

Ipsos MORI Political Monitor - April 2015

Table 25
Q.8 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

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely 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	Total
Unweighted Total	1010	791	922	912	892	841	30	529	481	173	351	486	60	113	144	207	205	281	80	295	337	192	186	632	378	1010
Weighted Total	1010	750	902	884	863	801	37	494	516	292	350	367	118	174	169	181	146	221	101	270	273	220	247	543	467	1010
Improve	430	330	391	385	381	353	15	231	199	127	143	159	54	72	70	73	59	101	53	137	124	66	104	261	169	428
	43%	44%	43%	44%	44%	44%	40%	47%	38%	43%	41%	43%	46%	42%	42%	40%	40%	46%	52%	51%	45%	30%	42%	48%	36%	42%
Stay the same	269	183	233	230	221	202	11	131	138	88	101	81	29	58	56	45	37	44	16	65	65	80	59	129	140	269
	27%	24%	26%	26%	26%	25%	29%	26%	27%	30%	29%	27%	25%	33%	33%	25%	25%	20%	16%	24%	24%	36%	24%	24%	30%	27%
Get worse	171	127	141	140	136	131	10	68	103	37	64	71	17	20	20	44	31	40	15	37	43	53	39	79	92	179
	17%	17%	16%	16%	16%	16%	28%	14%	20%	13%	18%	19%	14%	12%	12%	24%	21%	18%	14%	14%	16%	24%	16%	15%	20%	18%
Don't know	140	109	136	129	125	115	1	64	76	41	43	57	18	23	23	20	20	36	18	32	42	21	45	74	66	134
	14%	15%	15%	15%	14%	14%	3%	13%	15%	14%	12%	15%	15%	13%	14%	11%	14%	16%	18%	12%	15%	10%	18%	14%	14%	13%
Net improve	258	204	250	246	245	221	4	163	95	90	80	89	38	52	50	29	28	61	38	100	81	12	64	181	77	249
	26%	27%	28%	28%	28%	28%	12%	33%	18%	31%	23%	24%	32%	30%	30%	16%	19%	28%	38%	37%	30%	6%	26%	33%	16%	25%

Fieldwork dates : 26th to 29th April 2015
Respondent Type : GB Adults, General Public 18+ - Telephone
Source : Ipsos MORI J14-090542-01

*-Less than 0.5%
s-Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<http://www.ipsos-mori.com/politicaltrends>

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Table 26
Q.8 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

	Total (Weight ed)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full- time	Not full- time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier	North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD		
Unweighted Total	1010	309	259	84	93	570	620	393	433	577	409	528	224	318	349	381	128	133	261	730	328	228	283	399	147	866	100	311	273	161	1010	
Weighted Total	1010	285	252	76	79	551	584	360	449	561	414	524	104	421	363	298	176	152	327	661	333	244	312	365	134	871	88	276	279	149	1010	
Improve	430	168	86	30	26	175	257	198	194	235	256	149	44	193	167	122	73	55	128	289	127	92	138	164	57	369	35	161	95	62	428	
	43%	59%	34%	40%	33%	32%	44%	55%	43%	42%	62%	28%	42%	46%	46%	41%	42%	36%	39%	44%	38%	38%	44%	45%	42%	42%	40%	58%	34%	41%	42%	
Stay the same	269	52	75	29	20	175	153	81	137	131	84	163	36	122	91	88	48	37	85	179	97	66	70	102	36	229	31	42	95	44	269	
	27%	18%	30%	38%	25%	32%	26%	22%	31%	23%	20%	31%	34%	29%	25%	30%	27%	24%	26%	27%	29%	27%	22%	28%	27%	26%	35%	15%	34%	29%	27%	
Get worse	171	16	53	11	24	132	96	27	52	120	25	137	14	49	60	45	24	39	64	104	65	49	61	46	21	145	16	27	56	27	179	
	17%	6%	21%	15%	30%	24%	16%	8%	12%	21%	6%	26%	13%	12%	16%	15%	14%	26%	19%	16%	19%	20%	19%	13%	15%	17%	18%	10%	20%	18%	18%	
Don't know	140	49	39	5	9	68	78	54	65	75	49	74	11	57	45	43	30	20	50	88	44	38	43	53	21	129	6	47	34	17	134	
	14%	17%	15%	7%	11%	12%	13%	15%	15%	13%	12%	14%	10%	14%	12%	14%	17%	13%	15%	13%	13%	15%	14%	15%	16%	15%	7%	17%	12%	11%	13%	
Net improve	258	152	33	19	2	43	162	171	143	116	231	12	30	144	107	78	49	16	65	185	63	44	78	118	36	224	19	134	39	34	249	
	26%	53%	13%	25%	3%	8%	28%	47%	32%	21%	56%	2%	29%	34%	30%	26%	28%	11%	20%	28%	19%	18%	25%	32%	27%	26%	22%	49%	14%	23%	25%	

