



# ***Political Monitor Trends for Reuters***

April 2011

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**Ipsos MORI**

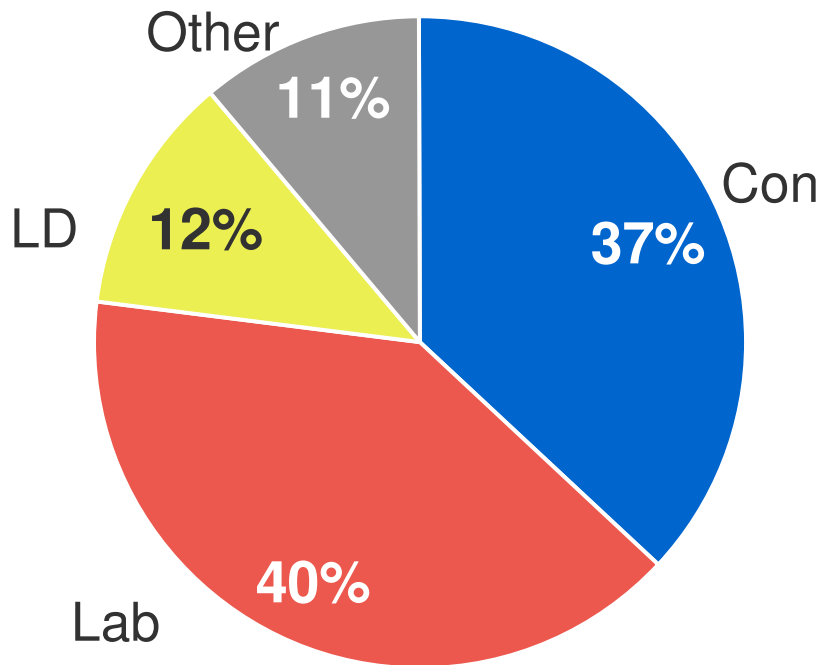


# ***Voting Intentions***

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

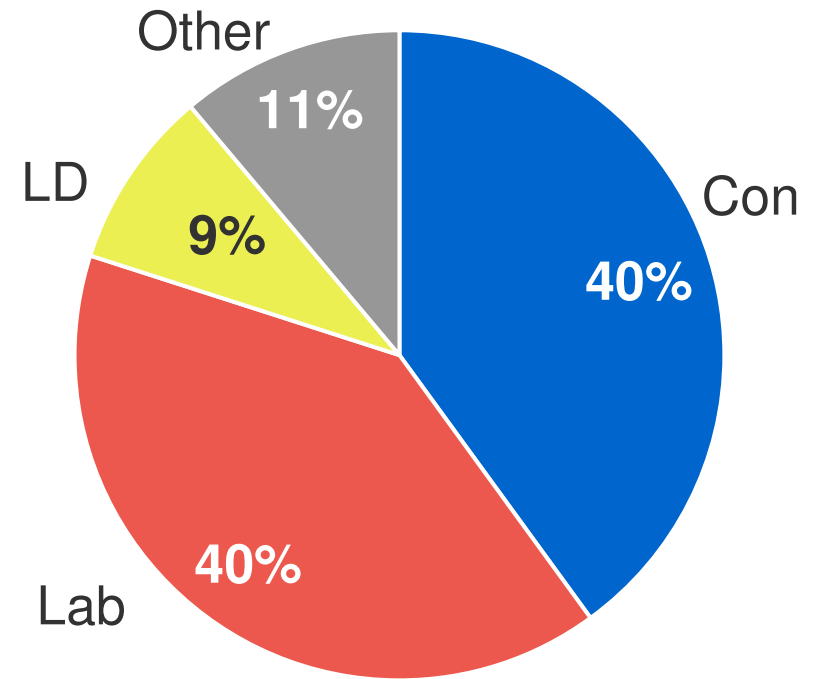
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 79%



Conservative lead = -3

All certain to vote: 55%

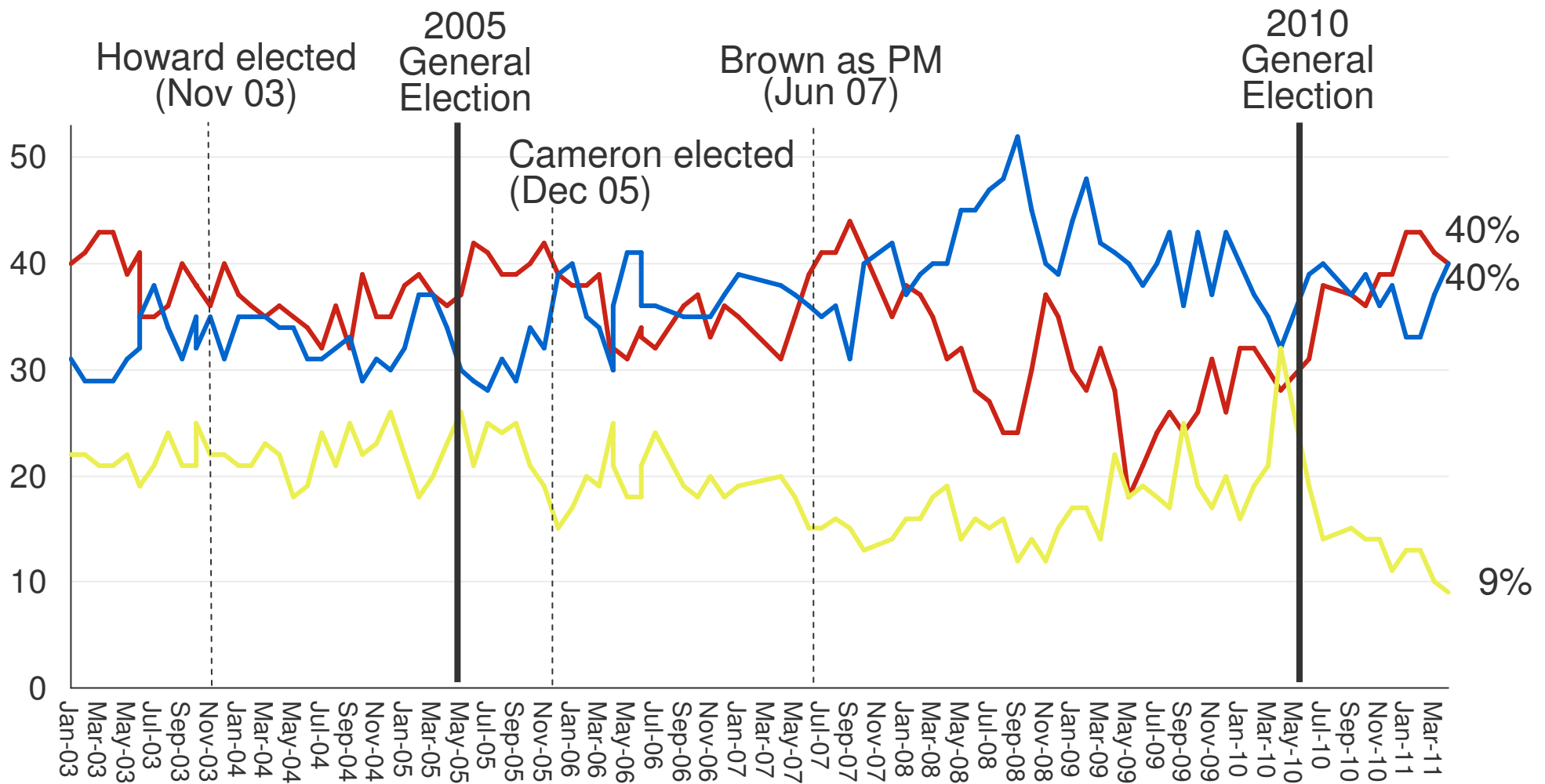


Conservative lead = 0

Base: All giving a voting intention = 784 unweighted, All certain to vote = 576 unweighted; data collected among 1,000 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011

# Voting Intentions January 03 – April 11 (all certain to vote)

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



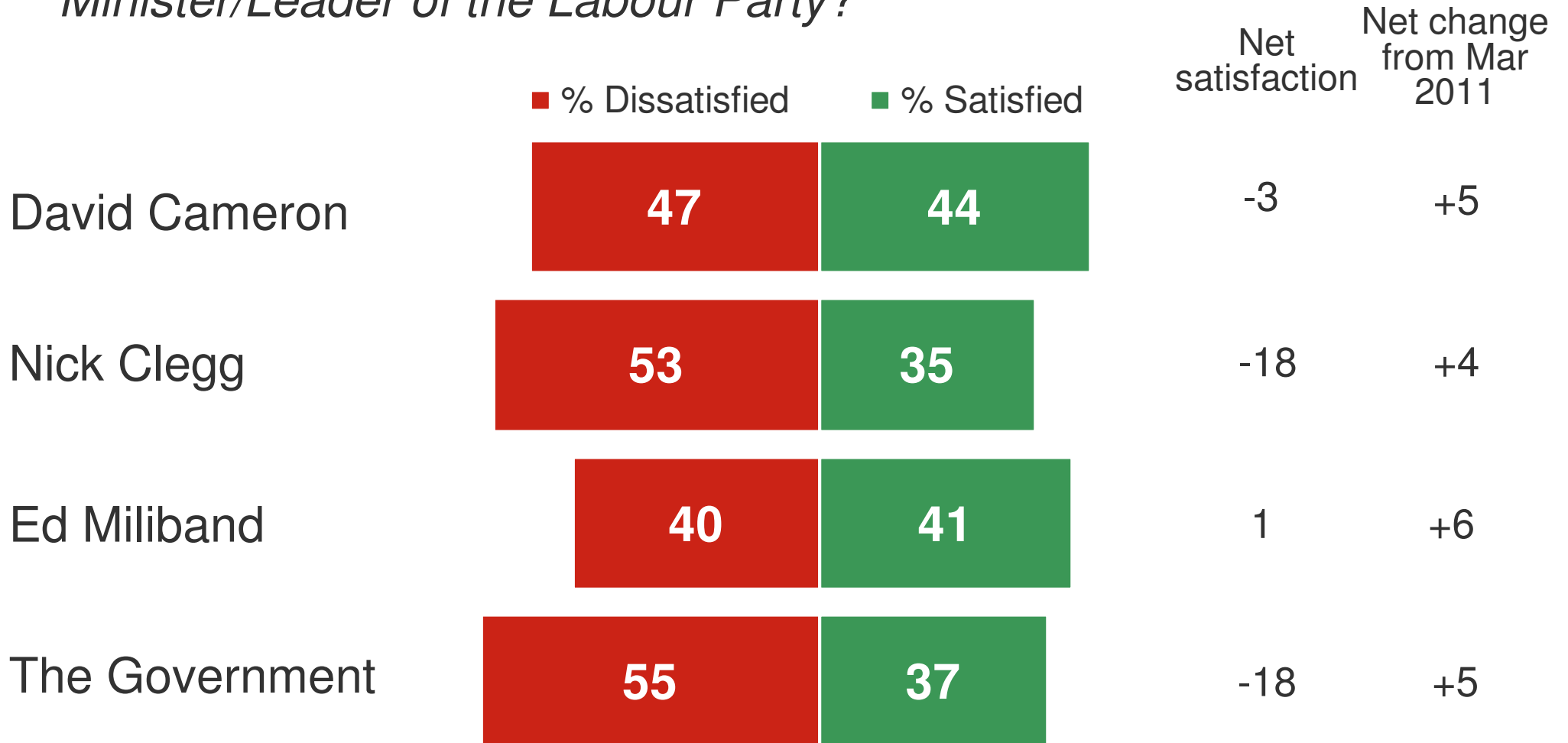
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor  
Ipsos MORI



