

Ipsos MORI Political Monitor - September 2014

Table 1
Q13(a). I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Labour 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
Understands the problems facing Britain	523	306	445	433	397	359	16	233	290	157	206	160	66	91	108	98	72	88	48	140	164	94	125	303	219	510
	52%	52%	53%	53%	52%	52%	28% ^s	47%	56%	54%	58%	44%	54% ^s	54%	60%	56%	48%	41%	48% ^s	52%	57%	43%	53%	54%	48%	50%
Looks after the interests of people like me	482	271	404	393	354	320	25	216	266	169	171	142	79	90	93	78	57	85	44	127	139	96	121	266	216	467
	48%	46%	48%	48%	46%	47%	45% ^s	44%	51%	59%	48%	39%	65% ^s	54%	51%	44%	37%	40%	43% ^s	47%	49%	44%	51%	48%	48%	46%
Out of date	481	294	411	400	378	340	23	246	236	117	167	198	50	67	78	89	78	120	52	124	147	108	103	271	211	488
	48%	50%	49%	49%	50%	49%	42% ^s	50%	46%	40%	47%	55%	41% ^s	40%	43%	51%	51%	57%	51% ^s	46%	51%	50%	44%	49%	47%	48%
Divided	477	282	405	393	376	334	18	241	236	106	173	198	33	73	88	85	86	113	50	130	136	101	110	266	211	497
	47%	48%	48%	48%	49%	49%	33% ^s	49%	46%	37%	48%	55%	27% ^s	44%	48%	48%	57%	53%	50% ^s	48%	47%	47%	46%	48%	47%	49%
Different to the other parties	435	274	372	365	342	322	16	227	207	117	144	173	50	67	63	81	61	112	51	116	114	87	117	231	204	434
	43%	46%	44%	44%	45%	47%	28% ^s	46%	40%	40%	40%	48%	41% ^s	40%	35%	46%	41%	53%	51% ^s	43%	40%	40%	49%	41%	45%	43%
Fit to govern	417	227	345	337	305	270	19	196	222	140	151	126	65	74	84	67	54	72	40	102	114	84	118	215	202	401
	41%	38%	41%	41%	40%	39%	34% ^s	40%	43%	48%	42%	35%	54% ^s	44%	46%	38%	36%	34%	39% ^s	38%	40%	39%	50%	39%	44%	40%
Has a good team of leaders	308	163	248	240	213	191	19	145	163	123	98	88	52	71	53	44	40	47	24	69	84	60	96	152	156	283
	31%	28%	29%	29%	28%	28%	34% ^s	29%	32%	42%	27%	24%	43% ^s	42%	29%	25%	27%	22%	24% ^s	25%	29%	28%	41%	27%	34%	28%
Keeps its promises	269	167	238	230	213	195	7	133	136	82	96	91	40	42	49	47	34	57	31	72	69	51	76	142	127	267
	27%	28%	28%	28%	28%	28%	13% ^s	27%	26%	28%	27%	25%	33% ^s	25%	27%	27%	22%	27%	31% ^s	27%	24%	24%	32%	25%	28%	26%
Extreme	141	86	117	114	104	92	10	66	75	28	42	70	12	17	18	25	21	49	24	19	44	30	47	64	77	143
	14%	14%	14%	14%	14%	13%	17% ^s	13%	14%	10%	12%	19%	10% ^s	10%	10%	14%	14%	23%	23% ^s	7%	16%	14%	20%	11%	17%	14%
None of these	31	18	26	26	25	24	2	17	14	9	12	10	4	5	9	3	3	7	2	8	8	8	8	16	15	32
	3%	3%	3%	3%	3%	3%	3% ^s	3%	3%	3%	3%	3%	3% ^s	3%	5%	1%	2%	3%	2% ^s	3%	3%	4%	3%	3%	3%	3%
Don't know	31	6	14	13	9	6	7	15	16	20	6	5	9	11	1	5	2	2	1	5	6	10	10	11	20	27
	3%	1%	2%	2%	1%	1%	12% ^s	3%	3%	7%	2%	1%	7% ^s	7%	1%	3%	2%	1%	1% ^s	2%	2%	5%	4%	2%	4%	3%

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 2
Q13(a). I am going to read out some things both favourable and unfavourable that have been said about various political parties.
Which of these, if any, do you think apply to the Labour 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
Understands the problems facing Britain	523	103	240	38	24	359	222	141	243	280	174	314	68	218	197	148	92	75	167	345	179	135	154	190	81	455	44	97	158	79	510
	52%	38%	82%	55%	21%	61%	39%	42%	54%	50%	47%	55%	57%	53%	56%	44%	54%	55%	54%	50%	53%	54%	49%	53%	63%	52%	50%	35%	76%	59%	50%
Looks after the interests of people like me	482	64	254	38	20	355	165	102	223	260	158	291	63	196	167	137	102	69	170	304	162	127	148	173	78	417	34	60	168	70	467
	48%	24%	87%	56%	17%	60%	29%	30%	50%	46%	43%	51%	52%	48%	48%	41%	59%	51%	55%	44%	48%	51%	47%	48%	60%	48%	39%	22%	81%	53%	46%
Out of date	481	167	80	22	85	250	336	188	221	260	188	267	50	213	164	181	63	65	128	345	169	124	147	166	53	411	46	182	64	56	488
	48%	62%	27%	32%	72%	42%	59%	56%	49%	46%	51%	47%	42%	52%	47%	54%	37%	48%	42%	50%	50%	50%	47%	46%	41%	47%	52%	65%	31%	42%	48%
Divided	477	143	108	27	74	266	301	170	221	256	177	274	56	196	151	175	77	66	143	326	165	121	148	165	51	411	44	162	77	63	497
	47%	53%	37%	39%	63%	45%	53%	51%	49%	46%	48%	48%	47%	48%	43%	52%	45%	49%	47%	48%	49%	49%	47%	46%	39%	47%	50%	58%	37%	47%	49%
Different to the other parties	435	115	171	30	35	270	215	145	189	245	166	244	48	171	134	151	76	67	143	285	135	101	133	166	65	381	34	119	113	51	434
	43%	43%	58%	43%	29%	46%	38%	43%	42%	44%	45%	43%	40%	42%	38%	45%	44%	50%	47%	42%	40%	41%	43%	46%	50%	44%	39%	42%	54%	38%	43%
Fit to govern	417	49	212	33	17	307	144	82	192	225	127	266	55	174	146	111	88	68	156	257	144	107	121	151	61	356	37	49	142	62	401
	41%	18%	72%	48%	14%	52%	25%	24%	43%	40%	35%	47%	46%	43%	42%	33%	51%	50%	51%	37%	43%	43%	39%	42%	47%	41%	42%	18%	68%	46%	40%
Has a good team of leaders	308	44	156	23	14	223	112	68	139	169	100	180	36	126	101	76	72	58	129	177	100	80	87	120	63	276	21	46	101	39	283
	31%	17%	53%	34%	12%	38%	20%	20%	31%	30%	27%	32%	30%	31%	29%	23%	42%	43%	42%	26%	30%	32%	28%	33%	49%	32%	23%	16%	49%	29%	28%
Keeps its promises	269	47	135	26	10	195	107	74	123	146	93	160	31	103	112	75	40	37	77	187	97	73	81	91	45	228	24	47	95	40	267
	27%	18%	46%	38%	9%	33%	19%	22%	27%	26%	25%	28%	26%	25%	32%	22%	23%	27%	25%	27%	29%	29%	26%	25%	34%	26%	27%	17%	46%	30%	26%
Extreme	141	49	32	6	24	72	88	54	35	106	63	64	9	42	23	56	27	34	61	78	57	40	31	53	17	121	17	54	25	8	143
	14%	18%	11%	8%	20%	12%	16%	16%	8%	19%	17%	11%	8%	10%	6%	17%	16%	25%	20%	11%	17%	16%	10%	15%	13%	14%	19%	19%	12%	6%	14%
None of these	31	9	2	3	8	15	23	11	15	17	9	15	5	9	13	11	3	3	6	24	13	9	9	9	5	26	4	11	2	3	32
	3%	3%	1%	4%	7%	3%	4%	3%	3%	3%	2%	3%	4%	2%	4%	3%	2%	2%	2%	3%	4%	4%	3%	3%	4%	3%	5%	4%	1%	2%	3%
Don't know	31	5	2	1	1	6	9	6	11	19	18	7	4	13	6	4	13	7	20	10	6	3	9	16	5	28	3	5	1	4	27
	3%	2%	1%	2%	1%	1%	2%	2%	3%	3%	5%	1%	3%	3%	2%	1%	8%	5%	7%	1%	2%	1%	3%	4%	4%	3%	3%	2%	1%	3%	3%

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Table 3
Q13(b). I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Conservative 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
Divided	619	379	532	518	487	444	26	301	318	139	240	240	67	72	124	116	104	136	62	171	188	120	140	360	260	624
	61%	64%	63%	63%	64%	65%	47% s	61%	61%	48%	67%	66%	55% s	43%	68%	66%	69%	64%	61% s	63%	66%	55%	59%	65%	57%	62%
Fit to govern	513	292	436	428	392	353	16	255	258	143	194	177	65	77	108	85	68	109	48	149	161	106	98	310	204	485
	51%	49%	52%	52%	52%	51%	28% s	52%	50%	49%	54%	49%	53% s	46%	60%	49%	45%	51%	48% s	55%	56%	49%	41%	56%	45%	48%
Out of date	482	284	405	390	372	336	30	220	262	128	161	192	52	75	69	92	93	100	46	133	136	93	120	269	213	508
	48%	48%	48%	47%	49%	49%	53% s	45%	51%	44%	45%	53%	43% s	45%	38%	52%	61%	47%	45% s	49%	47%	43%	51%	48%	47%	50%
Different to the other parties	466	288	394	386	361	338	22	245	221	140	145	180	63	78	65	80	70	110	50	124	138	98	106	262	204	459
	46%	49%	47%	47%	47%	49%	39% s	50%	43%	49%	41%	50%	51% s	46%	36%	46%	47%	52%	49% s	46%	48%	45%	45%	47%	45%	45%
Understands the problems facing Britain	431	262	375	369	340	309	10	227	204	121	152	158	45	76	86	66	59	99	45	120	129	100	82	249	182	422
	43%	44%	44%	45%	45%	45%	18% s	46%	39%	42%	42%	44%	37% s	45%	47%	37%	39%	47%	45% s	44%	45%	46%	35%	45%	40%	42%
Has a good team of leaders	405	248	349	341	319	288	9	211	194	122	141	141	47	75	82	60	53	89	41	116	124	87	77	240	165	378
	40%	42%	41%	41%	42%	42%	17% s	43%	37%	42%	40%	39%	39% s	45%	45%	34%	35%	42%	41% s	43%	43%	40%	33%	43%	36%	37%
Looks after the interests of people like me	351	212	305	300	276	244	10	175	176	110	113	128	40	70	63	50	46	82	39	107	110	80	53	217	133	331
	35%	36%	36%	37%	36%	35%	17% s	35%	34%	38%	32%	35%	33% s	42%	35%	28%	30%	39%	39% s	40%	38%	37%	23%	39%	29%	33%
Keeps its promises	237	158	216	210	196	178	4	122	114	74	80	82	36	39	47	34	31	51	24	62	78	59	38	140	97	226
	23%	27%	26%	26%	26%	26%	7% s	25%	22%	26%	23%	23%	29% s	23%	26%	19%	20%	24%	24% s	23%	27%	27%	16%	25%	21%	22%
Extreme	227	130	185	175	164	145	17	122	106	55	84	88	20	35	43	41	42	46	22	45	65	43	75	110	118	245
	23%	22%	22%	21%	22%	21%	30% s	25%	20%	19%	24%	24%	16% s	21%	24%	23%	28%	22%	22% s	17%	23%	20%	32%	20%	26%	24%
None of these	22	12	17	16	14	12	2	12	10	5	5	12	1	4	3	2	3	9	4	2	5	3	12	7	15	25
	2%	2%	2%	2%	2%	2%	4% s	2%	2%	2%	2%	3%	1% s	2%	2%	1%	2%	4%	4% s	1%	2%	1%	5%	1%	3%	2%
Don't know	33	9	17	15	11	9	7	14	19	20	5	9	9	11	1	4	2	7	5	7	4	12	10	10	23	28
	3%	2%	2%	2%	1%	1%	13% s	3%	4%	7%	1%	2%	7% s	7%	*	2%	1%	3%	5% s	2%	1%	6%	4%	2%	5%	3%

