

Ipsos MORI Political Monitor - March 2015

Table 1

(MAR15)Q9. Have you definitely decided to vote for (party) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	848	605	766	749	712	653	20	446	402	143	310	395	51	92	130	180	165	230	75	263	284	132	169	547	301	848
Weighted Total	823	558	730	714	673	605	19	407	416	203	297	323	75	129	140	157	131	193	88	238	225	155	205	463	360	848
Definitely decided	462	371	434	433	413	395	11	243	219	89	154	219	26	63	68	86	86	134	62	123	118	92	129	240	222	500
	56%	66%	59%	61%	61%	65%	58% s	60%	53%	44%	52%	68%	35% s	49% s	49%	55%	66%	69%	70% s	52%	52%	60%	63%	52%	62%	59%
May change mind	340	178	284	269	247	201	8	159	182	114	135	92	48	66	69	66	41	50	21	114	102	57	67	216	124	331
	41%	32%	39%	38%	37%	33%	42% s	39%	44%	56%	46%	28%	64% s	51% s	49%	42%	32%	26%	24% s	48%	45%	37%	33%	47%	34%	39%
Don't know	21	9	12	12	12	9	-	6	16	1	8	12	1	-	3	5	4	9	6	1	5	5	9	7	15	17
	3%	2%	2%	2%	2%	1%	- s	1%	4%	1%	3%	4%	1% s	- s	2%	3%	3%	4%	6% s	1%	2%	3%	5%	1%	4%	2%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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

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Table 2

(MAR15)Q9. Have you definitely decided to vote for (party) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
									Not full-time/ Not work ing																							
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full- time		Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier		North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD		
Unweighted Total	848	265	298	66	105	581	548	331	352	496	299	503	180	263	305	331	96	101	197	636	283	190	254	311	105	711	93	270	239	128	848	
Weighted Total	823	259	294	66	97	563	527	325	361	463	303	477	83	341	300	268	122	116	238	569	276	201	239	308	114	709	75	268	223	116	848	
Definitely decided	462	161	165	28	60	300	296	189	185	277	184	266	44	171	154	169	59	72	131	323	155	105	136	171	62	391	50	170	134	51	500	
	56%	62%	56%	43%	62%	53%	56%	58%	51%	60%	61%	56%	53%	50%	51%	63%	48%	62%	55%	57%	56%	52%	57%	56%	54%	55%	67%	63%	60%	44%	59%	
May change mind	340	90	124	33	37	250	216	124	175	165	117	195	38	165	140	93	59	40	99	233	112	88	97	131	50	299	25	93	83	60	331	
	41%	35%	42%	51%	38%	44%	41%	38%	49%	36%	39%	41%	45%	48%	47%	35%	48%	34%	41%	41%	41%	43%	41%	43%	44%	42%	33%	35%	37%	52%	39%	
Don't know	21	8	5	4	-	14	16	12	1	20	3	16	2	6	6	7	4	5	8	13	9	9	7	6	3	19	-	5	6	5	17	
	3%	3%	2%	7%	-	2%	3%	4%	*	4%	1%	3%	2%	2%	2%	2%	3%	4%	4%	2%	3%	4%	3%	2%	2%	3%	-s	2%	3%	4%	2%	

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Table 3

(MAR15)Q10. How important is it to you personally who wins the next General Election?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	1025	657	844	821	777	710	75	530	495	205	365	455	81	124	162	203	190	265	85	298	346	177	204	644	381	1025
Weighted Total	1025	616	816	795	744	667	77	499	526	296	356	373	120	176	172	184	149	224	103	274	277	223	251	551	474	1025
Very important	482	390	445	444	431	411	10	230	252	83	180	218	26	57	91	90	79	139	63	139	120	99	125	258	224	511
	47%	63%	55%	56%	58%	62%	12%	46%	48%	28%	51%	59%	22%	32%	53%	49%	53%	62%	61%	51%	43%	44%	50%	47%	47%	50%
Fairly important	324	182	283	276	251	206	12	161	163	120	104	100	46	74	52	52	46	54	22	104	89	71	61	193	131	316
	32%	30%	35%	35%	34%	31%	16%	32%	31%	40%	29%	27%	39%	42%	30%	28%	31%	24%	22%	38%	32%	32%	24%	35%	28%	31%
Not very important	138	34	70	58	48	39	21	64	74	59	47	32	29	30	21	26	13	19	9	23	46	36	33	70	68	123
	13%	6%	9%	7%	6%	6%	27%	13%	14%	20%	13%	9%	24%	17%	12%	14%	9%	9%	9%	8%	17%	16%	13%	13%	14%	12%
Not at all important	77	7	13	12	9	8	33	46	31	40	21	17	22	18	9	12	10	7	4	9	21	23	24	30	47	69
	8%	1%	2%	1%	1%	1%	42%	9%	6%	13%	6%	4%	18%	10%	5%	7%	7%	3%	4%	3%	8%	11%	9%	5%	10%	7%
No opinion	15	4	6	6	6	5	2	4	11	1	6	7	1	-	1	5	2	5	4	2	2	2	9	4	11	13
	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	2%	2%	1%	-	1%	3%	1%	2%	4%	1%	1%	1%	4%	1%	2%	1%
Combinations - Summary net																										
Important	805	571	727	719	682	616	22	391	415	203	285	318	72	130	143	142	125	193	85	242	209	169	186	450	355	826
	79%	93%	89%	91%	92%	92%	28%	78%	79%	68%	80%	85%	60%	74%	83%	77%	84%	86%	83%	88%	76%	76%	74%	82%	75%	81%
Not important	208	41	83	70	57	47	54	107	101	94	66	49	48	46	28	38	23	26	14	32	67	52	56	99	109	189
	20%	7%	10%	9%	8%	7%	70%	22%	19%	32%	18%	13%	40%	26%	16%	21%	15%	12%	13%	12%	24%	23%	23%	18%	23%	18%
Net important	597	529	645	650	624	569	-32	283	314	109	219	269	25	84	115	104	102	167	72	210	141	117	129	351	246	637
	58%	86%	79%	82%	84%	85%	-42%	57%	60%	37%	62%	72%	21%	48%	67%	57%	69%	75%	70%	77%	51%	52%	52%	64%	52%	62%

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Table 4

(MAR15)Q10. How important is it to you personally who wins the next General Election?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	1025	265	298	66	105	581	548	331	431	594	339	607	222	315	368	375	134	132	266	743		333	223	324	368	120	863	110	292	254	140	1025
Weighted Total	1025	259	294	66	97	563	527	325	455	570	350	595	106	423	364	308	179	157	336	672		337	248	317	370	136	884	90	288	243	128	1025
Very important	482	169	146	30	59	274	298	199	203	278	186	283	53	177	172	165	58	80	137	337		157	116	151	174	55	410	41	183	135	69	511
	47%	65%	49%	45%	61%	49%	56%	61%	45%	49%	53%	48%	50%	42%	47%	54%	32%	51%	41%	50%		46%	47%	48%	47%	40%	46%	46%	63%	55%	54%	50%
Fairly important	324	66	111	30	20	200	154	96	160	164	110	182	31	152	129	94	67	28	94	223		114	79	79	131	65	277	35	75	78	46	316
	32%	25%	38%	45%	21%	35%	29%	29%	35%	29%	32%	31%	29%	36%	35%	30%	37%	18%	28%	33%		34%	32%	25%	35%	48%	31%	39%	26%	32%	36%	31%
Not very important	138	20	31	7	11	66	55	26	57	80	40	71	13	62	48	31	32	23	56	80		37	31	63	38	10	127	6	21	24	11	123
	13%	8%	11%	10%	11%	12%	10%	8%	13%	14%	11%	12%	12%	15%	13%	10%	18%	15%	17%	12%		11%	13%	20%	10%	8%	14%	6%	7%	10%	9%	12%
Not at all important	77	4	6	-	4	20	18	4	37	40	11	57	9	30	19	16	23	19	42	35		26	20	27	24	7	68	5	8	7	1	69
	8%	1%	2%	-s	5%	4%	4%	1%	8%	7%	3%	10%	8%	7%	5%	5%	13%	12%	12%	5%		8%	8%	9%	6%	5%	8%	6%	3%	3%	1%	7%
No opinion	15	1	2	-	3	6	5	1	2	13	5	7	1	7	1	4	2	8	10	5		9	5	1	5	-	12	3	1	3	-	13
	1%	*	1%	-s	3%	1%	1%	*	*	2%	1%	1%	1%	2%	*	1%	1%	5%	3%	1%		3%	2%	*	1%	-	1%	3%	*	1%	-	1%
Combinations - Summary net Important	805	234	257	59	79	474	451	294	364	442	297	464	84	329	301	259	124	107	232	559		270	195	230	305	120	687	75	257	212	115	826
	79%	90%	87%	90%	81%	84%	86%	90%	80%	77%	85%	78%	79%	78%	83%	84%	70%	68%	69%	83%		80%	79%	73%	82%	88%	78%	84%	89%	87%	90%	81%
Not important	208	23	37	7	15	86	73	30	90	118	49	125	22	88	65	46	52	42	95	111		60	49	86	61	18	188	11	29	29	13	189
	20%	9%	12%	10%	16%	15%	14%	9%	20%	21%	14%	21%	21%	21%	18%	15%	29%	27%	28%	16%		18%	20%	27%	17%	13%	21%	12%	10%	12%	10%	18%
Net important	597	211	220	53	63	388	378	263	274	323	248	339	62	241	236	213	72	65	137	449		210	146	144	243	102	499	64	228	183	102	637
	58%	81%	75%	80%	65%	69%	72%	81%	60%	57%	71%	57%	58%	57%	65%	69%	40%	41%	41%	67%		62%	59%	45%	66%	75%	56%	72%	79%	75%	80%	62%

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Table 5
(MAR15)Q12a. Which of these statements comes closest to your views of David Cameron and the Conservative party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like David Cameron and I like the Conservative party	127 25%	82 27%	116 28%	113 28%	103 27%	96 29%	5 11%	70 26%	58 23%	28 20%	45 24%	55 29%	11 19%	17 20%	24 26%	21 22%	16 20%	39 36%	17 35%	41 28%	34 24%	27 26%	25 20%	75 26%	52 23%	128 25%
I like David Cameron but I do not like the Conservative party	74 14%	26 8%	52 13%	52 13%	44 12%	33 10%	8 19%	41 16%	33 13%	23 17%	35 19%	15 8%	11 19%	13 15%	16 17%	19 20%	5 6%	10 10%	5 10%	18 12%	11 8%	21 20%	23 19%	29 10%	45 19%	62 12%
I do not like David Cameron but I like the Conservative party	41 8%	29 10%	34 8%	32 8%	32 8%	30 9%	1 3%	27 10%	14 6%	8 6%	13 7%	20 11%	5 9%	3 3%	8 9%	5 5%	8 9%	12 11%	5 10%	19 13%	10 7%	3 3%	8 6%	30 10%	11 5%	47 9%
I do not like David Cameron and I do not like the Conservative party	239 46%	156 52%	199 48%	193 48%	187 50%	166 50%	18 44%	120 45%	120 47%	65 46%	90 48%	84 45%	23 39%	42 50%	40 43%	50 53%	49 61%	35 33%	13 27%	67 45%	72 52%	43 41%	57 46%	139 48%	100 44%	247 48%
Don't know	37 7%	10 3%	11 3%	10 2%	10 3%	10 3%	9 23%	8 3%	30 12%	18 13%	5 3%	14 7%	8 14%	10 12%	5 5%	* *	3 3%	11 10%	8 18%	4 2%	12 9%	9 9%	12 10%	16 6%	21 9%	32 6%
Combinations - Summary net																										
Like David Cameron	201 39%	108 36%	168 41%	164 41%	146 39%	129 39%	12 30%	111 42%	90 36%	51 36%	80 42%	70 37%	22 38%	29 35%	41 43%	39 42%	21 26%	49 45%	22 45%	60 40%	45 32%	49 47%	48 39%	104 36%	97 42%	190 37%
Do not like David Cameron	280 54%	185 61%	234 57%	225 56%	218 58%	197 59%	19 47%	146 55%	134 53%	73 51%	103 55%	104 55%	28 48%	45 53%	48 52%	55 58%	57 71%	47 44%	18 38%	86 58%	82 59%	47 45%	65 52%	168 58%	112 49%	294 57%
Like the Conservative Party	168 32%	111 37%	150 36%	145 36%	134 36%	126 38%	6 14%	96 36%	72 28%	36 25%	58 31%	74 40%	17 29%	19 23%	33 35%	25 27%	24 30%	51 47%	22 45%	61 41%	44 32%	31 30%	33 26%	105 36%	64 28%	175 34%
Do not like the Conservative Party	313 60%	182 60%	252 61%	244 61%	231 62%	200 60%	26 63%	161 61%	152 60%	88 62%	125 66%	99 53%	33 57%	55 65%	56 60%	69 73%	54 67%	46 42%	18 37%	85 57%	83 60%	64 62%	81 64%	168 58%	145 63%	309 60%

