

























Fieldwork: 7th - 8th May 2013

| Total             | Voting intention |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |   |
|-------------------|------------------|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
|                   | 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 |   |
| <b>1931</b>       | 425              | 590 | 164     | 263  | 613       | 494 | 382     | 938    | 993    | 234   | 492   | 660   | 545 | 1101         | 830  | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample | 401              | 601 | 133     | 297  | 593       | 508 | 395     | 951    | 980    | 162   | 449   | 779   | 541 | 1263         | 668  | 296    | 653           | 371              | 424   | 187      |   |
|                   | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Who is this person?

[Picture of Douglas Alexander was shown]

[Asked to a random sample n=936]

|                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Douglas Alexander | 12 | 13 | 16 | 21 | 10 | 12 | 19 | 14 | 17 | 8  | 5  | 8  | 14 | 17 | 15 | 9  | 16 | 12 | 7  | 10 | 33 |
| Danny Alexander   | 4  | 5  | 3  | 0  | 6  | 4  | 2  | 2  | 5  | 3  | 5  | 2  | 5  | 3  | 3  | 4  | 2  | 3  | 2  | 6  | 10 |
| Andy Burnham      | 3  | 3  | 5  | 8  | 1  | 2  | 4  | 7  | 4  | 2  | 2  | 3  | 4  | 4  | 4  | 3  | 5  | 3  | 4  | 3  | 1  |
| Michael Gove      | 1  | 1  | 0  | 0  | 2  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 0  | 2  | 1  | 0  | 0  | 0  | 0  | 1  | 0  |
| Andrew Lansley    | 1  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 1  | 0  | 0  | 2  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 1  |
| Grant Shapps      | 1  | 0  | 2  | 0  | 0  | 0  | 1  | 1  | 1  | 1  | 3  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 0  |
| Philip Hammond    | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 2  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 0  |
| Jeremy Hunt       | 1  | 0  | 1  | 0  | 2  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 2  | 1  | 0  |
| Iain Duncan Smith | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 4  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 0  |
| William Hague     | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Cameron     | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| George Osborne    | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Ken Clarke        | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Nigel Farage      | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Nick Clegg        | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Vince Cable       | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Miliband       | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Balls          | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  |
| David Miliband    | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Eric Pickles      | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| Hilary Benn       | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Alan Johnson      | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Not sure          | 74 | 74 | 68 | 68 | 75 | 78 | 68 | 71 | 67 | 81 | 79 | 80 | 72 | 70 | 70 | 79 | 71 | 77 | 78 | 73 | 55 |

Fieldwork: 7th - 8th May 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 |   |
| <b>Weighted Sample</b> 1931 | 425              | 590 | 164     | 263  | 613       | 494 | 382     | 938    | 993    | 234   | 492   | 660   | 545 | 1101         | 830  | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample 1931      | 401              | 601 | 133     | 297  | 593       | 508 | 395     | 951    | 980    | 162   | 449   | 779   | 541 | 1263         | 668  | 296    | 653           | 371              | 424   | 187      |   |
|                             | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**Who is this person?**

[Picture of David Cameron was shown]

[Asked to a random sample n=995]

|                   |    |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Cameron     | 95 | 99 | 95 | 95 | 96 | 100 | 94 | 97 | 93 | 96 | 87 | 93 | 96 | 98 | 95 | 94 | 94 | 96 | 99 | 90 | 94 |
| Nick Clegg        | 1  | 0  | 1  | 5  | 0  | 0   | 1  | 2  | 1  | 1  | 3  | 1  | 1  | 0  | 1  | 1  | 3  | 1  | 0  | 2  | 0  |
| David Miliband    | 1  | 0  | 1  | 0  | 3  | 0   | 1  | 0  | 1  | 1  | 4  | 1  | 0  | 0  | 1  | 1  | 0  | 0  | 0  | 4  | 0  |
| William Hague     | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| George Osborne    | 0  | 0  | 1  | 0  | 0  | 0   | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  |
| Michael Gove      | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Andrew Lansley    | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ken Clarke        | 0  | 1  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  |
| Nigel Farage      | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  |
| Danny Alexander   | 0  | 0  | 0  | 0  | 0  | 0   | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  |
| Grant Shapps      | 0  | 0  | 1  | 0  | 0  | 0   | 1  | 0  | 1  | 0  | 2  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  | 0  |
| Vince Cable       | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Miliband       | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Balls          | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Douglas Alexander | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Eric Pickles      | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Philip Hammond    | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Jeremy Hunt       | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Hilary Benn       | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Andy Burnham      | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Alan Johnson      | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Iain Duncan Smith | 0  | 0  | 0  | 0  | 0  | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Not sure          | 2  | 1  | 1  | 0  | 1  | 0   | 2  | 1  | 2  | 1  | 4  | 2  | 2  | 1  | 1  | 2  | 1  | 2  | 1  | 2  | 4  |