Fieldwork dates : 6th to 9th September 2014
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Table 4
Q13(b). I am going to read out some things both favourable and unfavourable that have been said about various political parties.
Which of these, if any, do you think apply to the Conservative 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
Divided	619	140	218	38	81	406	329	178	280	339	171	408	70	240	221	223	91	78	169	444	214	163	197	208	71	531	52	150	154	89	624
	61%	52%	74%	56% s	68%	69%	58%	53%	62%	61%	47%	72%	58%	59%	63%	66%	53%	58%	55%	65%	64%	65%	63%	58%	55%	61%	58%	53%	74%	66%	62%
Fit to govern	513	228	101	42	50	228	355	270	265	249	305	168	50	255	200	178	75	54	129	378	148	113	164	201	64	455	36	235	52	58	485
	51%	85%	35%	61% s	42%	39%	63%	80%	59%	44%	83%	30%	42%	63%	57%	53%	44%	40%	42%	55%	44%	45%	52%	56%	49%	52%	40%	84%	25%	43%	48%
Out of date	482	51	172	37	76	364	243	88	196	286	75	381	66	165	152	164	84	76	161	316	171	128	168	143	52	407	43	70	126	86	508
	48%	19%	59%	55% s	64%	62%	43%	26%	44%	51%	20%	67%	55%	40%	43%	49%	49%	56%	52%	46%	51%	52%	54%	40%	40%	47%	48%	25%	61%	65%	50%
Different to the other parties	466	152	139	37	45	266	278	189	200	266	192	245	45	178	152	171	72	66	138	323	148	115	142	176	63	409	33	153	88	54	459
	46%	56%	48%	55% s	38%	45%	49%	56%	44%	48%	52%	43%	38%	44%	43%	51%	42%	49%	45%	47%	44%	46%	46%	49%	49%	47%	37%	55%	42%	40%	45%
Understands the problems facing Britain	431	216	70	33	36	167	313	249	213	218	268	132	46	197	169	151	56	46	101	321	135	105	139	157	56	380	30	208	41	43	422
	43%	81%	24%	48% s	30%	28%	55%	74%	47%	39%	73%	23%	38%	48%	48%	45%	32%	34%	33%	47%	40%	42%	44%	44%	43%	44%	34%	74%	20%	32%	42%
Has a good team of leaders	405	204	85	27	25	161	280	230	212	193	255	116	37	204	163	140	54	44	98	303	108	82	129	168	62	364	26	198	47	40	378
	40%	76%	29%	39% s	21%	27%	49%	68%	47%	34%	69%	21%	31%	50%	47%	42%	31%	33%	32%	44%	32%	33%	41%	47%	48%	42%	30%	71%	23%	30%	37%
Looks after the interests of people like me	351	204	49	21	30	111	266	224	181	170	249	82	33	173	132	134	42	36	78	266	100	70	114	136	40	312	30	196	28	26	331
	35%	76%	17%	30% s	25%	19%	47%	67%	40%	30%	68%	14%	27%	42%	38%	40%	24%	27%	25%	39%	30%	28%	36%	38%	31%	36%	34%	70%	14%	20%	33%
Keeps its promises	237	136	30	18	14	79	185	155	115	122	179	43	19	116	103	79	27	26	53	182	63	39	76	98	33	203	24	129	21	25	226
	23%	51%	10%	27% s	12%	13%	33%	46%	26%	22%	49%	8%	16%	29%	29%	23%	15%	19%	17%	27%	19%	16%	24%	27%	25%	23%	27%	46%	10%	19%	22%
Extreme	227	18	109	16	21	183	91	34	93	135	37	174	33	71	65	70	45	44	89	135	75	50	73	79	34	190	25	16	87	36	245
	23%	7%	37%	23% s	18%	31%	16%	10%	21%	24%	10%	31%	28%	17%	19%	21%	26%	33%	29%	20%	22%	20%	23%	22%	26%	22%	29%	6%	42%	27%	24%
None of these	22	3	9	2	1	14	8	4	5	17	3	15	3	8	2	8	5	3	8	10	12	7	6	4	*	15	5	1	8	1	25
	2%	1%	3%	3% s	1%	2%	1%	1%	1%	3%	1%	3%	3%	2%	1%	2%	3%	2%	3%	2%	3%	3%	2%	1%	*	2%	5%	*	4%	1%	2%
Don't know	33	2	5	1	-	10	7	3	7	26	17	9	3	10	6	3	15	7	22	10	9	3	7	17	4	27	6	2	1	4	28
	3%	1%	2%	2% s	-	2%	1%	1%	2%	5%	5%	2%	3%	3%	2%	1%	9%	5%	7%	1%	3%	1%	2%	5%	3%	3%	7%	1%	1%	3%	3%

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 5
Q13(c). I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to (c) the Liberal Democrat Party?

Base : Approximately half the sample

	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	496	309	413	402	380	347	34	250	246	80	201	215	25	55	77	124	93	122	49	128	152	107	109	280	216	496
Weighted Total	492	290	403	391	359	330	37	240	251	123	196	173	48	75	96	100	68	105	53	131	141	114	106	271	220	496
Divided	275	179	229	223	209	197	19	138	137	65	103	107	19	46	51	52	45	62	27	72	73	68	63	145	131	284
	56%	62%	57%	57%	58%	60%	51% s	57%	55%	52% s	53%	62%	39% s	61% s	53% s	52%	67% s	59%	51% s	55%	52%	59%	59%	53%	59%	57%
Out of date	251	152	208	202	186	171	20	122	129	56	89	105	21	35	44	45	42	63	31	53	68	62	68	121	130	250
	51%	52%	52%	52%	52%	52%	53% s	51%	51%	46% s	46%	61%	44% s	47% s	46% s	45%	63% s	60%	60% s	41%	48%	54%	64%	45%	59%	50%
Different to the other parties	193	116	160	157	144	136	10	102	91	49	64	80	20	28	29	36	34	46	21	53	65	38	38	117	76	206
	39%	40%	40%	40%	40%	41%	27% s	43%	36%	40% s	33%	47%	43% s	38% s	30% s	36%	51% s	44%	40% s	40%	46%	33%	36%	43%	34%	42%
Understands the problems facing Britain	192	107	153	151	137	128	9	100	93	55	81	56	16	39	45	37	25	30	12	54	63	41	34	117	75	193
	39%	37%	38%	39%	38%	39%	25% s	41%	37%	45% s	42%	32%	34% s	52% s	47% s	37%	38% s	29%	23% s	42%	45%	36%	32%	43%	34%	39%
Looks after the interests of people like me	157	86	123	120	111	104	10	76	80	48	71	38	16	32	39	32	19	19	9	51	48	28	29	99	57	151
	32%	30%	31%	31%	31%	32%	25% s	32%	32%	39% s	36%	22%	33% s	42% s	41% s	32%	28% s	18%	17% s	39%	34%	25%	27%	37%	26%	30%
Has a good team of leaders	97	54	79	76	68	62	7	44	53	31	41	25	16	14	19	22	13	12	3	27	29	17	23	56	41	93
	20%	19%	20%	20%	19%	19%	18% s	18%	21%	25% s	21%	15%	34% s	19% s	20% s	22%	19% s	12%	6% s	20%	21%	15%	22%	21%	18%	19%
Fit to govern	88	47	70	68	60	58	4	46	42	31	35	21	14	17	17	18	10	11	4	31	26	14	16	57	30	81
	18%	16%	17%	17%	17%	18%	11% s	19%	17%	25% s	18%	12%	29% s	23% s	18% s	18%	15% s	10%	8% s	24%	19%	12%	15%	21%	14%	16%
Keeps its promises	66	40	55	52	48	47	3	37	29	14	33	19	6	8	14	20	8	11	4	15	25	12	14	40	26	66
	13%	14%	14%	13%	13%	14%	7% s	15%	12%	11% s	17%	11%	12% s	11% s	14% s	20%	11% s	10%	8% s	12%	18%	10%	13%	15%	12%	13%
Extreme	58	34	44	44	43	39	6	28	30	9	17	31	4	6	3	14	11	20	11	12	13	15	18	26	32	67
	12%	12%	11%	11%	12%	12%	17% s	11%	12%	8% s	9%	18%	8% s	8% s	3% s	14%	17% s	19%	21% s	10%	9%	13%	17%	9%	15%	14%
None of these	27	20	25	24	22	21	*	9	17	6	10	10	2	4	6	4	1	9	5	8	13	3	2	21	6	24
	5%	7%	6%	6%	6%	6%	1% s	4%	7%	5% s	5%	6%	4% s	6% s	6% s	4%	2% s	8%	10% s	6%	9%	3%	2%	8%	3%	5%
Don't know	23	5	14	13	8	6	9	9	14	10	9	4	5	6	4	5	-	4	2	5	2	9	7	7	16	18
	5%	2%	3%	3%	2%	2%	24% s	4%	5%	8% s	5%	2%	9% s	8% s	4% s	5%	- s	4%	4% s	4%	1%	8%	7%	3%	7%	4%

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

Ipsos MORI Political Monitor - September 2014

Table 6
Q13(c). I am going to read out some things both favourable and unfavourable that have been said about various political parties.
Which of these, if any, do you think apply to
(c) the Liberal Democrat Party?

