

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Total Voting	769	438	643	610	571	497	18	392	378	212	271	287	80	131	153	118	124	163	62	207	239	150	174	446	324	781
Conservative	308 40%	190 43%	263 41%	251 41%	240 42%	214 43%	9 50%	169 43%	139 37%	69 33%	121 44%	118 41%	27 33%	43 32%	75 49%	46 38%	40 33%	78 48%	32 51%	90 43%	106 44%	53 35%	60 34%	195 44%	112 35%	302 39%
Labour	239 31%	115 26%	186 29%	171 28%	150 26%	129 26%	7 42%	118 30%	122 32%	81 38%	75 28%	84 29%	35 44%	45 35%	38 25%	37 31%	40 32%	44 27%	19 31%	61 29%	68 29%	52 35%	58 34%	129 29%	110 34%	243 31%
Liberal Democrats (Lib Dem)	138 18%	83 19%	124 19%	122 20%	118 21%	95 19%	1 6%	60 15%	78 21%	41 19%	39 14%	58 20%	9 11%	32 24%	18 12%	21 18%	27 22%	31 19%	7 12%	38 18%	45 19%	24 16%	31 18%	82 18%	56 17%	144 18%
Scottish Nationalist	20 3%	13 3%	15 2%	15 2%	14 2%	14 3%	* 3%	11 3%	9 2%	4 2%	11 4%	5 2%	2 2%	3 2%	9 6%	2 2%	2 2%	3 2%	1 2%	4 2%	4 2%	5 4%	7 4%	8 2%	12 4%	24 3%
Plaid Cymru	6 1%	5 1%	5 1%	5 1%	5 1%	5 1%	- -	- -	6 2%	3 1%	1 *	2 1%	2 2%	1 *	* *	2 2%	- -	- -	- -	1 *	4 1%	- -	2 1%	4 1%	2 1%	7 1%
Green Party	20 3%	9 2%	18 3%	16 3%	16 3%	12 2%	- -	7 2%	14 4%	8 4%	6 2%	5 2%	4 5%	5 3%	6 4%	- -	5 4%	1 1%	- -	5 3%	6 2%	4 3%	5 3%	11 2%	9 3%	25 3%
UKIP	17 2%	10 2%	16 2%	13 2%	13 2%	13 3%	- -	13 3%	4 1%	1 1%	9 3%	7 2%	1 1%	1 *	3 2%	6 5%	3 3%	3 2%	2 4%	4 2%	5 2%	4 3%	3 2%	9 2%	8 2%	18 2%
British National Party	10 1%	6 1%	7 1%	7 1%	7 1%	6 1%	- -	9 2%	2 *	3 1%	4 2%	3 1%	2 2%	1 1%	2 2%	2 2%	- -	3 2%	- -	2 1%	* *	6 4%	2 1%	2 1%	8 2%	8 1%
Other	10 1%	8 2%	10 2%	10 2%	10 2%	10 2%	- -	6 1%	4 1%	1 *	5 2%	5 2%	- -	1 1%	1 *	4 3%	4 3%	1 1%	- -	3 1%	2 1%	1 1%	5 3%	4 1%	6 2%	10 1%
"Conservative Lead over Labour"	68 9%	75 17%	77 12%	80 13%	90 16%	84 17%	1 8%	51 13%	17 5%	-11 -5%	45 17%	34 12%	-9 -11%	-3 -2%	37 24%	9 7%	* *	34 21%	12 20%	29 14%	37 16%	1 1%	1 1%	66 15%	2 1%	59 8%
Undecided	85 9%	30 6%	49 7%	46 7%	41 6%	33 6%	6 7%	29 6%	56 11%	24 8%	36 10%	26 7%	13 11%	11 7%	15 8%	21 13%	14 9%	12 6%	6 7%	15 6%	22 7%	20 10%	29 12%	36 7%	49 11%	81 8%
Would not vote	113 11%	6 1%	17 2%	13 2%	11 2%	7 1%	57 70%	50 10%	62 12%	43 15%	43 12%	27 8%	22 19%	21 12%	26 13%	17 10%	8 5%	20 10%	13 15%	28 11%	24 8%	32 15%	29 12%	52 10%	61 14%	102 10%
Refused	28 3%	20 4%	24 3%	24 3%	24 4%	21 4%	1 2%	11 2%	17 3%	5 2%	10 3%	13 4%	3 2%	3 2%	1 1%	9 5%	5 3%	8 4%	4 4%	8 3%	7 2%	3 2%	10 4%	15 3%	14 3%	32 3%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996
Total Voting	769	308	239	138	461	529	358	412	178	558	91	333	18	343	214	68	131	557	560	206	254	242	274	98	661	323	184	191	241	99	781
Conservative	308	308	-	-	-	308	158	150	23	277	26	144	7	149	95	26	33	244	224	83	68	108	131	35	286	144	74	173	35	17	302
	40%	100%	-	-	-	58%	44%	36%	13%	50%	28%	43%	40%	43%	45%	38%	25%	44%	40%	40%	27%	45%	48%	36%	43%	45%	40%	90%	14%	17%	39%
Labour	239	-	239	-	239	-	88	152	112	110	30	85	6	89	62	22	61	151	164	74	98	71	70	37	202	106	59	4	157	3	243
	31%	-	100%	-	52%	-	25%	37%	63%	20%	33%	25%	34%	26%	29%	33%	47%	27%	29%	36%	39%	30%	25%	38%	30%	33%	32%	2%	65%	3%	31%
Liberal Democrats (Lib Dem)	138	-	-	138	138	-	66	73	29	103	19	61	4	62	39	12	24	101	112	26	51	26	61	23	126	38	31	7	29	72	144
	18%	-	-	100%	30%	26%	18%	18%	16%	18%	21%	18%	22%	18%	18%	17%	18%	18%	20%	13%	20%	11%	22%	23%	19%	12%	17%	4%	12%	72%	18%
Scottish Nationalist	20	-	-	-	20	20	11	9	8	12	4	11	-	12	4	-	4	16	14	7	20	-	-	-	-	7	2	-	3	-	24
	3%	-	-	-	4%	4%	3%	2%	4%	2%	5%	3%	-	4%	2%	-	3%	3%	2%	3%	8%	-	-	-	-	2%	1%	-	1%	-	3%
Plaid Cymru	6	-	-	-	6	6	4	2	-	6	3	2	-	4	2	*	-	6	5	1	-	6	-	-	-	4	2	2	1	-	7
	1%	-	-	-	1%	1%	1%	1%	-	1%	3%	*	-	1%	1%	1%	-	1%	1%	1%	-	3%	-	-	-	1%	1%	1%	*	-	1%
Green Party	20	-	-	-	20	20	9	11	4	15	5	9	1	12	2	4	1	14	16	5	9	8	4	3	18	7	6	1	5	4	25
	3%	-	-	-	4%	4%	3%	3%	2%	3%	5%	3%	4%	3%	1%	6%	1%	2%	3%	2%	3%	3%	1%	3%	3%	2%	3%	1%	2%	4%	3%
UKIP	17	-	-	-	17	17	9	7	1	15	2	10	-	8	5	*	3	13	11	5	5	9	3	-	15	7	2	4	5	3	18
	2%	-	-	-	4%	3%	3%	2%	1%	3%	3%	3%	-	2%	3%	*	3%	2%	2%	3%	2%	4%	1%	-	2%	2%	1%	2%	2%	3%	2%
British National Party	10	-	-	-	10	10	6	4	-	10	*	8	-	3	2	*	5	5	6	5	2	7	2	-	9	6	3	-	4	-	8
	1%	-	-	-	2%	2%	2%	1%	-	2%	*	2%	-	1%	1%	1%	4%	1%	1%	2%	1%	3%	1%	-	1%	2%	2%	-	2%	-	1%
Other	10	-	-	-	9	9	6	4	1	9	2	5	-	4	3	3	-	7	9	1	1	6	3	-	6	4	3	1	3	-	10
	1%	-	-	-	2%	2%	2%	1%	1%	2%	2%	1%	-	1%	1%	4%	-	1%	2%	1%	*	3%	1%	-	1%	1%	1%	*	1%	-	1%
"Conservative Lead over Labour"	68	308	-239	0	-239	308	70	-2	-89	166	-4	59	1	60	33	4	-28	93	60	9	-30	37	61	-2	84	38	15	168	-122	14	59
	9%	100%	-100%	0%	-52%	58%	20%	*	-50%	30%	-5%	18%	6%	17%	15%	6%	-22%	17%	11%	4%	-12%	15%	22%	-2%	13%	12%	8%	88%	-51%	14%	8%
Undecided	85	-	-	-	-	-	36	49	18	62	10	38	1	40	26	6	13	66	58	27	35	19	31	7	69	37	8	5	16	2	81
	9%	-	-	-	-	-	8%	9%	8%	9%	9%	9%	4%	9%	10%	7%	8%	9%	8%	10%	11%	6%	9%	5%	8%	9%	4%	2%	6%	2%	8%
Would not vote	113	-	-	-	-	-	54	59	27	80	11	46	8	56	18	15	23	74	68	45	31	43	39	18	104	46	14	6	17	-	102
	11%	-	-	-	-	-	12%	11%	11%	11%	9%	11%	29%	12%	7%	17%	13%	10%	10%	16%	9%	14%	11%	14%	12%	11%	7%	3%	6%	-	10%
Refused	28	-	-	-	-	-	11	18	9	16	4	9	-	10	13	1	4	23	24	4	13	6	10	5	24	8	4	*	1	-	32
	3%	-	-	-	-	-	2%	3%	4%	2%	4%	2%	-	2%	5%	1%	2%	3%	3%	1%	4%	2%	3%	4%	3%	2%	2%	*	*	-	3%

Fieldwork dates : 16th to 18th October 2009

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Ipsos MORI Political Monitor - October 2009

