

## Ipsos MORI Political Monitor - February 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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Total Voting	1201	733	1044	1007	937	809	12	598	603	325	427	449	129	196	217	210	198	251	119	338	359	238	266	697	504	1210
Conservative	425 35%	274 37%	379 36%	371 37%	343 37%	297 37%	2 16%	208 35%	218 36%	123 38%	132 31%	170 38%	51 40%	72 37%	68 31%	65 31%	67 34%	103 41%	42 35%	129 38%	149 41%	73 31%	75 28%	278 40%	148 29%	424 35%
Labour	408 34%	236 32%	333 32%	318 32%	298 32%	257 32%	5 44%	196 33%	212 35%	99 31%	167 39%	142 32%	44 34%	56 28%	73 34%	93 44%	62 31%	80 32%	42 35%	91 27%	119 33%	95 40%	103 39%	209 30%	199 39%	428 35%
Liberal Democrats (Lib Dem)	229 19%	141 19%	206 20%	198 20%	183 20%	157 19%	3 21%	117 20%	112 19%	76 24%	73 17%	79 18%	23 18%	53 27%	44 20%	30 14%	42 21%	37 15%	19 16%	81 24%	59 16%	36 15%	53 20%	139 20%	90 18%	220 18%
Scottish Nationalist	21 2%	16 2%	18 2%	18 2%	16 2%	- 2%	- -	8 1%	13 2%	2 1%	13 3%	6 1%	* *	2 1%	6 3%	5 3%	5 3%	1 *	- -	7 2%	6 2%	3 1%	5 2%	13 2%	8 2%	22 2%
Plaid Cymru	12 1%	10 1%	11 1%	10 1%	10 1%	- 1%	- 1%	7 1%	5 1%	4 1%	2 *	5 1%	2 2%	2 1%	- 1%	2 1%	3 1%	2 1%	1 1%	5 1%	4 1%	- -	2 1%	9 1%	2 *	12 1%
Green Party	35 3%	18 2%	32 3%	27 3%	26 3%	- 3%	- -	17 3%	18 3%	4 1%	17 4%	13 3%	2 1%	3 1%	12 5%	5 2%	10 5%	3 1%	2 2%	12 3%	10 3%	9 4%	5 2%	21 3%	13 3%	39 3%
UKIP	25 2%	18 2%	23 2%	23 2%	23 2%	20 2%	- -	15 3%	10 2%	1 *	7 2%	17 4%	- 4%	1 1%	2 1%	5 2%	3 2%	14 5%	8 7%	8 2%	5 1%	6 2%	7 3%	13 2%	13 3%	24 2%
British National Party	31 3%	12 2%	27 3%	27 3%	25 3%	17 2%	2 17%	20 3%	11 2%	12 4%	9 2%	10 2%	5 4%	6 3%	6 3%	3 1%	4 2%	6 2%	1 1%	2 1%	6 2%	12 5%	11 4%	8 1%	23 5%	25 2%
Other	16 1%	8 1%	15 1%	15 2%	11 1%	10 1%	* 2%	11 2%	4 1%	3 1%	7 2%	6 1%	2 1%	1 1%	6 3%	1 *	1 1%	5 2%	4 3%	5 1%	2 1%	4 2%	5 1%	7 1%	9 2%	16 1%
"Conservative Lead over Labour"	17 1%	38 5%	46 4%	53 5%	45 5%	39 5%	-4 -28%	12 2%	5 1%	23 7%	-34 -8%	28 6%	7 6%	16 8%	-6 -3%	-28 -14%	5 3%	23 9%	* *	39 11%	30 8%	-23 -10%	-29 -11%	68 10%	-51 -10%	-4 *
Undecided	151 10%	53 6%	87 7%	81 7%	70 7%	57 6%	7 6%	63 9%	88 11%	47 11%	57 10%	47 9%	33 18%	14 6%	39 13%	18 7%	12 5%	35 11%	20 13%	37 9%	41 9%	39 12%	34 10%	78 9%	73 11%	143 9%
Would not vote	153 10%	7 1%	12 1%	12 1%	9 1%	7 2%	98 82%	73 10%	80 10%	62 14%	56 10%	35 6%	24 13%	38 15%	31 11%	25 9%	17 7%	18 6%	6 4%	30 7%	33 7%	39 12%	51 14%	63 7%	90 13%	150 10%
Refused	28 2%	20 2%	26 2%	25 2%	22 2%	22 2%	1 1%	12 2%	16 2%	1 *	10 2%	16 3%	- -	1 1%	4 2%	6 2%	5 2%	11 4%	7 4%	7 2%	9 2%	5 1%	7 2%	16 2%	12 2%	30 2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 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	Private	Social	Total owner	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dem	
Unweighted Total	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533	
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533	
Total Voting	1201	425	408	229	774	791	542	659	339	779	139	521	23	544	563	346	101	179	908	12	862	336	405	360	436	163	1032	435	271	282	403	172	1210	
Conservative	425	425	-	-	-	425	193	233	27	375	37	202	7	210	194	159	35	38	353	-	300	125	102	150	174	59	390	170	105	240	41	20	424	
	35%	100%	-	-	-	54%	36%	35%	8%	48%	27%	39%	32%	39%	34%	46%	34%	21%	39%	-	35%	37%	25%	42%	40%	36%	38%	39%	85%	10%	12%	35%		
Labour	408	-	408	-	408	-	167	241	232	139	56	141	13	153	190	95	32	84	285	7	282	124	172	113	123	58	346	165	83	7	293	12	428	
	34%	-	100%	-	53%	-	31%	36%	68%	18%	41%	27%	55%	28%	34%	27%	31%	47%	31%	57%	33%	37%	42%	31%	28%	36%	33%	38%	31%	3%	73%	7%	35%	
Liberal Democrats (Lib Dem)	229	-	-	229	229	-	123	105	62	151	27	126	2	128	122	54	24	26	176	3	174	55	70	62	97	31	204	53	51	17	32	128	220	
	19%	-	-	100%	30%	29%	23%	16%	18%	19%	19%	24%	7%	24%	22%	16%	23%	15%	19%	23%	19%	20%	16%	17%	17%	22%	19%	20%	12%	19%	6%	8%	74%	18%
Scottish Nationalist	21	-	-	-	21	21	10	11	1	18	3	11	1	12	11	5	*	4	16	1	14	7	21	-	-	-	-	2	8	-	2	-	22	
	2%	-	-	-	3%	3%	2%	2%	*	2%	2%	2%	5%	2%	2%	1%	*	2%	2%	8%	2%	2%	5%	-	-	-	-	*	3%	-	*	-	2%	
Plaid Cymru	12	-	-	-	12	12	3	8	4	8	1	2	-	2	7	3	1	1	10	-	7	5	-	12	-	-	-	4	5	-	4	1	12	
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	*	-	*	1%	1%	1%	1%	1%	-	1%	1%	-	3%	-	-	-	1%	2%	-	1%	1%	1%	
Green Party	35	-	-	-	35	35	18	17	4	28	7	16	-	16	14	9	5	6	22	*	28	6	8	7	19	9	34	8	11	3	14	3	39	
	3%	-	-	-	4%	4%	3%	3%	1%	4%	5%	3%	-	3%	2%	3%	5%	3%	2%	4%	3%	2%	2%	2%	4%	6%	3%	2%	4%	1%	3%	2%	3%	
UKIP	25	-	-	-	25	25	6	20	1	24	1	5	-	5	2	11	-	12	13	-	23	2	5	6	15	3	24	13	4	9	6	1	24	
	2%	-	-	-	3%	3%	1%	3%	*	3%	1%	1%	-	1%	*	3%	-	7%	1%	-	3%	1%	1%	2%	3%	2%	2%	3%	2%	3%	1%	1%	2%	
British National Party	31	-	-	-	31	31	14	17	1	26	3	12	-	12	20	5	3	3	25	-	22	8	18	4	8	2	28	12	3	4	8	5	25	
	3%	-	-	-	4%	4%	3%	3%	*	3%	2%	2%	-	2%	4%	1%	3%	2%	3%	-	3%	2%	5%	1%	2%	2%	3%	3%	1%	2%	3%	2%	2%	
Other	16	-	-	-	14	14	7	8	6	9	2	6	-	6	3	4	2	5	7	1	11	4	8	7	1	*	6	8	1	2	4	1	16	
	1%	-	-	-	2%	2%	1%	1%	2%	1%	2%	1%	-	1%	1%	1%	2%	3%	1%	8%	1%	1%	2%	2%	*	1%	1%	*	1%	1%	1%	1%	1%	
"Conservative Lead over Labour"	17	425	-408	0	-408	425	25	-8	-205	236	-19	62	-5	57	4	64	3	-46	68	-7	18	1	-70	37	50	1	44	4	22	233	-253	8	-4	
	1%	100%	-100%	0%	-53%	54%	5%	-1%	-60%	30%	-14%	12%	-23%	10%	1%	19%	3%	-26%	7%	-57%	2%	*	-17%	10%	12%	1%	4%	1%	8%	82%	-63%	5%	*	
Undecided	151	-	-	-	-	-	63	88	37	84	19	52	2	54	56	33	19	42	89	-	109	41	42	54	56	14	129	58	20	18	46	9	143	
	10%	-	-	-	-	-	9%	10%	9%	9%	11%	8%	7%	8%	8%	8%	13%	16%	8%	-	10%	9%	8%	11%	10%	7%	10%	10%	6%	10%	5%	9%	9%	
Would not vote	153	-	-	-	-	-	58	94	23	101	16	57	1	58	62	30	23	35	91	3	92	59	54	54	45	15	135	54	22	3	13	8	150	
	10%	-	-	-	-	-	9%	11%	6%	10%	9%	9%	5%	9%	9%	7%	16%	13%	8%	21%	8%	13%	11%	11%	8%	8%	10%	10%	7%	1%	3%	4%	10%	
Refused	28	-	-	-	-	-	11	17	5	20	5	6	2	8	9	10	2	7	19	*	22	6	11	8	9	4	28	13	7	3	3	2	30	
	2%	-	-	-	-	-	2%	2%	1%	2%	3%	1%	7%	1%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 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	832	832	832	832	832	832	-	400	432	142	285	405	41	101	126	159	182	223	94	280	242	132	178	522	310	832
Weighted Total	812	812	812	812	812	812	-	407	405	149	285	379	49	100	136	148	162	216	113	266	239	147	160	505	307	832
Total Voting	733	733	733	733	733	733	-	377	356	143	255	335	48	95	123	132	150	185	91	244	214	133	141	458	274	749
Conservative	274	274	274	274	274	274	-	141	133	64	80	130	29	35	39	40	54	76	31	89	99	44	42	188	86	279
	37%	37%	37%	37%	37%	37%	-	37%	37%	45%	31%	39%	61%	37%	32%	31%	36%	41%	34%	37%	46%	33%	30%	41%	31%	37%
Labour	236	236	236	236	236	236	-	118	119	31	101	104	9	22	45	56	44	59	30	63	62	54	57	126	111	246
	32%	32%	32%	32%	32%	32%	-	31%	33%	22%	40%	31%	19%	23%	37%	43%	30%	32%	33%	26%	29%	40%	40%	27%	40%	33%
Liberal Democrats (Lib Dem)	141	141	141	141	141	141	-	66	75	39	45	57	6	32	25	20	31	26	15	62	33	18	27	95	45	138
	19%	19%	19%	19%	19%	19%	-	18%	21%	27%	18%	17%	13%	34%	21%	15%	20%	14%	17%	25%	16%	13%	19%	21%	16%	18%
Scottish Nationalist	16	16	16	16	16	16	-	8	7	2	8	6	*	1	4	5	1	-	7	6	1	3	12	3	18	
	2%	2%	2%	2%	2%	2%	-	2%	2%	1%	3%	2%	1%	1%	4%	3%	3%	*	3%	3%	*	2%	3%	1%	2%	
Plaid Cymru	10	10	10	10	10	10	-	6	4	4	1	5	2	2	-	1	3	2	1	5	4	-	1	9	1	9
	1%	1%	1%	1%	1%	1%	-	2%	1%	3%	*	2%	4%	2%	-	1%	2%	1%	1%	2%	2%	-	1%	2%	*	1%
Green Party	18	18	18	18	18	18	-	13	5	2	7	9	1	1	4	3	7	3	2	9	4	4	1	13	5	23
	2%	2%	2%	2%	2%	2%	-	3%	1%	1%	3%	3%	1%	1%	3%	2%	5%	1%	2%	4%	2%	3%	1%	3%	2%	3%
UKIP	18	18	18	18	18	18	-	11	7	-	6	12	-	-	*	5	2	11	7	7	3	4	4	10	8	15
	2%	2%	2%	2%	2%	2%	-	3%	2%	-	2%	4%	-	-	*	4%	1%	6%	8%	3%	2%	3%	3%	2%	3%	2%
British National Party	12	12	12	12	12	12	-	8	4	1	5	6	*	1	3	1	4	3	1	*	2	5	5	2	10	11
	2%	2%	2%	2%	2%	2%	-	2%	1%	1%	2%	2%	1%	1%	3%	1%	2%	2%	1%	*	1%	4%	3%	1%	4%	1%
Other	8	8	8	8	8	8	-	6	2	1	3	4	-	1	2	1	1	3	2	3	*	3	1	3	5	10
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	3%	1%	*	3%	1%	1%	2%	1%
"Conservative Lead over Labour"	38	38	38	38	38	38	0	23	15	33	-22	26	20	13	-6	-16	9	17	1	26	37	-10	-15	63	-25	33
	5%	5%	5%	5%	5%	5%	0%	6%	4%	23%	-8%	8%	41%	14%	-5%	-12%	6%	9%	1%	11%	17%	-8%	-10%	14%	-9%	4%
Undecided	53	53	53	53	53	53	-	18	35	4	21	28	-	4	11	10	6	22	16	16	14	10	12	31	22	57
	6%	6%	6%	6%	6%	6%	-	4%	9%	3%	7%	7%	-	4%	8%	7%	4%	10%	14%	6%	6%	7%	8%	6%	7%	7%
Would not vote	7	7	7	7	7	7	-	6	*	2	3	2	1	*	-	3	1	1	-	1	3	2	1	4	2	7
	1%	1%	1%	1%	1%	1%	-	2%	*	1%	1%	1%	2%	*	-	2%	1%	*	-	*	1%	1%	*	1%	1%	1%
Refused	20	20	20	20	20	20	-	6	14	-	6	14	-	-	2	4	5	9	7	4	8	2	6	12	8	19
	2%	2%	2%	2%	2%	2%	-	1%	3%	-	2%	4%	-	-	2%	3%	3%	4%	6%	2%	3%	2%	4%	2%	3%	2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 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 Dem
Unweighted Total	832	279	246	138	469	502	353	479	230	540	228	228	15	243	327	350	62	85	677	8	646	185	291	261	280	95	696	294	228	236	311	124	832
Weighted Total	812	274	236	141	457	494	357	455	220	533	92	326	22	348	355	282	59	106	637	9	624	185	274	263	274	99	677	299	207	229	300	117	832
Total Voting	733	274	236	141	457	494	330	403	201	486	80	309	17	326	331	253	55	84	585	9	558	173	250	233	249	92	612	263	188	217	275	108	749
Conservative	274	274	-	-	-	274	118	156	10	254	23	125	6	131	117	122	22	14	239	-	202	72	74	101	99	34	249	118	77	188	24	11	279
	37%	100%	-	-	-	55%	36%	39%	5%	52%	28%	41%	33%	40%	35%	48%	39%	17%	41%	-	36%	42%	30%	44%	40%	38%	41%	45%	41%	87%	9%	10%	37%
Labour	236	-	236	-	236	-	97	139	146	68	27	81	9	90	107	67	15	43	174	5	182	52	96	61	80	35	189	93	52	3	204	9	246
	32%	-	100%	-	52%	-	30%	34%	73%	14%	34%	26%	50%	27%	32%	26%	26%	51%	30%	50%	33%	30%	38%	26%	32%	39%	31%	35%	28%	2%	74%	8%	33%
Liberal Democrats (Lib Dem)	141	-	-	141	141	-	79	62	33	98	19	74	2	75	72	40	12	14	112	3	111	30	46	43	51	16	122	28	32	14	20	85	138
	19%	-	-	100%	31%	28%	24%	15%	16%	20%	23%	24%	10%	23%	22%	16%	22%	16%	19%	30%	20%	17%	19%	19%	20%	17%	20%	11%	17%	7%	7%	79%	18%
Scottish Nationalist	16	-	-	-	16	16	7	8	1	13	2	7	1	8	8	5	*	1	13	1	12	4	16	-	-	-	-	2	8	-	2	-	18
	2%	-	-	-	3%	3%	2%	2%	1%	3%	3%	2%	7%	2%	2%	2%	1%	2%	2%	2%	2%	2%	6%	-	-	-	-	1%	4%	-	1%	-	2%
Plaid Cymru	10	-	-	-	10	10	3	7	4	6	1	2	-	2	6	3	-	1	9	-	6	4	-	10	-	-	-	2	5	-	4	1	9
	1%	-	-	-	2%	2%	1%	2%	2%	1%	1%	1%	-	1%	2%	1%	-	2%	1%	-	1%	2%	-	4%	-	-	-	1%	3%	-	2%	1%	1%
Green Party	18	-	-	-	18	18	13	5	3	14	5	9	-	9	9	4	4	*	13	-	15	3	6	5	7	4	17	3	7	1	7	1	23
	2%	-	-	-	4%	4%	4%	1%	2%	3%	7%	3%	-	3%	3%	2%	8%	*	2%	-	3%	2%	2%	3%	4%	3%	3%	1%	4%	1%	3%	1%	3%
UKIP	18	-	-	-	18	18	5	13	-	18	1	3	-	3	2	8	-	8	11	-	17	1	4	4	10	1	17	10	3	8	4	-	15
	2%	-	-	-	4%	4%	1%	3%	-	4%	1%	1%	-	1%	1%	3%	-	9%	2%	-	3%	1%	2%	2%	4%	2%	3%	4%	1%	4%	1%	-	2%
British National Party	12	-	-	-	12	12	5	7	1	10	1	5	-	5	9	2	1	1	11	-	7	6	6	4	2	1	12	3	3	-	8	-	11
	2%	-	-	-	3%	3%	2%	2%	*	2%	2%	2%	-	2%	3%	1%	2%	1%	2%	-	1%	3%	2%	2%	1%	1%	2%	1%	1%	-	3%	-	1%
Other	8	-	-	-	6	6	3	5	3	5	1	2	-	2	1	2	1	2	4	1	7	1	3	5	*	-	6	3	1	2	2	1	10
	1%	-	-	-	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	*	1%	2%	2%	1%	10%	1%	*	1%	2%	*	-	1%	1%	1%	1%	1%	1%	1%
"Conservative Lead over Labour"	38	274	-236	0	-236	274	20	17	-136	187	-5	44	-3	41	10	55	7	-29	64	-5	20	20	-22	41	19	-1	60	25	25	185	-181	2	33
	5%	100%	-100%	0%	-52%	55%	6%	4%	-68%	38%	-6%	14%	-18%	13%	3%	22%	13%	-34%	11%	-50%	4%	11%	-9%	18%	7%	-1%	10%	10%	13%	85%	-66%	2%	4%
Undecided	53	-	-	-	-	-	20	33	15	28	9	13	2	15	17	19	1	16	36	-	43	9	16	19	17	5	39	24	8	8	22	7	57
	6%	-	-	-	-	-	5%	7%	7%	5%	10%	4%	9%	4%	5%	7%	1%	15%	6%	-	7%	5%	6%	7%	6%	5%	6%	8%	4	3%	7%	6%	7%
Would not vote	7	-	-	-	-	-	1	5	*	5	*	-	1	1	2	1	3	1	3	-	5	1	1	4	1	-	6	2	3	1	2	-	7
	1%	-	-	-	-	-	*	1%	*	1%	-	-	6%	*	1%	*	4%	1%	*	-	1%	1%	*	2%	-	1%	1%	2%	*	1%	-	1%	
Refused	20	-	-	-	-	-	7	13	3	15	2	4	2	6	5	9	*	6	14	*	18	2	6	7	7	2	20	11	7	3	1	2	19
	2%	-	-	-	-	-	2%	3%	2%	3%	2%	1%	9%	2%	1%	3%	*	5%	2%	3%	3%	1%	2%	3%	2%	2%	3%	4%	3%	1%	*	1%	2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 5

## 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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Conservative	363 24%	243 30%	329 28%	324 29%	303 29%	265 30%	2	178 24%	184 23%	110 25%	110 20%	143 26%	46 25%	64 25%	57 20%	53 20%	58 25%	85 27%	34 22%	113 27%	124 28%	58 18%	67 19%	237 28%	125 18%	361 24%
Labour	331 22%	198 24%	274 23%	262 23%	246 24%	217 24%	5	165 22%	166 21%	88 20%	131 24%	112 20%	40 21%	48 19%	56 19%	74 29%	47 20%	65 21%	38 25%	68 17%	99 22%	74 23%	90 25%	167 20%	164 24%	344 22%
Liberal Democrats (Lib Dem)	202 13%	123 15%	180 15%	172 15%	158 15%	135 15%	3	101 14%	101 13%	70 16%	65 12%	67 12%	22 12%	48 19%	39 13%	26 10%	35 15%	32 10%	15 10%	73 18%	46 10%	35 11%	48 13%	119 14%	83 12%	195 13%
Scottish Nationalist	21 1%	16 2%	18 2%	18 2%	18 2%	16 2%	-	8 1%	13 2%	2 *	13 2%	6 1%	* 2%	2 1%	6 2%	6 2%	5 2%	1 *	-	7 2%	6 1%	3 1%	5 1%	13 1%	8 1%	22 1%
Plaid Cymru	12 1%	10 1%	11 1%	10 1%	10 1%	10 1%	-	7 1%	5 1%	4 1%	2 *	5 1%	2 1%	2 1%	-	2 1%	3 1%	2 1%	1 1%	5 1%	4 1%	-	2 1%	9 1%	2 *	12 1%
Green Party	25 2%	14 2%	23 2%	22 2%	21 2%	21 2%	-	13 2%	13 2%	4 1%	11 2%	11 2%	1 1%	3 1%	7 2%	4 1%	9 4%	2 1%	1 1%	10 2%	7 2%	5 1%	4 1%	17 2%	8 1%	28 2%
UKIP	22 1%	15 2%	20 2%	20 2%	20 2%	17 2%	-	15 2%	7 1%	1 *	7 1%	14 2%	-	1 1%	2 1%	5 2%	3 1%	11 3%	6 4%	8 2%	5 1%	3 1%	6 2%	13 2%	9 1%	22 1%
Scottish Socialist Party	3 *	- *	3 *	3 *	- *	- *	-	3 *	- *	- *	3 1%	- 1%	- 1%	- 1%	3 1%	- 1%	- 1%	- 1%	- 1%	- 1%	- 1%	- 1%	3 1%	- *	3 *	1 *
Other	38 2%	18 2%	34 3%	34 3%	32 3%	23 3%	2	25 3%	13 2%	14 3%	12 2%	12 2%	7 4%	7 3%	8 3%	4 2%	4 2%	8 3%	4 2%	4 1%	7 2%	15 5%	12 3%	11 1%	27 4%	33 2%
Undecided	325 21%	138 17%	222 19%	208 18%	183 18%	148 17%	12	138 19%	186 24%	76 17%	134 24%	115 21%	43 23%	33 13%	81 28%	53 20%	44 19%	70 22%	35 23%	82 20%	100 23%	84 26%	59 16%	182 21%	143 21%	323 21%
Would not vote	145 9%	5 1%	10 1%	9 1%	8 1%	5 1%	94 80%	68 9%	77 10%	61 14%	51 9%	34 6%	23 12%	38 15%	27 9%	23 9%	17 7%	17 5%	6 4%	27 7%	30 7%	38 12%	51 14%	57 7%	88 13%	141 9%
Refused	47 3%	32 4%	44 4%	43 4%	38 4%	37 4%	-	23 3%	24 3%	5 1%	13 2%	29 5%	1 *	4 2%	5 2%	9 3%	6 3%	22 7%	13 9%	16 4%	13 3%	7 2%	11 3%	29 3%	18 3%	51 3%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\* = Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 6