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Table 29
(AP2y15)Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
	(10) Absol- utely 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	Total	
Unweighted Total	1010	791	922	912	892	841	30	529	481	173	351	486	60	113	144	207	205	281	80	295	337	192	186	632	378	1010
Weighted Total	1010	750	902	884	863	801	37	494	516	292	350	367	118	174	169	181	146	221	101	270	273	220	247	543	467	1010
Healthcare/ NHS/ hospitals	485 48%	378 50%	451 50%	437 49%	422 49%	398 50%	9 25%	228 46%	257 50%	128 44%	189 54%	168 46%	43 37%	85 49%	95 56%	94 52%	75 51%	92 42%	41 40%	141 52%	133 49%	106 48%	105 42%	274 50%	211 45%	486 48%
Managing the economy/ economic situation	353 35%	286 38%	328 36%	324 37%	320 37%	309 39%	5 14%	195 39%	158 31%	83 28%	141 40%	130 35%	34 29%	48 37%	62 37%	79 43%	58 40%	71 32%	25 24%	126 47%	111 41%	57 26%	59 24%	237 44%	116 25%	385 38%
Education/ schools	277 27%	208 28%	250 28%	242 27%	235 27%	226 28%	6 15%	111 23%	166 32%	101 34%	121 34%	56 15%	37 32%	63 36%	68 40%	53 29%	26 18%	30 14%	11 11%	99 36%	78 29%	56 26%	45 18%	176 32%	101 22%	267 26%
Asylum and immigration	252 25%	185 25%	223 25%	223 25%	213 25%	193 24%	13 36%	108 22%	145 28%	72 25%	71 25%	109 36%	36 30%	37 31%	31 21%	40 22%	42 28%	67 30%	27 27%	61 22%	77 28%	49 22%	66 22%	137 27%	115 25%	259 26%
Housing	125 12%	96 12%	113 12%	111 12%	108 12%	105 14%	2 36%	48 13%	77 13%	46 13%	33 13%	45 10%	13 12%	34 11%	20 12%	20 8%	25 11%	6 13%	35 14%	32 14%	31 11%	24 14%	34 12%	66 13%	59 12%	123 12%
Unemployment	112 11%	83 11%	100 11%	95 11%	92 11%	86 11%	2 6%	43 9%	69 13%	39 13%	36 10%	37 10%	18 15%	21 12%	19 12%	17 9%	22 15%	5 7%	5 5%	26 10%	23 9%	25 11%	37 15%	50 9%	62 13%	96 10%
Taxation	101 10%	71 9%	87 10%	85 10%	83 10%	76 9%	5 15%	56 11%	45 9%	36 12%	52 15%	13 4%	12 10%	24 13%	22 13%	29 16%	8 5%	5 2%	- -	28 10%	28 14%	26 13%	19 8%	56 10%	45 10%	89 9%
Benefits	88 9%	63 8%	84 9%	83 9%	82 10%	70 9%	2 5%	44 9%	44 9%	26 9%	41 12%	21 6%	6 5%	21 12%	21 11%	20 8%	12 9%	9 4%	1 1%	23 9%	28 10%	14 7%	22 9%	51 9%	36 8%	91 9%
Poverty/inequality	86 8%	63 8%	79 9%	76 9%	74 9%	66 8%	5 12%	47 10%	39 8%	26 9%	28 8%	31 8%	12 10%	14 8%	13 8%	15 9%	14 10%	17 7%	7 7%	29 11%	19 7%	28 9%	9 4%	48 9%	38 8%	89 9%
Europe/ EU	73 7%	60 8%	70 8%	68 8%	68 8%	63 8%	- -	38 8%	35 7%	13 4%	28 8%	32 9%	4 3%	9 5%	14 8%	14 8%	16 11%	16 7%	2 2%	18 7%	24 9%	18 8%	14 5%	41 8%	31 7%	90 9%
