

Leadership Contenders Poll

25/05/2014

Prepared on behalf of the Mail on Sunday



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Methodology

Fieldwork Dates

23rd May 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,017

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,017 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election. Final published voting intention can therefore be found in the final table of each section.

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Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Questions 10 – 54: Participants were asked to watch five video clips of Labour politicians, followed by a question on the content of the video to check the respondents had watched the video in full.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Headline figures: Westminster Voting Intention (with changes since our last Mail on Sunday poll on 11th May)

Conservatives	27 (- 1)
Labour	32 (-2)
Liberal Democrats	9 (-1)
UKIP	23 (+4)
Another Party	9 (+1)

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24 May 2014

Table 1
Q1. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
10 - Would definitely vote	598	304	294	118	196	119	166	201	154	117	51	146	173	41	131	48	51	140	120	149	189	57	23	40	211	106	157
	58.8%	61.5%	56.3%	40.3%	54.7%	77.9%	77.7%	74.9%	71.2%	68.2%	72.3%	70.3%	66.1%	67.9%	68.6%	32.2%	69.0%	68.2%	60.0%	60.4%	51.9%	70.5%	58.1%	43.5%	57.7%	59.4%	61.8%
9	101	60	41	32	35	14	20	34	22	18	8	21	22	11	20	16	11	23	23	25	31	14	2	11	41	11	24
	9.9%	12.1%	7.9%	10.9%	9.7%	9.3%	9.4%	12.7%	10.3%	10.4%	11.0%	10.3%	8.5%	17.3%	10.5%	10.9%	14.5%	11.1%	11.4%	10.1%	8.4%	16.8%	4.1%	11.4%	11.2%	6.1%	9.3%
8	72	39	33	31	24	6	10	10	16	15	4	9	28	4	10	18	3	16	4	22	30	5	1	9	19	25	12
	7.1%	7.9%	6.3%	10.6%	6.8%	4.0%	4.9%	3.9%	7.4%	8.6%	6.2%	4.2%	10.9%	6.7%	5.2%	11.8%	4.1%	7.6%	2.1%	8.7%	8.3%	6.0%	2.5%	10.2%	5.3%	14.2%	4.7%
7	54	25	29	26	22	2	5	4	16	9	4	12	15	1	11	13	4	4	7	11	32	2	3	11	17	7	13
	5.3%	5.1%	5.6%	8.8%	6.1%	1.0%	2.3%	1.3%	7.3%	5.4%	5.5%	5.5%	5.7%	0.9%	5.7%	8.6%	4.8%	2.1%	3.3%	4.5%	8.8%	2.6%	6.8%	12.2%	4.7%	4.1%	5.3%
6	28	11	17	12	11	3	1	7	1	2	-	6	6	2	6	6	2	2	9	7	10	-	2	5	13	5	2
	2.7%	2.2%	3.3%	4.2%	3.0%	2.2%	0.6%	2.5%	0.5%	1.0%	-	3.0%	2.3%	2.6%	3.3%	4.0%	2.4%	0.9%	4.7%	2.8%	2.6%	-	4.5%	5.6%	3.6%	3.0%	0.9%
5	52	23	29	23	23	4	2	9	5	4	2	8	9	-	10	20	3	10	18	5	19	1	1	5	22	4	19
	5.1%	4.7%	5.5%	7.7%	6.5%	2.4%	1.0%	3.2%	2.3%	2.1%	2.7%	3.9%	3.6%	-	5.1%	13.6%	4.0%	4.8%	8.8%	2.2%	5.2%	1.4%	3.5%	5.5%	5.9%	2.3%	7.4%
4	10	2	8	7	2	1	-	1	-	1	-	4	2	2	1	2	-	2	*	4	4	-	1	1	2	4	3
	1.0%	0.4%	1.6%	2.3%	0.6%	0.9%	-	0.4%	-	0.6%	-	1.9%	0.9%	3.2%	0.3%	1.1%	-	0.9%	0.2%	1.7%	1.1%	-	2.3%	1.1%	0.6%	2.0%	1.2%
3	15	1	14	11	3	-	1	-	1	4	-	1	2	-	-	11	1	1	3	4	7	-	-	1	6	2	6
	1.5%	0.3%	2.6%	3.8%	0.8%	-	0.4%	-	0.3%	2.3%	-	0.3%	0.9%	-	-	7.5%	1.2%	0.3%	1.5%	1.7%	2.0%	-	-	1.3%	1.6%	1.2%	2.2%
2	10	1	9	2	7	-	-	1	1	1	-	*	1	1	2	5	-	1	1	4	4	-	2	-	5	3	-
	1.0%	0.2%	1.7%	0.8%	2.0%	-	-	0.3%	0.2%	0.5%	-	0.2%	0.4%	1.5%	1.2%	3.4%	-	0.4%	0.3%	1.7%	1.1%	-	6.2%	-	1.3%	1.4%	-
1	14	9	5	5	6	*	4	1	-	-	-	1	2	-	-	10	-	1	3	4	6	-	-	*	9	5	*
	1.4%	1.9%	0.9%	1.6%	1.6%	0.3%	1.8%	0.4%	-	-	-	0.4%	0.9%	-	-	6.9%	-	0.6%	1.6%	1.4%	1.7%	-	-	0.4%	2.5%	2.6%	0.2%
0 - Would not vote	62	19	43	26	29	3	4	1	1	1	2	-	-	-	-	-	-	6	12	12	32	2	5	8	21	7	18
	6.1%	3.8%	8.3%	8.9%	8.0%	1.9%	2.0%	0.4%	0.6%	0.7%	2.3%	-	-	-	-	-	-	3.0%	6.0%	4.8%	8.8%	2.7%	11.9%	8.8%	5.6%	3.7%	7.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2
Q2. Voting Intention Tables - Normal Weighted Table
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	
Unweighted Total	962	438	524	243	404	171	144	258	210	186	68	206	278	64	178	141	84	224	228	256	254	83	47	94	330	165	239	
Weighted Total	955	475	480	267	330	149	209	268	215	170	69	208	262	61	191	149	74	199	188	235	332	79	34	84	346	171	236	
Conservative	208	116	92	42	70	25	72	154	12	8	1	208	-	-	-	-	-	64	49	45	51	8	6	19	91	34	49	
	21.8%	24.4%	19.3%	15.7%	21.3%	16.6%	34.3%	57.6%	5.6%	4.5%	0.9%	100.0%	-	-	-	-	-	32.1%	25.9%	19.0%	15.4%	10.5%	17.3%	23.0%	26.4%	19.8%	20.7%	
Labour	262	136	126	82	100	37	42	11	151	36	5	-	262	-	-	-	-	54	42	59	107	25	9	31	56	54	88	
	27.4%	28.7%	26.2%	30.9%	30.4%	25.0%	20.1%	4.1%	70.3%	21.2%	7.8%	-	100.0%	-	-	-	-	27.1%	22.2%	25.1%	32.3%	31.7%	25.7%	36.5%	16.1%	31.5%	37.2%	
Liberal Democrat	61	27	35	32	13	10	6	3	7	40	1	-	-	61	-	-	-	22	12	16	11	2	2	8	25	14	6	
	6.4%	5.6%	7.2%	12.1%	3.9%	6.6%	2.9%	1.2%	3.3%	23.6%	0.9%	-	-	100.0%	-	-	-	11.1%	6.5%	6.9%	3.2%	2.9%	4.8%	9.5%	7.4%	8.4%	2.7%	
Scottish National Party (SNP)	31	16	15	7	10	8	6	1	3	-	23	-	-	-	-	-	31	7	7	15	2	31	-	-	-	-	-	
	3.2%	3.3%	3.1%	2.7%	2.9%	5.2%	3.1%	0.3%	1.4%	-	34.0%	-	-	-	-	-	42.1%	3.7%	3.6%	6.4%	0.5%	39.3%	-	-	-	-	-	
Plaid Cymru	4	1	3	1	2	-	1	2	-	-	*	-	-	-	-	-	4	*	-	2	1	-	4	-	-	-	-	
	0.4%	0.2%	0.6%	0.3%	0.7%	-	0.3%	0.9%	-	-	0.6%	-	-	-	-	-	4.9%	0.2%	-	0.8%	0.4%	-	10.6%	-	-	-	-	
UK Independence Party (UKIP)	191	112	79	38	61	44	49	65	20	38	25	-	-	-	191	-	-	28	35	50	78	2	6	16	81	37	49	
	20.0%	23.6%	16.6%	14.3%	18.6%	29.1%	23.3%	24.2%	9.4%	22.6%	36.1%	-	-	-	100.0%	-	-	14.1%	18.7%	21.3%	23.5%	3.0%	17.0%	18.9%	23.4%	21.8%	20.8%	
Another Party (Net)	39	14	25	16	12	9	1	2	9	11	6	-	-	-	-	-	39	11	8	13	7	2	1	3	19	7	6	
	4.1%	2.9%	5.3%	6.1%	3.8%	5.9%	0.7%	0.6%	4.4%	6.2%	8.0%	-	-	-	-	-	53.0%	5.6%	4.1%	5.5%	2.2%	2.0%	3.0%	3.5%	5.6%	4.2%	2.6%	
Green	27	12	16	12	11	3	1	1	3	9	5	-	-	-	-	-	27	11	4	6	6	2	*	3	13	4	5	
	2.8%	2.4%	3.2%	4.5%	3.4%	1.7%	0.7%	0.4%	1.2%	5.5%	7.3%	-	-	-	-	-	36.7%	5.3%	2.3%	2.4%	1.9%	2.0%	1.2%	3.5%	3.7%	2.2%	2.0%	
British National Party (BNP)	1	*	*	*	*	-	-	-	*	-	*	-	-	-	-	-	1	-	*	*	-	-	-	-	-	-	*	*
	0.1%	0.1%	0.1%	0.2%	0.1%	-	-	-	0.2%	-	0.7%	-	-	-	-	-	1.2%	-	0.2%	0.2%	-	-	-	-	-	0.2%	0.2%	
English Democrat	6	-	6	-	-	6	-	-	6	-	-	-	-	-	-	-	6	-	-	6	-	-	-	-	6	-	-	
	0.6%	-	1.2%	-	-	3.8%	-	-	2.7%	-	-	-	-	-	-	-	7.8%	-	-	2.4%	-	-	-	-	1.7%	-	-	
Christian	1	-	1	1	-	-	-	*	-	-	-	-	-	-	-	-	1	-	*	*	-	-	-	-	1	-	-	
	0.1%	-	0.2%	0.3%	-	-	-	0.2%	-	-	-	-	-	-	-	-	1.2%	-	0.2%	0.2%	-	-	-	-	0.3%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	*	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	
	0.1%	0.1%	0.1%	-	0.3%	-	-	-	-	0.3%	-	-	-	-	-	-	1.3%	-	-	-	0.3%	-	-	-	-	-	0.4%	
Monster Raving Loony Party	3	1	2	3	-	-	-	-	-	1	-	-	-	-	-	-	3	-	2	1	-	-	1	-	-	2	-	
	0.3%	0.1%	0.5%	1.1%	-	-	-	-	-	0.4%	-	-	-	-	-	-	4.1%	-	1.3%	0.3%	-	-	1.8%	-	-	1.4%	-	
If not listed please state in this box	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	
	0.1%	0.1%	-	-	-	0.4%	-	-	0.3%	-	-	-	-	-	-	-	0.8%	0.3%	-	-	-	-	-	-	-	0.3%	-	
Undecided	149	52	97	46	55	16	32	30	12	37	8	-	-	-	-	149	-	12	32	32	72	7	6	7	70	24	34	
	15.6%	10.9%	20.2%	17.3%	16.5%	10.6%	15.4%	11.1%	5.6%	21.9%	11.7%	-	-	-	-	100.0%	-	6.2%	17.0%	13.7%	21.7%	8.3%	17.5%	8.5%	20.3%	14.3%	14.4%	
Refuse	10	3	7	2	7	1	-	-	-	-	-	-	-	-	-	-	-	-	4	3	2	2	1	-	3	-	4	
	1.0%	0.6%	1.5%	0.7%	2.0%	0.9%	-	-	-	-	-	-	-	-	-	-	-	-	2.0%	1.5%	0.7%	2.3%	4.2%	-	0.8%	-	1.6%	
SIGMA	955	475	480	267	330	149	209	268	215	170	69	208	262	61	191	149	74	199	188	235	332	79	34	84	346	171	236	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 3
Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
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Weighted Total	962	489	473	247	326	163	226	289	230	179	75	218	271	65	200	120	78	210	188	238	325	86	34	82	343	171	241	
Conservative	218	125	94	40	71	27	81	169	12	8	*	218	-	-	-	-	-	66	52	46	54	9	6	19	95	36	52	
	22.7%	25.5%	19.8%	16.1%	21.8%	16.4%	35.6%	58.7%	5.4%	4.4%	0.7%	100.0%	-	-	-	-	-	31.5%	27.8%	19.3%	16.6%	10.3%	19.2%	22.8%	27.8%	20.9%	21.7%	
Labour	271	143	128	80	103	41	47	11	163	39	6	-	271	-	-	-	-	58	45	60	107	28	10	30	58	53	93	
	28.2%	29.3%	27.1%	32.6%	31.5%	25.4%	20.6%	3.8%	70.7%	21.8%	7.9%	-	100.0%	-	-	-	-	27.8%	24.0%	25.4%	32.9%	32.0%	30.1%	36.1%	16.8%	31.1%	38.6%	
Liberal Democrat	65	29	36	34	13	11	7	4	8	44	1	-	-	65	-	-	-	24	14	17	11	3	2	9	26	16	6	
	6.7%	5.9%	7.6%	13.6%	4.1%	6.8%	3.0%	1.3%	3.3%	24.4%	1.0%	-	-	100.0%	-	-	-	11.2%	7.2%	7.1%	3.3%	2.9%	5.6%	10.6%	7.6%	9.4%	2.7%	
Scottish National Party (SNP)	34	18	17	8	10	9	7	1	4	-	26	-	-	-	-	-	34	8	7	17	2	34	-	-	-	-	-	
	3.6%	3.7%	3.5%	3.3%	3.1%	5.4%	3.2%	0.4%	1.5%	-	34.6%	-	-	-	-	-	44.1%	4.0%	3.7%	7.2%	0.6%	39.9%	-	-	-	-	-	
Plaid Cymru	3	1	2	1	2	-	*	2	-	-	*	-	-	-	-	-	3	*	-	1	1	-	3	-	-	-	-	
	0.3%	0.1%	0.4%	0.3%	0.5%	-	0.1%	0.5%	-	-	0.6%	-	-	-	-	-	3.5%	0.2%	-	0.5%	0.3%	-	8.1%	-	-	-	-	
UK Independence Party (UKIP)	200	116	84	33	65	48	54	71	21	43	27	-	-	-	200	-	-	31	36	53	80	3	6	16	86	38	50	
	20.8%	23.7%	17.7%	13.5%	19.8%	29.2%	24.0%	24.7%	9.0%	24.3%	36.6%	-	-	-	100.0%	-	-	14.7%	19.1%	22.2%	24.6%	3.0%	18.9%	20.1%	25.2%	22.4%	20.6%	
Another Party (Net)	41	14	27	17	13	10	1	2	10	11	6	-	-	-	-	-	41	12	8	13	8	2	1	3	21	7	6	
	4.3%	2.9%	5.6%	6.9%	4.1%	6.0%	0.4%	0.6%	4.5%	6.4%	7.6%	-	-	-	-	-	52.4%	5.8%	4.1%	5.6%	2.3%	2.0%	3.5%	4.1%	6.0%	4.4%	2.4%	
Green	28	12	16	13	12	3	1	1	3	10	5	-	-	-	-	-	28	12	5	5	7	2	*	3	13	4	4	
	2.9%	2.5%	3.4%	5.2%	3.7%	1.6%	0.4%	0.4%	1.3%	5.6%	7.0%	-	-	-	-	-	36.2%	5.5%	2.5%	2.3%	2.0%	2.0%	1.3%	4.1%	3.9%	2.5%	1.7%	
British National Party (BNP)	1	*	*	*	*	-	-	-	*	-	*	-	-	-	-	-	1	-	*	*	-	-	-	-	-	-	*	*
	0.1%	0.1%	*	0.2%	0.1%	-	-	-	0.1%	-	0.6%	-	-	-	-	-	0.9%	-	0.1%	0.2%	-	-	-	-	-	0.1%	0.2%	
English Democrat	7	-	7	-	-	7	-	-	7	-	-	-	-	-	-	-	7	-	-	7	-	-	-	-	7	-	-	
	0.7%	-	1.4%	-	-	4.0%	-	-	2.8%	-	-	-	-	-	-	-	8.4%	-	-	2.8%	-	-	-	-	1.9%	-	-	
Christian	1	-	1	1	-	-	-	*	-	-	-	-	-	-	-	-	1	-	*	*	-	-	-	-	1	-	-	
	0.1%	-	0.2%	0.3%	-	-	-	0.2%	-	-	-	-	-	-	-	-	0.9%	-	0.2%	0.1%	-	-	-	-	0.2%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	*	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	
	0.1%	0.1%	0.1%	-	0.3%	-	-	-	-	0.4%	-	-	-	-	-	-	1.4%	-	-	-	0.3%	-	-	-	-	-	0.4%	
Monster Raving Loony Party	3	1	2	3	-	-	-	-	-	1	-	-	-	-	-	-	3	-	2	1	-	-	1	-	-	2	-	
	0.3%	0.1%	0.5%	1.3%	-	-	-	-	-	0.4%	-	-	-	-	-	-	4.0%	-	1.3%	0.3%	-	-	2.1%	-	-	1.4%	-	
If not listed please state in this box	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	*	-	
	*	0.1%	-	-	-	0.3%	-	-	0.2%	-	-	-	-	-	-	-	0.6%	0.2%	-	-	-	-	-	-	-	0.3%	-	
Undecided	120	42	78	33	42	16	30	29	13	34	8	-	-	-	-	120	-	10	23	27	60	6	3	5	55	20	29	
	12.5%	8.6%	16.6%	13.3%	12.8%	10.1%	13.1%	10.1%	5.6%	18.7%	11.1%	-	-	-	-	100.0%	-	4.9%	12.2%	11.5%	18.4%	7.5%	10.3%	6.4%	16.2%	11.8%	12.2%	
Refuse	9	1	8	1	7	1	-	-	-	-	-	-	-	-	-	-	-	-	4	3	3	2	1	-	1	-	4	
	1.0%	0.3%	1.7%	0.3%	2.2%	0.7%	-	-	-	-	-	-	-	-	-	-	-	-	2.0%	1.1%	0.8%	2.4%	4.3%	-	0.4%	-	1.8%	
SIGMA	962	489	473	247	326	163	226	289	230	179	75	218	271	65	200	120	78	210	188	238	325	86	34	82	343	171	241	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 4

Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?****Base : Respondents would vote in General Election and Excluding DK/Refused**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	
Unweighted Total	810	398	412	203	331	147	129	230	198	155	61	206	278	64	178	-	84	210	192	205	203	72	35	86	269	140	205	
Weighted Total	832	445	387	213	277	145	197	260	217	145	66	218	271	65	200	-	78	200	162	208	263	78	29	77	286	151	208	
Conservative	218	125	94	40	71	27	81	169	12	8	*	218	-	-	-	-	-	66	52	46	54	9	6	19	95	36	52	
	26.2%	28.0%	24.2%	18.6%	25.7%	18.4%	41.0%	65.3%	5.7%	5.4%	0.7%	100.0%	-	-	-	-	-	33.1%	32.4%	22.1%	20.5%	11.4%	22.5%	24.4%	33.3%	23.7%	25.3%	
Labour	271	143	128	80	103	41	47	11	163	39	6	-	271	-	-	-	-	58	45	60	107	28	10	30	58	53	93	
	32.6%	32.1%	33.1%	37.8%	37.1%	28.5%	23.7%	4.2%	74.9%	26.9%	8.9%	-	100.0%	-	-	-	-	29.2%	27.9%	29.1%	40.8%	35.5%	35.3%	38.5%	20.2%	35.3%	44.9%	
Liberal Democrat	65	29	36	34	13	11	7	4	8	44	1	-	-	65	-	-	-	24	14	17	11	3	2	9	26	16	6	
	7.8%	6.4%	9.3%	15.8%	4.8%	7.6%	3.4%	1.5%	3.5%	30.0%	1.1%	-	-	100.0%	-	-	-	11.8%	8.4%	8.2%	4.1%	3.2%	6.5%	11.3%	9.1%	10.6%	3.1%	
Scottish National Party (SNP)	34	18	17	8	10	9	7	1	4	-	26	-	-	-	-	-	34	8	7	17	2	34	-	-	-	-	-	
	4.1%	4.0%	4.3%	3.8%	3.7%	6.0%	3.7%	0.4%	1.6%	-	38.9%	-	-	-	-	-	44.1%	4.2%	4.3%	8.2%	0.8%	44.3%	-	-	-	-	-	
Plaid Cymru	3	1	2	1	2	-	*	2	-	-	*	-	-	-	-	-	3	*	-	1	1	-	3	-	-	-	-	
	0.3%	0.2%	0.5%	0.3%	0.6%	-	0.2%	0.6%	-	-	0.7%	-	-	-	-	-	3.5%	0.2%	-	0.6%	0.4%	-	9.5%	-	-	-	-	
UK Independence Party (UKIP)	200	116	84	33	65	48	54	71	21	43	27	-	-	-	200	-	-	31	36	53	80	3	6	16	86	38	50	
	24.0%	26.0%	21.7%	15.6%	23.3%	32.8%	27.6%	27.5%	9.5%	29.9%	41.1%	-	-	-	100.0%	-	-	15.5%	22.2%	25.4%	30.5%	3.4%	22.1%	21.4%	30.2%	25.4%	24.0%	
Another Party (Net)	41	14	27	17	13	10	1	2	10	11	6	-	-	-	-	-	41	12	8	13	8	2	1	3	21	7	6	
	4.9%	3.2%	6.9%	8.0%	4.8%	6.7%	0.4%	0.6%	4.7%	7.9%	8.5%	-	-	-	-	-	52.4%	6.1%	4.8%	6.5%	2.9%	2.2%	4.1%	4.4%	7.2%	5.0%	2.7%	
Green	28	12	16	13	12	3	1	1	3	10	5	-	-	-	-	-	28	12	5	5	7	2	*	3	13	4	4	
	3.4%	2.8%	4.1%	6.0%	4.3%	1.8%	0.4%	0.4%	1.4%	6.9%	7.8%	-	-	-	-	-	36.2%	5.8%	2.9%	2.6%	2.5%	2.2%	1.6%	4.4%	4.7%	2.9%	2.0%	
British National Party (BNP)	1	*	*	*	*	-	-	-	*	-	*	-	-	-	-	-	1	-	*	*	-	-	-	-	-	-	*	*
	0.1%	0.1%	0.1%	0.2%	0.1%	-	-	-	0.1%	-	0.7%	-	-	-	-	-	0.9%	-	0.1%	0.2%	-	-	-	-	-	0.2%	0.2%	
English Democrat	7	-	7	-	-	7	-	-	7	-	-	-	-	-	-	-	7	-	-	7	-	-	-	-	7	-	-	
	0.8%	-	1.7%	-	-	4.5%	-	-	3.0%	-	-	-	-	-	-	-	8.4%	-	-	3.2%	-	-	-	-	2.3%	-	-	
Christian	1	-	1	1	-	-	-	*	-	-	-	-	-	-	-	-	1	-	*	*	-	-	-	-	1	-	-	
	0.1%	-	0.2%	0.3%	-	-	-	0.2%	-	-	-	-	-	-	-	-	0.9%	-	0.3%	0.1%	-	-	-	-	0.3%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	*	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	
	0.1%	0.1%	0.2%	-	0.4%	-	-	-	-	0.4%	-	-	-	-	-	-	1.4%	-	-	-	0.4%	-	-	-	-	-	0.5%	
Monster Raving Loony Party	3	1	2	3	-	-	-	-	-	1	-	-	-	-	-	-	3	-	2	1	-	-	1	-	-	2	-	
	0.4%	0.2%	0.6%	1.5%	-	-	-	-	-	0.5%	-	-	-	-	-	-	4.0%	-	1.5%	0.3%	-	-	2.5%	-	-	1.6%	-	
If not listed please state in this box	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	*	-	
	0.1%	0.1%	-	-	-	0.3%	-	-	0.2%	-	-	-	-	-	-	-	0.6%	0.2%	-	-	-	-	-	-	-	0.3%	-	
SIGMA	832	445	387	213	277	145	197	260	217	145	66	218	271	65	200	-	78	200	162	208	263	78	29	77	286	151	208	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 5

Q2. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses)

Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base : Respondents would vote in General Election and Excluding DK/Refused

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	888	422	466	214	370	162	142	258	210	186	68	206	278	64	178	78	84	222	209	228	229	79	39	91	304	152	220
Weighted Total	927	489	438	235	309	161	222	290	238	170	74	235	292	70	215	32	84	219	178	230	300	86	32	84	323	167	231
Conservative	246	139	107	43	82	30	90	193	13	8	1	235	-	-	-	11	-	72	58	53	62	10	7	21	110	39	57
	26.5%	28.3%	24.5%	18.4%	26.4%	18.8%	40.8%	66.6%	5.6%	4.9%	0.7%	100.0%	-	-	-	34.1%	-	33.1%	32.8%	22.9%	20.8%	11.6%	22.4%	24.3%	34.2%	23.6%	24.8%
Labour	296	156	140	89	112	45	51	12	179	42	6	-	292	-	-	4	-	63	49	66	118	30	11	32	63	60	101
	31.9%	32.0%	31.9%	37.8%	36.2%	27.8%	22.8%	4.0%	75.4%	24.7%	8.5%	-	100.0%	-	-	13.8%	-	28.8%	27.5%	28.8%	39.3%	34.8%	35.0%	37.8%	19.5%	35.7%	43.7%
Liberal Democrat	83	33	50	39	17	14	13	4	8	61	1	-	-	70	-	14	-	28	16	20	20	4	2	11	33	18	12
	9.0%	6.8%	11.5%	16.7%	5.6%	8.6%	6.0%	1.4%	3.4%	35.7%	1.1%	-	-	100.0%	-	42.9%	-	12.7%	9.1%	8.5%	6.6%	4.2%	7.4%	12.6%	10.2%	11.1%	5.2%
Scottish National Party (SNP)	38	19	19	9	12	9	8	1	4	-	28	-	-	-	-	1	37	9	7	19	3	38	-	-	-	-	-
	4.1%	3.9%	4.2%	3.7%	3.8%	5.9%	3.6%	0.4%	1.6%	-	38.3%	-	-	-	-	2.1%	44.1%	4.1%	4.2%	8.2%	0.8%	44.0%	-	-	-	-	-
Plaid Cymru	3	1	2	1	2	-	*	2	-	-	1	-	-	-	-	*	3	*	-	1	1	-	3	-	-	-	-
	0.3%	0.2%	0.5%	0.3%	0.6%	-	0.2%	0.6%	-	-	0.8%	-	-	-	-	0.4%	3.5%	0.2%	-	0.6%	0.4%	-	9.7%	-	-	-	-
UK Independence Party (UKIP)	215	125	90	36	70	51	58	77	22	47	30	-	-	-	215	*	-	33	39	57	86	3	7	18	93	41	54
	23.2%	25.5%	20.7%	15.3%	22.6%	31.8%	26.3%	26.4%	9.4%	27.5%	39.9%	-	-	-	100.0%	0.9%	-	15.2%	21.7%	24.8%	28.7%	3.3%	21.5%	21.0%	28.9%	24.7%	23.2%
Another Party (Net)	46	16	30	18	15	12	1	2	11	12	8	-	-	-	-	2	44	13	8	14	10	2	1	4	23	8	7
	4.9%	3.3%	6.8%	7.8%	4.8%	7.2%	0.4%	0.6%	4.7%	7.2%	10.7%	-	-	-	-	5.8%	52.4%	6.0%	4.7%	6.3%	3.4%	2.1%	4.0%	4.3%	7.2%	4.8%	3.0%
Green	32	13	18	14	13	4	1	1	3	11	7	-	-	-	-	1	30	13	5	6	8	2	*	4	15	5	5
	3.4%	2.7%	4.2%	5.8%	4.2%	2.5%	0.4%	0.4%	1.4%	6.4%	9.0%	-	-	-	-	3.5%	36.2%	5.7%	2.8%	2.5%	2.7%	2.1%	1.5%	4.3%	4.8%	2.8%	2.0%
British National Party (BNP)	1	1	*	*	1	-	-	-	*	-	1	-	-	-	-	1	1	-	*	*	1	-	-	-	-	*	1
	0.2%	0.2%	0.1%	0.2%	0.3%	-	-	-	0.1%	-	1.6%	-	-	-	-	2.3%	0.9%	-	0.1%	0.2%	0.2%	-	-	-	-	0.1%	0.5%
English Democrat	7	-	7	-	-	7	-	-	7	-	-	-	-	-	-	-	7	-	-	7	-	-	-	-	7	-	-
	0.8%	-	1.6%	-	-	4.4%	-	-	3.0%	-	-	-	-	-	-	-	8.4%	-	-	3.1%	-	-	-	-	2.2%	-	-
Christian	1	-	1	1	-	-	-	*	-	-	-	-	-	-	-	-	1	-	*	*	-	-	-	-	1	-	-
	0.1%	-	0.2%	0.3%	-	-	-	0.2%	-	-	-	-	-	-	-	0.9%	-	-	0.3%	0.1%	-	-	-	-	0.2%	-	-
Trade Unionist and Socialist Coalition (TUSC)	1	*	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1
	0.1%	0.1%	0.2%	-	0.4%	-	-	-	-	0.4%	-	-	-	-	-	-	1.4%	-	-	-	0.4%	-	-	-	-	-	0.5%
Monster Raving Loony Party	3	1	3	3	-	-	-	-	-	1	-	-	-	-	-	-	3	-	3	1	-	-	1	-	-	3	-
	0.4%	0.2%	0.6%	1.4%	-	-	-	-	-	0.5%	-	-	-	-	-	-	4.0%	-	1.5%	0.3%	-	-	2.4%	-	-	1.6%	-
If not listed please state in this box	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-
	0.1%	0.1%	-	-	-	0.3%	-	-	0.2%	-	-	-	-	-	-	-	0.6%	0.2%	-	-	-	-	-	-	-	0.3%	-
SIGMA	927	489	438	235	309	161	222	290	238	170	74	235	292	70	215	32	84	219	178	230	300	86	32	84	323	167	231
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 6

