

Ipsos MORI Political Monitor - January 2015

Table 1

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Total Voting	817	559	732	709	670	609	13	409	407	219	298	299	91	128	148	150	118	181	82	239	231	165	182	470	347	815
Conservative	286	183	257	248	231	202	2	127	159	62	105	118	20	42	50	55	39	79	39	103	80	59	43	183	102	291
	35%	33%	35%	35%	35%	33%	15% s	31%	39%	28%	35%	39%	22% s	33%	34%	37%	33%	44%	47% s	43%	35%	36%	24%	39%	29%	36%
Labour	274	192	236	231	227	207	6	130	144	102	86	86	53	49	43	42	38	49	24	79	81	50	65	159	115	256
	34%	34%	32%	33%	34%	34%	46% s	32%	35%	47%	29%	29%	58% s	38%	29%	28%	32%	27%	29% s	33%	35%	30%	36%	34%	33%	31%
Liberal Democrats (Lib Dem)	68	43	62	59	52	49	1	29	39	16	26	25	4	13	13	11	15	4	20	21	17	11	40	27	68	
	8%	8%	8%	8%	8%	8%	5% s	7%	10%	7%	9%	9%	4% s	10%	9%	9%	9%	8%	5% s	8%	9%	10%	6%	9%	8%	8%
Scottish Nationalist	29	25	28	28	27	27	1	18	11	5	16	9	3	2	9	7	6	3	1	5	7	4	13	12	17	37
	4%	4%	4%	4%	4%	4%	6% s	4%	3%	2%	5%	3%	3% s	1%	6%	4%	5%	2%	1% s	2%	3%	2%	7%	3%	5%	5%
Plaid Cymru	1	-	1	1	1	-	-	1	-	-	*	1	-	-	-	*	1	-	-	-	*	1	-	*	1	2
	*	-	*	*	*	-	- s	*	-	-	*	-	- s	-	-	*	1%	-	- s	-	*	*	-	*	*	*
Green Party	60	44	56	53	48	46	3	32	28	20	27	14	6	14	18	9	8	7	-	15	15	10	21	30	30	66
	7%	8%	8%	7%	7%	8%	20% s	8%	7%	9%	9%	5%	6% s	11%	12%	6%	6%	4%	- s	6%	7%	6%	11%	6%	9%	8%
UKIP	87	62	81	78	73	68	1	64	24	10	35	42	5	5	14	21	17	25	13	14	22	23	28	36	51	83
	11%	11%	11%	11%	11%	11%	9% s	16%	6%	5%	12%	14%	6% s	4%	10%	14%	14%	14%	16% s	6%	10%	14%	15%	8%	15%	10%
British National Party	2	2	2	2	2	2	-	2	-	2	-	-	2	-	-	-	-	-	-	-	1	2	-	1	2	2
	*	*	*	*	*	*	- s	1%	-	1%	-	-	- s	2%	-	-	-	-	- s	-	*	1%	-	*	*	*
Other	9	7	9	9	9	9	-	6	3	1	4	4	-	1	1	3	-	4	2	3	3	1	2	6	3	10
	1%	1%	1%	1%	1%	1%	- s	2%	1%	1%	1%	1%	- s	1%	1%	2%	-	2%	2% s	1%	1%	1%	1%	1%	1%	1%
"Conservative Lead over Labour"	12	-9	21	17	4	-4	-4	-3	15	-40	19	32	-33	-7	6	13	2	30	15	25	*	9	-22	24	-12	35
	1%	-2%	3%	2%	1%	-1%	-31% s	-1%	4%	-18%	7%	11%	-36% s	-5%	4%	9%	1%	17%	19% s	10%	*	6%	-12%	5%	-4%	4%
Undecided	93	44	61	58	54	48	3	32	61	32	21	40	16	16	13	8	19	21	14	13	28	21	30	41	51	97
	9%	7%	8%	7%	7%	7%	4% s	6%	12%	11%	6%	11%	13% s	10%	7%	5%	13%	10%	14% s	5%	10%	10%	13%	7%	11%	10%
Would not vote	91	4	5	4	4	4	43	49	42	37	35	19	15	22	19	17	11	7	3	14	25	30	22	40	52	88
	9%	1%	1%	1%	1%	1%	74% s	10%	8%	13%	10%	5%	12% s	13%	10%	9%	8%	3%	3% s	5%	9%	14%	9%	7%	11%	9%
Refused	9	9	9	9	9	9	-	3	6	1	3	5	-	1	2	1	2	3	1	4	2	1	2	6	3	10
	1%	2%	1%	1%	1%	1%	- s	1%	1%	*	1%	1%	- s	1%	1%	1%	1%	1%	1% s	2%	1%	1%	1%	1%	1%	1%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - January 2015

Table 2

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mortgage	Owned outright	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Total Voting	817	286	274	68	87	531	543	353	365	452	282	473	92	347	289	282	138	90	228	571	271	201	248	298	107	709	70	247	196	122	815
Conservative	286	286	-	-	-	-	286	286	132	154	191	65	29	121	110	121	38	11	49	231	75	62	89	121	27	263	13	191	14	19	291
	35%	100%	-	-s	-s	-	53%	81%	36%	34%	68%	14%	32%	35%	38%	43%	28%	12%	22%	40%	28%	31%	36%	41%	25%	37%	19%	77%	7%	16%	36%
Labour	274	-	274	-	-	274	-	-	112	162	33	222	32	114	94	77	55	41	96	171	110	91	83	80	43	237	20	6	152	33	256
	34%	-	100%	-s	-s	52%	-	-	31%	36%	12%	47%	35%	33%	32%	27%	40%	46%	42%	30%	41%	45%	34%	27%	41%	33%	28%	2%	77%	27%	31%
Liberal Democrats (Lib Dem)	68	-	-	68	-	68	68	68	31	37	29	30	7	30	24	21	13	9	22	45	22	17	20	26	10	61	5	6	6	43	68
	8%	-	-	100%	-s	13%	12%	19%	8%	8%	10%	6%	8%	9%	8%	8%	9%	10%	10%	8%	8%	9%	8%	9%	9%	9%	7%	2%	3%	35%	8%
Scottish Nationalist	29	-	-	-	-	29	29	-	15	15	5	24	5	12	9	7	5	8	12	16	27	-	-	1	1	2	27	1	8	3	37
	4%	-	-	-s	-s	6%	5%	-	4%	3%	2%	5%	5%	3%	3%	3%	4%	8%	5%	3%	10%	-	-	*	1%	*	39%	*	4%	2%	5%
Plaid Cymru	1	-	-	-	-	1	1	-	*	1	-	1	*	-	*	-	1	-	1	*	-	-	1	-	-	-	*	-	-	-	2
	*	-	-	-s	-s	*	*	-	*	*	-	*	*	-	*	-	1%	-	*	*	-	-	-	-	-	-	*	-	-	-	*
Green Party	60	-	-	-	-	60	60	-	32	28	5	53	10	27	23	13	17	6	23	36	15	13	16	29	13	55	2	2	7	15	66
	7%	-	-	-s	-s	11%	11%	-	9%	6%	2%	11%	11%	8%	8%	5%	13%	6%	10%	6%	6%	7%	6%	10%	12%	8%	3%	1%	4%	13%	8%
UKIP	87	-	-	-	87	87	87	-	39	48	15	71	6	40	27	37	9	12	21	65	18	16	33	36	10	79	2	38	8	9	83
	11%	-	-	-s	100%	16%	16%	-	11%	11%	5%	15%	7%	12%	9%	13%	7%	13%	9%	11%	7%	8%	13%	12%	10%	11%	3%	15%	4%	7%	10%
British National Party	2	-	-	-	2	2	-	-	2	1	-	2	-	2	-	-	-	2	2	-	1	1	2	-	-	2	-	-	-	-	2
	*	-	-	-s	-s	*	*	-	*	*	-	1%	-	*	-	-	-	3%	1%	-	*	*	1%	-	-	*	-	-	-	-	*
Other	9	-	-	-	9	9	-	-	2	7	3	5	1	3	3	5	-	1	1	8	2	1	3	4	1	9	*	3	-	-	10
	1%	-	-	-s	-s	2%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%
*Conservative Lead over Labour	12	286	-274	0	0	-274	286	286	20	-8	158	-157	-3	7	16	44	-16	-30	-47	60	-36	-29	6	41	-16	26	-7	185	-138	-14	35
	1%	100%	-100%	0%	0%	-52%	53%	81%	6%	-2%	56%	-33%	-3%	2%	6%	16%	-12%	-34%	-21%	10%	-13%	-14%	2%	14%	-15%	4%	-9%	75%	-70%	-11%	4%
Undecided	93	-	-	-	-	-	-	-	32	61	30	46	17	25	29	30	20	13	33	59	35	24	27	31	13	77	11	14	5	15	97
	9%	-	-	-s	-s	-	-	-	7%	11%	9%	8%	15%	6%	8%	9%	11%	11%	11%	9%	10%	10%	9%	9%	10%	9%	12%	5%	3%	11%	10%
Would not vote	91	-	-	-	-	-	-	-	49	43	21	45	8	50	30	17	22	22	44	47	29	21	34	29	8	76	8	4	4	4	88
	9%	-	-	-s	-s	-	-	-	11%	8%	6%	8%	7%	12%	9%	5%	12%	17%	14%	7%	9%	9%	11%	8%	6%	9%	9%	2%	2%	3%	9%
Refused	9	-	-	-	-	-	-	-	4	5	4	3	2	3	2	6	-	1	1	9	2	2	4	3	1	9	-	-	-	-	10
	1%	-	-	-s	-s	-	-	-	1%	1%	1%	1%	2%	1%	1%	2%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	1%

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Table 3

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	632	632	632	632	632	632	-	310	322	115	234	283	36	79	106	128	113	170	53	211	194	108	119	405	227	632
Weighted Total	617	617	617	617	617	617	-	302	315	131	233	252	53	78	115	118	93	159	74	189	167	121	140	356	261	632
Total Voting	559	559	559	559	559	559	-	284	276	118	218	223	48	71	106	112	83	141	60	175	152	108	125	326	233	569
Conservative	183	183	183	183	183	183	-	84	100	27	67	90	3	23	33	34	27	63	29	63	51	42	27	114	69	191
	33%	33%	33%	33%	33%	33%	-s	30%	36%	22%	31%	40%	7%	33%	31%	31%	32%	45%	49%	36%	34%	39%	22%	35%	30%	34%
Labour	192	192	192	192	192	192	-	94	98	59	71	62	33	26	32	39	29	33	14	65	51	33	43	116	76	185
	34%	34%	34%	34%	34%	34%	-s	33%	36%	50%	33%	28%	70%	36%	31%	35%	35%	24%	24%	37%	34%	31%	34%	36%	33%	33%
Liberal Democrats (Lib Dem)	43	43	43	43	43	43	-	17	27	7	20	17	1	5	10	10	7	10	2	15	11	10	7	26	18	45
	8%	8%	8%	8%	8%	8%	-s	6%	10%	6%	9%	8%	3%	7%	9%	9%	8%	7%	4%	8%	7%	10%	6%	8%	8%	8%
Scottish Nationalist	25	25	25	25	25	25	-	15	10	4	13	8	2	2	7	6	6	2	1	4	6	2	13	10	15	32
	4%	4%	4%	4%	4%	4%	-s	5%	4%	3%	6%	4%	4%	3%	7%	5%	7%	1%	1%	2%	4%	2%	10%	3%	6%	6%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	44	44	44	44	44	44	-	22	22	14	21	9	3	12	16	5	3	6	-	12	10	7	14	23	21	48
	8%	8%	8%	8%	8%	8%	-s	8%	8%	12%	9%	4%	6%	16%	15%	5%	4%	4%	-s	7%	7%	7%	11%	7%	9%	8%
UKIP	62	62	62	62	62	62	-	45	17	5	24	33	5	1	8	16	11	23	12	13	20	11	19	32	30	60
	11%	11%	11%	11%	11%	11%	-s	16%	6%	4%	11%	15%	10%	1%	8%	14%	13%	16%	19%	7%	13%	10%	15%	10%	13%	11%
British National Party	2	2	2	2	2	2	-	2	-	2	-	-	-	2	-	-	-	-	-	-	-	2	-	-	2	1
	*	*	*	*	*	*	-s	1%	-	1%	-	-	-s	2%	-	-	-	-	-s	-	-	1%	-	-	1%	1%
Other	7	7	7	7	7	7	-	5	2	1	2	4	-	1	-	2	4	2	3	2	*	1	5	2	7	
	1%	1%	1%	1%	1%	1%	-s	2%	1%	1%	1%	2%	-s	2%	-	2%	-	3%	3%	2%	1%	*	1%	2%	1%	1%
"Conservative Lead over Labour"	-9	-9	-9	-9	-9	-9	0	-11	2	-32	-4	27	-30	-2	*	-5	-3	30	15	-1	*	8	-15	-2	-7	6
	-2%	-2%	-2%	-2%	-2%	-2%	0%	-4%	1%	-27%	-2%	12%	-63%	-3%	*	-4%	-3%	21%	25%	-1%	*	7%	-12%	-1%	-3%	1%
Undecided	44	44	44	44	44	44	-	13	32	11	10	23	5	6	5	7	16	12	9	12	11	12	21	23	48	
	7%	7%	7%	7%	7%	7%	-s	4%	10%	8%	4%	9%	9%	8%	5%	4%	8%	10%	16%	5%	7%	9%	9%	6%	9%	8%
Would not vote	4	4	4	4	4	4	-	3	1	1	2	1	1	2	*	1	-	-	*	*	2	1	1	2	2	5
	1%	1%	1%	1%	1%	1%	-s	1%	*	1%	1%	*	2%	-s	2%	*	1%	-	-s	*	1%	1%	1%	1%	1%	1%
Refused	9	9	9	9	9	9	-	3	6	1	3	5	-	1	2	1	2	3	1	4	2	1	2	6	3	10
	2%	2%	2%	2%	2%	2%	-s	1%	2%	1%	1%	2%	-s	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%

