

THE PARTY LEADERS

Doing well or badly?

David Cameron

	Well	Badly	DK	Net
	%	%	%	%
2012				
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
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

	Well	Badly	DK	Net
	%	%	%	%
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
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
2012	%	%	%	%
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
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
July 7-8	27	55	17	-28
June 30 - July 1	26	60	14	-34
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

	Well	Badly	DK	Net
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
2012	%	%	%	%
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
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

	Well	Badly	DK	Net
2011 cont.	%	%	%	%
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
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 27-28	62	19	19	43
May 20-21	61	17	22	44
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
2012	%	%	%	%
January 24-25	39	16	5	41
January 10-11	41	17	5	37
2011				
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

	Con - David Cameron	Lab - Ed Miliband	Don't Know
20112	%	%	%
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
2012	%	%	%	%	%	%	%	%	%	%
January 29-30	30	16	21	9	17	24	21	24	36	9
2011										
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

	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
	%	%	%	%	%	%	%	%	%	%
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
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
2012	%	%	%	%	%	%	%	%	%	%
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
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
2012	%	%	%	%	%	%	%	%	%	%
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
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

	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
2010 cont.	%	%	%	%	%	%	%	%	%	%
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