

# YouGov Survey Results

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 21st February 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Vote if Boris were Con leader			
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Lon-don	Rest of South	Midlands / Wales	North	Scot-land	Con	Lab	Lib Dem	Other
<b>Weighted Sample</b>	<b>2141</b>	<b>530</b>	<b>641</b>	<b>134</b>	<b>197</b>	<b>652</b>	<b>534</b>	<b>419</b>	<b>1038</b>	<b>1103</b>	<b>255</b>	<b>542</b>	<b>732</b>	<b>612</b>	<b>1220</b>	<b>921</b>	<b>274</b>	<b>696</b>	<b>458</b>	<b>527</b>	<b>186</b>	<b>540</b>	<b>612</b>	<b>145</b>	<b>363</b>
<b>Unweighted Sample</b>	<b>2141</b>	<b>510</b>	<b>648</b>	<b>102</b>	<b>225</b>	<b>633</b>	<b>530</b>	<b>428</b>	<b>1045</b>	<b>1096</b>	<b>205</b>	<b>445</b>	<b>871</b>	<b>620</b>	<b>1380</b>	<b>761</b>	<b>330</b>	<b>662</b>	<b>431</b>	<b>512</b>	<b>206</b>	<b>503</b>	<b>629</b>	<b>118</b>	<b>427</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	<b>32</b>	100	0	0	0	74	3	11	33	32	27	32	29	38	37	25	32	45	33	22	14	83	2	18	5
Lab	<b>39</b>	0	100	0	0	5	86	40	38	40	38	44	41	33	36	43	39	29	38	54	33	6	97	5	2
Lib Dem	<b>8</b>	0	0	100	0	2	1	31	8	8	13	7	8	7	9	6	12	7	8	8	7	2	1	76	3
Other	<b>21</b>	0	0	0	100	19	10	18	21	20	21	17	21	22	17	26	17	19	21	15	46	8	1	1	89

## Other Parties Voting Intention

UKIP	<b>12</b>	0	0	0	100	17	4	7	12	11	9	8	11	17	8	17	11	14	13	12	3	8	0	1	49
SNP / PCY	<b>5</b>	0	0	0	0	1	4	4	4	5	5	5	6	3	5	5	1	1	4	0	38	0	0	0	23
Green	<b>2</b>	0	0	0	0	1	1	5	2	2	5	3	2	1	3	2	3	2	3	2	3	0	0	0	11
Other	<b>1</b>	0	0	0	0	0	0	2	1	1	1	2	2	1	1	1	1	1	2	0	2	0	0	0	2
BNP	<b>0</b>	0	0	0	0	0	0	0	1	0	2	0	1	0	0	1	1	0	1	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	0	3	3	3	7	10	15	13	8	3	7	10	8	9	9	8	7	2	1	0	4
Don't know	<b>15</b>	0	0	0	0	11	11	22	10	19	14	18	14	12	14	15	16	13	16	15	12	7	4	8	11

## Do you approve or disapprove of the Government's record to date?

Approve	<b>30</b>	84	5	35	18	63	7	23	34	26	28	28	27	37	36	22	33	37	30	24	18	71	5	44	15
Disapprove	<b>57</b>	8	91	50	75	27	86	65	56	59	52	55	62	56	53	63	52	50	59	64	68	21	91	43	75
Don't know	<b>13</b>	8	4	15	7	9	7	12	10	15	20	17	11	8	11	15	16	13	10	11	14	7	3	13	10

## Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>32</b>	98	1	3	1	73	4	12	33	32	27	33	28	38	37	26	33	44	31	23	15	83	3	18	3
Lab	<b>37</b>	1	97	3	1	4	82	38	37	37	39	39	39	31	35	40	36	27	38	52	31	5	96	1	2
Lib Dem	<b>8</b>	0	1	87	0	2	1	30	7	9	11	8	8	7	9	6	11	8	7	8	5	3	1	77	2
Other	<b>23</b>	1	1	6	98	20	13	20	23	23	24	20	25	23	19	29	20	21	24	17	49	9	0	3	93

