

# Political Monitor Trends

**February 2008**

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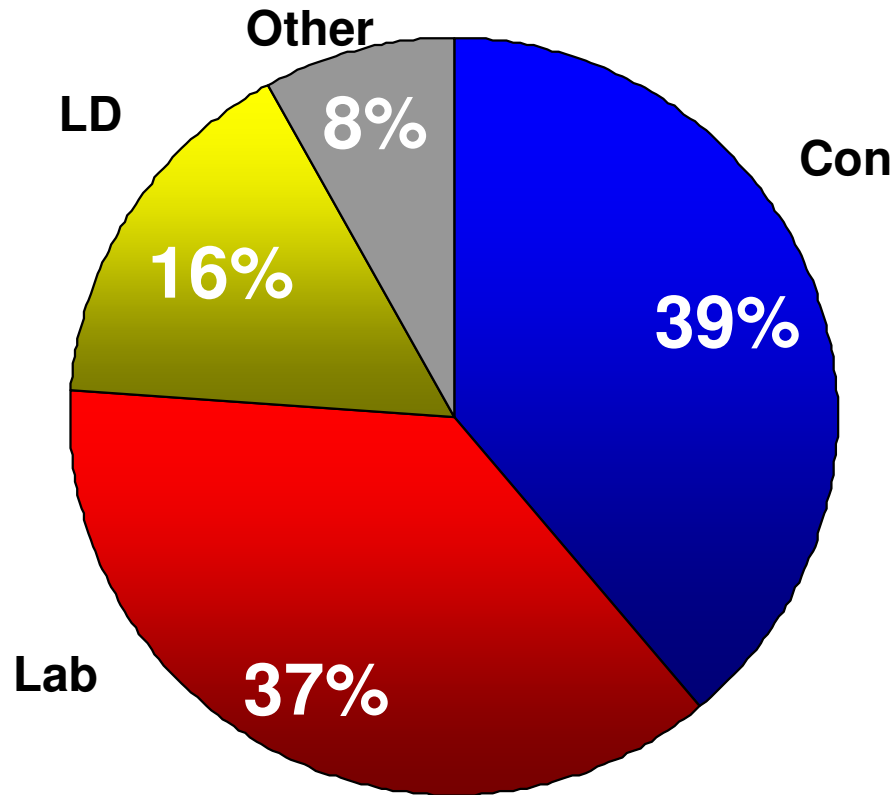
# Voting Intentions

# Voting Intentions (21 -26 February 2008)

**Q How would you vote if there were a General Election tomorrow?**

**“Absolutely certain to vote”**

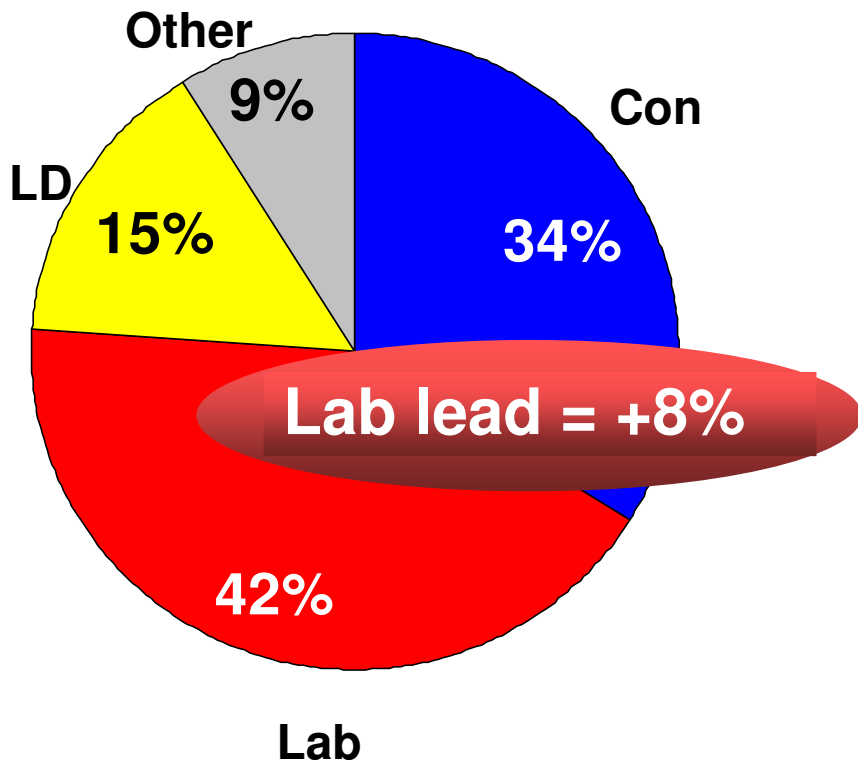
**55% (1,158) of the electorate**



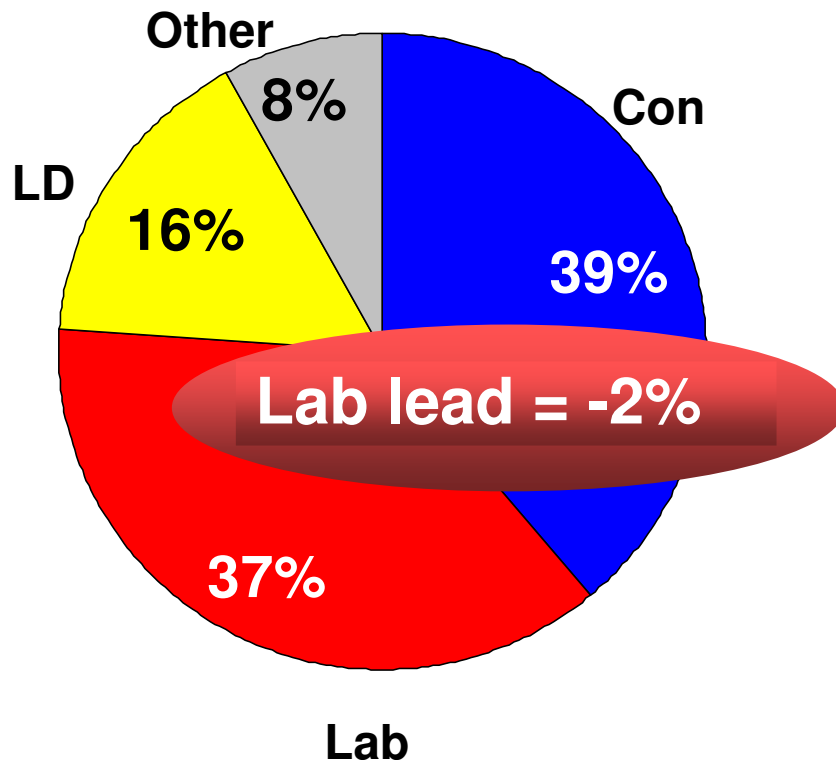
# Voting Intentions and Likelihood to Vote