## 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 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 Dem	
Unweighted Total	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Conservative	363	363	-	-	-	363	165	197	20	328	34	175	4	179	165	140	31	28	304	-	256	107	93	123	147	50	328	141	94	215	35	19	361
	24%	85%	-	-	-	46%	25%	23%	5%	33%	19%	27%	16%	27%	24%	33%	21%	10%	27%	-	24%	24%	18%	26%	27%	25%	25%	25%	30%	70%	7%	10%	24%
Labour	331	-	331	-	331	-	133	198	206	94	45	111	8	119	153	74	29	69	228	5	230	98	144	87	99	49	278	140	70	7	238	8	344
	22%	-	81%	-	43%	-	20%	23%	51%	10%	25%	17%	28%	18%	22%	18%	20%	26%	21%	34%	21%	22%	28%	18%	18%	25%	21%	25%	22%	2%	51%	4%	22%
Liberal Democrats (Lib Dem)	202	-	-	202	202	202	106	96	59	131	25	110	2	112	104	48	22	25	152	3	149	53	63	54	85	26	180	47	45	13	23	120	195
	13%	-	-	88%	26%	26%	16%	11%	14%	13%	14%	17%	6%	17%	15%	11%	15%	10%	14%	18%	14%	12%	12%	11%	15%	14%	14%	8%	14%	4%	5%	62%	13%
Scottish Nationalist	21	-	-	-	21	21	10	11	1	18	3	11	1	12	11	5	*	4	16	1	14	7	21	-	-	-	-	2	8	-	2	-	22
	1%	-	-	-	3%	3%	1%	1%	*	2%	2%	2%	4%	2%	2%	1%	*	1%	1%	6%	1%	1%	4%	-	-	-	-	*	3%	-	*	-	1%
Plaid Cymru	12	-	-	-	12	12	3	8	4	8	1	2	-	2	7	3	1	1	10	-	7	5	-	12	-	-	-	4	5	-	4	1	12
	1%	-	-	-	1%	1%	*	1%	1%	1%	1%	*	-	*	1%	1%	*	1%	-	-	1%	1%	-	2%	-	-	-	1%	2%	-	1%	1%	1%
Green Party	25	-	-	-	25	25	13	12	2	23	5	10	-	10	10	6	5	4	16	*	22	4	6	4	15	9	24	6	10	1	11	1	28
	2%	-	-	-	3%	3%	2%	1%	1%	2%	3%	1%	-	1%	1%	1%	3%	2%	1%	3%	2%	1%	1%	3%	5%	2%	1%	3%	*	2%	1%	1%	2%
UKIP	22	-	-	-	22	22	6	16	1	21	1	5	-	5	2	11	-	9	13	-	20	2	3	6	14	3	21	10	4	9	6	1	22
	1%	-	-	-	3%	3%	1%	2%	*	2%	1%	1%	-	1%	*	3%	-	4%	1%	-	2%	*	1%	1%	3%	2%	2%	2%	1%	3%	1%	*	1%
Scottish Socialist Party	3	-	-	-	3	3	3	-	3	-	-	3	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-	3	-	-	-	-	1
	*	-	-	-	*	*	1%	-	1%	-	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	*
Other	38	-	-	-	36	36	17	21	2	32	4	14	-	14	22	5	4	5	28	1	29	9	22	8	8	2	32	16	4	4	10	5	33
	2%	-	-	-	5%	5%	3%	2%	1%	3%	2%	2%	-	2%	3%	1%	3%	2%	3%	6%	3%	2%	4%	2%	1%	1%	2%	3%	1%	1%	2%	2%	2%
Undecided	325	58	74	23	112	96	144	180	78	202	40	128	10	138	142	80	28	73	222	2	234	90	85	116	124	37	290	122	44	44	116	28	323
	21%	14%	18%	10%	14%	12%	21%	21%	19%	21%	23%	20%	34%	21%	21%	19%	20%	28%	20%	11%	22%	20%	17%	24%	23%	19%	22%	22%	14%	14%	25%	15%	21%
Would not vote	145	-	-	-	-	-	56	89	20	97	15	55	1	56	57	28	22	34	86	3	88	56	50	52	43	15	127	51	21	2	12	8	141
	9%	-	-	-	-	-	8%	10%	5%	10%	8%	9%	5%	8%	8%	7%	15%	13%	8%	21%	8%	13%	10%	11%	8%	8%	10%	9%	6%	1%	3%	4%	9%
Refused	47	5	4	4	10	11	17	30	10	31	6	12	2	14	17	18	3	8	35	*	37	10	20	15	12	4	43	18	15	11	10	*	51
	3%	1%	1%	2%	1%	1%	2%	4%	2%	3%	4%	2%	7%	2%	3%	4%	2%	3%	3%	2%	3%	2%	4%	3%	2%	2%	3%	3%	5%	4%	2%	*	3%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 7

## 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	374	179	273	259	230	193	10	150	224	77	140	157	33	44	79	61	61	96	37	102	109	80	83	211	163	374
Weighted Total	371	170	266	250	221	185	12	161	210	81	147	144	44	37	85	62	51	93	48	98	113	90	70	211	161	374
Conservative	63 17%	31 18%	50 19%	47 19%	39 18%	31 17%	-	29 18%	33 16%	13 16%	23 16%	27 19%	5 11%	8 22%	11 13%	12 20%	9 17%	18 20%	8 17%	16 16%	24 21%	15 17%	7 11%	40 19%	23 14%	63 17%
Labour	77 21%	38 22%	59 22%	56 23%	52 23%	40 22%	-	31 19%	47 22%	11 14%	36 25%	30 21%	4 9%	7 20%	17 20%	19 31%	15 29%	15 16%	3 7%	22 23%	20 18%	22 24%	13 19%	42 20%	35 22%	84 22%
Liberal Democrats (Lib Dem)	27 7%	18 10%	26 10%	26 10%	25 11%	21 12%	-	15 9%	12 6%	6 7%	8 6%	12 9%	1 1%	5 15%	5 6%	3 5%	7 14%	5 6%	4 9%	8 8%	13 11%	1 1%	5 8%	20 10%	7 4%	25 7%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	9 2%	4 2%	9 3%	5 2%	5 2%	5 2%	-	4 2%	6 3%	1 1%	6 4%	2 2%	1 1%	-	5 6%	2 2%	1 2%	2 2%	1 1%	1 2%	3 3%	4 4%	1 1%	4 2%	5 3%	11 3%
UKIP	3 1%	3 2%	3 1%	3 1%	3 1%	3 1%	-	-	3 2%	-	-	3 2%	-	-	-	-	1 1%	3 3%	3 6%	-	-	3 3%	1 1%	-	3 2%	2 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 1%	2 1%	5 2%	5 2%	4 2%	4 2%	-	2 2%	3 1%	-	1 1%	4 3%	-	-	1 1%	-	2 4%	2 2%	2 4%	3 3%	*	1 1%	1 1%	4 2%	1 1%	7 2%
Undecided	151 41%	53 31%	87 33%	81 33%	70 32%	57 31%	7 62%	63 39%	88 42%	47 58%	57 39%	47 33%	33 75%	14 38%	39 45%	18 30%	12 23%	35 38%	20 42%	37 38%	41 36%	39 43%	34 49%	78 37%	73 46%	143 38%
Would not vote	7 2%	2 1%	3 1%	3 1%	2 1%	2 1%	4 30%	4 3%	3 1%	2 2%	5 3%	1 1%	1 2%	1 2%	4 5%	1 2%	-	1 1%	-	3 3%	3 3%	1 1%	*	6 3%	1 1%	9 2%
Refused	28 8%	20 12%	26 10%	25 10%	22 10%	22 12%	1 8%	12 7%	16 8%	1 2%	10 7%	16 11%	-	1 4%	4 5%	6 10%	5 10%	11 12%	7 14%	7 8%	9 8%	5 5%	7 11%	16 8%	12 8%	30 8%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 8

## 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 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 Dem	
Unweighted Total	374	63	84	25	129	108	159	215	89	238	112	96	6	102	147	129	35	61	276	2	276	97	117	127	130	42	333	137	67	60	130	31	374
Weighted Total	371	63	77	27	122	107	161	211	88	233	47	140	12	152	159	98	31	81	257	2	271	99	104	131	136	41	333	140	59	55	125	28	374
Conservative	63	63	-	-	-	63	27	35	8	48	4	28	3	31	29	19	4	10	49	-	44	18	8	27	27	9	62	28	11	25	6	1	63
	17%	100%	-	-	-	59%	17%	17%	9%	20%	8%	20%	25%	20%	19%	20%	13%	12%	19%	-	16%	19%	8%	21%	20%	23%	19%	20%	18%	45%	5%	3%	17%
Labour	77	-	77	-	77	-	35	43	27	45	12	30	5	35	37	21	3	15	58	2	52	25	27	26	24	9	67	25	13	-	56	4	84
	21%	-	100%	-	64%	-	22%	20%	31%	19%	25%	21%	41%	23%	23%	21%	10%	19%	22%	84%	19%	26%	26%	20%	18%	22%	20%	18%	21%	-	44%	13%	22%
Liberal Democrats (Lib Dem)	27	-	-	27	27	27	18	9	4	20	2	16	-	16	18	6	2	1	25	-	25	2	7	7	13	4	24	6	6	4	9	9	25
	7%	-	-	100%	22%	25%	11%	4%	4%	9%	5%	12%	-	11%	11%	7%	5%	1%	10%	-	9%	2%	7%	6%	9%	10%	7%	4%	11%	7%	7%	30%	7%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	9	-	-	9	9	9	5	5	2	5	2	7	-	7	4	2	1	2	7	-	7	3	2	3	4	1	9	3	1	3	2	2	11
	2%	-	-	8%	9%	9%	3%	2%	2%	5%	5%	-	4%	3%	3%	2%	2%	3%	3%	-	2%	3%	2%	2%	3%	1%	3%	2%	2%	5%	2%	7%	3%
UKIP	3	-	-	3	3	3	-	3	-	3	-	-	-	-	-	1	-	3	1	-	3	-	3	-	1	-	3	3	1	-	-	1	2
	1%	-	-	3%	3%	3%	-	2%	-	1%	-	-	-	-	-	1%	-	3%	*	-	1%	-	3%	-	*	-	1%	2%	1%	-	-	2%	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	-	-	5	5	5	1	4	1	3	1	-	-	-	*	4	*	*	4	-	4	*	1	4	1	*	3	1	-	1	2	1	7
	1%	-	-	4%	5%	5%	1%	2%	2%	1%	3%	-	-	-	*	4%	1%	1%	2%	-	2%	*	1%	3%	1%	1%	1%	*	-	2%	1%	5%	2%
Undecided	151	-	-	-	-	-	63	88	37	84	19	52	2	54	56	33	19	42	89	-	109	41	42	54	56	14	129	58	20	18	46	9	143
	41%	-	-	-	-	-	39%	42%	42%	36%	41%	37%	17%	35%	35%	34%	62%	52%	35%	-	40%	41%	40%	41%	41%	34%	39%	42%	34%	33%	37%	33%	38%
Would not vote	7	-	-	-	-	-	2	5	3	4	1	2	-	2	4	1	1	1	6	-	4	3	4	1	2	-	7	3	1	1	1	-	9
	2%	-	-	-	-	-	1%	3%	4%	2%	2%	1%	-	1%	3%	1%	3%	1%	2%	-	2%	3%	4%	1%	1%	-	2%	2%	2%	1%	1%	-	2%
Refused	28	-	-	-	-	-	11	17	5	20	5	6	2	8	9	10	2	7	19	*	22	6	11	8	9	4	28	13	7	3	3	2	30
	8%	-	-	-	-	-	7%	8%	6%	9%	11%	4%	17%	5%	6%	10%	5%	9%	7%	16%	8%	6%	10%	6%	7%	9%	8%	9%	12%	6%	3%	6%	8%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 9

## 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	832	832	832	832	832	832	-	400	432	142	285	405	41	101	126	159	182	223	94	280	242	132	178	522	310	832
Weighted Total	812	812	812	812	812	812	-	407	405	149	285	379	49	100	136	148	162	216	113	266	239	147	160	505	307	832
Conservative	243 30%	243 30%	243 30%	243 30%	243 30%	243 30%	-	125 31%	119 29%	58 39%	69 24%	116 31%	24 49%	34 34%	35 26%	34 23%	47 29%	70 32%	28 25%	83 31%	86 36%	36 24%	39 24%	169 33%	74 24%	248 30%
Labour	198 24%	198 24%	198 24%	198 24%	198 24%	198 24%	-	105 26%	93 23%	29 20%	81 28%	88 23%	8 17%	21 21%	34 25%	47 32%	37 23%	51 24%	28 25%	50 19%	50 21%	45 31%	53 33%	100 20%	98 32%	202 24%
Liberal Democrats (Lib Dem)	123 15%	123 15%	123 15%	123 15%	123 15%	123 15%	-	58 14%	65 16%	34 23%	41 14%	48 13%	6 12%	28 28%	25 18%	16 11%	25 15%	23 11%	13 11%	55 21%	27 11%	18 12%	23 14%	82 16%	41 13%	123 15%
Scottish Nationalist	16 2%	16 2%	16 2%	16 2%	16 2%	16 2%	-	8 2%	7 2%	2 1%	8 3%	6 2%	* 1%	1 1%	4 3%	4 3%	5 3%	1 *	- -	7 2%	6 2%	1 *	3 2%	12 2%	3 1%	18 2%
Plaid Cymru	10 1%	10 1%	10 1%	10 1%	10 1%	10 1%	-	6 2%	4 1%	4 3%	1 *	5 1%	2 4%	2 2%	- -	1 *	3 2%	2 1%	1 1%	5 2%	4 2%	- -	1 1%	9 2%	1 *	9 1%
Green Party	14 2%	14 2%	14 2%	14 2%	14 2%	14 2%	-	10 2%	4 1%	1 1%	5 2%	8 2%	- -	1 1%	3 2%	2 1%	6 4%	2 1%	1 1%	8 3%	3 1%	2 2%	1 1%	10 2%	3 1%	17 2%
UKIP	15 2%	15 2%	15 2%	15 2%	15 2%	15 2%	-	11 3%	4 1%	- -	6 2%	10 3%	- -	- -	* 3%	5 1%	2 1%	8 4%	5 4%	7 2%	3 1%	2 1%	4 2%	10 2%	5 2%	14 2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18 2%	18 2%	18 2%	18 2%	18 2%	18 2%	-	12 3%	6 2%	2 1%	7 2%	9 2%	* 1%	2 2%	5 3%	2 2%	4 2%	5 2%	4 3%	2 1%	2 1%	9 6%	5 3%	4 1%	14 5%	17 2%
Undecided	138 17%	138 17%	138 17%	138 17%	138 17%	138 17%	-	53 13%	85 21%	17 11%	57 20%	64 17%	7 13%	10 10%	28 20%	29 20%	28 17%	37 17%	23 20%	40 15%	47 20%	29 20%	21 13%	87 17%	51 17%	143 17%
Would not vote	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 1%	* *	2 1%	2 1%	1 *	1 2%	* *	- -	2 1%	1 1%	- -	- -	- -	3 1%	2 1%	1 *	3 1%	2 1%	5 1%
Refused	32 4%	32 4%	32 4%	32 4%	32 4%	32 4%	-	15 4%	18 4%	1 *	9 3%	23 6%	1 1%	- -	3 2%	6 4%	6 3%	17 8%	11 9%	10 4%	9 4%	3 2%	10 6%	19 4%	13 4%	36 4%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 10

## 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 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	832	279	246	138	469	502	353	479	230	540	228	228	15	243	327	350	62	85	677	8	646	185	291	261	280	95	696	294	228	236	311	124	832
Weighted Total	812	274	236	141	457	494	357	455	220	533	92	326	22	348	355	282	59	106	637	9	624	185	274	263	274	99	677	299	207	229	300	117	832
Conservative	243	243	-	-	-	243	101	143	5	234	20	112	3	114	101	111	20	11	212	-	180	63	72	85	87	29	219	101	71	171	21	10	248
	30%	89%	-	-	-	49%	28%	31%	2%	44%	22%	34%	12%	33%	28%	39%	35%	10%	33%	-	29%	34%	26%	32%	32%	29%	32%	34%	35%	75%	7%	8%	30%
Labour	198	-	198	-	198	-	83	115	135	44	21	69	5	75	90	56	14	34	145	5	155	41	84	47	67	31	158	80	43	3	172	7	202
	24%	-	84%	-	43%	-	23%	25%	61%	8%	23%	21%	25%	21%	25%	20%	23%	32%	23%	48%	25%	22%	31%	18%	24%	32%	23%	27%	21%	1%	57%	6%	24%
Liberal Democrats (Lib Dem)	123	-	-	123	123	123	68	55	29	84	17	65	2	66	59	36	12	13	95	3	94	29	41	38	44	15	107	25	30	12	16	79	123
	15%	-	-	87%	27%	25%	19%	12%	13%	16%	18%	20%	7%	19%	16%	13%	21%	12%	15%	20%	15%	16%	15%	14%	16%	15%	16%	8%	15%	5%	5%	67%	15%
Scottish Nationalist	16	-	-	-	16	16	7	8	1	13	2	7	1	8	8	5	*	1	13	1	12	4	16	-	-	-	-	2	8	-	2	-	18
	2%	-	-	-	3%	3%	2%	2%	1%	2%	3%	2%	5%	2%	2%	2%	1%	1%	2%	9%	2%	2%	6%	-	-	-	-	1%	4%	-	1%	-	2%
Plaid Cymru	10	-	-	-	10	10	3	7	4	6	1	2	-	2	6	3	-	1	9	-	6	4	-	10	-	-	-	2	5	-	4	1	9
	1%	-	-	-	2%	2%	1%	2%	2%	1%	1%	1%	-	1%	2%	1%	-	1%	1%	-	1%	2%	-	4%	-	-	1%	2%	-	1%	1%	1%	1%
Green Party	14	-	-	-	14	14	10	4	1	12	4	7	-	7	7	2	4	*	10	-	11	3	5	3	6	3	13	3	7	1	5	1	17
	2%	-	-	-	3%	3%	3%	1%	1%	2%	4%	2%	-	2%	2%	1%	6%	*	2%	-	2%	1%	2%	1%	2%	4%	2%	1%	3%	*	2%	1%	2%
UKIP	15	-	-	-	15	15	5	11	-	15	1	3	-	3	2	8	-	5	11	-	14	1	1	4	10	1	14	7	3	8	4	-	14
	2%	-	-	-	3%	3%	1%	2%	-	3%	1%	1%	-	1%	1%	3%	-	5%	2%	-	2%	1%	*	2%	4%	2%	2%	2%	1%	3%	1%	-	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18	-	-	-	16	16	8	10	2	14	2	8	-	8	9	2	2	3	12	1	12	6	8	7	3	1	15	6	4	1	10	-	17
	2%	-	-	-	3%	3%	2%	2%	1%	3%	2%	2%	-	2%	3%	1%	4%	2%	2%	10%	2%	3%	3%	3%	1%	1%	2%	2%	2%	*	3%	-	2%
Undecided	138	27	37	16	61	52	61	77	36	85	19	47	8	55	61	43	3	31	103	-	107	31	32	56	50	17	115	58	21	23	63	18	143
	17%	10%	16%	12%	13%	10%	17%	17%	16%	16%	21%	14%	36%	16%	17%	15%	6%	29%	16%	-	17%	17%	12%	21%	18%	17%	17%	19%	10%	10%	21%	15%	17%
Would not vote	5	-	-	-	-	-	1	4	*	3	*	-	1	1	1	-	3	1	1	-	5	*	*	3	1	-	5	2	3	-	1	-	5
	1%	-	-	-	-	-	*	1%	*	1%	*	-	6%	*	*	-	4%	1%	*	-	1%	*	*	1%	*	-	1%	1%	1%	*	*	-	1%
Refused	32	3	1	2	4	6	11	22	7	23	5	7	2	9	12	15	*	5	27	*	30	2	15	10	7	2	30	13	12	10	2	*	36
	4%	1%	*	1%	1%	1%	3%	5%	3%	4%	5%	2%	9%	3%	3%	5%	*	5%	4%	3%	5%	1%	5%	4%	3%	2%	4%	4%	6%	4%	1%	*	4%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 11

## 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	179	179	179	179	179	179	-	66	113	17	69	93	6	11	36	33	41	52	24	59	55	27	38	114	65	179
Weighted Total	170	170	170	170	170	170	-	67	103	17	66	87	7	10	30	35	33	54	34	50	56	33	31	106	64	179
Conservative	31 18%	31 18%	31 18%	31 18%	31 18%	31 18%	-	16 24%	15 14%	6 37%	11 16%	14 16%	5 70%	1 14%	5 15%	6 17%	7 21%	7 13%	3 10%	6 12%	13 23%	8 24%	4 12%	19 18%	12 18%	31 17%
Labour	38 22%	38 22%	38 22%	38 22%	38 22%	38 22%	-	12 18%	26 25%	2 12%	20 31%	16 18%	1 14%	1 11%	11 35%	10 27%	7 23%	8 15%	2 5%	13 26%	12 22%	9 27%	4 13%	25 24%	13 20%	44 25%
Liberal Democrats (Lib Dem)	18 10%	18 10%	18 10%	18 10%	18 10%	18 10%	-	8 12%	10 9%	4 26%	4 6%	9 10%	1 8%	4 38%	1 3%	3 10%	6 18%	3 6%	3 8%	8 15%	6 11%	-	4 13%	14 13%	4 6%	15 8%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	4 2%	4 2%	4 2%	4 2%	4 2%	4 2%	-	3 4%	1 1%	1 3%	2 3%	2 2%	1 7%	-	* 2%	2 4%	* 1%	1 2%	1 2%	1 2%	1 2%	2 5%	* 1%	2 2%	2 3%	6 3%
UKIP	3 2%	3 2%	3 2%	3 2%	3 2%	3 2%	-	-	3 3%	-	-	3 3%	-	-	-	-	-	3 5%	3 8%	-	-	3 8%	-	-	3 4%	1 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-	2 4%	-	-	* 1%	2 2%	-	-	* 2%	-	1 4%	1 1%	-	1 3%	* 1%	-	1 2%	2 2%	1 1%	4 2%
Undecided	53 31%	53 31%	53 31%	53 31%	53 31%	53 31%	-	18 26%	35 34%	4 22%	21 32%	28 32%	-	4 37%	11 36%	10 28%	6 18%	22 41%	16 47%	16 33%	14 26%	10 30%	12 39%	31 29%	22 34%	57 32%
Would not vote	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-	2 2%	-	-	1 1%	1 1%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	-	-	2 2%	-	2 1%
Refused	20 12%	20 12%	20 12%	20 12%	20 12%	20 12%	-	6 9%	14 14%	-	6 9%	14 16%	-	-	2 8%	4 11%	5 15%	9 16%	7 20%	4 9%	8 13%	2 7%	6 19%	12 11%	8 13%	19 11%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 12