Q3. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
I voted in the 2010 General Election	753	377	376	148	271	136	197	269	216	172	71	176	203	51	151	99	58	175	135	190	253	71	26	66	272	129	190
	74.0%	76.4%	71.8%	50.7%	75.6%	89.6%	92.4%	100.0%	100.0%	100.0%	100.0%	84.6%	77.7%	84.0%	78.8%	66.9%	79.0%	85.0%	67.8%	77.1%	69.3%	87.8%	67.2%	71.0%	74.3%	72.3%	74.7%
I did not vote in the 2010 General Election	234	102	132	127	76	16	15	-	-	-	-	32	53	9	31	35	15	29	56	52	97	10	12	23	81	49	52
	23.0%	20.7%	25.2%	43.4%	21.2%	10.4%	7.1%	-	-	-	-	15.4%	20.4%	14.5%	16.3%	23.8%	21.0%	14.2%	28.3%	20.9%	26.6%	12.2%	31.8%	24.8%	22.2%	27.4%	20.5%
Dont remember	30	15	15	17	12	-	1	-	-	-	-	-	5	1	9	14	-	2	8	5	15	-	*	4	13	*	12
	2.9%	3.0%	2.9%	6.0%	3.2%	-	0.4%	-	-	-	-	-	1.9%	1.5%	4.9%	9.3%	-	0.9%	4.0%	2.0%	4.2%	-	1.0%	4.2%	3.6%	0.3%	4.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll Prepared on behalf of the Mail on Sunday

24 May 2014

Table 7
Q3B. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base : Those who voted in the 2010 General Election

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	756	354	402	145	326	152	133	259	212	187	69	171	218	56	141	91	65	196	175	194	191	72	35	71	259	128	191
Weighted Total	753	377	376	148	271	136	197	269	216	172	71	176	203	51	151	99	58	175	135	190	253	71	26	66	272	129	190
Conservative	269	153	116	30	91	41	106	269	-	-	-	154	11	3	65	30	5	58	60	72	79	10	11	20	130	48	50
	35.7%	40.5%	30.9%	20.6%	33.6%	30.2%	53.9%	100.0%	-	-	-	87.5%	5.4%	6.4%	43.0%	29.8%	8.2%	33.4%	44.2%	37.6%	31.4%	13.4%	41.9%	30.8%	48.0%	37.4%	26.2%
Labour	216	121	95	55	84	35	42	-	216	-	-	12	151	7	20	12	12	47	29	54	86	24	2	27	56	35	71
	28.7%	32.0%	25.4%	37.2%	31.1%	25.5%	21.1%	-	100.0%	-	-	6.9%	74.2%	13.7%	13.4%	12.0%	21.4%	27.0%	21.6%	28.3%	33.9%	33.8%	9.4%	40.9%	20.7%	27.5%	37.4%
Liberal Democrat	172	60	112	46	50	37	38	-	-	172	-	8	36	40	38	37	11	48	30	38	55	8	6	12	63	33	49
	22.8%	15.9%	29.7%	31.3%	18.4%	27.2%	19.3%	-	-	100.0%	-	4.3%	17.8%	78.2%	25.5%	37.5%	18.1%	27.7%	22.4%	19.7%	21.9%	11.0%	21.9%	19.0%	23.1%	25.9%	26.0%
UK Independence Party (UKIP)	23	14	9	4	8	5	6	-	-	-	23	1	-	-	20	1	-	9	3	3	9	1	1	4	9	6	3
	3.1%	3.8%	2.3%	2.7%	2.8%	4.0%	3.1%	-	-	-	33.0%	0.4%	-	-	13.4%	0.8%	-	5.1%	2.0%	1.6%	3.4%	1.6%	2.4%	6.5%	3.1%	4.4%	1.6%
Green	8	3	6	2	3	3	-	-	-	-	8	-	-	-	-	3	5	2	*	2	4	-	*	1	6	*	*
	1.1%	0.7%	1.5%	1.5%	1.0%	2.2%	-	-	-	-	11.4%	-	-	-	-	3.1%	8.6%	1.0%	0.3%	0.9%	1.7%	-	1.5%	1.4%	2.2%	0.3%	0.2%
British National Party (BNP)	6	5	2	1	3	2	-	-	-	-	6	-	-	-	4	2	*	-	-	3	3	-	-	1	-	*	5
	0.8%	1.2%	0.4%	0.8%	1.3%	1.1%	-	-	-	-	8.8%	-	-	-	2.5%	2.0%	0.8%	-	-	1.8%	1.1%	-	-	1.4%	-	0.2%	2.6%
Scottish National Party (SNP)	26	14	11	4	10	7	4	-	-	-	26	-	1	1	-	2	22	8	3	12	3	26	-	-	-	-	-
	3.4%	3.8%	3.0%	3.0%	3.7%	5.4%	1.9%	-	-	-	36.3%	-	0.4%	1.3%	-	1.9%	38.3%	4.6%	2.2%	6.3%	1.0%	36.0%	-	-	-	-	-
Plaid Cymru	5	-	5	-	4	-	1	-	-	-	5	-	4	-	-	*	*	*	3	-	1	-	5	-	-	-	-
	0.6%	-	1.3%	-	1.4%	-	0.4%	-	-	-	6.7%	-	1.9%	-	-	0.4%	0.7%	0.2%	2.3%	-	0.5%	-	18.0%	-	-	-	-
(A Northern Irish Party)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-
	0.2%	-	0.3%	-	0.4%	-	-	-	-	-	1.6%	-	-	-	-	-	2.0%	-	0.8%	-	-	1.6%	-	-	-	-	-
Other	2	2	-	-	1	-	1	-	-	-	2	-	1	-	1	-	-	-	2	-	-	-	-	-	-	1	1
	0.2%	0.4%	-	-	0.3%	-	0.3%	-	-	-	2.2%	-	0.3%	-	0.6%	-	-	-	1.1%	-	-	-	-	-	-	0.3%	0.3%
Dont Remember	11	3	8	4	5	2	-	-	-	-	-	*	-	*	2	7	*	1	1	2	7	-	*	-	3	3	5
	1.5%	0.8%	2.1%	2.4%	2.0%	1.6%	-	-	-	-	-	0.2%	-	0.4%	1.6%	6.7%	0.4%	0.4%	1.0%	0.9%	2.9%	-	0.8%	-	1.1%	2.3%	2.6%
Refuse	15	3	12	1	11	4	-	-	-	-	-	1	-	-	-	6	1	1	3	5	6	2	1	-	4	3	5
	2.0%	0.9%	3.1%	0.5%	3.9%	2.7%	-	-	-	-	-	0.7%	-	-	-	5.9%	1.4%	0.7%	2.0%	2.9%	2.2%	2.6%	4.1%	-	1.5%	2.0%	2.9%
SIGMA	753	377	376	148	271	136	197	269	216	172	71	176	203	51	151	99	58	175	135	190	253	71	26	66	272	129	190
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 8

Q4A1. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

The quality of the party's leader

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	175	79	96	56	52	13	53	47	28	33	10	36	37	12	25	29	17	30	30	53	62	15	3	12	79	36	29
	17.2%	15.9%	18.4%	19.2%	14.4%	8.9%	25.1%	17.7%	12.9%	19.0%	14.0%	17.4%	14.2%	20.4%	13.0%	19.6%	23.3%	14.4%	14.8%	21.6%	17.1%	18.7%	6.5%	13.5%	21.7%	20.1%	11.6%
2	206	108	98	70	72	27	37	51	56	23	15	48	50	14	32	34	13	41	35	56	74	18	10	15	68	34	57
	20.3%	21.9%	18.8%	23.8%	20.2%	17.5%	17.4%	19.0%	26.1%	13.1%	21.8%	22.9%	18.9%	23.2%	16.8%	23.1%	17.7%	19.8%	17.7%	22.8%	20.2%	21.7%	26.0%	15.8%	18.6%	19.0%	22.6%
3	221	103	118	55	88	31	47	56	57	35	20	33	67	12	44	33	18	45	59	52	66	24	5	24	79	33	57
	21.8%	20.9%	22.6%	18.7%	24.5%	20.4%	22.3%	20.7%	26.4%	20.7%	29.0%	15.8%	25.6%	19.9%	22.9%	22.5%	24.5%	21.7%	29.4%	21.0%	18.1%	30.0%	11.7%	25.5%	21.6%	18.6%	22.3%
4	200	100	100	44	66	49	41	59	32	51	10	47	45	14	51	28	9	48	38	38	76	10	7	18	74	33	57
	19.6%	20.2%	19.2%	15.0%	18.3%	31.9%	19.4%	22.0%	15.0%	29.8%	13.7%	22.7%	17.3%	22.5%	26.9%	19.0%	12.6%	23.3%	19.0%	15.4%	20.8%	12.4%	17.0%	19.6%	20.1%	18.5%	22.4%
5	142	68	73	46	46	26	24	48	24	23	5	32	38	6	29	13	12	31	25	32	53	10	6	18	44	26	38
	13.9%	13.8%	14.0%	15.6%	12.7%	17.1%	11.5%	17.8%	10.9%	13.3%	7.7%	15.6%	14.7%	10.0%	15.3%	8.5%	16.7%	15.2%	12.4%	13.1%	14.6%	12.2%	14.5%	19.3%	12.1%	14.8%	14.9%
6	73	36	37	22	35	6	9	8	19	7	10	12	24	2	10	11	4	11	13	15	34	4	9	6	22	16	16
	7.2%	7.3%	7.1%	7.7%	9.8%	4.2%	4.3%	2.8%	8.6%	4.1%	13.8%	5.6%	9.3%	4.0%	5.1%	7.3%	5.2%	5.6%	6.6%	6.0%	9.3%	5.0%	24.2%	6.3%	6.0%	9.1%	6.2%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 9

Q4A2. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

The quality of the party's potential ministers

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	70	41	29	34	20	15	1	17	16	12	4	11	22	8	14	8	1	10	14	24	22	5	1	17	23	9	13
	6.9%	8.2%	5.5%	11.5%	5.6%	9.9%	0.4%	6.4%	7.4%	7.2%	5.7%	5.1%	8.4%	12.8%	7.1%	5.5%	1.3%	5.0%	7.1%	9.6%	5.9%	5.9%	2.0%	17.9%	6.4%	4.8%	5.0%
2	106	51	55	33	34	17	22	30	19	19	7	27	25	9	19	15	5	32	20	18	36	10	3	17	38	16	22
	10.4%	10.3%	10.5%	11.3%	9.5%	11.3%	10.1%	11.3%	9.0%	10.9%	10.0%	12.7%	9.7%	15.2%	9.7%	10.1%	6.2%	15.8%	9.8%	7.4%	9.8%	12.0%	6.9%	18.8%	10.4%	9.3%	8.5%
3	204	88	116	54	65	26	60	66	34	38	9	41	55	13	44	30	13	35	31	57	81	15	8	15	53	47	65
	20.1%	17.8%	22.3%	18.5%	18.0%	17.0%	28.1%	24.4%	15.7%	22.4%	12.2%	19.7%	21.0%	22.1%	23.2%	20.2%	18.2%	17.1%	15.5%	23.2%	22.2%	18.7%	20.1%	16.3%	14.5%	26.5%	25.8%
4	265	128	137	72	98	33	61	58	73	41	15	50	83	7	44	39	17	41	54	64	105	22	7	22	86	54	74
	26.1%	25.9%	26.2%	24.7%	27.4%	21.9%	28.6%	21.6%	33.7%	23.8%	21.7%	23.8%	31.5%	11.7%	22.8%	26.3%	22.7%	20.2%	27.1%	26.1%	28.8%	27.5%	18.5%	23.7%	23.4%	30.1%	29.2%
5	242	116	126	56	92	49	44	70	51	34	28	63	53	15	37	30	29	49	54	63	76	20	14	14	98	37	59
	23.8%	23.4%	24.1%	19.2%	25.7%	32.4%	20.6%	26.0%	23.8%	19.9%	39.8%	30.2%	20.2%	24.4%	19.6%	20.5%	39.0%	24.1%	26.8%	25.6%	20.7%	24.1%	35.6%	14.9%	26.9%	20.6%	23.4%
6	130	71	59	43	49	11	26	28	22	27	8	18	24	8	34	26	9	37	27	20	46	10	7	8	68	15	21
	12.8%	14.3%	11.4%	14.8%	13.8%	7.5%	12.3%	10.3%	10.3%	15.8%	10.7%	8.4%	9.2%	13.8%	17.6%	17.4%	12.6%	17.9%	13.7%	8.1%	12.6%	11.8%	16.9%	8.4%	18.4%	8.7%	8.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 10

Q4A3. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

The quality of my local MP

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	127	60	67	40	44	19	25	29	32	19	12	23	29	7	14	32	12	20	20	29	59	14	9	7	38	26	33
	12.5%	12.2%	12.8%	13.6%	12.2%	12.5%	11.5%	10.8%	14.9%	10.8%	17.3%	10.9%	11.1%	11.6%	7.2%	21.4%	16.8%	9.7%	9.9%	11.6%	16.1%	17.5%	22.7%	8.0%	10.3%	14.4%	13.0%
2	109	47	61	38	36	9	25	35	22	14	2	28	26	6	11	21	6	26	21	26	34	7	4	12	46	17	23
	10.7%	9.6%	11.7%	12.9%	10.2%	6.2%	11.7%	12.9%	10.4%	7.9%	3.3%	13.4%	10.0%	9.8%	5.6%	14.2%	8.0%	12.8%	10.8%	10.7%	9.5%	8.4%	9.8%	12.9%	12.6%	9.6%	8.9%
3	160	82	78	48	50	27	36	37	38	27	15	40	39	10	23	26	13	36	35	32	57	11	7	16	64	27	33
	15.7%	16.6%	14.9%	16.3%	13.8%	17.6%	16.8%	13.6%	17.7%	16.0%	22.0%	19.4%	14.8%	16.2%	11.9%	17.6%	17.0%	17.7%	17.6%	12.8%	15.5%	13.0%	19.1%	17.4%	17.5%	15.3%	12.9%
4	192	94	98	41	79	37	35	59	47	17	18	41	39	6	36	31	23	36	31	62	64	18	7	28	79	28	31
	18.9%	19.0%	18.8%	14.0%	21.9%	24.5%	16.6%	21.9%	21.8%	10.1%	26.2%	19.7%	14.8%	9.2%	18.6%	21.0%	30.6%	17.4%	15.4%	25.0%	17.4%	22.0%	17.7%	30.0%	21.6%	15.8%	12.2%
5	226	124	103	52	82	27	65	63	47	38	16	38	65	11	61	24	10	44	50	46	87	21	7	13	81	33	67
	22.3%	25.1%	19.6%	17.8%	22.7%	18.0%	30.7%	23.4%	21.6%	22.0%	22.7%	18.5%	24.9%	17.9%	31.7%	16.1%	13.6%	21.3%	24.9%	18.6%	23.9%	26.5%	18.2%	14.6%	22.1%	18.8%	26.6%
6	203	86	116	75	69	32	27	47	29	57	6	38	64	22	48	14	10	43	43	53	64	10	5	16	58	47	67
	19.9%	17.5%	22.2%	25.5%	19.2%	21.2%	12.6%	17.4%	13.6%	33.1%	8.6%	18.1%	24.3%	35.3%	25.0%	9.7%	13.9%	21.0%	21.4%	21.3%	17.6%	12.6%	12.4%	17.2%	15.9%	26.2%	26.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 11
Q4A4. Rank these factors in order of how much they affect which party you choose to vote for in a general election.
The policies set out in the party's manifesto
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	376	166	209	93	134	67	82	115	82	61	21	92	89	20	78	50	26	84	83	83	125	23	19	31	135	61	103
	37.0%	33.7%	40.0%	31.8%	37.5%	43.7%	38.4%	42.7%	38.1%	35.7%	29.2%	44.4%	33.8%	33.3%	40.7%	33.4%	34.8%	40.8%	41.7%	33.8%	34.4%	28.6%	48.4%	34.0%	36.9%	34.3%	40.5%
2	268	135	133	59	100	40	69	71	53	53	18	46	85	8	60	42	16	48	47	60	113	17	5	22	92	43	89
	26.4%	27.4%	25.4%	20.1%	27.8%	26.4%	32.6%	26.3%	24.6%	31.0%	25.7%	22.1%	32.6%	13.8%	31.2%	28.1%	22.2%	23.6%	23.6%	24.2%	30.9%	21.4%	12.3%	23.9%	25.0%	24.3%	35.0%
3	151	88	63	58	45	24	24	36	36	21	7	34	28	11	26	18	14	25	26	41	58	16	3	13	62	25	30
	14.8%	17.9%	12.0%	19.9%	12.4%	15.8%	11.2%	13.2%	16.8%	12.1%	9.4%	16.3%	10.7%	17.6%	13.5%	12.3%	18.5%	12.3%	13.2%	16.7%	15.9%	20.2%	8.0%	13.8%	16.8%	13.8%	11.7%
4	108	44	65	30	37	12	29	28	20	23	11	21	30	16	12	18	6	25	15	34	35	14	8	8	34	28	16
	10.7%	8.9%	12.3%	10.4%	10.2%	8.0%	13.8%	10.4%	9.3%	13.5%	15.8%	10.0%	11.4%	25.6%	6.5%	12.1%	8.8%	12.2%	7.5%	13.6%	9.5%	17.7%	21.6%	8.4%	9.2%	15.9%	6.3%
5	69	39	30	33	26	5	5	13	18	10	7	12	17	4	10	17	5	15	22	14	17	5	2	12	26	14	11
	6.8%	7.9%	5.8%	11.2%	7.3%	3.2%	2.5%	4.9%	8.2%	5.6%	9.4%	6.0%	6.3%	6.0%	5.5%	11.8%	6.3%	7.4%	11.2%	5.8%	4.7%	6.0%	5.1%	12.9%	7.1%	7.8%	4.2%
6	44	21	23	19	17	5	3	7	6	4	7	3	13	2	5	4	7	8	6	14	17	5	2	6	18	7	6
	4.4%	4.3%	4.4%	6.6%	4.8%	3.0%	1.4%	2.5%	2.9%	2.1%	10.5%	1.3%	5.1%	3.6%	2.6%	2.4%	9.5%	3.8%	2.8%	5.8%	4.6%	6.1%	4.5%	7.0%	4.9%	4.0%	2.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 12

Q4A5. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

The broader ethos of the party

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	167	90	77	31	78	25	34	39	47	33	14	31	49	10	42	18	12	49	39	38	41	17	6	18	56	26	44
	16.5%	18.2%	14.8%	10.4%	21.7%	16.4%	15.9%	14.5%	21.7%	19.0%	20.2%	14.7%	18.9%	16.3%	22.0%	12.2%	15.9%	23.8%	19.7%	15.5%	11.2%	20.4%	16.0%	19.6%	15.3%	14.8%	17.4%
2	239	112	127	58	84	47	50	63	44	43	21	44	53	10	56	31	25	45	56	56	82	20	11	20	93	43	51
	23.5%	22.7%	24.3%	19.9%	23.4%	30.7%	23.5%	23.6%	20.5%	25.3%	29.3%	21.0%	20.2%	16.1%	29.1%	20.6%	34.0%	21.9%	27.8%	22.7%	22.6%	24.3%	27.2%	22.0%	25.3%	24.0%	20.1%
3	171	82	89	49	69	28	26	47	32	27	9	43	43	12	28	25	9	40	25	42	63	10	8	14	60	27	49
	16.8%	16.5%	17.1%	16.7%	19.2%	18.1%	12.1%	17.5%	15.0%	15.7%	12.3%	20.6%	16.3%	19.0%	14.7%	16.5%	12.7%	19.3%	12.7%	17.2%	17.4%	12.8%	20.5%	15.5%	16.5%	15.4%	19.5%
4	155	75	79	63	45	13	34	40	21	24	11	31	37	12	29	20	12	32	35	24	64	11	7	12	57	23	42
	15.2%	15.2%	15.2%	21.4%	12.5%	8.5%	16.0%	14.9%	9.9%	14.3%	15.8%	15.1%	14.3%	19.8%	15.3%	13.3%	16.6%	15.4%	17.3%	9.8%	17.6%	13.3%	17.2%	12.6%	15.7%	13.0%	16.6%
5	190	85	105	58	58	21	53	57	40	34	6	41	46	12	22	45	7	27	24	60	80	15	5	20	62	44	42
	18.7%	17.2%	20.1%	19.8%	16.3%	13.6%	24.8%	21.0%	18.7%	19.7%	8.0%	19.8%	17.5%	20.2%	11.3%	30.4%	9.0%	13.0%	11.8%	24.1%	21.9%	18.5%	14.1%	21.2%	17.0%	24.9%	16.6%
6	95	50	45	35	25	19	17	23	31	10	10	18	33	5	15	10	9	13	21	26	34	9	2	8	37	14	25
	9.3%	10.1%	8.6%	11.8%	6.9%	12.6%	7.7%	8.4%	14.3%	6.0%	14.4%	8.7%	12.8%	8.7%	7.6%	7.0%	11.7%	6.6%	10.7%	10.7%	9.2%	10.7%	5.0%	9.2%	10.2%	7.9%	9.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 13

Q4A6. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

Preventing another party from getting into power

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	102	57	45	40	31	13	19	21	11	14	10	16	36	3	19	12	6	13	13	20	56	7	2	6	34	21	32
	10.0%	11.6%	8.5%	13.5%	8.6%	8.6%	8.7%	7.9%	4.9%	8.3%	13.6%	7.5%	13.6%	5.6%	9.9%	7.8%	7.9%	6.3%	6.8%	7.9%	15.4%	8.9%	4.3%	7.0%	9.4%	11.6%	12.5%
2	89	40	49	35	32	12	10	19	20	20	7	16	23	13	15	6	9	13	20	30	26	10	7	6	29	25	12
	8.8%	8.2%	9.3%	12.0%	8.9%	7.9%	4.8%	6.9%	9.5%	11.7%	10.0%	7.8%	8.6%	21.8%	7.6%	3.9%	11.8%	6.1%	10.3%	12.2%	7.1%	12.4%	17.8%	6.6%	7.9%	13.9%	4.8%
3	109	51	59	29	43	17	20	28	18	22	11	17	30	3	26	16	7	24	23	22	40	4	8	11	48	18	20
	10.8%	10.3%	11.2%	9.9%	12.0%	11.1%	9.5%	10.6%	8.3%	13.0%	15.1%	8.2%	11.5%	5.3%	13.8%	10.9%	9.0%	11.8%	11.7%	9.0%	10.9%	5.2%	20.6%	11.6%	13.1%	10.3%	7.9%
4	97	54	44	42	35	8	12	25	22	15	5	18	28	7	19	13	6	24	27	25	21	6	3	5	37	12	34
	9.6%	10.8%	8.3%	14.5%	9.7%	5.2%	5.6%	9.2%	10.2%	8.6%	6.9%	8.6%	10.6%	11.3%	10.0%	8.4%	8.7%	11.6%	13.7%	10.0%	5.9%	7.2%	8.0%	5.8%	10.1%	6.8%	13.3%
5	148	62	85	48	55	24	21	18	36	33	9	21	43	13	32	19	11	39	26	31	52	10	5	16	55	23	36
	14.5%	12.6%	16.3%	16.5%	15.3%	15.7%	9.8%	6.9%	16.7%	19.4%	12.4%	9.9%	16.4%	21.4%	16.7%	12.8%	15.4%	19.0%	12.9%	12.7%	14.2%	12.6%	12.5%	17.1%	14.9%	13.2%	14.3%
6	471	229	242	98	163	78	131	158	109	67	30	121	103	21	80	83	35	93	89	119	170	44	14	48	163	79	120
	46.4%	46.4%	46.3%	33.6%	45.5%	51.5%	61.6%	58.6%	50.3%	38.9%	42.0%	58.0%	39.3%	34.5%	42.0%	56.1%	47.1%	45.2%	44.8%	48.1%	46.6%	53.8%	36.9%	51.9%	44.6%	44.2%	47.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 14
Q4A1. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

Top 1 Rank Table

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
The quality of the party's leader	175	79	96	56	52	13	53	47	28	33	10	36	37	12	25	29	17	30	30	53	62	15	3	12	79	36	29
	17.2%	15.9%	18.4%	19.2%	14.4%	8.9%	25.1%	17.7%	12.9%	19.0%	14.0%	17.4%	14.2%	20.4%	13.0%	19.6%	23.3%	14.4%	14.8%	21.6%	17.1%	18.7%	6.5%	13.5%	21.7%	20.1%	11.6%
The quality of the party's potential ministers	70	41	29	34	20	15	1	17	16	12	4	11	22	8	14	8	1	10	14	24	22	5	1	17	23	9	13
	6.9%	8.2%	5.5%	11.5%	5.6%	9.9%	0.4%	6.4%	7.4%	7.2%	5.7%	5.1%	8.4%	12.8%	7.1%	5.5%	1.3%	5.0%	7.1%	9.6%	5.9%	5.9%	2.0%	17.9%	6.4%	4.8%	5.0%
The quality of my local MP	127	60	67	40	44	19	25	29	32	19	12	23	29	7	14	32	12	20	20	29	59	14	9	7	38	26	33
	12.5%	12.2%	12.8%	13.6%	12.2%	12.5%	11.5%	10.8%	14.9%	10.8%	17.3%	10.9%	11.1%	11.6%	7.2%	21.4%	16.8%	9.7%	9.9%	11.6%	16.1%	17.5%	22.7%	8.0%	10.3%	14.4%	13.0%
The policies set out in the party's manifesto	376	166	209	93	134	67	82	115	82	61	21	92	89	20	78	50	26	84	83	83	125	23	19	31	135	61	103
	37.0%	33.7%	40.0%	31.8%	37.5%	43.7%	38.4%	42.7%	38.1%	35.7%	29.2%	44.4%	33.8%	33.3%	40.7%	33.4%	34.8%	40.8%	41.7%	33.8%	34.4%	28.6%	48.4%	34.0%	36.9%	34.3%	40.5%
The broader ethos of the party	167	90	77	31	78	25	34	39	47	33	14	31	49	10	42	18	12	49	39	38	41	17	6	18	56	26	44
	16.5%	18.2%	14.8%	10.4%	21.7%	16.4%	15.9%	14.5%	21.7%	19.0%	20.2%	14.7%	18.9%	16.3%	22.0%	12.2%	15.9%	23.8%	19.7%	15.5%	11.2%	20.4%	16.0%	19.6%	15.3%	14.8%	17.4%
Preventing another party from getting into power	102	57	45	40	31	13	19	21	11	14	10	16	36	3	19	12	6	13	13	20	56	7	2	6	34	21	32
	10.0%	11.6%	8.5%	13.5%	8.6%	8.6%	8.7%	7.9%	4.9%	8.3%	13.6%	7.5%	13.6%	5.6%	9.9%	7.8%	7.9%	6.3%	6.8%	7.9%	15.4%	8.9%	4.3%	7.0%	9.4%	11.6%	12.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll Prepared on behalf of the Mail on Sunday

24 May 2014

Table 15
Q4A2. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

Top 1-2 Rank Table

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
The quality of the party's leader	381 37.4%	187 37.8%	194 37.1%	126 43.0%	124 34.6%	40 26.4%	91 42.5%	99 36.7%	84 39.0%	55 32.2%	25 35.8%	84 40.2%	87 33.1%	27 43.6%	57 29.8%	63 42.7%	30 41.0%	70 34.2%	65 32.5%	110 44.4%	136 37.2%	33 40.4%	13 32.5%	27 29.3%	148 40.3%	70 39.1%	87 34.2%
The quality of the party's potential ministers	176 17.3%	92 18.6%	84 16.0%	67 22.8%	54 15.1%	32 21.2%	22 10.5%	48 17.7%	36 16.5%	31 18.1%	11 15.7%	37 17.9%	47 18.0%	17 28.0%	32 16.8%	23 15.7%	6 7.6%	43 20.8%	34 16.9%	42 17.0%	57 15.7%	14 17.8%	3 9.0%	34 36.7%	62 16.8%	25 14.1%	34 13.5%
The quality of my local MP	236 23.2%	108 21.8%	128 24.5%	78 26.5%	80 22.4%	28 18.7%	49 23.2%	64 23.7%	55 25.3%	32 18.7%	15 20.6%	51 24.3%	55 21.1%	13 21.4%	25 12.8%	53 35.6%	18 24.8%	46 22.6%	41 20.7%	55 22.3%	93 25.5%	21 25.8%	13 32.6%	19 20.9%	84 22.9%	43 24.0%	56 21.9%
The policies set out in the party's manifesto	644 63.3%	302 61.1%	342 65.5%	152 51.9%	234 65.3%	107 70.1%	151 71.0%	186 69.0%	135 62.7%	114 66.7%	39 54.9%	138 66.5%	174 66.4%	29 47.1%	138 72.0%	91 61.5%	42 56.9%	132 64.3%	131 65.4%	143 58.0%	238 65.3%	40 50.0%	24 60.7%	54 58.0%	227 61.9%	104 58.5%	191 75.5%
The broader ethos of the party	406 40.0%	202 40.9%	204 39.0%	89 30.3%	162 45.2%	72 47.1%	84 39.3%	102 38.1%	91 42.1%	76 44.3%	35 49.4%	74 35.8%	102 39.1%	20 32.4%	98 51.1%	49 32.8%	37 49.9%	94 45.7%	95 47.5%	94 38.1%	123 33.8%	36 44.7%	17 43.2%	38 41.6%	149 40.7%	69 38.8%	95 37.6%
Preventing another party from getting into power	191 18.8%	98 19.8%	93 17.9%	75 25.5%	63 17.5%	25 16.5%	29 13.5%	40 14.8%	31 14.4%	34 20.1%	17 23.6%	32 15.3%	58 22.2%	17 27.4%	34 17.6%	17 11.7%	15 19.8%	25 12.4%	34 17.0%	50 20.2%	82 22.5%	17 21.3%	9 22.0%	13 13.6%	64 17.4%	45 25.5%	44 17.3%
SIGMA	2034 200.0%	988 200.0%	1046 200.0%	585 200.0%	718 200.0%	305 200.0%	426 200.0%	538 200.0%	432 200.0%	343 200.0%	141 200.0%	417 200.0%	524 200.0%	122 200.0%	383 200.0%	297 200.0%	147 200.0%	411 200.0%	399 200.0%	494 200.0%	729 200.0%	162 200.0%	78 200.0%	185 200.0%	733 200.0%	356 200.0%	507 200.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 16
Q4A3. Rank these factors in order of how much they affect which party you choose to vote for in a general election.