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Table 6

(MAR15)Q12a. Which of these statements comes closest to your views of David Cameron and the Conservative party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis-satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier		North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD		
Unweighted Total	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75	516	
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71	516	
I like David Cameron and I like the Conservative party	127 25%	93 75%	5 3%	4 10%	8 17%	17 6%	105 42%	97 60%	54 23%	73 26%	102 60%	20 7%	9 18%	51 24%	58 29%	48 32%	10 13%	9 10%	18 11%	106 31%	27 16%	20 16%	54 32%	46 25%	14 19%	111 24%	7 17%	83 61%	6 4%	10 14%	128 25%	
I like David Cameron but I do not like the Conservative party	74 14%	7 5%	32 19%	9 24%	11 22%	57 19%	31 12%	15 10%	31 13%	43 15%	27 16%	34 11%	4 9%	39 18%	27 14%	9 6%	20 26%	16 18%	36 22%	37 11%	19 11%	13 11%	20 12%	35 19%	12 17%	66 14%	5 13%	14 10%	19 13%	12 17%	62 12%	
I do not like David Cameron but I like the Conservative party	41 8%	19 15%	9 5%	* 1%	4 8%	17 6%	27 11%	19 12%	19 8%	22 8%	16 9%	21 7%	4 8%	10 5%	9 4%	21 14%	5 7%	4 5%	9 6%	29 8%	19 12%	18 15%	10 6%	12 6%	5 6%	40 9%	1 3%	22 16%	6 4%	3 5%	47 9%	
I do not like David Cameron and I do not like the Conservative party	239 46%	1 1%	124 72%	23 65%	26 52%	203 68%	80 32%	24 15%	125 52%	114 41%	16 9%	216 70%	31 60%	100 47%	97 49%	57 38%	34 44%	50 58%	84 51%	154 44%	88 54%	64 52%	67 40%	84 45%	38 54%	207 45%	25 60%	11 8%	112 77%	44 62%	247 48%	
Don't know	37 7%	5 4%	1 1%	- s	* 1%	4 1%	8 3%	5 3%	13 5%	25 9%	8 5%	17 5%	3 5%	11 5%	8 4%	13 9%	8 11%	8 9%	16 10%	21 6%	10 6%	7 6%	18 10%	10 5%	2 3%	33 7%	3 8%	5 4%	3 2%	1 2%	32 6%	
Combinations - Summary net																																
Like David Cameron	201 39%	100 80%	37 21%	12 35%	20 39%	73 25%	137 54%	112 70%	85 35%	116 42%	130 76%	55 18%	14 27%	90 43%	85 43%	57 39%	30 39%	24 28%	55 33%	142 41%	45 28%	33 27%	75 44%	81 43%	26 37%	177 39%	12 30%	97 72%	25 17%	22 31%	190 37%	
Do not like David Cameron	280 54%	20 16%	132 78%	23 65%	30 60%	220 74%	107 43%	43 27%	143 59%	136 49%	32 19%	237 77%	35 68%	110 52%	106 53%	77 52%	40 51%	54 63%	94 57%	183 53%	107 66%	82 67%	77 45%	96 51%	43 60%	246 54%	26 63%	33 24%	119 81%	48 67%	294 57%	
Like the Conservative Party	168 32%	112 89%	13 8%	4 11%	12 24%	34 11%	132 53%	116 72%	73 30%	95 34%	118 70%	41 13%	13 26%	61 29%	67 34%	68 46%	15 19%	13 15%	28 17%	135 39%	46 28%	38 31%	64 38%	58 31%	18 26%	150 33%	8 20%	105 78%	12 8%	14 19%	175 34%	
Do not like the Conservative Party	313 60%	8 6%	156 91%	32 89%	37 75%	259 87%	111 44%	40 25%	156 65%	157 57%	43 25%	250 81%	35 68%	139 66%	124 62%	66 45%	55 70%	66 76%	120 73%	191 55%	107 66%	77 63%	87 51%	119 64%	51 71%	272 60%	30 73%	25 18%	132 90%	56 79%	309 60%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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

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Ipsos MORI Political Monitor - March 2015

Table 7

(MAR15)Q12b. Which of these statements comes closest to your views of Ed Miliband and the Labour party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like Ed Miliband and I like the Labour party	114	66	96	93	84	70	5	67	47	42	33	39	21	22	15	18	23	16	8	23	34	20	37	58	57	111
	22%	22%	23%	23%	23%	21%	13% ^s	25%	19%	30% ^s	17%	21%	35% ^s	26% ^s	16% ^s	19%	29%	15%	16% ^s	16%	25%	19% ^s	29%	20%	25%	22%
I like Ed Miliband but I do not like the Labour party	39	24	29	29	27	25	5	16	23	10	9	19	4	6	3	6	9	10	6	17	5	6	10	23	16	39
	8%	8%	7%	7%	7%	7%	12% ^s	6%	9%	7% ^s	5%	10%	7% ^s	7% ^s	3% ^s	7%	11%	10%	13% ^s	12%	4%	6% ^s	8%	8%	7%	8%
I do not like Ed Miliband but I like the Labour party	157	102	138	134	127	114	7	75	83	36	81	41	13	22	40	41	21	19	7	57	37	35	29	93	64	150
	30%	34%	33%	34%	34%	34%	17% ^s	28%	33%	25% ^s	43%	22%	23% ^s	27% ^s	42% ^s	43%	26%	18%	15% ^s	38%	26%	34% ^s	23%	32%	28%	29%
I do not like Ed Miliband and I do not like the Labour party	164	105	135	131	125	118	14	96	68	30	57	77	11	20	29	28	24	53	23	49	47	32	37	95	69	177
	32%	35%	33%	33%	33%	35%	34% ^s	36%	27%	21% ^s	30%	41%	18% ^s	23% ^s	30% ^s	30%	30%	49%	48% ^s	33%	34%	31% ^s	29%	33%	30%	34%
Don't know	43	5	15	13	11	9	10	10	33	23	8	11	10	14	8	1	3	8	4	3	16	11	13	20	24	39
	8%	2%	4%	3%	3%	3%	24% ^s	4%	13%	16% ^s	5%	6%	17% ^s	16% ^s	8% ^s	1%	4%	8%	8% ^s	2%	12%	11% ^s	10%	7%	10%	8%
Combinations - Summary net																										
Like Ed Miliband	154	90	125	122	111	95	10	83	70	53	42	59	25	28	18	24	32	27	14	41	40	26	47	80	73	150
	30%	30%	30%	30%	30%	28%	25% ^s	31%	28%	37% ^s	22%	31%	42% ^s	34% ^s	19% ^s	26%	40%	25%	29% ^s	27%	29%	25% ^s	38%	28%	32%	29%
Do not like Ed Miliband	321	208	273	265	252	232	21	171	150	66	138	117	24	42	68	69	45	72	30	105	83	67	65	189	133	327
	62%	69%	66%	66%	67%	69%	51% ^s	65%	59%	46% ^s	73%	63%	41% ^s	50% ^s	73% ^s	73%	56%	67%	63% ^s	70%	60%	64% ^s	52%	65%	58%	63%
Like the Labour Party	272	168	234	227	211	184	12	142	130	78	114	80	34	44	54	59	44	36	15	80	71	55	65	151	121	261
	52%	56%	57%	57%	56%	55%	30% ^s	54%	51%	55% ^s	60%	43%	58% ^s	53% ^s	58% ^s	63%	55%	33%	31% ^s	53%	51%	53% ^s	52%	52%	53%	51%
Do not like the Labour Party	203	129	164	160	152	143	19	113	90	40	66	96	15	26	32	35	33	63	30	66	52	38	47	118	85	216
	39%	43%	40%	40%	41%	43%	46% ^s	43%	36%	28% ^s	35%	51%	25% ^s	31% ^s	34% ^s	37%	41%	59%	61% ^s	44%	37%	36% ^s	38%	41%	37%	42%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 8

(MAR15)Q12b. Which of these statements comes closest to your views of Ed Miliband and the Labour party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75	516	
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71	516	
I like Ed Miliband and I like the Labour party	114	4	77	11	5	97	24	15	51	64	25	81	13	46	34	26	25	28	53	60	39	32	30	46	29	101	6	7	64	14	111	
	22%	3%	45%	30%	11%	33%	9%	9%	21%	23%	15%	26%	25%	22%	17%	18%	32%	33%	32%	17%	24%	27%	18%	25%	40%	22%	15%	5%	43%	20%	22%	
I like Ed Miliband but I do not like the Labour party	39	6	8	7	6	28	26	13	11	28	12	23	3	8	8	14	4	11	15	22	7	3	18	13	1	34	5	12	10	6	39	
	8%	5%	4%	19%	11%	9%	10%	8%	5%	10%	7%	8%	5%	4%	4%	10%	5%	13%	9%	6%	4%	2%	11%	7%	1%	7%	11%	9%	6%	8%	8%	
I do not like Ed Miliband but I like the Labour party	157	31	78	6	7	105	59	37	90	67	48	102	15	77	81	38	18	18	37	120	62	44	41	54	22	137	18	24	66	33	150	
	30%	25%	46%	17%	15%	36%	24%	23%	37%	24%	28%	33%	28%	36%	41%	26%	24%	21%	22%	34%	38%	36%	25%	29%	31%	30%	43%	18%	45%	47%	29%	
I do not like Ed Miliband and I do not like the Labour party	164	80	2	11	31	55	133	91	75	90	76	82	17	64	62	59	22	18	39	121	46	37	62	56	15	145	8	90	3	16	177	
	32%	64%	1%	31%	62%	19%	53%	57%	31%	32%	45%	27%	33%	31%	31%	40%	28%	21%	24%	35%	28%	31%	37%	30%	21%	32%	21%	67%	2%	22%	34%	
Don't know	43	4	6	1	1	12	9	5	15	28	8	19	4	16	14	10	9	10	19	24	9	5	17	17	5	39	4	2	5	2	39	
	8%	3%	4%	3%	2%	4%	4%	3%	6%	10%	5%	6%	8%	7%	7%	7%	12%	12%	12%	7%	6%	4%	10%	9%	7%	9%	10%	1%	3%	3%	8%	
Combinations - Summary net																																
Like Ed Miliband	154	10	85	17	11	124	50	28	62	92	38	105	16	54	42	41	29	40	68	82	46	35	48	59	29	134	11	19	73	20	150	
	30%	8%	50%	49%	22%	42%	20%	17%	26%	33%	22%	34%	30%	26%	21%	28%	37%	46%	42%	24%	28%	29%	29%	32%	41%	29%	27%	14%	50%	28%	29%	
Do not like Ed Miliband	321	111	79	17	38	160	192	128	164	157	124	184	31	141	143	97	40	36	76	241	107	81	103	110	37	282	26	114	69	49	327	
	62%	89%	47%	48%	76%	54%	76%	80%	68%	57%	73%	60%	61%	67%	72%	66%	51%	42%	46%	69%	66%	67%	61%	59%	52%	62%	63%	84%	47%	69%	63%	
Like the Labour Party	272	36	155	17	13	202	83	52	141	131	73	183	27	123	115	65	43	46	90	179	100	77	71	100	51	237	24	31	130	47	261	
	52%	28%	91%	47%	26%	68%	33%	33%	58%	47%	43%	60%	54%	58%	58%	44%	56%	54%	55%	52%	62%	63%	42%	54%	71%	52%	58%	23%	88%	67%	51%	
Do not like the Labour Party	203	86	9	18	36	83	159	104	86	118	88	105	19	72	70	73	26	29	55	144	53	40	80	70	15	179	13	102	13	22	216	
	39%	69%	5%	50%	73%	28%	63%	65%	35%	42%	52%	34%	38%	34%	35%	50%	33%	34%	33%	41%	33%	33%	48%	37%	22%	39%	32%	76%	9%	30%	42%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 9
(MAR15)Q12c. Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrats?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like Nick Clegg and I like the Liberal Democrat party	96 19%	67 22%	88 21%	84 21%	82 22%	74 22%	3 6%	56 21%	41 16%	17 12%	43 23%	36 19%	7 12%	10 12%	20 22%	23 24%	13 17%	23 21%	8 17%	37 24%	20 14%	14 13%	26 20%	57 20%	40 17%	100 19%
I like Nick Clegg but I do not like the Liberal Democrat party	62 12%	36 12%	50 12%	49 12%	45 12%	40 12%	8 20%	33 12%	29 11%	12 8%	27 14%	23 12%	3 5%	8 10%	15 16%	12 13%	11 14%	12 11%	3 6%	15 10%	20 14%	17 16%	10 8%	35 12%	26 12%	66 13%
I do not like Nick Clegg but I like the Liberal Democrat party	109 21%	66 22%	92 22%	92 23%	86 23%	77 23%	5 12%	53 20%	56 22%	37 26%	44 23%	28 15%	15 25%	23 27%	20 22%	24 25%	13 17%	14 13%	10 21%	44 29%	28 20%	25 24%	13 10%	71 25%	38 17%	109 21%
I do not like Nick Clegg and I do not like the Liberal Democrat party	188 36%	121 40%	151 37%	144 36%	140 37%	128 38%	15 36%	100 38%	89 35%	46 32%	62 33%	80 43%	18 30%	28 34%	29 31%	33 35%	35 44%	45 42%	20 41%	48 32%	52 38%	36 34%	52 42%	100 35%	88 38%	188 36%
Don't know	63 12%	13 4%	32 8%	30 8%	22 6%	17 5%	10 26%	23 9%	39 16%	30 21%	12 6%	21 11%	16 27%	14 17%	9 9%	3 4%	7 8%	14 13%	8 16%	6 4%	19 14%	13 13%	24 19%	25 9%	38 16%	53 10%
Combinations - Summary net																										
Like Nick Clegg	158 30%	103 34%	138 33%	133 33%	127 34%	114 34%	11 26%	88 33%	70 27%	29 20%	70 37%	59 32%	10 18%	18 22%	35 38%	35 37%	25 31%	34 32%	11 23%	52 35%	40 29%	31 29%	36 28%	92 32%	66 29%	166 32%
Do not like Nick Clegg	298 57%	187 62%	243 59%	236 59%	225 60%	205 61%	20 49%	153 58%	144 57%	83 59%	106 56%	108 58%	32 56%	51 61%	50 53%	56 60%	49 61%	59 55%	30 62%	91 61%	80 58%	61 58%	65 52%	172 59%	126 55%	297 58%
Like the Liberal Democrat Party	205 40%	134 44%	180 44%	176 44%	168 45%	151 45%	8 19%	109 41%	96 38%	55 38%	87 46%	64 34%	22 38%	33 39%	41 43%	46 49%	27 33%	37 34%	18 38%	80 54%	48 34%	39 37%	39 31%	128 44%	77 34%	209 41%
Do not like the Liberal Democrat Party	250 48%	157 52%	201 49%	193 48%	185 49%	168 50%	23 56%	133 50%	118 46%	58 41%	89 47%	103 55%	21 36%	37 44%	44 47%	45 48%	47 59%	56 53%	22 47%	63 42%	72 52%	52 50%	62 50%	136 47%	115 50%	254 49%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Table 10

