



# Political Monitor Trends

**April 2009**

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**Ipsos MORI**

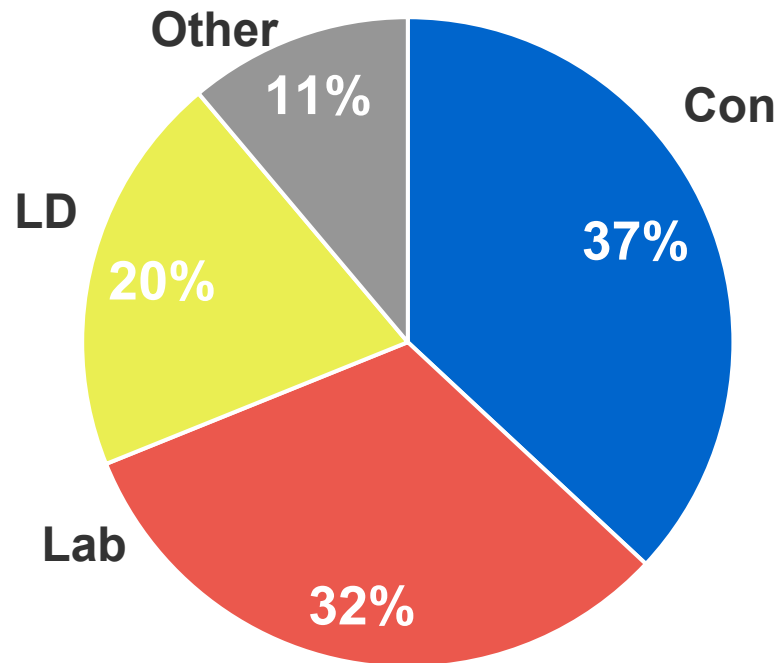


# Voting Intentions

# Voting Intention: all giving an opinion vs. those "certain to vote"

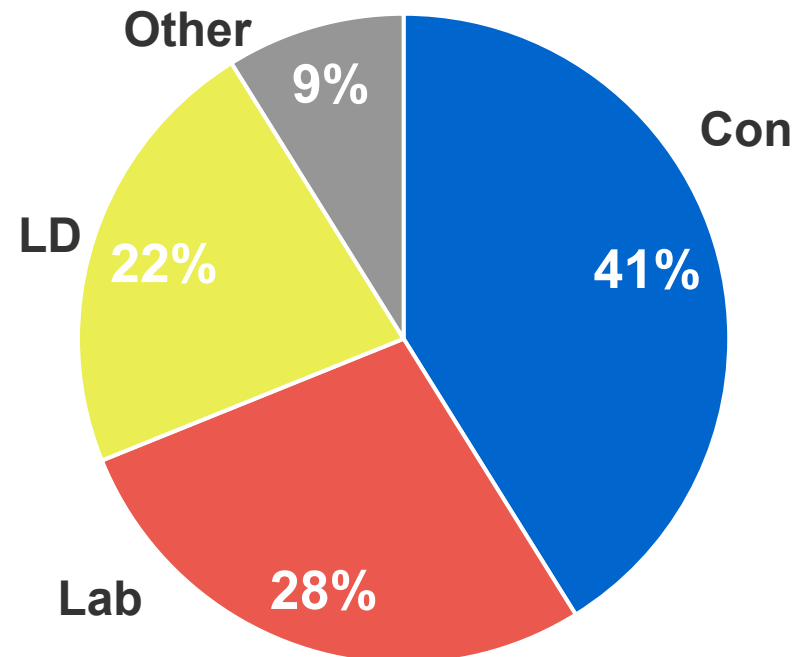
*How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (78%)**



**Conservative lead = +5**

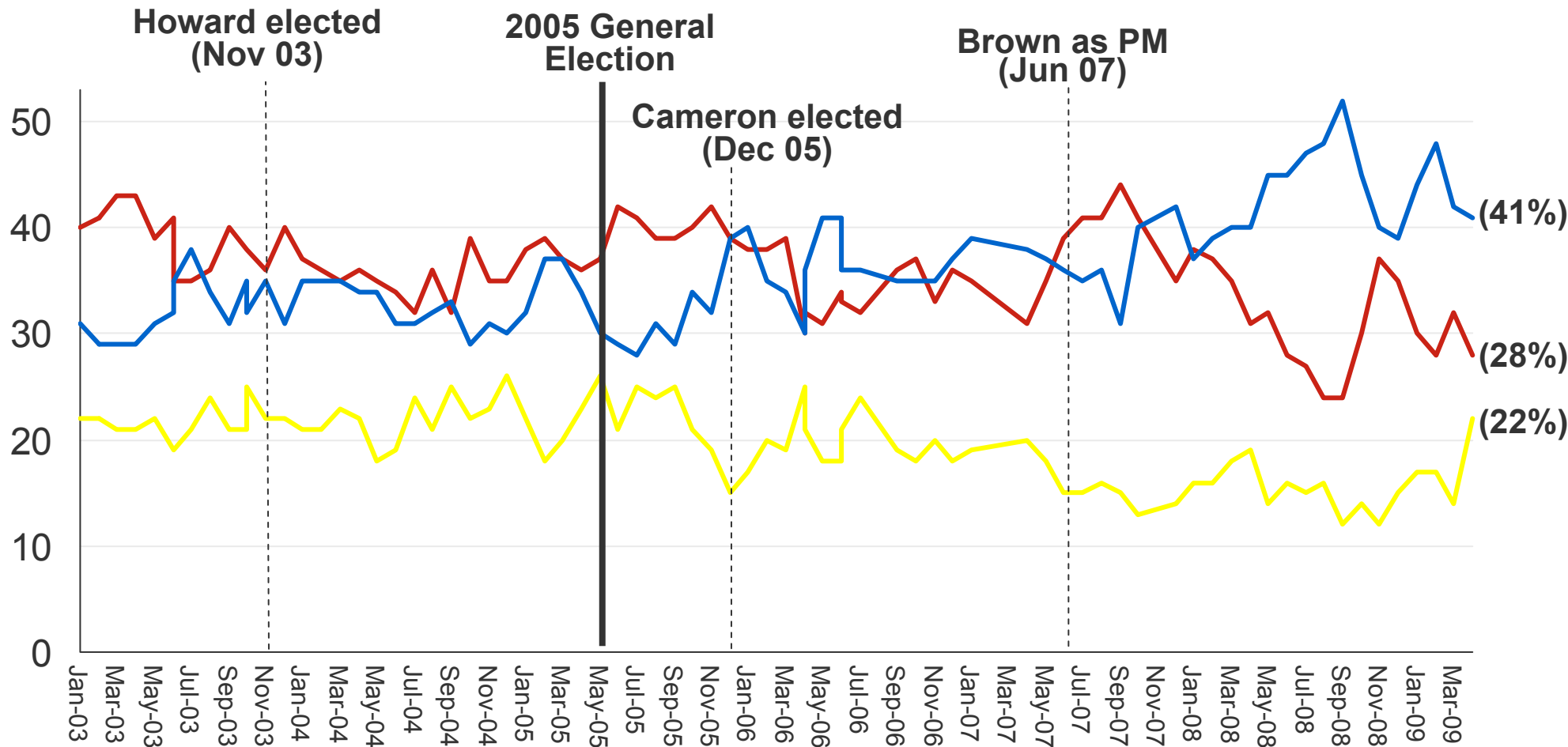
**All certain to vote (52%)**



**Conservative lead = +13**

# Voting Intentions Jan 03 – April 09 (all certain to vote)

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



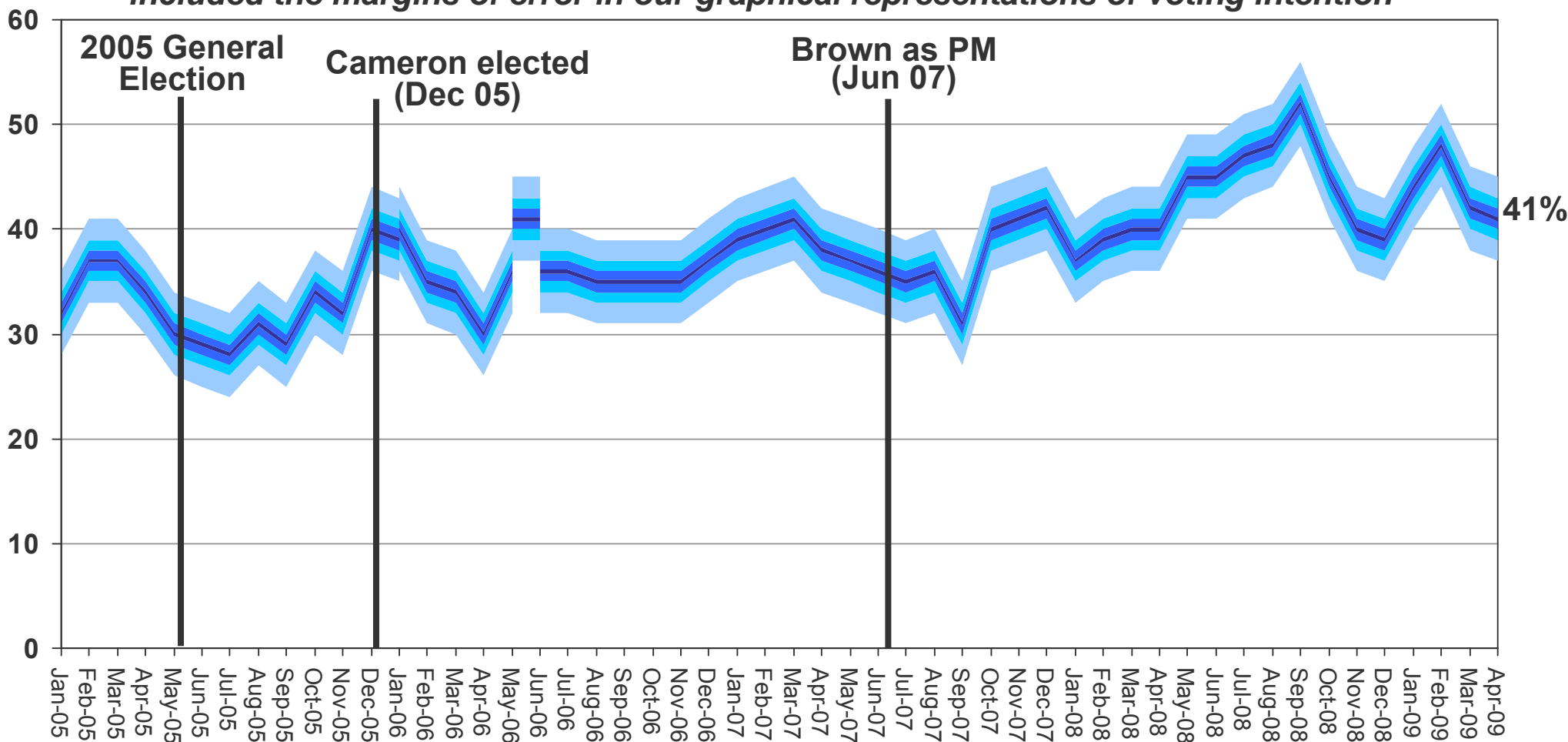
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

# Conservative vote share including margins of error

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

*In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention*



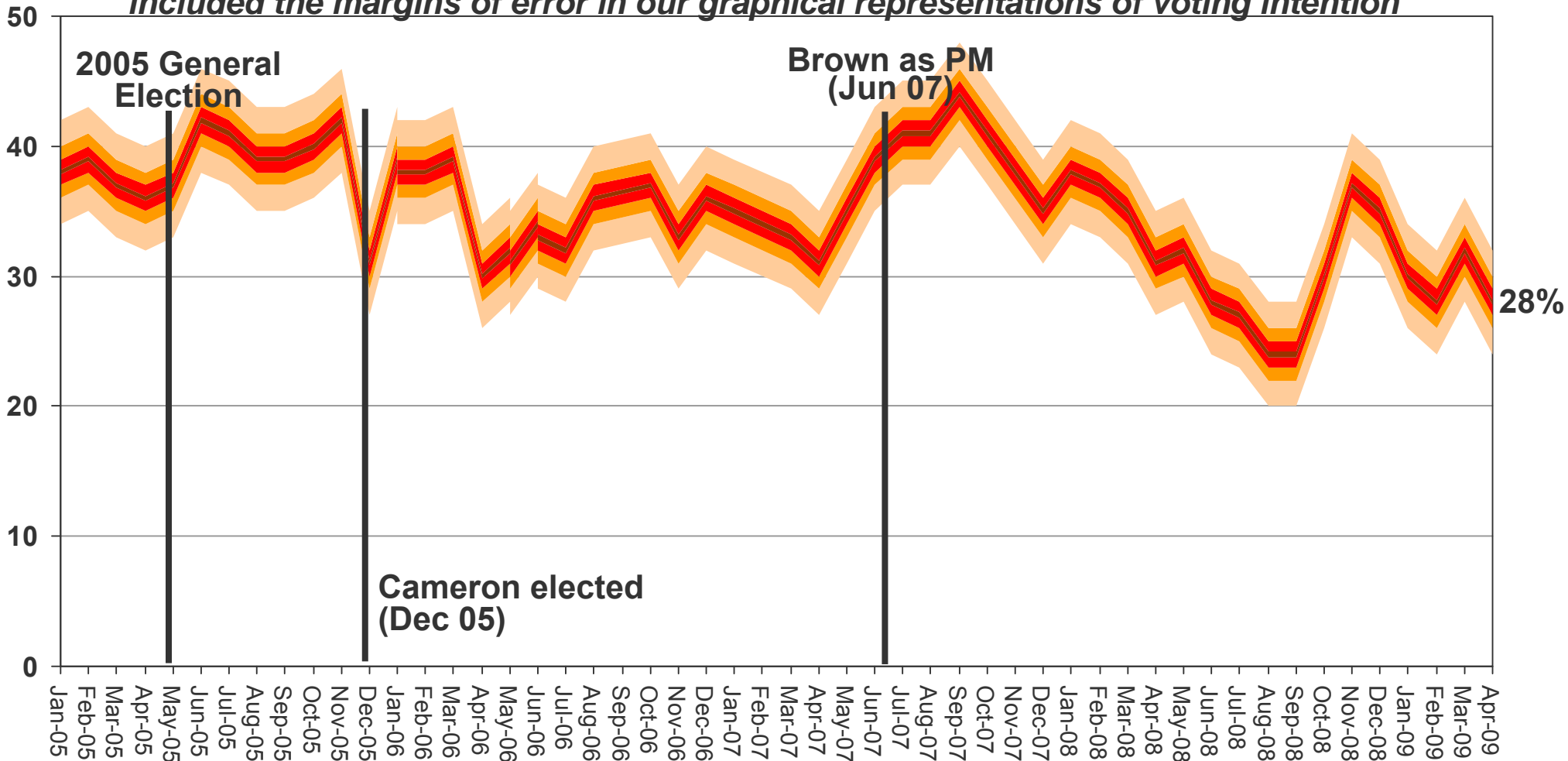
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Labour vote share including margins of error

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

*In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention*



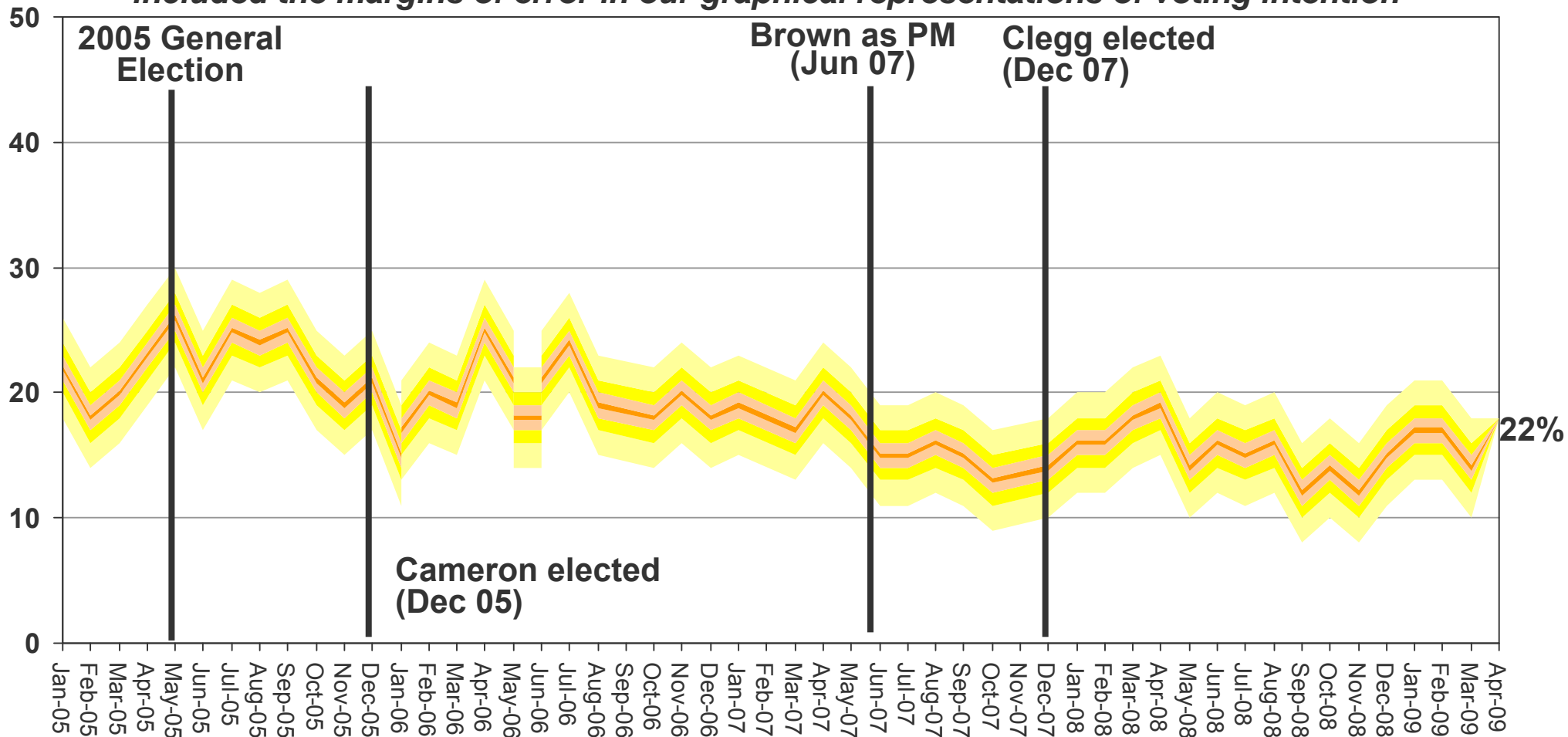
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Liberal Democrat vote share including margins of error