## 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 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 Dem	
Unweighted Total	179	31	44	15	70	57	76	103	44	111	56	38	5	43	70	77	6	25	147	1	143	36	56	67	56	19	155	65	43	37	72	19	179
Weighted Total	170	31	38	18	65	58	71	99	42	107	24	54	10	64	73	57	4	36	130	*	137	33	47	66	57	18	146	71	33	32	65	18	179
Conservative	31	31	-	-	-	31	17	14	5	21	2	14	3	17	16	10	1	3	27	-	22	9	3	16	12	6	31	17	6	17	2	1	31
	18%	100%	-	-	-	53%	24%	14%	12%	19%	9%	25%	29%	26%	22%	18%	31%	8%	21%	-	16%	27%	5%	25%	21%	30%	21%	24%	18%	53%	4%	5%	17%
Labour	38	-	38	-	38	-	14	24	12	23	6	12	3	15	18	11	1	8	29	-	27	11	12	13	13	4	31	13	9	-	32	1	44
	22%	-	100%	-	59%	-	20%	24%	28%	22%	26%	22%	31%	23%	25%	19%	27%	22%	22%	-	20%	33%	25%	20%	23%	22%	21%	18%	26%	-	49%	6%	25%
Liberal Democrats (Lib Dem)	18	-	-	18	18	18	11	7	4	14	2	9	-	9	13	4	-	1	17	-	17	*	5	6	7	1	15	3	2	2	4	6	15
	10%	-	-	100%	27%	31%	15%	7%	9%	13%	8%	17%	-	14%	18%	7%	-	2%	13%	-	13%	1%	11%	9%	12%	5%	10%	4%	7%	7%	7%	34%	8%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	4	-	-	-	4	4	2	2	2	2	1	2	-	2	2	1	-	4	-	-	4	-	1	2	2	1	4	*	1	1	2	-	6
	2%	-	-	-	6%	7%	3%	2%	5%	2%	6%	4%	-	3%	3%	14%	-	3%	-	-	3%	-	2%	2%	3%	3%	3%	1%	2%	2%	4%	-	3%
UKIP	3	-	-	-	3	3	-	3	-	3	-	-	-	-	-	-	-	3	-	-	3	-	3	-	-	-	3	3	-	-	-	-	1
	2%	-	-	-	4%	5%	-	3%	-	2%	-	-	-	-	-	-	-	7%	-	-	2%	-	6%	-	-	-	2%	4%	-	-	-	-	1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	2	2	*	2	1	1	*	-	-	-	*	2	-	-	2	-	2	*	1	2	-	-	2	1	-	1	-	1	4
	1%	-	-	-	4%	4%	1%	2%	3%	1%	2%	-	-	-	1%	3%	-	-	2%	-	1%	2%	1%	3%	-	-	1%	1%	-	2%	-	7%	2%
Undecided	53	-	-	-	-	-	20	33	15	28	9	13	2	15	17	19	1	16	36	-	43	9	16	19	17	5	39	24	8	8	22	7	57
	31%	-	-	-	-	-	27%	33%	36%	26%	39%	24%	20%	23%	23%	33%	21%	45%	27%	-	31%	29%	35%	29%	30%	26%	27%	33%	25%	24%	34%	38%	32%
Would not vote	2	-	-	-	-	-	-	2	-	2	-	-	-	-	1	1	-	-	2	-	1	1	1	1	-	-	2	-	1	1	-	2	
	1%	-	-	-	-	-	-	2%	-	2%	-	-	-	-	1%	1%	-	-	1%	-	1%	3%	2%	1%	-	-	1%	-	2%	2%	1%	-	1%
Refused	20	-	-	-	-	-	7	13	3	15	2	4	2	6	5	9	*	6	14	*	18	2	6	7	7	2	20	11	7	3	1	2	19
	12%	-	-	-	-	-	9%	14%	8%	14%	9%	8%	20%	10%	7%	15%	7%	16%	11%	100%	13%	5%	14%	11%	12%	14%	14%	15%	20%	10%	1%	9%	11%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 13

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

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted Total	
		(10) Absolutely cert -ain	(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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
1 - Absolutely certain not to vote	119	-	-	-	-	-	119	55	64	48	42	29	19	29	21	21	14	14	4	17	27	25	48	45	74	115
	8%	-	-	-	-	-	100%	7%	8%	11%	8%	5%	11%	11%	7%	8%	6%	5%	3%	4%	6%	8%	13%	5%	11%	8%
2	23	-	-	-	-	-	-	9	14	11	9	3	4	8	5	4	1	2	-	9	7	1	6	15	8	24
	1%	-	-	-	-	-	-	1%	2%	3%	2%	1%	2%	3%	2%	1%	1%	1%	-	2%	1%	*	2%	2%	1%	2%
3	51	-	-	-	-	-	-	24	27	30	15	5	21	9	12	3	1	4	-	10	14	18	8	24	26	51
	3%	-	-	-	-	-	-	3%	3%	7%	3%	1%	11%	4%	4%	1%	1%	1%	-	3%	3%	6%	2%	3%	4%	3%
4	28	-	-	-	-	-	-	16	12	9	12	6	4	5	12	-	4	2	1	1	6	14	7	8	21	26
	2%	-	-	-	-	-	-	2%	2%	2%	2%	1%	2%	2%	4%	-	2%	1%	1%	*	1%	4%	2%	1%	3%	2%
5	132	-	-	-	-	-	-	58	74	52	51	29	27	25	24	27	8	22	9	20	32	39	41	52	79	123
	9%	-	-	-	-	-	-	8%	9%	12%	9%	5%	14%	10%	8%	10%	3%	7%	6%	5%	7%	12%	11%	6%	12%	8%
6	43	-	43	-	-	-	-	16	27	15	16	12	9	6	13	3	6	6	2	5	15	12	11	20	23	50
	3%	-	4%	-	-	-	-	2%	3%	3%	3%	2%	5%	2%	5%	1%	2%	2%	1%	1%	3%	4%	3%	2%	3%	3%
7	87	-	87	87	-	-	-	47	40	38	29	20	18	20	16	13	11	8	6	13	27	16	31	40	47	81
	6%	-	7%	8%	-	-	-	6%	5%	9%	5%	4%	10%	8%	6%	5%	3%	4%	-	3%	6%	5%	9%	5%	7%	5%
8	144	-	144	144	144	-	-	72	72	49	64	31	19	30	33	31	15	16	5	35	45	32	32	81	63	139
	9%	-	12%	13%	14%	-	-	10%	9%	11%	12%	6%	10%	12%	11%	12%	6%	5%	3%	9%	10%	10%	9%	9%	9%	9%
9	82	-	82	82	82	82	-	39	43	29	26	27	13	15	17	9	9	18	7	32	24	14	12	56	27	80
	5%	-	7%	7%	8%	9%	-	5%	5%	7%	5%	5%	7%	6%	6%	3%	4%	6%	5%	8%	5%	4%	3%	7%	4%	5%
10 - Absolutely certain to vote	812	812	812	812	812	812	-	407	405	149	285	379	49	100	136	148	162	216	113	266	239	147	160	505	307	832
	53%	100%	69%	72%	78%	91%	-	55%	52%	34%	52%	69%	26%	40%	47%	57%	70%	68%	75%	64%	54%	46%	45%	59%	45%	54%
Don't know	12	-	-	-	-	-	-	4	8	5	*	6	1	4	*	-	-	6	4	3	4	2	2	7	5	11
	1%	-	-	-	-	-	-	1%	1%	1%	*	1%	1%	1%	*	-	-	2%	3%	1%	1%	1%	1%	1%	1%	1%
Refused	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	1
	*	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	*
Mean	7.87	10.00	9.31	9.44	9.64	9.91	1.00	7.97	7.77	6.86	7.83	8.71	6.46	7.17	7.62	8.07	8.69	8.72	9.13	8.60	8.05	7.43	7.20	8.32	7.31	7.93

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 14

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

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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533	
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533	
1 - Absolutely certain not to vote	119	2	5	3	11	7	43	76	14	76	13	39	-	39	48	25	12	30	73	4	74	43	41	41	37	16	107	46	17	3	9	4	115	
	8%	*	1%	1%	1%	1%	6%	9%	3%	8%	7%	6%	-	6%	7%	6%	8%	11%	7%	25%	7%	10%	8%	9%	7%	8%	8%	8%	5%	1%	2%	2%	8%	
2	23	5	5	-	6	6	12	11	4	18	5	9	-	9	13	4	4	2	17	-	10	13	5	12	6	3	22	6	2	1	3	1	24	
	1%	1%	1%	-	1%	1%	2%	1%	1%	2%	3%	1%	-	1%	2%	1%	3%	1%	2%	-	1%	3%	1%	2%	1%	1%	2%	1%	1%	*	1%	1%	2%	
3	51	3	11	3	16	9	21	29	24	23	6	22	2	24	26	3	8	13	29	*	31	19	9	20	22	1	48	16	7	2	9	1	51	
	3%	1%	3%	1%	2%	1%	3%	3%	6%	2%	3%	3%	6%	4%	4%	1%	6%	5%	3%	3%	3%	4%	2%	4%	4%	1%	4%	3%	2%	1%	2%	1%	3%	
4	28	4	9	4	13	8	15	13	5	22	4	15	-	15	15	3	8	2	18	-	15	14	7	10	11	-	25	6	1	-	6	9	26	
	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	-	2%	2%	1%	6%	1%	2%	-	1%	3%	1%	2%	2%	-	2%	1%	*	-	1%	5%	2%	
5	132	31	40	12	59	49	55	77	27	89	19	52	3	55	57	26	11	35	83	2	85	45	50	41	41	16	120	52	16	5	40	10	123	
	9%	7%	10%	5%	8%	6%	8%	9%	7%	9%	11%	8%	12%	8%	8%	6%	8%	13%	8%	11%	8%	10%	10%	9%	8%	8%	9%	9%	5%	2%	9%	5%	8%	
6	43	8	15	8	29	22	10	33	14	25	5	16	-	16	14	13	4	12	27	-	26	17	17	6	20	6	39	20	5	9	10	6	50	
	3%	2%	4%	4%	4%	3%	2%	4%	3%	2%	3%	2%	-	2%	2%	3%	3%	5%	2%	-	2%	4%	3%	1%	4%	3%	3%	4%	2%	3%	2%	3%	3%	
7	87	28	21	15	42	50	44	43	27	49	9	42	-	42	38	12	12	24	51	-	59	28	36	19	32	14	73	33	19	15	16	9	81	
	6%	7%	5%	6%	5%	6%	7%	5%	7%	5%	5%	7%	-	6%	6%	3%	8%	9%	5%	-	5%	6%	7%	4%	6%	7%	5%	6%	6%	5%	3%	5%	5%	
8	144	46	40	26	82	88	70	74	40	95	16	70	1	71	74	30	19	21	104	-	88	56	47	38	60	19	129	42	25	23	38	23	139	
	9%	11%	10%	11%	11%	11%	10%	9%	10%	10%	9%	11%	2%	11%	11%	7%	13%	8%	9%	-	8%	13%	9%	8%	11%	10%	10%	7%	8%	8%	8%	12%	9%	
9	82	23	21	16	54	55	43	39	23	52	10	43	-	43	49	16	4	13	65	-	64	18	21	26	35	19	74	37	19	20	30	11	80	
	5%	5%	5%	7%	7%	7%	6%	5%	6%	5%	6%	7%	-	7%	7%	4%	3%	5%	6%	-	6%	4%	4%	5%	6%	10%	6%	7%	6%	7%	7%	6%	5%	
10 - Absolutely certain to vote	812	274	236	141	457	494	357	455	220	533	92	326	22	348	355	282	59	106	637	9	624	185	274	263	274	99	677	299	207	229	300	117	832	
	53%	64%	58%	61%	59%	63%	53%	53%	54%	54%	51%	51%	79%	52%	52%	67%	41%	40%	57%	61%	58%	42%	54%	55%	50%	50%	51%	53%	65%	74%	64%	61%	54%	
Don't know	12	1	5	1	7	3	3	9	8	2	*	3	-	3	*	4	3	4	4	-	9	3	5	*	7	4	10	3	3	-	5	1	11	
	1%	*	1%	1%	1%	*	*	1%	2%	*	*	1%	-	*	*	1%	2%	2%	*	-	1%	1%	*	*	1%	2%	1%	1%	1%	-	1%	1%	1%	
Refused	*	*	-	-	-	*	*	-	-	*	*	-	-	-	-	*	-	-	*	-	-	*	-	*	*	*	-	*	-	-	-	-	-	1
	*	*	-	-	-	*	*	-	-	*	*	-	-	-	-	*	-	-	*	-	-	*	-	*	*	*	-	*	-	-	-	-	*	
Mean	7.87	8.84	8.42	8.80	8.59	8.81	7.99	7.78	8.17	7.91	7.75	7.95	8.91	7.99	7.88	8.57	7.20	7.16	8.14	6.98	8.15	7.23	7.93	7.80	7.88	8.06	7.77	7.90	8.58	9.27	8.72	8.63	7.93	

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 15

### 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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Satisfied	405 26%	220 27%	323 28%	309 27%	283 27%	243 27%	14 11%	216 29%	190 24%	141 32%	137 25%	127 23%	66 35%	76 30%	63 22%	74 28%	50 21%	78 25%	44 29%	114 28%	112 25%	79 25%	100 28%	226 27%	179 26%	409 27%
Dissatisfied	985 64%	533 66%	755 65%	730 65%	681 66%	586 65%	76 64%	471 63%	514 65%	238 55%	369 67%	377 69%	94 50%	145 58%	198 68%	171 66%	163 70%	215 68%	96 63%	267 65%	287 65%	209 65%	221 62%	554 65%	430 63%	986 64%
Don't know	143 9%	59 7%	90 8%	86 8%	74 7%	66 7%	29 25%	59 8%	84 11%	56 13%	45 8%	43 8%	26 14%	29 12%	30 10%	15 6%	19 8%	23 7%	12 8%	31 8%	42 10%	33 10%	37 10%	73 9%	70 10%	138 9%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 16

**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	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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Satisfied	405	27	232	62	312	107	180	226	405	-	51	157	13	170	179	92	44	86	271	5	287	116	145	120	141	57	340	157	81	16	198	53	409
	26%	6%	57%	27%	40%	14%	27%	26%	100%	-	28%	25%	46%	26%	26%	22%	30%	33%	24%	34%	26%	26%	28%	25%	26%	29%	26%	28%	25%	5%	43%	28%	27%
Dissatisfied	985	375	139	151	402	638	433	551	-	985	113	423	15	438	447	302	86	139	749	10	704	278	316	313	356	111	863	356	209	275	219	131	986
	64%	88%	34%	66%	52%	81%	64%	64%	-	100%	63%	66%	54%	66%	65%	72%	59%	53%	68%	64%	65%	63%	62%	66%	65%	57%	65%	64%	65%	90%	47%	68%	64%
Don't know	143	23	36	15	59	46	61	82	-	-	16	56	-	56	63	25	16	38	88	*	94	48	50	44	49	28	121	47	30	16	49	8	138
	9%	5%	9%	7%	8%	6%	9%	10%	-	-	9%	9%	-	8%	9%	6%	11%	15%	8%	2%	9%	11%	10%	9%	9%	14%	9%	8%	9%	5%	10%	4%	9%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 17

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

Base : All respondents aged 18+

	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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Satisfied	555 36%	310 38%	438 38%	419 37%	391 38%	343 38%	36 30%	270 36%	286 36%	171 39%	187 34%	197 36%	76 41%	94 38%	92 32%	95 37%	79 34%	118 37%	63 42%	149 36%	141 32%	121 38%	144 40%	290 34%	265 39%	560 37%
Dissatisfied	872 57%	471 58%	669 57%	651 58%	604 58%	520 58%	70 59%	436 58%	436 55%	223 51%	330 60%	319 58%	87 47%	136 54%	184 63%	146 56%	139 60%	180 57%	78 51%	240 58%	270 61%	174 54%	189 53%	509 60%	363 53%	870 57%
Don't know	106 7%	30 4%	61 5%	55 5%	44 4%	31 3%	13 11%	41 5%	65 8%	42 10%	33 6%	31 6%	22 12%	20 8%	15 5%	18 7%	14 6%	18 6%	11 7%	24 6%	31 7%	25 8%	26 7%	55 6%	51 8%	103 7%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 18

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

Base : All respondents aged 18+

	Total (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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Satisfied	555	52	281	78	396	167	230	325	346	139	71	206	13	219	237	131	52	128	368	8	393	159	214	165	177	71	452	208	112	36	269	62	560
	36%	12%	69%	34%	51%	21%	34%	38%	85%	14%	40%	32%	46%	33%	34%	31%	36%	48%	33%	50%	36%	36%	42%	35%	32%	36%	34%	37%	35%	12%	58%	32%	37%
Dissatisfied	872	352	113	137	342	581	397	475	50	807	96	390	15	405	404	264	80	119	668	6	619	251	259	280	333	108	775	322	188	255	169	118	870
	57%	83%	28%	60%	44%	73%	59%	55%	12%	82%	54%	61%	54%	61%	59%	63%	55%	45%	60%	35%	57%	57%	51%	59%	61%	55%	59%	57%	59%	83%	36%	62%	57%
Don't know	106	21	14	14	36	43	47	59	9	39	12	41	-	41	50	23	14	17	73	2	72	33	38	31	37	17	97	30	20	16	28	11	103
	7%	5%	4%	6%	5%	5%	7%	7%	2%	4%	7%	6%	-	6%	7%	6%	9%	6%	7%	15%	7%	8%	7%	7%	7%	9%	7%	5%	6%	6%	6%	7%	

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 19

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

Base : All respondents aged 18+

	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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Satisfied	679 44%	384 47%	555 47%	533 47%	491 47%	417 47%	21 18%	337 45%	342 43%	215 49%	243 44%	221 40%	104 56%	111 45%	131 45%	112 43%	95 41%	126 40%	53 35%	209 51%	202 46%	127 40%	141 39%	411 48%	268 39%	658 43%
Dissatisfied	607 40%	325 40%	468 40%	454 40%	418 40%	365 41%	53 45%	308 41%	299 38%	137 31%	225 41%	245 45%	42 23%	95 38%	126 43%	99 38%	106 46%	139 44%	74 49%	154 37%	168 38%	129 40%	155 43%	323 38%	284 42%	624 41%
Don't know	247 16%	103 13%	146 12%	139 12%	130 12%	112 13%	44 37%	101 14%	146 19%	83 19%	82 15%	82 15%	39 21%	44 18%	35 12%	48 18%	31 13%	51 16%	25 17%	49 12%	72 16%	65 20%	62 17%	120 14%	127 19%	251 16%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 20

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

Base : All respondents aged 18+

	Total (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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Satisfied	679	333	141	88	260	453	300	379	189	437	66	301	12	313	314	191	67	106	505	1	478	200	199	208	272	106	599	256	152	223	148	71	658
	44%	78%	34%	38%	34%	57%	45%	44%	47%	44%	37%	47%	44%	47%	45%	46%	46%	40%	46%	6%	44%	45%	39%	44%	50%	54%	45%	46%	47%	72%	32%	37%	43%
Dissatisfied	607	64	209	107	411	266	268	339	168	407	82	239	13	252	265	174	50	106	439	12	435	170	222	188	197	63	510	224	128	56	253	89	624
	40%	15%	51%	47%	53%	34%	40%	39%	41%	41%	46%	37%	47%	38%	38%	42%	34%	40%	40%	75%	40%	38%	43%	40%	36%	32%	39%	40%	40%	18%	54%	46%	41%
Don't know	247	28	58	34	103	73	105	142	49	141	31	97	2	100	111	53	28	52	164	3	172	73	90	80	77	27	215	80	40	29	64	31	251
	16%	7%	14%	15%	13%	9%	16%	17%	12%	14%	18%	15%	9%	15%	16%	13%	19%	20%	15%	19%	16%	16%	18%	17%	14%	14%	16%	14%	13%	9%	14%	16%	16%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 21

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

Base : All respondents aged 18+

	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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Satisfied	673 44%	407 50%	572 49%	548 49%	509 49%	446 50%	22 18%	363 49%	310 39%	182 42%	250 45%	241 44%	78 42%	105 42%	134 46%	116 45%	104 45%	137 43%	68 45%	215 52%	197 45%	124 39%	137 38%	412 48%	261 38%	675 44%
Dissatisfied	414 27%	216 27%	308 26%	302 27%	278 27%	235 26%	40 33%	212 28%	202 26%	116 27%	156 28%	142 26%	48 26%	68 27%	77 26%	80 31%	73 32%	69 22%	31 20%	122 30%	112 25%	78 24%	102 29%	233 27%	180 27%	420 27%
Don't know	447 29%	189 23%	289 25%	275 24%	251 24%	213 24%	57 48%	171 23%	276 35%	137 32%	145 26%	165 30%	60 33%	77 31%	81 28%	64 25%	55 24%	110 35%	53 35%	75 18%	133 30%	119 37%	119 33%	208 24%	238 35%	438 29%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 22

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

Base : All respondents aged 18+

	Total (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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Satisfied	673	188	189	184	412	411	322	350	225	400	76	301	17	318	312	190	55	109	502	6	485	186	229	199	245	78	578	219	166	141	218	124	675
	44%	44%	46%	80%	53%	52%	48%	41%	56%	41%	43%	47%	60%	48%	45%	45%	38%	41%	45%	40%	45%	42%	45%	42%	45%	40%	44%	39%	52%	46%	47%	65%	44%
Dissatisfied	414	125	112	28	192	205	188	226	86	316	56	169	8	178	201	112	47	53	312	1	294	118	138	134	141	49	359	164	86	89	120	41	420
	27%	29%	28%	12%	25%	26%	28%	26%	21%	32%	31%	27%	30%	27%	29%	27%	32%	20%	28%	7%	27%	27%	27%	28%	26%	25%	27%	29%	27%	29%	26%	21%	27%
Don't know	447	112	107	17	170	175	164	283	94	269	47	166	3	169	177	117	44	101	294	8	306	138	144	143	160	68	387	178	68	77	127	26	438
	29%	26%	26%	7%	22%	22%	24%	33%	23%	27%	26%	26%	10%	25%	26%	28%	30%	38%	27%	52%	28%	31%	28%	30%	29%	35%	29%	32%	21%	25%	27%	14%	29%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 23  
**Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

Base : All respondents aged 18+

	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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Improve	574 37%	302 37%	446 38%	428 38%	398 38%	339 38%	42 35%	313 42%	260 33%	206 47%	182 33%	186 34%	87 47%	119 48%	117 40%	65 25%	80 35%	106 34%	44 29%	168 41%	162 37%	120 38%	124 34%	330 39%	244 36%	559 36%
Stay the same	451 29%	247 30%	356 30%	346 31%	312 30%	265 30%	27 22%	217 29%	235 30%	123 28%	181 33%	147 27%	44 24%	79 31%	91 31%	90 35%	63 27%	84 27%	48 31%	118 29%	137 31%	89 28%	108 30%	254 30%	197 29%	464 30%
Get worse	471 31%	244 30%	338 29%	326 29%	304 29%	269 30%	47 39%	201 27%	270 34%	99 23%	181 33%	191 35%	48 26%	52 21%	80 27%	101 39%	78 34%	113 36%	52 34%	115 28%	131 30%	105 33%	120 33%	247 29%	225 33%	474 31%
Don't know	37 2%	19 2%	28 2%	26 2%	25 2%	21 2%	4 3%	14 2%	22 3%	8 2%	6 1%	23 4%	7 4%	* *	4 1%	3 1%	10 4%	13 4%	8 5%	12 3%	11 3%	7 2%	7 2%	23 3%	14 2%	36 2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 24  
**Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

