

## Ipsos MORI Political Monitor - January 2010

Table 1

**Q.1 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)	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 44%	251 48%	361 47%	345 47%	316 47%	279 48%	21 26%	247 51%	197 38%	140 49%	150 42%	154 43%	57 47%	82 50%	78 41%	72 42%	72 47%	82 40%	35 40%	138 51%	124 43%	89 43%	92 39%	262 47%	181 41%	451 45%
Stay the same	284 28%	133 26%	214 28%	202 28%	189 28%	160 27%	19 24%	121 25%	162 31%	89 31%	106 29%	89 25%	38 31%	52 31%	64 34%	42 25%	32 21%	57 28%	28 32%	73 27%	87 30%	55 27%	68 29%	160 29%	124 28%	281 28%
Get worse	239 24%	115 22%	166 22%	159 22%	145 22%	127 22%	34 42%	102 21%	137 26%	52 18%	98 27%	89 25%	22 18%	30 18%	45 24%	53 31%	40 26%	50 24%	18 21%	52 19%	69 24%	56 27%	62 26%	121 22%	118 26%	233 23%

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 2  
**Q.1 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%	28%	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%

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 3

**Q2. How important is it to you personally who wins the next General Election?**

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
Very important	398 40%	299 58%	364 48%	360 49%	345 52%	329 56%	10 12%	179 37%	219 42%	76 27%	141 39%	182 51%	20 16%	56 34%	70 37%	70 42%	80 53%	102 50%	52 59%	103 38%	127 44%	75 36%	94 40%	230 41%	169 38%	385 38%
Fairly important	303 30%	148 29%	254 33%	236 32%	213 32%	171 29%	4 5%	151 31%	152 29%	111 39%	108 30%	84 24%	53 44%	58 36%	52 27%	55 33%	35 23%	49 24%	17 19%	99 37%	89 31%	55 26%	60 26%	188 34%	115 26%	301 30%
Not very important	181 18%	53 10%	110 14%	101 14%	82 12%	64 11%	13 15%	90 19%	90 17%	62 22%	68 19%	50 14%	27 23%	35 21%	44 23%	24 14%	21 14%	30 15%	9 11%	47 18%	44 15%	42 20%	47 20%	91 16%	89 20%	182 18%
Not at all important	89 9%	12 2%	22 3%	19 3%	17 3%	15 3%	51 62%	49 10%	40 8%	25 9%	34 10%	29 8%	15 12%	11 6%	18 10%	16 9%	12 8%	17 8%	6 6%	11 4%	19 7%	30 14%	28 12%	31 6%	58 13%	94 9%
No opinion	30 3%	5 1%	14 2%	13 2%	12 2%	6 1%	5 6%	15 3%	15 3%	11 4%	9 3%	10 3%	6 5%	4 3%	6 3%	3 2%	3 2%	7 2%	4 5%	7 3%	9 3%	7 3%	7 3%	16 3%	14 3%	39 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 4

## Q2. 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 40%	136 46%	130 50%	43 33%	203 44%	209 42%	172 37%	227 42%	101 41%	286 42%	41 35%	174 39%	7 46%	182 39%	185 41%	119 44%	29 31%	62 36%	304 42%	4 32%	291 42%	104 34%	128 38%	124 40%	146 41%	57 44%	361 42%	169 42%	112 55%	149 49%	42 39%	385 38%	
Fairly important	303 30%	106 36%	73 28%	53 40%	150 32%	184 37%	150 33%	153 28%	71 29%	205 30%	34 29%	150 34%	5 32%	155 34%	146 32%	82 30%	27 29%	47 27%	227 31%	2 21%	200 29%	103 34%	92 28%	91 29%	120 34%	50 39%	263 30%	126 31%	60 30%	62 30%	86 28%	37 34%	301 30%
Not very important	181 18%	38 13%	43 17%	27 21%	85 18%	80 16%	83 18%	98 18%	48 19%	102 15%	27 23%	71 16%	3 22%	75 16%	80 18%	43 16%	20 21%	36 21%	123 17%	2 14%	113 16%	68 22%	73 22%	53 17%	55 15%	9 7%	147 17%	77 19%	23 11%	22 11%	59 19%	19 18%	182 18%
Not at all important	89 9%	5 2%	8 3%	6 4%	17 4%	14 3%	44 9%	45 8%	20 8%	58 9%	9 8%	40 9%	- -	40 9%	30 7%	21 8%	14 14%	21 12%	50 7%	3 29%	70 10%	19 6%	31 9%	31 10%	26 7%	9 7%	68 8%	19 5%	5 3%	4 2%	8 3%	8 8%	94 9%
No opinion	30 3%	9 3%	6 2%	3 2%	11 2%	14 3%	12 3%	18 3%	6 2%	21 3%	6 5%	11 2%	- -	11 2%	11 2%	8 3%	5 5%	6 3%	19 3%	* 4%	18 3%	12 4%	9 3%	12 4%	9 3%	3 3%	26 3%	13 3%	3 2%	5 2%	2 1%	2 2%	39 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 5

