

## Ipsos MORI Political Monitor - March 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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Total Voting	822	557	730	714	672	605	19	407	415	203	297	322	75	128	140	157	131	192	87	238	225	155	204	463	359	846
Conservative	259	186	244	240	226	206	4	128	131	39	90	129	12	27	55	36	42	88	44	88	64	48	59	152	107	265
	32%	33%	33%	34%	34%	34%	22% <b>s</b>	32%	31%	19%	31%	40%	16% <b>s</b>	21%	39%	23%	32%	46%	50% <b>s</b>	37%	28%	31%	29%	33%	30%	31%
Labour	294	190	261	251	238	204	8	128	166	88	114	93	40	48	49	65	46	46	21	82	79	58	76	161	134	298
	36%	34%	36%	35%	35%	34%	41% <b>s</b>	32%	40%	43%	38%	29%	54% <b>s</b>	37%	35%	41%	36%	24%	24% <b>s</b>	34%	35%	37%	37%	35%	37%	35%
Liberal Democrats (Lib Dem)	66	46	63	63	56	53	2	33	33	17	24	25	5	13	9	14	6	19	9	22	19	8	17	42	25	66
	8%	8%	9%	9%	8%	9%	9% <b>s</b>	8%	8%	9%	8%	8%	6% <b>s</b>	10%	7%	9%	5%	10%	10% <b>s</b>	9%	9%	5%	8%	9%	7%	8%
Scottish Nationalist	34	22	29	29	27	24	1	13	21	9	18	7	2	6	4	15	3	4	4	8	7	7	12	15	19	41
	4%	4%	4%	4%	4%	4%	5% <b>s</b>	3%	5%	4%	6%	2%	3% <b>s</b>	5%	3%	9%	2%	2%	4% <b>s</b>	4%	3%	4%	6%	3%	5%	5%
Plaid Cymru	2	2	2	2	2	2	-	1	1	-	1	1	-	-	-	1	1	1	-	-	1	1	1	1	1	4
	*	*	*	*	*	*	-s	*	*	-	*	*	-s	-	-	*	*	*	-s	-	*	1%	*	*	*	*
Green Party	59	33	39	39	37	34	1	32	26	28	20	11	6	22	10	9	7	3	2	17	26	7	8	44	15	55
	7%	6%	5%	5%	5%	6%	5% <b>s</b>	8%	6%	14%	7%	3%	9% <b>s</b>	17%	7%	6%	6%	2%	2% <b>s</b>	7%	12%	4%	4%	9%	4%	7%
UKIP	97	75	86	84	81	78	2	66	31	19	26	52	7	12	12	14	22	30	8	19	27	21	31	45	51	105
	12%	13%	12%	12%	12%	13%	12% <b>s</b>	16%	7%	9%	9%	16%	10% <b>s</b>	9%	9%	9%	17%	15%	9% <b>s</b>	8%	12%	13%	15%	10%	14%	12%
British National Party	2	-	-	-	-	-	*	*	2	-	2	-	-	-	*	2	-	-	-	-	*	2	-	*	2	2
	*	-	-	-	-	-	2% <b>s</b>	*	*	-	1%	-	-s	-	*	1%	-	-	-s	-	*	1%	-	*	*	*
Other	9	3	6	6	6	3	1	4	5	2	2	5	2	1	-	2	4	1	-	1	2	5	1	3	6	10
	1%	1%	1%	1%	1%	*	5% <b>s</b>	1%	1%	1%	1%	1%	3% <b>s</b>	*	-	1%	3%	*	-s	1%	1%	3%	*	1%	2%	1%
"Conservative Lead over Labour"	-36	-4	-17	-11	-13	2	-3	*	-36	-49	-23	37	-29	-20	6	-29	-5	42	23	6	-15	-10	-17	-9	-27	-33
	-4%	-1%	-2%	-2%	-2%	*	-18% <b>s</b>	*	-9%	-24%	-8%	11%	-38% <b>s</b>	-16%	4%	-19%	-4%	22%	27% <b>s</b>	3%	-7%	-7%	-8%	-2%	-8%	-4%
Undecided	91	37	54	52	45	40	8	33	58	44	20	27	18	26	12	7	11	16	9	14	26	40	11	40	51	83
	9%	6%	7%	7%	6%	6%	10% <b>s</b>	7%	11%	15%	5%	7%	15% <b>s</b>	15%	7%	4%	7%	7%	9% <b>s</b>	5%	10%	18%	4%	7%	11%	8%
Would not vote	104	16	25	22	21	17	51	53	50	49	39	16	27	22	20	19	5	10	5	20	25	25	34	44	59	85
	10%	3%	3%	3%	3%	3%	66% <b>s</b>	11%	10%	17%	11%	4%	22% <b>s</b>	12%	12%	11%	4%	5%	4% <b>s</b>	7%	9%	11%	14%	8%	13%	8%
Refused	8	5	7	7	6	5	-	5	3	-	*	8	-	-	-	*	2	6	3	2	1	4	2	3	5	11
	1%	1%	1%	1%	1%	1%	-s	1%	1%	-	*	2%	-s	-	-	*	1%	3%	2% <b>s</b>	1%	*	2%	1%	1%	1%	1%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\* = 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 - March 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	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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
Total Voting	822	259	294	66	97	563	527	325	360	462	303	476	83	341	300	268	122	115	237	568	275	201	239	308	114	708	74	268	223	116	846	
Conservative	259	259	-	-	-	-	259	259	116	143	197	51	21	112	104	119	21	8	29	222	80	63	93	86	27	231	17	199	10	15	265	
	32%	100%	-	-s	-	-	49%	80%	32%	31%	65%	11%	25%	33%	35%	44%	17%	7%	12%	39%	29%	31%	39%	28%	23%	33%	23%	74%	5%	13%	31%	
Labour	294	-	294	-	-	294	-	-	120	174	50	226	41	108	112	74	50	55	105	186	96	81	71	127	58	267	15	16	180	34	298	
	36%	-	100%	-s	-	52%	-	-	33%	38%	17%	48%	49%	32%	37%	28%	41%	47%	44%	33%	35%	40%	30%	41%	51%	38%	20%	6%	81%	30%	35%	
Liberal Democrats (Lib Dem)	66	-	-	66	-	66	66	66	34	32	21	39	6	37	23	19	11	11	22	42	23	16	14	29	10	57	7	5	5	43	66	
	8%	-	-	100%	-	12%	13%	20%	9%	7%	7%	8%	7%	11%	8%	7%	9%	10%	9%	7%	8%	8%	6%	9%	8%	10%	2%	2%	2%	37%	8%	
Scottish Nationalist	34	-	-	-	-	34	34	-	17	16	7	27	4	13	12	4	10	5	14	16	33	1	-	1	-	2	32	-	5	1	41	
	4%	-	-	-s	-	6%	6%	-	5%	4%	2%	6%	4%	4%	4%	2%	8%	4%	6%	3%	12%	1%	-	*	-	*	43%	-	2%	1%	5%	
Plaid Cymru	2	-	-	-	-	2	2	-	1	1	-	2	1	-	1	1	-	-	-	2	-	-	2	-	-	-	-	-	-	1	4	
	*	-	-	-s	-	*	*	-	*	*	-	*	2%	-	*	*	-	-	-	*	-	-	1%	-	-	-	-	-	-	1%	*	
Green Party	59	-	-	-	-	59	59	-	29	30	10	44	6	26	22	11	16	10	26	32	16	15	13	30	17	54	1	10	8	12	55	
	7%	-	-	-s	-	10%	11%	-	8%	6%	3%	9%	8%	8%	7%	4%	13%	9%	11%	6%	6%	7%	5%	10%	15%	8%	1%	4%	4%	11%	7%	
UKIP	97	-	-	-	97	97	97	-	35	62	15	79	3	38	22	37	14	24	38	59	26	24	40	31	2	86	1	36	15	8	105	
	12%	-	-	-s	100%	17%	18%	-	10%	13%	5%	17%	4%	11%	7%	14%	11%	21%	16%	10%	9%	12%	17%	10%	2%	12%	2%	13%	7%	7%	12%	
British National Party	2	-	-	-	2	2	-	-	2	-	2	*	*	2	-	-	-	2	2	-	*	-	-	2	-	2	*	2	-	-	2	
	*	-	-	-s	-	*	*	-	1%	-	1%	*	*	*	-	-	-	2%	1%	-	*	-	-	1%	-	*	*	1%	-	-	1%	
Other	9	-	-	-	9	9	-	-	6	3	1	8	1	5	4	4	-	1	1	8	2	1	4	3	1	8	1	-	1	1	10	
	1%	-	-	-s	-	2%	2%	-	2%	1%	*	2%	1%	2%	1%	2%	-	1%	*	1%	1%	*	2%	1%	1%	1%	1%	-	*	1%	1%	
"Conservative Lead over Labour"	-36	259	-294	0	0	-294	259	259	-4	-31	147	-175	-19	4	-8	45	-29	-47	-76	36	-16	-18	22	-41	-32	-37	2	183	-169	-19	-33	
	-4%	100%	-100%	0%	0%	-52%	49%	80%	-1%	-7%	48%	-37%	-23%	1%	-3%	17%	-24%	-41%	-32%	6%	-6%	-9%	9%	-13%	-28%	-5%	3%	68%	-76%	-16%	-4%	
Undecided	91	-	-	-	-	-	-	-	46	45	24	49	13	34	32	22	24	13	37	54	26	19	41	25	11	77	7	13	10	7	83	
	9%	-	-	-s	-	-	-	-	10%	8%	7%	8%	12%	8%	9%	7%	13%	9%	11%	8%	8%	8%	13%	7%	8%	9%	8%	5%	4%	5%	8%	
Would not vote	104	-	-	-	-	-	-	-	48	55	22	64	10	48	31	14	33	25	58	45	32	24	36	35	10	92	8	6	9	5	85	
	10%	-	-	-s	-	-	-	-	10%	10%	6%	11%	9%	11%	9%	5%	18%	16%	17%	7%	10%	10%	11%	9%	7%	10%	9%	2%	4%	4%	8%	
Refused	8	-	-	-	-	-	-	-	*	8	1	6	1	-	1	4	-	3	3	5	4	4	1	3	1	6	1	2	2	-	11	
	1%	-	-	-s	-	-	-	-	*	1%	*	1%	*	-	*	1%	-	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	1%	

Fieldwork dates : 8th to 11th March 2015

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## Ipsos MORI Political Monitor - March 2015

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	657	657	657	657	657	657	-	336	321	84	227	346	25	59	93	134	140	206	62	215	215	105	122	430	227	657
Weighted Total	616	616	616	616	616	616	-	296	319	121	213	281	39	82	98	116	107	174	75	187	165	119	145	352	264	657
Total Voting	557	557	557	557	557	557	-	273	285	103	195	259	33	71	88	106	101	159	70	174	149	102	131	323	234	604
Conservative	186 33%	186 33%	186 33%	186 33%	186 33%	186 33%	-s	89 33%	97 34%	20 20% <b>s</b>	63 32%	103 40%	7 23% <b>s</b>	13 18% <b>s</b>	38 43% <b>s</b>	25 24%	32 31%	71 45%	34 49% <b>s</b>	63 36%	43 29%	36 35%	44 34%	106 33%	80 34%	195 32%
Labour	190 34%	190 34%	190 34%	190 34%	190 34%	190 34%	-s	85 31%	105 37%	46 45% <b>s</b>	70 36%	74 29%	20 61% <b>s</b>	26 37% <b>s</b>	28 32% <b>s</b>	42 39%	37 37%	38 24%	19 27% <b>s</b>	58 33%	54 36%	36 35%	42 32%	113 35%	78 33%	207 34%
Liberal Democrats (Lib Dem)	46 8%	46 8%	46 8%	46 8%	46 8%	46 8%	-s	20 7%	27 9%	6 6% <b>s</b>	17 9%	24 9%	- -s	6 8% <b>s</b>	7 8% <b>s</b>	10 9%	5 5%	19 12%	9 13% <b>s</b>	17 10%	12 8%	5 5%	13 10%	28 9%	18 8%	47 8%
Scottish Nationalist	22 4%	22 4%	22 4%	22 4%	22 4%	22 4%	-s	7 3%	15 5%	4 4% <b>s</b>	13 7%	5 2%	2 7% <b>s</b>	3 3% <b>s</b>	11 10%	1 1%	3 2%	4 4% <b>s</b>	8 5%	3 2%	5 5%	6 5%	11 3%	12 3%	28 5%	
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	-s	1 1%	1 *	- -s	1 *	1 1%	- -s	- -s	- -s	1 1%	1 1%	1 *	- -s	- *	1 1%	1 *	1 *	1 *	4 1%	
Green Party	33 6%	33 6%	33 6%	33 6%	33 6%	33 6%	-s	19 7%	14 5%	13 12% <b>s</b>	10 5%	10 4%	- -s	13 18% <b>s</b>	5 6% <b>s</b>	5 4%	7 7%	3 2%	2 2% <b>s</b>	14 8%	15 10%	3 3%	1 1%	28 9%	4 2%	36 6%
UKIP	75 13%	75 13%	75 13%	75 13%	75 13%	75 13%	-s	49 18%	26 9%	14 14% <b>s</b>	21 11%	40 15%	3 10% <b>s</b>	11 15% <b>s</b>	8 9% <b>s</b>	13 12%	17 16%	24 15%	3 5% <b>s</b>	14 8%	20 13%	16 16%	24 18%	34 11%	40 17%	83 14%
British National Party	-	-	-	-	-	-	-s	-	-	- -s	-	-	- -s	- -s	-	-	-	- -s	-	-	-	-	-	-	-	-
Other	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	-s	2 1%	1 *	- -s	1 *	2 1%	- -s	- -s	1 1%	2 2%	-	- -s	1 *	2 1%	1 1%	-	2 1%	1 *	4 1%	
"Conservative Lead over Labour"	-4 -1%	-4 -1%	-4 -1%	-4 -1%	-4 -1%	-4 -1%	0 0% <b>s</b>	4 2%	-8 -3%	-26 -25% <b>s</b>	-7 -4%	28 11%	-12 -38% <b>s</b>	-13 -19% <b>s</b>	10 11% <b>s</b>	-16 -15%	-5 -5%	34 21%	15 22% <b>s</b>	5 3%	-11 -7%	* *	2 2%	-6 -2%	2 1%	-12 -2%
Undecided	37 6%	37 6%	37 6%	37 6%	37 6%	37 6%	-s	10 3%	27 9%	10 9% <b>s</b>	12 6%	14 5%	1 3% <b>s</b>	9 11% <b>s</b>	7 7% <b>s</b>	6 5%	6 5%	9 5%	3 4% <b>s</b>	9 5%	13 8%	10 9%	4 3%	23 6%	14 5%	37 6%
Would not vote	16 3%	16 3%	16 3%	16 3%	16 3%	16 3%	-s	10 3%	6 2%	8 6% <b>s</b>	6 3%	2 1%	5 13% <b>s</b>	2 3% <b>s</b>	3 3% <b>s</b>	3 3%	-	2 1%	1 2% <b>s</b>	2 1%	1 1%	4 4%	9 6%	3 1%	13 5%	
Refused	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-s	3 1%	2 *	- -s	* *	5 2%	- -s	- -s	- -s	* *	1 1%	4 2%	1 1% <b>s</b>	2 1%	1 1%	2 2%	-	3 1%	2 1%	8 1%

