

## YouGov-Cambridge Survey Results

Gergana Dimova

Sample Size: 2657

Fieldwork: 31st May - 1st June 2011

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Did you vote in the General Election held on

Thursday, 6th May, 2010?

Yes, I did vote in the General Election	<b>83</b>	92	89	88	84	82	65	74	88	93	86	79	80	85	83	83	84
No, I did not vote in the General Election	<b>15</b>	7	10	11	14	16	29	22	12	6	13	18	15	14	16	15	16
Don't know	<b>2</b>	1	1	1	2	2	6	4	1	0	1	3	5	2	2	2	1

<b>Weighted Sample</b>	<b>2208</b>	783	792	166	1088	1121	209	503	796	700	1306	902	273	731	470	541	193
<b>Unweighted Sample</b>	<b>2272</b>	769	756	175	1118	1154	124	501	919	728	1556	716	325	739	459	514	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which party did you vote for in the General Election?

Labour	<b>31</b>	2	76	0	32	30	34	34	35	24	28	35	26	21	32	43	39
Conservative	<b>37</b>	91	3	3	36	39	32	32	34	47	41	32	48	43	41	30	17
Liberal Democrat	<b>22</b>	5	17	96	22	21	29	25	20	19	23	19	18	28	18	19	18
Scottish National Party (SNP)	<b>2</b>	0	0	0	2	2	1	1	2	2	1	3	0	0	0	0	21
Plaid Cymru	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Green Party	<b>1</b>	0	1	0	1	1	1	1	1	0	1	1	2	1	1	1	0
United Kingdom Independence Party (UKIP)	<b>3</b>	1	0	0	3	3	0	2	3	4	2	3	2	3	2	4	1
British National Party (BNP)	<b>1</b>	0	0	0	1	1	0	1	2	1	1	1	0	0	2	2	1
Other (please specify in next question)	<b>1</b>	0	1	0	1	1	0	1	1	1	1	1	1	1	1	0	1
Don't know/can't remember	<b>2</b>	1	1	0	2	2	4	3	2	2	2	3	4	3	2	2	2

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

Public figures like politicians are sometimes described as having charisma or being charismatic. This is commonly understood to mean having a certain charm or attractive personality, which helps to persuade others to listen to them and/or like them. Looking at the following list, how much "charisma", if any, would you say these people have?

**David Cameron**

A great deal of charisma	<b>9</b>	20	3	7	8	10	11	8	6	13	10	8	10	12	9	7	3
A fair amount of charisma	<b>29</b>	51	14	34	31	27	26	29	26	33	32	25	34	32	30	22	27
A little charisma	<b>28</b>	24	29	35	30	26	28	28	28	28	29	26	24	26	29	30	29
No charisma at all	<b>29</b>	3	50	18	27	30	26	26	36	23	25	33	24	24	28	35	35
Don't know	<b>5</b>	3	3	6	4	6	9	8	4	3	3	9	7	5	4	5	6

**Ed Miliband**

A great deal of charisma	<b>2</b>	1	4	2	2	2	5	3	2	0	2	2	2	2	1	3	2
A fair amount of charisma	<b>9</b>	2	21	4	9	9	15	12	8	7	8	11	10	8	10	11	9
A little charisma	<b>28</b>	19	42	28	29	27	31	30	30	23	28	28	28	28	30	27	30
No charisma at all	<b>53</b>	74	29	58	54	52	37	44	56	66	57	48	50	56	53	53	50
Don't know	<b>7</b>	4	4	8	5	9	12	12	5	3	5	10	10	7	6	6	9

**Nick Clegg**

A great deal of charisma	<b>2</b>	3	2	9	2	3	5	3	2	1	3	1	2	3	2	3	1
A fair amount of charisma	<b>16</b>	23	9	34	17	15	24	16	11	18	17	14	18	17	15	15	14
A little charisma	<b>37</b>	45	31	38	36	37	25	38	36	40	39	34	35	39	38	33	34
No charisma at all	<b>40</b>	26	55	14	41	39	38	35	46	38	38	42	37	36	41	44	43
Don't know	<b>6</b>	3	3	5	4	7	8	9	5	3	3	9	9	5	4	5	8

**Boris Johnson**

A great deal of charisma	<b>20</b>	32	12	24	24	16	29	21	16	19	24	15	29	22	20	15	13
A fair amount of charisma	<b>26</b>	30	23	36	29	23	19	23	28	28	27	24	25	28	24	26	23
A little charisma	<b>24</b>	22	27	22	23	25	18	24	22	29	23	25	18	23	28	25	24
No charisma at all	<b>24</b>	13	34	13	19	29	24	22	28	21	22	27	21	21	24	27	30
Don't know	<b>6</b>	3	5	5	4	8	10	10	5	3	4	10	7	5	5	7	9

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

**Barack Obama**

A great deal of charisma	<b>43</b>	40	52	54	42	43	65	44	38	38	47	37	46	41	44	40	47
A fair amount of charisma	<b>33</b>	37	32	28	35	32	17	35	35	38	34	33	30	36	31	34	34
A little charisma	<b>13</b>	15	10	14	13	14	5	9	17	17	12	15	12	13	15	14	11
No charisma at all	<b>5</b>	4	4	1	6	5	6	6	6	4	4	7	5	5	6	7	3
Don't know	<b>5</b>	3	2	3	4	5	7	7	4	3	3	7	7	5	3	4	5

**George W. Bush**

A great deal of charisma	<b>2</b>	3	3	3	3	2	6	5	1	1	3	2	3	3	1	3	1
A fair amount of charisma	<b>9</b>	12	8	14	12	7	15	12	7	7	10	7	12	9	9	8	9
A little charisma	<b>24</b>	29	24	20	28	21	28	26	23	23	25	23	24	25	24	25	22
No charisma at all	<b>58</b>	52	61	57	53	62	41	47	64	66	57	58	54	55	60	59	62
Don't know	<b>7</b>	4	4	6	5	8	10	10	5	4	4	10	8	7	5	6	6

**Bill Clinton**

A great deal of charisma	<b>29</b>	31	33	31	33	25	26	30	27	30	33	23	32	28	27	28	34
A fair amount of charisma	<b>34</b>	34	34	43	37	31	32	31	35	35	35	32	34	33	38	33	28
A little charisma	<b>19</b>	20	17	14	15	22	15	18	20	20	18	19	13	20	18	21	15
No charisma at all	<b>13</b>	11	12	5	10	15	14	12	14	11	10	15	13	12	12	13	15
Don't know	<b>6</b>	4	4	7	5	8	13	9	4	3	4	9	7	6	5	6	8

**Gordon Brown**

A great deal of charisma	<b>1</b>	0	2	1	1	1	3	2	1	0	1	2	2	1	1	1	1
A fair amount of charisma	<b>3</b>	1	5	2	3	3	7	4	3	2	3	3	3	3	3	4	7
A little charisma	<b>18</b>	7	32	18	18	17	21	20	18	14	18	17	16	14	21	17	25
No charisma at all	<b>73</b>	89	56	72	74	72	59	66	75	81	75	69	71	77	72	72	61
Don't know	<b>5</b>	3	3	7	4	6	11	8	4	3	3	9	7	6	3	6	6

**Tony Blair**

A great deal of charisma	<b>19</b>	16	27	20	23	15	19	20	18	19	20	17	20	19	18	19	20
A fair amount of charisma	<b>29</b>	28	35	32	32	25	29	31	31	24	32	23	29	27	29	28	31
A little charisma	<b>24</b>	27	22	25	22	27	26	25	22	26	24	25	22	25	25	25	24
No charisma at all	<b>23</b>	26	13	18	19	27	17	17	26	29	21	27	23	24	24	24	18
Don't know	<b>5</b>	3	3	5	4	6	8	8	4	2	3	8	7	5	4	4	6

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

On a scale of 0 to 10, where 0 means 'strongly dislike' and 10 means 'strongly like', how do you feel about Ed Miliband?

