

YouGov Survey Results

Sample Size: 1939 GB Adults
Fieldwork: 29th - 30th January 2013

	Voting intention				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 1939	498	642	157	113	573	502	435	942	997	235	494	663	547	1105	834	248	630	415	477	169	
Unweighted Sample 1939	468	653	139	160	565	508	452	934	1005	169	482	762	526	1306	633	311	666	370	433	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the political party you normally supported nominated a generally well-qualified candidate in your area, would you consider voting for this person if you learned that they had done one of the following?

[Respondents saw a random selection of 12 statements]

Dabbled in witchcraft

Yes, I would consider voting for this person	5	2	7	9	1	2	5	6	6	4	4	6	6	2	4	6	5	4	5	6	5
This does not affect my decision	41	36	45	41	29	32	45	43	46	36	53	51	41	27	42	40	36	39	43	41	50
No, I would not vote for this person	54	62	48	50	70	67	50	51	48	60	42	44	53	71	54	55	59	57	52	53	45

Been photographed wearing a Nazi uniform

Yes, I would consider voting for this person	4	5	4	6	2	5	3	2	6	1	6	3	5	1	3	4	8	2	1	6	3
This does not affect my decision	27	32	20	25	39	29	18	25	35	20	33	31	27	21	26	28	23	32	27	25	21
No, I would not vote for this person	69	64	76	69	59	67	78	73	59	79	61	66	68	78	71	68	69	66	72	69	77

Had claimed expenses they weren't entitled to

Yes, I would consider voting for this person	2	1	4	9	0	2	2	4	3	2	2	6	2	0	3	2	4	0	4	3	3
This does not affect my decision	11	9	12	16	2	6	13	9	14	8	19	18	10	2	9	13	8	12	8	14	7
No, I would not vote for this person	87	90	84	75	98	92	86	87	83	91	79	77	88	98	88	85	88	88	88	83	90

Employed an illegal immigrant in his or her household

Yes, I would consider voting for this person	4	1	6	11	1	2	4	6	5	3	4	8	3	2	4	5	6	2	4	5	6
This does not affect my decision	22	18	27	30	10	16	24	23	26	19	31	29	19	15	25	18	30	19	23	22	20
No, I would not vote for this person	74	81	67	59	89	81	73	72	69	78	65	64	78	83	71	77	64	79	73	74	73

Frequented prostitutes

Yes, I would consider voting for this person	4	2	5	9	1	3	2	3	6	1	5	5	5	1	3	5	9	3	2	4	5
This does not affect my decision	28	24	31	28	37	24	29	31	35	22	32	29	32	21	27	30	32	26	30	29	27
No, I would not vote for this person	68	74	64	63	62	73	69	66	59	77	63	65	63	78	70	65	59	72	68	67	68

Accepted cash gifts while in office

Yes, I would consider voting for this person	2	1	4	1	3	2	2	2	2	2	1	3	3	0	1	3	3	0	3	3	0
This does not affect my decision	13	11	12	16	2	9	15	12	15	11	27	20	11	4	13	13	15	13	13	15	10
No, I would not vote for this person	85	87	84	83	96	89	83	86	82	87	71	77	86	96	86	84	81	87	84	83	90

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

Improperly failed to report all their income to the taxman

Yes, I would consider voting for this person	3	1	4	4	0	1	4	3	4	1	9	3	2	0	2	3	3	2	2	4	0
This does not affect my decision	11	12	10	14	9	10	14	10	11	10	9	14	13	6	10	11	12	8	13	13	5
No, I would not vote for this person	87	88	86	82	91	89	82	87	85	89	82	84	85	93	87	86	85	89	85	83	95

Supported violent protests

Yes, I would consider voting for this person	4	2	5	10	5	2	3	6	5	3	4	5	5	3	3	5	5	4	5	3	4
This does not affect my decision	18	8	23	15	26	9	20	19	22	14	31	18	19	10	16	19	16	17	20	21	8
No, I would not vote for this person	78	89	73	75	69	89	77	74	73	83	65	77	77	87	80	76	79	80	76	75	88