(MAR15)Q12c. Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrats?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis-satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier	North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD		
Unweighted Total	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75	516	
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71	516	
I like Nick Clegg and I like the Liberal Democrat party	96 19%	30 24%	23 14%	21 60%	8 16%	54 18%	61 24%	52 32%	55 23%	41 15%	46 27%	45 15%	10 19%	50 24%	39 20%	37 25%	7 9%	10 12%	17 10%	76 22%	24 15%	17 14%	28 16%	45 24%	19 27%	87 19%	7 17%	31 23%	21 15%	28 39%	100 19%	
I like Nick Clegg but I do not like the Liberal Democrat party	62 12%	24 19%	20 12%	1 2%	3 5%	28 9%	32 13%	25 15%	21 9%	41 15%	32 19%	26 9%	6 11%	16 8%	26 13%	17 12%	8 11%	10 11%	18 11%	43 12%	20 12%	15 13%	21 12%	21 11%	8 11%	54 12%	5 12%	19 14%	18 12%	7 10%	66 13%	
I do not like Nick Clegg but I like the Liberal Democrat party	109 21%	25 20%	46 27%	11 30%	7 14%	75 25%	55 22%	36 22%	63 26%	46 17%	37 22%	70 23%	13 25%	52 25%	56 28%	27 18%	16 21%	9 11%	26 16%	84 24%	36 22%	25 20%	35 21%	39 21%	14 20%	94 21%	11 27%	25 18%	34 23%	27 37%	109 21%	
I do not like Nick Clegg and I do not like the Liberal Democrat party	188 36%	39 31%	66 38%	2 6%	30 61%	118 40%	92 36%	41 25%	82 34%	106 38%	35 21%	139 45%	18 36%	68 32%	63 32%	49 33%	31 40%	41 48%	73 44%	112 32%	70 43%	55 45%	58 34%	61 33%	21 30%	166 36%	15 36%	52 38%	63 43%	8 11%	188 36%	
Don't know	63 12%	7 5%	16 9%	1 3%	2 3%	21 7%	12 5%	8 5%	21 9%	42 15%	19 11%	27 9%	5 10%	24 12%	14 7%	17 12%	15 20%	16 18%	31 19%	32 9%	13 8%	10 8%	27 16%	22 12%	9 13%	54 12%	4 9%	9 7%	11 8%	2 3%	53 10%	
Combinations - Summary net																																
Like Nick Clegg	158 30%	54 43%	43 25%	22 62%	11 22%	82 28%	94 37%	76 47%	76 31%	82 30%	78 46%	71 23%	15 30%	66 31%	65 33%	54 37%	15 20%	20 23%	35 21%	119 34%	44 27%	32 27%	49 29%	65 35%	27 38%	141 31%	12 29%	50 37%	39 26%	35 49%	166 32%	
Do not like Nick Clegg	298 57%	64 51%	111 65%	12 35%	37 75%	194 65%	146 58%	76 48%	145 60%	153 55%	72 42%	209 68%	31 61%	120 57%	120 60%	76 51%	48 61%	51 59%	98 60%	196 56%	105 65%	80 65%	93 55%	99 53%	35 49%	261 57%	26 63%	76 57%	97 66%	35 49%	297 58%	
Like the Liberal Democrat Party	205 40%	55 44%	69 41%	32 89%	15 30%	130 44%	116 46%	87 54%	118 49%	87 32%	83 49%	115 37%	22 44%	102 49%	96 48%	64 43%	23 30%	20 23%	43 26%	160 46%	60 37%	41 34%	63 37%	83 45%	34 47%	181 40%	18 44%	56 41%	55 38%	54 76%	209 41%	
Do not like the Liberal Democrat Party	250 48%	63 50%	86 50%	3 8%	33 66%	146 49%	124 49%	66 41%	103 43%	147 53%	68 40%	166 54%	24 47%	84 40%	89 45%	66 45%	40 51%	51 59%	90 55%	155 45%	90 55%	70 58%	79 47%	81 44%	29 40%	220 48%	19 47%	71 52%	80 55%	15 21%	254 49%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Table 11

(MAR15)Q12d. Which of these statements comes closest to your views of Nigel Farage and the UK Independence Party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like Nigel Farage and I like the UK Independence Party	96 18%	61 20%	79 19%	71 18%	68 18%	64 19%	7 17%	61 23%	34 13%	17 12%	27 14%	52 27%	8 13%	9 11%	14 15%	13 13%	22 27%	30 27%	11 22%	18 12%	32 23%	17 17%	28 23%	50 17%	46 20%	105 20%
I like Nigel Farage but I do not like the UK Independence Party	64 12%	42 14%	56 14%	56 14%	55 15%	51 15%	6 14%	35 13%	29 11%	13 9%	22 12%	28 15%	7 13%	6 7%	7 7%	15 16%	14 18%	14 13%	3 6%	17 12%	12 8%	16 15%	18 15%	29 10%	35 15%	67 13%
I do not like Nigel Farage but I like the UK Independence Party	39 7%	20 7%	32 8%	32 8%	27 7%	20 6%	5 11%	21 8%	18 7%	15 10%	19 10%	5 3%	3 5%	12 14%	9 9%	10 11%	1 1%	4 4%	2 5%	5 3%	8 6%	13 12%	13 10%	13 5%	25 11%	28 5%
I do not like Nigel Farage and I do not like the UK Independence Party	268 52%	172 57%	225 54%	222 56%	209 56%	190 57%	11 27%	132 50%	136 54%	78 55%	105 56%	85 45%	30 51%	48 58%	57 60%	48 51%	35 43%	50 47%	29 61%	102 68%	70 51%	49 47%	47 37%	172 60%	95 42%	265 51%
Don't know	52 10%	8 3%	22 5%	19 5%	15 4%	11 3%	12 30%	16 6%	37 14%	20 14%	15 8%	17 9%	11 18%	9 11%	7 8%	8 9%	8 10%	9 9%	3 6%	8 5%	17 12%	9 9%	19 15%	24 8%	28 12%	51 10%
Combinations - Summary net																										
Like Nigel Farage	159 31%	102 34%	135 33%	127 32%	123 33%	114 34%	13 32%	96 36%	63 25%	30 21%	49 26%	80 43%	15 26%	15 18%	21 23%	28 30%	36 45%	44 41%	13 28%	35 24%	43 31%	34 32%	47 37%	79 27%	81 35%	172 33%
Do not like Nigel Farage	306 59%	192 64%	256 62%	253 63%	236 63%	210 63%	15 38%	153 58%	154 61%	92 65%	124 66%	90 48%	33 56%	60 71%	65 70%	58 62%	36 45%	55 51%	32 66%	107 71%	79 57%	62 59%	59 47%	186 64%	121 53%	293 57%
Like the UK Independence Party	134 26%	81 27%	110 27%	103 26%	95 25%	84 25%	12 29%	82 31%	52 21%	32 22%	46 24%	57 30%	11 19%	21 25%	23 24%	23 24%	23 29%	34 31%	13 27%	23 15%	40 29%	30 29%	41 33%	63 22%	71 31%	133 26%
Do not like the UK Independence Party	332 64%	214 71%	281 68%	278 70%	264 71%	241 72%	17 41%	167 63%	165 65%	91 64%	127 68%	113 60%	37 63%	54 64%	64 68%	63 67%	49 61%	64 60%	32 67%	119 80%	82 59%	65 62%	65 52%	202 70%	130 57%	332 64%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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

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Table 12

(MAR15)Q12d. Which of these statements comes closest to your views of Nigel Farage and the UK Independence Party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work ing	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD				
Unweighted Total	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75	516			
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71	516			
I like Nigel Farage and I like the UK Independence Party	96 18%	25 20%	13 8%	1 2%	40 80%	58 19%	69 28%	26 16%	39 16%	57 21%	35 20%	57 19%	7 15%	34 16%	29 15%	38 26%	11 15%	17 20%	29 18%	67 19%	34 21%	31 25%	40 24%	22 12%	3 4%	87 19%	3 7%	35 26%	21 14%	7 10%	105 20%			
I like Nigel Farage but I do not like the UK Independence Party	64 12%	30 24%	16 9%	2 5%	6 13%	25 8%	38 15%	31 20%	26 11%	38 14%	33 19%	24 8%	7 14%	23 11%	29 15%	21 14%	6 8%	7 8%	13 8%	49 14%	16 10%	15 12%	20 12%	28 15%	9 12%	62 14%	1 2%	21 15%	16 11%	5 8%	67 13%			
I do not like Nigel Farage but I like the UK Independence Party	39 7%	8 6%	12 7%	6 16%	4 7%	24 8%	20 8%	14 8%	22 9%	17 6%	10 6%	27 9%	3 6%	21 10%	10 5%	4 3%	11 14%	11 13%	22 13%	14 4%	17 10%	11 9%	14 8%	8 4%	7 10%	29 6%	6 14%	13 10%	9 6%	6 9%	28 5%			
I do not like Nigel Farage and I do not like the UK Independence Party	268 52%	55 44%	119 70%	25 70%	- s	174 59%	110 44%	80 50%	138 57%	130 47%	76 45%	177 58%	30 58%	115 55%	120 60%	69 46%	42 53%	34 40%	76 46%	188 54%	79 48%	54 44%	73 43%	116 62%	49 69%	233 51%	25 61%	60 45%	90 62%	50 70%	265 51%			
Don't know	52 10%	8 6%	10 6%	3 7%	- s	16 5%	13 5%	10 6%	17 7%	36 13%	16 9%	22 7%	4 8%	17 8%	11 6%	17 11%	8 10%	16 19%	25 15%	28 8%	17 11%	11 9%	22 13%	13 7%	4 5%	44 10%	7 17%	6 4%	10 7%	2 3%	51 10%			
Combinations - Summary net																																		
Like Nigel Farage	159 31%	55 44%	29 17%	2 7%	46 93%	82 28%	108 43%	57 36%	65 27%	94 34%	67 40%	82 27%	14 28%	57 27%	58 29%	58 39%	17 22%	24 28%	42 25%	116 33%	49 30%	46 38%	60 36%	50 27%	11 16%	149 33%	4 9%	55 41%	37 25%	13 18%	172 33%			
Do not like Nigel Farage	306 59%	63 50%	131 77%	30 86%	4 7%	198 67%	131 52%	93 58%	159 66%	147 53%	86 51%	204 66%	33 64%	136 65%	130 65%	73 49%	52 67%	45 53%	98 60%	203 58%	96 59%	65 54%	87 51%	124 66%	56 79%	262 58%	31 74%	73 54%	100 68%	56 79%	293 57%			
Like the UK Independence Party	134 26%	33 26%	25 15%	6 18%	44 87%	82 28%	90 36%	39 24%	60 25%	74 27%	45 27%	84 27%	10 20%	56 26%	39 20%	42 28%	22 28%	28 33%	51 31%	81 23%	51 31%	42 35%	54 32%	29 16%	9 13%	116 25%	8 20%	48 36%	30 20%	13 19%	133 26%			
Do not like the UK Independence Party	332 64%	85 68%	135 79%	26 75%	6 13%	199 67%	149 59%	111 69%	164 68%	167 60%	108 64%	202 65%	37 72%	138 66%	149 75%	89 60%	48 61%	41 48%	89 54%	238 69%	95 58%	69 57%	92 55%	144 77%	58 82%	295 65%	26 63%	81 60%	107 72%	56 78%	332 64%			

