

YouGov Survey Results

Sample Size: 1931 GB Adults
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		
Weighted Sample	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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 10-11 2011 May 7-8 2013

Who is this person?

[Summary - percentage recognising each MP]

Iain Duncan Smith	69	67	76	68	70	82	75	68	79	73	61	39	55	74	81	71	61	69	66	68	65	67
William Hague	86	83	92	85	86	91	90	84	89	86	81	54	78	90	93	85	82	79	79	87	88	84
Vince Cable	63	64	76	64	66	77	75	65	76	73	56	43	51	72	75	71	56	70	62	59	65	78
Nick Clegg	84	82	85	84	83	93	87	86	87	84	79	68	79	84	87	84	79	81	79	84	83	84
Michael Gove	33	40	48	40	58	49	45	42	52	49	32	34	26	44	51	48	31	45	41	42	40	32
Ken Clarke	80	73	82	73	76	86	81	78	82	79	67	33	57	86	89	77	67	72	72	73	72	78
George Osborne	60	73	81	77	71	79	79	80	76	81	66	54	72	74	81	75	71	69	73	73	76	75
Ed Miliband	80	77	84	81	81	79	83	82	84	81	74	69	71	78	85	80	73	73	79	80	74	77
Ed Balls	58	64	76	70	60	68	72	71	67	75	55	41	54	70	75	67	60	63	61	68	64	65
Douglas Alexander	15	12	13	16	21	10	12	19	14	17	8	5	8	14	17	15	9	16	12	7	10	33
David Cameron	96	95	99	95	95	96	100	94	97	93	96	87	93	96	98	95	94	94	96	99	90	94
Danny Alexander	30	32	35	36	45	36	33	37	49	41	24	25	25	35	39	38	25	35	33	28	30	48
Andrew Lansley	18	23	27	25	30	28	25	27	31	29	18	19	16	25	30	28	17	29	24	20	23	24
Yvette Cooper	21	20	22	23	16	26	24	26	18	22	19	10	11	24	28	24	15	16	18	24	20	22
Theresa May	45	66	77	66	64	86	75	68	73	69	62	49	48	73	80	69	61	78	64	65	65	57
Harriet Harman	60	53	64	53	49	62	62	55	59	58	49	30	36	62	68	55	51	52	54	55	53	51
Grant Shapps	14	14	14	20	11	13	13	21	14	19	9	10	10	15	18	15	12	17	12	14	15	10
Nigel Farage	69	69	77	66	68	87	77	70	71	81	58	53	60	71	81	72	64	67	66	77	67	65

Fieldwork: 7th - 8th May 2013

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

Who is this person?

[Picture of Iain Duncan Smith was shown]

[Asked to a random sample n=936]

Iain Duncan Smith	67	76	68	70	82	75	68	79	73	61	39	55	74	81	71	61	69	66	68	65	67
William Hague	4	4	3	0	4	3	5	3	3	5	1	4	5	4	4	4	3	2	3	6	7
George Osborne	2	2	1	5	0	1	2	1	2	2	0	1	2	3	1	3	0	3	2	0	2
Ken Clarke	1	1	0	1	4	1	1	0	1	1	2	1	0	1	1	1	3	1	0	0	0
Vince Cable	1	1	1	2	0	0	2	1	0	1	1	1	1	0	1	1	2	1	2	0	1
David Cameron	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Andrew Lansley	0	0	0	2	0	0	0	0	1	0	1	1	0	0	1	0	1	0	1	1	0
Nigel Farage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Danny Alexander	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2
Grant Shapps	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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
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
David Miliband	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	1	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	1
Jeremy Hunt	0	0	1	0	0	0	0	0	0	1	2	0	0	0	0	1	0	0	0	1	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	1	0	0	0	1	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
Not sure	24	16	24	19	10	18	22	15	19	29	50	36	17	11	20	29	20	25	24	27	20

Fieldwork: 7th - 8th May 2013

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

Who is this person?

[Picture of William Hague was shown]

[Asked to a random sample n=995]

William Hague	83	92	85	86	91	90	84	89	86	81	54	78	90	93	85	82	79	79	87	88	84
Iain Duncan Smith	6	4	6	4	8	5	8	5	5	8	13	6	6	5	6	6	9	8	6	3	6
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	1	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	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	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0
Nick Clegg	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Vince Cable	0	0	0	1	0	0	0	0	1	0	2	0	0	0	1	0	1	0	0	1	0
Ed Miliband	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Ed Balls	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
David Miliband	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Douglas Alexander	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	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	1	0	0	0	0	1	0	0	0	1
Jeremy Hunt	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Hilary Benn	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Andy Burnham	0	0	0	0	0	0	1	0	1	0	1	1	0	0	1	0	2	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
Not sure	8	2	6	8	1	4	3	6	6	10	29	11	4	3	6	11	8	11	6	6	7

