

Ipsos MORI Political Monitor - March 2010

Table 1

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

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Total Voting	1227	750	1031	1000	934	829	34	612	615	328	429	471	130	198	217	212	210	261	124	357	351	245	275	708	520	1222
Conservative	397	264	355	349	328	292	5	199	198	85	133	179	25	60	73	60	62	117	53	131	124	77	64	255	141	397
	32%	35%	34%	35%	35%	35%	15%	33%	32%	26%	31%	38%	19%	30%	34%	28%	29%	45%	43%	37%	35%	31%	23%	36%	27%	32%
Labour	401	223	315	300	276	243	24	186	215	116	153	132	58	58	84	69	60	72	36	97	109	77	119	206	195	389
	33%	30%	31%	30%	30%	29%	70%	30%	35%	35%	36%	28%	45%	29%	39%	33%	28%	28%	29%	27%	31%	31%	43%	29%	38%	32%
Liberal Democrats (Lib Dem)	270	158	230	222	205	181	1	134	136	80	91	99	26	54	40	51	51	48	23	90	77	48	55	167	103	273
	22%	21%	22%	22%	22%	22%	3%	22%	22%	24%	21%	21%	20%	27%	18%	24%	24%	18%	19%	25%	22%	19%	20%	24%	20%	22%
Scottish Nationalist	23	16	20	20	19	17	*	13	10	3	9	12	2	*	3	5	6	6	4	4	5	9	5	9	14	27
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	*	2%	2%	3%	2%	3%	1%	2%	4%	2%	1%	3%	2%
Plaid Cymru	8	2	2	2	2	2	-	2	6	4	2	3	-	4	1	1	3	-	-	-	6	1	1	6	2	6
	1%	*	*	*	*	*	-	*	1%	1%	*	1%	-	2%	*	1%	1%	-	-	-	2%	*	*	1%	*	*
Green Party	33	21	26	26	24	22	1	11	21	17	10	6	8	9	5	6	2	3	2	8	11	6	6	20	13	39
	3%	3%	2%	3%	3%	3%	3%	2%	3%	5%	2%	1%	6%	4%	2%	3%	1%	1%	2%	2%	3%	3%	2%	3%	2%	3%
UKIP	50	42	49	49	48	45	-	33	18	8	16	27	2	6	6	10	16	11	3	14	10	11	15	24	27	48
	4%	6%	5%	5%	5%	5%	-	5%	3%	2%	4%	6%	1%	3%	3%	5%	8%	4%	2%	4%	3%	5%	6%	3%	5%	4%
British National Party	24	13	18	17	17	13	2	18	6	12	7	5	6	6	4	4	4	*	-	2	3	14	5	5	19	24
	2%	2%	2%	2%	2%	2%	7%	3%	1%	4%	2%	1%	5%	3%	2%	2%	2%	*	-	1%	1%	6%	2%	1%	4%	2%
Other	22	10	16	15	15	13	1	15	6	5	8	9	3	2	1	7	6	2	2	10	5	2	4	15	7	19
	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%	1%	2%	3%	1%	1%	2%	2%	1%	2%
"Conservative Lead over Labour"	-4	41	41	49	52	49	-19	13	-17	-31	-20	47	-34	3	-11	-9	2	45	18	34	15	*	-54	49	-54	8
	*	6%	4%	5%	6%	6%	-55%	-3%	-3%	-9%	-5%	10%	-26%	1%	-5%	-4%	1%	17%	14%	10%	4%	*	-20%	7%	-10%	1%
Undecided	110	27	57	53	46	36	12	39	71	36	41	33	19	18	24	16	9	24	12	29	30	27	23	60	50	108
	7%	3%	5%	5%	5%	4%	9%	5%	9%	9%	8%	6%	10%	7%	9%	6%	4%	8%	8%	7%	7%	9%	6%	7%	8%	7%
Would not vote	125	3	7	5	3	3	76	56	68	51	52	22	27	24	32	20	7	16	9	12	38	33	42	50	75	132
	8%	*	1%	*	*	*	61%	8%	9%	12%	10%	4%	15%	10%	11%	8%	3%	5%	6%	3%	9%	11%	12%	6%	11%	9%
Refused	41	19	31	31	27	25	3	24	17	12	18	11	7	5	12	6	2	9	4	6	14	9	12	20	21	40
	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	2%	4%	2%	4%	3%	1%	3%	3%	1%	3%	3%	3%	2%	3%	3%
Will vote for another party but don't know which	*	-	-	-	-	-	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	1
	*	-	-	-	-	-	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 2

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

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Total Voting	1227	397	401	270	806	802	542	686	327	840	137	507	26	533	568	342	107	196	911	14	887	335	406	388	433	154	1065	479	325	305	412	171	1222
Conservative	397	397	-	-	-	397	166	230	29	357	36	178	4	182	172	142	30	48	315	3	296	99	106	127	163	41	363	172	123	251	53	16	397
	32%	100%	-	-	-	49%	31%	34%	9%	42%	26%	35%	16%	34%	30%	42%	28%	25%	35%	23%	33%	29%	26%	33%	38%	27%	34%	36%	23%	82%	13%	9%	32%
Labour	401	-	401	-	401	-	180	221	224	147	50	152	14	166	183	99	29	85	282	5	264	136	148	128	125	69	343	162	100	8	270	18	389
	33%	-	100%	-	50%	-	33%	32%	68%	17%	36%	30%	54%	31%	32%	29%	27%	44%	31%	39%	30%	41%	37%	33%	29%	45%	32%	34%	31%	3%	66%	10%	32%
Liberal Democrats (Lib Dem)	270	-	-	270	270	270	117	152	50	204	32	104	7	111	131	66	31	40	197	1	202	65	94	72	103	27	239	84	60	16	58	132	273
	22%	-	-	100%	33%	34%	22%	22%	15%	24%	23%	21%	26%	21%	23%	19%	29%	20%	22%	9%	23%	19%	23%	19%	24%	18%	22%	17%	19%	5%	14%	77%	22%
Scottish Nationalist	23	-	-	-	23	23	11	13	5	17	4	8	-	8	14	3	1	5	17	-	20	3	23	-	-	-	-	12	4	3	4	*	27
	2%	-	-	-	3%	3%	2%	2%	2%	2%	3%	2%	-	1%	2%	1%	1%	3%	2%	-	2%	1%	6%	-	-	-	-	2%	1%	1%	1%	*	2%
Plaid Cymru	8	-	-	-	8	8	6	3	3	5	1	5	-	5	6	-	*	2	6	-	8	1	-	8	-	-	-	1	1	-	*	-	6
	1%	-	-	-	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	-	*	1%	1%	-	1%	*	-	2%	-	-	-	*	-	-	*	-	*
Green Party	33	-	-	-	33	33	12	21	9	23	7	10	-	10	19	6	5	2	25	1	22	10	7	13	13	7	29	6	13	1	5	4	39
	3%	-	-	-	4%	4%	2%	3%	3%	3%	5%	2%	-	2%	3%	2%	5%	1%	3%	6%	3%	3%	2%	3%	3%	4%	3%	1%	4%	*	1%	2%	3%
UKIP	50	-	-	-	50	50	24	26	1	49	1	25	1	26	17	17	7	5	35	3	41	9	16	14	21	4	48	21	13	17	10	-	48
	4%	-	-	-	6%	6%	5%	4%	*	6%	1%	5%	4%	5%	3%	5%	7%	3%	4%	22%	5%	3%	4%	4%	5%	2%	5%	4%	4%	6%	2%	-	4%
British National Party	24	-	-	-	-	-	13	12	3	20	5	10	-	10	12	6	2	4	18	-	13	11	6	14	4	2	23	11	2	4	5	1	24
	2%	-	-	-	-	-	2%	2%	1%	2%	4%	2%	-	2%	2%	2%	2%	2%	2%	-	1%	3%	2%	4%	1%	2%	2%	2%	1%	1%	1%	*	2%
Other	22	-	-	-	21	21	13	9	3	18	1	14	-	14	12	3	2	4	16	-	20	1	5	11	5	3	19	11	9	7	7	1	19
	2%	-	-	-	3%	3%	2%	1%	1%	2%	1%	3%	-	3%	2%	1%	2%	2%	2%	-	2%	*	1%	3%	1%	2%	2%	2%	3%	2%	2%	*	2%
"Conservative Lead over Labour"	-4	397	-401	0	-401	397	-14	9	-194	210	-13	26	-10	16	-11	44	2	-37	33	-2	32	-37	-42	-1	38	-28	20	10	24	243	-217	-1	8
	*	100%	-100%	0%	-50%	49%	-3%	1%	-60%	25%	-10%	5%	-38%	3%	-2%	13%	2%	-19%	4%	-16%	4%	-11%	-10%	*	9%	-18%	2%	2%	7%	80%	-53%	-1%	1%
Undecided	110	-	-	-	-	-	41	68	21	72	14	36	3	40	40	31	13	26	71	-	68	41	36	36	38	16	91	50	15	12	28	10	108
	7%	-	-	-	-	-	6%	8%	6%	7%	8%	6%	11%	6%	6%	8%	9%	10%	7%	-	6%	10%	7%	8%	7%	8%	7%	9%	4%	4%	2%	5%	7%
Would not vote	125	-	-	-	-	-	55	69	24	88	21	51	1	52	52	26	13	31	78	4	84	41	50	35	40	10	103	39	8	10	13	2	132
	8%	-	-	-	-	-	8%	8%	6%	9%	12%	8%	3%	8%	8%	6%	9%	12%	7%	21%	8%	10%	10%	7%	7%	5%	8%	7%	2%	3%	3%	1%	9%
Refused	41	-	-	-	-	-	22	19	8	24	4	24	-	24	16	11	8	6	27	-	29	12	9	7	25	13	38	14	4	2	4	1	40
	3%	-	-	-	-	-	3%	2%	2%	2%	2%	4%	-	4%	2%	3%	6%	2%	3%	-	3%	3%	2%	2%	5%	7%	3%	2%	1%	1%	1%	1%	3%
Will vote for another party but don't know which	*	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	-	-	*	-	*	-	*	-	-	-	*	*	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	-	*	-	-	-	-	-	*

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 3

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

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	833	833	833	833	833	833	-	440	393	147	285	401	47	100	130	155	171	230	95	281	219	125	208	500	333	833
Weighted Total	799	799	799	799	799	799	-	396	403	163	276	361	52	111	131	145	154	207	97	266	226	136	171	492	307	833
Total Voting	750	750	750	750	750	750	-	375	375	154	253	344	49	105	118	135	150	194	91	254	212	122	162	466	284	776
Conservative	264	264	264	264	264	264	-	135	129	46	76	142	13	33	38	38	51	91	39	94	82	48	40	176	88	280
	35%	35%	35%	35%	35%	35%	-	36%	34%	30%	30%	41%	26%	32%	32%	28%	34%	47%	43%	37%	39%	39%	25%	38%	31%	36%
Labour	223	223	223	223	223	223	-	108	115	48	88	87	16	32	50	39	39	48	27	65	64	24	69	130	93	226
	30%	30%	30%	30%	30%	30%	-	29%	31%	31%	35%	25%	33%	30%	42%	29%	26%	25%	29%	26%	30%	20%	43%	28%	33%	29%
Liberal Democrats (Lib Dem)	158	158	158	158	158	158	-	74	84	35	52	71	12	22	17	35	36	36	17	64	41	25	28	105	53	165
	21%	21%	21%	21%	21%	21%	-	20%	22%	23%	20%	21%	25%	21%	15%	26%	24%	18%	19%	25%	20%	21%	17%	23%	19%	21%
Scottish Nationalist	16	16	16	16	16	16	-	8	7	-	7	9	-	-	2	5	4	4	3	3	5	5	3	8	7	18
	2%	2%	2%	2%	2%	2%	-	2%	2%	-	3%	2%	-	-	2%	4%	3%	2%	3%	1%	2%	4%	2%	2%	3%	2%
Plaid Cymru	2	2	2	2	2	2	-	2	-	2	1	-	-	2	1	-	-	-	-	-	2	1	-	2	1	2
	*	*	*	*	*	*	-	1%	-	1%	*	-	-	2%	1%	-	-	-	-	-	1%	1%	-	*	*	*
Green Party	21	21	21	21	21	21	-	6	15	9	7	5	2	7	4	4	2	3	2	5	9	3	4	14	7	25
	3%	3%	3%	3%	3%	3%	-	2%	4%	6%	3%	1%	5%	6%	3%	3%	1%	2%	2%	2%	4%	2%	2%	3%	2%	3%
UKIP	42	42	42	42	42	42	-	24	18	6	12	24	1	5	3	9	13	11	3	14	6	10	12	20	22	38
	6%	6%	6%	6%	6%	6%	-	6%	5%	4%	5%	7%	2%	4%	2%	7%	9%	5%	3%	5%	3%	8%	7%	4%	8%	5%
British National Party	13	13	13	13	13	13	-	10	4	5	5	4	2	3	4	1	4	*	-	2	2	7	3	3	10	14
	2%	2%	2%	2%	2%	2%	-	3%	1%	3%	2%	1%	4%	2%	3%	1%	2%	*	-	1%	1%	6%	2%	1%	4%	2%
Other	10	10	10	10	10	10	-	7	4	4	4	2	2	2	-	4	2	*	-	6	*	-	4	7	4	8
	1%	1%	1%	1%	1%	1%	-	2%	1%	3%	2%	1%	5%	2%	-	3%	1%	*	-	3%	*	-	2%	1%	1%	1%
"Conservative Lead over Labour"	41	41	41	41	41	41	0	26	15	-2	-12	55	-3	1	-12	*	12	43	13	29	18	23	-29	47	-5	54
	6%	6%	6%	6%	6%	6%	0%	7%	4%	-1%	-5%	16%	-6%	1%	-10%	*	8%	22%	14%	11%	8%	19%	-18%	10%	-2%	7%
Undecided	27	27	27	27	27	27	-	12	15	5	15	8	3	1	7	8	3	5	1	8	7	9	3	15	12	33
	3%	3%	3%	3%	3%	3%	-	3%	4%	3%	5%	2%	6%	1%	5%	5%	2%	2%	1%	3%	3%	6%	2%	3%	4%	4%
Would not vote	3	3	3	3	3	3	-	-	3	1	1	1	-	1	1	-	-	1	1	2	-	-	1	2	1	4
	*	*	*	*	*	*	-	-	1%	*	*	*	-	1%	1%	-	-	1%	1%	1%	-	-	1%	*	*	*
Refused	19	19	19	19	19	19	-	9	10	4	7	8	-	4	5	2	2	7	3	2	7	5	5	9	10	20
	2%	2%	2%	2%	2%	2%	-	2%	2%	2%	3%	2%	-	3%	4%	1%	1%	3%	4%	1%	3%	4%	3%	2%	3%	2%

Fieldwork dates : 19th to 22nd March 2010

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Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 4

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

Base : All certain to vote

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	833	280	226	165	482	536	337	496	195	594	182	233	14	247	316	363	63	82	679	9	639	191	287	253	293	100	713	320	281	254	279	141	833	
Weighted Total	799	264	223	158	472	514	346	453	189	565	95	310	18	328	359	264	58	110	623	9	580	217	272	238	289	98	679	307	260	237	273	131	833	
Total Voting	750	264	223	158	472	514	324	426	184	531	87	292	18	310	340	247	52	103	587	9	549	198	258	227	265	89	635	284	252	232	266	123	776	
Conservative	264	35%	100%	-	-	-	264	99	165	12	245	23	108	3	111	111	108	17	24	219	3	203	61	73	87	105	24	237	112	93	193	28	11	280
Labour	223	-	223	-	223	-	111	112	132	75	32	86	11	97	106	64	11	39	170	3	147	75	90	61	72	42	179	82	79	4	183	12	226	
Liberal Democrats (Lib Dem)	158	-	-	158	158	158	63	95	25	121	20	51	3	54	76	47	12	22	123	1	117	39	58	42	58	13	138	48	49	10	30	96	165	
Scottish Nationalist	16	-	-	-	16	16	8	8	4	11	2	6	-	6	8	3	1	4	11	-	15	1	16	-	-	-	-	10	4	3	4	*	18	
Plaid Cymru	2	-	-	-	2	2	1	2	1	2	1	-	-	-	1	-	-	2	1	-	2	1	-	2	-	-	-	1	1	-	-	-	2	
Green Party	21	-	-	-	21	21	8	13	6	15	6	5	-	5	14	3	4	1	17	-	16	6	4	9	9	5	20	1	10	-	5	3	25	
UKIP	42	-	-	-	42	42	20	22	1	41	-	21	1	22	15	15	6	4	30	1	34	8	14	10	18	4	39	20	11	17	9	-	38	
British National Party	13	-	-	-	-	-	7	7	1	11	3	7	-	7	5	4	-	4	10	-	6	8	3	7	2	2	13	5	-	1	3	1	14	
Other	10	-	-	-	10	10	8	3	2	9	*	8	-	8	4	3	1	3	7	-	10	-	1	9	*	-	9	5	4	3	5	1	8	
"Conservative Lead over Labour"	41	6%	100%	-100%	0%	-223	264	-13	54	-120	170	-8	22	-8	14	6	44	6	-15	50	1	56	-14	-17	26	33	-18	58	30	14	189	-155	-1	54
Undecided	27	-	-	-	-	-	11	17	3	17	6	8	-	8	11	9	2	5	21	-	16	11	6	8	14	4	24	13	6	2	5	6	33	
Would not vote	3	-	-	-	-	-	*	2	1	2	*	-	-	-	-	1	1	1	1	-	2	1	2	*	1	-	2	1	-	-	-	1	4	
Refused	19	-	-	-	-	-	11	8	1	14	2	10	-	10	8	7	3	1	15	-	12	6	7	3	9	4	17	10	2	2	2	-	20	
	2%	-	-	-	-	-	3%	2%	1%	3%	2%	3%	-	3%	2%	3%	6%	1%	2%	-	2%	3%	2%	1%	3%	5%	3%	3%	1%	1%	-	-	2%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 7

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

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Conservative	347	237	318	312	296	261	5	182	165	77	119	151	24	53	68	51	53	99	43	116	112	64	55	228	119	339
	23%	30%	28%	29%	29%	29%	4%	25%	21%	18%	22%	28%	13%	22%	24%	20%	23%	32%	29%	29%	26%	20%	16%	27%	18%	23%
Labour	305	189	252	241	222	200	17	150	155	93	114	98	45	48	67	47	46	52	23	82	92	47	83	175	130	299
	20%	24%	22%	22%	22%	22%	14%	20%	20%	22%	21%	18%	25%	19%	23%	18%	20%	17%	15%	20%	21%	15%	24%	21%	20%	20%
Liberal Democrats (Lib Dem)	217	128	188	183	168	148	*	114	103	62	79	76	23	39	34	45	45	32	12	71	65	35	46	136	81	221
	14%	16%	17%	17%	17%	17%	*	16%	13%	14%	15%	14%	13%	16%	12%	18%	20%	10%	8%	18%	15%	11%	13%	16%	12%	15%
Scottish Nationalist	18	13	17	16	15	13	*	10	9	2	6	10	2	-	3	4	6	4	3	2	5	8	3	7	11	22
	1%	2%	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	-	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Plaid Cymru	8	2	2	2	2	2	-	2	6	4	2	3	-	4	1	1	3	-	-	-	6	1	1	6	2	6
	1%	*	*	*	*	*	-	*	1%	1%	*	1%	-	2%	*	*	1%	-	-	-	1%	*	*	1%	*	*
Green Party	22	16	19	19	19	16	1	10	12	10	6	6	7	3	3	4	2	3	2	7	7	4	5	13	9	30
	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	4%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%
UKIP	44	36	43	43	41	39	-	28	16	7	12	25	1	6	6	6	16	9	2	12	10	10	12	22	22	43
	3%	5%	4%	4%	4%	4%	-	4%	2%	2%	2%	5%	1%	2%	2%	2%	7%	3%	2%	3%	2%	3%	3%	3%	3%	3%
Scottish Socialist Party	2	-	2	2	2	2	-	2	-	-	1	1	-	-	1	-	1	-	-	-	1	1	-	1	1	2
	*	-	*	*	*	*	-	*	-	-	*	*	-	-	*	-	1%	-	-	-	*	*	-	*	*	*
British National Party (BNP)	23	13	17	15	15	13	2	17	6	11	7	5	6	4	4	4	4	*	-	2	3	12	5	5	17	23
	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	4%	2%	1%	1%	2%	*	-	1%	1%	4%	1%	1%	3%	2%
Independent Candidate	4	-	1	-	-	-	-	4	-	-	2	1	-	-	-	2	1	-	-	1	1	1	-	2	1	3
	*	-	*	-	-	-	-	*	-	-	*	*	-	-	-	1%	1%	-	-	*	*	*	-	*	*	*
Other	13	8	10	10	10	8	1	7	6	4	5	4	2	2	*	4	2	2	2	7	2	-	4	9	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%
Undecided	335	128	216	204	185	156	21	125	210	102	115	118	43	59	53	62	38	80	46	84	77	91	83	161	174	328
	22%	16%	19%	19%	18%	16%	16%	17%	27%	24%	21%	22%	24%	24%	19%	24%	17%	26%	31%	21%	18%	29%	24%	19%	26%	22%
Would not vote	118	2	4	3	2	2	76	56	62	48	50	21	25	23	30	19	7	14	7	10	35	33	41	45	74	125
	8%	*	*	*	*	*	60%	8%	8%	11%	9%	4%	14%	9%	11%	8%	3%	5%	5%	3%	8%	11%	12%	5%	11%	8%
Don't know	*	-	-	-	-	-	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	1
	*	-	-	-	-	-	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*
Refused	46	25	37	37	33	30	3	25	21	8	21	17	3	5	15	6	3	14	9	9	16	8	13	25	21	53
	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	2%	5%	2%	1%	4%	6%	2%	4%	3%	4%	3%	3%	4%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 8

