

POLITICAL MONITOR

September 2014



Ipsos MORI

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**POLITICAL
MONITOR**

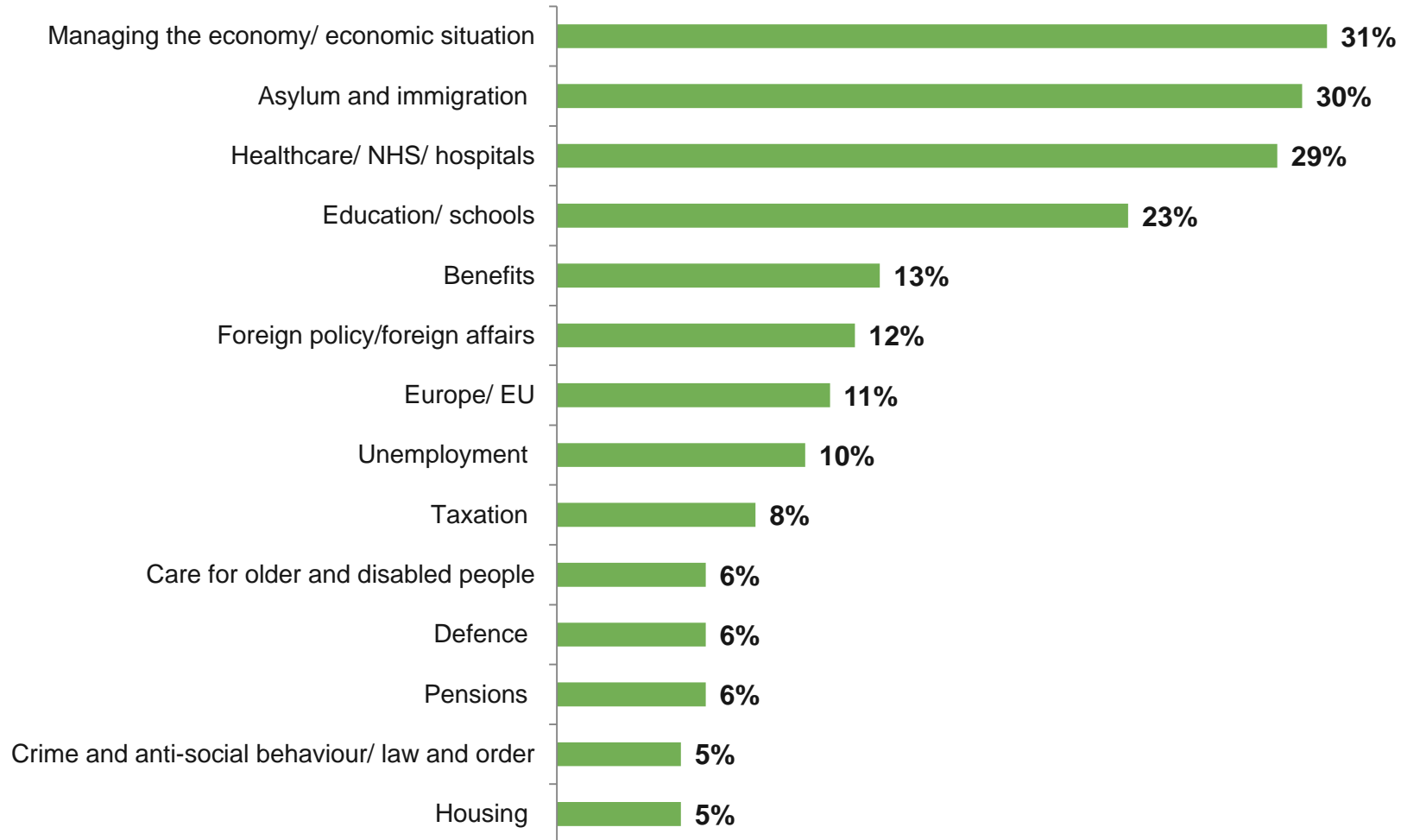
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The key issues and who has the best policies



