

Ipsos MORI Political Monitor - September 2014

Table 1

Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Managing the economy/ economic situation	315	217	290	282	270	252	9	182	133	79	136	100	30	48	66	70	46	54	18	112	87	63	52	199	116	315
Asylum and immigration	300	188	255	251	241	219	16	161	139	68	107	124	30	38	53	54	51	74	33	80	80	71	69	160	139	303
Healthcare/ NHS/ hospitals	297	188	260	254	236	214	10	128	170	70	123	104	29	41	62	61	45	59	25	87	90	58	62	177	120	312
Education/ schools	232	129	201	194	176	156	9	85	147	86	103	43	45	41	55	47	21	22	10	87	68	42	36	154	78	223
Benefits	133	71	106	102	95	88	5	57	76	46	49	38	11	35	25	24	21	17	7	30	37	32	34	67	65	141
Foreign policy/foreign affairs	120	83	107	103	97	92	5	65	55	31	43	46	9	22	26	17	21	25	11	47	29	20	24	77	44	124
Europe/ EU	106	77	99	98	93	84	1	55	51	22	34	50	12	10	17	17	33	14	25	35	22	25	59	47	116	
Unemployment	102	67	84	81	76	75	7	49	53	30	40	32	10	20	19	20	15	17	6	17	34	16	35	51	50	99
Taxation	84	54	73	72	64	57	4	52	32	29	39	17	9	19	27	12	8	8	4	23	25	23	13	48	36	81
Pensions	61	38	50	47	47	39	6	22	39	3	13	45	-	3	7	6	11	34	16	10	16	11	24	26	35	71
Care for older and disabled people	57	33	49	47	41	37	4	15	41	3	18	36	-	3	8	11	19	17	10	7	16	9	24	23	34	62
Defence	56	35	49	49	45	42	1	34	22	10	26	20	2	8	13	13	11	9	5	19	13	9	14	32	24	62
Crime and anti-social behaviour/ law and order	51	41	46	46	44	42	1	36	15	13	21	17	2	11	14	7	8	9	4	16	16	10	10	31	20	51
Housing	48	28	43	41	38	33	2	21	28	12	16	21	9	4	9	7	9	12	5	12	17	10	9	29	19	48
Protecting the natural environment/ climate change	41	34	38	38	38	38	1	23	18	14	15	12	4	10	5	10	9	3	-	11	8	12	10	19	22	45
Terrorism	34	20	27	27	26	26	2	15	19	15	10	10	7	8	4	6	7	3	-	7	7	14	6	14	21	30
Public transport/ roads	32	22	30	30	27	26	1	22	10	7	16	8	3	4	10	6	3	5	1	6	10	6	9	17	15	30
Wages / minimum wage / fair pay	27	16	25	25	23	22	*	12	15	17	6	4	11	6	4	2	3	1	1	12	7	6	2	18	9	26
Constitution/Devolution	19	16	19	19	19	17	1	9	10	4	6	10	2	2	3	2	5	5	3	7	4	6	2	11	9	23
Scottish Independence / Referendum	19	14	18	17	17	14	-	10	8	-	10	8	-	2	8	5	3	1	1	8	7	1	3	15	4	22
Inequality	18	12	16	15	15	15	1	8	9	7	5	7	2	4	3	2	4	2	-	4	9	2	3	12	6	18
Issues affecting children / childcare	17	13	17	17	17	15	-	2	15	7	8	2	2	5	6	1	-	2	2	4	6	4	3	10	7	16
Energy / gas / oil production / policy / prices	15	9	15	15	15	15	*	10	5	8	2	6	4	4	1	*	4	2	1	4	4	1	6	8	7	13

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

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

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

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

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Table 1
Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age							Social Class						UnWgt Total				
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1		C2	DE	ABC1	C2DE
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Social justice	13	9	13	12	12	12	-s	6	7	3	2	7	-	3	2	*	3	4	-	3	4	1	5	7	6	17
Public sector services / cuts	11	9	11	10	10	10	-s	7	4	6	3	2	-	6	2	1	1	1	-	7	3	-	*	10	*	12
Race relations	9	4	6	6	4	4	1	2	7	4	2	3	-	4	2	-	2	1	-	1	3	4	1	4	5	8
MPs expenses	8	6	6	6	6	6	2	4	4	2	4	2	-	2	1	3	2	1	-	2	1	2	3	3	5	10
Government / MPs / politicians / political parties	8	6	6	6	6	6	-	7	1	2	2	5	2	-	2	-	3	2	1	2	2	2	2	4	4	7
Family issues	8	4	6	6	4	4	-	4	4	1	5	2	-	1	4	1	-	2	2	1	5	-	2	6	2	7
Working conditions / workers rights	7	4	6	4	4	4	1	6	2	5	3	*	-	5	1	1	*	-	-	2	3	2	1	5	3	7
Animal welfare	7	6	6	6	6	6	1	2	5	5	1	1	2	3	1	*	1	-	-	4	2	-	1	6	1	6
Behaviour of MPs / politicians / political parties	6	4	6	6	5	5	*	4	3	-	4	2	-	-	2	2	1	1	1	1	2	2	1	4	3	7
Privatisation	6	6	6	6	6	6	-	4	2	4	1	2	-	4	-	1	-	2	1	4	2	-	-	6	-	5
Trade unions/ strikes	6	5	5	5	5	5	1	3	3	1	2	3	-	1	2	-	2	1	-	2	1	2	1	3	3	7
National security / safety	5	1	3	3	3	3	3	-	5	-	-	5	-	-	-	-	4	1	1	3	-	-	3	3	3	3
Tuition / university fees	5	3	5	5	5	5	-s	-	5	4	-	1	4	-	-	-	-	1	1	3	2	-	1	4	1	3
Poverty	5	3	5	4	4	3	-	1	4	-	3	2	-	-	2	1	2	*	-	2	2	1	-	4	1	5
Social care / social services	5	4	5	5	5	4	-	1	3	1	1	3	-	1	1	-	*	3	1	1	2	*	1	3	2	8
Openness / honesty / transparency	4	*	2	2	*	*	3	2	3	-	2	3	-	-	-	2	3	-	-	*	-	1	3	*	4	3
Human rights	3	1	3	3	3	3	-	1	1	-	1	1	-	-	1	-	-	1	-	1	-	1	-	1	1	3
Standards of living	2	1	1	1	1	1	-	1	2	-	2	-	-	-	1	1	-	-	-	-	1	-	1	1	1	3
Other	63	42	61	59	55	51	2	32	32	20	23	21	4	16	17	6	9	12	8	16	13	17	16	30	34	57
Not voting in General Election / not interested	7	1	1	1	1	1	3	7	-	4	-	2	-	4	-	-	2	1	-	3	-	1	3	3	4	5
None / nothing	3	1	1	1	1	1	2	3	-	2	-	1	2	-	-	-	1	*	-	-	2	-	*	2	*	3
Don't know	87	29	51	48	40	34	11	38	49	36	23	28	24	12	8	15	10	18	12	14	25	21	27	39	48	74
Not stated	*	*	*	*	*	*	-	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	1

Fieldwork dates : 6th to 9th September 2014
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Table 2

Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Managing the economy/ economic situation	315	122	83	20	31	164	202	141	169	146	136	153	35	148	152	102	41	17	57	254	91	64	116	108	47	275	27	112	63	50	315
Asylum and immigration	300	93	63	16	75	171	201	109	131	168	90	181	31	119	102	115	30	46	76	217	95	80	108	96	33	267	16	107	43	29	303
Healthcare/ NHS/ hospitals	297	59	117	18	26	198	140	78	128	170	71	212	45	104	108	112	44	27	71	220	108	78	88	102	35	257	30	68	78	43	312
Education/ schools	232	46	95	22	19	165	116	68	117	115	72	139	40	97	103	72	38	16	54	175	67	48	67	99	47	208	18	43	49	45	223
Benefits	133	28	45	9	15	83	66	37	55	77	35	84	20	53	46	47	20	19	39	92	52	41	35	46	16	119	11	32	34	15	141
Foreign policy/foreign affairs	120	35	41	10	8	73	66	44	60	60	44	72	16	50	46	48	21	5	25	94	38	25	34	49	21	102	13	31	30	14	124
Europe/ EU	106	34	22	5	28	60	71	39	40	66	42	61	11	36	36	42	19	6	25	79	33	27	34	39	13	95	6	44	22	10	116
Unemployment	102	16	41	3	8	70	45	20	51	51	25	66	14	42	40	30	17	14	31	70	48	38	20	35	16	87	10	22	31	11	99
Taxation	84	26	26	7	50	49	33	58	26	32	45	11	49	37	20	14	13	27	57	31	18	27	26	7	65	13	25	22	10	81	
Pensions	61	15	22	4	5	37	30	19	12	49	17	41	6	11	10	25	11	13	24	36	23	12	22	16	1	45	11	17	18	10	71
Care for older and disabled people	57	9	27	6	4	40	22	15	12	44	11	37	6	10	9	26	9	10	19	35	20	18	19	17	4	52	2	9	17	8	62
Defence	56	20	15	2	9	30	35	22	29	27	21	30	9	25	22	18	10	5	15	40	13	11	17	26	8	51	2	21	14	5	62
Crime and anti-social behaviour/ law and order	51	17	14	5	8	31	33	22	28	23	14	34	6	21	25	14	8	4	12	39	19	13	14	19	10	43	6	16	11	9	51
Housing	48	9	22	2	8	35	21	11	23	25	12	33	5	17	19	12	9	9	18	31	14	12	11	23	12	46	2	8	12	12	48
Protecting the natural environment/ climate change	41	4	11	1	5	32	25	6	19	22	7	32	7	15	13	13	8	6	15	26	15	8	10	16	5	32	7	6	9	10	45
Terrorism	34	11	9	1	6	18	20	12	20	15	15	13	3	18	7	16	7	5	12	23	2	2	18	14	6	33	-	5	7	4	30
Public transport/ roads	32	6	16	2	1	23	13	8	21	11	7	23	4	19	14	8	7	3	10	22	16	12	10	6	2	26	4	6	6	7	30
Wages / minimum wage / fair pay	27	4	8	5	1	21	16	8	15	12	4	24	6	11	14	6	4	2	7	20	9	5	8	10	5	21	4	4	4	3	26
Constitution/Devolution	19	5	9	2	-	12	8	7	9	10	8	11	3	8	6	8	3	3	6	14	10	4	3	6	5	13	6	7	4	7	23
Scottish Independence / Referendum	19	9	3	-	2	9	15	9	10	9	11	8	1	8	5	11	*	2	2	16	11	2	4	4	2	9	9	2	-	-	22
Inequality	18	1	12	-	-	16	6	1	13	4	1	14	1	13	6	3	3	6	9	9	3	1	6	9	6	15	2	-	6	8	18
Issues affecting children / childcare	17	6	5	3	-	11	12	9	7	9	8	9	5	9	11	4	2	1	3	14	7	2	3	7	2	12	4	6	2	7	16
Energy / gas / oil production / policy / prices	15	4	3	-	1	11	12	4	7	8	5	9	1	7	7	3	1	3	5	10	*	*	7	8	3	15	-	5	1	1	13