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

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503	
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503	
Conservative	347	347	-	-	-	347	148	199	23	317	29	162	4	166	157	117	29	41	274	2	257	89	91	113	143	38	315	158	116	223	48	14	339	
	23%	88%	-	-	-	43%	22%	24%	6%	31%	16%	26%	14%	26%	23%	28%	21%	16%	25%	14%	24%	21%	18%	24%	27%	20%	24%	27%	33%	68%	11%	8%	23%	
Labour	305	-	305	-	305	-	150	155	187	94	36	121	14	135	143	72	26	58	215	5	196	109	121	86	98	56	260	125	87	4	213	11	299	
	20%	-	76%	-	38%	-	23%	18%	49%	9%	21%	20%	46%	21%	21%	18%	19%	23%	20%	31%	18%	25%	24%	18%	18%	29%	20%	21%	25%	1%	47%	6%	20%	
Liberal Democrats (Lib Dem)	217	-	-	217	217	97	120	39	170	27	87	4	91	108	52	25	31	160	-	162	54	78	55	83	24	188	67	48	11	47	113	221		
	14%	-	-	81%	27%	27%	15%	14%	10%	17%	16%	14%	14%	14%	16%	13%	18%	12%	15%	-	15%	12%	16%	12%	16%	12%	14%	11%	14%	3%	10%	61%	15%	
Scottish Nationalist	18	-	-	-	18	18	9	10	5	12	3	6	-	6	9	3	1	5	12	-	16	3	18	-	-	-	-	11	2	3	4	*	22	
	1%	-	-	-	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	1%	-	1%	1%	4%	-	-	-	-	2%	1%	1%	1%	*	1%	1%	
Plaid Cymru	8	-	-	-	8	8	6	3	3	5	1	5	-	5	6	-	*	2	6	-	8	1	-	8	-	-	-	1	1	-	*	-	6	
	1%	-	-	-	1%	1%	1%	*	1%	1%	*	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	2%	-	-	-	*	*	-	*	-	-	*	
Green Party	22	-	-	-	22	22	8	14	4	18	5	6	-	6	10	6	5	1	16	-	16	6	4	9	8	3	21	2	10	1	4	4	30	
	1%	-	-	-	3%	3%	1%	2%	1%	2%	3%	1%	-	1%	2%	1%	3%	1%	1%	-	1%	1%	1%	2%	2%	2%	2%	*	3%	*	1%	2%	2%	
UKIP	44	-	-	-	44	44	21	23	1	43	*	22	1	23	14	17	7	5	31	1	35	9	11	13	20	4	42	19	13	16	9	-	43	
	3%	-	-	-	5%	5%	3%	3%	*	4%	*	3%	3%	3%	2%	4%	5%	2%	3%	6%	3%	2%	2%	3%	4%	2%	3%	3%	4%	5%	2%	-	3%	
Scottish Socialist Party	2	-	-	-	2	2	1	1	-	2	-	1	-	1	1	-	1	-	1	-	2	-	2	-	-	-	-	1	-	-	1	-	2	
	*	-	-	-	*	*	*	*	-	*	-	*	-	*	*	-	1%	-	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	*
British National Party (BNP)	23	-	-	-	-	-	11	12	3	18	5	9	-	9	10	6	2	4	17	-	13	10	6	13	4	2	22	11	*	4	3	1	23	
	1%	-	-	-	-	-	2%	1%	1%	2%	3%	1%	-	1%	2%	2%	1%	2%	2%	-	1%	2%	1%	3%	1%	1%	2%	2%	*	1%	1%	*	2%	
Independent Candidate	4	-	-	-	4	4	4	-	1	2	-	4	-	4	4	-	-	-	4	-	2	1	-	1	2	1	4	2	2	1	1	-	3	
	*	-	-	-	*	*	1%	-	*	*	-	1%	-	1%	1%	-	-	-	*	-	2	*	*	*	1%	*	*	*	*	*	*	-	*	
Other	13	-	-	-	13	13	6	6	2	11	*	8	-	8	8	1	*	4	9	-	13	-	3	8	2	2	12	7	4	4	4	-	8	
	1%	-	-	-	2%	2%	1%	1%	1%	1%	*	1%	-	1%	1%	*	1%	1%	-	1%	1%	-	1%	2%	*	1%	1%	1%	1%	1%	1%	-	1%	
Undecided	335	47	94	51	168	120	126	209	86	215	43	117	6	123	139	96	25	71	235	5	239	96	102	116	117	39	296	126	54	48	106	38	328	
	22%	12%	23%	19%	21%	15%	19%	25%	23%	21%	24%	19%	20%	19%	21%	23%	18%	27%	22%	28%	22%	22%	20%	25%	22%	20%	23%	22%	15%	15%	23%	21%	22%	
Would not vote	118	-	-	-	-	-	53	66	22	83	20	49	1	50	52	25	11	27	77	4	79	39	49	34	36	10	97	37	8	10	11	1	125	
	8%	-	-	-	-	-	8%	8%	6%	8%	11%	8%	3%	8%	8%	6%	8%	11%	7%	21%	7%	9%	10%	7%	7%	5%	7%	6%	2%	3%	2%	1%	8%	
Don't know	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-	1	
	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	
Refused	46	3	2	2	5	6	21	25	4	34	5	22	-	22	15	16	7	8	31	-	32	14	14	10	21	12	42	14	6	6	6	3	53	
	3%	1%	*	1%	1%	1%	3%	3%	1%	3%	3%	4%	-	3%	2%	4%	5%	3%	3%	-	3%	3%	3%	2%	4%	6%	3%	2%	2%	2%	1%	1%	4%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 9

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

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted 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	381	167	264	251	227	198	22	159	222	98	135	148	40	58	64	71	53	95	43	95	94	84	108	189	192	381
Weighted Total	381	154	253	241	218	186	23	150	231	110	136	135	46	64	68	68	42	94	55	93	92	99	96	186	196	381
Conservative	49 13%	27 18%	37 15%	37 15%	32 15%	31 17%	1	17 12%	32 14%	8 7%	14 10%	28 20%	*	7 11%	5 7%	9 13%	9 22%	11 20%	11 20%	16 17%	12 12%	13 13%	9 10%	27 15%	22 11%	58 15%
Labour	96 25%	34 22%	63 25%	59 24%	54 25%	42 23%	7 31%	36 24%	60 26%	23 21%	40 29%	33 25%	13 28%	10 15%	17 25%	23 33%	13 32%	20 21%	13 23%	14 15%	17 18%	30 30%	35 37%	31 17%	65 33%	90 24%
Liberal Democrats (Lib Dem)	53 14%	30 19%	42 17%	39 16%	37 17%	33 18%	1 3%	20 13%	33 14%	18 16%	12 9%	23 17%	3 6%	15 24%	5 8%	6 9%	7 16%	16 17%	12 21%	19 21%	12 12%	13 13%	9 9%	31 17%	22 11%	52 14%
Scottish Nationalist	5 1%	2 1%	4 2%	4 2%	4 2%	4 2%	-	4 2%	1 1%	*	2 2%	2 2%	-	*	1 1%	2 2%	-	2 3%	2 3%	2 2%	*	2 1%	1 2%	2 1%	3 1%	5 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	11 3%	5 3%	6 2%	6 3%	5 2%	5 3%	-	1 1%	9 4%	7 6%	4 3%	-	1 2%	6 9%	2 3%	2 3%	-	-	-	2 2%	5 5%	3 3%	1 1%	6 3%	4 2%	9 2%
UKIP	6 2%	6 4%	6 2%	6 3%	6 3%	6 3%	-	5 3%	1 1%	1 1%	4 3%	2 1%	1 1%	-	-	4 5%	-	2 2%	*	2 2%	-	1 1%	3 3%	2 1%	5 2%	5 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	2 *	-	2 1%	2 1%	2 1%	-	-	2 1%	-	2 2%	-	-	-	2 3%	-	-	-	-	-	-	-	2 2%	-	-	2 1%	1 *
Independent Candidate	*	*	*	*	*	*	-	*	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	1 *
Other	3 1%	2 1%	3 1%	3 1%	3 1%	3 1%	-	2 2%	*	1 1%	-	2 1%	1 2%	-	-	-	2 4%	*	-	2 2%	-	-	1 1%	2 1%	1 *	5 1%
Undecided	110 29%	27 18%	57 22%	53 22%	46 21%	36 19%	12 51%	39 26%	71 31%	36 33%	41 30%	33 24%	19 40%	18 28%	24 36%	16 24%	9 22%	24 25%	12 22%	29 31%	30 33%	27 28%	23 23%	60 32%	50 26%	108 28%
Would not vote	6 2%	1 1%	3 1%	1 1%	1 *	1 1%	*	*	6 3%	3 3%	2 2%	1 1%	2 5%	1 1%	2 3%	*	-	1 1%	1 2%	2 2%	3 3%	-	2 2%	5 2%	2 1%	7 2%
Refused	41 11%	19 12%	31 12%	31 13%	27 12%	25 13%	3 12%	24 16%	17 7%	12 11%	18 13%	11 8%	7 14%	5 8%	12 17%	6 9%	2 4%	9 10%	4 8%	6 6%	14 15%	9 9%	12 12%	20 11%	21 11%	40 10%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 10

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

Base : All undecided or refused

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	381	58	90	52	166	134	145	236	75	266	92	103	4	107	136	143	35	62	279	5	278	102	125	125	131	47	333	140	70	60	106	45	381
Weighted Total	381	49	96	53	173	127	147	234	89	248	48	139	6	145	154	112	32	79	266	5	271	110	116	126	139	51	337	140	60	54	112	41	381
Conservative	49	49	-	-	-	49	18	31	6	40	8	16	-	16	15	25	1	7	41	1	39	10	15	14	20	3	48	14	7	28	5	2	58
	13%	100%	-	-	-	39%	12%	13%	6%	16%	16%	12%	-	11%	10%	23%	3%	9%	15%	17%	15%	9%	13%	11%	14%	5%	14%	10%	12%	52%	4%	4%	15%
Labour	96	-	96	-	96	-	30	66	36	53	13	31	*	31	40	27	2	27	67	-	69	27	27	42	27	13	83	37	13	4	57	7	90
	25%	-	100%	-	55%	-	20%	28%	40%	21%	27%	22%	5%	22%	26%	24%	6%	34%	25%	-	25%	25%	23%	33%	19%	26%	25%	26%	21%	7%	51%	17%	24%
Liberal Democrats (Lib Dem)	53	-	-	53	53	21	32	10	34	4	17	2	19	23	14	6	9	37	1	40	12	16	17	20	4	51	17	12	5	11	20	52	
	14%	-	-	100%	30%	41%	14%	14%	12%	14%	9%	12%	39%	13%	15%	12%	18%	11%	14%	24%	15%	11%	14%	13%	14%	7%	15%	12%	21%	9%	10%	49%	14%
Scottish Nationalist	5	-	-	-	5	5	2	3	*	4	1	2	-	2	4	1	-	-	5	-	5	-	-	-	-	-	1	2	-	-	-	5	
	1%	-	-	-	3%	4%	1%	1%	1%	2%	2%	1%	-	1%	3%	*	-	-	2%	-	2%	-	-	-	-	-	1%	3%	-	-	-	-	1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	11	-	-	-	11	11	3	7	5	5	2	4	-	4	9	-	-	1	9	1	7	4	2	3	5	4	8	4	3	-	1	-	9
	3%	-	-	-	6%	8%	2%	3%	6%	2%	5%	3%	-	3%	6%	-	-	1%	3%	17%	2%	4%	2%	3%	4%	7%	2%	3%	5%	-	1%	-	2%
UKIP	6	-	-	-	6	6	4	2	-	6	1	4	-	4	4	*	-	-	4	2	6	-	4	1	*	-	6	2	-	1	1	-	5
	2%	-	-	-	4%	5%	2%	1%	-	2%	1%	3%	-	3%	2%	*	-	-	2%	41%	2%	-	4%	1%	*	-	2%	1%	-	2%	1%	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	2	-	-	-	-	-	2	-	-	2	-	2	-	2	2	-	-	-	2	-	-	2	-	-	-	-	2	-	2	-	2	-	1
	*	-	-	-	-	-	1%	-	-	1%	-	1%	-	1%	1%	-	-	-	1%	-	-	2%	-	1%	-	-	1%	-	3%	-	2%	-	*
Independent Candidate	*	-	-	-	*	*	*	-	-	*	*	-	-	-	-	*	-	*	-	*	*	-	*	-	-	-	*	-	*	-	*	-	1
	*	-	-	-	*	*	*	-	-	*	1%	-	-	-	-	*	-	*	-	*	*	-	*	-	-	-	*	-	1%	-	*	-	*
Other	3	-	-	-	3	3	2	1	-	3	*	2	-	2	-	2	1	-	2	-	3	-	-	2	1	-	3	*	2	1	*	1	5
	1%	-	-	-	2%	2%	1%	1%	-	1%	1%	1%	-	1%	-	2%	3%	-	1%	-	1%	-	-	2%	1%	-	1%	*	4%	3%	*	1%	1%
Undecided	110	-	-	-	-	-	41	68	21	72	14	36	3	40	40	31	13	26	71	-	68	41	36	36	38	16	91	50	15	12	28	10	108
	29%	-	-	-	-	-	28%	29%	24%	29%	29%	26%	56%	27%	26%	28%	40%	33%	27%	-	25%	37%	31%	29%	27%	31%	27%	36%	25%	21%	25%	24%	28%
Would not vote	6	-	-	-	-	-	3	4	2	5	1	2	-	2	1	1	2	3	1	-	5	2	2	1	4	-	6	2	*	1	2	1	7
	2%	-	-	-	-	-	2%	2%	2%	2%	2%	1%	-	1%	*	1%	6%	4%	*	-	2%	2%	1%	3%	-	2%	1%	1%	2%	3%	2%	2%	
Refused	41	-	-	-	-	-	22	19	8	24	4	24	-	24	16	11	8	6	27	-	29	12	9	7	25	13	38	14	4	2	4	1	40
	11%	-	-	-	-	-	15%	8%	9%	10%	7%	17%	-	17%	10%	10%	24%	7%	10%	-	11%	11%	8%	6%	18%	25%	11%	10%	7%	4%	3%	2%	10%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 11

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

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	833	833	833	833	833	833	-	440	393	147	285	401	47	100	130	155	171	230	95	281	219	125	208	500	333	833
Weighted Total	799	799	799	799	799	799	-	396	403	163	276	361	52	111	131	145	154	207	97	266	226	136	171	492	307	833
Conservative	237	237	237	237	237	237	-	128	109	44	70	123	12	32	36	34	42	81	34	84	74	42	36	158	79	246
	30%	30%	30%	30%	30%	30%	-	32%	27%	27%	25%	34%	24%	29%	27%	24%	27%	39%	35%	32%	33%	31%	21%	32%	26%	30%
Labour	189	189	189	189	189	189	-	96	93	46	72	71	16	30	41	31	32	39	20	60	59	17	54	119	70	190
	24%	24%	24%	24%	24%	24%	-	24%	23%	28%	26%	20%	30%	27%	31%	21%	21%	19%	21%	23%	26%	12%	31%	24%	23%	23%
Liberal Democrats (Lib Dem)	128	128	128	128	128	128	-	66	62	27	48	54	11	15	16	31	30	23	8	49	36	20	23	85	43	137
	16%	16%	16%	16%	16%	16%	-	17%	15%	16%	17%	15%	22%	14%	13%	22%	20%	11%	8%	18%	16%	15%	14%	17%	14%	16%
Scottish Nationalist	13	13	13	13	13	13	-	7	7	-	6	8	-	-	2	4	4	3	3	2	5	5	2	7	7	16
	2%	2%	2%	2%	2%	2%	-	2%	2%	-	2%	2%	-	-	1%	3%	3%	2%	3%	1%	2%	3%	1%	1%	2%	2%
Plaid Cymru	2	2	2	2	2	2	-	2	-	2	1	-	-	2	1	-	-	-	-	-	2	1	-	2	1	2
	*	*	*	*	*	*	-	1%	-	1%	*	-	-	1%	1%	-	-	-	-	-	1%	1%	-	*	*	*
Green Party	16	16	16	16	16	16	-	6	10	6	6	5	2	3	3	3	2	3	2	5	5	3	3	10	6	20
	2%	2%	2%	2%	2%	2%	-	1%	3%	3%	2%	1%	5%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
UKIP	36	36	36	36	36	36	-	20	16	6	9	22	1	5	3	6	13	9	2	12	6	8	10	18	18	34
	5%	5%	5%	5%	5%	5%	-	5%	4%	3%	3%	6%	2%	4%	2%	4%	9%	4%	2%	5%	3%	6%	6%	4%	6%	4%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	13	13	13	13	13	13	-	10	4	5	5	4	2	3	4	1	4	*	-	2	2	7	3	3	10	14
	2%	2%	2%	2%	2%	2%	-	2%	1%	3%	2%	1%	4%	2%	3%	1%	2%	*	-	1%	1%	5%	2%	1%	3%	2%
Other	8	8	8	8	8	8	-	5	3	4	4	-	2	2	-	4	-	-	-	5	-	-	3	5	3	4
	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	2%	-	3%	2%	-	3%	-	-	-	2%	-	-	2%	1%	1%	*
Undecided	128	128	128	128	128	128	-	44	84	20	49	59	5	15	20	29	24	36	20	41	31	28	29	71	57	138
	16%	16%	16%	16%	16%	16%	-	11%	21%	13%	18%	16%	10%	14%	15%	20%	15%	17%	21%	15%	14%	21%	17%	15%	19%	17%
Would not vote	2	2	2	2	2	2	-	-	2	1	1	-	-	1	1	-	-	-	-	2	-	-	-	2	-	3
	*	*	*	*	*	*	-	-	*	*	*	-	-	1%	1%	-	-	-	-	1%	-	-	-	*	-	*
Refused	25	25	25	25	25	25	-	13	12	4	7	15	-	4	5	1	3	12	8	5	7	5	9	11	14	29
	3%	3%	3%	3%	3%	3%	-	3%	3%	2%	2%	4%	-	3%	4%	1%	2%	6%	8%	2%	3%	4%	5%	2%	4%	3%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 12

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

Base : All certain to vote

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	833	280	226	165	482	536	337	496	195	594	182	233	14	247	316	363	63	82	679	9	639	191	287	253	293	100	713	320	281	254	279	141	833	
Weighted Total	799	264	223	158	472	514	346	453	189	565	95	310	18	328	359	264	58	110	623	9	580	217	272	238	289	98	679	307	260	237	273	131	833	
Conservative	237	237	-	-	-	237	92	145	9	225	21	101	3	104	106	93	16	19	200	2	179	58	66	76	96	22	210	104	90	176	26	10	246	
	30%	90%	-	-	-	46%	27%	32%	5%	40%	22%	33%	17%	32%	30%	35%	28%	17%	32%	28%	31%	27%	24%	32%	33%	23%	31%	34%	34%	74%	10%	8%	30%	
Labour	189	-	189	-	189	-	98	92	121	54	24	76	11	87	88	53	10	35	141	3	123	66	77	49	64	37	150	67	73	1	159	7	190	
	24%	-	85%	-	40%	-	28%	20%	64%	10%	25%	25%	59%	27%	25%	20%	18%	32%	23%	31%	21%	30%	28%	20%	22%	38%	22%	22%	28%	*	58%	6%	23%	
Liberal Democrats (Lib Dem)	128	-	-	128	128	128	56	72	20	101	18	47	2	49	64	38	11	16	102	-	94	34	48	32	48	13	109	41	41	7	24	84	137	
	16%	-	-	81%	27%	25%	16%	16%	11%	18%	19%	15%	13%	15%	18%	14%	19%	14%	16%	-	16%	16%	18%	13%	17%	13%	16%	13%	16%	3%	9%	64%	16%	
Scottish Nationalist	13	-	-	-	13	13	6	7	4	9	2	5	-	5	6	3	1	4	9	-	12	1	13	-	-	-	-	9	2	3	4	*	16	
	2%	-	-	-	3%	3%	2%	2%	2%	2%	2%	2%	-	1%	2%	1%	2%	3%	1%	-	2%	*	5%	-	-	-	-	3%	1%	1%	1%	*	2%	
Plaid Cymru	2	-	-	-	2	2	1	2	1	2	1	-	-	-	1	-	-	2	1	-	2	1	-	2	-	-	-	1	1	-	-	-	2	
	*	-	-	-	1%	*	*	*	1%	*	1%	-	-	-	*	-	-	1%	*	-	*	*	-	1%	-	-	-	*	*	-	-	-	*	
Green Party	16	-	-	-	16	16	7	9	3	13	4	5	-	5	9	3	4	*	12	-	11	5	3	8	5	1	15	1	9	-	4	3	20	
	2%	-	-	-	3%	3%	2%	2%	2%	2%	4%	2%	-	2%	2%	1%	7%	*	2%	-	2%	2%	1%	3%	2%	1%	2%	*	4%	-	1%	2%	2%	
UKIP	36	-	-	-	36	36	16	20	1	35	-	17	1	18	11	15	6	4	26	-	28	8	10	9	17	4	34	18	11	16	7	-	34	
	5%	-	-	-	8%	7%	5%	4%	*	6%	-	6%	6%	6%	3%	6%	10%	4%	4%	-	5%	4%	4%	4%	6%	4%	5%	6%	4%	7%	3%	-	4%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party (BNP)	13	-	-	-	-	-	7	7	1	11	3	7	-	7	5	4	-	4	10	-	6	8	3	7	2	2	13	5	-	1	3	1	14	
	2%	-	-	-	-	-	2%	1%	1%	2%	3%	2%	-	2%	2%	2%	-	3%	2%	-	1%	3%	1%	3%	1%	3%	2%	2%	-	*	1%	*	2%	
Other	8	-	-	-	8	8	6	2	2	6	-	6	-	6	4	1	-	3	5	-	8	-	1	7	-	-	7	5	2	2	4	-	4	
	1%	-	-	-	2%	2%	2%	*	1%	1%	-	2%	-	2%	1%	*	-	3%	1%	-	1%	-	*	3%	-	-	1%	2%	1%	2%	-	-	*	
Undecided	128	26	32	29	75	69	45	84	25	87	21	35	1	36	55	43	5	21	99	4	98	30	41	42	46	13	118	44	27	25	38	24	138	
	16%	10%	14%	18%	16%	13%	13%	18%	13%	15%	22%	11%	5%	11%	15%	16%	9%	19%	16%	41%	17%	14%	15%	17%	16%	14%	17%	14%	10%	11%	14%	19%	17%	
Would not vote	2	-	-	-	-	-	1	1	1	1	*	-	-	-	-	1	1	-	1	-	1	1	*	*	1	-	1	1	-	-	-	-	3	
	*	-	-	-	-	-	*	*	*	*	*	-	-	-	*	*	1%	-	*	-	*	*	*	*	*	-	*	*	-	-	-	-	-	*
Refused	25	1	1	1	4	4	13	13	2	20	2	11	-	11	8	10	3	3	19	-	18	6	10	6	9	5	22	11	5	5	3	1	29	
	3%	*	1%	1%	1%	1%	4%	3%	1%	4%	2%	4%	-	3%	2%	4%	6%	3%	3%	-	3%	3%	4%	3%	3%	5%	3%	4%	2%	2%	1%	1%	3%	

Fieldwork dates : 19th to 22nd March 2010

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Ipsos MORI Political Monitor - March 2010

Table 13

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

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

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	167	167	167	167	167	167	-	68	99	22	61	84	6	16	26	35	33	51	22	46	40	32	49	86	81	167
Weighted Total	154	154	154	154	154	154	-	57	97	24	56	74	5	19	25	31	27	47	28	45	37	34	37	83	71	167
Conservative	27	27	27	27	27	27	-	7	20	2	7	19	*	1	2	4	8	10	5	10	8	5	4	18	9	34
	18%	18%	18%	18%	18%	18%	-	12%	21%	7%	12%	25%	7%	7%	9%	14%	31%	22%	20%	22%	21%	16%	10%	22%	13%	20%
Labour	34	34	34	34	34	34	-	13	21	2	16	16	*	2	8	8	6	9	6	5	6	8	15	11	23	36
	22%	22%	22%	22%	22%	22%	-	22%	22%	8%	29%	21%	4%	9%	33%	26%	24%	19%	23%	11%	15%	23%	41%	13%	33%	22%
Liberal Democrats (Lib Dem)	30	30	30	30	30	30	-	8	22	8	4	18	1	7	1	3	5	12	10	15	5	5	4	20	10	28
	19%	19%	19%	19%	19%	19%	-	14%	22%	34%	7%	24%	20%	38%	3%	10%	20%	26%	35%	33%	14%	16%	12%	24%	14%	17%
Scottish Nationalist	2	2	2	2	2	2	-	2	1	-	2	1	-	-	-	2	-	1	-	2	-	-	1	2	1	2
	1%	1%	1%	1%	1%	1%	-	3%	1%	-	3%	1%	-	-	-	5%	-	2%	-	3%	-	-	2%	2%	1%	1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	5	5	5	5	5	5	-	*	5	4	2	-	-	4	1	1	-	-	-	-	4	-	1	4	1	5
	3%	3%	3%	3%	3%	3%	-	1%	5%	15%	3%	-	-	20%	4%	2%	-	-	-	-	11%	-	3%	5%	2%	3%
UKIP	6	6	6	6	6	6	-	4	1	-	4	2	-	-	-	4	-	2	*	2	-	1	2	2	4	4
	4%	4%	4%	4%	4%	4%	-	7%	2%	-	7%	3%	-	-	-	12%	-	4%	2%	4%	-	4%	7%	2%	6%	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-	1
	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	1%	-	-	1%	-	-	*	-	1%
Other	2	2	2	2	2	2	-	2	-	1	-	2	1	-	-	-	1	*	-	2	-	-	*	2	*	3
	1%	1%	1%	1%	1%	1%	-	4%	-	2%	-	2%	10%	-	-	-	5%	*	-	4%	-	-	1%	2%	*	2%
Undecided	27	27	27	27	27	27	-	12	15	5	15	8	3	1	7	8	3	5	1	8	7	9	3	15	12	33
	18%	18%	18%	18%	18%	18%	-	21%	16%	19%	27%	11%	59%	7%	28%	26%	11%	10%	4%	18%	19%	26%	9%	19%	17%	20%
Would not vote	1	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	1	-	1	1
	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	-	-	-	-	2%	4%	-	-	-	3%	-	1%	1%
Refused	19	19	19	19	19	19	-	9	10	4	7	8	-	4	5	2	2	7	3	2	7	5	5	9	10	20
	12%	12%	12%	12%	12%	12%	-	16%	10%	15%	13%	11%	-	20%	21%	6%	6%	14%	12%	4%	19%	15%	13%	11%	14%	12%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 14