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Table 4

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure					GOR Regions							Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	632	191	185	45	60	378	384	236	257	375	196	385	147	183	214	263	87	57	144	477	206	133	179	247	85	530	73	208	174	108	632
Weighted Total	617	183	192	43	62	376	367	227	261	356	193	371	71	239	219	245	88	56	144	464	211	150	181	225	80	529	61	200	160	103	632
Total Voting	559	183	192	43	62	376	367	227	241	319	180	343	60	228	201	219	78	52	130	421	187	133	164	208	75	481	54	191	154	89	569
Conservative	183 33%	183 100%	-	-s	-s	-	183 50%	183 81%	76 32%	107 34%	124 69%	44 13%	17 28%	74 32%	62 31%	95 43%	21 27%	3 6%	24 6%	157 19%	50 27%	38 29%	55 34%	79 38%	16 21%	167 35%	12 21%	149 78%	9 6%	13 14%	191 34%
Labour	192 34%	-	192 100%	-s	-s	192 51%	-	-	87 36%	105 33%	17 9%	162 47%	26 43%	82 36%	77 39%	58 26%	29 37%	24 47%	54 41%	136 32%	76 40%	64 48%	60 36%	57 27%	32 43%	170 35%	11 21%	4 2%	121 78%	26 29%	185 33%
Liberal Democrats (Lib Dem)	43 8%	-	-	43 100%	-s	43 12%	43 12%	43 19%	16 7%	27 8%	19 10%	20 6%	3 5%	17 7%	14 7%	15 7%	7 9%	7 13%	14 11%	30 7%	14 7%	10 8%	11 7%	19 9%	7 9%	38 8%	4 7%	5 2%	4 3%	31 35%	45 8%
Scottish Nationalist	25 4%	-	-	-	-s	25 7%	25 7%	-	12 5%	13 4%	4 2%	20 6%	5 8%	9 4%	7 3%	7 3%	5 6%	6 12%	11 9%	13 3%	23 12%	-	-	1 1%	1 2%	2 23%	23 43%	1 1%	8 5%	2 2%	32 6%
Plaid Cymru	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-s	-	-	-	-
Green Party	44 8%	-	-	-s	-s	44 12%	44 12%	-	25 10%	19 6%	-	43 12%	7 12%	20 9%	18 11%	11 5%	10 13%	4 8%	15 11%	28 7%	9 5%	8 6%	11 7%	24 11%	11 15%	39 8%	2 4%	1 1%	4 3%	13 14%	48 8%
UKIP	62 11%	-	-	-s	100%	62 17%	62 17%	-	22 9%	41 13%	14 8%	49 14%	1 2%	23 10%	22 11%	29 13%	5 7%	6 11%	11 8%	51 12%	14 7%	12 9%	22 13%	27 13%	6 8%	56 12%	2 4%	29 15%	7 5%	5 6%	60 11%
British National Party	2 *	-	-	-s	-s	2 *	2 *	-	2 1%	-	-	2 *	-	2 1%	-	-	-s	3%	1%	-	-	-	2 1%	-	-s	*	-s	-	-	-	1 *
Other	7 1%	-	-	-s	-s	7 2%	7 2%	-	1 *	6 2%	3 2%	4 1%	1 1%	1 1%	2 1%	5 2%	-s	-s	-	6 2%	1 1%	1 1%	3 2%	2 1%	1 1%	7 1%	-s	2 1%	-	-	7 1%
*Conservative Lead over Labour	-9 -2%	183 100%	-192 -100%	0 0%	0 0%	-192 -51%	183 50%	183 81%	-11 -5%	2 1%	107 60%	-118 -34%	-9 -15%	-8 -4%	-16 -8%	37 17%	-8 -10%	-21 -41%	-29 -23%	21 5%	-26 -14%	-26 -20%	-5 -3%	22 10%	-17 -22%	-3 -1%	* 1%	145 76%	-112 -73%	-13 -14%	6 1%
Undecided	44 7%	-	-	-s	-s	-	-	-	14 5%	30 9%	10 5%	22 6%	9 13%	7 3%	14 7%	19 8%	7 8%	3 6%	11 8%	34 7%	21 10%	14 9%	11 6%	13 6%	4 5%	35 7%	7 11%	10 5%	4 3%	14 13%	48 8%
Would not vote	4 1%	-	-	-s	-s	-	-	-	2 1%	2 1%	-	2 1%	1 1%	1 1%	2 1%	-	2 3%	-s	2 2%	2 *	1 *	1 1%	2 1%	1 *	-	4 1%	-s	-	1 1%	-	5 1%
Refused	9 2%	-	-	-s	-s	-	-	-	4 2%	5 1%	4 2%	3 1%	2 3%	3 1%	2 1%	6 3%	-s	1 1%	1 *	9 2%	2 1%	2 1%	4 2%	3 2%	1 1%	9 2%	-s	-	-	-	10 2%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI

Ipsos MORI Political Monitor - January 2015

Table 5

Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Conservative	237 23%	155 25%	219 27%	212 27%	195 26%	172 26%	1	110 22%	127 24%	58 20%	90 25%	89 24%	20 16%	38 23%	44 24%	46 26%	33 22%	56 26%	29 29%	87 32%	67 23%	48 22%	35 15%	154 28%	83 18%	240 24%
Labour	225 22%	163 26%	201 25%	196 25%	192 26%	176 26%	5 9%	109 22%	116 22%	88 30%	74 21%	63 17%	49 40%	39 24%	38 21%	36 20%	24 16%	39 18%	18 18%	71 26%	68 24%	37 17%	50 21%	139 25%	87 19%	211 21%
Liberal Democrats (Lib Dem)	47 5%	33 5%	46 6%	43 6%	38 5%	36 5%	- -s	20 4%	27 5%	13 4%	15 4%	19 5%	3 2%	10 6%	8 4%	8 4%	10 7%	9 4%	2 2%	13 5%	14 5%	11 5%	10 4%	27 5%	20 5%	47 5%
Scottish Nationalist	28 3%	24 4%	27 3%	27 3%	26 3%	26 4%	1 1%	17 4%	10 2%	5 2%	16 4%	7 2%	3 3%	2 1%	9 5%	7 4%	6 4%	2 1%	1 1%	5 2%	7 2%	3 1%	13 6%	11 2%	17 4%	34 3%
Plaid Cymru	1 *	- *	1 *	1 *	1 *	- *	- -s	1 *	- *	- *	- *	1 *	- -s	- *	- *	- *	1 *	- *	- -s	- *	- *	1 *	- *	- *	1 *	1 *
Green Party	53 5%	40 7%	50 6%	48 6%	45 6%	42 6%	3 4%	29 6%	25 5%	18 6%	24 7%	12 3%	4 4%	13 8%	15 8%	8 5%	8 5%	5 2%	- -s	14 5%	14 5%	7 3%	18 8%	28 5%	25 6%	58 6%
UKIP	75 7%	53 9%	70 9%	67 9%	63 9%	58 9%	1 2%	57 12%	18 4%	8 3%	31 9%	36 10%	4 3%	4 2%	13 7%	18 10%	14 10%	22 10%	11 11%	12 4%	19 7%	20 9%	24 10%	31 6%	44 10%	72 7%
Scottish Socialist Party	* *	- *	- *	- *	- *	- *	- -s	- *	* *	- *	* *	- *	- -s	- *	- *	- *	- *	- *	- -s	- *	- *	* *	- *	- *	* *	1 *
British National Party (BNP)	2 *	2 *	2 *	2 *	2 *	2 *	- -s	2 *	- *	2 1%	- *	- *	- -s	2 1%	- *	- *	- *	- *	- -s	- *	1 *	2 1%	- *	1 *	2 *	2 *
Independent Candidate	2 *	1 *	2 *	2 *	2 *	2 *	- -s	2 *	- *	1 *	1 *	- *	- -s	1 *	1 1%	- *	- *	- *	- -s	1 *	1 *	- *	- *	2 *	- *	2 *
Other	2 *	2 *	2 *	2 *	2 *	2 *	- -s	2 *	- *	* *	* *	1 *	- -s	* *	- *	* *	- *	1 1%	- *	- *	* *	* 1%	* *	* *	2 *	3 *
Undecided	238 24%	128 21%	170 21%	163 21%	155 21%	139 21%	6 10%	95 19%	143 28%	62 22%	66 18%	110 30%	27 22%	35 21%	33 18%	33 19%	41 27%	69 33%	35 34%	50 18%	67 24%	62 28%	59 25%	117 21%	121 27%	242 24%
Would not vote	82 8%	4 1%	5 1%	4 1%	4 1%	4 1%	41 70%	42 9%	40 8%	33 12%	35 10%	14 4%	12 10%	21 13%	19 10%	17 9%	10 6%	4 2%	1 1%	14 5%	24 8%	23 11%	21 9%	38 7%	45 10%	80 8%
Refused	16 2%	12 2%	12 2%	12 2%	12 2%	12 2%	1 2%	5 1%	10 2%	1 *	5 1%	10 3%	- -s	1 1%	2 1%	3 2%	4 3%	6 3%	4 4%	4 2%	4 2%	3 1%	4 2%	9 2%	7 2%	17 2%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - January 2015