Most important electoral issue

*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?**



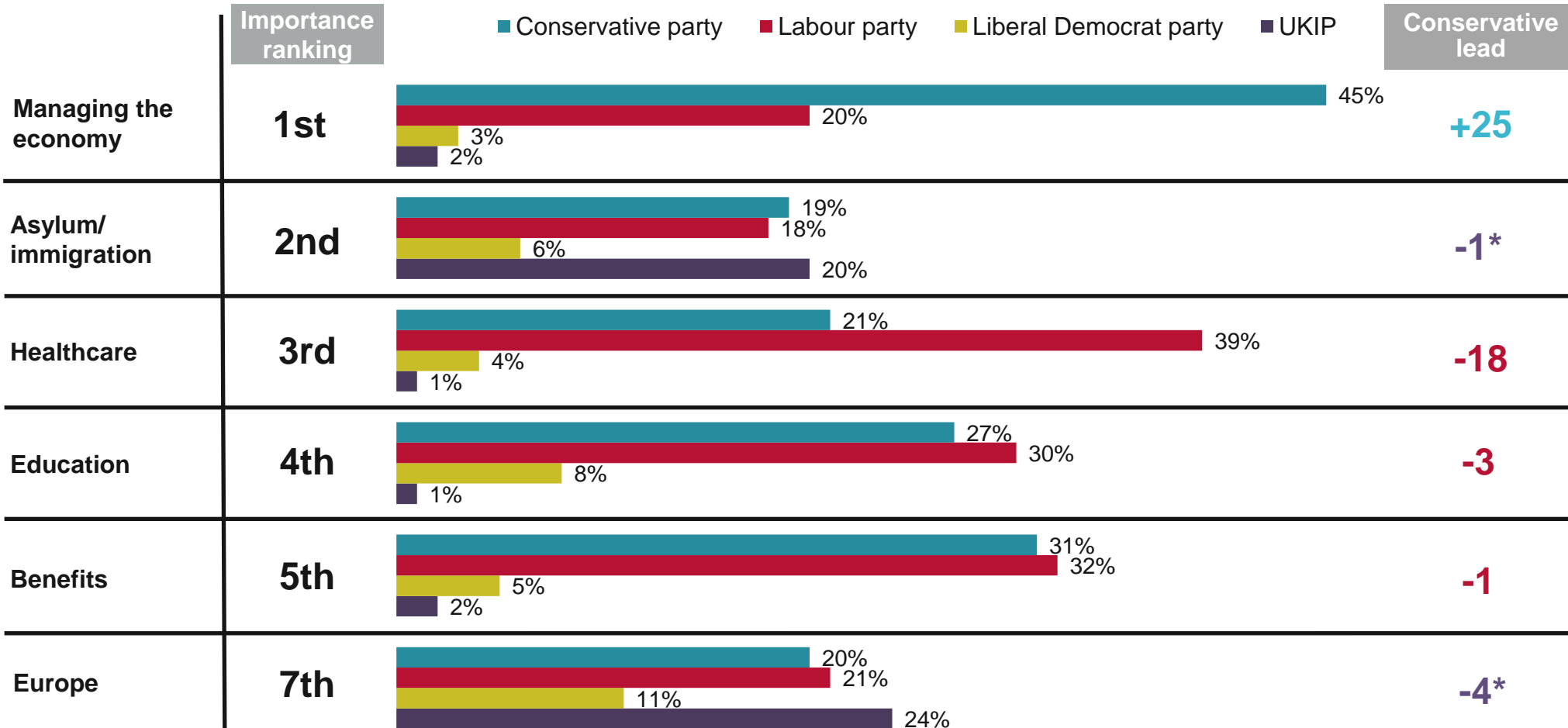
Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

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

Best party on important issues (1)