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 13

(MAR15)Q12e. Which of these statements comes closest to your views of Nicola Sturgeon, the leader of the Scottish National Party, and the Scottish National Party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like Nicola Sturgeon and I like the Scottish National Party	91 17%	60 20%	84 20%	81 20%	77 20%	66 20%	4 9% ^s	57 21%	34 13%	23 16% ^s	40 21%	27 15%	8 13% ^s	16 19% ^s	20 21% ^s	20 21%	18 22%	10 9%	4 9% ^s	20 14%	23 17%	27 26% ^s	20 16%	44 15%	47 20%	98 19%
I like Nicola Sturgeon but I do not like the Scottish National Party	44 9%	31 10%	38 9%	38 9%	38 10%	33 10%	2 4% ^s	31 12%	13 5%	13 9% ^s	16 8%	16 8%	5 9% ^s	7 9% ^s	4 4% ^s	12 12%	7 9%	9 8%	2 4% ^s	19 13%	11 8%	4 4% ^s	10 8%	30 10%	14 6%	49 9%
I do not like Nicola Sturgeon but I like the Scottish National Party	22 4%	9 3%	17 4%	17 4%	13 3%	11 3%	4 10% ^s	12 5%	10 4%	7 5% ^s	7 4%	8 4%	3 5% ^s	4 5% ^s	3 3% ^s	4 4%	2 2%	6 6%	5 11% ^s	6 4%	5 4%	5 5% ^s	6 5%	11 4%	11 5%	20 4%
I do not like Nicola Sturgeon and I do not like the Scottish National Party	177 34%	123 41%	154 37%	151 38%	141 38%	138 41%	8 21% ^s	87 33%	90 35%	33 23% ^s	68 36%	76 40%	15 26% ^s	17 21% ^s	37 39% ^s	31 33%	24 30%	52 48%	20 42% ^s	71 47%	43 31%	27 26% ^s	36 29%	114 39%	63 27%	189 37%
Don't know	185 36%	80 26%	120 29%	112 28%	106 28%	88 26%	23 57% ^s	78 29%	107 42%	66 46% ^s	58 31%	61 32%	27 46% ^s	39 47% ^s	30 32% ^s	28 30%	30 38%	30 28%	16 33% ^s	34 22%	56 41%	41 39% ^s	54 43%	90 31%	95 41%	160 31%
Combinations - Summary net																										
Like Nicola Sturgeon	135 26%	90 30%	121 29%	119 30%	114 31%	99 29%	5 13% ^s	88 33%	47 19%	36 25% ^s	55 29%	43 23%	13 22% ^s	23 27% ^s	24 26% ^s	31 33%	25 31%	19 17%	7 14% ^s	39 26%	34 25%	32 30% ^s	29 23%	74 26%	61 27%	147 28%
Do not like Nicola Sturgeon	199 38%	132 44%	171 41%	168 42%	154 41%	149 44%	12 30% ^s	99 37%	100 39%	40 28% ^s	75 40%	84 45%	19 32% ^s	22 26% ^s	40 43% ^s	35 37%	25 32%	58 54%	25 53% ^s	77 51%	48 35%	32 30% ^s	42 34%	125 43%	74 32%	209 41%
Like the Scottish National Party	113 22%	69 23%	100 24%	98 25%	89 24%	77 23%	7 18% ^s	69 26%	44 17%	31 22% ^s	47 25%	36 19%	11 19% ^s	20 24% ^s	23 25% ^s	23 25%	19 24%	16 15%	10 20% ^s	26 18%	28 20%	32 31% ^s	26 21%	55 19%	58 25%	118 23%
Do not like the Scottish National Party	221 43%	154 51%	192 46%	188 47%	179 48%	171 51%	10 25% ^s	118 45%	103 41%	46 32% ^s	84 44%	91 49%	21 36% ^s	25 29% ^s	41 44% ^s	43 45%	31 38%	61 57%	23 47% ^s	90 60%	54 39%	31 30% ^s	45 36%	144 50%	77 33%	238 46%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

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Table 14

(MAR15)Q12e. Which of these statements comes closest to your views of Nicola Sturgeon, the leader of the Scottish National Party, and the Scottish National Party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75	516	
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71	516	
I like Nicola Sturgeon and I like the Scottish National Party	91 17%	7 5%	37 21%	9 26%	7 13%	74 25%	45 18%	16 10%	53 22%	37 14%	20 12%	66 21%	11 21%	46 22%	31 16%	22 15%	20 25%	17 20%	37 22%	53 15%	37 23%	21 18%	28 17%	25 14%	15 20%	70 15%	16 39%	5 3%	36 25%	17 23%	98 19%	
I like Nicola Sturgeon but I do not like the Scottish National Party	44 9%	10 8%	17 10%	5 14%	4 9%	30 10%	23 9%	14 9%	26 11%	18 7%	15 9%	27 9%	5 9%	20 9%	19 9%	18 12%	3 4%	4 4%	7 4%	36 10%	9 5%	8 6%	15 9%	20 11%	3 5%	42 9%	1 2%	13 9%	19 13%	5 7%	49 9%	
I do not like Nicola Sturgeon but I like the Scottish National Party	22 4%	4 3%	9 5%	2 5%	3 6%	15 5%	10 4%	5 3%	8 3%	14 5%	8 4%	15 5%	2 4%	9 4%	5 2%	4 3%	4 5%	9 11%	13 8%	9 3%	5 3%	1 1%	7 4%	10 5%	7 10%	18 4%	4 9%	5 4%	2 2%	4 6%	20 4%	
I do not like Nicola Sturgeon and I do not like the Scottish National Party	177 34%	75 60%	41 24%	12 34%	22 44%	78 26%	113 45%	87 54%	76 31%	101 37%	79 46%	89 29%	18 36%	68 32%	75 38%	63 43%	20 25%	16 19%	36 22%	138 40%	62 38%	45 37%	49 29%	66 35%	27 38%	151 33%	17 41%	77 57%	35 24%	28 39%	189 37%	
Don't know	185 36%	30 24%	68 40%	8 22%	14 28%	99 33%	61 24%	37 23%	79 33%	106 38%	48 29%	111 36%	15 30%	68 32%	69 35%	41 27%	31 40%	40 47%	72 44%	110 32%	50 31%	47 38%	69 41%	65 35%	19 27%	174 38%	4 9%	36 26%	55 37%	17 24%	160 31%	
Combinations - Summary net																																
Like Nicola Sturgeon	135 26%	16 13%	54 31%	14 40%	11 22%	104 35%	67 27%	31 19%	79 33%	56 20%	35 21%	92 30%	16 30%	66 31%	50 25%	40 27%	23 29%	21 24%	43 26%	90 26%	46 28%	29 24%	43 26%	46 24%	18 25%	112 25%	17 41%	17 13%	55 38%	21 30%	147 28%	
Do not like Nicola Sturgeon	199 38%	79 63%	49 29%	14 39%	25 50%	94 32%	123 49%	93 58%	83 35%	115 42%	86 51%	104 34%	20 39%	76 36%	80 40%	67 46%	24 31%	25 29%	49 30%	147 42%	67 41%	46 38%	56 33%	76 41%	34 48%	169 37%	21 50%	82 61%	37 25%	32 45%	209 41%	
Like the Scottish National Party	113 22%	10 8%	45 27%	11 31%	10 19%	90 30%	55 22%	21 13%	61 25%	52 19%	27 16%	81 26%	13 25%	55 26%	36 18%	26 18%	24 30%	26 31%	50 31%	62 18%	42 26%	23 19%	35 21%	36 19%	22 30%	88 19%	20 48%	10 7%	39 26%	21 29%	118 23%	
Do not like the Scottish National Party	221 43%	85 68%	57 34%	17 48%	26 52%	108 37%	136 54%	102 63%	101 42%	119 43%	94 55%	116 38%	23 45%	88 42%	94 47%	81 55%	23 29%	20 23%	42 26%	175 50%	70 43%	52 43%	64 38%	86 46%	30 43%	194 42%	18 43%	90 66%	54 37%	33 46%	238 46%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI Political Monitor - March 2015

Table 15
(MAR15)Q12f. Which of these statements comes closest to your views of Natalie Bennett, the leader of the Green party, and the Green party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	516	316	417	402	382	350	45	280	236	95	193	228	36	59	85	108	100	128	40	154	180	80	102	334	182	516
Weighted Total	518	303	413	399	375	336	41	265	253	142	188	188	58	84	94	94	80	107	48	150	139	104	125	288	230	516
I like Natalie Bennett and I like the Green party	122 24%	79 26%	99 24%	96 24%	95 25%	88 26%	9 23% ^s	66 25%	56 22%	34 24% ^s	53 28%	35 19%	14 24% ^s	20 24% ^s	29 31% ^s	24 25%	18 23%	16 15%	6 13% ^s	46 31%	38 27%	18 17% ^s	20 16%	84 29%	38 17%	130 25%
I like Natalie Bennett but I do not like the Green party	23 4%	20 7%	23 6%	23 6%	23 6%	20 6%	- - ^s	4 2%	19 7%	2 1% ^s	8 4%	13 7%	- - ^s	2 2% ^s	6 6% ^s	3 3%	6 8%	7 6%	3 7% ^s	5 3%	4 3%	5 5% ^s	9 7%	9 3%	14 6%	23 4%
I do not like Natalie Bennett but I like the Green party	64 12%	48 16%	56 14%	55 14%	52 14%	49 15%	3 9% ^s	41 15%	23 9%	17 12% ^s	24 13%	23 12%	8 13% ^s	9 11% ^s	10 11% ^s	14 14%	10 13%	13 12%	4 9% ^s	26 18%	19 13%	11 10% ^s	8 6%	45 16%	19 8%	66 13%
I do not like Natalie Bennett and I do not like the Green party	122 23%	72 24%	109 26%	103 26%	95 25%	87 26%	8 19% ^s	68 26%	53 21%	32 23% ^s	33 18%	56 30%	12 21% ^s	20 23% ^s	17 18% ^s	16 17%	20 25%	36 34%	15 31% ^s	28 19%	32 23%	29 28% ^s	32 26%	60 21%	61 27%	126 24%
Don't know	187 36%	84 28%	126 30%	121 30%	109 29%	92 27%	20 49% ^s	85 32%	103 40%	57 40% ^s	70 37%	60 32%	24 41% ^s	33 40% ^s	31 33% ^s	39 41%	25 32%	35 33%	19 40% ^s	44 29%	47 34%	41 39% ^s	56 45%	91 31%	97 42%	171 33%
Combinations - Summary net																										
Like Natalie Bennett	145 28%	99 33%	122 30%	120 30%	118 31%	108 32%	9 23% ^s	71 27%	75 30%	36 25% ^s	61 33%	48 26%	14 24% ^s	22 26% ^s	35 37% ^s	26 28%	25 31%	23 21%	10 20% ^s	52 34%	41 30%	23 22% ^s	29 23%	93 32%	53 23%	153 30%
Do not like Natalie Bennett	185 36%	120 40%	165 40%	158 40%	147 39%	136 41%	11 28% ^s	109 41%	76 30%	49 34% ^s	57 30%	79 42%	20 34% ^s	29 34% ^s	28 29% ^s	30 31%	30 37%	49 46%	19 40% ^s	55 36%	51 36%	40 38% ^s	40 32%	105 36%	80 35%	192 37%
Like the Green Party	186 36%	127 42%	155 38%	151 38%	147 39%	137 41%	13 31% ^s	107 41%	79 31%	51 36% ^s	77 41%	58 31%	22 37% ^s	29 35% ^s	40 42% ^s	37 40%	29 36%	29 27%	11 23% ^s	73 49%	56 40%	29 28% ^s	28 22%	129 45%	57 25%	196 38%
Do not like the Green Party	145 28%	92 30%	132 32%	127 32%	118 32%	107 32%	8 19% ^s	73 27%	72 29%	34 24% ^s	41 22%	69 37%	12 21% ^s	22 26% ^s	23 24% ^s	19 20%	26 33%	43 40%	18 37% ^s	33 22%	36 26%	34 33% ^s	41 33%	69 24%	76 33%	149 29%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI Political Monitor - March 2015

