

Ipsos MORI November Political Monitor

Topline Results

20.11.2015

Fieldwork: 14th – 17th November 2015

Technical Details

Ipsos MORI interviewed a representative sample of 1021 adults aged 18+ across Great Britain. Interviews were conducted by telephone 14th – 17th November 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, are filtered as discussed below. 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 760*

	Q1a/b %
Conservative	41
Labour	34
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	7
Other	*
Conservative lead (\pm%)	+7
<i>Would not vote</i>	1
<i>Undecided</i>	6
<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?**

	%
Conservative	37
Labour	35
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	6
Green Party	5
UK Independence Party	8
Other	*
Conservative lead (+%)	+2
<i>Would not vote</i>	8
<i>Undecided</i>	8
<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	66
9	4
8	6
7	4
6	2
5	7
4	1
3	1
2	*
1 – absolutely certain not to vote	7
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 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 David Cameron is doing his job as Prime Minister?**
- Q5 **Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?**
- Q6 **Are you satisfied or dissatisfied with the way Tim Farron is doing his jobs as leader of the Liberal Democrats?**
- Q7 **Are you satisfied or dissatisfied with the way Nigel Farage is doing his job leader of UKIP, the UK Independence Party?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	36	58	6	-22
Cameron (Q4)	40	55	5	-15
Corbyn (Q5)	37	40	23	-3
Farron (Q6)	18	32	50	-14
Farage (Q7)	33	45	21	-12

BASE: PARTY SUPPORTERS ONLY

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- Q4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Tim Farron is doing his job as leader of the Liberal Democrats?
- Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base: All party supporters (*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	307	73	21	6	+52
Cameron (Q4)	307	80	18	3	+62
Corbyn (Q5)	310	65	18	18	+47
Farron** (Q6)	80	57	30	13	+27
Farage** (Q7)	71	91	9	1	+82

**Due to small base sizes please treat with caution

- Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Improve	31
Stay the same	25
Get worse	40
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	-9

The Deficit and Public Spending

- Q9. On balance do you agree or disagree with the following statements

- a. ...In the long term, this government's policies will improve the state of Britain's economy?

	Mar' 2012	Mar' 2015	Nov' 2015
Agree	46	53	48
Disagree	47	39	47
Don't know	6	7	5

b. ...In the long term, this government's policies will improve the state of Britain's public services?

	Oct' 2013	Mar' 2015	Aug' 2015	Nov' 2015
Agree	35	33	37	27
Disagree	59	60	56	67
Don't know	6	7	6	5

Q10. Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

	April 2014 Base: (1,002) %	March 2015 (1,025) %	July 2015 (1,026) %	November 2015 (1,021) %
Satisfied	47	43	44	35
Dissatisfied	44	42	44	52
Don't know	9	15	12	13
Satisfied (Net)	+3	+1	0	-17

Q11. And do you think that a Labour government with Jeremy Corbyn as Prime Minister and John McDonnell as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

	% Mar '13 Miliband and Balls	% Mar '15 Miliband and Balls	% Nov '15 Corbyn and McDonnell
Better job	26	19	22
Worse job	31	37	41
About the same	38	38	28
Don't know	5	6	9

Now I'd like you to think about public spending and the deficit.

Q12. Which one of these, if any, comes closest to your opinion on cutting public spending to reduce the deficit?

	Nov '15 %
It is still necessary to reduce the deficit by cutting public spending	34
It was necessary in the last parliament to reduce the deficit by cutting public spending, but it is not necessary any more	32
It was never necessary to reduce the deficit by cutting public spending	27
Other	1
None of these	1
Don't know	6

Q13. Which party, if any, do you think has the best balance between cutting spending to reduce the deficit and not damaging public services – the Conservatives, Labour, Liberal Democrats, UKIP or some other party?

	Dec '14 %	Nov '15 %
Labour	25	27
Conservatives	24	26
Liberal Democrat	8	12
UKIP	7	6
Other	8	7
None	11	8
Do not think the deficit should be reduced	*	-
Don't know	17	15

Q14. From what you know, do you think the government has on the whole made the right decisions or the wrong decisions about where spending cuts should be made?

	Mar '10 %	Oct '10 %	Nov '15 %
Right decisions	35	41	33
Wrong decisions	55	38	59
Don't know	10	21	8

Q15 If the Government were to make further cuts in spending....

a. Which two or three, if any, of the following areas do you think the UK Government should cut the most money from?

	March 2013 %	November '15 %
Overseas aid	55	59
Benefit payments	44	36
Defence and armed forces	28	19
Transport	Not asked	15
Local authority services	10	8
Social services	8	5
State pensions	3	4
The NHS/Healthcare	5	3
Police	4	3
Schools	2	1
Care for the elderly	1	1
Other	9	3
Don't know	7	5
None	-	9

b. And which two or three, if any, do you think should be most protected from cuts?

	November 2015 %
The NHS/Healthcare	73
Schools	39
Care for the elderly	28
Defence and armed forces	27
Police	23
State pensions	14
Social services	13
Benefit payments	8
Local authority services	5
Transport	4
Overseas aid	2
Other	1
Don't know	3
None	1

I'd now like to ask you about something else

Q16. Which political party, if any, do you think would be the best at looking after the interests of working people?

	November 2015 %
Conservative	25
Labour	41
Liberal Democrat	6
UKIP	5
Other	5
None	6
Don't know	12

Q17 As you may know, David Cameron has said that he will step down as Leader of the Conservative party before the next General Election in 2020. Which one of the following politicians I am going to read out, if any, would make you most likely to vote for the Conservative party if they were leader?

	September 2015 %	November 2015 %
George Osborne, Chancellor of the Exchequer	15	11
Boris Johnson, Mayor of London	27	25
Theresa May, Home Secretary	17	19
Michael Gove, Secretary of State for Justice	3	3
Sajid Javid, Secretary of State for Business, Innovation and Skills	4	4
None of them	25	29
Other	1	*
Don't know	8	9

Q17 As you may know, David Cameron has said that he will step down as Leader of the Conservative party before the next General Election in 2020. Which one of the following politicians I am going to read out, if any, would make you most likely to vote for the Conservative party if they were leader?

Conservative supporters only (Base 307)

	September 2015 %	November 2015 %
<i>Base</i>	395	307
George Osborne, Chancellor of the Exchequer	32	23
Boris Johnson, Mayor of London	29	32
Theresa May, Home Secretary	18	26
Michael Gove, Secretary of State for Justice	4	2
Sajid Javid, Secretary of State for Business, Innovation and Skills	3	3
None of them	7	6
Other	*	*
Don't know	5	8