

## Ipsos MORI Political Monitor - December 2014

Table 1  
**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)	Gender		Age									Social Class						UnWgt Total	
		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	1012	532	480	242	361	409	80	162	179	182	170	239	90	269	346	194	203	615	397	1012
Weighted Total	1012	494	518	290	358	364	122	167	182	176	152	212	101	271	287	217	237	558	454	1012
Improve	357 35%	203 41%	154 30%	121 42%	117 33%	118 33%	44 36% <sup>s</sup>	77 46%	64 35%	53 30%	49 32%	69 33%	34 33% <sup>s</sup>	118 44%	96 33%	71 33%	71 30%	214 38%	143 31%	341 34%
Stay the same	301 30%	143 29%	158 30%	75 26%	125 35%	100 27%	32 26% <sup>s</sup>	43 26%	63 35%	63 36%	38 25%	62 29%	28 28% <sup>s</sup>	72 27%	100 35%	66 30%	63 26%	172 31%	128 28%	309 31%
Get worse	307 30%	130 26%	178 34%	83 29%	104 29%	121 33%	44 36% <sup>s</sup>	39 23%	49 27%	55 31%	56 37%	65 31%	29 29% <sup>s</sup>	69 25%	78 27%	73 34%	87 37%	147 26%	161 35%	317 31%
Don't know	47 5%	19 4%	28 5%	11 4%	12 3%	25 7%	3 3% <sup>s</sup>	8 5%	6 3%	6 3%	9 6%	15 7%	10 10% <sup>s</sup>	12 4%	13 5%	7 3%	16 7%	25 4%	22 5%	45 4%
Net improve	49 5%	73 15%	-24 -5%	38 13%	14 4%	-3 -1%	* s	38 23%	15 8%	-1 -1%	-7 -4%	4 2%	5 5% <sup>s</sup>	49 18%	18 6%	-2 -1%	-16 -7%	67 12%	-18 -4%	24 2%

Fieldwork dates : 13th to 15th December 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 2  
**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)	Working status		Work sector		Tenure						GOR Regions						UnW Tot.	
		Full-time	Not full-time/Not working	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
Unweighted Total	1012	455	557	216	322	374	338	136	146	282	712	344	221	311	357	143	840	123	1012
Weighted Total	1012	451	561	120	418	351	336	159	147	306	687	338	249	313	361	130	873	89	1012
Improve	357 35%	184 41%	173 31%	38 31%	170 41%	132 38%	130 39%	59 37%	31 21%	91 30%	262 38%	101 30%	88 35%	111 35%	145 40%	57 44%	331 38%	12 14%	341 34%
Stay the same	301 30%	147 33%	154 27%	38 32%	127 30%	125 36%	93 28%	37 23%	38 25%	74 24%	217 32%	91 27%	58 23%	99 32%	111 31%	44 34%	255 29%	33 37%	309 31%
Get worse	307 30%	107 24%	201 36%	39 32%	108 26%	83 24%	89 26%	56 35%	73 50%	129 42%	172 25%	125 37%	84 34%	92 29%	91 25%	27 21%	244 28%	41 46%	317 31%
Don't know	47 5%	13 3%	34 6%	6 5%	12 3%	10 3%	25 7%	7 4%	5 4%	12 4%	35 5%	21 6%	19 7%	11 4%	15 4%	1 1%	44 5%	3 3%	45 4%
Net improve	49 5%	77 17%	-28 -5%	-1 -1%	62 15%	49 14%	41 12%	4 2%	-42 -28%	-38 -13%	90 13%	-24 -7%	4 2%	19 6%	54 15%	30 23%	87 10%	-29 -32%	24 2%

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## Ipsos MORI Political Monitor - December 2014

Table 3  
(DEC14)Q11X. If the Conservative Party is in government after the next General Election, do you think they will....?