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	528	528	528	528	528	528	-	238	290	96	198	234	23	73	106	92	96	138	54	169	152	90	117	321	207	528
Weighted Total	495	495	495	495	495	495	-	236	259	95	193	207	25	70	105	88	84	122	44	153	147	89	106	300	195	528
Total Voting	438	438	438	438	438	438	-	218	221	86	173	179	23	63	99	75	70	109	37	135	139	76	88	274	164	467
Conservative	190	190	190	190	190	190	-	96	93	30	77	82	9	21	49	29	27	55	23	62	66	27	34	128	61	195
	43%	43%	43%	43%	43%	43%	-	44%	42%	35%	45%	46%	37%	34%	49%	38%	39%	51%	63%	46%	48%	36%	38%	47%	37%	42%
Labour	115	115	115	115	115	115	-	61	55	26	44	45	7	19	21	23	20	25	7	36	35	22	22	71	44	125
	26%	26%	26%	26%	26%	26%	-	28%	25%	30%	26%	25%	29%	30%	21%	31%	29%	23%	20%	27%	25%	29%	25%	26%	27%	27%
Liberal Democrats (Lib Dem)	83	83	83	83	83	83	-	35	48	19	28	35	3	16	13	15	13	22	5	22	28	13	20	50	32	91
	19%	19%	19%	19%	19%	19%	-	16%	22%	22%	16%	20%	14%	25%	13%	21%	19%	20%	13%	17%	20%	17%	22%	18%	20%	19%
Scottish Nationalist	13	13	13	13	13	13	-	8	5	2	8	3	2	-	7	*	2	1	-	1	1	5	6	2	10	14
	3%	3%	3%	3%	3%	3%	-	4%	2%	2%	4%	2%	7%	-	7%	*	3%	1%	-	1%	1%	6%	7%	1%	6%	3%
Plaid Cymru	5	5	5	5	5	5	-	-	5	2	-	2	1	2	-	-	2	-	-	1	2	-	2	3	2	4
	1%	1%	1%	1%	1%	1%	-	-	2%	3%	-	1%	3%	2%	-	-	3%	-	-	*	2%	-	2%	1%	1%	1%
Green Party	9	9	9	9	9	9	-	4	6	5	3	2	2	2	3	-	1	1	-	4	2	3	-	6	3	13
	2%	2%	2%	2%	2%	2%	-	2%	3%	5%	2%	1%	10%	4%	3%	-	1%	1%	-	3%	2%	4%	-	2%	2%	3%
UKIP	10	10	10	10	10	10	-	7	4	1	4	5	-	1	3	1	3	3	2	4	3	1	3	7	3	12
	2%	2%	2%	2%	2%	2%	-	3%	2%	1%	2%	3%	-	1%	3%	2%	4%	3%	5%	3%	2%	1%	3%	3%	2%	3%
British National Party	6	6	6	6	6	6	-	5	2	1	4	1	-	1	2	2	-	1	-	2	*	4	-	2	4	5
	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	3%	*	-	2%	2%	3%	-	1%	-	1%	*	5%	-	1%	2%	1%
Other	8	8	8	8	8	8	-	3	4	1	5	2	-	1	1	4	1	1	-	2	2	1	3	4	4	8
	2%	2%	2%	2%	2%	2%	-	2%	2%	1%	3%	1%	-	1%	1%	5%	2%	1%	-	2%	1%	1%	3%	1%	2%	2%
"Conservative Lead over Labour"	75	75	75	75	75	75	0	36	39	4	33	37	2	2	28	6	7	30	16	26	31	5	12	58	17	70
	17%	17%	17%	17%	17%	17%	0%	16%	18%	5%	19%	21%	9%	4%	28%	7%	10%	28%	43%	19%	23%	7%	13%	21%	10%	15%
Undecided	30	30	30	30	30	30	-	8	22	4	9	17	-	4	4	6	10	8	3	10	5	7	9	14	16	33
	6%	6%	6%	6%	6%	6%	-	4%	9%	4%	5%	8%	-	5%	3%	6%	12%	6%	7%	6%	3%	8%	8%	5%	8%	6%
Would not vote	6	6	6	6	6	6	-	1	4	3	3	-	*	2	2	1	-	-	-	1	1	4	*	1	4	8
	1%	1%	1%	1%	1%	1%	-	1%	2%	3%	2%	-	2%	3%	2%	2%	-	-	-	1%	*	4%	*	*	2%	2%
Refused	20	20	20	20	20	20	-	9	11	3	7	10	2	1	1	7	4	6	4	7	3	2	8	10	10	20
	4%	4%	4%	4%	4%	4%	-	4%	4%	3%	4%	5%	6%	2%	1%	7%	5%	5%	9%	5%	2%	2%	8%	3%	5%	4%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dem
Unweighted Total	528	195	125	91	271	341	220	308	122	380	135	141	10	196	208	46	67	404	396	130	177	158	193	63	449	222	155	158	166	73	528
Weighted Total	495	190	115	83	248	323	223	272	105	369	65	199	8	210	169	38	69	379	368	124	160	153	182	61	420	203	135	145	157	68	528
Total Voting	438	190	115	83	248	323	201	237	92	329	54	180	8	188	142	35	65	330	322	113	136	138	164	56	375	179	126	141	150	67	467
Conservative	190	190	-	-	-	190	88	102	5	184	14	79	3	80	75	13	18	155	135	53	44	60	86	22	177	91	49	127	21	13	195
	43%	100%	-	-	-	59%	44%	43%	5%	56%	26%	44%	35%	43%	53%	38%	27%	47%	42%	47%	32%	44%	52%	39%	47%	51%	39%	90%	14%	20%	42%
Labour	115	-	115	-	115	-	45	70	64	43	19	34	5	41	32	13	26	73	81	33	49	36	30	15	91	48	42	4	96	2	125
	26%	-	100%	-	46%	-	22%	30%	69%	13%	35%	19%	57%	22%	22%	37%	40%	22%	25%	29%	36%	26%	18%	27%	24%	27%	33%	3%	64%	3%	27%
Liberal Democrats (Lib Dem)	83	-	-	83	83	-	38	44	14	63	12	38	1	39	21	5	16	61	69	14	21	19	43	17	77	23	20	4	22	49	91
	19%	-	-	100%	33%	26%	19%	19%	15%	19%	23%	21%	7%	21%	15%	14%	24%	18%	21%	12%	15%	14%	26%	31%	21%	13%	16%	3%	15%	73%	19%
Scottish Nationalist	13	-	-	-	13	13	6	6	6	6	1	8	-	8	3	-	2	11	10	3	13	-	-	-	-	5	*	-	1	-	14
	3%	-	-	-	5%	4%	3%	3%	7%	2%	1%	5%	-	4%	2%	-	3%	3%	3%	2%	9%	-	-	-	-	3%	*	-	*	-	3%
Plaid Cymru	5	-	-	-	5	5	3	2	-	4	1	2	-	3	2	-	-	5	3	1	-	5	-	-	-	3	2	2	1	-	4
	1%	-	-	-	2%	1%	1%	1%	-	1%	2%	1%	-	1%	1%	-	-	1%	1%	1%	-	3%	-	-	-	2%	2%	1%	*	-	1%
Green Party	9	-	-	-	9	9	5	4	2	6	4	4	-	7	2	1	-	9	7	2	4	3	3	2	9	2	4	1	3	2	13
	2%	-	-	-	4%	3%	2%	2%	3%	2%	7%	2%	-	4%	1%	2%	-	3%	2%	2%	3%	2%	2%	3%	2%	1%	3%	1%	2%	3%	3%
UKIP	10	-	-	-	10	10	4	6	1	10	2	4	-	4	5	-	*	10	7	3	4	6	1	-	10	2	2	3	3	-	12
	2%	-	-	-	4%	3%	2%	2%	1%	3%	3%	2%	-	2%	4%	-	1%	3%	2%	3%	3%	4%	*	-	3%	1%	2%	2%	2%	-	3%
British National Party	6	-	-	-	6	6	6	-	-	6	*	6	-	3	-	*	3	3	3	3	2	5	-	-	5	2	3	-	2	-	5
	1%	-	-	-	3%	2%	3%	-	-	2%	1%	3%	-	2%	-	1%	5%	1%	1%	3%	1%	3%	-	-	1%	1%	2%	-	1%	-	1%
Other	8	-	-	-	7	7	5	2	1	7	2	5	-	2	3	3	-	5	6	1	1	4	3	-	6	2	2	1	2	-	8
	2%	-	-	-	3%	2%	3%	1%	1%	2%	3%	3%	-	1%	2%	8%	-	2%	2%	1%	1%	3%	2%	-	2%	1%	2%	1%	2%	-	2%
"Conservative Lead over Labour"	75	190	-115	0	-115	190	43	32	-59	141	-5	45	-2	39	43	*	-8	82	55	20	-5	24	56	7	86	43	7	123	-75	11	70
	17%	100%	-100%	0%	-46%	59%	21%	13%	-64%	43%	-9%	25%	-22%	21%	30%	1%	-13%	25%	17%	18%	-4%	17%	34%	12%	23%	24%	6%	87%	-50%	16%	15%
Undecided	30	-	-	-	-	-	13	17	6	23	5	11	-	11	15	3	2	26	28	2	12	8	10	2	23	18	5	4	7	1	33
	6%	-	-	-	-	-	6%	6%	6%	6%	8%	5%	-	5%	9%	7%	3%	7%	8%	2%	8%	5%	6%	3%	5%	9%	4%	3%	4%	2%	6%
