

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 2008 - General Public 18+ - Telephone Omnibus**

Table 1

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

Base : All

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Total Voting	820	498	695	18	419	402	222	293	305	86	136	162	132	130	174	76	232	237	160	191	469	351	824
Conservative	324 39%	226 45%	294 42%	9 49%	177 42%	147 37%	88 40%	108 37%	128 42%	25 29%	63 46%	70 43%	38 29%	48 36%	81 46%	40 52%	100 43%	99 42%	66 41%	59 31%	199 42%	125 35%	336 41%
Labour	268 33%	150 30%	221 32%	4 23%	138 33%	130 32%	74 33%	97 33%	97 32%	35 40%	39 29%	58 36%	39 30%	43 33%	54 31%	23 30%	66 29%	71 30%	45 28%	86 45%	137 29%	130 37%	265 32%
Liberal Democrats (Lib Dem)	136 17%	72 14%	109 16%	1 8%	53 13%	82 20%	31 14%	52 18%	53 17%	12 14%	19 14%	21 13%	32 24%	25 19%	27 16%	10 12%	45 19%	34 14%	26 16%	31 16%	79 17%	57 16%	130 16%
Scottish Nationalist	22 3%	11 2%	19 3%	-	9 2%	13 3%	8 4%	7 2%	7 2%	4 5%	4 3%	2 1%	5 4%	2 1%	5 3%	3 3%	2 1%	9 4%	5 3%	6 3%	11 2%	11 3%	21 3%
Plaid Cymru	8 1%	7 1%	7 1%	-	4 1%	4 1%	3 1%	3 1%	3 1%	-	2 2%	-	3 2%	1 *	2 1%	-	2 1%	3 1%	1 1%	3 2%	4 1%	4 1%	7 1%
Green Party	36 4%	17 3%	26 4%	2 10%	21 5%	15 4%	11 5%	19 6%	7 2%	6 7%	5 4%	8 5%	10 8%	7 5%	-	-	7 3%	14 6%	8 5%	7 4%	21 5%	15 4%	39 5%
UKIP	6 1%	3 1%	5 1%	-	5 1%	1 *	1 1%	-	5 2%	1 2%	-	-	-	2 2%	2 1%	1 1%	1 *	1 1%	4 3%	-	2 *	4 1%	6 1%
British National Party	6 1%	3 1%	4 1%	-	1 *	5 1%	5 2%	-	1 *	3 4%	2 1%	-	-	-	1 1%	-	5 2%	-	1 1%	*	5 1%	1 *	5 1%
Other	14 2%	8 2%	10 1%	2 10%	10 2%	4 1%	2 1%	8 3%	4 1%	-	2 2%	3 2%	5 4%	3 2%	1 1%	*	4 2%	6 2%	4 2%	*	10 2%	4 1%	15 2%
"Conservative Lead over Labour"	56 7%	76 15%	73 10%	5 27%	39 9%	17 4%	14 6%	11 4%	31 10%	-10 -11%	24 17%	12 8%	-2 -1%	5 4%	27 15%	17 22%	34 15%	28 12%	21 13%	-27 -14%	62 13%	-6 -2%	71 9%
Undecided	63 6%	23 4%	37 5%	3 3%	20 4%	43 8%	21 7%	22 6%	20 6%	13 11%	7 4%	13 7%	9 5%	10 7%	10 5%	6 6%	10 4%	24 8%	19 9%	11 4%	33 6%	30 7%	63 6%
Would not vote	98 10%	7 1%	11 1%	65 76%	42 9%	56 11%	38 13%	38 10%	22 6%	18 15%	20 12%	21 11%	17 10%	9 6%	13 6%	5 5%	14 5%	24 8%	25 12%	36 15%	37 7%	60 13%	95 9%
Refused	19 2%	12 2%	15 2%	* 1%	4 1%	15 3%	2 1%	9 2%	8 2%	-	2 -	1 *	8 5%	3 2%	5 3%	3 3%	4 1%	6 2%	3 2%	6 3%	10 2%	9 2%	19 2%
Will vote for another party but don't know which	4 *	2 *	4 1%	-	1 *	3 1%	3 1%	-	1 *	1 1%	1 1%	-	-	-	1 1%	1 2%	1 *	3 1%	-	-	4 1%	-	3 *

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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.)	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	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Total Voting	820	324	268	136	496	553	379	441	217	563	92	728	365	230	70	138	596	587	230	274	247	300	350	221	223	284	94	824
Conservative	324	324	-	-	-	324	159	165	29	286	29	295	141	113	28	35	253	247	77	77	114	132	139	92	204	41	15	336
	39%	100%	-	-	-	59%	42%	37%	13%	51%	31%	41%	38%	49%	40%	25%	43%	42%	33%	28%	46%	44%	40%	42%	91%	14%	16%	41%
Labour	268	-	268	-	268	-	115	153	150	98	34	233	125	61	23	57	186	184	81	110	62	95	124	69	5	197	6	265
	33%	-	100%	-	54%	-	30%	35%	69%	17%	37%	32%	34%	26%	33%	41%	31%	35%	40%	25%	32%	35%	31%	2%	70%	6%	32%	
Liberal Democrats (Lib Dem)	136	-	-	136	136	136	62	74	24	106	20	116	56	36	9	28	92	96	40	48	36	52	52	33	7	30	69	130
	17%	-	-	100%	27%	25%	16%	17%	11%	19%	21%	16%	15%	16%	14%	21%	15%	16%	17%	18%	15%	17%	15%	15%	3%	11%	73%	16%
Scottish Nationalist	22	-	-	-	22	22	6	16	7	14	3	19	9	3	2	8	12	15	7	22	-	-	16	3	1	4	-	21
	3%	-	-	-	4%	4%	2%	4%	3%	2%	3%	3%	2%	1%	3%	5%	2%	3%	3%	8%	-	-	4%	1%	*	1%	-	3%
Plaid Cymru	8	-	-	-	8	8	5	3	1	7	1	8	6	2	-	-	8	3	5	-	8	-	4	-	-	2	-	7
	1%	-	-	-	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	1%	1%	2%	-	3%	-	1%	-	-	1%	-	1%
Green Party	36	-	-	-	36	36	21	16	3	30	4	32	13	9	7	6	22	23	13	12	12	13	5	12	4	11	1	39
	4%	-	-	-	7%	7%	5%	4%	1%	5%	5%	4%	4%	4%	10%	4%	4%	4%	6%	4%	5%	4%	1%	5%	2%	4%	1%	5%
UKIP	6	-	-	-	6	6	1	5	2	5	-	6	3	2	-	1	5	6	-	-	1	5	3	2	-	-	2	6
	1%	-	-	-	1%	1%	*	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	-	1%	2%	1%	1%	-	-	2%	1%
British National Party	6	-	-	-	6	6	4	2	-	6	*	6	5	1	-	-	6	5	1	4	2	-	3	5	-	-	-	5
	1%	-	-	-	1%	1%	1%	*	-	1%	*	1%	1%	*	-	-	1%	1%	*	1%	1%	-	1%	2%	-	-	-	1%
Other	14	-	-	-	14	14	6	8	2	12	1	13	7	3	-	3	11	8	6	1	10	3	4	6	3	-	2	15
	2%	-	-	-	3%	3%	2%	2%	1%	2%	2%	2%	2%	1%	-	3%	2%	1%	3%	*	4%	1%	1%	3%	1%	-	2%	2%
"Conservative Lead over Labour"	56	324	-268	0	-268	324	44	12	-122	189	-5	61	16	52	5	-22	68	63	-4	-33	52	37	16	22	199	-156	9	71
	7%	100%	-100%	0%	-54%	59%	12%	3%	-56%	34%	-6%	8%	4%	23%	7%	-16%	11%	11%	-2%	-12%	21%	12%	4%	10%	89%	-55%	10%	9%
Undecided	63	-	-	-	-	-	29	34	7	48	10	53	39	17	5	2	56	42	21	22	24	17	28	10	3	17	4	63
	6%	-	-	-	-	-	6%	6%	3%	7%	8%	6%	9%	6%	6%	1%	8%	6%	7%	7%	8%	5%	7%	4%	1%	6%	4%	6%
Would not vote	98	-	-	-	-	-	47	51	19	63	14	84	41	18	7	31	58	59	39	30	35	33	44	12	3	8	6	95
	10%	-	-	-	-	-	10%	9%	8%	9%	12%	9%	9%	6%	9%	18%	8%	8%	13%	9%	11%	9%	10%	5%	1%	2%	5%	9%
Refused	19	-	-	-	-	-	7	12	5	11	1	18	5	8	1	3	13	10	7	10	5	4	7	6	1	1	1	19
	2%	-	-	-	-	-	1%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	3%	2%	1%	2%	2%	*	*	1%	2%
Will vote for another party but don't know which	4	-	-	-	-	-	-	4	-	4	-	4	1	1	1	-	2	3	1	-	1	3	4	-	-	-	-	3
	*	-	-	-	-	-	-	1%	-	1%	-	*	*	1%	2%	-	*	*	*	-	*	1%	1%	-	-	-	-	*