Strongly dislike | Strongly like

0	<b>13</b>	26	1	9	14	12	7	10	12	19	14	11	17	13	14	12	7
1	<b>7</b>	15	1	9	7	7	4	5	8	10	8	6	6	8	7	7	6
2	<b>8</b>	13	3	8	9	7	7	6	8	10	9	7	6	9	8	7	10
3	<b>11</b>	14	5	15	10	11	10	10	10	12	11	10	12	12	10	9	10
4	<b>9</b>	8	8	11	10	8	8	10	10	8	9	9	9	9	10	8	8
5	<b>20</b>	14	20	25	19	21	19	26	19	15	19	21	22	18	20	22	18
6	<b>10</b>	4	19	8	11	10	15	11	11	7	9	12	8	11	11	8	16
7	<b>9</b>	2	21	4	9	9	10	8	9	9	9	9	9	7	10	11	9
8	<b>5</b>	0	12	1	4	6	4	4	6	4	4	6	3	5	3	7	8
9	<b>2</b>	1	4	1	2	2	0	1	2	2	2	2	0	2	2	2	2
10	<b>2</b>	1	5	2	2	2	5	2	2	1	2	2	3	2	1	3	1
Don't know	<b>5</b>	2	2	6	2	7	10	5	3	4	4	5	5	4	5	5	4

On a scale of 0 to 10, where 0 means 'strongly dislike' and 10 means 'strongly like', how do you feel about David Cameron?

Strongly dislike | Strongly like

0	<b>19</b>	0	40	10	20	17	20	18	22	15	17	21	13	16	20	23	24
1	<b>7</b>	0	13	6	7	6	7	5	7	6	6	7	6	6	7	8	5
2	<b>6</b>	0	10	5	6	6	3	6	8	5	5	7	6	5	6	6	11
3	<b>6</b>	1	8	9	7	6	6	8	7	4	6	6	7	4	6	8	8
4	<b>7</b>	2	8	9	7	7	7	8	8	5	7	7	7	7	7	6	8
5	<b>13</b>	7	9	23	11	14	15	15	12	10	11	15	15	12	12	11	18
6	<b>10</b>	12	5	14	10	9	11	12	8	9	11	7	10	11	7	9	9
7	<b>12</b>	26	2	13	14	10	15	12	10	13	14	10	10	15	13	11	8
8	<b>10</b>	27	2	6	10	11	6	7	10	17	11	9	11	11	12	10	5
9	<b>5</b>	14	1	3	5	5	4	4	4	8	6	5	6	7	5	3	2
10	<b>4</b>	11	1	2	3	5	3	3	2	7	5	3	8	5	4	2	2
Don't know	<b>2</b>	0	0	1	1	2	4	2	1	1	1	3	2	2	2	2	1

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

On a scale of 0 to 10, where 0 means 'strongly dislike' and 10 means 'strongly like', how do you feel about Nick Clegg?

Strongly dislike | Strongly like

0	<b>17</b>	5	32	2	19	14	15	14	19	17	15	19	15	14	17	21	17
1	<b>7</b>	4	12	1	7	7	7	5	8	7	8	6	6	6	8	8	7
2	<b>9</b>	6	11	4	10	8	7	8	9	9	8	9	11	6	10	9	11
3	<b>9</b>	7	10	4	9	9	7	11	9	9	9	9	10	10	8	8	11
4	<b>11</b>	11	11	9	11	11	16	9	11	9	10	12	9	10	10	11	15
5	<b>21</b>	28	11	11	18	23	18	22	19	22	21	20	20	24	20	18	19
6	<b>10</b>	16	5	17	10	10	9	12	8	10	12	8	10	10	11	10	7
7	<b>8</b>	12	4	19	8	7	7	9	7	8	9	7	10	9	7	7	4
8	<b>4</b>	7	1	13	4	5	4	4	4	5	4	4	4	5	5	3	2
9	<b>1</b>	1	0	10	1	1	1	2	1	2	2	1	1	2	2	1	2
10	<b>1</b>	1	1	6	1	1	2	2	1	1	1	1	2	1	0	1	1
Don't know	<b>3</b>	1	1	2	1	4	5	3	2	2	2	3	2	3	2	2	3

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

In estimating the charisma of politician, which five of the following qualities are most important to you? Please select up to 5.

Sounds intelligent	<b>20</b>	20	19	34	21	18	21	21	19	20	21	18	24	19	18	19	23
Natural leader	<b>51</b>	57	54	50	55	48	50	50	50	55	53	49	52	52	50	50	53
Family situation	<b>8</b>	11	8	6	7	10	7	9	8	10	6	12	11	7	10	8	6
Attractive appearance	<b>3</b>	3	3	5	2	4	3	4	3	3	3	3	4	4	3	2	3
Smart appearance	<b>10</b>	14	7	7	9	11	10	10	9	10	9	11	11	11	8	9	12
Good talker	<b>28</b>	29	29	33	32	24	30	31	30	21	29	26	29	27	25	27	35
Sense of humour	<b>27</b>	29	26	33	29	25	27	30	25	27	26	29	25	29	26	27	25
Decisive	<b>36</b>	41	34	33	39	33	33	32	38	38	40	30	36	35	39	33	36
Sticks to what he/she believes in	<b>40</b>	41	43	39	38	43	45	38	41	39	38	44	39	40	41	43	32
Honest	<b>61</b>	60	60	62	58	64	51	55	63	68	64	57	54	63	61	62	60
Strong	<b>12</b>	16	10	11	13	11	13	12	12	11	13	10	11	12	12	11	12
In touch with ordinary people	<b>46</b>	37	56	36	41	51	39	41	50	49	46	47	40	46	47	48	48
Good in a crisis	<b>28</b>	31	26	31	27	29	21	23	30	33	31	25	29	29	29	26	29
Energetic	<b>4</b>	3	5	3	4	4	6	4	2	5	4	3	6	4	3	3	7
Self-confident	<b>11</b>	13	10	12	11	10	6	9	11	14	11	10	11	12	10	9	13
Effective	<b>18</b>	18	18	18	17	18	15	16	21	17	20	14	15	18	17	19	18
Inspires obedience	<b>2</b>	2	2	1	2	1	2	2	2	1	2	1	1	2	2	2	2
Ambitious	<b>3</b>	1	3	3	4	1	7	4	2	1	2	3	2	3	3	3	4
Trustful	<b>23</b>	18	24	25	23	23	22	24	25	22	22	25	26	21	25	23	26
Appears to be in control	<b>13</b>	15	14	15	13	14	11	14	13	14	13	13	11	14	13	15	8
Surrounds himself/herself with good people	<b>8</b>	9	8	11	9	7	6	4	9	11	9	7	11	9	8	7	6
Shows up on TV often	<b>0</b>	0	1	1	1	0	2	1	0	0	0	1	0	0	1	1	0
Youth	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Pleased with himself/herself	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Their past	<b>2</b>	1	2	0	2	1	4	2	1	1	2	2	1	1	3	2	2
None of these	<b>1</b>	1	0	0	1	1	2	2	1	1	1	2	1	1	1	2	1
Don't know	<b>4</b>	2	3	2	4	4	6	5	4	3	2	6	5	4	4	4	3
Maturity (in terms of age)	<b>2</b>	1	1	2	2	2	1	1	2	3	2	2	2	2	2	2	2

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

**Sounds intelligent**

Ranked first	3	2	3	7	3	3	6	4	2	3	4	3	4	3	3	4	2
Ranked second	3	3	3	10	4	3	3	4	3	3	3	3	5	3	4	2	4
Ranked third	3	3	3	6	4	3	4	3	3	3	4	2	3	3	3	3	5
Ranked fourth	4	6	4	4	5	4	3	5	4	6	5	4	4	3	4	5	7
Ranked fifth	6	6	6	8	6	6	5	6	6	6	6	6	8	6	5	5	6
Not selected as important	80	80	81	66	79	82	79	79	81	80	79	82	76	81	82	81	77

**Natural leader**

Ranked first	21	27	20	19	25	17	17	19	21	23	21	20	22	20	21	18	25
Ranked second	8	8	8	8	9	7	8	8	7	8	8	8	7	9	7	8	9
Ranked third	8	10	9	10	9	8	10	8	7	10	9	8	9	9	7	9	6
Ranked fourth	7	7	9	5	6	9	8	8	7	7	8	7	7	8	7	7	8
Ranked fifth	7	5	8	8	6	7	6	7	7	6	7	6	6	6	7	8	6
Not selected as important	49	43	46	50	45	52	50	50	50	45	47	51	49	48	50	50	47

