

**Reuters/ Ipsos MORI January Political Monitor**

**Topline Results**

**Fieldwork: 21-23 January 2012**

**CON 38(-3); LAB 38(-1); LIB DEM 12(+1)**

Technical Details

Ipsos MORI interviewed a representative sample of 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone 21<sup>st</sup> to 23<sup>rd</sup> January 2012. 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 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?**

| <i>Base: All absolutely certain to vote (574)</i> |  | Q1a/b<br>% |
|---|--|------------|
| Conservative                                      |  | 38         |
| Labour  |  | 38         |
| Liberal Democrats (Lib Dem)                       |  | 12         |
| Scottish/Welsh Nationalist                        |  | 4          |
| Green Party                                       |  | 4          |
| UK Independence Party                             |  | 3          |
| British National Party                            |  | 1          |
| Other   |  | *          |
| <b>Conservative lead (±%)</b>                     |  | <b>0</b>   |
| <i>Would not vote</i>                             |  | *          |
| <i>Undecided</i>                                  |  | 6          |
| <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: 1,007 British adults 18+

|                               | %         |
|-------------------------------|-----------|
| Conservative                  | 38        |
| Labour                        | 38        |
| Liberal Democrats (Lib Dem)   | 12        |
| Scottish/Welsh Nationalist    | 3         |
| Green Party                   | 4         |
| UK Independence Party         | 3         |
| British National Party        | 1         |
| Other                         | *         |
| <b>Conservative lead (+%)</b> | <b>0</b>  |
| <i>Would not vote</i>         | <i>8</i>  |
| <i>Undecided</i>              | <i>10</i> |
| <i>Refused</i>                | <i>2</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: 1,007 British adults 18+

|                                    | %  |
|------------------------------------|----|
| 10 – absolutely certain to vote    | 55 |
| 9                                  | 5  |
| 8                                  | 9  |
| 7                                  | 5  |
| 6                                  | 3  |
| 5                                  | 8  |
| 4                                  | 2  |
| 3                                  | 2  |
| 2                                  | 2  |
| 1 – absolutely certain not to vote | 9  |
| 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 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: 1,007 British adults 18+

|                 | Satisfied | Dissatisfied | Don't know | Net satisfaction |
|-----------------|-----------|--------------|------------|------------------|
|                 | %         | %            | %          | ±                |
| Government (Q3) | 40        | 53           | 7          | -13              |
| Cameron (Q4)    | 46        | 47           | 7          | -1               |
| Miliband (Q5)   | 30        | 56           | 15         | -26              |
| Clegg (Q6)      | 32        | 55           | 12         | -23              |

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) | 404  | 71        | 24           | 5          | +47              |
| Cameron (Q4)    | 306  | 88        | 11           | 2          | +77              |
| Miliband (Q5)   | 326  | 46        | 44           | 11         | +2               |
| Clegg (Q6)      | 98   | 68        | 27           | 6          | +41              |

## 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: 1,007 British adults 18+

|   | %          |
|---|------------|
| Improve   | 16         |
| Stay the same                                   | 29         |
| Get worse                                       | 51         |
| Don't know                                      | 3          |
| <b>Ipsos MORI Economic Optimism Index (EOI)</b> | <b>-35</b> |

**SCOTTISH INDEPENDENCE**

As you know, the United Kingdom is made up of four countries: England, Scotland, Wales and Northern Ireland.

Q8. Do you think the United Kingdom will or will not exist in its current form...

Base: 1,007 British adults 18+

|            | ...in<br>5 years<br>% | ...in<br>10 years<br>% | ...in<br>20 years |
|------------|-----------------------|------------------------|-------------------|
| Will       | 62                    | 45                     | 34                |
| Will not   | 30                    | 43                     | 49                |
| Don't know | 8                     | 13                     | 17                |

Q9. Overall, do you think Scotland becoming independent from the rest of the United Kingdom would have a positive or negative impact on <INSERT> or would it make no difference?

Base: 1,007 British adults 18+

|  | Positive<br>% | Negative<br>% | Would<br>make no<br>difference<br>% | Don't<br>know<br>% | Net<br>positive<br>% |
|--|---------------|---------------|-------------------------------------|--------------------|----------------------|
| Your personal finances                     | 8             | 13            | 73                                  | 5                  | -5                   |
| Scotland's economy                         | 22            | 54            | 16                                  | 8                  | -32                  |
| The economy of the rest of the UK          | 16            | 34            | 42                                  | 8                  | -18                  |
| Scotland's standing in the world           | 23            | 35            | 36                                  | 5                  | -12                  |
| The rest of the UK's standing in the world | 9             | 35            | 53                                  | 4                  | -26                  |

Q10. As you may be aware, there is currently a debate over how many questions should be included in the forthcoming independence referendum in Scotland. The referendum will contain a question on whether or not Scotland should become independent. It may also contain a question on increasing the powers of the Scottish Government, while Scotland remains part of the UK, a proposal commonly referred to as 'devolution max'.

Which of the following comes closest to your view?

Base: 1,007 British adults 18+

|  |    |
|--|----|
| The referendum should only include a question on independence                                      | 42 |
| The referendum should include a question on independence and a separate question on devolution max | 48 |
| Neither/there should be no referendum  | 1  |
| Don't know   | 8  |

Q11. Who do you think should have the final say over the timing of and question asked in the referendum, the Scottish Parliament or the UK Parliament in Westminster?

Base: 1,007 British adults 18+

|                                  |    |
|----------------------------------|----|
| The Scottish Parliament          | 44 |
| The UK Parliament in Westminster | 48 |
| Neither                          | 3  |
| Don't know                       | 5  |

