

YouGov Survey Results

Sample Size: 1675 GB Adults
Fieldwork: 18th - 19th 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	
		1675	X	X	X	X	498	415	316	812	863	199	424	573	479	955	720	214	544	358	412	146	
Weighted Sample	Unweighted Sample	1675	500	487	111	173	515	407	332	780	895	167	412	564	532	989	686	251	542	333	411	138	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
the current	April 11-12	April 18-19																					
	very interested	36	36	39	39	38	48	37	40	36	44	29	38	33	35	40	39	33	43	33	32	37	43
	fairly interested	43	41	46	44	40	34	44	42	45	38	44	39	42	41	40	42	40	37	43	42	38	40
	INTERESTED	79	77	85	83	78	82	81	82	81	82	73	77	75	76	80	81	73	80	76	74	75	83
very interested	16	16	14	15	12	14	14	15	14	12	20	12	16	20	14	14	19	12	16	19	17	13	
all interested	5	7	2	2	10	4	4	3	5	6	8	11	10	5	5	6	8	7	7	7	8	4	
INTERESTED	21	23	16	17	22	18	18	18	19	18	28	23	26	25	19	20	27	19	23	26	25	17	
wins in the																							
e a great deal	41	42	47	49	47	44	46	50	43	44	40	30	29	42	57	42	42	43	44	35	40	53	
some extent	39	39	41	39	36	40	41	37	44	38	39	41	40	41	33	41	35	36	40	43	38	31	
TOTAL CARE	80	81	88	88	83	84	87	87	87	82	79	71	69	83	90	83	77	79	84	78	78	84	
are very much	12	10	10	7	9	11	8	9	8	9	10	10	15	9	7	9	10	12	8	11	10	10	
on't care at all	4	6	1	2	5	4	2	2	2	5	6	10	9	4	3	5	7	6	5	5	7	4	
DO NOT CARE	16	16	11	9	14	15	10	11	10	14	16	20	24	13	10	14	17	18	13	16	17	14	
Not sure	3	4	1	2	4	2	3	2	3	4	5	8	7	3	1	3	6	4	3	6	4	3	
nationally in																							
e a great deal	61	61	75	72	57	62	74	69	60	66	57	56	52	62	71	64	58	62	66	58	58	58	
some extent	27	28	23	24	33	26	22	25	34	24	31	25	32	29	23	27	28	25	25	30	29	32	
TOTAL CARE	88	89	98	96	90	88	96	94	94	90	88	81	84	91	94	91	86	87	91	88	87	90	
are very much	6	4	1	2	4	7	1	3	3	5	4	6	5	4	3	3	6	4	3	4	5	5	
on't care at all	3	4	0	0	1	3	1	1	1	3	5	6	7	3	2	3	5	4	4	4	5	2	
DO NOT CARE	9	8	1	2	5	10	2	4	4	8	9	12	12	7	5	6	11	8	7	8	10	7	
Not sure	3	3	0	2	4	1	1	1	2	2	3	6	5	1	2	3	3	4	2	4	3	2	

Sample Size: 1675 GB Adults
Fieldwork: 18th - 19th 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
Weighted Sample	1675	X	X	X	X	498	415	316	812	863	199	424	573	479	955	720	214	544	358	412	146
Unweighted Sample	1675	500	487	111	173	515	407	332	780	895	167	412	564	532	989	686	251	542	333	411	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		April 11-12	April 18-19																		
Thinking about the general election campaigns and promises from the main parties, do you think the following parties are being generally honest or dishonest?																					
Conservatives																					
Honest	30	29	74	7	23	18	59	9	17	32	26	25	27	29	32	32	25	30	30	30	20
Dishonest	53	50	9	80	53	62	22	74	62	53	48	50	46	55	48	48	53	49	49	50	63
Not sure	18	21	17	13	24	20	19	16	21	15	26	25	26	15	20	20	22	21	22	20	17
Labour																					
Honest	30	29	14	65	24	11	13	56	31	30	28	33	27	32	26	29	29	32	25	31	27
Dishonest	48	47	65	14	49	73	69	18	41	53	41	45	45	46	50	48	45	42	50	44	54
Not sure	23	24	21	21	28	15	18	26	28	17	31	22	28	22	24	23	26	26	25	24	19
Liberal Democrats																					
Honest	24	26	37	21	72	15	33	19	34	30	22	23	28	27	23	30	20	27	26	27	23
Dishonest	45	43	30	53	11	60	36	52	36	44	42	45	39	44	45	41	46	40	42	41	51
Not sure	31	31	33	26	17	25	30	28	29	26	37	32	33	29	32	29	34	33	32	32	26
UKIP																					
Honest	27	30	37	17	28	81	40	19	27	33	27	29	26	30	34	30	30	28	30	33	24
Dishonest	50	45	38	62	49	6	37	57	48	46	43	48	47	46	40	47	41	45	43	44	54
Not sure	23	25	25	22	22	13	23	24	25	21	29	23	26	24	26	22	29	27	27	23	22
Green																					
Honest	38	38	27	48	45	35	28	43	49	40	36	46	40	38	32	41	34	40	33	38	48
Dishonest	22	25	32	18	25	35	34	18	18	27	22	26	24	24	26	27	22	26	28	22	18
Not sure	40	38	42	34	31	29	38	40	33	33	42	28	37	38	43	33	45	34	39	40	34

