



Political Monitor Trends (Part II)

April 2010

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Ipsos MORI

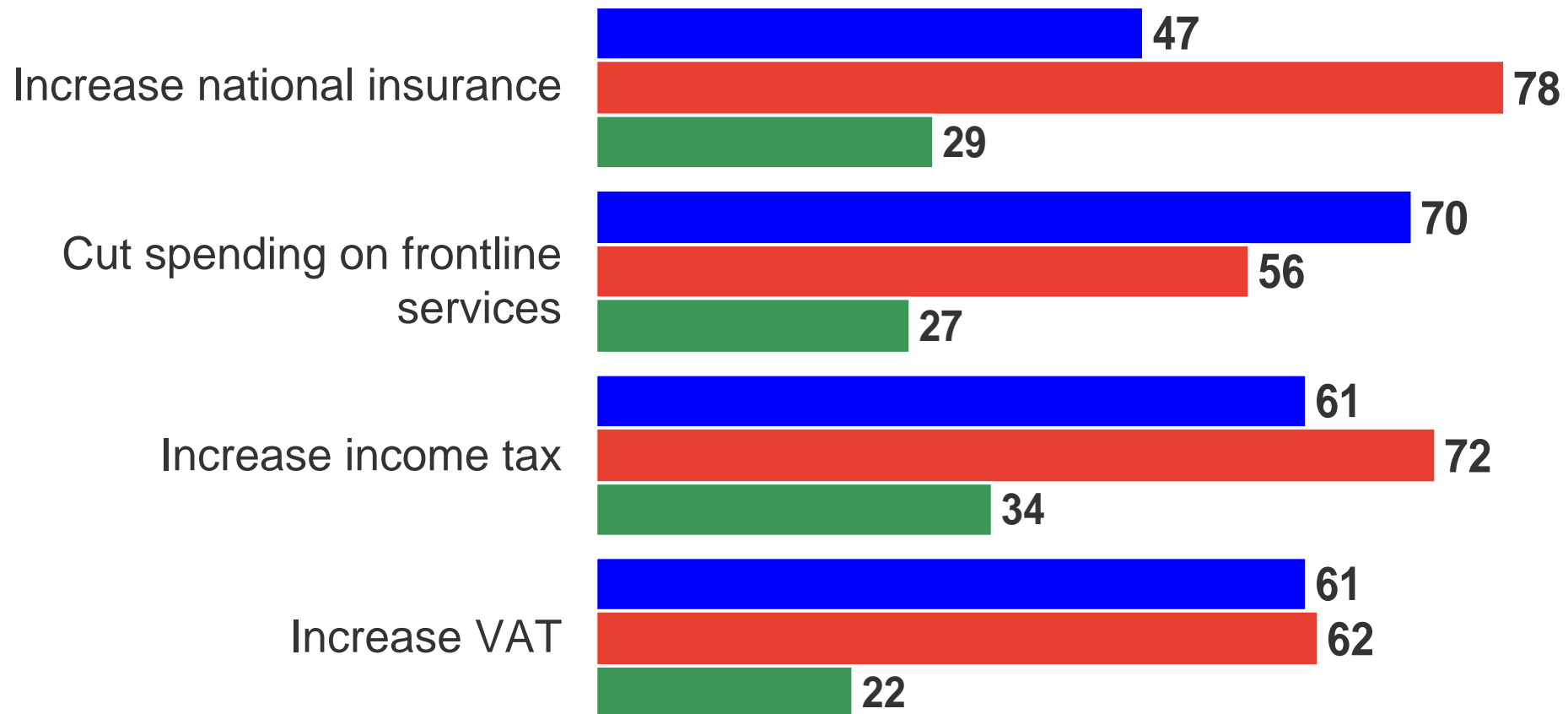


Expectations of the next government

If a Labour/Conservative government is elected after the next General Election do you think it will or will not. . . ?

And do you think that the next government, regardless of which party it is, should or should not.. ?

■ Conservative government will... ■ Labour government will... ■ The next government should...

