

**Ipsos MORI**

Q10. Which of the following statements, if any, is closest to your views of ... - Summary Table

All Adults aged 16-75 in Great Britain

	Q10. Which of the following statements, if any, is closest to your views of ...			
	The Conservative Party	The Labour Party	The Liberal Democrats	The UK Independence Party
	(A)	(B)	(C)	(D)
Unweighted base	2244	2244	2244	2244
Weighted base	2244	2244	2244	2244
I would consider voting for them in both general elections and European parliamentary elections	538 24% CD	675 30% ACD	309 14%	360 16% C
I would consider voting for them in general elections but not European parliamentary elections	148 7% D	157 7% D	136 6% D	70 3%
I would consider voting for them in European parliamentary elections but not general elections	75 3%	88 4%	171 8% AB	264 12% ABC
I would never consider voting for them	899 40% B	730 33%	922 41% B	940 42% B
Don't know	583 26%	595 26%	707 31% ABD	609 27%

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Conservative Party

All Adults aged 16-75 in Great Britain

	Gender			Age					Social grade				Region						
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	England (M)	North England (N)	Midlands (O)	South East (P)	London (Q)	Scotland (R)	Wales (S)
Unweighted base	2244	1115	1129	330	399	422	426	667	557	650	511	526	1744	502	527	452	263	394	106
Weighted base	2244	1111	1133	358	401	411	418	655	593	626	499	526	1940	559	585	500	297	192	112
I would consider voting for them in both general elections and European parliamentary elections	538 24%	271 24%	268 24%	66 18%	86 21%	92 22%	97 23%	197 30%	193 33%	153 24%	112 22%	81 15%	485 25%	121 22%	160 27%	136 27%	68 23%	35 18%	19 17%
I would consider voting for them in general elections but not European parliamentary elections	148 7%	77 7%	71 6%	19 5%	25 6%	16 4%	22 5%	66 10%	46 8%	39 6%	32 6%	32 6%	131 7%	32 6%	45 8%	43 9%	12 4%	6 3%	11 10%
I would consider voting for them in European parliamentary elections but not general elections	75 3%	30 3%	46 4%	4 1%	18 4%	17 4%	15 4%	21 3%	16 3%	25 4%	21 4%	13 3%	65 3%	24 4%	18 3%	15 3%	10 3%	7 4%	3 3%
I would never consider voting for them	899 40%	469 42%	431 38%	131 36%	154 38%	170 41%	206 49%	238 36%	201 34%	260 41%	198 40%	241 46%	735 38%	247 44%	183 31%	172 35%	134 45%	109 57%	55 49%
Don't know	583 26%	265 24%	318 28%	139 39%	118 30%	116 28%	78 19%	131 20%	138 23%	150 24%	136 27%	158 30%	523 27%	136 24%	180 31%	134 27%	74 25%	35 18%	24 22%

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Conservative Party

All Adults aged 16-75 in Great Britain

	Voting intentions					Education				Moreno (Q4) ENGLAND ONLY					Moreno SCOTLAND ONLY			Ethnicity		Has immigration been positive for Britain?		
	Total	Con	Lab	LD	UKIP	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	English not British	More English than British	Equally English and British	More British than English	British not English	Scottish/not British	More Scottish or Equally British	More British/not Scottish	White	BME	Most negative (0 to 1)	2 to 6	Most positive (7 to 10)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2244	378	464	110	180	621	501	871	251	329	270	660	143	246	99	217	70	2081	139	514	1118	471
Weighted base	2244	422	535	108	160	637	493	868	245	348	304	737	165	278	45	106	37	2063	157	502	1122	483
I would consider voting for them in both general elections and European parliamentary elections	538 24%	328 78% CDE	17 3%	23 21% C	23 15% C	131 21%	118 24%	241 28% FI	48 19%	82 24%	95 31% JN	194 26%	44 27%	61 22%	2 5% *	17 16% O	15 41% OP*	516 25% S	21 14%	93 19%	328 29% TV	103 21%
I would consider voting for them in general elections but not European parliamentary elections	148 7%	60 14% CE	11 2%	12 11% C	11 7% C	37 6%	36 7%	60 7%	15 6%	36 10% LM	29 10% LM	42 6%	5 3%	17 6%	1 1% *	5 4%	1 2% *	140 7%	8 5%	40 8%	72 6%	36 7%
I would consider voting for them in European parliamentary elections but not general elections	75 3%	5 1%	28 5% B	8 7% B	8 5% B	18 3% I	14 3% I	43 5% I	1 *	12 3%	9 3%	21 3%	3 2%	14 5%	1 2% *	4 4%	2 6% *	63 3%	11 7% R	10 2%	45 4% T	19 4%
I would never consider voting for them	899 40%	5 1%	414 77% BDE	46 43% B	77 48% B	256 40%	188 38%	352 40%	104 42%	138 40%	99 33%	270 37%	79 48% KL	113 41%	32 72% PQ*	60 56% Q	14 38% *	836 41%	55 35%	215 43% U	401 36%	243 50% TU
Don't know	583 26%	24 6%	66 12% B	19 17% B	40 25% BC	194 30% H	138 28% H	172 20%	78 32% H	81 23%	72 24%	211 29% M	33 20%	73 26%	9 20% *	21 19%	5 13% *	509 25%	61 39% R	143 28% V	275 25% V	82 17%

