

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Total Voting	799	449	673	641	599	514	10	392	408	213	278	308	86	126	153	125	132	177	65	216	236	154	192	452	347	800
Conservative	274 34%	168 37%	239 35%	225 35%	217 36%	186 36%	4 38%	128 33%	146 36%	76 36%	87 31%	111 36%	29 34%	46 37%	47 31%	40 32%	40 31%	71 40%	25 39%	82 38%	77 33%	58 38%	57 30%	159 35%	115 33%	280 35%
Labour	273 34%	139 31%	223 33%	212 33%	192 32%	166 32%	3 26%	128 33%	145 36%	74 35%	95 34%	104 34%	32 37%	42 33%	49 32%	46 37%	47 36%	57 32%	20 31%	62 29%	80 34%	47 31%	83 43%	142 31%	130 38%	264 33%
Liberal Democrats (Lib Dem)	128 16%	78 17%	107 16%	104 16%	96 16%	85 17%	2 16%	57 15%	71 17%	35 17%	45 16%	47 15%	10 12%	25 20%	33 22%	12 10%	25 19%	22 13%	10 15%	43 20%	43 18%	25 16%	17 9%	86 19%	42 12%	135 17%
Scottish Nationalist	25 3%	9 2%	20 3%	18 3%	18 3%	16 3%	-	20 5%	4 1%	3 2%	10 3%	12 4%	1 2%	2 1%	4 2%	6 5%	7 5%	5 3%	5 7%	7 3%	10 4%	1 1%	7 3%	17 4%	8 2%	20 3%
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 1%	* *	-	-	5 2%	-	-	-	-	1 1%	4 2%	-	2 1%	3 1%	1 *	* *	4 1%	1 *	4 1%
Green Party	34 4%	14 3%	27 4%	27 4%	26 4%	18 4%	-	16 4%	18 4%	9 4%	14 5%	10 3%	4 5%	5 4%	8 5%	7 5%	4 3%	6 3%	1 2%	7 3%	11 4%	6 4%	9 5%	18 4%	16 5%	36 5%
UKIP	27 3%	15 3%	24 4%	23 4%	20 3%	16 3%	* 5%	20 5%	7 2%	5 2%	11 4%	11 4%	3 4%	1 1%	3 2%	8 7%	4 3%	7 4%	3 5%	7 3%	5 2%	3 2%	12 6%	12 3%	16 4%	28 4%
British National Party	21 3%	9 2%	15 2%	15 2%	13 2%	11 2%	2 15%	11 3%	10 2%	8 4%	10 3%	3 1%	5 5%	3 3%	5 4%	4 3%	-	3 2%	-	4 2%	5 2%	6 4%	5 3%	9 2%	12 3%	17 2%
Other	12 1%	11 2%	11 2%	11 2%	11 2%	11 2%	-	6 2%	6 1%	2 1%	6 2%	4 1%	1 1%	1 1%	4 3%	2 2%	3 3%	* *	* 1%	2 1%	3 1%	6 4%	1 1%	5 1%	7 2%	16 2%
"Conservative Lead over Labour"	1 *	30 7%	16 2%	13 2%	26 4%	20 4%	1 13%	* *	2 *	1 1%	-8 -3%	8 2%	-3 -3%	4 4%	-1 -1%	-7 -5%	-7 -5%	14 8%	5 8%	20 9%	-3 -1%	11 7%	-26 -14%	17 4%	-16 -4%	16 2%
Undecided	73 7%	24 5%	46 6%	44 6%	34 5%	25 4%	1 2%	27 6%	45 9%	28 10%	27 7%	17 5%	9 7%	19 12%	16 8%	11 7%	12 8%	5 3%	1 2%	10 4%	29 10%	16 8%	18 7%	39 7%	34 7%	75 7%
Would not vote	102 10%	7 1%	10 1%	8 1%	7 1%	7 1%	70 85%	48 10%	54 10%	42 15%	41 11%	19 5%	20 17%	21 13%	19 10%	22 13%	5 3%	14 7%	4 5%	23 9%	21 7%	30 14%	28 12%	44 8%	58 13%	104 10%
Refused	28 3%	18 4%	23 3%	23 3%	21 3%	20 4%	1 1%	18 4%	10 2%	4 1%	12 3%	12 3%	3 3%	* *	4 2%	8 5%	4 2%	8 4%	4 6%	10 4%	8 3%	7 3%	3 1%	17 3%	10 2%	24 2%
Will vote for another party but don't know which	5 *	4 1%	5 1%	4 1%	4 1%	4 1%	-	2 *	2 *	* *	4 1%	-	* *	-	4 2%	-	-	-	-	2 1%	-	-	3 1%	2 *	3 1%	3 *

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006
Total Voting	799	274	273	128	525	526	357	442	204	542	89	351	14	367	228	66	128	595	591	201	262	258	279	109	683	343	191	183	265	98	800
Conservative	274	274	-	-	-	274	111	164	19	247	22	117	3	132	97	16	25	228	195	74	73	106	96	30	250	141	65	159	31	11	280
	34%	100%	-	-	-	52%	31%	37%	9%	46%	25%	33%	19%	36%	42%	24%	19%	38%	33%	37%	28%	41%	34%	27%	37%	41%	34%	87%	12%	11%	35%
Labour	273	-	273	-	273	-	118	155	145	96	33	111	8	122	63	25	62	185	211	62	111	76	86	50	241	118	67	3	184	9	264
	34%	-	100%	-	52%	-	33%	35%	71%	18%	37%	32%	58%	33%	28%	38%	49%	31%	36%	31%	42%	30%	31%	46%	35%	34%	35%	2%	69%	9%	33%
Liberal Democrats (Lib Dem)	128	-	-	128	128	-	67	61	26	97	18	64	2	61	31	16	17	92	91	36	26	44	58	17	108	39	31	3	26	72	135
	16%	-	-	100%	24%	24%	19%	14%	13%	18%	18%	18%	15%	17%	14%	24%	13%	15%	15%	18%	10%	17%	21%	16%	16%	11%	16%	2%	10%	73%	17%
Scottish Nationalist	25	-	-	-	25	25	15	10	3	19	2	15	-	13	2	2	8	15	22	3	23	-	2	2	2	16	2	2	2	-	20
	3%	-	-	-	5%	5%	4%	2%	1%	4%	2%	4%	-	3%	1%	3%	7%	2%	4%	1%	9%	-	1%	2%	*	5%	1%	1%	1%	-	3%
Plaid Cymru	5	-	-	-	5	5	1	5	-	5	-	1	-	-	3	-	3	3	5	-	-	5	-	-	-	-	2	-	1	-	4
	1%	-	-	-	1%	1%	*	1%	-	1%	-	*	-	-	1%	-	2%	*	1%	-	-	2%	-	-	-	-	1%	-	*	-	1%
Green Party	34	-	-	-	34	34	16	18	8	21	5	17	-	15	11	2	5	25	24	9	8	6	21	5	31	5	11	5	4	2	36
	4%	-	-	-	6%	6%	5%	4%	4%	4%	6%	5%	-	4%	5%	3%	4%	4%	4%	5%	3%	2%	7%	5%	5%	2%	6%	3%	2%	2%	5%
UKIP	27	-	-	-	27	27	15	12	-	27	2	15	-	10	13	1	2	24	22	5	10	9	7	-	24	13	8	6	5	2	28
	3%	-	-	-	5%	5%	4%	3%	-	5%	3%	4%	-	3%	6%	2%	2%	4%	4%	3%	4%	4%	3%	-	4%	4%	4%	3%	2%	2%	4%
British National Party	21	-	-	-	21	21	7	14	*	20	2	7	-	10	6	3	2	16	16	5	8	8	6	3	15	8	5	4	3	1	17
	3%	-	-	-	4%	4%	2%	3%	*	4%	2%	2%	-	3%	3%	4%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	1%	2%
Other	12	-	-	-	12	12	8	4	3	9	5	3	1	5	2	1	4	7	6	6	4	3	4	2	11	4	1	-	7	2	16
	1%	-	-	-	2%	2%	2%	1%	1%	2%	5%	1%	9%	1%	1%	1%	3%	1%	1%	3%	2%	1%	2%	2%	2%	1%	1%	-	3%	2%	2%
"Conservative Lead over Labour"	1	274	-273	0	-273	274	-7	8	-126	151	-11	6	-5	9	34	-9	-38	43	-16	12	-38	29	10	-20	8	22	-2	156	-153	2	16
	*	100%	-100%	0%	-52%	52%	-2%	2%	-62%	28%	-13%	2%	-39%	3%	15%	-14%	-29%	7%	-3%	6%	-14%	11%	3%	-19%	1%	7%	-1%	86%	-58%	2%	2%
Undecided	73	-	-	-	-	-	37	35	15	45	11	32	1	27	20	6	19	47	39	33	23	24	26	8	61	29	3	3	21	4	75
	7%	-	-	-	-	-	8%	7%	6%	7%	10%	7%	4%	6%	7%	6%	11%	6%	6%	12%	7%	8%	7%	6%	7%	7%	1%	1%	7%	4%	7%
Would not vote	102	-	-	-	-	-	53	49	24	61	14	54	-	45	16	21	18	61	56	42	40	23	38	10	94	46	15	2	15	1	104
	10%	-	-	-	-	-	11%	9%	10%	9%	12%	12%	-	10%	6%	23%	11%	8%	8%	15%	12%	7%	11%	8%	11%	11%	7%	1%	5%	1%	10%
Refused	28	-	-	-	-	-	14	14	6	21	3	15	-	12	10	-	5	23	21	4	12	6	11	1	25	7	3	4	1	-	24
	3%	-	-	-	-	-	3%	3%	2%	3%	2%	3%	-	3%	4%	-	3%	3%	3%	1%	3%	2%	3%	1%	3%	2%	1%	2%	*	-	2%
Will vote for another party but don't know which	5	-	-	-	-	-	2	3	*	4	-	2	-	2	-	*	2	2	5	-	-	2	3	*	5	4	-	-	2	-	3
	*	-	-	-	-	-	2%	1%	*	1%	-	*	-	*	-	*	1%	*	1%	-	-	1%	1%	*	1%	1%	-	-	1%	-	*

