

Ipsos MORI November Political Monitor:

Fieldwork: 14-16 November 2008

CON 40%(-5) LAB 37%(+7) LIB DEM 12%(-2)

Ipsos MORI's November Political Monitor (carried out by telephone between 14-16 November 2008 among 1,002 adults age 18 and over) shows that amongst those absolutely certain to vote, the Conservative Party share has dropped five points to 40% and the Labour Party share has increased seven points to 37%. In addition, public satisfaction with the Government and with Gordon Brown has improved notably from last month (see below).

Other key findings from this month include:

- Brown's personal ratings have increased from last month: while half (50%) remain dissatisfied with **Gordon Brown**, this figure has dropped 9 points from 59% last month and 19 points from 69% in September. In addition, his satisfaction ratings have risen six points to 41% in November. It seems that Brown's leadership during the current economic situation (both nationally and internationally) has served to improve his personal ratings with the public.
- In addition, satisfaction with the **Government** overall has improved, with 32% satisfied, and increase of seven points from October. 59% remain dissatisfied, but this figure is down from 69% last month.
- More people remain satisfied than dissatisfied with **David Cameron**, but this rating has dropped off slightly in the last month, moving from 49% satisfied last month to 45% satisfied now.
 - More than three quarters (76%) of **Conservative supporters** are satisfied with Cameron (78% last month), and 16% are dissatisfied (12% last month)
- The **Liberal Democrat vote share** remains low on 12%. Over a third (34%) of the public are satisfied with the way **Nick Clegg** is doing his job as leader of the Liberal Democrats, and a quarter (25%) are dissatisfied. However, more than two in five (41%) still say that they don't know.
- While last month saw a boost in **public optimism about the economy** (following the announcement of the bailout), **this month the figure has dropped back down to pre-bailout levels**. This is likely in reaction to the fact that experts have confirmed we are now experiencing a recession, and that there are no 'quick fix' solutions: the proportion of those who feel the economic condition of the country will improve in the next twelve months is at 17%, down from 24% last month. In addition, just over two-thirds (68%) think the economy will get worse, an increase from 59% last month. The Economic Optimism Index (those who think it will get better minus those who think it will get worse) is now at -51.
- Despite public pessimism about the economy, **fewer people are pessimistic about their own personal finances**, with most (45%) thinking their personal financial circumstances will stay the same over the next 12 months. Two in five (39%) think their circumstances will get worse, and 14% feel they will improve. Ipsos MORI used to track this question monthly as part of our Financial Services Omnibus, and this measure is traditionally higher than the EOI measure above.

Technical Details

Ipsos MORI interviewed a representative quota sample of 1,002 adults aged 18+ across Great Britain. Interviews were conducted by telephone 14th-16th November 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 c.±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, 51%, say they are ‘absolutely certain to vote’.

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 absolutely certain to vote (548) Q1a/b

	Q1a/b %
Conservative	40
Labour	37
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	3
Green Party	3
British National Party	2
UK Independence Party	2
Other	1
Conservative lead (±%)	+3
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<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>7</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 Q1a

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

Base: 1,002 British adults 18+	%
Conservative	36
Labour	41
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
British National Party	1
Other	0
Conservative lead (±%)	-5
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>8</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?**

Base: 1,002 British adults 18+	%
10 – absolutely certain to vote	51
9	7
8	10
7	5
6	3
5	6
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: 1,002 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	32	59	9	-27
Brown (Q4)	41	50	9	-9
Cameron (Q5)	45	36	19	+9
Clegg (Q6)	34	25	41	+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)	321	62	30	8	+32
Brown (Q4)	321	77	18	5	+59
Cameron (Q5)	301	76	16	8	+60
Clegg (Q6)	106	65	16	18	+49

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: 1,002 British adults 18+

Improve	17
Stay the same	13
Get worse	68
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	-51

Additional Questions in November 2008**Personal financial optimism**

Q8 Do you think that your personal financial circumstances will improve, stay the same, or get worse over the next 12 months?

Base: 1,002 British adults 18+

	%
Improve	14
Stay the same	45
Get worse	39
Don't know	2
Personal financial optimism index	-25