

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 1

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

Base : All

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Total Voting	793	459	671	26	381	412	206	291	295	82	124	161	130	118	178	70	218	231	157	187	449	344	806
Conservative	284	184	257	2	141	144	56	100	128	17	39	50	50	46	82	33	79	94	58	53	174	111	301
	36%	40%	38%	8%	37%	35%	27%	34%	43%	21%	31%	31%	38%	39%	46%	48%	36%	41%	37%	28%	39%	32%	37%
Labour	326	172	265	16	162	164	103	113	110	51	52	67	45	44	66	22	79	86	63	98	165	161	321
	41%	37%	40%	61%	43%	40%	50%	39%	37%	63%	42%	42%	35%	37%	37%	32%	36%	37%	40%	53%	37%	47%	40%
Liberal Democrats (Lib Dem)	110	57	87	7	45	65	33	49	28	12	21	27	22	9	18	8	35	29	26	20	64	46	106
	14%	12%	13%	25%	12%	16%	16%	17%	9%	15%	17%	17%	17%	8%	10%	11%	16%	13%	16%	11%	14%	13%	13%
Scottish Nationalist	16	11	16	-	8	8	5	8	3	2	4	3	4	1	2	1	4	2	2	7	6	10	17
	2%	2%	2%	-	2%	2%	3%	3%	1%	2%	3%	2%	3%	1%	1%	2%	2%	1%	2%	4%	1%	3%	2%
Plaid Cymru	5	3	3	1	1	4	2	*	2	-	2	*	-	2	-	-	1	*	2	2	1	3	6
	1%	1%	*	5%	*	1%	1%	*	1%	-	2%	*	-	2%	-	-	*	*	1%	1%	*	1%	1%
Green Party	22	12	16	-	7	15	1	12	9	-	1	11	1	8	1	1	11	5	5	*	16	6	24
	3%	3%	2%	-	2%	4%	*	4%	3%	-	1%	7%	1%	7%	*	1%	5%	2%	3%	*	4%	2%	3%
UKIP	14	10	13	-	8	6	2	4	8	-	2	-	4	2	6	3	5	4	-	4	9	4	12
	2%	2%	2%	-	2%	1%	1%	1%	3%	-	1%	-	3%	2%	4%	4%	2%	2%	-	2%	2%	1%	1%
British National Party	11	7	10	*	7	4	3	4	5	-	3	2	2	3	2	1	1	8	1	1	9	2	13
	1%	2%	1%	2%	2%	1%	1%	1%	2%	-	2%	1%	2%	3%	1%	1%	*	4%	*	1%	2%	1%	2%
Other	5	3	4	-	1	3	1	1	2	-	1	-	1	2	1	1	3	1	*	*	4	1	6
	1%	1%	1%	-	*	1%	1%	*	1%	-	1%	-	1%	1%	*	1%	1%	1%	*	*	1%	*	1%
"Conservative Lead over Labour"	-41	12	-8	-14	-21	-20	-47	-12	18	-34	-13	-17	5	2	16	11	*	8	-5	-45	9	-50	-20
	-5%	3%	-1%	-53%	-6%	-5%	-23%	-4%	6%	-42%	-10%	-10%	4%	2%	9%	16%	*	4%	-3%	-24%	2%	-15%	-2%
Undecided	81	38	59	3	38	43	25	25	31	12	13	15	10	21	10	5	14	30	17	19	44	36	73
	8%	7%	8%	3%	8%	8%	9%	7%	9%	10%	8%	8%	6%	14%	5%	7%	5%	10%	8%	8%	8%	8%	7%
Would not vote	104	3	12	65	57	47	46	40	18	24	22	20	21	8	10	1	23	23	27	32	45	59	100
	10%	1%	2%	69%	12%	9%	16%	11%	5%	20%	13%	10%	12%	5%	5%	2%	9%	8%	13%	13%	8%	13%	10%
Refused	25	16	24	-	9	15	9	5	11	1	8	-	5	5	6	3	4	9	5	5	14	11	23
	2%	3%	3%	-	2%	3%	3%	2%	3%	1%	5%	-	3%	3%	3%	4%	2%	3%	3%	2%	3%	2%	2%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 2

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

Base : All

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Total (Wgtd.)	Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisfi ed	Dissat isfied	Yes	Every one else	Bought on mortga ge	Owned outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	
Unweighted Total	1002	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	1002	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Total Voting	793	284	326	110	508	467	359	433	273	470	91	702	363	224	60	134	587	545	247	267	230	295	350	181	195	280	80	806
Conservative	284	284	-	-	-	284	132	153	32	247	29	255	134	100	18	26	235	201	84	66	105	113	126	76	182	32	11	301
	36%	100%	-	-	-	61%	37%	35%	12%	53%	32%	36%	37%	45%	30%	20%	40%	37%	34%	25%	46%	38%	36%	42%	93%	11%	14%	37%
Labour	326	-	326	-	326	-	149	177	200	98	40	286	160	71	23	67	231	220	105	132	84	110	159	71	4	216	13	321
	41%	-	100%	-	64%	-	42%	41%	73%	21%	44%	41%	44%	32%	38%	50%	39%	40%	43%	49%	36%	37%	45%	39%	2%	77%	16%	40%
Liberal Democrats (Lib Dem)	110	-	-	110	110	-	50	60	30	72	12	98	44	28	13	24	72	75	35	40	26	45	40	24	5	20	52	106
	14%	-	-	100%	22%	24%	14%	14%	11%	15%	13%	14%	12%	12%	21%	18%	12%	14%	14%	15%	11%	15%	11%	13%	2%	7%	65%	13%
Scottish Nationalist	16	-	-	-	16	16	8	8	5	9	2	14	6	3	1	5	10	8	8	15	1	-	7	1	1	1	1	17
	2%	-	-	-	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	4%	2%	1%	3%	6%	*	-	2%	*	*	*	1%	2%
Plaid Cymru	5	-	-	-	5	5	2	2	1	4	1	4	2	3	-	-	5	3	2	-	5	-	2	-	-	*	-	6
	1%	-	-	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	-	1%	*	1%	-	2%	-	*	-	-	*	-	1%
Green Party	22	-	-	-	22	22	9	13	3	16	3	18	6	10	4	2	16	15	7	2	4	16	9	5	-	6	2	24
	3%	-	-	-	4%	5%	2%	3%	1%	3%	4%	3%	2%	4%	7%	1%	3%	3%	3%	1%	2%	5%	2%	3%	-	2%	2%	3%
UKIP	14	-	-	-	14	14	2	12	-	11	-	14	4	6	-	4	10	12	2	3	2	9	3	4	3	1	2	12
	2%	-	-	-	3%	3%	1%	3%	-	2%	-	2%	1%	3%	-	3%	2%	2%	1%	1%	1%	3%	1%	2%	1%	*	2%	1%
British National Party	11	-	-	-	11	11	5	6	1	10	1	10	4	1	*	5	6	8	3	6	5	1	3	-	2	2	-	13
	1%	-	-	-	2%	2%	1%	1%	*	2%	2%	1%	1%	1%	1%	4%	1%	1%	1%	2%	2%	*	1%	-	1%	1%	-	2%
Other	5	-	-	-	5	5	2	3	*	3	1	3	2	2	*	*	4	4	1	3	-	1	2	-	-	2	-	6
	1%	-	-	-	1%	1%	*	1%	*	1%	1%	*	2	1	*	*	1%	1%	*	1%	-	*	1%	-	-	1%	-	1%
"Conservative Lead over Labour"	-41	284	-326	0	-326	284	-17	-24	-169	149	-11	-30	-26	29	-5	-41	4	-19	-22	-65	21	2	-33	5	178	-183	-2	-20
	-5%	100%	-100%	0%	-64%	61%	-5%	-6%	-62%	32%	-12%	-4%	-7%	13%	-8%	-30%	1%	-4%	-9%	-24%	9%	1%	-9%	3%	91%	-65%	-3%	-2%
Undecided	81	-	-	-	-	-	34	46	20	49	7	74	40	19	13	8	59	55	26	30	31	20	33	13	11	18	2	73
	8%	-	-	-	-	-	7%	9%	6%	8%	6%	8%	9%	7%	15%	5%	8%	8%	8%	9%	10%	6%	8%	6%	5%	6%	2%	7%
Would not vote	104	-	-	-	-	-	53	51	24	56	16	88	38	26	12	25	64	66	38	33	44	27	54	6	4	4	3	100
	10%	-	-	-	-	-	11%	9%	8%	9%	13%	10%	8%	9%	14%	15%	9%	10%	12%	10%	14%	8%	12%	3%	2%	1%	3%	10%
Refused	25	-	-	-	-	-	14	10	6	16	4	21	10	5	2	5	15	20	4	5	6	13	4	7	-	-	3	23
	2%	-	-	-	-	-	3%	2%	2%	3%	3%	2%	2%	2%	3%	3%	2%	3%	1%	2%	2%	4%	1%	3%	-	-	4%	2%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 3