Would not vote	6	-	-	-	-	-	1	4	1	4	2	1	-	4	1	*	*	5	1	4	*	2	3	1	6	1	1	-	1	-	8
	1%	-	-	-	-	-	1%	2%	1%	1%	3%	1%	-	2%	1%	1%	1%	1%	*	3%	*	2%	2%	1%	1%	*	1%	-	*	-	2%
Refused	20	-	-	-	-	-	7	13	6	13	3	7	-	8	11	-	2	19	17	4	11	5	4	3	17	5	3	*	-	-	20
	4%	-	-	-	-	-	3%	5%	6%	3%	5%	3%	-	4%	7%	-	2%	5%	5%	3%	7%	3%	2%	4%	4%	3%	2%	*	-	-	4%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Conservative	261 26%	167 34%	224 31%	215 31%	207 32%	185 33%	9 11%	145 30%	116 23%	61 22%	105 29%	95 27%	26 22%	35 21%	63 32%	42 26%	32 21%	63 31%	28 33%	77 30%	92 32%	44 21%	48 20%	169 31%	92 20%	252 25%
Labour	195 20%	97 20%	161 22%	147 21%	129 20%	110 20%	7 9%	98 20%	97 19%	72 25%	60 17%	64 18%	33 28%	39 23%	33 17%	26 16%	35 23%	29 14%	13 16%	52 20%	60 20%	38 19%	46 19%	111 20%	84 19%	197 20%
Liberal Democrats (Lib Dem)	124 12%	77 16%	111 15%	109 16%	105 16%	85 15%	1 1%	55 11%	69 13%	38 13%	36 10%	50 14%	9 8%	29 18%	17 9%	19 12%	22 15%	28 14%	6 7%	32 12%	41 14%	21 10%	30 12%	73 13%	51 11%	127 13%
Scottish Nationalist	17 2%	13 3%	13 2%	13 2%	13 2%	13 2%	* 1%	11 2%	7 1%	4 2%	9 3%	3 1%	2 1%	3 2%	8 4%	2 1%	2 1%	1 1%	-	3 1%	3 1%	5 3%	6 2%	6 1%	11 3%	21 2%
Plaid Cymru	6 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	-	6 1%	3 1%	1 *	2 1%	1 1%	2 1%	1 *	2 2%	-	-	1 *	4 1%	-	-	2 1%	4 1%	2 1%	7 1%
Green Party	18 2%	7 1%	16 2%	14 2%	13 2%	10 2%	-	6 1%	12 2%	7 2%	6 2%	5 2%	4 3%	3 2%	6 3%	-	5 3%	1 *	-	4 2%	6 2%	3 2%	5 2%	10 2%	9 2%	22 2%
UKIP	16 2%	10 2%	15 2%	13 2%	13 2%	13 2%	-	12 2%	4 1%	1 *	9 2%	7 2%	-	1 *	3 1%	6 4%	3 2%	3 2%	2 3%	4 2%	5 2%	4 2%	3 1%	9 2%	7 2%	17 2%
Scottish Socialist Party	1 *	1 *	1 *	1 *	1 *	1 *	-	* *	1 *	-	* *	1 *	-	-	* *	-	-	1 *	-	-	* *	1 *	-	* *	1 *	2 *
Independent Candidate	1 *	* *	1 *	1 *	1 *	1 *	-	* *	* *	-	* *	* *	-	-	* *	-	-	-	-	* *	* *	-	-	1 *	-	2 *
Other	15 1%	9 2%	12 2%	12 2%	12 2%	11 2%	-	14 3%	1 *	4 1%	5 1%	6 2%	2 1%	2 1%	2 1%	3 2%	3 2%	3 1%	-	4 2%	1 *	4 2%	6 2%	5 1%	10 2%	12 1%
Undecided	194 20%	72 15%	118 16%	111 16%	100 15%	85 15%	9 10%	75 16%	119 23%	51 18%	72 20%	71 20%	21 18%	31 18%	35 18%	38 23%	30 20%	40 20%	18 21%	37 14%	53 18%	46 22%	58 24%	90 16%	104 23%	195 20%
Would not vote	101 10%	5 1%	15 2%	12 2%	10 2%	6 1%	55 67%	48 10%	53 10%	36 13%	40 11%	25 7%	18 15%	19 11%	23 12%	17 10%	8 5%	17 8%	10 12%	28 11%	20 7%	32 15%	22 9%	48 9%	54 12%	94 9%
Refused	45 5%	31 6%	40 5%	40 6%	39 6%	35 6%	* *	18 4%	27 5%	6 2%	16 4%	24 7%	3 2%	3 2%	4 2%	12 7%	8 5%	16 8%	7 9%	16 6%	6 2%	8 4%	16 7%	22 4%	24 5%	48 5%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996
Conservative	261	261	-	-	-	261	139	122	18	237	22	126	7	128	80	20	29	208	187	73	55	94	112	28	243	125	68	156	26	13	252
	26%	85%	-	-	-	49%	30%	23%	8%	33%	19%	30%	27%	29%	30%	22%	17%	29%	26%	26%	17%	30%	32%	22%	28%	30%	32%	77%	9%	13%	25%
Labour	195	-	195	-	195	-	75	121	100	81	25	71	5	80	43	19	50	123	131	62	75	57	63	34	165	91	55	4	121	2	197
	20%	-	82%	-	42%	-	16%	22%	43%	11%	22%	17%	17%	18%	16%	21%	29%	17%	18%	22%	22%	18%	18%	27%	19%	22%	26%	2%	44%	2%	20%
Liberal Democrats (Lib Dem)	124	-	-	124	124	124	61	62	24	94	16	59	2	54	34	12	22	88	101	23	43	24	56	21	111	33	30	6	27	64	127
	12%	-	-	89%	27%	23%	13%	12%	11%	13%	14%	14%	9%	12%	13%	13%	13%	12%	14%	8%	13%	8%	16%	16%	13%	8%	14%	3%	10%	64%	13%
Scottish Nationalist	17	-	-	-	17	17	11	7	8	10	3	11	-	12	3	-	3	14	12	6	17	-	-	-	-	6	*	-	3	-	21
	2%	-	-	-	4%	3%	2%	1%	3%	1%	3%	3%	-	3%	1%	-	2%	2%	2%	2%	5%	-	-	-	-	1%	*	-	1%	-	2%
Plaid Cymru	6	-	-	-	6	6	4	2	-	6	3	2	-	4	2	*	-	6	5	1	-	6	-	-	-	4	2	2	1	-	7
	1%	-	-	-	1%	1%	1%	*	-	1%	2%	*	-	1%	1%	*	-	1%	1%	*	-	2%	-	-	-	1%	1%	1%	*	-	1%
Green Party	18	-	-	-	18	18	7	11	4	13	4	7	1	10	2	4	1	12	14	5	8	8	3	1	16	7	6	1	4	4	22
	2%	-	-	-	4%	3%	2%	2%	2%	2%	3%	2%	3%	2%	1%	4%	1%	2%	2%	2%	2%	3%	1%	1%	2%	2%	3%	1%	1%	4%	2%
UKIP	16	-	-	-	16	16	9	7	1	15	2	10	-	7	5	*	3	13	11	5	5	8	3	-	14	6	2	4	5	3	17
	2%	-	-	-	3%	3%	2%	1%	*	2%	1%	2%	-	2%	2%	*	2%	2%	2%	2%	1%	3%	1%	-	2%	1%	1%	2%	2%	3%	2%
Scottish Socialist Party	1	-	-	-	1	1	1	-	*	1	*	1	-	-	1	-	-	1	*	1	*	-	1	-	1	1	-	-	*	-	2
	*	-	-	-	*	*	*	-	*	*	*	*	-	-	*	-	-	*	*	*	*	-	*	-	*	*	*	*	*	*	*
Independent Candidate	1	-	-	-	1	1	1	-	-	1	1	-	-	1	-	-	-	1	*	*	-	*	*	-	1	*	*	-	1	-	2
	*	-	-	-	*	*	*	-	-	1%	-	-	-	*	-	-	-	*	*	*	-	*	*	-	*	*	*	*	*	*	*
Other	15	-	-	-	14	14	8	7	1	14	1	10	-	5	2	3	5	7	12	3	3	9	3	-	10	9	5	1	4	-	12
	1%	-	-	-	3%	3%	2%	1%	*	2%	1%	2%	-	1%	1%	4%	3%	1%	2%	1%	1%	3%	1%	-	1%	2%	3%	*	1%	-	1%
Undecided	194	41	43	11	61	59	75	119	40	141	26	69	3	83	57	17	34	140	139	55	75	57	63	20	163	76	21	17	68	13	195
	20%	13%	18%	8%	13%	11%	16%	22%	17%	20%	22%	16%	10%	19%	21%	19%	20%	19%	20%	20%	23%	18%	18%	15%	19%	18%	10%	9%	25%	13%	20%
Would not vote	101	-	-	-	-	-	51	51	23	74	10	44	8	49	18	15	19	67	64	38	31	36	34	17	95	43	13	5	15	-	94
	10%	-	-	-	-	-	11%	9%	10%	10%	8%	10%	29%	11%	7%	16%	11%	9%	9%	13%	9%	12%	10%	13%	11%	10%	6%	2%	5%	-	9%
Refused	45	6	2	4	7	11	16	30	13	28	4	17	2	15	24	1	5	40	36	10	21	10	14	7	40	14	6	6	1	2	48
	5%	2%	1%	3%	1%	2%	3%	6%	6%	4%	4%	4%	6%	3%	9%	1%	3%	5%	5%	3%	6%	3%	4%	5%	5%	3%	3%	3%	*	2%	5%