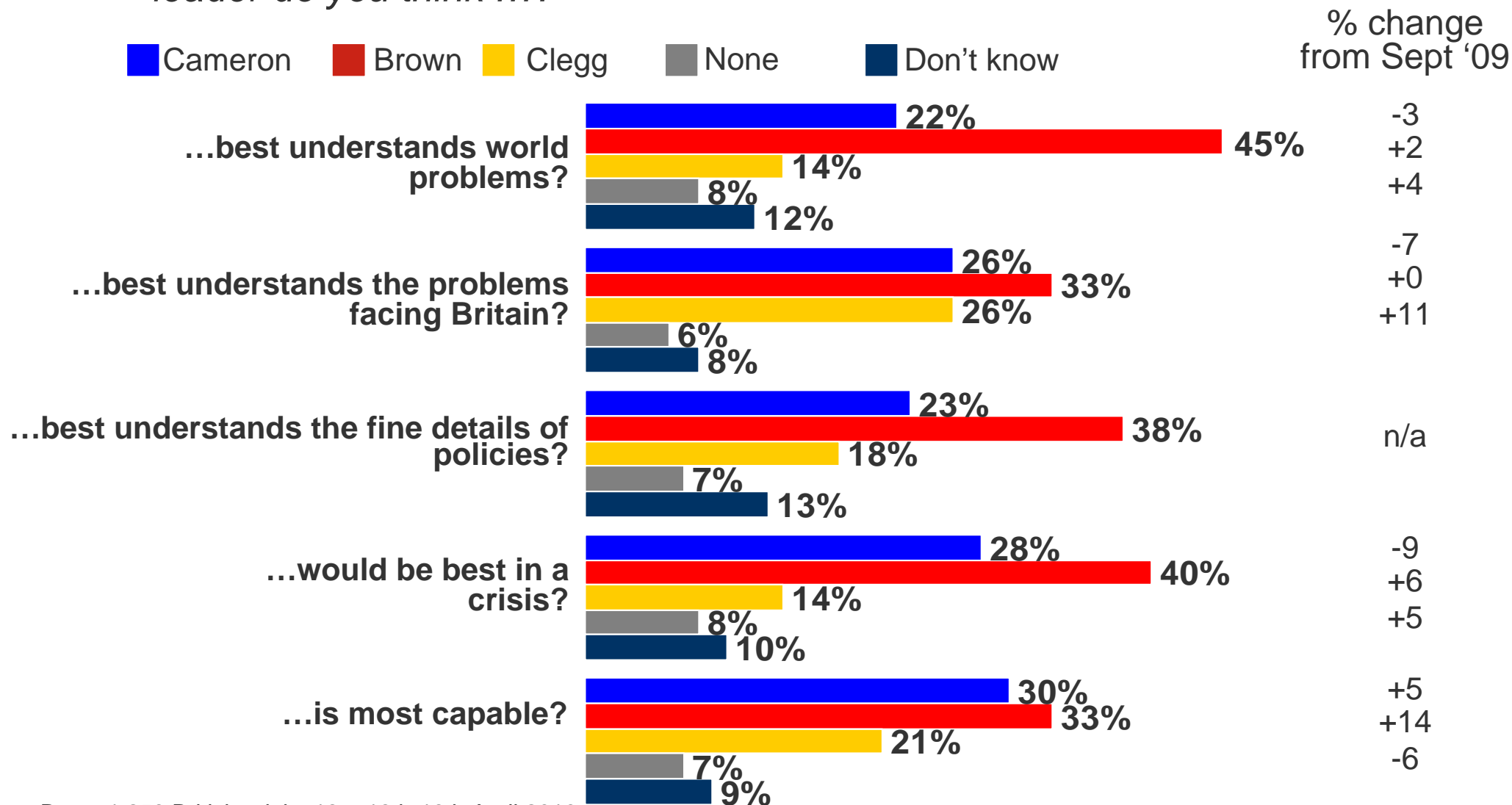


Base: 1,253 British adults 18+, 18th-19th April 2010

Source: Ipsos MORI Political Monitor

Positive characteristics

In choosing between Gordon Brown, David Cameron or Nick Clegg, which leader do you think ...?

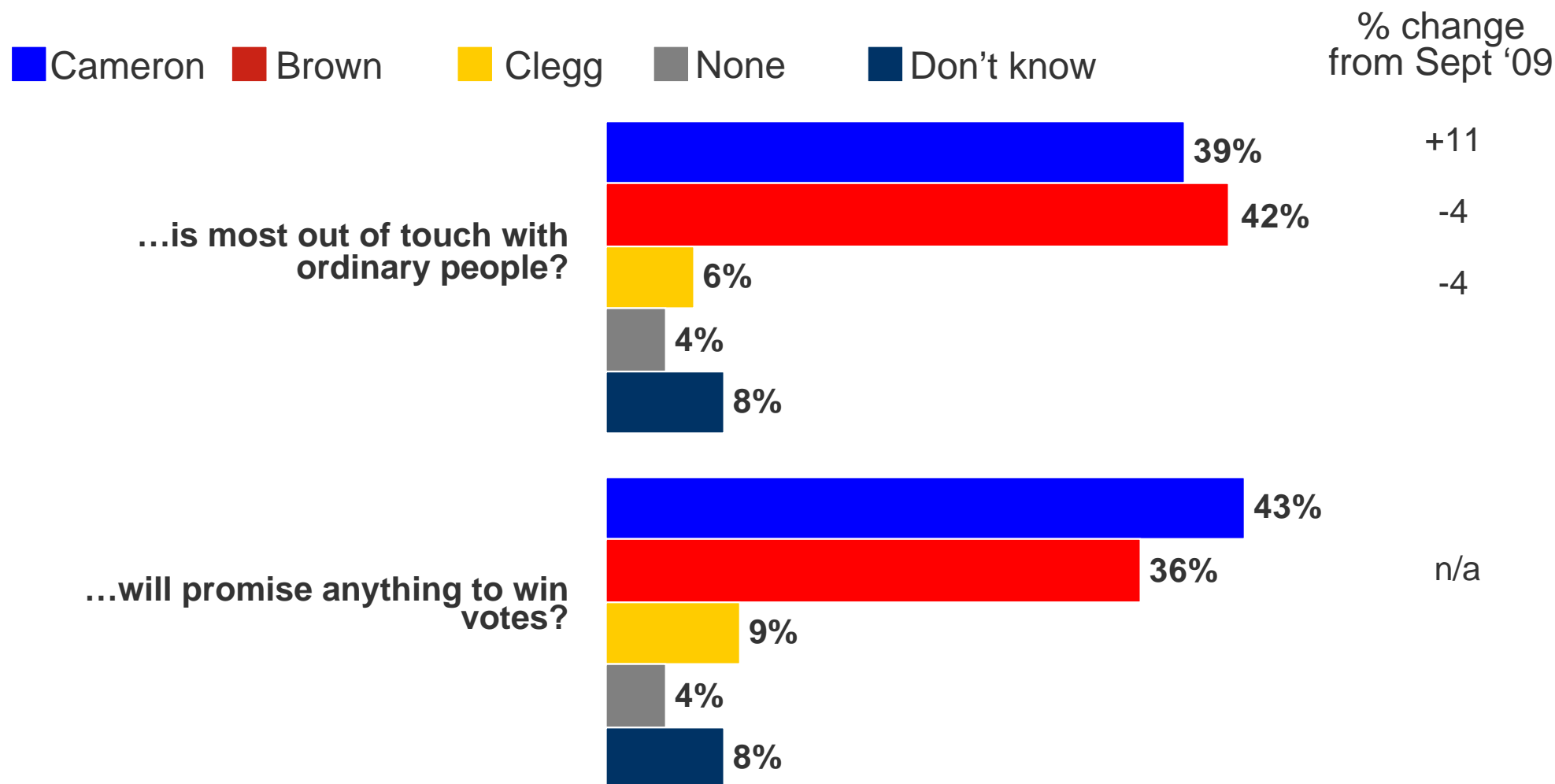


Base: 1,253 British adults 18+, 18th-19th April 2010

Source: Ipsos MORI Political Monitor

Negative characteristics

In choosing between Gordon Brown, David Cameron or Nick Clegg, which leader do you think ...?



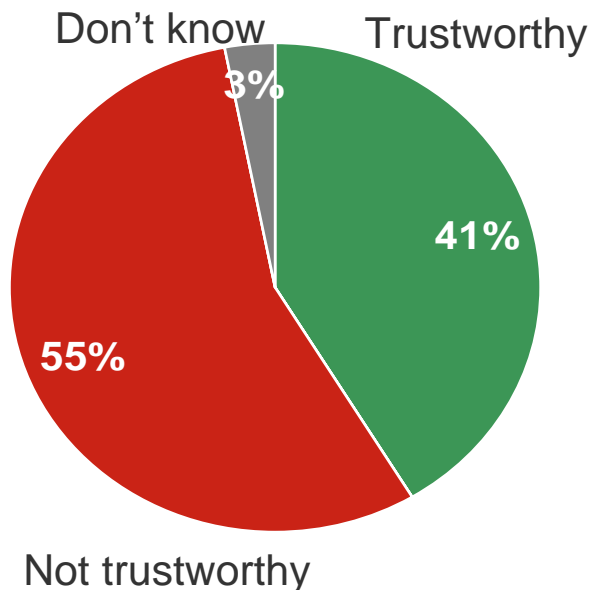
Base: 1,253 British adults 18+, 18th-19th April 2010