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

Base : All certain to vote

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	548	548	548	-	244	304	88	198	262	17	71	97	101	106	156	69	166	179	83	120	345	203	548
Weighted Total	515	515	515	-	236	279	95	180	240	23	71	91	90	101	139	58	160	163	83	109	323	192	548
Total Voting	459	459	459	-	218	241	82	165	211	23	59	82	83	80	131	54	150	142	71	95	292	167	494
Conservative	184	184	184	-	93	91	28	57	100	6	21	25	32	34	66	30	58	60	32	34	118	66	202
	40%	40%	40%	-	43%	38%	33%	34%	47%	27%	36%	30%	39%	42%	50%	56%	39%	42%	45%	35%	40%	40%	41%
Labour	172	172	172	-	80	92	33	67	72	14	19	36	31	29	43	14	52	52	26	42	104	68	183
	37%	37%	37%	-	37%	38%	40%	41%	34%	59%	32%	44%	38%	37%	33%	26%	35%	37%	36%	44%	36%	41%	37%
Liberal Democrats (Lib Dem)	57	57	57	-	24	33	13	27	17	2	12	14	13	5	12	4	22	17	8	10	39	18	57
	12%	12%	12%	-	11%	14%	16%	16%	8%	8%	20%	17%	16%	7%	9%	7%	15%	12%	12%	10%	13%	11%	12%
Scottish Nationalist	11	11	11	-	5	5	4	4	3	2	3	1	2	1	2	1	2	-	2	6	2	8	13
	2%	2%	2%	-	2%	2%	5%	2%	1%	7%	4%	2%	3%	1%	2%	2%	2%	-	3%	6%	1%	5%	3%
Plaid Cymru	3	3	3	-	1	2	2	-	1	-	2	-	-	1	-	-	1	-	2	-	1	2	3
	1%	1%	1%	-	*	1%	2%	-	1%	-	3%	-	-	1%	-	-	1%	-	2%	-	*	1%	1%
Green Party	12	12	12	-	5	7	1	6	6	-	1	5	*	5	1	1	8	4	-	*	12	*	15
	3%	3%	3%	-	2%	3%	1%	3%	3%	-	1%	6%	*	6%	1%	1%	5%	3%	-	*	4%	*	3%
UKIP	10	10	10	-	6	4	2	1	7	-	2	-	1	1	6	3	4	3	-	3	7	3	9
	2%	2%	2%	-	3%	2%	2%	1%	4%	-	3%	-	2%	1%	5%	5%	3%	2%	-	3%	3%	2%	2%
British National Party	7	7	7	-	4	3	1	3	3	-	1	1	2	2	1	1	1	5	1	1	5	2	8
	2%	2%	2%	-	2%	1%	1%	2%	1%	-	1%	1%	2%	2%	1%	1%	1%	3%	1%	1%	2%	1%	2%
Other	3	3	3	-	-	3	-	1	2	-	-	-	1	2	1	1	2	1	*	-	3	*	4
	1%	1%	1%	-	-	1%	-	*	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	-	1%	*	1%
"Conservative Lead over Labour"	12	12	12	0	13	-1	-5	-10	27	-7	2	-11	1	5	23	16	6	8	7	-8	14	-2	19
	3%	3%	3%	0%	6%	*	-6%	-6%	13%	-32%	4%	-14%	1%	6%	17%	30%	4%	6%	9%	-9%	5%	-1%	4%
Undecided	38	38	38	-	14	24	7	11	20	-	7	8	4	16	4	3	9	15	8	6	24	14	34
	7%	7%	7%	-	6%	9%	7%	6%	8%	-	9%	9%	4%	16%	3%	5%	5%	9%	10%	6%	7%	7%	6%
Would not vote	3	3	3	-	*	3	2	1	*	-	2	1	*	*	-	-	-	1	*	2	1	2	4
	1%	1%	1%	-	*	1%	2%	1%	*	-	2%	1%	*	*	-	-	-	*	*	2%	*	1%	1%
Refused	16	16	16	-	4	12	4	3	9	-	4	-	3	5	4	1	1	6	3	5	7	9	16
	3%	3%	3%	-	2%	4%	4%	2%	4%	-	6%	-	4%	5%	3%	2%	1%	3%	4%	5%	2%	5%	3%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 4

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

Base : All certain to vote

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Total (Wgtd.)	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Yes	Every one else	Bought on mortgage	Owned outright	Private Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlands	South	Tabloid	Broad sheet	Conservative	Labour	
Unweighted Total	548	202	183	57	292	311	230	318	178	338	132	416	210	224	33	70	434	409	137	191	156	201	230	150	173	210	55	548
Weighted Total	515	184	172	57	275	287	222	294	169	314	62	453	232	166	30	77	398	368	146	173	147	195	227	140	159	197	56	548
Total Voting	459	184	172	57	275	287	195	264	150	284	56	402	206	150	26	70	355	327	131	156	127	175	210	125	152	184	51	494
Conservative	184	184	-	-	-	184	73	110	11	172	17	166	82	75	8	15	157	134	49	45	64	75	91	52	144	16	6	202
	40%	100%	-	-	-	64%	38%	42%	7%	60%	31%	41%	40%	50%	32%	21%	44%	41%	38%	29%	50%	43%	43%	42%	95%	9%	11%	41%
Labour	172	-	172	-	172	-	81	91	118	39	27	145	84	41	9	34	126	118	53	70	44	58	82	49	1	147	11	183
	37%	-	100%	-	63%	-	42%	34%	79%	14%	47%	36%	41%	28%	34%	48%	35%	36%	40%	45%	35%	33%	39%	39%	1%	80%	21%	37%
Liberal Democrats (Lib Dem)	57	-	-	57	57	-	26	32	15	38	6	51	28	15	3	10	43	39	18	21	11	25	23	15	2	13	31	57
	12%	-	-	100%	21%	20%	13%	12%	10%	13%	11%	13%	14%	10%	13%	15%	12%	12%	14%	14%	9%	14%	11%	12%	1%	7%	60%	12%
Scottish Nationalist	11	-	-	-	11	11	5	6	2	7	2	8	2	3	1	5	5	7	4	10	1	-	5	1	1	1	1	13
	2%	-	-	-	4%	4%	2%	2%	1%	2%	4%	2%	1%	2%	3%	7%	1%	2%	3%	6%	1%	-	3%	1%	*	*	2%	3%
Plaid Cymru	3	-	-	-	3	3	*	2	-	3	*	2	2	1	-	-	3	1	2	-	3	-	*	-	-	-	-	3
	1%	-	-	-	1%	1%	*	1%	-	1%	1%	1%	1%	1%	-	-	1%	*	1%	-	2%	-	*	-	-	-	-	1%
Green Party	12	-	-	-	12	12	5	7	2	8	2	10	2	6	4	-	8	9	3	2	1	9	3	4	-	3	2	15
	3%	-	-	-	4%	4%	3%	2%	1%	3%	3%	3%	1%	4%	16%	-	2%	3%	2%	1%	1%	5%	2%	3%	-	1%	3%	3%
UKIP	10	-	-	-	10	10	1	9	-	9	-	10	2	6	-	3	8	9	2	2	1	8	3	4	3	1	2	9
	2%	-	-	-	4%	4%	1%	3%	-	3%	-	3%	1%	4%	-	4%	2%	3%	1%	1%	1%	4%	1%	3%	2%	1%	3%	2%
British National Party	7	-	-	-	7	7	3	4	1	6	1	6	3	1	-	3	4	6	1	4	2	1	*	-	2	2	-	8
	2%	-	-	-	3%	2%	2%	1%	1%	2%	2%	1%	1%	*	-	5%	1%	2%	1%	3%	1%	1%	*	-	1%	1%	-	2%
Other	3	-	-	-	3	3	*	3	*	3	1	2	2	1	*	*	2	3	-	3	-	*	2	-	-	2	-	4
	1%	-	-	-	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	-	*	1%	-	-	1%	-	1%
"Conservative Lead over Labour"	12	184	-172	0	-172	184	-8	20	-107	133	-9	21	-2	34	-1	-19	31	16	-3	-24	19	17	9	4	143	-130	-5	19
	3%	100%	-100%	0%	-63%	64%	-4%	8%	-72%	47%	-16%	5%	-1%	22%	-2%	-27%	9%	5%	-3%	-16%	15%	9%	4%	3%	94%	-71%	-10%	4%
Undecided	38	-	-	-	-	-	17	20	11	21	2	36	21	12	2	3	33	25	13	16	13	9	15	8	7	13	2	34
	7%	-	-	-	-	-	8%	7%	7%	7%	4%	8%	9%	7%	6%	3%	8%	7%	9%	9%	9%	5%	6%	6%	4%	7%	4%	6%
Would not vote	3	-	-	-	-	-	1	2	2	1	1	2	-	*	-	3	*	*	2	1	2	1	1	-	-	-	*	4
	1%	-	-	-	-	-	*	1%	1%	*	1%	*	-	*	-	3%	*	*	1%	*	1%	*	-	-	-	-	1%	1%
Refused	16	-	-	-	-	-	9	7	6	8	2	13	6	4	2	1	10	16	-	1	5	10	2	7	-	-	2	16
	3%	-	-	-	-	-	4%	2%	4%	3%	4%	3%	3%	3%	8%	1%	3%	4%	-	1%	4%	5%	1%	5%	-	-	4%	3%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 5

