

Ipsos MORI - Political Monitor - Evening Standard- September 2012

Table 1

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Total Voting	814	507	689	659	607	554	16	400	414	235	285	293	99	136	141	145	121	172	82	232	251	166	165	483	331	794
Conservative	263 32%	153 30%	223 32%	214 32%	192 32%	167 30%	5 31%	127 32%	136 33%	69 29%	84 30%	110 37%	29 29%	40 30%	37 26%	48 33%	40 33%	70 41%	31 38%	87 38%	82 33%	58 35%	36 22%	169 35%	94 28%	254 32%
Labour	340 42%	210 41%	278 40%	266 40%	247 41%	230 42%	6 36%	161 40%	179 43%	98 42%	128 45%	114 39%	54 55%	44 32%	69 49%	60 41%	49 40%	65 38%	31 38%	78 33%	93 37%	75 45%	94 57%	171 35%	170 51%	342 43%
Liberal Democrats (Lib Dem)	100 12%	64 13%	88 13%	84 13%	82 14%	75 14%	3 21%	47 12%	53 13%	31 13%	32 11%	37 13%	12 12%	19 14%	17 12%	15 10%	19 15%	18 11%	10 12%	31 13%	42 17%	14 8%	12 8%	73 15%	26 8%	100 13%
Scottish Nationalist	20 2%	17 3%	18 3%	18 3%	17 3%	17 3%	-	8 2%	12 3%	9 4%	6 2%	5 2%	-	9 7%	*	6 4%	2 2%	3 2%	2 2%	5 2%	8 3%	5 3%	2 1%	13 3%	7 2%	15 2%
Plaid Cymru	6 1%	1 *	4 1%	3 *	1 *	1 *	-	2 *	4 1%	-	2 1%	4 1%	-	-	2 1%	-	3 3%	1 1%	1 1%	2 1%	*	1 1%	2 1%	3 1%	3 1%	6 1%
Green Party	51 6%	40 8%	44 6%	43 6%	43 7%	41 7%	2 11%	28 7%	23 6%	21 9%	23 8%	7 3%	4 4%	16 12%	10 7%	13 9%	4 3%	4 2%	2 3%	23 10%	16 6%	2 1%	10 6%	39 8%	12 4%	42 5%
UKIP	27 3%	19 4%	26 4%	25 4%	21 3%	19 3%	-	20 5%	7 2%	5 2%	8 3%	15 5%	-	5 3%	5 4%	2 2%	5 4%	10 6%	5 6%	3 1%	7 3%	10 6%	7 5%	10 2%	17 5%	27 3%
British National Party	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	1 *	-	1 *	-	1 *	1 *	2 *
Other	6 1%	2 *	6 1%	6 1%	2 *	2 *	-	6 1%	-	3 1%	2 1%	1 *	-	3 2%	1 1%	1 1%	*	1 *	-	3 1%	3 1%	-	*	5 *	*	6 1%
"Conservative Lead over Labour"	-77 -9%	-56 -11%	-54 -8%	-52 -8%	-54 -9%	-63 -11%	-1 -5%	-35 -9%	-42 -10%	-28 -12%	-44 -15%	-4 -2%	-25 -25%	-4 -3%	-32 -23%	-12 -8%	-9 -7%	5 3%	*	9 4%	-11 -4%	-17 -11%	-58 -35%	-1 *	-76 -23%	-88 -11%
Undecided	89 9%	30 5%	63 8%	59 8%	47 7%	37 6%	2 2%	35 7%	54 11%	33 11%	28 8%	29 8%	11 9%	21 13%	16 9%	12 7%	14 9%	15 7%	10 10%	21 8%	17 6%	19 9%	32 14%	38 7%	52 11%	92 9%
Would not vote	84 8%	1 *	8 1%	4 1%	2 *	2 *	58 75%	47 10%	37 7%	21 7%	34 10%	29 8%	11 9%	9 6%	19 10%	16 9%	10 7%	19 9%	6 6%	15 6%	12 4%	23 11%	33 14%	27 5%	57 13%	96 10%
Refused	19 2%	11 2%	16 2%	16 2%	16 2%	13 2%	2 2%	9 2%	9 2%	-	8 2%	10 3%	-	-	5 3%	3 2%	6 4%	5 2%	2 2%	2 1%	5 2%	8 4%	4 2%	7 1%	12 3%	23 2%
Will vote for another party but don't know which	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	*	*	-	-	-	*	-	*	*	1 *

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

* = Less than 0.5%

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>

Ipsos MORI - Political Monitor - Evening Standard- September 2012

Table 2

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Greater London	England	Scot.	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Total Voting	814	263	340	100	550	474	363	366	447	236	530	89	376	399	287	275	133	111	562	278	208	246	289	107	703	71	225	240	155	794
Conservative	263	263	-	-	-	263	263	128	135	150	95	21	133	135	101	104	32	22	206	74	62	91	98	28	243	12	188	8	14	254
		32%	100%	-	-	56%	73%	35%	30%	64%	18%	24%	35%	34%	35%	38%	24%	20%	37%	27%	30%	37%	34%	26%	35%	16%	84%	4%	9%	32%
Labour	340	-	340	-	340	-	-	138	202	45	280	42	133	146	108	96	56	77	205	129	98	99	111	50	295	32	9	218	41	342
		42%	-	100%	-	62%	-	38%	45%	19%	53%	47%	35%	37%	38%	35%	42%	69%	36%	46%	47%	40%	38%	47%	42%	45%	4%	91%	27%	43%
Liberal Democrats (Lib Dem)	100	-	-	100	100	100	100	47	52	26	66	14	45	49	39	34	23	2	73	31	25	30	39	13	86	6	3	2	75	100
		12%	-	-	100%	18%	21%	13%	12%	11%	12%	16%	12%	12%	14%	12%	17%	2%	13%	11%	12%	12%	13%	12%	12%	8%	1%	1%	48%	13%
Scottish Nationalist	20	-	-	-	20	20	-	12	8	2	18	3	13	13	8	5	5	1	14	20	-	-	-	-	-	20	-	3	*	15
		2%	-	-	-	4%	-	3%	2%	1%	3%	4%	3%	3%	3%	2%	4%	1%	2%	7%	-	-	-	-	-	28%	-	1%	*	2%
Plaid Cymru	6	-	-	-	6	6	-	2	4	1	5	1	2	2	4	1	-	1	5	-	-	6	-	-	-	-	2	2	*	6
		1%	-	-	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	-	1%	1%	-	-	2%	-	-	-	-	1%	1%	*	1%
Green Party	51	-	-	-	51	51	-	24	27	9	36	5	26	30	14	19	12	5	34	9	9	12	31	15	49	-	7	6	20	42
		6%	-	-	-	9%	11%	6%	6%	4%	7%	6%	7%	8%	5%	7%	9%	5%	6%	3%	4%	5%	11%	14%	7%	-	3%	3%	13%	5%
UKIP	27	-	-	-	27	27	-	13	14	2	24	1	20	20	11	11	3	3	22	14	13	7	6	1	23	2	15	1	2	27
		3%	-	-	-	5%	6%	4%	3%	1%	4%	1%	5%	5%	4%	4%	2%	3%	4%	5%	6%	3%	2%	1%	3%	2%	7%	*	1%	3%
British National Party	1	-	-	-	1	1	-	1	1	-	1	1	-	-	-	1	-	-	1	1	1	1	-	1	-	-	-	-	-	2
		*	-	-	*	*	-	*	*	-	*	1%	-	-	-	*	-	-	*	*	*	*	-	*	-	-	-	-	-	*
Other	6	-	-	-	6	6	-	1	4	*	5	*	4	4	1	2	3	-	3	*	*	1	5	*	6	-	-	-	4	6
		1%	-	-	-	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	2%	-	1%	*	*	*	2%	*	1%	-	-	-	2%	1%
"Conservative Lead over Labour"	-77	263	-340	0	-340	263	263	-10	-67	106	-185	-21	-1	-11	-7	8	-24	-55	1	-55	-35	-9	-13	-23	-52	-20	179	-209	-28	-88
		-9%	100%	-100%	0%	-62%	56%	-3%	-15%	45%	-35%	-23%	*	-3%	-2%	3%	-18%	-50%	*	-20%	-17%	-3%	-5%	-21%	-7%	-28%	80%	-87%	-18%	-11%
Undecided	89	-	-	-	-	-	-	35	55	13	56	18	34	36	35	22	9	20	58	24	13	34	32	11	75	10	17	10	18	92
		9%	-	-	-	-	-	8%	10%	5%	9%	15%	8%	8%	10%	7%	6%	12%	8%	7%	5%	11%	9%	8%	9%	12%	7%	4%	10%	9%
Would not vote	84	-	-	-	-	-	-	27	57	21	54	11	21	22	21	26	13	24	47	28	21	28	28	9	71	7	4	5	10	96
		8%	-	-	-	-	-	6%	10%	8%	8%	9%	5%	5%	6%	8%	8%	16%	7%	8%	9%	9%	8%	7%	8%	8%	2%	2%	5%	10%
Refused	19	-	-	-	-	-	-	7	12	7	6	3	8	8	5	11	-	3	16	6	5	4	9	2	18	*	3	-	-	23
		2%	-	-	-	-	-	2%	2%	3%	1%	3%	2%	2%	2%	3%	-	2%	2%	2%	2%	1%	3%	2%	2%	*	1%	-	-	2%
Will vote for another party but don't know which	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	1
		*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*

Fieldwork dates : 15th to 17th September 2012

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Standard weights.

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Table 3

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	567	567	567	567	567	567	-	257	310	86	211	270	22	64	108	103	112	158	69	186	172	102	107	358	209	567
Weighted Total	550	550	550	550	550	550	-	284	266	129	191	230	39	90	93	97	102	128	59	171	169	101	109	340	210	567
Total Voting	507	507	507	507	507	507	-	264	244	125	177	205	39	86	87	90	88	117	53	164	158	88	97	322	185	517
Conservative	153 30%	153 30%	153 30%	153 30%	153 30%	153 30%	-	77 29%	76 31%	33 26%	48 27%	73 36%	15 37%	18 21%	20 22%	28 31%	23 27%	49 42%	23 44%	54 33%	47 30%	31 36%	21 22%	101 31%	52 28%	156 30%
Labour	210 41%	210 41%	210 41%	210 41%	210 41%	210 41%	-	106 40%	103 42%	44 35%	83 47%	82 40%	15 39%	29 34%	46 53%	37 41%	39 44%	43 37%	18 34%	62 38%	59 37%	37 42%	52 53%	121 38%	89 48%	223 43%
Liberal Democrats (Lib Dem)	64 13%	64 13%	64 13%	64 13%	64 13%	64 13%	-	32 12%	31 13%	16 13%	19 11%	29 14%	5 13%	11 13%	10 12%	8 9%	15 17%	14 12%	7 13%	25 15%	26 17%	6 7%	7 7%	51 16%	12 7%	67 13%
Scottish Nationalist	17 3%	17 3%	17 3%	17 3%	17 3%	17 3%	-	7 3%	10 4%	9 7%	6 3%	3 1%	-	9 10%	-	6 6%	2 2%	1 *	1 1%	3 2%	8 5%	4 5%	2 2%	11 3%	6 3%	11 2%
Plaid Cymru	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	* *	-	* *	1 *	-	-	-	-	1 1%	-	-	-	* *	1 1%	-	* *	1 1%	2 *
Green Party	40 8%	40 8%	40 8%	40 8%	40 8%	40 8%	-	21 8%	19 8%	19 15%	16 9%	5 3%	4 11%	15 17%	6 7%	9 10%	4 4%	2 1%	* 1%	16 10%	12 7%	2 2%	10 10%	28 9%	12 6%	32 6%
UKIP	19 4%	19 4%	19 4%	19 4%	19 4%	19 4%	-	16 6%	4 2%	5 4%	3 2%	11 5%	-	5 5%	3 4%	-	4 4%	8 6%	4 7%	3 2%	4 3%	6 7%	6 6%	7 2%	12 6%	20 4%
British National Party	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 1%	-	1 1%	-	1 *	-	1 1%	-	1 *	1 *	2 *
Other	2 *	2 *	2 *	2 *	2 *	2 *	-	2 1%	-	-	2 1%	* *	-	-	1 1%	1 1%	* *	-	-	-	2 1%	-	* *	2 1%	* *	4 1%
"Conservative Lead over Labour"	-56 -11%	-56 -11%	-56 -11%	-56 -11%	-56 -11%	-56 -11%	0 0%	-29 -11%	-27 -11%	-11 -9%	-35 -20%	-10 -5%	-1 -2%	-11 -12%	-26 -30%	-9 -10%	-16 -18%	6 5%	5 10%	-9 -5%	-11 -7%	-5 -6%	-31 -32%	-20 -6%	-36 -20%	-67 -13%
Undecided	30 5%	30 5%	30 5%	30 5%	30 5%	30 5%	-	15 5%	15 6%	3 3%	10 5%	16 7%	-	3 4%	3 4%	7 7%	8 8%	8 6%	6 10%	5 3%	8 5%	9 9%	8 7%	13 4%	16 8%	34 6%
Would not vote	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	1 *
Refused	11 2%	11 2%	11 2%	11 2%	11 2%	11 2%	-	4 1%	7 3%	-	4 2%	7 3%	-	-	3 3%	1 1%	5 5%	2 2%	-	2 1%	3 2%	3 3%	4 3%	5 1%	6 3%	14 2%
Will vote for another party but don't know which	* *	* *	* *	* *	* *	* *	-	-	* *	-	-	* *	-	-	-	-	-	* *	* 1%	-	-	-	* *	-	* *	1 *