# ***Satisfaction with the Coalition and Party Leaders***

# Satisfaction with leaders and the Government

*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?*



Base: 1,000 British adults 18+, 15th - 17th April 2011

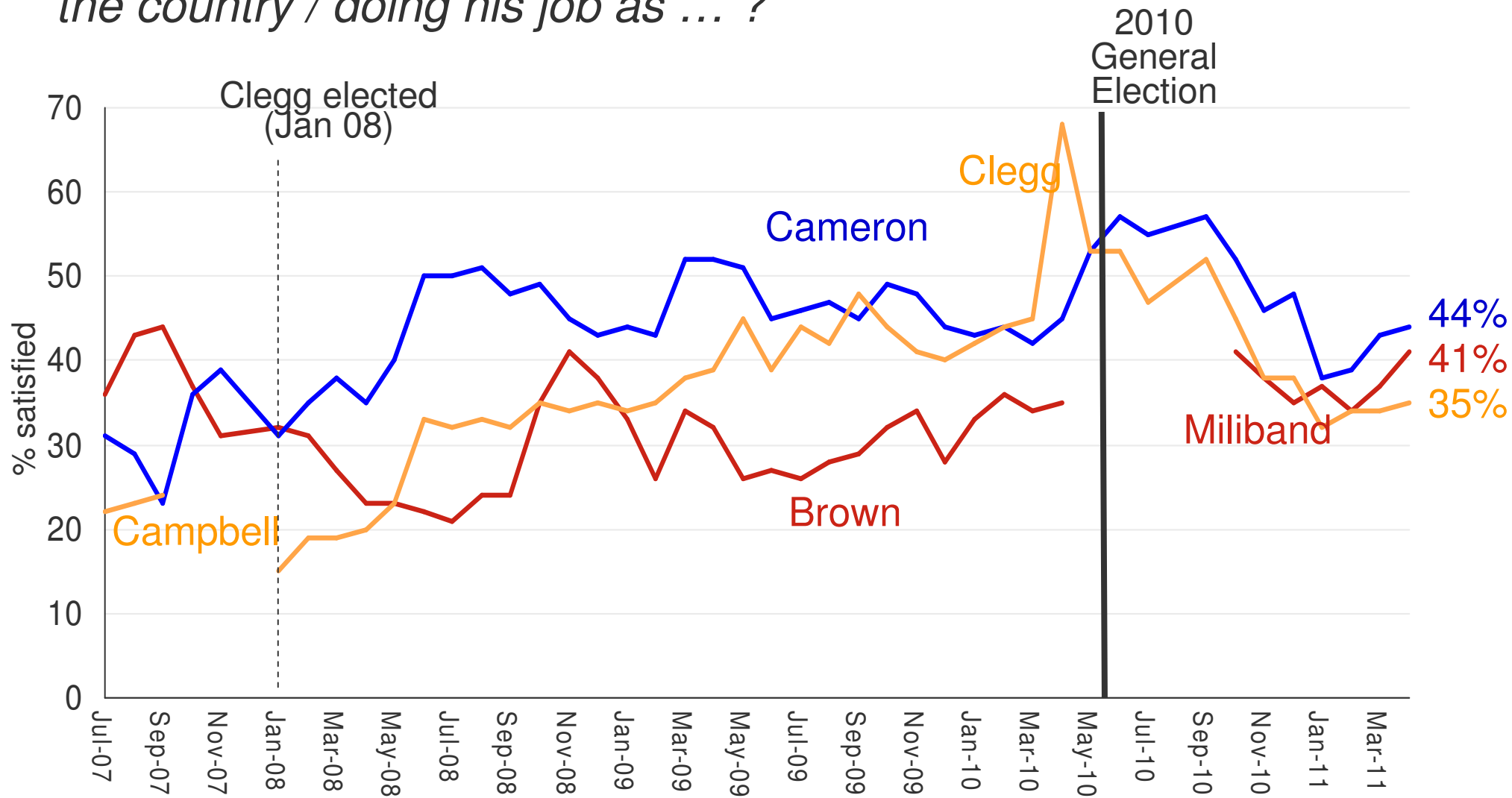
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



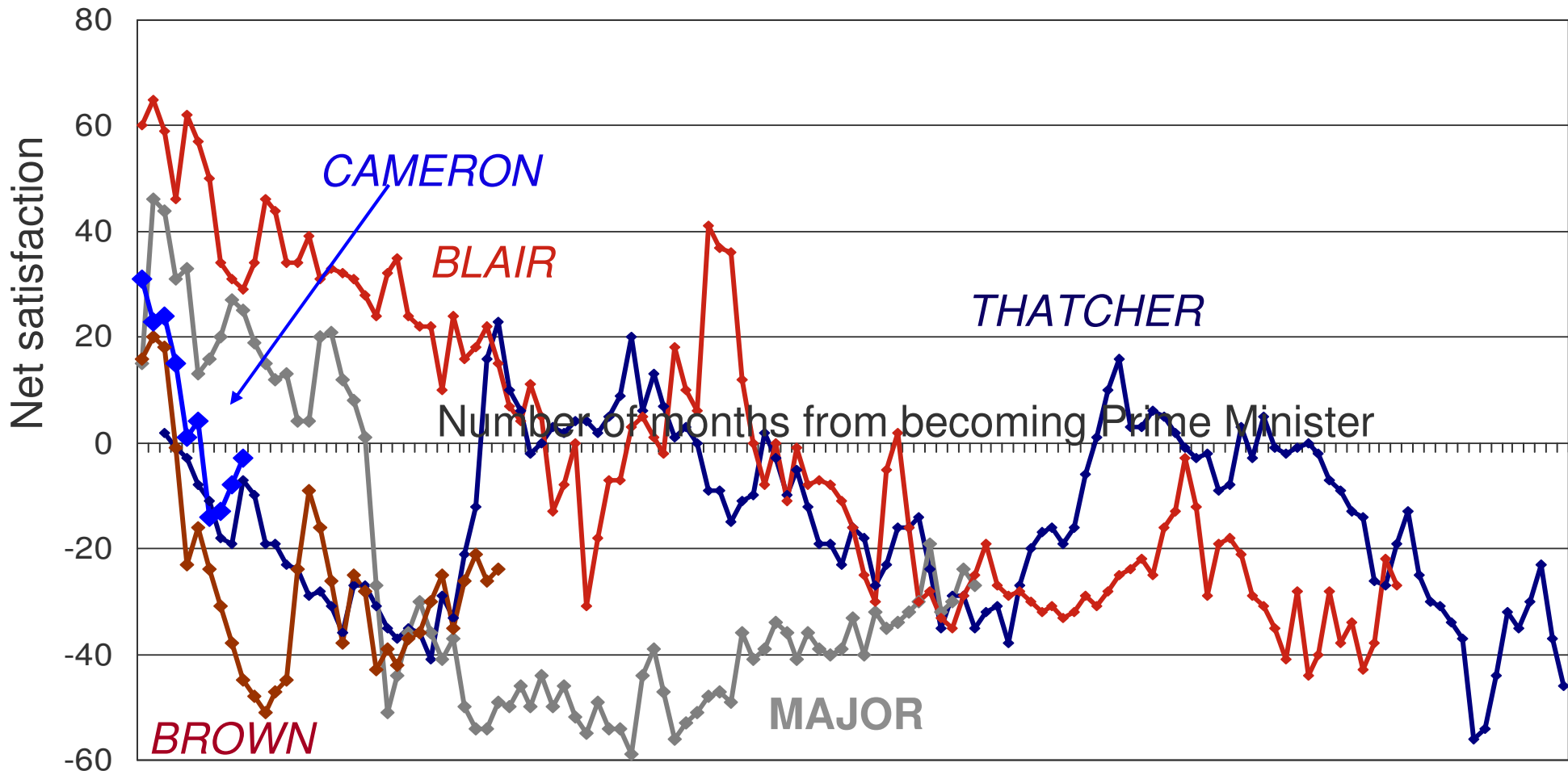
# Satisfaction with Party leaders July-07 – April-11

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



# Net satisfaction with Prime Ministers

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: Reuters/Ipsos MORI Political Monitor