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Table 2

Q9. Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot		Con	Lab	LD
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Social justice	13	-	4	2	-	13	9	2	4	8	3	10	2	3	4	4	3	2	5	8	3	2	5	4	1	11	1	2	4	3	17
Public sector services / cuts	11	2	3	3	*	8	7	5	11	3	4	7	3	3	8	1	1	*	2	9	4	4	4	3	3	10	-	1	1	8	12
Race relations	9	-	4	3	1	8	4	3	3	6	1	6	1	2	2	3	4	-	4	5	3	3	4	3	9	-	-	4	1	8	
MPs expenses	8	1	2	-	1	3	2	1	5	3	1	6	1	2	3	3	1	1	2	6	3	1	1	4	1	7	2	2	2	10	
Government / MPs / politicians / political parties	8	4	2	-	-	2	4	4	6	2	3	5	-	6	2	3	1	2	3	5	3	2	3	2	2	6	2	3	2	1	7
Family issues	8	-	2	5	-	7	5	5	6	2	-	8	2	4	6	2	-	*	7	3	2	2	3	1	7	*	-	1	4	7	
Working conditions / workers rights	7	*	5	2	-	7	2	2	7	1	3	4	1	7	5	-	1	1	3	5	3	2	2	2	2	6	2	*	2	2	7
Animal welfare	7	-	6	-	-	7	*	-	6	2	-	7	2	5	5	1	2	-	2	6	3	3	2	2	2	7	*	-	1	5	6
Behaviour of MPs / politicians / political parties	6	-	2	1	1	6	4	1	1	5	1	5	*	1	-	2	3	-	3	2	3	2	3	3	5	1	-	1	2	7	
Privatisation	6	-	1	1	1	6	5	1	5	2	-	6	-	4	1	2	4	-	4	2	-	-	3	3	2	6	-	1	1	4	5
Trade unions/ strikes	6	-	4	-	-	5	1	-	2	4	-	5	1	1	*	3	3	-	3	3	2	1	1	3	3	5	1	-	2	2	7
National security / safety	5	5	-	-	-	5	5	-	5	-	4	-	-	-	-	5	-	-	5	-	-	-	5	-	5	-	5	-	-	-	3
Tuition / university fees	5	-	-	3	-	4	4	3	3	2	1	4	-	4	4	1	-	-	5	2	2	-	3	3	3	2	1	-	-	-	3
Poverty	5	-	4	-	-	5	1	-	3	2	1	4	1	2	3	2	-	-	5	3	2	2	-	-	4	1	-	2	2	5	
Social care / social services	5	-	2	1	-	4	2	1	*	4	1	2	1	1	1	1	-	1	2	1	1	1	2	*	4	-	1	4	-	8	
Openness / honesty / transparency	4	3	1	-	-	1	3	3	1	3	*	4	-	1	1	3	-	-	4	1	1	3	*	*	4	-	3	1	-	3	
Human rights	3	1	1	-	-	1	1	1	1	1	1	2	1	-	1	2	-	-	3	1	1	1	1	-	3	-	1	1	-	3	
Standards of living	2	-	2	-	-	2	1	-	1	2	-	2	1	1	1	-	1	1	2	1	2	2	-	-	2	1	-	1	-	3	
Other	63	22	16	6	4	40	46	29	30	34	22	32	6	31	22	17	20	5	25	39	12	8	18	33	11	56	4	18	7	18	57
Not voting in General Election / not interested	7	-	-	-	-	-	-	-	4	3	3	2	-	4	-	4	2	-	2	4	-	-	2	5	1	7	-	-	-	5	
None / nothing	3	1	-	2	-	2	2	2	-	3	1	2	-	-	-	1	-	*	1	*	*	-	1	2	2	*	1	-	-	3	
Don't know	87	19	12	7	3	31	38	26	31	56	49	29	9	30	22	23	24	18	42	45	23	17	21	43	10	78	7	17	14	9	74
Not stated	*	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	*	-	1	

Fieldwork dates : 6th to 9th September 2014

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Table 3

Q10(a). Which party do you think has the best policies on asylum and immigration - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	184 18%	118 20%	169 20%	162 20%	152 20%	138 20%	5 9% ^s	89 18%	95 18%	54 19%	69 19%	61 17%	31 25% ^s	24 14%	36 20%	33 19%	32 21%	29 14%	14 14% ^s	49 18%	63 22%	30 14%	42 18%	112 20%	72 16%	186 18%
Conservatives	193 19%	124 21%	166 20%	166 20%	154 20%	139 20%	9 16% ^s	94 19%	98 19%	54 19%	73 21%	65 18%	21 17% ^s	33 20%	43 23%	31 17%	28 19%	36 17%	13 13% ^s	62 23%	54 19%	42 19%	35 15%	116 21%	76 17%	185 18%
Liberal Democrats	64 6%	36 6%	55 7%	53 6%	43 6%	42 6%	2 4% ^s	39 8%	24 5%	28 10%	19 5%	17 5%	10 8% ^s	18 11%	10 5%	9 5%	10 6%	7 3%	2 2% ^s	24 9%	15 5%	13 6%	12 5%	39 7%	25 5%	62 6%
UKIP	197 20%	136 23%	177 21%	175 21%	171 23%	158 23%	7 12% ^s	119 24%	78 15%	28 10%	83 23%	85 23%	13 10% ^s	16 9%	36 20%	48 27%	34 22%	51 24%	26 26% ^s	45 17%	48 17%	49 23%	55 23%	93 17%	104 23%	206 20%
Other	83 8%	45 8%	67 8%	64 8%	61 8%	56 8%	6 11% ^s	39 8%	44 9%	22 8%	30 9%	30 8%	9 7% ^s	14 8%	13 7%	17 10%	14 9%	16 8%	9 9% ^s	18 6%	27 9%	15 7%	23 10%	44 8%	39 8%	87 9%
None	90 9%	59 10%	71 8%	70 8%	68 9%	63 9%	9 17% ^s	38 8%	52 10%	18 6%	28 8%	44 12%	3 2% ^s	15 9%	11 6%	17 10%	17 11%	28 13%	12 12% ^s	24 9%	24 8%	20 9%	22 9%	48 9%	42 9%	105 10%
Don't know	200 20%	74 12%	139 16%	132 16%	112 15%	92 13%	18 32% ^s	74 15%	125 24%	83 29%	55 15%	61 17%	36 29% ^s	48 29%	34 19%	21 12%	17 11%	44 21%	25 25% ^s	49 18%	55 19%	48 22%	48 20%	104 19%	95 21%	179 18%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

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Ipsos MORI Political Monitor - September 2014

