

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 1

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

Base : All

	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total	
	(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet		
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Total Voting	822	511	404	418	232	288	303	467	355	390	432	97	725	274	255	294	351	225	824
Conservative	367	266	183	185	92	123	152	237	131	182	186	31	336	93	134	140	171	100	356
	45%	52%	45%	44%	40%	43%	50%	51%	37%	47%	43%	32%	46%	34%	53%	48%	49%	44%	43%
Labour	240	125	128	111	64	95	81	119	120	117	122	31	209	93	71	75	94	64	239
	29%	24%	32%	27%	27%	33%	27%	26%	34%	30%	28%	32%	29%	34%	28%	26%	27%	28%	29%
Liberal Democrats (Lib Dem)	118	61	50	68	37	38	43	72	47	50	68	19	99	38	30	50	40	30	128
	14%	12%	12%	16%	16%	13%	14%	15%	13%	13%	16%	20%	14%	14%	12%	17%	11%	14%	16%
Scottish Nationalist	26	13	9	17	11	6	8	6	19	8	18	3	22	26	-	-	17	6	25
	3%	3%	2%	4%	5%	2%	3%	1%	5%	2%	4%	3%	3%	9%	-	-	5%	3%	3%
Plaid Cymru	5	4	2	3	2	2	1	2	3	3	2	2	3	-	5	-	2	-	8
	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	2%	*	-	2%	-	1%	-	1%
Green Party	34	23	13	21	16	13	6	22	12	18	16	5	29	10	7	16	9	19	35
	4%	4%	3%	5%	7%	4%	2%	5%	4%	5%	4%	5%	4%	4%	3%	6%	3%	8%	4%
UKIP	12	5	8	4	3	6	3	3	9	7	4	1	11	2	2	7	7	1	11
	1%	1%	2%	1%	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	3%	2%	1%	1%
Other	20	14	11	9	8	4	9	7	13	5	16	4	16	11	4	5	12	4	22
	2%	3%	3%	2%	3%	1%	3%	2%	4%	1%	4%	4%	2%	4%	2%	2%	3%	2%	3%
"Conservative Lead over Labour"	128	141	54	73	28	28	72	117	10	65	63	*	127	*	63	65	76	36	117
	16%	28%	13%	18%	12%	10%	24%	25%	3%	17%	15%	*	18%	*	25%	22%	22%	16%	14%
Undecided	89	29	35	54	26	40	23	42	47	32	57	10	78	26	30	32	36	15	84
	9%	5%	7%	10%	9%	11%	6%	8%	10%	7%	10%	9%	9%	8%	10%	9%	8%	6%	8%
Would not vote	90	6	47	43	28	34	27	42	48	42	48	9	81	32	29	28	30	12	91
	9%	1%	10%	8%	10%	9%	8%	8%	10%	9%	9%	8%	9%	10%	9%	8%	7%	5%	9%
Refused	14	12	6	8	2	5	7	8	6	3	11	2	11	6	1	6	7	5	16
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	*	2%	2%	2%	2%
Don't know	2	-	-	2	1	-	1	1	1	1	1	-	2	1	1	-	1	-	2
	*	-	-	*	*	-	*	*	*	*	*	-	*	*	*	-	*	-	*

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 2

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

Base : All certain to vote

	Intention to vote		Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
	Wtd Total	(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	556	556	259	297	94	203	259	340	216	250	306	118	438	168	176	212	224	179	556
Weighted Total	558	558	268	291	101	202	254	340	218	243	315	59	500	165	176	218	228	179	556
Total Voting	511	511	253	258	98	180	233	315	196	231	280	52	459	155	159	197	213	165	508
Conservative	266	266	134	132	52	82	133	174	92	125	141	16	250	61	95	111	124	80	256
	52%	52%	53%	51%	53%	45%	57%	55%	47%	54%	50%	31%	54%	39%	59%	56%	58%	49%	50%
Labour	125	125	65	60	24	49	51	71	53	55	70	15	109	47	35	43	46	45	120
	24%	24%	25%	23%	25%	27%	22%	23%	27%	24%	25%	29%	24%	30%	22%	22%	21%	27%	24%
Liberal Democrats (Lib Dem)	61	61	27	35	6	25	30	39	22	25	36	11	51	17	18	26	18	21	67
	12%	12%	11%	13%	6%	14%	13%	12%	11%	11%	13%	20%	11%	11%	11%	13%	8%	13%	13%
Scottish Nationalist	13	13	7	6	3	6	5	5	8	4	10	1	12	13	-	-	9	3	13
	3%	3%	3%	2%	3%	3%	2%	2%	4%	2%	3%	2%	3%	9%	-	-	4%	2%	3%
Plaid Cymru	4	4	2	3	2	1	1	2	3	2	2	2	2	-	4	-	1	-	7
	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	4%	*	-	3%	-	1%	-	1%
Green Party	23	23	7	16	8	10	4	18	5	11	11	3	20	7	5	11	7	12	23
	4%	4%	3%	6%	8%	6%	2%	6%	3%	5%	4%	5%	4%	4%	3%	6%	3%	7%	5%
UKIP	5	5	5	-	-	4	1	1	4	4	1	-	5	2	1	2	4	1	5
	1%	1%	2%	-	-	2%	*	*	2%	2%	*	-	1%	1%	1%	1%	2%	1%	1%
Other	14	14	7	7	3	2	9	6	8	5	9	4	10	8	2	4	5	3	17
	3%	3%	3%	3%	3%	1%	4%	2%	4%	2%	3%	7%	2%	5%	1%	2%	3%	2%	3%
"Conservative Lead over Labour"	141	141	70	72	27	32	82	103	39	70	72	1	141	14	60	68	78	35	136
	28%	28%	27%	28%	28%	18%	35%	33%	20%	30%	26%	2%	31%	9%	38%	34%	37%	21%	27%
Undecided	29	29	8	21	1	16	11	16	13	6	23	4	24	4	13	13	8	9	29
	5%	5%	3%	7%	1%	8%	5%	5%	6%	2%	7%	8%	5%	2%	7%	6%	4%	5%	5%
Would not vote	6	6	2	4	1	2	3	1	4	4	1	-	6	-	4	2	-	1	5
	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	*	-	1%	-	2%	1%	-	*	1%
Refused	12	12	4	8	1	4	7	8	5	2	10	2	10	6	-	6	6	5	14
	2%	2%	2%	3%	1%	2%	3%	2%	2%	1%	3%	3%	2%	4%	-	3%	3%	3%	3%

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 *=Less than 0.5%

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Table 3

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

Base : All

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Conservative	330 32%	243 43%	166 34%	164 31%	78 27%	111 30%	140 39%	211 38%	118 26%	165 35%	165 30%	26 22%	303 34%	81 24%	118 37%	131 36%	152 36%	90 35%	319 31%
Labour	182 18%	98 18%	102 21%	80 15%	44 15%	74 20%	63 18%	88 16%	94 21%	83 18%	98 18%	24 21%	157 17%	68 20%	53 17%	60 17%	74 17%	54 21%	182 18%
Liberal Democrats (Lib Dem)	94 9%	53 10%	42 9%	52 10%	26 9%	31 9%	37 10%	57 10%	37 8%	42 9%	53 10%	16 14%	78 9%	32 9%	28 9%	34 10%	37 9%	26 10%	105 10%
Scottish Nationalist	24 2%	13 2%	7 1%	17 3%	10 3%	6 2%	8 2%	6 1%	18 4%	8 2%	16 3%	3 3%	21 2%	24 7%	-	-	17 4%	6 2%	24 2%
Plaid Cymru	5 *	4 1%	2 *	3 1%	2 1%	2 1%	1 *	2 *	3 1%	3 1%	2 *	2 2%	3 *	-	5 2%	-	2 *	-	8 1%
Green Party	27 3%	20 3%	12 2%	15 3%	12 4%	10 3%	4 1%	17 3%	10 2%	16 3%	11 2%	5 4%	22 2%	9 3%	5 2%	13 4%	6 1%	15 6%	28 3%
UKIP	10 1%	5 1%	7 1%	3 1%	3 1%	5 1%	2 *	3 *	7 2%	7 1%	3 1%	-	10 1%	2 1%	2 1%	6 2%	6 2%	1 1%	9 1%
Scottish Socialist Party	1 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	-	-	1 *	-	1 *
Independent Candidate	1 *	1 *	-	1 *	1 *	-	-	1 *	-	-	1 *	-	1 *	1 *	-	-	-	-	1 *
Other	17 2%	12 2%	9 2%	8 1%	5 2%	3 1%	9 2%	5 1%	12 3%	4 1%	13 2%	4 3%	13 1%	9 3%	3 1%	5 1%	10 2%	4 1%	19 2%
Undecided	220 22%	88 16%	90 18%	130 25%	74 26%	81 22%	65 18%	116 21%	104 23%	94 20%	126 23%	27 23%	193 21%	69 20%	73 23%	78 22%	85 20%	42 16%	214 21%
Would not vote	86 8%	4 1%	44 9%	41 8%	27 9%	33 9%	25 7%	41 7%	44 10%	40 8%	46 8%	8 7%	77 9%	32 10%	26 8%	27 8%	30 7%	12 5%	86 8%
Don't know	1 *	-	-	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	1 *	-	-	-	1 *
Refused	19 2%	16 3%	8 2%	10 2%	4 1%	8 2%	6 2%	12 2%	6 1%	6 1%	12 2%	2 2%	16 2%	12 3%	1 *	6 2%	7 2%	7 3%	20 2%