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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	513	513	513	513	513	513	-	241	272	95	177	241	27	68	91	86	106	135	59	174	143	83	113	317	196	513
Weighted Total	502	502	502	502	502	502	-	248	253	90	177	235	30	60	99	77	103	132	48	157	159	93	93	316	186	513
Total Voting	449	449	449	449	449	449	-	223	226	82	152	215	24	58	84	68	93	122	43	144	141	80	84	285	164	462
Conservative	168 37%	168 37%	168 37%	168 37%	168 37%	168 37%	-	77 35%	91 40%	35 43%	47 31%	86 40%	10 41%	25 44%	26 31%	21 31%	30 33%	56 46%	22 50%	61 42%	54 38%	27 34%	27 32%	114 40%	54 33%	180 39%
Labour	139 31%	139 31%	139 31%	139 31%	139 31%	139 31%	-	69 31%	69 31%	27 33%	46 30%	65 30%	9 39%	18 31%	22 26%	24 35%	27 29%	38 31%	13 29%	35 25%	39 28%	30 37%	35 42%	74 26%	65 39%	134 29%
Liberal Democrats (Lib Dem)	78 17%	78 17%	78 17%	78 17%	78 17%	78 17%	-	40 18%	39 17%	15 19%	30 20%	33 15%	3 13%	12 21%	21 25%	9 13%	20 22%	13 11%	5 12%	29 20%	28 20%	13 17%	7 9%	58 20%	21 13%	86 19%
Scottish Nationalist	9 2%	9 2%	9 2%	9 2%	9 2%	9 2%	-	8 4%	1 *	-	4 3%	5 2%	-	-	4 4%	*	5 6%	-	-	3 2%	2 1%	1 1%	4 4%	5 2%	4 3%	7 2%
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 2%	*	-	-	5 3%	-	-	-	-	1 1%	4 3%	-	2 1%	3 2%	1 1%	*	4 1%	1 1%	4 1%
Green Party	14 3%	14 3%	14 3%	14 3%	14 3%	14 3%	-	6 3%	8 4%	1 1%	5 3%	8 4%	-	1 2%	1 1%	4 5%	4 4%	5 4%	1 3%	4 3%	6 4%	1 1%	4 5%	9 3%	5 3%	15 3%
UKIP	15 3%	15 3%	15 3%	15 3%	15 3%	15 3%	-	9 4%	7 3%	*	8 5%	7 3%	-	*	3 1%	5 3%	2 2%	5 4%	2 5%	6 4%	3 2%	1 1%	5 6%	9 3%	6 4%	14 3%
British National Party	9 2%	9 2%	9 2%	9 2%	9 2%	9 2%	-	4 2%	5 2%	1 1%	6 4%	1 1%	1 5%	-	3 4%	3 4%	-	1 1%	-	2 2%	4 3%	2 2%	1 1%	6 2%	2 1%	8 2%
Other	11 2%	11 2%	11 2%	11 2%	11 2%	11 2%	-	5 2%	6 2%	2 2%	6 4%	3 1%	1 3%	1 2%	4 5%	2 3%	3 3%	*	*	2 1%	3 2%	6 7%	1 1%	5 2%	6 4%	14 3%
"Conservative Lead over Labour"	30 7%	30 7%	30 7%	30 7%	30 7%	30 7%	0 0%	8 4%	22 10%	8 10%	1 1%	21 10%	*	8 2%	4 4%	-3 -4%	3 4%	17 14%	9 21%	25 18%	15 10%	-3 -3%	-8 -9%	40 14%	-10 -6%	46 10%
Undecided	24 5%	24 5%	24 5%	24 5%	24 5%	24 5%	-	8 3%	16 6%	4 4%	9 5%	11 5%	2 7%	2 3%	8 8%	2 2%	7 7%	4 3%	1 2%	4 3%	11 7%	6 6%	3 3%	15 5%	9 5%	26 5%
Would not vote	7 1%	7 1%	7 1%	7 1%	7 1%	7 1%	-	2 1%	4 2%	4 4%	3 2%	-	3 11%	*	2 3%	*	-	-	-	*	2 1%	3 3%	1 1%	2 1%	4 2%	7 1%
Refused	18 4%	18 4%	18 4%	18 4%	18 4%	18 4%	-	12 5%	6 2%	-	8 5%	10 4%	-	-	1 1%	8 10%	4 4%	6 5%	4 9%	7 5%	5 3%	4 4%	2 2%	12 4%	6 3%	16 3%
Will vote for another party but don't know which	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	-	2 1%	2 1%	-	4 2%	-	-	-	4 4%	-	-	-	-	2 1%	-	-	2 2%	2 1%	2 1%	2 *

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	513	180	134	86	282	328	210	303	127	355	120	151	7	192	224	40	50	416	395	114	179	160	174	62	434	207	145	153	162	86	513
Weighted Total	502	168	139	78	281	310	212	290	122	349	56	201	8	217	178	39	63	395	390	106	172	159	171	62	418	215	135	147	169	74	513
Total Voting	449	168	139	78	281	310	186	263	111	311	50	175	8	194	162	36	54	356	354	92	150	148	151	58	373	192	129	141	160	71	462
Conservative	168	168	-	-	-	168	62	106	5	158	13	63	3	72	77	11	6	149	127	39	47	61	61	18	151	84	54	123	16	9	180
	37%	100%	-	-	-	54%	33%	41%	5%	51%	26%	36%	35%	37%	47%	31%	12%	42%	36%	42%	31%	41%	40%	31%	41%	44%	42%	87%	10%	13%	39%
Labour	139	-	139	-	139	-	52	87	85	41	17	48	3	57	39	11	32	96	115	24	65	40	34	22	118	64	39	2	116	7	134
	31%	-	100%	-	49%	-	28%	33%	76%	13%	34%	27%	34%	29%	24%	31%	58%	27%	32%	26%	43%	27%	22%	38%	32%	33%	30%	1%	72%	9%	29%
Liberal Democrats (Lib Dem)	78	-	-	78	78	-	43	35	14	60	12	38	1	41	21	10	6	62	59	20	11	28	39	12	63	24	20	2	13	52	86
	17%	-	-	100%	28%	25%	23%	14%	13%	19%	25%	22%	15%	21%	13%	28%	11%	17%	17%	20%	8%	19%	25%	20%	17%	12%	15%	2%	8%	73%	19%
Scottish Nationalist	9	-	-	-	9	9	8	1	1	6	*	8	-	3	1	2	4	4	9	-	9	-	-	-	-	4	*	-	*	-	7
	2%	-	-	-	3%	3%	4%	1%	1%	2%	1%	4%	-	2%	*	5%	7%	1%	3%	-	6%	-	-	-	-	2%	*	-	*	-	2%
Plaid Cymru	5	-	-	-	5	5	1	5	-	5	-	1	-	-	3	-	3	3	5	-	-	5	-	-	-	-	2	-	1	-	4
	1%	-	-	-	2%	2%	*	2%	-	2%	-	*	-	-	2%	-	5%	1%	2%	-	-	4%	-	-	-	-	1%	-	1%	-	1%
Green Party	14	-	-	-	14	14	4	10	3	10	*	6	-	6	8	-	*	14	11	2	5	1	8	2	12	1	4	5	1	1	15
	3%	-	-	-	5%	5%	2%	4%	3%	3%	1%	3%	-	3%	5%	-	1%	4%	3%	2%	3%	1%	5%	3%	3%	1%	3%	4%	1%	2%	3%
UKIP	15	-	-	-	15	15	6	9	-	15	1	6	-	6	9	1	-	14	14	1	6	7	2	-	13	7	5	6	3	*	14
	3%	-	-	-	5%	5%	3%	4%	-	5%	2%	3%	-	3%	5%	2%	-	4%	4%	1%	4%	4%	2%	-	3%	4%	4%	4%	2%	*	3%
British National Party	9	-	-	-	9	9	3	5	*	8	1	3	-	5	3	-	1	8	8	1	4	2	3	3	6	4	5	3	2	-	8
	2%	-	-	-	3%	3%	2%	2%	*	2%	3%	2%	-	3%	2%	-	1%	2%	2%	1%	2%	1%	2%	5%	2%	2%	4%	2%	1%	-	2%
Other	11	-	-	-	11	11	8	4	2	8	5	3	1	5	2	1	3	7	5	6	4	3	4	2	10	3	1	-	7	2	14
	2%	-	-	-	4%	4%	4%	1%	2%	3%	9%	2%	16%	2%	1%	2%	6%	2%	1%	6%	3%	2%	3%	3%	3%	2%	1%	-	5%	3%	3%
"Conservative Lead over Labour"	30	168	-139	0	-139	168	10	20	-80	117	-4	16	*	15	37	*	-25	53	13	15	-18	21	27	-4	33	20	15	121	-100	2	46
	7%	100%	-100%	0%	-49%	54%	5%	8%	-71%	38%	-7%	9%	*	8%	23%	*	-47%	15%	4%	16%	-12%	14%	18%	-7%	9%	11%	12%	86%	-62%	3%	10%
Undecided	24	-	-	-	-	-	12	12	4	16	3	11	1	11	10	*	2	21	15	10	13	2	9	1	19	11	1	2	6	3	26
	5%	-	-	-	-	-	6%	4%	3%	5%	6%	5%	7%	5%	6%	1%	4%	5%	4%	9%	7%	2%	5%	2%	5%	5%	1%	2%	4%	5%	5%
Would not vote	7	-	-	-	-	-	3	4	4	3	1	3	-	3	-	3	-	3	3	3	2	3	1	1	5	4	2	-	-	-	7
	1%	-	-	-	-	-	1%	1%	3%	1%	2%	2%	-	1%	-	7%	-	1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	-	-	-	1%
Refused	18	-	-	-	-	-	9	9	3	15	2	10	-	8	6	-	4	14	14	1	7	3	8	1	17	4	3	4	1	-	16
	4%	-	-	-	-	-	4%	3%	2%	4%	3%	5%	-	3%	3%	-	7%	3%	4%	1%	4%	2%	4%	2%	4%	2%	2%	2%	*	-	3%
Will vote for another party but don't know which	4	-	-	-	-	-	2	2	-	4	-	2	-	2	-	-	2	2	4	-	-	2	2	-	4	4	-	-	2	-	2
	1%	-	-	-	-	-	1%	1%	-	1%	-	1%	-	1%	-	-	4%	*	1%	-	-	1%	1%	-	1%	2%	-	-	1%	-	*