**Q** *How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (77%)**



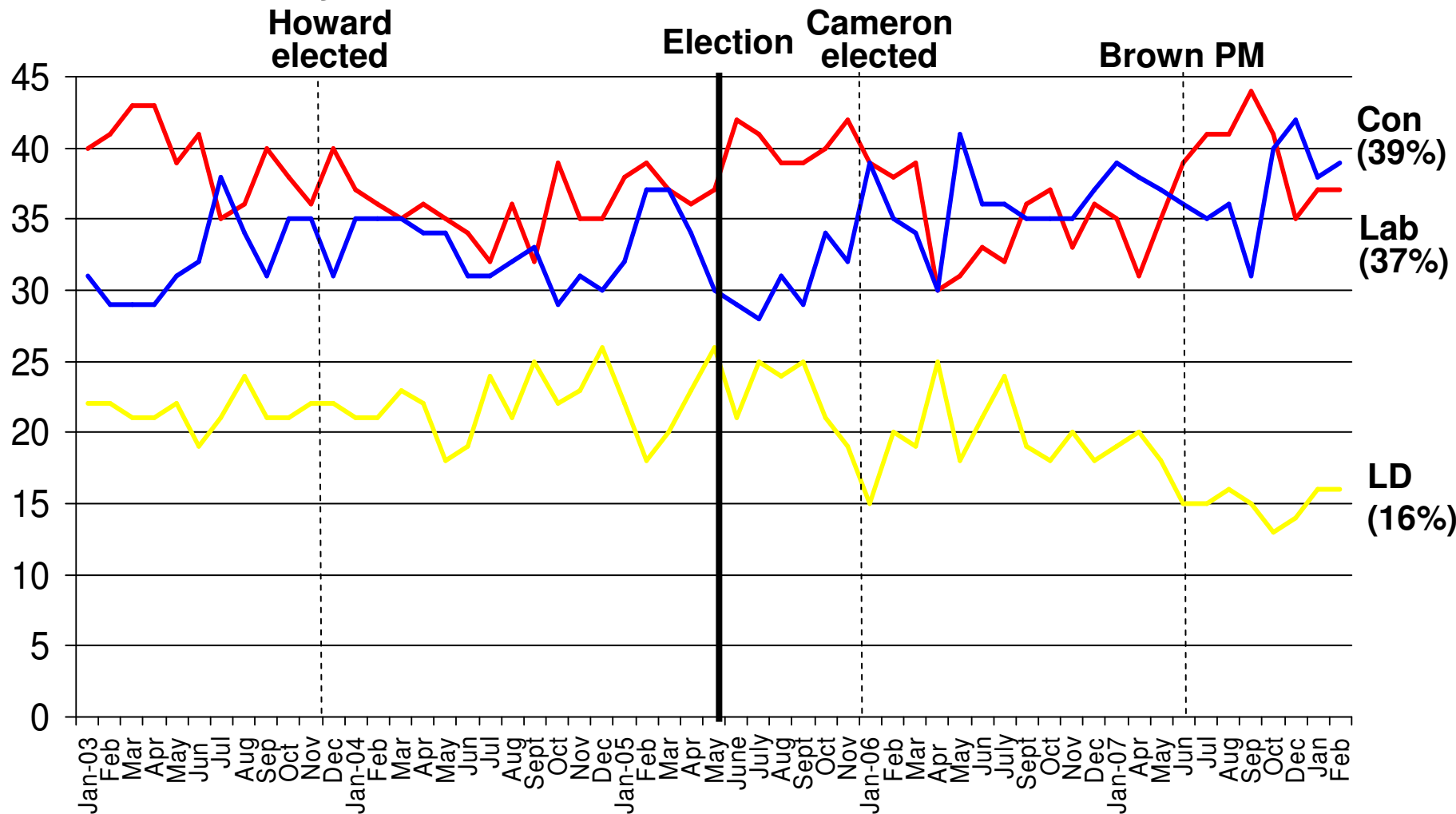
**All certain to vote (55%)**



# Voting Intentions Jan 03 – Feb 08

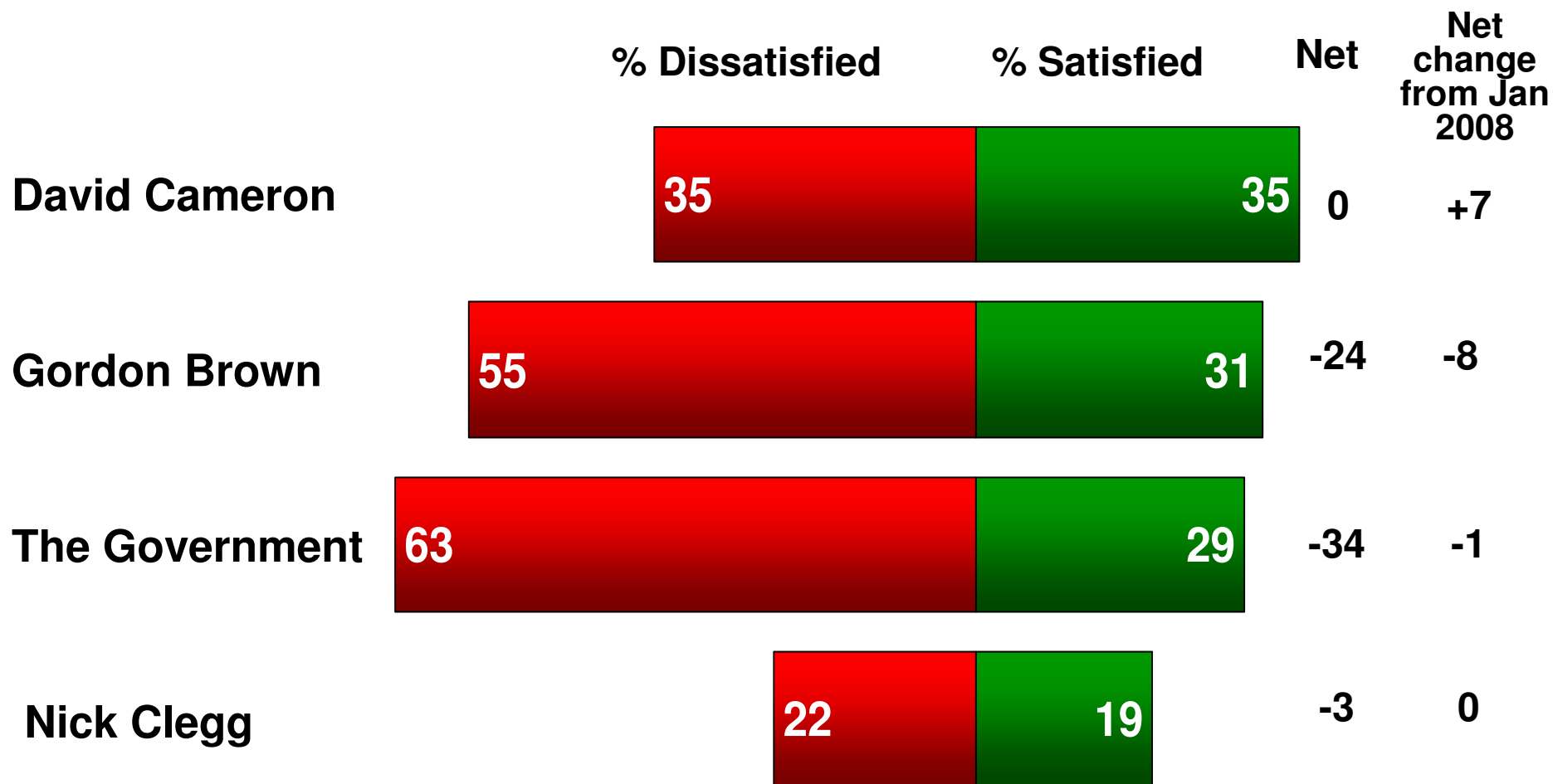
(all certain to vote = 55% of electorate)