Bottom Rank Table

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
The quality of the party's leader	73 7.2%	36 7.3%	37 7.1%	22 7.7%	35 9.8%	6 4.2%	9 4.3%	8 2.8%	19 8.6%	7 4.1%	10 13.8%	12 5.6%	24 9.3%	2 4.0%	10 5.1%	11 7.3%	4 5.2%	11 5.6%	13 6.6%	15 6.0%	34 9.3%	4 5.0%	9 24.2%	6 6.3%	22 6.0%	16 9.1%	16 6.2%
The quality of the party's potential ministers	130 12.8%	71 14.3%	59 11.4%	43 14.8%	49 13.8%	11 7.5%	26 12.3%	28 10.3%	22 10.3%	27 15.8%	8 10.7%	18 8.4%	24 9.2%	8 13.8%	34 17.6%	26 17.4%	9 12.6%	37 17.9%	27 13.7%	20 8.1%	46 12.6%	10 11.8%	7 16.9%	8 8.4%	68 18.4%	15 8.7%	21 8.1%
The quality of my local MP	203 19.9%	86 17.5%	116 22.2%	75 25.5%	69 19.2%	32 21.2%	27 12.6%	47 17.4%	29 13.6%	57 33.1%	6 8.6%	38 18.1%	64 24.3%	22 35.3%	48 25.0%	14 9.7%	10 13.9%	43 21.0%	43 21.4%	53 21.3%	64 17.6%	10 12.6%	5 12.4%	16 17.2%	58 15.9%	47 26.2%	67 26.4%
The policies set out in the party's manifesto	44 4.4%	21 4.3%	23 4.4%	19 6.6%	17 4.8%	5 3.0%	3 1.4%	7 2.5%	6 2.9%	4 2.1%	7 10.5%	3 1.3%	13 5.1%	2 3.6%	5 2.6%	4 2.4%	7 9.5%	8 3.8%	6 2.8%	14 5.8%	17 4.6%	5 6.1%	2 4.5%	6 7.0%	18 4.9%	7 4.0%	6 2.4%
The broader ethos of the party	95 9.3%	50 10.1%	45 8.6%	35 11.8%	25 6.9%	19 12.6%	17 7.7%	23 8.4%	31 14.3%	10 6.0%	10 14.4%	18 8.7%	33 12.8%	5 8.7%	15 7.6%	10 7.0%	9 11.7%	13 6.6%	21 10.7%	26 10.7%	34 9.2%	9 10.7%	2 5.0%	8 9.2%	37 10.2%	14 7.9%	25 9.7%
Preventing another party from getting into power	471 46.4%	229 46.4%	242 46.3%	98 33.6%	163 45.5%	78 51.5%	131 61.6%	158 58.6%	109 50.3%	67 38.9%	30 42.0%	121 58.0%	103 39.3%	21 34.5%	80 42.0%	83 56.1%	35 47.1%	93 45.2%	89 44.8%	119 48.1%	170 46.6%	44 53.8%	14 36.9%	48 51.9%	163 44.6%	79 44.2%	120 47.1%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 17
Q4B. Which of the following best describes how you are intending to vote in the next general election?
Base : All Answering

	Gender			Age				2010 Vote				Voting Intention						SEG				Region6					
	Male	Female		18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	278	135	143	87	119	44	28	11	158	45	4	-	278	-	-	-	-	68	56	73	81	26	10	32	67	54	89
Weighted Total	262	136	126	82	100	37	42	11	151	36	5	-	262	-	-	-	-	54	42	59	107	25	9	31	56	54	88
I am planning to vote Labour because of Ed Miliband being Labour leader	80 30.7%	52 38.0%	29 22.7%	29 35.5%	29 29.0%	6 16.4%	16 37.8%	5 42.9%	50 32.9%	9 25.8%	-	-	80 30.7%	-	-	-	-	12 22.2%	12 29.1%	8 14.1%	48 44.6%	7 28.0%	1 10.7%	14 44.6%	15 26.8%	16 29.3%	28 31.9%
I am planning to vote Labour despite Ed Miliband being Labour leader	93 35.5%	48 35.0%	45 36.0%	35 42.3%	35 35.0%	14 38.2%	9 20.6%	6 57.1%	48 32.1%	11 31.5%	4 70.5%	-	93 35.5%	-	-	-	-	25 46.9%	14 32.5%	25 43.1%	29 26.7%	8 30.0%	5 58.2%	6 20.0%	27 47.8%	19 34.3%	29 33.1%
Ed Miliband being Labour leader is irrelevant to my vote	89 33.8%	37 27.0%	52 41.2%	18 22.1%	36 35.9%	17 45.5%	17 41.6%	-	53 35.0%	15 42.7%	2 29.5%	-	89 33.8%	-	-	-	-	17 30.9%	16 38.4%	25 42.8%	31 28.6%	10 42.0%	3 31.1%	11 35.5%	14 25.4%	20 36.4%	31 35.0%
SIGMA	262 100.0%	136 100.0%	126 100.0%	82 100.0%	100 100.0%	37 100.0%	42 100.0%	11 100.0%	151 100.0%	36 100.0%	5 100.0%	-	262 100.0%	-	-	-	-	54 100.0%	42 100.0%	59 100.0%	107 100.0%	25 100.0%	9 100.0%	31 100.0%	56 100.0%	54 100.0%	88 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 18**Q4C. Which of the following best describes how you are intending to vote in the next general election?****Base : All Answering**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	206	101	105	35	82	37	52	148	8	12	1	206	-	-	-	-	-	62	63	41	40	9	8	23	80	36	49
Weighted Total	208	116	92	42	70	25	72	154	12	8	1	208	-	-	-	-	-	64	49	45	51	8	6	19	91	34	49
I am planning to vote Conservative because of David Cameron being Conservative leader	100 48.0%	56 48.6%	44 47.1%	18 44.1%	38 54.3%	8 30.7%	36 49.9%	78 50.9%	9 72.8%	3 36.7%	-	100 48.0%	-	-	-	-	-	30 47.1%	13 26.0%	30 67.5%	27 52.8%	3 30.9%	2 41.5%	10 52.7%	41 45.3%	21 61.9%	22 45.8%
I am planning to vote Conservative despite David Cameron being Conservative leader	37 17.7%	16 13.4%	21 23.2%	11 26.1%	12 16.9%	3 12.9%	11 15.3%	23 15.0%	1 11.0%	4 48.2%	1 100.0%	37 17.7%	-	-	-	-	-	13 20.7%	13 27.5%	3 6.9%	7 14.3%	3 34.4%	2 29.9%	2 11.2%	16 17.9%	4 10.9%	9 19.0%
David Cameron being Conservative leader is irrelevant to my vote	72 34.3%	44 38.0%	27 29.7%	12 29.8%	20 28.7%	14 56.3%	25 34.8%	53 34.1%	2 16.2%	1 15.1%	-	72 34.3%	-	-	-	-	-	21 32.2%	23 46.5%	11 25.6%	17 32.9%	3 34.7%	2 28.6%	7 36.0%	34 36.8%	9 27.2%	17 35.2%
SIGMA	208 100.0%	116 100.0%	92 100.0%	42 100.0%	70 100.0%	25 100.0%	72 100.0%	154 100.0%	12 100.0%	8 100.0%	1 100.0%	208 100.0%	-	-	-	-	-	64 100.0%	49 100.0%	45 100.0%	51 100.0%	8 100.0%	6 100.0%	19 100.0%	91 100.0%	34 100.0%	49 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 19

Q4D. Which of the following best describes how you are intending to vote in the next general election?

Base : All Answering

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	64	33	31	21	19	15	9	3	6	45	1	-	-	64	-	-	-	26	14	14	10	5	3	11	24	10	10
Weighted Total	61	27	35	32	13	10	6	3	7	40	1	-	-	61	-	-	-	22	12	16	11	2	2	8	25	14	6
I am planning to vote Liberal Democrat because of Nick Clegg being Liberal Democrat leader	17 27.9%	14 51.4%	3 9.8%	11 34.5%	3 19.3%	2 24.2%	1 17.5%	-	2 32.1%	12 29.6%	-	-	-	17 27.9%	-	-	-	8 36.8%	2 15.6%	3 16.8%	4 40.6%	1 32.8%	* 23.1%	5 58.1%	4 17.4%	2 14.2%	2 29.5%
I am planning to vote Liberal Democrat despite Nick Clegg being Liberal Democrat leader	15 25.0%	6 23.0%	9 26.6%	4 13.9%	8 63.5%	1 10.2%	2 25.4%	2 73.8%	4 59.8%	6 14.5%	-	-	-	15 25.0%	-	-	-	5 20.5%	6 47.2%	3 16.0%	2 22.7%	-	* 23.9%	2 29.2%	9 33.9%	2 11.4%	2 35.7%
Nick Clegg being Liberal Democrat leader is irrelevant to my vote	29 47.1%	7 25.6%	22 63.6%	17 51.5%	2 17.2%	6 65.6%	3 57.1%	1 26.2%	1 8.2%	22 55.9%	1 100.0%	-	-	29 47.1%	-	-	-	9 42.7%	5 37.2%	11 67.3%	4 36.7%	2 67.2%	1 53.0%	1 12.7%	12 48.7%	11 74.4%	2 34.8%
SIGMA	61 100.0%	27 100.0%	35 100.0%	32 100.0%	13 100.0%	10 100.0%	6 100.0%	3 100.0%	7 100.0%	40 100.0%	1 100.0%	-	-	61 100.0%	-	-	-	22 100.0%	12 100.0%	16 100.0%	11 100.0%	2 100.0%	2 100.0%	8 100.0%	25 100.0%	14 100.0%	6 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 20**Q4E. Which of the following best describes how you are intending to vote in the next general election?****Base : All Answering**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	178	94	84	32	75	39	32	62	18	33	26	-	-	-	178	-	-	31	38	56	53	3	8	15	77	29	46
Weighted Total	191	112	79	38	61	44	49	65	20	38	25	-	-	-	191	-	-	28	35	50	78	2	6	16	81	37	49
I am planning to vote UKIP because of Nigel Farage being UKIP leader	76 39.9%	46 40.9%	31 38.4%	9 24.3%	27 43.6%	18 41.9%	22 45.6%	28 43.4%	9 42.7%	13 33.4%	14 57.8%	-	-	-	76 39.9%	-	-	12 42.3%	15 42.7%	26 50.9%	24 30.7%	1 26.2%	2 33.5%	7 40.8%	31 38.6%	14 37.6%	22 44.8%
I am planning to vote UKIP despite Nigel Farage being UKIP leader	30 15.7%	11 9.7%	19 24.3%	6 16.6%	13 21.5%	7 17.0%	3 6.6%	10 16.1%	1 6.5%	9 22.3%	5 18.6%	-	-	-	30 15.7%	-	-	4 15.6%	6 16.5%	10 20.6%	10 12.3%	-	*	8 51.2%	10 12.9%	3 7.2%	8 17.0%
Nigel Farage being UKIP leader is irrelevant to my vote	85 44.4%	55 49.4%	30 37.3%	22 59.1%	21 34.9%	18 41.1%	23 47.9%	26 40.5%	10 50.8%	17 44.3%	6 23.6%	-	-	-	85 44.4%	-	-	12 42.2%	14 40.8%	14 28.5%	45 57.0%	2 73.8%	3 58.4%	1 8.0%	39 48.5%	21 55.2%	19 38.2%
SIGMA	191 100.0%	112 100.0%	79 100.0%	38 100.0%	61 100.0%	44 100.0%	49 100.0%	65 100.0%	20 100.0%	38 100.0%	25 100.0%	-	-	-	191 100.0%	-	-	28 100.0%	35 100.0%	50 100.0%	78 100.0%	2 100.0%	6 100.0%	16 100.0%	81 100.0%	37 100.0%	49 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 21
Q5. Which of these improvements would most make you more likely to vote for the Labour party?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
A more charismatic leader	104	60	44	45	44	4	10	15	31	25	7	14	39	4	17	15	7	37	28	15	23	11	2	14	39	21	17
	10.2%	12.1%	8.5%	15.5%	12.3%	2.8%	4.8%	5.5%	14.4%	14.5%	10.0%	6.9%	15.1%	6.3%	8.7%	9.8%	9.9%	18.2%	14.3%	6.3%	6.3%	13.5%	5.3%	14.6%	10.7%	12.1%	6.8%
A leader who was more in touch with ordinary people	269	102	167	83	95	65	26	22	73	60	23	16	77	26	57	50	36	39	51	75	104	28	10	23	77	57	70
	26.5%	20.7%	32.0%	28.4%	26.6%	42.6%	12.2%	8.4%	33.7%	35.1%	33.2%	7.6%	29.5%	42.0%	29.7%	33.4%	48.3%	19.0%	25.4%	30.4%	28.6%	35.1%	24.9%	24.5%	21.1%	32.1%	27.4%
A tougher leader	93	48	45	27	40	11	15	20	28	18	4	14	45	2	12	9	3	14	23	20	37	4	10	10	25	16	26
	9.1%	9.7%	8.5%	9.2%	11.0%	7.2%	7.3%	7.3%	13.0%	10.7%	6.0%	6.9%	17.2%	3.0%	6.0%	6.0%	3.5%	6.7%	11.4%	7.9%	10.0%	5.4%	26.6%	11.2%	7.0%	9.0%	10.3%
A better looking leader	12	9	3	4	8	-	-	2	5	1	-	5	2	2	1	1	-	*	4	3	5	-	*	1	2	8	*
	1.2%	1.9%	0.5%	1.4%	2.1%	-	-	0.9%	2.5%	0.7%	-	2.4%	0.9%	3.0%	0.4%	0.7%	-	0.2%	1.8%	1.1%	1.4%	-	0.9%	1.6%	0.6%	4.3%	0.2%
A leader who was more like me	30	23	7	16	11	1	2	5	10	6	1	2	17	2	5	3	1	9	2	12	7	5	1	6	8	4	6
	3.0%	4.6%	1.4%	5.3%	3.2%	0.7%	1.0%	1.8%	4.8%	3.4%	1.1%	1.0%	6.4%	3.4%	2.4%	2.0%	1.9%	4.6%	1.0%	4.9%	1.9%	6.3%	3.5%	6.5%	2.2%	2.2%	2.4%
A more caring leader	59	18	41	23	25	11	-	9	10	13	6	6	17	2	15	4	4	10	10	16	24	5	-	13	21	5	15
	5.8%	3.6%	7.8%	8.0%	6.8%	7.2%	-	3.2%	4.5%	7.4%	8.4%	2.9%	6.6%	3.5%	7.6%	2.6%	5.9%	4.8%	4.8%	6.3%	6.5%	5.8%	-	13.6%	5.8%	2.7%	6.1%
A more intelligent leader	59	35	24	35	15	6	4	10	16	7	3	11	21	6	4	9	6	22	13	15	9	4	4	7	22	7	16
	5.8%	7.1%	4.6%	11.9%	4.1%	3.6%	1.8%	3.7%	7.2%	3.8%	4.0%	5.3%	7.9%	10.5%	2.2%	6.2%	8.8%	10.5%	6.5%	6.0%	2.6%	4.4%	9.7%	7.0%	6.1%	3.9%	6.3%
None of these would make me more likely to vote Labour	391	199	192	60	121	55	155	187	43	42	26	139	43	17	82	58	16	74	69	92	156	24	11	19	171	60	103
	38.4%	40.3%	36.6%	20.4%	33.8%	35.8%	72.9%	69.4%	20.0%	24.3%	37.4%	66.9%	16.4%	28.2%	42.9%	39.4%	21.8%	36.0%	34.7%	37.1%	42.8%	29.4%	29.0%	20.9%	46.7%	33.7%	40.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 22
Q6. Which of these improvements would most make you more likely to vote for the Conservative party?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
A more charismatic leader	44 4.3%	27 5.4%	17 3.2%	18 6.3%	13 3.7%	1 0.8%	11 5.0%	12 4.4%	10 4.8%	2 1.1%	1 1.7%	8 4.0%	14 5.5%	3 4.3%	3 1.4%	5 3.4%	2 2.5%	10 4.8%	6 3.1%	11 4.3%	17 4.6%	2 3.0%	5 13.0%	5 4.9%	14 3.8%	14 7.7%	4 1.6%
A leader who was more in touch with ordinary people	289 28.4%	138 27.9%	152 29.0%	78 26.7%	96 26.8%	52 34.4%	63 29.4%	95 35.1%	37 17.1%	53 30.9%	21 29.6%	55 26.3%	39 15.0%	15 25.3%	93 48.4%	58 39.0%	16 22.3%	61 29.9%	67 33.6%	54 22.0%	106 29.2%	13 16.5%	11 28.5%	22 24.1%	102 27.9%	58 32.5%	81 32.0%
A tougher leader	87 8.5%	52 10.6%	34 6.6%	27 9.4%	24 6.8%	7 4.5%	28 13.1%	55 20.3%	7 3.4%	5 3.0%	3 3.6%	43 20.4%	7 2.6%	3 5.7%	14 7.1%	12 8.3%	2 2.1%	20 9.5%	19 9.7%	20 8.2%	27 7.5%	3 3.4%	3 7.0%	14 15.1%	40 10.9%	13 7.4%	14 5.6%
A better looking leader	15 1.5%	13 2.7%	2 0.4%	14 4.7%	1 0.3%	1 0.4%	-	6 2.2%	4 1.6%	1 0.7%	2 2.6%	5 2.2%	5 1.9%	2 3.5%	3 1.5%	-	1 1.3%	2 1.0%	3 1.5%	8 3.2%	2 0.6%	1 1.2%	1 1.6%	3 3.2%	7 1.9%	4 2.3%	-
A leader who was more like me	34 3.4%	25 5.0%	10 1.8%	18 6.2%	13 3.7%	2 1.3%	1 0.3%	8 2.9%	6 2.7%	6 3.5%	3 4.0%	9 4.2%	9 3.6%	4 6.7%	6 3.0%	5 3.6%	* 0.7%	7 3.5%	11 5.7%	6 2.4%	10 2.6%	2 2.7%	1 1.6%	4 4.0%	15 4.2%	4 2.4%	8 3.1%
A more caring leader	56 5.5%	24 4.8%	32 6.2%	28 9.4%	21 5.7%	5 3.0%	3 1.5%	13 4.7%	11 5.2%	7 4.2%	3 4.1%	8 3.9%	15 5.6%	1 2.1%	12 6.1%	4 2.5%	9 11.7%	12 5.9%	16 7.8%	8 3.3%	20 5.5%	5 6.4%	3 7.5%	7 7.1%	23 6.3%	14 7.8%	4 1.6%
A more intelligent leader	36 3.6%	24 4.8%	13 2.4%	18 6.1%	13 3.6%	2 1.4%	3 1.5%	10 3.7%	8 3.5%	5 3.2%	* 0.5%	11 5.1%	11 4.0%	5 7.5%	5 2.4%	5 3.3%	1 1.0%	12 5.6%	7 3.6%	4 1.7%	13 3.7%	* 0.5%	1 1.4%	10 11.4%	13 3.4%	3 1.9%	6 2.4%
None of these would make me more likely to vote Conservative	455 44.8%	192 38.9%	263 50.4%	92 31.3%	177 49.2%	83 54.2%	105 49.1%	72 26.7%	133 61.6%	92 53.5%	38 53.8%	70 33.8%	162 61.8%	27 44.8%	58 30.1%	59 39.8%	43 58.5%	82 39.8%	70 35.0%	135 54.8%	168 46.2%	54 66.4%	15 39.4%	28 30.2%	152 41.6%	67 38.0%	136 53.6%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 23

Q7. Which of these improvements would most make you more likely to vote for the Liberal Democrat party?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
A more charismatic leader	42 4.1%	25 5.1%	17 3.2%	29 10.0%	10 2.8%	1 1.1%	1 0.4%	9 3.2%	7 3.0%	7 4.3%	2 2.7%	7 3.4%	10 3.7%	10 16.0%	4 2.0%	5 3.2%	3 3.7%	15 7.4%	13 6.6%	9 3.6%	4 1.2%	2 2.6%	- -	6 6.2%	17 4.7%	7 4.1%	10 3.8%
A leader who was more in touch with ordinary people	174 17.1%	77 15.7%	96 18.4%	59 20.3%	66 18.4%	35 22.9%	14 6.5%	29 10.7%	38 17.7%	39 22.7%	6 9.1%	24 11.4%	25 9.6%	17 27.8%	45 23.4%	40 27.1%	11 15.6%	25 12.0%	44 21.9%	42 17.0%	63 17.3%	8 10.1%	7 17.7%	12 13.4%	66 18.0%	27 15.1%	51 20.0%
A tougher leader	87 8.6%	37 7.4%	51 9.7%	34 11.6%	37 10.4%	5 3.3%	11 5.1%	18 6.7%	10 4.8%	23 13.2%	3 4.5%	19 9.1%	23 8.9%	6 9.4%	15 7.6%	13 8.8%	8 10.8%	19 9.3%	22 11.1%	15 6.2%	31 8.5%	4 5.0%	1 2.6%	13 14.2%	22 6.1%	30 16.7%	17 6.6%
A better looking leader	12 1.2%	5 1.0%	7 1.4%	7 2.4%	5 1.3%	- -	- -	4 1.4%	3 1.5%	2 1.3%	1 2.1%	3 1.6%	2 0.8%	2 3.8%	2 1.1%	1 0.6%	1 1.4%	7 3.3%	3 1.3%	1 0.3%	2 0.5%	- -	1 3.7%	4 4.1%	5 1.4%	1 0.7%	1 0.2%
A leader who was more like me	32 3.1%	23 4.6%	9 1.7%	20 6.8%	6 1.7%	5 3.3%	1 0.3%	3 1.3%	11 5.2%	7 4.3%	2 3.3%	2 1.0%	15 5.8%	3 5.0%	7 3.9%	2 1.2%	2 2.3%	5 2.2%	5 2.3%	5 1.8%	18 4.9%	5 5.8%	1 1.6%	8 8.9%	5 1.2%	5 2.7%	9 3.4%
A more caring leader	39 3.9%	16 3.3%	23 4.4%	19 6.4%	13 3.5%	8 5.3%	- -	2 0.7%	8 3.6%	8 4.4%	4 5.8%	3 1.5%	12 4.7%	- -	9 4.8%	1 0.9%	6 7.6%	6 2.8%	5 2.6%	12 4.9%	16 4.5%	1 1.2%	7 17.7%	5 4.9%	16 4.5%	3 2.0%	7 2.8%
A more intelligent leader	50 4.9%	31 6.3%	19 3.6%	23 7.7%	16 4.6%	2 1.6%	9 4.0%	7 2.7%	8 3.9%	10 5.6%	4 5.4%	7 3.3%	11 4.4%	4 6.5%	14 7.1%	7 4.6%	3 4.0%	13 6.1%	16 7.8%	11 4.4%	11 3.0%	4 4.7%	1 2.2%	5 5.4%	20 5.5%	11 6.2%	9 3.6%
None of these would make me more likely to vote Liberal Democrat	581 57.2%	280 56.6%	302 57.7%	102 34.8%	206 57.3%	95 62.6%	178 83.7%	197 73.3%	130 60.2%	76 44.3%	47 67.1%	143 68.8%	163 62.1%	19 31.4%	96 50.1%	80 53.7%	40 54.6%	117 56.8%	93 46.4%	153 61.8%	219 60.1%	57 70.5%	21 54.4%	40 42.9%	215 58.7%	94 52.6%	151 59.6%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 24

Q8. If David Cameron invited Nigel Farage to join the coalition government as a Cabinet Minister, would that make you..