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006	
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006	
Conservative	242 24%	149 30%	211 28%	199 28%	191 29%	164 29%	3 4%	115 24%	127 24%	70 24%	80 22%	92 26%	29 24%	41 24%	42 21%	38 23%	37 24%	56 27%	23 31%	70 27%	71 24%	51 25%	49 20%	142 26%	100 22%	245 24%	
Labour	230 23%	123 25%	191 25%	182 25%	166 25%	143 25%	3 3%	111 23%	119 23%	68 24%	75 21%	87 24%	29 25%	39 23%	39 20%	36 22%	37 24%	49 24%	19 25%	54 21%	67 23%	35 17%	73 30%	121 22%	109 24%	220 22%	
Liberal Democrats (Lib Dem)	110 11%	70 14%	95 13%	93 13%	86 13%	77 14%	2 2%	48 10%	62 12%	29 10%	43 12%	38 11%	6 5%	23 14%	31 16%	11 7%	20 13%	18 9%	8 11%	39 15%	37 13%	19 9%	14 6%	77 14%	33 7%	114 11%	
Scottish Nationalist	23 2%	9 2%	20 3%	18 2%	18 3%	16 3%	-	19 4%	4 1%	3 1%	10 3%	10 3%	1 1%	2 1%	4 2%	6 4%	6 4%	4 2%	4 6%	6 2%	10 3%	1 1%	6 2%	16 3%	7 2%	18 2%	
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 1%	* *	-	-	5 2%	-	-	-	-	-	1 1%	4 2%	-	2 1%	3 1%	1 *	* *	4 1%	1 *	4 *	
Green Party	26 3%	12 2%	23 3%	22 3%	22 3%	16 3%	-	12 2%	14 3%	5 2%	12 3%	8 2%	3 2%	2 1%	8 4%	4 3%	4 3%	4 2%	1 2%	6 2%	10 3%	6 3%	3 1%	16 3%	10 2%	29 3%	
UKIP	27 3%	15 3%	24 3%	23 3%	20 3%	15 3%	*	20 4%	7 1%	4 2%	11 3%	11 3%	3 3%	1 1%	3 2%	8 5%	4 2%	7 4%	3 4%	7 3%	5 2%	3 2%	12 5%	11 2%	16 3%	27 3%	
Scottish Socialist Party	* *	* *	* *	* *	* *	* *	-	-	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	1 *
Independent Candidate	3 *	3 1%	3 *	3 *	3 *	3 *	-	1 *	2 *	1 *	1 *	1 *	-	1 *	-	1 1%	1 1%	-	-	-	1 *	1 1%	1 *	1 *	2 *	4 *	
Other	28 3%	16 3%	23 3%	23 3%	20 3%	18 3%	2 2%	15 3%	13 2%	9 3%	14 4%	5 1%	5 4%	4 3%	9 5%	5 3%	2 1%	3 1%	-	6 2%	7 2%	10 5%	5 2%	13 2%	15 3%	24 2%	
Undecided	171 17%	63 13%	116 15%	110 15%	94 14%	75 13%	6 7%	65 13%	106 20%	56 19%	58 16%	58 16%	19 16%	37 22%	33 17%	25 15%	30 20%	27 13%	6 9%	36 14%	48 16%	39 19%	48 20%	84 15%	87 19%	184 18%	
Would not vote	96 10%	5 1%	8 1%	6 1%	5 1%	5 1%	66 80%	48 10%	49 9%	38 13%	39 11%	19 5%	20 17%	18 11%	17 9%	22 13%	5 3%	14 7%	4 5%	21 8%	21 7%	28 13%	27 11%	42 8%	54 12%	101 10%	
Don't know	4 *	4 1%	4 1%	4 1%	4 1%	4 1%	-	2 *	2 *	-	4 1%	-	-	-	4 2%	-	-	-	-	2 1%	-	-	2 1%	2 *	2 1%	2 *	
Refused	41 4%	28 6%	33 4%	33 5%	31 5%	31 5%	1 1%	25 5%	16 3%	3 1%	16 4%	22 6%	3 3%	-	7 3%	9 5%	5 3%	17 8%	6 8%	12 5%	14 5%	11 5%	4 2%	26 5%	15 3%	33 3%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006
Conservative	242	242	-	-	-	242	101	141	16	218	18	107	3	118	83	11	24	201	167	70	62	93	87	27	219	125	58	145	29	9	245
	24%	88%	-	-	-	46%	22%	26%	7%	32%	15%	24%	18%	26%	30%	12%	14%	28%	23%	25%	18%	30%	24%	21%	25%	29%	28%	76%	9%	9%	24%
Labour	230	-	230	-	230	-	96	134	130	74	28	93	6	104	56	23	47	160	177	53	101	62	67	36	202	98	55	3	150	9	220
	23%	-	84%	-	44%	-	21%	25%	52%	11%	24%	20%	44%	23%	20%	24%	27%	22%	25%	19%	30%	20%	19%	28%	23%	23%	26%	2%	49%	8%	22%
Liberal Democrats (Lib Dem)	110	-	-	110	110	110	60	50	24	81	16	57	2	55	26	12	13	82	75	34	22	35	52	16	92	32	29	3	23	65	114
	11%	-	-	86%	21%	21%	13%	9%	10%	12%	14%	13%	14%	12%	10%	13%	8%	11%	11%	11%	12%	7%	11%	15%	12%	11%	7%	2%	8%	63%	11%
Scottish Nationalist	23	-	-	-	23	23	15	9	2	19	2	15	-	12	1	2	8	13	20	3	21	-	2	2	2	15	2	2	2	-	18
	2%	-	-	-	4%	4%	3%	2%	1%	3%	1%	3%	-	3%	*	2%	5%	2%	3%	1%	6%	-	1%	2%	*	4%	1%	1%	1%	-	2%
Plaid Cymru	5	-	-	-	5	5	1	5	-	5	-	1	-	-	3	-	3	3	5	-	-	5	-	-	-	-	2	-	1	-	4
	1%	-	-	-	1%	1%	*	1%	-	1%	-	*	-	-	1%	-	2%	*	1%	-	-	2%	-	-	-	-	1%	-	*	-	*
Green Party	26	-	-	-	26	26	15	11	8	15	5	11	-	13	9	1	2	22	17	7	6	6	14	4	25	4	6	2	4	2	29
	3%	-	-	-	5%	5%	3%	2%	3%	2%	4%	2%	-	3%	3%	2%	1%	3%	2%	3%	2%	2%	4%	3%	3%	1%	3%	1%	1%	2%	3%
UKIP	27	-	-	-	27	27	15	12	-	27	2	15	-	10	13	1	2	24	22	5	10	9	7	-	24	13	8	6	5	2	27
	3%	-	-	-	5%	5%	3%	2%	-	4%	2%	3%	-	2%	5%	1%	2%	3%	3%	2%	3%	3%	2%	-	3%	3%	4%	3%	2%	2%	3%
Scottish Socialist Party	*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	*	-	*	-	-	-	-	-	-	*	-	*	1
	*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	*	-	*	-	-	-	-	-	*	-	*	*	*
Independent Candidate	3	-	-	-	3	3	2	1	-	3	1	-	1	3	-	-	1	3	1	2	2	1	-	-	3	2	-	-	1	1	4
	*	-	-	-	1%	1%	*	*	-	*	1%	-	8%	1%	-	-	*	*	*	1%	1%	1%	*	-	*	*	-	-	*	1%	*
Other	28	-	-	-	28	28	12	16	3	24	4	10	-	12	7	3	5	19	19	9	10	9	9	4	21	9	6	4	9	*	24
	3%	-	-	-	5%	5%	3%	3%	1%	4%	4%	2%	-	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	2%	3%	*	2%
Undecided	171	28	41	17	69	56	77	94	39	111	23	76	2	63	45	18	41	109	119	52	49	56	65	27	147	71	28	17	56	11	184
	17%	10%	15%	13%	13%	11%	17%	17%	16%	16%	19%	17%	16%	14%	17%	19%	24%	15%	17%	18%	15%	18%	18%	21%	17%	17%	13%	9%	19%	10%	18%
Would not vote	96	-	-	-	-	-	51	46	20	59	14	49	-	41	16	21	17	57	54	39	36	23	37	10	90	44	15	2	15	1	101
	10%	-	-	-	-	-	11%	8%	8%	9%	12%	11%	-	9%	6%	23%	10%	8%	8%	14%	11%	7%	10%	8%	10%	10%	7%	1%	5%	1%	10%
Don't know	4	-	-	-	-	-	2	2	-	4	-	2	-	2	-	-	2	2	4	-	-	2	2	-	4	4	-	-	2	-	2
	*	-	-	-	-	-	*	*	-	1%	-	*	-	*	-	-	1%	*	1%	-	-	1%	1%	-	*	1%	-	-	1%	-	*
Refused	41	5	2	1	4	7	18	23	8	33	4	18	-	19	14	-	8	33	30	8	17	10	14	3	37	12	3	6	5	3	33
	4%	2%	1%	1%	1%	1%	4%	4%	3%	5%	4%	4%	-	4%	5%	-	4%	5%	4%	3%	5%	3%	4%	2%	4%	3%	2%	3%	2%	3%	3%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	217	92	155	147	128	105	6	91	126	53	74	90	19	34	43	31	40	50	20	48	60	49	60	108	109	217
Weighted Total	212	91	149	143	125	105	7	90	122	59	74	80	22	37	39	34	35	45	12	48	62	50	51	110	102	217
Conservative	33 15%	19 21%	28 19%	26 18%	26 21%	22 21%	1 13%	13 14%	20 16%	6 10%	7 10%	19 24%	* 1%	6 16%	6 14%	2 5%	3 10%	16 35%	2 21%	12 25%	6 9%	7 14%	8 16%	18 16%	15 15%	35 16%
Labour	43 20%	16 17%	31 21%	30 21%	25 20%	23 22%	-	17 19%	26 21%	6 11%	20 27%	17 22%	3 14%	3 8%	9 24%	10 30%	10 28%	7 16%	1 12%	8 17%	13 21%	12 24%	10 19%	21 19%	22 21%	44 20%
Liberal Democrats (Lib Dem)	18 9%	8 9%	12 8%	11 8%	10 8%	8 8%	-	9 10%	9 7%	6 10%	3 4%	10 12%	4 20%	1 4%	2 5%	1 2%	5 15%	5 10%	2 15%	4 8%	6 9%	6 12%	3 6%	9 8%	9 9%	21 10%
Scottish Nationalist	2 1%	-	*	*	*	-	-	2 2%	-	-	-	2 2%	-	-	-	-	1 3%	* 1%	* 4%	1 2%	-	-	* 1%	1 1%	* *	2 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	8 4%	3 3%	5 3%	5 3%	4 3%	3 2%	-	3 4%	5 4%	4 7%	2 3%	2 2%	1 5%	3 8%	-	2 6%	-	2 4%	-	1 3%	1 1%	-	6 12%	2 2%	6 6%	7 3%
UKIP	*	*	*	*	*	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	1 *
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	-	1 3%	-	-	-	*	-	*	1 *
Other	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	* *	1 1%	1 3%	-	-	* 1%	-	1 1%	-	-	* *	1 1%	1 1%	* *	1 1%	3 1%
Undecided	73 34%	24 27%	46 31%	44 31%	34 27%	25 24%	1 21%	27 30%	45 37%	28 48%	27 37%	17 21%	9 40%	19 53%	16 41%	11 32%	12 34%	5 12%	1 10%	10 21%	29 46%	16 32%	18 34%	39 35%	34 33%	75 35%
Would not vote	5 3%	2 2%	2 1%	2 1%	2 2%	3 2%	3 51%	-	5 5%	3 6%	2 3%	-	-	3 9%	2 5%	-	-	-	-	2 4%	-	2 4%	2 3%	2 2%	4 4%	3 1%
Refused	28 13%	18 20%	23 15%	23 16%	21 17%	20 19%	1 15%	18 20%	10 8%	4 6%	12 17%	12 15%	3 14%	* 1%	4 10%	8 24%	4 10%	8 19%	4 35%	10 20%	8 13%	7 14%	3 7%	17 16%	10 10%	24 11%
Don't know	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	1 *
	*	-	*	-	-	-	-	-	*	1%	-	-	2%	-	-	-	-	-	-	-	-	-	1%	-	*	*