## Non Voters

Would Not Vote	<b>8</b>	0	1	1	2	3	4	4	7	9	13	10	8	4	7	9	6	9	8	8	7	3	0	0	1
Don't know	<b>12</b>	1	3	3	0	9	10	15	9	16	13	16	12	9	11	14	14	10	12	15	12	3	2	3	1

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<b>Weighted Sample</b>	<b>2141</b>	<b>530</b>	<b>641</b>	<b>134</b>	<b>197</b>	<b>652</b>	<b>534</b>	<b>419</b>	<b>1038</b>	<b>1103</b>	<b>255</b>	<b>542</b>	<b>732</b>	<b>612</b>	<b>1220</b>	<b>921</b>	<b>274</b>	<b>696</b>	<b>458</b>	<b>527</b>	<b>186</b>	<b>540</b>	<b>612</b>	<b>145</b>	<b>363</b>
Unweighted Sample	2141	510	648	102	225	633	530	428	1045	1096	205	445	871	620	1380	761	330	662	431	512	206	503	629	118	427
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine that at the next election the party leaders were Boris Johnson for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>33</b>	89	5	10	20	73	5	18	36	29	27	37	28	36	36	28	37	43	34	23	11	100	0	0	0
Lab	<b>37</b>	2	92	3	1	4	81	36	36	37	38	36	39	34	35	39	37	29	37	49	33	0	100	0	0
Lib Dem	<b>9</b>	5	1	80	0	5	2	28	7	11	11	8	8	9	11	6	11	9	8	9	6	0	0	100	0
Other	<b>22</b>	4	1	8	79	18	13	18	21	23	25	18	24	21	19	26	15	19	22	19	51	0	0	0	100
<b>Non Voters</b>																									
Would Not Vote	<b>8</b>	3	1	1	2	6	4	3	7	9	13	9	8	6	7	10	7	9	8	8	7	0	0	0	0
Don't know	<b>14</b>	11	4	5	2	13	9	16	10	18	15	17	14	11	14	15	14	14	12	17	13	0	0	0	0

Thinking about Boris Johnson, which of the following qualities do you think he has?  
Please tick all that apply.

Charismatic	<b>49</b>	69	36	58	53	64	38	53	54	44	51	49	48	50	54	43	59	59	44	39	39	73	37	57	43
Sticks to what he believes in	<b>25</b>	42	16	27	35	40	16	22	27	24	24	22	27	28	24	27	25	31	24	22	17	49	14	24	20
Honest	<b>20</b>	34	13	16	25	30	12	18	24	17	25	22	18	19	21	19	19	24	20	17	17	44	10	13	18
Strong	<b>18</b>	35	10	16	21	31	9	15	20	16	15	18	16	21	20	15	18	22	16	17	8	44	7	14	9
In touch with the concerns of ordinary people	<b>17</b>	34	9	13	27	31	9	13	20	15	15	15	17	21	18	16	15	22	18	14	12	41	7	8	12
Decisive	<b>15</b>	25	9	14	19	26	7	13	16	13	9	14	13	20	16	13	16	18	12	13	9	35	6	12	9
A natural leader	<b>14</b>	25	8	21	15	23	9	16	17	12	13	14	14	16	16	11	18	17	14	11	10	35	5	13	8
Good in a crisis	<b>10</b>	18	4	13	16	17	5	6	12	8	8	9	9	13	12	7	10	12	12	7	7	25	3	8	9
None of these	<b>24</b>	6	38	20	24	9	39	25	24	25	20	20	26	27	23	26	17	19	28	29	31	2	42	21	33
Don't know	<b>10</b>	5	9	5	5	8	9	8	7	13	15	13	9	8	7	15	8	6	11	15	15	4	8	3	6

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<b>Weighted Sample</b>	<b>2141</b>	<b>530</b>	<b>641</b>	<b>134</b>	<b>197</b>	<b>652</b>	<b>534</b>	<b>419</b>	<b>1038</b>	<b>1103</b>	<b>255</b>	<b>542</b>	<b>732</b>	<b>612</b>	<b>1220</b>	<b>921</b>	<b>274</b>	<b>696</b>	<b>458</b>	<b>527</b>	<b>186</b>	<b>540</b>	<b>612</b>	<b>145</b>	<b>363</b>
Unweighted Sample	2141	510	648	102	225	633	530	428	1045	1096	205	445	871	620	1380	761	330	662	431	512	206	503	629	118	427
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some criticisms of Boris Johnson that different people have made. In each case, do you agree or disagree?

