

2015

POLITICAL MONITOR



2015

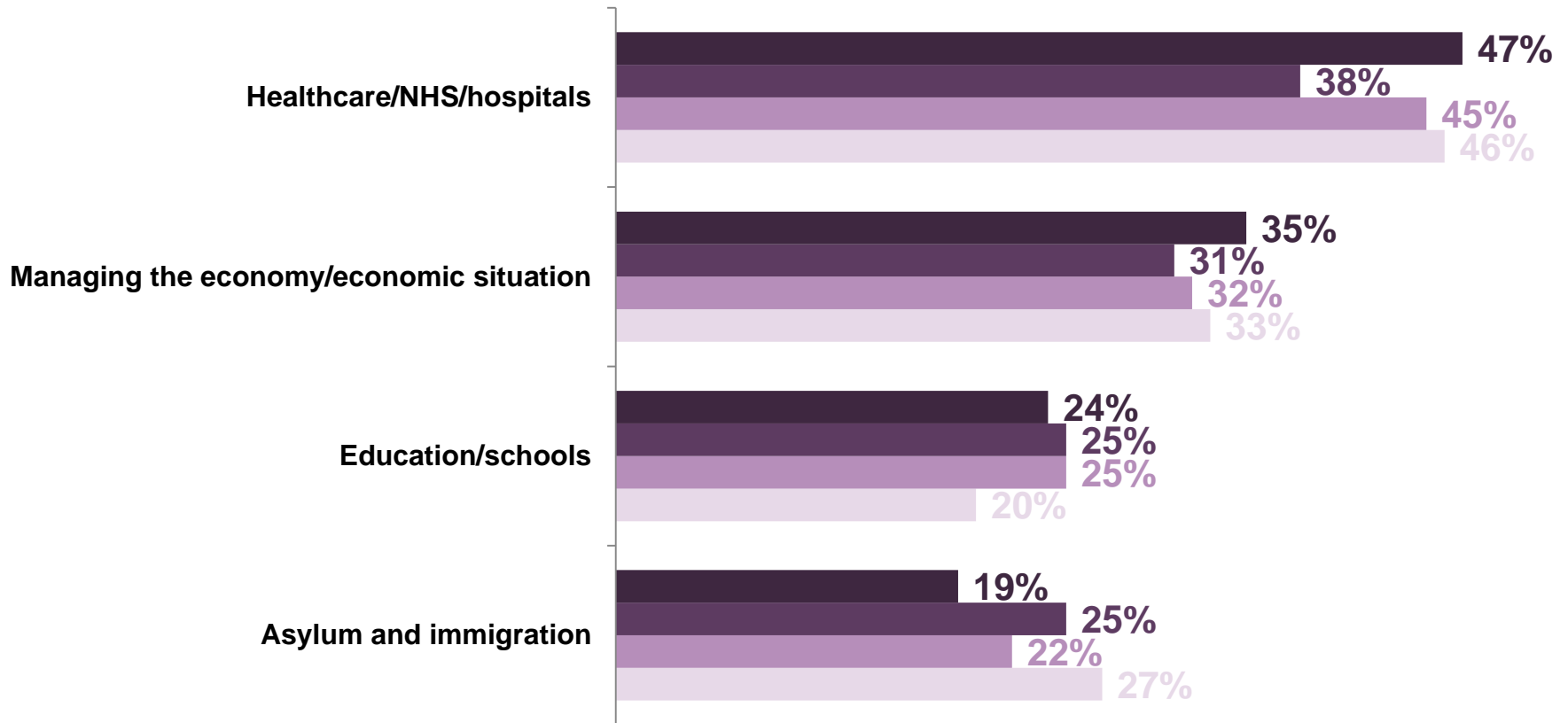
ISSUES

Which issues will be very important when voters cast their ballots? Top four issues

LOOKING AHEAD TO THE NEXT GENERAL ELECTION, WHICH, IF ANY ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH PARTY TO VOTE FOR?

