

Reuters/Ipsos MORI Political Monitor - October 2010

Table 1

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

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Total Voting	812	566	709	700	662	614	12	394	417	227	288	297	94	134	151	137	132	165	72	238	247	160	166	486	326	813
Conservative	301 37%	221 39%	269 38%	267 38%	254 38%	236 38%	3	143 36%	159 38%	75 33%	94 33%	132 45%	34 36%	42 31%	42 28%	52 38%	55 42%	77 47%	32 45%	111 47%	81 33%	56 35%	53 32%	192 40%	109 33%	294 36%
Labour	307 38%	205 36%	259 37%	252 36%	235 36%	222 36%	6 49%	129 33%	178 43%	97 43%	105 36%	105 35%	42 45%	55 41%	58 39%	46 34%	52 39%	53 33%	26 36%	73 31%	93 37%	69 43%	73 44%	166 34%	142 43%	319 39%
Liberal Democrats (Lib Dem)	116 14%	78 14%	104 15%	103 15%	100 15%	87 14%	1 4%	73 18%	44 10%	40 18%	46 16%	31 10%	14 15%	26 20%	29 20%	16 12%	14 11%	17 10%	9 12%	42 18%	46 18%	18 11%	10 6%	88 18%	29 9%	116 14%
Scottish Nationalist	17 2%	12 2%	13 2%	13 2%	13 2%	13 2%	2 18%	8 2%	9 2%	4 2%	6 2%	7 2%	- 2%	4 3%	3 2%	3 2%	5 4%	2 1%	1 2%	- 1%	4 2%	1 1%	11 7%	4 1%	13 4%	14 2%
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	- 1%	5 1%	1 *	- *	5 2%	1 *	- *	- 1%	1 3%	3 *	* *	1 1%	1 1%	1 *	3 1%	1 *	1 *	4 1%	1 *	9 1%
Green Party	29 4%	17 3%	25 4%	25 4%	22 3%	21 3%	* 3%	12 3%	17 4%	6 3%	15 5%	8 3%	3 3%	3 2%	8 6%	7 5%	5 4%	3 2%	1 2%	* *	12 5%	9 5%	7 4%	13 3%	16 5%	29 4%
UKIP	20 2%	17 3%	20 3%	20 3%	19 3%	18 3%	- *	14 4%	6 1%	3 1%	9 3%	8 3%	- *	3 2%	5 3%	5 3%	1 1%	7 4%	1 2%	6 3%	3 1%	4 3%	6 4%	9 2%	11 3%	17 2%
British National Party	7 1%	5 1%	7 1%	7 1%	7 1%	5 1%	- 1%	7 2%	- *	1 *	4 1%	1 *	1 1%	* *	3 2%	2 1%	- 1%	1 1%	- 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 1%	6 1%
Other	8 1%	5 1%	7 1%	7 1%	7 1%	7 1%	- 1%	4 1%	4 1%	* *	4 1%	4 1%	- *	* *	1 3%	4 3%	- 2%	4 2%	- *	2 1%	2 1%	1 1%	3 2%	4 1%	4 1%	9 1%
"Conservative Lead over Labour"	-6 -1%	16 3%	10 1%	15 2%	19 3%	14 2%	-3 -23%	14 3%	-19 -5%	-22 -10%	-11 -4%	27 9%	-9 -10%	-13 -10%	-16 -11%	5 4%	4 3%	24 14%	6 9%	38 16%	-11 -4%	-13 -8%	-20 -12%	27 6%	-32 -10%	-25 -3%
Undecided	46 5%	18 3%	31 4%	29 4%	26 4%	21 3%	4 4%	18 4%	28 5%	17 6%	14 4%	15 4%	7 6%	10 6%	9 5%	6 3%	7 4%	8 4%	6 6%	8 3%	8 3%	15 7%	15 6%	16 3%	30 7%	48 5%
Would not vote	123 12%	4 1%	8 1%	7 1%	6 1%	4 1%	84 84%	68 14%	55 11%	37 13%	48 13%	38 11%	20 16%	18 11%	27 14%	20 12%	12 8%	26 12%	16 16%	20 7%	28 10%	31 15%	44 19%	47 8%	75 17%	118 12%
Refused	24 2%	16 3%	20 3%	20 3%	20 3%	19 3%	1 1%	9 2%	15 3%	6 2%	11 3%	7 2%	2 1%	4 2%	3 2%	7 4%	2 1%	6 3%	5 5%	4 1%	7 3%	5 2%	8 3%	11 2%	13 3%	27 3%
Will vote for another party but don't know which	4 *	2 *	2 *	2 *	2 *	2 *	- *	2 *	3 *	- *	1 *	3 1%	- *	- *	- *	1 *	- *	3 2%	2 2%	2 1%	- *	- *	2 1%	2 *	2 1%	3 *

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

* = Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 2

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

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Total Voting	812	301	307	116	502	497	418	368	444	366	359	98	349	19	368	375	234	64	128	609	11	268	263	280	96	709	329	228	292	224	144	813
Conservative	301	301	-	-	-	301	301	140	161	230	42	27	142	3	145	151	101	24	23	252	3	76	95	131	36	277	130	89	252	9	12	294
	37%	100%	-	-	-	61%	72%	38%	36%	63%	12%	27%	41%	17%	39%	40%	43%	37%	18%	41%	29%	28%	36%	47%	37%	39%	39%	39%	86%	4%	8%	36%
Labour	307	-	307	-	307	-	-	124	183	50	227	49	106	11	117	122	84	26	72	206	3	117	111	79	39	271	133	78	14	207	37	319
	38%	-	100%	-	61%	-	-	34%	41%	14%	63%	50%	30%	57%	32%	33%	36%	41%	57%	34%	25%	44%	42%	28%	40%	38%	40%	34%	5%	93%	26%	39%
Liberal Democrats (Lib Dem)	116	-	-	116	116	116	116	64	53	68	31	14	59	3	63	65	24	12	12	90	3	39	32	45	17	103	39	47	9	5	85	116
	14%	-	-	100%	23%	23%	28%	17%	12%	19%	9%	14%	17%	17%	17%	17%	10%	18%	10%	15%	28%	15%	12%	16%	18%	14%	12%	20%	3%	2%	59%	14%
Scottish Nationalist	17	-	-	-	17	17	-	9	8	4	11	1	10	2	12	3	5	*	8	8	-	17	-	-	-	-	2	3	2	*	-	14
	2%	-	-	-	3%	3%	-	2%	2%	1%	3%	1%	3%	9%	3%	1%	2%	1%	7%	1%	-	6%	-	-	-	-	1%	1%	1%	*	-	2%
Plaid Cymru	5	-	-	-	5	5	-	4	2	2	3	1	2	-	2	3	2	-	1	5	-	-	5	-	-	-	1	1	1	-	*	9
	1%	-	-	-	1%	1%	-	1%	*	1%	1%	1%	1%	-	1%	1%	1%	-	*	1%	-	-	2%	-	-	-	*	*	*	-	*	1%
Green Party	29	-	-	-	29	29	-	11	18	7	17	4	14	-	14	11	8	2	7	19	1	11	5	13	3	29	12	7	5	*	7	29
	4%	-	-	-	6%	6%	-	3%	4%	2%	5%	4%	4%	-	4%	3%	3%	3%	6%	3%	10%	4%	2%	5%	3%	4%	4%	3%	2%	*	5%	4%
UKIP	20	-	-	-	20	20	-	10	10	2	17	1	9	-	9	13	5	-	2	18	-	2	7	11	-	20	8	3	5	-	-	17
	2%	-	-	-	4%	4%	-	3%	2%	*	5%	1%	3%	-	2%	3%	2%	-	2%	3%	-	1%	3%	4%	-	3%	2%	1%	2%	-	-	2%
British National Party	7	-	-	-	-	-	-	4	3	3	4	1	3	-	3	3	1	*	1	5	1	2	3	2	-	5	4	1	1	2	2	6
	1%	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	7%	1%	1%	1%	-	1%	1%	*	*	1%	1%	1%
Other	8	-	-	-	7	7	-	3	6	1	6	1	3	-	3	3	4	-	1	7	-	3	5	1	1	5	1	1	2	1	*	9
	1%	-	-	-	1%	1%	-	1%	1%	*	2%	1%	1%	-	1%	1%	2%	-	1%	1%	-	1%	2%	*	1%	1%	*	*	1%	*	*	1%
"Conservative Lead over Labour"	-6	301	-307	0	-307	301	301	16	-22	179	-184	-23	36	-8	28	29	17	-2	-50	46	*	-41	-16	52	-3	6	-3	11	238	-198	-25	-25
	-1%	100%	-100%	0%	-61%	61%	72%	4%	-5%	49%	-51%	-23%	10%	-40%	8%	8%	7%	-3%	-39%	8%	4%	-15%	-6%	19%	-3%	1%	-1%	5%	82%	-88%	-17%	-3%
Undecided	46	-	-	-	-	-	-	14	32	19	18	9	12	1	13	17	9	5	14	26	1	17	7	22	9	39	19	6	7	14	7	48
	5%	-	-	-	-	-	-	3%	6%	5%	4%	7%	3%	5%	3%	4%	3%	6%	8%	4%	5%	5%	2%	6%	7%	4%	5%	2%	2%	6%	4%	5%
Would not vote	123	-	-	-	-	-	-	48	75	30	62	11	53	-	53	52	23	15	28	75	4	45	33	45	20	98	56	16	5	4	11	118
	12%	-	-	-	-	-	-	11%	13%	7%	14%	9%	12%	-	12%	12%	8%	17%	16%	10%	26%	13%	11%	12%	15%	11%	14%	6%	2%	2%	7%	12%
Refused	24	-	-	-	-	-	-	9	15	8	7	3	11	-	11	9	7	5	2	16	-	6	7	10	4	21	5	6	1	-	*	27
	2%	-	-	-	-	-	-	2%	3%	2%	2%	3%	3%	-	2%	2%	3%	6%	1%	2%	-	2%	2%	3%	3%	2%	1%	2	*	-	*	3%
Will vote for another party but don't know which	4	-	-	-	-	-	-	1	3	-	3	1	-	-	-	1	2	-	2	3	-	-	2	2	-	4	1	-	2	-	-	3
	*	-	-	-	-	-	-	*	1%	-	1%	1%	-	-	-	*	1%	-	1%	*	-	-	1%	*	-	*	*	-	1%	-	-	*

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*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>

Reuters/Ipsos MORI Political Monitor - October 2010

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						Unweighted 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	619	619	619	619	619	619	-	293	326	122	226	271	40	82	106	120	126	145	56	200	186	107	126	386	233	619
Weighted Total	606	606	606	606	606	606	-	293	313	137	214	255	50	88	107	107	112	143	65	192	179	113	122	371	235	619
Total Voting	566	566	566	566	566	566	-	277	289	129	200	237	45	84	101	99	106	131	57	182	169	105	111	351	216	574
Conservative	221	221	221	221	221	221	-	106	115	46	67	109	17	28	28	39	44	65	27	85	58	41	37	143	78	218
	39%	39%	39%	39%	39%	39%	-	38%	40%	35%	33%	46%	38%	34%	27%	40%	42%	49%	47%	47%	34%	39%	34%	41%	36%	38%
Labour	205	205	205	205	205	205	-	84	121	54	68	83	22	32	36	31	41	42	22	57	62	42	44	119	87	220
	36%	36%	36%	36%	36%	36%	-	30%	42%	42%	34%	35%	49%	38%	36%	32%	39%	32%	39%	31%	37%	40%	40%	34%	40%	38%
Liberal Democrats (Lib Dem)	78	78	78	78	78	78	-	46	32	20	37	21	4	16	23	14	10	11	6	29	31	10	8	60	18	78
	14%	14%	14%	14%	14%	14%	-	17%	11%	15%	19%	9%	9%	19%	23%	14%	9%	9%	10%	16%	19%	10%	7%	17%	8%	14%
Scottish Nationalist	12	12	12	12	12	12	-	8	4	2	6	5	-	2	3	2	5	-	-	-	4	1	7	4	9	10
	2%	2%	2%	2%	2%	2%	-	3%	1%	1%	3%	2%	-	2%	3%	2%	5%	-	-	-	2%	1%	6%	1%	4%	2%
Plaid Cymru	5	5	5	5	5	5	-	5	*	-	4	1	-	-	1	3	*	1	1	1	3	1	1	4	1	8
	1%	1%	1%	1%	1%	1%	-	2%	*	-	2%	*	-	-	1%	4%	*	*	1%	1%	2%	1%	1%	1%	1%	1%
Green Party	17	17	17	17	17	17	-	7	10	4	7	6	1	3	4	3	5	1	-	1	6	4	7	7	10	17
	3%	3%	3%	3%	3%	3%	-	3%	3%	3%	3%	3%	2%	3%	4%	3%	5%	1%	-	1%	3%	4%	6%	2%	5%	3%
UKIP	17	17	17	17	17	17	-	12	6	2	7	8	-	2	3	3	1	7	1	5	3	4	5	8	9	13
	3%	3%	3%	3%	3%	3%	-	4%	2%	2%	3%	3%	-	3%	3%	3%	1%	5%	2%	3%	2%	4%	5%	2%	4%	2%
British National Party	5	5	5	5	5	5	-	5	-	1	3	1	1	*	3	-	-	1	-	2	1	1	2	3	3	5
	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	1%	2%	*	3%	-	-	1%	-	1%	*	1%	2%	1%	1%	1%
Other	5	5	5	5	5	5	-	3	2	*	2	3	-	*	-	2	-	3	-	2	2	1	-	4	1	5
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	-	1%	-	2%	-	2%	-	1%	1%	1%	-	1%	1%	1%
"Conservative Lead over Labour"	16	16	16	16	16	16	0	22	-6	-8	-1	26	-5	-4	-9	8	3	22	5	28	-4	-2	-7	25	-9	-2
	3%	3%	3%	3%	3%	3%	0%	8%	-2%	-7%	*	11%	-11%	-4%	-9%	8%	3%	17%	9%	16%	-2%	-2%	-6%	7%	-4%	*
Undecided	18	18	18	18	18	18	-	9	9	5	5	8	4	1	4	2	5	3	2	6	3	4	5	10	9	21
	3%	3%	3%	3%	3%	3%	-	3%	3%	3%	3%	3%	8%	1%	4%	1%	5%	2%	4%	3%	2%	3%	4%	3%	4%	3%
Would not vote	4	4	4	4	4	4	-	1	2	-	2	2	-	-	1	1	*	1	1	*	2	1	-	2	1	5
	1%	1%	1%	1%	1%	1%	-	*	1%	-	1%	1%	-	-	1%	1%	*	1%	1%	*	1%	1%	-	1%	1%	1%
Refused	16	16	16	16	16	16	-	6	10	3	7	6	1	3	1	6	1	5	4	2	4	3	6	7	9	18
	3%	3%	3%	3%	3%	3%	-	2%	3%	3%	3%	2%	1%	3%	1%	5%	1%	4%	6%	1%	2%	3%	5%	2%	4%	3%
Will vote for another party but don't know which	2	2	2	2	2	2	-	-	2	-	-	2	-	-	-	-	-	2	2	2	-	-	-	2	-	1
	*	*	*	*	*	*	-	-	1%	-	-	1%	-	-	-	-	-	1%	3%	1%	-	-	-	*	-	*