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

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**17th to 19th October 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	555	555	555	-	290	265	103	190	262	30	73	102	88	107	155	70	173	152	98	132	325	230	555
Weighted Total	542	542	542	-	284	258	108	192	242	39	69	102	90	95	147	69	171	151	100	120	322	220	555
Total Voting	498	498	498	-	268	230	102	169	227	36	66	94	75	89	139	65	162	137	92	107	298	199	513
Conservative	226	226	226	-	128	98	49	73	104	15	35	49	24	37	67	35	74	66	46	40	140	86	237
	45%	45%	45%	-	48%	42%	49%	43%	46%	41%	53%	52%	32%	42%	48%	54%	46%	48%	50%	37%	47%	43%	46%
Labour	150	150	150	-	86	65	24	57	70	8	15	36	21	29	41	19	50	35	19	47	85	66	153
	30%	30%	30%	-	32%	28%	23%	34%	31%	23%	23%	38%	28%	32%	30%	29%	31%	25%	20%	44%	28%	33%	30%
Liberal Democrats (Lib Dem)	72	72	72	-	26	46	15	22	35	7	9	4	17	14	21	8	24	20	18	10	43	28	71
	14%	14%	14%	-	10%	20%	15%	13%	15%	18%	13%	5%	23%	16%	15%	12%	15%	14%	20%	9%	15%	14%	14%
Scottish Nationalist	11	11	11	-	6	5	3	2	6	2	1	*	2	2	4	3	2	5	3	*	8	3	11
	2%	2%	2%	-	2%	2%	3%	1%	3%	7%	1%	*	2%	2%	3%	4%	1%	4%	3%	*	3%	2%	2%
Plaid Cymru	7	7	7	-	4	3	2	3	3	-	2	-	3	1	2	-	2	3	-	3	4	3	6
	1%	1%	1%	-	2%	1%	2%	2%	1%	-	2%	-	3%	1%	2%	-	1%	2%	-	3%	1%	2%	1%
Green Party	17	17	17	-	7	10	5	8	3	3	2	3	5	3	-	-	3	6	1	6	9	8	18
	3%	3%	3%	-	3%	4%	5%	5%	1%	9%	3%	3%	7%	4%	-	-	2%	4%	1%	6%	3%	4%	4%
UKIP	3	3	3	-	3	-	-	-	3	-	-	-	-	1	1	-	1	-	2	-	1	2	3
	1%	1%	1%	-	1%	-	-	-	1%	-	-	-	-	2%	1%	-	*	-	2%	-	*	1%	1%
British National Party	3	3	3	-	1	2	2	-	1	1	1	-	-	-	1	-	2	-	1	-	2	1	3
	1%	1%	1%	-	*	1%	2%	-	*	3%	2%	-	-	-	1%	-	1%	-	1%	-	1%	*	1%
Other	8	8	8	-	6	2	1	5	2	-	1	1	4	1	1	*	3	2	2	*	6	3	11
	2%	2%	2%	-	2%	1%	1%	3%	1%	-	2%	1%	5%	1%	1%	1%	2%	2%	3%	*	2%	1%	2%
"Conservative Lead over Labour"	76	76	76	0	43	33	26	16	34	6	20	13	3	8	25	16	24	31	27	-7	55	20	84
	15%	15%	15%	0%	16%	14%	25%	10%	15%	17%	30%	14%	4%	9%	18%	25%	15%	23%	29%	-6%	19%	10%	16%
Undecided	23	23	23	-	10	13	3	14	7	-	3	6	8	4	3	2	5	6	5	6	12	11	21
	4%	4%	4%	-	4%	5%	2%	7%	3%	-	4%	5%	9%	4%	2%	3%	3%	4%	5%	5%	4%	5%	4%
Would not vote	7	7	7	-	2	6	2	4	2	2	-	2	2	-	2	-	1	3	2	1	4	4	8
	1%	1%	1%	-	1%	2%	1%	2%	1%	4%	-	2%	2%	-	2%	-	1%	2%	2%	1%	1%	2%	1%
Refused	12	12	12	-	3	9	1	6	4	-	1	1	5	3	2	-	2	4	-	6	6	6	11
	2%	2%	2%	-	1%	3%	1%	3%	2%	-	2%	1%	6%	3%	1%	-	1%	2%	-	5%	2%	3%	2%
Will vote for another party but don't know which	2	2	2	-	1	1	1	-	1	1	-	-	-	-	1	1	1	1	-	-	2	-	2
	*	*	*	-	*	1%	1%	-	1%	3%	-	-	-	-	1%	2%	1%	1%	-	-	1%	-	*

Fieldwork dates : 17th to 19th October 2008  
Respondent Type : General Public 18+ - Telephone Omnibus  
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**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	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	555	237	153	71	276	360	230	325	145	387	117	438	222	233	37	56	455	420	133	186	185	184	219	166	176	195	66	555
Weighted Total	542	226	150	72	272	347	237	305	140	380	55	488	234	183	38	79	417	402	137	176	183	184	216	163	172	187	66	555
Total Voting	498	226	150	72	272	347	219	278	136	345	51	447	211	168	35	74	380	374	122	164	163	170	198	147	168	179	61	513
Conservative	226	226	-	-	-	226	103	123	18	205	19	207	86	87	19	28	173	173	53	54	81	91	101	65	153	30	12	237
	45%	100%	-	-	-	65%	47%	44%	13%	59%	38%	46%	41%	52%	54%	38%	46%	46%	44%	33%	49%	54%	51%	44%	91%	17%	19%	46%
Labour	150	-	150	-	150	-	66	85	100	41	16	134	76	42	9	24	118	111	38	66	41	43	56	42	4	127	5	153
	30%	-	100%	-	55%	-	30%	30%	74%	12%	32%	30%	36%	25%	24%	33%	31%	30%	32%	41%	25%	25%	28%	29%	3%	71%	7%	30%
Liberal Democrats (Lib Dem)	72	-	-	72	72	72	31	41	12	58	10	62	28	25	5	11	53	61	11	26	18	28	25	22	6	15	41	71
	14%	-	-	100%	26%	21%	14%	15%	9%	17%	20%	14%	13%	15%	13%	15%	14%	16%	9%	16%	11%	16%	13%	15%	4%	8%	67%	14%
Scottish Nationalist	11	-	-	-	11	11	3	8	2	7	1	10	4	3	-	4	7	8	3	11	-	-	6	3	-	-	-	11
	2%	-	-	-	4%	3%	2%	3%	2%	2%	2%	2%	2%	2%	-	6%	2%	2%	3%	7%	-	-	3%	2%	-	-	-	2%
Plaid Cymru	7	-	-	-	7	7	4	3	1	6	1	7	5	2	-	-	7	3	4	-	7	-	3	-	-	2	-	6
	1%	-	-	-	3%	2%	2%	1%	1%	2%	1%	1%	2%	1%	-	-	2%	1%	3%	-	4%	-	2%	-	-	1%	-	1%
Green Party	17	-	-	-	17	17	8	9	1	15	2	15	6	5	3	3	11	11	6	5	5	7	1	9	1	5	1	18
	3%	-	-	-	6%	5%	4%	3%	1%	4%	4%	3%	3%	3%	9%	4%	3%	3%	5%	3%	3%	4%	1%	6%	1%	3%	2%	4%
UKIP	3	-	-	-	3	3	-	3	1	2	-	3	1	1	-	1	1	3	-	-	1	1	1	1	-	-	1	3
	1%	-	-	-	1%	1%	-	1%	*	1%	-	1%	*	*	-	2%	*	1%	-	-	1%	1%	1%	*	-	-	1%	1%
British National Party	3	-	-	-	3	3	1	2	-	3	-	3	2	1	-	-	3	2	1	1	2	-	1	2	-	-	-	3
	1%	-	-	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	2%	-	-	-	1%
Other	8	-	-	-	8	8	3	5	1	8	1	7	4	2	-	2	7	4	5	1	8	-	4	3	3	-	2	11
	2%	-	-	-	3%	2%	1%	2%	1%	2%	3%	2%	2%	1%	-	2%	2%	1%	4%	*	5%	-	2%	2%	2%	-	3%	2%
"Conservative Lead over Labour"	76	226	-150	0	-150	226	37	39	-82	164	3	73	11	45	11	4	55	62	15	-12	39	48	45	23	149	-96	7	84
	15%	100%	-100%	0%	-55%	65%	17%	14%	-61%	48%	6%	16%	5%	27%	30%	5%	15%	17%	12%	-7%	24%	28%	23%	16%	89%	-54%	12%	16%
Undecided	23	-	-	-	-	-	9	14	2	18	2	21	16	6	-	1	22	14	9	4	11	7	7	7	2	6	4	21
	4%	-	-	-	-	-	4%	5%	1%	5%	4%	4%	7%	3%	-	2%	5%	4%	6%	3%	6%	4%	3%	4%	1%	3%	6%	4%
Would not vote	7	-	-	-	-	-	4	4	1	7	2	6	3	2	1	1	6	6	2	1	4	3	4	4	2	1	1	8
	1%	-	-	-	-	-	1%	1%	*	2%	3%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
Refused	12	-	-	-	-	-	6	6	2	8	*	11	3	5	1	3	8	6	4	6	3	2	4	5	1	1	1	11
	2%	-	-	-	-	-	2%	2%	1%	2%	1%	2%	1%	3%	3%	3%	2%	2%	3%	4%	2%	1%	2%	3%	1%	*	2%	2%
Will vote for another party but don't know which	2	-	-	-	-	-	-	2	-	2	-	2	1	1	-	2	2	1	1	-	1	1	2	-	-	-	-	2
	*	-	-	-	-	-	-	1%	-	1%	-	1%	*	1%	-	-	1%	*	1%	-	1%	1%	1%	-	-	-	-	*

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	
	(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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Conservative	295 29%	212 39%	269 35%	7 8%	164 34%	131 25%	85 30%	95 26%	114 32%	25 21%	61 36%	62 31%	34 20%	45 29%	70 34%	34 38%	92 36%	89 30%	60 29%	55 22%	181 33%	114 25%	305 30%
Labour	224 22%	133 25%	188 25%	4 5%	113 23%	111 21%	65 23%	79 22%	79 22%	31 26%	34 20%	49 25%	30 18%	32 21%	47 23%	21 23%	57 22%	57 19%	39 19%	71 29%	114 21%	110 24%	220 22%
Liberal Democrats (Lib Dem)	109 11%	58 11%	93 12%	1 1%	45 9%	64 12%	28 10%	41 11%	40 11%	11 10%	17 10%	18 9%	23 14%	17 8%	3 3%	37 14%	31 11%	20 10%	22 9%	67 12%	42 9%	105 10%	
Scottish Nationalist	17 2%	9 2%	16 2%	-	9 2%	9 2%	3 1%	7 2%	7 2%	-	3 2%	2 1%	5 3%	2 1%	5 3%	3 3%	2 1%	7 2%	3 1%	6 2%	9 2%	8 2%	18 2%
Plaid Cymru	8 1%	7 1%	7 1%	-	4 1%	4 1%	3 1%	3 1%	2 1%	-	3 2%	-	3 2%	-	2 1%	-	2 1%	3 1%	1 1%	2 1%	4 1%	3 1%	6 1%
Green Party	34 3%	16 3%	24 3%	2 2%	20 4%	14 3%	10 4%	18 5%	6 2%	6 5%	5 3%	8 4%	10 6%	6 4%	-	-	7 3%	14 5%	7 4%	6 2%	21 4%	13 3%	35 3%
UKIP	4 *	2 *	4 1%	-	4 1%	-	-	-	4 1%	-	-	-	-	1 1%	2 1%	1 1%	1 *	-	3 2%	-	1 *	3 1%	4 *
Scottish Socialist Party	* *	* *	* *	-	* *	-	* *	-	-	-	* *	-	-	-	-	-	-	* *	-	-	* *	-	1 *
Other	16 2%	10 2%	12 2%	2 2%	11 2%	5 1%	5 2%	7 2%	5 1%	1 1%	4 2%	2 1%	5 3%	3 2%	2 1%	-	5 2%	5 2%	5 2%	* *	11 2%	5 1%	15 1%
Undecided	171 17%	72 13%	117 15%	7 8%	67 14%	104 20%	43 15%	65 18%	63 18%	25 21%	18 11%	33 17%	32 19%	26 17%	36 18%	17 19%	38 15%	52 18%	41 20%	40 17%	89 16%	81 18%	173 17%
Would not vote	93 9%	6 1%	8 1%	63 74%	39 8%	54 11%	37 13%	35 10%	21 6%	17 14%	19 12%	21 11%	14 9%	9 6%	12 6%	5 5%	13 5%	23 8%	23 11%	34 14%	36 6%	57 13%	90 9%
Don't know	4 *	2 *	4 1%	-	1 *	3 1%	3 1%	-	1 *	1 1%	1 1%	-	-	-	1 2%	1 2%	1 *	3 1%	-	-	4 1%	-	3 *
Refused	29 3%	15 3%	21 3%	* 1%	9 2%	20 4%	4 1%	11 3%	14 4%	1 1%	2 1%	1 *	11 6%	5 4%	9 4%	6 7%	6 2%	10 3%	5 2%	8 3%	16 3%	13 3%	29 3%