Ipsos MORI

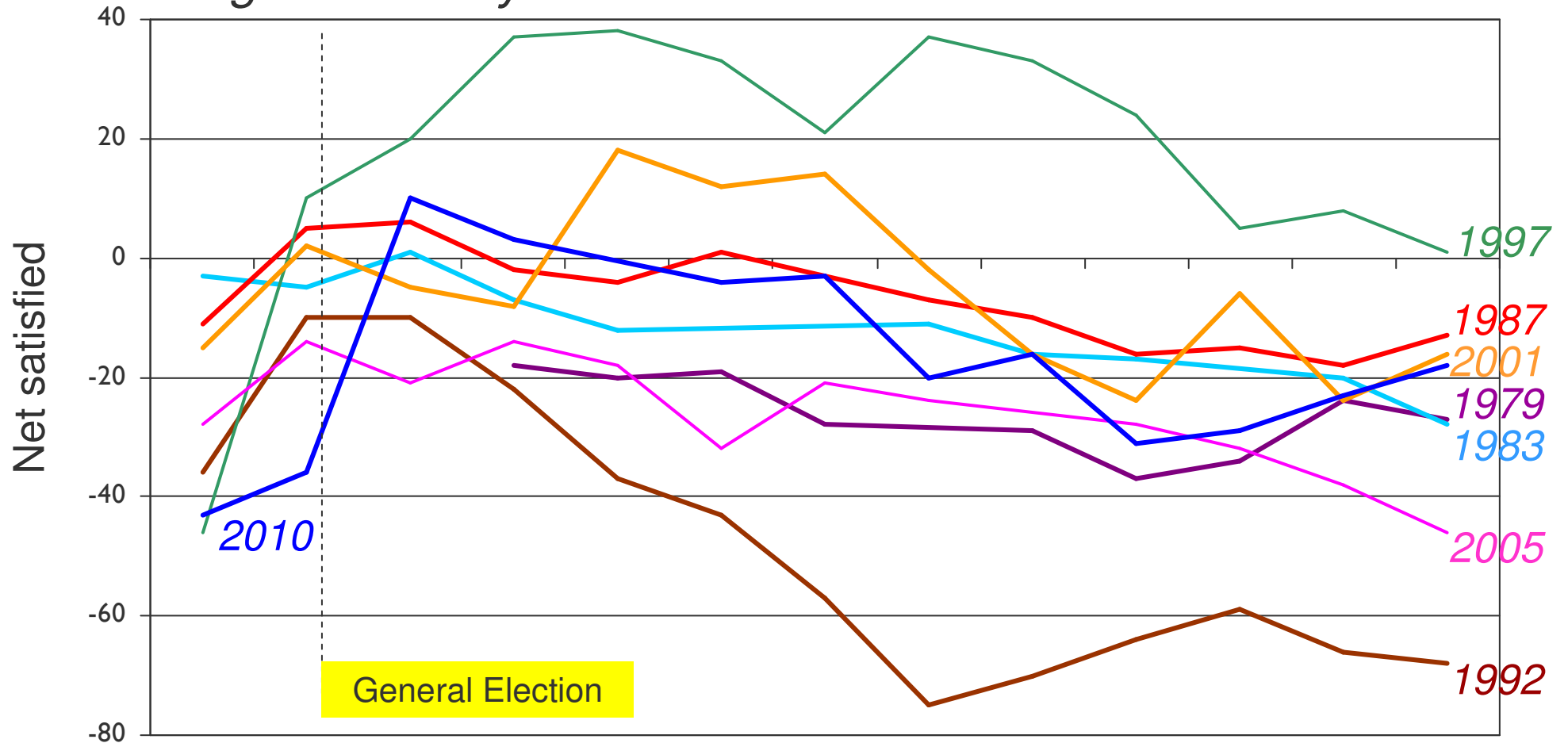
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Net satisfaction with Governments over first year (1979– 2011)

*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

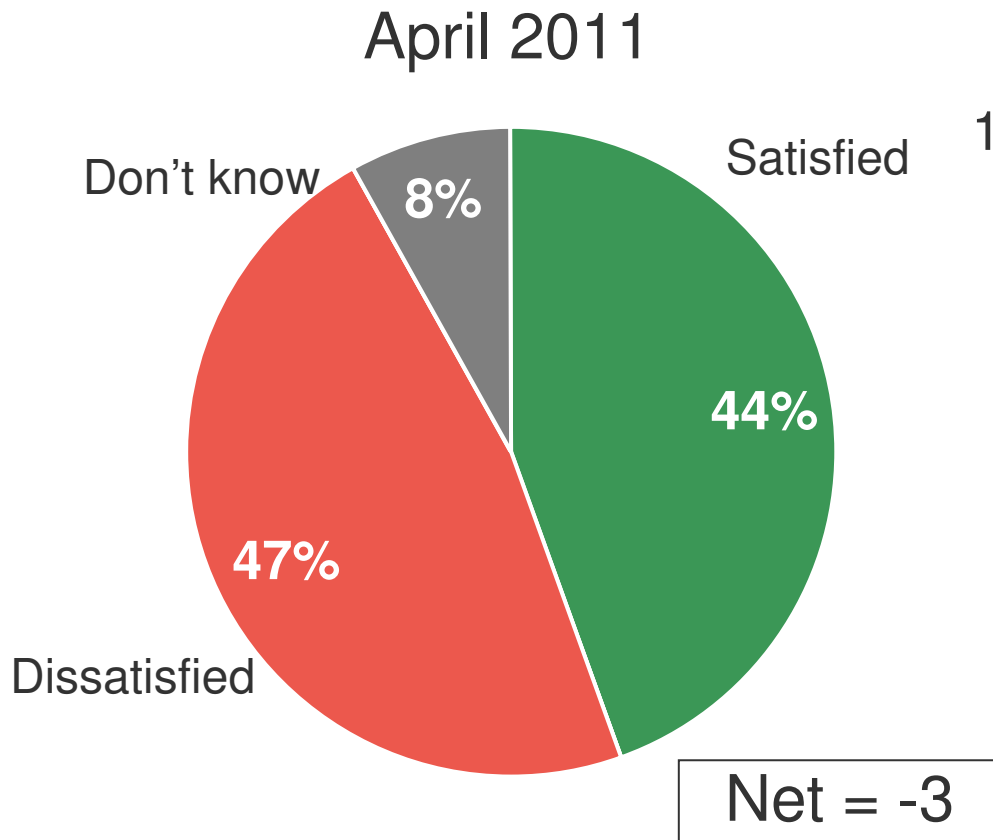
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

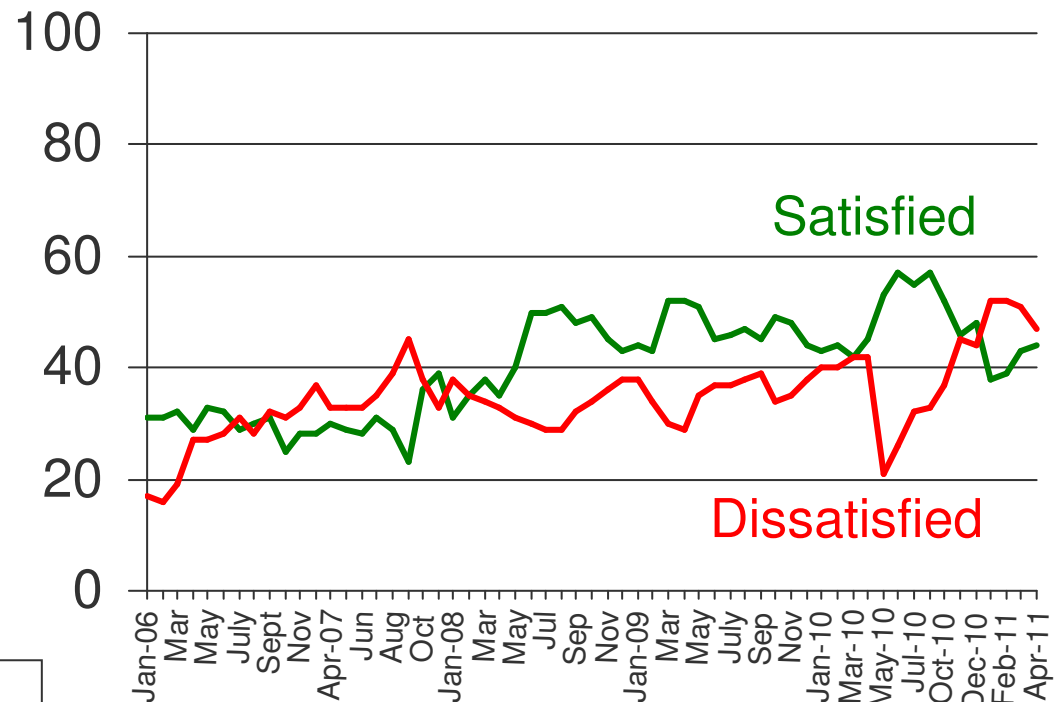


# David Cameron (satisfaction)

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



January 2006 – April 2011



Base: 1,000 British adults 18+, 15th - 17th April 2011

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: Reuters/Ipsos MORI Political Monitor

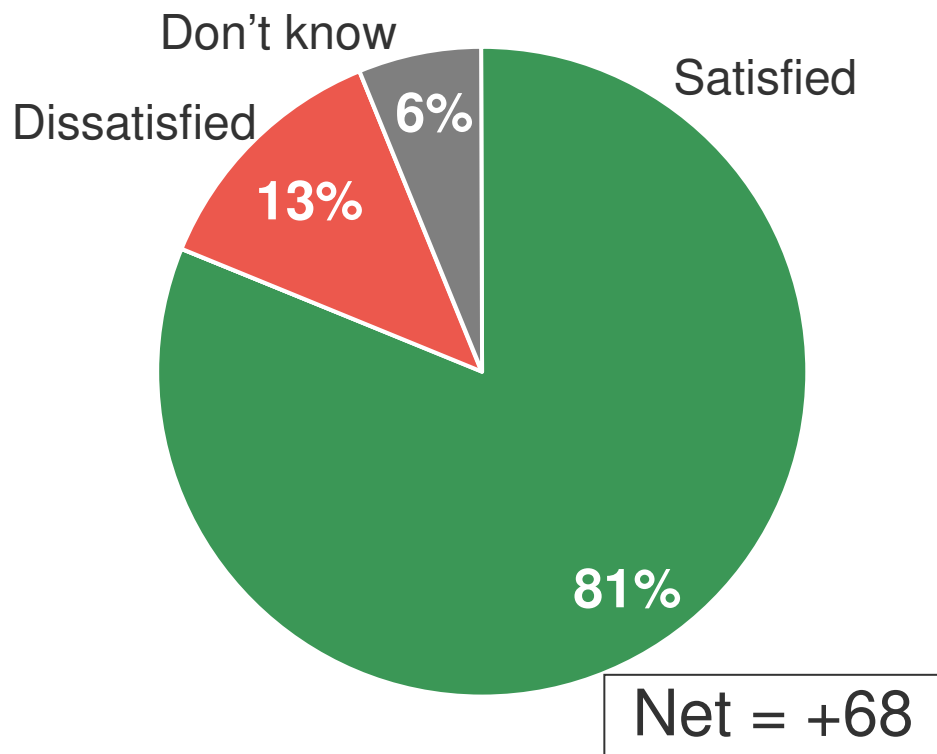


# David Cameron

## (satisfaction among Tory supporters)

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

April 2011



January 2006 – April 2011



Base: 280 Conservative supporters 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011