Opposed inter-racial marriage

Yes, I would consider voting for this person	5	8	5	6	14	7	4	5	8	2	2	5	5	7	5	6	6	3	6	7	4
This does not affect my decision	28	36	23	18	35	37	26	17	30	26	20	23	25	39	23	34	23	29	26	30	31
No, I would not vote for this person	67	56	72	76	50	55	70	78	62	71	77	71	70	55	72	60	71	68	68	62	66

Smoked marijuana

Yes, I would consider voting for this person	10	6	11	25	9	8	10	16	14	6	11	16	11	4	11	9	16	9	9	9	9
This does not affect my decision	53	45	59	51	44	44	55	58	54	52	48	59	57	44	55	49	45	56	52	50	59
No, I would not vote for this person	37	48	31	25	47	49	35	27	32	43	40	26	32	52	35	41	39	34	40	40	32

Used cocaine

Yes, I would consider voting for this person	4	3	6	11	2	2	4	7	7	2	3	8	5	1	4	5	7	3	5	4	4
This does not affect my decision	30	24	32	31	24	21	29	35	34	27	37	39	32	17	30	30	31	29	33	26	35
No, I would not vote for this person	66	73	62	58	74	77	67	58	60	71	60	53	64	82	66	65	62	67	62	70	61

Were educated at a public school

Yes, I would consider voting for this person	16	22	14	22	20	21	13	13	17	15	24	19	14	12	17	15	21	15	16	16	12
This does not affect my decision	71	76	70	65	69	72	68	75	70	73	68	71	72	73	71	73	68	73	71	70	75
No, I would not vote for this person	13	2	16	13	11	7	19	12	13	12	8	10	15	15	13	12	11	12	13	14	13

Had been photographed holding a gun

Yes, I would consider voting for this person	4	4	5	5	7	5	3	4	7	2	1	6	7	2	4	4	8	3	3	5	6
This does not affect my decision	41	45	37	44	53	44	37	46	51	33	38	45	42	37	42	40	38	44	42	38	42
No, I would not vote for this person	55	51	58	50	40	52	61	50	42	65	61	49	51	61	54	56	54	53	55	57	52

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Had directed pornographic films																					
Yes, I would consider voting for this person	6	5	8	7	2	5	7	3	9	2	9	6	8	1	5	7	10	4	3	8	5
This does not affect my decision	32	29	31	40	36	27	27	39	42	22	39	41	32	19	34	28	30	31	29	30	45
No, I would not vote for this person	63	66	61	53	62	67	66	58	49	76	52	53	60	80	61	65	60	65	68	62	50
Implemented policies they knew their constituents would not like																					
Yes, I would consider voting for this person	10	13	12	13	10	11	11	10	14	7	11	14	9	8	10	10	13	6	13	11	12
This does not affect my decision	30	34	25	41	26	27	31	33	33	28	32	34	31	26	35	24	29	32	27	29	36
No, I would not vote for this person	60	53	63	45	63	62	59	56	54	65	58	52	61	66	55	66	57	62	60	61	52
Implemented policies their constituents wanted, despite their own beliefs																					
Yes, I would consider voting for this person	57	58	58	66	69	60	54	65	59	55	51	52	59	61	59	55	55	61	59	53	53
This does not affect my decision	27	27	28	22	17	23	31	22	28	25	30	30	25	24	26	28	30	23	26	29	28
No, I would not vote for this person	16	16	13	12	14	18	15	12	14	19	19	18	16	15	16	18	14	16	15	18	18
Told lies																					
Yes, I would consider voting for this person	3	3	4	9	4	3	3	5	5	1	5	3	4	1	2	4	3	2	6	3	3
This does not affect my decision	15	16	16	15	6	12	20	7	17	13	24	19	16	8	15	15	16	15	12	16	19
No, I would not vote for this person	82	81	81	76	91	85	77	88	78	85	72	78	80	91	83	81	81	84	83	81	78
Been unfaithful to spouse																					
Yes, I would consider voting for this person	6	6	9	4	2	5	7	5	8	3	7	6	7	3	4	7	7	3	5	8	5
This does not affect my decision	56	55	57	54	49	47	57	63	62	50	43	60	57	56	59	52	56	56	51	57	65
No, I would not vote for this person	39	39	34	41	48	48	35	32	30	47	50	34	36	42	37	40	36	41	44	35	30

