

## Ipsos MORI January 2016 Political Monitor

### Topline Results

29.01.2016

Fieldwork: 23<sup>rd</sup> – 25<sup>th</sup> January 2016

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,027 adults aged 18+ across Great Britain. Interviews were conducted by telephone 23<sup>rd</sup> – 25<sup>th</sup> January 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 (752)* Q1a/b %

Conservative	40
Labour	31
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	11
Other	1
<b>Conservative lead (±%)</b>	<b>+9</b>
<i>Would not vote</i>	1
<i>Undecided</i>	7
<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	33
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	4
Green Party	5
UK Independence Party	10
Other	*
<b>Conservative lead (±%)</b>	<b>+6</b>
<i>Would not vote</i>	7
<i>Undecided</i>	8
<i>Refused</i>	3

## 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	64
9	4
8	8
7	4
6	2
5	5
4	1
3	1
2	2
1 – absolutely certain not to vote	8
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)	36	56	8	<b>-20</b>
Cameron (Q4)	42	51	7	<b>-9</b>
Corbyn (Q5)	31	49	20	<b>-18</b>
Farron (Q6)	22	32	46	<b>-10</b>
Farage (Q7)	31	49	20	<b>-18</b>

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)	332	74	20	6	<b>+54</b>
Cameron (Q4)	332	82	14	4	<b>+68</b>
Corbyn (Q5)	306	54	32	14	<b>+22</b>
Farron** (Q6)	72	61	22	17	<b>+39</b>
Farage** (Q7)	67	87	12	1	<b>+75</b>

\*\*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	26
Stay the same	31
Get worse	39
Don't know	4
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-13</b>

**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

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

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

Base: Half the sample

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

Q10. 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)
Definitely decided	57	58
May change mind	40	39
Don't know	3	3

Q11. 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
Very confident	6	5	4	5
Fairly confident	32	32	30	26
Not very confident	37	36	37	38
Not confident at all	20	24	26	25
Don't know	4	3	3	5
<b>Confident</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>31</b>
<b>Not confident</b>	<b>57</b>	<b>60</b>	<b>63</b>	<b>63</b>

Q12. 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 %	Jan' 16 %
All	1	2
Most	17	18
A few	64	64
None	13	11
Don't know	5	5

**Party Image**

Q13 Which political party do you think.....

	Date	Conserv -atives	Labour	Liberal Democrats	UKIP	Other	None of these	Don't know
		%	%	%	%	%	%	%
...has the best policies for the country as a whole?	February 2010	29	27	16	n/a	6	9	13
	April 2014	29	27	8	12	n/a	8	15
	<b>January 2016</b>	<b>35</b>	<b>25</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>10</b>	<b>15</b>
...has the best team of leaders to deal with the country's problems?	February 2010	34	29	9	n/a	4	11	13
	June 2014	34	23	2	5	4	16	15
	<b>January 2016</b>	<b>43</b>	<b>16</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>16</b>	<b>16</b>
...would be best at looking after the interests of people like you	September 2009	30	26	17	n/a	9	9	9
	April 2014	29	31	8	12	n/a	9	12
	<b>January 2016</b>	<b>33</b>	<b>29</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>10</b>
...is most clear and united about what its policies should be	April 2014	23	18	6	25	n/a	12	15
	June 2014	27	17	3	19	6	15	13
	<b>January 2016</b>	<b>33</b>	<b>13</b>	<b>5</b>	<b>11</b>	<b>8</b>	<b>15</b>	<b>15</b>

Q15a and Q15b SPLIT-SAMPLED

Q15a. I'd now like you to think about the Living Wage. The living wage is a salary which is high enough for workers to have a normal standard of living, meaning they have enough money to be able to afford everyday things like food, transport and paying bills. It has been proposed that companies should be banned from paying their shareholders dividends unless their staff earn the living wage. Please tell me to what extent, if at all, you support or oppose this idea?

Base: half the sample

	% (514)
Strongly support	46
Tend to support	20
Neither support nor oppose	12
Tend to oppose	8
Strongly oppose	9
Don't know	5
<b>Support</b>	<b>66</b>
<b>Oppose</b>	<b>17</b>

Q15b. I'd now like you to think about the Living Wage. The living wage is a salary which is high enough for workers to have a normal standard of living, meaning they have enough money to be able to afford everyday things like food, transport and paying bills. It has been proposed by Jeremy Corbyn that companies should be banned from paying their shareholders dividends unless their staff earn the living wage. Please tell me to what extent, if at all, you support or oppose this idea?

Base: half the sample

	% (513)
Strongly support	36
Tend to support	24
Neither support nor oppose	11
Tend to oppose	10
Strongly oppose	14
Don't know	5
<b>Support</b>	<b>60</b>
<b>Oppose</b>	<b>24</b>

**Trident/Nuclear Weapons**

Q16a and Q16b – SPLIT SAMPLED

Q16a **Could you please tell me whether you support or oppose the following policy?  
Get rid of all nuclear weapons in Britain.**

Base: half the sample

	%
Support	(514) 34
Oppose	58
Don't know	8

Q16b **Could you please tell me whether you support or oppose the following policy?  
Get rid of all nuclear weapons in Britain even if other countries keep theirs.**

Base: half the sample

	%
Support	(513) 24
Oppose	70
Don't know	6

Long-term trends: *Should Britain get rid of its nuclear weapons, even if other countries keep theirs?*

	23-29 Oct 1981	18 Jan 1983	Mar 1983	6 May 1983	28 Oct 1983	8-9 Dec 1983	11-12 Dec 1983	3-4 Nov 1986	12/14 May 1987	5-6 June 1987	29-30 Dec 1987
Support	23	23	32	19	25	26	26	31	24	24	30
Oppose	69	72	62	72	73	69	70	63	70	70	60
Don't know	8	5	6	9	2	5	4	6	7	6	10

See Ipsos MORI website for question wording details

Q17. **As you may know there is a debate currently on whether or not Britain should replace its Trident submarines which are nearing the end of their life. These are the submarines from which Britain were to launch nuclear missiles if it was ever to do so. In a recent interview, Jeremy Corbyn, the Labour leader, said if these submarines are replaced they "don't have to have nuclear warheads on them". This would mean the submarines would be replaced but do not carry nuclear weapons, although they would have the capability to do so.**

**Which of the following, if any, comes closest to your view about renewing Britain's Trident submarines?**

	%
Build new submarines and have them carry nuclear warheads	52
Build new submarines but do not have them carry nuclear warheads	28
Do not build new submarines so to discontinue the Trident programme	16
Find a different way to launch nuclear warheads (DNRO)	*
Scrap the submarines but keep the nuclear warheads (DNRO)	0
Don't know (DNRO)	5