**Family situation**

Ranked first	1	0	1	0	1	1	2	2	1	0	0	1	3	0	2	0	0
Ranked second	1	1	1	1	0	1	0	1	1	0	1	1	1	1	1	0	1
Ranked third	2	3	1	1	2	2	1	2	2	3	1	3	1	2	2	3	2
Ranked fourth	2	2	3	2	2	3	1	2	2	3	1	3	2	1	3	3	1
Ranked fifth	3	5	1	1	2	3	2	2	2	4	2	4	5	3	3	2	2
Not selected as important	92	89	92	94	93	90	93	91	92	90	94	88	89	93	90	92	94

**Attractive appearance**

Ranked first	0	0	0	1	0	1	0	1	0	0	0	0	0	1	0	0	1
Ranked second	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1
Ranked fifth	2	2	2	2	1	2	2	2	1	2	2	2	2	2	2	2	1
Not selected as important	97	97	97	95	98	96	97	96	97	97	97	97	96	96	97	98	97

**Smart appearance**

Ranked first	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Ranked second	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Ranked third	1	1	2	2	2	1	2	2	1	1	1	2	1	1	2	2	3
Ranked fourth	2	3	1	1	2	2	3	2	2	2	2	2	4	2	1	2	2
Ranked fifth	6	9	4	5	5	7	4	6	6	7	6	6	6	8	5	4	6
Not selected as important	90	86	93	93	91	89	90	90	91	90	91	89	89	89	92	91	88

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Good talker**

Ranked first	<b>3</b>	3	2	3	3	2	8	3	2	1	3	2	4	2	3	2	5
Ranked second	<b>4</b>	4	5	4	5	3	5	6	4	2	4	3	5	3	3	6	3
Ranked third	<b>5</b>	4	5	5	6	4	4	5	5	4	4	5	6	4	4	5	6
Ranked fourth	<b>7</b>	8	7	10	8	7	7	8	9	6	8	7	7	8	7	7	8
Ranked fifth	<b>9</b>	10	9	11	11	8	7	10	10	9	10	8	7	10	8	8	14
Not selected as important	<b>72</b>	71	71	67	68	76	70	69	70	79	71	74	71	73	75	73	65

**Sense of humour**

Ranked first	<b>2</b>	1	2	1	2	1	4	1	1	1	1	2	3	2	1	1	1
Ranked second	<b>2</b>	2	3	1	2	3	5	2	2	2	2	2	2	3	3	2	2
Ranked third	<b>4</b>	4	3	5	4	4	3	6	3	4	4	4	5	4	4	4	2
Ranked fourth	<b>8</b>	10	7	10	8	7	6	9	7	9	8	8	6	9	8	8	7
Ranked fifth	<b>11</b>	12	11	15	13	10	9	12	12	11	11	12	10	11	10	13	12
Not selected as important	<b>73</b>	71	74	67	71	75	73	70	75	73	74	71	75	71	74	73	75

**Decisive**

Ranked first	<b>4</b>	5	3	4	4	3	5	3	3	5	4	3	2	2	4	5	6
Ranked second	<b>9</b>	13	7	7	11	7	9	7	10	11	10	7	8	10	10	8	9
Ranked third	<b>10</b>	12	10	7	11	10	10	10	10	11	12	8	12	10	11	9	10
Ranked fourth	<b>8</b>	8	9	10	9	7	5	9	9	8	10	7	11	8	9	7	8
Ranked fifth	<b>4</b>	3	5	6	3	5	5	4	5	4	4	4	3	5	5	5	4
Not selected as important	<b>64</b>	59	66	67	61	67	67	68	62	62	60	70	64	65	61	67	64

**Sticks to what he/she believes in**

Ranked first	<b>10</b>	9	12	10	9	11	14	9	11	8	10	10	9	9	13	11	5
Ranked second	<b>12</b>	12	14	12	11	13	13	13	11	12	11	13	12	13	10	14	7
Ranked third	<b>8</b>	8	8	8	7	8	7	8	8	7	7	9	9	8	8	7	8
Ranked fourth	<b>7</b>	7	5	6	7	6	5	5	7	8	7	6	4	7	6	7	9
Ranked fifth	<b>4</b>	5	4	2	4	4	5	3	4	5	3	5	4	4	5	3	3
Not selected as important	<b>60</b>	60	57	61	62	57	55	63	59	61	62	56	61	60	59	57	68

**Honest**

Ranked first	<b>31</b>	27	30	31	26	35	20	29	32	36	32	30	24	34	30	32	27
Ranked second	<b>14</b>	16	14	11	14	15	13	13	16	14	15	14	16	13	14	15	16
Ranked third	<b>10</b>	10	10	11	11	9	11	7	9	12	10	9	8	9	10	10	10
Ranked fourth	<b>5</b>	5	5	6	5	4	6	4	5	4	5	4	4	4	6	4	5
Ranked fifth	<b>2</b>	3	1	2	2	2	2	2	1	3	2	1	2	2	1	2	1
Not selected as important	<b>39</b>	40	40	38	42	36	49	45	37	32	36	43	46	37	39	38	40



	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Strong**

Ranked first	1	2	1	1	1	1	1	1	0	2	1	1	3	2	0	1	0
Ranked second	2	2	1	1	2	2	3	2	1	2	2	2	1	1	3	1	3
Ranked third	3	4	3	3	3	3	3	4	3	2	3	3	2	4	3	2	5
Ranked fourth	3	4	3	6	4	3	4	2	4	3	4	3	4	3	3	4	2
Ranked fifth	2	3	3	1	2	3	2	3	3	2	3	2	2	2	3	3	1
Not selected as important	88	84	90	89	87	89	87	88	88	89	87	90	89	88	88	89	88

**In touch with ordinary people**

Ranked first	8	4	12	7	7	9	5	9	9	7	7	9	9	8	6	8	9
Ranked second	12	9	14	13	11	13	11	11	12	14	11	15	13	11	15	12	10
Ranked third	13	11	15	7	11	15	10	12	15	13	13	14	9	13	15	14	16
Ranked fourth	8	8	9	6	7	8	9	6	8	9	8	7	6	9	6	8	9
Ranked fifth	5	5	6	4	4	6	4	3	6	6	7	3	4	6	6	5	4
Not selected as important	54	63	44	64	59	49	61	59	50	51	54	53	60	54	53	52	52

**Good in a crisis**

Ranked first	2	3	1	2	2	2	1	2	2	3	2	2	2	2	2	2	3
Ranked second	6	7	6	7	6	7	5	5	7	8	7	6	8	6	7	4	9
Ranked third	8	9	7	8	8	7	7	6	8	8	8	7	6	8	7	8	6
Ranked fourth	7	6	7	8	6	8	5	6	8	8	8	6	7	6	7	8	6
Ranked fifth	5	5	5	6	5	6	4	5	6	6	6	4	7	5	7	3	5
Not selected as important	72	69	74	69	73	71	79	77	70	67	69	75	71	72	71	74	71

**Energetic**

Ranked first	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Ranked second	0	0	1	0	1	0	1	0	0	1	1	0	1	0	0	0	1
Ranked third	1	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	1
Ranked fourth	1	1	1	1	1	1	0	1	1	2	1	1	1	1	2	0	0
Ranked fifth	1	1	2	1	2	1	4	2	1	1	2	1	3	1	0	1	5
Not selected as important	96	97	95	97	96	96	94	96	98	95	96	97	94	96	97	97	93

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Self-confident**

Ranked first	<b>1</b>	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	2
Ranked second	<b>2</b>	4	2	3	3	2	1	3	2	3	3	2	3	2	3	2	2
Ranked third	<b>3</b>	3	2	3	2	3	2	2	2	4	3	2	2	3	2	2	4
Ranked fourth	<b>2</b>	2	2	2	2	2	2	1	2	2	2	3	2	2	1	1	3
Ranked fifth	<b>3</b>	3	3	3	3	3	1	2	3	5	3	3	3	3	2	3	2
Not selected as important	<b>89</b>	87	90	88	89	90	94	91	89	86	89	90	89	88	90	91	87