**Q.3 From what you know, which one of the following statements best describes your own view?**

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
The recovery from recession is well underway	123 12%	64 12%	93 12%	88 12%	80 12%	68 12%	8 10%	66 14%	57 11%	51 18%	28 8%	43 12%	25 21%	26 16%	15 8%	13 8%	15 10%	28 14%	17 19%	37 14%	42 14%	21 10%	23 10%	79 14%	44 10%	116 12%
The recession is over in Britain	84 8%	52 10%	70 9%	65 9%	61 9%	54 9%	4 4%	57 12%	27 5%	28 10%	36 10%	21 6%	7 6%	20 12%	21 11%	14 8%	11 8%	9 5%	2 3%	37 14%	28 10%	12 6%	7 3%	64 12%	20 4%	78 8%
The recession in Britain is not over yet	642 64%	330 64%	491 64%	469 64%	434 65%	379 65%	51 63%	289 60%	353 68%	163 57%	254 71%	225 63%	72 59%	91 56%	133 70%	120 71%	99 66%	126 62%	48 55%	168 63%	187 65%	136 65%	151 64%	355 64%	287 65%	657 66%
Britain is still in deep recession	127 13%	63 12%	101 13%	98 13%	86 13%	75 13%	14 17%	60 12%	67 13%	37 13%	39 11%	51 14%	13 11%	24 14%	18 9%	21 13%	20 13%	31 15%	11 12%	21 8%	31 11%	34 16%	42 18%	51 9%	75 17%	123 12%
Don't know	25 3%	8 2%	10 1%	10 1%	9 1%	9 2%	5 6%	13 3%	12 2%	7 2%	3 1%	16 5%	3 3%	3 2%	2 1%	* *	6 4%	11 5%	10 11%	5 2%	1 *	6 3%	13 6%	6 1%	19 4%	27 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 6