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

* = Less than 0.5%

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Table 4

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

Base : All certain to vote

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD	
Unweighted Total	619	218	220	78	350	348	296	278	341	267	284	146	199	13	212	249	234	60	67	483	9	211	186	222	80	523	251	192	232	184	112	619	
Weighted Total	606	221	205	78	339	355	299	274	332	269	270	74	261	15	276	279	199	46	76	478	6	200	182	225	76	524	244	188	242	167	105	619	
Total Voting	566	221	205	78	339	355	299	261	305	259	253	68	248	14	262	270	183	40	68	453	5	186	174	207	69	491	229	180	234	160	101	574	
Conservative	221 39%	221 100%	-	-	-	221 62%	221 74%	105 40%	116 38%	176 68%	23 9%	18 27%	103 42%	3 23%	106 41%	115 42%	79 43%	18 45%	8 12%	194 43%	1 21%	53 29%	63 36%	105 51%	30 44%	203 41%	100 44%	77 43%	202 86%	4 2%	9 9%	218 38%	
Labour	205 36%	-	205 100%	-	205 61%	-	-	81 31%	124 41%	26 10%	167 66%	33 49%	71 29%	8 55%	79 30%	78 29%	69 38%	16 40%	41 60%	147 32%	1 27%	83 45%	70 40%	52 25%	25 37%	178 36%	83 36%	62 34%	10 4%	151 94%	26 26%	220 38%	
Liberal Democrats (Lib Dem)	78 14%	-	-	78 100%	78 23%	78 22%	78 26%	46 17%	33 11%	46 18%	21 8%	10 15%	42 17%	2 14%	44 17%	48 18%	18 10%	5 13%	6 8%	37 15%	1 16%	27 14%	21 12%	31 15%	11 16%	70 14%	26 12%	31 17%	8 3%	5 3%	57 56%	78 14%	
Scottish Nationalist	12 2%	-	-	-	12 4%	12 3%	-	6 2%	6 2%	2 1%	8 3%	1 1%	10 4%	1 8%	11 4%	3 1%	4 2%	-	5 7%	8 2%	-	12 7%	-	-	-	-	2 1%	3 2%	2 1%	*	*	-	10 2%
Plaid Cymru	5 1%	-	-	-	5 2%	5 1%	-	3 1%	2 1%	2 1%	3 1%	1 1%	2 1%	-	2 1%	3 1%	2 1%	-	1 1%	4 1%	-	-	5 3%	-	-	1 *	1 *	1 1%	-	*	*	8 1%	
Green Party	17 3%	-	-	-	17 5%	17 5%	-	7 3%	10 3%	5 2%	9 4%	2 3%	9 3%	-	9 3%	6 2%	4 2%	*	5 7%	10 2%	1 20%	7 4%	3 2%	8 4%	2 3%	17 3%	10 4%	4 2%	5 2%	*	6 6%	17 3%	
UKIP	17 3%	-	-	-	17 5%	17 5%	-	8 3%	9 3%	1 *	14 6%	1 1%	8 3%	-	8 3%	11 4%	5 3%	-	1 2%	16 4%	-	2 1%	6 4%	9 4%	-	17 3%	5 2%	1 1%	4 2%	-	-	13 2%	
British National Party	5 1%	-	-	-	-	-	-	3 1%	3 1%	1 1%	4 1%	1 1%	2 1%	-	2 1%	2 1%	1 1%	*	1 1%	3 1%	1 15%	-	3 2%	2 1%	-	3 1%	2 1%	1 1%	1 1%	-	2 2%	5 1%	
Other	5 1%	-	-	-	4 1%	4 1%	-	3 1%	3 1%	-	4 2%	1 1%	2 1%	-	2 1%	3 1%	*	-	1 2%	4 1%	-	2 1%	3 2%	-	-	4 1%	*	-	2 1%	-	*	5 1%	
"Conservative Lead over Labour"	16 3%	221 100%	-205 -100%	0 0%	-205 -61%	221 62%	221 74%	24 9%	-8 -3%	149 58%	-143 -57%	-15 -22%	32 13%	-5 -32%	28 11%	36 13%	10 6%	2 5%	-32 -47%	47 10%	*	-6%	-30 -16%	-7 -4%	53 25%	5 7%	25 5%	17 8%	15 9%	192 82%	-147 -92%	-17 -17%	-2 *
Undecided	18 3%	-	-	-	-	-	-	7 2%	12 4%	4 2%	10 4%	3 4%	4 2%	1 7%	5 2%	4 1%	6 3%	2 4%	6 8%	10 2%	1 14%	9 4%	3 2%	7 3%	3 4%	15 3%	7 3%	3 2%	4 2%	7 4%	4 4%	21 3%	
Would not vote	4 1%	-	-	-	-	-	-	1 *	3 1%	1 *	1 *	*	1 *	-	1 *	-	2 1%	-	2 2%	2 1%	-	2 1%	-	2 1%	2 2%	2 *	4 2%	-	1 1%	1 *	-	5 1%	
Refused	16 3%	-	-	-	-	-	-	6 2%	10 3%	4 2%	4 2%	2 3%	8 3%	-	8 3%	6 2%	6 3%	4 9%	1 1%	11 2%	-	3 2%	5 3%	8 3%	3 4%	15 3%	4 2%	4 2%	1 *	-	*	18 3%	
Will vote for another party but don't know which	2 *	-	-	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-	-	2 1%	-	-	2 *	-	-	2 1%	-	2 *	-	-	2 1%	-	-	-	1 *	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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Reuters/Ipsos MORI Political Monitor - October 2010

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						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Conservative	269	204	249	248	235	218	3	132	137	69	84	116	28	40	37	47	50	66	28	97	73	51	47	171	98	263
	27%	34%	32%	33%	33%	33%	3%	27%	26%	24%	23%	32%	23%	25%	19%	28%	32%	32%	27%	36%	25%	24%	20%	30%	22%	26%
Labour	278	194	238	234	220	209	3	118	160	91	96	91	40	51	56	40	45	45	24	66	86	59	67	152	126	287
	28%	32%	31%	31%	31%	32%	3%	24%	31%	32%	26%	25%	33%	31%	29%	23%	30%	22%	24%	24%	30%	28%	28%	27%	28%	28%
Liberal Democrats (Lib Dem)	105	75	96	95	93	83	1	67	38	35	42	28	13	22	28	15	13	14	9	39	38	18	10	78	27	103
	10%	12%	13%	13%	13%	13%	1%	14%	7%	12%	12%	8%	11%	13%	14%	9%	9%	7%	9%	14%	13%	8%	4%	14%	6%	10%
Scottish Nationalist	16	11	12	12	12	12	2	7	9	4	6	6	-	4	3	3	4	2	1	-	3	1	11	3	13	11
	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	-	2%	2%	2%	3%	1%	1%	-	1%	1%	5%	1%	3%	1%
Plaid Cymru	5	5	5	5	5	5	-	5	*	-	4	1	-	-	1	3	*	1	1	1	3	1	1	4	1	8
	1%	1%	1%	1%	1%	1%	-	1%	*	-	1%	*	-	-	1%	2%	*	*	1%	*	1%	*	*	1%	*	1%
Green Party	26	14	22	22	19	19	-	10	16	6	14	6	3	3	8	6	4	2	1	*	11	8	7	11	15	24
	3%	2%	3%	3%	3%	3%	-	2%	3%	2%	4%	2%	3%	2%	4%	4%	2%	1%	1%	*	4%	4%	3%	2%	3%	2%
UKIP	18	16	18	18	18	17	-	12	6	3	7	8	-	3	3	4	1	7	1	4	3	4	6	8	10	15
	2%	3%	2%	2%	2%	3%	-	3%	1%	1%	2%	2%	-	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	2%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	7	5	7	7	7	5	-	7	-	1	4	1	1	*	3	2	-	1	-	2	2	1	2	4	3	6
	1%	1%	1%	1%	1%	1%	-	1%	-	*	1%	*	1%	*	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%
Independent Candidate	4	2	3	3	3	3	-	2	2	-	4	-	-	-	1	3	-	-	-	2	-	-	2	2	2	3
	*	*	*	*	*	*	-	*	*	-	1%	-	-	-	*	2%	-	-	-	1%	-	-	1%	*	*	*
Other	4	3	3	3	3	3	-	2	2	-	*	3	-	-	*	-	3	-	-	-	2	1	1	2	2	4
	*	*	*	*	*	*	-	*	*	-	*	1%	-	-	*	-	2%	-	-	-	1%	1%	*	*	*	*
Undecided	123	51	79	74	65	57	8	46	76	36	37	49	15	21	18	19	21	28	13	31	31	30	31	62	61	131
	12%	8%	10%	10%	9%	9%	8%	9%	15%	13%	10%	14%	12%	13%	9%	11%	14%	13%	13%	11%	11%	14%	13%	11%	14%	13%
Would not vote	118	4	7	7	6	4	82	67	51	36	45	36	20	17	27	18	12	24	15	19	28	31	40	46	71	113
	12%	1%	1%	1%	1%	1%	81%	14%	10%	13%	12%	10%	16%	10%	14%	11%	8%	12%	15%	7%	10%	15%	17%	8%	16%	11%
Don't know	3	2	2	2	2	2	-	-	3	-	1	2	-	-	-	1	-	2	2	2	-	-	1	2	1	2
	*	*	*	*	*	*	-	-	*	-	*	*	-	-	-	*	-	1%	2%	1%	-	-	*	*	*	*
Refused	35	21	28	28	28	25	1	16	19	6	16	13	2	4	7	10	2	11	5	9	10	5	11	19	17	39
	3%	4%	4%	4%	4%	4%	1%	3%	4%	2%	5%	3%	2%	2%	3%	6%	1%	5%	5%	3%	3%	3%	5%	3%	4%	4%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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Ipsos MORI

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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 Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009	
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009	
Conservative	269 27%	269 89%	-	-	-	269 54%	269 64%	130 30%	139 24%	210 50%	34 7%	23 19%	131 31%	2 10%	133 30%	137 30%	91 33%	23 25%	16 9%	228 31%	3 16%	70 21%	85 27%	114 32%	31 24%	245 28%	116 28%	86 33%	230 75%	9 4%	11 7%	263 26%	
Labour	278 28%	-	278 90%	-	278 55%	-	-	112 25%	166 29%	44 10%	211 47%	44 36%	98 23%	10 48%	108 24%	110 24%	77 28%	24 27%	64 37%	187 26%	3 17%	110 33%	97 31%	70 19%	37 29%	245 28%	125 30%	73 28%	12 4%	195 81%	31 19%	287 28%	
Liberal Democrats (Lib Dem)	105 10%	-	-	105 90%	105 21%	105 21%	105 25%	56 13%	49 9%	63 15%	27 6%	12 10%	54 13%	2 10%	56 13%	59 13%	24 9%	9 10%	11 6%	83 11%	3 19%	38 11%	27 9%	40 11%	14 11%	94 11%	32 8%	45 18%	8 3%	4 2%	78 48%	103 10%	
Scottish Nationalist	16 2%	-	-	-	16 3%	16 3%	-	8 2%	8 1%	4 1%	10 2%	-	9 2%	2 2%	11 2%	3 1%	4 1%	* 5%	8 1%	7 1%	-	16 5%	-	-	-	-	1 *	2 1%	2 1%	-	-	-	11 1%
Plaid Cymru	5 1%	-	-	-	5 1%	5 1%	-	3 1%	2 *	2 *	3 1%	1 1%	2 *	-	2 *	2 1%	2 1%	-	1 1%	4 1%	-	-	5 2%	-	-	-	1 *	* *	1 *	-	-	* *	8 1%
Green Party	26 3%	-	-	-	26 5%	26 5%	-	9 2%	17 3%	7 2%	15 3%	2 2%	12 3%	-	12 3%	10 2%	7 2%	2 2%	6 3%	17 2%	1 7%	10 3%	5 2%	11 3%	2 2%	26 3%	11 3%	6 2%	5 2%	* 5%	* 5%	7 5%	24 2%
UKIP	18 2%	-	-	-	18 4%	18 4%	-	8 2%	10 2%	2 *	15 3%	1 1%	8 2%	-	8 2%	11 2%	5 2%	-	2 1%	16 2%	-	2 1%	5 2%	10 3%	-	18 2%	7 2%	3 1%	5 2%	-	-	-	15 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	7 1%	-	-	-	-	-	-	4 1%	3 *	3 1%	4 1%	1 1%	3 1%	-	3 1%	3 1%	1 1%	* *	1 1%	5 1%	1 5%	2 *	3 1%	2 1%	-	5 1%	4 1%	1 *	1 *	2 1%	2 1%	6 1%	
Independent Candidate	4 *	-	-	-	4 1%	4 1%	-	2 *	2 *	-	4 1%	-	3 1%	-	3 1%	2 *	2 1%	-	-	4 1%	-	1 *	3 1%	-	-	2 *	-	1 *	2 1%	1 *	-	-	3 *
Other	4 *	-	-	-	2 *	2 *	-	* 1%	3 1%	-	2 1%	* *	-	-	-	1 *	1 *	-	1 1%	2 *	-	2 *	1 *	1 *	1 *	2 *	* *	-	-	-	-	-	4 *
Undecided	123 12%	28 9%	28 9%	11 10%	44 9%	44 9%	39 9%	46 10%	77 13%	48 11%	53 12%	20 16%	40 9%	4 18%	43 10%	47 10%	29 10%	11 13%	34 19%	76 10%	1 9%	33 10%	36 12%	53 15%	21 17%	107 12%	52 13%	17 7%	30 10%	27 11%	20 12%	131 13%	
Would not vote	118 12%	-	-	-	-	-	-	47 11%	71 12%	30 7%	59 13%	11 9%	52 12%	-	52 12%	52 12%	20 7%	15 17%	26 15%	72 10%	4 26%	43 13%	33 11%	42 12%	19 15%	93 11%	53 13%	16 6%	5 2%	4 2%	11 7%	113 11%	
Don't know	3 *	-	-	-	-	-	-	1 *	2 *	-	3 1%	1 1%	-	-	-	1 *	2 1%	-	-	3 *	-	-	1 *	2 *	-	3 *	1 *	-	2 1%	-	-	-	2 *
Refused	35 3%	5 2%	1 *	* *	4 1%	8 2%	5 1%	14 3%	21 4%	12 3%	12 3%	6 5%	12 3%	1 5%	13 3%	14 3%	11 4%	5 6%	5 3%	25 3%	-	10 3%	11 3%	14 4%	4 3%	31 4%	8 2%	7 3%	2 1%	-	2 1%	39 4%	