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Labour Party

All Adults aged 16-75 in Great Britain

	Gender			Age					Social grade				Region						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	England	North England	Midlands	Region South Exc London	London	Scotland	Wales
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2244	1115	1129	330	399	422	426	667	557	650	511	526	1744	502	527	452	263	394	106
Weighted base	2244	1111	1133	358	401	411	418	655	593	626	499	526	1940	559	585	500	297	192	112
I would consider voting for them in both general elections and European parliamentary elections	675 30%	336 30%	339 30%	78 22%	130 32% D	131 32% D	152 36% DH	183 28% D	182 31%	198 32%	144 29%	151 29%	560 29% O	204 37% MOP	135 23%	126 25%	94 32% O	68 36% MOP	47 42% MOP
I would consider voting for them in general elections but not European parliamentary elections	157 7%	87 8%	70 6%	27 8%	27 7%	26 6%	29 7%	48 7%	43 7%	44 7%	29 6%	41 8%	138 7%	34 6%	42 7%	36 7%	25 8%	10 5%	10 9%
I would consider voting for them in European parliamentary elections but not general elections	88 4%	43 4%	45 4%	12 3%	21 5%	12 3%	16 4%	27 4%	22 4%	21 3%	23 5%	21 4%	71 4%	20 4%	18 3%	21 4%	12 4%	12 6% MNO	5 4%
I would never consider voting for them	730 33%	389 35% C	340 30%	98 27%	105 26%	115 28%	134 32%	278 42% DEFG	195 33%	206 33%	169 34%	159 30%	639 33% N	154 28%	211 36% N	187 37% MNQ	87 29%	59 31%	31 28%
Don't know	595 26%	256 23%	338 30% B	143 40% EFGH	118 29% GH	127 31% GH	87 21%	119 18%	150 25%	157 25%	133 27%	154 29%	532 27% RS	146 26%	178 30% RS	130 26%	79 27%	42 22%	20 18%

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Labour Party

All Adults aged 16-75 in Great Britain

	Voting intentions					Education				Moreno (Q4) ENGLAND ONLY					Moreno SCOTLAND ONLY			Ethnicity		Has immigration been positive for Britain?		
	Total	Con	Lab	LD	UKIP	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	English not British	More English than British	Equally English and British	More British than English	British not English	Scottish/not British	More Scottish or Equally British	More British/not Scottish	White	BME	Most negative (0 to 1)	2 to 6	Most positive (7 to 10)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2244	378	464	110	180	621	501	871	251	329	270	660	143	246	99	217	70	2081	139	514	1118	471
Weighted base	2244	422	535	108	160	637	493	868	245	348	304	737	165	278	45	106	37	2063	157	502	1122	483
I would consider voting for them in both general elections and European parliamentary elections	675 30%	22 5%	430 80% BDE	20 18% BE	12 8%	157 25%	147 30% I	316 36% FGI	55 22%	72 21%	64 21%	225 31% JK	68 41% JKL	104 37% JK	11 25% *	46 43% OQ	11 29% *	610 30%	61 39% R	105 21%	308 27% T	241 50% TU
I would consider voting for them in general elections but not European parliamentary elections	157 7%	7 2%	58 11% B	11 10% B	15 10% B	51 8%	29 6%	59 7%	18 7%	26 7%	26 9%	45 6%	8 5%	27 10%	3 7% *	5 4%	2 5% *	141 7%	15 10%	36 7%	81 7%	40 8%
I would consider voting for them in European parliamentary elections but not general elections	88 4%	22 5%	15 3%	13 12% BCE	7 5%	23 4%	13 3%	39 5%	13 5%	9 3%	10 3%	23 3%	10 6%	12 4%	3 7% *	7 7%	2 5% *	79 4%	9 6%	15 3%	41 4%	28 6% T
I would never consider voting for them	730 33%	309 73% CDE	3 1%	41 38% C	101 63% CD	209 33%	171 35%	267 31%	84 34%	159 46% LMN	130 43% LMN	227 31% N	43 26%	63 22%	18 39% P*	23 22%	17 46% P*	704 34% S	21 13%	209 42% UV	399 36% V	98 20%
Don't know	595 26%	62 15% C	29 5%	23 21% C	24 15% C	197 31% H	134 27% H	187 21%	77 31% H	82 24%	74 24%	218 30% M	35 21%	72 26%	10 22% *	25 24%	6 17% *	529 26%	50 32%	137 27% V	294 26% V	76 16%