Table 4

Q10(a). Which party do you think has the best policies on asylum and immigration - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	184	7	141	5	-	166	32	12	82	102	26	147	24	73	68	51	28	33	61	119	52	39	65	67	38	163	13	3	89	27	186
	18%	3%	48%	7%	s	-	28%	6%	4%	18%	7%	26%	20%	18%	20%	15%	16%	24%	20%	17%	15%	16%	21%	19%	29%	19%	14%	1%	43%	21%	18%
Conservatives	193	120	27	13	3	57	149	133	110	82	140	41	23	98	85	66	26	15	41	151	70	53	49	74	22	171	17	108	15	22	185
	19%	45%	9%	19%	s	3%	10%	26%	39%	25%	38%	7%	19%	24%	24%	20%	15%	11%	13%	22%	21%	21%	16%	21%	17%	20%	19%	38%	7%	17%	18%
Liberal Democrats	64	7	17	27	3	53	43	34	31	33	30	31	8	31	24	16	14	6	20	40	13	7	18	32	14	52	6	5	9	30	62
	6%	3%	6%	40%	s	3%	9%	8%	10%	7%	8%	5%	6%	8%	7%	5%	8%	4%	6%	6%	4%	3%	6%	9%	11%	6%	7%	2%	4%	23%	6%
UKIP	197	59	28	4	80	117	147	62	79	118	62	127	17	81	65	77	20	35	55	142	73	65	62	63	14	174	8	79	39	11	206
	20%	22%	10%	5%	s	68%	20%	26%	19%	18%	21%	22%	14%	20%	19%	23%	12%	26%	18%	21%	22%	26%	20%	17%	11%	20%	9%	28%	19%	9%	20%
Other	83	9	12	3	17	63	60	12	36	47	10	64	11	29	26	32	15	8	23	59	32	14	25	25	10	62	19	18	13	14	87
	8%	3%	4%	4%	s	15%	11%	11%	4%	8%	3%	11%	9%	7%	8%	10%	9%	6%	7%	9%	10%	6%	8%	7%	8%	7%	7%	7%	6%	10%	9%
None	90	28	16	6	8	36	48	34	32	58	27	53	11	25	21	37	20	10	30	58	20	13	39	31	9	76	7	32	16	10	105
	9%	10%	5%	8%	s	6%	6%	8%	10%	7%	7%	9%	9%	6%	6%	11%	11%	8%	10%	8%	6%	5%	12%	9%	7%	9%	8%	11%	8%	8%	10%
Don't know	200	38	50	11	7	99	87	50	79	121	72	103	26	70	60	56	50	28	78	116	77	58	54	69	22	173	19	35	27	18	179
	20%	14%	17%	17%	s	6%	17%	15%	15%	18%	20%	18%	21%	17%	17%	17%	29%	21%	25%	17%	23%	23%	17%	19%	17%	20%	22%	13%	13%	14%	18%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

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Ipsos MORI Political Monitor - September 2014

Table 5

Q10(b). Which party do you think has the best policies on Crime and Anti-social behaviour - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	194 19%	121 20%	165 19%	163 20%	154 20%	143 21%	16 29%	86 17%	108 21%	63 22%	72 20%	59 16%	34 28%	29 17%	39 21%	34 19%	31 21%	28 13%	13 13%	54 20%	53 19%	36 17%	51 21%	108 19%	87 19%	184
Conservatives	319 32%	209 35%	277 33%	273 33%	254 33%	229 33%	7 12%	164 33%	155 30%	77 27%	108 30%	134 37%	34 28%	43 26%	55 30%	54 30%	46 31%	87 41%	37 37%	85 31%	95 33%	76 35%	63 27%	180 32%	139 31%	326
Liberal Democrats	43 4%	22 4%	39 5%	37 5%	34 5%	33 5%	1 2%	32 7%	10 2%	21 7%	10 3%	12 3%	8 6%	13 8%	4 2%	5 3%	8 5%	5 2%	1 1%	12 5%	18 6%	7 3%	6 2%	30 5%	13 3%	46
UKIP	37 4%	21 4%	32 4%	31 4%	31 4%	25 4%	3 5%	29 6%	8 2%	6 2%	18 5%	13 4%	2 2%	4 2%	8 4%	10 6%	7 5%	6 3%	3 3%	9 3%	8 3%	10 5%	9 4%	17 3%	19 4%	39
Other	60 6%	37 6%	52 6%	51 6%	51 7%	48 7%	3 5%	29 6%	31 6%	24 8%	16 4%	20 5%	6 5%	18 11%	7 4%	9 5%	8 5%	12 6%	5 5%	15 6%	22 8%	10 5%	12 5%	38 7%	22 5%	66
None	109 11%	69 12%	89 11%	85 10%	82 11%	77 11%	7 13%	48 10%	61 12%	11 4%	35 10%	63 17%	3 3%	8 5%	21 12%	14 8%	25 17%	37 18%	22 22%	31 11%	24 9%	17 8%	36 15%	55 10%	53 12%	116
Don't know	249 25%	111 19%	191 23%	181 22%	155 20%	132 19%	18 32%	105 21%	144 28%	88 30%	99 28%	63 17%	35 28%	53 32%	48 27%	50 29%	25 17%	38 18%	20 19%	64 23%	65 23%	60 28%	60 26%	129 23%	121 27%	233

Fieldwork dates : 6th to 9th September 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *Less than 0.5%
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Ipsos MORI Political Monitor - September 2014

Table 6

Q10(b). Which party do you think has the best policies on Crime and Anti-social behaviour - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	194 19%	11 4%	141 48%	8 12%	4 4%	170 29%	40 7%	19 6%	86 19%	108 19%	30 8%	155 27%	26 22%	66 16%	70 20%	54 16%	31 18%	36 27%	68 22%	124 18%	72 21%	61 25%	61 20%	61 17%	31 24%	172 20%	10 12%	8 3%	96 46%	26 20%	184 18%
Conservatives	319 32%	162 60%	58 20%	18 26%	31 26%	129 22%	233 41%	180 53%	147 33%	172 31%	176 48%	120 21%	32 27%	143 35%	114 33%	129 39%	37 21%	35 26%	71 23%	243 36%	108 32%	82 33%	95 30%	117 32%	40 30%	278 32%	25 29%	157 56%	48 23%	23 17%	326 32%
Liberal Democrats	43 4%	7 3%	14 5%	11 16%	2 2%	31 5%	24 4%	18 5%	20 5%	22 4%	14 4%	28 5%	5 4%	16 4%	16 5%	15 4%	6 3%	4 3%	10 3%	31 5%	9 3%	7 3%	16 5%	18 6%	8 4%	39 3%	3 3%	1 *	4 2%	21 16%	46 5%
UKIP	37 4%	5 2%	3 1%	1 1%	23 19%	27 5%	29 5%	6 2%	19 4%	18 3%	7 2%	28 5%	3 3%	21 5%	15 4%	12 3%	5 3%	5 4%	10 3%	26 4%	15 5%	12 5%	9 3%	12 3%	3 4%	33 4%	3 3%	12 4%	4 2%	5 4%	39 4%
Other	60 6%	- -	8 3%	2 3%	18 15%	57 10%	49 9%	2 1%	23 5%	36 6%	2 1%	53 9%	9 7%	25 6%	14 4%	21 6%	15 9%	10 7%	25 8%	35 5%	25 7%	11 4%	14 4%	21 6%	9 7%	41 5%	14 16%	9 3%	8 4%	7 5%	66 7%
None	109 11%	24 9%	18 6%	6 9%	26 22%	58 10%	64 11%	30 9%	35 8%	73 13%	20 6%	82 14%	11 9%	27 7%	23 7%	51 15%	13 7%	17 13%	30 10%	75 11%	29 9%	24 10%	44 14%	36 10%	7 6%	95 11%	5 6%	32 11%	20 10%	12 9%	116 11%
Don't know	249 25%	61 23%	50 17%	22 32%	14 12%	118 20%	128 23%	82 24%	118 26%	131 23%	118 32%	100 18%	33 28%	109 27%	97 28%	54 16%	66 38%	28 20%	94 30%	151 22%	79 23%	51 21%	75 24%	95 26%	32 25%	213 25%	28 31%	62 22%	28 14%	40 30%	233 23%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Table 7
Q10(c). Which party do you think has the best policies on Education - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	302 30%	186 31%	254 30%	245 30%	230 30%	212 31%	16 29% ^s	143 29%	158 31%	96 33%	110 31%	96 26%	46 38% ^s	50 30%	53 29%	57 33%	50 33%	46 22%	19 19% ^s	76 28%	98 34%	58 27%	69 29%	174 31%	128 28%	307 30%
Conservatives	269 27%	187 32%	246 29%	242 29%	228 30%	210 31%	8 14% ^s	135 27%	134 26%	58 20%	88 25%	124 34%	25 20% ^s	33 20%	50 27%	38 22%	39 26%	85 40%	38 38% ^s	67 25%	73 25%	63 29%	66 28%	140 25%	129 29%	259 26%
Liberal Democrats	78 8%	41 7%	65 8%	64 8%	55 7%	47 7%	4 7% ^s	40 8%	38 7%	29 10%	25 7%	24 7%	11 9% ^s	18 11%	13 7%	12 7%	12 8%	6 6%	2 6% ^s	25 9%	22 8%	14 6%	17 7%	47 8%	31 7%	83 8%
UKIP	13 1%	7 1%	13 2%	13 2%	13 2%	10 1%	- - ^s	10 2%	3 1%	4 1%	4 1%	4 1%	- - ^s	4 3%	1 1%	3 2%	1 1%	3 2%	2 2% ^s	4 2%	1 *	1 *	6 3%	6 1%	7 2%	12 1%
Other	57 6%	36 6%	52 6%	49 6%	48 6%	44 6%	1 2% ^s	27 5%	30 6%	23 8%	16 4%	18 5%	5 4% ^s	18 11%	7 4%	9 5%	8 5%	10 5%	5 5% ^s	13 5%	22 8%	9 4%	12 5%	35 6%	21 5%	66 7%
None	71 7%	43 7%	52 6%	51 6%	50 7%	47 7%	8 13% ^s	33 7%	38 7%	5 2%	32 9%	34 9%	1 1% ^s	4 2%	15 8%	17 10%	19 13%	15 7%	7 7% ^s	21 8%	16 6%	16 7%	18 8%	37 7%	34 7%	83 8%
Don't know	221 22%	93 16%	164 19%	157 19%	137 18%	118 17%	19 35% ^s	104 21%	116 22%	75 26%	82 23%	63 17%	34 28% ^s	41 25%	43 24%	40 23%	23 15%	40 19%	24 23% ^s	63 23%	55 19%	56 26%	47 20%	118 21%	103 23%	200 20%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Table 8
Q10(c). Which party do you think has the best policies on Education - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	302 30%	15 5%	209 71%	10 14%	14 12%	257 44%	63 11%	24 7%	140 31%	161 29%	51 14%	240 42%	42 35%	118 29%	120 34%	82 24%	56 32%	42 31%	98 32%	201 29%	120 36%	94 38%	95 31%	86 24%	44 34%	257 29%	26 29%	16 6%	145 70%	43 32%	307 30%
Conservatives	269 27%	155 58%	26 9%	13 19%	41 34%	87 15%	216 38%	168 50%	104 23%	165 29%	160 43%	89 16%	22 19%	110 27%	88 25%	124 37%	24 14%	29 21%	53 17%	212 31%	90 27%	74 30%	80 26%	100 28%	27 21%	243 28%	15 17%	152 54%	21 10%	19 15%	259 26%
Liberal Democrats	78 8%	20 7%	15 5%	25 37%	4 3%	52 9%	57 10%	45 13%	38 8%	40 7%	40 11%	34 6%	13 11%	31 8%	32 9%	21 6%	16 9%	9 6%	24 8%	53 8%	19 6%	14 6%	22 7%	37 10%	13 10%	69 8%	4 5%	19 7%	10 5%	23 18%	83 8%
UKIP	13 1%	2 1%	-	-	11 9%	11 2%	13 2%	2 1%	7 2%	6 1%	4 1%	8 1%	1 1%	7 2%	1 *	7 2%	1 *	4 3%	5 2%	8 1%	2 1%	1 *	2 1%	9 2%	1 1%	11 2%	2 2%	5 2%	-	1 1%	12 1%
Other	57 6%	1 1%	5 2%	1 2%	8 7%	53 9%	50 9%	3 1%	23 5%	34 6%	4 1%	46 8%	9 7%	21 5%	14 4%	15 4%	17 10%	11 8%	28 9%	29 4%	25 7%	8 3%	16 5%	8 4%	36 6%	17 4%	7 19%	5 2%	16 12%	66 7%	
None	71 7%	15 6%	12 4%	4 6%	18 16%	39 7%	42 7%	19 6%	29 7%	41 7%	12 3%	54 10%	10 8%	26 6%	21 6%	27 8%	12 7%	10 8%	22 7%	48 7%	23 7%	16 7%	27 9%	21 6%	4 3%	62 7%	6 7%	21 7%	10 5%	7 5%	83 8%
Don't know	221 22%	61 23%	26 9%	15 23%	22 19%	91 15%	126 22%	76 23%	108 24%	113 20%	98 27%	95 17%	23 19%	95 23%	74 21%	61 18%	47 27%	31 23%	79 26%	135 20%	59 17%	40 16%	70 22%	92 25%	32 25%	193 22%	18 21%	61 22%	18 9%	23 17%	200 20%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

