

Ipsos MORI Political Monitor - January 2010

Table 1

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Total Voting	776	462	672	642	590	513	17	391	385	203	283	291	76	127	141	142	125	166	72	234	221	147	173	455	321	777
Conservative	295 38%	185 40%	266 40%	259 40%	242 41%	212 41%	8 49%	143 37%	152 39%	60 30%	102 36%	133 46%	28 38%	32 25%	49 35%	53 37%	44 36%	88 53%	38 53%	86 37%	92 42%	59 40%	58 33%	178 39%	117 36%	308 40%
Labour	260 34%	150 32%	214 32%	203 32%	184 31%	161 31%	6 35%	131 34%	129 33%	75 37%	100 35%	85 29%	22 30%	53 42%	52 37%	48 34%	47 37%	39 20%	15 20%	80 34%	62 28%	56 38%	62 36%	142 31%	118 37%	253 33%
Liberal Democrats (Lib Dem)	131 17%	73 16%	113 17%	108 17%	95 16%	81 16%	2 14%	64 16%	67 18%	34 17%	55 20%	42 14%	12 16%	21 17%	33 23%	23 16%	16 13%	26 15%	11 16%	50 21%	42 19%	15 10%	24 14%	92 20%	39 12%	125 16%
Scottish Nationalist	20 3%	10 2%	16 2%	14 2%	14 2%	12 2%	* 3%	12 3%	8 2%	6 3%	8 3%	6 2%	3 4%	4 3%	3 2%	5 4%	4 3%	2 1%	1 1%	5 2%	2 1%	6 4%	7 4%	7 2%	13 4%	24 3%
Plaid Cymru	5 1%	2 1%	4 1%	3 1%	3 1%	2 *	- -	1 *	4 1%	1 1%	1 *	3 1%	- -	1 -	1 -	- -	3 -	- -	- -	1 1%	1 1%	1 1%	1 1%	2 1%	3 1%	6 1%
Green Party	22 3%	14 3%	20 3%	20 3%	18 3%	16 3%	- -	9 2%	13 3%	10 5%	8 3%	4 2%	1 2%	9 7%	3 2%	5 4%	4 3%	* *	- -	4 2%	13 6%	4 3%	1 1%	17 4%	5 2%	21 3%
UKIP	18 2%	15 3%	18 3%	18 3%	18 3%	15 3%	- -	15 4%	4 1%	3 2%	4 1%	11 4%	1 2%	2 1%	- -	4 3%	3 2%	9 5%	6 8%	5 2%	2 1%	1 1%	10 6%	7 1%	12 4%	19 2%
British National Party	13 2%	8 2%	10 2%	10 1%	10 2%	9 2%	- -	9 2%	5 1%	8 4%	3 1%	3 1%	5 6%	4 3%	1 1%	1 1%	3 2%	- -	- -	1 1%	3 1%	2 2%	7 4%	4 1%	9 3%	12 2%
Other	10 1%	5 1%	10 2%	7 1%	6 1%	5 1%	- -	7 2%	3 1%	4 2%	3 1%	3 1%	2 3%	2 2%	- -	3 2%	2 1%	1 1%	1 1%	3 1%	3 1%	2 1%	3 2%	5 1%	5 2%	9 1%
"Conservative Lead over Labour"	35 4%	35 8%	52 8%	56 9%	59 10%	51 10%	2 14%	12 3%	23 6%	-15 -7%	2 1%	47 16%	6 8%	-21 -17%	-3 -2%	5 3%	-2 -2%	49 30%	24 33%	6 3%	30 14%	3 2%	-4 -3%	36 8%	-2 *	55 7%
Undecided	102 10%	37 7%	64 8%	60 8%	56 8%	51 9%	8 9%	39 8%	64 12%	41 14%	33 9%	29 8%	22 18%	18 11%	22 12%	10 6%	12 8%	17 8%	7 8%	21 8%	29 10%	25 12%	27 11%	50 9%	52 12%	100 10%
Would not vote	104 10%	5 1%	12 2%	12 2%	11 2%	8 1%	56 69%	43 9%	61 12%	41 14%	34 9%	29 8%	24 19%	18 11%	22 12%	12 7%	11 7%	17 8%	6 7%	10 4%	34 12%	26 12%	34 14%	44 8%	60 13%	103 10%
Refused	19 2%	13 2%	16 2%	16 2%	13 2%	13 2%	1 1%	12 3%	7 1%	1 *	10 3%	8 2%	- -	1 1%	5 3%	5 3%	3 2%	5 3%	2 3%	2 1%	4 2%	10 5%	2 1%	7 1%	13 3%	21 2%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 2

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Total Voting	776	295	260	131	466	501	361	415	187	534	86	354	10	364	357	223	67	123	579	7	538	235	259	242	275	99	670	322	182	190	268	95	777
Conservative	295	295	-	-	-	295	129	166	17	267	28	123	2	126	138	114	15	25	252	3	215	78	70	108	116	36	283	123	70	166	43	14	308
	38%	100%	-	-	-	59%	36%	40%	9%	50%	33%	35%	24%	35%	39%	51%	23%	21%	43%	36%	40%	33%	27%	45%	42%	36%	42%	38%	38%	87%	16%	15%	40%
Labour	260	-	260	-	260	-	130	130	130	101	34	123	7	130	130	46	28	55	176	1	164	96	108	76	76	35	207	128	52	2	187	10	253
	34%	-	100%	-	56%	-	36%	31%	70%	19%	39%	35%	69%	36%	37%	21%	42%	45%	30%	13%	31%	41%	42%	32%	28%	36%	31%	40%	28%	1%	70%	11%	33%
Liberal Democrats (Lib Dem)	131	-	-	131	131	-	62	69	28	93	17	65	-	65	60	32	15	23	92	1	87	44	42	35	54	17	117	33	42	11	21	68	125
	17%	-	-	100%	28%	26%	17%	17%	15%	17%	20%	18%	-	18%	17%	15%	22%	19%	16%	19%	16%	19%	16%	14%	20%	18%	17%	10%	23%	6%	8%	71%	16%
Scottish Nationalist	20	-	-	-	20	20	11	10	5	12	1	11	-	11	1	10	1	8	11	-	17	3	20	-	-	-	-	13	3	*	2	-	24
	3%	-	-	-	4%	4%	3%	2%	3%	2%	1%	3%	-	3%	*	5%	2%	7%	2%	-	3%	1%	8%	-	-	-	-	4%	2%	*	1%	-	3%
Plaid Cymru	5	-	-	-	5	5	2	3	1	4	1	1	-	1	*	2	1	-	3	1	4	1	-	5	-	-	-	1	1	-	2	-	6
	1%	-	-	-	1%	1%	1%	1%	*	1%	1%	*	-	*	*	1%	2%	-	*	13%	1%	*	-	2%	-	-	-	*	*	-	1%	-	1%
Green Party	22	-	-	-	22	22	12	10	4	17	3	12	1	13	14	5	1	2	19	-	14	8	9	6	8	3	22	5	10	1	7	3	21
	3%	-	-	-	5%	4%	3%	3%	2%	3%	3%	3%	7%	3%	4%	2%	1%	2%	3%	-	3%	3%	3%	2%	3%	3%	3%	2%	6%	*	2%	3%	3%
UKIP	18	-	-	-	18	18	3	15	1	17	1	5	-	5	3	6	2	6	9	1	15	3	3	3	12	4	18	10	2	7	2	-	19
	2%	-	-	-	4%	4%	1%	4%	*	3%	1%	1%	-	1%	1%	3%	3%	5%	2%	19%	3%	1%	1%	1%	4%	4%	3%	3%	1%	3%	1%	-	2%
British National Party	13	-	-	-	-	-	6	7	-	13	2	7	-	7	7	3	2	1	10	-	11	2	6	4	4	1	13	5	1	3	1	-	12
	2%	-	-	-	-	-	2%	2%	-	3%	2%	2%	-	2%	2%	1%	3%	1%	2%	-	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	-	2%
Other	10	-	-	-	9	9	7	4	1	9	1	7	-	7	3	4	2	1	7	-	10	-	1	5	5	3	9	3	1	1	3	-	9
	1%	-	-	-	2%	2%	2%	1%	1%	2%	1%	2%	-	2%	1%	2%	3%	1%	1%	-	2%	-	*	2%	2%	3%	1%	1%	*	*	1%	-	1%
"Conservative Lead over Labour"	35	295	-260	0	-260	295	-1	36	-113	166	-6	1	-5	-4	7	68	-12	-30	75	2	51	-18	-37	32	40	*	75	-4	18	164	-144	4	55
	4%	100%	-100%	0%	-56%	59%	*	9%	-60%	31%	-7%	*	-45%	-1%	2%	31%	-19%	-24%	13%	23%	9%	-8%	-14%	13%	15%	*	11%	-1%	10%	86%	-54%	4%	7%
Undecided	102	-	-	-	-	-	44	58	36	54	14	46	4	50	51	22	13	16	73	1	69	32	34	29	39	11	91	39	11	6	26	6	100
	10%	-	-	-	-	-	10%	11%	15%	8%	12%	10%	27%	11%	11%	8%	13%	9%	10%	8%	10%	10%	10%	9%	11%	9%	10%	10%	5%	3%	9%	5%	10%
Would not vote	104	-	-	-	-	-	44	60	19	70	14	39	2	41	32	22	14	32	54	3	69	35	36	32	36	13	85	33	8	6	7	6	103
	10%	-	-	-	-	-	9%	11%	8%	10%	12%	9%	10%	9%	7%	8%	15%	19%	7%	29%	10%	11%	11%	10%	10%	10%	10%	8%	4%	3%	2%	6%	10%
Refused	19	-	-	-	-	-	12	7	3	14	4	7	-	7	10	7	-	2	17	-	15	4	4	8	7	5	18	10	2	2	3	*	21
	2%	-	-	-	-	-	3%	1%	1%	2%	3%	2%	-	2%	2%	3%	-	1%	2%	-	2%	1%	1%	3%	2%	4%	2%	2%	1%	1%	1%	*	2%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 3

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	519	519	519	519	519	519	-	250	269	71	199	249	22	49	88	111	106	143	63	177	135	82	125	312	207	519
Weighted Total	517	517	517	517	517	517	-	256	262	88	203	226	26	62	92	111	101	125	55	158	149	87	124	307	210	519
Total Voting	462	462	462	462	462	462	-	235	227	77	181	204	22	55	79	102	94	110	49	143	130	77	112	274	189	460
Conservative	185 40%	185 40%	185 40%	185 40%	185 40%	185 40%	-	90 38%	95 42%	22 29%	72 40%	91 45%	10 46%	12 21%	31 39%	41 41%	30 32%	60 55%	25 51%	61 42%	55 42%	31 41%	38 34%	115 42%	70 37%	196 43%
Labour	150 32%	150 32%	150 32%	150 32%	150 32%	150 32%	-	73 31%	77 34%	25 32%	60 33%	65 32%	3 16%	21 39%	30 38%	29 29%	39 41%	27 24%	11 22%	41 28%	42 32%	30 39%	37 33%	83 30%	67 35%	134 29%
Liberal Democrats (Lib Dem)	73 16%	73 16%	73 16%	73 16%	73 16%	73 16%	-	38 16%	35 16%	16 21%	32 18%	25 12%	4 16%	12 22%	14 18%	18 18%	12 12%	13 12%	7 15%	31 21%	19 15%	8 11%	15 13%	50 18%	23 12%	77 17%
Scottish Nationalist	10 2%	10 2%	10 2%	10 2%	10 2%	10 2%	-	7 3%	3 1%	-	5 3%	4 2%	-	-	1 1%	4 4%	4 4%	1 1%	-	3 2%	1 1%	1 1%	4 4%	4 2%	5 3%	12 3%
Plaid Cymru	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-	1 1%	1 1%	-	*	2 1%	-	-	*	-	2 2%	-	-	*	1 1%	-	1 1%	1 1%	1 1%	3 1%
Green Party	14 3%	14 3%	14 3%	14 3%	14 3%	14 3%	-	6 3%	8 4%	6 7%	5 3%	4 2%	-	6 10%	2 2%	3 3%	3 4%	* *	-	3 2%	8 6%	2 3%	1 1%	11 4%	3 2%	12 3%
UKIP	15 3%	15 3%	15 3%	15 3%	15 3%	15 3%	-	12 5%	3 1%	3 3%	1 1%	11 5%	1 6%	1 2%	-	1 1%	3 3%	8 7%	6 13%	3 2%	1 1%	1 1%	10 9%	4 1%	11 6%	15 3%
British National Party	8 2%	8 2%	8 2%	8 2%	8 2%	8 2%	-	5 2%	3 1%	4 5%	2 1%	2 1%	1 7%	3 5%	1 1%	1 1%	2 2%	-	-	1 1%	-	2 2%	4 4%	1 1%	6 3%	6 1%
Other	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	5 2%	* *	2 3%	3 2%	* *	2 10%	-	-	3 3%	-	* *	-	* *	3 2%	2 2%	* *	3 1%	2 1%	5 1%
"Conservative Lead over Labour"	35 8%	35 8%	35 8%	35 8%	35 8%	35 8%	0	17 7%	18 8%	-3 -4%	12 7%	25 12%	7 30%	-9 -17%	* 1%	12 12%	-8 -9%	34 31%	14 29%	20 14%	12 10%	2 2%	1 1%	32 12%	3 2%	62 13%
Undecided	37 7%	37 7%	37 7%	37 7%	37 7%	37 7%	-	9 4%	28 11%	10 11%	11 6%	16 7%	4 15%	6 10%	6 7%	5 5%	5 5%	11 9%	5 9%	11 7%	11 8%	5 5%	10 8%	22 7%	15 7%	41 8%
Would not vote	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	3 1%	3 1%	1 1%	3 1%	2 1%	-	1 2%	3 3%	-	2 2%	-	-	1 1%	3 2%	-	1 1%	4 1%	1 1%	5 1%
Refused	13 2%	13 2%	13 2%	13 2%	13 2%	13 2%	-	8 3%	5 2%	-	8 4%	5 2%	-	-	4 5%	4 3%	1 1%	4 3%	1 2%	2 1%	4 3%	6 6%	* *	7 2%	6 3%	13 3%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 4