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Liberal Democrats

All Adults aged 16-75 in Great Britain

	Gender			Age					Social grade				Region						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	England	North England	Midlands	Region South Exc London	London	Scotland	Wales
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2244	1115	1129	330	399	422	426	667	557	650	511	526	1744	502	527	452	263	394	106
Weighted base	2244	1111	1133	358	401	411	418	655	593	626	499	526	1940	559	585	500	297	192	112
I would consider voting for them in both general elections and European parliamentary elections	309 14%	165 15%	144 13%	34 9%	67 17% D	70 17% D	55 13%	83 13%	105 18% KL	104 17% KL	53 11%	47 9%	270 14%	66 12%	77 13%	78 16%	49 17%	28 15%	11 9%
I would consider voting for them in general elections but not European parliamentary elections	136 6%	61 5%	76 7%	17 5%	21 5%	24 6%	25 6%	50 8%	35 6%	47 7%	26 5%	28 5%	121 6%	28 5%	36 6%	43 9% MN	14 5%	11 6%	4 4%
I would consider voting for them in European parliamentary elections but not general elections	171 8%	76 7%	95 8%	14 4%	41 10% DF	20 5%	33 8% D	62 9% DF	55 9%	40 6%	31 6%	44 8%	141 7%	37 7%	40 7%	37 7%	29 10%	16 8%	13 12%
I would never consider voting for them	922 41%	498 45% C	424 37%	144 40% E	131 33%	158 38%	190 46% EF	299 46% EF	230 39%	253 40%	224 45%	215 41%	783 40%	241 43%	227 39%	192 38%	123 41%	85 44%	54 48%
Don't know	707 31%	312 28%	394 35% B	149 42% FGH	142 35% GH	139 34% H	115 28%	161 25%	167 28%	182 29%	165 33%	192 37% U	625 32% R	187 33% R	206 35% QR	150 30%	82 28%	51 27%	31 27%

Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The Liberal Democrats

All Adults aged 16-75 in Great Britain

	Voting intentions					Education				Moreno (Q4) ENGLAND ONLY					Moreno SCOTLAND ONLY			Ethnicity		Has immigration been positive for Britain?		
	Total	Con	Lab	LD	UKIP	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	English not British	More English than British	Equally English and British	More British than English	British not English	Scottish/not British	More Scottish or Equally British	More British/not Scottish	White	BME	Most negative (0 to 1)	2 to 6	Most positive (7 to 10)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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Weighted base	2244	422	535	108	160	637	493	868	245	348	304	737	165	278	45	106	37	2063	157	502	1122	483
I would consider voting for them in both general elections and European parliamentary elections	309 14%	49 12% C	34 6%	79 73% BCE	11 7%	52 8%	63 13% FI	184 21% FGI	10 4%	28 8%	38 12%	112 15% J	35 21% JK	44 16% J	3 6% *	20 19% O	6 16% O*	288 14%	19 12%	30 6%	145 13% T	125 26% TU
I would consider voting for them in general elections but not European parliamentary elections	136 6%	40 10% CE	22 4%	12 11% CE	5 3%	35 6%	30 6%	61 7%	10 4%	19 5%	20 7%	47 6%	12 8%	22 8%	* 1% *	7 7% O	4 11% O*	123 6%	13 8%	21 4%	87 8% T	25 5%
I would consider voting for them in European parliamentary elections but not general elections	171 8%	36 9%	67 12% E	7 6%	6 4%	33 5%	31 6%	92 11% FGI	14 6%	16 5%	20 7%	60 8% J	21 13% JK	20 7%	4 10% *	10 10%	1 3% *	160 8%	8 5%	15 3%	88 8% T	66 14% TU
I would never consider voting for them	922 41%	208 49% D	300 56% D	1 1%	113 71% BCD	281 44% H	213 43% H	315 36% H	114 46% H	182 52% KLMN	132 43%	277 38%	55 33%	102 37%	26 58% P*	40 38%	17 47% *	866 42% S	49 31%	272 54% UV	450 40%	169 35%
Don't know	707 31%	88 21% D	112 21% D	9 8%	23 15%	236 37% H	156 32% H	217 25%	98 40% GH	104 30%	94 31%	242 33%	41 25%	90 32%	12 26% *	28 27%	9 24% *	626 30%	68 43% R	164 33% V	353 31% V	98 20%

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

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Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The UK Independence Party