Fieldwork dates : 15th to 17th October 2010

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Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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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						Unweighted 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	170	84	119	114	105	92	12	66	104	42	63	65	18	24	23	40	27	38	15	42	53	33	42	95	75	170	
Weighted Total	158	73	108	102	93	82	10	63	95	42	53	62	17	25	24	29	23	39	19	40	40	36	42	80	77	170	
Conservative	33	18	20	19	18	18	1	10	22	7	10	16	5	1	5	4	6	11	5	14	8	5	6	22	11	31	
	21%	24%	18%	19%	19%	22%	6%	16%	23%	15%	18%	26%	31%	5%	22%	15%	25%	27%	25%	34%	20%	14%	14%	27%	14%	18%	
Labour	29	11	21	18	15	13	3	11	18	6	9	15	2	4	2	7	6	8	2	7	6	10	6	14	16	32	
	19%	15%	20%	18%	16%	16%	26%	18%	19%	14%	17%	23%	12%	15%	9%	24%	28%	21%	13%	18%	16%	27%	14%	17%	20%	19%	
Liberal Democrats (Lib Dem)	11	3	8	8	7	5	-	6	6	6	3	3	1	5	2	1	1	2	-	3	7	1	1	10	1	13	
	7%	4%	7%	8%	7%	6%	-	9%	6%	13%	6%	8%	7%	5%	19%	8%	5%	2%	6%	-	8%	18%	2%	1%	13%	1%	8%
Scottish Nationalist	1	1	1	1	1	1	-	1	-	*	*	1	-	*	-	*	1	-	-	-	1	-	-	1	-	3	
	1%	2%	1%	1%	1%	2%	-	2%	-	1%	*	1%	-	1%	-	1%	3%	-	-	-	3%	-	-	2%	-	2%	
Plaid Cymru	*	*	*	*	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	1	
	*	1%	*	*	*	*	-	-	*	-	1%	-	-	-	-	1%	-	-	-	-	1%	-	-	*	-	1%	
Green Party	3	3	3	3	3	3	*	2	1	-	1	2	-	-	*	1	1	1	-	1	1	1	-	2	1	5	
	2%	3%	2%	2%	3%	3%	4%	3%	1%	-	2%	3%	-	-	2%	2%	5%	1%	-	1%	3%	3%	-	2%	2%	3%	
UKIP	2	2	2	2	2	2	-	2	1	-	2	-	-	-	2	1	-	-	-	2	-	-	1	2	1	2	
	1%	2%	2%	2%	2%	2%	-	3%	1%	-	4%	-	-	-	7%	2%	-	-	-	4%	-	-	1%	2%	1%	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1
	*	1%	*	*	1%	1%	-	-	1%	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	1%	-	1%	
Other	1	-	1	1	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	
	*	-	1%	1%	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	2%	-	-	2%	-	-	1%	-	1%	
Undecided	46	18	31	29	26	21	4	18	28	17	14	15	7	10	9	6	7	8	6	8	8	15	15	16	30	48	
	29%	25%	29%	29%	28%	25%	36%	29%	30%	40%	27%	24%	43%	38%	36%	19%	29%	20%	30%	20%	20%	42%	36%	20%	39%	28%	
Would not vote	5	*	*	*	*	*	2	1	4	1	3	2	-	1	1	2	*	1	1	1	-	-	4	1	4	5	
	3%	*	*	*	*	*	23%	1%	5%	2%	5%	3%	-	4%	3%	6%	1%	4%	8%	3%	-	-	9%	1%	5%	3%	
Refused	24	16	20	20	20	19	1	9	15	6	11	7	2	4	3	7	2	6	5	4	7	5	8	11	13	27	
	15%	22%	19%	19%	21%	23%	7%	15%	15%	13%	20%	12%	9%	16%	14%	25%	7%	15%	25%	9%	19%	13%	19%	14%	16%	16%	
Don't know	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	2	1	
	1%	-	-	-	-	-	-	3%	-	-	-	3%	-	-	-	-	-	4%	-	-	-	-	4%	-	2%	1%	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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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 Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD		
Unweighted Total	170	31	32	13	58	57	44	73	97	55	80	51	43	4	47	58	54	21	35	112	2	50	51	69	26	146	65	26	31	25	25	170		
Weighted Total	158	33	29	11	49	52	44	60	98	60	64	26	52	5	57	62	40	16	39	101	1	43	47	67	25	139	60	24	32	27	22	170		
Conservative	33	33	-	-	-	33	33	10	22	20	9	4	11	1	12	14	10	1	7	24	1	6	10	16	5	31	14	3	22	-	1	31		
	21%	100%	-	-	-	63%	74%	17%	23%	33%	14%	15%	21%	27%	21%	23%	25%	8%	18%	23%	42%	14%	22%	24%	21%	22%	24%	14%	67%	-	4%	18%		
Labour	29	-	29	-	29	-	-	12	17	6	16	5	9	1	10	12	7	2	8	19	-	7	14	8	2	26	8	5	2	12	6	32		
	19%	-	100%	-	60%	-	-	20%	18%	11%	24%	20%	16%	25%	17%	20%	17%	12%	22%	19%	-	16%	30%	13%	8%	19%	14%	23%	8%	45%	29%	19%		
Liberal Democrats (Lib Dem)	11	-	-	11	11	11	11	8	4	5	4	2	5	1	6	6	1	3	1	7	-	2	5	5	3	9	7	1	1	1	7	13		
	7%	-	-	100%	24%	22%	26%	13%	4%	9%	7%	6%	10%	27%	11%	10%	2%	18%	4%	7%	-	4%	10%	7%	12%	7%	12%	5%	2%	2%	32%	8%		
Scottish Nationalist	1	-	-	-	1	1	-	1	-	-	1	1	1	-	1	-	1	-	1	-	-	1	-	-	-	-	*	1	-	*	-	3		
	1%	-	-	-	3%	2%	-	2%	-	-	2%	1%	-	-	1%	-	3%	-	-	1%	-	3%	-	-	-	-	1%	3%	-	1%	-	2%		
Plaid Cymru	*	-	-	-	*	*	-	*	-	*	*	*	-	-	-	*	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1	
	*	-	-	-	1%	1%	-	1%	-	1%	-	1%	-	-	-	1%	-	-	-	*	-	-	1%	-	-	-	-	2%	-	-	-	-	1%	
Green Party	3	-	-	-	3	3	-	2	1	*	2	1	1	-	1	1	1	-	1	2	-	1	*	2	1	3	1	1	-	-	-	-	5	
	2%	-	-	-	6%	6%	-	3%	1%	1%	3%	5%	2%	-	2%	1%	2%	-	3%	2%	-	2%	1%	3%	5%	2%	2%	2%	-	-	-	-	3%	
UKIP	2	-	-	-	2	2	-	2	1	-	2	-	2	-	2	2	-	-	1	2	-	-	2	1	-	2	1	-	-	-	-	-	2	
	1%	-	-	-	4%	4%	-	3%	1%	-	3%	-	3%	-	3%	3%	-	-	1%	2%	-	-	3%	1%	-	2%	1%	-	-	-	-	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Independent Candidate	*	-	-	-	*	*	-	*	-	*	*	*	-	-	-	*	-	-	-	*	-	*	*	-	-	*	-	-	-	-	-	-	-	1
	*	-	-	-	1%	1%	-	1%	-	1%	-	2%	-	-	-	1%	-	-	-	*	-	1%	-	-	-	*	-	-	-	-	-	-	-	1%
Other	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	1	
	*	-	-	-	1%	1%	-	1%	-	1%	-	-	-	-	-	2%	-	-	1%	-	-	1%	-	-	-	*	1%	-	-	-	-	-	-	1%
Undecided	46	-	-	-	-	-	-	14	32	19	18	9	12	1	13	17	9	5	14	26	1	17	7	22	9	39	19	6	7	14	7	48		
	29%	-	-	-	-	-	-	24%	33%	32%	28%	35%	23%	21%	23%	27%	24%	32%	36%	26%	58%	38%	15%	33%	35%	28%	31%	26%	21%	51%	31%	28%		
Would not vote	5	-	-	-	-	-	-	1	4	*	3	*	1	-	1	-	3	-	2	3	-	3	-	3	1	5	4	-	-	-	-	5		
	3%	-	-	-	-	-	-	2%	4%	*	5%	1%	2%	-	2%	-	7%	-	6%	3%	-	6%	-	4%	5%	4%	6%	-	-	-	-	3%		
Refused	24	-	-	-	-	-	-	9	15	8	7	3	11	-	11	9	7	5	2	16	-	6	7	10	4	21	5	6	1	-	*	27		
	15%	-	-	-	-	-	-	15%	15%	13%	11%	13%	21%	-	20%	15%	18%	30%	6%	16%	-	14%	15%	16%	15%	15%	9%	25%	3%	-	1%	16%		
Don't know	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2	-	2	-	-	-	-	-	-	1		
	1%	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	4%	-	-	-	-	3%	-	-	1%	-	-	-	-	-	1%		

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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Reuters/Ipsos MORI Political Monitor - October 2010