Source: Ipsos MORI Political Monitor

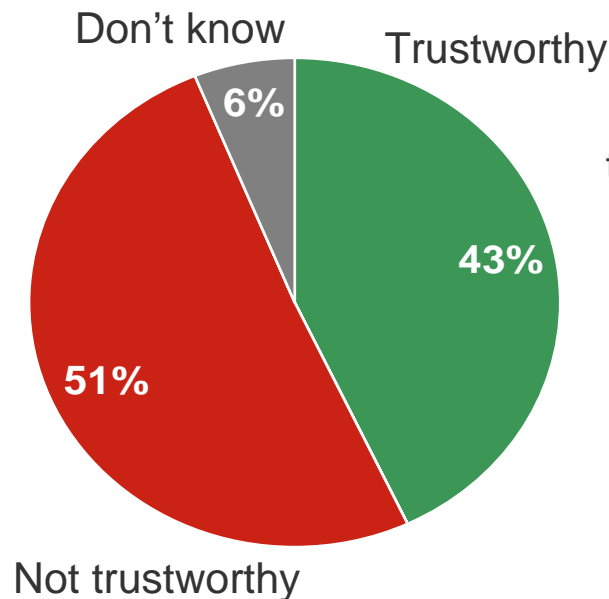
Trustworthy?

In general would you describe each of the following politicians as trustworthy or not?

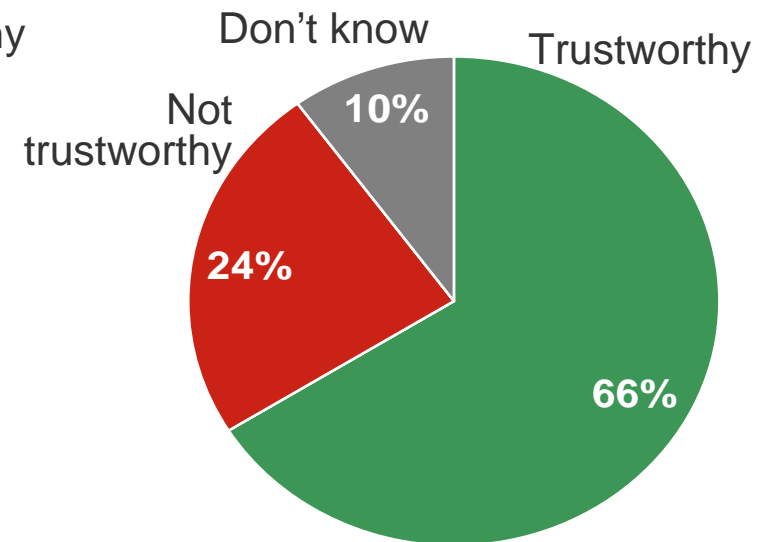
Gordon Brown



David Cameron



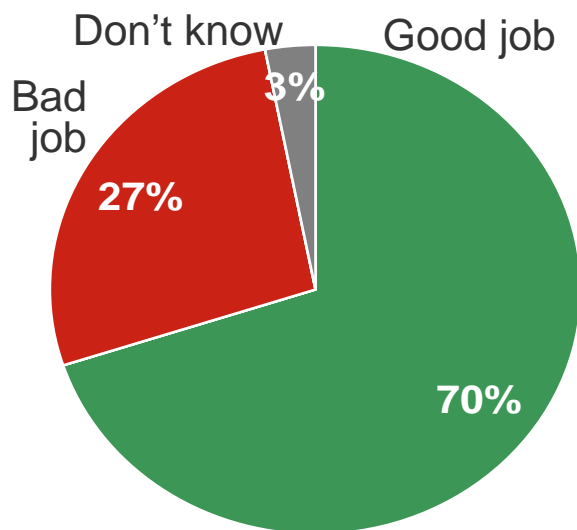
Nick Clegg



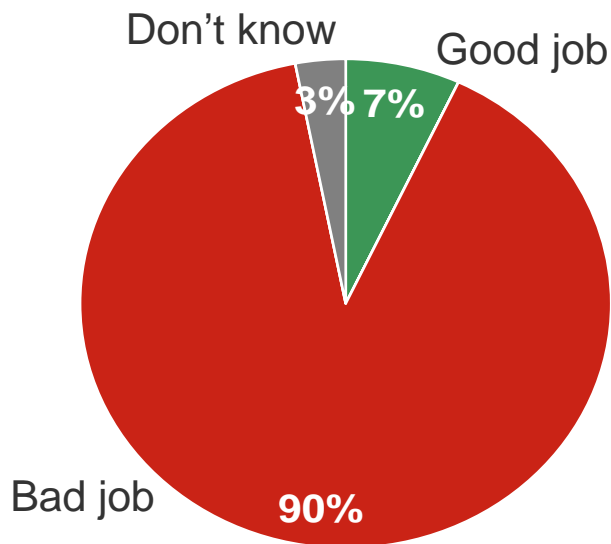
Government's record on the economy

Since it was elected in May 1997, do you think the government has done a good job or a bad job at managing the economy?

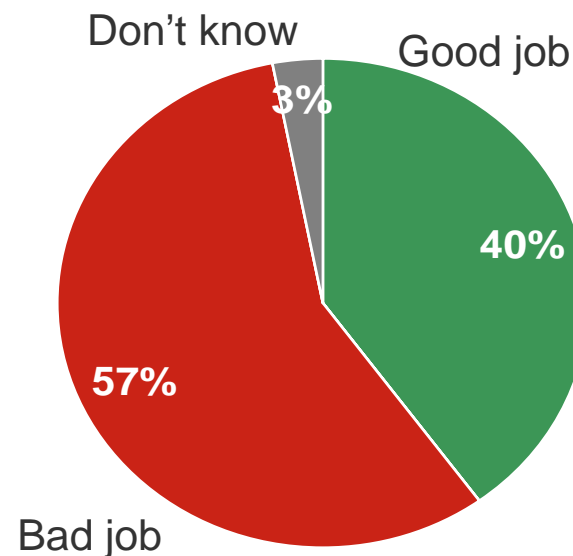
Labour voters



Conservative voters



Lib Dem voters



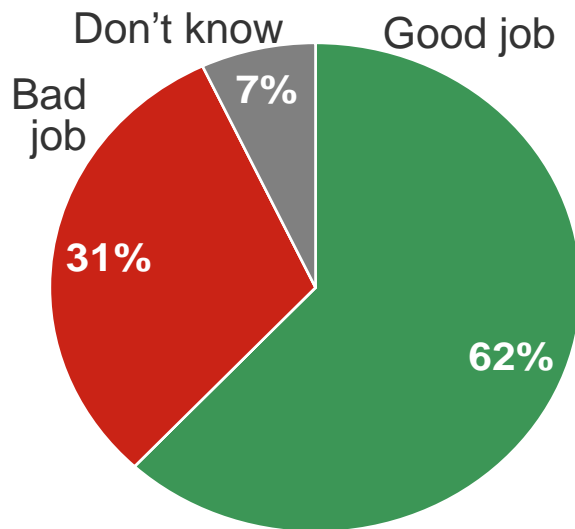
Base: 1,061 British adults 18+, naming one of the three main parties, Conservatives: 324, Labour: 297, Lib Dems: 331. 18th – 19th April 2010