**Effective**

Ranked first	<b>3</b>	4	3	3	2	3	2	3	3	2	4	2	2	3	2	3	4
Ranked second	<b>4</b>	4	3	6	4	4	2	5	4	3	5	2	4	4	3	5	4
Ranked third	<b>4</b>	3	4	3	3	5	2	3	5	4	5	3	3	4	4	5	4
Ranked fourth	<b>5</b>	5	4	4	5	4	7	3	5	4	4	5	5	5	6	3	4
Ranked fifth	<b>3</b>	2	3	3	4	2	2	2	3	3	3	3	1	3	3	3	2
Not selected as important	<b>82</b>	82	82	82	83	82	85	84	79	83	80	86	85	82	83	81	82

**Inspires obedience**

Ranked first	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	<b>0</b>	1	0	0	1	0	1	1	0	0	1	0	0	0	0	1	0
Ranked fourth	<b>0</b>	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0
Ranked fifth	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	2
Not selected as important	<b>98</b>	98	98	99	98	99	98	98	98	99	98	99	99	98	98	98	98

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Ambitious**

Ranked first	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	0	0	0	0	1	0	2	1	0	0	0	1	1	0	1	0	1
Ranked third	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	1	0	1	0	1	1	3	1	0	0	1	1	0	1	2	0	1
Ranked fifth	1	1	1	1	2	1	2	1	1	1	1	1	1	1	0	2	1
Not selected as important	97	99	97	97	96	99	93	96	98	99	98	97	98	97	97	97	96

**Trustful**

Ranked first	4	4	3	4	5	3	5	4	5	3	4	5	4	4	5	4	4
Ranked second	8	6	9	11	7	10	4	9	10	8	9	8	5	9	7	9	10
Ranked third	5	3	6	6	5	5	6	5	5	5	5	6	9	4	5	4	5
Ranked fourth	4	4	5	2	4	4	6	4	4	4	3	5	6	3	5	3	7
Ranked fifth	2	2	2	2	2	2	2	2	2	2	2	2	2	1	3	2	1
Not selected as important	77	82	76	75	77	77	78	76	75	78	78	75	74	79	75	77	74

**Appears to be in control**

Ranked first	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
Ranked second	2	3	3	1	2	3	2	2	3	2	2	2	2	2	4	1	2
Ranked third	2	3	2	6	2	2	2	3	2	2	3	1	2	3	2	2	1
Ranked fourth	4	4	4	3	4	4	3	5	3	4	4	4	3	5	3	5	1
Ranked fifth	4	3	4	4	3	4	3	3	4	4	4	3	3	3	3	5	3
Not selected as important	87	85	86	85	87	86	89	86	87	86	87	87	89	86	87	85	92

**Surrounds himself/herself with good people**

Ranked first	0	0	0	1	0	0	0	0	0	1	1	0	1	0	0	0	0
Ranked second	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	1	1
Ranked third	2	2	2	2	2	2	1	1	2	3	2	2	1	2	2	2	1
Ranked fourth	3	3	2	4	3	2	2	1	3	4	2	3	4	3	2	2	1
Ranked fifth	2	3	2	3	3	2	2	1	3	2	2	2	3	2	3	1	3
Not selected as important	92	91	93	89	91	93	94	96	91	89	91	93	90	91	92	93	94

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2657</b>	850	893	189	1291	1366	321	678	909	749	1514	1143	340	864	569	654	231
<b>Unweighted Sample</b>	<b>2657</b>	823	839	195	1279	1378	191	657	1028	781	1775	882	395	847	541	604	270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Shows up on TV often**

Ranked first	0	0	1	0	0	0	2	0	0	0	0	1	0	0	1	0	0
Ranked second	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fifth	100	100	99	99	99	100	98	99	100	100	100	99	100	100	99	99	100

**Youth**

Ranked first	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Ranked fourth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fifth	100	100	100	100	100	100	100	99	100	100	100	100	99	100	100	100	100

**Pleased with himself/herself**

Ranked fourth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fifth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not selected as important	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**Their past**

Ranked first	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	1	0	1	0	1	0	1	1	1	0	1	1	0	0	1	1	1
Ranked fourth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fifth	1	0	1	0	1	0	2	1	0	1	1	1	0	0	2	1	1
Not selected as important	98	99	98	100	98	99	96	98	99	99	98	98	99	99	97	98	98

**Maturity (in terms of age)**

Ranked first	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	1	1	0	1	1	1	0	0	1	1	1	1	0	1	0	1	0
Ranked fifth	1	0	1	0	1	1	1	1	1	1	0	1	1	0	1	1	1
Not selected as important	98	99	99	98	98	98	99	99	98	97	98	98	98	98	98	98	98

	Voting intention			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>528</b>	174	171	65	277	252	66	140	171	151	319	209	81	164	105	124	54
<b>Unweighted Sample</b>	<b>575</b>	169	190	65	297	278	43	148	219	165	399	176	95	181	111	125	63
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rankings - of those who selected each characteristic as important, the following percentages ranked as follows...

**Sounds intelligent**

Ranked first	<b>16</b>	12	16	21	14	18	28	19	11	13	17	14	16	16	15	20	8
Ranked second	<b>17</b>	15	15	28	19	15	13	17	18	16	15	19	21	17	20	11	17
Ranked third	<b>15</b>	17	15	17	17	14	20	14	18	13	18	12	14	16	15	14	20
Ranked fourth	<b>22</b>	29	23	12	22	22	13	23	19	29	22	23	18	17	23	28	29
Ranked fifth	<b>30</b>	28	30	22	28	32	26	27	34	29	28	32	31	33	27	28	26

<b>Weighted Sample</b>	<b>1359</b>	483	485	94	704	655	161	336	452	411	803	556	175	450	286	326	123
<b>Unweighted Sample</b>	<b>1354</b>	482	444	96	697	657	92	325	512	425	932	422	201	434	274	304	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Natural leader**

Ranked first	<b>40</b>	48	37	38	46	34	34	38	43	43	40	41	44	39	43	36	47
Ranked second	<b>16</b>	13	15	15	16	15	17	16	15	15	16	16	13	18	14	15	16
Ranked third	<b>17</b>	17	16	21	16	17	20	16	14	18	16	17	18	18	14	18	11
Ranked fourth	<b>15</b>	12	16	9	11	18	17	15	15	13	15	13	14	15	14	14	15
Ranked fifth	<b>13</b>	9	15	16	11	15	13	14	13	12	13	13	11	11	15	16	11

<b>Weighted Sample</b>	<b>225</b>	92	68	11	91	134	21	59	73	72	87	138	37	59	59	55	15
<b>Unweighted Sample</b>	<b>181</b>	73	49	9	72	109	11	52	63	55	89	92	32	46	44	43	16
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Family situation**

Ranked first	<b>10</b>	3	14	8	12	10	27	18	8	2	9	12	23	3	18	3	6
Ranked second	<b>9</b>	9	10	21	7	10	2	13	15	0	14	5	10	9	9	5	15
Ranked third	<b>25</b>	24	18	27	26	24	19	22	28	26	23	26	10	36	16	33	26
Ranked fourth	<b>25</b>	18	40	28	24	26	21	25	21	30	22	27	16	12	33	39	15
Ranked fifth	<b>31</b>	45	18	15	31	31	30	23	28	41	33	30	41	40	24	20	38

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>86</b>	29	25	10	29	57	10	25	26	25	51	36	12	35	17	15	8
<b>Unweighted Sample</b>	<b>85</b>	29	20	9	28	57	5	21	36	23	58	27	13	31	17	11	13
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Attractive appearance

Ranked first	<b>11</b>	10	12	23	5	14	9	15	6	14	11	11	11	13	7	10	18
Ranked second	<b>4</b>	5	0	6	5	3	0	0	7	5	5	2	5	4	5	0	7
Ranked third	<b>8</b>	8	0	17	7	8	0	7	15	5	9	6	6	11	4	11	0
Ranked fourth	<b>24</b>	28	24	14	31	20	28	24	24	20	21	28	34	28	21	0	38
Ranked fifth	<b>53</b>	48	64	40	51	55	64	54	48	55	53	54	44	44	64	79	36

<b>Weighted Sample</b>	<b>261</b>	122	64	13	115	146	33	69	85	74	141	120	36	93	48	57	27
<b>Unweighted Sample</b>	<b>267</b>	115	62	14	114	153	19	65	103	80	173	94	41	82	47	59	38
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Smart appearance