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 4

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	567	156	223	67	361	294	223	249	318	147	381	141	171	187	230	234	47	51	464	188	148	172	207	73	501	40	157	186	133	567	
Weighted Total	550	153	210	64	354	298	217	250	300	156	361	62	240	265	191	210	74	71	401	182	131	161	207	71	476	51	154	184	126	567	
Total Voting	507	153	210	64	354	298	217	230	277	147	333	56	225	248	177	193	73	62	370	169	122	151	188	65	440	47	147	177	116	517	
Conservative	153	153	-	-	-	153	153	72	82	99	42	14	69	72	55	69	16	12	125	40	32	55	59	13	140	7	127	5	9	156	
	30%	100%	-	-	-	52%	71%	31%	30%	67%	13%	26%	31%	29%	31%	36%	22%	20%	34%	24%	26%	36%	31%	21%	32%	16%	86%	3%	8%	30%	
Labour	210	-	210	-	210	-	-	88	121	18	188	25	80	93	66	70	31	42	136	77	60	64	69	30	184	17	2	161	33	223	
	41%	-	100%	-	59%	-	-	38%	44%	12%	56%	45%	35%	37%	37%	36%	42%	68%	37%	45%	49%	43%	37%	45%	42%	37%	2%	91%	29%	43%	
Liberal Democrats (Lib Dem)	64	-	-	64	64	64	64	29	35	21	37	9	26	29	25	24	14	1	48	19	15	16	28	9	56	4	2	-	56	67	
	13%	-	-	100%	18%	21%	29%	12%	13%	14%	11%	16%	11%	12%	14%	12%	19%	1%	13%	11%	13%	11%	15%	14%	13%	8%	1%	-	48%	13%	
Scottish Nationalist	17	-	-	-	17	17	-	11	6	2	15	2	13	13	7	3	5	1	10	17	-	-	-	-	-	17	-	3	*	11	
	3%	-	-	-	5%	6%	-	5%	2%	1%	4%	4%	6%	5%	4%	1%	2%	3%	3%	10%	-	-	-	-	-	36%	-	2%	*	2%	
Plaid Cymru	1	-	-	-	1	1	-	1	-	-	1	*	1	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	*	2	
	*	-	-	-	*	*	-	1%	-	-	*	*	*	*	1%	-	-	-	*	-	-	1%	-	-	-	-	-	-	*	*	
Green Party	40	-	-	-	40	40	-	18	22	6	30	3	23	27	12	16	7	5	28	4	4	10	26	13	39	-	5	6	16	32	
	8%	-	-	-	11%	13%	-	8%	8%	4%	9%	6%	10%	11%	7%	8%	10%	8%	8%	3%	4%	6%	14%	20%	9%	-	3%	3%	14%	6%	
UKIP	19	-	-	-	19	19	-	10	9	1	17	1	13	13	10	9	*	1	18	11	9	4	4	-	17	2	11	1	-	20	
	4%	-	-	-	5%	7%	-	4%	3%	1%	5%	1%	6%	5%	5%	5%	1%	1%	5%	6%	7%	3%	2%	-	4%	4%	7%	1%	-	4%	
British National Party	1	-	-	-	1	1	-	1	1	-	1	1	-	-	-	1	-	-	1	1	1	1	-	-	1	-	-	-	-	-	2
	*	-	-	-	*	*	-	*	*	-	*	1%	-	-	-	1%	-	-	*	*	1%	*	-	-	*	-	-	-	-	-	*
Other	2	-	-	-	2	2	-	1	1	*	2	*	1	1	1	1	-	-	2	*	*	-	2	*	2	-	-	-	1	4	
	*	-	-	-	1%	1%	-	1%	*	*	1%	*	*	*	1%	1%	-	-	1%	*	*	-	1%	*	1%	-	-	-	1%	1%	
"Conservative Lead over Labour"	-56	153	-210	0	-210	153	153	-17	-39	81	-146	-11	-10	-21	-10	-1	-15	-30	-11	-37	-27	-10	-9	-16	-44	-10	125	-156	-24	-67	
	-11%	100%	-100%	0%	-59%	52%	71%	-7%	-14%	55%	-44%	-20%	-5%	-8%	-6%	*	-20%	-48%	-3%	-22%	-22%	-6%	-5%	-25%	-10%	-21%	85%	-88%	-21%	-13%	
Undecided	30	-	-	-	-	-	-	14	16	4	23	4	9	11	11	9	1	8	20	9	5	10	11	4	24	4	5	8	10	34	
	5%	-	-	-	-	-	-	6%	5%	2%	6%	7%	4%	4%	6%	4%	2%	11%	5%	5%	4%	6%	5%	6%	5%	7%	4%	4%	8%	6%	
Would not vote	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	1	-	-	1	1	1	-	-	-	1	-	-	-	-	1	
	*	-	-	-	-	-	-	*	-	-	*	-	*	*	-	1%	-	-	*	1%	1%	-	-	-	*	-	-	-	-	*	
Refused	11	-	-	-	-	-	-	4	7	5	3	2	5	5	3	7	-	1	10	3	3	-	8	2	11	*	1	-	-	14	
	2%	-	-	-	-	-	-	2%	2%	3%	1%	3%	2%	2%	2%	3%	-	1%	2%	2%	2%	-	4%	3%	2%	1%	1%	-	-	2%	
Will vote for another party but don't know which	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	1	
	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*	

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

* = Less than 0.5%

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Table 5

Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Conservative	222 22%	136 25%	191 25%	185 25%	168 25%	149 25%	3 4%	114 23%	108 21%	65 22%	66 19%	91 25%	26 22%	38 23%	30 17%	36 21%	31 21%	60 28%	28 28%	77 29%	63 22%	51 24%	30 13%	140 25%	81 18%	211 21%
Labour	288 29%	192 35%	248 32%	239 32%	222 33%	209 35%	6 7%	139 28%	148 29%	79 27%	105 30%	104 29%	37 30%	42 25%	63 35%	42 24%	46 30%	58 28%	28 28%	69 26%	78 27%	57 26%	84 36%	148 27%	140 31%	295 29%
Liberal Democrats (Lib Dem)	70 7%	46 8%	65 8%	64 9%	63 9%	56 9%	1 2%	33 7%	38 7%	25 9%	24 7%	22 6%	7 6%	17 10%	12 7%	12 7%	10 5%	12 5%	5 5%	23 8%	32 11%	8 4%	7 3%	55 10%	15 3%	75 7%
Scottish Nationalist	18 2%	16 3%	17 2%	17 2%	17 2%	16 3%	-	7 1%	11 2%	9 3%	6 2%	3 1%	-	9 5%	* *	6 3%	2 1%	1 1%	-	3 1%	8 3%	5 2%	1 1%	12 2%	7 1%	13 1%
Plaid Cymru	5 1%	1 *	4 1%	3 *	1 *	1 *	-	2 *	3 1%	-	2 *	4 1%	-	-	2 1%	-	3 *	1 1%	1 1%	2 1%	* *	1 1%	2 *	3 *	3 *	5 *
Green Party	47 5%	36 6%	40 5%	38 5%	38 6%	36 6%	2 2%	25 5%	22 4%	18 6%	22 6%	7 2%	3 3%	14 9%	9 5%	13 7%	4 2%	4 2%	2 2%	22 8%	12 4%	2 1%	10 4%	34 6%	12 3%	39 4%
UKIP	24 2%	18 3%	23 3%	23 3%	19 3%	18 3%	-	20 4%	5 1%	5 2%	6 2%	13 4%	-	5 3%	4 2%	2 1%	5 3%	8 4%	4 4%	2 1%	5 2%	10 4%	7 3%	8 1%	17 4%	24 2%
Scottish Socialist Party	1 *	-	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
British National Party (BNP)	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	-	1 *	-	1 *	-	1 *	-	-	1 *	1 *	2 *
Independent Candidate	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-	1 *
Other	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	* *	* *	-	-	-	* *	* *	-	-	-	* *	-	* *	* *	* *	2 *
Undecided	219 22%	88 16%	159 20%	147 20%	123 18%	101 17%	6 8%	93 19%	126 24%	61 21%	83 23%	75 21%	30 25%	31 19%	38 21%	44 25%	34 23%	41 19%	23 23%	50 19%	67 24%	45 21%	56 24%	117 21%	101 22%	217 22%
Would not vote	81 8%	1 *	6 1%	3 *	2 *	1 *	58 75%	47 10%	34 7%	21 7%	34 10%	26 7%	11 9%	9 6%	18 10%	16 9%	10 6%	16 8%	4 4%	14 5%	12 4%	23 11%	31 13%	26 5%	55 12%	92 9%
Refused	29 3%	12 2%	18 2%	17 2%	17 2%	15 2%	2 2%	9 2%	20 4%	7 2%	7 2%	16 4%	6 5%	1 *	4 2%	2 1%	7 4%	9 4%	5 5%	5 2%	5 2%	13 6%	7 3%	10 2%	20 4%	29 3%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 6

Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned right	Private renter	Social renter	Total owner occupier	North	North excl. Scot.	Midlands	South	Greater London	England	Scot.	Con	Lab		LD	
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006	
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006	
Conservative	222	222	-	-	-	222	222	116	106	140	67	18	119	120	86	85	27	20	171	64	54	75	83	24	205	9	163	6	10	211	
		22%	84%	-	-	-	47%	61%	27%	19%	50%	10%	15%	27%	26%	25%	25%	17%	13%	25%	19%	22%	24%	23%	19%	24%	11%	65%	3%	6%	21%
Labour	288	-	288	-	288	-	-	107	181	35	239	36	103	116	96	85	38	65	181	108	85	81	98	43	254	23	7	207	32	295	
		29%	-	85%	-	52%	-	24%	32%	13%	37%	30%	24%	25%	28%	25%	25%	41%	27%	32%	34%	26%	27%	34%	29%	26%	3%	81%	18%	29%	
Liberal Democrats (Lib Dem)	70	-	-	70	70	70	70	36	35	21	45	12	32	35	29	23	15	2	52	18	16	22	30	11	65	2	2	2	56	75	
		7%	-	-	71%	13%	15%	19%	8%	6%	7%	7%	10%	7%	8%	8%	7%	10%	2%	8%	5%	7%	7%	8%	9%	8%	2%	1%	1%	31%	7%
Scottish Nationalist	18	-	-	-	18	18	-	12	6	2	16	3	13	13	8	3	5	1	12	18	-	-	-	-	-	18	-	3	*	13	
		2%	-	-	-	3%	4%	-	3%	1%	2%	3%	3%	3%	2%	1%	3%	1%	2%	5%	-	-	-	-	-	21%	-	1%	*	1%	
Plaid Cymru	5	-	-	-	5	5	-	1	4	1	4	*	2	2	4	1	-	-	5	-	-	5	-	-	-	-	2	2	*	5	
		1%	-	-	-	1%	1%	-	*	1%	*	1%	1%	1%	1%	*	-	-	1%	-	-	2%	-	-	-	-	1%	1%	*	*	
Green Party	47	-	-	-	47	47	-	22	25	9	32	5	23	27	14	17	12	4	31	9	9	11	27	11	45	-	5	6	19	39	
		5%	-	-	-	8%	10%	-	5%	4%	3%	4%	5%	6%	4%	5%	8%	2%	5%	3%	3%	3%	8%	9%	5%	-	2%	2%	10%	4%	
UKIP	24	-	-	-	24	24	-	13	11	1	22	1	18	18	11	10	1	3	21	13	12	5	6	1	22	2	13	1	-	24	
		2%	-	-	-	4%	5%	-	3%	2%	*	3%	1%	4%	4%	3%	3%	*	2%	3%	4%	5%	2%	2%	1%	3%	2%	5%	*	-	2%
Scottish Socialist Party	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	
		*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	*	
British National Party (BNP)	1	-	-	-	1	1	-	1	1	-	1	1	-	-	-	1	-	-	1	1	1	1	-	1	-	-	-	-	-	2	
		*	-	-	-	*	*	-	*	-	*	1%	-	-	-	*	-	-	*	*	*	*	-	*	-	*	-	-	-	-	*
Independent Candidate	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	
		*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	*	-	-	-	*	
Other	1	-	-	-	1	1	-	*	*	*	*	*	-	-	*	*	-	-	1	*	*	-	*	*	1	-	-	-	-	2	
		*	-	-	-	*	*	-	*	-	*	*	-	-	*	*	-	-	*	*	*	-	*	*	-	-	-	-	-	*	
Undecided	219	40	45	28	87	82	68	88	131	40	150	31	95	98	74	68	44	29	143	64	44	78	76	27	183	21	49	23	54	217	
		22%	15%	13%	28%	16%	17%	19%	20%	23%	15%	23%	26%	22%	21%	21%	21%	28%	18%	21%	19%	18%	25%	21%	21%	21%	23%	20%	9%	30%	22%
Would not vote	81	-	-	-	-	-	-	27	53	19	52	10	21	22	20	23	13	24	43	28	21	27	26	9	68	7	4	5	10	92	
		8%	-	-	-	-	-	6%	9%	7%	8%	8%	5%	5%	6%	7%	8%	16%	6%	8%	8%	9%	7%	7%	8%	8%	2%	2%	5%	9%	
Refused	29	1	7	1	8	2	2	13	16	9	16	3	13	13	6	15	-	9	21	13	6	5	11	2	22	7	4	1	1	29	
		3%	*	2%	1%	1%	*	1%	3%	3%	2%	3%	3%	3%	2%	4%	-	6%	3%	4%	2%	2%	3%	2%	3%	7%	2%	*	1%	3%	