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

Ipsos MORI Political Monitor - September 2014

Table 9
Q10(d). Which party do you think has the best policies on Healthcare - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2		DE	ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	393 39%	243 41%	331 39%	324 39%	306 40%	281 41%	22 40%	202 41%	191 37%	116 40%	147 41%	131 36%	61 50%	55 33%	77 42%	70 40%	68 45%	63 30%	27 27%	95 35%	111 39%	88 41%	99 42%	206 37%	187 41%	394 39%
Conservatives	208 21%	146 25%	192 23%	192 23%	178 23%	160 23%	7 12%	114 23%	94 18%	46 16%	75 21%	87 24%	16 13%	30 18%	42 23%	34 19%	28 18%	60 28%	28 28%	69 26%	60 21%	42 19%	36 15%	130 23%	78 17%	206 20%
Liberal Democrats	44 4%	26 4%	39 5%	37 5%	34 4%	31 5%	1 2%	25 5%	19 4%	12 4%	19 5%	13 4%	3 2%	9 5%	10 5%	9 5%	7 4%	7 3%	4 4%	15 6%	12 4%	4 2%	13 5%	27 5%	16 4%	48 5%
UKIP	14 1%	8 1%	12 1%	12 2%	12 2%	9 1%	- -	10 2%	4 1%	2 1%	5 1%	7 2%	- -	2 -	1 1%	4 2%	2 2%	4 2%	2 2%	- -	3 1%	3 1%	9 4%	3 *	11 2%	13 1%
Other	68 7%	44 8%	64 8%	58 7%	56 7%	53 8%	1 2%	39 8%	29 6%	28 10%	19 5%	22 6%	2 2%	26 15%	8 4%	11 6%	8 5%	14 6%	6 6%	23 8%	23 8%	9 4%	13 6%	45 8%	23 5%	76 8%
None	81 8%	44 7%	60 7%	59 7%	57 7%	51 7%	10 18%	29 6%	52 10%	7 2%	29 8%	46 13%	3 2%	4 2%	14 8%	15 8%	18 12%	28 13%	16 16%	22 8%	20 7%	16 8%	23 10%	42 8%	39 9%	93 9%
Don't know	202 20%	81 14%	148 17%	140 17%	117 15%	102 15%	15 26%	74 15%	128 25%	80 28%	64 18%	58 16%	38 31%	43 25%	31 17%	33 19%	21 14%	37 17%	18 18%	46 17%	57 20%	54 25%	45 19%	103 19%	99 22%	180 18%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

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Table 10
Q10(d). Which party do you think has the best policies on Healthcare - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	393 39%	37 14%	236 81%	18 27%	30 26%	314 53%	115 20%	55 16%	175 39%	219 39%	86 23%	289 51%	55 46%	144 35%	140 40%	123 37%	62 36%	59 44%	121 39%	263 38%	140 42%	114 46%	134 43%	119 33%	59 45%	340 39%	26 30%	36 13%	171 82%	50 38%	394 39%
Conservatives	208 21%	142 53%	13 5%	8 12%	22 18%	49 8%	178 31%	150 45%	97 22%	111 20%	141 38%	51 9%	18 15%	99 24%	79 23%	83 25%	22 13%	20 15%	42 14%	162 24%	60 18%	48 19%	62 20%	85 24%	23 18%	189 22%	12 14%	136 49%	8 4%	13 10%	206 20%
Liberal Democrats	44 4%	11 4%	4 1%	19 28%	3 3%	31 5%	38 7%	29 9%	22 5%	21 4%	20 5%	21 4%	5 4%	22 5%	23 7%	12 4%	7 4%	1 4%	8 3%	35 5%	12 3%	9 4%	10 3%	22 6%	3 2%	40 5%	2 2%	14 5%	1 1%	17 13%	48 5%
UKIP	14 1%	1 1%	-	-	11 9%	11 2%	12 2%	1 *	6 1%	8 1%	3 1%	11 2%	-	8 2%	3 1%	5 2%	1 1%	5 4%	6 2%	8 1%	4 1%	2 1%	4 1%	7 1%	1 1%	11 2%	2 2%	3 1%	-	3 2%	13 1%
Other	68 7%	3 1%	7 3%	-	13 11%	63 11%	58 10%	3 1%	36 8%	32 6%	4 1%	60 11%	10 8%	32 8%	21 6%	20 6%	17 10%	10 8%	27 9%	41 6%	38 11%	15 6%	13 4%	17 5%	6 5%	43 5%	23 26%	13 4%	6 3%	18 13%	76 8%
None	81 8%	26 10%	6 2%	4 6%	19 16%	33 6%	52 9%	29 9%	23 5%	58 10%	19 5%	55 10%	9 7%	17 4%	21 6%	31 9%	11 6%	16 12%	27 9%	53 8%	30 9%	24 10%	25 8%	26 7%	5 4%	72 8%	6 7%	26 9%	7 3%	9 7%	93 9%
Don't know	202 20%	50 18%	26 9%	19 28%	19 16%	89 15%	112 20%	69 20%	92 20%	110 20%	95 26%	78 14%	22 18%	85 21%	62 18%	61 18%	53 31%	23 17%	76 25%	123 18%	53 16%	36 14%	64 21%	85 24%	33 25%	176 20%	17 19%	53 19%	14 7%	23 18%	180 18%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Table 11

