



# Political Monitor Trends

April 2010

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**Ipsos MORI**

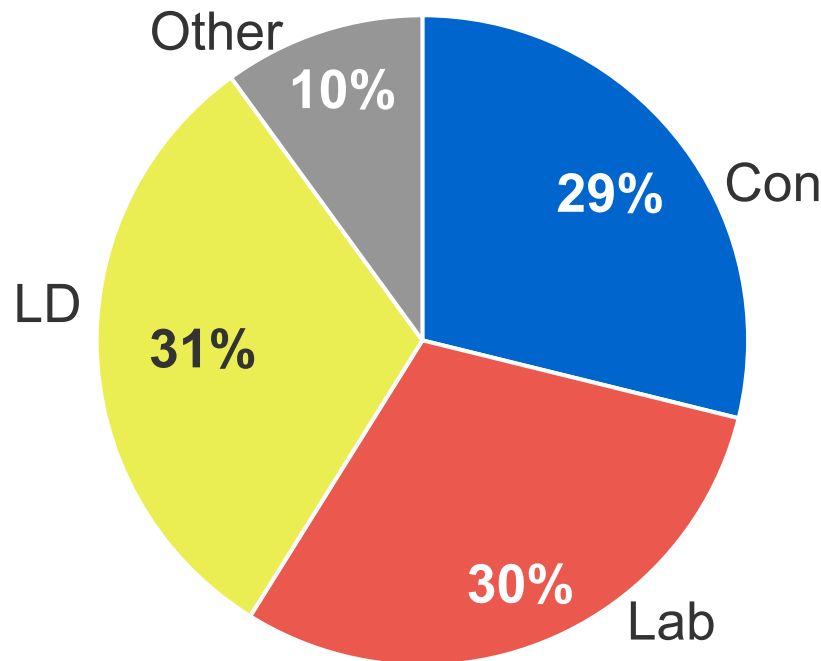


# Voting Intentions

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

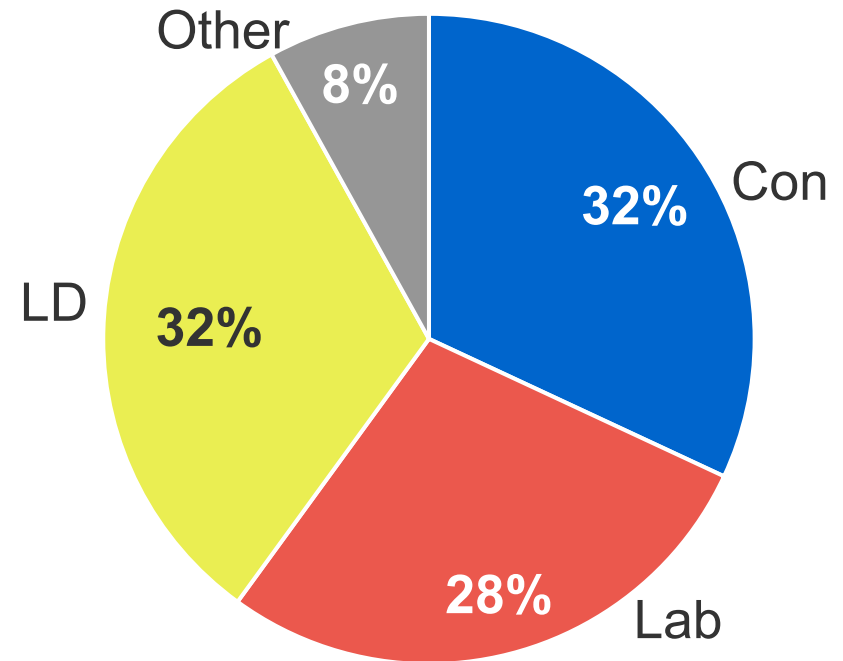
*How would you vote if there were a General Election tomorrow?*

All giving a voting intention : 85%



Conservative lead = -2

All certain to vote: 64%

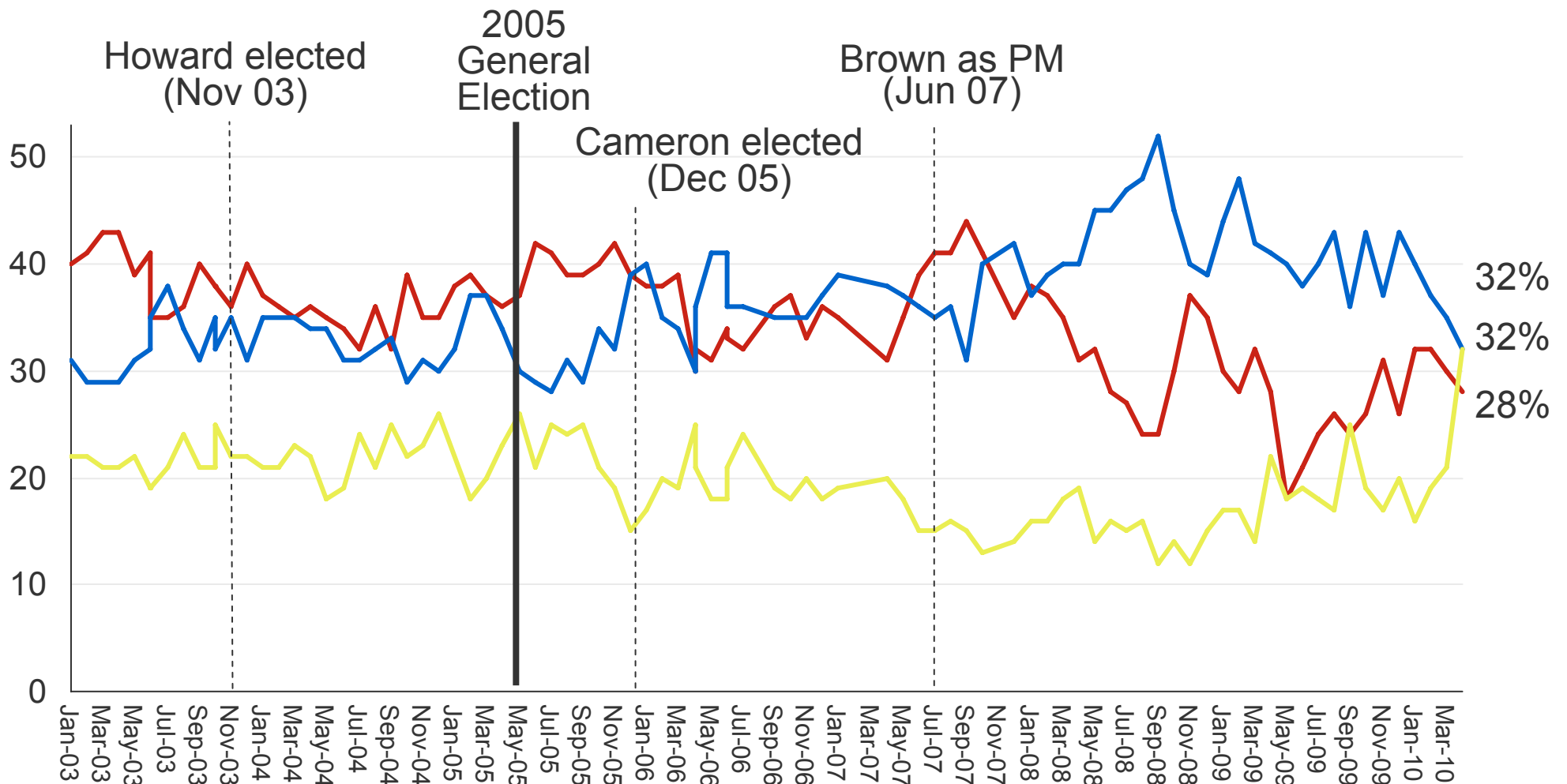


Conservative lead = 0

Base: All giving a voting intention = 1,061 unweighted, All certain to vote = 802 unweighted; data collected among 1,253 British adults 18+, 18th-19th April 2010

# Voting Intentions January 03 – April 10 (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, until February 2010 c800