**Q How would you vote if there were a General Election tomorrow?**



# Satisfaction

# Satisfaction with leaders and the Government

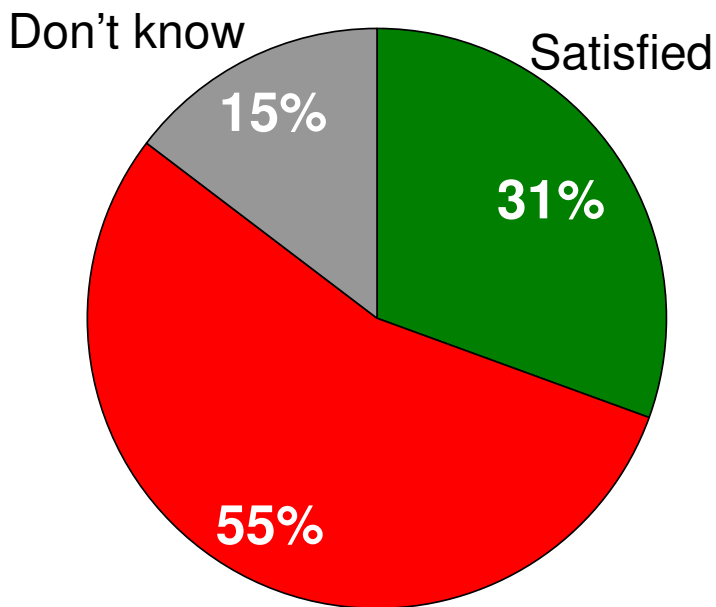


# Cameron vs. Brown (February 2008)

**Q** *Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?*

**Q** *Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?*

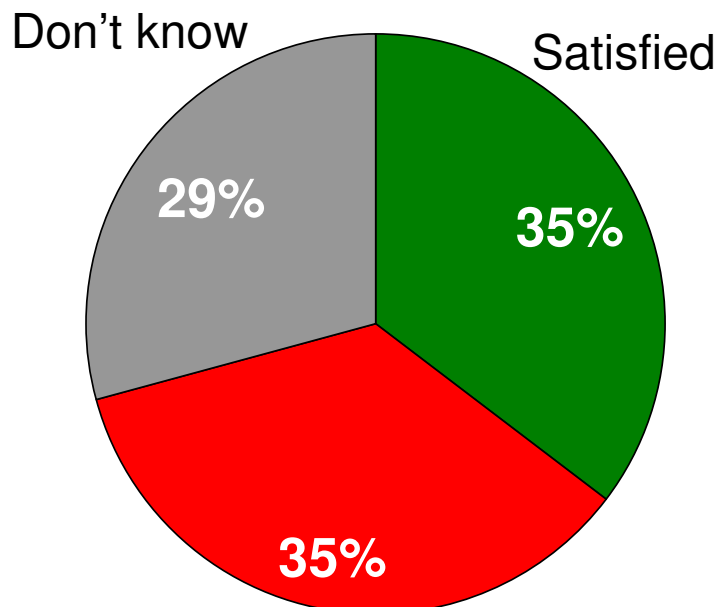
**Gordon Brown**



Dissatisfied

**Net = -24**

**David Cameron**

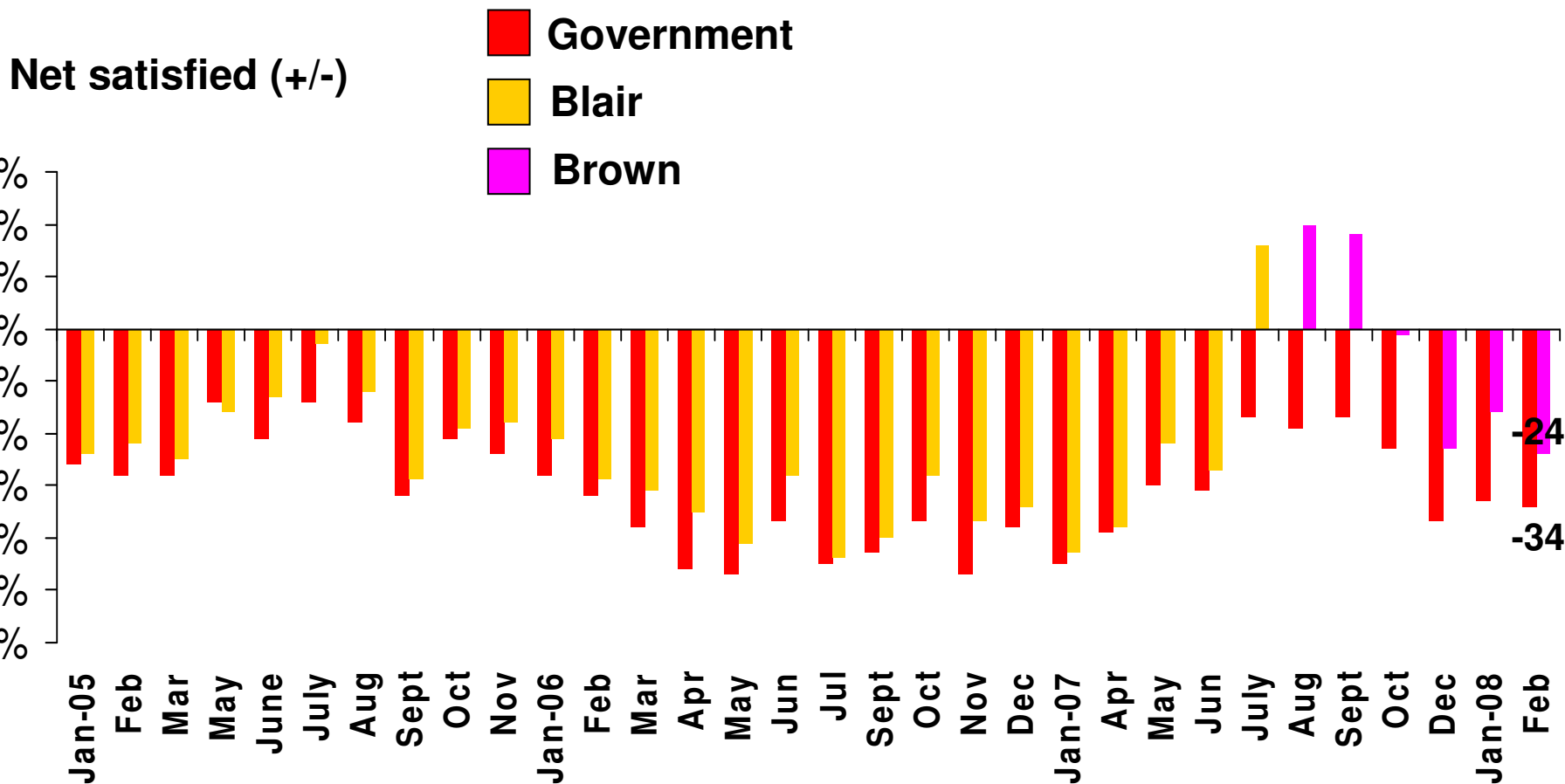


Dissatisfied

**Net = 0**



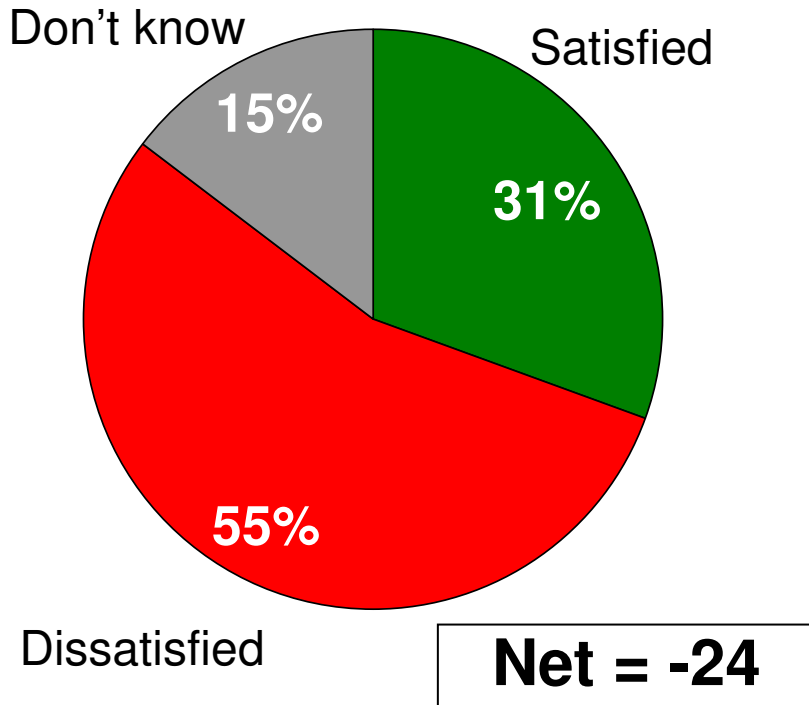
**Q** *How satisfied or dissatisfied are you with...*



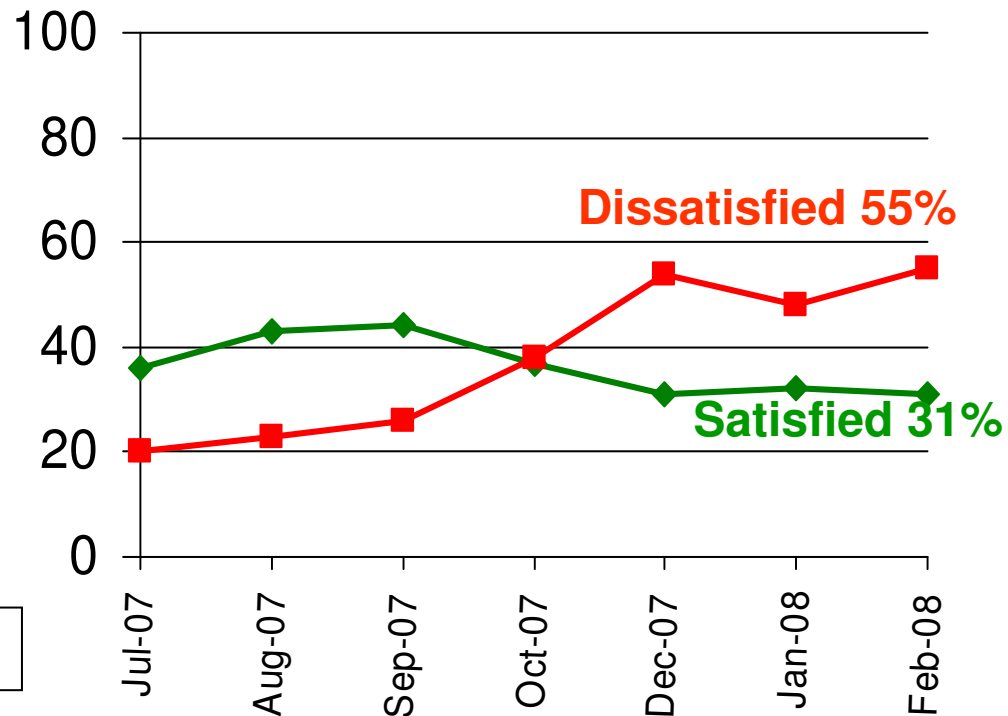
# Gordon Brown (satisfaction)

**Q** *Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?*

**February 2008**



**July 2007 – Feb 2008**

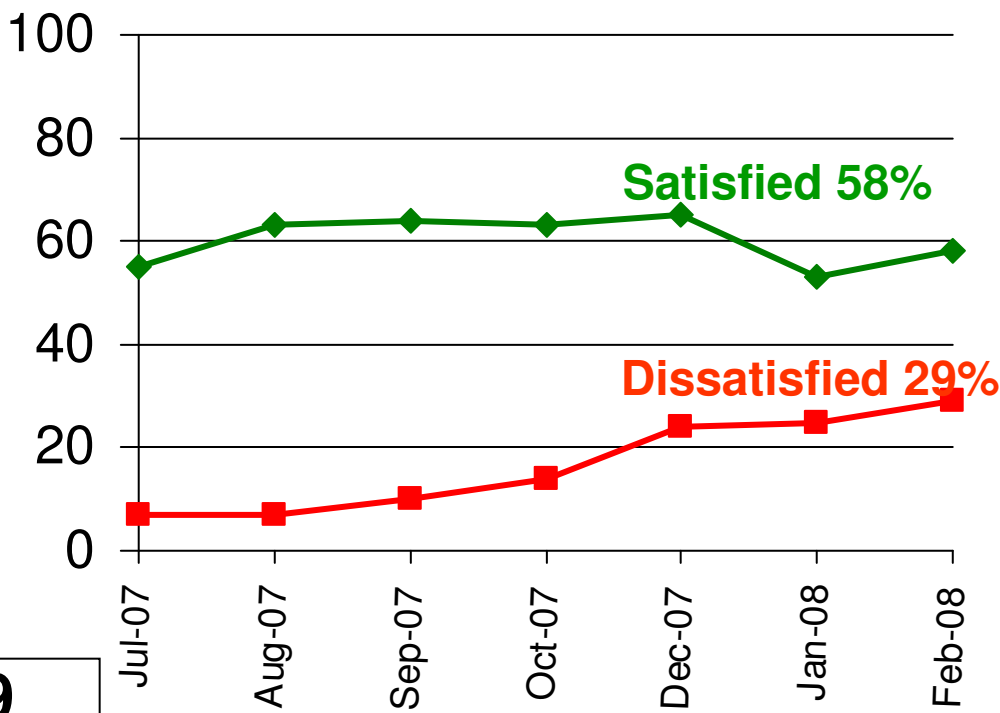
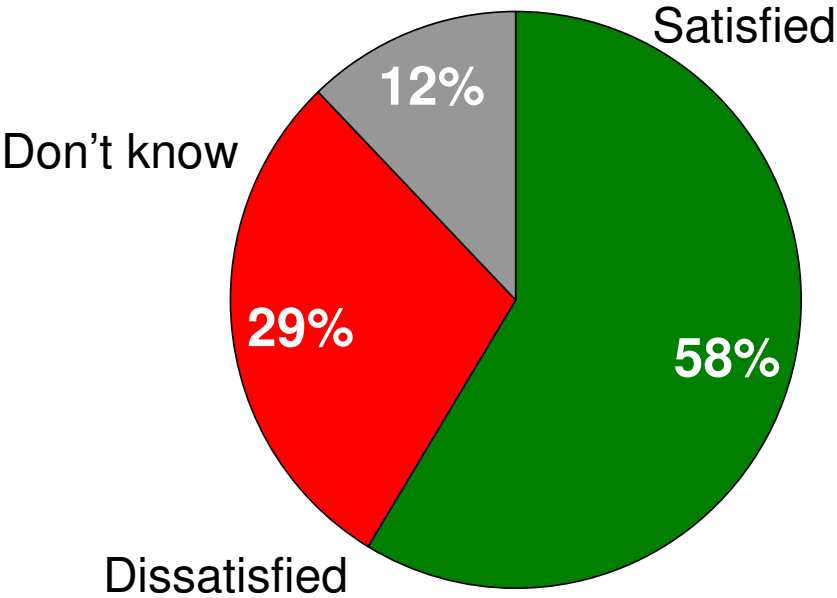