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

*In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention*

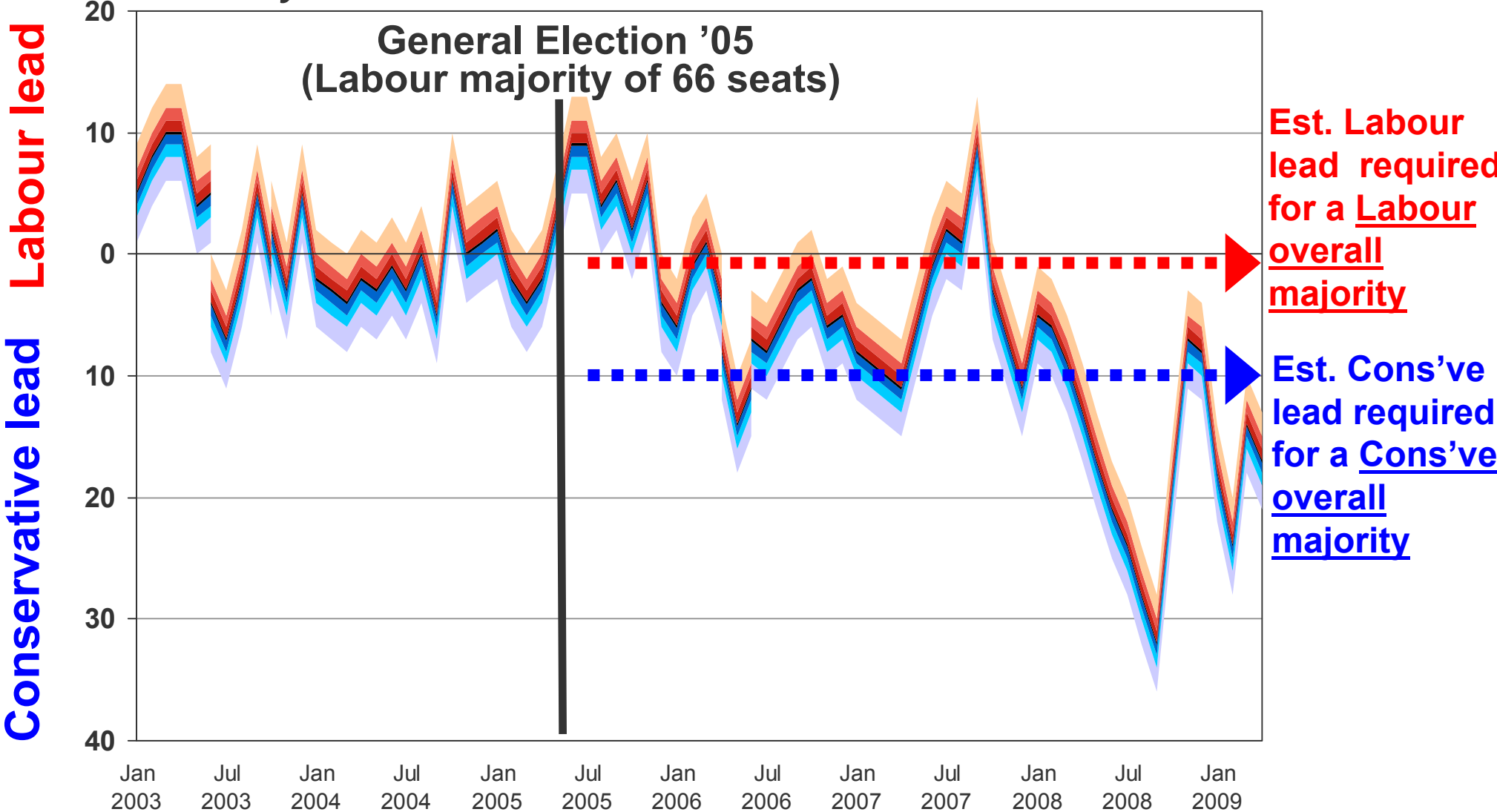


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins

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





# Satisfaction

# Satisfaction with leaders and the Government

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



Base: 1,011 British adults 18+, 17th-19th April 2009

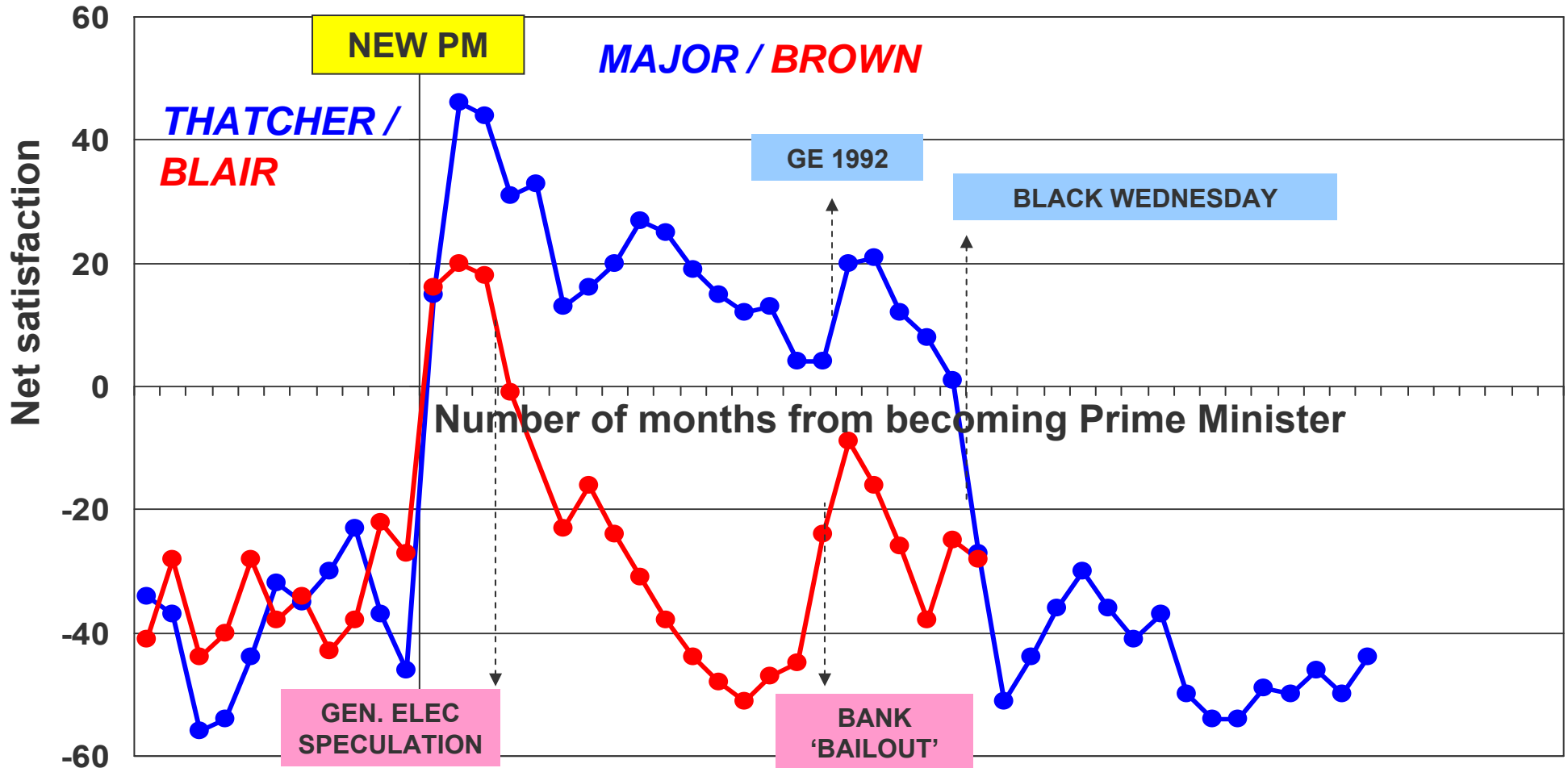
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Net satisfaction with new Prime Ministers: Thatcher/Major vs. Blair/Brown

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

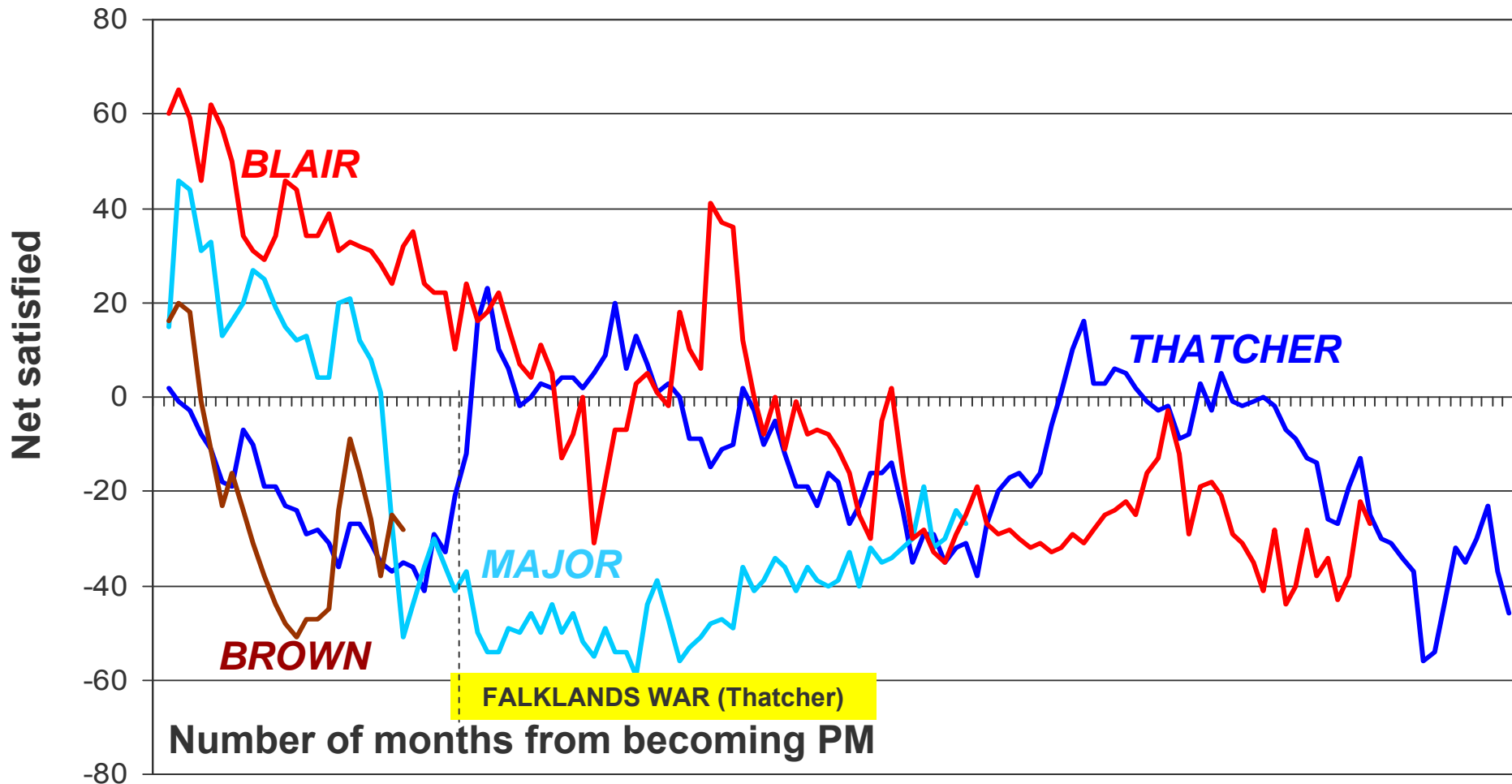


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers (1979–2009)

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



Base: c.1,000 British adults interviewed 3<sup>rd</sup> week of the month

Ipsos MORI

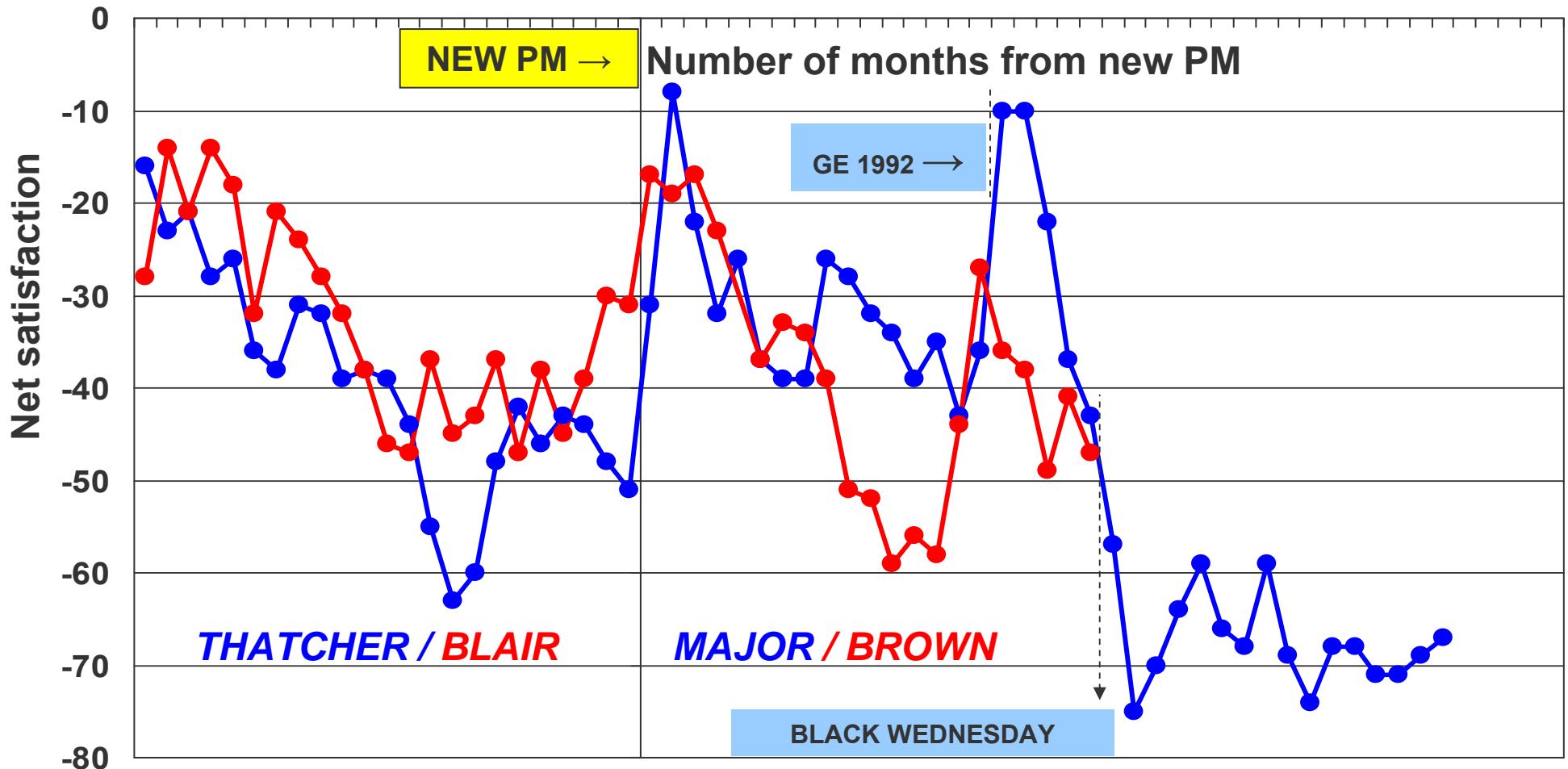
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with new Governments: Thatcher/Major vs. Blair/Brown