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

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

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	167	34	36	28	79	77	61	106	24	126	43	35	1	36	62	73	11	18	135	3	131	35	51	55	61	19	152	60	44	39	45	29	167	
Weighted Total	154	27	34	30	79	73	57	96	27	107	22	46	1	47	64	53	9	24	117	4	116	37	50	48	55	18	140	55	32	30	42	25	167	
Conservative	27	27	-	-	-	27	7	20	3	20	2	7	-	7	5	15	1	5	20	1	24	3	7	11	9	2	27	8	4	17	2	1	34	
	18%	100%	-	-	-	37%	12%	21%	11%	19%	11%	16%	-	15%	8%	28%	12%	23%	17%	24%	21%	8%	14%	23%	17%	8%	19%	14%	12%	57%	4%	2%	20%	
Labour	34	-	34	-	34	-	14	20	11	21	8	10	-	10	17	11	1	4	28	-	25	9	13	12	8	5	28	14	7	3	24	4	36	
	22%	-	100%	-	43%	-	24%	21%	42%	20%	35%	22%	-	21%	27%	20%	13%	19%	24%	-	21%	24%	27%	25%	15%	26%	20%	26%	20%	10%	58%	17%	22%	
Liberal Democrats (Lib Dem)	30	-	-	30	30	30	7	23	5	20	2	4	1	5	12	9	1	7	21	1	23	6	10	10	10	-	29	7	9	3	6	13	28	
	19%	-	-	100%	38%	41%	12%	23%	19%	19%	9%	9%	100%	11%	19%	17%	11%	28%	18%	35%	20%	16%	20%	20%	18%	-	21%	13%	27%	9%	15%	49%	17%	
Scottish Nationalist	2	-	-	2	2	2	2	1	-	2	-	2	-	2	2	-	-	-	2	-	2	-	2	-	-	-	-	1	2	-	-	-	2	
	1%	-	-	-	3%	3%	3%	1%	-	2%	-	3%	-	3%	4%	-	-	-	2%	-	2%	-	5%	-	-	-	-	1%	5%	-	-	-	1%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Green Party	5	-	-	5	5	1	4	3	2	2	2	-	-	-	5	-	-	1	5	-	4	1	1	1	4	4	5	-	1	-	1	-	5	
	3%	-	-	7%	7%	2%	4%	11%	2%	8%	-	-	-	-	7%	-	-	2%	4%	-	4%	3%	1%	1%	8%	19%	4%	-	2%	-	2%	-	3%	
UKIP	6	-	-	6	6	4	2	-	6	-	4	-	4	4	*	-	-	4	1	-	6	-	4	1	*	-	6	2	-	1	1	-	4	
	4%	-	-	7%	8%	6%	2%	-	5%	-	8%	-	8%	6%	1%	-	-	4%	42%	-	5%	-	7%	3%	1%	-	4%	4%	-	4%	-	-	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Independent Candidate	*	-	-	*	*	*	-	-	*	*	*	-	-	-	*	-	-	*	*	-	*	-	*	-	-	*	-	*	-	*	-	*	-	1
	*	-	-	*	*	1%	-	-	*	1%	-	-	-	-	1%	-	-	*	*	-	*	-	1%	-	-	*	-	1%	-	1%	-	-	1%	
Other	2	-	-	2	2	1	1	-	2	-	1	-	1	-	2	1	-	2	-	-	2	-	2	*	-	2	*	2	1	*	1	-	3	
	1%	-	-	3%	3%	2%	1%	-	2%	-	3%	-	3%	-	3%	6%	-	1%	-	-	2%	-	4%	*	-	2%	*	6%	5%	1%	2%	-	2%	
Undecided	27	-	-	-	-	-	11	17	3	17	6	8	-	8	11	9	2	5	21	-	16	11	6	8	14	4	24	13	6	2	5	6	33	
	18%	-	-	-	-	-	18%	17%	12%	16%	26%	18%	-	18%	18%	18%	22%	20%	18%	-	14%	31%	11%	16%	25%	22%	17%	23%	20%	7%	13%	25%	20%	
Would not vote	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	
	1%	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	4%	-	-	1%	-	2%	-	-	1%	-	-	-	-	4%	-	1%	
Refused	19	-	-	-	-	-	11	8	1	14	2	10	-	10	8	7	3	1	15	-	12	6	7	3	9	4	17	10	2	2	-	20		
	12%	-	-	-	-	-	19%	8%	4%	13%	9%	21%	-	20%	12%	13%	37%	5%	13%	-	11%	18%	13%	7%	16%	24%	12%	18%	7%	7%	4%	-	12%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 15

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?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
1 - Absolutely certain not to vote	125	-	-	-	-	-	125	63	62	53	48	24	39	14	29	19	9	15	9	12	36	38	39	48	77	130
	8%	-	-	-	-	-	100%	9%	8%	12%	9%	4%	21%	6%	10%	8%	4%	5%	6%	3%	8%	12%	11%	6%	12%	9%
2	25	-	-	-	-	-	-	12	13	11	11	3	5	6	7	4	1	2	-	3	7	10	5	10	15	26
	2%	-	-	-	-	-	-	2%	2%	3%	2%	1%	3%	2%	3%	2%	1%	1%	-	1%	2%	3%	2%	1%	2%	2%
3	60	-	-	-	-	-	-	29	32	23	24	13	15	8	16	8	6	7	6	10	18	19	13	28	32	49
	4%	-	-	-	-	-	-	4%	4%	5%	4%	2%	8%	3%	6%	3%	3%	2%	4%	2%	4%	6%	4%	3%	5%	3%
4	30	-	-	-	-	-	-	9	21	13	6	10	6	7	6	1	4	7	2	3	10	3	13	13	16	23
	2%	-	-	-	-	-	-	1%	3%	3%	1%	2%	3%	2%	*	2%	2%	1%	1%	1%	2%	1%	4%	2%	2%	2%
5	120	-	-	-	-	-	-	49	71	42	46	32	20	22	24	21	12	20	13	16	31	34	40	47	74	113
	8%	-	-	-	-	-	-	7%	9%	10%	8%	6%	11%	9%	9%	8%	5%	7%	9%	4%	7%	11%	11%	6%	11%	8%
6	37	-	37	-	-	-	-	18	20	17	15	5	8	10	8	7	3	3	1	16	7	8	6	23	14	42
	2%	-	3%	-	-	-	-	2%	3%	4%	3%	1%	4%	4%	3%	3%	1%	1%	1%	4%	2%	3%	2%	3%	2%	3%
7	79	-	79	79	-	-	-	44	35	32	30	16	14	18	18	12	11	5	3	20	33	12	14	53	26	74
	5%	-	7%	7%	-	-	-	6%	4%	8%	6%	3%	8%	7%	6%	5%	2%	2%	2%	5%	8%	4%	4%	6%	4%	5%
8	117	-	117	117	117	-	-	61	57	45	48	25	16	29	30	18	9	16	2	35	31	26	25	66	51	103
	8%	-	10%	11%	12%	-	-	8%	7%	10%	9%	5%	9%	12%	10%	7%	4%	5%	2%	9%	7%	8%	7%	8%	8%	7%
9	93	-	93	93	93	93	-	43	50	24	31	37	7	18	15	16	16	21	7	19	31	20	23	50	43	93
	6%	-	8%	9%	9%	10%	-	6%	6%	6%	6%	7%	4%	7%	5%	6%	7%	7%	5%	5%	7%	6%	6%	6%	6%	6%
10 - Absolutely certain to vote	799	799	799	799	799	-	-	396	403	163	276	361	52	111	131	145	154	207	97	266	226	136	171	492	307	833
	53%	100%	71%	73%	79%	90%	-	54%	52%	38%	51%	67%	29%	45%	46%	57%	68%	67%	65%	66%	52%	43%	49%	59%	46%	55%
Don't know	16	-	-	-	-	-	-	7	9	3	2	10	-	3	1	1	2	9	8	4	2	7	3	6	10	16
	1%	-	-	-	-	-	-	1%	1%	1%	*	2%	-	1%	*	1%	1%	3%	5%	1%	*	2%	1%	1%	2%	1%
Refused	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	*
Mean	7.82	10.00	9.37	9.48	9.68	9.90	1.00	7.88	7.75	6.94	7.68	8.66	5.90	7.73	7.37	8.04	8.70	8.62	8.37	8.72	7.81	7.10	7.42	8.25	7.27	7.91

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 16

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?

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
1 - Absolutely certain not to vote	125	5	24	1	27	8	51	74	33	79	15	46	1	47	54	22	11	34	76	5	77	49	47	40	38	16	107	44	8	9	19	2	130
	8%	1%	6%	*	3%	1%	8%	9%	9%	8%	9%	8%	3%	7%	8%	5%	8%	13%	7%	27%	7%	11%	9%	9%	7%	8%	8%	2%	3%	4%	1%	9%	
2	25	*	3	6	10	7	10	15	5	16	3	11	-	11	8	6	6	5	14	-	17	8	8	9	8	3	22	9	2	3	2	-	26
	2%	*	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	-	2%	1%	2%	4%	2%	1%	-	2%	2%	2%	2%	1%	1%	2%	2%	*	1%	*	-	2%
3	60	10	10	4	21	20	32	29	16	37	5	27	2	29	31	8	8	13	39	-	42	17	21	21	18	6	49	21	4	7	8	2	49
	4%	2%	3%	2%	3%	3%	5%	3%	4%	4%	3%	4%	6%	4%	5%	2%	6%	5%	4%	-	4%	4%	4%	5%	3%	3%	4%	4%	1%	2%	2%	1%	3%
4	30	3	10	3	15	8	9	21	8	20	2	10	2	11	9	9	3	9	18	-	20	9	20	5	5	3	26	12	7	4	3	2	23
	2%	1%	3%	1%	2%	1%	1%	2%	2%	2%	1%	2%	5%	2%	1%	2%	2%	3%	2%	-	2%	2%	4%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%
5	120	19	38	25	73	54	46	74	36	77	15	53	-	53	45	25	15	34	70	1	85	35	38	36	46	8	103	53	8	15	36	12	113
	8%	5%	9%	9%	9%	7%	7%	9%	9%	7%	8%	9%	-	8%	7%	6%	11%	13%	6%	6%	8%	8%	8%	8%	9%	4%	8%	9%	2%	4%	8%	7%	8%
6	37	6	15	7	24	15	18	19	13	22	8	19	-	19	22	3	7	6	25	-	23	14	11	13	14	5	35	17	6	1	13	2	42
	2%	2%	4%	3%	3%	2%	3%	2%	3%	2%	4%	3%	-	3%	3%	1%	5%	2%	2%	-	2%	3%	2%	3%	3%	3%	3%	3%	2%	*	3%	1%	3%
7	79	21	24	17	45	43	36	42	22	54	9	40	1	41	45	14	11	6	59	3	53	25	26	22	31	15	68	31	13	8	23	5	74
	5%	5%	6%	6%	6%	5%	6%	5%	6%	5%	5%	6%	4%	6%	4%	4%	8%	2%	5%	15%	5%	6%	5%	5%	6%	8%	5%	5%	4%	2%	5%	3%	5%
8	117	36	34	23	65	68	69	49	31	79	12	62	4	65	60	22	11	24	81	1	80	36	29	39	49	20	111	51	26	24	45	9	103
	8%	9%	8%	9%	8%	8%	10%	6%	8%	8%	7%	10%	12%	10%	9%	5%	8%	9%	7%	3%	7%	8%	6%	8%	9%	11%	9%	9%	7%	7%	10%	5%	7%
9	93	28	20	24	51	59	36	57	26	63	10	36	3	39	41	29	8	15	70	-	77	16	24	37	32	12	82	29	14	15	33	17	93
	6%	7%	5%	9%	6%	7%	5%	7%	7%	6%	6%	6%	10%	6%	6%	7%	6%	6%	6%	-	7%	4%	5%	8%	6%	6%	6%	5%	4%	5%	7%	9%	6%
10 - Absolutely certain to vote	799	264	223	158	472	514	346	453	189	565	95	310	18	328	359	264	58	110	623	9	580	217	272	238	289	98	679	307	260	237	273	131	833
	53%	67%	56%	59%	59%	64%	52%	54%	50%	55%	54%	50%	60%	51%	53%	64%	41%	43%	57%	49%	54%	50%	54%	51%	54%	51%	52%	53%	74%	72%	60%	71%	55%
Don't know	16	4	1	1	3	5	6	10	2	13	2	4	-	4	4	8	1	2	12	-	14	2	4	6	6	4	14	9	4	7	3	3	16
	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%
Refused	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	1	1	1	-	-	-	-	-	1
	*	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	-	-	-	*	-	-	*	*	-	-	-	-	-	-	*
Mean	7.82	8.93	8.06	8.60	8.34	8.77	7.85	7.79	7.67	7.96	7.86	7.76	8.53	7.80	7.88	8.48	7.19	7.01	8.11	6.76	7.95	7.49	7.68	7.77	7.99	7.92	7.81	7.83	9.08	8.95	8.50	9.14	7.91

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 17

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Satisfied	380 25%	189 24%	280 25%	268 25%	246 24%	215 24%	33 26%	190 26%	190 25%	141 33%	131 24%	109 20%	76 42%	64 26%	77 27%	54 21%	49 22%	59 19%	28 19%	100 25%	115 27%	77 24%	89 25%	215 26%	166 25%	359 24%
Dissatisfied	1024 68%	565 71%	783 70%	761 70%	707 70%	628 70%	79 63%	508 70%	516 67%	265 62%	363 67%	396 74%	93 51%	172 70%	177 62%	187 73%	165 73%	231 75%	110 74%	281 70%	297 69%	211 67%	235 67%	578 69%	447 67%	1047 70%
Don't know	98 7%	46 6%	63 6%	59 5%	57 6%	50 6%	14 11%	33 5%	66 8%	21 5%	45 8%	32 6%	13 7%	9 3%	32 11%	13 5%	13 6%	19 6%	10 7%	24 6%	21 5%	26 8%	27 8%	45 5%	53 8%	97 6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 18

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Satisfied	380	29	224	50	294	100	186	194	380	-	46	169	9	178	177	82	40	77	260	4	248	129	134	112	134	56	319	133	83	19	178	30	359
	25%	7%	56%	19%	37%	12%	28%	23%	100%	-	26%	27%	30%	27%	26%	20%	28%	30%	24%	23%	23%	30%	27%	24%	25%	29%	25%	23%	24%	6%	39%	17%	24%
Dissatisfied	1024	357	147	204	463	673	447	577	-	1024	121	415	19	434	466	308	93	147	774	11	761	261	333	328	364	123	889	414	251	301	252	142	1047
	68%	90%	37%	76%	57%	84%	68%	69%	-	100%	69%	67%	64%	67%	69%	75%	66%	57%	71%	64%	71%	61%	66%	70%	68%	64%	68%	71%	71%	91%	55%	77%	70%
Don't know	98	11	31	16	49	29	28	71	-	-	9	34	2	36	34	20	8	35	53	2	59	40	34	27	38	13	90	36	17	10	27	12	97
	7%	3%	8%	6%	6%	4%	4%	8%	-	-	5%	6%	7%	6%	5%	5%	6%	13%	5%	13%	6%	9%	7%	6%	7%	7%	7%	6%	5%	3%	6%	7%	6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 19

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Satisfied	518 34%	265 33%	380 34%	366 34%	334 33%	290 32%	39 31%	241 33%	277 36%	171 40%	176 33%	171 32%	81 44%	90 37%	103 36%	72 29%	72 32%	99 32%	50 34%	137 34%	148 34%	114 36%	119 34%	285 34%	233 35%	499 33%
Dissatisfied	896 60%	499 62%	692 61%	670 62%	628 62%	563 63%	73 59%	457 63%	439 57%	228 53%	324 60%	344 64%	87 48%	141 57%	158 55%	167 66%	147 65%	197 64%	93 62%	250 62%	263 61%	176 56%	206 59%	514 61%	383 57%	919 61%
Don't know	89 6%	36 4%	53 5%	52 5%	48 5%	39 4%	13 10%	33 4%	56 7%	28 7%	40 7%	21 4%	14 8%	14 6%	25 9%	15 6%	8 4%	13 4%	6 4%	17 4%	22 5%	24 8%	27 8%	38 5%	50 8%	85 6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 20

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Satisfied	518	44	284	75	391	152	238	280	331	144	61	207	18	225	231	126	51	107	357	4	353	164	197	148	173	68	424	189	116	24	235	55	499
	34%	11%	71%	28%	48%	19%	36%	33%	87%	14%	34%	33%	59%	35%	34%	31%	36%	41%	33%	23%	33%	38%	39%	32%	32%	36%	33%	32%	33%	7%	51%	30%	33%
Dissatisfied	896	342	103	173	377	615	383	513	41	843	104	372	12	384	411	262	84	128	672	12	661	231	280	284	332	112	794	360	223	293	205	117	919
	60%	86%	26%	64%	47%	77%	58%	61%	11%	82%	59%	60%	41%	59%	61%	64%	60%	49%	62%	68%	62%	54%	56%	61%	62%	58%	61%	62%	63%	89%	45%	64%	61%
Don't know	89	10	14	22	39	35	39	49	9	37	11	39	-	39	35	23	5	24	58	2	54	35	24	34	31	11	79	34	13	12	18	12	85
	6%	3%	4%	8%	5%	4%	6%	6%	2%	4%	7%	6%	-	6%	5%	5%	4%	9%	5%	9%	5%	8%	5%	7%	6%	6%	6%	6%	4%	4%	4%	6%	6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 21

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Satisfied	625 42%	362 45%	499 44%	487 45%	452 45%	404 45%	40 32%	307 42%	318 41%	179 42%	209 39%	238 44%	82 45%	97 39%	123 43%	86 34%	97 43%	141 46%	60 40%	177 44%	185 43%	135 43%	128 36%	362 43%	263 40%	624 42%
Dissatisfied	627 42%	332 42%	467 41%	451 41%	417 41%	372 42%	55 44%	320 44%	307 40%	178 42%	223 41%	226 42%	70 38%	108 44%	98 34%	125 49%	105 46%	121 39%	61 41%	171 42%	189 44%	117 37%	149 42%	360 43%	267 40%	636 42%
Don't know	251 17%	105 13%	160 14%	151 14%	140 14%	116 13%	30 24%	104 14%	148 19%	71 17%	108 20%	73 14%	30 16%	41 17%	64 23%	44 17%	25 11%	47 15%	28 19%	56 14%	59 14%	62 20%	74 21%	115 14%	136 20%	243 16%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 22

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Satisfied	625	301	119	95	243	425	261	364	157	430	66	250	14	264	281	186	51	102	467	5	437	186	213	167	245	76	548	270	150	201	147	72	624
	42%	76%	30%	35%	30%	53%	39%	43%	41%	42%	38%	40%	48%	41%	42%	45%	36%	40%	43%	29%	41%	43%	42%	36%	46%	39%	42%	46%	43%	61%	32%	39%	42%
Dissatisfied	627	54	221	142	451	284	282	345	162	441	79	255	10	264	293	161	62	101	453	10	462	163	210	207	210	82	527	209	168	85	234	99	636
	42%	14%	55%	53%	56%	35%	43%	41%	43%	43%	45%	41%	33%	41%	43%	39%	44%	39%	42%	59%	43%	38%	42%	44%	39%	43%	41%	36%	48%	26%	51%	54%	42%
Don't know	251	41	61	32	113	93	118	133	60	154	31	114	6	120	103	64	27	55	166	2	169	81	78	92	81	34	223	104	34	44	76	13	243
	17%	10%	15%	12%	14%	12%	18%	16%	16%	15%	18%	18%	20%	18%	15%	15%	20%	21%	15%	12%	16%	19%	16%	20%	15%	18%	17%	18%	10%	13%	17%	7%	16%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 23

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Satisfied	683 45%	406 51%	558 50%	543 50%	504 50%	455 51%	36 29%	353 48%	330 43%	186 44%	233 43%	264 49%	79 43%	107 44%	123 43%	111 44%	115 51%	148 48%	66 45%	198 49%	207 48%	134 43%	144 41%	405 48%	278 42%	706 47%
Dissatisfied	374 25%	190 24%	271 24%	260 24%	243 24%	214 24%	35 28%	181 25%	194 25%	111 26%	139 26%	125 23%	50 27%	61 25%	66 23%	74 29%	59 26%	65 21%	30 20%	108 27%	107 25%	74 23%	86 24%	215 26%	159 24%	361 24%
Don't know	445 30%	203 25%	297 26%	286 26%	262 26%	224 25%	54 43%	197 27%	248 32%	130 31%	167 31%	148 28%	54 29%	77 31%	97 34%	69 27%	52 23%	96 31%	52 35%	98 24%	119 27%	107 34%	122 35%	217 26%	228 34%	436 29%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 24