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned out	Private rent	Social rent	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	217	35	44	21	79	70	88	129	46	149	55	61	3	75	81	17	41	156	150	65	74	68	75	28	185	87	34	24	64	18	217	
Weighted Total	212	33	43	18	73	63	94	118	47	143	27	94	2	82	60	18	49	142	150	59	67	66	79	30	184	83	31	23	61	14	217	
Conservative	33	33	-	-	-	33	10	23	2	30	4	11	-	13	14	5	*	27	28	5	11	12	9	3	31	16	7	15	2	1	35	
	15%	100%	-	-	-	52%	10%	19%	5%	21%	15%	11%	-	16%	24%	26%	1%	19%	19%	8%	17%	18%	11%	10%	17%	19%	21%	63%	4%	10%	16%	
Labour	43	-	43	-	43	-	22	21	15	23	5	18	2	18	7	2	16	25	34	9	10	14	19	14	39	21	12	-	33	*	44	
	20%	-	100%	-	59%	-	23%	18%	32%	16%	20%	20%	76%	22%	12%	12%	32%	18%	23%	15%	14%	22%	24%	47%	21%	25%	38%	-	54%	3%	20%	
Liberal Democrats (Lib Dem)	18	-	-	18	18	18	7	11	2	16	2	7	-	5	5	4	4	10	16	2	4	9	5	1	16	7	2	-	3	7	21	
	9%	-	-	100%	25%	29%	7%	10%	5%	11%	7%	7%	-	7%	8%	20%	7%	7%	11%	4%	6%	14%	7%	4%	9%	8%	7%	-	5%	48%	10%	
Scottish Nationalist	2	-	-	-	2	2	-	2	1	*	-	-	-	*	1	-	-	2	2	-	2	-	-	-	-	*	-	-	-	-	2	
	1%	-	-	-	2%	3%	-	1%	2%	*	-	-	-	1%	2%	-	-	1%	1%	-	2%	-	-	-	-	1%	-	-	-	-	1%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	8	-	-	-	8	8	2	7	-	5	1	6	-	1	2	1	3	3	6	2	2	-	6	1	6	1	5	3	-	-	7	
	4%	-	-	-	11%	13%	2%	6%	-	4%	2%	6%	-	2%	3%	5%	6%	2%	4%	3%	3%	-	8%	5%	3%	1%	15%	11%	-	-	3%	
UKIP	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	*	-	*	*	-	-	*	1	
	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	2%	-	-	-	*	-	*	-	*	-	*	1%	-	-	2%	*	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Independent Candidate	*	-	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	-	-	*	-	*	-	-	-	-	-	*	1	
	*	-	-	-	1%	1%	-	*	-	-	-	-	-	-	1%	-	-	*	*	-	-	*	-	*	-	-	-	-	-	3%	*	
Other	1	-	-	-	1	1	1	1	-	1	1	-	-	1	*	-	1	1	1	*	-	1	*	1	1	1	*	-	-	1	3	
	1%	-	-	-	2%	2%	1%	*	-	1%	3%	-	-	1%	*	-	1%	1%	1%	*	-	2%	*	1%	1%	1%	1%	-	-	4%	1%	
Undecided	73	-	-	-	-	-	37	35	15	45	11	32	1	27	20	6	19	47	39	33	23	24	26	8	61	29	3	3	21	4	75	
	34%	-	-	-	-	-	39%	30%	33%	31%	41%	34%	24%	33%	33%	32%	39%	33%	26%	56%	34%	36%	33%	26%	33%	35%	9%	11%	35%	31%	35%	
Would not vote	5	-	-	-	-	-	2	4	4	2	-	5	-	4	-	-	2	4	2	4	4	-	2	-	3	2	-	-	-	-	3	
	3%	-	-	-	-	-	2%	3%	8%	1%	-	6%	-	5%	-	-	3%	3%	1%	6%	6%	-	2%	-	2%	2%	-	-	-	-	1%	
Refused	28	-	-	-	-	-	14	14	6	21	3	15	-	12	10	-	5	23	21	4	12	6	11	1	25	7	3	4	1	-	24	
	13%	-	-	-	-	-	15%	12%	13%	15%	11%	16%	-	15%	17%	-	11%	16%	14%	7%	17%	9%	13%	5%	14%	9%	9%	15%	1%	-	11%	
Don't know	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	-	*	*	*	-	-	-	-	-	-	1	
	*	-	-	-	-	-	-	*	1%	-	-	-	-	-	-	3%	-	-	*	-	-	1%	2%	*	-	-	-	-	-	-	*	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

Table 9

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

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	513	513	513	513	513	513	-	241	272	95	177	241	27	68	91	86	106	135	59	174	143	83	113	317	196	513	
Weighted Total	502	502	502	502	502	502	-	248	253	90	177	235	30	60	99	77	103	132	48	157	159	93	93	316	186	513	
Conservative	149 30%	149 30%	149 30%	149 30%	149 30%	149 30%	-	72 29%	77 31%	32 35%	44 25%	73 31%	10 33%	22 36%	23 23%	21 28%	28 27%	45 34%	21 43%	51 32%	52 33%	23 25%	23 25%	103 33%	46 25%	162 32%	
Labour	123 25%	123 25%	123 25%	123 25%	123 25%	123 25%	-	60 24%	63 25%	23 26%	41 23%	58 25%	6 21%	17 28%	21 21%	21 27%	23 22%	36 27%	13 26%	33 21%	34 22%	22 24%	33 36%	68 21%	55 30%	119 23%	
Liberal Democrats (Lib Dem)	70 14%	70 14%	70 14%	70 14%	70 14%	70 14%	-	34 14%	36 14%	15 17%	30 17%	25 11%	3 11%	12 20%	21 21%	9 11%	15 15%	10 7%	4 9%	27 18%	26 16%	11 12%	6 6%	53 17%	17 9%	76 15%	
Scottish Nationalist	9 2%	9 2%	9 2%	9 2%	9 2%	9 2%	-	8 3%	1 *	-	4 2%	5 2%	-	-	4 4%	*	5 5%	-	-	3 2%	2 1%	1 1%	4 4%	5 2%	4 2%	7 1%	
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 2%	*	-	-	5 2%	-	-	-	-	1 1%	4 3%	-	2 1%	3 2%	1 1%	*	4 1%	1 1%	4 1%	
Green Party	12 2%	12 2%	12 2%	12 2%	12 2%	12 2%	-	4 1%	8 3%	1 1%	4 2%	7 3%	-	1 2%	1 1%	3 4%	4 3%	3 2%	1 3%	3 2%	6 3%	1 1%	2 3%	8 3%	3 2%	13 3%	
UKIP	15 3%	15 3%	15 3%	15 3%	15 3%	15 3%	-	8 3%	7 3%	-	8 5%	7 3%	-	-	3 3%	5 7%	2 2%	5 4%	2 5%	6 4%	3 2%	1 1%	5 5%	9 3%	6 3%	13 3%	
Scottish Socialist Party	* *	* *	* *	* *	* *	* *	-	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	* *	- *	- *	- *	* *	- *	- *	1 *
Independent Candidate	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	-	1 *	2 1%	1 1%	1 1%	1 *	-	1 1%	-	1 2%	1 1%	-	-	-	1 1%	1 1%	-	1 *	1 1%	3 1%	
Other	16 3%	16 3%	16 3%	16 3%	16 3%	16 3%	-	8 3%	7 3%	2 2%	11 6%	3 1%	1 4%	1 1%	7 7%	3 4%	2 2%	1 1%	-	4 3%	5 3%	5 6%	1 1%	10 3%	6 3%	15 3%	
Undecided	63 13%	63 13%	63 13%	63 13%	63 13%	63 13%	-	26 11%	37 15%	12 14%	17 10%	33 14%	6 20%	6 11%	13 13%	5 6%	18 17%	16 12%	2 4%	16 10%	17 11%	18 19%	12 13%	33 11%	30 16%	68 13%	
Would not vote	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	2 1%	2 1%	4 4%	1 *	-	3 11%	*	*	*	-	-	-	* *	2 1%	1 1%	1 1%	2 1%	2 1%	6 1%	
Don't know	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	-	2 1%	2 1%	-	4 2%	-	-	-	4 4%	-	-	-	-	2 1%	-	-	2 2%	2 1%	2 1%	2 *	
Refused	28 6%	28 6%	28 6%	28 6%	28 6%	28 6%	-	17 7%	11 4%	-	11 6%	17 7%	-	-	2 2%	9 11%	5 5%	13 10%	5 9%	9 6%	8 5%	8 8%	3 3%	18 6%	10 6%	24 5%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

Table 10

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

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	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems			
Unweighted Total	513	180	134	86	282	328	210	303	127	355	120	151	7	192	224	40	50	416	395	114	179	160	174	62	434	207	145	153	162	86	513	
Weighted Total	502	168	139	78	281	310	212	290	122	349	56	201	8	217	178	39	63	395	390	106	172	159	171	62	418	215	135	147	169	74	513	
Conservative	149	149	-	-	-	149	58	91	3	142	11	59	3	64	69	8	6	133	112	35	40	55	54	16	133	76	50	112	14	8	162	
	30%	89%	-	-	-	48%	28%	31%	2%	41%	19%	29%	32%	29%	39%	20%	10%	34%	29%	33%	23%	35%	32%	26%	32%	35%	37%	76%	8%	11%	32%	
Labour	123	-	123	-	123	-	44	79	77	34	15	41	2	49	38	10	27	87	103	20	59	34	30	20	105	54	33	2	101	7	119	
	25%	-	89%	-	44%	-	21%	27%	63%	10%	27%	20%	25%	23%	21%	25%	42%	22%	26%	19%	34%	22%	18%	33%	25%	25%	24%	1%	60%	9%	23%	
Liberal Democrats (Lib Dem)	70	-	-	70	70	70	43	27	14	52	12	37	1	39	18	9	3	57	51	20	9	25	36	12	56	22	17	2	11	48	76	
	14%	-	-	90%	25%	23%	20%	9%	11%	15%	21%	19%	14%	18%	10%	23%	5%	14%	13%	19%	5%	16%	21%	19%	13%	10%	13%	2%	7%	65%	15%	
Scottish Nationalist	9	-	-	-	9	9	8	1	1	6	*	8	-	3	1	2	4	4	9	-	9	-	-	-	-	4	*	-	*	-	7	
	2%	-	-	-	3%	3%	4%	*	1%	2%	1%	4%	-	1%	*	5%	6%	1%	2%	-	5%	-	-	-	-	2%	*	-	*	-	1%	
Plaid Cymru	5	-	-	-	5	5	1	5	-	5	-	1	-	-	3	-	3	3	5	-	-	5	-	-	-	-	-	2	-	1	-	4
	1%	-	-	-	2%	2%	*	2%	-	2%	-	*	-	-	2%	-	4%	1%	1%	-	-	3%	-	-	-	-	1%	-	1%	-	-	1%
Green Party	12	-	-	-	12	12	3	8	3	7	*	3	-	5	6	-	*	11	10	1	3	1	7	2	11	1	1	2	1	1	13	
	2%	-	-	-	4%	4%	2%	3%	3%	2%	1%	1%	-	2%	3%	-	1%	3%	2%	1%	2%	1%	4%	3%	3%	1%	1%	2%	1%	2%	3%	
UKIP	15	-	-	-	15	15	5	9	-	15	1	6	-	6	9	*	-	14	14	1	6	7	2	-	13	7	5	6	3	-	13	
	3%	-	-	-	5%	5%	3%	3%	-	4%	1%	3%	-	3%	5%	1%	-	4%	4%	1%	4%	4%	1%	-	3%	3%	3%	4%	2%	-	3%	
Scottish Socialist Party	*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	*	-	*	-	-	-	-	-	-	*	-	*	1	
	*	-	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	*	*	-	*	-	-	-	-	-	-	*	-	*	*	
Independent Candidate	3	-	-	-	3	3	2	1	-	3	1	-	1	3	-	-	-	3	1	2	2	1	-	-	3	1	-	-	1	1	3	
	1%	-	-	-	1%	1%	1%	*	-	1%	2%	-	15%	1%	-	-	-	1%	*	2%	1%	*	-	-	1%	1%	-	-	1%	2%	1%	
Other	16	-	-	-	16	16	8	8	3	12	4	6	-	7	4	1	4	11	11	5	5	4	7	4	12	5	6	3	8	*	15	
	3%	-	-	-	6%	5%	4%	3%	2%	4%	6%	3%	-	3%	2%	2%	6%	3%	3%	4%	3%	2%	4%	7%	3%	2%	4%	2%	5%	1%	3%	
Undecided	63	14	13	8	25	26	23	40	15	43	9	25	1	28	20	6	8	48	45	19	26	17	20	4	51	30	16	13	22	5	68	
	13%	8%	10%	10%	9%	8%	11%	14%	12%	12%	15%	12%	13%	13%	11%	17%	12%	12%	11%	18%	15%	11%	12%	7%	12%	14%	12%	9%	13%	7%	13%	
Would not vote	5	-	-	-	-	-	3	2	2	3	1	1	-	1	-	3	-	1	3	1	*	3	1	1	5	2	2	-	-	-	6	
	1%	-	-	-	-	-	1%	1%	1%	1%	2%	1%	-	*	-	7%	-	*	1%	1%	*	2%	1%	2%	1%	1%	1%	1%	-	-	1%	
Don't know	4	-	-	-	-	-	2	2	-	4	-	2	-	2	-	-	2	2	4	-	-	2	2	-	4	4	-	-	2	-	2	
	1%	-	-	-	-	-	1%	1%	-	1%	-	1%	-	1%	-	-	4%	*	1%	-	-	1%	1%	-	1%	2%	-	-	1%	-	*	
Refused	28	5	2	-	3	5	12	16	5	23	3	13	-	12	10	-	6	22	22	3	12	4	11	2	26	10	3	6	4	3	24	
	6%	3%	2%	-	1%	2%	6%	6%	4%	7%	5%	6%	-	5%	6%	-	10%	6%	6%	3%	7%	3%	7%	4%	6%	4%	3%	4%	2%	4%	5%	