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



Base: c. 1,000 British adults each month

Ipsos MORI

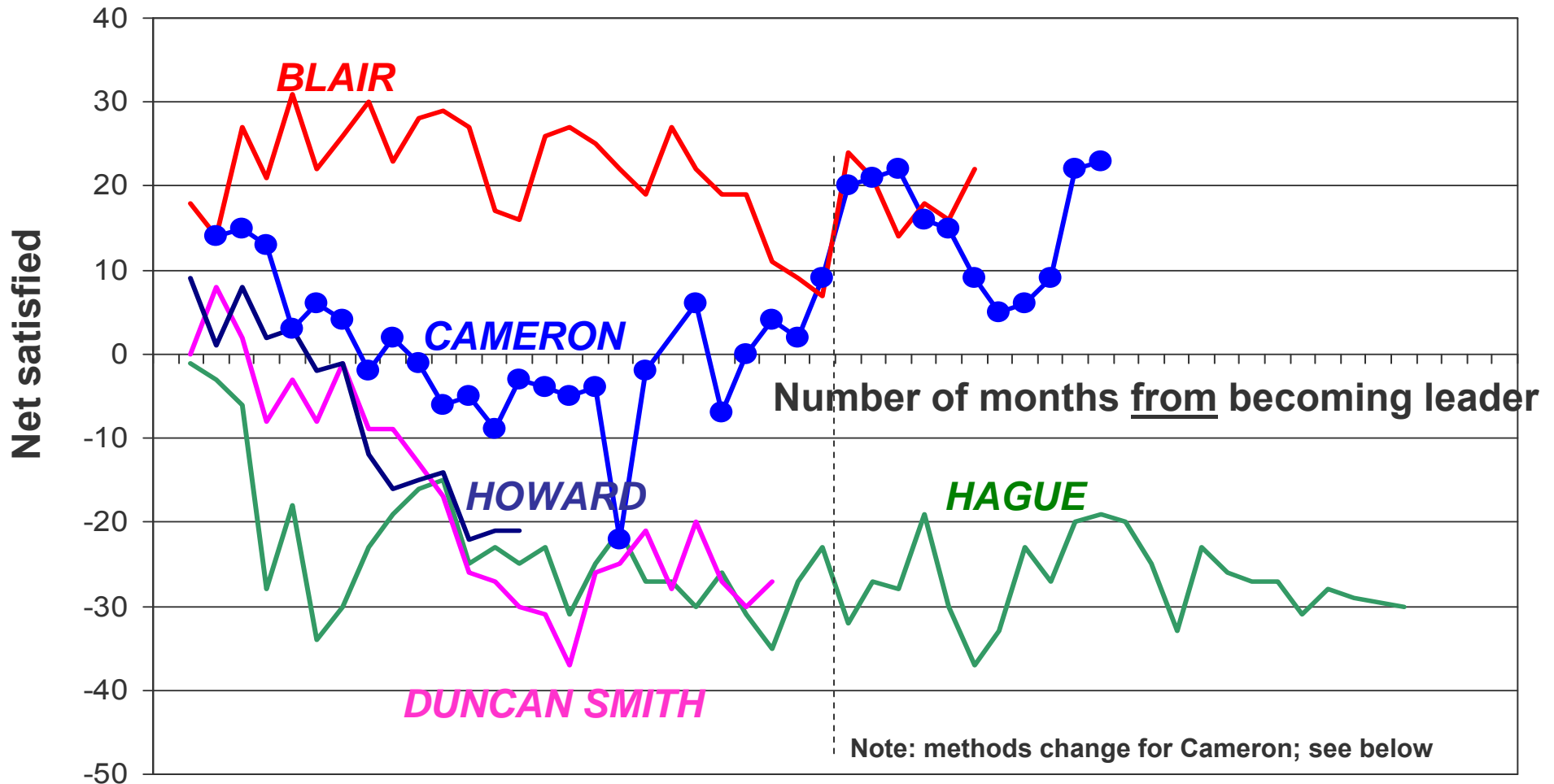
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1994 - 2009)

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



Base: c.1,000 British adults interviewed 3<sup>rd</sup> week of the month

Ipsos MORI

Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

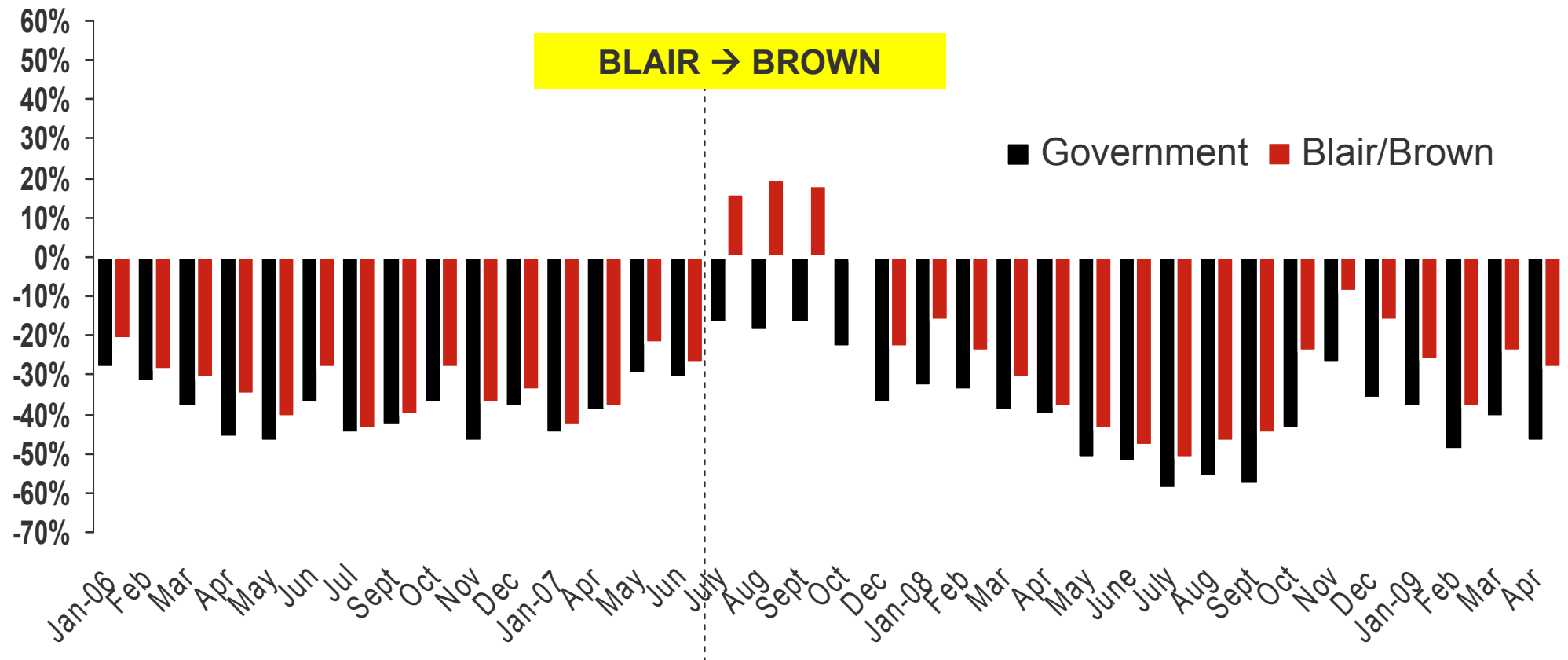
Source: Ipsos MORI Political Monitor



# The Government and Prime Minister

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

Net satisfied (+/-)



Base: c. 1,000 British adults each month

Ipsos MORI

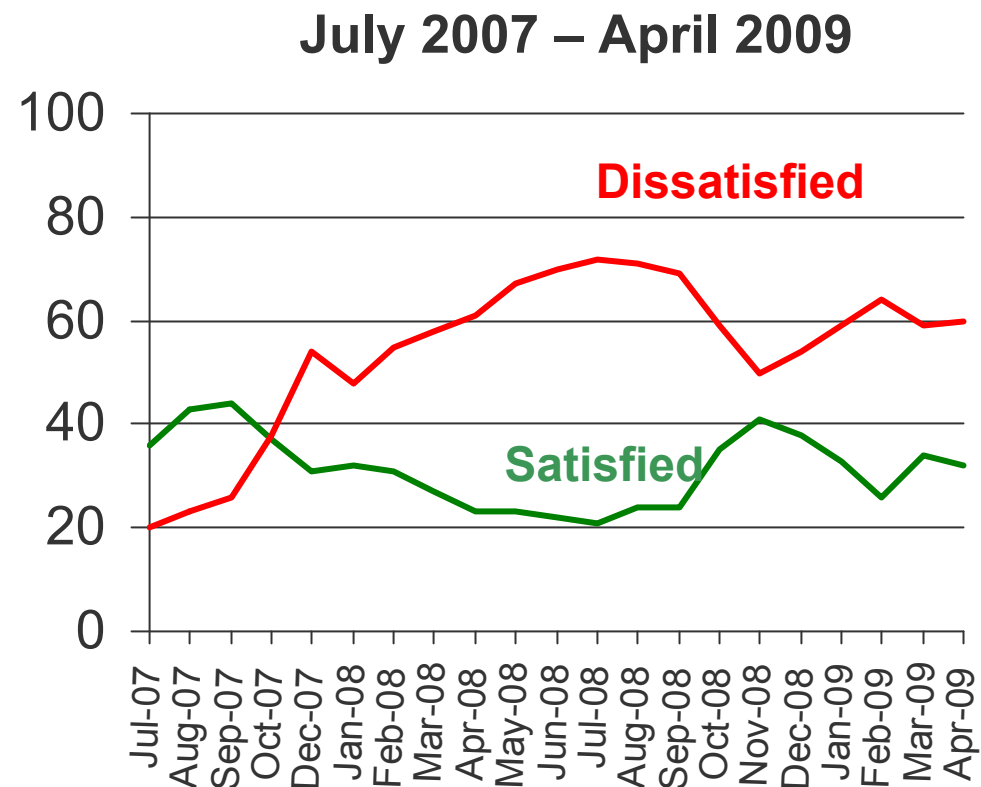
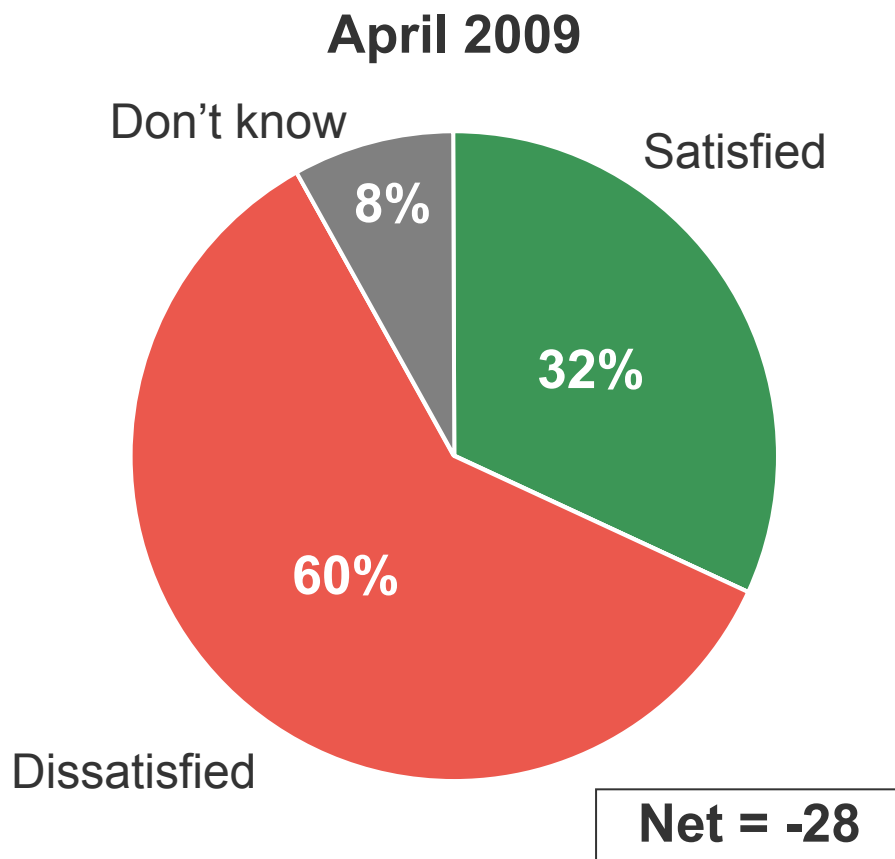
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Gordon Brown (satisfaction)

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



Base: 1,011 British adults 18+, 17th-19th April 2009

Ipsos MORI

Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

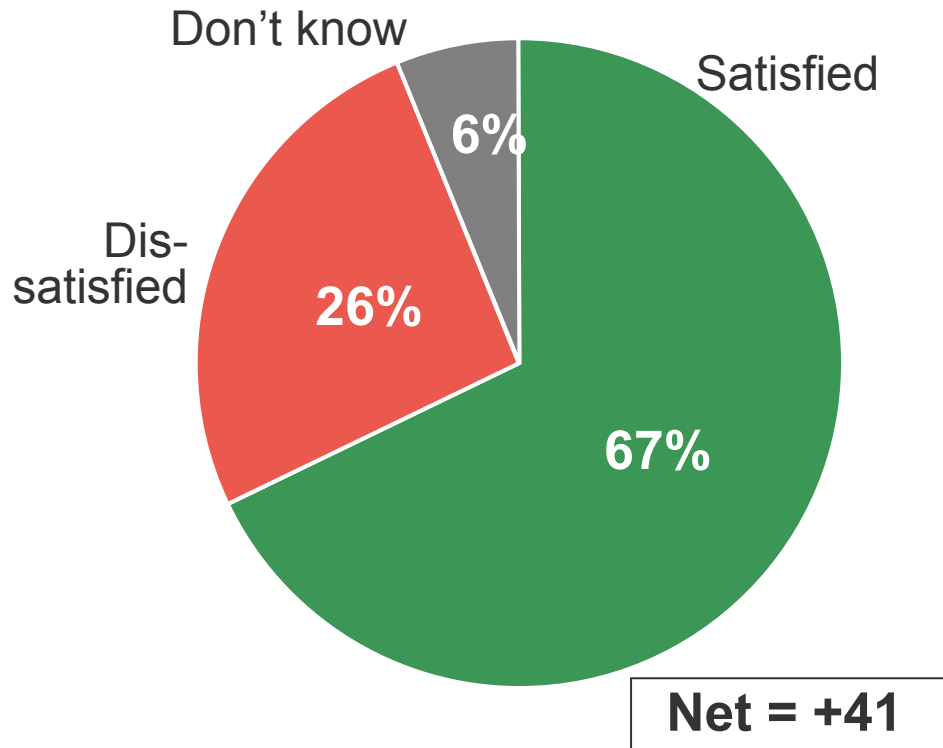




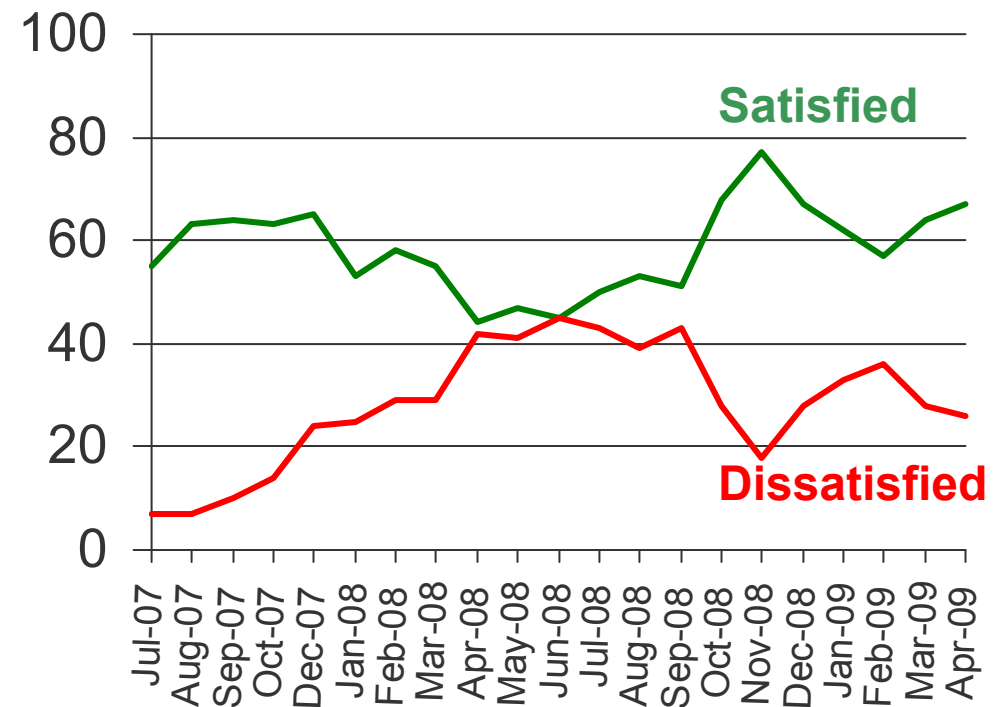
# Gordon Brown (satisfaction among Labour supporters)