Foreign policy/foreign affairs	63 6%	51 7%	59 7%	56 6%	56 7%	54 7%	2 6%	35 7%	28 6%	19 6%	22 6%	23 6%	10 9%	9 5%	13 8%	9 5%	11 7%	12 6%	4 4%	16 6%	19 7%	17 8%	11 5%	35 6%	28 6%	66 6%
Protecting the natural environment/ climate change	57 6%	42 6%	50 6%	50 6%	48 6%	47 6%	3 7%	16 4%	41 8%	20 7%	26 7%	12 3%	1 1%	18 10%	15 9%	11 6%	5 3%	7 3%	2 2%	19 7%	11 4%	11 5%	16 6%	30 6%	27 6%	52 5%
Pensions	57 6%	43 6%	47 5%	47 5%	46 5%	45 4%	4 10%	18 4%	39 8%	7 2%	9 3%	41 11%	7 6%	1 3%	4 3%	5 11%	16 11%	25 11%	16 8%	8 3%	18 5%	12 5%	20 8%	26 5%	32 7%	60 6%
Defence	45 4%	32 4%	40 4%	40 4%	36 4%	34 4%	3 8%	27 5%	18 4%	10 3%	16 5%	19 5%	2 1%	8 5%	8 5%	8 4%	7 5%	13 5%	5 5%	10 5%	16 6%	10 3%	8 3%	27 5%	18 4%	56 6%
Care for older and disabled people	42 4%	27 4%	31 3%	31 3%	31 3%	29 4%	4 10%	11 2%	32 6%	10 3%	5 2%	27 7%	7 6%	2 1%	2 2%	3 6%	9 6%	18 8%	11 11%	9 3%	14 5%	9 4%	10 4%	23 4%	20 4%	45 4%
Issues affecting children / families	40 4%	33 4%	35 4%	35 4%	34 4%	33 4%	1 1%	10 2%	31 6%	20 7%	15 4%	6 2%	11 9%	9 5%	13 8%	1 1%	1 *	5 2%	2 2%	9 3%	10 4%	3 1%	19 8%	19 3%	22 3%	32 3%
Public transport/ roads	39 4%	26 4%	29 3%	29 3%	29 3%	27 3%	4 12%	21 4%	18 3%	6 2%	18 5%	15 4%	- 3%	6 12%	11 7%	7 4%	5 3%	10 5%	5 5%	16 6%	8 3%	7 3%	7 3%	24 4%	14 3%	43 4%
Crime and anti-social behaviour/ law and order	32 3%	24 3%	26 3%	26 3%	26 3%	26 3%	3 7%	12 2%	20 4%	2 1%	16 5%	14 4%	- 1%	2 1%	8 5%	8 4%	5 3%	9 4%	4 4%	5 2%	9 3%	10 5%	8 3%	14 3%	18 4%	33 3%
Government / MPs / politicians / political parties	23 2%	17 2%	22 2%	22 3%	22 3%	21 3%	*	17 3%	7 1%	6 2%	8 2%	10 3%	6 5%	- 4%	7 4%	1 *	6 2%	4 2%	2 2%	5 2%	5 2%	7 3%	7 3%	10 2%	14 3%	23 2%
Public services generally	19 2%	16 2%	19 2%	19 2%	19 2%	16 2%	-	14 1%	6 1%	11 4%	5 1%	3 1%	5 4%	7 2%	3 2%	2 1%	2 1%	1 1%	-	3 1%	8 3%	7 3%	1 2%	11 2%	9 2%	17 2%
Constitution/Devolution	15 2%	15 2%	15 2%	15 2%	15 2%	15 2%	-	9 1%	7 1%	4 1%	6 2%	6 2%	1 1%	3 2%	4 1%	1 1%	5 1%	2 1%	-	5 2%	3 1%	5 2%	3 1%	8 1%	8 2%	18 2%
Race relations	13 1%	8 1%	10 1%	10 1%	10 1%	8 1%	2 5%	7 1%	6 1%	2 1%	7 2%	3 1%	1 1%	1 1%	5 3%	2 1%	*	3 1%	2 2%	1 1%	3 1%	7 3%	1 1%	4 1%	8 2%	10 1%
Wages / minimum wage / fair pay	12 1%	5 1%	11 1%	11 1%	11 1%	5 1%	-	10 2%	2 1%	7 2%	2 1%	3 1%	1 1%	6 *	-	2 1%	2 1%	*	-	-	4 1%	4 2%	4 2%	4 1%	8 2%	11 1%
Working conditions / workers rights	12 1%	9 1%	9 1%	9 1%	9 1%	9 1%	-	4 1%	8 1%	2 1%	7 2%	3 1%	- 1%	2 1%	4 2%	3 1%	1 1%	1 1%	-	2 1%	2 1%	6 3%	3 1%	3 1%	8 2%	10 1%

