

Ipsos MORI December Political Monitor

Topline Results

21.12.2015

Fieldwork: 12th – 14th December 2015

Technical Details

Ipsos MORI interviewed a representative sample of 1,040 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12th – 14th December 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, are filtered as discussed below. 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: headline indicator

In recent years, Ipsos MORI’s headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters’ likelihood to vote, Ipsos MORI is carrying out an internal review into improving the accuracy of our polls. As an interim measure, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). This method would have given us the most accurate results in the 2015 General Election. As our internal review continues, however, and as we look to learn from the British Polling Council’s own enquiry, we anticipate we will make further refinements to our methodology in the future.

As previously, 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. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

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.

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 9-10 certain to vote and always/usually/depends vote in General Elections 752

	Q1a/b %
Conservative	38
Labour	31
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	7
Green Party	6
UK Independence Party	9
Other	*
Conservative lead (\pm%)	+7
<i>Would not vote</i>	*
<i>Undecided</i>	5
<i>Refused</i>	2

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?**

	%
Conservative	37
Labour	33
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	6
Green Party	5
UK Independence Party	9
Other	1
Conservative lead (+%)	+4
<i>Would not vote</i>	8
<i>Undecided</i>	8
<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?

	%
10 – absolutely certain to vote	62
9	6
8	8
7	5
6	2
5	6
4	1
3	2
2	1
1 – absolutely certain not to vote	6
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 Jeremy Corbyn is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Tim Farron is doing his jobs as leader of the Liberal Democrats?
- 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)	38	55	8	-17
Cameron (Q4)	41	55	4	-14
Corbyn (Q5)	33	50	17	-17
Farron (Q6)	24	31	45	-7
Farage (Q7)	33	48	19	-15

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 Jeremy Corbyn is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Tim Farron is doing his job as leader of the Liberal Democrats?
- 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 supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	327	77	16	7	+61
Cameron (Q4)	327	81	18	1	+63
Corbyn (Q5)	328	56	28	16	+28
Farron** (Q6)	79	48	30	22	+18
Farage** (Q7)	61	93	3	3	+90

**Due to small base sizes please treat with caution

Economic Optimism Index

- 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?

	%
Improve	34
Stay the same	28
Get worse	35
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-1

Europe

Q9a AND 9b SPLIT-SAMPLED

Q9a. If there were a referendum now on whether Britain should stay in or get out of the European Union, how would you vote?

	June 2015	Oct' 2015	Dec' 2015 (511)
Stay in	61	52	53
Get out	27	39	36
Don't know	12	9	11

Q9b. Should the United Kingdom remain a member of the European Union or leave the European Union?

	Oct'2015	Dec'2015 (529)
Remain a member of the European Union	52	58
Leave the European Union	36	32
Don't know	12	10

Q10. Please tell me how confident, if at all, you are that David Cameron will get a good deal for Britain in negotiations with other European Union Leaders.

	Jun' 2015 %	Oct' 2015 %	Dec, 2015 %
Very confident	6	5	4
Fairly confident	32	32	30
Not very confident	37	36	37
Not confident at all	20	24	26
Don't know	4	3	3
Confident	38	37	34
Not confident	57	60	63

Q11. Do you think David Cameron will achieve all, most, a few, or none of his goals in the negotiations to change Britain's relationship with the European Union?

	Dec'15 %
All	1
Most	17
A few	64
None	13
Don't know	5

Q12. And after the negotiations, do you think David Cameron will campaign for Britain to stay in the European Union in the referendum or for Britain to leave the European Union?

	Dec '15 %
Will campaign for Britain to stay in	68
Will campaign for Britain to leave	17
Will be neutral	1
Don't know	14

Q13. Do you support or oppose [statement A or B] in the referendum on Britain's membership of the European Union?

Base	A. Giving 16 and 17 year olds the right to vote	B. Reducing the voting age from 18 to 16
	504 %	536 %
Strongly support	32	20
Tend to support	20	17
Neither support nor oppose	5	6
Tend to oppose	14	18
Strongly oppose	27	38
Don't know	1	1
Support	52	37
Oppose	41	56

Syria / Terrorism

Q14. Are you satisfied or dissatisfied with the way... is handling the crisis in Syria?

	Satisfied	Dissatisfied	Don't know
	%	%	%
David Cameron	38	53	9
Jeremy Corbyn	29	55	15
Hilary Benn, the Shadow Foreign Secretary	35	36	29

Q15. As you may know, Britain has recently launched airstrikes against the so-called Islamic State in Syria. Do you think these airstrikes will make Britain safer or less safe from terrorism, or will it make no difference?

	Dec'15 %
Safer	9
Less safe	44
Make no difference	44
Don't know	3

American presidential election

Q16. As you may know, the US presidential election is being held next year. Donald Trump is campaigning to be the Republican candidate, and Hillary Clinton is campaigning to be the Democrat candidate. Do you have a favourable or unfavourable opinion of..

	Donald Trump	Hillary Clinton
	%	%
Very favourable	5	20
Fairly favourable	7	36
Neither favourable nor unfavourable	9	18
Fairly unfavourable	13	9
Very unfavourable	61	6
Don't know	6	11
Favourable	12	56
Unfavourable	74	15