Ipsos MORI

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

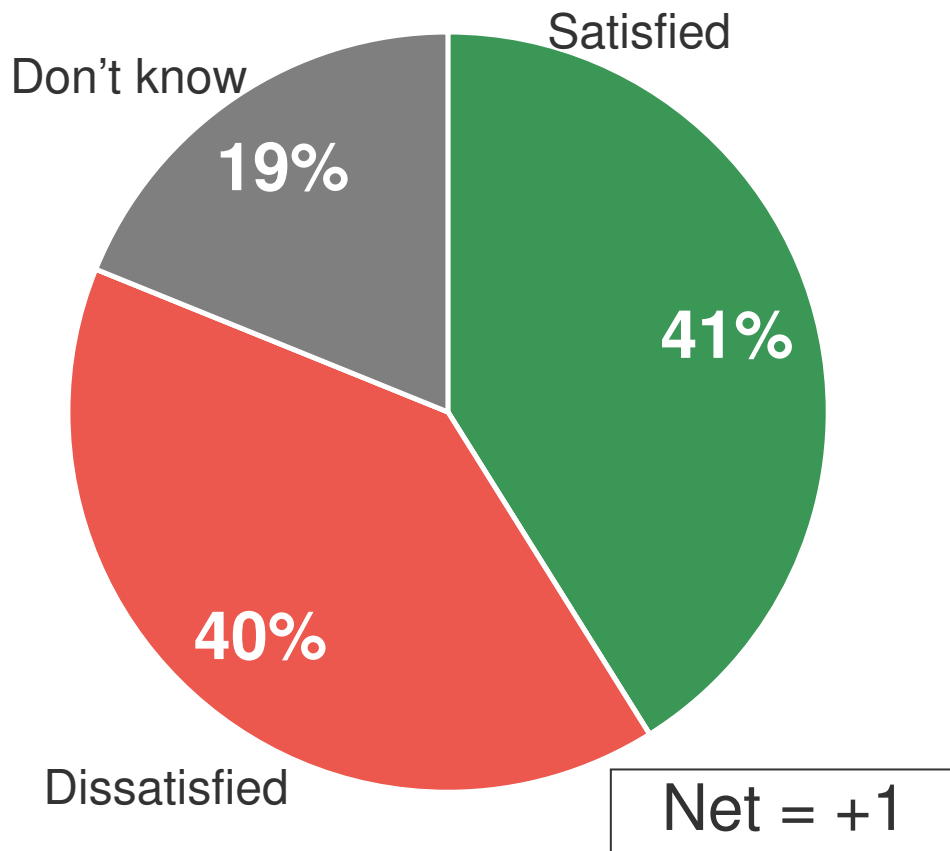
Source: Reuters/Ipsos MORI Political Monitor



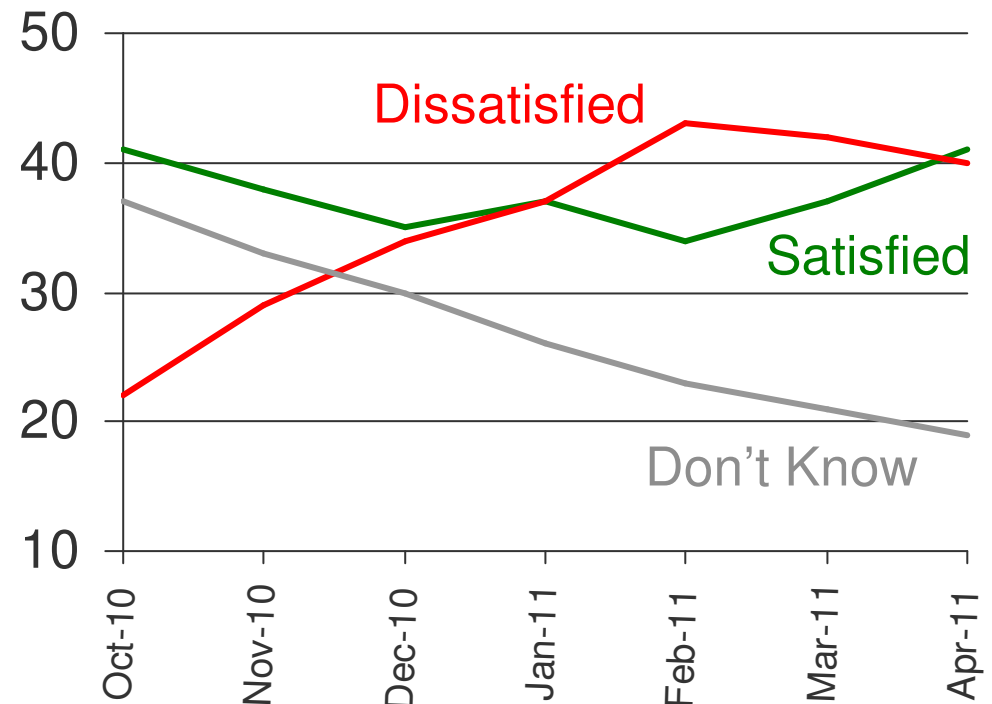
# Ed Miliband (satisfaction)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?

April 2011



October 2010 – April 2011



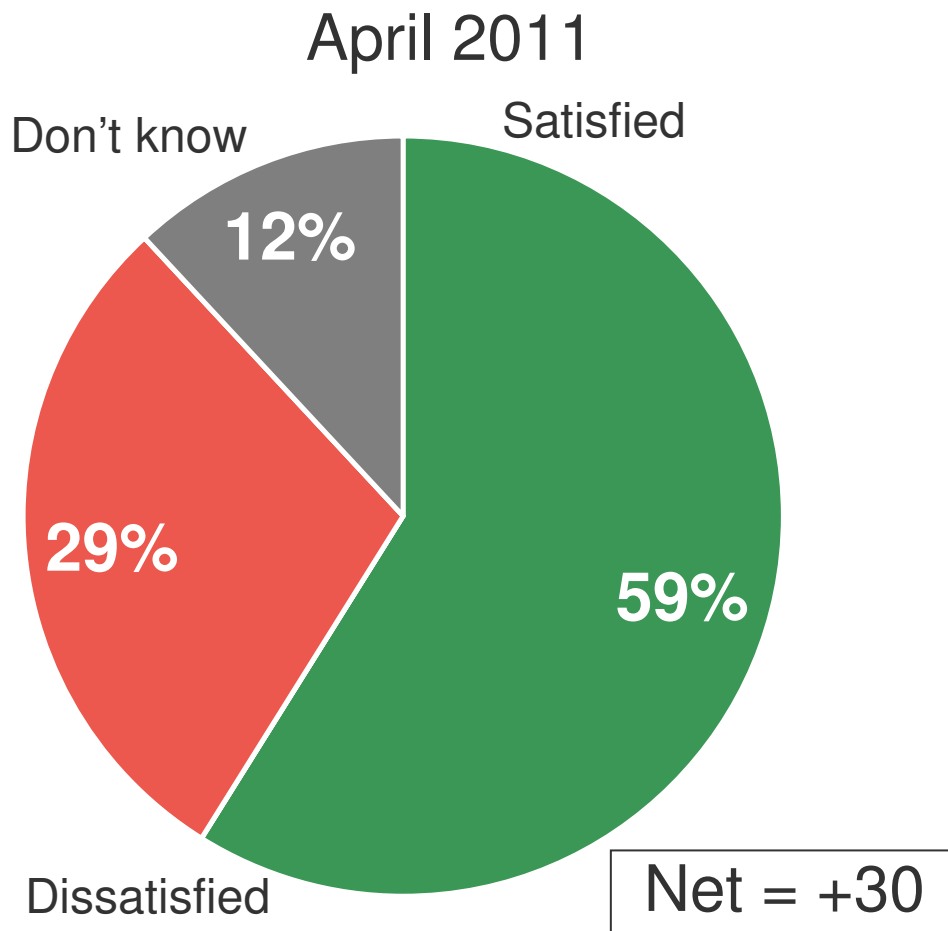
Base: 1,000 British adults 18+, 15th - 17th April 2011  
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