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

Base : All

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Conservative	242	157	216	2	125	117	47	87	109	16	30	43	43	38	70	31	65	83	49	45	149	93	259
	24%	30%	28%	2%	26%	23%	16%	24%	31%	14%	18%	22%	26%	25%	34%	39%	25%	28%	24%	18%	27%	21%	26%
Labour	291	159	241	15	142	149	91	97	103	42	48	61	36	42	61	20	67	80	57	87	147	144	287
	29%	31%	31%	16%	29%	29%	32%	27%	29%	36%	29%	31%	22%	28%	30%	25%	26%	27%	28%	36%	27%	32%	29%
Liberal Democrats (Lib Dem)	85	41	67	4	37	48	27	40	18	11	16	22	19	7	11	4	25	18	24	18	43	42	80
	9%	8%	9%	4%	8%	9%	10%	11%	5%	9%	10%	11%	11%	5%	5%	5%	10%	6%	12%	8%	8%	9%	8%
Scottish Nationalist	11	9	11	-	5	6	5	3	3	2	3	2	2	1	2	1	3	-	2	5	3	7	13
	1%	2%	1%	-	1%	1%	2%	1%	1%	2%	1%	1%	1%	*	1%	2%	1%	-	1%	2%	1%	2%	1%
Plaid Cymru	5	3	3	1	1	4	2	*	2	-	2	*	-	2	-	-	1	*	2	2	1	3	6
	*	1%	*	1%	*	1%	1%	*	1%	-	1%	*	-	2%	-	-	*	*	1%	1%	*	1%	1%
Green Party	22	12	16	-	7	14	1	12	9	-	1	11	1	8	1	1	11	5	5	*	16	6	23
	2%	2%	2%	-	1%	3%	*	3%	2%	-	1%	6%	1%	5%	*	1%	4%	2%	3%	*	3%	1%	2%
UKIP	11	10	11	-	7	4	2	1	8	-	2	-	1	2	6	3	5	3	-	3	8	3	10
	1%	2%	1%	-	1%	1%	1%	*	2%	-	1%	-	1%	1%	3%	4%	2%	1%	-	1%	2%	1%	1%
Scottish Socialist Party	1	*	1	-	*	*	*	*	-	-	*	-	-	-	-	-	-	-	*	*	-	1	2
	*	*	*	-	*	*	*	*	-	-	*	-	-	-	-	-	-	-	*	*	-	*	*
Other	13	8	11	*	8	5	4	4	6	-	4	2	2	3	3	1	2	10	1	1	11	2	16
	1%	2%	1%	1%	2%	1%	1%	1%	2%	-	2%	1%	1%	2%	1%	2%	1%	3%	*	1%	2%	*	2%
Undecided	189	88	143	9	83	106	51	71	66	23	28	36	35	35	31	13	48	61	33	46	109	79	178
	19%	17%	19%	9%	17%	20%	18%	20%	19%	20%	17%	19%	21%	23%	15%	16%	19%	21%	16%	19%	20%	18%	18%
Would not vote	97	1	10	63	53	44	43	37	16	22	20	19	19	6	10	1	23	20	25	29	43	54	94
	10%	*	1%	66%	11%	8%	15%	10%	5%	19%	12%	9%	11%	4%	5%	2%	9%	7%	12%	12%	8%	12%	9%
Refused	36	27	36	-	16	20	14	7	15	1	12	-	7	7	9	4	10	12	7	7	22	14	34
	4%	5%	5%	-	3%	4%	5%	2%	4%	1%	7%	-	4%	4%	4%	5%	4%	4%	4%	3%	4%	3%	3%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 6

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

Base : All

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Total (Wgtd.)	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Yes	Everyone else	Bought on mortgage	Owned outright	Private Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlands	South	Tabloid	Broad sheet	Conservative	Labour	
Unweighted Total	1002	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	1002	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Conservative	242	242	-	-	-	242	111	131	25	213	26	216	117	81	16	23	198	166	75	57	86	99	109	64	160	27	9	259
	24%	85%	-	-	-	52%	24%	24%	8%	36%	22%	24%	26%	30%	18%	13%	27%	24%	24%	17%	28%	28%	25%	31%	76%	9%	11%	26%
Labour	291	-	291	-	291	-	126	165	188	81	36	255	139	65	21	62	204	200	91	115	74	103	151	65	3	200	11	287
	29%	-	89%	-	57%	-	27%	31%	58%	14%	30%	29%	31%	24%	24%	36%	28%	29%	29%	34%	24%	29%	34%	31%	2%	66%	12%	29%
Liberal Democrats (Lib Dem)	85	-	-	85	85	85	41	44	24	56	11	75	36	18	12	20	54	56	30	33	22	30	25	17	3	15	43	80
	9%	-	-	78%	17%	18%	9%	8%	8%	9%	9%	8%	8%	6%	13%	11%	7%	8%	9%	10%	7%	8%	6%	8%	1%	5%	49%	8%
Scottish Nationalist	11	-	-	-	11	11	5	6	3	6	2	9	3	2	1	5	4	6	5	11	-	-	6	-	-	1	1	13
	1%	-	-	-	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	2%	3%	-	-	1%	-	-	*	1%	1%
Plaid Cymru	5	-	-	-	5	5	2	2	1	4	1	4	2	3	-	-	5	3	2	-	5	-	2	-	-	*	-	6
	*	-	-	-	1%	1%	1%	*	1%	1%	1%	*	*	1%	-	-	1%	*	1%	-	2%	-	*	-	-	*	-	1%
Green Party	22	-	-	-	22	22	9	13	3	16	3	18	6	9	4	2	16	15	7	2	3	16	9	5	-	6	2	23
	2%	-	-	-	4%	5%	2%	2%	1%	3%	3%	2%	1%	3%	5%	1%	2%	2%	2%	1%	1%	4%	2%	2%	-	2%	2%	2%
UKIP	11	-	-	-	11	11	1	10	-	10	-	11	3	6	-	3	9	10	2	2	2	8	3	4	3	1	2	10
	1%	-	-	-	2%	2%	*	2%	-	2%	-	1%	1%	2%	-	2%	1%	1%	*	*	1%	2%	1%	2%	1%	*	2%	1%
Scottish Socialist Party	1	-	-	-	1	1	*	*	*	*	1	-	-	*	-	*	*	1	-	1	-	-	-	-	-	-	*	-
	*	-	-	-	*	*	*	*	*	*	1%	-	-	*	-	*	*	*	-	*	-	-	-	-	-	-	*	-
Other	13	-	-	-	13	13	6	7	1	12	2	12	4	3	1	5	7	9	4	7	5	2	4	-	2	2	-	16
	1%	-	-	-	3%	3%	1%	1%	*	2%	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	-	2%
Undecided	189	37	31	23	63	70	91	98	44	118	16	172	95	52	18	22	146	134	54	68	65	55	74	42	33	43	16	178
	19%	13%	9%	21%	12%	15%	20%	18%	14%	20%	14%	19%	21%	19%	20%	13%	20%	20%	17%	20%	21%	16%	17%	20%	16%	14%	19%	18%
Would not vote	97	-	-	-	-	-	49	47	22	52	16	81	34	25	12	22	59	61	35	32	38	27	50	4	4	4	3	94
	10%	-	-	-	-	-	11%	9%	7%	9%	13%	9%	8%	9%	14%	13%	8%	9%	11%	9%	12%	8%	11%	2%	2%	1%	3%	9%
Refused	36	6	4	2	6	8	19	17	11	22	4	32	12	10	2	9	23	25	11	8	12	16	10	6	3	3	1	34
	4%	2%	1%	1%	1%	2%	4%	3%	3%	4%	3%	4%	3%	4%	3%	5%	3%	4%	3%	2%	4%	4%	2%	3%	1%	1%	1%	3%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 7

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

Base : All undecided or refused

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	212	113	170	7	84	128	54	73	85	17	37	33	40	39	46	21	50	72	35	55	122	90	212
Weighted Total	225	115	179	9	99	126	65	78	82	25	40	36	42	42	40	17	58	73	41	53	131	94	212
Conservative	43	27	41	-	16	27	9	14	20	*	9	7	7	8	11	3	14	11	9	8	25	18	42
	19%	23%	23%	-	16%	21%	14%	18%	24%	2%	22%	20%	16%	20%	29%	15%	24%	15%	23%	16%	19%	19%	20%
Labour	35	13	24	1	20	15	13	15	7	9	4	6	9	2	5	3	12	6	6	11	18	17	34
	15%	11%	13%	9%	20%	12%	19%	19%	8%	36%	9%	16%	22%	5%	12%	16%	21%	8%	14%	21%	14%	18%	16%
Liberal Democrats (Lib Dem)	25	16	20	2	8	17	6	9	10	1	5	6	3	2	7	4	10	11	2	2	21	3	26
	11%	14%	11%	26%	8%	13%	9%	12%	12%	4%	12%	16%	8%	6%	18%	21%	18%	15%	4%	3%	16%	4%	12%
Scottish Nationalist	5	2	5	-	3	2	1	4	-	-	1	1	3	-	-	-	1	2	-	2	3	2	4
	2%	1%	3%	-	3%	2%	1%	6%	-	2%	4%	7%	-	-	-	-	1%	3%	-	4%	2%	2%	2%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	*	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	1
	*	*	*	-	-	*	-	*	-	-	-	-	1%	-	-	-	-	*	-	-	*	-	*
UKIP	3	-	2	-	1	2	-	3	-	-	-	-	3	-	-	-	-	1	-	2	1	2	2
	1%	-	1%	-	1%	1%	-	3%	-	-	-	-	6%	-	-	-	-	1%	-	3%	1%	2%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	2	-	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	2	-	1
	1%	1%	1%	-	-	1%	-	-	2%	-	-	-	-	4%	-	-	3%	-	-	-	1%	-	*
Undecided	81	38	59	3	38	43	25	25	31	12	13	15	10	21	10	5	14	30	17	19	44	36	73
	36%	33%	33%	33%	38%	34%	38%	31%	39%	48%	32%	41%	23%	51%	26%	31%	25%	41%	43%	36%	34%	39%	34%
Would not vote	8	2	2	3	4	3	3	3	1	2	2	1	2	1	-	-	-	3	2	3	3	5	6
	3%	2%	1%	32%	4%	3%	5%	4%	2%	6%	4%	3%	4%	4%	-	-	-	4%	4%	6%	2%	5%	3%
Refused	25	16	24	-	9	15	9	5	11	1	8	-	5	5	6	3	4	9	5	5	14	11	23
	11%	14%	13%	-	9%	12%	13%	7%	13%	4%	19%	-	13%	11%	15%	17%	8%	13%	13%	10%	11%	11%	11%

