

## Ipsos MORI July Political Monitor

### Fieldwork: 18-20 July 2008

#### **\*HALF OF PUBLIC AGREE IT IS TIME FOR BROWN TO RESIGN\***

Ipsos MORI's July Political Monitor, carried out by telephone between 18-20 July among 1,016 adults age 18 and over, shows the Conservative party on 47% and the Labour party on 27%, **a Conservative lead of 20 points**.

Other key findings from this month include:

- Over three quarters (77%) of the public are now dissatisfied with the way the **Government is running the country**, and under one in five (18%) are satisfied. Net satisfaction is at -59%; the lowest satisfaction rating for the Government since August 1996.
- Seven in ten (72%) are dissatisfied with the way **Gordon Brown is doing his job as Prime Minister**:
  - Two in five Labour supporters are dissatisfied (43%), as are 91% of Conservative supporters
  - Two-thirds of the public dislike Brown (65%), compared to just three in ten who like him (29%). This compares to just over half who say they dislike Labour (55%), while 39% say they like the Labour party. One in five (21%) dislike Brown but like the Labour party.
- Half the population (50%) is satisfied with the way **David Cameron is doing his job as leader of the Conservative Party**, and three in ten (29%) dissatisfied:
  - More than half of the public like Cameron (54%) and a third dislike him (36%). However, more people dislike the Conservative party than like it (47% compared to 43%).
- A third (32%) are satisfied with the way **Nick Clegg is doing his job as leader of the Liberal Democrats**, and a quarter (23%) are dissatisfied.
- Almost two-thirds (64%) disagree that '**Gordon Brown has lived up to my expectations**', and a quarter agree (26%). Half agree that '**It's time for Gordon Brown to resign and hand over to someone else**' (50%), while two in five disagree (39%). Just over a third (35%) agree that '**Gordon Brown is doing a good job in difficult circumstances**', while six in ten (58%) disagree.
- Despite the public's lack of confidence in Brown, they are not yet sure that it is time for Cameron and the Conservatives to form a Government:
  - Exactly equal numbers agree and disagree with the statement that '**David Cameron is ready to be the next Prime Minister**' (44% each). The data falls out along party lines for the most part, with more than three-quarters (77%) of Conservative supporters agreeing, and seven in ten (71%) of Labour supporters disagreeing.
  - The public are also fairly divided on whether or not the **Conservatives are ready to form the next Government**, with two in five (41%) disagreeing and 46% agreeing.
- Three quarters of people (75%) now believe that the **general economic condition of the country will get worse over the next 12 months**; *a drop of six points since June and the lowest score Ipsos MORI has recorded since it started asking this particular question in 1979.*

**Technical Details**

Ipsos MORI interviewed a representative quota sample of 1,016 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18<sup>th</sup>-20<sup>th</sup> July 2008. 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.

## 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.

### A. 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 are not accurately identifiable at this stage of a parliament.

Please also note that the ‘margin of error’ on these figures is  $\pm 4\%$  for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%. This is especially important to keep in mind when calculating party lead figures.

Just under half the public, 54%, said they were ‘absolutely certain to vote’.

Q1a **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1

Q1b **Which party are you most inclined to support?**

Base: All absolutely certain to vote (569)	Q1/2 %
Conservative	47
Labour	27
Liberal Democrats (Lib Dem)	15
Scottish/Welsh Nationalist	2
Green Party	4
UK Independence Party	2
Other	3
<b>Conservative lead (<math>\pm\%</math>)</b>	<b>+20</b>
<i>Would not vote</i>	<i>2</i>
<i>Undecided</i>	<i>5</i>
<i>Refused</i>	<i>3</i>

**B. 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 it has over-represented Labour’s real electoral strength, since more supporters of Labour than of other parties fail to vote.

