

Reuters/ Ipsos MORI February Political Monitor

FINAL RESULTS

Fieldwork: 18-20 February 2011

CON 33(nc); LAB 43(nc); LIB DEM 13(nc)

Technical Details

Ipsos MORI interviewed a representative sample of 1,002 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18th – 20th February 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.

Around three fifths, 59%, 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 (538)

	Q1a/b %
Conservative	33
Labour	43
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	3
British National Party	1
Other	1
Conservative lead (±%)	-10
<i>Would not vote</i>	<i>2</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: 1,002 British adults 18+

	%
Conservative	34
Labour	41
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	3
British National Party	1
Other	1
Conservative lead (+%)	-7
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>7</i>
<i>Refused</i>	<i>2</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: 1,002 British adults 18+

	%
10 – absolutely certain to vote	59
9	5
8	9
7	3
6	3
5	5
4	1
3	2
2	1
1 – absolutely certain not to vote	9
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 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: 1,002 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	31	60	9	-29
Cameron (Q4)	39	52	9	-13
Miliband (Q5)	34	43	23	-9
Clegg (Q6)	34	57	9	-23

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)	378	59	31	10	+28
Cameron (Q4)	258	85	11	4	+74
Miliband (Q5)	332	54	31	15	+23
Clegg (Q6)	120	47	43	10	+4

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: 1,002 British adults 18+

	%
Improve	19
Stay the same	23
Get worse	56
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	-37

Public services and public spending

Q8. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending IF AGREE/DISAGREE: Is that strongly or tend to agree/disagree?

	There is a real need to cut spending on public services in order to pay off the very high national debt we now have			Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive		
	Sept 2010 %	Nov 2010	Feb 2011	Sept 2010 %	Nov 2010	Feb 2011
Strongly agree	28	28	22	21	27	24
Tend to agree	29	28	26	35	27	30
Neither agree nor disagree	5	9	9	7	7	9
Tend to disagree	17	14	16	17	18	14
Strongly disagree	20	19	25	17	19	20
Don't know	1	2	1	3	2	3
Agree	57	56	48	56	54	54
Disagree	37	33	41	34	37	34
Net agree	+20	+23	+7	+22	+17	+20

Cuts

Q9 As you may know, the government has announced a number of spending cuts to help reduce the national debt. To what extent, if at all, have you and your family been affected by the cuts so far?

Base: 1,002 British adults 18+

	%
A great deal	11
A fair amount	25
Not very much	42
Not at all	21
Don't know	2
A great deal/fair amount	36
Not very much/not at all	63
Net a great deal/fair amount	-26

Q10 And how concerned, if at all, are you about the effects of the cuts on you and your family in the next 12 months?

Base: 1,002 British adults 18+

	%
Very concerned	35
Fairly concerned	38
Not very concerned	20
Not at all concerned	6
Don't know	1
Very/fairly concerned	73
Not very/not at all concerned	26
Net very/fairly concerned	47

Big Society

Q11 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 for your local area?

Base: 1,002 British adults 18+ (493 July 2010) July 2010 Feb 2011

	July 2010 %	Feb 2011 %
Good thing	45	41
Bad thing	35	39
Won't make a difference	12	9
Don't know	8	10
Net good thing	+10	+2

AV referendum

Q12 As you may know, there will be a referendum on 5th May on whether to change the system used to elect Members of Parliament to the House of Commons or keep the current system.

At present, the UK uses the ‘first past the post’ system to elect MPs to the House of Commons. Should the ‘alternative vote’ system be used instead?

	All (1,002) %	Certain to vote (480) %
Yes (AV should be used instead)	42	49
No (AV should not be used instead)	35	37
Would not vote	2	*
Don't know	21	13

Q13 Many people have told us they won't vote in the referendum on 5th May. How about you – how likely will you be to vote in the referendum, on a scale of 1 to 10, where 10 means you are absolutely certain to vote, and 1 means that you are absolutely certain not to vote?

Base: 1,002 British adults 18+

	%
10 – absolutely certain to vote	46
9	4
8	9
7	6
6	4
5	12
4	2
3	3
2	1
1 – absolutely certain not to vote	10
Don't know	2