Ranked first	<b>3</b>	6	1	0	5	1	0	2	5	4	2	4	5	0	3	8	0
Ranked second	<b>3</b>	4	1	3	2	3	7	2	4	0	4	2	0	2	8	2	3
Ranked third	<b>14</b>	9	23	24	18	11	19	18	13	9	8	21	8	7	24	17	22
Ranked fourth	<b>20</b>	20	15	8	21	19	31	18	17	20	21	18	33	20	6	22	21
Ranked fifth	<b>60</b>	62	59	65	53	67	43	60	62	67	64	56	55	71	59	51	54

<b>Weighted Sample</b>	<b>737</b>	246	255	63	411	325	98	210	270	158	444	293	97	235	144	179	81
<b>Unweighted Sample</b>	<b>745</b>	236	252	58	405	340	62	209	304	170	510	235	116	229	140	166	94
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Good talker

Ranked first	<b>9</b>	10	9	8	9	9	26	9	7	3	10	8	14	7	12	6	15
Ranked second	<b>14</b>	15	16	13	15	13	17	19	12	9	15	13	16	12	11	21	8
Ranked third	<b>17</b>	15	16	15	18	15	12	16	18	18	14	21	21	15	18	16	16
Ranked fourth	<b>27</b>	27	26	30	24	30	22	24	30	27	27	27	24	28	29	27	22
Ranked fifth	<b>33</b>	33	33	34	34	33	23	32	33	43	34	32	26	38	31	31	40

<b>Weighted Sample</b>	<b>718</b>	246	230	63	371	347	88	203	223	204	391	327	86	249	147	179	57
<b>Unweighted Sample</b>	<b>690</b>	224	204	56	344	346	56	182	247	205	443	247	102	231	128	158	71
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sense of humour

Ranked first	<b>6</b>	3	7	2	7	4	14	5	5	3	5	7	10	7	5	3	2
Ranked second	<b>9</b>	6	10	4	7	11	20	6	7	9	10	8	6	10	10	6	9
Ranked third	<b>15</b>	15	13	16	14	16	10	20	12	14	15	14	20	14	16	15	9
Ranked fourth	<b>29</b>	33	26	31	29	29	22	30	28	33	30	29	22	32	30	28	29
Ranked fifth	<b>42</b>	43	43	46	43	40	34	39	48	42	41	43	41	37	39	48	50

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>951</b>	349	304	62	502	449	107	214	343	287	607	344	123	302	223	219	84
<b>Unweighted Sample</b>	<b>973</b>	358	284	66	514	459	64	210	388	311	700	273	153	307	208	212	93
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Decisive**

Ranked first	<b>10</b>	12	9	11	11	9	14	8	9	12	10	11	7	7	11	14	16
Ranked second	<b>25</b>	31	22	20	29	21	26	21	26	28	26	25	23	27	26	24	23
Ranked third	<b>29</b>	29	30	21	27	31	29	31	28	29	30	28	33	29	29	27	29
Ranked fourth	<b>23</b>	19	26	30	24	23	16	28	25	22	24	23	29	23	23	22	22
Ranked fifth	<b>12</b>	8	13	18	9	16	16	12	13	9	11	14	8	13	12	14	10

<b>Weighted Sample</b>	<b>1068</b>	344	382	73	485	583	143	253	376	295	571	497	133	347	236	278	74
<b>Unweighted Sample</b>	<b>1040</b>	325	343	72	462	578	79	255	407	299	668	372	155	326	214	255	90
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Sticks to what he/she believes in**

Ranked first	<b>25</b>	22	29	27	23	26	31	24	26	20	27	22	22	21	31	26	16
Ranked second	<b>30</b>	29	33	32	30	30	30	34	27	30	29	31	31	32	24	33	22
Ranked third	<b>19</b>	21	19	21	19	20	16	21	21	18	19	20	24	20	18	16	24
Ranked fourth	<b>16</b>	17	11	15	18	15	12	13	17	20	18	15	11	17	15	17	27
Ranked fifth	<b>10</b>	11	8	5	11	10	11	8	10	12	8	12	11	10	12	8	11

<b>Weighted Sample</b>	<b>1623</b>	506	538	116	745	878	163	374	575	510	968	654	183	546	348	407	139
<b>Unweighted Sample</b>	<b>1660</b>	497	519	125	780	880	97	371	659	533	1138	522	214	557	332	389	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Honest**

Ranked first	<b>51</b>	45	49	51	46	54	40	53	50	52	50	52	45	54	49	51	45
Ranked second	<b>23</b>	27	23	18	24	23	25	23	26	21	23	24	29	21	22	24	27
Ranked third	<b>16</b>	16	17	18	19	13	21	14	15	17	16	16	15	15	17	16	17
Ranked fourth	<b>8</b>	8	9	10	8	7	11	7	8	6	8	6	7	7	9	7	8
Ranked fifth	<b>3</b>	4	2	4	3	2	3	3	2	4	3	2	4	3	2	3	2

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>312</b>	134	89	22	163	150	42	80	106	84	198	114	39	105	66	75	28
<b>Unweighted Sample</b>	<b>312</b>	121	88	22	158	154	24	78	118	92	223	89	43	101	70	72	26
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Strong**

Ranked first	<b>10</b>	14	6	7	10	10	9	11	3	18	11	8	23	12	3	11	0
Ranked second	<b>15</b>	15	13	6	15	16	23	15	9	20	15	17	8	12	24	13	25
Ranked third	<b>26</b>	26	29	23	27	24	23	31	27	20	25	27	17	30	24	18	43
Ranked fourth	<b>29</b>	24	28	55	33	24	31	19	37	26	28	29	35	26	26	35	20
Ranked fifth	<b>20</b>	20	25	10	15	26	14	24	23	17	21	19	17	20	22	24	12

<b>Weighted Sample</b>	<b>1226</b>	317	503	69	527	699	125	279	454	368	690	536	137	399	268	312	110
<b>Unweighted Sample</b>	<b>1223</b>	305	467	74	528	695	71	268	502	382	811	412	154	396	252	293	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In touch with ordinary people**

Ranked first	<b>17</b>	12	21	19	17	17	13	21	18	15	16	18	22	17	12	18	19
Ranked second	<b>27</b>	25	25	35	28	26	27	27	24	29	24	31	32	25	31	26	20
Ranked third	<b>28</b>	28	27	18	27	29	26	29	30	26	28	29	22	27	31	28	33
Ranked fourth	<b>17</b>	20	15	17	17	16	23	15	16	17	18	14	14	19	14	17	19
Ranked fifth	<b>11</b>	14	11	10	11	11	11	8	12	13	14	7	10	12	12	11	8



	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>745</b>	265	234	58	344	401	68	153	275	249	463	281	97	246	167	168	67
<b>Unweighted Sample</b>	<b>772</b>	284	213	70	356	416	40	156	312	264	551	221	122	258	166	152	74
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Good in a crisis**

Ranked first	<b>7</b>	10	5	7	9	6	4	8	6	8	6	9	7	7	6	7	9
Ranked second	<b>23</b>	24	23	23	23	22	23	21	22	25	22	23	27	23	22	17	33
Ranked third	<b>27</b>	30	25	26	30	24	32	25	28	25	26	28	20	30	24	31	22
Ranked fourth	<b>25</b>	21	28	25	21	28	23	25	26	25	27	22	23	23	25	32	20
Ranked fifth	<b>18</b>	15	18	19	17	19	18	21	18	17	19	17	23	18	23	13	16

<b>Weighted Sample</b>	<b>104</b>	28	41	5	55	49	20	26	22	35	68	36	20	31	18	18	17
<b>Unweighted Sample</b>	<b>102</b>	31	36	7	50	52	9	30	28	35	75	27	25	30	16	15	16
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Energetic**

Ranked first	<b>5</b>	9	5	0	5	5	0	6	0	11	8	0	0	0	11	11	8
Ranked second	<b>11</b>	15	13	0	13	10	16	9	6	14	14	6	13	6	13	18	11
Ranked third	<b>18</b>	19	20	21	12	25	18	12	33	15	14	27	19	35	13	0	12
Ranked fourth	<b>29</b>	30	24	48	26	33	0	35	39	35	27	33	23	39	53	17	6
Ranked fifth	<b>36</b>	27	38	31	44	27	66	39	23	25	37	34	45	20	10	55	62