thereafter  
**Ipsos MORI**

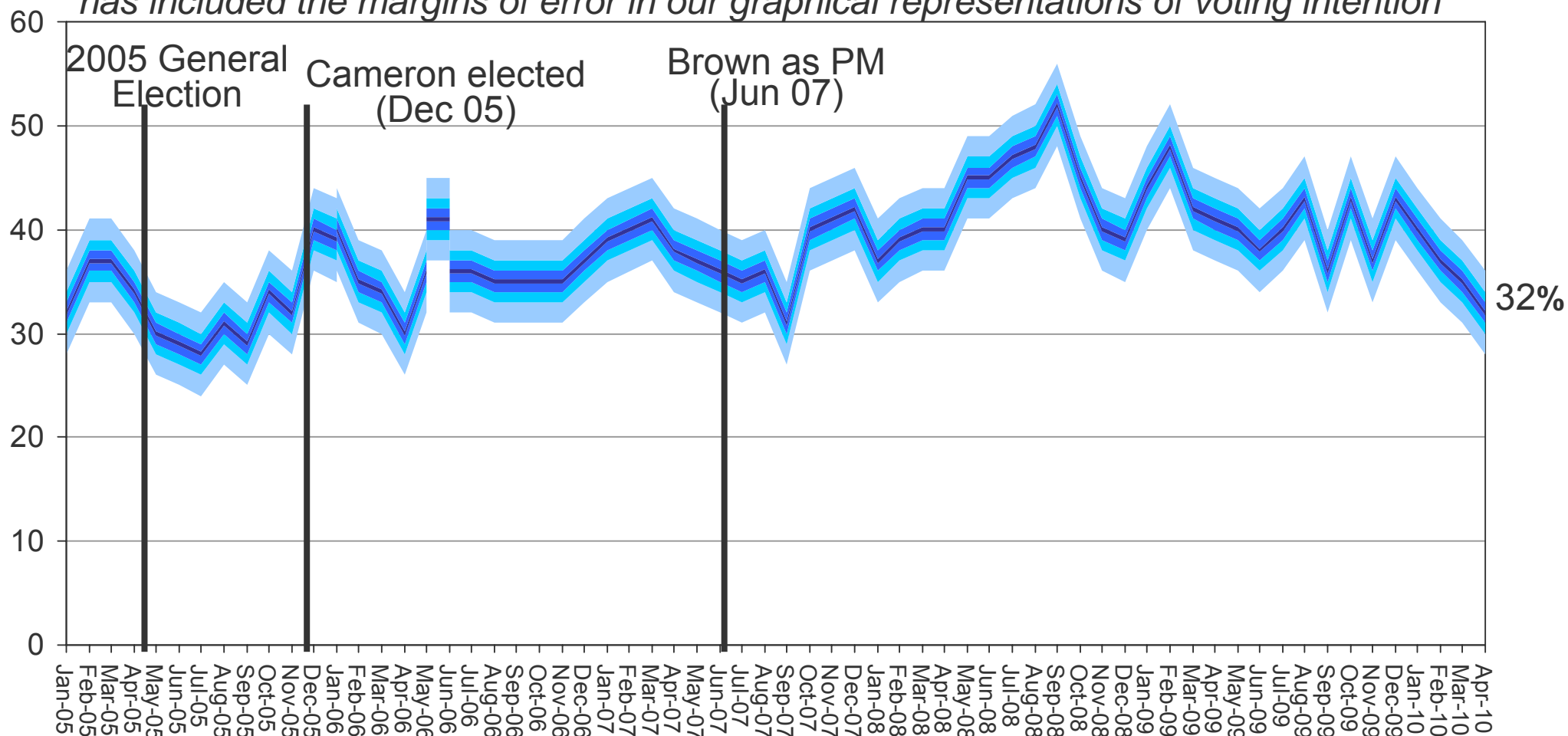
Source: Ipsos MORI Political Monitor



# 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*

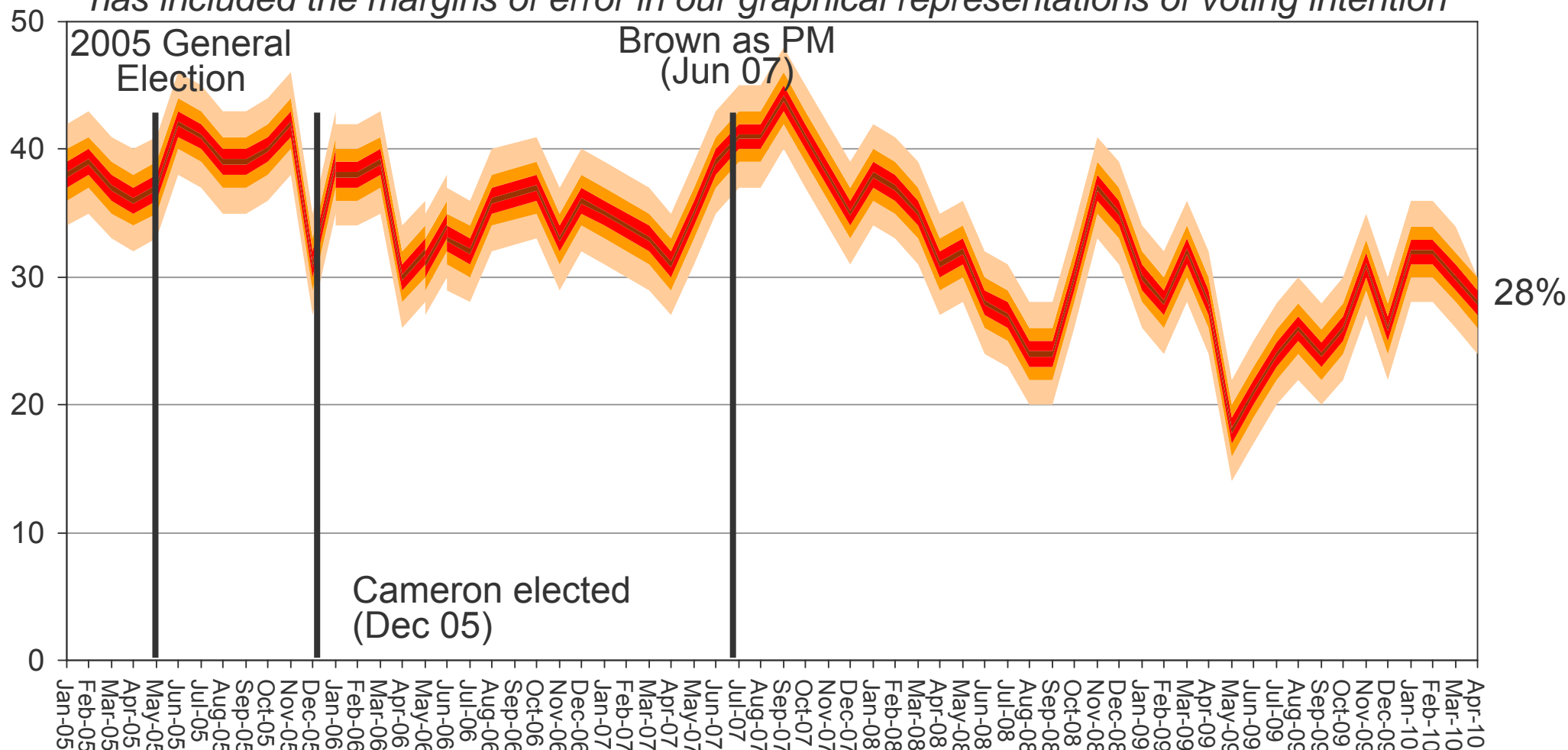


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter, until February 2010 c800

