

Reuters/ Ipsos MORI January Political Monitor

FINAL RESULTS

Fieldwork: 21-24 January 2011

CON 33(-5); LAB 43(+4); LIB DEM 13(+2)

Technical Details

Ipsos MORI interviewed a representative sample of 1,162 adults aged 18+ across Great Britain. Interviews were conducted by telephone 21st – 24th January 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, 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?*Base: All absolutely certain to vote (692)*

	Q1a/b %
Conservative	33
Labour	43
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	2
Green Party	3
UK Independence Party	4
British National Party	1
Other	1
Conservative lead (±%)	-10
<i>Would not vote</i>	*
<i>Undecided</i>	4
<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: 1,162 British adults 18+

	%
Conservative	32
Labour	42
Liberal Democrats (Lib Dem)	15
Scottish/Welsh Nationalist	1
Green Party	3
UK Independence Party	4
British National Party	1
Other	2
Conservative lead (+%)	-10
<i>Would not vote</i>	<i>8</i>
<i>Undecided</i>	<i>8</i>
<i>Refused</i>	<i>1</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: 1,162 British adults 18+

	%
10 – absolutely certain to vote	58
9	7
8	8
7	4
6	2
5	7
4	2
3	3
2	1
1 – absolutely certain not to vote	7
Don't know	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: 1,162 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	30	61	9	-31
Cameron (Q4)	38	52	10	-14
Miliband (Q5)	37	37	26	0
Clegg (Q6)	32	55	13	-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)	436	56	33	11	+23
Cameron (Q4)	290	79	14	7	+65
Miliband (Q5)	422	58	22	19	+36
Clegg (Q6)	146	48	39	13	+9

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: 1,162 British adults 18+

	%
Improve	24
Stay the same	20
Get worse	53
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-29

Q8a On balance, do you agree or disagree with each of the following statements:

“In the long term, this government's policies will improve the state of Britain's economy”?

Base: 578 British adults 18+
(Split sample)

	Nov 2009	June 2010	Sept 2010	Oct 2010	Jan 2011
	%	%	%	%	%
Agree	40	61	57	48	49
Disagree	54	29	36	39	43
Don't know	6	11	7	13	8
Net agree	-14	+32	+21	+9	+6

Q8b On balance, do you agree or disagree with each of the following statements:

“In the long term, the Coalition government's policies will improve the state of Britain's economy”?

Base: 584 British adults 18+
(Split sample)

	%
Agree	47
Disagree	47
Don't know	7
Net agree	0

Q9a “In the long term, this government's policies will improve the state of Britain's public services”

Base: 578 British adults 18+
(Split sample)

	June 2009	Nov 2009	July 2010	Oct 2010	Jan 2011
	%	%	%	%	%
Agree	34	38	45	39	32
Disagree	59	55	45	49	59
Don't know	7	7	10	12	9
Net agree	-25	-17	0	-10	-27

Q9b “In the long term, the Coalition government's policies will improve the state of Britain's public services”

Base: 584 British adults 18+
(Split sample)

	%
Agree	33
Disagree	60
Don't know	7
Net agree	-27

Party Leaders

Q10 Which of these statements comes closest to your views of Ed Miliband and the Labour Party?

Base: 1,162 British adults 18+

I like Ed Miliband and I like the Labour Party	25
I like Ed Miliband but I do not like the Labour Party	11
I do not like Ed Miliband but I like the Labour Party	20
I do not like Ed Miliband and I do not like the Labour Party	31
Don't Know	13
Like Ed Miliband	36
Like the Labour Party	45
Do not like Ed Miliband	51
Do not like the Labour Party	42

Q11 Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base: 1,162 British adults 18+

	<i>January 2010</i>	<i>April 2010</i>	<i>January 2011</i>
	%	%	%
I like David Cameron and I like the Conservative Party	27	31	30
I like David Cameron but I do not like the Conservative Party	18	22	17
I do not like David Cameron but I like the Conservative Party	12	7	7
I do not like David Cameron and I do not like the Conservative Party	34	35	39
Don't Know	9	5	7
Like David Cameron	45	53	47
Like the Conservative Party	39	38	37
Do not like David Cameron	46	42	46
Do not like the Conservative Party	52	57	56

Q12 Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrat Party?

Base: 1,162 British adults 18+

I like Nick Clegg and I like Liberal Democrat Party	24
I like Nick Clegg but I do not like Liberal Democrat Party	16
I do not like Nick Clegg but I like the Liberal Democrat Party	16
I do not like Nick Clegg and I do not like the Liberal Democrat Party	35
Don't Know	9
Like Nick Clegg	40
Like the Liberal Democrat Party	40
Do not like Nick Clegg	51
Do not like the Liberal Democrat Party	51

Bankers Bonuses

Q13 Please tell me which of the following statements comes closest to your opinion?

Base: 1,162 British adults 18+

	%
The government <u>should increase taxes on banks, even if it makes the British banking sector much less competitive</u>	50
The government <u>should not increase taxes on banks because they are important to Britain's economic recovery</u>	42
Don't know	8