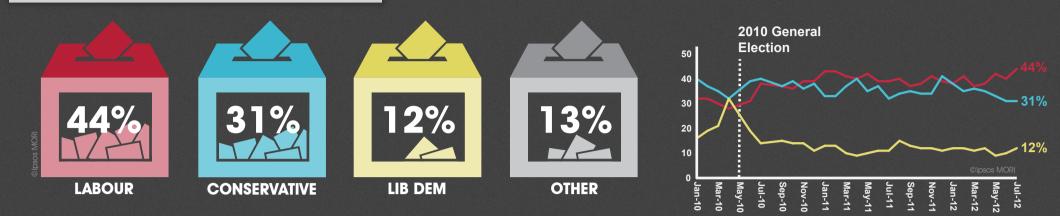
JUL 2012 IPSOS MORI/EVENING STANDARD POLITICAL MONITOR

VOTING INTENTION

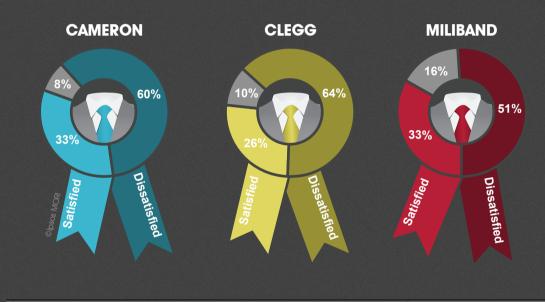
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?



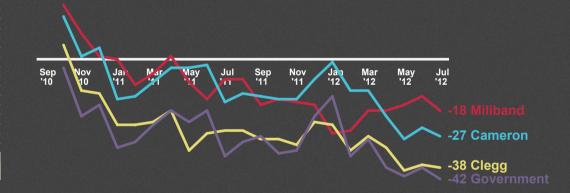
SATISFACTION EIND OUT MORE

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS PRIME MINISTER / DEPUTY PRIME MINISTER/LEADER OF THE LABOUR PARTY?





Net satisfaction between October 2010 - July 2012



STATE OF THE COALITION

DO YOU THINK THE COALITION GOVERNMENT IS OR IS NOT ...

39%

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



Ipsos MORI



Technical Details

Volting intention figures are based on those who say they are certain to vote in a general election. They exclude those who say they would not vote, are undecided or refuse to name a party. Ipsos MORI interviewed a representative sample of 1,006 adults aged 18+ across Great Britain. Interviews were conducted by telephone, 14th to 16th July 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. For further information please contact <u>Gideon.Skinner@ipsos.com</u> or <u>Tomasz.Mludzinski@ipsos.com</u> on 0207 7347 3312.