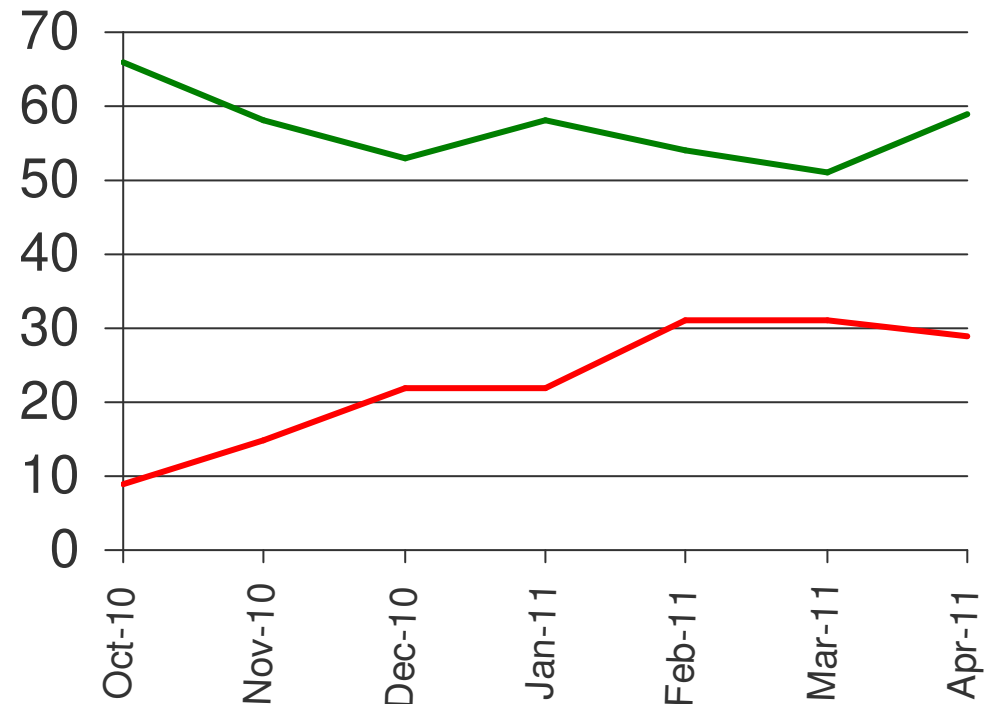


# Ed Miliband (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



October 2010 – April 2011



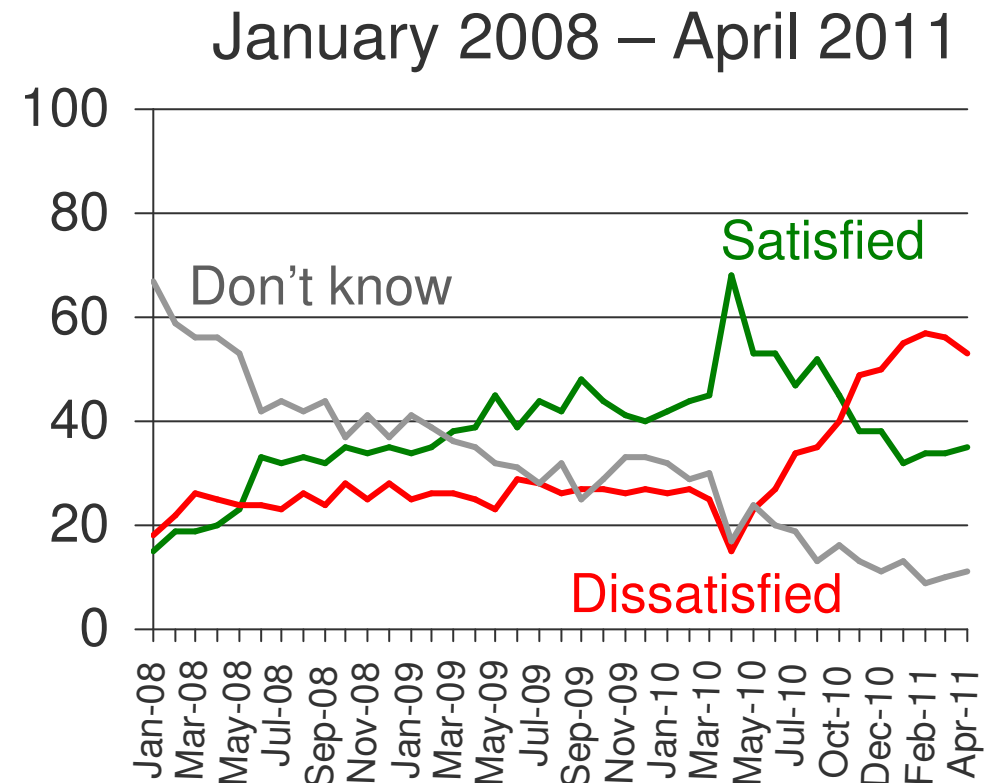
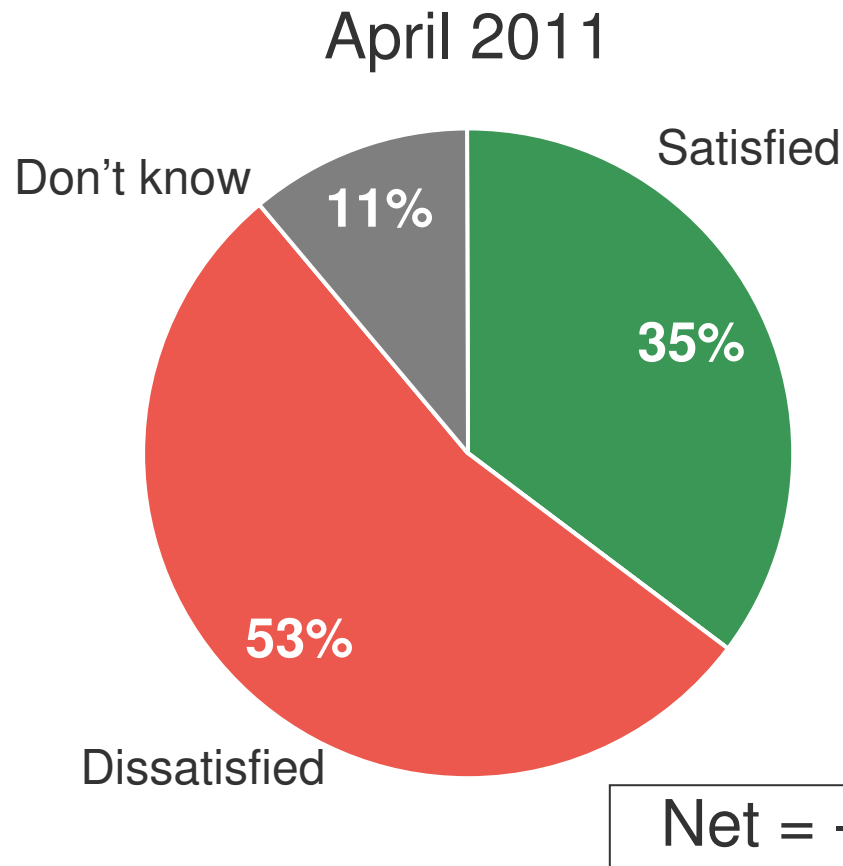
Base: 311 Labour supporters 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011  
Ipsos MORI

Source: Reuters/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/ as Deputy Prime Minister?



Base: 1,000 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011

Ipsos MORI

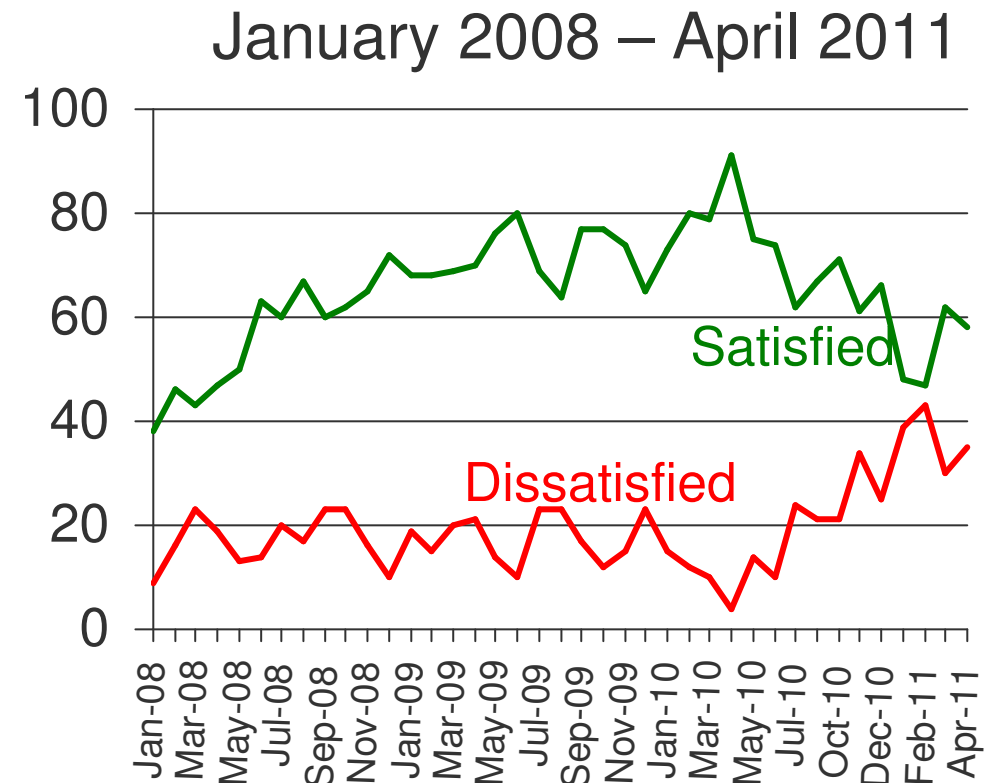
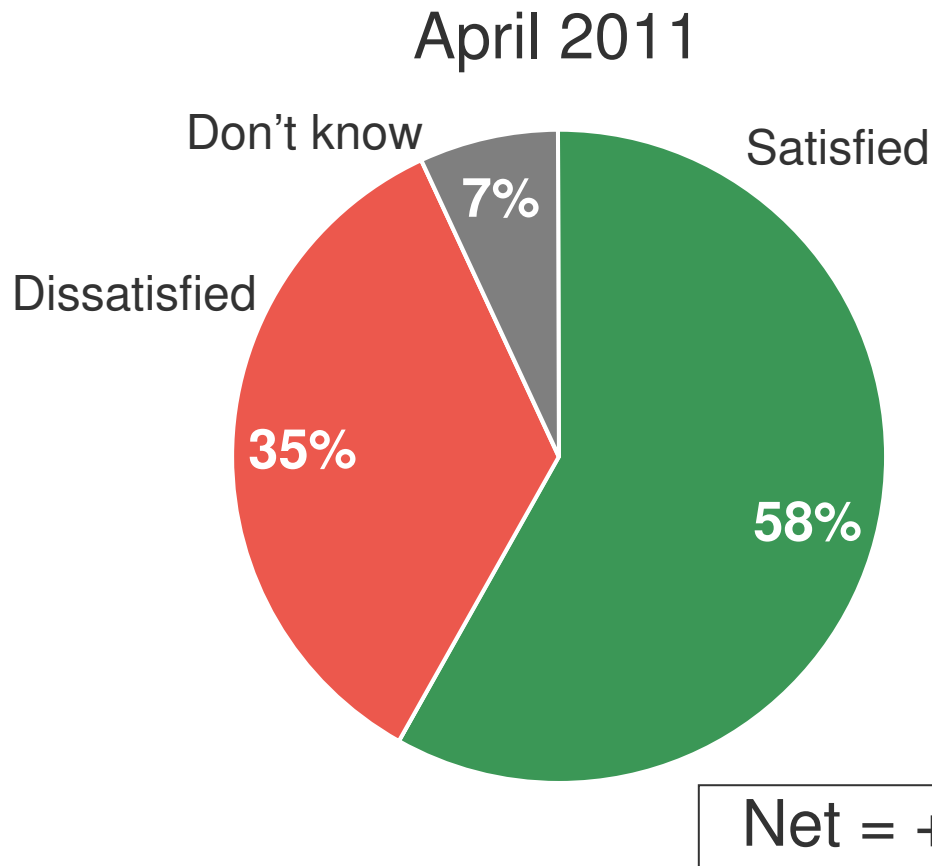
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



