

Political Monitor Trends

March 2008

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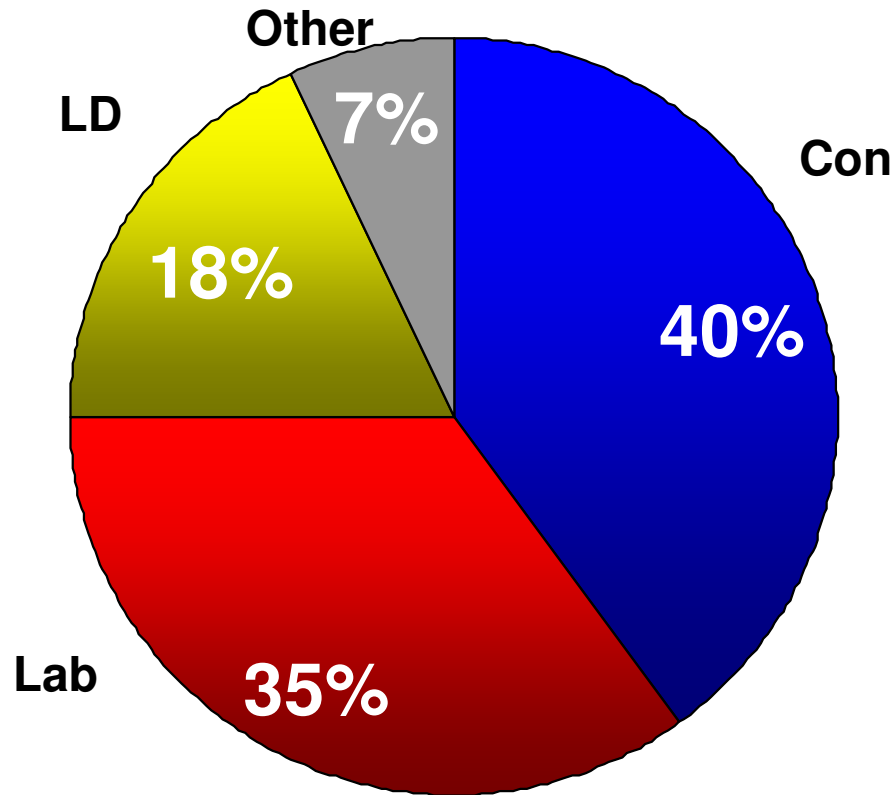
Voting Intentions

Voting Intentions (13-18 March 2008)

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

“Absolutely certain to vote”

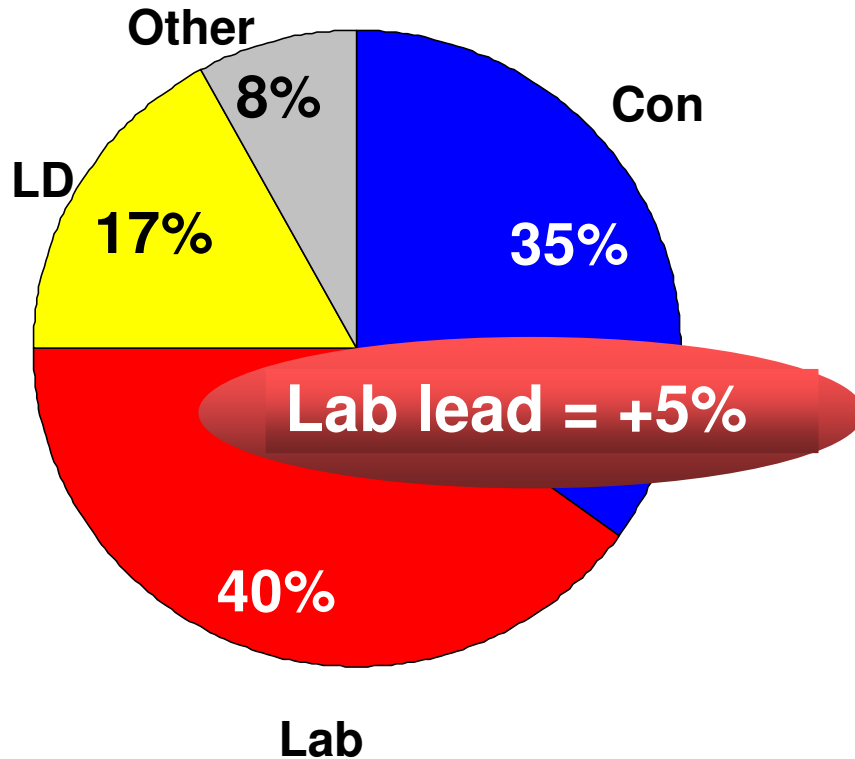
55% (1,084) of the electorate



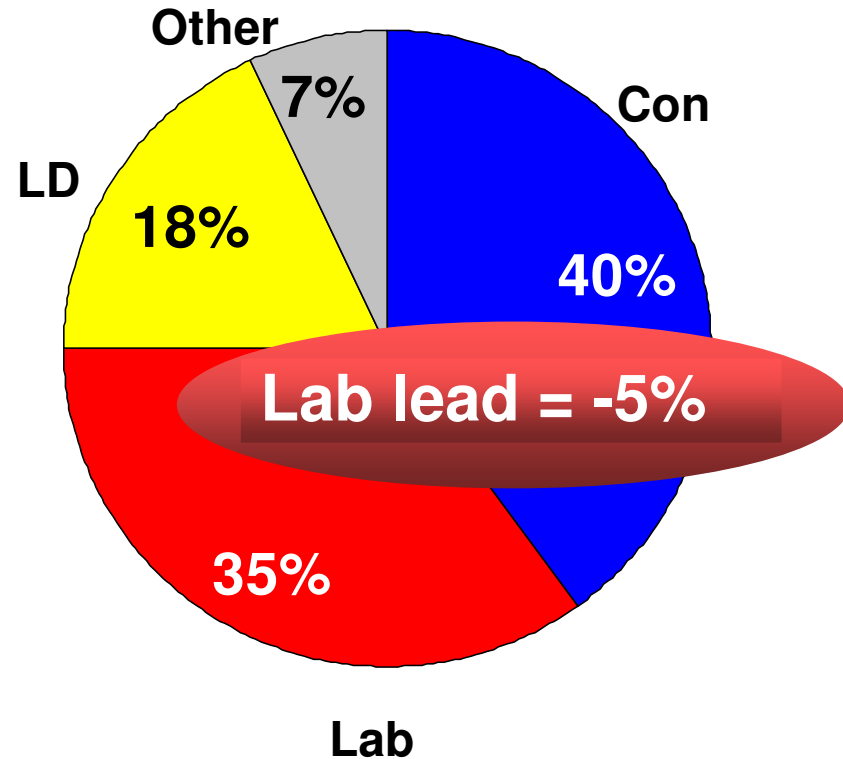
Voting Intentions and Likelihood to Vote

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

All giving a voting intention (74%)



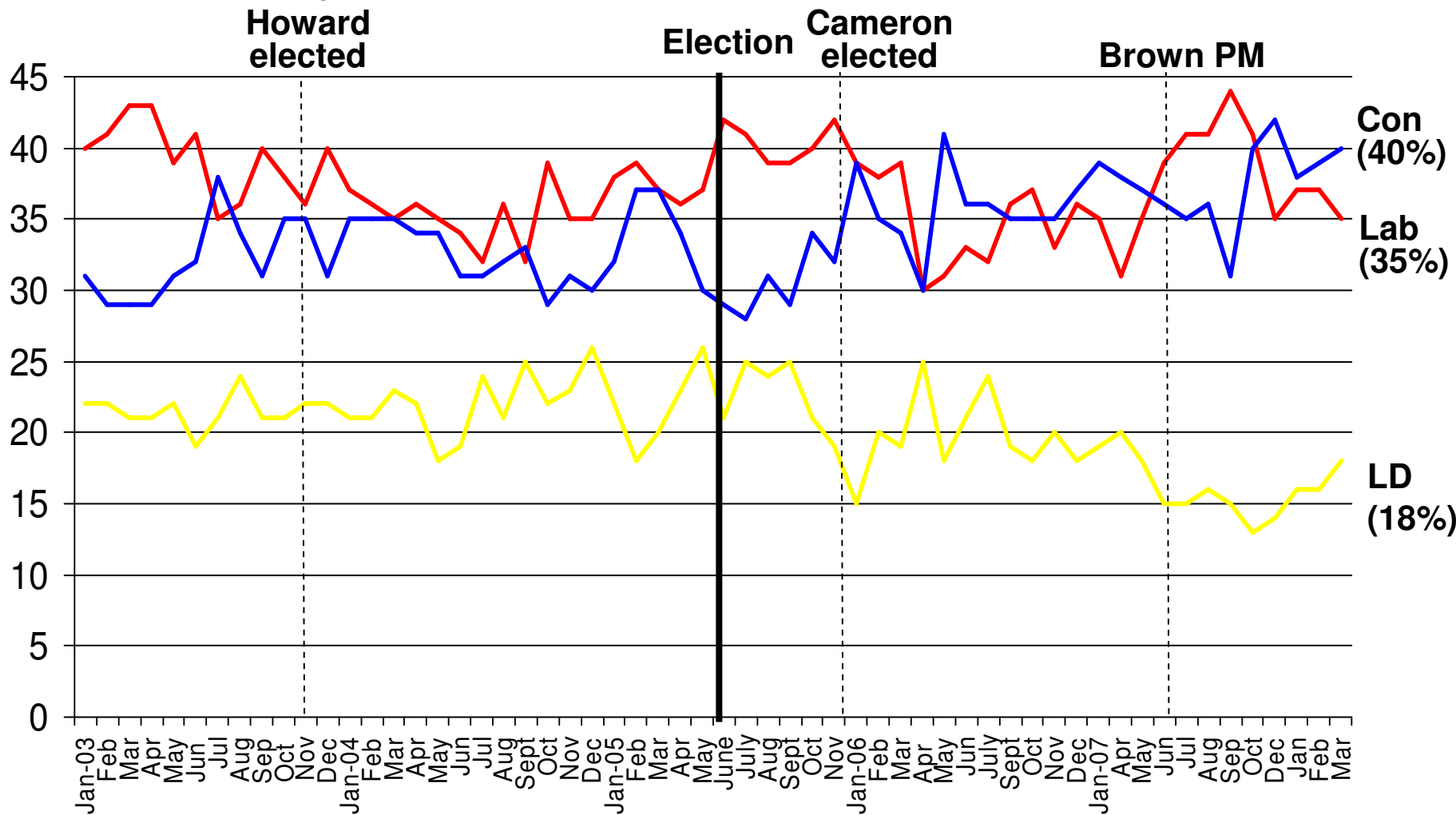
All certain to vote (55%)



