

THE PARTY LEADERS

Doing well or badly?

David Cameron

	Well	Badly	DK	Net
	%	%	%	%
2014				
February 27-28	41	53	6	-12
February 20-21	39	55	6	-16
February 13-14	41	52	6	-11
February 9-10	41	52	6	-11
January 30-31	41	53	6	-12
January 23-24	41	53	5	-12
January 16-17	39	54	7	-15
January 9-10	37	57	6	-20
2013				
December 12-13	36	55	8	-19
December 05-06	39	54	8	-15
November 28-29	37	55	9	-18
November 21-22	40	53	6	-13
November 14-15	27	56	6	-29
November 7-8	38	56	7	-18
October 31- 1 Nov	38	56	7	-18
October 24-25	36	58	5	-22
October 17-18	38	53	8	-15
October 10-11	41	52	7	-11
October 3-4	41	53	6	-12
September 26-27	38	57	6	-19
September 19-20	40	54	6	-14
September 12-13	40	52	9	-12
September 5-6	39	54	8	-15
August 30-31	36	55	8	-19
August 22-23	38	56	6	-18
August 15-16	39	54	7	-15
August 8-9	39	54	7	-15
August 1-2	39	56	6	-17
July 25-26	38	54	8	-16
July 18-19	37	55	8	-18
July 11-12	34	60	5	-26
July 4-5	36	56	8	-20
June 27-28	38	55	7	-17
June 20-21	37	55	8	-18
June 13-14	34	59	7	-25
June 6-7	34	61	6	-27
May 30-31	35	61	5	-26
May 23-24	34	61	5	-27
May 16-17	32	62	5	-30
May 9-10	35	58	7	-23
May 2-3	35	58	7	-23
April 25-26	36	57	7	-21
April 18-19	39	55	6	-16
April 11-12	35	59	5	-24
April 4-5	36	59	5	-23
March 21-22	36	59	5	-23
March 14-15	32	62	7	-30
March 7-8	34	58	8	-24
Feb 28 - March 1	35	58	6	-23
February 21-22	40	55	5	-15
February 14-15	38	56	7	-18
February 7-8	40	55	5	-15

	Well	Badly	DK	Net
2012	%	%	%	%
Jan 31-Feb 1	40	55	5	-15
January 24-25	40	55	5	-15
January 17-18	40	54	6	-14
January 10-11	38	56	6	-18
January 3-4	37	56	7	-19
December 20-21	40	56	4	-16
December 13-14	39	56	4	-17
December 6-7	39	58	4	-19
Nov 30-December 1	37	58	6	-21
November 22-23	38	56	5	-18
November 15-16	39	56	6	-17
November 8-9	39	55	6	-16
November 1-2	38	57	5	-19
October 25-26	39	55	6	-16
October 18-19	37	56	7	-19
October 11-12	37	57	7	-20
October 4-5	35	59	6	-24
September 27-28	34	59	6	-25
September 20-21	37	58	5	-21
September 13-14	34	60	6	-26
September 6-7	33	61	7	-28
August 30-31	34	60	6	-26
August 23-24	34	60	6	-26
August 16-17	34	59	7	-25
August 9-10	36	57	7	-21
August 2-3	37	58	5	-21
July 26-27	35	60	6	-25
July 19-20	36	59	6	-23
July 12-13	35	60	6	-25
July 5-6	34	61	6	-27
June 28-29	35	59	6	-24
June 21-22	38	56	6	-18
June 14-15	35	60	5	-25
June 7-8	36	59	6	-23
May 30 - June 1	34	60	6	-26
May 24-25	34	60	6	-26
May 17-18	33	63	5	-30
May 10-11	32	61	7	-29
May 3-4	31	62	7	-31
April 26-27	32	63	5	-31
April 19-20	36	59	5	-23
April 12-13	34	60	6	-26
March 30-31	34	61	6	-27
March 22-23	42	53	5	-11
March 15-16	44	49	7	-5
March 8-9	42	51	7	-9
March 1-2	44	50	7	-6
February 23-24	41	51	7	-10
February 16-17	42	52	6	-10
February 9-10	45	49	6	-4
February 2-3	44	50	6	-6
January 26-27	46	47	7	-1
January 19-20	45	48	7	-3
January 12-13	42	52	6	-10
January 5-6	44	51	5	-7
2011				
December 15-16	44	50	6	-6
December 8-9	42	52	7	-10

	Well	Badly	DK	Net
2011 cont.	%	%	%	%
December 1-2	38	56	6	-18
November 24-25	40	54	6	-14
November 17-18	42	52	6	-10
November 10-11	40	52	8	-12
November 3-4	41	52	7	-11
October 27-28	41	52	7	-11
October 20-21	44	51	5	-7
October 13-14	43	51	6	-8
October 6-7	42	52	6	-10
September 29-30	43	51	6	-8
September 22-23	43	51	7	-8
September 15-16	43	51	6	-8
September 8-9	42	52	6	-10
September 1-2	42	51	7	-9
August 25-26	42	52	6	-10
August 18-19	42	53	5	-11
August 11-12	41	53	6	-12
August 4-5	40	54	6	-14
July 28-29	41	52	6	-11
July 21-22	39	55	6	-16
July 14-15	41	53	7	-12
July 7-8	40	53	7	-13
June 30 - July 1	42	52	6	-10
June 23-24	42	52	6	-10
June 16-17	44	48	7	-4
June 9-10	44	50	6	-6
June 2-3	45	48	7	-3
May 26-27	48	46	6	2
May 19-20	46	50	5	-4
May 12-13	47	48	5	-1
May 5-6	46	49	5	-3
April 28-29	45	49	6	-4
April 14-15	43	51	6	-8
April 7-8	43	52	6	-9
March 31-April 1	44	49	7	-5
March 24-25	47	47	6	0
March 17-18	43	50	7	-7
March 10-11	40	53	7	-13
March 3-4	41	52	6	-11
February 24-25	44	50	6	-6
February 17-18	43	51	6	-8
February 10-11	43	51	6	-8
February 3-4	46	49	6	-3
January 27-28	45	48	6	-3
January 20-21	43	49	8	-6
January 13-14	43	48	7	-5
January 6-7	46	46	8	0
2010				
December 16-17	45	47	7	-2
December 9-10	47	46	7	1
December 2-3	49	44	7	5
November 25-26	47	45	8	2
November 18-19	51	39	9	12
November 11-12	50	42	8	8
November 4-5	49	43	7	6
October 28-29	54	39	7	15
October 21-22	49	41	9	8
October 14-15	52	41	8	11