3

● January 2015 ● February 2015 ● March 2015 ● April 2015



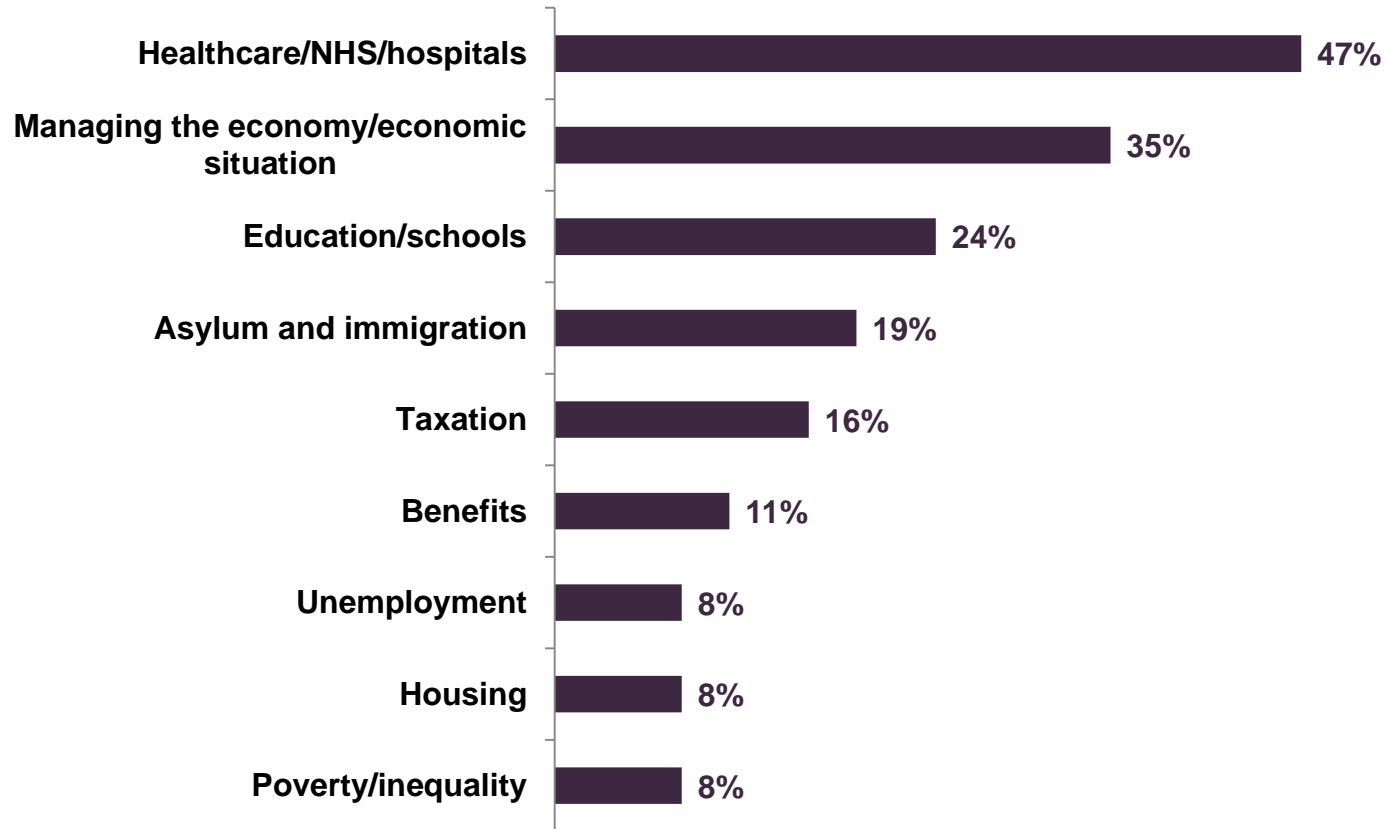
Base: 1,000 British adults 18+ giving a voting intention, 12th -15th April 2015

Source: Ipsos MORI Political Monitor

Which issues will be very important when voters cast their ballots?

LOOKING AHEAD TO THE NEXT GENERAL ELECTION, WHICH, IF ANY ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH PARTY TO VOTE FOR?