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

**April 2009**



**July 2007 – April 2009**



Base: 259 Labour supporters 18+, 17th-19th April 2009

Ipsos MORI

Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

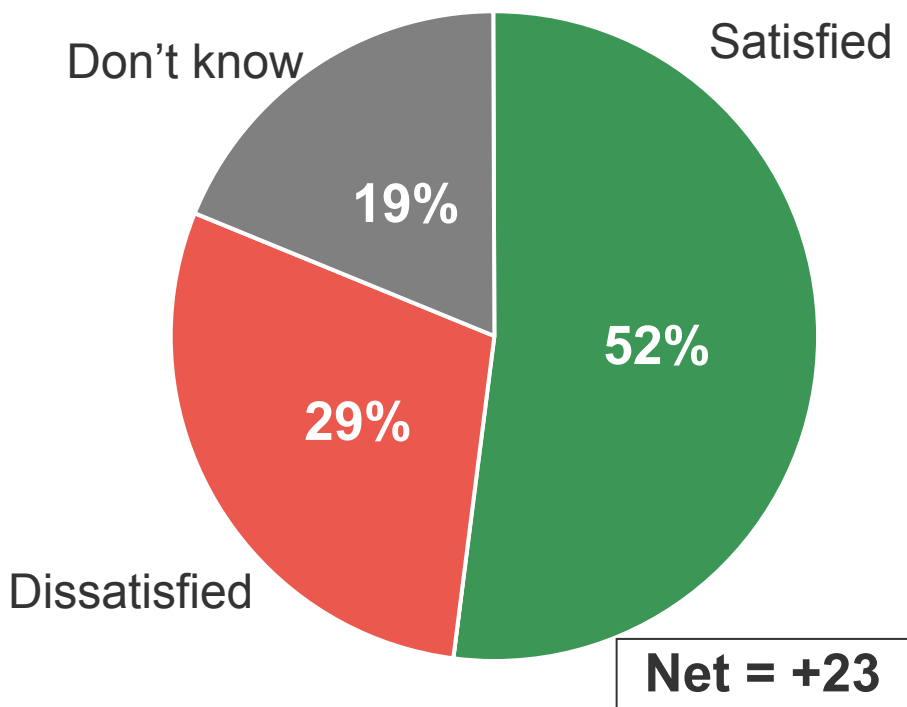
Source: Ipsos MORI Political Monitor



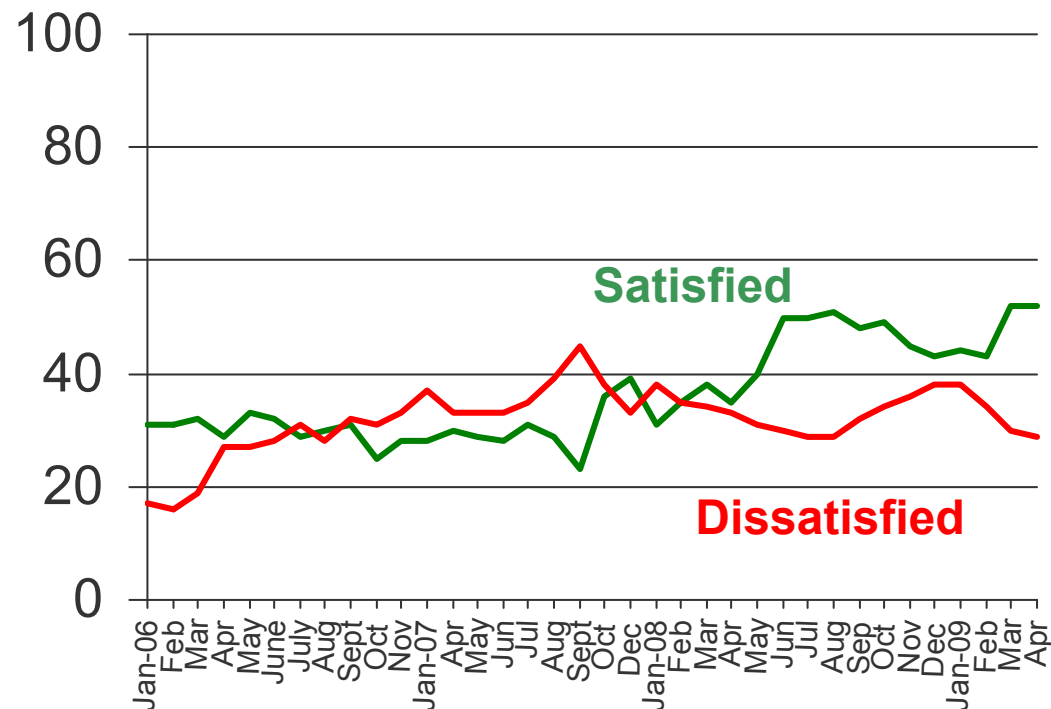
# David Cameron (satisfaction)

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

**April 2009**



**January 2006 – April 2009**



Base: 1,011 British adults 18+, 17th-19th April 2009

Ipsos MORI

Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

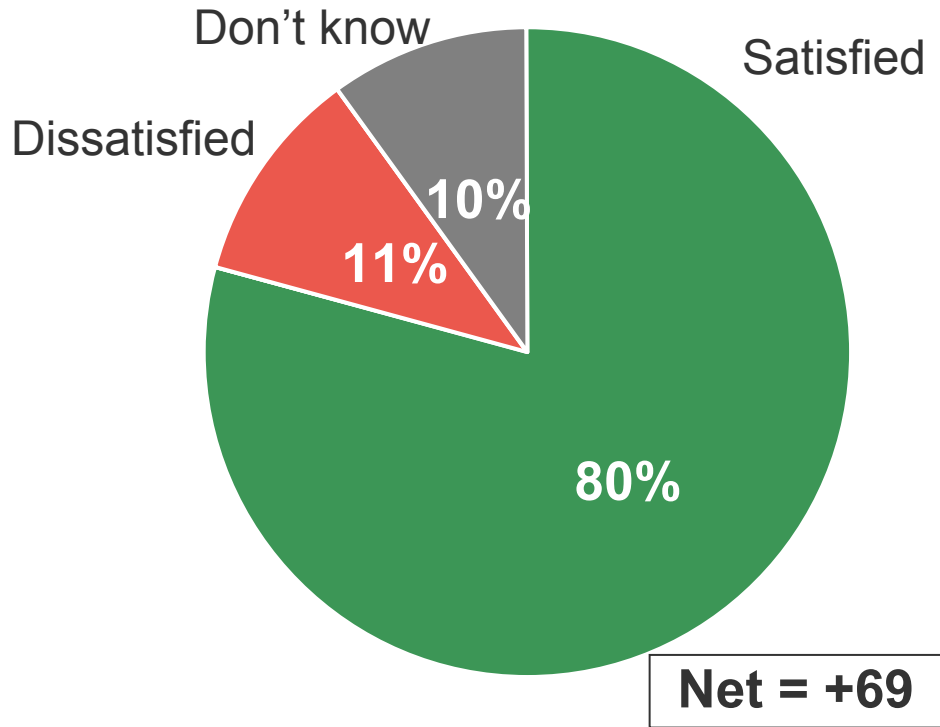
Source: Ipsos MORI Political Monitor



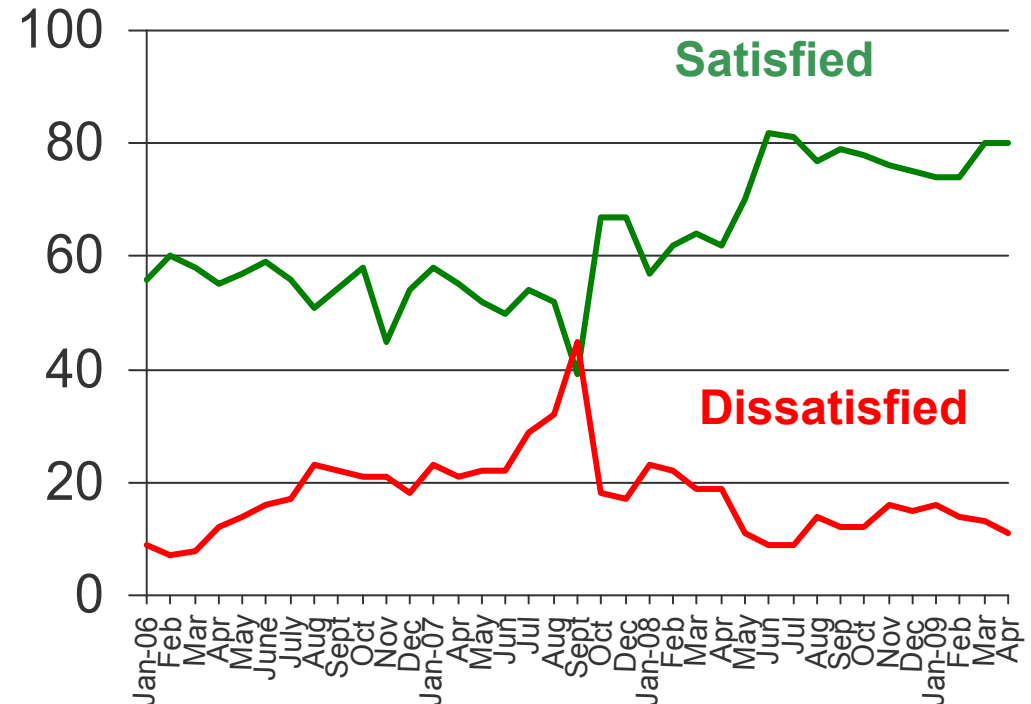
# David Cameron (satisfaction among Tory supporters)

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

**April 2009**



**January 2006 – April 2009**



Base: 294 Conservative supporters 18+, 17th-19th April 2009

Ipsos MORI

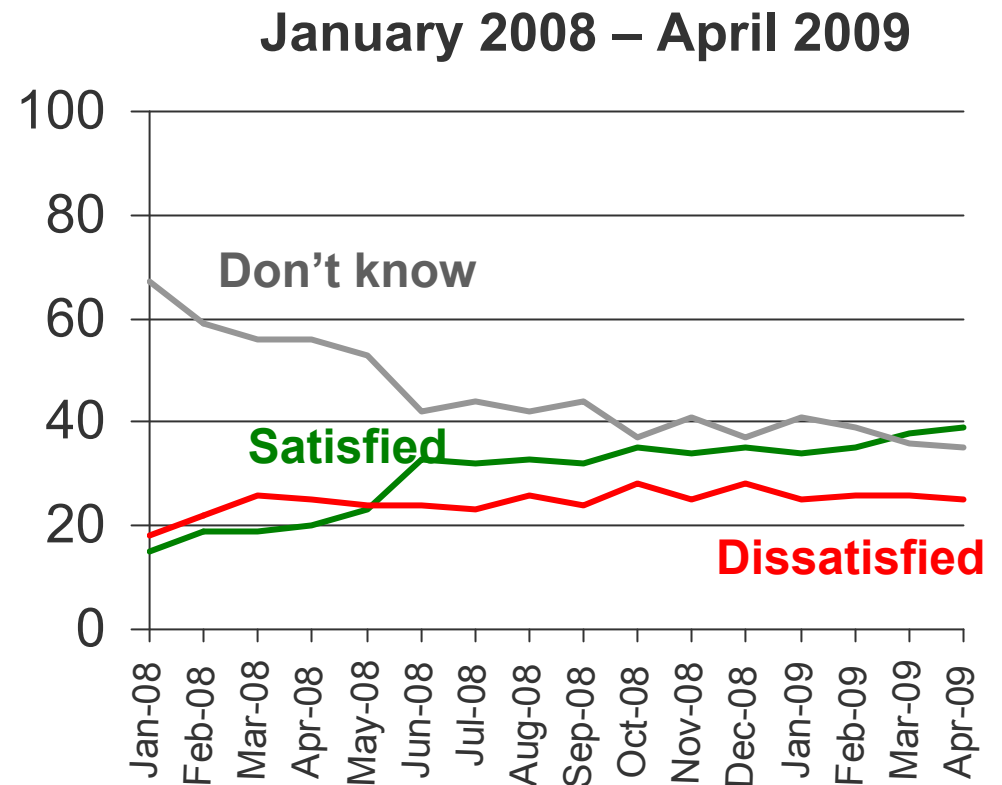
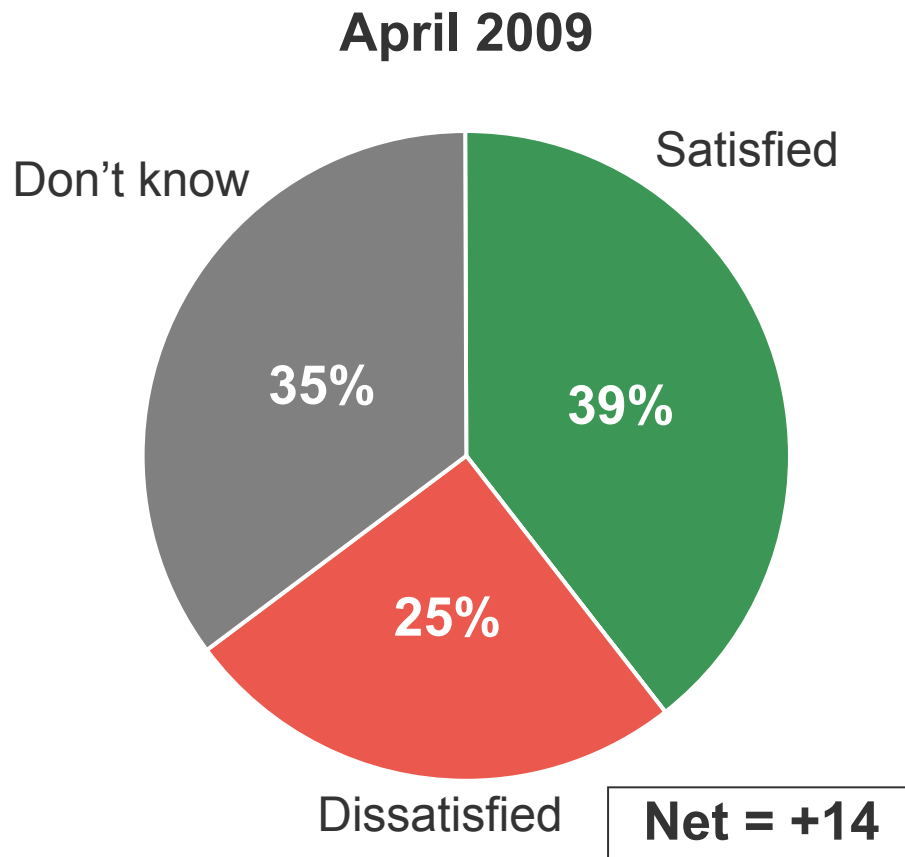
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Nick Clegg (satisfaction)