Fieldwork: 7th - 8th May 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 |   |
| <b>Weighted Sample</b> | <b>1931</b>      | 425 | 590 | 164     | 263       | 613 | 494 | 382     | 938  | 993    | 234   | 492   | 660   | 545          | 1101 | 830    | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample      | 1931             | 401 | 601 | 133     | 297       | 593 | 508 | 395     | 951  | 980    | 162   | 449   | 779   | 541          | 1263 | 668    | 296    | 653           | 371              | 424   | 187      |   |
|                        | %                | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Who is this person?**

[Picture of Danny Alexander was shown]

[Asked to a random sample n=936]

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Danny Alexander   | <b>32</b> | 35 | 36 | 45 | 36 | 33 | 37 | 49 | 41 | 24 | 25 | 25 | 35 | 39 | 38 | 25 | 35 | 33 | 28 | 30 | 48 |
| Douglas Alexander | <b>7</b>  | 9  | 5  | 5  | 12 | 8  | 5  | 5  | 8  | 5  | 5  | 5  | 7  | 9  | 7  | 7  | 10 | 6  | 3  | 8  | 9  |
| Andrew Lansley    | <b>1</b>  | 0  | 1  | 0  | 2  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 0  | 0  |
| Philip Hammond    | <b>1</b>  | 1  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 2  | 0  |
| Jeremy Hunt       | <b>1</b>  | 0  | 0  | 0  | 5  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 0  | 1  | 0  | 3  | 0  |
| Andy Burnham      | <b>1</b>  | 1  | 0  | 2  | 2  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  |
| William Hague     | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Cameron     | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| George Osborne    | <b>0</b>  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Michael Gove      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ken Clarke        | <b>0</b>  | 1  | 0  | 2  | 0  | 1  | 0  | 0  | 1  | 0  | 4  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 0  | 0  |
| Nigel Farage      | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  |
| Grant Shapps      | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| Nick Clegg        | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Vince Cable       | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Miliband       | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Balls          | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Miliband    | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Eric Pickles      | <b>0</b>  | 0  | 0  | 0  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  |
| Hilary Benn       | <b>0</b>  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Alan Johnson      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Iain Duncan Smith | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  |
| Not sure          | <b>55</b> | 51 | 53 | 45 | 40 | 54 | 53 | 42 | 46 | 65 | 60 | 64 | 53 | 48 | 49 | 63 | 51 | 56 | 65 | 54 | 40 |

Fieldwork: 7th - 8th May 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 |   |
| <b>Weighted Sample</b> 1931 | 425              | 590 | 164     | 263  | 613       | 494 | 382     | 938    | 993    | 234   | 492   | 660   | 545 | 1101         | 830  | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample 1931      | 401              | 601 | 133     | 297  | 593       | 508 | 395     | 951    | 980    | 162   | 449   | 779   | 541 | 1263         | 668  | 296    | 653           | 371              | 424   | 187      |   |
|                             | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**Who is this person?**

[Picture of Grant Shapps was shown]

[Asked to a random sample n=995]

|                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Grant Shapps      | 14 | 14 | 20 | 11 | 13 | 13 | 21 | 14 | 19 | 9  | 10 | 10 | 15 | 18 | 15 | 12 | 17 | 12 | 14 | 15 | 10 |
| Andrew Lansley    | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 2  | 0  | 0  | 2  |
| Danny Alexander   | 1  | 1  | 0  | 0  | 2  | 1  | 1  | 0  | 1  | 0  | 2  | 2  | 0  | 0  | 1  | 1  | 2  | 1  | 2  | 0  | 0  |
| Eric Pickles      | 1  | 0  | 1  | 0  | 0  | 0  | 1  | 1  | 1  | 0  | 2  | 1  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 2  | 0  |
| Jeremy Hunt       | 1  | 1  | 2  | 1  | 0  | 0  | 2  | 0  | 0  | 1  | 1  | 0  | 1  | 2  | 1  | 1  | 0  | 1  | 1  | 2  | 1  |
| Andy Burnham      | 1  | 2  | 0  | 0  | 0  | 2  | 1  | 0  | 1  | 0  | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 1  |
| William Hague     | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Cameron     | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| George Osborne    | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Michael Gove      | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  |
| Ken Clarke        | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Nigel Farage      | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| Nick Clegg        | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Vince Cable       | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 1  |
| Ed Miliband       | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Balls          | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Miliband    | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| Douglas Alexander | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| Philip Hammond    | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 2  |
| Hilary Benn       | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Alan Johnson      | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  |
| Iain Duncan Smith | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Not sure          | 80 | 78 | 74 | 85 | 81 | 83 | 70 | 82 | 74 | 86 | 79 | 83 | 81 | 78 | 78 | 84 | 79 | 80 | 82 | 80 | 80 |