# Gordon Brown (satisfaction among Labour supporters)

**Q** *Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?*

**February 2008**

**July 2007 – Feb 2008**

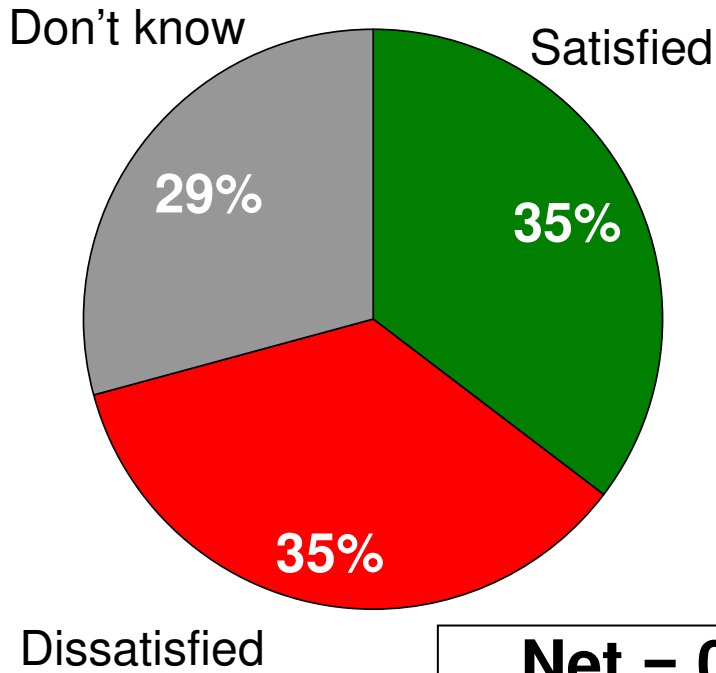


**Net = +29**

# David Cameron (satisfaction)

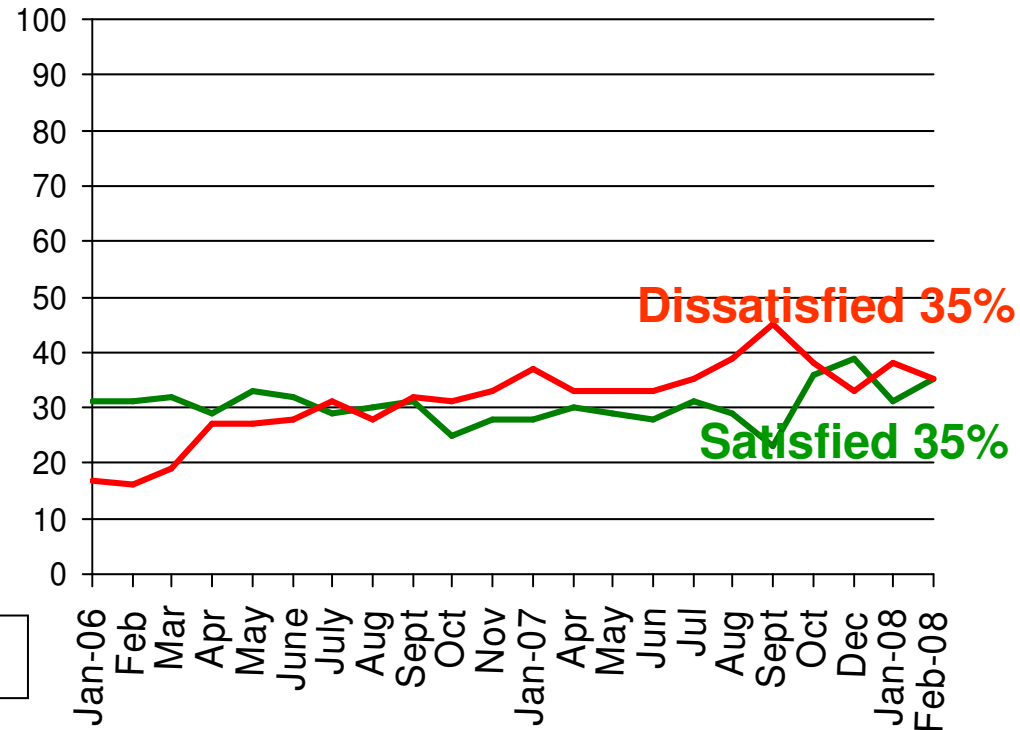
**Q Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?**

**February 2008**



**Net = 0**

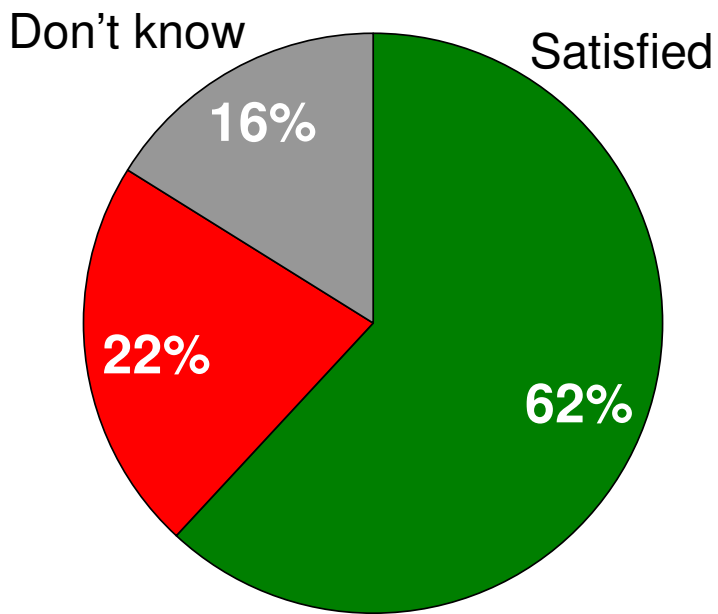
**July 2007 – Feb 2008**



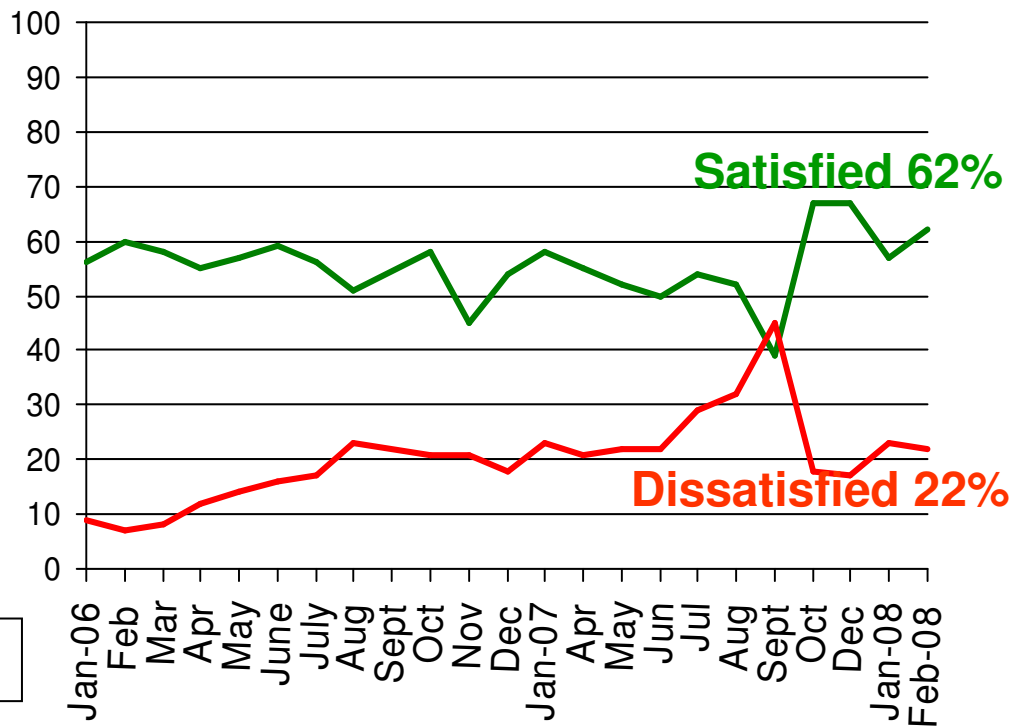
# David Cameron (satisfaction among party supporters)