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Much more likely to vote Conservative	60 5.9%	42 8.5%	18 3.4%	20 6.9%	18 4.9%	7 4.5%	15 7.2%	32 11.9%	5 2.5%	6 3.4%	5 7.4%	15 7.0%	9 3.4%	3 4.4%	23 12.0%	6 4.3%	3 4.7%	16 7.8%	19 9.5%	10 4.1%	15 4.0%	1 1.3%	2 5.5%	9 10.2%	25 6.7%	8 4.6%	14 5.6%
A little more likely to vote Conservative	109 10.7%	70 14.1%	39 7.5%	36 12.4%	35 9.8%	17 11.0%	21 9.8%	39 14.4%	20 9.4%	12 7.1%	8 10.8%	31 14.7%	12 4.6%	2 3.7%	45 23.7%	12 8.0%	3 4.2%	26 12.6%	16 8.1%	33 13.4%	34 9.3%	6 7.2%	3 8.0%	7 7.5%	41 11.1%	26 14.8%	26 10.1%
Neither more nor less likely to vote Conservative	333 32.7%	161 32.6%	172 32.8%	76 26.1%	121 33.8%	60 39.4%	75 35.2%	112 41.8%	66 30.4%	51 29.4%	29 41.4%	92 44.0%	75 28.5%	14 23.2%	71 37.3%	36 24.2%	22 30.1%	67 32.6%	70 35.0%	97 39.2%	99 27.1%	25 31.5%	10 26.8%	36 38.5%	134 36.7%	47 26.3%	80 31.6%
A little less likely to vote Conservative	74 7.3%	27 5.5%	47 9.0%	28 9.5%	22 6.1%	6 3.8%	19 8.7%	25 9.2%	8 3.9%	19 11.1%	1 2.1%	28 13.4%	13 5.0%	10 16.6%	2 1.2%	13 8.6%	1 0.8%	14 6.6%	16 7.9%	8 3.3%	37 10.1%	3 4.0%	5 11.7%	11 11.4%	30 8.1%	11 6.0%	16 6.1%
Much less likely to vote Conservative	294 29.0%	135 27.3%	160 30.6%	73 25.0%	115 32.1%	45 29.7%	61 28.6%	31 11.4%	102 47.1%	63 36.9%	22 31.3%	24 11.7%	135 51.5%	19 30.7%	27 14.1%	38 25.3%	43 57.7%	78 38.0%	53 26.7%	67 27.2%	96 26.3%	45 55.3%	14 35.4%	21 23.2%	90 24.6%	46 25.7%	77 30.3%
Dont know	147 14.4%	60 12.1%	87 16.7%	59 20.1%	48 13.3%	18 11.6%	22 10.5%	30 11.3%	15 6.7%	21 12.1%	5 7.1%	19 9.1%	18 7.0%	13 21.4%	22 11.7%	44 29.5%	2 2.4%	5 2.3%	26 12.8%	32 12.9%	85 23.2%	1 0.8%	5 12.6%	9 9.2%	47 12.7%	40 22.6%	41 16.3%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 25

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Charismatic

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	49	31	18	27	15	1	5	11	9	10	1	8	18	3	9	3	6	14	12	13	10	3	2	5	18	14	7
	4.8%	6.3%	3.4%	9.2%	4.2%	0.7%	2.5%	4.2%	4.4%	5.8%	1.6%	3.9%	6.8%	4.8%	4.6%	2.1%	8.0%	6.6%	5.8%	5.4%	2.8%	3.6%	4.3%	5.5%	4.9%	7.9%	2.9%
2	54	30	24	17	23	4	9	6	10	8	2	13	13	6	9	2	*	16	6	9	23	9	4	5	22	10	4
	5.3%	6.0%	4.6%	5.9%	6.5%	2.8%	4.2%	2.2%	4.7%	4.8%	2.6%	6.4%	5.1%	9.2%	4.7%	1.1%	0.5%	7.7%	3.0%	3.7%	6.2%	10.6%	10.0%	5.4%	6.0%	5.4%	1.7%
3	74	40	33	30	25	6	13	19	15	16	5	20	21	9	7	8	3	23	15	16	19	9	2	8	20	13	19
	7.2%	8.1%	6.4%	10.1%	6.9%	3.9%	6.1%	7.2%	7.1%	9.3%	6.5%	9.8%	7.8%	14.1%	3.7%	5.2%	4.7%	11.2%	7.6%	6.7%	5.2%	10.6%	3.9%	8.9%	5.4%	7.3%	7.3%
4	143	78	65	49	54	21	20	29	34	21	15	25	41	10	14	15	21	36	29	37	41	19	6	22	48	22	27
	14.1%	15.8%	12.4%	16.7%	14.9%	13.7%	9.2%	10.9%	15.6%	12.0%	20.7%	12.2%	15.7%	15.6%	7.5%	10.0%	28.1%	17.3%	14.3%	15.1%	11.3%	23.1%	15.3%	23.8%	13.1%	12.2%	10.6%
5	254	129	125	85	95	32	42	68	62	31	22	59	75	9	42	37	20	53	60	56	84	12	8	21	85	50	76
	24.9%	26.1%	23.8%	29.1%	26.3%	20.8%	19.8%	25.3%	28.9%	18.0%	31.6%	28.3%	28.5%	14.0%	22.0%	24.8%	27.4%	25.7%	30.1%	22.8%	23.1%	15.2%	21.0%	22.5%	23.2%	28.1%	30.1%
6	444	186	258	85	147	88	124	135	85	86	26	82	94	26	110	84	23	65	78	114	187	30	18	31	174	69	120
	43.7%	37.7%	49.4%	28.9%	41.1%	58.1%	58.1%	50.3%	39.3%	50.0%	37.0%	39.3%	36.0%	42.4%	57.6%	56.8%	31.4%	31.5%	39.1%	46.2%	51.4%	37.0%	45.5%	33.9%	47.4%	39.1%	47.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 26

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Trustworthy

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	359	162	198	91	142	57	69	95	65	75	21	91	82	21	64	50	19	90	67	79	123	25	11	37	129	59	97
	35.3%	32.7%	37.8%	31.2%	39.4%	37.5%	32.5%	35.4%	30.2%	43.6%	29.7%	43.9%	31.5%	34.0%	33.7%	33.8%	26.1%	43.8%	33.5%	32.0%	33.8%	31.0%	28.6%	40.4%	35.3%	33.0%	38.4%
2	355	148	208	100	126	57	73	81	100	44	23	50	109	17	73	50	30	63	68	92	133	27	14	25	124	61	102
	34.9%	29.9%	39.7%	34.2%	35.0%	37.2%	34.2%	30.2%	46.2%	25.4%	32.7%	24.0%	41.7%	28.5%	37.9%	33.4%	41.0%	30.5%	34.1%	37.1%	36.4%	33.3%	35.3%	26.7%	34.0%	34.6%	40.0%
3	150	85	65	55	43	22	29	41	24	33	15	27	35	15	34	17	19	21	46	46	38	17	4	15	59	28	27
	14.8%	17.1%	12.5%	19.0%	12.1%	14.6%	13.5%	15.2%	11.0%	19.0%	21.7%	13.1%	13.2%	24.2%	17.8%	11.8%	26.1%	10.1%	22.8%	18.6%	10.4%	21.4%	10.1%	16.2%	16.2%	15.6%	10.6%
4	99	64	35	24	27	14	34	37	20	12	8	27	23	5	12	29	2	15	13	24	46	8	4	10	35	17	22
	9.7%	13.0%	6.6%	8.3%	7.5%	9.1%	15.9%	13.7%	9.3%	7.1%	11.0%	13.1%	8.6%	7.8%	6.5%	19.3%	2.6%	7.5%	6.6%	9.9%	12.5%	9.6%	9.1%	10.4%	9.6%	9.7%	8.5%
5	39	28	11	18	13	1	6	10	4	7	3	9	10	1	6	2	3	13	1	4	20	3	1	5	16	11	2
	3.8%	5.6%	2.1%	6.2%	3.7%	0.9%	2.8%	3.9%	1.7%	4.0%	3.7%	4.5%	3.9%	1.7%	3.1%	1.3%	4.1%	6.5%	0.6%	1.6%	5.6%	4.0%	2.8%	5.2%	4.3%	6.5%	0.9%
6	15	8	7	4	8	1	2	4	3	2	1	3	3	2	2	1	-	3	5	2	5	1	5	1	3	1	4
	1.5%	1.7%	1.3%	1.2%	2.3%	0.5%	1.1%	1.5%	1.6%	1.0%	1.3%	1.3%	1.1%	3.8%	1.0%	0.4%	-	1.6%	2.4%	0.9%	1.3%	0.7%	14.1%	1.1%	0.7%	0.7%	1.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 27

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Normal

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	41	26	15	10	20	5	6	11	12	1	4	7	17	1	7	1	1	8	3	5	25	*	4	6	14	6	10
	4.0%	5.2%	2.8%	3.4%	5.5%	3.4%	2.8%	4.0%	5.4%	0.8%	5.7%	3.1%	6.6%	1.0%	3.6%	0.8%	1.2%	4.0%	1.6%	1.9%	6.7%	0.5%	10.9%	6.9%	3.8%	3.3%	3.8%
2	107	52	55	29	31	26	21	29	13	26	17	15	15	11	30	17	13	11	17	33	47	11	2	6	40	30	17
	10.5%	10.6%	10.5%	9.8%	8.6%	17.3%	9.9%	10.9%	6.2%	15.0%	24.5%	7.0%	5.7%	18.0%	15.9%	11.2%	17.5%	5.3%	8.4%	13.2%	12.8%	13.7%	4.9%	6.9%	10.9%	17.1%	6.9%
3	196	90	106	51	76	29	40	36	57	35	10	33	60	9	40	32	8	35	34	34	93	11	4	11	61	46	62
	19.3%	18.1%	20.4%	17.4%	21.2%	19.1%	18.7%	13.4%	26.5%	20.6%	13.8%	15.8%	22.7%	14.0%	20.8%	21.5%	11.4%	17.0%	17.3%	13.6%	25.5%	13.7%	11.4%	12.1%	16.6%	26.0%	24.3%
4	198	78	120	71	69	26	33	36	42	35	10	24	62	14	31	37	16	39	36	50	74	13	8	12	74	37	51
	19.5%	15.8%	23.0%	24.1%	19.1%	17.1%	15.5%	13.5%	19.5%	20.3%	13.6%	11.3%	23.8%	22.3%	16.5%	25.2%	21.5%	19.0%	17.9%	20.1%	20.2%	16.2%	19.6%	13.3%	20.2%	20.8%	20.2%
5	263	117	146	68	86	50	59	80	53	50	17	58	61	14	49	37	23	46	53	78	86	24	12	32	92	28	72
	25.9%	23.7%	27.8%	23.4%	23.8%	32.5%	27.8%	29.8%	24.3%	29.0%	24.0%	27.8%	23.5%	23.4%	25.6%	24.9%	31.8%	22.4%	26.7%	31.5%	23.5%	29.6%	31.7%	34.5%	25.1%	15.6%	28.3%
6	212	131	81	64	78	16	54	77	39	24	13	73	46	13	34	24	12	66	56	49	41	21	8	24	86	31	42
	20.9%	26.5%	15.5%	22.0%	21.7%	10.6%	25.2%	28.5%	18.1%	14.3%	18.4%	35.0%	17.7%	21.2%	17.7%	16.4%	16.6%	32.2%	28.2%	19.7%	11.2%	26.4%	21.5%	26.4%	23.4%	17.3%	16.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 28

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

In touch with ordinary people

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	392	170	222	103	139	76	74	79	100	68	38	38	109	26	89	68	37	45	77	103	166	35	16	26	135	67	106
	38.5%	34.4%	42.5%	35.1%	38.6%	50.0%	35.0%	29.3%	46.4%	39.4%	53.6%	18.0%	41.7%	41.8%	46.7%	46.0%	50.3%	22.1%	38.6%	41.7%	45.6%	43.7%	42.4%	28.4%	36.9%	37.8%	42.0%
2	235	120	115	57	83	39	56	70	39	51	11	49	54	14	50	43	12	52	52	63	67	16	10	19	90	33	66
	23.1%	24.3%	22.0%	19.4%	23.1%	25.9%	26.1%	26.2%	18.1%	29.8%	15.8%	23.4%	20.4%	22.8%	26.0%	29.0%	15.6%	25.3%	26.2%	25.7%	18.4%	20.2%	26.1%	20.7%	24.5%	18.5%	26.2%
3	185	90	95	57	60	28	40	55	40	22	9	51	49	11	28	16	8	42	29	40	73	8	7	24	69	30	44
	18.2%	18.2%	18.2%	19.4%	16.8%	18.2%	18.8%	20.4%	18.4%	12.6%	12.3%	24.6%	18.8%	18.2%	14.6%	10.7%	11.3%	20.5%	14.7%	16.4%	20.0%	10.3%	17.2%	26.1%	18.9%	16.9%	17.4%
4	103	58	45	34	40	6	24	35	14	19	7	39	23	4	9	14	8	33	19	24	27	12	3	13	39	14	22
	10.2%	11.8%	8.7%	11.5%	11.0%	3.7%	11.4%	13.0%	6.6%	10.9%	9.9%	18.9%	8.6%	5.9%	4.5%	9.5%	11.4%	16.2%	9.7%	9.8%	7.3%	14.5%	9.0%	14.3%	10.6%	8.0%	8.6%
5	52	25	26	19	17	3	13	17	9	6	4	17	9	4	7	6	6	20	13	8	10	6	1	6	18	11	9
	5.1%	5.2%	5.1%	6.6%	4.7%	1.7%	6.2%	6.4%	4.3%	3.7%	6.0%	8.1%	3.6%	6.7%	3.8%	4.3%	7.7%	9.7%	6.7%	3.3%	2.9%	8.0%	2.3%	6.7%	5.0%	6.2%	3.6%
6	50	31	19	23	21	1	5	13	13	6	2	15	18	3	8	1	3	13	8	8	22	3	1	4	15	22	6
	4.9%	6.3%	3.7%	8.0%	5.8%	0.5%	2.5%	4.8%	6.2%	3.6%	2.3%	7.0%	6.8%	4.5%	4.3%	0.5%	3.7%	6.3%	4.1%	3.1%	5.9%	3.2%	3.1%	3.8%	4.1%	12.5%	2.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 29

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Tough

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	73	47	26	20	14	3	36	37	15	3	4	25	16	1	13	11	6	11	19	26	17	6	4	5	31	12	15
	7.2%	9.5%	5.0%	6.7%	4.0%	1.7%	17.1%	13.6%	6.9%	1.7%	5.3%	12.2%	6.2%	1.1%	6.6%	7.7%	8.0%	5.2%	9.7%	10.3%	4.8%	7.3%	10.1%	5.2%	8.5%	6.9%	5.8%
2	68	41	27	25	18	8	17	25	8	13	6	25	12	*	15	12	4	17	17	15	18	1	1	13	22	5	26
	6.7%	8.2%	5.2%	8.4%	5.1%	5.1%	8.0%	9.2%	3.9%	7.4%	8.2%	11.8%	4.6%	0.4%	8.0%	7.7%	5.1%	8.4%	8.7%	6.0%	5.1%	0.7%	3.6%	14.1%	5.9%	2.8%	10.1%
3	147	71	76	38	59	25	25	48	24	21	13	30	35	7	38	16	6	36	24	38	48	13	6	18	40	31	39
	14.4%	14.4%	14.5%	12.8%	16.5%	16.3%	11.8%	17.7%	11.1%	12.3%	18.4%	14.4%	13.3%	10.7%	19.8%	11.0%	8.6%	17.4%	12.1%	15.6%	13.2%	15.6%	16.0%	19.0%	10.9%	17.5%	15.5%
4	227	106	121	53	84	34	57	70	65	29	11	52	60	13	53	21	16	41	42	44	101	14	14	16	93	36	54
	22.4%	21.5%	23.2%	18.0%	23.5%	22.3%	26.5%	25.9%	30.2%	16.7%	15.8%	25.1%	22.8%	20.5%	27.9%	14.4%	21.9%	20.0%	20.9%	17.7%	27.6%	17.2%	35.2%	17.7%	25.4%	20.2%	21.5%
5	270	126	144	67	102	42	60	57	51	61	13	47	68	26	44	53	11	53	54	68	95	24	9	20	107	51	57
	26.5%	25.4%	27.6%	22.9%	28.3%	27.3%	28.0%	21.4%	23.5%	35.7%	17.9%	22.4%	25.9%	43.1%	23.2%	35.4%	14.5%	25.7%	27.0%	27.4%	26.2%	30.1%	24.2%	21.5%	29.1%	28.7%	22.4%
6	232	104	128	91	81	42	18	33	53	45	24	29	71	15	28	35	31	48	43	57	85	24	4	21	74	43	63
	22.8%	21.0%	24.5%	31.1%	22.5%	27.4%	8.6%	12.3%	24.4%	26.2%	34.4%	14.1%	27.2%	24.2%	14.5%	23.7%	41.9%	23.3%	21.6%	22.9%	23.2%	29.1%	10.9%	22.6%	20.3%	24.0%	24.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 30

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Intelligent

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
1	104	59	45	42	30	10	21	36	15	15	3	39	19	11	9	14	5	38	22	21	23	11	1	13	39	20	18
	10.2%	11.9%	8.6%	14.5%	8.2%	6.7%	10.0%	13.5%	6.8%	8.7%	4.0%	18.9%	7.3%	17.3%	4.9%	9.5%	6.4%	18.2%	10.8%	8.6%	6.4%	14.0%	3.7%	13.6%	10.6%	11.1%	7.1%
2	198	104	94	65	78	18	37	58	45	30	11	57	59	13	15	26	15	47	39	35	77	17	8	24	69	38	38
	19.5%	21.0%	18.1%	22.2%	21.7%	11.8%	17.6%	21.4%	20.7%	17.7%	16.1%	27.3%	22.5%	21.1%	7.6%	17.5%	20.3%	22.9%	19.6%	14.3%	21.0%	21.6%	20.1%	26.3%	18.7%	21.6%	15.1%
3	266	119	147	62	95	43	66	70	56	45	19	46	63	11	45	59	28	49	51	72	94	23	16	16	117	30	63
	26.1%	24.0%	28.1%	21.3%	26.4%	27.9%	31.1%	26.1%	26.0%	26.2%	27.4%	22.2%	24.1%	18.8%	23.3%	39.8%	37.9%	23.7%	25.6%	29.2%	25.8%	28.4%	41.5%	17.7%	32.0%	16.7%	24.9%
4	246	110	136	63	86	52	46	62	41	57	20	41	54	17	71	32	11	41	61	67	77	16	5	19	77	52	78
	24.2%	22.2%	26.1%	21.4%	24.0%	34.0%	21.4%	23.0%	18.9%	33.0%	29.0%	19.5%	20.5%	27.9%	37.2%	21.6%	14.5%	20.0%	30.5%	27.3%	21.1%	19.5%	11.9%	20.6%	21.1%	29.2%	30.6%
5	140	69	71	34	47	25	33	36	37	17	12	19	38	7	42	14	11	21	18	33	68	11	7	9	49	27	37
	13.7%	13.9%	13.6%	11.8%	13.1%	16.7%	15.4%	13.3%	17.3%	9.7%	16.8%	8.9%	14.6%	11.1%	22.2%	9.3%	14.5%	10.0%	8.9%	13.4%	18.7%	13.1%	17.9%	9.5%	13.3%	15.0%	14.7%
6	63	34	29	26	24	4	9	7	22	8	5	7	29	2	9	3	5	11	9	18	25	3	2	11	16	12	19
	6.2%	6.8%	5.6%	8.8%	6.6%	2.9%	4.4%	2.6%	10.4%	4.8%	6.7%	3.3%	11.0%	3.8%	4.8%	2.2%	6.5%	5.2%	4.6%	7.2%	7.0%	3.6%	4.9%	12.2%	4.2%	6.5%	7.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 31**Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.****Top 1 Rank Table****Base : All Respondents**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Charismatic	49	31	18	27	15	1	5	11	9	10	1	8	18	3	9	3	6	14	12	13	10	3	2	5	18	14	7
	4.8%	6.3%	3.4%	9.2%	4.2%	0.7%	2.5%	4.2%	4.4%	5.8%	1.6%	3.9%	6.8%	4.8%	4.6%	2.1%	8.0%	6.6%	5.8%	5.4%	2.8%	3.6%	4.3%	5.5%	4.9%	7.9%	2.9%
Trustworthy	359	162	198	91	142	57	69	95	65	75	21	91	82	21	64	50	19	90	67	79	123	25	11	37	129	59	97
	35.3%	32.7%	37.8%	31.2%	39.4%	37.5%	32.5%	35.4%	30.2%	43.6%	29.7%	43.9%	31.5%	34.0%	33.7%	33.8%	26.1%	43.8%	33.5%	32.0%	33.8%	31.0%	28.6%	40.4%	35.3%	33.0%	38.4%
Normal	41	26	15	10	20	5	6	11	12	1	4	7	17	1	7	1	1	8	3	5	25	*	4	6	14	6	10
	4.0%	5.2%	2.8%	3.4%	5.5%	3.4%	2.8%	4.0%	5.4%	0.8%	5.7%	3.1%	6.6%	1.0%	3.6%	0.8%	1.2%	4.0%	1.6%	1.9%	6.7%	0.5%	10.9%	6.9%	3.8%	3.3%	3.8%
In touch with ordinary people	392	170	222	103	139	76	74	79	100	68	38	38	109	26	89	68	37	45	77	103	166	35	16	26	135	67	106
	38.5%	34.4%	42.5%	35.1%	38.6%	50.0%	35.0%	29.3%	46.4%	39.4%	53.6%	18.0%	41.7%	41.8%	46.7%	46.0%	50.3%	22.1%	38.6%	41.7%	45.6%	43.7%	42.4%	28.4%	36.9%	37.8%	42.0%
Tough	73	47	26	20	14	3	36	37	15	3	4	25	16	1	13	11	6	11	19	26	17	6	4	5	31	12	15
	7.2%	9.5%	5.0%	6.7%	4.0%	1.7%	17.1%	13.6%	6.9%	1.7%	5.3%	12.2%	6.2%	1.1%	6.6%	7.7%	8.0%	5.2%	9.7%	10.3%	4.8%	7.3%	10.1%	5.2%	8.5%	6.9%	5.8%
Intelligent	104	59	45	42	30	10	21	36	15	15	3	39	19	11	9	14	5	38	22	21	23	11	1	13	39	20	18
	10.2%	11.9%	8.6%	14.5%	8.2%	6.7%	10.0%	13.5%	6.8%	8.7%	4.0%	18.9%	7.3%	17.3%	4.9%	9.5%	6.4%	18.2%	10.8%	8.6%	6.4%	14.0%	3.7%	13.6%	10.6%	11.1%	7.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 32**Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.****Top 1-2 Rank Table****Base : All Respondents**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Charismatic	102	61	42	44	39	5	14	17	20	18	3	21	31	9	18	5	6	29	18	23	33	11	6	10	40	24	12
	10.1%	12.3%	8.0%	15.1%	10.7%	3.5%	6.7%	6.4%	9.1%	10.6%	4.2%	10.3%	11.9%	13.9%	9.2%	3.2%	8.5%	14.3%	8.8%	9.1%	9.0%	14.2%	14.3%	10.9%	10.9%	13.3%	4.6%
Trustworthy	715	309	405	191	267	114	142	177	165	118	44	142	192	38	137	100	49	153	135	171	256	52	25	62	254	120	199
	70.3%	62.6%	77.5%	65.4%	74.4%	74.8%	66.7%	65.7%	76.4%	69.0%	62.4%	67.9%	73.1%	62.5%	71.6%	67.3%	67.2%	74.3%	67.7%	69.0%	70.2%	64.3%	63.9%	67.1%	69.2%	67.6%	78.5%
Normal	148	78	70	39	51	31	27	40	25	27	21	21	32	12	37	18	14	19	20	37	71	11	6	13	54	36	27
	14.5%	15.8%	13.3%	13.2%	14.1%	20.7%	12.8%	14.8%	11.6%	15.8%	30.3%	10.1%	12.3%	19.0%	19.5%	12.1%	18.7%	9.3%	9.9%	15.1%	19.6%	14.1%	15.8%	13.8%	14.7%	20.4%	10.7%
In touch with ordinary people	626	290	337	160	221	115	130	149	139	119	49	86	163	39	139	111	49	97	129	166	233	52	27	45	225	100	173
	61.6%	58.6%	64.4%	54.5%	61.7%	75.8%	61.1%	55.5%	64.5%	69.2%	69.5%	41.4%	62.1%	64.6%	72.6%	75.0%	66.0%	47.4%	64.8%	67.4%	64.0%	63.9%	68.5%	49.1%	61.4%	56.4%	68.1%
Tough	141	88	53	44	33	10	53	61	23	16	10	50	28	1	28	23	10	28	37	40	36	6	5	18	53	17	40
	13.8%	17.7%	10.2%	15.1%	9.2%	6.7%	25.1%	22.7%	10.9%	9.1%	13.5%	24.0%	10.8%	1.5%	14.6%	15.5%	13.1%	13.5%	18.3%	16.4%	9.8%	8.0%	13.8%	19.3%	14.4%	9.7%	15.9%
Intelligent	302	163	139	107	108	28	59	94	59	45	14	96	78	23	24	40	20	85	61	57	100	29	9	37	107	58	56
	29.7%	33.0%	26.6%	36.7%	30.0%	18.5%	27.6%	35.0%	27.5%	26.4%	20.1%	46.2%	29.8%	38.4%	12.5%	27.0%	26.6%	41.2%	30.4%	22.9%	27.4%	35.5%	23.8%	39.9%	29.3%	32.7%	22.2%
SIGMA	2034	988	1046	585	718	305	426	538	432	343	141	417	524	122	383	297	147	411	399	494	729	162	78	185	733	356	507
	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%	200.0%

Leadership Contenders Poll

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Table 33

Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important.