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 7

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	246	110	190	179	158	129	6	89	157	48	96	102	18	30	49	47	48	54	25	60	77	47	62	137	109	246
Weighted Total	248	100	177	164	140	116	7	102	146	68	89	90	37	32	43	47	41	50	28	55	72	58	63	127	121	246
Conservative	42 17%	18 18%	32 18%	29 18%	24 17%	19 16%	2 23%	13 13%	29 20%	5 7%	18 20%	19 21%	3 7%	2 6%	7 16%	11 24%	9 21%	10 21%	3 12%	10 18%	19 26%	7 11%	6 9%	29 23%	12 10%	43 17%
Labour	52 21%	17 17%	29 17%	27 17%	25 18%	21 18%	* 2%	22 21%	30 21%	19 28%	23 26%	10 11%	17 47%	2 5%	6 13%	18 38%	3 8%	7 14%	4 13%	8 15%	15 21%	19 32%	11 17%	23 18%	29 24%	47 19%
Liberal Democrats (Lib Dem)	29 12%	17 17%	22 13%	21 13%	20 14%	19 16%	2 30%	14 14%	15 10%	6 9%	8 9%	15 17%	4 12%	2 6%	5 12%	3 6%	8 20%	7 14%	5 17%	8 14%	10 14%	6 10%	5 9%	18 14%	11 9%	25 10%
Scottish Nationalist	2 1%	1 1%	2 1%	2 1%	1 *	1 *	-	1 1%	1 *	-	-	2 2%	-	-	-	-	-	2 3%	2 6%	1 2%	-	-	1 1%	1 1%	1 *	2 1%
Plaid Cymru	1 *	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	1 *
Green Party	4 2%	4 4%	4 2%	4 3%	4 3%	4 4%	-	3 3%	1 1%	3 4%	1 2%	-	1 2%	2 7%	1 3%	-	-	-	-	1 1%	3 5%	-	-	4 3%	-	3 1%
UKIP	3 1%	1 1%	3 2%	1 1%	1 1%	1 1%	-	* *	3 2%	-	2 2%	1 2%	-	-	2 4%	-	-	1 3%	* 2%	1 2%	2 2%	-	* 1%	3 2%	* *	3 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	1 1%	-	1 *
Other	3 1%	-	3 1%	3 2%	-	-	-	3 3%	-	3 4%	-	-	-	3 8%	-	-	-	-	-	3 5%	-	-	-	3 2%	-	1 *
Undecided	89 36%	30 29%	63 36%	59 36%	47 34%	37 32%	2 24%	35 34%	54 37%	33 48%	28 31%	29 32%	11 31%	21 67%	16 37%	12 25%	14 34%	15 30%	10 37%	21 38%	17 23%	19 33%	32 52%	38 30%	52 43%	92 37%
Would not vote	3 1%	-	1 1%	1 *	1 *	* *	-	-	3 2%	-	* *	3 3%	-	-	* 1%	-	* 1%	3 5%	2 7%	1 2%	* *	-	2 3%	1 1%	2 2%	4 2%
Refused	19 8%	11 11%	16 9%	16 10%	16 11%	13 11%	2 21%	9 9%	9 6%	-	8 9%	10 12%	-	-	5 13%	3 6%	6 14%	5 10%	2 6%	2 3%	5 7%	8 13%	4 7%	7 5%	12 10%	23 9%
Don't know	* *	* *	* *	* *	* *	* *	-	* *	-	-	* *	-	-	-	-	-	-	* 1%	* 1%	-	-	-	* 1%	-	* *	1 *

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 8

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
	Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	246	43	47	25	83	79	68	101	145	44	170	70	75	77	98	85	34	27	183	75	56	82	89	28	210	19	59	28	55	246
Weighted Total	248	42	52	29	95	84	71	101	147	49	165	34	108	111	80	83	44	38	163	77	50	84	87	29	205	27	53	24	55	246
Conservative	42	42	-	-	-	42	42	12	29	10	27	4	14	15	15	19	5	2	34	11	8	16	15	3	38	2	26	2	3	43
	17%	100%	-	-	-	49%	59%	12%	20%	21%	17%	11%	13%	14%	19%	23%	12%	5%	21%	14%	16%	19%	17%	10%	18%	9%	49%	9%	6%	17%
Labour	52	-	52	-	52	-	-	31	21	10	41	6	30	30	12	12	17	12	23	22	13	18	13	7	41	9	3	11	9	47
	21%	-	100%	-	55%	-	-	31%	14%	20%	25%	17%	28%	27%	15%	14%	39%	31%	14%	28%	26%	21%	15%	24%	20%	31%	5%	46%	17%	19%
Liberal Democrats (Lib Dem)	29	-	-	29	29	29	29	12	17	6	21	2	13	13	10	11	8	-	21	13	9	7	9	2	21	4	*	*	19	25
	12%	-	-	100%	31%	35%	41%	12%	12%	12%	12%	6%	12%	12%	13%	14%	18%	-	13%	17%	18%	9%	10%	8%	10%	14%	1%	2%	35%	10%
Scottish Nationalist	2	-	-	-	2	2	-	-	2	-	2	-	-	-	-	2	-	-	2	2	-	-	-	-	-	2	-	-	-	2
	1%	-	-	-	2%	2%	-	-	1%	-	1%	-	-	-	-	2%	-	-	1%	2%	-	-	-	-	-	6%	-	-	-	1%
Plaid Cymru	1	-	-	-	1	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	1%	1%	-	1%	-	-	*	2%	-	-	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	-	*
Green Party	4	-	-	-	4	4	-	2	2	-	4	1	3	3	1	2	-	1	3	-	-	1	3	4	-	2	-	1	3	
	2%	-	-	-	5%	5%	-	2%	1%	-	3%	2%	3%	3%	1%	2%	-	4%	2%	-	-	4%	12%	2%	-	4%	-	1%	1%	
UKIP	3	-	-	-	3	3	-	-	3	1	2	-	2	2	-	1	2	-	1	1	1	2	*	-	1	-	1	-	2	3
	1%	-	-	-	3%	4%	-	-	2%	2%	1%	-	2%	1%	-	1%	5%	-	1%	1%	2%	2%	*	-	1%	-	3%	-	3%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	-	-	-	1	1	-	1	-	-	1	-	1	1	1	-	-	-	1	-	-	-	1	-	1	-	-	-	1	1
	*	-	-	-	1%	1%	-	1%	-	-	1%	-	1%	1%	1%	-	-	-	1%	-	-	-	1%	-	*	-	-	-	2%	*
Other	3	-	-	-	3	3	-	-	3	-	3	-	3	3	-	-	3	-	-	-	-	3	-	3	-	-	-	3	1	
	1%	-	-	-	3%	3%	-	-	2%	-	2%	-	2%	2%	-	6%	-	-	-	-	-	3%	-	1%	-	-	-	5%	*	
Undecided	89	-	-	-	-	-	-	35	55	13	56	18	34	36	35	22	9	20	58	24	13	34	32	11	75	10	17	10	18	92
	36%	-	-	-	-	-	-	34%	37%	27%	34%	51%	32%	33%	44%	27%	20%	52%	35%	31%	27%	41%	36%	38%	37%	38%	32%	44%	32%	37%
Would not vote	3	-	-	-	-	-	-	-	3	2	1	1	-	-	*	3	-	-	3	*	*	1	2	-	3	-	*	-	-	4
	1%	-	-	-	-	-	-	-	2%	4%	1%	2%	-	-	*	4%	-	-	2%	*	1%	1%	2%	-	1%	-	1%	-	-	2%
Refused	19	-	-	-	-	-	-	7	12	7	6	3	8	8	5	11	-	3	16	6	5	4	9	2	18	*	3	-	-	23
	8%	-	-	-	-	-	-	7%	8%	15%	4%	9%	7%	7%	7%	13%	-	7%	10%	7%	10%	5%	11%	8%	9%	1%	6%	-	-	9%
Don't know	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	1
	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 9

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	567	567	567	567	567	567	-	257	310	86	211	270	22	64	108	103	112	158	69	186	172	102	107	358	209	567
Weighted Total	550	550	550	550	550	550	-	284	266	129	191	230	39	90	93	97	102	128	59	171	169	101	109	340	210	567
Conservative	136 25%	136 25%	136 25%	136 25%	136 25%	136 25%	-	69 24%	67 25%	32 25%	39 21%	64 28%	15 37%	18 20%	17 18%	22 23%	20 19%	44 35%	21 36%	49 28%	36 21%	30 30%	21 19%	85 25%	51 24%	136 24%
Labour	192 35%	192 35%	192 35%	192 35%	192 35%	192 35%	-	98 35%	94 36%	43 34%	72 38%	77 34%	15 39%	28 31%	44 48%	27 28%	37 36%	41 32%	17 29%	57 33%	53 31%	34 34%	49 45%	110 32%	83 40%	205 36%
Liberal Democrats (Lib Dem)	46 8%	46 8%	46 8%	46 8%	46 8%	46 8%	-	22 8%	25 9%	13 10%	15 8%	18 8%	3 11%	10 8%	8 8%	8 9%	9 7%	4 7%	17 9%	19 11%	5 5%	6 5%	36 11%	10 5%	51 9%	
Scottish Nationalist	16 3%	16 3%	16 3%	16 3%	16 3%	16 3%	-	7 2%	9 4%	9 7%	6 3%	2 1%	-	9 10%	-	6 6%	2 2%	-	-	3 2%	8 5%	4 4%	1 1%	11 3%	5 3%	10 2%
Plaid Cymru	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	* *	-	* *	1 *	-	-	* *	-	1 1%	-	-	-	* *	1 1%	-	* *	1 *	2 *
Green Party	36 6%	36 6%	36 6%	36 6%	36 6%	36 6%	-	17 6%	18 7%	16 13%	14 7%	5 2%	3 9%	13 14%	5 5%	9 9%	4 3%	2 1%	* 1%	16 9%	8 5%	2 2%	10 9%	24 7%	12 6%	29 5%
UKIP	18 3%	18 3%	18 3%	18 3%	18 3%	18 3%	-	15 5%	3 1%	5 4%	3 2%	10 4%	-	5 5%	3 4%	-	4 4%	6 5%	3 6%	2 1%	4 2%	6 6%	5 5%	6 2%	12 6%	18 3%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 1%	-	1 1%	-	1 *	-	1 1%	-	1 *	1 *	2 *
Independent Candidate	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	1 *
Other	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	* *	* *	-	-	-	* *	* *	-	-	-	* *	-	* *	* *	* *	2 *
Undecided	88 16%	88 16%	88 16%	88 16%	88 16%	88 16%	-	47 16%	41 16%	10 8%	36 19%	42 18%	3 7%	8 8%	12 13%	23 24%	20 19%	22 17%	12 21%	24 14%	37 22%	15 15%	12 11%	61 18%	27 13%	94 17%
Would not vote	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	1 *
Refused	12 2%	12 2%	12 2%	12 2%	12 2%	12 2%	-	5 2%	8 3%	* *	3 2%	9 4%	-	* *	3 3%	* *	5 5%	3 3%	* 1%	3 2%	3 2%	2 2%	4 4%	6 2%	6 3%	16 3%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 10

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	567	156	223	67	361	294	223	249	318	147	381	141	171	187	230	234	47	51	464	188	148	172	207	73	501	40	157	186	133	567	
Weighted Total	550	153	210	64	354	298	217	250	300	156	361	62	240	265	191	210	74	71	401	182	131	161	207	71	476	51	154	184	126	567	
Conservative	136 25%	136 88%	-	-	-	136 46%	136 62%	64 26%	71 24%	92 59%	33 9%	12 19%	64 27%	65 25%	47 24%	61 29%	15 20%	12 17%	108 27%	37 20%	30 23%	47 29%	52 25%	13 18%	124 26%	7 13%	114 74%	4 2%	7 5%	136 24%	
Labour	192 35%	-	192 92%	-	192 54%	-	-	79 32%	114 38%	16 10%	174 48%	23 38%	70 29%	83 31%	61 32%	64 31%	24 32%	41 59%	125 31%	69 38%	53 41%	56 35%	67 33%	29 40%	170 36%	16 31%	2 2%	153 83%	27 21%	205 36%	
Liberal Democrats (Lib Dem)	46 8%	-	-	46 73%	46 13%	46 15%	46 21%	22 9%	24 8%	17 11%	26 7%	7 11%	21 9%	24 9%	20 11%	17 8%	7 9%	1 1%	38 9%	12 7%	11 8%	12 7%	22 10%	7 9%	42 9%	2 4%	1 1%	-	41 32%	51 9%	
Scottish Nationalist	16 3%	-	-	-	16 5%	16 5%	-	11 4%	5 2%	2 1%	14 4%	2 4%	13 5%	13 5%	7 4%	2 1%	5 7%	1 2%	10 2%	16 9%	-	-	-	-	-	16 32%	-	3 2%	* *	10 2%	
Plaid Cymru	1 *	-	-	-	1 *	1 *	-	1 1%	-	-	1 *	* *	1 *	1 *	1 1%	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	* *	2 *	
Green Party	36 6%	-	-	-	36 10%	36 12%	-	16 6%	20 7%	6 4%	26 7%	2 4%	19 8%	23 9%	11 6%	14 6%	7 9%	4 5%	25 6%	4 2%	4 3%	9 5%	22 11%	9 13%	34 7%	-	3 2%	6 3%	15 12%	29 5%	
UKIP	18 3%	-	-	-	18 5%	18 6%	-	10 4%	8 3%	* *	16 5%	1 1%	13 6%	13 5%	10 5%	8 4%	-	1 1%	17 4%	10 5%	8 6%	4 3%	4 2%	-	16 3%	2 3%	10 6%	1 1%	-	18 3%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party (BNP)	1 *	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *	1 1%	-	-	-	1 1%	-	-	1 *	1 *	1 *	1 *	-	1 *	-	-	-	-	-	-	2 *
Independent Candidate	1 *	-	-	-	1 *	1 *	-	-	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *
Other	1 *	-	-	-	1 *	1 *	-	* *	* *	* *	* *	* *	-	-	* *	* *	-	-	1 *	* *	* *	* *	* *	1 *	1 *	-	-	-	-	2 *	
Undecided	88 16%	18 12%	17 8%	17 26%	40 11%	41 14%	34 16%	40 16%	48 16%	18 11%	63 17%	11 18%	33 14%	36 14%	29 15%	33 16%	16 22%	10 14%	62 15%	28 15%	19 15%	30 19%	31 15%	11 16%	74 15%	9 17%	23 15%	16 9%	34 27%	94 17%	
Would not vote	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	1 *	-	1 1%	-	-	1 *	1 1%	1 1%	-	-	-	1 *	-	-	-	-	1 *	
Refused	12 2%	-	1 *	1 2%	2 *	1 *	1 *	5 2%	7 2%	5 3%	4 1%	1 2%	5 2%	5 2%	4 2%	7 3%	-	1 1%	11 3%	4 2%	3 2%	-	9 4%	2 3%	12 3%	* 1%	1 *	1 1%	1 1%	16 3%	

