

Ipsos MORI April Political Monitor

Topline Results

Fieldwork: 12 - 15 April 2015

CON 33 (NC); LAB 35 (+1); LIB DEM 7 (-1); UKIP 10 (-3); GREEN 8 (+2)

Technical Details

Ipsos MORI interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12-15 April 2015. 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.

Seven in ten, 68%, 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 (737)

Q1a/b

	Q1a/b %
Conservative	33
Labour	35
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	6
Green Party	8
UK Independence Party	10
Other	*
Conservative lead (±%)	-2
<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 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	32
Labour	35
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	6
Green Party	8
UK Independence Party	11
Other	1
Conservative lead (+%)	-3
<i>Would not vote</i>	8
<i>Undecided</i>	6
<i>Refused</i>	2

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: 1,000 British adults 18+

	%
10 – absolutely certain to vote	68
9	5
8	5
7	3
6	3
5	5
4	1
3	1
2	*
1 – absolutely certain not to vote	8
Don't know	*
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?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	37	55	9	-18
Cameron (Q4)	39	53	7	-14
Clegg (Q5)	27	58	14	-31
Miliband (Q6)	33	52	15	-19
Farage (Q7)	30	56	15	-26

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)	356	76	17	7	+59
Cameron (Q4)	280	89	10	1	+79
Clegg** (Q5)	76	56	35	8	+21
Miliband (Q6)	296	60	28	12	+32
Farage** (Q7)	89	90	1	8	+89

**Due to small base sizes please treat with caution

VOTING DECISIONS

Q9 **Have you definitely decided to vote for the [PARTY NAMED AT Q1] party or is there a chance you may change your mind before you vote?**

Base: All giving a voting intention (879)

	January 2015 %	February 2015 %	March 2015 %	April 2015 %
Definitely decided	47	48	56	60
May change mind	51	50	41	38
Don't know	2	2	3	2

Q17 **I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...**

Base: 1,000 British adults 18+ (Nick Clegg base: 507; Nigel Farage base:493)

	Ed Miliband (Sept 2014) %	Ed Miliband (April 2015) %	David Cameron (Sept 2014) %	David Cameron (April 2015) %	Nick Clegg (Sept 2014) %	Nick Clegg (April 2015) %	Nigel Farage (Sept 2014) %	Nigel Farage (April 2015) %
Capable leader	30	33	55	57	20	31	31	26
Good in a crisis	22	24	53	51	17	24	19	17
Has sound judgement	36	35	43	44	26	33	24	19
Understands the problems facing Britain	53	50	48	47	42	46	39	33
Out of touch with ordinary people	46	42	67	65	55	41	39	42
More style than substance	32	30	43	44	45	38	52	55
Has got a lot of personality	20	20	39	40	26	34	67	64
Looks after some sections of society more than others	-	58	-	75	-	41	-	62
Has a clear vision for Britain	43	45	55	56	26	31	58	43
None of these	5	3	1	2	5	4	4	5
Don't know	4	5	2	3	6	8	6	5