**Q** *Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?*

**February 2008**



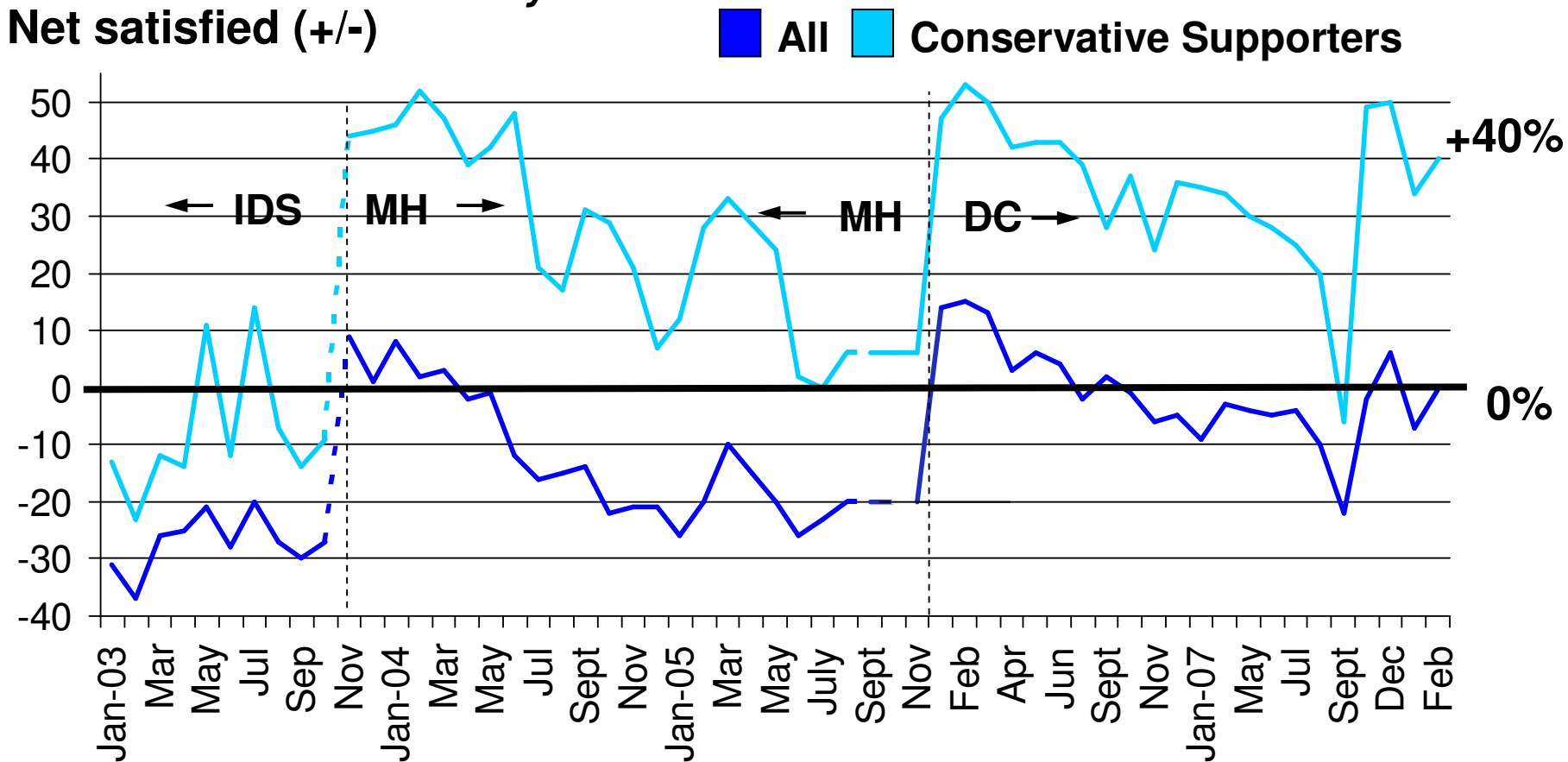
**July 2007 – Feb 2008**



**Net = +40**

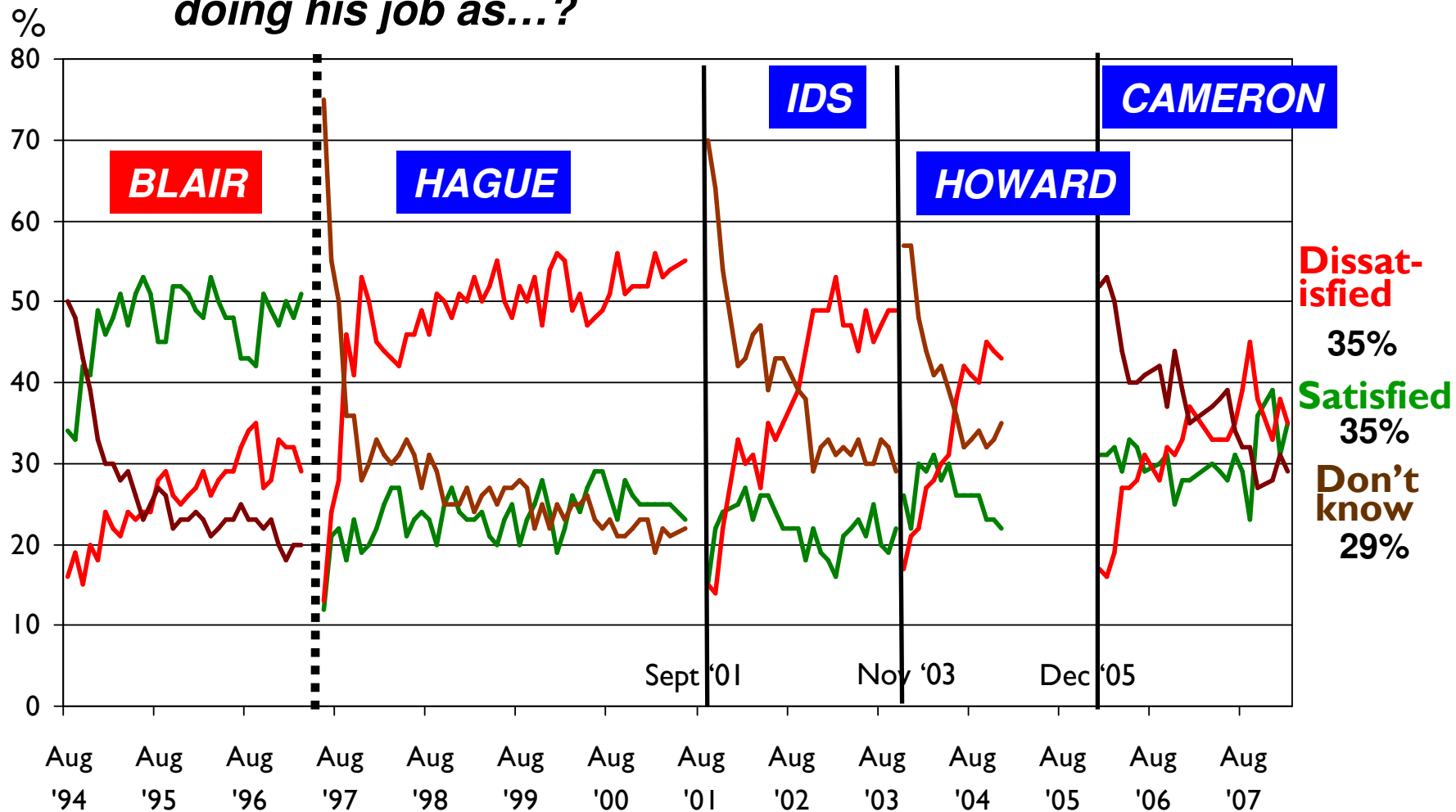
# Satisfaction with Duncan Smith / Howard / Cameron

**Q** Are you satisfied or dissatisfied with the way *Iain Duncan Smith / Michael Howard / David Cameron* is doing his job as Leader of the Conservative Party?



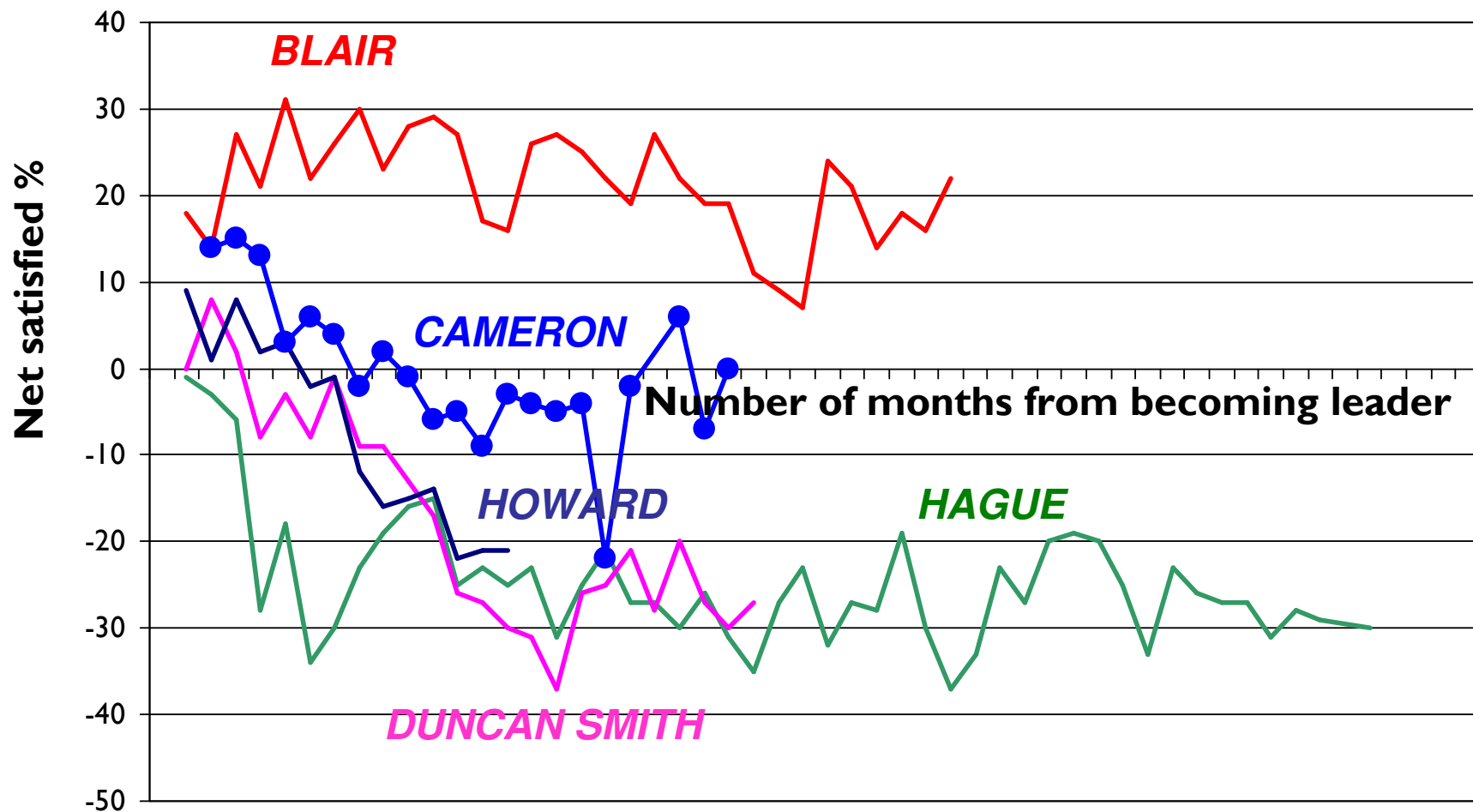
# Opposition Leaders (1994 – 2008)

