

Ipsos MORI January Political Monitor

Topline Results

Fieldwork: 11-14 January 2014

CON 30 (-3); LAB 39 (+2); LIB DEM 13 (+4); UKIP 11 (+1)

Technical Details

Ipsos MORI interviewed a representative sample of 1,035 adults aged 18+ across Great Britain. Interviews were conducted by telephone 11th – 14th January 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 (606)

	Q1a/b %
Conservative	30
Labour	39
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	5
Green Party	3
UK Independence Party	11
British National Party	*
Other	*
Conservative lead (±%)	-9
<i>Would not vote</i>	*
<i>Undecided</i>	7
<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: 1,035 British adults 18+

	%
Conservative	32
Labour	37
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	11
British National Party	*
Other	1
Conservative lead (+%)	-5
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>8</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: 1,035 British adults 18+

	%
10 – absolutely certain to vote	56
9	5
8	9
7	5
6	2
5	6
4	2
3	2
2	2
1 – absolutely certain not to vote	8
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: 1,035 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	31	59	10	-28
Cameron (Q4)	39	53	8	-14
Clegg (Q5)	29	57	14	-28
Miliband (Q6)	31	53	16	-22
Farage (Q7)	35	37	27	-2

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)	363	58	31	11	+27
Cameron (Q4)	261	79	16	5	+63
Clegg** (Q5)	102	55	35	10	+20
Miliband (Q6)	326	50	40	10	+10
Farage** (Q7)	90	94	5	1	+89

**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: 1,035 British adults 18+

	%
Improve	45
Stay the same	26
Get worse	26
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	+19

Coalition

Q9 As you will know, the general election on May 6th 2010 resulted in a hung parliament where no party had an overall majority. Do you think it is a good thing or a bad thing for the country that no party achieved an overall majority?

Base: 1035 British adults 18+

	May 2010	November 2010	April 2011	January 2014
	%	%	%	%
Good	40	38	34	32
Bad	52	55	58	60
Don't know	8	7	8	8
Net good	-12	-17	-24	-28

Q10 Thinking about the next general election, do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?

Base: 1,035 British adults 18+

	%
Good	26
Bad	65
Don't know	9

Q11 And regardless of your personal views of coalitions how likely or unlikely do you think it is that there will be another coalition government after the next general election?

Base: 1,035 British adults 18+

	%
Very likely	14
Fairly likely	37
Fairly unlikely	29
Very unlikely	16
Don't know	4
Very/fairly likely	51
Very/fairly unlikely	45

Q12 Do you think the Coalition Government is or is not...

Base: 1,035 British adults 18+

	Is %	Is not %	Don't know %	Net %
Providing stable government				
Jan 2014	51	42	7	+9
May 2013	45	48	8	-3
July 2012	39	54	6	-15
April 2011	53	40	7	+13
May 2010	55	34	10	+21
Dealing with the economic crisis effectively				
Jan 2014	42	50	8	-8
May 2013	32	61	7	-29
July 2012	28	63	8	-35
April 2011	42	49	8	-7
May 2010	59	33	8	26
Working as a united team				
Jan 2014	30	62	8	-32
May 2013	28	65	7	-37
July 2012	26	66	8	-40
April 2011	43	49	8	-6
May 2010	63	29	8	+34
Likely to last until 2015				
Jan 2014	75	19	6	+56
May 2013	55	38	7	+17
July 2012	40	52	8	-12

Q13 **You said that you would [vote for/be inclined to support] [the Conservatives/Labour/Liberal Democrats/UKIP] if there were a general election tomorrow. Suppose that no party has an overall majority after the election. How strongly would you support or oppose [the Conservatives/Labour/Liberal Democrats/UKIP] forming a coalition government with [INSERT] if they had enough seats between them for a majority?**

	Strong-ly support %	Tend to support %	Neither /Nor %	Tend to oppose %	Strong-ly oppose %	Don't know %	Support %	Oppose %	Net Support ±
CONSERVATIVE SUPPORTERS: (261)									
UKIP	17	23	12	17	27	4	40	44	-4
Liberal Democrats	21	49	11	11	6	1	70	17	+53
LABOUR SUPPORTERS: (326)									
Liberal Democrats	24	38	14	10	11	4	62	21	+41
Green Party	31	32	15	10	7	4	63	17	+46
LIBERAL DEMOCRAT SUPPORTERS: (102)**									
Conservative Party	28	37	13	7	14	*	65	21	+44
Labour Party	25	28	12	17	18	0	53	35	+18
UKIP SUPPORTERS: (90)**									
Conservative Party	28	36	5	5	24	2	64	29	+35
Labour Party	20	27	8	13	32	0	47	45	+2

**Due to small base sizes please treat with caution