

YouGov / The Sun Survey Results

Sample Size: 2571 GB Adults
Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[A random selection of half of respondents were shown images of the following politicians]

Who is this person? Image shown of IDS

[Split 1 n=1265]

William Hague	3	2	2	2	3	1	3	2	3	1	2	3	3	3	2	4	2	0	4	3
David Cameron	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
George Osborne	1	1	0	0	1	1	0	0	1	0	0	2	1	0	1	0	1	0	1	1
Michael Gove	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	1
Ken Clarke	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0
Liam Fox	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
Chris Huhne	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
Vince Cable	1	1	1	3	1	2	2	0	2	1	1	1	2	2	1	3	2	1	1	0
Ed Miliband	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Ed Balls	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
Douglas Alexander	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Eric Pickles	0	0	0	0	0	0	0	0	0	1	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
Jeremy Hunt	0	0	1	0	0	1	0	0	0	3	0	0	0	1	0	0	0	1	0	0
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andy Burnham	0	0	1	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	0
Alan Johnson	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	0	0	0
Iain Duncan Smith	69	79	72	70	77	73	68	78	60	47	65	71	79	72	64	69	68	69	69	67
Not sure	24	15	21	25	17	21	26	17	31	43	29	22	15	21	30	22	24	26	24	25

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Weighted Sample	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of William Hague

[Split 1 n=1305]

William Hague	86	91	88	87	90	89	89	91	82	68	83	90	92	90	82	85	83	87	88	91
David Cameron	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	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0
Michael Gove	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Andrew Lansley	0	0	0	1	0	0	0	0	0	0	1	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	1	0	0	0	0
Liam Fox	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
Chris Huhne	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	1	0	0	0	0
Vince Cable	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Ed Miliband	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	0	1	0	1	0
Ed Balls	0	0	0	0	0	1	0	0	0	2	0	0	0	0	1	0	0	0	1	0
David Miliband	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	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
Eric Pickles	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
Jeremy Hunt	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
Andy Burnham	0	0	0	0	0	0	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
Iain Duncan Smith	5	6	4	3	6	3	5	4	6	5	7	5	4	4	6	3	6	7	4	3
Not sure	7	2	5	10	2	6	5	5	9	21	7	4	4	5	9	9	7	5	7	5

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Weighted Sample	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Vince Cable

[Split 1 n=1265]

William Hague	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
George Osborne	1	0	2	0	1	1	2	0	2	3	1	1	1	1	1	0	1	1	2	0
Michael Gove	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	1	0	0	1
Andrew Lansley	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Ken Clarke	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	1	0	1	0	0
Liam Fox	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Danny Alexander	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Huhne	0	1	0	0	1	0	1	0	1	0	1	0	0	1	0	0	1	0	0	1
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vince Cable	63	76	66	71	72	66	68	76	52	41	57	63	79	70	54	69	65	61	59	67
Ed Miliband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed Balls	1	0	1	1	0	1	1	1	0	1	2	0	0	0	1	1	0	1	1	0
David Miliband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Douglas Alexander	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Eric Pickles	0	1	0	0	1	0	1	0	1	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
Jeremy Hunt	0	0	1	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	0
Hilary Benn	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
Alan Johnson	0	0	1	1	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1
Iain Duncan Smith	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0
Not sure	32	22	27	27	25	30	26	21	41	50	35	32	19	25	41	27	31	33	35	28

Fieldwork: 10th - 11th July 2011

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

Who is this person? Image shown of Nick Clegg

[Split 1 n=1305]

William Hague	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Cameron	1	0	1	2	0	1	2	1	2	4	1	1	1	1	2	1	1	0	3	0
George Osborne	1	2	1	1	3	1	1	1	2	1	2	1	2	1	1	1	1	0	3	2
Michael Gove	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
Ken Clarke	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Liam Fox	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	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
Chris Huhne	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nick Clegg	84	89	87	86	88	88	88	90	79	75	83	85	88	87	80	83	84	85	83	90
Vince Cable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed Miliband	2	2	3	0	1	1	3	1	3	4	1	3	3	2	3	2	3	2	2	4
Ed Balls	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	0	1	0	0
David Miliband	1	0	1	1	0	2	1	1	1	1	0	2	0	1	1	0	2	0	2	1
Douglas Alexander	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
Philip Hammond	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	1	0	0
Hilary Benn	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
Alan Johnson	0	0	0	1	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
Not sure	9	6	5	10	6	5	5	6	11	13	13	7	6	7	11	13	8	10	8	3

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Michael Gove

[Split 1 n=1265]

William Hague	0	1	0	1	0	0	0	0	0	1	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	0	0	0	0	0
George Osborne	0	1	1	0	0	1	0	1	0	0	0	0	1	0	1	0	0	1	0	1
Michael Gove	33	44	35	31	41	35	32	43	23	27	26	31	44	38	26	40	33	33	32	25
Andrew Lansley	2	2	4	2	2	4	2	2	3	3	1	3	3	2	4	4	2	1	3	1
Ken Clarke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liam Fox	1	1	1	1	1	1	1	1	1	0	1	2	0	1	1	1	0	1	2	0
Danny Alexander	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Chris Huhne	2	1	3	1	1	2	1	2	1	0	2	2	1	2	1	2	1	1	2	1
Nick Clegg	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Vince Cable	0	0	0	0	0	0	0	0	0	0	1	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
Ed Balls	0	0	0	0	0	0	1	0	0	0	1	1	0	0	1	1	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
Douglas Alexander	0	1	0	0	1	0	0	0	1	1	0	0	0	0	0	1	0	1	0	0
Eric Pickles	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Philip Hammond	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Jeremy Hunt	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	0	1	1	1	0
Hilary Benn	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1
Andy Burnham	1	1	0	0	0	0	1	0	1	2	1	0	1	1	1	0	1	1	0	1
Alan Johnson	0	0	1	0	0	0	1	0	1	0	0	1	1	0	1	0	1	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
Not sure	58	46	55	60	50	56	59	48	67	64	64	58	50	53	64	52	57	56	59	69

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Liam Fox

[Split 1 n=1305]