	Well	Badly	DK	Net
2010 cont.	%	%	%	%
October 7-8	54	37	8	17
October 6-7	57	36	8	21
Sep 30-October 01	53	37	10	16
September 26-27	53	37	10	16
September 23-24	54	35	10	19
September 16-17	52	37	10	15
September 09-10	57	33	11	24
September 02-03	54	36	10	18
August 26-27	59	32	9	27
August 19-20	53	36	10	17
August 12-13	54	37	8	17
August 5-6	55	35	10	20
July 29-30	56	34	11	22
July 22-23	57	32	10	25
July 15-16	58	31	11	27
July 8-9	59	28	12	31
July 1-2	58	30	12	28
June 24-25	61	27	11	34
June 17-18	64	20	16	44
June 10-11	60	19	21	41
June 3-4	63	16	20	47
May 27-28	60	18	23	42
May 20-21	57	15	28	42
May 13-14	48	12	40	36
May 7-8*	62	29	8	33

* Asked about David Cameron as Leader of the Conservative Party

Ed Miliband

	Well	Badly	DK	Net
2014	%	%	%	%
February 27-28	27	61	12	-34
February 20-21	28	59	12	-31
February 13-14	30	58	12	-28
February 9-10	30	58	12	-28
January 30-31	28	61	12	-33
January 23-24	26	64	11	-38
January 16-17	28	63	10	-35
January 9-10	28	60	13	-32
2013				
December 12-13	27	61	13	-34
December 05-06	26	61	13	-35
November 28-29	27	60	12	-33
November 21-22	29	60	11	-31
November 14-15	28	60	12	-32
November 7-8	30	58	12	-28
October 31- 1 Nov	30	58	12	-28
October 24-25	29	60	11	-31
October 17-18	31	57	13	-26
October 10-11	29	59	11	-30
October 3-4	29	60	10	-31
September 26-27	30	60	10	-30
September 19-20	22	67	11	-45
September 12-13	21	67	12	-46
September 5-6	21	67	12	-46
August 30-31	24	63	14	-39
August 22-23	20	68	12	-48
August 15-16	23	65	12	-42
August 8-9	25	61	14	-36
August 1-2	23	64	12	-41
July 25-26	25	62	13	-37
July 18-19	26	61	14	-35
July 11-12	27	62	11	-35
July 4-5	26	60	14	-34
June 27-28	28	59	12	-31
June 20-21	26	59	15	-33
June 13-14	26	61	13	-35
June 6-7	27	62	12	-35
May 30-31	27	61	12	-34
May 23-24	30	58	13	-28
May 16-17	27	62	11	-35
May 9-10	29	58	12	-29
May 2-3	29	57	14	-28
April 25-26	29	56	14	-27
April 18-19	29	58	13	-29
April 11-12	31	56	12	-25
April 4-5	29	59	13	-30
March 21-22	31	56	12	-25
March 14-15	30	55	14	-25
March 7-8	27	59	14	-32
Feb 28 - March 1	28	59	14	-31
February 21-22	32	55	12	-23
February 14-15	31	56	14	-25
February 7-8	33	53	14	-20
Jan 31 - Feb 1	31	56	13	-25
January 24-25	32	58	10	-26
January 17-18	33	55	12	-22
January 10-11	34	54	13	-20

	Well	Badly	DK	Net
2012	%	%	%	%
January 3-4	31	54	15	-23
December 20-21	33	54	12	-21
December 13-14	33	56	12	-23
December 6-7	34	55	11	-21
Nov 30-December 1	36	51	13	-15
November 22-23	34	54	13	-20
November 15-16	34	55	12	-21
November 8-9	34	52	14	-18
November 1-2	32	55	13	-23
October 25-26	36	52	12	-16
October 18-19	33	51	15	-18
October 11-12	37	51	12	-14
October 4-5	40	49	12	-9
September 27-28	28	57	14	-29
September 20-21	29	58	14	-29
September 13-14	30	57	12	-27
September 6-7	32	54	15	-22
August 30-31	29	58	13	-29
August 23-24	30	54	16	-24
August 16-17	27	58	14	-31
August 9-10	32	53	15	-21
August 2-3	33	54	12	-21
July 26-27	30	57	13	-27
July 19-20	34	54	13	-20
July 12-13	34	55	11	-21
July 5-6	32	56	12	-24
June 28-29	32	57	12	-25
June 21-22	30	57	13	-27
June 14-15	31	56	11	-25
June 7-8	31	57	13	-26
May 31 - June 1	30	58	12	-28
May 24-25	33	56	12	-23
May 17-18	30	57	13	-27
May 10-11	32	55	12	-23
May 3-4	27	60	13	-33
April 26-27	27	65	9	-38
April 19-20	21	67	11	-46
April 12-13	22	66	11	-44
March 30-31	24	65	11	-41
March 22-23	25	62	12	-37
March 15-16	22	67	11	-45
March 8-9	23	61	15	-38
March 1-2	22	66	12	-44
February 23-24	22	64	13	-42
February 16-17	23	65	12	-42
February 9-10	23	64	13	-41
February 2-3	22	67	11	-45
January 26-27	20	68	12	-48
January 19-20	18	71	11	-53
January 12-13	20	69	11	-49
January 5-6	20	66	13	-46
2011				
December 15-16	28	59	13	-31
December 8-9	27	59	14	-32
December 1-2	26	59	15	-33
November 24-25	26	61	13	-35
November 17-18	26	60	15	-34
November 10-11	27	57	16	-30