Base : All respondents aged 18+

	Total (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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Improve	574	140	199	97	327	268	271	303	239	260	62	261	11	271	285	138	60	85	423	6	398	174	193	175	206	93	482	194	133	89	208	75	559
	37%	33%	49%	42%	42%	34%	40%	35%	59%	26%	35%	41%	38%	41%	41%	33%	41%	32%	38%	40%	37%	39%	38%	37%	38%	47%	36%	35%	42%	29%	45%	39%	36%
Stay the same	451	129	118	76	228	238	209	242	104	305	61	185	9	194	213	120	38	75	333	5	309	141	149	143	159	41	397	180	79	96	137	53	464
	29%	30%	29%	33%	29%	30%	31%	28%	26%	31%	34%	29%	32%	29%	31%	29%	26%	28%	30%	33%	29%	32%	29%	30%	29%	21%	30%	32%	25%	31%	30%	28%	30%
Get worse	471	149	81	51	199	267	183	288	55	396	53	183	8	192	184	148	46	89	331	4	343	125	155	148	169	57	415	169	100	115	111	58	474
	31%	35%	20%	22%	26%	34%	27%	34%	13%	40%	29%	29%	30%	29%	27%	35%	32%	34%	30%	27%	32%	28%	30%	31%	31%	29%	31%	30%	31%	37%	24%	30%	31%
Don't know	37	8	9	5	19	18	10	27	7	24	4	7	-	7	8	12	1	15	21	-	34	2	14	10	13	6	29	17	7	8	9	6	36
	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	-	1%	1%	3%	1%	6%	2%	-	3%	1%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 25

**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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Very important	489 32%	367 45%	441 38%	435 39%	419 40%	392 44%	14 12%	236 32%	253 32%	77 18%	172 31%	239 44%	28 15%	50 20%	78 27%	94 36%	98 42%	141 45%	69 45%	152 37%	152 34%	92 29%	92 26%	304 36%	184 27%	513 33%
Fairly important	564 37%	301 37%	484 41%	465 41%	427 41%	345 39%	16 14%	261 35%	303 39%	193 44%	210 38%	161 29%	73 40%	119 48%	110 38%	101 39%	71 31%	90 29%	42 28%	164 40%	161 37%	115 36%	123 34%	326 38%	239 35%	560 37%
Not very important	310 20%	107 13%	183 16%	170 15%	146 14%	119 13%	26 22%	151 20%	159 20%	105 24%	110 20%	94 17%	59 32%	46 18%	72 25%	38 15%	39 17%	55 17%	27 18%	62 15%	89 20%	73 23%	86 24%	151 18%	159 23%	287 19%
Not at all important	128 8%	28 3%	43 4%	41 4%	34 3%	28 3%	51 43%	75 10%	53 7%	47 11%	45 8%	36 7%	23 12%	25 10%	24 8%	21 8%	15 7%	20 6%	7 5%	27 7%	27 6%	33 10%	40 11%	55 6%	74 11%	134 9%
No opinion	42 3%	9 1%	17 1%	14 1%	13 1%	10 1%	10 8%	22 3%	20 3%	13 3%	13 2%	17 3%	2 1%	10 4%	7 3%	5 2%	8 4%	9 3%	7 5%	7 2%	12 3%	7 2%	17 5%	18 2%	24 4%	39 3%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 26

**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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Very important	489	173	154	64	266	285	189	299	136	324	48	184	10	194	201	173	38	71	374	5	378	109	161	148	180	74	439	187	147	146	181	55	513
	32%	41%	38%	28%	34%	36%	28%	35%	34%	33%	27%	29%	37%	29%	29%	41%	26%	27%	34%	35%	35%	25%	31%	31%	33%	38%	33%	33%	46%	47%	39%	29%	33%
Fairly important	564	180	153	104	305	333	277	287	150	368	74	272	5	276	286	142	58	77	428	1	388	174	178	180	206	71	483	195	110	118	163	82	560
	37%	42%	38%	45%	39%	42%	41%	33%	37%	37%	41%	43%	17%	42%	41%	34%	40%	29%	39%	9%	36%	39%	35%	38%	38%	36%	37%	35%	34%	39%	35%	43%	37%
Not very important	310	54	68	52	148	135	138	172	91	176	35	121	10	131	146	65	32	67	211	*	203	106	105	94	111	40	259	111	45	32	79	47	287
	20%	13%	17%	23%	19%	17%	20%	20%	22%	18%	20%	19%	37%	20%	21%	16%	22%	26%	19%	2%	19%	24%	20%	20%	20%	20%	20%	20%	14%	10%	17%	25%	19%
Not at all important	128	13	24	5	39	28	52	76	22	88	16	44	1	45	49	32	12	31	80	5	86	42	53	41	34	8	104	47	14	6	25	6	134
	8%	3%	6%	2%	5%	4%	8%	9%	5%	9%	9%	7%	4%	7%	7%	8%	8%	12%	7%	30%	8%	9%	10%	9%	6%	4%	8%	8%	4%	2%	5%	3%	9%
No opinion	42	5	9	4	16	11	18	24	6	29	5	16	2	18	9	7	5	18	15	4	30	12	14	12	16	4	38	19	3	5	17	1	39
	3%	1%	2%	2%	2%	1%	3%	3%	2%	3%	3%	3%	6%	3%	1%	2%	4%	7%	1%	24%	3%	3%	3%	3%	2%	3%	3%	1%	2%	4%	1%	3%	

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 27  
 - 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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Conservative	307	229	296	287	272	249	3	154	153	52	97	158	19	33	49	48	59	98	48	101	108	54	44	209	98	318
	20%	28%	25%	25%	26%	28%	3%	21%	19%	12%	18%	29%	10%	13%	17%	19%	26%	31%	32%	24%	25%	17%	12%	24%	14%	21%
Labour	465	300	395	384	368	330	9	233	233	71	194	200	8	63	96	98	91	110	57	113	116	113	123	229	236	494
	30%	37%	34%	34%	35%	37%	7%	31%	30%	16%	35%	37%	4%	25%	33%	38%	39%	35%	38%	27%	26%	35%	34%	27%	35%	32%
Lib Dems	191	117	165	160	151	128	4	95	96	50	71	71	7	44	40	31	34	37	20	57	59	33	43	116	75	186
	12%	14%	14%	14%	14%	14%	3%	13%	12%	11%	13%	13%	4%	17%	14%	12%	15%	12%	13%	14%	13%	10%	12%	14%	11%	12%
Scottish/Welsh nationalist	28	19	23	23	19	19	2	17	10	5	13	10	*	4	9	4	7	4	1	7	9	4	7	16	11	28
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	*	2%	3%	2%	4%	1%	1%	2%	2%	1%	2%	2%	2%	2%
UKIP - UK Independence Party	12	9	11	11	11	11	-	5	7	1	-	10	-	1	-	-	1	9	3	4	1	4	3	5	7	10
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	-	2%	-	1%	-	-	1%	3%	2%	1%	*	1%	1%	1%	1%	1%
Green	10	7	9	9	9	9	-	4	6	3	5	2	2	1	5	*	2	*	-	4	5	*	1	9	1	14
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	*	2%	*	1%	*	-	1%	1%	*	*	1%	*	1%
BNP - British National Party	13	7	11	11	9	7	-	9	3	3	6	4	*	3	6	-	1	3	-	*	2	5	6	2	10	11
	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	*	1%	2%	-	1%	1%	-	*	*	1%	2%	*	2%	1%
Other	18	14	17	16	15	15	*	5	13	3	9	5	*	3	4	5	1	5	3	8	7	*	3	15	3	27
	1%	2%	1%	1%	1%	2%	*	1%	2%	1%	2%	1%	*	1%	1%	2%	*	1%	2%	2%	2%	*	1%	2%	*	2%
Did not vote	296	47	129	120	93	53	84	134	162	134	109	54	54	79	58	50	25	29	10	67	75	73	82	142	155	277
	19%	6%	11%	11%	9%	6%	71%	18%	21%	31%	20%	10%	29%	32%	20%	19%	11%	9%	7%	16%	17%	23%	23%	17%	23%	18%
Too young	79	21	44	38	31	23	10	47	32	79	-	-	79	-	-	-	-	-	-	20	33	10	16	53	26	60
	5%	3%	4%	3%	3%	3%	8%	6%	4%	18%	-	-	43%	-	-	-	-	-	-	5%	7%	3%	4%	6%	4%	4%
Can't remember	88	24	49	45	39	30	6	35	52	32	37	19	14	18	21	16	6	13	2	24	20	20	23	44	43	84
	6%	3%	4%	4%	4%	3%	5%	5%	7%	7%	7%	3%	8%	7%	7%	6%	2%	4%	2%	6%	5%	6%	6%	5%	6%	5%
Refused	26	18	20	20	20	20	2	7	19	2	11	14	2	*	3	7	4	9	7	7	6	5	8	13	13	24
	2%	2%	2%	2%	2%	2%	2%	1%	2%	*	2%	2%	1%	*	1%	3%	2%	3%	4%	2%	1%	2%	2%	2%	2%	2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 28  
 - 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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Conservative	307	240	7	17	43	275	125	182	16	275	26	132	5	137	139	141	10	17	280	1	232	75	76	108	124	34	284	128	75	307	-	-	318
	20%	56%	2%	8%	5%	35%	19%	21%	4%	28%	14%	21%	17%	21%	20%	34%	7%	6%	25%	6%	21%	17%	15%	23%	23%	17%	21%	23%	23%	100%	-	-	21%
Labour	465	41	293	32	361	108	201	264	198	219	67	171	7	178	214	123	27	92	337	10	334	128	178	149	139	61	376	177	92	-	465	-	494
	30%	10%	72%	14%	47%	14%	30%	31%	49%	22%	37%	27%	26%	27%	31%	29%	19%	35%	30%	63%	31%	29%	35%	31%	25%	31%	28%	32%	29%	-	100%	-	32%
Lib Dems	191	20	12	128	152	160	99	92	53	131	20	108	2	110	94	50	20	26	144	-	138	53	52	60	80	17	175	49	41	-	-	191	186
	12%	5%	3%	56%	20%	20%	15%	11%	13%	13%	11%	17%	8%	17%	14%	12%	14%	10%	13%	-	13%	12%	10%	13%	15%	9%	13%	9%	13%	-	-	100%	12%
Scottish/Welsh nationalist	28	1	-	1	22	23	12	15	9	19	4	11	1	12	11	7	2	7	18	1	18	9	24	3	-	-	-	9	9	-	-	-	28
	2%	*	-	*	3%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%	2%	1%	3%	2%	6%	2%	2%	5%	1%	-	-	-	2%	3%	-	-	-	2%
UKIP - UK Independence Party	12	2	-	-	8	10	1	10	1	10	-	1	-	1	1	5	1	4	6	-	12	-	3	3	6	2	11	7	2	-	-	-	10
	1%	1%	-	-	1%	1%	*	1%	*	1%	-	*	-	*	*	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%
Green	10	-	1	1	10	9	5	5	-	8	3	4	-	4	3	1	3	3	4	-	8	2	4	2	5	5	10	1	6	-	-	-	14
	1%	-	*	*	1%	1%	1%	1%	-	1%	2%	1%	-	1%	*	*	2%	1%	*	-	1%	*	1%	*	1%	2%	1%	*	2%	-	-	-	1%
BNP - British National Party	13	2	2	-	10	11	6	6	1	9	1	5	2	7	7	3	*	2	10	-	8	4	8	2	3	-	13	4	*	-	-	-	11
	1%	1%	*	-	1%	1%	1%	1%	*	1%	1%	1%	6%	1%	1%	1%	*	1%	1%	-	1%	1%	2%	*	1%	-	1%	1%	*	-	-	-	1%
Other	18	2	3	4	10	10	10	8	1	15	6	3	2	5	6	8	1	3	14	-	12	6	8	7	3	1	12	5	3	-	-	-	27
	1%	1%	1%	2%	1%	1%	1%	1%	*	2%	3%	1%	7%	1%	1%	2%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	-	2%
Did not vote	296	82	52	19	83	114	143	153	64	182	30	140	4	144	124	49	57	65	173	2	188	106	99	94	102	38	268	112	52	-	-	-	277
	19%	19%	13%	8%	11%	14%	21%	18%	16%	19%	17%	22%	15%	22%	18%	12%	39%	24%	16%	11%	17%	24%	19%	20%	19%	20%	20%	20%	16%	-	-	-	18%
Too young	79	20	20	10	33	33	15	64	34	39	8	13	3	16	41	8	13	18	48	-	55	25	19	19	41	17	70	19	18	-	-	-	60
	5%	5%	5%	4%	4%	4%	2%	7%	8%	4%	4%	2%	10%	2%	6%	2%	9%	7%	4%	-	5%	6%	4%	4%	8%	9%	5%	3%	6%	-	-	-	4%
Can't remember	88	13	17	16	40	36	44	44	22	60	13	40	2	42	38	15	10	23	53	2	59	28	33	22	33	14	77	37	12	-	-	-	84
	6%	3%	4%	7%	5%	4%	7%	5%	5%	6%	7%	6%	7%	6%	5%	4%	7%	9%	5%	14%	5%	6%	6%	5%	6%	7%	6%	7%	4%	-	-	-	5%
Refused	26	1	2	2	3	3	12	14	6	18	3	9	-	9	12	8	*	5	21	-	20	6	7	9	10	6	26	14	9	-	-	-	24
	2%	*	*	1%	*	*	2%	2%	2%	2%	2%	1%	-	1%	2%	2%	*	2%	2%	-	2%	1%	1%	2%	2%	3%	2%	3%	3%	-	-	-	2%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 29

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the LEADERS of the Party you intend voting for? (PL31\_1)**

Base : All with a voting intention

	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	1210	749	1051	1008	944	823	13	581	629	301	422	487	103	198	202	220	214	273	105	344	365	220	281	709	501	1210
Weighted Total	1201	733	1044	1007	937	809	12	598	603	325	427	449	129	196	217	210	198	251	119	338	359	238	266	697	504	1210
0	28 2%	23 3%	25 2%	25 2%	25 3%	24 3%	-	11 2%	17 3%	4 1%	8 2%	16 4%	1 1%	3 1%	1 *	7 3%	3 1%	14 5%	9 8%	9 3%	8 2%	5 2%	6 2%	17 2%	11 2%	33 3%
1	58 5%	38 5%	49 5%	45 5%	45 5%	42 5%	2 17%	27 4%	31 5%	18 6%	31 7%	8 2%	9 7%	9 5%	19 9%	12 6%	4 2%	4 2%	-	19 5%	18 5%	6 2%	15 6%	37 5%	21 4%	62 5%
2	209 17%	120 16%	185 18%	178 18%	166 18%	133 16%	4 33%	121 20%	89 15%	78 24%	82 19%	50 11%	30 23%	48 24%	45 21%	36 17%	21 11%	28 11%	12 10%	72 21%	69 19%	32 13%	36 13%	142 20%	67 13%	213 18%
3	319 27%	201 27%	287 27%	280 28%	254 27%	227 28%	2 19%	169 28%	150 25%	98 30%	125 29%	95 21%	45 35%	53 27%	67 31%	59 28%	54 27%	42 17%	14 12%	111 33%	102 28%	64 27%	42 16%	213 31%	106 21%	324 27%
4	178 15%	100 14%	146 14%	140 14%	130 14%	109 13%	-	88 15%	89 15%	49 15%	66 16%	62 14%	19 15%	30 14%	31 14%	35 17%	25 13%	37 15%	16 13%	45 13%	60 17%	40 17%	33 12%	105 15%	73 14%	188 16%
5	191 16%	107 15%	160 15%	156 16%	143 15%	118 15%	1 5%	80 13%	111 18%	36 11%	68 16%	87 19%	11 8%	25 13%	34 16%	34 16%	41 21%	46 18%	23 19%	35 10%	51 14%	45 19%	60 23%	87 12%	105 21%	174 14%
6	79 7%	45 6%	67 6%	62 6%	58 6%	51 6%	2 18%	36 6%	44 7%	23 7%	17 4%	40 9%	10 8%	13 7%	7 3%	10 5%	18 9%	22 9%	10 9%	20 6%	25 7%	15 6%	19 7%	45 6%	34 7%	82 7%
7	49 4%	29 4%	40 4%	40 4%	39 4%	33 4%	-	20 3%	29 5%	13 4%	7 2%	29 7%	3 2%	9 5%	5 2%	2 1%	6 3%	23 9%	12 10%	11 3%	7 2%	10 4%	21 8%	18 3%	31 6%	42 3%
8	42 4%	36 5%	41 4%	38 4%	38 4%	36 4%	-	22 4%	20 3%	2 1%	11 3%	29 6%	-	2 1%	2 1%	9 4%	14 7%	14 6%	8 7%	8 2%	8 2%	7 3%	19 7%	16 2%	27 5%	41 3%
9	4 *	3 *	4 *	4 *	4 *	4 *	-	3 *	1 *	-	2 *	2 *	-	-	-	2 1%	2 1%	-	-	-	*	3 1%	-	*	3 1%	4 *
10	13 1%	10 1%	13 1%	13 1%	11 1%	10 1%	*	8 1%	5 1%	2 1%	2 *	9 2%	*	2 1%	1 *	1 1%	1 1%	8 3%	6 5%	2 1%	2 1%	3 1%	6 2%	4 1%	9 2%	16 1%
Don't know	31 3%	21 3%	27 3%	25 3%	25 3%	22 3%	1 5%	14 2%	17 3%	1 *	8 2%	21 5%	-	1 1%	5 2%	3 1%	8 4%	14 5%	9 8%	5 1%	8 2%	8 3%	10 4%	13 2%	18 4%	31 3%
Mean	3.78	3.79	3.78	3.77	3.77	3.78	3.18	3.70	3.86	3.44	3.46	4.35	3.27	3.55	3.33	3.60	4.26	4.42	4.66	3.42	3.54	4.03	4.35	3.48	4.20	3.73

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 30

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the LEADERS of the Party you intend voting for? (PL31\_1)**

Base : All with a voting intention

	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	1210	424	428	220	785	781	531	679	340	788	339	362	16	378	508	425	114	153	933	10	879	329	415	363	432	150	1032	445	285	293	422	168	1210	
Weighted Total	1201	425	408	229	774	791	542	659	339	779	139	521	23	544	563	346	101	179	908	12	862	336	405	360	436	163	1032	435	271	282	403	172	1210	
0	28	5	8	4	23	19	8	20	5	23	4	7	-	7	8	11	3	6	19	-	24	4	10	7	11	1	24	12	7	5	10	3	33	
	2%	1%	2%	2%	3%	2%	1%	3%	1%	3%	3%	1%	-	1%	1%	3%	3%	3%	2%	-	3%	1%	3%	2%	3%	*	2%	3%	2%	2%	3%	2%	3%	
1	58	14	20	11	44	37	36	22	13	36	12	26	2	28	34	13	8	2	47	-	42	15	18	14	26	11	48	11	19	10	20	11	62	
	5%	3%	5%	5%	6%	5%	7%	3%	4%	5%	9%	5%	10%	5%	6%	4%	8%	1%	5%	-	5%	5%	4%	4%	6%	7%	5%	2%	7%	4%	5%	6%	5%	
2	209	63	63	51	146	146	112	97	60	145	25	105	4	109	107	54	25	22	161	1	138	71	69	60	80	32	178	65	54	46	58	31	213	
	17%	15%	15%	22%	19%	18%	21%	15%	18%	19%	18%	20%	18%	20%	19%	16%	24%	12%	18%	12%	16%	21%	17%	17%	18%	19%	17%	15%	20%	16%	14%	18%	18%	
3	319	116	100	72	203	219	153	166	97	204	42	142	10	151	178	82	30	27	259	3	207	112	98	88	132	52	281	92	90	74	97	48	324	
	27%	27%	25%	31%	26%	28%	28%	25%	29%	26%	30%	27%	42%	28%	32%	24%	29%	15%	29%	25%	24%	33%	24%	24%	30%	32%	27%	21%	33%	26%	24%	28%	27%	
4	178	78	59	24	100	118	85	92	52	118	26	86	2	88	82	51	14	27	133	3	124	51	54	63	60	15	152	65	46	45	65	24	188	
	15%	18%	15%	11%	13%	15%	16%	14%	15%	15%	19%	16%	7%	16%	15%	15%	14%	15%	15%	26%	14%	15%	13%	18%	14%	9%	15%	15%	17%	16%	16%	14%	16%	
5	191	78	69	32	113	123	75	116	47	129	15	84	3	86	94	46	11	40	141	-	147	44	73	53	65	29	173	80	25	47	66	27	174	
	16%	18%	17%	14%	15%	15%	14%	18%	14%	17%	11%	16%	12%	16%	17%	13%	10%	22%	15%	-	17%	13%	18%	15%	15%	18%	17%	18%	9%	17%	16%	16%	14%	
6	79	31	32	8	49	47	31	48	22	49	8	32	-	32	33	27	7	11	60	1	65	15	30	27	22	11	64	41	17	24	26	8	82	
	7%	7%	8%	4%	6%	6%	6%	7%	7%	6%	6%	6%	-	6%	6%	8%	6%	6%	7%	12%	7%	4%	7%	7%	5%	7%	6%	9%	6%	8%	6%	4%	7%	
7	49	18	16	8	31	32	11	37	17	24	2	15	-	15	7	18	2	22	25	-	37	11	19	18	12	4	40	19	3	11	20	9	42	
	4%	4%	4%	4%	4%	4%	2%	6%	5%	3%	1%	3%	-	3%	1%	5%	2%	12%	3%	-	4%	3%	5%	5%	3%	2%	4%	4%	1%	4%	5%	5%	3%	
8	42	8	23	8	32	17	17	25	13	25	1	12	2	14	8	23	1	10	31	-	40	2	11	15	16	4	35	23	3	7	23	4	41	
	4%	2%	6%	4%	4%	2%	3%	4%	4%	3%	1%	2%	7%	2%	1%	7%	1%	6%	3%	-	5%	1%	3%	4%	4%	3%	3%	5%	1%	2%	6%	3%	3%	
9	4	2	*	2	3	3	3	1	-	1	*	3	-	3	-	2	-	2	2	-	4	-	3	*	-	-	4	3	-	2	*	2	4	
	*	*	*	1%	*	*	*	*	-	*	*	*	-	*	-	1%	-	1%	*	-	*	-	1%	*	-	-	*	1%	-	1%	*	*	1%	*
10	13	5	6	1	8	7	2	11	4	8	1	2	1	3	2	8	-	3	10	1	10	3	6	5	2	2	9	6	1	2	7	1	16	
	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	*	4%	1%	*	2%	-	1%	1%	8%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	
Don't know	31	9	9	7	22	21	8	23	10	17	1	10	-	10	10	10	1	7	21	2	23	7	12	10	9	3	25	18	6	10	12	5	31	
	3%	2%	2%	3%	3%	3%	1%	4%	3%	2%	1%	2%	-	2%	2%	3%	1%	4%	2%	18%	3%	2%	3%	3%	2%	2%	2%	4%	2%	3%	3%	3%	3%	
Mean	3.78	3.90	3.99	3.56	3.70	3.66	3.53	3.99	3.83	3.69	3.31	3.63	3.58	3.62	3.46	4.08	3.18	4.53	3.70	4.29	3.91	3.45	3.90	3.93	3.55	3.63	3.75	4.15	3.26	3.84	3.99	3.71	3.73	

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 31

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the POLICIES of the Party you intend voting for? (PL31\_2)**