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisfi ed	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>1004</b>	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004	
Weighted Total	<b>1004</b>	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004	
Conservative	<b>295</b> <b>29%</b>	295	-	-	-	295	147	148	25	261	27	268	131	101	23	32	232	227	68	70	104	120	131	86	189	38	12	305	
		91%	-	-	-	53%	32%	27%	10%	38%	23%	30%	29%	37%	27%	19%	32%	32%	23%	21%	33%	34%	30%	34%	82%	12%	11%	30%	
Labour	<b>224</b> <b>22%</b>	-	224	-	224	-	97	127	140	69	27	197	106	53	20	43	159	153	69	89	56	78	105	59	4	169	6	220	
		-	84%	-	45%	-	21%	23%	56%	10%	23%	22%	23%	19%	24%	25%	22%	22%	23%	27%	18%	22%	24%	24%	2%	55%	5%	22%	
Liberal Democrats (Lib Dem)	<b>109</b> <b>11%</b>	-	-	109	109	109	53	56	18	88	18	91	48	26	8	25	74	74	35	39	30	41	47	28	6	24	60	105	
		-	-	80%	22%	20%	12%	10%	7%	13%	15%	10%	11%	9%	10%	14%	10%	11%	12%	12%	10%	11%	11%	11%	3%	8%	57%	10%	
Scottish Nationalist	<b>17</b> <b>2%</b>	-	-	-	17	17	6	11	5	11	2	15	9	3	*	5	12	13	4	17	-	-	11	3	1	3	-	18	
		-	-	-	3%	3%	1%	2%	2%	2%	2%	2%	2%	1%	*	3%	2%	2%	1%	5%	-	-	3%	1%	*	1%	-	2%	
Plaid Cymru	<b>8</b> <b>1%</b>	-	-	-	8	8	4	3	1	6	-	8	6	2	-	-	8	3	4	-	8	-	3	-	-	2	-	6	
		-	-	-	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%	*	1%	-	2%	-	1%	-	-	1%	-	1%	
Green Party	<b>34</b> <b>3%</b>	-	-	-	34	34	20	14	3	28	4	30	13	8	7	5	21	21	13	10	11	13	4	12	3	9	1	35	
		-	-	-	7%	6%	4%	3%	1%	4%	3%	3%	3%	3%	9%	3%	3%	3%	3%	4%	3%	4%	4%	1%	5%	1%	3%	1%	3%
UKIP	<b>4</b> <b>*</b>	-	-	-	4	4	1	3	2	2	-	4	1	2	-	1	2	4	-	-	1	3	3	1	-	-	2	4	
		-	-	-	1%	1%	*	1%	1%	*	-	*	*	1%	-	1%	*	1%	-	-	*	1%	1%	*	-	-	1%	*	
Scottish Socialist Party	<b>*</b> <b>*</b>	-	-	-	*	*	-	*	-	*	-	*	-	*	-	*	*	*	-	*	-	-	-	*	-	-	-	-	1
		-	-	-	*	*	-	*	-	*	-	*	-	*	-	*	*	*	-	*	-	-	-	*	-	-	-	*	
Other	<b>16</b> <b>2%</b>	-	-	-	16	16	8	8	2	14	1	14	9	4	-	3	12	10	6	1	11	3	3	8	1	-	2	15	
		-	-	-	3%	3%	2%	1%	1%	2%	1%	2%	2%	1%	-	2%	2%	1%	2%	*	4%	1%	1%	3%	1%	-	2%	1%	
Undecided	<b>171</b> <b>17%</b>	26	40	26	79	65	69	102	28	126	22	149	85	46	16	20	131	115	54	64	49	58	64	31	19	52	18	173	
		8%	15%	19%	16%	12%	15%	19%	11%	18%	18%	17%	19%	17%	19%	12%	18%	16%	18%	19%	16%	16%	15%	13%	8%	17%	17%	17%	
Would not vote	<b>93</b> <b>9%</b>	-	-	-	-	-	45	48	18	59	13	80	38	17	7	29	55	57	37	30	32	31	41	12	3	8	3	90	
		-	-	-	-	-	10%	9%	7%	9%	11%	9%	8%	6%	8%	17%	8%	8%	12%	9%	10%	9%	10%	5%	1%	2%	3%	9%	
Don't know	<b>4</b> <b>*</b>	-	-	-	-	-	-	4	-	4	-	4	1	1	1	-	2	3	1	-	1	3	4	-	-	-	-	3	
		-	-	-	-	-	-	1%	-	1%	-	*	*	1%	2%	-	*	*	*	-	*	1%	1%	-	-	-	-	*	
Refused	<b>29</b> <b>3%</b>	2	3	1	5	4	11	18	6	21	3	26	6	12	1	9	17	22	5	14	9	6	16	11	4	5	2	29	
		1%	1%	1%	1%	1%	2%	3%	3%	3%	3%	3%	1%	4%	1%	5%	2%	3%	2%	4%	3%	2%	4%	4%	2%	1%	2%	3%	

Fieldwork dates : 17th to 19th October 2008  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/87  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
	(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	202	90	146	9	74	128	46	70	86	18	28	35	35	36	50	25	42	62	41	57	104	98	202
Weighted Total	200	88	137	7	76	123	47	77	77	26	20	34	42	32	45	23	44	62	46	49	105	95	202
Conservative	29	14	24	2	12	16	2	12	14	-	2	8	4	3	11	6	8	10	6	4	18	10	31
	14%	15%	18%	25%	16%	13%	5%	16%	18%	-	11%	24%	10%	9%	25%	24%	18%	17%	14%	8%	17%	11%	15%
Labour	44	17	33	-	25	19	8	18	17	3	5	9	9	11	7	2	9	14	6	15	23	20	45
	22%	20%	24%	-	32%	15%	18%	23%	23%	13%	25%	26%	22%	34%	15%	9%	22%	22%	12%	30%	22%	22%	22%
Liberal Democrats (Lib Dem)	27	14	17	*	9	18	3	11	13	1	2	8	2	11	7	7	8	3	6	9	11	15	25
	13%	16%	12%	7%	11%	15%	6%	14%	17%	2%	11%	7%	20%	7%	24%	30%	18%	5%	13%	19%	11%	16%	12%
Scottish Nationalist	5	2	3	-	-	5	5	-	-	4	*	-	-	-	-	-	-	2	2	-	2	2	3
	2%	3%	2%	-	-	4%	10%	-	-	16%	2%	-	-	-	-	-	-	4%	5%	-	2%	3%	1%
Plaid Cymru	1	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	*	1%	*	-	1%	-	-	-	1%	-	-	-	-	2%	-	-	-	-	-	1%	-	1%	*
Green Party	2	1	2	-	1	1	*	1	1	-	*	-	1	1	-	-	*	-	1	1	*	2	4
	1%	1%	2%	-	1%	1%	1%	1%	2%	-	1%	-	2%	4%	-	-	1%	-	2%	3%	*	2%	2%
UKIP	2	1	1	-	1	1	1	-	1	1	-	-	1	-	-	-	-	1	1	-	1	1	2
	1%	1%	1%	-	1%	1%	3%	-	1%	5%	-	-	-	3%	-	-	-	2%	2%	-	1%	1%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1
	1%	1%	1%	-	-	1%	-	2%	-	-	-	4%	-	-	-	-	3%	-	-	-	1%	-	*
Other	3	1	1	-	1	2	2	-	1	2	-	-	*	*	*	*	2	*	-	*	3	*	3
	2%	1%	*	-	1%	2%	5%	-	1%	9%	-	-	-	1%	1%	1%	5%	1%	-	1%	3%	*	1%
Undecided	63	23	37	3	20	43	21	22	20	13	7	13	9	10	10	6	10	24	19	11	33	30	63
	32%	26%	27%	38%	27%	35%	44%	29%	27%	51%	36%	38%	21%	32%	23%	24%	22%	38%	41%	22%	32%	31%	31%
Would not vote	5	2	3	2	3	2	1	3	1	1	1	-	3	-	1	-	1	1	1	2	2	3	5
	2%	2%	2%	25%	4%	1%	3%	3%	1%	3%	3%	-	6%	-	2%	-	2%	1%	3%	4%	1%	3%	2%
Refused	19	12	15	*	4	15	2	9	8	-	2	1	8	3	5	3	4	6	3	6	10	9	19
	9%	13%	11%	6%	6%	12%	5%	12%	10%	-	11%	2%	19%	9%	12%	12%	9%	9%	7%	13%	9%	10%	9%