William Hague	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
George Osborne	1	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1
Michael Gove	1	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	1	1	1
Andrew Lansley	1	1	1	0	1	1	0	1	1	0	0	1	1	1	1	2	1	1	0	0
Ken Clarke	0	0	1	0	0	0	1	0	1	2	0	0	0	0	0	0	1	0	0	0
Liam Fox	34	42	37	40	38	36	36	46	22	17	26	35	47	38	28	36	33	35	27	49
Danny Alexander	0	0	1	0	0	1	0	1	0	0	0	1	0	0	1	0	0	1	1	0
Chris Huhne	1	2	1	0	2	1	0	1	1	0	2	1	1	1	1	2	1	1	0	1
Nick Clegg	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Vince Cable	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Ed Miliband	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed Balls	1	2	2	1	1	2	0	1	2	2	1	1	2	1	2	1	2	1	1	0
David Miliband	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Douglas Alexander	0	0	1	1	0	1	0	1	0	1	0	0	0	1	0	1	0	1	0	0
Eric Pickles	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Philip Hammond	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Jeremy Hunt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andy Burnham	1	0	1	0	0	1	1	0	1	0	1	1	1	0	1	0	1	0	0	4
Alan Johnson	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1	0	1	1	2	1
Iain Duncan Smith	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not sure	57	50	50	57	53	52	59	44	69	75	64	56	45	53	63	54	58	57	63	43

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Ken Clarke

[Split 1 n=1265]

William Hague	1	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	1	0	0
David Cameron	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0
George Osborne	1	1	1	1	1	1	1	0	1	0	2	1	0	1	1	0	2	0	1	1
Michael Gove	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
Ken Clarke	80	88	83	89	85	85	80	87	73	46	71	89	93	81	79	79	79	77	84	83
Liam Fox	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Danny Alexander	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Huhne	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	1	0
Vince Cable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Ed Miliband	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Ed Balls	0	0	0	0	0	0	0	0	0	1	0	0	0	0	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
Douglas Alexander	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
Philip Hammond	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Jeremy Hunt	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	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Andy Burnham	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	1	0	0	0
Iain Duncan Smith	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0
Not sure	17	10	13	10	13	12	17	11	22	48	24	8	6	16	17	19	17	18	14	15

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of **George Osborne**

[Split 1 n=1305]

William Hague	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Cameron	1	0	1	2	0	1	1	0	1	1	0	1	0	1	0	0	1	0	1	0
George Osborne	60	66	68	62	67	65	63	74	48	47	57	60	69	67	52	64	60	63	53	71
Michael Gove	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Andrew Lansley	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	1	0	0	0
Ken Clarke	0	0	1	0	0	1	0	0	0	2	0	0	0	0	1	0	0	0	1	0
Liam Fox	0	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	0
Danny Alexander	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Chris Huhne	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0
Nick Clegg	2	3	2	1	2	1	1	2	3	5	2	2	3	2	3	2	1	3	4	2
Vince Cable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed Miliband	5	5	4	4	5	4	4	3	6	5	6	6	2	4	5	2	7	4	4	2
Ed Balls	1	1	1	1	2	0	2	1	2	1	2	1	1	1	2	1	1	2	2	0
David Miliband	4	6	2	2	4	4	3	3	5	1	3	5	4	3	5	4	4	3	5	3
Douglas Alexander	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Eric Pickles	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
Jeremy Hunt	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
Andy Burnham	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	1	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
Not sure	25	17	19	29	18	21	24	15	34	34	28	24	20	21	30	26	23	24	28	20

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Ed Miliband

[Split 1 n=1265]

William Hague	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
George Osborne	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	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
Ken Clarke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liam Fox	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
Chris Huhne	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	1	0	0	0	0	2	0	0	0	0	1	0	0	0	1	0
Vince Cable	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Ed Miliband	80	83	85	75	80	86	85	84	78	73	81	81	82	83	77	84	78	79	81	84
Ed Balls	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0	1	1	0	0
David Miliband	10	10	10	9	10	10	6	9	10	11	8	12	8	9	10	10	10	9	11	7
Douglas Alexander	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
Philip Hammond	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0
Jeremy Hunt	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	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
Alan Johnson	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
Not sure	8	6	4	16	8	4	7	6	11	12	10	6	9	7	10	5	11	9	5	8

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Ed Balls

[Split 1 n=1305]

William Hague	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
George Osborne	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	0
Michael Gove	0	0	1	0	0	1	0	0	0	0	1	1	0	0	1	0	1	0	1	0
Andrew Lansley	0	0	0	0	0	0	0	0	0	0	1	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
Liam Fox	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Danny Alexander	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Huhne	1	0	1	1	0	0	2	0	1	0	1	1	0	1	1	1	1	0	1	0
Nick Clegg	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Vince Cable	1	0	1	1	1	1	2	1	1	4	1	0	0	1	0	0	1	0	1	0
Ed Miliband	1	2	0	2	1	0	1	1	1	0	1	1	1	1	0	0	1	0	1	0
Ed Balls	58	65	65	60	61	67	61	70	47	34	49	63	71	62	54	55	56	65	54	66
David Miliband	0	0	0	1	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
Eric Pickles	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Philip Hammond	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Jeremy Hunt	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
Andy Burnham	0	0	1	0	0	1	0	0	1	0	0	1	0	1	0	2	0	0	1	0
Alan Johnson	1	0	0	1	1	0	0	1	0	2	1	1	0	1	0	0	1	0	1	1
Iain Duncan Smith	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Not sure	36	31	28	34	33	28	32	25	46	57	43	31	26	31	42	39	37	31	39	32

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Douglas Alexander

[Split 1 n=1265]

William Hague	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
George Osborne	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Michael Gove	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	0	1	0	1	0
Andrew Lansley	1	1	1	0	1	1	1	1	0	0	1	0	1	1	0	0	1	1	1	0
Ken Clarke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liam Fox	1	0	1	0	0	1	1	1	0	3	0	1	0	1	1	2	0	1	1	0
Danny Alexander	3	5	2	3	5	3	2	4	2	2	2	3	4	3	2	3	2	3	4	4
Chris Huhne	0	0	0	0	0	0	1	1	0	0	1	1	0	0	1	2	0	1	0	0
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Vince Cable	0	0	1	0	0	0	0	1	0	3	0	0	0	0	1	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
Ed Balls	0	1	0	1	0	0	1	0	0	1	0	1	1	0	0	1	0	2	0	0
David Miliband	0	0	0	3	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1
Douglas Alexander	15	17	19	12	14	22	11	19	11	12	12	13	20	17	11	19	12	14	10	31
Eric Pickles	0	1	0	0	1	0	0	0	1	2	0	0	0	0	0	0	1	0	0	0
Philip Hammond	1	0	1	0	0	1	1	1	1	2	0	0	1	1	1	1	0	1	1	1
Jeremy Hunt	1	1	1	0	1	0	1	1	0	0	1	1	0	1	1	1	1	1	0	1
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andy Burnham	2	3	3	2	3	2	3	3	1	1	1	2	3	3	2	1	2	4	2	0
Alan Johnson	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
Not sure	74	70	70	78	73	69	78	67	81	74	81	76	67	71	79	69	79	70	79	62

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of David Cameron

[Split 1 n=1305]