Voting Intentions Jan 03 – Mar 08

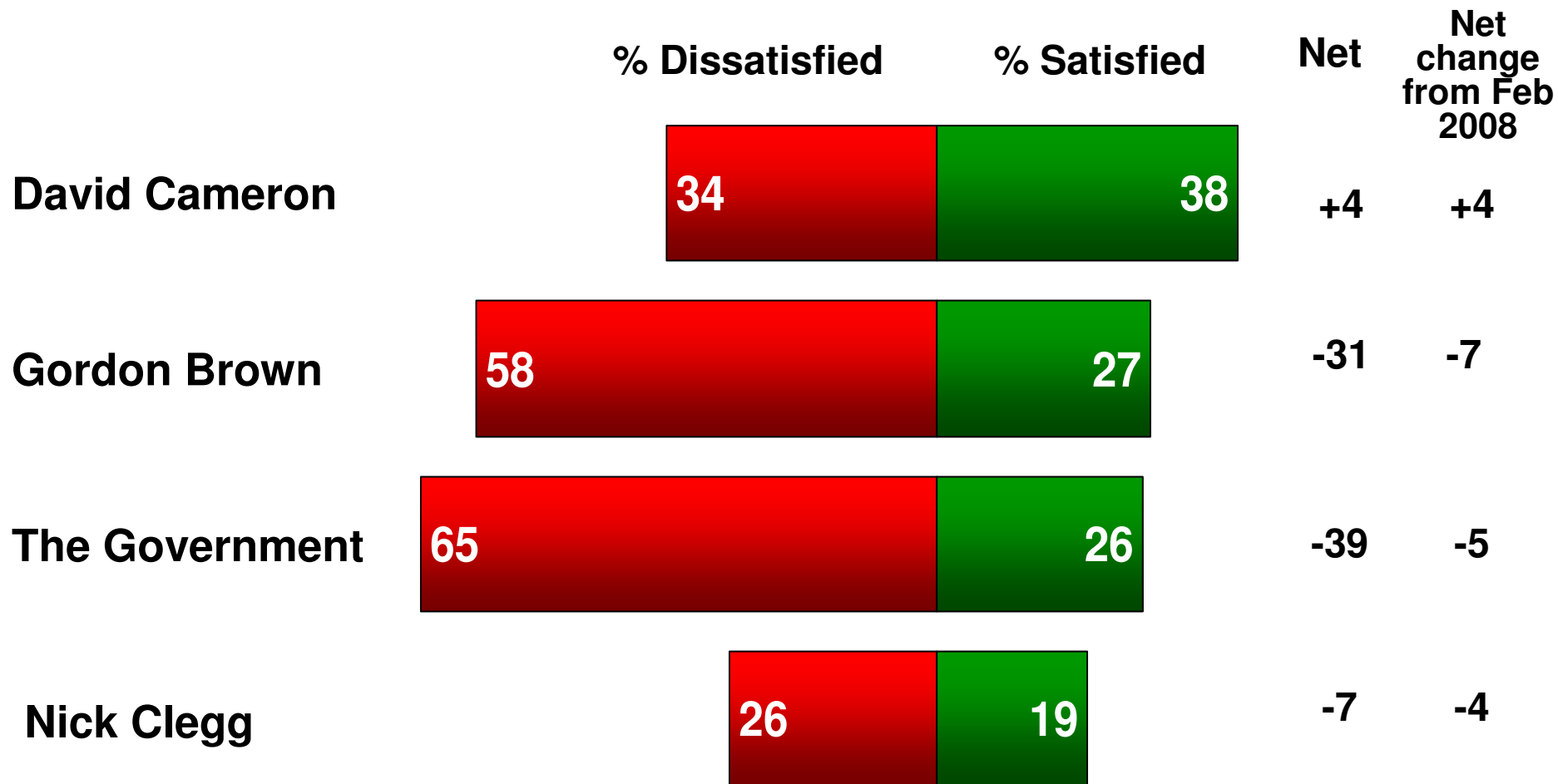
(all certain to vote = 55% of electorate)

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



Satisfaction

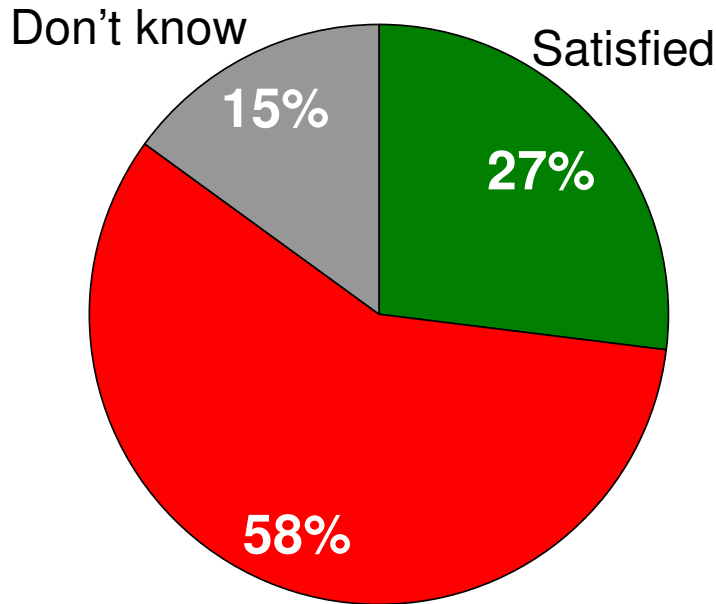
Satisfaction with leaders and the Government