Fieldwork dates : 14th to 16th November 2008  
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Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 8

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

Base : All undecided or refused

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total	
		Total (Wgtd.)	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Yes	Everyone else	Bought on mortgage	Owned outright	Private Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlands	South	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	212	42	34	26	68	76	95	117	50	136	43	169	82	81	19	25	163	159	53	73	73	66	75	45	37	44	18	212	
Weighted Total	225	43	35	25	69	77	110	115	55	141	20	204	107	62	20	30	169	160	65	77	77	71	84	47	36	46	18	212	
Conservative	43	43	-	-	-	43	21	22	7	34	4	39	18	19	2	3	37	34	8	9	19	14	17	12	21	5	2	42	
	19%	100%	-	-	-	55%	19%	19%	12%	24%	17%	19%	17%	31%	11%	12%	22%	22%	13%	12%	25%	20%	20%	25%	60%	10%	9%	20%	
Labour	35	-	35	-	35	-	23	11	12	17	5	30	21	6	2	5	27	20	15	17	10	8	8	6	*	16	2	34	
	15%	-	100%	-	50%	-	21%	10%	22%	12%	22%	15%	19%	10%	8%	16%	16%	13%	23%	22%	13%	11%	10%	13%	1%	34%	12%	16%	
Liberal Democrats (Lib Dem)	25	-	-	25	25	25	9	15	6	16	1	23	8	10	1	5	18	19	5	7	3	15	15	7	2	6	9	26	
	11%	-	-	100%	36%	32%	8%	13%	10%	11%	7%	11%	7%	16%	4%	16%	11%	12%	8%	9%	4%	21%	18%	14%	6%	12%	49%	12%	
Scottish Nationalist	5	-	-	-	5	5	3	2	2	2	-	5	4	2	-	-	5	2	4	4	1	-	1	1	1	-	-	4	
	2%	-	-	-	7%	7%	3%	2%	4%	2%	-	3%	3%	3%	-	-	3%	1%	6%	6%	1%	-	1%	2%	2%	-	-	2%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	*	-	-	-	*	*	-	*	-	*	-	*	-	*	-	*	*	*	*	-	*	-	-	-	-	-	-	-	1
	*	-	-	-	*	*	-	*	-	*	1%	-	-	*	-	*	*	*	*	-	*	-	-	-	-	-	-	-	*
UKIP	3	-	-	-	3	3	1	2	-	1	-	3	1	-	-	2	1	3	-	1	-	2	-	-	-	-	-	2	
	1%	-	-	-	4%	3%	1%	1%	-	1%	-	1%	1%	-	-	5%	1%	2%	-	1%	-	2%	-	-	-	-	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	2	2	-	2	-	2	-	2	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	1	
	1%	-	-	-	2%	2%	-	1%	-	1%	-	1%	2%	-	-	-	1%	1%	-	2%	-	-	2%	-	-	-	4%	-	*
Undecided	81	-	-	-	-	-	34	46	20	49	7	74	40	19	13	8	59	55	26	30	31	20	33	13	11	18	2	73	
	36%	-	-	-	-	-	31%	40%	36%	35%	34%	36%	37%	30%	66%	27%	35%	34%	40%	39%	40%	28%	39%	28%	30%	40%	11%	34%	
Would not vote	8	-	-	-	-	-	3	4	2	4	-	8	4	*	-	3	5	5	3	1	6	*	4	2	-	-	-	6	
	3%	-	-	-	-	-	3%	4%	4%	3%	-	4%	4%	1%	-	10%	3%	3%	5%	2%	8%	1%	5%	3%	-	-	-	3%	
Refused	25	-	-	-	-	-	14	10	6	16	4	21	10	5	2	5	15	20	4	5	6	13	4	7	-	-	3	23	
	11%	-	-	-	-	-	13%	9%	12%	11%	18%	10%	9%	8%	12%	15%	9%	13%	7%	7%	8%	18%	5%	14%	-	-	19%	11%	

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%



**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 9

**Q.A. How would you vote if there were a General Election tomorrow?**

Base : All certain to vote

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	548	548	548	-	244	304	88	198	262	17	71	97	101	106	156	69	166	179	83	120	345	203	548
Weighted Total	515	515	515	-	236	279	95	180	240	23	71	91	90	101	139	58	160	163	83	109	323	192	548
Conservative	157	157	157	-	80	77	22	49	86	6	16	22	27	29	58	27	45	56	27	30	101	57	175
	30%	30%	30%	-	34%	28%	23%	27%	36%	24%	22%	24%	31%	28%	42%	48%	28%	34%	33%	27%	31%	30%	32%
Labour	159	159	159	-	73	86	29	61	69	14	16	34	27	29	40	13	46	49	24	40	95	64	168
	31%	31%	31%	-	31%	31%	31%	34%	29%	59%	22%	37%	30%	28%	29%	22%	29%	30%	29%	37%	29%	33%	31%
Liberal Democrats (Lib Dem)	41	41	41	-	20	21	9	21	10	2	7	9	12	4	7	1	16	8	8	9	24	17	41
	8%	8%	8%	-	8%	8%	10%	12%	4%	8%	10%	10%	14%	4%	5%	2%	10%	5%	10%	8%	7%	9%	7%
Scottish Nationalist	9	9	9	-	5	4	3	3	3	2	2	1	2	1	2	1	2	-	2	5	2	7	11
	2%	2%	2%	-	2%	2%	4%	2%	1%	7%	2%	1%	2%	1%	2%	2%	1%	-	3%	5%	*	4%	2%
Plaid Cymru	3	3	3	-	1	2	2	-	1	-	2	-	-	1	-	-	1	-	2	-	1	2	3
	1%	1%	1%	-	*	1%	2%	-	*	-	2%	-	-	1%	-	-	1%	-	2%	-	*	1%	1%
Green Party	12	12	12	-	5	7	1	5	6	-	1	5	-	5	1	1	8	4	-	*	11	*	14
	2%	2%	2%	-	2%	2%	1%	3%	2%	-	1%	6%	-	5%	1%	1%	5%	2%	-	*	4%	*	3%
UKIP	10	10	10	-	6	4	2	1	7	-	2	-	1	1	6	3	4	3	-	3	7	3	9
	2%	2%	2%	-	2%	2%	2%	1%	3%	-	2%	-	1%	1%	5%	5%	3%	2%	-	3%	2%	1%	2%
Scottish Socialist Party	*	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	1
	*	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	1%	-	-	*	*
Other	8	8	8	-	4	4	1	3	4	-	1	1	2	2	2	1	1	6	1	1	7	2	10
	2%	2%	2%	-	2%	1%	1%	2%	2%	-	1%	1%	3%	2%	1%	3%	1%	4%	1%	1%	2%	1%	2%
Undecided	88	88	88	-	32	56	18	30	40	-	18	18	12	23	17	8	31	29	13	15	61	28	87
	17%	17%	17%	-	13%	20%	19%	17%	17%	-	25%	20%	14%	23%	12%	13%	20%	18%	16%	13%	19%	14%	16%
Would not vote	1	1	1	-	*	1	-	1	*	-	-	1	*	*	-	-	-	1	*	*	1	1	3
	*	*	*	-	*	*	-	1%	*	-	-	1%	*	*	-	-	-	*	*	*	*	*	1%
Refused	27	27	27	-	11	15	9	5	13	*	8	-	5	7	6	2	7	8	5	7	14	12	26
	5%	5%	5%	-	5%	6%	9%	3%	5%	2%	12%	-	5%	7%	4%	4%	4%	5%	7%	6%	4%	6%	5%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 10