Source: Ipsos MORI Political Monitor

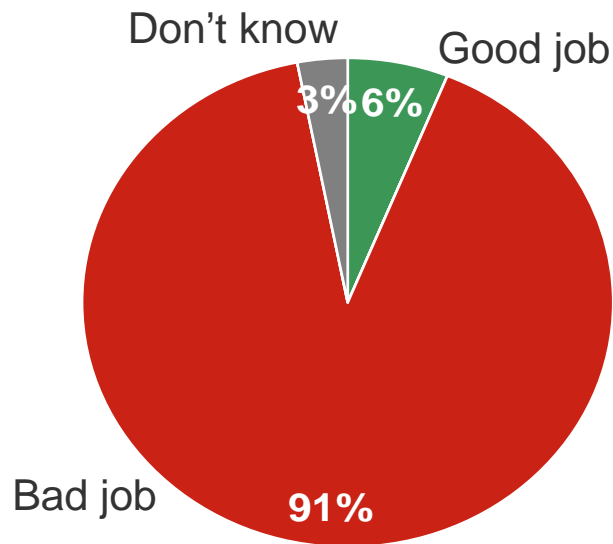
Government's record on handling taxation and public expenditure

Since it was elected in May 1997, do you think the government has done a good job or a bad job at handling taxation and public expenditure?

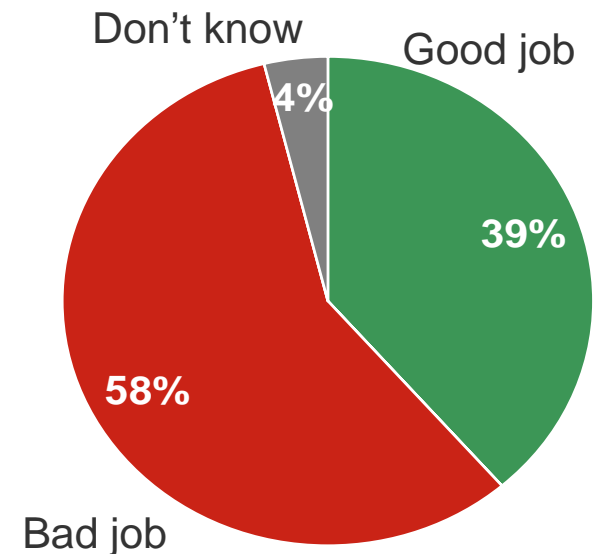
Labour voters



Conservative voters



Lib Dem voters

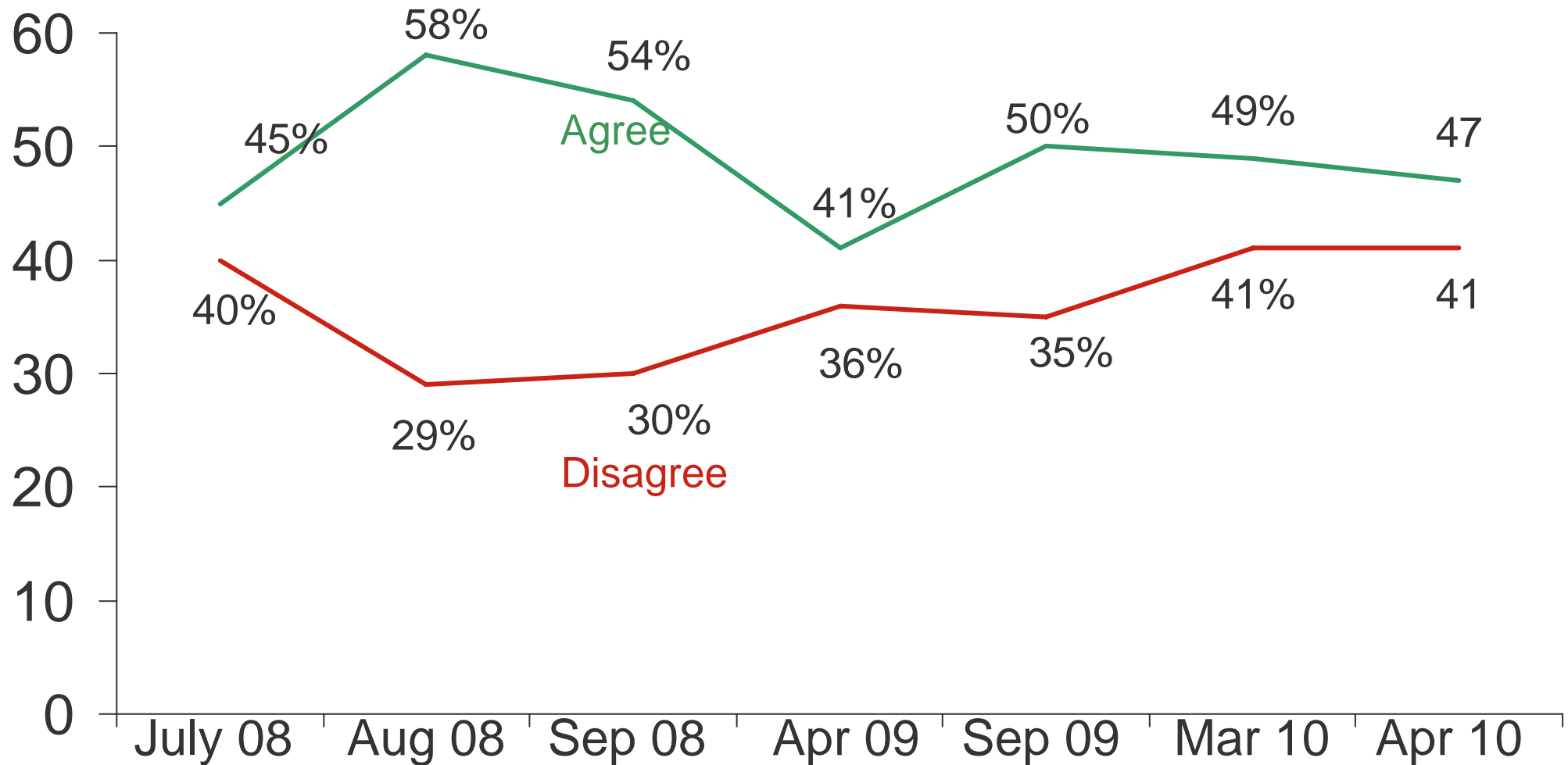


Base: 1,061 British adults 18+, naming one of the three main parties, Conservatives: 324, Labour: 297, Lib Dems: 331. 18th – 19th April 2010

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?