**He is not serious enough to be trusted with big national decisions**

Agree strongly	24	7	44	27	21	9	42	26	26	22	22	22	25	25	25	23	26	18	24	30	27	3	46	28	29
Tend to agree	34	34	31	37	33	34	33	36	32	35	41	33	33	32	36	31	38	35	33	30	37	26	33	43	41
<b>TOTAL AGREE</b>	<b>58</b>	<b>41</b>	<b>75</b>	<b>64</b>	<b>54</b>	<b>43</b>	<b>75</b>	<b>62</b>	<b>58</b>	<b>57</b>	<b>63</b>	<b>55</b>	<b>58</b>	<b>57</b>	<b>61</b>	<b>54</b>	<b>64</b>	<b>53</b>	<b>57</b>	<b>60</b>	<b>64</b>	<b>29</b>	<b>79</b>	<b>71</b>	<b>70</b>
Tend to disagree	22	37	11	20	26	32	9	21	22	21	19	21	21	24	24	19	22	27	22	18	13	43	10	18	17
Disagree strongly	8	13	6	7	14	13	4	8	10	7	5	10	8	8	7	10	8	11	7	7	4	21	3	3	5
<b>TOTAL DISAGREE</b>	<b>30</b>	<b>50</b>	<b>17</b>	<b>27</b>	<b>40</b>	<b>45</b>	<b>13</b>	<b>29</b>	<b>32</b>	<b>28</b>	<b>24</b>	<b>31</b>	<b>29</b>	<b>32</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>38</b>	<b>29</b>	<b>25</b>	<b>17</b>	<b>64</b>	<b>13</b>	<b>21</b>	<b>22</b>
Don't know	13	9	9	10	7	11	11	10	10	15	13	13	12	11	9	18	6	10	14	15	19	7	8	8	8

**His not been an effective Mayor of London**

Agree strongly	10	2	21	7	8	4	21	6	12	9	11	9	11	11	10	12	13	6	10	14	12	1	22	6	11
Tend to agree	17	11	26	20	14	9	25	18	16	17	18	18	15	18	16	17	24	17	15	16	12	8	27	25	21
<b>TOTAL AGREE</b>	<b>27</b>	<b>13</b>	<b>47</b>	<b>27</b>	<b>22</b>	<b>13</b>	<b>46</b>	<b>24</b>	<b>28</b>	<b>26</b>	<b>29</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>37</b>	<b>23</b>	<b>25</b>	<b>30</b>	<b>24</b>	<b>9</b>	<b>49</b>	<b>31</b>	<b>32</b>
Tend to disagree	32	42	23	38	41	43	20	34	33	31	30	31	33	32	35	28	38	37	28	27	25	43	23	36	33
Disagree strongly	15	28	8	14	20	25	10	13	18	13	13	16	13	17	17	13	19	19	17	9	8	38	6	12	10
<b>TOTAL DISAGREE</b>	<b>47</b>	<b>70</b>	<b>31</b>	<b>52</b>	<b>61</b>	<b>68</b>	<b>30</b>	<b>47</b>	<b>51</b>	<b>44</b>	<b>43</b>	<b>47</b>	<b>46</b>	<b>49</b>	<b>52</b>	<b>41</b>	<b>57</b>	<b>56</b>	<b>45</b>	<b>36</b>	<b>33</b>	<b>81</b>	<b>29</b>	<b>48</b>	<b>43</b>
Don't know	26	17	22	21	16	19	24	29	21	31	29	26	28	22	22	31	6	20	31	34	42	11	22	22	25