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Table 4

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

Base : All undecided or refused

	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total	
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid		Broad sheet
Unweighted Total	234	100	90	144	70	92	72	129	105	105	129	59	175	77	76	81	86	45	234
Weighted Total	239	104	99	140	78	89	71	129	110	100	138	29	209	81	74	84	92	49	234
Conservative	38 16%	23 22%	16 17%	21 15%	13 17%	12 14%	12 17%	25 20%	12 11%	17 17%	20 15%	5 17%	33 16%	13 16%	16 22%	8 10%	19 20%	10 20%	37 16%
Labour	58 24%	27 26%	26 27%	32 23%	20 25%	21 24%	17 24%	32 25%	27 24%	34 34%	24 17%	7 22%	52 25%	25 31%	18 25%	15 18%	20 22%	11 22%	57 24%
Liberal Democrats (Lib Dem)	24 10%	8 8%	8 8%	16 11%	11 14%	7 8%	6 9%	15 11%	9 8%	8 8%	16 11%	3 9%	21 10%	7 8%	2 3%	15 18%	3 4%	4 9%	23 10%
Scottish Nationalist	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%	1 2%	-	-	-	-	1 *
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	7 3%	3 3%	1 1%	6 4%	3 4%	2 2%	2 3%	5 4%	3 2%	3 3%	5 3%	* 1%	7 3%	1 1%	3 4%	4 4%	3 3%	4 8%	7 3%
UKIP	2 1%	-	1 1%	1 1%	-	1 1%	1 1%	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	2 2%	1 1%	-	2 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1 *	1 1%	1 1%	-	-	1 1%	-	1 *	-	1 1%	-	1 2%	-	-	1 1%	-	-	1 1%	1 *
Undecided	89 37%	29 28%	35 36%	54 38%	26 33%	40 45%	23 32%	42 33%	47 42%	32 32%	57 41%	10 35%	78 38%	26 33%	30 41%	32 38%	36 39%	15 30%	84 36%
Would not vote	4 2%	1 1%	3 3%	1 1%	1 2%	1 1%	2 2%	1 *	4 3%	2 2%	2 1%	1 4%	3 1%	1 -	3 4%	1 1%	1 1%	-	5 2%
Refused	14 6%	12 12%	6 6%	8 6%	2 3%	5 5%	7 10%	8 6%	6 5%	3 3%	11 8%	2 8%	11 5%	6 8%	1 1%	6 8%	7 8%	5 10%	16 7%
Don't know	1 *	-	-	1 1%	-	-	1 1%	1 1%	-	-	1 1%	-	1 *	1 1%	-	-	1 1%	-	1 *

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 * = Less than 0.5%

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Table 5

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

Base : All certain to vote

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	556	556	259	297	94	203	259	340	216	250	306	118	438	168	176	212	224	179	556
Weighted Total	558	558	268	291	101	202	254	340	218	243	315	59	500	165	176	218	228	179	556
Conservative	243	243	122	121	45	74	124	157	85	114	129	14	228	52	86	105	110	73	235
	43%	43%	45%	42%	44%	37%	49%	46%	39%	47%	41%	25%	46%	31%	49%	48%	48%	41%	42%
Labour	98	98	51	47	19	36	42	52	46	37	61	13	85	35	27	36	40	37	96
	18%	18%	19%	16%	19%	18%	17%	15%	21%	15%	19%	22%	17%	21%	15%	17%	18%	21%	17%
Liberal Democrats (Lib Dem)	53	53	24	29	5	21	28	35	19	23	30	10	44	15	17	21	18	18	60
	10%	10%	9%	10%	5%	10%	11%	10%	9%	10%	10%	17%	9%	9%	10%	10%	8%	10%	11%
Scottish Nationalist	13	13	7	6	3	6	5	5	8	4	10	1	12	13	-	-	9	3	13
	2%	2%	3%	2%	3%	3%	2%	2%	4%	1%	3%	2%	2%	8%	-	-	4%	2%	2%
Plaid Cymru	4	4	2	3	2	1	1	2	3	2	2	2	2	-	4	-	1	-	7
	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	4%	*	-	2%	-	1%	-	1%
Green Party	20	20	7	13	8	9	2	16	4	10	9	3	17	6	4	10	5	11	20
	3%	3%	3%	4%	8%	5%	1%	5%	2%	4%	3%	5%	3%	4%	2%	5%	2%	6%	4%
UKIP	5	5	5	-	-	4	1	1	4	4	1	-	5	2	1	2	4	1	5
	1%	1%	2%	-	-	2%	*	*	2%	2%	*	-	1%	1%	1%	1%	2%	1%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	1	-	1	1	-	-	1	-	-	1	-	1	1	-	-	-	-	1
	*	*	-	*	1%	-	-	*	-	-	*	-	*	1%	-	-	-	-	*
Other	12	12	6	5	1	2	9	4	8	4	8	3	9	7	1	4	5	2	15
	2%	2%	2%	2%	1%	1%	3%	1%	4%	2%	2%	5%	2%	4%	1%	2%	2%	1%	3%
Undecided	88	88	36	52	14	39	35	56	33	36	52	10	78	22	33	33	29	27	84
	16%	16%	14%	18%	14%	19%	14%	16%	15%	15%	17%	18%	16%	14%	19%	15%	13%	15%	15%
Would not vote	4	4	1	4	-	2	3	1	3	3	1	-	4	-	2	2	-	1	4
	1%	1%	*	1%	-	1%	1%	*	1%	1%	*	-	1%	-	1%	1%	-	*	1%
Refused	16	16	7	9	3	8	5	11	5	6	10	2	14	12	-	4	5	7	16
	3%	3%	2%	3%	3%	4%	2%	3%	2%	2%	3%	3%	3%	7%	-	2%	2%	4%	3%

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 *=Less than 0.5%

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Table 6

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

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

	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total	
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid		Broad sheet
Unweighted Total	100	100	36	64	15	45	40	63	37	42	58	24	76	33	33	34	32	29	100
Weighted Total	104	104	43	62	17	47	41	67	37	42	62	12	92	34	33	38	34	33	100
Conservative	23	23	13	11	7	8	9	17	6	11	12	2	21	9	8	6	13	7	21
	22%	22%	29%	18%	40%	16%	22%	25%	17%	26%	20%	15%	23%	26%	26%	16%	39%	22%	21%
Labour	27	27	13	13	5	13	9	20	7	18	9	3	24	12	8	7	5	8	24
	26%	26%	31%	22%	29%	28%	22%	29%	19%	43%	14%	22%	26%	36%	24%	18%	15%	25%	24%
Liberal Democrats (Lib Dem)	8	8	3	5	2	4	3	4	4	2	6	1	7	2	1	5	-	3	7
	8%	8%	6%	9%	9%	8%	6%	6%	10%	4%	10%	6%	8%	6%	2%	14%	-	9%	7%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	3	3	-	3	-	1	2	2	1	1	2	-	3	1	1	1	1	1	3
	3%	3%	-	5%	-	2%	5%	3%	3%	2%	3%	-	3%	3%	3%	3%	3%	3%	3%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	1	1	1	-	-	1	-	1	-	1	-	1	-	-	1	-	-	1	1
	1%	1%	1%	-	-	1%	-	1%	-	1%	-	5%	-	-	2%	-	-	2%	1%
Undecided	29	29	8	21	1	16	11	16	13	6	23	4	24	4	13	13	8	9	29
	28%	28%	18%	34%	6%	35%	28%	24%	34%	14%	37%	36%	27%	10%	39%	33%	24%	26%	29%
Would not vote	1	1	1	-	1	-	-	-	1	1	-	-	1	-	1	-	-	-	1
	1%	1%	3%	-	8%	-	-	-	4%	3%	-	-	1%	-	4%	-	-	-	1%
Refused	12	12	4	8	1	4	7	8	5	2	10	2	10	6	-	6	6	5	14
	12%	12%	10%	13%	8%	9%	17%	11%	13%	5%	16%	16%	11%	19%	-	16%	19%	14%	14%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
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Table 7

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote? (formerly Q.C)

Base : All

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
1 - Absolutely certain not to vote	88	-	44	44	35	32	20	34	54	40	47	12	76	34	20	34	44	11	88
	9%	-	9%	8%	12%	9%	6%	6%	12%	9%	9%	10%	8%	10%	6%	10%	10%	4%	9%
2	11	-	2	9	5	5	1	7	5	5	7	1	11	4	6	2	7	-	11
	1%	-	*	2%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	1%
3	23	-	8	15	12	6	4	9	14	9	13	4	19	7	9	7	5	2	25
	2%	-	2%	3%	4%	2%	1%	2%	3%	2%	2%	3%	2%	2%	3%	2%	1%	1%	2%
4	15	-	10	5	4	6	5	5	11	7	9	1	14	9	2	4	8	1	15
	2%	-	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	2%	1%	1%
5	85	-	35	51	33	27	25	32	53	28	57	10	75	39	29	17	26	8	85
	8%	-	7%	10%	11%	7%	7%	6%	12%	6%	10%	9%	8%	12%	9%	5%	6%	3%	8%
6	38	-	24	15	19	15	5	25	14	26	13	5	34	12	15	11	19	5	37
	4%	-	5%	3%	6%	4%	1%	4%	3%	5%	2%	4%	4%	4%	5%	3%	4%	2%	4%
7	49	-	29	20	27	17	5	31	18	33	16	10	39	20	15	15	25	10	55
	5%	-	6%	4%	9%	5%	1%	5%	4%	7%	3%	9%	4%	6%	5%	4%	6%	4%	5%
8	73	-	37	36	31	26	17	41	32	38	36	8	65	21	30	21	35	20	70
	7%	-	8%	7%	11%	7%	5%	7%	7%	8%	6%	7%	7%	6%	10%	6%	8%	8%	7%
9	58	-	29	29	20	24	15	32	26	35	23	9	49	24	13	21	19	17	60
	6%	-	6%	6%	7%	7%	4%	6%	6%	7%	4%	7%	6%	7%	4%	6%	4%	7%	6%
10 - Absolutely certain to vote	558	558	268	291	101	202	254	340	218	243	315	59	500	165	176	218	228	179	556
	55%	100%	54%	55%	35%	55%	71%	61%	48%	52%	57%	49%	56%	48%	56%	60%	53%	70%	55%
Don't know	16	-	6	10	1	6	9	4	12	4	12	*	16	5	1	10	9	2	14
	2%	-	1%	2%	*	2%	2%	1%	3%	1%	2%	*	2%	2%	*	3%	2%	1%	1%
Refused	1	-	1	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	1
	*	-	*	-	*	-	-	-	*	-	*	-	*	-	*	-	*	-	*
Mean	7.94	10.00	7.97	7.91	6.97	7.97	8.69	8.34	7.42	7.93	7.94	7.69	7.97	7.59	8.03	8.18	7.81	8.92	7.92

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
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Table 8

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Satisfied	178	98	95	83	59	68	51	90	89	81	98	19	159	68	52	59	71	57	171
	18%	18%	19%	16%	20%	19%	14%	16%	19%	17%	18%	16%	18%	20%	16%	16%	17%	22%	17%
Dissatisfied	777	440	373	404	200	283	294	443	334	360	417	94	683	255	240	282	335	185	784
	76%	79%	76%	77%	69%	77%	81%	79%	73%	77%	76%	79%	76%	75%	76%	78%	79%	72%	77%
Don't know	62	21	25	38	31	15	16	28	34	27	35	6	56	18	24	20	20	15	62
	6%	4%	5%	7%	11%	4%	4%	5%	8%	6%	6%	5%	6%	5%	8%	6%	5%	6%	6%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 9

