

## Ipsos MORI Political Monitor - January 2010

Table 1

## Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

|                                 | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |             |           |           |           | Social Class |           |           |           |           |           | Unweighted 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                | 1001             | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143         | 170       | 185       | 171       | 224          | 98        | 291       | 269       | 194       | 247       | 560              | 441        | 1001       |
| Weighted Total                  | 1001             | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164         | 190       | 169       | 151       | 205          | 88        | 268       | 288       | 209       | 236       | 556              | 445        | 1001       |
| Total Voting                    | 776              | 462                     | 672        | 642        | 590        | 513        | 17             | 391        | 385        | 203        | 283        | 291        | 76        | 127         | 141       | 142       | 125       | 166          | 72        | 234       | 221       | 147       | 173       | 455              | 321        | 777        |
| Conservative                    | 295<br>38%       | 185<br>40%              | 266<br>40% | 259<br>40% | 242<br>41% | 212<br>41% | 8<br>49%       | 143<br>37% | 152<br>39% | 60<br>30%  | 102<br>36% | 133<br>46% | 28<br>38% | 32<br>25%   | 49<br>35% | 53<br>37% | 44<br>36% | 88<br>53%    | 38<br>53% | 86<br>37% | 92<br>42% | 59<br>40% | 58<br>33% | 178<br>39%       | 117<br>36% | 308<br>40% |
| Labour                          | 260<br>34%       | 150<br>32%              | 214<br>32% | 203<br>32% | 184<br>31% | 161<br>31% | 6<br>35%       | 131<br>34% | 129<br>33% | 75<br>37%  | 100<br>35% | 85<br>29%  | 22<br>30% | 53<br>42%   | 52<br>37% | 48<br>34% | 47<br>37% | 39<br>20%    | 15<br>20% | 80<br>34% | 62<br>28% | 56<br>38% | 62<br>36% | 142<br>31%       | 118<br>37% | 253<br>33% |
| Liberal Democrats (Lib Dem)     | 131<br>17%       | 73<br>16%               | 113<br>17% | 108<br>17% | 95<br>16%  | 81<br>16%  | 2<br>14%       | 64<br>16%  | 67<br>18%  | 34<br>17%  | 55<br>20%  | 42<br>14%  | 12<br>16% | 21<br>17%   | 33<br>23% | 23<br>16% | 16<br>13% | 26<br>15%    | 11<br>16% | 50<br>21% | 42<br>19% | 15<br>10% | 24<br>14% | 92<br>20%        | 39<br>12%  | 125<br>16% |
| Scottish Nationalist            | 20<br>3%         | 10<br>2%                | 16<br>2%   | 14<br>2%   | 14<br>2%   | 12<br>2%   | *<br>3%        | 12<br>3%   | 8<br>2%    | 6<br>3%    | 8<br>3%    | 6<br>2%    | 3<br>4%   | 4<br>3%     | 3<br>2%   | 5<br>4%   | 4<br>3%   | 2<br>1%      | 1<br>1%   | 5<br>2%   | 2<br>1%   | 6<br>4%   | 7<br>4%   | 7<br>2%          | 13<br>4%   | 24<br>3%   |
| Plaid Cymru                     | 5<br>1%          | 2<br>1%                 | 4<br>1%    | 3<br>1%    | 3<br>1%    | 2<br>*     | -<br>-         | 1<br>*     | 4<br>1%    | 1<br>1%    | 1<br>*     | 3<br>1%    | -<br>-    | 1<br>1%     | 1<br>*    | -<br>-    | 3<br>2%   | -<br>-       | -<br>-    | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | 2<br>1%          | 3<br>1%    | 6<br>1%    |
| Green Party                     | 22<br>3%         | 14<br>3%                | 20<br>3%   | 20<br>3%   | 18<br>3%   | 16<br>3%   | -<br>-         | 9<br>2%    | 13<br>3%   | 10<br>5%   | 8<br>3%    | 4<br>2%    | 1<br>2%   | 9<br>7%     | 3<br>2%   | 5<br>4%   | 4<br>3%   | *<br>*       | -<br>-    | 4<br>2%   | 13<br>6%  | 4<br>3%   | 1<br>1%   | 17<br>4%         | 5<br>2%    | 21<br>3%   |
| UKIP                            | 18<br>2%         | 15<br>3%                | 18<br>3%   | 18<br>3%   | 18<br>3%   | 15<br>3%   | -<br>-         | 15<br>4%   | 4<br>1%    | 3<br>2%    | 4<br>1%    | 11<br>4%   | 1<br>2%   | 2<br>1%     | -<br>-    | 4<br>3%   | 3<br>2%   | 9<br>5%      | 6<br>8%   | 5<br>2%   | 2<br>1%   | 1<br>1%   | 10<br>6%  | 7<br>1%          | 12<br>4%   | 19<br>2%   |
| British National Party          | 13<br>2%         | 8<br>2%                 | 10<br>2%   | 10<br>1%   | 10<br>2%   | 9<br>2%    | -<br>-         | 9<br>2%    | 5<br>1%    | 8<br>4%    | 3<br>1%    | 3<br>1%    | 5<br>6%   | 4<br>3%     | 1<br>1%   | 1<br>1%   | 3<br>2%   | -<br>-       | -<br>-    | 1<br>1%   | 3<br>1%   | 2<br>2%   | 7<br>4%   | 4<br>1%          | 9<br>3%    | 12<br>2%   |
| Other                           | 10<br>1%         | 5<br>1%                 | 10<br>2%   | 7<br>1%    | 6<br>1%    | 5<br>1%    | -<br>-         | 7<br>2%    | 3<br>1%    | 4<br>2%    | 3<br>1%    | 3<br>1%    | 2<br>3%   | 2<br>2%     | -<br>-    | 3<br>2%   | 2<br>1%   | 1<br>1%      | 1<br>1%   | 3<br>1%   | 3<br>1%   | 2<br>1%   | 3<br>2%   | 5<br>1%          | 5<br>2%    | 9<br>1%    |
| "Conservative Lead over Labour" | 35<br>4%         | 35<br>8%                | 52<br>8%   | 56<br>9%   | 59<br>10%  | 51<br>10%  | 2<br>14%       | 12<br>3%   | 23<br>6%   | -15<br>-7% | 2<br>1%    | 47<br>16%  | 6<br>8%   | -21<br>-17% | -3<br>-2% | 5<br>3%   | -2<br>-2% | 49<br>30%    | 24<br>33% | 6<br>3%   | 30<br>14% | 3<br>2%   | -4<br>-3% | 36<br>8%         | -2<br>*    | 55<br>7%   |
| Undecided                       | 102<br>10%       | 37<br>7%                | 64<br>8%   | 60<br>8%   | 56<br>8%   | 51<br>9%   | 8<br>9%        | 39<br>8%   | 64<br>12%  | 41<br>14%  | 33<br>9%   | 29<br>8%   | 22<br>18% | 18<br>11%   | 22<br>12% | 10<br>6%  | 12<br>8%  | 17<br>8%     | 7<br>8%   | 21<br>8%  | 29<br>10% | 25<br>12% | 27<br>11% | 50<br>9%         | 52<br>12%  | 100<br>10% |
| Would not vote                  | 104<br>10%       | 5<br>1%                 | 12<br>2%   | 12<br>2%   | 11<br>2%   | 8<br>1%    | 56<br>69%      | 43<br>9%   | 61<br>12%  | 41<br>14%  | 34<br>9%   | 29<br>8%   | 24<br>19% | 18<br>11%   | 22<br>12% | 12<br>7%  | 11<br>7%  | 17<br>8%     | 6<br>7%   | 10<br>4%  | 34<br>12% | 26<br>12% | 34<br>14% | 44<br>8%         | 60<br>13%  | 103<br>10% |
| Refused                         | 19<br>2%         | 13<br>2%                | 16<br>2%   | 16<br>2%   | 13<br>2%   | 13<br>2%   | 1<br>1%        | 12<br>3%   | 7<br>1%    | 1<br>*     | 10<br>3%   | 8<br>2%    | -<br>-    | 1<br>1%     | 5<br>3%   | 5<br>3%   | 3<br>2%   | 5<br>3%      | 2<br>3%   | 2<br>1%   | 4<br>2%   | 10<br>5%  | 2<br>1%   | 7<br>1%          | 13<br>3%   | 21<br>2%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 2

## Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

|                                 | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|---------------------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                                 |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total                | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total                  | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Total Voting                    | 776              | 295                | 260    | 131     | 466              | 501              | 361            | 415                       | 187        | 534          | 86          | 354     | 10        | 364               | 357      | 223             | 67             | 123           | 579                  | 7                     | 538  | 235         | 259   | 242      | 275   | 99             | 670                  | 322     | 182                               | 190          | 268    | 95               | 777      |
| Conservative                    | 295              | 295                | -      | -       | -                | 295              | 129            | 166                       | 17         | 267          | 28          | 123     | 2         | 126               | 138      | 114             | 15             | 25            | 252                  | 3                     | 215  | 78          | 70    | 108      | 116   | 36             | 283                  | 123     | 70                                | 166          | 43     | 14               | 308      |
|                                 | 38%              | 100%               | -      | -       | -                | 59%              | 36%            | 40%                       | 9%         | 50%          | 33%         | 35%     | 24%       | 35%               | 39%      | 51%             | 23%            | 21%           | 43%                  | 36%                   | 40%  | 33%         | 27%   | 45%      | 42%   | 36%            | 42%                  | 38%     | 38%                               | 87%          | 16%    | 15%              | 40%      |
| Labour                          | 260              | -                  | 260    | -       | 260              | -                | 130            | 130                       | 130        | 101          | 34          | 123     | 7         | 130               | 130      | 46              | 28             | 55            | 176                  | 1                     | 164  | 96          | 108   | 76       | 76    | 35             | 207                  | 128     | 52                                | 2            | 187    | 10               | 253      |
|                                 | 34%              | -                  | 100%   | -       | 56%              | -                | 36%            | 31%                       | 70%        | 19%          | 39%         | 35%     | 69%       | 36%               | 37%      | 21%             | 42%            | 45%           | 30%                  | 13%                   | 31%  | 41%         | 42%   | 32%      | 28%   | 36%            | 31%                  | 40%     | 28%                               | 1%           | 70%    | 11%              | 33%      |
| Liberal Democrats (Lib Dem)     | 131              | -                  | -      | 131     | 131              | -                | 62             | 69                        | 28         | 93           | 17          | 65      | -         | 65                | 60       | 32              | 15             | 23            | 92                   | 1                     | 87   | 44          | 42    | 35       | 54    | 17             | 117                  | 33      | 42                                | 11           | 21     | 68               | 125      |
|                                 | 17%              | -                  | -      | 100%    | 28%              | 26%              | 17%            | 17%                       | 15%        | 17%          | 20%         | 18%     | -         | 18%               | 17%      | 15%             | 22%            | 19%           | 16%                  | 19%                   | 16%  | 19%         | 16%   | 14%      | 20%   | 18%            | 17%                  | 10%     | 23%                               | 6%           | 8%     | 71%              | 16%      |
| Scottish Nationalist            | 20               | -                  | -      | -       | 20               | 20               | 11             | 10                        | 5          | 12           | 1           | 11      | -         | 11                | 1        | 10              | 1              | 8             | 11                   | -                     | 17   | 3           | 20    | -        | -     | -              | -                    | 13      | 3                                 | *            | 2      | -                | 24       |
|                                 | 3%               | -                  | -      | -       | 4%               | 4%               | 3%             | 2%                        | 3%         | 2%           | 1%          | 3%      | -         | 3%                | *        | 5%              | 2%             | 7%            | 2%                   | -                     | 3%   | 1%          | 8%    | -        | -     | -              | -                    | 4%      | 2%                                | *            | 1%     | -                | 3%       |
| Plaid Cymru                     | 5                | -                  | -      | -       | 5                | 5                | 2              | 3                         | 1          | 4            | 1           | 1       | -         | 1                 | *        | 2               | 1              | -             | 3                    | 1                     | 4    | 1           | -     | 5        | -     | -              | -                    | 1       | 1                                 | -            | 2      | -                | 6        |
|                                 | 1%               | -                  | -      | -       | 1%               | 1%               | 1%             | 1%                        | *          | 1%           | 1%          | *       | -         | *                 | *        | 1%              | 2%             | -             | *                    | 13%                   | 1%   | *           | -     | 2%       | -     | -              | -                    | *       | *                                 | -            | 1%     | -                | 1%       |
| Green Party                     | 22               | -                  | -      | -       | 22               | 22               | 12             | 10                        | 4          | 17           | 3           | 12      | 1         | 13                | 14       | 5               | 1              | 2             | 19                   | -                     | 14   | 8           | 9     | 6        | 8     | 3              | 22                   | 5       | 10                                | 1            | 7      | 3                | 21       |
|                                 | 3%               | -                  | -      | -       | 5%               | 4%               | 3%             | 3%                        | 2%         | 3%           | 3%          | 3%      | 7%        | 3%                | 4%       | 2%              | 1%             | 2%            | 3%                   | -                     | 3%   | 3%          | 3%    | 2%       | 3%    | 3%             | 3%                   | 2%      | 6%                                | *            | 2%     | 3%               | 3%       |
| UKIP                            | 18               | -                  | -      | -       | 18               | 18               | 3              | 15                        | 1          | 17           | 1           | 5       | -         | 5                 | 3        | 6               | 2              | 6             | 9                    | 1                     | 15   | 3           | 3     | 3        | 12    | 4              | 18                   | 10      | 2                                 | 7            | 2      | -                | 19       |
|                                 | 2%               | -                  | -      | -       | 4%               | 4%               | 1%             | 4%                        | *          | 3%           | 1%          | 1%      | -         | 1%                | 1%       | 3%              | 3%             | 5%            | 2%                   | 19%                   | 3%   | 1%          | 1%    | 1%       | 4%    | 4%             | 3%                   | 3%      | 1%                                | 3%           | 1%     | -                | 2%       |
| British National Party          | 13               | -                  | -      | -       | -                | -                | 6              | 7                         | -          | 13           | 2           | 7       | -         | 7                 | 7        | 3               | 2              | 1             | 10                   | -                     | 11   | 2           | 6     | 4        | 4     | 1              | 13                   | 5       | 1                                 | 3            | 1      | -                | 12       |
|                                 | 2%               | -                  | -      | -       | -                | -                | 2%             | 2%                        | -          | 3%           | 2%          | 2%      | -         | 2%                | 2%       | 1%              | 3%             | 1%            | 2%                   | -                     | 2%   | 1%          | 2%    | 2%       | 1%    | 1%             | 2%                   | 2%      | 1%                                | 1%           | 1%     | -                | 2%       |
| Other                           | 10               | -                  | -      | -       | 9                | 9                | 7              | 4                         | 1          | 9            | 1           | 7       | -         | 7                 | 3        | 4               | 2              | 1             | 7                    | -                     | 10   | -           | 1     | 5        | 5     | 3              | 9                    | 3       | 1                                 | 1            | 3      | -                | 9        |
|                                 | 1%               | -                  | -      | -       | 2%               | 2%               | 2%             | 1%                        | 1%         | 2%           | 1%          | 2%      | -         | 2%                | 1%       | 2%              | 3%             | 1%            | 1%                   | -                     | 2%   | -           | *     | 2%       | 2%    | 3%             | 1%                   | 1%      | *                                 | *            | 1%     | -                | 1%       |
| "Conservative Lead over Labour" | 35               | 295                | -260   | 0       | -260             | 295              | -1             | 36                        | -113       | 166          | -6          | 1       | -5        | -4                | 7        | 68              | -12            | -30           | 75                   | 2                     | 51   | -18         | -37   | 32       | 40    | *              | 75                   | -4      | 18                                | 164          | -144   | 4                | 55       |
|                                 | 4%               | 100%               | -100%  | 0%      | -56%             | 59%              | *              | 9%                        | -60%       | 31%          | -7%         | *       | -45%      | -1%               | 2%       | 31%             | -19%           | -24%          | 13%                  | 23%                   | 9%   | -8%         | -14%  | 13%      | 15%   | *              | 11%                  | -1%     | 10%                               | 86%          | -54%   | 4%               | 7%       |
| Undecided                       | 102              | -                  | -      | -       | -                | -                | 44             | 58                        | 36         | 54           | 14          | 46      | 4         | 50                | 51       | 22              | 13             | 16            | 73                   | 1                     | 69   | 32          | 34    | 29       | 39    | 11             | 91                   | 39      | 11                                | 6            | 26     | 6                | 100      |
|                                 | 10%              | -                  | -      | -       | -                | -                | 10%            | 11%                       | 15%        | 8%           | 12%         | 10%     | 27%       | 11%               | 11%      | 8%              | 13%            | 9%            | 10%                  | 8%                    | 10%  | 10%         | 10%   | 9%       | 11%   | 9%             | 10%                  | 10%     | 5%                                | 3%           | 9%     | 5%               | 10%      |
| Would not vote                  | 104              | -                  | -      | -       | -                | -                | 44             | 60                        | 19         | 70           | 14          | 39      | 2         | 41                | 32       | 22              | 14             | 32            | 54                   | 3                     | 69   | 35          | 36    | 32       | 36    | 13             | 85                   | 33      | 8                                 | 6            | 7      | 6                | 103      |
|                                 | 10%              | -                  | -      | -       | -                | -                | 9%             | 11%                       | 8%         | 10%          | 12%         | 9%      | 10%       | 9%                | 7%       | 8%              | 15%            | 19%           | 7%                   | 29%                   | 10%  | 11%         | 11%   | 10%      | 10%   | 10%            | 10%                  | 8%      | 4%                                | 3%           | 2%     | 6%               | 10%      |
| Refused                         | 19               | -                  | -      | -       | -                | -                | 12             | 7                         | 3          | 14           | 4           | 7       | -         | 7                 | 10       | 7               | -              | 2             | 17                   | -                     | 15   | 4           | 4     | 8        | 7     | 5              | 18                   | 10      | 2                                 | 2            | 3      | *                | 21       |
|                                 | 2%               | -                  | -      | -       | -                | -                | 3%             | 1%                        | 1%         | 2%           | 3%          | 2%      | -         | 2%                | 2%       | 3%              | -              | 1%            | 2%                   | -                     | 2%   | 1%          | 1%    | 3%       | 2%    | 4%             | 2%                   | 2%      | 1%                                | 1%           | 1%     | *                | 2%       |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 3

## Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

|                                 | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender    |           | Age       |           |           |           |            |           |           |           | Social Class |           |           |           |           |           | Unweighted 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                | 519              | 519                     | 519        | 519        | 519        | 519        | -              | 250       | 269       | 71        | 199       | 249       | 22        | 49         | 88        | 111       | 106       | 143          | 63        | 177       | 135       | 82        | 125       | 312              | 207       | 519        |
| Weighted Total                  | 517              | 517                     | 517        | 517        | 517        | 517        | -              | 256       | 262       | 88        | 203       | 226       | 26        | 62         | 92        | 111       | 101       | 125          | 55        | 158       | 149       | 87        | 124       | 307              | 210       | 519        |
| Total Voting                    | 462              | 462                     | 462        | 462        | 462        | 462        | -              | 235       | 227       | 77        | 181       | 204       | 22        | 55         | 79        | 102       | 94        | 110          | 49        | 143       | 130       | 77        | 112       | 274              | 189       | 460        |
| Conservative                    | 185<br>40%       | 185<br>40%              | 185<br>40% | 185<br>40% | 185<br>40% | 185<br>40% | -              | 90<br>38% | 95<br>42% | 22<br>29% | 72<br>40% | 91<br>45% | 10<br>46% | 12<br>21%  | 31<br>39% | 41<br>41% | 30<br>32% | 60<br>55%    | 25<br>51% | 61<br>42% | 55<br>42% | 31<br>41% | 38<br>34% | 115<br>42%       | 70<br>37% | 196<br>43% |
| Labour                          | 150<br>32%       | 150<br>32%              | 150<br>32% | 150<br>32% | 150<br>32% | 150<br>32% | -              | 73<br>31% | 77<br>34% | 25<br>32% | 60<br>33% | 65<br>32% | 3<br>16%  | 21<br>39%  | 30<br>38% | 29<br>29% | 39<br>41% | 27<br>24%    | 11<br>22% | 41<br>28% | 42<br>32% | 30<br>39% | 37<br>33% | 83<br>30%        | 67<br>35% | 134<br>29% |
| Liberal Democrats (Lib Dem)     | 73<br>16%        | 73<br>16%               | 73<br>16%  | 73<br>16%  | 73<br>16%  | 73<br>16%  | -              | 38<br>16% | 35<br>16% | 16<br>21% | 32<br>18% | 25<br>12% | 4<br>16%  | 12<br>22%  | 14<br>18% | 18<br>18% | 12<br>12% | 13<br>12%    | 7<br>15%  | 31<br>21% | 19<br>15% | 8<br>11%  | 15<br>13% | 50<br>18%        | 23<br>12% | 77<br>17%  |
| Scottish Nationalist            | 10<br>2%         | 10<br>2%                | 10<br>2%   | 10<br>2%   | 10<br>2%   | 10<br>2%   | -              | 7<br>3%   | 3<br>1%   | -         | 5<br>3%   | 4<br>2%   | -         | -          | 1<br>1%   | 4<br>4%   | 4<br>4%   | 1<br>1%      | -         | 3<br>2%   | 1<br>1%   | 1<br>1%   | 4<br>4%   | 4<br>2%          | 5<br>3%   | 12<br>3%   |
| Plaid Cymru                     | 2<br>1%          | 2<br>1%                 | 2<br>1%    | 2<br>1%    | 2<br>1%    | 2<br>1%    | -              | 1<br>1%   | 1<br>1%   | -         | *         | 2<br>1%   | -         | -          | *         | -         | 2<br>2%   | -            | -         | *         | 1<br>1%   | -         | 1<br>1%   | 1<br>1%          | 1<br>1%   | 3<br>1%    |
| Green Party                     | 14<br>3%         | 14<br>3%                | 14<br>3%   | 14<br>3%   | 14<br>3%   | 14<br>3%   | -              | 6<br>3%   | 8<br>4%   | 6<br>7%   | 5<br>3%   | 4<br>2%   | -         | 6<br>10%   | 2<br>2%   | 3<br>3%   | 3<br>4%   | *<br>*       | -         | 3<br>2%   | 8<br>6%   | 2<br>3%   | 1<br>1%   | 11<br>4%         | 3<br>2%   | 12<br>3%   |
| UKIP                            | 15<br>3%         | 15<br>3%                | 15<br>3%   | 15<br>3%   | 15<br>3%   | 15<br>3%   | -              | 12<br>5%  | 3<br>1%   | 3<br>3%   | 1<br>1%   | 11<br>5%  | 1<br>6%   | 1<br>2%    | -         | 1<br>1%   | 3<br>3%   | 8<br>7%      | 6<br>13%  | 3<br>2%   | 1<br>1%   | 1<br>1%   | 10<br>9%  | 4<br>1%          | 11<br>6%  | 15<br>3%   |
| British National Party          | 8<br>2%          | 8<br>2%                 | 8<br>2%    | 8<br>2%    | 8<br>2%    | 8<br>2%    | -              | 5<br>2%   | 3<br>1%   | 4<br>5%   | 2<br>1%   | 2<br>1%   | 1<br>7%   | 3<br>5%    | 1<br>1%   | 1<br>1%   | 2<br>2%   | -            | -         | 1<br>1%   | -         | 2<br>2%   | 4<br>4%   | 1<br>1%          | 6<br>3%   | 6<br>1%    |
| Other                           | 5<br>1%          | 5<br>1%                 | 5<br>1%    | 5<br>1%    | 5<br>1%    | 5<br>1%    | -              | 5<br>2%   | *<br>*    | 2<br>3%   | 3<br>2%   | *<br>*    | 2<br>10%  | -          | -         | 3<br>3%   | -         | *<br>*       | -         | *<br>*    | 3<br>2%   | 2<br>2%   | *<br>*    | 3<br>1%          | 2<br>1%   | 5<br>1%    |
| "Conservative Lead over Labour" | 35<br>8%         | 35<br>8%                | 35<br>8%   | 35<br>8%   | 35<br>8%   | 35<br>8%   | 0              | 17<br>7%  | 18<br>8%  | -3<br>-4% | 12<br>7%  | 25<br>12% | 7<br>30%  | -9<br>-17% | *<br>1%   | 12<br>12% | -8<br>-9% | 34<br>31%    | 14<br>29% | 20<br>14% | 12<br>10% | 2<br>2%   | 1<br>1%   | 32<br>12%        | 3<br>2%   | 62<br>13%  |
| Undecided                       | 37<br>7%         | 37<br>7%                | 37<br>7%   | 37<br>7%   | 37<br>7%   | 37<br>7%   | -              | 9<br>4%   | 28<br>11% | 10<br>11% | 11<br>6%  | 16<br>7%  | 4<br>15%  | 6<br>10%   | 6<br>7%   | 5<br>5%   | 5<br>5%   | 11<br>9%     | 5<br>9%   | 11<br>7%  | 11<br>8%  | 5<br>5%   | 10<br>8%  | 22<br>7%         | 15<br>7%  | 41<br>8%   |
| Would not vote                  | 5<br>1%          | 5<br>1%                 | 5<br>1%    | 5<br>1%    | 5<br>1%    | 5<br>1%    | -              | 3<br>1%   | 3<br>1%   | 1<br>1%   | 3<br>1%   | 2<br>1%   | -         | 1<br>2%    | 3<br>3%   | -         | 2<br>2%   | -            | -         | 1<br>1%   | 3<br>2%   | -         | 1<br>1%   | 4<br>1%          | 1<br>1%   | 5<br>1%    |
| Refused                         | 13<br>2%         | 13<br>2%                | 13<br>2%   | 13<br>2%   | 13<br>2%   | 13<br>2%   | -              | 8<br>3%   | 5<br>2%   | -         | 8<br>4%   | 5<br>2%   | -         | -          | 4<br>5%   | 4<br>3%   | 1<br>1%   | 4<br>3%      | 1<br>2%   | 2<br>1%   | 4<br>3%   | 6<br>6%   | *<br>*    | 7<br>2%          | 6<br>3%   | 13<br>3%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 4

## Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

|                                 | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   |          | Tenure          |              |             |                      |       | Children in household |           | GOR Regions |          |       |                |         | Newspaper readership |             | Past vote (2005 General Election) |        |          | Unweighted Total |
|---------------------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|--------------|-------------|----------------------|-------|-----------------------|-----------|-------------|----------|-------|----------------|---------|----------------------|-------------|-----------------------------------|--------|----------|------------------|
|                                 |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private rent | Social rent | Total owner occupier | Other | None                  | 1 or more | North       | Midlands | South | Greater London | England | Tabloid              | Broad sheet | Conservative                      | Labour | Lib Dems |                  |
| Unweighted Total                | 519              | 196                | 134    | 77      | 256              | 318              | 198            | 321                       | 128        | 365          | 113         | 159     | 8         | 167               | 199      | 221             | 40           | 52          | 420                  | 7     | 395                   | 122       | 172         | 159      | 188   | 69             | 451     | 186                  | 142         | 167                               | 176    | 72       | 519              |
| Weighted Total                  | 517              | 185                | 150    | 73      | 269              | 304              | 238            | 279                       | 125        | 360          | 49          | 238     | 9         | 246               | 247      | 154             | 37           | 74          | 401                  | 5     | 377                   | 138       | 173         | 153      | 191   | 74             | 455     | 205                  | 144         | 144                               | 204    | 65       | 519              |
| Total Voting                    | 462              | 185                | 150    | 73      | 269              | 304              | 215            | 247                       | 109        | 328          | 41          | 217     | 7         | 224               | 224      | 137             | 29           | 68          | 361                  | 4     | 335                   | 127       | 157         | 136      | 170   | 63             | 409     | 184                  | 134         | 139                               | 185    | 63       | 460              |
| Conservative                    | 185              | 185                | -      | -       | -                | 185              | 78             | 107                       | 8          | 173          | 16          | 76      | 1         | 77                | 86       | 74              | 8            | 15          | 160                  | 2     | 144                   | 40        | 44          | 69       | 73    | 22             | 179     | 79                   | 57          | 123                               | 28     | 8        | 196              |
|                                 | 40%              | 100%               | -      | -       | -                | 61%              | 36%            | 43%                       | 7%         | 53%          | 38%         | 35%     | 16%       | 34%               | 39%      | 54%             | 28%          | 22%         | 44%                  | 44%   | 43%                   | 32%       | 28%         | 51%      | 43%   | 35%            | 44%     | 43%                  | 42%         | 89%                               | 15%    | 13%      | 43%              |
| Labour                          | 150              | -                  | 150    | -       | 150              | -                | 78             | 72                        | 76         | 62           | 15          | 79      | 5         | 84                | 80       | 23              | 13           | 34          | 102                  | -     | 100                   | 50        | 67          | 39       | 44    | 22             | 120     | 72                   | 38          | -                                 | 134    | 7        | 134              |
|                                 | 32%              | -                  | 100%   | -       | 56%              | -                | 36%            | 29%                       | 70%        | 19%          | 36%         | 36%     | 73%       | 38%               | 36%      | 17%             | 46%          | 50%         | 28%                  | -     | 30%                   | 40%       | 43%         | 29%      | 26%   | 35%            | 29%     | 39%                  | 28%         | -                                 | 72%    | 10%      | 29%              |
| Liberal Democrats (Lib Dem)     | 73               | -                  | -      | 73      | 73               | 39               | 34             | 17                        | 51         | 9            | 37          | -       | 37        | 36                | 21       | 6               | 9            | 58          | *                    | 46    | 27                    | 24        | 17          | 32       | 11    | 68             | 13      | 25                   | 4           | 14                                | 46     | 77       |                  |
|                                 | 16%              | -                  | -      | 100%    | 27%              | 24%              | 18%            | 14%                       | 15%        | 16%          | 22%         | 17%     | -         | 17%               | 16%      | 16%             | 20%          | 13%         | 16%                  | 6%    | 14%                   | 21%       | 15%         | 13%      | 19%   | 18%            | 17%     | 7%                   | 19%         | 3%                                | 8%     | 73%      | 17%              |
| Scottish Nationalist            | 10               | -                  | -      | -       | 10               | 10               | 6              | 4                         | 3          | 3            | 1           | 6       | -         | 6                 | *        | 6               | -            | 4           | 6                    | -     | 9                     | 1         | 10          | -        | -     | -              | -       | 5                    | 2           | *                                 | *      | -        | 12               |
|                                 | 2%               | -                  | -      | -       | 4%               | 3%               | 3%             | 2%                        | 3%         | 1%           | 1%          | 3%      | -         | 3%                | *        | 4%              | -            | 6%          | 2%                   | -     | 3%                    | 1%        | 6%          | -        | -     | -              | -       | 3%                   | 2%          | *                                 | *      | -        | 3%               |
| Plaid Cymru                     | 2                | -                  | -      | -       | 2                | 2                | *              | 2                         | 1          | 2            | *           | -       | -         | -                 | *        | 1               | -            | -           | 2                    | 1     | 2                     | *         | -           | 2        | -     | -              | -       | 1                    | 1           | -                                 | 2      | -        | 3                |
|                                 | 1%               | -                  | -      | -       | 1%               | 1%               | *              | 1%                        | 1%         | *            | 1%          | -       | -         | -                 | *        | 1%              | -            | -           | *                    | 20%   | 1%                    | *         | -           | 2%       | -     | -              | -       | 1%                   | 1%          | -                                 | 1%     | -        | 1%               |
| Green Party                     | 14               | -                  | -      | -       | 14               | 14               | 6              | 8                         | 4          | 10           | *           | 7       | 1         | 8                 | 11       | 3               | -            | -           | 14                   | -     | 9                     | 5         | 7           | -        | 7     | 3              | 14      | 2                    | 8           | 1                                 | 4      | 2        | 12               |
|                                 | 3%               | -                  | -      | -       | 5%               | 5%               | 3%             | 3%                        | 3%         | 3%           | 1%          | 3%      | 10%       | 3%                | 5%       | 2%              | -            | -           | 4%                   | -     | 3%                    | 4%        | 4%          | -        | 4%    | 5%             | 3%      | 1%                   | 6%          | 1%                                | 2%     | 4%       | 3%               |
| UKIP                            | 15               | -                  | -      | -       | 15               | 15               | 1              | 14                        | -          | 15           | *           | 2       | -         | 2                 | 1        | 5               | 1            | 6           | 6                    | 1     | 14                    | 1         | 2           | 3        | 9     | 4              | 15      | 9                    | 1           | 7                                 | -      | -        | 15               |
|                                 | 3%               | -                  | -      | -       | 6%               | 5%               | 1%             | 5%                        | -          | 5%           | 1%          | 1%      | -         | 1%                | *        | 4%              | 4%           | 9%          | 2%                   | 30%   | 4%                    | 1%        | 2%          | 2%       | 5%    | 6%             | 4%      | 5%                   | 1%          | 5%                                | -      | -        | 3%               |
| British National Party          | 8                | -                  | -      | -       | -                | -                | 3              | 5                         | -          | 8            | -           | 5       | -         | 5                 | 6        | 2               | *            | -           | 7                    | -     | 6                     | 1         | 3           | 2        | 3     | -              | 8       | 2                    | 1           | 3                                 | *      | -        | 6                |
|                                 | 2%               | -                  | -      | -       | -                | -                | 1%             | 2%                        | -          | 2%           | -           | 2%      | -         | 2%                | 2%       | 1%              | 2%           | -           | 2%                   | -     | 2%                    | 1%        | 2%          | 1%       | 2%    | -              | 2%      | 1%                   | 2%          | *                                 | -      | -        | 1%               |
| Other                           | 5                | -                  | -      | -       | 5                | 5                | 4              | 1                         | -          | 5            | *           | 4       | -         | 4                 | 3        | 2               | -            | -           | 5                    | -     | 5                     | -         | -           | 3        | 2     | *              | 5       | *                    | 1           | 3                                 | -      | 5        |                  |
|                                 | 1%               | -                  | -      | -       | 2%               | 2%               | 2%             | 1%                        | -          | 2%           | 1%          | 2%      | -         | 2%                | 1%       | 2%              | -            | -           | 1%                   | -     | 2%                    | -         | -           | 2%       | 1%    | 1%             | 1%      | *                    | *           | *                                 | 1%     | -        | 1%               |
| "Conservative Lead over Labour" | 35               | 185                | -150   | 0       | -150             | 185              | *              | 35                        | -68        | 111          | 1           | -3      | -4        | -7                | 7        | 51              | -5           | -19         | 58                   | 2     | 44                    | -10       | -24         | 30       | 29    | *              | 59      | 7                    | 19          | 123                               | -106   | 2        | 62               |
|                                 | 8%               | 100%               | -100%  | 0%      | -56%             | 61%              | *              | 14%                       | -63%       | 34%          | 2%          | -2%     | -57%      | -3%               | 3%       | 37%             | -18%         | -29%        | 16%                  | 44%   | 13%                   | -8%       | -15%        | 22%      | 17%   | *              | 15%     | 4%                   | 14%         | 89%                               | -57%   | 3%       | 13%              |
| Undecided                       | 37               | -                  | -      | -       | -                | -                | 13             | 24                        | 14         | 18           | 5           | 13      | 2         | 15                | 16       | 12              | 5            | 4           | 28                   | *     | 26                    | 10        | 10          | 10       | 17    | 8              | 29      | 13                   | 7           | 3                                 | 17     | 1        | 41               |
|                                 | 7%               | -                  | -      | -       | -                | -                | 5%             | 9%                        | 11%        | 5%           | 9%          | 6%      | 20%       | 6%                | 6%       | 8%              | 13%          | 5%          | 7%                   | 10%   | 7%                    | 7%        | 6%          | 6%       | 9%    | 11%            | 6%      | 7%                   | 5%          | 2%                                | 8%     | 2%       | 8%               |
| Would not vote                  | 5                | -                  | -      | -       | -                | -                | 3              | 3                         | *          | 4            | 1           | 2       | -         | 2                 | 1        | *               | 4            | -           | 2                    | -     | 5                     | -         | 2           | 2        | 1     | -              | 5       | -                    | 3           | -                                 | -      | -        | 5                |
|                                 | 1%               | -                  | -      | -       | -                | -                | 1%             | 1%                        | *          | 1%           | 3%          | 1%      | -         | 1%                | 1%       | *               | 10%          | -           | *                    | -     | 1%                    | -         | 1%          | 1%       | -     | 1%             | -       | 2%                   | -           | -                                 | -      | -        | 1%               |
| Refused                         | 13               | -                  | -      | -       | -                | -                | 7              | 5                         | 2          | 11           | 2           | 6       | -         | 6                 | 6        | 5               | -            | 2           | 11                   | -     | 11                    | 2         | 3           | 6        | 4     | 2              | 12      | 8                    | 1           | 2                                 | 2      | -        | 13               |
|                                 | 2%               | -                  | -      | -       | -                | -                | 3%             | 2%                        | 2%         | 3%           | 4%          | 2%      | -         | 2%                | 2%       | 3%              | -            | 3%          | 3%                   | -     | 3%                    | 1%        | 2%          | 4%       | 2%    | 3%             | 3%      | 4%                   | *           | 2%                                | 1%     | -        | 3%               |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 5

## Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

|                              | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age       |           |            |           |           |           |           |           |           | Social Class |           |           |           |           |            | Unweighted 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             | 1001             | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251       | 355       | 395        | 108       | 143       | 170       | 185       | 171       | 224       | 98           | 291       | 269       | 194       | 247       | 560        | 441              | 1001       |          |
| Weighted Total               | 1001             | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285       | 359       | 356        | 121       | 164       | 190       | 169       | 151       | 205       | 88           | 268       | 288       | 209       | 236       | 556        | 445              | 1001       |          |
| Conservative                 | 249<br>25%       | 161<br>31%              | 227<br>30% | 222<br>30% | 206<br>31% | 186<br>32% | 5<br>6%        | 126<br>26% | 123<br>24% | 53<br>19% | 87<br>24% | 108<br>30% | 25<br>20% | 28<br>17% | 42<br>22% | 45<br>27% | 33<br>22% | 75<br>37% | 31<br>36%    | 80<br>30% | 74<br>26% | 47<br>22% | 48<br>20% | 154<br>28% | 95<br>21%        | 256<br>26% |          |
| Labour                       | 182<br>18%       | 105<br>20%              | 155<br>20% | 146<br>20% | 129<br>19% | 113<br>19% | 4<br>5%        | 95<br>20%  | 86<br>17%  | 56<br>20% | 67<br>19% | 59<br>16%  | 17<br>14% | 39<br>24% | 33<br>17% | 34<br>20% | 37<br>25% | 21<br>10% | 8<br>9%      | 57<br>21% | 46<br>16% | 33<br>16% | 46<br>20% | 103<br>18% | 79<br>18%        | 186<br>19% |          |
| Liberal Democrats (Lib Dem)  | 112<br>11%       | 59<br>11%               | 94<br>12%  | 89<br>12%  | 81<br>12%  | 66<br>11%  | 2<br>3%        | 53<br>11%  | 58<br>11%  | 29<br>10% | 48<br>13% | 34<br>10%  | 11<br>9%  | 18<br>11% | 31<br>16% | 17<br>10% | 15<br>10% | 20<br>10% | 10<br>12%    | 41<br>15% | 37<br>13% | 12<br>6%  | 22<br>9%  | 78<br>14%  | 34<br>8%         | 108<br>11% |          |
| Scottish Nationalist         | 16<br>2%         | 9<br>2%                 | 13<br>2%   | 11<br>2%   | 11<br>2%   | 11<br>1%   | *<br>1%        | 11<br>2%   | 6<br>1%    | 4<br>1%   | 7<br>2%   | 5<br>1%    | 3<br>2%   | 1<br>1%   | 2<br>3%   | 5<br>2%   | 4<br>1%   | 2<br>1%   | -            | 4<br>2%   | 2<br>1%   | 5<br>2%   | 5<br>2%   | 6<br>1%    | 10<br>2%         | 20<br>2%   |          |
| Plaid Cymru                  | 5<br>*           | 2<br>*                  | 3<br>*     | 3<br>*     | 3<br>*     | 2<br>*     | -              | 1<br>*     | 4<br>1%    | 1<br>*    | *<br>1%   | 3<br>1%    | -         | 1<br>1%   | *<br>1%   | -         | 3<br>2%   | -         | -            | 1<br>*    | 1<br>*    | 1<br>1%   | 1<br>1%   | 2<br>*     | 3<br>1%          | 5<br>*     |          |
| Green Party                  | 21<br>2%         | 14<br>3%                | 20<br>3%   | 20<br>3%   | 18<br>3%   | 16<br>3%   | -              | 9<br>2%    | 12<br>2%   | 9<br>3%   | 7<br>2%   | 4<br>1%    | *<br>*    | 9<br>5%   | 2<br>1%   | 5<br>3%   | 4<br>3%   | *<br>*    | -            | 4<br>1%   | 13<br>4%  | 3<br>1%   | 3<br>1%   | 1<br>3%    | 16<br>3%         | 4<br>1%    | 19<br>2% |
| UKIP                         | 15<br>1%         | 14<br>3%                | 15<br>2%   | 15<br>2%   | 14<br>2%   | 14<br>2%   | -              | 11<br>2%   | 4<br>1%    | 3<br>1%   | 2<br>*    | 11<br>3%   | 1<br>1%   | 1<br>1%   | -         | 2<br>1%   | 3<br>2%   | 8<br>4%   | 6<br>7%      | 3<br>1%   | 1<br>*    | 1<br>1%   | 10<br>4%  | 4<br>1%    | 11<br>2%         | 15<br>1%   |          |
| Scottish Socialist Party     | 1<br>*           | -                       | 1<br>*     | 1<br>*     | -          | -          | -              | -          | 1<br>*     | -         | -         | 1<br>*     | -         | -         | -         | -         | -         | 1<br>*    | 1<br>1%      | -         | -         | -         | 1<br>*    | -          | 1<br>*           | 1<br>*     |          |
| British National Party (BNP) | 12<br>1%         | 8<br>1%                 | 10<br>1%   | 10<br>1%   | 10<br>1%   | 9<br>1%    | -              | 7<br>2%    | 5<br>1%    | 7<br>2%   | 3<br>1%   | 3<br>1%    | 4<br>3%   | 1<br>2%   | 1<br>1%   | 3<br>1%   | 3<br>2%   | -         | -            | 1<br>1%   | 3<br>1%   | 2<br>1%   | 5<br>2%   | 4<br>1%    | 8<br>2%          | 11<br>1%   |          |
| Independent Candidate        | 4<br>*           | 3<br>*                  | 4<br>1%    | 3<br>*     | 3<br>*     | 3<br>*     | -              | 3<br>1%    | 2<br>*     | -         | 3<br>1%   | 2<br>*     | -         | -         | -         | 3<br>2%   | 2<br>1%   | -         | -            | -         | 3<br>1%   | -         | 2<br>1%   | 3<br>*     | 2<br>*           | 2<br>*     |          |
| Other                        | 5<br>1%          | 3<br>1%                 | 5<br>1%    | 3<br>*     | 3<br>*     | 3<br>*     | -              | 5<br>1%    | *<br>*     | 4<br>2%   | *<br>*    | *<br>*     | 2<br>2%   | 2<br>1%   | -         | *<br>*    | -         | *<br>*    | -            | 3<br>1%   | *<br>*    | 2<br>1%   | *<br>*    | 3<br>1%    | 2<br>*           | 5<br>*     |          |
| Undecided                    | 239<br>24%       | 111<br>21%              | 170<br>22% | 163<br>22% | 151<br>23% | 127<br>22% | 12<br>15%      | 102<br>21% | 138<br>27% | 74<br>26% | 88<br>24% | 78<br>22%  | 34<br>28% | 40<br>24% | 51<br>27% | 37<br>22% | 33<br>22% | 45<br>22% | 18<br>20%    | 60<br>22% | 65<br>23% | 61<br>29% | 53<br>22% | 125<br>23% | 114<br>26%       | 232<br>23% |          |
| Would not vote               | 101<br>10%       | 4<br>1%                 | 11<br>1%   | 11<br>1%   | 10<br>2%   | 6<br>1%    | 56<br>69%      | 41<br>8%   | 60<br>12%  | 41<br>14% | 32<br>9%  | 28<br>8%   | 24<br>19% | 18<br>11% | 21<br>11% | 11<br>7%  | 10<br>7%  | 17<br>8%  | 6<br>7%      | 10<br>4%  | 32<br>11% | 25<br>12% | 34<br>14% | 42<br>7%   | 59<br>13%        | 99<br>10%  |          |
| Refused                      | 40<br>4%         | 25<br>5%                | 34<br>4%   | 34<br>5%   | 31<br>5%   | 29<br>5%   | 1<br>1%        | 22<br>4%   | 19<br>4%   | 3<br>1%   | 16<br>5%  | 21<br>6%   | 1<br>*    | 3<br>2%   | 8<br>4%   | 9<br>5%   | 5<br>4%   | 15<br>7%  | 7<br>8%      | 5<br>2%   | 11<br>4%  | 16<br>8%  | 8<br>3%   | 16<br>3%   | 24<br>5%         | 42<br>4%   |          |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 6

## Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

|                              | Total (Weighted) | Voting Voters only |        |         |                  |            | Working status |                           | Government |              | Work sector |         |           |                   |          | Tenure         |                |               |                      |       | Children in household |           | GOR Regions |          |       |                |         | Newspaper readership |             | Past vote (2005 General Election) |        |         | Unweighted Total |
|------------------------------|------------------|--------------------|--------|---------|------------------|------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|----------------|----------------|---------------|----------------------|-------|-----------------------|-----------|-------------|----------|-------|----------------|---------|----------------------|-------------|-----------------------------------|--------|---------|------------------|
|                              |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned outright | Private renter | Social renter | Total owner occupier | Other | None                  | 1 or more | North       | Midlands | South | Greater London | England | Tabloid              | Broad sheet | Conservative                      | Labour | Lib Dem |                  |
| Unweighted Total             | 1001             | 308                | 253    | 125     | 454              | 509        | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383            | 106            | 127           | 754                  | 14    | 724                   | 273       | 337         | 308      | 356   | 120            | 851     | 388                  | 207         | 230                               | 282    | 114     | 1001             |
| Weighted Total               | 1001             | 295                | 260    | 131     | 466              | 501        | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273            | 94             | 172           | 724                  | 11    | 691                   | 306       | 334         | 311      | 357   | 128            | 864     | 403                  | 203         | 205                               | 304    | 108     | 1001             |
| Conservative                 | 249              | 249                | -      | -       | -                | 249        | 112            | 136                       | 15         | 226          | 22          | 106     | 2         | 109               | 116      | 92             | 15             | 23            | 209                  | 2     | 179                   | 69        | 63          | 84       | 102   | 33             | 237     | 103                  | 59          | 151                               | 38     | 11      | 256              |
|                              | 25%              | 84%                | -      | -       | -                | 50%        | 24%            | 25%                       | 6%         | 34%          | 19%         | 24%     | 15%       | 24%               | 26%      | 34%            | 16%            | 14%           | 29%                  | 14%   | 26%                   | 23%       | 19%         | 27%      | 29%   | 26%            | 27%     | 26%                  | 29%         | 74%                               | 13%    | 10%     | 26%              |
| Labour                       | 182              | -                  | 182    | -       | 182              | -          | 97             | 85                        | 101        | 67           | 27          | 91      | 4         | 94                | 90       | 32             | 22             | 37            | 122                  | 1     | 106                   | 76        | 81          | 48       | 52    | 24             | 135     | 85                   | 36          | 2                                 | 130    | 5       | 186              |
|                              | 18%              | -                  | 70%    | -       | 39%              | -          | 21%            | 16%                       | 41%        | 10%          | 23%         | 20%     | 24%       | 20%               | 20%      | 12%            | 23%            | 22%           | 17%                  | 8%    | 15%                   | 25%       | 24%         | 15%      | 15%   | 19%            | 16%     | 21%                  | 18%         | 1%                                | 43%    | 5%      | 19%              |
| Liberal Democrats (Lib Dem)  | 112              | -                  | -      | 112     | 112              | 112        | 53             | 59                        | 25         | 77           | 16          | 54      | -         | 54                | 51       | 27             | 11             | 21            | 78                   | 1     | 76                    | 36        | 35          | 31       | 46    | 13             | 98      | 31                   | 35          | 10                                | 15     | 64      | 108              |
|                              | 11%              | -                  | -      | 85%     | 24%              | 22%        | 12%            | 11%                       | 10%        | 11%          | 13%         | 12%     | -         | 12%               | 11%      | 10%            | 12%            | 12%           | 11%                  | 12%   | 11%                   | 12%       | 10%         | 10%      | 13%   | 10%            | 11%     | 8%                   | 17%         | 5%                                | 5%     | 59%     | 11%              |
| Scottish Nationalist         | 16               | -                  | -      | -       | 16               | 16         | 11             | 6                         | 4          | 9            | 1           | 11      | -         | 11                | 1        | 9              | 1              | 5             | 10                   | -     | 16                    | -         | 16          | -        | -     | -              | -       | 9                    | 3           | *                                 | 1      | -       | 20               |
|                              | 2%               | -                  | -      | -       | 4%               | 3%         | 2%             | 1%                        | 2%         | 1%           | 1%          | 3%      | -         | 2%                | *        | 3%             | 1%             | 3%            | 1%                   | -     | 2%                    | -         | 5%          | -        | -     | -              | -       | 2%                   | 2%          | *                                 | *      | -       | 2%               |
| Plaid Cymru                  | 5                | -                  | -      | -       | 5                | 5          | 2              | 3                         | 1          | 3            | *           | 1       | -         | 1                 | -        | 2              | 1              | -             | 2                    | 1     | 4                     | *         | -           | 5        | -     | -              | -       | 1                    | 1           | -                                 | 1      | -       | 5                |
|                              | *                | -                  | -      | -       | 1%               | 1%         | *              | 1%                        | *          | 1%           | *           | *       | -         | *                 | -        | 1%             | 1%             | -             | *                    | 8%    | 1%                    | *         | -           | 1%       | -     | -              | -       | *                    | *           | -                                 | *      | -       | *                |
| Green Party                  | 21               | -                  | -      | -       | 21               | 21         | 11             | 10                        | 4          | 16           | 2           | 11      | 1         | 12                | 14       | 4              | 1              | 2             | 18                   | -     | 13                    | 8         | 8           | 6        | 8     | 3              | 21      | 4                    | 10          | 1                                 | 6      | 3       | 19               |
|                              | 2%               | -                  | -      | -       | 4%               | 4%         | 2%             | 2%                        | 2%         | 2%           | 2%          | 2%      | 4%        | 3%                | 3%       | 1%             | 1%             | 1%            | 2%                   | -     | 2%                    | 3%        | 2%          | 2%       | 2%    | 2%             | 2%      | 1%                   | 5%          | *                                 | 2%     | 3%      | 2%               |
| UKIP                         | 15               | -                  | -      | -       | 15               | 15         | 1              | 14                        | *          | 14           | *           | 2       | -         | 2                 | 1        | 5              | 1              | 6             | 6                    | 1     | 13                    | 1         | 3           | 3        | 9     | 4              | 15      | 9                    | 2           | 6                                 | -      | -       | 15               |
|                              | 1%               | -                  | -      | -       | 3%               | 3%         | *              | 3%                        | *          | 2%           | *           | 1%      | -         | 1%                | *        | 2%             | 1%             | 4%            | 1%                   | 12%   | 2%                    | *         | 1%          | 1%       | 2%    | 3%             | 2%      | 2%                   | 1%          | 3%                                | -      | -       | 1%               |
| Scottish Socialist Party     | 1                | -                  | -      | -       | 1                | 1          | -              | 1                         | 1          | -            | -           | -       | -         | -                 | -        | -              | -              | 1             | -                    | -     | 1                     | -         | 1           | -        | -     | -              | -       | 1                    | -           | -                                 | -      | -       | 1                |
|                              | *                | -                  | -      | -       | *                | *          | -              | *                         | *          | -            | -           | -       | -         | -                 | -        | -              | -              | 1%            | -                    | -     | *                     | -         | *           | -        | -     | -              | -       | *                    | -           | -                                 | -      | -       | *                |
| British National Party (BNP) | 12               | -                  | -      | -       | -                | 6          | 6              | -                         | 12         | 2            | 7           | -       | 7         | 7                 | 3        | 2              | -              | 10            | -                    | 10    | 2                     | 6         | 3           | 4        | 1     | 12             | 4       | 1                    | 3           | 1                                 | -      | 11      |                  |
|                              | 1%               | -                  | -      | -       | -                | 1%         | 1%             | -                         | 2%         | 1%           | 2%          | -       | 2%        | 2%                | 1%       | 2%             | -              | 1%            | -                    | 1%    | 1%                    | 2%        | 1%          | 1%       | 1%    | 1%             | 1%      | 1%                   | 1%          | 1%                                | *      | -       | 1%               |
| Independent Candidate        | 4                | -                  | -      | -       | 4                | 4          | 3              | 2                         | -          | 4            | -           | 3       | -         | 3                 | 3        | 2              | -              | 4             | -                    | 4     | -                     | -         | 4           | -        | -     | 4              | 2       | -                    | -           | 3                                 | -      | -       | 2                |
|                              | *                | -                  | -      | -       | 1%               | 1%         | 1%             | *                         | 1%         | -            | 1%          | -       | 1%        | 1%                | 1%       | 1%             | -              | 1%            | -                    | 1%    | -                     | 1%        | -           | -        | -     | *              | 2       | -                    | -           | 1%                                | -      | -       | *                |
| Other                        | 5                | -                  | -      | -       | 4                | 4          | 4              | 1                         | -          | 5            | *           | 4       | -         | 4                 | *        | 2              | 2              | -             | 3                    | -     | 5                     | -         | -           | *        | 5     | 3              | 5       | *                    | 1           | 1                                 | -      | 5       |                  |
|                              | 1%               | -                  | -      | -       | 1%               | 1%         | 1%             | *                         | 1%         | *            | 1%          | -       | 1%        | 1%                | *        | 1%             | 2%             | -             | *                    | -     | 1%                    | -         | -           | *        | 1%    | 2%             | 1%      | *                    | *           | -                                 | -      | *       |                  |
| Undecided                    | 239              | 42                 | 72     | 17      | 97               | 67         | 102            | 137                       | 62         | 146          | 28          | 103     | 7         | 110               | 121      | 61             | 20             | 36            | 182                  | 2     | 166                   | 70        | 77          | 78       | 84    | 27             | 217     | 101                  | 42          | 19                                | 93     | 17      | 232              |
|                              | 24%              | 14%                | 28%    | 13%     | 21%              | 13%        | 22%            | 25%                       | 25%        | 22%          | 24%         | 23%     | 47%       | 24%               | 27%      | 22%            | 21%            | 21%           | 25%                  | 17%   | 24%                   | 23%       | 23%         | 25%      | 24%   | 21%            | 25%     | 25%                  | 21%         | 9%                                | 31%    | 16%     | 23%              |
| Would not vote               | 101              | -                  | -      | -       | -                | 43         | 57             | 19                        | 66         | 13           | 38          | 2       | 40        | 31                | 21       | 13             | 32             | 52            | 3                    | 66    | 34                    | 34        | 31          | 35       | 12    | 82             | 33      | 7                    | 6           | 7                                 | 6      | 99      |                  |
|                              | 10%              | -                  | -      | -       | -                | 9%         | 11%            | 8%                        | 10%        | 11%          | 9%          | 10%     | 9%        | 7%                | 8%       | 14%            | 19%            | 7%            | 29%                  | 10%   | 11%                   | 10%       | 10%         | 10%      | 10%   | 10%            | 8%      | 4%                   | 3%          | 2%                                | 6%     | 10%     |                  |
| Refused                      | 40               | 4                  | 6      | 2       | 10               | 8          | 16             | 25                        | 12         | 26           | 5           | 14      | -         | 14                | 16       | 11             | 5              | 8             | 27                   | -     | 31                    | 9         | 9           | 18       | 13    | 7              | 38      | 19                   | 5           | 6                                 | 8      | 2       | 42               |
|                              | 4%               | 2%                 | 2%     | 2%      | 2%               | 2%         | 3%             | 5%                        | 5%         | 4%           | 4%          | 3%      | -         | 3%                | 4%       | 4%             | 5%             | 5%            | 4%                   | -     | 5%                    | 3%        | 3%          | 6%       | 4%    | 6%             | 4%      | 5%                   | 2%          | 3%                                | 3%     | 2%      | 4%               |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 7

## Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

|                             | Total (Weighted) | Likelihood to vote      |           |           |           |           |                | Gender    |           | Age       |           |           |           |           |           |           |           | Social Class |          |           |           |           |           | Unweighted 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            | 274              | 132                     | 205       | 194       | 180       | 148       | 11             | 110       | 164       | 67        | 101       | 106       | 31        | 36        | 54        | 47        | 44        | 62           | 27       | 67        | 68        | 73        | 66        | 135              | 139       | 274        |
| Weighted Total              | 279              | 136                     | 205       | 196       | 182       | 156       | 13             | 123       | 156       | 77        | 104       | 98        | 34        | 43        | 58        | 46        | 38        | 60           | 25       | 65        | 77        | 78        | 60        | 141              | 138       | 274        |
| Conservative                | 46<br>17%        | 24<br>18%               | 38<br>19% | 37<br>19% | 36<br>20% | 27<br>17% | 3<br>21%       | 17<br>14% | 29<br>19% | 7<br>9%   | 15<br>14% | 24<br>25% | 4<br>11%  | 3<br>8%   | 7<br>12%  | 8<br>17%  | 11<br>30% | 13<br>22%    | 29%      | 6<br>9%   | 18<br>24% | 12<br>16% | 10<br>16% | 24<br>17%        | 22<br>16% | 52<br>19%  |
| Labour                      | 79<br>28%        | 45<br>33%               | 59<br>29% | 57<br>29% | 55<br>30% | 48<br>31% | 2<br>13%       | 36<br>29% | 43<br>27% | 19<br>25% | 33<br>31% | 27<br>27% | 5<br>14%  | 14<br>33% | 19<br>33% | 14<br>30% | 9<br>24%  | 18<br>29%    | 7<br>27% | 23<br>35% | 17<br>22% | 24<br>30% | 16<br>26% | 39<br>28%        | 39<br>28% | 67<br>24%  |
| Liberal Democrats (Lib Dem) | 19<br>7%         | 14<br>10%               | 19<br>9%  | 18<br>9%  | 14<br>8%  | 14<br>9%  | -              | 10<br>8%  | 9<br>6%   | 4<br>6%   | 7<br>7%   | 7<br>8%   | 1<br>4%   | 3<br>7%   | 2<br>3%   | 6<br>13%  | 2<br>4%   | 6<br>10%     | 1<br>4%  | 9<br>14%  | 5<br>6%   | 3<br>4%   | 2<br>4%   | 14<br>10%        | 5<br>4%   | 17<br>6%   |
| Scottish Nationalist        | 4<br>1%          | 1<br>1%                 | 3<br>1%   | 3<br>1%   | 3<br>1%   | 1<br>1%   | -              | 1<br>1%   | 3<br>2%   | 2<br>3%   | 1<br>1%   | 1<br>1%   | -         | 2<br>5%   | 1<br>2%   | -         | -         | 1<br>1%      | 1<br>4%  | 1<br>1%   | -         | 2<br>2%   | 2<br>3%   | 1<br>1%          | 3<br>2%   | 4<br>1%    |
| Plaid Cymru                 | *<br>*           | *<br>*                  | *<br>*    | *<br>*    | *<br>*    | *<br>*    | -              | *<br>*    | -<br>1%   | -<br>1%   | *<br>*    | -<br>-    | -<br>-    | -<br>-    | *<br>1%   | -<br>-    | -<br>-    | -<br>-       | -<br>-   | *<br>1%   | -<br>-    | -<br>-    | -<br>-    | *<br>*           | -<br>-    | 1<br>1%    |
| Green Party                 | 1<br>*           | -<br>-                  | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -              | *<br>*    | 1<br>1%   | 1<br>1%   | *<br>*    | -<br>-    | 1<br>3%   | -<br>-    | *<br>1%   | -<br>-    | -<br>-    | -<br>-       | -<br>-   | -<br>-    | *<br>1%   | 1<br>1%   | -<br>-    | *<br>*           | 1<br>1%   | 2<br>1%    |
| UKIP                        | 4<br>1%          | 1<br>1%                 | 4<br>2%   | 4<br>2%   | 4<br>2%   | 1<br>1%   | -              | 3<br>3%   | *<br>*    | 1<br>1%   | 2<br>2%   | 1<br>1%   | -         | 1<br>1%   | -         | 2<br>5%   | -         | 1<br>1%      | -        | 2<br>3%   | 1<br>1%   | -         | 1<br>1%   | 3<br>2%          | 1<br>*    | 4<br>1%    |
| Scottish Socialist Party    | -<br>-           | -<br>-                  | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -              | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-       | -<br>-   | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-           | -<br>-    | -<br>-     |
| British National Party      | 1<br>*           | -<br>-                  | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -              | 1<br>1%   | -<br>-    | 1<br>2%   | -<br>-    | -<br>-    | 1<br>4%   | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-       | -<br>-   | -<br>-    | -<br>-    | -<br>-    | 1<br>2%   | -<br>-           | 1<br>1%   | 1<br>*     |
| Other                       | *<br>*           | -<br>-                  | *<br>*    | *<br>*    | *<br>*    | -<br>-    | -              | -<br>-    | *<br>*    | -<br>-    | -<br>-    | *<br>*    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>1%   | -<br>-       | -<br>-   | -<br>-    | -<br>-    | *<br>*    | -<br>-    | -<br>-           | *<br>*    | 1<br>*     |
| Undecided                   | 102<br>37%       | 37<br>27%               | 64<br>31% | 60<br>30% | 56<br>31% | 51<br>33% | 8<br>57%       | 39<br>31% | 64<br>41% | 41<br>53% | 33<br>31% | 29<br>30% | 22<br>64% | 18<br>43% | 22<br>39% | 10<br>22% | 12<br>32% | 17<br>28%    | 7<br>27% | 21<br>33% | 29<br>38% | 25<br>32% | 27<br>44% | 50<br>36%        | 52<br>38% | 100<br>36% |
| Would not vote              | 3<br>1%          | 1<br>1%                 | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | -              | 2<br>2%   | 1<br>1%   | -<br>-    | 2<br>2%   | 1<br>1%   | -<br>-    | -<br>-    | 1<br>2%   | 1<br>2%   | 1<br>2%   | -<br>-       | -<br>-   | -<br>-    | 2<br>3%   | 1<br>1%   | -<br>-    | 2<br>2%          | 1<br>1%   | 4<br>1%    |
| Refused                     | 19<br>7%         | 13<br>9%                | 16<br>8%  | 16<br>8%  | 13<br>7%  | 13<br>8%  | 1<br>9%        | 12<br>10% | 7<br>4%   | 1<br>1%   | 10<br>10% | 8<br>8%   | -<br>-    | 1<br>3%   | 5<br>9%   | 5<br>11%  | 3<br>7%   | 5<br>9%      | 2<br>10% | 2<br>4%   | 4<br>6%   | 10<br>13% | 2<br>4%   | 7<br>5%          | 13<br>9%  | 21<br>8%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 8

## Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

| Total (Weighted)            | Voting Voters only |        |         |                  |            | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                |              |             |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |     |
|-----------------------------|--------------------|--------|---------|------------------|------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|----------------|--------------|-------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|-----|
|                             | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned outright | Private rent | Social rent | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |     |
| Unweighted Total            | 274                | 52     | 67      | 17               | 95         | 80             | 104                       | 170        | 67           | 177         | 76      | 73        | 4                 | 77       | 109            | 101          | 25          | 36                   | 210                   | 3    | 197         | 74    | 86       | 93    | 95             | 34                   | 246     | 115                               | 44           | 31     | 87               | 22       | 274 |
| Weighted Total              | 279                | 46     | 79      | 19               | 107        | 75             | 118                       | 162        | 74           | 172         | 34      | 117       | 7                 | 125      | 137            | 72           | 24          | 44                   | 209                   | 2    | 198         | 79    | 86       | 96    | 97             | 35                   | 255     | 120                               | 47           | 25     | 101              | 19       | 274 |
| Conservative                | 46                 | 46     | -       | -                | -          | 46             | 16                        | 30         | 2            | 41          | 6       | 17        | -                 | 17       | 21             | 21           | *           | 2                    | 43                    | 1    | 36          | 9     | 7        | 25    | 14             | 3                    | 45      | 20                                | 11           | 15     | 5                | 4        | 52  |
|                             | 17%                | 100%   | -       | -                | -          | 62%            | 14%                       | 19%        | 3%           | 24%         | 17%     | 15%       | -                 | 14%      | 16%            | 29%          | 1%          | 5%                   | 20%                   | 52%  | 18%         | 11%   | 8%       | 26%   | 15%            | 8%                   | 18%     | 17%                               | 23%          | 61%    | 5%               | 19%      | 19% |
| Labour                      | 79                 | -      | 79      | -                | 79         | -              | 33                        | 45         | 29           | 34          | 7       | 32        | 3                 | 36       | 41             | 13           | 6           | 18                   | 54                    | -    | 58          | 20    | 26       | 28    | 24             | 11                   | 72      | 43                                | 16           | -      | 57               | 5        | 67  |
|                             | 28%                | -      | 100%    | -                | 73%        | -              | 28%                       | 28%        | 39%          | 20%         | 22%     | 28%       | 43%               | 28%      | 30%            | 19%          | 26%         | 41%                  | 26%                   | -    | 30%         | 25%   | 31%      | 30%   | 24%            | 33%                  | 28%     | 36%                               | 33%          | -      | 56%              | 26%      | 24% |
| Liberal Democrats (Lib Dem) | 19                 | -      | -       | 19               | 19         | 19             | 9                         | 11         | 2            | 16          | 1       | 11        | -                 | 11       | 9              | 5            | 4           | 2                    | 14                    | -    | 11          | 8     | 7        | 4     | 8              | 4                    | 19      | 3                                 | 6            | 1      | 6                | 5        | 17  |
|                             | 7%                 | -      | -       | 100%             | 18%        | 26%            | 7%                        | 7%         | 3%           | 9%          | 4%      | 9%        | -                 | 9%       | 6%             | 7%           | 15%         | 4%                   | 7%                    | -    | 4%          | 10%   | 8%       | 4%    | 9%             | 11%                  | 8%      | 2%                                | 14%          | 4%     | 6%               | 23%      | 6%  |
| Scottish Nationalist        | 4                  | -      | -       | -                | 4          | 4              | -                         | 4          | 1            | 3           | -       | -         | -                 | -        | -              | 1            | -           | 3                    | 1                     | -    | 1           | 3     | 4        | -     | -              | -                    | -       | 3                                 | -            | -      | 2                | -        | 4   |
|                             | 1%                 | -      | -       | -                | 4%         | 5%             | -                         | 2%         | 1%           | 2%          | -       | -         | -                 | -        | -              | 1%           | -           | 7%                   | *                     | -    | *           | 4%    | 5%       | -     | -              | -                    | -       | 3%                                | -            | -      | 2%               | -        | 1%  |
| Plaid Cymru                 | *                  | -      | -       | -                | *          | *              | -                         | -          | -            | *           | -       | -         | -                 | -        | -              | -            | -           | -                    | *                     | -    | -           | *     | -        | -     | -              | -                    | -       | -                                 | -            | -      | *                | -        | 1   |
|                             | *                  | -      | -       | -                | *          | *              | -                         | -          | -            | *           | -       | -         | -                 | -        | -              | -            | -           | -                    | *                     | -    | -           | *     | -        | -     | -              | -                    | -       | -                                 | -            | -      | *                | -        | *   |
| Green Party                 | 1                  | -      | -       | -                | 1          | 1              | *                         | 1          | *            | 1           | *       | 1         | -                 | 1        | -              | 1            | -           | -                    | 1                     | -    | 1           | -     | 1        | -     | -              | -                    | 1       | 1                                 | -            | -      | *                | -        | 2   |
|                             | *                  | -      | -       | -                | 1%         | 2%             | *                         | 1%         | 1%           | 1%          | 1%      | 1%        | -                 | 1%       | -              | 2%           | -           | -                    | 1%                    | -    | 1%          | -     | 2%       | -     | -              | -                    | 1%      | 1%                                | -            | -      | *                | -        | 1%  |
| UKIP                        | 4                  | -      | -       | -                | 4          | 4              | 2                         | 1          | 1            | 3           | *       | 2         | -                 | 2        | 3              | *            | 1           | -                    | 3                     | -    | 1           | 2     | -        | -     | 4              | -                    | 4       | 1                                 | -            | 1      | 2                | -        | 4   |
|                             | 1%                 | -      | -       | -                | 3%         | 5%             | 2%                        | 1%         | 1%           | 2%          | 1%      | 2%        | -                 | 2%       | 2%             | *            | 2%          | -                    | 1%                    | -    | 1%          | 3%    | -        | -     | 4%             | -                    | 1%      | 1%                                | -            | 3%     | 2%               | -        | 1%  |
| Scottish Socialist Party    | -                  | -      | -       | -                | -          | -              | -                         | -          | -            | -           | -       | -         | -                 | -        | -              | -            | -           | -                    | -                     | -    | -           | -     | -        | -     | -              | -                    | -       | -                                 | -            | -      | -                | -        | -   |
| British National Party      | 1                  | -      | -       | -                | -          | -              | -                         | 1          | -            | 1           | -       | -         | -                 | -        | -              | -            | -           | 1                    | -                     | -    | 1           | -     | 1        | -     | -              | 1                    | 1       | -                                 | -            | -      | -                | -        | 1   |
|                             | *                  | -      | -       | -                | -          | -              | -                         | 1%         | -            | 1%          | -       | -         | -                 | -        | -              | -            | -           | 3%                   | -                     | -    | 1%          | -     | 1%       | -     | -              | 1%                   | 1%      | -                                 | -            | -      | -                | -        | *   |
| Other                       | *                  | -      | -       | -                | -          | -              | -                         | *          | -            | *           | -       | -         | -                 | -        | -              | -            | -           | *                    | -                     | *    | -           | -     | -        | -     | -              | -                    | *       | *                                 | -            | -      | -                | -        | 1   |
|                             | *                  | -      | -       | -                | -          | -              | -                         | *          | -            | *           | 1%      | -         | -                 | -        | -              | *            | -           | *                    | *                     | -    | *           | -     | *        | -     | -              | *                    | *       | *                                 | -            | -      | -                | -        | *   |
| Undecided                   | 102                | -      | -       | -                | -          | -              | 44                        | 58         | 36           | 54          | 14      | 46        | 4                 | 50       | 51             | 22           | 13          | 16                   | 73                    | 1    | 69          | 32    | 34       | 29    | 39             | 11                   | 91      | 39                                | 11           | 6      | 26               | 6        | 100 |
|                             | 37%                | -      | -       | -                | -          | -              | 38%                       | 36%        | 48%          | 31%         | 41%     | 39%       | 57%               | 40%      | 38%            | 30%          | 52%         | 35%                  | 35%                   | 48%  | 35%         | 40%   | 40%      | 30%   | 40%            | 31%                  | 36%     | 32%                               | 24%          | 23%    | 26%              | 29%      | 36% |
| Would not vote              | 3                  | -      | -       | -                | -          | -              | *                         | 3          | -            | 3           | *       | 1         | -                 | 1        | 1              | 1            | -           | 2                    | -                     | 2    | 1           | 1     | 1        | 1     | 1              | 3                    | -       | 1                                 | -            | -      | -                | -        | 4   |
|                             | 1%                 | -      | -       | -                | -          | -              | *                         | 2%         | -            | 2%          | 1%      | 1%        | -                 | 1%       | 1%             | 4%           | -           | 1%                   | -                     | 1%   | 1%          | 1%    | 1%       | 1%    | 3%             | 1%                   | -       | 2%                                | -            | -      | -                | -        | 1%  |
| Refused                     | 19                 | -      | -       | -                | -          | -              | 12                        | 7          | 3            | 14          | 4       | 7         | -                 | 7        | 10             | 7            | -           | 2                    | 17                    | -    | 15          | 4     | 4        | 8     | 7              | 5                    | 18      | 10                                | 2            | 2      | 3                | *        | 21  |
|                             | 7%                 | -      | -       | -                | -          | -              | 10%                       | 4%         | 4%           | 8%          | 11%     | 6%        | -                 | 6%       | 7%             | 10%          | -           | 4%                   | 8%                    | -    | 8%          | 5%    | 5%       | 8%    | 7%             | 14%                  | 7%      | 8%                                | 4%           | 9%     | 3%               | 2%       | 8%  |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%



## Ipsos MORI Political Monitor - January 2010

Table 9

## Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

|                              | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender    |           | Age       |           |           |           |           |           |           |           | Social Class |           |           |           |           |           | Unweighted 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             | 519              | 519                     | 519        | 519        | 519        | 519        | -              | 250       | 269       | 71        | 199       | 249       | 22        | 49        | 88        | 111       | 106       | 143          | 63        | 177       | 135       | 82        | 125       | 312              | 207       | 519        |
| Weighted Total               | 517              | 517                     | 517        | 517        | 517        | 517        | -              | 256       | 262       | 88        | 203       | 226       | 26        | 62        | 92        | 111       | 101       | 125          | 55        | 158       | 149       | 87        | 124       | 307              | 210       | 519        |
| Conservative                 | 161<br>31%       | 161<br>31%              | 161<br>31% | 161<br>31% | 161<br>31% | 161<br>31% | -              | 82<br>32% | 78<br>30% | 20<br>23% | 60<br>30% | 80<br>35% | 10<br>39% | 10<br>16% | 26<br>29% | 34<br>31% | 25<br>25% | 55<br>44%    | 21<br>39% | 57<br>36% | 45<br>30% | 26<br>30% | 33<br>27% | 102<br>33%       | 59<br>28% | 169<br>33% |
| Labour                       | 105<br>20%       | 105<br>20%              | 105<br>20% | 105<br>20% | 105<br>20% | 105<br>20% | -              | 53<br>21% | 52<br>20% | 19<br>21% | 42<br>21% | 44<br>19% | 3<br>13%  | 15<br>24% | 22<br>24% | 20<br>18% | 32<br>31% | 12<br>10%    | 5<br>10%  | 29<br>19% | 31<br>21% | 17<br>20% | 27<br>22% | 61<br>20%        | 44<br>21% | 100<br>19% |
| Liberal Democrats (Lib Dem)  | 59<br>11%        | 59<br>11%               | 59<br>11%  | 59<br>11%  | 59<br>11%  | 59<br>11%  | -              | 30<br>12% | 29<br>11% | 13<br>15% | 26<br>13% | 20<br>9%  | 2<br>8%   | 11<br>18% | 13<br>14% | 13<br>12% | 10<br>10% | 10<br>8%     | 6<br>11%  | 24<br>15% | 15<br>10% | 7<br>8%   | 13<br>10% | 39<br>13%        | 20<br>9%  | 65<br>13%  |
| Scottish Nationalist         | 9<br>2%          | 9<br>2%                 | 9<br>2%    | 9<br>2%    | 9<br>2%    | 9<br>2%    | -              | 7<br>3%   | 2<br>1%   | -         | 4<br>2%   | 4<br>2%   | -         | -         | -         | 4<br>4%   | 4<br>4%   | 1<br>1%      | -         | 3<br>2%   | 1<br>1%   | 1<br>1%   | 3<br>3%   | 4<br>1%          | 4<br>2%   | 11<br>2%   |
| Plaid Cymru                  | 2<br>*           | 2<br>*                  | 2<br>*     | 2<br>*     | 2<br>*     | 2<br>*     | -              | 1<br>*    | 1<br>*    | -         | -         | 2<br>1%   | -         | -         | -         | -         | 2<br>2%   | -            | -         | -         | 1<br>1%   | -         | 1<br>1%   | 1<br>*           | 1<br>1%   | 2<br>*     |
| Green Party                  | 14<br>3%         | 14<br>3%                | 14<br>3%   | 14<br>3%   | 14<br>3%   | 14<br>3%   | -              | 6<br>2%   | 8<br>3%   | 6<br>6%   | 5<br>2%   | 4<br>2%   | -         | 6<br>9%   | 2<br>2%   | 3<br>3%   | 3<br>3%   | *<br>*       | -         | 3<br>2%   | 8<br>5%   | 2<br>3%   | 1<br>1%   | 11<br>4%         | 3<br>2%   | 12<br>2%   |
| UKIP                         | 14<br>3%         | 14<br>3%                | 14<br>3%   | 14<br>3%   | 14<br>3%   | 14<br>3%   | -              | 11<br>4%  | 3<br>1%   | 3<br>3%   | 1<br>1%   | 10<br>5%  | 1<br>5%   | 1<br>2%   | -         | 1<br>1%   | 3<br>3%   | 8<br>6%      | 6<br>11%  | 3<br>2%   | 1<br>1%   | 1<br>1%   | 9<br>8%   | 4<br>1%          | 10<br>5%  | 13<br>3%   |
| Scottish Socialist Party     | -                | -                       | -          | -          | -          | -          | -              | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -            | -         | -         | -         | -         | -         | -                | -         | -          |
| British National Party (BNP) | 8<br>1%          | 8<br>1%                 | 8<br>1%    | 8<br>1%    | 8<br>1%    | 8<br>1%    | -              | 5<br>2%   | 3<br>1%   | 4<br>5%   | 2<br>1%   | 2<br>1%   | 1<br>6%   | 3<br>4%   | 1<br>1%   | 1<br>1%   | 2<br>2%   | -            | -         | 1<br>1%   | -         | 2<br>2%   | 4<br>4%   | 1<br>*           | 6<br>3%   | 6<br>1%    |
| Independent Candidate        | 3<br>*           | 3<br>*                  | 3<br>*     | 3<br>*     | 3<br>*     | 3<br>*     | -              | 3<br>1%   | -         | -         | 3<br>1%   | -         | -         | -         | -         | 3<br>2%   | -         | -            | -         | -         | 3<br>2%   | -         | -         | 3<br>1%          | -         | 1<br>*     |
| Other                        | 3<br>1%          | 3<br>1%                 | 3<br>1%    | 3<br>1%    | 3<br>1%    | 3<br>1%    | -              | 2<br>1%   | *<br>*    | 2<br>2%   | *<br>*    | *<br>*    | 2<br>8%   | -         | -         | *<br>*    | -         | *<br>*       | -         | *<br>*    | *<br>*    | 2<br>2%   | *<br>*    | 1<br>*           | 2<br>1%   | 4<br>1%    |
| Undecided                    | 111<br>21%       | 111<br>21%              | 111<br>21% | 111<br>21% | 111<br>21% | 111<br>21% | -              | 42<br>16% | 69<br>26% | 20<br>23% | 46<br>23% | 45<br>20% | 5<br>20%  | 15<br>24% | 21<br>22% | 26<br>23% | 16<br>16% | 29<br>23%    | 11<br>20% | 33<br>21% | 32<br>21% | 21<br>24% | 25<br>21% | 65<br>21%        | 46<br>22% | 105<br>20% |
| Would not vote               | 4<br>1%          | 4<br>1%                 | 4<br>1%    | 4<br>1%    | 4<br>1%    | 4<br>1%    | -              | 2<br>1%   | 3<br>1%   | 1<br>1%   | 1<br>1%   | 2<br>1%   | -         | 1<br>2%   | 1<br>2%   | -         | 2<br>2%   | -            | -         | 1<br>1%   | 2<br>1%   | -         | 1<br>1%   | 3<br>1%          | 1<br>1%   | 4<br>1%    |
| Refused                      | 25<br>5%         | 25<br>5%                | 25<br>5%   | 25<br>5%   | 25<br>5%   | 25<br>5%   | -              | 12<br>5%  | 14<br>5%  | -         | 11<br>6%  | 14<br>6%  | -         | -         | 7<br>7%   | 4<br>4%   | 3<br>3%   | 11<br>9%     | 5<br>8%   | 3<br>2%   | 10<br>7%  | 8<br>10%  | 4<br>3%   | 13<br>4%         | 12<br>6%  | 27<br>5%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 10

## Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

| Total (Weighted)             | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   |          | Tenure         |              |             |                      |       | Children in household |           | GOR Regions |           |       |                |         | Newspaper readership |             | Past vote (2005 General Election) |        |         | Unweighted Total |     |
|------------------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|----------------|--------------|-------------|----------------------|-------|-----------------------|-----------|-------------|-----------|-------|----------------|---------|----------------------|-------------|-----------------------------------|--------|---------|------------------|-----|
|                              | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned outright | Private rent | Social rent | Total owner occupier | Other | None                  | 1 or more | North       | Mid-lands | South | Greater London | England | Tabloid              | Broad sheet | Conservative                      | Labour | Lib Dem |                  |     |
| Unweighted Total             | 519                | 196    | 134     | 77               | 256              | 318            | 198                       | 321        | 128          | 365         | 113     | 159       | 8                 | 167      | 199            | 221          | 40          | 52                   | 420   | 7                     | 395       | 122         | 172       | 159   | 188            | 69      | 451                  | 186         | 142                               | 167    | 176     | 72               | 519 |
| Weighted Total               | 517                | 185    | 150     | 73               | 269              | 304            | 238                       | 279        | 125          | 360         | 49      | 238       | 9                 | 246      | 247            | 154          | 37          | 74                   | 401   | 5                     | 377       | 138         | 173       | 153   | 191            | 74      | 455                  | 205         | 144                               | 144    | 204     | 65               | 519 |
| Conservative                 | 161                | 161    | -       | -                | -                | 161            | 71                        | 89         | 6            | 152         | 13      | 67        | 1                 | 68       | 75             | 65           | 8           | 13                   | 139   | 1                     | 124       | 37          | 40        | 58    | 63             | 20      | 155                  | 68          | 49                                | 113    | 25      | 7                | 169 |
|                              | 31%                | 87%    | -       | -                | -                | 53%            | 30%                       | 32%        | 5%           | 42%         | 25%     | 28%       | 13%               | 28%      | 30%            | 42%          | 21%         | 17%                  | 35%   | 19%                   | 33%       | 26%         | 23%       | 38%   | 33%            | 27%     | 34%                  | 33%         | 34%                               | 78%    | 12%     | 11%              | 33% |
| Labour                       | 105                | -      | 105     | -                | 105              | -              | 60                        | 45         | 63           | 38          | 11      | 60        | 4                 | 64       | 54             | 17           | 13          | 20                   | 71    | -                     | 64        | 41          | 51        | 25    | 28             | 14      | 79                   | 47          | 27                                | -      | 93      | 4                | 100 |
|                              | 20%                | -      | 70%     | -                | 39%              | -              | 25%                       | 16%        | 51%          | 11%         | 23%     | 25%       | 45%               | 26%      | 22%            | 11%          | 35%         | 28%                  | 18%   | -                     | 17%       | 29%         | 30%       | 16%   | 15%            | 18%     | 17%                  | 23%         | 18%                               | -      | 46%     | 6%               | 19% |
| Liberal Democrats (Lib Dem)  | 59                 | -      | -       | 59               | 59               | 59             | 32                        | 27         | 14           | 39          | 8       | 30        | -                 | 30       | 31             | 19           | 2           | 7                    | 49    | *                     | 39        | 20          | 18        | 16    | 25             | 8       | 54                   | 13          | 21                                | 4      | 9       | 44               | 65  |
|                              | 11%                | -      | -       | 81%              | 22%              | 19%            | 13%                       | 10%        | 11%          | 11%         | 16%     | 13%       | -                 | 12%      | 12%            | 12%          | 6%          | 10%                  | 12%   | 5%                    | 10%       | 14%         | 11%       | 11%   | 13%            | 10%     | 12%                  | 6%          | 15%                               | 2%     | 4%      | 67%              | 13% |
| Scottish Nationalist         | 9                  | -      | -       | -                | 9                | 9              | 6                         | 3          | 2            | 3           | 1       | 6         | -                 | 6        | *              | 6            | -           | 3                    | 6     | -                     | 9         | -           | 9         | -     | -              | -       | -                    | 4           | 2                                 | *      | *       | -                | 11  |
|                              | 2%                 | -      | -       | -                | 3%               | 3%             | 2%                        | 1%         | 2%           | 1%          | 1%      | 2%        | -                 | 2%       | *              | 4%           | -           | 4%                   | 1%    | -                     | 2%        | -           | 5%        | -     | -              | -       | -                    | 2%          | 2%                                | *      | *       | -                | 2%  |
| Plaid Cymru                  | 2                  | -      | -       | -                | 2                | 2              | -                         | 2          | 1            | 1           | -       | -         | -                 | -        | -              | 1            | -           | -                    | 1     | 1                     | 2         | -           | -         | 2     | -              | -       | -                    | 1           | 1                                 | -      | 1       | -                | 2   |
|                              | *                  | -      | -       | -                | 1%               | 1%             | -                         | 1%         | 1%           | *           | -       | -         | -                 | -        | -              | 1%           | -           | -                    | *     | 18%                   | 1%        | -           | -         | 1%    | -              | -       | -                    | 1%          | 1%                                | -      | 1%      | -                | *   |
| Green Party                  | 14                 | -      | -       | -                | 14               | 14             | 6                         | 8          | 4            | 10          | *       | 7         | 1                 | 8        | 11             | 3            | -           | -                    | 14    | -                     | 9         | 5           | 7         | -     | 7              | 3       | 14                   | 2           | 8                                 | 1      | 4       | 2                | 12  |
|                              | 3%                 | -      | -       | -                | 5%               | 5%             | 3%                        | 3%         | 3%           | 3%          | 1%      | 3%        | 8%                | 3%       | 5%             | 2%           | -           | -                    | 4%    | -                     | 2%        | 4%          | 4%        | -     | 4%             | 3%      | 1%                   | 5%          | *                                 | 2%     | 4%      | 2%               |     |
| UKIP                         | 14                 | -      | -       | -                | 14               | 14             | 1                         | 13         | -            | 14          | -       | 2         | -                 | 2        | *              | 5            | 1           | 6                    | 5     | 1                     | 13        | 1           | 2         | 3     | 8              | 4       | 14                   | 9           | 1                                 | 6      | -       | -                | 13  |
|                              | 3%                 | -      | -       | -                | 5%               | 5%             | *                         | 5%         | -            | 4%          | -       | 1%        | -                 | 1%       | *              | 3%           | 3%          | 8%                   | 1%    | 27%                   | 3%        | 1%          | 1%        | 2%    | 4%             | 5%      | 3%                   | 4%          | 1%                                | 4%     | -       | -                | 3%  |
| Scottish Socialist Party     | -                  | -      | -       | -                | -                | -              | -                         | -          | -            | -           | -       | -         | -                 | -        | -              | -            | -           | -                    | -     | -                     | -         | -           | -         | -     | -              | -       | -                    | -           | -                                 | -      | -       | -                | -   |
| British National Party (BNP) | 8                  | -      | -       | -                | -                | -              | 3                         | 5          | -            | 8           | -       | 5         | -                 | 5        | 6              | 2            | *           | -                    | 7     | -                     | 6         | 1           | 3         | 2     | 3              | -       | 8                    | 2           | 1                                 | 3      | *       | -                | 6   |
|                              | 1%                 | -      | -       | -                | -                | -              | 1%                        | 2%         | -            | 2%          | -       | 2%        | -                 | 2%       | 2%             | 1%           | 1%          | -                    | 2%    | -                     | 2%        | 1%          | 2%        | 1%    | 1%             | -       | 2%                   | 1%          | 1%                                | 2%     | *       | -                | 1%  |
| Independent Candidate        | 3                  | -      | -       | -                | 3                | 3              | 3                         | -          | -            | 3           | -       | 3         | -                 | 3        | 3              | -            | -           | -                    | 3     | -                     | 3         | -           | -         | 3     | -              | -       | 3                    | -           | -                                 | -      | 3       | -                | 1   |
|                              | *                  | -      | -       | -                | 1%               | 1%             | 1%                        | -          | -            | 1%          | -       | 1%        | -                 | 1%       | 1%             | -            | -           | -                    | 1%    | -                     | 1%        | -           | -         | 2%    | -              | -       | 1%                   | -           | -                                 | -      | 1%      | -                | *   |
| Other                        | 3                  | -      | -       | -                | 2                | 2              | 2                         | 1          | -            | 3           | *       | 2         | -                 | 2        | *              | 2            | -           | -                    | 3     | -                     | 3         | -           | -         | *     | 2              | *       | 3                    | *           | 1                                 | 1      | -       | -                | 4   |
|                              | 1%                 | -      | -       | -                | 1%               | 1%             | 1%                        | *          | -            | 1%          | 1%      | 1%        | -                 | 1%       | *              | 2%           | -           | -                    | 1%    | -                     | 1%        | -           | -         | *     | 1%             | *       | 1%                   | *           | *                                 | -      | -       | -                | 1%  |
| Undecided                    | 111                | 21     | 41      | 12               | 54               | 34             | 44                        | 67         | 27           | 70          | 12      | 45        | 3                 | 48       | 58             | 29           | 6           | 17                   | 86    | 1                     | 78        | 30          | 36        | 30    | 45             | 20      | 98                   | 47          | 29                                | 12     | 63      | 6                | 105 |
|                              | 21%                | 11%    | 27%     | 16%              | 20%              | 11%            | 19%                       | 24%        | 22%          | 19%         | 24%     | 19%       | 34%               | 20%      | 23%            | 19%          | 16%         | 23%                  | 22%   | 31%                   | 21%       | 22%         | 21%       | 20%   | 23%            | 28%     | 21%                  | 23%         | 20%                               | 8%     | 31%     | 9%               | 20% |
| Would not vote               | 4                  | -      | -       | -                | -                | -              | 3                         | 2          | -            | 3           | 1       | 2         | -                 | 2        | 1              | *            | 3           | -                    | 2     | -                     | 4         | -           | 1         | 2     | 1              | -       | 4                    | -           | 1                                 | -      | -       | -                | 4   |
|                              | 1%                 | -      | -       | -                | -                | -              | 1%                        | 1%         | -            | 1%          | 3%      | 1%        | -                 | 1%       | 1%             | *            | 7%          | -                    | *     | -                     | 1%        | -           | 1%        | 1%    | 1%             | -       | 1%                   | -           | 1%                                | -      | -       | -                | 1%  |
| Refused                      | 25                 | 4      | 5       | 2                | 7                | 6              | 8                         | 17         | 7            | 17          | 3       | 9         | -                 | 9        | 8              | 6            | 3           | 8                    | 14    | -                     | 22        | 3           | 5         | 11    | 9              | 5       | 24                   | 11          | 3                                 | 6      | 6       | 2                | 27  |
|                              | 5%                 | 2%     | 3%      | 3%               | 3%               | 2%             | 4%                        | 6%         | 6%           | 5%          | 7%      | 4%        | -                 | 4%       | 3%             | 4%           | 9%          | 10%                  | 4%    | -                     | 6%        | 2%          | 3%        | 7%    | 5%             | 7%      | 5%                   | 5%          | 2%                                | 4%     | 3%      | 3%               | 5%  |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 11

## Q.1(B). 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 |          |           |           |          |           | Unweighted 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            | 132              | 132                     | 132       | 132       | 132       | 132       | -              | 47       | 85        | 15        | 56        | 61        | 5        | 10       | 26       | 30       | 21       | 40           | 17       | 38        | 34        | 27       | 33        | 72               | 60        | 132       |
| Weighted Total              | 136              | 136                     | 136       | 136       | 136       | 136       | -              | 54       | 83        | 20        | 57        | 58        | 5        | 15       | 27       | 30       | 19       | 39           | 15       | 36        | 42        | 29       | 29        | 78               | 59        | 132       |
| Conservative                | 24<br>18%        | 24<br>18%               | 24<br>18% | 24<br>18% | 24<br>18% | 24<br>18% | -              | 7        | 17        | 2         | 12        | 11        | -        | 2        | 4        | 7        | 5        | 6            | 3        | 4         | 10        | 5        | 5         | 14               | 10        | 27        |
| Labour                      | 45<br>33%        | 45<br>33%               | 45<br>33% | 45<br>33% | 45<br>33% | 45<br>33% | -              | 19       | 26        | 6         | 17        | 22        | -        | 6        | 8        | 9        | 7        | 15           | 5        | 12        | 11        | 13       | 10        | 22               | 23        | 34        |
| Liberal Democrats (Lib Dem) | 14<br>10%        | 14<br>10%               | 14<br>10% | 14<br>10% | 14<br>10% | 14<br>10% | -              | 8        | 6         | 3         | 7         | 5         | 1        | 1        | 2        | 5        | 1        | 3            | 1        | 7         | 4         | 1        | 2         | 11               | 3         | 12        |
| Scottish Nationalist        | 1<br>1%          | 1<br>1%                 | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | -              | -        | 1         | -         | 1         | -         | -        | -        | 1        | -        | -        | -            | -        | -         | -         | -        | 1         | -                | 1         | 1         |
| Plaid Cymru                 | *<br>*           | *<br>*                  | *<br>*    | *<br>*    | *<br>*    | *<br>*    | -              | *<br>1%  | -         | -         | *         | -         | -        | -        | *        | -        | -        | -            | -        | *         | -         | -        | -         | *                | -         | 1<br>1%   |
| Green Party                 | -<br>-           | -<br>-                  | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -              | -<br>-   | -         | -         | -         | -         | -        | -        | -        | -        | -        | -            | -        | -         | -         | -        | -         | -                | -         | -<br>-    |
| UKIP                        | 1<br>1%          | 1<br>1%                 | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | -              | 1<br>1%  | *         | -         | *         | 1         | -        | -        | -        | *        | -        | 1            | -        | -         | *         | -        | 1         | *                | 1         | 2<br>2%   |
| Scottish Socialist Party    | -<br>-           | -<br>-                  | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -              | -<br>-   | -         | -         | -         | -         | -        | -        | -        | -        | -        | -            | -        | -         | -         | -        | -         | -                | -         | -<br>-    |
| Undecided                   | 37<br>27%        | 37<br>27%               | 37<br>27% | 37<br>27% | 37<br>27% | 37<br>27% | -              | 9<br>18% | 28<br>33% | 10<br>50% | 11<br>20% | 16<br>27% | 4<br>73% | 6<br>42% | 6<br>23% | 5<br>17% | 5<br>26% | 11<br>27%    | 5<br>32% | 11<br>31% | 11<br>27% | 5<br>15% | 10<br>34% | 22<br>29%        | 15<br>25% | 41<br>31% |
| Would not vote              | 1<br>1%          | 1<br>1%                 | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | -              | 1<br>2%  | -         | -         | 1<br>2%   | -         | -        | -        | 1<br>4%  | -        | -        | -            | -        | -         | 1<br>3%   | -        | -         | 1<br>1%          | -         | 1<br>1%   |
| Refused                     | 13<br>9%         | 13<br>9%                | 13<br>9%  | 13<br>9%  | 13<br>9%  | 13<br>9%  | -              | 8<br>15% | 5<br>6%   | -         | 8<br>14%  | 5<br>8%   | -        | -        | 4<br>16% | 4<br>12% | 1<br>4%  | 4<br>10%     | 1<br>7%  | 2<br>6%   | 4<br>10%  | 6<br>19% | *<br>1%   | 7<br>9%          | 6<br>10%  | 13<br>10% |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 12

## Q.1(B). Which party are you most inclined to support? (certain to vote)

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

| Total (Weighted)            | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |              |             |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |     |    |
|-----------------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|--------------|-------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|-----|----|
|                             | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private rent | Social rent | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |     |    |
| Unweighted Total            | 132                | 27     | 34      | 12               | 50               | 43             | 45                        | 87         | 30           | 91          | 36      | 34        | 2                 | 36       | 52              | 50           | 9           | 19                   | 102                   | 2    | 97          | 33    | 41       | 40    | 51             | 23                   | 117     | 52                                | 28           | 22     | 55               | 10       | 132 |    |
| Weighted Total              | 136                | 24     | 45      | 14               | 61               | 40             | 53                        | 84         | 34           | 87          | 15      | 54        | 3                 | 57       | 66              | 35           | 9           | 25                   | 101                   | 1    | 101         | 33    | 41       | 42    | 53             | 26                   | 122     | 58                                | 32           | 17     | 69               | 8        | 132 |    |
| Conservative                | 24                 | 24     | -       | -                | -                | 24             | 7                         | 18         | 2            | 21          | 3       | 9         | -                 | 9        | 12              | 9            | -           | 2                    | 21                    | 1    | 19          | 4     | 4        | 11    | 10             | 2                    | 24      | 11                                | 8            | 10     | 3                | 1        | 27  |    |
|                             | 18%                | 100%   | -       | -                | -                | 60%            | 13%                       | 21%        | 6%           | 24%         | 20%     | 16%       | -                 | 16%      | 18%             | 27%          | -           | 9%                   | 21%                   | 67%  | 19%         | 12%   | 9%       | 25%   | 18%            | 10%                  | 20%     | 19%                               | 25%          | 58%    | 4%               | 15%      | 20% |    |
| Labour                      | 45                 | -      | 45      | -                | 45               | -              | 18                        | 27         | 13           | 24          | 4       | 19        | 1                 | 21       | 25              | 6            | -           | 14                   | 31                    | -    | 36          | 9     | 16       | 14    | 15             | 9                    | 41      | 25                                | 11           | -      | 41               | 3        | 34  |    |
|                             | 33%                | -      | 100%    | -                | 74%              | -              | 35%                       | 32%        | 37%          | 27%         | 24%     | 36%       | 42%               | 36%      | 38%             | 17%          | -           | 56%                  | 31%                   | -    | 35%         | 29%   | 39%      | 33%   | 28%            | 34%                  | 33%     | 42%                               | 35%          | -      | 60%              | 34%      | 26% |    |
| Liberal Democrats (Lib Dem) | 14                 | -      | -       | 14               | 14               | 14             | 7                         | 7          | 2            | 12          | 1       | 7         | -                 | 7        | 6               | 3            | 4           | 2                    | 9                     | -    | 7           | 7     | 6        | 1     | 7              | 4                    | 14      | -                                 | 4            | 1      | 6                | 3        | 12  |    |
|                             | 10%                | -      | -       | 100%             | 23%              | 35%            | 14%                       | 8%         | 7%           | 13%         | 9%      | 13%       | -                 | 12%      | 9%              | 8%           | 38%         | 8%                   | 8%                    | -    | 9%          | 7%    | 20%      | 13%   | 3%             | 13%                  | 14%     | 11%                               | -            | 12%    | 5%               | 8%       | 34% | 9% |
| Scottish Nationalist        | 1                  | -      | -       | -                | 1                | 1              | -                         | 1          | -            | -           | -       | -         | -                 | -        | -               | -            | -           | -                    | -                     | -    | -           | 1     | -        | -     | -              | -                    | -       | 1                                 | -            | -      | -                | -        | 1   |    |
|                             | 1%                 | -      | -       | -                | 2%               | 2%             | -                         | 1%         | 3%           | -           | -       | -         | -                 | -        | -               | -            | -           | -                    | -                     | -    | -           | 3%    | 2%       | -     | -              | -                    | -       | 2%                                | -            | -      | -                | -        | 1%  |    |
| Plaid Cymru                 | *                  | -      | -       | -                | *                | *              | -                         | -          | -            | -           | -       | -         | -                 | -        | -               | -            | -           | -                    | -                     | -    | -           | -     | -        | -     | -              | -                    | -       | -                                 | -            | -      | -                | -        | -   |    |
|                             | *                  | -      | -       | -                | 1%               | 1%             | 1%                        | -          | *            | -           | 2%      | -         | -                 | -        | 1%              | -            | -           | -                    | *                     | -    | -           | 1%    | -        | 1%    | -              | -                    | -       | -                                 | -            | -      | 1%               | -        | -   | 1% |
| Green Party                 | -                  | -      | -       | -                | -                | -              | -                         | -          | -            | -           | -       | -         | -                 | -        | -               | -            | -           | -                    | -                     | -    | -           | -     | -        | -     | -              | -                    | -       | -                                 | -            | -      | -                | -        | -   |    |
| UKIP                        | 1                  | -      | -       | -                | 1                | 1              | *                         | 1          | -            | 1           | *       | -         | -                 | -        | 1               | *            | -           | -                    | 1                     | -    | 1           | -     | -        | -     | 1              | -                    | 1       | -                                 | 1            | -      | -                | -        | 2   |    |
|                             | 1%                 | -      | -       | -                | 1%               | 2%             | *                         | 1%         | -            | 1%          | 1%      | -         | -                 | -        | 1%              | 1%           | -           | -                    | 1%                    | -    | 1%          | -     | -        | -     | 2%             | -                    | 1%      | 1%                                | -            | 4%     | -                | -        | 2%  |    |
| Scottish Socialist Party    | -                  | -      | -       | -                | -                | -              | -                         | -          | -            | -           | -       | -         | -                 | -        | -               | -            | -           | -                    | -                     | -    | -           | -     | -        | -     | -              | -                    | -       | -                                 | -            | -      | -                | -        | -   |    |
| Undecided                   | 37                 | -      | -       | -                | -                | -              | 13                        | 24         | 14           | 18          | 5       | 13        | 2                 | 15       | 16              | 12           | 5           | 4                    | 28                    | *    | 26          | 10    | 10       | 10    | 17             | 8                    | 29      | 13                                | 7            | 3      | 17               | 1        | 41  |    |
|                             | 27%                | -      | -       | -                | -                | -              | 24%                       | 29%        | 42%          | 20%         | 30%     | 25%       | 58%               | 26%      | 24%             | 34%          | 51%         | 16%                  | 28%                   | 33%  | 26%         | 29%   | 25%      | 24%   | 31%            | 33%                  | 24%     | 23%                               | 23%          | 20%    | 24%              | 18%      | 31% |    |
| Would not vote              | 1                  | -      | -       | -                | -                | -              | -                         | 1          | -            | 1           | -       | -         | -                 | -        | -               | -            | 1           | -                    | -                     | -    | 1           | -     | 1        | -     | -              | -                    | 1       | -                                 | 1            | -      | -                | -        | 1   |    |
|                             | 1%                 | -      | -       | -                | -                | -              | -                         | 1%         | -            | 1%          | -       | -         | -                 | -        | -               | -            | 11%         | -                    | -                     | -    | 1%          | -     | 3%       | -     | -              | -                    | 1%      | -                                 | 3%           | -      | -                | -        | 1%  |    |
| Refused                     | 13                 | -      | -       | -                | -                | -              | 7                         | 5          | 2            | 11          | 2       | 6         | -                 | 6        | 6               | 5            | -           | 2                    | 11                    | -    | 11          | 2     | 3        | 6     | 4              | 2                    | 12      | 8                                 | 1            | 2      | 2                | -        | 13  |    |
|                             | 9%                 | -      | -       | -                | -                | -              | 14%                       | 7%         | 6%           | 12%         | 14%     | 10%       | -                 | 10%      | 9%              | 13%          | -           | 8%                   | 11%                   | -    | 11%         | 6%    | 8%       | 14%   | 7%             | 9%                   | 10%     | 13%                               | 2%           | 14%    | 3%               | -        | 10% |    |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 13

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

Base : All

|                                    | Total (Weighted) | Likelihood to vote        |           |           |           |           |                | Gender |        | Age   |       |      |       |       |       |       |       |      |      | Social Class |      |      |      |      |      | Unweighted Total |
|------------------------------------|------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|--------|-------|-------|------|-------|-------|-------|-------|-------|------|------|--------------|------|------|------|------|------|------------------|
|                                    |                  | (10) Absolutely cert -ain | (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                   | 1001             | 519                       | 766       | 729       | 679       | 584       | 86             | 465    | 536    | 251   | 355   | 395  | 108   | 143   | 170   | 185   | 171   | 224  | 98   | 291          | 269  | 194  | 247  | 560  | 441  | 1001             |
| Weighted Total                     | 1001             | 517                       | 764       | 729       | 670       | 585       | 82             | 484    | 517    | 285   | 359   | 356  | 121   | 164   | 190   | 169   | 151   | 205  | 88   | 268          | 288  | 209  | 236  | 556  | 445  | 1001             |
| 1 - Absolutely certain not to vote | 82               | -                         | -         | -         | -         | -         | 82             | 39     | 42     | 31    | 27    | 24   | 18    | 13    | 14    | 13    | 9     | 15   | 3    | 6            | 17   | 28   | 30   | 23   | 58   | 86               |
|                                    | 8%               | -                         | -         | -         | -         | -         | 100%           | 8%     | 8%     | 11%   | 7%    | 7%   | 15%   | 8%    | 7%    | 8%    | 6%    | 7%   | 3%   | 2%           | 6%   | 13%  | 13%  | 4%   | 13%  | 9%               |
| 2                                  | 26               | -                         | -         | -         | -         | -         | -              | 12     | 14     | 14    | 8     | 4    | 12    | 1     | 7     | 2     | 2     | 1    | *    | 5            | 11   | 6    | 4    | 16   | 9    | 21               |
|                                    | 3%               | -                         | -         | -         | -         | -         | -              | 2%     | 3%     | 5%    | 2%    | 1%   | 10%   | 1%    | 3%    | 1%    | 2%    | 1%   | 1%   | 2%           | 4%   | 3%   | 2%   | 3%   | 2%   | 2%               |
| 3                                  | 21               | -                         | -         | -         | -         | -         | -              | 7      | 13     | 13    | 7     | 1    | 8     | 5     | 4     | 3     | 1     | -    | -    | 2            | 10   | 5    | 3    | 12   | 9    | 25               |
|                                    | 2%               | -                         | -         | -         | -         | -         | -              | 1%     | 3%     | 4%    | 2%    | *    | 6%    | 3%    | 2%    | 2%    | 1%    | -    | -    | 1%           | 3%   | 3%   | 1%   | 2%   | 2%   | 2%               |
| 4                                  | 17               | -                         | -         | -         | -         | -         | -              | 10     | 7      | 11    | 6     | *    | 7     | 4     | 4     | 3     | -     | *    | *    | 2            | 9    | 3    | 3    | 11   | 6    | 17               |
|                                    | 2%               | -                         | -         | -         | -         | -         | -              | 2%     | 1%     | 4%    | 2%    | *    | 6%    | 2%    | 2%    | 2%    | -     | *    | *    | 1%           | 3%   | 1%   | 1%   | 2%   | 1%   | 2%               |
| 5                                  | 84               | -                         | -         | -         | -         | -         | -              | 36     | 48     | 34    | 31    | 19   | 18    | 15    | 27    | 4     | 9     | 10   | 5    | 25           | 20   | 20   | 19   | 45   | 40   | 76               |
|                                    | 8%               | -                         | -         | -         | -         | -         | -              | 7%     | 9%     | 12%   | 9%    | 5%   | 15%   | 9%    | 14%   | 3%    | 6%    | 5%   | 6%   | 9%           | 7%   | 10%  | 8%   | 8%   | 9%   | 8%               |
| 6                                  | 35               | -                         | 35        | -         | -         | -         | -              | 19     | 16     | 19    | 7     | 9    | 10    | 9     | 5     | 2     | 4     | 5    | 2    | 11           | 7    | 13   | 4    | 17   | 17   | 37               |
|                                    | 3%               | -                         | 5%        | -         | -         | -         | -              | 4%     | 3%     | 7%    | 2%    | 2%   | 9%    | 5%    | 3%    | 1%    | 3%    | 2%   | 2%   | 4%           | 2%   | 6%   | 2%   | 3%   | 4%   | 4%               |
| 7                                  | 59               | -                         | 59        | 59        | -         | -         | -              | 27     | 32     | 22    | 22    | 15   | 4     | 19    | 12    | 10    | 4     | 11   | 3    | 14           | 20   | 9    | 17   | 34   | 26   | 50               |
|                                    | 6%               | -                         | 8%        | 8%        | -         | -         | -              | 6%     | 6%     | 8%    | 6%    | 4%   | 3%    | 11%   | 7%    | 6%    | 3%    | 5%   | 3%   | 5%           | 7%   | 4%   | 7%   | 6%   | 6%   | 5%               |
| 8                                  | 85               | -                         | 85        | 85        | 85        | -         | -              | 39     | 47     | 37    | 27    | 21   | 8     | 29    | 15    | 13    | 12    | 9    | 3    | 22           | 33   | 20   | 10   | 55   | 30   | 95               |
|                                    | 9%               | -                         | 11%       | 12%       | 13%       | -         | -              | 8%     | 9%     | 13%   | 8%    | 6%   | 7%    | 18%   | 8%    | 7%    | 8%    | 4%   | 4%   | 8%           | 12%  | 9%   | 4%   | 10%  | 7%   | 9%               |
| 9                                  | 68               | -                         | 68        | 68        | 68        | 68        | -              | 35     | 32     | 17    | 19    | 31   | 10    | 7     | 11    | 9     | 7     | 24   | 12   | 22           | 12   | 18   | 16   | 34   | 34   | 65               |
|                                    | 7%               | -                         | 9%        | 9%        | 10%       | 12%       | -              | 7%     | 6%     | 6%    | 5%    | 9%   | 8%    | 5%    | 6%    | 5%    | 4%    | 12%  | 13%  | 8%           | 4%   | 8%   | 7%   | 6%   | 8%   | 6%               |
| 10 - Absolutely certain to vote    | 517              | 517                       | 517       | 517       | 517       | 517       | -              | 256    | 262    | 88    | 203   | 226  | 26    | 62    | 92    | 111   | 101   | 125  | 55   | 158          | 149  | 87   | 124  | 307  | 210  | 519              |
|                                    | 52%              | 100%                      | 68%       | 71%       | 77%       | 88%       | -              | 53%    | 51%    | 31%   | 56%   | 63%  | 21%   | 38%   | 49%   | 65%   | 67%   | 61%  | 62%  | 59%          | 52%  | 42%  | 52%  | 55%  | 47%  | 52%              |
| Don't know                         | 6                | -                         | -         | -         | -         | -         | -              | 4      | 2      | 1     | -     | 6    | -     | 1     | -     | -     | 1     | 5    | 4    | 1            | -    | 1    | 5    | 1    | 5    | 8                |
|                                    | 1%               | -                         | -         | -         | -         | -         | -              | 1%     | *      | *     | -     | 2%   | -     | *     | -     | -     | *     | 3%   | 5%   | *            | -    | *    | 2%   | *    | 1%   | 1%               |
| Refused                            | 1                | -                         | -         | -         | -         | -         | -              | *      | *      | -     | *     | -    | -     | -     | *     | -     | *     | -    | -    | *            | *    | -    | -    | 1    | -    | 2                |
|                                    | *                | -                         | -         | -         | -         | -         | -              | *      | *      | -     | *     | -    | -     | -     | *     | -     | *     | -    | -    | *            | *    | -    | -    | *    | -    | *                |
| Mean                               | 7.82             | 10.00                     | 9.27      | 9.43      | 9.64      | 9.88      | 1.00           | 7.90   | 7.75   | 6.70  | 7.99  | 8.56 | 5.63  | 7.49  | 7.59  | 8.44  | 8.58  | 8.54 | 8.87 | 8.51         | 7.80 | 7.16 | 7.64 | 8.14 | 7.42 | 7.83             |