# 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*

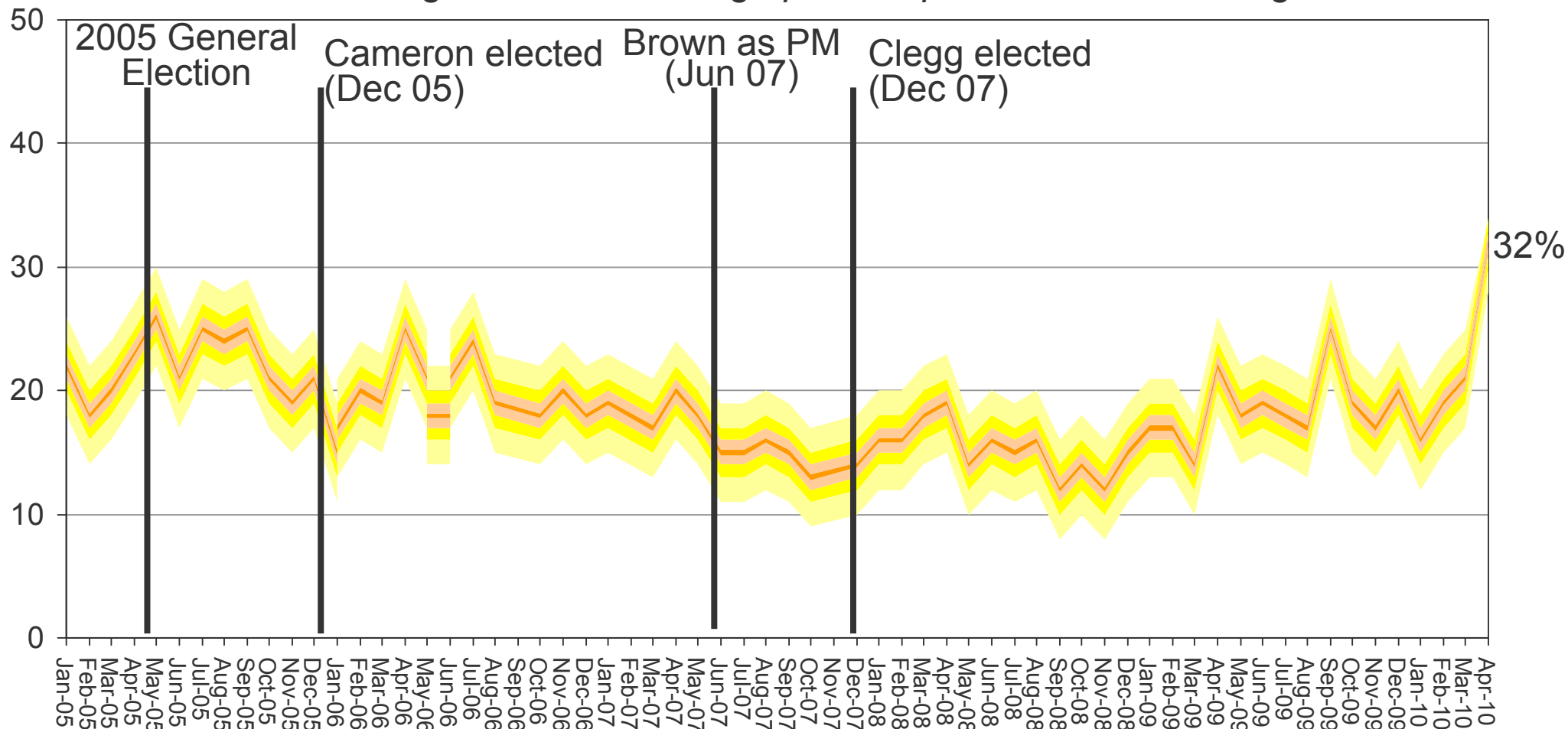


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter

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*

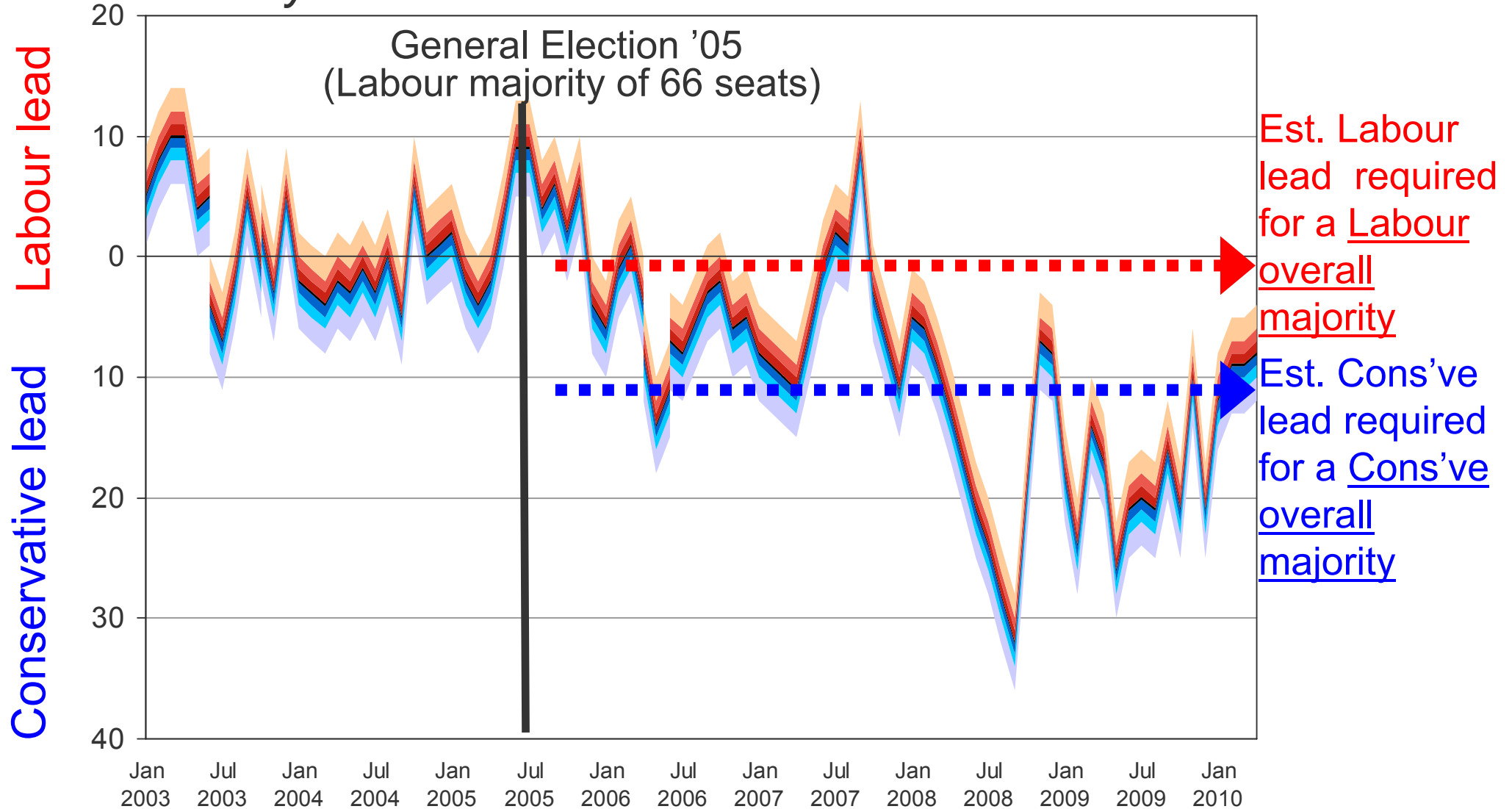


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter

Source: Ipsos MORI Political Monitor

# Leads and error margins

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



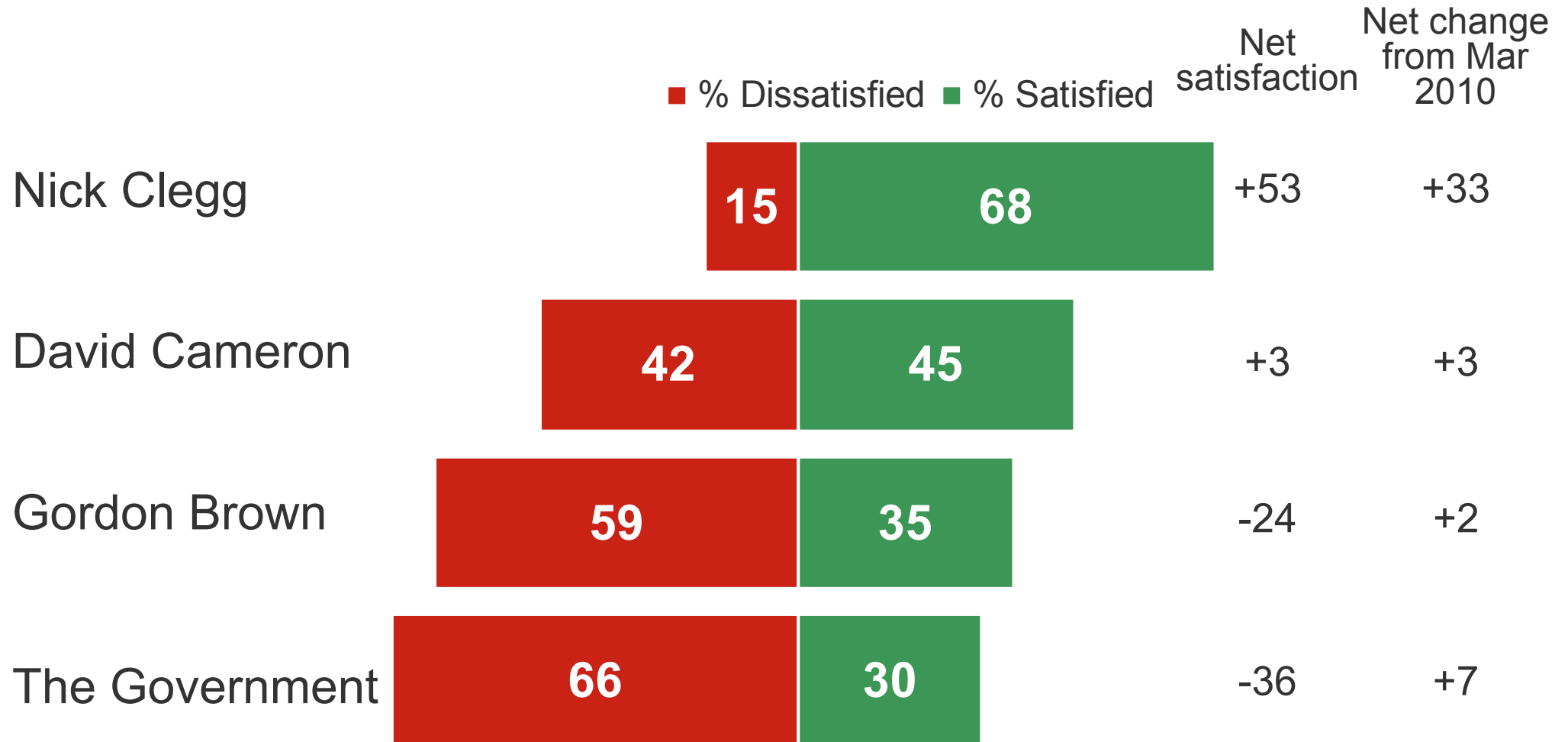
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter



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

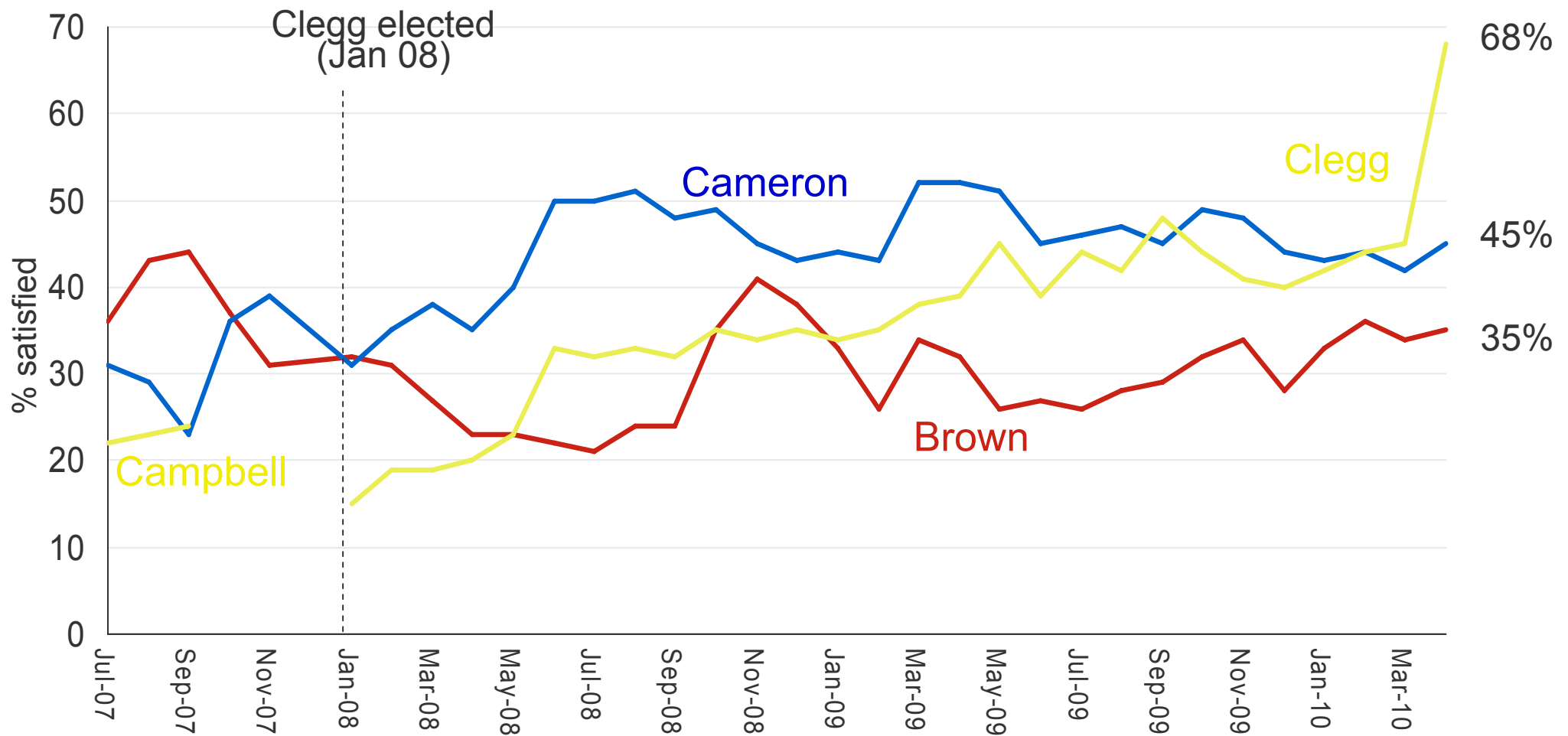
Ipsos MORI

Source: Ipsos MORI Political Monitor



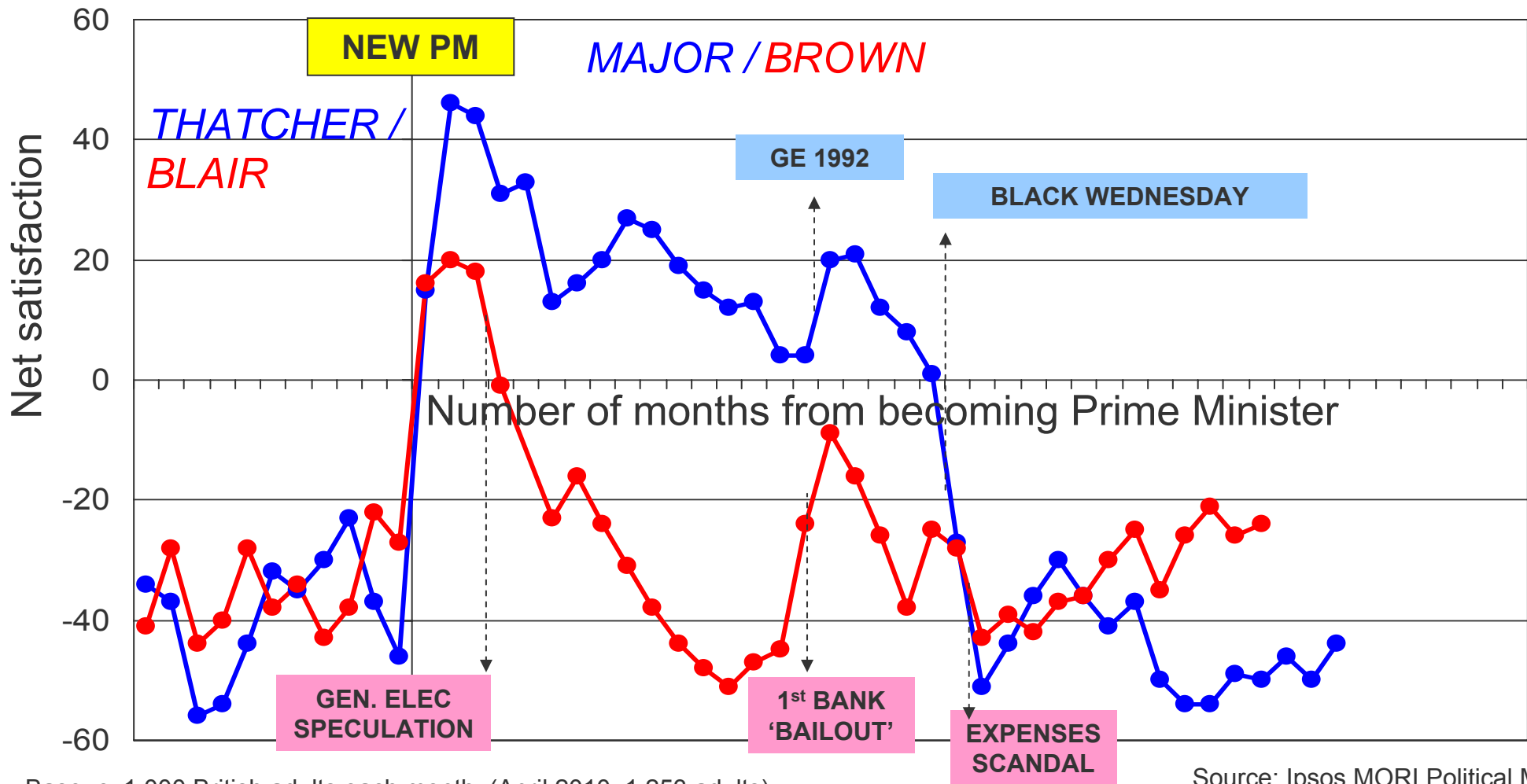
# Satisfaction with Party leaders July-07 – April-10

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



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

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

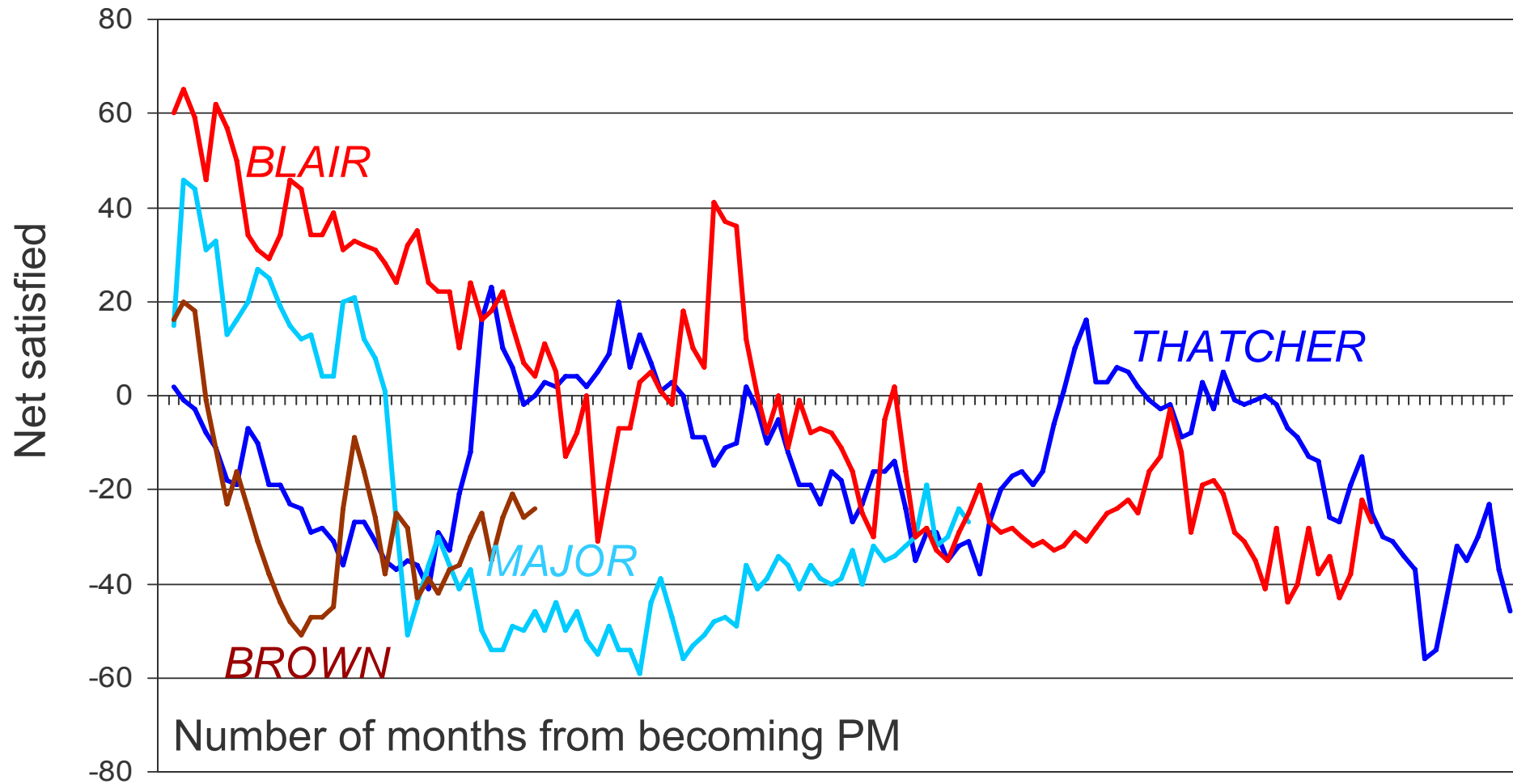


Base: c. 1,000 British adults each month; (April 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers (1979–2010)

*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; (April 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

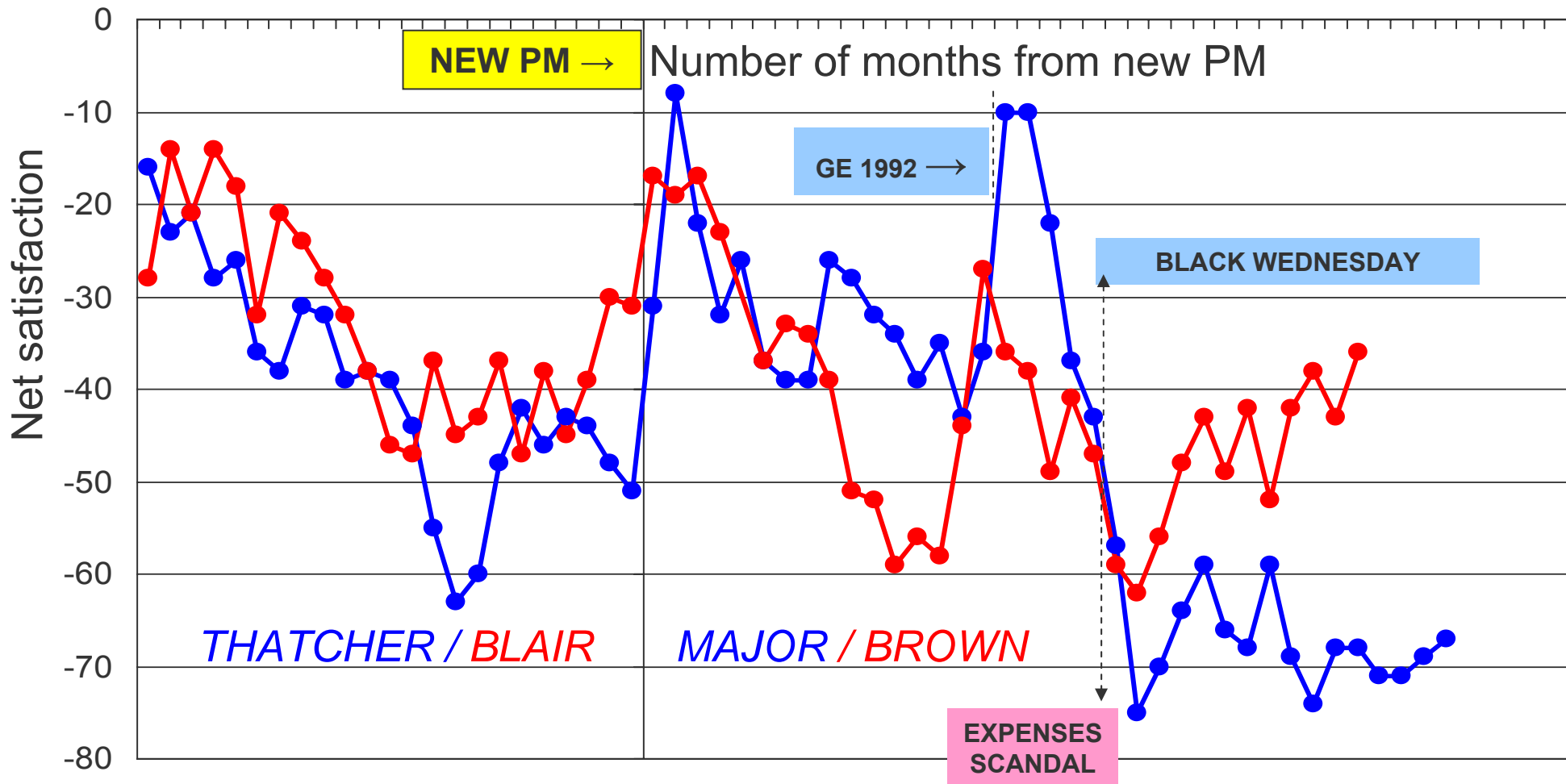
Ipsos MORI

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: 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; (April 2010: 1,253 adults)