**Q** *How satisfied or dissatisfied are you with the way...is doing his job as...?*



# Net satisfaction with opposition leaders (1994 – 2008)

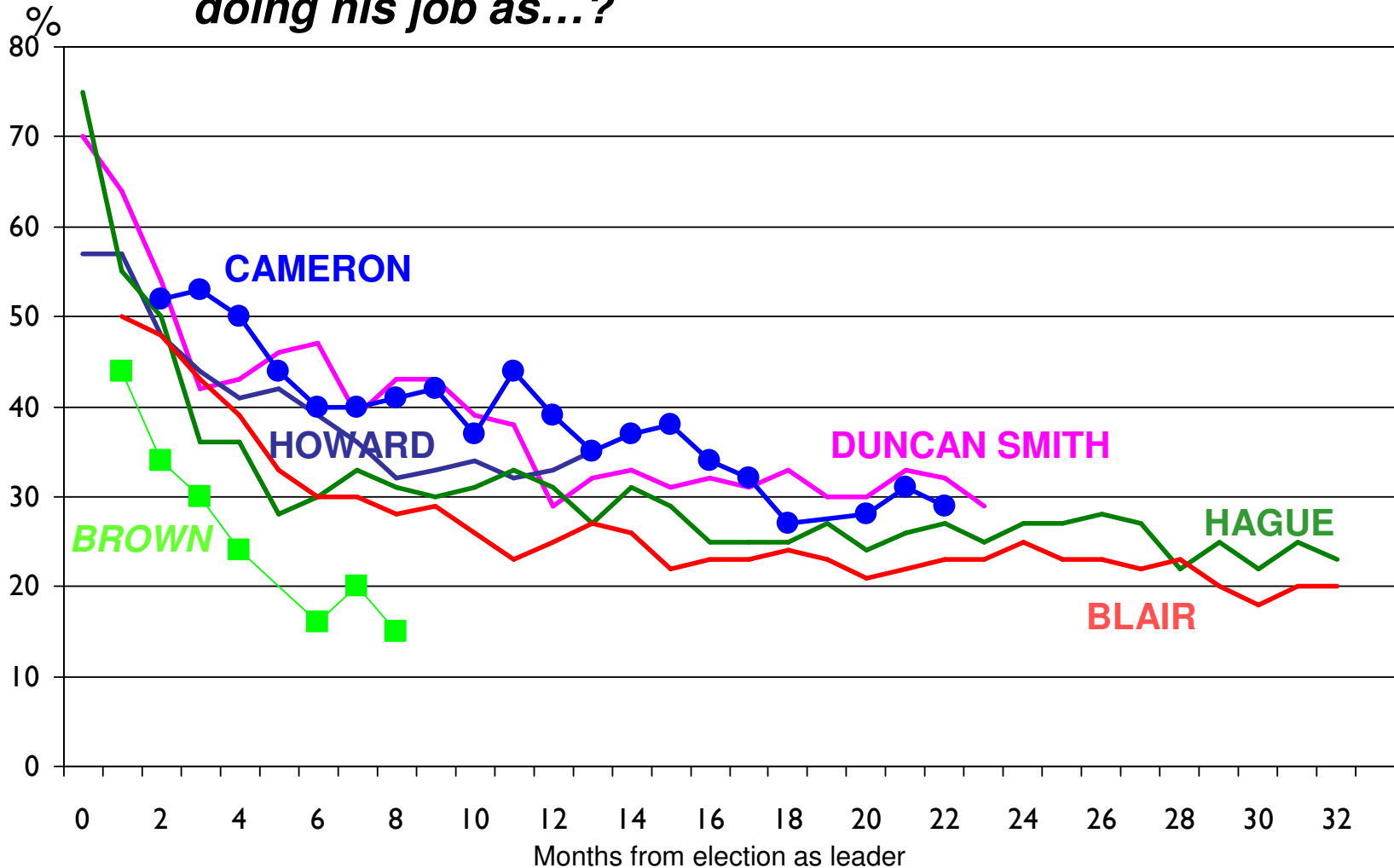
**Q How satisfied or dissatisfied are you with the way ... is doing his job as...?**