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

\*=Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 14

**Q.2. 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 Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                                    |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned outright | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total                   | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383            | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total                     | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273            | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| 1 - Absolutely certain not to vote | 82               | 8                  | 6      | 2       | 8                | 11               | 36             | 46                        | 17         | 54           | 13          | 26      | -         | 26                | 24       | 17             | 11             | 27            | 40                   | 3                     | 58   | 23          | 32    | 25       | 25    | 9              | 64                   | 25      | 3                                 | 4            | 5      | 6                | 86       |
|                                    | 8%               | 3%                 | 2%     | 2%      | 2%               | 2%               | 8%             | 8%                        | 7%         | 8%           | 11%         | 6%      | -         | 6%                | 5%       | 6%             | 11%            | 16%           | 6%                   | 29%                   | 8%   | 8%          | 10%   | 8%       | 7%    | 7%             | 7%                   | 6%      | 2%                                | 2%           | 4%     | 5%               | 9%       |
| 2                                  | 26               | 2                  | 4      | -       | 4                | 2                | 11             | 15                        | 6          | 17           | 2           | 15      | -         | 15                | 9        | 3              | 2              | 11            | 12                   | -                     | 13   | 13          | 8     | 7        | 11    | 3              | 22                   | 12      | *                                 | 2            | 3      | -                | 21       |
|                                    | 3%               | 1%                 | 2%     | -       | 1%               | *                | 2%             | 3%                        | 2%         | 2%           | 2%          | 3%      | -         | 3%                | 2%       | 1%             | 2%             | 7%            | 2%                   | -                     | 2%   | 4%          | 2%    | 2%       | 3%    | 3%             | 3%                   | 3%      | *                                 | 1%           | 1%     | -                | 2%       |
| 3                                  | 21               | 2                  | 6      | 1       | 10               | 6                | 7              | 14                        | 8          | 11           | 5           | 10      | -         | 10                | 6        | 4              | 3              | 7             | 10                   | -                     | 11   | 10          | 5     | 9        | 6     | 2              | 17                   | 7       | 3                                 | 1            | 4      | 1                | 25       |
|                                    | 2%               | 1%                 | 2%     | 1%      | 2%               | 1%               | 1%             | 3%                        | 3%         | 2%           | 4%          | 2%      | -         | 2%                | 1%       | 1%             | 3%             | 4%            | 1%                   | -                     | 2%   | 3%          | 2%    | 3%       | 2%    | 2%             | 2%                   | 2%      | 2%                                | *            | 1%     | 1%               | 2%       |
| 4                                  | 17               | 2                  | 7      | 2       | 9                | 4                | 8              | 9                         | 9          | 8            | 2           | 8       | -         | 8                 | 9        | 2              | 1              | 6             | 10                   | *                     | 11   | 7           | 4     | 5        | 8     | 4              | 15                   | 8       | 3                                 | 1            | 6      | -                | 17       |
|                                    | 2%               | 1%                 | 3%     | 1%      | 2%               | 1%               | 2%             | 2%                        | 4%         | 1%           | 2%          | 2%      | -         | 2%                | 2%       | 1%             | 1%             | 4%            | 1%                   | 3%                    | 2%   | 2%          | 1%    | 2%       | 2%    | 3%             | 2%                   | 2%      | 1%                                | 2%           | -      | -                | 2%       |
| 5                                  | 84               | 13                 | 23     | 12      | 39               | 29               | 40             | 44                        | 22         | 53           | 8           | 41      | 6         | 47                | 42       | 18             | 9              | 15            | 60                   | -                     | 53   | 30          | 31    | 24       | 30    | 9              | 71                   | 41      | 11                                | 10           | 18     | 9                | 76       |
|                                    | 8%               | 4%                 | 9%     | 10%     | 8%               | 6%               | 9%             | 8%                        | 9%         | 8%           | 7%          | 9%      | 38%       | 10%               | 9%       | 7%             | 9%             | 9%            | 8%                   | -                     | 8%   | 10%         | 9%    | 8%       | 8%    | 7%             | 8%                   | 10%     | 5%                                | 5%           | 6%     | 8%               | 8%       |
| 6                                  | 35               | 7                  | 11     | 6       | 23               | 18               | 17             | 17                        | 8          | 23           | 5           | 16      | -         | 16                | 12       | 13             | 7              | 3             | 25                   | -                     | 21   | 14          | 19    | 7        | 8     | 4              | 30                   | 20      | 2                                 | 1            | 8      | 3                | 37       |
|                                    | 3%               | 2%                 | 4%     | 4%      | 5%               | 4%               | 4%             | 3%                        | 3%         | 3%           | 4%          | 4%      | -         | 3%                | 3%       | 5%             | 7%             | 2%            | 3%                   | -                     | 3%   | 4%          | 6%    | 2%       | 2%    | 3%             | 3%                   | 5%      | 1%                                | *            | 3%     | 3%               | 4%       |
| 7                                  | 59               | 16                 | 19     | 13      | 35               | 33               | 24             | 35                        | 9          | 43           | 6           | 27      | 1         | 28                | 37       | 11             | 3              | 9             | 47                   | -                     | 31   | 27          | 21    | 19       | 19    | 4              | 54                   | 20      | 7                                 | 5            | 18     | 1                | 50       |
|                                    | 6%               | 6%                 | 7%     | 10%     | 8%               | 6%               | 5%             | 6%                        | 4%         | 6%           | 5%          | 6%      | 8%        | 6%                | 8%       | 4%             | 3%             | 5%            | 7%                   | -                     | 4%   | 9%          | 6%    | 6%       | 5%    | 3%             | 6%                   | 5%      | 4%                                | 3%           | 6%     | 1%               | 5%       |
| 8                                  | 85               | 30                 | 23     | 14      | 45               | 53               | 52             | 34                        | 19         | 57           | 20          | 40      | -         | 40                | 34       | 21             | 15             | 15            | 55                   | 1                     | 57   | 28          | 20    | 30       | 35    | 10             | 69                   | 33      | 15                                | 15           | 22     | 13               | 95       |
|                                    | 9%               | 10%                | 9%     | 11%     | 10%              | 11%              | 11%            | 6%                        | 8%         | 9%           | 17%         | 9%      | -         | 9%                | 8%       | 8%             | 16%            | 9%            | 8%                   | 5%                    | 8%   | 9%          | 6%    | 10%      | 10%   | 7%             | 8%                   | 8%      | 7%                                | 7%           | 7%     | 12%              | 9%       |
| 9                                  | 68               | 27                 | 12     | 8       | 23               | 39               | 28             | 40                        | 18         | 42           | 7           | 27      | -         | 27                | 30       | 27             | 6              | 3             | 57                   | 1                     | 52   | 15          | 19    | 30       | 19    | 8              | 60                   | 27      | 14                                | 21           | 14     | 10               | 65       |
|                                    | 7%               | 9%                 | 4%     | 6%      | 5%               | 8%               | 6%             | 7%                        | 7%         | 6%           | 6%          | 6%      | -         | 6%                | 7%       | 10%            | 7%             | 2%            | 8%                   | 10%                   | 8%   | 5%          | 6%    | 9%       | 5%    | 6%             | 7%                   | 7%      | 10%                               | 5%           | 9%     | 9%               | 6%       |
| 10 - Absolutely certain to vote    | 517              | 185                | 150    | 73      | 269              | 304              | 238            | 279                       | 125        | 360          | 49          | 238     | 9         | 246               | 247      | 154            | 37             | 74            | 401                  | 5                     | 377  | 138         | 173   | 153      | 191   | 74             | 455                  | 205     | 144                               | 144          | 204    | 65               | 519      |
|                                    | 52%              | 63%                | 58%    | 56%     | 58%              | 61%              | 52%            | 52%                       | 51%        | 54%          | 42%         | 53%     | 54%       | 53%               | 55%      | 56%            | 40%            | 43%           | 55%                  | 44%                   | 55%  | 45%         | 52%   | 49%      | 54%   | 58%            | 53%                  | 51%     | 71%                               | 71%          | 67%    | 60%              | 52%      |
| Don't know                         | 6                | 2                  | 1      | -       | 1                | 3                | -              | 6                         | 3          | 3            | -           | -       | -         | -                 | 1        | 4              | -              | 1             | 5                    | 1                     | 6    | -           | 1     | 2        | 4     | 2              | 5                    | 4       | *                                 | -            | 1      | 1                | 8        |
|                                    | 1%               | 1%                 | *      | -       | *                | 1%               | -              | 1%                        | 1%         | 1%           | -           | -       | -         | -                 | *        | 1%             | -              | *             | 1%                   | 5%                    | 1%   | -           | *     | 1%       | 1%    | 1%             | 1%                   | 1%      | *                                 | -            | *      | 1%               | 1%       |
| Refused                            | 1                | *                  | -      | -       | -                | *                | -              | 1                         | -          | *            | -           | -       | -         | -                 | -        | *              | -              | -             | *                    | *                     | 1    | -           | *     | *        | -     | -              | -                    | *       | *                                 | *            | -      | -                | 2        |
|                                    | *                | *                  | -      | -       | -                | *                | -              | *                         | -          | *            | -           | -       | -         | -                 | -        | *              | -              | -             | *                    | 4%                    | *    | -           | *     | *        | -     | -              | -                    | *       | *                                 | *            | -      | -                | *        |
| Mean                               | 7.82             | 8.83               | 8.31   | 8.49    | 8.42             | 8.72             | 7.87           | 7.77                      | 7.77       | 7.92         | 7.40        | 7.93    | 7.85      | 7.93              | 8.11     | 8.31           | 7.29           | 6.66          | 8.18                 | 6.68                  | 7.99 | 7.43        | 7.69  | 7.84     | 7.93  | 8.07           | 7.90                 | 7.85    | 9.02                              | 9.10         | 8.77   | 8.59             | 7.83     |

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

\*=Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 15

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

Base : All respondents aged 18+

|                  | Total<br>(Weighted) | Likelihood to vote            |              |              |              |              |                      | Gender     |            | Age        |            |            |           |            |            |            |            |            |           | Social Class |            |            |            |            |            | Unweighted Total |
|------------------|---------------------|-------------------------------|--------------|--------------|--------------|--------------|----------------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|--------------|------------|------------|------------|------------|------------|------------------|
|                  |                     | (10)<br>Absolutely<br>certain | (6 to<br>10) | (7 to<br>10) | (8 to<br>10) | (9 to<br>10) | Would<br>NOT<br>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 | 1001                | 519                           | 766          | 729          | 679          | 584          | 86                   | 465        | 536        | 251        | 355        | 395        | 108       | 143        | 170        | 185        | 171        | 224        | 98        | 291          | 269        | 194        | 247        | 560        | 441        | 1001             |
| Weighted Total   | 1001                | 517                           | 764          | 729          | 670          | 585          | 82                   | 484        | 517        | 285        | 359        | 356        | 121       | 164        | 190        | 169        | 151        | 205        | 88        | 268          | 288        | 209        | 236        | 556        | 445        | 1001             |
| Satisfied        | 245<br>25%          | 125<br>24%                    | 180<br>24%   | 172<br>24%   | 163<br>24%   | 144<br>25%   | 17<br>21%            | 119<br>25% | 127<br>25% | 90<br>31%  | 74<br>21%  | 82<br>23%  | 44<br>37% | 45<br>28%  | 44<br>23%  | 30<br>18%  | 38<br>25%  | 44<br>21%  | 20<br>23% | 61<br>23%    | 80<br>28%  | 51<br>25%  | 53<br>22%  | 141<br>25% | 104<br>23% | 250<br>25%       |
| Dissatisfied     | 672<br>67%          | 360<br>70%                    | 525<br>69%   | 502<br>69%   | 459<br>69%   | 402<br>69%   | 54<br>66%            | 327<br>68% | 345<br>67% | 168<br>59% | 253<br>70% | 251<br>71% | 62<br>52% | 105<br>64% | 127<br>67% | 126<br>75% | 103<br>68% | 148<br>72% | 64<br>73% | 184<br>69%   | 184<br>64% | 139<br>67% | 165<br>70% | 368<br>66% | 304<br>68% | 669<br>67%       |
| Don't know       | 83<br>8%            | 31<br>6%                      | 59<br>8%     | 55<br>8%     | 48<br>7%     | 39<br>7%     | 11<br>13%            | 39<br>8%   | 45<br>9%   | 28<br>10%  | 32<br>9%   | 23<br>6%   | 14<br>12% | 13<br>8%   | 20<br>10%  | 13<br>8%   | 10<br>7%   | 13<br>6%   | 4<br>4%   | 23<br>9%     | 23<br>8%   | 19<br>9%   | 18<br>8%   | 47<br>8%   | 37<br>8%   | 82<br>8%         |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 16

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

Base : All respondents aged 18+

|                  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Satisfied        | 245              | 17                 | 130    | 28      | 170              | 57               | 111            | 134                       | 245        | -            | 32          | 108     | 3         | 111               | 110      | 45              | 36             | 49            | 155                  | 5                     | 161  | 82          | 92    | 72       | 81    | 32             | 195                  | 100     | 44                                | 14           | 113    | 23               | 250      |
|                  | 25%              | 6%                 | 50%    | 21%     | 36%              | 11%              | 24%            | 25%                       | 100%       | -            | 27%         | 24%     | 17%       | 24%               | 25%      | 16%             | 38%            | 28%           | 21%                  | 49%                   | 23%  | 27%         | 28%   | 23%      | 23%   | 25%            | 23%                  | 25%     | 22%                               | 7%           | 37%    | 21%              | 25%      |
| Dissatisfied     | 672              | 267                | 101    | 93      | 253              | 419              | 317            | 355                       | -          | 672          | 74          | 306     | 11        | 317               | 302      | 208             | 48             | 110           | 509                  | 5                     | 474  | 196         | 216   | 211      | 246   | 88             | 599                  | 272     | 149                               | 185          | 167    | 75               | 669      |
|                  | 67%              | 91%                | 39%    | 71%     | 54%              | 84%              | 69%            | 66%                       | -          | 100%         | 63%         | 68%     | 71%       | 69%               | 67%      | 76%             | 51%            | 64%           | 70%                  | 47%                   | 69%  | 64%         | 65%   | 68%      | 69%   | 69%            | 69%                  | 68%     | 73%                               | 90%          | 55%    | 69%              | 67%      |
| Don't know       | 83               | 11                 | 29     | 10      | 44               | 25               | 32             | 51                        | -          | -            | 11          | 33      | 2         | 35                | 38       | 21              | 10             | 14            | 59                   | *                     | 56   | 28          | 26    | 27       | 30    | 8              | 70                   | 31      | 10                                | 6            | 24     | 10               | 82       |
|                  | 8%               | 4%                 | 11%    | 8%      | 9%               | 5%               | 7%             | 9%                        | -          | -            | 10%         | 7%      | 12%       | 7%                | 9%       | 8%              | 11%            | 8%            | 8%                   | 4%                    | 8%   | 9%          | 8%    | 9%       | 8%    | 6%             | 8%                   | 8%      | 5%                                | 3%           | 8%     | 10%              | 8%       |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%



## Ipsos MORI Political Monitor - January 2010

Table 17

### Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

Base : All respondents aged 18+

|                  | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |            |            |           |            |           | Social Class |            |            |            |            |            | Unweighted 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 | 1001             | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170        | 185        | 171       | 224        | 98        | 291          | 269        | 194        | 247        | 560        | 441        | 1001             |
| Weighted Total   | 1001             | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190        | 169        | 151       | 205        | 88        | 268          | 288        | 209        | 236        | 556        | 445        | 1001             |
| Satisfied        | 332<br>33%       | 163<br>32%              | 245<br>32% | 230<br>31% | 212<br>32% | 187<br>32% | 34<br>42%      | 160<br>33% | 172<br>33% | 121<br>42% | 98<br>27%  | 113<br>32% | 54<br>45% | 66<br>40% | 48<br>25%  | 50<br>30%  | 52<br>35% | 61<br>30%  | 24<br>28% | 89<br>33%    | 91<br>32%  | 68<br>33%  | 83<br>35%  | 180<br>32% | 152<br>34% | 323<br>32%       |
| Dissatisfied     | 592<br>59%       | 326<br>63%              | 469<br>61% | 452<br>62% | 413<br>62% | 361<br>62% | 36<br>45%      | 290<br>60% | 302<br>58% | 137<br>48% | 230<br>64% | 225<br>63% | 55<br>46% | 82<br>50% | 123<br>65% | 107<br>63% | 94<br>62% | 131<br>64% | 61<br>70% | 161<br>60%   | 177<br>61% | 123<br>59% | 131<br>55% | 338<br>61% | 254<br>57% | 593<br>59%       |
| Don't know       | 77<br>8%         | 28<br>5%                | 50<br>7%   | 48<br>7%   | 46<br>7%   | 37<br>6%   | 11<br>14%      | 34<br>7%   | 42<br>8%   | 28<br>10%  | 31<br>9%   | 18<br>5%   | 12<br>10% | 16<br>10% | 19<br>10%  | 12<br>7%   | 5<br>3%   | 13<br>6%   | 2<br>2%   | 17<br>6%     | 20<br>7%   | 18<br>8%   | 22<br>9%   | 37<br>7%   | 39<br>9%   | 85<br>8%         |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 18

**Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?**

Base : All respondents aged 18+

|                  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Satisfied        | 332              | 34                 | 158    | 36      | 210              | 86               | 156            | 176                       | 193        | 105          | 40          | 153     | 5         | 159               | 158      | 67              | 33             | 73            | 225                  | 2                     | 213  | 119         | 118   | 95       | 119   | 41             | 264                  | 141     | 63                                | 23           | 146    | 31               | 323      |
|                  | 33%              | 11%                | 61%    | 28%     | 45%              | 17%              | 34%            | 33%                       | 79%        | 16%          | 34%         | 34%     | 33%       | 34%               | 35%      | 24%             | 35%            | 42%           | 31%                  | 19%                   | 31%  | 39%         | 35%   | 30%      | 34%   | 32%            | 31%                  | 35%     | 31%                               | 11%          | 48%    | 28%              | 32%      |
| Dissatisfied     | 592              | 252                | 82     | 83      | 222              | 391              | 273            | 319                       | 34         | 537          | 66          | 263     | 11        | 274               | 259      | 188             | 45             | 93            | 447                  | 7                     | 434  | 155         | 194   | 183      | 215   | 76             | 533                  | 234     | 128                               | 176          | 133    | 67               | 593      |
|                  | 59%              | 85%                | 32%    | 63%     | 47%              | 78%              | 59%            | 59%                       | 14%        | 80%          | 57%         | 59%     | 67%       | 59%               | 57%      | 69%             | 48%            | 54%           | 62%                  | 61%                   | 63%  | 51%         | 58%   | 59%      | 60%   | 59%            | 62%                  | 58%     | 63%                               | 86%          | 44%    | 62%              | 59%      |
| Don't know       | 77               | 9                  | 20     | 12      | 35               | 24               | 31             | 46                        | 19         | 31           | 11          | 30      | -         | 30                | 33       | 18              | 16             | 7             | 52                   | 2                     | 45   | 32          | 22    | 33       | 22    | 11             | 67                   | 28      | 13                                | 5            | 25     | 10               | 85       |
|                  | 8%               | 3%                 | 8%     | 9%      | 7%               | 5%               | 7%             | 8%                        | 8%         | 5%           | 10%         | 7%      | -         | 7%                | 7%       | 7%              | 4%             | 7%            | 20%                  | 6%                    | 10%  | 6%          | 11%   | 6%       | 8%    | 8%             | 7%                   | 6%      | 3%                                | 8%           | 9%     | 8%               |          |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 19

### Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

|                  | Total<br>(Weighted) | Likelihood to vote      |           |           |           |           |                | Gender |        | Age   |       |     |       |       |       |       |       |     |     | Social Class |     |     |     |      |      | Unweighted 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 | 1001                | 519                     | 766       | 729       | 679       | 584       | 86             | 465    | 536    | 251   | 355   | 395 | 108   | 143   | 170   | 185   | 171   | 224 | 98  | 291          | 269 | 194 | 247 | 560  | 441  | 1001             |
| Weighted Total   | 1001                | 517                     | 764       | 729       | 670       | 585       | 82             | 484    | 517    | 285   | 359   | 356 | 121   | 164   | 190   | 169   | 151   | 205 | 88  | 268          | 288 | 209 | 236 | 556  | 445  | 1001             |
| Satisfied        | 435                 | 231                     | 356       | 335       | 307       | 266       | 16             | 211    | 224    | 129   | 151   | 155 | 67    | 63    | 89    | 61    | 58    | 97  | 44  | 127          | 123 | 94  | 91  | 250  | 185  | 435              |
|                  | 43%                 | 45%                     | 47%       | 46%       | 46%       | 46%       | 20%            | 44%    | 43%    | 45%   | 42%   | 44% | 55%   | 38%   | 47%   | 36%   | 39%   | 47% | 50% | 47%          | 43% | 45% | 39% | 45%  | 42%  | 43%              |
| Dissatisfied     | 397                 | 220                     | 299       | 289       | 266       | 241       | 35             | 210    | 187    | 102   | 153   | 142 | 29    | 73    | 68    | 85    | 69    | 73  | 29  | 112          | 123 | 67  | 95  | 235  | 162  | 385              |
|                  | 40%                 | 42%                     | 39%       | 40%       | 40%       | 41%       | 43%            | 43%    | 36%    | 36%   | 42%   | 40% | 24%   | 45%   | 36%   | 50%   | 46%   | 36% | 33% | 42%          | 43% | 32% | 40% | 42%  | 36%  | 38%              |
| Don't know       | 169                 | 66                      | 109       | 105       | 97        | 78        | 30             | 64     | 106    | 54    | 56    | 59  | 26    | 29    | 33    | 23    | 23    | 35  | 15  | 29           | 42  | 48  | 50  | 71   | 98   | 181              |
|                  | 17%                 | 13%                     | 14%       | 14%       | 14%       | 13%       | 37%            | 13%    | 20%    | 19%   | 16%   | 16% | 21%   | 17%   | 17%   | 14%   | 16%   | 17% | 17% | 11%          | 15% | 23% | 21% | 13%  | 22%  | 18%              |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 20

## Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

|                  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Satisfied        | 435              | 226                | 69     | 46      | 142              | 299              | 195            | 240                       | 89         | 313          | 43          | 194     | 8         | 202               | 202      | 126             | 36             | 68            | 328                  | 4                     | 291  | 142         | 139   | 138      | 158   | 56             | 393                  | 189     | 96                                | 141          | 98     | 38               | 435      |
|                  | 43%              | 77%                | 26%    | 35%     | 30%              | 60%              | 42%            | 44%                       | 36%        | 47%          | 37%         | 43%     | 53%       | 44%               | 45%      | 46%             | 38%            | 39%           | 45%                  | 33%                   | 42%  | 46%         | 42%   | 44%      | 44%   | 43%            | 45%                  | 47%     | 47%                               | 69%          | 32%    | 35%              | 43%      |
| Dissatisfied     | 397              | 38                 | 156    | 67      | 257              | 139              | 191            | 206                       | 109        | 267          | 47          | 190     | 6         | 196               | 177      | 103             | 37             | 75            | 280                  | 4                     | 283  | 114         | 135   | 118      | 144   | 50             | 331                  | 149     | 83                                | 41           | 164    | 52               | 385      |
|                  | 40%              | 13%                | 60%    | 51%     | 55%              | 28%              | 42%            | 38%                       | 45%        | 40%          | 40%         | 43%     | 39%       | 42%               | 39%      | 38%             | 40%            | 44%           | 39%                  | 35%                   | 41%  | 37%         | 40%   | 38%      | 40%   | 39%            | 38%                  | 37%     | 41%                               | 20%          | 54%    | 48%              | 38%      |
| Don't know       | 169              | 30                 | 35     | 18      | 68               | 63               | 74             | 95                        | 47         | 92           | 27          | 63      | 1         | 64                | 72       | 44              | 21             | 29            | 116                  | 4                     | 118  | 50          | 60    | 55       | 54    | 22             | 140                  | 65      | 25                                | 22           | 43     | 18               | 181      |
|                  | 17%              | 10%                | 14%    | 14%     | 15%              | 13%              | 16%            | 18%                       | 19%        | 14%          | 23%         | 14%     | 8%        | 14%               | 16%      | 16%             | 22%            | 17%           | 16%                  | 32%                   | 17%  | 16%         | 18%   | 18%      | 15%   | 18%            | 16%                  | 16%     | 12%                               | 11%          | 14%    | 17%              | 18%      |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 21

### Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

|                  | Total<br>(Weighted) | Likelihood to vote            |              |              |              |              |                      | Gender     |            | Age        |            |            |           |           |           |           |           |           |           | Social Class |            |           |           |            |            | Unweighted Total |
|------------------|---------------------|-------------------------------|--------------|--------------|--------------|--------------|----------------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|------------------|
|                  |                     | (10)<br>Absolutely<br>certain | (6 to<br>10) | (7 to<br>10) | (8 to<br>10) | (9 to<br>10) | Would<br>NOT<br>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 | 1001                | 519                           | 766          | 729          | 679          | 584          | 86                   | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170       | 185       | 171       | 224       | 98        | 291          | 269        | 194       | 247       | 560        | 441        | 1001             |
| Weighted Total   | 1001                | 517                           | 764          | 729          | 670          | 585          | 82                   | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190       | 169       | 151       | 205       | 88        | 268          | 288        | 209       | 236       | 556        | 445        | 1001             |
| Satisfied        | 424<br>42%          | 231<br>45%                    | 347<br>45%   | 330<br>45%   | 304<br>45%   | 264<br>45%   | 20<br>24%            | 229<br>47% | 195<br>38% | 116<br>41% | 158<br>44% | 150<br>42% | 48<br>40% | 68<br>41% | 87<br>46% | 71<br>42% | 66<br>43% | 84<br>41% | 42<br>48% | 147<br>55%   | 126<br>44% | 78<br>37% | 73<br>31% | 274<br>49% | 151<br>34% | 420<br>42%       |
| Dissatisfied     | 258<br>26%          | 139<br>27%                    | 193<br>25%   | 184<br>25%   | 167<br>25%   | 153<br>26%   | 27<br>34%            | 134<br>28% | 125<br>24% | 59<br>21%  | 102<br>28% | 98<br>27%  | 18<br>15% | 40<br>25% | 44<br>23% | 58<br>34% | 48<br>32% | 50<br>24% | 18<br>20% | 65<br>24%    | 72<br>25%  | 49<br>23% | 73<br>31% | 136<br>25% | 122<br>27% | 260<br>26%       |
| Don't know       | 318<br>32%          | 147<br>28%                    | 225<br>29%   | 216<br>30%   | 199<br>30%   | 168<br>29%   | 35<br>42%            | 122<br>25% | 197<br>38% | 110<br>39% | 99<br>28%  | 109<br>31% | 54<br>45% | 56<br>34% | 59<br>31% | 40<br>24% | 37<br>25% | 71<br>35% | 28<br>32% | 56<br>21%    | 90<br>31%  | 83<br>40% | 90<br>38% | 146<br>26% | 172<br>39% | 321<br>32%       |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 22

### Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

|                  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         |             | Past vote (2005 General Election) |        |          | Unweighted Total |
|------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-------------|-----------------------------------|--------|----------|------------------|
|                  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet | Conservative                      | Labour | Lib Dems |                  |
| Unweighted Total | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207         | 230                               | 282    | 114      | 1001             |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203         | 205                               | 304    | 108      | 1001             |
| Satisfied        | 424              | 137                | 103    | 96      | 224              | 258              | 203            | 221                       | 121        | 279          | 48          | 205     | 9         | 213               | 205      | 118             | 39             | 58            | 323                  | 4                     | 296  | 127         | 149   | 125      | 151   | 49             | 379                  | 173     | 103         | 94                                | 127    | 65       | 420              |
|                  | 42%              | 46%                | 39%    | 73%     | 48%              | 51%              | 44%            | 41%                       | 49%        | 41%          | 41%         | 46%     | 55%       | 46%               | 45%      | 43%             | 41%            | 34%           | 45%                  | 39%                   | 43%  | 42%         | 45%   | 40%      | 42%   | 39%            | 44%                  | 43%     | 51%         | 46%                               | 42%    | 60%      | 42%              |
| Dissatisfied     | 258              | 67                 | 78     | 19      | 123              | 112              | 118            | 141                       | 51         | 203          | 29          | 113     | 4         | 117               | 116      | 76              | 21             | 44            | 192                  | 1                     | 192  | 65          | 83    | 82       | 93    | 38             | 221                  | 91      | 72          | 50                                | 83     | 23       | 260              |
|                  | 26%              | 23%                | 30%    | 15%     | 26%              | 22%              | 26%            | 26%                       | 21%        | 30%          | 25%         | 25%     | 23%       | 25%               | 26%      | 28%             | 22%            | 26%           | 26%                  | 13%                   | 28%  | 21%         | 25%   | 26%      | 26%   | 29%            | 26%                  | 23%     | 35%         | 24%                               | 27%    | 22%      | 26%              |
| Don't know       | 318              | 92                 | 79     | 16      | 120              | 132              | 140            | 178                       | 74         | 190          | 40          | 129     | 3         | 132               | 130      | 79              | 34             | 69            | 209                  | 5                     | 202  | 113         | 102   | 104      | 112   | 41             | 265                  | 139     | 29          | 61                                | 94     | 19       | 321              |
|                  | 32%              | 31%                | 30%    | 12%     | 26%              | 26%              | 30%            | 33%                       | 30%        | 28%          | 34%         | 29%     | 22%       | 29%               | 29%      | 29%             | 36%            | 40%           | 29%                  | 48%                   | 29%  | 37%         | 31%   | 34%      | 31%   | 32%            | 31%                  | 34%     | 14%         | 30%                               | 31%    | 18%      | 32%              |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 23  
**Q.7 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 respondents aged 18+

|                  | Total<br>(Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |           |           |           |           |           | Social Class |            |           |           |            |            | Unweighted 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 | 1001                | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170       | 185       | 171       | 224       | 98        | 291          | 269        | 194       | 247       | 560        | 441        | 1001             |
| Weighted Total   | 1001                | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190       | 169       | 151       | 205       | 88        | 268          | 288        | 209       | 236       | 556        | 445        | 1001             |
| Improve          | 443<br>44%          | 251<br>48%              | 361<br>47% | 345<br>47% | 316<br>47% | 279<br>48% | 21<br>26%      | 247<br>51% | 197<br>38% | 140<br>49% | 150<br>42% | 154<br>43% | 57<br>47% | 82<br>50% | 78<br>41% | 72<br>42% | 72<br>47% | 82<br>40% | 35<br>40% | 138<br>51%   | 124<br>43% | 89<br>43% | 92<br>39% | 262<br>47% | 181<br>41% | 451<br>45%       |
| Stay the same    | 284<br>28%          | 133<br>26%              | 214<br>28% | 202<br>28% | 189<br>28% | 160<br>27% | 19<br>24%      | 121<br>25% | 162<br>31% | 89<br>31%  | 106<br>29% | 89<br>25%  | 38<br>31% | 52<br>31% | 64<br>34% | 42<br>25% | 32<br>21% | 57<br>28% | 28<br>32% | 73<br>27%    | 87<br>30%  | 55<br>27% | 68<br>29% | 160<br>29% | 124<br>28% | 281<br>28%       |
| Get worse        | 239<br>24%          | 115<br>22%              | 166<br>22% | 159<br>22% | 145<br>22% | 127<br>22% | 34<br>42%      | 102<br>21% | 137<br>26% | 52<br>18%  | 98<br>27%  | 89<br>25%  | 22<br>18% | 30<br>18% | 45<br>24% | 53<br>31% | 40<br>26% | 50<br>24% | 18<br>21% | 52<br>19%    | 69<br>24%  | 56<br>27% | 62<br>26% | 121<br>22% | 118<br>26% | 233<br>23%       |
| Don't know       | 35<br>3%            | 18<br>4%                | 23<br>3%   | 23<br>3%   | 19<br>3%   | 19<br>3%   | 7<br>8%        | 14<br>3%   | 21<br>4%   | 5<br>2%    | 6<br>2%    | 24<br>7%   | 4<br>4%   | *<br>*    | 3<br>2%   | 3<br>2%   | 8<br>5%   | 17<br>8%  | 6<br>7%   | 6<br>2%      | 7<br>2%    | 8<br>4%   | 14<br>6%  | 13<br>2%   | 22<br>5%   | 36<br>4%         |

Fieldwork dates : 26th to 28th January 2010  
 Sector weight & standard weights applied  
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2010/01 & J38671x0  
 \* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 24  
**Q.7 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 respondents aged 18+

|                  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |                |               |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|----------------|---------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106            | 127           | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94             | 172           | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Improve          | 443              | 119                | 159    | 60      | 244              | 204              | 230            | 213                       | 159        | 241          | 57          | 225     | 6         | 230               | 222      | 113             | 48             | 54            | 335                  | 5                     | 315  | 127         | 160   | 133      | 150   | 49             | 373                  | 180     | 95                                | 76           | 169    | 49               | 451      |
|                  | 44%              | 40%                | 61%    | 46%     | 52%              | 41%              | 50%            | 39%                       | 65%        | 36%          | 49%         | 50%     | 36%       | 50%               | 49%      | 41%             | 51%            | 32%           | 46%                  | 49%                   | 46%  | 41%         | 48%   | 43%      | 42%   | 38%            | 43%                  | 45%     | 46%                               | 37%          | 55%    | 45%              | 45%      |
| Stay the same    | 284              | 93                 | 60     | 39      | 127              | 160              | 125            | 158                       | 63         | 200          | 34          | 123     | 7         | 130               | 130      | 76              | 27             | 50            | 206                  | 1                     | 190  | 92          | 83    | 99       | 102   | 38             | 242                  | 111     | 58                                | 64           | 68     | 36               | 281      |
|                  | 28%              | 32%                | 23%    | 30%     | 27%              | 32%              | 27%            | 29%                       | 26%        | 30%          | 29%         | 28%     | 47%       | 28%               | 29%      | 28%             | 29%            | 29%           | 28%                  | 12%                   | 27%  | 30%         | 25%   | 32%      | 29%   | 30%            | 28%                  | 28%     | 29%                               | 31%          | 22%    | 33%              | 28%      |
| Get worse        | 239              | 75                 | 30     | 31      | 81               | 126              | 100            | 139                       | 17         | 211          | 24          | 96      | 3         | 99                | 88       | 70              | 17             | 61            | 158                  | 4                     | 156  | 82          | 77    | 69       | 93    | 34             | 219                  | 97      | 49                                | 57           | 59     | 23               | 233      |
|                  | 24%              | 25%                | 12%    | 24%     | 17%              | 25%              | 22%            | 26%                       | 7%         | 31%          | 20%         | 21%     | 17%       | 21%               | 20%      | 26%             | 18%            | 35%           | 22%                  | 32%                   | 23%  | 27%         | 23%   | 22%      | 26%   | 26%            | 25%                  | 24%     | 24%                               | 28%          | 19%    | 22%              | 23%      |
| Don't know       | 35               | 8                  | 11     | -       | 15               | 11               | 5              | 29                        | 7          | 20           | 2           | 3       | -         | 3                 | 11       | 14              | 2              | 7             | 25                   | 1                     | 30   | 5           | 14    | 10       | 11    | 7              | 30                   | 16      | 2                                 | 7            | 9      | -                | 36       |
|                  | 3%               | 3%                 | 4%     | -       | 3%               | 2%               | 1%             | 5%                        | 3%         | 3%           | 1%          | 1%      | -         | 1%                | 2%       | 5%              | 2%             | 4%            | 3%                   | 7%                    | 4%   | 2%          | 4%    | 3%       | 3%    | 5%             | 3%                   | 4%      | 1%                                | 3%           | 3%     | -                | 4%       |

Fieldwork dates : 26th to 28th January 2010  
 Sector weight & standard weights applied  
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2010/01 & J38671x0  
 \* = Less than 0.5%



## Ipsos MORI Political Monitor - January 2010

Table 25

**Q8. How important is it to you personally who wins the next General Election?**

Base : All respondents aged 18+

|                      | Total<br>(Weighted) | Likelihood to vote         |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |           |           |           |            |           | Social Class |            |           |           |            |            | Unweighted Total |
|----------------------|---------------------|----------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|--------------|------------|-----------|-----------|------------|------------|------------------|
|                      |                     | (10)<br>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     | 1001                | 519                        | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170       | 185       | 171       | 224        | 98        | 291          | 269        | 194       | 247       | 560        | 441        | 1001             |
| Weighted Total       | 1001                | 517                        | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190       | 169       | 151       | 205        | 88        | 268          | 288        | 209       | 236       | 556        | 445        | 1001             |
| Very important       | 398<br>40%          | 299<br>58%                 | 364<br>48% | 360<br>49% | 345<br>52% | 329<br>56% | 10<br>12%      | 179<br>37% | 219<br>42% | 76<br>27%  | 141<br>39% | 182<br>51% | 20<br>16% | 56<br>34% | 70<br>37% | 70<br>42% | 80<br>53% | 102<br>50% | 52<br>59% | 103<br>38%   | 127<br>44% | 75<br>36% | 94<br>40% | 230<br>41% | 169<br>38% | 385<br>38%       |
| Fairly important     | 303<br>30%          | 148<br>29%                 | 254<br>33% | 236<br>32% | 213<br>32% | 171<br>29% | 4<br>5%        | 151<br>31% | 152<br>29% | 111<br>39% | 108<br>30% | 84<br>24%  | 53<br>44% | 58<br>36% | 52<br>27% | 55<br>33% | 35<br>23% | 49<br>24%  | 17<br>19% | 99<br>37%    | 89<br>31%  | 55<br>26% | 60<br>26% | 188<br>34% | 115<br>26% | 301<br>30%       |
| Not very important   | 181<br>18%          | 53<br>10%                  | 110<br>14% | 101<br>14% | 82<br>12%  | 64<br>11%  | 13<br>15%      | 90<br>19%  | 90<br>17%  | 62<br>22%  | 68<br>19%  | 50<br>14%  | 27<br>23% | 35<br>21% | 44<br>23% | 24<br>14% | 21<br>14% | 30<br>15%  | 9<br>11%  | 47<br>18%    | 44<br>15%  | 42<br>20% | 47<br>20% | 91<br>16%  | 89<br>20%  | 182<br>18%       |
| Not at all important | 89<br>9%            | 12<br>2%                   | 22<br>3%   | 19<br>3%   | 17<br>3%   | 15<br>3%   | 51<br>62%      | 49<br>10%  | 40<br>8%   | 25<br>9%   | 34<br>10%  | 29<br>8%   | 15<br>12% | 11<br>6%  | 18<br>10% | 16<br>9%  | 12<br>8%  | 17<br>8%   | 6<br>6%   | 11<br>4%     | 19<br>7%   | 30<br>14% | 28<br>12% | 31<br>6%   | 58<br>13%  | 94<br>9%         |
| No opinion           | 30<br>3%            | 5<br>1%                    | 14<br>2%   | 13<br>2%   | 12<br>2%   | 6<br>1%    | 5<br>6%        | 15<br>3%   | 15<br>3%   | 11<br>4%   | 9<br>3%    | 10<br>3%   | 6<br>5%   | 4<br>3%   | 6<br>3%   | 3<br>2%   | 3<br>2%   | 7<br>2%    | 4<br>5%   | 7<br>3%      | 9<br>3%    | 7<br>3%   | 7<br>3%   | 16<br>3%   | 14<br>3%   | 39<br>4%         |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 26

## Q8. How important is it to you personally who wins the next General Election?

Base : All respondents aged 18+

|                      | Total (Weighted) | Voting Voters only |            |           |                  |                  | Working status |                           | Government |              | Work sector |            |           |                   | Tenure     |                 |                |               |                      | Children in household |            | GOR Regions |            |            |            |                | Newspaper readership |            | Past vote (2005 General Election) |              |           | Unweighted Total |            |
|----------------------|------------------|--------------------|------------|-----------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|------------|-----------|-------------------|------------|-----------------|----------------|---------------|----------------------|-----------------------|------------|-------------|------------|------------|------------|----------------|----------------------|------------|-----------------------------------|--------------|-----------|------------------|------------|
|                      |                  | Conservative       | Labour     | Lib Dem   | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private    | Voluntary | Private/Voluntary | Mortgage   | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None       | 1 or more   | North      | Midlands   | South      | Greater London | England              | Tabloid    | Broad sheet                       | Conservative | Labour    |                  | Lib Dems   |
| Unweighted Total     | 1001             | 308                | 253        | 125       | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291        | 12        | 303               | 371        | 383             | 106            | 127           | 754                  | 14                    | 724        | 273         | 337        | 308        | 356        | 120            | 851                  | 388        | 207                               | 230          | 282       | 114              | 1001       |
| Weighted Total       | 1001             | 295                | 260        | 131       | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446        | 16        | 462               | 451        | 273             | 94             | 172           | 724                  | 11                    | 691        | 306         | 334        | 311        | 357        | 128            | 864                  | 403        | 203                               | 205          | 304       | 108              | 1001       |
| Very important       | 398<br>40%       | 136<br>46%         | 130<br>50% | 43<br>33% | 203<br>44%       | 209<br>42%       | 172<br>37%     | 227<br>42%                | 101<br>41% | 286<br>42%   | 41<br>35%   | 174<br>39% | 7<br>46%  | 182<br>39%        | 185<br>41% | 119<br>44%      | 29<br>31%      | 62<br>36%     | 304<br>42%           | 4<br>32%              | 291<br>42% | 104<br>34%  | 128<br>38% | 124<br>40% | 146<br>41% | 57<br>44%      | 361<br>42%           | 169<br>42% | 112<br>55%                        | 149<br>55%   | 42<br>39% | 385<br>38%       |            |
| Fairly important     | 303<br>30%       | 106<br>36%         | 73<br>28%  | 53<br>40% | 150<br>32%       | 184<br>37%       | 150<br>33%     | 153<br>28%                | 71<br>29%  | 205<br>30%   | 34<br>29%   | 150<br>34% | 5<br>32%  | 155<br>34%        | 146<br>32% | 82<br>30%       | 27<br>29%      | 47<br>27%     | 227<br>31%           | 2<br>21%              | 200<br>29% | 103<br>34%  | 92<br>28%  | 91<br>29%  | 120<br>34% | 50<br>39%      | 263<br>30%           | 126<br>31% | 60<br>30%                         | 86<br>30%    | 37<br>34% | 301<br>30%       |            |
| Not very important   | 181<br>18%       | 38<br>13%          | 43<br>17%  | 27<br>21% | 85<br>18%        | 80<br>16%        | 83<br>18%      | 98<br>18%                 | 48<br>19%  | 102<br>15%   | 27<br>23%   | 71<br>16%  | 3<br>22%  | 75<br>16%         | 80<br>18%  | 43<br>16%       | 20<br>21%      | 36<br>21%     | 123<br>17%           | 2<br>14%              | 113<br>16% | 68<br>22%   | 73<br>22%  | 53<br>17%  | 55<br>15%  | 9<br>7%        | 147<br>17%           | 77<br>19%  | 23<br>11%                         | 22<br>11%    | 59<br>19% | 19<br>18%        | 182<br>18% |
| Not at all important | 89<br>9%         | 5<br>2%            | 8<br>3%    | 6<br>4%   | 17<br>4%         | 14<br>3%         | 44<br>9%       | 45<br>8%                  | 20<br>8%   | 58<br>9%     | 9<br>8%     | 40<br>9%   | -<br>-    | 40<br>9%          | 30<br>7%   | 21<br>8%        | 14<br>14%      | 21<br>12%     | 50<br>7%             | 3<br>29%              | 70<br>10%  | 19<br>6%    | 31<br>9%   | 31<br>10%  | 26<br>7%   | 9<br>7%        | 68<br>8%             | 19<br>5%   | 5<br>3%                           | 4<br>2%      | 8<br>3%   | 8<br>8%          | 94<br>9%   |
| No opinion           | 30<br>3%         | 9<br>3%            | 6<br>2%    | 3<br>2%   | 11<br>2%         | 14<br>3%         | 12<br>3%       | 18<br>3%                  | 6<br>2%    | 21<br>3%     | 6<br>5%     | 11<br>2%   | -<br>-    | 11<br>2%          | 11<br>2%   | 8<br>3%         | 5<br>5%        | 6<br>3%       | 19<br>3%             | *<br>4%               | 18<br>3%   | 12<br>4%    | 9<br>3%    | 12<br>4%   | 9<br>3%    | 3<br>3%        | 26<br>3%             | 13<br>3%   | 3<br>2%                           | 5<br>2%      | 2<br>1%   | 2<br>2%          | 39<br>4%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 27

**Q.9 From what you know, which one of the following statements best describes your own view?**

Base : All respondents aged 18+

|  | Total<br>(Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |            |            |           |            | Social Class |            |            |            |            |            | Unweighted 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                             | 1001                | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170        | 185        | 171       | 224        | 98           | 291        | 269        | 194        | 247        | 560        | 441              | 1001       |
| Weighted Total                               | 1001                | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190        | 169        | 151       | 205        | 88           | 268        | 288        | 209        | 236        | 556        | 445              | 1001       |
| The recovery from recession is well underway | 123<br>12%          | 64<br>12%               | 93<br>12%  | 88<br>12%  | 80<br>12%  | 68<br>12%  | 8<br>10%       | 66<br>14%  | 57<br>11%  | 51<br>18%  | 28<br>8%   | 43<br>12%  | 25<br>21% | 26<br>16% | 15<br>8%   | 13<br>8%   | 15<br>10% | 28<br>14%  | 17<br>19%    | 37<br>14%  | 42<br>14%  | 21<br>10%  | 23<br>10%  | 79<br>14%  | 44<br>10%        | 116<br>12% |
| The recession is over in Britain             | 84<br>8%            | 52<br>10%               | 70<br>9%   | 65<br>9%   | 61<br>9%   | 54<br>9%   | 4<br>4%        | 57<br>12%  | 27<br>5%   | 28<br>10%  | 36<br>10%  | 21<br>6%   | 7<br>6%   | 20<br>12% | 21<br>11%  | 14<br>8%   | 11<br>8%  | 9<br>5%    | 2<br>3%      | 37<br>14%  | 28<br>10%  | 12<br>6%   | 7<br>3%    | 64<br>12%  | 20<br>4%         | 78<br>8%   |
| The recession in Britain is not over yet     | 642<br>64%          | 330<br>64%              | 491<br>64% | 469<br>64% | 434<br>65% | 379<br>65% | 51<br>63%      | 289<br>60% | 353<br>68% | 163<br>57% | 254<br>71% | 225<br>63% | 72<br>59% | 91<br>56% | 133<br>70% | 120<br>71% | 99<br>66% | 126<br>62% | 48<br>55%    | 168<br>63% | 187<br>65% | 136<br>65% | 151<br>64% | 355<br>64% | 287<br>65%       | 657<br>66% |
| Britain is still in deep recession           | 127<br>13%          | 63<br>12%               | 101<br>13% | 98<br>13%  | 86<br>13%  | 75<br>13%  | 14<br>17%      | 60<br>12%  | 67<br>13%  | 37<br>13%  | 39<br>11%  | 51<br>14%  | 13<br>11% | 24<br>14% | 18<br>9%   | 21<br>13%  | 20<br>13% | 31<br>15%  | 11<br>12%    | 21<br>8%   | 31<br>11%  | 34<br>16%  | 42<br>18%  | 51<br>9%   | 75<br>17%        | 123<br>12% |
| Don't know                                   | 25<br>3%            | 8<br>2%                 | 10<br>1%   | 10<br>1%   | 9<br>1%    | 9<br>2%    | 5<br>6%        | 13<br>3%   | 12<br>2%   | 7<br>2%    | 3<br>1%    | 16<br>5%   | 3<br>3%   | 3<br>2%   | 2<br>1%    | *          | 6<br>4%   | 11<br>5%   | 10<br>11%    | 5<br>2%    | 1<br>*     | 6<br>3%    | 13<br>6%   | 6<br>1%    | 19<br>4%         | 27<br>3%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 28

## Q.9 From what you know, which one of the following statements best describes your own view?

Base : All respondents aged 18+

|  | Total (Weighted) | Voting Voters only |            |           |                  |                  | Working status |                           | Government |              | Work sector |            |           |                   |            | Tenure          |                |               |                      |          | Children in household |            | GOR Regions |            |            |                |            | Newspaper readership |             | Past vote (2005 General Election) |            |           | Unweighted Total |
|--|------------------|--------------------|------------|-----------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|------------|-----------|-------------------|------------|-----------------|----------------|---------------|----------------------|----------|-----------------------|------------|-------------|------------|------------|----------------|------------|----------------------|-------------|-----------------------------------|------------|-----------|------------------|
|  |                  | Conservative       | Labour     | Lib Dem   | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private    | Voluntary | Private/Voluntary | Mortgage   | Owned out right | Private renter | Social renter | Total owner occupier | Other    | None                  | 1 or more  | North       | Midlands   | South      | Greater London | England    | Tabloid              | Broad sheet | Conservative                      | Labour     | Lib Dems  |                  |
| Unweighted Total                             | 1001             | 308                | 253        | 125       | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291        | 12        | 303               | 371        | 383             | 106            | 127           | 754                  | 14       | 724                   | 273        | 337         | 308        | 356        | 120            | 851        | 388                  | 207         | 230                               | 282        | 114       | 1001             |
| Weighted Total                               | 1001             | 295                | 260        | 131       | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446        | 16        | 462               | 451        | 273             | 94             | 172           | 724                  | 11       | 691                   | 306        | 334         | 311        | 357        | 128            | 864        | 403                  | 203         | 205                               | 304        | 108       | 1001             |
| The recovery from recession is well underway | 123<br>12%       | 29<br>10%          | 46<br>18%  | 16<br>13% | 66<br>14%        | 49<br>10%        | 57<br>12%      | 66<br>12%                 | 55<br>22%  | 55<br>8%     | 13<br>11%   | 58<br>13%  | 1<br>8%   | 59<br>13%         | 51<br>11%  | 30<br>11%       | 16<br>17%      | 25<br>14%     | 81<br>11%            | 1<br>12% | 85<br>12%             | 36<br>12%  | 38<br>11%   | 34<br>11%  | 51<br>14%  | 15<br>12%      | 110<br>13% | 54<br>13%            | 34<br>17%   | 24<br>12%                         | 42<br>14%  | 14<br>13% | 116<br>12%       |
| The recession is over in Britain             | 84<br>8%         | 20<br>7%           | 32<br>12%  | 15<br>12% | 54<br>11%        | 42<br>8%         | 55<br>12%      | 29<br>5%                  | 32<br>13%  | 46<br>7%     | 9<br>8%     | 54<br>12%  | 2<br>11%  | 56<br>12%         | 54<br>12%  | 19<br>7%        | 7<br>8%        | 4<br>2%       | 73<br>10%            | *<br>2%  | 53<br>8%              | 30<br>10%  | 40<br>12%   | 20<br>6%   | 23<br>7%   | 12<br>10%      | 76<br>9%   | 24<br>6%             | 18<br>9%    | 8<br>4%                           | 36<br>12%  | 17<br>16% | 78<br>8%         |
| The recession in Britain is not over yet     | 642<br>64%       | 208<br>70%         | 143<br>55% | 86<br>66% | 282<br>60%       | 347<br>69%       | 290<br>63%     | 352<br>65%                | 127<br>52% | 463<br>69%   | 78<br>67%   | 286<br>64% | 6<br>40%  | 292<br>63%        | 292<br>65% | 184<br>67%      | 56<br>59%      | 104<br>60%    | 476<br>66%           | 7<br>66% | 446<br>65%            | 194<br>63% | 199<br>60%  | 210<br>68% | 233<br>65% | 79<br>61%      | 549<br>64% | 250<br>62%           | 134<br>66%  | 143<br>70%                        | 188<br>62% | 59<br>55% | 657<br>66%       |
| Britain is still in deep recession           | 127<br>13%       | 37<br>12%          | 34<br>13%  | 11<br>9%  | 52<br>11%        | 54<br>11%        | 51<br>11%      | 75<br>14%                 | 22<br>9%   | 97<br>14%    | 14<br>12%   | 45<br>10%  | 4<br>24%  | 49<br>11%         | 50<br>11%  | 31<br>11%       | 14<br>15%      | 29<br>17%     | 82<br>11%            | 2<br>15% | 85<br>12%             | 42<br>14%  | 47<br>14%   | 43<br>14%  | 37<br>10%  | 16<br>12%      | 106<br>12% | 64<br>16%            | 16<br>8%    | 28<br>14%                         | 36<br>12%  | 11<br>10% | 123<br>12%       |
| Don't know                                   | 25<br>3%         | 1<br>*             | 4<br>2%    | 2<br>1%   | 13<br>3%         | 10<br>2%         | 7<br>1%        | 19<br>3%                  | 10<br>4%   | 11<br>2%     | 2<br>2%     | 4<br>1%    | 3<br>16%  | 6<br>1%           | 3<br>1%    | 9<br>3%         | 1<br>1%        | 12<br>7%      | 1<br>2%              | 1<br>5%  | 21<br>3%              | 4<br>1%    | 9<br>3%     | 4<br>1%    | 12<br>3%   | 6<br>5%        | 22<br>3%   | 11<br>3%             | 1<br>*      | 2<br>1%                           | 3<br>1%    | 6<br>6%   | 27<br>3%         |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 29

**Q10 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?**

Base : All respondents aged 18+

|                                | Total<br>(Weighed) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age       |           |           |           |           |           |           |           |           | Social Class |           |           |           |           |            | Unweighted 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               | 1001               | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251       | 355       | 395       | 108       | 143       | 170       | 185       | 171       | 224       | 98           | 291       | 269       | 194       | 247       | 560        | 441              | 1001       |
| Weighted Total                 | 1001               | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285       | 359       | 356       | 121       | 164       | 190       | 169       | 151       | 205       | 88           | 268       | 288       | 209       | 236       | 556        | 445              | 1001       |
| Under six months               | 16<br>2%           | 8<br>1%                 | 9<br>1%    | 8<br>1%    | 8<br>1%    | 8<br>1%    | 3<br>4%        | 9<br>2%    | 7<br>1%    | 6<br>2%   | 2<br>1%   | 7<br>2%   | 4<br>3%   | 3<br>2%   | 1<br>1%   | 1<br>1%   | 3<br>2%   | 4<br>2%   | 1<br>1%      | 1<br>*    | 3<br>1%   | 8<br>4%   | 4<br>2%   | 4<br>1%    | 12<br>3%         | 16<br>2%   |
| Over six months to one year    | 75<br>7%           | 31<br>6%                | 54<br>7%   | 48<br>7%   | 42<br>6%   | 34<br>6%   | 7<br>8%        | 36<br>7%   | 39<br>7%   | 29<br>10% | 25<br>7%  | 21<br>6%  | 13<br>11% | 16<br>10% | 16<br>8%  | 9<br>5%   | 8<br>5%   | 13<br>6%  | 7<br>7%      | 18<br>7%  | 18<br>6%  | 22<br>11% | 17<br>7%  | 35<br>6%   | 40<br>9%         | 81<br>8%   |
| Over one to two years          | 237<br>24%         | 118<br>23%              | 177<br>23% | 168<br>23% | 149<br>22% | 135<br>23% | 13<br>16%      | 110<br>23% | 126<br>24% | 71<br>25% | 89<br>25% | 77<br>22% | 30<br>25% | 41<br>25% | 49<br>26% | 41<br>24% | 35<br>23% | 42<br>21% | 20<br>23%    | 73<br>27% | 60<br>21% | 55<br>26% | 49<br>21% | 133<br>24% | 103<br>23%       | 242<br>24% |
| Over two to three years        | 229<br>23%         | 130<br>25%              | 175<br>23% | 174<br>24% | 159<br>24% | 141<br>24% | 13<br>16%      | 122<br>25% | 106<br>21% | 70<br>24% | 93<br>26% | 66<br>19% | 32<br>27% | 37<br>23% | 43<br>23% | 50<br>29% | 37<br>24% | 29<br>14% | 8<br>10%     | 61<br>23% | 74<br>26% | 37<br>18% | 57<br>24% | 135<br>24% | 93<br>21%        | 205<br>20% |
| Over three years to five years | 176<br>18%         | 92<br>18%               | 143<br>19% | 137<br>19% | 123<br>18% | 106<br>18% | 14<br>17%      | 84<br>17%  | 92<br>18%  | 44<br>16% | 66<br>18% | 66<br>18% | 16<br>13% | 28<br>17% | 33<br>17% | 33<br>19% | 29<br>19% | 37<br>18% | 15<br>17%    | 42<br>16% | 60<br>21% | 34<br>16% | 39<br>17% | 102<br>18% | 74<br>17%        | 177<br>18% |
| Over five years                | 198<br>20%         | 103<br>20%              | 159<br>21% | 147<br>20% | 144<br>22% | 119<br>20% | 21<br>26%      | 98<br>20%  | 101<br>19% | 51<br>18% | 69<br>19% | 78<br>22% | 19<br>15% | 32<br>20% | 38<br>20% | 32<br>19% | 30<br>20% | 48<br>23% | 20<br>23%    | 57<br>21% | 58<br>20% | 40<br>19% | 42<br>18% | 116<br>21% | 83<br>19%        | 204<br>20% |
| Don't know                     | 71<br>7%           | 36<br>7%                | 47<br>6%   | 47<br>6%   | 45<br>7%   | 41<br>7%   | 11<br>13%      | 25<br>5%   | 46<br>9%   | 14<br>5%  | 15<br>4%  | 42<br>12% | 7<br>6%   | 7<br>4%   | 11<br>6%  | 5<br>3%   | 10<br>7%  | 32<br>15% | 17<br>19%    | 16<br>6%  | 15<br>5%  | 13<br>6%  | 28<br>12% | 31<br>6%   | 40<br>9%         | 76<br>8%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