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 11

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt 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	110	110	110	110	110	110	-	47	63	11	43	56	2	9	19	24	27	29	14	32	42	17	19	74	36	110
Weighted Total	100	100	100	100	100	100	-	51	49	11	39	51	3	8	15	24	25	25	13	27	40	17	16	67	33	110
Conservative	18 18%	18 18%	18 18%	18 18%	18 18%	18 18%	-	9 17%	9 19%	1 5%	8 22%	9 17%	-	1 7%	2 16%	6 25%	4 16%	5 19%	2 16%	5 18%	12 29%	1 9%	-	16 24%	1 4%	20 18%
Labour	17 17%	17 17%	17 17%	17 17%	17 17%	17 17%	-	8 16%	9 18%	1 9%	11 29%	5 10%	-	1 12%	2 10%	10 41%	2 9%	3 11%	1 4%	5 20%	6 15%	3 17%	3 18%	11 17%	6 17%	18 16%
Liberal Democrats (Lib Dem)	17 17%	17 17%	17 17%	17 17%	17 17%	17 17%	-	10 20%	7 14%	3 28%	3 8%	11 22%	2 72%	1 12%	3 18%	* 2%	6 25%	5 19%	3 21%	8 29%	8 19%	1 8%	1 5%	15 23%	2 6%	16 15%
Scottish Nationalist	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 2%	1 4%	-	-	-	1 3%	-	1 2%	1 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	4 4%	4 4%	4 4%	4 4%	4 4%	4 4%	-	3 7%	1 2%	3 27%	1 4%	-	1 28%	2 26%	1 9%	-	-	-	-	1 3%	3 9%	-	-	4 6%	-	3 3%
UKIP	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	* 1%	1 2%	-	-	1 3%	-	-	-	-	-	1 5%	* 3%	1 4%	-	-	* 3%	1 1%	* 1%	2 2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	-	-	-	1 2%	-	-	1 1%	-	1 1%
Undecided	30 29%	30 29%	30 29%	30 29%	30 29%	30 29%	-	15 29%	15 30%	3 31%	10 26%	16 32%	-	3 43%	3 22%	7 28%	8 32%	8 33%	6 48%	5 20%	8 20%	9 51%	8 47%	13 20%	16 49%	34 31%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	11 11%	11 11%	11 11%	11 11%	11 11%	11 11%	-	4 8%	7 14%	-	4 10%	7 14%	-	-	3 19%	1 4%	5 19%	2 10%	-	2 6%	3 7%	3 16%	4 22%	5 7%	6 19%	14 13%
Don't know	* *	* *	* *	* *	* *	* *	-	-	* 1%	-	-	* 1%	-	-	-	-	-	* 1%	* 3%	-	-	-	* 2%	-	* 1%	1 1%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 12

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	110	20	18	16	41	43	36	50	60	23	73	29	30	32	43	45	13	8	88	36	27	28	46	15	95	9	28	17	35	110
Weighted Total	100	18	17	17	42	42	35	45	56	23	66	13	38	41	33	40	16	11	73	31	22	30	39	14	86	9	24	17	35	110
Conservative	18 18%	18	-	-	-	18	18	7	11	7	9	2	5	6	8	8	1	-	17	3	2	7	8	1	16	1	13	1	3	20
Labour	17 17%	-	17	-	17	-	-	10	7	2	14	2	10	10	4	6	6	1	10	8	6	8	1	1	14	1	-	8	6	18
Liberal Democrats (Lib Dem)	17 17%	-	-	17	17	17	17	7	11	5	11	2	5	5	4	6	7	-	10	7	5	4	7	2	14	2	*	-	15	16
Scottish Nationalist	1 1%	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	4 4%	-	-	-	4	4	-	2	2	-	4	1	3	3	1	2	-	1	3	-	-	1	3	4	-	2	-	1	3	
UKIP	1 1%	-	-	-	1	1	-	-	1	1	*	-	-	-	-	1	*	-	1	1	1	-	*	-	1	-	1	-	-	2
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1 1%	-	-	-	1	1	-	1	-	-	1	-	1	1	1	-	-	-	1	-	-	-	1	-	1	-	-	-	1	1
Undecided	30 29%	-	-	-	-	-	-	14	16	4	23	4	9	11	11	9	1	8	20	9	5	10	11	4	24	4	5	8	10	34
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	11 11%	-	-	-	-	-	-	4	7	5	3	2	5	5	3	7	-	1	10	3	3	-	8	2	11	*	1	-	-	14
Don't know	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	1
	*	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	1%	-	-	*	-	-	-	1%	-	*	-	-	-	-	1%

Fieldwork dates : 15th to 17th September 2012

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

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Table 13

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age										Social Class						UnWgt Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
1 - Absolutely certain not to vote	77 8%	-	-	-	-	-	77 100%	41 8%	36 7%	17 6%	41 11%	20 5%	11 9%	6 4%	23 13%	18 10%	7 5%	13 6%	5 5%	13 5%	12 4%	24 11%	28 12%	25 5%	52 11%	78 8%
2	18 2%	-	-	-	-	-	-	10 2%	8 2%	10 4%	3 1%	4 1%	9 7%	1 1%	3 2%	*	-	4 2%	1 1%	5 2%	2 1%	3 1%	8 3%	7 1%	11 2%	16 2%
3	29 3%	-	-	-	-	-	-	9 2%	20 4%	22 8%	2 1%	5 1%	16 13%	6 4%	1 *	1 1%	2 1%	3 3%	3 3%	9 3%	1 *	17 8%	1 1%	10 2%	19 4%	18 2%
4	19 2%	-	-	-	-	-	-	5 1%	14 3%	10 4%	4 1%	5 1%	6 5%	4 2%	3 2%	1 *	2 2%	3 1%	-	10 4%	2 1%	2 1%	5 2%	12 2%	7 2%	18 2%
5	77 8%	-	-	-	-	-	-	23 5%	54 10%	21 7%	32 9%	24 7%	15 13%	6 4%	17 9%	15 9%	8 6%	15 7%	10 10%	8 3%	20 7%	20 9%	30 13%	27 5%	50 11%	76 8%
6	37 4%	-	37 5%	-	-	-	-	18 4%	18 4%	5 2%	15 4%	17 5%	5 4%	*	9 5%	7 4%	9 6%	8 4%	3 3%	6 2%	11 4%	6 3%	15 6%	16 3%	21 5%	30 3%
7	66 7%	-	66 9%	66 9%	-	-	-	41 8%	25 5%	37 13%	20 6%	9 3%	9 7%	28 17%	8 4%	12 7%	3 2%	6 3%	2 2%	19 7%	29 10%	13 6%	4 2%	48 9%	17 4%	54 5%
8	66 7%	-	66 9%	66 9%	66 10%	-	-	29 6%	38 7%	15 5%	28 8%	24 7%	1 1%	14 8%	14 8%	14 8%	6 4%	17 8%	9 9%	14 5%	17 6%	20 9%	16 7%	31 6%	36 8%	79 8%
9	56 6%	-	56 7%	56 8%	56 8%	56 9%	-	29 6%	27 5%	21 7%	19 5%	16 4%	11 9%	10 6%	9 5%	10 5%	10 7%	6 3%	3 3%	15 6%	19 7%	9 4%	13 6%	34 6%	22 5%	59 6%
10 - Absolutely certain to vote	550 55%	550 100%	550 71%	550 74%	550 82%	550 91%	-	284 58%	266 52%	129 45%	191 54%	230 64%	39 32%	90 54%	93 52%	97 56%	102 68%	128 60%	59 59%	171 63%	169 59%	101 47%	109 46%	340 61%	210 46%	567 56%
Don't know	11 1%	-	-	-	-	-	-	2 *	9 2%	2 1%	1 *	8 2%	-	2 1%	1 *	-	*	8 4%	5 5%	-	3 1%	1 1%	6 2%	3 1%	7 2%	11 1%
Mean	7.91	10.00	9.31	9.48	9.72	9.91	1.00	8.07	7.76	7.45	7.78	8.42	6.33	8.28	7.57	8.00	8.67	8.24	8.25	8.34	8.50	7.29	7.27	8.42	7.28	8.05

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 14

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Greater London	England	Scot.	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
1 - Absolutely certain not to vote	77 8%	5 2%	6 2%	3 3%	11 2%	10 2%	9 2%	22 5%	55 10%	12 5%	55 9%	8 7%	22 5%	23 5%	14 4%	22 7%	18 12%	23 14%	36 5%	27 8%	22 9%	25 8%	25 7%	9 7%	68 8%	5 6%	7 3%	5 2%	6 3%	78 8%
2	18 2%	6 2%	6 2%	- -	6 1%	6 1%	6 2%	7 2%	11 2%	7 2%	11 2%	4 3%	6 1%	6 1%	5 2%	8 2%	1 1%	4 2%	13 2%	7 2%	5 2%	3 1%	9 2%	6 4%	16 2%	1 2%	1 2%	4 1%	- -	16 2%
3	29 3%	1 *	14 4%	3 3%	20 4%	7 1%	4 1%	18 4%	10 2%	12 4%	16 2%	3 2%	18 4%	18 4%	10 3%	2 *	8 5%	9 6%	11 2%	7 2%	1 1%	9 3%	12 3%	4 3%	21 2%	6 7%	3 1%	2 1%	3 1%	18 2%
4	19 2%	9 4%	4 1%	1 1%	7 1%	12 3%	10 3%	12 3%	7 1%	8 3%	11 2%	3 2%	12 3%	12 3%	6 2%	4 1%	6 4%	3 2%	10 1%	3 1%	3 1%	15 5%	2 *	1 1%	18 2%	- -	4 2%	1 *	3 2%	18 2%
5	77 8%	18 7%	28 8%	4 4%	36 7%	27 6%	22 6%	25 6%	53 9%	10 4%	53 8%	9 7%	23 5%	23 5%	32 9%	11 3%	15 10%	16 10%	42 6%	29 9%	20 8%	24 8%	24 7%	12 9%	63 7%	9 10%	14 5%	14 6%	5 3%	76 8%
6	37 4%	10 4%	12 3%	3 3%	20 4%	18 4%	13 4%	11 3%	25 4%	10 4%	21 3%	2 2%	19 4%	19 4%	9 3%	16 5%	4 2%	8 5%	25 4%	14 4%	12 5%	11 4%	12 3%	6 5%	31 4%	2 2%	10 4%	8 3%	4 2%	30 3%
7	66 7%	22 8%	19 6%	2 2%	31 6%	33 7%	23 6%	35 8%	30 5%	27 10%	31 5%	9 8%	43 10%	43 9%	22 6%	16 5%	15 10%	12 8%	38 6%	26 8%	20 8%	19 6%	21 6%	7 6%	56 6%	7 8%	17 7%	8 3%	12 6%	54 5%
8	66 7%	25 9%	17 5%	8 8%	28 5%	36 8%	33 9%	31 7%	35 6%	16 6%	41 6%	13 11%	28 6%	28 6%	30 9%	23 7%	5 5%	8 8%	53 8%	19 6%	14 23%	23 7%	25 7%	6 5%	59 7%	5 6%	22 9%	12 5%	10 6%	79 8%
9	56 6%	14 5%	21 6%	11 11%	33 6%	26 5%	25 7%	24 6%	32 6%	17 6%	37 6%	7 6%	26 6%	26 6%	27 8%	19 6%	7 4%	1 1%	46 7%	18 5%	16 7%	20 6%	19 5%	7 5%	52 6%	2 2%	16 6%	12 5%	14 7%	59 6%
10 - Absolutely certain to vote	550 55%	153 58%	210 62%	64 64%	354 64%	298 63%	217 60%	250 57%	300 53%	156 56%	361 56%	62 51%	240 55%	265 57%	191 55%	210 63%	74 48%	71 45%	401 59%	182 54%	131 53%	161 52%	207 58%	71 55%	476 55%	51 58%	154 62%	184 72%	126 69%	567 56%
Don't know	11 1%	1 *	6 2%	- -	6 1%	1 *	1 *	- -	11 2%	2 1%	9 1%	1 1%	2 *	2 *	2 *	5 1%	- -	3 2%	6 1%	3 1%	3 1%	3 1%	4 1%	- -	9 1%	1 1%	2 1%	4 2%	- -	11 1%
Mean	7.91	8.44	8.46	8.73	8.59	8.60	8.52	8.12	7.75	8.12	7.92	7.86	8.06	8.15	8.20	8.41	7.24	6.88	8.30	7.88	7.88	7.78	8.06	7.80	7.95	7.89	8.66	8.96	8.91	8.05