Fieldwork dates : 16th to 18th October 2009

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Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	243	111	170	160	149	128	9	86	157	53	84	106	18	35	40	44	42	64	28	57	57	48	81	114	129	243
Weighted Total	240	103	158	151	139	119	9	93	147	57	88	94	23	34	39	49	38	56	25	53	59	53	75	112	128	243
Conservative	47 20%	23 22%	38 24%	36 24%	33 24%	29 24%	-	24 26%	23 16%	8 14%	16 18%	23 24%	1 4%	7 21%	12 32%	3 7%	8 22%	14 26%	4 16%	12 24%	13 23%	9 17%	12 16%	26 23%	21 16%	50 21%
Labour	44 18%	18 17%	24 15%	24 16%	20 15%	19 16%	-	19 21%	25 17%	9 16%	15 18%	20 21%	2 9%	7 20%	5 13%	10 21%	5 14%	14 25%	6 24%	9 17%	9 15%	14 25%	13 17%	18 16%	26 20%	46 19%
Liberal Democrats (Lib Dem)	15 6%	5 5%	13 8%	13 9%	13 9%	10 8%	-	6 6%	9 6%	3 5%	3 4%	9 9%	-	3 8%	1 3%	2 4%	5 14%	3 6%	1 5%	6 11%	4 6%	4 7%	1 2%	9 8%	5 4%	17 7%
Scottish Nationalist	3 1%	-	2 1%	2 1%	1 1%	1 1%	-	1 1%	2 1%	-	2 2%	1 1%	-	-	1 2%	1 1%	-	1 2%	1 5%	1 2%	1 1%	-	1 1%	2 2%	1 1%	3 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2 1%	2 2%	2 1%	2 1%	2 2%	2 2%	-	1 1%	1 1%	2 3%	1 1%	-	-	2 5%	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 1%	1 1%	3 1%
UKIP	1 *	-	1 *	-	-	-	-	1 1%	-	1 1%	-	-	1 3%	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	1 *
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	2 1%	2 2%	2 1%	2 1%	2 1%	2 1%	-	-	2 1%	-	2 2%	-	-	-	-	2 3%	-	-	-	-	-	-	2 2%	-	2 1%	1 *
Other	2 1%	2 2%	2 1%	2 1%	2 1%	2 1%	-	-	2 1%	-	2 2%	-	-	-	-	2 3%	-	-	-	-	-	2 3%	-	-	2 1%	1 *
Undecided	85 36%	30 29%	49 31%	46 31%	41 30%	33 27%	6 64%	29 31%	56 39%	24 41%	36 40%	26 28%	13 30%	11 55%	15 32%	21 38%	14 42%	12 37%	6 21%	15 28%	22 37%	20 38%	29 39%	36 32%	49 38%	81 33%
Would not vote	12 5%	1 1%	2 1%	1 1%	1 1%	1 1%	2 20%	2 2%	9 6%	6 11%	2 3%	3 3%	4 18%	2 6%	2 6%	-	-	3 5%	3 11%	* 1%	4 7%	-	7 9%	5 4%	7 5%	8 3%
Refused	28 12%	20 20%	24 15%	24 16%	24 17%	21 18%	1 16%	11 12%	17 12%	5 9%	10 11%	13 14%	3 11%	3 7%	1 4%	9 17%	5 13%	8 14%	4 15%	8 15%	7 11%	3 6%	10 14%	15 13%	14 11%	32 13%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	243	50	46	17	72	76	86	157	53	172	57	62	3	87	94	21	38	181	182	60	96	69	78	23	209	94	33	30	74	16	243
Weighted Total	240	47	44	15	68	70	91	149	52	170	30	86	4	98	81	18	39	179	174	65	96	67	76	26	203	90	27	24	69	15	243
Conservative	47	47	-	-	-	47	19	28	5	40	4	18	-	21	15	6	4	36	37	10	13	15	19	7	43	19	6	17	9	4	50
	20%	100%	-	-	-	66%	21%	19%	10%	24%	13%	21%	-	21%	18%	35%	9%	20%	21%	15%	14%	22%	25%	28%	21%	21%	23%	70%	13%	29%	21%
Labour	44	-	44	-	44	-	13	31	12	29	5	14	1	9	19	3	11	28	33	11	23	14	6	3	37	16	4	-	36	1	46
	18%	-	100%	-	65%	-	14%	21%	23%	17%	16%	17%	34%	9%	23%	18%	28%	16%	19%	17%	24%	21%	8%	11%	18%	17%	16%	-	53%	7%	19%
Liberal Democrats (Lib Dem)	15	-	-	15	15	15	4	11	4	9	3	2	2	8	5	-	2	12	12	3	7	2	5	2	15	6	2	1	3	8	17
	6%	-	-	100%	22%	21%	4%	7%	8%	5%	10%	2%	39%	8%	6%	-	6%	7%	7%	4%	8%	3%	7%	7%	7%	6%	7%	3%	4%	52%	7%
Scottish Nationalist	3	-	-	-	3	3	1	2	-	3	2	-	-	1	1	-	1	2	2	1	3	-	-	-	-	1	2	-	-	-	3
	1%	-	-	-	4%	4%	1%	1%	-	2%	5%	-	-	1%	1%	-	2%	1%	1%	1%	3%	-	-	-	-	1%	7%	-	-	-	1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2	-	-	-	2	2	2	-	-	2	1	1	-	1	-	1	-	1	2	-	1	-	1	1	2	-	1	-	1	-	3
	1%	-	-	-	3%	3%	2%	-	-	2%	2%	-	-	2%	-	3%	-	1%	1%	-	1%	-	2%	5%	1%	-	2%	-	1%	-	1%
UKIP	1	-	-	-	1	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-	1	1	-	-	-	-	1
	*	-	-	-	1%	1%	1%	-	1%	-	3%	-	-	1%	-	-	-	1%	1%	-	-	1%	-	-	*	1%	-	-	-	-	*
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	2	-	-	-	2	2	-	2	-	2	-	-	-	-	2	-	-	2	2	-	-	2	-	-	2	-	-	-	2	-	1
	1%	-	-	-	2%	2%	-	1%	-	1%	-	-	-	-	2%	-	-	1%	1%	-	-	2%	-	-	1%	-	-	-	2%	-	*
Other	2	-	-	-	2	2	2	-	2	-	2	2	-	2	-	-	-	2	-	2	-	2	-	-	2	-	-	-	-	-	1
	1%	-	-	-	2%	2%	2%	-	1%	-	2%	2%	-	2%	-	-	-	1%	-	3%	-	2%	-	-	1%	-	-	-	-	-	*
Undecided	85	-	-	-	-	-	36	49	18	62	10	38	1	40	26	6	13	66	58	27	35	19	31	7	69	37	8	5	16	2	81
	36%	-	-	-	-	-	40%	33%	34%	36%	33%	44%	27%	40%	32%	36%	33%	37%	33%	42%	37%	29%	40%	27%	34%	41%	29%	21%	23%	12%	33%
Would not vote	12	-	-	-	-	-	3	9	3	6	1	2	-	7	*	*	4	7	5	7	*	7	5	1	9	3	*	1	3	-	8
	5%	-	-	-	-	-	3%	6%	6%	3%	3%	2%	-	7%	*	2%	11%	4%	3%	10%	*	10%	6%	2%	4%	4%	1%	4%	4%	-	3%
Refused	28	-	-	-	-	-	11	18	9	16	4	9	-	10	13	1	4	23	24	4	13	6	10	5	24	8	4	*	1	-	32
	12%	-	-	-	-	-	12%	12%	17%	9%	14%	11%	-	10%	16%	6%	11%	13%	14%	6%	13%	8%	13%	21%	12%	9%	15%	2%	1%	-	13%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 9

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

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	528	528	528	528	528	528	-	238	290	96	198	234	23	73	106	92	96	138	54	169	152	90	117	321	207	528
Weighted Total	495	495	495	495	495	495	-	236	259	95	193	207	25	70	105	88	84	122	44	153	147	89	106	300	195	528
Conservative	167 34%	167 34%	167 34%	167 34%	167 34%	167 34%	-	86 36%	81 31%	28 30%	65 34%	73 35%	8 30%	20 29%	40 38%	26 29%	25 30%	48 39%	21 47%	57 37%	58 39%	26 29%	26 24%	115 38%	52 27%	171 32%
Labour	97 20%	97 20%	97 20%	97 20%	97 20%	97 20%	-	54 23%	43 17%	23 24%	37 19%	38 18%	6 24%	16 23%	20 19%	17 19%	18 21%	20 17%	7 15%	31 20%	29 20%	19 21%	19 18%	60 20%	38 19%	106 20%
Liberal Democrats (Lib Dem)	77 16%	77 16%	77 16%	77 16%	77 16%	77 16%	-	32 13%	46 18%	19 20%	25 13%	33 16%	3 13%	16 23%	11 11%	14 16%	12 14%	21 17%	5 11%	19 12%	28 19%	12 13%	19 17%	47 16%	30 15%	83 16%
Scottish Nationalist	13 3%	13 3%	13 3%	13 3%	13 3%	13 3%	-	8 3%	5 2%	2 2%	8 4%	3 2%	2 6%	- 7%	7 *	2 *	1 2%	1 1%	- 1%	1 1%	5 5%	6 5%	2 1%	10 1%	14 3%	
Plaid Cymru	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	- 2%	5 2%	2 2%	- 1%	2 2%	1 2%	2 2%	- 3%	- 2%	- 3%	- 1%	- 4%	1 3%	2 2%	- 3%	2 -	3 2%	2 1%	4 2%
Green Party	7 1%	7 1%	7 1%	7 1%	7 1%	7 1%	-	3 1%	4 2%	3 3%	2 1%	2 1%	2 9%	1 1%	2 2%	- 1%	1 1%	1 1%	- -	3 2%	2 2%	2 3%	- -	5 2%	2 1%	10 2%
UKIP	10 2%	10 2%	10 2%	10 2%	10 2%	10 2%	-	7 3%	4 1%	1 1%	4 2%	5 3%	- -	1 1%	3 3%	1 2%	3 3%	3 2%	2 4%	4 3%	3 2%	1 1%	3 2%	7 2%	3 2%	12 2%
Scottish Socialist Party	1 *	1 *	1 *	1 *	1 *	1 *	-	* *	1 *	- -	* *	1 *	- -	- -	* *	- -	- -	1 1%	- -	- *	* 1%	- -	* *	1 *	1 *	2 *
Independent Candidate	* *	* *	* *	* *	* *	* *	-	- *	* *	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- *	* -	- -	- -	* *	- -	1 *
Other	9 2%	9 2%	9 2%	9 2%	9 2%	9 2%	-	8 3%	1 1%	2 2%	5 3%	2 1%	- -	2 3%	2 2%	3 3%	1 2%	1 1%	- -	4 3%	1 1%	2 3%	1 1%	5 2%	4 2%	8 2%
Undecided	72 15%	72 15%	72 15%	72 15%	72 15%	72 15%	-	26 11%	46 18%	11 11%	30 16%	31 15%	2 6%	9 13%	14 13%	17 19%	14 17%	16 13%	5 11%	21 14%	19 13%	14 16%	19 17%	39 13%	33 17%	81 15%
Would not vote	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	-	1 1%	3 1%	2 2%	2 1%	- -	* 2%	2 3%	1 1%	1 2%	- -	- -	- *	* -	4 4%	* *	* *	4 2%	6 1%	
Refused	31 6%	31 6%	31 6%	31 6%	31 6%	31 6%	-	12 5%	19 7%	3 3%	13 7%	16 8%	2 6%	1 2%	4 4%	9 11%	5 6%	11 9%	5 12%	12 8%	4 3%	4 4%	12 11%	15 5%	16 8%	30 6%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 10

