

Reuters/ Ipsos MORI March Political Monitor

FINAL RESULTS

Fieldwork: 11-13 March 2011

CON 37(+4); LAB 41(-2); LIB DEM 10(-3)

Technical Details

Ipsos MORI interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone 11th – 13th March 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 (604)*

	Q1a/b %
Conservative	37
Labour	41
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	3
British National Party	2
Other	1
Conservative lead (±%)	-4
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>5</i>
<i>Refused</i>	<i>2</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: 1,000 British adults 18+

	%
Conservative	35
Labour	41
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	3
British National Party	1
Other	1
Conservative lead (+%)	-6
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>6</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: 1,000 British adults 18+

	%
10 – absolutely certain to vote	59
9	4
8	8
7	4
6	3
5	7
4	1
3	3
2	1
1 – absolutely certain not to vote	8
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: 1,000 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	36	59	5	-23
Cameron (Q4)	43	51	6	-8
Miliband (Q5)	37	42	21	-5
Clegg (Q6)	34	56	10	-22

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)	367	69	26	5	+43
Cameron (Q4)	274	84	13	3	+71
Miliband (Q5)	344	51	31	18	+20
Clegg (Q6)	93	62	30	8	+32

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: 1,000 British adults 18+

	%
Improve	23
Stay the same	23
Get worse	51
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-28

Economy

Q8 Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?

	November 08	April 09	March 11
Base 1,000 British adults	%	%	%
Improve	14	17	14
Stay the same	45	51	37
Get worse	39	30	48
Don't know	2	2	2
Net improve	-25	-13	-34

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

Base: 1,000 British adults 18+	Sept 2009	March 2010	Oct 2010	March 2011
	%	%	%	%
Conservatives	30	29	38	31
Labour	25	26	25	28
Liberal Democrats	12	12	10	6
Other	4	4	6	8
None	13	10	8	11
Don't know	16	20	13	16
Conservative Lead	+5	+3	+13	+3

Q10 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: 1,000 British adults 18+	June 2010	March 2011
	%	%
Satisfied	40	36
Dissatisfied	23	45
Don't know	36	19
Net Satisfied	+17	-9

Q11 Who do you think would make the most capable Chancellor, the Conservative's George Osborne or Labour's Ed Balls?

Base: 1,000 British adults 18+	%
George Osborne	35
Ed Balls	36
Neither	17
Don't know	12

Q12 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?

Base: 1,000 British adults 18+

	Jan 2010	March 2011
	%	
Under 6 months	2	*
Over 6 months to one year	7	2
Over one to two years	24	9
Over two to three years	23	17
Over three years to five years	18	27
Over five years	20	33
Don't know	7	11

Q13 From what you know, do you think the government has on the whole made the right decisions or the wrong decisions about where spending cuts should be made?

Base: 1000 British adults 18+

	Oct 2010	March 2010
	%	%
Right decisions	41	35
Wrong decisions	38	55
Don't know	21	10

Libya

Q14 Are you satisfied or dissatisfied with the way the government is handling the crisis in Libya?

Base: 1,000 British adults 18+

	April 1999 (asked about Yugoslavia)	March 11
	%	%
Satisfied	49	42
Dissatisfied	28	42
Don't know	22	16