Ipsos MORI

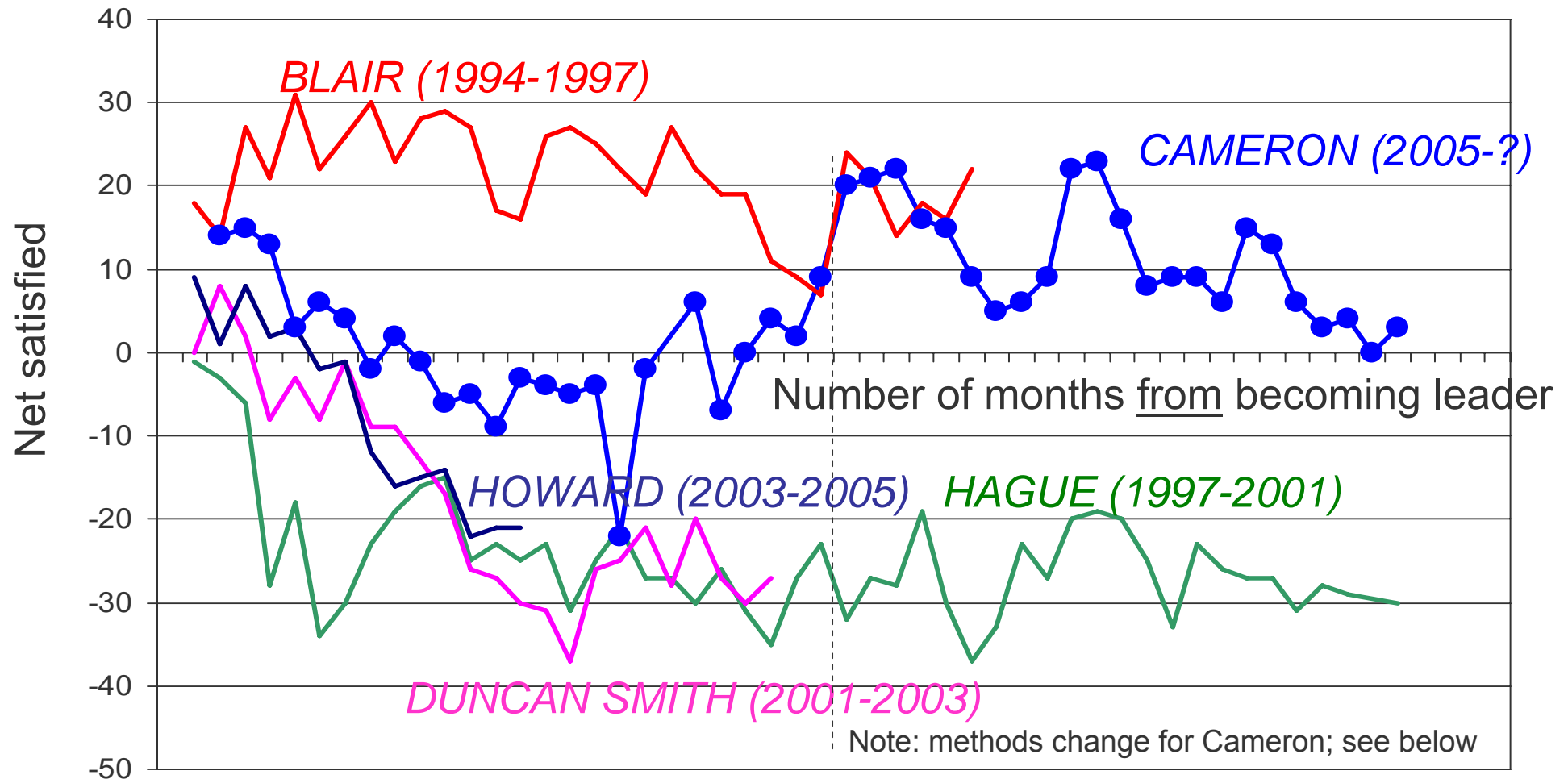
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1994 – 2010)

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



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

Source: Ipsos MORI Political Monitor

Ipsos MORI

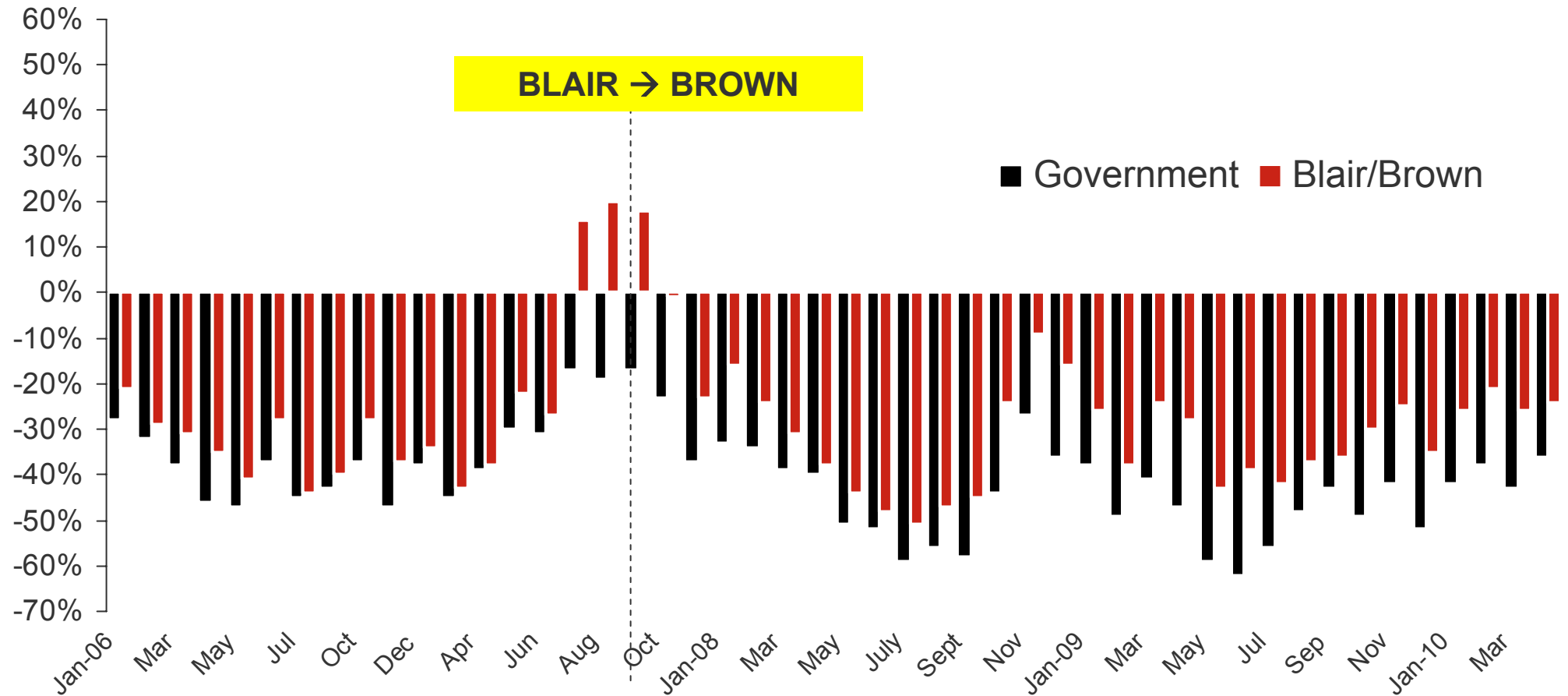
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# 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; (April 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

Ipsos MORI

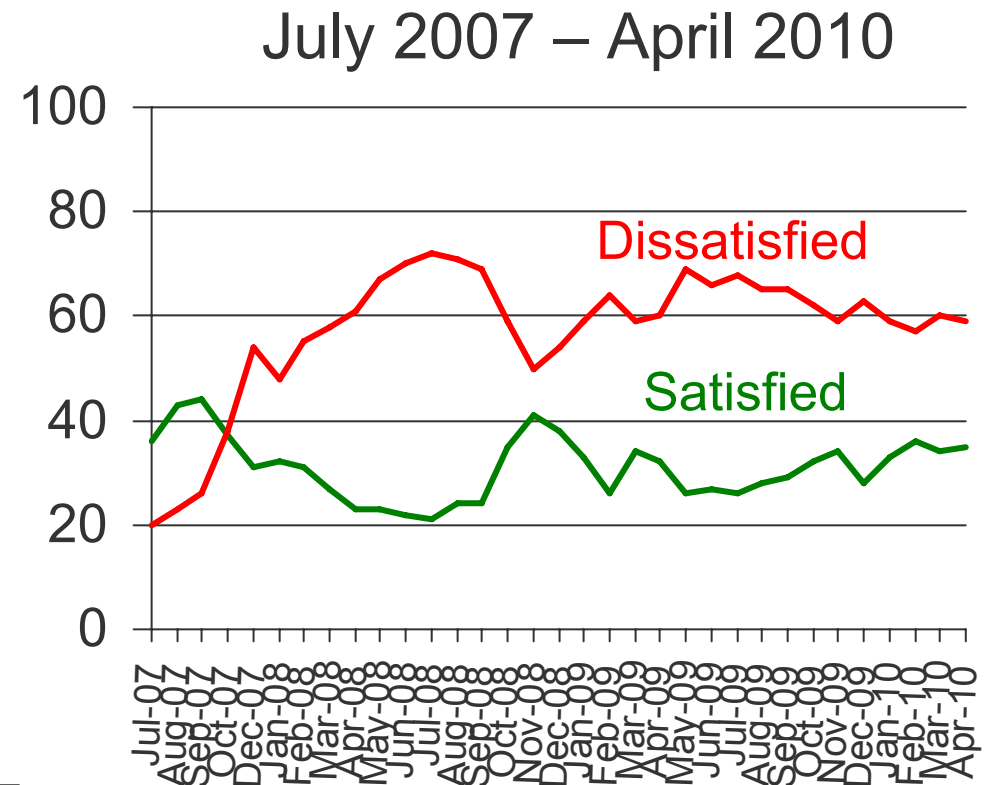
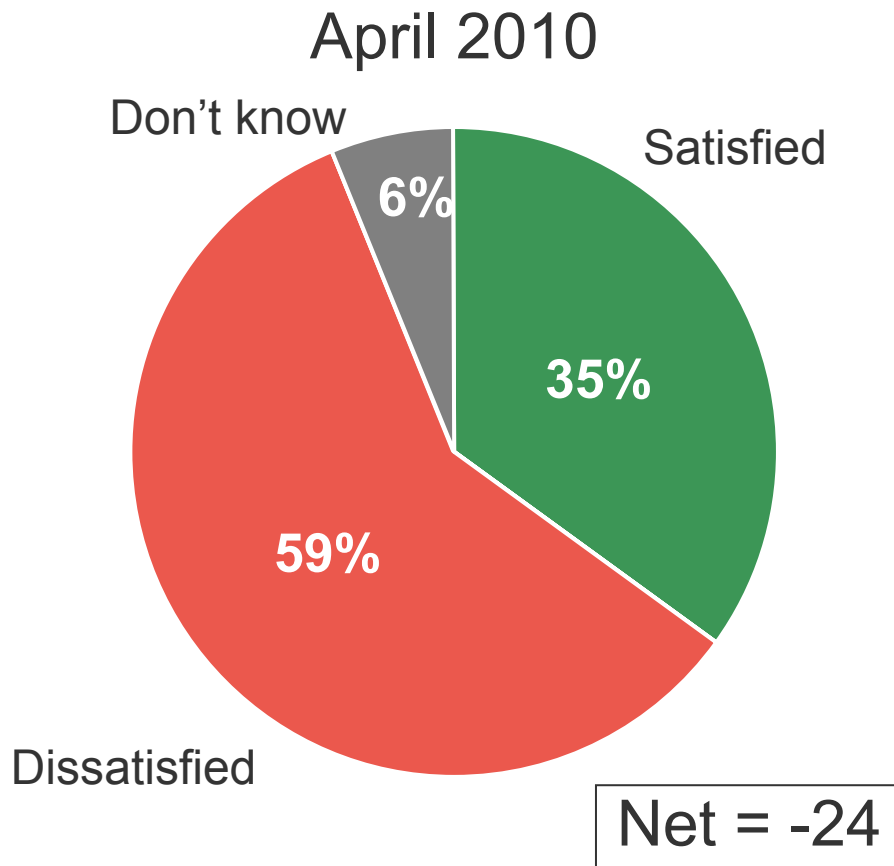
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Gordon Brown (satisfaction)

