

Ipsos MORI June Political Monitor

Fieldwork: 13-15 June 2008

Ipsos MORI's June Political Monitor represents the first wave of our move to a monthly Political Monitor carried out via *telephone rather than face-to-face*. This decision was undertaken to ensure a speedy fieldwork period and a highly robust sample. We have done a great deal of review and experimentation, and are confident that our 30 years of trends will not be adversely affected by this change. Further details of this methodological review are available on our website.

THREE-QUARTERS OF PUBLIC DISSATISFIED WITH GOVERNMENT

June's data, carried out between 13-15 June among 1,012 adults age 18 and over, shows the Conservative party on 45% and the Labour party on 28%, **a Conservative lead of 17 points**.

Other key findings from this month include:

- Almost three quarters (73%) of the public are now dissatisfied with the way the **Government is running the country**, and just one in five (21%) are satisfied
- Seven in ten (70%) are dissatisfied with the way **Gordon Brown is doing his job as Prime Minister**
 - Among Labour supporters, equal numbers are satisfied and dissatisfied with Mr Brown (45%)
- 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 (30%) dissatisfied, while one in five (21%) don't know
 - 82% of Conservative supporters are satisfied with Mr Cameron, and just 9% are dissatisfied (*and 35% of Labour supporters are satisfied with Mr Cameron, compared to just 9% of Conservative supporters satisfied with Mr Brown*)
- A third (33%) are satisfied with the way **Nick Clegg is doing his job as leader of the Liberal Democrats**, and a quarter (24%) are dissatisfied
 - Almost two-thirds (63%) of Liberal Democrat supporters are satisfied with Mr Clegg, and 14% are dissatisfied
- Seven in ten people (69%) now believe that the **general economic condition of the country will get worse over the next 12 months**; *this is the lowest score Ipsos MORI has recorded since March 1980*

Technical Details

Ipsos MORI interviewed a representative quota sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13th-15th June 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 over half the public, 54%, said they were ‘absolutely certain to vote’.

Q1 How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED AT Q1

Q2 Which party are you most inclined to support?

Base: All absolutely certain to vote (559) Q1/2

	Q1/2 %
Conservative	45
Labour	28
Liberal Democrats (Lib Dem)	16
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	3
Other	1

Conservative lead ($\pm\%$) +17

<i>Would not vote</i>	2
<i>Undecided</i>	4
<i>Refused</i>	4

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.

Q1 **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1

Q2 **Which party are you most inclined to support?**

Base: 1,012 British adults 18+

	%
Conservative	41
Labour	34
Liberal Democrats (Lib Dem)	15
Scottish/Welsh Nationalist	4
Green Party	2
UK Independence Party	2
Other	2
Conservative lead (±%)	+7
<i>Would not vote</i>	<i>11</i>
<i>Undecided</i>	<i>6</i>
<i>Refused</i>	<i>3</i>

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: 1,012 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	21	73	6	-52
Brown (Q4)	22	70	9	-48
Cameron (Q5)	50	30	21	+20
Clegg (Q6)	33	24	42	+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)	252	47	45	8	+2
Brown (Q4)	252	45	45	9	0
Cameron (Q5)	340	82	9	9	+73
Clegg (Q6)	130	63	14	23	+49

Q7 and Q8 asked about the 'most important issues facing Britain' and were included for experimental purposes only and so are not being published

Economic optimism in Britain

Q9 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: 1,012 British adults 18+ %

Improve	12
Stay the same	16
Get worse	69
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	-57

Certainty of voting

Q10 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?

Base: 1,012 British adults 18+ %

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

Additional Questions in June 2008

Q11 How important is it to you personally who wins the next General Election?

Base: 1,012 British adults 18+

	%
Very important	38
Fairly important	30
Not very important	17
Not at all important	12
No opinion	2
Important	68
Not important	29

Q12 How much difference do you think there is between the two main political parties, the Labour Party and the Conservative Party?

Base: 1,012 British adults 18+

	%
A great deal of difference	20
Some difference	32
Not much difference	35
No difference at all	11
Don't know	3
Great deal/ some difference	52
Not much/ no difference	46

Q13 And how much difference do you think it would make to Britain whether there is a Conservative or a Labour Government in power after the next election? Would it make...

Base: 1,012 British adults 18+

	%
A great deal of difference	21
Some difference	37
Not much difference	28
No difference at all	10
Don't know	4
Great deal/ some difference	58
Not much/ no difference	38

Q14 Which one of these definitions, if any, comes closest to your own political views?

Base: 1,012 British adults 18+

	%
New Labour	14
Old Labour	17
Liberal	13
One Nation Tory	11
Thatcherite Tory	14
Social Democrat	6
Nationalist	5
Other	2
None of these	8
Don't know	11