Fieldwork dates : 17th to 19th October 2008  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/87  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	
Unweighted Total	202	31	45	25	84	70	80	122	34	147	54	148	78	76	20	24	154	146	54	73	63	66	81	41	24	62	20	202
Weighted Total	200	29	44	27	84	69	80	120	34	146	25	175	91	57	18	29	148	137	59	78	58	64	80	43	23	56	20	202
Conservative	29	29	-	-	-	29	12	17	3	25	2	26	10	12	5	2	22	20	9	7	10	12	9	6	15	3	3	31
	14%	100%	-	-	-	41%	15%	14%	9%	17%	9%	15%	11%	20%	26%	9%	15%	14%	15%	9%	17%	18%	11%	15%	65%	5%	17%	15%
Labour	44	-	44	-	44	-	18	26	10	28	7	37	19	8	3	14	27	31	11	21	6	17	18	11	*	29	-	45
	22%	-	100%	-	52%	-	22%	22%	30%	19%	28%	21%	21%	14%	17%	48%	18%	22%	19%	27%	10%	26%	23%	25%	2%	51%	-	22%
Liberal Democrats (Lib Dem)	27	-	-	27	27	9	18	6	18	2	25	7	10	1	4	18	22	5	9	6	11	5	5	1	6	8	25	
	13%	-	-	100%	32%	38%	11%	15%	19%	12%	7%	14%	8%	18%	7%	12%	12%	16%	8%	12%	11%	17%	6%	11%	5%	10%	43%	12%
Scottish Nationalist	5	-	-	-	5	5	*	4	2	3	*	4	-	-	2	3	-	2	3	5	-	-	5	-	-	*	-	3
	2%	-	-	-	6%	7%	1%	4%	5%	2%	2%	2%	-	-	10%	10%	-	1%	5%	6%	-	-	6%	-	-	1%	-	1%
Plaid Cymru	1	-	-	-	1	1	1	-	-	1	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	*	-	-	-	1%	1%	1%	-	-	*	2%	-	1%	-	-	-	*	-	1%	-	1%	-	1%	-	-	-	-	*
Green Party	2	-	-	-	2	2	*	2	-	2	*	2	1	1	-	1	2	2	-	1	1	*	1	-	1	1	-	4
	1%	-	-	-	3%	3%	*	2%	-	2%	1%	1%	1%	2%	-	2%	1%	2%	-	2%	1%	*	1%	-	2%	2%	-	2%
UKIP	2	-	-	-	2	2	-	2	-	2	-	2	2	-	-	-	2	2	-	-	1	1	-	1	-	-	-	2
	1%	-	-	-	3%	3%	-	2%	-	2%	-	1%	2%	-	-	-	1%	2%	-	-	1%	2%	-	3%	-	-	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	-	-	-	1	1	-	1	-	1	-	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1
	1%	-	-	-	1%	2%	-	1%	-	1%	-	1%	1%	-	-	-	1%	-	2%	-	2%	-	2%	-	5%	-	-	*
Other	3	-	-	-	3	3	3	*	-	3	*	3	2	1	-	-	3	3	-	3	*	-	3	2	*	-	-	3
	2%	-	-	-	4%	4%	3%	*	-	2%	1%	2%	3%	1%	-	-	2%	2%	-	3%	1%	-	3%	6%	1%	-	-	1%
Undecided	63	-	-	-	-	-	29	34	7	48	10	53	39	17	5	2	56	42	21	22	24	17	28	10	3	17	4	63
	32%	-	-	-	-	-	36%	29%	21%	33%	39%	30%	44%	29%	29%	6%	38%	31%	35%	28%	42%	26%	36%	24%	15%	30%	22%	31%
Would not vote	5	-	-	-	-	-	2	3	1	4	1	3	2	1	1	1	3	3	2	-	3	2	3	1	-	-	2	5
	2%	-	-	-	-	-	3%	2%	2%	3%	6%	2%	3%	1%	4%	2%	2%	2%	4%	-	5%	3%	4%	2%	-	-	12%	2%
Refused	19	-	-	-	-	-	7	12	5	11	1	18	5	8	1	3	13	10	7	10	5	4	7	6	1	1	1	19
	9%	-	-	-	-	-	8%	10%	14%	7%	5%	10%	6%	14%	7%	9%	9%	8%	11%	12%	9%	6%	9%	15%	4%	1%	7%	9%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%



**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	
	(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	555	555	555	-	290	265	103	190	262	30	73	102	88	107	155	70	173	152	98	132	325	230	555
Weighted Total	542	542	542	-	284	258	108	192	242	39	69	102	90	95	147	69	171	151	100	120	322	220	555
Conservative	212	212	212	-	122	91	49	69	95	15	35	46	22	36	59	31	69	60	45	38	129	83	221
	39%	39%	39%	-	43%	35%	46%	36%	39%	38%	50%	45%	25%	37%	40%	45%	40%	40%	45%	32%	40%	38%	40%
Labour	133	133	133	-	76	57	19	50	64	6	12	30	21	27	37	18	44	30	15	44	74	59	133
	25%	25%	25%	-	27%	22%	17%	26%	26%	17%	18%	29%	23%	29%	25%	26%	26%	20%	15%	36%	23%	27%	24%
Liberal Democrats (Lib Dem)	58	58	58	-	20	37	15	16	27	7	9	4	11	13	14	3	20	17	14	8	36	21	58
	11%	11%	11%	-	7%	14%	14%	8%	11%	17%	12%	4%	13%	14%	9%	4%	11%	11%	14%	7%	11%	10%	10%
Scottish Nationalist	9	9	9	-	6	2	1	2	6	-	1	*	2	2	4	3	2	5	*	*	8	1	10
	2%	2%	2%	-	2%	1%	1%	1%	2%	-	1%	*	2%	2%	3%	4%	1%	4%	*	*	2%	*	2%
Plaid Cymru	7	7	7	-	4	3	2	3	2	-	2	-	3	-	2	-	2	3	-	2	4	2	5
	1%	1%	1%	-	1%	1%	1%	1%	1%	-	2%	-	3%	-	2%	-	1%	2%	-	2%	1%	1%	1%
Green Party	16	16	16	-	7	9	5	7	3	3	2	3	4	3	-	-	3	6	1	6	9	7	17
	3%	3%	3%	-	2%	4%	5%	4%	1%	8%	3%	3%	5%	4%	-	-	2%	4%	1%	5%	3%	3%	3%
UKIP	2	2	2	-	2	-	-	-	2	-	-	-	-	1	1	-	1	-	1	-	1	1	2
	*	*	*	-	1%	-	-	-	1%	-	-	-	-	1%	1%	-	*	-	1%	-	*	*	1%
Scottish Socialist Party	*	*	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	1
	*	*	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	*
Other	10	10	10	-	7	3	3	4	3	1	2	-	4	1	2	-	5	2	3	-	6	3	10
	2%	2%	2%	-	2%	1%	3%	2%	1%	2%	4%	-	4%	1%	1%	-	3%	1%	3%	-	2%	1%	2%
Undecided	72	72	72	-	34	38	10	32	31	4	5	16	16	10	21	11	22	19	17	15	41	31	73
	13%	13%	13%	-	12%	15%	9%	17%	13%	12%	8%	15%	18%	11%	14%	16%	13%	13%	17%	12%	13%	14%	13%
Would not vote	6	6	6	-	*	6	1	4	2	1	-	2	2	-	2	-	-	2	2	1	2	4	6
	1%	1%	1%	-	*	2%	1%	2%	1%	2%	-	2%	2%	-	1%	-	-	2%	2%	1%	1%	2%	1%
Don't know	2	2	2	-	1	1	1	-	1	1	-	-	-	-	1	1	1	1	-	-	2	-	2
	*	*	*	-	*	1%	1%	-	1%	3%	-	-	-	-	1%	2%	1%	1%	-	-	1%	-	*
Refused	15	15	15	-	4	11	2	6	7	1	1	1	5	3	4	2	4	5	1	5	9	6	17
	3%	3%	3%	-	2%	4%	2%	3%	3%	2%	2%	1%	6%	3%	3%	3%	2%	3%	1%	5%	3%	3%	3%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
		Conser vative	Labour	Lib Dem	Not Conser vative	Not Labour	Full-time	Not full-time/ Not workin g	Satisfi ed	Dissat isfied	Yes	Everyo ne else	Bought on mortga ge	Owned outright	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	555	237	153	71	276	360	230	325	145	387	117	438	222	233	37	56	455	420	133	186	185	184	219	166	176	195	66	555
Weighted Total	542	226	150	72	272	347	237	305	140	380	55	488	234	183	38	79	417	402	137	176	183	184	216	163	172	187	66	555
Conservative	212	212	-	-	-	212	99	113	16	193	18	194	82	80	17	28	162	162	50	50	76	86	98	64	146	30	9	221
	39%	94%	-	-	-	61%	42%	37%	12%	51%	34%	40%	35%	44%	44%	36%	39%	40%	37%	29%	42%	47%	45%	39%	84%	16%	14%	40%
Labour	133	-	133	-	133	-	59	74	93	32	13	120	65	39	8	21	104	100	33	56	37	40	51	36	4	114	5	133
	25%	-	88%	-	49%	-	25%	24%	66%	9%	23%	25%	28%	21%	22%	27%	25%	25%	24%	32%	20%	21%	24%	22%	2%	61%	7%	24%
Liberal Democrats (Lib Dem)	58	-	-	58	58	58	26	32	10	47	9	48	26	17	4	11	42	46	11	21	17	19	24	18	5	12	36	58
	11%	-	-	80%	21%	17%	11%	10%	7%	12%	17%	10%	11%	9%	11%	13%	10%	12%	8%	12%	10%	10%	11%	11%	3%	6%	54%	10%
Scottish Nationalist	9	-	-	-	9	9	3	5	2	5	1	7	4	3	-	2	7	8	1	9	-	-	3	3	-	-	-	10
	2%	-	-	-	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%	-	2%	2%	2%	1%	5%	-	-	2%	2%	-	-	-	2%
Plaid Cymru	7	-	-	-	7	7	3	3	1	5	-	7	4	2	-	-	7	3	3	-	7	-	2	-	-	2	-	5
	1%	-	-	-	2%	2%	1%	1%	1%	1%	-	1%	2%	1%	-	-	2%	1%	2%	-	4%	-	1%	-	-	1%	-	1%
Green Party	16	-	-	-	16	16	8	8	1	15	2	14	5	5	3	3	10	10	6	4	5	7	1	9	1	5	1	17
	3%	-	-	-	6%	5%	3%	3%	1%	4%	4%	3%	2%	3%	8%	4%	2%	3%	4%	2%	3%	4%	1%	5%	1%	3%	2%	3%
UKIP	2	-	-	-	2	2	-	2	1	1	-	2	-	1	-	1	1	2	-	-	1	1	1	1	-	-	1	2
	*	-	-	-	1%	1%	-	1%	*	*	-	*	-	*	-	2%	*	*	-	-	*	1%	1%	*	-	-	1%	*
Scottish Socialist Party	*	-	-	-	*	*	-	*	-	*	-	*	-	*	-	-	*	*	-	*	-	-	-	*	-	-	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	*	-	-	*	*	-	*	-	-	-	*	-	-	-	*
Other	10	-	-	-	10	10	4	6	1	9	1	9	5	3	-	2	8	5	4	1	8	-	3	5	1	-	2	10
	2%	-	-	-	4%	3%	2%	2%	1%	2%	2%	2%	2%	1%	-	2%	2%	1%	3%	1%	5%	-	1%	3%	1%	-	2%	2%
Undecided	72	14	16	13	36	33	27	46	13	52	7	66	37	23	3	6	60	48	23	25	22	26	19	17	12	22	11	73
	13%	6%	11%	18%	13%	9%	11%	15%	9%	14%	13%	13%	16%	12%	8%	8%	14%	12%	17%	14%	12%	14%	9%	10%	7%	11%	16%	13%
Would not vote	6	-	-	-	-	-	3	3	-	6	1	5	2	2	1	1	4	4	2	1	2	3	4	3	2	1	-	6
	1%	-	-	-	-	-	1%	1%	-	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	-	1%
Don't know	2	-	-	-	-	-	-	2	-	2	-	2	1	1	-	-	2	1	1	-	1	1	2	-	-	-	-	2
	*	-	-	-	-	-	-	1%	-	1%	-	1%	*	1%	-	-	1%	*	1%	-	1%	1%	1%	-	-	-	-	*
Refused	15	-	1	1	2	1	5	10	3	13	2	13	2	8	1	4	10	11	2	7	6	2	7	7	1	2	2	17
	3%	-	1%	1%	1%	*	2%	3%	2%	3%	3%	3%	1%	4%	3%	5%	2%	3%	1%	4%	3%	1%	3%	4%	1%	1%	3%	3%

