

Ipsos MORI June Political Monitor

Topline Results

Fieldwork: 14th-17th June 2014

CON 31 (nc); LAB 34 (nc); LIB DEM 8 (-1); UKIP 14 (+3)

Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone 14th – 17th June 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.

Nearly six in ten, 58%, 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 (611)

Q1a/b
%

Conservative	31
Labour	34
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	5
Green Party	8
UK Independence Party	14
British National Party	1
Other	1
Conservative lead (±%)	-3
<i>Would not vote</i>	2
<i>Undecided</i>	5
<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: 1001 British adults 18+

	%
Conservative	30
Labour	35
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	7
UK Independence Party	14
British National Party	1
Other	1
	-5
Conservative lead (+%)	
	8
<i>Would not vote</i>	
<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: 1001 British adults 18+

	%
10 – absolutely certain to vote	58
9	8
8	7
7	4
6	3
5	7
4	1
3	3
2	1
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: 1,001 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	31	58	11	-27
Cameron (Q4)	37	55	9	-18
Clegg (Q5)	25	63	12	-38
Miliband (Q6)	29	57	15	-28
Farage (Q7)	37	45	18	-8

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)	326	61	29	10	+32
Cameron (Q4)	254	82	15	2	+67
Clegg** (Q5)	72	42	46	13	-4
Miliband (Q6)	297	49	45	7	+4
Farage** (Q7)	116	86	8	6	+78

**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: 1001 British adults 18+

	%
Improve	50
Stay the same	25
Get worse	21
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	+29

Leadership

Q9 Please tell me to what extent, if at all, you agree or disagree with the following statements:

Base: 1001 British adults 18+

	Strongly agree	Tend to agree	Neither / nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
The Labour Party should change their leader before next year's general election	27	22	16	16	14	4	49	30
The Liberal Democrats should change their leader before next year's general election	28	16	22	14	14	5	44	28
The Conservatives should change their leader before next year's general election	14	13	21	21	26	4	27	47

Q10 Earlier, you said that you [TEND TO/STRONGLY] agree that the Labour Party should change their leader before next year's general election. Who, if anyone, would you most like to see become the new leader of the Labour Party? UNPROMPTED

Base: 494 British adults 18+ who agree the Labour Party should change their leader before next year's general election %

David Miliband	15
Yvette Cooper	3
Ed Balls	3
Chuka Umunna	2
Harriet Harman	2
Tony Blair	1
Other	6
No-one	14
Don't know	54

Q11 Earlier, you said that you [TEND TO/STRONGLY] agree that the Liberal Democrats should change their leader before next year's general election. Who, if anyone, would you most like to see become the new leader of the Liberal Democrats? UNPROMPTED

Base: 452 British adults 18+ who agree the Liberal Democrats should change their leader before next year's general election %

Vince Cable	16
Danny Alexander	2
Sir Menzies Campbell	1
Simon Hughes	1
Tim Farron	1
David Laws	1
Paddy Ashdown	1
Charles Kennedy	1
Other	4
No one	14
Don't know	59

Q12 Earlier, you said that you [TEND TO/STRONGLY] agree that the Conservatives should change their leader before next year's general election. Who, if anyone, would you most like to see become the new leader of the Conservatives?
UNPROMPTED

Base: 273 British adults 18+ who agree the Conservatives should change their leader before next year's general election %

Theresa May	5
Boris Johnson	4
William Hague	4
George Osborne	2
David Davis	2
Other	6
No one	16
Don't know	62

Q13 Which political party, if any, do you think has the best team of leaders to deal with the country's problems?

Base: 1001 British adults 18+

	February 2010 %	June 2014 %
Conservatives	34	34
Labour	29	23
Liberal Democrats	9	2
UKIP	N/A	5
Other	4	4
None of these	11	16
Don't know	13	15

Q14 Which political party, if any, do you think is most clear and united about what its policies should be?

Base: 1001 British adults 18+

	April 2014 %	June 2014 %
Conservatives	23	27
Labour	18	17
Liberal Democrats	6	3
UKIP	25	19
Other	n/a	6
None of these	12	15
Don't know	15	13

Q15 On balance, do you agree or disagree with the following statements:

Base: 1001 British adults 18+

	Strongly agree	Tend to agree	Neither / nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
Labour is ready to form the next Government	12	23	9	21	31	4	35	52
<i>Labour is ready to form the next Government - April 2013</i>	10	19	8	23	35	6	29	58
Ed Miliband is ready to be Prime Minister	7	15	9	22	43	4	22	65
<i>Ed Miliband is ready to be Prime Minister - April 2013</i>	8	16	6	24	42	5	24	66