

## Ipsos MORI February Political Monitor

### Topline Results

Fieldwork: 1-3 February 2014

**CON 31 (+1); LAB 38 (-1); LIB DEM 12 (-1); UKIP 10 (-1)**

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 1<sup>st</sup> – 3<sup>rd</sup> February 2014. 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.

Just over half, 56%, 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 (592)*

Q1a/b  
%

Conservative	31
Labour	38
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	5
Green Party	3
UK Independence Party	10
Other	2
<b>Conservative lead (±%)</b>	<b>-7</b>
<i>Would not vote</i>	1
<i>Undecided</i>	6
<i>Refused</i>	2

**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: 1,012 British adults 18+

	%
Conservative	31
Labour	39
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	10
British National Party	*
Other	2
<b>Conservative lead (+%)</b>	<b>-8</b>
<i>Would not vote</i>	<i>8</i>
<i>Undecided</i>	<i>9</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: 1,012 British adults 18+

	%
10 – absolutely certain to vote	56
9	7
8	7
7	6
6	3
5	6
4	2
3	2
2	1
1 – absolutely certain not to vote	7
Don't know	1

## 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?

Base: 1,012 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	32	59	9	-27
Cameron (Q4)	37	55	8	-18
Clegg (Q5)	25	64	11	-39
Miliband (Q6)	31	52	16	-21
Farage (Q7)	31	41	29	-10

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)

	Base	Satisfied	Dissatisfied	Don't know	Net satisfaction
		%	%	%	±
Government* (Q3)	359	60	34	6	+26
Cameron (Q4)	266	76	20	5	+56
Clegg** (Q5)	93	47	46	7	+1
Miliband (Q6)	308	52	35	13	+17
Farage** (Q7)	84	74	12	14	+62

\*\*Due to small base sizes please treat with caution

## Economy

- 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: 1,012 British adults 18+

	%
Improve	50
Stay the same	23
Get worse	24
Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+26</b>

**Leaders**

Q9 In choosing between David Cameron, Nick Clegg, Ed Miliband or Nigel Farage, which leader would you trust most to...

Base: 1,012 British adults 18+

		David Cameron	Nick Clegg	Ed Miliband	Nigel Farage	None of these	Don't know
		%	%	%	%	%	%
Deal with immigration	Feb' 2014	23	8	19	20	18	12
	May 2013	28	6	17	25	13	10
Deal with managing the economy	Feb' 2014	42	5	20	3	18	12
	May 2013	37	5	23	5	18	12
Deal with reducing unemployment	Feb' 2014	33	6	28	4	16	13
	May 2013	29	6	31	7	13	13
Deal with regulation for banks and bankers bonuses	Feb' 2014	21	10	29	6	19	16
Look after the interests of women	Feb' 2014	21	12	28	3	15	21
Handle disagreements within his party	Feb' 2014	29	7	22	8	16	18

**Tax rate**

Q10 As you may know, in 2012 the present government reduced the top rate of income tax from 50p in the pound to 45p in the pound, for those people earning over £150,000 a year. Some people argue that high tax rates are not very effective in raising money, and that they harm the economy by putting people off doing business in Britain but others argue that it is unfair to give tax cuts to rich people, and that a higher tax rate is a fairer way of cutting the deficit.

Which of the following, if any, do you think is the right rate of income tax that should be charged on income over £150,000 a year?

<i>Split sample: 521 British adults, 18+</i>	<b>50p in the pound</b>	41
	<b>45p in the pound</b>	27
	<b>40p in the pound</b>	24
	Other	2
	Should not be any higher rate of tax	*
	Don't know	5
<i>Split sample: 491 British adults, 18+</i>	<b>Shadow Chancellor Ed Balls' policy of 50p in the pound</b>	40
	<b>Chancellor George Osborne's policy of 45p in the pound</b>	28
	<b>Mayor of London Boris Johnson's 40p in the pound</b>	26
	Other	1
	Should not be any higher rate of tax	0
	Don't know	6