**His private life, and affairs with various women, shows that he cannot be trusted**

Agree strongly	12	2	24	10	11	4	25	9	13	11	9	10	13	15	12	13	9	8	13	20	10	1	25	7	14
Tend to agree	20	17	24	23	20	16	22	23	20	20	22	21	19	19	22	17	18	22	19	19	20	11	25	32	22
<b>TOTAL AGREE</b>	<b>32</b>	<b>19</b>	<b>48</b>	<b>33</b>	<b>31</b>	<b>20</b>	<b>47</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>30</b>	<b>32</b>	<b>39</b>	<b>30</b>	<b>12</b>	<b>50</b>	<b>39</b>	<b>36</b>
Tend to disagree	28	39	21	34	34	39	21	26	30	27	30	28	29	27	31	25	35	29	29	24	28	40	20	32	32
Disagree strongly	14	22	9	17	18	20	9	17	18	11	14	15	15	13	14	14	20	18	12	9	11	31	6	12	12
<b>TOTAL DISAGREE</b>	<b>42</b>	<b>61</b>	<b>30</b>	<b>51</b>	<b>52</b>	<b>59</b>	<b>30</b>	<b>43</b>	<b>48</b>	<b>38</b>	<b>44</b>	<b>43</b>	<b>44</b>	<b>40</b>	<b>45</b>	<b>39</b>	<b>55</b>	<b>47</b>	<b>41</b>	<b>33</b>	<b>39</b>	<b>71</b>	<b>26</b>	<b>44</b>	<b>44</b>
Don't know	25	19	22	16	17	21	24	25	19	31	25	26	24	25	21	31	18	24	27	27	32	17	24	17	21

**He has not been sufficiently loyal to David Cameron to be leader of his party**

Agree strongly	8	3	14	8	7	4	14	5	8	7	4	6	8	10	7	9	7	4	9	11	7	2	14	11	8
Tend to agree	21	22	23	23	19	22	22	20	21	21	20	21	18	24	23	18	20	24	19	19	21	17	24	28	22
<b>TOTAL AGREE</b>	<b>29</b>	<b>25</b>	<b>37</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>36</b>	<b>25</b>	<b>29</b>	<b>28</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>28</b>	<b>19</b>	<b>38</b>	<b>39</b>	<b>30</b>
Tend to disagree	30	41	24	39	35	39	24	33	34	26	27	30	31	30	32	27	32	32	31	27	27	45	24	34	30
Disagree strongly	11	13	10	17	18	13	10	12	14	7	13	11	11	9	12	9	16	11	11	8	7	20	7	11	10
<b>TOTAL DISAGREE</b>	<b>41</b>	<b>54</b>	<b>34</b>	<b>56</b>	<b>53</b>	<b>52</b>	<b>34</b>	<b>45</b>	<b>48</b>	<b>33</b>	<b>40</b>	<b>41</b>	<b>42</b>	<b>39</b>	<b>44</b>	<b>36</b>	<b>48</b>	<b>43</b>	<b>42</b>	<b>35</b>	<b>34</b>	<b>65</b>	<b>31</b>	<b>45</b>	<b>40</b>
Don't know	31	21	30	14	22	22	30	31	23	38	36	32	31	27	26	37	25	29	31	34	37	16	31	16	29

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

**He is more interested in his image than in deciding the best policies**

Agree strongly	18	4	33	14	18	7	32	19	19	16	15	11	20	22	18	17	22	12	17	24	18	1	36	11	22
Tend to agree	26	23	29	36	22	23	29	30	28	24	31	28	22	27	28	24	25	26	28	23	30	14	31	44	29
<b>TOTAL AGREE</b>	<b>44</b>	<b>27</b>	<b>62</b>	<b>50</b>	<b>40</b>	<b>30</b>	<b>61</b>	<b>49</b>	<b>47</b>	<b>40</b>	<b>46</b>	<b>39</b>	<b>42</b>	<b>49</b>	<b>46</b>	<b>41</b>	<b>47</b>	<b>38</b>	<b>45</b>	<b>47</b>	<b>48</b>	<b>15</b>	<b>67</b>	<b>55</b>	<b>51</b>
Tend to disagree	26	40	16	32	32	39	16	23	28	25	24	26	28	25	28	24	30	31	26	20	22	47	14	28	25
Disagree strongly	11	18	8	8	14	15	7	10	12	9	6	13	12	9	10	11	11	13	10	10	4	25	4	5	8
<b>TOTAL DISAGREE</b>	<b>37</b>	<b>58</b>	<b>24</b>	<b>40</b>	<b>46</b>	<b>54</b>	<b>23</b>	<b>33</b>	<b>40</b>	<b>34</b>	<b>30</b>	<b>39</b>	<b>40</b>	<b>34</b>	<b>38</b>	<b>35</b>	<b>41</b>	<b>44</b>	<b>36</b>	<b>30</b>	<b>26</b>	<b>72</b>	<b>18</b>	<b>33</b>	<b>33</b>
Don't know	20	15	14	11	14	16	15	18	14	25	24	21	19	17	16	25	12	19	19	23	26	12	14	12	16