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																										Total
Weighted Total	1010	750	902	884	863	801	37	494	516	292	350	367	118	174	169	181	146	221	101	270	273	220	247	543	467	1010
Oil/energy/gas policy	11	6	9	8	8	6	2	5	6	3	*	8	2	*	-	*	3	5	3	2	2	5	2	5	7	12
	1%	1%	1%	1%	1%	1%	5%	1%	1%	1%	*	2%	2%	*	-	*	2%	2%	3%	1%	1%	2%	1%	1%	1%	7%
Trade unions/ strikes	10	8	8	8	8	8	2	2	8	1	7	2	1	-	3	4	-	2	2	-	2	8	-	2	8	6
	1%	1%	1%	1%	1%	1%	5%	*	2%	*	2%	1%	1%	-	2%	2%	-	1%	2%	-	1%	4%	-	*	2%	1%
Electoral reform (e.g. proportional representation / voting changes / referendum)	9	7	7	7	7	7	2	5	4	6	2	1	-	6	1	1	-	1	-	1	4	3	-	6	3	8
	1%	1%	1%	1%	1%	1%	5%	1%	1%	2%	1%	*	-	4%	1%	*	-	*	-	1%	2%	1%	-	1%	1%	1%
MPs expenses	8	4	4	4	4	4	-	*	7	-	8	-	-	-	7	1	-	-	-	-	1	7	-	1	7	4
	1%	1%	*	1%	1%	1%	-	*	1%	-	2%	-	-	-	4%	1%	-	-	-	-	*	3%	-	*	1%	*
Animal welfare	7	7	7	7	7	7	-	2	5	2	4	1	1	1	3	1	1	*	*	1	-	5	1	1	6	6
	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	*	1%	1%	2%	1%	*	*	-	1%	-	2%	*	*	1%	1%
Human rights	7	4	6	6	6	4	-	2	5	3	3	1	-	3	1	2	1	*	*	3	2	3	-	4	3	6
	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	*	-	2%	1%	1%	1%	*	-	1%	1%	1%	-	1%	1%	1%
Energy / gas / oil production / policy / prices	7	2	5	5	3	3	2	4	3	3	2	1	-	3	1	1	-	1	-	1	5	1	-	5	1	7
	1%	*	1%	1%	*	*	5%	1%	*	1%	1%	*	-	2%	1%	*	-	1%	-	*	2%	1%	-	1%	*	1%
Scottish Independence / Referendum	7	4	4	4	4	4	*	4	2	2	2	3	-	2	-	2	2	1	-	2	2	1	1	4	2	7
	1%	1%	*	*	*	1%	1%	1%	*	1%	1%	1%	-	1%	-	1%	1%	1%	-	1%	1%	*	*	1%	*	1%
Terrorism	6	4	4	4	4	4	2	1	5	-	4	3	-	-	3	*	*	2	2	-	3	3	*	3	3	6
	1%	1%	*	1%	*	1%	5%	*	1%	-	1%	1%	-	-	2%	*	*	1%	2%	-	1%	1%	*	1%	1%	1%
Tuition / university fees	6	6	6	6	6	6	-	2	4	5	*	-	5	-	-	*	-	-	-	*	-	5	-	*	5	3
	1%	1%	1%	1%	1%	1%	-	*	1%	2%	*	-	4%	-	*	*	-	-	-	*	-	2%	-	*	1%	*
Behaviour of MPs / politicians / political parties	5	4	5	5	4	4	-	5	1	*	3	2	-	*	2	1	*	2	-	-	*	3	2	*	5	6
	1%	*	1%	1%	*	1%	-	1%	*	*	1%	1%	-	*	1%	1%	*	1%	-	-	*	1%	1%	*	1%	1%
Privatisation	5	4	5	5	5	4	-	-	5	5	*	-	5	-	-	*	-	-	-	-	1	4	-	1	4	3
	*	1%	1%	1%	1%	1%	-	-	1%	2%	*	-	4%	-	-	*	-	-	-	-	*	2%	-	*	1%	*
Social care / social services	4	4	4	4	4	4	-	2	2	1	2	1	1	*	-	2	1	*	*	*	4	-	*	4	*	8
	*	1%	*	*	1%	1%	-	*	*	*	*	*	1%	*	-	1%	1%	*	-	*	1%	-	*	1%	*	1%
Social justice	4	3	4	4	4	4	-	2	2	-	3	1	-	-	3	*	1	*	*	2	1	2	-	2	2	6
	*	*	*	*	*	1%	-	*	*	-	1%	*	-	-	2%	*	1%	*	-	1%	*	1%	-	*	*	1%
Standards of living	4	3	4	4	4	4	-	4	-	3	1	-	3	-	1	-	-	-	-	-	1	3	-	1	3	2
	*	*	*	*	*	*	-	1%	-	1%	*	-	2%	-	*	-	-	-	-	-	*	1%	-	*	1%	*
Support for business	1	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1
	*	*	*	*	*	*	-	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*
Openness / honesty / transparency	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	*	*	*	-	-	-	*	-	1
	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*
Other	46	37	45	45	42	41	-	28	18	12	14	20	3	9	6	8	5	15	8	11	16	10	8	27	19	51
	5%	5%	5%	5%	5%	5%	-	6%	3%	4%	4%	5%	3%	5%	3%	5%	4%	7%	7%	4%	6%	5%	3%	5%	4%	5%
Not voting in General Election / not interested	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	*	*	*	*	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*
Don't know	66	39	48	48	47	39	6	28	38	20	14	31	15	5	7	7	9	22	19	6	14	12	34	20	46	55
	7%	5%	5%	5%	5%	5%	15%	6%	7%	7%	4%	9%	12%	3%	4%	4%	6%	10%	19%	2%	5%	5%	14%	4%	10%	5%
No answer	2	1	1	1	1	1	1	1	1	-	1	1	-	-	-	1	-	1	-	1	-	1	-	1	1	2
	*	*	*	*	*	*	2%	*	*	-	*	*	-	-	-	1%	-	*	-	*	-	-	-	*	*	*

