

## Ipsos MORI July Political Monitor

Fieldwork: 17-19 July 2009

**CON 40%(+2) LAB 24%(+3) LIB DEM 18%(-1)**

Ipsos MORI's July Political Monitor (carried out by telephone between 17-19 July among 1,012 British adults aged 18 and over) shows that among those absolutely certain to vote, the **Conservative Party lead the Labour Party by 16 points**. The Conservatives are on 40% (up from 38% last month), Labour is on 24% (up three points) and the Lib Dems on 18% (down one from 19%). This leaves 18% giving a vote for other parties; in June this figure was 22%. The previous 'high' for those intending to vote for other smaller parties is likely to reflect the greater coverage such parties received during the European and local election campaigning in May and June.

One in five (19%) are **satisfied with the way the Government is running the country** (compared to 16% last month), and three quarters are dissatisfied (75%, vs. 78% last month). Taking the net rating (the percentage satisfied minus the percentage dissatisfied) puts the Government on -56, which is a six point improvement from last month's record low.

For the third month in a row, more **Labour supporters** are dissatisfied (50%) than are satisfied (41%) with the Government, giving a net rating of -9.

A quarter (26%) of the public are satisfied with the way **Gordon Brown** is doing his job as Prime Minister and two in three (68%) are dissatisfied. These are similar to last month's ratings, in which 27% were satisfied and 66% dissatisfied.

**David Cameron's** ratings also closely match last month's – 46% are satisfied and 37% are now satisfied with his performance.

**Nick Clegg**, for the third month running, sees improved satisfaction ratings – 44% are satisfied, and 28% dissatisfied with his performance, giving him a net satisfaction score of +16 (compared to Cameron's +9). While over a quarter (28%) still say they 'don't know' whether or not Clegg is doing a good job, this compares favourably with two in five (41%) feeling this way in January this year.

**Fewer think that the economic condition of the country will improve in the next twelve months than think it will get worse**, unlike last month when optimists outnumbered pessimists for the first time since the turn of the millennium. One in three (34%) think the economy will improve while four in ten (40%) feel it will get worse. The Economic Optimism Index (those who think it will get better minus those who think it will get worse) is therefore -6, a 17 point drop from last month's 12 year high of +11. This drop in optimism is likely to reflect negative headlines in the past month about continuing job losses on the back of the ongoing economic slowdown.

### Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 17<sup>th</sup>-19<sup>th</sup> July 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.

### A. 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, 50%, 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 (524)* Q1a/b

	%
Conservative	40
Labour	24
Liberal Democrats (Lib Dem)	18
Scottish/Welsh Nationalist	3
Green Party	5
UK Independence Party	5
British National Party	3
Other	2
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<b>Conservative lead (+%)</b>	<b>+16</b>
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<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>4</i>
<i>Refused</i>	<i>2</i>

**B. 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: 1,012 British adults 18+ %

Conservative	35
Labour	27
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	3
Green Party	6
UK Independence Party	5
British National Party	3
Other	2

**Conservative lead (±%) +8**

Would not vote	13
Undecided	6
Refused	3

**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: 1,012 British adults 18+ %

10 – absolutely certain to vote	50
9	4
8	10
7	5
6	3
5	8
4	2
3	4
2	2
1 – absolutely certain not to vote	10
Don't know	1
Refused	*

## Satisfaction Ratings

### A. 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: 1,012 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	19	75	6	<b>-56</b>
Brown (Q4)	26	68	6	<b>-42</b>
Cameron (Q5)	46	37	17	<b>+9</b>
Clegg (Q6)	44	28	28	<b>+16</b>

### 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

	Base	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	218	41	50	9	<b>-9</b>
Brown (Q4)	218	59	37	4	<b>+22</b>
Cameron (Q5)	287	79	13	8	<b>+66</b>
Clegg (Q6)	153	69	23	8	<b>+46</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: 1,012 British adults 18+

Improve	34
Stay the same	24
Get worse	40
Don't know	1
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-6</b>