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

* = Less than 0.5%

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Table 15

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Satisfied	277	156	226	216	189	173	12	148	129	110	75	92	50	60	36	39	34	58	30	100	74	49	54	174	103	242
	28%	28%	29%	29%	28%	29%	16%	30%	25%	38%	21%	25%	41%	36%	20%	22%	23%	27%	30%	37%	26%	23%	23%	31%	23%	24%
Dissatisfied	646	361	490	470	439	397	55	311	335	161	251	234	63	98	129	122	109	124	53	154	190	146	156	344	302	677
	64%	66%	63%	64%	65%	66%	71%	63%	65%	56%	71%	65%	51%	59%	72%	70%	73%	59%	53%	57%	67%	68%	66%	62%	67%	67%
Don't know	83	33	58	53	45	35	10	32	51	17	30	36	9	8	15	15	7	29	17	16	21	21	25	37	46	87
	8%	6%	8%	7%	7%	6%	12%	7%	10%	6%	8%	10%	8%	5%	8%	8%	5%	14%	17%	6%	7%	10%	11%	7%	10%	9%
Net satisfied	-369	-205	-264	-254	-250	-225	-43	-162	-206	-51	-177	-141	-13	-38	-93	-83	-75	-66	-23	-54	-116	-97	-102	-170	-199	-435
	-37%	-37%	-34%	-34%	-37%	-37%	-55%	-33%	-40%	-18%	-50%	-39%	-10%	-23%	-52%	-48%	-50%	-31%	-23%	-20%	-41%	-45%	-43%	-31%	-44%	-43%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 16

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Satisfied	277	150	45	26	86	191	176	123	154	277	-	25	145	145	86	107	51	31	193	80	59	84	112	42	247	22	118	35	41	242
	28%	57%	13%	26%	16%	40%	49%	28%	27%	100%	-	21%	33%	31%	25%	32%	33%	20%	28%	24%	24%	27%	31%	33%	28%	25%	47%	14%	22%	24%
Dissatisfied	646	95	280	66	435	250	161	291	355	-	646	88	269	294	236	193	98	111	429	228	169	204	214	74	547	59	111	209	132	677
	64%	36%	82%	66%	79%	53%	44%	67%	62%	-	100%	73%	61%	63%	68%	58%	63%	71%	63%	68%	68%	65%	60%	58%	63%	67%	45%	82%	72%	67%
Don't know	83	18	16	7	30	33	26	22	61	-	-	7	24	25	26	34	6	15	60	27	20	23	32	13	74	8	20	11	9	87
	8%	7%	5%	7%	5%	7%	7%	5%	11%	-	-	6%	5%	5%	8%	10%	4%	9%	9%	8%	8%	8%	9%	10%	8%	9%	8%	4%	5%	9%
Net satisfied	-369	55	-235	-40	-349	-58	15	-168	-201	277	-646	-62	-124	-148	-150	-86	-47	-80	-236	-147	-110	-119	-102	-32	-301	-37	7	-175	-91	-435
	-37%	21%	-69%	-40%	-63%	-12%	4%	-38%	-35%	100%	-100%	-52%	-28%	-32%	-43%	-26%	-30%	-51%	-35%	-44%	-45%	-38%	-28%	-25%	-35%	-42%	3%	-69%	-50%	-43%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 17

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Satisfied	346 34%	199 36%	285 37%	276 37%	247 37%	220 36%	17 22%	187 38%	159 31%	114 40%	108 30%	123 34%	49 40%	65 39%	59 33%	49 28%	47 31%	76 36%	34 34%	117 43%	94 33%	69 32%	66 28%	211 38%	135 30%	323 32%
Dissatisfied	586 58%	328 60%	446 58%	426 58%	392 58%	359 59%	45 58%	270 55%	316 61%	157 54%	223 63%	206 57%	62 51%	95 57%	101 56%	122 69%	97 64%	110 52%	50 49%	137 51%	175 61%	134 62%	140 60%	312 56%	274 61%	616 61%
Don't know	74 7%	23 4%	44 6%	35 5%	33 5%	27 4%	16 20%	35 7%	40 8%	17 6%	25 7%	33 9%	11 9%	6 4%	20 11%	5 3%	7 5%	25 12%	17 17%	16 6%	16 6%	13 6%	29 12%	32 6%	43 9%	67 7%
Net satisfied	-240 -24%	-130 -24%	-160 -21%	-150 -20%	-145 -22%	-139 -23%	-28 -36%	-83 -17%	-157 -31%	-43 -15%	-114 -32%	-83 -23%	-13 -11%	-30 -18%	-42 -23%	-73 -41%	-50 -33%	-33 -16%	-16 -16%	-19 -7%	-82 -29%	-65 -30%	-74 -32%	-101 -18%	-139 -31%	-293 -29%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 18

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Satisfied	346	182	53	36	111	239	217	167	179	238	82	29	182	186	126	143	45	30	269	103	80	113	129	40	308	23	150	51	54	323
	34%	69%	16%	36%	20%	51%	60%	38%	31%	86%	13%	24%	42%	40%	36%	43%	29%	19%	39%	31%	32%	36%	36%	31%	35%	26%	60%	20%	30%	32%
Dissatisfied	586	72	274	55	410	207	127	249	337	29	540	84	235	257	204	163	103	109	367	209	154	184	193	71	501	54	89	194	119	616
	58%	27%	81%	55%	74%	44%	35%	57%	59%	11%	84%	70%	54%	55%	59%	49%	67%	69%	54%	62%	62%	59%	54%	55%	58%	62%	36%	76%	66%	61%
Don't know	74	10	13	9	30	27	19	20	54	10	23	7	21	21	19	28	6	19	47	24	13	14	37	18	59	11	10	9	9	67
	7%	4%	4%	9%	5%	6%	5%	5%	10%	4%	4%	6%	5%	5%	5%	8%	4%	12%	7%	7%	5%	5%	10%	14%	7%	12%	4%	4%	5%	7%
Net satisfied	-240	110	-221	-19	-299	32	90	-82	-158	208	-458	-55	-53	-71	-78	-20	-58	-79	-98	-105	-74	-71	-64	-31	-193	-31	61	-143	-66	-293
	-24%	42%	-65%	-19%	-54%	7%	25%	-19%	-28%	75%	-71%	-46%	-12%	-15%	-22%	-6%	-37%	-50%	-14%	-31%	-30%	-23%	-18%	-24%	-22%	-35%	25%	-56%	-36%	-29%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 19
Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Satisfied	385 38%	236 43%	323 42%	310 42%	284 42%	261 43%	14 18%	188 38%	197 38%	116 40%	131 37%	138 38%	56 46%	60 36%	75 42%	56 32%	59 39%	79 37%	39 39%	100 37%	106 37%	76 35%	103 44%	206 37%	179 40%	365 36%
Dissatisfied	478 47%	252 46%	359 46%	346 47%	313 47%	280 46%	40 52%	249 51%	229 44%	134 47%	174 49%	169 47%	48 39%	86 52%	73 40%	102 58%	80 53%	89 42%	37 37%	143 53%	140 49%	99 46%	96 41%	282 51%	195 43%	483 48%
Don't know	143 14%	61 11%	93 12%	82 11%	75 11%	65 11%	23 30%	54 11%	89 17%	38 13%	50 14%	55 15%	18 15%	20 12%	33 18%	18 10%	11 8%	43 21%	25 24%	27 10%	40 14%	41 19%	36 15%	67 12%	77 17%	158 16%
Net satisfied	-93 -9%	-16 -3%	-36 -5%	-36 -5%	-29 -4%	-20 -3%	-26 -34%	-61 -12%	-31 -6%	-18 -6%	-43 -12%	-31 -9%	8 7%	-27 -16%	2 1%	-46 -26%	-21 -14%	-10 -5%	2 2%	-43 -16%	-34 -12%	-23 -10%	7 3%	-77 -14%	-16 -4%	-118 -12%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 20

Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Satisfied	385	92	189	38	251	154	129	157	228	139	220	37	175	185	122	132	64	64	254	139	104	98	147	50	337	35	85	129	68	365
	38%	35%	55%	38%	46%	33%	36%	36%	40%	50%	34%	31%	40%	40%	35%	40%	41%	40%	37%	41%	42%	32%	41%	39%	39%	40%	34%	51%	37%	36%
Dissatisfied	478	137	116	48	242	264	185	228	250	105	350	64	214	230	177	152	72	70	328	150	113	172	155	54	412	38	133	100	95	483
	47%	52%	34%	48%	44%	56%	51%	52%	44%	38%	54%	53%	49%	49%	51%	45%	47%	45%	48%	45%	46%	55%	43%	42%	47%	43%	53%	39%	52%	48%
Don't know	143	34	36	15	57	55	49	51	92	33	75	20	50	50	50	50	19	24	100	46	31	41	56	25	119	16	31	25	19	158
	14%	13%	11%	15%	10%	12%	13%	12%	16%	12%	12%	17%	11%	11%	14%	15%	12%	15%	15%	14%	12%	13%	16%	19%	14%	18%	12%	10%	10%	16%
Net satisfied	-93	-46	73	-10	9	-110	-56	-70	-23	34	-130	-27	-40	-45	-54	-20	-8	-7	-74	-11	-8	-74	-8	-4	-75	-3	-47	29	-27	-118
	-9%	-17%	21%	-10%	2%	-23%	-15%	-16%	-4%	12%	-20%	-22%	-9%	-10%	-16%	-6%	-5%	-4%	-11%	-3%	-3%	-24%	-2%	-3%	-9%	-3%	-19%	11%	-15%	-12%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

* = Less than 0.5%

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Table 21

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Satisfied	229	130	194	185	166	146	11	117	113	73	75	81	24	49	35	40	40	42	22	79	64	41	45	143	86	229
	23%	24%	25%	25%	25%	24%	14%	24%	22%	25%	21%	22%	20%	29%	19%	23%	26%	20%	22%	29%	22%	19%	19%	26%	19%	23%
Dissatisfied	664	375	513	493	452	411	53	326	338	181	246	237	74	107	120	125	98	139	58	172	186	153	153	357	306	670
	66%	68%	66%	67%	67%	68%	69%	66%	66%	63%	69%	65%	61%	64%	67%	72%	65%	66%	58%	64%	65%	71%	65%	64%	68%	67%
Don't know	113	44	68	60	54	49	13	48	65	35	35	44	24	11	25	9	13	31	20	19	35	23	37	54	59	107
	11%	8%	9%	8%	8%	8%	17%	10%	13%	12%	10%	12%	19%	7%	14%	5%	8%	15%	20%	7%	12%	10%	16%	10%	13%	11%
Net satisfied	-434	-245	-319	-308	-286	-265	-43	-209	-225	-108	-170	-156	-50	-58	-85	-85	-59	-97	-36	-92	-122	-112	-108	-214	-220	-441
	-43%	-45%	-41%	-42%	-43%	-44%	-55%	-43%	-44%	-38%	-48%	-43%	-41%	-35%	-47%	-49%	-39%	-46%	-36%	-34%	-43%	-52%	-46%	-39%	-49%	-44%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 22