Sample Size: 1675 GB Adults
Fieldwork: 18th - 19th April 2015

		Q10: How do you think the following parties are doing in the election campaigns and promises from the main parties, do you think the following parties are being generally positive or negative?																					
		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	Unweighted Sample	1675	X	X	X	X	498	415	316	812	863	199	424	573	479	955	720	214	544	358	412	146	
		1675	500	487	111	173	515	407	332	780	895	167	412	564	532	989	686	251	542	333	411	138	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Thinking about the general election campaigns and promises from the main parties, do you think the following parties are being generally positive or negative?	April 11-12	April 18-19																					
	Positive	36	38	80	13	27	38	69	18	24	36	40	29	32	38	46	41	35	39	42	36	38	26
	Negative	45	42	10	70	51	43	17	63	54	50	34	48	40	45	37	41	42	38	39	42	40	59
	Not sure	19	20	10	17	22	19	14	19	22	14	26	23	28	17	17	18	23	23	18	23	22	15
	Positive	37	38	21	74	28	22	21	66	40	37	40	38	34	44	36	38	39	43	35	38	45	29
	Negative	42	41	65	11	49	58	63	15	40	47	35	37	39	39	46	43	39	32	47	39	35	50
	Not sure	21	21	14	15	23	20	16	19	20	16	25	26	26	17	18	19	23	25	18	23	20	21
	Positive	30	29	35	25	66	19	33	23	39	30	28	31	30	29	26	33	23	35	30	26	29	24
	Negative	38	41	38	49	12	54	42	50	31	47	36	32	35	44	47	38	46	29	42	42	42	49
	Not sure	32	30	27	26	22	27	25	27	31	23	36	37	35	26	27	29	32	36	28	32	29	27
	Positive	28	27	32	13	12	86	38	21	19	28	26	13	17	31	36	21	34	18	31	26	32	11
	Negative	48	51	48	68	66	4	42	59	61	54	47	66	57	48	42	59	39	57	47	48	48	71
	Not sure	24	23	20	18	22	10	20	20	21	18	27	21	26	21	22	19	27	24	23	26	20	17
	Positive	36	36	22	47	46	30	22	44	49	38	35	54	34	38	30	40	31	40	33	34	37	46
	Negative	25	29	48	20	24	41	48	21	21	34	25	17	29	29	36	30	29	24	34	28	30	23
	Not sure	39	34	31	33	30	29	30	35	30	29	39	29	38	33	34	30	40	36	33	38	33	32
Thinking about the general election campaigns and promises from the main parties, do you think the following parties are being generally positive or negative?																							
	Very good	5	7	20	1	1	2	15	2	2	9	5	9	6	7	6	8	6	6	8	6	8	4
	Fairly good	36	37	62	24	44	43	55	27	33	35	40	31	33	38	43	38	36	35	38	39	39	31
	TOTAL GOOD	41	44	82	25	45	45	70	29	35	44	45	40	39	45	49	46	42	41	46	45	47	35
	Fairly bad	29	28	10	44	38	29	16	42	34	31	25	28	25	27	32	29	26	27	28	29	25	38
	Very bad	12	12	1	20	5	14	3	17	16	14	9	9	12	15	9	10	14	12	10	11	12	16
	TOTAL BAD	41	40	11	64	43	43	19	59	50	45	34	37	37	42	41	39	40	39	38	40	37	54
	Don't know	17	16	6	11	12	12	11	12	15	11	20	23	24	14	9	14	18	20	16	16	16	10

