

Ipsos MORI Political Monitor - July 2014

Table 1

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Total Voting	825	524	718	697	651	588	21	406	419	228	295	302	96	132	153	142	130	172	81	229	238	174	185	466	359	821
Conservative	240 29%	165 32%	218 30%	215 31%	205 32%	190 32%	4 19%	115 28%	126 30%	46 20%	85 29%	109 36%	15 16%	31 23%	52 34%	33 23%	40 30%	69 40%	33 41%	81 36%	73 31%	43 25%	43 23%	155 33%	86 24%	242 29%
Labour	304 37%	183 35%	257 36%	242 35%	225 35%	204 35%	11 52%	148 36%	156 37%	101 44%	101 34%	102 34%	47 49%	54 41%	46 30%	55 39%	53 41%	49 28%	24 29%	80 35%	84 36%	67 39%	73 39%	165 35%	140 39%	304 37%
Liberal Democrats (Lib Dem)	67 8%	43 8%	62 9%	62 9%	59 9%	49 8%	- -s	28 7%	39 9%	11 5%	26 9%	30 10%	3 4%	7 6%	19 12%	7 5%	13 10%	18 10%	9 11%	18 8%	16 7%	13 8%	20 11%	34 7%	33 9%	65 8%
Scottish Nationalist	23	19	22	21	20	19	-	17	5	1	10	11	1	-	8	2	3	8	4	5	5	6	7	10	12	25
Plaid Cymru	1 *	1 *	1 *	1 *	1 *	1 *	- -s	1 *	1 *	- -	1 *	- -	- -s	- -	1 1%	- -	- -	- -	- -	1 *	- -	* -	- -	1 *	* *	3 *
Green Party	79 10%	42 8%	65 9%	64 9%	56 9%	49 8%	5 22%	33 8%	47 11%	43 19%	28 9%	9 3%	17 18%	25 19%	16 11%	11 8%	2 2%	6 4%	2 3%	17 7%	32 14%	19 11%	11 6%	49 11%	30 8%	71 9%
UKIP	95 12%	63 12%	80 11%	79 11%	73 11%	66 11%	* 2%	54 13%	41 10%	20 9%	37 13%	38 13%	11 12%	8 6%	10 7%	27 19%	18 14%	20 12%	10 12%	20 9%	22 9%	25 14%	28 15%	42 9%	53 15%	95 12%
British National Party	4 *	3 *	4 1%	4 1%	3 *	3 *	- -s	1 *	3 1%	1 1%	1 *	1 *	- -s	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	3 1%	1 *	3 *
Other	12 1%	5 1%	10 1%	9 1%	9 1%	7 1%	1 5%	9 2%	3 1%	5 2%	6 2%	2 1%	* s	4 3%	2 1%	3 2%	1 1%	1 *	- -	5 2%	3 1%	2 1%	2 1%	8 2%	4 1%	13 2%
"Conservative Lead over Labour"	-64 -8%	-18 -3%	-39 -5%	-27 -4%	-20 -3%	-13 -2%	-7 -33%	-34 -8%	-31 -7%	-54 -24%	-16 -5%	6 2%	-32 -33%	-23 -17%	6 4%	-22 -16%	-14 -11%	20 12%	10 12%	1 *	-11 -5%	-24 -14%	-30 -16%	-10 -2%	-54 -15%	-62 -8%
Undecided	72 7%	28 5%	57 7%	50 7%	46 6%	31 5%	4 6%	33 7%	39 8%	30 11%	15 4%	26 7%	17 14%	13 8%	7 4%	8 5%	7 5%	19 9%	12 12%	17 6%	22 8%	14 6%	19 8%	39 7%	33 7%	74 7%
Would not vote	89 9%	5 1%	8 1%	6 1%	6 1%	5 1%	54 67%	42 9%	46 9%	27 9%	39 11%	22 6%	8 6%	19 12%	17 9%	22 13%	7 5%	15 7%	5 5%	20 7%	21 7%	24 11%	24 10%	40 7%	48 11%	91 9%
Refused	14 1%	11 2%	13 2%	13 2%	12 2%	11 2%	- -s	7 1%	7 1%	1 *	4 1%	9 2%	- -s	1 1%	2 1%	2 1%	5 3%	4 2%	2 2%	3 1%	2 1%	3 2%	6 2%	5 1%	9 2%	14 1%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI

Ipsos MORI Political Monitor - July 2014

Table 2

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
	Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Total Voting	825	240	304	67	95	585	521	307	358	467	279	493	98	341	290	284	128	110	238	574	274	202	251	300	111	712	72	205	232	112	821
Conservative	240	240	-	-	-	-	240	240	120	120	149	74	20	117	97	91	26	21	47	189	59	49	83	98	36	216	10	169	13	9	242
	29%	100%	-	-s	-s	-	46%	78%	34%	26%	53%	15%	20%	34%	34%	32%	20%	19%	20%	33%	22%	24%	33%	33%	32%	30%	14%	82%	5%	8%	29%
Labour	304	-	304	-	-	304	-	-	129	176	59	224	48	103	93	92	54	61	115	185	104	80	93	107	46	264	24	7	181	28	304
	37%	-	100%	-s	-s	52%	-	-	36%	38%	21%	46%	49%	30%	32%	32%	42%	55%	48%	32%	38%	39%	37%	36%	41%	37%	33%	4%	78%	26%	37%
Liberal Democrats (Lib Dem)	67	-	-	67	-	67	67	67	21	45	29	37	7	21	21	33	7	3	11	54	28	23	14	25	6	62	5	3	7	42	65
	8%	-	-	100%	-s	11%	13%	22%	6%	10%	10%	8%	7%	6%	7%	12%	6%	3%	4%	9%	10%	11%	5%	8%	6%	9%	7%	2%	3%	38%	8%
Scottish Nationalist	23	-	-	-	-	23	23	-	10	13	5	18	3	10	11	8	1	2	3	19	23	1	-	-	-	1	22	-	2	2	25
	3%	-	-	-s	-s	4%	4%	-	3%	3%	2%	4%	3%	3%	4%	3%	1%	2%	1%	3%	8%	*	-	-	-	*	31%	-	1%	2%	3%
Plaid Cymru	1	-	-	-	-	1	1	-	1	*	-	*	1	-	1	*	-	-	-	*	-	-	*	*	1	1	-	-	-	-	3
	*	-	-	-s	-s	*	*	-	*	*	-	*	1%	-	*	*	-	-	-	*	-	-	*	*	*	*	-s	-	-	-	*
Green Party	79	-	-	-	-	79	79	-	35	44	13	61	8	39	26	21	26	6	32	47	25	19	19	36	11	71	6	4	10	22	71
	10%	-	-	-s	-s	14%	15%	-	10%	9%	5%	12%	9%	12%	9%	7%	20%	5%	13%	8%	9%	9%	7%	12%	10%	10%	8%	2%	4%	20%	9%
UKIP	95	-	-	-	95	95	95	-	33	62	23	65	9	41	35	33	12	15	27	68	28	25	36	31	11	86	3	19	17	7	95
	12%	-	-	-s	100%	16%	18%	-	9%	13%	8%	13%	9%	12%	12%	12%	9%	14%	11%	12%	10%	12%	15%	10%	10%	12%	4%	9%	7%	6%	12%
British National Party	4	-	-	-	-	4	4	-	4	3	-	3	-	1	1	1	-	1	1	3	1	1	1	1	-	4	-	-	-	-	3
	*	-	-	-s	-s	1%	1%	-	-	1%	-	1%	-	*	1%	1%	-	1%	*	1%	1%	1%	1%	*	-	1%	-s	-	-	-	*
Other	12	-	-	-	-	12	12	-	9	3	2	10	2	8	5	4	1	2	3	9	7	4	4	1	1	9	3	3	1	1	13
	1%	-	-	-s	-s	2%	2%	-	3%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	*	1%	1%	4%	1%	*	1%	2%
"Conservative Lead over Labour"	-64	240	-304	0	0	-304	240	240	-9	-55	89	-151	-28	14	5	-1	-28	-40	-68	4	-44	-30	-10	-9	-10	-47	-14	162	-169	-20	-62
	-8%	100%	-100%	0%	0%	-52%	46%	78%	-2%	-12%	32%	-31%	-29%	4%	2%	*	-22%	-36%	-29%	1%	-16%	-15%	-4%	-3%	-9%	-7%	-20%	79%	-73%	-18%	-8%
Undecided	72	-	-	-	-	-	-	-	34	38	22	36	7	31	22	21	18	11	29	43	24	17	27	22	5	63	7	11	7	10	74
	7%	-	-	-s	-s	-	-	-	8%	7%	7%	6%	6%	7%	6%	6%	11%	8%	10%	6%	7%	7%	9%	6%	4%	7%	8%	5%	3%	8%	7%
Would not vote	89	-	-	-	-	-	-	-	45	44	24	52	13	47	32	21	21	13	34	53	35	27	29	25	10	74	8	16	2	8	91
	9%	-	-	-s	-s	-	-	-	10%	8%	7%	9%	11%	11%	9%	6%	12%	9%	11%	8%	11%	11%	9%	7%	8%	9%	9%	7%	1%	6%	9%
Refused	14	-	-	-	-	-	-	-	9	6	4	7	*	9	3	6	1	3	5	8	1	-	4	10	2	13	1	-	-	2	14
	1%	-	-	-s	-s	-	-	-	2%	1%	1%	1%	*	2%	1%	2%	1%	3%	2%	1%	*	-	1%	3%	2%	2%	1%	-	-	2%	1%

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Table 3

Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt 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	598	598	598	598	598	598	-	282	316	77	216	305	21	56	100	116	128	177	73	201	184	99	114	385	213	598
Weighted Total	569	569	569	569	569	569	-	264	305	106	200	263	31	75	99	101	109	154	72	171	164	118	116	335	234	569
Total Voting	524	524	524	524	524	524	-	249	275	101	184	239	30	71	92	92	102	137	62	159	153	108	104	312	212	548
Conservative	165	165	165	165	165	165	-	78	87	24	58	83	4	20	29	29	30	53	23	55	54	31	25	109	56	173
	32%	32%	32%	32%	32%	32%	-s	31%	32%	24% s	32%	35%	14% s	28% s	32%	31%	29%	39%	37% s	35%	35%	29% s	24%	35%	27%	32%
Labour	183	183	183	183	183	183	-	87	97	37	60	86	9	28	29	31	44	42	19	55	53	36	39	109	75	196
	35%	35%	35%	35%	35%	35%	-s	35%	35%	37% s	33%	36%	29% s	40% s	31%	34%	43%	31%	30% s	35%	35%	33% s	37%	35%	35%	36%
Liberal Democrats (Lib Dem)	43	43	43	43	43	43	-	12	31	4	17	22	-	4	12	4	10	13	6	11	10	9	12	21	21	42
	8%	8%	8%	8%	8%	8%	-s	5%	11%	4% s	9%	9%	-s	5% s	13%	5%	9%	9%	10% s	7%	7%	9% s	12%	7%	10%	8%
Scottish Nationalist	19	19	19	19	19	19	-	14	5	1	8	10	1	-	6	2	2	8	4	5	4	4	6	9	10	20
	4%	4%	4%	4%	4%	4%	-s	6%	2%	1% s	4%	4%	3% s	-s	6%	2%	2%	6%	6% s	3%	3%	4% s	6%	3%	5%	4%
Plaid Cymru	1	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	*	-	*	-	*	*	2
	*	*	*	*	*	*	-s	*	-	-s	*	-	-s	-s	-	1%	-	-	-s	*	-	* s	-	*	*	*
Green Party	42	42	42	42	42	42	-	14	28	20	17	5	8	12	9	8	1	4	1	14	13	9	6	27	15	44
	8%	8%	8%	8%	8%	8%	-s	6%	10%	20% s	9%	2%	26% s	17% s	10%	9%	1%	3%	2% s	9%	8%	8% s	6%	9%	7%	8%
UKIP	63	63	63	63	63	63	-	40	23	14	20	29	8	5	5	15	14	15	8	16	17	17	14	33	31	62
	12%	12%	12%	12%	12%	12%	-s	16%	8%	13% s	11%	12%	28% s	7% s	6%	16%	14%	11%	14% s	10%	11%	16% s	13%	10%	14%	11%
British National Party	3	3	3	3	3	3	-	-	3	-	1	1	-	-	-	1	-	1	-	-	1	-	1	1	1	2
	*	*	*	*	*	*	-s	-	1%	-s	1%	*	-s	-s	-	2%	-	1%	-s	-	1%	-s	1%	*	1%	*
Other	5	5	5	5	5	5	-	4	2	2	2	2	-	2	1	1	1	1	-	2	1	2	1	3	2	7
	1%	1%	1%	1%	1%	1%	-s	1%	1%	2% s	1%	1%	-s	2% s	1%	1%	1%	1%	*	1%	1%	2% s	1%	1%	1%	1%
"Conservative Lead over Labour"	-18	-18	-18	-18	-18	-18	0	-8	-10	-13	-2	-3	-5	-8	1	-3	-15	11	4	*	*	-5	-14	*	-18	-23
	-3%	-3%	-3%	-3%	-3%	-3%	0% s	-3%	-4%	-13% s	-1%	-1%	-15% s	-12% s	1%	-3%	-14%	8%	7% s	*	*	-4% s	-13%	*	-9%	-4%
Undecided	28	28	28	28	28	28	-	10	19	4	8	16	1	4	4	4	3	13	8	8	9	6	6	17	12	34
	5%	5%	5%	5%	5%	5%	-s	4%	6%	4% s	4%	6%	2% s	5% s	4%	4%	3%	8%	11% s	5%	5%	5% s	5%	5%	5%	6%
Would not vote	5	5	5	5	5	5	-	1	4	-	4	1	-	-	1	3	-	1	-	1	1	2	1	2	3	5
	1%	1%	1%	1%	1%	1%	-s	*	1%	-s	2%	1%	-s	-s	1%	3%	-	1%	-s	1%	1%	2% s	1%	1%	1%	1%
Refused	11	11	11	11	11	11	-	4	7	-	4	7	-	-	2	2	4	3	2	3	1	1	6	4	7	11
	2%	2%	2%	2%	2%	2%	-s	1%	2%	-s	2%	2%	-s	-s	2%	2%	4%	2%	3% s	2%	1%	1% s	5%	1%	3%	2%

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Table 4

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Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
	Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	598	173	196	42	62	375	352	215	252	346	178	376	125	186	211	228	70	80	150	439	191	128	176	231	74	502	63	182	174	100	598
Weighted Total	569	165	183	43	63	359	341	208	239	330	178	349	61	231	200	221	67	73	140	421	184	127	176	209	78	483	57	168	171	92	569
Total Voting	524	165	183	43	63	359	341	208	221	303	170	320	57	211	183	202	64	68	132	386	172	121	162	190	74	445	52	161	168	80	548
Conservative	165	165	-	-	-	-	165	165	78	88	102	47	13	77	59	69	17	16	34	127	41	34	62	62	22	150	7	135	7	5	173
	32%	100%	-	-s	-s	-	48%	79%	35%	29%	60%	15%	23%	36%	32%	34%	27%	24%	26%	33%	24%	28%	38%	33%	29%	34%	14%	84%	4%	6%	32%
Labour	183	-	183	-	-	183	-	-	74	109	27	144	26	60	59	65	24	35	58	124	62	48	54	67	29	156	15	4	131	22	196
	35%	-	100%	-s	-s	51%	-	-	34%	36%	16%	45%	45%	28%	32%	32%	37%	51%	44%	32%	36%	40%	33%	35%	39%	35%	28%	3%	78%	28%	36%
Liberal Democrats (Lib Dem)	43	-	-	43	-	43	43	43	12	30	15	27	4	14	10	24	5	3	7	34	13	9	11	18	6	38	5	1	6	29	42
	8%	-	-	100%	-s	12%	13%	21%	6%	10%	9%	8%	6%	7%	6%	12%	7%	4%	6%	9%	8%	7%	7%	9%	8%	9%	9%	1%	4%	36%	8%
Scottish Nationalist	19	-	-	-	-	19	19	-	9	10	4	15	2	9	9	8	1	1	2	17	19	1	-	-	-	1	18	-	2	2	20
	4%	-	-	-s	-s	5%	6%	-	4%	3%	2%	5%	4%	4%	5%	4%	1%	2%	2%	4%	11%	*	-	-	-s	*	36%	-	1%	3%	4%
Plaid Cymru	1	-	-	-	-	1	1	-	*	*	-	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-s	-s	*	*	-	*	*	-	*	1%	-	-	*	-s	-s	-	*	-	-	*	-	-s	-	-	-	-	-	*
Green Party	42	-	-	-	-	42	42	-	19	23	6	33	8	20	22	7	9	4	14	28	14	10	7	21	10	37	4	4	8	16	44
	8%	-	-	-s	-s	12%	12%	-	8%	8%	3%	10%	13%	10%	12%	3%	15%	6%	10%	7%	8%	8%	4%	11%	13%	8%	7%	3%	5%	20%	8%
UKIP	63	-	-	-	63	63	63	-	24	39	17	45	3	29	22	27	8	6	14	49	21	18	23	19	6	56	3	15	13	4	62
	12%	-	-	-s	100%	18%	19%	-	11%	13%	10%	14%	6%	14%	12%	14%	12%	9%	10%	13%	12%	15%	14%	10%	8%	13%	5%	10%	8%	5%	11%
British National Party	3	-	-	-	-	3	3	-	-	3	-	3	-	-	-	1	-	1	1	1	-	-	1	1	-	3	-	-	-	-	2
	*	-	-	-s	-s	1%	1%	-	-	1%	-	1%	-	-	-	1%	-s	2%	1%	*	-	-	1%	1%	-s	1%	-s	-	-	-	*
Other	5	-	-	-	-	5	5	-	4	2	-	5	1	3	3	1	-	2	2	4	2	1	2	1	1	5	*	1	1	1	7
	1%	-	-	-s	-s	2%	2%	-	2%	1%	-	2%	1%	3%	2%	*	-s	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%
"Conservative Lead over Labour"	-18	165	-183	0	0	-183	165	165	4	-22	75	-97	-12	17	*	3	-6	-18	-25	3	-22	-14	8	-5	-7	-6	-8	130	-124	-17	-23
	-3%	100%	-100%	0%	0%	-51%	48%	79%	2%	-7%	44%	-30%	-22%	8%	*	2%	-10%	-27%	-19%	1%	-12%	-12%	5%	-3%	-10%	-1%	-15%	81%	-74%	-22%	-4%
Undecided	28	-	-	-	-	-	-	-	11	17	4	20	4	10	11	13	3	2	4	24	9	4	10	9	3	22	5	6	3	7	34
	5%	-	-	-s	-s	-	-	-	5%	5%	2%	6%	6%	4%	6%	6%	4%	2%	3%	6%	5%	3%	6%	4%	4%	5%	9%	3%	2%	7%	6%
Would not vote	5	-	-	-	-	-	-	-	1	4	2	4	-	5	2	1	-	-	-	4	2	2	1	2	1	5	-	2	-	4	5
	1%	-	-	-s	-s	-	-	-	1%	1%	1%	1%	-	2%	1%	1%	-s	-s	-	1%	1%	2%	1%	1%	1%	1%	-s	1%	-	4%	1%
Refused	11	-	-	-	-	-	-	-	5	6	3	5	*	6	3	4	-	3	3	7	1	-	3	7	1	10	1	-	-	2	11
	2%	-	-	-s	-s	-	-	-	2%	2%	2%	1%	*	3%	1%	2%	-s	5%	2%	2%	*	-	2%	4%	1%	2%	1%	-	-	3%	2%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 5

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

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Conservative	202 20%	140 25%	187 23%	184 24%	176 25%	164 26%	4 5%	103 21%	99 19%	41 14%	75 21%	86 24%	14 11%	27 16%	48 27%	27 16%	33 22%	52 25%	26 26%	74 28%	59 21%	35 16%	34 14%	134 24%	68 15%	201 20%
Labour	269 27%	166 29%	229 29%	218 28%	202 28%	183 29%	8 11%	124 25%	145 28%	90 32%	89 25%	89 25%	40 33%	50 30%	41 23%	48 27%	45 30%	21 21%	21 21%	70 26%	72 26%	57 26%	70 30%	142 26%	127 28%	267 27%
Liberal Democrats (Lib Dem)	60 6%	39 7%	56 7%	56 7%	53 7%	43 7%	- -	26 5%	33 6%	10 4%	23 6%	27 7%	3 3%	7 4%	17 10%	6 3%	9 6%	17 8%	9 9%	12 5%	15 5%	13 6%	19 8%	28 5%	32 7%	54 5%
Scottish Nationalist	22 2%	18 3%	21 3%	20 3%	20 3%	18 3%	- -	17 4%	5 1%	1 1%	10 3%	11 3%	1 1%	- -	8 4%	2 1%	3 2%	8 4%	4 4%	5 2%	5 2%	6 3%	7 3%	9 2%	12 3%	24 2%
Plaid Cymru	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	* *	- -	1 *	* *	3 *
Green Party	68 7%	36 6%	55 7%	54 7%	48 7%	42 7%	3 4%	29 6%	39 8%	36 12%	26 7%	7 2%	17 14%	19 11%	15 9%	10 6%	2 2%	4 2%	1 2%	16 6%	27 9%	15 7%	11 5%	43 8%	26 6%	61 6%
UKIP	84 8%	59 10%	73 9%	72 9%	69 10%	61 10%	* 1%	49 10%	35 7%	17 6%	33 9%	34 9%	9 7%	8 5%	9 5%	24 14%	15 10%	18 9%	8 8%	20 7%	18 6%	22 10%	25 11%	38 7%	47 10%	85 9%
Scottish Socialist Party	* *	* *	* *	* *	* *	* *	- -	- *	* *	- -	- -	* *	- -	- -	- -	- *	- *	- -	- -	* *	- -	- -	- *	* *	- -	1 *
British National Party (BNP)	4 *	3 *	4 1%	4 1%	3 *	3 *	- -	1 *	3 1%	1 1%	1 *	1 *	- -	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 *	3 1%	1 *	3 *
Independent Candidate	4 *	1 *	3 *	3 *	3 *	3 *	1 1%	3 1%	1 *	* *	3 1%	1 *	* *	- *	1 1%	2 1%	- *	1 *	- -	2 1%	- -	- -	2 1%	2 *	2 *	4 *
Other	4 *	3 1%	4 1%	4 1%	4 1%	3 *	- -	4 1%	- -	3 1%	1 *	1 *	- -	3 2%	- -	1 *	1 1%	- -	- -	1 *	1 *	2 1%	1 *	2 *	2 *	4 *
Undecided	177 18%	87 15%	140 18%	127 17%	118 16%	97 15%	9 11%	82 17%	95 19%	59 21%	50 14%	67 19%	28 23%	31 19%	21 12%	29 17%	26 17%	42 20%	21 21%	41 15%	61 21%	38 18%	37 16%	101 18%	75 17%	183 18%
Would not vote	84 8%	2 *	5 1%	3 *	3 *	2 *	54 67%	41 8%	43 8%	25 9%	36 10%	22 6%	8 6%	18 11%	17 9%	19 11%	7 5%	15 7%	5 5%	20 7%	18 6%	22 10%	24 10%	37 7%	47 10%	88 9%
Refused	21 2%	14 3%	19 2%	19 3%	15 2%	14 2%	- -	8 2%	13 2%	1 *	5 2%	14 4%	- -	1 1%	1 1%	4 2%	7 5%	7 3%	6 6%	5 2%	6 2%	5 2%	5 2%	11 2%	10 2%	22 2%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI

Ipsos MORI Political Monitor - July 2014

Table 6

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

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Conservative	202 20%	202 84%	-	-	-s	-s	-	202 66%	107 24%	95 17%	136 41%	54 9%	14 12%	103 24%	82 24%	77 23%	22 13%	16 11%	38 12%	160 24%	42 13%	35 14%	74 24%	85 24%	34 26%	182 21%	7 8%	146 63%	10 4%	9 7%	201	
Labour	269 27%	-	269 88%	-	-s	-s	269 46%	-	111 25%	157 28%	46 14%	205 35%	43 36%	87 20%	80 23%	80 24%	49 29%	57 41%	106 34%	160 24%	93 28%	73 30%	83 27%	93 26%	41 32%	235 27%	20 22%	7 3%	168 70%	26 20%	267	
Liberal Democrats (Lib Dem)	60 6%	-	-	60 89%	-s	-s	60 10%	60 11%	60 19%	18 4%	41 7%	27 8%	32 5%	4 4%	19 5%	19 5%	29 9%	7 4%	2 3%	10 7%	47 7%	26 8%	21 9%	11 3%	23 6%	5 4%	55 6%	5 5%	2 1%	7 3%	37 28%	54
Scottish Nationalist	22 2%	-	-	-	-	22 4%	22 4%	-	10 2%	12 2%	5 1%	17 3%	3 2%	10 2%	11 3%	8 2%	1 1%	2 1%	3 1%	18 3%	22 7%	1 *	-	-	-	4 *	1 24%	21 s	-	2 1%	2 2%	24
Plaid Cymru	1 *	-	-	-	-	1 *	1 *	-	1 *	* -	1 -	1 -	1 -	-	1 *	1 *	-	-	-	1 *	-	-	1 *	1 *	1 *	1 *	-s	-	-	-	3 *	
Green Party	68 7%	-	-	-	-s	-s	68 12%	68 13%	-	30 7%	38 7%	12 4%	54 9%	7 6%	33 8%	24 7%	19 6%	20 12%	4 3%	24 8%	44 6%	22 7%	17 7%	18 6%	28 8%	8 7%	59 7%	6 6%	3 1%	10 4%	16 12%	61
UKIP	84 8%	-	-	-	84 89%	84 14%	84 16%	-	31 7%	54 10%	20 6%	59 10%	8 7%	36 8%	29 8%	29 9%	12 7%	14 10%	27 9%	58 9%	26 8%	23 9%	32 10%	26 7%	8 6%	75 9%	3 3%	17 7%	16 6%	7 5%	85	
Scottish Socialist Party	* *	-	-	-	-s	-s	* *	-	* *	-	* *	-	* *	-	* *	-	-	-	-	* *	-	-	-	-	-	-	-s	-	-	-	1 *	
British National Party (BNP)	4 *	-	-	-	-s	-s	4 1%	4 1%	-	4 1%	-	3 *	-	1 *	1 *	1 *	-	1 *	1 *	3 *	1 *	1 *	1 *	1 *	4 *	-s	-	-	-	3 *		
Independent Candidate	4 *	-	-	-	-s	-s	4 1%	4 1%	-	2 *	2 *	2 1%	2 *	3 1%	2 *	2 1%	-	-	-	4 1%	2 *	2 1%	2 1%	-	3 *	-s	2 1%	1 *	-	4 *		
Other	4 *	-	-	-	-s	-s	4 1%	4 1%	-	4 1%	-	4 1%	1 1%	3 1%	1 *	1 *	-	2 1%	2 1%	3 *	2 1%	2 1%	2 1%	-	4 1%	-s	1 *	-	-	4 *		
Undecided	177 18%	34 14%	34 11%	7 11%	9 10%	65 11%	65 12%	41 13%	79 18%	98 18%	52 16%	99 17%	22 18%	78 18%	61 17%	54 16%	34 20%	24 17%	58 19%	115 17%	60 18%	43 17%	53 17%	63 18%	20 15%	154 18%	17 20%	37 16%	24 10%	27 21%	183	
Would not vote	84 8%	-	-	-	-s	-s	-	-	42 9%	43 8%	21 6%	51 9%	13 11%	42 10%	29 8%	21 6%	21 12%	13 9%	34 11%	50 7%	33 10%	25 10%	27 9%	23 7%	10 8%	69 8%	8 9%	15 6%	2 1%	5 4%	88	
Refused	21 2%	4 2%	2 *	-	1 1%	4 1%	7 1%	4 1%	10 2%	11 2%	9 3%	8 1%	* *	12 3%	7 2%	8 2%	2 1%	3 2%	5 2%	15 2%	3 1%	2 1%	5 2%	13 4%	3 2%	20 2%	1 1%	3 1%	1 *	3 2%	22	

Fieldwork dates : 12th to 15th July 2014

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Ipsos MORI Political Monitor - July 2014

Table 7

Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt 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	205	113	165	158	144	124	8	83	122	42	66	97	18	24	25	41	39	58	28	56	71	36	42	127	78	205
Weighted Total	198	101	159	147	133	112	9	90	108	61	56	82	28	32	22	34	33	49	27	46	67	43	42	113	85	205
Conservative	38 19%	25 25%	31 20%	31 21%	29 22%	26 23%	- s	11 13%	27 25%	5 9%	10 18%	23 28%	2 6%	4 11%	4 18%	6 18%	6 19%	17 34%	7 27%	7 15%	14 21%	8 19%	9 22%	21 19%	17 20%	41 20%
Labour	36 18%	18 17%	28 18%	24 16%	23 17%	21 19%	3 31%	25 27%	11 10%	10 17%	12 22%	13 16%	7 25%	3 10%	5 20%	8 23%	9 27%	4 9%	2 9%	10 23%	12 18%	10 24%	3 7%	22 20%	13 15%	37 18%
Liberal Democrats (Lib Dem)	7 4%	4 4%	6 4%	6 4%	6 5%	- s	2 2%	6 5%	1 1%	3 5%	4 5%	- s	1 2%	1 6%	1 4%	3 10%	* 1%	- s	5 11%	1 1%	- s	1 2%	6 5%	1 1%	11 5%	
Scottish Nationalist	1 *	1 1%	1 *	1 *	1 1%	1 1%	- s	- s	1 1%	- s	- s	1 1%	- s	- s	- s	- s	1 1%	- s	1 2%	- s	- s	- s	- s	1 1%	- s	1 *
Plaid Cymru	-	-	-	-	-	-	- s	- s	-	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	-
Green Party	11 6%	6 6%	10 6%	10 7%	8 6%	8 7%	1 17%	4 4%	7 7%	7 12%	2 4%	2 2%	- s	7 22%	1 5%	1 3%	1 3%	2 4%	1 5%	1 3%	6 8%	4 9%	1 1%	7 6%	4 5%	10 5%
UKIP	10 5%	5 5%	7 4%	7 5%	5 4%	5 4%	- s	5 5%	6 5%	2 4%	4 7%	4 5%	2 8%	- s	1 2%	3 10%	2 7%	2 4%	2 7%	- s	4 7%	3 6%	3 8%	4 4%	6 7%	10 5%
Scottish Socialist Party	2 1%	* *	2 1%	* *	* *	* *	- s	1 2%	* *	1 2%	* 1%	- s	- s	1 4%	- s	* 1%	- s	- s	- s	1 1%	2 2%	- s	- s	2 2%	- s	2 1%
British National Party	-	-	-	-	-	-	- s	- s	-	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	-
Independent Candidate	1 *	-	-	-	-	-	- s	1 1%	-	- s	1 2%	- s	- s	- s	- s	1 3%	- s	- s	- s	- s	1 1%	- s	- s	1 1%	- s	1 *
Other	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	- s	- s	1 1%	- s	1 2%	- s	- s	- s	1 5%	- s	- s	- s	- s	1 2%	- s	- s	- s	1 1%	- s	1 *
Undecided	72 36%	28 28%	57 36%	50 34%	46 34%	31 27%	4 52%	33 36%	39 36%	30 50%	15 28%	26 32%	17 61%	13 41%	7 32%	8 25%	7 22%	19 39%	12 43%	17 37%	22 33%	14 31%	19 46%	39 35%	33 39%	74 36%
Would not vote	5 2%	3 3%	3 2%	3 2%	3 2%	3 3%	- s	2 2%	3 3%	2 3%	3 5%	- s	- s	2 5%	- s	3 9%	- s	- s	- s	- s	3 4%	2 4%	- s	3 3%	2 2%	3 1%
Refused	14 7%	11 11%	13 8%	13 9%	12 9%	11 10%	- s	7 8%	7 7%	1 2%	4 8%	9 11%	- s	1 4%	2 11%	2 6%	5 15%	4 7%	2 8%	3 6%	2 3%	3 8%	6 14%	5 5%	9 11%	14 7%

Fieldwork dates : 12th to 15th July 2014

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

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Ipsos MORI Political Monitor - July 2014

Table 8

Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD
Unweighted Total	205	41	37	11	10	73	77	52	94	111	55	118	48	67	79	64	29	29	58	143	65	42	59	81	20	174	23	43	29	36	205
Weighted Total	198	38	36	7	10	69	71	45	89	109	60	107	22	90	68	62	36	27	63	130	63	45	58	77	22	174	18	40	25	30	205
Conservative	38 19%	38 100%	- -s	- -s	- -s	- -s	38 53%	38 84%	13 15%	25 23%	13 22%	20 19%	5 24%	14 15%	15 22%	4 22%	5 18%	8 14%	29 22%	17 18%	14 15%	8 17%	13 19%	5 23%	29 17%	4 25%	23 57%	3 11%	- -s	41 20%	
Labour	36 18%	- -s	36 100%	- -s	- -s	36 52%	- -s	- -s	18 20%	18 17%	13 22%	20 18%	5 22%	16 17%	13 19%	12 20%	5 15%	4 15%	9 15%	25 19%	11 18%	7 15%	10 17%	15 19%	5 23%	29 17%	4 25%	1 1%	13 52%	2 7%	37 18%
Liberal Democrats (Lib Dem)	7 4%	- -s	- -s	7 100%	- -s	7 10%	7 10%	7 16%	3 3%	4 4%	1 2%	5 5%	3 12%	2 2%	2 4%	4 6%	- -s	1 3%	1 1%	6 5%	1 2%	1 3%	3 5%	3 3%	1 4%	7 4%	- -s	1 2%	- -s	5 16%	11 5%
Scottish Nationalist	1 *	- -s	- -s	- -s	- -s	1 1%	1 1%	- -s	- -s	1 1%	- -s	1 1%	- -s	- -s	1 1%	- -s	- -s	- -s	- -s	1 1%	1 1%	- -s	- -s	- -s	- -s	- -s	1 4%	- -s	- -s	- -s	1 *
Plaid Cymru	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-
Green Party	11 6%	- -s	- -s	- -s	- -s	11 16%	11 16%	- -s	5 6%	6 6%	1 2%	7 7%	1 5%	7 7%	2 3%	1 2%	6 17%	2 6%	8 13%	3 2%	3 4%	3 6%	1 1%	8 11%	3 12%	11 6%	- -s	1 3%	6 1%	6 20%	10 5%
UKIP	10 5%	- -s	- -s	- -s	10 100%	10 15%	10 15%	- -s	2 3%	8 7%	2 4%	6 5%	1 2%	6 6%	6 9%	4 6%	- -s	1 2%	1 1%	10 8%	2 3%	2 4%	4 7%	4 5%	3 13%	10 6%	- -s	2 5%	2 6%	- -s	10 5%
Scottish Socialist Party	2 1%	- -s	- -s	- -s	- -s	2 3%	2 3%	- -s	2 2%	- -s	2 -s	2 2%	1 2%	1 2%	1 1%	- -s	1 4%	- -s	1 2%	1 *	1 2%	- -s	- -s	- -s	- -s	1 8%	- -s	- -s	- -s	2 1%	
British National Party	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-
Independent Candidate	1 *	- -s	- -s	- -s	- -s	1 1%	1 1%	- -s	1 1%	- -s	- -s	1 1%	- -s	1 1%	- -s	1 1%	- -s	- -s	- -s	1 1%	1 1%	- -s	- -s	- -s	- -s	1 5%	- -s	- -s	- -s	1 *	
Other	1 1%	- -s	- -s	- -s	- -s	1 2%	1 2%	- -s	- -s	1 1%	- -s	1 1%	- -s	- -s	1 2%	- -s	- -s	- -s	- -s	1 1%	- -s	- -s	1 1%	1 5%	1 1%	- -s	- -s	- -s	- -s	1 4%	1 *
Undecided	72 36%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	34 38%	38 35%	22 37%	36 34%	7 32%	31 34%	22 32%	21 33%	18 50%	11 42%	29 47%	43 33%	24 37%	17 37%	27 46%	22 28%	5 24%	63 36%	7 38%	11 28%	7 29%	10 34%	74 36%
Would not vote	5 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	3 3%	2 1%	3 5%	1 1%	- -s	5 5%	3 4%	- -s	- -s	- -s	- -s	3 2%	2 2%	2 3%	1 2%	2 2%	- -s	5 3%	- -s	2 4%	- -s	3 10%	1 1%
Refused	14 7%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	9 10%	6 5%	4 7%	7 7%	* 1%	9 11%	3 4%	6 9%	1 4%	3 13%	5 8%	8 6%	1 1%	- -s	4 6%	10 13%	2 9%	13 8%	1 4%	- -s	- -s	2 8%	14 7%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 9

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

Base : All certain to vote

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	598	598	598	598	598	598	-	282	316	77	216	305	21	56	100	116	128	177	73	201	184	99	114	385	213	598
Weighted Total	569	569	569	569	569	569	-	264	305	106	200	263	31	75	99	101	109	154	72	171	164	118	116	335	234	598
Conservative	140	140	140	140	140	140	-	71	69	22	53	65	4	18	28	25	24	41	19	50	44	25	22	94	46	146
	25%	25%	25%	25%	25%	25%	-s	27%	23%	21% s	26%	25%	14% s	24% s	28%	25%	22%	27%	26% s	29%	27%	21% s	19%	28%	20%	24%
Labour	166	166	166	166	166	166	-	76	89	34	55	77	9	26	27	28	37	40	17	50	45	32	38	96	70	177
	29%	29%	29%	29%	29%	29%	-s	29%	29%	32% s	27%	29%	28% s	34% s	27%	28%	34%	26%	24% s	29%	28%	27% s	33%	29%	30%	30%
Liberal Democrats (Lib Dem)	39	39	39	39	39	39	-	12	28	4	15	20	-	4	11	4	8	13	6	9	9	9	12	18	21	36
	7%	7%	7%	7%	7%	7%	-s	4%	9%	4% s	7%	8%	-s	5% s	11%	4%	7%	8%	9% s	5%	6%	8% s	10%	5%	9%	6%
Scottish Nationalist	18	18	18	18	18	18	-	14	4	1	8	10	1	-	6	2	2	8	4	4	4	4	6	8	10	19
	3%	3%	3%	3%	3%	3%	-s	5%	1%	1% s	4%	4%	3% s	-s	6%	2%	2%	5%	5% s	2%	2%	4% s	5%	2%	4%	3%
Plaid Cymru	1	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	*	-	*	-	*	*	2
	*	*	*	*	*	*	-s	*	-	-s	*	-	-s	-s	-	1%	-	-	-s	*	-	* s	-	*	*	*
Green Party	36	36	36	36	36	36	-	13	23	18	15	4	8	10	8	7	1	2	-	13	12	5	6	25	11	38
	6%	6%	6%	6%	6%	6%	-s	5%	7%	17% s	7%	1%	26% s	13% s	8%	7%	1%	2%	-s	7%	7%	4% s	6%	7%	5%	6%
UKIP	59	59	59	59	59	59	-	38	20	14	19	26	8	5	5	14	12	14	7	16	13	16	14	29	30	57
	10%	10%	10%	10%	10%	10%	-s	15%	7%	13% s	9%	10%	27% s	7% s	5%	14%	11%	9%	10% s	9%	8%	14% s	12%	9%	13%	10%
Scottish Socialist Party	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	1
	*	*	*	*	*	*	-s	-	*	-s	-	*	-s	-s	-	-	*	-	-s	*	-	-s	-	*	-	*
British National Party (BNP)	3	3	3	3	3	3	-	-	3	-	1	1	-	-	-	1	-	1	-	-	1	-	1	1	1	2
	*	*	*	*	*	*	-s	-	1%	-s	1%	*	-s	-s	-	1%	-	1%	-s	-	1%	-s	1%	*	*	1%
Independent Candidate	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	*	*	*	*	-s	*	-	-s	-	*	-s	-s	-	-	-	*	-s	*	-	-s	-	*	-	*
Other	3	3	3	3	3	3	-	3	-	2	1	1	-	2	-	1	1	-	-	-	1	2	1	1	2	3
	1%	1%	1%	1%	1%	1%	-s	1%	-	2% s	*	*	-s	2% s	-	1%	1%	-	-s	-	1%	1% s	*	*	1%	1%
Undecided	87	87	87	87	87	87	-	31	56	12	30	46	1	11	14	16	18	27	13	24	30	22	11	54	33	97
	15%	15%	15%	15%	15%	15%	-s	12%	18%	11% s	15%	17%	2% s	15% s	14%	16%	17%	18%	18% s	14%	18%	19% s	10%	16%	14%	16%
Would not vote	2	2	2	2	2	2	-	1	1	-	1	1	-	-	1	-	-	1	-	1	-	1	1	1	1	3
	*	*	*	*	*	*	-s	*	*	-s	*	1%	-s	-s	1%	-	-	1%	-s	1%	-	1% s	1%	*	1%	1%
Refused	14	14	14	14	14	14	-	2	12	-	3	11	-	-	-	3	6	6	6	4	4	2	4	8	6	16
	3%	3%	3%	3%	3%	3%	-s	1%	4%	-s	1%	4%	-s	-s	-	3%	5%	4%	8% s	2%	2%	2% s	3%	2%	3%	3%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI

Ipsos MORI Political Monitor - July 2014

Table 10

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

Base : All certain to vote

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con		Lab	LD	
Unweighted Total	598	173	196	42	62	375	352	215	252	346	178	376	125	186	211	228	70	80	150	439	191	128	176	231	74	502	63	182	174	100	598	
Weighted Total	569	165	183	43	63	359	341	208	239	330	178	349	61	231	200	221	67	73	140	421	184	127	176	209	78	483	57	168	171	92	569	
Conservative	140	140	-	-	-	-	140	140	70	70	94	33	12	67	51	57	14	14	28	108	31	25	58	52	20	126	6	118	6	5	146	
	25%	85%	-	-s	-s	-	41%	67%	29%	21%	53%	10%	21%	29%	25%	26%	22%	19%	20%	26%	17%	19%	33%	25%	25%	26%	11%	70%	4%	5%	24%	
Labour	166	-	166	-	-	166	-	-	64	102	23	132	24	51	51	58	21	34	55	109	56	44	48	63	25	144	11	4	121	20	177	
	29%	-	90%	-s	-s	46%	-	-	27%	31%	13%	38%	39%	22%	26%	26%	32%	47%	39%	26%	30%	35%	27%	30%	32%	30%	2%	71%	22%	30%		
Liberal Democrats (Lib Dem)	39	-	-	39	-	39	39	39	11	28	14	25	2	14	9	22	5	2	7	31	13	9	9	16	5	34	5	1	6	26	36	
	7%	-	-	92%	-s	11%	11%	19%	5%	8%	8%	7%	3%	6%	4%	10%	7%	3%	5%	7%	7%	7%	5%	8%	7%	7%	8%	*	3%	28%	6%	
Scottish Nationalist	18	-	-	-	-	18	18	-	9	9	4	15	2	9	8	8	1	1	2	16	18	1	-	-	-	1	18	-	2	2	19	
	3%	-	-	-s	-s	5%	5%	-	4%	3%	2%	4%	4%	4%	4%	4%	1%	2%	2%	4%	10%	*	-	-	-s	*	31%	-	1%	2%	3%	
Plaid Cymru	1	-	-	-	-	1	1	-	*	*	-	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	2	
	*	-	-	-s	-s	*	*	-	*	*	-	1%	-	-	*	-	-s	-s	-	1	-	-	*	-	-s	-	-s	-	-	-	-	*
Green Party	36	-	-	-	-	36	36	-	17	19	5	29	6	17	21	5	7	3	9	27	11	8	7	18	7	30	4	3	8	13	38	
	6%	-	-	-s	-s	10%	11%	-	7%	6%	3%	8%	11%	7%	11%	2%	10%	3%	7%	6%	6%	6%	4%	8%	9%	6%	6%	2%	4%	15%	6%	
UKIP	59	-	-	-	59	59	59	-	23	36	16	42	3	28	21	24	8	6	14	45	20	17	21	18	6	51	3	15	12	4	57	
	10%	-	-	-s	92%	16%	17%	-	10%	11%	9%	12%	5%	12%	11%	11%	12%	8%	10%	11%	11%	13%	12%	8%	7%	11%	5%	9%	7%	4%	10%	
Scottish Socialist Party	*	-	-	-s	-s	*	*	-	*	-	*	*	*	-	*	-	-s	-s	-	*	*	-	-	-	-	-	-s	-	-	-	1	
	*	-	-	-s	-s	*	*	-	*	-	-	-	-	-	-	-	-s	-s	-	*	*	-	-	-	-	-s	-	-	-	-	*	
British National Party (BNP)	3	-	-	-	-	3	3	-	-	3	-	3	-	-	-	1	-	1	1	1	-	-	1	1	-	3	-	-	-	-	2	
	*	-	-	-s	-s	1%	1%	-	-	1%	-	1%	-	-	-	1%	-s	2%	1%	*	-	-	1%	1%	-s	1%	-s	-	-	-	*	
Independent Candidate	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1	-	-	-	1	1	1	-	-	1	-	-	-	1	-	1	
	*	-	-	-s	-s	*	*	-	-	*	-	*	-	-	*	-	-s	-s	-	1	*	*	-	-	-s	*	-s	-	-	-	*	
Other	3	-	-	-	-	3	3	-	3	-	3	-	3	1	-	-	2	2	1	-	1	1	2	-	3	-	1	-	-	3		
	1%	-	-	-s	-s	1%	1%	-	1%	-	1%	-	1%	1%	-	-s	2%	1%	*	*	*	1%	1%	-	-s	1%	-s	1%	-	-	1%	
Undecided	87	23	16	4	4	30	37	27	36	51	19	58	10	36	31	36	11	8	19	67	29	20	26	31	13	74	10	25	15	19	97	
	15%	14%	9%	8%	6%	8%	11%	13%	15%	16%	10%	17%	17%	16%	15%	16%	17%	10%	13%	16%	16%	16%	15%	15%	17%	15%	17%	15%	9%	21%	16%	
Would not vote	2	-	-	-	-	-	-	-	-	2	-	2	-	2	1	1	-	-	-	2	1	1	-	2	1	2	-	2	-	1	3	
	*	-	-	-s	-s	-	-	-	-	1%	-	1%	-	1%	*	1%	-s	-s	-	1%	*	*	-	1%	1%	*	-s	1%	-	1%	1%	
Refused	14	2	2	-	1	4	4	2	5	10	5	5	*	6	5	7	-	3	3	12	3	2	2	9	1	13	1	1	1	16		
	3%	1%	1%	-s	2%	1%	1%	1%	2%	3%	3%	1%	*	2%	2%	3%	-s	4%	2%	3%	2%	2%	1%	4%	2%	3%	1%	1%	1%	3%		