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						Unweighted 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	619	619	619	619	619	619	-	293	326	122	226	271	40	82	106	120	126	145	56	200	186	107	126	386	233	619	
Weighted Total	606	606	606	606	606	606	-	293	313	137	214	255	50	88	107	107	112	143	65	192	179	113	122	371	235	619	
Conservative	204	204	204	204	204	204	-	103	100	45	63	96	16	28	26	37	41	55	22	75	54	38	36	129	74	203	
	34%	34%	34%	34%	34%	34%	-	35%	32%	33%	29%	38%	33%	32%	25%	34%	36%	39%	34%	39%	30%	34%	30%	35%	32%	33%	
Labour	194	194	194	194	194	194	-	79	115	52	64	79	22	30	35	29	39	40	22	52	59	41	42	111	83	206	
	32%	32%	32%	32%	32%	32%	-	27%	37%	38%	30%	31%	44%	34%	33%	27%	35%	28%	34%	27%	33%	36%	35%	30%	35%	33%	
Liberal Democrats (Lib Dem)	75	75	75	75	75	75	-	45	30	20	35	20	4	16	22	13	10	11	6	29	29	9	8	58	17	73	
	12%	12%	12%	12%	12%	12%	-	15%	9%	14%	16%	8%	8%	18%	20%	12%	9%	7%	9%	15%	16%	8%	6%	16%	7%	12%	
Scottish Nationalist	11	11	11	11	11	11	-	7	4	1	6	4	-	1	3	2	4	-	-	-	3	1	7	3	9	7	
	2%	2%	2%	2%	2%	2%	-	2%	1%	1%	3%	2%	-	2%	3%	2%	4%	-	-	-	1%	1%	6%	1%	4%	1%	
Plaid Cymru	5	5	5	5	5	5	-	5	-	-	4	1	-	-	1	3	*	1	1	1	3	1	1	3	1	7	
	1%	1%	1%	1%	1%	1%	-	2%	-	-	2%	*	-	-	1%	3%	*	*	1%	*	2%	1%	1%	1%	1%	1%	
Green Party	14	14	14	14	14	14	-	5	9	4	6	5	1	3	3	3	4	1	-	*	5	3	7	5	9	13	
	2%	2%	2%	2%	2%	2%	-	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	1%	-	*	3%	2%	5%	1%	4%	2%	
UKIP	16	16	16	16	16	16	-	10	6	2	5	8	-	2	2	3	1	7	1	3	3	4	5	6	9	12	
	3%	3%	3%	3%	3%	3%	-	3%	2%	2%	2%	3%	-	3%	2%	3%	1%	5%	2%	2%	2%	3%	4%	2%	4%	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	5	5	5	5	5	5	-	5	-	1	3	1	1	*	3	-	-	1	-	2	1	1	2	3	3	5	
	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	1%	1%	*	2%	-	-	1%	-	1%	*	1%	1%	1%	1%	1%	
Independent Candidate	2	2	2	2	2	2	-	2	-	-	2	-	-	-	-	2	-	-	-	2	-	-	-	2	-	1	
	*	*	*	*	*	*	-	1%	-	-	1%	-	-	-	-	2%	-	-	-	1%	-	-	-	*	-	*	
Other	3	3	3	3	3	3	-	2	1	-	*	3	-	-	-	*	-	3	-	-	2	1	-	2	1	3	
	*	*	*	*	*	*	-	1%	*	-	*	1%	-	-	-	*	-	2%	-	-	1%	1%	-	*	*	*	
Undecided	51	51	51	51	51	51	-	21	31	8	16	28	5	3	7	9	13	15	7	22	12	10	8	34	17	61	
	8%	8%	8%	8%	8%	8%	-	7%	10%	6%	7%	11%	10%	4%	6%	8%	11%	10%	11%	11%	7%	8%	6%	9%	7%	10%	
Would not vote	4	4	4	4	4	4	-	1	2	-	2	1	-	-	1	1	-	1	1	-	2	1	-	2	1	4	
	1%	1%	1%	1%	1%	1%	-	*	1%	-	1%	1%	-	-	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%	
Don't know	2	2	2	2	2	2	-	-	2	-	-	2	-	-	-	-	-	2	2	2	-	-	-	2	-	1	
	*	*	*	*	*	*	-	-	1%	-	-	1%	-	-	-	-	-	1%	3%	1%	-	-	-	*	-	*	
Refused	21	21	21	21	21	21	-	8	13	4	10	7	1	3	4	6	*	7	4	6	6	3	6	12	10	23	
	4%	4%	4%	4%	4%	4%	-	3%	4%	3%	5%	3%	1%	4%	4%	5%	*	5%	6%	3%	3%	3%	5%	3%	4%	4%	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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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 Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	619	218	220	78	350	348	296	278	341	267	284	146	199	13	212	249	234	60	67	483	9	211	186	222	80	523	251	192	232	184	112	619
Weighted Total	606	221	205	78	339	355	299	274	332	269	270	74	261	15	276	279	199	46	76	478	6	200	182	225	76	524	244	188	242	167	105	619
Conservative	204	204	-	-	-	204	204	101	102	163	21	17	99	2	101	106	73	18	5	179	1	50	58	96	27	185	95	74	185	4	9	203
	34%	92%	-	-	-	57%	68%	37%	31%	60%	8%	24%	38%	13%	37%	38%	37%	39%	7%	37%	18%	25%	32%	42%	35%	35%	39%	39%	76%	2%	9%	33%
Labour	194	-	194	-	194	-	-	76	119	25	159	31	69	7	76	73	67	16	38	139	1	81	65	48	25	169	81	59	8	146	24	206
	32%	-	95%	-	57%	-	-	28%	36%	9%	59%	42%	26%	43%	27%	26%	34%	34%	50%	29%	24%	41%	36%	22%	33%	32%	33%	32%	3%	87%	23%	33%
Liberal Democrats (Lib Dem)	75	-	-	75	75	75	75	43	31	44	20	9	40	2	42	47	18	4	6	65	1	26	20	29	10	66	25	31	7	4	56	73
	12%	-	-	96%	22%	21%	25%	16%	9%	16%	7%	13%	15%	13%	15%	17%	9%	8%	7%	14%	14%	13%	11%	13%	13%	10%	17%	3%	2%	53%	12%	
Scottish Nationalist	11	-	-	-	11	11	-	5	6	2	7	-	9	1	10	3	3	-	5	6	-	11	-	-	-	-	1	2	2	-	-	7
	2%	-	-	-	3%	3%	-	2%	2%	1%	3%	-	4%	8%	4%	1%	2%	-	6%	1%	-	6%	-	-	-	-	1%	1%	1%	-	-	1%
Plaid Cymru	5	-	-	-	5	5	-	3	2	2	3	1	2	-	2	2	2	-	1	4	-	-	5	-	-	-	1	*	1	-	*	7
	1%	-	-	-	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	-	3%	-	-	-	*	*	1%	-	*	1%
Green Party	14	-	-	-	14	14	-	5	9	4	8	2	7	-	7	6	4	*	4	9	1	6	3	6	1	14	9	4	5	*	6	13
	2%	-	-	-	4%	4%	-	2%	3%	2%	3%	2%	3%	-	3%	2%	2%	1%	5%	2%	17%	3%	2%	3%	1%	3%	4%	2%	2%	*	6%	2%
UKIP	16	-	-	-	16	16	-	7	9	1	13	1	6	-	6	10	5	-	1	14	-	2	5	9	-	16	5	1	4	-	-	12
	3%	-	-	-	5%	4%	-	2%	3%	*	5%	1%	2%	-	2%	3%	2%	-	2%	3%	-	1%	3%	4%	-	3%	2%	1%	2%	-	-	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	5	-	-	-	-	-	-	3	3	1	4	1	2	-	2	2	1	*	1	3	1	-	3	2	-	3	2	1	1	-	2	5
	1%	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	13%	-	2%	1%	-	1%	1%	*	1%	-	2%	1%
Independent Candidate	2	-	-	-	2	2	-	2	-	-	2	-	2	-	2	2	-	-	-	2	-	-	2	-	-	2	-	-	2	-	-	1
	*	-	-	-	1%	*	-	1%	-	-	1%	-	1%	-	1%	1%	-	-	-	*	-	-	1%	-	-	*	-	-	1%	-	-	*
Other	3	-	-	-	2	2	-	*	3	-	2	*	-	-	1	*	-	1	2	-	-	2	1	-	-	1	*	-	-	-	-	3
	*	-	-	-	*	*	-	*	1%	-	1%	*	-	-	*	*	-	2%	*	*	-	1%	1%	-	-	*	*	-	-	-	-	*
Undecided	51	15	11	3	18	23	18	20	31	19	23	9	13	2	16	20	15	3	12	35	1	16	14	22	9	44	15	11	21	13	6	61
	8%	7%	5%	4%	5%	6%	6%	7%	9%	7%	9%	13%	5%	16%	6%	7%	8%	6%	16%	7%	14%	8%	7%	10%	12%	8%	6%	6%	9%	8%	6%	10%
Would not vote	4	-	-	-	-	-	-	1	3	1	1	-	1	-	1	-	2	-	1	2	-	2	-	1	1	1	4	-	1	1	-	4
	1%	-	-	-	-	-	-	*	1%	*	*	-	*	-	*	-	1%	-	2%	*	-	1%	-	1%	2%	*	1%	-	1%	*	-	1%
Don't know	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	2	-	2	-	-	2	-	-	1
	*	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	-	-	*	-	-	-	1%	-	*	-	-	1%	-	-	*
Refused	21	3	-	-	2	5	3	9	13	6	8	3	10	1	11	8	7	5	1	16	-	4	6	10	3	20	5	4	2	-	2	23
	4%	1%	-	-	1%	1%	1%	3%	4%	2%	3%	4%	4%	7%	4%	3%	4%	11%	1%	3%	-	2%	4%	5%	4%	4%	2%	2%	1%	-	2%	4%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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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						Unweighted 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	84	84	84	84	84	84	-	34	50	12	33	39	5	7	11	22	16	23	9	27	28	13	16	55	29	84
Weighted Total	73	73	73	73	73	73	-	29	44	12	25	35	6	6	11	14	13	22	11	27	18	13	14	46	27	84
Conservative	18	18	18	18	18	18	-	3	14	1	4	13	1	-	1	3	3	10	5	10	4	3	1	14	4	15
	24%	24%	24%	24%	24%	24%	-	11%	33%	8%	14%	37%	17%	-	9%	18%	27%	43%	42%	37%	21%	21%	8%	30%	14%	18%
Labour	11	11	11	11	11	11	-	5	6	2	4	5	-	2	1	3	2	3	-	5	3	1	2	8	3	14
	15%	15%	15%	15%	15%	15%	-	16%	14%	17%	16%	13%	-	31%	12%	19%	13%	13%	-	18%	14%	10%	13%	16%	12%	17%
Liberal Democrats (Lib Dem)	3	3	3	3	3	3	-	1	2	-	2	1	-	-	2	1	-	1	-	-	3	1	-	3	1	5
	4%	4%	4%	4%	4%	4%	-	3%	6%	-	10%	2%	-	-	14%	6%	-	3%	-	-	14%	5%	-	6%	2%	6%
Scottish Nationalist	1	1	1	1	1	1	-	1	-	*	*	1	-	*	*	1	-	-	-	-	1	-	-	1	-	3
	2%	2%	2%	2%	2%	2%	-	4%	-	3%	1%	2%	-	6%	-	2%	5%	-	-	-	7%	-	-	3%	-	4%
Plaid Cymru	*	*	*	*	*	*	-	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	1
	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	-	-	-	3%	-	-	-	1%	-	-	-	1%	-	1%
Green Party	3	3	3	3	3	3	-	2	*	-	1	2	-	-	*	*	1	1	-	1	1	1	-	1	1	4
	3%	3%	3%	3%	3%	3%	-	8%	1%	3%	3%	5%	-	-	4%	2%	9%	2%	-	2%	4%	9%	-	3%	4%	5%
UKIP	2	2	2	2	2	2	-	2	-	-	2	-	-	-	2	-	-	-	-	2	-	-	-	2	-	1
	2%	2%	2%	2%	2%	2%	-	6%	-	-	6%	-	-	-	15%	-	-	-	-	6%	-	-	-	3%	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	*	*	*	*	*	-	-	*	*	*	-	-	*	*	-	-	-	-	*	-	-	-	*	-	1
	1%	1%	1%	1%	1%	1%	-	-	1%	4%	-	-	-	8%	-	-	-	-	-	2%	-	-	-	1%	-	1%
Undecided	18	18	18	18	18	18	-	9	9	5	5	8	4	1	4	2	5	3	2	6	3	4	5	10	9	21
	25%	25%	25%	25%	25%	25%	-	32%	21%	39%	21%	24%	71%	12%	35%	11%	39%	15%	22%	24%	18%	30%	35%	21%	33%	25%
Would not vote	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	1
	*	*	*	*	*	*	-	-	1%	-	-	1%	-	-	-	-	2%	-	-	1%	-	-	-	1%	-	1%
Refused	16	16	16	16	16	16	-	6	10	3	7	6	1	3	1	6	1	5	4	2	4	3	6	7	9	18
	22%	22%	22%	22%	22%	22%	-	21%	23%	29%	26%	17%	12%	44%	10%	38%	5%	23%	36%	9%	23%	25%	44%	15%	35%	21%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

* = Less than 0.5%

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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 Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	84	15	14	5	29	30	20	37	47	27	40	27	20	3	23	29	34	9	11	63	1	28	25	31	11	71	25	17	23	16	12	84
Weighted Total	73	18	11	3	20	27	21	29	44	25	31	12	23	3	26	28	23	8	13	51	1	21	20	32	12	65	20	15	23	13	8	84
Conservative	18	18	-	-	-	18	18	4	14	13	3	1	4	1	5	9	6	-	3	15	-	4	4	10	3	18	5	3	17	-	-	15
	24%	100%	-	-	-	65%	85%	13%	32%	52%	9%	8%	17%	37%	20%	31%	26%	-	23%	29%	-	18%	22%	30%	25%	27%	24%	23%	71%	-	-	18%
Labour	11	-	11	-	11	-	-	5	6	1	8	2	2	1	3	6	2	1	2	8	-	2	5	4	-	9	1	2	1	5	2	14
	15%	-	100%	-	53%	-	-	18%	13%	5%	24%	19%	9%	34%	12%	20%	8%	8%	18%	15%	-	9%	25%	12%	-	14%	6%	16%	6%	41%	28%	17%
Liberal Democrats (Lib Dem)	3	-	-	3	3	3	3	2	1	1	1	1	2	-	2	2	*	1	-	2	-	1	1	2	2	3	2	-	1	1	1	5
	4%	-	-	100%	16%	12%	15%	7%	2%	5%	4%	8%	7%	-	6%	5%	1%	17%	-	4%	-	3%	3%	6%	14%	5%	8%	-	3%	5%	14%	6%
Scottish Nationalist	1	-	-	-	1	1	-	1	-	-	1	1	1	-	1	-	1	-	-	1	-	1	-	-	-	-	*	1	-	*	-	3
	2%	-	-	-	6%	5%	-	4%	-	-	4%	5%	3%	-	3%	-	6%	-	-	2%	-	6%	-	-	-	-	2%	4%	-	3%	-	4%
Plaid Cymru	*	-	-	-	*	*	-	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	1
	1%	-	-	-	2%	1%	-	1%	-	1%	-	3%	-	-	-	1%	-	-	-	1%	-	-	2%	-	-	-	-	2%	-	-	-	1%
Green Party	3	-	-	-	3	3	-	2	1	*	2	1	1	-	1	*	1	-	1	1	-	1	-	2	1	3	1	1	-	-	-	4
	3%	-	-	-	13%	9%	-	6%	2%	2%	6%	7%	5%	-	5%	2%	4%	-	9%	3%	-	4%	-	5%	10%	4%	3%	4%	-	-	-	5%
UKIP	2	-	-	-	2	2	-	2	-	-	2	-	2	-	2	2	-	-	-	2	-	-	2	-	-	2	-	-	-	-	-	1
	2%	-	-	-	8%	6%	-	5%	-	-	5%	-	7%	-	6%	6%	-	-	-	3%	-	-	8%	-	-	2%	-	-	-	-	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	-	-	-	*	*	-	*	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	1
	1%	-	-	-	2%	2%	-	2%	-	-	2%	-	4%	-	-	2%	-	-	-	1%	-	2%	-	-	-	1%	-	-	-	-	6%	1%
Undecided	18	-	-	-	-	-	-	7	12	4	10	3	4	1	5	4	6	2	6	10	1	9	3	7	3	15	7	3	4	7	4	21
	25%	-	-	-	-	-	-	23%	27%	18%	31%	27%	17%	29%	19%	12%	28%	23%	45%	19%	100%	44%	14%	21%	26%	23%	36%	22%	16%	51%	48%	25%
Would not vote	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	1%	-	2%	-	-	-	-	1%	-	-	1%	-	-	-	1%	2%	*	1%	-	-	-	-	1%
Refused	16	-	-	-	-	-	-	6	10	4	4	2	8	-	8	6	6	4	1	11	-	3	5	8	3	15	4	4	1	-	*	18
	22%	-	-	-	-	-	-	20%	23%	18%	14%	18%	35%	-	30%	20%	25%	51%	5%	22%	-	15%	26%	24%	23%	23%	19%	28%	4%	-	4%	21%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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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						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
1 - Absolutely certain not to vote	100	-	-	-	-	-	100%	57	43	31	36	33	15	16	21	15	11	21	12	15	21	28	36	36	64	98
	10%	-	-	-	-	-	100%	12%	8%	11%	10%	9%	12%	10%	11%	9%	7%	10%	12%	6%	7%	13%	15%	6%	14%	10%
2	13	-	-	-	-	-	-	6	7	6	6	1	2	4	4	2	*	*	-	1	5	2	6	5	8	14
	1%	-	-	-	-	-	-	1%	1%	2%	2%	*	2%	3%	2%	1%	*	*	-	*	2%	1%	3%	1%	2%	1%
3	23	-	-	-	-	-	-	10	13	13	7	4	7	6	3	3	3	1	1	4	6	8	6	9	14	26
	2%	-	-	-	-	-	-	2%	3%	4%	2%	1%	6%	3%	2%	2%	2%	*	1%	1%	2%	4%	3%	2%	3%	3%
4	19	-	-	-	-	-	-	9	10	13	3	3	8	5	3	-	1	2	1	2	3	6	7	5	13	15
	2%	-	-	-	-	-	-	2%	2%	5%	1%	1%	6%	3%	1%	-	1%	1%	1%	1%	1%	3%	3%	1%	3%	1%
5	71	-	-	-	-	-	-	33	38	23	33	15	17	6	17	16	4	11	8	9	18	17	28	27	44	65
	7%	-	-	-	-	-	-	7%	7%	8%	9%	4%	14%	4%	9%	9%	2%	5%	8%	3%	6%	8%	12%	5%	10%	6%
6	12	-	12	-	-	-	-	4	7	5	3	4	3	2	1	2	-	4	1	1	5	1	5	6	5	15
	1%	-	2%	-	-	-	-	1%	1%	2%	1%	1%	2%	1%	1%	-	-	2%	1%	*	2%	*	2%	1%	1%	1%
7	42	-	42	42	-	-	-	19	23	22	12	8	11	11	4	8	5	3	1	9	13	10	10	23	20	38
	4%	-	6%	6%	-	-	-	4%	5%	8%	3%	2%	9%	7%	2%	5%	3%	2%	1%	3%	5%	5%	4%	4%	4%	4%
8	55	-	55	55	55	-	-	22	33	20	18	17	7	13	11	7	5	11	8	14	20	14	7	34	21	57
	5%	-	7%	7%	8%	-	-	4%	6%	7%	5%	5%	6%	8%	6%	4%	3%	5%	8%	5%	7%	7%	3%	6%	5%	6%
9	54	-	54	54	54	54	-	32	22	14	26	14	3	11	15	11	10	4	1	21	18	12	3	39	15	51
	5%	-	7%	7%	8%	8%	-	6%	4%	5%	7%	4%	3%	7%	8%	6%	7%	2%	1%	8%	6%	6%	1%	7%	3%	5%
10 - Absolutely certain to vote	606	606	606	606	606	606	-	293	313	137	214	255	50	88	107	107	112	143	65	192	179	113	122	371	235	619
	60%	100%	79%	80%	85%	92%	-	60%	60%	48%	59%	71%	40%	53%	56%	63%	73%	69%	65%	71%	61%	54%	52%	66%	53%	61%
Don't know	13	-	-	-	-	-	-	6	7	2	4	7	-	2	4	-	1	6	3	4	3	-	7	7	7	11
	1%	-	-	-	-	-	-	1%	1%	1%	1%	2%	-	1%	2%	-	1%	3%	3%	1%	1%	-	3%	1%	1%	1%
Mean	8.02	10.00	9.56	9.62	9.77	9.92	1.00	7.94	8.09	7.35	8.02	8.56	6.80	7.76	7.86	8.19	8.76	8.41	8.14	8.86	8.30	7.56	7.11	8.57	7.33	8.07