Fieldwork dates : 17th to 19th October 2008  
Respondent Type : General Public 18+ - Telephone Omnibus  
Source : Ipsos MORI J2008/87  
Sector is applied  
\*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
	(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	90	90	-	38	52	12	32	46	3	9	15	17	18	28	14	25	25	14	26	50	40	90
Weighted Total	88	88	-	39	49	12	38	38	5	7	16	22	13	25	13	26	24	18	20	50	38	90
Conservative	14	14	-	7	7	*	4	9	-	*	3	2	2	8	5	5	6	1	2	11	3	16
	15%	15%	-	17%	14%	1%	11%	24%	-	2%	16%	8%	12%	30%	34%	20%	24%	5%	8%	22%	7%	18%
Labour	17	17	-	10	8	5	6	6	2	3	6	-	2	5	1	7	4	3	3	11	7	20
	20%	20%	-	25%	15%	39%	17%	17%	38%	40%	39%	-	12%	19%	10%	25%	18%	20%	15%	22%	17%	22%
Liberal Democrats (Lib Dem)	14	14	-	5	9	-	6	9	-	-	-	6	1	7	5	4	3	5	2	7	7	13
	16%	16%	-	14%	18%	-	15%	23%	-	-	-	26%	11%	29%	37%	17%	12%	26%	11%	15%	18%	14%
Scottish Nationalist	2	2	-	2	2	2	-	-	2	-	-	-	-	-	-	-	-	2	-	-	2	1
	3%	3%	-	-	5%	21%	-	-	46%	-	-	-	-	-	-	-	-	14%	-	-	6%	1%
Plaid Cymru	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	1%	1%	-	2%	-	-	-	2%	-	-	-	-	5%	-	-	-	-	-	3%	-	2%	1%
Green Party	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1
	1%	1%	-	-	1%	-	2%	-	-	-	-	3%	-	-	-	-	-	-	3%	-	2%	1%
UKIP	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1
	1%	1%	-	2%	-	-	-	2%	-	-	-	-	6%	-	-	-	-	5%	-	-	2%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	1	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1
	1%	1%	-	-	2%	-	3%	-	-	-	7%	-	-	-	-	5%	-	-	-	2%	-	1%
Other	1	1	-	1	-	-	-	1	-	-	-	-	*	*	*	-	*	-	*	*	*	2
	1%	1%	-	2%	-	-	-	2%	-	-	-	-	2%	1%	3%	-	1%	-	2%	1%	1%	2%
Undecided	23	23	-	10	13	3	14	7	-	3	6	8	4	3	2	5	6	5	6	12	11	21
	26%	26%	-	26%	26%	21%	36%	18%	-	39%	34%	38%	31%	11%	16%	20%	26%	31%	29%	23%	30%	23%
Would not vote	2	2	-	2	-	1	-	1	1	-	-	-	-	1	-	1	1	-	-	2	-	2
	2%	2%	-	4%	-	7%	-	2%	16%	-	-	-	-	3%	-	3%	3%	-	-	3%	-	2%
Refused	12	12	-	3	9	1	6	4	-	1	1	5	3	2	-	2	4	-	6	6	6	11
	13%	13%	-	8%	18%	10%	16%	12%	-	19%	4%	25%	21%	7%	-	9%	15%	-	28%	12%	15%	12%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
		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 occup ier	None	1 or more	North	Midlan ds	South	Tabloi d	Broad sheet	Conser vative	Labour	Lib Dems	
Unweighted Total	90	16	20	13	40	36	32	58	16	65	21	69	35	39	5	9	74	67	21	32	32	26	26	25	15	25	13	90
Weighted Total	88	14	17	14	38	34	32	56	16	64	9	79	40	31	4	10	70	59	25	33	28	27	25	24	14	24	13	90
Conservative	14	14	-	-	-	14	3	10	1	12	1	13	4	7	2	-	11	11	3	4	4	5	3	1	8	*	2	16
	15%	100%	-	-	-	40%	10%	19%	9%	19%	6%	17%	11%	22%	56%	-	16%	18%	12%	13%	15%	19%	12%	4%	58%	1%	17%	18%
Labour	17	-	17	-	17	-	7	11	8	8	3	14	10	4	*	3	14	10	5	10	4	3	5	6	*	13	-	20
	20%	-	100%	-	46%	-	21%	19%	49%	13%	38%	18%	26%	12%	8%	31%	20%	18%	21%	31%	15%	12%	20%	24%	4%	55%	-	22%
Liberal Democrats (Lib Dem)	14	-	-	14	14	14	6	9	2	11	1	14	2	8	*	1	10	14	-	5	1	9	1	5	1	4	5	13
	16%	-	-	100%	37%	42%	18%	15%	15%	17%	7%	17%	6%	26%	8%	7%	15%	24%	-	14%	2%	33%	4%	20%	8%	15%	36%	14%
Scottish Nationalist	2	-	-	-	2	2	-	2	-	2	-	2	-	-	-	2	-	-	2	2	-	-	2	-	-	-	-	1
	3%	-	-	-	6%	7%	-	4%	-	4%	-	3%	-	-	-	24%	-	-	10%	7%	-	-	10%	-	-	-	-	1%
Plaid Cymru	1	-	-	-	1	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	1%	-	-	-	2%	2%	2%	-	1%	-	7%	-	1%	-	-	-	1%	-	2%	-	2%	-	2%	-	-	-	-	1%
Green Party	1	-	-	-	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	1	-	-	-	-	-	-	-	1
	1%	-	-	-	2%	2%	-	1%	-	1%	-	1%	2%	-	-	-	1%	1%	-	2%	-	-	-	-	-	-	-	1%
UKIP	1	-	-	-	1	1	-	1	-	1	-	1	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	1
	1%	-	-	-	2%	2%	-	1%	-	1%	-	1%	2%	-	-	-	1%	1%	-	-	3%	-	-	-	-	-	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	-	-	-	1	1	-	1	-	1	-	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1
	1%	-	-	-	3%	4%	-	2%	-	2%	-	2%	3%	-	-	-	2%	-	5%	-	4%	-	5%	-	9%	-	-	1%
Other	1	-	-	-	1	1	*	*	-	1	*	*	-	1	-	-	1	1	-	*	*	-	*	-	*	-	-	2
	1%	-	-	-	2%	2%	1%	1%	-	1%	4%	*	-	2%	-	-	1%	1%	-	1%	1%	-	1%	-	2%	-	-	2%
Undecided	23	-	-	-	-	-	9	14	2	18	2	21	16	6	-	1	22	14	9	4	11	7	7	7	2	6	4	21
	26%	-	-	-	-	-	27%	25%	10%	28%	25%	26%	39%	20%	-	12%	31%	24%	34%	13%	40%	26%	28%	30%	11%	26%	30%	23%
Would not vote	2	-	-	-	-	-	1	1	1	1	1	1	1	1	-	-	2	2	-	-	2	-	1	1	-	-	1	2
	2%	-	-	-	-	-	3%	1%	4%	1%	10%	1%	2%	2%	-	-	2%	3%	-	-	6%	-	3%	3%	-	-	7%	2%
Refused	12	-	-	-	-	-	6	6	2	8	*	11	3	5	1	3	8	6	4	6	3	2	4	5	1	1	1	11
	13%	-	-	-	-	-	18%	11%	12%	13%	4%	15%	7%	16%	28%	25%	11%	10%	15%	19%	11%	9%	15%	19%	7%	3%	10%	12%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
1 - Absolutely certain not to vote	86 9%	-	-	86 100%	33 7%	53 10%	38 13%	30 8%	18 5%	12 10%	26 16%	20 10%	10 6%	8 5%	10 5%	3 4%	11 4%	21 7%	23 11%	31 13%	32 6%	54 12%	85 8%
2	13 1%	-	-	-	5 1%	8 2%	8 3%	4 1%	1 *	7 6%	2 1%	3 1%	2 1%	1 1%	-	-	1 1%	7 2%	2 1%	3 1%	8 1%	5 1%	14 1%
3	35 4%	-	-	-	21 4%	14 3%	20 7%	10 3%	5 1%	16 13%	4 3%	3 2%	7 4%	3 2%	2 1%	1 1%	6 2%	9 3%	11 5%	9 4%	15 3%	20 4%	30 3%
4	12 1%	-	-	-	9 2%	3 1%	2 1%	10 3%	-	1 1%	1 1%	2 1%	9 5%	-	-	-	4 2%	2 1%	4 2%	3 1%	6 1%	6 1%	10 1%
5	85 8%	-	-	-	33 7%	52 10%	38 13%	26 7%	21 6%	23 20%	15 9%	15 8%	11 7%	12 8%	9 5%	1 1%	9 3%	28 10%	22 11%	26 11%	37 7%	48 11%	78 8%
6	33 3%	-	33 4%	-	11 2%	22 4%	15 5%	11 3%	7 2%	9 7%	6 4%	7 4%	4 2%	3 2%	4 2%	2 3%	8 3%	12 4%	1 *	11 5%	21 4%	12 3%	30 3%
7	51 5%	-	51 7%	-	22 5%	29 6%	21 8%	19 5%	10 3%	5 4%	17 10%	11 6%	8 5%	5 3%	5 3%	3 3%	8 3%	18 6%	10 5%	15 6%	26 5%	25 5%	50 5%
8	79 8%	-	79 10%	-	41 8%	39 8%	21 8%	33 9%	25 7%	7 6%	14 8%	16 8%	16 10%	16 11%	9 5%	4 4%	22 9%	18 6%	21 10%	19 8%	40 7%	39 9%	84 8%
9	57 6%	-	57 7%	-	23 5%	34 6%	14 5%	24 7%	18 5%	1 1%	13 8%	15 8%	9 6%	8 6%	10 5%	4 4%	15 6%	26 9%	10 5%	6 3%	40 7%	16 4%	58 6%
10 - Absolutely certain to vote	542 54%	542 100%	542 71%	-	284 58%	258 50%	108 38%	192 53%	242 68%	39 33%	69 42%	102 52%	90 54%	95 63%	147 72%	69 75%	171 66%	151 51%	100 48%	120 49%	322 58%	220 49%	555 55%
Don't know	7 1%	-	-	-	4 1%	3 1%	-	2 1%	5 1%	-	-	2 1%	-	1 1%	4 2%	1 2%	3 1%	1 *	1 1%	2 1%	4 1%	3 1%	7 1%
Refused	3 *	-	-	-	1 *	3 1%	-	-	3 1%	-	-	-	-	-	3 2%	3 3%	-	2 1%	2 1%	-	2 *	2 *	3 *
Mean	7.86	10.00	9.34	1.00	8.09	7.65	6.75	7.89	8.74	6.16	7.17	7.84	7.95	8.51	8.92	9.18	8.66	7.88	7.45	7.34	8.25	7.39	7.95