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Satisfied	683	177	181	214	442	437	299	384	211	449	81	268	16	284	307	208	53	107	515	8	506	174	227	195	262	78	596	253	169	164	206	130	706
	45%	45%	45%	79%	55%	55%	45%	46%	55%	44%	46%	43%	53%	44%	45%	51%	38%	41%	47%	46%	47%	41%	45%	42%	49%	41%	46%	43%	48%	50%	45%	70%	47%
Dissatisfied	374	89	112	27	191	168	170	204	81	280	40	171	9	181	182	90	39	59	272	5	261	113	121	132	121	54	317	140	97	69	124	31	361
	25%	22%	28%	10%	24%	21%	26%	24%	21%	27%	23%	28%	31%	28%	27%	22%	28%	23%	25%	28%	24%	26%	24%	28%	23%	28%	24%	24%	28%	21%	27%	17%	24%
Don't know	445	131	107	29	173	196	192	254	89	296	56	179	5	184	187	113	48	93	300	4	302	143	153	139	153	60	385	190	85	96	127	24	436
	30%	33%	27%	11%	21%	24%	29%	30%	23%	29%	32%	29%	16%	28%	28%	27%	34%	36%	28%	26%	28%	33%	31%	30%	29%	31%	30%	33%	24%	29%	28%	13%	29%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 25
Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Improve	548 36%	295 37%	412 37%	401 37%	368 36%	322 36%	46 37%	284 39%	264 34%	187 44%	178 33%	182 34%	77 42%	110 45%	92 32%	87 34%	71 31%	111 36%	61 41%	159 39%	177 41%	107 34%	105 30%	336 40%	212 32%	545 36%
Stay the same	485 32%	245 31%	378 34%	355 33%	322 32%	275 31%	29 23%	218 30%	267 35%	128 30%	217 40%	140 26%	55 30%	73 30%	121 42%	96 38%	64 28%	76 25%	31 21%	137 34%	138 32%	100 32%	110 31%	275 33%	210 32%	469 31%
Get worse	430 29%	242 30%	309 27%	306 28%	294 29%	273 31%	45 36%	209 29%	221 29%	100 23%	134 25%	196 36%	41 22%	59 24%	65 23%	69 27%	86 38%	110 35%	51 35%	98 24%	112 26%	103 33%	117 33%	210 25%	219 33%	448 30%
Don't know	40 3%	17 2%	26 2%	26 2%	26 3%	22 2%	5 4%	21 3%	20 3%	12 3%	10 2%	19 3%	9 5%	3 1%	8 3%	2 1%	6 3%	13 4%	6 4%	9 2%	6 1%	5 1%	20 6%	15 2%	25 4%	41 3%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 26
Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Improve	548	113	212	91	349	250	264	284	213	301	58	246	16	262	265	134	52	90	399	7	389	158	181	172	195	82	483	213	124	95	207	58	545
	36%	28%	53%	34%	43%	31%	40%	34%	56%	29%	33%	40%	53%	40%	39%	33%	37%	35%	37%	42%	36%	37%	36%	37%	36%	42%	37%	37%	35%	29%	45%	32%	36%
Stay the same	485	139	116	95	250	272	224	261	115	331	56	211	12	222	230	129	41	79	359	6	326	156	175	137	174	57	415	162	123	102	153	63	469
	32%	35%	29%	35%	31%	34%	34%	31%	30%	32%	32%	34%	39%	34%	34%	31%	29%	31%	33%	37%	31%	36%	35%	29%	32%	30%	32%	28%	35%	31%	33%	34%	31%
Get worse	430	133	67	77	194	260	161	268	39	370	59	149	2	151	168	134	47	79	302	2	321	107	137	141	152	50	366	193	98	119	89	62	448
	29%	33%	17%	29%	24%	32%	24%	32%	10%	36%	34%	24%	8%	23%	25%	33%	33%	31%	28%	11%	30%	25%	27%	30%	28%	26%	28%	33%	28%	36%	19%	33%	30%
Don't know	40	13	6	6	13	20	11	29	13	23	3	13	-	13	14	14	1	10	28	2	31	9	9	17	15	4	33	15	7	13	8	1	41
	3%	3%	2%	2%	2%	2%	2%	4%	3%	2%	1%	2%	-	2%	2%	3%	1%	4%	3%	10%	3%	2%	2%	4%	3%	2%	3%	3%	2%	4%	2%	1%	3%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 *Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 27

**Q8. How important is it to you personally who wins the next General Election?
(PL26)**

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Very important	535	403	466	459	448	429	18	269	266	111	180	244	32	78	84	96	106	138	69	175	140	84	136	315	220	540
	36%	50%	41%	42%	44%	48%	14%	37%	34%	26%	33%	46%	18%	32%	30%	38%	47%	45%	47%	43%	32%	27%	39%	38%	33%	36%
Fairly important	514	272	429	417	378	313	18	226	288	158	185	171	54	103	108	77	78	93	46	145	170	96	102	315	198	511
	34%	34%	38%	38%	37%	35%	15%	31%	37%	37%	34%	32%	30%	42%	38%	30%	34%	30%	31%	36%	39%	30%	29%	38%	30%	34%
Not very important	297	94	175	161	134	111	39	149	148	106	112	79	64	43	60	52	27	52	24	63	75	94	66	138	159	288
	20%	12%	16%	15%	13%	12%	31%	20%	19%	25%	21%	15%	35%	17%	21%	20%	12%	17%	16%	16%	17%	30%	19%	16%	24%	19%
Not at all important	102	21	34	34	34	26	40	59	43	33	45	24	20	13	24	22	4	20	7	17	34	25	25	51	51	116
	7%	3%	3%	3%	3%	3%	32%	8%	6%	8%	8%	4%	11%	5%	8%	9%	2%	6%	4%	4%	8%	8%	7%	6%	8%	8%
No opinion	56	9	21	17	16	13	11	29	27	19	18	19	11	8	10	8	12	6	3	5	13	15	22	18	37	48
	4%	1%	2%	2%	2%	1%	8%	4%	4%	5%	3%	3%	6%	3%	3%	3%	5%	2%	2%	1%	3%	5%	6%	2%	6%	3%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 28

**Q8. How important is it to you personally who wins the next General Election?
(PL26)**

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Very important	535 36%	181 46%	160 40%	87 32%	308 38%	329 41%	220 33%	314 37%	144 38%	371 36%	52 30%	204 33%	12 39%	215 33%	237 35%	173 42%	44 31%	74 29%	410 38%	7 40%	402 38%	131 31%	184 37%	154 33%	197 37%	67 35%	458 35%	200 34%	170 48%	164 50%	190 42%	65 35%	540 36%
Fairly important	514 34%	157 40%	154 38%	95 35%	293 36%	296 37%	231 35%	283 34%	134 35%	343 33%	64 36%	229 37%	10 32%	238 37%	254 38%	131 32%	51 36%	76 29%	385 35%	2 10%	351 33%	160 37%	163 33%	167 36%	183 34%	66 35%	449 35%	205 35%	117 33%	108 33%	162 35%	74 40%	511 34%
Not very important	297 20%	36 9%	69 17%	74 27%	163 20%	129 16%	141 21%	156 18%	74 19%	192 19%	37 21%	124 20%	5 15%	128 20%	130 19%	70 17%	29 20%	64 25%	200 18%	4 24%	215 20%	82 19%	99 20%	103 22%	95 18%	35 18%	257 20%	113 19%	46 13%	39 12%	74 16%	32 18%	288 19%
Not at all important	102 7%	12 3%	11 3%	10 4%	29 4%	29 4%	43 7%	58 7%	11 3%	85 8%	15 9%	42 7%	1 3%	43 7%	37 5%	26 6%	13 9%	23 9%	63 6%	4 20%	65 6%	37 9%	38 8%	31 7%	33 6%	13 7%	85 7%	43 7%	12 3%	7 2%	18 4%	9 5%	116 8%
No opinion	56 4%	10 3%	6 1%	3 1%	14 2%	19 2%	24 4%	31 4%	17 5%	32 3%	7 4%	20 3%	3 11%	23 4%	19 3%	11 3%	4 8%	21 3%	29 3%	1 6%	35 3%	21 5%	16 3%	12 3%	28 5%	10 5%	48 4%	6 2%	12 4%	13 3%	4 2%	48 3%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 29

- 2005 GENERAL ELECTION -

Q.8 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Conservative	329	237	286	284	276	252	9	169	160	44	102	184	5	39	49	53	67	117	58	114	99	64	52	214	116	336
	22%	30%	25%	26%	27%	28%	7%	23%	21%	10%	19%	34%	3%	16%	17%	21%	29%	38%	39%	28%	23%	20%	15%	26%	17%	22%
Labour	457	273	387	374	351	306	19	221	236	88	212	158	20	68	118	94	62	95	44	101	135	91	129	236	220	448
	30%	34%	34%	34%	35%	34%	15%	30%	31%	21%	39%	29%	11%	28%	41%	37%	28%	31%	30%	25%	31%	29%	37%	28%	33%	30%
Lib Dems	184	131	164	162	157	147	2	80	104	44	54	86	10	34	18	36	47	39	18	62	59	25	38	121	63	199
	12%	16%	15%	15%	16%	17%	2%	11%	13%	10%	10%	16%	5%	14%	6%	14%	21%	13%	12%	15%	14%	8%	11%	14%	9%	13%
Scottish/Welsh nationalist	13	10	12	12	10	10	-	6	7	2	8	3	2	-	4	5	2	1	1	4	2	5	1	6	7	14
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	2%	1%	1%	-	1%	2%	1%	*	*	1%	*	2%	*	1%	1%	1%
UKIP - UK Independence Party	18	15	17	17	17	17	*	15	3	3	9	6	*	2	1	7	5	2	-	4	5	2	8	8	10	21
	1%	2%	1%	2%	2%	2%	*	2%	*	1%	2%	1%	*	1%	*	3%	2%	1%	-	1%	1%	1%	2%	1%	1%	1%
Green	12	11	12	12	12	11	-	3	9	2	6	4	*	2	3	2	1	3	3	6	1	1	4	7	4	14
	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	2%	1%	*	*	1%	1%	1%	1%
BNP - British National Party	11	9	10	10	10	9	*	8	3	3	3	5	2	1	3	-	5	*	-	2	-	6	3	2	9	11
	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	*	1%	-	2%	*	-	1%	-	2%	1%	*	1%	1%
Other	13	5	10	9	7	7	4	5	9	3	4	7	-	3	2	2	3	4	2	3	3	5	3	6	7	14
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Did not vote	290	47	109	95	75	59	76	139	150	148	97	44	71	78	66	31	20	23	11	60	81	74	75	140	149	281
	19%	6%	10%	9%	7%	7%	60%	19%	19%	35%	18%	8%	39%	32%	23%	12%	9%	8%	7%	15%	19%	24%	21%	17%	22%	19%
Too young	65	19	37	35	27	23	11	24	41	65	-	-	62	3	-	-	-	-	-	14	22	14	15	36	29	52
	4%	2%	3%	3%	3%	3%	9%	3%	5%	15%	-	-	34%	1%	-	-	-	-	-	3%	5%	4%	4%	4%	4%	3%
Can't remember	83	25	61	56	44	31	4	43	40	21	34	28	11	10	17	17	13	15	6	25	18	25	16	43	41	81
	6%	3%	5%	5%	4%	3%	3%	6%	5%	5%	6%	5%	6%	4%	6%	7%	6%	5%	4%	6%	4%	8%	5%	5%	6%	5%
Refused	28	18	23	23	23	20	-	17	11	5	11	12	-	5	5	5	3	9	6	8	9	3	8	17	11	32
	2%	2%	2%	2%	2%	2%	-	2%	1%	1%	2%	2%	-	2%	2%	2%	1%	3%	4%	2%	2%	1%	2%	2%	2%	2%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 30

- 2005 GENERAL ELECTION -

Q.8 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Conservative	329	251	8	16	51	294	130	200	19	301	27	139	4	143	147	136	15	30	282	2	269	59	77	113	139	23	302	135	116	329	-	-	336
	22%	63%	2%	6%	6%	37%	20%	24%	5%	29%	15%	22%	14%	22%	22%	33%	11%	11%	26%	11%	25%	14%	15%	24%	26%	12%	23%	23%	33%	100%	-	-	22%
Labour	457	53	270	58	354	137	230	227	178	252	61	191	13	204	206	122	30	94	328	4	320	136	173	150	133	69	382	204	112	-	457	-	448
	30%	13%	67%	22%	44%	17%	35%	27%	47%	25%	34%	31%	44%	31%	30%	30%	22%	37%	30%	26%	30%	32%	35%	32%	25%	36%	29%	35%	32%	-	100%	-	30%
Lib Dems	184	16	18	132	154	153	76	108	30	142	26	63	7	70	89	56	16	23	145	-	138	44	68	50	66	15	163	51	53	-	-	184	199
	12%	4%	4%	49%	19%	19%	12%	13%	8%	14%	15%	10%	24%	11%	13%	14%	12%	9%	13%	-	13%	10%	14%	11%	12%	8%	13%	9%	15%	-	-	100%	13%
Scottish/Welsh nationalist	13	-	-	-	12	12	8	6	3	9	2	8	-	8	9	1	1	2	10	-	11	3	13	-	-	-	-	6	3	-	-	-	14
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	-	-	1%	1%	3%	-	-	-	1%	1%	1%	-	-	-	1%
UKIP - UK Independence Party	18	1	-	-	14	15	13	5	-	18	1	12	-	12	7	8	1	*	15	1	13	5	6	6	6	*	18	4	1	-	-	-	21
	1%	*	-	-	2%	2%	2%	1%	-	2%	1%	2%	-	2%	1%	2%	1%	*	1%	6%	1%	1%	1%	1%	1%	*	1%	1%	*	-	-	-	1%
Green	12	-	5	1	11	6	3	9	1	8	1	6	-	6	6	2	1	2	8	-	7	5	2	4	5	4	11	1	4	-	-	-	14
	1%	-	1%	*	1%	1%	*	1%	*	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	1%	1%	*	1%	1%	2%	1%	*	1%	-	-	-	1%
BNP - British National Party	11	3	*	-	*	3	6	4	2	8	1	7	-	7	3	3	-	5	5	-	6	5	3	4	4	4	11	7	-	-	-	-	11
	1%	1%	*	-	*	*	1%	1%	*	1%	1%	1%	-	1%	*	1%	-	2%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	-	-	-	-	1%
Other	13	2	1	2	7	8	4	10	3	7	2	5	-	5	4	6	1	3	10	-	11	2	3	5	5	3	7	6	3	-	-	-	14
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	-	-	1%
Did not vote	290	43	62	28	114	94	143	147	85	186	33	133	4	137	127	40	52	63	167	8	174	115	98	81	111	42	248	104	42	-	-	-	281
	19%	11%	15%	11%	14%	12%	22%	17%	22%	18%	19%	21%	15%	21%	19%	10%	37%	24%	15%	44%	16%	27%	20%	17%	21%	22%	19%	18%	12%	-	-	-	19%
Too young	65	13	18	13	39	33	6	58	33	28	5	8	-	8	31	10	9	14	40	1	42	23	20	21	24	10	57	20	10	-	-	-	52
	4%	3%	5%	5%	5%	4%	1%	7%	9%	3%	3%	1%	-	1%	5%	2%	6%	6%	4%	6%	4%	5%	4%	5%	4%	5%	4%	3%	3%	-	-	-	3%
Can't remember	83	16	19	15	46	42	30	53	24	48	13	33	1	34	42	15	9	16	58	1	55	29	27	25	31	16	76	36	6	-	-	-	81
	6%	4%	5%	5%	6%	5%	5%	6%	6%	5%	7%	5%	4%	5%	6%	4%	6%	6%	5%	7%	5%	7%	5%	5%	6%	8%	6%	6%	2%	-	-	-	5%
Refused	28	-	1	4	5	4	12	16	3	17	3	15	-	15	6	13	5	4	19	-	22	5	10	5	12	5	24	8	4	-	-	-	32
	2%	-	*	1%	1%	1%	2%	2%	1%	2%	2%	2%	-	2%	1%	3%	3%	2%	2%	-	2%	1%	2%	1%	2%	2%	2%	1%	1%	-	-	-	2%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 31

Q.9. And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age							Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Managing the economy/ economic situation	474 32%	304 38%	406 36%	400 37%	370 37%	328 37%	14 11%	291 40%	183 24%	122 29%	179 33%	173 32%	41 22%	81 33%	96 34%	83 33%	82 36%	92 30%	45 30%	172 43%	154 36%	79 25%	69 20%	326 39%	148 22%	486 32%
Healthcare/ NHS/ hospitals	393 26%	234 29%	327 29%	318 29%	301 30%	261 29%	23 19%	140 19%	253 33%	99 23%	164 30%	130 24%	25 14%	74 30%	86 30%	78 31%	63 28%	66 21%	20 14%	110 27%	139 32%	80 26%	64 18%	248 30%	144 22%	385 26%
Education/ schools	342 23%	219 27%	279 25%	272 25%	254 25%	234 26%	21 16%	116 16%	226 29%	99 23%	138 26%	106 20%	37 20%	62 25%	81 28%	57 22%	52 23%	54 17%	20 14%	104 26%	107 25%	64 20%	67 19%	212 25%	131 20%	336 22%
Asylum and immigration	203 14%	142 18%	172 15%	171 16%	164 16%	149 17%	12 10%	117 16%	86 11%	34 8%	76 14%	93 17%	10 5%	24 10%	32 11%	44 17%	43 19%	50 16%	13 9%	63 16%	53 12%	39 12%	48 14%	116 14%	87 13%	214 14%
Taxation	178 12%	95 12%	140 12%	138 13%	124 12%	105 12%	11 9%	105 14%	74 10%	57 13%	81 15%	41 8%	13 7%	44 18%	40 14%	41 16%	18 8%	23 7%	4 3%	50 12%	50 11%	44 14%	35 10%	100 12%	79 12%	167 11%
Unemployment	162 11%	69 9%	119 11%	115 11%	103 10%	86 10%	12 10%	78 11%	84 11%	53 12%	71 13%	38 7%	20 11%	34 14%	35 12%	36 14%	17 8%	21 7%	12 8%	38 9%	54 13%	26 8%	44 12%	92 11%	70 11%	156 10%
Crime and anti-social behaviour/ law and order	121 8%	69 9%	100 9%	100 9%	93 9%	80 9%	5 4%	64 9%	58 7%	15 4%	45 8%	61 11%	6 3%	9 4%	19 7%	26 10%	30 13%	31 10%	20 14%	34 8%	38 9%	22 7%	27 8%	72 9%	49 7%	118 8%
Benefits	104 7%	56 7%	74 7%	74 7%	69 7%	59 7%	6 5%	34 5%	70 9%	37 9%	32 6%	34 6%	18 10%	19 8%	14 5%	19 7%	18 8%	16 5%	4 3%	21 5%	35 8%	17 5%	31 9%	55 7%	48 7%	98 7%
Care for older and disabled people	102 7%	52 7%	75 7%	73 7%	68 7%	59 7%	11 9%	26 4%	76 10%	14 3%	26 5%	63 12%	6 4%	7 3%	5 2%	21 8%	13 6%	50 16%	25 17%	26 6%	25 6%	16 5%	35 10%	51 6%	52 8%	98 7%
Pensions	92 6%	53 7%	71 6%	69 6%	66 7%	60 7%	8 6%	42 6%	50 6%	2 1%	13 2%	76 14%	2 1%	- 1%	3 1%	10 4%	27 12%	49 16%	17 12%	23 6%	17 4%	20 6%	31 9%	41 5%	51 8%	106 7%
Afghanistan	77 5%	43 5%	57 5%	57 5%	53 5%	45 5%	2 2%	42 6%	35 4%	14 3%	26 5%	37 7%	4 2%	10 4%	16 6%	10 4%	10 4%	27 9%	11 8%	27 7%	17 4%	8 3%	24 7%	44 5%	32 5%	86 6%
Protecting the natural environment/ climate change	70 5%	45 6%	63 6%	61 6%	60 6%	52 6%	2 1%	31 4%	39 5%	27 6%	27 5%	17 3%	8 5%	18 8%	15 5%	11 5%	7 3%	10 3%	2 2%	26 6%	25 6%	12 4%	8 2%	51 6%	19 3%	70 5%
Housing	49 3%	18 2%	35 3%	31 3%	28 3%	22 2%	2 2%	16 2%	33 4%	15 3%	16 3%	18 3%	5 3%	10 4%	7 2%	9 4%	10 4%	8 3%	3 2%	14 4%	11 3%	10 3%	14 4%	26 3%	24 4%	44 3%
Iraq	41 3%	26 3%	30 3%	29 3%	28 3%	26 3%	3 2%	21 3%	20 3%	9 2%	13 2%	19 4%	2 1%	7 3%	10 3%	3 1%	6 4%	13 4%	6 4%	15 4%	11 3%	3 1%	11 3%	27 3%	14 2%	44 3%
Public transport/ roads	40 3%	20 3%	29 3%	27 3%	26 3%	24 3%	4 3%	27 4%	14 2%	7 2%	15 3%	18 3%	5 3%	2 1%	7 3%	8 3%	7 4%	12 4%	4 2%	13 4%	12 3%	13 4%	2 1%	25 3%	16 2%	45 3%
Defence	40 3%	28 4%	37 3%	37 3%	33 3%	30 3%	1 1%	22 3%	18 2%	10 2%	9 2%	21 4%	2 1%	9 3%	3 1%	6 4%	8 4%	13 5%	7 4%	20 5%	7 2%	6 2%	6 2%	28 3%	12 2%	44 3%
Europe/ EU	33 2%	22 3%	25 2%	25 2%	23 2%	23 3%	3 2%	25 3%	8 1%	3 1%	14 3%	16 3%	1 1%	1 2%	6 3%	8 3%	7 3%	9 3%	6 4%	11 3%	14 3%	3 1%	6 2%	25 3%	9 1%	32 2%
Public spending/funding	30 2%	24 3%	28 2%	27 2%	27 3%	26 3%	- 3%	17 3%	13 1%	9 2%	11 2%	11 2%	- 2%	9 4%	5 2%	6 2%	5 2%	5 2%	2 1%	13 3%	11 3%	5 2%	2 1%	24 3%	7 1%	33 2%
Energy/gas/fuel/costs	25 2%	12 1%	19 2%	19 2%	18 2%	13 1%	3 3%	19 3%	5 1%	7 2%	13 2%	4 1%	4 2%	3 1%	8 3%	5 2%	4 2%	* 2%	* 2%	2 1%	5 1%	8 2%	10 3%	7 1%	17 3%	20 1%
MPs expenses	20 1%	16 2%	20 2%	20 2%	19 2%	16 2%	- 2%	17 2%	3 1%	5 1%	6 1%	9 2%	2 1%	3 1%	2 1%	4 2%	3 2%	6 2%	3 2%	11 3%	2 1%	5 2%	2 1%	13 2%	7 1%	22 1%
Trust/honesty/integrity of politicians	19 1%	12 2%	17 1%	16 2%	16 2%	16 2%	- 2%	5 1%	14 2%	1 *	9 2%	9 2%	1 1%	- *	1 3%	8 1%	1 3%	8 1%	2 1%	5 1%	9 2%	- 1%	5 2%	14 2%	5 1%	16 1%

Fieldwork dates : 19th to 22nd March 2010

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*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 31

Q.9. And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Better standard of living/family life	16	10	15	14	14	13	*	4	12	7	8	1	3	5	6	3	-	1	-	7	1	3	5	8	9	15
Childcare	16	8	14	14	12	11	1	5	11	10	4	2	*	9	4	*	1	1	-	5	5	*	5	10	6	16
Foreign policy/affairs	15	11	14	14	13	13	-	12	3	6	2	7	3	3	1	1	4	3	2	4	2	6	3	5	9	11
Trade unions/ strikes	11	10	11	11	11	10	-	5	5	-	5	6	-	-	4	2	4	1	1	6	2	1	2	8	3	11
Constitution/Devolution	10	7	8	8	8	8	-	8	2	3	3	4	-	3	*	3	2	2	1	4	3	-	3	6	3	8
Race relations	9	7	9	9	9	9	-	8	1	2	3	3	*	2	2	1	3	*	*	2	3	4	-	4	4	11
Electoral reform	8	7	7	7	7	7	-	5	3	5	*	2	2	3	-	*	1	1	-	3	4	-	-	8	-	9
General control of the country	7	1	2	2	2	1	1	2	5	4	-	3	*	3	-	-	2	1	1	-	2	-	4	2	4	6
Animal welfare	6	2	4	4	3	3	-	-	6	*	-	6	*	-	-	-	1	5	5	2	-	-	4	2	4	4
Youth services/opportunities	5	4	5	5	5	5	-	2	3	4	2	*	2	2	2	-	-	*	-	4	-	2	*	4	2	4
World peace	5	5	5	5	5	5	-	3	1	-	-	5	-	-	-	-	1	4	3	2	1	1	1	3	2	5
Social care/welfare	4	3	3	3	3	3	-	1	3	-	3	1	-	-	3	*	1	-	-	*	-	-	3	*	3	4
Equality	3	3	3	3	3	3	-	2	2	-	*	3	-	-	*	-	2	*	*	2	1	-	1	2	1	5
More Government help for small business/farmers etc	3	2	2	2	2	2	-	2	1	1	1	2	-	1	1	-	2	-	-	-	1	2	*	1	2	4
Local issues/local policies	3	3	3	3	3	3	-	2	1	1	1	*	-	1	-	1	*	-	-	3	-	-	-	3	-	5
Cost of living	2	1	1	1	1	1	1	1	1	1	1	1	-	1	1	-	*	*	*	-	-	-	2	-	2	4
Security	2	1	2	2	2	1	-	1	1	1	1	-	1	-	1	-	-	-	-	1	-	-	1	1	1	3
Womens issues/working/single mothers	2	1	1	1	1	1	*	1	*	*	-	1	*	-	-	-	1	-	-	1	-	-	*	1	*	2
Public sector reform	*	-	*	*	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	1
Other	65	42	55	54	50	49	1	33	32	17	21	26	8	9	8	13	8	18	7	22	20	10	14	42	23	64
Don't know	229	78	120	112	103	88	48	88	141	84	84	61	57	27	52	33	21	39	27	31	51	68	79	82	147	206
Nothing/none	12	1	2	1	1	1	3	5	7	2	3	6	2	-	1	1	3	3	3	-	1	5	6	1	11	8