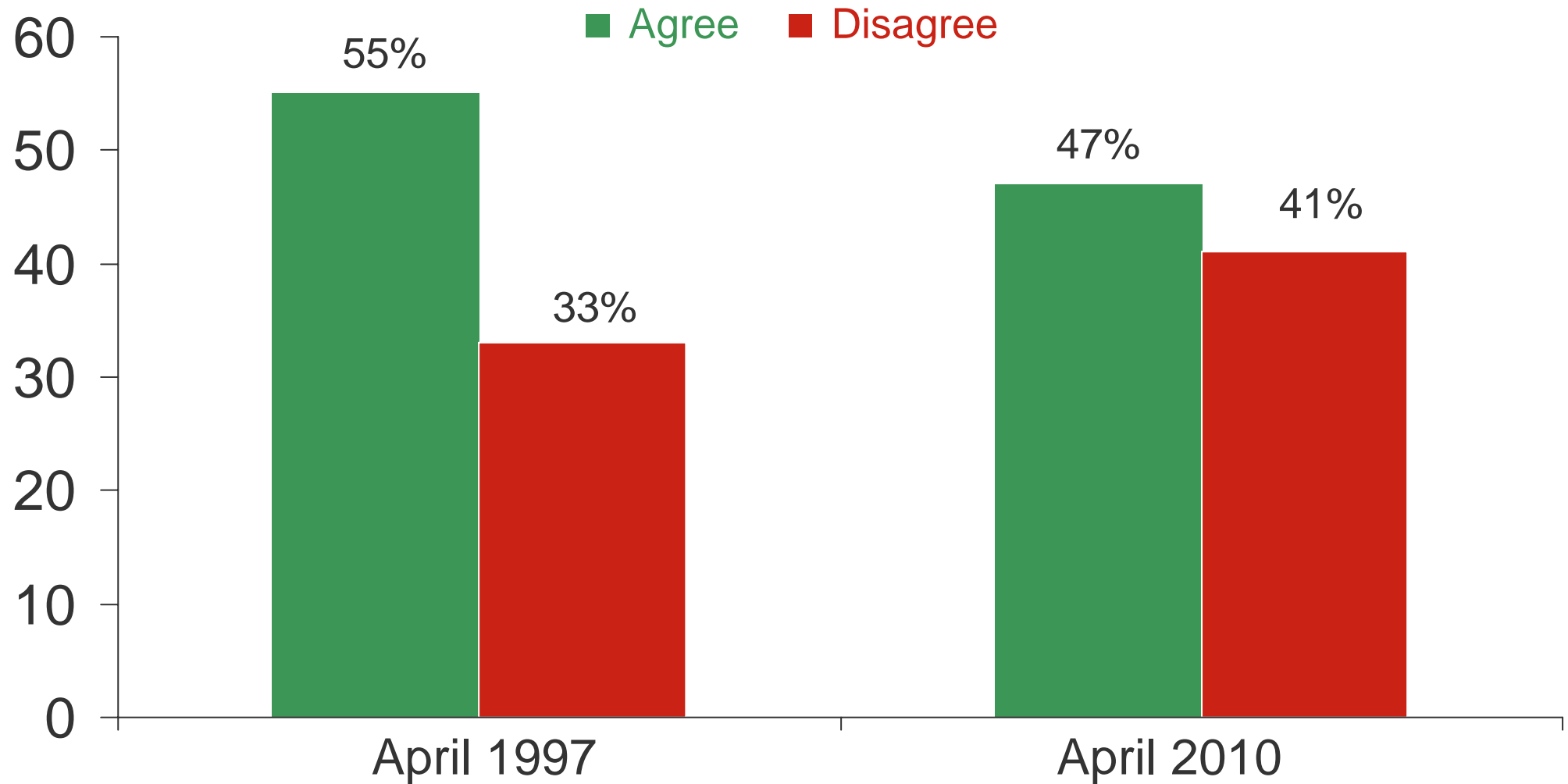


Base: c. 1,000 British adults each month; (April 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

Cameron's Conservatives are seen as less ready than Blair's Labour in 1997

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



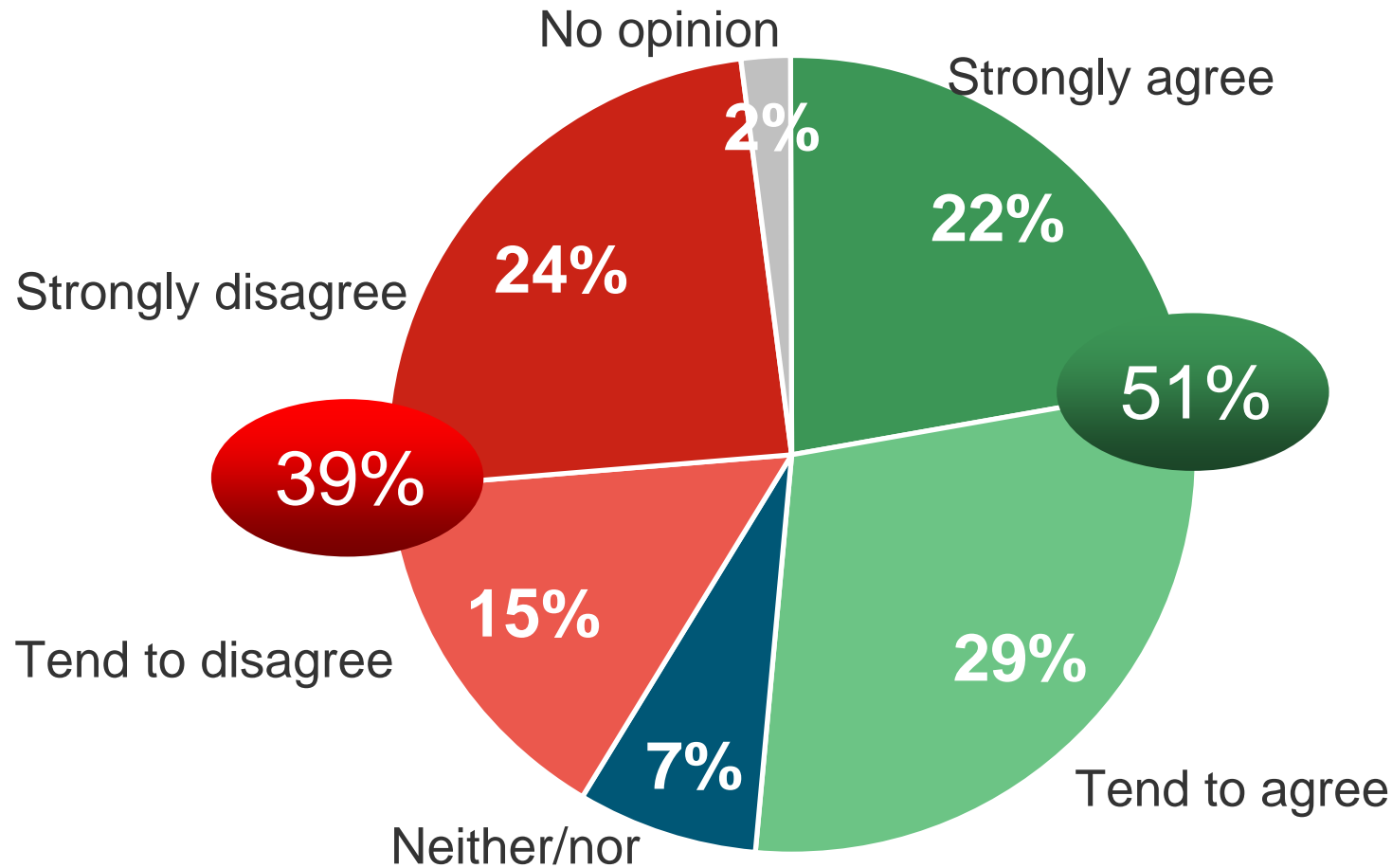
Base: 1,253 British adults 18+, 18th – 19th April 2010