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

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	528	195	125	91	271	341	220	308	122	380	135	141	10	196	208	46	67	404	396	130	177	158	193	63	449	222	155	158	166	73	528	
Weighted Total	495	190	115	83	248	323	223	272	105	369	65	199	8	210	169	38	69	379	368	124	160	153	182	61	420	203	135	145	157	68	528	
Conservative	167	167	-	-	-	167	80	86	3	163	13	72	3	70	65	12	17	135	120	45	38	51	77	19	155	86	47	115	18	11	171	
	34%	88%	-	-	-	52%	36%	32%	3%	44%	20%	36%	35%	33%	39%	33%	25%	36%	33%	37%	24%	34%	42%	31%	37%	42%	35%	79%	12%	16%	32%	
Labour	97	-	97	-	97	-	37	61	59	32	17	24	5	36	22	12	24	58	66	30	42	27	29	15	76	41	38	4	80	2	106	
	20%	-	85%	-	39%	-	16%	22%	56%	9%	25%	12%	57%	17%	13%	33%	35%	15%	18%	24%	26%	17%	16%	25%	18%	20%	28%	3%	51%	3%	20%	
Liberal Democrats (Lib Dem)	77	-	-	77	77	77	36	41	13	59	10	37	1	36	20	5	15	56	65	13	18	18	42	17	72	21	19	4	21	44	83	
	16%	-	-	93%	31%	24%	16%	15%	13%	16%	16%	19%	7%	17%	12%	13%	21%	15%	18%	10%	11%	12%	23%	28%	17%	10%	14%	3%	14%	65%	16%	
Scottish Nationalist	13	-	-	-	13	13	6	6	6	6	1	8	-	8	3	-	2	11	10	3	13	-	-	-	-	5	*	-	1	-	14	
	3%	-	-	-	5%	4%	3%	2%	6%	2%	1%	4%	-	4%	2%	-	3%	3%	3%	2%	8%	-	-	-	-	3%	*	-	*	-	3%	
Plaid Cymru	5	-	-	-	5	5	3	2	-	4	1	2	-	3	2	-	-	5	3	1	-	5	-	-	-	3	2	2	1	-	4	
	1%	-	-	-	2%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	-	-	1%	1%	1%	-	3%	-	-	-	2%	2%	1%	*	-	1%	
Green Party	7	-	-	-	7	7	3	4	2	4	3	3	-	6	2	-	-	7	5	2	3	3	1	1	6	2	4	1	2	2	10	
	1%	-	-	-	3%	2%	1%	2%	2%	1%	5%	1%	-	3%	1%	-	-	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%	1%	1%	3%	2%	
UKIP	10	-	-	-	10	10	4	6	1	10	2	4	-	4	5	-	*	10	7	3	4	6	1	-	10	2	2	3	3	-	12	
	2%	-	-	-	4%	3%	2%	2%	*	3%	2%	2%	-	2%	3%	-	1%	3%	2%	3%	2%	4%	*	-	2%	1%	2%	2%	2%	-	2%	
Scottish Socialist Party	1	-	-	-	1	1	1	-	*	1	*	1	-	-	1	-	-	1	*	1	*	-	1	-	1	1	-	-	-	*	-	2
	*	-	-	-	1%	-	1%	-	*	*	*	*	-	-	1%	-	-	*	*	1%	*	-	1%	-	1%	1	-	-	*	-	*	
Independent Candidate	*	-	-	-	*	*	*	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	*	*	-	-	*	-	*	
	*	-	-	-	*	*	*	-	-	*	1%	-	-	*	-	-	-	*	-	*	-	-	*	-	*	*	-	-	*	-	*	
Other	9	-	-	-	8	8	8	1	1	8	1	8	-	3	-	3	3	3	8	1	3	5	1	-	6	3	5	1	2	-	8	
	2%	-	-	-	3%	3%	4%	*	1%	2%	2%	4%	-	1%	-	8%	4%	1%	2%	1%	2%	3%	1%	-	2%	2%	4%	1%	1%	-	2%	
Undecided	72	19	17	5	26	28	30	42	12	56	12	25	-	29	31	5	5	60	60	12	25	26	21	7	61	30	13	12	28	8	81	
	15%	10%	15%	6%	10%	9%	13%	15%	12%	15%	19%	13%	-	14%	19%	14%	7%	16%	16%	10%	16%	17%	11%	11%	14%	15%	9%	8%	18%	12%	15%	
Would not vote	5	-	-	-	-	-	*	4	1	3	1	1	-	3	1	-	*	4	*	4	*	2	2	-	5	*	*	-	-	-	6	
	1%	-	-	-	-	-	*	2%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	*	3%	*	2%	1%	-	1%	*	*	-	-	-	1%	
Refused	31	4	1	1	3	6	13	18	7	22	4	14	-	12	17	-	2	29	24	8	15	10	6	3	27	8	4	4	1	1	30	
	6%	2%	1%	1%	1%	2%	6%	7%	6%	6%	6%	7%	-	6%	10%	-	3%	8%	6%	6%	10%	6%	3%	4%	6%	4%	3%	3%	*	1%	6%	

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 11

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

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	111	111	111	111	111	111	-	38	73	15	44	52	3	12	20	24	20	32	14	32	25	20	34	57	54	111
Weighted Total	103	103	103	103	103	103	-	38	65	13	44	46	3	10	18	26	19	27	10	32	22	18	31	55	49	111
Conservative	23 22%	23 22%	23 22%	23 22%	23 22%	23 22%	-	11 28%	12 19%	2 14%	12 27%	9 20%	1 33%	1 9%	9 52%	3 11%	2 9%	7 28%	2 25%	5 16%	8 38%	1 8%	8 26%	14 25%	9 19%	24 22%
Labour	18 17%	18 17%	18 17%	18 17%	18 17%	18 17%	-	6 17%	11 17%	3 24%	7 17%	7 15%	1 17%	3 26%	2 9%	6 23%	2 12%	5 17%	1 7%	5 17%	6 26%	4 20%	3 9%	11 21%	6 13%	19 17%
Liberal Democrats (Lib Dem)	5 5%	5 5%	5 5%	5 5%	5 5%	5 5%	-	3 8%	3 4%	-	3 7%	3 5%	-	-	1 7%	2 7%	1 6%	1 5%	-	3 10%	-	1 6%	1 3%	3 6%	2 5%	8 7%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2 2%	2 2%	2 2%	2 2%	2 2%	2 2%	-	1 2%	1 2%	2 11%	1 1%	-	-	2 15%	1 3%	-	-	-	-	1 4%	-	1 5%	-	1 2%	1 2%	3 3%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	2 2%	2 2%	2 2%	2 2%	2 2%	2 2%	-	-	2 3%	-	2 4%	-	-	-	2 6%	-	-	-	-	-	-	-	2 5%	-	2 3%	1 1%
Other	2 2%	2 2%	2 2%	2 2%	2 2%	2 2%	-	-	2 3%	-	2 4%	-	-	-	2 6%	-	-	-	-	-	-	2 9%	-	-	2 3%	1 1%
Undecided	30 29%	30 29%	30 29%	30 29%	30 29%	30 29%	-	8 22%	22 34%	4 27%	9 21%	17 38%	-	4 36%	4 20%	6 22%	10 50%	8 29%	3 31%	10 30%	5 21%	7 40%	9 29%	14 26%	16 33%	33 30%
Would not vote	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	1 2%	*	1 3%	-	-	*	1 3%	-	-	-	-	*	1 3%	-	-	1 2%	-	2 2%
Refused	20 20%	20 20%	20 20%	20 20%	20 20%	20 20%	-	9 23%	11 18%	3 20%	7 17%	10 22%	2 50%	1 10%	1 5%	7 25%	4 23%	6 22%	4 37%	7 22%	3 13%	2 12%	8 27%	10 18%	10 21%	20 18%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 12