Base : Approximately half the sample

	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	496	131	146	33	65	287	272	164	227	269	172	290	112	155	187	154	68	73	141	341	155	102	160	181	66	419	53	133	113	62	496
Weighted Total	492	139	142	32	59	270	266	171	237	254	182	274	56	214	179	153	76	68	143	333	148	107	165	178	67	426	42	137	101	60	496
Divided	275	76	82	12	39	157	151	89	144	131	91	166	30	132	91	96	47	35	82	187	75	51	94	105	36	234	25	83	51	34	284
	56%	55%	58%	39% s	67% s	58%	57%	52%	61%	51%	50%	61%	53%	62%	51%	62%	62% s	52% s	57%	56%	51%	48%	57%	59%	54% s	55%	59% s	60%	50%	57% s	57%
Out of date	251	73	75	5	46	146	144	78	117	133	76	153	24	107	77	87	42	41	83	164	82	63	88	81	28	216	19	83	48	28	250
	51%	53%	53%	15% s	78% s	54%	54%	46%	49%	52%	42%	56%	43%	50%	43%	57%	55% s	60% s	58%	49%	55%	59%	54%	45%	41% s	51%	46% s	61%	47%	47% s	50%
Different to the other parties	193	61	58	19	16	105	108	79	85	109	86	101	20	75	74	68	26	22	47	142	45	31	62	86	29	170	14	60	32	30	206
	39%	44%	40%	58% s	27% s	39%	41%	46%	36%	43%	47%	37%	35%	35%	41%	44%	34% s	32% s	33%	43%	30%	29%	38%	48%	43% s	40%	33% s	43%	32%	51% s	42%
Understands the problems facing Britain	192	73	44	28	8	94	123	100	108	84	98	83	23	98	91	48	27	21	47	139	45	24	68	80	35	166	21	63	27	38	193
	39%	52%	31%	86% s	14% s	35%	46%	59%	46%	33%	54%	30%	41%	46%	51%	31%	35% s	31% s	33%	42%	30%	23%	41%	45%	52% s	39%	50% s	46%	26%	64% s	39%
Looks after the interests of people like me	157	43	39	24	10	88	92	67	89	68	70	78	21	78	74	41	18	20	38	115	38	27	46	73	34	140	11	38	20	34	151
	32%	31%	27%	76% s	17% s	33%	34%	39%	37%	27%	39%	29%	37%	36%	41%	27%	24% s	29% s	27%	35%	25%	25%	28%	41%	51% s	33%	27% s	27%	19%	57% s	30%
Has a good team of leaders	97	30	15	20	7	50	66	50	51	46	47	41	11	45	45	18	16	14	30	63	20	12	27	50	25	87	8	27	10	18	93
	20%	22%	10%	63% s	12% s	19%	25%	29%	21%	18%	26%	15%	20%	21%	25%	12%	21% s	21% s	21%	19%	13%	11%	17%	28%	37% s	21%	19% s	19%	10%	30% s	19%
Fit to govern	88	17	19	23	3	54	52	40	43	44	42	40	9	41	44	20	14	7	21	63	18	12	26	43	22	78	7	12	9	24	81
	18%	12%	14%	71% s	5% s	20%	20%	24%	18%	17%	23%	15%	16%	19%	24%	13%	19% s	10% s	15%	19%	12%	11%	16%	24%	33% s	18%	16% s	9%	9%	40% s	16%
Keeps its promises	66	25	12	14	3	33	45	39	32	34	38	27	5	32	30	15	12	5	17	45	14	9	24	28	11	57	4	22	9	13	66
	13%	18%	8%	44% s	5% s	12%	17%	23%	13%	13%	21%	10%	10%	15%	17%	10%	15% s	8% s	12%	14%	9%	9%	15%	16%	17% s	13%	10% s	16%	9%	22% s	13%
Extreme	58	15	11	-	14	28	32	15	18	40	23	34	6	15	13	23	5	14	19	37	21	16	20	17	7	49	5	16	11	5	67
	12%	11%	8%	-s	24% s	11%	12%	9%	7%	16%	12%	12%	10%	7%	7%	15%	6% s	21% s	13%	11%	14%	15%	12%	10%	10% s	12%	13% s	12%	11%	8% s	14%
None of these	27	4	13	-	6	20	11	4	6	21	6	16	2	8	7	10	4	3	8	17	10	9	12	5	2	22	1	4	11	*	24
	5%	3%	9%	-s	10% s	7%	4%	2%	3%	8%	3%	6%	3%	4%	4%	7%	5% s	5% s	5%	5%	7%	8%	8%	3%	3% s	5%	2% s	3%	11%	1% s	5%
Don't know	23	4	6	-	-	7	6	4	8	15	13	7	1	12	6	2	7	6	13	9	8	5	5	11	4	20	3	3	-	-	18
	5%	3%	4%	-s	-s	3%	2%	3%	3%	6%	7%	3%	2%	6%	4%	1%	10% s	9% s	9%	3%	5%	5%	3%	6%	7% s	5%	7% s	2%	-	-s	4%

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 7
Q13(d). I am going to read out some things both favourable and unfavourable that have been said about various political parties.
Which of these, if any, do you think apply to
(d) UKIP, the UK Independence Party?

Base : Approximately half the sample

	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	514	322	445	430	405	367	20	268	246	113	172	229	41	72	72	100	102	127	47	135	165	92	122	300	214	514
Weighted Total	518	302	442	431	402	357	19	253	266	166	162	191	74	92	86	76	84	107	48	140	145	102	131	285	233	514
Different to the other parties	417	246	366	355	338	295	10	204	213	133	127	157	60	74	65	62	73	85	36	123	116	81	97	239	178	411
Extreme	333	200	291	286	265	234	11	152	181	114	108	111	51	63	65	42	59	52	21	92	99	63	78	191	142	332
Out of date	201	119	176	171	163	139	8	104	97	86	67	48	43	43	38	29	24	23	7	59	64	36	42	123	78	191
Understands the problems facing Britain	197	113	165	163	155	139	6	100	97	51	65	81	20	30	33	32	32	49	22	48	53	41	55	101	96	196
Divided	187	105	159	155	150	124	5	95	92	67	54	66	30	37	30	24	35	31	14	59	62	33	33	121	66	184
Looks after the interests of people like me	144	74	117	113	107	95	3	73	71	39	41	63	20	19	21	20	23	40	21	31	40	29	43	72	72	135
Has a good team of leaders	125	62	107	101	94	82	1	68	58	35	46	44	11	24	26	21	17	28	11	20	31	35	39	52	74	120
Keeps its promises	122	72	111	108	101	92	5	69	53	52	38	33	22	30	21	17	16	17	9	32	29	28	33	61	62	115
Fit to govern	83	44	71	69	62	54	1	43	40	24	26	33	9	15	11	16	10	23	13	7	19	20	37	26	58	78
None of these	13	7	8	8	7	7	1	8	5	3	4	5	3	1	-	4	*	5	2	2	2	3	4	5	8	14
Don't know	15	3	7	7	5	5	2	4	11	8	2	6	3	6	1	1	2	4	2	2	4	2	8	6	10	15

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>

Ipsos MORI Political Monitor - September 2014

Table 8
Q13(d). I am going to read out some things both favourable and unfavourable that have been said about various political parties.
Which of these, if any, do you think apply to
(d) UKIP, the UK Independence Party?

Base : Approximately half the sample

	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	Mortgage	Owned out-right	Private renter	Social renter	Total renter	Total owner-occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land		Scot	Con	Lab
Unweighted Total	514	123	149	37	62	326	300	160	211	303	170	305	122	146	174	186	79	71	150	360	176	120	156	182	58	420	56	134	117	77	514
Weighted Total	518	130	151	36	60	321	300	166	212	306	186	292	64	193	171	182	97	67	164	352	188	142	148	182	63	446	47	143	106	74	514
Different to the other parties	417	116	118	28	58	259	256	144	174	243	146	243	52	150	143	159	67	47	114	302	156	120	118	143	45	362	36	126	86	58	411
Extreme	333	84	127	25	16	225	183	109	142	191	121	191	46	130	121	104	71	36	107	225	119	87	86	128	46	286	32	80	79	59	332
Out of date	201	41	78	14	4	143	105	55	91	110	69	121	26	81	68	62	45	25	70	130	74	50	50	76	33	169	24	33	50	38	191
Understands the problems facing Britain	197	60	35	5	55	110	135	65	79	119	64	109	22	68	54	79	34	29	63	134	81	66	59	58	14	172	15	80	31	17	196
Divided	187	51	69	12	8	118	99	63	85	101	66	110	23	76	65	61	38	23	61	125	67	51	56	63	28	162	16	43	40	29	184
Looks after the interests of people like me	144	32	20	7	49	91	103	39	54	89	52	78	13	48	37	63	24	19	43	101	58	49	45	40	10	127	9	53	20	7	135
Has a good team of leaders	125	28	32	4	35	80	77	32	54	71	43	70	12	49	37	50	23	15	38	87	45	37	37	43	8	107	8	38	25	7	120
Keeps its promises	122	30	29	5	33	79	81	35	54	69	38	75	18	45	50	39	16	17	33	89	55	48	32	35	11	110	7	36	19	15	115
Fit to govern	83	11	14	7	38	63	61	19	26	57	25	45	7	26	17	40	11	15	27	57	34	30	28	21	9	72	5	19	12	7	78
None of these	13	-	5	1	-	8	3	1	3	10	5	7	2	5	1	7	1	3	3	9	7	4	3	3	3	10	3	1	5	-	14
Don't know	15	2	2	1	-	4	3	3	4	11	6	6	3	3	1	4	9	2	11	5	2	2	7	7	2	15	-	1	2	4	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 9

Q14(a). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Ed Miliband?

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
A capable leader	306 30%	180 30%	260 31%	252 31%	238 31%	215 31%	13 23% ^s	152 31%	153 30%	99 34%	109 31%	97 27%	52 43% ^s	47 28%	53 29%	56 32%	37 25%	60 28%	31 31% ^s	70 26%	89 31%	57 26%	90 38%	159 29%	147 32%	295 29%
Good in a crisis	222 22%	137 23%	189 22%	184 22%	173 23%	157 23%	11 19% ^s	107 22%	116 22%	73 25%	87 24%	62 17%	36 29% ^s	37 22%	47 26%	41 23%	24 16%	38 18%	18 18% ^s	51 19%	63 22%	49 23%	59 25%	114 20%	109 24%	213 21%
Has sound judgement	366 36%	207 35%	312 37%	304 37%	276 36%	248 36%	16 28% ^s	190 39%	175 34%	118 41%	134 37%	114 31%	49 40% ^s	69 41%	73 40%	61 35%	49 33%	65 30%	33 32% ^s	100 37%	102 36%	75 34%	89 37%	203 36%	163 36%	352 35%
Understands the problems facing Britain	535 53%	320 54%	456 54%	444 54%	409 54%	372 54%	20 36% ^s	254 51%	282 55%	156 54%	203 57%	177 49%	66 54% ^s	91 54%	104 57%	99 56%	79 52%	97 46%	52 51% ^s	148 55%	165 58%	106 49%	117 49%	312 56%	223 49%	525 52%
Out of touch with ordinary people	460 46%	262 44%	381 45%	368 45%	343 45%	304 44%	25 45% ^s	235 48%	225 43%	124 43%	162 45%	174 48%	53 43% ^s	72 43%	87 48%	75 47%	72 47%	102 48%	42 42% ^s	109 40%	129 45%	109 50%	114 48%	238 43%	222 49%	473 47%
More style than substance	325 32%	184 31%	270 32%	261 32%	234 31%	208 30%	18 32% ^s	163 33%	161 31%	80 28%	113 32%	131 36%	28 23% ^s	51 31%	46 25%	67 38%	52 34%	80 38%	36 36% ^s	68 25%	98 34%	76 35%	82 35%	166 30%	159 35%	342 34%
Has got a lot of personality	197 20%	108 18%	156 18%	152 18%	134 18%	121 18%	14 24% ^s	98 20%	100 19%	68 24%	66 19%	63 17%	30 25% ^s	38 23%	29 16%	37 21%	32 21%	31 14%	19 19% ^s	30 11%	45 16%	44 20%	78 33%	75 14%	122 27%	183 18%
Has a clear vision for Britain	435 43%	249 42%	363 43%	354 43%	312 41%	283 41%	20 35% ^s	217 44%	218 42%	137 47%	157 44%	140 39%	59 48% ^s	78 47%	85 47%	73 41%	60 40%	80 38%	35 35% ^s	108 40%	141 49%	72 33%	115 49%	249 45%	187 41%	420 42%
None of these	55 5%	34 6%	44 5%	44 5%	40 5%	40 6%	3 6% ^s	19 4%	36 7%	13 5%	23 6%	18 5%	4 4% ^s	9 5%	12 7%	11 6%	7 4%	12 6%	6 6% ^s	13 5%	11 4%	19 9%	12 5%	24 4%	31 7%	49 5%
Don't know	36 4%	10 2%	22 3%	19 2%	15 2%	11 2%	6 12% ^s	13 3%	23 4%	20 7%	6 2%	11 3%	8 7% ^s	11 7%	3 1%	3 2%	3 2%	8 4%	5 5% ^s	8 3%	5 2%	12 6%	11 5%	13 2%	23 5%	31 3%

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>

Ipsos MORI Political Monitor - September 2014

Table 10

Q14(a). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Ed Miliband?

