

Ipsos MORI June Political Monitor

FINAL RESULTS

Fieldwork: 18-20 June 2010

CON 39(+2); LAB 31(+1); LIB DEM 19(-5) (changes from GB general election result)

Technical Details

Ipsos MORI interviewed a representative sample of 1,002 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18-20 June 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 two thirds, 63%, 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 (639)*

	Q1a/b %
Conservative	39
Labour	31
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	2
Green Party	4
UK Independence Party	2
British National Party	3
Other	1
Conservative lead (±%)	+8
<i>Would not vote</i>	<i>1</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	35
Labour	34
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	1
Green Party	4
UK Independence Party	1
British National Party	2
Other	4
Conservative lead (+%)	+1
<i>Would not vote</i>	7
<i>Undecided</i>	4
<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: 1,002 British adults 18+

	%
10 – absolutely certain to vote	63
9	6
8	8
7	4
6	3
5	6
4	1
3	2
2	1
1 – absolutely certain not to vote	7
Don't know	*
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 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: 1,002 British adults 18+

	Satisfied	Dissatisfied	Don't know	Index
	%	%	%	±
Government (Q3)	43	33	24	+10
Cameron (Q4)	57	26	18	+31
Clegg (Q5)	53	27	20	+26

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	Index
		%	%	%	±
Government (Q3)	465	61	16	23	+45
Cameron (Q4)	284	87	6	7	+81
Clegg (Q5)	181	74	10	16	+65

Britain as a place to live

Q6 Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?

Base: 1,002 British adults 18+

	May 2008*	June 2010
	%	%
Getting much better	1	1
Getting better	7	11
Staying the same	17	38
Getting worse	48	31
Getting much worse	23	18
Don't know	3	2
Better	8	12
Worse	71	49

* Base: 2,019 British adults 15+, 9 May-5 June 2008, self-completion and online.

Improving the NHS

Q7 Thinking about the NHS over the next few years, do you expect it to...?

Base: 1,002 British adults 18+

	Nov 2009 %	June 2010 %
Get much better	2	4
Get better	19	20
Stay the same	48	38
Get worse	24	27
Get much worse	5	9
Don't know	2	1
Better	21	24
Worse	29	36
Net Better	-8	-12

Economic optimism in Britain

Q8 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	35
Stay the same	23
Get worse	40
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-5

New Government

Q9 On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?

Base: 1,002 British adults 18+

	May 2010 %	June 2010 %
More hopeful	54	50
More fearful	36	41
Both equally	3	3
Neither	4	3
Don't know	2	3
Net hopeful	+18	+9

Q10 From what you know so far, which of these comes closest to your view?

Base: 1,002 British adults 18+

	%
The new government is a genuine coalition in which decisions are made jointly by the Conservatives and Liberal Democrats	41
The Conservatives are making most of the decisions in the new government	51
Neither	2
Don't know	6

Public Spending/Economy

Q11 Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

Base: 1,002 British adults 18+

	%
Satisfied	40
Dissatisfied	23
Don't know	36
Net Satisfied	+17

Q12 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 economy”?

Base: 1,002 British adults 18+

	Nov 2009 %	June 2010 %
Agree	40	61
Disagree	54	29
Don't know	6	11
Net agree	-14	+32

Q13. 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**

*Base: 1,002 British adults
18+*

		Mar 2010 %	June 2010	Mar 2010 %	June 2010
Strongly agree	%	24	31	35	27
Tend to agree	%	25	27	29	32
Neither agree nor disagree	%	5	6	6	7
Tend to disagree	%	23	14	14	17
Strongly disagree	%	22	21	13	15
Don't know	%	2	2	4	2
Agree	%	49	58	64	59
Disagree	%	45	35	27	32
Net agree	±	+4	+23	+37	+27

Q13 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?

		The government is being honest about the state of Britain's public finances <i>Base: 1,002 British adults 18+</i> %	It is important for Britain to show the world that it can live within its means <i>Base: 498 British adults 18+</i> %	It is important for Britain to show the world that it can live within its means, even if that means big cuts to our public services <i>Base: 504 British adults 18+</i> %
Strongly agree	%	28	50	33
Tend to agree	%	32	35	30
Neither agree nor disagree	%	7	5	4
Tend to disagree	%	15	6	16
Strongly disagree	%	14	3	15
Don't know	%	3	1	3
Agree	%	60	85	63
Disagree	%	29	9	31
Net agree	±	+31	+76	+32

Q14a Which of these comes closest to your opinion about how the government goes about reducing the deficit?

	%
The government's priority should be to protect services for people who most need help, even if that means that other people are harder hit by tax rises and cuts to the services they use	75
The only way for the government to reduce the deficit is to cut spending on all services, even if that includes services that are mainly used by people who most need help	20
Neither	3
Don't know	2

Q14b Which of these comes closest to your opinion about how the government goes about reducing the deficit?

	%
The government's priority should be to protect services for people who most need help, even if that means that other people are harder hit by tax rises and cuts to the services they use	68
Services that are mainly used by people who need most help take up a big part of the government's budget, so the only way for the government to reduce the deficit is to cut services as well	21
<i>Base: British adults 18+</i>	
Neither	4
Don't know	7

Q15 And which of these comes closest to your opinion about how the government goes about reducing the deficit?

Base: 1,002 British adults 18+

	%
It is important to cut spending quickly even if this means immediate job losses, because it will be better for the economy in the long term	25
It is better to cut spending more slowly, to reduce the impact on public services and the economy	69
Neither	3
Don't know	2

Q16 Do you think the government will or will not...?

Base: 1,002 British adults 18+

Q17 And do you think the new government should or should not?

Base: 1,002 British adults 18+

	Will %	Will not %	Don't know %	Should %	Should not %	Don't know %
Cut spending on frontline public services	81	13	6	33	62	5
Increase income tax	76	19	5	42	54	4
Increase VAT	84	12	5	35	63	2
Cut universal benefits for the well off, such as child benefit	74	19	7	74	23	3
Freeze public sector workers' pay next year	77	14	9	55	40	5
End teachers' final salary pension scheme	49	28	23	34	55	11
Make the retirement age later, from 65 to 66	86	9	5	55	42	3

Q18. People have different views about this country and about Prime Ministers. For each of these pairs of statements, please tell me which one comes closest to your ideal.

Base: 1,002 British adults 18+

	Sept 2008 %	Jun 2010 %
I would prefer a Prime Minister who mainly trusts his own judgement and experience to make decisions	32	30
I would prefer a Prime Minister who mainly acts on the views and opinions of the general public to make decisions	64	66
No opinion	4	4

Q19 Which of these statements comes closest to your attitude towards how decisions about how cuts to public services are made?

Base: 1,002 British adults 18+

	%
I'm not interested in knowing how decisions about cuts to public services are made, as long as the government consults relevant experts	22
I would like to know decisions about cuts to public services are made, but I don't want to be involved beyond that	36
I would like to have more of a say in how decisions about cuts to public services are made	29
I would like to become actively involved in how decisions about cuts to public services are made	11
Don't know	2

Q20 In which of the following ways, if any, would you like to be involved in deciding where cuts to public services are made?

Base: all who are at least interested in how decisions about cuts are made; 759 British adults 18+

	%
Taking part in a survey	77
Receiving regular updates and information	66
Giving your views online on a government website	63
Through a suggestion box in your local area	56
Attending a public meeting, sometimes called a Town Hall meeting	49
Attending a small group discussion or focus group in my local area	45
Joining a community group or organisation and letting them represent my views	37
Through social networking sites such as Facebook or Twitter	28
None of these	2
Don't know	*