Q10(e). Which party do you think has the best policies on Managing the economy - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	198 20%	123 21%	173 21%	170 21%	159 21%	143 21%	11 20%	93 19%	105 20%	60 21%	69 19%	69 19%	32 27%	28 17%	38 21%	31 18%	33 22%	35 17%	20 20%	57 21%	58 20%	29 13%	54 23%	115 21%	83 18%	202 20%
Conservatives	457 45%	307 52%	404 48%	398 48%	373 49%	346 50%	12 22%	249 51%	207 40%	113 39%	159 45%	185 51%	44 36%	68 41%	86 47%	74 42%	63 42%	122 57%	54 54%	139 51%	136 47%	110 51%	72 31%	275 49%	182 40%	451 45%
Liberal Democrats	28 3%	15 3%	25 3%	25 3%	22 3%	19 3%	1 2%	17 3%	11 2%	7 3%	14 4%	7 2%	2 1%	6 3%	6 3%	7 4%	5 3%	2 1%	1 1%	8 3%	8 3%	4 2%	8 3%	16 3%	12 3%	33 3%
UKIP	21 2%	9 2%	19 2%	19 2%	19 2%	15 2%	- s	17 3%	4 1%	4 1%	10 3%	7 2%	- s	4 3%	4 2%	6 3%	3 2%	4 2%	1 1%	6 2%	2 1%	5 2%	9 4%	8 1%	14 3%	19 2%
Other	73 7%	45 8%	59 7%	58 7%	57 8%	54 8%	4 7%	36 7%	37 7%	28 10%	23 6%	22 6%	11 9%	17 10%	10 5%	14 8%	12 8%	10 5%	5 5%	15 5%	23 8%	11 5%	24 10%	38 7%	35 8%	79 8%
None	79 8%	38 6%	58 7%	51 6%	48 6%	44 6%	11 20%	30 6%	49 9%	11 4%	33 9%	35 10%	2 1%	10 6%	13 7%	20 11%	20 13%	14 7%	7 7%	15 6%	23 8%	16 7%	25 11%	38 7%	41 9%	90 9%
Don't know	154 15%	54 9%	107 13%	102 12%	84 11%	66 10%	17 30%	51 10%	103 20%	66 23%	50 14%	39 11%	32 26%	34 21%	26 14%	24 13%	15 10%	24 11%	13 13%	30 11%	37 13%	42 19%	45 19%	67 12%	87 19%	136 13%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - September 2014

Table 12
Q10(e). Which party do you think has the best policies on Managing the economy - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD	
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010	
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010	
Labour	198 20%	1 *	160 55%	6 9%	5 4%	185 31%	26 5%	7 2%	84 19%	114 20%	28 8%	163 29%	30 25%	70 17%	70 20%	52 16%	36 21%	36 27%	72 23%	123 18%	76 22%	58 24%	72 23%	50 14%	25 19%	162 19%	17 20%	3 1%	107 52%	26 20%	202 20%	
Conservatives	457 45%	247 92%	62 21%	28 41%	52 44%	164 28%	348 62%	275 82%	217 48%	240 43%	272 74%	154 27%	40 34%	210 52%	176 50%	181 54%	50 29%	42 31%	92 30%	357 52%	140 41%	109 44%	135 43%	183 51%	62 46%	408 47%	30 34%	241 86%	49 23%	48 36%	451 45%	
Liberal Democrats	28 3%	2 1%	7 2%	13 18%	1 1%	24 4%	19 3%	14 4%	13 3%	15 3%	6 2%	16 3%	5 4%	10 3%	13 4%	8 2%	3 2%	2 2%	6 2%	21 3%	10 3%	8 3%	9 3%	9 3%	4 3%	25 3%	2 2%	1 *	5 2%	5 3%	12 9%	33 3%
UKIP	21 2%	-	-	-	19 16%	19 3%	19 3%	-	11 3%	10 2%	5 1%	16 3%	1 1%	15 4%	6 2%	9 3%	1 *	5 4%	6 2%	16 2%	8 2%	6 2%	4 1%	9 3%	1 1%	19 2%	2 2%	5 2%	-	3 3%	19 2%	
Other	73 7%	4 1%	10 3%	2 4%	11 9%	64 11%	58 10%	6 2%	34 8%	39 7%	5 1%	61 11%	12 10%	29 7%	13 4%	24 7%	24 14%	12 9%	35 12%	37 5%	31 9%	14 6%	21 7%	21 6%	5 4%	53 6%	17 19%	8 3%	10 5%	14 11%	79 8%	
None	79 8%	2 1%	16 5%	4 6%	17 14%	49 8%	35 6%	6 2%	29 7%	49 9%	2 1%	74 13%	10 8%	24 6%	27 8%	27 8%	11 6%	12 9%	23 8%	54 8%	24 7%	15 6%	26 8%	28 8%	5 4%	65 7%	9 11%	7 3%	11 5%	8 6%	90 9%	
Don't know	154 15%	13 5%	38 13%	15 22%	13 11%	85 14%	61 11%	28 8%	61 14%	93 17%	50 14%	81 14%	21 18%	50 12%	44 13%	34 10%	48 28%	25 19%	73 24%	78 11%	48 14%	38 15%	46 15%	60 17%	27 21%	140 16%	11 12%	15 5%	26 13%	22 16%	136 13%	

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Table 13
Q10(f). Which party do you think has the best policies on Taxation - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	268	174	235	230	213	201	12	144	125	77	99	93	39	38	53	45	42	51	22	66	81	49	72	147	121	287
	27%	29%	28%	28%	28%	29%	21% s	29%	24%	27%	28%	26%	32% s	23%	29%	26%	28%	24%	22% s	24%	28%	23%	30%	26%	27%	28%
Conservatives	310	204	280	278	260	231	10	172	138	67	114	130	31	36	58	55	47	83	38	99	85	80	46	185	125	303
	31%	34%	33%	34%	34%	34%	19% s	35%	27%	23%	32%	36%	25% s	21%	32%	32%	31%	39%	38% s	37%	30%	37%	19%	33%	28%	30%
Liberal Democrats	73	47	65	64	59	57	1	39	33	24	26	23	8	16	10	15	14	9	4	24	16	13	19	41	32	75
	7%	8%	8%	8%	8%	8%	1% s	8%	6%	8%	7%	6%	6% s	10%	6%	9%	9%	4%	4% s	9%	6%	6%	8%	7%	7%	7%
UKIP	17	5	15	14	14	11	-	13	3	2	10	4	-	2	5	6	1	2	2	6	2	4	4	8	8	15
	2%	1%	2%	2%	2%	2%	- s	3%	1%	1%	3%	1%	- s	1%	3%	3%	1%	1%	2% s	2%	1%	2%	2%	1%	2%	1%
Other	59	31	52	46	46	43	2	26	32	30	13	16	7	23	7	6	7	9	2	12	20	9	18	32	27	62
	6%	5%	6%	6%	6%	6%	4% s	5%	6%	10%	4%	4%	6% s	14%	4%	3%	5%	4%	2% s	4%	7%	4%	8%	6%	6%	6%
None	68	41	47	47	45	42	12	29	39	8	24	36	3	5	9	15	18	18	8	14	18	17	19	32	36	77
	7%	7%	6%	6%	6%	6%	22% s	6%	8%	3%	7%	10%	3% s	3%	5%	9%	12%	8%	8% s	5%	6%	8%	8%	6%	8%	8%
Don't know	216	90	151	143	124	102	19	69	146	82	72	62	34	47	39	34	21	40	24	49	63	45	59	112	104	191
	21%	15%	18%	17%	16%	15%	34% s	14%	28%	28%	20%	17%	28% s	28%	21%	19%	14%	19%	24% s	18%	22%	21%	25%	20%	23%	19%

Fieldwork dates : 6th to 9th September 2014

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

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Table 14
Q10(f). Which party do you think has the best policies on Taxation - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD	
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010	
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010	
Labour	268 27%	7 3%	171 59%	10 15%	22 19%	234 40%	69 12%	17 5%	103 23%	165 29%	39 11%	219 39%	40 33%	88 22%	90 26%	83 25%	49 28%	43 32%	92 30%	173 25%	103 31%	76 30%	81 26%	84 23%	41 32%	223 26%	27 31%	14 5%	125 60%	38 28%	287 28%	
Conservatives	310 31%	199 74%	32 11%	16 24%	31 26%	86 15%	254 45%	215 64%	152 34%	158 28%	202 55%	97 17%	25 21%	146 36%	117 33%	131 39%	33 19%	24 18%	57 18%	248 36%	107 32%	86 35%	95 30%	109 30%	35 27%	278 32%	20 23%	182 65%	21 10%	30 22%	303 30%	
Liberal Democrats	73 7%	18 7%	12 4%	28 41%	3 2%	52 9%	58 10%	46 14%	40 9%	33 6%	34 9%	36 6%	9 8%	41 10%	28 8%	27 8%	10 6%	6 4%	16 5%	55 8%	15 4%	9 4%	26 8%	32 9%	27 7%	9 7%	62 7%	6 7%	17 6%	5 2%	29 22%	75 7%
UKIP	17 2%	3 1%	-	-	13 11%	13 2%	15 3%	3 1%	8 2%	9 2%	2 *	14 3%	* 3%	12 3%	5 2%	6 2%	2 1%	3 2%	5 2%	12 2%	5 1%	5 2%	2 1%	10 3%	3 3%	16 2%	-	6 2%	-	2 2%	15 1%	
Other	59 6%	1 *	7 2%	-	11 9%	56 9%	50 9%	1 *	26 6%	32 6%	6 2%	45 8%	10 8%	28 7%	19 5%	12 4%	18 10%	10 7%	28 9%	31 4%	24 7%	9 4%	14 4%	21 6%	9 7%	43 5%	15 17%	8 3%	5 3%	12 9%	62 6%	
None	68 7%	9 4%	10 4%	3 5%	20 17%	39 7%	38 7%	13 4%	30 7%	38 7%	9 2%	50 9%	9 7%	22 5%	21 6%	23 7%	8 5%	16 12%	24 8%	43 6%	16 5%	11 5%	29 9%	23 6%	3 2%	57 7%	5 5%	14 5%	10 5%	5 4%	77 8%	
Don't know	216 21%	32 12%	61 21%	11 16%	19 16%	112 19%	83 15%	43 13%	90 20%	126 22%	76 21%	104 18%	27 22%	71 17%	70 20%	54 16%	53 30%	34 25%	87 28%	124 18%	68 20%	52 21%	66 21%	82 23%	30 23%	192 22%	16 18%	39 14%	42 20%	18 13%	191 19%	