William Hague	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Cameron	96	98	98	95	97	98	97	97	95	91	96	97	98	97	95	97	97	94	96	98
George Osborne	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	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
Ken Clarke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liam Fox	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
Chris Huhne	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nick Clegg	1	0	1	2	0	1	1	0	2	2	0	1	1	1	1	0	1	1	2	0
Vince Cable	0	0	0	0	0	0	1	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
Ed Balls	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David Miliband	1	1	0	3	1	0	1	1	1	3	0	0	1	0	1	0	0	1	1	2
Douglas Alexander	0	0	0	1	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
Philip Hammond	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
Hilary Benn	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
Alan Johnson	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
Not sure	2	1	1	0	1	1	0	2	2	2	3	1	1	2	2	2	1	3	1	0

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of **Danny Alexander**

[Split 1 n=1265]

William Hague	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
George Osborne	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Michael Gove	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Andrew Lansley	1	1	2	1	2	1	1	1	1	0	0	2	2	1	1	1	1	2	2	0
Ken Clarke	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1
Liam Fox	1	2	0	2	1	0	1	1	1	2	1	1	0	1	1	1	2	1	0	1
Danny Alexander	30	37	33	35	34	35	31	36	24	28	27	27	36	36	21	36	25	32	25	44
Chris Huhne	1	0	1	0	0	1	1	1	0	0	1	1	0	1	1	0	1	1	1	0
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Vince Cable	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
Ed Balls	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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
Douglas Alexander	5	5	6	10	5	5	7	6	4	0	5	5	8	6	4	3	5	3	6	9
Eric Pickles	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	2	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0	0
Jeremy Hunt	1	1	0	0	1	0	0	0	1	2	0	0	1	1	1	0	0	2	0	1
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andy Burnham	1	0	1	1	1	0	1	1	1	2	0	1	0	1	1	0	2	0	0	0
Alan Johnson	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1
Iain Duncan Smith	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not sure	59	52	56	48	55	55	56	52	66	64	63	62	50	52	69	56	62	58	64	42

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Chris Huhne

[Split 1 n=1305]

William Hague	0	0	1	1	1	1	0	1	0	2	1	0	0	0	0	0	0	0	1	0
David Cameron	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
Michael Gove	1	0	3	0	0	2	1	1	1	3	1	1	1	1	1	2	1	1	1	2
Andrew Lansley	2	3	3	0	1	4	1	2	2	2	2	2	2	1	2	1	2	2	2	3
Ken Clarke	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Liam Fox	1	1	1	0	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1	3
Danny Alexander	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Huhne	32	41	35	33	39	34	33	43	22	17	27	32	44	38	25	36	33	33	27	38
Nick Clegg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vince Cable	1	0	0	1	0	0	1	0	1	2	1	0	0	0	1	0	1	1	0	0
Ed Miliband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed Balls	1	1	1	0	1	1	1	1	0	0	2	0	0	0	1	0	1	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
Douglas Alexander	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	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
Philip Hammond	1	1	1	1	1	0	1	1	0	1	1	1	0	1	0	2	1	0	1	0
Jeremy Hunt	1	1	1	0	1	1	0	1	1	3	1	1	0	0	1	1	0	2	1	1
Hilary Benn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Andy Burnham	1	0	1	2	0	1	1	1	0	3	1	0	1	1	0	1	1	0	1	0
Alan Johnson	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Iain Duncan Smith	1	1	1	0	1	1	1	0	1	1	1	1	0	1	1	1	2	0	0	1
Not sure	59	52	51	63	54	55	60	47	70	66	62	61	51	53	66	54	58	59	64	53

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of **Andrew Lansley**

[Split 1 n=1265]

William Hague	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
George Osborne	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Michael Gove	1	0	1	5	0	1	2	1	1	3	0	0	2	0	2	0	2	2	0	0
Andrew Lansley	18	27	19	16	23	20	17	25	11	19	13	16	25	22	12	18	18	21	15	18
Ken Clarke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liam Fox	1	1	0	0	1	0	1	1	1	1	1	0	1	1	0	1	1	0	1	1
Danny Alexander	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Huhne	4	5	5	2	7	4	4	5	4	0	4	5	6	5	4	6	5	4	4	0
Nick Clegg	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
Ed Miliband	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	1	0	0	1	0	0	1	0	1	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
Douglas Alexander	0	0	0	0	0	0	0	0	1	1	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
Philip Hammond	1	1	1	1	0	1	1	1	0	0	0	1	1	0	1	1	0	0	1	0
Jeremy Hunt	1	0	2	0	0	1	1	1	0	0	1	1	0	1	0	0	1	1	1	1
Hilary Benn	0	1	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Andy Burnham	0	1	0	0	0	0	1	0	1	1	1	0	0	1	0	1	0	1	0	0
Alan Johnson	1	2	1	2	1	1	2	2	1	2	1	1	2	1	1	2	2	1	2	0
Iain Duncan Smith	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Not sure	71	60	69	72	66	70	70	63	79	72	78	72	63	67	77	69	69	67	76	79

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Yvette Cooper

[Split 1 n=1305]

Theresa May	2	2	2	2	2	1	3	2	2	3	2	1	2	1	2	2	2	2	1	2
Harriet Harman	1	1	0	2	1	1	1	1	1	0	1	0	2	1	1	2	1	0	1	0
Yvette Cooper	21	24	27	20	25	26	18	27	16	11	16	22	29	24	17	25	20	20	20	25
Margaret Beckett	0	1	1	0	0	1	0	1	0	1	1	0	0	1	0	0	0	1	1	0
Cheryl Gillan	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Justine Greening	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	1	0	1	0	0
Caroline Spelman	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Sarah Teather	0	0	1	0	0	1	1	0	1	1	0	1	0	0	0	0	1	0	0	0
Lynne Featherstone	0	0	1	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0
Jacqui Smith	2	1	2	2	1	2	2	1	2	0	2	2	2	1	2	1	2	1	2	1
Ruth Kelly	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Theresa Villiers	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	1
Not sure	71	69	65	70	69	65	74	65	77	82	76	71	64	69	74	66	73	73	72	68

Who is this person? Image shown of Theresa May

[Split 1 n=1265]

Theresa May	45	55	48	48	53	48	49	55	36	33	36	48	57	51	38	52	46	44	43	45
Harriet Harman	4	5	5	2	5	5	3	3	5	3	5	4	5	3	5	3	6	4	3	4
Yvette Cooper	1	1	1	0	1	1	0	1	1	0	0	1	1	0	1	2	0	1	0	1
Margaret Beckett	1	1	1	0	1	1	0	0	2	4	0	1	1	1	1	1	0	3	1	0
Cheryl Gillan	1	1	0	0	0	0	1	1	1	0	1	0	0	1	1	0	0	1	1	0
Justine Greening	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Caroline Spelman	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Sarah Teather	0	0	1	0	0	0	0	0	1	1	0	0	1	0	1	1	1	1	0	0
Lynne Featherstone	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Jacqui Smith	2	2	3	4	2	3	3	3	2	2	2	2	3	2	3	1	1	2	5	1
Ruth Kelly	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Theresa Villiers	0	0	0	2	0	1	1	0	1	0	0	0	1	0	1	1	0	0	0	0
Not sure	45	35	42	42	38	40	43	37	52	57	54	43	32	41	50	39	45	44	46	48