Fieldwork dates : 13th to 15th November 2009

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* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

Table 11

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

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	92	92	92	92	92	-	40	52	10	28	54	4	6	16	12	27	27	10	26	26	20	20	52	40	92	
Weighted Total	91	91	91	91	91	-	43	48	12	28	51	6	6	15	13	23	28	7	26	26	26	15	51	40	92	
Conservative	19	19	19	19	19	-	5	14	4	3	13	-	4	3	-	2	11	1	10	2	4	4	11	8	18	
	21%	21%	21%	21%	21%	-	12%	29%	29%	10%	25%	-	55%	19%	-	10%	38%	10%	37%	7%	14%	28%	22%	19%	20%	
Labour	16	16	16	16	16	-	9	6	4	5	7	3	1	2	3	4	3	-	2	4	8	2	7	9	15	
	17%	17%	17%	17%	17%	-	22%	13%	32%	17%	14%	53%	13%	10%	25%	19%	9%	-	8%	17%	29%	11%	13%	23%	16%	
Liberal Democrats (Lib Dem)	8	8	8	8	8	-	5	3	-	-	8	-	-	-	-	5	3	1	2	3	2	1	5	4	10	
	9%	9%	9%	9%	9%	-	12%	6%	-	-	16%	-	-	-	-	23%	10%	8%	7%	11%	9%	10%	9%	9%	11%	
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Green Party	3	3	3	3	3	-	3	-	-	1	2	-	-	-	1	-	2	-	1	-	-	2	1	2	2	
	3%	3%	3%	3%	3%	-	6%	-	-	3%	4%	-	-	-	6%	-	6%	-	3%	-	-	12%	2%	5%	2%	
UKIP	*	*	*	*	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	1	
	*	*	*	*	*	-	1%	-	2%	-	-	-	4%	-	-	-	-	-	-	1%	-	-	1%	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Independent Candidate	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	*	1	
	*	*	*	*	*	-	-	1%	-	-	1%	-	-	-	-	-	1%	5%	-	-	-	3%	-	1%	1%	
Other	1	1	1	1	1	-	-	1	1	*	-	1	-	-	*	-	-	-	-	*	1	-	*	1	2	
	1%	1%	1%	1%	1%	-	-	2%	5%	1%	-	10%	-	-	1%	-	-	-	-	1%	2%	-	*	2%	2%	
Undecided	24	24	24	24	24	-	8	16	4	9	11	2	2	8	2	7	4	1	4	11	6	3	15	9	26	
	27%	27%	27%	27%	27%	-	18%	34%	32%	33%	21%	37%	28%	53%	12%	32%	13%	14%	17%	44%	23%	20%	30%	22%	28%	
Would not vote	2	2	2	2	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-	-	2	-	-	2	1	
	2%	2%	2%	2%	2%	-	-	4%	-	7%	-	-	-	14%	-	-	-	-	-	-	8%	-	-	5%	1%	
Refused	18	18	18	18	18	-	12	6	-	8	10	-	-	1	8	4	4	-	7	5	4	2	12	6	16	
	20%	20%	20%	20%	20%	-	29%	11%	-	29%	19%	-	-	4%	56%	16%	22%	62%	28%	19%	15%	16%	23%	15%	17%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

Table 12

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

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour	Lib Dems		
Unweighted Total	92	18	15	10	31	34	33	59	19	65	23	22	2	35	40	6	10	75	66	24	39	21	32	8	77	40	21	18	24	11	92	
Weighted Total	91	19	16	8	28	31	35	56	20	66	11	37	1	40	30	6	14	70	67	22	38	22	31	7	77	39	20	19	26	8	92	
Conservative	19	19	-	-	-	19	4	15	2	16	2	4	-	8	7	3	-	16	15	4	7	5	7	2	18	8	4	11	2	1	18	
	21%	100%	-	-	-	61%	10%	28%	12%	25%	22%	12%	-	21%	25%	54%	-	22%	23%	18%	18%	25%	22%	26%	24%	21%	22%	56%	8%	12%	20%	
Labour	16	-	16	-	16	-	9	7	8	8	2	7	1	8	2	1	5	9	12	4	6	6	4	2	13	10	6	-	15	-	15	
	17%	-	100%	-	56%	-	24%	13%	39%	12%	17%	18%	51%	19%	5%	21%	36%	13%	18%	17%	16%	28%	11%	30%	18%	26%	31%	-	58%	-	16%	
Liberal Democrats (Lib Dem)	8	-	-	8	8	8	-	8	1	7	1	1	-	2	2	1	3	4	8	-	2	4	3	-	7	2	2	-	2	3	10	
	9%	-	-	100%	29%	26%	-	15%	4%	11%	7%	3%	-	5%	8%	16%	19%	6%	12%	-	5%	17%	8%	-	10%	5%	11%	-	9%	39%	11%	
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	3	-	-	-	3	3	1	2	-	3	-	3	-	1	2	-	-	3	2	1	2	-	1	-	1	-	3	3	-	-	2	
	3%	-	-	-	9%	8%	2%	3%	-	4%	-	7%	-	2%	6%	-	-	4%	3%	4%	5%	-	3%	-	1%	-	13%	14%	-	-	2%	
UKIP	*	-	-	-	*	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	*	*	-	-	*	1	
	*	-	-	-	1%	1%	1%	-	-	*	3%	-	-	-	-	4%	-	-	-	1%	-	1%	-	*	1%	1%	-	-	4%	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	*	-	-	-	*	*	-	*	-	-	-	-	-	-	*	-	*	*	*	*	-	*	-	*	*	-	-	-	-	*	1	
	*	-	-	-	1%	1%	-	1%	-	-	-	-	-	-	1%	-	-	1%	1%	-	-	1%	-	*	*	-	-	-	-	4%	1%	
Other	1	-	-	-	1	1	1	-	-	1	1	-	-	1	*	-	-	1	1	*	-	1	*	*	1	1	*	-	-	-	2	
	1%	-	-	-	3%	3%	2%	-	-	1%	7%	-	-	2%	1%	-	-	1%	1%	1%	-	3%	1%	3%	1%	2%	2%	1%	-	-	-	2%
Undecided	24	-	-	-	-	-	12	12	4	16	3	11	1	11	10	*	2	21	15	10	13	2	9	1	19	11	1	2	6	3	26	
	27%	-	-	-	-	-	35%	21%	20%	25%	30%	28%	49%	27%	34%	4%	15%	30%	22%	44%	33%	11%	29%	19%	25%	29%	6%	12%	23%	41%	28%	
Would not vote	2	-	-	-	-	-	2	-	2	-	2	-	-	2	-	-	-	2	-	2	2	-	-	-	-	2	-	-	-	-	1	
	2%	-	-	-	-	-	4%	10%	10%	-	5%	-	-	5%	-	-	-	3%	-	2	5%	-	-	-	-	5%	-	-	-	-	1%	
Refused	18	-	-	-	-	-	9	9	3	15	2	10	-	8	6	-	4	14	14	1	7	3	8	1	17	4	3	4	1	-	16	
	20%	-	-	-	-	-	25%	16%	15%	23%	14%	26%	-	19%	21%	-	30%	20%	21%	5%	18%	16%	25%	22%	22%	10%	14%	18%	3%	-	17%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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 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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
1 - Absolutely certain not to vote	82	-	-	-	-	-	82	40	43	27	35	21	14	13	16	19	7	14	4	14	21	24	23	35	47	78
	8%	-	-	-	-	-	100%	8%	8%	9%	10%	6%	11%	8%	11%	4%	7%	5%		5%	7%	12%	9%	6%	10%	8%
2	19	-	-	-	-	-	-	7	12	10	4	5	3	7	2	2	3	*		2	3	4	9	6	13	20
	2%	-	-	-	-	-	-	2%	2%	3%	1%	1%	3%	4%	1%	1%	1%	2%	*	1%	1%	2%	4%	1%	3%	2%
3	24	-	-	-	-	-	-	7	17	14	10	-	2	12	7	4	-	-		6	10	5	3	16	8	23
	2%	-	-	-	-	-	-	2%	3%	5%	3%	-	2%	7%	3%	2%	-	-		2%	3%	2%	1%	3%	2%	2%
4	17	-	-	-	-	-	-	14	3	12	4	1	4	8	1	3	1	-	-	5	5	5	2	10	7	17
	2%	-	-	-	-	-	-	3%	1%	4%	1%	*	3%	5%	*	2%	1%	-	-	2%	2%	2%	1%	2%	2%	2%
5	96	-	-	-	-	-	-	43	53	39	38	19	18	21	21	17	8	11	3	17	23	26	30	41	55	100
	10%	-	-	-	-	-	-	9%	10%	14%	10%	5%	15%	13%	10%	10%	5%	5%	5%	7%	8%	12%	12%	7%	12%	10%
6	36	-	36	-	-	-	-	14	22	22	12	1	12	10	3	9	1	1	1	8	9	5	14	17	18	31
	4%	-	5%	-	-	-	-	3%	4%	8%	3%	*	10%	6%	1%	6%	*	*	1%	3%	3%	2%	6%	3%	4%	3%
7	55	-	55	55	-	-	-	28	27	23	15	17	11	12	7	8	5	12	4	8	16	12	19	24	31	52
	5%	-	7%	8%	-	-	-	6%	5%	8%	4%	5%	9%	7%	4%	5%	3%	6%	5%	3%	5%	6%	8%	4%	7%	5%
8	95	-	95	95	95	-	-	45	50	30	40	25	17	13	22	18	9	16	4	18	24	20	33	42	53	92
	9%	-	13%	13%	14%	-	-	9%	10%	10%	11%	7%	14%	8%	11%	11%	6%	8%	6%	7%	8%	10%	14%	8%	12%	9%
9	68	-	68	68	68	68	-	37	31	12	27	29	5	7	18	9	16	13	8	19	21	13	15	40	28	69
	7%	-	9%	9%	10%	12%	-	8%	6%	4%	8%	8%	4%	4%	9%	6%	10%	6%	10%	7%	7%	6%	6%	7%	6%	7%
10 - Absolutely certain to vote	502	502	502	502	502	502	-	248	253	90	177	235	30	60	99	77	103	132	48	157	159	93	93	316	186	513
	50%	100%	66%	70%	75%	88%	-	51%	49%	31%	49%	66%	25%	36%	50%	47%	68%	65%	66%	60%	54%	45%	38%	57%	41%	51%
Don't know	10	-	-	-	-	-	-	2	8	7	1	3	4	3	*	*	-	3	2	4	2	-	4	6	4	10
	1%	-	-	-	-	-	-	*	1%	2%	*	1%	3%	2%	*	*	-	1%	3%	1%	1%	-	2%	1%	1%	1%
Refused	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1
	*	-	-	-	-	-	-	*	-	*	-	-	-	1%	-	-	-	-	-	*	-	-	-	*	-	*
Mean	7.78	10.00	9.25	9.41	9.61	9.88	1.00	7.87	7.69	6.72	7.70	8.68	6.57	6.83	7.89	7.48	8.83	8.56	8.85	8.36	7.99	7.33	7.27	8.16	7.30	7.83