Base : All

	Total (Weighted)	Gender		Age										Social Class						UnWgt Total
		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	1012	532	480	242	361	409	80	162	179	182	170	239	90	269	346	194	203	615	397	1012
Weighted Total	1012	494	518	290	358	364	122	167	182	176	152	212	101	271	287	217	237	558	454	1012
cut spending too much	577 57%	283 57%	294 57%	160 55%	216 60%	200 55%	65 53% <sup>s</sup>	96 57%	107 59%	109 62%	96 63%	105 49%	47 47% <sup>s</sup>	159 59%	165 58%	131 60%	121 51%	325 58%	252 56%	594 59%
cut spending too little	96 10%	48 10%	49 9%	30 10%	42 12%	24 7%	13 11% <sup>s</sup>	16 10%	24 13%	18 10%	9 6%	16 7%	8 8% <sup>s</sup>	20 7%	29 10%	20 9%	28 12%	49 9%	48 10%	93 9%
get the balance about right	262 26%	140 28%	121 23%	67 23%	78 22%	117 32%	25 21% <sup>s</sup>	42 25%	42 23%	36 21%	34 22%	83 39%	40 39% <sup>s</sup>	79 29%	78 27%	47 22%	58 25%	156 28%	105 23%	259 26%
None of these	10 1%	3 1%	7 1%	1 *	2 1%	6 2%	1 1% <sup>s</sup>	-	-	2 1%	3 2%	3 1%	1 1% <sup>s</sup>	2 1%	2 1%	4 2%	3 1%	3 1%	6 1%	9 1%
Don't think spending should be cut at all	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *
Don't know	67 7%	19 4%	48 9%	32 11%	20 6%	15 4%	18 15% <sup>s</sup>	14 8%	9 5%	11 6%	9 6%	6 3%	5 5% <sup>s</sup>	11 4%	14 5%	16 7%	27 11%	25 4%	42 9%	56 6%

Fieldwork dates : 13th to 15th December 2014

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

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## Ipsos MORI Political Monitor - December 2014

Table 4  
(DEC14)Q11X. If the Conservative Party is in government after the next General Election, do you think they will....?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure						GOR Regions							UnW Tot.
		Full-time	Not full-time/Not working	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	
Unweighted Total	1012	455	557	216	322	374	338	136	146	282	712	344	221	311	357	143	840	123	1012
Weighted Total	1012	451	561	120	418	351	336	159	147	306	687	338	249	313	361	130	873	89	1012
cut spending too much	577 57%	268 60%	309 55%	79 66%	233 56%	201 57%	186 55%	97 61%	87 59%	183 60%	386 56%	215 64%	155 62%	175 56%	187 52%	73 56%	481 55%	60 67%	594 59%
cut spending too little	96 10%	40 9%	56 10%	10 8%	43 10%	36 10%	23 7%	18 11%	16 11%	34 11%	59 9%	23 7%	12 5%	36 11%	37 10%	9 7%	84 10%	11 12%	93 9%
get the balance about right	262 26%	115 26%	147 26%	21 17%	109 26%	91 26%	105 31%	32 20%	29 19%	60 20%	196 29%	77 23%	62 25%	80 26%	104 29%	40 31%	238 27%	15 16%	259 26%
None of these	10 1%	3 1%	7 1%	1 *	2 1%	2 1%	5 2%	1 *	2 1%	2 1%	7 1%	1 *	-	4 1%	5 2%	3 1%	7 1%	1 1%	9 1%
Don't think spending should be cut at all	1 *	-	1 *	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *	1 *
Don't know	67 7%	24 5%	43 8%	10 8%	30 7%	20 6%	17 5%	12 7%	15 10%	27 9%	37 5%	21 6%	19 8%	18 6%	28 8%	5 4%	63 7%	2 2%	56 6%

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## Ipsos MORI Political Monitor - December 2014

Table 5  
(DEC14)Q11Y. If the Labour Party is in government after the next General Election, do you think they will....?