Base : All with a voting intention

	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	1210	749	1051	1008	944	823	13	581	629	301	422	487	103	198	202	220	214	273	105	344	365	220	281	709	501	1210
Weighted Total	1201	733	1044	1007	937	809	12	598	603	325	427	449	129	196	217	210	198	251	119	338	359	238	266	697	504	1210
0	59 5%	44 6%	55 5%	53 5%	49 5%	45 6%	1 8%	27 5%	32 5%	4 1%	12 3%	43 10%	1 1%	3 2%	5 3%	6 3%	13 7%	30 12%	21 17%	11 3%	16 4%	13 6%	19 7%	27 4%	33 7%	63 5%
1	32 3%	27 4%	28 3%	28 3%	28 3%	-	-	19 3%	13 2%	3 1%	10 2%	19 4%	-	3 1%	4 2%	5 3%	11 6%	8 3%	4 3%	5 1%	9 2%	6 3%	12 5%	13 2%	19 4%	28 2%
2	135 11%	83 11%	111 11%	105 10%	100 11%	88 11%	-	67 11%	68 11%	31 10%	44 10%	59 13%	10 8%	21 11%	18 8%	27 13%	26 13%	34 13%	22 18%	23 7%	41 11%	27 11%	45 17%	64 9%	71 14%	131 11%
3	325 27%	181 25%	279 27%	270 27%	244 26%	206 25%	2 12%	161 27%	164 27%	80 25%	104 24%	141 31%	34 27%	46 24%	55 25%	49 23%	63 32%	78 31%	33 27%	92 27%	85 24%	69 29%	79 30%	177 25%	148 29%	303 25%
4	247 21%	143 20%	216 21%	211 21%	195 21%	169 21%	2 18%	134 22%	113 19%	68 21%	106 25%	74 16%	23 18%	45 23%	56 26%	49 24%	43 22%	31 12%	10 8%	78 23%	83 23%	58 24%	27 10%	162 23%	85 17%	257 21%
5	191 16%	118 16%	168 16%	161 16%	152 16%	128 16%	1 11%	87 15%	105 17%	74 23%	71 17%	46 10%	37 29%	37 19%	38 17%	33 16%	16 8%	30 12%	12 10%	68 20%	60 17%	35 15%	28 10%	129 18%	63 12%	210 17%
6	116 10%	73 10%	103 10%	98 10%	92 10%	76 9%	3 26%	53 9%	63 10%	43 13%	43 10%	31 7%	17 13%	26 13%	20 9%	22 11%	17 8%	14 6%	6 5%	38 11%	37 10%	11 5%	30 11%	76 11%	41 8%	121 10%
7	43 4%	27 4%	38 4%	38 4%	33 4%	31 4%	2 17%	27 4%	16 3%	12 4%	22 5%	9 2%	5 4%	7 3%	9 4%	12 6%	6 3%	3 1%	-	12 3%	11 3%	8 3%	13 5%	23 3%	20 4%	43 4%
8	30 2%	16 2%	25 2%	23 2%	23 2%	17 2%	-	17 3%	13 2%	10 3%	13 3%	7 2%	2 1%	8 4%	10 4%	3 1%	1 1%	6 2%	3 2%	6 2%	12 3%	5 2%	6 2%	18 3%	11 2%	32 3%
9	2 *	-	1 *	1 *	1 *	-	1 8%	2 *	* *	-	2 *	* *	-	-	1 *	1 *	-	* *	-	* *	2 *	-	-	2 *	-	3 *
10	10 1%	10 1%	10 1%	10 1%	10 1%	10 1%	-	3 1%	6 1%	-	1 *	8 2%	-	-	-	1 1%	-	8 3%	6 5%	2 1%	* *	5 2%	2 1%	2 *	7 1%	10 1%
Don't know	11 1%	10 1%	10 1%	10 1%	10 1%	10 1%	-	2 *	9 1%	-	-	11 2%	-	-	-	-	1 *	10 4%	4 3%	3 1%	3 1%	-	5 2%	5 1%	5 1%	9 1%
Mean	3.84	3.81	3.85	3.85	3.85	3.82	5.07	3.85	3.83	4.20	4.05	3.38	4.26	4.16	4.12	3.97	3.35	3.39	3.16	4.07	3.92	3.73	3.54	3.99	3.63	3.90

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 32

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the POLICIES of the Party you intend voting for? (PL31\_2)**

Base : All with a voting intention

	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	1210	424	428	220	785	781	531	679	340	788	339	362	16	378	508	425	114	153	933	10	879	329	415	363	432	150	1032	445	285	293	422	168	1210	
Weighted Total	1201	425	408	229	774	791	542	659	339	779	139	521	23	544	563	346	101	179	908	12	862	336	405	360	436	163	1032	435	271	282	403	172	1210	
0	59	21	19	12	39	40	14	46	16	37	3	16	1	17	13	28	2	13	41	3	49	10	20	20	19	8	47	33	12	18	24	8	63	
	5%	5%	5%	5%	5%	5%	2%	7%	5%	5%	2%	3%	4%	3%	2%	8%	2%	7%	5%	26%	6%	3%	5%	5%	4%	5%	5%	8%	5%	6%	6%	5%	5%	
1	32	7	16	6	23	14	13	19	7	19	2	13	-	13	12	10	3	7	21	1	28	4	16	7	8	1	28	18	1	7	15	4	28	
	3%	2%	4%	3%	3%	2%	2%	3%	2%	2%	1%	2%	-	2%	2%	3%	3%	4%	2%	8%	3%	1%	4%	2%	2%	1%	3%	4%	2%	2%	4%	2%	2%	
2	135	43	65	17	92	70	57	78	48	76	12	50	5	55	60	44	5	26	104	-	100	35	53	36	46	16	109	50	26	28	57	16	131	
	11%	10%	16%	8%	12%	9%	11%	12%	14%	10%	9%	10%	23%	10%	11%	13%	5%	14%	11%	-	12%	10%	13%	10%	10%	10%	11%	11%	10%	14%	9%	9%	11%	
3	325	135	103	52	190	222	147	178	103	198	26	156	4	160	140	101	21	61	240	3	232	93	105	104	116	48	277	129	61	77	106	47	303	
	27%	32%	25%	23%	25%	28%	27%	27%	30%	25%	19%	30%	18%	29%	25%	29%	21%	34%	26%	26%	27%	28%	26%	29%	27%	30%	27%	30%	22%	27%	26%	27%	25%	
4	247	97	77	52	150	170	128	118	59	179	36	126	3	129	142	56	25	22	198	2	180	67	76	80	91	28	216	86	67	70	86	34	257	
	21%	23%	19%	23%	19%	22%	24%	18%	17%	23%	26%	24%	14%	24%	25%	16%	25%	12%	22%	16%	21%	20%	19%	22%	21%	17%	21%	20%	25%	25%	21%	19%	21%	
5	191	60	74	40	132	118	94	97	65	113	30	82	5	87	106	44	20	18	150	3	126	63	66	56	70	27	168	56	50	39	62	27	210	
	16%	14%	18%	17%	17%	15%	17%	15%	19%	14%	22%	16%	23%	16%	19%	13%	20%	10%	17%	25%	15%	19%	16%	16%	16%	17%	16%	13%	19%	14%	15%	16%	17%	
6	116	42	28	32	74	89	51	65	25	88	17	48	2	50	51	33	18	15	83	-	76	40	37	32	47	21	109	32	32	28	21	21	121	
	10%	10%	7%	14%	10%	11%	9%	10%	7%	11%	12%	9%	10%	9%	9%	9%	18%	8%	9%	-	9%	12%	9%	9%	11%	13%	11%	7%	12%	10%	5%	12%	10%	
7	43	7	16	6	36	27	22	21	10	27	6	20	-	20	22	10	4	6	33	-	28	15	17	10	16	9	35	16	15	7	18	2	43	
	4%	2%	4%	3%	5%	3%	4%	3%	3%	3%	5%	4%	-	4%	4%	3%	4%	3%	4%	-	3%	5%	4%	3%	4%	5%	3%	4%	6%	3%	4%	1%	4%	
8	30	8	5	4	22	24	13	17	5	23	6	10	2	12	14	10	2	4	24	-	21	9	6	9	14	3	23	7	6	5	10	8	32	
	2%	2%	1%	2%	3%	3%	2%	3%	1%	3%	4%	2%	8%	2%	2%	3%	2%	2%	3%	-	2%	3%	1%	3%	3%	2%	2%	2%	2%	2%	3%	4%	3%	
9	2	2	*	-	*	2	2	*	*	2	*	2	-	2	1	1	-	*	2	-	1	1	-	1	1	1	2	1	*	-	*	-	3	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
10	10	*	3	3	9	7	1	8	1	9	1	-	-	-	2	4	-	3	6	-	10	-	4	3	2	-	8	4	-	1	3	1	10	
	1%	*	1%	1%	1%	1%	*	1%	*	1%	1%	-	-	-	*	1%	-	2%	1%	-	1%	-	1%	1%	*	-	1%	1%	-	*	1%	*	1%	
Don't know	11	3	2	5	7	9	-	11	2	9	-	-	-	-	1	6	-	4	6	-	11	-	4	*	6	-	10	3	1	2	1	5	9	
	1%	1%	1%	2%	1%	1%	-	2%	*	1%	-	-	-	-	*	2%	-	2%	1%	-	1%	-	1%	*	1%	-	1%	1%	*	1%	*	3%	1%	
Mean	3.84	3.72	3.65	4.02	3.91	3.94	3.96	3.75	3.67	3.95	4.35	3.87	3.93	3.87	4.00	3.65	4.30	3.52	3.87	2.73	3.76	4.04	3.75	3.81	3.95	3.98	3.88	3.56	4.08	3.70	3.64	3.94	3.90	

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 33

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the PARTY as a whole that you intend voting for? (PL31\_3)**

Base : All with a voting intention

	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	1210	749	1051	1008	944	823	13	581	629	301	422	487	103	198	202	220	214	273	105	344	365	220	281	709	501	1210
Weighted Total	1201	733	1044	1007	937	809	12	598	603	325	427	449	129	196	217	210	198	251	119	338	359	238	266	697	504	1210
0	171 14%	112 15%	147 14%	143 14%	137 15%	119 15%	4 33%	89 15%	82 14%	31 9%	45 10%	96 21%	9 7%	22 11%	18 8%	26 13%	26 13%	70 28%	39 32%	35 10%	34 10%	45 19%	57 21%	70 10%	102 20%	178 15%
1	198 17%	123 17%	172 16%	165 16%	157 17%	139 17%	2 17%	89 15%	109 18%	55 17%	69 16%	74 17%	16 12%	40 20%	36 17%	33 15%	35 18%	39 15%	19 16%	50 15%	56 16%	33 14%	58 22%	106 15%	92 18%	197 16%
2	360 30%	215 29%	322 31%	308 31%	275 29%	230 28%	4 32%	171 29%	189 31%	112 34%	126 29%	123 27%	53 41%	58 30%	67 31%	59 28%	59 30%	64 25%	30 25%	101 30%	123 34%	70 30%	66 25%	224 32%	136 27%	363 30%
3	248 21%	140 19%	209 20%	203 20%	192 21%	163 20%	1 10%	121 20%	127 21%	66 20%	96 22%	86 19%	28 22%	39 20%	47 22%	49 23%	45 23%	41 16%	16 14%	71 21%	76 21%	52 22%	49 18%	147 21%	101 21%	246 20%
4	141 12%	89 12%	127 12%	125 12%	115 12%	102 13%	1 8%	85 14%	56 9%	35 11%	61 14%	44 10%	8 6%	27 14%	39 18%	23 11%	22 11%	22 9%	7 6%	60 18%	34 9%	26 11%	21 8%	94 13%	47 9%	148 12%
5	45 4%	31 4%	38 4%	38 4%	36 4%	32 4%	-	25 4%	21 3%	16 5%	20 5%	10 2%	10 8%	6 3%	6 3%	13 6%	4 2%	6 2%	4 3%	13 4%	24 7%	5 2%	3 1%	38 5%	8 2%	44 4%
6	20 2%	13 2%	16 1%	16 2%	15 2%	14 2%	-	12 2%	8 1%	9 3%	4 1%	8 2%	4 3%	4 2%	3 1%	1 *	3 2%	4 2%	1 1%	4 1%	4 1%	4 2%	9 3%	7 1%	13 3%	18 1%
7	4 *	2 *	4 *	2 *	2 *	2 *	-	2 *	2 *	1 *	1 *	1 *	1 1%	*	1 1%	-	1 1%	-	-	* *	3 1%	-	-	4 1%	-	4 *
8	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	* *	1 *	* *	-	* *	-	1 *	-	* *	-	1 *	* *	-	* *	1 *	* *	3 *
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2 *	2 *	2 *	2 *	2 *	2 *	-	2 *	1 *	-	1 *	1 *	-	-	-	1 1%	-	1 *	1 1%	1 *	-	-	1 *	1 *	1 *	3 *
Don't know	9 1%	4 1%	6 1%	4 *	4 *	4 1%	-	2 *	7 1%	-	4 1%	5 1%	-	-	-	4 2%	1 1%	4 1%	2 2%	1 *	4 1%	2 1%	2 1%	5 1%	4 1%	6 *
Mean	2.21	2.21	2.21	2.21	2.21	2.22	1.42	2.29	2.13	2.34	2.37	1.97	2.48	2.24	2.41	2.34	2.17	1.81	1.61	2.42	2.36	2.05	1.89	2.39	1.97	2.21

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 34  
**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the PARTY as a whole that you intend voting for? (PL31\_3)**

Base : All with a voting intention

	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	1210	424	428	220	785	781	531	679	340	788	339	362	16	378	508	425	114	153	933	10	879	329	415	363	432	150	1032	445	285	293	422	168	1210	
Weighted Total	1201	425	408	229	774	791	542	659	339	779	139	521	23	544	563	346	101	179	908	12	862	336	405	360	436	163	1032	435	271	282	403	172	1210	
0	171	59	60	27	112	111	53	119	42	112	13	48	3	51	46	68	9	44	114	4	142	29	62	55	54	18	141	75	29	40	54	27	178	
		14%	14%	15%	12%	15%	14%	10%	18%	12%	14%	9%	9%	11%	9%	8%	20%	9%	25%	13%	30%	16%	9%	15%	15%	12%	11%	14%	17%	11%	14%	13%	16%	15%
1	198	64	73	36	132	123	91	107	57	124	23	94	7	101	83	59	18	36	142	2	136	60	64	66	69	28	168	77	40	45	77	27	197	
		17%	15%	18%	16%	17%	16%	17%	16%	17%	18%	17%	18%	30%	18%	15%	17%	18%	20%	16%	14%	16%	18%	16%	17%	16%	18%	15%	16%	19%	15%	16%	16%	
2	360	141	111	71	219	249	155	205	98	236	48	146	4	150	186	88	26	58	274	1	257	103	117	111	132	58	328	138	73	92	113	47	363	
		30%	33%	27%	31%	28%	32%	29%	31%	29%	30%	35%	28%	18%	28%	33%	25%	26%	32%	30%	11%	30%	31%	29%	31%	30%	36%	32%	32%	27%	33%	28%	27%	30%
3	248	88	81	49	160	167	126	123	67	174	30	128	1	129	130	68	23	24	199	2	170	78	96	70	83	22	206	82	68	53	84	37	246	
		21%	21%	20%	21%	21%	23%	19%	20%	22%	21%	25%	5%	24%	23%	20%	23%	13%	22%	20%	20%	23%	24%	19%	19%	14%	20%	19%	25%	19%	21%	21%	20%	
4	141	40	45	42	102	96	75	67	52	83	18	72	3	74	73	39	18	9	111	3	97	44	46	36	59	22	119	41	41	33	44	27	148	
		12%	9%	11%	18%	13%	14%	10%	15%	11%	13%	14%	12%	14%	13%	11%	17%	5%	12%	25%	11%	13%	11%	10%	14%	14%	12%	10%	15%	12%	11%	16%	12%	
5	45	17	21	3	29	24	24	22	17	24	5	16	5	21	25	11	6	3	36	-	33	12	9	15	22	10	39	9	8	9	16	7	44	
		4%	4%	5%	1%	4%	3%	3%	5%	3%	3%	3%	24%	4%	4%	3%	6%	2%	4%	-	4%	4%	2%	4%	5%	6%	4%	2%	3%	3%	4%	4%	4%	
6	20	12	7	*	8	13	13	8	3	17	1	13	-	13	13	6	-	1	19	-	13	7	7	4	10	3	15	5	4	9	7	1	18	
		2%	3%	2%	*	1%	2%	1%	1%	2%	1%	2%	-	2%	2%	2%	-	*	2%	-	2%	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%	*	1%	
7	4	*	3	-	3	*	2	2	2	*	-	2	-	2	1	2	-	-	4	-	2	1	1	1	1	-	3	*	3	-	2	-	4	
		*	1%	-	*	*	1%	*	1%	*	-	*	-	*	*	1%	-	-	*	-	*	*	*	*	*	*	*	*	*	1%	1%	-	*	*
8	1	-	*	-	1	1	1	*	*	1	*	1	-	1	*	1	-	-	1	-	1	-	1	-	1	*	1	*	1	-	1	-	3	
		*	-	*	-	*	*	*	*	*	*	*	-	*	*	*	-	-	*	-	*	-	*	-	*	*	*	*	*	*	-	*	-	*
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
10	2	-	*	1	2	2	1	1	*	2	-	1	-	1	*	2	-	-	2	-	2	-	1	-	2	-	2	2	1	1	*	1	3	
		*	-	*	*	*	*	*	*	*	-	*	-	*	*	1%	-	-	*	-	*	-	*	-	*	-	*	1%	1%	1%	1%	*	*	*
Don't know	9	4	5	-	5	4	2	7	2	6	1	1	-	1	3	1	1	3	5	-	8	1	3	3	4	1	9	6	4	-	4	-	6	
		1%	1%	1%	-	1%	*	1%	1%	1%	1%	*	-	*	1%	*	1%	2%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	-	*	
Mean	2.21	2.20	2.23	2.26	2.22	2.21	2.42	2.04	2.33	2.20	2.27	2.39	2.48	2.40	2.43	2.13	2.39	1.61	2.31	1.97	2.16	2.35	2.17	2.09	2.36	2.29	2.21	2.02	2.46	2.24	2.20	2.21	2.21	

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 35

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to..... of the Party you intend voting for?  
(PL31)**

### - Summary Table -

Base : All with a voting intention

	Leaders	Policies	Party
Unweighted Total	1210	1210	1210
Weighted Total	1201	1201	1201
0	28 2%	59 5%	171 14%
1	58 5%	32 3%	198 17%
2	209 17%	135 11%	360 30%
3	319 27%	325 27%	248 21%
4	178 15%	247 21%	141 12%
5	191 16%	191 16%	45 4%
6	79 7%	116 10%	20 2%
7	49 4%	43 4%	4 *
8	42 4%	30 2%	1 *
9	4 *	2 *	- -
10	13 1%	10 1%	2 *
Don't know	31 3%	11 1%	9 1%
Mean	3.78	3.84	2.21

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

## ALL CERTAIN TO VOTE

Table 36

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the LEADERS of the Party you intend voting for? (PL31\_1)**

Base : All with a voting intention

	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	749	749	749	749	749	-	370	379	135	254	360	40	95	109	145	164	196	79	257	216	118	158	473	276	749
Weighted Total	733	733	733	733	733	733	-	377	356	143	255	335	48	95	123	132	150	185	91	244	214	133	141	458	274	749
0	23	23	23	23	23	23	-	9	14	2	6	15	1	1	*	5	2	13	9	8	6	5	5	14	10	26
	3%	3%	3%	3%	3%	3%	-	3%	4%	2%	2%	5%	3%	1%	*	4%	1%	7%	10%	3%	3%	4%	3%	3%	3%	3%
1	38	38	38	38	38	38	-	21	17	14	18	5	8	7	13	5	3	3	-	15	9	1	13	24	13	41
	5%	5%	5%	5%	5%	5%	-	6%	5%	10%	7%	2%	16%	7%	11%	3%	2%	1%	-	6%	4%	1%	9%	5%	5%	5%
2	120	120	120	120	120	120	-	69	51	32	50	37	9	23	23	28	15	22	8	48	35	20	17	83	37	129
	16%	16%	16%	16%	16%	16%	-	18%	14%	23%	20%	11%	19%	24%	18%	21%	10%	12%	9%	19%	16%	15%	12%	18%	14%	17%
3	201	201	201	201	201	201	-	106	95	39	88	73	17	22	45	43	43	30	10	80	66	36	19	146	55	208
	27%	27%	27%	27%	27%	27%	-	28%	27%	27%	35%	22%	36%	23%	37%	33%	29%	16%	11%	33%	31%	27%	14%	32%	20%	28%
4	100	100	100	100	100	100	-	58	42	19	35	46	8	11	15	20	19	26	13	36	33	17	15	69	31	105
	14%	14%	14%	14%	14%	14%	-	15%	12%	13%	14%	14%	16%	12%	12%	15%	13%	14%	15%	15%	15%	13%	10%	15%	11%	14%
5	107	107	107	107	107	107	-	47	60	19	28	60	5	14	17	11	28	32	16	24	31	28	25	55	52	105
	15%	15%	15%	15%	15%	15%	-	12%	17%	13%	11%	18%	10%	15%	14%	8%	19%	17%	18%	10%	14%	21%	17%	12%	19%	14%
6	45	45	45	45	45	45	-	17	29	5	10	30	-	5	3	7	13	17	9	14	15	7	10	29	16	44
	6%	6%	6%	6%	6%	6%	-	4%	8%	4%	4%	9%	-	5%	2%	6%	9%	9%	9%	6%	7%	5%	7%	6%	6%	6%
7	29	29	29	29	29	29	-	11	18	6	3	20	-	6	2	1	6	14	8	6	4	3	16	10	19	24
	4%	4%	4%	4%	4%	4%	-	3%	5%	4%	1%	6%	-	7%	2%	1%	4%	7%	9%	3%	2%	2%	11%	2%	7%	3%
8	36	36	36	36	36	36	-	17	18	2	9	24	-	2	2	7	13	12	7	7	7	6	16	13	22	32
	5%	5%	5%	5%	5%	5%	-	5%	5%	2%	3%	7%	-	2%	1%	6%	9%	6%	8%	3%	3%	5%	11%	3%	8%	4%
9	3	3	3	3	3	3	-	3	*	-	2	1	-	-	-	2	1	-	-	-	*	3	-	*	3	3
	*	*	*	*	*	*	-	1%	*	-	1%	*	-	-	-	2%	1%	-	-	-	*	2%	-	*	1%	*
10	10	10	10	10	10	10	-	6	4	2	1	7	-	2	1	-	1	6	4	2	2	2	4	4	6	13
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	*	2%	-	2%	1%	-	1%	3%	4%	1%	1%	2%	3%	1%	2%	2%
Don't know	21	21	21	21	21	21	-	13	9	1	5	16	-	1	2	2	5	10	6	5	7	6	4	12	10	19
	3%	3%	3%	3%	3%	3%	-	3%	2%	1%	2%	5%	-	1%	2%	2%	4%	6%	7%	2%	3%	4%	3%	3%	4%	3%
Mean	3.79	3.79	3.79	3.79	3.79	3.79	-	3.68	3.91	3.38	3.37	4.31	2.77	3.69	3.23	3.49	4.32	4.31	4.55	3.41	3.64	4.02	4.49	3.51	4.27	3.72

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\* = Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

## ALL CERTAIN TO VOTE

Table 37

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the LEADERS of the Party you intend voting for? (PL31\_1)**