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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 Vince Cable was shown]

[Asked to a random sample n=936]

Vince Cable	64	76	64	66	77	75	65	76	73	56	43	51	72	75	71	56	70	62	59	65	78
Nigel Farage	1	1	0	0	0	1	0	1	1	1	0	1	1	1	0	0	2	1	1	0	0
Iain Duncan Smith	1	1	1	0	0	1	0	0	0	1	2	0	0	1	0	1	0	1	0	1	0
William Hague	0	0	1	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	1	0	0
David Cameron	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
George Osborne	0	0	1	1	0	0	1	0	1	0	0	0	0	1	0	1	0	0	1	0	0
Michael Gove	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	0	1	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	0	0	4	0	1	0	0	0	1	2	0	0	0	1	0	0	1	0	0	0
Danny Alexander	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Grant Shapps	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
David Miliband	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Douglas Alexander	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Eric Pickles	0	0	1	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	1	1	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	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
Hilary Benn	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	2
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
Not sure	31	20	30	27	22	21	30	19	22	40	46	45	24	20	25	40	26	34	33	33	18

Fieldwork: 7th - 8th May 2013

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

Who is this person?

[Picture of Nick Clegg was shown]

[Asked to a random sample n=995]

Nick Clegg	82	85	84	83	93	87	86	87	84	79	68	79	84	87	84	79	81	79	84	83	84
George Osborne	2	2	2	1	0	2	2	0	2	2	1	1	1	4	1	3	2	1	2	3	2
Ed Miliband	2	1	3	0	1	3	2	2	1	3	8	1	1	2	1	4	5	2	2	1	1
David Cameron	1	0	1	1	0	0	1	1	1	1	1	1	1	1	0	1	0	1	0	1	1
Ed Balls	1	2	1	0	0	2	0	0	1	1	1	0	1	1	1	1	3	0	1	1	0
David Miliband	1	0	2	0	0	1	2	0	1	2	1	2	1	1	1	1	0	1	3	0	2
Jeremy Hunt	1	0	1	0	0	0	1	0	1	0	3	2	0	0	1	1	0	1	0	2	2
William Hague	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	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Andrew Lansley	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0
Vince Cable	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Douglas Alexander	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2
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
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	1	0	0	0	0	1	0	0	1	0	3	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	10	7	5	14	5	6	4	9	8	11	16	12	9	5	9	10	7	14	8	9	7

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

Who is this person?

[Picture of Michael Gove was shown]

[Asked to a random sample n=936]

Michael Gove	40	48	40	58	49	45	42	52	49	32	34	26	44	51	48	31	45	41	42	40	32
Jeremy Hunt	2	2	2	0	3	2	3	1	1	2	1	1	2	2	1	2	2	2	0	2	2
Andrew Lansley	1	1	2	0	2	1	1	1	1	1	0	1	1	1	1	2	2	1	2	1	0
Nigel Farage	1	1	1	0	1	0	3	1	1	1	1	1	1	1	1	1	0	1	1	2	0
Douglas Alexander	1	0	1	0	1	0	1	0	1	1	1	1	0	0	1	1	2	1	0	0	0
William Hague	0	0	0	2	0	0	1	0	1	0	1	1	0	0	1	0	0	0	2	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0
Nick Clegg	0	0	0	0	2	0	0	1	0	1	1	0	0	1	0	0	0	0	0	1	0
Vince Cable	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
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	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
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	1	0	0	0	0	0	0	1	3	0	0	0	0	1	1	0	0	1	0
Philip Hammond	0	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	0	0	0	0	2
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Andy Burnham	0	1	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	1	0
Alan Johnson	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0	1	2	0	0	0	0
Iain Duncan Smith	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Not sure	52	45	51	39	42	48	49	41	45	60	55	66	51	42	45	61	45	53	53	52	62

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Weighted Sample 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 Nigel Farage was shown]

[Asked to a random sample n=995]

Nigel Farage	69	77	66	68	87	77	70	71	81	58	53	60	71	81	72	64	67	66	77	67	65
Michael Gove	1	1	1	2	0	1	1	1	0	1	1	0	1	0	1	1	0	1	0	1	1
Andrew Lansley	1	1	0	0	0	1	0	0	0	1	0	1	0	1	1	0	0	1	0	1	0
Vince Cable	1	2	1	0	0	1	2	0	1	1	1	1	0	1	1	1	1	1	0	1	2
Douglas Alexander	1	0	1	3	1	1	1	0	0	1	0	1	0	1	1	1	0	1	1	0	0
Alan Johnson	1	0	2	0	0	0	2	0	1	0	0	1	1	0	1	0	0	0	0	2	1
William Hague	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
David Cameron	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	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	0	1	0	0	1	0	0	0	0	1	0	0	1	0	2	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	0	0	0	0	0	0	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
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
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	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	1	0	0	0	1	1	0	0	1	1	0	0	1	0	1	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
Iain Duncan Smith	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Not sure	27	19	28	24	11	19	23	26	16	37	42	33	26	16	22	33	28	30	20	27	31