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is this person? Image shown of Harriet Harman

[Split 1 n=1305]

Theresa May	3	5	3	2	3	4	2	5	2	3	5	4	2	3	3	3	2	5	4	2
Harriet Harman	60	65	66	60	63	66	65	64	56	35	44	67	75	64	55	59	61	57	59	69
Yvette Cooper	1	1	1	1	1	1	1	1	1	2	1	1	0	1	0	2	1	0	1	0
Margaret Beckett	1	1	1	0	2	1	1	1	1	0	2	1	2	1	2	1	1	3	1	1
Cheryl Gillan	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
Caroline Spelman	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sarah Teather	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lynne Featherstone	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Jacqui Smith	9	12	8	5	13	7	7	10	8	11	13	7	6	9	8	9	11	10	6	5
Ruth Kelly	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Theresa Villiers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not sure	25	16	20	31	17	20	23	19	31	49	35	19	14	21	31	25	24	23	30	22

Do you think the following are doing well or badly in their current jobs?

David Cameron, Prime Minister

Very well	9	31	0	7	25	1	6	10	9	4	7	9	15	11	7	7	12	9	9	5
Fairly well	30	57	10	49	49	13	30	32	28	32	32	26	31	34	24	36	31	32	24	27
TOTAL WELL	39	88	10	56	74	14	36	42	37	36	39	35	46	45	31	43	43	41	33	32
Fairly badly	24	5	36	17	13	35	24	24	24	25	24	22	26	22	26	21	22	21	29	25
Very badly	24	2	48	15	6	44	26	27	22	19	20	31	23	22	28	25	20	25	28	29
TOTAL BADLY	48	7	84	32	19	79	50	51	46	44	44	53	49	44	54	46	42	46	57	54
Not sure	12	5	6	12	8	7	15	7	18	20	17	12	6	11	15	12	15	12	10	13

William Hague, Foreign Secretary

Very well	10	25	3	6	22	2	6	11	8	5	8	9	13	12	7	8	12	8	9	9
Fairly well	34	53	26	49	49	28	37	38	31	33	29	31	43	38	29	37	35	35	32	32
TOTAL WELL	44	78	29	55	71	30	43	49	39	38	37	40	56	50	36	45	47	43	41	41
Fairly badly	19	6	30	16	9	29	19	21	17	18	16	20	20	19	19	15	17	19	22	21
Very badly	14	2	26	6	6	24	12	16	13	6	13	19	13	12	18	15	14	14	14	17
TOTAL BADLY	33	8	56	22	15	53	31	37	30	24	29	39	33	31	37	30	31	33	36	38
Not sure	23	13	16	23	14	17	26	15	31	37	34	20	10	20	27	25	22	23	23	21

George Osborne, Chancellor of the Exchequer

Very well	6	20	0	3	17	0	2	7	5	2	5	5	10	7	5	6	8	7	5	2
Fairly well	25	57	7	33	49	8	22	27	23	17	20	24	33	30	19	23	29	28	20	19
TOTAL WELL	31	77	7	36	66	8	24	34	28	19	25	29	43	37	24	29	37	35	25	21
Fairly badly	22	8	29	25	13	30	24	23	21	26	24	22	20	21	24	24	20	18	26	28
Very badly	26	2	51	13	7	47	26	30	22	15	21	32	26	23	28	23	22	25	30	32
TOTAL BADLY	48	10	80	38	20	77	50	53	43	41	45	54	46	44	52	47	42	43	56	60
Not sure	21	12	13	27	14	15	26	13	29	40	30	17	11	19	24	24	21	22	19	19

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Michael Gove, Education Secretary																				
Very well	4	11	0	1	10	0	1	4	3	3	3	6	5	2	6	3	4	3	2	
Fairly well	20	41	10	25	37	10	16	22	18	18	16	18	22	18	14	22	23	19	17	
TOTAL WELL	24	52	10	26	47	10	17	26	21	21	19	21	27	20	20	25	27	22	19	
Fairly badly	25	20	31	24	20	32	29	27	24	25	23	27	27	25	26	25	24	25	26	28
Very badly	22	5	40	19	9	38	25	26	19	16	20	27	21	23	22	26	21	23	22	21
TOTAL BADLY	47	25	71	43	29	70	54	53	43	41	43	54	48	48	51	45	48	48	49	
Not sure	29	25	18	31	24	19	30	20	37	39	39	25	20	26	32	29	29	24	29	32
Andrew Lansley, Health Secretary																				
Very well	1	5	0	0	4	0	1	1	2	1	2	1	2	2	1	1	2	2	1	1
Fairly well	17	40	6	18	36	7	12	19	15	13	13	16	24	18	15	16	19	17	16	14
TOTAL WELL	18	45	6	18	40	7	13	20	17	14	15	17	26	20	16	17	21	19	17	15
Fairly badly	28	23	31	28	24	32	30	31	26	30	25	29	29	30	26	24	28	26	31	28
Very badly	24	5	46	19	10	43	25	29	20	15	21	29	26	23	27	30	21	25	26	23
TOTAL BADLY	52	28	77	47	34	75	55	60	46	45	46	58	55	53	53	54	49	51	57	51
Not sure	29	27	17	35	27	18	33	20	38	42	40	25	18	27	31	28	30	30	26	34
Ken Clarke, Justice Secretary																				
Very well	2	5	1	7	4	1	4	3	1	2	2	3	3	3	1	2	3	2	2	2
Fairly well	20	32	15	29	28	16	21	22	18	21	17	20	23	24	14	22	19	21	18	25
TOTAL WELL	22	37	16	36	32	17	25	25	19	23	19	23	26	27	15	24	22	23	20	27
Fairly badly	27	29	28	25	27	30	25	29	25	18	25	27	32	28	24	23	28	27	26	29
Very badly	27	17	39	12	22	37	23	31	23	20	21	30	32	23	33	26	26	27	32	21
TOTAL BADLY	54	46	67	37	49	67	48	60	48	38	46	57	64	51	57	49	54	54	58	50
Not sure	24	17	17	28	19	17	27	15	33	39	36	20	11	21	27	26	25	24	22	23
Liam Fox, Defence Secretary																				
Very well	2	8	1	1	6	0	1	4	1	3	2	2	3	2	3	2	3	3	1	2
Fairly well	25	46	16	32	40	17	24	28	21	22	21	23	31	29	19	25	27	25	22	21
TOTAL WELL	27	54	17	33	46	17	25	32	22	25	23	25	34	31	22	27	30	28	23	23
Fairly badly	27	20	34	26	22	34	27	30	24	24	25	27	28	28	25	24	25	27	30	26
Very badly	17	5	28	9	9	26	17	20	14	9	13	22	19	15	21	17	15	18	17	24
TOTAL BADLY	44	25	62	35	31	60	44	50	38	33	38	49	47	43	46	41	40	45	47	50
Not sure	29	22	21	31	23	23	31	18	39	42	38	25	19	27	32	32	28	28	29	27
Iain Duncan Smith, Work & Pensions Secretary																				
Very well	7	20	1	8	19	1	4	9	5	3	5	7	12	9	5	9	7	9	6	5
Fairly well	24	47	14	32	39	16	24	28	20	15	19	23	34	28	19	24	28	22	22	19
TOTAL WELL	31	67	15	40	58	17	28	37	25	18	24	30	46	37	24	33	35	31	28	24
Fairly badly	25	14	34	24	17	32	25	26	25	27	26	25	24	23	28	26	23	26	25	29
Very badly	21	4	37	11	8	35	21	21	20	13	17	27	19	17	25	16	18	21	25	26
TOTAL BADLY	46	18	71	35	25	67	46	47	45	40	43	52	43	40	53	42	41	47	50	55
Not sure	23	14	15	25	18	15	26	16	30	42	33	19	10	22	24	24	24	22	21	21