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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.)	Conervative	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	Conervative	Labour	
Unweighted Total	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
1 - Absolutely certain not to vote	86 9%	9 3%	4 1%	1 1%	9 2%	14 2%	42 9%	44 8%	12 5%	59 9%	14 12%	72 8%	29 6%	19 7%	7 8%	30 17%	48 7%	53 7%	33 11%	25 7%	29 9%	32 9%	39 9%	8 3%	7 3%	9 3%	1 1%	85 8%
2	13 1%	-	1 *	1 1%	4 1%	3 *	6 1%	7 1%	4 2%	9 1%	3 2%	11 1%	5 1%	2 1%	1 2%	4 2%	7 1%	4 1%	9 3%	3 1%	7 2%	4 1%	6 1%	*	*	2 1%	-	14 1%
3	35 4%	5 2%	9 4%	4 3%	17 3%	13 2%	21 5%	14 3%	8 3%	21 3%	2 2%	33 4%	20 4%	4 2%	6 7%	5 3%	25 3%	20 3%	15 5%	13 4%	13 4%	10 3%	18 4%	3 1%	-	4 1%	5 5%	30 3%
4	12 1%	3 1%	3 1%	5 3%	9 2%	9 2%	10 2%	2 *	4 2%	8 1%	2 2%	10 1%	5 1%	2 1%	1 2%	4 2%	7 1%	7 1%	6 2%	5 2%	4 1%	3 1%	2 1%	4 2%	-	1 *	2 2%	10 1%
5	85 8%	14 4%	26 10%	14 10%	53 11%	40 7%	37 8%	49 9%	20 8%	62 9%	11 9%	74 8%	47 10%	13 5%	10 11%	13 8%	60 8%	60 9%	25 8%	36 11%	27 9%	22 6%	47 11%	16 6%	7 3%	26 8%	5 5%	78 8%
6	33 3%	12 4%	13 5%	5 4%	19 4%	18 3%	9 2%	23 4%	8 3%	24 4%	5 4%	28 3%	12 3%	5 2%	5 5%	11 6%	17 2%	21 3%	12 4%	5 2%	16 4%	13 3%	6 2%	6 2%	4 2%	10 3%	1 1%	30 3%
7	51 5%	11 3%	23 9%	7 5%	35 7%	22 4%	23 5%	28 5%	15 6%	30 4%	6 6%	45 5%	25 6%	6 2%	6 7%	11 6%	31 4%	30 4%	21 7%	21 6%	9 3%	21 6%	28 6%	7 3%	6 3%	17 6%	2 2%	50 5%
8	79 8%	26 8%	16 6%	19 14%	47 9%	57 10%	41 9%	39 7%	17 7%	58 8%	14 12%	66 7%	44 10%	20 7%	6 7%	10 6%	64 9%	59 8%	19 6%	29 9%	20 6%	31 9%	30 7%	16 6%	18 8%	25 8%	14 13%	84 8%
9	57 6%	19 6%	18 7%	7 5%	29 6%	30 5%	33 7%	24 4%	17 7%	35 5%	5 4%	52 6%	29 6%	16 6%	6 8%	4 3%	45 6%	38 5%	19 6%	14 4%	14 5%	28 8%	29 7%	23 9%	16 7%	26 8%	7 7%	58 6%
10 - Absolutely certain to vote	542 54%	226 70%	150 56%	72 53%	272 55%	347 63%	237 51%	305 56%	140 56%	380 55%	55 47%	488 55%	234 52%	183 67%	38 44%	79 46%	417 57%	402 57%	137 46%	176 52%	183 59%	184 52%	216 50%	163 65%	172 75%	187 61%	66 63%	555 55%
Don't know	7 1%	-	3 1%	1 1%	4 1%	1 *	2 *	4 1%	2 2%	*	1 1%	6 1%	2 *	1 *	-	2 1%	4 *	7 1%	-	1 *	1 *	5 1%	4 1%	2 1%	-	2 1%	1 1%	7 1%
Refused	3 *	-	-	-	-	-	-	3 1%	-	2 *	-	3 *	-	2 1%	-	-	2 *	2 *	2 1%	1 *	2 1%	1 *	2 *	2 1%	-	-	-	3 *
Mean	7.86	8.92	8.37	8.26	8.28	8.61	7.73	7.97	8.19	7.89	7.43	7.92	7.90	8.56	7.41	6.93	8.15	8.10	7.28	7.80	7.87	7.91	7.67	8.76	9.20	8.61	8.78	7.95

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Satisfied	248	140	197	12	131	117	71	86	91	31	40	47	39	32	59	29	67	75	39	67	142	106	250
	25%	26%	26%	14%	27%	23%	25%	24%	26%	26%	24%	24%	21%	29%	31%	26%	26%	19%	27%	26%	23%	25%	25%
Dissatisfied	689	380	528	59	326	363	196	253	240	79	117	137	116	108	132	54	179	196	156	158	375	314	688
	69%	70%	69%	69%	67%	70%	68%	70%	67%	66%	70%	70%	71%	65%	59%	69%	67%	75%	65%	68%	70%	69%	69%
Don't know	67	22	37	15	29	38	19	23	25	9	10	12	11	12	13	8	14	22	12	19	36	31	66
	7%	4%	5%	18%	6%	7%	7%	6%	7%	8%	6%	6%	7%	8%	6%	9%	5%	8%	6%	8%	7%	7%	7%

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	Owned 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>1004</b>	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	<b>1004</b>	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Satisfied	<b>248</b> <b>25%</b>	29 9%	150 56%	24 18%	189 38%	67 12%	103 22%	146 27%	248 100%	-	31 26%	217 25%	117 26%	67 24%	15 18%	45 26%	184 25%	180 26%	65 22%	96 29%	64 21%	88 25%	106 24%	65 26%	19 8%	141 46%	17 16%	250 25%
Dissatisfied	<b>689</b> <b>69%</b>	286 88%	98 36%	106 78%	277 56%	466 84%	332 72%	357 66%	- -	689 100%	81 69%	608 69%	306 68%	191 70%	62 73%	117 68%	497 68%	480 68%	207 70%	218 65%	229 73%	242 68%	304 70%	177 71%	207 90%	154 50%	83 79%	688 69%
Don't know	<b>67</b> <b>7%</b>	9 3%	20 7%	6 4%	30 6%	19 4%	28 6%	39 7%	- -	- -	6 5%	61 7%	29 6%	16 6%	7 9%	10 6%	45 6%	43 6%	24 8%	22 7%	19 6%	26 7%	23 5%	8 3%	4 2%	14 4%	5 4%	66 7%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%



**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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+

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Satisfied	350	197	277	17	174	175	93	121	136	47	46	68	53	47	89	42	89	116	54	90	205	145	357
	35%	36%	36%	19%	36%	34%	32%	33%	38%	40%	27%	35%	32%	31%	44%	46%	34%	39%	26%	37%	37%	32%	36%
Dissatisfied	591	322	448	56	293	297	175	218	198	64	111	116	102	93	105	41	156	163	135	137	319	272	581
	59%	59%	59%	65%	60%	57%	61%	60%	56%	54%	66%	59%	62%	61%	52%	46%	60%	55%	65%	56%	58%	60%	58%
Don't know	63	23	37	14	18	45	19	23	22	8	11	12	11	12	10	8	14	15	17	17	29	34	66
	6%	4%	5%	16%	4%	9%	6%	6%	6%	7%	6%	6%	7%	8%	5%	8%	5%	5%	8%	7%	5%	8%	7%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
		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	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Satisfied	350	48	181	48	252	119	143	206	218	105	42	308	152	100	31	62	252	254	91	127	96	127	137	87	34	177	29	357
	35%	15%	68%	35%	51%	21%	31%	38%	88%	15%	36%	35%	34%	36%	36%	36%	35%	36%	31%	38%	31%	36%	32%	35%	15%	57%	28%	36%
Dissatisfied	591	263	76	84	226	413	293	298	24	555	65	525	270	160	49	100	430	408	183	188	197	205	270	154	184	125	73	581
	59%	81%	28%	62%	46%	75%	63%	55%	10%	81%	56%	59%	60%	58%	58%	58%	59%	58%	62%	56%	63%	58%	62%	61%	80%	41%	70%	58%
Don't know	63	13	11	4	18	21	26	38	6	30	10	53	30	15	5	11	45	40	23	21	18	24	27	9	12	7	3	66
	6%	4%	4%	3%	4%	4%	6%	7%	2%	4%	9%	6%	7%	5%	6%	7%	6%	6%	8%	6%	6%	7%	6%	4%	5%	2%	3%	7%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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+

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Satisfied	496	295	415	24	259	237	152	174	170	56	96	104	69	78	91	45	147	156	88	104	304	192	494
	49%	54%	54%	28%	53%	46%	53%	48%	48%	47%	58%	53%	42%	52%	45%	49%	57%	53%	43%	43%	55%	43%	49%
Dissatisfied	336	182	250	31	159	177	87	123	126	39	48	54	69	54	72	24	85	93	71	88	178	159	336
	34%	34%	33%	36%	33%	34%	30%	34%	36%	33%	29%	28%	41%	36%	35%	26%	33%	32%	34%	36%	32%	35%	33%
Don't know	172	65	97	31	68	104	46	65	60	23	23	37	28	19	41	23	28	44	48	52	72	100	174
	17%	12%	13%	36%	14%	20%	16%	18%	17%	20%	14%	19%	17%	13%	20%	25%	11%	15%	23%	21%	13%	22%	17%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\* = Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
		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	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Satisfied	496	254	103	60	192	342	246	250	121	353	57	439	229	142	42	72	371	359	136	138	167	191	218	131	170	120	56	494
	49%	78%	39%	44%	39%	62%	53%	46%	49%	51%	48%	50%	51%	52%	49%	41%	51%	51%	46%	41%	53%	54%	50%	53%	74%	39%	53%	49%
Dissatisfied	336	40	119	60	231	152	146	190	98	227	37	299	145	92	31	63	237	240	95	149	85	102	150	92	42	145	41	336
	34%	12%	45%	45%	46%	27%	32%	35%	39%	33%	32%	34%	32%	34%	36%	36%	33%	34%	32%	44%	27%	29%	35%	37%	18%	47%	39%	33%
Don't know	172	30	45	15	74	59	70	102	29	108	23	149	78	40	12	38	118	104	66	49	60	64	65	27	18	43	8	174
	17%	9%	17%	11%	15%	11%	15%	19%	12%	16%	20%	17%	17%	15%	14%	22%	16%	15%	22%	14%	19%	18%	15%	11%	8%	14%	8%	17%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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+