4



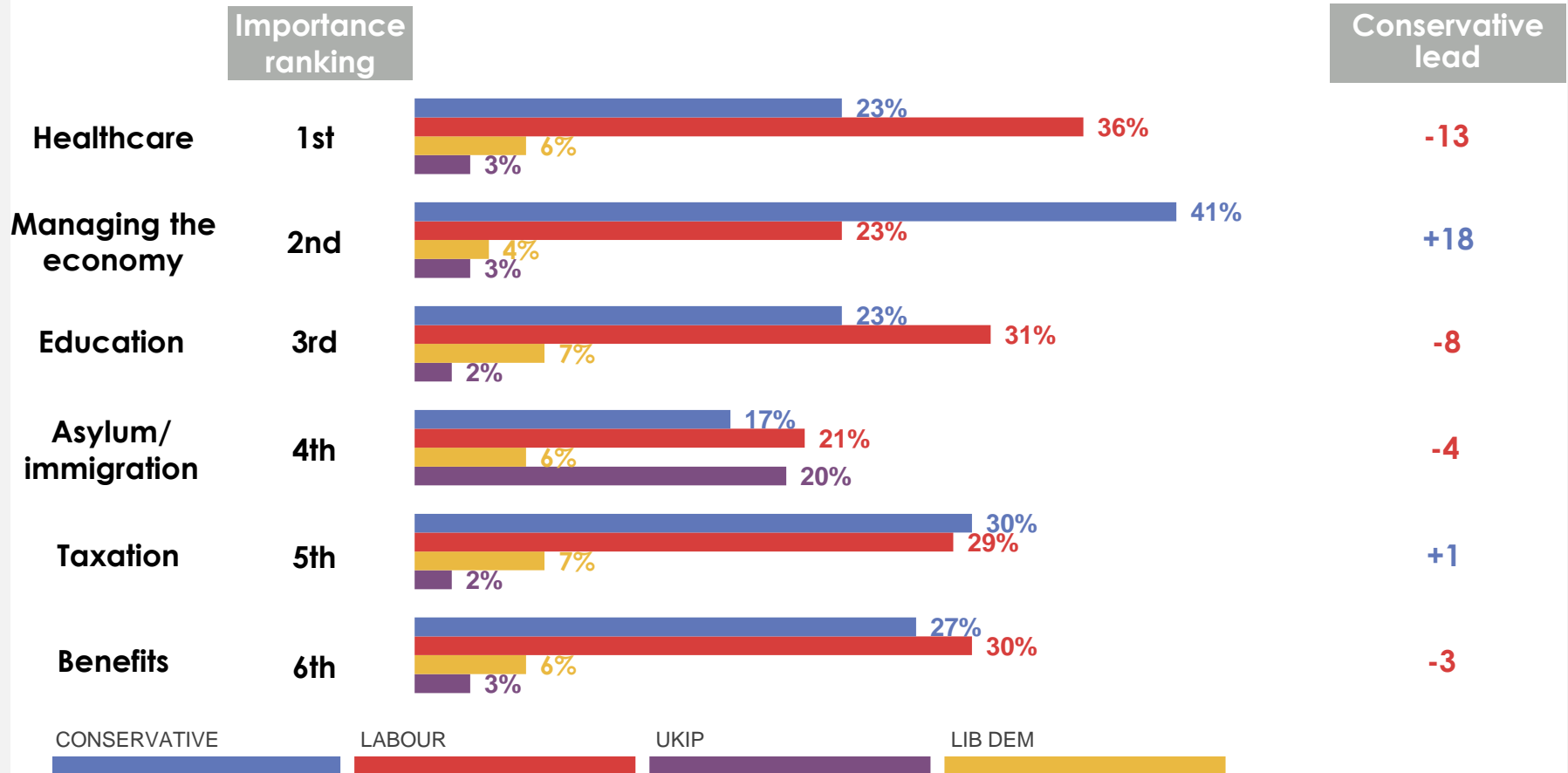
Base: 1,000 British adults 18+ giving a voting intention, 12th -15th April 2015
Only showing answers above 8%; see computer tables for full results

Source: Ipsos MORI Political Monitor

Best party on important issues (1)

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON... THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

