33</b>	<b>29</b>	<b>5</b>	<b>47</b>	<b>19</b>	<b>43</b>	<b>12</b>	<b>47</b>	<b>30</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>24</b>	<b>31</b>	<b>33</b>	<b>25</b>	<b>34</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>33</b>	<b>39</b>
	Don't know	30	26	14	22	34	17	20	19	29	18	33	32	33	26	17	24	28	26	27	27	24	26
<b>Labour</b>																							
	Very good	2	5	2	15	3	2	2	13	2	7	4	10	5	5	5	4	7	12	3	6	5	3
	Fairly good	18	34	32	53	28	26	27	48	33	33	34	29	35	34	35	35	32	31	32	30	43	26
	<b>TOTAL GOOD</b>	<b>20</b>	<b>39</b>	<b>34</b>	<b>68</b>	<b>31</b>	<b>28</b>	<b>29</b>	<b>61</b>	<b>35</b>	<b>40</b>	<b>38</b>	<b>39</b>	<b>40</b>	<b>39</b>	<b>40</b>	<b>39</b>	<b>39</b>	<b>43</b>	<b>35</b>	<b>36</b>	<b>48</b>	<b>29</b>
	Fairly bad	35	28	41	11	33	42	39	16	31	34	22	22	20	29	36	29	26	22	30	29	26	30
	Very bad	15	7	9	1	3	13	10	6	4	9	6	6	7	8	6	7	7	9	8	7	4	14
	<b>TOTAL BAD</b>	<b>50</b>	<b>35</b>	<b>50</b>	<b>12</b>	<b>36</b>	<b>55</b>	<b>49</b>	<b>22</b>	<b>35</b>	<b>43</b>	<b>28</b>	<b>28</b>	<b>27</b>	<b>37</b>	<b>42</b>	<b>36</b>	<b>33</b>	<b>31</b>	<b>38</b>	<b>36</b>	<b>30</b>	<b>44</b>
	Don't know	29	26	16	19	32	18	22	17	29	18	34	33	33	25	19	25	28	26	27	28	23	27
<b>Liberal Democrats</b>																							
	Very good	1	1	0	1	6	1	1	1	2	1	1	1	1	1	1	1	1	1	2	2	0	0
	Fairly good	11	15	21	13	37	8	17	11	19	17	12	13	10	15	18	17	11	14	18	13	11	16
	<b>TOTAL GOOD</b>	<b>12</b>	<b>16</b>	<b>21</b>	<b>14</b>	<b>43</b>	<b>9</b>	<b>18</b>	<b>12</b>	<b>21</b>	<b>18</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>19</b>	<b>18</b>	<b>12</b>	<b>15</b>	<b>20</b>	<b>15</b>	<b>11</b>	<b>16</b>
	Fairly bad	30	35	40	42	22	39	36	43	28	37	33	33	32	35	38	35	34	32	32	37	40	28
	Very bad	25	17	15	17	1	32	16	20	14	20	14	12	14	18	19	15	19	18	16	14	17	22
	<b>TOTAL BAD</b>	<b>55</b>	<b>52</b>	<b>55</b>	<b>59</b>	<b>23</b>	<b>71</b>	<b>52</b>	<b>63</b>	<b>42</b>	<b>57</b>	<b>47</b>	<b>45</b>	<b>46</b>	<b>53</b>	<b>57</b>	<b>50</b>	<b>53</b>	<b>50</b>	<b>48</b>	<b>51</b>	<b>57</b>	<b>50</b>
	Don't know	33	33	25	27	33	20	29	25	36	26	40	40	42	32	23	31	35	35	33	34	31	35
<b>UKIP</b>																							
	Very good	7	5	4	2	6	25	5	4	3	7	4	5	4	5	6	4	7	5	5	7	5	3
	Fairly good	26	23	30	19	12	47	32	18	23	26	21	14	17	25	30	24	23	27	25	18	25	22
	<b>TOTAL GOOD</b>	<b>33</b>	<b>28</b>	<b>34</b>	<b>21</b>	<b>18</b>	<b>72</b>	<b>37</b>	<b>22</b>	<b>26</b>	<b>33</b>	<b>25</b>	<b>19</b>	<b>21</b>	<b>30</b>	<b>36</b>	<b>28</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>25</b>	<b>30</b>	<b>25</b>
	Fairly bad	20	25	26	32	30	11	23	33	25	29	21	22	22	26	25	26	22	21	24	26	26	22
	Very bad	14	15	15	21	20	0	12	21	13	15	14	17	17	13	14	15	14	17	13	14	15	20
	<b>TOTAL BAD</b>	<b>34</b>	<b>40</b>	<b>41</b>	<b>53</b>	<b>50</b>	<b>11</b>	<b>35</b>	<b>54</b>	<b>38</b>	<b>44</b>	<b>35</b>	<b>39</b>	<b>39</b>	<b>39</b>	<b>39</b>	<b>41</b>	<b>36</b>	<b>38</b>	<b>37</b>	<b>40</b>	<b>41</b>	<b>42</b>
	Don't know	33	32	25	26	33	16	28	24	36	24	40	42	39	30	24	31	34	31	32	36	30	32
<b>Green</b>																							
	Very good	5	1	0	1	1	3	1	2	1	2	0	2	1	1	1	1	1	1	1	1	2	1
	Fairly good	24	15	12	19	18	11	12	18	20	16	15	15	12	15	19	15	16	18	14	15	14	23
	<b>TOTAL GOOD</b>	<b>29</b>	<b>16</b>	<b>12</b>	<b>20</b>	<b>19</b>	<b>14</b>	<b>13</b>	<b>20</b>	<b>21</b>	<b>18</b>	<b>15</b>	<b>17</b>	<b>13</b>	<b>16</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>24</b>
	Fairly bad	17	23	26	28	30	24	23	27	22	28	19	23	23	24	23	26	20	21	24	23	24	25
	Very bad	9	13	21	9	8	19	19	11	9	17	9	9	13	13	15	13	13	18	11	13	13	13
	<b>TOTAL BAD</b>	<b>26</b>	<b>36</b>	<b>47</b>	<b>37</b>	<b>38</b>	<b>43</b>	<b>42</b>	<b>38</b>	<b>31</b>	<b>45</b>	<b>28</b>	<b>32</b>	<b>36</b>	<b>37</b>	<b>38</b>	<b>39</b>	<b>33</b>	<b>39</b>	<b>35</b>	<b>36</b>	<b>37</b>	<b>38</b>
	Don't know	46	47	42	42	44	42	45	43	48	37	56	52	51	47	41	45	49	42	50	48	48	39