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	519	196	134	77	256	318	198	321	128	365	113	159	8	167	199	221	40	52	420	7	395	122	172	159	188	69	451	186	142	167	176	72	519
Weighted Total	517	185	150	73	269	304	238	279	125	360	49	238	9	246	247	154	37	74	401	5	377	138	173	153	191	74	455	205	144	144	204	65	519
Total Voting	462	185	150	73	269	304	215	247	109	328	41	217	7	224	224	137	29	68	361	4	335	127	157	136	170	63	409	184	134	139	185	63	460
Conservative	185	185	-	-	-	185	78	107	8	173	16	76	1	77	86	74	8	15	160	2	144	40	44	69	73	22	179	79	57	123	28	8	196
	40%	100%	-	-	-	61%	36%	43%	7%	53%	38%	35%	16%	34%	39%	54%	28%	22%	44%	44%	43%	32%	28%	51%	43%	35%	44%	43%	42%	89%	15%	13%	43%
Labour	150	-	150	-	150	-	78	72	76	62	15	79	5	84	80	23	13	34	102	-	100	50	67	39	44	22	120	72	38	-	134	7	134
	32%	-	100%	-	56%	-	36%	29%	70%	19%	36%	36%	73%	38%	36%	17%	46%	50%	28%	-	30%	40%	43%	29%	26%	35%	29%	39%	28%	-	72%	10%	29%
Liberal Democrats (Lib Dem)	73	-	-	73	73	39	34	17	51	9	37	-	37	36	21	6	9	58	*	46	27	24	17	32	11	68	13	25	4	14	46	77	
	16%	-	-	100%	27%	24%	18%	14%	15%	16%	22%	17%	-	17%	16%	16%	20%	13%	16%	6%	14%	21%	15%	13%	19%	18%	17%	7%	19%	3%	8%	73%	17%
Scottish Nationalist	10	-	-	-	10	10	6	4	3	3	1	6	-	6	*	6	-	4	6	-	9	1	10	-	-	-	-	5	2	*	*	-	12
	2%	-	-	-	4%	3%	3%	2%	3%	1%	1%	3%	-	3%	*	4%	-	6%	2%	-	3%	1%	6%	-	-	-	-	3%	2%	*	*	-	3%
Plaid Cymru	2	-	-	-	2	2	*	2	1	2	*	-	-	-	*	1	-	-	2	1	2	*	-	2	-	-	-	1	1	-	2	-	3
	1%	-	-	-	1%	1%	*	1%	1%	*	1%	-	-	-	*	1%	-	-	*	20%	1%	*	-	2%	-	-	-	1%	1%	-	1%	-	1%
Green Party	14	-	-	-	14	14	6	8	4	10	*	7	1	8	11	3	-	-	14	-	9	5	7	-	7	3	14	2	8	1	4	2	12
	3%	-	-	-	5%	5%	3%	3%	3%	3%	1%	3%	10%	3%	5%	2%	-	-	4%	-	3%	4%	4%	-	4%	5%	3%	1%	6%	1%	2%	4%	3%
UKIP	15	-	-	-	15	15	1	14	-	15	*	2	-	2	1	5	1	6	6	1	14	1	2	3	9	4	15	9	1	7	-	-	15
	3%	-	-	-	6%	5%	1%	5%	-	5%	1%	1%	-	1%	*	4%	4%	9%	2%	30%	4%	1%	2%	2%	5%	6%	4%	5%	1%	5%	-	-	3%
British National Party	8	-	-	-	-	-	3	5	-	8	-	5	-	5	6	2	*	-	7	-	6	1	3	2	3	-	8	2	1	3	*	-	6
	2%	-	-	-	-	-	1%	2%	-	2%	-	2%	-	2%	2%	1%	2%	-	2%	-	2%	1%	2%	1%	2%	-	2%	1%	2%	*	-	-	1%
Other	5	-	-	-	5	5	4	1	-	5	*	4	-	4	3	2	-	-	5	-	5	-	-	3	2	*	5	*	1	3	-	5	
	1%	-	-	-	2%	2%	2%	1%	-	2%	1%	2%	-	2%	1%	2%	-	-	1%	-	2%	-	-	2%	1%	1%	1%	*	*	*	1%	-	1%
"Conservative Lead over Labour"	35	185	-150	0	-150	185	*	35	-68	111	1	-3	-4	-7	7	51	-5	-19	58	2	44	-10	-24	30	29	*	59	7	19	123	-106	2	62
	8%	100%	-100%	0%	-56%	61%	*	14%	-63%	34%	2%	-2%	-57%	-3%	3%	37%	-18%	-29%	16%	44%	13%	-8%	-15%	22%	17%	*	15%	4%	14%	89%	-57%	3%	13%
Undecided	37	-	-	-	-	-	13	24	14	18	5	13	2	15	16	12	5	4	28	*	26	10	10	10	17	8	29	13	7	3	17	1	41
	7%	-	-	-	-	-	5%	9%	11%	5%	9%	6%	20%	6%	6%	8%	13%	5%	7%	10%	7%	7%	6%	6%	9%	11%	6%	7%	5%	2%	8%	2%	8%
Would not vote	5	-	-	-	-	-	3	3	*	4	1	2	-	2	1	*	4	-	2	-	5	-	2	2	1	-	5	-	3	-	-	-	5
	1%	-	-	-	-	-	1%	1%	*	1%	3%	1%	-	1%	1%	*	10%	-	*	-	1%	-	1%	1%	-	1%	-	2%	-	-	-	-	1%
Refused	13	-	-	-	-	-	7	5	2	11	2	6	-	6	6	5	-	2	11	-	11	2	3	6	4	2	12	8	1	2	2	-	13
	2%	-	-	-	-	-	3%	2%	2%	3%	4%	2%	-	2%	2%	3%	-	3%	3%	-	3%	1%	2%	4%	2%	3%	3%	4%	*	2%	1%	-	3%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 5

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

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001	
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001	
Conservative	249 25%	161 31%	227 30%	222 30%	206 31%	186 32%	5 6%	126 26%	123 24%	53 19%	87 24%	108 30%	25 20%	28 17%	42 22%	45 27%	33 22%	75 37%	31 36%	80 30%	74 26%	47 22%	48 20%	154 28%	95 21%	256 26%	
Labour	182 18%	105 20%	155 20%	146 20%	129 19%	113 19%	4 5%	95 20%	86 17%	56 20%	67 19%	59 16%	17 14%	39 24%	33 17%	34 20%	37 25%	21 10%	8 9%	57 21%	46 16%	33 16%	46 20%	103 18%	79 18%	186 19%	
Liberal Democrats (Lib Dem)	112 11%	59 11%	94 12%	89 12%	81 12%	66 11%	2 3%	53 11%	58 11%	29 10%	48 13%	34 10%	11 9%	18 11%	31 16%	17 10%	15 10%	20 10%	10 12%	41 15%	37 13%	12 6%	22 9%	78 14%	34 8%	108 11%	
Scottish Nationalist	16 2%	9 2%	13 2%	11 2%	11 2%	11 1%	* 2%	11 2%	6 1%	4 1%	7 2%	5 1%	3 2%	1 1%	2 3%	5 2%	4 1%	2 1%	-	4 2%	2 1%	5 2%	5 2%	6 1%	10 2%	20 2%	
Plaid Cymru	5 *	2 *	3 *	3 *	3 *	2 *	-	1 *	4 1%	1 *	* 1%	3 1%	-	1 1%	* 1%	-	3 2%	-	-	1 *	1 *	1 1%	1 1%	2 *	3 1%	5 *	
Green Party	21 2%	14 3%	20 3%	20 3%	18 3%	16 3%	-	9 2%	12 2%	9 3%	7 2%	4 1%	* *	9 5%	2 1%	5 3%	4 3%	* *	-	4 1%	13 4%	3 1%	3 1%	1 3%	16 3%	4 1%	19 2%
UKIP	15 1%	14 3%	15 2%	15 2%	14 2%	14 2%	-	11 2%	4 1%	3 1%	2 *	11 3%	1 1%	1 1%	-	2 1%	3 2%	8 4%	6 7%	3 1%	1 *	1 1%	10 4%	4 1%	11 2%	15 1%	
Scottish Socialist Party	1 *	-	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	1 1%	-	-	-	1 *	-	1 *	1 *	
British National Party (BNP)	12 1%	8 1%	10 1%	10 1%	10 1%	9 1%	-	7 2%	5 1%	7 2%	3 1%	3 1%	4 3%	1 2%	1 1%	3 1%	3 2%	-	-	1 1%	3 1%	2 1%	5 2%	4 1%	8 2%	11 1%	
Independent Candidate	4 *	3 *	4 1%	3 *	3 *	3 *	-	3 1%	2 *	-	3 1%	2 *	-	-	-	3 2%	2 1%	-	-	-	3 1%	-	2 1%	3 *	2 *	2 *	
Other	5 1%	3 1%	5 1%	3 *	3 *	3 *	-	5 1%	* *	4 2%	* *	* *	2 2%	2 1%	-	* *	-	* *	-	3 1%	* *	2 1%	* *	3 1%	2 *	5 *	
Undecided	239 24%	111 21%	170 22%	163 22%	151 23%	127 22%	12 15%	102 21%	138 27%	74 26%	88 24%	78 22%	34 28%	40 24%	51 27%	37 22%	33 22%	45 22%	18 20%	60 22%	65 23%	61 29%	53 22%	125 23%	114 26%	232 23%	
Would not vote	101 10%	4 1%	11 1%	11 1%	10 2%	6 1%	56 69%	41 8%	60 12%	41 14%	32 9%	28 8%	24 19%	18 11%	21 11%	11 7%	10 7%	17 8%	6 7%	10 4%	32 11%	25 12%	34 14%	42 7%	59 13%	99 10%	
Refused	40 4%	25 5%	34 4%	34 5%	31 5%	29 5%	1 1%	22 4%	19 4%	3 1%	16 5%	21 6%	1 *	3 2%	8 4%	9 5%	5 4%	15 7%	7 8%	5 2%	11 4%	16 8%	8 3%	16 3%	24 5%	42 4%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

* = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 6

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

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Conservative	249	249	-	-	-	249	112	136	15	226	22	106	2	109	116	92	15	23	209	2	179	69	63	84	102	33	237	103	59	151	38	11	256
	25%	84%	-	-	-	50%	24%	25%	6%	34%	19%	24%	15%	24%	26%	34%	16%	14%	29%	14%	26%	23%	19%	27%	29%	26%	27%	26%	29%	74%	13%	10%	26%
Labour	182	-	182	-	182	-	97	85	101	67	27	91	4	94	90	32	22	37	122	1	106	76	81	48	52	24	135	85	36	2	130	5	186
	18%	-	70%	-	39%	-	21%	16%	41%	10%	23%	20%	24%	20%	20%	12%	23%	22%	17%	8%	15%	25%	24%	15%	15%	19%	16%	21%	18%	1%	43%	5%	19%
Liberal Democrats (Lib Dem)	112	-	-	112	112	112	53	59	25	77	16	54	-	54	51	27	11	21	78	1	76	36	35	31	46	13	98	31	35	10	15	64	108
	11%	-	-	85%	24%	22%	12%	11%	10%	11%	13%	12%	-	12%	11%	10%	12%	12%	11%	12%	11%	12%	10%	10%	13%	10%	11%	8%	17%	5%	5%	59%	11%
Scottish Nationalist	16	-	-	-	16	16	11	6	4	9	1	11	-	11	1	9	1	5	10	-	16	-	16	-	-	-	-	9	3	*	1	-	20
	2%	-	-	-	4%	3%	2%	1%	2%	1%	1%	3%	-	2%	*	3%	1%	3%	1%	-	2%	-	5%	-	-	-	-	2%	2%	*	*	-	2%
Plaid Cymru	5	-	-	-	5	5	2	3	1	3	*	1	-	1	-	2	1	-	2	1	4	*	-	5	-	-	-	1	1	-	1	-	5
	*	-	-	-	1%	1%	*	1%	*	1%	*	*	-	*	-	1%	1%	-	*	8%	1%	*	-	1%	-	-	-	*	*	-	*	-	*
Green Party	21	-	-	-	21	21	11	10	4	16	2	11	1	12	14	4	1	2	18	-	13	8	8	6	8	3	21	4	10	1	6	3	19
	2%	-	-	-	4%	4%	2%	2%	2%	2%	2%	2%	4%	3%	3%	1%	1%	1%	2%	-	2%	3%	2%	2%	2%	2%	2%	1%	5%	*	2%	3%	2%
UKIP	15	-	-	-	15	15	1	14	*	14	*	2	-	2	1	5	1	6	6	1	13	1	3	3	9	4	15	9	2	6	-	-	15
	1%	-	-	-	3%	3%	*	3%	*	2%	*	1%	-	1%	*	2%	1%	4%	1%	12%	2%	*	1%	1%	2%	3%	2%	2%	1%	3%	-	-	1%
Scottish Socialist Party	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	*	*	-	*	*	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*
British National Party (BNP)	12	-	-	-	-	6	6	-	12	2	7	-	7	7	3	2	-	10	-	10	2	6	3	4	1	12	4	1	3	1	-	11	
	1%	-	-	-	-	1%	1%	-	2%	1%	2%	-	2%	2%	1%	2%	-	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%
Independent Candidate	4	-	-	-	4	4	3	2	-	4	-	3	-	3	3	2	-	4	-	4	-	-	4	-	-	-	2	-	-	-	3	-	2
	*	-	-	-	1%	1%	1%	*	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	1%	-	1%	-	-	-	-	*	-	-	-	1%	-	*
Other	5	-	-	-	4	4	4	1	-	5	*	4	-	4	*	2	2	-	3	-	5	-	-	*	5	3	5	*	1	1	-	5	
	1%	-	-	-	1%	1%	1%	*	1%	*	1%	-	1%	1%	*	1%	2%	-	*	-	1%	-	-	*	1%	2%	1%	*	*	-	-	*	
Undecided	239	42	72	17	97	67	102	137	62	146	28	103	7	110	121	61	20	36	182	2	166	70	77	78	84	27	217	101	42	19	93	17	232
	24%	14%	28%	13%	21%	13%	22%	25%	22%	24%	23%	47%	24%	27%	22%	21%	21%	25%	17%	24%	23%	23%	25%	24%	21%	25%	25%	21%	9%	31%	16%	23%	
Would not vote	101	-	-	-	-	43	57	19	66	13	38	2	40	31	21	13	32	52	3	66	34	34	31	35	12	82	33	7	6	7	6	99	
	10%	-	-	-	-	9%	11%	8%	10%	11%	9%	10%	9%	7%	8%	14%	19%	7%	29%	10%	11%	10%	10%	10%	10%	10%	8%	4%	3%	2%	6%	10%	
Refused	40	4	6	2	10	8	16	25	12	26	5	14	-	14	16	11	5	8	27	-	31	9	9	18	13	7	38	19	5	6	8	2	42
	4%	2%	2%	2%	2%	2%	3%	5%	5%	4%	4%	3%	-	3%	4%	4%	5%	5%	4%	-	5%	3%	3%	6%	4%	6%	4%	5%	2%	3%	3%	2%	4%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 7

