

## Ipsos MORI August Political Monitor

Fieldwork: 21-23 August 2009

**CON 43%(+3) LAB 26%(+2) LIB DEM 17%(-1)**

Ipsos MORI's August Political Monitor (carried out by telephone between 21-23 August among 1,013 British adults aged 18 and over) shows that despite the current state of the **economy, two in five (43%) think it will improve over the next 12 months**. This is the second highest figure ever recorded by Ipsos MORI, the highest being 44% in June 1987, albeit under very different economic circumstances during the middle of the "Lawson Boom". This month's rating has more than doubled since the start of the year when only 20% predicted improvement over the next 12 months. A quarter (27%), however, still feel the economic condition of the country will get worse.

The Economic Optimism Index, or EOI, (those who think it will get better minus those who think it will get worse) is therefore +16, a 22 point increase from last month's EOI rating of -6 and the **highest economic optimism index rating since September 1997**.

Among those absolutely certain to vote, the **Conservative Party currently leads the Labour Party by 17 points**. The Conservatives are on 43% (up from 40% last month), Labour is on 26% (up two points) and the Liberal Democrats are on 17% (down one).

One in four (23%) are **satisfied with the way the Government is running the country** and seven in ten are dissatisfied (71%, vs. 75% last month). Taking the 'net' rating (the percentage satisfied minus the percentage dissatisfied) puts the Government on -48, which is an eight point improvement from last month's figure, and a fourteen point improvement from June's record low.

Almost three in ten (28%) are satisfied with the way **Gordon Brown** is doing his job as Prime Minister and two in three (65%) are dissatisfied, giving a net score of -37, a five point improvement from last month.

**David Cameron's** ratings closely match last month's: 47% are satisfied and 38% dissatisfied with his performance.

Over two in five (42%) are satisfied with **Nick Clegg**, and 26% are dissatisfied with his performance, giving him a net satisfaction score of +16, the same as last month. The remaining third (32%) say they 'don't know'.

### Technical Details

Ipsos MORI interviewed a representative sample of 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone 21<sup>st</sup>-23<sup>rd</sup> August 2009. 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.

### 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%, 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, 50%, 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 (514) Q1a/b

	Q1a/b %
Conservative	43
Labour	26
Liberal Democrats (Lib Dem)	17
Scottish/Welsh Nationalist	2
Green Party	4
UK Independence Party	4
British National Party	1
Other	2
<b>Conservative lead (+%)</b>	<b>+17</b>
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>5</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: 1,013 British adults 18+ %

Conservative	37
Labour	29
Liberal Democrats (Lib Dem)	18
Scottish/Welsh Nationalist	2
Green Party	6
UK Independence Party	3
British National Party	2
Other	2

**Conservative lead (+%) +8**

<i>Would not vote</i>	13
<i>Undecided</i>	7
<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?**

Base: 1,013 British adults 18+ %

10 – absolutely certain to vote	50
9	5
8	8
7	6
6	3
5	11
4	2
3	4
2	2
1 – absolutely certain not to vote	10
Don't know	*
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: 1,013 British adults 18+

	Satisfied %	Dissatisfied %	Don't know %	Index %
Government (Q3)	23	71	6	<b>-48</b>
Brown (Q4)	28	65	6	<b>-37</b>
Cameron (Q5)	47	38	16	<b>+9</b>
Clegg (Q6)	42	26	32	<b>+16</b>

### 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)	234	56	38	7	<b>+18</b>
Brown (Q4)	234	60	35	5	<b>+25</b>
Cameron (Q5)	287	79	12	9	<b>+67</b>
Clegg (Q6)	146	64	23	12	<b>+41</b>

## 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: 1,013 British adults 18+

Improve	43
Stay the same	26
Get worse	27
Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>+16</b>