	Well	Badly	DK	Net
2011 cont.	%	%	%	%
November 3-4	28	56	16	-28
October 27-28	27	59	15	-32
October 20-21	27	61	13	-34
October 13-14	28	59	13	-31
October 6-7	27	60	13	-33
September 29-30	28	60	12	-32
September 22-23	26	59	15	-33
September 15-16	28	55	16	-27
September 8-9	29	55	15	-26
September 1-2	30	54	16	-24
August 25-26	31	54	15	-23
August 18-19	33	54	13	-21
August 11-12	34	52	15	-18
August 4-5	32	54	15	-22
July 28-29	34	51	15	-17
July 21-22	35	50	15	-15
July 14-15	32	53	15	-21
June 30 - July 1	26	60	14	-34
July 7-8	27	55	17	-28
June 23-24	26	58	15	-32
June 16-17	26	58	16	-32
June 9-10	30	53	17	-23
June 2-3	32	51	17	-19
May 26-27	31	50	18	-19
May 19-20	32	51	17	-19
May 12-13	32	53	15	-21
May 5-6	36	48	16	-12
April 28-29	33	49	18	-16
April 14-15	31	50	19	-19
April 7-8	33	48	19	-15
March 31-April 1	35	48	18	-13
March 24-25	32	47	20	-15
March 17-18	34	47	19	-13
March 10-11	32	47	21	-15
March 3-4	33	47	20	-14
February 24-25	32	47	21	-15
February 17-18	31	47	22	-16
February 10-11	35	45	19	-10
February 3-4	34	45	21	-11
January 27-28	37	43	21	-6
January 20-21	33	44	23	-11
January 13-14	33	43	24	-10
January 6-7	28	49	24	-21
2010				
December 16-17	30	44	26	-14
December 9-10	29	44	28	-15
December 2-3	30	44	27	-14
November 25-26	28	37	35	-9
November 18-19	32	31	37	1
November 11-12	33	31	35	2
November 4-5	35	31	34	4
October 28-29	34	32	34	2
October 21-22	35	26	38	9
October 14-15	38	20	42	18
October 7-8	30	22	47	8
Sept 30-Oct 01	32	20	48	12
September 26-27	43	23	34	20

Nick Clegg

	Well	Badly	DK	Net
2014	%	%	%	%
February 27-28	19	70	10	-51
February 20-21	18	72	10	-54
February 13-14	19	72	10	-53
February 9-10	19	72	10	-53
January 30-31	19	71	10	-52
January 23-24	17	75	7	-58
January 16-17	20	71	10	-51
January 9-10	19	70	11	-51
2013				
December 12-13	17	71	11	-54
December 5-6	20	68	11	-48
November 28-29	19	69	12	-50
November 21-22	20	70	10	-50
November 14-15	18	72	10	-54
November 7-8	18	72	10	-54
October 31- 1 Nov	19	69	12	-50
October 24-25	19	71	10	-52
October 17-18	20	68	12	-48
October 10-11	21	69	10	-48
October 3-4	23	68	9	-45
September 26-27	21	69	10	-48
September 19-20	22	68	10	-46
September 12-13	19	69	12	-50
September 5-6	18	71	11	-53
August 30-31	20	67	13	-47
August 22-23	19	72	10	-53
August 15-16	21	68	11	-47
August 8-9	18	71	11	-53
August 1-2	19	72	10	-53
July 25-26	20	69	12	-49
July 18-19	18	69	12	-51
July 11-12	18	71	11	-53
July 4-5	19	70	11	-51
June 27-28	21	70	10	-49
June 20-21	19	71	11	-52
June 13-14	19	71	10	-52
June 6-7	19	72	9	-53
May 30-31	17	74	9	-57
May 23-24	16	75	8	-59
May 16-17	16	77	7	-61
May 9-10	19	74	8	-55
May 2-3	18	72	10	-54
April 25-26	21	69	10	-48
April 18-19	21	69	11	-48
April 11-12	18	72	9	-54
April 4-5	19	73	8	-54
March 21-22	21	71	8	-50
March 14-15	18	72	10	-54
March 7-8	18	71	11	-53
Feb 28 - March 1	17	74	9	-57
February 21-22	19	72	9	-53
February 14-15	19	72	10	-53
February 7-8	20	72	8	-52
Jan 31 - Feb 1	20	71	9	-51
January 24-25	20	71	9	-51
January 17-18	22	69	9	-47
January 10-11	23	68	9	-45