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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	657	195	207	47	83	409	397	242	271	386	218	407	138	187	228	283	59	77	136	511	227	155	209	221	71	547	72	224	190	105	657	
Weighted Total	616	186	190	46	75	371	367	232	269	346	211	374	61	236	217	231	71	85	156	448	215	159	187	214	73	525	55	215	173	97	657	
Total Voting	557	186	190	46	75	371	367	232	242	316	199	339	58	210	197	213	61	75	136	410	191	141	167	200	66	476	50	207	160	89	604	
Conservative	186	186	-	-	-	-	186	186	80	107	149	31	16	72	69	98	8	5	13	166	60	46	68	58	16	162	14	155	6	11	195	
	33%	100%	-	-s	-s	-	51%	80%	33%	34%	75%	9%	28%	34%	35%	46%	13%	6%	9%	41%	31%	32%	41%	29%	24%	34%	29%	75%	4%	12%	32%	
Labour	190	-	190	-	-	190	-	-	80	111	23	159	28	63	72	59	26	32	58	131	62	55	50	78	32	175	7	12	127	26	207	
	34%	-	100%	-s	-s	51%	-	-	33%	35%	12%	47%	49%	30%	36%	28%	43%	43%	43%	32%	32%	39%	30%	39%	48%	37%	14%	6%	80%	29%	34%	
Liberal Democrats (Lib Dem)	46	-	-	46	-	46	46	46	20	27	12	32	2	22	15	17	2	9	12	32	18	12	8	21	8	38	6	3	4	36	47	
	8%	-	-	100%	-s	12%	13%	20%	8%	8%	6%	9%	4%	10%	8%	8%	4%	12%	9%	8%	9%	8%	5%	10%	11%	8%	12%	2%	3%	40%	8%	
Scottish Nationalist	22	-	-	-	-	22	22	-	13	9	3	19	3	10	10	3	6	3	9	13	21	1	-	1	-	2	21	-	4	1	28	
	4%	-	-	-s	-s	6%	6%	-	6%	3%	2%	6%	4%	5%	5%	1%	9%	4%	7%	3%	11%	1%	-	*	-s	*	42%	-	3%	1%	5%	
Plaid Cymru	2	-	-	-	-	2	2	-	1	1	-	2	1	-	1	1	-	-	-	2	-	-	2	-	-	-	-	-	-	1	4	
	*	-	-	-s	-s	1%	1%	-	*	*	-	1%	2%	-	1%	*	-s	-s	-	1%	-	-	1%	-	-s	-	-s	-	-	1%	1%	
Green Party	33	-	-	-	-	33	33	-	21	12	4	27	5	15	12	5	10	5	15	17	9	9	6	17	9	28	1	4	7	10	36	
	6%	-	-	-s	-s	9%	9%	-	9%	4%	2%	8%	8%	7%	6%	2%	16%	7%	11%	4%	5%	6%	4%	9%	13%	6%	2%	2%	4%	12%	6%	
UKIP	75	-	-	-	75	75	75	-	26	49	7	67	3	27	17	29	9	20	29	46	20	20	32	22	2	69	-	33	11	4	83	
	13%	-	-	-s	100%	20%	20%	-	11%	16%	4%	20%	5%	13%	9%	14%	14%	27%	21%	11%	10%	14%	19%	11%	3%	14%	-s	16%	7%	5%	14%	
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-s	-	-	-	-	
Other	3	-	-	-	-	3	3	-	2	1	1	2	-	1	1	2	-	-	-	3	1	-	-	2	1	2	1	-	1	-	4	
	1%	-	-	-s	-s	1%	1%	-	1%	*	*	1%	-	1%	1%	1%	-s	-s	-	1%	*	-	-	1%	1%	*	2%	-	*	-	1%	
"Conservative Lead over Labour"	-4	186	-190	0	0	-190	186	186	*	-4	126	-129	-12	10	-3	39	-18	-27	-45	35	-2	-9	18	-20	-16	-12	7	143	-121	-16	-12	
	-1%	100%	-100%	0%	0%	-51%	51%	80%	*	-1%	63%	-38%	-21%	5%	-2%	18%	-29%	-36%	-33%	9%	-1%	-7%	11%	-10%	-24%	-3%	15%	69%	-76%	-18%	-2%	
Undecided	37	-	-	-	-	-	-	-	18	19	8	22	3	12	15	15	3	4	8	30	12	9	17	9	3	31	3	6	7	6	37	
	6%	-	-	-s	-s	-	-	-	7%	5%	4%	6%	5%	5%	7%	6%	5%	5%	5%	7%	5%	5%	9%	4%	5%	6%	5%	3%	4%	6%	6%	
Would not vote	16	-	-	-	-	-	-	-	9	7	3	11	-	14	4	1	6	4	11	5	10	8	2	4	2	14	2	-	6	2	8	
	3%	-	-	-s	-s	-	-	-	3%	2%	2%	3%	-	6%	2%	*	9%	5%	7%	1%	5%	5%	1%	2%	3%	3%	4%	-	3%	2%	1%	
Refused	5	-	-	-	-	-	-	-	*	5	1	3	1	-	1	2	-	2	2	3	2	1	1	2	1	3	1	2	1	-	8	
	1%	-	-	-s	-s	-	-	-	*	1%	*	1%	1%	-	*	1%	-s	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	-	1%	

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \* = Less than 0.5%  
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - March 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) 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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Conservative	217	159	205	203	191	179	4	115	101	36	73	109	12	24	43	29	37	71	38	74	50	44	50	123	94	220
	21%	26%	25%	26%	26%	27%	5% <b>s</b>	23%	19%	12%	20%	29%	10% <b>s</b>	13%	25%	16%	25%	32%	37% <b>s</b>	27%	18%	20%	20%	22%	20%	21%
Labour	254	173	228	219	208	183	8	110	144	81	92	80	37	45	38	54	39	41	19	76	67	50	61	143	111	257
	25%	28%	28%	28%	28%	27%	10% <b>s</b>	22%	27%	27%	26%	22%	31% <b>s</b>	25%	22%	29%	26%	18%	18% <b>s</b>	28%	24%	22%	24%	26%	23%	25%
Liberal Democrats (Lib Dem)	50	32	48	48	42	38	*	28	22	17	13	19	5	13	4	9	3	16	9	14	15	4	16	29	20	48
	5%	5%	6%	6%	6%	6%	1% <b>s</b>	6%	4%	6%	4%	5%	4% <b>s</b>	7%	2%	5%	2%	7%	9% <b>s</b>	5%	6%	2%	6%	5%	4%	5%
Scottish Nationalist	32	21	27	27	26	23	1	12	20	9	17	6	2	6	3	15	3	3	3	8	7	6	11	15	17	39
	3%	3%	3%	3%	3%	3%	1% <b>s</b>	2%	4%	3%	5%	2%	2% <b>s</b>	4%	2%	8%	2%	1%	3% <b>s</b>	3%	2%	3%	4%	3%	4%	4%
Plaid Cymru	2	2	2	2	2	2	-	1	1	-	1	1	-	-	-	1	1	1	-	-	1	1	1	1	1	4
	*	*	*	*	*	*	-	*	*	-	*	*	-	-	-	*	*	*	-	-	*	*	*	*	*	*
Green Party	43	30	35	35	33	30	1	27	16	21	12	11	4	17	5	7	7	3	2	13	24	3	3	37	6	46
	4%	5%	4%	4%	4%	5%	1% <b>s</b>	5%	3%	7%	3%	3%	3% <b>s</b>	10%	3%	4%	5%	2%	2% <b>s</b>	5%	9%	2%	1%	7%	1%	4%
UKIP	87	72	83	81	78	75	1	58	29	17	22	48	5	12	10	12	19	29	8	16	24	19	29	40	47	94
	8%	12%	10%	10%	10%	11%	1% <b>s</b>	12%	5%	6%	6%	13%	4% <b>s</b>	7%	6%	7%	13%	13%	8% <b>s</b>	6%	9%	8%	11%	7%	10%	9%
Scottish Socialist Party	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1
	*	*	*	*	*	*	-	*	-	-	-	*	-	-	-	-	1%	-	-	-	-	*	-	-	*	*
British National Party (BNP)	*	-	-	-	-	-	* <b>s</b>	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	1
	*	-	-	-	-	-	* <b>s</b>	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*
Independent Candidate	1	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*	*	*	*	*	*	-	*	-	-	*	-	-	-	-	1%	-	-	-	-	*	-	-	*	-	*
Other	5	2	4	4	4	2	-	2	3	2	-	3	2	-	-	3	1	-	-	1	1	3	-	2	3	5
	*	*	*	1%	1%	*	-	*	1%	1%	-	1%	2% <b>s</b>	-	-	2%	*	-	-	*	*	1%	-	*	*	1%
Undecided	212	95	145	138	125	104	9	79	133	65	80	66	27	38	47	33	27	39	17	49	57	62	43	106	105	201
	21%	15%	18%	17%	17%	16%	12% <b>s</b>	16%	25%	22%	23%	18%	22% <b>s</b>	22%	27%	18%	18%	17%	17% <b>s</b>	18%	21%	28%	17%	19%	22%	20%
Would not vote	97	11	19	16	16	13	51	50	47	45	39	13	26	20	20	19	5	8	3	20	23	22	32	43	55	80
	10%	2%	2%	2%	2%	2%	65% <b>s</b>	10%	9%	15%	11%	3%	21% <b>s</b>	11%	12%	11%	4%	3%	3% <b>s</b>	7%	8%	10%	13%	8%	12%	8%
Refused	24	16	20	20	18	16	3	15	9	4	4	17	1	2	1	3	5	12	5	4	7	9	5	10	14	28
	2%	3%	2%	2%	2%	2%	3% <b>s</b>	3%	2%	1%	1%	4%	1% <b>s</b>	1%	1%	2%	3%	5%	4% <b>s</b>	1%	2%	4%	2%	2%	3%	3%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\* = 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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## Ipsos MORI Political Monitor - March 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 occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Conservative	217	217	-	-	-	-	217	217	99	118	176	36	18	93	88	99	16	7	23	187	63	51	79	75	22	196	12	172	8	12	220
	21%	84%	-	-s	-	-	41%	67%	22%	21%	50%	6%	17%	22%	24%	32%	9%	5%	7%	28%	19%	20%	25%	20%	16%	22%	13%	60%	3%	9%	21%
Labour	254	-	254	-	-	254	-	-	109	145	39	198	35	94	96	67	45	42	87	163	81	69	63	111	52	231	12	16	155	30	257
	25%	-	86%	-s	-	45%	-	-	24%	25%	11%	33%	33%	22%	27%	22%	25%	27%	26%	24%	24%	28%	20%	30%	38%	26%	13%	6%	64%	23%	25%
Liberal Democrats (Lib Dem)	50	-	-	50	-	50	50	50	26	24	15	28	5	25	13	15	11	10	21	28	19	12	10	21	9	42	6	1	3	34	48
	5%	-	-	75%	-	9%	9%	15%	6%	4%	4%	5%	4%	6%	4%	5%	6%	6%	6%	4%	6%	5%	3%	6%	7%	5%	7%	*	1%	26%	5%
Scottish Nationalist	32	-	-	-	-	32	32	-	17	15	6	26	4	13	12	4	9	5	13	16	32	1	-	-	-	1	31	-	5	1	39
	3%	-	-	-s	-	6%	6%	-	4%	3%	2%	4%	3%	3%	3%	1%	5%	3%	4%	2%	9%	1%	-	-	-	*	34%	-	2%	1%	4%
Plaid Cymru	2	-	-	-	-	2	2	-	1	1	-	2	1	-	1	1	-	-	-	2	-	-	2	-	-	-	-	-	-	1	4
	*	-	-	-s	-	*	*	-	*	*	-	1%	-	-	*	*	-	-	-	2	-	-	1%	-	-	-	-	-	-	-	*
Green Party	43	-	-	-	-	43	43	-	23	20	6	35	5	17	15	9	13	5	19	24	12	11	7	25	11	39	1	4	8	10	46
	4%	-	-	-s	-	8%	8%	-	5%	4%	2%	6%	5%	4%	4%	3%	7%	3%	6%	4%	3%	4%	2%	7%	8%	4%	1%	2%	3%	8%	4%
UKIP	87	-	-	-	87	87	87	-	30	58	12	72	2	32	19	32	12	24	36	51	23	22	38	25	2	77	1	35	13	5	94
	8%	-	-	-s	90%	15%	17%	-	7%	10%	4%	12%	2%	8%	5%	10%	7%	15%	11%	8%	7%	9%	12%	7%	1%	9%	2%	12%	5%	4%	9%
Scottish Socialist Party	1	-	-	-	-	1	1	-	1	-	-	1	-	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	1
	*	-	-	-s	-	*	*	-	*	-	-	*	-	*	*	-	-	-	*	*	*	-	-	-	-	-	1%	-	-	-	*
British National Party (BNP)	*	-	-	-	-	*	*	-	*	-	-	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	*	-	-	-	1
	*	-	-	-s	-	*	*	-	*	-	-	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	*	-	-	-	*
Independent Candidate	1	-	-	-	-	1	1	-	1	-	1	-	-	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1
	*	-	-	-s	-	*	*	-	*	-	-	*	-	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	-	*
Other	5	-	-	-	-	5	5	-	3	2	-	5	-	3	2	3	-	-	-	5	1	1	2	2	1	5	-	-	1	1	5
	*	-	-	-s	-	1%	1%	-	1%	*	-	1%	-	1%	1%	1%	-	-	-	1%	*	*	1%	1%	1%	1%	-	-	*	*	*
Undecided	212	39	39	14	9	83	82	53	94	118	66	119	26	90	82	57	38	32	70	139	67	52	76	69	27	185	15	52	38	28	201
	21%	15%	13%	22%	9%	15%	16%	16%	21%	21%	19%	20%	25%	21%	23%	18%	21%	20%	21%	21%	20%	21%	24%	19%	21%	17%	18%	16%	22%	20%	
Would not vote	97	-	-	-	-	-	-	-	46	51	21	60	10	45	28	13	32	24	55	41	32	24	35	30	7	86	8	5	6	5	80
	10%	-	-	-s	-	-	-	-	10%	9%	6%	10%	9%	11%	8%	4%	18%	15%	16%	6%	10%	10%	11%	8%	5%	10%	9%	2%	3%	4%	8%
Refused	24	3	2	2	1	6	7	5	6	18	8	13	1	8	5	9	2	8	10	14	7	5	5	12	6	21	2	3	6	1	28
	2%	1%	1%	3%	1%	1%	1%	2%	1%	3%	2%	2%	*	2%	1%	3%	1%	5%	3%	2%	2%	2%	1%	3%	4%	2%	2%	1%	2%	1%	3%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 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	229	119	171	161	147	127	11	98	131	47	81	101	19	28	37	44	41	60	17	56	83	50	40	139	90	229
Weighted Total	236	111	164	157	143	120	12	93	143	69	85	83	28	41	48	37	32	51	22	53	64	71	48	117	119	229
Conservative	42	27	40	36	35	27	-	13	29	4	18	21	-	4	12	6	4	16	6	15	14	4	9	29	13	45
	18%	24%	24%	23%	24%	23%	-s	14%	20%	5%	21%	25%	-s	9%	24%	17%	13%	32%	27%	28%	22%	5%	19%	25%	11%	20%
Labour	41	17	33	32	30	21	-	19	22	7	22	12	4	3	11	11	8	5	2	6	12	8	14	18	23	41
	17%	16%	20%	20%	21%	18%	-s	20%	15%	10%	26%	15%	13%	7%	22%	30%	24%	9%	11%	11%	19%	12%	30%	15%	19%	18%
Liberal Democrats (Lib Dem)	16	14	15	15	14	14	1	5	11	-	10	6	-	-	5	5	3	3	-	8	4	3	1	12	4	18
	7%	13%	9%	10%	10%	12%	11%	5%	8%	-s	12%	8%	-s	-s	11%	13%	10%	6%	-s	16%	6%	5%	2%	11%	3%	8%
Scottish Nationalist	2	1	2	2	1	1	-	1	1	-	1	1	-	-	1	-	-	1	1	-	-	1	1	-	2	2
	1%	1%	1%	1%	1%	1%	-s	1%	1%	-s	1%	1%	-s	-s	2%	-s	-s	2%	4%	-s	-s	1%	2%	-	2%	1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	15	2	4	4	4	4	-	5	10	8	8	-	3	5	5	3	-	-	4	2	3	5	6	9	9	
	7%	2%	2%	2%	3%	3%	-s	6%	7%	11%	9%	-	9%	12%	11%	7%	-s	-s	8%	4%	5%	11%	6%	7%	4%	
UKIP	10	3	3	3	3	3	1	8	2	2	4	4	2	-	2	2	3	1	-	3	2	2	2	6	4	11
	4%	2%	2%	2%	2%	2%	10%	9%	1%	3%	4%	5%	8%	-s	4%	6%	10%	1%	-s	6%	4%	3%	4%	5%	4%	5%
Scottish Socialist Party	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	2	-	-	-	-	-	2	-	-	2	1
	1%	-	-	-	-	-	-s	-s	1%	-s	2%	-	-s	-s	-s	5%	-s	-s	-	-s	-s	2%	-s	-	1%	*
Other	3	-	-	-	-	-	1	1	2	1	1	1	-	1	-	1	1	-	1	1	-	1	1	1	2	3
	1%	-	-	-	-	-	8%	1%	1%	1%	1%	1%	-s	1%	-s	3%	3%	-s	-s	1%	-s	1%	2%	*	2%	1%
Undecided	91	37	54	52	45	40	8	33	58	44	20	27	18	26	12	7	11	16	9	14	26	40	11	40	51	83
	39%	33%	33%	33%	32%	34%	67%	35%	41%	65%	23%	33%	65%	64%	26%	20%	34%	32%	40%	27%	41%	56%	22%	35%	42%	36%
Would not vote	6	5	6	6	5	5	*	3	3	4	-	3	1	2	-	-	-	3	1	-	2	2	2	2	5	5
	3%	4%	4%	4%	3%	4%	4%	4%	2%	5%	-s	3%	4%	6%	-s	-s	-s	5%	6%	-s	3%	3%	5%	1%	4%	2%
Refused	8	5	7	7	6	5	-	5	3	-	*	8	-	-	*	2	6	3	2	2	1	4	2	3	5	11
	4%	4%	4%	4%	4%	4%	-s	6%	2%	-s	*s	10%	-s	-s	-s	1%	6%	12%	12%	4%	1%	5%	3%	3%	4%	5%