Base: 1,114 British adults, 8 April 1997

Source: Ipsos MORI Political Monitor

Cameron ready to be Prime Minister?

*Do you agree or disagree with the following statements?
David Cameron is ready to be Prime Minister*



Base: 1,253 British adults 18+, 18th-19th April 2010

Source: Ipsos MORI Political Monitor

Personalities & Parties

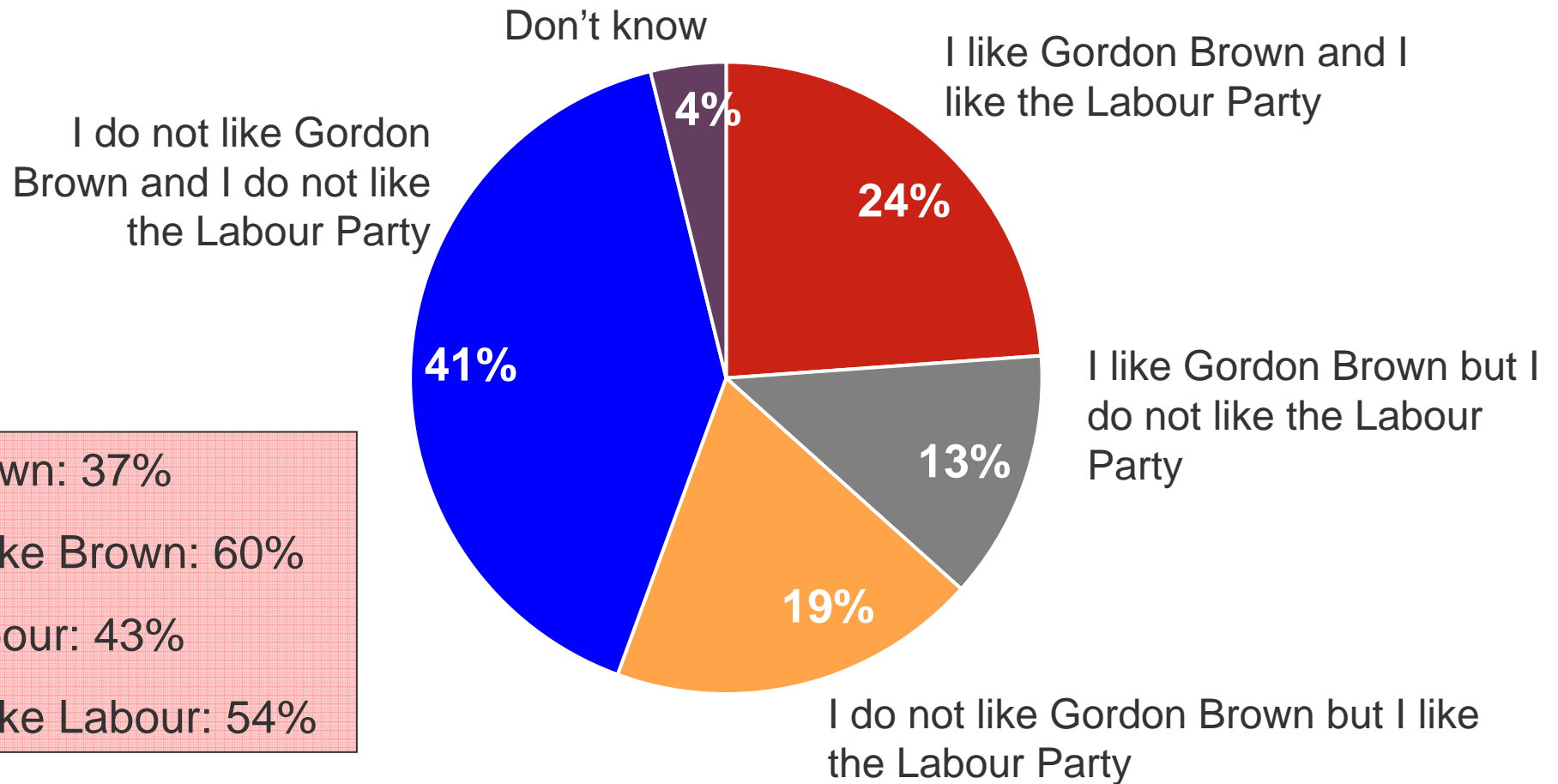
	Brown		Cameron	
	Jan'10	Apr '10	Jan '10	Apr '10
I like him and I like his party	20	24	27	31
I like him but I do not like his party	15	13	18	22
I do not like him but I like his party	19	19	12	7
I do not like him and I do not like his party	42	41	34	35
Don't know	5	4	9	5
Total like him	35	37	45	53
Total do not like him	61	60	46	42
Net like him	-26	-23	-1	+11
Total like his party	39	43	39	38
Total do not like his party	57	54	52	57
Net like his party	-18	-11	-13	-19
Net like him/like his party	-44	-34	-14	-8

Base: 631 British adults 18+ (split sample), 18-19 April 2010

Source: Ipsos MORI Political Monitor

Gordon Brown & the Labour Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?