Fieldwork dates : 6th to 9th September 2014

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

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Table 15
Q10(g). Which party do you think has the best policies on Defence - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	159 16%	112 19%	146 17%	144 17%	130 17%	119 17%	6 11% s	82 17%	78 15%	42 14%	55 15%	62 17%	23 19% s	19 11%	27 15%	28 16%	36 24%	27 13%	10 10% s	41 15%	40 14%	30 14%	48 20%	82 15%	78 17%	175
Conservatives	299 30%	213 36%	274 32%	270 33%	253 33%	235 34%	4 7% s	172 35%	126 24%	62 21%	113 32%	124 34%	25 20% s	37 22%	59 32%	54 31%	43 29%	81 38%	39 39% s	82 30%	93 33%	70 32%	53 22%	176 32%	123 27%	314
Liberal Democrats	40 4%	20 3%	33 4%	32 4%	31 4%	25 4%	1 3% s	19 4%	22 4%	20 7%	14 4%	7 2%	7 6% s	13 8%	7 4%	6 4%	2 1%	5 2%	2 2% s	12 4%	15 5%	9 4%	5 2%	27 5%	14 3%	35
UKIP	27 3%	13 2%	24 3%	22 3%	22 3%	18 3%	1 2% s	19 4%	8 1%	8 3%	11 3%	8 3%	1 1% s	7 4%	3 2%	8 4%	4 3%	4 2%	1 1% s	6 2%	5 2%	7 3%	9 4%	11 2%	16 3%	27
Other	77 8%	45 8%	68 8%	64 8%	63 8%	58 8%	6 10% s	39 8%	38 7%	23 8%	35 10%	19 5%	8 6% s	15 9%	18 10%	17 10%	9 6%	11 5%	4 4% s	13 5%	27 9%	18 8%	20 8%	39 7%	37 8%	82
None	102 10%	66 11%	79 9%	77 9%	76 10%	72 10%	13 23% s	50 10%	52 10%	15 5%	34 9%	53 15%	4 3% s	11 7%	17 10%	16 9%	23 15%	31 15%	13 13% s	31 12%	29 10%	25 12%	17 7%	60 11%	42 9%	107
Don't know	306 30%	122 21%	220 26%	213 26%	186 24%	160 23%	25 45% s	112 23%	194 38%	120 42%	97 27%	89 25%	54 44% s	66 40%	51 28%	46 26%	35 23%	54 26%	31 30% s	85 31%	77 27%	59 27%	86 36%	162 29%	144 32%	270

Fieldwork dates : 6th to 9th September 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - September 2014

Table 16
Q10(g). Which party do you think has the best policies on Defence - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	159 16%	11 4%	124 43%	7 10%	5 4%	142 24%	29 5%	18 5%	63 14%	96 17%	25 7%	124 22%	25 21%	57 14%	55 16%	43 13%	25 14%	29 22%	54 17%	98 14%	58 17%	44 18%	54 17%	47 13%	26 20%	131 15%	14 16%	5 2%	93 45%	17 13%	175 17%
Conservatives	299 30%	164 61%	46 16%	15 22%	39 33%	116 20%	234 41%	179 53%	145 32%	154 27%	186 50%	101 18%	30 25%	135 33%	110 31%	128 38%	30 17%	27 20%	57 18%	238 35%	83 25%	59 24%	104 33%	111 31%	35 27%	259 30%	24 27%	165 59%	29 14%	35 26%	314 31%
Liberal Democrats	40 4%	7 2%	13 4%	8 12%	3 2%	27 5%	21 4%	15 4%	22 5%	19 3%	18 5%	22 4%	5 4%	18 4%	21 6%	7 2%	10 6%	1 1%	10 3%	29 4%	10 3%	8 3%	10 3%	20 6%	12 10%	37 4%	3 3%	5 2%	8 4%	13 9%	35 3%
UKIP	27 3%	* *	2 1%	1 1%	22 18%	24 4%	23 4%	1 *	12 3%	14 3%	3 1%	23 4%	3 2%	16 4%	10 3%	8 2%	3 2%	6 4%	9 3%	18 3%	9 3%	7 3%	6 2%	12 3%	1 1%	24 3%	2 2%	7 3%	1 *	3 3%	27 3%
Other	77 8%	6 2%	17 6%	3 5%	13 11%	67 11%	55 10%	9 3%	34 7%	43 8%	8 2%	62 11%	13 10%	29 7%	29 8%	18 6%	16 9%	13 9%	29 9%	48 7%	42 12%	19 8%	16 5%	19 5%	7 5%	54 6%	22 25%	12 4%	9 4%	18 13%	82 8%
None	102 10%	21 8%	19 7%	8 12%	17 14%	58 10%	59 10%	29 9%	43 10%	59 10%	14 4%	77 14%	11 9%	34 8%	31 9%	39 12%	17 10%	14 10%	31 10%	70 10%	32 9%	27 11%	35 11%	35 10%	11 9%	94 11%	5 6%	24 8%	20 10%	15 11%	107 11%
Don't know	306 30%	60 22%	71 24%	25 37%	19 16%	157 27%	146 26%	85 25%	131 29%	175 31%	114 31%	158 28%	34 29%	119 29%	94 27%	92 27%	72 42%	46 34%	118 38%	186 27%	104 31%	85 34%	87 28%	116 32%	37 28%	273 31%	19 22%	63 23%	47 23%	32 24%	270 27%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

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

Ipsos MORI Political Monitor - September 2014

Table 17
Q10(h). Which party do you think has the best policies on Unemployment - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	301 30%	192 32%	262 31%	257 31%	236 31%	217 32%	19 34% ^s	157 32%	145 28%	88 30%	107 30%	106 29%	46 38% ^s	42 25%	52 29%	55 31%	54 36%	52 25%	23 23% ^s	86 32%	77 27%	59 27%	80 34%	162 29%	139 31%	306 30%
Conservatives	292 29%	193 33%	255 30%	255 31%	237 31%	215 31%	6 11% ^s	147 30%	145 28%	71 24%	109 31%	112 31%	27 22% ^s	44 26%	62 34%	47 27%	34 23%	78 37%	32 32% ^s	84 31%	89 31%	70 32%	49 21%	173 31%	119 26%	293 29%
Liberal Democrats	45 4%	23 4%	40 5%	39 5%	37 5%	30 4%	1 2% ^s	24 5%	20 4%	12 4%	12 3%	20 5%	5 4% ^s	7 4%	4 2%	9 5%	13 8%	7 3%	2 2% ^s	12 5%	16 6%	7 3%	9 4%	29 5%	16 4%	50 5%
UKIP	26 3%	15 3%	22 3%	22 3%	22 3%	19 3%	1 2% ^s	18 4%	8 1%	3 1%	13 4%	10 3%	1 1% ^s	3 2%	5 3%	8 4%	5 3%	5 2%	3 3% ^s	- -	6 2%	6 3%	14 6%	6 1%	19 4%	26 3%
Other	61 6%	36 6%	58 7%	53 6%	52 7%	49 7%	1 2% ^s	31 6%	30 6%	24 8%	17 5%	19 5%	5 4% ^s	19 11%	7 4%	11 6%	7 5%	12 6%	8 8% ^s	17 6%	20 7%	10 5%	14 6%	37 7%	24 5%	67 7%
None	71 7%	37 6%	47 6%	45 5%	43 6%	40 6%	12 22% ^s	26 5%	46 9%	8 3%	27 7%	37 10%	4 4% ^s	3 2%	14 8%	13 7%	21 14%	17 8%	7 7% ^s	18 7%	20 7%	18 8%	16 7%	38 7%	34 7%	79 8%
Don't know	214 21%	97 16%	161 19%	151 18%	133 18%	119 17%	15 28% ^s	91 18%	123 24%	83 29%	72 20%	59 16%	34 28% ^s	49 29%	37 21%	34 19%	18 12%	41 19%	25 25% ^s	54 20%	57 20%	47 22%	55 23%	112 20%	102 23%	189 19%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Table 18
Q10(h). Which party do you think has the best policies on Unemployment - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	301 30%	23 9%	193 66%	13 18% ^s	19 16%	257 43%	87 15%	36 11%	113 25%	188 34%	47 13%	236 42%	36 30%	101 25%	92 26%	89 26%	60 35%	52 38%	112 36%	181 26%	104 31%	86 34%	96 31%	101 28%	47 36%	261 30%	19 21%	15 5%	137 66%	39 29%	306 30%
Conservatives	292 29%	170 63%	31 11%	18 26% ^s	30 26%	91 15%	229 40%	188 56%	147 33%	146 26%	185 50%	90 16%	34 29%	139 34%	122 35%	114 34%	25 15%	28 21%	53 17%	235 34%	100 30%	81 33%	86 27%	107 30%	34 26%	262 30%	19 22%	173 62%	20 10%	25 19%	293 29%
Liberal Democrats	45 4%	11 4%	7 3%	15 22% ^s	1 1%	28 5%	31 6%	26 8%	22 5%	22 4%	20 6%	23 4%	7 5%	17 4%	13 4%	21 6%	6 3%	4 3%	9 3%	34 5%	9 3%	5 2%	20 6%	16 5%	8 6%	37 4%	4 2%	5 2%	9 4%	20 15%	50 5%
UKIP	26 3%	* *	1 *	- - ^s	22 18%	23 4%	22 4%	* *	10 2%	15 3%	4 1%	20 4%	3 2%	10 3%	7 2%	10 3%	1 1%	7 5%	8 3%	18 3%	7 2%	6 2%	10 3%	8 2%	1 1%	22 3%	2 2%	7 2%	4 2%	2 2%	26 3%
Other	61 6%	3 1%	9 3%	1 1% ^s	12 10%	57 10%	51 9%	4 1%	30 7%	31 6%	9 2%	48 8%	9 8%	25 6%	21 6%	18 5%	14 8%	8 6%	22 7%	39 6%	30 9%	9 4%	13 4%	17 5%	3 3%	38 4%	21 24%	9 3%	7 3%	10 8%	67 7%
None	71 7%	11 4%	10 3%	3 4% ^s	16 13%	35 6%	36 6%	13 4%	32 7%	40 7%	11 3%	53 9%	8 6%	27 7%	25 7%	28 8%	5 3%	13 10%	18 6%	53 8%	19 6%	13 5%	24 8%	28 8%	5 4%	62 7%	6 7%	17 6%	7 3%	7 5%	79 8%
Don't know	214 21%	51 19%	41 14%	19 28% ^s	19 16%	100 17%	110 19%	70 21%	95 21%	119 21%	92 25%	96 17%	23 19%	87 21%	70 20%	55 17%	61 36%	24 18%	86 28%	126 18%	67 20%	49 20%	63 20%	84 23%	31 24%	189 22%	18 21%	54 19%	25 12%	30 22%	189 19%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*-Less than 0.5%