Table 16
(MAR15)Q12f. Which of these statements comes closest to your views of Natalie Bennett, the leader of the Green party, and the Green party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total				
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work ing	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD						
Unweighted Total	516	127	163	36	54	300	264	163	230	286	163	310	113	157	194	189	58	69	127	383	163	113	164	189	66	443	50	135	145	75				516		
Weighted Total	518	125	170	35	50	297	252	161	241	277	169	308	51	211	199	148	78	86	164	347	163	122	169	187	71	455	41	135	147	71				516		
I like Natalie Bennett and I like the Green party	122 24%	17 14%	50 29%	9 26%	8 16%	94 32%	61 24%	26 16%	64 27%	58 21%	30 18%	87 28%	13 26%	57 27%	51 26%	36 25%	22 28%	12 14%	34 21%	87 25%	44 27%	30 25%	36 21%	42 22%	19 26%	105 23%	14 33%	24 18%	44 30%	20 28%				130 25%		
I like Natalie Bennett but I do not like the Green party	23 4%	7 6%	8 5%	2 7%	3 5%	13 4%	12 5%	10 6%	5 2%	18 6%	7 4%	12 4%	3 5%	1 1%	5 3%	11 7%	3 3%	5 5%	7 4%	16 5%	4 2%	3 3%	11 6%	9 5%	3 4%	22 5%	* 1%	7 5%	7 5%	4 5%				23 4%		
I do not like Natalie Bennett but I like the Green party	64 12%	17 13%	25 15%	7 19%	6 13%	44 15%	35 14%	23 15%	38 16%	25 9%	19 11%	43 14%	5 10%	33 16%	23 11%	26 17%	10 13%	5 6%	15 9%	48 14%	19 11%	15 13%	22 13%	23 13%	8 11%	58 13%	3 8%	19 14%	19 13%	16 22%				66 13%		
I do not like Natalie Bennett and I do not like the Green party	122 23%	47 37%	31 18%	4 12%	17 34%	53 18%	69 27%	51 32%	51 21%	70 25%	59 35%	56 18%	14 28%	48 23%	52 26%	31 21%	16 21%	18 21%	34 21%	83 24%	37 23%	30 24%	35 21%	49 26%	19 27%	109 24%	7 17%	43 32%	29 20%	15 21%				126 24%		
Don't know	187 36%	37 30%	56 33%	13 37%	16 32%	93 31%	74 29%	50 31%	82 34%	105 38%	55 32%	111 36%	16 31%	71 34%	68 34%	45 30%	27 35%	46 54%	73 45%	112 32%	60 37%	43 35%	65 38%	63 34%	23 32%	161 35%	16 40%	42 31%	47 32%	17 23%				171 33%		
Combinations - Summary net																																				
Like Natalie Bennett	145 28%	25 20%	58 34%	11 32%	11 21%	107 36%	74 29%	36 22%	70 29%	76 27%	37 22%	99 32%	16 31%	59 28%	56 28%	47 32%	25 31%	17 20%	41 25%	103 30%	48 29%	34 28%	47 28%	51 27%	21 30%	128 28%	14 34%	31 23%	52 35%	24 33%				153 30%		
Do not like Natalie Bennett	185 36%	63 51%	56 33%	11 31%	23 47%	97 33%	104 41%	74 46%	90 37%	95 34%	77 46%	98 32%	20 38%	81 38%	75 38%	57 38%	27 34%	23 27%	50 30%	131 38%	55 34%	45 37%	57 34%	73 39%	28 39%	167 37%	10 25%	62 46%	49 33%	31 43%				192 37%		
Like the Green Party	186 36%	34 27%	75 44%	16 45%	14 29%	137 46%	96 38%	50 31%	103 42%	83 30%	49 29%	130 42%	18 36%	91 43%	73 37%	62 42%	32 42%	17 20%	50 30%	135 39%	63 38%	46 37%	58 34%	65 35%	27 37%	164 36%	17 42%	43 32%	64 43%	36 50%				196 38%		
Do not like the Green Party	145 28%	54 43%	39 23%	7 19%	19 39%	67 22%	81 32%	61 38%	57 24%	88 32%	66 39%	67 22%	17 33%	49 23%	58 29%	41 28%	19 24%	23 26%	41 25%	99 29%	41 25%	33 27%	46 27%	58 31%	22 31%	131 29%	8 18%	50 37%	37 25%	19 26%				149 29%		

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI Political Monitor - March 2015

Table 17

(MAR15)Q12a. Which of these statements comes closest to your views of David Cameron, the leader of the Conservative party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like him and I like his policies	152	102	133	132	122	110	4	73	79	31	48	73	15	17	28	21	24	49	24	43	39	29	40	82	69	153
	30%	33%	33%	33%	33%	33%	11%	31%	29%	20%	29%	39%	24%	18%	35%	23%	35%	42%	43%	35%	29%	25%	32%	31%	28%	30%
I like him but I do not like his policies	106	51	77	74	66	55	12	52	53	45	34	27	13	31	17	18	12	15	7	26	29	32	20	54	52	99
	21%	16%	19%	19%	18%	16%	34%	22%	20%	29%	20%	15%	22%	34%	21%	20%	18%	13%	14%	21%	21%	27%	16%	21%	21%	19%
I do not like him but I like his policies	37	24	33	32	28	25	1	16	21	14	16	8	8	6	7	9	2	5	1	12	12	5	8	24	13	37
	7%	8%	8%	8%	8%	7%	2%	7%	8%	9%	9%	4%	13%	6%	9%	10%	4%	4%	2%	10%	9%	5%	6%	9%	5%	7%
I do not like him and I do not like his policies	194	132	154	152	149	139	15	84	110	56	65	73	19	36	25	40	28	45	23	41	55	42	56	96	98	202
	38%	42%	38%	39%	40%	42%	42%	36%	40%	36%	39%	40%	31%	39%	33%	44%	41%	39%	41%	33%	40%	35%	45%	37%	40%	40%
Don't know	18	4	6	5	4	4	4	9	9	9	4	5	6	3	2	3	2	3	-	2	3	11	1	6	12	18
	4%	1%	2%	1%	1%	1%	12%	4%	3%	6%	2%	3%	10%	3%	2%	3%	3%	2%	-s	2%	2%	9%	1%	2%	5%	4%
Combinations - Summary net																										
Like David Cameron	258	153	210	206	188	164	16	125	132	76	82	100	28	48	44	38	36	64	31	69	68	61	60	137	121	252
	51%	49%	52%	52%	51%	49%	45%	54%	48%	49%	49%	54%	45%	51%	57%	43%	53%	55%	57%	55%	49%	51%	48%	52%	49%	50%
Do not like David Cameron	231	156	187	184	177	164	16	100	131	69	81	81	27	42	32	49	30	51	24	53	67	47	64	120	111	239
	46%	50%	46%	47%	48%	49%	43%	43%	48%	45%	48%	44%	45%	45%	41%	54%	44%	43%	43%	43%	48%	40%	51%	46%	46%	47%
Like his policies	189	126	166	164	151	134	5	89	100	45	64	80	23	22	34	30	26	54	25	55	51	35	48	107	83	190
	37%	40%	41%	41%	41%	41%	13%	38%	37%	29%	38%	43%	37%	24%	44%	33%	38%	46%	45%	44%	37%	29%	38%	41%	34%	37%
Do not like his policies	300	183	231	227	215	193	28	137	163	100	99	101	33	67	42	57	40	61	30	67	83	73	76	150	150	301
	59%	58%	57%	57%	58%	58%	76%	58%	60%	65%	59%	54%	53%	73%	54%	64%	58%	52%	55%	54%	60%	62%	61%	57%	61%	59%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 18

(MAR15)Q12a. Which of these statements comes closest to your views of David Cameron, the leader of the Conservative party?

Base : Approximately half the surveys

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509
I like him and I like his policies	152	99	10	6	4	29	119	106	65	87	124	14	13	68	46	68	21	15	35	114	53	39	48	51	12	131	14	96	12	8	153
	30%	74%	8%	21%	8%	11%	43%	64%	31%	30%	69%	5%	24%	32%	28%	43%	21%	21%	21%	35%	30%	31%	33%	28%	18%	31%	28%	63%	13%	14%	30%
I like him but I do not like his policies	106	16	30	4	15	61	48	20	46	59	20	73	14	50	36	27	32	9	41	63	23	20	30	53	29	95	4	26	17	11	99
	21%	12%	24%	12%	32%	23%	17%	12%	22%	20%	11%	25%	26%	24%	22%	17%	32%	12%	24%	19%	13%	16%	20%	29%	44%	22%	8%	17%	18%	19%	19%
I do not like him but I like his policies	37	13	5	4	5	17	25	17	16	21	20	14	5	18	12	11	7	6	13	23	13	10	11	13	6	34	3	7	3	5	37
	7%	9%	4%	14%	10%	6%	9%	10%	8%	7%	11%	5%	8%	9%	7%	7%	7%	8%	7%	7%	7%	8%	8%	7%	9%	8%	5%	5%	3%	8%	7%
I do not like him and I do not like his policies	194	5	79	15	23	153	79	20	80	114	11	173	21	71	68	48	35	39	74	116	78	52	55	61	18	154	26	23	62	31	202
	38%	4%	63%	49%	49%	57%	29%	12%	37%	39%	6%	60%	39%	34%	41%	30%	34%	56%	43%	36%	44%	41%	37%	33%	27%	36%	53%	15%	64%	55%	40%
Don't know	18	1	1	1	1	5	5	2	6	12	5	12	2	5	3	6	6	3	9	9	8	5	4	6	1	15	3	1	2	2	18
	4%	*	1%	4%	1%	2%	2%	1%	3%	4%	3%	4%	3%	2%	2%	4%	6%	4%	5%	3%	5%	4%	2%	3%	2%	4%	6%	*	2%	3%	4%
Combinations - Summary net																															
Like David Cameron	258	116	39	10	18	91	167	126	112	146	144	87	28	117	82	95	53	23	76	177	76	59	78	103	41	226	17	122	29	19	252
	51%	86%	32%	33%	39%	34%	60%	76%	52%	50%	80%	30%	50%	55%	50%	59%	53%	33%	44%	54%	44%	47%	53%	56%	62%	53%	36%	80%	31%	33%	50%
Do not like David Cameron	231	18	84	19	28	170	104	37	96	135	32	188	26	89	80	59	42	45	87	139	90	62	67	74	23	188	28	30	65	36	239
	46%	13%	68%	63%	59%	64%	38%	22%	45%	46%	18%	65%	47%	42%	48%	37%	41%	64%	51%	43%	52%	49%	45%	40%	36%	44%	58%	20%	68%	64%	47%
Like his policies	189	112	15	11	8	46	144	123	82	108	145	28	18	86	57	80	28	20	48	137	66	49	60	64	18	165	16	103	16	13	190
	37%	84%	12%	35%	18%	17%	52%	75%	38%	37%	80%	10%	33%	41%	35%	50%	27%	29%	28%	42%	38%	39%	40%	35%	27%	38%	33%	67%	16%	22%	37%
Do not like his policies	300	21	108	19	38	214	127	40	126	174	31	246	36	121	105	75	67	48	115	179	101	71	85	114	46	249	30	49	79	42	301
	59%	16%	87%	61%	81%	81%	46%	24%	59%	59%	17%	86%	65%	57%	63%	47%	67%	68%	67%	55%	58%	57%	57%	62%	71%	58%	61%	32%	82%	74%	59%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 19

