

Ipsos MORI December Political Monitor

Topline Results

Fieldwork: 7-9 December 2013

CON 33 (+1); LAB 37 (-1); LIB DEM 9 (+1); UKIP 10 (+2)

Technical Details

Ipsos MORI interviewed a representative sample of 1011 adults aged 18+ across Great Britain. Interviews were conducted by telephone 7th – 9th December 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, 54%, 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 (578)

Q1a/b
%

Conservative	33
Labour	37
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	10
British National Party	1
Other	1
Conservative lead (±%)	-4
<i>Would not vote</i>	1
<i>Undecided</i>	5
<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: 1011 British adults 18+

	%
Conservative	32
Labour	39
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	5
Green Party	5
UK Independence Party	8
British National Party	1
Other	1
Conservative lead (+%)	-7
<i>Would not vote</i>	<i>11</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: 1011 British adults 18+

	%
10 – absolutely certain to vote	54
9	6
8	8
7	6
6	2
5	8
4	2
3	3
2	2
1 – absolutely certain not to vote	8
Don't Know	2

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: 1011 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	32	58	10	-26
Cameron (Q4)	39	52	9	-13
Clegg (Q5)	28	57	15	-29
Miliband (Q6)	29	54	16	-25
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)	333	61	30	9	+31
Cameron (Q4)	249	78	17	5	+61
Clegg** (Q5)	84	50	36	14	+14
Miliband (Q6)	327	47	41	13	+6
Farage** (Q7)	62	87	6	6	+81

**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: 1,011 British adults 18+

	%
Improve	44
Stay the same	27
Get worse	26
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	+18

Political leaders

Q11 Which of these statements comes closest to your views of Chancellor, George Osborne?

Base: 1011 British adults 18+

	%
I like George Osborne and I like his policies	19
I like George Osborne but I do not like his policies	8
I do not like George Osborne but I like his policies	17
I do not like George Osborne and I do not like his policies	37
Don't know	19
Like George Osborne	27
Do not like George Osborne	54
Like his policies	36
Do not like his policies	45

Q12 Which of these statements comes closest to your views of Shadow Chancellor, Ed Balls? Base: 1011 British adults 18+

	%
I like Ed Balls and I like his policies	16
I like Ed Balls but I do not like his policies	11
I do not like Ed Balls but I like his policies	10
I do not like Ed Balls and I do not like his policies	41
Don't know	22
Like Ed Balls	27
Do not like Ed Balls	51
Like his policies	26
Do not like his policies	52

Q13 Which of these statements comes closest to your views of London Mayor, Boris Johnson? *Base: 1011 British adults 18+*

I like Boris Johnson and I like his policies	%
I like Boris Johnson but I do not like his policies	39
I do not like Boris Johnson but I like his policies	20
I do not like Boris Johnson and I do not like his policies	5
Don't know	18
Like Boris Johnson	59
Do not like Boris Johnson	23
Like his policies	44
Do not like his policies	38

Q14 Who do you think would make the most capable Chancellor, the Conservatives' George Osborne or Labour's Ed Balls?

Base: 1,011 British adults 18+

	March 2011	March 2012	June 2012	December 2012	June 2013	August 2013	December 2013
	%	%	%	%	%	%	%
George Osborne	35	36	29	34	35	36	40
Ed Balls	36	35	37	34	38	35	29
Neither	17	14	21	22	15	18	19
Don't know	12	15	13	10	13	12	12