

2015 POTENTIAL COALITION INFLUENCERS

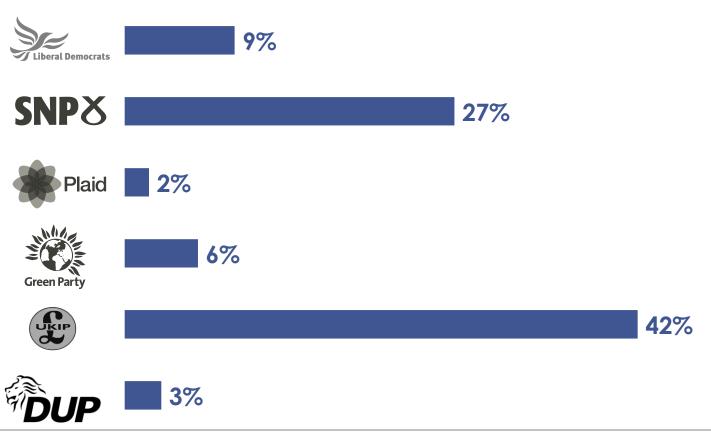


Who shouldn't have influence in a future Coalition?

AS YOU MAY KNOW, THERE HAS BEEN MUCH DISCUSSION ABOUT THE POSSIBILITY OF ANOTHER HUNG PARLIAMENT AFTER THIS ELECTION. THIS MEANS THAT MORE THAN ONE PARTY COULD HAVE AN INFLUENCE OVER THE GOVERNMENT, EITHER BECAUSE THEY JOIN A COALITION OR BECAUSE A MINORITY GOVERNMENT RELIES ON THEIR SUPPORT.

3

THINKING OF PARTIES OTHER THAN THE LABOUR AND THE CONSERVATIVES, WHICH OF THE FOLLOWING WOULD YOU LEAST LIKE TO SEE HAVING INFLUENCE OVER THE GOVERNMENT?



Base: 1,000 British adults 18+, 12th - 15th April 2015

Source: Ipsos MORI Political Monitor

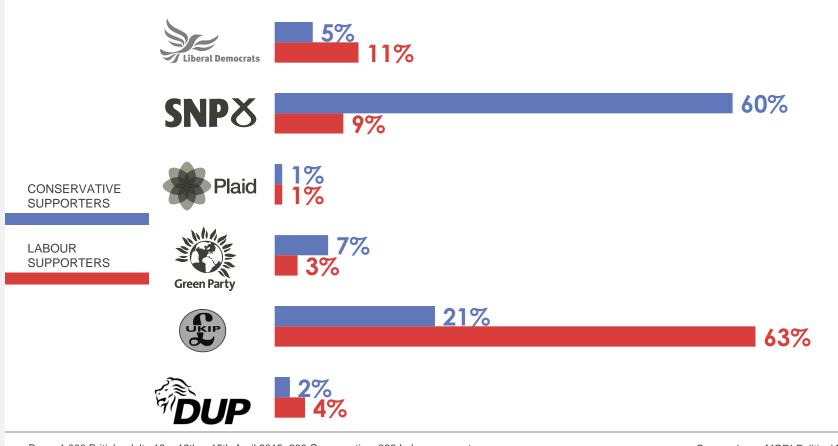


Who shouldn't have influence in a future Coalition? By party support

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4

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Base: 1,000 British adults 18+, 12th - 15th April 2015. 280 Conservative, 296 Labour supporters

Source: Ipsos MORI Political Monitor