Fieldwork dates : 12th to 15th July 2014

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

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Ipsos MORI Political Monitor - July 2014

Table 11

Q.V/POL.2. 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						UnWgt Total	
		(10) Absol-utely 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	113	113	113	113	113	113	-	36	77	9	36	68	1	8	15	21	28	40	20	37	39	21	16	76	37	113
Weighted Total	101	101	101	101	101	101	-	33	68	12	33	57	1	11	14	19	24	33	18	28	34	24	15	62	40	113
Conservative	25 25%	25 25%	25 25%	25 25%	25 25%	25 25%	-s	7 22%	18 26%	2 18%	5 16%	18 31%	-s	19 19%	2 12%	4 19%	6 23%	12 37%	4 23%	5 20%	10 29%	7 27%	3 22%	15 25%	10 25%	27 24%
Labour	18 17%	18 17%	18 17%	18 17%	18 17%	18 17%	-s	10 31%	7 11%	3 23%	5 16%	10 17%	-s	3 25%	2 12%	4 19%	7 31%	2 7%	1 8%	5 18%	8 23%	4 17%	* 3%	13 21%	5 12%	19 17%
Liberal Democrats (Lib Dem)	4 4%	4 4%	4 4%	4 4%	4 4%	4 4%	-s	-s	4 5%	-s	2 6%	2 3%	-s	-s	1 10%	* 2%	2 8%	-s	-s	3 10%	1 3%	-s	-s	4 6%	-s	6 5%
Scottish Nationalist	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-s	-s	1 1%	-s	-s	1 1%	-s	-s	-s	-s	-s	2 2%	-s	3 3%	-s	-s	-s	1 1%	-s	1 1%
Plaid Cymru	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-
Green Party	6 6%	6 6%	6 6%	6 6%	6 6%	6 6%	-s	1 2%	5 8%	2 20%	2 7%	1 2%	-s	2 21%	1 8%	1 6%	1 4%	1 7%	1 4%	1 4%	1 3%	4 16%	-s	2 4%	4 10%	6 5%
UKIP	5 5%	5 5%	5 5%	5 5%	5 5%	5 5%	-s	2 5%	3 5%	-s	1 5%	3 6%	-s	-s	1 4%	1 5%	2 8%	1 4%	1 7%	-s	4 11%	1 5%	-s	4 6%	1 3%	5 4%
Scottish Socialist Party	* *	* *	* *	* *	* *	* *	-s	-s	1 1%	-s	1 1%	-s	-s	-s	-s	2 2%	-s	-s	-s	1 1%	-s	-s	-s	1 1%	-s	1 1%
British National Party	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-
Other	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-s	-s	1 2%	-s	1 3%	-s	-s	-s	8 8%	-s	-s	-s	-s	4 4%	-s	-s	-s	2 2%	-s	1 1%
Undecided	28 28%	28 28%	28 28%	28 28%	28 28%	28 28%	-s	10 29%	19 27%	4 38%	8 25%	16 28%	1 100%	4 35%	4 30%	4 21%	3 13%	13 38%	8 43%	8 30%	9 25%	6 25%	6 37%	17 27%	12 29%	34 30%
Would not vote	3 3%	3 3%	3 3%	3 3%	3 3%	3 3%	-s	-s	3 4%	-s	3 9%	-s	-s	-s	-s	3 16%	-s	-s	-s	-s	1 4%	2 6%	-s	1 2%	2 4%	2 2%
Refused	11 11%	11 11%	11 11%	11 11%	11 11%	11 11%	-s	4 11%	7 10%	-s	4 13%	7 11%	-s	-s	2 17%	2 10%	4 17%	3 8%	2 12%	3 10%	1 3%	1 5%	6 38%	4 6%	7 17%	11 10%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos MORI Political Monitor - July 2014

Table 12

Q.V/POL.2. Which party are you most inclined to support? (certain to vote)

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

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	113	27	19	6	5	39	47	33	46	67	25	69	25	33	44	46	11	11	22	90	36	24	30	47	14	95	12	29	19	23	113	
Weighted Total	101	25	18	4	5	34	42	29	41	61	23	63	11	42	36	43	11	10	21	78	33	22	29	40	15	87	10	26	16	21	113	
Conservative	25 25%	25	-	-	-	-	25	25	8	18	7	14	1	9	8	12	3	3	6	20	31%	42%	15%	27%	12%	28%	8%	65%	9%	-	24%	
Labour	18 17%	-	18	-	-	18	-	-	10	7	4	12	2	9	7	7	3	*	3	14	7	4	6	5	4	12	3	*	10	2	19	
Liberal Democrats (Lib Dem)	4 4%	-	-	4	-	4	4	4	1	2	1	1	2	1	2	-	*	*	3	3	-	-	2	2	1	4	-	1	-	3	6	
Scottish Nationalist	1 1%	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-	-	-	1	1	1	-	-	-	-	-	-	-	-	1	-	1
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	6 6%	-	-	-	-	6	6	-	2	4	1	4	1	4	*	1	3	2	4	2	3	3	-	3	3	6	-	1	*	3	6	
UKIP	5 5%	-	-	-	5	5	5	-	1	3	1	4	1	1	1	4	-	-	-	5	1	1	2	1	1	5	-	1	1	-	5	
Scottish Socialist Party	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
British National Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1	1	-	-	-	1	-	1
Undecided	28 28%	-	-	-	-	-	-	-	11	17	4	20	4	10	11	13	3	2	4	24	9	4	10	9	3	22	5	6	3	7	34	
Would not vote	3 3%	-	-	-	-	-	-	-	1	2	2	1	-	3	1	-	-	-	-	1	2	2	1	-	3	-	-	-	-	3	2	
Refused	11 11%	-	-	-	-	-	-	-	5	6	3	5	*	6	3	4	-	3	3	7	1	-	3	7	1	10	1	-	-	2	11	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

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Ipsos MORI Political Monitor - July 2014

Table 13

Q.2/POLSC. 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					Would NOT vote	Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
1 - Absolutely certain not to vote	80	-	-	-	-	-	80	34	46	32	32	16	14	18	19	13	5	10	4	18	15	24	22	33	46	78
	8%	-	-	-	-	-	100% ^s	7%	9%	11%	9%	4%	12% ^s	11%	11%	8%	3%	5%	4%	7%	5%	11%	10%	6%	10%	8%
2	9	-	-	-	-	-	-	8	1	4	3	2	2	2	-	3	1	1	1	3	2	1	4	4	5	7
	1%	-	-	-	-	-	-	2%	*	1%	1%	1%	2% ^s	1%	-	2%	1%	*	1%	1%	1%	*	2%	1%	1%	1%
3	23	-	-	-	-	-	-	12	11	11	9	2	6	5	5	5	1	1	1	2	14	6	1	16	7	19
	2%	-	-	-	-	-	-	2%	2%	4%	3%	1%	5% ^s	3%	3%	3%	1%	1%	1%	1%	5%	3%	*	3%	2%	2%
4	18	-	-	-	-	-	-	10	8	9	8	1	7	2	4	4	-	1	-	5	8	2	3	13	5	16
	2%	-	-	-	-	-	-	2%	2%	3%	2%	*	6% ^s	1%	2%	2%	-	1%	-	2%	3%	1%	1%	2%	1%	2%
5	64	-	-	-	-	-	-	20	43	21	23	20	7	14	16	7	6	14	10	10	15	12	26	25	39	57
	6%	-	-	-	-	-	-	4%	8%	7%	6%	6%	6% ^s	8%	9%	4%	4%	7%	10%	4%	5%	6%	11%	4%	9%	6%
6	29	-	29	-	-	-	-	19	10	18	11	1	12	6	6	5	1	-	-	8	6	5	10	14	15	23
	3%	-	4%	-	-	-	-	4%	2%	6%	3%	*	10% ^s	3%	3%	3%	*	-	-	3%	2%	2%	4%	3%	3%	2%
7	51	-	51	51	-	-	-	35	17	33	13	6	15	18	3	10	1	5	2	7	14	18	12	22	30	44
	5%	-	6%	7%	-	-	-	7%	3%	11%	4%	2%	12% ^s	11%	2%	6%	1%	2%	2%	3%	5%	8%	5%	4%	7%	4%
8	81	-	81	81	81	-	-	42	39	26	33	22	15	11	14	19	11	10	5	20	25	14	22	45	36	82
	8%	-	10%	11%	11%	-	-	9%	8%	9%	9%	6%	12% ^s	7%	8%	11%	8%	5%	5%	7%	9%	6%	10%	8%	8%	8%
9	66	-	66	66	66	66	-	40	25	26	20	19	12	14	14	6	14	5	2	23	20	11	11	44	22	65
	7%	-	8%	9%	9%	10%	-	8%	5%	9%	6%	5%	10% ^s	9%	8%	3%	9%	2%	2%	9%	7%	5%	5%	8%	5%	7%
10 - Absolutely certain to vote	569	569	569	569	569	-	-	264	305	106	200	263	31	75	99	101	109	154	72	171	164	118	116	335	234	598
	57%	100%	71%	74%	80%	90%	-	54%	60%	37%	57%	73%	26% ^s	45%	55%	58%	73%	72%	72%	64%	58%	55%	49%	61%	52%	60%
Don't know	8	-	-	-	-	-	-	4	4	1	1	6	-	1	-	1	-	6	3	-	-	2	5	-	8	8
	1%	-	-	-	-	-	-	1%	1%	*	*	2%	-	1%	-	1%	-	3%	3%	-	-	1%	2%	-	2%	1%
Refused	3	-	-	-	-	-	-	1	2	*	-	2	-	*	-	-	-	2	-	-	*	1	1	*	2	3
	*	-	-	-	-	-	-	*	*	*	-	1%	-	*	-	-	-	1%	-	-	*	*	1%	*	1%	*
Mean	8.10	10.00	9.37	9.50	9.68	9.90	1.00	8.11	8.10	7.19	7.98	8.97	6.71	7.54	7.87	8.10	9.09	8.87	8.78	8.52	8.21	7.86	7.72	8.36	7.78	8.26

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

^s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 14

Q.2/POLSC. 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							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
1 - Absolutely certain not to vote	80	4	11	-	*	17	10	4	37	43	21	49	11	38	24	17	23	15	38	41	25	18	34	21	8	66	7	6	5	3	78
	8%	2%	4%	-s	*s	3%	2%	1%	8%	8%	6%	8%	9%	9%	7%	5%	14%	11%	12%	6%	7%	7%	11%	6%	8%	8%	8%	2%	2%	2%	8%
2	9	-	-	-	4	4	4	-	3	6	2	5	*	5	6	1	1	1	2	7	4	3	-	5	4	8	1	-	2	-	7
	1%	-	-	-s	4%	1%	1%	-	1%	1%	1%	1%	*	1%	2%	*	1%	1%	1%	1%	1%	1%	-	1%	3%	1%	1%	-	1%	-	1%
3	23	1	8	-	1	14	7	1	12	11	6	17	2	12	10	5	6	2	8	15	6	5	10	8	3	21	1	4	*	-	19
	2%	*	3%	-s	1%	2%	1%	*	3%	2%	2%	3%	2%	3%	3%	1%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	2%	*	-	2%
4	18	3	7	1	2	10	6	4	12	6	6	10	2	11	8	1	5	5	10	9	11	9	6	1	-	16	2	1	2	4	16
	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	2%	2%	1%	3%	2%	*	3%	3%	3%	1%	3%	4%	2%	*	-	2%	2%	1%	1%	3%	2%
5	64	12	18	3	6	35	28	15	20	43	14	41	6	25	21	15	14	13	28	36	26	18	19	18	5	53	8	10	14	3	57
	6%	5%	6%	4%	6%	6%	5%	5%	5%	8%	4%	7%	5%	6%	6%	5%	8%	10%	9%	5%	8%	7%	6%	5%	4%	6%	10%	4%	6%	2%	6%
6	29	3	15	1	*	19	7	4	13	16	10	13	5	14	9	1	11	6	17	11	14	12	5	10	7	27	2	2	6	1	23
	3%	1%	5%	1%	*s	3%	1%	1%	3%	3%	3%	2%	4%	3%	3%	*	6%	4%	5%	2%	4%	5%	2%	3%	5%	3%	2%	1%	3%	1%	2%
7	51	10	17	3	6	36	28	12	25	26	25	22	6	24	18	9	19	4	23	26	11	10	14	27	7	48	1	7	4	4	44
	5%	4%	6%	4%	6%	6%	5%	4%	6%	5%	8%	4%	5%	6%	5%	3%	11%	3%	8%	4%	3%	4%	4%	8%	6%	6%	1%	3%	2%	3%	4%
8	81	15	22	10	7	48	42	25	43	38	31	46	14	32	25	25	14	13	27	51	32	25	23	26	10	72	7	17	20	7	82
	8%	6%	7%	15%	8%	8%	8%	8%	10%	7%	9%	8%	12%	8%	7%	8%	8%	10%	9%	7%	9%	10%	7%	7%	8%	8%	7%	7%	8%	5%	8%
9	66	25	20	7	3	39	43	31	39	26	32	32	9	35	25	29	9	3	11	55	17	17	21	27	4	59	1	16	16	17	65
	7%	10%	7%	10%	3%	7%	8%	10%	9%	5%	10%	5%	8%	8%	7%	9%	5%	2%	4%	8%	5%	7%	7%	8%	3%	7%	1%	7%	7%	13%	7%
10 - Absolutely certain to vote	569	165	183	43	63	359	341	208	239	330	178	349	61	231	200	221	67	73	140	421	184	127	176	209	78	483	57	168	171	92	598
	57%	69%	60%	64%	67%	61%	65%	68%	54%	59%	54%	59%	51%	54%	58%	67%	39%	53%	46%	62%	55%	52%	57%	58%	61%	56%	65%	72%	71%	70%	60%
Don't know	8	2	1	-	2	4	5	2	1	7	2	4	2	-	1	4	1	1	2	5	3	2	2	3	3	7	1	2	-	-	8
	1%	1%	*	-s	2%	1%	1%	1%	*	1%	1%	1%	2%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	-	1%
Refused	3	*	1	-	1	*	*	*	*	2	2	*	*	-	2	-	-	-	3	-	1	1	-	2	-	3	-	-	-	-	3
	*	*	*	-s	*s	*	*	*	*	1%	*	*	*	-	*	1%	-	-	-	-	*	*	-	-	-	*	-s	-	-	-	-
Mean	8.10	9.10	8.46	9.10	8.72	8.56	8.87	9.10	8.04	8.15	8.28	8.09	8.03	7.93	8.12	8.79	7.05	7.64	7.31	8.45	8.00	7.93	7.95	8.34	8.28	8.10	8.19	9.08	9.01	9.14	8.26

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Table 15

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

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						UnWgt Total		
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Satisfied	329	178	276	266	241	211	21	183	146	106	118	106	46	59	68	50	41	65	31	95	93	72	69	188	141	306
	33%	31%	35%	35%	34%	33%	27% ^s	38%	29%	37%	33%	29%	38% ^s	36%	38%	29%	27%	31%	31%	35%	33%	33%	30%	34%	31%	31%
Dissatisfied	589	349	462	448	426	380	49	264	324	144	215	230	54	90	110	105	102	128	58	155	168	127	139	323	266	610
	59%	61%	58%	58%	60%	60%	62% ^s	54%	63%	50%	61%	64%	44% ^s	54%	61%	60%	68%	61%	58%	58%	59%	59%	60%	59%	59%	61%
Don't know	82	41	59	52	48	43	9	40	41	37	21	24	21	16	1	19	8	16	12	18	22	17	25	40	42	84
	8%	7%	7%	7%	7%	7%	12% ^s	8%	8%	13%	6%	7%	17% ^s	10%	1%	11%	5%	8%	12%	7%	8%	8%	11%	7%	9%	8%
Net satisfied	-259	-170	-186	-182	-185	-170	-28	-81	-178	-38	-97	-124	-7	-31	-42	-55	-61	-63	-27	-60	-75	-55	-70	-134	-125	-304
	-26%	-30%	-23%	-24%	-26%	-27%	-35%^s	-17%	-35%	-13%	-27%	-35%	-6%^s	-19%	-23%	-32%	-41%	-30%	-27%	-22%	-26%	-26%	-30%	-24%	-28%	-30%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 16

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

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Satisfied	329 33%	149 62%	59 19%	29 43%	23 24%	131 22%	220 42%	177 58%	153 34%	177 32%	329 100%	-	27 23%	161 38%	127 37%	103 31%	66 39%	23 16%	89 29%	230 34%	75 22%	55 22%	126 41%	128 36%	41 32%	290 34%	20 22%	132 57%	48 20%	31 23%	306 31%
Dissatisfied	589 59%	74 31%	224 74%	37 56%	65 68%	419 72%	269 52%	111 36%	263 59%	325 59%	-	589 100%	79 67%	237 55%	189 55%	207 62%	89 53%	99 72%	188 61%	396 58%	225 67%	159 65%	164 53%	200 56%	75 59%	498 58%	65 75%	80 34%	180 75%	93 71%	610 61%
Don't know	82 8%	18 7%	21 7%	1 1%	7 8%	35 6%	32 6%	19 6%	29 7%	53 9%	-	-	12 10%	30 7%	31 9%	21 6%	13 8%	16 12%	30 10%	52 8%	34 10%	31 13%	20 6%	28 8%	12 9%	75 9%	3 3%	20 9%	13 5%	8 6%	84 8%
Net satisfied	-259 -26%	75 31%	-165 -54%	-8 -13%	-42 -44%	-289 -49%	-48 -9%	67 22%	-110 -25%	-149 -27%	329 100%	-589 -100%	-53 -44%	-76 -18%	-62 -18%	-104 -31%	-23 -14%	-76 -55%	-100 -33%	-166 -24%	-150 -45%	-104 -42%	-37 -12%	-72 -20%	-34 -27%	-208 -24%	-46 -52%	53 23%	-132 -55%	-63 -47%	-304 -30%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

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Ipsos MORI Political Monitor - July 2014

Table 17

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

Base : All

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Satisfied	361 36%	194 34%	289 36%	276 36%	254 36%	224 35%	23 29% ^s	183 38%	178 35%	111 39%	132 37%	119 33%	47 38% ^s	64 39%	72 40%	60 35%	44 29%	75 36%	36 36%	102 38%	107 38%	77 36%	75 32%	209 38%	152 34%	346 35%
Dissatisfied	551 55%	339 60%	444 56%	429 56%	408 57%	365 58%	51 64% ^s	263 54%	289 56%	136 48%	199 56%	216 60%	55 46% ^s	81 49%	99 55%	99 57%	94 63%	122 58%	58 58%	150 56%	158 56%	113 53%	130 55%	308 56%	243 54%	577 58%
Don't know	88 9%	36 6%	63 8%	61 8%	53 7%	45 7%	6 7% ^s	42 9%	45 9%	40 14%	23 6%	25 7%	19 16% ^s	21 12%	9 5%	14 8%	12 8%	13 6%	6 6%	16 6%	18 6%	25 11%	29 12%	34 6%	54 12%	77 8%
Net satisfied	-190 -19%	-146 -26%	-155 -20%	-153 -20%	-154 -22%	-141 -22%	-27 -34%^s	-79 -16%	-111 -22%	-26 -9%	-67 -19%	-98 -27%	-9 -7%^s	-17 -10%	-28 -15%	-39 -23%	-50 -33%	-48 -23%	-22 -22%	-49 -18%	-51 -18%	-36 -17%	-54 -23%	-99 -18%	-91 -20%	-231 -23%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 18

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

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Satisfied	361	169	72	22	22	138	234	191	178	183	280	57	38	179	144	111	64	30	94	255	88	70	142	130	44	322	19	151	52	28	346
	36%	70%	24%	34%	23%	24%	45%	62%	40%	33%	85%	10%	32%	42%	42%	34%	38%	22%	31%	38%	27%	28%	46%	37%	34%	37%	21%	65%	22%	21%	35%
Dissatisfied	551	57	207	42	62	400	250	99	236	315	35	496	71	211	169	198	93	89	181	367	211	147	148	193	68	463	64	70	172	97	577
	55%	24%	68%	63%	66%	68%	48%	32%	53%	57%	11%	84%	60%	49%	49%	60%	55%	65%	59%	54%	63%	60%	48%	54%	53%	54%	73%	30%	71%	73%	58%
Don't know	88	15	26	2	11	47	36	17	32	56	15	36	10	37	33	22	12	18	31	56	35	29	19	34	17	78	5	12	16	8	77
	9%	6%	8%	4%	11%	8%	7%	6%	7%	10%	4%	6%	9%	9%	10%	7%	7%	13%	10%	8%	10%	12%	6%	9%	13%	9%	6%	5%	7%	6%	8%
Net satisfied	-190	112	-135	-19	-40	-263	-16	93	-58	-132	244	-438	-33	-31	-25	-87	-29	-58	-87	-112	-122	-77	-6	-62	-24	-141	-45	81	-120	-69	-231
	-19%	47%	-44%	-29%	-43%	-45%	-3%	30%	-13%	-24%	74%	-74%	-28%	-7%	-7%	-26%	-17%	-42%	-28%	-17%	-37%	-31%	-2%	-17%	-18%	-16%	-52%	35%	-50%	-53%	-23%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 19