Q1a **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1

Q1b **Which party are you most inclined to support?**

	%
Conservative	44
Labour	28
Liberal Democrats (Lib Dem)	18
Scottish/Welsh Nationalist	2
Green Party	4
UK Independence Party	1
Other	3
<b>Conservative lead (±%)</b>	<b>+16</b>
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>7</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?**

	%
10 – absolutely certain to vote	54
9	5
8	8
7	5
6	3
5	7
4	3
3	2
2	2
1 – absolutely certain not to vote	9
Don’t know	1
Refused	*

## Satisfaction Ratings

### A. Satisfaction among general public age 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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: 1,016 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	18	77	5	-59
Brown (Q4)	21	72	7	-51
Cameron (Q5)	50	29	21	+21
Clegg (Q6)	32	23	44	+9

### B. Satisfaction among party supporters

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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: All party supporters

	Base	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	219	46	48	6	-2
Brown (Q4)	219	50	43	7	+7
Cameron (Q5)	357	81	10	9	+71
Clegg (Q6)	150	60	20	20	+40

## Economic optimism in Britain

- Q7 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: 1,016 British adults 18+

Improve	11
Stay the same	12
Get worse	75
Don't know	2
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-64</b>

**Additional Questions in July 2008**

**Q8 Which of these statements comes closest to your views of David Cameron and the Conservative Party?**

Base: 1,016 British adults 18+

	%
I like David Cameron and I like the Conservative Party	35
I like David Cameron but I do not like the Conservative Party	19
I do not like David Cameron but I like the Conservative Party	8
I do not like David Cameron and I do not like the Conservative Party	28
Don't know	11
<b>TOTAL LIKE CAMERON</b>	<b>54</b>
<b>TOTAL DISLIKE CAMERON</b>	<b>36</b>
<b>NET LIKE CAMERON</b>	<b>+18</b>
<b>TOTAL LIKE CONSERVATIVE PARTY</b>	<b>43</b>
<b>TOTAL DISLIKE CONSERVATIVE PARTY</b>	<b>47</b>
<b>NET LIKE CONSERVATIVE PARTY</b>	<b>-4</b>

**Q9 Which of these statements comes closest to your views of Gordon Brown and the Labour Party?**

Base: 1,016 British adults 18+

	%
I like Gordon Brown and I like the Labour Party	18
I like Gordon Brown but I do not like the Labour Party	11
I do not like Gordon Brown but I like the Labour Party	21
I do not like Gordon Brown and I do not like the Labour Party	44
Don't know	5
<b>TOTAL LIKE BROWN</b>	<b>29</b>
<b>TOTAL DISLIKE BROWN</b>	<b>65</b>
<b>NET LIKE BROWN</b>	<b>-36</b>
<b>TOTAL LIKE LABOUR PARTY</b>	<b>39</b>
<b>TOTAL DISLIKE LABOUR PARTY</b>	<b>55</b>
<b>NET LIKE LABOUR PARTY</b>	<b>-16</b>

**Q10a. For each of the following statements, please tell me whether you agree or disagree. "Gordon Brown has lived up to my expectations"**

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	11	15	7	19	45	3	26	64
June 2003*	12	20	7	23	36	2	32	59

\*Asked about Tony Blair

Q10b. For each of the following statements, please tell me whether you agree or disagree.  
***“Gordon Brown is doing a good job in difficult circumstances”***

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	14	21	6	20	38	1	35	58
June 2003*	18	32	6	18	26	*	50	44

\*Asked about Tony Blair

Q10c. For each of the following statements, please tell me whether you agree or disagree.  
***“It’s time for Gordon Brown to resign and hand over to someone else”***

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	36	14	8	20	19	3	50	39
Oct 2003*	n/a	n/a	n/a	n/a	n/a	11	50	39
June 2003*	31	15	8	20	25	1	46	45

\*Asked about Tony Blair

Q10d. For each of the following statements, please tell me whether you agree or disagree.  
***“The Conservatives are ready to form the next Government”***

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	19	26	9	18	22	4	45	40
Oct 2003	n/a	n/a	n/a	n/a	n/a	15	21	64

Q10e. For each of the following statements, please tell me whether you agree or disagree.  
***“David Cameron is ready to be Prime Minister”***

	Strongly agree %	Tend to agree %	Neither nor %	Tend to disagree %	Strongly disagree %	Don't know %	Total agree %	Total disagree %
July 2008	16	27	7	19	24	5	43	43
Oct 2003*	n/a	n/a	n/a	n/a	n/a	17	16	67

\*Asked about Ian Duncan Smith

Q11. Which party do you think has the best policies for managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?

Base: 1,016 British adults 18+

	Sept 2007 %	July 2008 %
Labour	46	21
Conservative	17	37
Liberal Democrats	5	11
Other	1	10
Don't know/ None	21	21