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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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 Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009	
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009	
1 - Absolutely certain not to vote	100 10%	3 1%	6 2%	1 *	9 2%	6 1%	4 1%	41 9%	59 10%	20 5%	57 13%	13 10%	39 9%	- -	39 9%	44 10%	13 5%	11 13%	27 16%	58 8%	3 22%	33 10%	33 10%	34 10%	17 13%	81 9%	43 11%	16 6%	6 2%	3 1%	8 5%	98 10%	
2	13 1%	1 *	1 *	3 3%	4 1%	4 1%	4 1%	8 2%	5 1%	2 *	6 1%	3 2%	6 1%	- -	6 1%	8 2%	1 *	2 2%	2 1%	9 1%	- -	2 *	6 2%	6 2%	1 1%	11 1%	5 1%	- -	* *	* *	6 4%	14 1%	
3	23 2%	7 2%	4 1%	1 1%	5 1%	8 2%	8 2%	12 3%	11 2%	14 3%	9 2%	6 5%	10 2%	- -	10 2%	9 2%	3 1%	7 7%	4 2%	12 2%	1 4%	6 2%	7 2%	10 3%	4 3%	19 2%	14 3%	4 2%	- -	2 1%	1 1%	1 3%	26 3%
4	19 2%	* *	9 3%	2 2%	11 2%	3 1%	3 1%	4 1%	15 3%	3 1%	12 3%	- -	5 1%	- -	5 1%	10 2%	2 1%	5 5%	2 1%	12 2%	- -	8 2%	7 2%	3 1%	- -	15 2%	10 2%	2 1%	- -	6 2%	3 2%	15 1%	
5	71 7%	17 6%	26 9%	5 4%	38 8%	29 6%	22 5%	23 5%	48 8%	31 7%	29 6%	6 5%	28 6%	3 16%	31 7%	19 4%	23 8%	2 3%	25 14%	42 6%	2 10%	33 10%	23 7%	15 4%	2 1%	62 7%	39 9%	5 2%	10 3%	14 6%	9 5%	65 6%	
6	12 1%	1 *	7 2%	1 1%	8 2%	3 1%	2 1%	5 1%	6 1%	7 2%	5 1%	5 4%	1 *	- -	1 *	3 1%	2 1%	2 2%	4 2%	5 1%	1 4%	1 *	5 2%	5 2%	2 1%	10 1%	7 2%	1 1%	1 *	3 1%	3 2%	15 1%	
7	42 4%	14 5%	17 6%	3 3%	24 5%	21 4%	17 4%	15 3%	27 5%	20 5%	15 3%	3 2%	15 4%	- -	15 3%	19 4%	8 3%	6 7%	9 5%	26 4%	1 6%	17 5%	11 4%	14 4%	7 5%	40 5%	11 3%	12 5%	13 4%	15 6%	2 2%	38 4%	
8	55 5%	18 6%	13 4%	13 11%	28 6%	32 7%	31 7%	25 6%	30 5%	29 7%	13 3%	7 6%	24 6%	1 6%	25 6%	28 6%	9 3%	4 4%	11 6%	37 5%	3 16%	16 5%	19 6%	20 6%	8 6%	52 6%	19 5%	13 5%	15 5%	13 5%	11 7%	57 6%	
9	54 5%	14 5%	17 5%	9 8%	34 7%	32 6%	24 6%	29 7%	25 4%	21 5%	30 7%	5 4%	31 7%	1 3%	32 7%	29 6%	12 5%	4 4%	9 5%	42 6%	- -	19 6%	16 5%	19 5%	9 7%	45 5%	17 4%	14 5%	12 4%	16 6%	13 8%	51 5%	
10 - Absolutely certain to vote	606 60%	221 73%	205 67%	78 67%	339 67%	355 71%	299 72%	274 62%	332 58%	269 64%	270 60%	74 61%	261 61%	15 74%	276 62%	279 61%	199 72%	46 51%	76 44%	478 66%	6 39%	200 59%	182 58%	225 63%	76 59%	524 60%	244 59%	188 73%	242 79%	167 69%	105 65%	619 61%	
Don't know	13 1%	4 1%	2 1%	- -	2 *	4 1%	4 1%	3 1%	10 2%	7 2%	4 1%	1 1%	5 1%	- -	5 1%	5 1%	3 1%	1 1%	4 2%	8 1%	- -	3 1%	3 1%	7 2%	3 3%	12 1%	3 1%	2 1%	6 2%	2 1%	- -	11 1%	
Mean	8.02	9.09	8.71	8.92	8.79	9.03	9.04	8.17	7.90	8.47	7.84	7.93	8.17	9.03	8.21	8.13	8.77	7.27	7.02	8.37	6.63	7.99	7.86	8.18	8.03	8.07	7.82	8.87	9.35	8.97	8.48	8.07	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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Reuters/Ipsos MORI Political Monitor - October 2010

Table 15

**Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?
(PL21)**

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	184	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009	
Satisfied	423 42%	269 44%	346 45%	339 45%	319 45%	290 44%	20 20%	225 46%	198 38%	141 49%	136 38%	147 41%	58 47%	84 51%	71 37%	65 38%	61 40%	86 41%	39 39%	128 47%	138 48%	73 35%	84 36%	266 47%	157 35%	406 40%	
Dissatisfied	449 45%	270 45%	332 43%	328 43%	312 44%	300 45%	57 57%	212 43%	237 46%	111 39%	184 51%	154 43%	47 39%	64 39%	103 54%	81 48%	67 44%	87 42%	38 38%	119 44%	118 40%	109 52%	104 44%	237 42%	213 48%	472 47%	
Don't know	136 13%	67 11%	91 12%	91 12%	84 12%	70 11%	22 22%	54 11%	82 16%	35 12%	42 12%	59 17%	18 14%	17 11%	17 9%	25 15%	25 17%	34 16%	23 23%	25 9%	35 12%	29 14%	48 20%	59 11%	77 17%	131 13%	
Net satisfied	-26 -3%	-1 *	14 2%	12 2%	7 1%	-9 -1%	-37 -37%	13 3%	-39 -8%	30 10%	-49 -13%	-7 -2%	10 9%	20 12%	-32 -17%	-16 -10%	-6 -4%	-1 -1%	* *	9 3%	21 7%	-36 -17%	-20 -8%	30 5%	-56 -12%	-66 -7%	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 16

**Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?
(PL21)**

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Satisfied	423	230	50	68	134	313	298	208	216	423	-	45	217	3	220	217	112	38	51	329	6	120	137	167	54	375	180	126	219	43	72	406
	42%	76%	16%	58%	27%	63%	71%	47%	38%	100%	-	37%	51%	17%	49%	48%	41%	42%	30%	45%	38%	36%	44%	46%	42%	43%	44%	49%	71%	18%	44%	40%
Dissatisfied	449	42	227	31	312	127	74	184	265	-	449	65	161	16	177	184	128	39	93	312	6	169	147	133	54	376	190	108	57	178	66	472
	45%	14%	74%	27%	62%	26%	18%	42%	47%	-	100%	54%	38%	79%	40%	40%	47%	43%	53%	43%	36%	50%	47%	37%	42%	43%	46%	42%	19%	74%	41%	47%
Don't know	136	29	30	17	57	57	47	48	88	-	-	12	48	1	48	54	35	13	30	89	4	47	30	59	21	121	42	23	30	20	25	131
	13%	10%	10%	15%	11%	11%	11%	11%	16%	-	-	10%	11%	4%	11%	12%	13%	15%	17%	12%	27%	14%	9%	17%	16%	14%	10%	9%	10%	8%	15%	13%
Net satisfied	-26	187	-177	37	-178	186	224	23	-49	423	-449	-21	56	-13	43	33	-17	-1	-41	17	*	-49	-11	34	*	-1	-10	18	161	-135	6	-66
	-3%	62%	-57%	32%	-35%	37%	54%	5%	-9%	100%	-100%	-17%	13%	-62%	10%	7%	-6%	-2%	-24%	2%	2%	-15%	-3%	9%	*	*	-2%	7%	53%	-56%	3%	-7%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 17

**Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?
(PL22)**

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Satisfied	521 52%	336 55%	428 56%	420 55%	395 55%	363 55%	25	269 55%	252 49%	161 56%	172 48%	188 52%	70 57%	91 55%	82 43%	90 53%	78 51%	110 53%	50 50%	158 58%	154 53%	100 47%	109 46%	312 56%	209 47%	507 50%
Dissatisfied	369 37%	218 36%	269 35%	265 35%	251 35%	236 36%	49	174 35%	195 38%	89 31%	153 42%	127 35%	39 32%	50 30%	91 48%	62 36%	55 36%	72 35%	33 33%	85 31%	105 36%	83 39%	97 41%	190 34%	179 40%	388 38%
Don't know	119 12%	53 9%	72 9%	72 10%	70 10%	61 9%	26	49 10%	70 14%	37 13%	36 10%	45 13%	14 11%	24 14%	17 9%	19 11%	19 13%	26 13%	17 17%	29 11%	31 11%	29 14%	30 13%	60 11%	59 13%	114 11%
Net satisfied	152 15%	118 19%	160 21%	155 20%	144 20%	127 19%	-23	95 19%	57 11%	72 25%	19 5%	61 17%	31 25%	42 25%	-9 -5%	28 17%	23 15%	38 18%	17 17%	73 27%	49 17%	17 8%	13 5%	122 22%	30 7%	119 12%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 18

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister? (PL22)

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Satisfied	521	269	68	81	177	378	351	246	275	394	75	61	249	8	257	248	149	48	70	397	6	140	172	209	62	458	226	149	257	56	90	507
	52%	89%	22%	70%	35%	76%	84%	56%	48%	93%	17%	50%	59%	38%	58%	55%	54%	53%	40%	54%	39%	42%	55%	58%	48%	53%	55%	58%	84%	23%	55%	50%
Dissatisfied	369	19	207	26	274	86	45	146	223	18	333	53	124	10	135	156	96	29	81	252	6	149	117	103	43	313	146	87	33	165	53	388
	37%	6%	67%	22%	55%	17%	11%	33%	39%	4%	74%	44%	29%	49%	30%	34%	35%	32%	47%	35%	39%	44%	37%	29%	34%	36%	36%	34%	11%	68%	33%	38%
Don't know	119	13	32	9	52	33	23	47	72	12	42	8	51	3	54	49	31	13	23	80	4	48	24	47	24	100	38	20	16	21	20	114
	12%	4%	10%	8%	10%	7%	5%	11%	13%	3%	9%	7%	12%	13%	12%	11%	11%	14%	13%	11%	22%	14%	8%	13%	18%	11%	9%	8%	5%	9%	12%	11%
Net satisfied	152	251	-139	55	-97	292	306	100	52	376	-258	7	124	-2	122	92	53	19	-11	145	*	-9	56	106	19	145	81	62	224	-108	37	119
	15%	83%	-45%	48%	-19%	59%	73%	23%	9%	89%	-57%	6%	29%	-11%	27%	20%	19%	21%	-7%	20%	*	-3%	18%	29%	15%	17%	20%	24%	73%	-45%	23%	12%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 19

**Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
(PL23)**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	184	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009	
Satisfied	418 41%	268 44%	342 44%	334 44%	316 44%	294 45%	23 23%	213 43%	205 40%	144 50%	150 42%	124 34%	64 52%	80 48%	93 49%	58 34%	61 40%	29 30%	29 29%	115 42%	119 41%	93 44%	91 39%	234 42%	184 41%	423 42%	
Dissatisfied	225 22%	118 20%	148 19%	146 19%	137 19%	126 19%	40 40%	108 22%	117 23%	47 16%	88 24%	90 25%	20 16%	28 17%	40 21%	48 28%	34 22%	55 27%	27 27%	64 23%	60 21%	39 19%	62 26%	124 22%	101 23%	215 21%	
Don't know	367 36%	220 36%	279 36%	277 37%	262 37%	240 36%	37 37%	171 35%	196 38%	96 34%	123 34%	147 41%	39 32%	58 35%	58 30%	66 38%	57 37%	90 43%	44 44%	93 34%	112 38%	79 37%	83 35%	204 36%	162 36%	371 37%	
Net satisfied	193 19%	150 25%	193 25%	188 25%	180 25%	168 26%	-17 -17%	105 21%	88 17%	96 34%	62 17%	34 9%	44 36%	52 32%	53 28%	10 6%	27 18%	7 3%	2 1%	51 19%	59 20%	53 25%	30 13%	110 20%	83 19%	208 21%	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 20

**Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
(PL23)**

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Satisfied	418	96	203	43	270	163	139	191	227	187	202	57	193	10	204	202	110	33	67	312	5	140	141	137	56	356	187	115	94	157	72	423
	41%	32%	66%	37%	54%	33%	33%	43%	40%	44%	45%	47%	46%	51%	46%	45%	40%	37%	39%	43%	33%	42%	45%	38%	43%	41%	46%	45%	31%	65%	44%	42%
Dissatisfied	225	90	28	26	81	143	116	94	131	97	113	20	88	6	95	92	66	22	42	158	3	84	62	79	24	195	94	52	95	23	30	215
	22%	30%	9%	23%	16%	29%	28%	21%	23%	23%	25%	17%	21%	32%	21%	20%	24%	24%	22%	19%	25%	20%	22%	19%	22%	23%	20%	31%	9%	18%	21%	
Don't know	367	115	76	47	151	191	162	155	211	139	135	45	143	4	147	160	99	35	65	259	8	113	109	144	49	321	130	89	118	62	61	371
	36%	38%	25%	40%	30%	38%	39%	35%	37%	33%	30%	37%	34%	18%	33%	35%	36%	39%	37%	36%	48%	34%	35%	40%	38%	37%	32%	35%	38%	26%	38%	37%
Net satisfied	193	6	175	17	189	20	23	97	96	89	89	37	105	4	109	110	44	12	25	154	2	56	79	58	31	161	93	63	-1	134	42	208
	19%	2%	57%	14%	38%	4%	6%	22%	17%	21%	20%	30%	25%	19%	25%	24%	16%	13%	14%	21%	13%	17%	25%	16%	24%	19%	23%	25%	*	56%	26%	21%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 21

**Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?
(PL24)**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Satisfied	452 45%	291 48%	380 49%	373 49%	348 49%	316 48%	20 20%	226 46%	226 44%	137 48%	148 41%	167 46%	55 45%	82 50%	70 37%	78 45%	77 50%	90 44%	38 38%	143 53%	139 48%	78 37%	91 39%	282 50%	170 38%	453 45%
Dissatisfied	399 40%	249 41%	297 39%	293 39%	285 40%	270 41%	46 46%	197 40%	202 39%	97 34%	165 46%	138 38%	41 33%	56 34%	96 50%	69 40%	62 40%	76 37%	34 34%	95 35%	115 40%	90 43%	100 42%	210 37%	190 42%	414 41%
Don't know	158 16%	67 11%	92 12%	92 12%	83 12%	75 11%	34 34%	68 14%	89 17%	53 19%	49 14%	55 15%	27 22%	25 16%	24 13%	14 14%	41 9%	28 20%	28 28%	34 13%	36 12%	43 20%	45 19%	70 12%	87 20%	142 14%
Net satisfied	53 5%	42 7%	83 11%	80 11%	63 9%	47 7%	-25 -25%	29 6%	24 5%	41 14%	-17 -5%	29 8%	15 12%	26 16%	-26 -14%	9 5%	15 10%	14 7%	4 4%	48 18%	24 8%	-12 -5%	-8 -3%	72 13%	-20 -4%	39 4%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 22

**Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?
(PL24)**

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Satisfied	452	228	62	82	167	332	311	217	235	336	72	55	212	7	220	226	125	38	57	351	6	133	142	177	54	395	183	136	216	51	91	453
	45%	76%	20%	71%	33%	67%	74%	49%	41%	79%	16%	45%	50%	36%	49%	50%	45%	42%	33%	48%	35%	40%	45%	49%	42%	45%	45%	53%	71%	21%	56%	45%
Dissatisfied	399	44	207	24	274	111	69	167	232	51	325	57	154	12	165	169	111	31	84	280	4	151	133	115	45	337	170	95	60	162	54	414
	40%	15%	67%	21%	54%	22%	16%	38%	41%	12%	72%	47%	36%	58%	37%	37%	40%	35%	48%	38%	26%	45%	42%	32%	35%	39%	41%	37%	20%	67%	33%	41%
Don't know	158	29	38	10	62	53	39	56	102	37	53	11	59	1	60	59	39	21	33	98	6	52	39	67	30	140	57	25	30	29	18	142
	16%	10%	12%	8%	12%	11%	9%	13%	18%	9%	12%	9%	14%	7%	14%	13%	14%	23%	19%	13%	39%	16%	12%	19%	24%	16%	14%	10%	10%	12%	11%	14%
Net satisfied	53	184	-144	58	-107	221	242	49	4	285	-253	-2	59	-4	54	57	14	7	-27	71	1	-18	9	62	9	58	13	40	156	-112	37	39
	5%	61%	-47%	50%	-21%	44%	58%	11%	1%	67%	-56%	-2%	14%	-22%	12%	13%	5%	8%	-15%	10%	8%	-5%	3%	17%	7%	7%	3%	16%	51%	-46%	22%	4%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 23

**Q.6 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?
(PL25)**

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Improve	269 27%	176 29%	215 28%	214 28%	202 28%	190 29%	16 16%	132 27%	137 26%	89 31%	74 21%	106 29%	44 36%	46 28%	33 17%	41 24%	40 26%	66 32%	27 27%	88 32%	77 26%	53 25%	52 22%	165 29%	104 23%	259 26%
Stay the same	218 22%	123 20%	175 23%	171 23%	158 22%	137 21%	13 13%	119 24%	99 19%	63 22%	82 23%	73 20%	28 23%	35 21%	50 26%	32 19%	30 19%	43 21%	24 24%	57 21%	74 26%	45 21%	41 17%	131 23%	86 19%	218 22%
Get worse	480 48%	284 47%	350 46%	344 45%	328 46%	310 47%	65 65%	221 45%	258 50%	128 44%	195 54%	157 44%	46 38%	82 50%	104 55%	91 53%	78 51%	80 38%	34 34%	117 43%	134 46%	103 49%	126 53%	251 45%	229 51%	491 49%
Don't know	42 4%	23 4%	29 4%	29 4%	27 4%	24 4%	6 6%	19 4%	24 5%	7 3%	11 3%	25 7%	5 4%	3 2%	3 2%	7 4%	6 4%	19 9%	14 14%	9 3%	6 2%	10 5%	17 7%	15 3%	27 6%	41 4%
Net improve	-211 -21%	-108 -18%	-136 -18%	-130 -17%	-126 -18%	-120 -18%	-49 -49%	-89 -18%	-121 -23%	-39 -13%	-120 -33%	-52 -14%	-2 -2%	-36 -22%	-71 -37%	-50 -29%	-38 -25%	-14 -7%	-7 -7%	-30 -11%	-57 -20%	-50 -24%	-74 -31%	-87 -15%	-124 -28%	-232 -23%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 24

**Q.6 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?
(PL25)**

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Improve	269	129	53	32	96	172	161	116	153	180	62	26	119	5	124	132	79	23	30	211	5	88	73	108	36	227	114	70	124	46	38	259
	27%	43%	17%	27%	19%	35%	38%	26%	27%	42%	14%	22%	28%	25%	28%	29%	29%	26%	17%	29%	31%	26%	23%	30%	28%	26%	28%	27%	41%	19%	23%	26%
Stay the same	218	83	49	35	99	133	118	109	109	115	77	26	102	4	106	97	58	23	35	155	4	66	76	76	22	197	95	55	84	38	42	218
	22%	28%	16%	30%	20%	27%	28%	25%	19%	27%	17%	21%	24%	18%	24%	21%	21%	26%	20%	21%	27%	19%	24%	21%	17%	23%	23%	21%	27%	16%	26%	22%
Get worse	480	84	196	46	291	179	131	210	270	124	297	68	196	12	208	217	120	38	99	338	6	174	146	159	65	406	193	123	92	149	74	491
	48%	28%	64%	40%	58%	36%	31%	48%	47%	29%	66%	55%	46%	57%	47%	48%	44%	42%	57%	46%	37%	52%	47%	44%	51%	47%	47%	48%	30%	62%	45%	49%
Don't know	42	5	9	3	17	13	8	5	38	5	14	2	8	-	8	8	18	6	10	26	1	9	17	16	5	41	9	8	7	8	9	41
	4%	2%	3%	3%	3%	3%	2%	1%	7%	1%	3%	2%	2%	-	2%	2%	6%	7%	6%	4%	4%	3%	6%	5%	4%	5%	2%	3%	2%	3%	6%	4%
Net improve	-211	44	-143	-15	-194	-7	30	-94	-117	56	-234	-41	-77	-7	-83	-85	-41	-14	-69	-126	-1	-86	-73	-52	-29	-178	-79	-53	32	-103	-36	-232
	-21%	15%	-47%	-13%	-39%	-1%	7%	-21%	-21%	13%	-52%	-34%	-18%	-33%	-19%	-19%	-15%	-16%	-40%	-17%	-5%	-26%	-23%	-14%	-23%	-20%	-19%	-21%	10%	-43%	-22%	-23%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*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>


Reuters/Ipsos MORI Political Monitor - October 2010

Table 25

Q.7. Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are ...?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Left wing	88 9%	61 10%	72 9%	71 9%	68 10%	64 10%	5 5%	32 6%	57 11%	20 7%	33 9%	35 10%	9 7%	11 7%	15 8%	18 11%	16 10%	20 9%	11 11%	21 8%	27 9%	15 7%	25 11%	48 9%	40 9%	100
Left of centre	150 15%	114 19%	138 18%	136 18%	133 19%	124 19%	2 2%	86 18%	64 12%	51 18%	49 14%	50 14%	18 15%	33 20%	29 15%	20 12%	26 17%	24 11%	11 11%	42 15%	56 19%	27 13%	26 11%	98 17%	53 12%	154
Centre	336 33%	182 30%	248 32%	242 32%	224 31%	203 31%	26 26%	162 33%	174 34%	101 35%	119 33%	115 32%	45 36%	57 34%	65 34%	54 32%	45 30%	70 34%	30 30%	96 35%	87 30%	73 35%	80 34%	183 33%	153 34%	330
Right of centre	160 16%	116 19%	143 19%	142 19%	136 19%	127 19%	5 5%	94 19%	66 13%	29 10%	68 19%	64 18%	10 8%	18 11%	31 16%	37 22%	32 21%	32 15%	13 13%	70 26%	48 17%	19 9%	22 9%	119 21%	41 9%	160
Right wing	81 8%	53 9%	65 8%	64 8%	62 9%	57 9%	4 4%	50 10%	31 6%	17 6%	24 7%	41 11%	10 8%	6 4%	9 5%	14 8%	14 9%	26 13%	11 11%	16 6%	21 7%	18 8%	27 11%	37 7%	44 10%	84
Don't know	193 19%	80 13%	103 13%	103 14%	93 13%	85 13%	57 57%	68 14%	125 24%	69 24%	69 19%	55 15%	30 24%	39 24%	41 22%	28 16%	19 13%	36 17%	23 23%	26 10%	51 18%	59 28%	57 24%	77 14%	116 26%	181

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*=Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 26

Q.7. Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are ...?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Left wing	88	2	56	9	75	21	11	34	54	16	69	15	24	7	30	32	26	9	22	57	-	32	20	36	16	72	33	27	7	45	16	100
	9%	1%	18%	8%	15%	4%	3%	8%	10%	4%	15%	13%	6%	32%	7%	7%	9%	10%	13%	8%	-	10%	7%	10%	12%	8%	8%	11%	2%	19%	10%	10%
Left of centre	150	9	85	38	136	60	47	74	76	40	93	21	73	4	77	67	45	16	20	112	2	54	48	48	21	130	50	52	6	70	48	154
	15%	3%	28%	33%	27%	12%	11%	17%	13%	9%	21%	17%	17%	18%	17%	15%	16%	18%	12%	15%	13%	16%	15%	16%	15%	12%	20%	2%	29%	29%	15%	
Centre	336	97	97	45	167	167	142	148	188	154	136	40	141	6	147	148	105	24	52	253	6	119	123	95	29	289	149	79	104	63	61	330
	33%	32%	32%	39%	33%	34%	34%	34%	33%	36%	30%	33%	33%	29%	33%	32%	38%	27%	30%	35%	39%	35%	39%	26%	22%	33%	36%	31%	34%	26%	37%	33%
Right of centre	160	103	17	12	40	126	114	89	71	107	37	17	84	4	88	86	48	12	12	134	1	42	42	75	25	138	62	47	102	18	16	160
	16%	34%	5%	10%	8%	25%	27%	20%	12%	25%	8%	14%	20%	22%	20%	19%	17%	14%	7%	18%	9%	13%	14%	21%	19%	16%	15%	18%	33%	7%	10%	16%
Right wing	81	44	12	3	21	52	47	30	51	46	28	7	29	-	29	31	26	4	20	56	-	31	15	35	12	67	42	25	44	16	7	84
	8%	14%	4%	3%	4%	11%	11%	7%	9%	11%	6%	6%	7%	-	7%	7%	9%	5%	12%	8%	-	9%	5%	10%	9%	8%	10%	10%	14%	7%	4%	8%
Don't know	193	47	39	9	63	70	57	64	129	60	87	22	74	-	74	91	26	24	46	117	6	58	65	71	26	175	75	27	43	30	16	181
	19%	16%	13%	8%	12%	14%	14%	15%	23%	14%	19%	18%	17%	-	17%	20%	10%	27%	26%	16%	39%	17%	21%	20%	21%	20%	18%	10%	14%	12%	10%	18%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*=Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 27

