

## Ipsos MORI March 2016 Political Monitor

### Topline Results

23.03.2016

Fieldwork: 19<sup>th</sup> – 22<sup>nd</sup> March 2016

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,023 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 19th – 22nd March 2016. 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, are filtered as discussed below. 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: headline indicator**

In recent years, Ipsos MORI’s headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters’ likelihood to vote, Ipsos MORI is carrying out an internal review into improving the accuracy of our polls. As an interim measure, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). This method would have given us the most accurate results in the 2015 General Election. As our internal review continues, however, and as we look to learn from the British Polling Council’s own enquiry, we anticipate we will make further refinements to our methodology in the future.

As previously, 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. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

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.

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 9-10 certain to vote and always/usually/depends vote in General Elections (752)* Q1a/b %

Conservative	36
Labour	34
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	6
Green Party	3
UK Independence Party	11
Other	1
<b>Conservative lead (±%)</b>	<b>+2</b>
<i>Would not vote</i>	1
<i>Undecided</i>	7
<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 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?**

	%
Conservative	36
Labour	35
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	3
UK Independence Party	12
Other	*
<b>Conservative lead (±%)</b>	<b>+1</b>
<i>Would not vote</i>	7
<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	7
8	8
7	3
6	3
5	7
4	1
3	2
2	1
1 – absolutely certain not to vote	6
Don't know	1

**Satisfaction Ratings**

**Satisfaction among general public aged 18+**

- Q5 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q6 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?
- Q7 Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?
- Q8a Are you satisfied or dissatisfied with the way Tim Farron is doing his jobs as leader of the Liberal Democrats? (Split Sample)
- Q8b Are you satisfied or dissatisfied with the way Nigel Farage is doing his job leader of UKIP, the UK Independence Party?(Split Sample)

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	32	61	7	<b>-29</b>
Cameron (Q4)	34	59	7	<b>-25</b>
Corbyn (Q5)	35	46	19	<b>-11</b>
Farron (Q6) (base: 502)	24	36	40	<b>-12</b>
Farage (Q7) (base: 521)	38	40	22	<b>-2</b>

BASE: PARTY SUPPORTERS ONLY

Q5 Are you satisfied or dissatisfied with the way the Government is running the country?

Q6 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Q7 Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?

Base: All party supporters (\*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	297	70	24	7	<b>+46</b>
Cameron (Q4)	297	68	21	11	<b>+47</b>
Corbyn (Q5)	303	59	28	13	<b>+31</b>

### Economic Optimism Index

Q9 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	23
Stay the same	32
Get worse	40
Don't know	5
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-17</b>

### Chancellor / Budget

Q13. On balance do you agree or disagree with the following statement

On the long term, this government's policies will improve the state of Britain's economy?

	Mar' 2012	Mar' 2015	Nov' 2015	Mar'2016
Agree	46	53	48	<b>43</b>
Disagree	47	39	47	<b>49</b>
Don't know	6	7	5	<b>8</b>

Q14. Can you tell me whether you are satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer

	Mar' 2015 %	Jul' 2015 %	Nov' 2015 %	Feb' 2016 %	Mar' 2016 %
Satisfied	43	44	35	40	<b>27</b>
Dissatisfied	42	44	52	46	<b>60</b>
Don't know	15	12	13	13	<b>13</b>
<b>Satisfied (Net)</b>	<b>+1</b>	<b>0</b>	<b>-17</b>	<b>-6</b>	<b>-33</b>

Q15. As you may know, the Government announced its 2016 budget last week. From what you know or have heard, do you think the Budget proposals are a good thing or a bad thing....?

Good thing    Bad thing    Don't know

	%	%	%
<b>For you personally (March 2016)</b>	<b>35</b>	<b>40</b>	<b>24</b>
July 2015	45	38	17
April 2014	43	35	22
<b>For the country March 2016)</b>	<b>30</b>	<b>53</b>	<b>17</b>
July 2015	46	44	10
April 2014	48	33	19
<b>For the next generation</b>	<b>29</b>	<b>53</b>	<b>18</b>

Q16. Please can you tell me whether you support or oppose the following policies?

	Support %	Oppose %	Don't know %
Putting a new tax on soft drinks high in sugar (for example, the tax on a standard sized can could be between 6-8p depending on the level of sugar)	69	26	5
Cutting disability benefits for those who need help with daily living, for example who need aids like specialist toilet seats or grab rails	13	84	3