

Ipsos MORI March Political Monitor

Topline Results

Fieldwork: 8-11 March 2015

CON 33 (-1); LAB 34 (-2); LIB DEM 8 (+2); UKIP 13(+4); GREEN 6 (-1)

Technical Details

Ipsos MORI interviewed a representative sample of 1,025 adults aged 18+ across Great Britain. Interviews were conducted by telephone 8-11 March 2015. 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 is 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.

Less than two thirds, 60%, 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 (657)

	Q1a/b %
Conservative	33
Labour	34
Liberal Democrats (Lib Dem)	8
Scottish Nationalist Party	4
Plaid Cymru	*
Green Party	6
UK Independence Party	13
Other	1
Conservative lead (±%)	-1
<i>Would not vote</i>	3
<i>Undecided</i>	6
<i>Refused</i>	1

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 in more recent years however, there have been differing turnout levels among the supporters of the various parties.

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: 1,025 British adults 18+

	%
Conservative	32
Labour	36
Liberal Democrats (Lib Dem)	8
Scottish Nationalist Party	4
Plaid Cymru	*
Green Party	7
UK Independence Party	12
British National Party	*
Other	1
Conservative lead (+%)	-4
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>9</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: 1,025 British adults 18+

	%
10 – absolutely certain to vote	60
9	5
8	8
7	5
6	2
5	5
4	1
3	3
2	2
1 – absolutely certain not to vote	8
Don't know	2
Refused	0

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 Nick Clegg is doing his job as Deputy Prime Minister?
- Q6 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job leader of UKIP, the UK Independence Party?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	34	58	8	-24
Cameron (Q4)	38	54	8	-16
Clegg (Q5)	26	62	12	-36
Miliband (Q6)	28	59	13	-31
Farage (Q7)	35	47	17	-12

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?
- Q6 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base: All party supporters (*Government is based on Conservative and Lib Dem supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government* (Q3)	331	67	28	5	+39
Cameron (Q4)	265	81	16	3	+65
Clegg** (Q5)	66	45	46	10	-1
Miliband (Q6)	298	51	41	8	+10
Farage** (Q7)	105	87	7	6	+80

**Due to small base sizes please treat with caution

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: 1,025 British adults 18+

	%
Improve	41
Stay the same	33
Get worse	20
Don't know	7
Ipsos MORI Economic Optimism Index (EOI)	+21

ISSUES

Q11 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?*

(UNPROMPTED) Base: 1,025 British adults 18+

	March 2010 %	September 2014 %	January 2015 %	February 2015 %	March 2015 %
Healthcare/NHS/hospitals	26	29	46	45	38
Managing the economy/economic situation	32	31	33	32	31
Education/schools	23	23	20	25	25
Asylum and immigration	14	30	27	22	25
Benefits	7	13	8	13	12
Unemployment	11	10	9	10	11
Taxation	12	8	8	14	10
Don't Know	15	9	10	9	10

*Showing only answers above 8%; see computer tables for full results

THE GOVERNMENT, THE ECONOMY & THE ELECTION

Q14 On balance, do you agree or disagree with the following statements?

Base: 1,025 British adults 18+

		Agree %	Disagree %	Don't know %	Net agree +/-
In the long term, this government's policies will improve the state of Britain's economy	March 2015	53	39	7	+14
	<i>March 2012</i>	<i>46</i>	<i>47</i>	<i>7</i>	<i>-1</i>
	<i>January 2011</i>	<i>49</i>	<i>43</i>	<i>8</i>	<i>+6</i>
In the long term, this government's policies will improve Britain's public services	March 2015	33	60	7	-27
	<i>October 2013</i>	<i>35</i>	<i>59</i>	<i>6</i>	<i>-24</i>
	<i>January 2011</i>	<i>32</i>	<i>59</i>	<i>9</i>	<i>-27</i>

Q15 Which of the statements comes closest to your own view?

Base: 1,025 British adults 18+

	April 1992 %	April 1997 %	March 2015 %
The government has built strong foundations for Britain's economic recovery, and the Conservatives* deserve to win the election	23	20	28
The Government has built strong foundations for Britain's economic recovery, but at this election it is time for change	16	28	21
The Government has failed to build a strong economy, but the Conservatives deserve to win the election	12	5	4
The Government has failed to build a strong economy. At this election it is time for change	43	38	32
None of these	3	4	10
Don't know	3	6	4
Time for a change	59	66	53
The Government/Conservatives deserve to win the election	35	25	32

*asked as 'they' in 1992-7

CHANCELLOR

Q16 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: 1,025 British adults 18+

	March 2013 %	April 2014 %	March 2015 %
Satisfied	27	47	43
Dissatisfied	60	44	42
Don't know	13	9	15
Net satisfied	-33	+3	+1

Q17 Who do you think would make the most capable Chancellor, the Conservative's George Osborne or Labour's Ed Balls?

Base: 1,025 British adults 18+

	March 2011 %	March 2014 %	March 2015 %
George Osborne	35	38	41
Ed Balls	36	33	30
Neither	17	14	18
Don't know	12	15	10
Osborne lead (+/-%)	-1	+5	+11

Q18 As you may know, the Chancellor will announce his last Budget before the election on 18th March. Do you think he should or should not announce tax cuts in that Budget?

SPLIT SAMPLE. Base: 517 British adults 18+

	%
He should announce tax cuts	42
He should not announce tax cuts	49
Don't know	10

Q18b **As you may know, the Chancellor will announce his last Budget before the election on 18th March. When thinking about the health of the economy and public services, do you think he should or should not announce tax cuts in that Budget??**

SPLIT SAMPLE. Base: 508 British adults 18+

	%
He should announce tax cuts	38
He should not announce tax cuts	51
Don't know	12

Q18b/c **Do you think he should or should not announce tax cuts in that Budget??**
Combined

SPLIT SAMPLE. Base: 508 British adults 18+

	%
He should announce tax cuts	40
He should not announce tax cuts	50
Don't know	10

MANAGING THE ECONOMY

Q19 **Since it was elected in May 2010, do you think that the government has done a good job or a bad job at...?**

Base: 1,025 British adults 18+

		Good job %	Bad job %	Don't know %
Managing the economy	March 2015	56	37	7
	<i>March 2014</i>	47	46	8
Handling taxation and public expenditure	March 2015	37	54	9
	<i>March 2014</i>	35	56	9
Reducing unemployment*	March 2015	49	43	8
	<i>March 2014</i>	44	48	8

**asked as 'keeping unemployment down' in March 2014*

Q20 And do you think that a Labour government with Ed Miliband as Prime Minister and Ed Balls as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

Base: 1,025 British adults 18+

	March 2013 %	March 2015 %
Better job	26	19
Worse job	31	37
About the same	38	38
Don't know	5	6