Table 6

Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		Total
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010	
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010	
Conservative	237	237	-	-	-	-	237	237	117	120	172	42	24	110	95	93	36	9	45	188	62	49	67	108	23	219	13	156	12	18	240	
	23%	83%	-	-s	-s	-	44%	67%	26%	21%	51%	7%	20%	26%	27%	28%	20%	7%	15%	27%	18%	20%	21%	30%	18%	25%	15%	59%	6%	12%	24%	
Labour	225	-	225	-	-	225	-	-	92	134	24	185	28	93	84	64	48	26	74	148	93	75	66	66	37	193	18	6	121	29	211	
	22%	-	82%	-s	-s	42%	-	-	20%	24%	7%	33%	24%	22%	24%	19%	27%	20%	24%	22%	28%	30%	21%	18%	29%	22%	20%	2%	59%	20%	21%	
Liberal Democrats (Lib Dem)	47	-	-	47	-	47	47	47	19	29	22	18	4	21	17	16	9	6	15	33	14	11	15	18	9	43	3	5	3	32	47	
	5%	-	-	70% s	-s	9%	9%	13%	4%	5%	6%	3%	4%	5%	5%	5%	5%	5%	5%	5%	4%	4%	5%	5%	7%	5%	3%	2%	2%	22%	5%	
Scottish Nationalist	28	-	-	-	-	28	28	-	15	13	4	23	4	12	9	6	5	8	12	15	26	-	-	1	1	1	26	1	8	3	34	
	3%	-	-	-s	-s	5%	5%	-	3%	2%	1%	4%	4%	3%	3%	2%	3%	6%	4%	2%	8%	-	-	*	1%	*	30%	*	4%	2%	3%	
Plaid Cymru	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	
	*	-	-	-s	-s	*	*	-	*	*	*	*	-	-	-	-	*	-	*	-	*	-	*	-	-	-	-	-	-	-	*	
Green Party	53	-	-	-	-	53	53	-	30	24	3	48	9	25	20	12	16	5	20	32	12	11	13	28	12	49	1	2	6	12	58	
	5%	-	-	-s	-s	10%	10%	-	7%	4%	1%	9%	8%	6%	6%	4%	9%	4%	7%	5%	4%	4%	4%	8%	10%	6%	1%	1%	3%	9%	6%	
UKIP	75	-	-	-	75	75	75	-	34	41	12	61	5	36	24	32	9	8	17	56	14	13	32	29	8	70	1	33	6	7	72	
	7%	-	-	-s	86% s	14%	14%	-	8%	7%	4%	11%	4%	9%	7%	10%	5%	6%	6%	8%	4%	5%	10%	8%	6%	8%	1%	13%	3%	5%	7%	
Scottish Socialist Party	*	-	-	-	*	*	*	-	*	-	*	*	-	-	-	-	*	*	*	-	*	-	-	-	-	-	*	-	-	-	1	
	*	-	-	-s	-s	*	*	-	*	*	*	*	-	-	-	-	*	*	*	-	*	-	-	-	-	-	*	-	-	-	*	
British National Party (BNP)	2	-	-	-	2	2	-	-	2	1	-	2	-	2	-	-	-	2	2	-	1	1	2	-	2	-	-	-	-	-	2	
	*	-	-	-s	-s	*	*	-	*	*	*	*	-	-	-	-	-	2%	1%	-	*	*	*	-	*	-	-	-	-	-	-	*
Independent Candidate	2	-	-	-	2	2	-	-	1	1	-	1	-	1	1	1	-	-	-	2	-	-	1	1	-	2	-	-	-	-	2	
	*	-	-	-s	-s	*	*	-	*	*	*	*	-	-	*	*	-	-	-	*	-	-	*	*	-	*	-	-	-	-	*	
Other	2	-	-	-	2	2	-	-	1	1	2	*	1	-	2	-	-	-	-	2	-	-	-	2	1	2	-	-	-	-	3	
	*	-	-	-s	-s	*	*	-	*	*	*	1%	-	-	*	-	-	-	-	2	-	-	-	1%	2	-	-	-	-	-	*	
Undecided	238	49	48	20	12	92	93	69	92	147	72	138	33	76	67	87	34	43	77	153	84	65	78	76	28	205	19	58	43	36	242	
	24%	17%	17%	30% s	14% s	17%	17%	19%	20%	26%	21%	24%	28%	18%	19%	26%	19%	34%	25%	22%	25%	26%	25%	21%	24%	22%	22%	22%	21%	26%	24%	
Would not vote	82	-	-	-	-	-	-	-	45	38	21	38	8	45	29	13	21	19	39	42	25	18	33	25	8	69	7	3	3	4	80	
	8%	-	-	-s	-s	-	-	-	10%	7%	6%	7%	7%	11%	8%	4%	12%	15%	13%	6%	7%	7%	10%	7%	6%	8%	8%	1%	2%	3%	8%	
Refused	16	-	1	-	3	2	-	-	4	11	5	9	2	4	2	11	*	2	2	14	5	5	4	6	2	15	-	-	2	1	17	
	2%	-	*	-s	-s	*	*	-	1%	2%	1%	2%	2%	1%	1%	3%	*	1%	1%	2%	1%	2%	1%	2%	2%	2%	-	-	1%	*	2%	

Fieldwork dates : 11th to 13th January 2015
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 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos MORI Political Monitor - January 2015

Table 7

Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	259	142	187	179	171	155	9	102	157	59	70	130	23	36	32	38	53	77	27	58	81	59	61	139	120	259
Weighted Total	254	139	182	175	167	150	7	101	153	63	70	120	27	36	35	36	46	75	38	54	72	65	63	126	128	259
Conservative	49 19%	28 20%	38 21%	36 20%	36 21%	31 20%	1 8% s	16 16%	32 21%	5 7% s	15 21% s	29 24%	1 2% s	4 11% s	6 16% s	9 25% s	6 13% s	23 31% s	10 27% s	16 30% s	13 18% s	11 17% s	8 12% s	30 24%	19 15%	51 20%
Labour	49 19%	29 21%	36 20%	35 20%	35 21%	31 20%	1 11% s	21 21%	28 18%	14 22% s	12 17% s	23 19%	4 16% s	10 26% s	5 14% s	7 19% s	13 29% s	10 13% s	5 14% s	8 14% s	13 18% s	13 20% s	15 24% s	21 16%	28 22%	45 17%
Liberal Democrats (Lib Dem)	20 8%	11 8%	16 9%	16 9%	14 8%	13 9%	1 10% s	8 8%	12 8%	3 5% s	11 16% s	6 5%	1 3% s	3 7% s	6 16% s	5 15% s	6 1%	2 8% s	2 5% s	7 13% s	7 9% s	6 9% s	1 2% s	13 11%	7 5%	21 8%
Scottish Nationalist	2 1%	1 1%	2 1%	1 1%	1 1%	1 -s	1 1%	1 *	1 *	-s	-s	2 1%	-s	-s	-s	-s	1 1%	-s	-s	1 1%	1 1%	1 1%	-s	1 1%	1 *	3 1%
Plaid Cymru	* -	- -	- -	- -	- -	- -	-s *	* -	- -	-s *	-s *	-s -	-s -	-s -	-s -	1 *	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	1 *
Green Party	7 3%	4 3%	6 3%	6 3%	4 2%	4 2%	-s -	3 3%	4 2%	2 3% s	3 4% s	2 2%	1 5% s	1 2% s	2 7% s	1 2% s	-s 3% s	2 -s	-s 1%	1 1%	1 2%	3 4% s	2 4% s	2 2%	5 4%	8 3%
UKIP	12 5%	9 6%	10 6%	10 6%	10 6%	10 -s	7 7%	5 4%	3 4%	4 6% s	6 5%	1 4% s	1 4% s	1 4% s	3 7% s	2 5% s	3 4% s	1 4% s	2 4% s	4 5% s	4 5% s	3 5% s	4 6% s	6 4%	7 5%	11 4%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	-s -	- -	- -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	- -
British National Party	- -	- -	- -	- -	- -	- -	-s -	- -	- -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	-s -	- -
Independent Candidate	1 *	1 1%	1 *	1 *	1 *	1 1%	-s -	- -	1 1%	-s -	-s 1%	-s -	-s -	-s -	-s -	-s -	-s 1%	-s -	1 1%	1 1%	-s -	-s -	-s -	1 1%	-s -	1 *
Other	4 1%	3 2%	4 2%	4 2%	4 2%	4 2%	-s 2%	2 2%	1 1%	-s -	2 3% s	2 1%	-s -	-s -	2 6% s	-s -	2 2% s	2 4% s	2 3% s	1 3% s	2 2% s	-s 1%	1 1%	3 2%	1 *	3 1%
Undecided	93 36%	44 32%	61 34%	58 33%	54 32%	48 32%	3 37% s	32 32%	61 40%	32 50% s	21 29% s	40 33%	16 59% s	16 44% s	13 37% s	8 22% s	19 42% s	21 28% s	14 37% s	13 24% s	28 39% s	21 32% s	30 48% s	41 33%	51 40%	97 37%
Would not vote	9 4%	- -	- -	- -	- -	- -	2 35% s	7 7%	2 1%	4 6% s	-s -	5 4%	3 11% s	1 3% s	-s -	-s -	2 4% s	3 4% s	2 5% s	-s -	2 3% s	6 10% s	1 1%	2 2%	7 5%	8 3%
Refused	9 4%	9 7%	9 5%	9 5%	9 6%	9 6%	-s -	3 3%	6 4%	1 1% s	3 5% s	5 4%	-s -	1 3% s	2 6% s	1 3% s	2 5% s	3 4% s	1 4% s	4 8% s	2 3% s	1 2% s	2 3% s	6 5%	3 2%	10 4%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01
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Ipsos MORI Political Monitor - January 2015

Table 8

Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions								Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Total	
Unweighted Total	259	51	45	21	11	93	99	72	94	165	71	156	63	61	76	103	35	39	74	179	88	66	85	86	33	221	22	64	45	36	259	
Weighted Total	254	49	49	20	12	95	94	69	96	158	76	147	36	80	69	98	35	44	79	167	89	70	83	82	30	220	19	58	45	37	259	
Conservative	49	49	-	-	-	-	49	49	15	34	19	23	6	11	15	28	2	4	43	13	13	22	14	4	44	-	35	2	2	51		
	19%	100%	-s	-s	-s	-s	51%	71%	16%	21%	25%	16%	16%	14%	21%	28%	7%	5%	6%	25%	14%	18%	27%	17%	13%	20%	-s	60%	5%	5%	20%	
Labour	49	-	49	-	-	49	-	-	20	28	9	37	4	20	9	13	6	16	22	22	17	16	17	14	6	44	2	-	31	4	45	
	19%	-s	100%	-s	-s	51%	-s	-s	21%	18%	12%	25%	12%	25%	13%	13%	18%	35%	28%	13%	19%	22%	21%	18%	22%	20%	8%	-s	67%	11%	17%	
Liberal Democrats (Lib Dem)	20	-	-	20	-	20	20	20	12	8	7	12	3	9	7	5	3	3	7	12	9	6	4	8	1	18	2	1	3	11	21	
	8%	-s	-s	100%	-s	21%	22%	29%	13%	5%	9%	8%	9%	12%	10%	6%	10%	8%	9%	7%	10%	9%	5%	9%	5%	8%	12%	1%	6%	30%	8%	
Scottish Nationalist	2	-	-	-	-	2	2	-	-	2	1	1	1	-	1	-	-	-	1	1	-	-	-	-	-	1	-	-	-	3		
	1%	-s	-s	-s	-s	2%	2%	-s	-s	1%	1%	1%	1%	-s	-s	1%	1%	-s	1%	1%	1%	-s	*s	-s	-s	*s	7%	-s	-s	-s	1%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1		
	-	-s	-s	-s	-s	*s	*s	-s	-s	-	-s	-	1%	-s	*s	-	-s	-s	-s	-	-s	-s	*s	-s	-s	-s	-s	1%	-s	-		
Green Party	7	-	-	-	-	7	7	-	3	4	2	5	1	2	3	1	2	1	3	4	3	2	3	1	1	6	1	-	1	3	8	
	3%	-s	-s	-s	-s	7%	7%	-s	3%	3%	3%	3%	3%	2%	4%	1%	5%	3%	4%	2%	3%	3%	3%	2%	3%	3%	4%	-s	2%	8%	3%	
UKIP	12	-	-	-	12	12	12	-	5	7	3	9	1	4	3	5	-	4	4	8	4	3	1	6	2	9	1	5	3	2	11	
	5%	-s	-s	-s	100%	13%	13%	-s	5%	4%	4%	6%	4%	5%	5%	5%	-s	8%	5%	5%	5%	4%	2%	8%	8%	4%	7%	8%	6%	5%	4%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-	-s	-s	-s	-	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-		
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-	-s	-s	-s	-	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-		
Independent Candidate	1	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-	-	-	1	1	-	1	-	-	1	-	1	-	-	1		
	-	-s	-s	-s	-s	1%	1%	-s	-s	*	-s	1%	-s	-s	-s	1%	-s	-s	-s	-	-s	-s	1%	-s	-s	-s	1%	-s	-s	-		
Other	4	-	-	-	-	4	4	-	-	4	2	2	-	1	-	3	-	1	1	3	1	1	2	1	1	4	-	2	-	-	3	
	1%	-s	-s	-s	-s	4%	4%	-s	-s	2%	2%	1%	-s	2%	-s	3%	-s	1%	1%	2%	2%	2%	2%	1%	2%	2%	-s	4%	-s	-s	1%	
Undecided	93	-	-	-	-	-	-	-	32	61	30	46	17	25	29	30	20	13	33	59	35	24	27	31	13	77	11	14	5	15	97	
	36%	-s	-s	-s	-s	-s	-s	-s	33%	38%	39%	31%	49%	31%	42%	30%	56%	30%	42%	35%	39%	34%	33%	37%	44%	35%	56%	24%	12%	41%	37%	
Would not vote	9	-	-	-	-	-	-	-	4	5	-	7	-	5	1	4	1	3	4	5	4	3	1	4	-	8	1	1	1	-	8	
	4%	-s	-s	-s	-s	-s	-s	-s	4%	3%	-s	5%	-s	6%	1%	4%	3%	7%	5%	3%	5%	4%	1%	5%	-s	4%	6%	1%	2%	-s	3%	
Refused	9	-	-	-	-	-	-	-	4	5	4	3	2	3	2	6	-	1	1	9	2	2	4	3	1	9	-	-	-	-	10	
	4%	-s	-s	-s	-s	-s	-s	-s	4%	3%	5%	2%	5%	4%	3%	6%	-s	2%	1%	5%	2%	3%	5%	4%	4%	4%	-s	-s	-s	-s	4%	

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01
 *-Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos MORI Political Monitor - January 2015

Table 9

Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow? (All certain to vote)