\*=Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 30

**Q10 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?**

Base : All respondents aged 18+

|                                | Total (Weighted) | Voting Voters only |           |           |                  |                  | Working status |                           | Government |              | Work sector |            |           |                   | Tenure     |                 |              |             |                      | Children in household |            | GOR Regions |           |           |           |                | Newspaper readership |            | Past vote (2005 General Election) |              |           | Unweighted Total |            |
|--------------------------------|------------------|--------------------|-----------|-----------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|------------|-----------|-------------------|------------|-----------------|--------------|-------------|----------------------|-----------------------|------------|-------------|-----------|-----------|-----------|----------------|----------------------|------------|-----------------------------------|--------------|-----------|------------------|------------|
|                                |                  | Conservative       | Labour    | Lib Dem   | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private    | Voluntary | Private/Voluntary | Mortgage   | Owned out right | Private rent | Social rent | Total owner occupier | Other                 | None       | 1 or more   | North     | Midlands  | South     | Greater London | England              | Tabloid    | Broad sheet                       | Conservative | Labour    |                  | Lib Dems   |
| Unweighted Total               | 1001             | 308                | 253       | 125       | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291        | 12        | 303               | 371        | 383             | 106          | 127         | 754                  | 14                    | 724        | 273         | 337       | 308       | 356       | 120            | 851                  | 388        | 207                               | 230          | 282       | 114              | 1001       |
| Weighted Total                 | 1001             | 295                | 260       | 131       | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446        | 16        | 462               | 451        | 273             | 94           | 172         | 724                  | 11                    | 691        | 306         | 334       | 311       | 357       | 128            | 864                  | 403        | 203                               | 205          | 304       | 108              | 1001       |
| Under six months               | 16<br>2%         | 2<br>1%            | 7<br>3%   | -<br>-    | 8<br>2%          | 3<br>1%          | 2<br>*         | 14<br>3%                  | 11<br>5%   | 4<br>1%      | 1<br>1%     | 2<br>1%    | -<br>-    | 2<br>*            | -<br>-     | 1<br>1%         | 3<br>3%      | 10<br>6%    | 1<br>*               | 1<br>12%              | 15<br>2%   | 1<br>*      | 5<br>2%   | 2<br>1%   | 8<br>2%   | 4<br>3%        | 15<br>2%             | 10<br>3%   | 1<br>1%                           | 3<br>2%      | 6<br>2%   | 1<br>1%          | 16<br>2%   |
| Over six months to one year    | 75<br>7%         | 20<br>7%           | 23<br>9%  | 8<br>6%   | 34<br>7%         | 32<br>6%         | 39<br>8%       | 36<br>7%                  | 27<br>11%  | 44<br>6%     | 13<br>11%   | 33<br>7%   | -<br>-    | 33<br>7%          | 34<br>8%   | 15<br>6%        | 9<br>10%     | 14<br>8%    | 50<br>7%             | 2<br>21%              | 47<br>7%   | 27<br>9%    | 27<br>8%  | 19<br>6%  | 28<br>8%  | 7<br>5%        | 64<br>7%             | 33<br>8%   | 9<br>5%                           | 10<br>5%     | 27<br>9%  | 5<br>5%          | 81<br>8%   |
| Over one to two years          | 237<br>24%       | 79<br>27%          | 58<br>22% | 40<br>30% | 109<br>23%       | 131<br>26%       | 108<br>24%     | 128<br>24%                | 76<br>31%  | 152<br>23%   | 34<br>29%   | 101<br>23% | 3<br>19%  | 104<br>22%        | 108<br>24% | 60<br>22%       | 23<br>24%    | 45<br>26%   | 168<br>23%           | 2<br>15%              | 142<br>21% | 95<br>31%   | 76<br>23% | 90<br>29% | 70<br>20% | 19<br>15%      | 203<br>23%           | 105<br>26% | 48<br>24%                         | 51<br>25%    | 77<br>25% | 22<br>20%        | 242<br>24% |
| Over two to three years        | 229<br>23%       | 75<br>25%          | 70<br>27% | 21<br>16% | 111<br>24%       | 115<br>23%       | 128<br>28%     | 101<br>19%                | 59<br>24%  | 148<br>22%   | 24<br>20%   | 130<br>29% | 6<br>37%  | 136<br>29%        | 119<br>26% | 51<br>19%       | 24<br>25%    | 33<br>19%   | 170<br>24%           | 2<br>14%              | 163<br>24% | 66<br>22%   | 83<br>25% | 58<br>19% | 88<br>25% | 26<br>20%      | 197<br>23%           | 86<br>21%  | 51<br>25%                         | 41<br>20%    | 80<br>26% | 17<br>16%        | 205<br>20% |
| Over three years to five years | 176<br>18%       | 48<br>16%          | 43<br>16% | 19<br>15% | 73<br>16%        | 78<br>16%        | 83<br>18%      | 93<br>17%                 | 33<br>14%  | 127<br>19%   | 21<br>18%   | 91<br>20%  | 3<br>17%  | 93<br>20%         | 84<br>19%  | 47<br>17%       | 15<br>16%    | 28<br>16%   | 131<br>18%           | 2<br>17%              | 122<br>18% | 50<br>16%   | 55<br>16% | 58<br>19% | 63<br>18% | 31<br>24%      | 150<br>17%           | 72<br>18%  | 45<br>22%                         | 36<br>18%    | 57<br>19% | 18<br>17%        | 177<br>18% |
| Over five years                | 198<br>20%       | 56<br>19%          | 42<br>16% | 36<br>27% | 98<br>21%        | 113<br>22%       | 87<br>19%      | 111<br>21%                | 22<br>9%   | 157<br>23%   | 20<br>17%   | 77<br>17%  | 4<br>27%  | 81<br>18%         | 90<br>20%  | 71<br>26%       | 14<br>15%    | 21<br>12%   | 161<br>22%           | 2<br>17%              | 141<br>20% | 57<br>19%   | 62<br>19% | 62<br>20% | 75<br>21% | 25<br>19%      | 173<br>20%           | 66<br>16%  | 40<br>20%                         | 48<br>24%    | 37<br>12% | 37<br>34%        | 204<br>20% |
| Don't know                     | 71<br>7%         | 15<br>5%           | 17<br>7%  | 7<br>6%   | 33<br>7%         | 30<br>6%         | 14<br>3%       | 57<br>11%                 | 16<br>7%   | 40<br>6%     | 6<br>5%     | 13<br>3%   | -<br>-    | 13<br>3%          | 15<br>3%   | 28<br>10%       | 6<br>7%      | 22<br>13%   | 43<br>6%             | *<br>4%               | 61<br>9%   | 10<br>3%    | 26<br>8%  | 21<br>7%  | 24<br>7%  | 16<br>12%      | 62<br>7%             | 31<br>8%   | 9<br>5%                           | 14<br>7%     | 19<br>6%  | 8<br>7%          | 76<br>8%   |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 31

## Q.11 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?

Base : All respondents aged 18+

|   | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |            |            |           |            | Social Class |            |            |            |            |            | Unweighted 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  | 1001             | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170        | 185        | 171       | 224        | 98           | 291        | 269        | 194        | 247        | 560        | 441              | 1001       |
| Weighted Total  | 1001             | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190        | 169        | 151       | 205        | 88           | 268        | 288        | 209        | 236        | 556        | 445              | 1001       |
| I like Gordon Brown and I like the Labour Party               | 196<br>20%       | 106<br>21%              | 146<br>19% | 137<br>19% | 128<br>19% | 118<br>20% | 14<br>17%      | 97<br>20%  | 99<br>19%  | 69<br>24%  | 59<br>16%  | 68<br>19%  | 26<br>22% | 43<br>26% | 38<br>20%  | 21<br>12%  | 41<br>27% | 27<br>13%  | 12<br>14%    | 53<br>20%  | 52<br>18%  | 35<br>17%  | 56<br>24%  | 105<br>19% | 91<br>21%        | 187<br>19% |
| I like Gordon Brown but I do not like the Labour Party        | 152<br>15%       | 84<br>16%               | 125<br>16% | 118<br>16% | 111<br>16% | 98<br>17%  | 15<br>18%      | 70<br>15%  | 82<br>16%  | 46<br>16%  | 60<br>17%  | 47<br>13%  | 26<br>21% | 20<br>12% | 22<br>12%  | 38<br>22%  | 19<br>13% | 28<br>13%  | 7<br>8%      | 41<br>15%  | 40<br>14%  | 35<br>17%  | 37<br>16%  | 81<br>14%  | 72<br>16%        | 153<br>15% |
| I do not like Gordon Brown but I like the Labour Party        | 187<br>19%       | 89<br>17%               | 144<br>19% | 136<br>19% | 119<br>18% | 98<br>17%  | 7<br>8%        | 95<br>20%  | 92<br>18%  | 68<br>24%  | 68<br>19%  | 50<br>14%  | 27<br>23% | 41<br>25% | 32<br>17%  | 36<br>21%  | 23<br>15% | 28<br>13%  | 10<br>11%    | 61<br>23%  | 56<br>19%  | 35<br>17%  | 34<br>14%  | 117<br>21% | 69<br>16%        | 179<br>18% |
| I do not like Gordon Brown and I do not like the Labour Party | 416<br>42%       | 227<br>44%              | 323<br>42% | 314<br>43% | 291<br>43% | 253<br>43% | 33<br>40%      | 206<br>43% | 210<br>41% | 90<br>31%  | 156<br>43% | 170<br>48% | 39<br>32% | 50<br>31% | 87<br>46%  | 70<br>41%  | 62<br>41% | 109<br>53% | 54<br>61%    | 105<br>39% | 128<br>44% | 89<br>43%  | 95<br>40%  | 232<br>42% | 184<br>41%       | 429<br>43% |
| Don't know  | 49<br>5%         | 12<br>2%                | 25<br>3%   | 25<br>3%   | 22<br>3%   | 18<br>3%   | 13<br>15%      | 16<br>3%   | 33<br>6%   | 13<br>4%   | 16<br>4%   | 21<br>6%   | 3<br>2%   | 10<br>6%  | 11<br>6%   | 5<br>3%    | 7<br>4%   | 14<br>7%   | 5<br>6%      | 8<br>3%    | 13<br>4%   | 15<br>7%   | 14<br>6%   | 21<br>4%   | 29<br>6%         | 53<br>5%   |
| <b>Combinations - Summary</b>                                 |                  |                         |            |            |            |            |                |            |            |            |            |            |           |           |            |            |           |            |              |            |            |            |            |            |                  |            |
| <b>Like Gordon Brown</b>                                      | 349<br>35%       | 190<br>37%              | 271<br>36% | 255<br>35% | 239<br>36% | 216<br>37% | 29<br>36%      | 167<br>35% | 181<br>35% | 115<br>40% | 119<br>33% | 115<br>32% | 52<br>43% | 63<br>38% | 60<br>32%  | 59<br>35%  | 60<br>40% | 55<br>27%  | 19<br>22%    | 94<br>35%  | 92<br>32%  | 70<br>34%  | 93<br>39%  | 186<br>33% | 163<br>37%       | 340<br>34% |
| <b>Like the Labour Party</b>                                  | 383<br>38%       | 195<br>38%              | 290<br>38% | 273<br>37% | 247<br>37% | 216<br>37% | 21<br>26%      | 192<br>40% | 191<br>37% | 137<br>48% | 127<br>35% | 119<br>33% | 54<br>44% | 83<br>51% | 70<br>37%  | 57<br>34%  | 64<br>42% | 55<br>27%  | 21<br>25%    | 115<br>43% | 108<br>37% | 70<br>34%  | 90<br>38%  | 223<br>40% | 160<br>36%       | 366<br>37% |
| <b>Do not like Gordon Brown</b>                               | 603<br>60%       | 316<br>61%              | 467<br>61% | 450<br>62% | 409<br>61% | 351<br>60% | 40<br>49%      | 301<br>62% | 302<br>58% | 158<br>55% | 224<br>62% | 221<br>62% | 67<br>55% | 91<br>55% | 119<br>63% | 105<br>62% | 84<br>56% | 136<br>66% | 63<br>72%    | 166<br>62% | 184<br>64% | 124<br>59% | 129<br>55% | 350<br>63% | 253<br>57%       | 608<br>61% |
| <b>Do not like the Labour Party</b>                           | 569<br>57%       | 311<br>60%              | 448<br>59% | 432<br>59% | 401<br>60% | 352<br>60% | 48<br>59%      | 277<br>57% | 292<br>57% | 136<br>47% | 216<br>60% | 217<br>61% | 65<br>54% | 71<br>43% | 109<br>57% | 107<br>63% | 81<br>53% | 136<br>66% | 61<br>70%    | 145<br>54% | 168<br>58% | 124<br>59% | 132<br>56% | 313<br>56% | 256<br>57%       | 582<br>58% |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 32

## Q.11 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?

Base : All respondents aged 18+

|   | Total (Weighted) | Voting Voters only |            |           |                  |                  | Working status |                           | Government |              | Work sector |            |           |                   | Tenure     |                 |                |               |                      | Children in household |            | GOR Regions |            |            |            |                | Newspaper readership |            | Past vote (2005 General Election) |              |            | Unweighted Total |            |  |
|---|------------------|--------------------|------------|-----------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|------------|-----------|-------------------|------------|-----------------|----------------|---------------|----------------------|-----------------------|------------|-------------|------------|------------|------------|----------------|----------------------|------------|-----------------------------------|--------------|------------|------------------|------------|--|
|   |                  | Conservative       | Labour     | Lib Dem   | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private    | Voluntary | Private/Voluntary | Mortgage   | Owned out right | Private renter | Social renter | Total owner occupier | Other                 | None       | 1 or more   | North      | Midlands   | South      | Greater London | England              | Tabloid    | Broad sheet                       | Conservative | Labour     |                  | Lib Dems   |  |
| Unweighted Total  | 1001             | 308                | 253        | 125       | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291        | 12        | 303               | 371        | 383             | 106            | 127           | 754                  | 14                    | 724        | 273         | 337        | 308        | 356        | 120            | 851                  | 388        | 207                               | 230          | 282        | 114              | 1001       |  |
| Weighted Total  | 1001             | 295                | 260        | 131       | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446        | 16        | 462               | 451        | 273             | 94             | 172           | 724                  | 11                    | 691        | 306         | 334        | 311        | 357        | 128            | 864                  | 403        | 203                               | 205          | 304        | 108              | 1001       |  |
| I like Gordon Brown and I like the Labour Party               | 196<br>20%       | 4<br>1%            | 133<br>51% | 9<br>7%   | 148<br>32%       | 19<br>4%         | 103<br>22%     | 94<br>17%                 | 133<br>54% | 43<br>6%     | 23<br>20%   | 100<br>22% | 3<br>17%  | 103<br>22%        | 95<br>21%  | 31<br>12%       | 24<br>25%      | 45<br>26%     | 127<br>17%           | 1<br>11%              | 132<br>19% | 64<br>21%   | 82<br>25%  | 45<br>15%  | 69<br>19%  | 27<br>21%      | 153<br>18%           | 89<br>22%  | 29<br>14%                         | 3<br>2%      | 119<br>39% | 13<br>12%        | 187<br>19% |  |
| I like Gordon Brown but I do not like the Labour Party        | 152<br>15%       | 45<br>15%          | 29<br>11%  | 34<br>26% | 73<br>16%        | 89<br>18%        | 69<br>15%      | 83<br>15%                 | 37<br>15%  | 101<br>15%   | 20<br>17%   | 68<br>15%  | 1<br>5%   | 69<br>15%         | 75<br>17%  | 39<br>14%       | 16<br>17%      | 21<br>12%     | 114<br>16%           | 2<br>16%              | 99<br>14%  | 53<br>17%   | 37<br>11%  | 55<br>18%  | 61<br>17%  | 26<br>20%      | 131<br>15%           | 57<br>14%  | 45<br>22%                         | 32<br>15%    | 42<br>14%  | 22<br>20%        | 153<br>15% |  |
| I do not like Gordon Brown but I like the Labour Party        | 187<br>19%       | 33<br>11%          | 75<br>29%  | 30<br>23% | 116<br>25%       | 74<br>15%        | 94<br>20%      | 93<br>17%                 | 45<br>18%  | 116<br>17%   | 26<br>22%   | 92<br>21%  | 5<br>35%  | 98<br>21%         | 97<br>22%  | 38<br>14%       | 16<br>17%      | 35<br>20%     | 135<br>19%           | 1<br>10%              | 117<br>17% | 70<br>23%   | 79<br>24%  | 54<br>17%  | 54<br>15%  | 14<br>11%      | 164<br>19%           | 74<br>18%  | 37<br>18%                         | 8<br>4%      | 92<br>30%  | 22<br>20%        | 179<br>18% |  |
| I do not like Gordon Brown and I do not like the Labour Party | 416<br>42%       | 209<br>71%         | 20<br>8%   | 51<br>39% | 118<br>25%       | 307<br>61%       | 179<br>39%     | 238<br>44%                | 20<br>8%   | 389<br>58%   | 43<br>37%   | 172<br>39% | 3<br>17%  | 175<br>38%        | 171<br>38% | 147<br>54%      | 29<br>31%      | 63<br>37%     | 318<br>44%           | 6<br>55%              | 307<br>44% | 106<br>35%  | 117<br>35% | 141<br>45% | 158<br>44% | 55<br>43%      | 370<br>43%           | 165<br>41% | 84<br>41%                         | 159<br>78%   | 46<br>15%  | 44<br>41%        | 429<br>43% |  |
| Don't know  | 49<br>5%         | 4<br>1%            | 4<br>1%    | 6<br>5%   | 12<br>2%         | 12<br>2%         | 17<br>4%       | 33<br>6%                  | 10<br>4%   | 24<br>4%     | 5<br>5%     | 14<br>3%   | 4<br>26%  | 18<br>4%          | 12<br>3%   | 19<br>7%        | 10<br>11%      | 8<br>5%       | 30<br>4%             | 1<br>9%               | 37<br>5%   | 13<br>4%    | 18<br>5%   | 16<br>5%   | 15<br>4%   | 6<br>5%        | 45<br>5%             | 18<br>4%   | 8<br>4%                           | 2<br>1%      | 6<br>2%    | 7<br>6%          | 53<br>5%   |  |
| <b>Combinations - Summary</b>                                 |                  |                    |            |           |                  |                  |                |                           |            |              |             |            |           |                   |            |                 |                |               |                      |                       |            |             |            |            |            |                |                      |            |                                   |              |            |                  |            |  |
| <b>Like Gordon Brown</b>                                      | 349<br>35%       | 49<br>17%          | 162<br>62% | 43<br>33% | 221<br>47%       | 108<br>22%       | 172<br>37%     | 177<br>33%                | 170<br>69% | 144<br>21%   | 43<br>36%   | 168<br>38% | 4<br>22%  | 171<br>37%        | 170<br>38% | 70<br>26%       | 40<br>42%      | 66<br>38%     | 240<br>33%           | 3<br>27%              | 230<br>33% | 117<br>38%  | 119<br>36% | 100<br>32% | 129<br>36% | 53<br>41%      | 284<br>33%           | 147<br>36% | 74<br>36%                         | 35<br>17%    | 161<br>53% | 35<br>32%        | 340<br>34% |  |
| <b>Like the Labour Party</b>                                  | 383<br>38%       | 37<br>13%          | 207<br>80% | 39<br>30% | 264<br>57%       | 93<br>19%        | 196<br>43%     | 187<br>35%                | 178<br>72% | 159<br>24%   | 49<br>42%   | 192<br>43% | 8<br>52%  | 200<br>43%        | 192<br>43% | 69<br>25%       | 40<br>42%      | 80<br>46%     | 261<br>36%           | 2<br>21%              | 248<br>36% | 134<br>44%  | 161<br>48% | 99<br>32%  | 123<br>34% | 41<br>32%      | 318<br>37%           | 163<br>40% | 66<br>33%                         | 12<br>6%     | 211<br>69% | 35<br>32%        | 366<br>37% |  |
| <b>Do not like Gordon Brown</b>                               | 603<br>60%       | 242<br>82%         | 95<br>36%  | 82<br>62% | 234<br>50%       | 381<br>76%       | 272<br>59%     | 331<br>61%                | 65<br>26%  | 504<br>75%   | 69<br>59%   | 264<br>59% | 8<br>52%  | 273<br>59%        | 269<br>60% | 184<br>67%      | 44<br>47%      | 98<br>57%     | 453<br>63%           | 7<br>64%              | 424<br>61% | 176<br>58%  | 196<br>59% | 195<br>63% | 212<br>59% | 69<br>54%      | 535<br>62%           | 239<br>59% | 122<br>60%                        | 167<br>82%   | 137<br>45% | 66<br>61%        | 608<br>61% |  |
| <b>Do not like the Labour Party</b>                           | 569<br>57%       | 254<br>86%         | 49<br>19%  | 86<br>65% | 191<br>41%       | 396<br>79%       | 248<br>54%     | 321<br>59%                | 58<br>23%  | 489<br>73%   | 63<br>54%   | 240<br>54% | 3<br>22%  | 244<br>53%        | 246<br>55% | 186<br>68%      | 44<br>47%      | 84<br>49%     | 432<br>60%           | 8<br>70%              | 406<br>59% | 159<br>52%  | 154<br>46% | 196<br>63% | 219<br>61% | 81<br>64%      | 502<br>58%           | 222<br>55% | 129<br>64%                        | 190<br>93%   | 87<br>29%  | 66<br>61%        | 582<br>58% |  |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%



## Ipsos MORI Political Monitor - January 2010

Table 33

## Q.12 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base : All respondents aged 18+

|  | Total (Weighted) | Likelihood to vote      |            |            |            |            |                | Gender     |            | Age        |            |            |           |           |           |            |           |            | Social Class |            |            |            |            |            | Unweighted 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   | 1001             | 519                     | 766        | 729        | 679        | 584        | 86             | 465        | 536        | 251        | 355        | 395        | 108       | 143       | 170       | 185        | 171       | 224        | 98           | 291        | 269        | 194        | 247        | 560        | 441              | 1001       |
| Weighted Total   | 1001             | 517                     | 764        | 729        | 670        | 585        | 82             | 484        | 517        | 285        | 359        | 356        | 121       | 164       | 190       | 169        | 151       | 205        | 88           | 268        | 288        | 209        | 236        | 556        | 445              | 1001       |
| I like David Cameron and I like the Conservative Party               | 269<br>27%       | 162<br>31%              | 224<br>29% | 212<br>29% | 204<br>30% | 184<br>32% | 8<br>10%       | 117<br>24% | 153<br>30% | 75<br>26%  | 81<br>23%  | 113<br>32% | 37<br>31% | 38<br>23% | 49<br>26% | 32<br>19%  | 33<br>22% | 80<br>39%  | 38<br>44%    | 73<br>27%  | 86<br>30%  | 49<br>23%  | 61<br>26%  | 159<br>29% | 110<br>25%       | 283<br>28% |
| I like David Cameron but I do not like the Conservative Party        | 182<br>18%       | 86<br>17%               | 149<br>19% | 139<br>19% | 122<br>18% | 103<br>18% | 13<br>16%      | 107<br>22% | 76<br>15%  | 53<br>18%  | 71<br>20%  | 58<br>16%  | 22<br>18% | 31<br>19% | 33<br>17% | 39<br>23%  | 34<br>23% | 24<br>12%  | 8<br>9%      | 52<br>19%  | 56<br>19%  | 43<br>20%  | 32<br>14%  | 107<br>19% | 75<br>17%        | 181<br>18% |
| I do not like David Cameron but I like the Conservative Party        | 123<br>12%       | 58<br>11%               | 89<br>12%  | 85<br>12%  | 78<br>12%  | 64<br>11%  | 5<br>6%        | 64<br>13%  | 59<br>11%  | 34<br>12%  | 52<br>14%  | 36<br>10%  | 18<br>15% | 16<br>10% | 26<br>14% | 26<br>15%  | 15<br>10% | 22<br>10%  | 8<br>10%     | 40<br>15%  | 26<br>9%   | 29<br>14%  | 27<br>12%  | 66<br>12%  | 56<br>13%        | 115<br>11% |
| I do not like David Cameron and I do not like the Conservative Party | 338<br>34%       | 192<br>37%              | 259<br>34% | 250<br>34% | 233<br>35% | 210<br>36% | 34<br>42%      | 167<br>34% | 171<br>33% | 98<br>34%  | 126<br>35% | 114<br>32% | 36<br>30% | 62<br>38% | 62<br>32% | 64<br>38%  | 58<br>38% | 56<br>27%  | 21<br>24%    | 92<br>34%  | 96<br>33%  | 59<br>28%  | 91<br>39%  | 188<br>34% | 150<br>34%       | 325<br>32% |
| Don't know   | 89<br>9%         | 19<br>4%                | 43<br>6%   | 42<br>6%   | 34<br>5%   | 23<br>4%   | 22<br>27%      | 30<br>6%   | 58<br>11%  | 25<br>9%   | 29<br>8%   | 34<br>10%  | 8<br>6%   | 18<br>11% | 21<br>11% | 8<br>5%    | 11<br>7%  | 23<br>11%  | 12<br>14%    | 12<br>4%   | 23<br>8%   | 29<br>14%  | 24<br>10%  | 35<br>6%   | 54<br>12%        | 97<br>10%  |
| <b>Combinations - Summary</b>  |                  |                         |            |            |            |            |                |            |            |            |            |            |           |           |           |            |           |            |              |            |            |            |            |            |                  |            |
| <b>Like David Cameron</b>  | 452<br>45%       | 248<br>48%              | 373<br>49% | 352<br>48% | 325<br>49% | 288<br>49% | 20<br>25%      | 223<br>46% | 228<br>44% | 128<br>45% | 152<br>42% | 172<br>48% | 59<br>49% | 69<br>42% | 82<br>43% | 71<br>42%  | 68<br>45% | 104<br>51% | 46<br>53%    | 125<br>47% | 142<br>49% | 91<br>44%  | 94<br>40%  | 267<br>48% | 185<br>42%       | 464<br>46% |
| <b>Like the Conservative Party</b>                                   | 392<br>39%       | 220<br>42%              | 313<br>41% | 298<br>41% | 282<br>42% | 249<br>43% | 13<br>16%      | 180<br>37% | 212<br>41% | 109<br>38% | 133<br>37% | 150<br>42% | 55<br>46% | 54<br>33% | 75<br>39% | 58<br>34%  | 48<br>32% | 101<br>49% | 47<br>53%    | 113<br>42% | 112<br>39% | 78<br>37%  | 89<br>38%  | 226<br>41% | 167<br>37%       | 398<br>40% |
| <b>Do not like David Cameron</b>                                     | 461<br>46%       | 250<br>48%              | 348<br>46% | 336<br>46% | 311<br>46% | 275<br>47% | 39<br>48%      | 231<br>48% | 230<br>44% | 132<br>46% | 178<br>49% | 151<br>42% | 54<br>45% | 78<br>47% | 88<br>46% | 90<br>53%  | 73<br>48% | 78<br>38%  | 29<br>34%    | 132<br>49% | 123<br>43% | 88<br>42%  | 118<br>50% | 254<br>46% | 207<br>46%       | 440<br>44% |
| <b>Do not like the Conservative Party</b>                            | 520<br>52%       | 278<br>54%              | 408<br>53% | 390<br>53% | 355<br>53% | 313<br>54% | 47<br>57%      | 274<br>57% | 247<br>48% | 151<br>53% | 197<br>55% | 172<br>48% | 58<br>48% | 93<br>56% | 94<br>50% | 103<br>61% | 92<br>61% | 80<br>39%  | 29<br>33%    | 143<br>53% | 152<br>53% | 102<br>49% | 123<br>52% | 295<br>53% | 225<br>51%       | 506<br>51% |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 34

