

Ipsos MORI November Political Monitor

Topline Results

Fieldwork: 9-11 November 2013

CON 32 (-3); LAB 38 (+3); LIB DEM 8 (-1); UKIP 8 (-2)

Technical Details

Ipsos MORI interviewed a representative sample of 1,019 adults aged 18+ across Great Britain. Interviews were conducted by telephone 9th – 11th November 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, 52%, 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 (558)

	Q1a/b %
Conservative	32
Labour	38
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	4
Green Party	7
UK Independence Party	8
British National Party	1
Other	3
Conservative lead (±%)	-6
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>8</i>
<i>Refused</i>	<i>3</i>

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: 1,019 British adults 18+

	%
Conservative	32
Labour	39
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	3
Green Party	7
UK Independence Party	6
British National Party	1
Other	2
Conservative lead (±%)	-7
<i>Would not vote</i>	<i>9</i>
<i>Undecided</i>	<i>10</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: 1,019 British adults 18+

	%
10 – absolutely certain to vote	52
9	6
8	11
7	4
6	3
5	9
4	1
3	2
2	1
1 – absolutely certain not to vote	9
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: 1,019 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	29	60	11	-31
Cameron (Q4)	35	56	9	-21
Clegg (Q5)	22	65	13	-43
Miliband (Q6)	31	54	15	-23
Farage (Q7)	28	41	31	-13

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)	324	59	31	10	+28
Cameron (Q4)	247	76	21	2	+55
Clegg** (Q5)	77	40	40	20	0
Miliband (Q6)	313	48	44	8	+4
Farage** (Q7)	61	86	8	6	+78

**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: 1,019 British adults 18+

	%
Improve	42
Stay the same	27
Get worse	27
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	+15

Cost of living & Economic Growth Questions

- Q9 Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 months?

	November '08	April '09	March '11	November '13
Base 1,019 British adults	%	%	%	%
Improve	14	17	14	23
Stay the same	45	51	37	42
Get worse	39	30	48	33
Don't know	2	2	3	3
NET improve	-25	-13	-34	-10

- Q10 As you may know, according to official statistics the UK economy has grown by about 1.5% compared to the same time last year. What impact, if any, do you feel this growth in the economy has had on you and your family's standard of living so far?

Base: 1,019 British adults 18+

	%
A great deal	3
A fair amount	11
Not very much	36
None at all	48
Don't know	1
A great deal/fair amount	14
Not very much/not at all	84

- Q11 And what impact, if any, do you think the growth in the economy will have on you and your family's standard of living over the next 12 months?

Base: 1,019 British adults 18+

	%
A great deal	4
A fair amount	15
Not very much	44
None at all	33
Don't know	3
A great deal/fair amount	19
Not very much/none at all	77

Q12 As you may know, the government has announced a number of spending cuts to help reduce the national debt. To what extent, if at all, have you and your family been affected by the cuts so far?

Base: 1,019 British adults 18+

	February 2011 %	November 2013 %
A great deal	11	9
A fair amount	25	23
Not very much	42	39
Not at all	21	27
Don't know	2	2
A great deal/fair amount	36	32
Not very much/not at all	63	66

Q13 And how concerned, if at all, are you about the effects of the cuts on you and your family in the next 12 months?

Base: 1,019 British adults 18+

	February 2011 %	November 2013 %
Very concerned	35	21
Fairly concerned	38	37
Not very concerned	20	29
Not at all concerned	6	12
Don't know	1	1
Very/fairly concerned	73	58
Not very/not at all concerned	26	41

Q14 Which party, if any, do you trust most to...?

	Conserv- atives %	Labour %	Lib Dems %	UKIP %	Another party %	None %	Don't know %
<i>Base: 1,019 British adults 18+</i>							
Grow Britain's economy	36	24	4	4	6	16	11
Reduce you and your family's cost of living	23	31	5	4	7	19	11
Ensure that you and your family benefits from a growing economy	28	27	5	3	8	18	11

Q15 There are different ideas about how best to improve people's financial situation. Which one of the following would you most prefer government to do?

Base: 1,019 British adults 18+

	%
Take action to reduce household bills (such as fuel, mortgages or energy bills)	66
Cut income tax	28
Neither	3
Depends	1
Don't know	2