<b>Weighted Sample</b>	<b>282</b>	110	87	22	147	135	19	63	99	101	167	116	36	99	56	61	29
<b>Unweighted Sample</b>	<b>306</b>	112	89	29	155	151	15	73	117	101	208	98	49	107	57	60	33
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Self-confident**

Ranked first	<b>9</b>	9	7	7	7	11	6	15	11	3	10	7	8	7	8	7	18
Ranked second	<b>22</b>	27	17	25	26	19	12	28	22	21	24	20	24	20	28	24	17
Ranked third	<b>24</b>	25	24	25	21	27	32	21	20	29	26	22	21	23	25	25	29
Ranked fourth	<b>18</b>	13	24	16	19	17	37	13	23	14	14	25	22	22	15	13	20
Ranked fifth	<b>27</b>	26	29	26	27	26	13	22	24	34	27	27	25	29	24	31	16

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>469</b>	153	156	35	223	246	49	107	188	126	304	165	50	157	98	123	41
<b>Unweighted Sample</b>	<b>530</b>	157	174	41	243	287	31	113	239	147	394	136	75	181	99	119	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Effective**

Ranked first	<b>15</b>	21	14	16	13	17	13	21	13	14	17	11	15	17	10	15	23
Ranked second	<b>21</b>	20	20	30	22	21	12	29	20	20	24	16	24	20	15	27	22
Ranked third	<b>22</b>	19	25	18	17	27	14	18	26	25	23	20	20	21	22	25	20
Ranked fourth	<b>26</b>	27	25	20	26	25	45	18	26	24	21	34	33	26	35	15	25
Ranked fifth	<b>16</b>	14	16	16	21	11	16	15	15	17	14	20	7	17	18	18	10

<b>Weighted Sample</b>	<b>51</b>	18	14	2	31	20	7	17	16	11	34	16	4	16	10	16	5
<b>Unweighted Sample</b>	<b>50</b>	17	12	2	25	25	3	15	21	11	33	17	6	18	8	13	5
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Inspires obedience**

Ranked first	<b>1</b>	0	0	0	0	2	0	0	2	0	0	2	0	0	0	0	8
Ranked second	<b>8</b>	5	13	0	12	2	0	8	11	9	6	12	33	0	0	17	0
Ranked third	<b>18</b>	30	7	0	22	11	23	34	6	6	24	4	16	16	13	29	0
Ranked fourth	<b>23</b>	24	16	0	23	23	22	29	20	17	24	19	17	25	25	24	12
Ranked fifth	<b>51</b>	41	64	100	43	63	54	28	60	68	45	63	33	59	62	30	81

<b>Weighted Sample</b>	<b>69</b>	11	26	5	49	20	22	25	15	8	31	38	5	23	14	17	9
<b>Unweighted Sample</b>	<b>49</b>	10	15	4	32	17	12	19	12	6	29	20	4	17	9	9	10
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Ambitious**

Ranked first	<b>6</b>	0	3	51	8	0	0	13	0	11	10	2	0	11	6	0	8
Ranked second	<b>16</b>	14	14	0	20	8	23	14	19	0	10	22	35	1	23	19	30
Ranked third	<b>2</b>	6	0	0	1	2	0	4	0	0	2	1	0	3	0	0	4
Ranked fourth	<b>36</b>	28	49	0	29	53	40	40	27	28	38	35	16	44	62	17	25
Ranked fifth	<b>40</b>	52	34	49	41	38	37	29	54	61	39	41	49	41	9	65	33

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>622</b>	153	215	48	303	319	72	162	225	164	333	289	88	181	143	150	61
<b>Unweighted Sample</b>	<b>626</b>	151	208	45	318	308	44	151	259	172	396	230	100	169	142	145	70
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Trustful**

Ranked first	<b>17</b>	20	13	17	21	14	21	17	19	14	16	18	14	18	19	17	14
Ranked second	<b>36</b>	32	36	44	31	41	17	38	40	37	39	32	20	45	29	41	37
Ranked third	<b>21</b>	15	23	23	22	21	28	23	19	21	21	22	36	18	20	19	18
Ranked fourth	<b>18</b>	22	19	9	19	17	28	15	16	18	14	21	22	13	20	14	27
Ranked fifth	<b>8</b>	12	8	8	9	8	7	8	7	10	9	7	8	6	11	9	4

<b>Weighted Sample</b>	<b>350</b>	126	125	29	164	186	37	91	120	102	204	146	37	124	74	98	17
<b>Unweighted Sample</b>	<b>342</b>	123	111	29	164	178	21	85	129	107	235	107	43	116	73	85	25
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Appears to be in control**

Ranked first	<b>9</b>	10	6	9	10	7	10	4	11	9	7	10	6	10	7	9	6
Ranked second	<b>17</b>	18	19	8	15	19	19	14	20	17	16	19	21	16	27	9	21
Ranked third	<b>18</b>	19	13	38	18	17	18	21	16	17	22	11	16	19	18	16	16
Ranked fourth	<b>29</b>	30	30	20	29	29	28	37	24	28	27	33	26	32	21	34	19
Ranked fifth	<b>27</b>	23	32	24	27	27	25	23	30	28	28	26	31	23	26	31	38

<b>Weighted Sample</b>	<b>210</b>	73	67	21	111	99	19	26	81	84	131	79	35	75	43	44	13
<b>Unweighted Sample</b>	<b>246</b>	75	74	25	130	116	10	34	102	100	182	64	46	85	49	44	22
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Surrounds himself/herself with good people**

Ranked first	<b>5</b>	4	6	6	4	5	0	6	5	5	6	2	11	4	1	6	3
Ranked second	<b>15</b>	13	11	14	11	19	13	21	12	15	17	11	9	15	17	12	25
Ranked third	<b>22</b>	20	28	19	21	24	19	23	18	27	22	23	14	21	22	32	15
Ranked fourth	<b>32</b>	33	28	33	34	30	30	33	32	33	27	40	38	36	25	34	12
Ranked fifth	<b>26</b>	30	27	28	30	22	38	17	33	21	28	25	27	24	35	16	46

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>13</b>	2	6	2	8	5	6	4	1	2	3	9	1	2	5	4	0
<b>Unweighted Sample</b>	<b>8</b>	2	2	1	4	4	2	3	1	2	4	4	2	1	1	3	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shows up on TV often

Ranked first	<b>49</b>	0	76	0	62	27	76	12	100	0	13	62	0	0	100	20	100
Ranked second	<b>7</b>	0	0	0	11	0	0	23	0	0	24	0	57	0	0	0	0
Ranked third	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	<b>18</b>	0	0	100	0	47	0	64	0	0	0	25	0	0	0	52	0
Ranked fifth	<b>27</b>	100	24	0	27	25	24	0	0	100	63	13	43	100	0	28	0

<b>Weighted Sample</b>	<b>7</b>	0	4	0	1	5	1	5	1	0	2	4	3	0	2	1	1
<b>Unweighted Sample</b>	<b>5</b>	0	3	0	1	4	1	3	1	0	2	3	2	0	1	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Youth

Ranked first	<b>21</b>	0	35	0	100	0	0	29	0	0	63	0	45	0	0	0	0
Ranked second	<b>26</b>	0	20	0	0	33	100	0	100	0	37	20	0	0	0	100	100
Ranked third	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	<b>26</b>	0	0	0	0	33	0	35	0	0	0	39	55	0	0	0	0
Ranked fifth	<b>27</b>	0	45	0	0	35	0	37	0	0	0	41	0	0	100	0	0

<b>Weighted Sample</b>	<b>3</b>	0	1	0	0	3	1	0	1	1	1	1	0	1	0	1	1
<b>Unweighted Sample</b>	<b>3</b>	0	2	0	0	3	1	0	1	1	2	1	0	1	0	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pleased with himself/herself

Ranked first	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked second	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked third	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ranked fourth	<b>31</b>	0	61	0	0	31	100	0	0	0	61	0	0	0	0	0	100
Ranked fifth	<b>69</b>	0	39	0	0	69	0	0	100	100	39	100	0	100	0	100	0

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>46</b>	5	15	1	31	15	12	13	11	10	24	23	2	7	18	14	4
<b>Unweighted Sample</b>	<b>44</b>	6	9	1	26	18	4	15	11	14	26	18	4	10	13	13	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Their past**