## Q.12 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base : All respondents aged 18+

|  | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                |              |             |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |  |
|--|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|----------------|--------------|-------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|--|
|  |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned outright | Private rent | Social rent | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |  |
| Unweighted Total   | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383            | 106          | 127         | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |  |
| Weighted Total   | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273            | 94           | 172         | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |  |
| I like David Cameron and I like the Conservative Party               | 269              | 185                | 19     | 19      | 54               | 220              | 114            | 156                       | 43         | 220          | 27          | 111     | 1         | 113               | 110      | 96             | 22           | 39          | 206                  | 3                     | 190  | 78          | 68    | 90       | 112   | 40             | 252                  | 124     | 60                                | 132          | 33     | 17               | 283      |  |
|  | 27%              | 63%                | 7%     | 14%     | 11%              | 44%              | 25%            | 29%                       | 18%        | 33%          | 23%         | 25%     | 6%        | 24%               | 24%      | 35%            | 24%          | 22%         | 28%                  | 25%                   | 28%  | 25%         | 20%   | 29%      | 31%   | 31%            | 29%                  | 31%     | 30%                               | 65%          | 11%    | 15%              | 28%      |  |
| I like David Cameron but I do not like the Conservative Party        | 182              | 33                 | 56     | 33      | 102              | 79               | 103            | 79                        | 50         | 107          | 28          | 94      | 3         | 97                | 103      | 42             | 17           | 21          | 145                  | -                     | 121  | 62          | 71    | 49       | 62    | 19             | 156                  | 71      | 39                                | 11           | 79     | 30               | 181      |  |
|  | 18%              | 11%                | 22%    | 25%     | 22%              | 16%              | 22%            | 15%                       | 20%        | 16%          | 24%         | 21%     | 21%       | 21%               | 23%      | 16%            | 18%          | 12%         | 20%                  | -                     | 17%  | 20%         | 21%   | 16%      | 18%   | 15%            | 18%                  | 18%     | 19%                               | 5%           | 26%    | 28%              | 18%      |  |
| I do not like David Cameron but I like the Conservative Party        | 123              | 59                 | 20     | 11      | 37               | 75               | 58             | 65                        | 21         | 89           | 11          | 54      | 4         | 58                | 52       | 37             | 10           | 22          | 89                   | 2                     | 85   | 37          | 30    | 37       | 55    | 17             | 108                  | 45      | 24                                | 39           | 20     | 5                | 115      |  |
|  | 12%              | 20%                | 8%     | 8%      | 8%               | 15%              | 13%            | 12%                       | 8%         | 13%          | 9%          | 12%     | 23%       | 13%               | 12%      | 14%            | 10%          | 13%         | 12%                  | 14%                   | 12%  | 12%         | 9%    | 12%      | 16%   | 13%            | 13%                  | 11%     | 12%                               | 19%          | 7%     | 4%               | 11%      |  |
| I do not like David Cameron and I do not like the Conservative Party | 338              | 9                  | 149    | 65      | 250              | 109              | 156            | 182                       | 115        | 198          | 38          | 160     | 4         | 163               | 159      | 69             | 35           | 74          | 227                  | 2                     | 234  | 102         | 132   | 107      | 100   | 41             | 273                  | 133     | 70                                | 15           | 152    | 51               | 325      |  |
|  | 34%              | 3%                 | 57%    | 49%     | 54%              | 22%              | 34%            | 34%                       | 47%        | 29%          | 33%         | 36%     | 24%       | 35%               | 35%      | 25%            | 37%          | 43%         | 31%                  | 20%                   | 34%  | 33%         | 39%   | 34%      | 28%   | 32%            | 32%                  | 33%     | 35%                               | 7%           | 50%    | 47%              | 32%      |  |
| Don't know   | 89               | 9                  | 16     | 4       | 25               | 17               | 30             | 59                        | 16         | 58           | 12          | 27      | 4         | 31                | 27       | 29             | 11           | 17          | 56                   | 5                     | 61   | 27          | 33    | 28       | 27    | 11             | 75                   | 30      | 10                                | 8            | 20     | 6                | 97       |  |
|  | 9%               | 3%                 | 6%     | 3%      | 5%               | 3%               | 6%             | 11%                       | 7%         | 9%           | 11%         | 6%      | 26%       | 7%                | 6%       | 11%            | 11%          | 10%         | 8%                   | 41%                   | 9%   | 9%          | 10%   | 9%       | 8%    | 9%             | 9%                   | 7%      | 5%                                | 4%           | 6%     | 5%               | 10%      |  |
| <b>Combinations - Summary</b>  |                  |                    |        |         |                  |                  |                |                           |            |              |             |         |           |                   |          |                |              |             |                      |                       |      |             |       |          |       |                |                      |         |                                   |              |        |                  |          |  |
| <b>Like David Cameron</b>  | 452              | 219                | 75     | 51      | 155              | 299              | 217            | 235                       | 93         | 326          | 55          | 205     | 4         | 210               | 213      | 138            | 39           | 59          | 351                  | 3                     | 311  | 140         | 138   | 139      | 174   | 59             | 408                  | 195     | 100                               | 143          | 112    | 47               | 464      |  |
|  | 45%              | 74%                | 29%    | 39%     | 33%              | 60%              | 47%            | 44%                       | 38%        | 49%          | 47%         | 46%     | 27%       | 45%               | 47%      | 51%            | 41%          | 34%         | 49%                  | 25%                   | 45%  | 46%         | 41%   | 45%      | 49%   | 46%            | 47%                  | 48%     | 49%                               | 70%          | 37%    | 43%              | 46%      |  |
| <b>Like the Conservative Party</b>                                   | 392              | 244                | 39     | 29      | 91               | 296              | 172            | 221                       | 64         | 309          | 38          | 166     | 5         | 170               | 162      | 133            | 32           | 60          | 295                  | 4                     | 275  | 115         | 98    | 127      | 167   | 57             | 360                  | 169     | 84                                | 171          | 54     | 21               | 398      |  |
|  | 39%              | 83%                | 15%    | 22%     | 19%              | 59%              | 37%            | 41%                       | 26%        | 46%          | 33%         | 37%     | 29%       | 37%               | 36%      | 49%            | 34%          | 35%         | 41%                  | 39%                   | 40%  | 38%         | 29%   | 41%      | 47%   | 44%            | 42%                  | 42%     | 41%                               | 84%          | 18%    | 20%              | 40%      |  |
| <b>Do not like David Cameron</b>                                     | 461              | 67                 | 169    | 75      | 287              | 184              | 214            | 246                       | 136        | 288          | 49          | 214     | 7         | 221               | 211      | 106            | 45           | 96          | 317                  | 4                     | 319  | 139         | 162   | 144      | 155   | 58             | 382                  | 179     | 94                                | 54           | 172    | 55               | 440      |  |
|  | 46%              | 23%                | 65%    | 57%     | 61%              | 37%              | 47%            | 46%                       | 55%        | 43%          | 42%         | 48%     | 47%       | 48%               | 47%      | 39%            | 47%          | 56%         | 44%                  | 34%                   | 46%  | 45%         | 49%   | 46%      | 43%   | 45%            | 44%                  | 44%     | 46%                               | 26%          | 57%    | 51%              | 44%      |  |
| <b>Do not like the Conservative Party</b>                            | 520              | 42                 | 205    | 97      | 351              | 188              | 259            | 261                       | 165        | 305          | 67          | 254     | 7         | 261               | 261      | 111            | 51           | 95          | 372                  | 2                     | 354  | 164         | 202   | 156      | 162   | 60             | 429                  | 204     | 110                               | 26           | 231    | 81               | 506      |  |
|  | 52%              | 14%                | 79%    | 74%     | 75%              | 38%              | 56%            | 48%                       | 67%        | 45%          | 57%         | 57%     | 45%       | 56%               | 58%      | 41%            | 55%          | 55%         | 51%                  | 20%                   | 51%  | 54%         | 61%   | 50%      | 45%   | 47%            | 50%                  | 51%     | 54%                               | 13%          | 76%    | 75%              | 51%      |  |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 35  
 - 2005 GENERAL ELECTION -  
 Q.13 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

|                              | Total (Weighted) | Likelihood to vote      |           |           |           |           |                | Gender |        | Age   |       |     |       |       |       |       |       |     | Social Class |     |     |     |     |      | Unweighted 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             | 1001             | 519                     | 766       | 729       | 679       | 584       | 86             | 465    | 536    | 251   | 355   | 395 | 108   | 143   | 170   | 185   | 171   | 224 | 98           | 291 | 269 | 194 | 247 | 560  | 441              | 1001 |
| Weighted Total               | 1001             | 517                     | 764       | 729       | 670       | 585       | 82             | 484    | 517    | 285   | 359   | 356 | 121   | 164   | 190   | 169   | 151   | 205 | 88           | 268 | 288 | 209 | 236 | 556  | 445              | 1001 |
| Conservative                 | 205              | 144                     | 186       | 186       | 180       | 165       | 4              | 89     | 116    | 26    | 71    | 107 | 8     | 18    | 34    | 38    | 31    | 76  | 36           | 64  | 63  | 36  | 42  | 127  | 78               | 230  |
|                              | 20%              | 28%                     | 24%       | 25%       | 27%       | 28%       | 5%             | 18%    | 22%    | 9%    | 20%   | 30% | 6%    | 11%   | 18%   | 22%   | 20%   | 37% | 42%          | 24% | 22% | 17% | 18% | 23%  | 18%              | 23%  |
| Labour                       | 304              | 204                     | 267       | 258       | 240       | 218       | 5              | 164    | 140    | 68    | 126   | 111 | 13    | 55    | 57    | 69    | 65    | 46  | 14           | 84  | 89  | 60  | 71  | 173  | 131              | 282  |
|                              | 30%              | 39%                     | 35%       | 35%       | 36%       | 37%       | 6%             | 34%    | 27%    | 24%   | 35%   | 31% | 11%   | 33%   | 30%   | 41%   | 43%   | 23% | 16%          | 31% | 31% | 29% | 30% | 31%  | 30%              | 28%  |
| Lib Dems                     | 108              | 65                      | 92        | 89        | 88        | 75        | 6              | 57     | 51     | 16    | 42    | 50  | 3     | 13    | 23    | 19    | 22    | 28  | 15           | 33  | 35  | 16  | 24  | 68   | 40               | 114  |
|                              | 11%              | 13%                     | 12%       | 12%       | 13%       | 13%       | 7%             | 12%    | 10%    | 5%    | 12%   | 14% | 3%    | 8%    | 12%   | 11%   | 15%   | 14% | 17%          | 12% | 12% | 8%  | 10% | 12%  | 9%               | 11%  |
| Scottish/Welsh nationalist   | 14               | 9                       | 14        | 12        | 12        | 12        | *              | 9      | 5      | 2     | 8     | 4   | 2     | -     | 3     | 6     | 3     | 1   | 1            | 3   | 1   | 4   | 6   | 4    | 10               | 14   |
|                              | 1%               | 2%                      | 2%        | 2%        | 2%        | 2%        | *              | 2%     | 1%     | 1%    | 2%    | 1%  | 2%    | -     | 1%    | 3%    | 2%    | 1%  | 1%           | 1%  | *   | 2%  | 3%  | 1%   | 2%               | 1%   |
| UKIP - UK Independence Party | 10               | 9                       | 10        | 10        | 10        | 9         | -              | 8      | 3      | 1     | 2     | 7   | -     | 1     | 1     | 1     | 3     | 5   | 1            | 1   | 4   | 1   | 5   | 5    | 5                | 15   |
|                              | 1%               | 2%                      | 1%        | 1%        | 1%        | 2%        | -              | 2%     | *      | *     | 1%    | 2%  | -     | *     | *     | 1%    | 2%    | 2%  | 2%           | 1%  | 1%  | *   | 2%  | 1%   | 1%               | 1%   |
| Green                        | 13               | 12                      | 13        | 13        | 13        | 13        | 1              | 2      | 12     | 5     | 7     | 1   | -     | 5     | 5     | 2     | 1     | *   | -            | 4   | 7   | 2   | *   | 11   | 2                | 12   |
|                              | 1%               | 2%                      | 2%        | 2%        | 2%        | 2%        | 1%             | *      | 2%     | 2%    | 2%    | *   | -     | 3%    | 3%    | 1%    | *     | -   | -            | 2%  | 2%  | 1%  | *   | 2%   | 1%               | 1%   |
| BNP - British National Party | 7                | 5                       | 7         | 7         | 7         | 7         | -              | 7      | -      | 2     | 4     | 2   | 2     | -     | *     | 3     | 2     | -   | -            | 1   | 1   | 3   | 2   | 2    | 5                | 6    |
|                              | 1%               | 1%                      | 1%        | 1%        | 1%        | 1%        | -              | 2%     | -      | 1%    | 1%    | *   | 2%    | -     | *     | 2%    | 1%    | -   | -            | 1%  | *   | 2%  | 1%  | *    | 1%               | 1%   |
| Other                        | 9                | 5                       | 9         | 9         | 8         | 6         | *              | 6      | 3      | 2     | 2     | 5   | *     | 2     | 1     | 1     | 3     | 2   | 1            | 5   | 2   | -   | 3   | 7    | 3                | 13   |
|                              | 1%               | 1%                      | 1%        | 1%        | 1%        | 1%        | *              | 1%     | 1%     | 1%    | 1%    | 1%  | *     | 1%    | 1%    | 1%    | 2%    | 1%  | 1%           | 2%  | 1%  | -   | 1%  | 1%   | 1%               | 1%   |
| Did not vote                 | 208              | 26                      | 87        | 73        | 56        | 33        | 58             | 87     | 121    | 97    | 70    | 41  | 38    | 59    | 51    | 19    | 15    | 25  | 7            | 42  | 56  | 58  | 52  | 97   | 110              | 204  |
|                              | 21%              | 5%                      | 11%       | 10%       | 8%        | 6%        | 71%            | 18%    | 23%    | 34%   | 20%   | 11% | 31%   | 36%   | 27%   | 11%   | 10%   | 12% | 8%           | 16% | 19% | 28% | 22% | 18%  | 25%              | 20%  |
| Too young                    | 44               | 6                       | 19        | 15        | 11        | 8         | 7              | 25     | 19     | 44    | -     | -   | 44    | -     | -     | -     | -     | -   | -            | 7   | 13  | 11  | 12  | 20   | 24               | 37   |
|                              | 4%               | 1%                      | 2%        | 2%        | 2%        | 1%        | 8%             | 5%     | 4%     | 15%   | -     | -   | 36%   | -     | -     | -     | -     | -   | -            | 3%  | 5%  | 5%  | 5%  | 4%   | 5%               | 4%   |
| Can't remember               | 58               | 19                      | 43        | 42        | 30        | 25        | 1              | 22     | 36     | 24    | 20    | 14  | 11    | 13    | 12    | 8     | 4     | 10  | 8            | 16  | 17  | 12  | 13  | 33   | 25               | 53   |
|                              | 6%               | 4%                      | 6%        | 6%        | 5%        | 4%        | 2%             | 5%     | 7%     | 8%    | 6%    | 4%  | 9%    | 8%    | 6%    | 5%    | 3%    | 5%  | 9%           | 6%  | 6%  | 6%  | 5%  | 6%   | 6%               | 5%   |
| Refused                      | 20               | 12                      | 16        | 16        | 15        | 14        | -              | 10     | 10     | -     | 6     | 14  | -     | -     | 3     | 3     | 2     | 12  | 4            | 8   | 1   | 6   | 6   | 9    | 11               | 21   |
|                              | 2%               | 2%                      | 2%        | 2%        | 2%        | 2%        | -              | 2%     | 2%     | -     | 2%    | 4%  | -     | -     | 1%    | 2%    | 1%    | 6%  | 5%           | 3%  | *   | 3%  | 2%  | 2%   | 2%               | 2%   |

Fieldwork dates : 26th to 28th January 2010  
 Sector weight & standard weights applied  
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2010/01 & J38671x0  
 \* = Less than 0.5%

## Ipsos MORI Political Monitor - January 2010

Table 36

- 2005 GENERAL ELECTION -

Q.13 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

|                              | Total (Weighted) | Voting Voters only |        |         |                  |                  | Working status |                           | Government |              | Work sector |         |           |                   | Tenure   |                 |              |             |                      | Children in household |      | GOR Regions |       |          |       |                | Newspaper readership |         | Past vote (2005 General Election) |              |        | Unweighted Total |          |
|------------------------------|------------------|--------------------|--------|---------|------------------|------------------|----------------|---------------------------|------------|--------------|-------------|---------|-----------|-------------------|----------|-----------------|--------------|-------------|----------------------|-----------------------|------|-------------|-------|----------|-------|----------------|----------------------|---------|-----------------------------------|--------------|--------|------------------|----------|
|                              |                  | Conservative       | Labour | Lib Dem | Not Conservative | Not Labour (all) | Full-time      | Not full-time/Not working | Satisfied  | Dissatisfied | Public      | Private | Voluntary | Private/Voluntary | Mortgage | Owned out right | Private rent | Social rent | Total owner occupier | Other                 | None | 1 or more   | North | Midlands | South | Greater London | England              | Tabloid | Broad sheet                       | Conservative | Labour |                  | Lib Dems |
| Unweighted Total             | 1001             | 308                | 253    | 125     | 454              | 509              | 405            | 596                       | 250        | 669          | 257         | 291     | 12        | 303               | 371      | 383             | 106          | 127         | 754                  | 14                    | 724  | 273         | 337   | 308      | 356   | 120            | 851                  | 388     | 207                               | 230          | 282    | 114              | 1001     |
| Weighted Total               | 1001             | 295                | 260    | 131     | 466              | 501              | 461            | 540                       | 245        | 672          | 117         | 446     | 16        | 462               | 451      | 273             | 94           | 172         | 724                  | 11                    | 691  | 306         | 334   | 311      | 357   | 128            | 864                  | 403     | 203                               | 205          | 304    | 108              | 1001     |
| Conservative                 | 205              | 166                | 2      | 11      | 21               | 185              | 71             | 133                       | 14         | 185          | 19          | 70      | 2         | 72                | 82       | 86              | 8            | 26          | 167                  | 3                     | 169  | 35          | 50    | 55       | 100   | 32             | 195                  | 95      | 49                                | 205          | -      | -                | 230      |
|                              | 20%              | 56%                | 1%     | 8%      | 4%               | 37%              | 15%            | 25%                       | 6%         | 27%          | 16%         | 16%     | 11%       | 16%               | 18%      | 31%             | 9%           | 15%         | 23%                  | 26%                   | 24%  | 11%         | 15%   | 18%      | 28%   | 25%            | 23%                  | 24%     | 24%                               | 100%         | -      | -                | 23%      |
| Labour                       | 304              | 43                 | 187    | 21      | 223              | 79               | 174            | 130                       | 113        | 167          | 40          | 162     | 5         | 167               | 173      | 52              | 21           | 57          | 225                  | 1                     | 194  | 111         | 118   | 100      | 87    | 39             | 255                  | 148     | 61                                | -            | 304    | -                | 282      |
|                              | 30%              | 15%                | 72%    | 16%     | 48%              | 16%              | 38%            | 24%                       | 46%        | 25%          | 34%         | 36%     | 30%       | 36%               | 38%      | 19%             | 23%          | 33%         | 31%                  | 13%                   | 28%  | 36%         | 35%   | 32%      | 24%   | 30%            | 29%                  | 37%     | 30%                               | -            | 100%   | -                | 28%      |
| Lib Dems                     | 108              | 14                 | 10     | 68      | 81               | 85               | 51             | 57                        | 23         | 75           | 15          | 48      | 5         | 52                | 49       | 40              | 7            | 11          | 89                   | *                     | 84   | 24          | 32    | 28       | 48    | 12             | 93                   | 22      | 34                                | -            | -      | 108              | 114      |
|                              | 11%              | 5%                 | 4%     | 52%     | 17%              | 17%              | 11%            | 11%                       | 9%         | 11%          | 13%         | 11%     | 29%       | 11%               | 11%      | 15%             | 8%           | 6%          | 12%                  | 2%                    | 12%  | 8%          | 10%   | 9%       | 14%   | 10%            | 11%                  | 5%      | 17%                               | -            | -      | 100%             | 11%      |
| Scottish/Welsh nationalist   | 14               | -                  | 2      | -       | 14               | 12               | 10             | 4                         | 5          | 5            | 1           | 9       | 1         | 10                | 1        | 6               | *            | 6           | 8                    | -                     | 13   | 1           | 13    | 1        | -     | -              | -                    | 9       | 2                                 | -            | -      | -                | 14       |
|                              | 1%               | -                  | 1%     | -       | 3%               | 2%               | 2%             | 1%                        | 2%         | 1%           | 1%          | 2%      | 7%        | 2%                | *        | 2%              | *            | 3%          | 1%                   | -                     | 2%   | *           | 4%    | *        | -     | -              | -                    | 2%      | 1%                                | -            | -      | -                | 1%       |
| UKIP - UK Independence Party | 10               | 3                  | 1      | 1       | 7                | 8                | 1              | 9                         | 1          | 10           | 1           | -       | -         | -                 | 1        | 7               | 1            | 2           | 8                    | -                     | 9    | 1           | 2     | 5        | 4     | *              | 10                   | 4       | 1                                 | -            | -      | -                | 15       |
|                              | 1%               | 1%                 | *      | 1%      | 1%               | 2%               | *              | 2%                        | *          | 1%           | 1%          | -       | -         | -                 | *        | 2%              | 1%           | 1%          | 1%                   | -                     | 1%   | *           | 1%    | 2%       | 1%    | *              | 1%                   | 1%      | *                                 | -            | -      | -                | 1%       |
| Green                        | 13               | 3                  | -      | 1       | 9                | 13               | 7              | 7                         | 1          | 12           | 1           | 7       | -         | 7                 | 9        | 3               | 1            | 1           | 12                   | -                     | 8    | 5           | 5     | 4        | 5     | 3              | 13                   | 2       | 10                                | -            | -      | -                | 12       |
|                              | 1%               | 1%                 | -      | 1%      | 2%               | 2%               | 1%             | 1%                        | 1%         | 2%           | 1%          | 2%      | -         | 2%                | 2%       | 1%              | 1%           | *           | 2%                   | -                     | 1%   | 2%          | 1%    | 1%       | 1%    | 2%             | 2%                   | *       | 5%                                | -            | -      | -                | 1%       |
| BNP - British National Party | 7                | -                  | -      | -       | -                | 6                | 2              | -                         | 7          | 1            | 5           | -       | 5         | 6                 | 2        | -               | -            | 7           | -                    | -                     | 4    | 4           | 4     | 4        | -     | 7              | 4                    | 1       | -                                 | -            | -      | 6                |          |
|                              | 1%               | -                  | -      | -       | -                | 1%               | *              | -                         | 1%         | 1%           | 1%          | -       | 1%        | 1%                | 1%       | -               | -            | 1%          | -                    | -                     | 1%   | 1%          | 1%    | 1%       | -     | 1%             | 1%                   | 1%      | 1%                                | -            | -      | 1%               |          |
| Other                        | 9                | 1                  | 3      | *       | 7                | 5                | 5              | 5                         | 2          | 7            | 2           | 3       | -         | 3                 | 5        | 3               | *            | 1           | 7                    | 1                     | 6    | 3           | 4     | 5        | *     | -              | 5                    | 1       | 4                                 | -            | -      | 13               |          |
|                              | 1%               | *                  | 1%     | *       | 2%               | 1%               | 1%             | 1%                        | 1%         | 1%           | 2%          | 1%      | -         | 1%                | 1%       | *               | 1%           | 1%          | 1%                   | 8%                    | 1%   | 1%          | 1%    | 2%       | *     | -              | 1%                   | *       | 2%                                | -            | -      | 1%               |          |
| Did not vote                 | 208              | 42                 | 35     | 13      | 61               | 68               | 100            | 108                       | 48         | 136          | 25          | 99      | -         | 99                | 77       | 41              | 43           | 42          | 118                  | 4                     | 126  | 80          | 74    | 73       | 61    | 23             | 173                  | 74      | 20                                | -            | -      | -                | 204      |
|                              | 21%              | 14%                | 14%    | 10%     | 13%              | 13%              | 22%            | 20%                       | 20%        | 21%          | 22%         | -       | 21%       | 17%               | 15%      | 46%             | 24%          | 16%         | 37%                  | -                     | 18%  | 26%         | 22%   | 23%      | 17%   | 18%            | 20%                  | 18%     | 10%                               | -            | -      | -                | 20%      |
| Too young                    | 44               | 9                  | 7      | 8       | 16               | 19               | 12             | 32                        | 18         | 23           | 3           | 22      | -         | 22                | 14       | 12              | 7            | 10          | 26                   | 1                     | 27   | 15          | 12    | 13       | 18    | 5              | 42                   | 19      | 7                                 | -            | -      | -                | 37       |
|                              | 4%               | 3%                 | 3%     | 6%      | 4%               | 4%               | 3%             | 6%                        | 7%         | 3%           | 3%          | 5%      | -         | 5%                | 3%       | 4%              | 7%           | 6%          | 4%                   | 10%                   | 4%   | 5%          | 4%    | 4%       | 5%    | 4%             | 5%                   | 5%      | 3%                                | -            | -      | -                | 4%       |
| Can't remember               | 58               | 12                 | 13     | 4       | 23               | 22               | 18             | 40                        | 15         | 33           | 7           | 17      | 3         | 21                | 28       | 12              | 5            | 12          | 41                   | 1                     | 33   | 25          | 17    | 14       | 27    | 9              | 53                   | 16      | 7                                 | -            | -      | -                | 53       |
|                              | 6%               | 4%                 | 5%     | 3%      | 5%               | 4%               | 4%             | 7%                        | 6%         | 5%           | 6%          | 4%      | 22%       | 4%                | 6%       | 5%              | 5%           | 7%          | 6%                   | 5%                    | 5%   | 8%          | 5%    | 4%       | 8%    | 7%             | 6%                   | 4%      | 3%                                | -            | -      | -                | 5%       |
| Refused                      | 20               | 1                  | *      | 3       | 4                | 5                | 7              | 13                        | 5          | 12           | 3           | 5       | -         | 5                 | 6        | 10              | -            | 5           | 15                   | -                     | 18   | 2           | 4     | 10       | 6     | 4              | 18                   | 8       | 7                                 | -            | -      | -                | 21       |
|                              | 2%               | *                  | *      | 2%      | 1%               | 1%               | 1%             | 2%                        | 2%         | 2%           | 2%          | 1%      | -         | 1%                | 1%       | 4%              | -            | 3%          | 2%                   | -                     | 3%   | 1%          | 1%    | 3%       | 2%    | 3%             | 2%                   | 2%      | 3%                                | -            | -      | -                | 2%       |

Fieldwork dates : 26th to 28th January 2010

Sector weight &amp; standard weights applied

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

Source : Ipsos MORI J2010/01 &amp; J38671x0

\*Less than 0.5%