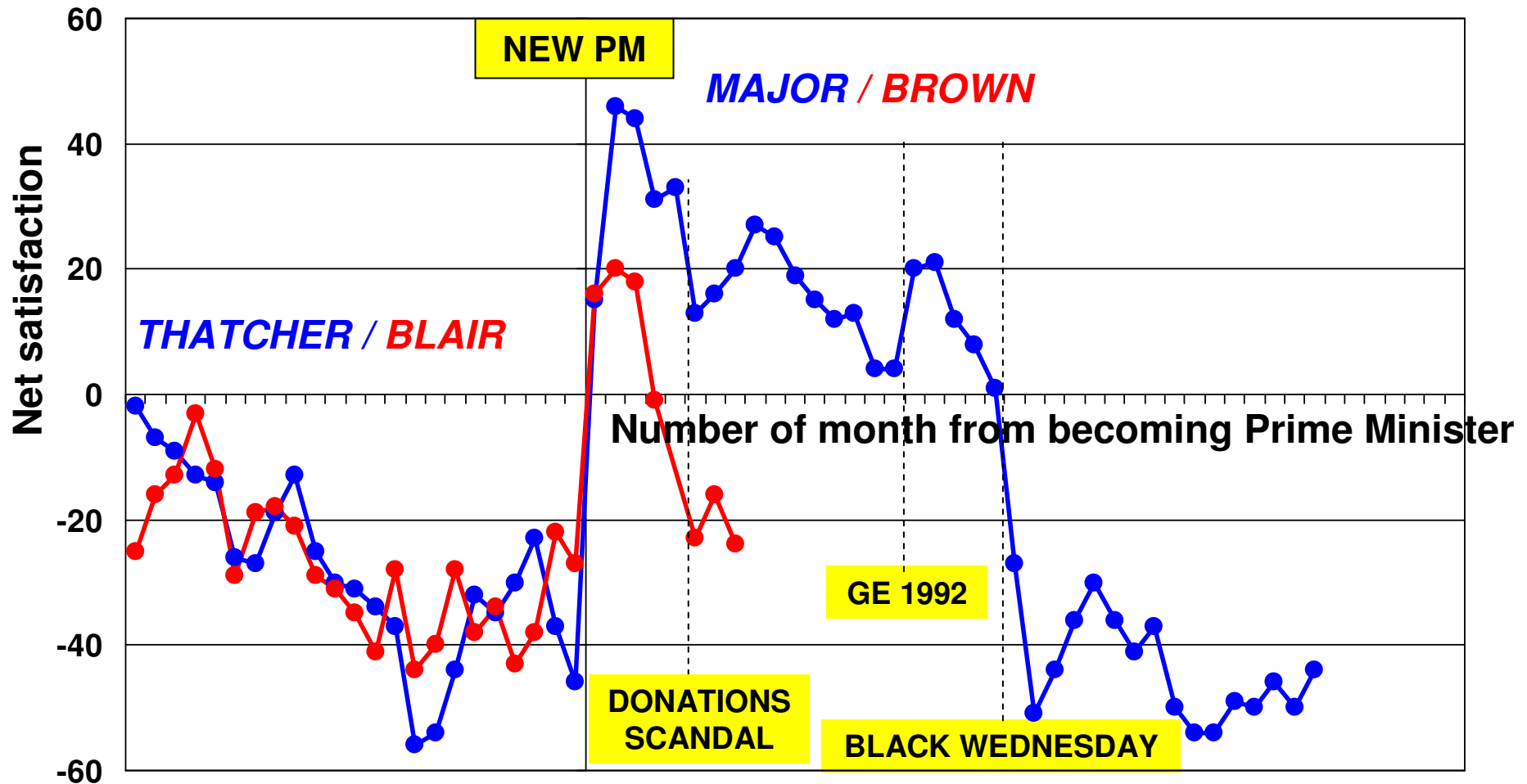
# Leaders (1994 – 2008) – don't knows

**Q** *How satisfied or dissatisfied are you with the way...is doing his job as...?*



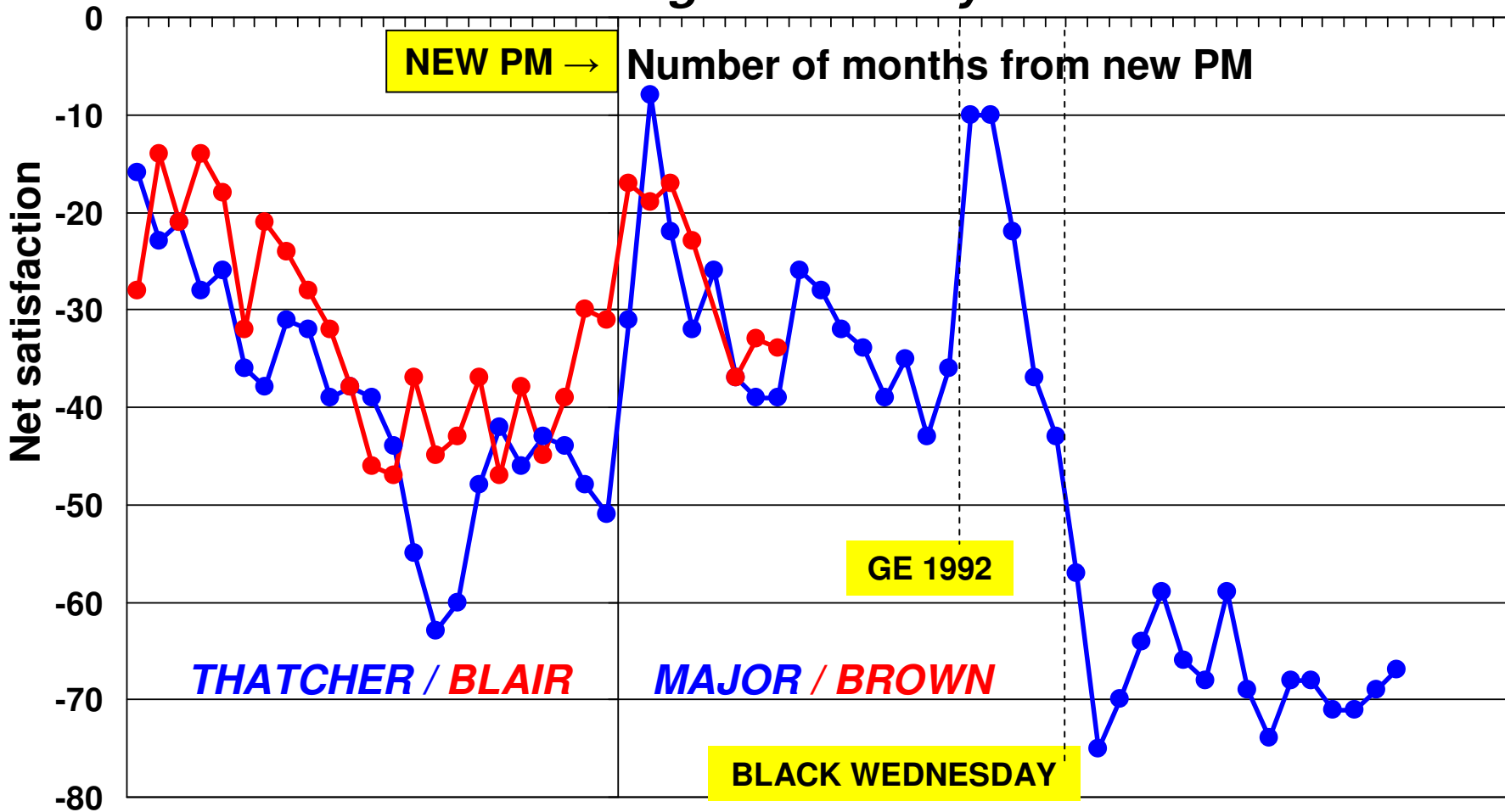
# Net satisfaction with new PMs

**Q How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?**



# Net satisfaction with new Governments

**Q How satisfied or dissatisfied are you with the way the Government is running the country?**

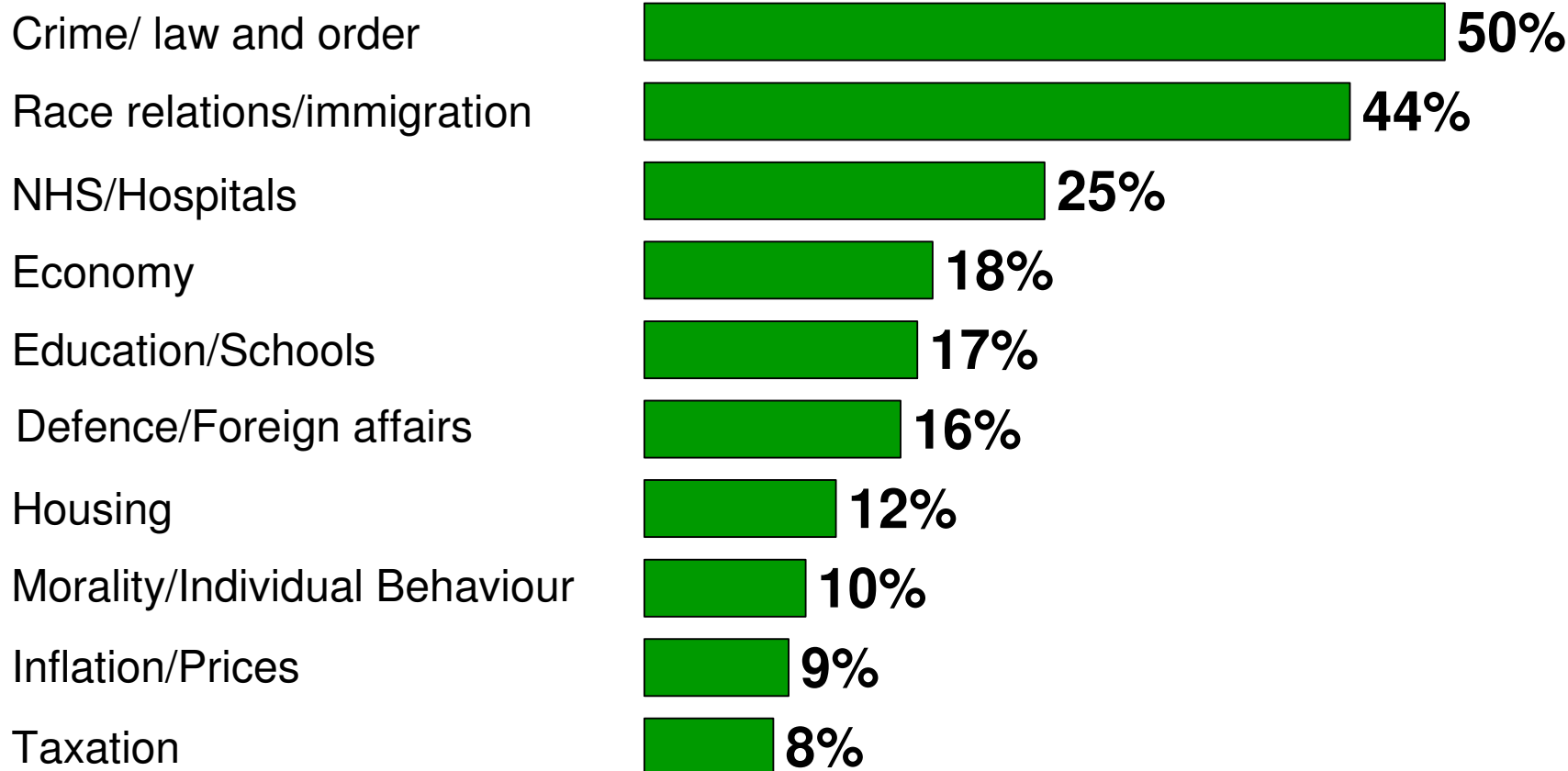


# Issues Facing Britain

# Issues facing Britain: February 08

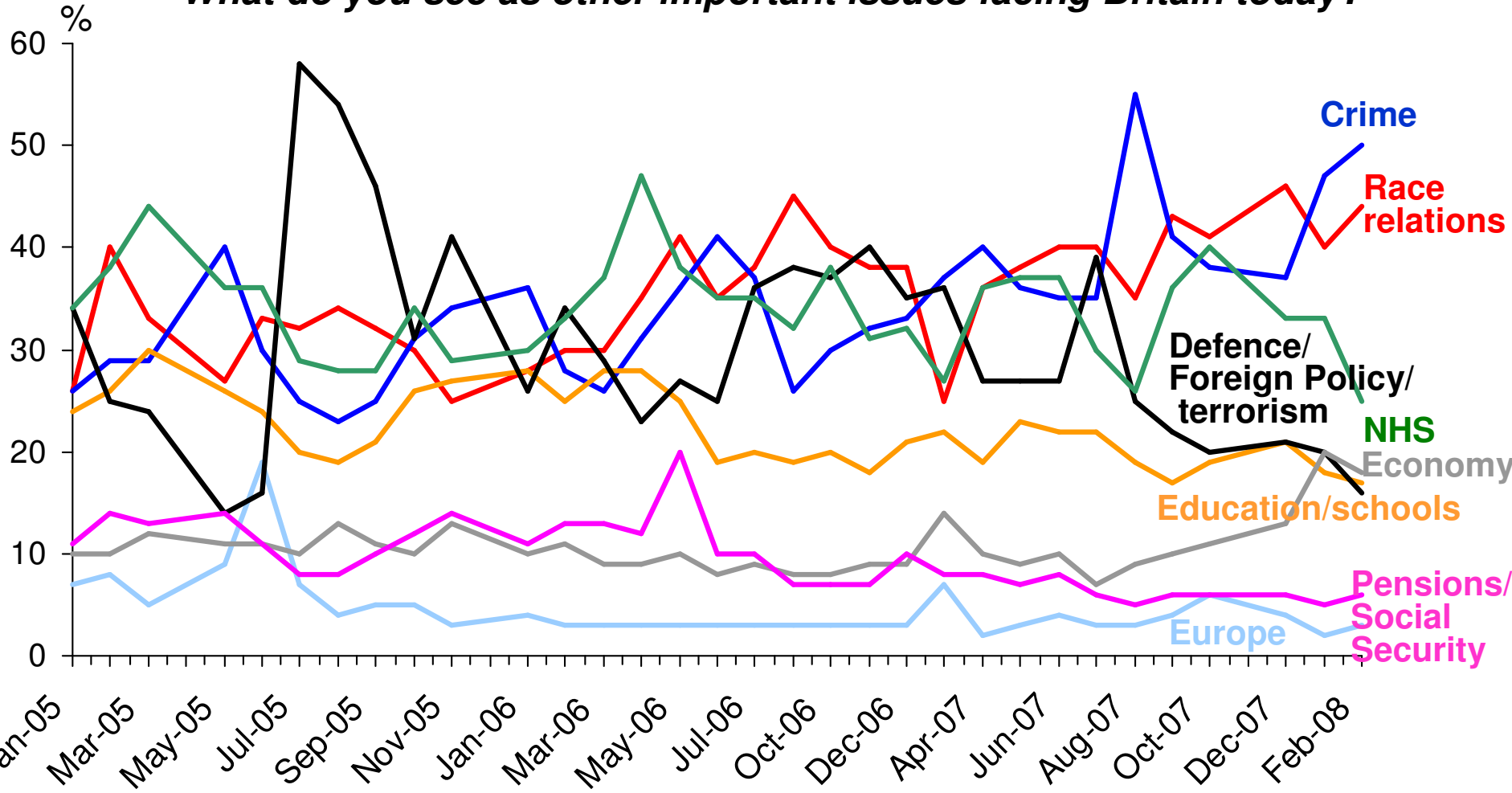
**Q** *What would you say is the most important issue facing Britain today? What do you see as other important issues facing Britain today?*