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



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

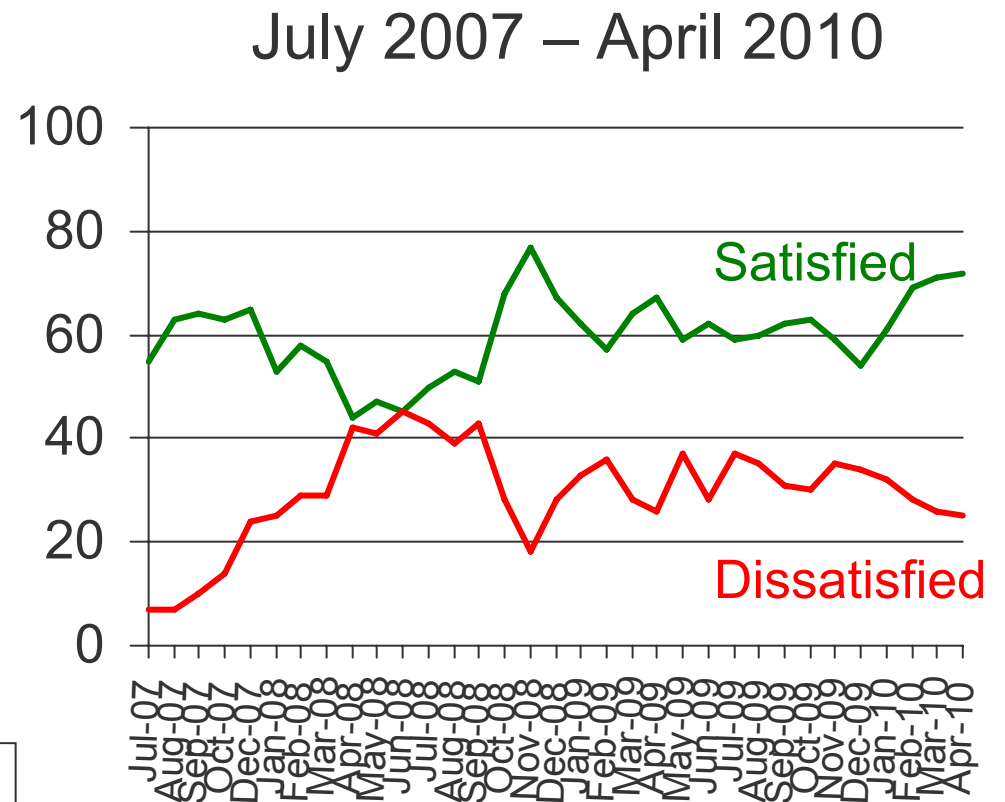
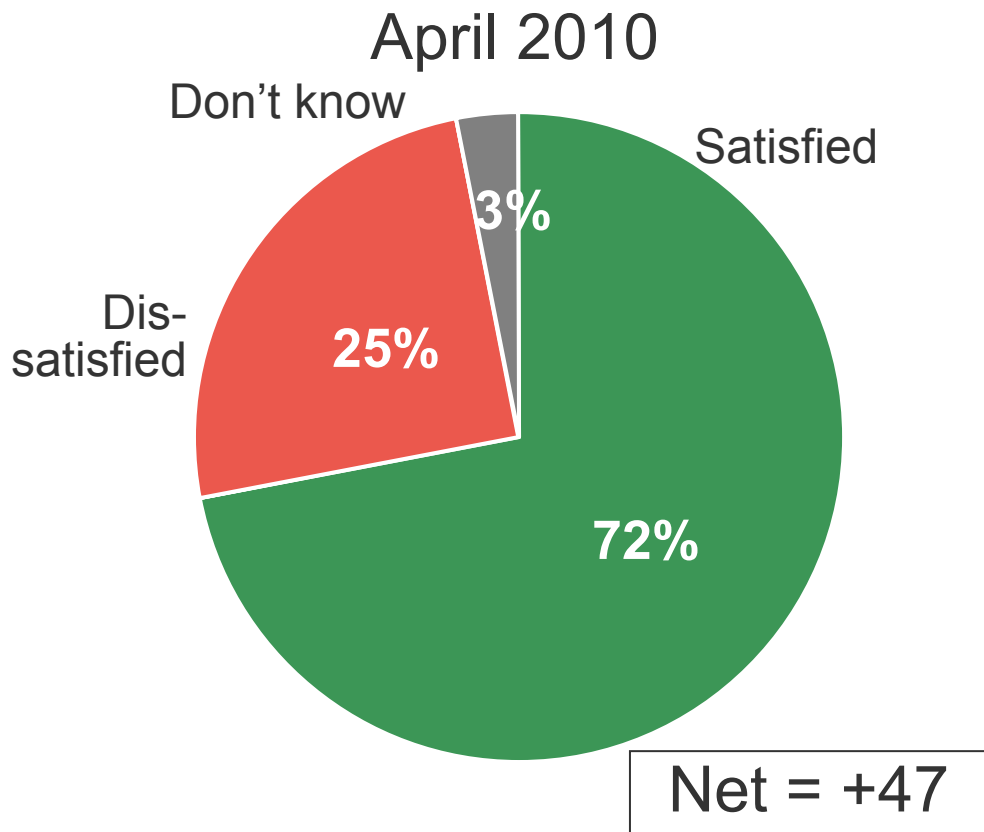
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?*



Base: 297 Labour supporters 18+, 18th-19th April 2010

Ipsos MORI

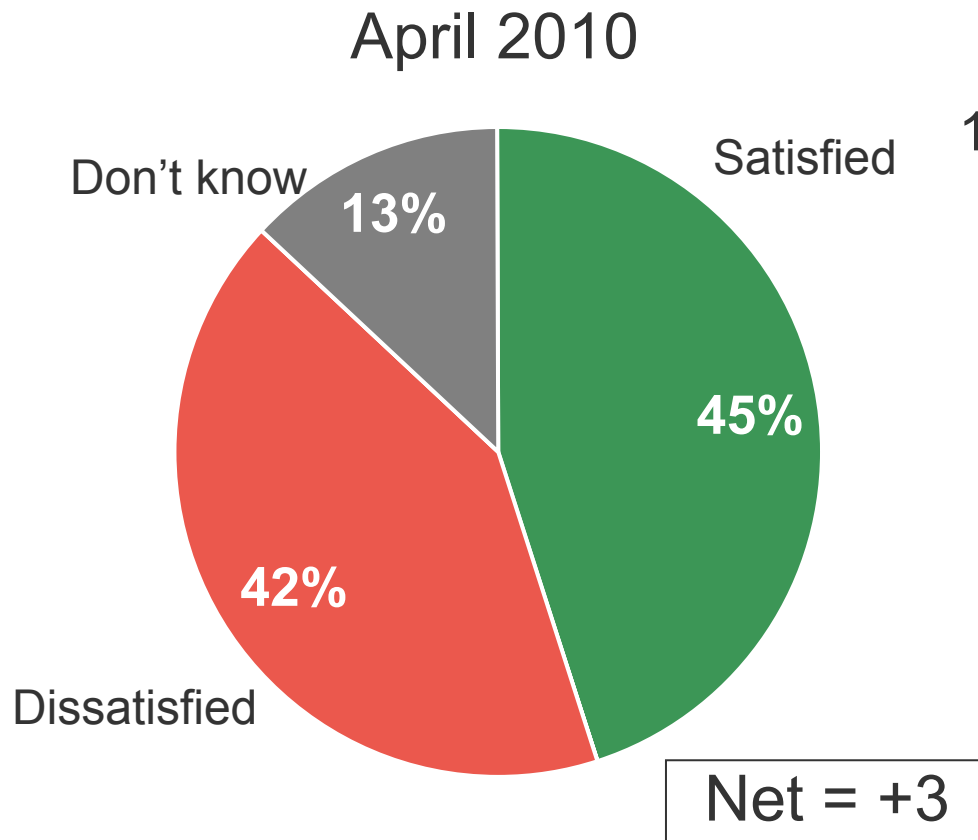
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