**Q.A. How would you vote if there were a General Election tomorrow?**

Base : All certain to vote

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Total (Wgtd.)	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Yes	Everyone else	Bought on mortgage	Owned outright	Private Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlands	South	Tabloid	Broad sheet	Conservative	Labour	
Unweighted Total	548	202	183	57	292	311	230	318	178	338	132	416	210	224	33	70	434	409	137	191	156	201	230	150	173	210	55	548
Weighted Total	515	184	172	57	275	287	222	294	169	314	62	453	232	166	30	77	398	368	146	173	147	195	227	140	159	197	56	548
Conservative	157	157	-	-	-	157	60	97	8	148	16	142	70	62	8	13	132	111	46	40	53	64	78	45	127	16	4	175
	30%	86%	-	-	-	55%	27%	33%	5%	47%	25%	31%	30%	37%	27%	17%	33%	30%	32%	23%	36%	33%	34%	32%	80%	8%	7%	32%
Labour	159	-	159	-	159	-	72	87	111	36	24	135	78	38	8	32	116	112	46	65	39	55	77	42	1	137	10	168
	31%	-	92%	-	58%	-	32%	30%	65%	11%	38%	30%	34%	23%	26%	41%	29%	30%	32%	37%	26%	28%	34%	30%	*	70%	18%	31%
Liberal Democrats (Lib Dem)	41	-	-	41	41	41	18	23	13	25	5	36	20	11	3	6	32	28	13	17	10	15	11	10	-	9	25	41
	8%	-	-	71%	15%	14%	8%	8%	8%	8%	9%	8%	9%	7%	11%	7%	8%	8%	9%	10%	6%	8%	5%	7%	-	5%	46%	7%
Scottish Nationalist	9	-	-	-	9	9	4	5	2	6	2	7	2	2	1	5	3	5	4	9	-	-	5	-	-	1	1	11
	2%	-	-	-	3%	3%	2%	2%	1%	2%	4%	2%	1%	1%	2%	7%	1%	1%	3%	5%	-	-	2%	-	-	*	2%	2%
Plaid Cymru	3	-	-	-	3	3	*	2	-	3	*	2	2	1	-	-	3	1	2	-	3	-	*	-	-	-	-	3
	1%	-	-	-	1%	1%	*	1%	-	1%	*	1%	2	1%	-	-	1%	*	1%	-	2%	-	*	-	-	-	-	1%
Green Party	12	-	-	-	12	12	5	6	2	8	2	10	2	6	4	-	8	9	3	2	1	9	3	4	-	3	2	14
	2%	-	-	-	4%	4%	2%	2%	1%	2%	2%	2%	1%	4%	14%	-	8	2%	2%	1%	1%	4%	1%	3%	-	1%	3%	3%
UKIP	10	-	-	-	10	10	1	9	-	9	-	10	2	6	-	3	8	9	2	2	1	8	3	4	3	1	2	9
	2%	-	-	-	4%	4%	*	3%	-	3%	-	2%	1%	4%	-	3%	2%	2%	1%	1%	1%	4%	1%	3%	2%	1%	3%	2%
Scottish Socialist Party	*	-	-	-	*	*	*	-	*	-	*	-	-	-	-	*	-	*	-	*	-	-	-	-	-	-	-	1
	*	-	-	-	*	*	*	-	*	-	1%	-	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	-	1
Other	8	-	-	-	8	8	3	5	1	7	1	7	3	1	*	3	4	7	1	5	2	1	1	-	2	2	-	10
	2%	-	-	-	3%	3%	1%	2%	1%	2%	2%	1%	2%	1%	1%	4%	1%	2%	1%	3%	1%	1%	1%	-	1%	1%	-	2%
Undecided	88	21	9	16	28	40	43	45	22	56	8	80	45	30	3	9	75	65	23	31	28	29	39	29	24	26	12	87
	17%	11%	5%	27%	10%	14%	20%	15%	13%	18%	13%	18%	19%	18%	9%	12%	19%	18%	16%	18%	19%	15%	17%	21%	15%	13%	21%	16%
Would not vote	1	-	-	-	-	-	1	*	1	1	1	*	-	*	-	1	*	*	*	1	-	1	1	-	-	-	*	3
	*	-	-	-	-	-	*	*	*	*	1%	*	-	*	-	1%	*	*	*	*	-	*	*	-	-	-	-	1%
Refused	27	6	4	1	5	7	13	13	10	15	3	24	8	9	2	5	17	20	6	3	11	13	8	6	3	3	-	26
	5%	3%	2%	2%	2%	2%	6%	5%	6%	5%	4%	5%	4%	5%	8%	7%	4%	6%	4%	2%	8%	7%	4%	4%	2%	1%	-	5%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 11

**Q.B. Which party are you most inclined to support?**

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

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	113	113	113	-	40	73	22	37	54	1	21	18	19	27	27	12	33	38	18	24	71	42	113
Weighted Total	115	115	115	-	43	72	27	35	53	*	26	18	17	30	23	10	38	37	19	21	75	40	113
Conservative	27	27	27	-	13	14	6	8	13	*	5	3	4	5	8	3	13	4	5	4	17	9	27
	23%	23%	23%	-	29%	19%	22%	21%	25%	100%	21%	17%	26%	18%	34%	26%	35%	12%	28%	19%	23%	23%	24%
Labour	13	13	13	-	7	6	3	6	3	-	3	2	4	1	3	1	6	3	2	2	9	4	15
	11%	11%	11%	-	17%	8%	13%	17%	6%	-	13%	11%	24%	3%	11%	12%	15%	9%	10%	10%	12%	10%	13%
Liberal Democrats (Lib Dem)	16	16	16	-	4	12	4	6	6	-	4	5	1	2	5	2	6	9	-	1	15	1	16
	14%	14%	14%	-	10%	17%	15%	17%	12%	-	15%	28%	6%	5%	21%	24%	17%	23%	-	6%	20%	3%	14%
Scottish Nationalist	2	2	2	-	1	1	1	1	-	-	1	-	1	-	-	-	1	-	-	1	1	1	2
	1%	1%	1%	-	2%	1%	3%	2%	-	-	3%	-	4%	-	-	-	2%	-	-	4%	1%	2%	2%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	*	*	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	1
	*	*	*	-	-	*	-	1%	-	-	-	-	1%	-	-	-	-	1%	-	-	*	-	1%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	2	-	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	2	-	1
	1%	1%	1%	-	-	2%	-	-	3%	-	-	-	-	6%	-	-	4%	-	-	-	2%	-	1%
Undecided	38	38	38	-	14	24	7	11	20	-	7	8	4	16	4	3	9	15	8	6	24	14	34
	33%	33%	33%	-	32%	33%	25%	32%	37%	-	26%	44%	20%	53%	16%	27%	23%	40%	44%	28%	31%	36%	30%
Would not vote	2	2	2	-	-	2	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2	1
	2%	2%	2%	-	-	2%	7%	-	-	7%	-	-	-	-	-	-	-	-	-	8%	-	4%	1%
Refused	16	16	16	-	4	12	4	3	9	-	4	-	3	5	4	1	1	6	3	5	7	9	16
	14%	14%	14%	-	10%	16%	15%	9%	17%	-	15%	-	18%	16%	17%	11%	4%	15%	19%	25%	9%	22%	14%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 12

**Q.B. Which party are you most inclined to support?**

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

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total	
		Total (Wgtd.)	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Yes	Everyone else	Bought on mortgage	Owned outright	Private Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlands	South	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	113	27	15	16	35	47	52	61	29	71	23	90	44	49	6	11	93	88	25	35	36	42	43	33	27	28	12	113	
Weighted Total	115	27	13	16	33	47	57	58	32	71	11	104	53	39	5	14	92	86	29	34	39	42	47	35	27	29	12	113	
Conservative	27	27	-	-	-	27	13	13	3	23	2	25	12	13	-	2	25	23	3	6	11	10	13	8	17	1	2	27	
	23%	100%	-	-	-	57%	23%	23%	9%	33%	17%	24%	22%	34%	-	13%	27%	27%	11%	16%	27%	25%	27%	22%	62%	3%	13%	24%	
Labour	13	-	13	-	13	-	9	4	7	3	3	10	6	4	1	2	10	6	7	5	5	3	4	6	*	9	1	15	
	11%	-	100%	-	39%	-	16%	6%	23%	4%	28%	10%	11%	10%	17%	16%	11%	7%	23%	15%	13%	7%	9%	18%	1%	32%	7%	13%	
Liberal Democrats (Lib Dem)	16	-	-	16	16	16	7	9	2	13	1	16	8	4	-	5	12	12	5	4	2	10	11	5	2	4	5	16	
	14%	-	-	100%	50%	35%	13%	16%	8%	18%	9%	15%	14%	11%	-	34%	13%	14%	16%	13%	5%	24%	24%	14%	8%	14%	45%	14%	
Scottish Nationalist	2	-	-	-	2	2	1	1	-	1	-	2	-	2	-	-	2	2	-	1	1	-	1	1	1	-	-	2	
	1%	-	-	-	5%	3%	1%	1%	-	1%	-	2%	-	4%	-	-	2%	2%	-	2%	2%	-	2%	2%	3%	-	-	2%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Green Party	*	-	-	-	*	*	-	*	-	*	-	*	-	*	-	*	*	*	*	-	*	-	-	-	-	-	-	-	1
	*	-	-	-	1%	1%	-	*	-	*	2%	-	-	1%	-	-	*	*	-	-	1%	-	-	-	-	-	-	-	1%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	2	-	-	-	2	2	2	2	-	2	-	2	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	1	
	1%	-	-	-	5%	4%	-	3%	-	2%	-	2%	3%	-	-	-	2%	2%	-	5%	-	-	4%	-	-	6%	-	1%	
Undecided	38	-	-	-	-	-	17	20	11	21	2	36	21	12	2	3	33	25	13	16	13	9	15	8	7	13	2	34	
	33%	-	-	-	-	-	31%	35%	35%	30%	21%	34%	39%	31%	37%	18%	35%	29%	43%	46%	34%	21%	31%	23%	25%	45%	17%	30%	
Would not vote	2	-	-	-	-	-	-	3	2	-	-	2	-	-	-	2	-	-	2	-	2	-	-	-	-	-	-	1	
	2%	-	-	-	-	-	-	3%	5%	-	-	2%	-	-	-	12%	-	-	6%	-	5%	-	-	-	-	-	-	1%	
Refused	16	-	-	-	-	-	9	7	6	8	2	13	6	4	2	1	10	16	-	1	5	10	2	7	-	-	2	16	
	14%	-	-	-	-	-	15%	13%	20%	11%	22%	13%	11%	11%	46%	7%	11%	19%	-	3%	14%	23%	4%	19%	-	-	17%	14%	