January 3-4	18	72	10	-54
	Well	Badly	DK	Net
2012	%	%	%	%
December 20-21	18	74	8	-56
December 13-14	19	75	7	-56
December 6-7	18	74	8	-56
Nov 30-December 1	19	73	8	-54
November 22-23	19	73	8	-54
November 15-16	18	73	8	-55
November 8-9	18	73	9	-55
November 1-2	19	72	9	-53
October 25-26	19	72	9	-53
October 18-19	17	73	10	-56
October 11-12	17	75	8	-58
October 4-5	16	77	7	-61
September 27-28	15	76	8	-61
September 20-21	15	78	8	-63
September 13-14	15	76	9	-61
September 6-7	16	74	10	-58
August 30-31	18	74	8	-56
August 23-24	17	74	10	-57
August 16-17	17	73	9	-56
August 9-10	17	73	10	-56
August 2-3	18	73	8	-55
July 26-27	18	72	9	-54
July 19-20	19	72	9	-53
July 12-13	16	75	8	-59
June 28-29	18	72	9	-54
June 21-22	19	72	9	-53
June 14-15	18	73	9	-55
June 7-8	18	72	9	-54
May 31 - June 1	18	73	8	-55
May 24-25	18	73	9	-55
May 17-18	17	73	10	-56
May 10-11	18	72	9	-54
May 3-4	17	74	9	-57
April 26-27	20	73	7	-53
April 19-20	19	74	8	-55
April 12-13	19	73	9	-54
March 30-31	19	72	9	-53
March 22-23	23	69	8	-46
March 15-16	23	69	8	-46
March 8-9	23	67	11	-44
March 1-2	22	69	9	-47
February 23-24	23	67	10	-44
February 16-17	21	70	9	-49
February 9-10	24	67	9	-43
February 2-3	22	69	9	-47
January 26-27	26	64	10	-38
January 19-20	21	71	9	-50
January 12-13	19	73	8	-54
January 5-6	21	70	9	-49
2011				
December 15-16	18	73	8	-55
December 8-9	25	65	10	-40
December 1-2	22	67	11	-45
November 24-25	25	66	9	-41
November 17-18	24	65	11	-41
November 10-11	20	69	11	-49
November 3-4	24	66	11	-42

	Well	Badly	DK	Net
2011 cont.	%	%	%	%
October 27-28	23	67	11	-44
October 20-21	24	67	9	-43
October 13-14	22	68	10	-46
October 6-7	24	68	8	-44
September 29-30	25	66	9	-41
September 22-23	25	65	10	-40
September 15-16	24	66	10	-42
September 8-9	22	67	10	-45
September 1-2	24	66	10	-42
August 25-26	23	68	10	-45
August 18-19	22	69	8	-47
August 11-12	24	66	10	-42
August 4-5	20	70	10	-50
July 28-29	24	66	11	-42
July 21-22	24	66	10	-42
July 14-15	24	66	10	-42
July 7-8	20	69	10	-49
June 30 - July 1	20	71	9	-51
June 23-24	20	71	8	-51
June 16-17	22	68	9	-46
June 9-10	21	70	9	-49
June 2-3	18	74	8	-56
May 26-27	22	70	8	-48
May 19-20	19	75	6	-56
May 12-13	21	73	6	-52
May 5-6	21	71	8	-50
April 28-29	23	68	8	-45
April 14-15	24	68	9	-44
April 7-8	26	65	9	-39
March 31-April 1	25	64	11	-39
March 24-25	28	63	9	-35
March 17-18	25	66	9	-41
March 10-11	23	69	9	-46
March 3-4	25	67	9	-42
February 24-25	28	62	9	-34
February 17-18	28	62	10	-34
February 10-11	30	62	8	-32
February 3-4	31	60	9	-29
January 27-28	34	57	8	-23
January 20-21	28	62	11	-34
January 13-14	30	60	10	-30
January 6-7	30	60	9	-30
2010				
December 16-17	30	60	9	-30
December 9-10	31	60	10	-29
December 2-3	33	56	11	-23
November 25-26	32	56	12	-24
November 18-19	38	51	11	-13
November 11-12	37	51	12	-14
November 4-5	40	50	11	-10
October 28-29	43	46	11	-3
October 21-22	41	45	14	-4
October 14-15	41	47	13	-6
October 7-8	46	40	14	6
Sep 30-October 01	44	41	14	3
September 26-27	46	41	12	5
September 23-24	48	41	11	7
September 16-17	44	43	13	1

	Well	Badly	DK	Net
2010 Continued	%	%	%	%
September 09-10	48	38	14	10
September 02-03	45	43	12	2
August 26-27	47	41	12	6
August 19-20	43	43	13	0
August 12-13	46	41	14	5
August 5-6	48	40	12	8
July 29-30	46	38	16	8
July 22-23	47	38	15	9
July 15-16	51	35	13	16
July 8-9	54	32	14	22
July 1-2	54	33	13	21
June 24-25	57	30	12	27
June 17-18	62	22	16	40
June 10-11	59	21	21	38
June 3-4	61	20	19	41
May 20-21	61	17	22	44
May 27-28	62	19	19	43
May 13-14	46	14	40	32
May 7-8	72	19	9	53

Which of these would make the best Prime Minister?

	David Cameron	Ed Miliband	Nick Clegg	Don't Know
2014				
February 18-19	37	28	6	29
February 4-5	36	27	6	31
January 21-22	36	23	4	37
January 7-8	33	22	5	40
2013				
December 17-18	35	20	5	39
December 3-4	33	24	6	37
November 19-20	34	23	5	39
November 5-6	35	24	6	35
October 22-23	35	24	4	37
October 8-9	37	23	6	35
October 3-4	34	25	6	35
September 24-25	35	26	5	34
September 10-11	34	21	5	40
August 27-28	35	18	6	40
August 14-15	33	19	7	41
July 30-31	36	19	6	39
July 16-17	33	20	7	40
July 2-3	35	20	6	38
June 18-19	35	20	5	40
June 10-11	32	21	5	42
May 27-28	32	21	5	41
April 9-10	31	24	6	38
March 26-27	31	22	6	41
March 12-13	31	24	6	40
February 26-27	33	25	6	37
February 12-13	34	22	5	39
January 29-30	33	25	6	35
January 15-16	33	23	7	37
January 1-2	33	25	5	38
2012				
December 11-12	33	25	5	37
November 27-28	34	24	5	37
November 13-14	35	24	4	37
October 30-31	32	24	5	39
October 24-25	33	25	5	36
October 16-17	35	23	5	37
October 2-3	31	27	5	37
September 18-19	33	25	5	36
September 4-5	33	22	5	41
August 21-22	31	23	6	40
August 7-8	31	23	6	40
July 24-25	30	25	6	39
July 10-11	32	22	6	40
June 26-27	33	25	4	37
June 12-13	31	23	5	40
May 29-30	31	21	5	43
May 15-16	32	24	4	41
May 1-2	31	21	5	42
April 17-18	31	22	5	42
April 3-4	30	19	5	46
March 20-21	38	18	6	38
March 6-7	37	20	5	38
February 21-22	37	19	6	39
February 7-8	40	19	5	35
January 24-25	39	16	5	41