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \* = Less than 0.5%  
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - March 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	
Unweighted Total	229	45	41	18	11	85	89	63	92	137	68	131	54	70	84	81	30	31	61	165	71	51	74	84	29	200	20	57	41	32	229	
Weighted Total	236	42	41	16	10	88	90	58	100	136	73	132	27	98	87	66	40	40	80	153	74	57	80	81	32	206	17	55	44	29	229	
Conservative	42 18%	42 100%	-	-	-	-	42 47%	42 72%	17 17%	25 18%	21 29%	15 11%	3 11%	19 20%	16 18%	20 30%	5 12%	1 2%	6 7%	35 23%	17 23%	13 22%	14 17%	11 14%	5 16%	35 17%	5 27%	27 50%	2 4%	3 11%	45 20%	
Labour	41 17%	-	41 100%	-	-	41 46%	-	-	11 11%	30 22%	11 15%	28 22%	6 22%	14 14%	16 18%	7 11%	5 13%	13 32%	18 22%	23 15%	16 21%	12 22%	9 11%	16 20%	6 20%	36 18%	3 18%	-	25 56%	4 15%	41 18%	
Liberal Democrats (Lib Dem)	16 7%	-	-	16 100%	-	16 19%	16 18%	16 28%	8 8%	8 6%	6 8%	10 8%	1 5%	12 12%	10 11%	4 7%	-	1 3%	1 2%	14 9%	4 6%	3 6%	4 5%	8 9%	1 2%	15 7%	1 6%	4 7%	1 3%	9 33%	18 8%	
Scottish Nationalist	2 1%	-	-	-	-	2 2%	2 2%	-	-	2 1%	1 1%	1 1%	-	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 1%	-	1 6%	-	-	-	-	2 1%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Green Party	15 7%	-	-	-	-	15 17%	15 17%	-	6 6%	9 7%	4 6%	9 7%	1 5%	9 9%	6 7%	2 2%	3 7%	5 12%	7 9%	8 5%	4 5%	4 7%	6 7%	5 7%	5 16%	15 7%	-	6 11%	-	3 9%	9 4%	
UKIP	10 4%	-	-	-	10 100%	10 11%	10 11%	-	5 5%	4 3%	2 3%	7 5%	1 3%	6 6%	3 4%	5 8%	2 4%	-	2 2%	8 5%	2 3%	2 4%	2 2%	6 7%	-	10 5%	-	1 1%	2 4%	3 9%	11 5%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party	2 1%	-	-	-	-	2 2%	2 2%	-	2 2%	-	2 2%	-	2 2%	-	2 2%	-	-	2 4%	-	-	-	-	2 2%	-	2 1%	-	2 3%	-	2 3%	-	-	1 *
Other	3 1%	-	-	-	-	3 3%	3 3%	-	2 2%	1 1%	-	3 2%	1 1%	1 1%	1 1%	1 1%	-	1 3%	2 1%	2 1%	-	-	3 3%	-	3 1%	-	-	-	-	-	3 1%	
Undecided	91 39%	-	-	-	-	-	-	-	46 46%	45 33%	24 32%	49 37%	13 49%	34 35%	32 37%	22 33%	24 59%	13 34%	37 47%	54 35%	26 35%	19 33%	41 51%	25 30%	11 34%	77 37%	7 39%	13 24%	10 23%	7 23%	83 36%	
Would not vote	6 3%	-	-	-	-	-	-	-	2 2%	4 3%	1 2%	4 3%	-	2 3%	3 3%	1 2%	1 3%	1 3%	2 3%	4 3%	-	-	1 1%	5 7%	2 8%	6 3%	-	1 1%	2 6%	-	5 2%	
Refused	8 4%	-	-	-	-	-	-	-	* *	8 6%	1 1%	6 4%	1 2%	-	1 1%	4 6%	-	3 8%	5 4%	5 3%	4 6%	4 6%	1 1%	3 4%	1 4%	6 3%	1 5%	2 3%	2 4%	-	11 5%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 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	657	657	657	657	657	657	-	336	321	84	227	346	25	59	93	134	140	206	62	215	215	105	122	430	227	657
Weighted Total	616	616	616	616	616	616	-	296	319	121	213	281	39	82	98	116	107	174	75	187	165	119	145	352	264	657
Conservative	159	159	159	159	159	159	-s	80	79	18	52	89	7	11	30	22	29	60	31	53	35	33	39	87	72	167
		26%	26%	26%	26%	26%		27%	25%	15% <del>s</del>	24%	32%	19% <del>s</del>	13% <del>s</del>	30% <del>s</del>	19%	27%	35%	42% <del>s</del>	28%	21%	28%	27%	25%	27%	25%
Labour	173	173	173	173	173	173	-s	76	97	44	61	68	19	25	24	37	34	34	16	54	46	34	39	100	73	187
		28%	28%	28%	28%	28%		26%	30%	36% <del>s</del>	29%	24%	48% <del>s</del>	31% <del>s</del>	25% <del>s</del>	32%	32%	19%	22% <del>s</del>	29%	28%	28%	27%	28%	28%	28%
Liberal Democrats (Lib Dem)	32	32	32	32	32	32	-	16	16	6	8	18	-	6	2	6	2	16	9	8	9	2	13	17	15	32
		5%	5%	5%	5%	5%		5%	5%	5% <del>s</del>	4%	6%	-s	7% <del>s</del>	2% <del>s</del>	5%	2%	9%	12% <del>s</del>	4%	5%	1%	9%	5%	6%	5%
Scottish Nationalist	21	21	21	21	21	21	-	6	15	4	13	4	2	2	3	11	1	2	2	8	3	4	6	11	11	27
		3%	3%	3%	3%	3%		2%	5%	4% <del>s</del>	6%	1%	6% <del>s</del>	3% <del>s</del>	3% <del>s</del>	9%	1%	1%	2% <del>s</del>	4%	2%	4%	4%	3%	4%	4%
Plaid Cymru	2	2	2	2	2	2	-	1	1	-	1	1	-	-	-	1	1	1	-	-	1	1	1	1	1	4
		*	*	*	*	*		*	*	-s	*	1%	-s	-s	-s	1%	1%	*	-s	-	*	1%	*	*	*	1%
Green Party	30	30	30	30	30	30	-	18	12	12	8	10	-	12	4	4	7	3	2	12	14	3	1	26	4	33
		5%	5%	5%	5%	5%		6%	4%	10% <del>s</del>	4%	4%	-s	14% <del>s</del>	4% <del>s</del>	3%	6%	2%	2% <del>s</del>	6%	8%	3%	1%	7%	2%	5%
UKIP	72	72	72	72	72	72	-	47	25	14	20	38	3	11	8	12	14	24	3	14	19	16	23	33	39	79
		12%	12%	12%	12%	12%		16%	8%	12% <del>s</del>	9%	13%	8% <del>s</del>	13% <del>s</del>	8% <del>s</del>	11%	13%	14%	5% <del>s</del>	7%	11%	13%	16%	9%	15%	12%
Scottish Socialist Party	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1
		*	*	*	*	*		*	-	-s	-	*	-s	-s	-s	-	1%	-	-s	-	-	1%	-	-	*	*
Independent Candidate	1	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
		*	*	*	*	*		*	-	-s	*	-	-s	-s	-s	1%	-	-	-s	-	*	-	-	*	-	*
Other	2	2	2	2	2	2	-	1	1	-	-	2	-	-	-	-	2	-	-	1	1	-	-	2	-	2
		*	*	*	*	*		*	*	-s	-	1%	-s	-s	-s	-	1%	-	-s	*	*	-	-	*	-	*
Undecided	95	95	95	95	95	95	-	33	62	14	41	40	1	13	24	17	15	25	9	33	32	17	13	65	30	100
		15%	15%	15%	15%	15%		11%	19%	12% <del>s</del>	19%	14%	3% <del>s</del>	16% <del>s</del>	25% <del>s</del>	15%	14%	14%	12% <del>s</del>	18%	19%	15%	9%	18%	12%	15%
Would not vote	11	11	11	11	11	11	-	6	5	5	6	-	5	-	3	3	-	-	-	2	1	2	7	3	9	5
		2%	2%	2%	2%	2%		2%	2%	4% <del>s</del>	3%	-	13% <del>s</del>	-s	3% <del>s</del>	3%	-	-s	1%	1%	2%	5%	1%	3%	3%	1%
Refused	16	16	16	16	16	16	-	9	7	4	2	10	1	2	-	2	2	9	2	3	4	6	2	7	9	19
		3%	3%	3%	3%	3%		3%	2%	3% <del>s</del>	1%	4%	3% <del>s</del>	3% <del>s</del>	-s	2%	2%	5%	3% <del>s</del>	2%	3%	5%	2%	2%	3%	3%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\* = 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 - March 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	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	657	195	207	47	83	409	397	242	271	386	218	407	138	187	228	283	59	77	136	511	227	155	209	221	71	547	72	224	190	105	657
Weighted Total	616	186	190	46	75	371	367	232	269	346	211	374	61	236	217	231	71	85	156	448	215	159	187	214	73	525	55	215	173	97	657
Conservative	159	159	-	-	-	159	159	69	69	136	22	14	61	58	84	7	5	12	142	45	34	63	50	13	139	11	136	4	7	167	
	26%	86%	-	-s	-s	-	43%	69%	25%	26%	64%	6%	23%	26%	27%	36%	10%	5%	8%	32%	21%	21%	34%	24%	18%	27%	21%	63%	2%	8%	25%
Labour	173	-	173	-	-	173	-	-	71	102	18	147	25	56	65	54	24	30	53	119	53	46	48	72	30	157	7	12	117	23	187
	28%	-	91%	-s	-s	47%	-	-	27%	29%	9%	39%	41%	24%	30%	23%	33%	35%	34%	26%	25%	29%	26%	33%	41%	30%	13%	6%	68%	24%	28%
Liberal Democrats (Lib Dem)	32	-	-	32	-	32	32	13	19	6	23	2	12	6	13	2	9	11	19	13	8	4	15	8	26	5	1	3	26	32	
	5%	-	-	69%	-s	9%	9%	14%	5%	6%	3%	6%	3%	5%	3%	6%	3%	10%	7%	4%	6%	5%	2%	7%	10%	5%	9%	1%	2%	27%	5%
Scottish Nationalist	21	-	-	-	-	21	21	-	13	8	2	19	3	10	10	3	6	3	9	13	21	1	-	-	-	1	21	-	4	1	27
	3%	-	-	-s	-s	6%	6%	-	5%	2%	1%	5%	4%	4%	5%	1%	8%	4%	6%	3%	10%	*	-	-	-s	*	38%	-	2%	1%	4%
Plaid Cymru	2	-	-	-	-	2	2	-	1	1	-	2	1	-	1	1	-	-	2	-	-	2	-	-	-	-	-	-	-	1	4
	*	-	-	-s	-s	1%	1%	-	*	*	-	1%	2%	-	1%	*	-s	-s	-	-	-	-	1%	-	-s	-	-s	-	-	1%	1%
Green Party	30	-	-	-	-	30	30	-	19	11	4	25	3	14	10	5	10	5	15	15	8	7	6	16	7	26	1	3	7	10	33
	5%	-	-	-s	-s	8%	8%	-	7%	3%	2%	7%	5%	6%	4%	2%	14%	6%	10%	3%	4%	4%	3%	8%	10%	5%	1%	2%	4%	10%	5%
UKIP	72	-	-	-	72	72	-	-	25	47	6	66	2	27	17	27	8	20	28	44	20	20	31	21	2	66	-	32	10	4	79
	12%	-	-	-s	97%	19%	20%	-	9%	14%	3%	18%	4%	11%	8%	12%	12%	24%	18%	10%	9%	12%	17%	10%	2%	13%	-s	15%	6%	4%	12%
Scottish Socialist Party	1	-	-	-	-	1	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	-	-s	-s	*	*	-	*	-	*	-	*	*	-	-s	-s	-	*	*	*	-	-	-	-s	-	1%	-	-	-	*
Independent Candidate	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1
	*	-	-	-s	-s	*	*	-	*	-	*	-	*	*	-	-s	-s	-	*	*	-	-	-	*	-s	*	-s	-	-	-	*
Other	2	-	-	-	-	2	2	-	1	1	-	2	-	-	2	-	-	-	2	-	-	-	2	1	2	-	-	1	-	-	2
	*	-	-	-s	-s	*	*	-	*	-	*	-	-	-	1%	-s	-s	-	*	*	-	-	1%	1%	2	*	-s	-	*	-	*
Undecided	95	25	16	13	3	35	44	38	45	50	28	53	11	40	44	37	7	5	12	81	38	32	29	28	8	85	5	27	21	22	100
	15%	14%	9%	28%	3%	9%	12%	16%	17%	14%	13%	14%	17%	17%	20%	16%	10%	6%	8%	18%	18%	20%	16%	13%	12%	16%	10%	13%	12%	23%	15%
Would not vote	11	-	-	-	-	-	-	-	6	5	3	8	-	11	2	-	6	3	10	2	10	8	1	-	-	9	2	-	3	2	5
	2%	-	-	-s	-s	-	-	-	2%	1%	2%	2%	-	5%	1%	-	9%	4%	6%	*	5%	5%	1%	-	-s	2%	4%	-	2%	2%	1%
Refused	16	1	1	1	-	3	3	3	5	11	6	8	1	5	4	6	-	5	5	10	5	3	2	9	4	13	2	3	3	1	19
	3%	1%	1%	3%	-s	1%	1%	1%	2%	3%	3%	2%	1%	2%	2%	2%	-s	6%	3%	2%	2%	2%	1%	4%	5%	2%	4%	1%	2%	1%	3%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*-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 - March 2015

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
Unweighted Total	119	119	119	119	119	119	-	51	68	13	44	62	2	11	21	23	21	41	9	40	45	19	15	85	34	119
Weighted Total	111	111	111	111	111	111	-	42	69	18	43	50	2	15	24	19	16	34	11	36	36	24	15	72	39	119
Conservative	27	27	27	27	27	27	-	9	18	2	11	14	-	2	8	3	2	11	3	10	9	3	5	19	8	28
	24%	24%	24%	24%	24%	24%	-s	22% <sup>s</sup>	25% <sup>s</sup>	11% <sup>s</sup>	26% <sup>s</sup>	27% <sup>s</sup>	-s	12% <sup>s</sup>	33% <sup>s</sup>	17% <sup>s</sup>	15% <sup>s</sup>	33% <sup>s</sup>	25% <sup>s</sup>	28% <sup>s</sup>	24% <sup>s</sup>	11% <sup>s</sup>	34% <sup>s</sup>	26% <sup>s</sup>	20% <sup>s</sup>	24%
Labour	17	17	17	17	17	17	-	9	9	2	9	6	1	1	4	5	3	4	2	4	8	2	3	12	5	20
	16%	16%	16%	16%	16%	16%	-s	20% <sup>s</sup>	13% <sup>s</sup>	13% <sup>s</sup>	20% <sup>s</sup>	13% <sup>s</sup>	46% <sup>s</sup>	7% <sup>s</sup>	17% <sup>s</sup>	24% <sup>s</sup>	16% <sup>s</sup>	11% <sup>s</sup>	20% <sup>s</sup>	12% <sup>s</sup>	22% <sup>s</sup>	9% <sup>s</sup>	18% <sup>s</sup>	17% <sup>s</sup>	13% <sup>s</sup>	17%
Liberal Democrats (Lib Dem)	14	14	14	14	14	14	-	4	10	-	9	6	-	-	4	4	3	3	-	8	3	3	-	11	3	15
	13%	13%	13%	13%	13%	13%	-s	9% <sup>s</sup>	15% <sup>s</sup>	-s	20% <sup>s</sup>	11% <sup>s</sup>	-s	-s	19% <sup>s</sup>	21% <sup>s</sup>	17% <sup>s</sup>	9% <sup>s</sup>	-s	23% <sup>s</sup>	7% <sup>s</sup>	14% <sup>s</sup>	-s	15% <sup>s</sup>	8% <sup>s</sup>	13%
Scottish Nationalist	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	1
	1%	1%	1%	1%	1%	1%	-s	2% <sup>s</sup>	-s	-s	-s	2% <sup>s</sup>	-s	-s	-s	-s	-s	3% <sup>s</sup>	8% <sup>s</sup>	-s	-s	4% <sup>s</sup>	-s	-s	2% <sup>s</sup>	7%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2	2	2	2	2	2	-	1	1	1	2	-	-	1	1	1	-	-	1	1	-	-	-	2	-	3
	2%	2%	2%	2%	2%	2%	-s	2% <sup>s</sup>	2% <sup>s</sup>	4% <sup>s</sup>	4% <sup>s</sup>	-s	-s	5% <sup>s</sup>	4% <sup>s</sup>	3% <sup>s</sup>	-s	-s	4% <sup>s</sup>	3% <sup>s</sup>	-s	-s	3% <sup>s</sup>	-s	-s	3%
UKIP	3	3	3	3	3	3	-	2	1	-	-	2	-	-	-	2	-	-	-	-	1	-	1	2	1	4
	2%	2%	2%	2%	2%	2%	-s	4% <sup>s</sup>	1% <sup>s</sup>	-s	1% <sup>s</sup>	4% <sup>s</sup>	-s	-s	-s	2% <sup>s</sup>	13% <sup>s</sup>	-s	-s	1% <sup>s</sup>	4% <sup>s</sup>	-s	5% <sup>s</sup>	3% <sup>s</sup>	2% <sup>s</sup>	3%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	37	37	37	37	37	37	-	10	27	10	12	14	1	9	7	6	6	9	3	9	13	10	4	23	14	37
	33%	33%	33%	33%	33%	33%	-s	24% <sup>s</sup>	39% <sup>s</sup>	58% <sup>s</sup>	29% <sup>s</sup>	29% <sup>s</sup>	54% <sup>s</sup>	59% <sup>s</sup>	27% <sup>s</sup>	30% <sup>s</sup>	34% <sup>s</sup>	27% <sup>s</sup>	27% <sup>s</sup>	26% <sup>s</sup>	37% <sup>s</sup>	43% <sup>s</sup>	28% <sup>s</sup>	31% <sup>s</sup>	37% <sup>s</sup>	31%
Would not vote	5	5	5	5	5	5	-	3	1	2	-	2	-	2	-	-	-	2	1	-	-	2	2	-	5	3
	4%	4%	4%	4%	4%	4%	-s	8% <sup>s</sup>	2% <sup>s</sup>	14% <sup>s</sup>	-s	5% <sup>s</sup>	-s	16% <sup>s</sup>	-s	-s	-s	7% <sup>s</sup>	11% <sup>s</sup>	-s	-s	10% <sup>s</sup>	15% <sup>s</sup>	-s	12% <sup>s</sup>	3%
Refused	5	5	5	5	5	5	-	3	2	-	-	5	-	-	-	1	4	1	2	1	2	-	3	2	8	
	4%	4%	4%	4%	4%	4%	-s	8% <sup>s</sup>	2% <sup>s</sup>	-s	1% <sup>s</sup>	9% <sup>s</sup>	-s	-s	-s	2% <sup>s</sup>	5% <sup>s</sup>	11% <sup>s</sup>	8% <sup>s</sup>	6% <sup>s</sup>	2% <sup>s</sup>	8% <sup>s</sup>	-s	4% <sup>s</sup>	5% <sup>s</sup>	7%