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

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	111	24	19	8	32	37	40	71	23	79	29	30	-	39	52	7	11	91	88	23	44	38	29	7	94	43	19	20	32	10	111
Weighted Total	103	23	18	5	29	34	43	60	19	78	16	39	-	41	48	5	7	89	83	20	40	36	27	9	87	38	17	16	28	9	111
Conservative	23	23	-	-	-	23	8	15	2	21	1	7	-	10	10	1	1	20	15	8	5	9	9	3	22	5	2	12	2	3	24
	22%	100%	-	-	-	68%	18%	25%	9%	27%	7%	18%	-	26%	20%	17%	9%	23%	18%	39%	14%	24%	32%	34%	25%	13%	14%	71%	8%	30%	22%
Labour	18	-	18	-	18	-	9	9	5	11	2	10	-	5	10	1	2	15	14	3	7	10	1	-	14	7	4	-	16	-	19
	17%	-	100%	-	62%	-	20%	15%	25%	14%	15%	26%	-	12%	20%	12%	27%	16%	17%	16%	18%	27%	2%	-	16%	20%	24%	-	55%	-	17%
Liberal Democrats (Lib Dem)	5	-	-	5	5	5	2	4	*	4	2	1	-	3	2	-	1	4	4	1	3	1	1	-	5	2	2	-	1	5	8
	5%	-	-	100%	19%	16%	4%	6%	2%	5%	13%	2%	-	7%	3%	-	14%	5%	5%	6%	8%	4%	3%	-	6%	5%	9%	-	2%	56%	7%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	2	-	-	-	2	2	2	-	-	2	1	1	-	1	-	1	-	1	2	-	1	-	1	1	2	-	1	-	1	-	3
	2%	-	-	-	7%	6%	5%	-	-	3%	4%	4%	-	4%	-	12%	-	2%	3%	-	2%	-	4%	13%	2%	-	3%	-	3%	-	3%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent Candidate	2	-	-	-	2	2	-	2	-	2	-	-	-	-	2	-	-	2	2	-	-	2	-	-	2	-	-	-	2	-	1
	2%	-	-	-	6%	5%	-	3%	-	2%	-	-	-	-	3%	-	-	2%	2%	-	-	5%	-	-	2%	-	-	-	6%	-	1%
Other	2	-	-	-	2	2	2	-	-	2	-	2	-	2	-	-	-	2	-	2	-	2	-	-	2	-	-	-	-	-	1
	2%	-	-	-	6%	5%	4%	-	-	2%	-	4%	-	4%	-	-	-	2%	-	8%	-	5%	-	-	2%	-	-	-	-	-	1%
Undecided	30	-	-	-	-	-	13	17	6	23	5	11	-	11	15	3	2	26	28	2	12	8	10	2	23	18	5	4	7	1	33
	29%	-	-	-	-	-	31%	29%	33%	30%	34%	28%	-	27%	30%	52%	28%	29%	34%	12%	30%	23%	38%	18%	26%	47%	32%	26%	24%	15%	30%
Would not vote	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	*	-	1	1	-	-	-	1	1	*	*	-	1	-	2	
	1%	-	-	-	-	-	2%	-	-	1%	6%	-	-	2%	-	7%	-	1%	1%	-	-	-	4%	7%	1%	1%	2%	-	2%	-	2%
Refused	20	-	-	-	-	-	7	13	6	13	3	7	-	8	11	-	2	19	17	4	11	5	4	3	17	5	3	*	-	-	20
	20%	-	-	-	-	-	16%	22%	31%	16%	20%	17%	-	19%	23%	-	23%	21%	20%	18%	28%	13%	16%	28%	19%	14%	15%	3%	-	-	18%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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 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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
1 - Absolutely certain not to vote	82	-	-	-	-	-	82	36	45	31	31	20	12	19	17	14	7	13	5	20	15	22	25	36	46	76
	8%	-	-	-	-	-	100%	8%	9%	11%	9%	6%	10%	11%	9%	9%	4%	6%	6%	8%	5%	10%	10%	6%	10%	8%
2	22	-	-	-	-	-	-	6	15	11	6	5	7	3	1	6	-	5	4	10	3	5	4	13	9	17
	2%	-	-	-	-	-	-	1%	3%	4%	2%	1%	6%	2%	*	3%	-	3%	5%	4%	1%	2%	1%	2%	2%	2%
3	28	-	-	-	-	-	-	20	8	16	9	3	8	8	7	2	2	1	-	1	13	8	6	14	14	24
	3%	-	-	-	-	-	-	4%	2%	6%	2%	1%	7%	5%	4%	1%	1%	1%	-	*	5%	4%	3%	3%	3%	2%
4	23	-	-	-	-	-	-	11	12	16	4	3	11	5	3	2	3	-	-	1	8	5	10	8	15	19
	2%	-	-	-	-	-	-	2%	2%	6%	1%	1%	9%	3%	1%	1%	2%	-	-	*	3%	3%	4%	2%	3%	2%
5	94	-	-	-	-	-	-	45	49	35	28	31	16	19	17	11	13	18	7	20	20	25	29	40	54	86
	9%	-	-	-	-	-	-	9%	9%	12%	8%	9%	14%	12%	9%	6%	8%	9%	9%	8%	7%	12%	12%	7%	12%	9%
6	39	-	39	-	-	-	-	19	20	15	14	10	11	5	8	6	6	3	2	13	11	7	8	24	16	39
	4%	-	5%	-	-	-	-	4%	4%	5%	4%	3%	9%	3%	4%	4%	4%	2%	3%	5%	4%	4%	3%	4%	3%	4%
7	46	-	46	46	-	-	-	20	26	13	21	12	8	5	14	7	8	4	2	8	19	11	8	27	19	46
	5%	-	6%	7%	-	-	-	4%	5%	5%	6%	3%	7%	3%	7%	4%	5%	2%	2%	3%	7%	5%	3%	5%	4%	5%
8	89	-	89	89	89	-	-	46	44	34	25	30	16	19	10	15	15	15	5	16	28	24	21	44	45	89
	9%	-	12%	13%	14%	-	-	10%	8%	12%	7%	8%	13%	11%	5%	9%	10%	7%	6%	6%	10%	12%	9%	8%	10%	9%
9	63	-	63	63	63	63	-	37	26	15	24	24	2	13	11	13	13	11	7	14	24	8	17	38	25	59
	6%	-	9%	9%	10%	11%	-	8%	5%	5%	7%	7%	2%	8%	6%	8%	9%	5%	8%	5%	8%	4%	7%	7%	6%	6%
10 - Absolutely certain to vote	495	495	495	495	495	495	-	236	259	95	193	207	25	70	105	88	84	122	44	153	147	89	106	300	195	528
	50%	100%	68%	71%	76%	89%	-	49%	50%	34%	54%	58%	22%	42%	54%	54%	56%	60%	52%	59%	51%	43%	44%	55%	44%	53%
Don't know	13	-	-	-	-	-	-	6	7	2	2	9	2	-	1	1	-	9	7	3	2	2	6	5	8	11
	1%	-	-	-	-	-	-	1%	1%	1%	1%	3%	1%	-	*	1%	-	5%	9%	1%	1%	1%	3%	1%	2%	1%
Refused	1	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	1	1	-	-	-	1	-	1	2
	*	-	-	-	-	-	-	-	*	-	*	*	-	-	*	-	-	*	1%	-	-	-	1%	-	*	*
Mean	7.70	10.00	9.27	9.45	9.63	9.89	1.00	7.75	7.66	6.71	7.88	8.34	5.98	7.21	7.84	7.93	8.36	8.32	8.05	8.06	7.99	7.24	7.37	8.02	7.31	7.90

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private rent	Social rent	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996	
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996	
1 - Absolutely certain not to vote	82	9	7	1	9	10	47	35	15	63	10	44	3	45	11	12	13	55	52	29	22	29	30	16	73	36	10	7	10	1	76	
	8%	3%	3%	1%	2%	2%	10%	7%	6%	9%	8%	10%	10%	10%	4%	14%	8%	8%	7%	10%	7%	10%	8%	13%	9%	9%	5%	3%	4%	1%	8%	
2	22	5	3	-	4	6	9	13	6	11	2	6	4	13	5	2	-	18	18	4	8	8	6	1	18	10	4	1	3	-	17	
	2%	2%	1%	-	1%	1%	2%	2%	3%	2%	1%	1%	16%	3%	2%	-	3%	3%	3%	1%	2%	3%	2%	1%	2%	2%	2%	*	1%	-	2%	
3	28	3	2	1	6	7	17	11	6	22	3	16	-	20	5	1	2	24	13	15	9	8	11	1	25	8	3	2	4	-	24	
	3%	1%	1%	*	1%	1%	4%	2%	3%	3%	3%	4%	-	4%	2%	1%	1%	3%	2%	5%	3%	3%	3%	*	3%	2%	1%	2%	-	-	2%	
4	23	6	4	2	8	10	12	11	9	9	3	11	-	7	5	5	6	12	17	6	8	9	6	6	19	7	5	2	1	1	19	
	2%	2%	2%	2%	2%	2%	3%	2%	4%	1%	2%	2%	-	2%	2%	6%	4%	2%	2%	2%	2%	3%	2%	4%	2%	2%	2%	1%	*	1%	2%	
5	94	20	28	9	44	37	33	61	16	73	8	35	4	37	17	11	28	54	62	32	43	21	30	7	77	45	7	7	30	5	86	
	9%	7%	12%	7%	10%	7%	7%	11%	7%	10%	7%	8%	16%	8%	6%	13%	16%	7%	9%	11%	13%	7%	9%	5%	9%	11%	4%	3%	11%	5%	9%	
6	39	11	14	2	22	19	25	14	10	26	3	26	-	19	4	4	11	23	27	12	12	13	15	5	38	21	9	3	11	2	39	
	4%	4%	6%	2%	5%	4%	6%	3%	4%	4%	3%	6%	-	4%	1%	4%	7%	3%	4%	4%	4%	4%	4%	4%	4%	5%	4%	1%	4%	2%	4%	
7	46	11	21	4	27	17	23	23	15	30	8	20	-	24	8	1	12	33	26	19	14	17	15	9	42	15	11	4	13	4	46	
	5%	4%	9%	3%	6%	3%	5%	4%	6%	4%	6%	5%	-	5%	3%	1%	7%	5%	4%	7%	4%	5%	4%	7%	5%	4%	5%	2%	5%	4%	5%	
8	89	26	20	23	48	54	39	50	21	65	10	39	2	38	26	9	17	64	66	23	33	23	33	10	84	42	12	20	21	7	89	
	9%	8%	9%	17%	10%	10%	9%	9%	9%	9%	9%	9%	9%	8%	10%	10%	10%	9%	9%	8%	10%	9%	9%	8%	10%	10%	6%	10%	8%	7%	9%	
9	63	24	14	12	35	45	31	32	20	43	5	31	5	36	14	5	7	49	47	17	18	26	20	9	52	21	13	11	17	13	59	
	6%	8%	6%	9%	8%	8%	7%	6%	9%	6%	4%	7%	20%	8%	5%	6%	4%	7%	7%	6%	5%	8%	6%	7%	6%	5%	6%	6%	6%	13%	6%	
10 - Absolutely certain to vote	495	190	115	83	248	323	223	272	105	369	65	199	8	210	169	38	69	379	368	124	160	153	182	61	420	203	135	145	157	68	528	
	50%	62%	48%	60%	54%	61%	49%	51%	45%	52%	56%	47%	30%	47%	62%	42%	41%	53%	52%	44%	48%	49%	51%	48%	49%	49%	64%	72%	57%	67%	53%	
Don't know	13	2	9	-	9	2	-	13	8	5	-	-	-	-	8	1	3	8	12	1	7	2	5	3	9	6	1	2	8	-	11	
	1%	1%	4%	-	2%	*	-	2%	3%	1%	-	-	-	-	3%	2%	2%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	1%	3%	-	1%	
Refused	1	-	-	1	1	1	-	1	1	1	-	-	-	-	-	-	1	-	1	1	-	1	1	1	1	-	-	-	-	-	2	
	*	-	-	1%	*	*	-	*	*	*	-	-	-	-	-	-	1%	-	*	*	-	*	*	1%	*	-	-	-	-	-	-	*
Mean	7.70	8.57	8.06	8.89	8.40	8.65	7.55	7.84	7.73	7.76	7.93	7.50	6.69	7.48	8.51	7.04	7.39	7.86	7.86	7.28	7.67	7.66	7.78	7.58	7.67	7.65	8.51	9.02	8.35	9.15	7.90	