Sample Size: 1675 GB Adults
Fieldwork: 18th - 19th 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	
Weighted Sample			1675	X	X	X	X	498	415	316	812	863	199	424	573	479	955	720	214	544	358	412	146	
Unweighted Sample			1675	500	487	111	173	515	407	332	780	895	167	412	564	532	989	686	251	542	333	411	138	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
			April 11-12	April 18-19																				
Labour	Very good	6	8	3	21	2	2	2	20	5	9	6	9	6	7	9	6	9	8	6	7	10	5	
	Fairly good	35	37	32	56	39	32	30	52	44	38	36	31	33	41	39	40	33	42	35	40	37	33	
	TOTAL GOOD	41	45	35	77	41	34	32	72	49	47	42	40	39	48	48	46	42	50	41	47	47	38	
	Fairly bad	30	28	42	12	37	37	42	16	26	29	28	27	27	27	32	28	29	22	30	30	28	31	
	Very bad	11	10	14	1	7	19	14	2	7	12	9	10	10	10	10	10	10	8	12	6	8	21	
	TOTAL BAD	41	38	56	13	44	56	56	18	33	41	37	37	37	37	42	38	39	30	42	36	36	52	
Don't know			17	17	9	10	15	11	12	11	18	11	22	23	24	14	10	15	18	20	17	16	17	10
Liberal Democrats	Very good	1	1	1	2	3	0	1	1	2	2	1	2	2	1	1	2	1	0	2	2	1	2	
	Fairly good	20	20	29	20	41	19	25	20	26	21	20	19	18	22	21	21	20	23	20	21	20	19	
	TOTAL GOOD	21	21	30	22	44	19	26	21	28	23	21	21	20	23	22	23	21	23	22	23	21	21	
	Fairly bad	34	37	42	39	30	35	43	39	31	36	37	31	35	35	43	39	34	41	35	36	38	35	
	Very bad	20	21	16	23	11	34	16	24	22	25	18	21	17	23	23	19	24	14	21	21	22	31	
	TOTAL BAD	54	58	58	62	41	69	59	63	53	61	55	52	52	58	66	58	58	55	56	57	60	66	
Don't know			24	20	13	15	15	13	16	15	19	15	24	27	28	19	12	19	21	21	22	20	19	14
UKIP	Very good	5	6	4	3	5	32	8	4	5	9	4	7	4	6	8	5	8	5	8	8	5	3	
	Fairly good	27	26	33	19	21	46	31	22	27	26	25	19	21	28	30	25	27	24	26	27	31	13	
	TOTAL GOOD	32	32	37	22	26	78	39	26	32	35	29	26	25	34	38	30	35	29	34	35	36	16	
	Fairly bad	28	30	37	34	35	12	33	32	30	29	31	25	30	32	31	33	27	32	29	29	27	44	
	Very bad	19	19	14	30	23	0	12	28	21	22	17	23	21	17	18	20	18	20	17	17	21	29	
	TOTAL BAD	47	49	51	64	58	12	45	60	51	51	48	48	51	49	49	53	45	52	46	46	48	73	
Don't know			21	18	11	13	17	10	15	14	17	13	23	26	23	17	12	16	21	20	21	18	16	12
Green	Very good	3	4	1	5	2	3	2	4	5	4	3	5	3	4	3	4	4	4	4	3	3	5	
	Fairly good	26	26	17	36	23	25	15	34	37	25	27	26	26	29	23	29	23	25	23	27	27	33	
	TOTAL GOOD	29	30	18	41	25	28	17	38	42	29	30	31	29	33	26	33	27	29	27	30	30	38	
	Fairly bad	24	26	30	25	39	28	33	24	24	30	23	26	23	26	30	27	26	26	26	26	26	29	
	Very bad	15	16	26	10	15	21	24	10	11	18	13	13	17	12	20	15	16	14	18	15	15	12	
	TOTAL BAD	39	42	56	35	54	49	57	34	35	48	36	39	40	38	50	42	42	40	44	41	41	41	
Don't know			32	28	26	25	22	23	27	27	23	23	34	30	32	30	24	26	32	30	29	29	20	