

Ipsos MORI January Political Monitor

Topline Results

Fieldwork: 11-13 January 2015

CON 33 (+1); LAB 34 (+5); LIB DEM 8 (-1); UKIP 11(-2); GREEN 8 (-1)

Technical Details

Ipsos MORI interviewed a representative sample of 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone 11-13 January 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.

Six in ten, 61%, 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 (632)

	Q1a/b %
Conservative	33
Labour	34
Liberal Democrats (Lib Dem)	8
Scottish Nationalist Party	4
Plaid Cymru	0
Green Party	8
UK Independence Party	11
BNP	*
Other	1
Conservative lead (±%)	-1
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>7</i>
<i>Refused</i>	<i>2</i>

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	35
Labour	34
Liberal Democrats (Lib Dem)	8
Scottish Nationalist Party	4
Plaid Cymru	*
Green Party	7
UK Independence Party	11
British National Party	*
Other	1
Conservative lead (+%)	+1
<i>Would not vote</i>	9
<i>Undecided</i>	9
<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?**

	%
10 – absolutely certain to vote	61
9	5
8	7
7	4
6	3
5	7
4	1
3	3
2	2
1 – absolutely certain not to vote	6
Don't know	1
Refused	*

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)	33	56	10	-23
Cameron (Q4)	41	52	6	-11
Clegg (Q5)	25	64	10	-39
Miliband (Q6)	26	61	13	-35
Farage (Q7)	35	48	16	-13

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)	359	62	27	11	+35
Cameron (Q4)	291	81	15	4	+66
Clegg** (Q5)	68	50	42	9	+8
Miliband (Q6)	256	48	45	8	+3
Farage** (Q7)	83	89	7	3	+82

**Due to small base sizes please treat with caution

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?

	%
Improve	38
Stay the same	30
Get worse	26
Don't know	6
Ipsos MORI Economic Optimism Index (EOI)	+12

PARTIES AND POLICIES

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

Base: All giving a voting intention (815)

	April 2010 %	August 2014 %	January 2015 %
Definitely decided	50	43	47
May change mind	49	56	51
Don't know	1	2	2

Q10 Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?*

(UNPROMPTED)

	March 2010 %	September 2014 %	January 2015 %
Healthcare/NHS/hospitals	26	29	46
Managing the economy/economic situation	32	31	33
Asylum and immigration	14	30	27
Education/schools	23	23	20
Europe/EU	2	11	9
Unemployment	11	10	9
Benefits	7	13	8
Taxation	12	8	8
Housing	3	5	5
Foreign policy/foreign affairs	NA	12	5
Pensions	6	6	5
Don't Know	15	9	10

*Showing only answers above 5%; see computer tables for full results