	David Cameron	Ed Miliband	Nick Clegg	Don't Know
2011	%	%	%	%
January 10-11	41	17	5	37
December 20-21	38	19	6	37
December 6-7	35	20	6	40
November 22-23	35	19	5	41
November 8-9	37	20	5	38
October 25-26	36	21	5	39
October 11-12	36	21	5	38
September 27-28	35	21	5	38
September 13-14	36	22	5	37
August 30-31	36	21	6	37
August 16-17	34	24	5	37
August 2-3	35	25	6	35
July 19-20	34	25	6	35
June 21-22	37	21	5	38
June 7-8	38	23	4	35
May 10-11	38	25	4	33
April 26-27	35	25	6	34
April 12-13	35	26	5	34
March 29-30	35	25	5	35
March 8-9	36	23	5	36
February 22-23	36	24	6	34
February 8-9	35	24	6	35
January 25-26	37	23	5	35
January 11-12	35	23	4	37
2010				
December 21-22	37	22	5	35
December 7-8	39	22	5	34
November 23-24	39	24	5	32
November 9-10	39	21	8	32
October 26-27	39	22	8	31
October 12-13	39	24	7	30
September 28-29	40	24	8	28
Sep 26-27	38	25	9	28
May 2-3	32	26*	22	20

*Asked about Gordon Brown

If you had to choose, which would you prefer to see after the next election, a Conservative government

	Con - David Cameron	Lab - Ed Miliband	Don't Know
2013	%	%	%
February 19-20	40	41	19
2012			
September 20-21	39	42	19
May 3-4	36	42	21
January 15-16	41	34	25
2011			
December 11-12	43	35	22
November 13-14	40	35	25
November 6-7	40	34	25
October 30-31	41	35	24
October 16-17	40	36	24
October 2-3	41	35	24
September 18-19	40	36	24
September 4-5	40	37	23
August 21-22	39	38	23
August 7-8	38	39	22
July 24-25	41	38	22
July 10-11	39	38	23
June 26-27	40	37	23
June 12-13	42	37	22
May 15-16	41	39	20
April 17-18	41	39	20
April 3-4	42	38	20
March 20-21	40	40	20
March 6-7	41	40	19
February 20-21	39	39	22
February 6-7	39	38	22
January 23-24	41	36	23
January 8-10	41	36	23

Leaders' characteristics

David Cameron

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2014	%	%	%	%	%	%	%	%	%	%
March 3-4	23	13	16	6	14	15	14	16	46	7
February 17-18	22	12	15	7	16	18	17	18	45	9
February 3-4	21	12	15	7	13	15	15	15	47	8
January 20-21	24	12	15	6	12	18	14	16	43	9
January 6-7	23	11	14	6	12	16	13	16	46	7
2013										
December 9-10	21	13	16	6	13	14	14	15	46	9
November 25-26	21	12	13	5	14	15	14	16	46	8
November 11-12	23	13	14	5	14	15	14	16	47	8
October 28-29	22	14	15	6	13	15	13	15	47	8
October 14-15	25	14	16	6	13	16	15	16	44	7
Sept 30-Oct 1	25	14	15	6	13	16	12	15	45	8
September 16-17	26	14	15	5	14	14	14	15	43	10
September 2-3	24	13	14	6	10	15	13	15	45	10
August 19-20	23	12	14	8	12	13	12	18	48	7
August 5-6	23	14	15	7	15	18	14	17	43	8
July 22-23	22	13	15	7	14	15	13	16	48	8
July 8-9	23	14	15	6	14	15	13	18	45	7
June 24-25	22	13	12	6	12	14	13	17	46	8
June 3	21	14	13	5	13	15	13	18	46	7
April 28-29	25	14	15	7	13	15	14	18	45	7
April 14-15	24	14	14	5	12	15	12	16	46	7
March 24-25	21	13	15	6	11	15	14	17	46	9
March 10-11	25	12	15	4	11	16	13	17	48	7
February 24-25	23	14	16	8	13	17	16	19	44	7
February 10-11	26	15	17	7	15	19	14	17	42	7
January 27-28	24	15	16	7	15	17	16	23	43	8
January 23-24	25	14	19	6	16	18	15	20	43	8
January 13-14	22	12	15	6	12	16	14	19	47	8
2012										
December 16-17	22	15	15	6	13	17	14	18	46	7
December 2-3	22	14	14	7	13	17	13	17	47	7
November 18-19	22	15	17	6	13	15	14	19	46	8
November 4-5	18	16	13	7	13	14	17	22	45	8
October 21-22	16	13	13	5	10	12	13	17	50	9
October 7-8	20	15	16	7	13	15	17	22	46	7
September 23-24	18	13	14	5	13	16	15	20	46	8
September 9-10	19	14	11	6	10	14	13	18	49	8
August 19-20	18	15	13	6	11	14	14	21	45	9
August 5-6	20	15	16	7	13	15	16	19	46	8
July 22-23	18	13	14	5	11	15	14	21	46	8
July 8-9	17	14	15	6	11	13	15	21	46	8
June 24-25	18	12	16	6	10	15	14	20	48	8
June 10-11	20	14	15	6	12	15	17	21	45	8
May 27-28	24	11	15	5	9	18	13	20	46	8
May 13-14	24	13	15	5	10	16	15	23	46	9
April 29-30	25	14	15	7	11	18	16	23	45	6
March 25-26	26	13	18	6	15	22	18	21	41	8
March 11-12	27	16	19	9	15	21	18	23	39	7
February 26-27	29	14	20	8	15	22	19	21	39	8
February 12-13	31	18	22	9	18	24	19	23	38	8
January 29-30	30	16	21	9	17	24	21	24	36	9
2011										