Cameron vs. Brown (March 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?*

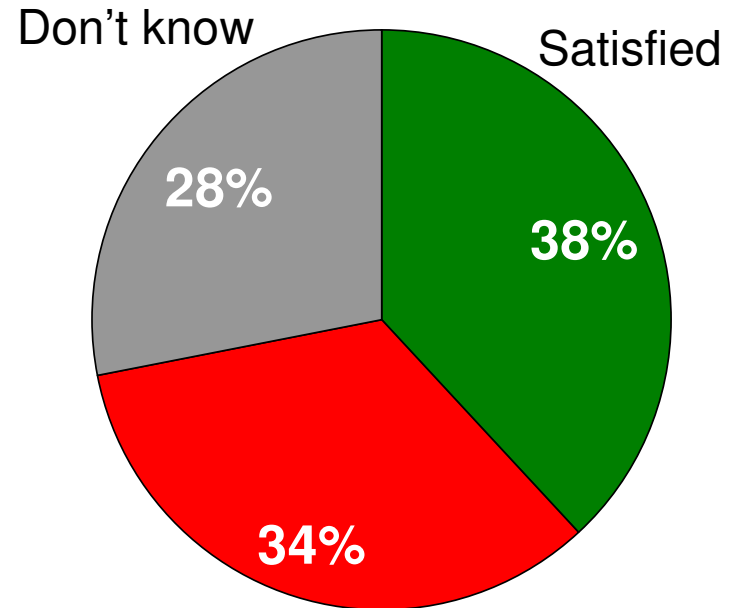
Gordon Brown



Dissatisfied

Net = -31

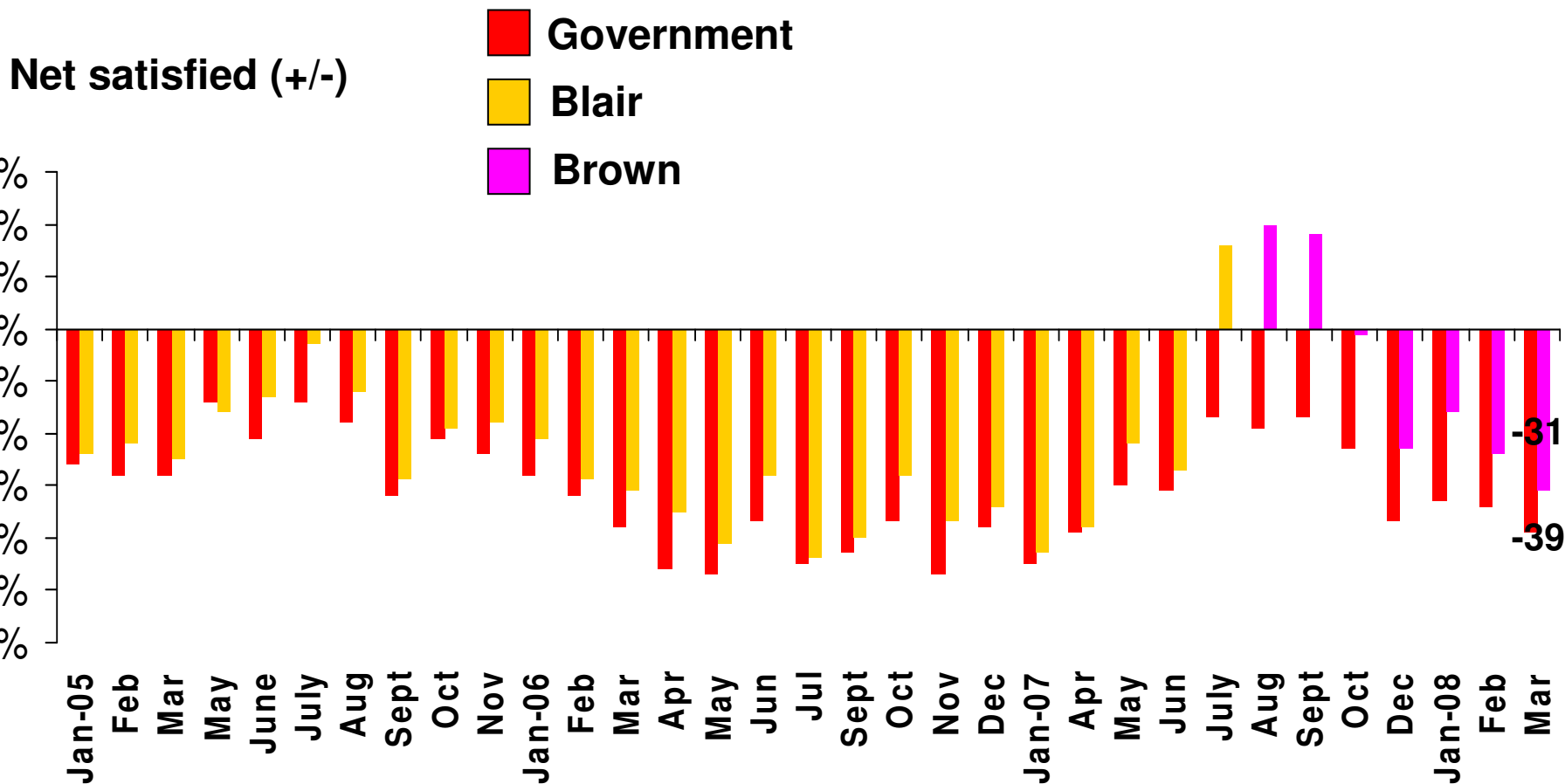
David Cameron



Dissatisfied

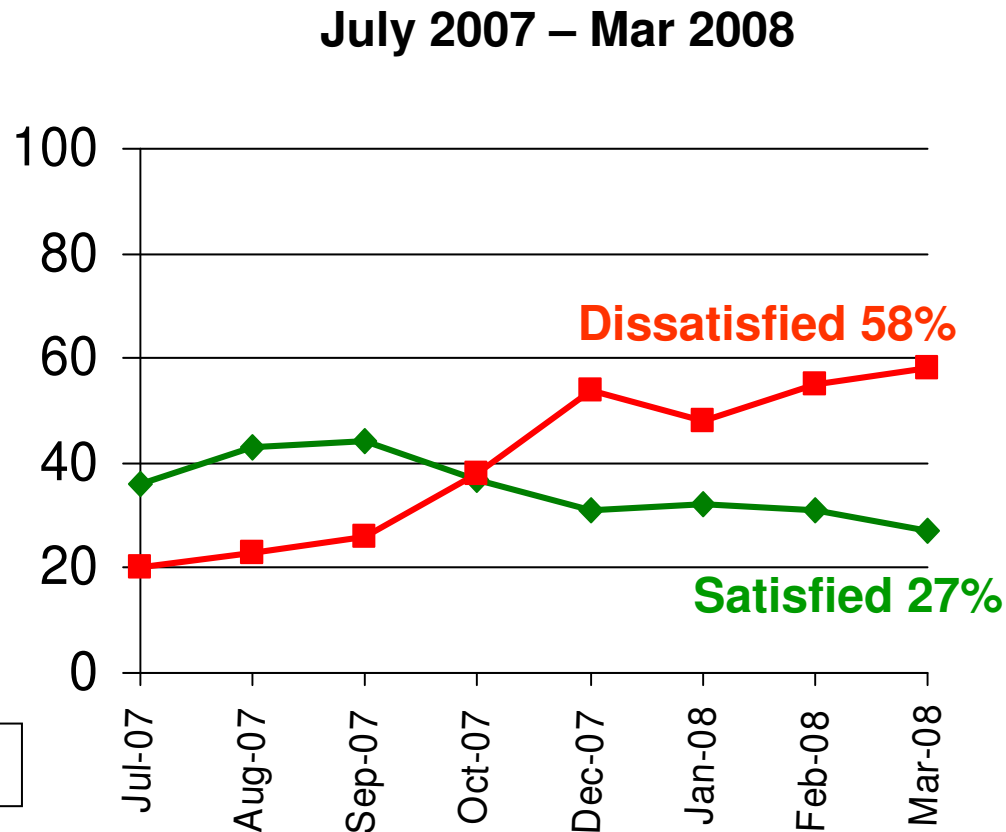
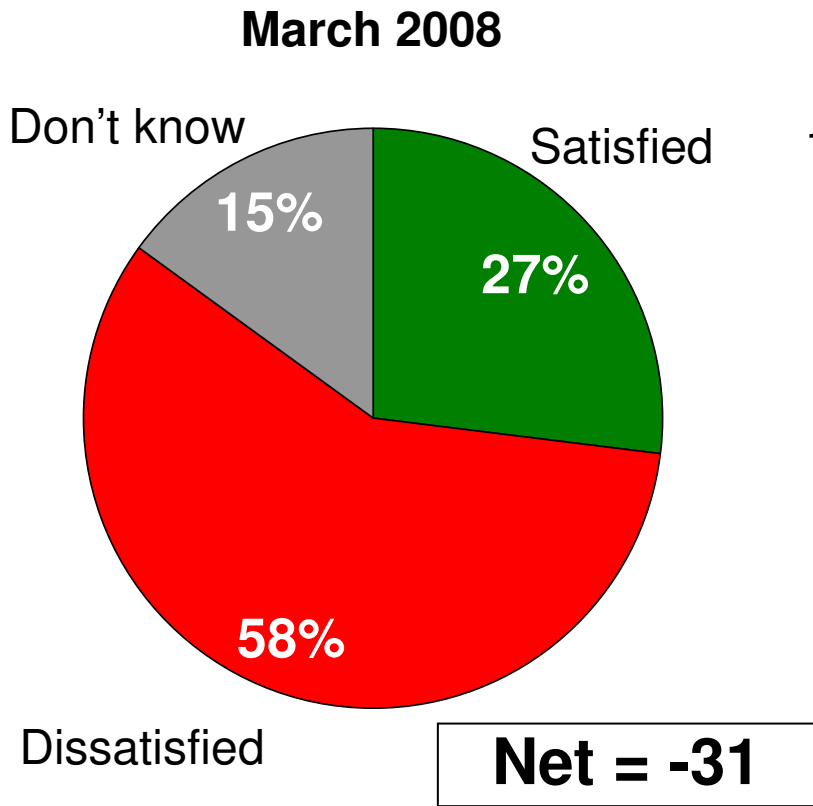
Net = +4

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



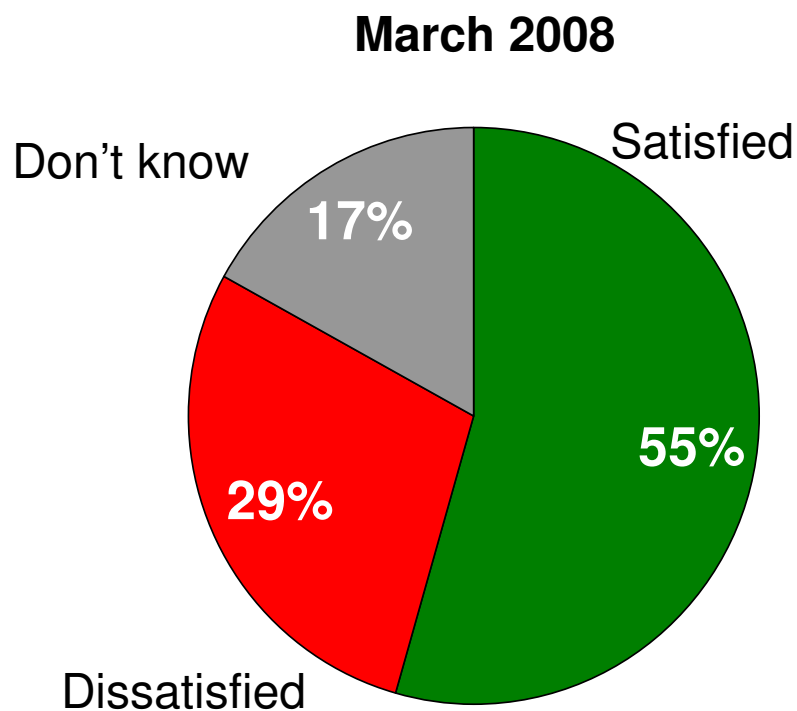
Gordon Brown (satisfaction)