Fieldwork dates : 26th to 29th April 2015

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

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - April 2015

Table 30
(AP2y15)Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weight ed)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier	North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD		
Unweighted Total	1010	309	259	84	93	570	620	393	433	577	409	528	224	318	349	381	128	133	261	730	328	228	283	399	147	866	100	311	273	161	1010	
Weighted Total	1010	285	252	76	79	551	584	360	449	561	414	524	104	421	363	298	176	152	327	661	333	244	312	365	134	871	88	276	279	149	1010	
Healthcare/ NHS/ hospitals	48%	140	152	44	30	286	274	184	214	271	175	273	59	197	191	154	82	54	135	345	159	122	159	167	63	422	37	119	164	88	486	
Managing the economy/ economic situation	35%	153	70	30	23	154	237	183	173	180	198	132	30	175	145	117	55	30	86	262	103	74	94	155	59	309	30	143	82	58	385	
Education/ schools	27%	54	88	20	17	168	151	91	134	143	100	155	42	120	124	61	56	33	89	185	74	57	97	107	35	244	17	52	90	60	267	
Asylum and immigration	25%	85	37	11	47	116	164	97	93	159	124	114	21	103	88	80	46	32	78	168	75	68	82	96	38	236	7	106	45	28	259	
Housing	12%	22	41	18	6	86	67	40	53	72	41	78	14	51	27	32	38	23	61	60	40	25	24	61	23	106	15	23	53	18	123	
Unemployment	11%	8%	16%	24%	8%	16%	12%	11%	12%	13%	10%	15%	13%	12%	8%	11%	22%	15%	19%	9%	12%	10%	8%	17%	17%	12%	17%	8%	19%	12%	12%	
Taxation	10%	33	24	4	3	45	54	37	68	33	48	43	12	60	48	20	24	9	33	68	38	28	27	36	21	87	10	22	39	9	89	
Benefits	9%	18	29	11	3	52	41	29	40	48	36	49	10	40	39	26	11	12	23	65	29	21	36	23	8	75	8	23	26	18	91	
Poverty/inequality	8%	8	31	5	2	65	42	13	35	51	14	67	8	33	21	30	16	19	35	51	32	18	25	28	14	67	14	9	28	21	89	
Europe/ EU	7%	19	16	6	17	45	48	24	33	40	38	33	6	31	26	30	14	4	17	55	13	11	29	30	11	67	2	25	15	12	90	
Foreign policy/foreign affairs	6%	5%	6%	8%	8%	7%	6%	5%	7%	6%	5%	7%	5%	7%	7%	6%	5%	6%	6%	7%	4%	4%	9%	6%	9%	7%	5%	8%	4%	6%	7%	
Protecting the natural environment/ climate change	57	3	10	2	1	46	39	5	21	36	7	42	7	16	27	12	14	4	18	39	12	10	17	29	6	51	2	2	21	11	52	
Pensions	6%	16	20	2	5	31	26	18	11	46	21	31	4	8	14	18	7	14	21	32	21	15	25	11	4	48	6	18	23	3	60	
Defence	4%	13	7	3	6	24	30	15	23	22	17	23	7	18	17	13	13	1	14	30	14	7	9	22	6	34	7	11	12	9	56	
Care for older and disabled people	4%	3	9%	*s	3	28	13	8	9	33	12	28	4	7	7	15	5	14	20	22	17	17	19	6	2	39	1	6	25	1	45	
Issues affecting children / families	4%	13	11	3	1	25	26	16	18	23	12	26	4	19	10	2	17	10	27	12	13	7	8	19	4	34	7	10	14	4	32	
Public transport/ roads	39	5	10	5	4	25	19	10	22	17	8	27	4	16	18	12	7	2	8	30	9	6	15	15	8	34	2	6	11	7	43	
Crime and anti-social behaviour/ law and order	3%	9	9	-	3	15	15	9	11	21	7	19	3	9	9	13	7	3	10	22	10	8	13	8	7	27	2	4	10	7	33	
Government / MPs / politicians / political parties	2%	7	4	1	2	16	19	8	12	11	8	15	2	12	12	7	3	*	4	19	10	6	8	5	1	19	4	4	5	2	23	
Public services generally	19	6	8	1	-	12	9	6	12	7	1	17	2	12	6	4	8	1	10	10	6	5	5	8	4	17	1	3	9	2	17	
Constitution/Devolution	15	1	2	2	2	10	9	3	6	10	4	7	3	4	2	7	4	2	6	9	5	2	5	6	4	12	3	3	2	2	18	
Race relations	1%	-	2	-	-	7	6	*	4	9	*	8	2	1	4	3	4	1	5	7	3	1	5	5	3	10	1	*	8	-	10	
Wages / minimum wage / fair pay	1%	-	2	2	1	7	6	2	8	4	5	7	2	8	3	4	5	1	5	7	3	2	4	5	-	11	1	-	4	2	11	

Fieldwork dates : 26th to 29th April 2015

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

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

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Ipsos MORI Political Monitor - April 2015