## Top spontaneous mentions



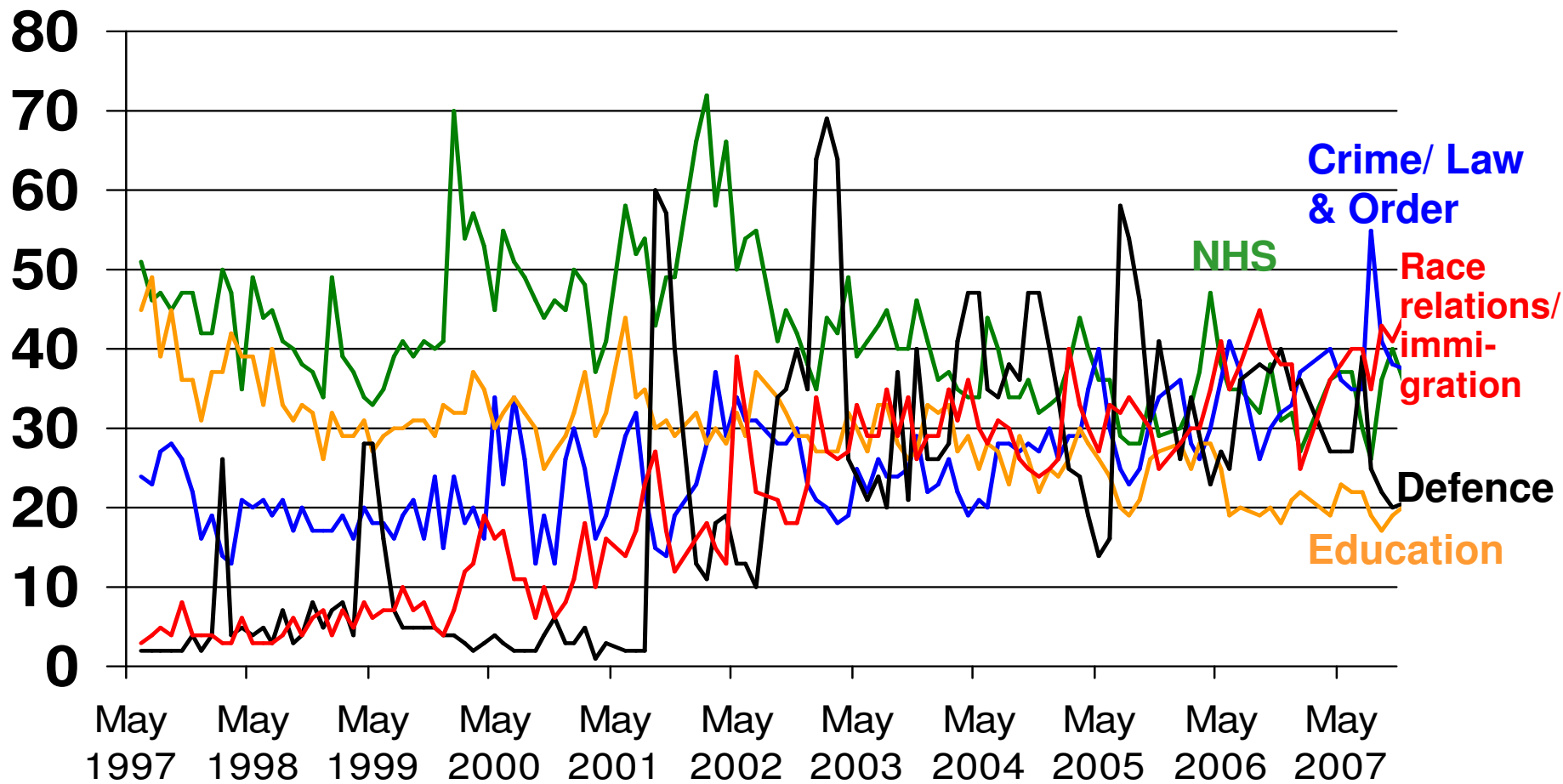
# Issues facing Britain (last 2 years)

**Q** *What would you say is the most important issue facing Britain today?  
What do you see as other important issues facing Britain today?*



# Issues Facing Britain: Long Term Trends

**Q** *What do you see as the main/other important issues facing Britain today?*



# Economic Optimism

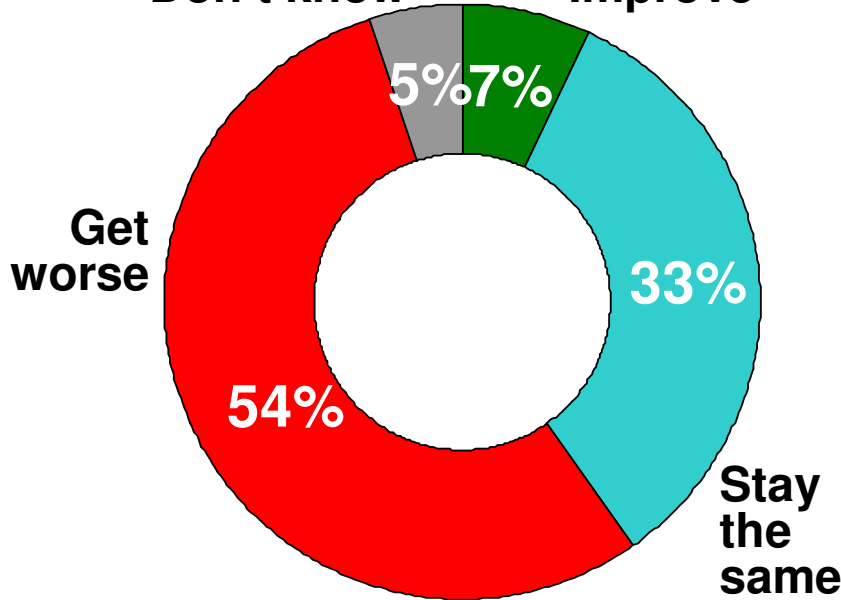


# Economic Optimism Index

**Q** *Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

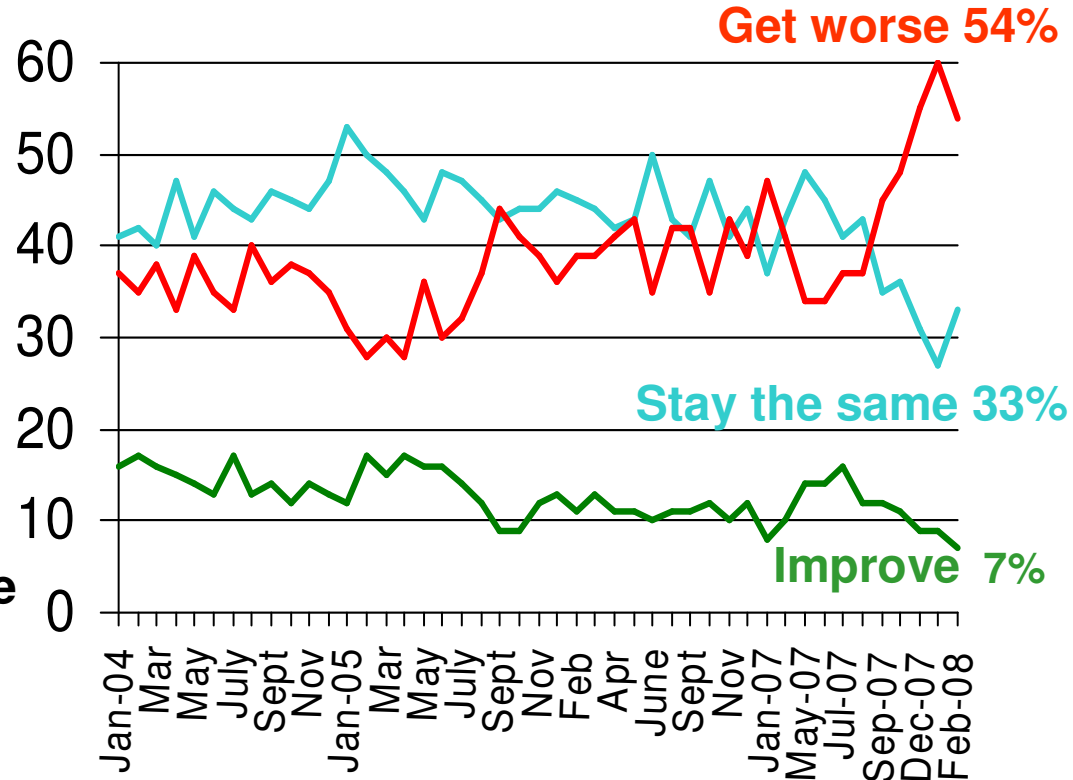
February 2008

Don't know Improve



**EOI = -47%**

January 2004 – February 2008



# The Ipsos MORI Economic Optimism Index

**Q Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?**