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Satisfied	352	202	290	14	188	164	106	110	136	42	64	60	50	62	73	29	84	123	72	73	207	145	361
	35%	37%	38%	16%	39%	32%	37%	30%	38%	35%	38%	31%	30%	41%	36%	32%	32%	42%	35%	30%	37%	32%	36%
Dissatisfied	282	166	217	27	157	125	85	107	89	35	49	63	45	36	54	25	97	75	52	58	172	110	276
	28%	31%	28%	32%	32%	24%	30%	30%	25%	30%	30%	32%	27%	24%	26%	28%	37%	26%	25%	24%	31%	24%	27%
Don't know	371	175	255	45	141	230	95	145	131	41	54	74	71	54	77	36	80	95	83	113	175	196	367
	37%	32%	33%	52%	29%	44%	33%	40%	37%	35%	32%	37%	43%	35%	38%	40%	31%	32%	40%	46%	32%	43%	37%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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	Owned outrigt 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>1004</b>	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	<b>1004</b>	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Satisfied	<b>352</b> <b>35%</b>	113 35%	103 38%	84 62%	208 42%	218 39%	157 34%	195 36%	116 47%	226 33%	43 36%	309 35%	152 34%	100 37%	42 50%	52 30%	252 35%	257 37%	92 31%	112 33%	109 35%	131 37%	157 36%	93 37%	69 30%	132 43%	54 52%	361 36%
Dissatisfied	<b>282</b> <b>28%</b>	86 26%	68 25%	31 23%	143 29%	160 29%	148 32%	133 25%	62 25%	216 31%	28 24%	253 29%	132 29%	79 29%	19 23%	44 26%	210 29%	192 27%	90 30%	102 30%	83 27%	97 27%	121 28%	78 31%	74 32%	77 25%	34 33%	276 27%
Don't know	<b>371</b> <b>37%</b>	125 39%	97 36%	20 15%	146 29%	174 32%	157 34%	214 39%	71 28%	247 36%	46 39%	324 37%	169 37%	95 35%	23 27%	76 44%	264 36%	254 36%	115 39%	122 36%	120 39%	128 36%	155 36%	79 31%	87 38%	100 32%	17 16%	367 37%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 2008 - General Public 18+ - Telephone Omnibus**

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+

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Improve	239	142	195	18	117	121	59	78	102	23	36	46	32	36	66	33	54	70	50	65	124	115	248
	24%	26%	26%	21%	24%	23%	21%	21%	29%	19%	22%	23%	19%	24%	32%	37%	21%	24%	24%	27%	22%	25%	25%
Stay the same	159	83	127	7	67	92	45	53	61	20	24	31	22	29	32	10	33	58	33	35	92	67	156
	16%	15%	17%	8%	14%	18%	16%	15%	17%	17%	15%	16%	13%	19%	16%	11%	13%	20%	16%	14%	17%	15%	16%
Get worse	592	316	437	56	297	295	176	228	188	72	104	116	112	86	101	45	171	163	121	137	334	258	584
	59%	58%	57%	65%	61%	57%	62%	63%	53%	61%	62%	59%	67%	57%	50%	49%	66%	56%	58%	56%	60%	57%	58%
Don't know	15	2	3	5	4	11	6	3	5	4	3	3	-	1	4	3	2	2	3	8	4	11	16
	1%	*	*	6%	1%	2%	2%	1%	1%	3%	2%	2%	-	*	2%	3%	1%	1%	2%	3%	1%	2%	2%

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 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
		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	Lib Dems	
Unweighted Total	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Improve	239 24%	85 26%	72 27%	28 21%	115 23%	128 23%	92 20%	146 27%	87 35%	137 20%	26 22%	213 24%	103 23%	73 27%	18 21%	43 25%	176 24%	183 26%	55 19%	89 26%	64 21%	85 24%	115 27%	42 17%	64 28%	85 28%	20 19%	248 25%
Stay the same	159 16%	52 16%	40 15%	24 17%	78 16%	90 16%	69 15%	90 17%	45 18%	106 15%	17 15%	142 16%	68 15%	45 16%	13 15%	30 18%	112 15%	113 16%	44 15%	55 16%	48 15%	57 16%	67 15%	40 16%	35 15%	50 16%	18 17%	156 16%
Get worse	592 59%	186 57%	154 58%	80 59%	297 60%	328 59%	298 64%	294 54%	116 47%	441 64%	71 61%	521 59%	276 61%	154 56%	52 62%	97 56%	430 59%	398 57%	191 64%	188 56%	197 63%	207 58%	247 57%	166 66%	130 57%	174 56%	65 62%	584 58%
Don't know	15 1%	1 *	1 *	4 3%	6 1%	6 1%	3 1%	12 2%	1 *	5 1%	3 2%	12 1%	5 1%	2 1%	2 2%	2 1%	8 1%	8 1%	7 2%	4 1%	3 1%	7 2%	5 1%	2 1%	1 1%	* *	1 1%	16 2%

Fieldwork dates : 17th to 19th October 2008  
 Respondent Type : General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2008/87  
 Sector is applied  
 \*=Less than 0.5%



**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 2008 - General Public 18+ - Telephone Omnibus**

Table 25

**Q.8. How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next twelve months?**

Base : All

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Very concerned	200	97	135	30	107	93	65	86	49	25	41	45	40	28	21	12	40	56	51	53	96	104	187
	20%	18%	18%	35%	22%	18%	23%	24%	14%	21%	24%	23%	24%	18%	10%	14%	15%	19%	25%	22%	17%	23%	19%
Fairly concerned	146	68	107	12	70	76	51	76	19	24	27	47	29	15	4	-	41	43	31	31	84	61	127
	15%	13%	14%	15%	14%	15%	18%	21%	5%	20%	16%	24%	18%	10%	2%	-	16%	15%	15%	13%	15%	14%	13%
Not very concerned	200	98	158	10	100	101	66	87	47	27	39	47	40	34	13	5	61	62	41	36	123	77	210
	20%	18%	21%	12%	21%	19%	23%	24%	13%	23%	23%	24%	24%	23%	6%	6%	23%	21%	20%	15%	22%	17%	21%
Not at all concerned	414	266	336	30	195	219	95	107	212	36	59	52	55	68	144	62	113	117	78	107	230	185	433
	41%	49%	44%	34%	40%	42%	33%	30%	60%	31%	35%	26%	33%	45%	71%	68%	44%	40%	38%	44%	42%	41%	43%
Don't know	44	13	26	4	14	30	9	7	28	6	3	5	1	6	22	12	4	16	6	17	20	23	47
	4%	2%	3%	5%	3%	6%	3%	2%	8%	5%	2%	3%	1%	4%	11%	13%	2%	5%	3%	7%	4%	5%	5%
<b>Combinations - Summary Concerned</b>	<b>346</b>	<b>165</b>	<b>242</b>	<b>42</b>	<b>177</b>	<b>169</b>	<b>116</b>	<b>161</b>	<b>68</b>	<b>49</b>	<b>67</b>	<b>92</b>	<b>69</b>	<b>43</b>	<b>25</b>	<b>12</b>	<b>82</b>	<b>99</b>	<b>81</b>	<b>84</b>	<b>180</b>	<b>165</b>	<b>314</b>
	34%	30%	32%	49%	36%	33%	41%	45%	19%	41%	40%	47%	42%	28%	12%	14%	31%	34%	39%	34%	33%	37%	31%
<b>Not concerned</b>	<b>615</b>	<b>364</b>	<b>494</b>	<b>40</b>	<b>295</b>	<b>320</b>	<b>161</b>	<b>194</b>	<b>259</b>	<b>64</b>	<b>97</b>	<b>99</b>	<b>95</b>	<b>103</b>	<b>157</b>	<b>67</b>	<b>174</b>	<b>178</b>	<b>119</b>	<b>143</b>	<b>353</b>	<b>262</b>	<b>643</b>
	61%	67%	65%	46%	61%	62%	56%	54%	73%	54%	58%	50%	57%	67%	77%	74%	67%	61%	58%	59%	64%	58%	64%
<b>Net concerned</b>	<b>-269</b>	<b>-199</b>	<b>-251</b>	<b>3</b>	<b>-118</b>	<b>-151</b>	<b>-45</b>	<b>-33</b>	<b>-191</b>	<b>-15</b>	<b>-30</b>	<b>-7</b>	<b>-26</b>	<b>-59</b>	<b>-132</b>	<b>-55</b>	<b>-93</b>	<b>-80</b>	<b>-38</b>	<b>-59</b>	<b>-172</b>	<b>-97</b>	<b>-329</b>
	-27%	-37%	-33%	3%	-24%	-29%	-16%	-9%	-54%	-13%	-18%	-3%	-16%	-39%	-64%	-60%	-36%	-27%	-18%	-24%	-31%	-21%	-33%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
**17th to 19th October 2008 - General Public 18+ - Telephone Omnibus**