Table 30
(AP2y15)Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis- fied	Dis-satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea- ter London	Eng-land	Scot	Con	Lab	LD		
Weighted Total	1010	285	252	76	79	551	584	360	449	561	414	524	104	421	363	298	176	152	327	661	333	244	312	365	134	871	88	276	279	149	1010	
Working conditions / workers rights	12	*	11	-	-	11	1	*	8	3	1	8	1	6	5	3	3	2	4	7	2	1	3	8	5	10	1	1	9	-	10	
Oil/energy/gas policy	11	1	1	*	*	6	6	1	5	6	2	8	2	5	5	5	-	1	1	10	3	2	5	3	-	8	2	3	5	*	12	
Trade unions/ strikes	10	-	2	-	-	5	3	-	5	5	-	6	1	4	1	3	4	2	6	4	2	2	4	4	3	7	-	-	6	-	6	
Electoral reform (e.g. proportional representation / voting changes / referendum)	9	-	*	1	1	7	7	1	7	2	1	7	2	5	3	1	4	-	4	5	4	*	2	4	-	6	3	-	*	4	8	
MPs expenses	8	*	-	-	-	-	*	*	3	4	*	4	-	3	4	-	3	*	4	4	1	-	3	4	4	7	1	*	1	-	4	
Animal welfare	7	1	1	-	-	2	2	1	2	5	2	1	1	-	1	2	4	-	4	3	1	1	2	5	4	7	-	1	2	-	6	
Human rights	7	*	1	1	-	7	6	1	7	*	3	4	-	5	3	2	2	1	3	4	-	-	5	2	2	6	-	*	1	4	6	
Energy / gas / oil production / policy / prices	7	*	-	-	-	2	3	*	4	2	-	7	1	3	3	-	1	2	4	3	1	-	3	4	*	6	1	*	1	1	7	
Scottish Independence / Referendum	7	1	-	-	-	4	6	1	4	2	2	4	-	4	2	3	2	-	2	5	4	1	-	2	-	3	4	1	1	1	7	
Terrorism	6	1	-	-	-	*	1	1	*	6	1	2	*	-	*	2	3	*	4	3	1	*	2	4	4	4	*	1	2	-	6	
Tuition / university fees	6	-	5	-	*	6	*	-	*	5	-	6	*	-	4	-	-	2	2	4	5	5	-	*	-	6	-	*	-	-	3	
Behaviour of MPs / politicians / political parties	5	1	*	1	*	5	5	2	2	4	-	5	*	1	4	*	-	-	-	5	1	-	1	3	1	4	1	3	2	*	6	
Privatisation	5	-	4	-	-	5	1	-	1	4	-	5	1	-	1	-	-	4	4	1	-	-	5	*	-	5	-	-	-	1	3	
Social care / social services	4	1	1	1	-	3	3	2	3	1	2	2	2	2	2	2	1	-	1	4	1	1	1	2	1	4	-	1	2	2	8	
Social justice	4	-	2	2	-	4	2	2	2	2	-	4	1	2	2	2	-	-	-	4	-	-	1	3	1	4	-	-	4	-	6	
Standards of living	4	3	-	-	-	-	3	3	4	-	-	4	-	4	1	3	-	-	-	4	-	-	3	1	1	4	-	-	1	-	2	
Support for business	1	1	-	-	-	-	1	1	1	-	-	-	-	1	1	-	-	-	-	1	1	1	-	-	-	1	-	-	-	1	1	
Openness / honesty / transparency	*	-	*	-	-	*	-	-	-	*	-	*	-	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	1
Other	46	17	8	2	6	25	34	20	21	25	21	24	4	19	10	21	11	4	15	31	10	7	19	18	6	36	3	17	11	8	51	
Not voting in General Election / not interested	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1	
Don't know	66	13	12	1	3	20	21	15	26	39	27	31	6	22	14	14	10	26	36	28	29	24	19	17	4	54	5	15	12	2	55	
No answer	2	-	1	-	-	1	-	-	-	2	-	2	-	-	-	1	-	1	1	1	-	-	1	1	-	2	-	-	1	-	2	

Fieldwork dates : 26th to 29th April 2015

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

Source : Ipsos MORI J14-090542-01

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Ipsos MORI Political Monitor - April 2015

Table 31
(AP2y15)Q11. How important is it to you personally who wins the next General Election?