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

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? (formerly Q.C)**

Base : All

	Intention to vote				Gender		Age										Social Class						Unwtd Total
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
1 - Absolutely certain not to vote	94	-	-	94	49	45	36	39	20	18	18	17	21	8	12	3	17	20	22	35	37	57	88
	9%	-	-	100%	10%	9%	13%	11%	6%	15%	11%	9%	13%	5%	6%	4%	6%	7%	11%	15%	7%	13%	9%
2	16	-	-	-	8	8	8	3	4	3	5	2	1	2	2	2	1	4	6	3	6	10	17
	2%	-	-	-	2%	1%	3%	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	2%	3%	1%	1%	2%	2%
3	20	-	-	-	10	10	11	6	4	9	2	3	3	2	2	1	7	5	4	5	12	9	23
	2%	-	-	-	2%	2%	4%	2%	1%	7%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	2%
4	30	-	-	-	19	11	21	5	4	16	5	3	1	3	1	-	3	7	12	8	11	20	27
	3%	-	-	-	4%	2%	7%	1%	1%	14%	3%	2%	1%	2%	1%	-	1%	2%	6%	3%	2%	4%	3%
5	61	-	-	-	30	31	25	22	14	15	10	15	7	6	8	1	20	14	13	13	35	27	56
	6%	-	-	-	6%	6%	9%	6%	4%	13%	6%	8%	4%	4%	4%	1%	8%	5%	6%	5%	6%	6%	6%
6	27	-	27	-	10	17	11	9	7	5	6	4	6	5	2	-	7	2	8	11	9	19	31
	3%	-	4%	-	2%	3%	4%	3%	2%	5%	3%	2%	3%	3%	1%	-	3%	1%	4%	4%	2%	4%	3%
7	54	-	54	-	34	20	26	18	10	4	22	15	4	5	4	-	7	15	15	17	22	32	43
	5%	-	7%	-	7%	4%	9%	5%	3%	3%	13%	8%	2%	3%	2%	-	3%	5%	7%	7%	4%	7%	4%
8	98	-	98	-	51	47	28	44	26	13	15	26	18	12	14	4	22	26	27	24	47	51	89
	10%	-	13%	-	11%	9%	10%	12%	7%	11%	9%	13%	11%	8%	7%	4%	8%	9%	13%	10%	9%	11%	9%
9	71	-	71	-	33	38	22	31	18	11	11	17	13	6	12	7	14	29	15	12	44	27	68
	7%	-	9%	-	7%	7%	8%	9%	5%	10%	6%	9%	8%	4%	6%	8%	6%	10%	7%	5%	8%	6%	7%
10 - Absolutely certain to vote	515	515	515	-	236	279	95	180	240	23	71	91	90	101	139	58	160	163	83	109	323	192	548
	51%	100%	67%	-	49%	54%	33%	50%	68%	20%	43%	46%	54%	67%	68%	73%	62%	56%	40%	45%	59%	43%	55%
Don't know	13	-	-	-	4	9	1	3	8	-	1	3	1	2	7	4	-	5	1	6	5	7	11
	1%	-	-	-	1%	2%	*	1%	2%	-	1%	1%	*	1%	3%	6%	-	2%	1%	3%	1%	2%	1%
Refused	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1
	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*
Mean	7.83	10.00	9.30	1.00	7.67	7.98	6.77	7.86	8.67	5.87	7.41	7.83	7.88	8.57	8.74	9.07	8.31	8.25	7.29	7.27	8.27	7.28	7.95

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

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? (formerly Q.C)**

Base : All

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Total (Wgtd.)	Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owned outright	Privat e Renter	Social Renter	Total owner occup ier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	
Unweighted Total	1002	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	1002	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
1 - Absolutely certain not to vote	94 9%	2 1%	16 5%	7 6%	24 5%	10 2%	47 10%	48 9%	19 6%	52 9%	10 9%	84 10%	29 6%	24 9%	14 16%	25 15%	53 7%	60 9%	35 11%	27 8%	41 13%	26 7%	49 11%	8 4%	4 2%	8 3%	-	88 9%
2	16 2%	* *	3 1%	1 1%	6 1%	3 1%	6 1%	9 2%	2 1%	10 2%	2 2%	13 2%	4 1%	3 1%	4 5%	5 3%	7 1%	10 1%	6 2%	5 2%	6 1%	5 1%	11 3%	1 *	2 1%	1 *	-	17 2%
3	20 2%	5 2%	4 1%	* *	6 1%	8 2%	7 1%	13 2%	7 2%	14 2%	5 5%	15 2%	7 2%	7 2%	5 5%	2 1%	14 2%	15 2%	5 2%	7 2%	3 1%	10 3%	8 2%	* *	1 1%	4 1%	-	23 2%
4	30 3%	4 2%	14 4%	5 5%	19 4%	9 2%	17 4%	14 3%	12 4%	17 3%	7 6%	23 3%	15 3%	3 1%	3 3%	8 5%	19 3%	23 3%	8 2%	7 2%	8 2%	16 5%	16 4%	4 2%	-	3 1%	1 1%	27 3%
5	61 6%	12 4%	23 7%	9 8%	36 7%	26 6%	31 7%	31 6%	15 5%	36 6%	5 4%	57 6%	32 7%	13 5%	4 5%	10 6%	45 6%	44 6%	18 6%	23 7%	17 5%	21 6%	28 6%	4 2%	6 3%	15 5%	2 2%	56 6%
6	27 3%	5 2%	12 4%	1 1%	16 3%	9 2%	12 3%	16 3%	10 3%	15 2%	4 4%	23 3%	12 3%	7 2%	2 2%	7 4%	18 3%	9 3%	10 3%	9 3%	8 2%	11 2%	2 1%	2 1%	7 2%	1 2%	31 3%	
7	54 5%	11 4%	14 4%	9 9%	26 5%	23 5%	31 7%	23 4%	15 5%	33 6%	5 4%	49 6%	25 6%	9 3%	9 10%	11 7%	34 5%	31 5%	23 7%	16 5%	18 6%	20 6%	23 5%	9 4%	5 2%	11 4%	7 8%	43 4%
8	98 10%	38 13%	36 11%	9 8%	49 10%	51 11%	52 11%	46 9%	39 12%	58 10%	11 9%	87 10%	57 13%	20 7%	8 9%	15 8%	76 11%	56 8%	43 14%	32 9%	36 11%	31 9%	37 8%	19 9%	20 10%	28 9%	8 9%	89 9%
9	71 7%	20 7%	31 10%	11 10%	47 9%	36 8%	35 8%	36 7%	33 10%	34 6%	6 5%	65 7%	34 8%	21 8%	8 9%	8 5%	55 8%	49 7%	22 7%	28 8%	23 7%	20 6%	25 6%	18 9%	9 4%	27 9%	12 14%	68 7%
10 - Absolutely certain to vote	515 51%	184 65%	172 53%	57 52%	275 54%	287 61%	222 48%	294 54%	169 52%	314 53%	62 53%	453 51%	232 51%	166 61%	30 34%	77 44%	398 55%	368 54%	146 46%	173 52%	147 47%	195 55%	227 51%	140 68%	159 76%	197 65%	56 63%	548 55%
Don't know	13 1%	4 1%	1 *	1 *	2 *	5 1%	1 *	12 2%	4 1%	9 1%	-	13 1%	4 1%	1 2%	2 3%	5 1%	5 1%	13 2%	-	6 2%	3 1%	3 1%	7 1%	1 *	2 1%	3 1%	2 2%	11 1%
Refused	1 *	-	-	-	-	-	-	1 *	-	1 *	-	1 *	1 *	-	-	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *
Mean	7.83	8.97	8.20	8.13	8.23	8.71	7.71	7.93	8.22	7.88	7.68	7.85	8.07	8.21	6.63	7.17	8.13	7.92	7.63	7.95	7.56	7.95	7.62	8.94	9.23	8.86	9.22	7.95

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 15

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote			Gender		Age										Social Class						Unwtd Total
		(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Satisfied	324	169	266	19	167	157	109	117	97	57	52	63	54	41	57	18	90	87	62	84	177	147	316
	32%	33%	35%	20%	34%	30%	38%	32%	27%	48%	31%	32%	33%	27%	28%	23%	35%	30%	30%	35%	32%	33%	32%
Dissatisfied	591	314	452	52	276	315	137	215	239	45	92	120	95	103	136	55	141	182	130	139	322	269	604
	59%	61%	59%	55%	57%	61%	48%	59%	67%	38%	55%	61%	57%	68%	67%	70%	54%	62%	63%	57%	58%	60%	60%
Don't know	87	32	48	24	42	45	39	29	19	16	23	13	17	8	11	6	29	23	14	21	53	34	82
	9%	6%	6%	26%	9%	9%	14%	8%	5%	14%	14%	6%	10%	5%	5%	7%	11%	8%	7%	8%	10%	8%	8%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 16