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



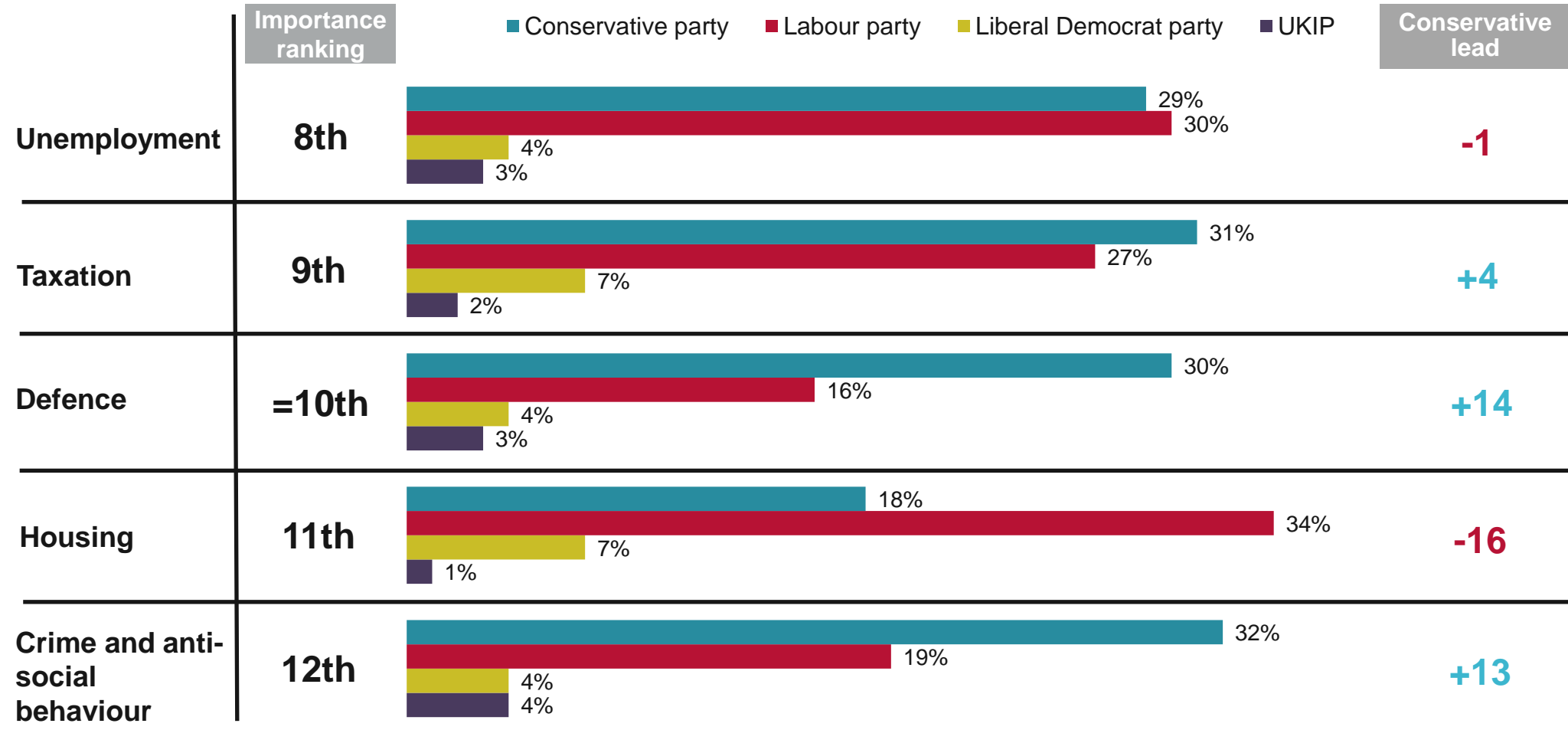
Base: 1,010 British adults 18+, 6th -9th September 2014

*behind UKIP

Source: Ipsos MORI Political Monitor

Best party on important issues (2)

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



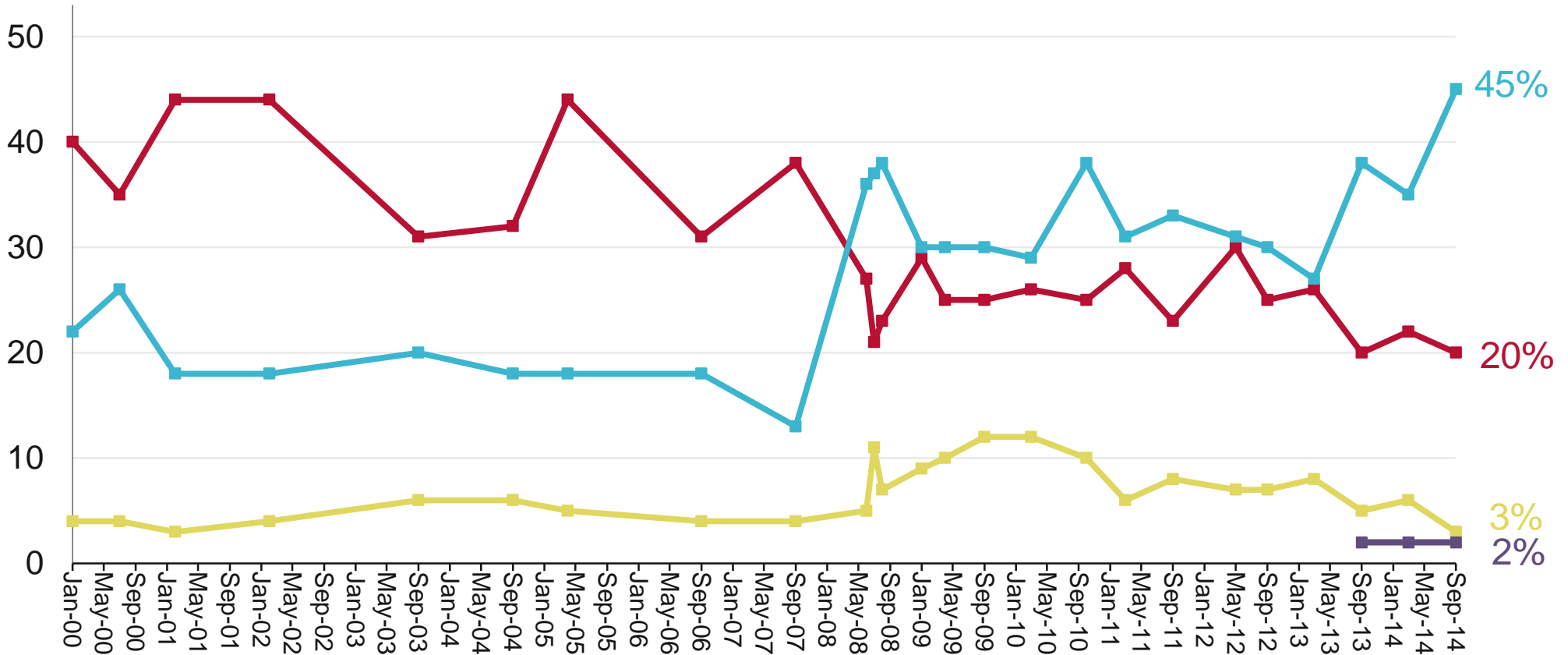
Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Best party on managing the economy over time (since 2000)