5

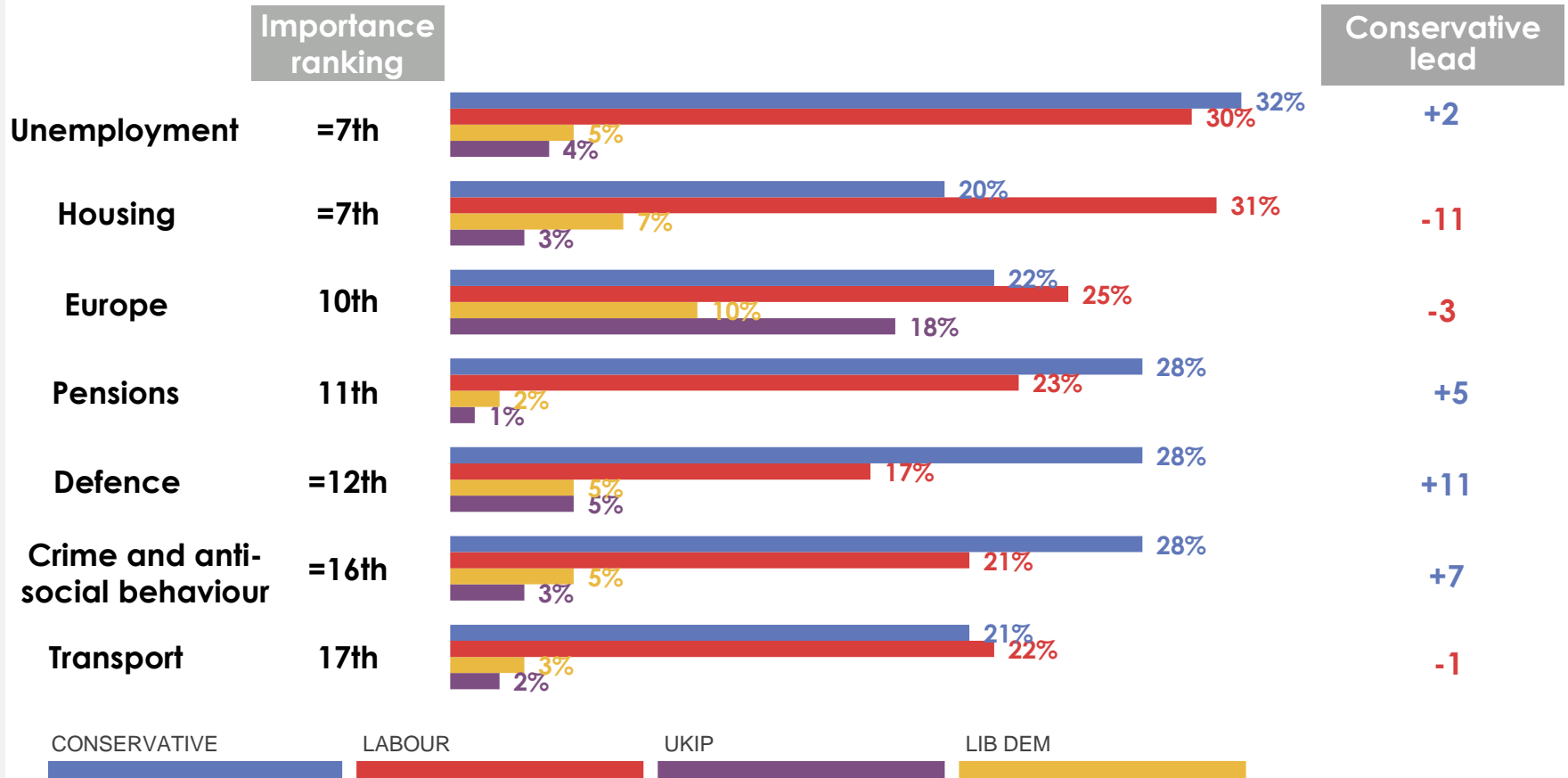


Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

Best party on important issues (2)

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON... THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