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	
Weighted Sample 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 Ken Clarke was shown]

[Asked to a random sample n=936]

Ken Clarke	73	82	73	76	86	81	78	82	79	67	33	57	86	89	77	67	72	72	73	72	78
William Hague	1	1	1	0	0	1	0	0	1	1	0	0	0	2	1	1	0	2	0	0	0
George Osborne	1	2	0	1	2	2	1	1	0	2	1	1	1	2	1	2	3	0	1	2	2
Ed Balls	1	2	0	0	0	1	0	1	1	0	3	0	0	1	1	1	3	1	0	0	0
Eric Pickles	1	0	2	0	0	1	1	0	0	1	3	1	0	0	1	0	0	0	1	1	1
Jeremy Hunt	1	0	1	0	0	0	0	1	0	1	2	1	0	0	0	1	1	0	0	1	2
David Cameron	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
Michael Gove	0	1	0	0	1	0	1	0	1	0	1	1	0	0	1	0	0	1	0	0	0
Andrew Lansley	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Nigel Farage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0
Nick Clegg	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Vince Cable	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0
Ed Miliband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Miliband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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
Philip Hammond	0	0	0	4	0	1	0	0	0	1	2	0	0	0	1	0	0	1	0	0	0
Hilary Benn	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	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	4	0	0	1	0	0	1	0	1	0	0	0	0	0	1	0	0	0
Iain Duncan Smith	0	0	0	0	1	0	1	0	1	0	0	1	0	0	1	0	2	0	0	0	0
Not sure	21	11	21	13	9	12	18	14	16	26	49	37	11	7	17	27	18	21	24	23	15

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	
Weighted Sample 1931	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 George Osborne was shown]

[Asked to a random sample n=995]

George Osborne	73	81	77	71	79	79	80	76	81	66	54	72	74	81	75	71	69	73	73	76	75
Ed Miliband	3	2	2	3	0	1	2	5	2	3	5	4	3	1	4	2	6	4	1	2	1
Nick Clegg	2	4	2	0	3	3	2	1	1	3	1	2	3	2	2	3	2	3	2	2	3
Ed Balls	2	2	2	0	3	3	2	1	2	2	3	2	2	1	1	3	1	1	4	1	1
David Miliband	2	0	2	5	2	2	0	2	1	3	1	2	2	2	2	2	3	2	2	1	2
William Hague	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0
David Cameron	0	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0	2
Michael Gove	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1	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	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	0	0	0	0	0	0	0	0	0	0
Danny Alexander	0	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	0	0
Grant Shapps	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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
Douglas Alexander	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	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	1	0	0	1	0	1	0	0	1	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	2	0	0	0	0	0	0	0	0	1	0
Iain Duncan Smith	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not sure	16	10	12	19	13	12	10	15	9	21	30	14	14	13	13	19	16	15	18	13	15

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	
Weighted Sample	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 Ed Miliband was shown]

[Asked to a random sample n=936]

Ed Miliband	77	84	81	81	79	83	82	84	81	74	69	71	78	85	80	73	73	79	80	74	77
David Miliband	11	10	10	5	11	9	11	8	10	13	9	10	14	10	12	11	9	8	13	14	16
Nick Clegg	1	1	0	8	0	1	1	1	1	2	4	1	1	1	1	2	1	2	1	1	0
Ed Balls	1	2	1	0	2	1	1	2	1	2	0	1	2	1	1	2	2	0	1	3	1
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	1	0	0	0	0	0	0	0	0	0	0
George Osborne	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Michael Gove	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	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	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	1	0	0	0	1	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0
Vince Cable	0	0	1	0	0	0	0	0	0	1	2	0	0	0	0	1	1	0	0	1	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	1	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	1	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	1	0	0	0	0
Not sure	8	3	6	6	7	5	4	4	8	8	13	15	5	3	5	11	11	10	5	6	6

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	
Weighted Sample 1931	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 Ed Balls was shown]

[Asked to a random sample n=995]