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



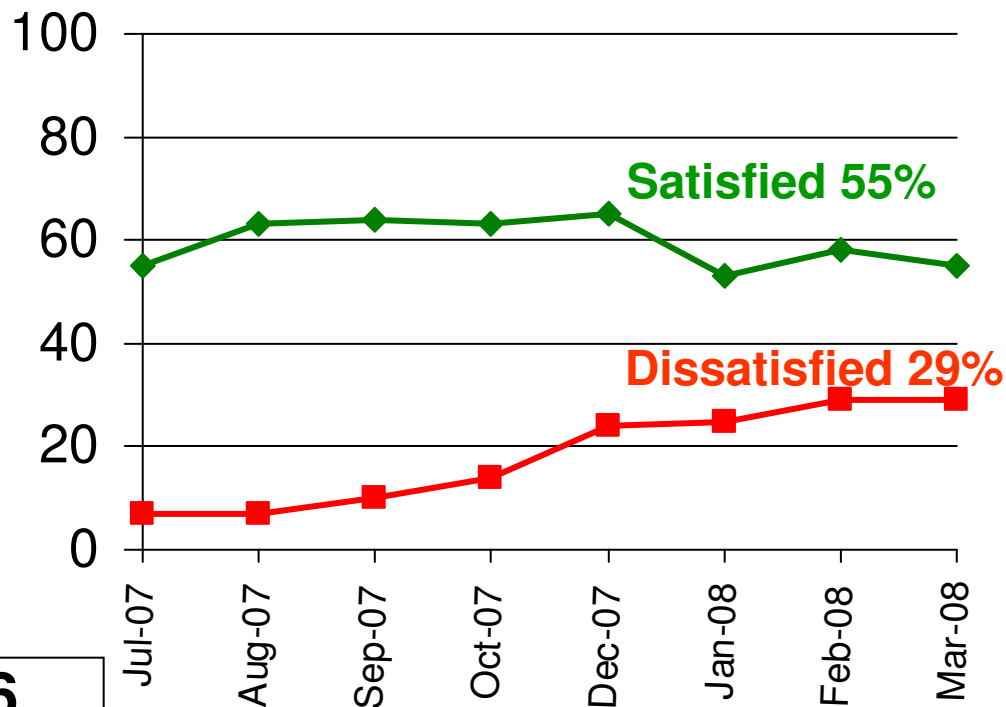
Gordon Brown (satisfaction among Labour supporters)

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



Net = +26

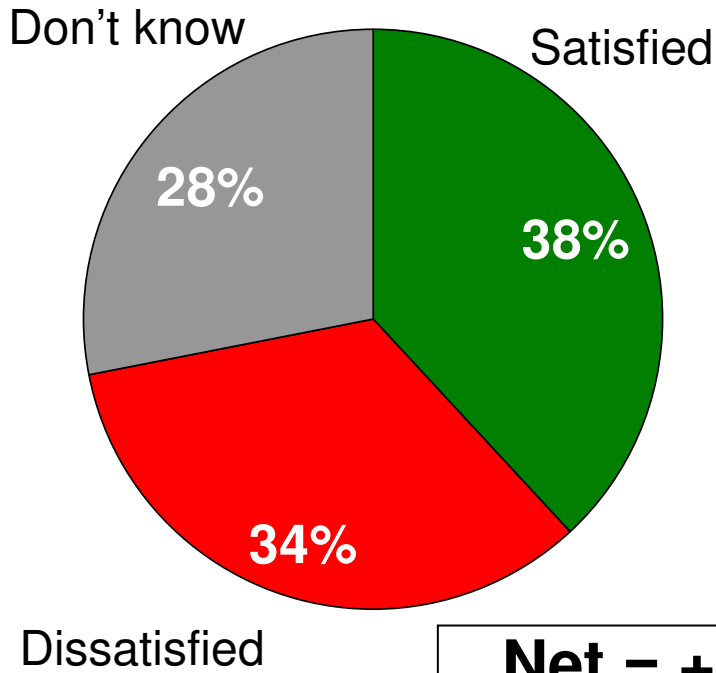
July 2007 – Mar 2008



David Cameron (satisfaction)

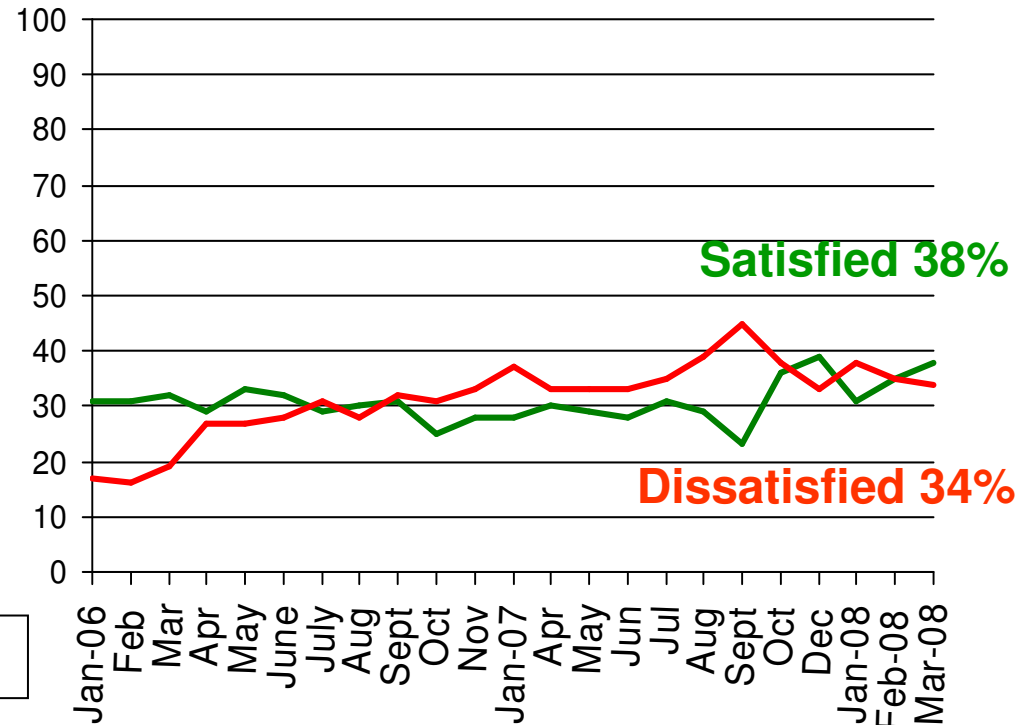
Q *Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?*

March 2008



Net = +4

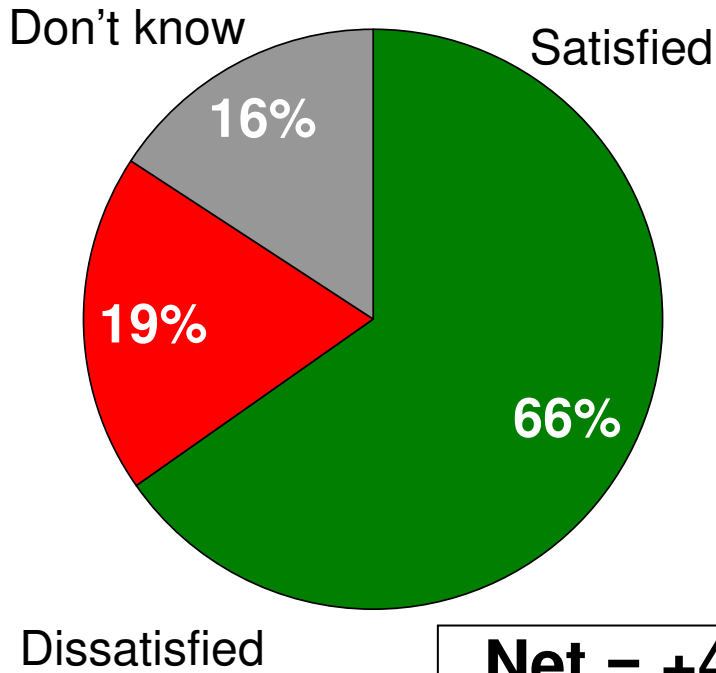
July 2007 – Mar 2008



David Cameron (satisfaction among party supporters)

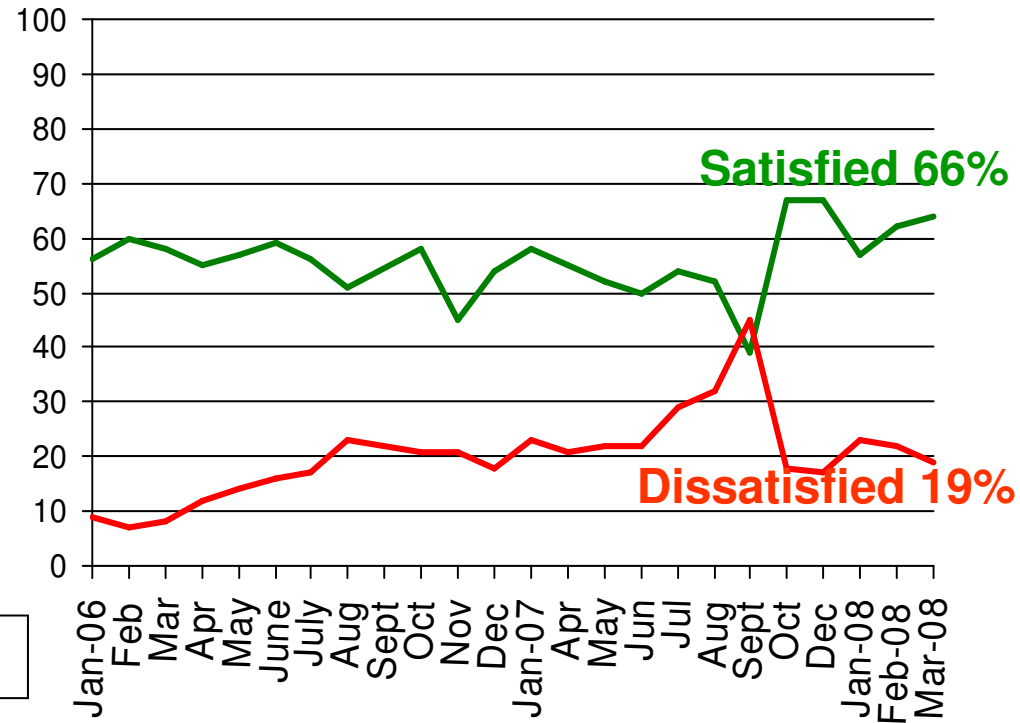
Q *Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?*