Bottom Rank Table

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Charismatic	444	186	258	85	147	88	124	135	85	86	26	82	94	26	110	84	23	65	78	114	187	30	18	31	174	69	120
	43.7%	37.7%	49.4%	28.9%	41.1%	58.1%	58.1%	50.3%	39.3%	50.0%	37.0%	39.3%	36.0%	42.4%	57.6%	56.8%	31.4%	31.5%	39.1%	46.2%	51.4%	37.0%	45.5%	33.9%	47.4%	39.1%	47.3%
Trustworthy	15	8	7	4	8	1	2	4	3	2	1	3	3	2	2	1	-	3	5	2	5	1	5	1	3	1	4
	1.5%	1.7%	1.3%	1.2%	2.3%	0.5%	1.1%	1.5%	1.6%	1.0%	1.3%	1.3%	1.1%	3.8%	1.0%	0.4%	-	1.6%	2.4%	0.9%	1.3%	0.7%	14.1%	1.1%	0.7%	0.7%	1.6%
Normal	212	131	81	64	78	16	54	77	39	24	13	73	46	13	34	24	12	66	56	49	41	21	8	24	86	31	42
	20.9%	26.5%	15.5%	22.0%	21.7%	10.6%	25.2%	28.5%	18.1%	14.3%	18.4%	35.0%	17.7%	21.2%	17.7%	16.4%	16.6%	32.2%	28.2%	19.7%	11.2%	26.4%	21.5%	26.4%	23.4%	17.3%	16.4%
In touch with ordinary people	50	31	19	23	21	1	5	13	13	6	2	15	18	3	8	1	3	13	8	8	22	3	1	4	15	22	6
	4.9%	6.3%	3.7%	8.0%	5.8%	0.5%	2.5%	4.8%	6.2%	3.6%	2.3%	7.0%	6.8%	4.5%	4.3%	0.5%	3.7%	6.3%	4.1%	3.1%	5.9%	3.2%	3.1%	3.8%	4.1%	12.5%	2.3%
Tough	232	104	128	91	81	42	18	33	53	45	24	29	71	15	28	35	31	48	43	57	85	24	4	21	74	43	63
	22.8%	21.0%	24.5%	31.1%	22.5%	27.4%	8.6%	12.3%	24.4%	26.2%	34.4%	14.1%	27.2%	24.2%	14.5%	23.7%	41.9%	23.3%	21.6%	22.9%	23.2%	29.1%	10.9%	22.6%	20.3%	24.0%	24.8%
Intelligent	63	34	29	26	24	4	9	7	22	8	5	7	29	2	9	3	5	11	9	18	25	3	2	11	16	12	19
	6.2%	6.8%	5.6%	8.8%	6.6%	2.9%	4.4%	2.6%	10.4%	4.8%	6.7%	3.3%	11.0%	3.8%	4.8%	2.2%	6.5%	5.2%	4.6%	7.2%	7.0%	3.6%	4.9%	12.2%	4.2%	6.5%	7.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

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Table 34
Q10. Which of these topics is mentioned by Yvette Cooper in the video?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Domestic violence	897	424	473	241	310	143	202	243	192	158	63	177	221	56	177	141	68	179	184	225	310	75	33	79	315	148	239
	88.2%	85.9%	90.5%	82.5%	86.4%	94.2%	95.0%	90.4%	89.1%	91.8%	89.9%	84.9%	84.4%	91.5%	92.7%	94.9%	92.0%	87.0%	92.0%	91.1%	85.0%	92.8%	84.8%	85.9%	86.1%	83.5%	94.3%
Burglary	28	19	9	9	16	2	1	3	6	2	2	4	10	-	3	2	1	4	3	7	14	4	1	1	14	5	4
	2.8%	3.9%	1.7%	3.1%	4.5%	1.1%	0.7%	1.3%	2.9%	1.0%	2.9%	2.0%	3.9%	-	1.4%	1.3%	2.0%	2.1%	1.6%	2.7%	3.8%	4.7%	1.6%	0.8%	3.8%	3.0%	1.4%
Hospitals	11	4	7	6	2	1	3	3	3	2	3	3	3	1	4	-	1	7	1	2	2	1	1	5	3	2	-
	1.1%	0.8%	1.4%	1.9%	0.7%	0.4%	1.3%	1.0%	1.3%	1.2%	4.3%	1.4%	1.0%	1.7%	2.1%	-	0.9%	3.3%	0.4%	0.9%	0.5%	1.5%	1.8%	5.0%	0.7%	1.3%	-
Benefit Fraud	23	17	6	12	4	-	6	11	2	4	-	11	3	2	2	1	-	5	4	6	8	-	-	3	18	1	1
	2.2%	3.4%	1.1%	4.2%	1.1%	-	3.0%	3.9%	0.8%	2.2%	-	5.5%	1.0%	3.4%	1.0%	0.9%	-	2.4%	2.0%	2.4%	2.2%	-	-	3.3%	4.9%	0.6%	0.2%
Education	10	6	4	4	5	1	-	-	5	-	-	1	5	-	-	3	*	1	3	1	5	-	1	1	5	3	1
	1.0%	1.2%	0.7%	1.3%	1.5%	0.4%	-	-	2.2%	-	-	0.5%	2.0%	-	-	2.2%	0.6%	0.4%	1.4%	0.5%	1.4%	-	2.3%	0.6%	1.2%	1.7%	0.3%
Identity theft	35	18	17	14	16	5	-	6	4	4	1	9	15	2	2	1	2	3	5	2	25	-	4	2	7	15	7
	3.4%	3.6%	3.3%	4.8%	4.5%	3.2%	-	2.3%	2.0%	2.1%	1.5%	4.3%	5.8%	2.8%	1.1%	0.7%	3.2%	1.3%	2.5%	0.8%	6.9%	-	9.5%	2.2%	1.8%	8.6%	2.9%
Stop and search procedures	12	6	7	7	5	1	-	3	4	3	1	3	5	*	3	-	1	7	*	4	1	1	-	2	5	2	2
	1.2%	1.2%	1.3%	2.3%	1.3%	0.7%	-	1.2%	1.8%	1.7%	1.4%	1.4%	1.9%	0.6%	1.6%	-	1.4%	3.5%	0.2%	1.6%	0.2%	1.0%	-	2.3%	1.4%	1.3%	0.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 35
Q11. Would you describe this person as charismatic?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	308	153	154	113	93	31	71	69	91	51	26	63	97	26	43	41	28	78	50	79	101	28	8	26	103	67	75
	30.2%	31.0%	29.5%	38.6%	26.0%	20.2%	33.1%	25.7%	42.4%	29.6%	36.9%	30.1%	36.9%	42.4%	22.4%	27.8%	37.6%	37.8%	25.1%	32.0%	27.6%	35.1%	20.9%	28.0%	28.0%	37.7%	29.6%
No	567	295	272	133	211	101	121	173	104	96	43	124	130	32	133	74	43	113	123	140	192	47	26	42	206	98	145
	55.8%	59.8%	52.0%	45.6%	58.9%	66.4%	57.0%	64.2%	48.2%	56.1%	61.1%	59.7%	49.6%	52.8%	69.3%	49.5%	58.3%	54.9%	61.6%	56.6%	52.5%	57.5%	66.8%	45.3%	56.2%	55.1%	57.2%
Dont know	142	45	97	46	54	20	21	27	20	25	1	21	35	3	16	34	3	15	27	28	72	6	5	25	58	13	33
	14.0%	9.2%	18.5%	15.9%	15.1%	13.4%	9.9%	10.1%	9.4%	14.3%	2.1%	10.1%	13.5%	4.9%	8.3%	22.7%	4.1%	7.3%	13.3%	11.4%	19.9%	7.4%	12.3%	26.7%	15.9%	7.1%	13.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 36
Q12. Would you describe this person as normal?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	655	298	357	174	229	114	138	151	169	136	42	128	185	46	112	100	52	138	138	152	226	59	20	72	230	110	162
	64.4%	60.3%	68.3%	59.4%	63.9%	74.5%	64.8%	56.0%	78.4%	79.2%	59.6%	61.3%	70.6%	74.5%	58.5%	67.4%	70.5%	67.3%	68.9%	61.7%	62.1%	72.5%	51.0%	78.3%	62.8%	62.0%	64.1%
No	260	153	107	89	89	24	59	103	36	23	20	67	53	10	65	23	19	55	45	72	88	19	16	11	95	52	66
	25.6%	31.0%	20.5%	30.4%	24.7%	15.7%	27.7%	38.4%	16.8%	13.3%	27.8%	32.4%	20.2%	16.1%	33.7%	15.7%	25.6%	26.7%	22.5%	29.2%	24.3%	23.7%	40.7%	12.4%	26.0%	29.5%	26.0%
Dont know	102	43	59	30	41	15	16	15	10	13	9	13	24	6	15	25	3	12	17	23	50	3	3	9	41	15	25
	10.0%	8.8%	11.2%	10.2%	11.4%	9.8%	7.5%	5.7%	4.8%	7.4%	12.6%	6.3%	9.2%	9.4%	7.8%	16.8%	3.9%	6.0%	8.6%	9.1%	13.6%	3.8%	8.3%	9.2%	11.2%	8.5%	10.0%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 37
Q13. Would you describe this person as in touch with ordinary people?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	508	243	265	166	177	62	103	94	145	101	32	90	159	43	73	80	36	116	99	112	181	47	11	56	174	84	130
	49.9%	49.2%	50.6%	56.7%	49.4%	40.6%	48.2%	34.8%	67.2%	58.9%	45.3%	43.2%	60.6%	69.8%	38.3%	53.8%	49.3%	56.5%	49.4%	45.2%	49.8%	58.5%	28.3%	60.3%	47.5%	47.2%	51.3%
No	290	163	127	67	101	52	70	121	35	39	27	80	40	7	87	35	21	57	52	81	100	18	19	16	103	59	75
	28.5%	33.1%	24.2%	23.1%	28.1%	33.9%	32.8%	44.9%	16.2%	22.8%	38.6%	38.4%	15.3%	10.7%	45.3%	23.2%	28.1%	27.5%	25.9%	32.9%	27.5%	22.7%	49.5%	17.1%	28.0%	33.2%	29.5%
Dont know	219	87	132	59	81	39	40	54	36	31	11	38	63	12	31	34	17	33	49	54	83	15	9	21	90	35	49
	21.5%	17.7%	25.2%	20.2%	22.5%	25.5%	18.9%	20.2%	16.6%	18.3%	16.1%	18.5%	24.1%	19.5%	16.3%	22.9%	22.6%	16.0%	24.6%	21.9%	22.7%	18.8%	22.2%	22.6%	24.5%	19.6%	19.2%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 38
Q14. Would you describe this person as tough?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	370	177	192	124	112	59	75	76	106	75	19	67	114	32	56	55	28	83	73	83	131	27	10	44	126	71	92
	36.3%	35.9%	36.8%	42.3%	31.2%	38.5%	35.4%	28.1%	49.1%	43.8%	26.8%	32.0%	43.4%	52.8%	29.3%	36.8%	38.2%	40.4%	36.6%	33.6%	35.8%	33.8%	24.5%	47.7%	34.3%	39.8%	36.2%
No	439	234	205	115	163	72	89	149	72	67	41	101	87	21	111	56	39	93	86	118	142	38	20	29	165	80	103
	43.2%	47.4%	39.2%	39.4%	45.3%	47.4%	41.8%	55.3%	33.2%	39.0%	58.6%	48.7%	33.2%	34.1%	58.0%	37.6%	52.6%	45.3%	43.0%	47.8%	39.0%	46.6%	52.1%	31.6%	45.1%	44.9%	40.5%
Dont know	208	83	126	54	84	22	49	45	38	30	10	40	61	8	24	38	7	29	41	46	92	16	9	19	75	27	59
	20.5%	16.7%	24.0%	18.3%	23.5%	14.2%	22.8%	16.6%	17.7%	17.3%	14.6%	19.3%	23.4%	13.1%	12.8%	25.5%	9.2%	14.3%	20.5%	18.6%	25.2%	19.5%	23.4%	20.6%	20.6%	15.3%	23.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 39
Q15. Would you describe this person as trustworthy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	390	184	206	136	128	52	73	70	121	76	17	64	132	39	59	57	22	88	81	89	131	29	12	43	135	66	99
	38.3%	37.2%	39.3%	46.4%	35.7%	34.3%	34.5%	26.0%	55.9%	44.4%	23.4%	30.5%	50.5%	64.6%	30.9%	38.2%	29.9%	43.0%	40.7%	36.0%	35.9%	35.9%	29.8%	46.8%	36.9%	36.9%	39.1%
No	258	171	87	63	88	39	68	105	31	27	32	69	45	7	69	19	27	59	54	69	76	28	12	17	88	60	54
	25.4%	34.7%	16.6%	21.7%	24.6%	25.7%	31.7%	39.2%	14.5%	15.8%	45.6%	33.3%	17.3%	11.8%	36.0%	13.0%	36.7%	28.7%	27.1%	28.0%	20.8%	34.3%	29.7%	18.6%	23.9%	33.5%	21.5%
Dont know	369	139	230	93	143	61	72	94	64	68	22	75	84	14	63	72	25	58	64	89	158	24	16	32	144	53	100
	36.3%	28.1%	44.0%	31.9%	39.8%	40.0%	33.8%	34.8%	29.5%	39.7%	31.0%	36.2%	32.2%	23.6%	33.1%	48.8%	33.4%	28.3%	32.2%	36.0%	43.3%	29.8%	40.4%	34.6%	39.2%	29.6%	39.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 40
Q16. Would you describe this person as intelligent?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	760	352	408	217	251	133	160	185	183	149	48	146	208	57	138	112	53	169	157	185	250	59	27	75	273	125	194
	74.7%	71.3%	78.0%	74.0%	69.9%	87.0%	75.2%	68.9%	84.7%	86.8%	68.1%	70.2%	79.6%	93.2%	72.0%	75.2%	72.3%	82.0%	78.5%	74.9%	68.5%	73.4%	69.7%	81.5%	74.4%	70.3%	76.5%
No	144	99	46	43	56	9	38	65	14	9	13	41	29	1	42	5	15	25	24	35	60	14	8	8	50	38	25
	14.2%	20.0%	8.7%	14.6%	15.5%	5.7%	17.6%	24.0%	6.4%	5.2%	18.6%	19.5%	10.9%	1.8%	21.8%	3.5%	20.6%	12.1%	12.2%	14.0%	16.6%	17.4%	20.4%	8.9%	13.8%	21.4%	10.0%
Dont know	113	43	69	34	53	11	15	19	19	14	9	21	25	3	12	32	5	12	19	27	55	7	4	9	43	15	34
	11.1%	8.8%	13.2%	11.5%	14.6%	7.3%	7.2%	7.1%	8.9%	8.0%	13.3%	10.2%	9.5%	5.0%	6.2%	21.3%	7.1%	5.9%	9.3%	11.0%	15.0%	9.1%	9.9%	9.7%	11.8%	8.3%	13.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 41

Q17. Overall, how likely would you be to consider voting for the politician shown in the above clip?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Would definitely consider voting for	72 7.0%	47 9.5%	24 4.7%	28 9.4%	23 6.3%	7 4.3%	15 6.8%	12 4.3%	35 16.3%	12 6.8%	3 3.9%	10 4.6%	42 16.2%	9 15.0%	6 3.2%	- -	3 4.3%	31 15.3%	17 8.6%	12 5.0%	11 2.9%	7 8.9%	3 8.5%	7 8.0%	28 7.8%	5 2.6%	21 8.1%
Would probably consider voting for	198 19.5%	95 19.3%	102 19.6%	80 27.4%	56 15.6%	25 16.4%	37 17.4%	30 11.0%	55 25.5%	46 26.9%	12 16.5%	29 14.1%	60 22.8%	13 21.8%	43 22.4%	29 19.4%	14 18.4%	50 24.5%	40 19.8%	39 15.8%	69 18.9%	12 14.9%	3 7.1%	25 27.2%	65 17.8%	44 24.8%	48 19.1%
Might consider voting for	410 40.3%	155 31.5%	254 48.6%	130 44.6%	171 47.7%	62 40.9%	46 21.4%	71 26.5%	88 40.9%	77 45.1%	19 26.6%	64 30.8%	126 48.1%	26 41.8%	41 21.7%	88 59.0%	32 43.1%	66 32.0%	87 43.6%	98 39.8%	159 43.5%	32 39.3%	21 54.5%	42 45.5%	142 38.6%	67 37.8%	102 40.2%
Would probably not consider voting for	193 19.0%	91 18.4%	102 19.4%	42 14.4%	64 17.8%	35 22.9%	52 24.3%	73 27.1%	27 12.6%	27 15.5%	22 30.6%	62 29.8%	21 8.1%	10 16.2%	50 26.4%	18 12.3%	21 28.9%	30 14.4%	32 16.0%	57 23.2%	74 20.3%	20 25.1%	7 18.9%	11 11.4%	66 17.9%	35 19.7%	51 20.0%
Would definitely not consider voting for	145 14.3%	105 21.2%	40 7.7%	12 4.2%	45 12.6%	24 15.5%	64 30.1%	84 31.1%	10 4.8%	10 5.8%	16 22.4%	43 20.7%	13 4.8%	3 5.1%	50 26.4%	14 9.3%	4 5.2%	29 13.9%	24 12.0%	40 16.2%	53 14.4%	9 11.7%	4 11.1%	7 8.0%	65 17.9%	27 15.1%	32 12.6%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 42

Q18. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Better	325 31.9%	147 29.7%	178 34.0%	117 39.9%	107 29.7%	35 22.7%	67 31.4%	93 34.7%	65 30.3%	65 37.9%	18 25.0%	83 39.7%	59 22.3%	42 68.5%	60 31.2%	54 36.1%	20 26.6%	85 41.2%	80 40.2%	77 31.3%	82 22.6%	23 28.0%	9 23.7%	31 33.4%	129 35.3%	62 35.0%	70 27.5%
Worse	143 14.1%	93 18.9%	50 9.6%	31 10.6%	56 15.7%	18 11.6%	38 17.9%	49 18.1%	40 18.6%	21 12.4%	4 5.9%	37 18.0%	50 19.1%	6 10.4%	26 13.7%	8 5.5%	10 13.2%	31 15.2%	27 13.4%	42 16.9%	44 12.0%	12 14.5%	5 11.6%	11 11.4%	40 11.0%	32 17.8%	42 16.4%
Neither better nor worse	403 39.7%	214 43.3%	190 36.3%	100 34.0%	135 37.7%	78 51.2%	90 42.4%	106 39.4%	81 37.5%	62 36.1%	39 55.1%	72 34.6%	112 42.8%	11 18.1%	88 46.1%	49 32.9%	39 53.2%	72 35.0%	69 34.4%	98 39.8%	164 45.1%	37 45.5%	18 46.0%	28 30.7%	137 37.4%	66 37.4%	116 45.6%
Dont know	146 14.3%	40 8.2%	105 20.1%	45 15.4%	61 16.9%	22 14.5%	18 8.3%	21 7.8%	29 13.5%	23 13.6%	10 14.0%	16 7.7%	41 15.7%	2 3.0%	17 9.1%	38 25.5%	5 7.0%	18 8.6%	24 12.0%	30 12.0%	74 20.3%	10 12.0%	7 18.6%	23 24.4%	60 16.3%	17 9.7%	27 10.4%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

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Table 43
Q19. What does Ed Balls say they got wrong?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Bank regulation	528	243	285	138	192	88	110	138	107	104	36	108	112	46	93	86	49	106	112	140	170	47	17	40	199	96	125
	51.9%	49.2%	54.5%	47.1%	53.6%	57.8%	51.6%	51.1%	49.3%	60.5%	51.7%	51.8%	42.6%	75.1%	48.8%	57.8%	66.8%	51.4%	56.2%	56.7%	46.6%	57.8%	43.8%	43.4%	54.2%	54.1%	49.4%
Interest rates	33	11	21	15	15	1	2	2	4	5	1	2	7	2	7	2	1	7	7	5	14	2	5	5	11	7	3
	3.2%	2.3%	4.1%	5.0%	4.2%	0.8%	0.7%	0.6%	1.9%	2.8%	1.3%	1.0%	2.6%	2.8%	3.7%	1.0%	1.8%	3.3%	3.4%	1.9%	3.9%	1.9%	14.1%	5.4%	2.9%	3.7%	1.3%
the NHS	9	6	4	6	4	-	-	5	4	-	1	5	4	-	-	-	1	1	1	5	3	1	-	-	7	-	1
	0.9%	1.2%	0.7%	1.9%	1.0%	-	-	1.7%	1.7%	-	1.6%	2.2%	1.4%	-	-	-	1.5%	0.5%	0.6%	1.9%	0.7%	1.4%	-	-	2.0%	-	0.4%
Public spending	395	203	192	110	133	61	91	120	86	51	26	82	119	12	84	53	21	76	77	93	149	30	16	32	138	62	115
	38.9%	41.0%	36.8%	37.7%	37.0%	39.9%	42.8%	44.7%	39.8%	29.8%	36.5%	39.5%	45.2%	19.6%	43.9%	35.8%	28.3%	37.2%	38.5%	37.7%	40.8%	37.0%	42.0%	34.7%	37.6%	34.6%	45.2%
Education	10	8	2	6	3	-	1	3	6	-	-	3	6	-	-	-	-	2	1	1	6	1	-	7	1	-	1
	1.0%	1.7%	0.3%	2.1%	0.8%	-	0.6%	1.0%	2.6%	-	-	1.7%	2.1%	-	-	-	-	1.0%	0.6%	0.2%	1.8%	0.8%	-	7.7%	0.4%	-	0.5%
The relationship with Europe	34	19	16	14	9	2	9	3	10	11	2	7	14	1	4	8	*	9	1	3	21	*	-	5	9	12	7
	3.4%	3.7%	3.0%	4.9%	2.6%	1.0%	4.2%	1.0%	4.4%	6.6%	3.4%	3.4%	5.2%	1.7%	2.0%	5.4%	0.7%	4.3%	0.5%	1.4%	5.7%	0.3%	-	5.5%	2.5%	7.0%	2.9%
The Iraq War	7	4	3	4	3	1	-	-	*	*	4	1	2	1	3	-	1	5	*	1	2	1	-	3	2	1	1
	0.7%	0.8%	0.6%	1.2%	0.8%	0.4%	-	-	0.2%	0.3%	5.5%	0.4%	0.8%	0.9%	1.7%	-	0.9%	2.2%	0.2%	0.2%	0.5%	0.8%	-	3.3%	0.5%	0.7%	0.2%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 44
Q20. Would you describe this person as charismatic?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	229	124	105	65	79	34	52	32	82	47	20	26	87	16	51	13	23	55	48	57	70	22	10	31	75	29	63
	22.5%	25.2%	20.0%	22.1%	21.9%	22.3%	24.3%	11.8%	37.8%	27.6%	28.4%	12.6%	33.1%	26.9%	26.4%	8.4%	31.6%	26.8%	23.8%	23.0%	19.1%	26.7%	26.3%	33.5%	20.4%	16.1%	24.8%
No	645	327	318	171	229	106	139	229	89	95	50	165	117	34	134	111	48	138	134	154	219	53	24	40	252	114	156
	63.4%	66.2%	60.8%	58.3%	63.7%	69.7%	65.4%	85.0%	41.2%	55.4%	71.0%	79.4%	44.7%	55.5%	70.2%	74.4%	64.9%	67.2%	67.3%	62.3%	59.9%	65.3%	62.7%	43.5%	68.9%	63.8%	61.5%
Dont know	143	43	100	57	52	12	22	8	45	29	*	17	58	11	7	25	3	12	18	36	77	6	4	21	39	36	35
	14.1%	8.7%	19.1%	19.6%	14.3%	8.0%	10.2%	3.2%	20.9%	17.0%	0.6%	8.0%	22.3%	17.6%	3.4%	17.1%	3.5%	6.0%	8.9%	14.7%	21.0%	8.0%	11.0%	23.0%	10.7%	20.0%	13.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 45
Q21. Would you describe this person as normal?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	455 44.8%	200 40.4%	256 48.9%	127 43.3%	163 45.5%	76 50.1%	89 41.8%	78 28.9%	138 63.9%	97 56.7%	30 42.8%	83 40.0%	145 55.3%	31 50.5%	66 34.4%	62 41.5%	38 51.0%	99 48.0%	82 41.3%	105 42.6%	169 46.4%	40 49.9%	13 33.8%	55 59.6%	149 40.7%	79 44.4%	115 45.5%
No	421 41.4%	248 50.2%	173 33.0%	127 43.5%	143 39.8%	54 35.7%	96 45.3%	158 58.9%	56 25.9%	43 25.0%	34 48.4%	97 46.7%	76 29.2%	16 26.8%	110 57.7%	64 42.9%	32 43.0%	90 43.7%	95 47.5%	107 43.3%	129 35.4%	36 44.1%	19 48.5%	23 25.3%	162 44.2%	79 44.7%	99 39.0%
Dont know	141 13.8%	46 9.4%	94 18.0%	39 13.2%	53 14.7%	22 14.1%	28 12.9%	33 12.2%	22 10.2%	31 18.3%	6 8.8%	28 13.3%	41 15.5%	14 22.7%	15 7.9%	23 15.6%	4 5.9%	17 8.3%	22 11.2%	35 14.1%	66 18.2%	5 5.9%	7 17.8%	14 15.2%	55 15.1%	19 10.9%	39 15.5%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 46

Q22. Would you describe this person as in touch with ordinary people?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	317	156	161	97	107	53	60	35	126	72	22	39	145	30	41	24	27	65	59	88	105	30	11	43	86	59	85
	31.2%	31.7%	30.7%	33.2%	29.9%	34.6%	28.1%	13.1%	58.1%	41.7%	31.9%	18.6%	55.3%	49.0%	21.4%	15.9%	36.0%	31.9%	29.6%	35.5%	28.8%	37.1%	29.6%	46.0%	23.4%	33.4%	33.3%
No	529	292	237	139	177	90	124	199	65	71	43	135	74	22	133	92	39	106	116	126	181	42	22	32	209	91	130
	52.0%	59.1%	45.4%	47.5%	49.2%	59.1%	58.1%	74.0%	30.3%	41.5%	60.7%	65.0%	28.4%	35.5%	69.6%	62.2%	53.2%	51.7%	58.0%	50.9%	49.7%	52.5%	56.4%	34.2%	57.1%	51.3%	51.2%
Dont know	171	46	125	56	75	10	29	35	25	29	5	34	43	9	17	33	8	34	25	34	78	8	5	18	71	27	39
	16.8%	9.2%	23.9%	19.3%	20.9%	6.4%	13.8%	12.8%	11.6%	16.8%	7.4%	16.4%	16.3%	15.5%	9.1%	21.9%	10.8%	16.4%	12.4%	13.7%	21.5%	10.5%	14.0%	19.8%	19.4%	15.3%	15.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
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Table 47
Q23. Would you describe this person as tough?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	328	170	158	86	106	59	78	83	92	60	13	75	114	21	44	32	26	84	57	79	108	26	11	24	119	50	98
	32.3%	34.4%	30.3%	29.3%	29.6%	38.5%	36.6%	31.0%	42.8%	35.1%	18.8%	36.1%	43.4%	33.6%	23.2%	21.2%	35.1%	40.8%	28.5%	32.1%	29.7%	31.9%	28.0%	26.3%	32.5%	28.2%	38.5%
No	490	249	241	140	189	65	95	163	80	66	34	116	93	25	119	67	31	86	116	119	169	36	17	47	176	91	116
	48.1%	50.4%	46.0%	47.9%	52.6%	42.7%	44.8%	60.6%	37.0%	38.2%	48.9%	55.9%	35.3%	41.5%	62.0%	45.3%	42.6%	41.8%	58.1%	48.1%	46.3%	44.4%	44.4%	51.3%	48.2%	51.1%	45.7%
Dont know	199	75	124	67	64	29	40	22	44	46	23	17	56	15	28	50	16	36	27	49	88	19	11	21	71	37	40
	19.6%	15.2%	23.7%	22.9%	17.8%	18.8%	18.6%	8.3%	20.2%	26.7%	32.4%	8.0%	21.3%	24.9%	14.8%	33.5%	22.2%	17.5%	13.3%	19.8%	24.0%	23.6%	27.5%	22.4%	19.3%	20.7%	15.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 48
Q24. Would you describe this person as trustworthy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	238	119	119	78	68	40	52	22	100	61	8	20	116	25	38	16	15	46	34	68	91	14	4	38	64	43	71
	23.4%	24.2%	22.7%	26.6%	18.9%	26.5%	24.4%	8.3%	46.2%	35.6%	11.2%	9.4%	44.3%	41.4%	20.0%	10.6%	19.9%	22.3%	16.8%	27.4%	25.0%	17.3%	10.2%	41.2%	17.6%	24.4%	28.2%
No	486	274	212	126	176	71	112	200	51	57	47	141	72	20	118	58	44	112	106	123	144	48	22	28	193	88	105
	47.8%	55.4%	40.6%	43.2%	49.2%	46.7%	52.7%	74.5%	23.5%	33.2%	66.0%	67.5%	27.5%	33.2%	61.8%	39.0%	59.8%	54.6%	53.3%	49.9%	39.6%	59.6%	56.6%	30.2%	52.6%	49.5%	41.5%
Dont know	293	101	192	89	115	41	49	46	66	53	16	48	74	15	35	75	15	47	60	56	129	19	13	26	109	46	77
	28.8%	20.4%	36.7%	30.2%	31.9%	26.7%	23.0%	17.2%	30.4%	31.2%	22.8%	23.1%	28.2%	25.3%	18.2%	50.4%	20.3%	23.1%	29.9%	22.7%	35.5%	23.1%	33.1%	28.6%	29.8%	26.1%	30.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 49
Q25. Would you describe this person as intelligent?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	581	287	294	159	200	86	136	130	154	110	36	108	179	41	103	80	40	126	119	126	210	39	20	61	200	104	153
	57.2%	58.1%	56.3%	54.3%	55.7%	56.7%	63.9%	48.5%	71.3%	64.2%	50.9%	51.8%	68.3%	67.9%	53.9%	53.7%	54.2%	61.4%	59.8%	50.9%	57.6%	48.6%	50.3%	65.6%	54.7%	58.6%	60.5%
No	268	144	124	74	107	28	59	112	35	25	22	82	36	12	63	37	20	54	59	74	81	25	12	18	101	51	59
	26.3%	29.1%	23.7%	25.2%	29.8%	18.6%	27.6%	41.8%	16.4%	14.7%	30.8%	39.2%	13.6%	19.2%	32.7%	25.0%	27.1%	26.1%	29.5%	30.1%	22.2%	30.3%	31.3%	19.3%	27.5%	28.8%	23.4%
Dont know	168	63	105	60	52	38	18	26	26	36	13	19	47	8	26	32	14	26	22	47	74	17	7	14	65	22	41
	16.5%	12.8%	20.0%	20.5%	14.4%	24.8%	8.6%	9.7%	12.3%	21.2%	18.3%	9.0%	18.1%	12.9%	13.4%	21.3%	18.7%	12.5%	10.8%	19.0%	20.2%	21.1%	18.3%	15.2%	17.8%	12.6%	16.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 50
Q26. Overall, how likely would you be to consider voting for the politician shown in the above clip?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Would definitely consider voting for	83 8.1%	51 10.4%	31 6.0%	27 9.4%	23 6.5%	14 9.1%	18 8.5%	6 2.1%	45 21.1%	11 6.7%	8 11.1%	2 0.8%	54 20.7%	5 8.9%	8 4.0%	- -	11 14.4%	21 10.2%	17 8.5%	15 6.0%	30 8.2%	6 7.4%	* 0.6%	19 20.3%	24 6.4%	10 5.6%	24 9.5%
Would probably consider voting for	117 11.5%	63 12.7%	54 10.3%	37 12.8%	38 10.6%	22 14.1%	20 9.3%	8 3.1%	52 23.9%	22 12.6%	2 3.1%	12 5.6%	63 24.2%	4 6.8%	17 8.7%	9 5.9%	6 7.8%	27 13.3%	13 6.6%	31 12.5%	45 12.4%	10 12.2%	3 8.3%	14 15.6%	28 7.7%	32 17.8%	29 11.5%
Might consider voting for	293 28.8%	104 21.1%	189 36.1%	109 37.1%	123 34.1%	27 17.6%	35 16.5%	41 15.4%	65 30.2%	70 40.8%	17 23.5%	40 19.1%	89 34.0%	26 43.1%	37 19.5%	63 42.2%	21 28.6%	62 30.2%	61 30.6%	65 26.2%	105 28.9%	17 21.4%	18 45.8%	27 29.3%	101 27.5%	55 30.8%	72 28.5%
Would probably not consider voting for	257 25.3%	105 21.3%	152 29.0%	79 27.1%	94 26.1%	43 28.1%	41 19.3%	66 24.5%	36 16.7%	41 23.7%	24 34.0%	59 28.4%	38 14.6%	13 21.7%	54 28.2%	41 27.7%	24 33.2%	38 18.5%	51 25.3%	74 30.1%	94 25.7%	26 31.9%	6 16.4%	14 14.8%	94 25.6%	39 22.1%	76 29.9%
Would definitely not consider voting for	268 26.3%	170 34.5%	97 18.6%	40 13.7%	82 22.7%	47 31.1%	99 46.3%	148 54.9%	18 8.1%	28 16.1%	20 28.2%	96 46.0%	17 6.5%	12 19.5%	76 39.6%	36 24.2%	12 16.0%	57 27.7%	58 29.0%	62 25.1%	91 24.9%	22 27.1%	11 28.9%	18 20.0%	120 32.7%	42 23.7%	52 20.6%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

