

## Reuters/ Ipsos MORI December Political Monitor

### Topline Results

Fieldwork: 10-12 December 2011

**CON 41(+7); LAB 39(-2); LIB DEM 11(-1)**

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone 10<sup>th</sup> to 12<sup>th</sup> December 2011. Data are weighted to match the profile of the population.

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

### Voting intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions in “peacetime” (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. Voting intentions should be read in conjunction with other political indicators.

#### **Voting intentions: those “absolutely certain to vote”**

We regard the voting intentions of those “absolutely certain to vote” as the most useful trend indicator, since it includes only those voters whose frame of mind is nearest to those who actually vote at elections. Please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population are not accurately identifiable at this stage of a parliament.

Please also note that the ‘margin of error’ on these figures is c.±4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far more likely to fall at 30% than at the extreme ends of this range. This is especially important to keep in mind when calculating party lead figures.

Around half, 53%, say they are ‘absolutely certain to vote’ in an immediate General Election.

#### Q1a **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1a

#### Q1b **Which party are you most inclined to support?**

Base: All absolutely certain to vote (542)

	Q1a/b %
Conservative	41
Labour	39
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	4
Green Party	2
UK Independence Party	2
British National Party	1
Other	1
<b>Conservative lead (±%)</b>	<b>+2</b>
<i>Would not vote</i>	1
<i>Undecided</i>	5
<i>Refused</i>	2

**Voting intentions: all naming a party**

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years it has over-represented Labour’s real electoral strength, since more supporters of Labour than of other parties fail to vote.

Q1a **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

Base: 1,001 British adults 18+

	%
Conservative	39
Labour	38
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	5
Green Party	2
UK Independence Party	2
British National Party	1
Other	1
<b>Conservative lead (+%)</b>	<b>+1</b>
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>7</i>
<i>Refused</i>	<i>1</i>

**Certainty of voting**

Q2 **And how likely would 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 means that you would be absolutely certain not to vote?**

Base: 1,001 British adults 18+

	%
10 – absolutely certain to vote	53
9	7
8	7
7	5
6	5
5	9
4	2
3	2
2	1
1 – absolutely certain not to vote	8
Don't Know	1
Refused	*

## Satisfaction Ratings

### Satisfaction among general public aged 18+

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base: 1,001 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	36	56	8	-20
Cameron (Q4)	43	50	8	-7
Miliband (Q5)	34	50	16	-16
Clegg (Q6)	33	55	12	-22

BASE: PARTY SUPPORTERS ONLY

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base: All party supporters (\*Government is based on Conservative and Lib Dem supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3)	417	63	29	7	+34
Cameron (Q4)	318	83	13	4	+70
Miliband (Q5)	301	54	37	9	+17
Clegg (Q6)	99	50	38	11	+12

## Economic optimism in Britain

- Q7 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: 1,001 British adults 18+

	%
Improve	12
Stay the same	25
Get worse	60
Don't know	2
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-48</b>

Q8. Which, two or three, if any, of the following, do you think poses the greatest threat to the UK's national interests at this time?

Base: 1,001 British adults 18+

	%
The state of other countries' economies	70
Over population	39
Terrorist attacks	23
Hostile governments in other countries	21
Global warming and climate change	20
A major health epidemic such as the spread of pandemic flu	11
Other	2
None	1
Don't know	3

Q9. Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

Base: c.1,000 British adults 18+

	March 2011	December 2011
	%	%
Satisfied	36	38
Dissatisfied	45	45
Don't know	19	17
<b>Net satisfied</b>	<b>-9</b>	<b>-7</b>

Q10. From what you know, do you think the government has on the whole made the right decisions or the wrong decisions about how to reduce Britain's deficit?

Base: 1,001 British adults 18+

	%
Right decisions	44
Wrong decisions	46
Don't know	11
<b>Net right decisions</b>	<b>-2</b>

Q11. Thinking about the current economic crisis in Europe, please tell me how well or badly you think each of the following have responded to the situation?

Base: c.1,000 British adults 18+

	David Cameron and George Osborne		Leading European politicians such as French President Sarkozy and German Chancellor Merkel	
	Nov 2011	Dec 2011	Nov 2011	Dec 2011
	%	%	%	%
Very well	6	9	6	6
Fairly well	46	47	38	34
Fairly badly	25	26	28	32
Very badly	12	13	13	13
Don't know	11	5	15	14
<b>Very/fairly well</b>	<b>52</b>	<b>56</b>	<b>44</b>	<b>40</b>
<b>Fairly/very badly</b>	<b>37</b>	<b>39</b>	<b>41</b>	<b>45</b>
<b>Net well</b>	<b>+15</b>	<b>+17</b>	<b>+3</b>	<b>-5</b>