Ranked first	<b>5</b>	15	7	0	1	12	9	0	7	3	3	6	14	0	0	12	0
Ranked second	<b>2</b>	14	0	0	4	0	0	3	0	6	5	0	0	15	0	0	0
Ranked third	<b>38</b>	50	38	0	39	36	34	34	59	27	39	37	41	36	31	48	36
Ranked fourth	<b>9</b>	0	2	100	7	12	0	7	6	22	11	7	34	18	7	4	0
Ranked fifth	<b>46</b>	21	52	0	49	40	57	56	28	41	42	50	11	30	62	35	64

<b>Weighted Sample</b>	<b>52</b>	12	13	3	28	24	4	8	17	23	27	25	8	17	11	12	4
<b>Unweighted Sample</b>	<b>59</b>	12	13	3	30	29	3	8	18	30	40	19	8	20	13	14	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Maturity (in terms of age)**

Ranked first	<b>6</b>	7	6	0	2	11	0	24	0	6	8	4	10	6	0	6	15
Ranked second	<b>7</b>	7	6	25	9	3	0	0	11	7	6	7	0	5	7	7	27
Ranked third	<b>17</b>	6	15	37	13	22	35	16	15	16	25	8	20	20	23	11	0
Ranked fourth	<b>33</b>	65	14	38	35	32	0	10	38	44	37	29	14	56	25	30	10
Ranked fifth	<b>37</b>	16	59	0	41	32	65	50	36	28	24	51	56	14	46	45	48

	Voting intention			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>52</b>	12	13	3	28	24	4	8	17	23	27	25	8	17	11	12	4
<b>Unweighted Sample</b>	<b>59</b>	12	13	3	30	29	3	8	18	30	40	19	8	20	13	14	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about the same range of qualities, which of the following words or phrases would you use to describe David Cameron? (Please select all that apply)

Sounds intelligent	<b>32</b>	51	18	31	35	30	32	26	30	39	35	28	33	34	34	30	26
Natural leader	<b>22</b>	48	7	23	24	21	23	21	19	26	25	18	27	28	20	18	13
Attractive appearance	<b>13</b>	20	8	18	11	14	9	11	10	19	14	11	16	15	12	11	7
Smart appearance	<b>47</b>	63	37	59	46	48	40	44	46	56	50	43	44	50	48	46	43
Good talker	<b>40</b>	57	28	46	44	36	37	35	37	50	44	34	40	43	38	39	37
Sense of humour	<b>21</b>	42	8	20	20	21	18	15	19	28	22	18	23	26	19	17	11
Decisive	<b>16</b>	35	3	16	16	15	12	12	15	21	18	13	18	20	13	13	13
Sticks to what he believes in	<b>19</b>	39	8	17	20	17	19	14	19	23	21	16	23	20	22	14	12
Honest	<b>16</b>	43	2	9	17	16	9	9	14	28	19	13	17	21	18	10	8
Strong	<b>11</b>	25	3	10	11	11	9	11	10	13	13	8	16	13	10	9	5
In touch with ordinary people	<b>10</b>	27	0	2	8	12	7	7	9	14	11	9	13	14	8	6	3
Good in a crisis	<b>11</b>	29	1	11	11	12	10	10	10	15	13	8	13	14	10	8	6
Energetic	<b>18</b>	33	8	22	17	19	10	13	15	30	20	16	19	22	16	16	13
Self-confident	<b>43</b>	55	37	50	42	44	41	40	41	50	49	36	42	46	42	43	41
Effective	<b>9</b>	21	2	10	9	8	7	8	7	12	10	6	10	11	7	7	6
Inspires obedience	<b>3</b>	6	1	2	3	3	3	4	2	4	3	3	4	3	2	3	2
Ambitious	<b>33</b>	31	34	40	32	34	22	26	33	43	36	29	33	33	30	35	34
Trustful	<b>7</b>	18	0	5	7	6	5	5	6	10	8	5	8	9	7	4	3
Appears to be in control	<b>27</b>	51	11	26	27	28	28	22	24	35	29	25	28	31	28	25	15
Surrounds himself with good people	<b>7</b>	15	2	7	7	7	5	6	7	9	9	5	9	8	7	6	4
Shows up on TV often	<b>22</b>	15	29	21	23	22	34	23	22	17	24	21	22	21	20	26	26
Youthful	<b>10</b>	14	8	12	10	9	9	8	9	12	11	9	10	11	8	10	8
Pleased with himself	<b>34</b>	8	57	43	35	34	30	31	40	33	34	35	29	32	34	38	43
From a rich background	<b>52</b>	34	68	58	54	49	51	53	53	49	55	48	46	51	50	55	56
Mature	<b>4</b>	10	2	7	5	4	9	3	2	6	4	6	6	5	6	2	3
From a poor background	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
None of these	<b>5</b>	0	8	2	5	5	3	6	6	3	4	7	4	4	4	7	8
Don't know	<b>7</b>	4	5	6	5	8	11	10	6	4	4	10	10	6	6	7	5

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>52</b>	12	13	3	28	24	4	8	17	23	27	25	8	17	11	12	4
<b>Unweighted Sample</b>	<b>59</b>	12	13	3	30	29	3	8	18	30	40	19	8	20	13	14	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following words or phrases would you use to describe Nick Clegg? (Please select all that apply)

Sounds intelligent	<b>22</b>	29	14	44	23	20	16	19	22	26	24	19	21	23	22	21	21
Natural leader	<b>4</b>	6	2	14	4	4	5	4	3	4	5	3	3	4	3	5	4
Attractive appearance	<b>15</b>	20	12	24	12	18	9	7	15	23	18	11	14	14	16	15	12
Smart appearance	<b>36</b>	45	30	51	35	37	23	31	36	46	40	31	31	38	37	35	35
Good talker	<b>24</b>	32	16	51	24	23	18	23	21	31	27	20	21	26	21	25	23
Sense of humour	<b>8</b>	14	3	23	8	8	8	7	9	9	10	6	7	10	9	7	4
Decisive	<b>3</b>	4	1	13	3	2	2	4	2	3	3	2	2	3	4	2	2
Sticks to what he believes in	<b>6</b>	9	1	16	6	5	4	5	5	8	5	7	7	6	6	4	5
Honest	<b>9</b>	15	3	31	10	8	7	7	9	12	10	7	9	11	9	8	7
Strong	<b>2</b>	3	1	10	3	2	2	4	2	1	2	3	3	3	2	2	2
In touch with ordinary people	<b>9</b>	15	3	26	8	11	12	10	8	9	11	7	9	11	10	9	4
Good in a crisis	<b>2</b>	3	0	9	2	2	1	2	2	1	2	1	1	2	1	2	1
Energetic	<b>10</b>	16	5	23	10	10	9	8	8	13	12	7	8	12	11	8	9
Self-confident	<b>17</b>	24	12	31	17	18	8	16	16	24	18	17	15	20	16	18	12
Effective	<b>3</b>	5	0	12	4	2	2	4	2	3	3	2	4	4	2	3	0
Inspires obedience	<b>1</b>	1	0	2	1	1	0	2	1	0	1	1	1	0	0	2	1
Ambitious	<b>29</b>	36	27	34	30	28	19	20	31	39	30	28	24	32	28	31	23
Trustful	<b>5</b>	8	1	20	5	4	3	5	4	6	5	4	3	7	4	4	2
Appears to be in control	<b>5</b>	9	1	9	4	5	2	5	4	6	5	4	6	6	5	4	1
Surrounds himself with good people	<b>5</b>	8	4	14	5	5	5	4	6	5	6	5	5	6	6	5	2
Shows up on TV often	<b>15</b>	16	15	15	15	14	14	12	15	17	16	12	15	15	14	15	13
Youthful	<b>20</b>	27	17	31	20	20	16	13	18	30	21	18	17	22	23	18	17
Pleased with himself	<b>25</b>	26	30	10	27	24	12	14	30	35	25	25	20	25	26	29	24
From a rich background	<b>29</b>	24	33	27	32	25	23	19	30	38	31	25	25	27	29	31	31
Mature	<b>3</b>	4	2	12	4	3	4	3	3	3	3	3	2	5	3	2	3
From a poor background	<b>1</b>	1	1	0	1	0	3	1	0	0	1	1	1	0	1	1	0
None of these	<b>15</b>	8	21	4	16	14	20	17	14	10	13	17	13	12	15	18	15
Don't know	<b>12</b>	9	9	8	9	14	20	15	10	7	9	15	18	12	8	11	13

