

**Reuters/ Ipsos MORI October Political Monitor**

**FINAL RESULTS**

**Fieldwork: 15-17<sup>th</sup> Oct 2010**

**CON 39(+2); LAB 36(-1); LIB DEM 14(-1)**

Technical Details

Ipsos MORI interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone 15-17th Oct 2010. 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, those who are not absolutely certain to vote. 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: 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%, 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.

Around three fifths, 60%, say they are ‘absolutely certain to vote’ in an immediate General Election.

**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?**

	Q1a/b %
Conservative	39
Labour	36
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	3
British National Party	1
Other	1
<b>Conservative lead (±%)</b>	<b>+3</b>
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>3</i>
<i>Refused</i>	<i>3</i>

**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: 1,009 British adults 18+

	%
Conservative	37
Labour	38
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	2
British National Party	1
Other	1
<b>Conservative lead (+%)</b>	<b>-1</b>
<i>Would not vote</i>	<i>12</i>
<i>Undecided</i>	<i>5</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: 1,009 British adults 18+

	%
10 – absolutely certain to vote	60
9	5
8	5
7	4
6	1
5	7
4	2
3	2
2	1
1 – absolutely certain not to vote	10
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 Ed Miliband is doing his job as leader of the Labour Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base: 1,009 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	42	45	13	-3
Cameron (Q4)	52	37	12	+15
Miliband (Q5)	41	22	36	+19
Clegg (Q6)	45	40	16	+5

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 David Cameron is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as deputy Prime Minister?

Base: All party supporters (\*Government is based on Conservative and Lib Dem supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3)	409	71	18	11	+53
Cameron (Q4)	294	89	6	4	+83
Miliband (Q5)	319	66	9	25	+57
Clegg (Q6)	115	71	21	8	+49

## Economic optimism in Britain

- Q6 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: 1,009 British adults 18+

	%
Improve	27
Stay the same	22
Get worse	48
Don't know	4
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-21</b>

**Political alignment**

**Q7 Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...?**

*Base: 1,009 British adults 18+*

	Oct 1999 %	Oct 2010 %
Left wing	8	9
Left of centre	14	15
Centre	38	33
Right of centre	12	16
Right Wing	10	8
Don't know	17	19

**Q7a Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...?**

*Base: 294 Conservative voters 18+*

	Oct 1999 %	Oct 2010 %
Left wing	2	1
Left of centre	5	3
Centre	36	32
Right of centre	22	34
Right Wing	23	14
Don't know	12	16

**Q7b Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...?**

*Base: 319 Labour voters 18+*

	Oct 1999 %	Oct 2010 %
Left wing	13	18
Left of centre	21	28
Centre	38	32
Right of centre	7	5
Right Wing	6	4
Don't know	16	13

**Q7c Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...?**

*Base: 115 Lib Dem voters 18+*

	Oct 1999 %	Oct 2010 %
Left wing	7	8
Left of centre	28	33
Centre	39	39
Right of centre	12	10
Right Wing	7	3
Don't know	15	8

**Q8 And how would you describe the views of...?**

Base: 1,009 British adults 18+

	<b>David Cameron</b>	<b>Ed Miliband</b>	<b>Nick Clegg</b>
	%	%	%
Left wing	6	19	8
Left of centre	5	25	14
Centre	14	12	23
Right of centre	28	4	15
Right Wing	21	5	8
Don't know	26	35	31

**Economy**

**Q9 Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?**

Base: 1,009 British adults 18+

	<b>Sept 2009</b>	<b>March 2010</b>	<b>Oct 2010</b>
	%	%	%
Conservatives	30	29	38
Labour	25	26	25
Liberal Democrats	12	12	10
Other	4	4	6
None	13	10	8
Don't know	16	20	13
Conservative Lead	<b>+5</b>	<b>+3</b>	<b>+13</b>

**Q10 As you probably know, certain benefits are provided by the government to everyone, regardless of how well-off they are. These include child benefit for people with children, and free bus passes for people over 65.**

(Rotated statements) **Some people say that benefits should only be provided for the people that need them most, not for the well-off. Other people say that benefits should be provided for everybody, otherwise some people who deserve them will be put off from applying.**

**Which do you agree with most?**

Base: 1,009 British adults 18+

	%
The view that benefits should only be provided for the people that need them most, not for the well-off	67
The view that benefits should be provided for everybody, otherwise some people who deserve them will be put off from applying	28
Neither	3
Don't Know	2

Q11 If the government were to stop paying benefits to the well-off, what would you say is the level of household income above which people should not be able to claim benefits?

Base: 1,009 British adults 18+

	%
0 to £20,000	9
£20,000 to £30,000	10
£30,000 to £40,000	15
£40,000 to £50,000	20
£50,000+	24
<b>Median (£)</b>	<b>£45,000</b>
I do not think the government should stop paying benefits to anyone	3
Don't know	19
Refused	1