

## Ipsos MORI September Political Monitor

Fieldwork: 25-27 September 2009

**CON 36% (-7); LAB 24% (-2); LIB DEM 25% (+8)**

Ipsos MORI's September Political Monitor (carried out by telephone between 25-27 September among 1,003 British adults aged 18 and over) shows the **Conservatives have lost support to the Liberal Democrats**, with the Tories on 36%, Labour on 24% and the Liberal Democrats on 25%. Fieldwork for this poll began on Friday 25<sup>th</sup> September as the LibDem Conference wound to a close, and it seems clear that they have benefited from the attention. Nick Clegg's personal ratings have also increased since August.

Our analysis of this movement shows that it is in large part attributable to changes in certainty to vote: this month, fewer Conservative supporters say they are 'certain to vote' (68% last month compared to 64% this month), which accounts for their drop in the headline figures (which are based only on those who say they are 'certain to vote' in an upcoming election). LibDem supporters, on the other hand, are *more* likely to say they are 'certain to vote' this month – at 62%, compared to 55% last month. It is important to note that the LibDems traditionally get a 'bump' in the polls following their conference; for example, in September 2004 they jumped from 21% to 25% after their autumn conference before the 2005 General Election. Labour's share of the vote has not changed significantly from last month.

Three in ten (30%) feel the Conservative party is best at **looking after the interests of people like me** (compared to Labour on 26% and LibDems on 17%), and the same number feel the Tories lead on being **clear and united about what its policies should be** (compared to the LibDems on 17% and Labour on 14%). Half (50%) of the public believe that **the Conservatives are ready to form the next government**, a nine point increase from April 2009.

In terms of **which party is best on key issues**, the Conservative party is seen to be better at tackling **asylum and immigration** (they lead over Labour by 14 points), **crime and anti-social behaviour** (lead Labour by 11 points) **and managing the economy** (lead by 5 points). Labour is seen to be the better party at dealing with **healthcare** (lead Tories by 15 points) **and unemployment** (lead by 5 points).

Two in five (41%) believe that, of the three leaders, David Cameron would **make the most capable Prime Minister**, almost twice as many as in June 2007. He is seen to be better than Brown in a crisis and more in touch with ordinary people, while Brown is seen to have a better understanding of world problems. Nick Clegg is seen as the most honest of the three politicians.

One in four (26%) are **satisfied with the way the Government is running the country** and seven in ten are dissatisfied (69%, compared to 71% last month). Taking the 'net' rating (the percentage satisfied minus the percentage dissatisfied) puts the Government on -43, which is the highest reported satisfaction level for the Government since March.

Almost three in ten (29%) are satisfied with the way **Gordon Brown** is doing his job as Prime Minister and two in three (65%) are dissatisfied, giving a net score of -36, matching last month's score.

**David Cameron's** ratings also closely match last month's: 45% are satisfied and 39% dissatisfied with his performance.

Nearly half (48%) are now satisfied with the way **Nick Clegg** is doing his job as leader of the Liberal Democrats, and 27% are dissatisfied with his performance, giving him a net satisfaction score of +21, a five point increase since August.

### Technical Details

Ipsos MORI interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone 25<sup>th</sup>-27<sup>th</sup> Sept 2009. 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.

**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.

Half of the public, 54%, 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 (530)* Q1a/b

	Q1a/b %
Conservative	36
Labour	24
Liberal Democrats (Lib Dem)	25
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	4
British National Party	1
Other	4

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**Conservative lead (±%)      +12**

<i>Would not vote</i>	2
<i>Undecided</i>	3
<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: 1,003 British adults 18+

	%
Conservative	35
Labour	26
Liberal Democrats (Lib Dem)	25
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	4
British National Party	1
Other	2

**Conservative lead (+%) +9**

<i>Would not vote</i>	10
<i>Undecided</i>	6
<i>Refused</i>	2

**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: 1,003 British adults 18+

	%
10 – absolutely certain to vote	54
9	6
8	9
7	3
6	4
5	9
4	2
3	3
2	2
1 – absolutely certain not to vote	9
Don't know	1
Refused	*

## 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: 1,003 British adults 18+

	Satisfied	Dissatisfied	Don't know	Index
	%	%	%	%
Government (Q3)	26	69	5	<b>-43</b>
Brown (Q4)	29	65	6	<b>-36</b>
Cameron (Q5)	45	39	16	<b>+6</b>
Clegg (Q6)	48	27	25	<b>+21</b>