*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?*



Base: 1,011 British adults, 17th-19th April 2009

Ipsos MORI

Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

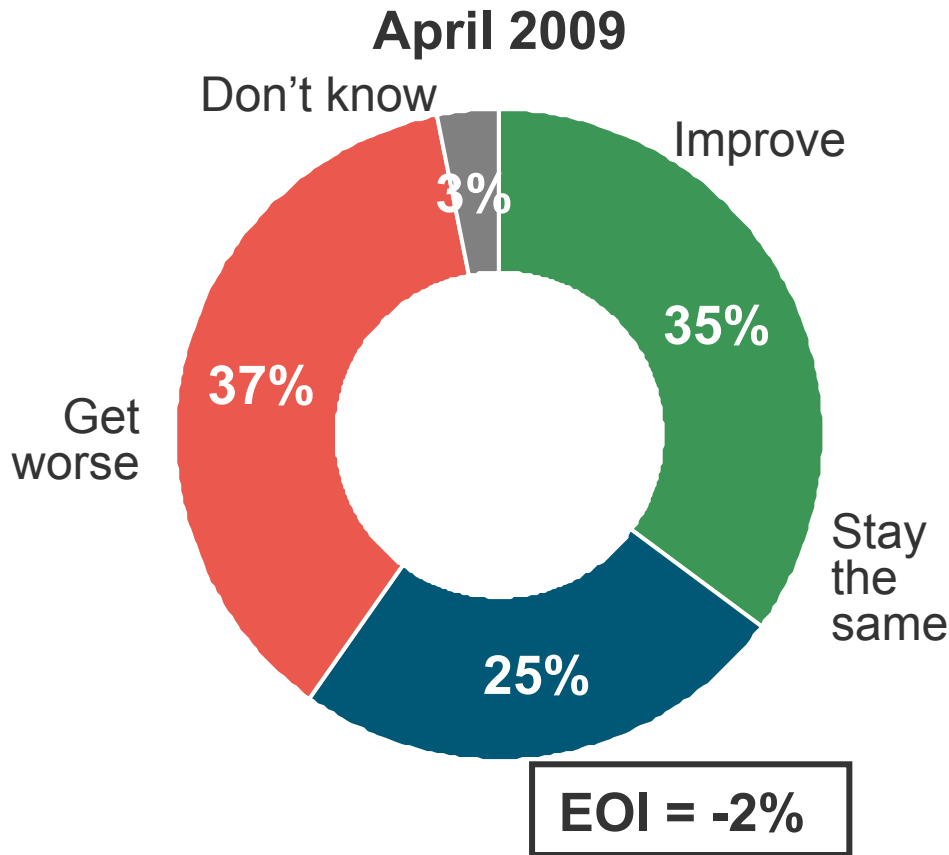
Source: Ipsos MORI Political Monitor



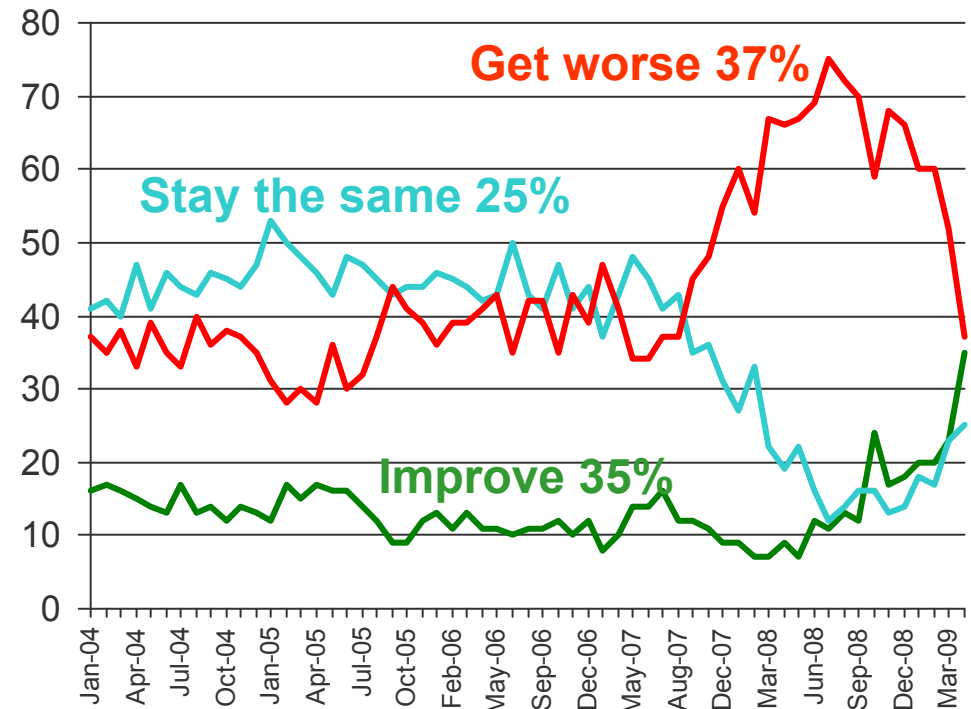
# Economic Optimism

# Economic Optimism Index

*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 – April 2009**



Base: 1,011 British adults, 17th-19th April 2009

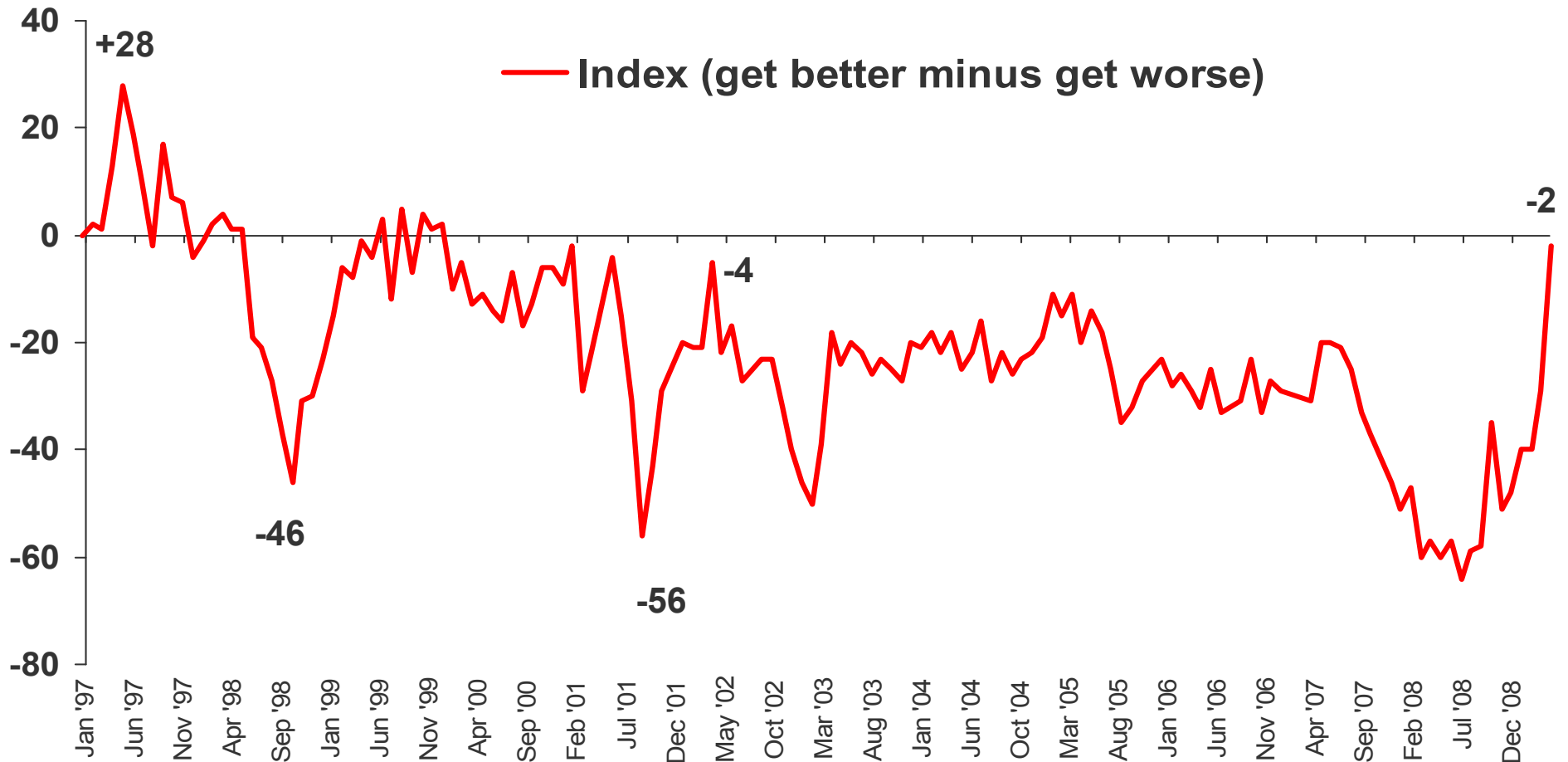
Ipsos MORI

Source: Ipsos MORI Political Monitor



# The Ipsos MORI Economic Optimism Index

*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: c. 1,000 British adults each month

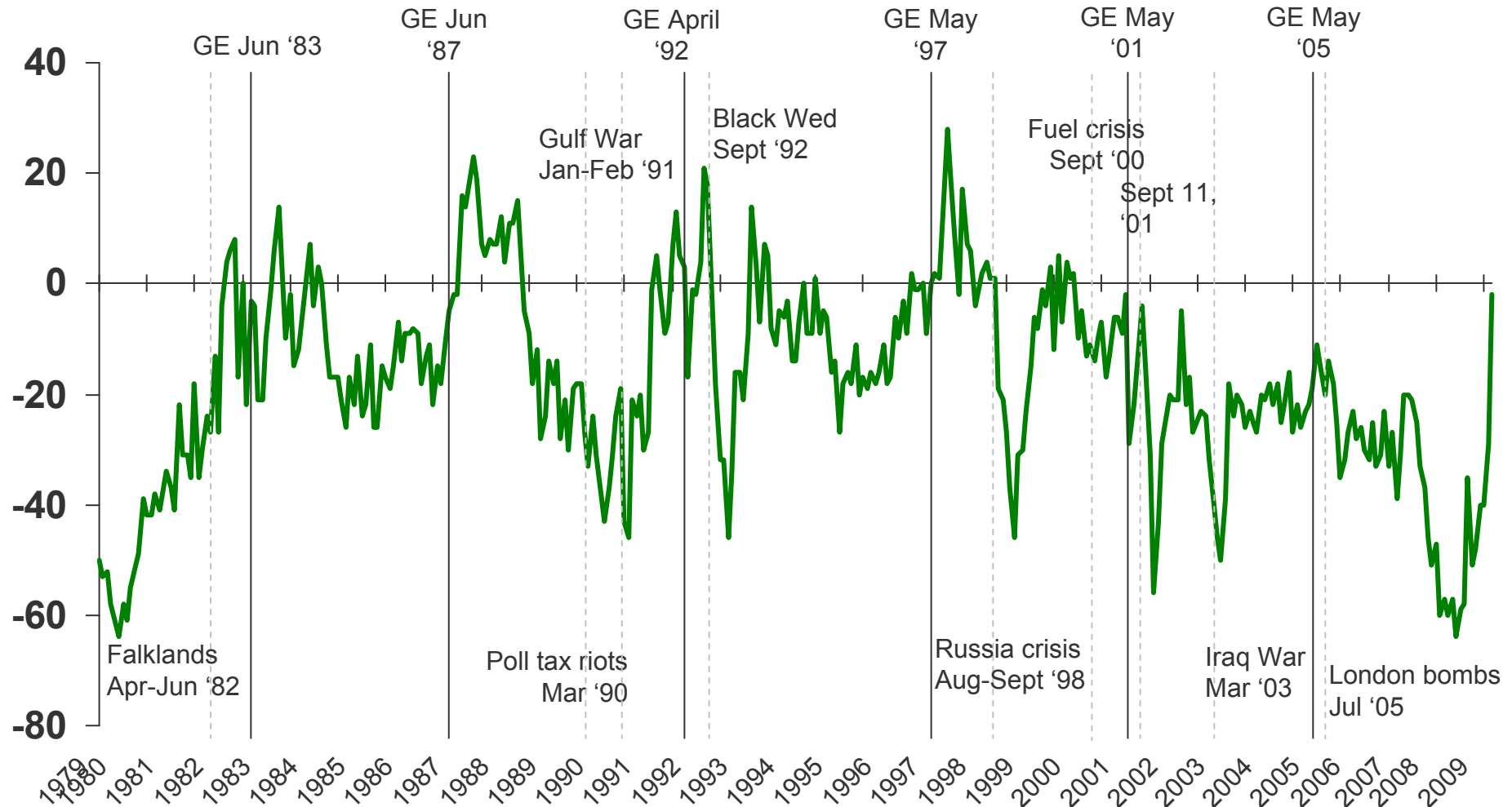
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Economic Optimism since 1979

*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: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor



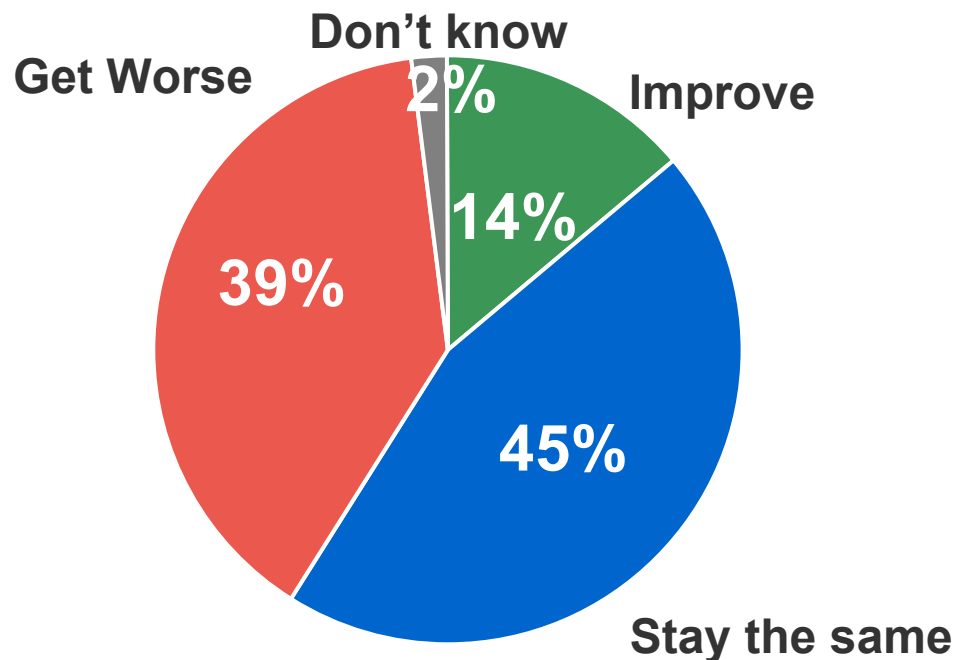


# Additional 'Budget' questions

# Personal Financial Circumstances

*Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?*

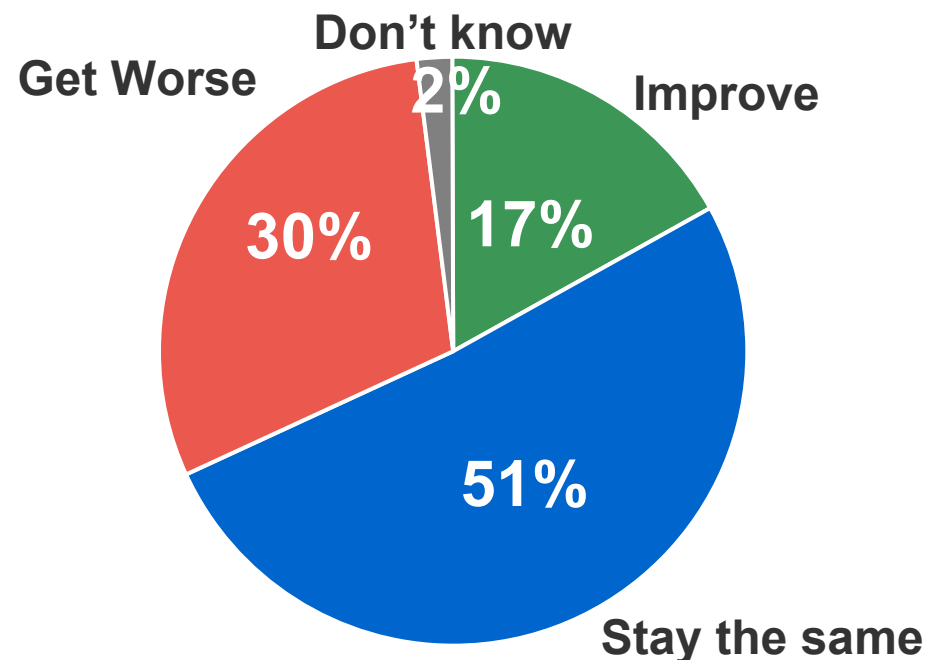
**November 2008**



**Net improve = -25**

Base: 1,002 British adults, 17th-19th November 2008

**April 2009**

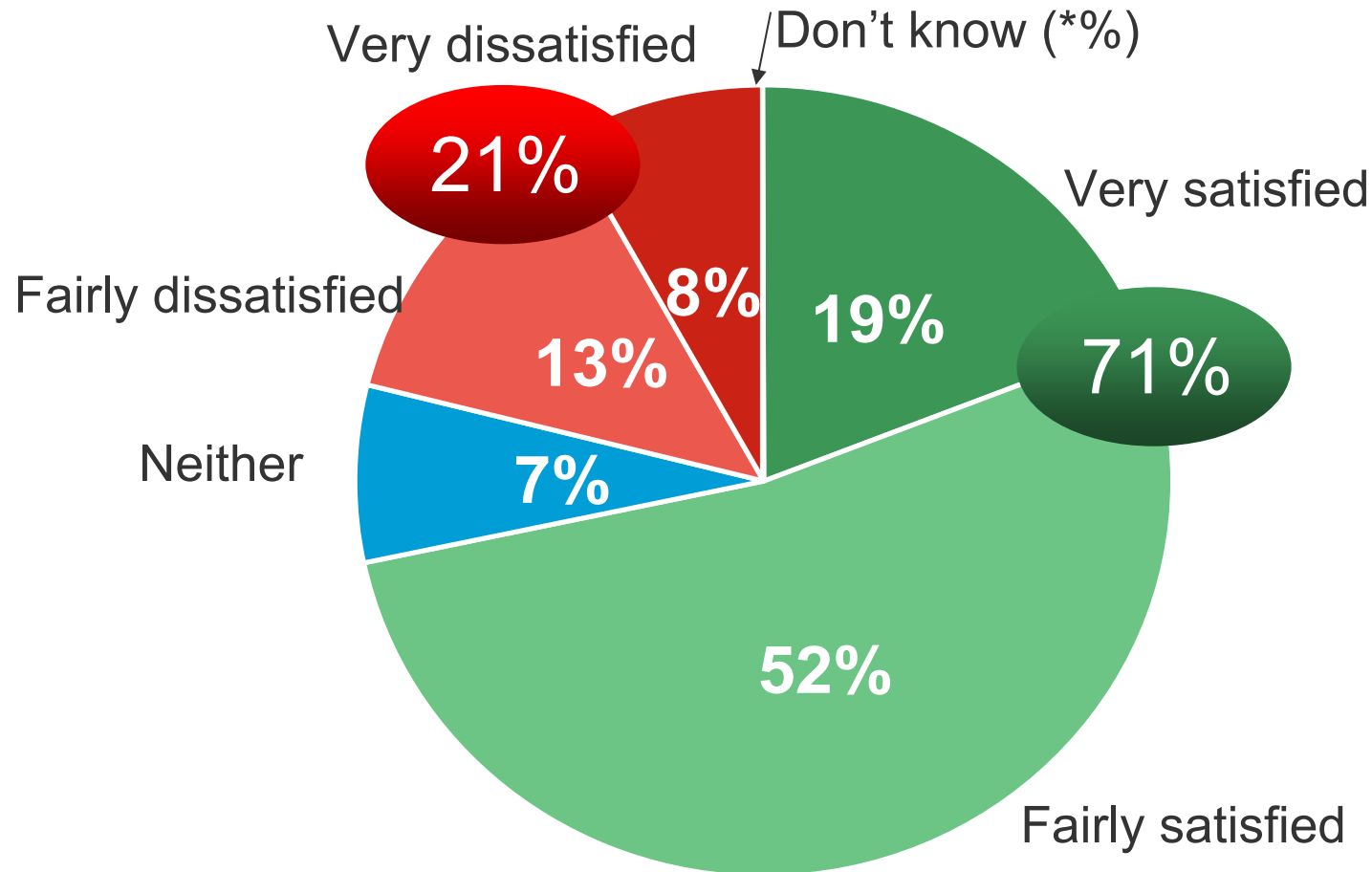


**Net improve = -13**

Base: 1,011 British adults, 17th-19th April 2009

# Satisfaction with standard of living

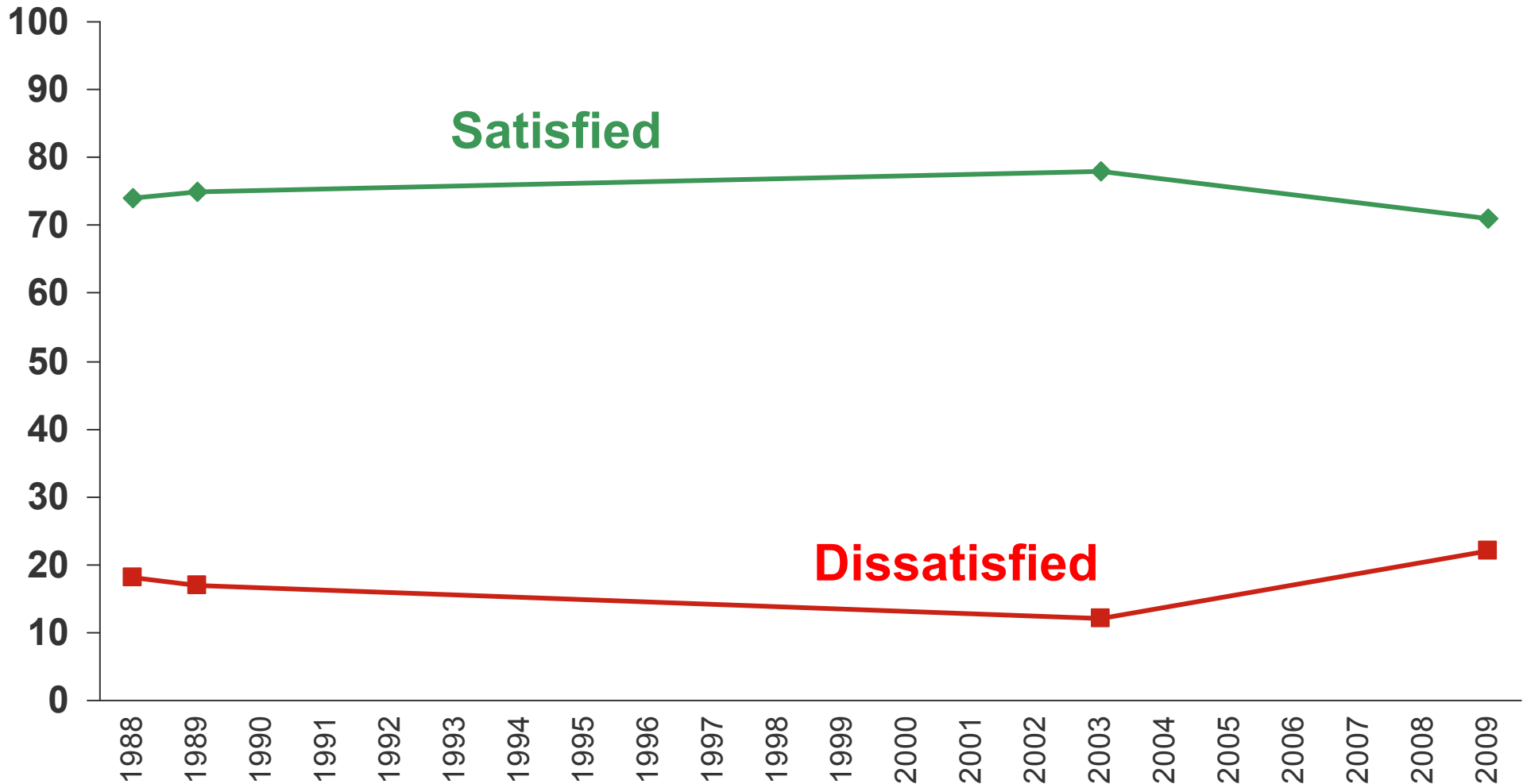
*The things people can buy and do – their housing, furniture, food, cars, recreation and travel – make up their standard of living. How satisfied or dissatisfied do you feel about your standard of living at present?*



Base: 1,011 British adults 18+, 17<sup>th</sup>-19<sup>th</sup> April 2009

Source: Ipsos MORI Political Monitor

# Satisfaction with standard of living – trends



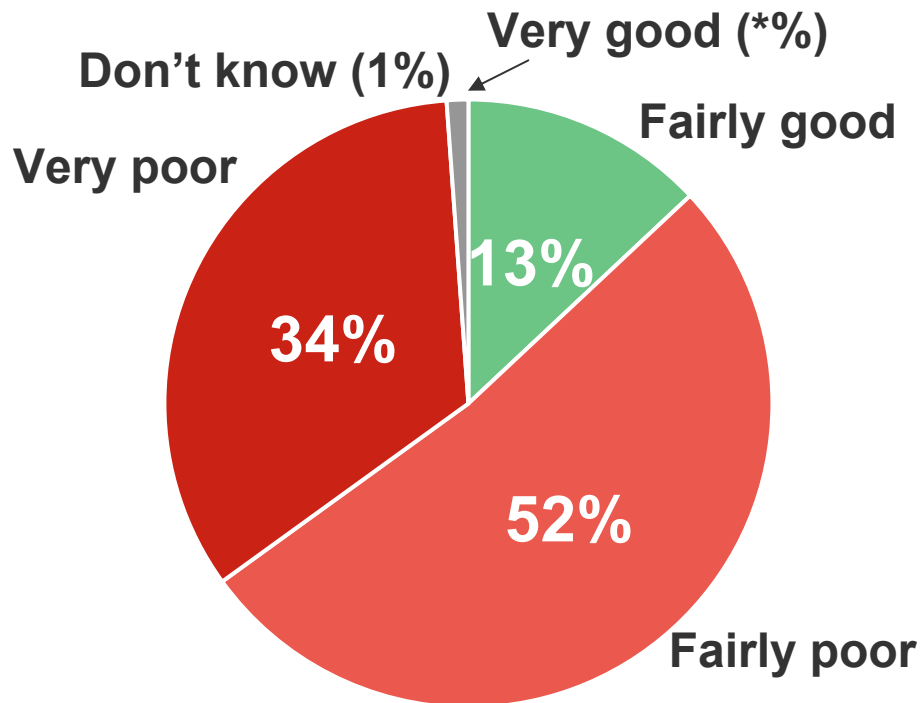
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# State of the British Economy

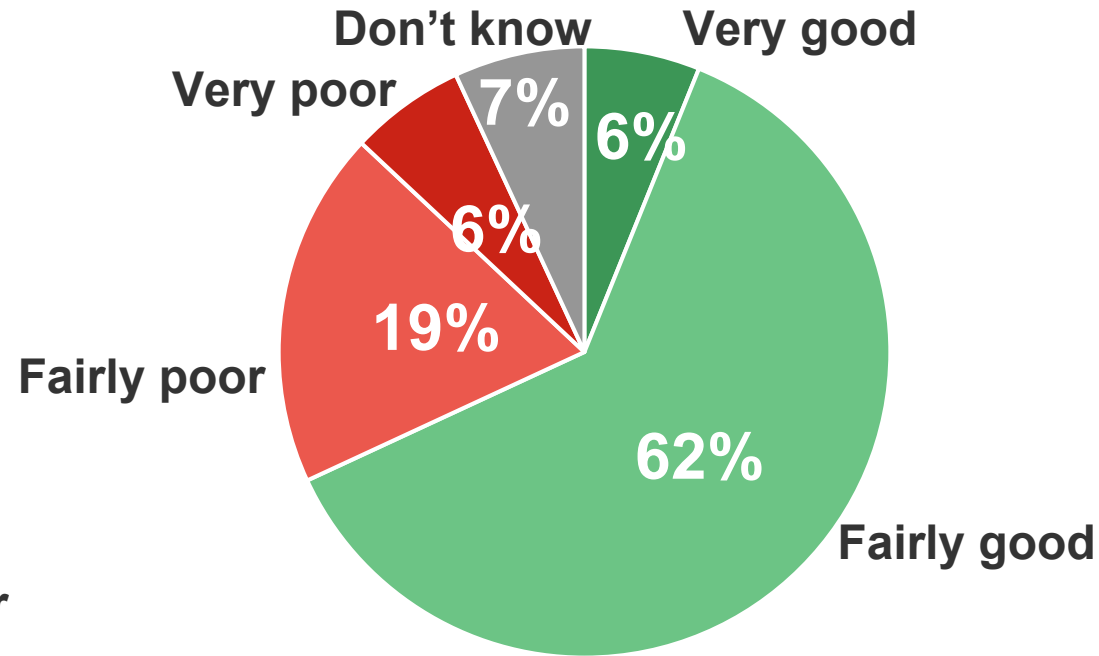
*How would you describe the current state of the British economy?  
And what state do you think the British economy will be in, in 5 years' time?*