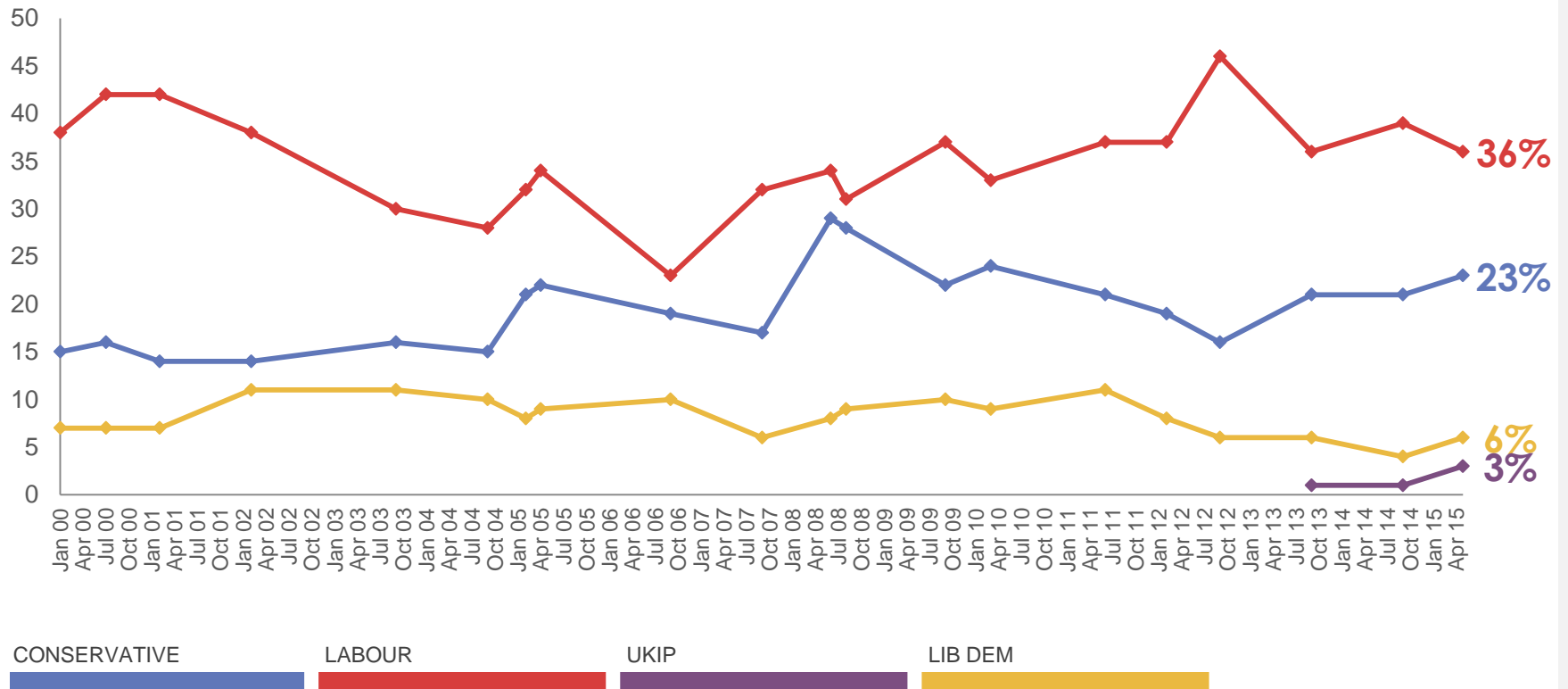


Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

Best party on healthcare since 2000

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON HEALTHCARE THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