Which party do you think has the best policies on managing the economy the Conservatives, Labour, Liberal Democrats or some other party?

Labour Conservative Lib Dem UKIP

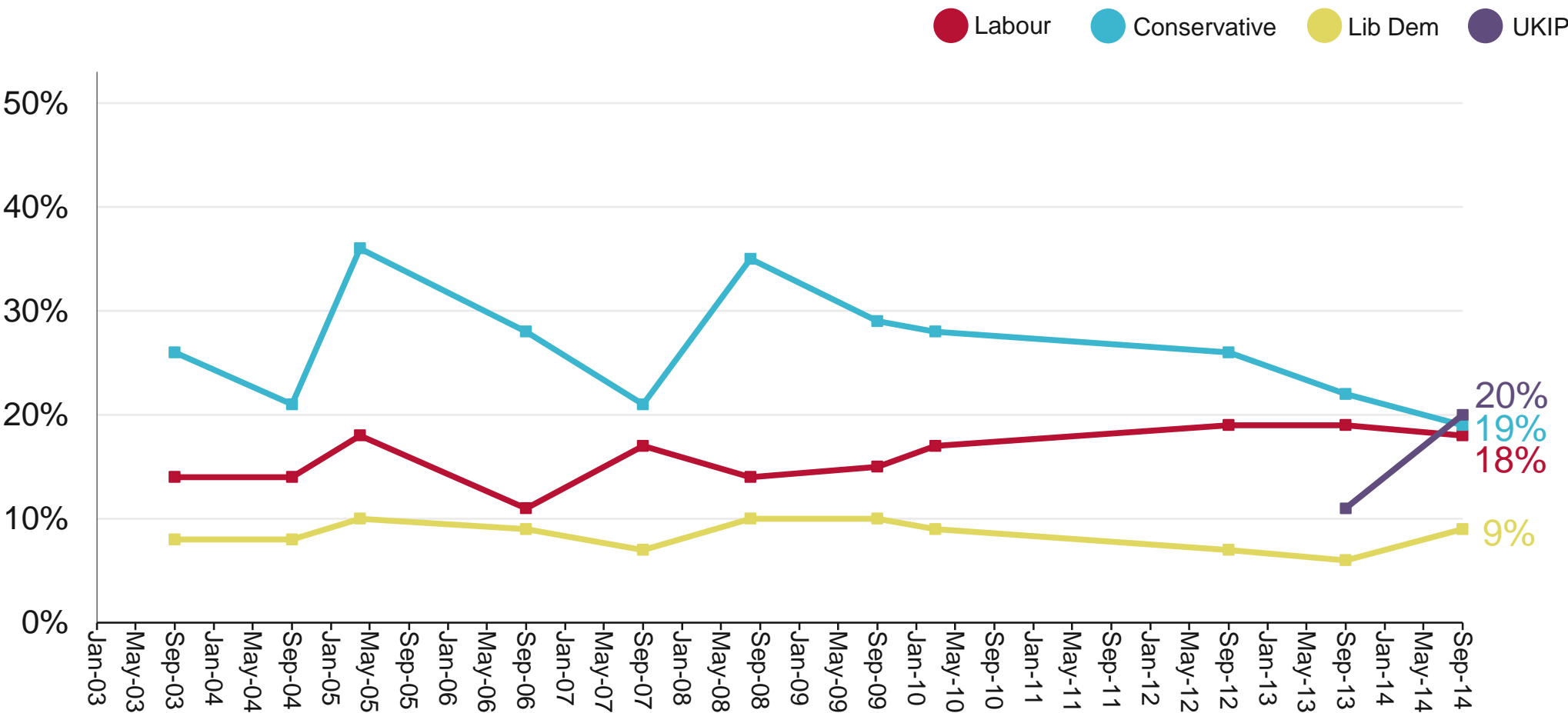


Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Best party on asylum/ immigration over time (since 2003)