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	632	632	632	632	632	632	-	310	322	115	234	283	36	79	106	128	113	170	53	211	194	108	119	405	227	632
Weighted Total	617	617	617	617	617	617	-	302	315	131	233	252	53	78	115	118	93	159	74	189	167	121	140	356	261	632
Conservative	155 25%	155 25%	155 25%	155 25%	155 25%	155 25%	-s	74 24%	81 26%	26 20%	57 25%	72 28%	3 6% ^s	22 28% ^s	28 25%	29 25%	24 26%	48 30%	24 32% ^s	53 28%	43 26%	35 29%	24 17%	96 27%	59 23%	161 25%
Labour	163 26%	163 26%	163 26%	163 26%	163 26%	163 26%	-s	80 26%	83 26%	56 42%	59 25%	48 19%	32 60% ^s	24 31% ^s	27 24%	32 27%	21 22%	27 17%	11 15% ^s	58 31%	44 26%	25 21%	37 26%	101 28%	62 24%	158 25%
Liberal Democrats (Lib Dem)	33 5%	33 5%	33 5%	33 5%	33 5%	33 5%	-s	14 5%	19 6%	6 4%	12 5%	15 6%	1 3% ^s	4 6% ^s	5 5%	7 6%	7 7%	8 5%	2 3% ^s	11 6%	9 6%	6 5%	6 5%	20 6%	13 5%	34 5%
Scottish Nationalist	24 4%	24 4%	24 4%	24 4%	24 4%	24 4%	-s	15 5%	9 3%	4 3%	13 6%	7 3%	2 4% ^s	2 2% ^s	7 6%	6 5%	6 6%	2 1%	1 1% ^s	4 2%	6 3%	2 2%	13 9%	10 3%	15 6%	30 5%
Plaid Cymru	-	-	-	-	-	-	-s	-	-	-	-	-	-s	-s	-	-	-	-	-s	-	-	-	-	-	-	-
Green Party	40 7%	40 7%	40 7%	40 7%	40 7%	40 7%	-s	21 7%	19 6%	14 11%	18 8%	8 3%	3 5% ^s	12 15% ^s	13 11%	5 4%	3 3%	5 3%	-s	12 7%	10 6%	4 4%	13 9%	23 6%	18 7%	44 7%
UKIP	53 9%	53 9%	53 9%	53 9%	53 9%	53 9%	-s	40 13%	13 4%	4 3%	20 9%	30 12%	3 6% ^s	1 1% ^s	7 6%	13 11%	10 10%	20 13%	10 14% ^s	11 6%	16 10%	9 8%	17 12%	27 8%	26 10%	53 8%
Scottish Socialist Party	-	-	-	-	-	-	-s	-	-	-	-	-	-s	-s	-	-	-	-	-s	-	-	-	-	-	-	-
British National Party (BNP)	2 *	2 *	2 *	2 *	2 *	2 *	-s	2 1%	-	2 1%	-	-	-	2 2% ^s	-	-	-	-	-s	-	-	2 1%	-	-	2 1%	1 *
Independent Candidate	1 *	1 *	1 *	1 *	1 *	1 *	-s	1 *	-	1 1%	-	-	-	1 1% ^s	-	-	-	-	-s	1 *	-	-	-	1 *	-	1 *
Other	2 *	2 *	2 *	2 *	2 *	2 *	-s	2 1%	-	* *	* *	1 *	-	* 1% ^s	-	* *	-	1 1%	-	-	* *	* *	1 1%	* *	2 1%	3 *
Undecided	128 21%	128 21%	128 21%	128 21%	128 21%	128 21%	-s	48 16%	80 25%	17 13%	45 19%	65 26%	8 14% ^s	10 12% ^s	23 20%	22 19%	21 22%	45 28%	25 33% ^s	34 18%	34 20%	34 28%	26 19%	68 19%	60 23%	129 20%
Would not vote	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	-s	3 1%	1 *	1 1%	2 1%	1 *	1 2% ^s	- -s	2 2%	* *	1 1%	- -s	* *	2 1%	1 1%	1 1%	1 1%	2 1%	2 1%	5 1%
Refused	12 2%	12 2%	12 2%	12 2%	12 2%	12 2%	-s	3 1%	8 3%	1 1%	5 2%	6 2%	- -s	1 1% ^s	2 2%	3 2%	3 3%	3 2%	1 2% ^s	4 2%	3 2%	2 1%	2 2%	8 2%	4 1%	13 2%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos MORI Political Monitor - January 2015

Table 10

Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow? (All certain to vote)

Base : All certain to vote

Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total	
	Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mortgage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scotland	Con	Lab	LD		Total
Unweighted Total	632	191	185	45	60	378	384	236	257	375	196	385	147	183	214	263	87	57	144	477	206	133	179	247	85	530	73	208	174	108	632
Weighted Total	617	183	192	43	62	376	367	227	261	356	193	371	71	239	219	245	88	56	144	464	211	150	181	225	80	529	61	200	160	103	632
Conservative	155	155	-	-	-	-	155	155	68	87	110	31	13	70	54	77	19	2	21	132	41	29	42	72	15	140	12	126	8	11	161
	25%	85%	-	-s	-s	-	42%	68%	26%	24%	57%	8%	19%	29%	25%	32%	22% s	3% s	14%	28%	19%	20%	23%	32%	19% s	27%	19% s	63%	5%	11%	25%
Labour	163	-	163	-	-	163	-	-	72	92	14	137	23	66	70	49	27	16	42	120	66	55	49	49	28	143	11	4	99	22	158
	26%	-	85%	-s	-s	43%	-	-	27%	26%	7%	37%	32%	28%	32%	20%	30% s	28% s	29%	26%	31%	36%	27%	22%	34% s	27%	19% s	2%	62%	21%	25%
Liberal Democrats (Lib Dem)	33	-	-	33	-	33	33	33	10	23	16	13	2	11	12	11	5	5	10	23	9	7	10	15	6	30	1	4	2	26	34
	5%	-	-	76% s	-s	9%	9%	15%	4%	7%	8%	4%	2%	5%	6%	4%	6% s	9% s	7%	5%	4%	5%	5%	6%	7% s	6%	2% s	2%	1%	25%	5%
Scottish Nationalist	24	-	-	-	-	24	24	-	12	12	4	20	4	9	7	6	5	6	11	13	23	-	-	1	1	23	1	8	2	30	
	4%	-	-	-s	-s	6%	7%	-	5%	3%	2%	5%	6%	4%	3%	3%	5% s	11% s	8%	3%	11%	-	-	1%	2% s	*	38% s	*	5%	2%	5%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-s	-	-	-	-	-	-
Green Party	40	-	-	-	-	40	40	-	23	17	-	39	7	18	16	9	10	4	14	25	8	7	9	24	11	36	1	1	3	11	44
	7%	-	-	-s	-s	11%	11%	-	9%	5%	-	11%	10%	8%	7%	4%	12% s	7% s	10%	5%	4%	4%	5%	10%	14% s	7%	2% s	1%	2%	10%	7%
UKIP	53	-	-	-	53	53	53	-	19	35	11	43	1	21	19	25	5	3	8	44	10	9	21	23	5	50	1	25	5	4	53
	9%	-	-	-s	86% s	14%	15%	-	7%	10%	6%	11%	2%	9%	9%	10%	6% s	5% s	6%	10%	5%	6%	11%	10%	6% s	9%	1% s	13%	3%	4%	8%
Scottish Socialist Party	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-s	-	-	-	-	-	-
British National Party (BNP)	2	-	-	-	2	2	-	-	2	-	2	-	2	-	-	-	2	2	-	-	-	-	2	-	2	-	-	-	-	-	1
	*	-	-	-s	-s	*	-	-	1%	-	-	-	1%	-	-	-	-s	3% s	1%	-	-	-	1%	-	-s	*	-s	-	-	-	*
Independent Candidate	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	*	-	-	-s	-s	*	-	-	*	-	-	-	-	-	*	-s	-s	-	-	1	-	-	1%	-	-s	*	-s	-	-	-	*
Other	2	-	-	-	2	2	-	-	1	1	2	*	1	-	2	-	-	-	-	2	-	-	2	1	2	-	-	-	-	-	3
	*	-	-	-s	-s	1%	1%	-	*	1%	1%	-	1%	-	1%	-	-s	-s	-	2	-	-	2	1% s	*	-s	-	-	-	-	*
Undecided	128	28	29	11	9	56	55	39	48	79	33	77	17	37	35	58	14	18	33	93	50	38	42	36	12	108	12	39	33	26	129
	21%	15%	15%	24% s	14% s	15%	15%	17%	19%	22%	17%	21%	23%	15%	16%	24%	16% s	32% s	23%	20%	24%	25%	23%	16%	15% s	20%	19% s	20%	21%	26%	20%
Would not vote	4	-	-	-	-	-	-	-	2	2	-	2	1	1	2	-	2	-	2	2	1	1	2	1	-	4	-	-	1	-	5
	1%	-	-	-s	-s	-	-	-	1%	1%	-	1%	1%	1%	1%	-	3% s	-s	2%	*	*	1%	1%	*	-s	1%	-s	-	1%	-	1%
Refused	12	-	-	-	2	2	-	-	4	7	4	6	2	4	2	8	*	1	1	10	4	4	4	3	1	11	-	-	-	1	13
	2%	-	-	-s	-s	*	*	-	2%	2%	2%	2%	3%	2%	1%	3%	* s	1% s	1%	2%	2%	3%	2%	1% s	2%	-s	-	-	-	1%	2%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

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Table 11

Q.V/POL.2. Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total			
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE	Total
Unweighted Total	142	142	142	142	142	142	-	48	94	18	47	77	6	12	23	24	28	49	18	43	41	31	27	84	58	142	
Weighted Total	139	139	139	139	139	139	-	51	89	18	50	71	8	11	25	25	23	48	26	39	37	36	28	76	64	142	
Conservative	28 20%	28 20%	28 20%	28 20%	28 20%	28 20%	-s	19% s	21% s	5% s	19% s	25% s	-s	8% s	18% s	20% s	11% s	32% s	22% s	28% s	22% s	18% s	12% s	25% s	15% s	21% s	
Labour	29 21%	29 21%	29 21%	29 21%	29 21%	29 21%	-s	15% s	15% s	3% s	12% s	15% s	2% s	2% s	15% s	20% s	26% s	38% s	12% s	15% s	17% s	21% s	24% s	23% s	19% s	23% s	19% s
Liberal Democrats (Lib Dem)	11 8%	11 8%	11 8%	11 8%	11 8%	11 8%	-s	3% s	8% s	1% s	8% s	2% s	-s	1% s	4% s	3% s	2% s	3% s	-s	4% s	2% s	4% s	11% s	4% s	7% s	8% s	8% s
Scottish Nationalist	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-s	1% s	1% s	-s	-s	1% s	-s	-s	-s	-s	2% s	1% s	-s	-s	2% s	1% s	1% s	-s	1% s	1% s	1% s
Plaid Cymru	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s
Green Party	4 3%	4 3%	4 3%	4 3%	4 3%	4 3%	-s	1% s	3% s	-s	2% s	1% s	-s	-s	10% s	-s	-s	3% s	-s	-s	-s	3% s	1% s	4% s	-s	6% s	3% s
UKIP	9 6%	9 6%	9 6%	9 6%	9 6%	9 6%	-s	5% s	4% s	1% s	4% s	4% s	1% s	-s	6% s	10% s	6% s	5% s	6% s	3% s	10% s	4% s	10% s	6% s	7% s	5% s	
Scottish Socialist Party	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s
British National Party	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s
Independent Candidate	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-s	-s	1% s	-s	-s	1% s	-s	-s	-s	-s	-s	2% s	-s	1% s	-s	-s	-s	1% s	-s	1% s	
Other	3 2%	3 2%	3 2%	3 2%	3 2%	3 2%	-s	2% s	1% s	-s	1% s	2% s	-s	-s	3% s	-s	2% s	2% s	6% s	2% s	1% s	-s	-s	3% s	-s	1% s	
Undecided	44 32%	44 32%	44 32%	44 32%	44 32%	44 32%	-s	13% s	32% s	11% s	10% s	23% s	5% s	6% s	5% s	5% s	7% s	16% s	12% s	24% s	9% s	12% s	11% s	12% s	21% s	23% s	48% s
Would not vote	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	
Refused	9 7%	9 7%	9 7%	9 7%	9 7%	9 7%	-s	3% s	6% s	1% s	3% s	5% s	-s	1% s	2% s	1% s	2% s	3% s	1% s	4% s	2% s	1% s	2% s	6% s	3% s	10% s	

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01
 *Less than 0.5%
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Ipsos MORI Political Monitor - January 2015