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	274	132	205	194	180	148	11	110	164	67	101	106	31	36	54	47	44	62	27	67	68	73	66	135	139	274
Weighted Total	279	136	205	196	182	156	13	123	156	77	104	98	34	43	58	46	38	60	25	65	77	78	60	141	138	274
Conservative	46 17%	24 18%	38 19%	37 19%	36 20%	27 17%	3 21%	17 14%	29 19%	7 9%	15 14%	24 25%	4 11%	3 8%	7 12%	8 17%	11 30%	13 22%	29%	6 9%	18 24%	12 16%	10 16%	24 17%	22 16%	52 19%
Labour	79 28%	45 33%	59 29%	57 29%	55 30%	48 31%	2 13%	36 29%	43 27%	19 25%	33 31%	27 27%	5 14%	14 33%	19 33%	14 30%	9 24%	18 29%	7 27%	23 35%	17 22%	24 30%	16 26%	39 28%	39 28%	67 24%
Liberal Democrats (Lib Dem)	19 7%	14 10%	19 9%	18 9%	14 8%	14 9%	-	10 8%	9 6%	4 6%	7 7%	7 8%	1 4%	3 7%	2 3%	6 13%	2 4%	6 10%	1 4%	9 14%	5 6%	3 4%	2 4%	14 10%	5 4%	17 6%
Scottish Nationalist	4 1%	1 1%	3 1%	3 1%	3 1%	1 1%	-	1 1%	3 2%	2 3%	1 1%	1 1%	-	2 5%	1 2%	-	-	1 1%	1 4%	1 1%	-	2 2%	2 3%	1 1%	3 2%	4 1%
Plaid Cymru	* *	* *	* *	* *	* *	* *	-	* *	- 1%	- 1%	* *	- -	- -	- -	* 1%	- -	- -	- -	- -	* 1%	- -	- -	- -	* *	- -	1 1%
Green Party	1 *	- -	- -	- -	- -	- -	-	* *	1 1%	1 1%	* *	- -	1 3%	- -	* 1%	- -	- -	- -	- -	- -	* 1%	1 1%	- -	* *	1 1%	2 1%
UKIP	4 1%	1 1%	4 2%	4 2%	4 2%	1 1%	-	3 3%	* *	1 1%	2 2%	1 1%	-	1 1%	-	2 5%	-	1 1%	-	2 3%	1 1%	-	1 1%	3 2%	1 *	4 1%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
British National Party	1 *	- -	- -	- -	- -	- -	-	1 1%	- -	1 2%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 1%	1 *
Other	* *	- -	* *	* *	* *	- -	-	- -	* *	- -	- -	* *	- -	- -	- -	- -	- 1%	- -	- -	- -	- -	* *	- -	- -	* *	1 *
Undecided	102 37%	37 27%	64 31%	60 30%	56 31%	51 33%	8 57%	39 31%	64 41%	41 53%	33 31%	29 30%	22 64%	18 43%	22 39%	10 22%	12 32%	17 28%	7 27%	21 33%	29 38%	25 32%	27 44%	50 36%	52 38%	100 36%
Would not vote	3 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	2 2%	1 1%	- -	2 2%	1 1%	- -	- -	1 2%	1 2%	1 2%	- -	- -	- -	2 3%	1 1%	- -	2 2%	1 1%	4 1%
Refused	19 7%	13 9%	16 8%	16 8%	13 7%	13 8%	1 9%	12 10%	7 4%	1 1%	10 10%	8 8%	- -	1 3%	5 9%	5 11%	3 7%	5 9%	2 10%	2 4%	4 6%	10 13%	2 4%	7 5%	13 9%	21 8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

* = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 8

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total			
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems		
Unweighted Total	274	52	67	17	95	80	104	170	67	177	76	73	4	77	109	101	25	36	210	3	197	74	86	93	95	34	246	115	44	31	87	22	274	
Weighted Total	279	46	79	19	107	75	118	162	74	172	34	117	7	125	137	72	24	44	209	2	198	79	86	96	97	35	255	120	47	25	101	19	274	
Conservative	46	46	-	-	-	46	16	30	2	41	6	17	-	17	21	21	*	2	43	1	36	9	7	25	14	3	45	20	11	15	5	4	52	
	17%	100%	-	-	-	62%	14%	19%	3%	24%	17%	15%	-	14%	16%	29%	1%	5%	20%	52%	18%	11%	8%	26%	15%	8%	18%	17%	23%	61%	5%	19%	19%	
Labour	79	-	79	-	79	-	33	45	29	34	7	32	3	36	41	13	6	18	54	-	58	20	26	28	24	11	72	43	16	-	57	5	67	
	28%	-	100%	-	73%	-	28%	28%	39%	20%	22%	28%	43%	28%	30%	19%	26%	41%	26%	-	30%	25%	31%	30%	24%	33%	28%	36%	33%	-	56%	26%	24%	
Liberal Democrats (Lib Dem)	19	-	-	19	19	19	9	11	2	16	1	11	-	11	9	5	4	2	14	-	11	8	7	4	8	4	19	3	6	1	6	5	17	
	7%	-	-	100%	18%	26%	7%	7%	3%	9%	4%	9%	-	9%	6%	7%	15%	4%	7%	-	4%	10%	8%	4%	9%	11%	8%	2%	14%	4%	6%	23%	6%	
Scottish Nationalist	4	-	-	-	4	4	-	4	1	3	-	-	-	-	-	1	-	3	1	-	1	3	4	-	-	-	-	3	-	-	2	-	4	
	1%	-	-	-	4%	5%	-	2%	1%	2%	-	-	-	-	-	1%	-	7%	*	-	*	4%	5%	-	-	-	-	3%	-	-	2%	-	1%	
Plaid Cymru	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	1
	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*
Green Party	1	-	-	-	1	1	*	1	*	1	*	1	-	1	-	1	-	-	1	-	1	-	1	-	-	-	1	1	-	-	*	-	-	2
	*	-	-	-	1%	2%	*	1%	1%	1%	1%	1%	-	1%	-	2%	-	-	1%	-	1%	-	2%	-	-	-	1%	1%	-	-	*	-	-	1%
UKIP	4	-	-	-	4	4	2	1	1	3	*	2	-	2	3	*	1	-	3	-	1	2	-	-	4	-	4	1	-	1	2	-	4	
	1%	-	-	-	3%	5%	2%	1%	1%	2%	1%	2%	-	2%	2%	*	2%	-	1%	-	1%	3%	-	-	4%	-	1%	1%	-	3%	2%	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	3%	-	-	-	1%	-	1%	-	-	-	1%	1%	-	-	-	-	-	*
Other	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	*	-	-	-	-	-	1
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Undecided	102	-	-	-	-	-	44	58	36	54	14	46	4	50	51	22	13	16	73	1	69	32	34	29	39	11	91	39	11	6	26	6	100	
	37%	-	-	-	-	-	38%	36%	48%	31%	41%	39%	57%	40%	38%	30%	52%	35%	35%	48%	35%	40%	40%	30%	40%	31%	36%	32%	24%	23%	26%	29%	36%	
Would not vote	3	-	-	-	-	-	*	3	-	3	*	1	-	1	1	1	-	2	-	2	1	1	1	1	1	3	-	1	-	-	-	-	4	
	1%	-	-	-	-	-	*	2%	-	2%	1%	1%	-	1%	1%	4%	-	1%	-	1%	1%	1%	1%	1%	3%	1%	-	2%	-	-	-	-	1%	
Refused	19	-	-	-	-	-	12	7	3	14	4	7	-	7	10	7	-	2	17	-	15	4	4	8	7	5	18	10	2	2	3	*	21	
	7%	-	-	-	-	-	10%	4%	4%	8%	11%	6%	-	6%	7%	10%	-	4%	8%	-	8%	5%	5%	8%	7%	14%	7%	8%	4%	9%	3%	2%	8%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 9

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

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted 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	519	519	519	519	519	519	-	250	269	71	199	249	22	49	88	111	106	143	63	177	135	82	125	312	207	519
Weighted Total	517	517	517	517	517	517	-	256	262	88	203	226	26	62	92	111	101	125	55	158	149	87	124	307	210	519
Conservative	161 31%	161 31%	161 31%	161 31%	161 31%	161 31%	-	82 32%	78 30%	20 23%	60 30%	80 35%	10 39%	10 16%	26 29%	34 31%	25 25%	55 44%	21 39%	57 36%	45 30%	26 30%	33 27%	102 33%	59 28%	169 33%
Labour	105 20%	105 20%	105 20%	105 20%	105 20%	105 20%	-	53 21%	52 20%	19 21%	42 21%	44 19%	3 13%	15 24%	22 24%	20 18%	32 31%	12 10%	5 10%	29 19%	31 21%	17 20%	27 22%	61 20%	44 21%	100 19%
Liberal Democrats (Lib Dem)	59 11%	59 11%	59 11%	59 11%	59 11%	59 11%	-	30 12%	29 11%	13 15%	26 13%	20 9%	2 8%	11 18%	13 14%	13 12%	10 10%	10 8%	6 11%	24 15%	15 10%	7 8%	13 10%	39 13%	20 9%	65 13%
Scottish Nationalist	9 2%	9 2%	9 2%	9 2%	9 2%	9 2%	-	7 3%	2 1%	-	4 2%	4 2%	-	-	-	4 4%	4 4%	1 1%	-	3 2%	1 1%	1 1%	3 3%	4 1%	4 2%	11 2%
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	-	1 *	1 *	-	-	2 1%	-	-	-	-	2 2%	-	-	-	1 1%	-	1 1%	1 *	1 1%	2 *
Green Party	14 3%	14 3%	14 3%	14 3%	14 3%	14 3%	-	6 2%	8 3%	6 6%	5 2%	4 2%	-	6 9%	2 2%	3 3%	3 3%	* *	-	3 2%	8 5%	2 3%	1 1%	11 4%	3 2%	12 2%
UKIP	14 3%	14 3%	14 3%	14 3%	14 3%	14 3%	-	11 4%	3 1%	3 3%	1 1%	10 5%	1 5%	1 2%	-	1 1%	3 3%	8 6%	6 11%	3 2%	1 1%	1 1%	9 8%	4 1%	10 5%	13 3%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	8 1%	8 1%	8 1%	8 1%	8 1%	8 1%	-	5 2%	3 1%	4 5%	2 1%	2 1%	1 6%	3 4%	1 1%	1 1%	2 2%	-	-	1 1%	-	2 2%	4 4%	1 *	6 3%	6 1%
Independent Candidate	3 *	3 *	3 *	3 *	3 *	3 *	-	3 1%	-	-	3 1%	-	-	-	-	3 2%	-	-	-	-	3 2%	-	-	3 1%	-	1 *
Other	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	-	2 1%	* *	2 2%	* *	* *	2 8%	-	-	* *	-	* *	-	* *	* *	2 2%	* *	1 *	2 1%	4 1%
Undecided	111 21%	111 21%	111 21%	111 21%	111 21%	111 21%	-	42 16%	69 26%	20 23%	46 23%	45 20%	5 20%	15 24%	21 22%	26 23%	16 16%	29 23%	11 20%	33 21%	32 21%	21 24%	25 21%	65 21%	46 22%	105 20%
Would not vote	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	-	2 1%	3 1%	1 1%	1 1%	2 1%	-	1 2%	1 2%	-	2 2%	-	-	1 1%	2 1%	-	1 1%	3 1%	1 1%	4 1%
Refused	25 5%	25 5%	25 5%	25 5%	25 5%	25 5%	-	12 5%	14 5%	-	11 6%	14 6%	-	-	7 7%	4 4%	3 3%	11 9%	5 8%	3 2%	10 7%	8 10%	4 3%	13 4%	12 6%	27 5%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

* = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 10

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

Base : All certain to vote

Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dem		
Unweighted Total	519	196	134	77	256	318	198	321	128	365	113	159	8	167	199	221	40	52	420	7	395	122	172	159	188	69	451	186	142	167	176	72	519
Weighted Total	517	185	150	73	269	304	238	279	125	360	49	238	9	246	247	154	37	74	401	5	377	138	173	153	191	74	455	205	144	144	204	65	519
Conservative	161	161	-	-	-	161	71	89	6	152	13	67	1	68	75	65	8	13	139	1	124	37	40	58	63	20	155	68	49	113	25	7	169
	31%	87%	-	-	-	53%	30%	32%	5%	42%	25%	28%	13%	28%	30%	42%	21%	17%	35%	19%	33%	26%	23%	38%	33%	27%	34%	33%	34%	78%	12%	11%	33%
Labour	105	-	105	-	105	-	60	45	63	38	11	60	4	64	54	17	13	20	71	-	64	41	51	25	28	14	79	47	27	-	93	4	100
	20%	-	70%	-	39%	-	25%	16%	51%	11%	23%	25%	45%	26%	22%	11%	35%	28%	18%	-	17%	29%	30%	16%	15%	18%	17%	23%	18%	-	46%	6%	19%
Liberal Democrats (Lib Dem)	59	-	-	59	59	59	32	27	14	39	8	30	-	30	31	19	2	7	49	*	39	20	18	16	25	8	54	13	21	4	9	44	65
	11%	-	-	81%	22%	19%	13%	10%	11%	11%	16%	13%	-	12%	12%	12%	6%	10%	12%	5%	10%	14%	11%	11%	13%	10%	12%	6%	15%	2%	4%	67%	13%
Scottish Nationalist	9	-	-	-	9	9	6	3	2	3	1	6	-	6	*	6	-	3	6	-	9	-	9	-	-	-	-	4	2	*	*	-	11
	2%	-	-	-	3%	3%	2%	1%	2%	1%	1%	2%	-	2%	*	4%	-	4%	1%	-	2%	-	5%	-	-	-	-	2%	2%	*	*	-	2%
Plaid Cymru	2	-	-	-	2	2	-	2	1	1	-	-	-	-	-	1	-	-	1	1	2	-	-	2	-	-	-	1	1	-	1	-	2
	*	-	-	-	1%	1%	-	1%	1%	*	-	-	-	-	-	1%	-	-	*	18%	1%	-	-	1%	-	-	-	1%	1%	-	1%	-	*
Green Party	14	-	-	-	14	14	6	8	4	10	*	7	1	8	11	3	-	-	14	-	9	5	7	-	7	3	14	2	8	1	4	2	12
	3%	-	-	-	5%	5%	3%	3%	3%	3%	1%	3%	8%	3%	5%	2%	-	-	4%	-	2%	4%	4%	-	4%	3%	1%	5%	*	2%	4%	2%	
UKIP	14	-	-	-	14	14	1	13	-	14	-	2	-	2	*	5	1	6	5	1	13	1	2	3	8	4	14	9	1	6	-	-	13
	3%	-	-	-	5%	5%	*	5%	-	4%	-	1%	-	1%	*	3%	3%	8%	1%	27%	3%	1%	1%	2%	4%	5%	3%	4%	1%	4%	-	-	3%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	8	-	-	-	-	-	3	5	-	8	-	5	-	5	6	2	*	-	7	-	6	1	3	2	3	-	8	2	1	3	*	-	6
	1%	-	-	-	-	-	1%	2%	-	2%	-	2%	-	2%	2%	1%	1%	-	2%	-	2%	1%	2%	1%	1%	-	2%	1%	1%	2%	*	-	1%
Independent Candidate	3	-	-	-	3	3	3	-	-	3	-	3	-	3	3	-	-	-	3	-	3	-	-	3	-	-	3	-	-	-	3	-	1
	*	-	-	-	1%	1%	1%	-	-	1%	-	1%	-	1%	1%	-	-	-	1%	-	1%	-	-	2%	-	-	1%	-	-	-	1%	-	*
Other	3	-	-	-	2	2	2	1	-	3	*	2	-	2	*	2	-	-	3	-	3	-	-	*	2	*	3	*	1	1	-	-	4
	1%	-	-	-	1%	1%	1%	*	-	1%	1%	1%	-	1%	*	2%	-	-	1%	-	1%	-	-	*	1%	*	1%	*	*	-	-	-	1%
Undecided	111	21	41	12	54	34	44	67	27	70	12	45	3	48	58	29	6	17	86	1	78	30	36	30	45	20	98	47	29	12	63	6	105
	21%	11%	27%	16%	20%	11%	19%	24%	22%	19%	24%	19%	34%	20%	23%	19%	16%	23%	22%	31%	21%	22%	21%	20%	23%	28%	21%	23%	20%	8%	31%	9%	20%
Would not vote	4	-	-	-	-	-	3	2	-	3	1	2	-	2	1	*	3	-	2	-	4	-	1	2	1	-	4	-	1	-	-	-	4
	1%	-	-	-	-	-	1%	1%	-	1%	3%	1%	-	1%	1%	*	7%	-	*	-	1%	-	1%	1%	1%	-	1%	-	1%	-	-	-	1%
Refused	25	4	5	2	7	6	8	17	7	17	3	9	-	9	8	6	3	8	14	-	22	3	5	11	9	5	24	11	3	6	6	2	27
	5%	2%	3%	3%	3%	2%	4%	6%	6%	5%	7%	4%	-	4%	3%	4%	9%	10%	4%	-	6%	2%	3%	7%	5%	7%	5%	5%	2%	4%	3%	3%	5%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 11

Q.1(B). 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						Unweighted 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	132	132	132	132	132	132	-	47	85	15	56	61	5	10	26	30	21	40	17	38	34	27	33	72	60	132
Weighted Total	136	136	136	136	136	136	-	54	83	20	57	58	5	15	27	30	19	39	15	36	42	29	29	78	59	132
Conservative	24 18%	24 18%	24 18%	24 18%	24 18%	24 18%	-	7	17	2	12	11	-	2	4	7	5	6	3	4	10	5	5	14	10	27
Labour	45 33%	45 33%	45 33%	45 33%	45 33%	45 33%	-	19	26	6	17	22	-	6	8	9	7	15	5	12	11	13	10	22	23	34
Liberal Democrats (Lib Dem)	14 10%	14 10%	14 10%	14 10%	14 10%	14 10%	-	8	6	3	7	5	1	1	2	5	1	3	1	7	4	1	2	11	3	12
Scottish Nationalist	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	1
Plaid Cymru	* *	* *	* *	* *	* *	* *	-	* 1%	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	1 1%
Green Party	- -	- -	- -	- -	- -	- -	-	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- -
UKIP	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	*	-	*	1	-	-	-	*	-	1	-	-	*	-	1	*	1	2 2%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	-	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- -
Undecided	37 27%	37 27%	37 27%	37 27%	37 27%	37 27%	-	9 18%	28 33%	10 50%	11 20%	16 27%	4 73%	6 42%	6 23%	5 17%	5 26%	11 27%	5 32%	11 31%	11 27%	5 15%	10 34%	22 29%	15 25%	41 31%
Would not vote	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	-	-	-	1 3%	-	-	1 1%	-	1 1%
Refused	13 9%	13 9%	13 9%	13 9%	13 9%	13 9%	-	8 15%	5 6%	-	8 14%	5 8%	-	-	4 16%	4 12%	1 4%	4 10%	1 7%	2 6%	4 10%	6 19%	* 1%	7 9%	6 10%	13 10%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

* = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 12

Q.1(B). Which party are you most inclined to support? (certain to vote)

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

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total			
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems		
Unweighted Total	132	27	34	12	50	43	45	87	30	91	36	34	2	36	52	50	9	19	102	2	97	33	41	40	51	23	117	52	28	22	55	10	132	
Weighted Total	136	24	45	14	61	40	53	84	34	87	15	54	3	57	66	35	9	25	101	1	101	33	41	42	53	26	122	58	32	17	69	8	132	
Conservative	24	24	-	-	-	24	7	18	2	21	3	9	-	9	12	9	-	2	21	1	19	4	4	11	10	2	24	11	8	10	3	1	27	
	18%	100%	-	-	-	60%	13%	21%	6%	24%	20%	16%	-	16%	18%	27%	-	9%	21%	67%	19%	12%	9%	25%	18%	10%	20%	19%	25%	58%	4%	15%	20%	
Labour	45	-	45	-	45	-	18	27	13	24	4	19	1	21	25	6	-	14	31	-	36	9	16	14	15	9	41	25	11	-	41	3	34	
	33%	-	100%	-	74%	-	35%	32%	37%	27%	24%	36%	42%	36%	38%	17%	-	56%	31%	-	35%	29%	39%	33%	28%	34%	33%	42%	35%	-	60%	34%	26%	
Liberal Democrats (Lib Dem)	14	-	-	14	14	14	7	7	2	12	1	7	-	7	6	3	4	2	9	-	7	7	6	1	7	4	14	-	4	1	6	3	12	
	10%	-	-	100%	23%	35%	14%	8%	7%	13%	9%	13%	-	12%	9%	8%	38%	8%	8%	-	9%	7%	20%	13%	3%	13%	14%	11%	-	12%	5%	8%	34%	9%
Scottish Nationalist	1	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	
	1%	-	-	-	2%	2%	-	1%	3%	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-	2%	-	-	-	-	-	1%
Plaid Cymru	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	1%	1%	1%	-	*	-	2%	-	-	-	1%	-	-	-	*	-	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	1%
Green Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UKIP	1	-	-	-	1	1	*	1	-	1	*	-	-	-	1	*	-	-	1	-	1	-	-	-	1	-	1	-	1	-	-	-	-	2
	1%	-	-	-	1%	2%	*	1%	-	1%	1%	-	-	-	1%	1%	-	-	1%	-	1%	-	-	-	2%	-	1%	1%	-	4%	-	-	-	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	37	-	-	-	-	-	13	24	14	18	5	13	2	15	16	12	5	4	28	*	26	10	10	10	17	8	29	13	7	3	17	1	41	
	27%	-	-	-	-	-	24%	29%	42%	20%	30%	25%	58%	26%	24%	34%	51%	16%	28%	33%	26%	29%	25%	24%	31%	33%	24%	23%	23%	20%	24%	18%	31%	
Would not vote	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	1
	1%	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	11%	-	-	-	1%	-	3%	-	-	-	1%	-	3%	-	-	-	-	1%
Refused	13	-	-	-	-	-	7	5	2	11	2	6	-	6	6	5	-	2	11	-	11	2	3	6	4	2	12	8	1	2	2	-	13	
	9%	-	-	-	-	-	14%	7%	6%	12%	14%	10%	-	10%	9%	13%	-	8%	11%	-	11%	6%	8%	14%	7%	9%	10%	13%	2%	14%	3%	-	10%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 13

Q.2. 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						Gender		Age										Social Class						Unweighted Total
		(10) Absolutely cert -ain	(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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
1 - Absolutely certain not to vote	82	-	-	-	-	-	82	39	42	31	27	24	18	13	14	13	9	15	3	6	17	28	30	23	58	86
	8%	-	-	-	-	-	100%	8%	8%	11%	7%	7%	15%	8%	7%	8%	6%	7%	3%	2%	6%	13%	13%	4%	13%	9%
2	26	-	-	-	-	-	-	12	14	14	8	4	12	1	7	2	2	1	*	5	11	6	4	16	9	21
	3%	-	-	-	-	-	-	2%	3%	5%	2%	1%	10%	1%	3%	1%	2%	1%	1%	2%	4%	3%	2%	3%	2%	2%
3	21	-	-	-	-	-	-	7	13	13	7	1	8	5	4	3	1	-	-	2	10	5	3	12	9	25
	2%	-	-	-	-	-	-	1%	3%	4%	2%	*	6%	3%	2%	2%	1%	-	-	1%	3%	3%	1%	2%	2%	2%
4	17	-	-	-	-	-	-	10	7	11	6	*	7	4	4	3	-	*	*	2	9	3	3	11	6	17
	2%	-	-	-	-	-	-	2%	1%	4%	2%	*	6%	2%	2%	2%	-	*	*	1%	3%	1%	1%	2%	1%	2%
5	84	-	-	-	-	-	-	36	48	34	31	19	18	15	27	4	9	10	5	25	20	20	19	45	40	76
	8%	-	-	-	-	-	-	7%	9%	12%	9%	5%	15%	9%	14%	3%	6%	5%	6%	9%	7%	10%	8%	8%	9%	8%
6	35	-	35	-	-	-	-	19	16	19	7	9	10	9	5	2	4	5	2	11	7	13	4	17	17	37
	3%	-	5%	-	-	-	-	4%	3%	7%	2%	2%	9%	5%	3%	1%	3%	2%	2%	4%	2%	6%	2%	3%	4%	4%
7	59	-	59	59	-	-	-	27	32	22	22	15	4	19	12	10	4	11	3	14	20	9	17	34	26	50
	6%	-	8%	8%	-	-	-	6%	6%	8%	6%	4%	3%	11%	7%	6%	3%	5%	3%	5%	7%	4%	7%	6%	6%	5%
8	85	-	85	85	85	-	-	39	47	37	27	21	8	29	15	13	12	9	3	22	33	20	10	55	30	95
	9%	-	11%	12%	13%	-	-	8%	9%	13%	8%	6%	7%	18%	8%	7%	8%	4%	4%	8%	12%	9%	4%	10%	7%	9%
9	68	-	68	68	68	68	-	35	32	17	19	31	10	7	11	9	7	24	12	22	12	18	16	34	34	65
	7%	-	9%	9%	10%	12%	-	7%	6%	6%	5%	9%	8%	5%	6%	5%	4%	12%	13%	8%	4%	8%	7%	6%	8%	6%
10 - Absolutely certain to vote	517	517	517	517	517	517	-	256	262	88	203	226	26	62	92	111	101	125	55	158	149	87	124	307	210	519
	52%	100%	68%	71%	77%	88%	-	53%	51%	31%	56%	63%	21%	38%	49%	65%	67%	61%	62%	59%	52%	42%	52%	55%	47%	52%
Don't know	6	-	-	-	-	-	-	4	2	1	-	6	-	1	-	-	1	5	4	1	-	1	5	1	5	8
	1%	-	-	-	-	-	-	1%	*	*	-	2%	-	*	-	-	*	3%	5%	*	-	*	2%	*	1%	1%
Refused	1	-	-	-	-	-	-	*	*	-	*	-	-	-	*	-	*	-	-	*	*	-	-	1	-	2
	*	-	-	-	-	-	-	*	*	-	*	-	-	-	*	-	*	-	-	*	*	-	-	*	-	*
Mean	7.82	10.00	9.27	9.43	9.64	9.88	1.00	7.90	7.75	6.70	7.99	8.56	5.63	7.49	7.59	8.44	8.58	8.54	8.87	8.51	7.80	7.16	7.64	8.14	7.42	7.83