### 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)	215	58	38	4	<b>+20</b>
Brown (Q4)	215	62	31	7	<b>+31</b>
Cameron (Q5)	285	76	13	11	<b>+63</b>
Clegg (Q6)	184	77	17	6	<b>+60</b>

### 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: 1,003 British adults 18+

	%
Improve	43
Stay the same	28
Get worse	27
Don't know	2
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+16</b>

### Additional Political Questions

Q8 And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Base: 1,003 British adults 18+ %

Mentions above 3% only

Managing the economy	39
Healthcare	20
Education	17
Unemployment	15
Asylum and immigration	13
Taxation	10
Defence	6
Crime and anti-social behaviour	6
Protecting the natural environment	6
Afghanistan	6
Depends on party leader/party policies/how well they perform	5
Pensions	5
Europe	3
Don't know / none / nothing / no answer	12

Q9-17. Which party do you think has the best policies on.... the Conservatives, Labour, Liberal Democrats or some other party?

Base: 1,003 British adults 18+

	Labour %	Conservatives %	Lib Dems %	Other %	None %	Don't Know %	Conservative lead
<b>Asylum and Immigration</b>	15	29	10	10	13	23	<b>+14</b>
<b>Crime and anti-social behaviour</b>	20	31	9	4	14	22	<b>+11</b>
<b>Education</b>	29	27	15	3	8	19	<b>-2</b>
<b>Healthcare</b>	37	22	10	3	8	20	<b>-15</b>
<b>Managing the economy</b>	25	30	12	4	13	16	<b>+5</b>
<b>Taxation</b>	23	25	18	3	10	20	<b>+2</b>
<b>Defence</b>	21	24	10	4	13	27	<b>+3</b>
<b>Unemployment</b>	27	22	11	4	15	21	<b>-5</b>

Q18 Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron or Nick Clegg?

Base: 1,003 British adults 18+

	August 2006 %	June 2007 %	Sept 2009 %
Gordon Brown	31	40	24
David Cameron	24	22	41
Nick Clegg	11*	5*	16
None/Don't Know	34	33	19

\*Asked for Sir Menzies Campbell in 2006 and 2007

Q19 **In choosing between Gordon Brown, David Cameron or Nick Clegg, which leader do you think...**

Base: 1,003 British adults 18+

	<b>Best understands world problems</b>	<b>Is most out of touch with ordinary people</b>	<b>Is more honest than most politicians</b>
	%	%	%
David Cameron	25	28	25
Gordon Brown	43	46	19
Nick Clegg	10	10	27
None	10	4	19
Don't Know	12	12	10

Q19. (TREND) **In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron or Liberal Democrat leader Nick Clegg, which leader do you think...**

Base: 1,003 British adults 18+

	Gordon Brown	David Cameron	Nick Clegg*	None of these	Don't know
	%	%	%	%	%
<b>Best understands the problems facing Britain?</b>					
Sept 2007	49	16	12	14	10
Jan 2008	36	30	7	13	13
Sept 2009	33	33	15	11	8
<b>Would be best in a crisis?</b>					
Sept 2007	60	13	9	7	12
Jan 2008	45	27	3	8	17
Sept 2009	34	37	9	10	10

Q20 **Which political party, if any...**

Base: 1,013 British adults 18+

	<b>...do you think would be best at looking after the interests of people like you</b>	<b>...is most clear and united about what its policies should be?</b>
	%	%
Labour	26	14
Conservatives	30	30
Liberal Democrats	17	17
None/neither	9	18
Other	9	7
Don't Know	9	14

Q21 **To what extent do you agree or disagree that the Conservatives are ready to form the next Government?**

Base: 1,003 British adults 18+

	Aug 2008	Sept 2008	April 2009	Sept 2009
	%	%	%	%
Strongly agree	21	19	13	18
Tend to agree	37	35	28	32
Neither agree nor disagree	10	12	16	11
Tend to disagree	14	15	19	15
Strongly disagree	15	15	17	20
Don't know	3	4	7	5
<b>Total agree</b>	<b>58</b>	<b>54</b>	<b>41</b>	<b>50</b>
<b>Total disagree</b>	<b>29</b>	<b>30</b>	<b>36</b>	<b>35</b>
<b>NET agree (agree minus disagree)</b>	<b>+29</b>	<b>+24</b>	<b>+5</b>	<b>+15</b>