Table 12

Q.V/POL.2. Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	142	30	27	11	7	54	57	41	49	93	34	88	35	30	41	68	14	17	31	109	53	40	46	43	17	120	13	41	34	26	142
Weighted Total	139	28	29	11	9	57	56	39	53	87	37	83	19	41	38	66	15	19	34	103	54	42	46	39	13	119	12	39	33	27	142
Conservative	28	28	-	-	-	-	28	28	8	21	13	12	3	4	7	18	2	1	3	25	9	9	13	7	*	26	-	22	1	2	30
	20%	100% _s	- _s	- _s	- _s	- _s	50% _s	73% _s	15% _s	24% _s	37% _s	15% _s	17% _s	10% _s	20% _s	27% _s	16% _s	6% _s	10% _s	24%	16% _s	21% _s	28% _s	17% _s	3% _s	22%	- _s	57% _s	2% _s	6% _s	21%
Labour	29	-	29	-	-	29	-	-	16	14	2	25	3	16	7	9	3	8	11	16	10	10	11	8	5	28	-	-	22	4	27
	21%	- _s	100% _s	- _s	- _s	51% _s	- _s	- _s	30% _s	16% _s	6% _s	31% _s	15% _s	38% _s	19% _s	13% _s	18% _s	45% _s	33% _s	15%	18% _s	23% _s	24% _s	22% _s	35% _s	23%	- _s	- _s	66% _s	13% _s	19%
Liberal Democrats (Lib Dem)	11	-	-	11	-	11	11	11	7	4	3	7	1	6	2	5	2	2	4	7	5	3	1	4	1	8	2	1	3	5	11
	8%	- _s	- _s	100% _s	- _s	18% _s	19% _s	27% _s	13% _s	4% _s	8% _s	8% _s	8% _s	14% _s	6% _s	7% _s	14% _s	9% _s	11% _s	7%	10% _s	7% _s	2% _s	11% _s	10% _s	7%	20% _s	1% _s	8% _s	18% _s	8%
Scottish Nationalist	1	-	-	-	-	1	1	-	-	1	-	1	*	-	1	*	-	*	1	1	1	-	*	-	-	*	1	-	-	-	2
	1%	- _s	- _s	- _s	- _s	2% _s	2% _s	- _s	- _s	1% _s	- _s	1% _s	2% _s	- _s	- _s	1% _s	2% _s	- _s	1% _s	1%	1% _s	- _s	1% _s	- _s	- _s	*	5% _s	- _s	- _s	- _s	1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	4	-	-	-	-	4	4	-	2	2	-	4	-	2	2	1	-	1	3	2	1	2	-	-	3	1	-	1	2	4	
	3%	- _s	- _s	- _s	- _s	6% _s	6% _s	- _s	3% _s	2% _s	- _s	4% _s	- _s	4% _s	5% _s	2% _s	- _s	4% _s	2% _s	3%	3% _s	2% _s	5% _s	- _s	2%	6% _s	- _s	3% _s	8% _s	3%	
UKIP	9	-	-	-	9	9	-	-	3	6	3	6	-	3	3	4	-	3	3	6	4	2	1	4	1	6	1	4	3	1	7
	6%	- _s	- _s	- _s	100% _s	16% _s	16% _s	- _s	5% _s	7% _s	7% _s	8% _s	- _s	7% _s	7% _s	6% _s	- _s	15% _s	8% _s	6%	7% _s	6% _s	3% _s	10% _s	11% _s	5%	12% _s	11% _s	8% _s	4% _s	5%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1
	1%	- _s	- _s	- _s	- _s	1% _s	1% _s	- _s	- _s	1% _s	- _s	1% _s	- _s	- _s	- _s	1% _s	- _s	- _s	- _s	1%	- _s	- _s	2% _s	- _s	- _s	1%	- _s	2% _s	- _s	- _s	1%
Other	3	-	-	-	-	3	3	-	-	3	2	1	-	1	-	3	-	-	3	1	1	2	-	-	3	-	2	-	-	-	2
	2%	- _s	- _s	- _s	- _s	5% _s	5% _s	- _s	- _s	4% _s	5% _s	2% _s	- _s	3% _s	- _s	5% _s	- _s	- _s	3%	3% _s	3% _s	4% _s	- _s	- _s	3%	- _s	4% _s	- _s	- _s	- _s	1%
Undecided	44	-	-	-	-	-	-	-	14	30	10	22	9	7	14	19	7	3	11	34	21	14	11	13	4	35	7	10	4	14	48
	32%	- _s	- _s	- _s	- _s	- _s	- _s	- _s	26% _s	35% _s	27% _s	26% _s	48% _s	18% _s	38% _s	29% _s	50% _s	18% _s	32% _s	32%	39% _s	33% _s	24% _s	32% _s	32% _s	30%	58% _s	25% _s	13% _s	51% _s	34%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	9	-	-	-	-	-	-	-	4	5	4	3	2	3	2	6	-	1	1	9	2	2	4	3	1	9	-	-	-	-	10
	7%	- _s	- _s	- _s	- _s	- _s	- _s	- _s	8% _s	6% _s	11% _s	4% _s	10% _s	7% _s	6% _s	9% _s	- _s	4% _s	2% _s	8%	4% _s	4% _s	8% _s	9% _s	9% _s	7%	- _s	- _s	- _s	- _s	7%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - January 2015

Table 13

Q.2/POLSC. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
1 - Absolutely certain not to vote	59 6%	-	-	-	-	-	59 100%	35 7%	24 5%	21 7%	26 7%	11 3%	6 5%	15 9%	17 9%	9 5%	6 4%	6 3%	3 3%	9 3%	22 8%	12 6%	16 7%	31 6%	28 6%	64 6%
2	16 2%	-	-	-	-	-	-	5 1%	10 2%	8 3%	3 1%	4 1%	6 5%	2 1%	1 1%	2 1%	2 2%	2 1%	- -	1 *	1 *	9 4%	4 2%	2 *	13 3%	12 1%
3	29 3%	-	-	-	-	-	-	12 2%	17 3%	22 8%	2 *	6 2%	11 9%	11 7%	-	2 1%	2 2%	3 1%	3 3%	4 1%	8 3%	3 1%	15 6%	11 2%	18 4%	22 2%
4	11 1%	-	-	-	-	-	-	5 1%	5 1%	4 2%	-	6 2%	2 2%	2 1%	-	-	4 3%	2 1%	1 1%	1 *	3 1%	2 1%	5 2%	4 1%	7 2%	11 1%
5	74 7%	-	-	-	-	-	-	27 5%	47 9%	29 10%	20 6%	25 7%	13 10%	16 10%	9 5%	11 6%	13 9%	11 5%	4 4%	12 4%	21 7%	22 10%	18 8%	33 6%	41 9%	75 7%
6	27 3%	-	27 3%	-	-	-	-	14 3%	13 3%	12 4%	8 2%	7 2%	4 3%	8 5%	4 2%	4 2%	3 2%	4 2%	1 1%	8 3%	10 3%	5 2%	4 2%	17 3%	10 2%	26 3%
7	42 4%	-	42 5%	42 5%	-	-	-	27 5%	16 3%	20 7%	12 3%	11 3%	13 11%	7 4%	10 6%	2 1%	6 4%	5 2%	4 4%	9 3%	8 3%	13 6%	12 5%	17 3%	25 6%	36 4%
8	67 7%	-	67 8%	67 9%	67 9%	-	-	34 7%	33 6%	23 8%	26 7%	18 5%	11 9%	12 7%	10 6%	15 9%	11 7%	7 4%	5 5%	23 8%	18 6%	19 9%	8 3%	41 7%	26 6%	63 6%
9	54 5%	-	54 7%	54 7%	54 7%	54 8%	-	29 6%	25 5%	13 4%	21 6%	20 5%	3 3%	10 6%	12 6%	10 5%	10 7%	10 5%	5 5%	13 5%	23 8%	4 2%	13 6%	37 7%	17 4%	57 6%
10 - Absolutely certain to vote	617 61%	617 100%	617 76%	617 79%	617 84%	617 92%	-	302 61%	315 61%	131 45%	233 65%	252 70%	53 44%	78 47%	115 63%	118 67%	93 62%	159 75%	74 73%	189 70%	167 59%	121 56%	140 59%	356 64%	261 58%	632 63%
Don't know	14 1%	-	-	-	-	-	-	4 1%	10 2%	5 2%	6 2%	2 1%	- -	5 3%	2 1%	4 2%	-	2 1%	2 1%	2 1%	5 2%	6 3%	1 *	7 1%	7 2%	11 1%
Refused	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *
Mean	8.28	10.00	9.48	9.60	9.75	9.92	1.00	8.30	8.27	7.38	8.54	8.74	7.25	7.47	8.37	8.71	8.41	8.98	8.95	8.90	8.20	7.96	7.96	8.54	7.96	8.33

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01

*=Less than 0.5%
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Ipsos MORI Political Monitor - January 2015

Table 14

Q.2/POLSC. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnWgt Total	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		Total
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010	
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010	
1 - Absolutely certain not to vote	59	2	6	1	1	11	7	3	31	27	16	32	9	25	15	13	13	17	30	27	14	9	23	21	10	50	5	2	1	3	64	
	6%	1%	2%	1%	1%	2%	1%	1%	7%	5%	5%	6%	7%	6%	4%	4%	7%	14%	10%	4%	4%	4%	7%	6%	8%	6%	5%	1%	1%	2%	6%	
2	16	*	-	-	-	*	*	*	8	8	4	12	1	9	8	3	-	5	5	11	11	9	2	2	-	12	2	1	1	-	12	
	2%	*	-	-s	-s	*	*	*	2%	1%	1%	2%	1%	2%	2%	1%	-	4%	2%	2%	3%	4%	1%	1%	-	1%	2%	*	*	-	1%	
3	29	6	10	1	*	11	7	7	8	21	12	11	2	10	6	6	10	4	14	12	9	9	9	11	3	28	-	2	1	1	22	
	3%	2%	4%	1%	s	2%	1%	2%	2%	4%	4%	2%	2%	2%	2%	2%	6%	3%	5%	2%	3%	4%	3%	3%	2%	3%	-	1%	1%	-	2%	
4	11	1	1	-	2	3	4	1	5	6	1	7	1	5	5	3	2	1	3	8	-	-	5	5	3	8	-	2	3	-	11	
	1%	*	*	-s	2%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	2%	1%	2%	1%	-	1%	2%	-	1%	
5	74	16	19	5	3	29	26	21	26	48	21	40	10	24	24	15	20	14	34	39	22	18	30	21	7	66	4	11	6	7	75	
	7%	6%	7%	7%	4%	5%	5%	6%	6%	9%	6%	7%	9%	6%	7%	4%	11%	11%	11%	6%	7%	7%	10%	6%	6%	8%	4%	4%	4%	3%	5%	7%
6	27	9	5	3	3	14	18	12	13	14	9	15	3	17	8	6	6	5	11	14	8	5	8	11	4	24	3	9	3	3	26	
	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	2%	2%	3%	4%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%
7	42	17	4	7	5	22	35	24	27	16	22	16	7	23	11	8	14	8	22	19	21	18	14	8	1	40	3	5	2	9	36	
	4%	6%	1%	10%	6%	4%	6%	7%	6%	3%	7%	3%	6%	6%	3%	2%	8%	7%	7%	3%	6%	7%	4%	2%	1%	5%	3%	2%	1%	6%	4%	
8	67	29	21	4	5	32	40	32	38	30	34	32	6	41	28	22	12	5	17	50	17	12	29	21	7	52	6	15	12	10	63	
	7%	10%	8%	5%	6%	6%	7%	9%	8%	5%	10%	6%	5%	10%	8%	6%	7%	4%	6%	7%	5%	5%	9%	6%	5%	6%	7%	6%	6%	7%	6%	
9	54	19	14	5	5	31	36	24	25	29	18	26	9	21	24	15	7	7	14	39	21	16	11	22	8	49	5	16	15	6	57	
	5%	7%	5%	8%	6%	6%	7%	7%	6%	5%	5%	5%	7%	5%	7%	5%	4%	5%	5%	6%	6%	7%	4%	6%	6%	6%	6%	6%	6%	7%	4%	6%
10 - Absolutely certain to vote	617	183	192	43	62	376	367	227	261	356	193	371	71	239	219	245	88	56	144	464	211	150	181	225	80	529	61	200	160	103	632	
	61%	64%	70%	64%	72%	71%	68%	64%	58%	64%	57%	65%	60%	56%	63%	73%	49%	45%	47%	68%	63%	60%	58%	63%	62%	61%	68%	76%	78%	73%	63%	
Don't know	14	3	2	-	-	2	3	3	8	7	6	7	1	11	1	-	7	5	11	1	1	-	-	13	6	13	1	-	1	-	11	
	1%	1%	1%	-s	-s	*	1%	1%	2%	1%	2%	1%	1%	3%	*	-	4%	4%	4%	*	*	-	-	4%	5%	1%	2%	-	1%	-	1%	
Refused	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	1	1	-	-	-	1	-	-	-	-	1	
	*	-	-	-s	-s	-	-	-	-	*	*	-	-	-	-	-	1%	-	*	-	*	*	-	-	-	*	-	-	-	-	*	
Mean	8.28	8.89	8.87	8.86	9.06	8.95	8.96	8.88	8.20	8.35	8.31	8.40	8.24	8.18	8.47	8.86	7.71	7.09	7.46	8.66	8.38	8.26	8.03	8.41	8.34	8.26	8.71	9.22	9.34	9.09	8.33	

