

Ipsos MORI Political Monitor

May 2008

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,006 adults aged 18+ at 203 sampling points across Great Britain. Interviews were conducted face-to-face on 15th-20th May 2008. Data are weighted to match the profile of the population.

The voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume, an asterisk (*) denotes any value of less than half a per cent.

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Data are weighted to match the profile of the population.

Voting – all absolutely certain to vote

Q1 SHOWCARD (R) **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1

Q2 SHOWCARD (R) AGAIN **Which party are you most inclined to support?**

Base: All absolutely certain to vote (593) Q1/2

%

| | |
|-----------------------------|-----|
| Conservative | 45 |
| Labour | 32 |
| Liberal Democrats (Lib Dem) | 14 |
| Scottish/Welsh Nationalist | 3 |
| Green Party | 2 |
| UK Independence Party | 1 |
| Other | 3 |
| Lab lead (+%) | -13 |
| Would not vote | 1 |
| Undecided | 6 |
| Refused | 2 |

Voting – All

Q1 SHOWCARD (R) **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1

Q2 SHOWCARD (R) AGAIN **Which party are you most inclined to support?**

Base: 1,006 British adults 18+ Q1/2

%

| | |
|-----------------------------|----|
| Conservative | 40 |
| Labour | 34 |
| Liberal Democrats (Lib Dem) | 16 |
| Scottish/Welsh Nationalist | 2 |
| Green Party | 2 |
| UK Independence Party | 1 |
| Other | 5 |
| Lab lead (+%) | -6 |
| Would not vote | 14 |
| Undecided | 11 |
| Refused | 2 |

- 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: 1,006 British adults 18+

| | Satisfied % | Dissatisfied % | Don't know % | Index % |
|-----------------|-------------|----------------|--------------|---------|
| Government (Q3) | 21 | 72 | 8 | -51 |
| Brown (Q4) | 23 | 67 | 10 | -44 |
| Cameron (Q5) | 40 | 31 | 29 | +9 |
| Clegg (Q6) | 23 | 24 | 53 | -1 |

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

| | <i>Base</i> | Satisfied % | Dissatisfied % | Don't know % | Index % |
|-----------------|-------------|-------------|----------------|--------------|---------|
| Government (Q3) | 258 | 44 | 48 | 8 | -4 |
| Brown (Q4) | 258 | 47 | 41 | 13 | +6 |
| Cameron (Q5) | 296 | 70 | 11 | 20 | +59 |
| Clegg (Q6) | 115 | 50 | 13 | 37 | +37 |

Q7 What would you say is the most important issue facing Britain today?
SINGLE CODE ONLY

Q8 What do you see as other important issues facing Britain today?
MULTICODE OK

| Base: 1,006 British adults 18+ | Q7 | Q7/8 |
|----------------------------------------------------------------------|----|------|
| | % | % |
| Crime/law & order/violence/ vandalism/anti-social (yob) behaviour | 17 | 41 |
| Race relations/immigration/immigrants | 19 | 37 |
| Economy/economic situation | 17 | 34 |
| Inflation/prices | 7 | 21 |
| National Health Service/Hospitals/ Health care | 5 | 19 |
| Housing | 3 | 15 |
| Defence/foreign affairs/international | 4 | 13 |
| Education/schools | 2 | 13 |
| Taxation | 4 | 9 |
| Petrol prices/fuel | 1 | 9 |
| Pollution/environment | 3 | 8 |
| Poverty/inequality | 2 | 8 |
| Morality/individual behaviour | 3 | 7 |
| Pensions/social security/benefits | 1 | 7 |
| Drug abuse | 2 | 6 |
| Unemployment/factory closure/lack of industry | 1 | 6 |
| Low pay/minimum wage/fair wages | 1 | 5 |
| Common Market/EU/Europe/EURO | * | 2 |
| Public services in general | 1 | 4 |
| Local government/council tax | * | 2 |
| Transport/public transport | * | 2 |
| Nuclear weapons/nuclear war/disarmament | 1 | 1 |
| Countryside/rural life | * | 1 |
| Pound/exchange rate/value of pound | * | 1 |
| Privatisation | - | 1 |
| Scottish/Welsh Assembly/Devolution Constitutional reform | - | 1 |
| AIDS | * | 1 |
| Animal welfare | * | 1 |
| Bird flu/Flu pandemic | * | * |
| Foot and mouth outbreak/farming crisis | - | * |
| GM/GM (Genetically Modified) foods | - | * |
| Northern Ireland | - | * |
| Trade unions/strikes | - | - |
| Other | 3 | 4 |
| Don't know | 3 | 3 |

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: 1,006 British adults 18+

| | % |
|-----------------------|------------|
| Improve | 7 |
| Stay the same | 22 |
| Get worse | 67 |
| Don't know | 3 |
| Ipsos MORI EOI | -60 |

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: 1,006 British adults 18+

| | % |
|------------------------------------|----|
| 10 – absolutely certain to vote | 57 |
| 9 | 5 |
| 8 | 7 |
| 7 | 4 |
| 6 | 1 |
| 5 | 7 |
| 4 | 1 |
| 3 | 1 |
| 2 | 2 |
| 1 – absolutely certain not to vote | 11 |
| Don't know | 3 |
| Refused | * |