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Danny Alexander, Chief Secretary to the Treasury																				
Very well	3	8	0	6	6	0	3	4	2	2	3	2	4	4	1	3	3	3	2	2
Fairly well	21	47	9	31	40	10	20	25	18	19	15	19	31	24	18	24	24	19	20	18
TOTAL WELL	24	55	9	37	46	10	23	29	20	21	18	21	35	28	19	27	27	22	22	20
Fairly badly	21	10	31	17	14	30	23	22	21	22	23	22	19	22	20	19	20	20	25	23
Very badly	20	3	37	8	8	35	17	24	15	10	15	26	20	18	22	21	16	22	19	26
TOTAL BADLY	41	13	68	25	22	65	40	46	36	32	38	48	39	40	42	40	36	42	44	49
Not sure	35	32	24	38	33	25	37	25	44	46	45	32	25	32	39	33	36	36	35	32
And do you think the following are doing well or badly in their current jobs?																				
Chris Huhne, Environment Secretary																				
Very well	1	1	0	6	1	0	2	2	0	2	1	1	1	1	1	2	1	1	1	2
Fairly well	19	31	15	27	26	16	21	21	16	21	16	17	22	20	16	18	20	19	18	14
TOTAL WELL	20	32	15	33	27	16	23	23	16	23	17	18	23	21	17	20	21	20	19	16
Fairly badly	26	26	30	18	26	29	25	28	23	21	22	26	30	28	22	22	27	26	24	28
Very badly	17	11	23	9	15	22	13	21	13	7	12	19	22	15	19	20	15	18	15	18
TOTAL BADLY	43	37	53	27	41	51	38	49	36	28	34	45	52	43	41	42	42	44	39	46
Not sure	38	32	32	40	33	33	40	28	48	49	50	37	25	35	43	38	37	35	42	39
Nick Clegg, Deputy Prime Minister																				
Very well	3	4	1	15	4	1	6	3	2	2	1	3	4	3	2	2	3	3	2	2
Fairly well	21	45	7	49	37	8	27	22	21	17	19	20	28	24	18	20	25	22	19	17
TOTAL WELL	24	49	8	64	41	9	33	25	23	19	20	23	32	27	20	22	28	25	21	19
Fairly badly	27	27	26	23	29	27	26	26	28	25	27	27	29	28	25	29	29	24	28	23
Very badly	32	12	56	5	17	53	26	37	27	27	29	36	31	30	34	31	26	34	36	39
TOTAL BADLY	59	39	82	28	46	80	52	63	55	52	56	63	60	58	59	60	55	58	64	62
Not sure	17	12	10	9	14	11	16	11	23	29	24	15	8	14	21	19	17	18	15	19
Vince Cable, Business Secretary																				
Very well	2	3	1	8	2	1	4	3	2	1	2	3	2	3	2	4	3	2	1	2
Fairly well	23	32	20	40	27	21	27	26	20	16	20	20	31	27	16	19	24	22	22	25
TOTAL WELL	25	35	21	48	29	22	31	29	22	17	22	23	33	30	18	23	27	24	23	27
Fairly badly	28	29	33	20	29	32	25	33	24	27	26	29	30	29	28	27	29	27	29	29
Very badly	17	12	26	6	16	24	13	21	14	9	11	23	19	16	20	20	15	19	18	17
TOTAL BADLY	45	41	59	26	45	56	38	54	38	36	37	52	49	45	48	47	44	46	47	46
Not sure	29	24	21	26	26	22	30	17	41	47	40	26	17	25	35	31	28	30	30	27
Ed Miliband, Leader of the Labour party																				
Very well	5	0	14	2	1	13	3	7	4	7	4	6	5	4	7	7	3	7	6	5
Fairly well	25	12	47	21	12	45	25	25	25	25	20	26	28	23	28	22	22	29	28	23
TOTAL WELL	30	12	61	23	13	58	28	32	29	32	24	32	33	27	35	29	25	36	34	28
Fairly badly	28	37	20	34	32	22	31	29	27	24	27	28	31	33	22	29	32	22	29	26
Very badly	21	38	6	20	39	7	18	26	17	12	20	21	26	22	19	20	22	22	19	22
TOTAL BADLY	49	75	26	54	71	29	49	55	44	36	47	49	57	55	41	49	54	44	48	48
Not sure	20	13	12	23	15	13	22	13	28	32	29	19	10	18	24	23	21	21	18	23