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

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Table 15

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Satisfied	337	193	276	267	245	211	16	175	163	110	111	116	43	66	60	52	36	80	39	108	97	75	57	205	132	328
	33%	31%	34%	34%	33%	31%	27% ^s	35%	31%	38%	31%	32%	36% ^s	40%	33%	29%	24%	38%	38% ^s	40%	34%	34%	24%	37%	29%	32%
Dissatisfied	568	371	459	444	429	396	32	270	298	151	213	205	65	85	100	112	98	107	46	133	161	123	151	294	274	578
	56%	60%	57%	57%	58%	59%	54% ^s	55%	58%	52%	59%	56%	53% ^s	51%	55%	64%	65%	50%	46% ^s	49%	56%	57%	64%	53%	60%	57%
Don't know	105	53	72	69	64	63	11	48	57	29	34	42	14	16	21	12	17	25	16	30	27	19	28	57	47	104
	10%	9%	9%	9%	9%	9%	19% ^s	10%	11%	10%	9%	12%	11% ^s	9%	12%	7%	11%	12%	16% ^s	11%	10%	9%	12%	10%	10%	10%
Net satisfied	-231	-177	-183	-177	-183	-185	-16	-95	-135	-41	-101	-89	-22	-19	-41	-60	-62	-27	-7	-25	-64	-48	-94	-89	-142	-250
	-23%	-29%	-23%	-23%	-25%	-28%	-27% ^s	-19%	-26%	-14%	-28%	-24%	-18% ^s	-12%	-22%	-34%	-41%	-13%	-7% ^s	-9%	-22%	-22%	-40%	-16%	-31%	-25%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - January 2015

Table 16

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Satisfied	337	191	33	29	15	91	249	220	156	181	337	-	32	157	125	119	59	28	86	243	100	74	104	133	39	300	26	148	25	40	328
	33%	67%	12%	43%	17%	17%	46%	62%	35%	32%	100%	-	27%	37%	36%	35%	33%	22%	28%	35%	30%	30%	33%	37%	30%	34%	29%	56%	12%	29%	32%
Dissatisfied	568	65	222	30	71	408	251	95	254	314	-	568	75	233	196	174	103	85	188	370	204	152	176	188	80	480	52	86	168	86	578
	56%	23%	81%	44%	81%	77%	46%	27%	56%	56%	-	100%	63%	55%	56%	52%	58%	67%	61%	54%	61%	61%	56%	52%	62%	55%	59%	32%	82%	61%	57%
Don't know	105	30	18	9	1	32	44	38	40	65	-	-	12	35	29	43	17	14	31	72	33	23	32	39	10	91	11	30	13	14	104
	10%	10%	7%	13%	2%	6%	8%	11%	9%	12%	-	-	10%	8%	8%	13%	10%	11%	10%	10%	10%	9%	10%	11%	8%	10%	12%	11%	6%	10%	10%
Net satisfied	-231	126	-189	-1	-56	-318	-2	125	-98	-133	337	-568	-43	-76	-72	-56	-44	-57	-101	-127	-104	-79	-72	-54	-40	-180	-26	62	-143	-46	-250
	-23%	44%	-69%	-1%	-64%	-60%	*	35%	-22%	-24%	100%	-100%	-36%	-18%	-21%	-17%	-25%	-45%	-33%	-19%	-31%	-32%	-23%	-15%	-31%	-21%	-29%	24%	-70%	-33%	-25%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 17

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2		DE	ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Satisfied	419	247	340	333	307	269	16	207	212	123	145	151	47	76	77	68	61	90	46	128	125	94	72	253	166	410
	41%	40%	42%	43%	42%	40%	27% s	42%	41%	42%	41%	41%	39% s	45%	42%	39%	40%	42%	46% s	47%	44%	43%	30%	45%	37%	41%
Dissatisfied	527	345	432	415	400	373	25	256	270	145	188	194	70	75	90	98	85	109	48	130	146	108	143	275	251	538
	52%	56%	53%	53%	54%	56%	43% s	52%	52%	50%	53%	53%	57% s	45%	50%	56%	56%	51%	48% s	48%	51%	50%	60%	49%	55%	53%
Don't know	64	25	36	32	31	29	17	30	35	21	24	19	5	16	15	9	5	14	6	13	15	14	21	28	36	62
	6%	4%	4%	4%	4%	4%	29% s	6%	7%	7%	7%	5%	4% s	10%	8%	5%	3%	6%	6% s	5%	5%	7%	9%	5%	8%	6%
Net satisfied	-108	-99	-92	-83	-94	-104	-10	-49	-58	-22	-43	-43	-23	1	-13	-30	-24	-19	-2	-2	-20	-14	-71	-22	-85	-128
	-11%	-16%	-11%	-11%	-13%	-16%	-16% s	-10%	-11%	-8%	-12%	-12%	-19% s	*	-7%	-17%	-16%	-9%	-2% s	-1%	-7%	-7%	-30%	-4%	-19%	-13%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - January 2015

Table 18

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Satisfied	419	232	52	33	19	121	301	266	202	217	303	74	45	193	158	153	71	28	100	311	129	96	127	163	50	370	33	182	45	47	410
	41%	81%	19%	49%	22%	23%	56%	75%	45%	39%	90%	13%	37%	46%	45%	46%	40%	23%	33%	45%	38%	39%	41%	45%	38%	42%	37%	69%	22%	33%	41%
Dissatisfied	527	43	215	28	67	392	220	71	229	298	24	480	69	205	181	159	94	84	178	340	192	140	163	171	72	444	52	71	154	87	538
	52%	15%	79%	41%	77%	74%	41%	20%	51%	53%	7%	84%	58%	48%	52%	47%	53%	66%	58%	50%	57%	56%	52%	48%	55%	51%	59%	27%	75%	62%	53%
Don't know	64	10	7	7	1	18	22	17	19	45	10	15	6	26	12	23	13	14	27	35	15	12	22	26	8	57	4	10	7	8	62
	6%	4%	2%	10%	2%	3%	4%	5%	4%	8%	3%	3%	5%	6%	3%	7%	7%	11%	9%	5%	5%	5%	7%	6%	7%	4%	4%	3%	5%	6%	
Net satisfied	-108	189	-164	6	-48	-271	82	195	-27	-81	279	-406	-25	-12	-23	-6	-23	-55	-78	-29	-63	-44	-36	-9	-22	-74	-19	111	-109	-40	-128
	-11%	66%	-60%	9%	-55%	-51%	15%	55%	-6%	-14%	83%	-72%	-21%	-3%	-7%	-2%	-13%	-44%	-26%	-4%	-19%	-18%	-12%	-2%	-17%	-8%	-21%	42%	-53%	-28%	-13%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 19

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2		DE	ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Satisfied	253 25%	145 23%	200 25%	194 25%	180 24%	159 24%	11 18% ^s	118 24%	135 26%	84 29%	94 26%	75 21%	31 25% ^s	54 32%	49 27%	44 25%	28 19%	47 22%	19 19% ^s	69 26%	78 27%	61 28%	45 19%	147 26%	106 23%	244 24%
Dissatisfied	651 64%	437 71%	549 68%	533 68%	507 69%	467 70%	28 48% ^s	325 66%	326 63%	168 58%	222 62%	261 72%	79 65% ^s	88 53%	107 59%	115 65%	115 76%	146 69%	73 72% ^s	179 66%	179 62%	136 63%	158 67%	357 64%	294 65%	664 66%
Don't know	106 10%	35 6%	59 7%	54 7%	51 7%	45 7%	20 34% ^s	49 10%	56 11%	38 13%	41 12%	27 7%	12 10% ^s	25 15%	25 14%	16 9%	8 5%	18 9%	9 9% ^s	23 8%	29 10%	20 9%	34 14%	52 9%	54 12%	102 10%
Net satisfied	-398 -39%	-293 -47%	-349 -43%	-338 -43%	-327 -44%	-308 -46%	-18 -30% ^s	-207 -42%	-191 -37%	-83 -29%	-129 -36%	-186 -51%	-49 -40% ^s	-34 -21%	-58 -32%	-71 -40%	-87 -58%	-99 -47%	-54 -53% ^s	-109 -40%	-101 -35%	-75 -35%	-113 -48%	-210 -38%	-188 -42%	-420 -42%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 20

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Satisfied	253	107	47	34	7	100	160	141	127	126	170	63	24	123	93	81	49	25	74	174	74	51	81	98	39	219	23	84	36	39	244
	25%	37%	17%	50%	8%	19%	30%	40%	28%	23%	50%	11%	20%	29%	26%	24%	27%	20%	24%	25%	22%	20%	26%	27%	30%	25%	26%	32%	18%	28%	24%
Dissatisfied	651	150	213	28	79	404	341	178	289	363	125	476	86	258	223	226	108	83	190	449	237	178	205	209	73	556	59	161	162	94	664
	64%	53%	78%	42%	91%	76%	63%	51%	64%	65%	37%	84%	72%	61%	64%	67%	60%	65%	62%	66%	70%	72%	66%	58%	56%	64%	67%	61%	79%	67%	66%
Don't know	106	28	14	6	1	27	42	34	34	71	42	28	10	43	34	28	22	19	41	62	26	20	27	53	18	97	6	19	8	8	102
	10%	10%	5%	9%	1%	5%	8%	10%	8%	13%	13%	5%	8%	10%	10%	8%	13%	15%	13%	9%	8%	8%	9%	15%	14%	11%	7%	7%	4%	5%	10%
Net satisfied	-398	-43	-166	5	-72	-303	-181	-38	-162	-236	45	-413	-62	-136	-130	-144	-59	-58	-117	-275	-164	-127	-124	-111	-34	-337	-36	-78	-125	-55	-420
	-39%	-15%	-61%	8%	-82%	-57%	-33%	-11%	-36%	-42%	13%	-73%	-52%	-32%	-37%	-43%	-33%	-46%	-38%	-40%	-49%	-51%	-40%	-31%	-26%	-39%	-41%	-29%	-61%	-39%	-42%

Fieldwork dates : 11th to 13th January 2015

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Table 21
Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2		DE	ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Satisfied	262 26%	154 25%	213 26%	204 26%	191 26%	167 25%	7 11% ^s	125 25%	137 27%	107 37%	73 20%	83 23%	49 40% ^s	58 35%	44 24%	29 16%	35 23%	48 23% ^s	23 23% ^s	54 20%	87 31%	56 26%	65 27%	141 25%	121 27%	251 25%
Dissatisfied	619 61%	411 67%	514 64%	500 64%	476 64%	441 66%	31 52% ^s	316 64%	303 59%	132 46%	243 68%	243 67%	57 47% ^s	75 45%	115 64%	128 73%	106 70%	137 65%	62 61% ^s	183 68%	167 59%	133 61%	135 57%	350 63%	269 59%	635 63%
Don't know	129 13%	53 9%	80 10%	76 10%	71 10%	63 9%	22 37% ^s	52 10%	77 15%	50 17%	41 12%	37 10%	16 13% ^s	34 21%	22 12%	19 11%	10 7%	27 13%	16 15% ^s	34 12%	31 11%	27 13%	36 15%	65 12%	64 14%	124 12%
Net satisfied	-356 -35%	-257 -42%	-301 -37%	-296 -38%	-285 -39%	-274 -41%	-24 -41% ^s	-191 -39%	-165 -32%	-26 -9%	-170 -48%	-161 -44%	-8 -7% ^s	-17 -10%	-71 -39%	-99 -56%	-71 -47%	-90 -42%	-39 -38% ^s	-129 -48%	-80 -28%	-77 -36%	-71 -30%	-209 -38%	-148 -33%	-384 -38%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01

