

THE PARTY LEADERS

Doing well or badly?

David Cameron

| | Well | Badly | DK | Net score |
|-------------------|------|-------|----|-----------|
| 2011 | % | % | % | % |
| 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 |
| 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 |

| | Well | Badly | DK | Net score |
|-------------------|------|-------|----|-----------|
| 2010 continued... | % | % | % | % |
| 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 | <i>Net score</i> |
|-------------------|------|-------|----|------------------|
| 2011 | % | % | % | % |
| 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 |
| 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 |
| Sep 30-October 01 | 32 | 20 | 48 | 12 |
| September 26-27 | 43 | 23 | 34 | 20 |

Nick Clegg

| | Well | Badly | DK | Net score |
|-------------------|------|-------|----|-----------|
| 2011 | % | % | % | % |
| 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 |
| 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 |
|-----------------|---------------|-------------|------------|------------|
| 2011 | % | % | % | % |
| 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 government led by David Cameron or a Labour government led by Ed Miliband?

| | Con - David Cameron | Lab - Ed Miliband | Don't Know |
|----------------|---------------------|-------------------|------------|
| 2011 | % | % | % |
| 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 |
|-----------------|-------------------------------|--------|--------|-------------------------------|------------------|----------|------------------|-------------|
| 2011 | % | % | % | % | % | % | % | % |
| February 27-28 | 26 | 20 | 20 | 11 | 13 | 22 | 19 | 25 |
| February 13-14 | 32 | 18 | 23 | 10 | 13 | 27 | 20 | 26 |
| January 30-31 | 32 | 17 | 24 | 9 | 13 | 28 | 21 | 26 |
| January 16-17 | 26 | 17 | 23 | 11 | 13 | 27 | 22 | 30 |
| 2010 | | | | | | | | |
| December 19-20 | 24 | 18 | 22 | 12 | 14 | 27 | 22 | 26 |
| December 5-6 | 31 | 20 | 26 | 13 | 15 | 29 | 22 | 28 |
| November 21-22 | 29 | 28 | 32 | 14 | 16 | 32 | 24 | 29 |
| November 7-8 | 29 | 20 | 25 | 13 | 15 | 30 | 21 | 26 |
| October 24-25 | 34 | 21 | 25 | 12 | 14 | 32 | 22 | 27 |
| October 10-11 | 32 | 24 | 29 | 16 | 15 | 32 | 26 | 33 |
| September 26-27 | 31 | 26 | 28 | 17 | 15 | 31 | 27 | 34 |
| September 12-13 | 30 | 25 | 28 | 16 | 15 | 30 | 24 | 33 |
| August 22-23 | 29 | 22 | 26 | 15 | 11 | 30 | 23 | 30 |
| August 8-9 | 30 | 22 | 24 | 15 | 12 | 28 | 20 | 30 |
| July 25-26 | 30 | 22 | 26 | 17 | 14 | 32 | 24 | 32 |
| July 11-12 | 30 | 23 | 27 | 17 | 14 | 34 | 23 | 30 |
| June 27-28 | 31 | 23 | 31 | 16 | 15 | 35 | 26 | 29 |
| June 6-7 | 26 | 24 | 28 | 18 | 15 | 32 | 24 | 33 |
| May 31-June 1 | 25 | 24 | 27 | 19 | 15 | 32 | 25 | 35 |
| May 16-17 | 24 | 23 | 30 | 18 | 13 | 32 | 28 | 36 |
| May 2-3 | 22 | 20 | 23 | 20 | 10 | 24 | 26 | 40 |
| April 25-26 | 21 | 18 | 21 | 17 | 10 | 23 | 25 | 43 |
| April 17-18 | 18 | 19 | 20 | 18 | 10 | 23 | 26 | 40 |
| April 11-12 | 18 | 18 | 21 | 17 | 9 | 22 | 25 | 42 |
| April 4-5 | 18 | 19 | 19 | 19 | 11 | 21 | 22 | 40 |
| March 28-29 | 19 | 20 | 20 | 18 | 10 | 21 | 24 | 42 |
| March 21-22 | 19 | 18 | 19 | 16 | 10 | 20 | 21 | 38 |
| March 14-15 | 17 | 21 | 18 | 18 | 10 | 22 | 23 | 41 |
| March 7-8 | 18 | 18 | 17 | 18 | 10 | 20 | 21 | 37 |
| Feb 28-March 1 | 19 | 20 | 19 | 19 | 10 | 23 | 22 | 38 |
| February 21-22 | 17 | 17 | 17 | 17 | 9 | 21 | 22 | 37 |
| February 14-15 | 16 | 16 | 18 | 15 | 9 | 19 | 20 | 36 |
| | | | | | | | | |
| September 2009 | 18 | 16 | 18 | 19 | 11 | 20 | 20 | 35 |
| April 2008 | 20 | 16 | 14 | 21 | 7 | 14 | 19 | 32 |
| October 2007 | 17 | 20 | 12 | 23 | 6 | 14 | 14 | 34 |
| July 2007 | 12 | 13 | 8 | 17 | 5 | 9 | 14 | 32 |

