

Ipsos MORI September Political Monitor for Reuters

FINAL RESULTS

Fieldwork: 10-12th Sept 2010

CON 37(-3); LAB 37(-1); LIB DEM 15(+1)

Technical Details

Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone 10-12th Sept 2010. 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 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.

Around three fifths, 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?

	Q1a/b %
Conservative	37
Labour	37
Liberal Democrats (Lib Dem)	15
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
British National Party	2
Other	1
Conservative lead (±%)	0
<i>Would not vote</i>	2
<i>Undecided</i>	1
<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 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: 1,004 British adults 18+

	%
Conservative	36
Labour	37
Liberal Democrats (Lib Dem)	16
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
British National Party	1
Other	1
Conservative lead (+%)	-1
<i>Would not vote</i>	<i>7</i>
<i>Undecided</i>	<i>5</i>
<i>Refused</i>	<i>3</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?

Base: 1,004 British adults 18+

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

Base: 1,004 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	43	47	10	-4
Cameron (Q4)	57	33	10	+24
Clegg (Q5)	52	35	13	+17

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?

Base: All party supporters (*Government is based on Conservative and Lib Dem supporters)

	Base	Satisfied	Dissatisfied	Don't know	Net satisfaction
		%	%	%	±
Government (Q3)	440	67	23	10	+44
Cameron (Q4)	295	91	4	5	+87
Clegg (Q5)	145	67	21	12	+46

Economic optimism in Britain

- Q6 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: 1,004 British adults 18+

	%
Improve	28
Stay the same	22
Get worse	48
Don't know	2
Ipsos MORI Economic Optimism Index (EOI)	-20

The coalition

Q7 On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?

Base: 1,004 British adults 18+

	May 2010 %	June 2010 %	Sept 2010 %
More hopeful	54	50	52
More fearful	36	41	44
Both equally	3	3	1
Neither	4	3	2
Don't know	2	3	2
Net hopeful	+18	+9	+8

The leaders

Q8a Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg, or David Miliband?

Base: 505 British adults 18+

	%
David Cameron	49
Nick Clegg	10
David Miliband	22
Don't Know	19

Q8b Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg, or Ed Miliband?

Base: 499 British adults 18+

	%
David Cameron	50
Nick Clegg	12
Ed Miliband	19
Don't Know	19

Q8 (combined) Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg, or David/Ed Miliband?

Base: 1,004 British adults 18+

	%
David Cameron	49
Nick Clegg	11
David/Ed Miliband	21
Don't Know	19

Economy

Q9 On balance, do you agree or disagree with the statement that “in the long term, this government’s policies will improve the state of Britain’s economy”?

Base: 1,004 British adults 18+

	Nov 2009 %	June 2010 %	Sept 2010 %
Agree	40	61	57
Disagree	54	29	36
Don't know	6	11	7
Net agree	-14	+32	+21

Q10. Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending IF AGREE/DISAGREE: Is that strongly or tend to agree/disagree?

	There is a real need to cut spending on public services in order to pay off the very high national debt we now have			Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive		
	Mar 2010 %	June 2010 %	Sept 2010 %	Mar 2010 %	June 2010 %	Sept 2010 %
Strongly agree	24	31	28	35	27	21
Tend to agree	25	27	29	29	32	35
Neither agree nor disagree	5	6	5	6	7	7
Tend to disagree	23	14	17	14	17	17
Strongly disagree	22	21	20	13	15	17
Don't know	2	2	1	4	2	3
Agree	49	58	57	64	59	56
Disagree	45	35	37	27	32	34
Net agree	+4	+23	+20	+37	+27	+22

Base: 1,004 British adults 18+

Q11 And which of these comes closest to your opinion about how the government goes about reducing the deficit?

Base: 1,004 British adults 18+

	June 2010 %	Sept 2010 %
It is important to cut spending quickly even if this means immediate job losses, because it will be better for the economy in the long term	25	23
It is better to cut spending more slowly, to reduce the impact on public services and the economy	69	75
Neither	3	2
Don't know	2	1

Q12 Do you approve or disapprove of possible plans to...?

Base: 1,004 British adults 18+

	Approve %	Disapprove %	Don't Know %
Give greater power to GPs to run the NHS	62	32	6
Increase the use of nuclear energy to generate power	60	31	9
Encourage parents, teachers and companies to set up schools	52	42	6
Raise the age of retirement	42	55	3
Raise VAT to 20%	30	67	3
Pay private firms and voluntary groups to rehabilitate prisoners, therefore giving some criminals shorter jail sentences	29	66	5