Like Brown: 37%

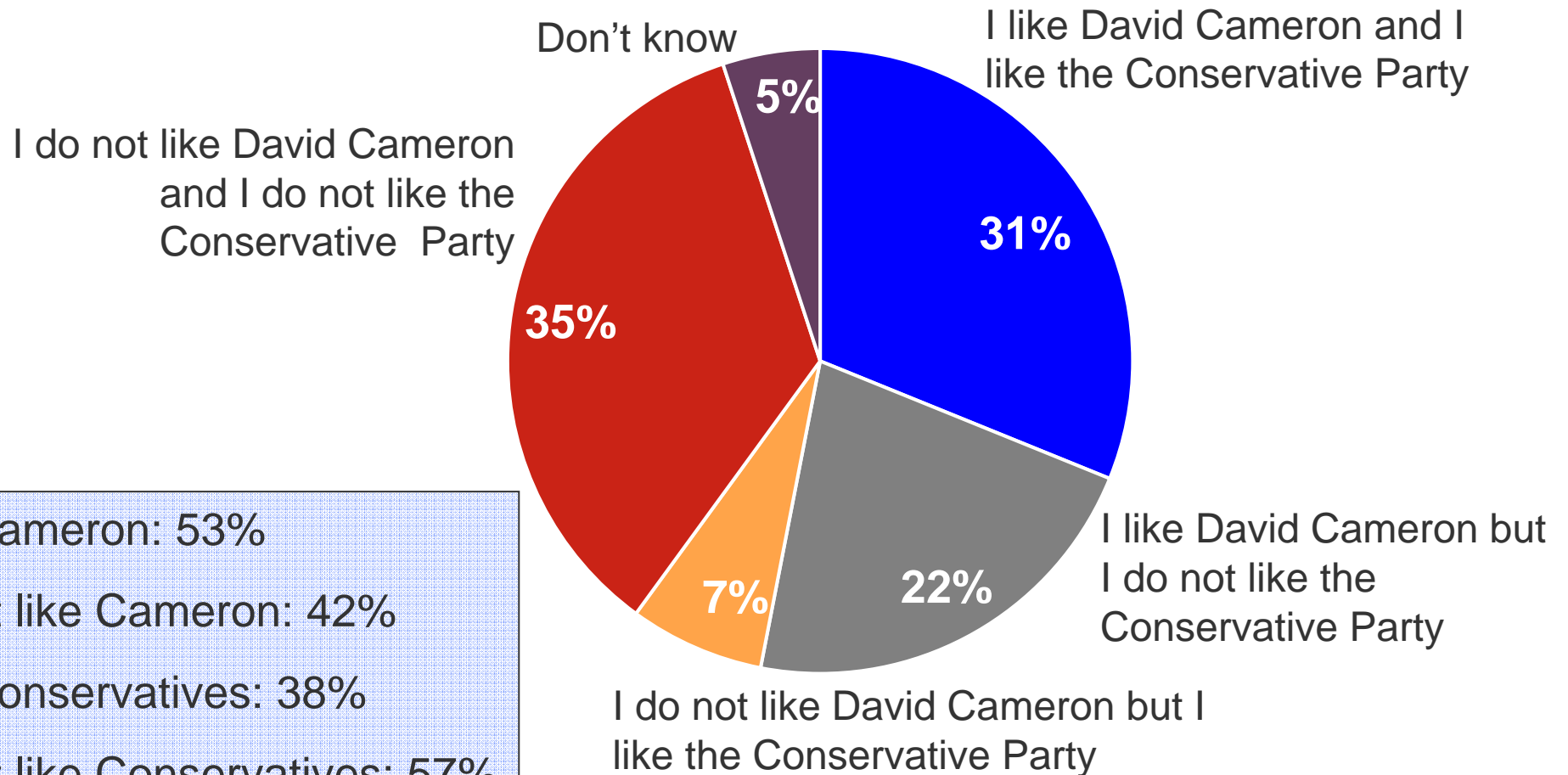
Do not like Brown: 60%

Like Labour: 43%

Do not like Labour: 54%

David Cameron & the Conservative Party

Q Which of these statements come closest to your views of David Cameron and the Conservative Party?



Base: 631 British adults 18+ (split sample), 18-19 April 2010

Source: Ipsos MORI Political Monitor

Personalities & Policies

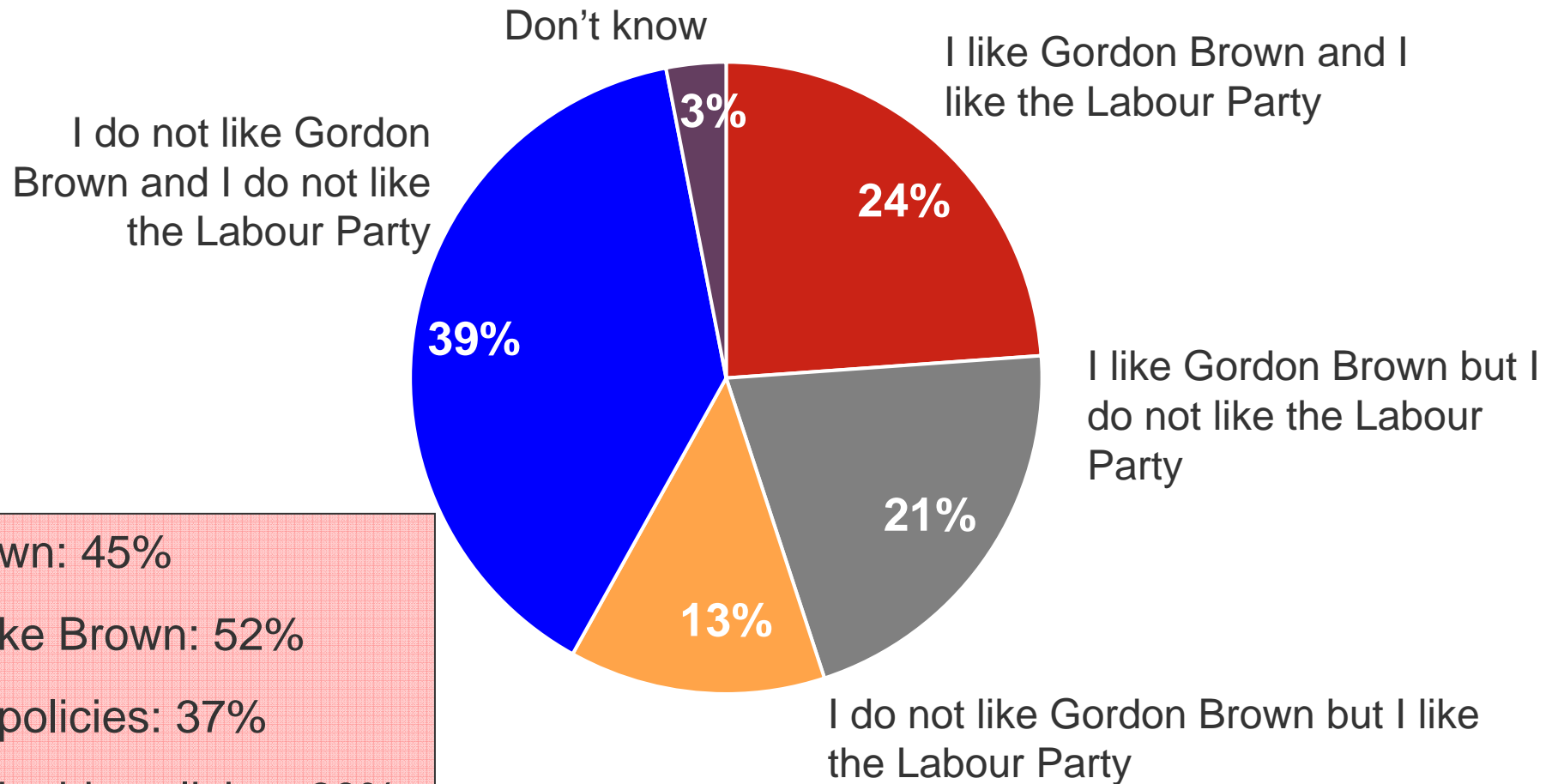
	Brown	Cameron
	Apr '10	Apr '10
I like him and I like his policies	24	29
I like him but I do not like his policies	21	19
I do not like him but I like his policies	13	9
I do not like him and I do not like his policies	39	38
Don't know	3	4
Total like him	45	48
Total do not like him	52	47
Net like him	-7	+1
Total like his policies	37	38
Total do not like his policies	60	57
Net like his policies	-23	-19
Net like him/like his policies	-30	-18