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Balls, Shadow Chancellor																				
Very well	5	0	13	1	1	13	3	6	4	3	2	6	6	4	6	5	4	6	5	4
Fairly well	22	12	41	21	10	39	24	26	18	19	18	22	26	22	22	21	20	26	22	20
TOTAL WELL	27	12	54	22	11	52	27	32	22	22	20	28	32	26	28	26	24	32	27	24
Fairly badly	23	33	16	25	32	15	23	25	21	16	22	23	27	27	18	22	25	23	22	21
Very badly	18	31	6	14	32	6	12	21	14	12	12	20	23	17	18	18	19	16	18	18
TOTAL BADLY	41	64	22	39	64	21	35	46	35	28	34	43	50	44	36	40	44	39	40	39
Not sure	33	24	24	39	26	27	38	22	43	51	45	29	19	30	36	34	33	30	33	37
Douglas Alexander, Shadow Foreign Secretary																				
Very well	2	1	4	2	1	5	1	3	1	3	2	1	3	2	2	2	2	2	1	3
Fairly well	18	19	29	16	16	29	16	21	16	8	14	19	24	19	17	19	17	19	18	19
TOTAL WELL	20	20	33	18	17	34	17	24	17	11	16	20	27	21	19	21	19	21	19	22
Fairly badly	22	28	19	18	28	17	20	26	18	22	18	22	25	23	20	19	23	22	20	24
Very badly	12	11	10	8	13	9	10	14	10	5	9	15	13	11	13	12	11	13	10	14
TOTAL BADLY	34	39	29	26	41	26	30	40	28	27	27	37	38	34	33	31	34	35	30	38
Not sure	47	42	38	56	42	40	52	36	56	61	58	43	35	45	48	48	47	44	50	40
Theresa May, Home Secretary																				
Very well	4	11	2	3	11	2	1	5	4	2	3	3	7	5	3	6	5	4	3	2
Fairly well	26	46	19	33	38	21	26	30	22	22	20	25	35	29	22	24	28	26	26	24
TOTAL WELL	30	57	21	36	49	23	27	35	26	24	23	28	42	34	25	30	33	30	29	26
Fairly badly	22	13	32	18	16	30	21	25	20	22	20	23	24	23	22	22	23	20	24	26
Very badly	13	4	22	12	7	21	14	17	10	7	12	17	12	12	15	15	12	16	13	13
TOTAL BADLY	35	17	54	30	23	51	35	42	30	29	32	40	36	35	37	37	35	36	37	39
Not sure	34	27	25	34	29	26	38	23	44	47	45	31	22	31	37	33	33	34	34	36
Harriet Harman, Deputy leader of the Labour party																				
Very well	4	0	10	2	1	10	3	6	2	3	3	3	5	3	4	3	4	5	4	2
Fairly well	24	16	43	23	14	42	25	25	23	16	19	27	29	23	26	23	22	24	26	28
TOTAL WELL	28	16	53	25	15	52	28	31	25	19	22	30	34	26	30	26	26	29	30	30
Fairly badly	22	34	14	21	32	14	22	25	20	19	20	23	26	24	20	21	26	22	21	18
Very badly	15	23	6	13	26	7	10	19	11	10	13	16	19	16	14	17	15	15	14	17
TOTAL BADLY	37	57	20	34	58	21	32	44	31	29	33	39	45	40	34	38	41	37	35	35
Not sure	34	27	26	42	28	27	41	25	43	53	45	31	20	33	36	36	33	34	35	35
Yvette Cooper, Shadow Home Secretary																				
Very well	3	0	8	2	0	8	2	4	2	2	2	3	4	2	3	3	2	5	3	1
Fairly well	18	14	33	17	12	32	17	22	15	13	14	21	21	18	18	17	17	20	20	16
TOTAL WELL	21	14	41	19	12	40	19	26	17	15	16	24	25	20	21	20	19	25	23	17
Fairly badly	21	30	16	18	28	15	20	23	19	22	18	21	24	23	18	17	23	21	21	21
Very badly	12	16	7	9	19	6	9	16	9	5	10	14	15	11	13	15	11	14	10	12
TOTAL BADLY	33	46	23	27	47	21	29	39	28	27	28	35	39	34	31	32	34	35	31	33
Not sure	46	40	36	53	40	38	52	36	56	58	57	42	36	44	48	47	48	41	46	50

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think the following are doing well or badly in their current jobs?

Iain Duncan Smith, Work & Pensions Secretary

[Only those who correctly recognised from the previous image]

Very well	10	28	1	9	27	1	4	11	9	9	7	9	15	12	7	14	8	15	8	9
Fairly well	28	47	18	36	40	18	28	30	25	24	23	29	32	30	24	30	35	22	26	18
TOTAL WELL	38	75	19	45	67	19	32	41	34	33	30	38	47	42	31	44	43	37	34	27
Fairly badly	25	12	32	27	14	34	23	26	24	24	29	23	25	25	26	28	23	28	22	31
Very badly	20	1	36	7	5	35	22	20	21	16	17	24	19	16	27	10	19	19	26	25
TOTAL BADLY	45	13	68	34	19	69	45	46	45	40	46	47	44	41	53	38	42	47	48	56
Not sure	16	11	14	21	13	12	22	12	21	26	24	15	10	17	15	19	14	16	18	17

William Hague, Foreign Secretary

[Only those who correctly recognised from the previous image]

Very well	11	28	2	6	23	2	8	12	11	3	9	12	15	14	8	8	14	10	11	10
Fairly well	40	54	30	59	51	34	42	43	36	37	37	35	49	43	36	43	38	39	40	44
TOTAL WELL	51	82	32	65	74	36	50	55	47	40	46	47	64	57	44	51	52	49	51	54
Fairly badly	17	7	27	16	7	24	19	20	15	23	15	19	15	16	19	15	16	18	19	19
Very badly	16	2	29	6	7	29	11	18	13	9	13	20	14	13	19	16	15	18	15	11
TOTAL BADLY	33	9	56	22	14	53	30	38	28	32	28	39	29	29	38	31	31	36	34	30
Not sure	16	10	12	14	11	12	20	8	25	29	26	14	7	14	19	18	17	15	15	16

Vince Cable, Business Secretary

[Only those who correctly recognised from the previous image]

Very well	3	5	2	12	3	2	6	4	3	5	3	3	4	4	2	7	4	3	1	4
Fairly well	30	37	24	45	34	27	31	29	31	28	25	27	36	32	26	22	30	32	29	36
TOTAL WELL	33	42	26	57	37	29	37	33	34	33	28	30	40	36	28	29	34	35	30	40
Fairly badly	33	35	33	26	35	33	29	37	29	38	38	29	34	32	36	40	36	29	35	24
Very badly	20	15	30	1	18	26	15	22	17	15	13	28	18	19	21	14	17	22	24	20
TOTAL BADLY	53	50	63	27	53	59	44	59	46	53	51	57	52	51	57	54	53	51	59	44
Not sure	14	8	11	16	9	12	20	9	21	14	21	13	9	13	15	17	13	13	12	17

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nick Clegg, Deputy Prime Minister

[Only those who correctly recognised from the previous image]