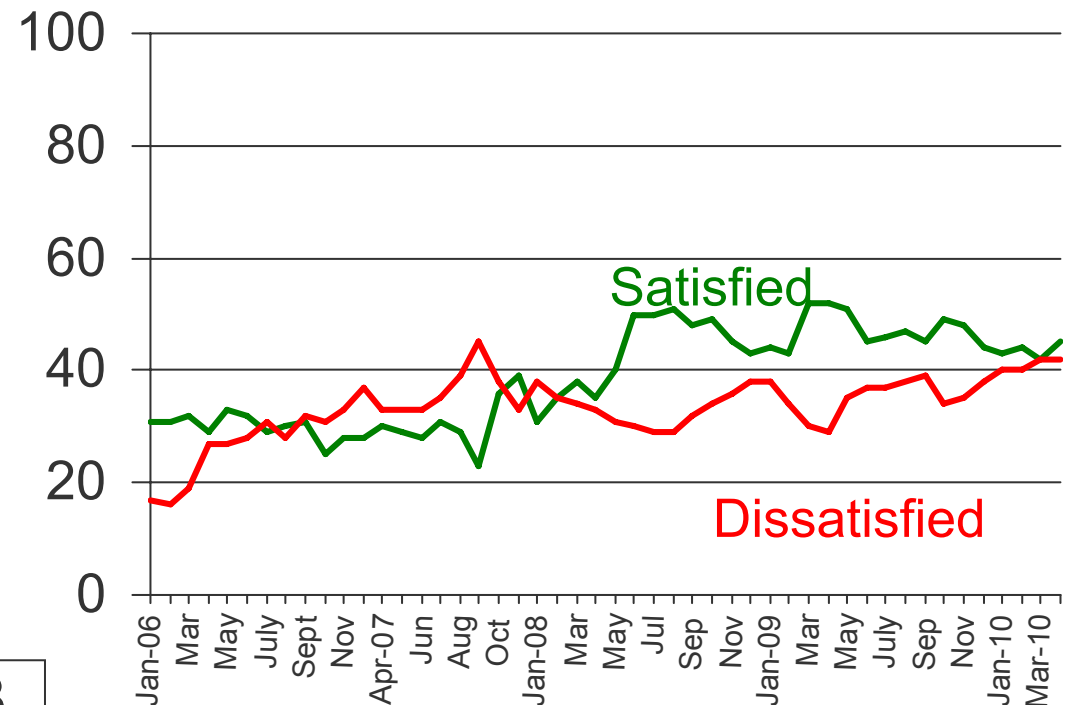


# David Cameron (satisfaction)

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



January 2006 – April 2010



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

Ipsos MORI

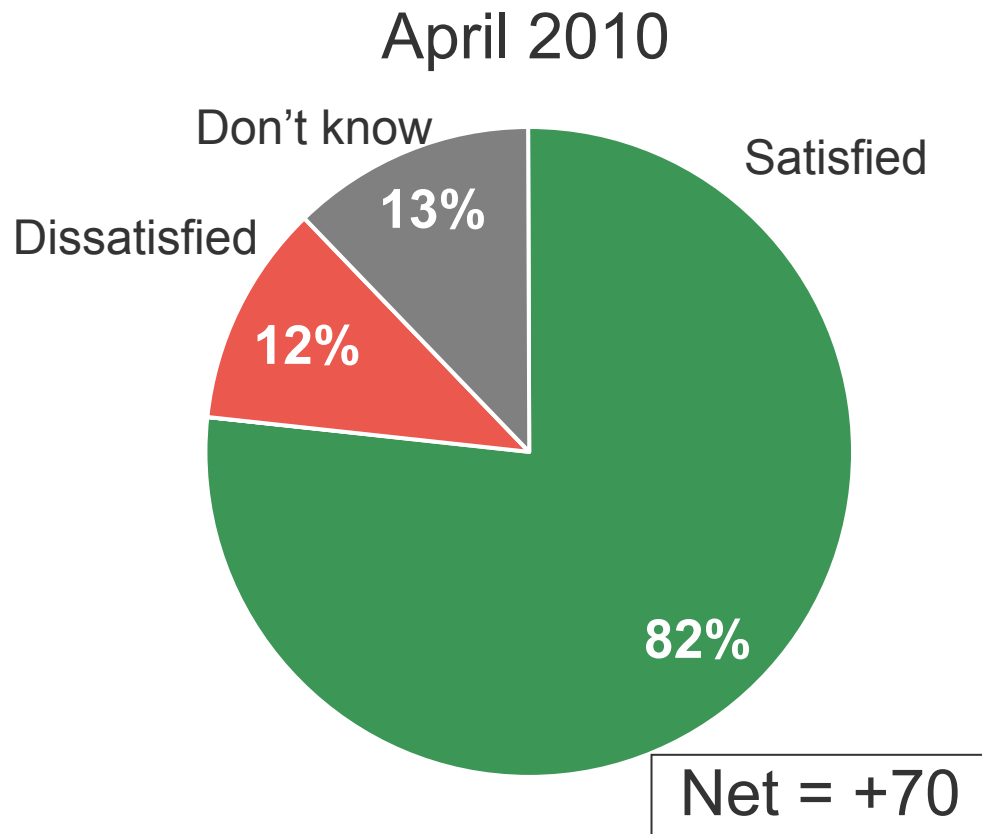
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

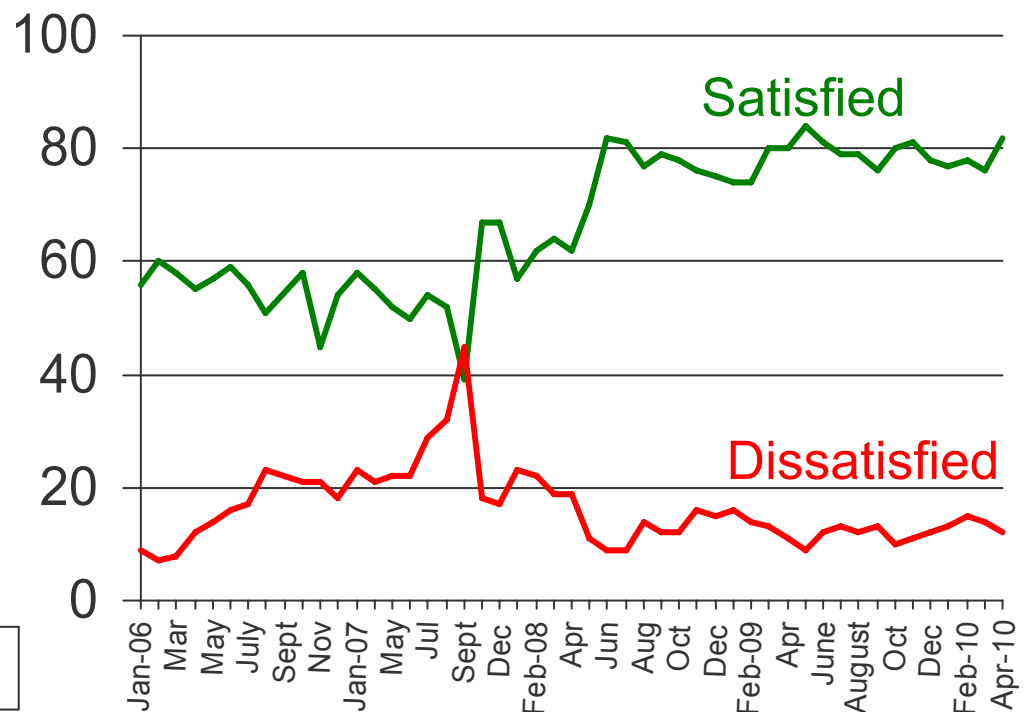


# David Cameron (satisfaction among Tory supporters)

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



January 2006 – April 2010



Base: 323 Conservative supporters 18+, 18th-19th April 2010

Ipsos MORI

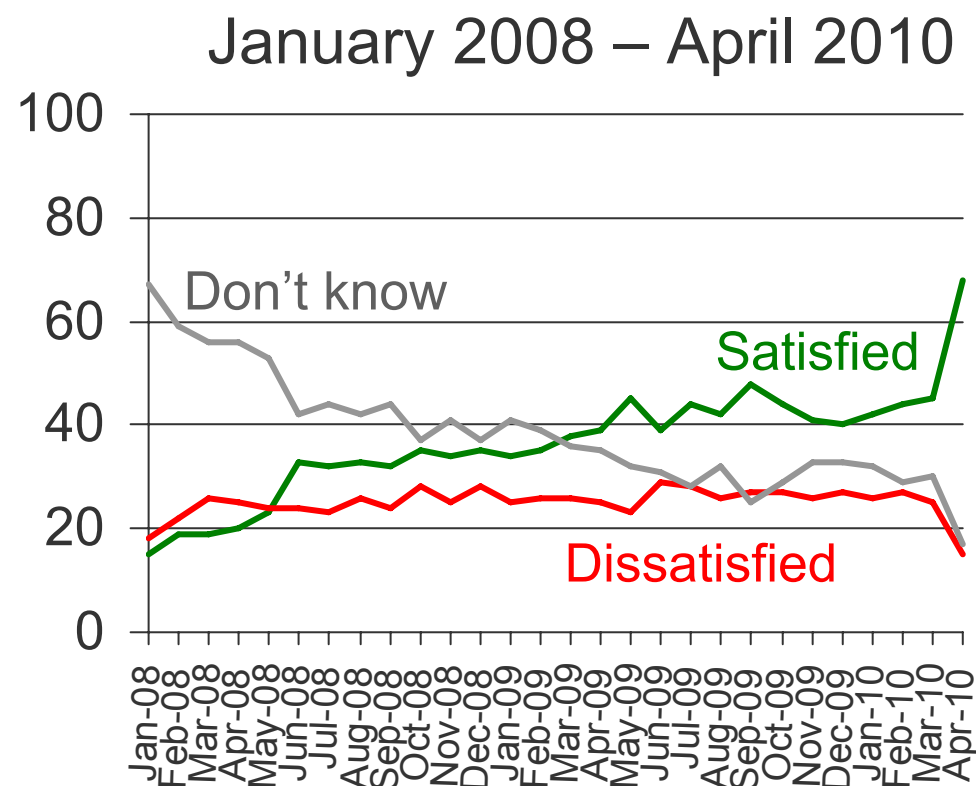
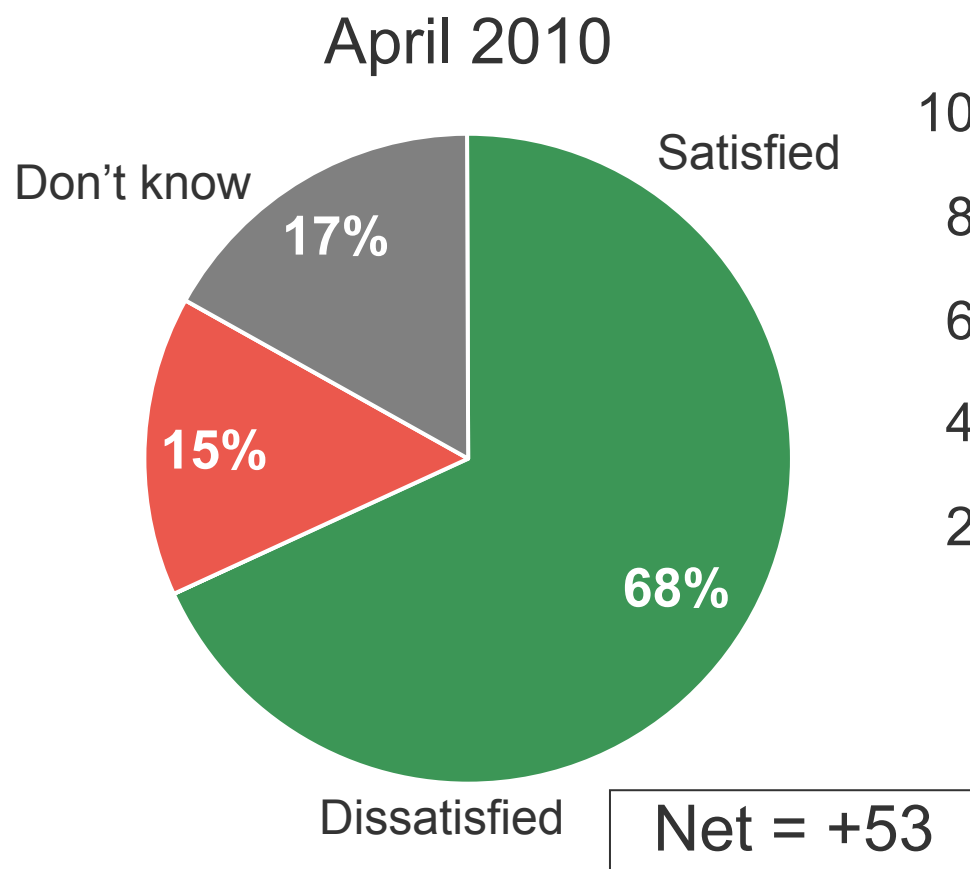
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

