

Ipsos MORI April Political Monitor

FINAL RESULTS

Fieldwork: 18 - 19 April 2010

CON 32 (-3); LAB 28 (-2); LIB DEM 32(+11)

Technical Details

Ipsos MORI interviewed a representative sample of 1,253 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18 – 19 April 2010. 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.

EXPECTATIONS OF NEXT GOVERNMENT

Q1 **If a Labour government is elected after the next General Election do you think it will or will not...?**

Base: 1,253 British adults 18+

	Will	Will not	Don't know
	%	%	%
Increase national insurance	78	14	8
Cut spending on frontline public services	56	36	8
Increase income tax	72	19	9
Increase VAT	62	28	10

Q2 **If a Conservative government is elected after the next General Election do you think it will or will not...?**

Base: 1,253 British adults 18+

	Will	Will not	Don't know
	%	%	%
Increase national insurance	47	41	12
Cut spending on frontline public services	70	21	9
Increase income tax	61	29	11
Increase VAT	61	29	10

Q3 **And do you think the next Government, regardless of which party it is, should or should not...?**

Base: 1,253 British adults 18+

	Will	Will not	Don't know
	%	%	%
Increase national insurance	29	67	4

Cut spending on frontline public services	27	70	4
Increase income tax	34	60	6
Increase VAT	22	74	4

LEADER IMAGE

Q4 In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron or Liberal Democrat leader Nick Clegg, which leader do you think...

Base: 1,253 British adults 18+
 Gordon Brown % David Cameron % Nick Clegg* % None of these % Don't know %

	Gordon Brown %	David Cameron %	Nick Clegg* %	None of these %	Don't know %
Best understands the problems facing Britain?					
Jan 2008	36	30	7	13	13
Sept 2009	33	33	15	11	8
April 2010	33	26	26	6	8
Would be best in a crisis?					
Jan 2008	45	27	3	8	17
Sept 2009	34	37	9	10	10
April 2010	40	28	14	8	10
...best understands world problems					
Sept 2009	43	25	10	10	12
April 2010	45	22	14	8	12
...is most out of touch with ordinary people					
Sept 2009	46	28	10	4	12
April 2010	42	39	6	4	8
... is most capable					
Sept 2009	19	25	27	19	10
April 2010	33	30	21	7	9
...is most likely to promise anything to win votes	36	43	9	4	8
...best understands the fine details of policies	38	23	18	7	13

Q5a For each of the following statements, please tell me whether you agree or disagree. "The Conservatives are ready to form the next Government"

Base: 1,253 British adults 18+

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
Mar 2010	19	30	8	20	21	3	49	41
Apr 2010	19	28	7	18	23	4	47	41

Q5b For each of the following statements, please tell me whether you agree or disagree.
 “David Cameron is ready to be Prime Minister”

Base: 1,253 British adults 18+

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	16	27	7	19	24	5	43	43
Apr 2010	22	29	7	15	24	2	51	39

Q6 In general would you describe each of the following politicians as trustworthy or not?

Base: 1,253 British adults 18+

	Gordon Brown %	David Cameron %	Nick Clegg %
Trustworthy	41	43	66
Not trustworthy	55	51	24
Don't know	3	5	10

Q7 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?

Base: 631 British adults 18+

	January 2010 %	April 2010 %
I like Gordon Brown and I like the Labour Party	20	24
I like Gordon Brown but I do not like the Labour Party	15	13
I do not like Gordon Brown but I like the Labour Party	19	19
I do not like Gordon Brown and I do not like the Labour Party	42	41
Don't Know	5	4
Like Gordon Brown	35	37
Like the Labour Party	39	43
Do not like Gordon Brown	61	60
Do not like the Labour Party	57	54

Q8 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base: 631 British adults 18+

	January 2010 %	April 2010 %
I like David Cameron and I like the Conservative Party	27	31
I like David Cameron but I do not like the Conservative Party	18	22
I do not like David Cameron but I like the Conservative Party	12	7
I do not like David Cameron and I do not like the Conservative Party	34	35
Don't Know	9	5
Like David Cameron	45	53
Like the Conservative Party	39	38
Do not like David Cameron	46	42
Do not like the Conservative Party	52	57

Q9 Which of these statements comes closest to your views of Gordon Brown?

Base: 622 British adults 18+

	%
I like Gordon Brown and I like his policies	24
I like Gordon Brown but I do not like his policies	21
I do not like Gordon Brown but I like his policies	13
I do not like Gordon Brown and I do not like his policies	39
Don't know	3
Like Gordon Brown	45
Like his policies	37
Do not like Gordon Brown	52
Do not like his policies	60

Q10 Which of these statements comes closest to your views of David Cameron?

Base: 622 British adults 18+

	%
I like David Cameron and I like his policies	29
I like David Cameron but I do not like his policies	19
I do not like David Cameron but I like his policies	9
I do not like David Cameron and I do not like his policies	38
Don't know	4
Like David Cameron	48
Like his policies	38
Do not like David Cameron	47
Do not like his policies	57

GOVERNMENT'S RECORD ON ECONOMY/TAX

Q11a Since it was elected in May 1997, do you think the government has done a good job or a bad job at ...?

Base: 1,253 British adults 18+

... managing the economy?	Good job	Bad job	Don't know
	%	%	%
April 2005	62	28	10
May 2007	59	32	9
April 2010	37	59	4

Q11b Since it was elected in May 1997, do you think the government has done a good job or a bad job at ...?

Base: 1,253 British adults 18+

... handling taxation and public expenditure?	Good job	Bad job	Don't know
	%	%	%
April 2010	32	63	5

POSTAL VOTE

Q12 **Have you applied for a postal or proxy vote for the General Election, or do you intend to do so?**
Base: 1,253 British adults 18+

	%
Yes, have applied for a postal vote	21
Yes, have applied for a proxy	2
Yes, intend to apply for a postal vote	5
Yes, intend to apply for a proxy	3
No, neither	68
Don't know	2