

Ipsos MORI February Political Monitor

Fieldwork: 19-22 February 2010

CON 37(-3); LAB 32 (0); LIB DEM 19 (+3)

Technical Details

Ipsos MORI interviewed a representative sample of 1,533 adults aged 18+ across Great Britain. Interviews were conducted by telephone 19-22 February 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.

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.

Half of the public, 53%, 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?**

Base: All absolutely certain to vote (832) Q1a/b

	%
Conservative	37
Labour	32
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	3
Green Party	2
UK Independence Party	2
British National Party	2
Other	1

Conservative lead (±%) +5

<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 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: 1,533 British adults 18+

	%
Conservative	35
Labour	34
Liberal Democrats (Lib Dem)	19
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
British National Party	3
Other	1

Conservative lead (+%) +1

<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>10</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: 1,533 British adults 18+

	%
10 – absolutely certain to vote	53
9	5
8	9
7	6
6	3
5	9
4	2
3	3
2	1
1 – absolutely certain not to vote	8
Don’t know	1
Refused	*

Satisfaction Ratings

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: 1,533 British adults 18+

	Satisfied	Dissatisfied	Don't know	Index
	%	%	%	%
Government (Q3)	26	64	9	-38
Brown (Q4)	36	57	7	-21
Cameron (Q5)	44	40	16	4
Clegg (Q6)	44	27	29	17

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

		Satisfied	Dissatisfied	Don't know	Index
	Base	%	%	%	%
Government (Q3)	428	57	34	9	23
Brown (Q4)	428	69	28	4	41
Cameron (Q5)	424	78	15	7	63
Clegg (Q6)	220	80	12	7	68

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: 1,533 British adults 18+

	Improve	37
	Stay the same	29
	Get worse	31
	Don't know	2
Ipsos MORI Economic Optimism Index (EOI)		+6

Next general election

Q8 How important is it to you personally who wins the next general election?

Base: 1,533 British adults 18+

	June 2008 %	Nov 2009 %	Dec 2009 %	Jan 2010 %	Feb 2010 %
Very important	38	35	37	40	32
Fairly important	30	33	32	30	37
Not very important	17	21	19	18	20
Not at all important	12	8	9	9	8
No opinion	2	3	3	3	3
Very/fairly important	68	68	69	70	69
Not very/at all important	29	29	28	27	28
Net important	+39	+39	+41	+43	+41

Additional questions

Q9 I want you to think about what it is that most attracted you to the [INSERT PARTY]. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?

Base: All giving a voting intention (1210)

	Apr 05 Mean	Feb 10 Mean
Leaders	3.1	3.8
Policies	4.6	3.8
Party	2.4	2.2

Q10 Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron or Nick Clegg?

Base: 1,533 British adults 18+

	June 2007 %	Sept 2009 %	Feb 2010 %
Gordon Brown	40	24	29
David Cameron	22	41	38
Nick Clegg	5*	16	12
None/Don't Know	33	19	20

**Asked for Sir Menzies Campbell in 2007*

Which party do you think... the Conservatives, Labour, Liberal Democrats or some other party?

	Labour %	Cons %	Lib Dems %	Other %	None %	Don't know %	Con lead %
Q11 Has the best team of leaders to deal with the country's problems? <i>Base: 750</i>	29	34	9	4	11	13	+5
Q12 has the best senior team to deal with the country's problems? <i>Base: 783</i>	28	31	10	3	9	18	+3

Q13 **And which political party do you think has the best policies for the country as a whole?**
Base: 1,533 British adults 18+

	April 2005 %	Feb 2010 %
Labour	30	27
Conservatives	25	29
Liberal Democrats	17	16
Other	3	6
None	8	9
Don't Know	17	13
Conservative Lead	-5	+2

Q14 **As you may know, for the first time in a general election campaign the leaders of the three main parties will debate key issues live on television in the run-up to the election. How important do you think the performance of the leaders in the debates will be in helping you to decide who to vote for?**

	%
Very important	29
Fairly important	31
Not very important	20
Not at all important	19
Don't know	*
Net important	+21

Q15 **And which leader do you expect to gain most public support as a result of these debates?**

	%
Gordon Brown	20
David Cameron	53
Nick Clegg	12
None of them	3
Don't know	12

Q16 Which political party at the moment, if any, most stands for the things you believe in?

Base: 1,533 British adults 18+

	%
Conservative	27
Labour	29
Liberal Democrats (Lib Dem)	16
Scottish/Welsh Nationalist	2
Green Party	2
UK Independence Party	1
British National Party	2
Other	3
None	18

Q17 Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

Base: 1,533 British adults 18+

	June 2001 %	Feb 2010 %
Conservative	25	30
Labour	41	32
Liberal Democrats (Lib Dem)	10	15
Scottish/Welsh Nationalist	2	2
Green Party	1	2
UK Independence Party	N/A	1
British National Party	N/A	1
Other	1	11
None	12	7