

# YouGov Survey Results

Sample Size: 1566 GB Adults  
Fieldwork: 30th - 31st March 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>1566</b>	X	X	X	X	449	387	326	760	806	186	396	536	448	893	673	200	509	335	385	136	
Unweighted Sample	1566	447	411	83	181	476	356	321	769	797	131	344	565	526	1039	527	197	537	300	380	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following traits, are you...

## Funny

Very	18	18	22	11	13	19	20	16	19	17	19	20	18	16	17	19	22	14	19	22	12
Slightly	63	67	58	67	66	64	59	66	63	63	55	65	64	63	65	60	58	67	60	59	71
<b>TOTAL VERY / SLIGHTLY</b>	<b>81</b>	<b>85</b>	<b>80</b>	<b>78</b>	<b>79</b>	<b>83</b>	<b>79</b>	<b>82</b>	<b>82</b>	<b>80</b>	<b>74</b>	<b>85</b>	<b>82</b>	<b>79</b>	<b>82</b>	<b>79</b>	<b>80</b>	<b>81</b>	<b>79</b>	<b>81</b>	<b>83</b>
Not very	13	13	13	16	15	14	13	14	11	14	11	8	14	16	13	13	15	13	12	13	11
Not at all	2	2	1	6	3	2	1	2	2	2	3	2	2	1	2	2	2	2	2	2	3
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>22</b>	<b>18</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>13</b>	<b>16</b>	<b>14</b>	<b>10</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>
Don't know	4	1	5	0	4	1	6	2	5	3	12	5	2	3	3	5	3	4	7	4	4

## Friendly

Very	54	56	56	42	56	58	58	52	46	63	46	50	54	62	49	61	54	53	51	59	54
Slightly	37	37	36	49	35	35	34	40	41	33	36	38	38	34	40	32	36	38	37	34	37
<b>TOTAL VERY / SLIGHTLY</b>	<b>91</b>	<b>93</b>	<b>92</b>	<b>91</b>	<b>91</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>87</b>	<b>96</b>	<b>82</b>	<b>88</b>	<b>92</b>	<b>96</b>	<b>89</b>	<b>93</b>	<b>90</b>	<b>91</b>	<b>88</b>	<b>93</b>	<b>91</b>
Not very	5	6	4	7	7	5	4	6	8	3	6	8	5	3	7	3	6	6	6	4	6
Not at all	1	1	1	2	1	1	0	0	1	0	1	1	1	0	1	0	1	1	2	0	0
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>4</b>	<b>6</b>
Don't know	3	0	3	1	1	1	4	1	4	2	10	3	2	1	2	3	3	3	4	2	2

## Successful

Very	8	12	6	8	7	8	6	8	9	8	10	8	7	9	10	6	12	7	9	7	8
Slightly	52	58	48	62	50	62	48	53	53	51	49	53	49	55	59	43	44	53	51	53	57
<b>TOTAL VERY / SLIGHTLY</b>	<b>60</b>	<b>70</b>	<b>54</b>	<b>70</b>	<b>57</b>	<b>70</b>	<b>54</b>	<b>61</b>	<b>62</b>	<b>59</b>	<b>59</b>	<b>61</b>	<b>56</b>	<b>64</b>	<b>69</b>	<b>49</b>	<b>56</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>65</b>
Not very	28	21	33	22	32	23	29	30	25	31	20	28	31	28	23	35	28	27	27	31	25
Not at all	6	7	7	9	8	5	8	6	7	6	5	5	9	5	4	10	8	8	5	5	5
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>34</b>	<b>28</b>	<b>40</b>	<b>31</b>	<b>40</b>	<b>28</b>	<b>37</b>	<b>36</b>	<b>32</b>	<b>37</b>	<b>25</b>	<b>33</b>	<b>40</b>	<b>33</b>	<b>27</b>	<b>45</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>36</b>	<b>30</b>
Don't know	6	3	7	0	3	3	8	3	7	4	15	6	4	3	5	6	7	5	8	4	5