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Satisfied	231 23%	132 23%	188 24%	181 24%	167 23%	152 24%	16 20% ^s	115 24%	116 23%	64 22%	91 26%	77 21%	17 14% ^s	46 28%	52 29%	39 22%	28 18%	49 24%	25 25%	59 22%	68 24%	46 21%	59 25%	126 23%	105 23%	222 22%
Dissatisfied	654 65%	387 68%	527 66%	509 66%	479 67%	422 67%	51 65% ^s	319 65%	335 65%	168 59%	234 66%	252 70%	74 61% ^s	94 57%	114 63%	120 69%	109 73%	143 68%	65 65%	183 68%	196 69%	133 62%	142 61%	379 69%	275 61%	675 68%
Don't know	115 11%	49 9%	81 10%	77 10%	69 10%	61 10%	13 16% ^s	54 11%	61 12%	55 19%	29 8%	31 9%	29 24% ^s	25 15%	14 8%	15 9%	13 9%	18 8%	10 10%	26 10%	20 7%	36 17%	33 14%	46 8%	69 15%	103 10%
Net satisfied	-422 -42%	-255 -45%	-340 -43%	-328 -43%	-312 -44%	-270 -43%	-36 -45%^s	-204 -42%	-219 -43%	-104 -36%	-143 -41%	-175 -49%	-57 -47%^s	-47 -29%	-62 -34%	-82 -47%	-81 -54%	-93 -45%	-40 -40%	-124 -46%	-128 -45%	-87 -41%	-83 -35%	-253 -46%	-170 -38%	-453 -45%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 20

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Satisfied	231 23%	84 35%	56 18%	31 47%	13 14%	111 19%	139 27%	115 38%	107 24%	124 22%	167 51%	52 9%	26 22%	109 25%	88 25%	76 23%	46 27%	18 13%	64 21%	164 24%	56 17%	43 18%	85 27%	91 25%	30 23%	208 24%	12 14%	79 34%	43 18%	34 26%	222
Dissatisfied	654 65%	133 55%	203 67%	35 52%	74 78%	407 70%	337 65%	167 55%	297 67%	356 64%	124 37%	492 84%	80 67%	276 65%	224 65%	226 68%	106 63%	91 66%	197 64%	450 66%	232 70%	168 68%	195 63%	227 64%	80 62%	558 65%	64 73%	130 56%	177 74%	91 69%	675
Don't know	115 11%	24 10%	45 15%	1 1%	8 8%	66 11%	44 9%	24 8%	40 9%	74 13%	39 12%	45 8%	13 11%	43 10%	35 10%	30 9%	17 10%	29 21%	46 15%	65 10%	46 14%	34 14%	30 10%	39 11%	18 14%	96 11%	11 13%	24 10%	21 9%	6 5%	103
Net satisfied	-422 -42%	-49 -20%	-146 -48%	-4 -5%	-61 -64%	-296 -51%	-198 -38%	-52 -17%	-190 -43%	-232 -42%	44 13%	-440 -75%	-54 -45%	-167 -39%	-136 -39%	-151 -45%	-60 -36%	-73 -53%	-133 -43%	-287 -42%	-176 -53%	-125 -51%	-110 -36%	-136 -38%	-50 -39%	-349 -41%	-51 -59%	-51 -22%	-134 -56%	-57 -44%	-453

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 21

Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						UnWgt Total		
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Satisfied	277	156	229	219	201	174	14	140	137	91	85	101	46	45	45	40	36	65	29	77	66	58	75	143	133	260
	28%	27%	29%	29%	28%	27%	17% ^s	29%	27%	32%	24%	28%	38% ^s	27%	25%	23%	24%	31%	29%	29%	23%	27%	32%	26%	30%	26%
Dissatisfied	610	372	494	481	455	409	54	306	304	145	241	224	54	91	122	120	98	126	58	175	192	127	116	367	243	630
	61%	65%	62%	63%	64%	64%	69% ^s	63%	59%	51%	68%	62%	45% ^s	55%	68%	69%	65%	60%	58%	65%	68%	59%	50%	67%	54%	63%
Don't know	113	41	73	66	59	52	11	42	71	50	28	35	20	30	13	15	16	19	12	16	25	29	43	41	72	110
	11%	7%	9%	9%	8%	8%	14% ^s	9%	14%	18%	8%	10%	17% ^s	18%	7%	8%	11%	9%	12%	6%	9%	13%	19%	7%	16%	11%
Net satisfied	-334	-216	-265	-262	-253	-235	-41	-167	-167	-54	-157	-123	-8	-46	-77	-80	-62	-61	-29	-98	-126	-69	-41	-224	-110	-370
	-33%	-38%	-33%	-34%	-35%	-37%	-51%^s	-34%	-33%	-19%	-44%	-34%	-7%^s	-28%	-43%	-46%	-41%	-29%	-29%	-36%	-44%	-32%	-18%	-41%	-25%	-37%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 22

Q.5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Satisfied	277	46	139	23	10	200	108	69	111	166	115	146	26	117	83	99	40	51	91	182	90	69	81	105	40	246	22	42	99	35	260
	28%	19%	46%	35%	11%	34%	21%	22%	25%	30%	35%	25%	22%	27%	24%	30%	23%	37%	30%	27%	27%	28%	26%	29%	31%	28%	25%	18%	41%	26%	26%
Dissatisfied	610	172	131	37	78	325	366	209	301	309	178	396	74	272	231	205	102	62	164	436	201	148	197	212	68	522	54	171	115	86	630
	61%	72%	43%	55%	82%	56%	70%	68%	68%	56%	54%	67%	63%	64%	67%	62%	61%	45%	53%	64%	60%	60%	63%	59%	53%	60%	61%	74%	48%	65%	63%
Don't know	113	22	35	7	7	60	48	29	33	79	36	46	18	39	33	28	27	25	52	61	42	30	32	39	20	95	12	20	27	11	110
	11%	9%	11%	10%	7%	10%	9%	9%	8%	14%	11%	8%	15%	10%	9%	8%	16%	18%	17%	9%	13%	12%	10%	11%	16%	11%	14%	8%	11%	8%	11%
Net satisfied	-334	-126	7	-13	-67	-125	-258	-140	-190	-144	-63	-251	-48	-155	-148	-106	-63	-11	-73	-254	-111	-79	-115	-107	-28	-276	-32	-129	-15	-52	-370
	-33%	-53%	2%	-20%	-71%	-21%	-50%	-46%	-43%	-26%	-19%	-43%	-40%	-36%	-43%	-32%	-37%	-8%	-24%	-37%	-33%	-32%	-37%	-30%	-22%	-32%	-37%	-56%	-6%	-39%	-37%

Fieldwork dates : 12th to 15th July 2014

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

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Ipsos MORI Political Monitor - July 2014

Table 23

Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age								Social Class						UnWgt Total			
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Satisfied	376 38%	242 43%	315 40%	311 41%	291 41%	263 41%	25 31% ^s	205 42%	170 33%	74 26%	148 42%	154 43%	21 17% ^s	53 32%	74 41%	74 43%	68 45%	86 41%	37 37%	94 35%	95 34%	88 41%	99 42%	189 34%	187 42%	380 38%
Dissatisfied	448 45%	253 44%	357 45%	342 45%	320 45%	285 45%	38 48% ^s	203 42%	245 48%	154 54%	159 45%	135 37%	71 59% ^s	84 50%	87 48%	72 41%	55 37%	80 38%	32 32%	137 51%	153 54%	81 38%	77 33%	290 53%	158 35%	450 45%
Don't know	176 18%	74 13%	124 16%	114 15%	104 15%	87 14%	16 21% ^s	80 16%	97 19%	58 20%	47 13%	71 20%	29 24% ^s	29 18%	19 11%	28 16%	27 18%	44 21%	30 30%	37 14%	35 12%	46 22%	58 25%	72 13%	104 23%	170 17%
Net satisfied	-72 -7%	-11 -2%	-42 -5%	-31 -4%	-29 -4%	-22 -4%	-14 -17%^s	3 1%	-75 -15%	-80 -28%	-11 -3%	19 5%	-50 -41%^s	-31 -18%	-13 -7%	2 1%	13 9%	6 3%	5 5%	-43 -16%	-58 -21%	7 3%	22 9%	-101 -18%	29 6%	-70 -7%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Table 24

Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Satisfied	376	104	96	22	78	224	232	126	163	213	160	196	37	171	135	132	56	51	107	266	108	82	125	143	52	328	26	113	81	42	380
	38%	43%	31%	33%	82%	38%	45%	41%	37%	38%	49%	33%	31%	40%	39%	40%	33%	37%	35%	39%	32%	33%	40%	40%	40%	38%	30%	48%	34%	32%	38%
Dissatisfied	448	98	152	36	6	270	216	134	225	223	119	297	57	201	170	136	85	51	135	306	146	103	143	159	54	383	43	88	117	71	450
	45%	41%	50%	54%	6%	46%	41%	44%	50%	40%	36%	50%	48%	47%	49%	41%	50%	37%	44%	45%	44%	42%	46%	44%	42%	44%	49%	38%	48%	54%	45%
Don't know	176	38	56	9	12	91	73	47	58	119	50	96	24	55	42	64	29	36	65	106	79	61	42	55	23	152	18	31	43	19	170
	18%	16%	18%	13%	12%	16%	14%	15%	13%	21%	15%	16%	21%	13%	12%	19%	17%	26%	21%	16%	24%	25%	14%	15%	18%	18%	21%	14%	18%	14%	17%
Net satisfied	-72	6	-57	-14	72	-46	16	-8	-62	-11	42	-101	-20	-30	-35	-5	-29	*	-29	-39	-38	-22	-18	-16	-3	-55	-16	24	-36	-30	-70
	-7%	2%	-19%	-21%	76%	-8%	3%	-3%	-14%	-2%	13%	-17%	-17%	-7%	-10%	-1%	-17%	*	-9%	-6%	-11%	-9%	-6%	-4%	-2%	-6%	-19%	10%	-15%	-23%	-7%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 25
Q.8 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

	Total (Weighted)	Likelihood to vote					Would NOT vote	Gender		Age								Social Class						UnWgt Total		
		(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Improve	456 46%	275 48%	397 50%	383 50%	358 50%	316 50%	17 21% ^s	259 53%	197 39%	119 42%	166 47%	171 47%	45 37% ^s	74 45%	85 47%	82 47%	65 43%	106 50%	46 46%	160 60%	145 51%	83 39%	68 29%	305 55%	151 34%	463 46%
Stay the same	285 29%	153 27%	219 27%	214 28%	195 27%	170 27%	30 37% ^s	130 27%	155 30%	84 29%	107 30%	94 26%	41 34% ^s	43 26%	57 31%	50 29%	47 31%	47 23%	28 28%	65 24%	91 32%	59 28%	69 30%	157 28%	129 29%	290 29%
Get worse	215 21%	114 20%	148 19%	138 18%	134 19%	120 19%	30 38% ^s	78 16%	137 27%	77 27%	71 20%	67 19%	33 27% ^s	44 27%	34 19%	37 21%	29 19%	38 18%	17 17%	34 13%	41 14%	60 28%	79 34%	75 14%	139 31%	202 20%
Don't know	44 4%	26 5%	33 4%	32 4%	28 4%	28 4%	3 4% ^s	21 4%	22 4%	6 2%	10 3%	28 8%	2 2% ^s	4 2%	5 3%	5 3%	9 6%	19 9%	9 9%	8 3%	7 2%	12 6%	17 7%	14 3%	29 7%	45 5%
Net improve	241 24%	161 28%	249 31%	245 32%	224 31%	196 31%	-13 -17%^s	181 37%	60 12%	42 15%	96 27%	104 29%	12 10%^s	30 18%	51 28%	45 26%	36 24%	68 32%	29 29%	126 47%	104 37%	23 11%	-12 -5%	230 42%	12 3%	261 26%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

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Ipsos MORI

Ipsos MORI Political Monitor - July 2014

Table 26
Q.8 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

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
Improve	456 46%	171 71%	114 37%	36 54%	30 32%	223 38%	281 54%	208 68%	223 50%	233 42%	235 71%	185 31%	50 42%	211 49%	171 49%	168 51%	76 45%	30 22%	106 35%	339 50%	132 40%	98 40%	142 46%	182 51%	59 46%	402 47%	34 39%	160 69%	82 34%	63 48%	463 46%
Stay the same	285 29%	46 19%	98 32%	19 29%	31 33%	188 32%	136 26%	65 21%	143 32%	142 26%	61 18%	199 34%	39 33%	128 30%	102 30%	90 27%	50 30%	42 30%	92 30%	192 28%	84 25%	63 26%	92 30%	110 31%	43 34%	251 29%	21 24%	51 22%	74 31%	44 33%	290 29%
Get worse	215 21%	18 8%	80 26%	9 13%	27 29%	149 25%	87 17%	27 9%	72 16%	143 26%	26 8%	179 30%	28 24%	77 18%	67 19%	53 16%	40 24%	54 39%	94 31%	120 18%	95 28%	69 28%	59 19%	61 17%	26 20%	178 21%	26 29%	15 6%	74 31%	19 14%	202 20%
Don't know	44 4%	5 2%	13 4%	2 3%	6 6%	26 4%	18 3%	7 2%	37 2%	37 7%	8 2%	26 4%	2 2%	11 3%	6 2%	22 7%	3 2%	12 8%	15 5%	28 4%	23 7%	16 7%	16 5%	4 1%	1 1%	32 4%	7 8%	7 3%	12 5%	6 4%	45 5%
Net improve	241 24%	153 64%	34 11%	27 41%	3 3%	75 13%	194 37%	181 59%	152 34%	90 16%	209 63%	6 1%	22 18%	134 31%	103 30%	115 35%	36 21%	-24 -17%	12 4%	219 32%	37 11%	29 12%	83 27%	121 34%	33 26%	224 26%	9 10%	145 62%	8 3%	44 33%	261 26%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 27

(JUL14)Q9(a). Which of these statements comes closest to your views of David Cameron?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						UnWgt 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	293 29%	159 28%	240 30%	228 30%	208 29%	185 29%	18 22% ^s	153 31%	140 27%	82 29%	110 31%	102 28%	29 24% ^s	53 32%	59 33%	51 29%	39 26%	63 30%	33 33%	82 31%	80 28%	66 31%	65 28%	162 29%	131 29%	273 27%
I like him but I do not like his policies	150 15%	83 15%	119 15%	116 15%	105 15%	96 15%	10 12% ^s	70 14%	80 16%	27 10%	65 18%	57 16%	10 8% ^s	17 10%	38 21%	27 16%	21 14%	36 17%	16 16%	45 17%	55 19%	29 14%	20 9%	100 18%	49 11%	151 15%
I do not like him but I like his policies	67 7%	34 6%	56 7%	53 7%	49 7%	37 6%	5 7% ^s	36 7%	32 6%	30 10%	13 4%	24 7%	22 18% ^s	8 5%	8 4%	5 3%	12 8%	12 6%	1 1%	16 6%	21 8%	19 9%	10 4%	38 7%	29 7%	71 7%
I do not like him and I do not like his policies	427 43%	257 45%	339 43%	327 43%	311 44%	278 44%	41 51% ^s	202 41%	225 44%	132 46%	149 42%	145 40%	55 46% ^s	77 46%	68 38%	81 47%	64 43%	81 39%	38 38%	112 42%	111 39%	84 39%	120 51%	222 40%	204 46%	437 44%
Don't know	63 6%	36 6%	42 5%	42 5%	41 6%	38 6%	6 7% ^s	28 6%	35 7%	15 5%	16 5%	32 9%	5 4% ^s	10 6%	7 4%	9 5%	13 9%	18 9%	12 12%	13 5%	16 6%	16 7%	19 8%	29 5%	34 8%	68 7%
Combinations - Summary net																										
Like him	443 44%	242 43%	359 45%	344 45%	313 44%	282 44%	27 34% ^s	223 46%	220 43%	109 38%	175 49%	159 44%	39 32% ^s	71 43%	97 54%	78 45%	60 40%	99 47%	49 49%	127 48%	135 48%	95 44%	85 36%	262 48%	181 40%	424 42%
Like policies	360 36%	193 34%	296 37%	281 37%	257 36%	222 35%	23 29% ^s	188 39%	172 34%	112 39%	123 35%	125 35%	50 42% ^s	62 37%	67 37%	56 32%	51 34%	74 35%	35 35%	99 37%	101 36%	85 40%	75 32%	200 36%	161 36%	344 34%
Dislike him	494 49%	291 51%	395 50%	380 50%	361 50%	315 50%	46 58% ^s	237 49%	257 50%	162 57%	163 46%	169 47%	77 64% ^s	85 51%	76 42%	87 50%	76 51%	93 44%	39 39%	128 48%	132 47%	104 48%	130 56%	260 47%	234 52%	508 51%
Dislike policies	577 58%	340 60%	458 58%	443 58%	416 58%	374 59%	51 64% ^s	272 56%	305 60%	159 56%	214 61%	203 56%	66 54% ^s	94 57%	106 59%	109 62%	86 57%	117 56%	54 54%	157 59%	166 59%	114 53%	140 60%	323 59%	254 57%	588 59%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 28

(JUL14)Q9(a). Which of these statements comes closest to your views of David Cameron?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
I like him and I like his policies	293 29%	166 69%	34 11%	11 17%	23 24%	83 14%	215 41%	178 58%	140 32%	153 28%	222 67%	42 7%	23 20%	150 35%	128 37%	92 28%	47 28%	24 17%	70 23%	219 32%	71 21%	58 24%	107 35%	115 32%	40 31%	263 30%	13 15%	144 62%	30 12%	11 8%	273 27%
I like him but I do not like his policies	150 15%	23 10%	62 20%	16 25%	13 13%	111 19%	71 14%	39 13%	75 17%	74 13%	31 9%	113 19%	21 18%	65 15%	51 15%	59 18%	27 16%	12 9%	39 13%	110 16%	53 16%	41 16%	31 10%	65 18%	23 18%	136 16%	12 14%	28 12%	44 18%	29 22%	151 15%
I do not like him but I like his policies	67 7%	26 11%	15 5%	5 8%	5 5%	29 5%	40 8%	31 10%	31 7%	36 7%	26 8%	36 6%	10 8%	25 6%	19 6%	20 6%	11 7%	12 9%	23 8%	39 6%	17 5%	13 5%	24 8%	26 7%	9 7%	57 7%	4 5%	16 7%	14 6%	9 6%	71 7%
I do not like him and I do not like his policies	427 43%	16 7%	176 58%	31 46%	51 53%	336 58%	177 34%	47 15%	175 39%	252 45%	33 10%	376 64%	56 47%	161 38%	132 42%	138 45%	76 56%	77 50%	152 40%	270 40%	176 53%	123 50%	130 42%	121 34%	40 31%	350 41%	54 61%	32 14%	145 60%	75 57%	437 44%
Don't know	63 6%	9 4%	17 5%	3 4%	4 4%	26 4%	18 3%	12 4%	24 5%	39 7%	18 5%	23 4%	8 7%	26 6%	17 5%	23 7%	9 5%	12 9%	21 7%	40 6%	16 5%	11 5%	17 6%	30 8%	17 13%	56 6%	4 5%	13 6%	9 4%	8 6%	68 7%
Combinations - Summary net																															
Like him	443 44%	189 79%	96 32%	28 42%	36 38%	194 33%	287 55%	217 71%	216 48%	227 41%	253 77%	155 26%	44 37%	215 50%	179 52%	151 45%	73 43%	36 26%	110 36%	329 49%	124 37%	99 40%	139 45%	180 51%	63 49%	399 46%	25 29%	171 74%	73 30%	40 30%	424 42%
Like policies	360 36%	192 80%	49 16%	17 25%	28 30%	112 19%	255 49%	209 68%	171 38%	189 34%	248 75%	78 13%	33 28%	175 41%	147 42%	111 34%	58 34%	36 26%	94 31%	258 38%	89 27%	71 29%	131 42%	141 39%	49 38%	320 37%	17 20%	159 69%	44 18%	20 15%	344 34%
Dislike him	494 49%	42 17%	191 63%	36 54%	56 59%	366 62%	216 42%	78 25%	206 46%	289 52%	59 18%	411 70%	66 56%	187 44%	151 43%	158 48%	87 51%	89 65%	176 57%	309 46%	194 58%	136 55%	154 50%	147 41%	49 38%	408 47%	58 66%	48 21%	159 66%	84 64%	508 51%
Dislike policies	577 58%	39 16%	238 78%	47 71%	63 67%	447 76%	248 48%	86 28%	250 56%	327 59%	64 19%	488 83%	77 65%	226 53%	182 53%	198 60%	102 60%	89 65%	191 57%	380 46%	229 69%	163 66%	161 52%	186 52%	63 49%	487 56%	66 75%	60 26%	188 78%	104 79%	588 59%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Table 29

(JUL14)Q9(b). Which of these statements comes closest to your views of Ed Miliband?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						UnWgt 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	185 19%	105 18%	156 20%	147 19%	132 18%	112 18%	5 6%	90 18%	95 19%	61 21%	61 17%	62 17%	21 18%	40 24%	32 18%	30 17%	27 18%	36 17%	16 16%	47 17%	46 16%	35 16%	58 25%	93 17%	92 21%	181 18%
I like him but I do not like his policies	143 14%	86 15%	119 15%	116 15%	110 15%	99 16%	9 12%	73 15%	70 14%	33 12%	48 14%	61 17%	11 9%	22 13%	23 13%	25 14%	26 17%	35 17%	20 20%	44 16%	47 16%	25 12%	28 12%	90 16%	52 12%	144 14%
I do not like him but I like his policies	116 12%	72 13%	96 12%	92 12%	88 12%	81 13%	7 8%	56 12%	60 12%	45 16%	37 11%	33 9%	26 22%	19 12%	24 13%	14 8%	19 13%	15 7%	3 3%	35 13%	33 12%	37 17%	11 5%	68 12%	48 11%	124 12%
I do not like him and I do not like his policies	427 43%	254 45%	347 44%	340 44%	317 44%	287 45%	43 54%	224 46%	203 40%	105 37%	167 47%	154 43%	42 35%	64 38%	83 46%	84 48%	60 40%	94 45%	42 42%	114 43%	128 45%	92 43%	93 40%	243 44%	184 41%	427 43%
Don't know	129 13%	52 9%	79 10%	72 9%	68 9%	56 9%	16 20%	45 9%	84 17%	41 14%	40 11%	48 13%	20 17%	21 12%	18 10%	22 13%	18 12%	30 14%	20 20%	29 11%	29 10%	27 12%	45 19%	57 10%	72 16%	124 12%
Combinations - Summary net																										
Like him	328 33%	191 34%	275 35%	263 34%	242 34%	210 33%	14 18%	163 33%	165 32%	95 33%	109 31%	124 34%	33 27%	62 37%	55 31%	54 31%	53 35%	71 34%	36 36%	90 34%	93 33%	59 28%	85 36%	183 33%	145 32%	325 33%
Like policies	301 30%	176 31%	252 32%	238 31%	220 31%	193 30%	12 15%	146 30%	155 30%	107 37%	99 28%	96 27%	47 39%	59 36%	55 31%	43 25%	45 30%	51 24%	19 19%	81 30%	80 28%	72 34%	68 29%	161 29%	140 31%	305 31%
Dislike him	543 54%	326 57%	442 56%	431 56%	405 57%	368 58%	49 62%	280 57%	263 51%	151 53%	204 58%	188 52%	68 56%	83 50%	107 59%	98 56%	79 53%	109 52%	44 45%	149 56%	162 57%	129 60%	103 44%	311 56%	232 52%	551 55%
Dislike policies	570 57%	340 60%	465 58%	456 59%	427 60%	386 61%	52 65%	297 61%	273 53%	139 48%	215 61%	215 60%	53 44%	85 52%	107 59%	109 62%	86 57%	129 62%	62 62%	158 59%	175 62%	116 54%	120 51%	333 60%	237 53%	571 57%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 30