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Satisfied	241	119	119	122	84	97	61	131	110	114	127	29	212	92	76	73	92	66	236
	24%	21%	24%	23%	29%	26%	17%	23%	24%	24%	23%	24%	24%	27%	24%	20%	21%	26%	23%
Dissatisfied	707	407	350	357	180	251	275	390	317	325	382	81	626	230	217	260	313	171	708
	69%	73%	71%	68%	62%	68%	76%	70%	69%	69%	70%	68%	70%	68%	69%	72%	73%	67%	70%
Don't know	69	32	24	46	25	19	25	40	30	29	40	10	60	18	23	28	21	20	73
	7%	6%	5%	9%	9%	5%	7%	7%	6%	6%	7%	8%	7%	5%	7%	8%	5%	8%	7%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 10

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Satisfied	487	300	257	231	135	185	168	295	193	243	244	54	434	141	168	179	209	127	481
	48%	54%	52%	44%	47%	50%	47%	53%	42%	52%	45%	45%	48%	41%	53%	50%	49%	50%	47%
Dissatisfied	323	171	144	179	79	110	133	167	156	129	194	36	287	125	82	115	143	86	324
	32%	31%	29%	34%	27%	30%	37%	30%	34%	28%	35%	30%	32%	37%	26%	32%	34%	34%	32%
Don't know	207	87	91	116	75	71	60	99	108	96	111	29	177	74	66	67	75	43	212
	20%	16%	18%	22%	26%	19%	17%	18%	24%	20%	20%	25%	20%	22%	21%	18%	18%	17%	21%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 11

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Satisfied	327	186	166	161	85	126	116	186	141	141	186	37	290	102	105	120	139	92	325
	32%	33%	34%	31%	30%	34%	32%	33%	31%	30%	34%	31%	32%	30%	33%	33%	33%	36%	32%
Dissatisfied	240	147	124	116	70	81	89	147	93	122	118	30	210	77	67	96	114	62	242
	24%	26%	25%	22%	24%	22%	25%	26%	20%	26%	22%	26%	23%	23%	21%	27%	27%	24%	24%
Don't know	450	226	203	247	134	161	156	227	223	205	245	52	398	161	144	145	173	103	450
	44%	40%	41%	47%	46%	44%	43%	41%	49%	44%	45%	43%	44%	47%	46%	40%	41%	40%	44%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

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

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Improve	127	73	73	53	29	39	59	66	61	45	82	11	116	41	36	50	65	32	123
	12%	13%	15%	10%	10%	10%	16%	12%	13%	10%	15%	9%	13%	12%	11%	14%	15%	12%	12%
Stay the same	162	76	84	78	58	51	54	90	72	83	79	21	141	49	56	57	66	48	157
	16%	14%	17%	15%	20%	14%	15%	16%	16%	18%	14%	17%	16%	14%	18%	16%	15%	19%	15%
Get worse	714	406	329	385	199	271	245	398	316	333	381	87	628	246	222	247	290	174	722
	70%	73%	67%	73%	69%	74%	68%	71%	69%	71%	69%	73%	70%	72%	70%	68%	68%	68%	71%
Don't know	14	3	6	8	3	7	3	7	7	7	7	1	13	4	3	7	6	3	15
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
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Table 13
Q.18 Which party do you think Has the best team of leaders? The Conservatives, Labour, the Liberal Democrats or some other party?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Conservatives	399	258	226	173	119	134	146	243	156	207	193	36	363	118	138	144	181	102	390
	39%	46%	46%	33%	41%	37%	41%	43%	34%	44%	35%	31%	40%	35%	44%	40%	42%	40%	38%
Labour	216	111	110	106	55	81	80	120	97	100	116	25	192	75	69	73	86	58	208
	21%	20%	22%	20%	19%	22%	22%	21%	22%	21%	21%	21%	21%	22%	22%	20%	20%	23%	20%
Liberal Democrats	80	39	35	45	19	35	26	42	38	34	46	13	67	24	25	32	37	18	85
	8%	7%	7%	9%	6%	10%	7%	7%	8%	7%	8%	11%	7%	7%	8%	9%	9%	7%	8%
Other	74	36	28	45	31	21	22	35	39	31	42	10	64	46	14	14	34	20	74
	7%	6%	6%	9%	11%	6%	6%	6%	9%	7%	8%	8%	7%	13%	4%	4%	8%	8%	7%
None	113	60	48	66	26	40	47	65	48	48	66	15	98	38	29	46	42	35	122
	11%	11%	10%	13%	9%	11%	13%	12%	11%	10%	12%	13%	11%	11%	9%	13%	10%	14%	12%
Don't know	134	54	45	89	40	55	39	55	79	48	86	20	115	41	42	52	46	25	138
	13%	10%	9%	17%	14%	15%	11%	10%	17%	10%	16%	16%	13%	12%	13%	14%	11%	10%	14%
Conservative lead over Labour	183	146	116	67	64	53	66	124	59	107	76	11	172	43	69	71	95	43	182
	18%	26%	24%	13%	22%	14%	18%	22%	13%	23%	14%	10%	19%	13%	22%	20%	22%	17%	18%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 14

Q.19 Which party do you think is most likely to promise anything to win votes? The Conservatives, Labour, the Liberal Democrats or some other party?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Conservatives	364	199	181	183	106	133	125	212	153	179	185	45	319	122	106	136	131	111	362
	36%	36%	37%	35%	37%	36%	35%	38%	33%	38%	34%	38%	36%	36%	34%	38%	31%	43%	36%
Labour	406	233	197	209	105	145	155	229	177	195	211	43	363	124	141	141	192	95	403
	40%	42%	40%	40%	36%	40%	43%	41%	39%	42%	38%	36%	40%	37%	45%	39%	45%	37%	40%
Liberal Democrats	51	30	34	17	17	17	17	32	20	23	28	5	46	12	19	20	25	13	52
	5%	5%	7%	3%	6%	5%	5%	6%	4%	5%	5%	4%	5%	4%	6%	6%	6%	5%	5%
Other	53	28	18	35	21	15	17	19	34	16	37	8	45	29	13	12	24	6	55
	5%	5%	4%	7%	7%	4%	5%	3%	7%	3%	7%	7%	5%	8%	4%	3%	6%	3%	5%
None	30	15	12	18	8	15	7	19	11	14	16	6	24	10	11	9	11	10	33
	3%	3%	2%	3%	3%	4%	2%	3%	2%	3%	3%	5%	3%	3%	4%	2%	2%	4%	3%
Don't know	112	53	49	63	33	41	39	49	63	40	72	11	101	43	26	43	44	21	112
	11%	10%	10%	12%	11%	11%	11%	9%	14%	9%	13%	10%	11%	13%	8%	12%	10%	8%	11%
Conservative lead over Labour	-41	-34	-15	-26	1	-12	-30	-18	-24	-16	-26	2	-44	-2	-34	-5	-61	16	-41
	-4%	-6%	-3%	-5%	*	-3%	-8%	-3%	-5%	-3%	-5%	2%	-5%	-1%	-11%	-1%	-14%	6%	-4%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 15

Q.20 Which party do you think Best understands Britain's social problems? The Conservatives, Labour, the Liberal Democrats or some other party?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Conservatives	270	174	145	125	78	78	114	148	121	135	135	30	240	66	96	107	136	56	269
	27%	31%	29%	24%	27%	21%	32%	26%	27%	29%	25%	25%	27%	20%	30%	30%	32%	22%	26%
Labour	259	152	137	122	60	113	85	147	112	132	126	32	227	97	80	82	97	80	250
	25%	27%	28%	23%	21%	31%	24%	26%	25%	28%	23%	27%	25%	29%	25%	23%	23%	31%	25%
Liberal Democrats	175	96	90	85	41	69	65	105	70	82	93	18	157	61	49	66	67	42	179
	17%	17%	18%	16%	14%	19%	18%	19%	15%	18%	17%	15%	18%	18%	15%	18%	16%	16%	18%
Other	77	40	34	43	36	21	20	36	41	30	47	12	65	35	23	19	35	22	78
	8%	7%	7%	8%	12%	6%	5%	6%	9%	6%	9%	10%	7%	10%	7%	5%	8%	9%	8%
None	94	46	29	65	19	36	39	56	38	38	56	10	84	26	24	44	35	24	98
	9%	8%	6%	12%	7%	10%	11%	10%	8%	8%	10%	8%	9%	8%	8%	12%	8%	9%	10%
Don't know	142	49	57	86	55	50	38	68	74	50	92	17	125	54	45	44	56	32	143
	14%	9%	12%	16%	19%	14%	10%	12%	16%	11%	17%	15%	14%	16%	14%	12%	13%	13%	14%
Conservative lead over Labour	11	22	8	3	17	-36	29	2	9	2	9	-2	13	-31	17	25	39	-24	19
	1%	4%	2%	1%	6%	-10%	8%	*	2%	*	2%	-2%	1%	-9%	5%	7%	9%	-9%	2%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 16

Q.21 Which party do you think Best understands the economic problems facing Britain? The Conservatives, Labour, the Liberal Democrats or some other party?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Conservatives	362	243	200	163	91	121	151	218	145	180	182	39	323	105	123	134	168	91	365
	36%	43%	41%	31%	31%	33%	42%	39%	32%	39%	33%	33%	36%	31%	39%	37%	39%	36%	36%
Labour	276	152	142	134	73	113	90	170	107	130	146	32	244	106	76	95	98	87	272
	27%	27%	29%	26%	25%	31%	25%	30%	23%	28%	27%	27%	27%	31%	24%	26%	23%	34%	27%
Liberal Democrats	95	45	35	60	25	32	38	46	49	35	60	10	85	29	31	35	44	20	97
	9%	8%	7%	11%	9%	9%	11%	8%	11%	7%	11%	9%	9%	8%	10%	10%	10%	8%	10%
Other	69	29	29	40	30	25	15	30	39	33	36	8	61	32	20	18	28	12	66
	7%	5%	6%	8%	10%	7%	4%	5%	9%	7%	7%	7%	7%	9%	6%	5%	7%	5%	6%
None	92	47	39	53	21	38	33	41	51	42	50	13	79	32	27	34	40	24	94
	9%	8%	8%	10%	7%	10%	9%	7%	11%	9%	9%	11%	9%	9%	8%	9%	9%	9%	9%
Don't know	122	42	47	74	49	39	34	57	65	48	74	16	106	37	40	45	49	23	123
	12%	8%	10%	14%	17%	11%	9%	10%	14%	10%	13%	14%	12%	11%	13%	13%	11%	9%	12%
Conservative lead over Labour	86	91	57	28	17	8	61	48	38	50	36	6	79	-1	47	39	70	5	93
	8%	16%	12%	5%	6%	2%	17%	9%	8%	11%	6%	5%	9%	*	15%	11%	16%	2%	9%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 17

