

Ipsos MORI November Political Monitor

Fieldwork: 13-15 November 2009

CON 37% (-6); LAB 31% (+5); LIB DEM 17% (-2)

Ipsos MORI's November Political Monitor (carried out by telephone between 13-15 November among 1,006 British adults aged 18 and over) shows, among those certain to vote, an **increase in support for Labour** and a **fall in support for the Conservative Party**.

Among those absolutely certain to vote, 37% intend to vote Conservative (down from 43% in October), 31% intend to vote Labour (from 26%) and 17% the Liberal Democrats (down from 19%)

These figures represent Labour's highest voting intention share in Ipsos MORI polls since March, and reduce the Conservative lead to six points, its smallest level since the end of 2008, when the government was benefiting from the 'bailout bounce'. Projections based on uniform swing suggest that a lead of this size at the general election would not be sufficient to give the Conservatives an overall majority. However, the survey was conducted over the weekend immediately following Labour's victory in the Glasgow North East by-election, and the public's mood may be a temporary reflection of that rather than anything more lasting.

The government and Gordon Brown's ratings are little changed since last month – both are two points higher than in October, not a statistically significant difference, though dissatisfaction with the government has fallen by five points. A third (34%) are satisfied with the way Gordon Brown is doing his job as Prime Minister and three-fifths (59%) are dissatisfied, giving a net satisfaction score (the percentage satisfied minus the percentage dissatisfied) of -25, a seventeen point improvement since July.

A quarter (25%) are satisfied and two thirds (67%) dissatisfied with the government's performance, a seven point increase in net satisfaction (-42 now compared to -49 last month). It also represents a twenty point improvement since June.

On the other hand, **satisfaction with David Cameron and Nick Clegg has remained steady** since October, with net satisfaction scores of +13 and +15 respectively.

Economic optimism for the next year, though, remains unusually high. Nearly half (46%) think that the economy will improve over the next 12 months, and 23% think it will get worse. Ipsos MORI's Economic Optimism Index therefore stands at +23, its highest level since the month Tony Blair was elected Prime Minister (breaking the record already set in October).

Two thirds (68%) believe **the result of the next general election is important to them personally**, an identical figure to June 2008. Three in ten (29%) believe it is not personally important to them.

Technical Details

Ipsos MORI interviewed a representative sample of 1,006 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13-15 November 2009. 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.

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.

Half of the public, 50%, 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 (513)

Q1a/b

%

Conservative	37
Labour	31
Liberal Democrats (Lib Dem)	17
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	3
British National Party	2
Other	4

Conservative lead (+%) +6

<i>Would not vote</i>	1
<i>Undecided</i>	5
<i>Refused</i>	4

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: 1,006 British adults 18+

	%
Conservative	34
Labour	34
Liberal Democrats (Lib Dem)	16
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	3
British National Party	3
Other	2
Conservative lead (+%)	0
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>7</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: 1,006 British adults 18+

	%
10 – absolutely certain to vote	50
9	7
8	9
7	5
6	4
5	10
4	2
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	1
Refused	*

Satisfaction Ratings

Satisfaction among general public age 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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: 1,006 British adults 18+

	Satisfied	Dissatisfied	Don't know	Index
	%	%	%	%
Government (Q3)	25	67	8	-42
Brown (Q4)	34	59	7	-25
Cameron (Q5)	48	35	17	+13
Clegg (Q6)	41	26	33	+15

Satisfaction among party supporters

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 Gordon Brown is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?
- Q6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base: All party supporters

		Satisfied	Dissatisfied	Don't know	Index
	Base	%	%	%	%
Government (Q3)	264	53	35	12	+18
Brown (Q4)	264	59	35	6	+24
Cameron (Q5)	280	81	11	10	+70
Clegg (Q6)	135	74	15	11	+59

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: 1,006 British adults 18+

	%
Improve	46
Stay the same	28
Get worse	23
Don't know	3
Ipsos MORI Economic Optimism Index (EOI)	+23

Next general election

Q8 How important is it to you personally who wins the next general election?

Base: 1,006 British adults 18+

	May 2005*	June 2008	Nov 2009
	%	%	%
Very important	45	38	35
Fairly important	35	30	33
Not very important	11	17	21
Not at all important	6	12	8
No opinion	3	2	3
Very/fairly important	72	68	68
Not very/at all important	25	29	29
Net important	+47	+39	+39

*Question wording: 'How important is it to you personally who wins the general election?'