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Ipsos MORI Political Monitor - March 2010

Table 31

Q.9. And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						Unweighted 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
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
No Answer	3	2	2	2	2	2	-	2	1	-	2	1	-	-	1	*	1	-	-	1	1	1	1	2	1	5
	*	*	*	*	*	*	-	*	*	-	*	*	-	-	*	*	1%	-	-	*	*	*	*	*	*	*

Fieldwork dates : 19th to 22nd March 2010

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Ipsos MORI Political Monitor - March 2010

Table 32

Q.9. And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Managing the economy/ economic situation	474	166	117	83	251	300	241	233	96	355	48	232	14	246	231	145	46	46	376	7	335	136	142	152	180	60	404	161	159	141	138	58	486
	32%	42%	29%	31%	31%	37%	37%	28%	25%	35%	27%	38%	45%	38%	34%	35%	32%	18%	35%	39%	31%	32%	28%	33%	34%	31%	31%	28%	45%	43%	30%	32%	32%
Healthcare/ NHS/ hospitals	393	120	119	71	220	221	185	208	96	269	53	181	6	187	210	102	25	53	313	2	264	128	124	124	145	34	344	164	98	102	139	51	385
	26%	30%	30%	26%	27%	28%	28%	25%	25%	26%	30%	29%	18%	29%	31%	25%	18%	21%	29%	10%	25%	30%	25%	27%	27%	18%	27%	28%	28%	31%	31%	28%	26%
Education/ schools	342	105	95	70	198	208	148	194	95	227	58	137	3	140	188	75	28	50	263	2	195	147	121	95	125	29	299	125	103	78	112	52	336
	23%	26%	24%	26%	25%	26%	22%	23%	25%	22%	33%	22%	8%	22%	28%	18%	20%	19%	24%	10%	18%	34%	24%	20%	23%	15%	23%	21%	29%	24%	24%	28%	22%
Asylum and immigration	203	76	35	26	91	131	91	112	19	175	23	87	3	89	91	69	20	21	160	2	154	49	62	68	72	29	185	108	49	74	60	21	214
	14%	19%	9%	10%	11%	16%	14%	13%	5%	17%	13%	14%	9%	14%	14%	17%	14%	8%	15%	9%	14%	11%	12%	15%	14%	15%	14%	19%	14%	23%	13%	11%	14%
Taxation	178	52	41	40	98	109	113	65	34	137	22	102	2	104	111	31	16	17	143	3	116	62	58	57	64	23	147	69	38	39	58	25	167
	12%	13%	10%	15%	12%	14%	17%	8%	9%	13%	13%	17%	6%	16%	16%	8%	11%	6%	13%	19%	11%	14%	12%	12%	12%	12%	11%	12%	11%	12%	13%	13%	11%
Unemployment	162	29	49	43	104	84	68	94	41	108	22	66	1	66	81	22	16	41	103	3	117	45	47	56	59	20	147	54	25	18	62	22	156
	11%	7%	12%	16%	13%	11%	11%	10%	11%	11%	12%	11%	2%	10%	12%	5%	11%	16%	9%	16%	11%	11%	9%	12%	11%	10%	11%	9%	7%	5%	14%	12%	10%
Crime and anti-social behaviour/ law and order	121	47	25	14	56	77	49	72	18	99	13	47	7	54	49	32	10	30	81	1	97	24	36	43	42	19	108	64	28	43	38	9	118
	8%	12%	6%	5%	7%	10%	7%	9%	5%	10%	7%	8%	22%	8%	7%	8%	7%	12%	7%	6%	9%	6%	7%	9%	8%	10%	8%	11%	8%	13%	8%	5%	8%
Benefits	104	27	24	25	54	57	42	62	20	82	12	43	2	46	47	22	12	20	70	2	75	29	28	43	33	14	90	44	19	27	35	13	98
	7%	7%	6%	9%	7%	7%	6%	7%	5%	8%	7%	7%	8%	7%	7%	5%	8%	8%	6%	12%	7%	7%	6%	9%	6%	7%	7%	8%	5%	8%	8%	7%	7%
Care for older and disabled people	102	26	32	17	60	54	21	82	26	69	4	26	-	26	32	41	2	24	73	3	86	17	27	28	48	10	96	43	10	23	37	13	98
	7%	7%	8%	6%	7%	7%	3%	10%	7%	7%	2%	4%	-	4%	5%	10%	1%	9%	7%	18%	8%	4%	5%	6%	9%	5%	7%	7%	3%	7%	8%	7%	7%
Pensions	92	34	27	15	47	55	14	77	20	65	4	25	-	25	23	54	1	14	77	-	86	5	32	28	31	7	83	44	20	29	36	11	106
	6%	9%	7%	6%	6%	7%	2%	9%	5%	6%	2%	4%	-	4%	3%	13%	1%	6%	7%	-	8%	1%	6%	6%	6%	4%	6%	8%	6%	9%	8%	6%	7%
Afghanistan	77	26	11	19	39	54	25	51	11	63	8	30	1	31	27	30	6	13	57	2	64	13	28	22	27	6	71	27	21	28	18	11	86
	5%	6%	3%	7%	5%	7%	4%	6%	3%	6%	5%	5%	4%	5%	4%	7%	4%	5%	5%	10%	6%	3%	6%	5%	5%	3%	5%	5%	6%	8%	4%	6%	6%
Protecting the natural environment/ climate change	70	18	17	17	42	43	31	39	18	45	7	27	3	30	34	17	8	10	52	-	47	22	20	24	27	9	63	16	27	18	16	15	70
	5%	5%	4%	6%	5%	5%	5%	5%	5%	4%	4%	4%	11%	5%	5%	4%	6%	4%	5%	-	4%	5%	4%	5%	5%	5%	5%	3%	8%	6%	3%	8%	5%
Housing	49	9	9	11	26	26	19	30	5	42	4	21	-	21	16	9	9	12	25	3	34	15	10	20	19	10	44	18	9	7	13	5	44
	3%	2%	2%	4%	3%	3%	3%	4%	1%	4%	2%	3%	-	3%	2%	2%	7%	5%	2%	15%	3%	4%	2%	4%	4%	5%	3%	3%	2%	2%	3%	3%	3%
Iraq	41	13	11	9	23	25	10	31	5	34	3	11	-	11	19	14	2	5	33	1	33	8	13	13	15	4	39	13	14	17	10	6	44
	3%	3%	3%	3%	3%	3%	2%	4%	1%	3%	2%	2%	-	2%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	4%	5%	2%	3%	3%
Public transport/ roads	40	10	9	8	25	25	18	22	9	28	4	19	*	19	17	14	3	5	31	2	33	7	13	16	11	5	36	14	17	13	10	7	45
	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%	1%	3%	2%	3%	2%	2%	3%	9%	3%	2%	3%	3%	2%	3%	3%	2%	5%	4%	2%	4%	3%
Defence	40	14	3	12	22	33	16	24	3	37	7	13	1	14	14	15	4	7	29	-	32	8	6	18	16	6	30	9	17	15	7	7	44
	3%	4%	1%	4%	3%	4%	2%	3%	1%	4%	4%	2%	4%	2%	2%	4%	3%	3%	3%	-	3%	2%	1%	4%	3%	3%	2%	2%	5%	5%	2%	4%	3%
Europe/ EU	33	11	*	5	16	26	18	15	*	32	1	18	-	18	18	13	3	*	30	-	28	6	7	13	13	6	33	12	10	20	1	3	32
	2%	3%	*	2%	2%	3%	3%	2%	*	3%	*	3%	-	3%	3%	3%	2%	*	3%	-	3%	1%	1%	3%	3%	3%	3%	2%	3%	6%	*	2%	2%
Public spending/funding	30	*	16	7	29	13	19	12	14	16	8	12	1	13	22	8	*	-	30	-	19	12	13	11	5	3	25	9	16	2	16	6	33
	2%	*	4%	3%	4%	2%	3%	1%	4%	2%	4%	2%	3%	2%	3%	2%	*	-	3%	-	2%	3%	3%	2%	1%	1%	2%	2%	5%	1%	3%	3%	2%
Energy/gas/fuel/costs	25	8	4	4	15	19	21	3	4	19	3	19	-	19	16	5	3	1	21	-	12	12	18	4	3	2	20	11	2	7	4	1	20
	2%	2%	1%	2%	2%	2%	3%	*	1%	2%	2%	3%	-	3%	2%	1%	2%	*	2%	-	1%	3%	4%	1%	1%	1%	2%	2%	2%	2%	1%	*	1%
MPs expenses	20	11	4	3	9	15	11	9	2	17	3	9	-	9	11	6	-	2	17	1	16	4	6	2	12	1	20	5	8	3	3	-	22
	1%	3%	1%	1%	1%	2%	2%	1%	*	2%	2%	2%	-	1%	2%	1%	-	1%	2%	5%	1%	1%	1%	*	2%	1%	2%	1%	2%	3%	1%	-	1%
Trust/honesty/integrity of politicians	19	2	1	12	13	14	4	15	4	14	2	3	-	3	10	6	-	3	16	-	18	1	11	4	4	-	14	6	6	3	4	9	16
	1%	*	*	4%	2%	2%	1%	2%	1%	1%	1%	1%	-	*	2%	1%	-	1%	1%	-	2%	*	2%	1%	1%	-	1%	1%	2%	1%	1%	5%	1%

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Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Better standard of living/family life	16	6	5	3	11	11	5	11	1	10	3	7	-	7	10	-	2	4	10	-	8	8	4	6	6	4	16	4	2	4	9	-	15
Childcare	16	1	4	8	12	9	4	11	4	10	2	7	-	7	8	1	2	4	9	-	4	12	7	4	4	2	15	7	4	-	7	3	16
Foreign policy/affairs	15	2	6	2	9	6	10	5	6	7	1	12	-	12	6	2	2	4	8	-	15	-	4	4	7	4	12	1	7	1	8	*	11
Trade unions/ strikes	11	8	2	1	3	9	4	7	-	11	*	4	-	4	5	5	1	-	10	-	10	1	4	2	5	1	9	4	7	5	3	-	11
Constitution/Devolution	10	1	2	-	8	6	6	4	1	9	-	6	-	6	6	3	1	-	9	-	7	3	4	1	5	3	9	2	2	2	2	-	8
Race relations	9	3	2	*	4	6	6	2	3	6	1	6	-	6	6	3	1	-	8	-	6	3	3	4	2	*	8	5	2	5	1	2	11
Electoral reform	8	1	-	5	6	7	5	3	2	5	1	4	-	4	3	3	2	-	6	-	5	2	2	4	1	1	5	2	5	2	2	3	9
General control of the country	7	1	1	-	3	4	3	3	2	4	2	3	-	3	3	2	-	1	5	-	6	1	*	2	4	-	4	1	-	2	1	-	6
Animal welfare	6	5	1	-	1	5	-	6	-	6	*	3	-	3	-	4	-	2	4	-	6	-	-	4	3	-	6	3	-	5	1	-	4
Youth services/opportunities	5	-	*	2	4	4	2	4	2	3	-	2	-	2	5	*	-	-	5	-	2	3	-	2	3	-	5	2	2	-	*	2	4
World peace	5	2	3	-	3	2	1	4	3	2	1	1	-	1	1	4	-	-	5	-	5	-	2	1	1	-	5	1	2	2	1	-	5
Social care/welfare	4	-	3	-	3	-	*	3	1	1	*	-	-	-	1	-	-	3	1	-	1	3	1	1	3	3	3	1	*	-	3	*	4
Equality	3	-	-	3	3	3	2	2	-	3	*	-	-	-	-	2	*	-	2	1	3	-	-	3	1	3	*	3	-	1	2	5	
More Government help for small business/farmers etc	3	2	-	-	1	2	3	*	-	3	1	2	-	2	1	*	*	2	1	-	3	*	1	*	2	-	3	-	*	2	*	-	4
Local issues/local policies	3	*	1	-	1	*	2	1	1	2	1	2	-	2	1	2	-	-	3	-	2	1	*	*	1	1	2	-	1	*	1	-	5
Cost of living	2	-	1	*	2	*	-	2	-	2	-	-	-	-	1	-	*	1	1	-	1	1	1	-	1	1	2	1	-	-	1	*	4
Security	2	1	1	-	1	1	1	1	-	2	1	1	-	1	1	1	-	-	1	1	1	-	1	1	-	-	2	-	-	1	1	-	3
Womens issues/working/single mothers	2	-	-	-	1	1	1	*	-	2	-	1	-	1	-	1	-	-	1	-	1	*	-	2	-	-	2	*	1	-	-	-	2
Public sector reform	*	*	-	-	-	*	*	-	*	*	*	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	*	-	-	*	*	-	1
Other	65	18	11	15	36	43	25	40	16	47	8	20	2	22	26	21	7	11	46	-	56	9	14	15	36	10	56	21	22	13	19	10	64
Don't know	229	33	67	22	101	68	84	145	80	126	20	82	5	87	94	51	21	60	145	3	151	77	90	67	71	37	192	86	32	28	54	13	206
	15%	8%	17%	8%	12%	8%	13%	17%	21%	12%	11%	13%	17%	13%	14%	12%	15%	23%	13%	17%	14%	18%	18%	14%	13%	19%	15%	15%	9%	9%	12%	7%	14%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 * = Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 32

Q.9. And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Nothing/none	12	-	6	3	8	3	3	8	3	7	1	2	-	2	5	2	-	4	7	-	8	3	5	1	6	1	11	7	-	-	3	3	8
	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	*	-	*	1%	*	-	2%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	1%
No Answer	3	1	2	1	3	1	1	2	2	1	1	*	1	1	2	1	-	2	-	1	2	1	2	-	-	3	1	1	1	2	-	5	
	*	*	*	*	*	*	*	*	*	*	*	*	2%	*	*	*	1%	-	*	-	*	*	*	*	-	-	*	*	*	*	*	-	*

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 77

Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
Britain needs a fresh team of leaders

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Strongly agree	823	467	635	620	581	523	68	395	428	221	281	321	93	128	138	143	130	191	87	234	224	162	203	458	365	833
	55%	58%	56%	57%	58%	59%	54%	54%	55%	52%	52%	60%	51%	52%	48%	56%	57%	62%	59%	58%	52%	52%	58%	55%	55%	55%
Tend to agree	318	129	218	205	182	146	27	149	169	99	123	96	45	53	74	48	41	56	33	80	93	73	71	173	145	315
	21%	16%	19%	19%	18%	16%	22%	20%	22%	23%	23%	18%	25%	22%	26%	19%	18%	18%	22%	20%	22%	23%	20%	21%	22%	21%
Neither agree nor disagree	66	35	46	45	41	40	6	29	38	24	24	19	6	17	14	10	8	11	4	14	27	14	11	41	25	68
	4%	4%	4%	4%	4%	4%	4%	4%	5%	6%	4%	3%	3%	7%	5%	4%	3%	4%	3%	3%	6%	5%	3%	5%	4%	5%
Tend to disagree	179	100	144	136	127	110	15	98	81	53	77	50	23	30	43	33	30	21	5	55	54	43	27	109	70	174
	12%	13%	13%	13%	13%	12%	12%	13%	11%	12%	14%	9%	13%	12%	15%	13%	13%	7%	3%	14%	13%	14%	8%	13%	11%	12%
Strongly disagree	95	62	74	73	69	66	4	53	42	24	30	40	12	13	13	18	16	24	12	15	27	18	35	42	53	97
	6%	8%	7%	7%	7%	7%	4%	7%	5%	6%	6%	8%	7%	5%	4%	7%	7%	8%	8%	4%	6%	6%	10%	5%	8%	6%
Don't know	21	6	9	9	9	6	6	7	14	6	5	10	2	4	4	1	2	7	7	6	7	3	5	13	8	16
	1%	1%	1%	1%	1%	1%	5%	1%	2%	1%	1%	2%	1%	2%	1%	*	1%	2%	5%	1%	2%	1%	1%	2%	1%	1%
Combinations - Summary																										
Agree	1141	596	853	825	763	670	95	544	597	320	404	417	139	181	212	192	171	247	121	314	317	236	274	632	510	1148
	76%	75%	76%	76%	76%	75%	76%	74%	77%	75%	75%	78%	76%	74%	74%	75%	75%	80%	81%	78%	73%	75%	78%	75%	77%	76%
Disagree	275	162	217	209	196	176	19	151	123	77	107	91	35	42	56	51	46	44	17	70	82	61	62	151	123	271
	18%	20%	19%	19%	19%	20%	15%	21%	16%	18%	20%	17%	19%	17%	20%	20%	20%	14%	11%	17%	19%	19%	18%	18%	19%	18%
Net Agree	867	434	636	616	567	493	76	393	474	243	297	327	104	139	156	141	125	202	104	245	236	175	211	480	386	877
	58%	54%	57%	57%	56%	55%	60%	54%	61%	57%	55%	61%	57%	57%	55%	55%	55%	65%	70%	61%	54%	56%	60%	57%	58%	58%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 78

Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
Britain needs a fresh team of leaders

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Mid-lands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Strongly agree	823	311	96	162	358	573	331	492	75	714	88	328	12	340	350	250	88	124	600	11	613	207	259	277	287	88	719	349	210	267	178	106	833
	55%	79%	24%	60%	44%	71%	50%	58%	20%	70%	50%	53%	39%	52%	52%	61%	63%	48%	55%	60%	57%	48%	52%	59%	54%	46%	55%	60%	60%	81%	39%	57%	55%
Tend to agree	318	66	86	67	169	149	149	169	89	203	42	135	8	143	155	74	23	63	229	3	203	113	97	98	123	50	279	114	55	45	98	43	315
	21%	17%	22%	25%	21%	19%	22%	20%	23%	20%	24%	22%	25%	22%	23%	18%	16%	24%	21%	16%	19%	26%	19%	21%	23%	26%	21%	20%	16%	14%	21%	23%	21%
Neither agree nor disagree	66	4	24	14	44	24	27	40	26	28	8	25	2	27	32	20	5	10	52	-	44	22	25	16	26	11	56	19	14	2	22	7	68
	4%	1%	6%	5%	5%	3%	4%	5%	7%	3%	4%	4%	8%	4%	5%	5%	3%	4%	5%	-	4%	5%	5%	3%	5%	6%	4%	3%	4%	1%	5%	4%	5%
Tend to disagree	179	6	115	24	148	39	111	68	113	53	28	89	8	96	99	38	12	27	137	4	121	57	70	44	66	30	155	62	49	8	92	24	174
	12%	1%	29%	9%	18%	5%	17%	8%	30%	5%	16%	14%	26%	15%	15%	9%	9%	10%	13%	21%	11%	13%	14%	9%	12%	15%	12%	11%	14%	2%	20%	13%	12%
Strongly disagree	95	6	78	3	84	12	37	58	72	20	10	33	1	34	38	23	10	24	60	*	69	27	40	27	28	9	72	31	22	5	64	4	97
	6%	1%	19%	1%	10%	2%	6%	7%	19%	2%	5%	5%	2%	5%	6%	5%	7%	9%	6%	2%	6%	6%	8%	6%	5%	5%	6%	5%	6%	1%	14%	2%	6%
Don't know	21	4	2	-	3	5	5	16	5	7	*	8	-	8	3	6	2	10	9	-	17	4	10	5	7	3	17	7	1	2	3	-	16
	1%	1%	1%	-	*	1%	1%	2%	1%	1%	*	1%	-	1%	*	1%	2%	4%	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	-	1%
Combinations - Summary																																	
Agree	1141	377	182	229	527	722	480	661	164	917	130	463	19	482	504	325	111	187	829	13	817	320	357	375	410	139	998	463	266	312	276	149	1148
	76%	95%	45%	85%	65%	90%	73%	78%	43%	89%	74%	75%	65%	74%	75%	79%	79%	73%	76%	77%	76%	75%	71%	80%	77%	72%	77%	80%	75%	95%	60%	81%	76%
Disagree	275	12	193	27	233	51	148	126	186	73	38	122	8	130	137	60	22	51	197	4	190	84	110	71	93	39	227	93	71	13	156	28	271
	18%	3%	48%	10%	29%	6%	22%	15%	49%	7%	21%	20%	28%	20%	20%	15%	16%	20%	18%	23%	18%	20%	22%	15%	17%	20%	18%	16%	20%	4%	34%	15%	18%
Net Agree	867	365	-11	202	294	671	332	535	-22	844	92	341	11	352	367	265	89	136	632	9	627	236	247	303	317	100	770	370	195	300	120	121	877
	58%	92%	-3%	75%	37%	84%	50%	64%	-6%	82%	53%	55%	37%	54%	54%	64%	64%	53%	58%	53%	59%	55%	49%	65%	59%	52%	59%	64%	55%	91%	26%	66%	58%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 79

Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
The Conservatives are ready to form the next government

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Strongly agree	278	178	219	216	211	200	17	142	136	58	83	137	26	32	43	41	47	89	43	81	75	57	66	156	123	266
	19%	22%	19%	20%	21%	22%	14%	19%	18%	14%	15%	25%	14%	13%	15%	16%	21%	29%	29%	20%	17%	18%	19%	19%	18%	18%
Tend to agree	446	228	344	331	298	259	34	215	231	130	155	162	47	83	88	67	59	103	48	130	119	94	103	249	197	465
	30%	29%	31%	30%	30%	29%	27%	29%	30%	30%	29%	30%	26%	34%	31%	26%	26%	33%	32%	32%	28%	30%	29%	30%	30%	31%
Neither agree nor disagree	113	37	69	64	54	46	13	48	65	45	41	27	21	24	26	15	12	15	6	33	39	22	18	73	40	118
	8%	5%	6%	6%	5%	5%	11%	7%	8%	10%	8%	5%	11%	10%	9%	6%	5%	5%	4%	8%	9%	7%	5%	9%	6%	8%
Tend to disagree	306	144	224	213	194	158	30	143	164	97	129	81	48	49	66	63	48	33	21	86	94	63	63	180	126	291
	20%	18%	20%	20%	19%	18%	24%	20%	21%	23%	24%	15%	26%	20%	23%	25%	21%	11%	14%	21%	22%	20%	18%	22%	19%	19%
Strongly disagree	311	201	252	247	236	218	20	169	142	75	117	120	30	45	50	67	56	64	29	64	102	63	83	165	146	326
	21%	25%	22%	23%	23%	24%	16%	23%	18%	17%	22%	22%	16%	18%	18%	26%	25%	21%	19%	16%	23%	20%	24%	20%	22%	22%
Don't know	48	11	18	18	17	11	9	15	34	24	15	9	11	13	13	2	4	5	2	10	4	16	19	14	34	37
	3%	1%	2%	2%	2%	1%	7%	2%	4%	6%	3%	2%	6%	5%	5%	1%	2%	2%	1%	2%	1%	5%	5%	2%	5%	2%
Combinations - Summary																										
Agree	724	406	563	546	509	459	52	357	368	188	238	298	73	115	131	108	106	192	91	211	194	150	169	405	319	731
	48%	51%	50%	50%	50%	51%	41%	49%	48%	44%	44%	56%	40%	47%	46%	42%	47%	62%	61%	52%	45%	48%	48%	48%	48%	49%
Disagree	618	345	476	460	430	375	51	312	306	171	245	201	78	93	116	129	104	97	50	150	196	126	146	346	272	617
	41%	43%	42%	42%	43%	42%	40%	43%	40%	40%	45%	38%	43%	38%	41%	51%	46%	31%	34%	37%	45%	40%	42%	41%	41%	41%
Net Agree	107	61	86	86	80	84	1	45	62	16	-7	97	-5	22	15	-22	2	95	41	61	-2	25	22	59	47	114
	7%	8%	8%	8%	8%	9%	1%	6%	8%	4%	-1%	18%	-3%	9%	5%	-8%	1%	31%	27%	15%	*	8%	6%	7%	7%	8%