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*=Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 14

Q.2. 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 Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
1 - Absolutely certain not to vote	82	8	6	2	8	11	36	46	17	54	13	26	-	26	24	17	11	27	40	3	58	23	32	25	25	9	64	25	3	4	5	6	86
	8%	3%	2%	2%	2%	2%	8%	8%	7%	8%	11%	6%	-	6%	5%	6%	11%	16%	6%	29%	8%	8%	10%	8%	7%	7%	7%	6%	2%	2%	5%	9%	
2	26	2	4	-	4	2	11	15	6	17	2	15	-	15	9	3	2	11	12	-	13	13	8	7	11	3	22	12	*	2	3	-	21
	3%	1%	2%	-	1%	*	2%	3%	2%	2%	2%	3%	-	3%	2%	1%	2%	7%	2%	-	2%	4%	2%	2%	3%	3%	3%	3%	*	1%	1%	-	2%
3	21	2	6	1	10	6	7	14	8	11	5	10	-	10	6	4	3	7	10	-	11	10	5	9	6	2	17	7	3	1	4	1	25
	2%	1%	2%	1%	2%	1%	1%	3%	3%	2%	4%	2%	-	2%	1%	1%	3%	4%	1%	-	2%	3%	2%	3%	2%	2%	2%	2%	2%	*	1%	1%	2%
4	17	2	7	2	9	4	8	9	9	8	2	8	-	8	9	2	1	6	10	*	11	7	4	5	8	4	15	8	3	1	6	-	17
	2%	1%	3%	1%	2%	1%	2%	2%	4%	1%	2%	2%	-	2%	2%	1%	1%	4%	1%	3%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	-	-	2%
5	84	13	23	12	39	29	40	44	22	53	8	41	6	47	42	18	9	15	60	-	53	30	31	24	30	9	71	41	11	10	18	9	76
	8%	4%	9%	10%	8%	6%	9%	8%	9%	8%	7%	9%	38%	10%	9%	7%	9%	9%	8%	-	8%	10%	9%	8%	8%	7%	8%	10%	5%	5%	6%	8%	8%
6	35	7	11	6	23	18	17	17	8	23	5	16	-	16	12	13	7	3	25	-	21	14	19	7	8	4	30	20	2	1	8	3	37
	3%	2%	4%	4%	5%	4%	4%	3%	3%	3%	4%	4%	-	3%	3%	5%	7%	2%	3%	-	3%	4%	6%	2%	2%	3%	3%	5%	1%	*	3%	3%	4%
7	59	16	19	13	35	33	24	35	9	43	6	27	1	28	37	11	3	9	47	-	31	27	21	19	19	4	54	20	7	5	18	1	50
	6%	6%	7%	10%	8%	6%	5%	6%	4%	6%	5%	6%	8%	6%	8%	4%	3%	5%	7%	-	4%	9%	6%	6%	5%	3%	6%	5%	4%	3%	6%	1%	5%
8	85	30	23	14	45	53	52	34	19	57	20	40	-	40	34	21	15	15	55	1	57	28	20	30	35	10	69	33	15	15	22	13	95
	9%	10%	9%	11%	10%	11%	11%	6%	8%	9%	17%	9%	-	9%	8%	8%	16%	9%	8%	5%	8%	9%	6%	10%	10%	7%	8%	8%	7%	7%	7%	12%	9%
9	68	27	12	8	23	39	28	40	18	42	7	27	-	27	30	27	6	3	57	1	52	15	19	30	19	8	60	27	14	21	14	10	65
	7%	9%	4%	6%	5%	8%	6%	7%	7%	6%	6%	6%	-	6%	7%	10%	7%	2%	8%	10%	8%	5%	6%	9%	5%	6%	7%	7%	7%	10%	5%	9%	6%
10 - Absolutely certain to vote	517	185	150	73	269	304	238	279	125	360	49	238	9	246	247	154	37	74	401	5	377	138	173	153	191	74	455	205	144	144	204	65	519
	52%	63%	58%	56%	58%	61%	52%	52%	51%	54%	42%	53%	54%	53%	55%	56%	40%	43%	55%	44%	55%	45%	52%	49%	54%	58%	53%	51%	71%	71%	67%	60%	52%
Don't know	6	2	1	-	1	3	-	6	3	3	-	-	-	-	1	4	-	1	5	1	6	-	1	2	4	2	5	4	*	-	1	1	8
	1%	1%	*	-	*	1%	-	1%	1%	1%	-	-	-	-	*	1%	-	*	1%	5%	1%	-	*	1%	1%	1%	1%	1%	*	-	*	1%	1%
Refused	1	*	-	-	-	*	-	1	-	*	-	-	-	-	-	*	-	-	*	*	1	-	*	*	-	-	-	*	*	*	-	-	2
	*	*	-	-	-	*	-	*	-	*	-	-	-	-	-	*	-	-	*	4%	*	-	*	*	-	-	-	*	*	*	-	-	*
Mean	7.82	8.83	8.31	8.49	8.42	8.72	7.87	7.77	7.77	7.92	7.40	7.93	7.85	7.93	8.11	8.31	7.29	6.66	8.18	6.68	7.99	7.43	7.69	7.84	7.93	8.07	7.90	7.85	9.02	9.10	8.77	8.59	7.83

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*=Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 15

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Satisfied	245 25%	125 24%	180 24%	172 24%	163 24%	144 25%	17 21%	119 25%	127 25%	90 31%	74 21%	82 23%	44 37%	45 28%	44 23%	30 18%	38 25%	44 21%	20 23%	61 23%	80 28%	51 25%	53 22%	141 25%	104 23%	250 25%
Dissatisfied	672 67%	360 70%	525 69%	502 69%	459 69%	402 69%	54 66%	327 68%	345 67%	168 59%	253 70%	251 71%	62 52%	105 64%	127 67%	126 75%	103 68%	148 72%	64 73%	184 69%	184 64%	139 67%	165 70%	368 66%	304 68%	669 67%
Don't know	83 8%	31 6%	59 8%	55 8%	48 7%	39 7%	11 13%	39 8%	45 9%	28 10%	32 9%	23 6%	14 12%	13 8%	20 10%	13 8%	10 7%	13 6%	4 4%	23 9%	23 8%	19 9%	18 8%	47 8%	37 8%	82 8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 16

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Satisfied	245	17	130	28	170	57	111	134	245	-	32	108	3	111	110	45	36	49	155	5	161	82	92	72	81	32	195	100	44	14	113	23	250
	25%	6%	50%	21%	36%	11%	24%	25%	100%	-	27%	24%	17%	24%	25%	16%	38%	28%	21%	49%	23%	27%	28%	23%	23%	25%	23%	25%	22%	7%	37%	21%	25%
Dissatisfied	672	267	101	93	253	419	317	355	-	672	74	306	11	317	302	208	48	110	509	5	474	196	216	211	246	88	599	272	149	185	167	75	669
	67%	91%	39%	71%	54%	84%	69%	66%	-	100%	63%	68%	71%	69%	67%	76%	51%	64%	70%	47%	69%	64%	65%	68%	69%	69%	69%	68%	73%	90%	55%	69%	67%
Don't know	83	11	29	10	44	25	32	51	-	-	11	33	2	35	38	21	10	14	59	*	56	28	26	27	30	8	70	31	10	6	24	10	82
	8%	4%	11%	8%	9%	5%	7%	9%	-	-	10%	7%	12%	7%	9%	8%	11%	8%	8%	4%	8%	9%	8%	9%	8%	6%	8%	8%	5%	3%	8%	10%	8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 17

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

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Satisfied	332 33%	163 32%	245 32%	230 31%	212 32%	187 32%	34 42%	160 33%	172 33%	121 42%	98 27%	113 32%	54 45%	66 40%	48 25%	50 30%	52 35%	61 30%	24 28%	89 33%	91 32%	68 33%	83 35%	180 32%	152 34%	323 32%
Dissatisfied	592 59%	326 63%	469 61%	452 62%	413 62%	361 62%	36 45%	290 60%	302 58%	137 48%	230 64%	225 63%	55 46%	82 50%	123 65%	107 63%	94 62%	131 64%	61 70%	161 60%	177 61%	123 59%	131 55%	338 61%	254 57%	593 59%
Don't know	77 8%	28 5%	50 7%	48 7%	46 7%	37 6%	11 14%	34 7%	42 8%	28 10%	31 9%	18 5%	12 10%	16 10%	19 10%	12 7%	5 3%	13 6%	2 2%	17 6%	20 7%	18 8%	22 9%	37 7%	39 9%	85 8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 18

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

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership			Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Satisfied	332	34	158	36	210	86	156	176	193	105	40	153	5	159	158	67	33	73	225	2	213	119	118	95	119	41	264	141	63	23	146	31	323
	33%	11%	61%	28%	45%	17%	34%	33%	79%	16%	34%	34%	33%	34%	35%	24%	35%	42%	31%	19%	31%	39%	35%	30%	34%	32%	31%	35%	31%	11%	48%	28%	32%
Dissatisfied	592	252	82	83	222	391	273	319	34	537	66	263	11	274	259	188	45	93	447	7	434	155	194	183	215	76	533	234	128	176	133	67	593
	59%	85%	32%	63%	47%	78%	59%	59%	14%	80%	57%	59%	67%	59%	57%	69%	48%	54%	62%	61%	63%	51%	58%	59%	60%	59%	62%	58%	63%	86%	44%	62%	59%
Don't know	77	9	20	12	35	24	31	46	19	31	11	30	-	30	33	18	16	7	52	2	45	32	22	33	22	11	67	28	13	5	25	10	85
	8%	3%	8%	9%	7%	5%	7%	8%	8%	5%	10%	7%	-	7%	7%	7%	4%	7%	20%	6%	10%	6%	11%	6%	8%	8%	7%	6%	3%	8%	9%	8%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 19

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Satisfied	435 43%	231 45%	356 47%	335 46%	307 46%	266 46%	16 20%	211 44%	224 43%	129 45%	151 42%	155 44%	67 55%	63 38%	89 47%	61 36%	58 39%	97 47%	44 50%	127 47%	123 43%	94 45%	91 39%	250 45%	185 42%	435 43%
Dissatisfied	397 40%	220 42%	299 39%	289 40%	266 40%	241 41%	35 43%	210 43%	187 36%	102 36%	153 42%	142 40%	29 24%	73 45%	68 36%	85 50%	69 46%	73 36%	29 33%	112 42%	123 43%	67 32%	95 40%	235 42%	162 36%	385 38%
Don't know	169 17%	66 13%	109 14%	105 14%	97 14%	78 13%	30 37%	64 13%	106 20%	54 19%	56 16%	59 16%	26 21%	29 17%	33 17%	23 14%	23 16%	35 17%	15 17%	29 11%	42 15%	48 23%	50 21%	71 13%	98 22%	181 18%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 20

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Satisfied	435	226	69	46	142	299	195	240	89	313	43	194	8	202	202	126	36	68	328	4	291	142	139	138	158	56	393	189	96	141	98	38	435
	43%	77%	26%	35%	30%	60%	42%	44%	36%	47%	37%	43%	53%	44%	45%	46%	38%	39%	45%	33%	42%	46%	42%	44%	44%	43%	45%	47%	47%	69%	32%	35%	43%
Dissatisfied	397	38	156	67	257	139	191	206	109	267	47	190	6	196	177	103	37	75	280	4	283	114	135	118	144	50	331	149	83	41	164	52	385
	40%	13%	60%	51%	55%	28%	42%	38%	45%	40%	40%	43%	39%	42%	39%	38%	40%	44%	39%	35%	41%	37%	40%	38%	40%	39%	38%	37%	41%	20%	54%	48%	38%
Don't know	169	30	35	18	68	63	74	95	47	92	27	63	1	64	72	44	21	29	116	4	118	50	60	55	54	22	140	65	25	22	43	18	181
	17%	10%	14%	14%	15%	13%	16%	18%	19%	14%	23%	14%	8%	14%	16%	16%	22%	17%	16%	32%	17%	16%	18%	18%	15%	18%	16%	16%	12%	11%	14%	17%	18%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 21

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Satisfied	424 42%	231 45%	347 45%	330 45%	304 45%	264 45%	20 24%	229 47%	195 38%	116 41%	158 44%	150 42%	48 40%	68 41%	87 46%	71 42%	66 43%	84 41%	42 48%	147 55%	126 44%	78 37%	73 31%	274 49%	151 34%	420 42%
Dissatisfied	258 26%	139 27%	193 25%	184 25%	167 25%	153 26%	27 34%	134 28%	125 24%	59 21%	102 28%	98 27%	18 15%	40 25%	44 23%	58 34%	48 32%	50 24%	18 20%	65 24%	72 25%	49 23%	73 31%	136 25%	122 27%	260 26%
Don't know	318 32%	147 28%	225 29%	216 30%	199 30%	168 29%	35 42%	122 25%	197 38%	110 39%	99 28%	109 31%	54 45%	56 34%	59 31%	40 24%	37 25%	71 35%	28 32%	56 21%	90 31%	83 40%	90 38%	146 26%	172 39%	321 32%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 22