## Q.3 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 12%	29 10%	46 18%	16 13%	66 14%	49 10%	57 12%	66 12%	55 22%	55 8%	13 11%	58 13%	1 8%	59 13%	51 11%	30 11%	16 17%	25 14%	81 11%	1 12%	85 12%	36 12%	38 11%	34 11%	51 14%	15 12%	110 13%	54 13%	34 17%	24 12%	42 14%	14 13%	116 12%
The recession is over in Britain	84 8%	20 7%	32 12%	15 12%	54 11%	42 8%	55 12%	29 5%	32 13%	46 7%	9 8%	54 12%	2 11%	56 12%	54 12%	19 7%	7 8%	4 2%	73 10%	* 2%	53 8%	30 10%	40 12%	20 6%	23 7%	12 10%	76 9%	24 6%	18 9%	8 4%	36 12%	17 16%	78 8%
The recession in Britain is not over yet	642 64%	208 70%	143 55%	86 66%	282 60%	347 69%	290 63%	352 65%	127 52%	463 69%	78 67%	286 64%	6 40%	292 63%	292 65%	184 67%	56 59%	104 60%	476 66%	7 66%	446 65%	194 63%	199 60%	210 68%	233 65%	79 61%	549 64%	250 62%	134 66%	143 70%	188 62%	59 55%	657 66%
Britain is still in deep recession	127 13%	37 12%	34 13%	11 9%	52 11%	54 11%	51 11%	75 14%	22 9%	97 14%	14 12%	45 10%	4 24%	49 11%	50 11%	31 11%	14 15%	29 17%	82 11%	2 15%	85 12%	42 14%	47 14%	43 14%	37 10%	16 12%	106 12%	64 16%	16 8%	28 14%	36 12%	11 10%	123 12%
Don't know	25 3%	1 *	4 2%	2 1%	13 3%	10 2%	7 1%	19 3%	10 4%	11 2%	2 2%	4 1%	3 16%	6 1%	3 1%	9 3%	1 1%	12 7%	12 2%	1 5%	21 3%	4 1%	9 3%	4 1%	12 3%	6 5%	22 3%	11 3%	1 *	2 1%	3 1%	6 6%	27 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 7  
**Q4 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)	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 2%	8 1%	9 1%	8 1%	8 1%	8 1%	3 4%	9 2%	7 1%	6 2%	2 1%	7 2%	4 3%	3 2%	1 1%	1 1%	3 2%	4 2%	1 1%	1 *	3 1%	8 4%	4 2%	4 1%	12 3%	16 2%
Over six months to one year	75 7%	31 6%	54 7%	48 7%	42 6%	34 6%	7 8%	36 7%	39 7%	29 10%	25 7%	21 6%	13 11%	16 10%	16 8%	9 5%	8 5%	13 6%	7 7%	18 7%	18 6%	22 11%	17 7%	35 6%	40 9%	81 8%
Over one to two years	237 24%	118 23%	177 23%	168 23%	149 22%	135 23%	13 16%	110 23%	126 24%	71 25%	89 25%	77 22%	30 25%	41 25%	49 26%	41 24%	35 23%	42 21%	20 23%	73 27%	60 21%	55 26%	49 21%	133 24%	103 23%	242 24%
Over two to three years	229 23%	130 25%	175 23%	174 24%	159 24%	141 24%	13 16%	122 25%	106 21%	70 24%	93 26%	66 19%	32 27%	37 23%	43 23%	50 29%	37 24%	29 14%	8 10%	61 23%	74 26%	37 18%	57 24%	135 24%	93 21%	205 20%
Over three years to five years	176 18%	92 18%	143 19%	137 19%	123 18%	106 18%	14 17%	84 17%	92 18%	44 16%	66 18%	66 18%	16 13%	28 17%	33 17%	33 19%	29 19%	37 18%	15 17%	42 16%	60 21%	34 16%	39 17%	102 18%	74 17%	177 18%
Over five years	198 20%	103 20%	159 21%	147 20%	144 22%	119 20%	21 26%	98 20%	101 19%	51 18%	69 19%	78 22%	19 15%	32 20%	38 20%	32 19%	30 20%	48 23%	20 23%	57 21%	58 20%	40 19%	42 18%	116 21%	83 19%	204 20%
Don't know	71 7%	36 7%	47 6%	47 6%	45 7%	41 7%	11 13%	25 5%	46 9%	14 5%	15 4%	42 12%	7 6%	7 4%	11 6%	5 3%	10 7%	32 15%	17 19%	16 6%	15 5%	13 6%	28 12%	31 6%	40 9%	76 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 8  
**Q4 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 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
Under six months	16	2	7	-	8	3	2	14	11	4	1	2	-	2	-	1	3	10	1	1	15	1	5	2	8	4	15	10	1	3	6	1	16
	2%	1%	3%	-	2%	1%	*	3%	5%	1%	1%	1%	-	*	-	1%	3%	6%	*	12%	2%	*	2%	1%	2%	3%	2%	3%	1%	2%	2%	1%	2%
Over six months to one year	75	20	23	8	34	32	39	36	27	44	13	33	-	33	34	15	9	14	50	2	47	27	27	19	28	7	64	33	9	10	27	5	81
	7%	7%	9%	6%	7%	6%	8%	7%	11%	6%	11%	7%	-	7%	8%	6%	10%	8%	7%	21%	7%	9%	8%	6%	8%	5%	7%	8%	5%	5%	9%	5%	8%
Over one to two years	237	79	58	40	109	131	108	128	76	152	34	101	3	104	108	60	23	45	168	2	142	95	76	90	70	19	203	105	48	51	77	22	242
	24%	27%	22%	30%	23%	26%	24%	24%	31%	23%	29%	23%	19%	22%	24%	22%	24%	26%	23%	15%	21%	31%	23%	29%	20%	15%	23%	26%	24%	25%	25%	20%	24%
Over two to three years	229	75	70	21	111	115	128	101	59	148	24	130	6	136	119	51	24	33	170	2	163	66	83	58	88	26	197	86	51	41	80	17	205
	23%	25%	27%	16%	24%	23%	28%	19%	24%	22%	20%	29%	37%	29%	26%	19%	25%	19%	24%	14%	24%	22%	25%	19%	25%	20%	23%	21%	25%	20%	26%	16%	20%
Over three years to five years	176	48	43	19	73	78	83	93	33	127	21	91	3	93	84	47	15	28	131	2	122	50	55	58	63	31	150	72	45	36	57	18	177
	18%	16%	16%	15%	16%	16%	18%	17%	14%	19%	18%	20%	17%	20%	19%	17%	16%	16%	18%	17%	18%	16%	16%	19%	18%	24%	17%	18%	22%	18%	19%	17%	18%
Over five years	198	56	42	36	98	113	87	111	22	157	20	77	4	81	90	71	14	21	161	2	141	57	62	62	75	25	173	66	40	48	37	37	204
	20%	19%	16%	27%	21%	22%	19%	21%	9%	23%	17%	17%	27%	18%	20%	26%	15%	12%	22%	17%	20%	19%	19%	20%	21%	19%	20%	16%	20%	24%	12%	34%	20%
Don't know	71	15	17	7	33	30	14	57	16	40	6	13	-	13	15	28	6	22	43	*	61	10	26	21	24	16	62	31	9	14	19	8	76
	7%	5%	7%	6%	7%	6%	3%	11%	7%	6%	5%	3%	-	3%	3%	10%	7%	13%	6%	4%	9%	3%	8%	7%	7%	12%	7%	8%	5%	7%	6%	7%	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 9