## Current state of British economy



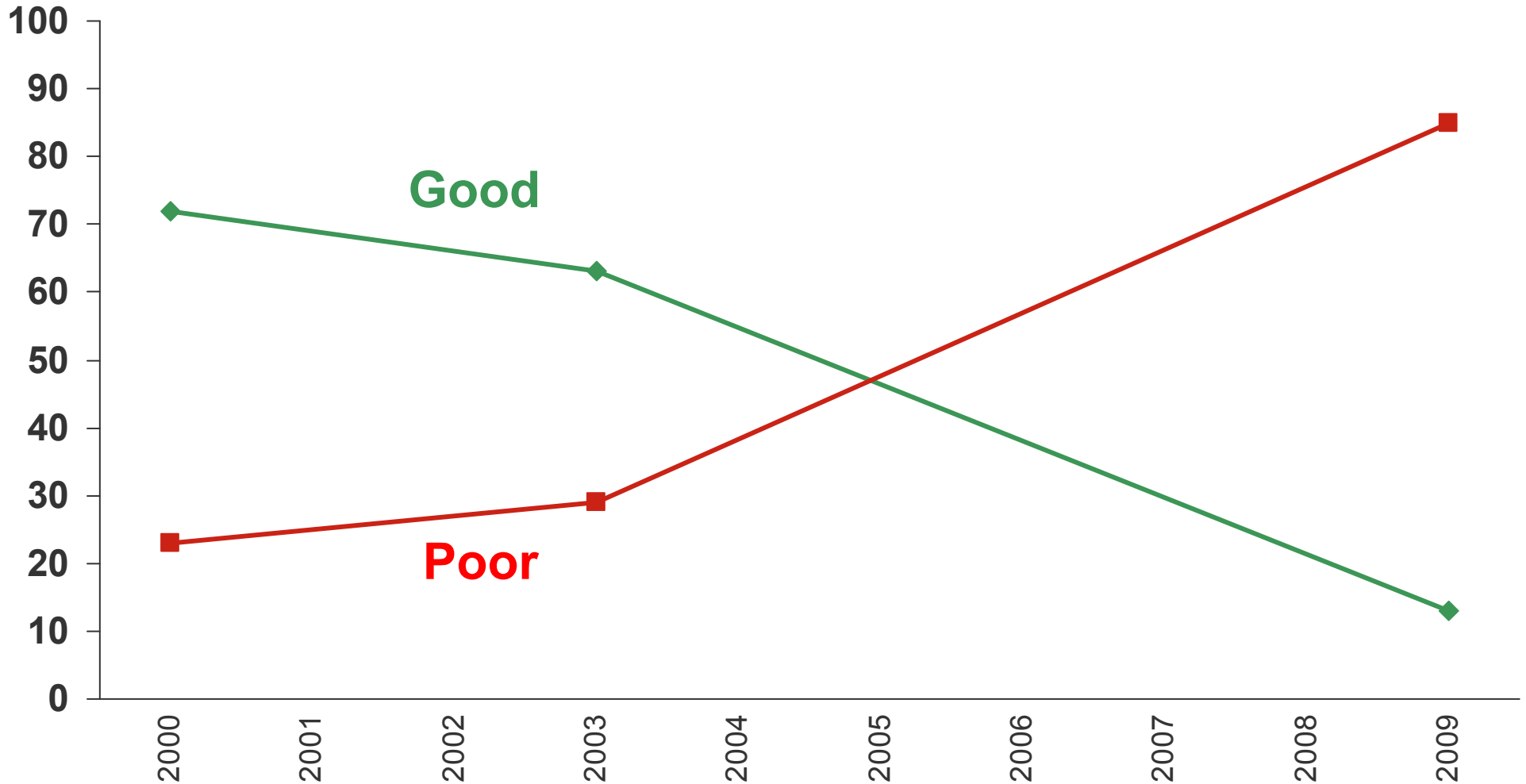
**Total poor = 85%**

## State of British economy in 5 years' time



**Total good = 68%**

# State of the British Economy – trends

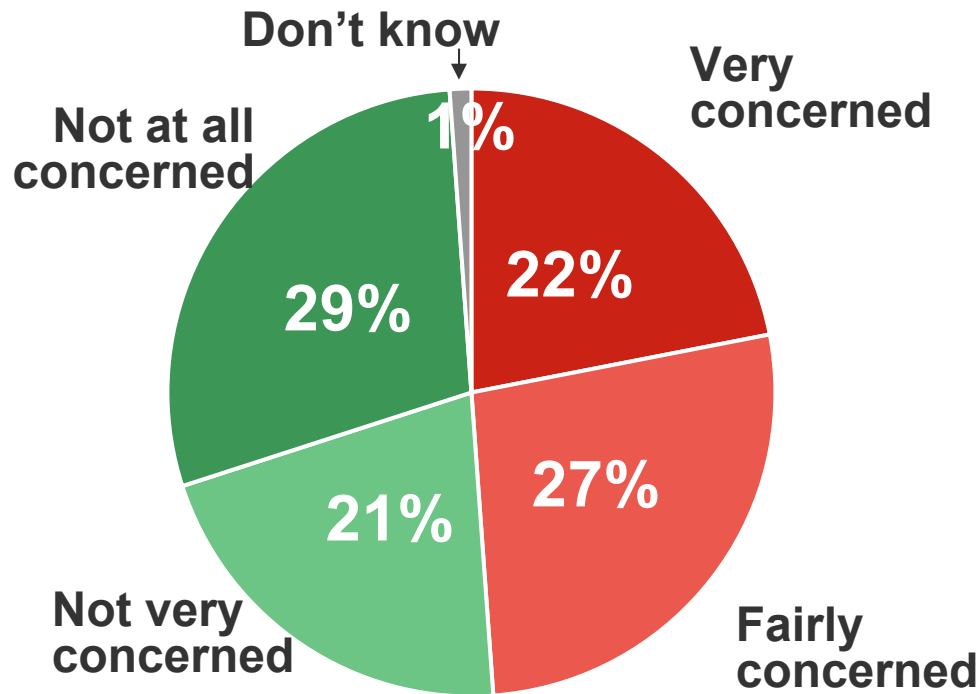


Base: c. 1,000 British adults each month

# Fear of redundancy (amongst full-time workers)

*How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next few months?*

January 2009

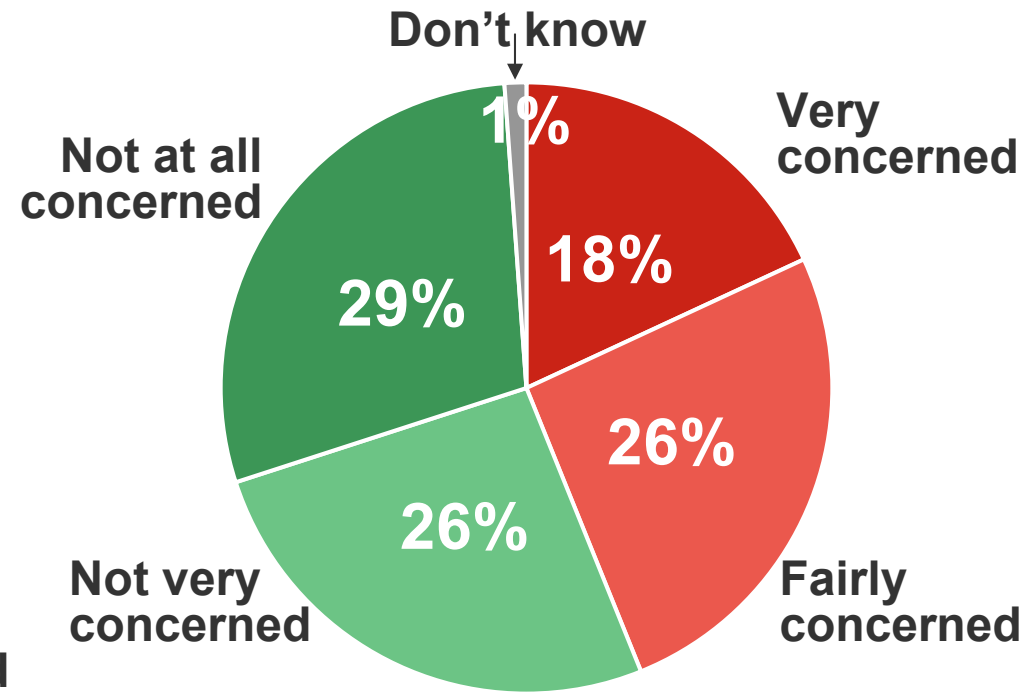


**Total concerned = 49%**

Base: 461 British adults in full-time work, 16th-18th January 2009

Ipsos MORI

April 2009



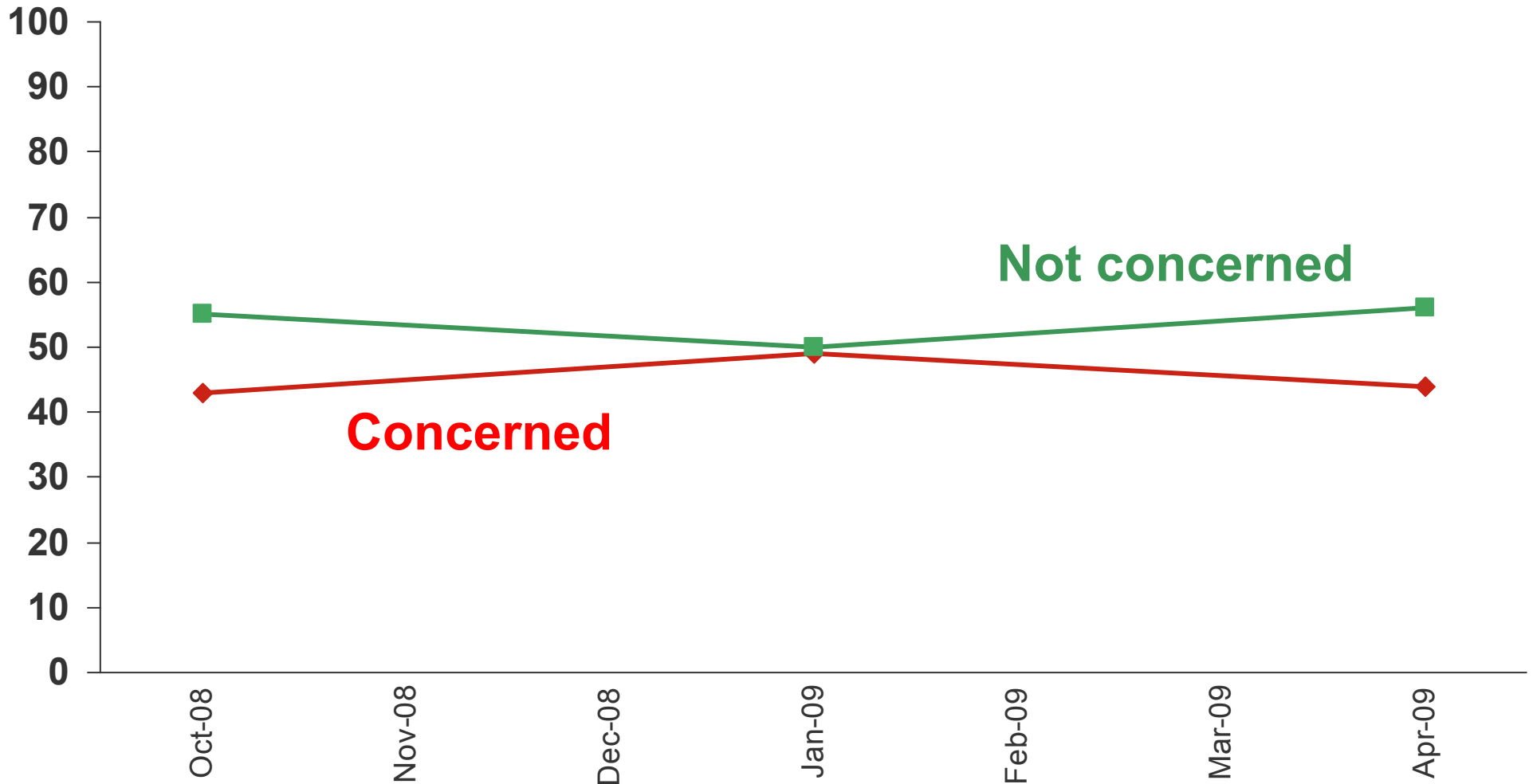
**Total concerned = 44%**

Base: 436 British adults in full-time work, 17<sup>th</sup>-19<sup>th</sup> April 2009

Source: Ipsos MORI Political Monitor

Ipsos

# Fear of redundancy (amongst full-time workers)

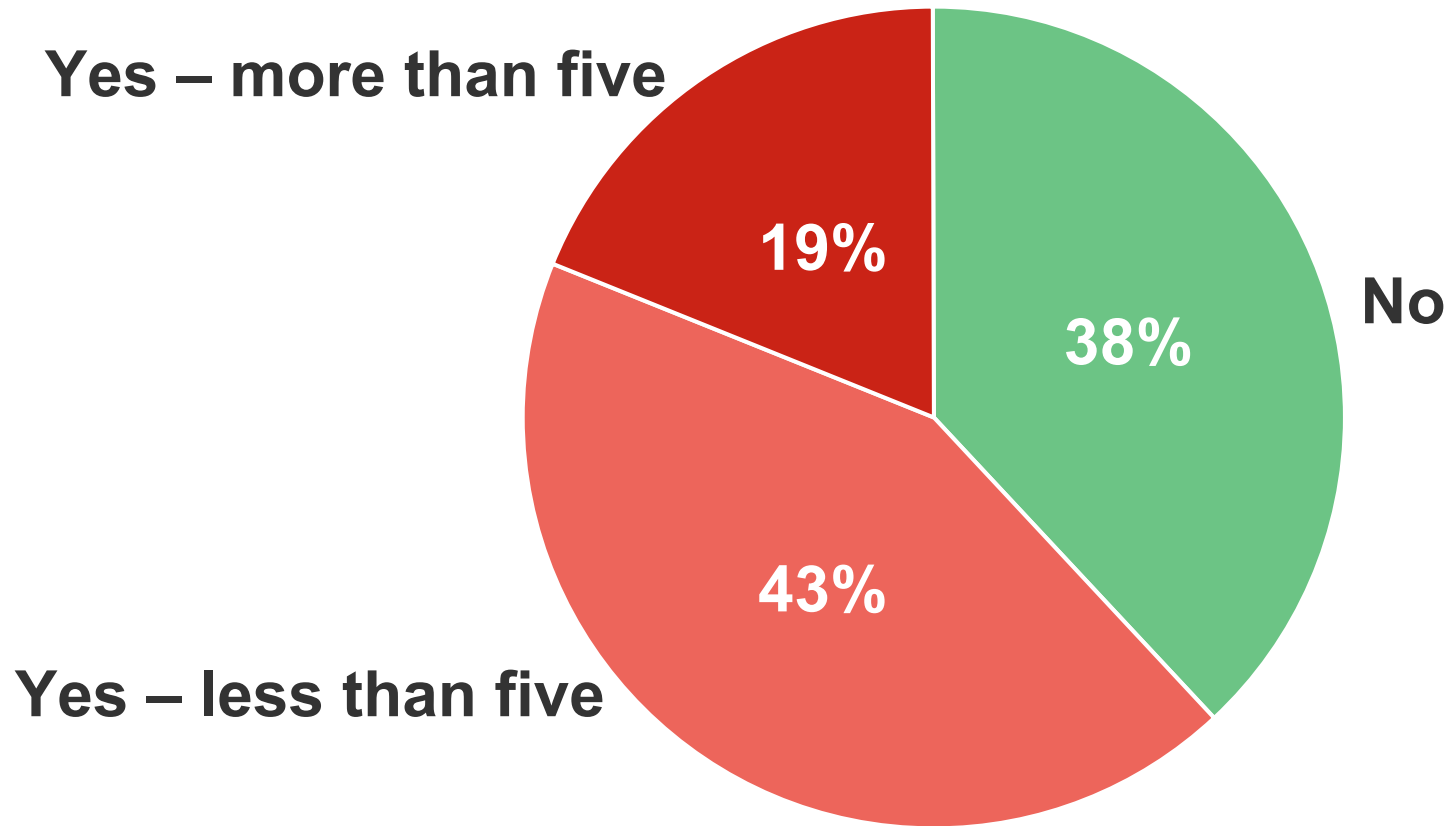


Base: c. 1,000 British adults each month



# Know someone made redundant?

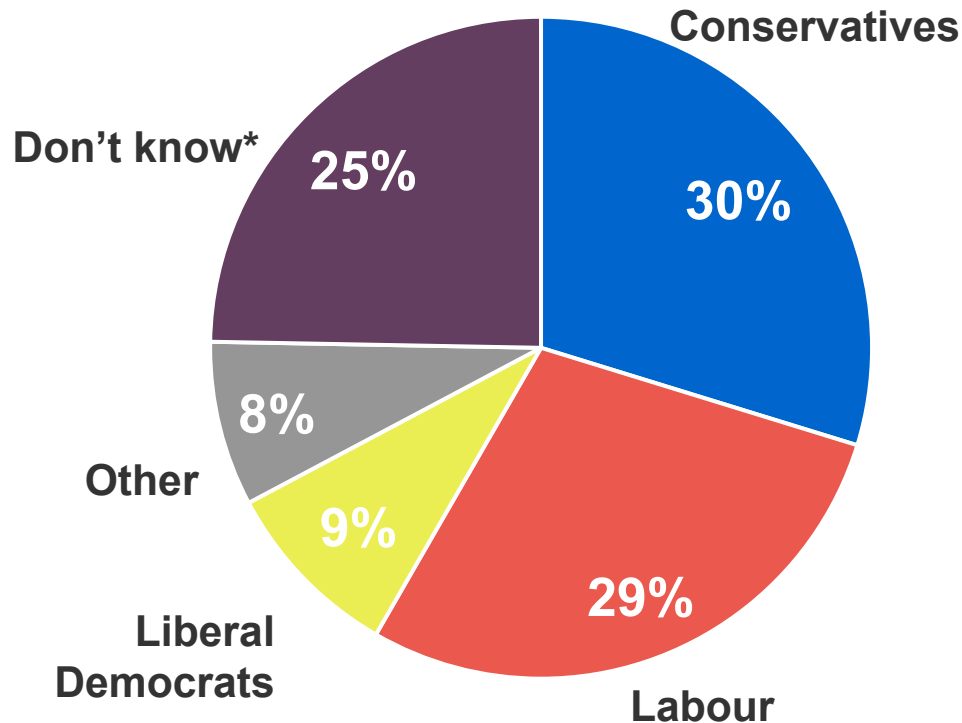
*And do you personally know anyone who has been made redundant in the past six months?*



# Best party on economy

*Which party do you think has the best policies on managing the economy; the Conservatives, Labour, Liberal Democrats or some other party?*

January 2009



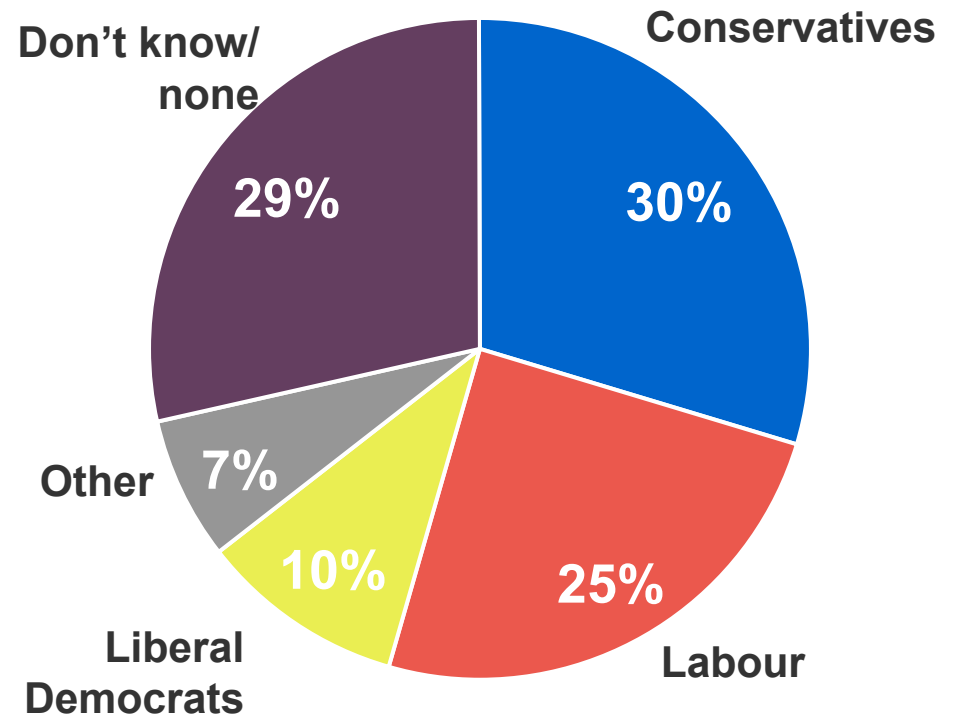
**Conservative lead = +1**

Base: 1,005 British adults 18+, 16<sup>th</sup> -18<sup>th</sup> January 2009

Ipsos MORI

\* 'None' option not given in January 2009

April 2009



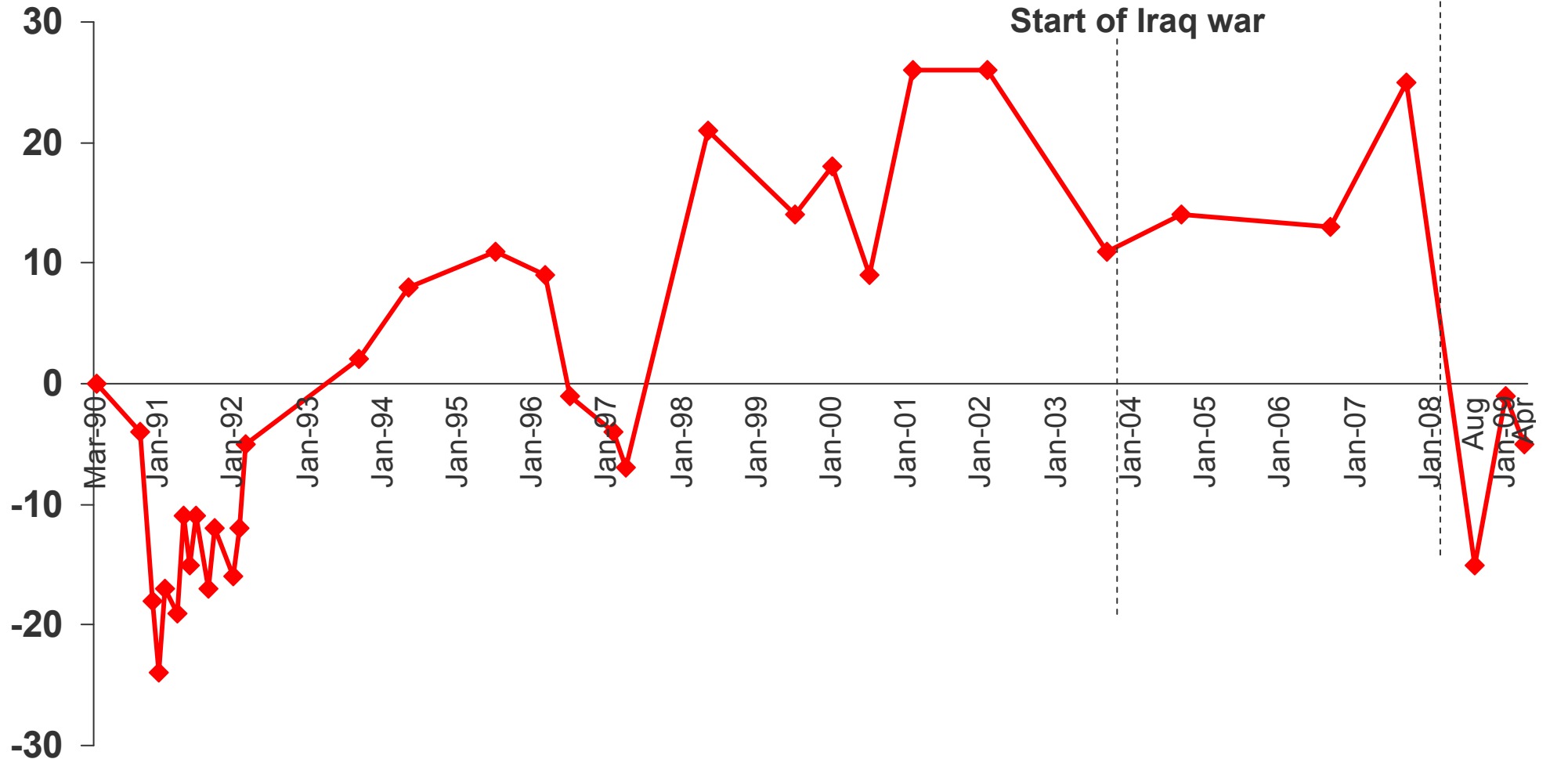
**Conservative lead = +5**

Base: 1,011 British adults 18+, 17-19 April, 2009

Source: Ipsos MORI Political Monitor 

# Best Party on Managing the Economy

Lab lead  
(Lab share minus Con share)