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*=Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006
1 - Absolutely certain not to vote	82	4	3	2	6	8	41	42	18	50	10	42	-	35	15	13	21	49	43	36	31	18	33	12	75	33	15	4	10	3	78
	8%	1%	1%	1%	1%	1%	9%	8%	7%	8%	9%	9%	-	8%	5%	14%	12%	7%	6%	13%	9%	6%	9%	9%	9%	8%	7%	2%	3%	3%	8%
2	19	4	2	2	9	11	5	14	4	13	3	7	-	6	4	2	5	10	14	5	6	7	5	*	19	10	1	-	4	-	20
	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	3%	1%	-	1%	2%	2%	3%	1%	2%	2%	2%	2%	1%	*	2%	2%	*	-	1%	-	2%
3	24	3	6	3	11	8	18	6	2	19	3	17	1	15	1	6	2	16	12	12	6	13	5	2	21	15	5	-	4	-	23
	2%	1%	2%	2%	2%	1%	4%	1%	1%	3%	3%	4%	6%	3%	*	7%	1%	2%	2%	4%	2%	4%	1%	1%	2%	3%	2%	-	1%	-	2%
4	17	3	4	2	8	7	14	3	1	13	1	13	-	9	2	4	3	10	11	6	3	8	6	2	16	9	-	-	5	2	17
	2%	1%	2%	2%	2%	1%	3%	1%	*	2%	1%	3%	-	2%	1%	4%	2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	-	-	2%	2%	2%
5	96	21	31	11	51	40	38	58	27	63	8	41	1	33	21	9	29	54	55	40	33	24	39	16	86	45	10	3	23	8	100
	10%	8%	12%	8%	10%	8%	8%	11%	11%	9%	7%	9%	8%	7%	8%	10%	17%	7%	8%	14%	10%	8%	11%	12%	10%	10%	5%	1%	8%	7%	10%
6	36	14	11	3	18	21	22	14	9	24	4	20	2	23	2	5	6	25	28	8	9	10	17	8	34	10	4	7	8	1	31
	4%	5%	4%	2%	3%	4%	5%	3%	3%	4%	4%	4%	14%	5%	1%	5%	4%	3%	4%	3%	3%	3%	5%	7%	4%	2%	2%	4%	3%	1%	3%
7	55	8	20	8	35	22	25	30	14	35	6	28	-	20	16	6	13	36	42	13	15	24	15	5	47	22	7	2	20	5	52
	5%	3%	7%	6%	7%	4%	5%	5%	6%	5%	5%	6%	-	4%	6%	6%	8%	5%	6%	5%	5%	8%	4%	4%	5%	5%	3%	1%	7%	5%	5%
8	95	31	26	11	54	59	46	49	27	61	12	51	2	56	24	4	10	80	60	32	31	25	39	11	87	43	18	16	30	6	92
	9%	11%	9%	9%	10%	11%	10%	9%	11%	9%	11%	11%	11%	12%	9%	4%	6%	11%	8%	11%	9%	8%	11%	9%	10%	10%	9%	8%	10%	6%	9%
9	68	18	27	7	47	38	35	33	21	43	12	29	1	39	10	5	13	49	52	16	27	20	21	11	55	25	16	12	26	4	69
	7%	6%	10%	5%	9%	7%	8%	6%	8%	6%	10%	6%	4%	9%	4%	5%	7%	7%	7%	6%	8%	6%	6%	8%	6%	6%	6%	8%	9%	4%	7%
10 - Absolutely certain to vote	502	168	139	78	281	310	212	290	122	349	56	201	8	217	178	39	63	395	390	106	172	159	171	62	418	215	135	147	169	74	513
	50%	61%	51%	61%	53%	59%	46%	53%	49%	52%	47%	44%	56%	48%	65%	42%	36%	54%	55%	38%	51%	51%	48%	48%	48%	50%	64%	77%	55%	72%	51%
Don't know	10	-	3	1	5	2	6	4	7	1	1	5	-	-	1	*	9	1	6	4	3	4	3	-	10	2	*	-	4	1	10
	1%	-	1%	1%	*	*	1%	1%	3%	*	1%	1%	-	-	*	*	5%	*	1%	1%	1%	1%	1%	-	1%	*	*	-	1%	1%	1%
Refused	1	1	-	-	-	1	1	-	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1	-	-	-	-	1
	*	*	-	-	-	*	*	-	-	*	-	*	-	*	-	-	-	*	-	*	-	-	*	-	*	*	-	-	-	-	*
Mean	7.78	8.66	8.33	8.57	8.39	8.56	7.60	7.93	7.97	7.84	7.77	7.49	8.32	7.83	8.52	6.83	6.97	8.09	8.11	6.94	7.81	7.85	7.68	7.73	7.67	7.72	8.50	9.34	8.41	8.91	7.83

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*=Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Satisfied	250 25%	122 24%	193 25%	184 26%	170 26%	143 25%	18 22%	109 22%	141 27%	85 30%	72 20%	93 26%	42 35%	44 26%	46 24%	26 15%	39 26%	54 26%	20 26%	62 24%	66 23%	51 25%	71 29%	128 23%	122 27%	245 24%
Dissatisfied	673 67%	349 70%	512 68%	488 68%	453 68%	392 69%	50 61%	348 72%	324 62%	174 61%	250 69%	249 70%	65 54%	109 65%	127 65%	123 74%	107 70%	142 69%	51 69%	184 71%	192 65%	142 68%	155 63%	376 68%	297 66%	677 67%
Don't know	83 8%	31 6%	52 7%	48 7%	42 6%	36 6%	14 17%	29 6%	54 10%	27 10%	41 11%	15 4%	13 11%	15 9%	23 12%	18 11%	6 4%	9 4%	3 4%	15 6%	35 12%	14 7%	19 8%	50 9%	33 7%	84 8%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006	
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006	
Satisfied	250	19	145	26	185	59	107	144	250	-	34	95	5	97	56	28	69	154	179	70	87	78	85	37	219	90	50	13	120	19	245	
	25%	7%	53%	21%	35%	11%	23%	26%	100%	-	29%	21%	37%	22%	21%	30%	40%	21%	25%	25%	26%	25%	24%	29%	25%	21%	24%	7%	39%	19%	24%	
Dissatisfied	673	247	96	97	295	446	319	354	-	673	75	316	6	313	203	52	94	516	481	181	224	207	242	83	578	307	147	172	158	75	677	
	67%	90%	35%	76%	56%	85%	69%	65%	-	100%	64%	70%	44%	69%	74%	55%	54%	71%	68%	65%	67%	66%	68%	65%	67%	72%	70%	90%	52%	72%	67%	
Don't know	83	8	31	5	45	22	37	46	-	-	8	43	3	43	15	14	10	58	52	29	25	28	30	9	70	32	13	6	27	10	84	
	8%	3%	12%	4%	9%	4%	8%	8%	-	-	7%	9%	18%	9%	6%	15%	6%	8%	7%	10%	8%	9%	8%	7%	8%	7%	6%	3%	9%	10%	8%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Satisfied	343 34%	157 31%	251 33%	238 33%	223 33%	188 33%	31 38%	145 30%	198 38%	108 38%	117 32%	118 33%	53 44%	55 33%	73 37%	44 27%	48 31%	70 34%	25 34%	86 33%	98 33%	73 35%	85 35%	184 33%	159 35%	347 34%
Dissatisfied	593 59%	325 65%	468 62%	448 62%	414 62%	356 62%	38 46%	320 66%	274 53%	161 56%	210 58%	223 62%	58 48%	103 62%	107 55%	102 61%	95 63%	127 62%	47 64%	158 61%	173 59%	124 60%	138 56%	331 60%	262 58%	597 59%
Don't know	70 7%	20 4%	37 5%	34 5%	29 4%	26 5%	14 17%	23 5%	47 9%	18 6%	36 10%	16 5%	9 7%	9 5%	16 8%	20 12%	9 6%	7 3%	1 2%	17 6%	22 8%	10 5%	21 9%	39 7%	31 7%	62 6%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006
Satisfied	343	36	161	49	240	115	153	189	213	92	48	147	8	146	84	35	74	231	244	98	125	107	111	41	292	120	72	21	151	38	347
	34%	13%	59%	39%	46%	22%	33%	35%	85%	14%	41%	32%	54%	32%	31%	38%	43%	32%	34%	35%	37%	34%	31%	32%	34%	28%	34%	11%	50%	36%	34%
Dissatisfied	593	232	96	77	261	398	272	321	27	551	62	265	6	263	183	53	84	447	422	161	191	181	221	78	512	284	134	166	136	63	597
	59%	85%	35%	60%	50%	76%	59%	59%	11%	82%	53%	58%	42%	58%	67%	57%	48%	61%	59%	58%	57%	58%	62%	60%	59%	66%	63%	87%	45%	60%	59%
Don't know	70	6	16	1	23	13	37	33	10	30	7	41	1	43	7	5	15	50	45	21	21	25	24	10	63	26	5	4	18	3	62
	7%	2%	6%	1%	4%	2%	8%	6%	4%	4%	6%	9%	4%	10%	3%	5%	9%	7%	6%	7%	6%	8%	7%	8%	7%	6%	3%	2%	6%	3%	6%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Satisfied	480	250	376	357	331	279	25	240	240	160	156	164	71	88	81	75	71	92	33	142	140	100	98	282	198	474
	48%	50%	50%	50%	50%	49%	31%	49%	46%	56%	43%	46%	60%	53%	41%	45%	47%	45%	45%	55%	48%	48%	40%	51%	44%	47%
Dissatisfied	351	180	269	258	237	205	32	186	164	73	135	142	29	44	76	59	67	75	26	77	107	70	96	184	166	361
	35%	36%	36%	36%	36%	36%	39%	38%	32%	26%	37%	40%	24%	27%	39%	35%	44%	37%	36%	30%	37%	34%	39%	33%	37%	36%
Don't know	176	72	112	105	97	86	25	61	115	53	71	51	19	35	39	32	13	38	14	41	47	37	51	88	88	171
	17%	14%	15%	15%	15%	15%	31%	12%	22%	19%	20%	14%	16%	21%	20%	19%	9%	18%	19%	16%	16%	18%	21%	16%	19%	17%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006	
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006	
Satisfied	480	221	93	51	200	329	213	266	117	336	60	211	9	233	139	33	66	372	334	140	142	161	177	65	418	209	114	152	109	40	474	
	48%	81%	34%	40%	38%	62%	46%	49%	47%	50%	51%	47%	64%	51%	51%	36%	38%	51%	47%	50%	42%	51%	50%	50%	48%	49%	54%	80%	36%	38%	47%	
Dissatisfied	351	30	134	58	245	141	163	188	85	244	41	151	5	146	103	35	65	249	263	88	131	96	124	37	302	153	79	26	142	51	361	
	35%	11%	49%	46%	47%	27%	35%	35%	34%	36%	35%	33%	32%	32%	38%	37%	38%	34%	37%	31%	39%	31%	35%	29%	35%	36%	37%	14%	47%	49%	36%	
Don't know	176	23	46	19	80	56	87	89	48	92	17	92	1	75	32	25	42	106	115	53	64	56	55	27	147	67	18	13	53	13	171	
	17%	8%	17%	15%	15%	11%	19%	16%	19%	14%	14%	20%	4%	16%	12%	27%	24%	15%	16%	19%	19%	18%	16%	21%	17%	16%	9%	7%	18%	13%	17%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Satisfied	413 41%	236 47%	339 45%	320 44%	304 46%	262 46%	17 21%	206 42%	207 40%	124 43%	127 35%	163 46%	52 43%	72 43%	79 40%	48 29%	71 47%	91 45%	28 38%	126 49%	125 43%	82 40%	79 32%	252 45%	161 36%	419 42%
Dissatisfied	260 26%	123 25%	192 25%	186 26%	168 25%	146 26%	22 26%	145 30%	115 22%	66 23%	102 28%	92 26%	26 22%	40 24%	50 26%	51 31%	51 33%	41 20%	18 25%	62 24%	73 25%	49 24%	76 31%	135 24%	125 28%	265 26%
Don't know	333 33%	143 28%	225 30%	214 30%	193 29%	162 28%	43 53%	136 28%	197 38%	96 34%	134 37%	102 29%	41 35%	55 33%	67 34%	67 40%	30 20%	72 35%	28 37%	72 28%	96 33%	76 37%	89 36%	168 30%	165 37%	322 32%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006	
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006	
Satisfied	413 41%	127 46%	100 37%	95 74%	244 47%	272 52%	186 40%	228 42%	121 48%	277 41%	52 44%	180 40%	5 34%	182 40%	134 49%	28 30%	64 37%	315 43%	299 42%	110 39%	131 39%	140 45%	142 40%	47 36%	348 40%	167 39%	104 49%	94 49%	111 36%	64 61%	419 42%	
Dissatisfied	260 26%	63 23%	84 31%	19 15%	146 28%	125 24%	130 28%	130 24%	49 20%	196 29%	33 28%	119 26%	3 22%	123 27%	60 22%	28 30%	47 27%	183 25%	191 27%	67 24%	86 26%	79 25%	95 27%	36 28%	225 26%	119 28%	65 31%	43 23%	99 32%	21 20%	265 26%	
Don't know	333 33%	84 31%	89 33%	14 11%	135 26%	130 25%	147 32%	186 34%	81 32%	200 30%	33 28%	155 34%	6 44%	148 33%	81 29%	37 40%	62 36%	229 32%	222 31%	103 37%	119 35%	94 30%	119 33%	47 36%	294 34%	144 33%	42 20%	54 28%	95 31%	19 18%	322 32%	