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

Base : All respondents aged 18+

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owne d outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems	
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Satisfied	<b>324</b>	32	200	30	242	73	147	177	324	-	41	283	154	75	31	60	229	234	88	116	95	113	139	85	16	162	31	316
	<b>32%</b>	11%	62%	27%	48%	16%	32%	33%	100%	-	35%	32%	34%	27%	35%	35%	32%	34%	28%	35%	30%	32%	32%	41%	7%	53%	35%	32%
Dissatisfied	<b>591</b>	247	98	72	223	372	273	318	-	591	69	522	260	175	44	98	435	390	201	183	190	217	265	108	191	119	51	604
	<b>59%</b>	87%	30%	65%	44%	80%	59%	59%	-	100%	59%	59%	58%	64%	50%	57%	60%	57%	64%	55%	61%	61%	60%	52%	91%	39%	58%	60%
Don't know	<b>87</b>	6	28	8	44	22	40	47	-	-	8	79	36	23	13	14	60	61	26	36	26	25	37	13	4	22	7	82
	<b>9%</b>	2%	8%	7%	9%	5%	9%	9%	-	-	7%	9%	8%	9%	14%	8%	8%	9%	8%	11%	8%	7%	8%	6%	2%	7%	7%	8%

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied  
 \*=Less than 0.5%



**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 17

**Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?**

Base : All respondents aged 18+

	Wtd Total	Intention to vote			Gender		Age										Social Class						Unwtd Total
		(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Satisfied	411	220	333	22	205	206	134	148	130	62	72	88	60	54	75	26	113	113	85	101	226	186	410
	41%	43%	43%	24%	42%	40%	47%	41%	36%	53%	43%	45%	36%	36%	37%	33%	43%	39%	41%	41%	41%	41%	41%
Dissatisfied	497	253	373	57	238	259	114	181	202	38	76	95	86	85	116	47	124	156	100	117	280	217	504
	50%	49%	49%	61%	49%	50%	40%	50%	57%	32%	45%	48%	52%	56%	57%	60%	48%	53%	48%	48%	51%	48%	50%
Don't know	93	42	60	15	41	52	37	33	24	18	19	13	19	12	12	6	23	24	22	25	46	47	88
	9%	8%	8%	15%	9%	10%	13%	9%	7%	15%	12%	7%	12%	8%	6%	7%	9%	8%	11%	10%	8%	10%	9%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 18

**Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?**

Base : All respondents aged 18+

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household			GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owned outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems		
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002	
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002	
Satisfied	<b>411</b>	42	251	45	314	105	190	221	292	81	57	355	196	99	36	73	296	286	124	151	115	145	193	101	24	197	38	410	
	<b>41%</b>	15%	77%	41%	62%	23%	41%	41%	90%	14%	48%	40%	43%	36%	41%	43%	41%	42%	39%	45%	37%	41%	44%	49%	12%	65%	43%	41%	
Dissatisfied	<b>497</b>	228	59	48	155	324	228	269	20	468	54	443	221	146	39	82	367	335	162	148	169	181	217	91	177	85	41	504	
	<b>50%</b>	80%	18%	43%	31%	69%	50%	50%	6%	79%	46%	50%	49%	53%	44%	48%	51%	49%	51%	44%	54%	51%	49%	44%	84%	28%	46%	50%	
Don't know	<b>93</b>	14	16	17	39	38	43	51	12	42	6	87	34	28	14	17	62	64	29	36	27	30	31	15	9	20	10	88	
	<b>9%</b>	5%	5%	16%	8%	8%	9%	9%	4%	7%	5%	10%	7%	10%	16%	10%	8%	9%	9%	11%	9%	8%	7%	7%	4%	7%	12%	9%	

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 19

**Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?**

Base : All respondents aged 18+

	Wtd Total	Intention to vote			Gender		Age										Social Class						Unwtd Total
		(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Satisfied	452	263	373	26	213	239	138	142	173	50	88	82	59	70	102	40	118	144	92	99	261	191	461
	45%	51%	49%	27%	44%	46%	48%	39%	49%	42%	53%	42%	36%	47%	50%	51%	45%	49%	45%	41%	47%	42%	46%
Dissatisfied	359	182	272	37	187	171	76	151	132	36	40	81	70	61	71	25	97	91	79	92	188	170	350
	36%	35%	36%	39%	39%	33%	27%	42%	37%	30%	24%	41%	42%	40%	35%	31%	37%	31%	38%	38%	34%	38%	35%
Don't know	191	70	121	32	84	107	72	69	51	33	39	33	36	20	31	14	45	58	36	53	103	89	191
	19%	14%	16%	34%	17%	21%	25%	19%	14%	28%	23%	17%	22%	13%	15%	18%	17%	20%	17%	22%	19%	20%	19%

Fieldwork dates : 14th to 16th November 2008  
Sector weight applied, unranked, all fieldwork, coded  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/91  
Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 20

**Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?**

Base : All respondents aged 18+

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owne d outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems	
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Satisfied	<b>452</b> <b>45%</b>	217 76%	117 36%	37 33%	177 35%	278 59%	212 46%	240 44%	150 46%	280 47%	52 45%	400 45%	202 45%	136 50%	43 49%	59 34%	338 47%	308 45%	144 46%	127 38%	137 44%	188 53%	208 47%	111 54%	149 71%	129 42%	29 33%	461 46%
Dissatisfied	<b>359</b> <b>36%</b>	45 16%	152 47%	54 49%	242 48%	135 29%	170 37%	188 35%	120 37%	216 37%	44 37%	315 36%	175 39%	81 30%	22 25%	76 44%	257 35%	256 37%	102 32%	131 39%	109 35%	118 33%	151 34%	69 33%	42 20%	120 40%	44 50%	350 35%
Don't know	<b>191</b> <b>19%</b>	23 8%	57 18%	20 18%	89 18%	54 12%	78 17%	113 21%	54 17%	95 16%	21 18%	170 19%	74 16%	56 20%	23 26%	37 22%	130 18%	122 18%	69 22%	77 23%	65 21%	49 14%	81 18%	26 13%	20 9%	54 18%	15 17%	191 19%

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 21

**Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?**

Base : All respondents aged 18+

	Wtd Total	Intention to vote			Gender		Age										Social Class						Unwtd Total
		(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Satisfied	340	198	287	15	170	170	103	137	100	46	57	77	61	45	55	24	85	102	70	83	187	153	335
	34%	39%	37%	16%	35%	33%	36%	38%	28%	39%	34%	39%	37%	30%	27%	30%	33%	35%	34%	34%	34%	34%	33%
Dissatisfied	252	142	203	25	128	124	64	83	106	22	42	40	43	46	60	23	76	75	51	50	151	101	258
	25%	27%	26%	26%	26%	24%	22%	23%	30%	18%	25%	20%	26%	30%	29%	29%	29%	26%	25%	21%	27%	23%	26%
Don't know	410	175	277	54	187	223	118	141	150	51	67	79	62	61	89	33	99	115	85	110	214	196	409
	41%	34%	36%	58%	39%	43%	42%	39%	42%	43%	40%	40%	37%	40%	44%	42%	38%	39%	41%	45%	39%	43%	41%

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 22

**Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?**

Base : All respondents aged 18+

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household			GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owne d outrig ht	Privat e Renter	Social Renter	Total owner occup ier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems		
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002	
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002	
Satisfied	<b>340</b> <b>34%</b>	96	114	72	198	180	168	172	144	183	43	297	173	77	29	60	250	223	116	121	106	113	135	83	65	117	52	335	
		34%	35%	65%	39%	39%	37%	32%	45%	31%	37%	34%	38%	28%	33%	35%	34%	33%	37%	36%	34%	32%	31%	40%	31%	39%	59%	33%	
Dissatisfied	<b>252</b> <b>25%</b>	72	87	18	140	125	105	147	64	176	33	220	117	69	13	46	186	180	72	75	76	102	113	63	58	76	18	258	
		25%	27%	16%	27%	27%	23%	27%	20%	30%	28%	25%	26%	25%	15%	27%	26%	26%	23%	22%	24%	29%	26%	31%	27%	25%	21%	26%	
Don't know	<b>410</b> <b>41%</b>	116	125	20	170	162	188	222	115	233	42	368	161	127	46	66	288	283	126	139	130	141	193	60	88	110	18	409	
		41%	38%	18%	34%	35%	41%	41%	36%	39%	36%	42%	36%	46%	52%	39%	40%	41%	40%	42%	42%	40%	44%	29%	42%	36%	20%	41%	

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
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Table 23  
**Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