Base: c. 1,000 British adults each month

Ipsos MORI

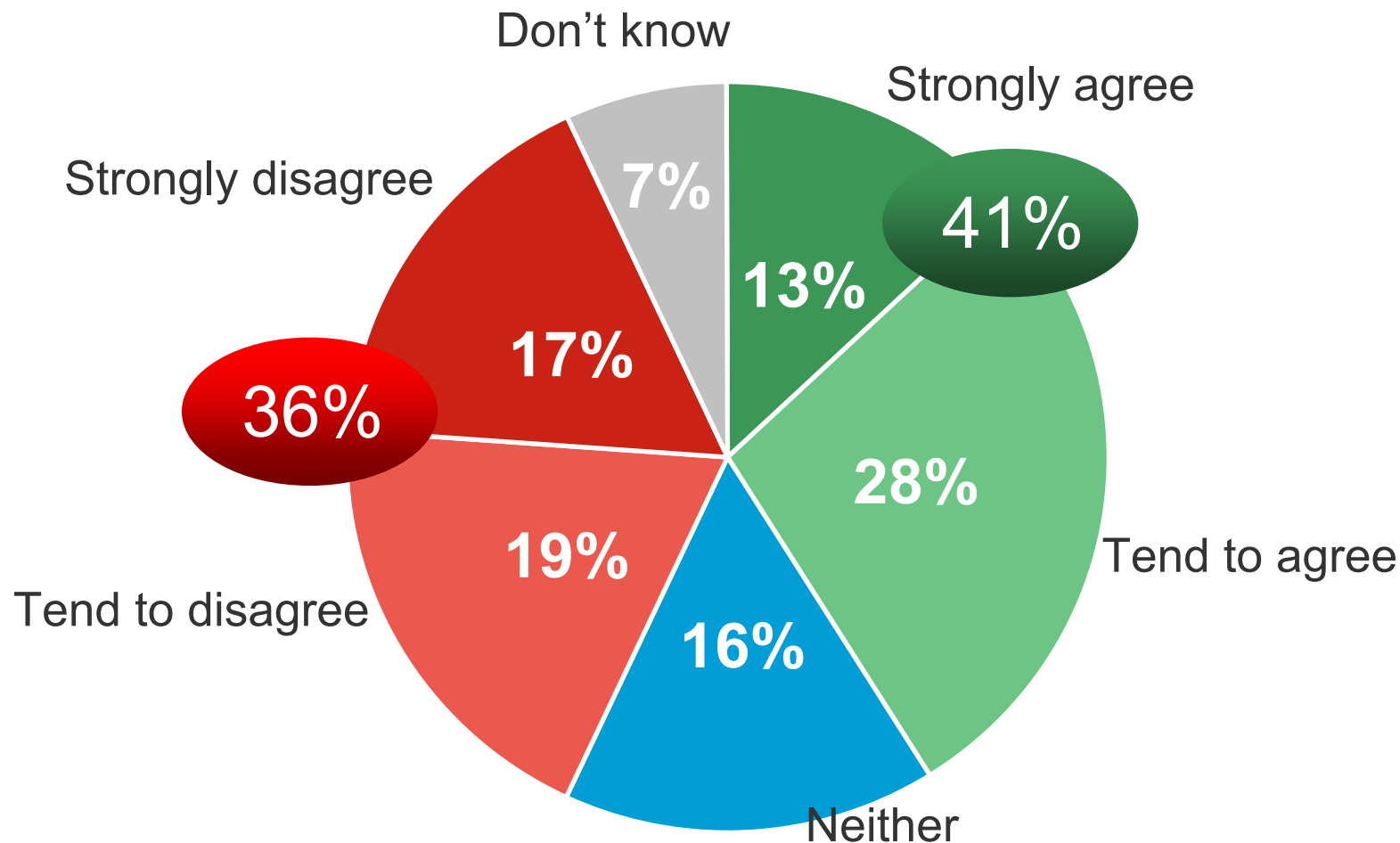
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Conservatives ready to govern?

*To what extent do you agree or disagree that the Conservatives are ready to form the next Government?*



Base: 1,011 British adults 18+, 17<sup>th</sup>-19<sup>th</sup> April 2009

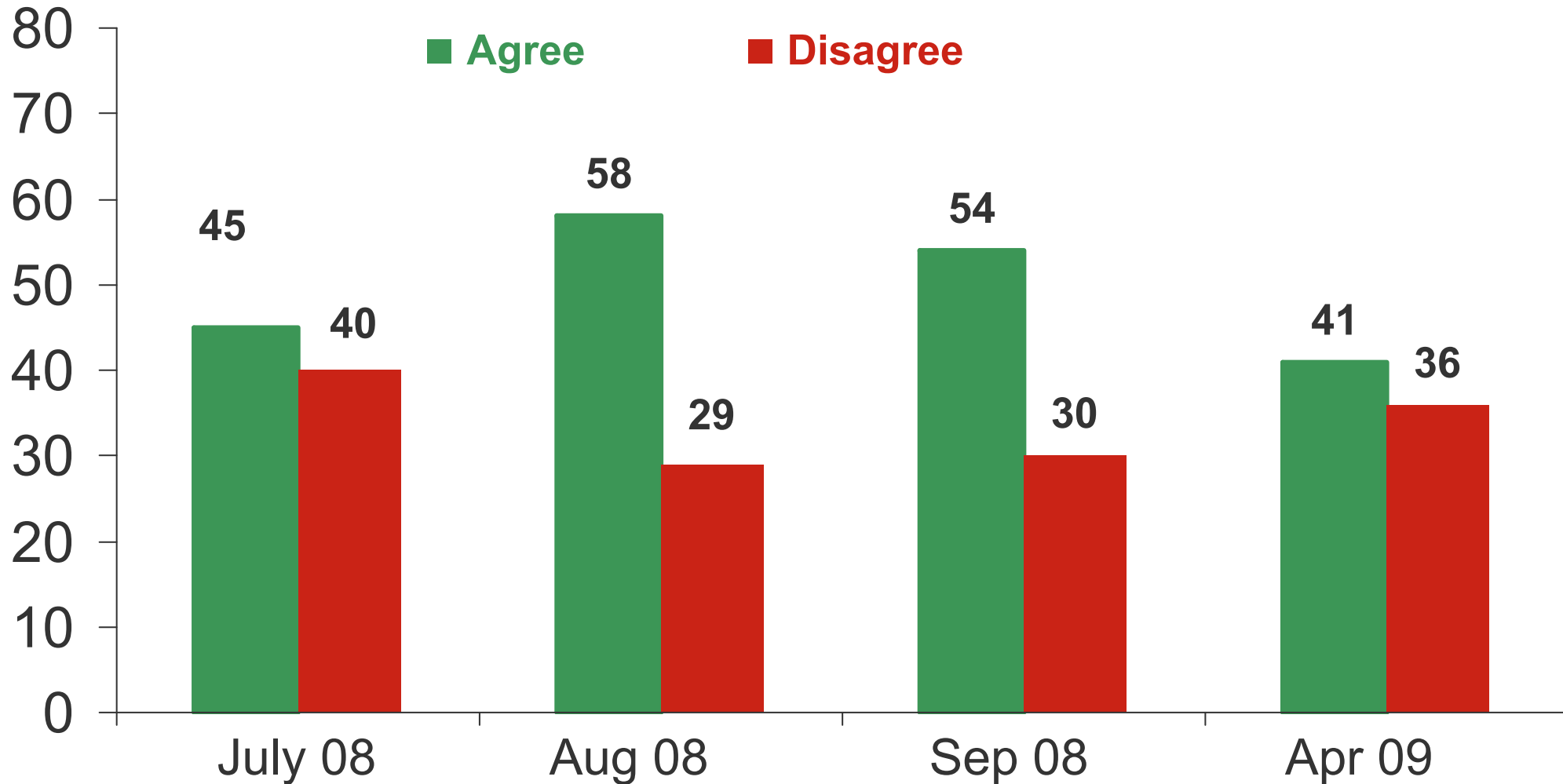
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Conservatives ready to govern?

*To what extent do you agree or disagree that the Conservatives are ready to form the next Government?*



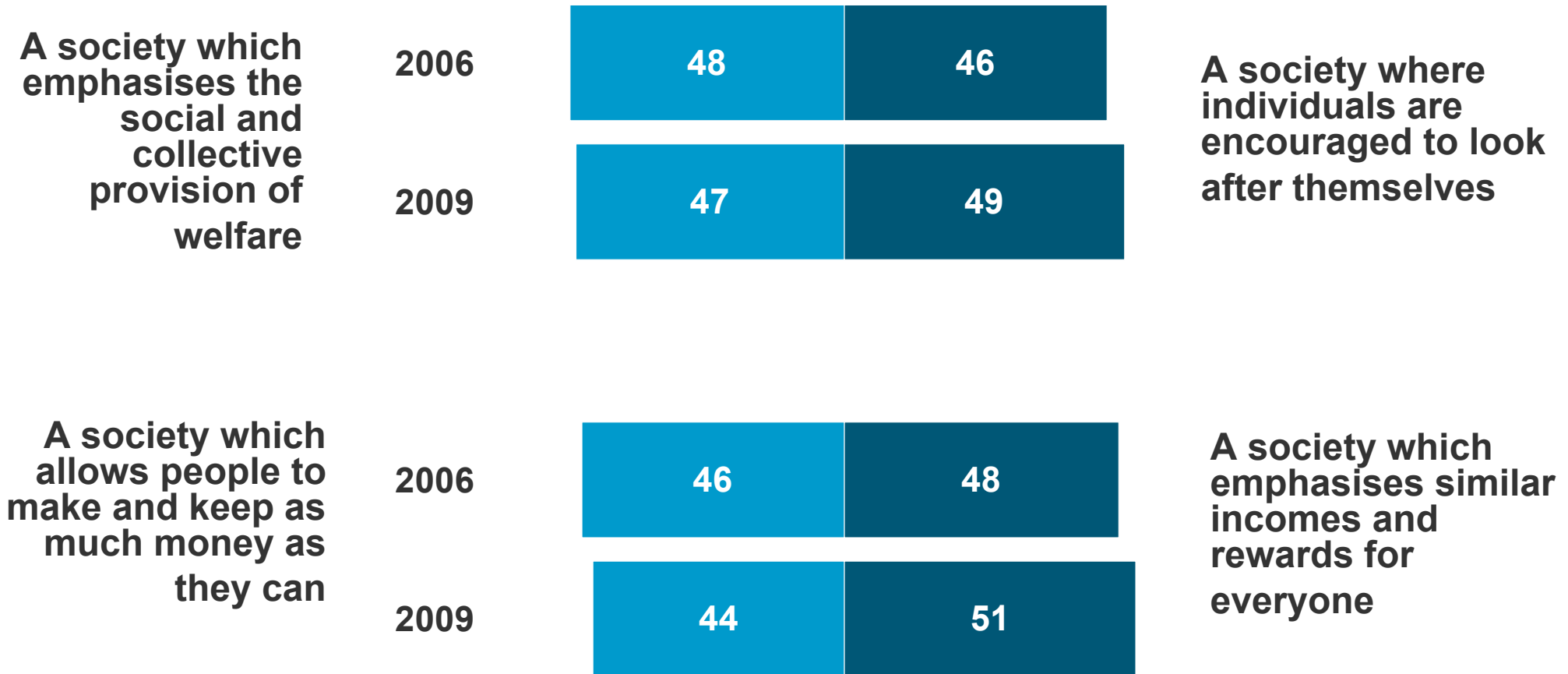
Base: c. 1,000 British adults each month  
Ipsos MORI

Source: Ipsos MORI Political Monitor



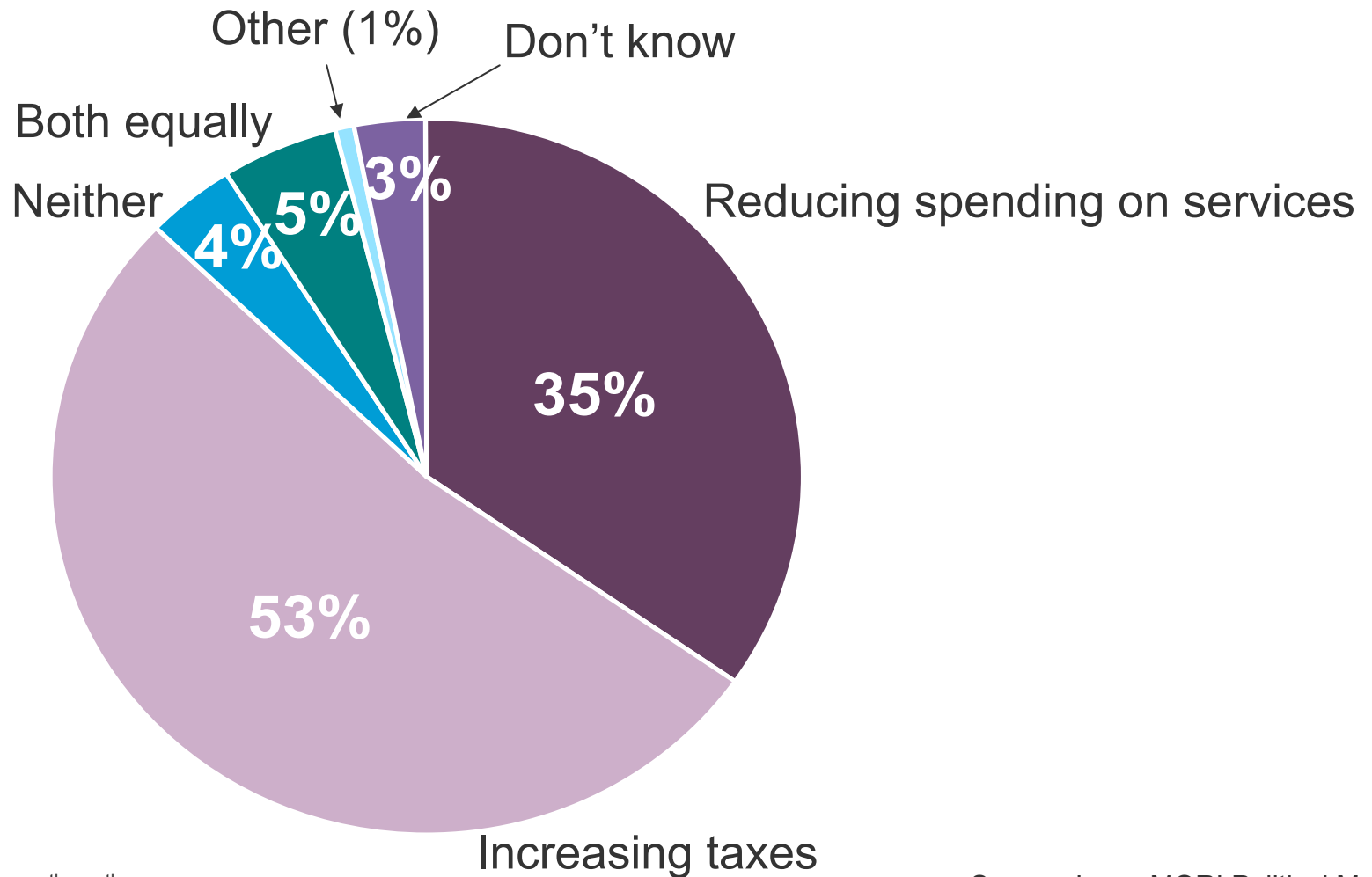
# Society

*People have different views about the ideal society. For each of these statements, please tell me which one comes closest to your ideal.*



# How should government reduce its debts?

*If a future Government had to reduce its debts, there are likely to be two main choices, either increasing taxes, or making cuts to public services. In your view, should they concentrate more on reducing spending on public services or on increasing taxes?*



Base: 1,011 British adults 18+, 17<sup>th</sup>-19<sup>th</sup> April 2009

Questions, comments,  
queries:

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[Julia.Clark@ipsos.com](mailto:Julia.Clark@ipsos.com)

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**Ipsos MORI**