	Voting intention			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>52</b>	12	13	3	28	24	4	8	17	23	27	25	8	17	11	12	4
<b>Unweighted Sample</b>	<b>59</b>	12	13	3	30	29	3	8	18	30	40	19	8	20	13	14	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And finally, which of the following words or phrases would you use to describe Ed Miliband?  
(Please select all that apply)

Sounds intelligent	18	9	31	16	18	17	13	14	19	21	18	18	15	15	17	20	25
Natural leader	4	1	10	2	5	4	7	5	5	2	4	5	3	2	4	8	8
Attractive appearance	4	3	7	3	4	4	3	3	5	5	4	4	5	3	4	5	4
Smart appearance	25	20	34	25	23	27	22	24	25	28	25	25	22	23	25	28	30
Good talker	12	7	20	10	13	11	11	10	13	12	12	11	8	10	13	15	16
Sense of humour	5	2	10	6	6	5	4	5	6	5	5	5	4	5	4	7	7
Decisive	5	1	12	3	5	5	6	6	5	4	5	5	4	4	5	6	7
Sticks to what he believes in	13	4	28	8	14	13	16	11	15	13	13	14	10	12	16	15	12
Honest	12	3	25	11	13	10	11	10	14	10	13	10	11	10	12	13	16
Strong	4	2	8	5	4	3	5	5	3	3	3	4	2	5	3	4	4
In touch with ordinary people	16	3	37	7	16	17	18	13	20	15	16	17	13	15	16	19	20
Good in a crisis	2	0	4	2	1	2	2	2	2	1	1	2	1	1	1	3	1
Energetic	8	7	12	8	8	8	10	6	8	9	9	8	6	8	9	10	9
Self-confident	18	17	23	14	15	20	10	13	20	22	18	17	14	19	20	16	15
Effective	3	1	8	2	4	3	5	4	4	2	3	4	4	3	3	4	4
Inspires obedience	1	1	2	0	1	1	3	1	1	0	1	1	1	1	1	1	0
Ambitious	27	30	29	27	27	28	16	19	31	36	28	27	23	26	28	30	28
Trustful	8	0	20	4	9	7	8	7	10	7	8	8	7	6	7	11	10
Appears to be in control	9	3	18	9	10	9	11	7	10	9	9	10	11	8	8	10	11
Surrounds himself with good people	8	3	15	5	8	7	9	6	9	6	7	8	6	6	11	8	5
Shows up on TV often	12	17	7	14	12	12	13	10	11	13	13	10	15	9	11	13	12
Youthful	19	18	24	20	23	16	15	18	19	24	22	16	19	20	16	20	23
Pleased with himself	22	38	8	27	24	21	16	18	22	30	24	20	18	25	23	20	20
From a rich background	13	15	8	21	15	12	9	12	14	15	15	11	13	13	13	14	14
Mature	3	2	4	3	2	3	7	1	2	2	3	2	1	3	2	3	3
From a poor background	1	0	3	1	1	2	2	1	2	1	2	1	0	1	2	2	2
None of these	15	22	5	15	17	12	13	13	16	17	15	14	17	15	15	14	12
Don't know	17	14	11	22	12	22	28	25	12	11	14	22	19	18	16	17	16



	Voting intention			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>825</b>	709	26	5	389	436	66	161	271	327	536	290	130	312	190	160	33
<b>Unweighted Sample</b>	<b>808</b>	692	17	5	388	420	35	147	302	324	590	218	139	301	173	158	37
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When voting for a party in a general or local election, which is more important to you, the candidate himself or herself, or the party they were standing for?

The candidate	<b>22</b>	25	19	23	23	22	24	20	19	27	22	23	23	22	23	21	24
The party	<b>69</b>	72	75	71	70	69	65	66	74	69	72	65	68	70	67	72	67
Don't know	<b>8</b>	3	6	6	7	10	11	14	7	4	6	12	9	8	10	7	8

You said you voted for the Conservatives at the last election. When voting for the Conservatives, which was more important, the party itself or David Cameron as leader?

The Conservative party	<b>77</b>	78	56	59	83	72	74	69	84	76	79	73	69	78	75	82	90
David Cameron as leader	<b>21</b>	21	37	41	16	25	26	25	15	23	19	24	31	21	21	16	7
Don't know	<b>2</b>	1	7	0	1	3	0	6	1	1	2	3	1	2	4	2	3

<b>Weighted Sample</b>	<b>172</b>	146	10	2	61	111	17	40	41	74	102	70	40	64	40	26	2
<b>Unweighted Sample</b>	<b>158</b>	136	6	1	59	99	10	31	46	71	104	54	37	64	33	21	3
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If David Cameron had been running for another party would you have voted for this party?

Definitely	<b>1</b>	1	0	0	1	1	7	0	0	1	1	1	0	2	0	3	0
Probably	<b>25</b>	20	81	100	30	23	32	48	18	15	24	28	23	25	22	38	0
No	<b>29</b>	32	0	0	19	34	18	21	34	33	28	29	37	35	22	11	24
Don't know	<b>45</b>	47	19	0	50	42	43	31	48	51	47	42	40	39	55	48	76

	Voting intention			Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b> 684	13	603	0	347	337	70	172	276	165	367	317	72	154	151	231	76
Unweighted Sample 650	12	563	0	317	333	42	160	305	143	413	237	85	149	141	198	77
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you voted for Labour at the last election. When voting for Labour, which was more important, the party itself or Gordon Brown as leader?

The Labour party	<b>91</b>	59	93	0	93	90	78	95	94	90	92	91	85	94	88	93	94
Gordon Brown as leader	<b>6</b>	14	6	0	6	7	12	4	4	9	6	7	10	4	9	5	6
Don't know	<b>2</b>	27	2	0	1	3	10	1	2	1	2	2	4	2	3	2	0

<b>Weighted Sample</b> 43	2	35	0	19	24	8	8	12	15	21	22	7	6	14	12	4
Unweighted Sample 41	2	31	0	13	28	3	8	16	14	26	15	10	5	9	13	4
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Gordon Brown had been running for another party would you have voted for this party?

Definitely	<b>19</b>	39	18	0	33	7	67	10	8	5	15	22	19	5	47	0	0
Probably	<b>32</b>	0	40	0	33	31	33	55	19	30	39	24	34	42	20	34	46
No	<b>17</b>	0	20	0	19	16	0	8	20	29	17	17	21	0	17	31	0
Don't know	<b>32</b>	61	22	0	15	46	0	27	52	37	29	36	26	53	17	35	54

	Voting intention			Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b> 477	39	136	160	239	238	61	127	159	130	301	176	50	205	84	104	35
Unweighted Sample 507	41	151	169	260	247	39	135	190	143	373	134	66	209	89	104	39
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you voted for the Liberal Democrats at the last election. When voting for the Liberal Democrats, which was more important, the party itself or Nick Clegg as leader?

The Liberal Democrat party	<b>84</b>	68	82	89	85	82	84	81	85	84	86	80	90	81	82	83	92
Nick Clegg as leader	<b>15</b>	28	14	11	14	15	16	16	13	14	13	18	10	15	17	15	8
Don't know	<b>2</b>	4	5	0	1	2	0	2	2	1	1	2	0	3	1	1	0

<b>Weighted Sample</b> 70	11	19	17	34	36	10	21	21	19	39	31	5	32	14	16	3
Unweighted Sample 68	10	20	18	30	38	6	19	26	17	45	23	6	29	16	14	3
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Nick Clegg had been running for another party would you have voted for this party?

Definitely	<b>2</b>	7	0	4	4	0	0	0	8	4	0	0	0	6	4	0
Probably	<b>39</b>	31	36	49	29	49	35	49	34	37	45	32	35	49	31	35
No	<b>28</b>	18	44	21	34	23	21	33	21	34	23	35	0	28	27	40
Don't know	<b>30</b>	44	20	26	32	28	45	18	44	21	28	33	65	23	36	21