(MAR15)Q12b. Which of these statements comes closest to your views of Ed Miliband, the leader of the Labour party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like him and I like his policies	121 24%	70 22%	94 23%	92 23%	86 23%	72 22%	10 29%	51 22%	70 26%	46 30%	42 25%	33 18%	17 27%	29 32%	21 27%	21 24%	10 15%	23 19%	9 16%	31 25%	31 22%	31 26%	28 23%	62 24%	59 24%	117 23%
I like him but I do not like his policies	58 11%	37 12%	47 12%	46 12%	44 12%	39 12%	4 11%	23 16%	35 10%	12 8%	20 12%	26 14%	6 4%	8 9%	13 16%	7 8%	14 20%	12 10%	7 12%	15 12%	11 8%	17 14%	16 13%	26 10%	33 13%	56 11%
I do not like him but I like his policies	79 16%	52 17%	71 18%	70 18%	66 18%	56 17%	5 13%	42 18%	37 14%	33 21%	30 18%	17 9%	11 17%	22 24%	16 20%	14 16%	9 13%	8 7%	3 6%	22 18%	26 19%	14 12%	17 14%	48 18%	31 13%	80 16%
I do not like him and I do not like his policies	205 41%	139 45%	173 43%	171 43%	159 43%	150 45%	12 32%	104 44%	102 37%	47 30%	64 38%	94 51%	22 35%	25 27%	38 34%	31 42%	63 45%	29 54%	29 52%	51 41%	65 47%	39 33%	50 40%	116 44%	89 36%	217 43%
Don't know	43 8%	15 5%	18 4%	17 4%	15 4%	15 4%	6 16%	14 6%	29 10%	17 11%	11 7%	15 8%	9 14%	8 8%	2 3%	9 10%	4 6%	11 9%	7 13%	5 4%	5 4%	19 16%	14 11%	11 4%	32 13%	39 8%
Combinations - Summary net																										
Like Ed Miliband	179 35%	107 34%	141 35%	138 35%	130 35%	110 33%	15 40%	74 32%	105 39%	58 37%	62 37%	59 32%	20 33%	37 40%	34 43%	29 32%	24 36%	35 30%	16 29%	46 37%	42 30%	48 40%	44 35%	87 33%	92 38%	173 34%
Do not like Ed Miliband	285 56%	191 61%	244 61%	240 61%	224 61%	207 62%	16 44%	146 62%	139 51%	80 52%	94 56%	111 60%	32 52%	48 51%	42 54%	52 58%	40 58%	71 61%	32 58%	74 59%	91 66%	53 44%	68 54%	164 63%	121 49%	297 58%
Like his policies	200 40%	122 39%	165 41%	162 41%	151 41%	128 39%	15 41%	93 40%	108 39%	79 51%	72 43%	50 27%	27 44%	52 56%	37 47%	35 40%	19 28%	31 26%	12 22%	53 43%	57 41%	45 38%	46 37%	110 42%	91 37%	197 39%
Do not like his policies	264 52%	176 56%	220 55%	217 55%	203 55%	189 57%	16 43%	127 54%	137 50%	59 38%	84 50%	120 65%	25 41%	33 36%	39 50%	45 50%	45 66%	75 65%	36 65%	66 53%	76 55%	56 47%	66 53%	142 54%	122 50%	273 54%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Table 20

(MAR15)Q12b. Which of these statements comes closest to your views of Ed Miliband, the leader of the Labour party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509	
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509	
I like him and I like his policies	121	8	74	7	4	97	31	15	47	75	26	80	14	48	28	30	39	22	61	58	32	26	31	58	28	107	6	13	42	15	117	
	24%	6%	60%	22%	9%	37%	11%	9%	22%	25%	15%	28%	26%	23%	17%	19%	39%	31%	36%	18%	19%	21%	21%	32%	43%	25%	12%	8%	43%	26%	23%	
I like him but I do not like his policies	58	20	8	6	8	27	39	26	19	39	30	28	8	22	18	26	7	8	15	44	21	17	12	25	9	54	4	29	12	5	56	
	11%	15%	6%	19%	17%	10%	14%	16%	9%	13%	16%	10%	14%	11%	11%	16%	7%	11%	8%	13%	12%	13%	8%	14%	13%	8%	19%	12%	9%	11%		
I do not like him but I like his policies	79	10	31	8	1	53	32	17	44	36	23	49	13	37	42	15	16	5	21	57	28	24	27	25	12	67	4	11	28	17	80	
	16%	7%	25%	25%	3%	20%	12%	11%	21%	12%	13%	17%	23%	17%	26%	9%	16%	7%	12%	18%	16%	19%	18%	13%	18%	16%	8%	7%	29%	30%	16%	
I do not like him and I do not like his policies	205	93	7	7	33	77	163	100	91	114	92	102	14	91	68	80	29	22	51	148	71	44	67	67	14	166	27	99	10	16	217	
	41%	70%	6%	23%	71%	29%	59%	61%	43%	39%	51%	36%	25%	43%	41%	50%	28%	31%	30%	46%	41%	35%	45%	36%	21%	39%	56%	65%	11%	29%	43%	
Don't know	43	3	4	3	-	12	11	7	13	30	10	28	6	14	9	9	11	13	24	18	22	15	11	9	3	35	7	2	5	3	39	
	8%	2%	3%	11%	-s	4%	4%	4%	6%	10%	5%	10%	11%	7%	5%	6%	11%	19%	14%	6%	13%	12%	8%	5%	4%	8%	15%	1%	5%	6%	8%	
Combinations - Summary net																																
Like Ed Miliband	179	28	82	13	12	124	70	40	65	114	56	108	22	70	46	56	46	30	76	102	53	43	43	83	37	161	10	41	54	20	173	
	35%	21%	66%	41%	27%	47%	25%	25%	31%	39%	31%	38%	40%	33%	28%	35%	45%	43%	44%	31%	30%	34%	29%	45%	56%	38%	21%	27%	56%	35%	34%	
Do not like Ed Miliband	285	103	38	14	34	130	195	117	135	150	115	151	27	128	110	95	44	27	72	205	99	68	94	91	26	233	31	110	38	34	297	
	56%	77%	31%	47%	73%	49%	71%	71%	63%	51%	64%	53%	49%	60%	67%	59%	44%	39%	42%	63%	57%	54%	63%	50%	39%	54%	64%	72%	39%	59%	58%	
Like his policies	200	18	106	14	6	151	63	32	90	110	49	128	27	85	70	45	55	27	82	115	60	50	57	83	40	174	10	23	69	32	197	
	40%	13%	85%	47%	12%	57%	23%	20%	42%	38%	27%	45%	50%	40%	43%	28%	54%	39%	48%	35%	35%	40%	39%	45%	61%	41%	21%	15%	72%	56%	39%	
Do not like his policies	264	113	14	13	41	104	202	126	110	154	122	130	22	113	86	106	35	30	65	192	92	61	79	92	23	220	31	128	22	21	273	
	52%	84%	12%	42%	88%	39%	73%	76%	51%	52%	67%	46%	40%	54%	52%	66%	35%	42%	38%	59%	53%	48%	54%	50%	35%	51%	64%	83%	23%	38%	54%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 21

(MAR15)Q12c. Which of these statements comes closest to your views of Nick Clegg, the leader of the Liberal Democrats?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like him and I like his policies	93	60	82	80	74	66	5	45	48	27	36	29	14	13	19	18	9	20	12	26	26	16	25	52	41	91
18%		19%	20%	20%	20%	20%	12%	19%	18%	18%	22%	16%	23%	14%	24%	20%	14%	17%	22%	21%	19%	14%	20%	20%	17%	18%
I like him but I do not like his policies	135	95	120	117	109	102	6	65	70	31	47	58	5	25	24	23	24	34	17	37	36	36	26	73	62	139
27%		31%	30%	30%	30%	31%	16%	28%	26%	20%	28%	31%	9%	27%	30%	26%	35%	29%	32%	30%	26%	31%	21%	28%	25%	27%
I do not like him but I like his policies	50	26	44	44	39	30	3	24	26	24	15	10	11	13	9	6	4	7	3	11	22	8	9	33	17	49
10%		8%	11%	11%	10%	9%	9%	10%	9%	16%	9%	6%	18%	14%	12%	7%	5%	6%	5%	9%	16%	6%	7%	12%	7%	10%
I do not like him and I do not like his policies	175	116	136	135	129	119	14	85	90	51	54	70	22	29	21	33	22	48	19	40	47	39	49	87	88	182
35%		37%	34%	34%	35%	36%	37%	36%	33%	33%	32%	38%	36%	31%	27%	37%	32%	41%	35%	32%	34%	32%	39%	33%	36%	36%
Don't know	54	15	21	20	19	15	9	15	39	21	14	18	8	13	5	9	10	9	3	11	7	20	16	18	36	48
11%		5%	5%	5%	5%	5%	25%	7%	14%	14%	8%	10%	14%	14%	7%	10%	14%	7%	6%	9%	5%	17%	13%	7%	15%	9%
Combinations - Summary net																										
Like Nick Clegg	228	155	202	197	183	168	10	110	118	58	83	87	20	38	43	41	33	54	30	63	62	53	51	125	103	230
45%		50%	50%	50%	50%	51%	28%	47%	43%	38%	50%	47%	32%	41%	55%	46%	49%	46%	54%	51%	45%	44%	40%	48%	42%	45%
Do not like Nick Clegg	225	142	180	179	168	149	17	109	116	75	70	80	33	42	30	39	25	55	22	51	69	46	59	120	105	231
44%		46%	45%	45%	45%	45%	46%	46%	43%	49%	42%	43%	54%	45%	39%	44%	37%	47%	41%	41%	50%	39%	47%	46%	43%	45%
Like his policies	143	86	126	124	113	95	8	69	74	51	52	40	26	26	28	24	13	27	15	36	48	24	34	85	58	140
28%		28%	31%	31%	30%	29%	22%	29%	27%	33%	31%	21%	42%	28%	36%	27%	19%	23%	28%	29%	35%	20%	27%	32%	24%	28%
Do not like his policies	310	212	256	252	238	221	19	150	160	82	101	127	28	54	45	56	46	82	36	78	83	75	75	160	150	321
61%		68%	64%	64%	64%	67%	53%	64%	59%	53%	61%	69%	45%	58%	58%	63%	67%	70%	67%	62%	60%	63%	60%	61%	61%	63%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 22

(MAR15)Q12c. Which of these statements comes closest to your views of Nick Clegg, the leader of the Liberal Democrats?