## Q.5 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 20%	106 21%	146 19%	137 19%	128 19%	118 20%	14 17%	97 20%	99 19%	69 24%	59 16%	68 19%	26 22%	43 26%	38 20%	21 12%	41 27%	27 13%	12 14%	53 20%	52 18%	35 17%	56 24%	105 19%	91 21%	187 19%
I like Gordon Brown but I do not like the Labour Party	152 15%	84 16%	125 16%	118 16%	111 16%	98 17%	15 18%	70 15%	82 16%	46 16%	60 17%	47 13%	26 21%	20 12%	22 12%	38 22%	19 13%	28 13%	7 8%	41 15%	40 14%	35 17%	37 16%	81 14%	72 16%	153 15%
I do not like Gordon Brown but I like the Labour Party	187 19%	89 17%	144 19%	136 19%	119 18%	98 17%	7 8%	95 20%	92 18%	68 24%	68 19%	50 14%	27 23%	41 25%	32 17%	36 21%	23 15%	28 13%	10 11%	61 23%	56 19%	35 17%	34 14%	117 21%	69 16%	179 18%
I do not like Gordon Brown and I do not like the Labour Party	416 42%	227 44%	323 42%	314 43%	291 43%	253 43%	33 40%	206 43%	210 41%	90 31%	156 43%	170 48%	39 32%	50 31%	87 46%	70 41%	62 41%	109 53%	54 61%	105 39%	128 44%	89 43%	95 40%	232 42%	184 41%	429 43%
Don't know	49 5%	12 2%	25 3%	25 3%	22 3%	18 3%	13 15%	16 3%	33 6%	13 4%	16 4%	21 6%	3 2%	10 6%	11 6%	5 3%	7 4%	14 7%	5 6%	8 3%	13 4%	15 7%	14 6%	21 4%	29 6%	53 5%
<b>Combinations - Summary</b>																										
<b>Like Gordon Brown</b>	349 35%	190 37%	271 36%	255 35%	239 36%	216 37%	29 36%	167 35%	181 35%	115 40%	119 33%	115 32%	52 43%	63 38%	60 32%	59 35%	60 40%	55 27%	19 22%	94 35%	92 32%	70 34%	93 39%	186 33%	163 37%	340 34%
<b>Like the Labour Party</b>	383 38%	195 38%	290 38%	273 37%	247 37%	216 37%	21 26%	192 40%	191 37%	137 48%	127 35%	119 33%	54 44%	83 51%	70 37%	57 34%	64 42%	55 27%	21 25%	115 43%	108 37%	70 34%	90 38%	223 40%	160 36%	366 37%
<b>Do not like Gordon Brown</b>	603 60%	316 61%	467 61%	450 62%	409 61%	351 60%	40 49%	301 62%	302 58%	158 55%	224 62%	221 62%	67 55%	91 55%	119 63%	105 62%	84 56%	136 66%	63 72%	166 62%	184 64%	124 59%	129 55%	350 63%	253 57%	608 61%
<b>Do not like the Labour Party</b>	569 57%	311 60%	448 59%	432 59%	401 60%	352 60%	48 59%	277 57%	292 57%	136 47%	216 60%	217 61%	65 54%	71 43%	109 57%	107 63%	81 53%	136 66%	61 70%	145 54%	168 58%	124 59%	132 56%	313 56%	256 57%	582 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 10