Base: All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely 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	Total
Unweighted Total	1010	791	922	912	892	841	30	529	481	173	351	486	60	113	144	207	205	281	80	295	337	192	186	632	378	1010
Weighted Total	1010	750	902	884	863	801	37	494	516	292	350	367	118	174	169	181	146	221	101	270	273	220	247	543	467	1010
Very important	443	399	429	425	421	414	6	204	239	73	157	213	33	40	76	81	69	144	58	128	111	99	104	239	203	504
	44%	53%	48%	48%	49%	52%	17%	41%	46%	25%	45%	58%	28%	23%	45%	45%	47%	65%	57%	48%	41%	45%	42%	44%	44%	50%
Fairly important	402	279	358	350	338	308	10	197	205	161	150	92	57	104	75	74	49	43	26	113	113	86	90	226	176	353
	40%	37%	40%	40%	39%	39%	28%	40%	40%	55%	43%	25%	48%	60%	44%	41%	33%	20%	26%	42%	41%	39%	36%	42%	38%	35%
Not very important	108	47	81	75	72	53	9	62	45	35	29	44	21	14	14	14	21	22	11	16	32	19	41	48	60	94
	11%	6%	9%	9%	8%	7%	25%	13%	9%	12%	8%	12%	18%	8%	8%	8%	15%	10%	11%	6%	12%	9%	17%	9%	13%	9%
Not at all important	24	11	14	14	13	11	5	17	6	7	6	12	1	5	2	4	3	8	5	6	7	6	5	13	11	30
	2%	1%	2%	2%	2%	1%	14%	4%	1%	2%	2%	3%	1%	3%	1%	2%	2%	4%	5%	2%	3%	3%	2%	2%	2%	3%
No opinion	34	14	19	19	19	14	6	13	21	17	9	7	6	11	2	8	4	3	1	7	10	10	7	17	17	29
	3%	2%	2%	2%	2%	2%	16%	3%	4%	6%	3%	2%	5%	6%	1%	4%	3%	2%	1%	3%	4%	5%	3%	3%	4%	3%
Combinations - Summary																										
Important	845	678	787	775	758	722	17	401	444	234	307	305	90	144	152	155	118	187	84	242	224	186	194	465	380	857
	84%	90%	87%	88%	88%	90%	45%	81%	86%	80%	87%	83%	76%	83%	90%	86%	80%	85%	83%	89%	82%	84%	79%	86%	81%	85%
Not important	131	57	96	90	86	64	15	80	51	41	34	55	23	19	16	19	25	31	16	21	39	24	46	61	71	124
	13%	8%	11%	10%	10%	8%	39%	16%	10%	14%	10%	15%	19%	11%	9%	10%	17%	14%	16%	8%	14%	11%	19%	11%	15%	12%
Net important	714	621	691	686	673	658	2	321	393	192	272	249	67	125	136	136	93	156	68	220	185	161	148	405	309	733
	71%	83%	77%	78%	78%	82%	6%	65%	76%	66%	78%	68%	57%	72%	80%	75%	63%	71%	67%	81%	68%	73%	60%	75%	66%	73%

Fieldwork dates : 26th to 29th April 2015
Respondent Type : GB Adults, General Public 18+ - Telephone
Source : Ipsos MORI J14-090542-01
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Ipsos MORI Political Monitor - April 2015

Table 32
(AP2y15)Q11. How important is it to you personally who wins the next General Election?

Base: All

	Total (Weight ed)	Voting							Working status		Government	Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnW Tot.			
									Not full- time/ Not work ing																									
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full- time	Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier		North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD			
Unweighted Total	1010	309	259	84	93	570	620	393	433	577	409	528	224	318	349	381	128	133	261	730	328	228	283	399	147	866	100	311	273	161		1010		
Weighted Total	1010	285	252	76	79	551	584	360	449	561	414	524	104	421	363	298	176	152	327	661	333	244	312	365	134	871	88	276	279	149		1010		
Very important	443	150	131	27	32	252	271	177	150	292	201	224	43	137	143	164	55	69	123	307	149	109	133	160	60	382	40	162	131	62		504		
	44%	53%	52%	36%	41%	46%	46%	49%	33%	52%	49%	43%	41%	33%	39%	55%	31%	45%	38%	46%	45%	45%	43%	44%	45%	44%	45%	59%	47%	41%		50%		
Fairly important	402	115	93	34	35	214	236	148	221	182	167	209	48	212	161	91	92	53	145	252	116	82	129	158	53	345	34	92	114	67		353		
	40%	40%	37%	44%	44%	39%	40%	41%	49%	32%	40%	40%	46%	50%	44%	30%	52%	35%	44%	38%	35%	33%	41%	43%	39%	40%	39%	33%	41%	45%		35%		
Not very important	108	14	22	11	7	57	49	26	54	54	30	62	8	53	36	34	17	18	36	70	49	37	35	24	9	93	12	17	21	17		94		
	11%	5%	9%	15%	8%	10%	8%	7%	12%	10%	7%	12%	8%	13%	10%	11%	10%	12%	11%	11%	15%	15%	11%	6%	7%	11%	13%	6%	8%	11%		9%		
Not at all important	24	2	1	3	2	13	14	5	9	14	6	13	2	6	7	7	3	6	9	14	9	7	5	10	5	21	2	2	5	2		30		
	2%	1%	1%	4%	3%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	4%	3%	2%	3%	3%	2%	3%	4%	2%	2%	1%	2%	1%		3%		
No opinion	34	3	4	*	3	15	14	4	15	19	10	17	3	12	16	2	9	6	15	18	10	9	10	13	8	30	1	3	9	2		29		
	3%	1%	2%	1%	4%	3%	2%	1%	3%	3%	2%	3%	3%	3%	4%	1%	5%	4%	5%	3%	3%	4%	3%	4%	6%	3%	1%	1%	3%	1%		3%		
Combinations - Summary																																		
Important	845	265	224	61	67	465	506	326	371	474	368	433	91	350	304	255	147	121	268	559	265	191	262	318	113	727	74	254	245	128		857		
	84%	93%	89%	80%	85%	84%	87%	90%	83%	84%	89%	83%	87%	83%	84%	85%	83%	80%	82%	85%	80%	78%	84%	87%	84%	83%	84%	82%	82%	86%	86%		85%	
Not important	131	17	24	14	9	70	63	31	63	68	36	75	10	60	43	41	20	24	44	84	58	44	40	33	14	114	14	19	26	19		124		
	13%	6%	10%	19%	11%	13%	11%	9%	14%	12%	9%	14%	10%	14%	12%	14%	12%	16%	14%	13%	17%	18%	13%	9%	10%	13%	16%	7%	9%	13%		12%		
Net important	714	248	200	46	58	395	443	295	308	406	332	358	81	290	261	214	126	97	224	474	207	147	222	285	99	613	60	235	219	109		733		
	71%	87%	79%	61%	74%	72%	76%	82%	69%	72%	80%	68%	77%	69%	72%	72%	72%	64%	68%	72%	62%	60%	71%	78%	74%	70%	68%	85%	78%	73%		73%		