## Intelligent

Very	29	33	27	37	28	34	25	32	31	28	27	30	29	30	34	23	37	27	29	31	22
Slightly	61	62	64	52	61	59	65	61	59	63	56	61	61	62	57	65	52	61	60	63	70
<b>TOTAL VERY / SLIGHTLY</b>	<b>90</b>	<b>95</b>	<b>91</b>	<b>89</b>	<b>89</b>	<b>93</b>	<b>90</b>	<b>93</b>	<b>90</b>	<b>91</b>	<b>83</b>	<b>91</b>	<b>90</b>	<b>92</b>	<b>91</b>	<b>88</b>	<b>89</b>	<b>88</b>	<b>89</b>	<b>94</b>	<b>92</b>
Not very	6	4	5	8	6	5	5	5	5	6	4	4	7	6	5	7	6	7	5	4	6
Not at all	1	0	1	2	2	1	1	1	1	1	1	1	1	1	1	1	2	1	1	0	0
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>6</b>
Don't know	4	1	4	1	3	1	5	2	4	3	12	4	3	1	3	4	4	4	5	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Good-looking</b>																					
Very	5	6	5	2	4	6	5	3	6	3	6	8	3	3	5	4	8	4	3	5	6
Slightly	38	38	40	37	42	41	36	35	37	40	36	42	40	34	39	37	44	36	38	39	40
<b>TOTAL VERY / SLIGHTLY</b>	<b>43</b>	<b>44</b>	<b>45</b>	<b>39</b>	<b>46</b>	<b>47</b>	<b>41</b>	<b>38</b>	<b>43</b>	<b>43</b>	<b>42</b>	<b>50</b>	<b>43</b>	<b>37</b>	<b>44</b>	<b>41</b>	<b>52</b>	<b>40</b>	<b>41</b>	<b>44</b>	<b>46</b>
Not very	37	39	34	47	35	38	38	41	36	38	33	29	38	45	38	36	26	41	37	38	38
Not at all	12	11	14	12	10	10	12	13	12	12	10	12	12	13	10	14	13	12	15	10	10
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>49</b>	<b>50</b>	<b>48</b>	<b>59</b>	<b>45</b>	<b>48</b>	<b>50</b>	<b>54</b>	<b>48</b>	<b>50</b>	<b>43</b>	<b>41</b>	<b>50</b>	<b>58</b>	<b>48</b>	<b>50</b>	<b>39</b>	<b>53</b>	<b>52</b>	<b>48</b>	<b>48</b>
Don't know	8	6	7	2	9	5	9	8	10	6	15	9	7	5	7	9	9	8	8	8	6
<b>Disciplined</b>																					
Very	28	32	28	23	27	35	30	23	26	29	13	22	33	33	27	28	27	28	30	28	21
Slightly	44	49	40	42	48	44	39	49	45	44	49	41	42	48	46	42	47	44	44	44	46
<b>TOTAL VERY / SLIGHTLY</b>	<b>72</b>	<b>81</b>	<b>68</b>	<b>65</b>	<b>75</b>	<b>79</b>	<b>69</b>	<b>72</b>	<b>71</b>	<b>73</b>	<b>62</b>	<b>63</b>	<b>75</b>	<b>81</b>	<b>73</b>	<b>70</b>	<b>74</b>	<b>72</b>	<b>74</b>	<b>72</b>	<b>67</b>
Not very	20	16	24	23	18	17	23	19	19	21	22	25	20	15	19	23	16	19	19	22	29
Not at all	4	3	4	12	6	4	4	7	5	3	6	7	3	3	5	3	6	5	3	4	2
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>24</b>	<b>19</b>	<b>28</b>	<b>35</b>	<b>24</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>24</b>	<b>24</b>	<b>28</b>	<b>32</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>26</b>	<b>22</b>	<b>24</b>	<b>22</b>	<b>26</b>	<b>31</b>
Don't know	3	1	3	0	1	1	4	1	4	2	11	4	2	1	3	4	3	4	4	2	3
<b>Confident</b>																					
Very	16	19	16	8	20	20	15	13	19	13	10	11	17	20	16	15	22	15	12	16	15