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \* = Less than 0.5%  
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - March 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	119	28	20	15	4	43	51	43	49	70	35	67	25	36	44	55	7	10	17	99	44	33	34	41	14	103	11	33	23	26	119
Weighted Total	111	27	17	14	3	38	47	41	50	61	33	60	11	44	48	43	7	10	17	91	43	35	31	37	12	98	8	30	24	23	119
Conservative	27 24%	27	-	-	-	-	27	27	11	16	13	9	2	11	11	14	1	-	1	24	14	11	5	8	3	23	3	19	2	3	28 24%
Labour	17 16%	-	17	-	-	17	-	-	8	9	5	12	3	6	7	5	3	2	5	12	9	9	2	7	2	17	-	-	10	3	20 17%
Liberal Democrats (Lib Dem)	14 13%	-	-	14	-	14	14	14	7	7	5	9	1	10	9	4	-	*	*	13	4	3	4	6	-	13	1	2	1	9	15 13%
Scottish Nationalist	1 1%	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2 2%	-	-	-	-	2	2	-	2	1	-	1	1	1	2	-	-	-	-	2	1	1	-	1	1	2	-	1	-	1	3 3%
UKIP	3 2%	-	-	-	3	3	-	-	1	2	1	1	*	1	-	2	*	*	*	2	*	*	1	1	-	3	-	1	1	*	4 3%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	37 33%	-	-	-	-	-	-	-	18	19	8	22	3	12	15	15	3	4	8	30	12	9	17	9	3	31	3	6	7	6	37 31%
Would not vote	5 4%	-	-	-	-	-	-	-	2	2	-	3	-	2	2	1	-	1	3	-	-	-	1	4	2	5	-	-	2	-	3 3%
Refused	5 4%	-	-	-	-	-	-	-	*	5	1	3	1	-	1	2	-	2	2	3	2	1	1	2	1	3	1	2	1	-	8 7%

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - March 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					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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
1 - Absolutely certain not to vote	77	-	-	-	-	-	77	39	38	32	31	14	16	16	13	18	9	5	1	13	22	18	24	35	43	75
	8%	-	-	-	-	-	100% <sup>s</sup>	8%	7%	11%	9%	4%	13% <sup>s</sup>	9%	8%	10%	6%	2%	1% <sup>s</sup>	5%	8%	8%	10%	6%	9%	7%
2	21	-	-	-	-	-	-	10	12	10	7	5	8	2	4	3	-	5	4	3	3	9	5	7	14	13
	2%	-	-	-	-	-	- <sup>s</sup>	2%	2%	3%	2%	1%	7% <sup>s</sup>	1%	2%	1%	-	2%	3% <sup>s</sup>	1%	1%	4%	2%	1%	3%	1%
3	28	-	-	-	-	-	-	12	15	19	5	4	6	13	2	3	1	3	2	3	8	7	11	10	17	21
	3%	-	-	-	-	-	- <sup>s</sup>	2%	3%	6%	1%	1%	5% <sup>s</sup>	7%	1%	2%	1%	1%	2% <sup>s</sup>	1%	3%	3%	4%	2%	4%	2%
4	13	-	-	-	-	-	-	6	8	8	5	1	5	3	1	3	1	-	-	1	1	7	3	3	10	10
	1%	-	-	-	-	-	- <sup>s</sup>	1%	1%	3%	1%	*	4% <sup>s</sup>	2%	1%	2%	*	-	- <sup>s</sup>	*	1%	3%	1%	1%	2%	1%
5	52	-	-	-	-	-	-	28	23	23	19	10	8	14	11	8	4	6	2	12	18	13	9	30	22	47
	5%	-	-	-	-	-	- <sup>s</sup>	6%	4%	8%	5%	3%	7% <sup>s</sup>	8%	7%	4%	3%	3%	2% <sup>s</sup>	4%	7%	6%	4%	5%	5%	5%
6	21	-	21	-	-	-	-	6	15	8	4	9	7	1	-	4	6	3	1	6	7	2	7	12	9	23
	2%	-	3%	-	-	-	- <sup>s</sup>	1%	3%	3%	1%	2%	6% <sup>s</sup>	*	-	2%	4%	1%	1% <sup>s</sup>	2%	2%	1%	3%	2%	2%	2%
7	50	-	50	50	-	-	-	35	16	25	16	9	15	10	10	7	4	5	3	14	12	14	11	26	25	44
	5%	-	6%	6%	-	-	- <sup>s</sup>	7%	3%	9%	5%	2%	13% <sup>s</sup>	6%	6%	4%	3%	2%	3% <sup>s</sup>	5%	4%	6%	4%	5%	5%	4%
8	77	-	77	77	-	-	-	31	46	30	28	18	11	19	18	10	9	10	4	18	23	20	16	41	36	67
	8%	-	9%	10%	10%	-	- <sup>s</sup>	6%	9%	10%	8%	5%	10% <sup>s</sup>	11%	11%	5%	6%	4%	4% <sup>s</sup>	7%	8%	9%	6%	7%	8%	7%
9	52	-	52	52	52	-	-	29	22	15	25	12	1	13	14	11	5	7	5	17	13	10	13	29	22	53
	5%	-	6%	7%	7%	8%	- <sup>s</sup>	6%	4%	5%	7%	3%	1% <sup>s</sup>	7%	8%	6%	3%	3%	4% <sup>s</sup>	6%	5%	4%	5%	5%	5%	5%
10 - Absolutely certain to vote	616	616	616	616	616	-	-	296	319	121	213	281	39	82	98	116	107	174	75	187	165	119	145	352	264	657
	60%	100%	75%	77%	83%	92%	- <sup>s</sup>	59%	61%	41%	60%	75%	33% <sup>s</sup>	47%	57%	63%	72%	77%	73% <sup>s</sup>	68%	60%	53%	58%	64%	56%	64%
Don't know	18	-	-	-	-	-	-	6	12	5	3	10	2	3	1	2	2	8	7	1	5	5	8	6	12	15
	2%	-	-	-	-	-	- <sup>s</sup>	1%	2%	2%	1%	3%	2% <sup>s</sup>	2%	1%	1%	2%	3%	7% <sup>s</sup>	*	2%	2%	3%	1%	3%	1%
Mean	8.17	10.00	9.46	9.55	9.72	9.92	1.00	8.14	8.20	7.10	8.20	9.01	6.43	7.55	8.22	8.18	8.81	9.15	9.09	8.73	8.16	7.76	7.93	8.45	7.85	8.38

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \* = Less than 0.5%  
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - March 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		
Unweighted Total	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
1 - Absolutely certain not to vote	77	4	8	2	2	14	11	6	34	43	13	50	11	31	21	13	25	18	44	34	17	15	26	35	13	74	2	2	5	4	75	
	8%	2%	3%	3%	2%	3%	2%	2%	7%	8%	4%	8%	11%	7%	6%	4%	14%	12%	13%	5%	5%	6%	8%	9%	10%	8%	2%	1%	2%	3%	7%	
2	21	-	2	-	-	6	4	-	2	19	5	10	-	2	6	2	5	8	13	8	4	2	12	6	2	18	1	3	2	-	13	
	2%	-	1%	-	-	1%	1%	-	*	3%	1%	2%	-	*	2%	1%	3%	5%	4%	1%	1%	1%	4%	1%	1%	2%	2%	1%	1%	-	1%	
3	28	-	6	-	2	19	12	-	13	15	4	22	2	15	6	6	13	3	16	12	10	6	10	7	3	24	4	1	1	4	21	
	3%	-	2%	-	2%	3%	2%	-	3%	3%	1%	4%	2%	4%	2%	2%	7%	2%	5%	2%	3%	3%	3%	2%	2%	3%	5%	*	*	3%	2%	
4	13	2	-	-	-	3	5	2	6	7	3	7	*	6	4	3	3	2	5	7	6	3	8	-	-	10	3	2	1	*	10	
	1%	1%	-	-	-	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	-	1%	3%	1%	*	*	1%	
5	52	5	14	1	5	28	19	6	32	20	16	31	5	27	22	12	10	6	16	34	17	12	12	24	9	47	4	8	10	4	47	
	5%	2%	5%	2%	5%	5%	4%	2%	7%	4%	5%	5%	5%	6%	6%	4%	6%	4%	5%	5%	5%	5%	4%	6%	7%	5%	5%	3%	4%	3%	5%	
6	21	5	10	-	1	12	6	5	9	12	7	13	4	9	7	5	3	6	9	12	13	11	3	5	2	19	2	2	7	2	23	
	2%	2%	3%	-	2%	2%	1%	1%	2%	2%	2%	2%	4%	2%	2%	2%	2%	4%	3%	2%	4%	4%	1%	1%	2%	2%	2%	1%	3%	2%	2%	
7	50	14	13	7	3	28	29	21	22	28	20	24	5	27	19	6	16	8	25	26	12	8	9	29	13	43	5	11	5	5	44	
	5%	5%	4%	10%	4%	5%	5%	6%	5%	5%	6%	4%	5%	7%	5%	2%	9%	5%	7%	4%	4%	3%	3%	8%	10%	5%	5%	4%	2%	4%	4%	
8	77	19	34	3	3	48	34	22	36	41	31	38	7	39	30	13	23	7	31	44	23	17	32	22	11	64	6	22	28	4	67	
	8%	7%	11%	5%	3%	9%	6%	7%	8%	7%	9%	6%	7%	9%	8%	4%	13%	5%	9%	6%	7%	7%	10%	6%	8%	7%	7%	8%	12%	3%	7%	
9	52	20	14	7	3	27	33	27	28	24	29	19	7	28	28	15	6	3	9	42	11	5	18	23	7	43	6	17	10	8	53	
	5%	8%	5%	10%	3%	5%	6%	8%	6%	4%	8%	3%	6%	7%	8%	5%	4%	2%	3%	6%	3%	2%	6%	6%	5%	5%	7%	6%	4%	6%	5%	
10 - Absolutely certain to vote	616	186	190	46	75	371	367	232	269	346	211	374	61	236	217	231	71	85	156	448	215	159	187	214	73	525	55	215	173	97	657	
	60%	72%	65%	70%	77%	66%	70%	71%	59%	61%	60%	63%	58%	56%	60%	75%	40%	54%	46%	67%	64%	64%	59%	58%	53%	59%	62%	75%	71%	76%	64%	
Don't know	18	4	3	-	2	6	7	4	4	14	11	6	2	2	4	1	3	10	13	5	11	11	1	6	3	17	*	5	2	-	15	
	2%	2%	1%	-	2%	1%	1%	1%	1%	3%	3%	1%	2%	1%	1%	*	2%	6%	4%	1%	3%	4%	*	2%	2%	2%	*	2%	1%	-	1%	
Mean	8.17	9.25	8.76	9.15	9.11	8.70	8.93	9.23	8.20	8.15	8.64	8.12	8.07	8.12	8.38	8.90	6.95	7.55	7.23	8.62	8.43	8.42	8.02	8.08	7.91	8.10	8.44	9.30	9.06	9.04	8.38	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=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>

Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

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					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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	350	211	297	291	271	239	13	186	164	95	122	132	49	47	74	48	43	89	42	105	81	76	88	186	164	339
	34%	34%	36%	37%	36%	36%	17% <sup>s</sup>	37%	31%	32%	34%	35%	41% <sup>s</sup>	26%	43%	26%	29%	40%	41% <sup>s</sup>	38%	29%	34%	35%	34%	35%	33%
Dissatisfied	595	374	468	455	431	393	50	282	313	171	209	215	60	111	85	123	97	118	51	149	175	127	143	325	270	607
	58%	61%	57%	57%	58%	59%	65% <sup>s</sup>	57%	59%	58%	59%	58%	50% <sup>s</sup>	63%	50%	67%	65%	52%	49% <sup>s</sup>	54%	63%	57%	57%	59%	57%	59%
Don't know	81	30	50	49	42	35	14	31	50	30	25	26	11	18	13	12	8	18	10	20	20	20	20	40	40	79
	8%	5%	6%	6%	6%	5%	18% <sup>s</sup>	6%	10%	10%	7%	7%	10% <sup>s</sup>	10%	7%	6%	6%	8%	10% <sup>s</sup>	7%	7%	9%	8%	7%	9%	8%
Net satisfied	-245	-164	-171	-164	-161	-154	-38	-96	-149	-76	-86	-83	-11	-65	-11	-75	-54	-29	-8	-44	-94	-52	-55	-139	-106	-268
	-24%	-27%	-21%	-21%	-22%	-23%	-49% <sup>s</sup>	-19%	-28%	-26%	-24%	-22%	-9% <sup>s</sup>	-37%	-7%	-41%	-36%	-13%	-8% <sup>s</sup>	-16%	-34%	-23%	-22%	-25%	-22%	-26%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Satisfied	350	197	50	21	15	106	253	218	153	197	350	-	29	159	114	130	68	29	97	244	102	74	117	131	43	304	28	181	44	24	339
	34%	76%	17%	32%	15%	19%	48%	67%	34%	34%	100%	-	27%	38%	31%	42%	38%	19%	29%	36%	30%	30%	37%	35%	32%	34%	32%	63%	18%	19%	33%
Dissatisfied	595	51	226	39	79	425	250	89	267	328	-	595	66	238	224	156	91	115	207	381	216	158	170	209	83	509	58	97	190	95	607
	58%	20%	77%	59%	82%	75%	47%	28%	59%	57%	-	100%	62%	56%	62%	51%	51%	74%	62%	57%	64%	64%	54%	56%	61%	58%	64%	34%	78%	74%	59%
Don't know	81	11	18	6	3	32	25	17	35	46	-	-	12	25	25	22	20	12	32	48	20	16	31	30	10	71	4	11	9	8	79
	8%	4%	6%	10%	3%	6%	5%	5%	8%	8%	-	-	11%	6%	7%	7%	11%	8%	10%	7%	6%	7%	10%	8%	7%	8%	4%	4%	4%	7%	8%
Net satisfied	-245	146	-176	-18	-65	-319	3	129	-113	-131	350	-595	-37	-79	-110	-26	-24	-86	-110	-137	-114	-84	-53	-77	-40	-205	-29	84	-147	-70	-268
	-24%	57%	-60%	-27%	-67%	-57%	1%	40%	-25%	-23%	100%	-100%	-35%	-19%	-30%	-8%	-13%	-55%	-33%	-20%	-34%	-34%	-17%	-21%	-29%	-23%	-33%	29%	-60%	-55%	-26%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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



