

## Ipsos MORI May Political Monitor

Fieldwork: 29-31 May 2009

**CON 40%(-1) LAB 18%(-10) LIB DEM 18%(-4)**

Ipsos MORI's May Political Monitor (carried out by telephone between 29-31 May among 1,001 British adults aged 18 and over) shows that among those absolutely certain to vote, the **Conservative Party lead the Labour Party by 22 points**. The Conservatives are on 40% (a drop of one point from last month), Labour has fallen to 18% (down from 28% last month) and the LibDems have dropped four points to 18%. This leaves 22% giving a vote for other parties, double the number of 'other' votes collected in April 2009.

This 'other' category breaks down as follows:

- Scottish/Welsh national: 4%
- Greens: 6%
- UKIP: 7%
- BNP: 4%
- Other: 3%

The expenses scandal is clearly being felt across government. Just 18% (compared to 23% last month) are **satisfied with the way the Government is running the country**, and more than three-quarters (77%, vs. 70% last month) are dissatisfied. Taking the net rating (the per cent satisfied minus dissatisfied) puts the Government on -59, which ties for the month of July 2008 for Government's worst rating since August 1996.

Dissatisfaction with the Government is now at the level it was during the Black Wednesday crisis. This is notable as the Government has now been in power a similar length of time as John Major's government was at the time.

A quarter (26%) are satisfied with the way **Gordon Brown** is doing his job as Prime Minister and seven in ten (69%) are dissatisfied. This is a drop from last month's ratings, which showed 32% satisfied and 60% dissatisfied.

**David Cameron's** ratings have also declined since last month. While over half (51%, compared to 52% last month) remain satisfied with the way he is doing his job as leader of the Conservative Party, more than a third (35%) are now dissatisfied, up from 29% last month.

**Nick Clegg** is the only one of the three leaders to see improved satisfaction ratings this month. Nearing half (45%) are satisfied with the way he is doing his job as leader of the Liberal Democrats, and 23% are dissatisfied. This represents a real improvement for the Liberal Democrat leader, as last month 39% were satisfied and 25% dissatisfied with Clegg.

Those who think the **economy** will get worse over the next 12 months still outnumber those who think it will improve, but only just; economic optimism remains in line with April's improved findings. The proportion of those who feel the economic condition of the country will improve in the next twelve months is 33%, while just over a third (35%) 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 -2, which is unchanged from last month.

### Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone 29<sup>th</sup> – 31<sup>st</sup> May 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 the public, 49%, 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 (528)

Q1a/b

%

Conservative	40
Labour	18
Liberal Democrats (Lib Dem)	18
Scottish/Welsh Nationalist	4
Green Party	6
UK Independence Party	7
British National Party	4
Other	3

**Conservative lead (+%) +22**

Would not vote	1
Undecided	7
Refused	5

**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: 1,001 British adults 18+

	%
Conservative	35
Labour	24
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	3
Green Party	7
UK Independence Party	5
British National Party	3
Other	4

**Conservative lead (+%)      +11**

<i>Would not vote</i>	17
<i>Undecided</i>	10
<i>Refused</i>	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: 1,001 British adults 18+

	%
10 – absolutely certain to vote	49
9	7
8	7
7	4
6	3
5	9
4	2
3	3
2	1
1 – absolutely certain not to vote	12
Don't know	1
Refused	0

## 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: 1,001 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	18	77	5	<b>-59</b>
Brown (Q4)	26	69	5	<b>-43</b>
Cameron (Q5)	51	35	15	<b>+16</b>
Clegg (Q6)	45	23	32	<b>+22</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)	180	46	48	6	<b>-2</b>
Brown (Q4)	180	59	37	5	<b>+22</b>
Cameron (Q5)	255	84	9	7	<b>+75</b>
Clegg (Q6)	144	76	14	10	<b>+62</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: 1,001 British adults 18+

Improve	33
Stay the same	29
Get worse	35
Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-2</b>