Fieldwork: 7th - 8th May 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 |   |
| <b>Weighted Sample</b> 1931 | 425              | 590 | 164     | 263  | 613       | 494 | 382     | 938    | 993    | 234   | 492   | 660   | 545 | 1101         | 830  | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample 1931      | 401              | 601 | 133     | 297  | 593       | 508 | 395     | 951    | 980    | 162   | 449   | 779   | 541 | 1263         | 668  | 296    | 653           | 371              | 424   | 187      |   |
|                             | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**Who is this person?**

[Picture of Andrew Lansley was shown]

[Asked to a random sample n=936]

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Andrew Lansley    | <b>23</b> | 27 | 25 | 30 | 28 | 25 | 27 | 31 | 29 | 18 | 19 | 16 | 25 | 30 | 28 | 17 | 29 | 24 | 20 | 23 | 24 |
| Michael Gove      | 1         | 0  | 1  | 2  | 1  | 0  | 0  | 2  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 0  |
| Nigel Farage      | 1         | 2  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 2  | 1  | 1  | 2  | 2  | 1  | 0  | 1  | 0  |
| Philip Hammond    | 1         | 1  | 2  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 4  |
| Jeremy Hunt       | 1         | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 1  | 1  |
| Andy Burnham      | 1         | 1  | 0  | 0  | 1  | 2  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 2  | 1  | 0  | 0  | 0  | 1  | 1  | 0  |
| Alan Johnson      | 1         | 2  | 1  | 0  | 1  | 1  | 1  | 1  | 2  | 0  | 0  | 0  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  |
| William Hague     | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| David Cameron     | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| George Osborne    | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ken Clarke        | 0         | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  |
| Danny Alexander   | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Grant Shapps      | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  |
| Nick Clegg        | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Vince Cable       | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Ed Miliband       | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  |
| Ed Balls          | 0         | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  |
| David Miliband    | 0         | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| Douglas Alexander | 0         | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  |
| Eric Pickles      | 0         | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| Hilary Benn       | 0         | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  |
| Iain Duncan Smith | 0         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Not sure          | <b>69</b> | 65 | 65 | 64 | 67 | 67 | 67 | 60 | 62 | 76 | 73 | 77 | 67 | 63 | 65 | 75 | 66 | 68 | 73 | 70 | 69 |



Fieldwork: 7th - 8th May 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 |   |
| <b>Weighted Sample</b> | <b>1931</b>      | 425 | 590 | 164     | 263       | 613 | 494 | 382     | 938  | 993    | 234   | 492   | 660   | 545          | 1101 | 830    | 247    | 628           | 413              | 475   | 168      |   |
| Unweighted Sample      | 1931             | 401 | 601 | 133     | 297       | 593 | 508 | 395     | 951  | 980    | 162   | 449   | 779   | 541          | 1263 | 668    | 296    | 653           | 371              | 424   | 187      |   |
|                        | %                | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Who is this person?**

[Picture of Yvette Cooper was shown]

[Asked to a random sample n=995]

|                    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yvette Cooper      | <b>20</b> | 22 | 23 | 16 | 26 | 24 | 26 | 18 | 22 | 19 | 10 | 11 | 24 | 28 | 24 | 15 | 16 | 18 | 24 | 20 | 22 |
| Harriet Harman     | <b>2</b>  | 0  | 3  | 1  | 2  | 2  | 1  | 3  | 2  | 1  | 0  | 2  | 1  | 2  | 1  | 2  | 0  | 1  | 3  | 1  | 3  |
| Justine Greening   | <b>2</b>  | 2  | 2  | 3  | 2  | 1  | 3  | 3  | 2  | 1  | 1  | 1  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 1  | 0  |
| Theresa May        | <b>1</b>  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 1  | 1  | 0  | 1  | 2  | 1  | 2  | 1  | 1  | 3  | 0  | 1  | 1  |
| Margaret Beckett   | <b>1</b>  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 0  |
| Caroline Spelman   | <b>1</b>  | 2  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 2  | 0  | 1  | 2  |
| Jacqui Smith       | <b>1</b>  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 3  | 1  | 0  | 0  | 0  |
| Theresa Villiers   | <b>1</b>  | 0  | 2  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 2  |
| Cheryl Gillan      | <b>0</b>  | 2  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| Sarah Teather      | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  |
| Lynne Featherstone | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  |
| Rachel Reeves      | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  |
| Not sure           | <b>71</b> | 71 | 64 | 77 | 67 | 69 | 62 | 72 | 68 | 74 | 82 | 78 | 69 | 63 | 67 | 77 | 73 | 70 | 69 | 74 | 71 |

