

Reuters/ Ipsos MORI December Political Monitor

FINAL RESULTS

Fieldwork: 10-12 December 2010

CON 38(+2); LAB 39(-); LIB DEM 11(-3)

Technical Details

Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone 10th-12th Dec 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.

Around three fifths, 57%, 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?

	Q1a/b %
Conservative	38
Labour	39
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	4
British National Party	1
Other	1
Conservative lead (±%)	-1
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>4</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: 1,004 British adults 18+

	%
Conservative	36
Labour	38
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	3
British National Party	1
Other	*
Conservative lead (+%)	-2
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>6</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: 1,004 British adults 18+

	%
10 – absolutely certain to vote	57
9	6
8	7
7	4
6	3
5	6
4	2
3	1
2	2
1 – absolutely certain not to vote	10
Don't know	2

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: 1,004 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	38	54	8	-16
Cameron (Q4)	48	44	8	+4
Miliband (Q5)	35	34	30	+1
Clegg (Q6)	38	50	11	-12

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)	383	70	23	7	+47
Cameron (Q4)	277	91	6	3	+85
Miliband (Q5)	320	53	22	25	+31
Clegg (Q6)	106	66	25	10	+41

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: 1,004 British adults 18+

	%
Improve	29
Stay the same	26
Get worse	41
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	-12

Q8 I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to... Ed Miliband/David Cameron/Nick Clegg

	Ed Miliband	David Cameron	Nick Clegg
<i>Base: 1,004 British adults 18+</i>			
A capable leader	26	57	32
Good in a crisis	15	41	24
More honest than most politicians	24	33	27
Understands the problems facing Britain	40	51	45
Rather inexperienced	64	44	65
Out of touch with ordinary people	34	51	43
None of these	5	2	5
Don't Know	10	3	5

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: 1,004 British adults 18+

	%
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
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
None of these	3
Don't know	3