Base : All

	Total (Weighted)	Gender		Age										Social Class						UnWgt Total
		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	1012	532	480	242	361	409	80	162	179	182	170	239	90	269	346	194	203	615	397	1012
Weighted Total	1012	494	518	290	358	364	122	167	182	176	152	212	101	271	287	217	237	558	454	1012
cut spending too much	261 26%	111 22%	150 29%	69 24%	108 30%	83 23%	24 20%	45 27%	58 32%	50 28%	29 19%	55 26%	28 28%	69 26%	68 24%	64 29%	59 25%	138 25%	123 27%	262 26%
cut spending too little	357 35%	212 43%	145 28%	73 25%	135 38%	149 41%	27 22%	46 27%	69 38%	66 38%	67 45%	81 38%	32 31%	114 42%	116 41%	76 35%	51 21%	230 41%	127 28%	352 35%
get the balance about right	278 27%	131 27%	146 28%	103 36%	84 24%	90 25%	51 42%	52 31%	46 25%	38 22%	36 24%	54 25%	30 30%	62 23%	83 29%	48 22%	84 35%	146 26%	132 29%	295 29%
None of these	18 2%	6 1%	12 2%	2 1%	4 4%	13 4%	2 1%	- 1%	- -	4 2%	5 3%	8 4%	4 4%	4 2%	3 1%	2 2%	6 3%	8 1%	10 2%	19 2%
Don't think spending should be cut at all	1 *	1 *	* *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	* *	- -	1 *	* *	1 *	2 *
Don't know	97 10%	33 7%	64 12%	43 15%	27 7%	28 8%	18 15%	24 14%	9 5%	18 10%	13 9%	15 7%	8 8%	21 8%	15 5%	25 12%	36 15%	36 6%	61 13%	82 8%

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Table 6  
(DEC14)Q11Y. If the Labour Party is in government after the next General Election, do you think they will....?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure						GOR Regions							UnW Tot.
		Full-time	Not full-time/Not working	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	
Unweighted Total	1012	455	557	216	322	374	338	136	146	282	712	344	221	311	357	143	840	123	1012
Weighted Total	1012	451	561	120	418	351	336	159	147	306	687	338	249	313	361	130	873	89	1012
cut spending too much	261 26%	106 23%	155 28%	34 29%	99 24%	88 25%	75 22%	56 35%	39 27%	95 31%	162 24%	90 27%	57 23%	88 28%	84 23%	27 21%	214 25%	33 37%	262 26%
cut spending too little	357 35%	181 40%	176 31%	28 24%	178 43%	145 41%	140 42%	38 24%	33 22%	70 23%	285 41%	97 29%	80 32%	119 38%	142 39%	41 32%	324 37%	17 19%	352 35%
get the balance about right	278 27%	124 28%	153 27%	43 36%	101 24%	82 23%	78 23%	50 32%	60 41%	111 36%	160 23%	101 30%	74 30%	77 25%	99 28%	49 37%	235 27%	26 30%	295 29%
None of these	18 2%	3 1%	15 3%	1 1%	4 1%	5 2%	11 3%	- -	2 1%	2 1%	16 2%	5 1%	2 1%	8 2%	6 2%	5 4%	14 2%	3 3%	19 2%
Don't think spending should be cut at all	1 *	* *	1 *	* *	- -	1 *	- *	* *	- *	* *	1 *	1 *	- -	- -	* *	- -	* *	1 *	2 *
Don't know	97 10%	36 8%	61 11%	13 11%	35 8%	31 9%	31 9%	15 10%	13 9%	28 9%	62 9%	44 13%	36 14%	22 7%	30 8%	8 6%	85 10%	9 10%	82 8%

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## Ipsos MORI Political Monitor - December 2014

Table 7

(DEC14)Q12. Which party, if any, do you think has the best balance between cutting spending to reduce the deficit and not damaging public services - the Conservatives, Labour, Liberal Democrats, UKIP or some other party?

