



Poll on party support

September 2013

Ipsos MORI

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Party heading in the right or wrong direction?

2

You said you would vote for the ... party. Under the leadership of (David Cameron, Ed Miliband, Nick Clegg, Nigel Farage) do you think the ... party is moving in the right or wrong direction?

% Wrong direction

% Right direction

Conservatives



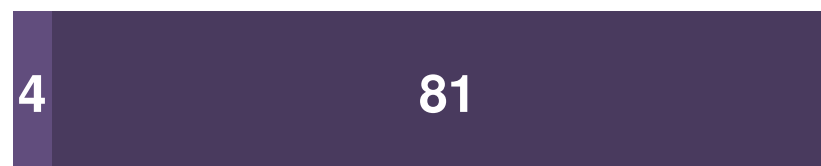
Liberal Democrats



Labour



UKIP



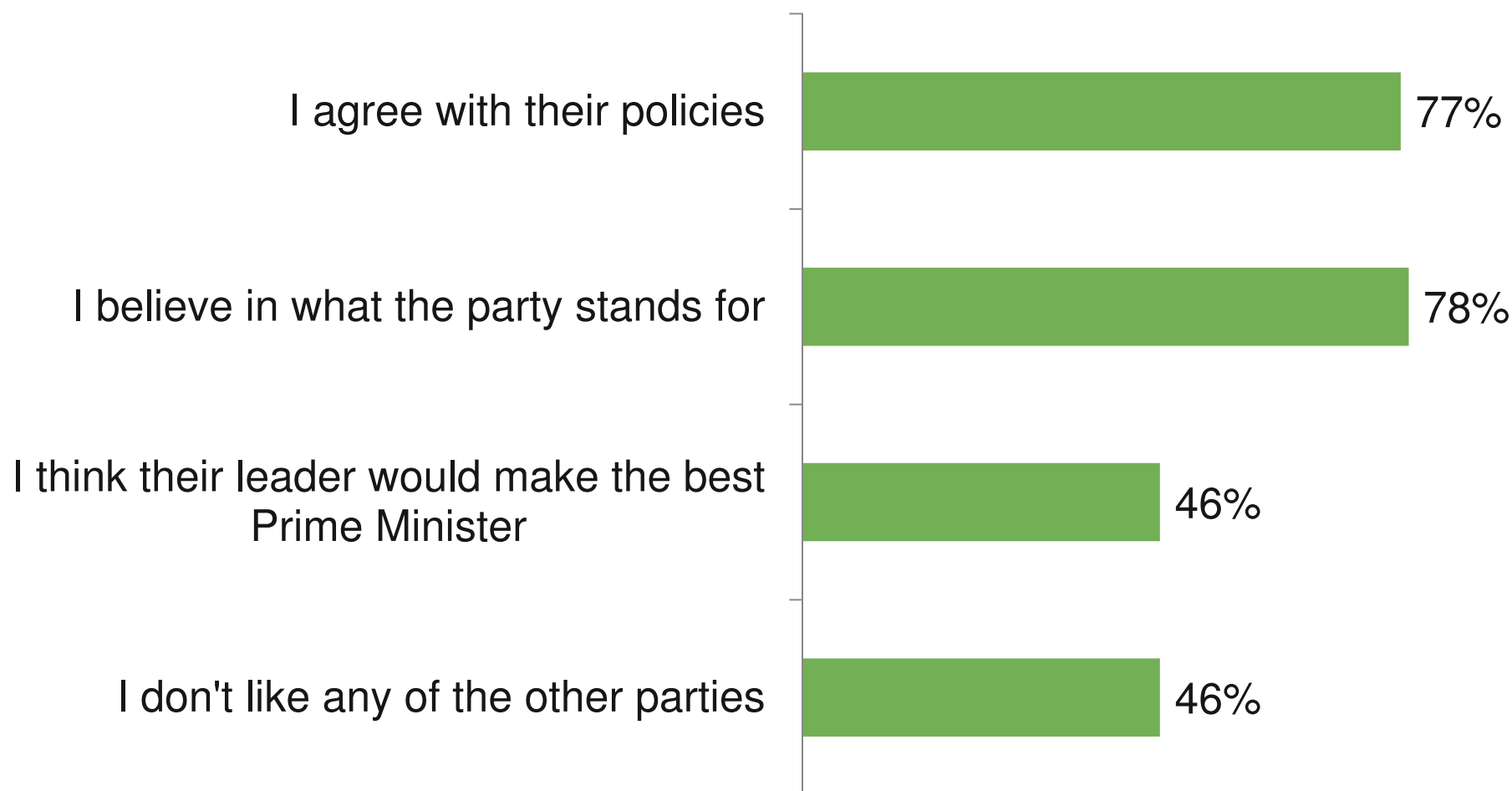
Base: 242 Conservative supporters, 312 Labour supporters, 88 Liberal Democrat supporters, 74 UKIP supporters, 7th-9th September 2013

Source: Ipsos MORI Political Monitor

What makes people vote the way they do?