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Table 51
Q27. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Better	225	127	98	71	74	26	53	48	58	53	16	42	71	18	38	25	23	58	38	50	79	14	11	27	83	37	52
	22.1%	25.7%	18.7%	24.3%	20.5%	17.2%	25.1%	17.8%	26.7%	30.6%	22.8%	20.0%	27.0%	29.7%	19.6%	16.6%	30.8%	28.1%	19.1%	20.1%	21.7%	17.7%	27.8%	29.5%	22.6%	20.8%	20.5%
Worse	223	127	97	54	93	23	54	97	42	22	15	70	46	10	56	14	20	53	51	60	58	21	8	14	87	38	54
	22.0%	25.6%	18.5%	18.3%	25.9%	15.3%	25.2%	36.0%	19.3%	12.5%	21.9%	33.8%	17.5%	17.1%	29.4%	9.4%	26.9%	25.9%	25.7%	24.5%	16.0%	26.5%	20.4%	15.5%	23.9%	21.3%	21.2%
Neither better nor worse	448	207	241	109	151	91	97	118	102	69	34	87	117	16	83	88	29	82	94	102	171	38	18	35	159	78	118
	44.1%	41.9%	46.1%	37.3%	42.0%	60.1%	45.6%	43.9%	47.2%	40.2%	48.1%	41.8%	44.5%	26.6%	43.4%	59.0%	39.2%	39.9%	47.1%	41.1%	46.8%	47.4%	46.1%	37.5%	43.3%	43.9%	46.5%
Dont know	121	34	87	59	42	11	9	6	15	29	5	9	29	16	14	22	2	12	16	35	57	7	2	16	37	25	30
	11.9%	6.8%	16.6%	20.1%	11.6%	7.4%	4.1%	2.3%	6.8%	16.7%	7.2%	4.4%	11.0%	26.6%	7.5%	15.0%	3.1%	6.1%	8.1%	14.3%	15.5%	8.4%	5.7%	17.6%	10.2%	14.0%	11.9%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 52
Q28. Which of these topics does Tristram Hunt mention?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
School lunches	11	5	6	4	7	1	-	-	2	1	2	*	3	1	2	1	*	4	4	1	2	-	-	1	7	2	1
	1.1%	1.0%	1.2%	1.3%	1.9%	0.4%	-	-	1.1%	0.9%	2.3%	0.2%	1.2%	1.6%	1.2%	0.4%	0.6%	1.8%	2.1%	0.6%	0.6%	-	-	1.4%	1.9%	1.3%	0.3%
Free Schools and academies	938	451	487	249	330	150	209	260	200	155	62	196	235	53	180	143	71	186	186	228	338	78	37	75	334	166	243
	92.2%	91.3%	93.1%	85.1%	91.8%	98.3%	98.2%	96.7%	92.8%	90.3%	88.0%	94.1%	89.5%	86.1%	94.0%	96.3%	95.8%	90.6%	93.3%	92.2%	92.6%	96.5%	95.0%	80.7%	91.2%	93.2%	95.7%
Teachers pay	14	10	4	10	4	*	-	1	8	1	1	1	7	-	4	2	1	3	1	2	8	1	1	7	4	1	1
	1.4%	2.1%	0.7%	3.3%	1.2%	0.2%	-	0.2%	3.7%	0.7%	1.2%	0.2%	2.8%	-	2.3%	1.0%	0.7%	1.6%	0.3%	1.0%	2.2%	0.6%	2.3%	7.7%	1.0%	0.4%	0.5%
University graduates	12	7	5	7	4	1	-	-	5	5	1	*	5	4	2	-	-	4	2	3	3	-	1	2	8	-	1
	1.2%	1.4%	0.9%	2.5%	1.1%	0.4%	-	-	2.3%	2.9%	1.7%	0.2%	2.0%	7.1%	1.0%	-	-	2.1%	0.8%	1.1%	0.9%	-	1.6%	2.4%	2.2%	-	0.3%
School opening hours	3	1	2	2	-	1	-	-	-	-	2	-	-	-	1	-	1	2	1	*	-	1	-	1	*	-	1
	0.3%	0.2%	0.4%	0.7%	-	0.7%	-	-	-	-	3.0%	-	-	-	0.8%	-	0.9%	1.0%	0.3%	0.2%	-	0.8%	-	1.6%	0.1%	-	0.2%
Bullying	4	1	3	2	3	-	-	2	-	-	2	2	*	-	1	-	1	2	1	1	*	1	-	2	*	-	1
	0.4%	0.3%	0.6%	0.6%	0.7%	-	-	0.6%	-	-	2.6%	1.0%	0.2%	-	0.4%	-	1.5%	0.8%	0.6%	0.5%	0.1%	1.4%	-	2.4%	0.1%	-	0.3%
Private schools	34	18	16	19	12	-	4	7	*	9	1	9	11	3	1	3	*	4	5	11	14	1	*	3	13	9	7
	3.4%	3.7%	3.0%	6.4%	3.3%	-	1.8%	2.5%	0.2%	5.2%	1.3%	4.2%	4.2%	5.1%	0.5%	2.3%	0.5%	2.0%	2.7%	4.5%	3.7%	0.7%	1.1%	3.7%	3.5%	5.1%	2.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 53
Q29. Would you describe this person as charismatic?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	321	175	146	137	91	50	42	71	80	45	26	59	100	27	59	24	35	84	80	80	76	33	12	43	116	54	60
	31.5%	35.5%	27.8%	46.8%	25.5%	32.8%	19.9%	26.3%	37.1%	26.1%	37.2%	28.3%	38.0%	43.4%	30.6%	15.9%	46.9%	40.9%	40.1%	32.4%	21.0%	40.3%	30.3%	46.3%	31.7%	30.5%	23.5%
No	536	267	269	104	214	82	137	176	109	85	41	132	108	19	119	95	34	102	100	130	205	39	21	30	201	94	149
	52.7%	54.1%	51.5%	35.4%	59.6%	53.6%	64.3%	65.3%	50.4%	49.7%	57.6%	63.5%	41.1%	31.2%	62.0%	63.9%	46.7%	49.4%	50.1%	52.5%	56.3%	48.0%	55.1%	32.8%	54.7%	53.0%	58.9%
Dont know	160	52	108	52	54	21	34	22	27	41	4	17	55	16	14	30	5	20	20	37	83	10	6	19	50	29	45
	15.7%	10.5%	20.7%	17.7%	14.9%	13.6%	15.8%	8.3%	12.5%	24.2%	5.2%	8.1%	20.9%	25.4%	7.4%	20.1%	6.3%	9.7%	9.8%	15.1%	22.8%	11.7%	14.5%	20.9%	13.6%	16.5%	17.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 54
Q30. Would you describe this person as normal?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	446	217	228	115	132	83	115	132	99	80	23	102	113	29	86	62	29	88	83	113	162	30	9	52	181	66	108
	43.8%	44.0%	43.7%	39.3%	36.8%	54.8%	54.2%	48.9%	45.9%	46.8%	33.1%	48.9%	43.0%	46.7%	44.8%	42.0%	39.3%	42.8%	41.8%	45.6%	44.3%	37.4%	22.5%	56.4%	49.3%	37.3%	42.4%
No	421	221	200	136	167	50	68	104	92	72	39	79	105	28	88	60	38	91	99	103	127	44	27	20	131	93	101
	41.4%	44.7%	38.2%	46.3%	46.7%	32.6%	31.8%	38.8%	42.4%	41.9%	55.7%	38.0%	40.1%	45.7%	46.0%	40.5%	52.1%	44.2%	49.7%	41.7%	34.9%	54.6%	68.9%	22.0%	35.6%	52.5%	39.9%
Dont know	151	56	95	42	60	19	30	33	25	19	8	27	44	5	18	26	6	27	17	31	76	6	3	20	55	18	45
	14.8%	11.3%	18.1%	14.4%	16.6%	12.6%	14.0%	12.3%	11.7%	11.3%	11.2%	13.1%	16.9%	7.6%	9.2%	17.5%	8.6%	13.0%	8.5%	12.7%	20.7%	8.0%	8.6%	21.6%	15.0%	10.2%	17.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 55**Q31. Would you describe this person as in touch with ordinary people?****Base : All Respondents**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	329	171	158	114	95	41	79	80	92	53	12	67	106	37	54	36	17	72	61	85	111	22	6	47	115	64	72
	32.4%	34.6%	30.3%	39.1%	26.5%	27.0%	37.0%	29.8%	42.4%	30.9%	17.1%	32.2%	40.4%	60.5%	28.3%	24.4%	23.0%	35.2%	30.5%	34.4%	30.5%	26.9%	14.4%	51.3%	31.5%	35.9%	28.5%
No	457	234	223	116	172	81	88	132	92	73	50	93	102	17	111	60	47	93	102	116	145	44	22	28	161	76	124
	44.9%	47.4%	42.5%	39.7%	47.9%	53.0%	41.1%	49.0%	42.4%	42.8%	71.0%	44.9%	39.0%	27.7%	58.0%	40.4%	64.1%	45.5%	51.3%	47.0%	39.7%	54.3%	57.6%	30.7%	43.9%	42.8%	48.7%
Dont know	231	89	142	62	92	30	47	57	33	45	8	48	54	7	26	52	9	40	36	46	109	15	11	17	90	38	58
	22.7%	18.0%	27.2%	21.2%	25.6%	20.0%	21.9%	21.3%	15.2%	26.3%	11.9%	22.9%	20.7%	11.8%	13.7%	35.2%	12.9%	19.4%	18.2%	18.6%	29.8%	18.8%	28.0%	18.0%	24.6%	21.3%	22.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
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Table 56
Q32. Would you describe this person as tough?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	236	130	107	82	72	29	53	51	69	48	18	54	71	32	40	13	21	61	47	57	71	20	8	33	81	45	50
	23.2%	26.2%	20.4%	28.1%	20.1%	19.2%	24.8%	19.0%	31.8%	28.0%	26.1%	26.0%	27.0%	52.2%	20.8%	9.1%	29.0%	29.8%	23.7%	22.9%	19.5%	24.6%	19.4%	35.5%	22.2%	25.1%	19.6%
No	557	283	274	160	205	79	113	174	108	80	39	125	133	16	115	90	40	98	123	150	186	49	23	34	197	98	152
	54.8%	57.4%	52.3%	54.7%	57.1%	51.7%	53.2%	64.8%	50.1%	46.9%	55.2%	59.8%	50.7%	25.6%	60.2%	60.7%	54.7%	47.8%	61.5%	60.6%	51.1%	60.6%	58.5%	36.4%	53.9%	55.3%	59.9%
Dont know	224	81	143	50	82	44	47	43	39	43	13	30	58	14	36	45	12	46	29	41	107	12	9	26	88	35	52
	22.0%	16.4%	27.3%	17.2%	22.9%	29.1%	22.1%	16.2%	18.1%	25.1%	18.8%	14.2%	22.3%	22.2%	19.0%	30.2%	16.3%	22.4%	14.8%	16.5%	29.4%	14.7%	22.1%	28.1%	23.9%	19.6%	20.6%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 57
Q33. Would you describe this person as trustworthy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	243	132	111	85	75	21	62	49	76	41	12	49	92	19	37	20	16	64	48	51	81	19	8	36	71	34	71
	23.9%	26.8%	21.2%	29.0%	20.8%	14.0%	29.3%	18.2%	35.4%	23.7%	16.3%	23.6%	34.9%	31.6%	19.6%	13.1%	22.3%	31.0%	23.9%	20.5%	22.3%	24.0%	21.6%	39.4%	19.3%	19.3%	28.0%
No	378	213	165	103	138	64	73	123	68	60	39	87	86	11	97	41	32	74	83	96	125	40	17	23	131	78	88
	37.2%	43.0%	31.6%	35.2%	38.4%	42.1%	34.3%	45.6%	31.4%	34.8%	54.7%	41.8%	32.8%	18.6%	50.9%	27.7%	44.1%	35.9%	41.4%	39.0%	34.3%	49.8%	45.0%	24.7%	35.9%	43.8%	34.6%
Dont know	396	149	247	105	146	67	78	97	72	71	20	72	84	30	56	88	25	68	69	100	158	21	13	33	164	66	95
	38.9%	30.2%	47.1%	35.8%	40.8%	43.9%	36.4%	36.1%	33.2%	41.4%	29.0%	34.6%	32.2%	49.8%	29.5%	59.2%	33.7%	33.1%	34.7%	40.5%	43.4%	26.2%	33.4%	35.9%	44.8%	36.9%	37.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 58
Q34. Would you describe this person as intelligent?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	667 65.6%	307 62.2%	360 68.9%	181 61.8%	228 63.6%	112 73.7%	146 68.5%	180 66.8%	140 64.7%	130 75.7%	46 64.8%	140 67.4%	173 66.0%	49 80.9%	131 68.6%	88 59.3%	48 65.6%	151 73.5%	149 74.8%	156 63.3%	211 57.7%	48 59.2%	25 65.4%	62 67.5%	241 65.8%	122 68.3%	165 65.0%
No	175 17.2%	103 20.8%	72 13.8%	57 19.4%	75 21.0%	16 10.4%	27 12.7%	49 18.1%	47 21.8%	17 9.6%	18 26.1%	41 19.5%	46 17.5%	4 7.1%	32 16.8%	22 14.5%	17 22.9%	31 15.0%	29 14.5%	51 20.8%	64 17.5%	24 29.3%	9 23.2%	18 19.3%	54 14.8%	27 15.1%	43 17.1%
Dont know	175 17.2%	84 17.0%	90 17.3%	55 18.8%	55 15.4%	24 15.9%	40 18.8%	41 15.1%	29 13.5%	25 14.7%	6 9.2%	27 13.1%	43 16.5%	7 12.0%	28 14.6%	39 26.2%	8 11.5%	24 11.5%	21 10.7%	39 15.9%	90 24.7%	9 11.4%	4 11.5%	12 13.2%	71 19.4%	29 16.6%	46 18.0%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 59

Q35. Overall, how likely would you be to consider voting for the politician shown in the above clip?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Would definitely consider voting for	50 4.9%	37 7.6%	12 2.4%	17 5.9%	16 4.4%	4 2.4%	13 6.1%	8 3.1%	19 9.0%	9 5.2%	2 2.6%	8 3.9%	25 9.7%	7 12.2%	6 3.1%	- -	* 0.4%	21 10.0%	11 5.5%	3 1.2%	15 4.2%	4 5.2%	* 0.6%	10 11.0%	13 3.4%	6 3.6%	13 5.2%
Would probably consider voting for	140 13.7%	78 15.7%	62 11.9%	67 23.0%	39 10.9%	14 9.0%	20 9.2%	21 7.8%	48 22.1%	19 11.3%	9 12.5%	28 13.3%	56 21.5%	9 15.5%	27 13.9%	4 2.9%	13 17.1%	39 19.0%	25 12.3%	43 17.6%	33 8.9%	13 15.7%	3 7.3%	16 17.1%	38 10.3%	39 22.1%	31 12.4%
Might consider voting for	342 33.6%	134 27.2%	208 39.7%	118 40.3%	134 37.4%	38 24.9%	52 24.5%	77 28.8%	68 31.5%	69 40.4%	12 17.6%	60 29.0%	94 35.9%	26 42.9%	45 23.6%	67 45.1%	19 26.0%	66 31.9%	71 35.4%	80 32.3%	126 34.6%	15 17.9%	15 37.6%	37 39.8%	135 36.7%	63 35.4%	79 31.1%
Would probably not consider voting for	299 29.4%	126 25.6%	172 32.9%	56 19.2%	106 29.5%	68 44.5%	69 32.2%	89 33.1%	51 23.8%	56 32.4%	23 32.9%	67 32.0%	59 22.4%	13 21.8%	59 31.0%	55 36.8%	30 40.5%	46 22.5%	60 29.8%	81 32.8%	112 30.6%	29 35.5%	15 38.6%	19 20.5%	102 27.9%	37 21.0%	92 36.4%
Would definitely not consider voting for	187 18.4%	118 24.0%	68 13.1%	34 11.6%	64 17.8%	29 19.2%	59 27.9%	73 27.2%	29 13.6%	18 10.7%	24 34.4%	45 21.8%	28 10.6%	5 7.6%	54 28.4%	23 15.2%	12 16.0%	34 16.5%	34 17.0%	40 16.1%	79 21.6%	21 25.7%	6 15.9%	11 11.7%	79 21.7%	32 17.9%	38 14.9%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

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Table 60

Q36. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Better	243	133	110	82	74	27	59	95	35	32	18	77	30	28	60	22	21	75	61	55	52	20	6	25	100	34	55
	23.9%	26.9%	21.0%	28.0%	20.7%	17.8%	27.9%	35.4%	16.2%	18.8%	24.9%	37.0%	11.5%	45.4%	31.3%	15.0%	28.5%	36.6%	30.4%	22.3%	14.2%	25.1%	16.0%	26.6%	27.4%	19.0%	21.5%
Worse	183	105	78	57	61	27	37	37	62	34	11	29	72	5	33	21	18	42	39	43	58	21	11	16	59	17	59
	18.0%	21.2%	15.0%	19.5%	17.1%	17.9%	17.5%	13.8%	28.5%	19.8%	16.1%	14.1%	27.4%	8.2%	17.2%	13.9%	24.7%	20.6%	19.7%	17.5%	16.0%	25.8%	27.4%	17.4%	16.1%	9.5%	23.5%
Neither better nor worse	445	207	238	110	156	82	97	125	87	82	30	89	113	21	89	68	30	67	77	116	185	32	16	32	155	101	107
	43.7%	41.9%	45.4%	37.6%	43.4%	53.5%	45.8%	46.6%	40.4%	47.8%	42.2%	42.9%	43.1%	34.5%	46.5%	45.8%	41.1%	32.7%	38.6%	46.8%	50.7%	40.0%	41.2%	34.8%	42.3%	56.9%	42.3%
Dont know	146	49	97	44	67	16	19	11	32	23	12	12	47	7	10	37	4	21	23	33	70	7	6	20	52	26	32
	14.4%	10.0%	18.6%	14.9%	18.8%	10.8%	8.8%	4.2%	14.9%	13.6%	16.8%	5.9%	18.0%	11.9%	5.0%	25.2%	5.6%	10.1%	11.4%	13.5%	19.1%	9.1%	15.3%	21.2%	14.1%	14.6%	12.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 61

Q37. What does Chuka Umunna say he wants to see more of?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Taxes	10	6	4	6	3	1	1	-	3	2	2	1	3	1	3	-	1	2	2	2	4	1	-	1	4	1	3
	1.0%	1.2%	0.8%	1.9%	0.8%	0.8%	0.3%	-	1.5%	1.0%	3.2%	0.4%	1.2%	1.0%	1.7%	-	1.4%	1.1%	0.9%	0.9%	1.1%	1.5%	-	1.0%	1.1%	0.3%	1.3%
Manufacturing jobs	123	60	64	22	43	20	38	40	20	21	12	23	33	5	30	18	7	20	20	25	58	13	5	8	49	21	26
	12.1%	12.1%	12.1%	7.6%	11.9%	13.4%	17.8%	14.8%	9.4%	12.1%	17.3%	11.2%	12.6%	7.4%	15.6%	12.4%	9.7%	9.8%	10.0%	10.2%	15.9%	15.6%	12.7%	8.6%	13.3%	11.6%	10.3%
High skill jobs	731	358	373	194	260	115	161	200	157	121	46	164	185	39	137	103	50	155	151	172	253	57	24	62	259	128	198
	71.9%	72.5%	71.2%	66.2%	72.5%	75.8%	75.7%	74.3%	72.7%	70.8%	64.7%	78.6%	70.4%	63.2%	71.7%	69.1%	68.4%	75.6%	75.4%	69.6%	69.3%	70.5%	60.8%	66.8%	70.6%	71.8%	78.0%
Unions	7	3	4	3	4	1	-	-	2	1	1	-	2	1	2	-	1	4	3	1	-	1	-	1	4	2	-
	0.7%	0.6%	0.8%	0.9%	1.2%	0.4%	-	-	1.0%	0.6%	0.7%	-	0.6%	1.7%	0.8%	-	0.7%	2.0%	1.4%	0.3%	-	0.6%	-	1.1%	1.2%	0.9%	-
Part-time work	69	31	38	35	28	4	2	13	13	16	7	15	13	12	12	5	6	12	6	30	21	6	7	9	18	19	11
	6.8%	6.2%	7.3%	11.9%	7.8%	2.9%	1.0%	4.9%	5.9%	9.1%	9.4%	7.4%	4.9%	20.3%	6.3%	3.0%	7.7%	6.1%	2.8%	12.2%	5.7%	7.0%	18.0%	9.3%	4.8%	10.7%	4.3%
Service sector jobs	74	36	38	32	21	10	11	16	20	11	3	5	26	3	7	23	9	11	19	15	29	4	3	12	32	8	15
	7.3%	7.3%	7.2%	10.8%	5.8%	6.7%	5.2%	6.0%	9.2%	6.1%	4.7%	2.3%	9.8%	5.6%	3.5%	15.4%	12.0%	5.3%	9.5%	6.1%	7.9%	4.8%	8.5%	12.5%	8.8%	4.5%	5.8%
Street lighting	2	-	2	2	-	-	-	-	1	*	-	-	1	1	1	-	-	-	-	2	*	-	-	1	1	*	1
	0.2%	-	0.4%	0.8%	-	-	-	-	0.3%	0.3%	-	-	0.4%	0.9%	0.3%	-	-	-	-	0.8%	0.1%	-	-	0.7%	0.1%	0.3%	0.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 62
Q38. Would you describe this person as charismatic?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	512	249	263	166	184	79	83	106	139	78	40	81	169	29	93	68	46	120	108	124	161	42	19	60	171	97	118
	50.4%	50.5%	50.2%	56.6%	51.3%	51.7%	39.2%	39.3%	64.5%	45.3%	57.2%	39.0%	64.5%	47.3%	48.8%	45.6%	62.1%	58.2%	54.0%	50.1%	44.1%	51.7%	49.0%	64.9%	46.7%	54.8%	46.4%
No	362	201	162	75	124	56	107	146	55	57	27	111	55	13	87	50	24	68	77	80	137	32	16	14	145	59	96
	35.6%	40.6%	30.9%	25.7%	34.4%	37.0%	50.3%	54.4%	25.4%	33.3%	37.9%	53.1%	21.0%	22.0%	45.4%	33.6%	32.6%	33.1%	38.6%	32.4%	37.6%	39.6%	42.2%	14.7%	39.6%	33.4%	37.8%
Dont know	142	44	99	52	51	17	22	17	22	37	3	17	38	19	11	31	4	18	15	43	67	7	3	19	50	21	40
	14.0%	8.9%	18.8%	17.7%	14.3%	11.3%	10.5%	6.3%	10.1%	21.4%	4.8%	7.9%	14.5%	30.7%	5.9%	20.9%	5.3%	8.6%	7.3%	17.5%	18.3%	8.6%	8.7%	20.4%	13.7%	11.9%	15.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 63
Q39. Would you describe this person as normal?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	689	307	382	192	229	120	147	170	169	133	38	129	185	49	131	108	47	148	135	170	236	53	22	65	267	108	170
	67.7%	62.1%	73.1%	65.7%	63.8%	79.1%	69.0%	63.1%	78.1%	77.7%	54.1%	61.7%	70.7%	80.0%	68.7%	72.7%	63.4%	71.9%	67.4%	68.8%	64.8%	65.9%	56.6%	70.8%	72.9%	60.8%	67.2%
No	209	128	82	64	84	17	44	72	33	24	19	57	45	8	48	17	18	41	48	51	69	25	9	12	55	56	48
	20.6%	25.8%	15.6%	21.7%	23.5%	11.4%	20.6%	26.8%	15.4%	14.2%	26.9%	27.4%	17.3%	12.8%	25.0%	11.2%	24.8%	20.0%	23.9%	20.6%	19.0%	31.0%	24.3%	13.3%	15.0%	31.7%	19.0%
Dont know	119	60	59	37	46	15	22	27	14	14	13	23	31	4	12	24	9	17	17	26	59	3	7	15	44	13	35
	11.7%	12.1%	11.3%	12.6%	12.7%	9.5%	10.4%	10.1%	6.5%	8.1%	19.0%	10.9%	12.0%	7.3%	6.3%	16.1%	11.9%	8.1%	8.7%	10.6%	16.2%	3.1%	19.1%	15.9%	12.1%	7.5%	13.9%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 64**Q40. Would you describe this person as in touch with ordinary people?****Base : All Respondents**