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2011 cont.	%	%	%	%	%	%	%	%	%	%
December 18-19	33	17	22	9	17	25	16	19	39	7
December 13-14	39	18	24	10	18	29	17	18	35	8
December 4-5	26	14	19	7	13	20	17	22	42	8
November 20-21	23	16	18	8	13	18	17	24	43	7
October 23-24	25	15	18	7	15	19	18	22	39	9
October 9-10	26	18	20	9	15	20	20	25	40	6
September 25-26	26	20	20	12	17	23	21	26	37	9
September 11-12	24	18	19	11	16	22	19	26	38	8
August 29-30	25	18	20	12	18	21	19	25	39	8
August 14-15	24	17	20	10	17	20	17	24	41	7
July 31 - August 1	22	17	19	10	14	20	20	26	40	7
July 17-18	21	18	17	11	13	18	18	26	40	8
July 3-4	21	18	20	11	13	20	20	24	41	8
June 19-20	20	18	20	13	14	19	21	26	41	8
June 5-6	26	18	22	11	14	23	22	27	38	8
May 22-23	26	18	23	11	15	25	20	26	37	9
May 8-9	28	17	24	12	16	26	20	25	36	8
April 10-11	25	19	20	10	15	23	20	25	39	8
March 27-28	30	18	21	11	15	26	18	25	37	8
March 13-14	27	18	20	9	11	22	19	25	39	9
February 27-28	26	20	20	11	13	22	19	25	36	9
February 13-14	32	18	23	10	13	27	20	26	36	7
January 30-31	32	17	24	9	13	28	21	26	37	8
January 16-17	26	17	23	11	13	27	22	30	36	7
2010										
December 19-20	24	18	22	12	14	27	22	26	37	10
December 5-6	31	20	26	13	15	29	22	28	33	9
November 21-22	29	28	32	14	16	32	24	29	34	9
November 7-8	29	20	25	13	15	30	21	26	32	10
October 24-25	34	21	25	12	14	32	22	27	32	9
October 10-11	32	24	29	16	15	32	26	33	30	8
September 26-27	31	26	28	17	15	31	27	34	27	10
September 12-13	30	25	28	16	15	30	24	33		9
August 22-23	29	22	26	15	11	30	23	30	31	10
August 8-9	30	22	24	15	12	28	20	30	32	9
July 25-26	30	22	26	17	14	32	24	32	30	10
July 11-12	30	23	27	17	14	34	23	30	28	11
June 27-28	31	23	31	16	15	35	26	29	28	10
June 6-7	26	24	28	18	15	32	24	33	26	12
May 31-June 1	25	24	27	19	15	32	25	35	29	9
May 16-17	24	23	30	18	13	32	28	36	27	12
May 2-3	22	20	23	20	10	24	26	40	31	8
April 25-26	21	18	21	17	10	23	25	43	29	8
April 17-18	18	19	20	18	10	23	26	40	31	10
April 11-12	18	18	21	17	9	22	25	42	29	12
April 4-5	18	19	19	19	11	21	22	40	30	11
March 28-29	19	20	20	18	10	21	24	42	32	10
March 21-22	19	18	19	16	10	20	21	38	29	13
March 14-15	17	21	18	18	10	22	23	41	29	12
March 7-8	18	18	17	18	10	20	21	37	32	12
Feb 28-March 1	19	20	19	19	10	23	22	38	31	11
February 21-22	17	17	17	17	9	21	22	37	31	13
February 14-15	16	16	18	15	9	19	20	36	32	13
September 2009	18	16	18	19	11	20	20	35	29	14
April 2008	20	16	14	21	7	14	19	32	32	15

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
	%	%	%	%	%	%	%	%	%	%
October 2007	17	20	12	23	6	14	14	34	27	18
July 2007	12	13	8	17	5	9	14	32	34	22