Q.18-21 Which party do you think**- Summary Table -**

Base : All respondents aged 18+

	(Q.18) Has the best team of leaders	(Q.19) Is most likely to promise anything to win votes	(Q.20) Best understands Britain's social problems	(Q.21) Best understands the economic problems facing Britain
Unweighted Total	1017	1017	1017	1017
Weighted Total	1017	1017	1017	1017
Conservatives	399 39%	364 36%	270 27%	362 36%
Labour	216 21%	406 40%	259 25%	276 27%
Liberal Democrats	80 8%	51 5%	175 17%	95 9%
Other	74 7%	53 5%	77 8%	69 7%
None	113 11%	30 3%	94 9%	92 9%
Don't know	134 13%	112 11%	142 14%	122 12%
Conservative lead over Labour	183 18%	-41 -4%	11 1%	86 8%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 18

Q.22. To what extent do you agree or disagree that the Conservatives are ready to form the next Government?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Strongly agree	197	138	114	83	44	73	80	95	102	94	103	18	179	67	61	69	102	45	197
	19%	25%	23%	16%	15%	20%	22%	17%	22%	20%	19%	15%	20%	20%	19%	19%	24%	18%	19%
Tend to agree	351	187	170	181	111	113	128	216	135	171	181	37	315	100	119	133	143	90	346
	35%	34%	35%	35%	38%	31%	35%	39%	30%	36%	33%	31%	35%	29%	38%	37%	34%	35%	34%
Neither agree nor disagree	123	53	47	76	44	53	26	66	57	58	65	17	106	43	38	42	47	30	120
	12%	10%	10%	14%	15%	14%	7%	12%	12%	12%	12%	14%	12%	13%	12%	12%	11%	12%	12%
Tend to disagree	150	70	65	86	45	51	55	87	63	64	87	24	127	47	47	57	56	38	159
	15%	13%	13%	16%	15%	14%	15%	16%	14%	14%	16%	20%	14%	14%	15%	16%	13%	15%	16%
Strongly disagree	157	99	80	77	30	65	62	82	75	73	84	19	138	72	38	47	67	47	154
	15%	18%	16%	15%	10%	18%	17%	15%	16%	16%	15%	16%	15%	21%	12%	13%	16%	18%	15%
Don't know	38	10	16	22	16	11	11	14	24	8	30	5	33	12	14	13	11	5	41
	4%	2%	3%	4%	5%	3%	3%	2%	5%	2%	5%	4%	4%	3%	4%	3%	3%	2%	4%
Combinations - Summary																			
Agree	549	326	285	264	155	186	207	311	238	265	284	54	494	167	180	202	245	136	543
	54%	58%	58%	50%	54%	51%	57%	56%	52%	57%	52%	46%	55%	49%	57%	56%	57%	53%	53%
Disagree	308	169	144	163	75	116	117	169	138	137	171	43	264	119	84	104	123	86	313
	30%	30%	29%	31%	26%	32%	32%	30%	30%	29%	31%	36%	29%	35%	27%	29%	29%	33%	31%
Net Agree	241	157	140	101	80	70	91	142	100	128	113	11	230	48	96	97	122	50	230
	24%	28%	28%	19%	28%	19%	25%	25%	22%	27%	21%	9%	26%	14%	30%	27%	29%	19%	23%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 19

Q.23 To what extent do you agree or disagree that British society is broken?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Strongly agree	357	190	159	198	90	127	140	170	187	145	212	45	312	122	102	134	183	76	368
	35%	34%	32%	38%	31%	35%	39%	30%	41%	31%	39%	38%	35%	36%	32%	37%	43%	30%	36%
Tend to agree	282	161	124	158	92	98	92	172	110	143	139	34	248	96	98	88	119	62	284
	28%	29%	25%	30%	32%	27%	26%	31%	24%	31%	25%	28%	28%	28%	31%	24%	28%	24%	28%
Neither agree nor disagree	76	39	40	36	28	26	22	42	34	40	36	9	67	26	24	26	27	20	72
	7%	7%	8%	7%	10%	7%	6%	7%	7%	8%	7%	7%	7%	8%	8%	7%	6%	8%	7%
Tend to disagree	165	88	94	72	51	65	49	98	68	87	79	19	146	48	52	66	61	51	163
	16%	16%	19%	14%	18%	18%	14%	17%	15%	19%	14%	16%	16%	14%	16%	18%	14%	20%	16%
Strongly disagree	107	68	65	42	23	44	40	70	38	48	59	9	98	39	33	35	24	45	102
	11%	12%	13%	8%	8%	12%	11%	12%	8%	10%	11%	8%	11%	11%	10%	10%	6%	17%	10%
Don't know	29	13	10	19	5	8	16	9	20	6	23	3	26	10	8	11	13	2	28
	3%	2%	2%	4%	2%	2%	5%	2%	4%	1%	4%	2%	3%	3%	3%	3%	3%	1%	3%
Combinations - Summary																			
Agree	639	351	283	356	182	225	233	342	297	288	351	79	560	218	199	222	302	138	652
	63%	63%	58%	68%	63%	61%	64%	61%	65%	61%	64%	66%	62%	64%	63%	62%	71%	54%	64%
Disagree	273	156	159	114	75	109	90	167	106	135	138	29	244	87	85	102	85	95	265
	27%	28%	32%	22%	26%	30%	25%	30%	23%	29%	25%	24%	27%	26%	27%	28%	20%	37%	26%
Net Agree	366	194	124	242	107	116	143	175	191	153	213	50	316	131	115	120	217	43	387
	36%	35%	25%	46%	37%	32%	40%	31%	42%	33%	39%	42%	35%	39%	36%	33%	51%	17%	38%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 20

**Q.24 To what extent do you agree or disagree that...
 David Cameron represents modern Britain?**

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total	
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet		
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017	
Strongly agree	162 16%	110 20%	80 16%	81 16%	29 10%	65 18%	68 19%	85 15%	77 17%	71 15%	90 16%	18 15%	144 16%	54 16%	48 15%	60 17%	83 19%	38 15%	161 16%	
Tend to agree	339 33%	188 34%	182 37%	156 30%	91 31%	119 32%	128 36%	192 34%	147 32%	172 37%	167 30%	35 30%	303 34%	91 27%	124 39%	123 34%	154 36%	74 29%	338 33%	
Neither agree nor disagree	101 10%	47 8%	33 7%	68 13%	33 11%	39 11%	28 8%	60 11%	41 9%	41 9%	60 11%	12 10%	89 10%	36 11%	34 11%	31 9%	32 7%	23 9%	103 10%	
Tend to disagree	181 18%	85 15%	78 16%	104 20%	67 23%	61 17%	53 15%	113 20%	68 15%	83 18%	98 18%	28 23%	154 17%	63 19%	49 16%	69 19%	75 18%	54 21%	187 18%	
Strongly disagree	182 18%	107 19%	105 21%	77 15%	48 17%	70 19%	63 18%	93 17%	89 20%	90 19%	92 17%	20 17%	161 18%	81 24%	44 14%	56 16%	68 16%	60 24%	174 17%	
Don't know	53 5%	21 4%	14 3%	39 7%	21 7%	12 3%	19 5%	18 3%	35 8%	11 2%	42 8%	6 5%	47 5%	15 4%	16 5%	21 6%	15 3%	7 3%	54 5%	
Combinations - Summary																				
Agree	500	298	263	238	120	184	196	276	224	243	257	53	447	145	172	183	237	112	499	
	49%	53%	53%	45%	42%	50%	54%	49%	49%	52%	47%	45%	50%	43%	54%	51%	55%	43%	49%	
Disagree	363	192	183	180	115	131	117	206	157	173	190	48	315	144	94	125	143	114	361	
	36%	34%	37%	34%	40%	36%	32%	37%	34%	37%	35%	40%	35%	42%	30%	35%	34%	45%	35%	
Net Agree	137	106	80	57	5	52	79	70	67	70	67	5	132	1	78	58	93	-3	138	
	13%	19%	16%	11%	2%	14%	22%	13%	15%	15%	12%	4%	15%	*	25%	16%	22%	-1%	14%	

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 21

Q.25 To what extent do you agree or disagree that...
Gordon Brown is doing a reasonable job in difficult circumstances?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Strongly agree	154 15%	101 18%	68 14%	87 17%	24 8%	60 16%	70 19%	87 15%	68 15%	58 12%	96 18%	15 13%	139 15%	64 19%	37 12%	53 15%	64 15%	35 13%	149 15%
Tend to agree	369 36%	175 31%	164 33%	205 39%	130 45%	120 33%	119 33%	193 34%	176 38%	174 37%	195 35%	49 41%	320 36%	127 37%	116 37%	126 35%	137 32%	97 38%	374 37%
Neither agree nor disagree	53 5%	22 4%	27 6%	26 5%	23 8%	19 5%	11 3%	35 6%	19 4%	24 5%	30 5%	8 7%	46 5%	16 5%	19 6%	19 5%	23 5%	13 5%	53 5%
Tend to disagree	162 16%	85 15%	74 15%	89 17%	43 15%	67 18%	53 15%	104 19%	58 13%	85 18%	77 14%	24 20%	139 15%	54 16%	56 18%	52 15%	76 18%	41 16%	167 16%
Strongly disagree	265 26%	172 31%	154 31%	111 21%	62 21%	100 27%	104 29%	140 25%	125 27%	125 27%	140 26%	23 20%	242 27%	76 22%	83 26%	106 29%	122 29%	68 27%	263 26%
Don't know	13 1%	3 1%	6 1%	7 1%	7 2%	1 *	5 1%	1 *	11 3%	2 *	11 2%	* *	12 1%	4 1%	5 2%	4 1%	3 1%	3 1%	11 1%
Combinations - Summary																			
Agree	523 51%	276 49%	231 47%	292 56%	154 53%	180 49%	189 52%	280 50%	243 53%	232 50%	291 53%	64 54%	459 51%	191 56%	153 49%	179 50%	202 47%	131 51%	523 51%
Disagree	428 42%	257 46%	228 46%	200 38%	105 36%	166 45%	156 43%	245 44%	183 40%	210 45%	218 40%	47 39%	381 42%	131 38%	139 44%	158 44%	199 47%	109 42%	430 42%
Net Agree	95 9%	19 3%	3 1%	92 18%	48 17%	14 4%	33 9%	35 6%	60 13%	22 5%	73 13%	17 14%	79 9%	60 18%	14 5%	21 6%	3 1%	22 9%	93 9%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 22

Q.24/25 To what extent do you agree or disagree that...?