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

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Table 19

Q10(i). Which party do you think has the best policies on Benefits - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total				
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2		DE	ABC1	C2DE	Total
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010	
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010	
Labour	319 32%	204 34%	284 34%	275 34%	257 34%	239 35%	13 23%	160 32%	159 31%	93 32%	112 31%	114 31%	47 38%	46 28%	57 31%	55 31%	57 38%	57 27%	28 28%	74 27%	95 33%	63 29%	87 37%	169 30%	150 33%	321 32%	
Conservatives	315 31%	217 37%	281 33%	281 34%	268 35%	240 35%	6 10%	151 31%	164 32%	69 24%	123 34%	123 34%	27 22%	42 25%	69 38%	54 31%	40 26%	83 39%	33 33%	102 38%	85 30%	78 36%	49 21%	188 34%	127 28%	312 31%	
Liberal Democrats	52 5%	31 5%	41 5%	41 5%	35 5%	32 5%	6 10%	31 6%	21 4%	23 8%	11 3%	19 5%	10 8%	13 8%	3 2%	8 5%	9 6%	9 4%	4 3%	17 6%	14 5%	12 5%	10 4%	31 6%	22 5%	53 5%	
UKIP	24 2%	9 2%	21 2%	20 2%	20 3%	16 2%	3 5%	16 3%	8 2%	7 2%	7 2%	10 3%	- -	7 4%	3 2%	4 2%	4 3%	6 3%	2 2%	7 3%	6 2%	3 1%	3 3%	8 2%	13 2%	11 2%	23 2%
Other	60 6%	34 6%	50 6%	49 6%	47 6%	44 6%	5 8%	30 6%	30 6%	21 7%	19 5%	21 6%	6 5%	15 9%	4 2%	15 8%	9 6%	12 6%	6 6%	16 6%	20 7%	8 4%	16 7%	36 6%	24 5%	71 7%	
None	66 7%	34 6%	45 5%	42 5%	40 5%	38 6%	14 25%	28 6%	38 7%	5 2%	27 8%	34 9%	- -	5 3%	15 8%	13 7%	15 10%	19 9%	12 12%	12 4%	16 6%	21 10%	17 7%	28 5%	38 8%	75 7%	
Don't know	173 17%	63 11%	122 14%	113 14%	93 12%	79 12%	10 18%	76 15%	97 19%	71 25%	59 16%	43 12%	32 26%	39 23%	31 17%	27 16%	17 11%	26 12%	16 16%	42 16%	49 17%	33 15%	49 21%	91 16%	82 18%	155 15%	

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - September 2014

Table 20

Q10(i). Which party do you think has the best policies on Benefits - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	319 32%	23 9%	203 69%	14 20%	21 18%	272 46%	93 16%	37 11%	132 29%	187 33%	63 17%	243 43%	41 34%	117 29%	99 28%	97 29%	58 33%	59 44%	117 38%	196 29%	115 34%	90 36%	101 32%	104 29%	46 35%	274 31%	25 28%	28 10%	138 66%	47 35%	321 32%
Conservatives	315 31%	184 69%	36 12%	21 30%	37 31%	102 17%	251 44%	205 61%	149 33%	166 30%	191 52%	101 18%	32 27%	142 35%	141 40%	112 33%	33 19%	25 19%	58 19%	253 37%	108 32%	89 36%	94 30%	113 31%	42 32%	283 32%	19 22%	176 63%	29 14%	29 22%	312 31%
Liberal Democrats	52 5%	14 5%	6 2%	17 25%	3 3%	34 6%	42 7%	31 9%	25 6%	27 5%	26 7%	23 4%	6 5%	25 6%	16 4%	20 6%	10 6%	5 4%	15 5%	35 5%	19 6%	13 5%	14 5%	20 9%	12 5%	42 7%	6 7%	10 4%	4 2%	22 16%	53 5%
UKIP	24 2%	1 *	2 1%	- s	17 15%	19 3%	18 3%	1 *	11 2%	13 2%	1 *	20 4%	1 1%	13 3%	7 2%	12 4%	4 2%	2 1%	5 2%	19 3%	7 2%	7 3%	6 2%	11 3%	3 2%	24 3%	- -	9 3%	1 *	1 1%	23 2%
Other	60 6%	4 1%	6 2%	1 2%	11 9%	48 8%	46 8%	5 1%	22 5%	38 7%	4 1%	50 9%	8 7%	18 4%	14 4%	21 6%	15 9%	9 7%	24 8%	36 5%	26 8%	8 3%	21 7%	13 4%	4 3%	40 5%	18 20%	11 4%	11 5%	10 8%	71 7%
None	66 7%	7 3%	9 3%	5 7%	15 13%	35 6%	33 6%	12 4%	27 6%	39 7%	10 3%	54 10%	8 7%	22 5%	17 5%	27 8%	8 5%	13 10%	21 7%	43 6%	15 5%	11 4%	27 9%	24 7%	1 1%	58 7%	4 5%	11 4%	7 3%	8 6%	75 7%
Don't know	173 17%	34 13%	32 11%	11 16%	14 12%	80 14%	83 15%	45 13%	84 19%	89 16%	74 20%	76 13%	23 19%	71 17%	56 16%	47 14%	45 26%	22 16%	67 22%	103 15%	46 14%	30 12%	50 16%	77 21%	22 17%	150 17%	16 18%	35 12%	18 9%	16 12%	155 15%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - September 2014

Table 21

Q10(j). Which party do you think has the best policies on Housing - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Labour	339 34%	211 36%	287 34%	281 34%	267 35%	241 35%	18 33% ^s	165 33%	174 34%	101 35%	120 34%	117 32%	62 51% ^s	39 23%	62 34%	58 33%	58 39%	59 28%	25 25% ^s	80 29%	105 37%	65 30%	90 38%	184 33%	155 34%	345 34%
Conservatives	178 18%	131 22%	164 19%	163 20%	155 20%	145 21%	6 11% ^s	101 20%	77 15%	40 14%	59 17%	78 21%	18 15% ^s	22 13%	37 20%	23 13%	22 14%	56 27%	24 24% ^s	54 20%	45 16%	44 20%	34 14%	100 18%	78 17%	168 17%
Liberal Democrats	66 7%	32 5%	54 6%	54 7%	46 6%	42 6%	5 9% ^s	34 7%	32 6%	30 10%	18 5%	18 5%	8 6% ^s	22 13%	9 5%	9 5%	10 7%	8 4%	4 4% ^s	20 7%	20 7%	8 4%	18 8%	41 7%	26 6%	57 6%
UKIP	12 1%	4 1%	11 1%	11 1%	11 1%	8 1%	- - ^s	8 2%	4 1%	4 1%	5 1%	3 1%	- - ^s	4 3%	1 1%	4 2%	2 1%	1 1%	1 1% ^s	2 1%	5 2%	- -	5 2%	8 1%	5 1%	11 1%
Other	52 5%	33 6%	47 6%	45 5%	45 6%	42 6%	1 2% ^s	24 5%	27 5%	20 7%	16 4%	16 4%	5 4% ^s	15 9%	5 3%	11 6%	7 5%	9 4%	3 3% ^s	18 7%	19 7%	6 3%	8 4%	37 7%	15 3%	65 6%
None	89 9%	56 9%	70 8%	68 8%	65 9%	59 9%	11 19% ^s	41 8%	48 9%	10 3%	28 8%	52 14%	3 3% ^s	6 4%	12 6%	16 9%	22 15%	30 14%	15 15% ^s	20 7%	20 7%	28 13%	21 9%	40 7%	50 11%	104 10%
Don't know	274 27%	125 21%	212 25%	200 24%	173 23%	152 22%	15 26% ^s	120 24%	154 30%	84 29%	112 31%	79 22%	26 21% ^s	58 35%	56 31%	55 32%	29 19%	49 23%	28 27% ^s	76 28%	71 25%	66 30%	61 26%	148 26%	127 28%	260 26%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