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

If the political party you normally supported nominated a generally well-qualified candidate in your area, would you consider voting for this person if you learned that they were...

[Respondents saw a random selection of 12 statements]

Vegetarian

Yes, I would consider voting for this person	19	16	21	23	15	17	19	20	18	19	25	20	18	15	19	17	23	15	21	19	18
This does not affect my decision	77	78	77	75	82	77	78	79	76	78	71	73	78	82	77	78	71	81	76	77	79
No, I would not vote for this person	4	6	2	2	4	6	3	1	6	3	4	7	4	3	4	5	6	4	4	4	4

Homosexual

Yes, I would consider voting for this person	17	15	22	29	5	13	19	21	19	15	24	23	16	11	17	17	28	17	15	15	14
This does not affect my decision	71	67	70	67	78	70	70	75	66	76	67	70	75	69	73	67	61	71	73	75	65
No, I would not vote for this person	12	18	9	4	17	17	11	4	15	9	9	7	9	20	9	16	11	12	11	11	21

A homosexual man

Yes, I would consider voting for this person	21	14	29	21	19	17	26	23	21	21	29	24	22	14	22	19	23	16	24	26	16
This does not affect my decision	66	69	60	67	67	66	64	64	61	70	69	66	64	67	68	63	69	71	62	59	69
No, I would not vote for this person	13	17	10	12	14	18	10	13	18	9	2	11	14	19	10	18	8	13	14	15	15

A lesbian

Yes, I would consider voting for this person	18	14	24	22	8	15	23	18	17	20	15	22	20	15	20	17	21	13	24	19	17
This does not affect my decision	71	73	67	76	76	69	67	75	72	70	81	70	70	70	71	71	67	76	64	72	76
No, I would not vote for this person	10	13	9	2	16	15	10	7	11	10	4	9	10	16	9	12	12	10	12	9	8

An atheist

Yes, I would consider voting for this person	21	18	25	26	16	19	22	23	25	17	32	21	23	14	22	20	25	18	22	23	16
This does not affect my decision	71	72	69	71	75	69	70	74	68	74	65	69	71	75	72	69	66	73	68	71	76
No, I would not vote for this person	8	10	6	3	9	12	7	3	7	9	3	9	6	12	6	10	9	9	10	6	8

Muslim

Yes, I would consider voting for this person	14	10	19	19	7	10	17	15	15	13	20	17	14	8	15	12	18	11	13	15	15
This does not affect my decision	58	51	63	70	38	53	60	68	55	62	65	60	58	55	63	53	62	55	64	56	59
No, I would not vote for this person	28	38	18	11	55	38	22	16	30	25	15	23	28	37	22	35	20	34	24	28	26

