

Reuters/ Ipsos MORI November Political Monitor

FINAL RESULTS

Fieldwork: 12-14th Nov 2010

CON 36(-3); LAB 39(+3); LIB DEM 14(-)

Technical Details

Ipsos MORI interviewed a representative sample of 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12-14th Nov 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, 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?

	Q1a/b %
Conservative	36
Labour	39
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	2
British National Party	*
Other	2
Conservative lead (±%)	-3
<i>Would not vote</i>	2
<i>Undecided</i>	3
<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 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: 1,005 British adults 18+

	%
Conservative	33
Labour	43
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	2
British National Party	*
Other	1
Conservative lead (+%)	-10
<i>Would not vote</i>	<i>12</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: 1,005 British adults 18+

	%
10 – absolutely certain to vote	58
9	5
8	7
7	3
6	2
5	9
4	1
3	2
2	1
1 – absolutely certain not to vote	10
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 Ed Miliband is doing his job as leader of the Labour Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base: 1,005 British adults 18+

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	35	55	10	-20
Cameron (Q4)	46	45	9	+1
Miliband (Q5)	38	29	33	+9
Clegg (Q6)	38	49	13	-11

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 Ed Miliband is doing his job as leader of the Labour Party?
- Q6 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)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3)	361	68	24	8	+44
Cameron (Q4)	244	92	5	3	+87
Miliband (Q5)	353	58	15	27	+43
Clegg (Q6)	117	61	34	5	+27

Economic optimism in Britain

- Q7 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: 1,005 British adults 18+

	%
Improve	28
Stay the same	21
Get worse	48
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	-20

Q8 As you may know, the general election on May 6th resulted in a hung parliament where no party had an overall majority. Do you think it is a good thing or a bad thing for the country that no party achieved an overall majority?

Base: 1,005 British adults 18+

	April 2010*	May 5 2010*	May 12-13 2010	Nov 2010
	%	%	%	%
Good thing	34	30	40	38
Bad thing	57	55	52	55
Don't know	9	15	8	7
Net good thing	-23	-25	-12	-17

* asked as "Do you think it will be a good thing or a bad thing if no party achieves an overall majority"

Q9 From what you know so far, which of these comes closest to your view?

Base: 1,005 British adults 18+

	June 2010 %	Nov 2010 %
The new government is a genuine coalition in which decisions are made jointly by the Conservatives and Liberal Democrats	41	26
The Conservatives are making most of the decisions in the new government	51	63
Neither	2	3
Don't know	6	8

Q10 How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next twelve months?

	January 2009 %	April 2009 %	Nov 2010
Base: British adults in full-time work	(461)	(436)	(427)
Very concerned	22	18	22
Fairly concerned	27	26	22
Not very concerned	21	26	27
Not at all concerned	29	29	27
Don't know	1	1	2
TOTAL very/fairly concerned	49	44	44
TOTAL not very/not at all concerned	50	55	54

Q11. 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 %	Sept 2010 %	Nov 2010	Mar 2010 %	Sept 2010 %	Nov 2010
Strongly agree	24	28	28	35	21	27
Tend to agree	25	29	28	29	35	27
Neither agree nor disagree	5	5	9	6	7	7
Tend to disagree	23	17	14	14	17	18
Strongly disagree	22	20	19	13	17	19
Don't know	2	1	2	4	3	2
Agree	49	57	56	64	56	54
Disagree	45	37	33	27	34	37
Net agree	+4	+20	+23	+37	+22	+17

Q12. A few weeks ago the government announced its plans for public spending in the Comprehensive Spending Review. As a result of the announcements, please tell me, to what extent, if at all, you are concerned about each of the following:

Base: 1,005 British adults 18+	Very concerned %	Fairly concerned %	Not very concerned %	Not at all concerned %	Don't Know %	Concerned %
Local Public services eg. Libraries, care for the elderly, sports facilities etc.	46	37	11	5	2	83
Policing	44	33	14	6	3	77
Unemployment in the public sector	38	35	13	11	2	73
Reduction of the armed forces	42	31	15	9	3	73
University tuition fees	44	23	17	15	1	67
Benefits being cut	27	27	21	23	2	54
Changes to Social housing	21	31	25	17	5	52

Q12b **And which one are you most concerned about?**

Base: All those who are very concerned about at least one issue; 848 British adults 18+ %

University tuition fees	21
Local public services e.g. libraries, care for the elderly, sports facilities etc	18
Policing	17
Unemployment in the public sector	14
Reduction of the armed forces	14
Benefits being cut	10
Changes to social housing	3
Don't know	2

Q13 **As part of the recent spending review, it was announced that around 490,000 public sector jobs will be lost in the next few years. Please tell me which of the following statements comes closest to your view.**

Base: 1,005 British adults 18

There will be enough new jobs available in businesses in the private sector to make up for the job losses in the public sector	15
There will <i>not be</i> enough jobs available in businesses in the private sector to make up for the job losses in the public sector	80
Don't know	4