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	589	270	318	176	196	99	118	124	154	104	40	96	171	38	108	86	52	136	116	144	193	50	18	61	214	91	150
	57.9%	54.8%	60.8%	60.1%	54.6%	65.1%	55.2%	46.2%	71.1%	60.4%	56.7%	46.3%	65.1%	63.0%	56.5%	57.7%	71.1%	66.0%	58.2%	58.4%	52.8%	62.3%	46.8%	65.8%	58.4%	51.1%	59.1%
No	253	146	107	64	94	27	68	103	38	39	19	85	48	15	49	22	15	47	48	73	86	24	12	13	83	57	65
	24.9%	29.6%	20.4%	21.9%	26.1%	18.0%	31.8%	38.4%	17.6%	22.9%	26.9%	40.9%	18.3%	23.9%	25.5%	15.1%	20.2%	22.7%	23.9%	29.6%	23.5%	29.6%	30.8%	13.9%	22.7%	31.9%	25.5%
Dont know	175	77	98	53	69	26	28	41	24	29	12	27	43	8	35	40	6	23	36	30	86	7	9	19	69	30	39
	17.2%	15.6%	18.7%	18.0%	19.3%	16.8%	13.0%	15.4%	11.3%	16.7%	16.3%	12.8%	16.5%	13.1%	18.0%	27.2%	8.7%	11.3%	17.9%	12.0%	23.7%	8.1%	22.5%	20.3%	18.9%	16.9%	15.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 65
Q41. Would you describe this person as tough?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	302	159	143	105	91	41	65	59	94	55	16	55	100	22	45	40	25	83	54	72	94	27	7	35	104	55	75
	29.7%	32.3%	27.4%	35.9%	25.4%	27.1%	30.5%	22.0%	43.7%	31.8%	23.4%	26.4%	38.0%	36.8%	23.6%	26.8%	33.9%	40.5%	26.8%	29.0%	25.8%	33.6%	17.8%	37.7%	28.3%	30.9%	29.6%
No	472	249	222	139	160	67	106	155	83	79	36	106	108	30	105	61	30	82	106	114	171	34	24	32	170	93	114
	46.4%	50.5%	42.5%	47.6%	44.5%	44.1%	49.5%	57.6%	38.2%	46.3%	51.0%	50.7%	41.1%	49.0%	54.6%	40.9%	40.9%	39.8%	52.9%	46.1%	46.8%	42.1%	62.8%	34.4%	46.4%	52.5%	45.1%
Dont know	243	85	157	48	108	44	42	55	39	37	18	48	55	9	42	48	19	40	40	62	100	20	8	26	93	30	64
	23.9%	17.2%	30.1%	16.5%	30.1%	28.8%	19.9%	20.4%	18.1%	21.9%	25.6%	22.9%	20.8%	14.2%	21.8%	32.2%	25.2%	19.7%	20.2%	25.0%	27.5%	24.3%	19.5%	27.9%	25.3%	16.7%	25.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 66
Q42. Would you describe this person as trustworthy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	410	200	209	127	144	57	82	94	129	69	20	83	140	23	75	50	25	99	81	93	136	31	15	42	124	76	117
	40.3%	40.5%	40.0%	43.4%	40.0%	37.5%	38.5%	34.8%	59.8%	40.5%	27.7%	39.6%	53.6%	38.4%	39.2%	33.6%	34.1%	48.2%	40.4%	37.7%	37.4%	38.0%	39.4%	45.5%	33.9%	42.9%	46.0%
No	253	161	92	65	84	36	68	90	35	30	39	66	46	6	67	22	26	51	54	60	88	29	10	23	88	46	58
	24.9%	32.5%	17.6%	22.2%	23.4%	23.8%	31.7%	33.4%	16.2%	17.5%	55.5%	31.6%	17.6%	10.2%	35.1%	14.5%	35.4%	24.6%	27.1%	24.3%	24.2%	35.8%	26.0%	24.5%	24.0%	25.7%	22.7%
Dont know	354	133	221	101	131	59	63	85	52	72	12	60	75	31	49	77	22	56	65	94	140	21	13	28	154	56	79
	34.9%	27.0%	42.3%	34.4%	36.6%	38.6%	29.8%	31.8%	24.1%	42.1%	16.8%	28.7%	28.8%	51.4%	25.7%	51.9%	30.5%	27.2%	32.5%	38.0%	38.4%	26.3%	34.6%	29.9%	42.1%	31.4%	31.3%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

24 May 2014

Table 67
Q43. Would you describe this person as intelligent?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	733	350	382	190	255	123	165	197	173	128	49	150	197	43	140	109	59	167	153	158	254	56	25	71	264	119	193
	72.1%	70.9%	73.1%	64.8%	71.2%	80.6%	77.5%	73.4%	80.1%	74.5%	69.1%	72.1%	75.0%	69.7%	73.0%	73.3%	79.5%	81.4%	76.6%	63.9%	69.8%	69.3%	63.1%	77.2%	72.1%	66.9%	75.9%
No	122	75	47	50	51	9	13	34	26	13	12	27	35	1	29	9	10	18	21	39	44	15	6	12	40	27	22
	12.0%	15.2%	9.0%	17.1%	14.2%	5.7%	5.9%	12.7%	11.8%	7.3%	16.6%	12.8%	13.3%	1.0%	15.1%	5.8%	13.0%	9.0%	10.4%	15.8%	12.1%	18.7%	15.6%	13.0%	10.9%	15.3%	8.6%
Dont know	162	68	93	53	53	21	35	37	17	31	10	31	31	18	23	31	6	20	26	50	66	10	8	9	62	32	39
	15.9%	13.9%	17.9%	18.1%	14.7%	13.7%	16.6%	13.9%	8.0%	18.2%	14.3%	15.1%	11.7%	29.2%	11.9%	20.9%	7.5%	9.6%	13.0%	20.3%	18.1%	12.0%	21.3%	9.7%	17.0%	17.7%	15.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 68

Q44. Overall, how likely would you be to consider voting for the politician shown in the above clip?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Would definitely consider voting for	104 10.2%	63 12.8%	41 7.8%	33 11.4%	36 10.1%	17 11.0%	18 8.4%	9 3.4%	56 25.9%	19 11.2%	2 3.5%	4 1.7%	64 24.4%	9 15.0%	16 8.2%	7 4.6%	3 4.6%	35 17.2%	25 12.6%	14 5.6%	30 8.2%	7 8.3%	1 3.3%	12 12.9%	25 6.8%	22 12.6%	37 14.6%
Would probably consider voting for	201 19.8%	96 19.5%	105 20.0%	82 28.1%	72 20.1%	20 13.4%	26 12.2%	37 13.7%	61 28.2%	28 16.4%	15 21.5%	32 15.3%	69 26.3%	11 18.7%	36 18.6%	23 15.4%	23 30.6%	48 23.1%	40 20.0%	61 24.6%	53 14.5%	20 24.6%	10 27.0%	28 30.5%	65 17.6%	30 16.6%	46 18.3%
Might consider voting for	406 39.9%	167 33.8%	240 45.8%	125 42.6%	148 41.2%	68 44.9%	65 30.7%	89 33.1%	75 34.6%	83 48.3%	21 29.9%	81 38.8%	94 35.8%	22 35.7%	67 34.8%	81 54.6%	31 41.6%	74 35.8%	75 37.4%	97 39.5%	161 44.0%	26 31.9%	16 41.3%	35 38.2%	159 43.4%	65 36.8%	100 39.3%
Would probably not consider voting for	167 16.4%	74 15.1%	93 17.7%	33 11.4%	59 16.4%	29 18.9%	46 21.7%	63 23.6%	16 7.5%	33 19.1%	14 20.6%	51 24.4%	26 9.9%	15 24.4%	29 15.2%	27 17.9%	12 16.0%	25 12.3%	37 18.6%	41 16.5%	64 17.5%	17 21.0%	9 22.9%	9 9.6%	55 15.1%	35 19.9%	41 16.3%
Would definitely not consider voting for	139 13.6%	93 18.9%	45 8.7%	19 6.5%	44 12.3%	18 11.9%	57 26.9%	71 26.2%	8 3.9%	9 5.1%	17 24.5%	41 19.8%	9 3.5%	4 6.2%	44 23.1%	11 7.6%	5 7.3%	24 11.6%	23 11.4%	34 13.8%	58 15.8%	12 14.3%	2 5.6%	8 8.8%	62 17.0%	25 14.1%	29 11.5%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 69

Q45. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Better	409	218	191	129	146	53	81	122	84	54	33	96	91	32	88	58	34	102	89	91	127	32	17	31	156	73	98
	40.2%	44.2%	36.5%	43.9%	40.7%	35.0%	38.2%	45.2%	38.8%	31.6%	46.2%	46.0%	34.7%	52.6%	45.9%	38.9%	45.8%	49.8%	44.5%	36.7%	34.9%	39.6%	44.7%	33.8%	42.5%	41.2%	38.7%
Worse	105	73	32	30	40	9	25	30	28	18	11	26	40	2	17	3	12	27	15	22	40	17	2	11	34	15	23
	10.3%	14.7%	6.1%	10.1%	11.3%	6.2%	11.8%	11.3%	12.9%	10.5%	15.8%	12.6%	15.3%	2.6%	8.7%	2.1%	16.4%	13.0%	7.7%	8.9%	11.1%	21.4%	6.2%	12.2%	9.3%	8.7%	9.2%
Neither better nor worse	366	165	200	77	118	79	92	101	87	71	23	67	98	11	79	62	25	59	70	94	142	23	14	32	131	59	105
	36.0%	33.5%	38.3%	26.2%	32.8%	52.0%	43.2%	37.6%	40.3%	41.5%	32.3%	32.3%	37.5%	17.7%	41.4%	41.5%	33.4%	28.6%	35.3%	38.1%	39.0%	27.8%	35.8%	34.5%	35.6%	33.4%	41.5%
Dont know	138	38	100	58	55	11	15	16	17	28	4	19	33	17	8	26	3	18	25	40	55	9	5	18	46	30	27
	13.5%	7.6%	19.1%	19.8%	15.3%	6.9%	6.8%	5.9%	8.0%	16.4%	5.7%	9.0%	12.5%	27.1%	3.9%	17.6%	4.4%	8.5%	12.5%	16.4%	15.0%	11.2%	13.3%	19.4%	12.6%	16.7%	10.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 70
Q46. What is Andy Burnham speaking about?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Staff in the NHS	939	442	497	248	336	149	206	260	192	155	66	194	226	49	184	147	69	185	190	235	329	78	38	69	346	157	246
	92.3%	89.5%	95.0%	84.8%	93.7%	97.8%	96.5%	96.8%	89.0%	90.4%	93.5%	93.4%	86.1%	80.8%	96.3%	98.9%	93.8%	90.0%	95.2%	95.0%	90.2%	96.7%	97.7%	74.8%	94.6%	88.5%	96.8%
Cancer rates	9	7	2	9	-	-	-	1	-	1	-	1	8	-	-	-	-	2	-	-	7	-	-	1	-	7	1
	0.9%	1.3%	0.4%	3.0%	-	-	-	0.4%	-	0.6%	-	0.6%	2.9%	-	-	-	-	1.1%	-	-	1.8%	-	-	1.3%	-	3.7%	0.4%
Obesity	8	6	2	6	2	-	-	-	5	-	2	*	6	-	1	-	1	1	2	1	5	1	-	6	*	-	1
	0.8%	1.3%	0.4%	2.1%	0.7%	-	-	-	2.5%	-	3.3%	0.2%	2.2%	-	0.6%	-	1.5%	0.6%	0.8%	0.3%	1.4%	1.4%	-	6.7%	0.1%	-	0.3%
Smoking	3	3	-	1	2	1	-	-	1	*	-	1	1	*	-	-	-	1	1	1	1	-	-	2	1	*	-
	0.3%	0.6%	-	0.2%	0.5%	0.4%	-	-	0.5%	0.2%	-	0.7%	0.4%	0.6%	-	-	-	0.4%	0.5%	0.2%	0.2%	-	-	2.2%	0.2%	0.2%	-
Diabetes	5	4	1	4	-	1	-	-	-	3	1	-	1	3	1	-	1	4	-	1	1	1	-	2	2	-	1
	0.5%	0.9%	0.1%	1.5%	-	0.4%	-	-	-	1.8%	1.9%	-	0.3%	5.0%	0.4%	-	0.9%	1.8%	-	0.3%	0.2%	0.8%	-	1.9%	0.6%	-	0.3%
Healthcare Insurance	13	6	7	7	5	-	-	-	5	4	-	1	8	1	2	-	-	3	3	2	4	-	-	5	7	*	1
	1.3%	1.2%	1.4%	2.6%	1.5%	-	-	-	2.3%	2.5%	-	0.4%	2.9%	2.1%	1.0%	-	-	1.6%	1.6%	0.9%	1.2%	-	-	5.1%	1.8%	0.3%	0.5%
Hospital closures	40	26	14	17	13	2	8	7	12	8	1	10	14	7	3	2	3	9	4	8	18	1	1	7	10	13	4
	3.9%	5.3%	2.6%	5.8%	3.7%	1.4%	3.5%	2.7%	5.6%	4.4%	1.3%	4.8%	5.2%	11.5%	1.6%	1.1%	3.8%	4.4%	1.9%	3.4%	5.1%	1.1%	2.3%	8.0%	2.8%	7.3%	1.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 71
Q47. Would you describe this person as charismatic?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	277	142	134	98	81	45	52	46	74	50	22	49	86	17	40	39	29	53	48	64	112	28	9	25	91	41	77
	27.2%	28.8%	25.7%	33.7%	22.7%	29.5%	24.3%	17.1%	34.2%	29.3%	30.6%	23.7%	32.7%	28.2%	20.9%	26.1%	39.0%	25.6%	24.2%	25.9%	30.6%	34.7%	23.9%	26.6%	24.8%	22.8%	30.3%
No	582	281	301	130	224	85	142	196	110	89	42	143	129	32	133	67	40	137	124	140	180	46	22	49	212	111	140
	57.2%	56.9%	57.5%	44.5%	62.5%	56.1%	66.5%	72.7%	51.1%	51.9%	59.5%	68.5%	49.1%	52.4%	69.2%	45.3%	54.0%	66.7%	62.2%	56.8%	49.4%	56.5%	56.9%	53.4%	57.8%	62.7%	55.3%
Dont know	159	71	88	64	53	22	20	27	32	32	7	16	48	12	19	43	5	16	27	43	73	7	7	18	64	26	36
	15.6%	14.3%	16.9%	21.9%	14.8%	14.4%	9.2%	10.1%	14.6%	18.8%	9.8%	7.8%	18.3%	19.4%	9.9%	28.6%	7.1%	7.7%	13.6%	17.3%	20.0%	8.8%	19.2%	20.0%	17.3%	14.5%	14.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 72
Q48. Would you describe this person as normal?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	671	296	375	186	240	109	137	160	160	134	39	136	179	44	111	102	53	135	135	162	238	55	25	65	242	100	181
	66.0%	59.9%	71.7%	63.5%	66.7%	71.4%	64.2%	59.6%	74.0%	77.9%	55.7%	65.3%	68.2%	72.6%	57.8%	68.5%	72.5%	65.9%	67.7%	65.5%	65.4%	67.9%	63.4%	70.4%	66.0%	56.1%	71.4%
No	226	147	79	72	74	17	62	89	32	22	24	53	45	9	60	30	17	53	45	56	72	18	12	12	82	56	46
	22.2%	29.8%	15.0%	24.6%	20.7%	11.3%	29.1%	33.3%	14.6%	13.0%	34.5%	25.5%	17.2%	14.2%	31.5%	20.3%	22.4%	25.9%	22.3%	22.8%	19.6%	22.5%	29.8%	12.5%	22.5%	31.6%	17.9%
Dont know	120	51	69	35	45	26	14	19	24	16	7	19	38	8	20	17	4	17	20	29	55	8	3	16	42	22	27
	11.8%	10.3%	13.3%	11.9%	12.6%	17.3%	6.7%	7.1%	11.3%	9.1%	9.8%	9.2%	14.6%	13.3%	10.6%	11.2%	5.1%	8.3%	9.9%	11.7%	15.0%	9.7%	6.8%	17.1%	11.6%	12.2%	10.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 73
Q49. Would you describe this person as in touch with ordinary people?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	543	245	298	154	197	85	108	109	150	100	37	86	170	36	88	82	48	116	104	131	193	44	21	58	175	84	156
	53.4%	49.6%	57.1%	52.5%	54.8%	55.7%	50.8%	40.5%	69.3%	58.1%	52.8%	41.4%	65.0%	58.8%	45.9%	54.9%	64.6%	56.2%	52.3%	52.9%	52.9%	53.8%	53.2%	62.3%	47.7%	47.2%	61.5%
No	280	178	101	81	90	33	76	113	38	40	22	76	49	14	78	31	13	54	60	72	94	19	13	22	101	71	53
	27.5%	36.1%	19.4%	27.6%	25.0%	21.7%	35.7%	41.9%	17.5%	23.3%	31.8%	36.6%	18.7%	23.3%	40.5%	20.7%	17.2%	26.3%	29.9%	29.0%	25.9%	23.1%	33.6%	23.7%	27.6%	40.2%	21.1%
Dont know	194	70	123	58	72	34	29	47	28	32	11	46	43	11	26	36	13	36	35	45	77	19	5	13	90	22	44
	19.0%	14.3%	23.6%	19.9%	20.1%	22.6%	13.5%	17.6%	13.2%	18.6%	15.4%	22.0%	16.3%	17.9%	13.6%	24.5%	18.1%	17.5%	17.8%	18.1%	21.2%	23.1%	13.2%	13.9%	24.7%	12.6%	17.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
Prepared on behalf of the Mail on Sunday

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Table 74
Q50. Would you describe this person as tough?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	398	175	223	115	133	67	83	87	120	76	21	67	132	27	68	48	30	91	75	99	133	31	11	44	121	68	119
	39.1%	35.5%	42.5%	39.3%	37.1%	43.8%	38.8%	32.3%	55.6%	44.1%	29.5%	32.4%	50.4%	44.7%	35.6%	32.2%	41.3%	44.1%	37.7%	40.0%	36.5%	38.7%	29.2%	48.0%	32.9%	38.2%	46.9%
No	421	234	187	124	152	48	97	143	62	63	33	106	74	23	88	71	32	80	88	109	144	32	18	28	164	83	92
	41.4%	47.4%	35.8%	42.4%	42.4%	31.2%	45.6%	53.2%	28.7%	36.6%	46.8%	50.7%	28.2%	37.7%	45.8%	48.0%	42.9%	38.8%	44.0%	44.2%	39.6%	39.7%	45.5%	30.2%	44.8%	47.0%	36.3%
Dont know	198	85	113	53	73	38	33	39	34	33	17	35	56	11	36	29	12	35	37	39	87	17	10	20	82	26	43
	19.5%	17.1%	21.7%	18.2%	20.5%	25.0%	15.5%	14.6%	15.8%	19.3%	23.6%	16.9%	21.4%	17.6%	18.6%	19.8%	15.8%	17.2%	18.3%	15.8%	23.9%	21.6%	25.3%	21.8%	22.3%	14.8%	16.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
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Table 75
Q51. Would you describe this person as trustworthy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	321	158	163	101	114	53	53	44	107	70	21	48	112	36	55	26	34	64	64	98	94	30	11	32	89	51	103
	31.6%	32.0%	31.2%	34.5%	31.8%	34.8%	24.9%	16.5%	49.5%	40.9%	29.9%	23.0%	42.7%	58.5%	28.8%	17.6%	45.6%	31.4%	32.1%	39.8%	25.9%	37.5%	28.2%	34.1%	24.4%	28.6%	40.4%
No	292	178	114	77	102	38	76	110	46	40	27	85	52	8	80	22	24	65	59	71	97	22	12	19	101	80	58
	28.7%	36.1%	21.8%	26.3%	28.4%	24.7%	35.5%	40.8%	21.4%	23.5%	38.8%	40.6%	19.8%	13.5%	42.0%	14.6%	33.0%	31.5%	29.7%	28.8%	26.5%	26.9%	31.5%	20.2%	27.7%	45.0%	22.8%
Dont know	403	158	246	115	143	62	84	115	63	61	22	76	98	17	56	101	16	76	76	77	173	29	16	42	175	47	93
	39.7%	31.9%	47.0%	39.2%	39.7%	40.5%	39.6%	42.7%	29.1%	35.6%	31.3%	36.4%	37.5%	28.0%	29.2%	67.7%	21.4%	37.1%	38.1%	31.4%	47.6%	35.6%	40.3%	45.6%	47.9%	26.4%	36.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
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Table 76
Q52. Would you describe this person as intelligent?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Yes	646	302	345	170	223	113	140	159	162	118	47	125	169	41	128	95	55	129	133	159	225	51	26	53	222	118	174
	63.5%	61.1%	65.9%	58.1%	62.1%	74.4%	65.7%	59.0%	75.2%	68.8%	66.5%	59.9%	64.4%	67.0%	67.1%	63.8%	74.7%	62.9%	66.5%	64.2%	61.8%	62.7%	65.8%	57.2%	60.5%	66.3%	68.4%
No	164	103	61	52	53	12	48	70	20	18	13	46	38	5	41	14	7	35	34	42	54	11	10	19	50	39	34
	16.1%	20.9%	11.6%	17.9%	14.6%	7.7%	22.3%	26.0%	9.3%	10.6%	18.0%	22.3%	14.4%	8.1%	21.5%	9.2%	9.4%	16.8%	16.8%	17.0%	14.8%	13.7%	25.6%	20.8%	13.7%	22.1%	13.4%
Dont know	207	89	118	70	83	27	26	40	33	35	11	37	55	15	22	40	12	42	33	46	85	19	3	20	94	21	46
	20.3%	18.0%	22.5%	24.1%	23.2%	17.9%	12.0%	15.0%	15.5%	20.6%	15.6%	17.9%	21.1%	24.9%	11.4%	27.0%	15.9%	20.3%	16.7%	18.8%	23.4%	23.6%	8.6%	22.0%	25.8%	11.7%	18.1%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll
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Table 77
Q53. Overall, how likely would you be to consider voting for the politician shown in the above clip?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Would definitely consider voting for	82 8.1%	53 10.7%	30 5.7%	28 9.7%	25 7.1%	14 9.3%	14 6.8%	10 3.6%	42 19.3%	8 4.4%	4 5.5%	4 2.1%	50 19.3%	5 8.8%	7 3.8%	3 1.8%	10 13.5%	26 12.6%	19 9.6%	16 6.3%	22 6.0%	8 9.4%	1 3.5%	15 16.2%	22 6.0%	11 5.9%	24 9.5%
Would probably consider voting for	149 14.6%	69 13.9%	80 15.3%	56 19.2%	49 13.6%	20 13.1%	24 11.2%	22 8.3%	46 21.5%	35 20.4%	6 8.1%	27 12.8%	52 20.0%	15 24.5%	28 14.6%	14 9.3%	8 10.8%	31 15.1%	25 12.6%	48 19.4%	45 12.2%	8 9.9%	7 18.5%	12 12.9%	44 12.1%	32 18.0%	44 17.5%
Might consider voting for	442 43.5%	181 36.6%	261 50.0%	142 48.7%	171 47.7%	67 44.3%	61 28.6%	77 28.6%	96 44.4%	95 55.2%	36 50.4%	66 31.6%	120 45.7%	27 44.6%	73 37.9%	91 61.3%	37 50.2%	80 38.9%	96 48.0%	92 37.3%	174 47.7%	35 43.6%	21 53.5%	42 45.6%	158 43.1%	71 39.7%	112 44.2%
Would probably not consider voting for	195 19.2%	97 19.6%	98 18.8%	43 14.5%	68 19.1%	30 19.9%	54 25.2%	82 30.7%	19 8.9%	25 14.6%	7 10.2%	70 33.6%	24 9.0%	9 14.4%	38 19.7%	23 15.4%	14 19.2%	46 22.3%	38 19.0%	48 19.6%	63 17.2%	18 21.9%	6 14.7%	17 18.5%	77 20.9%	33 18.8%	43 17.1%
Would definitely not consider voting for	149 14.6%	95 19.3%	53 10.2%	23 7.9%	45 12.5%	21 13.5%	60 28.2%	78 28.8%	13 6.0%	9 5.3%	18 25.7%	41 19.9%	16 6.0%	5 7.7%	46 24.0%	18 12.2%	5 6.3%	23 11.1%	22 10.8%	43 17.4%	61 16.9%	12 15.1%	4 9.8%	6 6.8%	65 17.9%	31 17.6%	30 11.7%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

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Table 78

Q54. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Better	289	152	137	88	94	47	60	79	60	55	23	64	53	25	72	41	26	67	64	73	84	21	12	19	107	44	83
	28.4%	30.8%	26.2%	30.1%	26.2%	30.8%	28.1%	29.2%	27.6%	32.3%	32.6%	30.9%	20.3%	41.1%	37.8%	27.4%	35.5%	32.8%	31.9%	29.7%	23.1%	25.9%	31.3%	20.5%	29.3%	24.5%	32.6%
Worse	122	81	41	33	42	12	36	36	36	19	4	32	43	3	24	6	9	28	16	27	51	12	7	12	34	31	26
	12.0%	16.4%	7.9%	11.1%	11.6%	8.0%	16.7%	13.2%	16.5%	11.3%	5.5%	15.2%	16.4%	5.1%	12.6%	3.9%	11.8%	13.6%	8.0%	10.9%	14.1%	14.2%	17.3%	12.9%	9.4%	17.2%	10.3%
Neither better nor worse	456	219	236	131	157	72	95	132	92	70	31	97	127	25	77	64	33	90	100	117	149	38	14	38	168	88	110
	44.8%	44.4%	45.2%	44.7%	43.8%	47.4%	44.8%	49.2%	42.8%	40.7%	44.4%	46.4%	48.4%	41.6%	40.1%	43.1%	44.7%	43.8%	49.9%	47.4%	40.8%	46.9%	34.9%	41.3%	45.8%	49.5%	43.4%
Dont know	151	42	109	41	66	21	22	22	28	27	12	16	39	7	18	38	6	20	20	30	80	11	6	23	57	15	35
	14.8%	8.4%	20.8%	14.2%	18.3%	13.8%	10.5%	8.3%	13.1%	15.7%	17.5%	7.5%	15.0%	12.2%	9.6%	25.5%	8.1%	9.8%	10.1%	12.0%	22.1%	13.0%	16.4%	25.3%	15.6%	8.7%	13.7%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 79

Q55. Which of these Labour politicians would you say would be most likely to:

Be able to eat a bacon sandwich in public without looking daft?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Ed Balls	165	90	75	33	64	34	34	35	50	35	10	29	54	16	23	30	7	31	35	42	57	11	11	13	54	30	45
	16.2%	18.2%	14.2%	11.1%	17.8%	22.3%	16.0%	13.2%	23.2%	20.7%	14.4%	14.0%	20.7%	26.6%	12.0%	20.2%	9.2%	15.0%	17.3%	17.0%	15.7%	13.9%	27.4%	14.6%	14.7%	17.1%	17.8%
Yvette Cooper	135	69	67	38	39	27	31	31	33	20	11	19	34	4	37	19	17	28	23	24	60	19	2	14	40	30	30
	13.3%	13.9%	12.7%	13.1%	10.9%	17.7%	14.5%	11.4%	15.4%	11.9%	16.0%	9.0%	12.9%	5.9%	19.2%	12.7%	23.1%	13.5%	11.7%	9.6%	16.6%	23.2%	4.4%	14.8%	11.0%	17.1%	11.9%
Andy Burnham	168	87	81	38	67	33	31	46	41	31	20	37	47	4	32	18	23	38	40	53	37	21	8	11	56	19	51
	16.5%	17.7%	15.4%	12.9%	18.5%	21.6%	14.3%	17.0%	18.8%	18.2%	27.9%	17.5%	18.0%	7.0%	16.6%	12.4%	31.0%	18.6%	20.2%	21.3%	10.1%	26.0%	21.8%	12.4%	15.3%	11.0%	20.1%
Tristram Hunt	88	43	45	31	30	3	24	19	27	13	5	18	24	11	13	9	5	24	23	18	23	10	1	14	25	17	18
	8.7%	8.7%	8.6%	10.5%	8.4%	2.0%	11.3%	7.2%	12.5%	7.8%	7.1%	8.5%	9.1%	17.5%	6.8%	6.3%	6.8%	11.7%	11.5%	7.3%	6.3%	12.3%	2.7%	15.1%	6.9%	9.7%	7.0%
Chuka Umunna	170	73	96	74	59	18	19	41	27	28	7	32	43	10	43	16	8	36	34	49	50	5	5	17	75	25	40
	16.7%	14.8%	18.4%	25.2%	16.4%	11.8%	9.0%	15.1%	12.7%	16.6%	9.2%	15.1%	16.4%	16.9%	22.5%	11.0%	10.8%	17.6%	17.2%	19.8%	13.7%	6.8%	13.2%	18.4%	20.5%	14.2%	15.8%
Dont know	292	132	160	80	100	38	74	97	38	43	18	75	60	16	44	55	14	49	44	62	137	14	12	23	116	55	70
	28.7%	26.7%	30.6%	27.2%	27.9%	24.6%	34.8%	36.1%	17.5%	24.9%	25.4%	35.8%	22.9%	26.2%	22.8%	37.3%	19.2%	23.6%	22.1%	25.0%	37.6%	17.8%	30.5%	24.7%	31.7%	31.0%	27.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 80

Q55. Which of these Labour politicians would you say would be most likely to:

Know the name of the local Labour leader on a constituency visit?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Ed Balls	108	58	50	37	35	15	20	20	25	22	9	20	36	3	15	15	12	18	18	24	46	20	3	9	39	23	14
	10.6%	11.7%	9.5%	12.8%	9.8%	9.8%	9.5%	7.6%	11.6%	12.5%	12.1%	9.5%	13.9%	4.4%	7.7%	9.8%	16.8%	9.0%	9.2%	9.9%	12.7%	24.4%	7.5%	9.6%	10.5%	13.1%	5.4%
Yvette Cooper	227	102	124	48	77	31	71	64	52	52	6	46	61	23	41	37	13	50	44	45	87	13	6	19	87	34	66
	22.3%	20.7%	23.7%	16.3%	21.5%	20.2%	33.2%	23.6%	24.0%	30.2%	9.2%	22.1%	23.3%	37.6%	21.2%	24.8%	17.2%	24.4%	22.1%	18.4%	23.8%	16.4%	16.7%	20.1%	23.9%	19.2%	25.9%
Andy Burnham	128	65	63	46	47	15	20	34	30	27	9	23	27	16	30	8	17	30	22	55	20	10	3	10	42	20	42
	12.6%	13.1%	12.1%	15.6%	13.0%	10.1%	9.3%	12.5%	13.9%	16.0%	12.1%	10.9%	10.2%	26.1%	15.6%	5.2%	23.6%	14.5%	11.2%	22.4%	5.5%	12.4%	8.6%	10.8%	11.5%	11.5%	16.4%
Tristram Hunt	68	45	22	22	20	10	15	23	14	9	12	20	17	3	12	8	7	23	16	19	9	8	3	13	29	8	6
	6.7%	9.2%	4.3%	7.6%	5.5%	6.8%	7.3%	8.6%	6.3%	5.3%	17.0%	9.8%	6.4%	4.2%	6.3%	5.3%	9.9%	11.1%	8.2%	7.8%	2.5%	10.3%	7.4%	13.8%	8.0%	4.5%	2.5%
Chuka Umunna	209	94	116	52	75	40	43	54	58	36	15	45	50	11	48	31	10	40	40	55	75	14	8	19	67	43	58
	20.6%	19.0%	22.1%	17.9%	20.8%	26.0%	20.3%	20.0%	27.0%	21.1%	20.8%	21.7%	18.9%	17.3%	25.2%	20.8%	13.6%	19.5%	19.9%	22.3%	20.4%	17.5%	19.5%	20.7%	18.4%	24.1%	22.7%
Dont know	278	130	148	87	106	41	44	74	37	26	20	54	72	6	46	51	14	44	59	47	128	15	16	23	101	49	69
	27.3%	26.3%	28.3%	29.8%	29.5%	27.1%	20.4%	27.6%	17.1%	14.9%	28.8%	26.0%	27.3%	10.5%	24.0%	34.1%	18.8%	21.4%	29.4%	19.2%	35.0%	19.0%	40.3%	24.9%	27.7%	27.6%	27.0%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 81
Q55. Which of these Labour politicians would you say would be most likely to:
Have an accurate idea of their own grocery bill?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Ed Balls	47	31	16	18	21	6	2	10	15	6	2	10	18	3	4	7	4	11	12	10	14	8	1	6	18	3	10
	4.6%	6.2%	3.0%	6.3%	5.8%	3.6%	0.9%	3.8%	6.9%	3.2%	2.5%	4.6%	6.9%	5.7%	1.8%	4.6%	5.4%	5.3%	5.9%	4.2%	3.7%	10.2%	2.3%	7.0%	4.9%	1.5%	4.0%
Yvette Cooper	460	195	265	83	152	82	143	141	102	93	24	114	103	33	91	70	28	89	85	115	170	33	14	29	169	88	126
	45.2%	39.5%	50.6%	28.5%	42.3%	53.7%	67.0%	52.3%	47.2%	54.5%	34.7%	54.7%	39.2%	54.7%	47.8%	47.0%	38.0%	43.2%	42.6%	46.8%	46.7%	41.4%	35.3%	31.0%	46.2%	49.3%	49.5%
Andy Burnham	113	67	46	43	44	12	13	26	27	21	12	19	28	5	25	12	18	24	22	45	22	11	5	5	49	17	26
	11.1%	13.5%	8.8%	14.8%	12.2%	7.9%	6.3%	9.7%	12.4%	12.4%	17.3%	9.2%	10.8%	8.3%	13.1%	8.3%	24.5%	11.6%	11.2%	18.1%	6.0%	13.2%	12.3%	5.3%	13.2%	9.7%	10.4%
Tristram Hunt	43	30	13	23	18	-	2	12	9	3	2	6	12	3	8	3	2	12	9	10	12	2	1	17	13	3	7
	4.2%	6.0%	2.5%	7.9%	5.0%	-	0.8%	4.6%	4.3%	1.9%	2.6%	2.7%	4.8%	5.2%	4.2%	2.2%	3.2%	5.6%	4.6%	4.2%	3.2%	2.5%	3.0%	18.7%	3.4%	1.7%	2.6%
Chuka Umunna	118	58	60	52	36	12	19	24	29	17	9	19	35	11	17	18	10	30	26	26	36	11	4	18	27	25	29
	11.6%	11.7%	11.6%	17.7%	10.0%	8.0%	8.8%	8.7%	13.4%	9.7%	13.4%	8.9%	13.5%	17.3%	9.1%	12.2%	14.2%	14.8%	13.3%	10.4%	9.9%	13.8%	11.3%	19.2%	7.4%	14.0%	11.6%
Dont know	237	114	123	73	89	41	35	56	34	31	21	41	65	5	46	38	11	40	45	41	111	15	14	17	91	42	55
	23.3%	23.1%	23.5%	24.9%	24.7%	26.8%	16.3%	20.8%	15.9%	18.3%	29.5%	19.9%	24.8%	8.9%	23.9%	25.7%	14.8%	19.6%	22.3%	16.5%	30.6%	18.9%	35.7%	18.8%	24.9%	23.8%	21.8%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 82

Q56. If the Labour Party replaced Ed Miliband as party leader with another of these candidates, would that make you more or less likely to vote Labour at the general election next year?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Much more likely	117 11.5%	66 13.3%	52 9.9%	52 17.9%	36 9.9%	14 9.0%	15 7.2%	22 8.3%	46 21.5%	15 8.5%	4 6.2%	12 5.9%	48 18.3%	8 13.8%	16 8.5%	16 11.1%	14 18.8%	33 15.9%	22 11.1%	26 10.6%	36 9.9%	12 15.4%	6 14.9%	13 13.9%	41 11.2%	23 12.8%	22 8.8%
A little more likely	209 20.6%	106 21.5%	103 19.8%	77 26.5%	94 26.2%	18 12.1%	19 9.1%	38 14.1%	44 20.5%	40 23.5%	17 24.5%	44 21.2%	39 15.0%	18 30.1%	43 22.3%	38 25.5%	16 22.3%	56 27.5%	46 23.1%	46 18.6%	61 16.7%	18 21.8%	10 26.5%	30 32.0%	71 19.4%	34 19.2%	46 18.0%
Neither more nor less likely	635 62.4%	293 59.4%	341 65.3%	149 50.9%	203 56.5%	116 75.9%	167 78.6%	186 69.1%	120 55.4%	111 64.6%	47 66.4%	130 62.5%	169 64.3%	33 54.3%	125 65.5%	88 59.0%	42 56.8%	108 52.6%	121 60.5%	159 64.4%	247 67.7%	47 58.4%	18 45.4%	46 50.1%	233 63.6%	114 64.2%	170 67.2%
A little less likely	18 1.8%	9 1.8%	9 1.7%	5 1.7%	10 2.9%	1 0.7%	1 0.7%	6 2.2%	1 0.7%	3 1.8%	- -	9 4.3%	2 0.8%	1 1.1%	3 1.3%	1 1.0%	* 0.6%	1 0.3%	6 2.9%	6 2.3%	6 1.6%	1 1.0%	1 3.7%	1 1.2%	3 0.8%	3 1.8%	9 3.4%
Much less likely	38 3.7%	20 4.0%	18 3.5%	9 3.0%	16 4.6%	3 2.3%	9 4.4%	17 6.2%	4 2.0%	3 1.6%	2 2.9%	13 6.0%	4 1.6%	* 0.7%	5 2.4%	5 3.5%	1 1.5%	8 3.7%	5 2.4%	10 4.1%	15 4.2%	3 3.4%	4 9.5%	3 2.8%	18 5.0%	4 2.0%	7 2.7%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 83
Q57. Which of the following do you think should be the next leader of the Conservative Party after David Cameron?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Boris Johnson	333 32.8%	189 38.3%	144 27.5%	100 34.2%	119 33.2%	45 29.6%	69 32.2%	130 48.2%	45 21.1%	47 27.3%	31 43.6%	91 43.9%	59 22.6%	19 30.8%	81 42.5%	32 21.8%	30 40.8%	76 37.0%	69 34.5%	91 37.0%	97 26.6%	29 36.0%	11 28.8%	26 27.9%	133 36.2%	63 35.7%	69 27.1%
Michael Gove	22 2.2%	5 1.0%	17 3.3%	9 3.2%	4 1.2%	7 4.7%	2 0.8%	5 2.0%	3 1.6%	6 3.7%	2 2.6%	5 2.5%	3 1.1%	2 3.1%	7 3.6%	2 1.0%	1 1.3%	5 2.3%	8 3.8%	7 2.9%	3 0.8%	2 2.4%	1 2.2%	7 8.0%	4 1.1%	- -	8 3.2%
George Osborne	96 9.4%	57 11.5%	39 7.5%	37 12.7%	33 9.1%	9 5.7%	17 8.0%	27 10.0%	22 10.1%	10 6.0%	5 7.8%	25 12.1%	31 11.8%	7 12.0%	12 6.5%	11 7.7%	6 8.6%	22 10.9%	19 9.5%	21 8.5%	33 9.2%	7 9.1%	7 17.7%	18 19.1%	29 7.9%	17 9.6%	18 7.2%
Philip Hammond	34 3.3%	14 2.9%	19 3.7%	14 4.8%	6 1.5%	1 0.5%	13 6.3%	5 1.9%	6 2.6%	10 6.1%	1 1.7%	4 2.0%	10 3.9%	4 6.2%	5 2.5%	7 4.6%	3 4.0%	7 3.5%	5 2.6%	6 2.6%	15 4.1%	2 3.0%	1 1.5%	1 1.6%	8 2.3%	8 4.7%	10 3.8%
Teresa May	137 13.4%	73 14.7%	64 12.2%	31 10.5%	36 10.2%	25 16.6%	44 20.7%	47 17.6%	39 18.2%	16 9.3%	4 5.8%	42 20.3%	33 12.4%	3 4.3%	28 14.5%	12 8.2%	11 14.5%	31 15.0%	29 14.7%	28 11.2%	49 13.3%	9 11.7%	6 15.0%	9 9.3%	53 14.6%	25 14.1%	34 13.6%
Sajid Javid	48 4.8%	32 6.5%	16 3.1%	10 3.5%	17 4.7%	9 6.0%	12 5.8%	9 3.2%	21 9.7%	9 5.0%	2 3.5%	7 3.3%	14 5.4%	3 5.3%	16 8.2%	5 3.6%	2 2.3%	12 6.0%	8 3.8%	15 6.1%	13 3.6%	2 2.7%	2 5.8%	2 2.0%	15 4.0%	12 6.7%	14 5.7%
Dont know	347 34.1%	123 25.0%	224 42.7%	91 31.1%	144 40.0%	56 36.9%	56 26.3%	46 17.1%	79 36.7%	73 42.5%	25 35.0%	33 15.9%	112 42.8%	23 38.3%	42 22.2%	79 53.2%	21 28.5%	52 25.2%	62 31.1%	78 31.8%	154 42.4%	28 35.1%	11 29.0%	30 32.0%	125 34.0%	52 29.3%	100 39.5%
SIGMA	1017 100.0%	494 100.0%	523 100.0%	293 100.0%	359 100.0%	152 100.0%	213 100.0%	269 100.0%	216 100.0%	172 100.0%	71 100.0%	208 100.0%	262 100.0%	61 100.0%	191 100.0%	149 100.0%	74 100.0%	206 100.0%	200 100.0%	247 100.0%	365 100.0%	81 100.0%	39 100.0%	92 100.0%	366 100.0%	178 100.0%	254 100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 84

Q58. If the Conservative Party replaced David Cameron as party leader with another of these candidates, would that make you more or less likely to vote Conservative at the general election next year?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Much more likely	93	67	26	45	24	6	19	44	18	9	5	24	16	11	22	13	7	23	29	14	27	5	3	9	40	18	18
	9.2%	13.6%	5.0%	15.4%	6.6%	3.9%	8.8%	16.2%	8.2%	5.0%	7.5%	11.4%	6.1%	18.5%	11.6%	8.4%	9.0%	11.2%	14.7%	5.5%	7.5%	5.9%	7.9%	9.9%	10.8%	10.2%	7.3%
A little more likely	161	95	66	62	57	15	26	57	24	17	15	36	28	3	60	16	13	44	31	36	50	13	5	23	52	49	19
	15.8%	19.2%	12.7%	21.2%	15.9%	10.2%	12.4%	21.1%	11.0%	10.2%	20.6%	17.5%	10.5%	5.5%	31.1%	10.7%	17.8%	21.6%	15.3%	14.6%	13.7%	16.5%	13.6%	24.4%	14.2%	27.4%	7.4%
Neither more nor less likely	632	277	355	148	228	109	147	155	132	115	44	129	175	35	97	99	44	115	125	165	228	53	28	50	227	83	184
	62.2%	56.2%	67.8%	50.5%	63.6%	71.5%	69.0%	57.6%	61.0%	66.8%	62.3%	62.1%	66.8%	56.7%	50.7%	66.5%	59.7%	56.0%	62.4%	66.7%	62.4%	65.8%	71.9%	54.4%	62.0%	46.6%	72.5%
A little less likely	39	20	19	13	15	2	9	4	5	12	3	14	3	1	7	8	*	8	8	8	15	1	1	5	15	4	13
	3.8%	4.1%	3.6%	4.5%	4.3%	1.0%	4.2%	1.5%	2.5%	7.1%	3.6%	6.5%	1.1%	2.3%	3.7%	5.3%	0.5%	3.7%	4.0%	3.3%	4.2%	0.7%	1.3%	5.5%	4.2%	2.3%	5.3%
Much less likely	91	35	57	25	34	20	12	10	37	19	4	5	41	10	6	13	10	15	7	24	44	9	2	5	32	24	19
	9.0%	7.0%	10.8%	8.4%	9.6%	13.4%	5.6%	3.7%	17.2%	10.8%	6.0%	2.5%	15.5%	17.0%	2.9%	9.1%	13.1%	7.5%	3.6%	9.9%	12.2%	11.2%	5.3%	5.7%	8.7%	13.5%	7.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 85

Q59. Which of the following do you think should be the next leader of the Liberal Democrat Party after Nick Clegg?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Tim Farron	96	55	40	37	25	11	23	24	20	11	14	20	21	3	26	7	14	18	19	31	28	11	6	5	39	14	20
	9.4%	11.2%	7.7%	12.7%	6.9%	7.2%	10.7%	9.1%	9.2%	6.6%	19.2%	9.4%	7.9%	5.2%	13.8%	4.7%	19.4%	8.7%	9.7%	12.4%	7.7%	13.4%	16.1%	5.2%	10.7%	7.6%	8.0%
Vince Cable	167	89	77	57	50	22	37	40	42	32	12	40	53	8	26	25	12	40	27	48	51	14	5	13	57	32	45
	16.4%	18.1%	14.8%	19.5%	13.9%	14.7%	17.6%	14.7%	19.6%	18.8%	16.6%	19.2%	20.1%	13.9%	13.7%	16.8%	15.8%	19.5%	13.7%	19.3%	14.1%	17.3%	12.9%	14.3%	15.7%	17.9%	17.8%
Ed Davey	104	67	38	46	28	20	10	21	18	34	2	17	24	19	21	17	2	26	22	30	26	5	2	13	40	29	16
	10.3%	13.5%	7.2%	15.7%	7.8%	13.2%	4.9%	7.7%	8.2%	20.0%	2.3%	8.0%	9.3%	31.5%	10.9%	11.8%	2.8%	12.5%	11.2%	12.3%	7.2%	6.0%	4.2%	13.8%	10.9%	16.3%	6.4%
Danny Alexander	161	88	73	39	60	19	43	55	34	24	8	44	33	16	30	14	14	46	36	33	46	13	11	20	54	29	29
	15.8%	17.9%	13.9%	13.2%	16.8%	12.7%	20.0%	20.5%	15.9%	14.2%	10.8%	21.0%	12.7%	26.9%	15.5%	9.2%	19.1%	22.3%	17.9%	13.5%	12.6%	16.1%	29.1%	22.2%	14.9%	16.6%	11.5%
Dont know	489	194	295	114	196	79	100	129	102	69	36	88	131	14	88	85	32	76	95	105	213	38	15	41	175	74	143
	48.1%	39.3%	56.4%	38.9%	54.6%	52.1%	46.9%	48.0%	47.1%	40.5%	51.0%	42.4%	50.0%	22.5%	46.1%	57.5%	42.9%	37.0%	47.6%	42.5%	58.4%	47.2%	37.7%	44.6%	47.9%	41.6%	56.4%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Leadership Contenders Poll

Prepared on behalf of the Mail on Sunday

24 May 2014

Table 86

Q60. If the Liberal Democrat Party replaced Nick Clegg as party leader with another of these candidates, would that make you more or less likely to vote Liberal Democrat at the general election next year?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention						SEG				Region6					
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North
Unweighted Total	1017	456	561	262	431	175	149	259	212	187	69	206	278	64	178	141	84	233	240	269	275	87	50	99	343	173	259
Weighted Total	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
Much more likely	40	25	16	22	10	1	8	9	8	9	3	6	9	13	9	1	2	17	11	5	8	2	2	10	15	5	3
	4.0%	5.0%	3.0%	7.5%	2.8%	0.6%	3.5%	3.5%	3.7%	5.5%	4.1%	2.8%	3.5%	21.3%	4.7%	1.0%	2.7%	8.1%	5.4%	2.0%	2.3%	2.0%	6.3%	10.8%	4.1%	2.8%	1.4%
A little more likely	162	87	74	85	44	13	20	30	22	48	10	32	33	18	37	23	14	42	33	46	41	7	8	18	45	42	41
	15.9%	17.7%	14.2%	29.2%	12.2%	8.2%	9.2%	11.0%	10.3%	27.8%	13.8%	15.4%	12.5%	28.8%	19.1%	15.6%	18.7%	20.2%	16.5%	18.7%	11.2%	9.1%	19.6%	19.8%	12.4%	23.6%	16.1%
Neither more nor less likely	689	312	377	159	249	118	164	199	147	96	50	148	178	29	120	113	46	124	137	170	258	63	26	53	256	107	182
	67.7%	63.1%	72.2%	54.3%	69.2%	77.3%	76.8%	74.1%	68.2%	56.0%	70.9%	71.1%	67.8%	48.1%	62.5%	76.0%	62.6%	60.3%	68.8%	68.7%	70.7%	77.6%	66.1%	56.9%	69.9%	59.9%	71.7%
A little less likely	45	21	25	16	25	2	2	12	6	5	1	15	12	*	8	1	-	9	8	8	20	-	1	6	17	7	14
	4.5%	4.2%	4.7%	5.5%	7.1%	1.1%	1.0%	4.5%	2.9%	2.8%	1.7%	7.2%	4.5%	0.4%	4.4%	1.0%	-	4.5%	4.0%	3.2%	5.5%	-	2.8%	6.0%	4.6%	4.2%	5.3%
Much less likely	81	50	31	10	31	19	20	19	32	14	7	7	31	1	18	10	12	14	11	18	38	9	2	6	33	17	14
	7.9%	10.1%	5.9%	3.5%	8.6%	12.7%	9.5%	6.9%	14.9%	7.9%	9.6%	3.6%	11.8%	1.4%	9.3%	6.4%	16.0%	6.9%	5.4%	7.4%	10.3%	11.3%	5.3%	6.6%	9.0%	9.4%	5.5%
SIGMA	1017	494	523	293	359	152	213	269	216	172	71	208	262	61	191	149	74	206	200	247	365	81	39	92	366	178	254
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Page	Table	Title	Base Description	Base
	4	1	Q1. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Respondents	1017
	5	2	Q2. Voting Intention Tables - Normal Weighted Table Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election	962
	6	3	Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election	962
	7	4	Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election and Excluding DK/Refused	810
	8	5	Q2. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses) Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election and Excluding DK/Refused	888
	9	6	Q3. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?	Base : All Respondents	1017
	10	7	Q3B. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : Those who voted in the 2010 General Election	756
	11	8	Q4A1. Rank these factors in order of how much they affect which party you choose to vote for in a general election. The quality of the party's leader	Base : All Respondents	1017
	12	9	Q4A2. Rank these factors in order of how much they affect which party you choose to vote for in a general election. The quality of the party's potential ministers	Base : All Respondents	1017
	13	10	Q4A3. Rank these factors in order of how much they affect which party you choose to vote for in a general election. The quality of my local MP	Base : All Respondents	1017
	14	11	Q4A4. Rank these factors in order of how much they affect which party you choose to vote for in a general election. The policies set out in the party's manifesto	Base : All Respondents	1017

	Page	Table	Title	Base Description	Base
	15	12	Q4A5. Rank these factors in order of how much they affect which party you choose to vote for in a general election. The broader ethos of the party	Base : All Respondents	1017
	16	13	Q4A6. Rank these factors in order of how much they affect which party you choose to vote for in a general election. Preventing another party from getting into power	Base : All Respondents	1017
	17	14	Q4A1. Rank these factors in order of how much they affect which party you choose to vote for in a general election. Top 1 Rank Table	Base : All Respondents	1017
	18	15	Q4A2. Rank these factors in order of how much they affect which party you choose to vote for in a general election. Top 1-2 Rank Table	Base : All Respondents	1017
	19	16	Q4A3. Rank these factors in order of how much they affect which party you choose to vote for in a general election. Bottom Rank Table	Base : All Respondents	1017
	20	17	Q4B. Which of the following best describes how you are intending to vote in the next general election?	Base : All Answering	278
	21	18	Q4C. Which of the following best describes how you are intending to vote in the next general election?	Base : All Answering	266
	22	19	Q4D. Which of the following best describes how you are intending to vote in the next general election?	Base : All Answering	64
	23	20	Q4E. Which of the following best describes how you are intending to vote in the next general election?	Base : All Answering	178
	24	21	Q5. Which of these improvements would most make you more likely to vote for the Labour party?	Base : All Respondents	1017
	25	22	Q6. Which of these improvements would most make you more likely to vote for the Conservative party?	Base : All Respondents	1017
	26	23	Q7. Which of these improvements would most make you more likely to vote for the Liberal Democrat party?	Base : All Respondents	1017
	27	24	Q8. If David Cameron invited Nigel Farage to join the coalition government as a Cabinet Minister, would that make you...	Base : All Respondents	1017
	28	25	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Charismatic	Base : All Respondents	1017
	29	26	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Trustworthy	Base : All Respondents	1017

	Page	Table	Title	Base Description	Base
	30	27	Q8. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Normal	Base : All Respondents	1017
	31	28	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. In touch with ordinary people	Base : All Respondents	1017
	32	29	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Tough	Base : All Respondents	1017
	33	30	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Intelligent	Base : All Respondents	1017
	34	31	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Top 1 Rank Table	Base : All Respondents	1017
	35	32	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Top 1-2 Rank Table	Base : All Respondents	1017
	36	33	Q9. Rank these characteristics in terms of how important you think they are in a political leader, from most important to least important. Bottom Rank Table	Base : All Respondents	1017
	37	34	Q10. Which of these topics is mentioned by Yvette Cooper in the video?	Base : All Respondents	1017
	38	35	Q11. Would you describe this person as charismatic?	Base : All Respondents	1017
	39	36	Q12. Would you describe this person as normal?	Base : All Respondents	1017
	40	37	Q13. Would you describe this person as in touch with ordinary people?	Base : All Respondents	1017
	41	38	Q14. Would you describe this person as tough?	Base : All Respondents	1017
	42	39	Q15. Would you describe this person as trustworthy?	Base : All Respondents	1017
	43	40	Q16. Would you describe this person as intelligent?	Base : All Respondents	1017
	44	41	Q17. Overall, how likely would you be to consider voting for the politician shown in the above clip?	Base : All Respondents	1017
	45	42	Q18. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?	Base : All Respondents	1017

	Page	Table	Title	Base Description	Base
	46	43	Q19. What does Ed Balls say they got wrong?	Base : All Respondents	1017
	47	44	Q20. Would you describe this person as charismatic?	Base : All Respondents	1017
	48	45	Q21. Would you describe this person as normal?	Base : All Respondents	1017
	49	46	Q22. Would you describe this person as in touch with ordinary people?	Base : All Respondents	1017
	50	47	Q23. Would you describe this person as tough?	Base : All Respondents	1017
	51	48	Q24. Would you describe this person as trustworthy?	Base : All Respondents	1017
	52	49	Q25. Would you describe this person as intelligent?	Base : All Respondents	1017
	53	50	Q26. Overall, how likely would you be to consider voting for the politician shown in the above clip?	Base : All Respondents	1017
	54	51	Q27. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?	Base : All Respondents	1017
	55	52	Q28. Which of these topics does Tristram Hunt mention?	Base : All Respondents	1017
	56	53	Q29. Would you describe this person as charismatic?	Base : All Respondents	1017
	57	54	Q30. Would you describe this person as normal?	Base : All Respondents	1017
	58	55	Q31. Would you describe this person as in touch with ordinary people?	Base : All Respondents	1017
	59	56	Q32. Would you describe this person as tough?	Base : All Respondents	1017
	60	57	Q33. Would you describe this person as trustworthy?	Base : All Respondents	1017
	61	58	Q34. Would you describe this person as intelligent?	Base : All Respondents	1017
	62	59	Q35. Overall, how likely would you be to consider voting for the politician shown in the above clip?	Base : All Respondents	1017
	63	60	Q36. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?	Base : All Respondents	1017
	64	61	Q37. What does Chuka Umunna say he wants to see more of?	Base : All Respondents	1017
	65	62	Q38. Would you describe this person as charismatic?	Base : All Respondents	1017
	66	63	Q39. Would you describe this person as normal?	Base : All Respondents	1017
	67	64	Q40. Would you describe this person as in touch with ordinary people?	Base : All Respondents	1017
	68	65	Q41. Would you describe this person as tough?	Base : All Respondents	1017

	Page	Table	Title	Base Description	Base
	69	66	Q42. Would you describe this person as trustworthy?	Base : All Respondents	1017
	70	67	Q43. Would you describe this person as intelligent?	Base : All Respondents	1017
	71	68	Q44. Overall, how likely would you be to consider voting for the politician shown in the above clip?	Base : All Respondents	1017
	72	69	Q45. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?	Base : All Respondents	1017
	73	70	Q46. What is Andy Burnham speaking about?	Base : All Respondents	1017
	74	71	Q47. Would you describe this person as charismatic?	Base : All Respondents	1017
	75	72	Q48. Would you describe this person as normal?	Base : All Respondents	1017
	76	73	Q49. Would you describe this person as in touch with ordinary people?	Base : All Respondents	1017
	77	74	Q50. Would you describe this person as tough?	Base : All Respondents	1017
	78	75	Q51. Would you describe this person as trustworthy?	Base : All Respondents	1017
	79	76	Q52. Would you describe this person as intelligent?	Base : All Respondents	1017
	80	77	Q53. Overall, how likely would you be to consider voting for the politician shown in the above clip?	Base : All Respondents	1017
	81	78	Q54. Do you think this person would make a better or worse leader of the Labour Party than Ed Miliband?	Base : All Respondents	1017
	82	79	Q55. Which of these Labour politicians would you say would be most likely to: Be able to eat a bacon sandwich in public without looking daft?	Base : All Respondents	1017
	83	80	Q56. Which of these Labour politicians would you say would be most likely to: Know the name of the local Labour leader on a constituency visit?	Base : All Respondents	1017
	84	81	Q55. Which of these Labour politicians would you say would be most likely to: Have an accurate idea of their own grocery bill?	Base : All Respondents	1017
	85	82	Q56. If the Labour Party replaced Ed Miliband as party leader with another of these candidates, would that make you more or less likely to vote Labour at the general election next year?	Base : All Respondents	1017
	86	83	Q57. Which of the following do you think should be the next leader of the Conservative Party after David Cameron?	Base : All Respondents	1017
	87	84	Q58. If the Conservative Party replaced David Cameron as party leader with another of these candidates, would that make you more or less likely to vote Conservative at the general election next year?	Base : All Respondents	1017

	Page	Table	Title	Base Description	Base
	88	85	Q59. Which of the following do you think should be the next leader of the Liberal Democrat Party after Nick Clegg?	Base : All Respondents	1017
	89	86	Q60. If the Liberal Democrat Party replaced Nick Clegg as party leader with another of these candidates, would that make you more or less likely to vote Liberal Democrat at the general election next year?	Base : All Respondents	1017