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Satisfied	229	94	42	42	95	147	136	113	116	145	65	27	118	122	80	99	31	18	179	70	53	78	82	26	204	16	76	33	51	229
	23%	36%	12%	43%	17%	31%	38%	26%	20%	52%	10%	22%	27%	26%	23%	30%	20%	11%	26%	21%	22%	25%	23%	21%	23%	18%	31%	13%	28%	23%
Dissatisfied	664	141	264	51	407	284	192	289	375	98	542	84	286	306	237	202	102	116	439	230	176	205	229	79	577	54	151	195	125	670
	66%	53%	78%	51%	74%	60%	53%	66%	66%	35%	84%	70%	65%	66%	68%	61%	66%	74%	64%	69%	71%	66%	64%	61%	66%	61%	60%	77%	69%	67%
Don't know	113	29	35	6	49	43	35	34	79	34	39	10	35	36	32	33	22	24	65	36	18	29	48	24	87	18	23	26	6	107
	11%	11%	10%	6%	9%	9%	10%	8%	14%	12%	6%	8%	8%	8%	9%	10%	14%	15%	9%	11%	7%	9%	13%	18%	10%	21%	9%	10%	3%	11%
Net satisfied	-434	-47	-222	-9	-312	-137	-56	-175	-259	48	-476	-57	-167	-183	-157	-103	-71	-98	-260	-160	-123	-127	-147	-53	-373	-37	-74	-162	-74	-441
	-43%	-18%	-65%	-9%	-57%	-29%	-15%	-40%	-45%	17%	-74%	-47%	-38%	-40%	-45%	-31%	-46%	-62%	-38%	-48%	-50%	-41%	-41%	-41%	-43%	-42%	-30%	-64%	-40%	-44%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 23
Q.7 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) 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
Improve	264 26%	155 28%	224 29%	212 29%	191 28%	174 29%	12 16%	159 32%	105 20%	85 30%	72 20%	108 30%	35 29%	50 30%	40 22%	31 18%	38 25%	69 33%	33 33%	68 25%	98 35%	51 24%	47 20%	166 30%	98 22%	241 24%
Stay the same	357 36%	202 37%	280 36%	272 37%	244 36%	221 36%	24 32%	184 37%	173 34%	123 43%	135 38%	99 27%	48 39%	75 45%	67 37%	68 39%	50 33%	49 23%	23 23%	110 41%	100 35%	73 34%	74 31%	210 38%	147 32%	348 35%
Get worse	356 35%	178 32%	253 33%	235 32%	221 33%	195 32%	36 46%	136 28%	220 43%	71 25%	142 40%	142 39%	34 28%	37 22%	69 38%	74 42%	62 41%	80 38%	34 34%	84 31%	85 30%	86 40%	101 43%	169 30%	187 41%	393 39%
Don't know	29 3%	15 3%	18 2%	18 2%	17 2%	16 3%	5 6%	12 3%	17 3%	9 3%	7 2%	13 4%	6 5%	3 2%	5 3%	2 1%	- -	13 6%	10 10%	8 3%	1 *	6 3%	13 6%	9 2%	20 4%	24 2%
Net improve	-91 -9%	-23 -4%	-29 -4%	-23 -3%	-30 -4%	-21 -3%	-24 -31%	23 5%	-114 -22%	14 5%	-71 -20%	-34 -10%	1 1%	13 8%	-28 -16%	-42 -24%	-24 -16%	-11 -5%	-1 -1%	-16 -6%	13 5%	-35 -16%	-54 -23%	-3 *	-89 -20%	-152 -15%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 24
Q.7 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)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
Improve	264	109	50	40	113	171	149	109	155	125	115	22	121	125	81	94	46	37	175	75	57	81	108	36	234	18	101	40	50	241
	26%	41%	15%	40%	21%	36%	41%	25%	27%	45%	18%	18%	28%	27%	23%	28%	30%	24%	26%	22%	23%	26%	30%	28%	27%	20%	41%	16%	27%	24%
Stay the same	357	102	113	33	188	176	135	193	164	114	215	47	189	205	151	119	50	37	270	127	90	115	115	33	304	37	88	83	65	348
	36%	39%	33%	33%	34%	37%	37%	44%	29%	41%	33%	39%	43%	44%	43%	36%	32%	23%	40%	38%	36%	37%	32%	26%	35%	42%	35%	33%	36%	35%
Get worse	356	51	165	25	237	122	76	129	227	33	303	47	122	128	114	115	54	71	229	124	93	110	122	49	304	30	54	121	63	393
	35%	19%	49%	25%	43%	26%	21%	30%	40%	12%	47%	39%	28%	28%	33%	34%	35%	45%	33%	37%	38%	35%	34%	38%	35%	34%	22%	47%	35%	39%
Don't know	29	2	11	1	13	4	4	5	24	5	12	4	6	6	3	6	6	12	9	10	7	5	14	11	26	3	6	11	4	24
	3%	1%	3%	1%	2%	1%	1%	1%	4%	2%	2%	4%	1%	1%	1%	2%	4%	8%	1%	3%	3%	2%	4%	8%	3%	4%	2%	4%	2%	2%
Net improve	-91	58	-115	15	-124	49	73	-20	-71	92	-189	-25	-1	-4	-33	-20	-7	-34	-53	-49	-36	-29	-14	-13	-70	-12	47	-80	-14	-152
	-9%	22%	-34%	15%	-23%	10%	20%	-5%	-13%	33%	-29%	-21%	*	-1%	-9%	-6%	-5%	-21%	-8%	-15%	-15%	-9%	-4%	-10%	-8%	-14%	19%	-32%	-8%	-15%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 25
Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Eloquent

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	596	352	489	471	428	383	31	303	294	170	209	218	56	114	103	106	87	130	55	175	191	120	109	367	230	608
	59%	64%	63%	64%	64%	63%	41%	62%	57%	59%	59%	60%	46%	69%	57%	60%	58%	62%	55%	65%	67%	56%	46%	66%	51%	60%
Ed Miliband	153	94	128	122	112	105	5	71	82	49	44	61	23	26	23	21	30	30	13	38	47	35	33	85	68	150
	15%	17%	17%	16%	17%	17%	7%	15%	16%	17%	12%	17%	19%	16%	12%	12%	20%	14%	13%	14%	17%	16%	14%	15%	15%	15%
Neither	143	63	94	87	80	70	21	74	69	26	73	43	18	8	37	36	21	22	12	37	32	30	43	70	73	146
	14%	11%	12%	12%	12%	12%	28%	15%	13%	9%	21%	12%	15%	5%	21%	21%	14%	10%	11%	14%	11%	14%	18%	13%	16%	15%
Don't know	114	41	64	59	53	48	19	43	72	44	30	41	26	18	18	12	12	29	21	20	14	31	49	33	81	102
	11%	8%	8%	8%	8%	8%	25%	9%	14%	15%	8%	11%	21%	11%	10%	7%	8%	14%	21%	7%	5%	15%	21%	6%	18%	10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 26
Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Eloquent

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	596	209	163	79	305	351	287	285	312	216	343	73	280	298	217	225	85	65	441	193	154	180	222	78	528	40	199	114	131	608
		59%	79%	48%	79%	55%	74%	79%	65%	55%	78%	60%	64%	64%	62%	67%	55%	41%	65%	58%	62%	58%	62%	61%	61%	45%	80%	45%	72%	60%
Ed Miliband	153	15	95	7	123	43	22	58	95	25	124	15	68	71	61	35	29	28	95	58	41	50	45	21	129	18	12	78	19	150
		15%	6%	28%	7%	22%	9%	6%	13%	17%	9%	13%	15%	15%	17%	10%	19%	18%	14%	17%	16%	16%	12%	16%	15%	20%	5%	30%	11%	15%
Neither	143	30	48	9	71	53	39	61	82	18	110	21	57	60	41	46	23	31	87	39	31	55	48	9	122	8	25	37	21	146
		14%	12%	14%	9%	13%	11%	14%	14%	6%	17%	18%	13%	13%	12%	14%	15%	20%	13%	12%	13%	18%	13%	7%	14%	9%	10%	15%	12%	15%
Don't know	114	9	34	5	51	25	14	32	82	18	69	11	34	34	31	29	17	33	59	44	22	26	44	21	88	22	12	26	11	102
		11%	3%	10%	5%	9%	5%	4%	7%	14%	7%	9%	8%	7%	9%	9%	11%	21%	9%	13%	9%	8%	12%	16%	10%	25%	5%	10%	6%	10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 27

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Prime Ministerial

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	572	318	466	445	399	353	26	298	274	183	186	203	62	121	96	90	85	119	55	178	175	119	100	353	220	564
	57%	58%	60%	60%	59%	58%	33%	61%	53%	63%	52%	56%	51%	73%	53%	51%	56%	56%	55%	66%	61%	55%	43%	64%	49%	56%
Ed Miliband	168	114	141	134	122	119	8	82	86	40	63	64	26	15	36	28	25	39	15	26	48	38	55	75	93	161
	17%	21%	18%	18%	18%	20%	10%	17%	17%	14%	18%	18%	21%	9%	20%	16%	17%	18%	15%	10%	17%	18%	23%	13%	21%	16%
Neither	193	96	128	123	119	106	33	88	105	39	86	68	19	19	38	49	33	35	19	46	48	45	53	94	99	202
	19%	18%	16%	17%	18%	18%	43%	18%	20%	13%	24%	19%	16%	12%	21%	28%	22%	17%	19%	17%	17%	21%	23%	17%	22%	20%
Don't know	73	21	41	36	32	27	11	22	50	26	20	26	15	11	11	9	8	18	11	20	13	14	26	33	40	79
	7%	4%	5%	5%	5%	4%	14%	5%	10%	9%	6%	7%	13%	7%	6%	5%	5%	9%	11%	7%	5%	6%	11%	6%	9%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 28

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Prime Ministerial

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	572	227	137	64	260	350	291	279	293	230	299	64	297	305	213	214	85	52	427	182	139	177	214	74	505	42	204	105	113	564
	57%	86%	40%	64%	47%	74%	80%	64%	51%	83%	46%	53%	68%	66%	61%	64%	55%	33%	63%	54%	56%	57%	60%	57%	58%	48%	82%	41%	62%	56%
Ed Miliband	168	7	126	10	150	30	16	51	116	18	148	18	54	64	43	44	33	48	87	61	47	51	57	30	145	14	9	93	22	161
	17%	3%	37%	10%	27%	6%	5%	12%	20%	6%	23%	15%	12%	14%	12%	13%	21%	31%	13%	18%	19%	16%	16%	23%	17%	16%	4%	37%	12%	16%
Neither	193	24	56	21	109	76	45	88	105	16	162	27	75	82	67	54	28	43	121	67	45	67	59	17	156	23	32	44	41	202
	19%	9%	17%	21%	20%	16%	12%	20%	18%	6%	25%	23%	17%	18%	19%	16%	18%	27%	18%	20%	18%	22%	16%	13%	18%	26%	13%	17%	22%	20%
Don't know	73	5	20	5	32	17	10	17	55	13	36	11	14	14	26	22	9	14	48	26	17	17	30	9	61	9	4	12	7	79
	7%	2%	6%	5%	6%	4%	3%	4%	10%	5%	6%	9%	3%	3%	7%	6%	6%	9%	7%	8%	7%	5%	8%	7%	7%	11%	2%	5%	4%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 29

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Understands people like me

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	265 26%	150 27%	217 28%	203 28%	187 28%	164 27%	13 17%	135 27%	130 25%	74 26%	81 23%	110 30%	29 24%	45 27%	36 20%	45 26%	38 25%	72 34%	37 37%	89 33%	63 22%	53 25%	59 25%	153 28%	112 25%	248 25%
Ed Miliband	359 36%	237 43%	299 39%	294 40%	271 40%	253 42%	17 22%	175 36%	185 36%	106 37%	125 35%	129 36%	42 34%	64 38%	73 40%	52 30%	59 39%	70 33%	32 32%	90 33%	116 41%	71 33%	83 35%	206 37%	154 34%	375 37%
Neither	319 32%	141 26%	221 29%	208 28%	188 28%	164 27%	36 47%	161 33%	158 31%	87 30%	133 38%	99 27%	37 30%	50 30%	61 34%	72 41%	45 30%	54 26%	23 22%	74 27%	93 33%	78 36%	73 31%	168 30%	151 34%	314 31%
Don't know	63 6%	22 4%	38 5%	33 4%	26 4%	24 4%	10 14%	21 4%	42 8%	22 8%	17 5%	24 7%	14 12%	7 4%	11 6%	6 3%	8 6%	16 7%	9 9%	17 6%	12 4%	14 6%	20 9%	29 5%	34 8%	69 7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 30

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Understands people like me

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	265	161	31	18	71	200	179	119	146	166	79	22	136	136	88	113	32	29	201	78	61	86	101	30	241	18	149	25	28	248
	26%	61%	9%	18%	13%	42%	49%	27%	26%	60%	12%	18%	31%	29%	25%	34%	20%	18%	29%	23%	25%	28%	28%	23%	28%	20%	60%	10%	16%	25%
Ed Miliband	359	15	244	35	309	80	50	153	206	49	296	48	141	157	133	102	62	63	234	142	106	93	124	48	310	36	18	181	76	375
	36%	6%	72%	35%	56%	17%	14%	35%	36%	18%	46%	40%	32%	34%	38%	30%	40%	40%	34%	42%	43%	30%	35%	38%	36%	41%	7%	71%	42%	37%
Neither	319	76	58	39	150	168	115	152	167	48	245	42	149	160	113	97	49	55	210	93	66	117	108	40	263	27	75	44	73	314
	32%	29%	17%	39%	27%	35%	32%	35%	29%	17%	38%	35%	34%	34%	32%	29%	32%	35%	31%	28%	27%	38%	30%	31%	30%	31%	30%	17%	40%	31%
Don't know	63	12	7	7	21	25	19	12	50	14	25	8	12	12	15	22	12	11	37	22	14	15	26	11	54	8	8	5	5	69
	6%	4%	2%	7%	4%	5%	5%	3%	9%	5%	4%	7%	3%	3%	4%	7%	8%	7%	5%	7%	6%	5%	7%	8%	6%	9%	3%	2%	3%	7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 31

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Is a good person

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	353 35%	176 32%	268 35%	253 34%	227 34%	197 33%	17 22%	160 33%	193 37%	87 30%	117 33%	149 41%	31 26%	56 33%	55 30%	62 36%	66 44%	82 39%	41 41%	101 37%	95 33%	71 33%	86 36%	196 35%	156 35%	350 35%
Ed Miliband	302 30%	201 37%	254 33%	245 33%	225 34%	216 36%	16 21%	161 33%	142 27%	89 31%	110 31%	103 28%	40 33%	49 30%	66 36%	44 25%	42 28%	60 29%	26 26%	84 31%	88 31%	59 27%	72 31%	172 31%	131 29%	302 30%
Neither	169 17%	83 15%	127 16%	122 17%	116 17%	98 16%	21 27%	93 19%	76 15%	51 18%	70 20%	49 13%	23 19%	28 17%	34 19%	36 20%	22 14%	27 13%	13 13%	40 15%	48 17%	47 22%	34 14%	88 16%	81 18%	164 16%
Don't know	182 18%	90 16%	126 16%	118 16%	104 15%	95 16%	22 29%	78 16%	104 20%	61 21%	59 17%	62 17%	27 22%	34 20%	26 15%	33 19%	20 13%	42 20%	21 21%	45 17%	54 19%	40 18%	43 18%	99 18%	83 18%	190 19%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 32