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*=Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Satisfied	232	105	171	161	146	125	15	122	110	98	69	64	47	51	37	32	26	38	18	71	56	43	62	127	105	239
	23%	21%	23%	23%	23%	22%	18%	25%	21%	35%	19%	18%	40%	31%	19%	19%	18%	19%	21%	28%	19%	21%	25%	23%	23%	24%
Dissatisfied	715	369	532	506	476	412	63	340	375	168	276	271	58	110	150	126	119	153	61	178	224	149	164	402	313	705
	72%	75%	73%	73%	74%	74%	77%	70%	73%	59%	77%	77%	49%	66%	77%	77%	79%	75%	72%	69%	77%	73%	68%	73%	70%	71%
Don't know	49	21	30	26	25	21	4	21	29	17	14	18	13	4	8	7	5	12	6	9	11	13	16	20	29	52
	5%	4%	4%	4%	4%	4%	5%	4%	6%	6%	4%	5%	11%	3%	4%	4%	4%	6%	7%	3%	4%	6%	7%	4%	7%	5%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996
Satisfied	232	23	112	29	155	66	98	134	232	-	37	87	8	100	49	33	48	149	168	64	87	54	91	38	193	91	55	15	86	22	239
	23%	8%	47%	21%	34%	12%	21%	25%	100%	-	31%	20%	30%	22%	18%	36%	28%	21%	24%	23%	26%	18%	26%	30%	22%	22%	26%	7%	31%	22%	24%
Dissatisfied	715	277	110	103	280	447	348	368	-	715	74	326	17	329	207	55	114	536	511	201	234	231	250	78	625	301	142	186	175	75	705
	72%	90%	46%	75%	61%	84%	76%	68%	-	100%	63%	76%	62%	73%	76%	61%	66%	74%	72%	71%	70%	75%	71%	61%	73%	73%	68%	92%	64%	74%	71%
Don't know	49	8	17	6	25	16	13	36	-	-	6	13	2	19	15	2	9	35	33	17	13	24	13	12	40	21	12	2	14	4	52
	5%	3%	7%	5%	6%	3%	3%	7%	-	-	5%	3%	8%	4%	6%	3%	6%	5%	5%	6%	4%	8%	4%	9%	5%	5%	6%	1%	5%	4%	5%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Satisfied	322	149	235	220	199	167	18	162	159	117	91	113	55	62	45	46	43	70	28	86	90	60	86	175	146	315
	32%	30%	32%	32%	31%	30%	23%	34%	31%	41%	25%	32%	47%	38%	23%	28%	29%	34%	33%	33%	31%	29%	35%	32%	33%	32%
Dissatisfied	616	327	470	446	423	369	55	304	311	147	246	223	51	96	138	108	97	126	53	162	186	136	132	349	267	624
	62%	66%	64%	64%	65%	66%	67%	63%	61%	52%	69%	63%	44%	58%	71%	65%	64%	62%	63%	63%	64%	66%	54%	64%	60%	63%
Don't know	59	19	27	27	25	22	8	15	43	19	22	18	11	8	11	10	10	7	4	10	15	9	24	25	34	57
	6%	4%	4%	4%	4%	4%	10%	3%	8%	7%	6%	5%	10%	5%	6%	6%	7%	4%	4%	4%	5%	4%	10%	5%	8%	6%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

* = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996
Satisfied	322	40	150	42	210	100	132	190	197	100	43	117	10	134	82	36	65	216	239	82	108	98	116	53	255	136	70	25	128	24	315
	32%	13%	63%	31%	46%	19%	29%	35%	85%	14%	37%	28%	35%	30%	30%	40%	38%	30%	34%	29%	32%	32%	33%	42%	30%	33%	33%	12%	47%	24%	32%
Dissatisfied	616	260	72	90	225	413	308	308	28	581	67	293	14	294	176	47	89	470	432	181	201	190	225	69	550	256	126	176	133	73	624
	62%	85%	30%	65%	49%	78%	67%	57%	12%	81%	57%	69%	52%	66%	65%	52%	52%	65%	61%	64%	60%	61%	64%	54%	64%	62%	60%	87%	48%	72%	63%
Don't know	59	8	17	6	26	17	18	40	6	34	7	16	3	21	14	7	17	35	40	19	24	22	12	6	53	22	13	2	14	4	57
	6%	3%	7%	4%	6%	3%	4%	7%	3%	5%	6%	4%	12%	5%	5%	7%	10%	5%	6%	7%	7%	7%	3%	5%	6%	5%	6%	1%	5%	4%	6%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Satisfied	487 49%	282 57%	398 54%	381 55%	357 55%	315 56%	17 21%	250 52%	237 46%	140 49%	178 50%	169 48%	58 49%	82 50%	107 55%	71 43%	69 46%	100 49%	37 44%	142 55%	147 50%	99 48%	99 41%	289 53%	198 44%	500 50%
Dissatisfied	341 34%	145 29%	233 32%	217 31%	200 31%	165 30%	44 54%	170 35%	172 33%	86 30%	136 38%	119 34%	32 27%	54 33%	68 35%	69 42%	52 34%	67 33%	31 37%	82 32%	93 32%	74 36%	92 38%	175 32%	166 37%	339 34%
Don't know	168 17%	68 14%	102 14%	96 14%	90 14%	78 14%	21 25%	63 13%	105 20%	58 20%	45 12%	66 19%	29 24%	29 18%	20 10%	25 15%	30 20%	36 18%	16 19%	34 13%	51 18%	32 16%	51 21%	85 16%	83 19%	157 16%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996	
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996	
Satisfied	487	246	89	59	176	333	232	255	127	345	60	215	9	218	142	47	73	360	355	132	145	152	189	62	430	202	110	160	111	47	500	
	49%	80%	37%	43%	38%	63%	51%	47%	55%	48%	52%	51%	35%	49%	52%	52%	43%	50%	50%	47%	44%	49%	54%	48%	50%	49%	53%	79%	41%	47%	50%	
Dissatisfied	341	32	113	52	207	125	160	182	67	262	42	142	13	144	88	30	75	232	242	97	127	105	109	40	284	140	66	20	126	40	339	
	34%	10%	47%	38%	45%	24%	35%	34%	29%	37%	36%	33%	47%	32%	32%	33%	44%	32%	34%	34%	38%	34%	31%	31%	33%	34%	31%	10%	46%	39%	34%	
Don't know	168	30	37	27	78	70	67	101	38	108	15	69	5	87	42	14	23	129	114	54	61	52	55	26	145	72	33	22	38	14	157	
	17%	10%	15%	19%	17%	13%	15%	19%	16%	15%	13%	16%	19%	19%	15%	15%	13%	18%	16%	19%	18%	17%	16%	20%	17%	17%	16%	11%	14%	14%	16%	

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Satisfied	439 44%	259 52%	366 50%	351 51%	337 52%	294 53%	14 17%	243 50%	196 38%	122 43%	151 42%	165 47%	48 40%	75 45%	94 48%	57 35%	68 45%	98 48%	39 46%	129 50%	136 47%	81 39%	92 38%	265 48%	173 39%	446 45%
Dissatisfied	266 27%	122 25%	187 25%	175 25%	160 25%	133 24%	38 47%	131 27%	135 26%	60 21%	117 33%	90 25%	21 18%	38 23%	48 25%	69 42%	38 25%	52 26%	18 21%	67 26%	72 25%	69 34%	58 24%	139 25%	127 28%	270 27%
Don't know	291 29%	114 23%	180 25%	168 24%	150 23%	131 23%	30 36%	108 22%	183 36%	102 36%	91 25%	99 28%	49 42%	53 32%	53 27%	38 23%	45 30%	53 26%	28 33%	62 24%	83 28%	55 27%	91 38%	144 26%	147 33%	280 28%

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems		
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996	
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996	
Satisfied	439	154	87	107	222	289	208	230	131	296	54	201	9	210	120	40	62	330	329	110	139	120	180	59	384	170	114	101	115	73	446	
	44%	50%	36%	77%	48%	55%	45%	43%	56%	41%	47%	47%	33%	47%	44%	45%	36%	46%	46%	39%	42%	39%	51%	46%	45%	41%	54%	50%	42%	72%	45%	
Dissatisfied	266	73	74	17	119	119	141	125	37	225	31	117	10	102	83	22	55	185	189	75	99	88	79	27	228	116	42	50	89	14	270	
	27%	24%	31%	12%	26%	22%	31%	23%	16%	31%	27%	27%	37%	23%	30%	25%	32%	26%	27%	26%	30%	29%	22%	21%	27%	28%	20%	25%	33%	14%	27%	
Don't know	291	81	79	15	120	122	109	182	64	194	31	108	8	136	69	28	54	205	193	98	95	101	94	42	247	128	54	51	70	14	280	
	29%	26%	33%	11%	26%	23%	24%	34%	28%	27%	27%	25%	30%	30%	25%	31%	32%	28%	27%	35%	29%	33%	27%	33%	29%	31%	26%	25%	26%	14%	28%	

Fieldwork dates : 16th to 18th October 2009

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

Source : Ipsos MORI J2009/87 & J17489x9/r9

*Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Improve	441 44%	217 44%	347 47%	322 46%	295 46%	244 44%	29 36%	241 50%	200 39%	133 47%	158 44%	151 43%	54 46%	79 48%	91 47%	67 41%	61 40%	90 44%	31 37%	135 52%	132 45%	82 40%	92 38%	267 49%	174 39%	441 44%
Stay the same	306 31%	154 31%	220 30%	211 30%	200 31%	177 32%	22 27%	131 27%	175 34%	86 30%	111 31%	109 31%	34 29%	51 31%	58 30%	53 32%	50 33%	59 29%	22 26%	74 29%	101 35%	60 29%	72 30%	174 32%	132 30%	282 28%
Get worse	231 23%	113 23%	154 21%	150 22%	141 22%	127 23%	25 31%	105 22%	126 25%	62 22%	83 23%	85 24%	30 25%	33 20%	44 23%	40 24%	36 24%	49 24%	28 33%	46 18%	54 19%	61 30%	71 29%	100 18%	131 29%	252 25%
Don't know	17 2%	10 2%	11 2%	11 2%	10 2%	10 2%	5 6%	4 1%	13 3%	3 1%	7 2%	8 2%	- -	3 2%	2 1%	5 3%	4 3%	4 2%	3 3%	4 2%	4 1%	2 1%	7 3%	8 1%	9 2%	21 2%