Ed Balls	64	76	70	60	68	72	71	67	75	55	41	54	70	75	67	60	63	61	68	64	65
Vince Cable	1	0	0	0	2	0	0	1	0	1	0	0	1	0	0	1	0	1	0	1	0
Eric Pickles	1	1	0	2	0	0	1	0	1	0	2	0	0	0	1	1	2	1	0	1	0
Iain Duncan Smith	1	0	0	0	0	0	1	0	0	1	2	1	0	0	1	1	3	0	0	0	1
William Hague	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
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	1	1	0	1	1	0	0	0	1	0	0	1	0	1	0	0	0	0	1	0
Michael Gove	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Andrew Lansley	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	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
David Miliband	0	0	0	2	1	0	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0
Douglas Alexander	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	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	1
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	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	0
Not sure	31	21	26	36	26	25	24	29	21	40	51	41	24	23	28	35	31	33	31	29	32

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	
Weighted Sample 1931	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
Weighted Sample	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

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	
Weighted Sample 1931	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 Danny Alexander was shown]

[Asked to a random sample n=936]

Danny Alexander	32	35	36	45	36	33	37	49	41	24	25	25	35	39	38	25	35	33	28	30	48
Douglas Alexander	7	9	5	5	12	8	5	5	8	5	5	5	7	9	7	7	10	6	3	8	9
Andrew Lansley	1	0	1	0	2	0	1	1	1	1	0	1	1	2	1	1	2	1	1	0	0
Philip Hammond	1	1	1	0	0	0	0	0	0	1	2	0	0	0	0	1	1	0	0	2	0
Jeremy Hunt	1	0	0	0	5	1	1	1	1	1	1	2	1	1	1	2	0	1	0	3	0
Andy Burnham	1	1	0	2	2	1	0	1	0	1	0	1	1	1	1	0	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	1	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	0	0	0	0	0	0
Ken Clarke	0	1	0	2	0	1	0	0	1	0	4	0	0	0	1	0	0	1	1	0	0
Nigel Farage	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Grant Shapps	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	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	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	1	1	1	0	1	0	1	1	0	0	1	0	0	1	0	0	1
Hilary Benn	0	0	0	0	1	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	1	0	0	0	0
Iain Duncan Smith	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
Not sure	55	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

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	
Weighted Sample 1931	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 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	0	1	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	0	1	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	
Weighted Sample 1931	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 Andrew Lansley was shown]

[Asked to a random sample n=936]

Andrew Lansley	23	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	1	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	1	0	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	69	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		
Weighted Sample	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 Yvette Cooper was shown]

[Asked to a random sample n=995]

Yvette Cooper	20	22	23	16	26	24	26	18	22	19	10	11	24	28	24	15	16	18	24	20	22
Harriet Harman	2	0	3	1	2	2	1	3	2	1	0	2	1	2	1	2	0	1	3	1	3
Justine Greening	2	2	2	3	2	1	3	3	2	1	1	1	2	2	1	2	2	2	2	1	0
Theresa May	1	1	2	2	1	1	2	2	1	1	0	1	2	1	2	1	1	3	0	1	1
Margaret Beckett	1	1	0	0	0	0	0	0	0	1	2	1	0	0	1	0	1	1	1	0	0
Caroline Spelman	1	2	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	2	0	1	2
Jacqui Smith	1	0	1	0	1	1	1	0	1	1	1	0	0	1	1	1	3	1	0	0	0
Theresa Villiers	1	0	2	0	0	1	1	0	1	1	0	1	1	0	1	0	0	0	0	1	2
Cheryl Gillan	0	2	0	0	0	1	0	0	1	0	1	1	0	0	1	0	0	1	0	0	0
Sarah Teather	0	0	1	0	0	0	1	0	1	0	2	0	0	1	0	0	1	0	0	1	0
Lynne Featherstone	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	0	0	0	0
Rachel Reeves	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0
Not sure	71	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	66	77	66	64	86	75	68	73	69	62	49	48	73	80	69	61	78	64	65	65	57
Harriet Harman	5	5	6	1	2	5	6	6	4	6	4	5	4	7	4	6	4	4	5	9	3
Margaret Beckett	1	1	0	0	1	1	1	0	1	1	0	0	2	1	1	1	1	1	0	1	1
Jacqui Smith	1	1	1	1	0	0	1	2	1	0	0	0	0	1	0	1	2	0	0	1	1
Yvette Cooper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cheryl Gillan	0	0	0	4	0	0	1	0	0	1	1	1	0	0	1	0	0	1	0	0	2
Justine Greening	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2
Caroline Spelman	0	1	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0
Sarah Teather	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lynne Featherstone	0	0	0	2	0	0	0	0	1	0	1	1	0	0	1	0	1	0	1	0	0
Rachel Reeves	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Theresa Villiers	0	0	1	0	0	0	1	0	0	1	1	0	1	0	0	1	0	0	0	0	2
Not sure	26	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		
Weighted Sample	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 Harriet Harman was shown]

[Asked to a random sample n=995]

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