

## Ipsos MORI March Political Monitor

### Topline Results

Fieldwork: 8-12 March 2014

**CON 32 (+1); LAB 35 (-3); LIB DEM 13 (+1); UKIP 11 (+1)**

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone 8<sup>th</sup>-12<sup>th</sup> March 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, 53%, 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 (582)*

Q1a/b  
%

Conservative	32
Labour	35
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	4
Green Party	5
UK Independence Party	11
British National Party	*
Other	1
<b>Conservative lead (+%)</b>	<b>-3</b>
<i>Would not vote</i>	1
<i>Undecided</i>	6
<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: 1,000 British adults 18+

	%
Conservative	29
Labour	37
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	3
Green Party	6
UK Independence Party	11
British National Party	*
Other	1
<b>Conservative lead (+%)</b>	<b>-8</b>
<i>Would not vote</i>	<i>10</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: 1,012 British adults 18+

	%
10 – absolutely certain to vote	53
9	7
8	10
7	6
6	3
5	7
4	2
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	1
Refused	*

## 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: 1,000 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	33	59	8	-26
Cameron (Q4)	37	56	8	-19
Clegg (Q5)	29	60	12	-31
Miliband (Q6)	32	53	15	-21
Farage (Q7)	31	41	28	-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)	335	60	30	10	+30
Cameron (Q4)	238	81	18	2	+63
Clegg** (Q5)	97	62	30	8	+32
Miliband (Q6)	285	51	37	12	+14
Farage** (Q7)	95	82	11	7	+71

\*\*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: 1,000 British adults 18+*

	%
Improve	48
Stay the same	24
Get worse	25
Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+23</b>

**Parties and economic policies**

**Q9 Which party do you think has the best policies on.... the Conservatives, Labour, Liberal Democrats or some other party?**

*Base 1,000 British adults 18+*

	Labour %	Conser- vatives %	Lib Dems %	UKIP %	Other %	None %	Don't Know %	Conserv -ative lead ±
<b>Managing the economy</b>	22	35	6	2	7	10	18	<b>+13</b>
<i>Managing the economy – Sept 2013</i>	20	38	5	2	7	12	17	<b>+18</b>
<b>Unemployment</b>	32	27	5	2	6	9	19	<b>-5</b>
<i>Unemployment – Sept 2013</i>	30	26	5	2	5	10	21	<b>-4</b>
<b>Taxation</b>	27	25	12	1	6	7	21	<b>-2</b>
<i>Taxation – Sept 2012</i>	31	26	9	n/a	3	12	19	<b>-5</b>

**Q10 Who do you think would make the most capable Chancellor, the Conservatives' George Osborne or Labour's Ed Balls?**

*Base: 1,000 British adults 18+*

	March 2011 %	March 2012 %	June 2012 %	Dec 2012 %	June 2013 %	August 2013 %	Dec 2013 %	<b>March 2014 %</b>
George Osborne	35	36	29	34	35	36	40	<b>38</b>
Ed Balls	36	35	37	34	38	35	29	<b>33</b>
Neither	17	14	21	22	15	18	19	<b>14</b>
Don't know	12	15	13	10	13	12	12	<b>15</b>

Q11 Since it was elected in May 2010, do you think that the government has done a good job or a bad job at...?

Base: 1,000 British adults 18+

	Good job %	Bad job %	Don't know %
<b>Managing the economy</b>	47	46	8
<i>Managing the economy – Oct 2011</i>	36	55	9
<b>Handling taxation and public expenditure</b>	35	56	9
<i>Handling taxation and public expenditure – Oct 2011</i>	32	60	8
<b>Keeping unemployment down</b>	44	48	8
<i>Keeping unemployment down – Oct 2011</i>	15	77	8
<b>Improving your standard of living</b>	30	59	11
<b>Improving the standard of living for rich people</b>	73	12	15
<b>Improving the standard of living for poor people</b>	19	73	8

Q12 As you may know, according to official statistics the UK economy grew by 1.8% in 2013. Which one or two of the following do you think deserve most credit for the growth in the UK economy?

Base: 1,000 British adults 18+

	%
The state of the global economy	37
The Bank of England	25
The coalition government overall	20
The Conservatives	15
The European Union	7
The previous Labour government	7
The Liberal Democrats	4
None of these	3
Don't know	10
<b>The coalition government overall/The Conservatives/The Liberal Democrats</b>	<b>37</b>

Q13 As you may know, the amount people earn before they pay income tax has risen from £6,475 in 2010 to £10,000 from this April. Who, if anyone, do you think deserves most credit for this policy, the Conservatives or Liberal Democrats?

Base: 1,000 British adults 18+

	%
The Conservatives	33
The Liberal Democrats	45
Another party	*
None of these	4
Don't know	18