# Nick Clegg (satisfaction among Lib Dem supporters)

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



Base: 96 Liberal Democrat supporters 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011

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: Reuters/Ipsos MORI Political Monitor

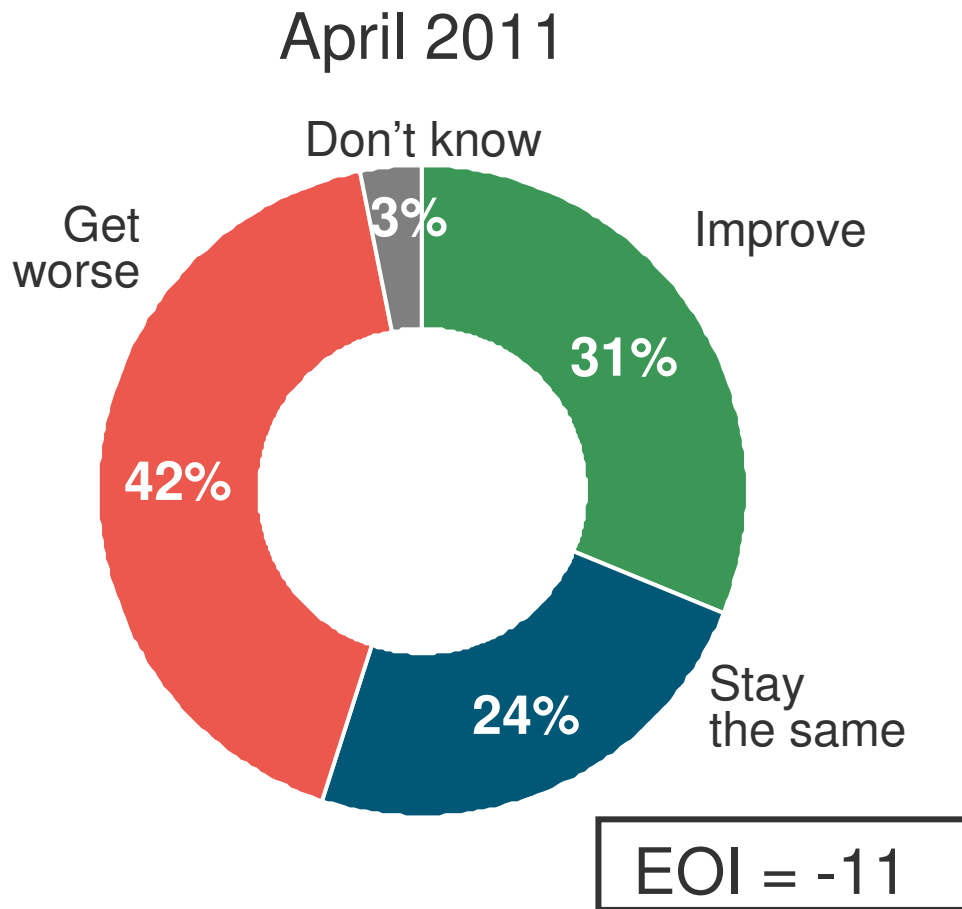


# ***The economy***



# 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 2011

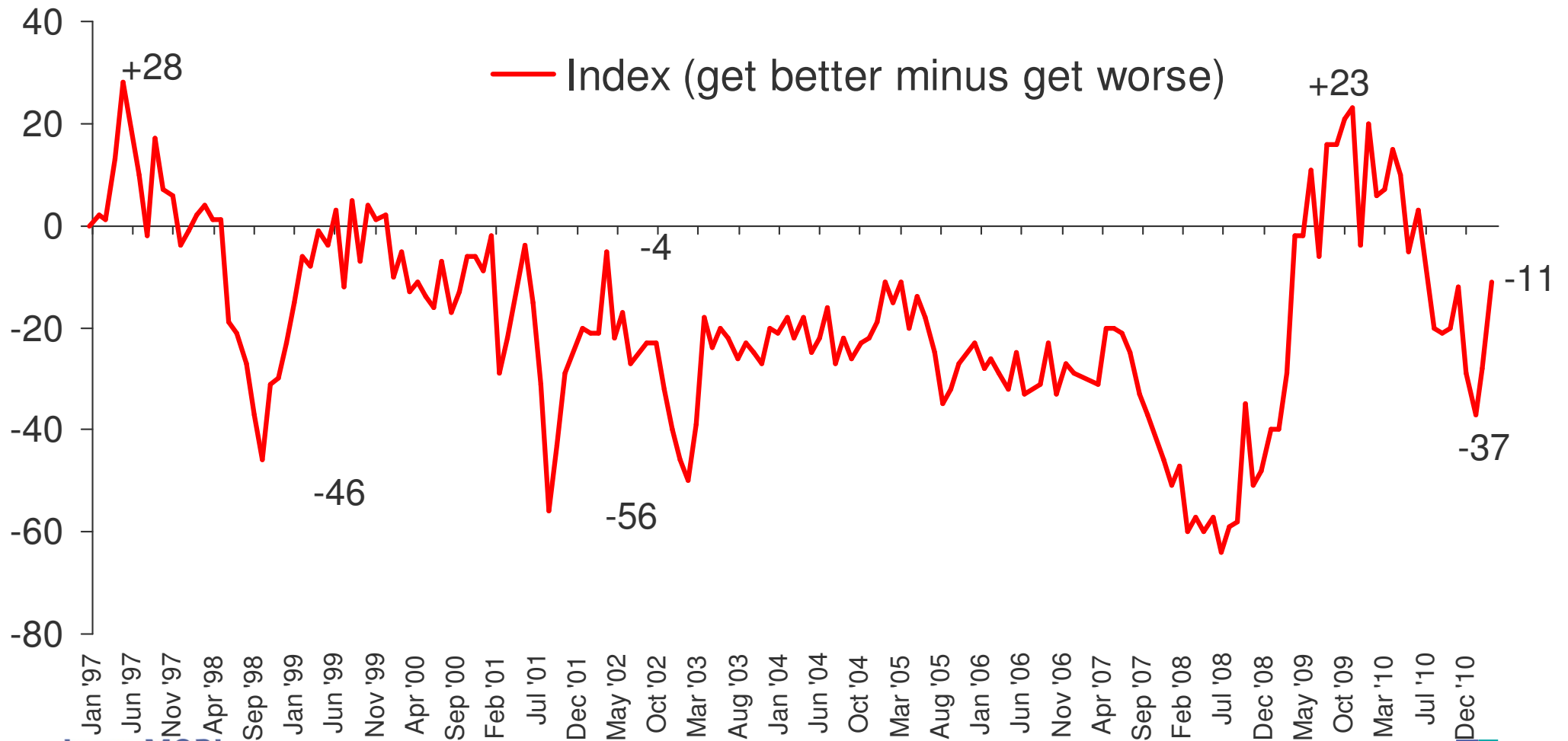


Base: 1,000 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011  
Ipsos MORI

