

Ipsos MORI February 2016 Political Monitor

Topline Results

16.02.2016

Fieldwork: 13th – 16th February 2016

Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13th – 16th February 2016. 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 (724) Q1a/b %

Conservative	39
Labour	33
Liberal Democrats (Lib Dem)	6
Scottish/Welsh Nationalist	7
Green Party	3
UK Independence Party	12
Other	1
Conservative lead (±%)	+6
<i>Would not vote</i>	1
<i>Undecided</i>	6
<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	39
Labour	35
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	6
Green Party	3
UK Independence Party	10
Other	1
Conservative lead (±%)	+4
<i>Would not vote</i>	9
<i>Undecided</i>	7
<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	7
8	7
7	4
6	3
5	4
4	2
3	1
2	1
1 – absolutely certain not to vote	7
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)	34	60	6	-26
Cameron (Q4)	39	54	7	-15
Corbyn (Q5)	30	51	19	-21
Farron (Q6)	20	34	46	-14
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)	319	71	25	4	+46
Cameron (Q4)	319	79	17	4	+62
Corbyn (Q5)	299	56	31	13	+25
Farron** (Q6)	74	58	21	21	+37
Farage** (Q7)	73	74	22	4	+52

**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	25
	Stay the same	26
	Get worse	44
	Don't know	5
Ipsos MORI Economic Optimism Index (EOI)		-19

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?

Base: Half the sample (504)

	June 2015	Oct' 2015	Dec' 2015 (511)	Jan' 2016 (514)	Feb' 2016 (504)
Stay in	61	52	53	50	51
Get out	27	39	36	38	36
Don't know	12	9	11	12	13

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

Base: Half the sample (497)

	Oct'2015	Dec'2015 (529)	Jan' 2016 (513)	Feb' 2016 (497)
Remain a member of the European Union	52	58	55	54
Leave the European Union	36	32	36	36
Don't know	12	10	9	10

Q11. As you may know, there will be a referendum on Britain's membership of the European Union by 2017. Have you definitely decided to vote for Britain to remain / leave the European Union or is there a chance you may change your mind before you vote?

Base: all expressing an opinion on how they will vote

	% Oct '15 (918)	% Jan' 16 (919)	% Feb' 16 (897)
Definitely decided	57	58	63
May change mind	40	39	35
Don't know	3	3	2

Q12 Thinking ahead to the referendum on European Union membership, which of the following outcomes do you think is most likely?

	Oct 2015 %	Feb 2016 %
Britain will vote to remain a member of the European Union	62	62
Britain will vote to leave the European Union	30	26
Don't know	8	12

Q13. 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	Jan' 2016	Feb' 2016
	%	%	%	%	%
Very confident	6	5	4	5	5
Fairly confident	32	32	30	26	29
Not very confident	37	36	37	38	35
Not confident at all	20	24	26	25	27
Don't know	4	3	3	5	4
Confident	38	37	34	31	34
Not confident	57	60	63	63	62

Q14 David Cameron is reported to be planning to hold the referendum on European Union membership on June 23rd this year. Do you think this is too early, too late or the right time to hold the referendum?

	%
Too early	28
Too late	8
The right time	52
Don't know	12

Q15 Which of the following, if any, will be important to you in deciding how to vote in the referendum on European Union membership? Please choose all that apply

	%
David Cameron, the Prime Minister	44
Boris Johnson, the Mayor of London	32
Theresa May, the Home Secretary	28
George Osbourne, the Chancellor of the Exchequer	28
Jeremy Corbyn, the leader of the Labour Party	27
Stuart Rose, former chairman of Marks & Spencer and leader of the Britain Stronger in Europe campaign	23
Nicola Sturgeon, the leader of the Scottish National Party	22
Lord Nigel Lawson, the former Chancellor and chairman of the Vote Leave campaign	21
Nigel Farage, the leader of UKIP	20
Other	1
None of them	16
Don't know	4

Q16 As you may know, David Cameron has said that government ministers will be allowed to campaign for either side in the EU referendum, even if they are opposed to the official government position, but that they may not do so until his negotiations to change Britain’s relationship with the EU have been finalised. Which of these statements is closest to your view:

	%
Government ministers should be allowed to campaign for either side now	43
Government ministers should be allowed to campaign for either side immediately after the deal is finalised	13
Government ministers should be allowed to campaign for either side a few days after the deal is finalised, to give David Cameron time to present it first	29
Government ministers should not be allowed to campaign against the official government position at all	10
Don't know	5

Chancellor

Q17 Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

	April 2014	March 2015	July 2015	Feb 2016
	%	%	%	%
Satisfied	47	43	44	40
Dissatisfied	44	42	44	46
Don't know	9	15	12	13

Q18 Who do you think would make the most capable Chancellor, the Conservatives’ George Osborne or Labour’s John McDonnell?

Base: 1,025 British adults 18+

	Osborne vs Ed Balls trends		
	March 2014	March 2015	Feb 2016
	%	%	%
George Osborne	38	41	46
John McDonnell (<i>Ed Balls pre 2016</i>)	33	30	29
Neither	14	18	10
Don't know	15	10	15
Osborne lead (+/-%)	+5	+11	+17