Jewish

Yes, I would consider voting for this person	17	14	22	23	10	15	20	18	16	18	14	21	16	15	17	16	26	13	18	16	19
This does not affect my decision	76	78	73	73	81	77	75	78	75	76	78	70	76	79	76	75	67	78	75	78	73
No, I would not vote for this person	8	8	5	3	9	8	5	4	9	7	8	9	7	6	7	8	7	9	7	6	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Catholic																					
Yes, I would consider voting for this person	17	15	21	18	9	17	21	14	17	17	13	18	17	16	18	14	20	15	17	16	16
This does not affect my decision	76	77	75	76	77	76	75	77	74	78	78	73	76	77	75	76	73	75	75	77	81
No, I would not vote for this person	8	8	4	6	14	7	4	8	10	6	9	9	7	7	6	9	7	9	8	7	3
A scientologist																					
Yes, I would consider voting for this person	8	6	9	11	1	7	7	8	9	6	14	7	7	6	7	9	10	7	6	9	6
This does not affect my decision	39	38	37	37	41	35	44	35	38	41	39	38	40	40	38	42	37	40	39	43	34
No, I would not vote for this person	53	56	54	51	58	58	49	57	53	53	47	54	53	54	56	49	53	53	55	48	60
Very unattractive																					
Yes, I would consider voting for this person	18	12	27	14	21	13	21	19	22	15	21	22	16	17	17	21	23	18	20	18	10
This does not affect my decision	79	86	71	85	76	82	77	80	76	82	76	74	81	83	81	76	73	80	76	80	87
No, I would not vote for this person	3	2	1	1	3	4	2	1	2	3	2	3	4	1	2	3	4	2	4	2	3
Not very attractive																					
Yes, I would consider voting for this person	18	21	16	15	16	24	12	14	22	15	15	19	18	17	20	15	24	14	26	11	26
This does not affect my decision	79	79	82	84	84	73	86	83	73	83	82	75	80	79	77	81	73	81	72	87	71
No, I would not vote for this person	3	0	2	1	0	3	3	3	5	2	3	6	2	3	3	4	3	5	3	2	3
Not sexy																					
Yes, I would consider voting for this person	12	11	11	26	7	8	10	17	10	13	14	14	12	8	12	12	10	14	9	10	14
This does not affect my decision	85	86	87	74	92	90	88	82	86	84	81	82	84	90	85	85	83	82	90	86	85
No, I would not vote for this person	3	3	3	0	1	2	2	1	4	3	5	4	4	1	3	4	6	4	1	4	1
Attractive																					
Yes, I would consider voting for this person	20	14	26	31	23	24	23	17	23	18	37	29	12	16	20	21	17	10	27	28	24
This does not affect my decision	77	84	74	65	67	72	75	82	75	79	58	69	84	83	78	76	83	86	70	70	73
No, I would not vote for this person	3	3	0	4	10	4	1	1	2	3	5	2	4	1	2	4	1	3	3	2	3
Very attractive																					
Yes, I would consider voting for this person	14	16	19	17	2	13	15	15	16	12	21	16	14	8	13	15	25	11	11	16	8
This does not affect my decision	85	82	81	82	98	86	85	85	83	86	79	83	83	90	86	83	74	88	88	83	86
No, I would not vote for this person	2	2	1	1	0	1	0	1	1	2	0	1	3	2	1	2	1	1	1	1	6
Sexy																					
Yes, I would consider voting for this person	17	17	15	8	18	12	11	19	22	12	27	18	19	9	19	15	16	21	14	13	20
This does not affect my decision	79	80	83	92	82	83	86	80	73	84	66	76	78	87	77	80	79	74	82	83	75
No, I would not vote for this person	5	3	2	0	0	5	3	1	5	4	6	6	3	4	4	5	5	5	4	4	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Competent																					
Yes, I would consider voting for this person	61	61	64	75	50	56	60	72	62	61	53	64	64	58	62	59	59	59	66	61	61
This does not affect my decision	36	39	36	24	39	42	39	24	36	36	43	33	33	40	36	37	39	37	31	37	39
No, I would not vote for this person	3	0	0	1	11	2	1	4	3	3	3	3	3	2	2	4	2	5	3	2	0
Not competent																					
Yes, I would consider voting for this person	4	3	6	0	0	3	6	3	6	1	13	2	2	3	2	5	5	3	3	5	0
This does not affect my decision	13	13	8	18	1	14	7	9	15	12	25	20	14	3	10	17	8	15	14	17	2
No, I would not vote for this person	83	85	86	82	99	83	87	88	78	87	63	78	84	94	87	78	88	83	83	78	98
Incompetent																					
Yes, I would consider voting for this person	2	1	3	0	5	2	1	2	2	1	0	2	2	3	1	3	1	0	5	1	0
This does not affect my decision	11	7	12	10	5	7	10	8	9	12	24	18	6	4	8	14	7	9	9	16	12
No, I would not vote for this person	88	93	85	90	90	91	89	90	89	86	76	80	92	94	91	83	92	91	86	82	88
Obese																					
Yes, I would consider voting for this person	14	11	18	16	11	12	17	14	16	13	20	16	14	9	14	14	15	12	14	15	17
This does not affect my decision	72	70	73	68	73	71	73	73	68	76	63	68	77	75	71	74	69	74	72	72	72
No, I would not vote for this person	14	18	9	16	17	17	10	13	16	12	17	15	9	16	15	12	16	14	14	13	12
Rich																					
Yes, I would consider voting for this person	14	15	17	12	13	15	14	12	16	12	16	15	12	14	15	13	17	12	17	13	13
This does not affect my decision	76	82	72	80	68	78	74	76	74	78	75	76	77	76	77	75	75	78	71	76	81
No, I would not vote for this person	10	3	11	7	18	7	12	12	10	10	9	9	11	11	8	12	8	10	12	11	6
Was not born in the UK																					
Yes, I would consider voting for this person	14	13	16	19	5	13	16	15	15	14	15	17	13	12	15	13	18	12	15	13	16
This does not affect my decision	58	48	62	69	49	50	60	65	57	58	68	60	53	56	63	50	62	57	55	57	60
No, I would not vote for this person	28	39	22	12	47	37	24	19	29	28	17	23	34	32	22	36	20	31	30	30	24