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Is a good person

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	353	186	48	39	118	256	225	162	191	166	159	37	171	171	140	124	44	37	264	102	80	120	131	44	310	22	168	46	47	350
	35%	71%	14%	39%	21%	54%	62%	37%	33%	60%	25%	31%	39%	37%	40%	37%	29%	24%	39%	30%	32%	39%	36%	34%	36%	25%	68%	18%	26%	35%
Ed Miliband	302	11	205	24	260	66	34	119	183	46	252	37	121	136	94	98	57	51	192	113	88	80	110	43	267	25	14	153	62	302
	30%	4%	60%	24%	47%	14%	9%	27%	32%	16%	39%	31%	28%	29%	27%	29%	37%	33%	28%	34%	36%	26%	31%	33%	31%	28%	6%	60%	34%	30%
Neither	169	36	32	26	81	85	63	85	84	27	125	21	82	88	59	50	31	29	109	45	39	66	57	18	149	6	31	18	54	164
	17%	14%	9%	27%	15%	18%	17%	20%	15%	10%	19%	18%	19%	19%	17%	15%	20%	19%	16%	14%	16%	21%	16%	14%	17%	7%	12%	7%	30%	16%
Don't know	182	30	55	10	91	66	41	69	113	39	110	25	65	70	55	62	23	39	117	75	40	45	61	24	141	35	36	38	19	190
	18%	12%	16%	10%	17%	14%	11%	16%	20%	14%	17%	21%	15%	15%	16%	19%	15%	25%	17%	22%	16%	15%	17%	19%	16%	40%	14%	15%	11%	19%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 33

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Likeable

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	386	205	297	283	262	229	21	185	201	104	133	150	39	65	73	60	55	95	43	110	116	76	85	225	161	387
	38%	37%	38%	38%	39%	38%	28%	38%	39%	36%	37%	41%	32%	39%	40%	34%	36%	45%	43%	41%	41%	35%	36%	41%	36%	38%
Ed Miliband	287	196	249	240	222	208	10	135	152	85	98	104	44	41	52	46	47	56	23	76	79	65	67	155	132	293
	29%	36%	32%	33%	33%	34%	12%	27%	30%	29%	28%	29%	36%	25%	29%	26%	31%	27%	22%	28%	28%	30%	29%	28%	29%	29%
Neither	259	119	179	172	154	136	37	137	122	84	100	75	30	54	42	57	38	37	21	63	81	51	64	144	115	247
	26%	22%	23%	23%	23%	22%	48%	28%	24%	29%	28%	21%	25%	33%	23%	33%	25%	17%	21%	23%	29%	24%	27%	26%	26%	25%
Don't know	74	29	49	43	35	33	9	34	40	14	25	34	8	6	14	12	10	24	14	21	9	24	19	30	43	79
	7%	5%	6%	6%	5%	5%	12%	7%	8%	5%	7%	9%	7%	4%	8%	7%	7%	11%	14%	8%	3%	11%	8%	5%	10%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 34

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Likeable

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	386	193	73	42	140	261	235	175	211	180	171	43	181	187	141	142	50	45	284	118	95	128	140	44	346	23	174	54	56	387
	38%	73%	21%	42%	25%	55%	65%	40%	37%	65%	26%	36%	41%	40%	41%	43%	33%	29%	42%	35%	38%	41%	39%	34%	40%	26%	70%	21%	31%	38%
Ed Miliband	287	12	196	24	251	67	36	117	170	32	244	37	111	124	92	95	47	53	187	109	84	76	101	38	250	25	21	143	59	293
	29%	5%	58%	24%	46%	14%	10%	27%	30%	12%	38%	31%	25%	27%	26%	28%	30%	34%	27%	33%	34%	25%	28%	29%	29%	29%	8%	56%	32%	29%
Neither	259	43	54	30	131	121	73	123	136	47	198	31	128	135	96	68	49	44	164	84	55	88	87	32	210	29	41	46	58	247
	26%	16%	16%	30%	24%	26%	20%	28%	24%	17%	31%	26%	29%	29%	28%	20%	32%	28%	24%	25%	22%	28%	24%	25%	24%	32%	16%	18%	32%	25%
Don't know	74	15	18	4	28	25	19	21	53	18	33	9	18	18	19	29	9	16	48	24	14	18	31	15	62	11	14	11	9	79
	7%	6%	5%	4%	5%	5%	5%	5%	9%	7%	5%	7%	4%	4%	5%	9%	6%	10%	7%	7%	5%	6%	9%	11%	7%	12%	5%	4%	5%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 35

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Tough enough for the job of Prime Minister

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	544	296	438	415	373	328	27	278	265	176	179	188	64	112	91	88	81	107	44	166	174	107	96	340	203	536
	54%	54%	57%	56%	56%	54%	35%	57%	52%	61%	50%	52%	53%	68%	50%	50%	54%	51%	43%	62%	61%	49%	41%	61%	45%	53%
Ed Miliband	181	118	148	141	129	125	11	88	93	41	65	75	28	13	40	25	33	42	24	33	45	46	58	78	103	184
	18%	21%	19%	19%	19%	21%	14%	18%	18%	14%	18%	21%	23%	8%	22%	14%	22%	20%	23%	12%	16%	21%	25%	14%	23%	18%
Neither	211	111	148	145	136	124	29	99	111	45	93	72	13	32	40	53	30	43	21	54	55	44	57	109	102	219
	21%	20%	19%	20%	20%	21%	38%	20%	22%	16%	26%	20%	11%	19%	22%	30%	20%	20%	21%	20%	19%	21%	24%	20%	22%	22%
Don't know	71	25	41	37	33	29	10	25	45	26	18	27	16	9	10	9	7	19	13	17	11	19	24	28	43	67
	7%	5%	5%	5%	5%	5%	13%	5%	9%	9%	5%	7%	13%	6%	5%	5%	5%	9%	13%	6%	4%	9%	10%	5%	10%	7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*Less than 0.5%

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Table 36

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Tough enough for the job of Prime Minister

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	544	218	131	60	242	329	278	274	269	222	274	64	280	290	208	199	82	47	407	167	128	178	198	65	481	39	191	98	106	536
		54%	38%	60%	44%	70%	77%	63%	47%	80%	42%	53%	64%	62%	60%	60%	53%	30%	60%	50%	52%	57%	55%	51%	55%	44%	77%	39%	58%	53%
Ed Miliband	181	8	134	15	157	32	23	57	124	25	153	19	64	72	50	55	26	49	105	69	54	44	67	36	158	16	9	104	21	184
		18%	39%	15%	29%	7%	6%	13%	22%	9%	24%	16%	15%	15%	14%	17%	17%	31%	15%	21%	22%	14%	19%	28%	18%	18%	4%	41%	11%	18%
Neither	211	30	53	19	117	95	49	85	126	17	182	29	82	86	76	56	35	42	132	67	50	74	69	18	178	16	45	40	49	219
		21%	16%	19%	21%	20%	14%	19%	22%	6%	28%	24%	19%	19%	22%	17%	22%	27%	19%	20%	20%	24%	19%	14%	21%	19%	18%	16%	27%	22%
Don't know	71	7	23	6	33	18	13	20	51	13	37	8	14	16	15	24	12	19	38	32	15	15	24	10	50	17	5	13	7	67
		7%	7%	6%	6%	4%	4%	4%	9%	5%	6%	7%	3%	4%	4%	7%	8%	12%	6%	10%	6%	5%	7%	7%	6%	19%	2%	5%	4%	7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 37

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Represents Britain

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	465	262	375	358	322	286	20	247	218	122	160	182	52	71	79	82	74	108	51	122	141	118	84	263	202	464
	46%	48%	48%	49%	48%	47%	25%	50%	42%	42%	45%	50%	42%	42%	43%	47%	49%	51%	50%	45%	49%	54%	36%	47%	45%	46%
Ed Miliband	260	176	229	222	208	194	9	128	132	78	89	93	25	52	52	37	43	50	25	64	82	48	66	146	114	261
	26%	32%	30%	30%	31%	32%	11%	26%	26%	27%	25%	26%	21%	31%	29%	21%	29%	24%	25%	24%	29%	22%	28%	26%	25%	26%
Neither	199	80	123	115	103	91	32	86	114	57	89	53	27	30	39	51	28	25	8	64	53	33	49	117	82	206
	20%	14%	16%	16%	15%	15%	42%	17%	22%	20%	25%	15%	22%	18%	21%	29%	18%	12%	8%	24%	19%	15%	21%	21%	18%	20%
Don't know	82	32	48	43	39	35	17	30	52	31	17	34	18	13	12	5	6	28	16	19	10	17	37	29	53	75
	8%	6%	6%	6%	6%	6%	22%	6%	10%	11%	5%	9%	15%	8%	6%	3%	4%	13%	16%	7%	3%	8%	16%	5%	12%	7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 38

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Represents Britain

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	465	204	100	53	197	301	257	213	251	206	222	50	230	234	165	180	65	53	345	136	99	160	169	51	409	37	183	77	79	464
	46%	77%	29%	54%	36%	64%	71%	49%	44%	74%	34%	42%	52%	50%	47%	54%	42%	34%	51%	40%	40%	52%	47%	40%	47%	41%	73%	30%	43%	46%
Ed Miliband	260	12	185	19	228	56	32	117	143	26	226	32	109	121	89	72	48	50	161	112	90	58	90	40	227	22	13	137	50	261
	26%	5%	54%	19%	41%	12%	9%	27%	25%	9%	35%	26%	25%	26%	25%	22%	31%	32%	24%	33%	36%	19%	25%	31%	26%	25%	5%	54%	27%	26%
Neither	199	35	40	22	101	95	56	90	110	23	161	31	85	91	80	55	28	32	135	61	42	73	66	24	163	19	37	24	46	206
	20%	13%	12%	22%	18%	20%	16%	21%	19%	8%	25%	26%	19%	20%	23%	17%	18%	20%	20%	18%	17%	23%	18%	18%	19%	22%	15%	9%	25%	20%
Don't know	82	13	15	5	24	21	18	16	66	23	36	7	15	18	15	26	14	23	41	27	17	20	34	14	68	10	16	18	7	75
	8%	5%	4%	5%	4%	4%	5%	4%	12%	8%	6%	6%	4%	4%	4%	8%	9%	15%	6%	8%	7%	7%	10%	11%	8%	7%	7%	4%	7%	

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=<0.5%

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Table 39

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Smart enough for the job of Prime Minister

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	540	292	428	407	363	318	28	284	256	164	181	195	62	102	95	86	76	119	53	168	157	108	107	324	215	514
	54%	53%	55%	55%	54%	53%	36%	58%	50%	57%	51%	54%	51%	61%	52%	49%	50%	56%	53%	62%	55%	50%	46%	59%	48%	51%
Ed Miliband	222	156	190	183	173	168	11	99	123	54	86	82	25	29	51	35	41	41	19	50	69	45	59	118	104	231
	22%	28%	25%	25%	26%	28%	14%	20%	24%	19%	24%	23%	21%	17%	28%	20%	27%	19%	19%	18%	24%	21%	25%	21%	23%	23%
Neither	160	73	107	100	95	83	26	73	87	26	73	61	11	15	25	48	28	33	20	34	38	41	47	72	88	182
	16%	13%	14%	14%	14%	14%	33%	15%	17%	9%	21%	17%	9%	9%	14%	28%	18%	16%	20%	12%	13%	19%	20%	13%	20%	18%
Don't know	84	30	49	47	41	36	13	36	49	44	16	24	24	21	11	5	6	18	9	19	21	22	22	40	44	79
	8%	5%	6%	6%	6%	6%	16%	7%	9%	15%	5%	7%	19%	12%	6%	3%	4%	8%	9%	7%	8%	10%	9%	7%	10%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 40

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? - Smart enough for the job of Prime Minister

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006	
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006	
David Cameron	540	228	109	63	230	349	292	255	284	223	270	55	277	287	187	201	84	59	388	164	130	166	209	71	484	34	210	79	98	514	
		54%	87%	32%	64%	42%	74%	80%	59%	50%	81%	42%	45%	63%	62%	54%	60%	54%	38%	57%	49%	53%	53%	58%	55%	56%	38%	84%	31%	54%	51%
Ed Miliband	222	4	171	10	200	32	14	80	142	20	196	29	82	92	76	67	36	42	143	83	63	58	81	38	191	21	7	132	35	231	
		22%	2%	50%	10%	36%	7%	4%	18%	25%	7%	30%	24%	19%	20%	22%	20%	23%	27%	21%	25%	25%	19%	23%	29%	22%	23%	3%	52%	19%	23%
Neither	160	20	39	18	85	66	39	71	89	12	132	27	53	57	53	47	22	36	100	48	34	67	44	10	131	14	23	30	41	182	
		16%	8%	12%	18%	15%	14%	11%	16%	16%	4%	20%	22%	12%	12%	15%	14%	14%	23%	15%	14%	14%	22%	12%	8%	15%	16%	9%	12%	22%	18%
Don't know	84	11	20	8	36	26	18	29	55	22	48	9	27	29	33	18	13	20	51	40	20	20	25	10	63	20	10	14	8	79	
		8%	4%	6%	8%	7%	6%	5%	7%	10%	8%	7%	8%	6%	6%	9%	5%	9%	12%	7%	12%	8%	6%	7%	8%	7%	22%	4%	6%	4%	8%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 41

