

Fieldwork: 28th - 29th April 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	1632	389	504	144	186	512	381	336	793	839	197	416	558	460	930	702	209	530	349	401	142	
Unweighted Sample	1632	409	497	121	200	542	397	345	749	883	86	398	670	478	1080	552	284	523	342	343	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The economy in general

	April 14 - 15	April 28-29																				
Conservative	29	28	84	3	10	23	62	4	10	30	26	27	22	28	33	32	23	28	36	28	21	15
Labour	25	26	1	70	16	3	3	68	24	29	23	21	24	28	27	26	26	30	14	28	33	35
Liberal Democrat	7	7	1	2	54	1	1	1	25	9	5	5	9	7	6	9	4	8	8	7	6	7
Other	7	8	0	1	2	40	7	3	8	7	8	6	8	8	8	6	10	4	8	8	7	11
None	14	13	8	8	6	19	13	10	14	12	13	5	14	14	12	12	13	13	13	11	12	16
Don't know	19	19	6	15	12	15	13	15	19	13	25	34	24	15	14	15	25	16	21	19	20	15

Europe

Conservative	23	22	70	5	8	3	47	7	11	23	21	20	18	24	25	26	17	26	25	22	20	15
Labour	20	20	1	56	11	0	2	51	20	24	17	24	21	21	18	21	20	25	10	23	27	27
Liberal Democrat	10	8	2	3	61	0	2	4	26	11	6	11	9	8	7	11	5	11	10	7	4	12
Other	16	18	9	7	4	80	23	11	14	21	15	9	16	18	22	16	20	13	21	17	17	18
None	13	12	9	10	5	12	14	11	12	12	13	2	13	14	14	11	14	10	14	12	11	16
Don't know	18	19	9	18	11	5	12	16	17	10	27	34	23	15	14	15	24	15	20	19	22	13

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

	April 14 - 15	April 28-29																				
Sticks to what he believes in	24	25	54	11	25	17	40	14	21	26	23	16	23	24	29	28	20	22	25	27	25	18
Charismatic	16	18	35	12	19	14	30	10	15	20	16	20	23	17	15	21	15	23	23	18	15	5
Decisive	15	15	35	6	16	10	28	9	12	15	16	8	19	16	15	18	12	15	18	15	14	12
Strong	14	15	38	7	10	7	26	6	9	15	14	19	18	16	10	16	14	14	16	15	17	6
A natural leader	12	14	34	4	19	10	25	5	14	14	14	10	15	14	13	16	11	17	14	17	10	10
Honest	14	14	40	2	20	7	30	2	12	14	14	7	8	16	20	17	11	17	18	12	12	8
Good in a crisis	12	13	37	5	12	4	27	4	8	14	12	8	12	15	13	15	10	14	16	13	10	8
In touch with the concerns of ordinary people	5	7	22	0	5	1	13	1	6	6	7	4	5	8	7	6	7	5	9	5	6	5
None of these	46	45	7	65	39	63	24	67	52	44	46	36	36	51	50	41	51	38	39	46	48	64
Don't know	7	7	4	5	6	1	5	4	5	5	10	18	10	6	3	5	10	6	9	8	7	2

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

April 14 - 15 April 28-29

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

In touch with the concerns of ordinary people	24	26	9	58	19	9	7	53	29	26	26	25	21	25	31	24	28	29	19	30	28	32
Honest	16	19	6	42	19	4	6	38	27	21	17	11	14	22	22	19	18	19	14	19	24	21
Sticks to what he believes in	16	19	9	38	13	11	9	34	22	19	19	22	12	19	24	16	23	18	14	20	23	22
Decisive	9	10	1	26	4	3	1	22	9	12	8	22	6	9	11	8	13	14	6	10	14	13
A natural leader	5	6	1	14	5	3	0	12	7	7	4	15	3	6	4	5	7	7	2	5	9	9
Charismatic	6	6	1	13	3	2	1	11	8	7	5	14	3	6	5	4	9	6	2	6	11	5
Strong	6	6	2	13	6	1	0	11	10	8	5	8	5	6	5	5	8	7	2	6	10	8
Good in a crisis	4	4	1	12	4	1	0	12	2	5	4	6	3	5	4	4	5	7	1	6	5	7
None of these	51	46	70	15	49	74	72	21	44	48	44	35	43	49	51	51	40	42	54	43	40	50
Don't know	12	13	9	7	11	6	10	9	10	7	18	18	20	11	7	11	15	12	15	16	10	7

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

Honest	11	13	20	4	51	4	16	3	26	13	13	6	14	13	16	15	10	10	16	15	10	10
In touch with the concerns of ordinary people	12	11	13	4	47	2	10	5	25	11	11	5	14	11	10	13	8	12	12	12	9	9
Charismatic	8	10	14	5	28	5	10	5	17	10	9	7	13	9	9	12	7	8	8	14	10	8
Sticks to what he believes in	8	8	13	3	23	3	10	3	16	9	7	6	6	10	8	9	6	9	10	8	6	4
Good in a crisis	4	5	4	3	19	4	3	1	10	7	2	10	4	4	3	4	5	4	4	4	7	2
A natural leader	3	4	5	3	13	0	3	3	10	5	3	0	5	5	3	4	3	4	3	5	4	5
Decisive	4	4	3	2	16	1	2	2	9	3	4	2	4	3	4	4	3	6	4	4	2	1
Strong	5	4	5	2	19	0	3	1	10	6	2	10	4	3	2	5	3	8	3	3	4	3
None of these	60	59	49	74	16	82	59	78	46	62	57	46	50	62	70	58	61	60	53	60	62	74
Don't know	12	13	11	8	4	5	11	8	8	7	18	22	18	10	7	10	16	11	16	12	12	7