Fieldwork dates : 26th to 29th April 2015

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

Source : Ipsos MORI J14-090542-01

*Less than 0.5%

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Ipsos MORI Political Monitor - April 2015

Table 43
(AP2y15)Q17. Which is more important to you: a system which produces a fairer share of seats for smaller parties or a system in which it is likely that the largest party can govern on its own?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely 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	1010	791	922	912	892	841	30	529	481	173	351	486	60	113	144	207	205	281	80	295	337	192	186	632	378	1010
Weighted Total	1010	750	902	884	863	801	37	494	516	292	350	367	118	174	169	181	146	221	101	270	273	220	247	543	467	1010
Fairer share	489	346	430	418	405	373	19	250	239	168	189	133	82	86	98	91	54	79	34	133	137	111	108	270	219	462
	48%	46%	48%	47%	47%	47%	51% ^s	51%	46%	57%	54%	36%	69% ^s	50%	58%	50%	37%	36%	33% ^s	49%	50%	50%	44%	50%	47%	46%
Largest party can govern	459	373	426	421	414	389	8	226	233	100	150	209	33	66	67	83	78	131	61	122	120	97	120	242	217	489
	45%	50%	47%	48%	48%	49%	22% ^s	46%	45%	34%	43%	57%	28% ^s	38%	40%	46%	53%	59%	60% ^s	45%	44%	44%	49%	45%	46%	48%
Don't know	64	32	47	47	46	40	10	18	46	25	11	28	3	21	5	7	15	13	7	16	17	13	19	33	32	63
	6%	4%	5%	5%	5%	5%	27% ^s	4%	9%	8%	3%	8%	3% ^s	12%	3%	4%	10%	6%	7% ^s	6%	6%	6%	8%	6%	7%	6%

Fieldwork dates : 26th to 29th April 2015

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

Source : Ipsos MORI J14-090542-01

^s - Less than 0.5%

^s - Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 44

(AP2y15)Q17. Which is more important to you: a system which produces a fairer share of seats for smaller parties or a system in which it is likely that the largest party can govern on its own?

Base : All

	Total (Weight ed)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full- time	Not full- time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier		North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD	
Unweighted Total	1010	309	259	84	93	570	620	393	433	577	409	528	224	318	349	381	128	133	261	730		328	228	283	399	147	866	100	311	273	161	1010
Weighted Total	1010	285	252	76	79	551	584	360	449	561	414	524	104	421	363	298	176	152	327	661		333	244	312	365	134	871	88	276	279	149	1010
Fairer share	489	74	109	56	41	332	297	130	236	253	131	334	55	220	193	107	101	81	182	300		175	115	146	168	54	398	60	76	142	114	462
	48%	26%	43%	74%	52%	60%	51%	36%	53%	45%	32%	64%	52%	52%	53%	36%	58%	53%	56%	45%		53%	47%	47%	46%	40%	46%	68%	28%	51%	76%	46%
Largest party can govern	459	201	125	17	29	189	265	219	185	274	255	161	45	176	149	179	57	59	117	328		145	120	142	172	69	417	25	190	119	32	489
	45%	71%	50%	23%	37%	34%	45%	61%	41%	49%	62%	31%	43%	42%	41%	60%	33%	39%	36%	50%		44%	49%	45%	47%	51%	48%	28%	69%	43%	21%	48%
Don't know	64	9	18	3	9	32	23	12	28	36	28	30	5	25	21	14	17	12	29	35		13	10	24	27	12	58	3	10	18	3	63
	6%	3%	7%	4%	11%	6%	4%	3%	6%	6%	7%	6%	4%	6%	6%	5%	10%	6%	9%	5%		4%	4%	8%	7%	9%	7%	4%	4%	7%	2%	6%

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