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

*Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Improve	458 46%	255 51%	362 48%	352 49%	331 50%	285 50%	32 39%	243 50%	215 41%	116 41%	169 47%	173 48%	46 39%	70 42%	106 54%	63 38%	76 50%	97 47%	39 52%	136 52%	135 46%	92 44%	95 39%	271 49%	187 41%	468 47%
Stay the same	286 28%	133 26%	215 28%	200 28%	182 27%	156 27%	14 18%	126 26%	160 31%	99 35%	99 27%	87 25%	40 34%	58 35%	50 26%	49 29%	37 24%	51 25%	16 21%	73 28%	82 28%	60 29%	71 29%	155 28%	130 29%	285 28%
Get worse	230 23%	99 20%	154 20%	144 20%	135 20%	111 19%	33 40%	100 21%	130 25%	62 22%	83 23%	84 24%	26 22%	36 22%	36 18%	47 28%	38 25%	46 23%	16 21%	48 18%	66 23%	44 21%	72 29%	114 20%	116 26%	223 22%
Don't know	33 3%	14 3%	25 3%	24 3%	18 3%	18 3%	2 3%	18 4%	15 3%	9 3%	11 3%	12 3%	6 5%	3 2%	4 2%	7 4%	2 1%	10 5%	4 5%	4 1%	11 4%	12 6%	7 3%	14 3%	18 4%	30 3%

Fieldwork dates : 13th to 15th November 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/91 & J17562x9
 *=Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006	
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006	
Improve	458	113	160	61	271	223	218	240	143	273	53	213	10	224	135	35	60	359	330	127	170	143	145	55	383	180	107	81	162	52	468	
	46%	41%	59%	48%	52%	42%	47%	44%	57%	41%	45%	47%	66%	50%	49%	38%	35%	49%	46%	45%	50%	46%	41%	43%	44%	42%	51%	42%	53%	50%	47%	
Stay the same	286	99	59	40	128	168	125	160	60	213	36	132	5	129	66	31	55	195	193	91	83	78	124	38	254	129	61	65	73	28	285	
	28%	36%	22%	31%	24%	32%	27%	30%	24%	32%	31%	29%	34%	28%	24%	33%	32%	27%	27%	32%	25%	25%	35%	29%	29%	30%	29%	34%	24%	27%	28%	
Get worse	230	51	49	25	117	119	105	125	41	168	26	94	-	91	65	26	47	156	165	56	72	81	77	32	202	110	37	41	62	24	223	
	23%	19%	18%	19%	22%	23%	23%	23%	16%	25%	22%	21%	-	20%	24%	28%	27%	21%	23%	20%	21%	26%	22%	24%	23%	26%	18%	21%	20%	23%	22%	
Don't know	33	11	5	2	10	17	15	18	7	19	3	15	-	8	9	2	11	18	24	6	12	11	10	4	28	11	6	5	8	-	30	
	3%	4%	2%	2%	2%	3%	3%	3%	3%	3%	2%	3%	-	2%	3%	2%	7%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	-	3%	

Fieldwork dates : 13th to 15th November 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/91 & J17562x9
 *=Less than 0.5%

Ipsos MORI Political Monitor - November 2009

Table 25

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

Base : All respondents aged 18+

	Total (Weigh ted)	Likelihood to vote						Gender		Age										Social Class						Unwei ghted Total
		(10) Absolu tely 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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Very important	350 35%	259 52%	316 42%	312 43%	299 45%	277 49%	11 13%	145 30%	205 40%	66 23%	129 36%	155 43%	25 21%	41 25%	70 36%	59 36%	62 41%	93 46%	41 56%	106 41%	109 37%	59 28%	77 32%	215 39%	136 30%	353 35%
Fairly important	337 33%	159 32%	277 37%	256 36%	235 35%	185 33%	7 9%	167 34%	169 33%	109 38%	119 33%	109 30%	46 39%	62 37%	74 38%	45 27%	59 38%	50 24%	12 16%	94 36%	111 38%	64 31%	68 28%	205 37%	132 29%	339 34%
Not very important	212 21%	51 10%	117 15%	106 15%	89 13%	69 12%	25 31%	116 24%	96 18%	76 26%	71 20%	66 18%	38 32%	38 23%	33 17%	38 23%	20 13%	46 22%	14 19%	35 13%	49 17%	61 29%	67 28%	84 15%	128 28%	205 20%
Not at all important	78 8%	20 4%	32 4%	32 4%	28 4%	25 4%	32 39%	48 10%	30 6%	29 10%	32 9%	17 5%	10 8%	20 12%	15 7%	17 10%	8 5%	9 4%	3 5%	20 8%	18 6%	21 10%	20 8%	38 7%	40 9%	76 8%
No opinion	29 3%	13 3%	15 2%	15 2%	15 2%	14 2%	7 9%	11 2%	18 4%	7 2%	12 3%	11 3%	* *	6 4%	5 3%	7 4%	4 2%	7 3%	3 4%	6 2%	7 2%	3 1%	13 5%	13 2%	16 3%	33 3%
Combinations - Summary Important	687 68%	417 83%	593 78%	569 79%	534 80%	462 81%	18 22%	312 64%	375 72%	175 61%	249 69%	263 74%	71 60%	103 62%	144 73%	105 63%	120 79%	143 70%	53 72%	200 77%	219 75%	123 59%	145 59%	420 76%	267 59%	692 69%
Unimportant	290 29%	72 14%	149 20%	137 19%	117 18%	94 17%	57 70%	164 34%	126 24%	105 37%	103 28%	83 23%	47 40%	57 34%	48 24%	55 33%	28 18%	54 27%	18 24%	54 21%	67 23%	82 39%	87 36%	121 22%	169 37%	281 28%
Net important	397 39%	346 69%	444 59%	431 60%	417 63%	368 65%	-40 -48%	148 30%	249 48%	70 24%	146 40%	181 51%	24 20%	46 28%	96 49%	50 30%	92 61%	89 43%	35 48%	146 56%	152 52%	41 20%	58 24%	298 54%	99 22%	411 41%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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
		Con- serv- ative	Lab- our	Lib Dem	Not Cons- erva- tive	Not Lab- our	Full- time	Not full- time/ Not work- ing	Satis- fied	Dissa- tis- fied	Pub- lic	Priv- ate	Volun- tary	Mort- gage	Owned out right	Priv- ate rent- er	Soc- ial rent- er	Total owner occup- ier	None	1 or more	North	Mid- lands	South	Grea- ter Lon- don	Eng- land	Tab- loid	Broad- sheet	Cons- erva- tive	Lab- our	Lib Dems	
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006
Very important	350	116	101	51	191	207	131	219	87	239	36	131	4	149	106	37	56	254	265	84	99	107	145	61	312	140	89	100	128	40	353
	35%	42%	37%	40%	36%	39%	28%	40%	35%	36%	31%	29%	29%	33%	39%	39%	32%	35%	37%	30%	29%	34%	41%	47%	36%	33%	42%	53%	42%	38%	35%
Fairly important	337	112	92	45	184	204	172	164	90	228	43	161	10	169	101	22	43	270	235	98	116	117	104	36	285	143	88	75	97	38	339
	33%	41%	34%	36%	35%	39%	37%	30%	36%	34%	37%	35%	71%	37%	37%	23%	25%	37%	33%	35%	34%	37%	29%	28%	33%	33%	42%	39%	32%	37%	34%
Not very important	212	37	57	25	112	91	99	114	47	148	22	105	-	85	48	21	51	133	154	58	86	61	66	21	176	106	23	11	56	16	205
	21%	13%	21%	20%	21%	17%	21%	21%	19%	22%	19%	23%	-	19%	17%	22%	30%	18%	22%	21%	25%	20%	18%	17%	20%	25%	11%	6%	18%	15%	20%
Not at all important	78	8	9	3	20	20	50	28	15	46	12	43	-	39	12	12	15	51	43	27	27	20	31	9	69	30	9	3	12	6	76
	8%	3%	3%	2%	4%	4%	11%	5%	6%	7%	10%	9%	-	9%	4%	13%	9%	7%	6%	9%	8%	6%	9%	7%	8%	7%	4%	1%	4%	6%	8%
No opinion	29	*	13	3	17	5	11	18	12	12	4	14	-	11	8	2	8	19	15	14	10	8	11	2	24	11	3	2	11	4	33
	3%	*	5%	3%	3%	1%	2%	3%	5%	2%	4%	3%	-	2%	3%	2%	5%	3%	2%	5%	3%	3%	3%	2%	3%	3%	1%	1%	4%	4%	3%
Combinations - Summary Important	687	228	194	96	376	410	304	383	176	467	79	292	15	317	207	59	99	524	500	182	214	223	249	97	598	283	177	175	226	78	692
	68%	83%	71%	75%	72%	78%	66%	71%	70%	69%	68%	64%	100%	70%	75%	63%	57%	72%	70%	65%	64%	71%	70%	75%	69%	66%	84%	92%	74%	75%	69%
Unimportant	290	45	66	28	132	111	148	142	62	194	34	147	-	124	60	32	67	184	197	85	113	81	96	30	245	136	31	14	68	22	281
	29%	17%	24%	22%	25%	21%	32%	26%	25%	29%	29%	32%	-	27%	22%	35%	39%	25%	28%	30%	34%	26%	27%	23%	28%	32%	15%	7%	22%	21%	28%
Net important	397	183	127	68	244	299	156	241	115	273	46	145	15	193	147	26	32	340	302	98	102	142	153	67	352	147	146	161	158	56	411
	39%	67%	47%	53%	46%	57%	34%	44%	46%	41%	39%	32%	100%	43%	54%	28%	18%	47%	42%	35%	30%	46%	43%	52%	41%	34%	69%	84%	52%	54%	41%

