

## Ipsos MORI September Political Monitor

## Topline Results

Fieldwork: 6-9 September 2014

## Technical Details

Ipsos MORI interviewed a representative sample of 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone 6<sup>th</sup> – 9<sup>th</sup> September 2014. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, those who are not absolutely certain to vote. Data are based on all adults unless otherwise stated.

**Q9 And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?\***

Base: 1,010 British adults 18+

%

	March 2010	September 2014
Managing the economy	32	31
Asylum and immigration	14	30
Healthcare	26	29
Education	23	23
Benefits	7	13
Foreign policy/foreign affairs	NA	12
Europe/EU	2	11
Unemployment	11	10
Taxation	12	8
Pensions	6	6
Care for older and disabled people	7	6
Defence	3	6
Crime and anti-social behaviour/law and order	8	5
Housing	3	5
Don't Know	15	9

\*Showing only answers above 5%; see computer tables for full results

**Q10 Which party do you think has the best policies on.... the Conservatives, Labour, Liberal Democrats or some other party?**

Base: 1,010 British adults 18+

	Labour %	Conserv-atives %	Lib Dems %	UKIP %	Other %	None %	Don't Know %	Conserv-ative lead ±
<b>Asylum and Immigration</b>	18	19	6	20	8	9	20	<b>-1*</b>
<i>Asylum and Immigration – Sept 2013</i>	19	22	6	11	11	11	20	+3
<b>Crime and anti-social behaviour</b>	19	32	4	4	6	11	25	<b>+13</b>
<i>Crime and anti-social behaviour – Sept 2013</i>	19	31	6	3	6	11	25	+12
<b>Education</b>	30	27	8	1	6	7	22	<b>-3</b>
<i>Education – Sept 2013</i>	31	25	8	1	6	7	21	-6
<b>Healthcare</b>	39	21	4	1	7	8	20	<b>-18</b>
<i>Healthcare – Sept 2013</i>	36	21	6	1	6	9	22	-15
<b>Managing the economy</b>	20	45	3	2	7	8	15	<b>+25</b>
<i>Managing the economy – March 2014</i>	22	35	6	2	7	10	18	+13
<b>Taxation</b>	27	31	7	2	6	7	21	<b>+4</b>
<i>Taxation – March 2014</i>	27	25	12	1	6	7	21	-2
<b>Defence</b>	16	30	4	3	8	10	30	<b>+14</b>
<i>Defence – March 2010</i>	18	29	7	NA	4	9	33	+11
<b>Unemployment</b>	30	29	4	3	6	7	21	<b>-1</b>
<i>Unemployment – March 2014</i>	32	27	5	2	6	9	19	-5
<b>Benefits</b>	32	31	5	2	6	7	17	<b>-1</b>
<i>Benefits – Sept 2012</i>	33	29	6	NA	3	10	18	-4
<b>Housing</b>	34	18	7	1	5	9	27	<b>-16</b>
<i>Housing – Sept 2013</i>	32	18	6	1	5	10	26	-14

\*Behind UKIP

**Q11 And which party do you think has the best policies on Europe; the Conservatives, Labour, Liberal Democrats, UKIP or some other party?**

Base: 1,010 British adults 18+

	Sept 2013 %	Sept 2014 %
Conservatives	23	<b>20</b>
Labour	21	<b>21</b>
Liberal Democrats	9	<b>11</b>
UK Independence Party (UKIP)	18	<b>24</b>
Other	4	<b>6</b>
None	5	<b>4</b>
Don't know	21	<b>15</b>