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 occupier	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	
A capable leader	306	32	163	22	11	237	105	54	131	175	76	202	34	109	102	82	65	51	116	184	113	85	96	97	41	264	27	32	114	43	295	
		30%	12%	56%	32%	10%	40%	19%	16%	29%	31%	21%	36%	28%	27%	29%	25%	38%	37%	38%	27%	33%	34%	31%	27%	32%	30%	31%	12%	55%	32%	29%
Good in a crisis	222	31	114	20	10	166	84	51	97	125	70	133	28	86	81	50	53	34	87	131	71	56	77	74	39	196	15	26	84	32	213	
		22%	12%	39%	29%	9%	28%	15%	15%	22%	22%	19%	24%	23%	21%	23%	15%	31%	25%	28%	19%	21%	22%	25%	21%	30%	23%	17%	9%	40%	24%	21%
Has sound judgement	366	61	178	29	24	270	152	90	179	187	113	223	42	155	139	100	65	60	125	239	118	84	127	120	55	313	34	63	117	56	352	
		36%	23%	61%	42%	20%	46%	27%	27%	40%	33%	31%	39%	35%	38%	40%	30%	38%	44%	41%	35%	35%	34%	41%	33%	42%	36%	38%	23%	56%	42%	35%
Understands the problems facing Britain	535	118	234	42	30	357	241	160	244	292	178	322	64	219	207	157	93	71	163	364	180	136	174	182	76	468	43	117	152	87	525	
		53%	44%	80%	62%	25%	61%	43%	48%	54%	48%	57%	53%	54%	59%	47%	54%	52%	53%	53%	53%	53%	55%	56%	51%	59%	54%	49%	42%	73%	65%	52%
Out of touch with ordinary people	460	138	95	24	85	256	299	162	214	246	163	259	55	193	151	155	77	66	144	305	155	111	147	158	52	389	44	148	69	53	473	
		46%	51%	33%	35%	72%	43%	53%	48%	44%	44%	46%	46%	47%	43%	46%	45%	49%	47%	45%	46%	45%	47%	44%	40%	45%	49%	53%	33%	40%	47%	
More style than substance	325	111	72	18	56	173	212	129	146	178	122	177	36	133	102	109	58	53	111	211	118	84	98	109	39	277	34	118	56	26	342	
		32%	41%	25%	26%	47%	29%	37%	38%	33%	33%	31%	30%	33%	29%	33%	33%	39%	36%	31%	35%	34%	31%	30%	30%	32%	38%	42%	27%	20%	34%	
Has got a lot of personality	197	29	83	13	11	131	77	41	78	119	69	105	20	69	58	43	53	40	93	100	64	42	59	74	34	165	22	30	55	17	183	
		20%	11%	28%	18%	9%	22%	14%	12%	17%	19%	19%	17%	17%	16%	13%	31%	30%	30%	15%	19%	17%	19%	21%	26%	19%	25%	11%	27%	13%	18%	
Has a clear vision for Britain	435	84	192	33	21	297	189	116	206	229	140	264	53	177	161	133	75	60	135	294	151	104	142	142	56	364	47	81	134	59	420	
		43%	31%	66%	48%	17%	50%	33%	35%	46%	38%	47%	44%	43%	46%	40%	43%	44%	44%	43%	45%	42%	45%	39%	43%	42%	53%	29%	64%	44%	42%	
None of these	55	22	8	2	5	19	33	24	18	37	28	23	5	24	17	22	7	7	14	40	25	21	9	21	7	50	4	22	5	5	49	
		5%	8%	3%	3%	4%	3%	6%	7%	4%	8%	4%	4%	6%	5%	7%	4%	5%	4%	6%	7%	9%	3%	6%	5%	6%	4%	8%	3%	3%	4%	5%
Don't know	36	3	7	3	1	14	10	6	10	27	22	9	4	11	8	7	14	6	21	15	6	4	12	18	3	32	2	3	3	5	31	
		4%	1%	2%	4%	1%	2%	2%	2%	5%	6%	2%	3%	3%	2%	2%	8%	5%	7%	2%	2%	2%	4%	5%	2%	4%	3%	1%	1%	4%	3%	

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:
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Ipsos MORI Political Monitor - September 2014

Table 11

Q14(b). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to David Cameron?

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
A capable leader	560 55%	328 55%	480 57%	470 57%	429 56%	382 56%	18 32% ^s	292 59%	269 52%	168 58%	204 57%	188 52%	71 58% ^s	96 58%	110 60%	95 54%	72 48%	116 55%	51 51% ^s	152 56%	167 58%	115 53%	126 53%	319 57%	242 53%	542 54%
Good in a crisis	532 53%	323 55%	461 55%	451 55%	415 55%	378 55%	15 28% ^s	272 55%	260 50%	164 57%	197 55%	171 47%	67 55% ^s	97 58%	104 57%	93 53%	68 45%	103 49%	46 45% ^s	157 58%	154 54%	112 52%	109 46%	311 56%	221 49%	506 50%
Has sound judgement	432 43%	262 44%	376 44%	369 45%	337 44%	307 45%	8 15% ^s	224 46%	208 40%	128 44%	158 44%	147 40%	48 40% ^s	79 47%	86 47%	72 41%	54 36%	92 44%	40 40% ^s	126 47%	122 43%	94 43%	90 38%	248 45%	184 41%	412 41%
Understands the problems facing Britain	482 48%	280 47%	410 48%	404 49%	369 48%	330 48%	15 27% ^s	248 50%	234 45%	147 51%	169 47%	165 46%	50 41% ^s	97 58%	89 49%	80 45%	62 41%	104 49%	47 46% ^s	133 49%	147 51%	100 46%	101 43%	280 50%	201 44%	466 46%
Out of touch with ordinary people	680 67%	399 67%	572 68%	553 67%	522 69%	467 68%	42 75% ^s	333 68%	347 67%	193 67%	235 66%	253 70%	79 65% ^s	114 68%	117 64%	118 67%	114 76%	138 65%	65 65% ^s	183 68%	197 69%	136 63%	163 69%	381 68%	300 66%	705 70%
More style than substance	433 43%	258 44%	374 44%	362 44%	337 44%	298 43%	20 36% ^s	232 47%	202 39%	91 32%	158 44%	184 51%	34 28% ^s	57 34%	78 43%	79 45%	83 55%	101 48%	44 44% ^s	113 42%	127 44%	88 41%	106 45%	239 43%	194 43%	474 47%
Has got a lot of personality	395 39%	249 42%	343 41%	335 41%	309 41%	278 40%	5 10% ^s	204 41%	192 37%	87 30%	158 44%	150 41%	38 31% ^s	49 30%	78 43%	80 46%	58 39%	91 43%	40 40% ^s	105 39%	105 37%	90 41%	95 40%	210 38%	185 41%	397 39%
Has a clear vision for Britain	555 55%	334 57%	477 56%	464 56%	426 56%	389 57%	16 29% ^s	282 57%	273 53%	175 60%	195 55%	185 51%	73 59% ^s	102 61%	99 55%	96 55%	76 51%	109 51%	44 43% ^s	163 60%	174 61%	111 51%	108 46%	337 60%	218 48%	536 53%
None of these	10 1%	9 2%	10 1%	10 1%	10 1%	10 1%	* 1% ^s	8 2%	3 *	1 *	6 2%	4 1%	1 1% ^s	- -	2 1%	3 2%	- -	4 2%	2 2% ^s	3 1%	1 *	2 1%	5 2%	3 1%	7 2%	11 1%
Don't know	23 2%	8 1%	12 1%	11 1%	8 1%	8 1%	4 7% ^s	6 1%	17 3%	12 4%	5 1%	6 2%	7 6% ^s	5 3%	3 1%	2 1%	- -	6 3%	4 4% ^s	3 1%	4 1%	10 5%	5 2%	7 1%	16 3%	18 2%

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 12

Q14(b). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to David Cameron?

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 outright	Private renter	Social renter	Total renter	Total owner occupier	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
A capable leader	560	240	117	41	50	252	375	281	278	282	318	188	59	265	216	191	87	61	148	407	164	119	181	216	67	492	44	241	64	72	542
	55%	89%	40%	61%	42%	43%	66%	84%	62%	50%	86%	33%	49%	65%	62%	57%	50%	46%	48%	59%	49%	48%	58%	60%	52%	56%	50%	86%	31%	54%	54%
Good in a crisis	532	215	124	50	45	258	349	265	273	258	292	190	56	251	214	181	79	53	133	395	155	115	166	211	72	472	40	219	69	75	506
	53%	80%	42%	74%	38%	44%	62%	79%	61%	46%	79%	34%	47%	62%	61%	54%	46%	40%	43%	58%	46%	46%	53%	58%	55%	54%	45%	78%	33%	56%	50%
Has sound judgement	432	198	82	31	41	184	300	229	226	206	266	126	37	221	178	153	57	41	98	330	122	86	139	171	56	376	36	198	52	48	412
	43%	74%	28%	46%	35%	31%	53%	68%	50%	37%	72%	22%	31%	54%	51%	45%	33%	31%	32%	48%	36%	35%	44%	48%	43%	43%	41%	71%	25%	36%	41%
Understands the problems facing Britain	482	217	86	41	44	202	333	258	243	239	287	151	46	230	192	165	66	51	117	357	148	111	144	189	62	425	37	212	42	62	466
	48%	81%	29%	60%	37%	34%	59%	77%	54%	43%	78%	27%	38%	56%	55%	49%	38%	38%	38%	52%	44%	45%	46%	52%	48%	49%	42%	75%	20%	47%	46%
Out of touch with ordinary people	680	121	244	46	87	470	347	167	297	383	162	474	88	260	233	219	118	94	212	452	242	173	215	223	88	571	69	135	170	108	705
	67%	45%	83%	67%	74%	80%	61%	50%	66%	68%	44%	84%	74%	64%	66%	65%	68%	70%	69%	66%	72%	70%	69%	62%	68%	66%	78%	48%	82%	81%	70%
More style than substance	433	76	180	25	51	302	199	101	188	245	81	321	59	154	144	153	62	66	129	297	146	110	156	131	64	373	36	81	133	67	474
	43%	28%	61%	37%	43%	51%	35%	30%	42%	44%	22%	57%	50%	38%	41%	46%	36%	49%	42%	43%	43%	44%	50%	36%	49%	43%	41%	29%	64%	50%	47%
Has got a lot of personality	395	151	94	32	36	193	250	183	191	204	205	150	40	178	147	142	51	50	102	289	122	87	122	151	54	341	35	153	64	49	397
	39%	56%	32%	46%	30%	33%	44%	54%	42%	36%	56%	26%	34%	44%	42%	42%	30%	37%	33%	42%	36%	35%	39%	42%	41%	39%	40%	55%	31%	37%	39%
Has a clear vision for Britain	555	207	131	41	47	282	358	248	287	269	279	241	61	268	214	193	89	52	142	407	170	124	172	212	66	481	47	212	74	79	536
	55%	77%	45%	60%	40%	48%	63%	74%	64%	48%	76%	43%	51%	66%	61%	58%	52%	39%	46%	59%	51%	50%	55%	59%	51%	55%	53%	76%	36%	59%	53%
None of these	10	-	4	-	5	10	6	-	5	5	1	9	2	5	4	2	-	5	5	6	5	3	3	3	2	8	2	-	6	-	11
	1%	-	1%	-s	4%	2%	1%	-	1%	1%	*	2%	2%	1%	1%	1%	-	4%	2%	1%	1%	1%	1%	2%	1%	2%	-	3%	-	1%	
Don't know	23	-	7	1	-	8	1	1	4	18	13	6	2	5	4	3	11	6	17	6	3	3	7	13	3	23	-	-	5	4	18
	2%	-	2%	2%	-	1%	*	*	1%	3%	4%	1%	2%	1%	1%	1%	6%	4%	5%	1%	1%	1%	2%	4%	2%	3%	-	-	2%	3%	2%

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 13

Q14(c). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Nick Clegg?