## Ipsos MORI Political Monitor - March 2015

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) 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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	392	237	340	332	304	265	20	206	186	104	142	147	57	47	80	61	47	100	49	117	92	86	96	210	183	383
	38%	38%	42%	42%	41%	40%	25% <sup>s</sup>	41%	35%	35%	40%	39%	48% <sup>s</sup>	27%	47%	33%	32%	44%	48% <sup>s</sup>	43%	33%	39%	38%	38%	39%	37%
Dissatisfied	550	351	438	425	405	370	41	270	280	157	190	203	49	108	81	108	94	109	46	143	161	109	138	304	246	566
	54%	57%	54%	54%	54%	55%	53% <sup>s</sup>	54%	53%	53%	53%	55%	41% <sup>s</sup>	61%	47%	59%	63%	49%	44% <sup>s</sup>	52%	58%	49%	55%	55%	52%	55%
Don't know	83	28	38	37	35	32	17	22	60	35	24	23	13	22	10	14	8	15	8	14	23	29	17	38	45	76
	8%	5%	5%	5%	5%	5%	21% <sup>s</sup>	5%	11%	12%	7%	6%	11% <sup>s</sup>	12%	6%	8%	5%	7%	8% <sup>s</sup>	5%	8%	13%	7%	7%	10%	7%
Net satisfied	-158	-114	-98	-93	-101	-104	-21	-64	-93	-53	-48	-57	8	-61	-1	-47	-47	-10	4	-25	-69	-22	-41	-94	-64	-183
	-15%	-19%	-12%	-12%	-14%	-16%	-28% <sup>s</sup>	-13%	-18%	-18%	-14%	-15%	7% <sup>s</sup>	-34%	-1%	-26%	-32%	-4%	4% <sup>s</sup>	-9%	-25%	-10%	-16%	-17%	-13%	-18%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Satisfied	392	210	63	19	25	124	271	229	168	224	304	55	37	172	134	142	69	39	108	277	105	78	139	149	47	344	26	201	52	29	383
	38%	81%	21%	29%	25%	22%	51%	71%	37%	39%	87%	9%	35%	41%	37%	46%	38%	25%	32%	41%	31%	32%	44%	40%	35%	39%	29%	70%	21%	22%	37%
Dissatisfied	550	42	217	38	69	408	233	79	252	298	30	505	59	222	197	145	100	99	199	343	205	149	144	201	85	467	56	80	177	86	566
	54%	16%	74%	57%	71%	72%	44%	24%	55%	52%	9%	85%	56%	53%	54%	47%	56%	63%	59%	51%	61%	60%	45%	54%	63%	53%	63%	28%	73%	67%	55%
Don't know	83	7	15	9	3	31	24	16	35	48	15	35	10	28	32	21	10	18	29	53	28	21	34	21	4	73	7	8	14	13	76
	8%	3%	5%	14%	3%	6%	5%	5%	8%	8%	4%	6%	10%	7%	9%	7%	6%	12%	9%	8%	8%	8%	11%	6%	3%	8%	8%	3%	6%	10%	7%
Net satisfied	-158	168	-155	-18	-45	-284	38	150	-84	-73	274	-450	-22	-49	-63	-3	-31	-60	-91	-66	-100	-70	-5	-52	-38	-123	-30	121	-126	-57	-183
	-15%	65%	-53%	-27%	-46%	-50%	7%	46%	-19%	-13%	78%	-76%	-21%	-12%	-17%	-1%	-18%	-38%	-27%	-10%	-30%	-28%	-2%	-14%	-28%	-14%	-33%	42%	-52%	-45%	-18%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	264	176	233	227	211	194	8	153	110	66	92	105	33	33	56	37	42	63	31	80	64	59	61	143	120	269
	26%	29%	29%	29%	28%	29%	11% <sup>s</sup>	31%	21%	22%	26%	28%	28% <sup>s</sup>	19%	32%	20%	28%	28%	30% <sup>s</sup>	29%	23%	26%	24%	26%	25%	26%
Dissatisfied	634	408	522	509	486	437	47	309	326	172	230	232	62	110	101	130	93	139	58	170	183	128	152	353	281	645
	62%	66%	64%	64%	65%	66%	61% <sup>s</sup>	62%	62%	58%	65%	62%	52% <sup>s</sup>	62%	59%	71%	63%	62%	56% <sup>s</sup>	62%	66%	57%	61%	64%	59%	63%
Don't know	127	31	60	59	47	36	21	37	91	58	33	36	24	34	16	17	13	23	14	24	30	36	37	54	73	111
	12%	5%	7%	7%	6%	5%	28% <sup>s</sup>	7%	17%	20%	9%	10%	20% <sup>s</sup>	19%	9%	9%	9%	10%	14% <sup>s</sup>	9%	11%	16%	15%	10%	15%	11%
Net satisfied	-371	-231	-289	-281	-274	-243	-39	-155	-216	-106	-138	-127	-29	-77	-45	-93	-51	-76	-26	-90	-120	-69	-91	-210	-161	-376
	-36%	-38%	-35%	-35%	-37%	-36%	-51% <sup>s</sup>	-31%	-41%	-36%	-39%	-34%	-24% <sup>s</sup>	-43%	-26%	-51%	-35%	-34%	-26% <sup>s</sup>	-33%	-43%	-31%	-36%	-38%	-34%	-37%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=&lt;small&gt;Less than 0.5%

s=&lt;small&gt;Where unweighted base sizes smaller than 100, please note results are indicative only

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## Ipsos MORI Political Monitor - March 2015

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
Satisfied	264	118	51	30	16	111	178	147	128	136	179	65	29	121	102	96	38	23	61	198	72	51	85	106	30	232	21	108	53	37	269	
	26%	45%	17%	45%	17%	20%	34%	45%	28%	24%	51%	11%	27%	29%	28%	31%	21%	15%	18%	30%	21%	21%	27%	29%	22%	26%	24%	38%	22%	29%	26%	
Dissatisfied	634	126	215	30	75	398	310	157	276	358	131	472	65	255	224	181	112	105	217	405	224	167	187	223	91	544	58	165	171	78	645	
	62%	49%	73%	46%	78%	71%	59%	48%	61%	63%	37%	79%	61%	60%	62%	59%	63%	67%	65%	60%	67%	67%	59%	60%	67%	62%	64%	57%	70%	61%	63%	
Don't know	127	15	29	6	5	54	39	21	51	76	40	57	13	46	38	31	29	29	57	69	41	30	45	42	15	108	11	15	19	12	111	
	12%	6%	10%	10%	5%	10%	7%	7%	11%	13%	11%	10%	12%	11%	10%	10%	16%	18%	17%	10%	12%	12%	14%	11%	11%	12%	12%	5%	8%	10%	11%	
Net satisfied	-371	-9	-164	-1	-59	-287	-132	-9	-149	-222	49	-407	-36	-134	-122	-85	-74	-82	-157	-207	-152	-116	-102	-117	-61	-313	-36	-57	-118	-41	-376	
	-36%	-3%	-56%	-1%	-51%	-51%	-25%	-3%	-33%	-39%	14%	-69%	-34%	-32%	-34%	-28%	-41%	-52%	-47%	-31%	-45%	-47%	-32%	-31%	-45%	-35%	-40%	-20%	-48%	-32%	-37%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	286	166	228	222	204	176	16	156	130	96	96	94	51	45	49	47	36	57	26	71	76	74	64	148	139	283
	28%	27%	28%	28%	27%	26%	21% <sup>s</sup>	31%	25%	32%	27%	25%	43% <sup>s</sup>	26%	28%	26%	24%	26%	25% <sup>s</sup>	26%	28%	33%	26%	27%	29%	28%
Dissatisfied	602	393	514	502	472	428	37	297	305	135	222	245	44	90	103	119	97	147	64	176	163	113	150	339	263	615
	59%	64%	63%	63%	63%	64%	48% <sup>s</sup>	60%	58%	45%	63%	66%	37% <sup>s</sup>	51%	60%	65%	65%	66%	62% <sup>s</sup>	64%	59%	51%	60%	61%	55%	60%
Don't know	137	57	74	70	69	63	24	46	91	66	37	35	25	41	20	17	15	20	13	27	38	36	37	65	72	127
	13%	9%	9%	9%	9%	9%	31% <sup>s</sup>	9%	17%	22%	10%	9%	20% <sup>s</sup>	23%	11%	9%	10%	9%	13% <sup>s</sup>	10%	14%	16%	15%	12%	15%	12%
Net satisfied	-315	-227	-287	-280	-268	-251	-21	-141	-174	-38	-126	-151	7	-45	-54	-72	-61	-90	-38	-105	-86	-39	-85	-191	-124	-332
	-31%	-37%	-35%	-35%	-36%	-38%	-28% <sup>s</sup>	-28%	-33%	-13%	-35%	-40%	5% <sup>s</sup>	-25%	-32%	-39%	-41%	-40%	-37% <sup>s</sup>	-38%	-31%	-17%	-34%	-35%	-26%	-32%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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Ipsos MORI

## Ipsos MORI Political Monitor - March 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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Satisfied	286	43	150	15	20	202	95	58	127	159	109	154	31	123	84	89	62	47	109	173	94	76	79	113	48	255	18	62	108	28	283
	28%	17%	51%	23%	20%	36%	18%	18%	28%	28%	31%	26%	30%	29%	23%	29%	35%	30%	32%	26%	28%	31%	25%	31%	35%	29%	20%	21%	45%	22%	28%
Dissatisfied	602	195	122	42	69	306	379	237	280	322	202	375	56	257	242	185	86	77	162	427	199	141	190	212	72	511	59	208	117	85	615
	59%	75%	41%	63%	71%	54%	72%	73%	62%	56%	58%	63%	52%	61%	67%	60%	48%	49%	48%	64%	59%	57%	60%	57%	53%	58%	65%	72%	48%	67%	60%
Don't know	137	21	22	9	9	55	54	30	47	90	39	65	19	42	37	34	31	33	65	72	44	31	48	45	17	118	13	18	18	14	127
	13%	8%	8%	14%	9%	10%	10%	9%	10%	16%	11%	11%	18%	10%	10%	11%	17%	21%	19%	11%	13%	13%	15%	12%	12%	13%	14%	6%	7%	11%	12%
Net satisfied	-315	-152	28	-27	-49	-105	-284	-179	-152	-163	-93	-222	-24	-133	-158	-97	-24	-30	-54	-254	-105	-65	-111	-99	-24	-257	-40	-146	-9	-58	-332
	-31%	-59%	10%	-41%	-51%	-19%	-54%	-55%	-34%	-29%	-27%	-37%	-23%	-32%	-43%	-31%	-13%	-19%	-16%	-38%	-31%	-26%	-35%	-27%	-18%	-29%	-45%	-51%	-4%	-45%	-32%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	363	227	304	293	274	245	21	217	146	69	125	169	32	37	67	59	71	98	40	85	99	76	104	184	179	370
	35%	37%	37%	37%	37%	37%	28% <sup>s</sup>	43%	28%	23%	35%	45%	26% <sup>s</sup>	21%	39%	32%	48%	44%	38% <sup>s</sup>	31%	36%	34%	41%	33%	38%	36%
Dissatisfied	486	318	408	401	381	345	27	214	272	158	183	144	54	104	87	96	56	88	39	164	134	89	99	298	188	490
	47%	52%	50%	51%	51%	52%	35% <sup>s</sup>	43%	52%	53%	51%	39%	45% <sup>s</sup>	59%	51%	52%	38%	39%	38% <sup>s</sup>	60%	48%	40%	39%	54%	40%	48%
Don't know	176	70	104	100	90	77	29	68	108	69	47	60	34	35	18	29	21	39	24	26	44	58	48	69	107	165
	17%	11%	13%	13%	12%	12%	38% <sup>s</sup>	14%	21%	23%	13%	16%	28% <sup>s</sup>	20%	10%	16%	14%	17%	24% <sup>s</sup>	9%	16%	26%	19%	13%	23%	16%
Net satisfied	-122	-91	-105	-108	-107	-100	-6	3	-125	-89	-58	24	-22	-66	-21	-37	15	10	1	-79	-35	-14	5	-114	-9	-120
	-12%	-15%	-13%	-14%	-14%	-15%	-7% <sup>s</sup>	1%	-24%	-30%	-16%	7%	-19% <sup>s</sup>	-38%	-12%	-20%	10%	4%	1% <sup>s</sup>	-29%	-13%	-6%	2%	-21%	-2%	-12%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 2015

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Satisfied	363	126	68	15	84	183	241	141	152	211	167	172	26	165	113	141	54	49	103	254	113	96	131	120	41	328	17	154	69	26	370
	35%	49%	23%	23%	87%	32%	46%	44%	34%	37%	48%	29%	25%	39%	31%	46%	30%	32%	31%	38%	33%	39%	41%	32%	30%	37%	18%	54%	28%	21%	36%
Dissatisfied	486	103	187	38	7	304	221	142	239	246	127	335	62	201	205	121	87	65	152	326	164	111	130	191	69	409	53	106	146	84	490
	47%	40%	63%	58%	7%	54%	42%	44%	53%	43%	36%	56%	59%	48%	56%	39%	48%	41%	45%	49%	49%	45%	41%	52%	51%	46%	60%	37%	60%	65%	48%
Don't know	176	29	39	13	6	76	66	42	63	113	56	88	18	57	46	46	38	42	81	92	60	41	57	59	27	148	20	28	29	18	165
	17%	11%	13%	19%	6%	14%	13%	13%	14%	20%	16%	15%	17%	13%	13%	15%	21%	27%	24%	14%	18%	16%	18%	16%	19%	17%	22%	10%	12%	14%	16%
Net satisfied	-122	23	-118	-23	77	-122	20	*	-87	-35	39	-163	-36	-36	-92	20	-33	-16	-49	-72	-51	-15	1	-72	-28	-81	-37	49	-77	-57	-120
	-12%	9%	-40%	-35%	80%	-22%	4%	*	-19%	-6%	11%	-27%	-34%	-9%	-25%	6%	-18%	-10%	-14%	-11%	-15%	-6%	*	-19%	-21%	-9%	-41%	17%	-32%	-45%	-12%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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



## Ipsos MORI Political Monitor - March 2015

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					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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Improve	416	265	360	355	333	293	22	237	178	116	142	158	46	70	69	73	60	98	44	123	105	103	85	228	188	423
	41%	43%	44%	45%	45%	44%	28% <sup>s</sup>	48%	34%	39%	40%	42%	38% <sup>s</sup>	40%	40%	40%	40%	44%	42% <sup>s</sup>	45%	38%	46%	34%	41%	40%	41%
Stay the same	333	193	260	251	236	210	28	134	199	109	123	101	47	63	66	57	40	60	27	99	97	62	75	197	137	332
	33%	31%	32%	32%	32%	32%	36% <sup>s</sup>	27%	38%	37%	35%	27%	39% <sup>s</sup>	36%	38%	31%	27%	27%	26% <sup>s</sup>	36%	35%	28%	30%	36%	29%	32%
Get worse	203	108	138	133	122	113	25	96	107	56	73	74	22	33	25	49	31	43	22	33	56	45	69	89	114	199
	20%	18%	17%	17%	16%	17%	33% <sup>s</sup>	19%	20%	19%	21%	20%	19% <sup>s</sup>	19%	14%	27%	21%	19%	21% <sup>s</sup>	12%	20%	20%	27%	16%	24%	19%
Don't know	73	49	58	56	53	51	2	31	42	15	17	41	5	11	12	5	17	23	10	19	18	13	23	37	36	71
	7%	8%	7%	7%	7%	8%	3% <sup>s</sup>	6%	8%	5%	5%	11%	4% <sup>s</sup>	6%	7%	3%	12%	10%	10% <sup>s</sup>	7%	6%	6%	9%	7%	8%	7%
Net improve	213	157	222	223	211	179	-3	141	72	60	69	84	24	37	44	24	29	55	22	91	49	58	16	139	74	224
	21%	26%	27%	28%	28%	27%	-4% <sup>s</sup>	28%	14%	20%	19%	23%	20% <sup>s</sup>	21%	26%	13%	20%	24%	21% <sup>s</sup>	33%	18%	26%	6%	25%	16%	22%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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

## Ipsos MORI Political Monitor - March 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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Improve	416	165	101	34	25	188	252	198	189	227	214	170	40	180	144	147	66	52	118	290	133	92	131	151	65	348	42	166	81	48	423
	41%	64%	34%	51%	26%	33%	48%	61%	42%	40%	61%	29%	37%	43%	39%	48%	37%	33%	35%	43%	40%	37%	41%	41%	48%	39%	47%	58%	33%	37%	41%
Stay the same	333	61	118	21	28	204	147	82	164	170	91	213	41	135	149	86	59	38	97	235	97	74	112	125	39	299	23	71	96	49	332
	33%	23%	40%	32%	29%	36%	28%	25%	36%	30%	26%	36%	38%	32%	41%	28%	33%	24%	29%	35%	29%	30%	35%	34%	28%	34%	25%	25%	39%	39%	32%
Get worse	203	17	57	7	37	131	90	24	71	132	27	166	20	75	50	51	38	57	95	101	78	62	55	69	23	179	17	33	51	23	199
	20%	6%	19%	11%	38%	23%	17%	7%	16%	23%	8%	28%	19%	18%	14%	17%	21%	36%	28%	15%	23%	25%	17%	19%	17%	20%	18%	11%	21%	18%	19%
Don't know	73	17	18	4	7	41	39	21	31	42	17	45	6	32	21	24	16	10	26	46	29	21	18	25	10	59	9	18	16	8	71
	7%	6%	6%	7%	7%	7%	7%	6%	7%	7%	5%	8%	5%	8%	6%	8%	9%	6%	8%	7%	9%	8%	6%	7%	7%	10%	6%	6%	6%	6%	7%
Net improve	213	148	43	27	-12	57	162	174	118	95	187	4	20	105	94	95	28	-6	22	189	55	30	76	82	42	169	25	134	30	24	224
	21%	57%	15%	40%	-12%	10%	31%	54%	26%	17%	53%	1%	19%	25%	26%	31%	15%	-4%	7%	28%	16%	12%	24%	22%	31%	19%	28%	46%	12%	19%	22%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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



