

Ipsos MORI April Political Monitor

Topline Results

Fieldwork: 5th – 7th April 2014

CON 31 (-1); LAB 37 (+2); LIB DEM 9 (-4); UKIP 15 (+4)

Technical Details

Ipsos MORI interviewed a representative sample of 1,002 adults aged 18+ across Great Britain. Interviews were conducted by telephone 5th – 7th April 2014. 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.

Just over half, 55%, 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 (585)

Q1a/b
%

Conservative	31
Labour	37
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	15
British National Party	*
Other	1
Conservative lead (±%)	-6
<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 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: 1,002 British adults 18+

	%
Conservative	32
Labour	37
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	14
British National Party	*
Other	1
Conservative lead (+%)	-5
<i>Would not vote</i>	9
<i>Undecided</i>	10
<i>Refused</i>	1

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: 1,002 British adults 18+

	%
10 – absolutely certain to vote	55
9	6
8	9
7	5
6	3
5	9
4	1
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	1
Refused	0

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?

Base: 1,002 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	33	58	9	-25
Cameron (Q4)	38	56	6	-18
Clegg (Q5)	29	63	9	-34
Miliband (Q6)	30	56	14	-26
Farage (Q7)	40	36	24	+4

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)	307	65	27	8	+38
Cameron (Q4)	230	80	18	3	+62
Clegg** (Q5)	77	60	37	3	+23
Miliband (Q6)	312	53	38	9	+15
Farage** (Q7)	120	93	3	4	+90

**Due to small base sizes please treat with caution

Economy

Q8 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: 1,002 British adults 18+

	%
Improve	49
Stay the same	25
Get worse	24
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	+25

Post budget questions

Q14 As you may know, a few weeks ago the Chancellor George Osborne set out the government's Budget.

From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing...?

	Good	Bad	Don't know
	%	%	%
<i>Base: 1,002 British adults 18+</i>			
... for you personally	43	35	22
... for the country	48	33	19

Q15 Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

Base: 1,002 British adults 18+

	%
Satisfied	47
Dissatisfied	44
Don't know	9

Q16 Some people believe that despite recent growth in the UK economy, the cost of living has continued to rise for many people, creating a 'cost of living crisis'. To what extent, if at all, do you agree or disagree that there is currently a 'cost of living crisis' in the UK?

V1

V2 Ed Miliband has said that despite recent growth in the UK economy, the cost of living has continued to rise for many people, creating a 'cost of living crisis'. To what extent, if at all, do you agree or disagree that there is currently a 'cost of living crisis' in the UK?

	<i>Base: 489</i>	<i>Base: 513</i>
	V1	V2
	%	%
Strongly agree	55	51
Tend to agree	25	31
Neither agree nor disagree	7	5
Tend to disagree	10	6
Strongly disagree	2	4
Don't know	2	3
Agree	80	82
Disagree	12	10

Best leader and best party

Q17 Who do you think would make the most capable Prime Minister?

<i>Base: 1,002 British adults 18+</i>		%
David Cameron		34
Nick Clegg		5
Ed Miliband		20
Nigel Farage		9
None of these		20
Don't know		12

Q18 And which leader do you think...

<i>Base: 1,002 British adults 18+</i>	David Cameron	Nick Clegg	Ed Milliband	Nigel Farage	None of these	Don't know
	%	%	%	%	%	%
...best understands the problems facing Britain	23	9	25	17	13	13
...would be best in a crisis	43	5	16	9	12	15
...is most out of touch with ordinary people	40	14	15	15	3	14

Q19 And which political party, if any, do you think...

<i>Base: 1,002 British adults 18+</i>	Conservatives	Liberal Democrats	Labour	UKIP	None of these	Don't know
	%	%	%	%	%	%
...has the best policies for the country as a whole?	29	8	27	12	8	15
...would be best at looking after the interests of people like you	29	8	31	12	9	12
...is most clear and united about what its policies should be	23	6	18	25	12	15