Base : Approximately half the surveys

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier	North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con		Lab	LD
Unweighted Total	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509
I like him and I like his policies	93	28	24	20	4	57	61	48	40	53	50	31	10	43	29	26	24	12	37	55	28	21	23	42	14	81	7	21	25	19	91
	18%	21%	19%	66%	9%	21%	22%	29%	19%	18%	28%	11%	19%	20%	17%	16%	24%	17%	21%	17%	16%	17%	15%	23%	21%	19%	14%	14%	26%	33%	18%
I like him but I do not like his policies	135	55	30	6	5	56	81	61	65	71	55	71	18	61	54	47	20	11	31	101	41	29	42	53	19	116	12	61	21	12	139
	27%	41%	25%	18%	10%	21%	29%	37%	30%	24%	30%	25%	32%	29%	33%	30%	20%	16%	18%	31%	23%	23%	28%	29%	30%	27%	24%	40%	22%	21%	27%
I do not like him but I like his policies	50	13	18	4	1	29	24	17	24	26	22	25	6	21	21	14	9	4	14	35	18	14	13	19	8	45	4	15	6	7	49
	10%	10%	14%	13%	3%	11%	9%	10%	11%	9%	12%	9%	11%	10%	12%	9%	9%	6%	8%	11%	10%	11%	9%	10%	13%	10%	8%	10%	6%	12%	10%
I do not like him and I do not like his policies	175	33	43	-	34	104	94	33	67	108	41	126	15	68	48	58	30	34	64	107	65	45	57	52	17	142	21	50	37	17	182
	35%	25%	35%	-s	73%	39%	34%	20%	31%	37%	22%	44%	26%	32%	29%	36%	30%	48%	37%	33%	37%	36%	38%	29%	27%	33%	42%	32%	38%	31%	36%
Don't know	54	5	9	1	2	21	16	6	18	36	13	33	6	18	13	14	17	10	27	27	23	17	14	17	6	45	5	7	9	1	48
	11%	4%	7%	3%	5%	8%	6%	3%	8%	12%	7%	11%	12%	9%	8%	9%	17%	14%	15%	8%	13%	14%	9%	9%	10%	11%	11%	4%	9%	3%	9%
Combinations - Summary net																															
Like Nick Clegg	228	83	54	26	9	113	142	109	105	124	105	102	28	104	83	74	44	23	68	157	69	50	64	95	33	197	19	82	45	31	230
	45%	62%	44%	84%	19%	42%	51%	66%	49%	42%	58%	36%	51%	49%	50%	46%	44%	33%	39%	48%	39%	40%	43%	52%	51%	46%	38%	53%	47%	55%	45%
Do not like Nick Clegg	225	46	61	4	36	132	118	50	91	134	62	151	21	90	69	73	39	38	78	142	83	59	70	72	26	187	25	65	42	24	231
	44%	35%	49%	13%	76%	50%	43%	31%	43%	46%	35%	53%	37%	42%	42%	45%	39%	54%	45%	43%	48%	46%	47%	39%	39%	44%	51%	42%	44%	43%	45%
Like his policies	143	41	41	24	5	86	85	65	64	79	72	57	16	64	49	41	34	16	50	90	46	35	36	61	22	126	11	36	30	26	140
	28%	31%	33%	79%	12%	32%	31%	40%	30%	27%	40%	20%	29%	30%	30%	25%	33%	23%	29%	28%	26%	28%	24%	33%	34%	29%	23%	23%	31%	45%	28%
Do not like his policies	310	88	73	6	39	160	174	94	131	179	95	197	32	129	102	106	50	45	95	208	106	74	99	105	37	258	32	111	57	29	321
	61%	66%	59%	18%	84%	60%	63%	57%	62%	61%	53%	69%	59%	61%	62%	66%	50%	63%	55%	64%	61%	59%	67%	57%	56%	60%	66%	72%	59%	52%	63%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 23

(MAR15)Q12d. Which of these statements comes closest to your views of Nigel Farage, the leader of the UK Independence Party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain					Would NOT vote																			
		(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total	
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like him and I like his policies	95 19%	66 21%	86 21%	85 21%	78 21%	68 20%	4 10%	53 22%	43 16%	19 12%	29 17%	47 26%	9 15%	10 11%	11 14%	18 21%	23 34%	24 21%	7 12%	18 15%	21 16%	19 16%	36 29%	40 15%	55 23%	96 19%
I like him but I do not like his policies	72 14%	43 14%	61 15%	60 15%	54 15%	49 15%	4 11%	50 21%	22 8%	18 12%	27 16%	27 15%	8 13%	10 11%	15 19%	13 15%	10 14%	17 15%	10 18%	18 15%	14 10%	23 19%	17 14%	32 12%	40 16%	73 14%
I do not like him but I like his policies	48 9%	30 10%	38 10%	38 10%	35 9%	31 9%	3 7%	22 9%	26 9%	18 12%	19 11%	11 6%	7 11%	11 12%	12 15%	7 8%	2 3%	9 7%	5 9%	9 8%	16 12%	10 9%	12 9%	25 10%	22 10%	41 9%
I do not like him and I do not like his policies	225 44%	150 48%	189 47%	185 47%	175 47%	160 48%	11 30%	93 40%	132 48%	73 47%	80 48%	73 39%	28 46%	44 48%	38 48%	42 47%	26 37%	47 40%	22 39%	75 61%	77 56%	36 30%	37 29%	152 58%	73 30%	246 48%
Don't know	66 13%	24 8%	30 7%	28 7%	27 7%	24 7%	15 42%	16 7%	50 18%	27 17%	12 7%	27 15%	10 16%	17 18%	3 4%	9 10%	8 12%	20 17%	12 22%	3 2%	9 7%	31 26%	23 19%	12 5%	54 22%	53 10%
Combinations - Summary net																										
Like Nigel Farage	167 33%	109 35%	146 36%	145 37%	132 36%	117 35%	8 21%	103 44%	65 24%	37 24%	56 34%	74 40%	17 27%	20 22%	25 32%	31 35%	33 48%	41 35%	16 30%	37 29%	35 26%	42 35%	53 43%	72 28%	95 39%	169 33%
Do not like Nigel Farage	273 54%	180 58%	227 56%	223 56%	210 57%	191 58%	14 37%	115 49%	158 58%	90 59%	99 59%	84 45%	35 57%	56 60%	50 64%	49 55%	28 41%	56 48%	26 48%	85 68%	93 67%	47 39%	49 39%	178 68%	95 39%	287 56%
Like his policies	143 28%	95 30%	124 31%	123 31%	113 31%	98 30%	6 17%	74 32%	69 25%	37 24%	48 29%	58 31%	16 26%	21 23%	22 29%	26 29%	25 37%	33 28%	11 20%	28 22%	37 27%	30 25%	48 38%	65 25%	78 32%	137 27%
Do not like his policies	297 59%	194 62%	249 62%	244 62%	229 62%	209 63%	15 41%	143 61%	154 57%	90 59%	107 64%	100 54%	36 58%	54 59%	52 67%	55 62%	35 51%	65 55%	31 57%	94 75%	91 66%	59 49%	54 43%	185 70%	113 46%	319 63%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 24

(MAR15)Q12d. Which of these statements comes closest to your views of Nigel Farage, the leader of the UK Independence Party?

Base : Approximately half the surveys

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Total renter	Total owner occup- ier	North	North excl. Scot	Mid- lands	South	Grea- ter London	Eng- land	Scot	Con	Lab	LD	
Unweighted Total	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509
I like him and I like his policies	95	30	9	2	32	48	69	32	34	61	38	52	5	45	30	35	14	15	29	65	27	22	38	30	5	81	5	46	9	4	96
	19%	22%	7%	8%	69%	18%	25%	20%	16%	21%	21%	18%	9%	21%	18%	22%	14%	21%	17%	20%	16%	17%	26%	16%	8%	19%	11%	30%	9%	8%	19%
I like him but I do not like his policies	72	25	17	6	4	30	38	31	35	37	37	26	9	34	20	22	18	12	30	42	21	20	24	28	13	66	2	29	17	9	73
	14%	19%	14%	18%	8%	11%	14%	19%	17%	13%	21%	9%	16%	16%	12%	14%	18%	17%	17%	13%	12%	15%	16%	15%	21%	15%	3%	19%	18%	17%	14%
I do not like him but I like his policies	48	14	10	2	10	25	29	16	24	24	22	24	2	29	17	18	6	6	12	35	14	9	16	18	3	40	5	20	10	4	41
	9%	10%	8%	8%	21%	9%	10%	10%	11%	8%	12%	8%	4%	14%	10%	11%	6%	9%	7%	11%	8%	7%	11%	10%	4%	9%	11%	13%	10%	6%	8%
I do not like him and I do not like his policies	225	53	78	18	-	141	115	71	98	127	61	146	34	84	85	69	42	22	64	155	87	56	60	79	29	184	31	49	52	37	246
	44%	40%	63%	58%	-s	53%	42%	43%	46%	43%	34%	51%	61%	40%	52%	43%	42%	31%	37%	48%	50%	44%	41%	43%	44%	43%	63%	32%	54%	65%	48%
Don't know	66	12	10	3	1	23	25	14	22	45	22	38	5	20	13	16	20	16	37	29	26	20	10	30	15	58	6	9	8	2	53
	13%	9%	8%	8%	2%	8%	9%	9%	10%	15%	12%	13%	9%	9%	8%	10%	20%	23%	21%	9%	15%	16%	7%	16%	23%	14%	12%	6%	8%	4%	10%
Combinations - Summary net																															
Like Nigel Farage	167	55	26	8	36	78	107	63	70	98	75	78	14	79	50	57	32	26	59	107	48	41	62	57	19	147	7	75	26	14	169
	33%	41%	21%	26%	77%	29%	39%	38%	33%	33%	41%	27%	26%	37%	30%	36%	32%	37%	34%	33%	28%	33%	42%	31%	29%	34%	14%	49%	27%	25%	33%
Do not like Nigel Farage	273	67	88	20	10	165	144	87	122	151	83	170	36	113	102	87	48	28	76	189	100	65	76	96	31	224	36	69	62	40	287
	54%	50%	71%	66%	21%	62%	52%	53%	57%	52%	46%	59%	65%	53%	62%	54%	48%	40%	44%	58%	57%	51%	51%	52%	48%	52%	74%	45%	64%	72%	56%
Like his policies	143	44	19	5	42	73	98	49	58	85	59	76	7	74	47	53	20	21	41	100	41	31	55	48	8	121	11	66	19	8	137
	28%	33%	15%	16%	90%	27%	35%	30%	27%	29%	33%	27%	14%	35%	28%	33%	20%	30%	24%	31%	23%	24%	37%	26%	12%	28%	22%	43%	20%	14%	27%
Do not like his policies	297	78	96	23	4	171	154	102	133	164	99	172	42	118	106	92	60	34	94	197	108	76	84	106	42	250	32	78	69	46	319
	59%	59%	77%	76%	8%	64%	56%	62%	62%	56%	55%	60%	77%	56%	64%	57%	60%	47%	55%	61%	62%	60%	56%	58%	65%	58%	66%	51%	72%	82%	63%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

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Ipsos MORI

Ipsos MORI Political Monitor - March 2015

Table 25

(MAR15)Q12e. Which of these statements comes closest to your views of Nicola Sturgeon, the leader of the Scottish National Party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like her and I like her policies	89 18%	57 18%	73 18%	73 18%	66 18%	58 18%	6 17%	36 15%	53 19%	23 15%	37 22%	29 16%	11 17%	12 13%	13 17%	24 27%	9 13%	20 17%	10 18%	20 16%	23 16%	20 17%	26 21%	43 16%	46 19%	93 18%
I like her but I do not like her policies	71 14%	42 13%	62 15%	61 15%	53 14%	46 14%	3 9%	39 17%	32 12%	24 15%	20 12%	28 15%	8 13%	16 17%	11 14%	9 10%	7 11%	20 11%	7 12%	20 16%	21 15%	21 17%	10 8%	40 15%	31 13%	77 15%
I do not like her but I like her policies	17 3%	13 4%	15 4%	15 4%	14 4%	13 4%	1 3%	11 5%	6 2%	4 2%	7 4%	7 4%	1 2%	3 3%	3 4%	4 4%	3 5%	4 3%	2 4%	9 8%	2 1%	1 1%	5 4%	11 4%	6 2%	20 4%
I do not like her and I do not like her policies	146 29%	104 33%	131 32%	129 33%	121 33%	114 35%	3 9%	81 34%	65 24%	36 24%	39 23%	70 38%	17 28%	19 21%	19 25%	20 22%	21 31%	50 42%	22 40%	39 32%	39 28%	32 27%	36 28%	78 30%	68 28%	150 29%
Don't know	183 36%	97 31%	122 30%	118 30%	116 31%	100 30%	23 62%	67 29%	116 42%	67 44%	65 39%	51 28%	25 40%	43 46%	32 41%	33 37%	28 41%	23 20%	14 26%	36 29%	53 39%	45 38%	49 39%	89 34%	94 38%	169 33%
Combinations - Summary net																										
Like Nicola Sturgeon	160 32%	99 32%	135 34%	134 34%	119 32%	104 31%	10 26%	75 32%	85 31%	47 30%	57 34%	57 31%	18 30%	28 30%	24 31%	33 37%	16 24%	41 35%	17 30%	40 32%	43 31%	41 35%	36 28%	83 32%	77 31%	170 33%
Do not like Nicola Sturgeon	164 32%	117 37%	146 36%	143 36%	134 36%	128 38%	4 12%	92 39%	72 26%	40 26%	46 27%	77 42%	18 30%	22 23%	22 28%	24 27%	24 35%	53 46%	24 44%	49 39%	41 30%	33 28%	41 32%	90 34%	74 30%	170 33%
Like her policies	107 21%	70 22%	88 22%	88 22%	80 22%	72 22%	7 20%	47 20%	60 22%	26 17%	44 26%	36 20%	12 19%	15 16%	16 21%	28 31%	12 18%	24 21%	12 22%	30 24%	25 18%	21 18%	31 25%	54 21%	52 21%	113 22%
Do not like her policies	217 43%	146 47%	193 48%	190 48%	174 47%	160 48%	6 17%	120 51%	98 36%	60 39%	59 35%	98 53%	25 41%	35 38%	30 39%	29 32%	28 41%	70 60%	29 52%	59 47%	60 43%	53 44%	46 36%	119 45%	98 40%	227 45%

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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Ipsos MORI Political Monitor - March 2015

Table 26

(MAR15)Q12e. Which of these statements comes closest to your views of Nicola Sturgeon, the leader of the Scottish National Party?