Slightly	45	48	42	53	42	49	43	47	44	47	36	44	46	51	47	43	43	44	45	45	53
<b>TOTAL VERY / SLIGHTLY</b>	<b>61</b>	<b>67</b>	<b>58</b>	<b>61</b>	<b>62</b>	<b>69</b>	<b>58</b>	<b>60</b>	<b>63</b>	<b>60</b>	<b>46</b>	<b>55</b>	<b>63</b>	<b>71</b>	<b>63</b>	<b>58</b>	<b>65</b>	<b>59</b>	<b>57</b>	<b>61</b>	<b>68</b>
Not very	28	26	29	29	26	24	30	29	25	30	34	30	27	24	26	30	26	29	29	26	24
Not at all	8	6	9	10	11	6	7	9	9	8	10	12	9	4	8	8	6	8	10	10	5
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>36</b>	<b>32</b>	<b>38</b>	<b>39</b>	<b>37</b>	<b>30</b>	<b>37</b>	<b>38</b>	<b>34</b>	<b>38</b>	<b>44</b>	<b>42</b>	<b>36</b>	<b>28</b>	<b>34</b>	<b>38</b>	<b>32</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>29</b>
Don't know	3	0	3	0	1	1	4	1	4	2	10	4	2	1	3	3	3	3	4	2	3
<b>Patriotic</b>																					
Very	32	48	22	20	51	52	29	23	36	28	15	20	32	49	30	35	34	30	36	32	30
Slightly	35	36	35	56	28	33	32	43	31	38	30	34	38	33	36	33	31	39	31	34	37
<b>TOTAL VERY / SLIGHTLY</b>	<b>67</b>	<b>84</b>	<b>57</b>	<b>76</b>	<b>79</b>	<b>85</b>	<b>61</b>	<b>66</b>	<b>67</b>	<b>66</b>	<b>45</b>	<b>54</b>	<b>70</b>	<b>82</b>	<b>66</b>	<b>68</b>	<b>65</b>	<b>69</b>	<b>67</b>	<b>66</b>	<b>67</b>
Not very	18	11	26	8	13	9	23	20	16	20	21	27	16	12	19	17	22	17	16	20	18
Not at all	9	4	11	12	4	3	10	9	10	9	16	12	10	4	10	9	6	10	9	11	11
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>27</b>	<b>15</b>	<b>37</b>	<b>20</b>	<b>17</b>	<b>12</b>	<b>33</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>37</b>	<b>39</b>	<b>26</b>	<b>16</b>	<b>29</b>	<b>26</b>	<b>28</b>	<b>27</b>	<b>25</b>	<b>31</b>	<b>29</b>
Don't know	6	2	6	4	3	3	6	5	7	5	17	6	4	2	5	6	7	5	9	4	5
<b>Awkward</b>																					
Very	9	7	11	16	5	8	8	11	11	7	16	13	7	5	9	9	8	10	9	9	4
Slightly	35	36	36	34	34	33	36	37	36	34	33	40	39	27	37	32	35	35	36	36	33
<b>TOTAL VERY / SLIGHTLY</b>	<b>44</b>	<b>43</b>	<b>47</b>	<b>50</b>	<b>39</b>	<b>41</b>	<b>44</b>	<b>48</b>	<b>47</b>	<b>41</b>	<b>49</b>	<b>53</b>	<b>46</b>	<b>32</b>	<b>46</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>37</b>
Not very	33	36	30	35	40	38	30	33	30	36	29	29	32	40	34	33	32	36	31	30	42
Not at all	18	18	18	14	21	19	19	15	17	19	8	12	19	25	15	21	20	15	16	21	19
<b>TOTAL NOT VERY / NOT AT ALL</b>	<b>51</b>	<b>54</b>	<b>48</b>	<b>49</b>	<b>61</b>	<b>57</b>	<b>49</b>	<b>48</b>	<b>47</b>	<b>55</b>	<b>37</b>	<b>41</b>	<b>51</b>	<b>65</b>	<b>49</b>	<b>54</b>	<b>52</b>	<b>51</b>	<b>47</b>	<b>51</b>	<b>61</b>
Don't know	5	3	5	1	1	2	6	3	6	4	13	5	3	3	5	5	5	4	8	3	3