- Summary Table -

Base : All respondents aged 18+

	(Q.24) David Cameron represents modern Britain	(Q.25) Gordon Brown is doing a reasonable job in difficult circumstances
Unweighted Total	1017	1017
Weighted Total	1017	1017
Strongly agree	162 16%	154 15%
Tend to agree	339 33%	369 36%
Neither agree nor disagree	101 10%	53 5%
Tend to disagree	181 18%	162 16%
Strongly disagree	182 18%	265 26%
Don't know	53 5%	13 1%
Combinations - Summary Agree	500 49%	523 51%
Disagree	363 36%	428 42%
Net Agree	137 13%	95 9%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 23

Q26. What would you say are the main things you like about DAVID CAMERON?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Age	88	58	45	43	24	31	33	56	32	40	48	5	83	21	32	35	37	22	80
	9%	10%	9%	8%	8%	8%	9%	10%	7%	9%	9%	4%	9%	6%	10%	10%	9%	9%	8%
Best man for the job	16	11	9	6	6	4	5	10	5	6	10	*	15	3	4	8	4	4	14
	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%
Environmental agenda	20	13	12	8	11	5	4	10	10	12	8	3	17	12	4	4	9	5	19
	2%	2%	2%	2%	4%	1%	1%	2%	2%	3%	1%	3%	2%	4%	1%	1%	2%	2%	2%
Experienced / economic experience	10	5	3	7	*	5	4	9	3	3	7	1	9	4	*	6	2	8	10
	1%	1%	1%	1%	*	1%	1%	2%	*	1%	1%	1%	1%	1%	*	2%	*	3%	1%
Family man	77	52	24	53	8	27	42	45	32	20	57	7	69	24	23	30	37	23	76
	8%	9%	5%	10%	3%	7%	12%	8%	7%	4%	10%	6%	8%	7%	7%	8%	9%	9%	7%
Family policies / agenda	37	22	12	26	14	5	18	27	10	12	25	4	34	11	11	15	16	12	37
	4%	4%	2%	5%	5%	1%	5%	5%	2%	3%	5%	3%	4%	3%	3%	4%	4%	5%	4%
Good in a crisis	4	4	3	1	1	2	1	1	3	3	1	1	4	2	1	1	2	1	4
	*	1%	1%	*	*	1%	*	*	1%	1%	*	*	*	1%	*	*	*	*	*
Good leader / strong leader / statesman	50	34	36	14	14	19	17	37	13	29	20	6	44	11	15	24	22	18	52
	5%	6%	7%	3%	5%	5%	5%	7%	3%	6%	4%	5%	5%	3%	5%	7%	5%	7%	5%
Good speaker / orator	77	55	45	32	16	38	23	51	26	45	32	11	67	22	29	26	28	24	79
	8%	10%	9%	6%	5%	10%	6%	9%	6%	10%	6%	9%	7%	6%	9%	7%	7%	9%	8%
Good / sound judgement / integrity	37	26	26	11	9	10	18	27	10	21	16	3	34	14	13	10	20	16	37
	4%	5%	5%	2%	3%	3%	5%	5%	2%	5%	3%	3%	4%	4%	4%	3%	5%	6%	4%
Loyalty to the party	17	12	14	3	3	7	7	12	5	13	4	3	14	7	6	4	4	5	17
	2%	2%	3%	1%	1%	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	2%	2%
Modern / fresh view / a change	74	52	45	28	22	26	26	50	23	45	29	4	69	18	25	30	33	28	68
	7%	9%	9%	5%	8%	7%	7%	9%	5%	10%	5%	4%	8%	5%	8%	8%	8%	11%	7%
Nationality / origin (i.e. Scottish / English)	1	1	-	1	-	-	1	1	-	-	1	-	1	-	-	1	1	-	1
	*	*	-	*	-	-	*	*	-	-	*	-	*	-	-	*	*	-	*
Ordinary person / in touch with the people	80	55	32	48	25	27	29	45	35	37	43	8	72	28	30	22	32	21	76
	8%	10%	6%	9%	9%	7%	8%	8%	8%	8%	8%	7%	8%	8%	10%	6%	7%	8%	7%
Overall image (looks / style / image)	61	44	30	30	19	19	22	40	21	31	29	11	50	16	16	29	21	23	67
	6%	8%	6%	6%	7%	5%	6%	7%	5%	7%	5%	9%	6%	5%	5%	8%	5%	9%	7%
Patriotic	3	3	2	1	2	-	1	3	-	2	1	-	3	1	2	-	3	-	2
	*	1%	*	*	1%	-	*	1%	-	*	*	-	*	*	1%	-	1%	-	*
Personality	93	59	49	43	20	39	34	53	40	44	48	14	78	27	34	31	38	30	101
	9%	11%	10%	8%	7%	11%	9%	9%	9%	9%	9%	12%	9%	8%	11%	9%	9%	12%	10%
Rides bicycle	21	11	12	9	11	6	3	16	4	10	11	3	18	5	6	10	2	7	22
	2%	2%	2%	2%	4%	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	1%	3%	2%
Seems a nice man / kind / caring	47	29	18	29	11	14	22	18	29	17	29	6	41	10	14	22	24	10	47
	5%	5%	4%	5%	4%	4%	6%	3%	6%	4%	5%	5%	5%	3%	4%	6%	6%	4%	5%
Strays from party line / 'maverick'	2	-	-	2	1	1	-	2	-	-	2	-	2	1	-	1	1	1	2
	*	-	-	*	1%	*	-	*	-	-	*	-	*	*	-	*	*	*	*
Understands the problems facing Britain	33	21	13	20	10	10	12	22	11	15	18	3	30	8	14	10	19	11	32
	3%	4%	3%	4%	3%	3%	3%	4%	2%	3%	3%	2%	3%	2%	4%	3%	4%	4%	3%
Worked outside of politics	1	1	1	-	-	-	1	-	1	-	1	-	1	1	-	-	-	1	1
	*	*	*	-	-	-	*	-	*	-	*	-	*	*	-	-	-	*	*

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 23

Q26. What would you say are the main things you like about DAVID CAMERON?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Nothing / I don't like anything about him	250 25%	106 19%	115 23%	135 26%	75 26%	90 24%	85 23%	127 23%	123 27%	111 24%	138 25%	29 25%	221 25%	105 31%	70 22%	76 21%	109 26%	56 22%	249 24%
Everything / I like everything about him	1 *	1 *	1 *	- *	- *	* *	1 *	1 *	- *	- *	1 *	* *	1 *	1 *	- *	- *	1 *	* *	2 *
Confident	10 1%	6 1%	5 1%	5 1%	4 1%	5 1%	1 *	5 1%	5 1%	8 2%	2 *	3 2%	7 1%	1 *	3 1%	6 2%	1 *	2 1%	12 1%
Charismatic	14 1%	9 2%	7 1%	7 1%	6 2%	4 1%	5 1%	8 1%	6 1%	6 1%	8 1%	1 1%	13 1%	4 1%	1 *	9 2%	9 2%	5 2%	15 1%
Energetic	15 1%	13 2%	7 1%	8 1%	2 1%	5 1%	8 2%	10 2%	4 1%	7 1%	8 1%	- 2%	15 2%	1 *	10 3%	3 1%	6 1%	6 2%	13 1%
Intelligent/intellect	11 1%	6 1%	7 1%	3 1%	3 1%	4 1%	4 1%	6 1%	4 1%	5 1%	6 1%	2 1%	9 1%	2 1%	3 1%	5 1%	8 2%	5 2%	14 1%
Listens/listens to what people want	5 1%	4 1%	2 *	3 1%	- 1%	3 1%	2 1%	5 1%	* *	3 1%	2 *	1 1%	4 *	1 *	3 *	1 *	3 1%	2 1%	6 1%
Straightforward/straight talker	15 2%	13 2%	10 2%	5 1%	4 1%	5 1%	7 2%	5 1%	11 2%	6 1%	10 2%	2 2%	13 1%	6 2%	4 1%	5 1%	7 2%	4 2%	14 1%
Tries hard/works hard	10 1%	4 1%	8 2%	2 *	- *	6 2%	4 1%	6 1%	4 1%	4 1%	6 1%	1 1%	9 1%	2 *	5 2%	4 1%	6 1%	1 *	12 1%
Honest/truthful/trustworthy	39 4%	33 6%	19 4%	20 4%	9 3%	5 1%	26 7%	18 3%	21 5%	15 3%	24 4%	3 2%	36 4%	13 4%	12 4%	15 4%	18 4%	9 3%	41 4%
His work on/experience with the NHS	6 1%	5 1%	1 *	5 1%	* *	* *	6 2%	5 1%	2 *	2 *	5 1%	1 1%	6 1%	* 1%	2 1%	4 1%	3 1%	* *	8 1%
Awareness of social issues	5 1%	4 1%	1 *	4 1%	1 *	- *	4 1%	4 1%	1 *	1 *	4 1%	- 1%	5 1%	2 1%	1 *	2 1%	- 2%	4 2%	5 *
Good policies	14 1%	8 1%	8 2%	6 1%	8 3%	4 1%	2 1%	6 1%	8 2%	7 2%	7 1%	4 3%	10 1%	4 1%	9 3%	2 *	8 2%	1 1%	16 2%
Means what he says/follows things through	8 1%	4 1%	5 1%	3 1%	2 1%	5 1%	1 *	4 1%	4 1%	7 1%	1 *	1 1%	7 1%	3 1%	4 1%	1 *	2 *	2 1%	8 1%
Policies on youth/education	7 1%	3 *	4 1%	2 *	4 2%	- *	2 1%	4 1%	3 1%	2 *	5 1%	- 1%	7 1%	1 *	4 1%	1 *	3 1%	4 2%	5 *
Sincere	7 1%	4 1%	4 1%	3 1%	2 1%	3 1%	1 *	5 1%	1 *	4 1%	2 *	2 2%	5 1%	3 1%	2 1%	2 *	3 1%	2 1%	7 1%
Determined/tenacious	3 *	2 *	- *	3 *	- *	2 1%	1 *	1 *	1 *	1 *	2 *	- *	3 *	2 1%	1 *	- *	1 *	1 *	3 *
Other	24 2%	15 3%	10 2%	14 3%	7 3%	7 2%	9 3%	19 3%	5 1%	14 3%	10 2%	3 3%	21 2%	8 2%	5 2%	10 3%	9 2%	9 3%	26 3%
Don't know	148 15%	58 10%	60 12%	88 17%	47 16%	55 15%	46 13%	60 11%	88 19%	53 11%	95 17%	21 17%	127 14%	50 15%	42 13%	57 16%	59 14%	15 6%	148 15%
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 24

Q27. What would you say are the main things you like about Gordon Brown?