Fieldwork dates : 19th to 22nd March 2010

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

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*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 80

Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
The Conservatives are ready to form the next government

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems	
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503	
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503	
Strongly agree	278	191	17	22	56	229	98	180	35	231	18	106	3	110	104	102	19	51	205	3	217	61	78	85	115	32	248	140	74	143	49	21	266	
	19%	48%	4%	8%	7%	29%	15%	21%	9%	23%	10%	17%	11%	17%	15%	25%	14%	20%	19%	15%	20%	14%	16%	18%	21%	16%	19%	24%	21%	43%	11%	12%	18%	
Tend to agree	446	166	81	79	190	276	203	243	70	344	60	192	6	199	192	141	40	70	333	3	307	137	137	147	162	52	395	188	98	132	94	54	465	
	30%	42%	20%	29%	24%	34%	31%	29%	19%	34%	34%	31%	21%	31%	28%	34%	28%	27%	31%	20%	29%	32%	27%	32%	30%	27%	30%	32%	28%	40%	21%	29%	31%	
Neither agree nor disagree	113	15	15	21	48	48	53	60	20	86	17	50	2	51	53	27	13	17	80	2	69	44	41	32	40	15	99	43	20	14	24	14	118	
	8%	4%	4%	8%	6%	6%	8%	7%	5%	8%	10%	8%	5%	8%	8%	6%	9%	7%	7%	13%	6%	10%	8%	7%	7%	8%	8%	7%	6%	4%	5%	8%	8%	
Tend to disagree	306	19	125	77	227	121	144	162	106	174	39	128	9	137	154	55	29	62	209	6	214	91	116	92	98	39	269	88	64	25	112	51	291	
	20%	5%	31%	28%	28%	15%	22%	19%	28%	17%	22%	21%	30%	21%	23%	13%	21%	24%	19%	32%	20%	21%	23%	20%	18%	20%	21%	15%	18%	8%	25%	28%	19%	
Strongly disagree	311	5	154	69	268	119	139	172	133	161	38	119	6	126	150	78	33	48	228	2	235	75	113	96	102	45	245	109	88	9	167	43	326	
	21%	1%	38%	25%	33%	15%	21%	20%	35%	16%	21%	19%	21%	19%	22%	19%	24%	18%	21%	13%	22%	17%	23%	21%	19%	23%	19%	19%	25%	3%	37%	23%	22%	
Don't know	48	1	10	2	18	8	22	26	16	27	3	22	3	26	23	7	6	11	31	1	27	21	15	14	19	11	41	14	8	5	10	1	37	
	3%	*	2%	1%	2%	1%	3%	3%	4%	3%	2%	4%	11%	4%	3%	2%	4%	4%	3%	6%	3%	5%	3%	3%	4%	6%	3%	2%	2%	2%	*	2%	2%	
Combinations - Summary																																		
Agree	724	357	97	101	246	506	301	423	106	575	78	299	10	308	296	243	59	121	539	6	524	198	216	232	277	83	643	328	172	275	143	75	731	
	48%	90%	24%	37%	31%	63%	46%	50%	28%	56%	44%	48%	32%	48%	44%	59%	42%	47%	50%	35%	49%	46%	43%	50%	52%	43%	50%	56%	49%	84%	31%	41%	49%	
Disagree	618	24	279	145	495	240	284	334	239	336	77	247	15	263	304	133	63	110	437	8	449	167	229	188	200	83	514	197	152	35	279	94	617	
	41%	6%	70%	54%	61%	30%	43%	40%	63%	33%	44%	40%	51%	41%	45%	32%	45%	42%	40%	46%	42%	39%	46%	40%	37%	43%	40%	34%	43%	10%	61%	51%	41%	
Net Agree	107	333	-182	-44	-249	265	18	89	-133	239	1	51	-6	46	-8	110	-4	11	102	-2	75	31	-14	44	77	*	129	131	19	241	-136	-19	114	
	7%	84%	-45%	-16%	-31%	33%	3%	11%	-35%	23%	1%	8%	-19%	7%	-1%	27%	-3%	4%	9%	-11%	7%	7%	-3%	9%	14%	*	10%	22%	5%	73%	-30%	-11%	8%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 81

**Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
The Conservatives do not have the knowledge needed to run the economy properly**

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Strongly agree	242	153	195	191	181	166	15	134	108	62	84	96	24	38	39	44	38	58	25	62	77	30	73	139	103	250
	16%	19%	17%	18%	18%	19%	12%	18%	14%	15%	16%	18%	13%	15%	14%	17%	17%	19%	17%	15%	18%	10%	21%	17%	15%	17%
Tend to agree	310	136	212	206	184	160	43	153	156	103	102	105	54	49	48	54	46	59	35	72	90	63	85	162	148	293
	21%	17%	19%	19%	18%	18%	35%	21%	20%	24%	19%	20%	30%	20%	17%	21%	20%	19%	24%	18%	21%	20%	24%	19%	22%	19%
Neither agree nor disagree	132	57	83	80	73	67	11	50	83	37	59	36	20	17	35	24	12	24	9	28	42	29	33	70	62	137
	9%	7%	7%	7%	7%	8%	8%	7%	11%	9%	11%	7%	11%	7%	12%	9%	5%	8%	6%	7%	10%	9%	9%	8%	9%	9%
Tend to disagree	426	214	324	307	279	239	26	194	232	131	163	132	50	81	92	71	68	64	31	122	114	104	86	236	189	423
	28%	27%	29%	28%	28%	27%	21%	27%	30%	31%	30%	25%	27%	33%	32%	28%	30%	21%	21%	30%	26%	33%	24%	28%	28%	28%
Strongly disagree	327	216	277	271	261	233	20	182	146	74	112	142	28	46	55	57	57	85	36	105	94	73	55	199	129	335
	22%	27%	25%	25%	26%	26%	16%	25%	19%	17%	21%	26%	15%	19%	19%	22%	25%	27%	24%	26%	22%	23%	16%	24%	19%	22%
Don't know	66	23	35	33	31	27	10	19	48	21	20	26	6	14	16	4	6	20	12	16	16	15	20	31	35	65
	4%	3%	3%	3%	3%	3%	8%	3%	6%	5%	4%	5%	3%	6%	6%	1%	3%	6%	8%	4%	4%	5%	6%	4%	5%	4%
Combinations - Summary																										
Agree	551	289	407	397	365	326	59	287	265	165	186	201	78	87	88	98	84	117	60	134	167	93	158	301	251	543
	37%	36%	36%	36%	36%	37%	47%	39%	34%	39%	34%	37%	43%	35%	31%	39%	37%	38%	41%	33%	39%	30%	45%	36%	38%	36%
Disagree	753	431	601	579	540	472	47	376	377	205	275	274	78	127	146	128	125	149	66	227	208	177	141	435	318	758
	50%	54%	53%	53%	54%	53%	37%	51%	49%	48%	51%	51%	43%	52%	51%	51%	55%	48%	45%	56%	48%	56%	40%	52%	48%	50%
Net Agree	-202	-142	-194	-182	-175	-146	12	-89	-113	-40	-89	-73	1	-40	-59	-31	-41	-31	-6	-93	-41	-84	17	-134	-68	-215
	-13%	-18%	-17%	-17%	-17%	-16%	9%	-12%	-15%	-9%	-17%	-14%	*	-16%	-21%	-12%	-18%	-10%	-4%	-23%	-9%	-27%	5%	-16%	-10%	-14%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 *=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 82

Q.21. I am now going to read out a series of statements about issues around a change of government. Can you tell me whether or not you agree or disagree with each one.
The Conservatives do not have the knowledge needed to run the economy properly

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Strongly agree	242	15	126	48	200	89	100	142	108	116	25	83	6	89	110	62	24	45	172	-	184	57	101	72	69	34	193	94	73	13	132	32	250
	16%	4%	31%	18%	25%	11%	15%	17%	28%	11%	14%	13%	20%	14%	16%	15%	17%	18%	16%	-	17%	13%	20%	15%	13%	18%	15%	16%	21%	4%	29%	17%	17%
Tend to agree	310	36	110	74	206	133	126	183	92	207	33	115	9	124	147	86	26	46	233	5	217	92	104	103	103	44	268	105	73	35	96	51	293
	21%	9%	27%	27%	26%	17%	19%	22%	24%	20%	19%	19%	29%	19%	22%	21%	18%	21%	27%	5	20%	21%	21%	22%	19%	23%	21%	18%	21%	11%	21%	28%	19%
Neither agree nor disagree	132	11	37	20	62	36	62	70	28	82	27	55	-	55	59	35	10	27	93	2	90	41	38	43	51	22	121	50	20	11	45	18	137
	9%	3%	9%	7%	8%	4%	9%	8%	7%	8%	15%	9%	-	9%	9%	8%	7%	10%	9%	10%	8%	10%	9%	10%	12%	9%	9%	6%	3%	10%	10%	9%	
Tend to disagree	426	132	84	82	219	267	207	219	92	303	57	201	5	205	210	101	34	78	311	4	281	143	139	131	155	47	376	152	82	106	108	52	423
	28%	33%	21%	31%	27%	33%	31%	26%	24%	30%	32%	33%	15%	32%	31%	25%	24%	30%	29%	23%	26%	33%	28%	28%	29%	24%	29%	26%	23%	32%	24%	28%	28%
Strongly disagree	327	196	33	36	94	257	140	187	40	277	28	145	7	152	133	107	36	45	241	6	257	70	96	99	133	35	283	154	90	155	62	28	335
	22%	49%	8%	14%	12%	32%	21%	22%	10%	27%	16%	23%	25%	24%	20%	26%	25%	17%	22%	36%	24%	16%	19%	21%	25%	18%	22%	26%	25%	47%	14%	15%	22%
Don't know	66	7	11	9	24	20	25	41	19	39	6	19	3	22	18	18	11	18	37	1	39	26	23	19	24	10	57	28	15	8	14	3	65
	4%	2%	3%	3%	3%	2%	4%	5%	5%	4%	4%	3%	11%	3%	3%	5%	8%	7%	3%	3%	4%	6%	5%	4%	4%	5%	5%	4%	3%	3%	2%	4%	
Combinations - Summary																																	
Agree	551	51	235	122	406	222	226	326	201	323	58	198	15	213	257	149	50	91	405	5	401	149	205	175	172	78	461	198	146	48	228	83	543
	37%	13%	59%	45%	50%	28%	34%	39%	53%	32%	33%	32%	49%	33%	38%	36%	36%	35%	37%	27%	38%	35%	41%	37%	32%	41%	36%	34%	42%	15%	50%	45%	36%
Disagree	753	328	117	119	313	524	347	406	132	580	85	346	12	358	343	208	69	122	551	10	538	213	235	230	288	81	659	306	171	262	170	80	758
	50%	83%	29%	44%	39%	65%	53%	48%	35%	57%	48%	56%	40%	55%	51%	51%	49%	47%	51%	59%	50%	50%	47%	49%	54%	42%	51%	53%	49%	79%	37%	43%	50%
Net Agree	-202	-277	118	3	93	-303	-122	-80	69	-257	-27	-148	3	-145	-86	-60	-19	-31	-146	-5	-136	-64	-30	-55	-116	-3	-198	-108	-25	-214	58	3	-215
	-13%	-70%	30%	1%	12%	-38%	-18%	-9%	18%	-25%	-15%	-24%	10%	-22%	-13%	-15%	-13%	-12%	-13%	-31%	-13%	-15%	-6%	-12%	-22%	-2%	-15%	-18%	-7%	-65%	13%	2%	-14%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 83
Q.22. Can you tell me whether you are satisfied or dissatisfied with the way Alistair Darling is doing his job as Chancellor of the Exchequer?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Satisfied	543 36%	313 39%	434 39%	419 38%	390 39%	346 39%	40 32%	282 39%	262 34%	149 35%	181 34%	213 40%	70 38%	79 32%	100 35%	81 32%	89 39%	125 40%	58 39%	160 40%	165 38%	99 32%	119 34%	325 39%	218 33%	567 38%
Dissatisfied	759 51%	427 53%	594 53%	577 53%	533 53%	475 53%	53 42%	385 53%	374 48%	190 45%	292 54%	276 52%	65 36%	126 51%	141 49%	152 60%	123 54%	153 50%	73 49%	209 52%	223 52%	170 54%	157 45%	432 52%	327 49%	749 50%
Don't know	200 13%	59 7%	98 9%	92 8%	86 9%	71 8%	32 26%	64 9%	136 18%	88 20%	66 12%	47 9%	47 26%	41 17%	45 16%	21 8%	15 7%	31 10%	18 12%	35 9%	44 10%	45 14%	76 22%	80 10%	121 18%	187 12%
Net satisfied	-216 -14%	-115 -14%	-160 -14%	-158 -15%	-142 -14%	-129 -14%	-12 -10%	-104 -14%	-112 -15%	-42 -10%	-111 -21%	-63 -12%	5 3%	-47 -19%	-41 -14%	-71 -28%	-34 -15%	-28 -9%	-15 -10%	-49 -12%	-58 -13%	-70 -22%	-38 -11%	-108 -13%	-108 -16%	-182 -12%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 *Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 84
Q.22. Can you tell me whether you are satisfied or dissatisfied with the way Alistair Darling is doing his job as Chancellor of the Exchequer?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Satisfied	543	75	246	101	395	223	235	308	260	256	66	202	15	217	245	167	39	87	413	4	383	158	187	175	182	70	453	196	152	67	242	58	567
	36%	19%	61%	37%	49%	28%	36%	37%	68%	25%	37%	33%	50%	33%	36%	41%	28%	34%	38%	24%	36%	37%	37%	37%	34%	35%	34%	43%	20%	53%	32%	38%	
Dissatisfied	759	292	95	144	315	513	357	402	64	674	91	343	14	356	371	209	73	97	580	9	553	205	238	238	283	90	665	313	173	247	165	110	749
	51%	74%	24%	53%	39%	64%	54%	48%	17%	66%	52%	55%	45%	55%	55%	51%	52%	37%	53%	52%	52%	48%	47%	51%	53%	47%	51%	54%	49%	75%	36%	60%	50%
Don't know	200	29	60	25	96	66	68	132	57	95	19	73	2	75	61	33	28	74	94	4	133	68	76	54	70	32	180	73	27	15	50	16	187
	13%	7%	15%	9%	12%	8%	10%	16%	15%	9%	11%	12%	5%	12%	9%	8%	20%	29%	9%	24%	12%	16%	15%	12%	13%	17%	14%	12%	8%	5%	11%	9%	12%
Net satisfied	-216	-217	151	-43	79	-289	-122	-94	196	-418	-25	-141	1	-139	-126	-42	-34	-10	-168	-5	-171	-47	-50	-64	-102	-21	-212	-117	-22	-180	77	-52	-182
	-14%	-55%	38%	-16%	10%	-36%	-18%	-11%	52%	-41%	-14%	-23%	4%	-21%	-19%	-10%	-24%	-4%	-15%	-28%	-16%	-11%	-10%	-14%	-19%	-11%	-16%	-20%	-6%	-55%	17%	-28%	-12%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 *Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 85
Q.23. Who do you think would make the most capable Chancellor, Labour's Alistair Darling or the Conservatives' George Osborne?

Base : Half of respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	768	427	596	574	539	474	59	393	375	201	264	303	88	113	137	127	123	180	75	214	211	129	214	425	343	768
Weighted Total	761	392	571	552	518	444	56	360	400	218	259	283	94	124	149	110	111	172	82	207	216	146	192	423	338	768
Alistair Darling	227 30%	136 35%	180 32%	174 31%	166 32%	147 33%	13 24%	114 32%	113 28%	68 31%	63 24%	95 34%	30 32%	38 31%	42 28%	22 20%	38 34%	57 33%	24 29%	73 35%	58 27%	34 23%	61 32%	132 31%	95 28%	233 30%
George Osborne	262 34%	144 37%	216 38%	210 38%	190 37%	166 37%	13 23%	143 40%	119 30%	62 28%	91 35%	109 38%	25 27%	37 30%	51 34%	40 36%	43 39%	65 38%	31 37%	78 38%	79 37%	45 31%	60 31%	157 37%	105 31%	255 33%
Neither	138 18%	67 17%	102 18%	98 18%	94 18%	79 18%	12 21%	61 17%	77 19%	33 15%	55 21%	50 18%	11 11%	22 18%	29 20%	26 24%	20 18%	30 17%	15 19%	30 14%	39 18%	36 25%	33 17%	69 16%	69 20%	149 19%
Don't know	134 18%	45 11%	72 13%	71 13%	68 13%	52 12%	18 32%	43 12%	91 23%	55 25%	49 19%	30 10%	29 30%	27 22%	27 18%	22 20%	10 9%	20 12%	12 15%	26 12%	40 18%	31 21%	38 20%	65 15%	69 20%	131 17%

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Table 86
Q.23. Who do you think would make the most capable Chancellor, Labour's Alistair Darling or the Conservatives' George Osborne?

Base : Half of respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Lab-our	Lib Dem	Not Conservative	Not Lab-our	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Lab-our		Lib Dems
Unweighted Total	768	196	193	147	419	422	309	459	169	555	179	211	14	225	294	286	80	100	580	8	563	201	270	243	255	84	663	294	177	174	215	108	768
Weighted Total	761	188	197	149	421	412	316	444	174	537	96	282	17	299	341	219	65	129	559	6	531	226	252	236	272	88	664	291	170	168	223	102	768
Alistair Darling	227	11	127	44	185	70	87	140	105	112	28	75	7	82	99	68	19	38	168	3	152	73	90	73	63	21	194	87	58	11	107	37	233
	30%	6%	64%	29%	44%	17%	28%	31%	60%	21%	29%	27%	41%	28%	29%	31%	28%	29%	30%	41%	29%	32%	36%	31%	23%	23%	29%	30%	34%	7%	48%	36%	30%
George Osborne	262	140	25	40	97	212	111	150	24	227	26	105	4	109	120	82	18	40	202	2	190	71	71	84	107	26	232	118	67	119	56	26	255
	34%	75%	13%	27%	23%	52%	35%	34%	14%	42%	27%	37%	24%	36%	35%	38%	28%	31%	36%	26%	36%	31%	28%	36%	39%	30%	35%	40%	39%	71%	25%	26%	33%
Neither	138	19	15	45	80	83	55	83	9	122	19	44	6	49	56	37	20	24	93	1	100	37	39	40	60	20	120	51	30	26	35	28	149
	18%	10%	8%	30%	19%	20%	17%	19%	5%	23%	20%	16%	33%	17%	16%	17%	30%	18%	17%	16%	19%	16%	15%	17%	22%	23%	18%	18%	18%	16%	16%	28%	19%
Don't know	134	18	30	20	58	47	63	71	35	76	23	58	*	58	65	31	9	28	96	1	89	45	52	39	42	21	117	36	16	12	26	11	131
	18%	10%	15%	13%	14%	11%	20%	16%	20%	14%	24%	21%	2%	19%	19%	14%	13%	22%	17%	17%	17%	20%	21%	17%	16%	24%	18%	12%	9%	7%	12%	11%	17%

Fieldwork dates : 19th to 22nd March 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03
 *Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 87

Q.24. Who do you think would make the most capable Chancellor, Labour's Alistair Darling, the Conservatives' George Osborne or the Liberal Democrats' Vince Cable?

Base : Half of respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	735	406	549	529	490	452	71	380	355	183	272	280	71	112	132	140	127	153	61	206	199	153	177	405	330	735
Weighted Total	742	407	555	536	491	448	69	371	371	209	280	253	87	121	137	144	116	137	67	198	217	168	160	414	328	735
Alistair Darling	169 23%	91 22%	129 23%	121 23%	110 22%	100 22%	10 15%	86 23%	83 22%	49 24%	71 25%	48 19%	21 24%	28 23%	38 28%	33 23%	25 21%	24 17%	9 13%	38 19%	61 28%	31 18%	39 25%	98 24%	70 21%	166 23%
George Osborne	157 21%	98 24%	132 24%	132 25%	122 25%	107 24%	6 9%	69 19%	88 24%	46 22%	53 19%	58 23%	18 21%	28 23%	26 19%	27 19%	20 17%	38 28%	14 22%	43 22%	38 17%	40 24%	36 23%	80 19%	77 23%	144 20%
Vince Cable	237 32%	150 37%	184 33%	178 33%	171 35%	165 37%	19 27%	138 37%	99 27%	50 24%	82 29%	105 42%	23 26%	27 22%	33 24%	49 34%	50 43%	56 41%	33 49%	74 37%	66 31%	54 32%	43 27%	140 34%	97 30%	253 34%
None of these	49 7%	27 7%	37 7%	35 7%	32 6%	28 6%	10 14%	28 7%	22 6%	9 4%	25 9%	15 6%	7 8%	2 2%	10 7%	15 10%	6 6%	9 6%	4 5%	12 6%	14 7%	14 8%	9 6%	26 6%	23 7%	48 7%
Don't know	130 18%	40 10%	73 13%	69 13%	56 11%	49 11%	24 35%	51 14%	80 21%	55 26%	49 17%	26 10%	19 21%	36 30%	29 21%	20 14%	15 13%	11 8%	7 11%	31 16%	38 17%	29 17%	32 20%	69 17%	61 19%	124 17%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 88

Q.24. Who do you think would make the most capable Chancellor, Labour's Alistair Darling, the Conservatives' George Osborne or the Liberal Democrats' Vince Cable?