Ed Miliband

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2014	%	%	%	%	%	%	%	%	%	%
March 3-4	18	17	7	26	4	8	4	5	49	11
February 17-18	18	16	7	24	5	8	4	5	48	15
February 3-4	19	17	7	25	5	7	5	5	49	13
January 20-21	14	15	5	22	3	7	3	4	52	13
January 6-7	18	15	6	22	4	6	4	5	51	12
2013										
December 9-10	16	15	6	24	4	5	3	3	48	13
November 25-26	16	16	6	25	5	7	4	5	50	11
November 11-12	18	18	7	25	5	8	4	5	49	12
October 28-29	17	17	7	25	5	8	4	5	47	12
October 14-15	18	18	8	27	5	9	4	5	46	13
Sept 30- Oct 1	18	18	7	25	4	7	4	5	49	12
September 15-16	15	16	3	19	2	4	2	2	53	14
September 2-3	12	14	3	19	5	6	2	4	54	15
August 19-20	13	16	5	19	3	6	3	4	52	14
August 5-6	14	16	6	20	4	7	4	4	51	15
July 22-23	14	16	6	21	4	6	4	4	53	14
July 8-9	15	16	5	20	4	7	3	5	53	13
June 24-25	13	16	5	21	4	6	3	5	52	15
June 3	16	18	7	22	5	8	4	6	51	13
April 28-29	19	19	6	26	4	10	6	6	46	13
April 14-15	16	16	6	24	4	9	5	6	51	12
March 24-25	16	16	7	23	5	9	5	5	50	14
March 10-11	15	19	7	24	5	9	5	6	51	12
February 24-25	16	18	8	25	5	9	5	5	49	13
February 10-11	18	20	7	23	5	8	6	6	47	13
January 27-28	18	18	9	26	6	10	6	6	49	12
January 23-24	18	17	7	23	5	8	4	5	47	14
January 13-14	19	21	8	25	5	9	5	5	45	14
2012										
December 16-17	17	19	9	25	6	9	5	6	47	14
December 2-3	19	18	9	26	5	11	6	5	45	15
November 18-19	17	18	7	25	5	8	5	4	51	11
November 4-5	19	21	9	26	7	11	6	6	47	13
October 21-22	19	20	9	29	6	9	7	7	45	14
October 7-8	20	19	8	25	5	10	5	6	48	13
September 23-24	16	17	7	25	6	8	5	4	50	14
September 9-10	18	16	5	23	4	7	4	3	49	15
August 19-20	18	17	6	24	5	9	5	5	48	14
August 5-6	20	20	6	25	5	8	4	5	48	14
July 22-23	16	16	7	22	5	8	4	5	49	17
July 8-9	17	17	7	25	6	9	4	4	47	17
June 24-25	16	19	7	25	4	9	4	4	50	13
June 10-11	17	18	6	23	5	8	4	4	49	15
May 27-28	16	17	6	23	4	7	4	5	50	15
May 13-14	17	17	6	24	5	8	4	4	48	14
April 29-30	18	18	7	23	5	8	4	5	53	13
March 25-26	17	18	6	24	4	6	3	4	48	15
March 11-12	14	15	6	20	4	7	3	4	51	16
February 26-27	14	14	4	20	2	6	3	3	52	17
February 12-13	15	16	6	21	4	6	3	4	50	14
January 29-30	13	15	4	19	3	6	3	4	54	15
2011										
December 18-19	15	17	7	21	4	7	5	5	50	15

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2011 cont	%	%	%	%	%	%	%	%	%	%
December 13-14	14	16	6	20	3	6	3	4	50	17
December 4-5	17	18	7	23	5	8	4	5	50	15
November 20-21	16	18	7	21	4	7	5	5	50	15
October 23-24	14	18	7	21	4	8	5	5	49	15
October 9-10	17	18	7	21	4	7	4	5	49	15
September 25-26	16	17	6	22	4	7	4	4	47	18
September 11-12	16	18	7	23	6	8	5	6	45	18
August 29-30	16	16	7	22	6	8	6	5	46	17
August 14-15	19	19	8	24	7	9	6	5	45	17
July 31 - August 1	17	18	8	24	5	9	5	5	45	19
July 17-18	18	19	8	25	6	10	5	5	44	18
July 3-4	12	16	7	18	3	6	4	5	50	18
June 19-20	14	16	7	21	4	6	4	5	49	18
June 5-6	16	17	7	22	3	9	5	6	45	20
May 22-23	18	18	9	24	4	9	5	7	43	20
May 8-9	19	17	8	25	5	9	6	6	43	19
April 10-11	17	16	9	22	4	9	6	7	44	19
March 27-28	17	16	9	26	5	9	6	6	41	21
March 13-14	17	17	10	24	5	9	7	7	42	22
February 27-28	17	18	9	23	4	8	6	7	40	24
February 13-14	17	16	9	23	5	9	7	8	41	22
January 30-31	16	17	9	24	5	10	6	7	41	24
January 16-17	17	19	10	24	5	10	6	7	41	23
2010										
December 19-20	14	15	7	19	4	9	5	5	40	28
December 5-6	14	17	8	21	4	8	5	8	39	29
November 21-22	15	17	9	21	2	10	7	8	34	32
November 7-8	13	14	10	20	4	9	7	8	34	32
October 24-25	14	15	13	23	5	11	8	10	32	31
October 10-11	14	15	10	18	4	11	7	10	30	36
September 26-27	17	16	12	23	3	11	9	9	19	44

