

Ipsos MORI July Political Monitor

Topline Results 23 July 2015

Fieldwork: 18-20 July 2015

Technical Details

Ipsos MORI interviewed a representative sample of 1,026 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18-20 July 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: 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 (748)

	Q1a/b %
Conservative	37
Labour	31
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	6
Green Party	8
UK Independence Party	9
Other	*
Conservative lead (\pm%)	+6
<i>Would not vote</i>	*
<i>Undecided</i>	4
<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?**

Base: 1,026 British adults 18+

	%
Conservative	36
Labour	33
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	8
UK Independence Party	8
Other	1
Conservative lead (\pm%)	+3
<i>Would not vote</i>	9
<i>Undecided</i>	5
<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	65
9	6
8	5
7	4
6	2
5	5
4	1
3	1
2	1
1 – absolutely certain not to vote	8
Don't know	1

Future Leaders?

Q11 **On balance, do you agree or disagree with the following statements:**

Base: 1,026

		Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Andy Burnham has what it takes to be a good Prime Minister	July 2015	7	20	20	14	13	26	27	27
Yvette Cooper has what it takes to be a good Prime Minister	July 2015	5	17	19	17	17	24	22	34
Liz Kendall has what it takes to be a good Prime Minister	July 2015	3	13	23	14	16	30	16	30
Jeremy Corbyn has what it takes to be a good Prime Minister	July 2015	6	11	19	15	21	28	17	36

BASE: LABOUR SUPPORTERS ONLY

Q11 On balance, do you agree or disagree with the following statements:

Base: All Labour supporters (299)

		Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Andy Burnham has what it takes to be a good Prime Minister	July 2015	14	29	21	11	8	17	43	19
Yvette Cooper has what it takes to be a good Prime Minister	July 2015	11	26	21	13	12	17	37	25
Liz Kendall has what it takes to be a good Prime Minister	July 2015	6	16	22	15	19	22	22	34
Jeremy Corbyn has what it takes to be a good Prime Minister	July 2015	10	16	19	19	15	22	26	34

Past voting behaviour

Q20. Which of the following best describes how often you vote in General Elections?

	%
I never vote	7
I rarely vote	4
I sometimes vote	4
I usually vote	14
I always vote	65
It depends	5
Don't know	1