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Has the right values

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	368 37%	200 36%	297 38%	281 38%	252 38%	218 36%	16 21%	184 37%	185 36%	98 34%	122 34%	148 41%	39 32%	59 35%	58 32%	64 37%	57 38%	91 43%	45 44%	110 41%	102 36%	71 33%	86 36%	212 38%	157 35%	352 35%
Ed Miliband	354 35%	232 42%	295 38%	290 39%	268 40%	257 43%	17 22%	179 37%	174 34%	111 39%	126 36%	116 32%	51 42%	60 36%	70 39%	56 32%	55 36%	61 29%	29 29%	93 35%	113 40%	68 32%	79 34%	206 37%	147 33%	357 35%
Neither	191 19%	84 15%	124 16%	117 16%	108 16%	92 15%	28 36%	97 20%	94 18%	52 18%	78 22%	61 17%	17 14%	34 21%	38 21%	40 23%	27 18%	33 16%	14 14%	41 15%	56 20%	55 26%	38 16%	97 18%	93 21%	195 19%
Don't know	93 9%	34 6%	59 8%	51 7%	44 7%	38 6%	16 21%	31 6%	62 12%	27 9%	29 8%	37 10%	14 12%	13 8%	14 8%	15 8%	12 8%	25 12%	13 12%	25 9%	14 5%	21 10%	33 14%	39 7%	54 12%	102 10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 42

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Has the right values

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	368	204	53	29	118	269	233	168	200	189	149	38	179	183	132	143	50	35	276	112	89	123	134	47	328	23	187	41	45	352
	37%	77%	16%	29%	22%	57%	64%	39%	35%	68%	23%	31%	41%	39%	38%	43%	32%	23%	40%	33%	36%	40%	37%	36%	38%	26%	75%	16%	24%	35%
Ed Miliband	354	11	227	38	303	87	49	154	199	44	303	46	155	166	129	103	66	55	232	136	102	101	117	45	307	34	15	170	85	357
	35%	4%	67%	38%	55%	18%	14%	35%	35%	16%	47%	38%	35%	36%	37%	31%	43%	35%	34%	40%	41%	32%	33%	35%	35%	38%	6%	67%	47%	35%
Neither	191	39	41	24	92	90	63	93	98	24	152	25	79	88	63	52	25	48	115	55	37	64	72	22	155	18	39	25	44	195
	19%	15%	12%	25%	17%	19%	17%	21%	17%	9%	24%	21%	18%	19%	18%	15%	16%	30%	17%	16%	15%	20%	20%	17%	18%	21%	16%	10%	24%	19%
Don't know	93	9	19	8	37	27	17	20	73	21	41	11	26	27	24	36	13	19	60	33	20	24	36	16	77	13	8	18	9	102
	9%	3%	6%	8%	7%	6%	5%	5%	13%	8%	6%	9%	6%	6%	7%	11%	9%	12%	9%	10%	8%	8%	10%	12%	9%	15%	3%	7%	5%	10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 43

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Will protect British jobs

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	313 31%	172 31%	255 33%	241 33%	219 33%	192 32%	14 18%	163 33%	151 29%	102 35%	97 27%	115 32%	35 29%	67 40%	48 27%	48 28%	43 28%	72 34%	32 32%	108 40%	78 27%	58 27%	69 29%	186 34%	127 28%	289 29%
Ed Miliband	375 37%	240 44%	314 41%	302 41%	275 41%	261 43%	17 22%	186 38%	189 37%	107 37%	134 38%	134 37%	51 42%	55 33%	66 36%	69 39%	61 41%	73 34%	32 32%	85 32%	132 46%	75 35%	82 35%	217 39%	158 35%	374 37%
Neither	231 23%	103 19%	148 19%	140 19%	129 19%	115 19%	34 44%	108 22%	123 24%	56 19%	96 27%	79 22%	28 23%	28 17%	48 27%	48 27%	42 28%	36 17%	17 16%	55 21%	59 21%	65 30%	51 22%	114 21%	116 26%	245 24%
Don't know	87 9%	35 6%	57 7%	55 7%	49 7%	38 6%	12 16%	34 7%	53 10%	24 8%	29 8%	34 10%	8 6%	16 10%	19 11%	10 6%	5 3%	30 14%	19 19%	20 8%	16 6%	17 8%	33 14%	37 7%	50 11%	98 10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

*=Less than 0.5%

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Table 44
Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Will protect British jobs

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	313	170	51	28	110	230	198	146	168	173	120	32	156	161	111	116	53	29	227	80	56	110	123	37	276	25	147	44	43	289
	31%	65%	15%	28%	20%	48%	55%	33%	29%	62%	19%	27%	36%	35%	32%	35%	34%	18%	33%	24%	22%	35%	34%	28%	32%	28%	59%	17%	24%	29%
Ed Miliband	375	30	228	41	302	104	71	159	217	53	311	41	159	175	128	117	57	69	244	152	119	96	127	53	330	33	35	168	77	374
	37%	11%	67%	41%	55%	22%	20%	36%	38%	19%	48%	34%	36%	38%	37%	35%	37%	44%	36%	45%	48%	31%	35%	41%	38%	38%	14%	66%	42%	37%
Neither	231	48	43	26	108	112	73	108	123	29	176	33	106	111	87	68	33	41	155	75	52	81	75	25	187	23	52	25	52	245
	23%	18%	13%	26%	20%	24%	20%	25%	22%	11%	27%	28%	24%	24%	25%	20%	22%	26%	23%	22%	21%	26%	21%	20%	21%	26%	21%	10%	29%	24%
Don't know	87	15	18	5	31	28	20	24	63	22	40	14	17	17	23	34	11	18	56	28	21	24	34	14	75	7	16	19	11	98
	9%	6%	5%	5%	6%	6%	6%	5%	11%	8%	6%	12%	4%	4%	6%	10%	7%	12%	8%	8%	8%	8%	10%	11%	9%	8%	7%	7%	6%	10%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 45

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? A man of faith

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	342	190	277	260	229	205	16	178	164	101	102	138	31	70	52	50	50	89	43	105	99	68	70	204	138	341
	34%	35%	36%	35%	34%	34%	20%	36%	32%	35%	29%	38%	25%	42%	29%	29%	33%	42%	43%	39%	35%	31%	30%	37%	31%	34%
Ed Miliband	160	95	123	117	105	98	8	80	79	45	47	67	28	18	24	23	30	38	15	36	28	46	49	65	95	160
	16%	17%	16%	16%	16%	16%	11%	16%	15%	16%	13%	19%	23%	11%	13%	13%	20%	18%	15%	14%	10%	21%	21%	12%	21%	16%
Neither	244	141	190	183	171	154	24	125	119	62	111	71	20	41	56	55	34	37	18	60	82	51	51	142	102	237
	24%	26%	24%	25%	25%	25%	32%	25%	23%	21%	31%	20%	17%	25%	31%	31%	23%	18%	18%	22%	29%	24%	21%	26%	23%	24%
Don't know	261	124	185	178	167	148	29	108	153	80	96	85	43	37	48	47	37	47	24	68	76	51	65	144	116	268
	26%	23%	24%	24%	25%	24%	38%	22%	30%	28%	27%	23%	35%	22%	27%	27%	25%	22%	24%	25%	27%	24%	28%	26%	26%	27%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

Source : Ipsos MORI J12-002008-01

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Table 46

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? A man of faith

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006	
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006	
David Cameron	342	147	80	36	156	223	182	145	197	155	157	37	165	170	120	132	53	36	252	108	87	105	128	43	311	21	132	61	51	341	
		34%	56%	23%	36%	28%	47%	50%	33%	34%	56%	24%	31%	38%	37%	34%	40%	34%	23%	37%	32%	35%	34%	36%	33%	36%	24%	53%	24%	28%	34%
Ed Miliband	160	9	121	8	138	25	16	54	106	18	140	20	58	64	38	47	31	42	85	68	54	45	47	19	136	14	9	90	20	160	
		16%	3%	36%	8%	25%	5%	12%	19%	7%	22%	16%	13%	14%	11%	14%	20%	27%	12%	20%	22%	15%	13%	14%	16%	16%	4%	35%	11%	16%	
Neither	244	56	68	28	125	113	84	124	119	44	185	29	114	124	96	60	39	44	156	65	47	82	97	38	208	18	53	56	55	237	
		24%	21%	20%	28%	23%	24%	23%	29%	21%	16%	29%	24%	26%	27%	28%	18%	25%	28%	23%	19%	19%	26%	27%	30%	24%	20%	21%	22%	30%	24%
Don't know	261	51	70	28	131	112	80	112	149	60	162	35	101	106	95	95	31	36	190	94	60	79	87	30	212	35	55	48	57	268	
		26%	20%	21%	29%	24%	22%	26%	26%	22%	25%	29%	23%	23%	27%	29%	20%	23%	28%	28%	24%	25%	24%	23%	24%	40%	22%	19%	31%	27%	

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 47

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Would be fun to meet in person

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1006	567	789	759	705	626	78	434	572	188	390	428	63	125	206	184	173	255	111	279	286	201	240	565	441	1006
Weighted Total	1006	550	775	738	672	606	77	491	515	288	356	362	122	166	181	175	151	211	101	270	285	216	235	555	451	1006
David Cameron	341	186	265	257	236	207	21	178	163	106	113	123	56	50	54	59	53	70	30	97	102	68	74	199	142	328
	34%	34%	34%	35%	35%	34%	27%	36%	32%	37%	32%	34%	46%	30%	30%	34%	35%	33%	30%	36%	36%	31%	32%	36%	31%	33%
Ed Miliband	216	142	191	183	166	157	9	99	117	61	67	88	21	40	38	29	32	57	24	59	61	42	54	120	96	215
	21%	26%	25%	25%	25%	26%	12%	20%	23%	21%	19%	24%	17%	24%	21%	17%	21%	27%	24%	22%	22%	20%	23%	22%	21%	21%
Neither	384	196	276	260	238	214	38	181	203	101	156	126	34	67	77	79	58	68	36	94	113	91	86	207	177	396
	38%	36%	36%	35%	35%	35%	49%	37%	39%	35%	44%	35%	28%	40%	43%	45%	39%	32%	36%	35%	40%	42%	37%	37%	39%	39%
Don't know	65	26	43	37	32	27	9	33	32	20	20	24	11	10	12	8	7	17	10	20	9	15	21	29	36	67
	6%	5%	6%	5%	5%	5%	12%	7%	6%	7%	6%	7%	9%	6%	7%	5%	5%	8%	10%	7%	3%	7%	9%	5%	8%	7%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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Table 48

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following? Would be fun to meet in person

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1006	254	342	100	540	452	354	420	586	242	677	257	301	318	403	365	107	122	768	337	269	325	344	119	881	68	259	259	190	1006
Weighted Total	1006	263	340	100	550	474	363	436	570	277	646	120	439	464	349	334	155	157	683	336	247	311	359	129	868	88	249	255	182	1006
David Cameron	341	142	67	49	150	225	191	156	185	140	175	35	161	167	117	128	53	36	246	108	81	107	126	41	304	27	130	50	58	328
	34%	54%	20%	49%	27%	48%	53%	36%	32%	50%	27%	29%	37%	36%	34%	38%	34%	23%	36%	32%	33%	34%	35%	32%	35%	31%	52%	20%	32%	33%
Ed Miliband	216	13	147	18	185	51	31	80	136	34	174	28	71	81	53	73	42	46	127	81	66	59	76	32	193	15	16	114	43	215
	21%	5%	43%	18%	34%	11%	9%	18%	24%	12%	27%	23%	16%	17%	15%	22%	27%	29%	19%	24%	27%	19%	21%	25%	22%	18%	6%	45%	24%	21%
Neither	384	93	108	28	187	172	121	185	199	81	271	49	193	202	161	112	49	59	272	117	82	136	131	46	317	35	90	73	74	396
	38%	35%	32%	28%	34%	36%	33%	42%	35%	29%	42%	41%	44%	44%	46%	33%	32%	38%	40%	35%	33%	44%	36%	36%	37%	40%	36%	29%	40%	39%
Don't know	65	15	18	5	29	25	20	14	51	22	26	8	14	14	17	21	10	15	38	29	19	9	26	10	53	10	14	18	7	67
	6%	6%	5%	5%	5%	5%	5%	3%	9%	8%	4%	7%	3%	3%	5%	6%	7%	10%	6%	9%	8%	3%	7%	8%	6%	12%	5%	7%	4%	7%

Fieldwork dates : 15th to 17th September 2012

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

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Table 49

Q.10. In your opinion, which party leader, David Cameron or Ed Miliband is stronger on each of the following?

- Summary table -

Base : All

	Eloquent	Prime Ministerial	Understands people like me	Is a good person	Likeable	Tough enough for the job of Prime Minister	Represents Britain	Smart enough for the job of Prime Minister	Has the right values	Will protect British jobs	A man of faith	Would be fun to meet in person
Unweighted Total	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006
Weighted Total	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006	1006
David Cameron	596 59%	572 57%	265 26%	353 35%	386 38%	544 54%	465 46%	540 54%	368 37%	313 31%	342 34%	341 34%
Ed Miliband	153 15%	168 17%	359 36%	302 30%	287 29%	181 18%	260 26%	222 22%	354 35%	375 37%	160 16%	216 21%
Neither	143 14%	193 19%	319 32%	169 17%	259 26%	211 21%	199 20%	160 16%	191 19%	231 23%	244 24%	384 38%
Don't know	114 11%	73 7%	63 6%	182 18%	74 7%	71 7%	82 8%	84 8%	93 9%	87 9%	261 26%	65 6%

Fieldwork dates : 15th to 17th September 2012

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

Standard weights.

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