Base : Half of respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Unweighted Total	735	201	196	126	381	386	323	412	190	492	157	250	8	258	288	262	74	103	550	8	548	185	249	229	257	97	628	290	189	162	233	91	735
Weighted Total	742	208	204	121	386	390	344	398	206	487	80	337	13	349	336	191	75	129	527	11	537	204	249	230	264	104	634	291	182	161	234	82	735
Alistair Darling	169 23%	7 3%	111 55%	14 12%	147 38%	42 11%	89 26%	80 20%	100 48%	55 11%	19 24%	84 25%	2 12%	86 24%	78 23%	39 20%	17 22%	32 25%	117 22%	3 29%	123 23%	46 23%	59 24%	55 24%	54 21%	27 26%	132 21%	69 24%	36 20%	8 5%	93 40%	7 8%	166 23%
George Osborne	157 21%	109 52%	14 7%	12 10%	33 9%	128 33%	62 18%	96 24%	19 9%	137 28%	15 19%	75 22%	2 13%	77 22%	69 20%	44 23%	19 25%	23 18%	112 21%	3 26%	106 20%	51 25%	51 20%	52 23%	54 21%	19 19%	141 22%	69 24%	35 19%	76 47%	32 14%	8 10%	144 20%
Vince Cable	237 32%	52 25%	40 20%	76 63%	139 36%	150 39%	110 32%	127 32%	55 27%	171 35%	26 33%	94 28%	6 45%	100 29%	112 33%	70 36%	20 26%	32 25%	182 34%	4 37%	190 35%	45 22%	83 33%	68 30%	86 32%	24 23%	204 32%	90 31%	82 45%	51 32%	65 28%	54 66%	253 34%
None of these	49 7%	10 5%	8 4%	5 5%	19 5%	22 6%	25 7%	24 6%	7 3%	40 8%	5 6%	27 8%	- -	27 8%	21 6%	13 7%	3 4%	11 9%	34 6%	1 8%	35 7%	14 7%	15 6%	21 9%	13 5%	6 6%	43 7%	20 7%	12 7%	11 7%	15 6%	4 4%	48 7%
Don't know	130 18%	30 15%	30 15%	13 11%	48 12%	48 12%	59 17%	72 18%	26 13%	84 17%	15 18%	55 16%	4 30%	59 17%	56 17%	27 14%	17 22%	31 24%	82 16%	-	82 15%	48 24%	40 16%	34 15%	56 21%	27 26%	114 18%	43 15%	17 9%	15 9%	30 13%	10 12%	124 17%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 89
Q.25. Do you think a Labour or a Conservative government would be most effective in getting good value for the public money it spends?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Labour	460 31%	237 30%	341 30%	323 30%	297 29%	258 29%	35 28%	208 28%	252 33%	148 35%	166 31%	146 27%	72 39%	76 31%	97 34%	69 27%	71 31%	74 24%	34 23%	124 31%	139 32%	83 27%	114 32%	262 31%	197 30%	459 31%
Conservative	629 42%	396 50%	534 47%	524 48%	493 49%	440 49%	29 23%	336 46%	293 38%	155 36%	207 38%	267 50%	55 30%	100 41%	111 39%	96 38%	100 44%	167 54%	77 52%	206 51%	181 42%	124 40%	118 33%	387 46%	242 36%	627 42%
Other	63 4%	34 4%	45 4%	45 4%	43 4%	40 5%	6 5%	33 5%	30 4%	21 5%	21 4%	7 4%	14 6%	9 3%	11 4%	11 5%	10 3%	5 4%	18 4%	15 3%	15 5%	15 4%	32 4%	30 4%	71 5%	
None	168 11%	79 10%	112 10%	108 10%	99 10%	87 10%	23 19%	85 12%	83 11%	37 9%	78 15%	53 10%	11 6%	26 11%	31 11%	47 19%	28 12%	25 8%	9 6%	29 7%	56 13%	35 11%	48 14%	85 10%	82 12%	176 12%
Don't know	184 12%	53 7%	94 8%	88 8%	77 8%	67 7%	32 26%	69 9%	114 15%	67 16%	67 12%	49 9%	38 21%	29 12%	37 13%	30 12%	16 7%	33 11%	23 16%	28 7%	42 10%	56 18%	57 16%	70 8%	114 17%	170 11%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 90
Q.25. Do you think a Labour or a Conservative government would be most effective in getting good value for the public money it spends?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Labour	460 31%	11 3%	289 72%	69 26%	387 48%	108 14%	210 32%	249 30%	244 64%	181 18%	64 36%	179 29%	12 41%	192 30%	216 32%	104 25%	45 32%	89 35%	320 29%	4 24%	311 29%	148 34%	183 37%	139 30%	137 26%	62 32%	375 29%	172 30%	110 31%	10 3%	252 55%	40 22%	459 31%
Conservative	629 42%	347 88%	51 13%	99 37%	207 26%	504 63%	278 42%	352 42%	57 15%	557 54%	54 31%	283 46%	11 36%	294 45%	279 41%	211 52%	52 37%	79 30%	491 45%	8 46%	473 44%	152 35%	180 36%	199 43%	250 47%	76 40%	562 43%	283 49%	178 51%	272 83%	118 26%	70 38%	627 42%
Other	63 4%	5 1%	6 1%	26 10%	40 5%	39 5%	32 5%	31 4%	13 3%	46 5%	9 5%	24 4%	3 9%	26 4%	23 3%	19 5%	5 3%	14 6%	42 4%	2 11%	45 4%	18 4%	20 4%	19 4%	24 4%	11 6%	55 4%	17 3%	13 3%	9 3%	14 3%	18 10%	71 5%
None	168 11%	10 2%	20 5%	53 20%	104 13%	93 12%	66 10%	102 12%	19 5%	136 13%	24 14%	65 11%	2 7%	67 10%	76 11%	36 9%	19 14%	36 14%	112 10%	1 3%	125 12%	43 10%	61 12%	45 10%	62 12%	23 12%	141 11%	50 9%	29 8%	14 4%	42 9%	37 20%	176 12%
Don't know	184 12%	24 6%	36 9%	22 8%	69 9%	57 7%	75 11%	109 13%	47 12%	104 10%	25 14%	67 11%	2 6%	69 11%	82 12%	40 10%	19 14%	39 15%	122 11%	3 15%	115 11%	68 16%	56 11%	64 14%	63 12%	20 11%	164 13%	61 10%	21 6%	24 7%	30 7%	19 10%	170 11%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 91

Q.26. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending
There is a real need to cut spending on public services in order to pay off the very high national debt we now have

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Strongly agree	354 24%	231 29%	287 25%	280 26%	264 26%	242 27%	19 15%	218 30%	136 18%	83 19%	121 22%	150 28%	29 16%	54 22%	60 21%	61 24%	56 25%	93 30%	52 35%	111 27%	108 25%	82 26%	54 15%	218 26%	136 20%	366 24%
Tend to agree	369 25%	181 23%	285 25%	273 25%	247 24%	210 24%	31 25%	178 24%	191 25%	110 26%	133 25%	126 23%	41 23%	69 28%	73 26%	60 24%	48 21%	77 25%	37 25%	99 24%	120 28%	66 21%	85 24%	219 26%	150 23%	368 24%
Neither agree nor disagree	72 5%	27 3%	46 4%	44 4%	39 4%	37 4%	12 9%	33 5%	39 5%	20 5%	28 5%	24 5%	10 6%	10 4%	16 6%	12 5%	10 4%	15 5%	5 3%	18 4%	19 4%	20 6%	15 4%	37 4%	35 5%	81 5%
Tend to disagree	339 23%	165 21%	252 22%	245 22%	224 22%	186 21%	30 24%	151 21%	188 24%	107 25%	116 22%	115 22%	48 27%	59 24%	66 23%	50 20%	57 25%	58 19%	32 22%	106 26%	92 21%	67 21%	73 21%	198 24%	141 21%	332 22%
Strongly disagree	332 22%	178 22%	231 21%	223 20%	212 21%	197 22%	25 20%	140 19%	191 25%	96 22%	130 24%	106 20%	45 25%	50 21%	60 21%	69 27%	53 23%	53 17%	17 12%	65 16%	84 19%	74 24%	108 31%	149 18%	183 27%	325 22%
Don't know	37 2%	16 2%	25 2%	23 2%	23 2%	20 2%	8 6%	11 1%	26 3%	10 2%	11 2%	15 3%	8 4%	3 1%	10 3%	2 1%	2 1%	13 4%	5 3%	6 1%	10 2%	5 2%	16 5%	16 2%	21 3%	31 2%
Combinations - Summary																										
Agree	723 48%	412 52%	572 51%	553 51%	511 51%	452 51%	50 40%	396 54%	327 42%	194 45%	254 47%	276 51%	71 39%	123 50%	133 47%	121 48%	105 46%	171 55%	90 60%	210 52%	228 53%	147 47%	139 39%	438 52%	286 43%	734 49%
Disagree	670 45%	344 43%	483 43%	467 43%	436 43%	383 43%	56 44%	291 40%	379 49%	203 47%	246 46%	222 41%	94 51%	109 44%	127 44%	119 47%	110 49%	111 36%	49 33%	171 42%	176 41%	142 45%	182 52%	347 41%	324 49%	657 44%
Net Agree	53 4%	69 9%	88 8%	86 8%	75 7%	68 8%	-5 -4%	105 14%	-52 -7%	-9 -2%	8 1%	54 10%	-23 -13%	14 6%	6 2%	2 1%	-5 -2%	60 19%	40 27%	39 10%	52 12%	5 2%	-43 -12%	91 11%	-38 -6%	77 5%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 92

Q.26. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending
There is a real need to cut spending on public services in order to pay off the very high national debt we now have

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Strongly agree	354	144	77	54	165	232	140	214	64	276	29	149	1	150	150	112	44	46	262	3	259	93	109	121	124	48	306	150	107	119	95	37	366
	24%	36%	19%	20%	20%	29%	21%	25%	17%	27%	17%	24%	5%	23%	22%	27%	31%	18%	24%	17%	24%	22%	22%	26%	23%	25%	24%	26%	30%	36%	21%	20%	24%
Tend to agree	369	98	104	67	204	198	169	200	112	237	36	166	10	176	170	99	34	64	269	2	252	115	116	127	127	50	326	132	83	83	117	48	368
	25%	25%	26%	25%	25%	25%	26%	24%	29%	23%	21%	27%	33%	27%	25%	24%	24%	25%	25%	13%	24%	27%	23%	27%	24%	26%	25%	23%	24%	25%	26%	26%	24%
Neither agree nor disagree	72	12	18	16	38	32	30	43	16	52	8	27	1	28	37	20	7	5	57	4	56	16	35	15	22	9	64	21	9	12	18	8	81
	5%	3%	4%	6%	5%	4%	5%	5%	4%	5%	5%	4%	5%	4%	6%	5%	5%	2%	5%	22%	5%	4%	7%	3%	4%	5%	5%	4%	3%	4%	4%	5%	5%
Tend to disagree	339	69	95	76	197	171	162	177	71	231	44	146	11	157	175	79	23	56	254	6	241	97	112	99	128	40	290	131	69	56	90	54	332
	23%	17%	24%	28%	24%	21%	24%	21%	19%	23%	25%	24%	37%	24%	26%	19%	17%	22%	23%	32%	23%	23%	22%	21%	24%	21%	22%	22%	20%	17%	20%	29%	22%
Strongly disagree	332	63	97	57	191	157	153	179	107	209	56	122	6	128	135	88	31	74	223	3	236	95	117	96	119	37	281	135	75	50	123	35	325
	22%	16%	24%	21%	24%	20%	23%	21%	28%	20%	32%	20%	20%	20%	20%	22%	22%	29%	21%	17%	22%	22%	23%	21%	22%	19%	22%	23%	21%	15%	27%	19%	22%
Don't know	37	10	10	*	12	12	7	29	9	20	2	9	-	9	9	12	2	13	21	-	24	12	12	9	16	8	31	14	9	10	13	2	31
	2%	3%	3%	*	1%	1%	1%	3%	2%	2%	1%	1%	-	1%	1%	3%	2%	5%	2%	-	2%	3%	2%	2%	3%	4%	2%	2%	3%	3%	1%	2%	
Combinations - Summary																																	
Agree	723	243	181	121	369	430	309	415	176	513	66	314	11	326	320	211	78	109	531	5	511	209	225	248	251	98	632	282	190	202	212	85	734
	48%	61%	45%	45%	46%	54%	47%	49%	46%	50%	37%	51%	38%	50%	47%	51%	55%	42%	49%	30%	48%	49%	45%	53%	47%	51%	49%	48%	54%	61%	46%	46%	49%
Disagree	670	132	192	132	388	328	315	356	178	439	100	268	17	285	310	167	54	131	477	8	477	192	229	195	247	77	571	266	144	106	213	89	657
	45%	33%	48%	49%	48%	41%	48%	42%	47%	43%	57%	43%	57%	44%	46%	41%	39%	51%	44%	49%	45%	45%	46%	42%	46%	40%	44%	46%	41%	32%	47%	48%	44%
Net Agree	53	111	-11	-12	-20	102	-6	59	-2	73	-34	46	-6	41	10	44	24	-21	54	-3	33	16	-4	53	4	21	61	16	46	97	-1	-4	77
	4%	28%	-3%	-4%	-2%	13%	-1%	7%	-1%	7%	-19%	8%	-19%	6%	2%	11%	17%	-8%	5%	-19%	3%	4%	-1%	11%	1%	11%	5%	3%	13%	29%	*	-2%	5%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 93

Q.26. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending
Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
Strongly agree	522	290	393	375	352	316	42	247	274	142	151	228	69	73	83	68	96	132	73	131	158	110	123	289	233	518
	35%	36%	35%	34%	35%	35%	34%	34%	36%	33%	28%	42%	38%	30%	29%	27%	42%	43%	49%	32%	36%	35%	35%	34%	35%	34%
Tend to agree	434	207	313	305	276	238	41	209	224	161	157	115	59	102	78	79	41	74	27	128	117	98	91	245	188	435
	29%	26%	28%	28%	27%	27%	33%	29%	29%	38%	29%	21%	33%	42%	27%	31%	18%	24%	18%	32%	27%	31%	26%	29%	28%	29%
Neither agree nor disagree	84	45	62	58	53	52	6	41	43	21	39	24	10	11	17	22	12	12	5	22	25	13	24	47	37	85
	6%	6%	5%	5%	5%	6%	5%	6%	6%	5%	7%	4%	6%	4%	6%	9%	5%	4%	3%	5%	6%	4%	7%	6%	6%	6%
Tend to disagree	212	116	162	158	149	131	17	99	113	50	91	71	19	31	49	42	36	35	15	66	67	38	41	133	79	222
	14%	14%	14%	15%	15%	14%	14%	14%	15%	12%	17%	13%	11%	13%	17%	16%	16%	11%	10%	16%	16%	12%	12%	16%	12%	15%
Strongly disagree	196	118	159	156	147	131	12	119	77	36	79	81	13	23	40	40	39	42	16	47	57	45	48	104	93	195
	13%	15%	14%	14%	15%	15%	10%	16%	10%	9%	15%	15%	7%	9%	14%	16%	17%	13%	11%	12%	13%	14%	14%	12%	14%	13%
Don't know	55	24	36	36	32	24	7	15	40	15	22	18	11	4	18	4	3	15	13	11	9	10	25	20	36	48
	4%	3%	3%	3%	3%	3%	5%	2%	5%	4%	4%	3%	6%	2%	6%	1%	1%	5%	9%	3%	2%	3%	7%	2%	5%	3%
Combinations - Summary																										
Agree	955	497	706	680	628	554	83	457	498	304	309	343	128	176	162	147	137	206	100	259	275	208	214	534	421	953
	64%	62%	63%	63%	62%	62%	66%	62%	65%	71%	57%	64%	70%	72%	57%	58%	60%	67%	67%	64%	64%	66%	61%	64%	63%	63%
Disagree	409	234	322	313	296	262	29	219	190	87	170	152	33	54	89	81	75	77	32	113	124	83	89	237	172	417
	27%	29%	29%	29%	29%	29%	23%	30%	25%	20%	32%	28%	18%	22%	31%	32%	33%	25%	21%	28%	29%	26%	25%	28%	26%	28%
Net Agree	547	263	385	367	332	292	54	238	309	217	138	191	95	122	73	66	62	129	68	146	151	125	125	297	249	536
	36%	33%	34%	34%	33%	33%	43%	33%	40%	51%	26%	36%	52%	50%	26%	26%	27%	42%	46%	36%	35%	40%	36%	35%	37%	36%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 94

Q.26. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending
Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
Strongly agree	522	173	134	71	253	293	213	309	127	370	50	205	11	216	200	166	54	96	366	5	392	128	174	166	182	64	447	250	117	142	153	47	518
	35%	44%	33%	26%	31%	36%	32%	37%	33%	36%	28%	33%	37%	33%	30%	40%	39%	37%	34%	30%	37%	30%	35%	36%	34%	33%	34%	43%	33%	43%	34%	26%	34%
Tend to agree	434	113	109	89	229	233	192	242	107	296	54	188	2	189	216	97	45	69	313	7	294	137	137	147	149	55	380	161	81	85	130	58	435
	29%	29%	27%	33%	28%	29%	29%	29%	28%	29%	31%	30%	6%	29%	32%	24%	32%	27%	29%	37%	27%	32%	27%	31%	28%	29%	29%	28%	23%	26%	29%	31%	29%
Neither agree nor disagree	84	19	21	13	43	41	42	42	19	59	10	44	3	47	43	19	11	11	62	-	58	26	36	23	25	5	70	22	21	16	17	11	85
	6%	5%	5%	5%	5%	5%	6%	5%	5%	6%	6%	7%	9%	7%	6%	5%	8%	4%	6%	-	5%	6%	7%	5%	5%	2%	5%	4%	6%	5%	4%	6%	6%
Tend to disagree	212	51	61	50	124	113	104	109	61	136	34	88	6	94	111	68	7	25	179	2	155	57	65	56	91	31	177	63	59	39	73	34	222
	14%	13%	15%	18%	15%	14%	16%	13%	16%	13%	19%	14%	21%	15%	16%	17%	5%	10%	17%	10%	15%	13%	13%	12%	17%	16%	14%	11%	17%	12%	16%	18%	15%
Strongly disagree	196	30	62	44	137	105	93	103	51	138	25	78	5	83	88	49	18	37	137	4	137	58	69	63	64	23	172	61	64	39	71	30	195
	13%	8%	15%	16%	17%	13%	14%	12%	13%	13%	14%	13%	17%	13%	13%	12%	13%	14%	13%	23%	13%	14%	14%	14%	12%	12%	13%	11%	18%	12%	16%	16%	13%
Don't know	55	11	15	2	22	17	18	38	16	26	2	15	3	19	18	11	6	20	29	-	32	23	20	12	24	14	51	24	10	8	12	4	48
	4%	3%	4%	1%	3%	2%	3%	4%	4%	3%	1%	2%	11%	3%	3%	3%	4%	8%	3%	-	3%	5%	4%	2%	5%	7%	4%	4%	3%	2%	3%	2%	3%
Combinations - Summary																																	
Agree	955	286	242	160	482	526	404	551	234	667	104	393	13	405	416	263	99	165	679	12	686	265	311	313	331	119	828	411	197	228	283	105	953
	64%	72%	60%	60%	60%	66%	61%	65%	62%	65%	59%	64%	43%	63%	61%	64%	70%	64%	62%	67%	64%	62%	62%	67%	62%	62%	64%	71%	56%	69%	62%	57%	63%
Disagree	409	81	122	94	260	219	197	212	112	273	59	166	11	177	199	117	25	61	317	6	292	116	134	120	155	54	349	125	123	78	144	64	417
	27%	20%	31%	35%	32%	27%	30%	25%	29%	27%	34%	27%	38%	27%	29%	29%	18%	24%	29%	33%	27%	27%	27%	26%	29%	28%	27%	21%	35%	24%	32%	35%	28%
Net Agree	547	205	120	67	221	307	208	339	122	393	45	227	1	228	217	146	74	104	362	6	393	150	177	193	176	66	479	287	74	150	139	41	536
	36%	52%	30%	25%	27%	38%	31%	40%	32%	38%	26%	37%	5%	35%	32%	36%	53%	40%	33%	34%	37%	35%	35%	41%	33%	34%	37%	49%	21%	45%	30%	22%	36%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 95

Q.27. The Conservatives say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Labour say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?

Base : Half of respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	749	418	572	556	515	464	57	396	353	184	282	283	75	109	139	143	122	161	72	217	209	125	198	426	323	749
Weighted Total	743	401	563	549	508	448	50	372	371	206	287	249	89	117	146	142	108	141	73	200	219	136	188	418	324	749
The Conservative view that national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year	235 32%	140 35%	188 33%	182 33%	172 34%	156 35%	10 21%	120 32%	115 31%	63 30%	89 31%	83 33%	26 29%	37 32%	38 26%	51 36%	30 28%	53 38%	28 39%	77 38%	72 33%	42 31%	45 24%	148 35%	87 27%	250 33%
The Labour view that the national debt should not be cut so soon as reducing spending may stop recovery	414 56%	224 56%	317 56%	311 57%	287 56%	250 56%	28 57%	210 56%	204 55%	118 57%	157 55%	140 56%	49 55%	69 59%	88 60%	69 49%	69 63%	71 50%	35 49%	116 58%	123 56%	80 59%	95 50%	239 57%	175 54%	417 56%
Neither	42 6%	23 6%	24 4%	24 4%	23 5%	23 5%	8 15%	24 6%	18 5%	8 4%	22 8%	12 5%	6 7%	2 2%	13 9%	9 6%	7 6%	5 4%	3 5%	2 1%	14 6%	4 3%	22 11%	16 4%	26 8%	34 5%
Don't know	52 7%	14 3%	34 6%	32 6%	26 5%	18 4%	4 7%	18 5%	34 9%	18 9%	19 7%	14 6%	9 10%	9 7%	7 5%	12 9%	3 3%	12 8%	5 7%	4 2%	11 5%	10 7%	27 14%	15 4%	36 11%	48 6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 96

Q.27. The Conservatives say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Labour say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?

Base : Half of respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	749	188	199	147	414	403	330	419	184	520	175	229	15	244	306	275	72	88	581	8	550	195	268	241	240	83	633	292	184	169	217	107	749
Weighted Total	743	179	207	145	421	393	348	395	193	505	93	311	20	331	355	207	64	109	562	8	523	217	251	245	247	84	629	284	176	162	230	96	749
The Conservative view that national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year	235 32%	124 69%	15 7%	22 15%	64 15%	173 44%	103 30%	133 34%	17 9%	213 42%	27 29%	99 32%	6 28%	104 32%	100 28%	78 38%	22 34%	32 29%	178 32%	4 47%	163 31%	70 33%	68 27%	85 35%	82 33%	22 26%	212 34%	114 40%	67 38%	114 70%	27 12%	20 20%	250 33%
The Labour view that the national debt should not be cut so soon as reducing spending may stop recovery	414 56%	39 22%	179 87%	103 71%	314 75%	175 45%	202 58%	212 54%	165 85%	219 43%	57 61%	168 54%	15 72%	183 55%	212 60%	103 50%	37 58%	59 54%	315 56%	3 35%	292 56%	120 55%	146 58%	131 54%	137 55%	55 65%	341 54%	138 49%	98 56%	35 22%	180 78%	65 67%	417 56%
Neither	42 6%	4 2%	3 2%	13 9%	19 5%	20 5%	19 5%	23 6%	2 1%	37 7%	5 5%	18 6%	- -	18 5%	27 8%	9 4%	2 3%	4 3%	36 6%	- -	25 5%	17 8%	21 8%	8 3%	13 5%	1 1%	36 6%	9 3%	5 3%	8 5%	7 3%	8 8%	34 5%
Don't know	52 7%	11 6%	10 5%	7 5%	23 6%	25 6%	24 7%	27 7%	9 5%	37 7%	4 4%	26 8%	- -	26 8%	16 4%	17 8%	3 5%	15 14%	32 6%	2 18%	42 8%	9 4%	17 7%	19 8%	15 6%	7 8%	41 7%	22 8%	6 3%	6 3%	15 7%	4 4%	48 6%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 97

Q.28. Some economists say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Other economists say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?