## Q.5 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	4	133	9	148	19	103	94	133	43	23	100	3	103	95	31	24	45	127	1	132	64	82	45	69	27	153	89	29	3	119	13	187
	20%	1%	51%	7%	32%	4%	22%	17%	54%	6%	20%	22%	17%	22%	21%	12%	25%	26%	17%	11%	19%	21%	25%	15%	19%	21%	18%	22%	14%	2%	39%	12%	19%
I like Gordon Brown but I do not like the Labour Party	152	45	29	34	73	89	69	83	37	101	20	68	1	69	75	39	16	21	114	2	99	53	37	55	61	26	131	57	45	32	42	22	153
	15%	15%	11%	26%	16%	18%	15%	15%	15%	15%	17%	15%	5%	15%	17%	14%	17%	12%	16%	16%	14%	17%	11%	18%	17%	20%	15%	14%	22%	15%	14%	20%	15%
I do not like Gordon Brown but I like the Labour Party	187	33	75	30	116	74	94	93	45	116	26	92	5	98	97	38	16	35	135	1	117	70	79	54	54	14	164	74	37	8	92	22	179
	19%	11%	29%	23%	25%	15%	20%	17%	18%	17%	22%	21%	35%	21%	22%	14%	17%	20%	19%	10%	17%	23%	24%	17%	15%	11%	19%	18%	18%	4%	30%	20%	18%
I do not like Gordon Brown and I do not like the Labour Party	416	209	20	51	118	307	179	238	20	389	43	172	3	175	171	147	29	63	318	6	307	106	117	141	158	55	370	165	84	159	46	44	429
	42%	71%	8%	39%	25%	61%	39%	44%	8%	58%	37%	39%	17%	38%	38%	54%	31%	37%	44%	55%	44%	35%	35%	45%	44%	43%	43%	41%	41%	78%	15%	41%	43%
Don't know	49	4	4	6	12	12	17	33	10	24	5	14	4	18	12	19	10	8	30	1	37	13	18	16	15	6	45	18	8	2	6	7	53
	5%	1%	1%	5%	2%	2%	4%	6%	4%	4%	5%	3%	26%	4%	3%	7%	11%	5%	4%	9%	5%	4%	5%	5%	4%	5%	4%	4%	4%	1%	2%	6%	5%
<b>Combinations - Summary</b>																																	
<b>Like Gordon Brown</b>	349	49	162	43	221	108	172	177	170	144	43	168	4	171	170	70	40	66	240	3	230	117	119	100	129	53	284	147	74	35	161	35	340
	35%	17%	62%	33%	47%	22%	37%	33%	69%	21%	36%	38%	22%	37%	38%	26%	42%	38%	33%	27%	33%	38%	36%	32%	36%	41%	33%	36%	36%	17%	53%	32%	34%
<b>Like the Labour Party</b>	383	37	207	39	264	93	196	187	178	159	49	192	8	200	192	69	40	80	261	2	248	134	161	99	123	41	318	163	66	12	211	35	366
	38%	13%	80%	30%	57%	19%	43%	35%	72%	24%	42%	43%	52%	43%	43%	25%	42%	46%	36%	21%	36%	44%	48%	32%	34%	32%	37%	40%	33%	6%	69%	32%	37%
<b>Do not like Gordon Brown</b>	603	242	95	82	234	381	272	331	65	504	69	264	8	273	269	184	44	98	453	7	424	176	196	195	212	69	535	239	122	167	137	66	608
	60%	82%	36%	62%	50%	76%	59%	61%	26%	75%	59%	59%	52%	59%	60%	67%	47%	57%	63%	64%	61%	58%	59%	63%	59%	54%	62%	59%	60%	82%	45%	61%	61%
<b>Do not like the Labour Party</b>	569	254	49	86	191	396	248	321	58	489	63	240	3	244	246	186	44	84	432	8	406	159	154	196	219	81	502	222	129	190	87	66	582
	57%	86%	19%	65%	41%	79%	54%	59%	23%	73%	54%	54%	22%	53%	55%	68%	47%	49%	60%	70%	59%	52%	46%	63%	61%	64%	58%	55%	64%	93%	29%	61%	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 11

