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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.

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.

Almost two in three, 64%, 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 (802)

	Q1a/b %
Conservative	32
Labour	28
Liberal Democrats (Lib Dem)	32
Scottish/Welsh Nationalist	1
Green Party	1
UK Independence Party	3
British National Party	0
Other	3
Conservative lead (±%)	0
<i>Would not vote</i>	*
<i>Undecided</i>	6
<i>Refused</i>	2

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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: 1,253 British adults 18+

	%
Conservative	29
Labour	30
Liberal Democrats (Lib Dem)	31
Scottish/Welsh Nationalist	2
Green Party	1
UK Independence Party	3
British National Party	2
Other	2
Conservative lead (+%)	-2
<i>Would not vote</i>	6
<i>Undecided</i>	8
<i>Refused</i>	1

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: 1,253 British adults 18+

	%
10 – absolutely certain to vote	64
9	6
8	8
7	5
6	2
5	6
4	1
3	1
2	1
1 – absolutely certain not to vote	5
Don't know	*
Refused	*

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Satisfaction Ratings

Satisfaction among general public age 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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: 1,253 British adults 18+

	Satisfied	Dissatisfied	Don't know	Index
	%	%	%	±
Government (Q3)	30	66	4	-36
Brown (Q4)	35	59	6	-24
Cameron (Q5)	45	42	13	+3
Clegg (Q6)	68	15	17	+53

Satisfaction among party supporters

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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: All party supporters

		Satisfied	Dissatisfied	Don't know	Index
	Base	%	%	%	±
Government (Q3)	297	68	28	3	+40
Brown (Q4)	297	72	25	3	+47
Cameron (Q5)	323	82	12	6	+70
Clegg (Q6)	331	91	4	5	+87

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: 1,253 British adults 18+

	%
Improve	41
Stay the same	30
Get worse	26
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	+15

Next general election

Q8 How important is it to you personally who wins the next general election?

Base: 1,253 British adults
18+

	Nov 2009 %	Dec 2009 %	Jan 2010 %	Feb 2010 %	Mar 2010 %	April 2010 %
Very important	37	40	32	36	36	39
Fairly important	32	30	37	34	34	39
Not very important	19	18	20	20	20	13
Not at all important	9	9	8	7	7	5
No opinion	3	3	3	4	4	3
Very/fairly important	69	70	69	70	70	78
Not very/at all important	28	27	28	27	27	18
Net important	+41	+43	+41	+43	+43	+60

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Q9. Have you definitely decided to vote for the [PARTY NAMED AT QA OR QB] party or is there a chance you may change your mind before you vote?

Base: All those naming a party (1,061)

	%
Definitely decided	50
May change mind	49
Don't know	1

Duty to vote

Q10 To what extent do you agree or disagree with the following statement?

Base: 1,253 British adults 18+#

"It is my duty to vote" *	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Strongly /Tend to agree
	%	%	%	%	%	%	
May 2001	65	18	2	9	5	*	84
April 2005	62	21	4	8	4	1	83
Apr 2010	67	19	6	4	4	*	86

*Asked in 2005 and 2001 as 'I feel it is my duty to vote'

TACTICAL VOTING

Q11 You said you would vote for [INSERT PARTY FROM QX OR QX]/ are inclined to support [INSERT PARTY FROM QX OR QX]. Which of the following statements comes closest to your reasons for intending to vote for the ... party?

Base: All those naming a party (1,061)

	%
It is the party that most represents your views	73
The party you support has little chance of winning in this constituency so you vote for the (INSERT) party to try and keep another party out	14
Other	10
No opinion	3

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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+

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	%
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

PARTY ID

Q13 Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

Base: 1,533 British adults 18+

	Feb 2010	Apr 2010
	%	
Conservative	30	28
Labour	32	31
Liberal Democrats (Lib Dem)	15	21
Scottish/Welsh Nationalist	2	2
Green Party	2	2
UK Independence Party	1	1
British National Party	1	1
Other	11	15
None	7	n/a