

## Ipsos MORI April Political Monitor

### Topline Results

Fieldwork: 26-29 April 2015

**CON 35 (+2); LAB 30 (-5); LIB DEM 8 (+1); UKIP 10 (nc)**

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone 26-29 April 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, 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 is 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.

Seven in ten, 74%, 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 (791)*

Q1a/b

%

Conservative	35
Labour	30
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	7
Green Party	8
UK Independence Party	10
BNP	*
Other	2
<b>Conservative lead (±%)</b>	<b>+5</b>
<i>Would not vote/not registered</i>	3
<i>Undecided</i>	6
<i>Refused</i>	3

**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?**

Base: 1,010 British adults 18+

	%
Conservative	34
Labour	30
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	7
Green Party	9
UK Independence Party	9
British National Party	*
Other	1
<b>Conservative lead (+%)</b>	<b>+4</b>
<i>Would not vote/not registered</i>	<i>7</i>
<i>Undecided</i>	<i>8</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?**

	%
10 – absolutely certain to vote	74
9	5
8	6
7	2
6	2
5	4
4	1
3	1
2	*
1 – absolutely certain not to vote	4
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 Nick Clegg is doing his job as Deputy Prime Minister?
- Q6 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- 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)	41	52	7	<b>-11</b>
Cameron (Q4)	46	48	7	<b>-2</b>
Clegg (Q5)	34	55	11	<b>-21</b>
Miliband (Q6)	35	54	11	<b>-19</b>
Farage (Q7)	31	56	13	<b>-25</b>

#### 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?
- Q6 Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?
- 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 and Lib Dem supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government* (Q3)	393	73	21	6	<b>+52</b>
Cameron (Q4)	309	86	9	5	<b>+77</b>
Clegg** (Q5)	84	73	25	2	<b>+48</b>
Miliband (Q6)	259	71	21	7	<b>+50</b>
Farage** (Q7)	93	91	3	6	<b>+88</b>

\*\*Due to small base sizes please treat with caution

Q9 Have you definitely to vote for the [PARTY NAMED AT Q1/2] party or is there a chance you may change your mind before you vote?

Base: British adults 18+ expressing a preference

	Jan 2015 %	Feb 2015 %	March 2015 %	April 12-15 2015 %	April 26-29 2015 %
Definitely decided	47	48	56	60	65
May change mind	51	50	41	38	34
Don't know	2	2	3	2	1

### Voting decisions and outcomes

Q13 As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

	March 2010 %	April 2015 %
A Conservative majority government	24	11
A Labour majority government	10	6
A hung parliament with the Conservatives as the biggest party	37	45
A hung parliament with Labour as the biggest party	22	25
A Liberal Democrat majority	*	*
A hung parliament with the Liberal Democrats as the biggest party	*	1
Other	1	3
Don't know	6	8
<b>Hung Parliament</b>	<b>59</b>	<b>70</b>
<b>Conservatives largest party</b>	<b>61</b>	<b>56</b>
<b>Labour largest party</b>	<b>32</b>	<b>31</b>

Q14 In the event of a hung parliament, would you prefer a minority government in which one single party forms a government even though it doesn't have a majority, or would you prefer to see a coalition in which two or more parties form a government?

	%
Minority government	33
Coalition	60
Neither	1
Don't know	5

As you may know, there has been much discussion about the possibility of another hung parliament after this election. This means that more than one party could have an influence over the government, either because they join a coalition or because a minority government relies on their support.

Q15 If there is a hung parliament, and thinking about parties other than the Conservatives and Labour, which of the following parties and their leader, if any, would you be happy to see having influence over the next government? You may pick more than one.

	%
The Liberal Democrat party and their leader Nick Clegg	49
The UK Independence Party and their leader Nigel Farage	21
The Scottish National Party and their leader Nicola Sturgeon	28
The Green Party and their leader Natalie Bennett	35
Plaid Cymru and their leader Leanne Wood	22
The Democratic Unionist Party and their leader Peter Robinson	9
Other	*
None of them	5
Don't Know	5

Q16 And which of the following parties and their leader, if any, would you be unhappy to see having influence over the next government? Again, you may pick more than one

	%
The Liberal Democrat party and their leader Nick Clegg	21
The UK Independence Party and their leader Nigel Farage	59
The Scottish National Party and their leader Nicola Sturgeon	44
The Green Party and their leader Natalie Bennett	22
Plaid Cymru and their leader Leanne Wood	21
The Democratic Unionist Party and their leader Peter Robinson	28
Other	2
None of them	5
Don't Know	5

## Parties and government

Q18a **Who do you think would make the most capable Prime Minister, the Conservative's David Cameron, or Labour's Ed Miliband?**

*Base: British adults 18+*

	%
David Cameron	52
Ed Miliband	31
Neither	12
Don't know	4

Q18b **Who do you think would make the most capable Chancellor, the Conservative's George Osborne, or Labour's Ed Balls?**

*Base: British adults 18+*

	%
George Osborne	47
Ed Balls	34
Neither	12
Don't know	7

Q18c **Who do you think would make the most capable Foreign Secretary, the Conservative's Philip Hammond, or Labour's Douglas Alexander?**

*Base: British adults 18+*

	%
Philip Hammond	32
Douglas Alexander	36
Neither	13
Don't know	19

Q18d **Who do you think would make the most capable Home Secretary, the Conservative's Theresa May, or Labour's Yvette Cooper?**

*Base: British adults 18+*

	%
Theresa May	45
Yvette Cooper	36
Neither	9
Don't know	10

Q18e **Who do you think would make the most capable Deputy Prime Minister, the Liberal Democrat's Nick Clegg, or Labour's Harriet Harman?**

*Base: British adults 18+*

	%
Nick Clegg	42
Harriet Harman	39
Neither	12
Don't know	7

