

## Ipsos MORI Political Monitor - 2010

### General Public 18+

Post election only - June TO November 2010

Table 2

#### Q.1(A)/Q.1(B) Combined Voting Intention - certain to vote

Base : All certain to vote

|  | Wtd. Total  | GOR - Government Office Region |                        |               |            |                |            |            |               |                        |             |             | Unwtd. Total |
|--|-------------|--------------------------------|------------------------|---------------|------------|----------------|------------|------------|---------------|------------------------|-------------|-------------|--------------|
|  |             | North East                     | Yorkshire & Humberside | East Midlands | Eastern    | Greater London | South East | South West | West Midlands | North West/ Merseyside | Wales       | Scotland    |              |
| Unweighted Total                                 | 3058        | 133                            | 267                    | 236           | 273        | 380            | 450        | 284        | 264           | 334                    | 161         | 276         | 3058         |
| Weighted Total                                   | 3000        | 133                            | 259                    | 223           | 260        | 391            | 445        | 276        | 266           | 346                    | 151         | 251         | 3058         |
| Total Voting                                     | 2790        | 113                            | 243                    | 200           | 246        | 367            | 418        | 254        | 252           | 324                    | 141         | 232         | 2839         |
| Conservative                                     | 1042<br>37% | 26<br>23%                      | 86<br>35%              | 91<br>46%     | 100<br>41% | 133<br>36%     | 199<br>48% | 121<br>47% | 108<br>43%    | 101<br>31%             | 31<br>22%   | 47<br>20%   | 1023<br>36%  |
| Labour   | 1030<br>37% | 70<br>62%                      | 97<br>40%              | 65<br>32%     | 79<br>32%  | 174<br>47%     | 90<br>21%  | 72<br>28%  | 78<br>31%     | 155<br>48%             | 56<br>40%   | 94<br>40%   | 1072<br>38%  |
| Liberal Democrats (Lib Dem)                      | 431<br>15%  | 4<br>4%                        | 40<br>16%              | 28<br>14%     | 46<br>19%  | 38<br>10%      | 92<br>22%  | 40<br>16%  | 39<br>15%     | 50<br>15%              | 20<br>14%   | 35<br>15%   | 455<br>16%   |
| Scottish Nationalist                             | 49<br>2%    | -                              | *                      | -             | 2<br>1%    | -              | -          | -          | -             | -                      | -           | 47<br>20%   | 57<br>2%     |
| Plaid Cymru                                      | 22<br>1%    | -                              | -                      | -             | -          | -              | -          | -          | -             | -                      | 22<br>16%   | -           | 24<br>1%     |
| Green Party                                      | 91<br>3%    | 4<br>3%                        | 10<br>4%               | 5<br>3%       | 6<br>2%    | 17<br>4%       | 18<br>4%   | 7<br>3%    | 9<br>4%       | 7<br>2%                | 5<br>4%     | 4<br>2%     | 89<br>3%     |
| UKIP   | 59<br>2%    | 2<br>2%                        | 2<br>1%                | 3<br>1%       | 11<br>4%   | 3<br>1%        | 10<br>2%   | 11<br>4%   | 8<br>3%       | 8<br>3%                | 1<br>1%     | 1<br>*      | 59<br>2%     |
| British National Party                           | 44<br>2%    | 5<br>4%                        | 6<br>3%                | 6<br>3%       | 3<br>1%    | 2<br>1%        | 8<br>2%    | 1<br>*     | 6<br>2%       | 2<br>1%                | 3<br>2%     | 3<br>1%     | 37<br>1%     |
| Other  | 22<br>1%    | 2<br>2%                        | 3<br>1%                | 2<br>1%       | -          | 1<br>*         | 1<br>*     | 4<br>1%    | 4<br>1%       | 2<br>1%                | 2<br>1%     | 2<br>1%     | 23<br>1%     |
| "Conservative Lead over Labour"                  | 12<br>*     | -44<br>-39%                    | -11<br>-5%             | 27<br>13%     | 21<br>9%   | -41<br>-11%    | 110<br>26% | 49<br>19%  | 29<br>12%     | -55<br>-17%            | -25<br>-18% | -47<br>-20% | -49<br>-2%   |
| Undecided  | 104<br>3%   | 10<br>8%                       | 8<br>3%                | 9<br>4%       | 10<br>4%   | 12<br>3%       | 10<br>2%   | 11<br>4%   | 7<br>3%       | 10<br>3%               | 7<br>4%     | 10<br>4%    | 104<br>3%    |
| Would not vote                                   | 30<br>1%    | 4<br>3%                        | 2<br>1%                | 4<br>2%       | -          | 4<br>1%        | 4<br>1%    | 2<br>1%    | 3<br>1%       | 3<br>1%                | 1<br>*      | 4<br>2%     | 29<br>1%     |
| Refused  | 74<br>2%    | 6<br>5%                        | 6<br>2%                | 10<br>5%      | 4<br>2%    | 8<br>2%        | 11<br>3%   | 7<br>3%    | 4<br>1%       | 9<br>3%                | 3<br>2%     | 5<br>2%     | 84<br>3%     |
| Will vote for another party but don't know which | 2<br>*      | -                              | -                      | -             | -          | -              | -          | 1<br>1%    | -             | -                      | -           | *           | 2<br>*       |

Fieldwork dates : 2010 Monthly: 26-28 Jan., 19-22 Feb., 19-22 Mar., 18-19 April, 18 to 20 June, 23 to 25 July, 10-12 Sept., 15-17 Oct., 12-24 Nov.

Weighted together for all of 2010 (so not by each month, or any group of months)

Sector weight applied

Respondent Type : General Public 18+ - Telephone

Source : Ipsos MORI J38671x0, J201002, J201003/4/6/7/9/10/11, J3867110/11

\*=Less than 0.5%

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<http://www.ipsos-mori.com/2010electioncentre>

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