March 2008



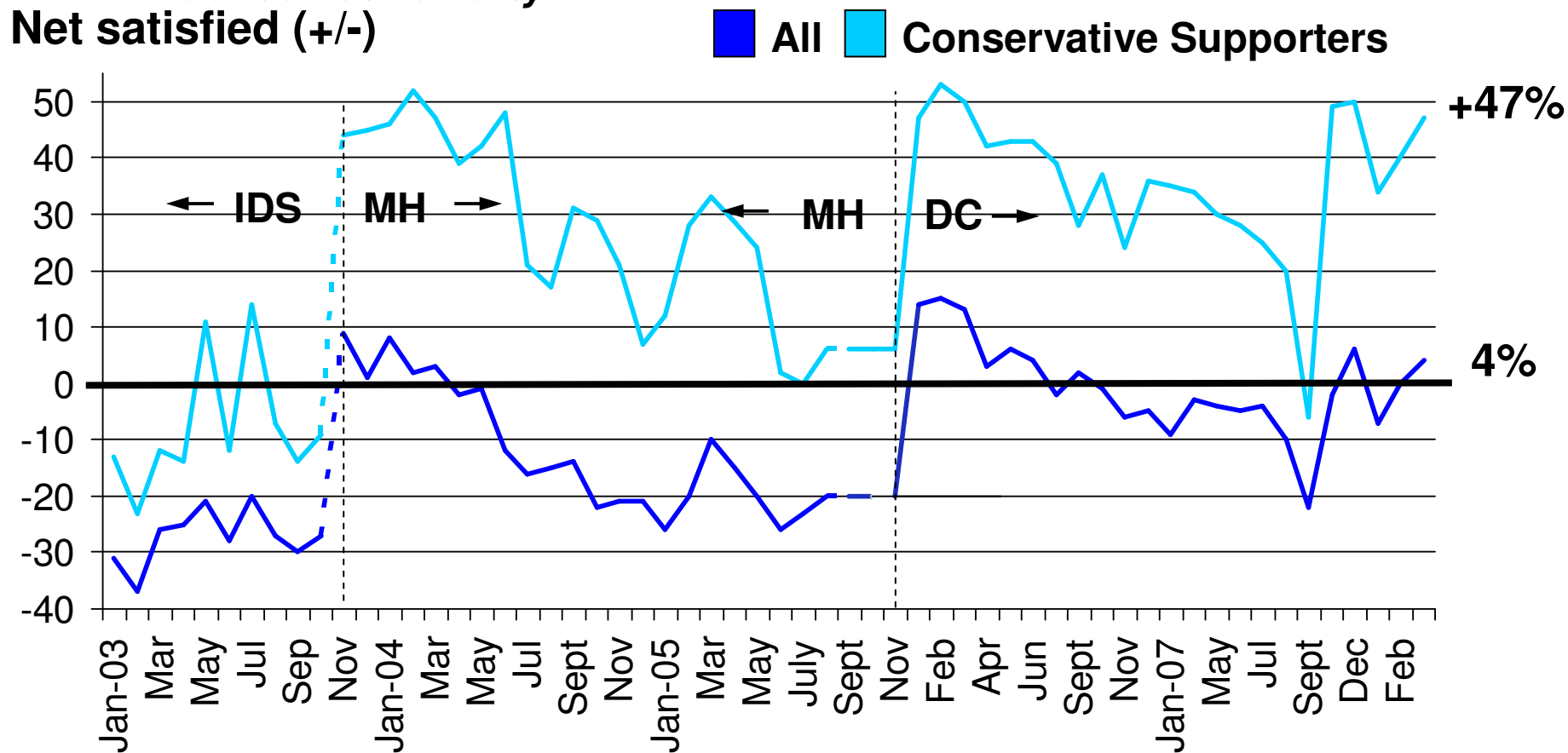
Net = +47

July 2007 – March 2008



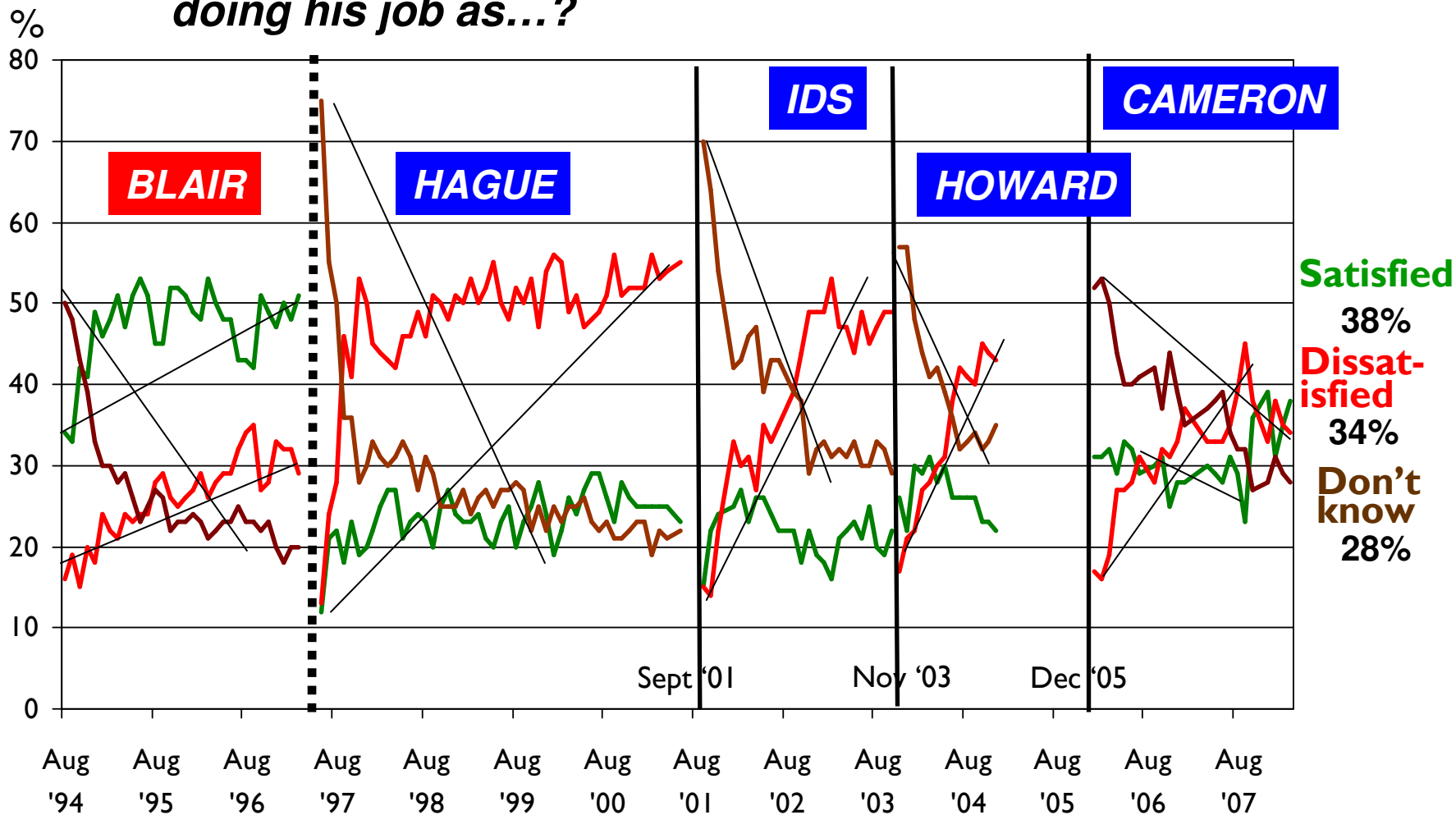
Satisfaction with Duncan Smith/ Howard / Cameron

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?*



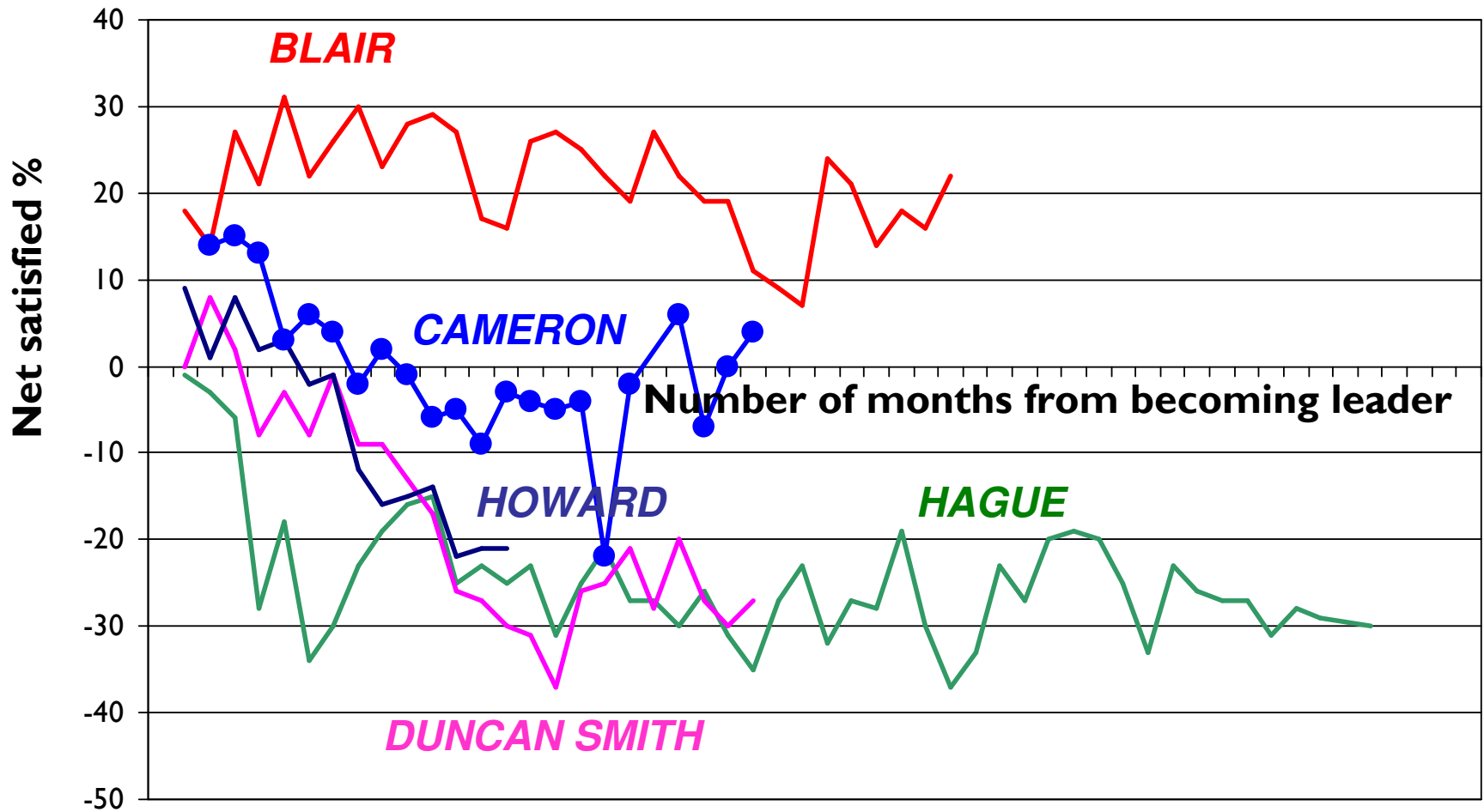
Opposition Leaders (1994 – 2008)