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Satisfied	424	137	103	96	224	258	203	221	121	279	48	205	9	213	205	118	39	58	323	4	296	127	149	125	151	49	379	173	103	94	127	65	420
	42%	46%	39%	73%	48%	51%	44%	41%	49%	41%	41%	46%	55%	46%	45%	43%	41%	34%	45%	39%	43%	42%	45%	40%	42%	39%	44%	43%	51%	46%	42%	60%	42%
Dissatisfied	258	67	78	19	123	112	118	141	51	203	29	113	4	117	116	76	21	44	192	1	192	65	83	82	93	38	221	91	72	50	83	23	260
	26%	23%	30%	15%	26%	22%	26%	26%	21%	30%	25%	25%	23%	25%	26%	28%	22%	26%	26%	13%	28%	21%	25%	26%	26%	29%	26%	23%	35%	24%	27%	22%	26%
Don't know	318	92	79	16	120	132	140	178	74	190	40	129	3	132	130	79	34	69	209	5	202	113	102	104	112	41	265	139	29	61	94	19	321
	32%	31%	30%	12%	26%	26%	30%	33%	30%	28%	34%	29%	22%	29%	29%	29%	36%	40%	29%	48%	29%	37%	31%	34%	31%	32%	31%	34%	14%	30%	31%	18%	32%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 23
Q.7 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 respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Improve	443 44%	251 48%	361 47%	345 47%	316 47%	279 48%	21 26%	247 51%	197 38%	140 49%	150 42%	154 43%	57 47%	82 50%	78 41%	72 42%	72 47%	82 40%	35 40%	138 51%	124 43%	89 43%	92 39%	262 47%	181 41%	451 45%
Stay the same	284 28%	133 26%	214 28%	202 28%	189 28%	160 27%	19 24%	121 25%	162 31%	89 31%	106 29%	89 25%	38 31%	52 31%	64 34%	42 25%	32 21%	57 28%	28 32%	73 27%	87 30%	55 27%	68 29%	160 29%	124 28%	281 28%
Get worse	239 24%	115 22%	166 22%	159 22%	145 22%	127 22%	34 42%	102 21%	137 26%	52 18%	98 27%	89 25%	22 18%	30 18%	45 24%	53 31%	40 26%	50 24%	18 21%	52 19%	69 24%	56 27%	62 26%	121 22%	118 26%	233 23%
Don't know	35 3%	18 4%	23 3%	23 3%	19 3%	19 3%	7 8%	14 3%	21 4%	5 2%	6 2%	24 7%	4 4%	* *	3 2%	3 2%	8 5%	17 8%	6 7%	6 2%	7 2%	8 4%	14 6%	13 2%	22 5%	36 4%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*=Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 24
Q.7 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 respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Improve	443 44%	119 40%	159 61%	60 46%	244 52%	204 41%	230 50%	213 39%	159 65%	241 36%	57 49%	225 50%	6 36%	230 50%	222 49%	113 41%	48 51%	54 32%	335 46%	5 49%	315 46%	127 41%	160 48%	133 43%	150 42%	49 38%	373 43%	180 45%	95 46%	76 37%	169 55%	49 45%	451 45%
Stay the same	284 28%	93 32%	60 23%	39 30%	127 27%	160 32%	125 27%	158 29%	63 26%	200 30%	34 29%	123 28%	7 47%	130 28%	130 29%	76 28%	27 29%	50 29%	206 28%	1 12%	190 27%	92 30%	83 25%	99 32%	102 29%	38 30%	242 28%	111 28%	58 29%	64 31%	68 22%	36 33%	281 28%
Get worse	239 24%	75 25%	30 12%	31 24%	81 17%	126 25%	100 22%	139 26%	17 7%	211 31%	24 20%	96 21%	3 17%	99 21%	88 20%	70 26%	17 18%	61 35%	158 22%	4 32%	156 23%	82 27%	77 23%	69 22%	93 26%	34 26%	219 25%	97 24%	49 24%	57 28%	59 19%	23 22%	233 23%
Don't know	35 3%	8 3%	11 4%	-	15 3%	11 2%	5 1%	29 5%	7 3%	20 3%	2 1%	3 1%	-	3 1%	11 2%	14 5%	2 2%	7 4%	25 3%	1 7%	30 4%	5 2%	14 4%	10 3%	11 3%	7 5%	30 3%	16 4%	2 1%	7 3%	9 3%	-	36 4%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*=Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 25

Q8. How important is it to you personally who wins the next General Election?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Very important	398 40%	299 58%	364 48%	360 49%	345 52%	329 56%	10 12%	179 37%	219 42%	76 27%	141 39%	182 51%	20 16%	56 34%	70 37%	70 42%	80 53%	102 50%	52 59%	103 38%	127 44%	75 36%	94 40%	230 41%	169 38%	385 38%
Fairly important	303 30%	148 29%	254 33%	236 32%	213 32%	171 29%	4 5%	151 31%	152 29%	111 39%	108 30%	84 24%	53 44%	58 36%	52 27%	55 33%	35 23%	49 24%	17 19%	99 37%	89 31%	55 26%	60 26%	188 34%	115 26%	301 30%
Not very important	181 18%	53 10%	110 14%	101 14%	82 12%	64 11%	13 15%	90 19%	90 17%	62 22%	68 19%	50 14%	27 23%	35 21%	44 23%	24 14%	21 14%	30 15%	9 11%	47 18%	44 15%	42 20%	47 20%	91 16%	89 20%	182 18%
Not at all important	89 9%	12 2%	22 3%	19 3%	17 3%	15 3%	51 62%	49 10%	40 8%	25 9%	34 10%	29 8%	15 12%	11 6%	18 10%	16 9%	12 8%	17 8%	6 6%	11 4%	19 7%	30 14%	28 12%	31 6%	58 13%	94 9%
No opinion	30 3%	5 1%	14 2%	13 2%	12 2%	6 1%	5 6%	15 3%	15 3%	11 4%	9 3%	10 3%	6 5%	4 3%	6 3%	3 2%	3 2%	7 2%	4 5%	7 3%	9 3%	7 3%	7 3%	16 3%	14 3%	39 4%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 26

Q8. How important is it to you personally who wins the next General Election?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Very important	398 40%	136 46%	130 50%	43 33%	203 44%	209 42%	172 37%	227 42%	101 41%	286 42%	41 35%	174 39%	7 46%	182 39%	185 41%	119 44%	29 31%	62 36%	304 42%	4 32%	291 42%	104 34%	128 38%	124 40%	146 41%	57 44%	361 42%	169 42%	112 55%	149 49%	42 39%	385 38%	
Fairly important	303 30%	106 36%	73 28%	53 40%	150 32%	184 37%	150 33%	153 28%	71 29%	205 30%	34 29%	150 34%	5 32%	155 34%	146 32%	82 30%	27 29%	47 27%	227 31%	2 21%	200 29%	103 34%	92 28%	91 29%	120 34%	50 39%	263 30%	126 31%	60 30%	62 30%	86 28%	37 34%	301 30%
Not very important	181 18%	38 13%	43 17%	27 21%	85 18%	80 16%	83 18%	98 18%	48 19%	102 15%	27 23%	71 16%	3 22%	75 16%	80 18%	43 16%	20 21%	36 21%	123 17%	2 14%	113 16%	68 22%	73 22%	53 17%	55 15%	9 7%	147 17%	77 19%	23 11%	22 11%	59 19%	19 18%	182 18%
Not at all important	89 9%	5 2%	8 3%	6 4%	17 4%	14 3%	44 9%	45 8%	20 8%	58 9%	9 8%	40 9%	- -	40 9%	30 7%	21 8%	14 14%	21 12%	50 7%	3 29%	70 10%	19 6%	31 9%	31 10%	26 7%	9 7%	68 8%	19 5%	5 3%	4 2%	8 3%	8 8%	94 9%
No opinion	30 3%	9 3%	6 2%	3 2%	11 2%	14 3%	12 3%	18 3%	6 2%	21 3%	6 5%	11 2%	- -	11 2%	11 2%	8 3%	5 5%	6 3%	19 3%	* 4%	18 3%	12 4%	9 3%	12 4%	9 3%	3 3%	26 3%	13 3%	3 2%	5 2%	2 1%	2 2%	39 4%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 27

Q.9 From what you know, which one of the following statements best describes your own view?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
The recovery from recession is well underway	123 12%	64 12%	93 12%	88 12%	80 12%	68 12%	8 10%	66 14%	57 11%	51 18%	28 8%	43 12%	25 21%	26 16%	15 8%	13 8%	15 10%	28 14%	17 19%	37 14%	42 14%	21 10%	23 10%	79 14%	44 10%	116 12%
The recession is over in Britain	84 8%	52 10%	70 9%	65 9%	61 9%	54 9%	4 4%	57 12%	27 5%	28 10%	36 10%	21 6%	7 6%	20 12%	21 11%	14 8%	11 8%	9 5%	2 3%	37 14%	28 10%	12 6%	7 3%	64 12%	20 4%	78 8%
The recession in Britain is not over yet	642 64%	330 64%	491 64%	469 64%	434 65%	379 65%	51 63%	289 60%	353 68%	163 57%	254 71%	225 63%	72 59%	91 56%	133 70%	120 71%	99 66%	126 62%	48 55%	168 63%	187 65%	136 65%	151 64%	355 64%	287 65%	657 66%
Britain is still in deep recession	127 13%	63 12%	101 13%	98 13%	86 13%	75 13%	14 17%	60 12%	67 13%	37 13%	39 11%	51 14%	13 11%	24 14%	18 9%	21 13%	20 13%	31 15%	11 12%	21 8%	31 11%	34 16%	42 18%	51 9%	75 17%	123 12%
Don't know	25 3%	8 2%	10 1%	10 1%	9 1%	9 2%	5 6%	13 3%	12 2%	7 2%	3 1%	16 5%	3 3%	3 2%	2 1%	*	6 4%	11 5%	10 11%	5 2%	1 *	6 3%	13 6%	6 1%	19 4%	27 3%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

* = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 28

Q.9 From what you know, which one of the following statements best describes your own view?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
The recovery from recession is well underway	123 12%	29 10%	46 18%	16 13%	66 14%	49 10%	57 12%	66 12%	55 22%	55 8%	13 11%	58 13%	1 8%	59 13%	51 11%	30 11%	16 17%	25 14%	81 11%	1 12%	85 12%	36 12%	38 11%	34 11%	51 14%	15 12%	110 13%	54 13%	34 17%	24 12%	42 14%	14 13%	116 12%
The recession is over in Britain	84 8%	20 7%	32 12%	15 12%	54 11%	42 8%	55 12%	29 5%	32 13%	46 7%	9 8%	54 12%	2 11%	56 12%	54 12%	19 7%	7 8%	4 2%	73 10%	* 2%	53 8%	30 10%	40 12%	20 6%	23 7%	12 10%	76 9%	24 6%	18 9%	8 4%	36 12%	17 16%	78 8%
The recession in Britain is not over yet	642 64%	208 70%	143 55%	86 66%	282 60%	347 69%	290 63%	352 65%	127 52%	463 69%	78 67%	286 64%	6 40%	292 63%	292 65%	184 67%	56 59%	104 60%	476 66%	7 66%	446 65%	194 63%	199 60%	210 68%	233 65%	79 61%	549 64%	250 62%	134 66%	143 70%	188 62%	59 55%	657 66%
Britain is still in deep recession	127 13%	37 12%	34 13%	11 9%	52 11%	54 11%	51 11%	75 14%	22 9%	97 14%	14 12%	45 10%	4 24%	49 11%	50 11%	31 11%	14 15%	29 17%	82 11%	2 15%	85 12%	42 14%	47 14%	43 14%	37 10%	16 12%	106 12%	64 16%	16 8%	28 14%	36 12%	11 10%	123 12%
Don't know	25 3%	1 *	4 2%	2 1%	13 3%	10 2%	7 1%	19 3%	10 4%	11 2%	2 2%	4 1%	3 16%	6 1%	3 1%	9 3%	1 1%	12 7%	1 2%	1 5%	21 3%	4 1%	9 3%	4 1%	12 3%	6 5%	22 3%	11 3%	1 *	2 1%	3 1%	6 6%	27 3%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 29

Q10 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?

