

## Ipsos MORI October Political Monitor: Brown's bounce?

Fieldwork: 17-19 October 2008

CON 45%(-7) LAB 30%(+6) LIB DEM 14%(+2)

Ipsos MORI's October Political Monitor (carried out by telephone between 17-19 October 2008 among 1,004 adults age 18 and over) shows that amongst those certain to vote, the Conservative party is on 45% and the Labour party on 30%, a Conservative lead of 15 points. Of those certain to vote, 14% express support for the Liberal Democrats.

Other key findings from this month include:

- Despite media speculation about a "bailout bounce", the Conservatives remain firmly in the lead with more than four in ten voters choosing them (45%), while Labour trails on 30%.
- Brown's personal ratings have increased by 11 points. While the majority (59%, down from 69% last month) remain **dissatisfied with Brown** it appears that his actions over the last month have improved his image with the public.
- More people remain **satisfied than dissatisfied with David Cameron**; he is still well ahead of Brown in his personal ratings: almost half of British adults (49%) are satisfied with the way David Cameron is doing his job as leader of the Conservative Party, and a third (34%) are dissatisfied. More than three quarters (78%) of Conservative supporters are satisfied with him.
- Over a third (35%) of the public are satisfied with the way **Nick Clegg is doing his job as leader of the Liberal Democrats**, and slightly over a quarter (28%) are dissatisfied. However, 37% still say that they don't know.
- Although the Brown/Darling team is **more trusted in the current economic crisis** than the Cameron/Osborne team (45% vs. 34%), the Labour team was more highly trusted this time last year, when 61% preferred Brown/Darling and just 22% Cameron/Osborne. However, 53% **disagree** that Gordon Brown's response to the current economic crisis shows that he is a **true world leader** (and 41% agree).
- **Economic gloom has lifted somewhat with the bailout bounce, while the overall balance remains pessimistic**: the proportion of those who feel the economic condition of the country will improve in the next twelve months has doubled, from 12% to 24%, the highest optimism score measured since April 2002. In addition, the proportion of those who think the economy will get worse has dropped from seven in ten (70%) in September to six in ten (59%) now. The Economic Optimism Index (those who think it will get better minus those who think it will get worse) has moved from an all-time low of -58 last month to -35 now.
- More than two in five (43%) full-time workers are concerned about the **possibility of being made redundant or becoming unemployed over the next 12 months**, although just over half (55%) are not concerned. Concern about unemployment remains at 11% as a national issue (data from Ipsos MORI Issues Index: <http://www.ipsos-mori.com/content/concern-about-economy-at-all-time-high.ashx>).

### Technical Details

Ipsos MORI interviewed a representative quota sample of 1004 adults aged 18+ across Great Britain. Interviews were conducted by telephone 17<sup>th</sup>-19<sup>th</sup> October 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, 54%, 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 (555)	Q1/2 %
Conservative	45
Labour	30
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	3
British National Party	1
UK Independence Party	1
Other	3
<b>Conservative lead (±%)</b>	<b>+15</b>
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>4</i>
<i>Refused</i>	<i>2</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: 1,004 British adults 18+		%
Conservative		39
Labour		33
Liberal Democrats (Lib Dem)		17
Scottish/Welsh Nationalist		4
Green Party		4
UK Independence Party		1
British National Party		1
Other		1
<b>Conservative lead (±%)</b>		<b>+6</b>
<i>Would not vote</i>		<i>10</i>
<i>Undecided</i>		<i>6</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: 1,004 British adults 18+		%
10 – absolutely certain to vote		54
9		6
8		8
7		5
6		3
5		8
4		1
3		4
2		1
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: 1,004 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	25	69	7	-44
Brown (Q4)	35	59	6	-24
Cameron (Q5)	49	34	17	+15
Clegg (Q6)	35	28	37	+7

### 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)	265	56	36	7	+20
Brown (Q4)	265	68	28	4	+40
Cameron (Q5)	336	78	12	9	+66
Clegg (Q6)	130	62	23	15	+39

## 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: 1,004 British adults 18+

	%
Improve	24
Stay the same	16
Get worse	59
Don't know	1
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-35</b>

### Additional Questions in October 2008

Q8. How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next twelve months?

Base: 452 British adults in full-time work %

Very concerned	23
Fairly concerned	20
Not very concerned	27
Not at all concerned	28
Don't know	*
<b>Concerned</b>	<b>43</b>
<b>Not concerned</b>	<b>55</b>
<b>NET CONCERNED</b>	<b>-12</b>

Q9. Who do you most trust in the current economic crisis — Gordon Brown and his Chancellor Alastair Darling, or David Cameron and his Shadow Chancellor George Osborne?

Base: 1,004 British adults 18+ Sept 2007 Oct 2008

	Sept 2007	Oct 2008
	%	%
Gordon Brown / Alastair Darling	61	45
David Cameron / George Osborne	22	34
Neither	9	n/a
Don't Know	8	21

Q10. Please tell me whether you agree or disagree with the following statement: "Gordon Brown's response to the current economic crisis shows that he is a true world leader".

Base: 1,004 British adults 18+ %

Agree	41
Disagree	53
Don't Know	6
Net Agree	-12