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



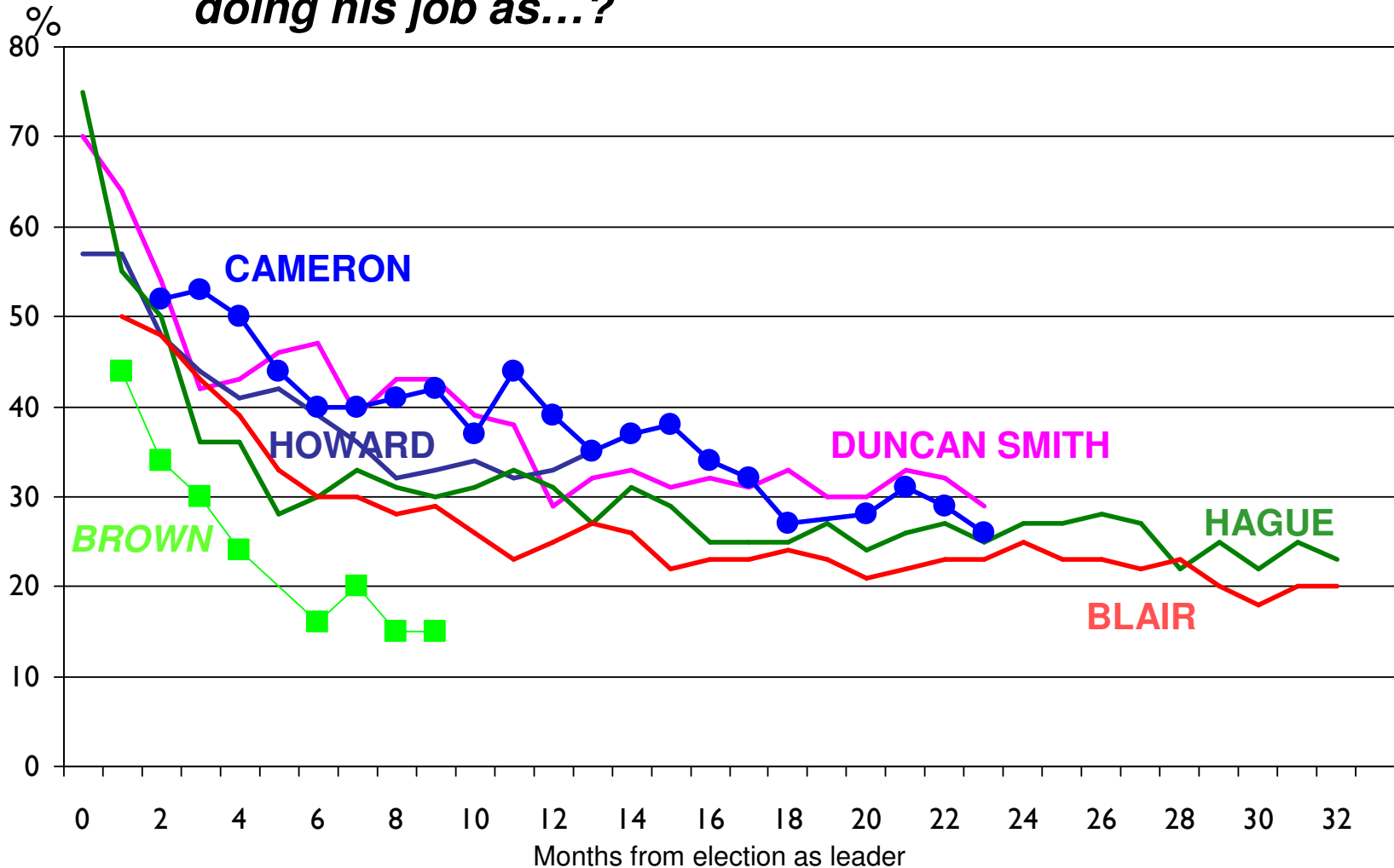
Net satisfaction with opposition leaders (1994 – 2008)