## Ipsos MORI Political Monitor - March 2015

Table 27  
(MAR15)Q11. 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					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10 Absolutely 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
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Issues affecting children / families	12 1%	8 1%	10 1%	10 1%	10 1%	9 1%	2 3% <b>s</b>	4 1%	8 2%	1 *	8 2%	3 1%	- -s	1 1%	8 4%	* *	1 1%	2 1%	- -s	5 2%	5 2%	2 1%	- -	10 2%	2 *	15 1%
Animal welfare	11 1%	5 1%	8 1%	8 1%	8 1%	6 1%	- -s	5 1%	7 1%	6 2%	2 1%	3 1%	3 3% <b>s</b>	3 2%	1 1%	1 1%	2 2%	1 *	- -s	3 1%	5 2%	1 *	3 1%	8 1%	3 1%	10 1%
Race relations	11 1%	2 *	5 1%	5 1%	5 1%	2 *	3 3% <b>s</b>	8 2%	3 1%	8 3%	2 1%	1 *	3 2% <b>s</b>	5 3%	* *	2 1%	1 *	- -s	5 2%	2 1%	1 1%	3 1%	7 1%	4 1%	8 1%	
Standards of living	10 1%	4 1%	8 1%	8 1%	7 1%	4 1%	- -s	7 1%	3 1%	1 *	5 1%	4 1%	1 * <b>s</b>	1 *	1 1%	3 2%	3 2%	1 1%	1 1% <b>s</b>	1 1%	4 1%	2 1%	3 1%	5 1%	4 1%	12 1%
Trade unions/ strikes	8 1%	2 *	4 1%	4 1%	4 1%	2 *	- -s	5 1%	3 1%	5 2%	1 *	2 1%	3 2% <b>s</b>	3 1%	- -	1 1%	2 1%	- -s	3 1%	1 *	- -	5 2%	4 1%	5 1%	4 1%	
Openness / honesty / transparency	7 1%	7 1%	7 1%	7 1%	7 1%	1 1%	- -s	5 1%	3 1%	2 1%	2 1%	3 1%	- -s	2 1%	* 1%	2 1%	* 1%	3 2% <b>s</b>	3 2% <b>s</b>	5 2%	1 1%	- -	2 1%	6 1%	2 *	8 1%
Behaviour of MPs / politicians / political parties	7 1%	3 1%	5 1%	5 1%	5 1%	3 *	- -s	4 1%	2 *	1 *	4 1%	1 *	1 1% <b>s</b>	- -	1 1%	3 2%	- -	1 1%	1 1% <b>s</b>	2 1%	- -	- -	5 2%	2 *	5 1%	7 1%
Energy / gas / oil production / policy / prices	6 1%	4 1%	6 1%	6 1%	5 1%	5 1%	- -s	5 1%	1 *	1 *	1 *	4 1%	- -s	1 *	* *	1 1%	1 1%	3 1%	1 1% <b>s</b>	1 *	3 1%	2 1%	- -	4 1%	2 *	9 1%
Tuition / university fees	6 1%	3 *	4 *	4 *	4 1%	3 *	- -s	4 1%	2 *	5 2%	- *	1 3% <b>s</b>	3 1%	2 *	- -	- -	1 *	- -s	- -	2 1%	2 1%	2 1%	2 1%	4 *	4 1%	
Social justice	4 *	4 1%	4 1%	4 1%	4 1%	4 1%	- -s	4 1%	- -	2 1%	1 *	2 *	- -s	2 1%	1 *	- -	2 1%	- -s	2 1%	1 *	1 *	1 *	3 *	2 *	4 *	
Working conditions / workers rights	4 *	2 *	3 *	3 *	3 *	3 *	1 1% <b>s</b>	2 *	1 *	- *	1 1%	3 1%	- -s	- 1%	- 1%	- *	1 1%	2 1%	1 1% <b>s</b>	1 *	3 1%	- -	1 1%	3 1%	1 *	5 *
National security / safety	3 *	1 *	2 *	2 *	2 *	1 *	1 1% <b>s</b>	1 *	1 *	1 *	* *	2 *	1 * <b>s</b>	- -	- *	- *	2 1%	1 1% <b>s</b>	- -	1 *	1 *	- -	1 1%	1 *	1 *	4 *
Privatisation	2 *	2 *	2 *	2 *	2 *	2 *	- -s	- *	2 *	- *	* *	2 *	- -s	- *	- *	- *	2 1%	- -s	- *	- *	- *	2 1%	* *	2 *	2 *	2 *
Other	36 4%	25 4%	28 3%	28 3%	27 4%	26 4%	1 1% <b>s</b>	24 5%	12 2%	9 3%	13 4%	15 4%	5 5% <b>s</b>	4 2%	5 3%	8 4%	5 3%	10 5%	4 4% <b>s</b>	8 3%	6 2%	11 5%	11 4%	14 3%	22 5%	34 3%
Not voting in General Election / not interested	1 *	- -	- -	- -	- -	- -	- -s	1 *	- -	- -	1 *	- -	- -s	- -	- -	1 1%	- -	- -s	- -	- *	1 *	- -	- -	1 *	- -	1 *
None / nothing	5 *	2 *	3 *	3 *	3 *	2 *	1 1% <b>s</b>	5 1%	- -	- -	2 1%	3 1%	- -s	- 1%	1 1%	2 1%	- -	3 2% <b>s</b>	- -	2 1%	1 1%	2 1%	2 1%	2 1%	3 1%	5 *
Don't know	105 10%	36 6%	55 7%	52 7%	46 6%	37 6%	19 24% <b>s</b>	34 7%	71 13%	44 15%	24 7%	37 10%	27 23% <b>s</b>	17 10%	13 8%	11 6%	12 8%	24 11%	16 16% <b>s</b>	19 7%	18 7%	29 13%	39 16%	37 7%	68 14%	90 9%
Not stated	4 *	2 *	4 *	2 *	2 *	2 *	* * <b>s</b>	* *	3 1%	1 *	1 *	2 *	1 1% <b>s</b>	- -	* *	1 *	* *	1 1%	1 1% <b>s</b>	* *	* *	- -	3 1%	1 *	3 *	5 *

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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## Ipsos MORI Political Monitor - March 2015

Table 28  
(MAR15)Q11. 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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Healthcare/ NHS/ hospitals	385	95	139	27	31	240	196	122	176	209	104	256	50	157	163	111	68	39	106	274	131	100	113	141	58	333	31	112	119	53	401
Managing the economy/ economic situation	313	113	86	24	24	164	190	137	158	155	147	153	33	148	123	108	42	32	74	231	92	77	99	121	43	280	15	112	65	54	332
Asylum and immigration	257	78	48	4	60	135	165	82	121	136	90	154	21	125	88	85	43	38	81	173	78	64	98	81	27	228	14	104	45	18	264
Education/ schools	251	59	96	22	11	159	122	81	114	137	82	156	37	109	124	62	38	24	62	185	75	59	75	101	25	224	16	65	72	43	254
Benefits	126	26	39	4	20	78	65	30	60	66	42	77	11	53	36	35	30	25	54	71	38	31	41	48	20	114	6	34	37	15	113
Unemployment	113	16	49	2	12	76	43	18	42	71	31	78	8	45	39	23	23	28	51	62	35	31	34	44	24	106	4	27	34	7	96
Taxation	102	29	29	11	7	58	58	40	58	45	31	68	6	58	47	22	13	20	33	69	31	26	21	50	24	93	5	33	25	17	91
Europe/ EU	86	23	20	6	19	56	59	29	43	43	28	55	7	41	29	31	14	11	25	60	23	18	27	35	10	76	5	37	16	15	93
Housing	84	7	33	6	13	65	39	13	35	49	15	60	6	35	23	20	16	25	41	43	21	19	18	45	21	76	2	18	31	8	67
Pensions	76	15	26	4	8	48	37	19	19	57	20	53	4	23	17	32	11	16	27	49	30	22	13	32	14	68	8	22	33	6	76
Foreign policy/foreign affairs	76	21	18	3	8	41	43	24	40	36	22	48	4	38	25	22	18	11	29	47	24	17	26	26	12	62	6	28	13	10	70
Poverty/inequality	75	6	28	5	10	58	35	11	40	35	10	60	7	32	24	15	13	23	36	39	24	16	26	25	8	62	8	15	20	14	74
Defence	61	29	9	5	9	28	48	34	26	36	32	27	5	23	23	21	4	11	15	44	17	11	19	26	5	55	5	33	8	8	69
Care for older and disabled people	55	6	26	2	9	42	23	8	19	36	6	43	3	19	16	14	8	17	25	30	14	11	19	23	6	51	3	14	27	6	47
Protecting the natural environment/ climate change	52	6	15	5	-	39	30	11	27	24	10	35	2	26	25	9	12	3	15	34	11	8	14	27	12	47	3	5	11	10	46
Crime and anti-social behaviour/ law and order	47	13	8	*	11	26	31	13	26	21	10	34	3	24	15	15	8	10	17	30	13	13	12	22	8	46	*	20	10	5	45
Public transport/ roads	42	7	11	2	8	32	28	8	26	17	7	30	3	24	16	10	8	9	17	26	6	5	9	28	11	41	*	11	9	6	38
Public services generally	27	3	9	2	6	20	14	5	15	12	6	18	5	12	12	8	2	3	5	20	8	7	8	11	7	23	1	11	3	4	30
Constitution/Devolution	24	5	3	1	3	16	18	6	6	18	5	16	2	5	5	6	6	7	13	11	10	5	7	6	2	17	5	7	5	3	26
Government / MPs / politicians / political parties	18	2	2	4	2	10	11	6	5	13	6	10	*	7	3	10	1	3	4	13	11	9	3	4	3	17	2	7	2	4	16
Terrorism	18	1	5	-	3	16	12	1	6	12	4	12	1	6	1	4	5	7	12	5	4	4	5	10	5	18	-	6	5	-	15
Wages / minimum wage / fair pay	17	1	3	3	4	11	8	4	11	5	7	8	1	14	7	1	6	3	9	8	1	-	8	8	6	15	1	7	3	-	11
MPs expenses	15	2	3	-	6	14	13	2	6	10	1	12	*	5	-	3	4	8	12	3	4	4	4	7	3	15	-	3	4	*	11

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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 - March 2015

Table 28  
(MAR15)Q11. 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
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Social care / social services	14	1	6	2	2	12	8	3	9	5	1	12	4	6	9	3	1	2	2	11	4	3	4	5	2	12	1	2	3	4	17
Issues affecting children / families	12	2	3	1	1	5	5	3	4	8	2	10	3	6	5	2	1	3	4	7	6	5	3	3	1	11	1	3	1	2	15
Animal welfare	11	2	2	-	-	9	9	2	4	7	1	7	1	2	5	2	1	3	4	7	3	3	7	1	1	10	-	4	2	-	10
Race relations	11	-	4	-	1	10	5	-	5	6	-	10	*	4	2	2	4	4	8	3	3	3	4	4	4	11	-	3	3	-	8
Standards of living	10	2	2	-	3	6	5	2	6	3	1	7	2	5	6	2	1	-	1	9	4	2	4	2	-	7	1	4	3	-	12
Trade unions/ strikes	8	-	3	-	2	8	6	-	3	6	-	7	-	3	-	1	3	5	7	1	1	1	3	4	3	8	-	3	4	-	4
Openness / honesty / transparency	7	2	3	-	2	6	4	2	4	3	2	6	1	3	3	5	-	-	-	7	1	-	1	6	2	7	1	4	1	1	8
Behaviour of MPs / politicians / political parties	7	-	2	-	1	4	2	-	3	4	1	6	1	2	4	1	1	1	2	5	2	-	2	2	-	4	2	2	1	1	7
Energy / gas / oil production / policy / prices	6	3	*	-	1	2	4	3	1	5	3	2	1	1	3	3	-	-	6	1	-	3	2	-	4	1	4	1	1	9	
Tuition / university fees	6	-	2	1	1	4	2	1	1	5	3	3	-	2	-	3	3	-	3	3	1	1	3	2	-	6	-	-	-	2	4
Social justice	4	-	2	-	2	4	2	-	3	1	-	4	-	3	-	2	1	1	2	2	2	1	-	2	-	3	2	2	2	1	4
Working conditions / workers rights	4	-	1	1	1	2	1	1	1	3	3	1	-	2	1	-	2	1	3	1	1	1	2	1	1	4	-	1	1	1	5
National security / safety	3	-	1	1	*	1	1	1	1	2	1	1	1	-	1	1	-	1	2	*	1	-	2	-	3	-	1	1	1	4	
Privatisation	2	2	*	-	-	*	2	2	2	*	2	*	*	2	2	-	-	-	-	2	*	*	-	2	-	2	-	2	-	*	2
Other	36	7	7	5	6	24	23	12	18	19	9	26	2	17	16	10	5	6	10	26	10	9	17	10	4	33	*	12	7	6	34
Not voting in General Election / not interested	1	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1
None / nothing	5	1	2	-	-	2	1	1	2	3	2	3	1	2	1	3	1	-	1	3	2	2	3	-	-	4	-	1	1	-	5
Don't know	105	28	17	2	2	28	40	30	39	66	42	42	10	30	27	24	24	26	51	50	42	26	44	20	7	83	15	24	12	5	90
Not stated	4	-	-	-	-	1	1	-	1	2	1	1	1	-	*	1	2	3	1	3	1	-	1	-	2	1	-	-	-	5	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\* = Less than 0.5%

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Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

Table 29  
 (MAR15)Q14(a). On balance do you agree or disagree with the following statements?  
 In the long term, this government's policies will improve the state of Britain's economy

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Agree	548 53%	346 56%	470 58%	461 58%	435 58%	385 58%	24 32% <sup>s</sup>	284 57%	263 50%	138 47%	197 55%	213 57%	62 52% <sup>s</sup>	76 43%	100 58%	97 53%	68 46%	145 65%	66 64% <sup>s</sup>	172 63%	136 49%	113 50%	128 51%	307 56%	240 51%	550 54%
Disagree	404 39%	245 40%	303 37%	295 37%	277 37%	252 38%	47 61% <sup>s</sup>	181 36%	223 42%	127 43%	148 42%	129 35%	44 37% <sup>s</sup>	83 47%	64 37%	83 45%	64 43%	28 29%	28 28% <sup>s</sup>	92 34%	123 45%	86 39%	102 41%	216 39%	188 40%	410 40%
Don't know	74 7%	24 4%	43 5%	38 5%	33 4%	30 5%	6 7% <sup>s</sup>	34 7%	40 8%	31 11%	11 3%	31 8%	14 12% <sup>s</sup>	18 10%	8 5%	3 2%	16 11%	15 7%	8 8% <sup>s</sup>	10 4%	18 6%	24 11%	21 9%	28 5%	46 10%	65 6%
<b>Net agree</b>	<b>144 14%</b>	<b>101 16%</b>	<b>167 20%</b>	<b>166 21%</b>	<b>158 21%</b>	<b>132 20%</b>	<b>-23 -30%<sup>s</sup></b>	<b>104 21%</b>	<b>40 8%</b>	<b>11 4%</b>	<b>49 14%</b>	<b>84 23%</b>	<b>18 15%<sup>s</sup></b>	<b>-7 -4%</b>	<b>36 21%</b>	<b>14 7%</b>	<b>3 2%</b>	<b>81 36%</b>	<b>38 37%<sup>s</sup></b>	<b>79 29%</b>	<b>12 4%</b>	<b>27 12%</b>	<b>26 10%</b>	<b>92 17%</b>	<b>52 11%</b>	<b>140 14%</b>

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 30  
(MAR15)Q14(a). On balance do you agree or disagree with the following statements?  
In the long term, this government's policies will improve the state of Britain's economy

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Agree	548	240	104	35	51	224	359	275	243	305	305	198	48	231	196	198	88	54	142	394	157	118	191	199	67	482	39	238	91	57	550
	53%	93%	35%	53%	52%	40%	68%	85%	53%	53%	87%	33%	45%	55%	54%	64%	49%	35%	42%	59%	47%	48%	60%	54%	49%	55%	44%	83%	37%	45%	54%
Disagree	404	14	164	28	45	306	156	42	178	225	28	358	54	154	144	94	73	89	161	238	151	112	107	145	58	346	39	46	134	67	410
	39%	6%	56%	42%	47%	54%	30%	13%	39%	40%	8%	60%	51%	37%	40%	31%	41%	56%	48%	35%	45%	45%	34%	39%	43%	39%	43%	16%	55%	53%	40%
Don't know	74	5	26	3	1	33	12	8	33	40	16	38	4	37	24	16	18	14	32	40	29	17	18	26	11	56	12	4	19	3	65
	7%	2%	9%	5%	1%	6%	2%	2%	7%	7%	5%	6%	4%	9%	6%	5%	10%	9%	10%	6%	9%	7%	6%	7%	8%	6%	13%	1%	8%	2%	6%
Net agree	144	225	-60	7	5	-82	203	232	64	80	277	-160	-7	77	52	103	15	-34	-19	156	6	6	84	54	9	136	1	191	-43	-10	140
	14%	87%	-20%	11%	5%	-15%	38%	71%	14%	14%	79%	-27%	-6%	18%	14%	33%	8%	-22%	-6%	23%	2%	2%	26%	15%	7%	15%	1%	66%	-18%	-8%	14%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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



### Ipsos MORI Political Monitor - March 2015

Table 31  
**(MAR15)Q14(b). On balance do you agree or disagree with the following statements?**  
**In the long term, this government's policies will improve the state of Britain's public services**

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Agree	337	202	279	271	250	224	23	162	175	102	105	130	52	50	54	52	38	92	41	81	79	81	96	160	177	331
	33%	33%	34%	34%	34%	34%	29% <sup>s</sup>	33%	33%	34%	30%	35%	44% <sup>s</sup>	28%	31%	28%	25%	41%	40% <sup>s</sup>	29%	29%	36%	38%	29%	37%	32%
Disagree	617	380	489	479	451	405	48	315	301	174	233	210	57	118	105	128	98	112	51	183	185	114	135	368	249	633
	60%	62%	60%	60%	61%	61%	63% <sup>s</sup>	63%	57%	59%	65%	56%	47% <sup>s</sup>	67%	61%	70%	66%	50%	50% <sup>s</sup>	67%	67%	51%	54%	67%	53%	62%
Don't know	71	34	48	44	43	38	6	21	50	20	17	34	11	9	13	4	13	21	10	11	12	28	19	23	48	61
	7%	5%	6%	6%	6%	6%	8% <sup>s</sup>	4%	9%	7%	5%	9%	9% <sup>s</sup>	5%	8%	2%	9%	9%	10% <sup>s</sup>	4%	4%	13%	8%	4%	10%	6%
<b>Net agree</b>	<b>-280</b>	<b>-179</b>	<b>-210</b>	<b>-208</b>	<b>-201</b>	<b>-180</b>	<b>-26</b>	<b>-153</b>	<b>-126</b>	<b>-72</b>	<b>-128</b>	<b>-80</b>	<b>-4</b>	<b>-68</b>	<b>-51</b>	<b>-76</b>	<b>-60</b>	<b>-20</b>	<b>-10</b>	<b>-102</b>	<b>-106</b>	<b>-34</b>	<b>-38</b>	<b>-208</b>	<b>-72</b>	<b>-302</b>
	<b>-27%</b>	<b>-29%</b>	<b>-26%</b>	<b>-26%</b>	<b>-27%</b>	<b>-27%</b>	<b>-33%<sup>s</sup></b>	<b>-31%</b>	<b>-24%</b>	<b>-24%</b>	<b>-36%</b>	<b>-21%</b>	<b>-4%<sup>s</sup></b>	<b>-38%</b>	<b>-30%</b>	<b>-42%</b>	<b>-40%</b>	<b>-9%</b>	<b>-10%<sup>s</sup></b>	<b>-37%</b>	<b>-38%</b>	<b>-15%</b>	<b>-15%</b>	<b>-38%</b>	<b>-15%</b>	<b>-29%</b>