Very well	3	6	1	16	5	2	6	4	2	1	2	4	5	4	2	2	5	3	4	1
Fairly well	23	47	6	44	37	8	28	25	21	13	25	20	30	26	19	21	26	25	21	18
TOTAL WELL	26	53	7	60	42	10	34	29	23	14	27	24	35	30	21	23	31	28	25	19
Fairly badly	27	27	25	29	28	29	26	26	28	29	26	28	27	28	26	27	30	22	29	27
Very badly	35	11	64	5	19	58	27	37	32	35	30	39	34	30	42	36	26	38	39	48
TOTAL BADLY	62	38	89	34	47	87	53	63	60	64	56	67	61	58	68	63	56	60	68	75
Not sure	11	9	4	6	11	3	13	6	16	23	17	9	4	11	11	15	13	12	7	6

Michael Gove, Education Secretary

[Only those who correctly recognised from the previous image]

Very well	8	18	1	3	21	1	1	6	12	3	10	5	11	9	7	16	4	9	9	7
Fairly well	25	46	8	35	46	6	17	26	23	21	24	22	29	27	22	22	30	25	19	24
TOTAL WELL	33	64	9	38	67	7	18	32	35	24	34	27	40	36	29	38	34	34	28	31
Fairly badly	27	23	28	27	18	31	35	27	27	43	24	23	28	24	33	23	30	30	24	22
Very badly	31	5	61	18	8	57	34	33	28	22	30	41	26	33	27	30	28	28	38	36
TOTAL BADLY	58	28	89	45	26	88	69	60	55	65	54	64	54	57	60	53	58	58	62	58
Not sure	9	9	3	16	8	5	14	8	11	11	12	8	7	8	11	9	8	8	10	12

Liam Fox, Defence Secretary

[Only those who correctly recognised from the previous image]

Very well	7	17	1	1	14	2	2	8	6	10	9	5	8	5	11	5	10	9	4	4
Fairly well	38	54	21	47	53	23	39	35	43	17	33	36	44	41	32	39	44	33	35	30
TOTAL WELL	45	71	22	48	67	25	41	43	49	27	42	41	52	46	43	44	54	42	39	34
Fairly badly	30	18	43	26	22	40	32	32	26	53	31	34	22	30	28	32	25	35	32	25
Very badly	16	4	29	12	5	28	15	19	12	3	15	19	17	15	19	17	15	18	15	20
TOTAL BADLY	46	22	72	38	27	68	47	51	38	56	46	53	39	45	47	49	40	53	47	45
Not sure	9	7	6	14	7	8	12	8	13	16	12	7	10	9	10	7	6	6	13	21

Ken Clarke, Justice Secretary

[Only those who correctly recognised from the previous image]

Very well	3	5	1	9	4	1	5	3	2	4	2	3	3	3	2	4	3	2	3	3
Fairly well	22	34	16	32	32	18	23	24	21	26	19	21	25	28	15	33	20	20	20	29
TOTAL WELL	25	39	17	41	36	19	28	27	23	30	21	24	28	31	17	37	23	22	23	32
Fairly badly	30	32	31	23	31	34	26	32	29	34	29	29	32	31	29	24	35	33	26	30
Very badly	29	18	39	11	21	35	26	30	28	28	25	29	32	24	36	23	28	29	37	19
TOTAL BADLY	59	50	70	34	52	69	52	62	57	62	54	58	64	55	65	47	63	62	63	49
Not sure	16	11	12	25	12	12	21	12	20	7	24	18	8	14	18	16	15	16	15	19

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224	
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

George Osborne, Chancellor of the Exchequer

[Only those who correctly recognised from the previous image]

Very well	11	32	0	3	27	1	4	12	10	1	9	9	18	12	10	10	16	9	9	4
Fairly well	31	60	9	44	50	12	28	31	32	28	29	26	40	35	26	32	33	34	29	24
TOTAL WELL	42	92	9	47	77	13	32	43	42	29	38	35	58	47	36	42	49	43	38	28
Fairly badly	20	5	27	24	10	29	24	20	20	27	27	19	15	20	20	23	17	17	23	27
Very badly	30	1	61	17	7	56	29	31	28	25	25	40	25	25	39	27	27	32	32	38
TOTAL BADLY	50	6	88	41	17	85	53	51	48	52	52	59	40	45	59	50	44	49	55	65
Not sure	8	3	3	13	6	3	15	5	11	19	10	7	3	9	6	8	7	8	7	7

Ed Miliband, Leader of the Labour party

[Only those who correctly recognised from the previous image]

Very well	5	0	13	1	0	11	5	7	3	6	3	5	7	4	7	8	2	4	7	7
Fairly well	27	13	49	23	15	45	28	26	29	26	23	28	33	25	31	24	28	27	31	22
TOTAL WELL	32	13	62	24	15	56	33	33	32	32	26	33	40	29	38	32	30	31	38	29
Fairly badly	28	34	21	32	29	23	30	30	27	31	31	28	26	33	22	33	29	28	27	25
Very badly	21	44	5	16	43	5	17	23	19	16	19	21	26	23	19	15	25	22	18	22
TOTAL BADLY	49	78	26	48	72	28	47	53	46	47	50	49	52	56	41	48	54	50	45	47
Not sure	18	9	12	28	12	16	21	13	22	21	25	19	9	15	22	20	16	19	17	24

Ed Balls, Shadow Chancellor

[Only those who correctly recognised from the previous image]

Very well	8	1	20	3	2	19	4	10	6	11	7	10	6	6	12	7	8	13	4	8
Fairly well	28	13	48	26	10	48	29	31	25	35	32	26	28	29	27	31	25	33	26	28
TOTAL WELL	36	14	68	29	12	67	33	41	31	46	39	36	34	35	39	38	33	46	30	36
Fairly badly	25	35	15	32	31	15	27	24	25	6	27	23	29	29	18	23	27	21	26	25
Very badly	23	38	5	17	44	4	17	25	20	22	14	23	28	21	25	24	26	20	24	16
TOTAL BADLY	48	73	20	49	75	19	44	49	45	28	41	46	57	50	43	47	53	41	50	41
Not sure	16	13	12	22	13	14	24	10	25	26	21	17	10	15	17	15	14	13	19	23

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224	
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Douglas Alexander, Shadow Foreign Secretary

[Only those who correctly recognised from the previous image]

Very well	7	0	14	0	0	15	1	8	5	20	9	2	6	7	5	1	3	5	10	14
Fairly well	33	27	43	39	30	43	35	35	31	14	32	37	36	33	34	51	29	34	33	25
TOTAL WELL	40	27	57	39	30	58	36	43	36	34	41	39	42	40	39	52	32	39	43	39
Fairly badly	23	31	16	27	34	13	25	23	22	18	28	21	23	24	20	13	27	15	26	31
Very badly	16	22	12	0	19	10	7	16	15	14	1	23	18	13	21	9	5	30	15	20
TOTAL BADLY	39	53	28	27	53	23	32	39	37	32	29	44	41	37	41	22	32	45	41	51
Not sure	22	20	15	35	17	19	32	18	27	34	30	16	18	23	19	25	36	16	16	11