Base : All with a voting intention

	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	749	279	246	138	469	502	320	429	211	489	200	217	12	229	301	313	57	71	614	7	578	170	262	230	257	88	628	262	208	224	282	115	749
Weighted Total	733	274	236	141	457	494	330	403	201	486	80	309	17	326	331	253	55	84	585	9	558	173	250	233	249	92	612	263	188	217	275	108	749
0	23	4	7	4	19	17	6	17	4	19	2	4	-	4	6	10	1	6	16	-	21	2	9	4	10	*	20	11	6	5	8	3	26
	3%	2%	3%	3%	4%	3%	2%	4%	2%	4%	3%	1%	-	1%	2%	4%	2%	7%	3%	-	4%	1%	4%	2%	4%	*	3%	4%	3%	2%	3%	3%	3%
1	38	8	14	10	30	24	26	12	7	25	9	19	*	20	22	9	5	2	31	-	28	10	14	11	14	8	29	6	18	7	13	9	41
	5%	3%	6%	7%	6%	5%	8%	3%	3%	5%	11%	6%	3%	6%	7%	3%	10%	2%	5%	-	5%	6%	6%	5%	5%	8%	5%	2%	10%	3%	5%	8%	5%
2	120	41	30	31	79	90	66	55	30	89	16	64	2	65	60	37	11	10	97	1	87	33	34	38	49	14	101	34	35	35	39	23	129
	16%	15%	13%	22%	17%	18%	20%	14%	15%	18%	20%	21%	10%	20%	18%	15%	20%	13%	17%	16%	16%	19%	13%	16%	20%	15%	17%	13%	19%	16%	14%	21%	17%
3	201	75	63	41	125	137	94	107	59	128	27	86	10	96	111	63	20	4	174	2	135	66	61	62	79	33	172	51	54	61	74	22	208
	27%	28%	27%	29%	27%	28%	28%	27%	29%	26%	33%	28%	56%	29%	34%	25%	35%	5%	30%	25%	24%	38%	24%	26%	31%	36%	28%	19%	29%	28%	27%	20%	28%
4	100	45	32	13	55	67	48	51	29	70	12	47	-	47	43	40	5	9	84	1	75	23	35	34	31	10	84	36	36	33	39	12	105
	14%	16%	14%	9%	12%	14%	15%	13%	14%	14%	14%	15%	-	15%	13%	16%	10%	11%	14%	16%	13%	13%	14%	14%	13%	11%	14%	14%	19%	15%	14%	11%	14%
5	107	49	33	18	58	73	42	65	26	71	10	41	3	44	51	33	6	17	84	-	85	22	40	37	30	12	92	47	19	35	40	17	105
	15%	18%	14%	13%	13%	15%	13%	16%	13%	15%	12%	13%	16%	14%	15%	13%	11%	20%	14%	-	15%	13%	16%	16%	12%	13%	15%	18%	10%	16%	15%	16%	14%
6	45	21	14	5	24	31	17	29	14	31	3	18	-	18	16	21	4	4	37	1	42	3	22	12	11	6	35	26	9	18	17	4	44
	6%	8%	6%	4%	5%	6%	5%	7%	7%	6%	3%	6%	-	6%	5%	8%	7%	5%	6%	10%	8%	2%	9%	5%	5%	7%	6%	10%	5%	8%	6%	4%	6%
7	29	12	10	5	16	19	7	22	10	15	1	8	-	8	3	11	-	15	14	-	23	6	12	12	4	*	24	15	2	10	12	7	24
	4%	5%	4%	4%	4%	4%	2%	6%	5%	3%	1%	3%	-	2%	1%	4%	-	18%	2%	-	4%	3%	5%	5%	2%	1%	4%	6%	1%	4%	4%	6%	3%
8	36	7	19	7	27	15	13	22	11	22	*	9	2	11	7	17	1	10	24	-	33	2	10	11	15	4	28	19	3	6	19	4	32
	5%	2%	8%	5%	6%	3%	4%	6%	5%	5%	*	3%	9%	3%	2%	7%	2%	12%	4%	-	6%	1%	4%	5%	6%	4%	5%	7%	1%	3%	7%	4%	4%
9	3	1	*	2	2	3	3	-	-	-	*	3	-	3	-	1	-	2	1	-	3	-	3	*	-	-	3	2	-	1	*	2	3
	*	*	*	1%	*	1%	1%	-	-	-	1%	1%	-	1%	-	*	-	3%	*	-	1%	-	1%	*	-	-	*	1%	-	*	*	1%	*
10	10	2	5	1	7	5	1	8	3	6	1	2	1	3	1	6	-	1	7	1	8	1	4	3	2	2	8	3	1	2	6	1	13
	1%	1%	2%	1%	2%	1%	*	2%	2%	1%	1%	1%	6%	1%	*	2%	-	2%	1%	11%	2%	1%	2%	1%	1%	2%	1%	1%	*	1%	2%	1%	2%
Don't know	21	8	8	4	14	14	7	14	10	11	*	7	-	7	9	6	1	3	15	2	17	5	7	10	5	1	16	12	5	6	9	4	19
	3%	3%	3%	3%	3%	3%	2%	4%	5%	2%	*	2%	-	2%	3%	2%	2%	4%	3%	23%	3%	3%	3%	4%	2%	2%	3%	5%	3%	3%	3%	4%	3%
Mean	3.79	3.91	4.04	3.58	3.71	3.66	3.51	4.03	3.96	3.67	3.12	3.58	4.04	3.61	3.40	4.05	3.19	4.91	3.69	4.37	3.92	3.37	3.97	3.89	3.52	3.67	3.78	4.27	3.20	3.84	4.00	3.74	3.72

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

## ALL CERTAIN TO VOTE

Table 38

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the POLICIES of the Party you intend voting for? (PL31\_2)**

Base : All with a voting intention

	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	749	749	749	749	749	-	370	379	135	254	360	40	95	109	145	164	196	79	257	216	118	158	473	276	749
Weighted Total	733	733	733	733	733	733	-	377	356	143	255	335	48	95	123	132	150	185	91	244	214	133	141	458	274	749
0	44	44	44	44	44	44	-	23	21	4	7	33	1	3	3	5	10	23	15	10	14	10	10	24	20	44
	6%	6%	6%	6%	6%	6%	-	6%	6%	3%	3%	10%	2%	3%	2%	4%	7%	12%	17%	4%	7%	8%	7%	5%	7%	6%
1	27	27	27	27	27	27	-	15	12	2	7	17	-	2	2	5	10	7	4	3	9	5	10	12	15	24
	4%	4%	4%	4%	4%	4%	-	4%	3%	2%	3%	5%	-	2%	2%	4%	7%	4%	4%	1%	4%	4%	7%	3%	6%	3%
2	83	83	83	83	83	83	-	39	45	18	26	40	5	13	11	15	17	23	15	14	25	19	25	39	44	79
	11%	11%	11%	11%	11%	11%	-	10%	13%	12%	10%	12%	10%	14%	9%	11%	11%	12%	17%	6%	12%	14%	18%	9%	16%	11%
3	181	181	181	181	181	181	-	94	87	30	50	101	15	16	25	25	46	55	24	60	47	35	39	107	74	168
	25%	25%	25%	25%	25%	25%	-	25%	25%	21%	20%	30%	30%	17%	20%	19%	31%	30%	27%	25%	22%	26%	28%	23%	27%	22%
4	143	143	143	143	143	143	-	83	61	30	62	52	6	24	33	29	32	20	6	54	53	30	7	107	37	151
	20%	20%	20%	20%	20%	20%	-	22%	17%	21%	24%	16%	13%	25%	26%	22%	21%	11%	7%	22%	25%	22%	5%	23%	13%	20%
5	118	118	118	118	118	118	-	51	67	29	51	38	13	16	28	23	15	23	10	53	31	21	14	84	34	138
	16%	16%	16%	16%	16%	16%	-	14%	19%	20%	20%	11%	27%	17%	23%	17%	10%	13%	11%	22%	15%	15%	10%	18%	12%	18%
6	73	73	73	73	73	73	-	40	32	19	32	21	6	13	14	18	13	8	3	32	19	4	18	51	22	80
	10%	10%	10%	10%	10%	10%	-	11%	9%	14%	13%	6%	13%	14%	12%	13%	9%	4%	4%	13%	9%	3%	13%	11%	8%	11%
7	27	27	27	27	27	27	-	16	11	6	15	7	2	3	4	10	5	2	-	7	9	4	7	17	10	28
	4%	4%	4%	4%	4%	4%	-	4%	3%	4%	6%	2%	5%	4%	4%	8%	3%	1%	-	3%	4%	3%	5%	4%	4%	4%
8	16	16	16	16	16	16	-	11	5	5	5	6	-	5	3	1	1	6	3	6	4	1	5	10	6	19
	2%	2%	2%	2%	2%	2%	-	3%	1%	3%	2%	2%	-	5%	3%	1%	*	3%	3%	2%	2%	1%	3%	2%	2%	3%
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	10	10	10	10	10	10	-	3	6	-	1	8	-	-	-	1	-	8	6	2	*	5	2	2	7	10
	1%	1%	1%	1%	1%	1%	-	1%	2%	-	*	3%	-	-	-	1%	-	5%	7%	1%	*	4%	2%	1%	3%	1%
Don't know	10	10	10	10	10	10	-	1	9	-	-	10	-	-	-	-	1	10	4	3	3	-	5	5	5	8
	1%	1%	1%	1%	1%	1%	-	*	3%	-	-	3%	-	-	-	-	*	5%	4%	1%	1%	-	3%	1%	2%	1%
Mean	3.81	3.81	3.81	3.81	3.81	3.81	-	3.83	3.78	4.11	4.12	3.43	4.11	4.11	4.17	4.07	3.37	3.47	3.29	4.15	3.70	3.58	3.59	3.94	3.58	3.92

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

## ALL CERTAIN TO VOTE

Table 39

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the POLICIES of the Party you intend voting for? (PL31\_2)**

Base : All with a voting intention

	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	749	279	246	138	469	502	320	429	211	489	200	217	12	229	301	313	57	71	614	7	578	170	262	230	257	88	628	262	208	224	282	115	749
Weighted Total	733	274	236	141	457	494	330	403	201	486	80	309	17	326	331	253	55	84	585	9	558	173	250	233	249	92	612	263	188	217	275	108	749
0	44	16	16	8	29	28	12	32	14	27	1	13	1	14	12	21	1	8	32	3	38	6	14	17	14	5	36	24	10	12	20	7	44
	6%	6%	7%	6%	6%	6%	4%	8%	7%	5%	1%	4%	6%	4%	3%	8%	2%	9%	6%	34%	7%	3%	6%	7%	5%	6%	6%	9%	6%	6%	7%	6%	6%
1	27	5	13	6	20	12	4	15	7	15	1	13	-	13	9	9	1	7	17	1	26	1	11	7	8	1	23	14	1	6	15	4	24
	4%	2%	5%	4%	4%	2%	4%	4%	3%	3%	1%	4%	-	4%	3%	3%	3%	8%	3%	10%	5%	*	4%	3%	3%	2%	4%	5%	*	3%	5%	4%	3%
2	83	24	39	13	59	44	32	51	36	42	5	26	5	31	36	26	4	18	62	-	67	17	34	21	28	10	63	30	20	21	36	10	79
	11%	9%	17%	9%	13%	9%	10%	13%	18%	9%	6%	8%	31%	10%	11%	10%	7%	21%	11%	-	12%	10%	14%	9%	11%	11%	10%	12%	11%	10%	13%	10%	11%
3	181	81	55	23	100	126	79	102	53	116	11	83	2	86	78	75	12	14	153	2	138	43	63	67	51	22	147	75	39	57	68	24	168
	25%	30%	23%	16%	22%	26%	24%	25%	27%	24%	13%	27%	14%	26%	23%	30%	22%	17%	26%	26%	25%	25%	25%	29%	21%	24%	24%	29%	21%	26%	25%	22%	22%
4	143	62	37	30	82	107	78	65	31	111	21	74	3	78	84	38	10	10	122	1	108	36	45	49	49	14	123	52	42	52	51	21	151
	20%	22%	16%	22%	18%	22%	24%	16%	15%	23%	26%	24%	18%	24%	25%	15%	18%	12%	21%	16%	19%	21%	18%	21%	20%	16%	20%	20%	22%	24%	19%	19%	20%
5	118	41	40	28	77	78	56	62	35	71	22	47	3	50	61	36	14	6	98	1	83	34	37	36	45	20	101	30	34	33	46	17	138
	16%	15%	17%	20%	17%	16%	17%	15%	18%	15%	27%	15%	17%	15%	18%	14%	25%	7%	17%	15%	15%	19%	15%	15%	18%	22%	16%	11%	18%	15%	17%	15%	18%
6	73	32	14	18	41	59	35	37	15	55	12	32	2	34	29	23	12	9	52	-	49	24	24	19	30	12	67	20	23	25	14	15	80
	10%	12%	6%	13%	9%	12%	11%	9%	7%	11%	15%	10%	14%	11%	9%	9%	21%	11%	9%	-	9%	14%	10%	8%	12%	13%	11%	8%	12%	12%	5%	14%	11%
7	27	7	13	4	21	14	16	11	5	18	4	16	-	16	15	9	1	1	24	-	17	10	10	10	8	4	22	5	11	4	15	2	28
	4%	2%	6%	3%	4%	3%	5%	3%	3%	4%	5%	5%	-	5%	5%	3%	2%	2%	4%	-	3%	6%	4%	4%	3%	4%	4%	2%	6%	2%	5%	1%	4%
8	16	4	4	4	12	12	7	9	2	13	4	5	-	5	5	8	-	3	13	-	12	4	3	4	9	2	13	4	6	3	6	3	19
	2%	1%	2%	3%	3%	2%	2%	2%	1%	3%	5%	2%	-	2%	2%	3%	-	3%	2%	-	2%	2%	1%	2%	4%	2%	2%	2%	3%	1%	2%	3%	3%
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	10	*	3	3	9	7	1	8	1	9	1	-	-	-	2	4	-	3	6	-	10	-	4	3	2	-	8	4	-	1	3	1	10
	1%	*	1%	2%	2%	1%	*	2%	*	2%	1%	-	-	-	1%	2%	-	4%	1%	-	2%	-	2%	1%	1%	-	1%	2%	-	1%	1%	1%	1%
Don't know	10	3	2	5	7	8	-	10	2	9	-	-	-	-	1	5	-	4	6	-	10	-	4	-	6	-	10	3	1	2	1	5	8
	1%	1%	1%	3%	1%	2%	-	3%	1%	2%	-	-	-	-	*	2%	-	5%	1%	-	2%	-	2%	-	2%	-	2%	1%	1%	*	5%	1%	1%
Mean	3.81	3.76	3.58	4.06	3.85	3.93	3.94	3.69	3.46	3.97	4.65	3.85	3.45	3.83	3.94	3.71	4.21	3.48	3.84	2.24	3.70	4.14	3.73	3.73	3.95	3.97	3.86	3.44	4.08	3.77	3.63	3.87	3.92

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

### Ipsos MORI Political Monitor - February 2010

**ALL CERTAIN TO VOTE**

Table 40  
**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the PARTY as a whole that you intend voting for? (PL31\_3)**

Base : All with a voting intention

	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	749	749	749	749	749	-	370	379	135	254	360	40	95	109	145	164	196	79	257	216	118	158	473	276	749	
Weighted Total	733	733	733	733	733	733	-	377	356	143	255	335	48	95	123	132	150	185	91	244	214	133	141	458	274	749	
0	112 15%	112 15%	112 15%	112 15%	112 15%	112 15%	-	58 15%	54 15%	12 8%	25 10%	74 22%	-	12 13%	8 6%	18 13%	21 14%	54 29%	31 34%	30 12%	22 10%	27 20%	32 23%	52 11%	60 22%	115 15%	
1	123 17%	123 17%	123 17%	123 17%	123 17%	123 17%	-	57 15%	66 19%	28 20%	40 16%	56 17%	7 14%	21 22%	18 15%	21 16%	31 20%	25 14%	14 15%	35 14%	34 16%	16 12%	39 28%	69 15%	55 20%	125 17%	
2	215 29%	215 29%	215 29%	215 29%	215 29%	215 29%	-	109 29%	106 30%	43 30%	82 32%	89 27%	15 31%	28 30%	44 36%	38 29%	43 28%	47 25%	23 25%	76 31%	72 34%	34 26%	32 23%	148 32%	66 24%	224 30%	
3	140 19%	140 19%	140 19%	140 19%	140 19%	140 19%	-	76 20%	64 18%	29 20%	50 20%	61 18%	11 23%	18 18%	25 21%	32 19%	29 22%	12 15%	12 13%	52 21%	38 18%	27 20%	23 16%	90 20%	50 18%	143 19%	
4	89 12%	89 12%	89 12%	89 12%	89 12%	89 12%	-	51 13%	39 11%	15 10%	38 15%	37 11%	3 7%	11 12%	21 17%	16 12%	18 12%	19 10%	6 7%	37 15%	23 11%	22 16%	7 5%	60 13%	29 11%	93 12%	
5	31 4%	31 4%	31 4%	31 4%	31 4%	31 4%	-	15 4%	16 5%	11 8%	12 5%	8 2%	7 15%	4 4%	3 2%	9 7%	3 2%	5 3%	3 3%	11 4%	17 8%	2 1%	2 1%	27 6%	4 1%	28 4%	
6	13 2%	13 2%	13 2%	13 2%	13 2%	13 2%	-	8 2%	5 1%	5 3%	3 1%	5 2%	4 9%	* 2%	2 1%	1 1%	3 2%	3 1%	-	2 1%	3 1%	3 3%	4 3%	5 1%	8 3%	12 2%	
7	2 *	2 *	2 *	2 *	2 *	2 *	-	1 *	1 *	1 1%	1 1%	-	1 2%	-	1 1%	-	-	-	-	-	2 1%	-	-	2 *	-	-	2 *
8	1 *	1 *	1 *	1 *	1 *	1 *	-	-	1 *	* *	-	* *	-	* *	-	-	-	* *	-	-	* *	-	* *	* *	* *	* *	2 *
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2 *	2 *	2 *	2 *	2 *	2 *	-	2 *	1 *	-	1 1%	1 *	-	-	-	1 1%	-	1 1%	1 1%	1 1%	-	-	1 1%	1 *	1 *	3 *	
Don't know	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	-	-	4 1%	-	2 1%	2 1%	-	-	-	2 1%	-	2 1%	2 3%	-	2 1%	2 1%	-	2 1%	2 1%	2 *	
Mean	2.21	2.21	2.21	2.21	2.21	2.21	-	2.27	2.14	2.45	2.41	1.96	3.12	2.11	2.48	2.34	2.11	1.83	1.58	2.34	2.39	2.15	1.77	2.36	1.95	2.20	

Fieldwork dates : 19th to 22nd February 2010  
 Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)  
 All fieldwork, coded, unranked  
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus  
 Source : Ipsos MORI J2010/02 & J38671x2/J386712b  
 \*=Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

## ALL CERTAIN TO VOTE

Table 41

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the PARTY as a whole that you intend voting for? (PL31\_3)**

Base : All with a voting intention

	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	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	749	279	246	138	469	502	320	429	211	489	200	217	12	229	301	313	57	71	614	7	578	170	262	230	257	88	628	262	208	224	282	115	749	
Weighted Total	733	274	236	141	457	494	330	403	201	486	80	309	17	326	331	253	55	84	585	9	558	173	250	233	249	92	612	263	188	217	275	108	749	
0	112	44	37	19	68	74	36	76	29	73	6	31	3	34	28	48	4	28	76	3	95	17	40	36	36	8	92	49	20	33	39	18	115	
	15%	16%	16%	14%	15%	15%	11%	19%	14%	15%	8%	10%	15%	10%	9%	19%	7%	34%	13%	34%	17%	10%	16%	16%	14%	9%	15%	19%	11%	15%	14%	16%	15%	
1	123	44	51	19	77	70	56	67	34	81	14	55	3	58	43	45	11	23	89	-	90	31	46	40	37	19	104	43	29	32	59	17	125	
	17%	16%	22%	14%	17%	14%	17%	17%	17%	17%	18%	18%	19%	18%	13%	18%	20%	28%	15%	-	16%	18%	18%	17%	15%	21%	17%	16%	16%	15%	21%	16%	17%	
2	215	91	56	47	124	159	94	121	53	144	31	85	4	89	110	67	16	21	176	1	159	55	67	69	79	33	190	91	52	73	75	31	224	
	29%	33%	24%	33%	27%	32%	28%	30%	26%	30%	39%	27%	24%	27%	33%	26%	29%	25%	30%	15%	29%	32%	27%	29%	32%	36%	31%	35%	28%	34%	27%	29%	30%	
3	140	51	40	28	89	100	74	66	37	100	16	72	*	73	76	47	9	6	122	2	104	36	59	43	37	13	111	46	48	40	47	19	143	
	19%	19%	17%	20%	19%	20%	22%	16%	18%	21%	20%	23%	3%	22%	23%	18%	16%	8%	21%	26%	19%	21%	24%	19%	15%	14%	18%	17%	25%	19%	17%	18%	19%	
4	89	24	28	23	65	61	43	46	32	53	10	44	3	47	46	29	10	2	75	2	67	22	26	31	33	11	70	22	22	24	34	18	93	
	12%	9%	12%	17%	14%	12%	13%	12%	16%	11%	12%	14%	16%	14%	14%	12%	18%	2%	13%	26%	12%	13%	10%	13%	13%	12%	11%	9%	12%	11%	12%	17%	12%	
5	31	11	13	3	20	18	15	16	12	18	1	10	4	14	15	10	5	1	25	-	24	7	6	10	15	7	25	4	8	6	13	4	28	
	4%	4%	6%	2%	4%	4%	5%	4%	6%	4%	2%	3%	22%	4%	5%	4%	10%	1%	4%	-	4%	4%	2%	4%	6%	7%	4%	2%	4%	3%	5%	4%	4%	
6	13	7	6	*	6	7	9	4	1	12	*	9	-	9	9	4	-	-	13	-	11	2	6	1	6	1	9	1	4	7	4	1	12	
	2%	3%	2%	*	1%	1%	3%	1%	1%	2%	1%	3%	-	3%	3%	1%	-	-	2%	-	2%	1%	2%	1%	2%	1%	1%	*	2%	3%	1%	1%	2%	
7	2	-	2	-	2	-	1	1	1	-	-	1	-	1	1	1	-	-	2	-	1	1	-	1	1	-	2	-	1	-	2	-	2	
	*	-	1%	-	*	-	*	*	*	-	-	-	-	-	*	*	-	-	*	-	*	1%	-	*	1%	-	*	-	1%	-	1%	-	*	*
8	1	-	*	-	1	*	*	*	*	*	*	-	-	-	*	*	-	-	1	-	1	-	-	-	1	*	1	*	1	-	1	-	2	
	*	-	*	-	*	*	*	*	*	*	*	-	-	-	*	*	-	-	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
10	2	-	*	1	2	2	1	1	*	2	-	1	-	1	*	2	-	-	2	-	2	-	1	-	2	-	2	2	1	*	1	*	3	
	1%	-	*	1%	1%	1%	1%	1%	1%	1%	-	*	-	1%	*	1%	-	-	*	-	*	-	*	-	1%	-	*	1%	1%	1%	*	1%	*	
Don't know	4	2	2	-	2	2	-	4	2	2	-	-	-	-	2	-	-	2	2	-	4	-	-	2	2	-	4	4	2	-	2	-	2	
	1%	1%	1%	-	*	*	-	1%	1%	1%	-	-	-	-	1%	-	-	3%	*	-	1%	-	-	1%	1%	-	1%	2%	1%	-	1%	-	*	
Mean	2.21	2.10	2.21	2.23	2.28	2.21	2.41	2.05	2.30	2.20	2.22	2.42	2.51	2.42	2.49	2.13	2.45	1.17	2.33	2.10	2.18	2.31	2.12	2.14	2.37	2.27	2.18	1.96	2.45	2.24	2.20	2.21	2.20	

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\* = Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