(JUL14)Q9(b). Which of these statements comes closest to your views of Ed Miliband?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
I like him and I like his policies	185 19%	22 9%	110 36%	14 21%	6 6%	148 25%	60 12%	36 12%	77 17%	108 20%	58 18%	117 20%	25 22%	77 18%	50 14%	62 19%	33 20%	40 29%	73 24%	112 16%	57 17%	36 15%	60 19%	69 19%	24 19%	157 18%	20 23%	14 6%	82 34%	23 17%	181 18%	
I like him but I do not like his policies	143 14%	32 13%	48 16%	12 18%	11 12%	95 16%	79 15%	44 14%	59 13%	84 15%	40 12%	92 16%	16 14%	56 13%	52 15%	54 16%	25 8%	12 12%	37 12%	105 16%	43 13%	33 14%	51 16%	49 14%	14 11%	124 14%	10 11%	31 13%	41 17%	19 15%	144 14%	
I do not like him but I like his policies	116 12%	9 4%	73 24%	5 8%	4 4%	95 16%	31 6%	14 5%	58 13%	58 10%	21 6%	88 15%	21 17%	43 10%	51 15%	27 8%	21 12%	15 11%	36 12%	78 12%	35 10%	29 12%	39 12%	43 12%	16 12%	105 12%	5 6%	10 4%	42 17%	24 18%	124 12%	
I do not like him and I do not like his policies	427 43%	153 64%	34 11%	28 41%	68 72%	185 32%	304 58%	180 59%	215 48%	212 38%	166 50%	232 39%	42 35%	212 50%	161 47%	149 45%	62 37%	44 32%	106 35%	310 46%	154 46%	114 46%	128 41%	145 41%	47 36%	370 43%	40 46%	153 66%	43 18%	56 43%	427 43%	
Don't know	129 13%	24 10%	40 13%	8 12%	6 6%	63 11%	47 9%	32 10%	36 8%	94 17%	44 13%	60 10%	15 12%	39 9%	32 9%	41 12%	28 16%	27 19%	54 18%	73 11%	45 13%	32 13%	33 11%	52 15%	28 22%	107 12%	12 14%	24 10%	33 14%	10 8%	124 12%	
Combinations - Summary net																																
Like him	328 33%	54 23%	158 52%	26 39%	17 18%	243 41%	139 27%	80 26%	136 31%	192 35%	99 30%	209 35%	41 35%	133 31%	102 29%	116 35%	59 35%	51 37%	110 36%	217 32%	100 30%	70 28%	110 36%	117 33%	38 30%	281 33%	30 34%	45 20%	123 51%	42 32%	325 33%	
Like policies	301 30%	31 13%	182 60%	19 29%	10 10%	243 41%	92 18%	50 16%	135 30%	166 30%	79 24%	205 35%	46 39%	120 28%	101 29%	89 27%	55 32%	55 40%	109 36%	190 28%	91 27%	66 27%	98 32%	112 31%	40 31%	262 30%	25 29%	24 10%	124 51%	46 35%	305 31%	
Dislike him	543 54%	162 68%	106 35%	33 49%	72 76%	280 48%	335 64%	195 63%	273 61%	269 49%	187 57%	320 54%	62 53%	255 60%	212 61%	176 53%	83 49%	59 43%	142 46%	388 57%	189 57%	144 58%	166 54%	188 53%	62 49%	475 55%	45 52%	163 70%	85 35%	80 61%	551 55%	
Dislike policies	570 57%	185 77%	82 27%	39 59%	80 84%	280 48%	383 73%	224 73%	274 62%	295 53%	206 63%	324 55%	58 49%	268 63%	213 61%	202 61%	87 51%	56 41%	143 47%	415 61%	197 59%	148 60%	179 58%	193 54%	61 47%	494 57%	50 57%	185 79%	84 35%	75 57%	571 57%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI Political Monitor - July 2014

Table 31
(JUL14)Q9(c). Which of these statements comes closest to your views of Nick Clegg?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	150 15%	85 15%	126 16%	123 16%	112 16%	97 15%	13 17% ^s	67 14%	83 16%	50 17%	49 14%	51 14%	18 15% ^s	32 19%	25 14%	24 14%	16 11%	35 16%	17 17%	28 10%	35 12%	34 16%	53 23%	62 11%	88 20%	139 14%
I like him but I do not like his policies	225 23%	134 24%	186 23%	178 23%	167 23%	154 24%	9 11% ^s	124 25%	101 20%	51 18%	89 25%	86 24%	16 14% ^s	34 21%	40 22%	49 28%	36 24%	50 24%	25 25%	81 30%	64 23%	42 20%	39 17%	144 26%	81 18%	236 24%
I do not like him but I like his policies	84 8%	34 6%	66 8%	62 8%	55 8%	46 7%	7 9% ^s	30 6%	54 10%	35 12%	33 9%	16 4%	20 17% ^s	15 9%	26 15%	7 4%	7 5%	9 4%	2 2%	17 6%	35 12%	19 9%	13 6%	52 9%	32 7%	77 8%
I do not like him and I do not like his policies	414 41%	265 47%	340 43%	331 43%	312 44%	278 44%	37 47% ^s	210 43%	204 40%	105 37%	147 41%	162 45%	47 39% ^s	58 35%	70 39%	77 44%	72 48%	90 43%	38 38%	109 41%	123 43%	90 42%	92 39%	232 42%	182 41%	430 43%
Don't know	127 13%	51 9%	78 10%	73 9%	69 10%	59 9%	13 16% ^s	56 12%	70 14%	46 16%	35 10%	45 13%	19 16% ^s	27 16%	18 10%	17 10%	19 13%	26 13%	18 18%	34 13%	27 9%	30 14%	36 16%	61 11%	66 15%	118 12%
Combinations - Summary net																										
Like him	375 38%	219 38%	313 39%	301 39%	280 39%	251 40%	22 28% ^s	192 39%	184 36%	101 35%	138 39%	136 38%	35 29% ^s	66 40%	65 36%	73 42%	52 35%	85 40%	42 42%	108 40%	99 35%	76 35%	93 40%	207 38%	169 38%	375 38%
Like policies	234 23%	119 21%	192 24%	185 24%	167 23%	144 23%	20 26% ^s	98 20%	137 27%	85 30%	83 23%	66 18%	39 32% ^s	46 28%	51 29%	31 18%	23 16%	43 21%	19 19%	45 17%	69 25%	53 25%	67 28%	114 21%	120 27%	216 22%
Dislike him	498 50%	299 53%	406 51%	393 51%	367 51%	324 51%	45 56% ^s	240 49%	258 50%	140 49%	180 51%	178 49%	67 56% ^s	72 44%	96 53%	84 48%	79 53%	99 47%	40 40%	126 47%	158 56%	109 51%	105 45%	284 51%	214 48%	507 51%
Dislike policies	639 64%	398 70%	526 66%	509 66%	479 67%	432 68%	46 58% ^s	334 68%	305 60%	155 54%	236 67%	248 69%	63 52% ^s	92 56%	110 61%	126 72%	108 72%	140 67%	63 63%	189 71%	187 66%	132 61%	131 56%	376 68%	263 59%	666 67%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 32

(JUL14)Q9(c). Which of these statements comes closest to your views of Nick Clegg?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
I like him and I like his policies	150 15%	49 21%	37 12%	26 39%	4 4%	77 13%	90 17%	75 25%	59 13%	91 16%	93 28%	43 7%	21 18%	57 13%	36 10%	53 16%	33 20%	24 18%	58 19%	89 13%	45 14%	34 14%	50 16%	55 15%	14 11%	132 15%	11 13%	41 18%	32 13%	27 21%	139 14%	
I like him but I do not like his policies	225 23%	71 30%	74 24%	13 19%	19 20%	131 22%	128 25%	84 27%	114 26%	111 20%	77 23%	139 24%	20 17%	115 27%	93 27%	68 20%	38 23%	25 18%	63 21%	161 24%	70 21%	56 23%	63 20%	93 26%	31 24%	198 23%	13 15%	71 31%	47 20%	33 25%	236 24%	
I do not like him but I like his policies	84 8%	18 7%	37 12%	11 16%	1 1%	59 10%	39 8%	29 9%	41 9%	43 8%	30 9%	50 8%	11 10%	36 8%	40 12%	16 5%	19 11%	8 6%	28 9%	56 8%	22 7%	19 8%	29 9%	34 9%	11 9%	79 9%	3 3%	9 4%	18 7%	20 15%	77 8%	
I do not like him and I do not like his policies	414 41%	73 30%	127 42%	12 18%	64 67%	267 46%	213 41%	84 28%	184 41%	230 41%	84 25%	310 53%	51 43%	166 39%	136 39%	150 45%	59 35%	61 45%	121 39%	286 42%	157 47%	106 43%	133 43%	123 35%	50 39%	342 40%	51 59%	83 35%	124 52%	43 33%	430 43%	
Don't know	127 13%	29 12%	29 10%	5 8%	7 7%	51 9%	51 10%	34 11%	47 11%	79 14%	46 14%	47 8%	15 12%	53 12%	41 12%	46 14%	19 11%	18 13%	37 12%	87 13%	39 12%	31 13%	35 11%	53 15%	22 17%	112 13%	9 10%	29 12%	20 8%	8 6%	118 12%	
Combinations - Summary net																																
Like him	375 38%	121 50%	111 37%	39 58%	23 25%	208 36%	217 42%	159 52%	173 39%	202 36%	169 51%	182 31%	41 35%	173 40%	129 37%	121 36%	71 42%	50 36%	121 39%	250 37%	115 34%	90 37%	113 36%	148 41%	45 35%	330 38%	25 28%	112 48%	79 33%	60 46%	375 38%	
Like policies	234 23%	67 28%	74 24%	37 55%	5 5%	136 23%	129 25%	104 34%	100 23%	134 24%	123 37%	93 16%	32 27%	93 22%	76 22%	69 21%	52 31%	33 24%	85 28%	145 21%	67 20%	53 22%	79 26%	88 25%	26 20%	211 24%	14 16%	50 21%	49 20%	47 36%	216 22%	
Dislike him	498 50%	90 38%	164 54%	23 34%	65 69%	326 56%	252 48%	113 37%	225 50%	273 49%	114 35%	360 61%	62 53%	202 47%	176 51%	166 50%	79 47%	70 51%	148 48%	342 50%	179 54%	125 51%	162 52%	157 44%	62 48%	421 49%	54 62%	91 39%	142 59%	64 48%	507 51%	
Dislike policies	639 64%	144 60%	201 66%	25 37%	83 88%	398 68%	341 65%	168 55%	298 67%	341 62%	160 49%	449 76%	71 60%	281 66%	229 66%	218 66%	97 58%	86 63%	184 60%	447 66%	227 68%	162 66%	196 63%	216 61%	81 63%	540 63%	65 74%	154 66%	171 71%	76 58%	666 67%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 33

(JUL14)Q9(d). Which of these statements comes closest to your views of Nigel Farage?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	213 21%	141 25%	175 22%	171 22%	163 23%	148 23%	14 18%	121 25%	92 18%	43 15%	81 23%	90 25%	18 15%	24 15%	39 22%	42 24%	35 23%	55 26%	26 26%	45 17%	46 16%	63 29%	59 25%	91 16%	122 27%	205 21%
I like him but I do not like his policies	115 12%	72 13%	98 12%	97 13%	88 12%	79 12%	7 8%	74 15%	41 8%	23 8%	47 13%	45 13%	10 8%	13 8%	25 14%	22 12%	27 18%	19 9%	10 10%	38 14%	37 13%	18 8%	22 9%	76 14%	40 9%	120 12%
I do not like him but I like his policies	64 6%	36 6%	50 6%	47 6%	43 6%	40 6%	9 11%	26 5%	38 7%	17 6%	22 6%	26 7%	6 5%	11 6%	11 6%	11 7%	16 11%	10 5%	4 4%	14 5%	23 8%	13 6%	15 6%	37 7%	28 6%	67 7%
I do not like him and I do not like his policies	435 43%	264 46%	370 46%	360 47%	341 48%	303 48%	28 35%	194 40%	240 47%	139 48%	159 45%	137 38%	56 46%	83 50%	87 48%	72 41%	56 38%	81 39%	30 30%	138 52%	140 49%	83 39%	73 31%	278 50%	157 35%	443 44%
Don't know	173 17%	55 10%	103 13%	92 12%	80 11%	65 10%	22 28%	72 15%	100 20%	65 23%	46 13%	61 17%	30 25%	35 21%	19 10%	27 16%	16 11%	45 22%	30 30%	33 12%	37 13%	38 18%	65 28%	70 13%	103 23%	165 17%
Combinations - Summary net																										
Like him	328 33%	213 37%	273 34%	268 35%	251 35%	227 36%	21 26%	196 40%	133 26%	66 23%	127 36%	135 38%	29 24%	37 23%	64 35%	64 37%	61 41%	74 35%	36 36%	84 31%	83 29%	81 38%	81 35%	167 30%	162 36%	325 33%
Like policies	277 28%	177 31%	225 28%	219 29%	205 29%	188 30%	23 29%	147 30%	130 25%	59 21%	103 29%	116 32%	24 20%	35 21%	49 27%	53 31%	51 34%	65 31%	30 30%	59 22%	69 24%	76 35%	74 32%	128 23%	150 33%	272 27%
Dislike him	499 50%	301 53%	421 53%	407 53%	384 54%	343 54%	36 46%	220 45%	279 54%	155 54%	181 51%	163 45%	62 51%	93 56%	98 54%	83 48%	72 48%	91 43%	34 34%	152 57%	163 58%	96 45%	88 38%	315 57%	184 41%	510 51%
Dislike policies	550 55%	336 59%	468 59%	456 60%	430 60%	382 60%	34 43%	269 55%	282 55%	162 57%	205 58%	183 51%	67 55%	96 58%	112 62%	93 54%	83 55%	100 48%	39 39%	177 66%	177 63%	101 47%	95 41%	354 64%	196 44%	563 56%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 34

(JUL14)Q9(d). Which of these statements comes closest to your views of Nigel Farage?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
I like him and I like his policies	213 21%	55 23%	29 10%	15 22%	72 76%	128 22%	154 30%	70 23%	80 18%	133 24%	76 23%	125 21%	16 13%	90 21%	70 20%	77 23%	30 18%	35 25%	64 21%	147 22%	67 20%	57 23%	70 23%	76 21%	29 23%	189 22%	11 12%	61 26%	43 18%	24 18%	205 21%	
I like him but I do not like his policies	115 12%	38 16%	46 15%	10 15%	4 4%	69 12%	60 12%	47 15%	66 15%	49 9%	48 14%	64 11%	13 11%	60 14%	48 14%	44 13%	15 9%	8 6%	23 8%	92 14%	34 10%	26 11%	32 10%	50 14%	14 11%	105 12%	7 8%	33 14%	34 14%	16 13%	120 12%	
I do not like him but I like his policies	64 6%	17 7%	15 5%	5 7%	9 9%	34 6%	36 7%	22 7%	28 6%	37 7%	24 7%	37 6%	7 6%	31 7%	26 8%	18 6%	12 7%	7 5%	19 6%	44 7%	19 6%	13 5%	24 8%	22 6%	10 8%	55 6%	6 7%	17 7%	9 4%	6 4%	67 7%	
I do not like him and I do not like his policies	435 43%	99 41%	153 50%	32 47%	3 3%	266 45%	212 41%	131 43%	220 49%	215 39%	123 37%	284 48%	63 53%	197 46%	164 47%	149 45%	73 43%	42 30%	115 38%	312 46%	142 43%	100 41%	139 45%	153 43%	55 43%	371 43%	42 48%	97 42%	116 48%	80 60%	443 44%	
Don't know	173 17%	31 13%	61 20%	6 9%	7 8%	89 15%	59 11%	37 12%	51 12%	121 22%	58 18%	79 13%	19 16%	48 11%	39 11%	44 13%	39 23%	46 33%	85 28%	83 12%	71 21%	50 20%	45 15%	56 16%	20 16%	143 17%	22 25%	25 11%	39 16%	6 5%	165 17%	
Combinations - Summary net																																
Like him	328 33%	93 39%	75 25%	24 36%	76 80%	197 34%	215 41%	117 38%	147 33%	182 33%	124 38%	189 32%	28 24%	150 35%	118 34%	121 36%	45 27%	43 31%	88 29%	239 35%	101 30%	83 34%	102 33%	126 35%	44 34%	294 34%	18 20%	94 40%	77 32%	40 31%	325 33%	
Like policies	277 28%	72 30%	44 15%	19 29%	81 85%	162 28%	190 36%	91 30%	108 24%	169 31%	101 31%	161 27%	23 20%	122 28%	96 28%	96 29%	42 25%	42 30%	84 27%	192 28%	87 26%	70 28%	94 30%	97 27%	40 31%	244 28%	17 19%	78 34%	53 22%	30 23%	272 27%	
Dislike him	499 50%	116 48%	168 55%	36 55%	11 12%	300 51%	248 48%	152 50%	247 56%	252 45%	148 45%	321 54%	70 60%	229 54%	190 55%	167 50%	85 51%	49 35%	134 44%	357 53%	162 48%	114 46%	163 53%	175 49%	65 50%	426 49%	48 55%	114 49%	125 52%	85 65%	510 51%	
Dislike policies	550 55%	137 57%	199 65%	41 62%	7 7%	334 57%	272 52%	178 58%	286 64%	264 48%	171 52%	348 59%	76 64%	257 60%	212 61%	192 58%	89 52%	50 36%	138 45%	404 60%	176 53%	127 51%	171 55%	203 57%	69 54%	476 55%	49 56%	129 56%	150 62%	96 73%	563 56%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 35
(JUL14)Q9(e). Which of these statements comes closest to your views of London Mayor, Boris Johnson?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	406 41%	231 41%	327 41%	318 41%	294 41%	263 41%	27 34% ^s	207 43%	199 39%	109 38%	152 43%	145 40%	47 39% ^s	62 38%	88 49%	64 37%	64 42%	82 39%	33 33%	118 44%	118 42%	85 40%	85 36%	237 43%	170 38%	397 40%
I like him but I do not like his policies	173 17%	107 19%	141 18%	139 18%	132 18%	116 18%	15 19% ^s	88 18%	85 17%	62 22%	50 14%	60 17%	30 25% ^s	32 20%	21 12%	29 17%	29 19%	31 15%	13 13%	51 19%	55 20%	39 18%	28 12%	107 19%	67 15%	174 17%
I do not like him but I like his policies	38 4%	16 3%	30 4%	27 4%	26 4%	23 4%	5 7% ^s	23 5%	16 3%	20 7%	8 2%	11 3%	12 10% ^s	8 5%	5 3%	2 1%	3 2%	8 4%	4 4%	11 4%	16 6%	4 2%	7 3%	27 5%	11 3%	36 4%
I do not like him and I do not like his policies	191 19%	127 22%	165 21%	160 21%	151 21%	138 22%	12 16% ^s	93 19%	98 19%	38 13%	79 22%	74 21%	9 7% ^s	29 17%	39 22%	40 23%	31 21%	43 21%	18 18%	49 18%	55 20%	38 18%	49 21%	104 19%	87 19%	204 20%
Don't know	191 19%	87 15%	133 17%	123 16%	112 16%	95 15%	20 25% ^s	77 16%	114 22%	58 20%	65 18%	69 19%	23 19% ^s	34 21%	26 15%	38 22%	24 16%	46 22%	32 32%	38 14%	39 14%	49 23%	66 28%	77 14%	115 26%	189 19%
Combinations - Summary net																										
Like him	579 58%	338 59%	468 59%	457 60%	426 60%	379 60%	42 53% ^s	295 61%	284 55%	172 60%	202 57%	206 57%	77 64% ^s	95 57%	109 60%	93 54%	93 62%	113 54%	46 46%	170 63%	174 61%	124 58%	112 48%	343 62%	236 53%	571 57%
Like policies	445 44%	247 43%	357 45%	345 45%	320 45%	286 45%	32 41% ^s	230 47%	215 42%	129 45%	160 45%	156 43%	59 48% ^s	70 43%	93 52%	66 38%	66 44%	90 43%	37 37%	130 48%	134 47%	89 42%	92 39%	264 48%	181 40%	433 43%
Dislike him	229 23%	143 25%	195 25%	187 24%	177 25%	161 25%	18 22% ^s	115 24%	114 22%	57 20%	87 25%	85 24%	21 17% ^s	37 22%	45 25%	42 24%	33 22%	51 25%	22 22%	60 22%	71 25%	42 19%	56 24%	131 24%	98 22%	240 24%
Dislike policies	364 36%	235 41%	306 38%	299 39%	283 40%	254 40%	27 34% ^s	181 37%	183 36%	100 35%	130 37%	135 37%	39 32% ^s	61 37%	60 34%	69 40%	60 40%	75 36%	31 31%	100 37%	111 39%	76 36%	77 33%	211 38%	153 34%	378 38%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 36