**He is too right-wing**

Agree strongly	14	1	29	13	9	4	27	16	16	12	8	12	15	17	14	14	15	10	13	18	19	0	31	11	19
Tend to agree	17	10	23	28	17	10	22	21	17	16	23	15	16	16	19	13	17	18	13	16	22	6	25	28	19
<b>TOTAL AGREE</b>	<b>31</b>	<b>11</b>	<b>52</b>	<b>41</b>	<b>26</b>	<b>14</b>	<b>49</b>	<b>37</b>	<b>33</b>	<b>28</b>	<b>31</b>	<b>27</b>	<b>31</b>	<b>33</b>	<b>33</b>	<b>27</b>	<b>32</b>	<b>28</b>	<b>26</b>	<b>34</b>	<b>41</b>	<b>6</b>	<b>56</b>	<b>39</b>	<b>38</b>
Tend to disagree	26	44	13	30	31	42	14	23	29	23	25	24	26	27	28	24	33	27	26	23	18	48	11	28	25
Disagree strongly	9	19	5	7	14	16	4	8	13	6	8	11	8	9	10	8	12	11	9	6	6	24	2	6	9
<b>TOTAL DISAGREE</b>	<b>35</b>	<b>63</b>	<b>18</b>	<b>37</b>	<b>45</b>	<b>58</b>	<b>18</b>	<b>31</b>	<b>42</b>	<b>29</b>	<b>33</b>	<b>35</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>32</b>	<b>45</b>	<b>38</b>	<b>35</b>	<b>29</b>	<b>24</b>	<b>72</b>	<b>13</b>	<b>34</b>	<b>34</b>
Don't know	34	26	30	21	29	28	32	33	25	43	36	38	34	31	29	42	22	34	39	37	35	21	30	27	29

**Boris Johnson's term as Mayor ends in May 2016. The coming general election will take place a year earlier, in May 2015. If Mr Johnson wishes to return to Parliament, do you think he should...**

Stand for election as an MP next year and, if elected, stand down immediately as Mayor of London	22	24	22	23	20	23	22	28	25	19	13	22	22	25	23	20	19	23	22	21	24	30	22	26	19
Stand for election next year and, if elected as an MP, remain Mayor and do both jobs until his term of Mayor ends in 2016	16	26	10	19	25	25	9	14	17	15	11	17	17	15	16	15	17	17	17	14	10	34	7	11	13
Not stand for election as an MP until after his term as Mayor ends in 2016	39	39	46	46	39	38	45	37	40	39	46	32	39	43	44	33	48	39	38	37	39	29	48	53	42
Don't know	23	11	23	11	16	14	24	20	19	27	29	28	22	17	16	32	16	21	22	28	28	7	23	10	25

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	78	128
Male 25 to 39	203	270
Male 40 to 59	442	362
Male 60 +	322	278
Female 18 to 24	127	126
Female 25 to 39	242	272
Female 40 to 59	429	370
Female 60 +	298	334
<b>Region</b>		
North England	512	527
Midlands	312	351
1	230	206
London	330	274
South England	432	490
Wales	119	107
Scotland	206	186
<b>Social Grade</b>		
AB	818	599
C1	562	621
C2	311	450
DE	450	471
<b>Newspaper Type</b>		
Express / Mail	407	343
Sun / Star	223	503
Mirror / Record	139	214
Guardian / Independent	151	96
FT / Times / Telegraph	145	203
Other Paper	332	246
No Paper	744	535
<b>Political Party Identification</b>		
Labour	691	685
Conservative	569	599
Liberal Democrat	165	236
SNP/Plaid Cymru	53	36
Others	147	49
None/ DK	516	535

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)