Base : All respondents aged 18+

	Wtd Total	Intention to vote (10) ABSOLUTE Y CERTAIN	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
			Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Age	2	1	2	-	-	-	2	-	2	-	2	-	2	-	2	-	1	-	2
	*	*	*	-	-	-	*	-	*	-	*	-	*	-	1%	-	*	-	*
Best man for the job	11	9	8	3	3	1	7	5	7	2	9	1	11	5	3	3	7	2	11
	1%	2%	2%	1%	1%	*	2%	1%	1%	*	2%	1%	1%	2%	1%	1%	2%	1%	1%
Environmental agenda	2	-	1	*	2	-	-	2	-	-	2	*	1	*	1	-	-	2	2
	*	-	*	*	1%	-	-	*	-	-	*	*	*	*	*	-	-	*	*
Experienced / economic experience	106	65	65	42	35	38	33	85	21	56	50	13	93	36	32	38	31	44	105
	10%	12%	13%	8%	12%	10%	9%	15%	5%	12%	9%	11%	10%	11%	10%	11%	7%	17%	10%
Family man	43	32	7	35	7	11	25	20	23	13	30	5	37	9	21	13	22	7	45
	4%	6%	1%	7%	2%	3%	7%	4%	5%	3%	5%	4%	4%	3%	7%	4%	5%	3%	4%
Family policies / agenda	14	7	2	12	3	2	9	4	10	3	11	*	14	6	1	7	11	3	11
	1%	1%	*	2%	1%	1%	2%	1%	2%	1%	2%	*	2%	2%	*	2%	2%	1%	1%
Good in a crisis	12	7	8	4	3	4	5	9	3	4	8	1	11	5	3	4	3	9	13
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%
Good leader / strong leader / statesman	36	14	20	16	14	18	4	20	16	20	16	5	31	15	7	14	15	15	34
	4%	3%	4%	3%	5%	5%	1%	4%	4%	4%	3%	4%	3%	4%	2%	4%	3%	6%	3%
Good speaker / orator	13	6	6	8	3	4	6	2	11	5	8	3	11	7	4	2	6	3	13
	1%	1%	1%	1%	1%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
Good / sound judgement / integrity	56	36	24	32	13	17	26	35	21	22	33	6	49	25	14	17	18	18	58
	5%	6%	5%	6%	4%	5%	7%	6%	4%	5%	6%	5%	6%	7%	4%	5%	4%	7%	6%
Loyalty to the party	16	11	8	8	4	5	6	6	9	5	11	1	14	5	5	5	7	4	14
	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%
Modern / fresh view / a change	1	-	*	1	*	1	-	1	-	*	1	*	1	-	1	-	*	*	2
	*	-	*	*	*	*	-	*	-	*	*	*	*	-	*	-	*	*	*
Nationality / origin (i.e. Scottish / English)	24	13	13	11	6	11	7	16	8	12	12	3	21	18	3	3	7	6	24
	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	5%	1%	1%	2%	2%	2%
Ordinary person / in touch with the people	26	19	8	18	6	8	12	12	14	10	16	5	21	9	10	7	10	7	28
	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	3%	2%	2%	3%	3%
Overall image (looks / style / image)	15	12	6	9	4	9	1	8	6	8	7	2	12	6	5	3	5	7	15
	1%	2%	1%	2%	1%	2%	*	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%
Patriotic	5	3	3	3	1	-	4	1	4	-	5	-	5	4	1	1	2	-	5
	1%	*	1%	*	*	-	1%	*	1%	-	1%	-	1%	1%	*	*	1%	-	*
Personality	39	29	17	22	11	22	6	28	11	20	19	5	34	13	13	13	15	15	37
	4%	5%	3%	4%	4%	6%	2%	5%	2%	4%	4%	5%	4%	4%	4%	4%	4%	6%	4%
Rides bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Seems a nice man / kind / caring	35	31	13	22	3	11	21	24	11	14	21	5	30	9	11	14	11	15	35
	3%	6%	3%	4%	1%	3%	6%	4%	2%	3%	4%	4%	3%	3%	4%	4%	3%	6%	3%
Strays from party line / 'maverick'	3	2	-	3	1	2	-	1	2	-	3	-	3	1	-	2	3	-	2
	*	*	-	1%	1%	1%	-	*	*	-	1%	-	*	*	-	1%	1%	-	*
Understands the problems facing Britain	23	13	9	13	8	7	7	13	9	10	13	3	19	9	8	5	7	10	23
	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%	1%	2%	4%	2%
Worked outside of politics	2	2	2	1	-	2	1	2	-	2	-	1	2	2	-	-	-	2	2
	*	*	*	*	-	*	*	*	-	*	-	*	*	1%	-	-	-	1%	*

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *=Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 24

Q27. What would you say are the main things you like about Gordon Brown?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Nothing / I don't like anything about him	447 44%	229 41%	225 46%	222 42%	128 44%	155 42%	164 46%	233 42%	214 47%	212 45%	235 43%	56 47%	391 44%	145 43%	150 47%	152 42%	213 50%	83 32%	457 45%
Everything / I like everything about him	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Confident	3 *	2 *	3 1%	1 *	-	1 *	2 1%	1 *	2 1%	2 *	2 *	1 *	3 *	2 *	1 *	1 *	1 *	2 1%	4 *
Charismatic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Energetic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Intelligent/intellect	21 2%	16 3%	14 3%	8 1%	6 2%	9 3%	6 2%	18 3%	3 1%	14 3%	7 1%	2 1%	20 2%	1 *	4 1%	16 5%	5 1%	16 6%	20 2%
Listens/listens to what people want	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	1 *	-	1 *	-	1 *	-	-	1 *	1 *
Straightforward/straight talker	4 *	2 *	2 *	2 *	* *	2 1%	2 *	1 *	4 1%	3 1%	1 *	1 *	3 *	1 *	* *	3 1%	4 1%	1 *	7 1%
Tries hard/works hard	26 3%	19 3%	12 3%	14 3%	9 3%	4 1%	14 4%	15 3%	12 3%	8 2%	18 3%	2 2%	24 3%	6 2%	6 2%	14 4%	7 2%	4 2%	26 3%
Honest/truthful/trustworthy	44 4%	31 6%	19 4%	25 5%	10 4%	16 4%	17 5%	31 6%	13 3%	15 3%	29 5%	5 4%	39 4%	18 5%	10 3%	16 4%	14 3%	19 8%	46 5%
His work on/experience with the NHS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Awareness of social issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good policies	8 1%	4 1%	1 *	7 1%	2 1%	6 2%	* *	6 1%	2 *	5 1%	3 *	1 1%	7 1%	2 1%	1 *	5 1%	2 *	2 1%	8 1%
Means what he says/follows things through	6 1%	1 *	4 1%	2 *	3 1%	1 *	2 1%	3 1%	3 1%	3 1%	3 1%	2 1%	4 *	3 1%	1 *	2 *	3 1%	1 *	7 1%
Policies on youth/education	1 *	-	-	1 *	1 1%	-	-	1 *	-	1 *	-	-	1 *	1 *	-	-	1 *	-	1 *
Sincere	11 1%	7 1%	5 1%	6 1%	2 1%	6 2%	3 1%	10 2%	1 *	7 2%	4 1%	* 1%	11 1%	4 1%	2 1%	5 1%	1 *	4 2%	11 1%
Determined/tenacious	7 1%	3 1%	4 1%	3 1%	1 *	5 1%	2 *	5 1%	2 *	3 1%	4 1%	1 1%	6 1%	1 *	3 1%	2 1%	2 1%	3 1%	10 1%
Other	35 3%	25 4%	19 4%	16 3%	7 2%	16 4%	12 3%	23 4%	13 3%	16 3%	20 4%	4 3%	32 4%	8 2%	13 4%	14 4%	12 3%	10 4%	38 4%
Don't know	115 11%	42 8%	52 11%	63 12%	41 14%	43 12%	32 9%	46 8%	70 15%	49 10%	67 12%	14 12%	102 11%	34 10%	35 11%	47 13%	43 10%	16 6%	109 11%
No answer	1 *	1 *	1 *	* *	* *	-	1 *	1 *	-	* *	1 *	* *	1 *	-	* *	1 *	1 *	* *	2 *