Which party do you think has the best policies on asylum/ immigration the Conservatives, Labour, Liberal Democrats or some other party?

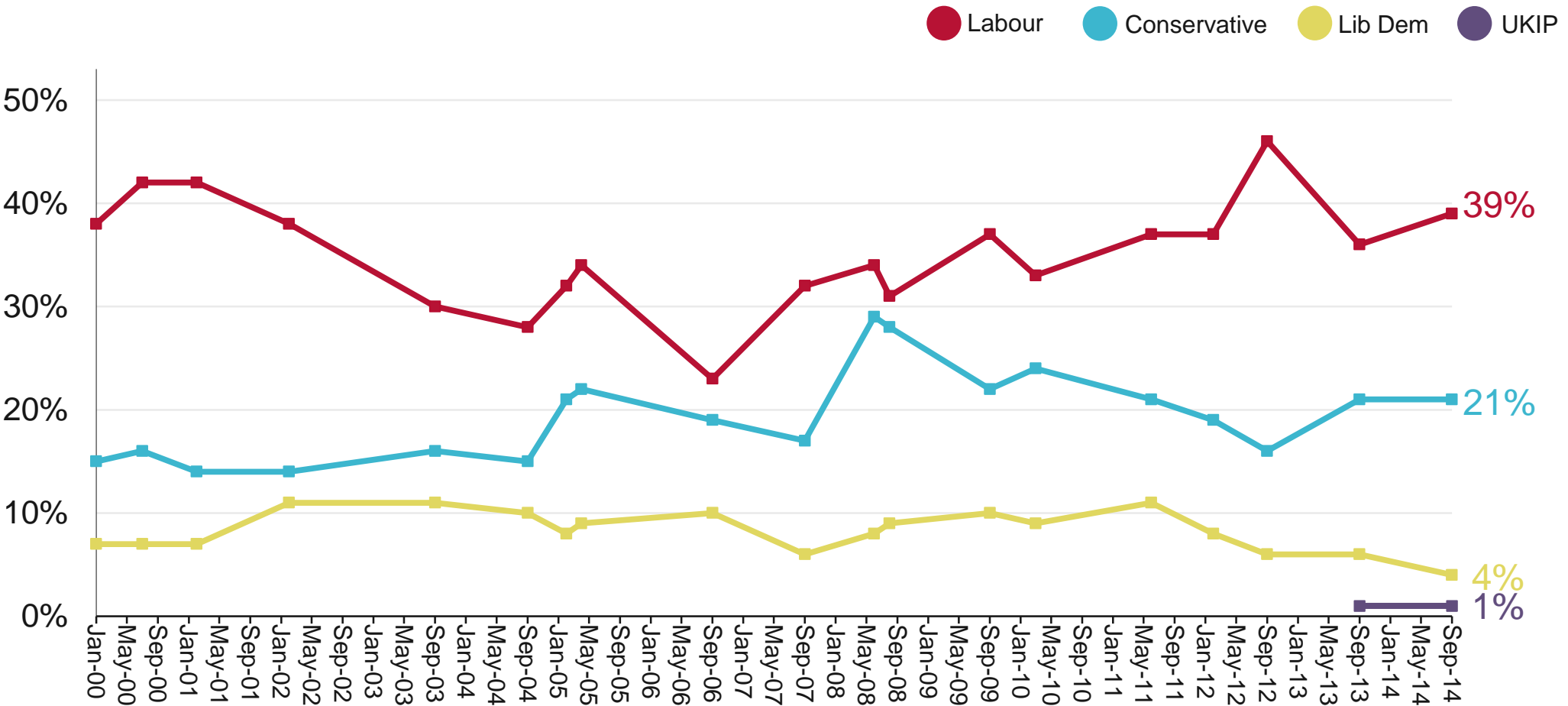


Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Best party on healthcare over time (since 2000)

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



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Source: Ipsos MORI Political Monitor