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Weighted Sample 1939	498	642	157	113	573	502	435	942	997	235	494	663	547	1105	834	248	630	415	477	169	
Unweighted Sample	468	653	139	160	565	508	452	934	1005	169	482	762	526	1306	633	311	666	370	433	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the political party you normally supported nominated a generally well-qualified candidate in your area, would you consider voting for this person if you learned that they...

[Respondents saw a random selection of 12 statements]

Are a career politician

Yes, I would consider voting for this person	14	18	14	15	9	15	14	14	15	13	13	18	15	10	15	12	15	15	16	13	4
This does not affect my decision	67	65	71	64	52	66	66	67	65	68	70	67	64	68	66	67	65	63	66	68	77
No, I would not vote for this person	20	17	15	21	39	19	20	19	20	19	17	16	21	22	19	21	20	22	17	19	19

Have extensive personal debts

Yes, I would consider voting for this person	5	2	8	11	4	3	8	9	8	3	11	9	3	2	5	5	5	3	9	7	0
This does not affect my decision	38	31	40	41	28	29	36	37	42	34	38	46	45	21	37	39	37	35	39	36	50
No, I would not vote for this person	57	67	52	48	68	68	57	55	50	64	51	45	53	77	58	56	59	62	51	57	50

Speak a foreign language

Yes, I would consider voting for this person	25	27	27	35	18	26	24	31	27	24	38	27	21	25	27	23	31	20	30	25	27
This does not affect my decision	65	62	64	57	70	61	66	62	65	65	57	65	70	64	68	62	60	67	62	68	66
No, I would not vote for this person	9	11	9	7	12	13	10	7	8	11	5	8	10	12	5	15	9	13	8	7	7

Have a foreign accent

Yes, I would consider voting for this person	10	9	11	16	4	9	13	10	10	11	9	16	8	9	12	9	11	8	15	9	11
This does not affect my decision	67	64	69	75	50	63	65	74	65	69	69	66	66	68	73	60	71	69	64	61	81
No, I would not vote for this person	23	28	20	9	46	29	22	15	25	21	22	18	26	23	16	32	18	24	21	31	8

