

YouGov / Freuds Survey Results

Sample Size: 2444 GB Adults
Fieldwork: 12th - 13th 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	2444	X	X	X	X	741	599	504	1185	1259	291	618	836	699	1393	1051	313	794	523	601	213	
Unweighted Sample	2444	737	689	160	270	815	594	524	1200	1244	151	529	931	833	1498	946	258	863	525	613	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Regardless of your current views of David Cameron and if you had to choose, which two or three of the following photographs do you find most appealing (or least unappealing)? (Please tick up to three)

Photo 1	30	24	31	32	37	26	32	30	25	34	34	30	30	29	28	33	27	32	28	31	27
Photo 2	58	71	51	53	53	69	54	54	55	60	59	54	59	60	59	57	58	58	60	56	59
Photo 3	36	42	32	29	42	44	32	31	36	36	38	31	36	40	34	38	32	34	41	36	31
Photo 4	45	55	41	45	40	53	40	43	44	46	39	45	43	49	47	42	46	45	47	42	46
Photo 5	23	21	24	27	23	21	26	23	26	19	20	23	22	24	23	23	23	23	21	22	25
Photo 6	20	23	21	18	21	21	20	19	22	18	13	16	22	24	21	19	19	21	20	20	15

Regardless of your current views of Ed Miliband and if you had to choose, which two or three of the following photographs do you find most appealing (or least unappealing)? (Please tick up to three)

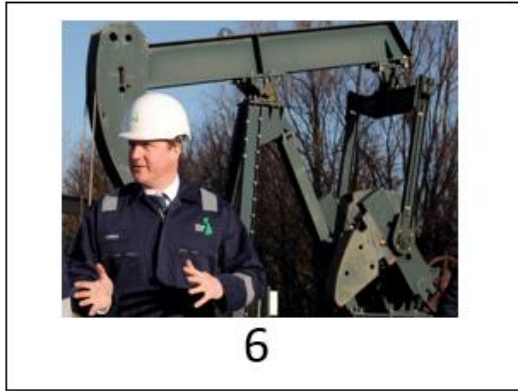
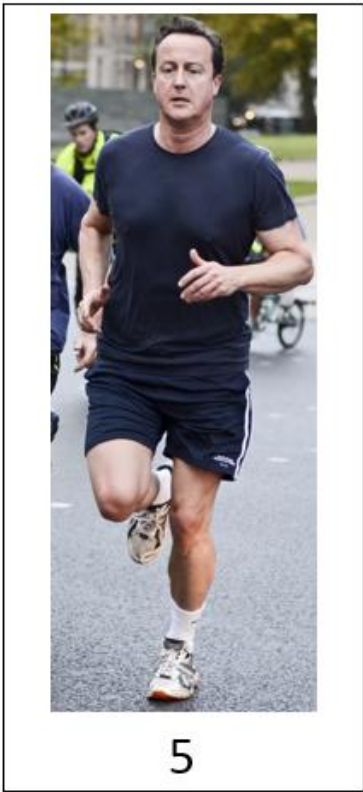
Photo 1	47	46	55	40	43	46	53	45	41	53	49	44	47	50	46	49	44	47	48	51	40
Photo 2	53	53	58	56	47	52	58	53	50	56	59	50	54	53	55	51	55	52	57	53	48
Photo 3	18	20	13	16	24	20	16	15	21	14	10	16	18	21	17	18	16	18	21	17	15
Photo 4	31	31	34	24	34	32	31	28	32	30	36	31	29	32	29	34	27	30	32	34	33
Photo 5	39	34	45	45	37	36	46	42	40	39	31	41	40	40	40	38	38	40	37	39	45
Photo 6	23	27	20	22	24	25	21	21	24	21	22	21	22	24	22	23	24	22	22	23	23

If you had to choose, which two or three of the following Conservative party posters do you think is most likely to have a positive impact on their election campaign? (Please tick up to three)

Poster 1	66	70	68	66	58	68	68	68	63	70	66	61	65	72	69	63	62	68	66	67	64
Poster 2	41	57	36	41	34	52	32	39	41	40	32	35	40	50	40	42	38	41	44	37	44
Poster 3	19	22	19	13	24	22	19	15	24	14	19	16	19	22	19	19	20	18	18	20	24
Poster 4	20	30	12	14	35	31	16	14	22	19	17	16	23	23	20	21	25	19	22	20	13
Poster 5	12	12	12	13	21	13	12	11	14	11	12	15	11	12	13	12	13	9	15	14	10
Poster 6	18	23	11	16	26	25	12	14	20	15	12	16	16	23	16	19	16	17	18	18	19

If you had to choose, which two or three of the following Labour party posters do you think is most likely to have a positive impact on their election campaign? (Please tick up to three)

Poster 1	34	26	45	31	33	26	43	37	33	34	35	33	34	34	33	35	31	33	37	36	30
Poster 2	19	27	15	15	26	26	18	13	23	15	13	14	18	26	18	20	18	16	22	18	22
Poster 3	33	23	43	28	29	25	41	36	31	34	27	32	34	34	29	37	30	31	33	35	32
Poster 4	35	29	44	37	35	33	42	33	36	34	35	34	34	37	34	35	38	31	33	39	39
Poster 5	17	17	19	15	16	16	15	17	20	14	17	18	16	17	16	18	19	16	19	15	20
Poster 6	50	51	54	45	49	50	56	49	48	52	44	44	52	55	50	49	53	50	49	51	43





LET'S STAY ON THE ROAD TO A STRONGER ECONOMY.
1.75 MILLION MORE PEOPLE IN WORK. 750,000 MORE BUSINESSES. THE DEFICIT HALVED.

Conservatives

1

A RECOVERING ECONOMY

DON'T LET LABOUR WRECK IT

Vote Conservative X

2

Vote Conservative X

3

Your worst nightmare... ...just got worse

The SNP would prop up Ed Miliband - meaning chaos for Britain

Vote Conservative

4

OFFICIAL

Ed Miliband admits he'll tax you **MORE**

Asked by Andrew Marr if he'll raise taxes his answer was clear.

"Indeed. Indeed."

Wasteful spending, more borrowing, higher taxes - **DON'T RISK IT WITH LABOUR**

5

LABOUR ISN'T LEARNING

LABOUR STILL PLAN TO INCREASE DEBT BY AN EXTRA £3,200 PER PERSON

Conservatives

6

The Tories want to cut spending on public services back to the levels of the 1930s, when there was no NHS.

The NHS as you know it cannot survive five more years of David Cameron

1

Who benefits most from more SNP MPs?
THE TORIES.

The biggest party gets to form a government.

The more seats the SNP get, the more likely it is the Tories get back into government through the back door.

2

The NHS as you know it cannot survive five more years of David Cameron

- ✗ Longer waiting times
- ✗ Spending back to the levels of the 1930s, when there was no NHS
- ✗ More Tory privatisation

The NHS as you know it cannot survive another five years of the Tories

3

NEXT TIME, THEY'LL CUT TO THE BONE.

THE NHS CAN'T AFFORD THE TORY CUTS PLAN

Labour

4

£1100 THE COST OF A TORY CHANCELLOR.

FAMILIES ARE £1100 WORSE OFF BECAUSE OF TORY TAX AND BENEFIT CHANGES.

Labour

5

THE DOCTOR CAN'T SEE YOU NOW.

WAITING ROOM

THE TORIES HAVE MADE IT HARDER TO SEE A GP

Labour

6