Base : All respondents aged 18+

	Total (Weighed)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Under six months	16 2%	8 1%	9 1%	8 1%	8 1%	8 1%	3 4%	9 2%	7 1%	6 2%	2 1%	7 2%	4 3%	3 2%	1 1%	1 1%	3 2%	4 2%	1 1%	1 *	3 1%	8 4%	4 2%	4 1%	12 3%	16 2%
Over six months to one year	75 7%	31 6%	54 7%	48 7%	42 6%	34 6%	7 8%	36 7%	39 7%	29 10%	25 7%	21 6%	13 11%	16 10%	16 8%	9 5%	8 5%	13 6%	7 7%	18 7%	18 6%	22 11%	17 7%	35 6%	40 9%	81 8%
Over one to two years	237 24%	118 23%	177 23%	168 23%	149 22%	135 23%	13 16%	110 23%	126 24%	71 25%	89 25%	77 22%	30 25%	41 25%	49 26%	41 24%	35 23%	42 21%	20 23%	73 27%	60 21%	55 26%	49 21%	133 24%	103 23%	242 24%
Over two to three years	229 23%	130 25%	175 23%	174 24%	159 24%	141 24%	13 16%	122 25%	106 21%	70 24%	93 26%	66 19%	32 27%	37 23%	43 23%	50 29%	37 24%	29 14%	8 10%	61 23%	74 26%	37 18%	57 24%	135 24%	93 21%	205 20%
Over three years to five years	176 18%	92 18%	143 19%	137 19%	123 18%	106 18%	14 17%	84 17%	92 18%	44 16%	66 18%	66 18%	16 13%	28 17%	33 17%	33 19%	29 19%	37 18%	15 17%	42 16%	60 21%	34 16%	39 17%	102 18%	74 17%	177 18%
Over five years	198 20%	103 20%	159 21%	147 20%	144 22%	119 20%	21 26%	98 20%	101 19%	51 18%	69 19%	78 22%	19 15%	32 20%	38 20%	32 19%	30 20%	48 23%	20 23%	57 21%	58 20%	40 19%	42 18%	116 21%	83 19%	204 20%
Don't know	71 7%	36 7%	47 6%	47 6%	45 7%	41 7%	11 13%	25 5%	46 9%	14 5%	15 4%	42 12%	7 6%	7 4%	11 6%	5 3%	10 7%	32 15%	17 19%	16 6%	15 5%	13 6%	28 12%	31 6%	40 9%	76 8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*=Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 30

Q10 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Under six months	16 2%	2 1%	7 3%	- -	8 2%	3 1%	2 *	14 3%	11 5%	4 1%	1 1%	2 1%	- -	2 *	- -	1 1%	3 3%	10 6%	1 *	1 12%	15 2%	1 *	5 2%	2 1%	8 2%	4 3%	15 2%	10 3%	1 1%	3 2%	6 2%	1 1%	16 2%
Over six months to one year	75 7%	20 7%	23 9%	8 6%	34 7%	32 6%	39 8%	36 7%	27 11%	44 6%	13 11%	33 7%	- -	33 7%	34 8%	15 6%	9 10%	14 8%	50 7%	2 21%	47 7%	27 9%	27 8%	19 6%	28 8%	7 5%	64 7%	33 8%	9 5%	10 5%	27 9%	5 5%	81 8%
Over one to two years	237 24%	79 27%	58 22%	40 30%	109 23%	131 26%	108 24%	128 24%	76 31%	152 23%	34 29%	101 23%	3 19%	104 22%	108 24%	60 22%	23 24%	45 26%	168 23%	2 15%	142 21%	95 31%	76 23%	90 29%	70 20%	19 15%	203 23%	105 26%	48 24%	51 25%	77 25%	22 20%	242 24%
Over two to three years	229 23%	75 25%	70 27%	21 16%	111 24%	115 23%	128 28%	101 19%	59 24%	148 22%	24 20%	130 29%	6 37%	136 29%	119 26%	51 19%	24 25%	33 19%	170 24%	2 14%	163 24%	66 22%	83 25%	58 19%	88 25%	26 20%	197 23%	86 21%	51 25%	41 20%	80 26%	17 16%	205 20%
Over three years to five years	176 18%	48 16%	43 16%	19 15%	73 16%	78 16%	83 18%	93 17%	33 14%	127 19%	21 18%	91 20%	3 17%	93 20%	84 19%	47 17%	15 16%	28 16%	131 18%	2 17%	122 18%	50 16%	55 16%	58 19%	63 18%	31 24%	150 17%	72 18%	45 22%	36 18%	57 19%	18 17%	177 18%
Over five years	198 20%	56 19%	42 16%	36 27%	98 21%	113 22%	87 19%	111 21%	22 9%	157 23%	20 17%	77 17%	4 27%	81 18%	90 20%	71 26%	14 15%	21 12%	161 22%	2 17%	141 20%	57 19%	62 19%	62 20%	75 21%	25 19%	173 20%	66 16%	40 20%	48 24%	37 12%	37 34%	204 20%
Don't know	71 7%	15 5%	17 7%	7 6%	33 7%	30 6%	14 3%	57 11%	16 7%	40 6%	6 5%	13 3%	- -	13 3%	15 3%	28 10%	6 7%	22 13%	43 6%	* 4%	61 9%	10 3%	26 8%	21 7%	24 7%	16 12%	62 7%	31 8%	9 5%	14 7%	19 6%	8 7%	76 8%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 31

Q.11 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
I like Gordon Brown and I like the Labour Party	196 20%	106 21%	146 19%	137 19%	128 19%	118 20%	14 17%	97 20%	99 19%	69 24%	59 16%	68 19%	26 22%	43 26%	38 20%	21 12%	41 27%	27 13%	12 14%	53 20%	52 18%	35 17%	56 24%	105 19%	91 21%	187 19%
I like Gordon Brown but I do not like the Labour Party	152 15%	84 16%	125 16%	118 16%	111 16%	98 17%	15 18%	70 15%	82 16%	46 16%	60 17%	47 13%	26 21%	20 12%	22 12%	38 22%	19 13%	28 13%	7 8%	41 15%	40 14%	35 17%	37 16%	81 14%	72 16%	153 15%
I do not like Gordon Brown but I like the Labour Party	187 19%	89 17%	144 19%	136 19%	119 18%	98 17%	7 8%	95 20%	92 18%	68 24%	68 19%	50 14%	27 23%	41 25%	32 17%	36 21%	23 15%	28 13%	10 11%	61 23%	56 19%	35 17%	34 14%	117 21%	69 16%	179 18%
I do not like Gordon Brown and I do not like the Labour Party	416 42%	227 44%	323 42%	314 43%	291 43%	253 43%	33 40%	206 43%	210 41%	90 31%	156 43%	170 48%	39 32%	50 31%	87 46%	70 41%	62 41%	109 53%	54 61%	105 39%	128 44%	89 43%	95 40%	232 42%	184 41%	429 43%
Don't know	49 5%	12 2%	25 3%	25 3%	22 3%	18 3%	13 15%	16 3%	33 6%	13 4%	16 4%	21 6%	3 2%	10 6%	11 6%	5 3%	7 4%	14 7%	5 6%	8 3%	13 4%	15 7%	14 6%	21 4%	29 6%	53 5%
Combinations - Summary																										
Like Gordon Brown	349 35%	190 37%	271 36%	255 35%	239 36%	216 37%	29 36%	167 35%	181 35%	115 40%	119 33%	115 32%	52 43%	63 38%	60 32%	59 35%	60 40%	55 27%	19 22%	94 35%	92 32%	70 34%	93 39%	186 33%	163 37%	340 34%
Like the Labour Party	383 38%	195 38%	290 38%	273 37%	247 37%	216 37%	21 26%	192 40%	191 37%	137 48%	127 35%	119 33%	54 44%	83 51%	70 37%	57 34%	64 42%	55 27%	21 25%	115 43%	108 37%	70 34%	90 38%	223 40%	160 36%	366 37%
Do not like Gordon Brown	603 60%	316 61%	467 61%	450 62%	409 61%	351 60%	40 49%	301 62%	302 58%	158 55%	224 62%	221 62%	67 55%	91 55%	119 63%	105 62%	84 56%	136 66%	63 72%	166 62%	184 64%	124 59%	129 55%	350 63%	253 57%	608 61%
Do not like the Labour Party	569 57%	311 60%	448 59%	432 59%	401 60%	352 60%	48 59%	277 57%	292 57%	136 47%	216 60%	217 61%	65 54%	71 43%	109 57%	107 63%	81 53%	136 66%	61 70%	145 54%	168 58%	124 59%	132 56%	313 56%	256 57%	582 58%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 32

Q.11 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001	
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001	
I like Gordon Brown and I like the Labour Party	196 20%	4 1%	133 51%	9 7%	148 32%	19 4%	103 22%	94 17%	133 54%	43 6%	23 20%	100 22%	3 17%	103 22%	95 21%	31 12%	24 25%	45 26%	127 17%	1 11%	132 19%	64 21%	82 25%	45 15%	69 19%	27 21%	153 18%	89 22%	29 14%	3 2%	119 39%	13 12%	187 19%	
I like Gordon Brown but I do not like the Labour Party	152 15%	45 15%	29 11%	34 26%	73 16%	89 18%	69 15%	83 15%	37 15%	101 15%	20 17%	68 15%	1 5%	69 15%	75 17%	39 14%	16 17%	21 12%	114 16%	2 16%	99 14%	53 17%	37 11%	55 18%	61 17%	26 20%	131 15%	57 14%	45 22%	32 15%	42 14%	22 20%	153 15%	
I do not like Gordon Brown but I like the Labour Party	187 19%	33 11%	75 29%	30 23%	116 25%	74 15%	94 20%	93 17%	45 18%	116 17%	26 22%	92 21%	5 35%	98 21%	97 22%	38 14%	16 17%	35 20%	135 19%	1 10%	117 17%	70 23%	79 24%	54 17%	54 15%	14 11%	164 19%	74 18%	37 18%	8 4%	92 30%	22 20%	179 18%	
I do not like Gordon Brown and I do not like the Labour Party	416 42%	209 71%	20 8%	51 39%	118 25%	307 61%	179 39%	238 44%	20 8%	389 58%	43 37%	172 39%	3 17%	175 38%	171 38%	147 54%	29 31%	63 37%	318 44%	6 55%	307 44%	106 35%	117 35%	141 45%	158 44%	55 43%	370 43%	165 41%	84 41%	159 78%	46 15%	44 41%	429 43%	
Don't know	49 5%	4 1%	4 1%	6 5%	12 2%	12 2%	17 4%	33 6%	10 4%	24 4%	5 5%	14 3%	4 26%	18 4%	12 3%	19 7%	10 11%	8 5%	30 4%	1 9%	37 5%	13 4%	18 5%	16 5%	15 4%	6 5%	45 5%	18 4%	8 4%	2 1%	6 2%	7 6%	53 5%	
Combinations - Summary																																		
Like Gordon Brown	349 35%	49 17%	162 62%	43 33%	221 47%	108 22%	172 37%	177 33%	170 69%	144 21%	43 36%	168 38%	4 22%	171 37%	170 38%	70 26%	40 42%	66 38%	240 33%	3 27%	230 33%	117 38%	119 36%	100 32%	129 36%	53 41%	284 33%	147 36%	74 36%	35 17%	161 53%	35 32%	340 34%	
Like the Labour Party	383 38%	37 13%	207 80%	39 30%	264 57%	93 19%	196 43%	187 35%	178 72%	159 24%	49 42%	192 43%	8 52%	200 43%	192 43%	69 25%	40 42%	80 46%	261 36%	2 21%	248 36%	134 44%	161 48%	99 32%	123 34%	41 32%	318 37%	163 40%	66 33%	12 6%	211 69%	35 32%	366 37%	
Do not like Gordon Brown	603 60%	242 82%	95 36%	82 62%	234 50%	381 76%	272 59%	331 61%	65 26%	504 75%	69 59%	264 59%	8 52%	273 59%	269 60%	184 67%	44 47%	98 57%	453 63%	7 64%	424 61%	176 58%	196 59%	195 63%	212 59%	69 54%	535 62%	239 59%	122 60%	167 82%	137 45%	66 61%	608 61%	
Do not like the Labour Party	569 57%	254 86%	49 19%	86 65%	191 41%	396 79%	248 54%	321 59%	58 23%	489 73%	63 54%	240 54%	3 22%	244 53%	246 55%	186 68%	44 47%	84 49%	432 60%	8 70%	406 59%	159 52%	154 46%	196 63%	219 61%	81 64%	502 58%	222 55%	129 64%	190 93%	87 29%	66 61%	582 58%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 33

Q.12 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
I like David Cameron and I like the Conservative Party	269 27%	162 31%	224 29%	212 29%	204 30%	184 32%	8 10%	117 24%	153 30%	75 26%	81 23%	113 32%	37 31%	38 23%	49 26%	32 19%	33 22%	80 39%	38 44%	73 27%	86 30%	49 23%	61 26%	159 29%	110 25%	283 28%
I like David Cameron but I do not like the Conservative Party	182 18%	86 17%	149 19%	139 19%	122 18%	103 18%	13 16%	107 22%	76 15%	53 18%	71 20%	58 16%	22 18%	31 19%	33 17%	39 23%	34 23%	24 12%	8 9%	52 19%	56 19%	43 20%	32 14%	107 19%	75 17%	181 18%
I do not like David Cameron but I like the Conservative Party	123 12%	58 11%	89 12%	85 12%	78 12%	64 11%	5 6%	64 13%	59 11%	34 12%	52 14%	36 10%	18 15%	16 10%	26 14%	26 15%	15 10%	22 10%	8 10%	40 15%	26 9%	29 14%	27 12%	66 12%	56 13%	115 11%
I do not like David Cameron and I do not like the Conservative Party	338 34%	192 37%	259 34%	250 34%	233 35%	210 36%	34 42%	167 34%	171 33%	98 34%	126 35%	114 32%	36 30%	62 38%	62 32%	64 38%	58 38%	56 27%	21 24%	92 34%	96 33%	59 28%	91 39%	188 34%	150 34%	325 32%
Don't know	89 9%	19 4%	43 6%	42 6%	34 5%	23 4%	22 27%	30 6%	58 11%	25 9%	29 8%	34 10%	8 6%	18 11%	21 11%	8 5%	11 7%	23 11%	12 14%	12 4%	23 8%	29 14%	24 10%	35 6%	54 12%	97 10%
Combinations - Summary																										
Like David Cameron	452 45%	248 48%	373 49%	352 48%	325 49%	288 49%	20 25%	223 46%	228 44%	128 45%	152 42%	172 48%	59 49%	69 42%	82 43%	71 42%	68 45%	104 51%	46 53%	125 47%	142 49%	91 44%	94 40%	267 48%	185 42%	464 46%
Like the Conservative Party	392 39%	220 42%	313 41%	298 41%	282 42%	249 43%	13 16%	180 37%	212 41%	109 38%	133 37%	150 42%	55 46%	54 33%	75 39%	58 34%	48 32%	101 49%	47 53%	113 42%	112 39%	78 37%	89 38%	226 41%	167 37%	398 40%
Do not like David Cameron	461 46%	250 48%	348 46%	336 46%	311 46%	275 47%	39 48%	231 48%	230 44%	132 46%	178 49%	151 42%	54 45%	78 47%	88 46%	90 53%	73 48%	78 38%	29 34%	132 49%	123 43%	88 42%	118 50%	254 46%	207 46%	440 44%
Do not like the Conservative Party	520 52%	278 54%	408 53%	390 53%	355 53%	313 54%	47 57%	274 57%	247 48%	151 53%	197 55%	172 48%	58 48%	93 56%	94 50%	103 61%	92 61%	80 39%	29 33%	143 53%	152 53%	102 49%	123 52%	295 53%	225 51%	506 51%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 34