Base : Approximately half the surveys

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2010 General Election)			UnWgt Total
		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	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509	
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509	
I like her and I like her policies	89	12	23	7	4	62	51	19	32	57	20	59	12	33	25	27	22	15	36	52	41	20	24	24	11	59	22	8	29	11	93	
	18%	9%	19%	24%	8%	23%	18%	12%	15%	20%	11%	21%	22%	16%	15%	17%	21%	21%	21%	16%	24%	16%	16%	13%	17%	14%	45%	5%	30%	19%	18%	
I like her but I do not like her policies	71	23	19	6	5	34	37	28	28	43	30	41	7	32	21	25	19	5	24	46	18	13	23	30	15	58	5	33	11	7	77	
	14%	17%	16%	19%	10%	13%	14%	17%	13%	15%	17%	14%	13%	15%	13%	16%	19%	7%	14%	14%	10%	10%	16%	16%	23%	14%	10%	22%	12%	13%	15%	
I do not like her but I like her policies	17	6	5	-	4	12	13	6	8	10	6	11	2	8	10	2	4	-	4	13	2	1	6	9	1	15	1	3	4	6	20	
	3%	4%	4%	-s	8%	4%	5%	3%	4%	3%	3%	4%	4%	4%	6%	2%	4%	-s	2%	4%	1%	1%	4%	5%	2%	3%	3%	2%	4%	11%	4%	
I do not like her and I do not like her policies	146	63	32	12	17	65	95	75	64	82	66	68	12	62	44	64	17	18	35	108	57	40	44	46	12	124	17	71	23	15	150	
	29%	47%	26%	40%	35%	24%	35%	46%	30%	28%	37%	24%	22%	29%	27%	40%	17%	26%	20%	33%	33%	32%	29%	25%	19%	29%	34%	47%	24%	26%	29%	
Don't know	183	31	45	5	18	94	80	36	82	101	58	107	22	77	65	42	40	33	73	107	57	53	52	75	26	173	4	37	29	17	169	
	36%	23%	36%	17%	38%	35%	29%	22%	38%	34%	32%	37%	40%	36%	39%	26%	39%	47%	42%	33%	32%	42%	35%	41%	40%	40%	8%	24%	30%	30%	33%	
Combinations - Summary net																																
Like Nicola Sturgeon	160	35	43	13	9	96	88	48	60	100	50	101	19	64	45	52	40	19	60	98	59	33	47	54	26	117	27	41	40	18	170	
	32%	26%	34%	43%	18%	36%	32%	29%	28%	34%	28%	35%	35%	30%	27%	33%	40%	27%	35%	30%	34%	26%	32%	30%	40%	27%	55%	27%	42%	32%	33%	
Do not like Nicola Sturgeon	164	68	37	12	20	77	108	80	72	92	72	79	14	70	55	66	21	18	39	121	59	41	50	55	13	139	18	74	27	21	170	
	32%	51%	30%	40%	43%	29%	39%	49%	34%	31%	40%	28%	26%	33%	33%	41%	21%	26%	23%	37%	34%	33%	34%	30%	20%	32%	37%	49%	28%	37%	33%	
Like her policies	107	18	28	7	8	74	64	25	40	67	26	70	14	41	35	30	26	15	40	65	44	20	30	33	12	74	23	11	32	17	113	
	21%	13%	22%	24%	16%	28%	23%	15%	19%	23%	15%	24%	26%	19%	21%	19%	25%	21%	23%	20%	25%	16%	20%	18%	19%	17%	48%	7%	34%	31%	22%	
Do not like her policies	217	85	52	18	21	99	133	103	92	125	96	110	19	94	65	89	36	23	59	154	74	53	67	76	27	182	21	105	35	22	227	
	43%	64%	42%	59%	46%	37%	48%	63%	43%	43%	53%	38%	34%	44%	40%	55%	35%	33%	34%	47%	43%	42%	45%	41%	42%	43%	44%	68%	36%	39%	45%	

Fieldwork dates : 8th to 11th March 2015

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

Source : Ipsos MORI

*=Less than 0.5%

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

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Ipsos MORI Political Monitor - March 2015

Table 27

(MAR15)Q12f. Which of these statements comes closest to your views of Natalie Bennett, the leader of the Green party?

Base : Approximately half the surveys

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Total
Unweighted Total	509	341	427	419	395	360	30	250	259	110	172	227	45	65	77	95	90	137	45	144	166	97	102	310	199	509
Weighted Total	507	313	403	396	370	332	37	234	273	154	167	185	61	93	78	89	68	117	55	125	138	119	126	262	244	509
I like her and I like her policies	131 26%	81 26%	106 26%	103 26%	98 26%	87 26%	6 17%	55 23%	76 28%	47 31%	50 30%	34 18%	21 34%	26 28%	27 35%	23 25%	17 24%	17 15%	7 12%	38 30%	37 27%	22 19%	33 26%	75 29%	55 23%	128 25%
I like her but I do not like her policies	55 11%	41 13%	49 12%	48 12%	45 12%	43 13%	1 3%	29 13%	25 9%	9 6%	23 14%	22 12%	- s	9 10%	12 15%	11 13%	8 12%	14 12%	7 13%	13 11%	21 16%	13 11%	7 6%	35 13%	20 8%	61 12%
I do not like her but I like her policies	41 8%	21 7%	31 8%	31 8%	26 7%	24 7%	4 11%	21 9%	19 7%	14 9%	16 10%	10 5%	8 14%	6 6%	9 11%	8 9%	4 6%	6 5%	- s	12 10%	13 10%	10 8%	6 5%	25 10%	15 6%	45 9%
I do not like her and I do not like her policies	101 20%	74 24%	86 21%	86 22%	83 23%	78 23%	6 15%	62 26%	39 14%	25 16%	27 16%	49 27%	12 19%	13 14%	7 9%	19 22%	14 21%	35 30%	13 23%	25 20%	23 16%	23 19%	30 24%	48 18%	53 22%	103 20%
Don't know	180 36%	96 31%	131 32%	128 32%	117 32%	100 30%	20 54%	67 28%	113 42%	59 38%	51 31%	70 38%	20 33%	39 42%	23 30%	28 32%	25 37%	45 38%	28 52%	36 29%	43 31%	52 43%	49 39%	79 30%	101 41%	172 34%
Combinations - Summary net																										
Like Natalie Bennett	185 37%	122 39%	155 38%	151 38%	143 39%	131 39%	7 20%	84 36%	102 37%	56 37%	73 43%	56 30%	21 34%	35 38%	39 50%	34 38%	25 37%	31 27%	14 25%	51 41%	59 43%	35 29%	40 32%	110 42%	75 31%	189 37%
Do not like Natalie Bennett	141 28%	95 30%	117 29%	117 30%	110 30%	101 31%	10 26%	83 36%	58 21%	39 25%	43 26%	59 32%	20 33%	19 20%	16 21%	27 31%	18 27%	41 35%	13 23%	37 30%	36 26%	32 27%	36 29%	73 28%	68 28%	148 29%
Like her policies	171 34%	102 33%	137 34%	134 34%	124 34%	111 33%	10 28%	76 32%	95 35%	61 40%	66 39%	44 24%	29 48%	32 35%	36 46%	30 34%	21 30%	23 20%	7 12%	50 40%	51 37%	32 27%	39 31%	101 38%	71 29%	173 34%
Do not like her policies	155 31%	115 37%	136 34%	134 34%	128 35%	121 36%	7 18%	91 39%	64 24%	34 22%	50 30%	72 39%	12 19%	22 24%	19 25%	31 34%	22 33%	49 42%	20 36%	38 31%	44 32%	35 30%	38 30%	82 31%	73 30%	164 32%

Fieldwork dates : 8th to 11th March 2015

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Ipsos MORI Political Monitor - March 2015

Table 28

(MAR15)Q12f. Which of these statements comes closest to your views of Natalie Bennett, the leader of the Green party?

Base : Approximately half the surveys

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnWgt Total		
		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	509	138	135	30	51	281	284	168	201	308	176	297	109	158	174	186	76	63	139	360	170	110	160	179	54	420	60	157	109	65	509
Weighted Total	507	134	124	31	47	266	276	164	213	293	180	287	55	212	165	160	101	71	172	325	175	126	148	184	65	429	49	153	96	56	509
I like her and I like her policies	131	23	35	11	5	89	77	33	63	68	42	77	17	51	49	26	39	13	52	75	43	32	39	49	17	108	12	27	28	23	128
	26%	17%	28%	34%	12%	34%	28%	20%	29%	23%	23%	27%	30%	24%	30%	16%	38%	19%	30%	23%	25%	25%	26%	27%	26%	25%	24%	18%	29%	40%	25%
I like her but I do not like her policies	55	22	13	6	4	25	34	28	21	34	24	29	8	22	24	19	5	7	12	42	18	16	18	19	9	50	2	27	12	8	61
	11%	17%	11%	19%	8%	9%	12%	17%	10%	11%	13%	10%	14%	10%	14%	12%	5%	10%	7%	13%	10%	13%	12%	10%	14%	12%	4%	18%	12%	14%	12%
I do not like her but I like her policies	41	10	9	3	3	22	23	13	18	23	11	26	7	19	14	11	11	4	15	26	11	8	10	19	6	35	4	11	6	4	45
	8%	7%	7%	11%	7%	8%	8%	8%	8%	8%	6%	9%	13%	9%	9%	7%	10%	6%	9%	8%	7%	6%	7%	10%	9%	8%	8%	7%	6%	8%	9%
I do not like her and I do not like her policies	101	33	18	4	22	46	61	37	39	62	38	59	5	45	31	39	11	17	28	71	36	28	30	34	10	90	8	43	12	5	103
	20%	25%	15%	12%	46%	17%	22%	23%	18%	21%	21%	21%	10%	21%	19%	25%	11%	24%	16%	22%	21%	22%	20%	19%	15%	21%	17%	28%	13%	8%	20%
Don't know	180	45	48	7	13	85	82	52	73	107	66	95	18	75	47	65	36	29	64	112	66	42	52	63	24	146	23	45	39	17	172
	36%	34%	39%	23%	27%	32%	30%	32%	34%	37%	36%	33%	33%	35%	28%	41%	35%	41%	38%	34%	38%	34%	35%	34%	37%	34%	48%	29%	41%	30%	34%
Combinations - Summary net																															
Like Natalie Bennett	185	45	49	16	9	114	110	62	84	102	66	106	24	73	73	44	44	21	64	117	61	48	56	68	26	158	14	54	40	31	189
	37%	34%	39%	54%	20%	43%	40%	38%	39%	35%	37%	37%	44%	34%	44%	28%	43%	29%	37%	36%	35%	38%	38%	37%	39%	37%	28%	35%	41%	54%	37%
Do not like Natalie Bennett	141	43	27	7	25	67	84	50	57	84	49	85	13	64	46	51	22	21	43	96	48	36	41	53	15	125	12	54	18	9	148
	28%	32%	22%	23%	53%	25%	30%	31%	27%	29%	27%	30%	23%	30%	28%	32%	22%	30%	25%	30%	27%	28%	27%	29%	24%	29%	24%	35%	18%	16%	29%
Like her policies	171	33	44	14	9	111	100	47	80	91	53	103	24	70	63	37	49	18	67	100	55	39	49	68	23	143	15	38	33	27	173
	34%	24%	35%	46%	19%	42%	36%	28%	38%	31%	30%	36%	43%	33%	38%	23%	49%	25%	39%	31%	31%	31%	33%	37%	35%	33%	32%	25%	34%	48%	34%
Do not like her policies	155	56	32	10	25	70	94	65	60	95	62	88	13	67	55	58	16	24	40	113	54	44	48	53	19	140	10	70	24	12	164
	31%	42%	26%	31%	54%	26%	34%	40%	28%	32%	34%	31%	24%	32%	33%	36%	16%	34%	23%	35%	31%	35%	32%	29%	29%	33%	20%	46%	25%	22%	32%

Fieldwork dates : 8th to 11th March 2015

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

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