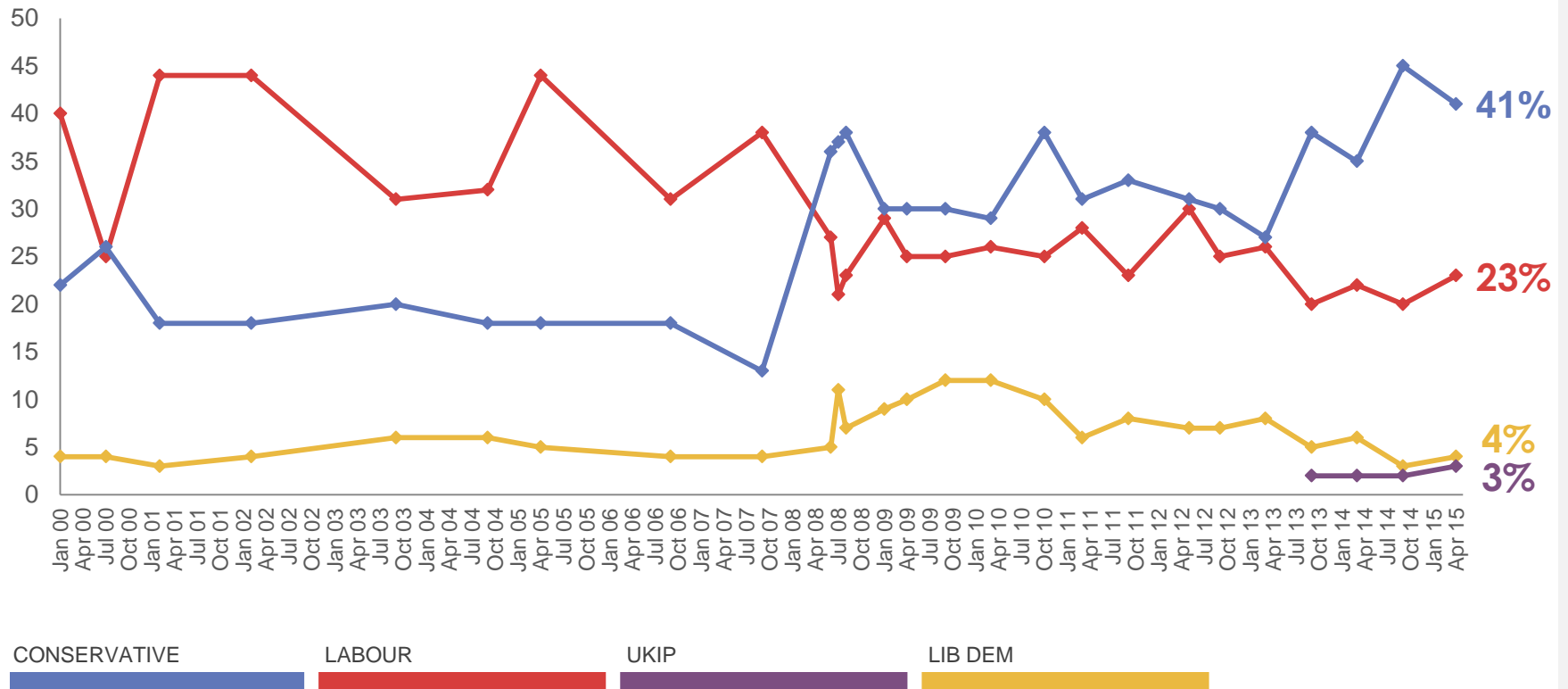


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Best party on managing the economy since 2000

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON MANAGING THE ECONOMY THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