Q.12 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001	
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001	
I like David Cameron and I like the Conservative Party	269	185	19	19	54	220	114	156	43	220	27	111	1	113	110	96	22	39	206	3	190	78	68	90	112	40	252	124	60	132	33	17	283	
	27%	63%	7%	14%	11%	44%	25%	29%	18%	33%	23%	25%	6%	24%	24%	35%	24%	22%	28%	25%	28%	25%	20%	29%	31%	31%	29%	31%	30%	65%	11%	15%	28%	
I like David Cameron but I do not like the Conservative Party	182	33	56	33	102	79	103	79	50	107	28	94	3	97	103	42	17	21	145	-	121	62	71	49	62	19	156	71	39	11	79	30	181	
	18%	11%	22%	25%	22%	16%	22%	15%	20%	16%	24%	21%	21%	21%	23%	16%	18%	12%	20%	-	17%	20%	21%	16%	18%	15%	18%	18%	19%	5%	26%	28%	18%	
I do not like David Cameron but I like the Conservative Party	123	59	20	11	37	75	58	65	21	89	11	54	4	58	52	37	10	22	89	2	85	37	30	37	55	17	108	45	24	39	20	5	115	
	12%	20%	8%	8%	8%	15%	13%	12%	8%	13%	9%	12%	23%	13%	12%	14%	10%	13%	12%	14%	12%	12%	9%	12%	16%	13%	13%	11%	12%	19%	7%	4%	11%	
I do not like David Cameron and I do not like the Conservative Party	338	9	149	65	250	109	156	182	115	198	38	160	4	163	159	69	35	74	227	2	234	102	132	107	100	41	273	133	70	15	152	51	325	
	34%	3%	57%	49%	54%	22%	34%	34%	47%	29%	33%	36%	24%	35%	35%	25%	37%	43%	31%	20%	34%	33%	39%	34%	28%	32%	32%	33%	35%	7%	50%	47%	32%	
Don't know	89	9	16	4	25	17	30	59	16	58	12	27	4	31	27	29	11	17	56	5	61	27	33	28	27	11	75	30	10	8	20	6	97	
	9%	3%	6%	3%	5%	3%	6%	11%	7%	9%	11%	6%	26%	7%	6%	11%	11%	10%	8%	41%	9%	9%	10%	9%	8%	9%	9%	7%	5%	4%	6%	5%	10%	
Combinations - Summary																																		
Like David Cameron	452	219	75	51	155	299	217	235	93	326	55	205	4	210	213	138	39	59	351	3	311	140	138	139	174	59	408	195	100	143	112	47	464	
	45%	74%	29%	39%	33%	60%	47%	44%	38%	49%	47%	46%	27%	45%	47%	51%	41%	34%	49%	25%	45%	46%	41%	45%	49%	46%	47%	48%	49%	70%	37%	43%	46%	
Like the Conservative Party	392	244	39	29	91	296	172	221	64	309	38	166	5	170	162	133	32	60	295	4	275	115	98	127	167	57	360	169	84	171	54	21	398	
	39%	83%	15%	22%	19%	59%	37%	41%	26%	46%	33%	37%	29%	37%	36%	49%	34%	35%	41%	39%	40%	38%	29%	41%	47%	44%	42%	42%	41%	84%	18%	20%	40%	
Do not like David Cameron	461	67	169	75	287	184	214	246	136	288	49	214	7	221	211	106	45	96	317	4	319	139	162	144	155	58	382	179	94	54	172	55	440	
	46%	23%	65%	57%	61%	37%	47%	46%	55%	43%	42%	48%	47%	48%	47%	39%	47%	56%	44%	34%	46%	45%	49%	46%	43%	45%	44%	44%	46%	26%	57%	51%	44%	
Do not like the Conservative Party	520	42	205	97	351	188	259	261	165	305	67	254	7	261	261	111	51	95	372	2	354	164	202	156	162	60	429	204	110	26	231	81	506	
	52%	14%	79%	74%	75%	38%	56%	48%	67%	45%	57%	57%	45%	56%	58%	41%	55%	55%	51%	20%	51%	54%	61%	50%	45%	47%	50%	51%	54%	13%	76%	75%	51%	

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 35
 - 2005 GENERAL ELECTION -
 Q.13 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted 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	1001	519	766	729	679	584	86	465	536	251	355	395	108	143	170	185	171	224	98	291	269	194	247	560	441	1001
Weighted Total	1001	517	764	729	670	585	82	484	517	285	359	356	121	164	190	169	151	205	88	268	288	209	236	556	445	1001
Conservative	205	144	186	186	180	165	4	89	116	26	71	107	8	18	34	38	31	76	36	64	63	36	42	127	78	230
	20%	28%	24%	25%	27%	28%	5%	18%	22%	9%	20%	30%	6%	11%	18%	22%	20%	37%	42%	24%	22%	17%	18%	23%	18%	23%
Labour	304	204	267	258	240	218	5	164	140	68	126	111	13	55	57	69	65	46	14	84	89	60	71	173	131	282
	30%	39%	35%	35%	36%	37%	6%	34%	27%	24%	35%	31%	11%	33%	30%	41%	43%	23%	16%	31%	31%	29%	30%	31%	30%	28%
Lib Dems	108	65	92	89	88	75	6	57	51	16	42	50	3	13	23	19	22	28	15	33	35	16	24	68	40	114
	11%	13%	12%	12%	13%	13%	7%	12%	10%	5%	12%	14%	3%	8%	12%	11%	15%	14%	17%	12%	12%	8%	10%	12%	9%	11%
Scottish/Welsh nationalist	14	9	14	12	12	12	*	9	5	2	8	4	2	-	3	6	3	1	1	3	1	4	6	4	10	14
	1%	2%	2%	2%	2%	2%	*	2%	1%	1%	2%	1%	2%	-	1%	3%	2%	1%	1%	1%	*	2%	3%	1%	2%	1%
UKIP - UK Independence Party	10	9	10	10	10	9	-	8	3	1	2	7	-	1	1	1	3	5	1	1	4	1	5	5	5	15
	1%	2%	1%	1%	1%	2%	-	2%	*	*	1%	2%	-	*	*	1%	2%	2%	2%	1%	1%	*	2%	1%	1%	1%
Green	13	12	13	13	13	13	1	2	12	5	7	1	-	5	5	2	1	*	-	4	7	2	*	11	2	12
	1%	2%	2%	2%	2%	2%	1%	*	2%	2%	2%	*	-	3%	3%	1%	*	-	-	2%	2%	1%	*	2%	1%	1%
BNP - British National Party	7	5	7	7	7	7	-	7	-	2	4	2	2	-	*	3	2	-	-	1	1	3	2	2	5	6
	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	*	2%	-	*	2%	1%	-	-	1%	*	2%	1%	*	1%	1%
Other	9	5	9	9	8	6	*	6	3	2	2	5	*	2	1	1	3	2	1	5	2	-	3	7	3	13
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	1%
Did not vote	208	26	87	73	56	33	58	87	121	97	70	41	38	59	51	19	15	25	7	42	56	58	52	97	110	204
	21%	5%	11%	10%	8%	6%	71%	18%	23%	34%	20%	11%	31%	36%	27%	11%	10%	12%	8%	16%	19%	28%	22%	18%	25%	20%
Too young	44	6	19	15	11	8	7	25	19	44	-	-	44	-	-	-	-	-	-	7	13	11	12	20	24	37
	4%	1%	2%	2%	2%	1%	8%	5%	4%	15%	-	-	36%	-	-	-	-	-	-	3%	5%	5%	5%	4%	5%	4%
Can't remember	58	19	43	42	30	25	1	22	36	24	20	14	11	13	12	8	4	10	8	16	17	12	13	33	25	53
	6%	4%	6%	6%	5%	4%	2%	5%	7%	8%	6%	4%	9%	8%	6%	5%	3%	5%	9%	6%	6%	6%	5%	6%	6%	5%
Refused	20	12	16	16	15	14	-	10	10	-	6	14	-	-	3	3	2	12	4	8	1	6	6	9	11	21
	2%	2%	2%	2%	2%	2%	-	2%	2%	-	2%	4%	-	-	1%	2%	1%	6%	5%	3%	*	3%	2%	2%	2%	2%

Fieldwork dates : 26th to 28th January 2010
 Sector weight & standard weights applied
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2010/01 & J38671x0
 * = Less than 0.5%

Ipsos MORI Political Monitor - January 2010

Table 36

- 2005 GENERAL ELECTION -

Q.13 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour (all)	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1001	308	253	125	454	509	405	596	250	669	257	291	12	303	371	383	106	127	754	14	724	273	337	308	356	120	851	388	207	230	282	114	1001
Weighted Total	1001	295	260	131	466	501	461	540	245	672	117	446	16	462	451	273	94	172	724	11	691	306	334	311	357	128	864	403	203	205	304	108	1001
Conservative	205	166	2	11	21	185	71	133	14	185	19	70	2	72	82	86	8	26	167	3	169	35	50	55	100	32	195	95	49	205	-	-	230
	20%	56%	1%	8%	4%	37%	15%	25%	6%	27%	16%	16%	11%	16%	18%	31%	9%	15%	23%	26%	24%	11%	15%	18%	28%	25%	23%	24%	24%	100%	-	-	23%
Labour	304	43	187	21	223	79	174	130	113	167	40	162	5	167	173	52	21	57	225	1	194	111	118	100	87	39	255	148	61	-	304	-	282
	30%	15%	72%	16%	48%	16%	38%	24%	46%	25%	34%	36%	30%	36%	38%	19%	23%	33%	31%	13%	28%	36%	35%	32%	24%	30%	29%	37%	30%	-	100%	-	28%
Lib Dems	108	14	10	68	81	85	51	57	23	75	15	48	5	52	49	40	7	11	89	*	84	24	32	28	48	12	93	22	34	-	-	108	114
	11%	5%	4%	52%	17%	17%	11%	11%	9%	11%	13%	11%	29%	11%	11%	15%	8%	6%	12%	2%	12%	8%	10%	9%	14%	10%	11%	5%	17%	-	-	100%	11%
Scottish/Welsh nationalist	14	-	2	-	14	12	10	4	5	5	1	9	1	10	1	6	*	6	8	-	13	1	13	1	-	-	-	9	2	-	-	-	14
	1%	-	1%	-	3%	2%	2%	1%	2%	1%	1%	2%	7%	2%	*	2%	*	3%	1%	-	2%	*	4%	*	-	-	-	2%	1%	-	-	-	1%
UKIP - UK Independence Party	10	3	1	1	7	8	1	9	1	10	1	-	-	-	1	7	1	2	8	-	9	1	2	5	4	*	10	4	1	-	-	-	15
	1%	1%	*	1%	1%	2%	*	2%	*	1%	1%	-	-	-	*	2%	1%	1%	1%	-	1%	*	1%	2%	1%	*	1%	1%	*	-	-	-	1%
Green	13	3	-	1	9	13	7	7	1	12	1	7	-	7	9	3	1	1	12	-	8	5	5	4	5	3	13	2	10	-	-	-	12
	1%	1%	-	1%	2%	2%	1%	1%	1%	2%	1%	2%	-	2%	2%	1%	1%	*	2%	-	1%	2%	1%	1%	1%	2%	2%	*	5%	-	-	-	1%
BNP - British National Party	7	-	-	-	-	6	2	-	7	1	5	-	5	6	2	-	-	7	-	-	4	4	4	4	-	7	4	1	-	-	-	6	
	1%	-	-	-	-	1%	*	-	1%	1%	1%	-	1%	1%	1%	-	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-	1%	
Other	9	1	3	*	7	5	5	5	2	7	2	3	-	3	5	3	*	1	7	1	6	3	4	5	*	-	5	1	4	-	-	13	
	1%	*	1%	*	2%	1%	1%	1%	1%	2%	2%	1%	-	1%	1%	*	1%	1%	8%	-	1%	1%	1%	2%	*	-	1%	*	2%	-	-	1%	
Did not vote	208	42	35	13	61	68	100	108	48	136	25	99	-	99	77	41	43	42	118	4	126	80	74	73	61	23	173	74	20	-	-	-	204
	21%	14%	14%	10%	13%	13%	22%	20%	20%	21%	22%	-	21%	17%	15%	46%	24%	16%	37%	-	18%	26%	22%	23%	17%	18%	20%	18%	10%	-	-	-	20%
Too young	44	9	7	8	16	19	12	32	18	23	3	22	-	22	14	12	7	10	26	1	27	15	12	13	18	5	42	19	7	-	-	-	37
	4%	3%	3%	6%	4%	4%	3%	6%	7%	3%	3%	5%	-	5%	3%	4%	7%	6%	4%	10%	4%	5%	4%	4%	5%	4%	5%	5%	3%	-	-	-	4%
Can't remember	58	12	13	4	23	22	18	40	15	33	7	17	3	21	28	12	5	12	41	1	33	25	17	14	27	9	53	16	7	-	-	-	53
	6%	4%	5%	3%	5%	4%	4%	7%	6%	5%	6%	4%	22%	4%	6%	5%	5%	7%	6%	5%	5%	8%	5%	4%	8%	7%	6%	4%	3%	-	-	-	5%
Refused	20	1	*	3	4	5	7	13	5	12	3	5	-	5	6	10	-	5	15	-	18	2	4	10	6	4	18	8	7	-	-	-	21
	2%	*	*	2%	1%	1%	1%	2%	2%	2%	2%	1%	-	1%	1%	4%	-	3%	2%	-	3%	1%	1%	3%	2%	3%	2%	2%	3%	-	-	-	2%

Fieldwork dates : 26th to 28th January 2010

Sector weight & standard weights applied

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

Source : Ipsos MORI J2010/01 & J38671x0

*Less than 0.5%