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 25

Q28. What would you say are the main things you dislike about David Cameron?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Boring	2*	1*	-	2*	-	-	2	-	2	2	1	-	2	2	-	-	1	-	2
							1%	-	1%	*	*	-	*	1%	-	-	*	-	*
Can't trust him / untrustworthy	96	48	55	41	38	35	23	59	37	53	43	14	82	35	38	24	38	26	99
	9%	9%	11%	8%	13%	10%	6%	11%	8%	11%	8%	12%	9%	10%	12%	7%	9%	10%	10%
Dithers / lack of conviction / indecisive	37	28	25	12	8	14	15	25	12	17	20	3	34	9	9	20	17	11	36
	4%	5%	5%	2%	3%	4%	4%	4%	3%	4%	4%	2%	4%	3%	3%	5%	4%	4%	4%
Economic track record	10	5	4	6	5	2	3	8	2	3	7	2	9	3	2	8	4	2	9
	1%	1%	1%	1%	2%	*	1%	1%	*	1%	1%	*	1%	*	1%	2%	1%	1%	1%
Incompetent	13	11	5	8	-	6	8	10	3	4	9	1	12	4	4	5	3	9	12
	1%	2%	1%	2%	-	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%
Image abroad / international presence	3	1	2	1	1	2	-	2	1	1	2	-	3	1	1	1	2	2	3
	*	*	*	*	*	1%	-	*	*	*	*	-	*	*	*	*	*	1%	*
Makes promises he can't / doesn't keep	51	25	23	28	13	19	19	27	24	20	31	5	46	14	17	20	21	13	49
	5%	5%	5%	5%	4%	5%	5%	5%	5%	4%	6%	4%	5%	4%	5%	6%	5%	5%	5%
Nationality / origin (i.e. Scottish / English)	1	1	1	-	1	-	-	-	1	1	-	-	1	1	-	-	-	-	1
	*	*	*	-	*	-	-	-	*	*	-	-	*	*	-	-	-	-	*
No principles / backtracks / u-turns/ bottler	19	17	7	11	6	6	7	13	6	8	11	4	15	6	6	7	5	9	22
	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	1%	3%	2%
Not intelligent enough	3	3	3	1	1	*	3	1	2	1	3	1	3	1	1	2	2	*	6
	*	*	1%	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*	1%
Not a good leader / lacks stature / lacks statesmanship	34	22	14	19	8	14	12	23	10	18	16	1	33	14	12	7	13	11	31
	3%	4%	3%	4%	3%	4%	3%	4%	2%	4%	3%	1%	4%	4%	4%	2%	3%	4%	3%
Out of touch	33	25	10	23	9	10	14	25	8	15	18	5	28	9	14	10	12	11	36
	3%	4%	2%	4%	3%	3%	4%	4%	2%	3%	3%	4%	3%	3%	4%	3%	3%	4%	4%
Overall image (looks / style / image)	47	25	26	21	16	18	13	35	12	21	25	2	45	12	20	15	16	22	44
	5%	5%	5%	4%	5%	5%	4%	6%	3%	5%	5%	2%	5%	4%	6%	4%	4%	9%	4%
Party allegiance	28	15	18	10	11	13	3	13	15	17	11	7	21	12	3	13	9	12	28
	3%	3%	4%	2%	4%	4%	1%	2%	3%	4%	2%	6%	2%	4%	1%	4%	2%	5%	3%
Straying from party values / maverick	2	1	2	-	-	2	-	1	1	1	1	*	2	1	1	-	1	1	3
	*	*	*	-	-	1%	-	*	*	*	*	*	*	*	*	-	*	*	*
Too casual	11	8	7	4	2	3	6	7	3	6	5	1	10	-	7	4	6	1	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	*	1%
Too posh	54	34	30	24	15	22	17	35	20	29	25	8	46	19	13	22	19	24	56
	5%	6%	6%	5%	5%	6%	5%	6%	4%	6%	5%	7%	5%	6%	4%	6%	4%	9%	6%
Too serious / sober	5	4	3	2	3	2	-	4	1	4	1	1	4	2	2	1	1	3	5
	*	1%	1%	*	1%	1%	-	1%	*	1%	*	1%	*	1%	*	*	*	1%	*
Weak person / not strong enough	30	24	11	19	3	6	21	21	9	11	18	3	27	12	7	11	13	12	32
	3%	4%	2%	4%	1%	2%	6%	4%	2%	2%	3%	2%	3%	4%	2%	3%	3%	5%	3%
Nothing / I don't dislike anything about him	214	115	102	113	44	93	77	101	114	101	114	21	194	78	74	62	105	36	211
	21%	21%	21%	21%	15%	25%	21%	18%	25%	22%	21%	17%	22%	23%	24%	17%	25%	14%	21%
Everything / I dislike everything about him	35	23	17	19	4	14	18	11	24	11	25	2	33	17	8	10	16	7	32
	3%	4%	3%	4%	1%	4%	5%	2%	5%	2%	5%	2%	4%	5%	3%	3%	4%	3%	3%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 25

Q28. What would you say are the main things you dislike about David Cameron?

Base : All respondents aged 18+

	Wtd Total	Intention to vote (10) ABSOLUTE Y CERTAIN	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
			Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Smarmy/smug/slimy/sleazy	43 4%	30 5%	24 5%	19 4%	15 5%	19 5%	9 3%	33 6%	11 2%	26 6%	17 3%	7 6%	36 4%	13 4%	12 4%	19 5%	13 3%	16 6%	42 4%
Arrogant/pompous/too confident/patronising	36 4%	24 4%	20 4%	16 3%	11 4%	10 3%	15 4%	24 4%	12 3%	18 4%	18 3%	4 3%	32 4%	6 2%	12 4%	18 5%	19 5%	13 5%	37 4%
Don't like his policies/ don't agree with his decisions	25 2%	11 2%	11 2%	13 3%	6 2%	8 2%	10 3%	18 3%	7 2%	9 2%	16 3%	3 2%	22 2%	9 3%	7 2%	8 2%	11 2%	9 4%	24 2%
Lack of confidence	2 *	2 *	2 *	-	-	-	2 *	2 *	-	-	2 *	-	2 *	1 *	-	1 *	1 *	2 1%	2 *
Lack of experience	33 3%	28 5%	14 3%	19 4%	3 1%	17 5%	14 4%	26 5%	7 2%	17 4%	17 3%	4 4%	29 3%	8 2%	5 2%	20 5%	10 2%	17 7%	35 3%
Tax policy/raising taxes/taxes too much	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor listener/does not listen	3 *	3 1%	3 1%	-	2 1%	1 *	-	1 *	2 *	3 1%	-	-	3 *	2 1%	-	1 *	-	-	2 *
Poor people skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of charisma	1 *	-	-	1 *	-	1 *	-	1 *	-	1 *	-	-	1 *	1 *	-	-	-	-	1 *
Power hungry/do/say anything to get into win votes/power	9 1%	7 1%	6 1%	3 1%	2 1%	5 1%	2 1%	6 1%	3 1%	5 1%	5 1%	1 1%	8 1%	5 1%	3 1%	2 *	2 *	3 1%	9 1%
Poor speaker/ communicator/orator	7 1%	3 1%	6 1%	1 *	1 *	1 *	4 1%	4 1%	3 1%	1 *	5 1%	-	7 1%	1 *	3 1%	3 1%	4 1%	4 1%	6 1%
Riding a bicycle	6 1%	5 1%	1 *	5 1%	4 1%	-	3 1%	5 1%	2 *	3 1%	4 1%	* *	6 1%	* *	2 1%	3 1%	1 *	2 1%	7 1%
Lack of policies/vision	12 1%	6 1%	6 1%	6 1%	4 2%	3 1%	4 1%	8 1%	4 1%	4 1%	8 1%	1 1%	11 1%	3 1%	6 2%	3 1%	5 1%	8 3%	12 1%
Personality	1 *	-	-	1 *	1 *	-	-	1 *	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *
To conservative/right wing	7 1%	4 1%	3 1%	4 1%	3 1%	3 1%	1 *	4 1%	4 1%	5 1%	2 *	3 2%	5 1%	2 1%	3 1%	3 1%	3 1%	3 1%	9 1%
To far to the left/left wing	1 *	1 *	1 *	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *	-	1 *	-	1 *
No substance/all style, no substance	9 1%	8 2%	6 1%	3 1%	3 1%	4 1%	2 1%	9 2%	* *	7 1%	2 *	2 2%	7 1%	3 1%	2 1%	3 1%	* *	3 1%	12 1%
Too negative/defensive	10 1%	5 1%	2 *	7 1%	5 2%	3 1%	2 *	8 1%	2 *	2 *	8 1%	1 1%	9 1%	4 1%	2 1%	4 1%	6 1%	2 1%	9 1%
Manipulative	5 *	3 1%	-	5 1%	1 *	2 *	1 *	2 *	3 1%	2 *	2 *	1 1%	3 *	3 1%	-	1 *	2 *	-	5 *
His party/team are all the same	2 *	2 *	1 *	1 *	-	-	2 1%	1 *	1 *	* *	2 *	* *	2 *	1 *	-	1 *	1 *	* *	3 *
Not genuine enough/to shallow	26 3%	20 3%	10 2%	16 3%	11 4%	7 2%	7 2%	16 3%	10 2%	15 3%	11 2%	2 2%	24 3%	9 3%	8 3%	8 2%	4 1%	14 5%	26 3%
Ignores problems/buries head in the sand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 25

Q28. What would you say are the main things you dislike about David Cameron?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Jumps on the bandwagon	11 1%	11 2%	5 1%	7 1%	-	3 1%	8 2%	8 1%	4 1%	3 1%	8 1%	1 *	11 1%	1 *	3 1%	7 2%	7 2%	3 1%	10 1%
The way he came to power/was not voted in	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	40 4%	23 4%	20 4%	20 4%	9 3%	8 2%	23 6%	24 4%	16 4%	18 4%	22 4%	5 4%	35 4%	14 4%	12 4%	14 4%	11 3%	12 5%	41 4%
Don't know	219 22%	87 16%	91 18%	128 24%	81 28%	74 20%	64 18%	92 16%	127 28%	85 18%	134 24%	33 28%	186 21%	80 24%	65 21%	74 20%	96 22%	24 9%	224 22%
No answer	2 *	-	1 *	* *	* *	1 *	-	2 *	-	2 *	-	* *	1 *	2 1%	-	-	* *	* *	2 *