3

Which if any, of the of the following are the most important reasons why you said you vote for..?



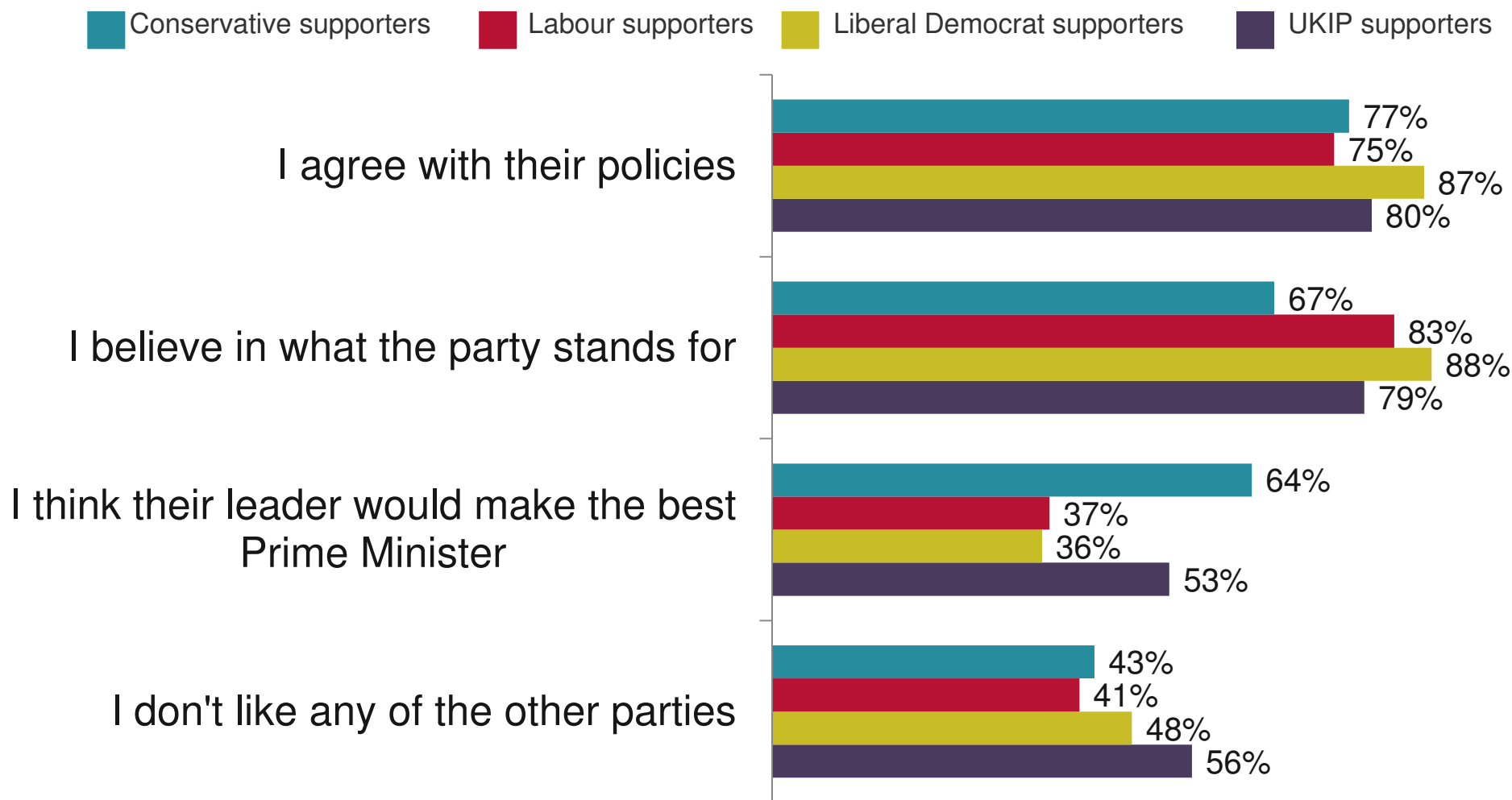
Base: 800 giving a voting intention, 7th-9th September 2013

Source: Ipsos MORI Political Monitor

What makes people vote the way they do? (by party support)

4

Which if any, of the of the following are the most important reasons why you said you vote for..?



Base: 800 giving a voting intention, 7th-9th September 2013

Source: Ipsos MORI Political Monitor

Voting for another party

5

You said that you would vote for the ... party. If you had to vote for another party, which party, if any, would it be?

	All voting	Con supporters	Lab supporters	Lib Dem supporters	UKIP supporters
Conservatives	14	-	14	30	37
Labour	11	13	-	31	17
Liberal Democrats	24	33	30	-	9
UKIP	12	23	9	7	-
Other	14	6	16	20	17
Would not vote for another party/none	17	17	22	5	16
Don't know	7	9	8	7	4

Base: 800 giving a voting intention, 7th-9th September 2013

Source: Ipsos MORI Political Monitor