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI  
 \* = Less than 0.5%  
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - March 2015

Table 32  
 (MAR15)Q14(b). On balance do you agree or disagree with the following statements?  
 In the long term, this government's policies will improve the state of Britain's public services

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-ler	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
Agree	337	175	42	17	20	102	234	191	142	195	215	90	32	137	102	118	64	45	109	219	102	74	113	122	38	291	28	172	44	18	331	
	33%	67%	14%	25%	20%	18%	44%	59%	31%	34%	62%	15%	30%	32%	28%	38%	36%	28%	32%	33%	30%	30%	36%	33%	28%	33%	31%	60%	18%	14%	32%	
Disagree	617	69	231	47	75	434	273	116	291	326	104	477	71	260	246	164	98	103	201	410	211	156	183	223	87	532	55	101	187	104	633	
	60%	27%	78%	70%	78%	77%	52%	36%	64%	57%	30%	80%	67%	62%	68%	53%	55%	66%	60%	61%	62%	63%	58%	60%	64%	60%	61%	35%	77%	82%	62%	
Don't know	71	15	21	3	2	27	21	18	22	49	31	27	3	26	17	26	17	9	26	43	25	18	21	25	12	62	7	15	13	5	61	
	7%	6%	7%	4%	2%	5%	4%	6%	5%	9%	9%	5%	3%	6%	5%	9%	10%	6%	8%	6%	7%	7%	7%	8%	7%	8%	5%	5%	4%	6%		
Net agree	-280	105	-189	-30	-56	-333	-38	76	-149	-130	111	-387	-39	-124	-144	-47	-34	-59	-93	-191	-108	-81	-71	-101	-49	-241	-27	71	-142	-86	-302	
	-27%	41%	-64%	-45%	-57%	-59%	-7%	23%	-33%	-23%	32%	-65%	-37%	-29%	-40%	-15%	-19%	-37%	-28%	-28%	-32%	-33%	-22%	-27%	-36%	-27%	-30%	25%	-59%	-68%	-29%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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## Ipsos MORI Political Monitor - March 2015

Table 33  
(MAR15)Q15. Which of the statements comes closest to your own view?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
The Government has built strong foundations for Britain's economic recovery, and the Conservatives deserve to win the election	291 28%	201 33%	264 32%	261 33%	244 33%	223 33%	6 8% <b>s</b>	148 30%	143 27%	44 15%	104 29%	142 38%	19 16% <b>s</b>	25 14%	61 36%	43 24%	42 28%	100 45%	50 48% <b>s</b>	100 36%	75 27%	52 23%	64 26%	175 32%	116 24%	299 29%
The Government has built strong foundations for Britain's economic recovery, but at this election it is time for change	216 21%	125 20%	175 21%	171 21%	159 21%	133 20%	10 13% <b>s</b>	118 24%	98 19%	82 28%	65 18%	69 18%	32 27% <b>s</b>	50 28%	25 14%	40 22%	28 19%	41 18%	14 13% <b>s</b>	69 25%	58 21%	54 24%	36 14%	126 23%	90 19%	214 21%
The Government has failed to build a strong economy, but the Conservatives deserve to win the election	46 4%	22 4%	31 4%	31 4%	26 3%	24 4%	7 9% <b>s</b>	25 5%	21 4%	14 5%	15 4%	16 4%	6 5% <b>s</b>	9 5%	10 6%	5 3%	5 3%	11 5%	7 7% <b>s</b>	12 4%	12 5%	12 6%	9 4%	24 4%	22 5%	42 4%
The Government has failed to build a strong economy. At this election it is time for change.	326 32%	210 34%	265 32%	254 32%	244 33%	223 33%	26 34% <b>s</b>	149 30%	177 34%	100 34%	117 33%	109 29%	39 32% <b>s</b>	61 34%	51 30%	66 36%	57 38%	53 24%	25 24% <b>s</b>	75 27%	94 34%	56 25%	101 40%	169 31%	157 33%	331 32%
None of these	101 10%	48 8%	63 8%	61 8%	57 8%	53 8%	21 28% <b>s</b>	43 9%	59 11%	40 14%	36 10%	25 7%	18 15% <b>s</b>	22 13%	17 10%	19 10%	10 7%	15 7%	7 7% <b>s</b>	15 5%	25 9%	29 13%	33 13%	40 7%	62 13%	101 10%
Don't know	45 4%	10 2%	18 2%	17 2%	15 2%	10 1%	7 8% <b>s</b>	16 3%	29 6%	16 5%	17 5%	12 3%	6 5% <b>s</b>	10 6%	8 4%	10 5%	7 5%	4 2%	1 1% <b>s</b>	4 2%	12 4%	21 9%	8 3%	16 3%	29 6%	38 4%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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>

Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

Table 34  
(MAR15)Q15. Which of the statements comes closest to your own view?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
The Government has built strong foundations for Britain's economic recovery, and the Conservatives deserve to win the election	291 28%	210 81%	11 4%	14 21%	15 15%	47 8%	246 47%	224 69%	124 27%	167 29%	224 64%	52 9%	20 19%	119 28%	111 30%	131 42%	23 13%	17 11%	39 12%	242 36%	85 25%	66 27%	104 33%	101 27%	25 18%	257 29%	19 22%	187 65%	15 6%	22 17%	299 29%
The Government has built strong foundations for Britain's economic recovery, but at this election it is time for change	216 21%	8 3%	86 29%	18 28%	32 33%	162 29%	84 16%	26 8%	111 24%	105 18%	55 16%	144 24%	25 23%	103 24%	89 24%	56 18%	50 28%	20 13%	70 21%	145 22%	71 21%	55 22%	66 21%	80 22%	38 28%	186 21%	15 17%	49 17%	62 25%	32 25%	214 21%
The Government has failed to build a strong economy, but the Conservatives deserve to win the election	46 4%	27 10%	3 1%	- s	4 4%	10 2%	33 6%	27 8%	18 4%	28 5%	15 4%	23 4%	4 4%	17 4%	14 4%	12 4%	11 6%	8 5%	19 6%	26 4%	15 4%	12 5%	15 5%	16 4%	4 3%	43 5%	3 3%	17 6%	5 2%	5 4%	42 4%
The Government has failed to build a strong economy. At this election it is time for change.	326 32%	4 2%	166 56%	27 40%	28 29%	274 49%	113 21%	31 10%	136 30%	190 33%	18 5%	294 49%	39 37%	117 28%	106 29%	78 25%	57 32%	81 52%	138 41%	185 27%	122 36%	86 35%	83 26%	120 33%	56 41%	274 31%	36 41%	22 8%	138 57%	57 44%	331 32%
None of these	101 10%	8 3%	22 8%	2 4%	16 16%	54 10%	40 8%	11 3%	50 11%	51 9%	28 8%	64 11%	15 14%	48 11%	31 8%	23 7%	25 14%	20 13%	45 14%	53 8%	28 8%	15 6%	35 11%	38 10%	6 4%	83 9%	13 14%	10 4%	20 8%	9 7%	101 10%
Don't know	45 4%	2 1%	6 2%	5 7%	3 3%	15 3%	11 2%	7 2%	16 3%	29 5%	11 3%	18 3%	3 3%	18 4%	13 4%	8 3%	13 7%	11 7%	24 7%	21 3%	16 5%	13 5%	14 5%	15 4%	8 6%	41 5%	3 3%	4 1%	4 2%	3 3%	38 4%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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>

Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

Table 35  
 (MAR15)Q16. Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Satisfied	444	293	389	381	357	323	18	237	207	94	152	197	39	56	80	72	58	139	63	133	121	89	102	253	190	444
	43%	48%	48%	48%	48%	48%	24% <sup>s</sup>	47%	39%	32%	43%	53%	32% <sup>s</sup>	31%	47%	39%	39%	62%	61% <sup>s</sup>	48%	44%	40%	41%	46%	40%	43%
Dissatisfied	428	264	340	334	315	283	40	211	217	119	169	140	40	79	73	96	71	68	30	117	117	85	108	235	193	451
	42%	43%	42%	42%	42%	42%	51% <sup>s</sup>	42%	41%	40%	47%	37%	33% <sup>s</sup>	45%	42%	52%	48%	30%	29% <sup>s</sup>	43%	42%	38%	43%	43%	41%	44%
Don't know	153	59	87	79	72	62	19	51	102	83	34	36	41	42	18	16	19	17	11	24	39	49	41	63	90	130
	15%	10%	11%	10%	10%	9%	25% <sup>s</sup>	10%	19%	28%	10%	10%	34% <sup>s</sup>	24%	11%	9%	13%	7%	10% <sup>s</sup>	9%	14%	22%	16%	11%	19%	13%
Net satisfied	16	29	49	47	42	40	-21	26	-10	-25	-16	57	-1	-24	7	-24	-14	71	33	15	3	4	-7	19	-3	-7
	2%	5%	6%	6%	6%	6%	-28% <sup>s</sup>	5%	-2%	-8%	-5%	15%	-1% <sup>s</sup>	-13%	4%	-13%	-9%	32%	32% <sup>s</sup>	6%	1%	2%	-3%	3%	-1%	-1%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 36  
 (MAR15)Q16. Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Satisfied	444	225	66	32	47	166	326	258	191	253	277	138	30	204	151	168	69	43	111	319	141	111	143	160	56	391	30	228	65	45	444
	43%	87%	22%	49%	49%	29%	62%	79%	42%	44%	79%	23%	28%	48%	41%	55%	39%	27%	33%	47%	42%	45%	45%	43%	41%	44%	34%	79%	27%	35%	43%
Dissatisfied	428	19	192	28	39	330	157	47	199	229	30	381	57	166	170	110	68	78	146	281	153	104	119	156	59	357	48	45	155	73	451
	42%	7%	65%	42%	40%	59%	30%	15%	44%	40%	9%	64%	54%	39%	47%	36%	38%	49%	43%	42%	45%	42%	38%	42%	43%	40%	54%	16%	64%	57%	44%
Don't know	153	14	36	6	11	67	44	20	64	89	43	76	19	53	43	30	42	37	78	73	43	32	55	55	22	136	11	15	23	10	130
	15%	5%	12%	9%	11%	12%	8%	6%	14%	16%	12%	13%	18%	13%	12%	10%	23%	23%	23%	11%	13%	13%	17%	15%	16%	15%	12%	5%	10%	8%	13%
<b>Net satisfied</b>	<b>16</b>	<b>206</b>	<b>-127</b>	<b>4</b>	<b>8</b>	<b>-164</b>	<b>168</b>	<b>210</b>	<b>-8</b>	<b>24</b>	<b>246</b>	<b>-243</b>	<b>-27</b>	<b>38</b>	<b>-19</b>	<b>58</b>	<b>1</b>	<b>-35</b>	<b>-34</b>	<b>38</b>	<b>-11</b>	<b>7</b>	<b>23</b>	<b>4</b>	<b>-3</b>	<b>34</b>	<b>-18</b>	<b>183</b>	<b>-89</b>	<b>-28</b>	<b>-7</b>
	2%	80%	-43%	6%	8%	-29%	32%	65%	-2%	4%	70%	-41%	-26%	9%	-5%	19%	*	-22%	-10%	6%	-3%	3%	7%	1%	-2%	4%	-20%	63%	-37%	-22%	-1%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 37  
 (MAR15)Q17. Who do you think would make the most capable Chancellor, the Conservative's George Osborne, or Labour's Ed Balls?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
George Osborne	421	287	375	370	341	316	19	229	192	83	144	193	35	48	77	67	54	139	65	137	113	82	88	250	170	431
	41%	47%	46%	47%	46%	47%	24% <sup>s</sup>	46%	36%	28%	41%	52%	29% <sup>s</sup>	27%	45%	37%	36%	62%	63% <sup>s</sup>	50%	41%	37%	35%	45%	36%	42%
Ed Balls	310	192	254	245	239	206	23	146	164	100	117	93	43	57	51	66	47	20	66	92	56	96	159	152	315	
	30%	31%	31%	31%	32%	31%	29% <sup>s</sup>	29%	31%	34%	33%	25%	36% <sup>s</sup>	32%	30%	36%	31%	21%	19% <sup>s</sup>	24%	33%	25%	38%	29%	32%	31%
Neither	188	109	135	133	125	113	23	83	105	65	66	57	19	46	32	34	32	24	8	51	45	55	36	97	91	185
	18%	18%	17%	17%	17%	17%	30% <sup>s</sup>	17%	20%	22%	19%	15%	16% <sup>s</sup>	26%	19%	19%	22%	11%	8% <sup>s</sup>	19%	16%	25%	14%	18%	19%	18%
Don't know	106	27	51	46	40	32	12	40	66	48	28	30	22	26	12	16	16	14	10	19	26	30	31	45	61	94
	10%	4%	6%	6%	5%	5%	16% <sup>s</sup>	8%	13%	16%	8%	8%	18% <sup>s</sup>	15%	7%	9%	11%	6%	10% <sup>s</sup>	7%	9%	14%	12%	8%	13%	9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 38  
 (MAR15)Q17. Who do you think would make the most capable Chancellor, the Conservative's George Osborne, or Labour's Ed Balls?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
George Osborne	421	234	35	27	51	134	333	260	191	230	258	135	30	183	149	175	56	31	87	323	126	101	150	145	47	370	25	231	40	41	431
	41%	90%	12%	40%	53%	24%	63%	80%	42%	40%	74%	23%	29%	43%	41%	57%	31%	20%	26%	48%	37%	41%	47%	39%	34%	42%	28%	80%	17%	32%	42%
Ed Balls	310	2	198	15	16	257	61	17	128	183	50	245	44	110	99	73	65	70	135	172	113	88	78	120	50	274	25	23	153	39	315
	30%	1%	67%	23%	16%	46%	12%	5%	28%	32%	14%	41%	41%	26%	27%	24%	37%	44%	40%	26%	33%	35%	25%	32%	37%	31%	28%	8%	63%	31%	31%
Neither	188	9	45	17	25	129	93	26	90	98	15	162	20	86	80	41	32	34	66	121	60	34	51	77	27	150	26	19	40	39	185
	18%	4%	15%	26%	26%	23%	18%	8%	20%	17%	4%	27%	19%	20%	22%	13%	18%	22%	20%	18%	18%	14%	16%	21%	20%	17%	29%	6%	16%	30%	18%
Don't know	106	14	16	7	4	42	40	21	47	59	27	53	12	43	37	19	26	22	48	56	39	26	39	29	13	90	13	16	11	8	94
	10%	5%	6%	11%	5%	7%	8%	7%	10%	10%	8%	9%	12%	10%	10%	6%	15%	14%	14%	8%	12%	10%	12%	8%	9%	10%	14%	5%	4%	6%	9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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



## Ipsos MORI Political Monitor - March 2015

Table 39  
**(MAR15)Q18(A). As you may know, the Chancellor will announce his last Budget before the election on the 18th of March.  
 When thinking about the health of the economy and public services, do you think he should or should not announce tax cuts in that Budget?**

Base : Approximately half the surveys

	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	508	324	413	395	375	344	43	252	256	100	194	214	47	53	84	110	91	123	35	147	175	96	90	322	186	508
Weighted Total	502	299	388	373	353	316	46	234	268	142	189	171	63	79	88	102	73	98	42	135	137	120	110	272	230	508
He should announce tax cuts	189 38%	118 39%	157 41%	153 41%	144 41%	121 38%	15 33% <b>s</b>	88 38%	101 38%	63 45%	67 35%	59 35%	28 45% <b>s</b>	35 45% <b>s</b>	25 29% <b>s</b>	41 41%	27 37% <b>s</b>	32 33%	11 26% <b>s</b>	44 32%	58 43%	43 36% <b>s</b>	44 40% <b>s</b>	102 38%	87 38%	189 37%
He should not announce tax cuts	254 51%	158 53%	201 52%	193 52%	183 52%	171 54%	23 50% <b>s</b>	128 55%	125 47%	57 40%	109 57%	88 51%	27 42% <b>s</b>	31 39% <b>s</b>	50 58% <b>s</b>	58 57%	39 54% <b>s</b>	49 50%	19 46% <b>s</b>	81 60%	65 48%	58 48% <b>s</b>	49 44% <b>s</b>	147 54%	107 46%	271 53%
Don't know	59 12%	23 8%	30 8%	26 7%	26 7%	25 8%	8 17% <b>s</b>	18 8%	41 15%	21 15%	14 7%	24 14%	8 13% <b>s</b>	13 16% <b>s</b>	12 13% <b>s</b>	3 2%	7 9% <b>s</b>	17 18%	11 27% <b>s</b>	10 7%	13 10%	19 16% <b>s</b>	18 16% <b>s</b>	23 8%	36 16%	48 9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 40  
**(MAR15)Q18(A). As you may know, the Chancellor will announce his last Budget before the election on the 18th of March.  
 When thinking about the health of the economy and public services, do you think he should or should not announce tax cuts in that Budget?**

Base : Approximately half the surveys

	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 work- ing	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	508	148	135	30	52	266	279	178	211	297	174	296	113	154	175	188	62	73	135	363	157	107	157	194	57	440	50	147	112	65	508
Weighted Total	502	138	132	27	49	253	260	165	213	288	169	293	54	195	168	148	86	90	176	316	152	113	153	197	71	445	39	139	108	60	508
He should announce tax cuts	189	65	51	8	20	93	106	72	81	109	88	89	24	78	57	53	37	38	75	110	50	33	60	80	35	163	16	67	41	12	189
	38%	47%	39%	29% <b>s</b>	41% <b>s</b>	37%	41%	44%	38%	38%	52%	30%	43%	40%	34%	36%	43% <b>s</b>	42% <b>s</b>	43%	35%	33%	29%	39%	41%	49% <b>s</b>	37%	42% <b>s</b>	48%	38%	21% <b>s</b>	37%
He should not announce tax cuts	254	64	68	18	27	140	135	82	115	139	63	175	26	103	94	81	37	37	74	175	80	62	78	96	29	227	18	62	55	41	271
	51%	46%	52%	67% <b>s</b>	56% <b>s</b>	55%	52%	50%	54%	48%	38%	60%	49%	53%	56%	54%	44% <b>s</b>	41% <b>s</b>	42%	55%	53%	55%	51%	49%	41% <b>s</b>	51%	47% <b>s</b>	44%	51%	69% <b>s</b>	53%
Don't know	59	10	12	1	2	20	19	11	18	41	17	30	4	14	16	15	11	16	27	31	22	18	16	21	7	55	4	10	12	6	48
	12%	7%	9%	4% <b>s</b>	3% <b>s</b>	8%	7%	7%	8%	14%	10%	10%	8%	7%	10%	10%	13% <b>s</b>	17% <b>s</b>	15%	10%	14%	16%	10%	11%	10% <b>s</b>	12%	10% <b>s</b>	7%	11%	10% <b>s</b>	9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 41

(MAR15)Q18(B). As you may know, the Chancellor will announce his last Budget before the election on 18th of March. Do you think he should or should not announce tax cuts in that Budget?