Were an alcoholic

Yes, I would consider voting for this person	4	3	7	3	0	4	7	4	6	2	6	5	5	2	4	4	4	2	0	9	6
This does not affect my decision	26	23	25	32	25	18	25	29	31	22	42	32	26	13	27	25	33	25	24	22	41
No, I would not vote for this person	70	74	68	65	75	79	68	67	63	76	52	63	70	85	69	70	63	73	75	69	53

Have no children

Yes, I would consider voting for this person	13	17	15	17	7	14	13	15	14	13	4	16	14	14	12	15	12	10	18	12	18
This does not affect my decision	82	80	80	81	89	81	81	81	82	81	92	76	81	83	84	78	81	85	76	83	77
No, I would not vote for this person	5	4	5	2	4	5	6	4	4	6	4	8	5	3	4	7	7	4	6	4	5

Sample Size: 1939 GB Adults
Fieldwork: 29th - 30th January 2013

	Voting intention				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	1939	498	642	157	113	573	502	435	942	997	235	494	663	547	1105	834	248	630	415	477	169
Unweighted Sample	1939	468	653	139	160	565	508	452	934	1005	169	482	762	526	1306	633	311	666	370	433	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Are a small business owner																					
Yes, I would consider voting for this person	31	35	26	46	39	35	26	36	32	30	30	35	30	29	33	28	33	29	33	31	31
This does not affect my decision	65	62	71	53	57	60	69	62	63	67	68	61	66	67	64	67	64	66	63	66	64
No, I would not vote for this person	4	3	2	1	5	4	5	1	5	3	2	4	5	4	3	5	3	4	4	4	6
Are a CEO of a large corporation																					
Yes, I would consider voting for this person	15	24	10	16	12	20	12	13	17	13	13	17	16	13	17	13	21	16	14	12	14
This does not affect my decision	62	64	60	64	54	61	59	64	60	63	72	61	61	59	66	55	63	62	57	63	65
No, I would not vote for this person	23	12	29	20	35	19	29	23	22	24	15	23	22	28	17	32	16	22	29	25	21
Were a professional athlete																					
Yes, I would consider voting for this person	18	19	17	24	14	19	17	19	21	15	18	18	17	18	18	17	19	16	20	18	15
This does not affect my decision	78	77	78	72	80	75	78	78	75	80	77	78	79	76	77	78	72	79	75	79	82
No, I would not vote for this person	5	4	5	4	6	7	5	3	4	5	5	5	4	6	5	5	10	5	5	3	3
Had served in the military																					
Yes, I would consider voting for this person	30	36	31	25	49	39	27	29	33	27	25	27	31	34	29	32	27	33	29	27	36
This does not affect my decision	66	62	67	70	51	59	69	68	64	68	67	68	66	63	67	65	66	64	67	69	63
No, I would not vote for this person	4	1	3	5	0	3	5	3	3	4	7	4	3	3	4	3	7	3	3	4	1
Had embezzled money or cheated on their taxes																					
Yes, I would consider voting for this person	0	0	1	1	0	0	1	0	1	0	0	1	1	0	1	0	0	0	0	0	1
This does not affect my decision	8	7	9	8	1	4	13	6	9	8	15	14	7	2	9	8	9	6	12	10	4
No, I would not vote for this person	91	93	91	91	99	96	86	94	90	92	85	86	92	98	91	92	91	94	87	90	95
Had been convicted of a violent crime																					
Yes, I would consider voting for this person	3	1	5	1	0	1	5	5	5	1	8	1	3	1	2	4	0	2	1	7	2
This does not affect my decision	11	5	13	6	14	4	14	7	14	8	26	15	9	3	11	10	15	9	9	12	11
No, I would not vote for this person	87	94	82	93	86	95	82	89	82	91	66	84	88	97	87	86	85	89	90	81	86
Had been convicted of drunk driving																					
Yes, I would consider voting for this person	4	3	4	5	0	4	4	4	6	2	11	4	3	1	4	4	4	3	3	6	1
This does not affect my decision	34	32	34	36	39	34	38	27	43	25	31	33	40	29	35	33	45	29	34	35	35
No, I would not vote for this person	62	64	62	59	60	62	59	68	51	73	58	63	58	70	61	63	51	68	63	59	64
Believe in evolution																					
Yes, I would consider voting for this person	21	15	24	29	19	16	21	30	25	17	32	25	18	16	23	18	21	20	25	20	19
This does not affect my decision	72	76	69	69	76	76	69	65	70	73	61	70	75	72	70	73	65	72	68	75	75
No, I would not vote for this person	7	9	7	1	5	8	10	4	5	10	7	5	6	11	6	9	14	8	7	5	5