### ALL CERTAIN TO VOTE

Table 42

**Q.9. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to..... of the Party you intend voting for?  
(PL31)**

#### - Summary Table -

Base : All with a voting intention

	Leaders	Policies	Party
Unweighted Total	749	749	749
Weighted Total	733	733	733
0	23 3%	44 6%	112 15%
1	38 5%	27 4%	123 17%
2	120 16%	83 11%	215 29%
3	201 27%	181 25%	140 19%
4	100 14%	143 20%	89 12%
5	107 15%	118 16%	31 4%
6	45 6%	73 10%	13 2%
7	29 4%	27 4%	2 *
8	36 5%	16 2%	1 *
9	3 *	-	-
10	10 1%	10 1%	2 *
Don't know	21 3%	10 1%	4 1%
Mean	3.79	3.81	2.21

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\* = Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 43

**Q.10. Who do you think would make the most capable Prime Minister, Gordon Brown or David Cameron or Nick Clegg?  
(PL32)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
David Cameron	587 38%	344 42%	483 41%	470 42%	442 43%	378 42%	25 21%	288 39%	299 38%	169 39%	198 36%	220 40%	74 40%	95 38%	100 34%	98 38%	91 40%	129 41%	55 36%	173 42%	194 44%	107 34%	113 32%	366 43%	221 32%	559 36%
Gordon Brown	450 29%	241 30%	343 29%	329 29%	302 29%	261 29%	35 30%	230 31%	221 28%	130 30%	166 30%	155 28%	53 28%	77 31%	87 30%	78 30%	69 30%	85 27%	42 27%	115 28%	118 27%	106 33%	112 31%	233 27%	217 32%	467 30%
Nick Clegg	181 12%	103 13%	156 13%	148 13%	134 13%	116 13%	7 6%	86 12%	95 12%	55 13%	61 11%	65 12%	19 10%	36 14%	33 11%	28 11%	29 13%	36 11%	18 12%	50 12%	55 12%	37 11%	40 11%	105 12%	76 11%	187 12%
None/Neither	190 12%	80 10%	118 10%	113 10%	105 10%	93 10%	36 30%	89 12%	100 13%	45 10%	78 14%	67 12%	18 10%	27 11%	43 15%	35 13%	28 12%	38 12%	20 13%	49 12%	45 10%	42 13%	54 15%	94 11%	96 14%	199 13%
Don't know	125 8%	44 5%	70 6%	66 6%	56 5%	47 5%	15 13%	53 7%	72 9%	37 8%	47 9%	41 7%	22 12%	14 6%	27 9%	20 8%	13 6%	28 9%	17 11%	26 6%	30 7%	29 9%	40 11%	56 7%	69 10%	121 8%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 44

**Q.10. Who do you think would make the most capable Prime Minister, Gordon Brown or David Cameron or Nick Clegg?  
(PL32)**

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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
David Cameron	587	365	54	61	149	460	265	322	65	489	49	280	6	286	281	194	44	64	475	3	421	164	149	201	237	76	524	242	131	253	83	51	559
	38%	86%	13%	26%	19%	58%	39%	37%	16%	50%	27%	44%	20%	43%	41%	46%	30%	24%	43%	22%	39%	37%	29%	42%	43%	39%	40%	43%	41%	83%	18%	26%	36%
Gordon Brown	450	18	286	29	351	82	199	251	259	137	64	170	11	181	203	103	56	83	306	5	310	139	195	124	132	65	373	170	89	12	260	24	467
	29%	4%	70%	13%	45%	10%	30%	29%	64%	14%	36%	27%	40%	27%	29%	25%	39%	31%	28%	35%	29%	31%	38%	26%	24%	33%	28%	30%	28%	4%	56%	12%	30%
Nick Clegg	181	20	16	112	143	147	82	99	38	131	24	81	5	86	80	41	20	38	121	1	129	52	57	42	82	28	161	43	41	15	39	76	187
	12%	5%	4%	49%	18%	19%	12%	12%	9%	13%	13%	13%	17%	13%	12%	10%	14%	15%	11%	9%	12%	12%	11%	9%	15%	14%	12%	8%	13%	5%	8%	40%	12%
None/Neither	190	13	25	14	86	74	80	110	13	163	28	69	4	73	85	49	13	41	133	3	143	47	69	66	55	15	160	59	45	18	51	28	199
	12%	3%	6%	6%	11%	9%	12%	13%	3%	17%	16%	11%	14%	11%	12%	12%	9%	15%	12%	18%	13%	11%	13%	14%	10%	8%	12%	11%	14%	6%	11%	15%	13%
Don't know	125	10	27	13	45	29	47	78	31	65	15	36	3	39	41	32	13	37	73	3	82	40	42	42	41	11	105	45	14	9	33	13	121
	8%	2%	7%	5%	6%	4%	7%	9%	8%	7%	8%	6%	9%	6%	6%	8%	9%	14%	7%	17%	8%	9%	8%	9%	7%	6%	8%	8%	4%	3%	7%	7%	8%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 45

**Q.11. Which political party do you think has the best team of leaders to deal with the country's problems?  
(PL33)**

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	750	396	582	546	513	439	59	347	403	205	271	274	84	121	130	141	117	157	63	219	225	138	168	444	306	750
Weighted Total	752	389	576	546	507	427	58	360	391	223	278	251	109	114	143	134	99	152	76	214	225	147	165	439	313	750
Conservatives	253 34%	164 42%	225 39%	219 40%	207 41%	179 42%	3	124 34%	128 33%	79 36%	89 32%	84 33%	40 37%	39 34%	45 32%	44 33%	30 30%	54 36%	29 38%	81 38%	95 42%	33 23%	44 26%	176 40%	77 25%	236 31%
Labour	215 29%	110 28%	171 30%	160 29%	145 29%	125 29%	14 23%	112 31%	103 26%	60 27%	78 28%	77 31%	24 22%	36 31%	46 32%	32 24%	35 35%	42 28%	22 29%	61 28%	54 24%	57 39%	43 26%	115 26%	100 32%	225 30%
Liberal Democrats	70 9%	37 10%	58 10%	54 10%	50 10%	41 10%	1 1%	37 10%	32 8%	19 9%	25 9%	26 10%	9 9%	10 9%	15 10%	10 7%	12 12%	14 9%	6 8%	18 9%	22 10%	13 9%	17 10%	41 9%	29 9%	71 9%
Other	31 4%	15 4%	24 4%	24 4%	23 4%	15 4%	6 10%	15 4%	16 4%	9 4%	17 6%	5 2%	5 5%	3 3%	5 4%	12 9%	1 1%	4 3%	2 3%	11 5%	6 2%	6 4%	8 5%	17 4%	14 5%	29 4%
None	86 11%	25 7%	45 8%	40 7%	36 7%	28 7%	20 34%	31 9%	55 14%	22 10%	37 13%	27 11%	4 4%	18 16%	20 14%	17 12%	9 9%	19 12%	5 7%	22 11%	30 13%	18 12%	15 9%	52 12%	34 11%	101 13%
Don't know	97 13%	38 10%	54 9%	49 9%	46 9%	40 9%	15 26%	41 11%	56 14%	33 15%	32 12%	32 13%	25 23%	8 7%	12 8%	20 15%	12 13%	19 13%	11 15%	20 9%	19 8%	19 13%	39 24%	39 9%	58 19%	88 12%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 46

**Q.11. Which political party do you think has the best team of leaders to deal with the country's problems?  
(PL33)**

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 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	750	203	209	113	386	380	342	408	213	476	216	231	7	238	319	247	85	95	566	4	530	218	259	224	267	88	640	284	175	157	228	94	750
Weighted Total	752	218	198	109	370	390	348	404	214	482	89	327	11	337	358	199	77	113	557	5	531	220	257	225	270	92	646	284	161	162	208	92	750
Conservatives	253	185	18	16	44	211	119	134	29	217	17	125	4	129	137	73	18	24	210	-	183	70	66	88	99	34	228	109	64	130	22	16	236
	34%	85%	9%	15%	12%	54%	34%	33%	14%	45%	20%	38%	41%	38%	38%	37%	24%	21%	38%	-	34%	32%	26%	39%	37%	37%	35%	38%	40%	80%	11%	18%	31%
Labour	215	9	145	19	176	39	107	108	128	68	33	88	5	92	105	51	27	32	156	-	144	71	93	58	65	24	177	81	47	6	127	17	225
	29%	4%	73%	17%	48%	10%	31%	27%	60%	14%	38%	27%	46%	27%	29%	26%	35%	28%	28%	-	27%	32%	36%	26%	24%	26%	27%	29%	29%	3%	61%	18%	30%
Liberal Democrats	70	2	4	52	62	60	32	38	21	45	9	35	*	36	27	17	14	11	44	-	47	22	25	15	29	7	60	23	20	3	13	34	71
	9%	1%	2%	47%	17%	15%	9%	9%	10%	9%	10%	11%	5%	11%	8%	9%	18%	10%	8%	-	9%	10%	10%	7%	11%	8%	9%	8%	13%	2%	6%	37%	9%
Other	31	1	1	-	19	19	11	20	2	29	5	11	-	11	16	6	2	4	22	3	24	8	13	8	10	3	19	13	5	7	4	-	29
	4%	*	*	-	5%	5%	3%	5%	1%	6%	6%	3%	-	3%	5%	3%	2%	4%	4%	58%	4%	3%	5%	3%	4%	4%	3%	5%	3%	4%	2%	-	4%
None	86	13	12	11	32	33	39	47	10	65	14	37	1	38	38	29	8	11	67	1	60	25	19	29	38	16	78	25	15	6	22	13	101
	11%	6%	6%	10%	9%	8%	11%	12%	5%	13%	15%	11%	9%	11%	11%	15%	10%	9%	12%	21%	11%	11%	7%	13%	14%	17%	12%	9%	10%	4%	10%	14%	13%
Don't know	97	9	19	11	37	27	40	57	23	57	10	31	-	31	33	23	8	31	57	1	73	24	41	28	28	7	83	33	8	10	20	12	88
	13%	4%	9%	10%	10%	7%	11%	14%	11%	12%	12%	10%	-	9%	9%	12%	11%	27%	10%	20%	14%	11%	16%	12%	11%	8%	13%	12%	5%	6%	10%	13%	12%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 47  
**Q.12. And leaving aside the leaders, which political party do you think has the best senior team to deal with the country's problems?  
 (PL34)**

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	783	436	600	586	538	473	56	367	416	195	269	319	60	135	139	130	137	182	67	200	224	157	202	424	359	783
Weighted Total	781	423	592	579	531	467	60	385	396	213	273	296	77	136	148	125	132	164	75	199	216	173	193	415	366	783
Conservatives	243	146	204	200	184	161	7	120	123	54	78	111	20	34	40	38	45	66	23	63	76	53	51	139	104	246
	31%	34%	34%	34%	35%	34%	12%	31%	31%	26%	29%	37%	26%	25%	27%	30%	34%	40%	30%	32%	35%	31%	26%	33%	28%	31%
Labour	220	137	179	177	166	147	11	118	102	58	85	77	10	48	43	42	33	43	22	65	53	42	59	119	101	230
	28%	32%	30%	30%	31%	32%	19%	31%	26%	27%	31%	26%	13%	35%	29%	34%	25%	27%	29%	33%	25%	24%	30%	29%	28%	29%
Liberal Democrats	79	43	66	64	58	52	7	42	37	31	25	24	12	19	11	14	16	8	1	25	22	18	14	47	33	70
	10%	10%	11%	11%	11%	11%	11%	11%	9%	14%	9%	8%	15%	14%	7%	11%	12%	5%	2%	13%	10%	11%	7%	11%	9%	9%
Other	27	8	16	15	12	11	5	17	9	11	9	6	7	4	6	3	2	4	3	4	4	7	11	8	18	27
	3%	2%	3%	3%	2%	2%	9%	5%	2%	5%	3%	2%	10%	3%	4%	3%	2%	3%	3%	2%	2%	4%	6%	2%	5%	3%
None	72	38	48	46	44	41	9	36	36	14	25	33	5	9	15	11	17	15	8	14	21	15	22	35	37	78
	9%	9%	8%	8%	8%	9%	15%	9%	9%	6%	9%	11%	6%	7%	10%	9%	13%	9%	11%	7%	10%	9%	11%	8%	10%	10%
Don't know	140	51	80	78	68	54	20	52	89	44	50	46	23	22	33	17	18	27	19	27	40	37	36	67	73	132
	18%	12%	14%	13%	13%	12%	34%	13%	22%	21%	18%	15%	29%	16%	23%	13%	14%	17%	25%	13%	19%	21%	19%	16%	20%	17%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 48  
**Q.12. And leaving aside the leaders, which political party do you think has the best senior team to deal with the country's problems?**  
**(PL34)**

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	783	221	219	107	399	401	320	463	196	510	219	206	12	218	302	275	75	122	577	9	571	209	270	250	263	93	668	279	162	161	266	92	783
Weighted Total	781	207	210	120	404	401	326	455	192	503	91	310	17	327	332	219	68	150	552	11	554	223	254	251	276	104	678	276	159	145	257	99	783
Conservatives	243	158	11	32	59	207	94	149	15	212	21	105	4	109	92	95	28	29	186	-	174	68	74	78	91	29	219	85	60	103	40	32	246
	31%	76%	5%	26%	15%	51%	29%	33%	8%	42%	23%	34%	25%	33%	28%	43%	40%	19%	34%	-	31%	30%	29%	31%	33%	28%	32%	31%	38%	71%	16%	32%	31%
Labour	220	9	150	21	187	45	102	118	129	63	32	84	5	90	105	49	18	43	153	6	157	60	85	65	70	37	183	90	41	6	145	14	230
	28%	4%	72%	18%	46%	11%	31%	26%	67%	12%	35%	27%	31%	27%	31%	22%	26%	28%	28%	56%	28%	27%	34%	26%	25%	36%	27%	32%	26%	4%	56%	15%	29%
Liberal Democrats	79	8	12	39	61	56	35	45	21	54	7	33	4	36	43	11	6	16	54	3	63	17	24	29	26	12	68	19	23	6	16	29	70
	10%	4%	6%	33%	15%	14%	11%	10%	11%	11%	8%	11%	21%	11%	13%	5%	9%	11%	10%	26%	11%	7%	9%	12%	10%	12%	10%	7%	14%	4%	6%	29%	9%
Other	27	2	4	-	14	13	12	15	2	23	6	8	-	8	9	10	1	7	19	-	20	7	15	6	6	2	21	6	4	1	6	3	27
	3%	1%	2%	-	4%	3%	4%	3%	1%	5%	6%	2%	-	2%	3%	5%	1%	4%	4%	-	4%	3%	6%	3%	2%	2%	3%	2%	2%	1%	2%	3%	3%
None	72	8	11	11	41	37	25	46	3	62	8	27	2	29	25	23	5	19	47	*	52	20	22	22	28	7	64	28	15	8	23	7	78
	9%	4%	5%	9%	10%	9%	8%	10%	2%	12%	9%	9%	11%	9%	7%	10%	7%	13%	9%	3%	9%	9%	9%	9%	10%	7%	9%	10%	10%	6%	9%	7%	10%
Don't know	140	22	21	16	42	43	58	83	22	90	17	53	2	55	59	32	11	37	91	2	89	52	35	50	56	16	122	49	16	20	26	14	132
	18%	11%	10%	13%	10%	11%	18%	18%	12%	18%	19%	17%	11%	17%	18%	14%	16%	24%	16%	15%	16%	23%	14%	20%	20%	16%	18%	18%	10%	14%	10%	14%	17%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 49

**Q.13. And which political party do you think has the best policies for the country as a whole?  
(PL35)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Conservatives	452 29%	299 37%	393 34%	387 34%	367 35%	324 36%	12 10%	215 29%	236 30%	126 29%	133 24%	192 35%	58 31%	68 27%	73 25%	61 23%	78 34%	113 36%	46 30%	146 35%	145 33%	73 23%	88 25%	291 34%	161 24%	446 29%
Labour	414 27%	234 29%	327 28%	311 28%	291 28%	255 29%	31 26%	205 28%	209 27%	108 25%	164 30%	141 26%	40 22%	68 27%	73 25%	91 35%	61 26%	80 25%	41 27%	105 25%	111 25%	93 29%	105 29%	216 25%	198 29%	434 28%
Liberal Democrats	241 16%	132 16%	205 18%	197 18%	178 17%	152 17%	9 8%	131 18%	110 14%	79 18%	81 15%	81 15%	27 14%	52 21%	47 16%	34 13%	44 19%	37 12%	19 13%	73 18%	73 16%	48 15%	47 13%	146 17%	96 14%	226 15%
Other	90 6%	47 6%	70 6%	69 6%	62 6%	51 6%	11 10%	56 8%	34 4%	29 7%	39 7%	23 4%	16 9%	13 5%	20 7%	19 4%	9 4%	14 4%	9 6%	25 6%	19 4%	21 7%	25 7%	44 5%	46 7%	89 6%
None	134 9%	36 4%	71 6%	66 6%	55 5%	43 5%	27 23%	59 8%	75 10%	29 7%	62 11%	43 8%	8 4%	21 9%	40 14%	22 9%	21 9%	23 7%	10 7%	23 6%	42 10%	29 9%	40 11%	66 8%	69 10%	135 9%
Don't know	201 13%	63 8%	102 9%	94 8%	85 8%	69 8%	28 24%	79 11%	123 16%	64 15%	70 13%	67 12%	37 20%	27 11%	39 13%	32 12%	18 8%	48 15%	26 17%	41 10%	51 12%	56 17%	54 15%	92 11%	109 16%	203 13%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 50

**Q.13. And which political party do you think has the best policies for the country as a whole?  
(PL35)**

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 Dem
Unweighted Total	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Conservatives	452	351	17	27	64	398	190	262	32	393	35	198	4	202	205	164	41	41	369	1	331	119	116	152	184	68	411	192	109	229	49	32	446
	29%	83%	4%	12%	8%	50%	28%	30%	8%	40%	20%	31%	14%	30%	30%	39%	28%	15%	33%	6%	31%	27%	23%	32%	34%	35%	31%	34%	34%	74%	10%	17%	29%
Labour	414	7	328	14	355	33	180	234	242	121	57	156	10	166	194	98	36	79	292	6	282	129	170	125	119	56	350	173	85	10	267	19	434
	27%	2%	80%	6%	46%	4%	27%	27%	60%	12%	32%	25%	36%	25%	28%	23%	25%	30%	26%	39%	26%	29%	33%	26%	22%	29%	26%	31%	26%	3%	57%	10%	28%
Liberal Democrats	241	23	17	162	193	199	132	109	65	166	28	127	9	136	119	54	30	36	173	3	176	65	73	71	97	36	205	55	66	18	54	103	226
	16%	5%	4%	71%	25%	25%	20%	13%	16%	17%	15%	20%	33%	21%	17%	13%	21%	13%	16%	18%	16%	15%	14%	15%	18%	18%	15%	10%	21%	6%	12%	54%	15%
Other	90	9	2	-	58	64	45	46	11	75	17	37	2	39	36	23	8	22	60	1	66	24	44	17	29	10	72	36	17	12	15	8	89
	6%	2%	*	-	7%	8%	7%	5%	3%	8%	9%	6%	6%	6%	5%	6%	5%	8%	5%	10%	6%	5%	9%	4%	5%	5%	5%	6%	5%	4%	3%	4%	6%
None	134	15	9	10	47	53	50	84	13	108	16	53	2	55	69	30	11	22	100	2	96	38	42	40	53	13	115	44	19	14	30	13	135
	9%	4%	2%	5%	6%	7%	7%	10%	3%	11%	9%	8%	7%	8%	10%	7%	8%	8%	9%	14%	9%	9%	8%	8%	10%	7%	9%	8%	6%	4%	7%	7%	9%
Don't know	201	21	35	15	58	44	77	124	42	121	28	66	1	67	67	48	19	65	116	2	132	68	66	71	64	13	170	61	25	25	50	16	203
	13%	5%	9%	7%	7%	6%	11%	14%	10%	12%	15%	10%	4%	10%	10%	12%	13%	25%	10%	13%	12%	15%	13%	15%	12%	7%	13%	11%	8%	8%	11%	8%	13%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 51

**Q.14. As you may know, for the first time in a general election campaign the leaders of the three main parties will debate key issues live on television in the run-up to the election. How important do you think the performance of the leaders in the debates will be in helping you to decide who to vote for? (PL36)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Very important	450 29%	224 28%	334 29%	316 28%	297 29%	249 28%	25	186 25%	264 34%	141 32%	153 28%	155 28%	66 36%	75 30%	73 25%	80 31%	75 32%	80 25%	28 18%	96 23%	119 27%	117 36%	118 33%	215 25%	235 35%	444 29%
Fairly important	478 31%	223 27%	366 31%	350 31%	308 30%	254 28%	29	226 30%	252 32%	170 39%	169 31%	139 25%	79 43%	90 36%	99 34%	70 27%	51 22%	88 28%	48 31%	130 31%	144 33%	114 36%	90 25%	274 32%	204 30%	468 31%
Not very important	308 20%	192 24%	254 22%	249 22%	232 22%	206 23%	20	173 23%	135 17%	63 14%	117 21%	128 23%	17 9%	46 18%	65 22%	52 20%	58 25%	70 22%	33 22%	103 25%	95 21%	41 13%	70 19%	198 23%	111 16%	320 21%
Not at all important	291 19%	171 21%	212 18%	208 18%	198 19%	183 20%	43	160 21%	131 17%	61 14%	109 20%	121 22%	23 12%	38 15%	53 18%	56 21%	47 20%	74 23%	41 27%	84 20%	83 19%	48 15%	76 21%	167 20%	124 18%	291 19%
Don't know	6 *	2 *	3 *	3 *	3 *	2 *	1	2 *	4 1%	1 *	2 *	4 1%	-	1 *	-	2 1%	-	4 1%	2	-	*	1 1%	5 1%	*	6 1%	10 1%
<b>Combinations - Summary</b>																										
<b>Important</b>	<b>928</b> 61%	<b>447</b> 55%	<b>700</b> 60%	<b>665</b> 59%	<b>605</b> 58%	<b>503</b> 56%	<b>54</b> 46%	<b>411</b> 55%	<b>517</b> 66%	<b>311</b> 71%	<b>322</b> 59%	<b>295</b> 54%	<b>145</b> 78%	<b>165</b> 66%	<b>173</b> 59%	<b>150</b> 58%	<b>126</b> 55%	<b>168</b> 53%	<b>75</b> 50%	<b>226</b> 55%	<b>263</b> 60%	<b>231</b> 72%	<b>208</b> 58%	<b>489</b> 57%	<b>439</b> 65%	<b>912</b> 59%
<b>Not important</b>	<b>599</b> 39%	<b>363</b> 45%	<b>465</b> 40%	<b>457</b> 41%	<b>430</b> 41%	<b>389</b> 44%	<b>63</b> 53%	<b>333</b> 45%	<b>266</b> 34%	<b>124</b> 28%	<b>226</b> 41%	<b>249</b> 45%	<b>40</b> 22%	<b>84</b> 34%	<b>118</b> 41%	<b>108</b> 42%	<b>105</b> 45%	<b>143</b> 45%	<b>74</b> 49%	<b>187</b> 45%	<b>178</b> 40%	<b>88</b> 28%	<b>146</b> 41%	<b>365</b> 43%	<b>234</b> 35%	<b>611</b> 40%
<b>Net important</b>	<b>329</b> 21%	<b>84</b> 10%	<b>235</b> 20%	<b>208</b> 19%	<b>175</b> 17%	<b>113</b> 13%	<b>-9</b> -8%	<b>78</b> 11%	<b>250</b> 32%	<b>187</b> 43%	<b>96</b> 17%	<b>46</b> 8%	<b>105</b> 57%	<b>81</b> 33%	<b>54</b> 19%	<b>42</b> 16%	<b>21</b> 9%	<b>25</b> 8%	<b>1</b> 1%	<b>39</b> 9%	<b>85</b> 19%	<b>142</b> 44%	<b>62</b> 17%	<b>124</b> 15%	<b>204</b> 30%	<b>301</b> 20%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 52