Table 26

**Q.8. How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next twelve months?**

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	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	1004	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	1004	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Very concerned	200	54	57	22	96	92	108	92	39	148	18	182	101	33	16	45	134	127	71	64	58	78	102	34	34	66	12	187
	20%	17%	21%	16%	19%	17%	23%	17%	16%	21%	15%	21%	22%	12%	19%	26%	18%	18%	24%	19%	18%	22%	24%	14%	15%	21%	11%	19%
Fairly concerned	146	47	34	24	73	86	94	52	34	98	15	130	86	21	16	20	107	94	52	35	53	58	58	41	34	42	10	127
	15%	14%	13%	18%	15%	16%	20%	10%	14%	14%	13%	15%	19%	8%	19%	12%	15%	13%	17%	10%	17%	16%	13%	16%	15%	14%	9%	13%
Not very concerned	200	69	57	26	102	114	127	73	58	129	38	162	106	48	22	23	154	144	55	73	57	71	83	52	48	60	24	210
	20%	21%	21%	19%	21%	21%	27%	14%	23%	19%	32%	18%	23%	17%	26%	13%	21%	21%	19%	22%	18%	20%	19%	21%	21%	19%	23%	21%
Not at all concerned	414	144	104	60	203	242	131	284	104	288	45	369	151	152	25	76	303	301	112	151	128	136	166	115	107	125	55	433
	41%	44%	39%	44%	41%	44%	28%	52%	42%	42%	38%	42%	33%	55%	30%	44%	42%	43%	38%	45%	41%	38%	38%	46%	47%	40%	53%	43%
Don't know	44	11	16	3	23	18	2	42	12	26	1	42	9	20	5	8	29	37	7	13	17	14	24	8	7	16	4	47
	4%	3%	6%	2%	5%	3%	*	8%	5%	4%	1%	5%	2%	7%	6%	5%	4%	5%	2%	4%	5%	4%	6%	3%	3%	5%	4%	5%
<b>Combinations - Summary Concerned</b>	<b>346</b>	<b>101</b>	<b>91</b>	<b>46</b>	<b>169</b>	<b>178</b>	<b>202</b>	<b>144</b>	<b>74</b>	<b>246</b>	<b>33</b>	<b>312</b>	<b>187</b>	<b>55</b>	<b>33</b>	<b>66</b>	<b>241</b>	<b>221</b>	<b>123</b>	<b>99</b>	<b>111</b>	<b>136</b>	<b>160</b>	<b>75</b>	<b>68</b>	<b>108</b>	<b>22</b>	<b>314</b>
	34%	31%	34%	34%	34%	32%	44%	26%	30%	36%	28%	35%	41%	20%	39%	38%	33%	31%	41%	30%	35%	38%	37%	30%	30%	35%	21%	31%
<b>Not concerned</b>	<b>615</b>	<b>212</b>	<b>161</b>	<b>87</b>	<b>305</b>	<b>357</b>	<b>258</b>	<b>357</b>	<b>162</b>	<b>417</b>	<b>83</b>	<b>532</b>	<b>257</b>	<b>200</b>	<b>47</b>	<b>99</b>	<b>456</b>	<b>445</b>	<b>167</b>	<b>224</b>	<b>185</b>	<b>206</b>	<b>249</b>	<b>167</b>	<b>156</b>	<b>185</b>	<b>79</b>	<b>643</b>
	61%	66%	60%	64%	61%	65%	56%	66%	65%	61%	71%	60%	57%	73%	55%	57%	63%	63%	56%	67%	59%	58%	57%	67%	68%	60%	75%	64%
<b>Net concerned</b>	<b>-269</b>	<b>-112</b>	<b>-69</b>	<b>-41</b>	<b>-136</b>	<b>-178</b>	<b>-56</b>	<b>-214</b>	<b>-88</b>	<b>-171</b>	<b>-50</b>	<b>-219</b>	<b>-70</b>	<b>-145</b>	<b>-14</b>	<b>-33</b>	<b>-215</b>	<b>-224</b>	<b>-44</b>	<b>-125</b>	<b>-74</b>	<b>-70</b>	<b>-89</b>	<b>-92</b>	<b>-87</b>	<b>-77</b>	<b>-57</b>	<b>-329</b>
	-27%	-34%	-26%	-30%	-27%	-32%	-12%	-39%	-36%	-25%	-42%	-25%	-16%	-53%	-16%	-19%	-30%	-32%	-15%	-37%	-24%	-20%	-21%	-37%	-38%	-25%	-55%	-33%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

**Ipsos MORI Political Monitor - October 2008**  
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Table 27

**Q.9. Who do you most trust in the current economic crisis. Gordon Brown and his Chancellor Alistair Darling, or David Cameron and his Shadow Chancellor George Osborne?**

Base : All

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Gordon Brown/Alistair Darling	447 45%	244 45%	352 46%	27 32%	233 48%	214 41%	124 44%	162 45%	161 45%	49 42%	75 45%	89 45%	73 44%	70 46%	92 45%	42 46%	129 49%	146 50%	72 35%	101 41%	275 50%	173 38%	457 46%
David Cameron/George Osborne	342 34%	230 42%	292 38%	13 15%	175 36%	167 32%	104 37%	122 34%	116 33%	43 36%	61 37%	72 37%	50 30%	48 32%	68 33%	28 31%	90 35%	102 35%	79 38%	72 29%	192 35%	151 33%	338 34%
Don't know	214 21%	68 13%	119 16%	46 54%	77 16%	137 26%	57 20%	79 22%	79 22%	27 22%	30 18%	35 18%	44 26%	34 22%	44 22%	21 23%	41 16%	46 16%	56 27%	71 29%	87 16%	127 28%	209 21%

Fieldwork dates : 17th to 19th October 2008

Respondent Type : General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2008/87

Sector is applied

\*Less than 0.5%

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Table 28

**Q.9. Who do you most trust in the current economic crisis. Gordon Brown and his Chancellor Alistair Darling, or David Cameron and his Shadow Chancellor George Osborne?**

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
		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	Lib Dems	
Unweighted Total	<b>1004</b>	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	<b>1004</b>	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Gordon Brown/Alistair Darling	<b>447</b>	46	220	64	333	159	205	242	215	201	55	392	210	119	43	70	329	321	123	167	122	158	177	133	35	233	46	457
	<b>45%</b>	14%	82%	47%	67%	29%	44%	45%	86%	29%	47%	44%	47%	43%	51%	41%	45%	46%	42%	50%	39%	44%	41%	53%	15%	75%	44%	46%
David Cameron/George Osborne	<b>342</b>	240	21	34	77	295	172	171	21	317	35	307	161	103	26	44	264	237	105	89	130	123	162	85	164	50	31	338
	<b>34%</b>	74%	8%	25%	15%	53%	37%	31%	8%	46%	30%	35%	36%	38%	30%	25%	36%	34%	35%	27%	42%	35%	37%	34%	71%	16%	29%	34%
Don't know	<b>214</b>	38	26	38	86	98	85	130	13	172	27	187	81	52	16	59	133	144	68	80	60	75	95	31	31	26	28	209
	<b>21%</b>	12%	10%	28%	17%	18%	18%	24%	5%	25%	23%	21%	18%	19%	19%	34%	18%	21%	24%	19%	21%	22%	13%	13%	8%	27%	21%	

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Table 29

**Q.10. Please tell me whether you agree or disagree with the following statement: "Gordon Brown's response to the current economic crisis shows that he is a true world leader".**

Base : All

	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	1004	555	777	85	489	515	263	358	383	89	174	196	162	168	215	97	260	289	202	253	549	455	1004
Weighted Total	1004	542	762	86	486	518	286	362	356	119	167	196	166	152	204	91	260	293	207	244	553	451	1004
Agree	411	244	344	20	209	202	95	157	159	39	56	83	74	64	94	43	102	133	65	111	235	176	411
	41%	45%	45%	23%	43%	39%	33%	43%	45%	33%	34%	42%	45%	42%	46%	48%	39%	45%	32%	45%	42%	39%	41%
Disagree	532	276	386	55	257	275	175	185	172	71	104	103	82	78	94	36	147	144	128	113	290	242	534
	53%	51%	51%	64%	53%	53%	61%	51%	48%	60%	62%	52%	49%	51%	46%	40%	56%	49%	62%	47%	52%	54%	53%
Don't know	61	23	32	11	20	42	16	20	25	9	7	10	10	15	11	11	17	13	20	28	33	59	
	6%	4%	4%	13%	4%	8%	6%	6%	7%	8%	4%	5%	6%	6%	8%	12%	4%	6%	7%	8%	5%	7%	6%
<b>Net agree</b>	<b>-121</b>	<b>-32</b>	<b>-42</b>	<b>-35</b>	<b>-48</b>	<b>-73</b>	<b>-80</b>	<b>-28</b>	<b>-14</b>	<b>-32</b>	<b>-48</b>	<b>-20</b>	<b>-8</b>	<b>-14</b>	<b>*</b>	<b>7</b>	<b>-44</b>	<b>-11</b>	<b>-63</b>	<b>-3</b>	<b>-55</b>	<b>-66</b>	<b>-123</b>
	-12%	-6%	-5%	-41%	-10%	-14%	-28%	-8%	-4%	-27%	-29%	-10%	-5%	-9%	*	8%	-17%	-4%	-30%	-1%	-10%	-15%	-12%

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Table 30

**Q.10. Please tell me whether you agree or disagree with the following statement: "Gordon Brown's response to the current economic crisis shows that he is a true world leader".**

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
		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 outrigt 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>1004</b>	336	265	130	488	559	452	552	250	688	244	760	423	348	90	126	771	717	284	339	319	346	439	246	238	320	106	1004
Weighted Total	<b>1004</b>	324	268	136	496	553	462	542	248	689	117	887	452	274	85	173	726	702	297	336	312	356	433	250	230	309	105	1004
Agree	<b>411</b> <b>41%</b>	86 27%	171 64%	62 45%	275 55%	189 34%	180 39%	231 43%	187 75%	199 29%	46 39%	365 41%	183 41%	112 41%	31 37%	83 48%	295 41%	302 43%	106 36%	140 42%	127 41%	143 40%	157 36%	118 47%	61 27%	189 61%	47 45%	411 41%
Disagree	<b>532</b> <b>53%</b>	232 72%	77 29%	67 49%	192 39%	347 63%	259 56%	272 50%	55 22%	460 67%	64 55%	468 53%	245 54%	147 53%	47 56%	79 46%	391 54%	364 52%	166 56%	170 51%	171 55%	191 54%	253 58%	121 48%	165 72%	107 35%	53 51%	534 53%
Don't know	<b>61</b> <b>6%</b>	5 2%	19 7%	7 5%	30 6%	16 3%	22 5%	39 7%	6 2%	31 4%	7 6%	54 6%	24 5%	16 6%	6 8%	11 6%	40 5%	36 5%	26 9%	26 8%	14 4%	22 6%	23 5%	12 5%	4 2%	12 4%	5 5%	59 6%
<b>Net agree</b>	<b>-121</b> <b>-12%</b>	<b>-146</b> <b>-45%</b>	<b>94</b> <b>35%</b>	<b>-5</b> <b>-4%</b>	<b>83</b> <b>17%</b>	<b>-158</b> <b>-29%</b>	<b>-79</b> <b>-17%</b>	<b>-42</b> <b>-8%</b>	<b>133</b> <b>53%</b>	<b>-261</b> <b>-38%</b>	<b>-18</b> <b>-15%</b>	<b>-103</b> <b>-12%</b>	<b>-61</b> <b>-14%</b>	<b>-35</b> <b>-13%</b>	<b>-16</b> <b>-19%</b>	<b>3</b> <b>2%</b>	<b>-96</b> <b>-13%</b>	<b>-62</b> <b>-9%</b>	<b>-60</b> <b>-20%</b>	<b>-29</b> <b>-9%</b>	<b>-44</b> <b>-14%</b>	<b>-48</b> <b>-13%</b>	<b>-97</b> <b>-22%</b>	<b>-3</b> <b>-1%</b>	<b>-104</b> <b>-45%</b>	<b>82</b> <b>27%</b>	<b>-6</b> <b>-6%</b>	<b>-123</b> <b>-12%</b>

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