*-Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - January 2015

Table 22

Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Satisfied	262	59	130	17	5	160	89	76	116	146	109	133	33	114	95	69	54	39	93	164	101	85	72	90	34	234	16	46	86	34	251
	26%	21%	48%	25%	6%	30%	16%	22%	26%	26%	32%	23%	28%	27%	27%	21%	30%	31%	30%	24%	30%	34%	23%	25%	26%	27%	18%	17%	42%	24%	25%
Dissatisfied	619	198	122	39	78	326	401	237	284	335	187	385	73	261	220	224	100	65	165	444	209	145	189	220	74	523	64	196	105	93	635
	61%	69%	45%	58%	90%	61%	74%	67%	63%	60%	56%	68%	61%	61%	63%	67%	56%	52%	54%	65%	62%	58%	61%	61%	57%	60%	73%	74%	51%	66%	63%
Don't know	129	28	21	12	4	45	53	40	49	80	41	49	13	50	35	42	25	22	47	77	27	18	52	50	22	114	8	22	14	14	124
	13%	10%	8%	17%	4%	9%	10%	11%	11%	14%	12%	9%	11%	12%	10%	12%	14%	17%	15%	11%	8%	7%	17%	14%	17%	13%	10%	8%	7%	10%	12%
Net satisfied	-356	-138	8	-22	-73	-166	-312	-160	-168	-189	-78	-252	-40	-147	-126	-155	-46	-26	-72	-280	-109	-60	-118	-130	-40	-289	-48	-151	-18	-59	-384
	-35%	-48%	3%	-32%	-84%	-31%	-57%	-45%	-37%	-34%	-23%	-44%	-34%	-35%	-36%	-46%	-26%	-20%	-24%	-41%	-32%	-24%	-38%	-36%	-31%	-33%	-55%	-57%	-9%	-42%	-38%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 23

Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Satisfied	358 35%	225 37%	298 37%	292 37%	278 38%	252 38%	10 17% ^s	203 41%	155 30%	89 31%	121 34%	147 41%	37 30% ^s	52 31%	52 29%	69 39%	64 42%	83 39%	33 33% ^s	97 36%	87 30%	85 39%	90 38%	184 33%	174 38%	347 34%
Dissatisfied	487 48%	321 52%	410 51%	395 50%	372 51%	343 51%	24 41% ^s	214 43%	273 53%	142 49%	174 49%	170 47%	60 49% ^s	82 49%	95 52%	79 45%	72 47%	99 47%	49 48% ^s	134 50%	146 51%	104 48%	102 43%	280 50%	207 46%	497 49%
Don't know	165 16%	70 11%	99 12%	94 12%	88 12%	75 11%	24 42% ^s	76 15%	90 17%	59 20%	62 17%	45 12%	26 21% ^s	33 20%	34 19%	28 16%	15 10%	30 14%	19 19% ^s	39 15%	54 19%	28 13%	44 19%	93 17%	72 16%	166 16%
Net satisfied	-129 -13%	-96 -16%	-111 -14%	-103 -13%	-93 -13%	-91 -14%	-14 -24%^s	-11 -2%	-118 -23%	-53 -18%	-53 -15%	-23 -6%	-23 -19%^s	-30 -18%	-43 -24%	-10 -6%	-7 -5%	-15 -7%	-15 -15%^s	-37 -14%	-59 -21%	-20 -9%	-13 -5%	-96 -17%	-32 -7%	-150 -15%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

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Table 24

Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Satisfied	358	121	59	16	78	179	241	136	169	189	159	171	30	164	125	135	49	44	94	259	108	84	114	136	42	315	24	127	56	43	347
	35%	42%	21%	23%	89%	34%	44%	39%	37%	34%	47%	30%	25%	39%	36%	40%	27%	35%	31%	38%	32%	34%	36%	38%	33%	36%	27%	48%	27%	31%	34%
Dissatisfied	487	134	169	44	7	285	250	178	212	275	129	315	66	190	177	152	94	54	148	328	176	125	145	165	63	413	50	113	122	85	497
	48%	47%	62%	65%	7%	54%	46%	50%	47%	49%	38%	55%	55%	45%	50%	45%	53%	43%	49%	48%	52%	50%	47%	46%	49%	47%	57%	43%	59%	60%	49%
Don't know	165	31	47	8	3	68	52	39	69	96	49	82	24	70	49	49	36	28	63	98	53	39	54	59	25	142	14	24	27	12	166
	16%	11%	17%	12%	3%	13%	9%	11%	15%	17%	15%	14%	20%	17%	14%	15%	20%	22%	21%	14%	16%	16%	17%	16%	19%	16%	9%	13%	9%	16%	
Net satisfied	-129	-13	-110	-29	71	-106	-9	-42	-43	-85	31	-144	-36	-25	-52	-17	-45	-10	-55	-69	-67	-41	-32	-29	-21	-98	-26	14	-66	-42	-150
	-13%	-5%	-40%	-42%	82%	-20%	-2%	-12%	-10%	-15%	9%	-25%	-30%	-6%	-15%	-5%	-25%	-8%	-18%	-10%	-20%	-17%	-10%	-8%	-16%	-11%	-30%	5%	-32%	-30%	-15%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 25
Q.8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Improve	385 38%	237 38%	324 40%	316 40%	289 39%	258 38%	17 28% s	224 45%	161 31%	119 41%	134 37%	133 37%	44 36% s	75 45%	75 41%	59 34%	58 38%	75 35%	39 39% s	130 48%	112 39%	82 38%	61 26%	242 43%	143 32%	369 37%
Stay the same	305 30%	189 31%	249 31%	236 30%	224 30%	205 31%	15 25% s	138 28%	167 32%	78 27%	119 33%	108 30%	33 27% s	45 27%	68 37%	51 29%	48 32%	60 28%	23 23% s	74 27%	92 32%	73 34%	65 28%	167 30%	138 31%	314 31%
Get worse	264 26%	158 26%	191 24%	186 24%	184 25%	171 25%	25 43% s	109 22%	155 30%	79 27%	85 24%	101 28%	38 31% s	41 25%	33 18%	52 29%	37 25%	63 30%	33 33% s	57 21%	66 23%	55 26%	86 36%	123 22%	141 31%	273 27%
Don't know	56 6%	33 5%	43 5%	42 5%	41 6%	37 6%	2 4% s	22 5%	33 6%	14 5%	20 6%	22 6%	7 6% s	7 4%	6 3%	14 8%	8 5%	14 7%	6 6% s	10 4%	16 6%	7 3%	24 10%	26 5%	30 7%	54 5%
Net improve	121 12%	79 13%	133 16%	129 17%	106 14%	87 13%	-9 -15%s	115 23%	6 1%	40 14%	49 14%	32 9%	6 5%s	34 20%	41 23%	8 4%	21 14%	11 5%	6 6%s	73 27%	46 16%	27 12%	-25 -10%	119 21%	2 *	96 10%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01

*-Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - January 2015

Table 26

Q.8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Improve	385	168	87	27	21	158	239	195	209	176	199	148	40	197	148	123	77	31	107	271	120	92	117	148	43	336	28	139	58	53	369
	38%	59%	32%	39%	24%	30%	44%	55%	46%	31%	59%	26%	33%	46%	42%	37%	43%	24%	35%	39%	36%	37%	37%	41%	33%	39%	32%	53%	28%	38%	37%
Stay the same	305	77	84	24	30	174	168	101	121	184	100	171	38	121	111	109	46	34	80	220	96	70	93	116	45	268	26	78	61	48	314
	30%	27%	31%	35%	34%	33%	31%	29%	27%	33%	30%	30%	32%	29%	32%	33%	26%	27%	26%	32%	29%	28%	30%	32%	35%	31%	30%	30%	30%	34%	31%
Get worse	264	29	91	12	33	170	108	40	96	168	26	216	35	81	78	80	47	52	99	158	100	68	89	75	32	216	32	36	74	33	273
	26%	10%	33%	17%	38%	32%	20%	11%	21%	30%	8%	38%	29%	19%	22%	24%	26%	41%	33%	23%	30%	27%	29%	21%	25%	25%	36%	14%	36%	23%	27%
Don't know	56	11	13	6	3	29	28	17	23	33	13	33	6	25	13	24	9	10	19	37	20	18	14	22	10	51	2	11	13	8	54
	6%	4%	5%	8%	4%	6%	5%	5%	5%	6%	4%	6%	5%	6%	4%	7%	5%	8%	6%	5%	6%	7%	4%	6%	7%	6%	3%	4%	6%	6%	5%
Net improve	121	139	-4	15	-13	-12	131	154	113	8	173	-68	5	116	70	43	30	-22	8	113	20	24	27	73	11	121	-4	102	-16	20	96
	12%	49%	-2%	22%	-14%	-2%	24%	44%	25%	1%	51%	-12%	4%	27%	20%	13%	17%	-17%	3%	16%	6%	10%	9%	20%	8%	14%	-4%	39%	-8%	14%	10%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 27
(JAN15)Q9. Have you definitely decided to vote for (party) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	815	569	732	710	678	621	16	409	406	184	298	333	64	120	133	165	140	193	60	259	256	147	153	515	300	815
Weighted Total	817	559	732	709	670	609	13	409	407	219	298	299	91	128	148	150	118	181	82	239	231	165	182	470	347	815
Definitely decided	382	301	360	356	338	319	4	204	178	83	131	167	43	41	59	72	54	113	52	115	109	60	97	224	157	392
	47%	54%	49%	50%	50%	52%	33% ^s	50%	44%	38%	44%	56%	47% ^s	32%	40%	48%	45%	63%	63% ^s	48%	47%	36%	53%	48%	45%	48%
May change mind	417	248	359	340	320	280	9	196	222	129	165	124	45	84	89	76	64	60	25	121	117	98	81	238	179	409
	51%	44%	49%	48%	48%	46%	67% ^s	48%	54%	59%	55%	41%	50% ^s	65%	60%	50%	54%	33%	31% ^s	51%	51%	60%	44%	51%	52%	50%
Don't know	18	10	13	13	13	10	-	9	8	7	2	8	3	4	-	2	1	7	5	3	4	7	4	7	11	14
	2%	2%	2%	2%	2%	2%	-s	2%	2%	3%	1%	3%	4% ^s	3%	-	2%	1%	4%	6% ^s	1%	2%	4%	2%	1%	3%	2%

Fieldwork dates : 11th to 13th January 2015
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J14-090542-01

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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - January 2015

Table 28
(JAN15)Q9. Have you definitely decided to vote for (party) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	815	291	256	68	83	524	559	359	351	464	277	479	183	263	278	302	130	86	216	580	258	176	243	314	105	692	82	253	204	126	815
Weighted Total	817	286	274	68	87	531	543	353	365	452	282	473	92	347	289	282	138	90	228	571	271	201	248	298	107	709	70	247	196	122	815
Definitely decided	382	139	143	10	49	243	239	149	152	230	135	222	40	139	126	151	58	39	97	277	139	102	99	143	52	332	38	122	96	42	392
	47%	49%	52%	15% ^s	56% ^s	46%	44%	42%	42%	51%	48%	47%	44%	40%	44%	54%	42%	44% ^s	43%	49%	51%	50%	40%	48%	48%	47%	54% ^s	50%	49%	34%	48%
May change mind	417	141	122	58	37	277	295	198	204	213	140	242	50	200	163	122	75	49	124	285	129	97	138	150	52	361	32	119	94	80	409
	51%	49%	45%	85% ^s	43% ^s	52%	54%	56%	56%	47%	50%	51%	55%	58%	56%	43%	54%	54% ^s	54%	50%	48%	48%	56%	50%	49%	51%	46% ^s	48%	48%	66%	50%
Don't know	18	6	9	-	1	12	9	6	9	9	7	9	1	8	-	9	5	2	7	9	3	3	10	5	3	16	-	5	6	-	14
	2%	2%	3%	- ^s	1% ^s	2%	2%	2%	2%	2%	3%	2%	1%	2%	-	3%	4%	2% ^s	3%	2%	1%	1%	4%	2%	3%	2%	- ^s	2%	3%	-	2%