**Q.14. As you may know, for the first time in a general election campaign the leaders of the three main parties will debate key issues live on television in the run-up to the election. How important do you think the performance of the leaders in the debates will be in helping you to decide who to vote for? (PL36)**

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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Very important	450 29%	131 31%	131 32%	70 30%	229 30%	230 29%	190 28%	260 30%	112 28%	297 30%	46 26%	193 30%	7 26%	200 30%	216 31%	101 24%	41 28%	91 35%	317 29%	1 9%	333 31%	116 26%	134 26%	148 31%	168 31%	57 29%	398 30%	197 35%	71 22%	79 26%	156 33%	56 29%	444 29%
Fairly important	478 31%	140 33%	115 28%	88 39%	234 30%	258 33%	223 33%	255 30%	132 33%	300 30%	61 34%	209 33%	11 38%	220 33%	229 33%	109 26%	54 37%	82 31%	338 30%	4 25%	312 29%	163 37%	155 30%	155 32%	168 31%	63 32%	412 31%	167 30%	110 34%	93 30%	116 25%	73 38%	468 31%
Not very important	308 20%	88 21%	82 20%	45 20%	163 21%	169 21%	158 23%	150 17%	82 20%	203 21%	40 22%	129 20%	6 20%	134 20%	136 20%	97 23%	27 18%	47 18%	232 21%	1 9%	220 20%	87 20%	108 21%	95 20%	105 19%	41 21%	260 20%	95 17%	71 22%	74 24%	103 22%	37 19%	320 21%
Not at all important	291 19%	66 16%	79 19%	26 11%	147 19%	133 17%	102 15%	189 22%	79 19%	183 19%	30 17%	106 17%	5 16%	110 17%	110 16%	109 26%	24 17%	39 15%	218 20%	9 57%	215 20%	76 17%	112 22%	75 16%	104 19%	35 18%	249 19%	97 17%	68 21%	60 19%	91 20%	25 13%	291 19%
Don't know	6 *	1 *	1 *	1 *	1 *	1 *	5 1%	1 *	2 *	2 1%	-	-	-	-	* *	3 1%	-	3 1%	3 *	-	6 1%	1 *	2 *	3 1%	2 *	-	5 *	4 1%	-	2 1%	* *	1 1%	10 1%
<b>Combinations - Summary Important</b>	<b>928</b> 61%	<b>271</b> 64%	<b>246</b> 60%	<b>158</b> 69%	<b>463</b> 60%	<b>488</b> 62%	<b>413</b> 61%	<b>515</b> 60%	<b>244</b> 60%	<b>597</b> 61%	<b>108</b> 60%	<b>402</b> 63%	<b>18</b> 63%	<b>420</b> 63%	<b>444</b> 64%	<b>210</b> 50%	<b>94</b> 65%	<b>174</b> 66%	<b>655</b> 59%	<b>5</b> 34%	<b>645</b> 59%	<b>279</b> 63%	<b>290</b> 57%	<b>303</b> 64%	<b>336</b> 61%	<b>119</b> 61%	<b>810</b> 61%	<b>364</b> 65%	<b>181</b> 57%	<b>172</b> 56%	<b>271</b> 58%	<b>129</b> 67%	<b>912</b> 59%
<b>Not important</b>	<b>599</b> 39%	<b>154</b> 36%	<b>161</b> 40%	<b>71</b> 31%	<b>309</b> 40%	<b>302</b> 38%	<b>260</b> 39%	<b>339</b> 39%	<b>161</b> 40%	<b>386</b> 39%	<b>70</b> 39%	<b>234</b> 37%	<b>10</b> 37%	<b>245</b> 37%	<b>245</b> 36%	<b>206</b> 49%	<b>51</b> 35%	<b>87</b> 33%	<b>451</b> 41%	<b>10</b> 66%	<b>434</b> 40%	<b>163</b> 37%	<b>220</b> 43%	<b>170</b> 36%	<b>209</b> 38%	<b>76</b> 39%	<b>509</b> 38%	<b>192</b> 34%	<b>139</b> 43%	<b>133</b> 43%	<b>194</b> 42%	<b>62</b> 32%	<b>611</b> 40%
<b>Net important</b>	<b>329</b> 21%	<b>117</b> 27%	<b>84</b> 21%	<b>88</b> 38%	<b>154</b> 20%	<b>186</b> 24%	<b>153</b> 23%	<b>176</b> 20%	<b>83</b> 20%	<b>211</b> 21%	<b>38</b> 21%	<b>168</b> 26%	<b>8</b> 27%	<b>175</b> 26%	<b>199</b> 29%	<b>5</b> 1%	<b>43</b> 30%	<b>87</b> 33%	<b>204</b> 18%	<b>-5</b> -32%	<b>210</b> 19%	<b>116</b> 26%	<b>70</b> 14%	<b>132</b> 28%	<b>127</b> 23%	<b>43</b> 22%	<b>300</b> 23%	<b>172</b> 31%	<b>42</b> 13%	<b>39</b> 13%	<b>77</b> 17%	<b>67</b> 35%	<b>301</b> 20%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 53  
**Q.15. And which leader do you expect to gain most public support as a result of these debates, Gordon Brown, David Cameron or Nick Clegg?**  
**(PL37)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Gordon Brown	311	162	224	217	199	175	28	162	149	99	106	106	52	47	50	55	36	70	36	76	68	84	84	143	168	310
	20%	20%	19%	19%	19%	20%	24%	22%	19%	23%	19%	19%	28%	19%	17%	21%	16%	22%	24%	18%	15%	26%	23%	17%	25%	20%
David Cameron	818	437	643	619	575	482	56	397	420	236	294	287	93	143	164	131	132	155	63	224	254	159	180	478	339	812
	53%	54%	55%	55%	55%	54%	47%	53%	53%	54%	53%	52%	50%	57%	56%	50%	57%	49%	41%	54%	58%	50%	50%	56%	50%	53%
Nick Clegg	180	117	160	156	147	128	6	89	91	50	73	57	14	36	36	37	27	29	13	60	62	22	36	122	58	190
	12%	14%	14%	14%	14%	14%	5%	12%	12%	12%	13%	10%	8%	14%	12%	14%	12%	9%	9%	15%	14%	7%	10%	14%	9%	12%
None of them	42	18	26	26	22	20	11	23	19	11	12	20	5	6	8	3	8	12	10	10	9	12	11	19	23	45
	3%	2%	2%	2%	2%	2%	9%	3%	2%	2%	2%	4%	3%	2%	3%	1%	3%	4%	7%	2%	2%	4%	3%	2%	3%	3%
Don't know	182	78	115	107	95	89	19	75	107	39	66	77	20	18	33	33	28	49	29	43	49	42	48	91	90	176
	12%	10%	10%	9%	9%	10%	16%	10%	14%	9%	12%	14%	11%	7%	11%	13%	12%	16%	19%	10%	11%	13%	13%	11%	13%	11%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 54  
**Q.15. And which leader do you expect to gain most public support as a result of these debates, Gordon Brown, David Cameron or Nick Clegg?**  
**(PL37)**

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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Gordon Brown	311	28	167	25	222	83	130	181	152	127	34	122	5	127	137	81	30	59	218	3	221	90	142	91	78	33	255	143	50	20	169	17	310
	20%	7%	41%	11%	29%	10%	19%	21%	37%	13%	19%	19%	18%	19%	20%	19%	21%	23%	20%	22%	20%	20%	28%	19%	14%	17%	19%	26%	16%	7%	36%	9%	20%
David Cameron	818	315	171	117	357	501	373	445	168	591	96	362	12	373	392	220	72	128	612	5	567	248	235	261	322	114	711	310	182	224	193	99	812
	53%	74%	42%	51%	46%	63%	55%	52%	41%	60%	54%	57%	42%	56%	57%	53%	50%	48%	55%	35%	52%	56%	46%	55%	59%	58%	54%	55%	57%	73%	41%	52%	53%
Nick Clegg	180	50	30	62	109	129	84	96	40	122	24	82	8	90	79	52	22	28	130	-	126	53	55	48	77	27	165	44	45	31	47	55	190
	12%	12%	7%	27%	14%	16%	12%	11%	10%	12%	13%	13%	27%	14%	11%	12%	15%	10%	12%	-	12%	12%	11%	10%	14%	14%	12%	8%	14%	10%	10%	29%	12%
None of them	42	9	2	5	14	21	17	25	4	35	5	14	-	14	14	20	2	6	34	-	38	4	18	12	12	1	37	14	8	9	6	5	45
	3%	2%	*	2%	2%	3%	3%	3%	1%	4%	3%	2%	-	2%	2%	5%	2%	2%	3%	-	4%	1%	3%	3%	2%	1%	3%	2%	3%	3%	1%	3%	3%
Don't know	182	23	38	20	72	57	70	112	42	109	21	57	4	60	68	45	19	43	114	7	132	47	61	64	57	21	155	49	33	23	52	16	176
	12%	5%	9%	9%	9%	7%	10%	13%	10%	11%	12%	9%	13%	9%	10%	11%	13%	16%	10%	43%	12%	11%	12%	13%	10%	11%	12%	9%	10%	7%	11%	8%	11%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 55

**Q.16. Which political party at the moment, if any, most stands for the things you believe in?  
(PL38)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Conservative	413 27%	268 33%	356 30%	347 31%	328 32%	286 32%	8 7%	200 27%	213 27%	114 26%	122 22%	178 32%	49 27%	64 26%	57 22%	68 22%	109 29%	45 35%	118 30%	139 29%	71 22%	85 24%	257 30%	156 23%	422 28%	
Labour	443 29%	244 30%	341 29%	325 29%	305 29%	267 30%	32 27%	215 29%	228 29%	108 25%	177 32%	157 29%	42 23%	67 27%	84 29%	93 36%	68 29%	89 28%	41 27%	113 27%	117 27%	103 32%	109 30%	231 27%	212 31%	453 30%
Liberal Democrats (Lib Dem)	241 16%	138 17%	208 18%	200 18%	180 17%	154 17%	4 3%	124 17%	117 15%	74 17%	90 16%	77 14%	20 11%	54 21%	54 19%	36 14%	40 17%	37 12%	22 14%	82 20%	62 14%	44 14%	53 15%	144 17%	96 14%	230 15%
Scottish/Welsh Nationalist	23 2%	13 2%	21 2%	21 2%	17 2%	15 2%	1 1%	17 2%	6 1%	2 *	12 2%	10 2%	2 1%	*	8 3%	4 1%	5 2%	4 1%	3 2%	9 2%	6 1%	1 *	7 2%	15 2%	8 1%	22 1%
Green Party	35 2%	14 2%	28 2%	23 2%	23 2%	21 2%	4 3%	16 2%	18 2%	9 2%	17 3%	8 2%	3 2%	6 4%	13 2%	4 2%	6 2%	3 1%	-	11 3%	14 3%	4 1%	6 2%	25 3%	10 1%	32 2%
UK Independence Party (UKIP)	16 1%	12 1%	15 1%	15 1%	15 1%	14 2%	-	12 2%	4 1%	3 1%	5 1%	8 2%	-	3 1%	1 *	4 2%	2 1%	7 2%	4 3%	7 2%	4 1%	-	5 1%	11 1%	5 1%	18 1%
British National Party (BNP)	36 2%	17 2%	31 3%	31 3%	29 3%	18 2%	3 2%	25 3%	11 1%	13 3%	13 2%	11 2%	7 4%	6 2%	7 2%	6 2%	4 2%	7 2%	2 2%	3 1%	5 1%	20 6%	8 2%	8 1%	29 4%	31 2%
Other	42 3%	17 2%	24 2%	24 2%	22 2%	21 2%	6 5%	20 3%	22 3%	23 5%	10 2%	10 2%	12 6%	11 4%	4 2%	5 2%	3 1%	6 2%	4 3%	11 3%	16 4%	7 2%	8 2%	26 3%	15 2%	42 3%
None	283 18%	89 11%	145 12%	140 12%	120 12%	97 11%	62 52%	116 16%	168 21%	90 21%	105 19%	88 16%	51 27%	40 16%	55 19%	50 19%	36 16%	52 16%	29 19%	58 14%	77 18%	70 22%	78 22%	136 16%	148 22%	283 18%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 56

**Q.16. Which political party at the moment, if any, most stands for the things you believe in?  
(PL38)**

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 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	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Conservative	413	333	17	14	44	360	172	241	30	364	36	184	5	189	188	153	35	36	341	2	294	118	101	142	170	56	375	174	101	221	39	29	422
	27%	78%	4%	6%	6%	45%	26%	28%	7%	37%	20%	29%	17%	28%	27%	37%	24%	14%	31%	14%	27%	27%	20%	30%	31%	29%	28%	31%	32%	72%	8%	15%	28%
Labour	443	9	344	16	372	37	187	256	253	138	57	167	8	175	199	109	37	91	308	6	305	135	184	128	132	63	367	181	92	7	299	14	453
	29%	2%	84%	7%	48%	5%	28%	30%	62%	14%	32%	26%	28%	26%	29%	26%	26%	35%	28%	36%	28%	31%	36%	27%	24%	32%	28%	32%	29%	2%	64%	7%	30%
Liberal Democrats (Lib Dem)	241	24	12	177	192	204	138	102	63	162	27	134	6	140	116	55	30	39	171	1	172	69	75	73	92	24	214	58	57	29	43	119	230
	16%	6%	3%	77%	25%	26%	21%	12%	15%	16%	15%	21%	23%	21%	17%	13%	21%	15%	15%	9%	16%	15%	15%	15%	17%	12%	16%	10%	18%	9%	9%	62%	15%
Scottish/Welsh Nationalist	23	-	-	-	21	21	10	13	5	18	4	9	1	10	9	8	-	5	17	1	17	6	19	4	-	-	-	9	7	-	4	-	22
	2%	-	-	-	3%	3%	2%	2%	1%	2%	2%	1%	4%	2%	1%	2%	-	2%	2%	6%	2%	1%	4%	1%	-	-	-	2%	2%	-	1%	-	1%
Green Party	35	-	2	8	31	29	19	16	3	29	4	18	1	19	14	5	6	10	19	-	27	8	7	8	20	10	32	7	12	2	9	10	32
	2%	-	1%	4%	4%	4%	3%	2%	1%	3%	2%	3%	2%	3%	2%	1%	4%	4%	2%	-	2%	2%	1%	2%	4%	5%	2%	1%	4%	1%	2%	5%	2%
UK Independence Party (UKIP)	16	1	-	-	12	13	7	9	-	16	1	6	-	6	4	8	-	4	12	-	15	1	1	3	12	1	15	7	3	8	2	2	18
	1%	*	-	-	2%	2%	1%	1%	-	2%	1%	1%	-	1%	1%	2%	-	2%	1%	-	1%	*	*	1%	2%	*	1%	1%	1%	3%	1%	1%	1%
British National Party (BNP)	36	2	1	-	24	25	17	20	1	32	4	14	-	14	20	5	6	5	25	1	25	12	16	10	10	1	36	11	4	6	11	1	31
	2%	*	*	-	3%	3%	2%	2%	*	3%	2%	2%	-	2%	3%	1%	4%	2%	2%	6%	2%	3%	3%	2%	2%	*	3%	2%	1%	2%	2%	1%	2%
Other	42	6	4	2	18	20	18	24	6	31	7	15	-	15	23	8	4	6	31	1	31	10	16	21	5	2	31	12	11	4	6	4	42
	3%	1%	1%	1%	2%	3%	3%	3%	2%	3%	4%	2%	-	2%	3%	2%	3%	2%	3%	6%	3%	2%	3%	4%	1%	1%	2%	2%	3%	1%	1%	2%	3%
None	283	50	27	11	60	83	106	177	45	194	40	89	7	96	118	66	27	68	184	4	197	85	92	86	105	39	253	101	33	31	52	14	283
	18%	12%	7%	5%	8%	11%	16%	21%	11%	20%	22%	14%	25%	14%	17%	16%	19%	26%	17%	23%	18%	19%	18%	18%	19%	20%	19%	18%	10%	10%	11%	7%	18%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\*Less than 0.5%



## Ipsos MORI Political Monitor - February 2010

Table 57

**Q.17. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what? (PL39)**

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	1533	832	1182	1132	1051	912	115	714	819	400	540	593	144	256	269	271	254	339	130	419	449	295	370	868	665	1533
Weighted Total	1533	812	1169	1125	1038	894	119	746	787	435	550	547	186	250	291	259	231	316	152	412	442	320	359	854	679	1533
Conservative	461	275	389	381	353	302	11	217	244	126	146	189	61	65	71	75	66	123	54	133	161	78	89	294	168	456
	30%	34%	33%	34%	34%	34%	9%	29%	31%	29%	27%	35%	33%	26%	24%	29%	28%	39%	35%	32%	36%	24%	25%	34%	25%	30%
Labour	487	259	368	353	332	285	31	233	253	120	185	182	41	79	87	98	84	98	52	113	134	116	124	246	240	508
	32%	32%	31%	31%	32%	32%	26%	31%	32%	28%	34%	33%	22%	31%	30%	38%	36%	31%	34%	27%	30%	36%	35%	29%	35%	33%
Liberal Democrats (Lib Dem)	229	136	189	178	168	147	11	109	120	75	81	72	27	49	49	32	37	36	21	75	58	44	53	132	96	214
	15%	17%	16%	16%	16%	16%	9%	15%	15%	17%	15%	13%	14%	20%	17%	12%	16%	11%	14%	18%	13%	14%	15%	16%	14%	14%
Scottish/Welsh Nationalist	24	13	21	21	17	15	2	16	8	4	11	9	*	4	7	4	5	4	2	11	3	3	8	13	11	24
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	*	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	2%	2%	2%
Green Party	27	9	17	17	17	14	5	11	16	4	12	10	3	2	6	6	6	5	-	7	6	6	8	13	14	26
	2%	1%	1%	2%	2%	2%	4%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	-	2%	1%	2%	2%	1%	2%	2%
UK Independence Party (UKIP)	14	11	13	13	13	11	1	11	3	4	5	5	3	1	1	4	-	5	3	6	5	-	4	11	4	12
	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	2%	*	*	2%	-	2%	2%	1%	1%	-	1%	1%	1%	1%
British National Party (BNP)	19	7	19	19	17	11	*	15	4	9	6	4	5	4	4	2	-	4	2	2	6	5	6	9	10	17
	1%	1%	2%	2%	2%	1%	*	2%	*	2%	1%	1%	3%	2%	2%	1%	-	1%	1%	1%	1%	1%	2%	1%	2%	1%
Other	172	76	106	102	87	81	35	91	81	48	70	54	20	28	46	24	26	28	13	49	45	36	43	93	78	177
	11%	9%	9%	9%	8%	9%	30%	12%	10%	11%	13%	10%	11%	11%	16%	9%	11%	9%	8%	12%	10%	11%	12%	11%	12%	12%
None	101	25	46	42	35	27	23	43	58	44	35	22	25	19	20	15	9	13	6	17	26	33	25	43	58	99
	7%	3%	4%	4%	3%	3%	19%	6%	7%	10%	6%	4%	14%	7%	7%	6%	4%	4%	4%	4%	6%	10%	7%	5%	9%	6%

Fieldwork dates : 19th to 22nd February 2010

Sector weight & standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 & J38671x2/J386712b

\*=Less than 0.5%

## Ipsos MORI Political Monitor - February 2010

Table 58

**Q.17. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what? (PL39)**

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 Dem	
Unweighted Total	1533	424	428	220	785	781	662	871	409	986	435	437	19	456	621	522	160	217	1143	13	1101	427	529	474	530	181	1308	563	337	318	494	186	1533
Weighted Total	1533	425	408	229	774	791	674	859	405	985	179	636	28	664	690	418	145	264	1108	16	1085	443	511	476	546	196	1323	560	320	307	465	191	1533
Conservative	461	362	13	15	52	401	194	267	44	390	38	197	7	204	201	169	38	54	369	*	334	127	108	159	195	61	425	189	112	254	33	20	456
	30%	85%	3%	6%	7%	51%	29%	31%	11%	40%	21%	31%	26%	31%	29%	40%	26%	21%	33%	3%	31%	29%	21%	33%	36%	31%	32%	34%	35%	83%	7%	10%	30%
Labour	487	12	356	22	402	59	204	283	245	185	70	175	9	184	228	116	37	97	344	8	330	153	202	148	137	67	405	202	97	6	341	12	508
	32%	3%	87%	10%	52%	7%	30%	33%	60%	19%	39%	27%	34%	28%	33%	28%	26%	37%	31%	51%	30%	35%	39%	31%	25%	34%	31%	36%	30%	2%	73%	6%	33%
Liberal Democrats (Lib Dem)	229	16	12	165	184	187	111	118	64	147	26	112	3	115	103	50	34	42	153	-	172	57	66	70	92	25	205	56	49	13	34	124	214
	15%	4%	3%	72%	24%	24%	16%	14%	16%	15%	14%	18%	11%	17%	15%	12%	23%	16%	14%	-	16%	13%	13%	15%	17%	13%	15%	10%	15%	4%	7%	65%	14%
Scottish/Welsh Nationalist	24	-	1	-	20	19	13	11	6	18	4	11	-	11	9	7	*	7	16	1	16	8	21	3	-	-	1	7	9	-	3	-	24
	2%	-	*	-	3%	2%	2%	1%	1%	2%	2%	2%	-	2%	1%	2%	*	3%	1%	6%	2%	2%	4%	1%	-	-	*	1%	3%	-	1%	-	2%
Green Party	27	*	2	3	18	16	11	16	*	25	4	11	1	12	10	5	5	7	15	-	21	6	4	7	15	9	25	7	9	*	7	5	26
	2%	*	1%	1%	2%	2%	2%	2%	*	3%	2%	2%	2%	2%	1%	1%	3%	3%	1%	-	2%	1%	1%	3%	5%	2%	1%	3%	*	2%	2%	2%	2%
UK Independence Party (UKIP)	14	4	-	-	9	13	7	7	-	14	1	7	-	7	5	5	-	4	10	-	12	2	3	5	6	-	10	3	3	4	2	2	12
	1%	1%	-	-	1%	2%	1%	1%	-	1%	*	1%	-	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
British National Party (BNP)	19	-	-	-	17	17	11	8	*	17	2	9	-	9	12	3	2	2	15	-	16	3	12	3	4	-	18	8	*	2	3	5	17
	1%	-	-	-	2%	2%	2%	1%	*	2%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	-	1%	2%	*	1%	1%	2%	1%
Other	172	24	16	15	45	53	87	84	29	120	24	76	8	83	79	44	18	26	123	5	120	52	64	56	53	19	150	60	28	23	28	13	177
	11%	6%	4%	6%	6%	7%	13%	10%	7%	12%	13%	12%	27%	13%	11%	11%	12%	10%	11%	33%	11%	12%	12%	12%	10%	10%	11%	11%	9%	8%	6%	7%	12%
None	101	8	9	9	28	27	36	65	18	69	12	40	-	40	44	20	13	24	64	1	63	36	32	25	44	15	86	27	13	5	15	11	99
	7%	2%	2%	4%	4%	3%	5%	8%	4%	7%	6%	6%	-	6%	6%	5%	9%	9%	6%	6%	6%	8%	6%	5%	8%	8%	6%	5%	4%	2%	3%	6%	6%

Fieldwork dates : 19th to 22nd February 2010

Sector weight &amp; standard weights applied - Male/Female age weights adjusted 23/2 (no ethnic weights - as usual)

All fieldwork, coded, unranked

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

Source : Ipsos MORI J2010/02 &amp; J38671x2/J386712b

\* = Less than 0.5%