Source: Reuters/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?*



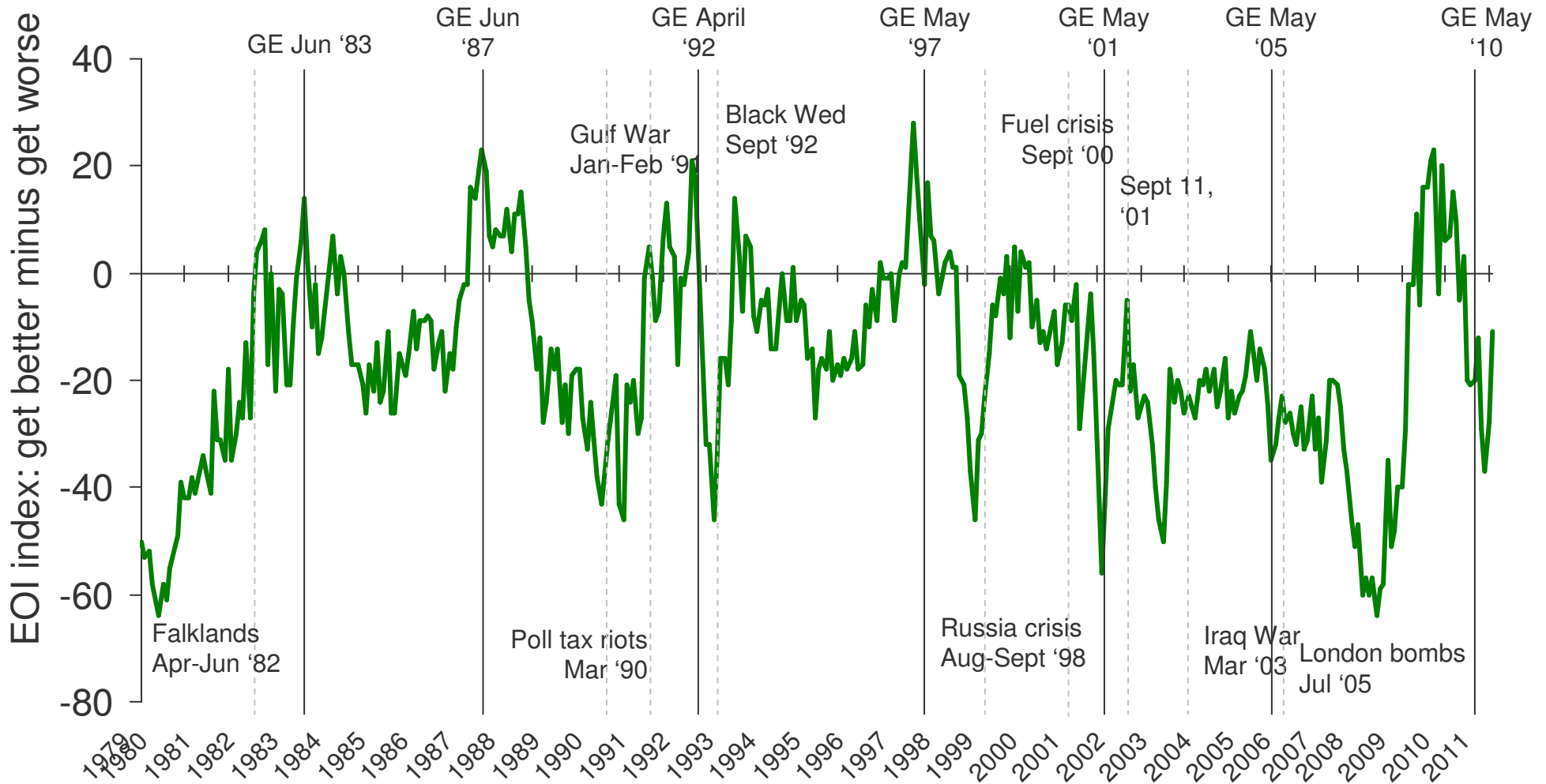
Ipsos MORI

Base: c. 1,000 British adults each month;

Source: Reuters/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: Reuters/Ipsos MORI Political Monitor

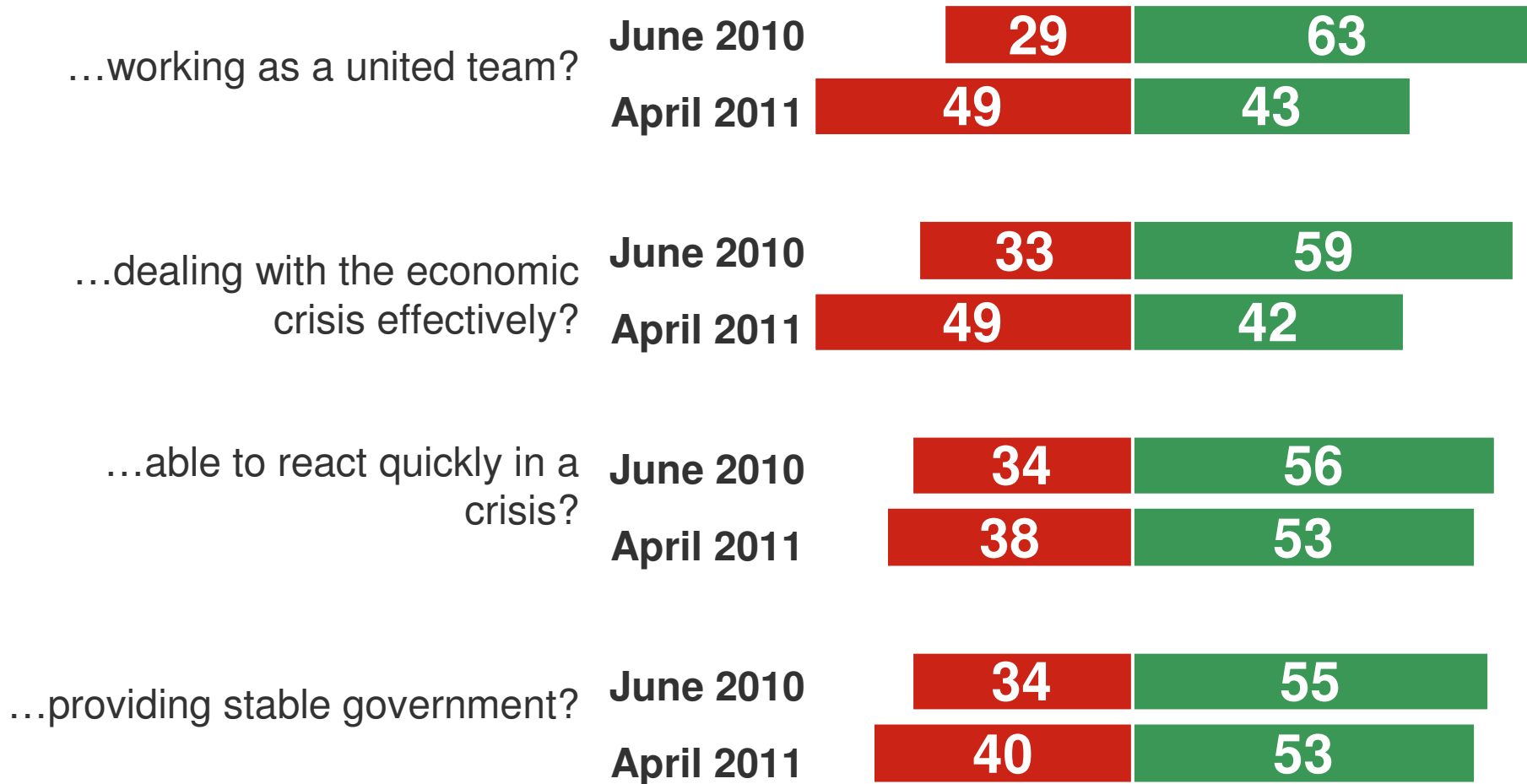


# ***The Coalition***

# Image of the Coalition one year on

Do you think that the Coalition government is or is not...

■ %Is not ■ %Is



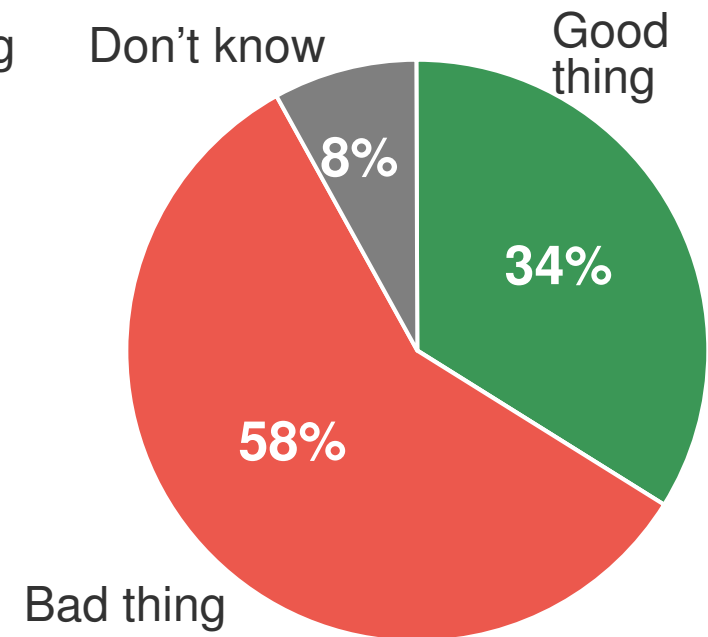
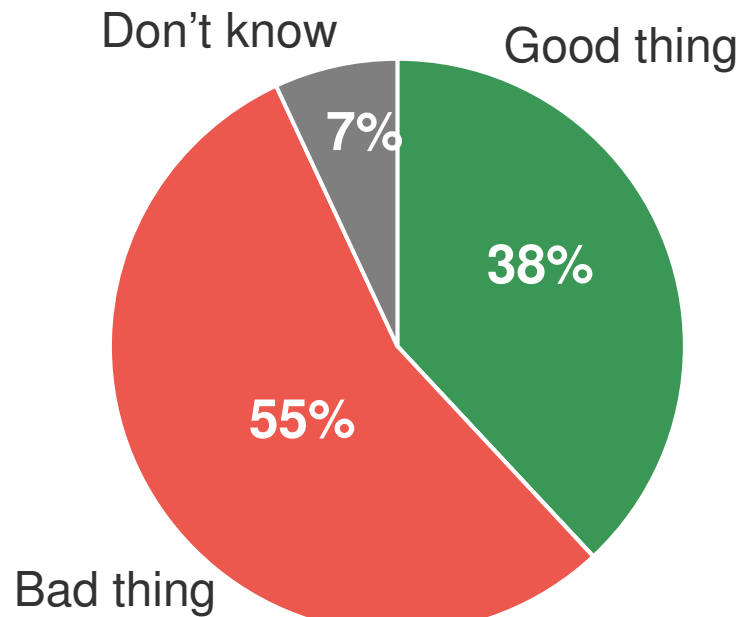
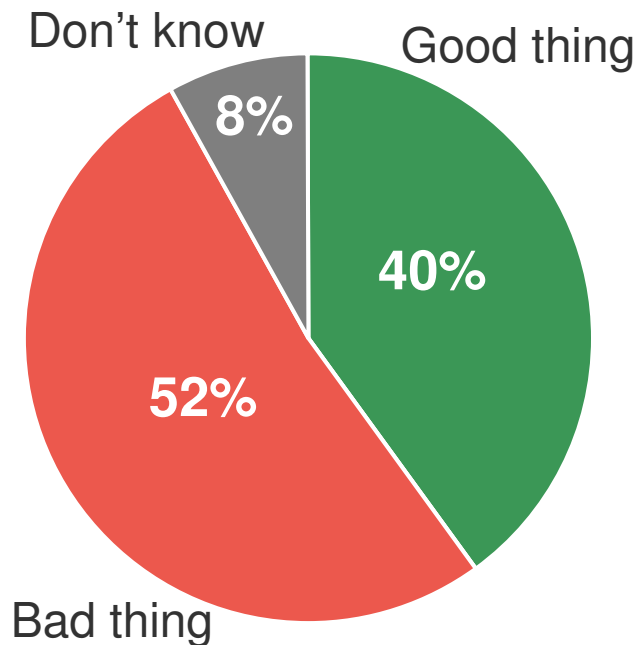
# People still think that no one party having an overall majority is a bad thing for the country

Do you think it is a good thing or a bad thing for the country that no party achieved an overall majority?