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 29

(JAN15)Q10. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1010	632	814	788	752	689	64	493	517	247	357	406	89	158	165	192	180	226	74	291	321	193	205	612	398	1010
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Healthcare/ NHS/ hospitals	469	304	396	381	367	334	14	204	264	107	170	191	40	67	87	83	81	110	44	153	135	97	83	288	180	503
Managing the economy/ economic situation	334	239	302	301	291	265	9	199	136	78	138	118	31	47	71	68	54	64	25	111	109	64	50	220	114	338
Asylum and immigration	273	175	230	219	208	190	8	148	124	60	94	118	33	27	46	48	52	67	28	66	73	64	70	139	134	270
Education/ schools	199	122	160	156	150	136	7	67	132	73	82	44	33	40	45	36	22	22	6	72	61	31	35	133	66	214
Unemployment	90	48	69	62	60	57	4	41	49	36	32	23	19	17	11	21	7	16	8	20	22	21	27	42	48	79
Europe/ EU	90	65	87	83	80	68	2	55	35	17	36	37	7	10	22	14	14	23	13	26	27	21	16	53	37	86
Taxation	84	60	70	70	68	67	1	48	36	30	35	19	11	19	16	20	8	11	5	25	26	14	19	51	33	84
Benefits	80	50	68	65	60	57	3	36	44	28	31	21	9	18	18	13	8	13	4	20	21	19	19	42	38	80
Housing	52	28	37	35	35	31	4	20	32	27	18	7	7	20	5	13	3	4	-	11	20	10	11	32	21	53
Foreign policy/foreign affairs	51	38	46	45	44	39	1	27	24	15	19	17	6	9	10	9	4	13	7	18	17	9	7	35	16	53
Pensions	48	30	39	37	36	34	2	17	30	4	10	33	1	3	3	7	13	20	8	15	12	9	11	27	21	55
Protecting the natural environment/ climate change	41	32	38	37	37	34	-	20	21	8	20	12	2	6	12	9	6	6	1	13	16	5	8	28	13	50
Poverty / low wages / inequality	37	28	32	32	31	30	4	14	24	12	14	11	4	8	7	7	5	6	3	8	7	12	10	15	22	39
Care for older and disabled people	35	18	25	24	24	23	2	15	20	4	9	22	2	1	1	5	10	13	4	4	11	8	12	15	20	40
Defence	34	20	28	27	24	22	3	25	9	7	15	13	1	6	9	5	5	7	3	13	6	5	10	19	15	39
Public services generally	31	18	25	23	22	20	1	10	21	7	16	8	-	7	7	9	2	5	2	8	17	1	4	25	6	34
Public transport/ roads	30	23	29	29	29	26	1	16	14	5	14	12	3	2	4	10	4	7	3	10	9	7	4	19	11	35
Crime and anti-social behaviour/ law and order	26	14	19	19	19	16	2	13	13	5	11	11	3	2	2	9	6	4	2	10	6	8	1	16	9	27
Terrorism	23	16	21	21	21	19	2	13	10	4	10	10	-	4	5	5	6	3	2	9	6	5	2	15	8	23
Constitution/Devolution	22	16	21	21	20	17	1	13	9	6	10	6	1	5	5	5	3	3	-	12	4	4	3	16	6	25
Energy / gas / oil production / policy / prices	16	11	14	14	13	12	-	8	8	5	6	5	-	5	5	1	1	5	3	7	3	4	2	10	6	16
Issues affecting children / families	14	9	11	11	11	9	3	2	12	7	3	3	-	7	3	-	3	1	1	4	2	3	5	6	8	11
Government / MPs / politicians / political parties	13	8	12	10	10	10	1	11	2	-	6	7	-	1	3	3	1	6	4	3	5	1	4	8	5	15

Fieldwork dates : 11th to 13th January 2015

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

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Table 29
(JAN15)Q10. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Weighted Total	1010	617	807	780	738	671	59	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Standards of living	11 1%	9 1%	10 1%	10 1%	10 1%	9 1%	- s	6 1%	6 1%	3 1%	6 2%	3 1%	1 1% s	1 1%	2 1%	4 2%	1 1%	2 1%	- s	3 1%	4 1%	4 2%	1 *	7 1%	5 1%	14 1%
MPs expenses	10 1%	7 1%	9 1%	9 1%	9 1%	8 1%	1 2% s	9 2%	1 *	- -	9 2%	2 *	- - s	- -	5 3%	4 2%	2 1%	- - s	2 1%	1 *	1 *	7 3%	3 1%	7 2%	10 1%	
National security / safety	9 1%	8 1%	9 1%	9 1%	9 1%	9 1%	- s	1 *	8 2%	1 *	3 1%	5 1%	1 1% s	- -	2 1%	1 1%	2 1%	3 1%	- s	4 1%	3 1%	- -	2 1%	7 1%	2 *	9 1%
Openness / honesty / transparency	9 1%	2 *	7 1%	6 1%	6 1%	6 1%	1 2% s	7 1%	2 *	2 1%	1 *	6 2%	- - s	2 1%	- -	1 1%	5 3%	1 1%	- s	3 1%	- -	- -	5 2%	4 1%	5 1%	11 1%
Race relations	7 1%	7 1%	7 1%	7 1%	7 1%	7 1%	1 1% s	3 1%	4 1%	1 *	4 1%	3 1%	- - s	1 *	2 1%	2 1%	2 2%	1 *	- s	4 1%	2 1%	1 1%	- -	6 1%	1 *	9 1%
Trade unions/ strikes	5 *	4 1%	5 1%	5 1%	5 1%	4 1%	- s	1 *	4 1%	- -	4 1%	1 *	- - s	- -	1 1%	2 1%	- -	1 1%	- s	5 2%	3 1%	- -	- -	5 1%	- -	5 *
Animal welfare	4 *	1 *	4 *	2 *	2 *	2 *	- s	2 *	2 *	2 1%	- -	1 *	- - s	2 1%	- -	- -	- -	1 1%	1 1% s	2 1%	2 1%	- -	- -	4 1%	- -	3 *
Other	55 5%	32 5%	47 6%	46 6%	43 6%	37 5%	3 5% s	28 6%	27 5%	16 5%	17 5%	23 6%	7 6% s	9 5%	8 5%	8 5%	10 6%	13 6%	7 7% s	10 4%	20 7%	12 5%	14 6%	30 5%	25 6%	58 6%
Don't know	105 10%	35 6%	51 6%	47 6%	39 5%	36 5%	22 37% s	50 10%	55 11%	46 16%	24 7%	35 10%	21 17% s	26 15%	14 8%	10 6%	10 7%	25 12%	17 17% s	10 4%	24 9%	29 13%	41 18%	35 6%	71 16%	99 10%
Not stated	1 *	- -	- -	- -	- -	- -	- s	1 *	- -	1 *	- -	- -	1 1% s	- -	- -	- -	- -	- -	- s	- -	1 *	- -	- -	1 *	- -	1 *

Fieldwork dates : 11th to 13th January 2015

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Table 30

(JAN15)Q10. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private-renter	Social-renter	Total-renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	291	256	68	83	524	559	359	434	576	328	578	234	321	340	361	169	119	288	701	320	219	308	382	130	854	101	274	219	144	1010
Weighted Total	1010	286	274	68	87	531	543	353	450	560	337	568	120	424	350	335	179	126	305	685	337	248	313	360	130	871	88	264	205	141	1010
Healthcare/ NHS/ hospitals	469	136	153	38	33	267	250	174	195	273	129	296	68	168	169	176	65	48	113	345	157	121	144	167	63	410	36	132	125	71	503
Managing the economy/ economic situation	334	123	104	26	20	172	191	149	174	160	151	164	37	163	122	122	62	24	86	244	124	97	72	138	45	297	27	116	80	63	338
Asylum and immigration	273	96	46	4	58	134	184	101	121	151	95	157	29	113	91	113	43	21	64	204	75	63	97	100	33	251	12	104	40	33	270
Education/ schools	199	49	73	20	9	120	95	69	86	113	57	123	39	72	96	50	33	18	51	146	60	45	67	72	33	171	15	38	53	36	214
Unemployment	90	23	29	2	8	48	42	25	45	45	29	57	11	42	26	28	15	18	33	54	36	27	27	27	10	74	10	14	29	5	79
Europe/ EU	90	29	16	12	16	51	64	41	39	51	37	46	8	41	27	39	19	4	23	65	30	25	35	25	10	78	5	33	13	20	86
Taxation	84	26	27	8	9	49	49	34	44	39	28	51	9	44	37	28	10	8	19	65	25	19	27	32	12	74	6	22	19	15	84
Benefits	80	25	23	5	8	41	43	29	36	44	23	51	12	34	36	19	11	13	24	54	28	21	26	26	7	69	7	17	18	11	80
Housing	52	11	14	3	4	28	25	14	28	24	12	32	8	26	21	8	14	8	22	29	6	5	14	32	15	49	1	11	12	7	53
Foreign policy/foreign affairs	51	20	13	3	7	29	36	23	23	28	22	25	7	26	27	16	2	4	6	43	14	12	12	25	9	47	2	22	17	4	53
Pensions	48	16	10	5	3	23	28	20	16	32	8	35	9	12	14	20	5	9	14	34	17	14	15	15	5	43	3	12	9	7	55
Protecting the natural environment/ climate change	41	7	10	2	-	31	28	9	22	19	5	30	11	17	17	13	6	3	10	30	12	10	12	17	5	36	3	8	8	9	50
Poverty / low wages / inequality	37	5	16	3	1	27	16	8	17	20	2	33	6	12	11	14	6	7	13	25	13	9	11	14	7	30	4	4	12	5	39
Care for older and disabled people	35	7	11	2	4	19	15	8	11	24	5	27	3	9	9	15	4	7	10	24	10	8	9	17	6	32	2	7	10	2	40
Defence	34	19	3	3	1	8	25	22	17	17	14	12	7	15	9	12	6	5	11	21	9	7	10	15	5	31	2	9	4	10	39
Public services generally	31	10	9	3	1	17	18	14	17	14	9	20	5	12	18	8	2	3	5	26	10	7	9	11	6	28	3	9	6	5	34
Public transport/ roads	30	12	7	4	2	16	21	16	15	15	13	14	5	15	9	11	5	4	9	21	10	6	7	13	5	25	3	7	11	5	35
Crime and anti-social behaviour/ law and order	26	11	4	4	2	11	17	15	18	8	9	15	3	16	10	10	1	4	6	20	8	8	9	8	2	24	1	13	3	3	27
Terrorism	23	10	2	2	2	9	17	12	12	11	6	16	3	12	4	12	4	2	6	17	9	8	5	9	2	21	1	5	2	4	23
Constitution/Devolution	22	6	4	2	-	15	18	8	13	10	6	15	2	11	9	9	1	4	4	17	13	3	5	4	3	11	10	3	7	2	25
Energy / gas / oil production / policy / prices	16	8	3	-	-	5	11	8	6	10	7	6	2	5	6	6	4	-	4	12	6	4	3	7	3	12	2	4	5	4	16
Issues affecting children / families	14	5	2	1	-	4	7	6	4	9	5	8	1	4	5	3	2	3	5	8	3	2	8	3	1	13	1	3	4	3	11
Government / MPs / politicians / political parties	13	3	4	1	1	8	8	5	5	8	5	8	1	2	3	4	2	3	5	7	5	5	4	4	1	10	1	3	2	2	15

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Standards of living	11	3	6	2	-	7	5	5	5	7	5	7	2	3	3	5	2	1	3	8	2	2	3	6	2	10	*	4	5	1	14
	1%	1%	2%	3%	-s	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	3%	*	1%
MPs expenses	10	1	5	-	4	9	5	1	8	2	1	10	2	7	6	3	2	1	2	8	5	4	6	-	-	9	1	2	1	1	10
	1%	*	2%	-s	5%	2%	1%	*	2%	*	*	2%	1%	2%	2%	1%	1%	*	1%	1%	1%	2%	2%	-	-	1%	1%	1%	1%	*	1%
National security / safety	9	4	1	1	2	5	8	5	3	6	2	5	*	4	3	5	-	-	-	8	2	2	2	4	2	9	-	2	1	1	9
	1%	1%	*	2%	2%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	2%	-	-	-	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%
Openness / honesty / transparency	9	-	2	1	2	6	4	1	5	4	-	8	*	4	4	2	1	2	3	6	1	1	5	3	1	8	1	3	2	1	11
	1%	-	1%	2%	2%	1%	1%	*	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	*	*	2%	1%	1%	1%	1%	1%	1%	1%	1%
Race relations	7	2	3	-	1	5	4	2	3	5	2	4	1	2	3	4	1	-	1	7	1	1	4	3	1	7	-	2	2	-	9
	1%	1%	1%	-s	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%
Trade unions/ strikes	5	1	3	-	1	4	1	1	-	5	1	4	*	1	2	3	-	-	-	5	2	2	*	3	1	5	-	1	2	-	5
	*	*	1%	-s	1%	*	*	1%	-	1%	*	1%	*	*	1%	1%	-	-	-	1%	1%	1%	*	1%	1%	1%	-	*	1%	-	*
Animal welfare	4	2	1	-	-	1	2	2	-	4	2	1	-	1	2	-	1	1	2	2	1	1	2	1	-	4	-	2	-	-	3
	*	1%	1%	-s	-s	*	*	1%	-	1%	1%	*	-	*	*	-	*	1%	1%	*	*	1%	*	-	*	-	1%	-	-	-	-
Other	55	7	14	5	8	35	28	12	28	27	15	34	8	26	18	20	7	9	16	38	20	13	15	20	7	46	7	13	11	11	58
	5%	3%	5%	8%	9%	7%	5%	3%	6%	5%	4%	6%	7%	6%	5%	6%	4%	7%	5%	6%	6%	5%	5%	6%	6%	5%	8%	5%	5%	8%	6%
Don't know	105	16	28	2	-	41	29	18	33	72	49	38	10	40	27	28	31	16	47	55	38	22	35	32	12	78	16	11	5	5	99
	10%	6%	10%	2%	-s	8%	5%	5%	7%	13%	14%	7%	8%	10%	8%	8%	18%	12%	15%	8%	11%	9%	11%	9%	9%	9%	19%	4%	2%	4%	10%
Not stated	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1

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