Base : Approximately half the surveys

	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	517	333	431	426	402	366	32	278	239	105	171	241	34	71	78	93	99	142	50	151	171	81	114	322	195	517
Weighted Total	523	317	428	422	391	351	32	264	259	155	166	202	57	98	84	82	76	127	61	140	140	103	140	279	244	517
He should announce tax cuts	218 42%	116 37%	166 39%	163 39%	147 37%	129 37%	18 58% <sup>s</sup>	122 46%	96 37%	86 56%	69 41%	64 31%	35 62% <sup>s</sup>	51 52% <sup>s</sup>	36 43% <sup>s</sup>	33 40% <sup>s</sup>	30 40% <sup>s</sup>	34 26%	15 24% <sup>s</sup>	50 36%	63 45%	42 40% <sup>s</sup>	63 45%	113 40%	105 43%	199 38%
He should not announce tax cuts	255 49%	174 55%	226 53%	223 53%	213 55%	191 54%	9 29% <sup>s</sup>	122 46%	133 51%	50 32%	85 51%	120 59%	18 31% <sup>s</sup>	32 33% <sup>s</sup>	43 51% <sup>s</sup>	42 51% <sup>s</sup>	43 57% <sup>s</sup>	77 61%	37 60% <sup>s</sup>	82 59%	60 43%	54 52% <sup>s</sup>	59 42%	141 51%	113 46%	270 52%
Don't know	50 10%	27 9%	36 8%	36 9%	31 8%	31 9%	4 13% <sup>s</sup>	20 8%	30 12%	19 12%	13 8%	18 9%	4 7% <sup>s</sup>	16 16% <sup>s</sup>	5 6% <sup>s</sup>	7 9% <sup>s</sup>	2 3% <sup>s</sup>	16 13%	10 16% <sup>s</sup>	8 6%	17 12%	8 7% <sup>s</sup>	18 13%	25 9%	25 10%	48 9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*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>

## Ipsos MORI Political Monitor - March 2015

Table 42

(MAR15)Q18(B). As you may know, the Chancellor will announce his last Budget before the election on 18th of March. Do you think he should or should not announce tax cuts in that Budget?

Base : Approximately half the surveys

	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	517	117	163	36	53	315	269	153	220	297	165	311	109	161	193	187	72	59	131	380	176	116	167	174	63	423	60	145	142	75	517
Weighted Total	523	121	163	39	48	310	268	160	241	282	181	302	52	227	196	160	93	67	160	356	186	135	164	174	66	439	51	149	135	68	517
He should announce tax cuts	218	53	55	14	26	122	120	67	107	112	84	115	23	112	78	53	55	31	85	131	64	44	73	81	29	185	20	74	41	21	199
	42%	44%	34%	35% <b>s</b>	54% <b>s</b>	39%	45%	42%	44%	40%	46%	38%	43%	49%	40%	33%	59% <b>s</b>	46% <b>s</b>	53%	37%	35%	33%	44%	47%	45% <b>s</b>	42%	39% <b>s</b>	50%	30%	30% <b>s</b>	38%
He should not announce tax cuts	255	61	100	19	17	159	120	80	111	143	81	162	24	97	100	94	31	24	55	194	101	78	75	79	29	216	23	65	86	38	270
	49%	50%	61%	49% <b>s</b>	36% <b>s</b>	51%	45%	50%	46%	51%	45%	54%	47%	43%	51%	59%	33% <b>s</b>	36% <b>s</b>	34%	55%	54%	58%	46%	46%	44% <b>s</b>	49%	44% <b>s</b>	43%	64%	56% <b>s</b>	52%
Don't know	50	7	8	6	5	28	27	13	23	27	17	25	5	18	18	12	8	12	20	30	21	13	16	13	8	38	8	10	8	9	48
	10%	6%	5%	16% <b>s</b>	10% <b>s</b>	9%	10%	8%	10%	10%	9%	8%	9%	8%	9%	8%	8% <b>s</b>	19% <b>s</b>	13%	8%	11%	9%	10%	8%	11% <b>s</b>	9%	16% <b>s</b>	7%	6%	14% <b>s</b>	9%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*Less than 0.5%

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

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

### Ipsos MORI Political Monitor - March 2015

Table 43  
**(MAR15)Q19(1). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Managing the economy?**

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Good job	574	363	491	478	444	405	21	302	272	148	192	234	66	82	98	94	78	156	72	165	149	122	138	314	260	576
	56%	59%	60%	60%	60%	61%	27% <sup>s</sup>	60%	52%	50%	54%	63%	55% <sup>s</sup>	46%	57%	51%	52%	70%	70% <sup>s</sup>	60%	54%	55%	55%	57%	55%	56%
Bad job	379	227	287	280	266	235	47	165	214	118	145	116	38	80	62	83	62	54	25	87	113	78	101	200	179	380
	37%	37%	35%	35%	36%	35%	61% <sup>s</sup>	33%	41%	40%	41%	31%	32% <sup>s</sup>	45%	36%	45%	42%	24%	25% <sup>s</sup>	32%	41%	35%	40%	36%	38%	37%
Don't know	72	26	38	37	35	28	9	32	40	30	19	23	16	15	12	7	9	14	6	22	15	23	12	37	35	69
	7%	4%	5%	5%	5%	4%	12% <sup>s</sup>	6%	8%	10%	5%	6%	13% <sup>s</sup>	8%	7%	4%	6%	6%	5% <sup>s</sup>	8%	5%	10%	5%	7%	7%	7%

Fieldwork dates : 8th to 11th March 2015  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI

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

## Ipsos MORI Political Monitor - March 2015

Table 44  
(MAR15)Q19(1). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Managing the economy?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Good job	574	247	108	36	55	239	378	283	258	316	322	209	51	251	208	207	93	56	148	415	180	136	187	207	69	502	44	255	87	57	576
	56%	95%	37%	55%	56%	42%	72%	87%	57%	55%	92%	35%	48%	59%	57%	67%	52%	35%	44%	62%	53%	55%	59%	56%	51%	57%	49%	88%	36%	44%	56%
Bad job	379	10	168	23	35	289	131	32	164	215	19	343	46	139	134	87	67	87	155	221	131	92	109	140	56	320	38	27	145	61	380
	37%	4%	57%	34%	36%	51%	25%	10%	36%	38%	5%	58%	44%	33%	37%	28%	38%	56%	46%	33%	39%	37%	34%	38%	41%	36%	43%	9%	60%	48%	37%
Don't know	72	2	19	7	7	35	19	9	32	40	9	42	8	33	22	15	19	14	33	37	27	20	21	24	11	62	8	6	11	10	69
	7%	1%	6%	11%	7%	6%	4%	3%	7%	7%	3%	7%	8%	8%	6%	5%	11%	9%	10%	5%	8%	8%	7%	6%	8%	7%	9%	2%	5%	8%	7%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 45  
 (MAR15)Q19(2). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Handling taxation and public expenditure?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Good job	378	242	322	313	288	268	14	202	176	84	130	164	38	46	70	60	48	116	50	117	100	77	84	217	161	383
	37%	39%	39%	39%	39%	40%	18% <sup>s</sup>	41%	33%	28%	37%	44%	32% <sup>s</sup>	26%	40%	33%	32%	52%	48% <sup>s</sup>	43%	36%	34%	34%	39%	34%	37%
Bad job	556	332	428	418	393	348	55	276	279	184	204	167	71	113	91	114	92	75	30	143	158	131	124	301	255	564
	54%	54%	52%	53%	53%	52%	71% <sup>s</sup>	55%	53%	62%	57%	45%	59% <sup>s</sup>	64%	53%	62%	62%	34%	29% <sup>s</sup>	52%	57%	59%	49%	55%	54%	55%
Don't know	91	41	66	64	63	51	8	20	71	28	21	41	11	18	12	10	8	33	24	14	19	15	43	33	58	78
	9%	7%	8%	8%	8%	8%	10% <sup>s</sup>	4%	14%	10%	6%	11%	9% <sup>s</sup>	10%	7%	5%	6%	15%	23% <sup>s</sup>	5%	7%	7%	17%	6%	12%	8%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 46  
 (MAR15)Q19(2). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Handling taxation and public expenditure?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025
Good job	378	195	51	25	34	125	270	220	162	216	247	103	31	159	125	147	54	43	97	272	118	91	127	133	46	329	27	197	47	41	383
	37%	75%	17%	37%	35%	22%	51%	68%	36%	38%	71%	17%	29%	38%	34%	48%	30%	27%	29%	40%	35%	37%	40%	36%	34%	37%	30%	68%	19%	32%	37%
Bad job	556	46	217	32	60	394	223	78	269	287	77	448	68	244	213	133	106	98	204	346	183	131	165	207	82	477	52	71	177	83	564
	54%	18%	74%	48%	62%	70%	42%	24%	59%	50%	22%	75%	64%	58%	58%	43%	59%	63%	61%	51%	54%	53%	52%	56%	60%	54%	58%	25%	73%	65%	55%
Don't know	91	18	27	10	4	43	34	28	24	68	26	43	7	20	27	28	19	16	35	55	36	26	25	30	9	79	10	20	20	4	78
	9%	7%	9%	15%	4%	8%	7%	9%	5%	12%	7%	7%	7%	5%	7%	9%	11%	10%	10%	8%	11%	10%	8%	8%	7%	9%	12%	7%	8%	3%	8%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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



## Ipsos MORI Political Monitor - March 2015

Table 47  
 (MAR15)Q19(3). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Reducing unemployment?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Good job	506	315	438	424	394	349	24	261	245	127	175	204	49	78	88	86	74	130	55	167	123	106	110	290	216	508
	49%	51%	54%	53%	53%	52%	31% <sup>s</sup>	52%	47%	43%	49%	55%	41% <sup>s</sup>	44%	51%	47%	50%	58%	54% <sup>s</sup>	61%	44%	48%	44%	53%	46%	50%
Bad job	440	267	329	323	309	282	45	202	239	146	152	143	59	87	65	87	66	77	39	91	129	100	121	220	220	435
	43%	43%	40%	41%	41%	42%	58% <sup>s</sup>	40%	45%	49%	43%	38%	49% <sup>s</sup>	49%	38%	47%	44%	34%	38% <sup>s</sup>	33%	46%	45%	48%	40%	46%	42%
Don't know	79	33	49	48	42	37	8	36	43	24	29	26	12	11	19	11	8	18	9	16	25	17	20	41	37	82
	8%	5%	6%	6%	6%	5%	11% <sup>s</sup>	7%	8%	8%	8%	7%	10% <sup>s</sup>	6%	11%	6%	6%	8%	9% <sup>s</sup>	6%	9%	8%	8%	8%	8%	8%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 48  
 (MAR15)Q19(3). Since it was elected in May 2010, do you think the government has done a good job or a bad job at - Reducing unemployment?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
Good job	506	225	104	33	44	213	334	258	231	275	277	185	45	233	186	184	73	52	125	369	161	125	166	178	57	445	37	219	83	55	508	
	49%	87%	35%	51%	46%	38%	63%	79%	51%	48%	79%	31%	43%	55%	51%	60%	41%	33%	37%	55%	48%	50%	53%	48%	42%	50%	41%	76%	34%	43%	50%	
Bad job	440	26	165	28	46	303	164	54	191	249	58	359	51	163	153	105	87	91	178	258	151	107	134	155	66	374	44	60	140	65	435	
	43%	10%	56%	43%	47%	54%	31%	17%	42%	44%	17%	60%	48%	39%	42%	34%	49%	58%	53%	38%	45%	43%	42%	42%	48%	42%	49%	21%	57%	51%	42%	
Don't know	79	9	26	4	7	47	29	13	33	46	15	51	10	26	25	20	18	14	32	45	25	16	17	37	14	65	9	9	20	8	82	
	8%	3%	9%	7%	7%	8%	6%	4%	7%	8%	4%	9%	10%	6%	7%	6%	10%	9%	10%	7%	7%	7%	5%	10%	10%	7%	10%	3%	8%	6%	8%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

\*=Less than 0.5%

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

## Ipsos MORI Political Monitor - March 2015

Table 49

(MAR15)Q20. And do you think that a Labour government with Ed Miliband as Prime Minister and Ed Balls as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

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	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Better job	198 19%	130 21%	171 21%	169 21%	158 21%	135 20%	14 19% <sup>s</sup>	85 17%	113 21%	63 21%	74 21%	62 17%	29 24% <sup>s</sup>	33 19%	37 22%	36 20%	30 20%	32 14%	12 12% <sup>s</sup>	44 16%	60 22%	31 14%	64 25%	103 19%	95 20%	199 19%
Worse job	383 37%	274 45%	348 43%	343 43%	323 43%	300 45%	11 15% <sup>s</sup>	200 40%	183 35%	67 23%	136 38%	180 48%	27 22% <sup>s</sup>	40 23%	69 40%	66 36%	56 38%	125 56%	53 52% <sup>s</sup>	123 45%	99 36%	85 38%	77 31%	222 40%	161 34%	396 39%
About the same	387 38%	199 32%	275 34%	262 33%	246 33%	218 33%	45 58% <sup>s</sup>	194 39%	193 37%	135 45%	135 38%	117 31%	49 41% <sup>s</sup>	86 49%	63 36%	73 40%	58 39%	60 27%	32 32% <sup>s</sup>	102 37%	105 38%	84 38%	95 38%	207 38%	180 38%	377 37%
Don't know	57 6%	13 2%	22 3%	20 3%	17 2%	14 2%	6 8% <sup>s</sup>	20 4%	37 7%	33 11%	11 3%	13 4%	15 13% <sup>s</sup>	17 10%	3 1%	9 5%	6 4%	8 3%	5 5% <sup>s</sup>	5 2%	13 5%	23 10%	15 6%	19 3%	38 8%	53 5%

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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>

Ipsos MORI

## Ipsos MORI Political Monitor - March 2015

Table 50

(MAR15)Q20. And do you think that a Labour government with Ed Miliband as Prime Minister and Ed Balls as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743	333	223	324	368	120	863	110	292	254	140	1025	
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672	337	248	317	370	136	884	90	288	243	128	1025	
Better job	198 19%	1 *	152 52%	9 14%	10 10%	181 32%	30 6%	10 3%	76 17%	122 21%	34 10%	151 25%	25 24%	60 14%	50 14%	41 13%	50 28%	53 33%	103 31%	91 14%	62 18%	52 21%	43 14%	93 25%	44 33%	178 20%	10 11%	8 3%	107 44%	24 19%	199 19%	
Worse job	383 37%	230 89%	15 5%	19 29%	51 52%	98 17%	313 59%	249 77%	174 38%	209 37%	229 66%	133 22%	30 28%	171 40%	150 41%	161 52%	38 21%	26 17%	64 19%	311 46%	119 35%	98 39%	134 42%	130 35%	40 29%	344 39%	21 24%	220 76%	27 11%	37 29%	396 39%	
About the same	387 38%	26 10%	116 39%	36 54%	34 35%	259 46%	169 32%	62 19%	178 39%	209 37%	71 20%	280 47%	44 41%	168 40%	146 40%	91 30%	80 45%	66 42%	147 44%	237 35%	138 41%	86 35%	126 40%	124 33%	39 29%	312 35%	51 57%	54 19%	98 40%	63 49%	377 37%	
Don't know	57 6%	2 1%	11 4%	2 3%	2 2%	25 4%	15 3%	4 1%	27 6%	30 5%	16 5%	30 5%	7 7%	24 6%	19 5%	15 5%	10 6%	12 8%	22 7%	33 5%	18 5%	11 5%	14 4%	24 7%	13 10%	49 6%	7 8%	6 2%	11 5%	4 3%	53 5%	

Fieldwork dates : 8th to 11th March 2015

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

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