May 2010

November 2010

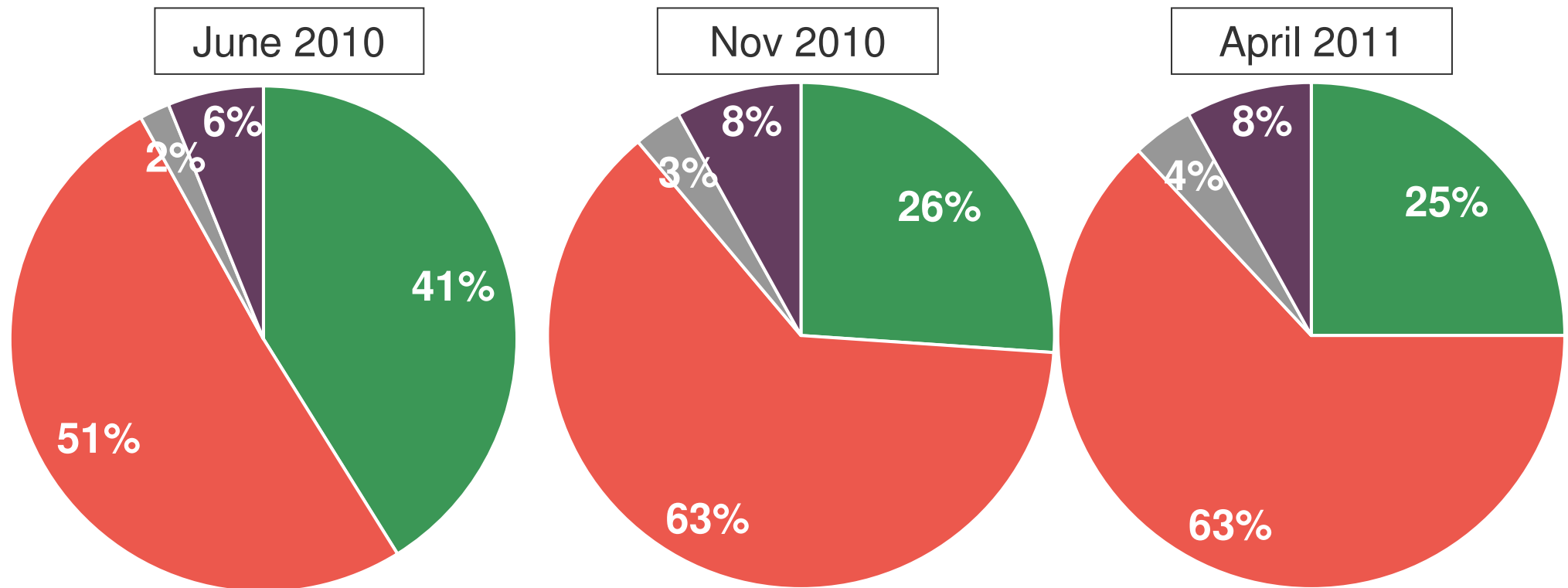
April 2011



# Almost two-thirds think that the Conservatives are making most of the decisions

From what you know so far, which of these comes closest to your view?

- The **Conservatives are making most of the decisions** in the new government
- The new government is a **genuine coalition** in which decisions are made jointly between the Conservatives and the Liberal Democrats
- Don't know
- Neither



Ipsos MORI

Base: 1,253 British adults 18+, 18th-20th June 2010, 1,005 British adults 12<sup>th</sup>-14<sup>th</sup> Nov 2010; 1000 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> April 2011

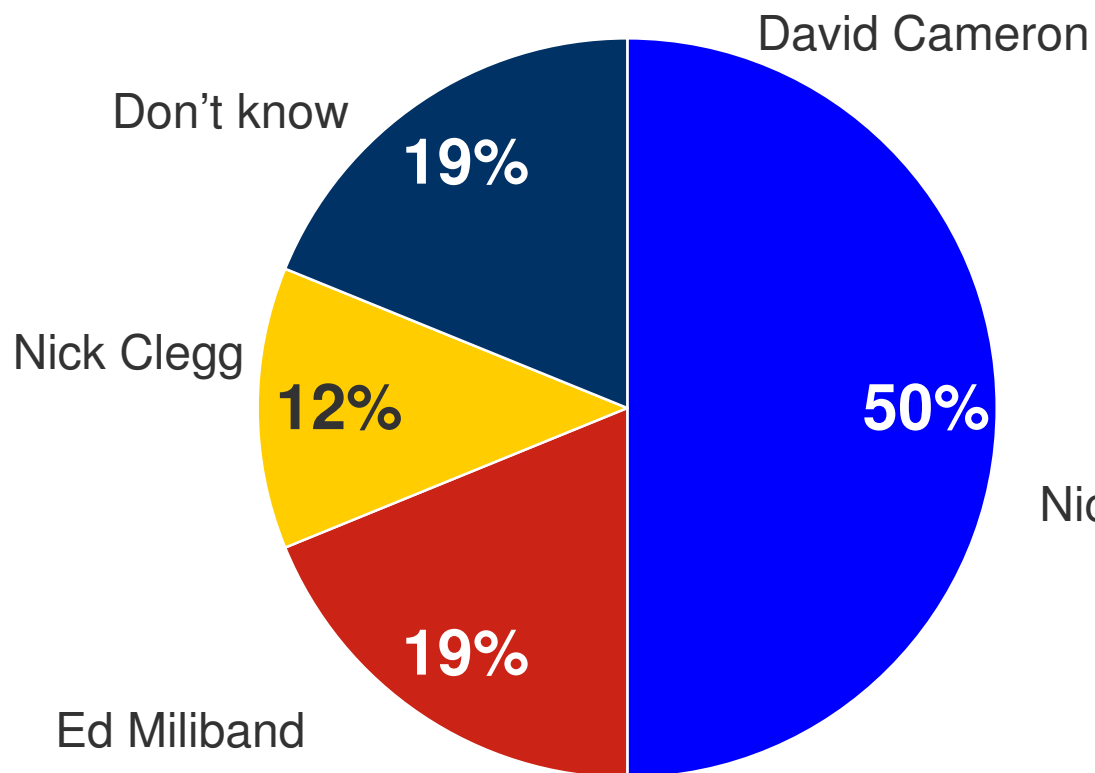
Source: Ipsos MORI/Reuters Political Monitor



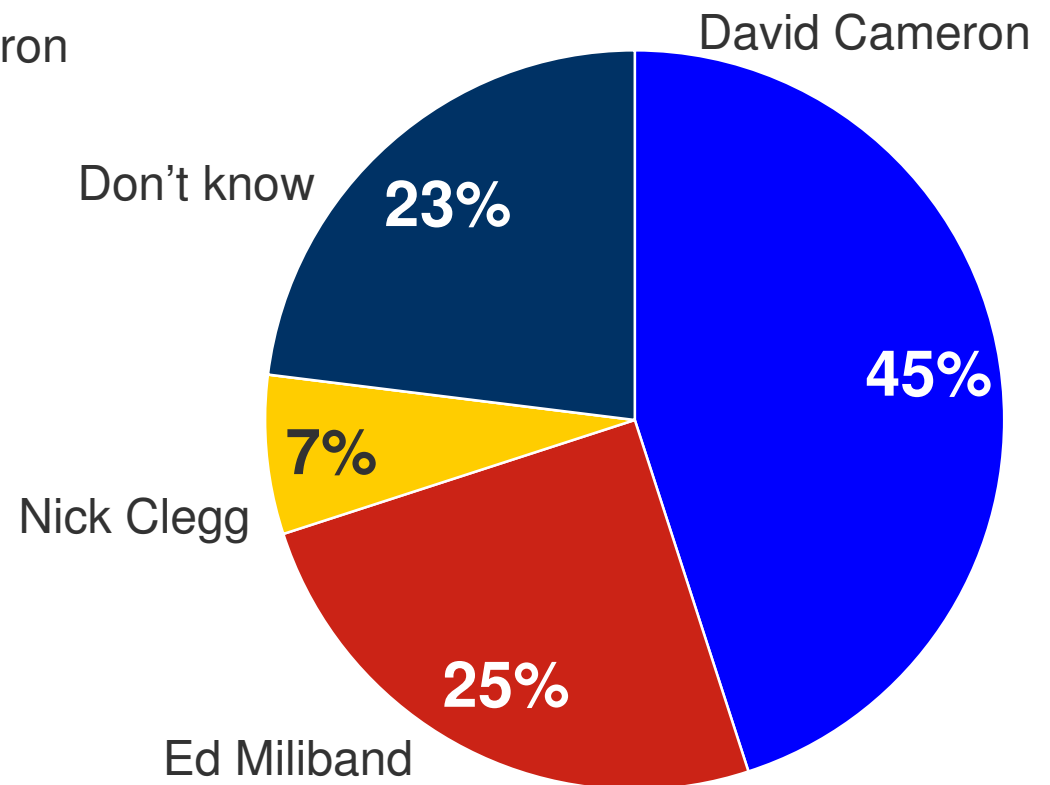
# Cameron leads as most capable PM although Miliband's ratings have improved

Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg or Ed Miliband?

September 2010



April 2011



Source: Ipsos MORI/Reuters Political Monitor