

Reuters/ Ipsos MORI March Political Monitor

FINAL RESULTS

Fieldwork: 15-17 April 2011

CON 40(+3); LAB 40(-1); LIB DEM 9(-1)

Technical Details

Ipsos MORI interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone 15th – 17th April 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.

Over half, 55%, 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 (576)*

	Q1a/b %
Conservative	40
Labour	40
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	3
British National Party	*
Other	1
Conservative lead (±%)	0
<i>Would not vote</i>	<i>2</i>
<i>Undecided</i>	<i>5</i>
<i>Refused</i>	<i>4</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: 1,000 British adults 18+

	%
Conservative	37
Labour	40
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	3
British National Party	1
Other	*
Conservative lead (+%)	-3
<i>Would not vote</i>	<i>9</i>
<i>Undecided</i>	<i>8</i>
<i>Refused</i>	<i>4</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: 1,000 British adults 18+

	%
10 – absolutely certain to vote	55
9	7
8	7
7	4
6	2
5	7
4	1
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	2
Refused	1

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: 1,000 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	37	55	8	-18
Cameron (Q4)	44	47	8	-3
Miliband (Q5)	41	40	19	+1
Clegg (Q6)	35	53	11	-18

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)	376	66	28	6	+38
Cameron (Q4)	280	81	13	6	+68
Miliband (Q5)	311	59	29	12	+30
Clegg (Q6)	96	58	35	7	+23

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: 1,000 British adults 18+

	%
Improve	31
Stay the same	24
Get worse	42
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-11

Coalition

Q8. **As you will know, the general election on May 6th resulted in a hung parliament where no party had an overall majority. Do you think it is a good thing or a bad thing for the country that no party achieved an overall majority?**

Base: 1000 British adults 18+

	May 10 %	Nov 10 %	April 11 %
Good	40	38	34
Bad	52	55	58
Don't know	8	7	8
Net good	-12	-17	-24

Q9. **From what you know so far, which of these comes closest to your view?**

Base: 1000 British adults 18+

	June 10 %	Nov 10	April 11 %
The Coalition government is a genuine coalition in which decisions are made jointly between the Conservatives and the Liberal Democrats	41	26	25
The Conservatives are making most of the decisions in the Coalition government	51	63	63
Neither	2	3	4
Don't know	6	8	8

Q10. **Do you think the Coalition government is or is not... ***

Base: 1000 British adults 18+

		Is %	Is not %	Don't know %	Net Is
...able to react quickly in a crisis?	May 10	56	34	10	19
	April 11	53	38	9	15
...providing stable government?	May 10	55	34	10	21
	April 11	53	40	7	13
...dealing with the economic crisis effectively?	May 10	59	33	8	26
	April 11	42	49	8	-7
... working as a united team?	May 10	63	29	8	34
	April 11	43	49	8	-6

* When asked in May 2010, the wording was 'Do you think the new government will or will not...'

Q11 **Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg, or Ed Miliband?**

Base: 1000 British adults 18+

	Sep 10 %	April 11 %
David Cameron	50	45
Nick Clegg	12	7
Ed Miliband	19	25
Don't Know	19	23