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Fieldwork: 29th - 30th January 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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*	
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Unweighted Sample	1939	468	653	139	160	565	508	452	934	1005	169	482	762	526	1306	633	311	666	370	433	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Believe in creationism or intelligent design																					
Yes, I would consider voting for this person	9	10	10	6	9	9	10	5	10	7	14	11	7	6	8	9	11	7	7	12	5
This does not affect my decision	58	58	56	56	64	61	61	49	57	59	62	55	61	57	57	61	49	64	56	61	52
No, I would not vote for this person	33	32	33	37	27	31	28	46	33	33	24	34	32	37	35	30	40	29	37	27	43
Had appeared on a television reality show																					
Yes, I would consider voting for this person	6	6	6	12	9	5	6	9	8	5	4	8	7	5	6	7	5	6	8	6	5
This does not affect my decision	59	51	60	59	51	53	62	57	59	59	57	62	65	49	59	58	57	57	60	62	56
No, I would not vote for this person	35	44	34	28	40	41	32	34	33	36	39	29	28	46	35	35	38	37	31	32	39
Hired family members																					
Yes, I would consider voting for this person	6	6	8	8	6	6	7	8	7	6	8	9	8	2	5	8	5	7	5	9	1
This does not affect my decision	49	53	44	48	43	48	44	51	48	49	64	56	49	37	52	44	49	52	43	49	49
No, I would not vote for this person	45	41	48	44	51	46	50	41	45	45	29	36	43	60	43	48	46	41	53	42	50
Have directed public contracts to family members																					
Yes, I would consider voting for this person	3	2	4	2	0	2	3	3	3	3	7	6	1	0	4	2	4	4	2	3	1
This does not affect my decision	22	19	21	19	10	16	23	19	21	22	42	33	15	9	23	20	23	24	20	22	17
No, I would not vote for this person	75	79	75	79	89	81	74	78	75	75	50	61	83	91	74	77	73	73	78	75	82
Have claimed government benefits to which he or she was not entitled																					
Yes, I would consider voting for this person	1	2	1	0	4	1	1	2	2	1	3	2	1	0	1	1	2	2	1	0	1
This does not affect my decision	11	7	12	22	3	6	12	11	12	10	16	20	10	2	11	11	15	8	12	12	11
No, I would not vote for this person	88	92	87	78	93	93	88	87	86	89	81	78	88	98	88	88	83	90	87	88	89
Recommended an out-of-work friend for a government job																					
Yes, I would consider voting for this person	10	6	14	11	13	7	13	10	11	9	13	14	10	5	10	10	12	9	8	12	9
This does not affect my decision	57	61	52	55	47	57	57	55	57	57	61	62	58	50	58	56	58	58	50	59	61
No, I would not vote for this person	33	33	34	34	41	36	30	35	32	34	25	24	33	45	32	34	30	34	42	28	30
Supported a tax cut that largely benefited the rich																					
Yes, I would consider voting for this person	5	10	3	2	2	8	2	3	5	4	8	7	4	2	6	3	5	6	2	6	1
This does not affect my decision	25	45	12	24	23	36	12	21	29	22	25	29	27	19	30	19	30	27	27	21	19
No, I would not vote for this person	70	45	85	74	75	56	86	76	66	74	68	64	69	79	64	78	65	67	72	73	80

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.