

YouGov / Freuds Survey Results

Sample Size: 2001 GB Adults
Fieldwork: 29th - 30th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					How likely are you to vote?		
	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	Definitely /Probably will vote	Definitely/ Probably will not vote	Don't know
Weighted Sample	2001	x	x	x	x	594	493	373	970	1031	238	506	684	572	1141	860	256	650	428	492	174	1781	116	104
Unweighted Sample	2001	558	558	100	224	581	483	385	948	1053	219	402	746	634	1361	640	201	695	409	519	177	1800	108	93
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?
Voters have become less engaged with politicians because of their attempts to portray themselves as something they are not

Strongly agree	23	12	27	19	35	14	25	29	25	21	21	23	24	22	23	23	23	22	19	26	27	23	23	19
Tend to agree	50	57	52	53	47	54	49	51	49	51	48	46	49	56	50	50	52	50	52	49	48	52	38	32
TOTAL AGREE	73	69	79	72	82	68	74	80	74	72	69	69	73	78	73	73	75	72	71	75	75	75	61	51
Tend to disagree	12	17	8	19	10	17	10	9	12	12	12	14	11	10	14	10	12	11	12	14	9	13	5	6
Strongly disagree	2	3	2	2	1	2	2	2	2	1	1	0	3	2	1	2	0	2	2	2	1	2	1	0
TOTAL DISAGREE	14	20	10	21	11	19	12	11	14	13	13	14	14	12	15	12	12	13	14	16	10	15	6	6
Don't know	13	11	11	6	7	12	14	9	12	15	19	16	12	10	12	15	12	16	15	9	14	10	32	44

Politicians could learn a lot about how to connect with voters from how celebrities present themselves on social media

Strongly agree	3	2	5	5	3	2	6	2	4	3	3	6	2	3	4	3	5	3	3	4	3	3	2	5
Tend to agree	25	25	24	40	27	26	22	24	26	24	33	30	23	19	23	28	26	24	24	25	26	25	22	22
TOTAL AGREE	28	27	29	45	30	28	28	26	30	27	36	36	25	22	27	31	31	27	27	29	29	28	24	27
Tend to disagree	30	36	31	31	28	34	29	32	28	32	28	25	30	35	32	28	34	30	31	30	24	31	29	10
Strongly disagree	26	26	27	18	28	25	26	31	29	23	18	23	30	27	28	24	21	27	25	27	28	27	13	17
TOTAL DISAGREE	56	62	58	49	56	59	55	63	57	55	46	48	60	62	60	52	55	57	56	57	52	58	42	27
Don't know	16	11	13	6	14	13	16	12	14	17	18	17	15	15	14	18	14	16	16	14	18	13	34	46

Politicians' attempts to use social media look fake and clumsy

Strongly agree	16	10	18	16	25	12	19	17	19	13	18	16	15	16	15	17	15	16	12	20	16	16	15	13
Tend to agree	48	51	46	53	48	51	43	53	47	48	35	44	49	54	51	44	47	49	51	42	52	49	37	29
TOTAL AGREE	64	61	64	69	73	63	62	70	66	61	53	60	64	70	66	61	62	65	63	62	68	65	52	42
Tend to disagree	14	19	14	11	10	16	15	11	15	13	21	16	15	8	14	14	18	11	11	17	15	15	10	7
Strongly disagree	2	3	2	4	1	2	2	2	2	2	1	3	2	2	2	2	1	2	2	3	2	2	0	4
TOTAL DISAGREE	16	22	16	15	11	18	17	13	17	15	22	19	17	10	16	16	19	13	13	20	17	17	10	11
Don't know	20	17	20	16	16	18	20	17	17	23	25	20	19	20	18	23	20	21	23	18	15	17	38	47

I pay more attention to a politician's image when they are female

Strongly agree	2	1	3	0	2	1	2	1	3	1	2	4	1	1	1	2	5	2	1	1	0	2	0	4
Tend to agree	10	10	10	11	13	11	9	9	9	11	13	12	10	8	10	10	8	9	9	13	7	10	11	10
TOTAL AGREE	12	11	13	11	15	12	11	10	12	12	15	16	11	9	11	12	13	11	10	14	7	12	11	14
Tend to disagree	42	47	40	52	37	42	42	45	43	41	34	42	42	45	43	41	44	43	43	40	39	43	32	27
Strongly disagree	36	35	38	31	45	39	38	39	35	37	34	28	40	40	37	35	32	36	35	38	42	38	22	21
TOTAL DISAGREE	78	82	78	83	82	81	80	84	78	78	68	70	82	85	80	76	76	79	78	78	81	81	54	48
Don't know	10	6	9	6	2	8	8	7	10	10	18	14	7	7	9	12	11	10	12	8	11	7	35	38

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

Judging a politician on their image isn't shallow, a politician's image is a powerful reflection of their political skill and judgment

Strongly agree	5	5	7	3	8	6	8	3	6	5	7	5	6	5	5	6	7	5	5	5	7	6	4	4
Tend to agree	35	47	32	30	36	42	31	32	32	37	34	29	33	43	34	36	28	35	37	39	25	36	29	21
TOTAL AGREE	40	52	39	33	44	48	39	35	38	42	41	34	39	48	39	42	35	40	42	44	32	42	33	25
Tend to disagree	31	30	29	47	31	33	31	36	33	30	27	35	33	27	35	27	37	31	30	27	36	33	24	15
Strongly disagree	17	11	22	17	18	10	19	22	19	15	13	16	18	18	17	17	16	16	14	18	20	17	12	12
TOTAL DISAGREE	48	41	51	64	49	43	50	58	52	45	40	51	51	45	52	44	53	47	44	45	56	50	36	27
Don't know	12	8	10	3	7	9	11	7	11	13	19	15	10	8	10	14	12	12	13	10	12	8	32	48

Being significantly overweight would decrease a politician's chances of being elected Prime Minister

Strongly agree	9	10	8	10	12	10	8	7	11	7	12	8	8	9	10	7	12	10	7	9	7	9	7	8
Tend to agree	37	42	36	49	32	39	35	43	36	38	32	39	33	42	39	34	45	39	31	35	38	39	25	16
TOTAL AGREE	46	52	44	59	44	49	43	50	47	45	44	47	41	51	49	41	57	49	38	44	45	48	32	24
Tend to disagree	28	28	29	26	32	28	30	28	30	26	23	28	30	27	27	29	22	27	32	29	26	29	25	14
Strongly disagree	11	10	13	6	15	10	13	8	8	14	11	8	14	10	10	13	11	9	12	12	14	11	12	11
TOTAL DISAGREE	39	38	42	32	47	38	43	36	38	40	34	36	44	37	37	42	33	36	44	41	40	40	37	25
Don't know	15	10	13	9	10	12	15	14	14	15	23	17	14	11	14	17	10	15	18	15	15	12	31	51