Fieldwork dates : 16th to 18th October 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/87 & J17489x9/r9
 * = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996
Improve	441	132	128	76	234	237	217	224	137	278	57	201	13	212	114	42	65	326	321	118	144	133	165	66	379	165	108	85	140	52	441
	44%	43%	53%	55%	51%	45%	47%	42%	59%	39%	49%	47%	48%	47%	42%	47%	38%	45%	45%	42%	43%	43%	47%	52%	44%	40%	52%	42%	51%	51%	44%
Stay the same	306	106	59	38	130	177	149	157	58	237	28	142	12	142	82	24	54	224	212	95	94	115	97	31	261	128	54	69	69	28	282
	31%	35%	25%	27%	28%	33%	33%	29%	25%	33%	24%	33%	43%	32%	30%	27%	32%	31%	30%	33%	28%	37%	28%	24%	30%	31%	26%	34%	25%	27%	28%
Get worse	231	67	48	23	91	110	87	144	31	189	32	77	2	89	71	21	47	159	164	66	88	59	84	26	206	116	42	45	63	20	252
	23%	22%	20%	16%	20%	21%	19%	27%	13%	26%	27%	18%	8%	20%	26%	24%	28%	22%	23%	23%	26%	19%	24%	20%	24%	28%	20%	22%	23%	20%	25%
Don't know	17	3	4	1	6	5	5	13	5	11	1	6	-	5	5	2	4	11	14	3	8	3	7	5	13	5	5	4	3	1	21
	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	-	1%	2%	3%	3%	2%	2%	1%	2%	4%	1%	1%	2%	1%	2%	2%	1%	1%	2%

Fieldwork dates : 16th to 18th October 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/87 & J17489x9/r9
 *=Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 25
- 2005 GENERAL ELECTION -
Q.8 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	996	528	761	722	676	587	76	442	554	254	352	390	89	165	189	163	169	221	96	277	270	192	257	547	449	996
Weighted Total	996	495	733	693	647	558	82	482	514	283	359	353	118	166	195	165	151	203	84	258	291	205	242	549	447	996
Conservative	202	145	183	180	176	157	7	104	98	29	74	100	6	22	42	32	29	71	30	57	71	34	40	128	74	214
	20%	29%	25%	26%	27%	28%	8%	22%	19%	10%	21%	28%	5%	13%	21%	20%	19%	35%	36%	22%	25%	17%	17%	23%	17%	28%
Labour	275	157	219	208	195	174	10	130	145	55	107	113	10	45	51	56	48	65	24	77	77	57	64	154	121	282
	28%	32%	30%	30%	30%	31%	13%	27%	28%	19%	30%	32%	9%	27%	26%	34%	32%	32%	29%	30%	27%	28%	26%	28%	27%	28%
Lib Dems	101	68	94	92	88	81	1	53	48	27	33	41	4	23	19	14	22	19	6	35	35	12	20	69	32	103
	10%	14%	13%	13%	14%	15%	1%	11%	9%	10%	9%	12%	3%	14%	10%	9%	15%	9%	8%	13%	12%	6%	8%	13%	7%	10%
Scottish/Welsh nationalist	21	14	17	17	16	15	*	10	11	2	11	8	2	1	10	1	3	6	5	2	4	5	9	7	14	20
	2%	3%	2%	2%	2%	3%	1%	2%	2%	1%	3%	2%	1%	*	5%	1%	2%	3%	6%	1%	1%	3%	4%	1%	3%	2%
UKIP - UK Independence Party	8	7	7	7	7	7	*	4	3	1	3	4	-	1	3	1	1	2	2	3	3	-	1	7	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	*	1%	*	1%	1%	2%	1%	1%	-	*	1%	*	1%
Green	3	1	3	3	1	1	-	*	3	2	1	-	2	*	*	*	-	-	-	*	2	*	*	2	1	4
	*	*	*	*	*	*	-	*	1%	1%	*	-	2%	*	*	*	-	-	-	*	1%	*	*	*	*	*
BNP - British National Party	3	*	3	2	2	2	-	3	-	-	1	2	-	-	-	1	2	-	-	-	*	-	2	*	2	3
	*	*	*	*	*	*	-	1%	-	-	*	1%	-	-	-	1%	1%	-	-	-	*	-	1%	*	1%	*
Other	21	12	15	14	13	13	3	11	10	5	9	8	1	4	6	3	4	4	-	4	3	6	7	8	14	25
	2%	2%	2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	-	2%	1%	3%	3%	1%	3%	3%
Did not vote	229	36	99	90	78	52	53	111	118	108	76	45	49	59	46	30	25	20	10	52	60	61	56	112	117	213
	23%	7%	13%	13%	12%	9%	65%	23%	23%	38%	21%	13%	41%	36%	23%	18%	16%	10%	12%	20%	21%	30%	23%	20%	26%	21%
Too young	39	7	22	16	12	8	1	18	21	39	-	-	39	-	-	-	-	-	-	7	16	7	9	23	16	28
	4%	1%	3%	2%	2%	1%	1%	4%	4%	14%	-	-	33%	-	-	-	-	-	-	3%	5%	3%	4%	4%	4%	3%
Can't remember	58	19	38	31	26	19	3	24	34	14	30	13	4	10	15	16	8	5	2	10	14	15	19	24	33	57
	6%	4%	5%	5%	4%	3%	4%	5%	7%	5%	8%	4%	4%	6%	8%	9%	5%	3%	2%	4%	5%	7%	8%	4%	7%	6%
Refused	37	28	33	33	32	29	3	14	23	3	15	19	1	1	4	10	9	10	5	10	5	8	15	15	22	38
	4%	6%	4%	5%	5%	5%	4%	3%	4%	1%	4%	6%	1%	1%	2%	6%	6%	5%	6%	4%	2%	4%	6%	3%	5%	4%

Fieldwork dates : 16th to 18th October 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/87 & J17489x9/r9
 * = Less than 0.5%

Ipsos MORI Political Monitor - October 2009

Table 26
 - 2005 GENERAL ELECTION -
 Q.8 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	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	996	302	243	144	478	537	412	584	239	705	236	291	20	381	333	107	156	714	728	265	338	301	357	122	860	411	220	214	282	103	996	
Weighted Total	996	308	239	138	461	529	458	538	232	715	117	426	27	448	272	90	171	720	711	282	333	309	353	128	858	414	209	202	275	101	996	
Conservative	202	173	4	7	18	186	93	109	15	186	16	83	2	85	76	13	22	161	154	48	42	72	88	20	187	90	45	202	-	-	214	
		20%	56%	2%	5%	4%	35%	20%	20%	6%	26%	14%	19%	7%	19%	28%	15%	13%	22%	22%	17%	13%	23%	25%	15%	22%	22%	22%	100%	-	-	21%
Labour	275	35	157	29	207	84	113	162	86	175	35	105	9	119	74	20	59	193	188	85	121	82	72	36	222	122	65	-	275	-	282	
		28%	11%	66%	21%	45%	16%	25%	30%	37%	24%	30%	25%	34%	27%	27%	23%	34%	27%	26%	30%	36%	26%	20%	28%	26%	29%	31%	-	100%	-	28%
Lib Dems	101	17	3	72	82	96	53	48	22	75	14	49	2	45	31	8	17	76	82	18	28	24	49	16	93	30	29	-	-	101	103	
		10%	6%	1%	52%	18%	18%	12%	9%	10%	12%	11%	9%	10%	11%	9%	10%	11%	12%	6%	8%	8%	14%	12%	11%	7%	14%	-	-	100%	-	10%
Scottish/Welsh nationalist	21	1	*	-	16	17	10	11	7	12	3	11	-	13	3	3	3	16	16	5	16	5	-	-	-	9	2	-	-	-	20	2%
		2%	*	*	-	4%	3%	2%	3%	2%	3%	3%	-	3%	1%	3%	2%	2%	2%	2%	2%	5%	2%	-	-	2%	1%	-	-	-	-	2%
UKIP - UK Independence Party	8	3	-	-	4	7	4	3	1	7	2	3	-	4	3	*	-	7	5	3	3	3	1	-	7	2	2	-	-	-	9	1%
		1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	*	-	1%	1%	1%	-	-	-	-	1%
Green	3	-	2	*	3	1	*	3	-	3	1	-	-	3	*	-	-	3	*	3	-	2	1	1	3	*	2	-	-	-	4	*
		*	-	1%	*	1%	*	1%	-	*	1%	-	-	1%	*	-	-	*	*	1%	-	1%	*	1%	*	*	1%	-	-	-	-	*
BNP - British National Party	3	-	1	-	3	2	*	2	-	3	*	-	-	2	-	*	1	2	2	1	*	2	1	-	1	2	-	-	-	-	3	*
		*	-	*	-	1%	*	*	-	*	*	-	-	*	-	*	*	*	*	*	*	*	1%	-	*	1%	-	-	-	-	-	*
Other	21	1	5	1	13	9	13	9	6	15	4	10	-	10	6	*	4	16	17	4	6	12	4	2	15	13	8	-	-	-	25	2%
		2%	*	2%	1%	3%	2%	3%	2%	3%	2%	3%	-	2%	2%	1%	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	3%	4%	-	-	-	3%
Did not vote	229	53	46	20	79	87	117	112	56	155	28	111	11	108	39	37	42	146	163	66	75	62	91	38	213	88	36	-	-	-	213	23%
		23%	17%	19%	14%	17%	16%	25%	21%	24%	24%	26%	40%	24%	14%	41%	24%	20%	23%	23%	23%	20%	26%	30%	25%	21%	17%	-	-	-	-	21%
Too young	39	10	8	6	14	16	14	25	24	15	3	14	-	16	8	2	12	25	24	15	10	20	9	5	37	15	6	-	-	-	28	4%
		4%	3%	3%	4%	3%	3%	5%	10%	2%	2%	3%	-	4%	3%	2%	7%	3%	3%	5%	3%	6%	3%	4%	4%	4%	3%	3%	-	-	-	3%
Can't remember	58	14	14	3	22	22	29	28	9	44	6	27	3	29	15	4	8	45	29	29	19	15	23	7	48	27	10	-	-	-	57	6%
		6%	5%	6%	2%	5%	4%	5%	4%	6%	5%	6%	10%	7%	6%	4%	5%	6%	4%	4%	10%	6%	5%	6%	6%	6%	6%	5%	-	-	-	6%
Refused	37	*	-	-	-	*	13	24	7	26	5	13	-	14	16	2	4	31	31	6	13	10	14	3	32	15	3	-	-	-	38	4%
		4%	*	-	-	*	3%	5%	3%	4%	4%	3%	-	3%	6%	2%	2%	4%	4%	2%	4%	3%	4%	3%	4%	4%	1%	-	-	-	4%	

Fieldwork dates : 16th to 18th October 2009
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J2009/87 & J17489x9/r9
 *=Less than 0.5%