**Who is this person?**

[Picture of Theresa May was shown]

[Asked to a random sample n=936]

|                    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Theresa May        | <b>66</b> | 77 | 66 | 64 | 86 | 75 | 68 | 73 | 69 | 62 | 49 | 48 | 73 | 80 | 69 | 61 | 78 | 64 | 65 | 65 | 57 |
| Harriet Harman     | <b>5</b>  | 5  | 6  | 1  | 2  | 5  | 6  | 6  | 4  | 6  | 4  | 5  | 4  | 7  | 4  | 6  | 4  | 4  | 5  | 9  | 3  |
| Margaret Beckett   | <b>1</b>  | 1  | 0  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 0  | 2  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  |
| Jacqui Smith       | <b>1</b>  | 1  | 1  | 1  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 2  | 0  | 0  | 1  | 1  |
| Yvette Cooper      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Cheryl Gillan      | <b>0</b>  | 0  | 0  | 4  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 2  |
| Justine Greening   | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  |
| Caroline Spelman   | <b>0</b>  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Sarah Teather      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Lynne Featherstone | <b>0</b>  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 0  |
| Rachel Reeves      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Theresa Villiers   | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  |
| Not sure           | <b>26</b> | 16 | 26 | 27 | 10 | 17 | 23 | 18 | 24 | 29 | 44 | 43 | 20 | 12 | 24 | 30 | 14 | 29 | 29 | 25 | 32 |

Fieldwork: 7th - 8th May 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 |     |   |
| <b>Weighted Sample</b> | <b>1931</b>      | 425 | 590     | 164  | 263       | 613 | 494     | 382    | 938    | 993   | 234   | 492   | 660 | 545          | 1101 | 830    | 247           | 628              | 413   | 475      | 168 |   |
| Unweighted Sample      | 1931             | 401 | 601     | 133  | 297       | 593 | 508     | 395    | 951    | 980   | 162   | 449   | 779 | 541          | 1263 | 668    | 296           | 653              | 371   | 424      | 187 |   |
|                        | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   | % |

**Who is this person?**

[Picture of Harriet Harman was shown]

[Asked to a random sample n=995]

|                    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Harriet Harman     | <b>53</b> | 64 | 53 | 49 | 62 | 62 | 55 | 59 | 58 | 49 | 30 | 36 | 62 | 68 | 55 | 51 | 52 | 54 | 55 | 53 | 51 |
| Theresa May        | <b>7</b>  | 8  | 7  | 7  | 5  | 6  | 7  | 7  | 7  | 6  | 5  | 11 | 7  | 3  | 8  | 5  | 6  | 5  | 5  | 10 | 8  |
| Jacqui Smith       | <b>6</b>  | 7  | 6  | 7  | 4  | 5  | 6  | 5  | 8  | 4  | 9  | 9  | 4  | 4  | 6  | 5  | 7  | 6  | 6  | 6  | 5  |
| Yvette Cooper      | <b>1</b>  | 1  | 2  | 0  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 0  |
| Margaret Beckett   | <b>1</b>  | 3  | 0  | 2  | 2  | 3  | 1  | 1  | 1  | 2  | 1  | 1  | 0  | 3  | 1  | 1  | 0  | 2  | 2  | 1  | 1  |
| Theresa Villiers   | <b>1</b>  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 0  | 1  | 1  | 1  | 0  | 0  | 2  |
| Cheryl Gillan      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Justine Greening   | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Caroline Spelman   | <b>0</b>  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  |
| Sarah Teather      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Lynne Featherstone | <b>0</b>  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 3  | 0  | 0  | 0  | 0  |
| Rachel Reeves      | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  |
| Not sure           | <b>31</b> | 16 | 32 | 34 | 26 | 24 | 27 | 29 | 24 | 37 | 51 | 39 | 25 | 22 | 27 | 35 | 30 | 31 | 32 | 28 | 33 |