Base: 622 British adults 18+ (split sample), 18-19 April 2010

Source: Ipsos MORI Political Monitor

Gordon Brown & the Labour Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?



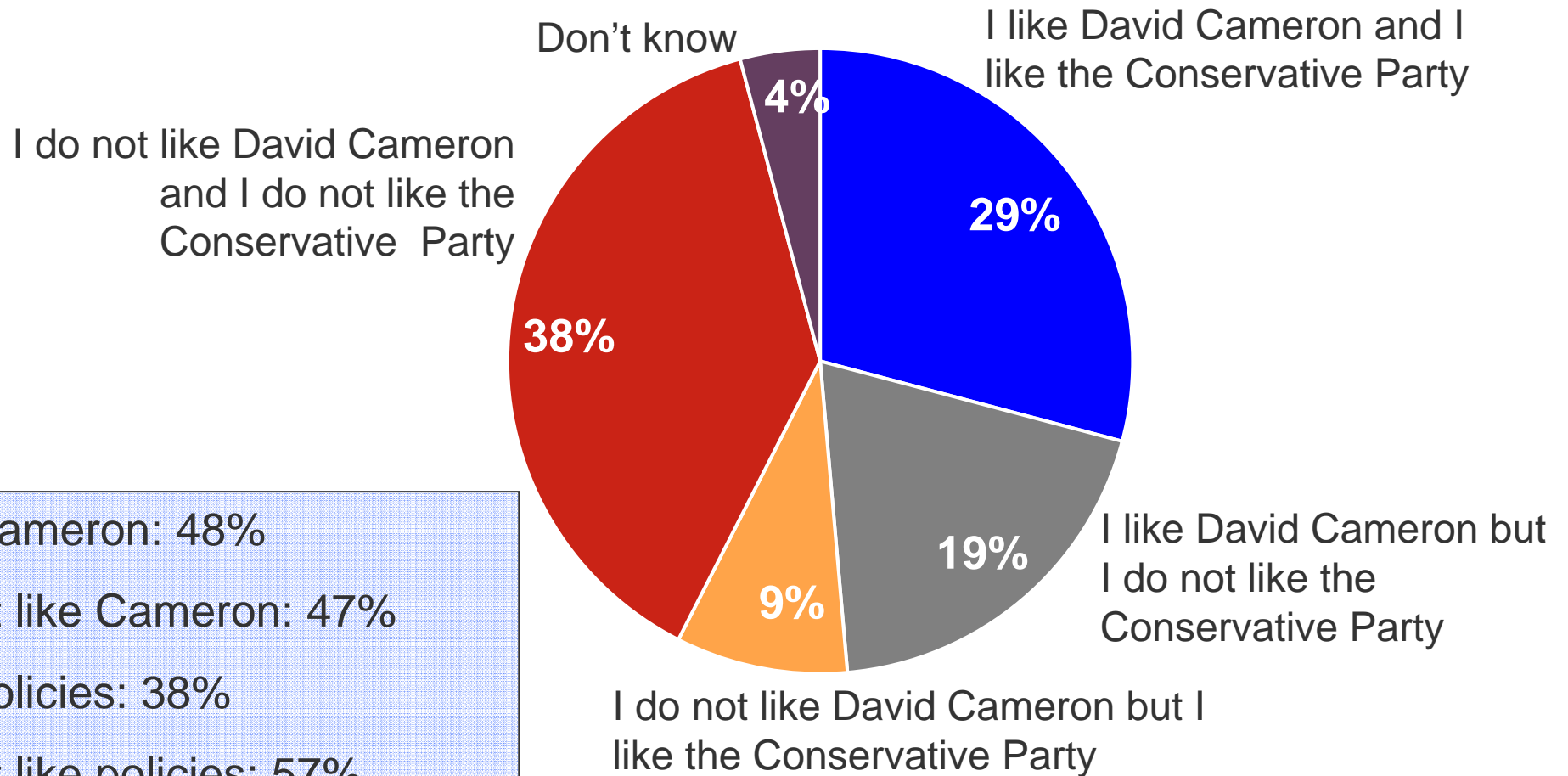
Like Brown: 45%
Do not like Brown: 52%
Like his policies: 37%
Do not like his policies: 60%

Base: 622 British adults 18+ (split sample), 18-19 April 2010

Source: Ipsos MORI Political Monitor

David Cameron & the Conservative Party

Q Which of these statements come closest to your views of David Cameron and the Conservative Party?



Like Cameron: 48%
Do not like Cameron: 47%
Like policies: 38%
Do not like policies: 57%

Base: 622 British adults 18+ (split sample), 18-19 April 2010

Source: Ipsos MORI Political Monitor