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



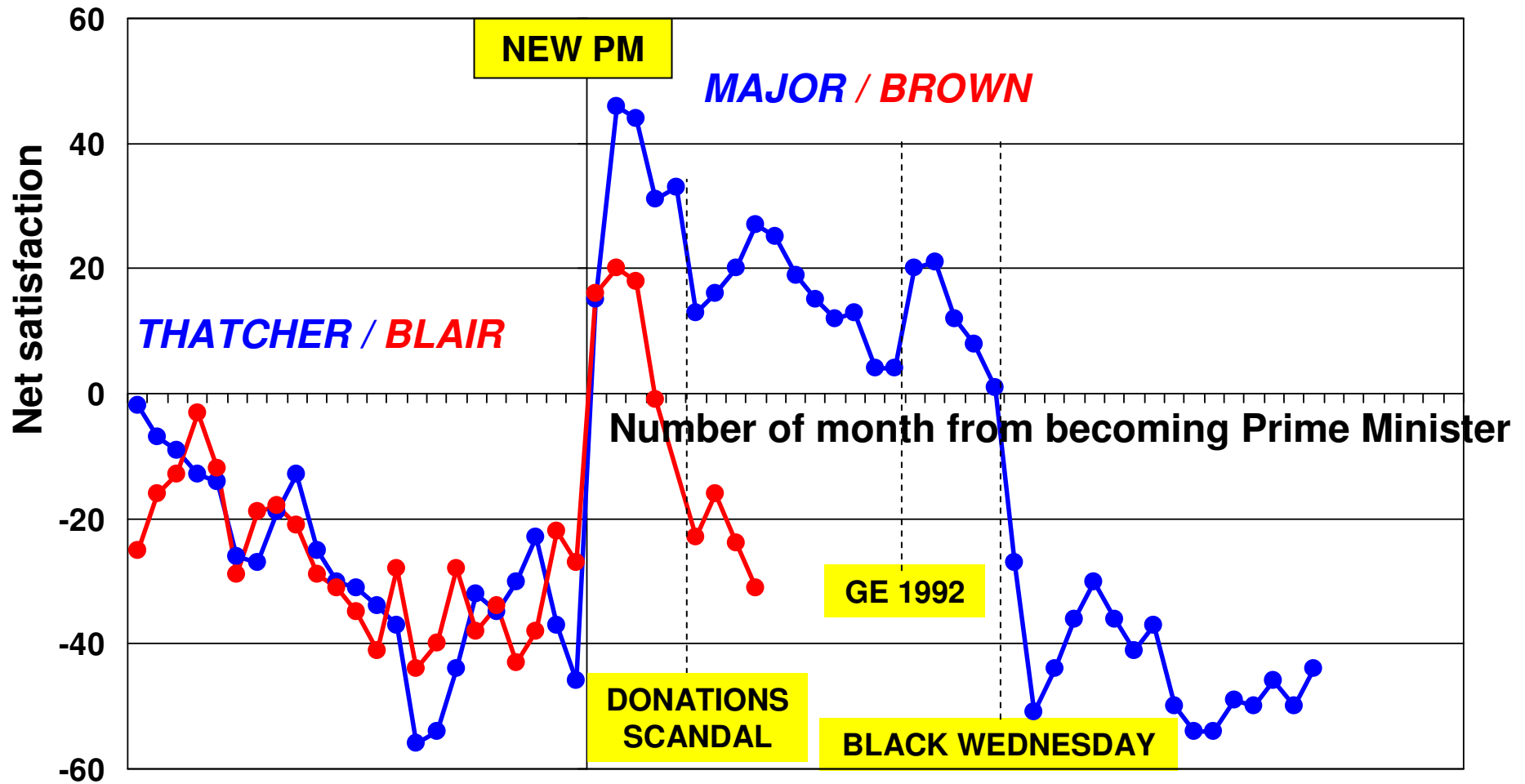
Leaders (1994 – 2008) – don't knows

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



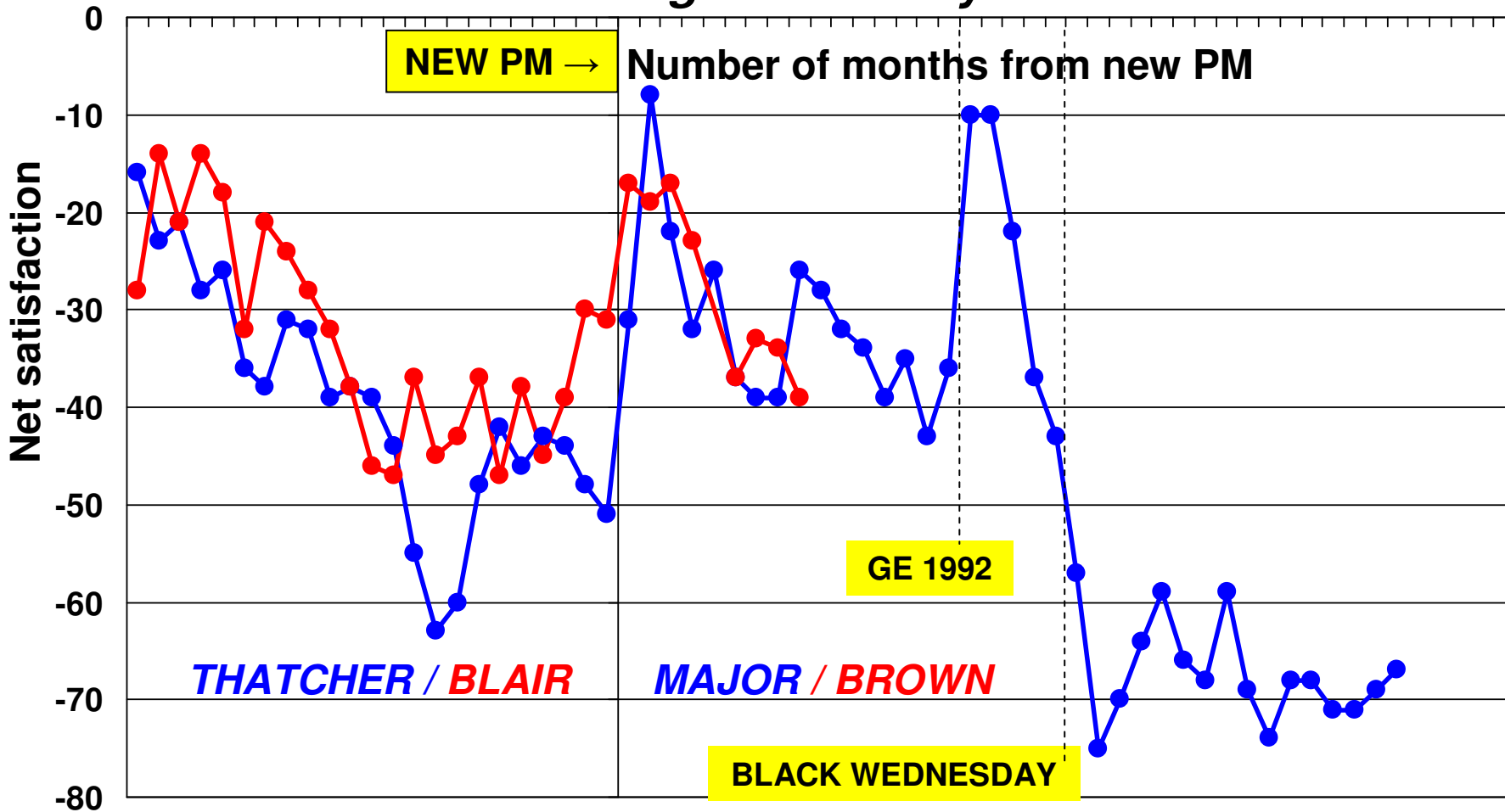
Net satisfaction with new PMs

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?

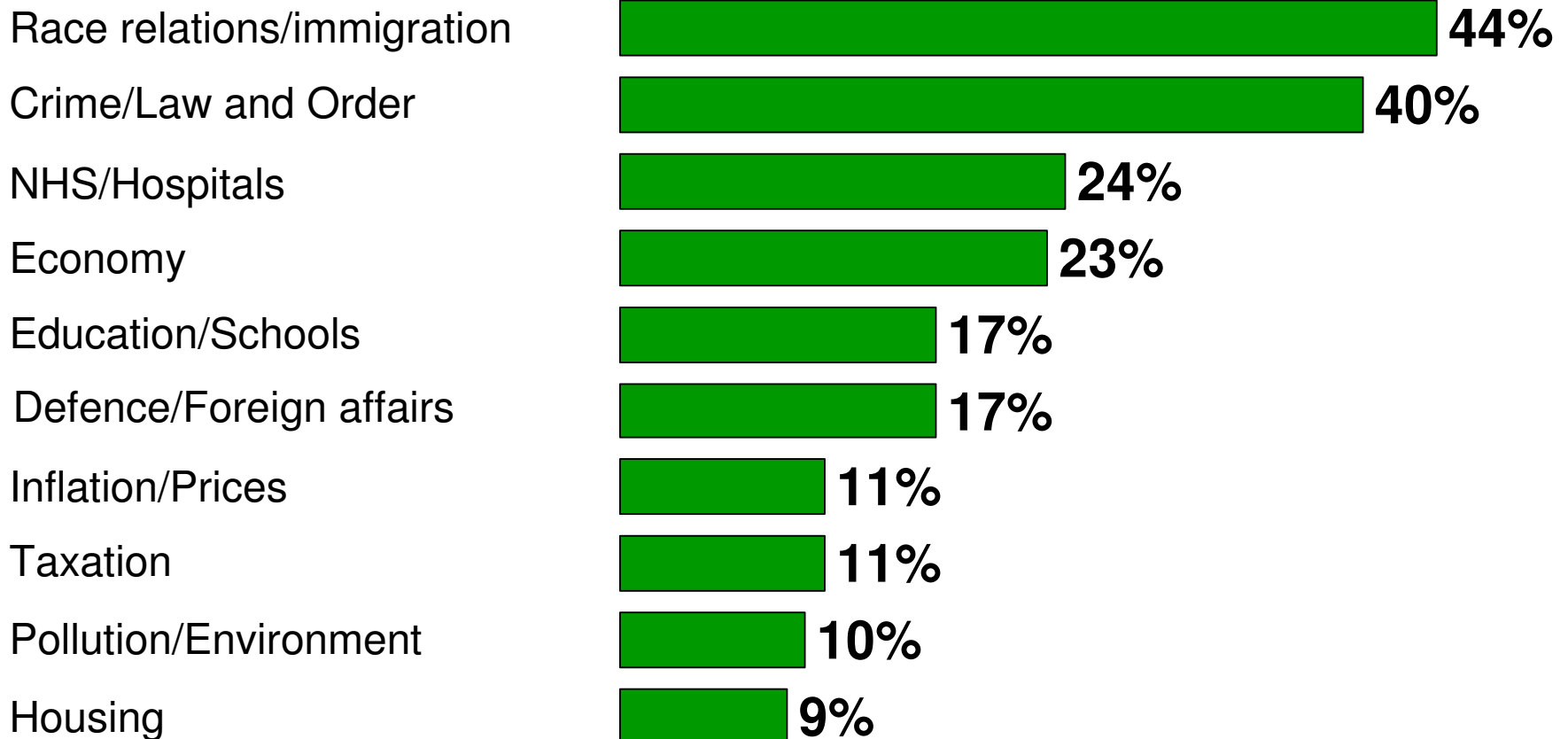


Issues Facing Britain

Issues facing Britain: March 08

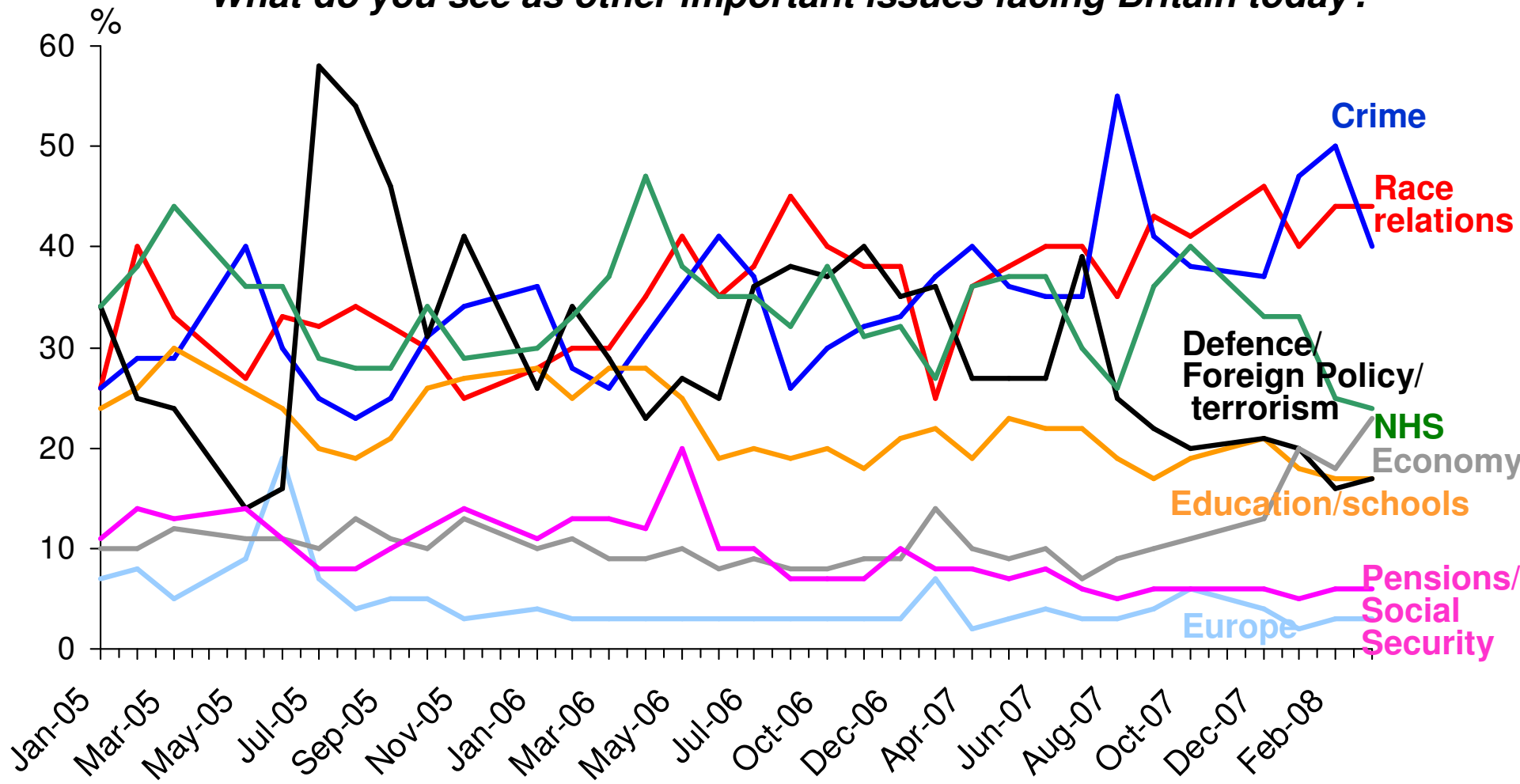
Q *What would you say is the most important issue facing Britain today? What do you see as other important issues facing Britain today?*