Base : Approximately half the sample

	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	496	309	413	402	380	347	34	250	246	80	201	215	25	55	77	124	93	122	49	128	152	107	109	280	216	496
Weighted Total	492	290	403	391	359	330	37	240	251	123	196	173	48	75	96	100	68	105	53	131	141	114	106	271	220	496
A capable leader	99 20%	50 17%	85 21%	81 21%	70 20%	66 20%	2 5% ^s	55 23%	44 17%	26 21% ^s	43 22%	29 17%	10 21% ^s	16 22% ^s	18 18% ^s	26 26%	15 23% ^s	14 13%	4 8% ^s	25 19%	32 23%	21 18%	20 19%	58 21%	41 19%	98 20%
Good in a crisis	84 17%	55 19%	76 19%	75 19%	74 21%	66 20%	2 7% ^s	48 20%	36 14%	24 20% ^s	30 16%	29 17%	6 12% ^s	19 25% ^s	14 14% ^s	17 17%	10 15% ^s	19 18%	10 19% ^s	31 24%	24 17%	13 11%	15 14%	55 20%	28 13%	84 17%
Has sound judgement	126 26%	68 23%	101 25%	98 25%	90 25%	81 24%	7 18% ^s	61 26%	64 26%	37 30% ^s	64 33%	25 14%	11 23% ^s	26 34% ^s	32 34% ^s	32 32%	9 14% ^s	15 15%	4 7% ^s	36 28%	43 30%	24 21%	23 22%	79 29%	47 21%	117 24%
Understands the problems facing Britain	204 42%	116 40%	167 42%	164 42%	145 40%	134 41%	11 29% ^s	98 41%	106 42%	53 43% ^s	91 46%	61 35%	17 36% ^s	35 47% ^s	46 48% ^s	45 45%	26 38% ^s	35 33%	14 27% ^s	53 41%	69 49%	42 37%	40 38%	122 45%	82 37%	208 42%
Out of touch with ordinary people	271 55%	173 60%	228 57%	222 57%	209 58%	194 59%	17 45% ^s	122 51%	149 59%	60 48% ^s	103 53%	109 63%	25 52% ^s	34 46% ^s	52 55% ^s	50 51%	41 61% ^s	67 64%	36 68% ^s	74 56%	79 57%	59 52%	58 55%	153 56%	118 54%	281 57%
More style than substance	220 45%	131 45%	186 46%	182 47%	166 46%	152 46%	11 28% ^s	110 46%	110 44%	55 44% ^s	84 43%	82 47%	19 40% ^s	36 47% ^s	39 41% ^s	44 45%	31 46% ^s	51 48%	23 45% ^s	50 38%	72 51%	50 44%	48 46%	122 45%	98 45%	232 47%
Has got a lot of personality	130 26%	80 28%	113 28%	110 28%	96 27%	90 27%	5 14% ^s	75 31%	55 22%	24 20% ^s	65 33%	41 24%	10 21% ^s	14 19% ^s	30 31% ^s	35 35%	14 21% ^s	27 26%	12 22% ^s	30 23%	42 30%	26 23%	32 30%	72 26%	58 26%	136 27%
Has a clear vision for Britain	129 26%	80 28%	106 26%	104 27%	96 27%	89 27%	5 14% ^s	66 27%	63 25%	30 24% ^s	58 29%	42 24%	10 21% ^s	20 26% ^s	30 31% ^s	28 28%	18 26% ^s	24 23%	9 16% ^s	38 29%	43 31%	24 21%	24 23%	81 30%	48 22%	132 27%
None of these	25 5%	15 5%	17 4%	17 4%	17 5%	16 5%	3 9% ^s	16 7%	9 4%	2 1% ^s	16 8%	7 4%	- -s	2 2% ^s	7 7% ^s	9 9%	3 5% ^s	4 4%	2 5% ^s	8 6%	7 5%	3 3%	7 6%	15 6%	10 4%	25 5%
Don't know	28 6%	8 3%	18 4%	16 4%	14 4%	11 3%	7 19% ^s	13 5%	15 6%	13 10% ^s	10 5%	5 3%	5 9% ^s	8 11% ^s	5 5% ^s	5 5%	2 3% ^s	3 3%	3 6% ^s	8 6%	2 1%	11 10%	7 7%	10 4%	18 8%	21 4%

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:
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Ipsos MORI Political Monitor - September 2014

Table 14

Q14(c). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Nick Clegg?

Base : Approximately half the sample

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	496	131	146	33	65	287	272	164	227	269	172	290	112	155	187	154	68	73	141	341	155	102	160	181	187	66	419	53	133	113	62	496
Weighted Total	492	139	142	32	59	270	266	171	237	254	182	274	56	214	179	153	76	68	143	333	148	107	165	178	67	426	42	137	101	60	496	
A capable leader	99	33	19	18	5	52	66	52	47	52	49	41	6	51	42	25	17	11	28	67	23	17	31	45	16	92	5	33	9	23	98	
	20%	24%	14%	56% s	8% s	19%	25%	30%	20%	21%	27%	15%	11%	24%	24%	16%	22% s	17% s	20%	20%	15%	16%	19%	25%	23% s	22%	13% s	24%	9%	39% s	20%	
Good in a crisis	84	30	19	14	5	48	58	44	36	48	36	44	7	36	31	21	14	13	27	52	20	17	29	34	12	77	3	25	18	20	84	
	17%	22%	13%	45% s	8% s	18%	22%	26%	15%	19%	20%	16%	13%	17%	17%	14%	18% s	19% s	19%	16%	14%	16%	18%	19%	18% s	18%	8% s	18%	18%	34% s	17%	
Has sound judgement	126	43	21	21	9	61	84	64	68	57	67	55	12	73	63	28	20	10	30	91	20	14	43	63	25	117	6	39	12	27	117	
	26%	31%	15%	65% s	16% s	23%	31%	38%	29%	23%	37%	20%	21%	34%	35%	18%	27% s	14% s	21%	27%	13%	13%	26%	35%	37% s	28%	14% s	28%	11%	45% s	24%	
Understands the problems facing Britain	204	80	41	28	12	96	134	107	112	92	105	89	25	101	88	58	34	17	50	147	50	29	68	86	36	177	20	75	24	34	208	
	42%	57%	29%	86% s	20% s	35%	50%	63%	47%	36%	58%	32%	45%	47%	49%	38%	44% s	25% s	35%	44%	34%	27%	41%	48%	54% s	42%	49% s	54%	24%	57% s	42%	
Out of touch with ordinary people	271	60	97	11	45	171	134	71	129	142	71	183	33	111	93	89	40	40	80	182	89	66	98	83	34	233	23	66	68	30	281	
	55%	43%	68%	34% s	77% s	63%	50%	42%	54%	56%	39%	67%	59%	52%	52%	58%	53% s	59% s	56%	55%	60%	62%	60%	47%	51% s	55%	55% s	48%	67%	50% s	57%	
More style than substance	220	59	79	7	31	137	117	66	110	110	70	138	25	98	76	75	37	29	66	151	67	48	79	74	28	189	18	62	53	30	232	
	45%	42%	55%	22% s	54% s	51%	44%	38%	46%	43%	39%	50%	45%	46%	42%	49%	49% s	43% s	46%	45%	45%	45%	48%	42%	42% s	44%	45% s	45%	52%	50% s	47%	
Has got a lot of personality	130	46	29	14	13	63	79	59	70	60	56	70	13	63	52	44	16	15	31	96	27	19	50	53	19	116	8	45	18	19	136	
	26%	33%	21%	42% s	23% s	23%	30%	35%	29%	24%	31%	25%	23%	29%	29%	29%	22% s	22% s	22%	29%	18%	18%	31%	30%	28% s	27%	19% s	33%	18%	32% s	27%	
Has a clear vision for Britain	129	43	28	18	6	64	79	62	70	59	62	63	14	68	60	37	15	13	28	98	31	16	44	55	22	110	14	42	19	23	132	
	26%	31%	20%	57% s	10% s	24%	30%	36%	30%	23%	34%	23%	25%	32%	34%	24%	20% s	19% s	19%	29%	21%	15%	27%	31%	33% s	26%	35% s	31%	19%	39% s	27%	
None of these	25	3	7	1	8	18	14	4	10	14	5	17	2	10	10	9	2	3	5	19	8	8	7	10	6	23	1	5	12	-	25	
	5%	2%	5%	2% s	13% s	7%	6%	2%	4%	6%	3%	6%	3%	5%	5%	6%	3% s	4% s	4%	6%	6%	7%	4%	5%	9% s	5%	2% s	4%	12%	-s	5%	
Don't know	28	3	6	-	-	10	6	3	10	17	12	6	3	12	8	1	5	11	16	9	9	6	8	11	2	21	2	2	3	-	21	
	6%	2%	4%	-s	-s	4%	2%	1%	4%	7%	7%	2%	5%	5%	4%	1%	7% s	16% s	11%	3%	6%	6%	5%	6%	2% s	5%	6% s	1%	3%	-s	4%	

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 15

Q14(d). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Nigel Farage?

Base : Approximately half the sample

	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	514	322	445	430	405	367	20	268	246	113	172	229	41	72	72	100	102	127	47	135	165	92	122	300	214	514
Weighted Total	518	302	442	431	402	357	19	253	266	166	162	191	74	92	86	76	84	107	48	140	145	102	131	285	233	514
A capable leader	161 31%	88 29%	142 32%	137 32%	129 32%	108 30%	4 24% ^s	90 35%	71 27%	42 25%	44 27%	74 39%	13 18% ^s	29 31% ^s	18 21% ^s	26 35%	29 35%	45 42%	23 47% ^s	41 29%	39 27%	31 30% ^s	50 39%	80 28%	81 35%	157 31%
Good in a crisis	97 19%	56 19%	88 20%	87 20%	78 19%	70 20%	1 4% ^s	55 22%	42 16%	26 16%	27 17%	44 23%	16 21% ^s	10 11% ^s	14 16% ^s	14 18%	15 18%	29 27%	14 29% ^s	19 13%	26 18%	22 22% ^s	30 23%	45 16%	52 22%	96 19%
Has sound judgement	126 24%	76 25%	113 26%	111 26%	107 27%	97 27%	2 9% ^s	68 27%	59 22%	27 16%	39 24%	61 32%	11 15% ^s	15 17% ^s	16 19% ^s	23 30%	27 32%	34 32%	14 28% ^s	29 21%	28 19%	30 29% ^s	39 30%	57 20%	69 30%	128 25%
Understands the problems facing Britain	200 39%	114 38%	170 38%	167 39%	155 38%	137 38%	5 27% ^s	108 43%	92 34%	51 30%	69 43%	80 42%	17 23% ^s	34 37% ^s	30 35% ^s	39 52%	35 42%	45 43%	23 47% ^s	47 34%	56 38%	42 41% ^s	55 42%	103 36%	97 42%	196 38%
Out of touch with ordinary people	200 39%	121 40%	178 40%	174 40%	162 40%	141 39%	6 34% ^s	98 39%	103 39%	80 48%	66 41%	54 28%	40 54% ^s	39 43% ^s	36 42% ^s	31 40%	27 33%	27 25%	9 20% ^s	53 38%	58 40%	38 37% ^s	52 39%	110 39%	90 39%	200 39%
More style than substance	267 52%	169 56%	246 56%	241 56%	225 56%	202 57%	3 19% ^s	133 53%	134 51%	76 46%	88 54%	104 54%	34 45% ^s	42 46% ^s	48 56% ^s	40 53%	47 56%	57 53%	18 38% ^s	90 64%	79 54%	39 38% ^s	60 46%	168 59%	99 42%	276 54%
Has got a lot of personality	350 67%	215 71%	314 71%	306 71%	290 72%	260 73%	5 29% ^s	183 72%	167 63%	106 64%	117 72%	127 67%	47 64% ^s	59 64% ^s	60 71% ^s	57 74%	62 74%	65 61%	28 58% ^s	103 73%	100 68%	69 67% ^s	79 60%	202 71%	148 63%	344 67%
Has a clear vision for Britain	298 58%	168 56%	262 59%	254 59%	236 59%	208 58%	6 31% ^s	150 59%	148 56%	102 61%	90 56%	106 56%	48 65% ^s	54 59% ^s	42 50% ^s	48 62%	47 57%	59 55%	27 57% ^s	85 61%	84 57%	61 59% ^s	69 53%	169 59%	129 56%	279 54%
None of these	19 4%	8 3%	12 3%	12 3%	10 2%	10 3%	2 10% ^s	9 3%	11 4%	6 4%	7 4%	7 3%	3 4% ^s	4 4% ^s	3 4% ^s	3 4%	3 3%	4 4%	1 3% ^s	4 3%	4 2%	7 6% ^s	5 4%	7 3%	12 5%	18 4%
Don't know	33 6%	12 4%	18 4%	16 4%	15 4%	14 4%	4 22% ^s	9 4%	24 9%	14 9%	7 4%	12 6%	5 7% ^s	9 10% ^s	4 5% ^s	3 4%	1 2%	11 10%	8 16% ^s	6 4%	10 7%	7 6% ^s	11 9%	16 5%	18 8%	30 6%

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 16

Q14(d). I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Nigel Farage?