Base : Half of respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	754	415	573	547	514	462	73	377	377	200	254	300	84	116	130	124	128	172	64	203	201	157	193	404	350	754
Weighted Total	760	398	563	539	501	444	75	359	401	221	252	287	93	128	140	112	119	169	76	205	214	178	164	419	342	754
The view that national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year	214 28%	138 35%	174 31%	167 31%	155 31%	148 33%	14 19%	126 35%	88 22%	47 21%	64 25%	103 36%	19 21%	27 21%	36 26%	28 25%	35 30%	68 40%	34 44%	75 37%	64 30%	37 21%	38 23%	139 33%	75 22%	220 29%
The view that the national debt should not be cut so soon as reducing spending may stop recovery	434 57%	224 56%	325 58%	310 57%	293 58%	252 57%	45 60%	195 54%	240 60%	135 61%	152 60%	147 51%	59 64%	76 60%	81 58%	71 63%	70 59%	77 46%	29 39%	110 54%	131 61%	108 61%	85 52%	242 58%	193 56%	424 56%
Neither	27 4%	11 3%	21 4%	21 4%	15 3%	12 3%	3 4%	10 3%	18 4%	9 4%	6 2%	12 4%	2 2%	7 6%	* *	6 5%	8 6%	4 3%	2 2%	6 3%	5 2%	7 4%	9 5%	11 3%	16 5%	27 4%
Don't know	85 11%	25 6%	43 8%	42 8%	38 8%	32 7%	12 16%	28 8%	56 14%	30 13%	30 12%	25 9%	12 13%	17 13%	23 16%	7 6%	6 5%	19 12%	11 15%	12 6%	14 7%	26 14%	32 20%	27 6%	58 17%	83 11%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 98

Q.28. Some economists say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Other economists say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?

Base : Half of respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure						Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour	Lib Dems		
Unweighted Total	754	209	190	126	386	405	302	452	175	527	161	232	7	239	276	273	82	115	549	8	561	191	251	231	272	98	658	292	182	167	231	92	754	
Weighted Total	760	218	194	124	386	409	313	448	187	519	83	307	10	317	322	204	76	150	525	9	545	213	250	222	288	108	668	298	176	167	227	88	754	
The view that national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year	214 28%	90 41%	39 20%	31 25%	92 24%	143 35%	81 26%	133 30%	36 19%	171 33%	19 23%	81 26%	1 8%	82 26%	93 29%	72 35%	18 24%	28 18%	165 31%	3 34%	169 31%	44 21%	64 26%	66 30%	84 29%	28 26%	185 28%	85 29%	64 37%	83 50%	43 19%	25 28%	220 29%	
The view that the national debt should not be cut so soon as reducing spending may stop recovery	434 57%	105 48%	129 66%	77 62%	245 63%	221 54%	198 63%	236 53%	130 69%	275 53%	52 63%	186 61%	8 77%	194 61%	194 60%	109 53%	41 53%	87 58%	302 58%	4 44%	302 55%	131 61%	151 60%	120 54%	163 57%	56 52%	380 57%	177 59%	98 56%	68 41%	158 70%	54 62%	424 56%	
Neither	27 4%	4 2%	10 5%	5 4%	18 5%	12 3%	8 3%	19 4%	4 2%	22 4%	2 2%	11 4%	- -	11 4%	9 3%	6 3%	4 6%	7 4%	15 3%	2 18%	21 4%	7 3%	5 2%	8 4%	14 5%	13 12%	26 4%	11 4%	2 1%	5 3%	7 3%	4 5%	27 4%	
Don't know	85 11%	19 9%	16 8%	12 10%	30 8%	33 8%	25 8%	60 13%	18 9%	52 10%	9 11%	28 9%	1 15%	30 9%	26 8%	17 8%	13 17%	28 19%	43 8%	* 4%	53 10%	31 15%	31 12%	27 12%	27 9%	11 10%	78 12%	26 9%	11 6%	11 7%	19 8%	5 6%	83 11%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*=Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 99

Q29. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
A Conservative majority government	359 24%	198 25%	279 25%	271 25%	255 25%	225 25%	23 18%	189 26%	170 22%	106 25%	131 24%	122 23%	46 25%	60 24%	70 24%	61 19%	44 25%	79 24%	36 24%	89 22%	102 23%	78 25%	90 26%	191 23%	168 25%	348 23%
A Labour majority government	145 10%	62 8%	95 8%	89 8%	78 8%	65 7%	26 21%	67 9%	78 10%	48 11%	57 11%	40 7%	27 15%	21 8%	33 11%	24 10%	14 6%	25 8%	10 7%	26 6%	42 10%	34 11%	44 12%	68 8%	77 12%	147 10%
A hung parliament with the Conservatives as the biggest party	553 37%	321 40%	448 40%	438 40%	412 41%	367 41%	35 28%	280 38%	274 35%	139 33%	200 37%	214 40%	50 28%	89 36%	105 37%	95 37%	103 45%	111 36%	48 32%	187 46%	163 38%	103 33%	100 29%	350 42%	204 31%	559 37%
A hung parliament with Labour as the biggest party	337 22%	173 22%	248 22%	235 22%	215 21%	188 21%	26 21%	158 22%	179 23%	95 22%	121 22%	121 22%	36 20%	58 24%	65 23%	56 22%	58 25%	63 20%	31 21%	83 21%	94 22%	76 24%	84 24%	177 21%	160 24%	345 23%
A Liberal Democrat majority government	1 *	* *	1 *	1 *	* *	* *	* *	* *	1 *	1 *	* *	- *	1 1%	- *	- *	* *	- *	- *	- *	- *	- *	- *	1 *	- *	1 *	3 *
A hung parliament with the Liberal Democrats as the biggest party	4 *	* *	1 *	1 *	1 *	* *	- *	3 *	* *	1 *	2 *	* *	- *	1 *	- *	2 1%	* *	- *	- *	1 *	1 *	1 *	- *	2 *	1 *	5 *
Hung Parliament with no majority party	1 *	1 *	1 *	1 *	1 *	1 *	- *	- *	1 *	- *	* *	1 *	- *	- *	- *	* *	- *	1 1%	1 1%	- *	* *	- *	1 *	* *	1 *	2 *
Equal/equal share	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UKIP majority	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 *	3 *	3 *	3 *	3 *	3 *	* *	* 1%	5 1%	1 *	2 *	2 *	1 *	* *	1 1%	2 1%	- 1%	2 1%	- 1%	1 *	2 *	* *	1 *	3 *	2 *	6 *
Don't know	97 6%	39 5%	49 4%	48 4%	42 4%	41 5%	14 11%	33 5%	64 8%	35 8%	26 5%	36 7%	20 11%	15 6%	13 5%	8 3%	13 5%	28 9%	22 15%	17 4%	29 7%	21 7%	30 8%	47 6%	51 8%	87 6%
None of them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No answer	1 *	1 *	1 *	1 *	1 *	1 *	- *	- *	1 *	- *	- *	1 *	- *	- *	- *	- *	- *	1 1%	1 1%	- *	- *	- *	1 *	- *	1 *	1 *
Combinations - Summary																										
Conservatives largest party	912 61%	520 65%	727 65%	709 65%	667 66%	593 66%	58 46%	469 64%	443 57%	245 57%	330 61%	337 63%	96 53%	149 61%	174 61%	156 61%	147 65%	190 61%	84 57%	276 68%	264 61%	182 58%	190 54%	540 65%	372 56%	907 60%
Labour largest party	482 32%	235 29%	342 30%	324 30%	294 29%	253 28%	52 42%	225 31%	257 33%	143 34%	179 33%	160 30%	64 35%	79 32%	98 34%	81 32%	72 32%	88 28%	40 27%	109 27%	136 31%	110 35%	127 36%	245 29%	237 36%	492 33%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

* = Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 100

Q29. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503	
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503	
A Conservative majority government	359	174	37	54	113	250	149	210	57	282	40	151	5	156	165	99	32	60	264	3	254	103	117	118	124	35	317	157	94	130	84	33	348	
	24%	44%	9%	20%	14%	31%	23%	25%	15%	28%	23%	24%	16%	24%	24%	24%	23%	23%	24%	17%	24%	24%	23%	25%	23%	18%	24%	27%	27%	39%	18%	18%	23%	
A Labour majority government	145	8	85	10	104	27	55	90	79	51	18	51	3	54	57	26	17	41	83	4	92	54	54	38	52	27	121	57	24	1	71	4	147	
	10%	2%	21%	4%	13%	3%	8%	11%	21%	5%	10%	8%	10%	8%	8%	6%	12%	16%	8%	21%	9%	12%	11%	8%	10%	14%	9%	10%	7%	15%	2%	10%		
A hung parliament with the Conservatives as the biggest party	553	182	95	118	272	359	263	291	82	442	61	257	15	272	259	166	53	71	424	5	407	143	164	171	218	78	492	216	149	163	133	88	559	
	37%	46%	24%	44%	34%	45%	40%	34%	22%	43%	35%	42%	49%	42%	38%	40%	38%	28%	39%	26%	38%	33%	33%	37%	41%	41%	38%	37%	42%	49%	29%	48%	37%	
A hung parliament with Labour as the biggest party	337	14	168	75	278	124	155	181	135	183	46	127	8	135	159	92	18	63	251	5	244	93	123	113	101	43	276	118	73	20	154	51	345	
	22%	4%	42%	28%	35%	16%	24%	22%	36%	18%	26%	21%	25%	21%	23%	22%	13%	24%	23%	30%	23%	22%	24%	24%	19%	23%	21%	20%	21%	6%	34%	28%	23%	
A Liberal Democrat majority government	1	-	-	*	*	*	-	1	-	1	-	-	-	-	-	-	1	*	-	-	1	1	1	-	1	-	1	1	-	-	*	*	3	
	*	-	-	*	*	*	-	*	-	*	-	-	-	-	-	-	1%	*	-	-	*	*	*	-	*	-	*	*	-	-	*	*	*	*
A hung parliament with the Liberal Democrats as the biggest party	4	-	-	3	3	3	3	*	1	3	*	3	-	3	2	*	1	-	2	-	3	-	3	*	-	-	3	1	1	-	1	1	5	
	*	-	-	1%	*	*	*	*	*	*	*	*	-	*	*	*	1%	-	*	-	*	*	-	1%	*	-	-	*	*	*	*	*	*	*
Hung Parliament with no majority party	1	-	1	-	1	-	-	1	-	*	*	-	-	-	-	1	-	-	1	-	1	-	*	1	-	-	*	1	*	-	-	-	2	
	*	-	*	-	*	-	-	*	-	*	*	-	-	-	-	*	-	-	*	-	*	-	*	*	-	-	*	*	*	-	-	-	*	
Equal/equal share	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
UKIP majority	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	5	-	1	*	1	*	1	4	-	4	2	1	-	1	1	3	-	1	4	-	4	1	1	2	2	-	4	*	-	2	-	6		
	*	-	*	*	*	*	*	*	-	*	1%	*	-	*	*	1%	-	*	*	-	*	*	*	*	*	-	*	*	-	*	-	*	*	
Don't know	97	18	15	9	34	37	34	63	27	57	9	28	-	28	34	24	16	22	58	1	62	35	38	23	36	8	82	30	10	14	11	7	87	
	6%	4%	4%	3%	4%	5%	5%	8%	7%	6%	5%	5%	-	4%	5%	6%	12%	8%	5%	6%	6%	8%	8%	5%	7%	4%	6%	5%	3%	4%	2%	4%	6%	
None of them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No answer	1	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1	1	-	-	1	-	-	1	
	*	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	1%	-	-	-	*	-	-	-	*	*	*	-	-	*	-	-	*	
Combinations - Summary																																		
Conservatives largest party	912	356	132	172	385	609	412	500	138	724	101	408	20	428	423	265	85	131	688	8	662	246	281	289	342	113	809	373	243	293	217	121	907	
	61%	90%	33%	64%	48%	76%	62%	59%	36%	71%	57%	66%	65%	66%	63%	65%	61%	51%	63%	43%	62%	57%	56%	62%	64%	59%	62%	64%	69%	89%	48%	65%	60%	
Labour largest party	482	22	253	85	382	151	211	271	214	235	64	178	11	189	216	118	36	104	334	9	335	147	177	151	154	70	397	176	97	21	225	55	492	
	32%	6%	63%	32%	47%	19%	32%	32%	56%	23%	36%	29%	35%	29%	32%	29%	25%	40%	31%	50%	31%	34%	35%	32%	29%	37%	31%	30%	28%	6%	49%	30%	33%	

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 101

Q.30. And which of these alternatives do you think would be best for the UK economy?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted 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	1503	833	1145	1103	1029	926	130	773	730	384	536	583	159	225	269	267	250	333	136	420	410	282	391	830	673	1503
Weighted Total	1503	799	1126	1088	1009	892	125	731	772	427	540	536	182	245	286	254	227	310	149	404	433	314	352	837	666	1503
A Conservative majority government	440 29%	278 35%	361 32%	351 32%	333 33%	304 34%	24 19%	238 33%	202 26%	95 22%	160 30%	185 35%	36 20%	59 24%	86 30%	74 29%	57 25%	128 41%	59 40%	132 33%	128 29%	103 33%	78 22%	259 31%	181 27%	445 30%
A Labour majority government	283 19%	152 19%	209 19%	201 18%	185 18%	164 18%	23 19%	146 20%	137 18%	84 20%	114 21%	85 16%	35 19%	48 20%	71 25%	43 17%	44 20%	41 13%	16 11%	74 18%	84 19%	54 17%	72 20%	157 19%	126 19%	286 19%
A hung parliament with the Conservatives as the biggest party	277 18%	130 16%	206 18%	199 18%	180 18%	152 17%	25 20%	121 17%	156 20%	84 20%	95 18%	98 18%	33 18%	51 21%	45 16%	50 20%	54 24%	44 14%	25 17%	85 21%	68 16%	56 18%	67 19%	154 18%	123 19%	274 18%
A hung parliament with Labour as the biggest party	279 19%	146 18%	210 19%	202 19%	187 19%	164 18%	20 16%	132 18%	148 19%	91 21%	86 16%	103 19%	40 22%	51 21%	36 13%	50 20%	46 20%	57 18%	29 19%	74 18%	85 20%	57 18%	65 18%	158 19%	121 18%	276 18%
A Liberal Democrat majority government	15 1%	11 1%	11 1%	11 1%	11 1%	11 1%	* *	6 1%	9 1%	5 1%	4 1%	5 1%	2 1%	4 2%	1 *	3 1%	4 2%	1 *	1 *	4 1%	3 1%	5 2%	3 1%	7 1%	8 1%	17 1%
A hung parliament with the Liberal Democrats as the biggest party	8 1%	5 1%	6 1%	6 1%	5 1%	5 1%	* *	4 *	4 1%	1 *	4 1%	3 1%	- -	1 1%	* *	3 1%	2 1%	1 *	- -	1 *	4 1%	1 *	2 *	5 1%	3 *	13 1%
Hung Parliament with no majority party	6 *	4 *	4 *	4 *	4 *	4 *	1 1%	2 *	3 *	3 1%	* *	2 *	2 1%	2 1%	- *	* *	- *	2 1%	- *	2 *	4 1%	- *	* *	5 1%	* *	5 *
Equal/equal share	3 *	- *	2 *	2 *	2 *	- *	* *	2 *	1 *	2 *	1 *	- *	* *	2 1%	1 *	- *	- *	- *	- *	* *	1 *	2 1%	- *	1 *	2 *	4 *
UKIP majority	6 *	5 1%	6 *	6 1%	6 1%	5 1%	- -	4 1%	2 *	- -	4 1%	1 *	- -	- -	1 *	3 1%	1 1%	- -	- -	1 *	2 *	- -	3 1%	3 *	3 *	4 *
Other	13 1%	7 1%	9 1%	9 1%	9 1%	8 1%	3 2%	9 1%	4 *	2 *	6 1%	6 1%	2 1%	* *	4 1%	2 1%	3 1%	3 1%	3 2%	3 1%	2 *	2 1%	7 2%	4 1%	9 1%	16 1%
Don't know	166 11%	59 7%	99 9%	94 9%	85 8%	74 8%	27 21%	65 9%	101 13%	57 13%	62 12%	47 9%	30 16%	27 11%	39 14%	23 9%	14 6%	33 11%	17 11%	27 7%	50 12%	34 11%	55 16%	77 9%	89 13%	154 10%
None of them	6 *	3 *	3 *	3 *	3 *	3 2%	2 *	3 *	4 *	1 *	4 1%	2 *	1 1%	- *	1 *	3 1%	2 1%	- *	- *	2 *	4 1%	- *	* *	6 1%	* *	8 1%
No answer	3 *	1 *	2 *	2 *	1 *	1 1%	1 *	3 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	- *	2 *	1 *	3 *
Combinations - Summary																										
Conservatives largest party	717 48%	408 51%	566 50%	551 51%	514 51%	455 51%	49 39%	359 49%	359 46%	179 42%	255 47%	283 53%	70 38%	110 45%	132 46%	124 49%	111 49%	172 56%	84 57%	217 54%	196 45%	159 51%	145 41%	413 49%	305 46%	719 48%
Labour largest party	562 37%	299 37%	419 37%	403 37%	372 37%	329 37%	43 34%	278 38%	285 37%	174 41%	200 37%	188 35%	75 41%	99 40%	107 37%	93 37%	91 40%	97 31%	45 30%	148 37%	168 39%	110 35%	137 39%	316 38%	247 37%	562 37%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - March 2010

Table 102

Q.30. And which of these alternatives do you think would be best for the UK economy?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1503	397	389	273	800	808	632	871	359	1047	336	461	22	483	582	548	154	203	1130	16	1111	386	519	472	512	181	1291	584	366	336	448	199	1503
Weighted Total	1503	397	401	270	806	802	660	843	380	1024	176	618	30	648	676	410	140	258	1087	17	1068	430	501	467	535	192	1298	582	352	329	457	184	1503
A Conservative majority government	440	279	17	41	92	355	176	265	36	388	39	194	3	197	182	164	35	54	346	5	315	124	124	142	174	45	404	195	126	221	68	34	445
	29%	70%	4%	15%	11%	44%	27%	31%	9%	38%	22%	31%	11%	30%	27%	40%	25%	21%	32%	29%	29%	29%	25%	30%	33%	24%	31%	33%	36%	67%	15%	18%	30%
A Labour majority government	283	4	201	30	245	47	148	135	168	98	38	126	13	139	132	64	28	55	196	4	189	94	116	81	87	42	237	108	68	8	173	16	286
	19%	1%	50%	11%	30%	6%	22%	16%	44%	10%	21%	20%	42%	21%	20%	16%	20%	21%	18%	21%	18%	22%	23%	17%	16%	22%	18%	19%	19%	3%	38%	9%	19%
A hung parliament with the Conservatives as the biggest party	277	93	30	68	123	186	131	146	39	230	34	122	3	125	132	65	23	54	197	4	206	69	85	84	109	44	238	111	58	73	49	50	274
	18%	23%	7%	25%	15%	23%	20%	17%	10%	22%	19%	20%	11%	19%	19%	16%	16%	21%	18%	20%	19%	16%	17%	18%	20%	23%	18%	19%	17%	22%	11%	27%	18%
A hung parliament with Labour as the biggest party	279	6	129	72	231	108	108	172	101	157	35	99	5	104	130	69	22	55	198	4	212	67	97	97	85	34	224	100	69	6	124	48	276
	19%	1%	32%	27%	29%	13%	16%	20%	26%	15%	20%	16%	18%	16%	19%	17%	16%	21%	18%	22%	20%	16%	19%	21%	16%	18%	17%	17%	20%	2%	27%	26%	18%
A Liberal Democrat majority government	15	-	-	14	14	14	8	7	2	10	2	6	-	6	8	3	2	2	11	-	11	4	5	3	7	-	13	4	4	*	3	9	17
	1%	-	-	5%	2%	2%	1%	1%	1%	10	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	5%	1%
A hung parliament with the Liberal Democrats as the biggest party	8	1	-	6	6	7	2	6	-	7	2	2	-	2	3	3	1	1	6	-	6	2	4	*	3	1	7	5	1	*	3	3	13
	1%	*	-	2%	1%	1%	*	1%	-	1%	1%	*	-	*	*	1%	*	1%	-	-	1%	*	1%	*	1%	*	1%	1%	*	*	1%	1%	1%
Hung Parliament with no majority party	6	-	-	4	4	4	2	4	1	4	*	2	-	2	5	*	*	-	5	-	3	3	2	2	-	6	*	*	-	-	4	5	
	*	-	-	1%	1%	1%	*	*	*	*	*	*	-	*	1%	*	*	-	*	-	1%	1%	*	*	-	*	*	*	*	-	-	2%	*
Equal/equal share	3	-	-	*	1	1	3	*	-	3	1	2	-	2	3	*	-	-	3	-	1	2	1	2	-	2	1	2	-	2	-	4	
	*	-	-	*	*	*	*	*	-	3	1%	*	-	*	*	*	-	-	*	-	1	2	*	1%	-	-	2	1	2	-	2	-	4
UKIP majority	6	-	-	-	5	5	5	1	-	6	1	5	-	5	3	1	1	-	5	-	2	4	3	-	2	1	6	2	1	1	1	4	
	*	-	-	-	1%	1%	1%	*	-	1%	*	1%	-	1%	*	*	1%	-	*	-	*	1%	1%	-	*	1%	*	*	*	*	*	*	*
Other	13	1	*	3	7	7	5	8	*	12	4	2	-	2	6	3	2	2	9	1	7	6	5	5	3	1	11	2	2	3	2	4	16
	1%	*	*	1%	1%	1%	1%	1%	*	1%	2%	*	-	*	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	*	1%	2	2	1%	2%	4	1%
Don't know	166	13	23	32	76	65	70	95	33	103	18	56	6	62	73	35	24	35	108	-	112	54	57	48	61	24	144	54	18	17	32	16	154
	11%	3%	6%	12%	9%	8%	11%	11%	9%	10%	10%	9%	19%	10%	11%	8%	17%	13%	10%	-	10%	13%	11%	10%	11%	12%	11%	9%	5%	5%	7%	9%	10%
None of them	6	-	1	-	2	1	3	4	-	6	1	2	-	2	1	3	2	1	3	-	5	2	2	4	1	-	5	-	1	-	1	-	8
	*	-	*	-	*	*	*	*	-	1%	1%	*	-	*	*	1%	1%	*	*	-	*	2	*	1%	*	-	5	-	1	-	*	-	1%
No answer	3	1	-	-	1	2	1	2	-	3	-	1	-	1	-	1	-	1	1	1	2	1	-	2	1	-	3	-	3	1	1	-	3
	*	*	-	-	*	*	*	*	-	*	-	*	-	*	-	*	-	*	*	5%	2	1	-	*	*	-	3	-	1	*	*	-	*
Combinations - Summary																																	
Conservatives largest party	717	372	47	109	215	541	307	411	75	618	73	316	7	323	314	229	58	108	543	9	521	192	209	226	283	89	642	305	184	294	117	84	719
	48%	94%	12%	40%	27%	67%	46%	49%	20%	60%	41%	51%	22%	50%	46%	56%	41%	42%	50%	49%	49%	45%	42%	48%	53%	46%	49%	52%	52%	89%	26%	46%	48%
Labour largest party	562	10	330	102	476	155	256	306	268	255	73	225	18	243	262	133	50	110	395	7	401	161	213	178	171	76	462	208	137	14	296	64	562
	37%	2%	82%	38%	59%	19%	39%	36%	71%	25%	41%	36%	59%	37%	39%	32%	35%	43%	36%	43%	38%	37%	43%	38%	32%	40%	36%	36%	39%	4%	65%	35%	37%

Fieldwork dates : 19th to 22nd March 2010

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

Source : Ipsos MORI J2010/03 & J38671x3/09-038671-03

*Less than 0.5%