

Ipsos MORI July Political Monitor for Reuters

FINAL RESULTS

Fieldwork: 23-25 July 2010

CON 40(+1); LAB 38(+7); LIB DEM 14(-5)

Technical Details

Ipsos MORI interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone 23-25 July 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, 58%, 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	40
Labour	38
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	2
Green Party	3
UK Independence Party	2
British National Party	2
Other	*
Conservative lead (±%)	+2
<i>Would not vote</i>	1
<i>Undecided</i>	5
<i>Refused</i>	2

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: 1,009 British adults 18+

	%
Conservative	38
Labour	35
Liberal Democrats (Lib Dem)	15
Scottish/Welsh Nationalist	2
Green Party	4
UK Independence Party	2
British National Party	2
Other	*
Conservative lead (+%)	+3
<i>Would not vote</i>	<i>10</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: 1,009 British adults 18+

	%
10 – absolutely certain to vote	58
9	6
8	7
7	5
6	3
5	6
4	1
3	2
2	1
1 – absolutely certain not to vote	8
Don't know	1
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 Nick Clegg is doing his job as Deputy Prime Minister?

Base: 1,009 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	43	40	17	+3
Cameron (Q4)	55	32	13	+23
Clegg (Q5)	47	34	19	+13

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 Nick Clegg is doing his job as deputy Prime Minister?

Base: All party supporters

	Base	Satisfied	Dissatisfied	Don't know	Net satisfaction
		%	%	%	±
Government (Q3)	432	68	17	15	+51
Cameron (Q4)	300	92	4	4	+88
Clegg (Q5)	132	62	24	14	+38

Economic optimism in Britain

- Q6 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: 1,009 British adults 18+

	%
Improve	37
Stay the same	24
Get worse	34
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	+3

Q7 On balance, do you agree or disagree with the statement that “in the long term, this government’s policies will improve the state of Britain’s public services”?

Base: 1,009 British adults 18+

	June 2009	Nov 2009	July 2010
	%	%	%
Agree	34	38	45
Disagree	59	55	45
Don't know	7	7	10
Net agree	-25	-17	0

Big Society

Q8 Recently David Cameron and the Conservative Party have been talking about their plans to create a “Big Society” in Britain. Do you remember hearing anything about this, or not?

Base: 1,009 British adults 18+

	May 2010*	July 2010
	%	%
Yes	42	52
No	57	47
Don't know	1	*

* wording in May was “During the recent election campaign”

Q9 How much, if anything, do you feel you know about their plans for a “Big Society”?

	May 2010	July 2010
	%	%
	(424)	(544)
A great deal	4	6
A fair amount	27	34
Not very much	36	37
Heard of, but know nothing	33	24
Don't know	1	1

Q10a The government’s plans for creating a Big Society involve giving responsibility to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...?

Base: 493 British adults 18+

	For you personally	For your local area	For Britain as a whole
	%	%	%
Good thing	36	45	45
Bad thing	33	35	36
Won't make a difference	22	12	9
Don't know	10	8	10
Net good thing	+3	+10	+9

Q10b The government’s plans for creating a Big Society involve providing support to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...?

Base: 516 British adults 18+

	For you personally %	For your local area %	For Britain as a whole %
Good thing	44	54	55
Bad thing	28	28	27
Won't make a difference	19	9	7
Don't know	8	9	11
Net good thing	+16	+26	+28

Q10a/b - ALL

Q10 a/b The government’s plans for creating a Big Society involve [SPLIT SAMPLE] giving responsibility/ providing support to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...?

Base: 1,009 British adults 18+

	For you personally %	For your local area %	For Britain as a whole %
Good thing	40	49	50
Bad thing	30	31	31
Won't make a difference	21	11	8
Don't know	9	8	11
Net good thing	+10	+18	+19

Q10a/b – ALL WHO KNOW AT LEAST A FAIR AMOUNT ABOUT BIG SOCIETY

Q10 a/b The government’s plans for creating a Big Society involve [SPLIT SAMPLE] giving responsibility/ providing support to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...?

Base: 229 British adults 18+

	For you personally %	For your local area %	For Britain as a whole %
Good thing	48	48	52
Bad thing	33	36	35
Won't make a difference	16	10	7
Don't know	3	6	7
Net good thing	+15	+12	+17

Q11 To what extent do you agree or disagree with the following statements?

PROMPT: **Is that strongly/ tend to agree/ disagree?**

Base: 1,009 British adults 18+

*Base: Base: 229 British adults 18+

Big society is a good idea in principle but won't work in practice

Big society is just an excuse for the government to save money by cutting back on public services

	All %	*Know about Big Society %	All %	*Know about Big Society %
Strongly agree	22	19	32	33
Tend to agree	32	32	25	22
Neither agree nor disagree	14	11	9	7
Tend to disagree	16	20	17	19
Strongly disagree	10	16	13	19
Don't know	6	2	4	*
Agree	54	51	57	55
Disagree	26	36	30	38
Net agree	+28	+15	+27	+17

Party identification

Q12 Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

Base: 1,009 British adults 18+

	Apr 2010 %	Jul 2010 %
Conservative	28	32
Labour	31	31
Liberal Democrats (Lib Dem)	21	14
Scottish/Welsh Nationalist	2	1
Green Party	2	1
UK Independence Party	1	1
British National Party	1	1
Other	15	19