

## Ipsos MORI April Political Monitor

### Topline Results

Fieldwork: 26-29 April 2015

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone 26-29 April 2015. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent.

### Economic Optimism

Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	%
Improve	43
Stay the same	27
Get worse	17
Don't know	14
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+26</b>

### Voting decisions

Q11 How important is it to you personally who wins the next General Election?

	%
Very important	44
Fairly important	40
Not very important	11
Not at all important	2
No opinion	3
<b>Total important</b>	<b>84</b>
<b>Total not important</b>	<b>13</b>

### Issues

Q9 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?\*

	January 2015 %	February 2015 %	March 2015 %	April-1 2015 %	April-2 2015 %
Healthcare/NHS/hospitals	46	45	38	47	48
Managing the economy/economic situation	33	32	31	35	35
Education/schools	20	25	25	24	27
Asylum and immigration	27	22	25	19	25
Housing	5	3	8	8	12
Taxation	8	14	10	16	10

Don't Know	10	9	10	9	7
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\*Showing only top six answers; see computer tables for full results

## Voting decisions and outcomes

Q17 Which is more important to you: a system which produces a fairer share of seats for smaller parties or a system in which it is likely that the largest party can govern on its own?

	All (1,010)	Conservative voters (309)	Labour voters (259)	Lib Dem voters** (84)	UKIP voters** (93)
	%	%	%	%	%
Fairer share	48	26	43	74	52
Largest party can govern	45	71	50	23	37
Don't know	6	3	7	4	11

\*\*Due to small base sizes please treat with caution