

Ipsos MORI Political Monitor - August 2014

Table 1

(AUG14)Q11. As you may know, Boris Johnson, the Mayor of London, recently announced his intention to stand as a Conservative MP at the next election. Do you think Boris Johnson standing as a Conservative MP will increase or decrease the Conservatives' chances of winning the next election, or do you think it will make no difference?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1003	589	822	797	747	664	58	510	493	231	328	444	86	145	142	186	194	250	87	293	294	196	220	587	416	1003
Weighted Total	1003	555	813	783	728	631	59	489	514	287	355	361	121	166	180	175	150	211	100	269	284	215	235	553	450	1003
Increase chances of Conservatives winning	509 51%	284 51%	425 52%	410 52%	380 52%	325 52%	24 41% ^s	252 51%	257 50%	162 56%	180 51%	167 46%	66 54% ^s	96 58%	86 47%	95 54%	75 50%	92 44%	44 44% ^s	140 52%	151 53%	104 48%	115 49%	291 53%	219 49%	483 48%
Decrease chances of Conservatives winning	108 11%	55 10%	85 10%	83 11%	76 10%	69 11%	6 11% ^s	54 11%	54 10%	42 15%	25 7%	40 11%	18 15% ^s	24 15%	13 7%	12 7%	16 11%	24 11%	14 14% ^s	26 10%	25 9%	35 16%	22 9%	52 9%	56 13%	108 11%
Will make no difference	343 34%	194 35%	279 34%	267 34%	249 34%	215 34%	21 36% ^s	167 34%	176 34%	71 25%	133 38%	138 38%	35 29% ^s	36 22%	72 40%	61 35%	52 35%	86 41%	38 38% ^s	96 36%	97 34%	64 30%	85 36%	194 35%	149 33%	363 36%
Don't know	43 4%	21 4%	24 3%	24 3%	24 3%	21 3%	7 13% ^s	17 3%	26 5%	12 4%	16 5%	15 4%	2 2% ^s	10 6%	9 5%	7 4%	7 4%	8 4%	4 4% ^s	6 2%	11 4%	13 6%	13 5%	17 3%	26 6%	49 5%

Fieldwork dates : 9th to 11th August 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

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

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

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Table 2

(AUG14)Q11. As you may know, Boris Johnson, the Mayor of London, recently announced his intention to stand as a Conservative MP at the next election. Do you think Boris Johnson standing as a Conservative MP will increase or decrease the Conservatives' chances of winning the next election, or do you think it will make no difference?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot		Con	Lab	LD
Unweighted Total	1003	258	296	64	99	577	539	322	437	566	348	573	204	330	360	350	133	150	283	710	385	264	259	359	125	835	121	237	244	117	1003
Weighted Total	1003	272	293	64	93	557	536	336	447	556	367	549	119	421	348	333	161	151	312	681	335	247	311	358	129	865	88	237	227	112	1003
Increase chances of Conservatives winning	509	140	129	44	49	287	299	184	246	263	201	257	56	229	170	166	102	65	166	336	152	117	162	195	71	459	35	120	94	71	483
	51%	52%	44%	68%	52%	52%	56%	55%	55%	47%	55%	47%	47%	54%	49%	50%	63%	43%	53%	49%	46%	48%	52%	54%	55%	53%	40%	51%	41%	64%	48%
Decrease chances of Conservatives winning	108	28	27	6	12	62	62	34	42	66	27	74	12	39	36	47	10	14	23	83	46	32	32	29	10	85	14	20	29	8	108
	11%	10%	9%	10%	13%	11%	12%	10%	9%	12%	7%	14%	10%	9%	10%	14%	6%	9%	7%	12%	14%	13%	10%	8%	8%	10%	16%	8%	13%	7%	11%
Will make no difference	343	95	126	14	30	192	161	109	142	200	121	202	44	137	127	106	46	61	107	234	121	89	108	114	39	286	32	89	92	32	363
	34%	35%	43%	22%	32%	34%	30%	32%	32%	36%	33%	37%	38%	33%	37%	32%	29%	40%	34%	34%	36%	36%	35%	32%	30%	33%	36%	37%	40%	28%	36%
Don't know	43	9	11	-	3	16	14	9	16	27	17	16	7	16	13	14	4	11	15	28	15	8	8	20	8	35	7	8	12	1	49
	4%	3%	4%	-s	3%	3%	3%	3%	4%	5%	5%	3%	6%	4%	4%	4%	2%	8%	5%	4%	4%	3%	3%	6%	6%	4%	8%	4%	5%	1%	5%

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