David Cameron, Prime Minister

[Only those who correctly recognised from the previous image]

Very well	11	36	1	5	27	1	6	12	10	2	7	11	19	13	9	7	16	10	11	6
Fairly well	32	56	13	49	48	16	34	35	29	35	39	25	33	37	26	39	31	36	27	29
TOTAL WELL	43	92	14	54	75	17	40	47	39	37	46	36	52	50	35	46	47	46	38	35
Fairly badly	22	4	33	16	11	34	22	21	23	23	20	22	24	20	25	17	22	19	26	26
Very badly	25	1	50	20	7	45	25	27	23	21	20	33	21	21	30	27	20	29	27	28
TOTAL BADLY	47	5	83	36	18	79	47	48	46	44	40	55	45	41	55	44	42	48	53	54
Not sure	10	3	4	10	6	5	13	5	15	20	14	9	4	9	11	11	12	7	8	11

Danny Alexander, Chief Secretary to the Treasury

[Only those who correctly recognised from the previous image]

Very well	7	15	1	18	14	1	7	7	7	11	7	3	9	9	2	12	8	8	2	4
Fairly well	28	52	9	40	46	15	26	27	30	24	22	29	34	29	28	23	41	20	29	22
TOTAL WELL	35	67	10	58	60	16	33	34	37	35	29	32	43	38	30	35	49	28	31	26
Fairly badly	22	11	28	21	11	26	25	21	25	33	31	20	15	22	23	21	19	25	24	24
Very badly	29	5	54	14	11	52	21	35	20	20	20	38	30	26	35	26	17	31	39	35
TOTAL BADLY	51	16	82	35	22	78	46	56	45	53	51	58	45	48	58	47	36	56	63	59
Not sure	14	16	8	7	17	6	21	10	19	11	20	11	12	14	13	17	14	16	7	15

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224	
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chris Huhne, Environment Secretary

[Only those who correctly recognised from the previous image]

Very well	2	2	1	9	2	1	3	3	1	0	3	3	1	2	1	4	1	2	1	1
Fairly well	25	29	22	45	23	24	32	26	24	49	21	23	26	27	22	19	29	22	31	18
TOTAL WELL	27	31	23	54	25	25	35	29	25	49	24	26	27	29	23	23	30	24	32	19
Fairly badly	32	34	36	15	34	30	28	30	37	3	40	34	31	35	26	34	32	30	31	35
Very badly	28	21	33	18	27	36	21	32	19	19	21	26	34	24	36	30	27	35	19	29
TOTAL BADLY	60	55	69	33	61	66	49	62	56	22	61	60	65	59	62	64	59	65	50	64
Not sure	13	13	7	13	14	10	15	10	19	29	15	14	8	13	13	13	10	11	18	17

Andrew Lansley, Health Secretary

[Only those who correctly recognised from the previous image]

Very well	3	8	0	0	8	0	1	1	8	0	2	4	5	4	2	2	2	10	0	0
Fairly well	22	43	1	22	47	1	7	18	32	5	12	30	28	22	22	22	24	17	25	26
TOTAL WELL	25	51	1	22	55	1	8	19	40	5	14	34	33	26	24	24	26	27	25	26
Fairly badly	30	36	17	59	30	27	35	29	31	56	37	14	30	32	24	25	35	27	25	35
Very badly	38	7	81	19	10	70	46	46	24	21	42	47	36	34	51	45	31	38	46	39
TOTAL BADLY	68	43	98	78	40	97	81	75	55	77	79	61	66	66	75	70	66	65	71	74
Not sure	6	6	1	0	4	1	10	6	5	18	7	6	2	8	2	5	8	8	4	0

Yvette Cooper, Shadow Home Secretary

[Only those who correctly recognised from the previous image]

Very well	11	0	25	2	0	27	9	13	7	24	10	8	11	7	17	8	9	24	6	3
Fairly well	27	15	42	33	11	39	31	31	20	35	27	27	25	26	27	25	24	31	25	32
TOTAL WELL	38	15	67	35	11	66	40	44	27	59	37	35	36	33	44	33	33	55	31	35
Fairly badly	26	40	14	32	34	14	28	22	31	14	30	26	25	30	17	22	29	20	27	28
Very badly	19	22	6	7	34	6	10	21	15	4	18	17	23	16	23	23	21	16	16	20
TOTAL BADLY	45	62	20	39	68	20	38	43	46	18	48	43	48	46	40	45	50	36	43	48
Not sure	18	23	13	26	20	14	22	13	28	23	15	22	16	20	15	21	17	10	27	16

Fieldwork: 10th - 11th July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	2571	692	850	207	771	703	565	1250	1321	311	656	879	725	1465	1106	329	836	550	632	224
Unweighted Sample	2571	682	814	207	764	670	568	1218	1353	209	689	956	717	1679	892	420	818	520	576	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Theresa May, Home Secretary

[Only those who correctly recognised from the previous image]

Very well	8	20	2	5	21	3	2	7	10	6	6	6	13	10	6	11	8	12	6	4
Fairly well	36	62	19	50	54	20	36	36	38	35	30	37	39	36	37	30	42	34	34	37
TOTAL WELL	44	82	21	55	75	23	38	43	48	41	36	43	52	46	43	41	50	46	40	41
Fairly badly	27	10	39	25	13	36	30	31	22	23	31	25	28	26	29	27	27	18	34	28
Very badly	15	2	27	8	3	28	12	17	12	20	13	18	12	15	15	17	12	18	14	15
TOTAL BADLY	42	12	66	33	16	64	42	48	34	43	44	43	40	41	44	44	39	36	48	43
Not sure	13	6	12	12	9	13	19	10	19	15	19	14	8	13	13	15	10	17	12	17

Harriet Harman, Deputy leader of the Labour party

[Only those who correctly recognised from the previous image]

Very well	7	0	18	4	1	17	6	11	3	11	8	5	8	5	10	5	7	13	5	4
Fairly well	31	23	48	29	20	48	30	28	34	25	30	31	32	30	33	29	29	30	33	38
TOTAL WELL	38	23	66	33	21	65	36	39	37	36	38	36	40	35	43	34	36	43	38	42
Fairly badly	23	30	16	20	29	15	24	23	22	20	19	23	25	23	22	21	28	19	22	13
Very badly	19	27	6	19	30	8	11	24	13	4	19	19	21	20	17	21	16	16	23	19
TOTAL BADLY	42	57	22	39	59	23	35	47	35	24	38	42	46	43	39	42	44	35	45	32
Not sure	20	20	12	28	21	13	30	14	27	40	23	21	15	22	19	24	19	22	17	26