Base : Approximately half the sample

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	514	123	149	37	62	326	300	160	211	303	170	305	122	146	174	186	79	71	150	360	176	120	156	182	58	420	56	134	117	77	514
Weighted Total	518	130	151	36	60	321	300	166	212	306	186	292	64	193	171	182	97	67	164	352	188	142	148	182	63	446	47	143	106	74	514
A capable leader	161	37	31	12	47	105	111	49	58	102	54	90	11	58	48	69	23	20	43	118	59	49	55	46	13	142	11	52	32	20	157
	31%	28%	21%	34%	79%	33%	37%	29%	27%	33%	29%	31%	18%	30%	28%	38%	24%	29%	26%	33%	32%	34%	37%	25%	21%	32%	23%	36%	30%	27%	31%
Good in a crisis	97	18	24	8	36	71	65	26	31	66	28	55	8	29	25	37	18	17	35	62	39	31	29	29	11	82	7	32	17	15	96
	19%	14%	16%	23%	61%	22%	22%	16%	14%	22%	15%	19%	13%	15%	15%	20%	18%	26%	21%	17%	21%	22%	20%	16%	18%	16%	22%	16%	20%	19%	
Has sound judgement	126	32	26	6	49	84	89	38	43	83	37	72	11	37	35	55	17	20	37	89	46	41	46	33	11	114	5	52	24	8	128
	24%	25%	18%	16%	81%	26%	30%	23%	20%	27%	20%	25%	17%	19%	20%	30%	18%	30%	23%	25%	25%	29%	31%	18%	18%	26%	11%	36%	22%	11%	25%
Understands the problems facing Britain	200	56	36	10	55	116	137	67	83	116	66	114	19	77	63	81	35	21	56	144	77	64	61	62	14	178	13	78	28	21	196
	39%	43%	24%	29%	93%	36%	46%	40%	39%	38%	36%	39%	29%	40%	37%	45%	36%	31%	34%	41%	41%	45%	41%	34%	23%	40%	28%	55%	26%	29%	38%
Out of touch with ordinary people	200	34	86	17	3	147	96	52	81	119	69	127	30	74	72	63	38	27	65	135	75	54	51	74	34	171	21	29	49	40	200
	39%	26%	57%	48%	5%	46%	32%	31%	38%	39%	37%	44%	47%	38%	42%	35%	39%	40%	39%	38%	40%	38%	34%	41%	54%	38%	46%	20%	46%	54%	39%
More style than substance	267	79	94	23	16	171	156	102	114	153	98	156	34	100	99	103	37	28	65	201	85	63	87	95	31	232	22	75	66	48	276
	52%	61%	63%	64%	26%	53%	52%	62%	54%	50%	53%	53%	53%	52%	58%	56%	38%	42%	40%	57%	45%	44%	59%	52%	50%	52%	47%	53%	62%	65%	54%
Has got a lot of personality	350	91	102	28	49	230	219	119	158	192	129	197	36	149	125	132	57	34	91	257	124	95	102	123	39	302	29	103	71	52	344
	67%	70%	68%	78%	82%	72%	73%	71%	74%	63%	70%	67%	57%	77%	74%	72%	58%	51%	55%	73%	66%	67%	69%	68%	62%	68%	62%	72%	67%	70%	67%
Has a clear vision for Britain	298	77	74	22	56	195	198	99	128	171	104	168	30	114	101	118	53	26	79	219	108	85	84	106	36	263	23	89	54	45	279
	58%	59%	49%	61%	95%	61%	66%	60%	60%	56%	56%	58%	48%	59%	59%	65%	54%	39%	48%	62%	57%	60%	57%	58%	56%	59%	48%	62%	51%	61%	54%
None of these	19	4	3	-	-	8	9	4	9	11	7	10	3	8	6	5	3	5	8	11	13	9	7	-	-	15	3	4	3	-	18
	4%	3%	2%	-s	-s	3%	3%	2%	4%	3%	4%	3%	5%	4%	4%	3%	3%	8%	5%	3%	7%	7%	4%	-	-s	3%	7%	3%	3%	-s	4%
Don't know	33	5	12	1	-	13	7	7	8	26	13	16	5	8	2	8	13	11	23	10	10	9	8	15	5	31	2	4	10	3	30
	6%	4%	8%	4%	-s	4%	2%	4%	4%	8%	7%	5%	8%	4%	1%	4%	13%	16%	14%	3%	5%	6%	6%	8%	8%	7%	3%	3%	10%	3%	6%

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 17

Q15(a). Which of these statements comes closest to your views of Ed Miliband and the Labour party?

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely 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
I like Ed Miliband and I like the Labour party	241 24%	146 25%	208 25%	204 25%	185 24%	167 24%	5 9% ^s	117 24%	124 24%	77 27%	85 24%	79 22%	39 32% ^s	38 23%	44 24%	41 23%	37 24%	42 20%	20 20% ^s	54 20%	54 19%	48 22%	85 36%	108 19%	133 29%	226 22%
I like Ed Miliband but I do not like the Labour party	72 7%	33 6%	60 7%	59 7%	53 7%	42 6%	3 6% ^s	32 6%	40 8%	25 9%	25 7%	21 6%	13 11% ^s	13 8%	10 5%	15 9%	9 6%	13 6%	9 9% ^s	14 5%	34 12%	10 5%	14 6%	48 9%	24 5%	71 7%
I do not like Ed Miliband but I like the Labour party	267 26%	146 25%	222 26%	211 26%	196 26%	170 25%	17 31% ^s	132 27%	135 26%	76 26%	108 30%	83 23%	34 28% ^s	42 25%	56 31%	53 30%	40 26%	43 20%	16 16% ^s	78 29%	94 33%	48 22%	47 20%	172 31%	95 21%	288 29%
I do not like Ed Miliband and I do not like the Labour party	378 37%	244 41%	323 38%	318 39%	300 39%	283 41%	21 38% ^s	188 38%	190 37%	87 30%	131 37%	161 44%	28 23% ^s	59 35%	68 37%	63 36%	62 41%	99 47%	45 44% ^s	110 41%	94 33%	95 44%	79 33%	205 37%	174 38%	379 38%
Don't know	52 5%	23 4%	33 4%	30 4%	28 4%	25 4%	9 17% ^s	24 5%	28 5%	24 8%	9 2%	19 5%	8 7% ^s	16 9%	5 3%	4 2%	3 2%	16 7%	12 12% ^s	15 6%	9 3%	16 7%	12 5%	24 4%	28 6%	46 5%
Combinations - Summary net																										
I like Ed Miliband	313 31%	180 30%	268 32%	263 32%	238 31%	210 30%	8 14% ^s	149 30%	164 32%	102 35%	110 31%	101 28%	52 42% ^s	51 30%	54 29%	56 32%	46 30%	55 26%	29 28% ^s	68 25%	88 31%	58 27%	99 42%	156 28%	157 35%	297 29%
I do not like Ed Miliband	645 64%	389 66%	545 64%	529 64%	496 65%	453 66%	39 69% ^s	320 65%	325 63%	163 56%	239 67%	244 67%	62 51% ^s	101 60%	123 68%	115 66%	102 68%	141 67%	61 60% ^s	188 69%	189 66%	143 66%	126 53%	377 68%	269 59%	667 66%
I like the Labour party	508 50%	292 49%	430 51%	415 51%	381 50%	337 49%	22 40% ^s	249 50%	259 50%	153 53%	193 54%	162 45%	73 60% ^s	80 48%	99 55%	94 53%	77 51%	85 40%	36 36% ^s	131 48%	149 52%	96 44%	132 56%	280 50%	228 50%	514 51%
I do not like the Labour party	450 45%	277 47%	383 45%	377 46%	353 46%	325 47%	24 44% ^s	220 45%	230 44%	112 39%	156 44%	182 50%	41 33% ^s	71 43%	77 43%	78 45%	71 47%	111 53%	53 53% ^s	124 46%	128 45%	105 48%	93 39%	253 45%	197 44%	450 45%

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 18

Q15(a). Which of these statements comes closest to your views of Ed Miliband and the Labour 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 occupier	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	
I like Ed Miliband and I like the Labour party	241 24%	15 6%	152 52%	15 22%	7 6%	197 33%	60 11%	30 9%	103 23%	138 25%	58 16%	161 28%	27 23%	94 23%	60 17%	74 22%	62 36%	41 31%	103 33%	134 20%	78 23%	60 24%	77 25%	86 24%	42 32%	213 24%	18 20%	12 4%	104 50%	27 20%	226 22%	
I like Ed Miliband but I do not like the Labour party	72 7%	24 9%	5 2%	10 15%	8 7%	34 6%	54 9%	34 10%	26 6%	45 8%	37 10%	28 5%	6 5%	26 6%	33 9%	17 5%	15 9%	7 5%	22 7%	50 7%	15 4%	9 4%	24 8%	33 9%	14 11%	61 7%	5 6%	21 7%	3 2%	10 7%	71 7%	
I do not like Ed Miliband but I like the Labour party	267 26%	43 16%	126 43%	18 26%	24 21%	192 33%	109 19%	61 18%	138 31%	129 23%	78 21%	177 31%	45 38%	113 28%	102 29%	83 25%	39 22%	37 27%	76 25%	184 27%	105 31%	78 31%	75 24%	87 24%	42 32%	222 26%	27 31%	45 16%	88 43%	45 34%	288 29%	
I do not like Ed Miliband and I do not like the Labour party	378 37%	182 68%	1 *	22 32%	75 64%	151 26%	331 58%	204 60%	167 37%	211 38%	176 48%	178 31%	35 29%	161 40%	142 41%	147 44%	46 26%	40 29%	85 28%	289 42%	123 37%	87 35%	119 38%	136 38%	30 23%	328 38%	36 41%	196 70%	8 4%	44 33%	379 38%	
Don't know	52 5%	4 2%	8 3%	3 4%	3 3%	17 3%	13 2%	7 2%	15 3%	36 6%	20 5%	22 4%	6 5%	14 3%	13 4%	15 4%	12 7%	10 7%	22 4%	28 4%	16 5%	14 6%	17 5%	19 5%	2 2%	46 5%	2 2%	6 2%	4 2%	8 6%	46 5%	
Combinations - Summary net																																
I like Ed Miliband	313 31%	39 15%	157 54%	25 37%	15 13%	231 39%	113 20%	65 19%	129 29%	184 33%	95 26%	189 33%	34 28%	120 29%	93 27%	91 27%	77 44%	48 36%	125 41%	184 27%	93 27%	69 28%	101 32%	119 33%	56 43%	274 31%	23 26%	33 12%	107 52%	37 27%	297 29%	
I do not like Ed Miliband	645 64%	225 84%	127 44%	40 58%	100 84%	343 58%	440 78%	265 79%	305 68%	341 61%	253 69%	355 63%	80 67%	274 67%	243 70%	230 69%	84 49%	77 57%	161 52%	473 69%	229 68%	165 67%	195 62%	222 62%	72 55%	551 63%	63 71%	241 86%	97 47%	89 67%	667 66%	
I like the Labour party	508 50%	58 22%	279 95%	33 49%	31 26%	389 66%	169 30%	92 27%	241 54%	267 48%	136 37%	338 60%	73 61%	206 51%	162 46%	157 47%	100 58%	78 58%	319 58%	473 46%	183 54%	138 56%	152 49%	173 48%	83 64%	436 50%	45 51%	58 21%	193 93%	72 54%	514 51%	
I do not like the Labour party	450 45%	206 77%	6 2%	32 47%	84 71%	185 31%	385 68%	238 71%	193 43%	257 46%	212 58%	207 36%	41 34%	187 46%	175 50%	164 49%	60 35%	47 35%	107 35%	338 49%	138 41%	97 39%	144 46%	169 47%	44 34%	389 45%	41 46%	216 77%	11 5%	54 40%	450 45%	