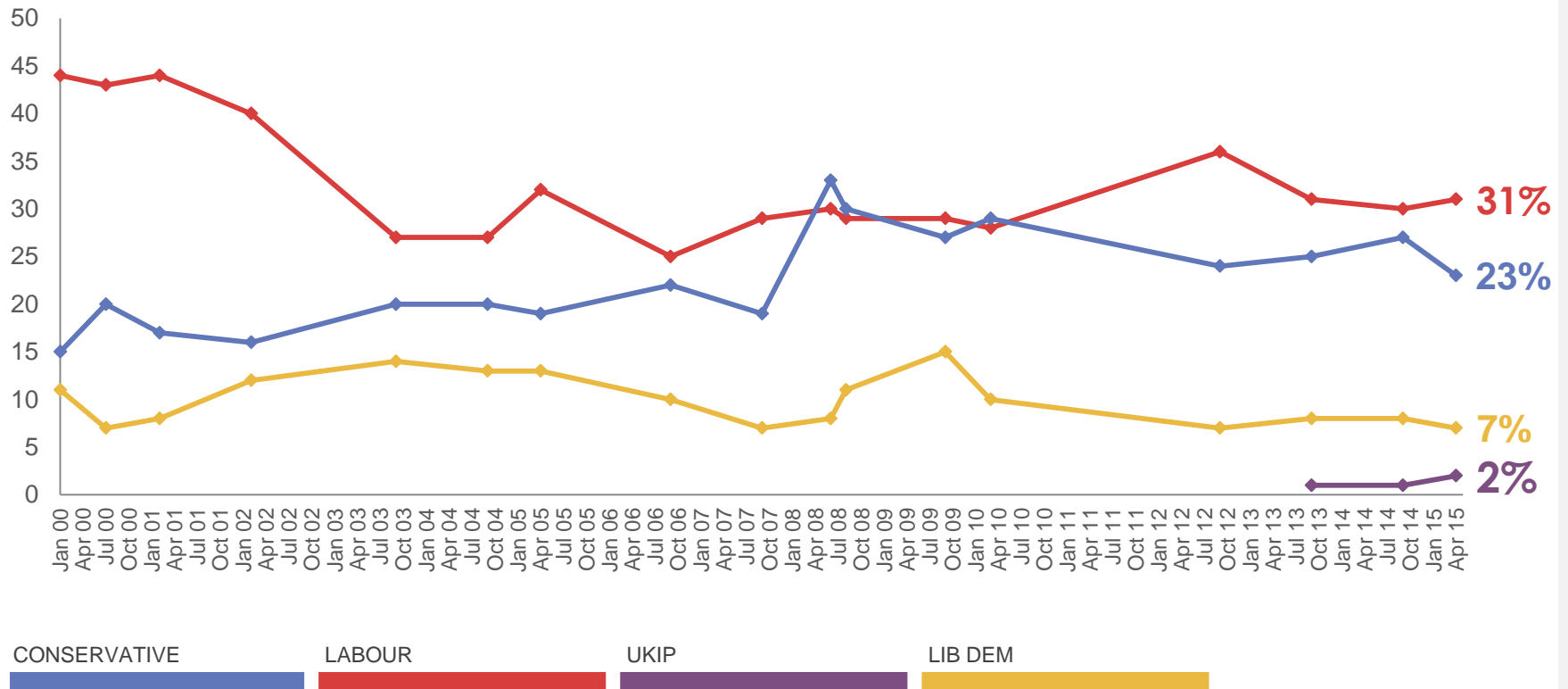


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Best party on education/schools since 2000

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON EDUCATION/SCHOOLS THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



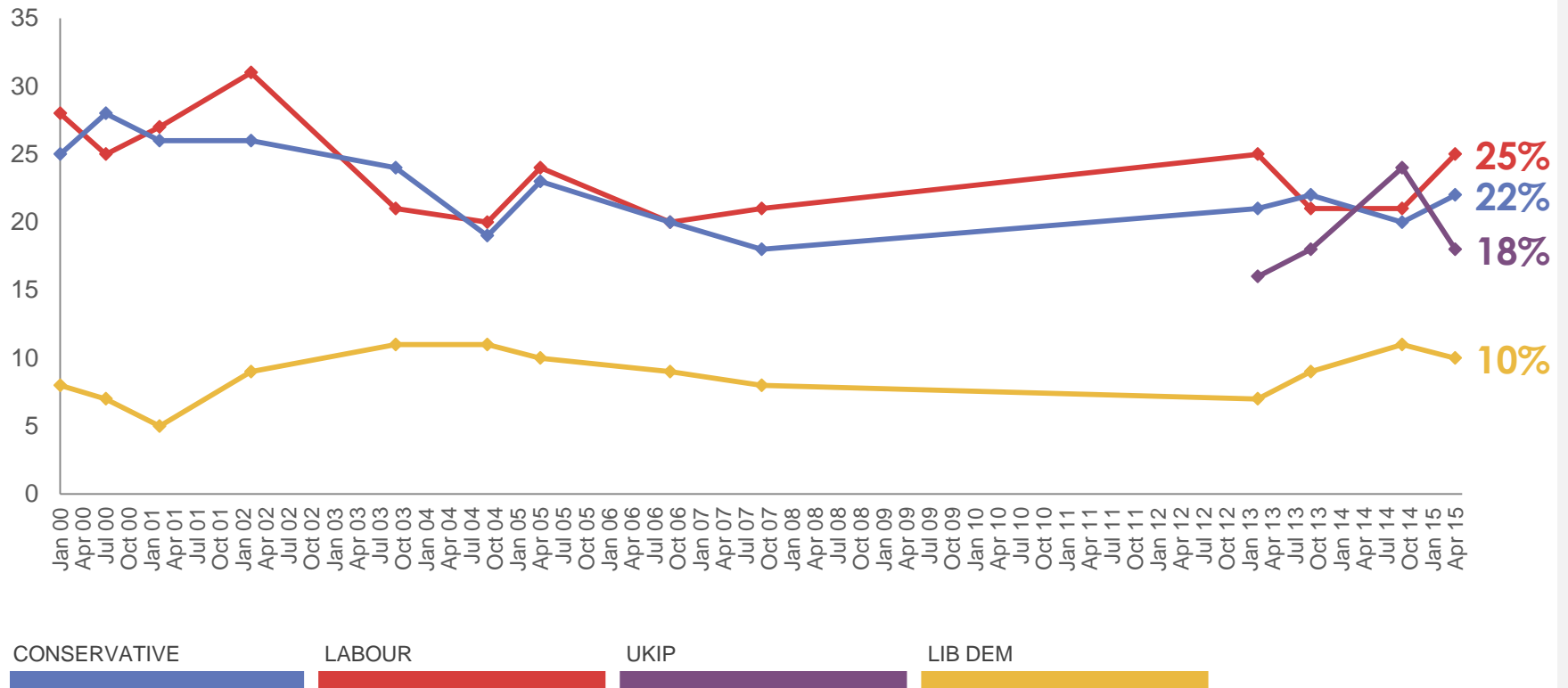
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Best party on Europe since 2000

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON EUROPE THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

10



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

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