(JUL14)Q9(e). Which of these statements comes closest to your views of London Mayor, Boris Johnson?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
I like him and I like his policies	406 41%	160 67%	83 27%	30 46%	36 38%	187 32%	264 51%	191 62%	202 45%	205 37%	214 65%	167 28%	44 38%	195 46%	151 44%	139 42%	68 40%	40 29%	107 35%	291 43%	111 33%	80 33%	136 44%	159 45%	53 41%	360 42%	31 35%	148 64%	64 26%	40 30%	397 40%	
I like him but I do not like his policies	173 17%	24 10%	61 20%	13 20%	26 28%	121 21%	85 16%	38 12%	89 20%	84 15%	35 11%	129 22%	24 20%	76 18%	65 19%	52 16%	29 17%	25 18%	54 18%	117 17%	48 14%	38 15%	62 20%	63 18%	23 18%	149 17%	10 12%	28 12%	40 17%	35 27%	174 17%	
I do not like him but I like his policies	38 4%	6 2%	15 5%	2 3%	3 3%	27 5%	18 3%	8 3%	18 4%	21 4%	10 3%	26 4%	5 4%	12 3%	11 3%	13 4%	11 6%	3 2%	13 4%	24 3%	12 3%	9 4%	13 4%	14 4%	7 5%	33 4%	2 2%	3 1%	9 4%	8 6%	36 4%	
I do not like him and I do not like his policies	191 19%	12 5%	89 29%	12 17%	14 14%	151 26%	74 14%	24 8%	78 18%	112 20%	16 5%	169 29%	23 20%	74 17%	58 17%	72 22%	27 16%	33 24%	60 20%	131 19%	80 24%	56 23%	52 17%	59 17%	26 21%	160 19%	24 27%	11 5%	85 35%	31 23%	204 20%	
Don't know	191 19%	37 16%	56 18%	9 13%	16 16%	99 17%	81 16%	46 15%	59 13%	133 24%	54 16%	98 17%	21 18%	71 17%	61 17%	56 17%	35 21%	37 27%	72 23%	116 17%	83 25%	63 25%	47 15%	61 17%	19 15%	161 19%	20 23%	42 18%	42 18%	18 14%	189 19%	
Combinations - Summary net																																
Like him	579 58%	185 77%	144 47%	44 66%	63 66%	308 53%	348 67%	229 75%	291 65%	289 52%	249 76%	296 50%	69 58%	270 63%	216 62%	191 58%	97 57%	65 47%	161 53%	408 60%	159 48%	118 48%	198 64%	223 62%	76 59%	509 59%	41 47%	176 76%	104 43%	75 57%	571 57%	
Like policies	445 44%	166 69%	98 32%	33 49%	39 41%	214 37%	281 54%	199 65%	219 49%	225 41%	225 68%	193 33%	50 42%	206 48%	163 47%	152 46%	78 46%	43 31%	121 39%	314 46%	123 37%	90 36%	149 48%	173 49%	60 47%	393 46%	33 38%	152 65%	73 30%	48 36%	433 43%	
Dislike him	229 23%	18 7%	104 34%	14 21%	17 18%	178 30%	92 18%	32 10%	96 22%	133 24%	26 8%	195 33%	29 24%	85 20%	70 20%	85 26%	38 22%	36 26%	73 24%	154 23%	92 27%	66 27%	65 21%	73 20%	33 26%	193 22%	26 30%	14 6%	95 39%	39 30%	240 24%	
Dislike policies	364 36%	36 15%	150 49%	25 38%	40 42%	272 47%	159 30%	62 20%	167 38%	197 35%	51 15%	298 51%	47 40%	150 35%	123 36%	125 38%	56 33%	58 42%	114 37%	248 37%	128 38%	94 38%	113 37%	122 34%	50 39%	309 36%	34 39%	39 17%	126 52%	66 50%	378 38%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI Political Monitor - July 2014

Table 37
(JUL14)Q9(f). Which of these statements comes closest to your views of Education Secretary, Michael Gove?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	165 17%	99 17%	137 17%	132 17%	119 17%	105 17%	10 13% ^s	71 15%	94 18%	56 20%	41 12%	68 19%	26 21% ^s	31 18%	18 10%	24 14%	26 17%	42 20%	15 15%	39 15%	45 16%	41 19%	40 17%	85 15%	81 18%	146 15%
I like him but I do not like his policies	55 5%	33 6%	49 6%	43 6%	41 6%	36 6%	1 1% ^s	23 5%	31 6%	14 5%	18 5%	23 6%	8 7% ^s	6 3%	10 6%	8 4%	7 5%	16 8%	10 10%	10 4%	19 7%	11 5%	15 7%	29 5%	26 6%	56 6%
I do not like him but I like his policies	76 8%	46 8%	66 8%	62 8%	59 8%	54 8%	7 9% ^s	47 10%	28 6%	18 6%	37 10%	21 6%	11 9% ^s	7 4%	23 13%	14 8%	12 8%	8 4%	2 2%	21 8%	25 9%	18 8%	12 5%	46 8%	30 7%	71 7%
I do not like him and I do not like his policies	456 46%	296 52%	383 48%	378 49%	362 51%	333 52%	32 40% ^s	233 48%	223 44%	117 41%	174 49%	164 46%	43 36% ^s	74 45%	89 49%	85 49%	74 50%	90 43%	38 38%	152 57%	126 45%	82 38%	95 41%	278 50%	177 40%	488 49%
Don't know	249 25%	96 17%	161 20%	151 20%	135 19%	106 17%	30 38% ^s	114 23%	135 26%	81 28%	84 24%	84 23%	33 27% ^s	48 29%	40 22%	44 25%	31 20%	53 25%	35 35%	46 17%	68 24%	63 29%	72 31%	113 21%	135 30%	239 24%
Combinations - Summary net																										
Like him	220 22%	131 23%	186 23%	175 23%	159 22%	141 22%	11 13% ^s	94 19%	126 25%	70 24%	59 17%	91 25%	34 28% ^s	36 22%	28 16%	31 18%	33 22%	58 28%	25 25%	49 18%	64 23%	52 24%	55 23%	114 21%	106 24%	202 20%
Like policies	241 24%	144 25%	203 26%	194 25%	178 25%	159 25%	17 21% ^s	118 24%	123 24%	74 26%	78 22%	89 25%	37 30% ^s	38 23%	41 23%	37 21%	38 25%	51 24%	17 17%	60 23%	70 25%	59 28%	51 22%	131 24%	110 25%	217 22%
Dislike him	531 53%	342 60%	449 56%	440 57%	421 59%	387 61%	39 49% ^s	280 57%	251 49%	135 47%	211 60%	185 51%	54 45% ^s	81 49%	112 62%	99 57%	87 58%	99 47%	40 40%	173 65%	151 53%	100 47%	107 46%	324 59%	207 46%	559 56%
Dislike policies	510 51%	329 58%	432 54%	422 55%	402 56%	369 58%	32 41% ^s	256 52%	254 50%	131 46%	192 54%	187 52%	51 42% ^s	80 48%	99 55%	93 53%	81 54%	106 51%	48 48%	162 60%	145 51%	93 43%	110 47%	307 56%	203 45%	544 54%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 38

(JUL14)Q9(f). Which of these statements comes closest to your views of Education Secretary, Michael Gove?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
I like him and I like his policies	165 17%	67 28%	45 15%	4 7%	18 19%	74 13%	96 19%	71 23%	56 13%	109 20%	99 30%	58 10%	9 7%	71 17%	45 13%	58 17%	35 21%	25 18%	60 19%	103 15%	38 11%	29 12%	64 21%	64 18%	23 18%	153 18%	9 10%	64 27%	37 16%	7 6%	146 15%
I like him but I do not like his policies	55 5%	18 7%	13 4%	8 13%	3 3%	33 6%	38 7%	26 8%	21 5%	34 6%	21 6%	26 4%	7 6%	23 5%	16 5%	23 7%	12 7%	4 3%	16 5%	38 6%	24 7%	19 8%	14 5%	16 4%	4 3%	45 5%	5 6%	16 7%	12 5%	11 8%	56 6%
I do not like him but I like his policies	76 8%	27 11%	21 7%	4 6%	9 9%	36 6%	42 8%	31 10%	46 10%	30 5%	39 12%	35 6%	4 4%	44 10%	33 10%	21 6%	9 5%	11 8%	19 6%	55 8%	16 5%	16 6%	30 10%	29 8%	15 12%	68 8%	1 1%	26 11%	12 5%	10 8%	71 7%
I do not like him and I do not like his policies	456 46%	66 27%	167 55%	34 50%	43 45%	322 55%	221 43%	99 32%	222 50%	234 42%	83 25%	343 58%	68 57%	192 45%	175 51%	149 45%	74 44%	55 40%	129 42%	324 48%	165 49%	123 50%	114 37%	177 50%	58 45%	394 46%	42 48%	68 29%	146 61%	84 64%	488 49%
Don't know	249 25%	63 26%	59 19%	16 24%	22 23%	120 20%	123 24%	79 26%	101 23%	148 27%	88 27%	126 21%	30 26%	97 23%	77 22%	82 25%	39 23%	43 31%	82 27%	159 23%	90 27%	60 24%	87 28%	71 20%	28 22%	202 23%	31 35%	58 25%	34 14%	19 14%	239 24%
Combinations - Summary net																															
Like him	220 22%	85 35%	57 19%	13 19%	21 22%	107 18%	134 26%	97 32%	77 17%	143 26%	120 36%	84 14%	16 13%	95 22%	61 18%	80 24%	47 28%	29 21%	76 25%	141 21%	62 19%	48 20%	78 25%	80 22%	27 21%	198 23%	14 16%	79 34%	50 21%	18 14%	202 20%
Like policies	241 24%	94 39%	66 22%	9 13%	27 28%	110 19%	139 27%	103 34%	102 23%	139 25%	138 42%	93 16%	13 11%	116 27%	78 23%	79 24%	43 26%	36 26%	79 26%	157 23%	54 16%	45 18%	94 30%	93 26%	38 30%	221 26%	9 11%	90 39%	49 20%	18 13%	217 22%
Dislike him	531 53%	93 39%	188 62%	38 57%	52 55%	359 61%	264 51%	131 43%	268 60%	264 48%	122 37%	378 64%	72 61%	236 55%	209 60%	170 51%	83 49%	66 48%	148 48%	379 56%	181 54%	138 56%	144 47%	206 58%	73 57%	462 54%	43 49%	95 41%	158 65%	95 72%	559 56%
Dislike policies	510 51%	83 35%	179 59%	42 63%	46 49%	355 61%	259 50%	125 41%	242 54%	268 48%	104 31%	370 63%	75 63%	215 50%	191 55%	171 52%	86 51%	59 43%	145 47%	362 53%	189 57%	142 58%	129 42%	193 54%	62 49%	439 51%	47 54%	84 36%	158 66%	95 72%	544 54%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 39

(JUL14)Q9.(g) Which of these statements comes closest to your views of Chancellor, George Osborne?

Base : All

	Total (Weighted)	Likelihood to vote					Gender		Age							Social Class						UnWgt Total				
		(10) Absol- utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like him and I like his policies	232 23%	142 25%	199 25%	192 25%	178 25%	161 25%	13 16% ^s	122 25%	110 21%	58 20%	79 22%	96 27%	22 18% ^s	35 21%	44 24%	35 20%	36 24%	59 28%	27 27%	63 23%	71 25%	51 24%	48 21%	133 24%	99 22%	218
I like him but I do not like his policies	69 7%	43 8%	56 7%	51 7%	48 7%	44 7%	2 3% ^s	33 7%	36 7%	15 5%	27 8%	27 8%	12 10% ^s	3 2%	10 5%	17 10%	9 6%	18 9%	11 11%	16 6%	18 6%	14 6%	22 9%	33 6%	35 8%	66 7%
I do not like him but I like his policies	119 12%	69 12%	102 13%	102 13%	98 14%	86 14%	4 5% ^s	69 14%	49 10%	29 10%	45 13%	44 12%	9 7% ^s	20 12%	27 15%	19 11%	20 13%	24 12%	6 6%	39 14%	42 15%	13 6%	25 11%	81 15%	38 8%	126 13%
I do not like him and I do not like his policies	415 42%	252 44%	338 43%	328 43%	308 43%	277 44%	39 49% ^s	208 43%	207 41%	118 41%	151 43%	146 41%	47 39% ^s	72 43%	72 40%	79 45%	66 44%	80 38%	36 36%	115 43%	116 41%	98 45%	86 37%	232 42%	183 41%	434 43%
Don't know	165 17%	63 11%	100 13%	94 12%	83 12%	67 11%	22 27% ^s	56 11%	110 21%	67 23%	52 15%	46 13%	32 26% ^s	35 21%	28 15%	24 14%	18 12%	29 14%	20 20%	36 13%	37 13%	40 19%	53 23%	72 13%	93 21%	156 16%
Combinations - Summary net																										
Like him	301 30%	185 32%	256 32%	244 32%	227 32%	205 32%	15 19% ^s	155 32%	146 28%	73 25%	106 30%	123 34%	34 28% ^s	39 23%	53 30%	52 30%	46 31%	77 37%	38 38%	78 29%	88 31%	64 30%	70 30%	166 30%	134 30%	284 28%
Like policies	351 35%	211 37%	301 38%	294 38%	276 39%	247 39%	17 21% ^s	192 39%	159 31%	86 30%	124 35%	140 39%	31 26% ^s	56 34%	70 39%	54 31%	56 38%	84 40%	33 33%	101 38%	113 40%	63 29%	74 31%	214 39%	137 30%	344 34%
Dislike him	534 53%	321 56%	440 55%	429 56%	406 57%	363 57%	43 54% ^s	277 57%	257 50%	147 51%	196 55%	191 53%	55 46% ^s	92 55%	99 55%	97 56%	87 58%	104 50%	42 42%	154 57%	158 56%	110 51%	111 47%	312 57%	221 49%	560 56%
Dislike policies	484 48%	295 52%	395 50%	379 49%	356 50%	320 50%	41 52% ^s	241 49%	243 47%	133 46%	177 50%	173 48%	58 48% ^s	75 45%	82 45%	96 55%	76 51%	97 46%	47 47%	131 49%	134 47%	111 52%	107 46%	265 48%	219 49%	500 50%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI Political Monitor - July 2014

Table 40

(JUL14)Q9.(g) Which of these statements comes closest to your views of Chancellor, George Osborne?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000
I like him and I like his policies	232 23%	117 49%	36 12%	24 36%	15 16%	93 16%	173 33%	141 46%	109 24%	123 22%	163 50%	59 10%	14 12%	117 27%	78 23%	87 26%	43 26%	21 15%	64 21%	165 24%	64 19%	52 21%	83 27%	85 24%	26 20%	209 24%	12 14%	113 49%	26 11%	24 18%	218 22%
I like him but I do not like his policies	69 7%	13 5%	28 9%	6 9%	8 9%	50 9%	35 7%	19 6%	28 6%	40 7%	17 5%	47 8%	10 8%	33 8%	17 5%	27 8%	15 9%	10 7%	25 7%	44 14%	23 9%	16 10%	18 14%	28 13%	12 11%	58 12%	7 7%	14 19%	16 7%	7 13%	66 7%
I do not like him but I like his policies	119 12%	47 20%	30 10%	8 12%	9 10%	53 9%	71 14%	55 18%	61 14%	58 10%	64 20%	45 8%	12 10%	58 14%	56 16%	39 12%	12 7%	9 7%	22 7%	95 14%	30 9%	24 10%	44 14%	45 13%	14 11%	105 12%	6 7%	45 19%	18 7%	17 13%	126 13%
I do not like him and I do not like his policies	415 42%	27 11%	170 56%	23 35%	46 49%	315 54%	173 33%	51 16%	192 43%	223 40%	39 12%	354 60%	58 49%	164 38%	135 39%	141 43%	69 41%	64 47%	133 43%	277 41%	162 49%	113 46%	114 37%	139 39%	49 38%	346 40%	49 56%	26 11%	157 65%	72 55%	434 43%
Don't know	165 17%	36 15%	41 14%	5 8%	16 17%	74 13%	69 13%	41 14%	55 12%	110 20%	46 14%	84 14%	24 20%	56 13%	60 17%	38 11%	30 18%	33 24%	63 21%	98 14%	55 16%	42 17%	50 16%	61 17%	27 21%	145 17%	13 15%	35 15%	24 10%	13 9%	156 16%
Combinations - Summary net																															
Like him	301 30%	129 54%	64 21%	30 45%	23 25%	143 24%	208 40%	160 52%	137 31%	164 30%	180 55%	106 18%	25 21%	150 35%	95 27%	113 34%	58 35%	31 22%	89 29%	209 31%	87 26%	67 27%	101 33%	113 32%	38 30%	266 31%	19 22%	127 55%	42 17%	30 23%	284 28%
Like policies	351 35%	164 68%	66 22%	32 48%	24 25%	146 25%	244 47%	196 64%	170 38%	181 33%	228 69%	104 18%	26 22%	175 41%	134 39%	126 38%	56 33%	30 22%	86 28%	260 38%	94 28%	75 31%	127 41%	130 36%	40 31%	314 36%	18 21%	157 68%	44 18%	41 31%	344 34%
Dislike him	534 53%	75 31%	199 65%	31 47%	55 58%	368 63%	244 47%	106 34%	253 57%	281 51%	103 31%	399 68%	70 59%	222 52%	191 55%	181 54%	81 48%	74 53%	154 50%	372 55%	192 58%	137 56%	158 51%	183 51%	63 49%	452 52%	55 63%	71 30%	175 73%	89 67%	560 56%
Dislike policies	484 48%	40 17%	197 65%	29 44%	55 57%	366 63%	208 40%	69 23%	220 49%	264 48%	56 17%	401 68%	68 57%	197 46%	152 44%	168 51%	84 50%	74 54%	157 51%	320 47%	185 56%	129 52%	132 43%	166 47%	61 47%	404 47%	56 64%	40 17%	173 72%	79 60%	500 50%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI Political Monitor - July 2014

Table 41
(JUL14)Q9(h). Which of these statements comes closest to your views of Home Secretary, Theresa May?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
I like her and I like her policies	294 29%	181 32%	257 32%	251 33%	230 32%	199 31%	11 14% ^s	141 29%	154 30%	70 24%	86 24%	139 39%	23 19% ^s	47 28%	40 22%	46 27%	52 35%	87 41%	40 40%	74 27%	85 30%	75 35%	61 26%	158 29%	136 30%	295 30%
I like her but I do not like her policies	113 11%	80 14%	91 11%	91 12%	90 13%	85 13%	8 10% ^s	56 12%	56 11%	30 11%	46 13%	36 10%	13 11% ^s	17 10%	19 11%	27 16%	21 14%	15 7%	7 7%	39 14%	33 12%	21 10%	20 9%	72 13%	41 9%	119 12%
I do not like her but I like her policies	50 5%	35 6%	46 6%	46 6%	42 6%	41 6%	2 2% ^s	23 5%	27 5%	9 3%	23 7%	18 5%	3 2% ^s	6 4%	13 7%	10 6%	8 6%	2 4%	2 2%	19 7%	17 6%	6 3%	8 4%	36 7%	14 3%	54 5%
I do not like her and I do not like her policies	296 30%	178 31%	244 31%	235 31%	222 31%	203 32%	29 36% ^s	155 32%	141 27%	90 31%	118 33%	88 25%	32 27% ^s	58 35%	69 38%	49 28%	38 25%	50 24%	17 17%	85 32%	85 30%	61 28%	65 28%	170 31%	126 28%	299 30%
Don't know	247 25%	94 17%	158 20%	143 19%	131 18%	108 17%	30 38% ^s	113 23%	134 26%	88 31%	80 23%	79 22%	50 42% ^s	37 23%	39 22%	41 24%	29 20%	50 24%	34 34%	52 19%	63 22%	53 25%	79 34%	115 21%	132 29%	233 23%
Combinations - Summary net																										
Like her	407 41%	261 46%	348 44%	342 45%	320 45%	284 45%	19 24% ^s	197 40%	210 41%	100 35%	132 37%	175 49%	36 29% ^s	64 39%	59 33%	73 42%	73 49%	102 49%	47 47%	112 42%	118 42%	95 44%	82 35%	230 42%	177 39%	414 41%
Like policies	344 34%	217 38%	303 38%	297 39%	272 38%	239 38%	13 16% ^s	164 34%	181 35%	79 27%	109 31%	157 44%	25 21% ^s	53 32%	52 29%	57 33%	62 41%	95 45%	42 42%	92 34%	102 36%	80 37%	70 30%	194 35%	150 33%	349 35%
Dislike her	346 35%	213 38%	289 36%	281 37%	264 37%	243 38%	30 38% ^s	178 37%	168 33%	99 35%	141 40%	106 29%	35 29% ^s	64 39%	81 45%	60 34%	48 32%	58 28%	19 19%	104 39%	102 36%	66 31%	74 31%	206 37%	140 31%	353 35%
Dislike policies	409 41%	258 45%	335 42%	326 43%	312 44%	288 45%	37 46% ^s	212 43%	197 39%	120 42%	164 46%	124 35%	45 37% ^s	75 45%	88 49%	76 44%	59 39%	65 31%	24 24%	124 46%	118 42%	82 38%	85 37%	242 44%	167 37%	418 42%

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos MORI Political Monitor - July 2014

Table 42

(JUL14)Q9(h). Which of these statements comes closest to your views of Home Secretary, Theresa May?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab		LD	
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
I like her and I like her policies	294 29%	133 56%	66 22%	18 27%	29 31%	126 22%	194 37%	151 49%	130 29%	164 30%	156 47%	124 21%	28 24%	127 30%	87 25%	120 36%	45 27%	39 29%	85 28%	208 31%	90 27%	67 27%	90 29%	114 32%	36 28%	258 30%	23 26%	121 52%	56 23%	24 18%	295 30%	
I like her but I do not like her policies	113 11%	15 6%	58 19%	7 11%	9 10%	88 15%	46 9%	22 7%	47 11%	65 12%	30 9%	73 12%	14 11%	49 12%	46 13%	43 13%	13 8%	10 8%	24 8%	89 13%	31 9%	28 11%	35 11%	47 13%	11 9%	104 12%	3 3%	21 9%	41 17%	14 11%	119 12%	
I do not like her but I like her policies	50 5%	18 8%	13 4%	8 12%	* s	26 5%	31 6%	26 9%	28 6%	22 4%	28 9%	19 3%	6 5%	25 6%	24 7%	13 4%	9 5%	3 2%	12 4%	36 5%	10 3%	7 3%	18 6%	22 6%	9 7%	41 5%	3 3%	17 7%	8 3%	13 10%	54 5%	
I do not like her and I do not like her policies	296 30%	28 12%	107 35%	15 22%	42 44%	216 37%	137 26%	42 14%	151 34%	145 26%	40 12%	245 42%	41 35%	130 30%	114 33%	80 24%	53 31%	46 33%	99 32%	195 29%	108 32%	74 30%	94 30%	94 26%	39 30%	249 29%	34 38%	26 11%	100 41%	58 44%	299 30%	
Don't know	247 25%	46 19%	61 20%	19 28%	14 15%	128 22%	113 22%	64 21%	88 20%	159 29%	76 23%	127 22%	29 25%	95 22%	75 22%	76 23%	49 29%	39 28%	87 28%	151 22%	96 29%	70 28%	72 23%	79 22%	34 26%	210 24%	26 29%	48 21%	37 15%	23 17%	233 23%	
Combinations - Summary net																																
Like her	407 41%	149 62%	123 40%	25 38%	38 40%	214 37%	240 46%	174 57%	178 40%	229 41%	186 56%	197 33%	41 35%	177 41%	134 39%	163 49%	58 35%	50 36%	108 35%	297 44%	121 36%	95 39%	125 40%	161 45%	47 37%	362 42%	26 29%	142 61%	97 40%	38 29%	414 41%	
Like policies	344 34%	151 63%	79 26%	26 39%	30 31%	153 26%	225 43%	178 58%	159 36%	186 33%	184 56%	143 24%	34 29%	152 36%	111 32%	133 40%	54 32%	42 31%	97 32%	244 36%	100 30%	75 30%	108 35%	136 38%	45 35%	299 35%	25 29%	138 59%	64 26%	37 28%	349 35%	
Dislike her	346 35%	46 19%	120 40%	23 34%	42 45%	242 41%	168 32%	69 22%	179 40%	167 30%	68 21%	264 45%	48 40%	155 36%	138 40%	93 28%	62 37%	49 36%	111 36%	231 34%	117 35%	81 33%	112 36%	116 33%	48 37%	290 34%	36 41%	43 18%	107 44%	71 54%	353 35%	
Dislike policies	409 41%	43 18%	165 54%	22 33%	51 54%	304 52%	182 35%	65 21%	198 45%	210 38%	69 21%	318 54%	55 46%	180 37%	161 39%	123 41%	66 40%	56 36%	122 36%	284 42%	138 41%	102 41%	129 42%	141 40%	50 39%	354 41%	37 42%	47 20%	140 58%	72 55%	418 42%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 43