Q.8. And how would you describe the views of ...David Cameron?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Left wing	62 6%	33 5%	44 6%	42 6%	39 5%	36 5%	5 5%	31 6%	32 6%	28 10%	18 5%	16 4%	13 10%	15 9%	17 9%	1 1%	11 7%	5 2%	*	15 6%	11 4%	16 7%	20 9%	26 5%	36 8%	65 6%
Left of centre	49 5%	24 4%	41 5%	40 5%	36 5%	31 5%	2 2%	24 5%	24 5%	18 6%	18 5%	13 4%	7 6%	11 6%	6 3%	12 7%	8 5%	5 3%	3 3%	8 3%	15 5%	16 8%	9 4%	23 4%	26 6%	46 5%
Centre	146 14%	82 14%	117 15%	113 15%	101 14%	93 14%	12 12%	66 13%	80 15%	41 14%	50 14%	54 15%	18 15%	23 14%	25 13%	26 15%	25 16%	29 14%	14 14%	41 15%	43 15%	30 14%	32 13%	84 15%	61 14%	146 14%
Right of centre	278 28%	201 33%	248 32%	247 33%	238 33%	225 34%	10 10%	180 37%	97 19%	70 25%	112 31%	95 26%	21 17%	49 30%	53 28%	59 34%	45 30%	50 24%	17 17%	108 40%	92 32%	42 20%	35 15%	200 36%	77 17%	279 28%
Right wing	213 21%	154 25%	175 23%	173 23%	169 24%	156 24%	10 10%	95 19%	118 23%	45 16%	71 20%	97 27%	23 19%	22 13%	37 19%	35 20%	34 22%	63 30%	26 26%	62 23%	66 23%	34 16%	51 22%	128 23%	85 19%	228 23%
Don't know	261 26%	111 18%	145 19%	142 19%	133 19%	119 18%	61 61%	95 19%	166 32%	85 29%	92 25%	84 23%	40 33%	45 27%	53 28%	39 23%	29 19%	56 27%	40 40%	37 14%	63 22%	73 35%	89 38%	100 18%	162 36%	245 24%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 28

Q.8. And how would you describe the views of ...David Cameron?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Left wing	62	8	31	8	42	19	16	28	34	18	42	13	19	3	22	31	14	5	12	45	-	20	21	21	9	55	27	7	10	25	8	65
	6%	3%	10%	7%	8%	4%	4%	6%	6%	4%	9%	11%	4%	14%	5%	7%	5%	6%	7%	6%	-	6%	7%	6%	7%	6%	7%	3%	3%	10%	5%	6%
Left of centre	49	9	22	7	36	24	16	25	23	20	22	4	30	-	30	22	13	3	9	35	2	13	22	13	5	46	21	6	11	14	8	46
	5%	3%	7%	6%	7%	5%	4%	6%	4%	5%	5%	4%	7%	-	7%	5%	5%	3%	5%	5%	10%	4%	7%	4%	4%	5%	5%	2%	4%	6%	5%	5%
Centre	146	59	38	12	60	81	71	60	86	87	46	17	52	5	57	56	47	9	31	103	3	50	56	40	11	125	74	44	63	28	14	146
	14%	20%	13%	10%	12%	16%	17%	14%	15%	21%	10%	14%	12%	24%	13%	12%	17%	10%	18%	14%	17%	15%	18%	11%	9%	14%	18%	17%	21%	11%	8%	14%
Right of centre	278	106	67	54	150	188	160	149	128	152	94	30	147	3	150	148	83	20	23	230	4	83	79	116	43	241	97	101	111	51	64	279
	28%	35%	22%	47%	30%	38%	38%	34%	23%	36%	21%	25%	35%	13%	34%	32%	30%	22%	13%	32%	26%	25%	25%	32%	33%	28%	24%	39%	36%	21%	39%	28%
Right wing	213	62	90	20	120	92	82	80	133	64	132	27	72	10	82	84	73	18	36	157	2	83	56	75	26	178	88	66	62	71	34	228
	21%	21%	29%	18%	24%	19%	20%	18%	23%	15%	29%	22%	17%	49%	18%	19%	26%	21%	21%	22%	13%	25%	18%	21%	20%	20%	21%	26%	20%	29%	21%	23%
Don't know	261	58	59	15	94	93	73	96	165	83	113	31	105	-	105	113	46	34	62	160	5	86	80	95	34	226	104	32	49	54	36	245
	26%	19%	19%	13%	19%	19%	17%	22%	29%	20%	25%	25%	25%	-	24%	25%	17%	38%	36%	22%	34%	26%	26%	26%	26%	25%	13%	16%	22%	22%	24%	

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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Reuters/Ipsos MORI Political Monitor - October 2010

Table 29

Q.8. And how would you describe the views of ...Ed Miliband?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Left wing	188 19%	141 23%	159 21%	159 21%	154 22%	149 23%	9 9%	93 19%	95 18%	35 12%	74 21%	78 22%	11 9%	25 15%	39 21%	35 21%	33 21%	46 22%	17 17%	63 23%	54 19%	36 17%	34 14%	118 21%	70 16%	195 19%
Left of centre	253 25%	186 31%	231 30%	229 30%	222 31%	203 31%	3 3%	155 31%	98 19%	63 22%	90 25%	100 28%	28 23%	35 21%	42 22%	48 28%	48 31%	52 25%	22 22%	95 35%	79 27%	44 21%	36 15%	174 31%	79 18%	258 26%
Centre	119 12%	60 10%	89 12%	87 11%	80 11%	71 11%	10 10%	60 12%	59 11%	44 15%	43 12%	31 9%	19 15%	26 16%	27 14%	16 10%	18 12%	13 6%	7 7%	31 12%	40 14%	22 10%	25 11%	72 13%	47 11%	124 12%
Right of centre	41 4%	30 5%	35 5%	35 5%	34 5%	33 5%	4 4%	19 4%	23 4%	12 4%	16 4%	14 4%	6 5%	7 4%	6 3%	10 6%	8 5%	6 3%	3 3%	14 5%	9 3%	4 2%	15 6%	22 4%	19 4%	38 4%
Right wing	54 5%	28 5%	39 5%	35 5%	29 4%	29 4%	3 3%	23 5%	31 6%	25 9%	10 3%	19 5%	7 6%	18 11%	3 2%	7 4%	6 4%	13 4%	2 2%	12 5%	13 5%	10 5%	19 8%	26 5%	28 6%	58 6%
Don't know	354 35%	162 27%	216 28%	213 28%	196 27%	175 27%	71 71%	143 29%	211 41%	108 38%	127 35%	118 33%	53 43%	55 33%	72 38%	55 32%	41 27%	78 37%	49 49%	56 21%	95 33%	95 45%	108 46%	151 27%	203 45%	336 33%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 30

Q.8. And how would you describe the views of ...Ed Miliband?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Left wing	188	87	50	20	82	119	107	80	108	97	77	20	78	6	84	88	62	10	24	150	4	53	54	81	24	166	78	64	85	42	25	195
	19%	29%	16%	17%	16%	24%	26%	18%	19%	23%	17%	17%	18%	28%	19%	19%	23%	11%	14%	21%	23%	16%	17%	23%	19%	19%	19%	25%	28%	17%	16%	19%
Left of centre	253	74	97	46	159	136	120	136	117	111	113	31	129	6	134	119	87	17	26	207	3	91	73	88	36	220	84	97	75	73	63	258
	25%	25%	32%	39%	32%	27%	29%	31%	21%	26%	25%	25%	30%	27%	30%	26%	32%	19%	15%	28%	19%	27%	23%	25%	28%	25%	20%	38%	25%	30%	39%	26%
Centre	119	23	54	10	77	46	33	59	60	48	59	16	45	6	51	50	25	8	32	76	3	37	50	32	16	99	58	34	30	37	11	124
	12%	7%	18%	9%	15%	9%	8%	13%	11%	11%	13%	13%	11%	29%	11%	11%	9%	9%	19%	10%	20%	11%	16%	9%	12%	11%	14%	13%	10%	15%	7%	12%
Right of centre	41	11	10	6	22	23	17	19	23	16	21	6	23	-	23	20	12	4	6	31	-	15	12	14	2	30	17	9	16	13	3	38
	4%	4%	3%	5%	4%	5%	4%	4%	4%	4%	5%	5%	5%	-	5%	4%	4%	5%	3%	4%	-	5%	4%	4%	1%	3%	4%	3%	5%	5%	2%	4%
Right wing	54	16	23	2	28	21	18	18	37	25	26	11	14	-	14	24	13	6	11	37	-	19	18	18	8	49	29	8	16	16	1	58
	5%	5%	8%	2%	6%	4%	4%	4%	6%	6%	6%	9%	3%	-	3%	5%	5%	7%	6%	5%	-	6%	6%	5%	6%	6%	7%	3%	5%	7%	1%	6%
Don't know	354	91	72	32	134	152	123	129	224	127	153	37	136	3	140	153	76	44	74	229	6	121	106	127	43	307	145	45	83	62	60	336
	35%	30%	24%	28%	27%	31%	29%	29%	39%	30%	34%	31%	32%	16%	31%	34%	27%	49%	43%	31%	39%	36%	34%	35%	33%	35%	35%	18%	27%	25%	37%	33%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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Reuters/Ipsos MORI Political Monitor - October 2010

Table 31

Q.8. And how would you describe the views of ...Nick Clegg?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Left wing	85 8%	50 8%	61 8%	61 8%	57 8%	53 8%	8 8%	48 10%	38 7%	38 13%	29 8%	19 5%	18 15%	19 12%	20 11%	8 5%	7 4%	12 6%	5 5%	21 8%	25 9%	18 8%	21 9%	46 8%	39 9%	79 8%
Left of centre	143 14%	106 18%	131 17%	130 17%	126 18%	120 18%	1 1%	80 16%	63 12%	39 13%	48 13%	56 16%	7 6%	32 19%	24 13%	24 14%	24 16%	32 15%	15 15%	45 17%	52 18%	26 12%	21 9%	97 17%	46 10%	142 14%
Centre	236 23%	147 24%	196 25%	191 25%	178 25%	163 25%	11 11%	119 24%	117 23%	67 23%	90 25%	79 22%	27 22%	40 24%	43 23%	47 27%	40 26%	40 19%	14 14%	81 30%	68 23%	42 20%	45 19%	149 26%	88 20%	243 24%
Right of centre	155 15%	110 18%	137 18%	136 18%	131 18%	120 18%	7 7%	87 18%	69 13%	36 12%	62 17%	57 16%	15 12%	21 12%	28 15%	35 20%	28 18%	29 14%	13 13%	56 21%	54 18%	25 12%	21 9%	110 19%	46 10%	163 16%
Right wing	81 8%	53 9%	62 8%	62 8%	57 8%	56 8%	6 6%	40 8%	41 8%	20 7%	25 7%	36 10%	12 10%	7 4%	11 6%	15 8%	14 9%	22 11%	5 5%	22 8%	20 7%	19 9%	20 9%	42 8%	39 9%	92 9%
Don't know	308 31%	139 23%	181 24%	179 24%	165 23%	148 22%	67 67%	117 24%	190 37%	89 31%	106 29%	113 31%	42 34%	47 28%	64 34%	42 25%	40 26%	72 35%	48 48%	46 17%	72 25%	82 39%	108 46%	118 21%	189 42%	290 29%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

* = Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 32

Q.8. And how would you describe the views of ...Nick Clegg?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Left wing	85	22	37	9	52	37	31	33	52	36	46	9	33	3	36	41	16	8	19	58	1	30	25	31	18	71	40	19	27	24	6	79
	8%	7%	12%	8%	10%	7%	7%	7%	9%	8%	10%	8%	8%	14%	8%	9%	6%	9%	11%	8%	6%	9%	8%	9%	14%	8%	10%	7%	9%	10%	4%	8%
Left of centre	143	59	23	41	75	111	100	63	80	83	47	19	56	4	60	67	45	11	18	112	3	39	46	58	20	128	60	43	62	22	39	142
	14%	20%	7%	35%	15%	22%	24%	14%	14%	20%	10%	15%	13%	21%	14%	15%	16%	12%	10%	15%	17%	12%	15%	16%	15%	15%	15%	17%	20%	9%	24%	14%
Centre	236	88	66	29	117	139	116	123	113	129	83	28	116	9	125	114	71	19	28	184	5	72	84	80	26	199	91	77	87	50	39	243
	23%	29%	21%	25%	23%	28%	28%	28%	20%	30%	19%	23%	27%	43%	28%	25%	26%	21%	16%	25%	30%	21%	27%	22%	20%	23%	22%	30%	28%	21%	24%	24%
Right of centre	155	48	65	14	90	73	63	82	73	57	81	20	82	1	84	76	49	10	19	125	1	54	42	59	26	129	58	57	50	50	30	163
	15%	16%	21%	12%	18%	15%	15%	19%	13%	14%	18%	16%	19%	6%	19%	17%	18%	11%	11%	17%	7%	16%	13%	17%	20%	15%	14%	22%	16%	21%	19%	16%
Right wing	81	12	45	6	58	25	19	31	50	16	57	12	23	2	25	32	23	6	20	55	-	38	23	21	5	73	35	19	13	32	8	92
	8%	4%	15%	5%	11%	5%	4%	7%	9%	4%	13%	10%	5%	11%	6%	7%	8%	7%	11%	8%	-	11%	7%	6%	4%	8%	9%	8%	4%	13%	5%	9%
Don't know	308	72	72	17	111	112	90	108	200	102	135	34	114	1	115	124	71	37	70	195	6	104	93	111	34	271	127	41	67	64	39	290
	31%	24%	23%	15%	22%	22%	21%	24%	35%	24%	30%	28%	27%	6%	26%	27%	26%	41%	40%	27%	40%	31%	30%	31%	26%	31%	31%	16%	22%	26%	24%	29%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 33

Q.8. And how would you describe the views of ...?