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 19

Q15(b). Which of these statements comes closest to your views of David Cameron and the Conservative 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
I like David Cameron and I like the Conservative party	331 33%	199 34%	293 35%	287 35%	257 34%	230 33%	5 10% ^s	174 35%	157 30%	104 36%	108 30%	118 33%	42 34% ^s	62 37%	61 33%	48 27%	38 25%	81 38%	37 37% ^s	89 33%	92 32%	85 39%	64 27%	181 33%	150 33%	309 31%
I like David Cameron but I do not like the Conservative party	148 15%	78 13%	118 14%	113 14%	102 13%	92 13%	7 13% ^s	71 14%	77 15%	36 12%	70 20%	42 12%	17 14% ^s	19 11%	42 23%	28 16%	23 15%	19 9%	8 8% ^s	38 14%	40 14%	25 11%	45 19%	79 14%	69 15%	146 14%
I do not like David Cameron but I like the Conservative party	86 9%	57 10%	74 9%	74 9%	73 10%	63 9%	5 9% ^s	43 9%	43 8%	22 8%	23 7%	40 11%	4 3% ^s	18 11%	8 4%	15 9%	16 10%	24 12%	12 12% ^s	30 11%	24 8%	16 7%	16 7%	54 10%	32 7%	83 8%
I do not like David Cameron and I do not like the Conservative party	404 40%	242 41%	334 40%	322 39%	305 40%	284 41%	32 57% ^s	193 39%	211 41%	112 39%	145 41%	146 40%	52 43% ^s	60 36%	67 37%	78 45%	67 45%	79 37%	39 39% ^s	103 38%	124 43%	79 37%	98 42%	226 41%	177 39%	435 43%
Don't know	42 4%	16 3%	26 3%	26 3%	24 3%	18 3%	7 12% ^s	13 3%	29 6%	15 5%	10 3%	16 4%	7 6% ^s	8 5%	4 2%	6 3%	7 5%	9 4%	4 4% ^s	11 4%	6 2%	12 5%	13 6%	17 3%	25 6%	37 4%
Combinations - Summary net																										
I like David Cameron	479 47%	277 47%	411 49%	400 49%	359 47%	322 47%	13 23% ^s	244 50%	234 45%	140 48%	179 50%	161 44%	59 48% ^s	81 48%	103 57%	76 43%	61 40%	99 47%	46 45% ^s	128 47%	132 46%	110 51%	109 46%	260 47%	219 48%	455 45%
I do not like David Cameron	490 48%	299 50%	408 48%	396 48%	378 50%	347 51%	37 65% ^s	235 48%	254 49%	134 46%	169 47%	187 51%	56 46% ^s	78 47%	75 41%	94 53%	83 55%	103 49%	52 51% ^s	132 49%	148 52%	95 44%	114 48%	280 50%	209 46%	518 51%
I like the Conservative party	417 41%	256 43%	367 43%	361 44%	330 43%	293 43%	10 18% ^s	217 44%	200 39%	126 44%	132 37%	159 44%	46 38% ^s	80 48%	69 38%	63 36%	54 35%	105 50%	50 49% ^s	119 44%	116 41%	101 47%	80 34%	235 42%	182 40%	392 39%
I do not like the Conservative party	552 55%	320 54%	452 54%	435 53%	407 53%	376 55%	39 70% ^s	263 53%	288 56%	148 51%	216 60%	188 52%	69 57% ^s	78 47%	109 60%	107 61%	91 60%	98 46%	47 47% ^s	141 52%	164 57%	104 48%	143 60%	305 55%	247 54%	581 58%

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 20

Q15(b). Which of these statements comes closest to your views of David Cameron and the Conservative 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 occupier	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	
I like David Cameron and I like the Conservative party	331 33%	211 79%	26 9%	11 16%	27 23%	79 13%	264 47%	222 66%	168 37%	163 29%	249 68%	60 11%	28 23%	160 39%	127 36%	114 34%	50 29%	37 27%	86 28%	242 35%	98 29%	67 27%	108 34%	125 35%	38 29%	287 33%	31 35%	203 72%	7 4%	21 16%	309 31%	
I like David Cameron but I do not like the Conservative party	148 15%	13 5%	55 19%	25 37%	20 17%	115 20%	73 13%	38 11%	64 14%	84 15%	48 13%	76 13%	19 16%	65 16%	53 15%	38 11%	35 20%	19 14%	54 17%	92 13%	35 10%	28 11%	47 15%	66 18%	28 21%	135 16%	7 8%	19 7%	38 18%	33 25%	146 14%	
I do not like David Cameron but I like the Conservative party	86 9%	37 14%	9 3%	5 7%	19 16%	36 6%	64 11%	41 12%	33 7%	53 9%	25 7%	55 10%	7 6%	32 8%	25 7%	42 13%	8 5%	7 5%	15 5%	68 10%	37 11%	33 13%	20 6%	29 8%	12 9%	80 9%	4 5%	40 14%	9 4%	10 8%	83 8%	
I do not like David Cameron and I do not like the Conservative party	404 40%	6 2%	195 67%	27 39%	53 45%	349 59%	160 28%	33 10%	171 38%	233 42%	33 9%	355 63%	60 50%	141 35%	132 38%	129 39%	71 41%	64 48%	135 44%	261 38%	154 46%	110 44%	127 41%	123 34%	48 37%	331 38%	44 50%	14 5%	149 72%	65 49%	435 43%	
Don't know	42 4%	2 1%	7 3%	1 1%	-	11 2%	6 1%	3 1%	14 3%	28 5%	12 3%	20 4%	6 5%	10 2%	12 3%	11 3%	9 5%	8 6%	17 6%	23 3%	12 4%	11 4%	11 4%	18 5%	4 3%	38 4%	2 2%	4 1%	5 2%	3 3%	37 4%	
Combinations - Summary net																																
I like David Cameron	479 47%	224 83%	81 28%	36 53%	47 39%	194 33%	337 59%	260 77%	232 52%	246 44%	297 81%	136 24%	47 39%	225 55%	181 52%	153 46%	84 49%	56 41%	140 45%	334 49%	134 40%	95 38%	155 49%	191 53%	65 51%	422 48%	38 43%	222 79%	45 22%	55 41%	455 45%	
I do not like David Cameron	490 48%	42 16%	204 70%	31 46%	72 61%	386 65%	224 40%	74 22%	204 45%	286 51%	59 16%	410 72%	67 56%	173 42%	157 45%	172 51%	79 46%	71 53%	150 49%	329 48%	191 57%	142 57%	147 47%	152 42%	60 47%	411 47%	48 55%	55 19%	158 76%	75 57%	518 51%	
I like the Conservative party	417 41%	248 92%	35 12%	15 23%	46 39%	115 20%	328 58%	263 78%	201 45%	216 39%	274 74%	115 20%	35 29%	192 47%	153 44%	157 47%	58 33%	44 32%	101 33%	309 45%	136 40%	100 40%	128 41%	153 43%	50 39%	367 42%	35 40%	244 87%	17 8%	31 23%	392 39%	
I do not like the Conservative party	552 55%	18 7%	251 86%	52 76%	73 61%	465 79%	233 41%	70 21%	235 52%	316 56%	82 22%	431 76%	78 66%	206 51%	185 53%	168 50%	106 61%	83 62%	189 61%	353 52%	189 56%	138 55%	174 56%	189 52%	76 58%	466 54%	51 58%	33 12%	186 90%	99 74%	581 58%	

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 21

Q15(c). Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrat 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
I like Nick Clegg and I like the Liberal Democrat party	200 20%	106 18%	175 21%	166 20%	150 20%	132 19%	8 14%	80 16%	120 23%	65 23%	75 21%	60 16%	24 20%	41 25%	33 18%	42 24%	31 20%	29 14%	10 10%	53 20%	64 23%	31 14%	52 22%	118 21%	83 18%	194 19%
I like Nick Clegg but I do not like the Liberal Democrat party	127 13%	80 13%	107 13%	105 13%	96 13%	89 13%	2 3%	72 15%	56 11%	32 11%	51 14%	44 12%	8 7%	24 14%	29 16%	22 13%	15 10%	29 14%	14 14%	27 10%	37 13%	37 17%	27 11%	64 12%	63 14%	116 11%
I do not like Nick Clegg but I like the Liberal Democrat party	215 21%	128 22%	186 22%	180 22%	163 21%	150 22%	4 8%	103 21%	112 22%	71 24%	85 24%	60 16%	32 26%	39 23%	50 27%	35 20%	27 18%	33 16%	17 16%	74 27%	81 28%	36 17%	23 10%	156 28%	59 13%	213 21%
I do not like Nick Clegg and I do not like the Liberal Democrat party	395 39%	250 42%	330 39%	326 40%	312 41%	281 41%	31 55%	207 42%	188 36%	93 32%	128 36%	173 48%	48 40%	45 27%	60 33%	69 39%	73 48%	100 47%	46 45%	99 37%	90 32%	94 43%	112 47%	189 34%	205 45%	417 41%
Don't know	73 7%	28 5%	48 6%	45 5%	40 5%	35 5%	12 21%	31 6%	42 8%	28 10%	18 5%	27 7%	10 8%	19 11%	10 6%	8 4%	6 4%	21 10%	15 14%	17 6%	13 5%	19 9%	23 10%	30 5%	42 9%	70 7%
Combinations - Summary net																										
I like Nick Clegg	328 32%	186 31%	282 33%	271 33%	246 32%	221 32%	9 17%	152 31%	176 34%	97 34%	127 35%	104 29%	32 26%	65 39%	62 34%	64 37%	46 30%	58 27%	24 24%	81 30%	101 35%	68 31%	78 33%	182 33%	146 32%	310 31%
I do not like Nick clegg	610 60%	378 64%	516 61%	506 62%	475 62%	432 63%	35 63%	310 63%	300 58%	164 57%	213 60%	233 64%	80 66%	83 50%	109 60%	104 59%	100 66%	133 63%	63 62%	173 64%	172 60%	130 60%	135 57%	345 62%	265 58%	630 62%
I like the Liberal Democrat party	415 41%	234 40%	361 43%	346 42%	313 41%	283 41%	12 22%	183 37%	232 45%	136 47%	160 45%	119 33%	56 46%	80 48%	83 46%	77 44%	57 38%	62 29%	26 26%	127 47%	146 51%	67 31%	75 32%	273 49%	142 31%	407 40%
I do not like the Liberal Democrat party	522 52%	330 56%	437 52%	431 52%	408 54%	370 54%	32 58%	278 56%	244 47%	125 43%	180 50%	217 60%	57 46%	69 41%	89 49%	91 52%	88 58%	129 61%	60 60%	126 47%	127 44%	130 60%	138 59%	253 45%	269 59%	533 53%