Nick Clegg

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2014	%	%	%	%	%	%	%	%	%	%
March 3-4	8	11	4	12	4	5	5	10	60	10
February 17-18	7	11	2	10	2	3	4	9	60	13
February 3-4	6	9	3	10	2	3	4	8	62	13
January 20-21	8	12	3	11	3	3	3	10	58	12
January 6-7	10	11	4	10	2	3	3	9	60	11
2013										
December 9-10	7	10	3	11	4	4	3	10	58	11
November 25-26	8	11	3	12	3	4	4	9	59	11
November 11-12	8	10	3	10	4	4	4	9	59	13
October 28-29	8	12	4	11	3	5	3	10	59	13
October 14-15	9	10	4	10	3	4	4	9	59	13
Sept 30- Oct 1	10	12	4	11	3	4	3	9	59	12
September 15-16	9	11	3	12	3	4	4	9	57	14
September 2-3	7	9	2	9	2	3	3	9	60	14
August 19-20	8	10	4	10	3	3	3	9	61	11
August 5-6	9	11	4	10	4	5	5	10	59	12
July 22-23	8	10	3	9	3	3	4	9	61	13
July 8-9	9	11	3	11	3	4	4	9	63	10
June 24-25	8	10	3	11	3	3	4	10	58	13
June 3	9	12	3	11	2	4	5	12	58	11
April 28-29	8	13	4	11	5	4	4	10	59	13
April 14-15	8	11	5	12	4	4	3	8	60	12
March 24-25	8	11	3	12	3	5	4	10	58	13
March 10-11	8	9	3	12	4	5	3	9	61	12
February 24-25	8	12	3	11	3	4	4	9	60	12
February 10-11	9	12	5	13	4	5	5	9	57	12
January 27-28	9	14	4	13	4	5	4	12	58	12
January 13-14	9	13	4	11	4	4	5	10	57	13
2012										
December 16-17	8	12	4	11	4	4	3	10	58	11
December 2-3	9	12	5	12	3	4	4	8	58	12
November 18-19	8	12	3	12	3	3	4	10	63	9
November 4-5	7	12	3	11	3	4	4	9	61	12
October 21-22	7	10	3	11	3	4	4	8	62	12
October 7-8	6	13	3	11	3	4	4	11	62	10
September 23-24	5	12	4	12	2	4	4	10	62	10
September 9-10	7	11	3	11	2	4	4	9	60	14
August 19-20	9	12	4	11	3	4	4	11	59	12
August 5-6	10	11	4	11	3	5	4	11	59	12
July 22-23	10	11	2	10	2	3	3	10	60	13
July 8-9	9	10	3	9	2	4	4	10	60	14
June 24-25	8	11	3	12	3	5	4	9	57	13
June 10-11	8	11	4	10	3	4	4	11	58	14
May 27-28	8	12	4	9	2	4	4	11	61	12
May 13-14	8	11	4	10	3	4	4	11	59	13
April 29-30	8	12	4	11	2	3	4	12	60	11
March 25-26	9	12	4	12	3	5	4	11	57	13
March 11-12	9	15	5	14	4	5	5	11	56	12
February 26-27	12	13	4	13	3	5	5	13	53	14
February 12-13	9	13	5	13	3	6	5	13	55	14
January 29-30	10	14	4	15	3	5	5	13	54	13
2011										
December 18-19	10	12	3	12	3	3	4	10	58	12
December 13-14	10	12	4	11	2	3	4	10	58	13

	Sticks to what he believes in	Honest	Strong	In touch with ordinary people	Good in a crisis	Decisive	A natural leader	Charismatic	None of these	Don't know
2011	%	%	%	%	%	%	%	%	%	%
December 4-5	10	13	5	13	4	6	5	14	55	12
November 20-21	7	12	4	11	3	4	5	11	58	13
October 23-24	9	14	5	12	3	5	5	10	56	14
October 9-10	8	13	6	13	4	6	6	13	56	11
September 25-26	10	15	5	14	4	4	6	14	53	13
September 11-12	9	14	4	13	4	5	4	11	55	13
August 29-30	7	14	4	13	4	4	5	11	55	14
August 14-15	8	15	4	13	4	4	4	12	57	12
July 31 - August 1	7	14	4	14	4	5	4	12	56	13
July 17-18	7	15	4	15	4	4	4	12	57	13
July 3-4	6	13	4	12	3	4	5	13	58	12
June 19-20	7	13	4	13	3	4	5	13	57	12
June 5-6	7	11	3	12	3	4	5	12	59	13
May 22-23	7	13	4	13	3	5	5	15	55	14
May 8-9	8	13	4	13	3	4	4	15	56	11
April 10-11	6	14	5	14	4	6	6	14	53	14
March 27-28	7	16	6	16	4	6	6	16	52	13
March 13-14	7	13	5	13	4	6	7	17	52	14
February 27-28	7	15	5	14	4	6	6	18	50	14
February 13-14	7	14	7	15	6	7	7	17	51	13
January 30-31	7	13	6	14	4	8	7	17	50	13
January 16-17	6	14	5	17	5	6	6	19	50	13
2010										
December 19-20	5	12	7	13	5	8	8	16	51	15
December 5-6	6	14	7	15	5	7	7	17	47	17
November 21-22	6	16	7	17	6	8	8	19	44	17
November 7-8	9	18	8	17	7	10	9	20	40	18
October 24-25	12	20	9	20	8	11	10	21	40	16
October 10-11	14	22	11	21	8	12	11	23	35	19
September 26-27	17	24	11	22	7	12	12	24	33	18
September 12-13	14	21	9	23	7	11	9	21		18
August 22-23	13	23	9	21	6	11	9	21	39	16
August 8-9	15	22	9	23	7	11	10	20	36	17
July 25-26	17	23	10	23	6	12	9	22	35	16
July 11-12	17	22	11	25	6	16	10	23	32	16
June 27-28	16	26	12	26	7	14	10	23	31	16
June 6-7	19	27	14	27	7	14	13	28	27	15
May 31-June 1	22	28	13	27	9	17	14	30	27	14
May 16-17	19	28	16	30	8	18	16	31	22	18
May 2-3	27	32	16	37	6	17	21	45	16	13
April 25-26	27	35	17	35	6	19	19	42	16	15
April 17-18	29	43	21	42	8	20	22	42	13	16
April 11-12	21	30	9	26	4	12	7	17	20	34
April 4-5	19	26	7	23	3	9	6	11	23	35
March 28-29	20	25	6	22	3	10	6	12	25	33
March 21-22	18	25	7	24	3	9	7	12	21	34
March 14-15	20	25	8	23	3	11	8	12	22	36
March 7-8	17	22	6	20	3	8	7	11	24	37
Feb 28-March 1	17	23	7	21	4	9	6	10	24	38
February 21-22	16	23	5	20	2	8	5	10	27	37
February 14-15	17	22	6	20	3	8	5	10	26	37
September 2009	14	20	5	20	3	8	7	9	27	36