(JUL14)Q10(a). On balance, do you agree or disagree with the following statements.
 (a). David Cameron has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	177 18%	111 20%	150 19%	144 19%	134 19%	123 19%	8 10% ^s	94 19%	82 16%	45 16%	68 19%	64 18%	15 13% ^s	30 18%	38 21%	31 18%	27 18%	37 18%	19 19%	47 18%	46 16%	41 19%	42 18%	94 17%	83 19%	154 15%
Tend to agree	279 28%	146 26%	222 28%	213 28%	199 28%	174 27%	21 26% ^s	136 28%	142 28%	75 26%	111 31%	92 26%	28 23% ^s	47 28%	64 36%	47 27%	33 22%	59 28%	26 26%	89 33%	92 33%	50 23%	48 20%	181 33%	98 22%	290 29%
Neither agree nor disagree	93 9%	50 9%	74 9%	73 9%	66 9%	57 9%	8 10% ^s	44 9%	48 9%	36 13%	23 6%	34 9%	17 14% ^s	19 12%	9 5%	14 8%	11 8%	22 11%	9 9%	22 8%	30 11%	21 10%	19 8%	53 10%	40 9%	89 9%
Tend to disagree	157 16%	78 14%	119 15%	113 15%	105 15%	86 14%	8 10% ^s	77 16%	80 16%	56 19%	45 13%	56 16%	36 30% ^s	19 12%	20 11%	25 14%	21 14%	35 17%	19 19%	47 17%	39 14%	36 17%	35 15%	86 16%	71 16%	172 17%
Strongly disagree	279 28%	179 31%	226 28%	218 28%	206 29%	191 30%	32 41% ^s	129 26%	151 29%	69 24%	105 30%	106 29%	24 20% ^s	45 27%	49 27%	55 32%	54 36%	52 25%	25 25%	61 23%	71 25%	64 30%	83 35%	132 24%	147 33%	282 28%
Don't know	15 2%	4 1%	6 1%	6 1%	4 1%	4 1%	3 4% ^s	7 1%	8 2%	5 2%	2 1%	8 2%	- - ^s	5 3%	- -	2 1%	4 2%	4 2%	3 3%	2 1%	4 1%	2 1%	7 3%	6 1%	9 2%	13 1%
Combinations - Summary																										
Agree	455 46%	257 45%	372 47%	357 47%	333 47%	296 47%	29 36% ^s	231 47%	225 44%	120 42%	179 51%	156 43%	44 36% ^s	77 46%	102 57%	77 44%	60 40%	96 46%	45 45%	136 51%	138 49%	91 42%	90 38%	274 50%	181 40%	444 44%
Disagree	437 44%	257 45%	345 43%	331 43%	311 44%	277 44%	40 51% ^s	206 42%	231 45%	125 44%	150 42%	162 45%	60 50% ^s	64 39%	69 39%	81 46%	75 50%	87 42%	43 43%	108 40%	110 39%	100 47%	118 51%	218 40%	219 49%	454 45%
Net Agree	19 2%	* *	27 3%	26 3%	22 3%	19 3%	-12 -15% ^s	25 5%	-6 -1%	-4 -2%	29 8%	-6 -2%	-17 -14% ^s	12 7%	33 18%	-3 -2%	-15 -10%	9 4%	1 1%	28 11%	28 10%	-9 -4%	-28 -12%	56 10%	-38 -8%	-10 -1%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 44

(JUL14)Q10(a). On balance, do you agree or disagree with the following statements.
 (a). David Cameron has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	177 18%	100 42%	26 9%	14 21%	12 12%	59 10%	133 26%	114 37%	85 19%	92 17%	149 45%	17 3%	11 9%	91 21%	69 20%	61 18%	29 17%	14 10%	43 14%	130 19%	44 13%	34 14%	67 22%	66 19%	23 18%	159 18%	10 11%	96 41%	22 9%	7 6%	154 15%	
Tend to agree	279 28%	105 44%	67 22%	18 27%	18 18%	122 21%	160 31%	123 40%	145 33%	134 24%	127 39%	128 22%	40 34%	127 30%	109 32%	91 28%	44 26%	29 21%	73 24%	201 30%	74 22%	55 23%	97 31%	108 30%	38 30%	245 28%	18 21%	87 37%	44 18%	33 25%	290 29%	
Neither agree nor disagree	93 9%	14 6%	29 10%	10 15%	8 8%	63 11%	48 9%	24 8%	35 8%	58 10%	20 6%	57 10%	12 10%	37 9%	28 8%	32 10%	18 11%	12 9%	30 10%	60 9%	34 10%	26 11%	27 9%	32 9%	13 10%	8 9%	8 9%	10 4%	25 11%	25 19%	89 9%	
Tend to disagree	157 16%	12 5%	63 21%	10 15%	14 15%	111 19%	60 12%	22 7%	68 15%	90 16%	15 5%	127 21%	22 19%	59 14%	57 16%	46 14%	27 16%	25 18%	52 17%	103 15%	68 20%	54 22%	29 10%	60 17%	22 17%	140 16%	14 16%	16 7%	42 18%	28 21%	172 17%	
Strongly disagree	279 28%	5 2%	118 39%	14 21%	44 46%	226 39%	113 22%	20 6%	110 25%	170 31%	18 5%	255 43%	32 27%	108 25%	81 23%	96 29%	49 38%	52 38%	102 33%	177 26%	108 32%	72 29%	84 27%	87 24%	30 23%	225 26%	37 42%	20 8%	106 44%	39 29%	282 28%	
Don't know	15 2%	3 1%	1 *	- s	- s	5 1%	7 1%	3 1%	4 1%	11 2%	1 *	5 1%	1 1%	6 1%	3 1%	5 2%	2 1%	5 3%	7 2%	8 1%	6 2%	5 2%	5 2%	4 1%	2 2%	13 2%	1 1%	3 *	1 *	- -	13 1%	
Combinations - Summary																																
Agree	455 46%	205 85%	93 31%	32 49%	29 31%	181 31%	293 56%	237 77%	230 52%	226 41%	276 84%	145 25%	51 43%	218 51%	178 51%	152 46%	73 43%	43 31%	116 38%	330 49%	117 35%	89 36%	164 53%	174 49%	61 48%	404 47%	28 32%	183 79%	66 27%	40 30%	444 44%	
Disagree	437 44%	18 7%	181 59%	24 36%	58 61%	336 57%	173 33%	42 14%	177 40%	259 47%	33 10%	381 65%	55 46%	167 39%	138 40%	142 43%	76 45%	78 56%	154 50%	280 41%	176 53%	125 51%	114 37%	147 41%	52 41%	365 42%	50 58%	36 15%	149 62%	67 51%	454 45%	
Net Agree	19 2%	188 78%	-88 -29%	8 12%	-29 -30%	-155 -27%	120 23%	196 64%	52 12%	-33 -6%	244 74%	-236 -40%	-4 -3%	51 12%	41 12%	10 3%	-4 -2%	-34 -25%	-38 -12%	51 7%	-58 -17%	-36 -15%	50 16%	27 8%	9 7%	39 5%	-22 -25%	147 63%	-83 -34%	-27 -21%	-10 -1%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 45

(JUL14)Q10(b). On balance, do you agree or disagree with the following statements.
 (b). Ed Miliband has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	63 6%	41 7%	55 7%	55 7%	52 7%	42 7%	1 2% ^s	30 6%	32 6%	16 5%	21 6%	26 7%	6 5% ^s	10 6%	11 6%	9 5%	9 6%	17 8%	12 12%	14 5%	8 3%	9 4%	32 14%	22 4%	41 9%	57 6%
Tend to agree	165 16%	89 16%	135 17%	124 16%	111 16%	99 16%	5 6% ^s	77 16%	87 17%	64 22%	47 13%	54 15%	29 24% ^s	35 21%	23 13%	24 14%	26 17%	28 13%	13 13%	42 16%	51 18%	34 16%	38 16%	93 17%	72 16%	162 16%
Neither agree nor disagree	83 8%	44 8%	64 8%	63 8%	58 8%	52 8%	10 13% ^s	35 7%	48 9%	32 11%	26 7%	25 7%	14 12% ^s	18 11%	12 7%	14 8%	12 8%	13 6%	6 6%	24 9%	23 8%	14 7%	22 10%	47 8%	37 8%	80 8%
Tend to disagree	233 23%	129 23%	191 24%	185 24%	175 24%	148 23%	16 20% ^s	109 22%	124 24%	67 23%	96 27%	70 19%	32 27% ^s	35 21%	42 24%	54 31%	27 18%	43 20%	21 21%	64 24%	73 26%	53 25%	43 19%	137 25%	96 21%	248 25%
Strongly disagree	415 42%	252 44%	331 42%	323 42%	303 42%	280 44%	40 51% ^s	218 45%	198 39%	97 34%	154 44%	164 46%	35 29% ^s	62 37%	85 47%	70 40%	72 48%	92 44%	36 36%	116 43%	122 43%	97 45%	80 34%	238 43%	177 40%	415 42%
Don't know	41 4%	14 2%	19 2%	16 2%	16 2%	14 2%	7 8% ^s	18 4%	22 4%	10 4%	10 3%	21 6%	4 3% ^s	6 4%	6 4%	3 2%	4 3%	17 8%	12 12%	8 3%	7 2%	8 4%	18 8%	15 3%	26 6%	38 4%
Combinations - Summary																										
Agree	227 23%	130 23%	190 24%	179 23%	163 23%	141 22%	6 8% ^s	108 22%	120 23%	80 28%	68 19%	80 22%	35 29% ^s	45 27%	34 19%	33 19%	35 23%	45 22%	25 25%	56 21%	59 21%	42 20%	70 30%	115 21%	113 25%	219 22%
Disagree	649 65%	381 67%	522 66%	508 66%	478 67%	428 67%	56 71% ^s	327 67%	322 63%	164 57%	251 71%	234 65%	68 56% ^s	97 58%	127 71%	124 71%	99 66%	135 64%	57 57%	180 67%	195 69%	150 70%	123 53%	375 68%	274 61%	663 66%
Net Agree	-421 -42%	-251 -44%	-332 -42%	-329 -43%	-315 -44%	-287 -45%	-50 -63% ^s	-219 -45%	-202 -39%	-85 -30%	-183 -52%	-154 -43%	-32 -27% ^s	-52 -31%	-93 -52%	-90 -52%	-64 -43%	-90 -43%	-32 -32%	-124 -46%	-136 -48%	-108 -50%	-53 -23%	-260 -47%	-161 -36%	-444 -44%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 46
(JUL14)Q10(b). On balance, do you agree or disagree with the following statements.
(b). Ed Miliband has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	63 6%	1 *	52 17%	5 8%	- s	61 10%	9 2%	6 2%	16 4%	47 8%	23 7%	37 6%	5 4%	19 4%	18 5%	20 6%	10 6%	15 11%	25 8%	38 6%	24 7%	16 7%	17 5%	21 6%	10 8%	54 6%	8 9%	2 1%	40 17%	4 3%	57 6%	
Tend to agree	165 16%	14 6%	102 34%	11 16%	4 4%	140 24%	52 10%	25 8%	65 15%	100 18%	40 12%	117 20%	27 23%	58 14%	43 12%	60 18%	33 20%	27 19%	60 20%	103 15%	58 17%	42 17%	42 14%	65 18%	25 19%	143 17%	15 18%	15 7%	63 26%	28 21%	162 16%	
Neither agree nor disagree	83 8%	14 6%	31 10%	5 7%	7 7%	50 9%	33 6%	19 6%	33 7%	50 9%	22 7%	48 8%	11 9%	30 7%	32 9%	23 7%	17 10%	11 8%	28 9%	55 8%	26 8%	19 8%	25 9%	32 6%	8 8%	70 8%	7 8%	11 5%	24 10%	8 6%	80 8%	
Tend to disagree	233 23%	44 19%	65 21%	22 33%	16 17%	140 24%	120 23%	67 22%	109 24%	125 22%	69 21%	147 25%	32 27%	102 24%	96 28%	68 21%	40 24%	26 19%	66 22%	164 24%	73 22%	56 23%	80 26%	80 22%	28 22%	207 24%	17 19%	41 18%	54 22%	38 29%	248 25%	
Strongly disagree	415 42%	157 65%	45 15%	20 31%	66 70%	181 31%	293 56%	177 58%	211 47%	204 37%	167 51%	223 38%	39 33%	209 49%	149 43%	146 44%	65 39%	44 32%	110 36%	295 44%	134 40%	97 40%	137 44%	144 40%	51 40%	354 41%	36 42%	157 68%	53 22%	50 38%	415 42%	
Don't know	41 4%	10 4%	9 3%	3 4%	1 1%	13 2%	13 3%	12 4%	11 3%	29 5%	9 3%	17 3%	4 4%	9 2%	7 2%	15 5%	4 2%	14 10%	18 6%	22 3%	19 6%	15 6%	8 3%	14 4%	7 5%	34 4%	4 5%	5 2%	7 3%	4 3%	38 4%	
Combinations - Summary																																
Agree	227 23%	14 6%	155 51%	16 24%	4 s	201 34%	61 12%	31 10%	81 18%	146 26%	63 19%	153 26%	32 27%	77 18%	62 18%	80 24%	43 25%	41 30%	84 28%	141 21%	82 24%	59 24%	59 19%	87 24%	35 27%	198 23%	23 26%	17 7%	104 43%	32 24%	219 22%	
Disagree	649 65%	202 84%	110 36%	43 64%	83 87%	321 55%	413 79%	244 80%	320 72%	329 59%	235 71%	370 63%	71 60%	312 73%	245 71%	214 65%	106 62%	70 51%	176 57%	460 68%	207 62%	154 62%	217 70%	225 63%	79 62%	561 65%	54 61%	199 85%	107 44%	88 67%	663 66%	
Net Agree	-421 -42%	-187 -78%	45 15%	-26 -40%	-79 -83%	-119 -20%	-352 -67%	-214 -70%	-239 -54%	-183 -33%	-172 -52%	-217 -37%	-39 -33%	-235 -55%	-184 -53%	-134 -40%	-63 -37%	-29 -21%	-91 -30%	-318 -47%	-125 -38%	-95 -39%	-158 -51%	-138 -39%	-44 -34%	-363 -42%	-30 -35%	-182 -78%	-3 -1%	-56 -43%	-444 -44%	

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos MORI Political Monitor - July 2014

Table 47

(JUL14)Q10(c). On balance, do you agree or disagree with the following statements.
 (c). Boris Johnson, the Mayor of London, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	120 12%	64 11%	98 12%	93 12%	78 11%	72 11%	6 7% ^s	68 14%	51 10%	37 13%	43 12%	40 11%	21 17% ^s	16 9%	26 15%	17 10%	13 9%	27 13%	14 14%	29 11%	37 13%	27 13%	26 11%	67 12%	53 12%	118 12%
Tend to agree	201 20%	113 20%	161 20%	154 20%	143 20%	124 20%	14 17% ^s	104 21%	96 19%	61 21%	74 21%	65 18%	25 21% ^s	36 22%	36 20%	39 22%	27 18%	38 19%	19 19%	67 25%	51 18%	40 19%	42 18%	118 21%	82 18%	198 20%
Neither agree nor disagree	89 9%	40 7%	59 7%	58 8%	50 7%	44 7%	17 22% ^s	33 7%	56 11%	26 9%	35 10%	28 8%	15 12% ^s	11 7%	20 11%	15 9%	16 10%	12 6%	6 6%	21 8%	20 7%	21 10%	26 11%	41 8%	48 11%	81 8%
Tend to disagree	204 20%	105 19%	159 20%	155 20%	147 21%	127 20%	21 27% ^s	105 22%	98 19%	75 26%	70 20%	59 16%	29 24% ^s	45 27%	39 22%	31 18%	26 17%	33 16%	10 10%	55 21%	71 25%	44 20%	33 14%	126 23%	77 17%	215 22%
Strongly disagree	341 34%	228 40%	294 37%	289 38%	278 39%	249 39%	16 20% ^s	162 33%	180 35%	81 28%	117 33%	143 40%	31 25% ^s	51 31%	54 30%	63 36%	61 41%	82 39%	38 38%	92 34%	92 32%	73 34%	84 36%	184 33%	158 35%	342 34%
Don't know	46 5%	18 3%	24 3%	19 2%	19 3%	18 3%	6 7% ^s	16 3%	30 6%	6 2%	14 4%	25 7%	- - ^s	6 4%	5 3%	9 5%	7 5%	18 9%	13 13%	4 1%	11 4%	8 4%	23 10%	15 3%	31 7%	46 5%
Combinations - Summary																										
Agree	320 32%	177 31%	260 33%	246 32%	222 31%	196 31%	20 25% ^s	173 35%	148 29%	98 34%	118 33%	104 29%	46 38% ^s	52 31%	62 34%	56 32%	40 27%	65 31%	33 33%	96 36%	88 31%	68 32%	68 29%	185 34%	135 30%	316 32%
Disagree	545 54%	333 59%	453 57%	444 58%	425 59%	376 59%	37 47% ^s	267 55%	278 54%	156 54%	187 53%	202 56%	60 49% ^s	96 58%	93 52%	94 54%	87 58%	115 55%	49 49%	147 55%	163 58%	117 55%	118 50%	310 56%	235 52%	557 56%
Net Agree	-225 -22%	-156 -27%	-194 -24%	-198 -26%	-203 -28%	-180 -28%	-18 -22% ^s	-94 -19%	-130 -25%	-58 -20%	-69 -20%	-98 -27%	-14 -11% ^s	-44 -27%	-31 -17%	-38 -22%	-47 -32%	-50 -24%	-16 -16%	-50 -19%	-75 -26%	-49 -23%	-50 -21%	-125 -23%	-99 -22%	-241 -24%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 48

(JUL14)Q10(c). On balance, do you agree or disagree with the following statements.
(c). Boris Johnson, the Mayor of London, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	120 12%	51 21%	28 9%	8 12% ^s	7 8% ^s	54 9%	77 15%	59 19%	55 12%	65 12%	62 19%	47 8%	12 10%	50 12%	38 11%	37 11%	25 15%	13 10%	38 12%	75 11%	34 10%	26 10%	39 13%	47 13%	16 13%	105 12%	8 9% ^s	40 17%	21 9%	9 7%	118 12%	
Tend to agree	201 20%	62 26%	47 16%	14 21% ^s	27 28% ^s	107 18%	122 23%	76 25%	88 20%	112 20%	88 27%	98 17%	26 22%	85 20%	86 25%	55 17%	39 23%	19 14%	57 19%	141 21%	62 19%	44 18%	66 21%	73 20%	20 15%	176 20%	18 21% ^s	59 25%	35 15%	20 15%	198 20%	
Neither agree nor disagree	89 9%	29 12%	25 8%	2 3% ^s	8 9% ^s	41 7%	45 9%	31 10%	38 9%	51 9%	34 10%	45 8%	11 10%	42 10%	29 8%	28 8%	22 13%	9 6%	30 10%	57 8%	24 7%	19 8%	34 11%	31 9%	9 7%	79 9%	5 6% ^s	27 11%	14 6%	9 7%	81 8%	
Tend to disagree	204 20%	44 18%	53 17%	15 22% ^s	16 17% ^s	110 19%	101 19%	58 19%	108 24%	96 17%	83 25%	103 17%	30 25%	97 23%	87 25%	56 17%	32 19%	25 18%	57 19%	143 21%	54 16%	41 17%	68 22%	82 23%	33 26%	182 21%	13 15% ^s	50 22%	35 14%	35 26%	215 22%	
Strongly disagree	341 34%	46 19%	135 44%	25 38% ^s	34 36% ^s	251 43%	162 31%	71 23%	145 33%	196 35%	52 16%	271 46%	34 29%	143 34%	98 28%	137 41%	49 29%	56 41%	106 35%	235 35%	137 41%	98 40%	109 31%	109 31%	44 34%	282 33%	39 45% ^s	49 21%	119 49%	57 43%	342 34%	
Don't know	46 5%	9 4%	17 6%	2 4% ^s	2 2% ^s	22 4%	14 3%	11 4%	12 3%	34 6%	9 3%	24 4%	5 4%	10 2%	9 2%	19 6%	3 2%	16 11%	18 6%	28 4%	23 7%	18 7%	9 3%	15 4%	6 5%	38 4%	4 5% ^s	8 3%	17 7%	2 2%	46 5%	
Combinations - Summary																																
Agree	320 32%	113 47%	75 25%	22 33% ^s	34 36% ^s	161 28%	199 38%	135 44%	143 32%	177 32%	150 46%	146 25%	38 32%	135 31%	124 36%	92 28%	63 37%	32 23%	95 31%	216 32%	96 29%	69 28%	105 34%	120 34%	36 28%	281 33%	26 30% ^s	99 43%	56 23%	29 22%	316 32%	
Disagree	545 54%	90 37%	188 62%	40 60% ^s	50 53% ^s	361 62%	263 50%	130 42%	253 57%	292 53%	135 41%	374 64%	64 54%	241 56%	185 53%	193 58%	81 48%	81 59%	163 53%	378 56%	191 57%	139 56%	162 52%	191 54%	77 60%	465 54%	52 60% ^s	99 43%	154 64%	92 70%	557 56%	
Net Agree	-225 -22%	23 10%	-113 -37%	-18 -27% ^s	-16 -16% ^s	-200 -34%	-63 -12%	5 2%	-110 -25%	-115 -21%	15 5%	-229 -39%	-26 -22%	-106 -25%	-61 -17%	-101 -31%	-18 -11%	-50 -36%	-68 -22%	-162 -24%	-95 -29%	-69 -28%	-58 -19%	-72 -20%	-41 -32%	-184 -21%	-26 -30% ^s	*	-98 -41%	-63 -48%	-241 -24%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

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Ipsos MORI Political Monitor - July 2014

Table 49

(JUL14)Q10(d). On balance, do you agree or disagree with the following statements.