Top spontaneous mentions



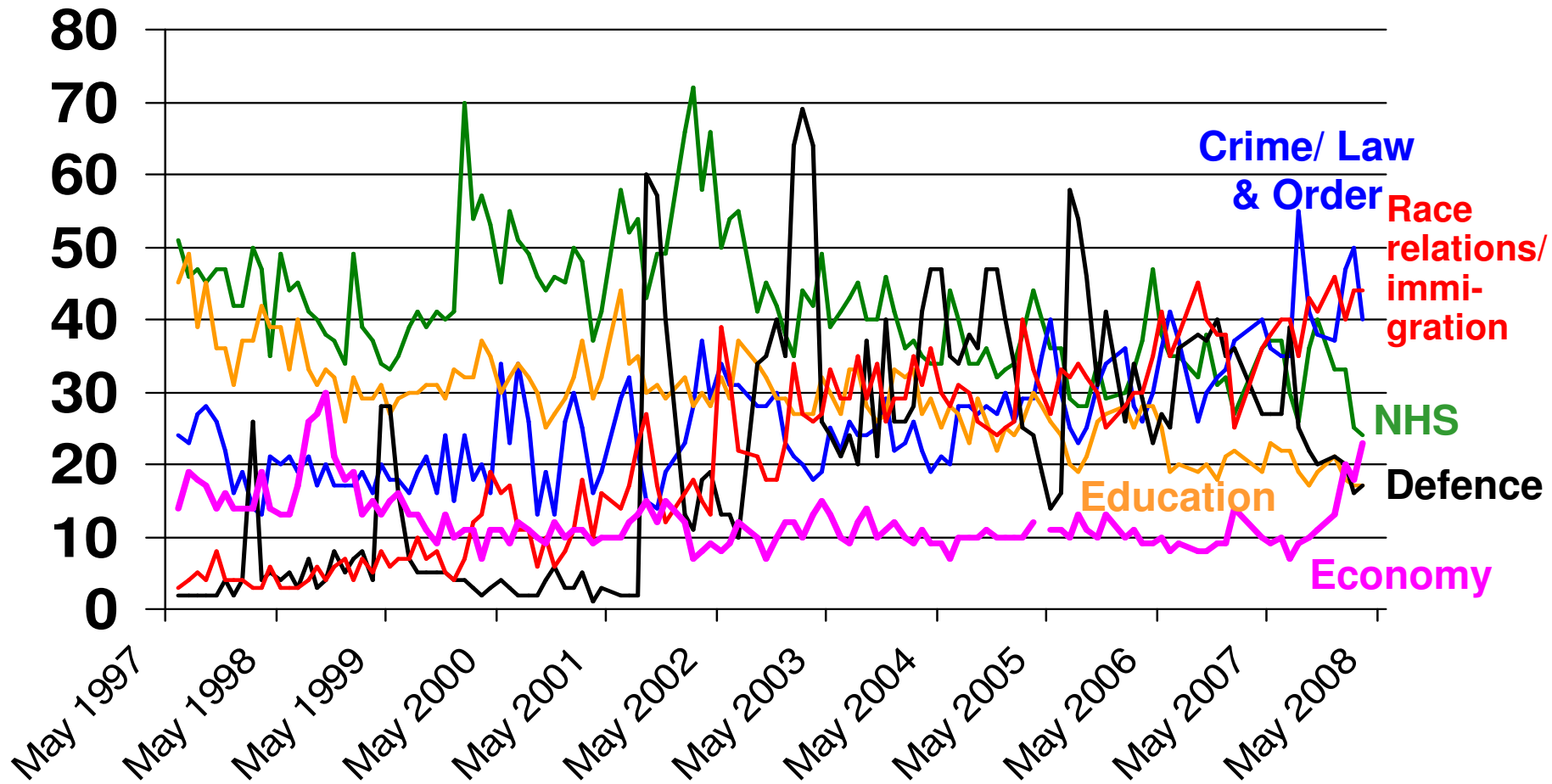
Issues facing Britain (last 2 years)

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?*

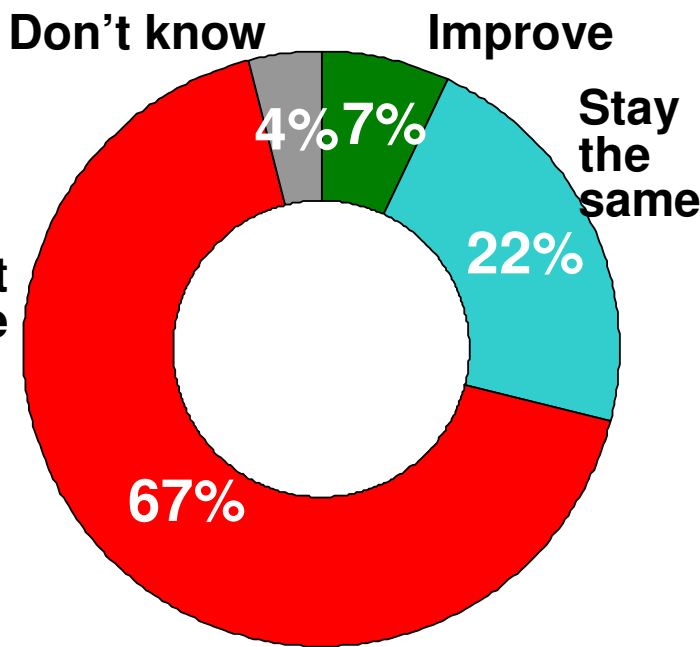


Economic Optimism

Economic Optimism Index

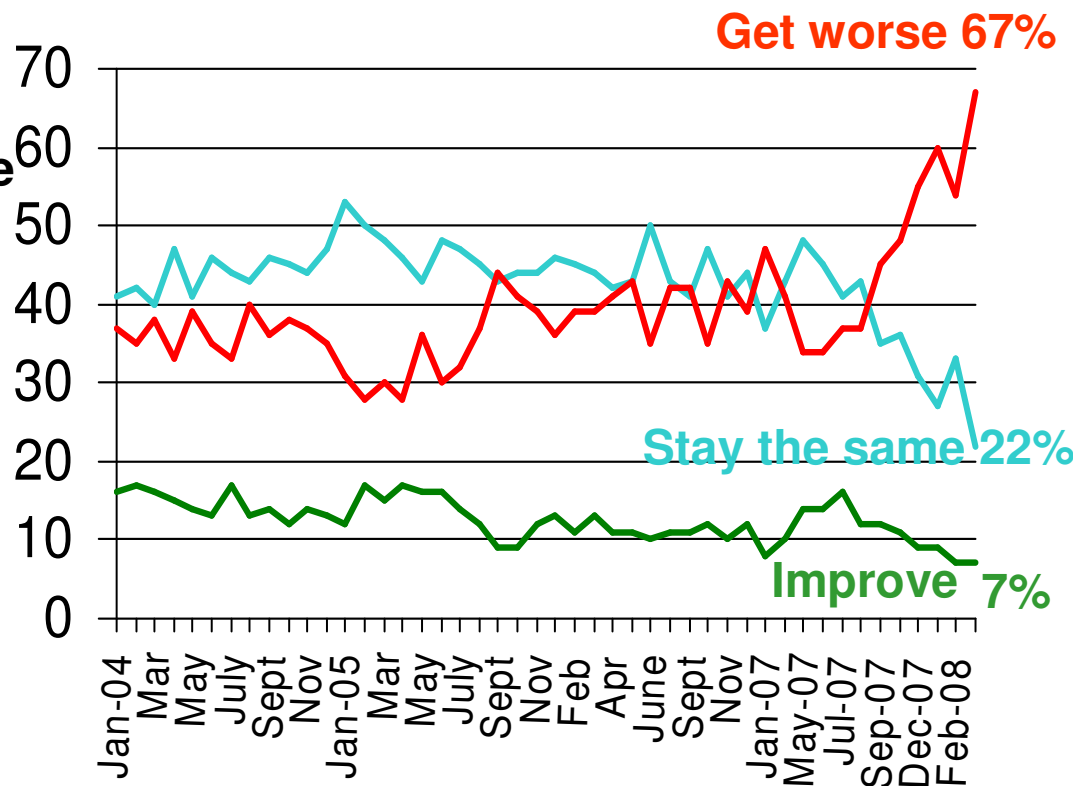
Q *Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

March 2008



EOI = -60%

January 2004 – March 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?*



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?*

January 2004 – March 2008