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 22

Q15(c). Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrat 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	
I like Nick Clegg and I like the Liberal Democrat party	200 20%	56 21%	45 16%	46 67%	6 5%	115 20%	126 22%	101 30%	97 22%	103 18%	105 29%	83 15%	23 20%	107 26%	86 25%	50 15%	44 25%	17 13%	61 20%	136 20%	43 13%	32 13%	62 20%	95 26%	36 28%	181 21%	11 13%	46 16%	26 12%	57 42%	194 19%	
I like Nick Clegg but I do not like the Liberal Democrat party	127 13%	62 23%	19 7%	6 9%	19 16%	53 9%	95 17%	68 20%	68 15%	59 11%	69 19%	48 9%	11 9%	56 14%	42 12%	56 17%	12 7%	16 12%	27 9%	98 14%	37 11%	29 12%	49 16%	41 11%	9 7%	118 14%	7 8%	64 23%	15 7%	5 4%	116 11%	
I do not like Nick Clegg but I like the Liberal Democrat party	215 21%	44 16%	92 31%	14 20%	13 11%	150 25%	102 18%	58 17%	104 23%	111 20%	57 15%	144 25%	32 27%	85 21%	89 25%	72 22%	32 19%	19 14%	51 17%	161 24%	65 19%	40 16%	67 22%	83 23%	45 34%	178 20%	25 28%	42 15%	52 25%	50 37%	213 21%	
I do not like Nick Clegg and I do not like the Liberal Democrat party	395 39%	97 36%	120 41%	1 2%	78 66%	246 42%	223 39%	99 29%	157 35%	238 42%	106 29%	261 46%	44 37%	138 34%	116 33%	138 41%	64 37%	71 53%	135 44%	254 37%	164 49%	124 50%	120 38%	111 31%	36 28%	328 38%	40 45%	118 42%	105 50%	18 13%	417 41%	
Don't know	73 7%	10 4%	16 6%	2 2%	2 2%	26 4%	20 3%	11 3%	23 5%	49 9%	31 8%	31 6%	9 7%	21 5%	18 5%	18 5%	20 12%	12 9%	33 11%	36 5%	28 8%	24 9%	14 4%	31 9%	4 3%	66 8%	5 5%	10 4%	9 5%	4 3%	70 7%	
Combinations - Summary net																																
I like Nick Clegg	328 32%	117 44%	64 22%	52 76%	25 21%	168 28%	221 39%	169 50%	165 37%	163 29%	174 47%	131 23%	34 29%	163 40%	128 36%	107 32%	56 32%	33 24%	89 29%	234 34%	80 24%	62 25%	111 36%	136 38%	45 35%	300 34%	19 21%	110 39%	41 20%	62 46%	310 31%	
I do not like Nick clegg	610 60%	141 53%	212 72%	15 22%	91 77%	396 67%	326 57%	156 46%	261 58%	348 62%	163 44%	404 71%	76 64%	223 55%	205 58%	211 63%	97 56%	90 66%	186 60%	415 61%	228 68%	163 66%	188 60%	194 54%	81 62%	506 58%	65 74%	160 57%	157 76%	68 51%	630 62%	
I like the Liberal Democrat party	415 41%	100 37%	137 47%	59 87%	18 15%	265 45%	228 40%	159 47%	201 45%	214 38%	162 44%	226 40%	56 47%	192 47%	174 50%	123 37%	76 44%	36 27%	112 36%	297 43%	108 32%	72 29%	129 41%	178 49%	80 62%	359 41%	36 41%	88 31%	78 38%	107 80%	407 40%	
I do not like the Liberal Democrat party	522 52%	159 59%	139 48%	8 11%	98 83%	299 51%	319 56%	166 49%	225 50%	297 53%	175 48%	309 55%	55 46%	194 48%	158 45%	195 58%	76 44%	87 64%	163 53%	352 51%	201 60%	153 62%	170 54%	152 42%	46 35%	446 51%	47 54%	182 65%	120 58%	23 17%	533 53%	

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 23

Q15(d). Which of these statements comes closest to your views of Nigel Farage and the UK Independence 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
I like Nigel Farage and I like the UK Independence party	211 21%	134 23%	186 22%	183 22%	172 23%	156 23%	7 13% ^s	131 27%	80 15%	42 15%	59 16%	111 30%	15 12% ^s	27 16%	20 11%	39 22%	39 26%	71 34%	35 35% ^s	50 18%	47 17%	49 23%	65 28%	97 17%	114 25%	216 21%
I like Nigel Farage but I do not like the UK Independence party	109 11%	71 12%	101 12%	100 12%	90 12%	80 12%	2 3% ^s	60 12%	49 10%	27 9%	38 11%	45 12%	12 10% ^s	15 9%	17 9%	21 12%	17 11%	28 13%	13 12% ^s	34 12%	30 10%	26 12%	20 8%	63 11%	46 10%	110 11%
I do not like Nigel Farage but I like the UK Independence party	78 8%	42 7%	61 7%	59 7%	48 6%	46 7%	9 16% ^s	27 6%	51 10%	21 7%	38 11%	19 5%	10 8% ^s	11 7%	25 14%	13 7%	8 5%	12 5%	6 6% ^s	13 5%	27 10%	16 7%	22 9%	40 7%	38 8%	66 7%
I do not like Nigel Farage and I do not like the UK Independence party	522 52%	313 53%	442 52%	428 52%	406 53%	369 54%	27 48% ^s	245 50%	277 54%	171 59%	196 55%	155 43%	74 60% ^s	98 58%	107 59%	88 50%	75 50%	80 38%	35 35% ^s	156 58%	158 55%	107 50%	101 43%	314 56%	208 46%	531 53%
Don't know	89 9%	31 5%	55 6%	52 6%	45 6%	38 5%	11 20% ^s	29 6%	60 12%	28 10%	27 8%	34 9%	11 9% ^s	16 10%	12 7%	15 8%	13 8%	21 10%	13 12% ^s	18 7%	23 8%	18 9%	28 12%	42 7%	47 10%	87 9%
Combinations - Summary net																										
I like Nigel Farage	321 32%	205 35%	287 34%	283 34%	263 35%	235 34%	9 16% ^s	192 39%	129 25%	69 24%	96 27%	155 43%	27 22% ^s	42 25%	37 20%	59 34%	56 37%	99 47%	48 47% ^s	83 31%	77 27%	75 35%	85 36%	161 29%	160 35%	326 32%
I do not like Nigel Farage	601 59%	355 60%	503 60%	487 59%	454 60%	415 60%	36 64% ^s	272 55%	328 63%	192 66%	234 65%	175 48%	84 69% ^s	109 65%	132 73%	101 58%	83 55%	92 43%	41 40% ^s	169 62%	185 65%	123 57%	123 52%	354 64%	246 54%	597 59%
I like the UK Independence party	290 29%	176 30%	247 29%	242 29%	220 29%	202 29%	16 29% ^s	159 32%	131 25%	63 22%	97 27%	130 36%	25 21% ^s	38 23%	45 25%	52 29%	47 31%	83 39%	41 40% ^s	63 23%	75 26%	65 30%	87 37%	137 25%	152 34%	282 28%
I do not like the UK Independence party	632 63%	385 65%	544 64%	528 64%	496 65%	448 65%	29 51% ^s	305 62%	327 63%	198 69%	234 65%	200 55%	86 70% ^s	113 67%	124 69%	109 62%	92 61%	108 51%	48 47% ^s	190 70%	188 66%	133 61%	121 51%	378 68%	254 56%	641 63%

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 24

Q15(d). Which of these statements comes closest to your views of Nigel Farage and the UK Independence 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
I like Nigel Farage and I like the UK Independence party	211 21%	54 20%	28 9%	4 6%	98 83%	135 23%	161 28%	58 17%	78 17%	134 24%	62 17%	133 23%	13 11%	74 18%	60 17%	89 27%	28 16%	33 25%	61 20%	150 22%	76 23%	68 27%	71 23%	65 18%	15 12%	194 22%	8 9%	89 32%	30 14%	13 10%	216 21%
I like Nigel Farage but I do not like the UK Independence party	109 11%	43 16%	31 11%	9 13%	2 1%	52 9%	63 11%	51 15%	48 11%	62 11%	51 14%	53 9%	9 8%	46 11%	43 12%	41 12%	10 6%	13 10%	23 7%	84 12%	35 10%	21 8%	41 13%	34 9%	17 13%	89 10%	14 16%	41 15%	22 11%	10 7%	110 11%
I do not like Nigel Farage but I like the UK Independence party	78 8%	29 11%	14 5%	2 3%	17 14%	35 6%	50 9%	31 9%	34 8%	44 8%	31 8%	37 6%	8 7%	38 9%	25 7%	23 7%	9 5%	19 14%	28 9%	48 7%	27 8%	23 9%	23 7%	28 8%	11 8%	70 8%	4 5%	31 11%	12 6%	6 4%	66 7%
I do not like Nigel Farage and I do not like the UK Independence party	522 52%	128 48%	201 69%	49 72%	1 1%	337 57%	264 47%	177 53%	256 57%	267 48%	186 51%	310 55%	78 65%	224 55%	201 57%	158 47%	105 61%	48 35%	153 50%	359 52%	177 52%	120 48%	151 48%	195 54%	80 62%	442 51%	56 64%	105 38%	131 63%	100 75%	531 53%
Don't know	89 9%	15 5%	19 6%	4 6%	* 6%	32 5%	28 5%	19 6%	35 8%	54 10%	38 10%	34 6%	11 9%	26 6%	20 6%	24 7%	20 12%	22 16%	42 14%	44 6%	22 7%	16 6%	28 9%	39 11%	7 5%	76 9%	6 7%	14 5%	13 6%	5 4%	87 9%
Combinations - Summary net																															
I like Nigel Farage	321 32%	97 36%	59 20%	13 19%	100 85%	187 32%	224 40%	109 32%	126 28%	195 35%	113 31%	185 33%	22 19%	120 29%	104 30%	130 39%	38 22%	46 34%	84 27%	234 34%	111 33%	89 36%	111 36%	99 27%	32 24%	283 33%	22 24%	130 46%	52 25%	23 17%	326 32%
I do not like Nigel Farage	601 59%	157 59%	215 73%	51 75%	18 15%	372 63%	315 56%	208 62%	290 64%	311 55%	217 59%	347 61%	86 72%	261 64%	226 64%	181 54%	114 66%	67 49%	181 59%	407 59%	204 61%	144 58%	174 56%	223 62%	91 70%	512 59%	60 68%	136 49%	142 69%	106 79%	597 59%
I like the UK Independence party	290 29%	83 31%	42 14%	6 9%	115 97%	170 29%	212 37%	89 27%	112 25%	178 32%	93 25%	170 30%	21 17%	112 28%	86 24%	112 33%	37 22%	52 39%	90 29%	198 29%	103 31%	91 37%	93 30%	93 26%	26 20%	265 30%	12 13%	119 43%	41 20%	19 14%	282 28%
I do not like the UK Independence party	632 63%	171 64%	232 79%	58 84%	3 2%	389 66%	327 58%	228 68%	303 67%	329 59%	237 64%	363 64%	88 73%	269 66%	244 70%	199 59%	115 67%	61 45%	176 57%	443 65%	211 63%	141 57%	192 61%	229 63%	97 75%	531 61%	70 79%	147 52%	153 74%	110 82%	641 63%

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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