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 26

Q29. What would you say are the main things you dislike about Gordon Brown?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Boring	36 4%	25 4%	13 3%	23 4%	11 4%	12 3%	14 4%	22 4%	14 3%	11 2%	25 5%	5 4%	32 4%	11 3%	8 3%	17 5%	14 3%	12 5%	39 4%
Can't trust him / untrustworthy	122 12%	78 14%	54 11%	68 13%	15 5%	52 14%	55 15%	70 12%	53 12%	51 11%	71 13%	18 15%	105 12%	39 11%	41 13%	42 12%	67 16%	28 11%	131 13%
Dithers / lack of conviction / indecisive	122 12%	80 14%	60 12%	62 12%	38 13%	31 9%	53 15%	73 13%	49 11%	66 14%	56 10%	14 12%	108 12%	37 11%	40 13%	45 12%	53 12%	38 15%	119 12%
Economic track record	46 5%	27 5%	20 5%	20 4%	16 5%	20 6%	10 3%	29 5%	17 4%	27 6%	19 3%	6 5%	41 5%	16 5%	12 4%	18 5%	15 3%	14 5%	47 5%
Incompetent	63 6%	40 7%	40 8%	23 4%	14 5%	32 9%	17 5%	41 7%	23 5%	35 7%	28 5%	7 6%	56 6%	15 4%	19 6%	29 8%	24 6%	25 10%	62 6%
Image abroad / international presence	15 2%	9 2%	7 1%	9 2%	6 2%	5 1%	4 1%	8 1%	7 2%	8 2%	7 1%	2 1%	14 2%	5 1%	5 2%	6 2%	6 1%	5 2%	16 2%
Makes promises he can't / doesn't keep	74 7%	46 8%	33 7%	41 8%	19 7%	16 4%	39 11%	39 7%	35 8%	24 5%	50 9%	6 5%	68 8%	28 8%	21 7%	24 7%	32 8%	18 7%	75 7%
Nationality / origin (i.e. Scottish / English)	15 2%	12 2%	10 2%	6 1%	3 1%	4 1%	7 2%	9 2%	6 1%	6 1%	9 2%	1 1%	14 2%	1 *	4 1%	10 3%	11 3%	3 1%	15 1%
No principles / backtracks / u-turns/ bottler	35 3%	24 4%	24 5%	11 2%	3 1%	16 4%	16 4%	17 3%	19 4%	17 4%	18 3%	4 3%	31 3%	12 4%	10 3%	13 4%	17 4%	7 3%	35 3%
Not intelligent enough	5 1%	4 1%	3 1%	2 *	3 1%	* *	2 1%	2 *	3 1%	3 1%	2 *	1 *	5 1%	- -	1 *	4 1%	2 1%	1 *	6 1%
Not a good leader / lacks stature / lacks statesmanship	99 10%	69 12%	61 12%	38 7%	23 8%	36 10%	40 11%	64 11%	34 8%	50 11%	49 9%	10 8%	89 10%	22 6%	26 8%	51 14%	40 9%	27 10%	100 10%
Out of touch	66 6%	44 8%	39 8%	27 5%	13 5%	27 7%	25 7%	49 9%	17 4%	37 8%	29 5%	6 5%	60 7%	18 5%	22 7%	26 7%	27 6%	17 6%	64 6%
Overall image (looks / style / image)	75 7%	47 8%	33 7%	41 8%	15 5%	27 7%	33 9%	47 8%	28 6%	30 6%	45 8%	8 7%	67 7%	27 8%	25 8%	22 6%	27 6%	27 10%	73 7%
Party allegiance	13 1%	5 1%	9 2%	4 1%	6 2%	3 1%	4 1%	6 1%	7 2%	6 1%	7 1%	3 3%	9 1%	3 1%	5 2%	4 1%	8 2%	6 2%	15 1%
Straying from party values / maverick	12 1%	8 1%	5 1%	7 1%	1 *	4 1%	7 2%	7 1%	6 1%	5 1%	8 1%	1 1%	12 1%	5 1%	5 2%	2 1%	8 2%	4 2%	12 1%
Too casual	5 *	2 *	3 1%	2 *	3 1%	1 *	1 *	5 1%	- -	1 *	4 1%	- -	5 1%	1 *	3 1%	1 *	1 *	2 1%	4 *
Too posh	3 *	3 *	1 *	1 *	- -	1 *	1 *	- -	3 1%	1 *	1 *	- -	3 *	- -	1 *	1 *	- -	- -	2 *
Too serious / sober	29 3%	21 4%	7 2%	21 4%	3 1%	12 3%	14 4%	23 4%	5 1%	8 2%	20 4%	3 3%	26 3%	13 4%	11 3%	5 1%	6 1%	16 6%	31 3%
Weak person / not strong enough	51 5%	28 5%	24 5%	27 5%	14 5%	18 5%	19 5%	35 6%	16 3%	30 6%	21 4%	3 3%	48 5%	14 4%	18 6%	18 5%	23 5%	12 5%	48 5%
Nothing / I don't dislike anything about him	112 11%	58 10%	46 9%	66 13%	28 10%	44 12%	40 11%	47 8%	65 14%	46 10%	66 12%	13 11%	99 11%	51 15%	29 9%	32 9%	53 12%	23 9%	110 11%
Everything / I dislike everything about him	50 5%	25 4%	22 4%	28 5%	17 6%	16 4%	17 5%	22 4%	27 6%	20 4%	29 5%	7 6%	42 5%	22 7%	9 3%	18 5%	23 5%	8 3%	51 5%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 26

Q29. What would you say are the main things you dislike about Gordon Brown?

Base : All respondents aged 18+

	Wtd Total	Intention to vote (10) ABSOLUTE Y CERTAIN	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
			Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Smarmy/smug/slimy/sleazy	1	1	1	-	-	-	1	-	1	-	1	-	1	-	-	1	1	-	1
Arrogant/pompous/too confident/patronising	25	17	14	11	3	8	13	15	10	14	11	4	21	6	12	7	14	7	30
Don't like his policies/ don't agree with his decisions	49	27	25	24	21	17	11	24	25	31	18	7	42	17	14	18	16	6	51
Lack of confidence	7	2	1	5	3	3	1	5	2	3	4	*	6	1	3	2	3	-	6
Lack of experience	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
Tax policy/raising taxes/taxes too much	4	2	3	1	4	-	1	4	*	4	1	1	3	3	1	-	1	*	4
Poor listener/does not listen	21	14	12	9	3	7	10	13	8	11	10	3	18	4	12	5	8	5	21
Poor people skills	9	5	3	6	5	2	2	3	6	5	4	1	9	1	6	2	2	8	7
Lack of charisma	20	16	10	11	9	7	4	16	5	12	8	3	18	10	4	6	5	12	21
Power hungry/do/say anything to get into win votes/power	9	5	6	3	2	3	4	8	1	6	2	*	9	2	3	4	3	5	7
Poor speaker/ communicator/orator	25	16	13	13	10	8	8	18	7	12	13	4	21	7	4	15	11	7	25
Riding a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of policies/vision	10	9	6	3	6	1	3	8	1	7	3	1	9	2	5	2	3	3	8
Personality	22	13	9	12	8	10	4	16	6	11	11	3	19	8	9	5	6	8	21
To conservative/right wing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To far to the left/left wing	2	2	2	-	-	-	2	2	-	-	2	-	2	1	1	-	1	1	2
No substance/all style, no substance	*	-	*	-	-	*	-	-	*	*	-	*	-	-	*	-	*	-	1
Too negative/defensive	6	4	1	5	-	5	1	5	1	1	5	-	6	-	2	4	-	2	4
Manipulative	*	*	-	*	*	-	-	*	-	*	-	*	-	*	-	-	-	*	1
His party/team are all the same	7	7	4	3	2	2	2	6	1	4	2	1	6	3	2	2	1	4	6
Not genuine enough/to shallow	3	1	3	*	2	1	-	2	1	2	1	*	3	-	1	2	2	-	3
Ignores problems/buries head in the sand	7	6	3	4	1	4	2	6	1	2	5	-	7	2	-	5	1	4	6

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 26

Q29. What would you say are the main things you dislike about Gordon Brown?

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE Y CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
Jumps on the bandwagon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The way he came to power/was not voted in	11	4	3	7	4	6	1	6	5	7	4	3	8	3	2	5	5	1	11
	1%	1%	1%	1%	1%	2%	*	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Other	40	18	26	14	15	16	8	23	17	15	24	3	37	10	17	13	13	13	38
	4%	3%	5%	3%	5%	4%	2%	4%	4%	3%	4%	2%	4%	3%	5%	4%	3%	5%	4%
Don't know	102	31	41	61	36	43	23	36	66	38	64	14	88	29	35	38	45	12	102
	10%	6%	8%	12%	13%	12%	6%	6%	14%	8%	12%	12%	10%	9%	11%	11%	11%	5%	10%
No answer	3	1	1	1	*	2	-	3	-	3	-	*	2	2	1	-	1	*	3
	*	*	*	*	*	1%	-	*	-	1%	-	*	*	1%	*	-	*	*	*

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 * = Less than 0.5%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 27

Q.30. People have different views about this country and about Prime Ministers.
For each of these pairs of statements, please tell me which one comes closest to your ideal.

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTE LY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
a Prime Minister who mainly trusts his own judgement and experience to make decisions	326 32%	215 39%	196 40%	130 25%	58 20%	123 34%	145 40%	220 39%	106 23%	166 36%	160 29%	29 25%	297 33%	97 28%	110 35%	120 33%	98 23%	127 50%	324 32%
a Prime Minister who mainly acts on the views and opinions of the general public to make decisions	650 64%	319 57%	278 56%	373 71%	221 76%	228 62%	201 56%	316 56%	335 73%	285 61%	365 67%	84 71%	566 63%	230 68%	199 63%	222 61%	315 74%	118 46%	651 64%
No opinion	40 4%	24 4%	19 4%	22 4%	10 4%	16 4%	14 4%	25 4%	16 3%	16 3%	24 4%	6 5%	35 4%	14 4%	7 2%	19 5%	13 3%	12 5%	42 4%

Ipsos MORI Political Monitor - September 2008
12th - 14th September 2008 - General Public 18+ - Telephone Omnibus

Table 28

Q.31. People have different views about this country and about Prime Ministers.
For each of these pairs of statements, please tell me which one comes closest to your ideal.

Base : All respondents aged 18+

	Wtd Total	Intention to vote	Gender		Age			Social Class		Work Status		Public Sector Workers		GOR Regions			Newspaper readership		Unwtd Total
		(10) ABSOLUTELY CERTAIN	Male	Female	18-34	35-54	55+	ABC1	C2DE	Full-time	Not full-time/Not working	Yes	Everyone else	North	Midlands	South	Tabloid	Broad sheet	
Unweighted Total	1017	556	475	542	277	373	367	572	445	493	524	244	773	340	323	354	425	253	1017
Weighted Total	1017	558	492	525	289	367	361	560	457	468	549	119	898	340	316	361	426	257	1017
a Prime Minister who is generally similar to me in terms of background and experience	249 24%	118 21%	96 20%	153 29%	75 26%	90 25%	84 23%	105 19%	144 31%	104 22%	145 26%	30 25%	219 24%	82 24%	78 25%	89 25%	119 28%	54 21%	238 23%
a Prime Minister who is better qualified than me in terms of background and experience	721 71%	412 74%	382 78%	339 65%	206 71%	260 71%	254 71%	436 78%	285 62%	353 75%	368 67%	83 70%	638 71%	239 70%	231 73%	251 69%	293 69%	193 75%	731 72%
No opinion	47 5%	28 5%	14 3%	33 6%	9 3%	16 4%	22 6%	19 3%	28 6%	11 2%	36 7%	6 5%	41 5%	19 6%	6 2%	22 6%	14 3%	9 3%	48 5%

Fieldwork dates : 12th to 14th September 2008
 Respondent Type : General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2008/83
 *Less than 0.5%