

Reuters/ Ipsos MORI November Political Monitor

Topline Results

Fieldwork: 19-21 November 2011

CON 34(nc); LAB 41(+3); LIB DEM 12(nc)

Technical Details

Ipsos MORI interviewed a representative sample of 1,006 adults aged 18+ across Great Britain. Interviews were conducted by telephone 19th to 21st November 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?**

<i>Base: All absolutely certain to vote (548)</i>		Q1a/b %
Conservative		34
Labour		41
Liberal Democrats (Lib Dem)		12
Scottish/Welsh Nationalist		4
Green Party		4
UK Independence Party		3
British National Party		1
Other		1
Conservative lead (±%)		-7
<i>Would not vote</i>		<i>1</i>
<i>Undecided</i>		<i>5</i>
<i>Refused</i>		<i>3</i>

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: 1,006 British adults 18+

	%
Conservative	33
Labour	42
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	3
Green Party	5
UK Independence Party	3
British National Party	*
Other	1
Conservative lead (+%)	-9
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>9</i>
<i>Refused</i>	<i>3</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: 1,006 British adults 18+

	%
10 – absolutely certain to vote	53
9	5
8	7
7	5
6	3
5	8
4	2
3	2
2	1
1 – absolutely certain not to vote	10
Don't Know	2
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: 1,006 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	30	62	8	-32
Cameron (Q4)	39	53	8	-14
Miliband (Q5)	34	49	17	-15
Clegg (Q6)	29	59	11	-30

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)	356	54	39	6	+15
Cameron (Q4)	251	77	21	2	+56
Miliband (Q5)	318	50	38	12	+12
Clegg (Q6)	105	46	45	9	+1

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: 1,006 British adults 18+

	%
Improve	15
Stay the same	25
Get worse	58
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	-43

Q8. Looking ahead to the next 12 months, do you think the British economy will be better or worse off than most of the other European countries, or will it be about the same?

Base: 1,006 British adults 18+

	%
Better off	27
Worse off	16
About the same	54
Don't know	3
Net better off	+11

Q9. As you may know many countries are currently experiencing economic problems. Please tell me which of the following comes closest to your opinion

Base: c.1,000 British adults 18+

	December 2010 %	November 2011 %
It is in Britain's best interests to loan money to another country if it is on the verge of bankruptcy because our own economy relies heavily on others	43	40
Britain should not loan money to another country, even if that country is on the verge of bankruptcy, because Britain should concentrate on sorting out its own economic problems	51	55
None of these	3	3
Don't know	3	2

Q10. How much influence, if any, do you think...has/have over the state of the British economy?

Base: 1,006 British adults 18+

	British government decisions %	the state of the European economy %
A great deal	29	32
A fair amount	42	48
Not very much	21	11
None at all	5	4
Don't know	4	5
A great deal/a fair amount	71	80
Not very much/not at all	26	15
Net a great deal/fair amount	+45	+65

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: 1,006 British adults 18+

	David Cameron and George Osborne	Leading European politicians such as French President Sarkozy and German Chancellor Merkel
	%	%
Very well	6	6
Fairly well	46	38
Fairly badly	25	28
Very badly	12	13
Don't know	11	15
Very/fairly well	52	44
Fairly/very badly	37	41
Net well	+15	+3