Base : All respondents aged 18+

	Wtd Total	Intention to vote			Gender		Age										Social Class						Unwtd Total
		(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Improve	167 17%	72 14%	121 16%	19 20%	79 16%	88 17%	52 18%	57 16%	58 16%	23 20%	28 17%	34 17%	24 14%	24 16%	34 17%	15 19%	38 15%	51 17%	29 14%	49 20%	89 16%	78 17%	165 16%
Stay the same	131 13%	52 10%	94 12%	6 6%	53 11%	78 15%	60 21%	29 8%	42 12%	31 27%	29 17%	18 9%	12 7%	19 13%	22 11%	10 12%	36 14%	34 12%	30 14%	31 13%	70 13%	61 14%	128 13%
Get worse	684 68%	385 75%	540 71%	67 71%	343 71%	341 66%	166 58%	267 74%	251 71%	59 50%	107 64%	137 79%	130 79%	108 72%	143 70%	53 66%	182 70%	203 69%	144 70%	155 64%	385 70%	300 67%	690 69%
Don't know	20 2%	6 1%	10 1%	2 3%	9 2%	10 2%	8 3%	8 2%	4 1%	5 4%	3 2%	7 4%	* *	- -	4 2%	2 2%	3 1%	5 2%	3 2%	7 3%	9 2%	11 2%	19 2%

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied

\*=Less than 0.5%

**Ipsos MORI Political Monitor - November 2008**  
**14th to 16th November 2008 - General Public 18+ - Telephone Omnibus**

Table 24  
**Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

Base : All respondents aged 18+

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owne d outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems	
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Improve	<b>167</b> <b>17%</b>	38 13%	70 21%	15 14%	93 18%	61 13%	75 16%	92 17%	78 24%	67 11%	16 14%	151 17%	81 18%	40 15%	12 14%	31 18%	122 17%	111 16%	56 18%	57 17%	56 18%	55 15%	83 19%	30 15%	28 13%	63 21%	13 15%	165 16%
Stay the same	<b>131</b> <b>13%</b>	30 11%	59 18%	13 12%	78 15%	48 10%	56 12%	75 14%	55 17%	65 11%	21 18%	110 12%	56 12%	36 13%	9 11%	27 16%	92 13%	95 14%	35 11%	39 12%	49 16%	43 12%	59 13%	31 15%	19 9%	44 14%	10 11%	128 13%
Get worse	<b>684</b> <b>68%</b>	211 74%	194 60%	81 74%	334 66%	351 75%	322 70%	363 67%	188 58%	449 76%	79 67%	606 68%	307 68%	195 71%	61 70%	108 63%	502 69%	467 68%	218 69%	234 70%	195 63%	255 72%	288 65%	145 70%	162 77%	194 64%	66 75%	690 69%
Don't know	<b>20</b> <b>2%</b>	6 2%	2 1%	1 1%	3 1%	7 1%	8 2%	12 2%	3 1%	10 2%	2 1%	18 2%	7 2%	2 1%	5 6%	5 3%	8 1%	13 2%	7 2%	6 2%	11 4%	3 1%	10 2%	*	2 1%	2 1%	-	19 2%

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/91  
 Sector is applied  
 \*=Less than 0.5%



**Ipsos MORI Political Monitor - November 2008**  
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Table 25

**Q8 And do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?**

Base : All respondents

	Intention to vote			Gender		Age										Social Class						Unwtd Total	
	Wtd Total	(10) ABSOLUTELY CERTAIN	(6 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	1002	548	779	88	469	533	257	359	386	89	168	189	170	160	226	94	254	311	194	243	565	437	1002
Weighted Total	1002	515	766	94	485	517	285	361	355	118	167	196	166	152	204	79	260	293	206	243	552	450	1002
Improve	142	53	95	13	74	68	74	52	16	41	33	33	18	7	10	1	41	33	32	36	74	68	140
	14%	10%	12%	14%	15%	13%	26%	14%	5%	35%	20%	17%	11%	4%	5%	1%	16%	11%	16%	15%	13%	15%	14%
Stay the same	448	240	354	39	215	233	118	165	164	43	76	86	79	71	93	43	115	140	89	104	255	193	459
	45%	47%	46%	41%	44%	45%	42%	46%	46%	36%	45%	44%	48%	47%	46%	54%	44%	48%	43%	43%	46%	43%	46%
Get worse	394	213	306	39	189	206	89	140	166	32	57	73	67	71	95	33	100	111	84	99	211	183	384
	39%	41%	40%	42%	39%	40%	31%	39%	47%	27%	34%	37%	40%	47%	47%	42%	39%	38%	41%	41%	38%	41%	38%
Don't know	18	9	11	4	8	10	4	5	10	3	1	3	2	4	6	2	4	8	1	5	12	6	19
	2%	2%	1%	4%	2%	2%	1%	1%	3%	2%	1%	1%	1%	2%	3%	3%	1%	3%	*	2%	2%	1%	2%
<b>Net improve</b>	<b>-252</b>	<b>-160</b>	<b>-211</b>	<b>-26</b>	<b>-115</b>	<b>-138</b>	<b>-15</b>	<b>-88</b>	<b>-149</b>	<b>10</b>	<b>-24</b>	<b>-40</b>	<b>-48</b>	<b>-64</b>	<b>-85</b>	<b>-33</b>	<b>-60</b>	<b>-78</b>	<b>-52</b>	<b>-63</b>	<b>-137</b>	<b>-115</b>	<b>-244</b>
	<b>-25%</b>	<b>-31%</b>	<b>-28%</b>	<b>-28%</b>	<b>-24%</b>	<b>-27%</b>	<b>-5%</b>	<b>-24%</b>	<b>-42%</b>	<b>8%</b>	<b>-15%</b>	<b>-21%</b>	<b>-29%</b>	<b>-42%</b>	<b>-42%</b>	<b>-41%</b>	<b>-23%</b>	<b>-27%</b>	<b>-25%</b>	<b>-26%</b>	<b>-25%</b>	<b>-26%</b>	<b>-24%</b>

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
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 Sector is applied

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**Ipsos MORI Political Monitor - November 2008**  
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Table 26

**Q8 And do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?**

Base : All respondents

	Total	Voting					Work Status		Government		Public Sector Workers		Tenure					Children in household		GOR Regions			Newspaper readership		Past vote (2005 General Election) (Q.32)			Unwtd Total
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisf ied	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owne d outrig ht	Privat e Renter	Social Renter	Total owner occupier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems	
Unweighted Total	<b>1002</b>	301	321	106	505	485	439	563	316	604	236	766	376	360	94	154	736	717	283	341	310	351	429	216	225	314	86	1002
Weighted Total	<b>1002</b>	284	326	110	508	467	461	541	324	591	117	885	451	274	88	172	725	686	315	335	311	355	441	206	211	303	88	1002
Improve	<b>142</b> <b>14%</b>	32 11%	58 18%	22 20%	89 18%	63 13%	71 15%	71 13%	64 20%	66 11%	24 20%	118 13%	63 14%	26 9%	23 26%	29 17%	88 12%	83 12%	59 19%	45 13%	49 16%	48 13%	63 14%	29 14%	16 7%	45 15%	11 13%	140 14%
Stay the same	<b>448</b> <b>45%</b>	119 42%	163 50%	47 42%	236 46%	192 41%	221 48%	226 42%	182 56%	224 38%	54 46%	393 44%	219 49%	127 46%	34 39%	59 34%	346 48%	326 48%	121 38%	147 44%	133 43%	168 47%	197 45%	96 47%	87 41%	158 52%	43 49%	459 46%
Get worse	<b>394</b> <b>39%</b>	129 45%	101 31%	40 36%	178 35%	206 44%	164 36%	230 43%	72 22%	293 50%	38 32%	356 40%	165 37%	116 42%	28 32%	80 47%	281 39%	264 38%	131 42%	138 41%	124 40%	132 37%	174 39%	74 36%	107 51%	95 31%	34 38%	384 38%
Don't know	<b>18</b> <b>2%</b>	4 1%	3 1%	2 1%	5 1%	6 1%	4 1%	14 3%	6 2%	8 1%	1 1%	17 2%	4 1%	5 2%	2 3%	4 2%	9 1%	13 2%	4 1%	5 2%	5 2%	7 2%	8 2%	7 3%	2 1%	5 2%	- -	19 2%
<b>Net improve</b>	<b>-252</b> <b>-25%</b>	<b>-97</b> <b>-34%</b>	<b>-42</b> <b>-13%</b>	<b>-18</b> <b>-17%</b>	<b>-89</b> <b>-18%</b>	<b>-144</b> <b>-31%</b>	<b>-93</b> <b>-20%</b>	<b>-159</b> <b>-29%</b>	<b>-8</b> <b>-2%</b>	<b>-227</b> <b>-38%</b>	<b>-14</b> <b>-12%</b>	<b>-238</b> <b>-27%</b>	<b>-103</b> <b>-23%</b>	<b>-90</b> <b>-33%</b>	<b>-5</b> <b>-6%</b>	<b>-51</b> <b>-30%</b>	<b>-192</b> <b>-27%</b>	<b>-181</b> <b>-26%</b>	<b>-72</b> <b>-23%</b>	<b>-93</b> <b>-28%</b>	<b>-76</b> <b>-24%</b>	<b>-84</b> <b>-24%</b>	<b>-111</b> <b>-25%</b>	<b>-45</b> <b>-22%</b>	<b>-91</b> <b>-43%</b>	<b>-50</b> <b>-17%</b>	<b>-23</b> <b>-26%</b>	<b>-244</b> <b>-24%</b>

Fieldwork dates : 14th to 16th November 2008  
 Sector weight applied, unranked, all fieldwork, coded  
 Respondent Type : General Public 18+ - Telephone Omnibus  
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 Sector is applied  
 \*=Less than 0.5%