

Fieldwork: 3rd June 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	1387	341	418	114	173	446	344	307	674	713	168	354	474	391	791	596	178	451	297	341	121
Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

	April 28-29	June 3	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
Sticks to what he believes in	25	21	43	11	21	13	33	11	18	22	20	18	22	21	20	24	16	17	23	20	22	12
Charismatic	18	18	38	9	20	15	27	7	17	18	18	27	20	17	13	19	16	22	25	12	15	10
Decisive	15	15	34	8	19	7	26	6	13	14	16	17	20	14	12	16	15	12	17	13	17	11
Honest	14	14	40	2	16	8	29	3	10	15	13	10	12	13	19	16	11	14	17	13	13	7
A natural leader	14	13	33	5	10	6	23	4	12	14	13	17	15	13	10	13	13	14	16	13	11	8
Good in a crisis	13	13	35	4	18	6	23	3	12	13	13	15	11	11	15	15	10	11	18	12	10	5
Strong	15	13	36	5	10	6	24	5	9	13	14	13	17	12	12	15	11	14	15	14	12	8
In touch with the concerns of ordinary people	7	5	14	0	14	2	11	1	4	4	6	8	4	4	6	6	4	3	7	6	2	9
None of these	45	46	12	66	35	62	29	69	46	48	44	29	38	51	55	44	49	46	39	50	48	57
Don't know	7	7	3	6	4	2	5	6	5	5	9	9	12	6	3	6	8	5	6	8	8	8

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

	April 28-29	June 3	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
In touch with the concerns of ordinary people	26	22	8	50	12	9	6	47	23	20	24	24	17	21	27	22	21	22	18	19	30	22
Honest	19	18	5	38	23	3	5	35	24	19	17	16	14	18	22	21	14	16	14	15	25	19
Sticks to what he believes in	19	16	7	38	9	6	5	36	16	14	18	12	13	18	20	18	15	17	10	20	21	18
Decisive	10	8	3	18	6	3	2	18	10	9	8	13	5	8	8	8	8	4	7	9	11	7
Strong	6	7	3	17	2	2	2	16	6	6	8	10	6	7	7	7	7	5	5	9	10	6
Charismatic	6	6	2	13	11	1	1	12	8	7	5	14	4	4	6	6	7	5	6	8	6	2
Good in a crisis	4	5	2	14	0	0	2	13	2	5	5	9	5	4	5	5	5	6	1	8	8	3
A natural leader	6	4	1	10	3	1	0	11	2	3	4	8	2	3	4	3	4	2	1	4	6	6
None of these	46	51	69	23	47	81	74	28	46	54	48	37	52	54	53	51	52	54	57	50	44	48
Don't know	13	13	11	10	11	5	12	10	12	11	15	15	19	12	8	11	15	12	13	15	13	12

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Unweighted Sample	1387	339	391	96	208	468	332	293	668	719	70	341	559	417	883	504	182	466	277	340	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 28-29
June 3

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

	April 28-29	June 3	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
Charismatic	10	12	17	7	24	10	13	7	16	14	9	30	14	8	7	13	11	14	16	11	8	5
Honest	13	12	19	4	46	7	13	4	23	14	10	16	13	11	10	13	10	11	15	11	10	13
In touch with the concerns of ordinary people	11	11	8	7	46	7	8	6	26	12	11	16	12	10	9	12	10	12	11	12	10	12
Sticks to what he believes in	8	9	12	3	33	5	9	3	17	10	7	7	8	8	11	8	9	8	8	11	8	12
A natural leader	4	5	6	1	23	2	5	1	11	6	4	16	5	4	3	5	5	3	7	9	2	1
Decisive	4	4	6	2	19	2	4	1	10	5	3	10	3	4	3	5	3	3	7	3	2	7
Strong	4	3	5	1	12	2	3	1	9	4	2	12	3	2	2	4	3	4	5	4	1	4
Good in a crisis	5	2	2	1	12	1	2	0	6	2	2	1	2	3	2	3	2	3	3	1	2	2
None of these	59	58	48	73	17	78	58	75	46	59	58	37	49	64	69	57	61	60	54	58	63	61
Don't know	13	11	9	9	7	2	9	7	7	8	14	13	18	9	5	10	12	6	10	13	12	11