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

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Ipsos MORI Political Monitor - September 2014

Table 22
Q10(j). Which party do you think has the best policies on Housing - the Conservatives, Labour, Liberal Democrats or some other party?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Labour	339 34%	20 8%	205 70%	23 34%	22 19%	284 48%	99 18%	44 13%	145 32%	194 35%	58 16%	259 46%	47 39%	121 30%	123 35%	100 30%	54 31%	54 40%	108 35%	223 33%	124 37%	101 41%	108 35%	106 30%	57 44%	290 33%	23 26%	25 9%	141 68%	50 38%	345 34%
Conservatives	178 18%	127 47%	10 3%	4 6%	17 14%	34 6%	151 27%	131 39%	77 17%	101 18%	119 32%	52 9%	17 14%	76 19%	62 18%	84 25%	9 5%	20 14%	29 9%	146 21%	64 19%	52 21%	60 19%	53 15%	14 11%	165 19%	12 14%	113 40%	14 7%	9 7%	168 17%
Liberal Democrats	66 7%	20 7%	9 3%	19 27%	5 4%	39 7%	50 9%	38 11%	38 8%	28 5%	37 10%	24 4%	6 5%	34 8%	28 8%	11 3%	24 14%	1 1%	26 8%	39 6%	17 5%	16 6%	13 4%	36 10%	14 11%	61 7%	1 1%	19 7%	6 3%	21 16%	57 6%
UKIP	12 1%	1 *	- -	- -s	9 8%	9 2%	10 2%	1 *	8 2%	4 1%	2 *	8 1%	- -	7 2%	3 1%	6 2%	1 *	3 2%	4 1%	9 1%	3 1%	3 1%	2 1%	7 1%	1 1%	12 -	3 1%	- -	2 2%	11 1%	
Other	52 5%	1 1%	5 2%	2 3%	9 8%	49 8%	45 8%	3 1%	21 5%	31 6%	4 1%	44 8%	10 8%	17 4%	18 5%	17 5%	10 6%	7 5%	17 6%	34 5%	24 7%	8 3%	11 4%	16 5%	7 5%	33 4%	16 19%	7 3%	4 2%	11 8%	65 6%
None	89 9%	25 9%	14 5%	3 5%	23 19%	46 8%	57 10%	29 8%	34 8%	55 10%	26 7%	59 10%	11 10%	26 6%	21 6%	36 11%	13 8%	18 13%	31 10%	57 8%	29 8%	20 8%	28 9%	33 9%	8 6%	75 9%	8 9%	34 12%	11 5%	6 4%	104 10%
Don't know	274 27%	74 27%	49 17%	17 26%	33 27%	129 22%	154 27%	91 27%	127 28%	147 26%	123 33%	120 21%	28 24%	127 31%	96 27%	81 24%	61 36%	32 24%	94 30%	177 26%	75 22%	48 19%	89 29%	109 30%	29 22%	237 27%	28 31%	79 28%	31 15%	33 25%	260 26%

Fieldwork dates : 6th to 9th September 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - September 2014

Table 23
Q11. And which party do you think has the best policies on Europe - the Conservatives, Labour, Liberal Democrats , UKIP or some other party?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1010	631	858	832	785	714	54	518	492	193	373	444	66	127	149	224	195	249	96	263	317	199	231	580	430	1010
Weighted Total	1010	592	845	822	761	687	56	493	517	289	357	363	122	167	182	176	151	212	101	271	286	217	236	557	453	1010
Conservatives	204 20%	129 22%	182 22%	180 22%	166 22%	147 21%	3 5%	106 22%	98 19%	68 23%	66 18%	71 19%	30 24%	38 23%	37 20%	29 17%	23 15%	48 23%	24 23%	64 24%	63 22%	41 19%	37 16%	126 23%	78 17%	197 20%
Labour	211 21%	122 21%	186 22%	178 22%	163 21%	141 21%	11 20%	103 21%	107 21%	62 21%	83 23%	65 18%	35 29%	27 16%	40 22%	44 25%	37 24%	29 14%	13 13%	59 22%	59 21%	36 17%	57 24%	118 21%	93 21%	215 21%
Liberal Democrats	109 11%	66 11%	95 11%	95 12%	85 11%	79 12%	4 8%	62 13%	47 9%	37 13%	40 11%	32 9%	11 9%	26 15%	19 11%	21 12%	14 9%	18 8%	9 9%	38 14%	39 14%	18 8%	14 6%	77 14%	32 7%	110 11%
UK Independence Party (UKIP)	239 24%	157 26%	205 24%	202 25%	192 25%	177 26%	13 23%	132 27%	107 21%	33 11%	90 25%	116 32%	13 10%	20 12%	45 25%	45 25%	49 32%	67 32%	35 34%	53 20%	60 21%	56 26%	70 30%	113 20%	126 28%	239 24%
Other	62 6%	44 7%	53 6%	51 6%	51 7%	51 7%	1 1%	33 7%	29 6%	21 7%	23 6%	18 5%	5 4%	16 9%	7 4%	16 9%	8 6%	10 5%	3 3%	14 5%	18 6%	14 6%	16 7%	32 6%	30 7%	75 7%
None	36 4%	20 3%	30 4%	30 4%	30 4%	28 4%	5 9%	8 2%	28 5%	4 1%	15 4%	17 5%	4 3%	- -	7 4%	8 4%	7 5%	10 5%	4 4%	14 5%	10 3%	6 3%	6 3%	23 4%	12 3%	38 4%
Don't know	150 15%	56 9%	94 11%	86 10%	74 10%	64 9%	19 33%	48 10%	101 20%	65 23%	40 11%	45 12%	25 20%	40 24%	26 14%	14 8%	13 9%	31 15%	14 13%	30 11%	38 13%	46 21%	35 15%	68 12%	82 18%	136 13%

Fieldwork dates : 6th to 9th September 2014

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Ipsos MORI Political Monitor - September 2014

Table 24
Q11. And which party do you think has the best policies on Europe - the Conservatives, Labour, Liberal Democrats, UKIP or some other party?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1010	254	295	70	127	613	572	324	438	572	342	595	234	301	361	340	147	144	291	701	331	222	316	363	124	839	109	267	230	139	1010
Weighted Total	1010	269	293	68	118	591	567	337	450	560	368	566	120	407	350	335	173	135	308	685	337	248	313	360	130	871	88	280	208	134	1010
Conservatives	204 20%	128 48%	26 9%	11 16%	5 4%	54 9%	156 28%	138 41%	92 20%	112 20%	132 36%	57 10%	23 19%	93 23%	82 23%	78 23%	27 15%	14 10%	41 13%	160 23%	49 15%	40 16%	62 20%	94 26%	37 29%	185 21%	9 10%	119 43%	13 6%	17 12%	197 20%
Labour	211 21%	9 3%	158 54%	6 8%	2 2%	188 32%	39 7%	14 4%	102 23%	109 19%	41 11%	158 28%	33 27%	81 20%	78 22%	55 17%	43 25%	30 22%	73 24%	134 20%	87 26%	59 24%	64 20%	60 17%	30 23%	169 19%	28 31%	6 2%	99 48%	29 22%	215 21%
Liberal Democrats	109 11%	21 8%	25 9%	42 62%	2 2%	77 13%	74 13%	63 19%	62 14%	47 8%	43 12%	61 11%	13 11%	54 13%	47 14%	32 10%	19 11%	4 3%	24 8%	79 12%	27 8%	20 8%	33 11%	49 14%	20 16%	99 11%	7 8%	14 5%	13 6%	48 36%	110 11%
UK Independence Party (UKIP)	239 24%	60 22%	33 11%	5 8%	102 86%	147 25%	175 31%	66 19%	96 21%	143 26%	65 18%	154 27%	17 14%	94 23%	74 21%	102 30%	28 16%	35 26%	63 20%	176 26%	85 25%	70 28%	85 27%	69 19%	15 12%	216 25%	15 17%	96 34%	48 23%	15 11%	239 24%
Other	62 6%	4 1%	13 4%	- s	3 3%	55 9%	46 8%	4 1%	29 6%	33 6%	5 1%	52 9%	9 8%	26 6%	18 5%	15 4%	12 7%	16 12%	29 9%	33 5%	27 8%	13 5%	9 3%	25 7%	10 7%	45 5%	15 17%	5 2%	11 5%	10 7%	75 7%
None	36 4%	11 4%	4 1%	1 2%	2 2%	13 2%	20 4%	12 3%	10 2%	26 5%	13 4%	21 4%	5 4%	9 2%	9 3%	16 5%	4 2%	4 3%	9 3%	26 4%	13 4%	12 5%	10 3%	13 4%	3 2%	32 4%	1 2%	11 4%	5 3%	4 3%	38 4%
Don't know	150 15%	36 14%	35 12%	4 5%	3 2%	56 10%	57 10%	40 12%	60 13%	90 16%	69 19%	63 11%	20 17%	50 12%	41 12%	36 11%	40 23%	30 23%	70 23%	77 11%	49 14%	35 14%	50 16%	50 14%	15 11%	126 14%	14 15%	29 10%	17 8%	12 9%	136 13%

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