- Summary Table -

Base : All

	David Cameron	Ed Miliband	Nick Clegg
Unweighted Total	1009	1009	1009
Weighted Total	1009	1009	1009
Left wing	62 6%	188 19%	85 8%
Left of centre	49 5%	253 25%	143 14%
Centre	146 14%	119 12%	236 23%
Right of centre	278 28%	41 4%	155 15%
Right wing	213 21%	54 5%	81 8%
Don't know	261 26%	354 35%	308 31%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

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<http://www.ipsos-mori.com/politicaltrends>

Reuters/Ipsos MORI Political Monitor - October 2010

Table 34
Q.9. Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Labour	250	167	208	205	191	183	15	111	139	85	83	82	46	39	50	33	44	38	17	60	65	54	72	125	125	262
	25%	27%	27%	27%	27%	28%	15%	23%	27%	30%	23%	23%	38%	24%	26%	19%	29%	18%	17%	22%	22%	25%	30%	22%	28%	26%
Conservatives	382	262	320	316	302	282	14	205	178	94	124	164	37	57	54	70	68	96	39	133	112	66	71	245	137	374
	38%	43%	42%	42%	42%	43%	14%	42%	34%	33%	34%	45%	30%	35%	29%	41%	44%	46%	39%	49%	39%	31%	30%	44%	31%	37%
Liberal Democrats	102	68	86	86	81	73	4	51	51	36	39	27	12	24	23	15	8	19	9	32	40	17	13	72	30	111
	10%	11%	11%	11%	11%	11%	4%	10%	10%	12%	11%	7%	9%	15%	12%	9%	5%	9%	9%	12%	14%	8%	5%	13%	7%	11%
Other	61	32	40	38	36	36	8	31	30	9	31	21	2	7	15	16	9	12	5	10	15	18	17	26	35	67
	6%	5%	5%	5%	5%	5%	8%	6%	6%	3%	8%	6%	1%	4%	8%	9%	6%	6%	5%	4%	5%	8%	7%	5%	8%	7%
None	84	26	38	37	34	30	30	36	48	11	42	31	5	6	24	18	8	22	15	14	25	20	25	39	45	77
	8%	4%	5%	5%	5%	4%	30%	7%	9%	4%	12%	8%	4%	4%	12%	11%	6%	11%	15%	5%	9%	10%	10%	7%	10%	8%
Don't know	130	52	77	76	71	58	29	58	72	52	42	36	21	31	24	19	15	21	15	23	33	36	39	55	75	118
	13%	9%	10%	10%	10%	9%	29%	12%	14%	18%	12%	10%	17%	19%	12%	11%	10%	10%	15%	8%	11%	17%	16%	10%	17%	12%

Fieldwork dates : 15th to 17th October 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)
 *=Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 35

Q.9. Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Labour	250	10	192	11	212	30	20	105	145	36	195	40	91	6	98	96	69	21	63	165	1	102	83	65	34	208	113	64	10	161	27	262
	25%	3%	62%	9%	42%	6%	5%	24%	25%	8%	43%	33%	22%	30%	22%	21%	25%	24%	36%	23%	9%	30%	27%	18%	26%	24%	28%	25%	3%	67%	16%	26%
Conservatives	382	269	28	35	80	321	304	174	209	279	65	32	177	5	183	180	128	33	37	307	5	100	127	156	46	342	168	117	255	26	32	374
	38%	89%	9%	30%	16%	65%	73%	39%	37%	66%	15%	26%	42%	26%	41%	40%	46%	36%	21%	42%	31%	30%	40%	43%	36%	39%	41%	46%	83%	11%	19%	37%
Liberal Democrats	102	6	21	49	83	68	55	50	52	48	41	15	48	1	49	58	24	11	4	82	4	32	31	39	17	88	30	25	12	13	46	111
	10%	2%	7%	42%	16%	14%	13%	11%	9%	11%	9%	13%	11%	4%	11%	13%	9%	13%	3%	11%	23%	10%	10%	11%	13%	10%	7%	10%	4%	5%	29%	11%
Other	61	6	8	3	33	31	8	31	30	13	48	12	27	1	28	29	15	3	13	44	1	24	10	27	5	49	28	8	8	8	6	67
	6%	2%	3%	2%	7%	6%	2%	7%	5%	3%	11%	10%	6%	6%	6%	6%	5%	3%	8%	6%	7%	7%	3%	7%	4%	6%	7%	3%	3%	3%	3%	7%
None	84	2	27	3	39	14	5	33	51	4	55	8	28	5	33	29	13	8	30	42	3	25	25	34	12	69	26	18	10	17	21	77
	8%	1%	9%	3%	8%	3%	1%	7%	9%	1%	12%	7%	7%	25%	7%	6%	5%	9%	18%	6%	21%	7%	8%	9%	10%	8%	6%	7%	3%	7%	13%	8%
Don't know	130	9	31	17	56	34	26	47	83	44	45	14	52	2	54	63	27	13	26	90	1	53	37	40	14	115	45	25	12	17	31	118
	13%	3%	10%	14%	11%	7%	6%	11%	15%	10%	10%	12%	12%	10%	12%	14%	10%	14%	15%	12%	9%	16%	12%	11%	11%	13%	11%	10%	4%	7%	19%	12%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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Ipsos MORI

Reuters/Ipsos MORI Political Monitor - October 2010

Table 36

Q.10. Some people say....Other people say...Which do you agree with most?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
The view that benefits should only be provided for the people that need them most, not for the well-off	678 67%	415 68%	517 67%	507 67%	484 68%	445 67%	66 66%	333 68%	345 67%	190 66%	241 67%	247 69%	91 74%	99 60%	129 68%	112 65%	106 69%	141 68%	66 65%	168 62%	195 67%	158 75%	158 67%	362 64%	316 71%	678 67%
The view that benefits should be provided for everybody, otherwise some people who deserve them will be put off from applying	282 28%	160 26%	214 28%	211 28%	195 27%	182 28%	29 29%	133 27%	149 29%	90 31%	103 29%	89 25%	28 23%	62 37%	55 29%	48 28%	40 26%	48 23%	24 23%	91 34%	83 28%	43 20%	65 28%	174 31%	108 24%	282 29%
Neither	31 3%	20 3%	27 3%	27 4%	25 4%	22 3%	3 3%	16 3%	15 3%	4 1%	13 4%	15 4%	2 2%	2 1%	4 2%	9 5%	7 4%	8 4%	5 5%	10 4%	8 3%	7 3%	6 3%	18 3%	14 3%	28 3%
Don't know	18 2%	11 2%	12 2%	12 2%	11 2%	11 2%	2 2%	9 2%	9 2%	4 1%	5 1%	10 3%	1 1%	3 2%	2 1%	2 1%	-	10 5%	6 6%	2 1%	6 2%	3 1%	7 3%	8 1%	10 2%	15 1%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 37

Q.10. Some people say....Other people say...Which do you agree with most?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
The view that benefits should only be provided for the people that need them most, not for the well-off	678 67%	219 73%	190 62%	87 75%	324 64%	353 71%	306 73%	302 69%	376 66%	320 75%	261 58%	86 70%	295 69%	12 58%	307 69%	294 65%	183 67%	64 71%	125 72%	478 65%	11 67%	217 65%	216 69%	244 68%	77 59%	588 67%	292 71%	167 65%	213 69%	147 61%	124 76%	678 67%
The view that benefits should be provided for everybody, otherwise some people who deserve them will be put off from applying	282 28%	66 22%	109 35%	22 19%	159 32%	117 24%	88 21%	120 27%	162 28%	86 20%	166 37%	34 28%	114 27%	7 37%	122 27%	138 30%	77 28%	24 27%	38 22%	215 30%	5 31%	105 31%	86 28%	90 25%	43 33%	236 27%	102 25%	78 31%	79 26%	82 34%	32 19%	288 29%
Neither	31 3%	8 3%	8 3%	4 3%	15 3%	15 3%	12 3%	15 3%	16 3%	9 2%	17 4%	1 1%	12 3%	1 5%	14 3%	15 3%	9 3%	* 4%	6 3%	24 3%	* 2%	11 3%	7 2%	14 4%	5 4%	30 3%	9 2%	7 3%	7 2%	10 4%	5 3%	28 3%
Don't know	18 2%	8 3%	1 *	4 4%	5 1%	12 2%	12 3%	3 1%	15 3%	9 2%	5 1%	1 1%	3 1%	- -	3 1%	7 1%	6 2%	2 2%	4 2%	12 2%	- -	4 1%	4 1%	11 3%	4 3%	17 2%	8 2%	4 2%	7 2%	3 1%	2 1%	15 1%

Fieldwork dates : 15th to 17th October 2010

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

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 38
Q.11. If the government were to stop paying benefits to the well-off, what would YOU say is the level of household income above which people should not be able to claim benefits? - ALL CALCULATED AS ANNUAL - £ POUNDS

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age							Social Class						Unweighted 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	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
0 to £20,000	90	47	59	59	55	50	8	45	45	25	31	34	13	12	18	13	13	20	9	15	29	24	23	43	47	94
	9%	8%	8%	8%	8%	8%	8%	9%	9%	9%	9%	9%	11%	7%	9%	8%	9%	10%	9%	5%	10%	11%	10%	8%	10%	9%
Over £20,000, up to £30,000	96	59	70	69	66	64	17	60	36	33	27	35	22	11	16	11	18	18	7	25	25	16	30	50	46	97
	10%	10%	9%	9%	9%	10%	17%	12%	7%	12%	8%	10%	18%	7%	8%	7%	12%	8%	7%	9%	9%	8%	13%	9%	10%	10%
Over £30,000, up to £40,000	150	102	117	115	111	106	9	77	74	34	60	56	21	13	34	27	29	27	11	47	41	29	33	88	62	167
	15%	17%	15%	15%	16%	16%	9%	16%	14%	12%	17%	16%	17%	8%	18%	16%	19%	13%	11%	17%	14%	14%	14%	16%	14%	17%
Over £40,000, up to £50,000	201	125	170	169	155	139	12	101	100	51	83	67	10	40	40	43	36	31	11	68	54	40	40	121	80	198
	20%	21%	22%	22%	22%	21%	12%	21%	19%	18%	23%	19%	8%	25%	21%	25%	24%	15%	11%	25%	18%	19%	17%	22%	18%	20%
Over £50,000	241	151	195	192	181	168	19	112	130	86	100	55	26	61	55	46	35	20	8	69	88	50	35	157	85	233
	24%	25%	25%	25%	25%	25%	19%	23%	25%	30%	28%	15%	21%	37%	29%	27%	23%	10%	8%	25%	30%	24%	15%	28%	19%	23%
No benefit cuts - Do not think the government should stop paying benefits to anyone	29	17	23	23	21	21	2	17	13	11	8	11	4	6	5	3	6	5	2	8	10	8	4	17	12	28
	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	2%	3%	4%	4%	3%	2%	4%	2%	2%	3%	3%	4%	2%	3%	3%	3%
Don't know	195	100	130	127	121	108	31	76	119	48	50	97	26	21	22	28	15	82	50	41	41	42	70	82	112	186
	19%	17%	17%	17%	17%	16%	31%	15%	23%	17%	14%	27%	22%	13%	11%	17%	10%	39%	50%	15%	14%	20%	30%	15%	25%	18%
Refused	6	4	5	5	4	4	1	5	2	-	1	5	-	-	1	-	*	5	3	-	3	2	*	3	3	6
	1%	1%	1%	1%	1%	1%	1%	1%	*	-	*	1%	-	-	1%	-	*	2%	3%	-	1%	1%	*	1%	1%	1%
Mean £	57264	59602	59130	59211	59594	60171	47988	55376	59199	58996	56152	57021	48091	66275	49781	63567	64970	48071	42569	53612	65820	60440	46723	59891	53498	60279
Median £	45000	45000	50000	50000	47000	45000	40000	45000	50000	50000	50000	40000	40000	50000	50000	50000	45000	40000	40000	50000	50000	45000	40000	50000	44000	45000

Fieldwork dates : 15th to 17th October 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)
 *=Less than 0.5%

Reuters/Ipsos MORI Political Monitor - October 2010

Table 39
Q.11. If the government were to stop paying benefits to the well-off, what would YOU say is the level of household income above which people should not be able to claim benefits? - ALL CALCULATED AS ANNUAL - £ POUNDS

Base : All

Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		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	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD		
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
0 to £20,000	90	17	43	10	61	35	27	28	62	34	47	9	30	1	32	23	31	10	25	54	2	34	30	26	11	74	41	23	21	28	16	94
	9%	6%	14%	9%	12%	7%	7%	6%	11%	8%	10%	7%	7%	6%	7%	5%	11%	11%	14%	7%	9%	10%	10%	7%	8%	8%	10%	9%	7%	12%	10%	9%
Over £20,000, up to £30,000	96	31	25	8	45	51	39	48	48	41	45	10	42	2	44	40	31	7	14	71	4	38	36	22	5	80	46	17	28	19	12	97
	10%	10%	8%	6%	9%	10%	9%	11%	8%	10%	10%	8%	10%	10%	10%	9%	11%	7%	8%	7%	4%	11%	12%	6%	4%	9%	11%	7%	9%	8%	7%	10%
Over £30,000, up to £40,000	150	53	45	24	77	85	77	81	69	65	66	27	71	2	73	70	41	16	22	111	1	54	42	55	14	130	56	34	50	32	33	167
	15%	18%	15%	20%	15%	17%	18%	18%	12%	15%	15%	22%	17%	12%	16%	15%	15%	17%	13%	15%	7%	16%	13%	15%	11%	15%	14%	13%	16%	13%	20%	17%
Over £40,000, up to £50,000	201	73	51	29	96	118	102	99	103	100	81	27	92	7	99	107	54	18	21	160	2	69	56	75	22	182	78	63	69	42	39	198
	20%	24%	17%	25%	19%	24%	24%	22%	18%	24%	18%	22%	22%	35%	22%	24%	19%	20%	12%	22%	10%	21%	18%	21%	17%	21%	19%	25%	22%	17%	24%	20%
Over £50,000	241	75	81	25	126	119	100	125	117	98	112	31	127	1	128	144	47	22	22	191	6	70	76	95	40	206	91	87	83	66	40	233
	24%	25%	26%	22%	25%	24%	24%	28%	21%	23%	25%	25%	30%	4%	29%	32%	17%	25%	13%	26%	39%	21%	24%	27%	31%	24%	22%	34%	27%	27%	24%	23%
No benefit cuts - Do not think the government should stop paying benefits to anyone	29	2	14	3	19	7	5	15	14	6	17	2	12	4	16	12	8	2	6	20	1	12	5	12	4	26	8	9	3	12	3	28
	3%	1%	5%	2%	4%	1%	1%	4%	2%	2%	4%	1%	3%	22%	4%	3%	3%	2%	4%	3%	7%	3%	2%	3%	3%	2%	2%	4%	1%	5%	2%	3%
Don't know	195	48	46	17	76	78	65	43	152	77	80	17	49	3	51	56	63	16	59	119	*	58	67	69	31	168	85	23	50	41	20	186
	19%	16%	15%	15%	15%	16%	16%	10%	27%	18%	18%	14%	11%	12%	12%	12%	23%	18%	34%	16%	2%	17%	21%	19%	24%	19%	21%	9%	16%	17%	12%	18%
Refused	6	2	2	1	3	3	3	1	5	2	2	-	2	-	2	1	2	-	3	3	-	1	*	5	2	5	4	-	2	1	1	6
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	-	*	-	*	*	1%	-	2%	*	-	*	*	1%	2%	1%	1%	1%	-	*	1%	1%
Mean £	57264	56863	61613	53732	59389	56517	55994	57139	57383	56718	54628	65296	60072	41669	59409	58843	54568	66151	46417	57366	87297	57012	49951	63945	73272	56078	54804	55534	61459	52927	55321	60279
Median £	45000	50000	45000	45000	45000	45000	45000	50000	45000	45000	45000	45000	50000	44000	50000	50000	40000	45000	40000	50000	50000	45000	50000	50000	45000	45000	50000	50000	50000	45000	45000	45000

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