**Q.6 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 27%	162 31%	224 29%	212 29%	204 30%	184 32%	8 10%	117 24%	153 30%	75 26%	81 23%	113 32%	37 31%	38 23%	49 26%	32 19%	33 22%	80 39%	38 44%	73 27%	86 30%	49 23%	61 26%	159 29%	110 25%	283 28%
I like David Cameron but I do not like the Conservative Party	182 18%	86 17%	149 19%	139 19%	122 18%	103 18%	13 16%	107 22%	76 15%	53 18%	71 20%	58 16%	22 18%	31 19%	33 17%	39 23%	34 23%	24 12%	8 9%	52 19%	56 19%	43 20%	32 14%	107 19%	75 17%	181 18%
I do not like David Cameron but I like the Conservative Party	123 12%	58 11%	89 12%	85 12%	78 12%	64 11%	5 6%	64 13%	59 11%	34 12%	52 14%	36 10%	18 15%	16 10%	26 14%	26 15%	15 10%	22 10%	8 10%	40 15%	26 9%	29 14%	27 12%	66 12%	56 13%	115 11%
I do not like David Cameron and I do not like the Conservative Party	338 34%	192 37%	259 34%	250 34%	233 35%	210 36%	34 42%	167 34%	171 33%	98 34%	126 35%	114 32%	36 30%	62 38%	62 32%	64 38%	58 38%	56 27%	21 24%	92 34%	96 33%	59 28%	91 39%	188 34%	150 34%	325 32%
Don't know	89 9%	19 4%	43 6%	42 6%	34 5%	23 4%	22 27%	30 6%	58 11%	25 9%	29 8%	34 10%	8 6%	18 11%	21 11%	8 5%	11 7%	23 11%	12 14%	12 4%	23 8%	29 14%	24 10%	35 6%	54 12%	97 10%
<b>Combinations - Summary</b>																										
<b>Like David Cameron</b>	452 45%	248 48%	373 49%	352 48%	325 49%	288 49%	20 25%	223 46%	228 44%	128 45%	152 42%	172 48%	59 49%	69 42%	82 43%	71 42%	68 45%	104 51%	46 53%	125 47%	142 49%	91 44%	94 40%	267 48%	185 42%	464 46%
<b>Like the Conservative Party</b>	392 39%	220 42%	313 41%	298 41%	282 42%	249 43%	13 16%	180 37%	212 41%	109 38%	133 37%	150 42%	55 46%	54 33%	75 39%	58 34%	48 32%	101 49%	47 53%	113 42%	112 39%	78 37%	89 38%	226 41%	167 37%	398 40%
<b>Do not like David Cameron</b>	461 46%	250 48%	348 46%	336 46%	311 46%	275 47%	39 48%	231 48%	230 44%	132 46%	178 49%	151 42%	54 45%	78 47%	88 46%	90 53%	73 48%	78 38%	29 34%	132 49%	123 43%	88 42%	118 50%	254 46%	207 46%	440 44%
<b>Do not like the Conservative Party</b>	520 52%	278 54%	408 53%	390 53%	355 53%	313 54%	47 57%	274 57%	247 48%	151 53%	197 55%	172 48%	58 48%	93 56%	94 50%	103 61%	92 61%	80 39%	29 33%	143 53%	152 53%	102 49%	123 52%	295 53%	225 51%	506 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 12

## Q.6 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 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	
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%