Base : All

	Total (Weighted)	Gender		Age										Social Class						UnWgt Total
		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	1012	532	480	242	361	409	80	162	179	182	170	239	90	269	346	194	203	615	397	1012
Weighted Total	1012	494	518	290	358	364	122	167	182	176	152	212	101	271	287	217	237	558	454	1012
Labour	251 25%	140 28%	110 21%	94 32%	77 21%	81 22%	46 37%	48 28%	42 23%	35 20%	31 20%	50 23%	27 26%	66 24%	79 28%	42 19%	64 27%	145 26%	106 23%	272 27%
Conservatives	239 24%	122 25%	117 23%	52 18%	67 19%	119 33%	17 14%	36 21%	29 16%	38 22%	45 30%	74 35%	38 38%	77 29%	78 27%	39 18%	45 19%	155 28%	83 18%	235 23%
Liberal Democrats	86 8%	42 9%	44 8%	22 8%	29 8%	35 10%	13 10%	10 6%	13 7%	16 9%	18 11%	7 9%	7 7%	38 14%	17 6%	15 7%	15 7%	55 10%	31 7%	87 9%
UKIP	67 7%	34 7%	33 6%	12 4%	24 7%	31 9%	7 6%	5 3%	12 7%	12 13%	19 6%	12 7%	6 6%	16 5%	17 6%	15 7%	20 8%	33 6%	34 8%	60 6%
Other	84 8%	43 9%	40 8%	24 8%	39 11%	21 6%	10 8%	14 9%	24 13%	15 9%	6 4%	15 7%	4 4%	24 9%	23 8%	20 9%	17 7%	47 8%	37 8%	89 9%
None	113 11%	60 12%	53 10%	26 9%	57 16%	31 8%	8 7%	18 11%	24 13%	32 18%	16 10%	15 7%	7 7%	20 7%	33 12%	37 17%	22 9%	54 10%	59 13%	111 11%
Do not think the deficit should be reduced	4 *	1 *	3 1%	3 1%	- -	1 *	- -	3 2%	- -	- -	1 1%	- -	- -	- -	1 *	- -	4 2%	1 *	4 1%	3 *
Don't know	168 17%	50 10%	118 23%	57 20%	66 18%	45 12%	22 18%	35 21%	37 20%	29 16%	17 11%	28 13%	13 13%	30 11%	38 13%	50 23%	50 21%	68 12%	100 22%	155 15%

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Table 8

(DEC14)Q12. Which party, if any, do you think has the best balance between cutting spending to reduce the deficit and not damaging public services - the Conservatives, Labour, Liberal Democrats, UKIP or some other party?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure						GOR Regions						UnW Tot.	
		Full-time	Not full-time/Not working	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
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Weighted Total	1012	451	561	120	418	351	336	159	147	306	687	338	249	313	361	130	873	89	1012
Labour	251 25%	113 25%	138 25%	42 35%	82 20%	85 24%	62 19%	39 25%	58 39%	97 32%	148 22%	82 24%	71 29%	79 25%	90 25%	50 38%	222 25%	11 12%	272 27%
Conservatives	239 24%	101 23%	137 24%	18 15%	98 23%	83 24%	107 32%	33 21%	13 9%	46 15%	190 28%	51 15%	41 16%	88 28%	100 28%	34 26%	221 25%	10 11%	235 23%
Liberal Democrats	86 8%	35 8%	50 9%	12 10%	27 6%	33 9%	32 10%	8 5%	11 7%	19 6%	65 9%	26 8%	18 7%	26 8%	34 9%	16 12%	72 8%	7 8%	87 9%
UKIP	67 7%	32 7%	35 6%	7 6%	30 7%	21 6%	23 7%	11 7%	11 8%	22 7%	44 6%	22 7%	18 7%	11 3%	34 9%	2 2%	59 7%	5 5%	60 6%
Other	84 8%	35 8%	49 9%	9 8%	36 9%	27 8%	30 9%	12 8%	12 8%	24 8%	57 8%	44 13%	23 9%	21 7%	19 5%	5 4%	60 7%	21 23%	89 9%
None	113 11%	67 15%	46 8%	11 9%	67 16%	43 12%	35 10%	19 12%	16 11%	35 11%	78 11%	43 13%	27 11%	36 12%	34 9%	14 11%	90 10%	16 19%	111 11%
Do not think the deficit should be reduced	4 *	- -	4 1%	- -	3 1%	1 *	1 *	- -	3 2%	3 1%	1 *	4 1%	3 1%	1 *	- -	- -	4 *	1 1%	3 *
Don't know	168 17%	67 15%	101 18%	20 16%	76 18%	58 16%	46 14%	36 23%	24 16%	60 20%	103 15%	66 20%	48 19%	51 16%	51 14%	9 7%	145 17%	18 20%	155 15%

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