All Adults aged 16-75 in Great Britain

	Gender			Age					Social grade				Region						
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	England	North England	Midlands	South London	Exc London	Scotland	Wales
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2244	1115	1129	330	399	422	426	667	557	650	511	526	1744	502	527	452	263	394	106
Weighted base	2244	1111	1133	358	401	411	418	655	593	626	499	526	1940	559	585	500	297	192	112
I would consider voting for them in both general elections and European parliamentary elections	360 16%	209 19% C	151 13%	62 17%	60 15%	57 14%	75 18%	107 16%	77 13%	88 14%	106 21% IJ	89 17%	336 17% RS	98 18% RS	101 17% RS	88 18% RS	49 16% RS	15 8%	9 8%
I would consider voting for them in general elections but not European parliamentary elections	70 3%	39 4%	31 3%	13 4%	15 4% G	17 4% G	5 1%	20 3%	19 3%	19 3%	17 3%	16 3%	63 3%	21 4%	20 3%	17 3%	5 2%	4 2%	4 3%
I would consider voting for them in European parliamentary elections but not general elections	264 12%	149 13% C	114 10%	32 9%	26 7%	31 7%	70 17% DEF	105 16% DEF	73 12%	79 13%	54 11%	59 11%	239 12% NR	54 10%	87 15% MNQRS	71 14% NR	27 9%	16 9%	8 7%
I would never consider voting for them	940 42%	448 40%	493 43%	113 32%	166 41% D	178 43% D	180 43% D	303 46% D	280 47% KL	290 46% KL	183 37%	188 36%	768 40% O	222 40%	205 35%	197 39%	144 48% MNOP	109 57% MNOPQ	63 56% MNOP
Don't know	609 27%	266 24%	343 30% B	139 39% FGH	133 33% GH	129 31% GH	88 21%	120 18%	144 24%	151 24%	138 28%	176 33% IJ	534 28%	163 29%	172 29%	126 25%	72 24%	48 25%	27 24%

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S Minimum Base: 30(\*\*) Small Base: 100(\*)



Ipsos MORI

Q10. Which of the following statements, if any, is closest to your views of ... - The UK Independence Party

All Adults aged 16-75 in Great Britain

	Voting intentions					Education				Moreno (Q4) ENGLAND ONLY					Moreno SCOTLAND ONLY			Ethnicity		Has immigration been positive for Britain?		
	Total	Con	Lab	LD	UKIP	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	English not British	More English than British	Equally English and British	More British than English	British not English	Scottish/not British	More Scottish or Equally British	More British/not Scottish	White	BME	Most negative (0 to 1)	2 to 6	Most positive (7 to 10)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2244	378	464	110	180	621	501	871	251	329	270	660	143	246	99	217	70	2081	139	514	1118	471
Weighted base	2244	422	535	108	160	637	493	868	245	348	304	737	165	278	45	106	37	2063	157	502	1122	483
I would consider voting for them in both general elections and European parliamentary elections	360 16%	38 9%	39 7%	8 7%	143 89% BCD	126 20% H	83 17%	111 13%	41 17%	100 29% LMN	80 26% LMN	94 13%	21 13%	35 13%	3 8% *	7 7%	4 11% *	345 17% S	13 8%	146 29% UV	181 16% V	28 6%
I would consider voting for them in general elections but not European parliamentary elections	70 3%	11 3%	21 4%	4 4%	9 6%	26 4%	14 3%	24 3%	6 2%	16 5%	8 3%	25 3%	4 3%	7 2%	1 1% *	2 2%	1 2% *	66 3%	3 2%	23 5%	31 3%	15 3%
I would consider voting for them in European parliamentary elections but not general elections	264 12%	120 28% CDE	63 12% E	10 9% E	2 1%	69 11%	68 14%	100 12%	26 11%	50 14% M	49 16% M	95 13% M	10 6%	34 12%	2 4% *	9 8%	6 17% OP*	251 12%	12 8%	65 13%	152 14% V	43 9%
I would never consider voting for them	940 42%	197 47% E	312 58% BE	66 62% BE	* *	204 32%	197 40% FI	462 53% FGI	77 32%	96 28%	98 32%	309 42% JK	90 55% JKL	130 47% JK	25 55% *	62 59%	20 55% *	868 42%	64 41%	124 25%	445 40% T	325 67% TU
Don't know	609 27%	56 13% E	101 19% BE	19 17% E	6 3%	212 33% GH	132 27% H	170 20%	95 39% GH	86 25%	69 23%	215 29% K	39 24%	72 26%	14 32% Q*	26 24%	6 15% *	533 26%	64 41% R	144 29% V	313 28% V	72 15%

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L/M/N,O/P/Q,R/S,T/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)