(d). George Osborne, the Chancellor of the Exchequer, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	31 3%	23 4%	28 3%	28 4%	24 3%	24 4%	3 4% ^s	14 3%	17 3%	5 2%	12 3%	14 4%	2 2% ^s	3 2%	5 3%	7 4%	4 3%	10 5%	7 7%	4 1%	10 3%	9 4%	9 4%	13 2%	17 4%	30 3%
Tend to agree	153 15%	86 15%	127 16%	114 15%	103 14%	93 15%	5 6% ^s	88 18%	65 13%	52 18%	49 14%	52 15%	26 21% ^s	23 16%	23 13%	26 15%	21 14%	32 15%	11 11%	39 15%	45 16%	33 15%	36 15%	84 15%	69 15%	139 14%
Neither agree nor disagree	136 14%	69 12%	104 13%	100 13%	91 13%	76 12%	17 21% ^s	61 12%	75 15%	54 19%	40 11%	42 12%	26 22% ^s	28 17%	21 12%	19 11%	21 14%	12 10%	12 12%	33 12%	45 16%	32 15%	26 11%	78 14%	58 13%	138 14%
Tend to disagree	235 24%	129 23%	193 24%	193 25%	178 25%	148 23%	11 14% ^s	110 23%	125 24%	66 23%	96 27%	74 20%	26 21% ^s	40 24%	53 29%	43 25%	24 16%	50 24%	20 20%	73 27%	68 24%	45 21%	50 21%	141 26%	94 21%	242 24%
Strongly disagree	370 37%	239 42%	308 39%	299 39%	287 40%	267 42%	30 38% ^s	189 39%	181 35%	86 30%	133 37%	152 42%	31 25% ^s	55 33%	65 36%	67 39%	71 48%	80 38%	37 37%	102 38%	102 36%	80 37%	86 37%	204 37%	166 37%	381 38%
Don't know	74 7%	24 4%	37 5%	33 4%	32 4%	27 4%	13 17% ^s	25 5%	49 10%	24 9%	24 7%	26 7%	10 9% ^s	14 9%	13 7%	11 6%	9 6%	17 8%	12 12%	16 6%	14 5%	17 8%	27 11%	31 6%	44 10%	70 7%
Combinations - Summary																										
Agree	184 18%	109 19%	154 19%	142 18%	127 18%	117 18%	8 10% ^s	103 21%	82 16%	57 20%	61 17%	66 18%	28 23% ^s	29 18%	28 15%	33 19%	24 16%	42 20%	18 18%	43 16%	55 19%	42 19%	45 19%	98 18%	86 19%	169 17%
Disagree	606 61%	367 65%	501 63%	492 64%	465 65%	415 65%	41 52% ^s	299 61%	306 60%	152 53%	229 65%	225 63%	57 47% ^s	95 57%	118 66%	111 64%	95 64%	130 62%	58 58%	175 65%	170 60%	124 58%	136 58%	345 63%	261 58%	623 62%
Net Agree	-421 -42%	-258 -45%	-347 -44%	-351 -46%	-338 -47%	-298 -47%	-34 -42% ^s	-197 -40%	-225 -44%	-95 -33%	-168 -47%	-159 -44%	-29 -24% ^s	-66 -40%	-90 -50%	-78 -45%	-71 -47%	-88 -42%	-40 -40%	-132 -49%	-115 -41%	-83 -38%	-92 -39%	-247 -45%	-174 -39%	-454 -45%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

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Ipsos MORI Political Monitor - July 2014

Table 50

(JUL14)Q10(d). On balance, do you agree or disagree with the following statements.

(d). George Osborne, the Chancellor of the Exchequer, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	31 3%	14 6%	4 1%	4 6%	6 6%	14 2%	24 5%	18 6%	9 2%	22 4%	20 6%	9 2%	4 3%	11 3%	7 2%	19 6%	1 1%	3 2%	5 1%	26 4%	8 2%	8 3%	12 4%	11 3%	5 4%	30 3%	- s	14 6%	3 1%	2 2%	30 3%	
Tend to agree	153 15%	63 26%	42 14%	11 17%	12 13%	72 12%	92 18%	74 24%	72 16%	82 15%	87 26%	59 10%	14 12%	74 17%	50 14%	43 13%	39 23%	14 10%	53 17%	93 14%	41 12%	33 13%	52 17%	60 17%	24 19%	137 16%	8 9%	58 25%	32 13%	9 7%	139 14%	
Neither agree nor disagree	136 14%	29 12%	32 10%	11 17%	16 17%	70 12%	67 13%	40 13%	62 14%	74 13%	55 17%	63 11%	23 20%	57 13%	49 14%	40 12%	32 19%	13 10%	45 15%	89 13%	40 12%	33 14%	45 15%	51 14%	15 11%	121 14%	7 8%	28 12%	21 9%	26 20%	138 14%	
Tend to disagree	235 24%	72 30%	55 18%	18 27%	18 19%	121 21%	139 27%	90 29%	121 27%	114 21%	94 28%	123 21%	25 22%	116 27%	95 27%	73 22%	36 21%	31 22%	66 22%	168 25%	78 23%	46 19%	70 23%	87 24%	31 24%	194 22%	32 36%	64 28%	37 15%	36 27%	242 24%	
Strongly disagree	370 37%	45 19%	153 50%	18 28%	41 43%	280 48%	171 33%	63 21%	160 36%	210 38%	51 16%	301 51%	42 36%	151 35%	128 37%	134 40%	48 29%	55 40%	104 34%	263 39%	137 41%	103 42%	106 34%	127 36%	47 37%	319 37%	34 39%	55 24%	137 57%	54 41%	381 38%	
Don't know	74 7%	17 7%	18 6%	3 5%	2 2%	28 5%	27 5%	21 7%	23 5%	52 9%	23 7%	34 6%	9 7%	18 4%	17 5%	23 7%	13 8%	21 15%	34 11%	40 6%	30 9%	23 9%	24 8%	21 6%	7 5%	63 7%	7 8%	13 6%	12 5%	5 4%	70 7%	
Combinations - Summary																																
Agree	184 18%	77 32%	47 15%	15 23%	18 19%	86 15%	116 22%	92 30%	80 18%	104 19%	107 32%	67 11%	18 15%	85 20%	57 16%	62 19%	40 24%	17 12%	58 19%	119 18%	49 15%	41 17%	65 21%	71 20%	29 23%	167 19%	8 9%	72 31%	35 15%	11 9%	169 17%	
Disagree	606 61%	117 49%	208 68%	37 55%	59 62%	401 69%	310 59%	154 50%	281 63%	325 59%	145 44%	425 72%	68 57%	266 62%	223 64%	207 62%	84 50%	86 63%	170 55%	430 63%	215 64%	149 61%	176 57%	215 60%	78 61%	512 59%	66 75%	119 51%	173 72%	90 68%	623 62%	
Net Agree	-421 -42%	-40 -17%	-161 -53%	-21 -32%	-41 -43%	-315 -54%	-193 -37%	-61 -20%	-201 -45%	-221 -40%	-38 -12%	-357 -61%	-50 -42%	-181 -42%	-166 -48%	-145 -44%	-44 -26%	-69 -50%	-112 -37%	-311 -46%	-166 -50%	-109 -44%	-112 -36%	-144 -40%	-49 -38%	-346 -40%	-57 -66%	-47 -20%	-138 -57%	-78 -59%	-454 -45%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 51

(JUL14)Q10(e). On balance, do you agree or disagree with the following statements.
 (e). Theresa May, the Home Secretary, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	84 8%	56 10%	73 9%	72 9%	70 10%	61 10%	7 8% ^s	46 9%	38 7%	15 5%	16 4%	53 15%	10 8% ^s	5 3%	8 4%	8 5%	23 16%	30 14%	16 16%	22 8%	21 7%	22 10%	19 8%	43 8%	41 9%	83 8%
Tend to agree	218 22%	131 23%	183 23%	175 23%	157 22%	144 23%	12 15% ^s	102 21%	116 23%	53 19%	72 20%	93 26%	23 19% ^s	31 18%	28 16%	44 25%	34 23%	58 28%	24 24%	59 22%	56 20%	49 23%	54 23%	115 21%	103 23%	222 22%
Neither agree nor disagree	126 13%	57 10%	95 12%	93 12%	86 12%	68 11%	15 19% ^s	51 11%	75 15%	54 19%	45 13%	27 7%	25 21% ^s	29 18%	21 12%	24 14%	11 8%	15 7%	8 8%	32 12%	41 15%	25 12%	28 12%	73 13%	53 12%	122 12%
Tend to disagree	190 19%	110 19%	158 20%	153 20%	139 19%	121 19%	6 8% ^s	97 20%	93 18%	62 22%	71 20%	57 16%	24 20% ^s	38 23%	42 23%	29 17%	23 16%	33 16%	17 17%	60 22%	66 23%	31 14%	33 14%	126 23%	64 14%	190 19%
Strongly disagree	286 29%	184 32%	230 29%	227 30%	218 31%	205 32%	27 34% ^s	153 31%	133 26%	66 23%	122 34%	98 27%	22 18% ^s	45 27%	68 38%	54 31%	44 29%	54 26%	21 21%	76 28%	76 27%	72 33%	63 27%	151 27%	134 30%	295 30%
Don't know	96 10%	31 5%	56 7%	46 6%	45 6%	35 6%	13 16% ^s	39 8%	57 11%	36 12%	28 8%	33 9%	17 14% ^s	18 11%	12 7%	15 9%	14 9%	19 9%	14 14%	20 7%	23 8%	16 7%	37 16%	43 8%	53 12%	88 9%
Combinations - Summary																										
Agree	302 30%	187 33%	256 32%	247 32%	227 32%	205 32%	18 23% ^s	148 30%	154 30%	68 24%	88 25%	146 41%	33 27% ^s	35 21%	36 20%	51 30%	57 38%	88 42%	40 40%	81 30%	76 27%	71 33%	73 31%	157 29%	144 32%	305 31%
Disagree	476 48%	294 52%	388 49%	380 50%	357 50%	326 51%	33 42% ^s	250 51%	226 44%	128 45%	193 55%	154 43%	46 38% ^s	83 50%	110 61%	83 48%	67 45%	87 41%	38 38%	136 51%	142 50%	103 48%	96 41%	278 50%	198 44%	485 49%
Net Agree	-174 -17%	-107 -19%	-132 -17%	-133 -17%	-130 -18%	-121 -19%	-15 -19% ^s	-102 -21%	-73 -14%	-60 -21%	-106 -30%	-9 -2%	-13 -11% ^s	-47 -28%	-74 -41%	-32 -18%	-10 -7%	1 1%	3 3%	-55 -20%	-66 -23%	-31 -15%	-23 -10%	-120 -22%	-54 -12%	-180 -18%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 52

(JUL14)Q10(e). On balance, do you agree or disagree with the following statements.
(e). Theresa May, the Home Secretary, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	84 8%	37 15%	27 9%	4 6%	5 6%	39 7%	50 10%	41 13%	26 6%	58 10%	47 14%	33 6%	4 3%	24 6%	22 6%	44 13%	7 4%	9 6%	16 5%	67 10%	25 7%	19 8%	26 8%	33 9%	13 10%	73 8%	6 7%	37 16%	17 7%	4 3%	83 8%	
Tend to agree	218 22%	66 28%	73 24%	12 18%	18 19%	123 21%	116 22%	78 25%	101 23%	117 21%	77 23%	126 21%	29 24%	97 23%	63 18%	87 26%	34 20%	33 24%	67 22%	150 22%	64 19%	51 21%	66 21%	87 25%	36 28%	193 22%	14 16%	70 30%	45 19%	27 21%	222 22%	
Neither agree nor disagree	126 13%	30 13%	37 12%	6 8%	12 12%	74 13%	67 13%	36 12%	53 12%	73 13%	51 15%	61 10%	22 18%	61 14%	47 14%	36 11%	31 18%	7 5%	38 12%	84 12%	41 12%	31 13%	48 15%	38 11%	10 8%	107 12%	10 11%	30 13%	26 11%	11 8%	122 12%	
Tend to disagree	190 19%	52 22%	47 15%	18 28%	14 15%	100 17%	105 20%	71 23%	98 22%	92 17%	75 23%	95 16%	19 16%	89 21%	77 22%	43 13%	37 22%	30 22%	66 22%	120 18%	62 19%	46 19%	58 19%	70 20%	25 19%	163 19%	16 18%	48 21%	33 14%	33 25%	190 19%	
Strongly disagree	286 29%	36 15%	95 31%	22 34%	41 43%	207 35%	148 28%	59 19%	140 31%	146 26%	51 16%	222 38%	36 31%	128 30%	111 32%	92 28%	40 24%	38 28%	78 26%	203 30%	105 32%	72 29%	88 28%	93 26%	30 23%	242 28%	34 38%	30 13%	102 42%	47 35%	295 30%	
Don't know	96 10%	18 8%	26 8%	5 7%	5 5%	42 7%	35 7%	23 7%	28 6%	69 12%	29 9%	51 9%	8 7%	29 7%	26 7%	29 9%	20 12%	22 16%	41 13%	55 8%	36 11%	28 11%	24 8%	36 10%	15 12%	85 10%	8 9%	18 8%	19 8%	10 8%	88 9%	
Combinations - Summary																																
Agree	302 30%	103 43%	100 33%	16 23%	23 25%	162 28%	166 32%	119 39%	127 28%	175 32%	124 38%	159 27%	33 28%	120 28%	85 25%	131 40%	42 25%	41 30%	83 27%	216 32%	89 27%	69 28%	92 30%	121 34%	49 38%	267 31%	20 23%	107 46%	62 26%	31 23%	305 31%	
Disagree	476 48%	88 37%	142 47%	41 61%	55 58%	307 52%	253 49%	129 42%	238 53%	238 43%	126 38%	317 54%	56 47%	217 51%	188 54%	135 41%	77 45%	68 49%	145 47%	324 48%	167 50%	118 48%	146 47%	163 46%	55 43%	405 47%	50 57%	78 34%	134 56%	80 60%	485 49%	
Net Agree	-174 -17%	15 6%	-42 -14%	-25 -38%	-32 -34%	-144 -25%	-87 -17%	-10 -3%	-112 -25%	-63 -11%	-2 -1%	-158 -27%	-23 -19%	-96 -23%	-103 -30%	-4 -1%	-35 -21%	-27 -19%	-62 -20%	-107 -16%	-78 -23%	-48 -20%	-54 -18%	-42 -12%	-6 -5%	-138 -16%	-30 -34%	29 12%	-73 -30%	-49 -37%	-180 -18%	

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 53

(JUL14)Q10(f). On balance, do you agree or disagree with the following statements.
 (f). Michael Gove, the Education Secretary, has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absol-utely 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	1000	598	812	789	745	663	78	485	515	199	386	415	74	125	179	207	174	241	100	304	301	177	218	605	395	1000
Weighted Total	1000	569	796	767	715	635	80	488	512	287	354	360	121	166	180	174	150	210	100	268	283	215	234	551	449	1000
Strongly agree	22 2%	15 3%	19 2%	18 2%	15 2%	15 2%	- s	8 2%	14 3%	5 2%	11 3%	7 2%	4 3%	1 *	5 3%	6 3%	3 2%	3 2%	1 1%	5 2%	4 2%	4 2%	9 4%	9 2%	13 3%	17 2%
Tend to agree	89 9%	45 8%	69 9%	61 8%	56 8%	46 7%	6 7%	46 9%	43 8%	32 11%	21 6%	36 10%	20 17%	12 7%	11 6%	10 6%	17 11%	18 9%	11 11%	15 6%	31 11%	13 6%	30 13%	46 8%	43 10%	82 8%
Neither agree nor disagree	100 10%	39 7%	71 9%	66 9%	61 9%	48 7%	17 21%	47 10%	53 10%	41 14%	31 9%	29 8%	19 16%	21 13%	12 7%	18 11%	10 7%	18 9%	7 7%	25 9%	25 9%	22 10%	28 12%	50 9%	50 11%	92 9%
Tend to disagree	181 18%	101 18%	147 18%	142 19%	131 18%	114 18%	11 14%	83 17%	98 19%	51 18%	70 20%	61 17%	22 18%	29 17%	37 21%	32 19%	22 15%	39 18%	17 17%	42 16%	57 20%	38 18%	45 19%	98 18%	83 18%	184 18%
Strongly disagree	479 48%	317 56%	406 51%	402 52%	381 53%	354 56%	31 38%	249 51%	230 45%	119 41%	173 49%	187 52%	41 34%	78 47%	92 51%	82 47%	87 58%	100 48%	44 44%	159 59%	134 47%	103 48%	84 36%	293 53%	186 42%	510 51%
Don't know	128 13%	52 9%	83 10%	78 10%	72 10%	58 9%	15 19%	54 11%	74 15%	40 14%	48 13%	41 11%	15 12%	25 15%	22 12%	26 15%	10 6%	31 15%	21 21%	23 9%	32 11%	35 16%	38 16%	55 10%	73 16%	115 12%
Combinations - Summary																										
Agree	112 11%	60 10%	89 11%	79 10%	71 10%	61 10%	6 7%	54 11%	57 11%	37 13%	32 9%	42 12%	24 20%	13 8%	16 9%	16 9%	21 14%	22 10%	12 12%	20 7%	35 12%	17 8%	40 17%	55 10%	56 13%	99 10%
Disagree	660 66%	418 73%	553 70%	544 71%	511 72%	468 74%	42 53%	332 68%	328 64%	169 59%	243 69%	248 69%	62 52%	107 64%	129 72%	114 66%	109 73%	139 66%	60 60%	201 75%	191 67%	141 65%	128 55%	391 71%	269 60%	694 69%
Net Agree	-549 -55%	-358 -63%	-465 -58%	-465 -61%	-440 -62%	-407 -64%	-36 -45%	-278 -57%	-271 -53%	-132 -46%	-211 -60%	-206 -57%	-38 -32%	-94 -57%	-113 -63%	-98 -56%	-89 -59%	-117 -56%	-49 -49%	-181 -67%	-155 -55%	-124 -58%	-89 -38%	-336 -61%	-213 -47%	-595 -60%

Fieldwork dates : 12th to 15th July 2014

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

Source : Ipsos MORI J13-102839-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos MORI Political Monitor - July 2014

Table 54

**(JUL14)Q10(f). On balance, do you agree or disagree with the following statements.
(f). Michael Gove, the Education Secretary, has what it takes to be a good Prime Minister?**

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD		
Unweighted Total	1000	242	304	65	95	579	517	307	451	549	306	610	230	328	363	327	150	145	295	690	332	238	300	368	111	852	94	250	243	141	1000	
Weighted Total	1000	240	304	67	95	585	521	307	445	555	329	589	118	427	347	332	169	137	306	678	334	246	310	357	128	863	88	233	241	132	1000	
Strongly agree	22 2%	4 2%	13 4%	- s	3 3%	16 3%	7 1%	4 1%	5 1%	17 3%	12 4%	10 2%	1 1%	4 1%	9 3%	7 2%	3 2%	3 2%	5 2%	15 2%	8 2%	7 3%	7 2%	7 2%	2 2%	21 2%	1 2%	5 2%	6 3%	-	17 2%	
Tend to agree	89 9%	30 13%	25 8%	6 9%	10 10%	44 8%	50 10%	36 12%	31 7%	58 11%	48 15%	34 6%	10 8%	36 8%	26 7%	26 8%	22 13%	13 10%	35 11%	52 8%	23 7%	18 7%	25 8%	41 11%	20 15%	82 10%	5 6%	34 15%	18 8%	7 5%	82 8%	
Neither agree nor disagree	100 10%	23 10%	28 9%	6 9%	11 11%	49 8%	45 9%	29 10%	38 9%	62 11%	45 14%	38 6%	11 10%	41 10%	32 9%	29 9%	26 15%	11 8%	37 12%	61 9%	33 10%	26 11%	36 12%	31 9%	9 7%	87 10%	7 8%	22 9%	14 6%	10 8%	92 9%	
Tend to disagree	181 18%	64 27%	38 13%	11 17%	18 18%	82 14%	108 21%	76 25%	93 21%	88 16%	77 23%	97 17%	20 17%	88 21%	58 17%	58 18%	30 18%	30 22%	60 20%	117 17%	68 20%	46 19%	63 20%	50 14%	19 15%	144 17%	22 25%	60 26%	33 14%	21 16%	184 18%	
Strongly disagree	479 48%	89 37%	171 56%	31 46%	46 49%	329 56%	248 48%	120 39%	232 52%	247 45%	97 29%	350 60%	64 54%	209 49%	185 53%	170 51%	66 39%	55 40%	121 40%	355 52%	153 46%	115 47%	129 42%	197 55%	69 54%	421 49%	38 44%	81 35%	150 62%	82 62%	510 51%	
Don't know	128 13%	29 12%	30 10%	13 19%	8 8%	64 11%	63 12%	42 14%	46 10%	82 15%	51 15%	59 10%	12 10%	48 11%	36 10%	42 13%	22 13%	26 19%	47 15%	79 12%	48 14%	35 14%	50 16%	30 8%	10 8%	107 12%	13 15%	31 13%	20 8%	12 9%	115 12%	
Combinations - Summary																																
Agree	112 11%	34 14%	38 12%	6 9%	13 13%	61 10%	57 11%	40 13%	36 8%	76 14%	60 18%	44 7%	11 9%	40 9%	35 10%	32 10%	24 14%	16 12%	40 13%	67 10%	31 9%	24 10%	32 10%	48 14%	22 17%	103 12%	7 8%	38 16%	24 10%	7 5%	99 10%	
Disagree	660 66%	154 64%	209 69%	42 63%	64 67%	412 70%	356 68%	196 64%	325 73%	335 60%	174 53%	448 76%	84 71%	297 70%	244 70%	228 69%	97 57%	85 61%	181 59%	472 70%	221 66%	161 65%	192 62%	247 69%	88 69%	565 66%	60 69%	141 61%	183 76%	103 78%	694 69%	
Net Agree	-549 -55%	-120 -50%	-171 -56%	-36 -55%	-51 -54%	-351 -60%	-299 -57%	-156 -51%	-289 -65%	-260 -47%	-114 -35%	-404 -69%	-73 -62%	-257 -60%	-209 -60%	-196 -59%	-72 -43%	-69 -50%	-141 -46%	-405 -60%	-190 -57%	-136 -55%	-160 -52%	-199 -56%	-67 -52%	-462 -54%	-54 -61%	-103 -44%	-158 -66%	-96 -73%	-595 -60%	

Fieldwork dates : 12th to 15th July 2014
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Source : Ipsos MORI J13-102839-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

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