

## Ipsos MORI October Political Monitor Topline Results

Fieldwork: 12-15 October 2013

CON 35 (+1); LAB 35 (-2); LIB DEM 9 (-1); UKIP 10 (-1)

### Technical Details

Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12<sup>th</sup> – 15<sup>th</sup> October 2013. 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?

	Q1a/b %
Conservative	35
Labour	35
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	10
British National Party	*
Other	1
<b>Conservative lead (±%)</b>	<b>0</b>
<i>Would not vote</i>	1
<i>Undecided</i>	4
<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 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: 1,004 British adults 18+

	%
Conservative	33
Labour	38
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	9
British National Party	*
Other	2
<b>Conservative lead (±%)</b>	<b>-5</b>
<i>Would not vote</i>	<i>8</i>
<i>Undecided</i>	<i>7</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: 1,004 British adults 18+

	%
10 – absolutely certain to vote	56
9	7
8	9
7	4
6	2
5	9
4	1
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: 1,004 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	36	56	9	-20
Cameron (Q4)	39	53	8	-14
Miliband (Q5)	36	49	15	-13
Clegg (Q6)	31	57	12	-26
Farage (Q7)	33	38	28	-5

### 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)	364	65	26	8	+39
Cameron (Q4)	271	80	14	6	+66
Miliband (Q5)	324	61	27	12	+34
Clegg** (Q6)	93	56	31	13	+25
Farage** (Q7)	83	90	4	6	+86

\*\*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: 1,004 British adults 18+*

	%
Improve	42
Stay the same	28
Get worse	27
Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+15</b>

**Q9 To what extent do you agree or disagree with the following statements?**

*Base: 1,004 British adults 18+*

	Strongly Agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	<b>Agree %</b>	<b>Disagree %</b>
<b>"I don't know what David Cameron stands for"</b>	14	20	7	29	29	2	<b>34</b>	<b>58</b>
<b>"I don't know what Ed Miliband stands for"</b>	22	23	11	24	17	3	<b>45</b>	<b>41</b>
<b>"I don't know what Nick Clegg stands for"</b>	29	24	11	21	12	3	<b>53</b>	<b>33</b>
<b>"I don't know what Nigel Farage stands for"</b>	20	16	8	20	31	5	<b>36</b>	<b>51</b>

**Q To what extent do you agree or disagree with the following statements?**

*Base: 1,007 British adults 18+, AUGUST 2013*

	Strongly Agree %	Tend to agree %	Neither/ nor %	Tend to disagree %	Strongly disagree %	Don't know %	<b>Agree %</b>	<b>Disagree %</b>
<b>"I don't know what David Cameron stands for"</b>	15	18	8	26	30	3	<b>33</b>	<b>56</b>
<b>"I don't know what Ed Miliband stands for"</b>	28	23	8	20	17	4	<b>51</b>	<b>37</b>
<b>"I don't know what Nick Clegg stands for"</b>	26	24	8	21	16	4	<b>50</b>	<b>37</b>
<b>"I don't know what Nigel Farage stands for"</b>	24	13	6	20	30	7	<b>37</b>	<b>50</b>

Q10 Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...?

Base: 1,004 British adults 18+

	%
Left wing	9
Left of centre	18
Centre	29
Right of centre	20
Right wing	9
Don't know	15
<b>Left</b>	<b>27</b>
<b>Right</b>	<b>29</b>

Q11 And how would you describe the views of..?

	David Cameron	Ed Milliband	Nick Clegg	Nigel Farage
<i>Base: 1,004 British adults 18+</i>				
	%			
Left wing	5	26	7	6
Left of centre	4	28	19	4
Centre	13	13	30	9
Right of centre	33	6	13	12
Right wing	24	5	7	39
Don't know	21	21	25	29
<b>Left</b>	<b>9</b>	<b>54</b>	<b>26</b>	<b>10</b>
<b>Right</b>	<b>57</b>	<b>11</b>	<b>20</b>	<b>51</b>

Q. And how would you describe the views of..

Base: 1,009 British adults 18+, OCTOBER 2010

	David Cameron	Ed Miliband	Nick Clegg
	%		
Left wing	6	19	8
Left of centre	5	25	14
Centre	14	12	23
Right of centre	28	4	15
Right Wing	21	5	8
Don't know	26	35	31

Q12 I am going to read out a number of policies announced by political parties. Which two or three, if any, of the following do you think would be...

ROTATE

a) ...best for you personally?

b) ...best for the country?

Base: split sample, each asked of approx. half of sample

	Personally (526)	For country (478)
	%	
A freeze on gas and electricity prices for 20 months	62	50
A freeze on petrol duty for the next 18 months	56	44
Raising the income tax threshold so that no-one earning minimum wage pays income tax	40	44
Free school meals for all children aged under eight	29	41
A government scheme to guarantee mortgages for people buying a home with a deposit between 5% and 20%	23	33
25 hours of free childcare per week	22	33
None	1	2
Don't know	0	1