Ed Miliband

| | Sticks to what he believes in | Honest | Strong | In touch with ordinary people | Good in a crisis | Decisive | A natural leader | Charismatic |
|-----------------|-------------------------------|--------|--------|-------------------------------|------------------|----------|------------------|-------------|
| 2011 | % | % | % | % | % | % | % | % |
| February 27-28 | 17 | 18 | 9 | 23 | 4 | 8 | 6 | 7 |
| February 13-14 | 17 | 16 | 9 | 23 | 5 | 9 | 7 | 8 |
| January 30-31 | 16 | 17 | 9 | 24 | 5 | 10 | 6 | 7 |
| January 16-17 | 17 | 19 | 10 | 24 | 5 | 10 | 6 | 7 |
| 2010 | | | | | | | | |
| December 19-20 | 14 | 15 | 7 | 19 | 4 | 9 | 5 | 5 |
| December 5-6 | 14 | 17 | 8 | 21 | 4 | 8 | 5 | 8 |
| November 21-22 | 15 | 17 | 9 | 21 | 2 | 10 | 7 | 8 |
| November 7-8 | 13 | 14 | 10 | 20 | 4 | 9 | 7 | 8 |
| October 24-25 | 14 | 15 | 13 | 23 | 5 | 11 | 8 | 10 |
| October 10-11 | 14 | 15 | 10 | 18 | 4 | 11 | 7 | 10 |
| September 26-27 | 17 | 16 | 12 | 23 | 3 | 11 | 9 | 9 |

Nick Clegg

| | Sticks to what he believes in | Honest | Strong | In touch with ordinary people | Good in a crisis | Decisive | A natural leader | Charismatic |
|-----------------|-------------------------------|--------|--------|-------------------------------|------------------|----------|------------------|-------------|
| 2011 | % | % | % | % | % | % | % | % |
| February 27-28 | 7 | 15 | 5 | 14 | 4 | 6 | 6 | 18 |
| February 13-14 | 7 | 14 | 7 | 15 | 6 | 7 | 7 | 17 |
| January 30-31 | 7 | 13 | 6 | 14 | 4 | 8 | 7 | 17 |
| January 16-17 | 6 | 14 | 5 | 17 | 5 | 6 | 6 | 19 |
| 2010 | | | | | | | | |
| December 19-20 | 5 | 12 | 7 | 13 | 5 | 8 | 8 | 16 |
| December 5-6 | 6 | 14 | 7 | 15 | 5 | 7 | 7 | 17 |
| November 21-22 | 6 | 16 | 7 | 17 | 6 | 8 | 8 | 19 |
| November 7-8 | 9 | 18 | 8 | 17 | 7 | 10 | 9 | 20 |
| October 24-25 | 12 | 20 | 9 | 20 | 8 | 11 | 10 | 21 |
| October 10-11 | 14 | 22 | 11 | 21 | 8 | 12 | 11 | 23 |
| September 26-27 | 17 | 24 | 11 | 22 | 7 | 12 | 12 | 24 |
| September 12-13 | 14 | 21 | 9 | 23 | 7 | 11 | 9 | 21 |
| August 22-23 | 13 | 23 | 9 | 21 | 6 | 11 | 9 | 21 |
| August 8-9 | 15 | 22 | 9 | 23 | 7 | 11 | 10 | 20 |
| July 25-26 | 17 | 23 | 10 | 23 | 6 | 12 | 9 | 22 |
| July 11-12 | 17 | 22 | 11 | 25 | 6 | 16 | 10 | 23 |
| June 27-28 | 16 | 26 | 12 | 26 | 7 | 14 | 10 | 23 |
| June 6-7 | 19 | 27 | 14 | 27 | 7 | 14 | 13 | 28 |
| May 31-June 1 | 22 | 28 | 13 | 27 | 9 | 17 | 14 | 30 |
| May 16-17 | 19 | 28 | 16 | 30 | 8 | 18 | 16 | 31 |
| May 2-3 | 27 | 32 | 16 | 37 | 6 | 17 | 21 | 45 |
| April 25-26 | 27 | 35 | 17 | 35 | 6 | 19 | 19 | 42 |
| April 17-18 | 29 | 43 | 21 | 42 | 8 | 20 | 22 | 42 |
| April 11-12 | 21 | 30 | 9 | 26 | 4 | 12 | 7 | 17 |
| April 4-5 | 19 | 26 | 7 | 23 | 3 | 9 | 6 | 11 |
| March 28-29 | 20 | 25 | 6 | 22 | 3 | 10 | 6 | 12 |
| March 21-22 | 18 | 25 | 7 | 24 | 3 | 9 | 7 | 12 |
| March 14-15 | 20 | 25 | 8 | 23 | 3 | 11 | 8 | 12 |
| March 7-8 | 17 | 22 | 6 | 20 | 3 | 8 | 7 | 11 |
| Feb 28-March 1 | 17 | 23 | 7 | 21 | 4 | 9 | 6 | 10 |
| February 21-22 | 16 | 23 | 5 | 20 | 2 | 8 | 5 | 10 |
| February 14-15 | 17 | 22 | 6 | 20 | 3 | 8 | 5 | 10 |
| | | | | | | | | |
| September 2009 | 14 | 20 | 5 | 20 | 3 | 8 | 7 | 9 |