Fieldwork dates : 13th to 15th November 2009

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

Source : Ipsos MORI J2009/91 & J17562x9

* = Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	1006	513	757	726	674	582	78	472	534	274	359	373	94	180	193	166	156	217	93	279	272	187	268	551	455	1006
Weighted Total	1006	502	756	720	665	570	82	487	519	286	363	357	119	167	197	166	152	205	74	261	294	207	244	554	452	1006
Conservative	191 19%	147 29%	184 24%	177 25%	175 26%	159 28%	4 4%	88 18%	103 20%	30 11%	59 16%	101 28%	15 13%	15 9%	27 14%	32 19%	34 23%	67 33%	28 38%	64 24%	68 23%	26 13%	33 14%	132 24%	59 13%	194 19%
Labour	305 30%	169 34%	254 34%	245 34%	225 34%	195 34%	10 12%	153 31%	152 29%	58 20%	124 34%	122 34%	8 7%	50 30%	66 34%	58 35%	54 36%	68 33%	18 24%	78 30%	73 25%	67 32%	86 35%	152 27%	153 34%	292 29%
Lib Dems	104 10%	74 15%	91 12%	90 12%	84 13%	79 14%	3 3%	48 10%	56 11%	15 5%	40 11%	49 14%	2 2%	13 7%	24 12%	16 10%	28 18%	21 10%	8 11%	35 14%	37 13%	16 8%	15 6%	73 13%	31 7%	120 12%
Scottish/Welsh nationalist	13 1%	6 1%	11 1%	11 1%	11 2%	- 2%	11 2%	2 *	- *	- *	5 1%	8 2%	- 2%	- *	4 2%	1 *	4 3%	4 2%	4 6%	2 1%	6 2%	1 *	4 2%	8 2%	5 1%	12 1%
UKIP - UK Independence Party	8 1%	4 1%	5 1%	5 1%	5 1%	4 1%	1 1%	7 1%	1 *	2 1%	3 1%	3 1%	- 1%	2 1%	1 *	3 2%	2 1%	1 1%	* *	* 1%	3 1%	3 1%	3 1%	3 1%	5 1%	9 1%
Green	13 1%	3 1%	9 1%	9 1%	9 1%	9 2%	1 2%	4 1%	9 2%	1 *	6 2%	6 2%	- 1%	1 2%	4 2%	1 1%	5 3%	1 1%	- 1%	1 *	8 3%	4 2%	- 2%	9 2%	4 1%	13 1%
BNP - British National Party	8 1%	5 1%	7 1%	7 1%	7 1%	- 1%	8 2%	1 *	- *	3 1%	6 2%	- 1%	1 1%	2 1%	4 2%	1 1%	- 1%	- 1%	- 1%	1 *	2 1%	3 1%	2 1%	3 1%	5 1%	6 1%
Other	16 2%	14 3%	15 2%	15 2%	15 2%	14 2%	- 2%	8 2%	8 2%	3 1%	6 2%	7 2%	- 2%	3 2%	5 2%	1 1%	3 2%	4 2%	- 2%	7 3%	7 2%	1 1%	1 *	14 3%	2 *	15 1%
Did not vote	218 22%	35 7%	80 11%	68 9%	58 9%	39 7%	58 71%	110 23%	108 21%	108 38%	79 22%	31 9%	45 38%	63 38%	45 23%	35 21%	10 7%	21 10%	8 11%	45 17%	55 19%	60 29%	57 24%	100 18%	118 26%	220 22%
Too young	41 4%	7 1%	34 4%	29 4%	23 3%	9 2%	2 3%	18 4%	23 4%	41 14%	- -	- -	41 35%	- -	- -	- -	- -	- -	- -	5 2%	15 5%	5 2%	17 7%	20 4%	22 5%	33 3%
Can't remember	62 6%	21 4%	42 6%	39 5%	32 5%	25 4%	3 4%	13 3%	48 9%	22 8%	23 6%	17 5%	6 5%	16 10%	12 6%	11 7%	6 4%	10 5%	3 4%	13 5%	10 3%	16 8%	23 10%	22 4%	39 9%	69 7%
Refused	26 3%	17 3%	25 3%	25 3%	22 3%	19 3%	- -	18 4%	8 2%	2 1%	12 3%	12 3%	- -	2 1%	5 2%	8 5%	5 3%	7 3%	4 5%	9 3%	9 3%	6 3%	3 1%	18 3%	8 2%	23 2%

Fieldwork dates : 13th to 15th November 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/91 & J17562x9
 *=Less than 0.5%

Ipsos MORI Political Monitor - November 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1006	280	264	135	520	536	440	566	245	677	248	322	12	386	362	102	141	748	712	286	347	310	349	121	866	418	226	194	292	120	1006	
Weighted Total	1006	274	273	128	525	526	463	543	250	673	118	454	15	453	275	93	173	727	712	280	337	313	357	129	867	430	211	191	305	104	1006	
Conservative	191	159	3	3	23	179	69	122	13	172	14	80	3	84	86	9	10	170	153	33	55	66	70	25	170	99	64	191	-	-	194	
		19%	58%	1%	2%	4%	34%	15%	22%	5%	26%	12%	18%	18%	19%	31%	9%	6%	23%	21%	12%	16%	21%	19%	20%	20%	23%	30%	100%	-	-	19%
Labour	305	31	184	26	234	81	149	155	120	158	43	131	5	149	69	19	65	218	224	81	112	97	96	48	269	128	58	-	305	-	292	
		30%	11%	67%	21%	45%	15%	32%	29%	48%	23%	37%	29%	34%	33%	25%	20%	38%	30%	31%	29%	33%	31%	27%	38%	31%	30%	27%	-	100%	-	29%
Lib Dems	104	11	9	72	88	89	44	60	19	75	13	41	2	46	38	10	9	84	78	25	20	36	48	11	91	30	27	-	-	104	120	
		10%	4%	3%	56%	17%	17%	10%	11%	8%	11%	9%	16%	10%	14%	10%	5%	12%	11%	9%	6%	12%	13%	8%	10%	7%	13%	-	-	100%	12%	
Scottish/Welsh nationalist	13	*	-	1	13	13	6	7	3	7	1	5	-	1	2	2	8	3	13	1	13	-	-	-	-	9	1	-	-	-	12	
		1%	*	-	2%	3%	1%	1%	1%	1%	1%	1%	-	*	1%	2%	5%	*	2%	*	4%	-	-	-	-	2%	*	-	-	-	1%	
UKIP - UK Independence Party	8	2	2	-	4	4	5	4	1	6	1	5	-	4	5	-	-	8	6	3	1	5	3	1	8	6	1	-	-	-	9	
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	1%	1%	1%	*	2%	1%	*	1%	1%	1%	1%	-	-	-	1%
Green	13	1	4	*	11	9	7	7	3	10	2	6	-	6	3	2	3	8	9	4	4	2	8	8	12	2	4	-	-	-	13	
		1%	1%	1%	*	2%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	6%	1%	1%	2%	2%	-	-	-	1%
BNP - British National Party	8	1	-	-	6	7	6	2	-	8	-	6	-	5	2	1	-	7	6	2	5	3	-	-	6	3	3	-	-	-	6	
		1%	*	-	-	1%	1%	*	-	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	2%	1%	-	-	1%	1%	2%	2%	-	-	-	1%
Other	16	2	*	7	12	14	7	9	1	15	3	4	-	8	4	*	3	12	10	6	1	11	3	2	6	5	6	-	-	-	15	
		2%	1%	*	5%	2%	3%	2%	*	2%	3%	1%	-	2%	2%	*	2%	2%	1%	2%	*	4%	1%	2%	1%	1%	3%	-	-	-	1%	
Did not vote	218	49	46	11	74	78	120	99	56	137	24	117	3	89	31	43	52	121	129	85	77	60	81	27	194	98	30	-	-	-	220	
		22%	18%	17%	9%	14%	15%	26%	18%	22%	21%	26%	18%	20%	11%	46%	30%	17%	18%	30%	23%	19%	23%	21%	22%	23%	14%	-	-	-	22%	
Too young	41	5	14	3	25	16	12	29	13	27	2	17	2	22	5	5	7	27	26	16	14	9	19	5	39	22	10	-	-	-	33	
		4%	2%	5%	2%	5%	3%	5%	5%	4%	2%	4%	14%	5%	2%	6%	4%	4%	4%	6%	6%	4%	3%	5%	4%	4%	5%	5%	-	-	-	3%
Can't remember	62	12	8	5	31	34	19	43	16	39	12	23	-	28	18	3	12	46	40	21	21	19	22	2	49	21	5	-	-	-	69	
		6%	4%	3%	4%	6%	4%	8%	6%	6%	10%	5%	-	6%	7%	4%	7%	6%	6%	7%	6%	6%	6%	1%	6%	5%	2%	-	-	-	7%	
Refused	26	1	2	-	3	1	19	8	5	20	1	18	-	12	11	*	3	23	19	4	14	4	9	-	24	6	2	-	-	-	23	
		3%	*	1%	-	*	4%	1%	2%	3%	1%	4%	-	3%	4%	*	2%	3%	3%	2%	4%	1%	2%	-	3%	1%	1%	-	-	-	2%	

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