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

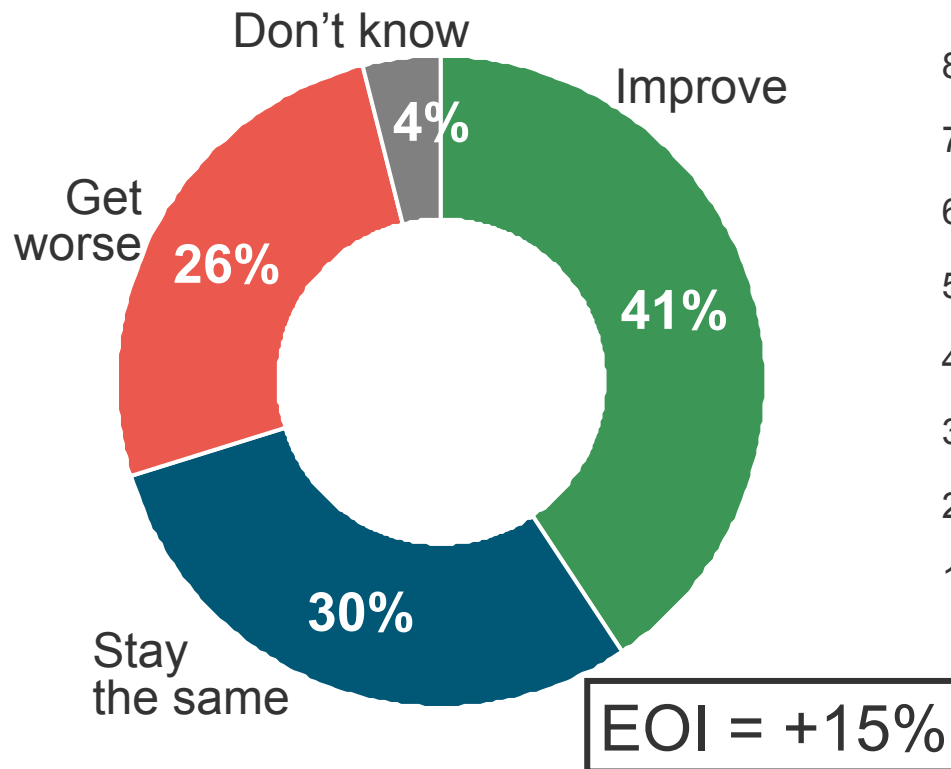


# Economic Optimism

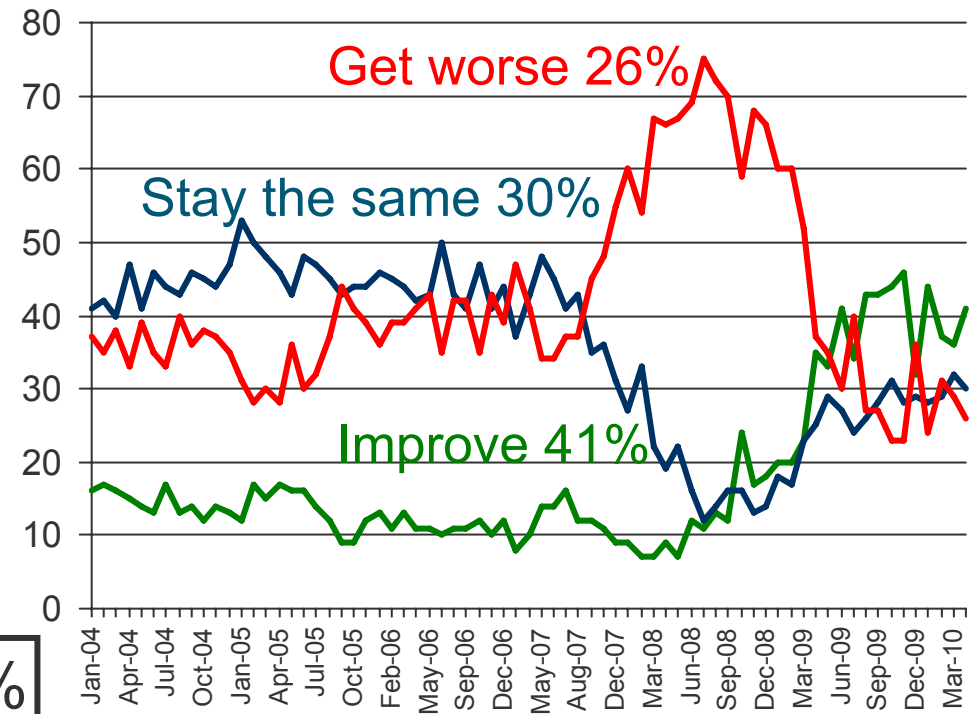
# Rise in economic optimism

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

April 2010



January 2004 – April 2010



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

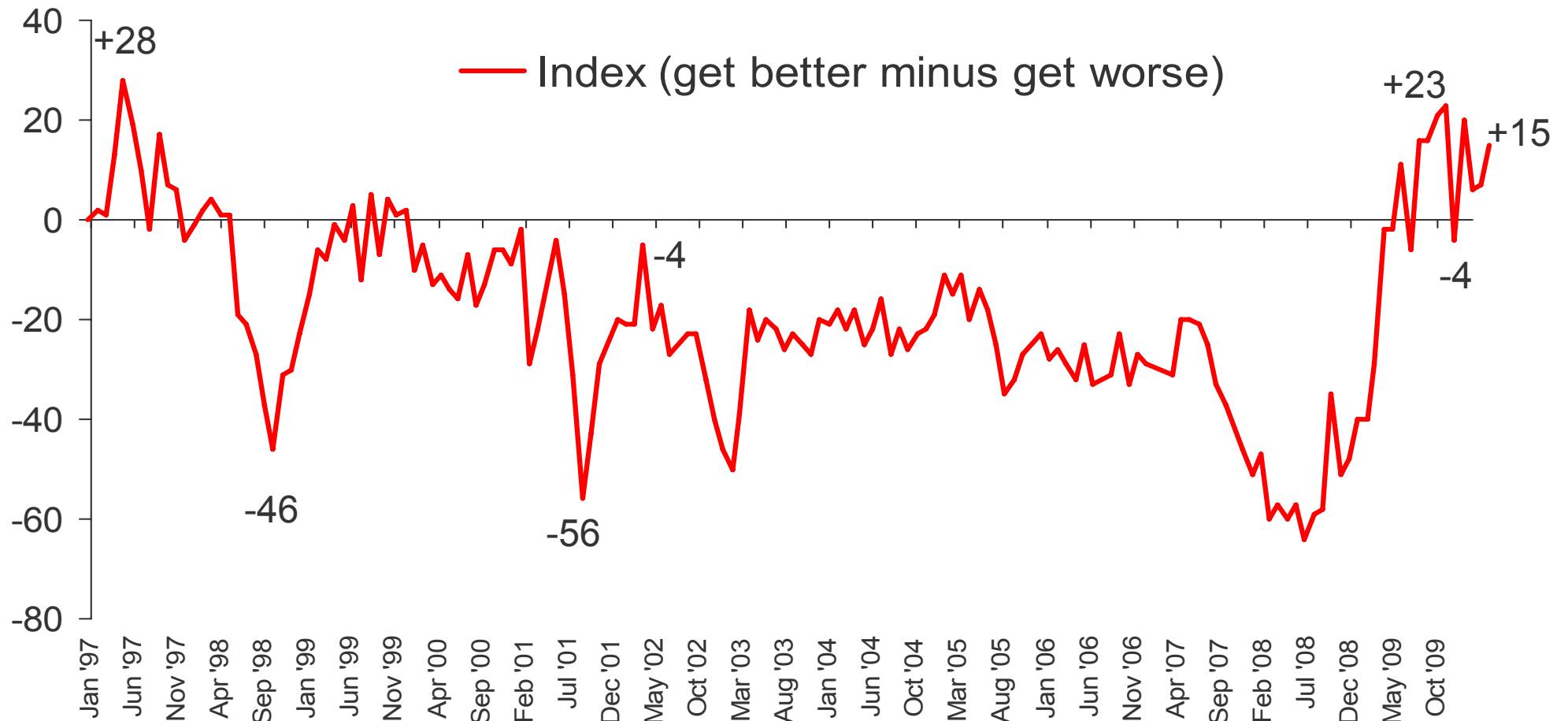
Ipsos MORI

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; (March 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

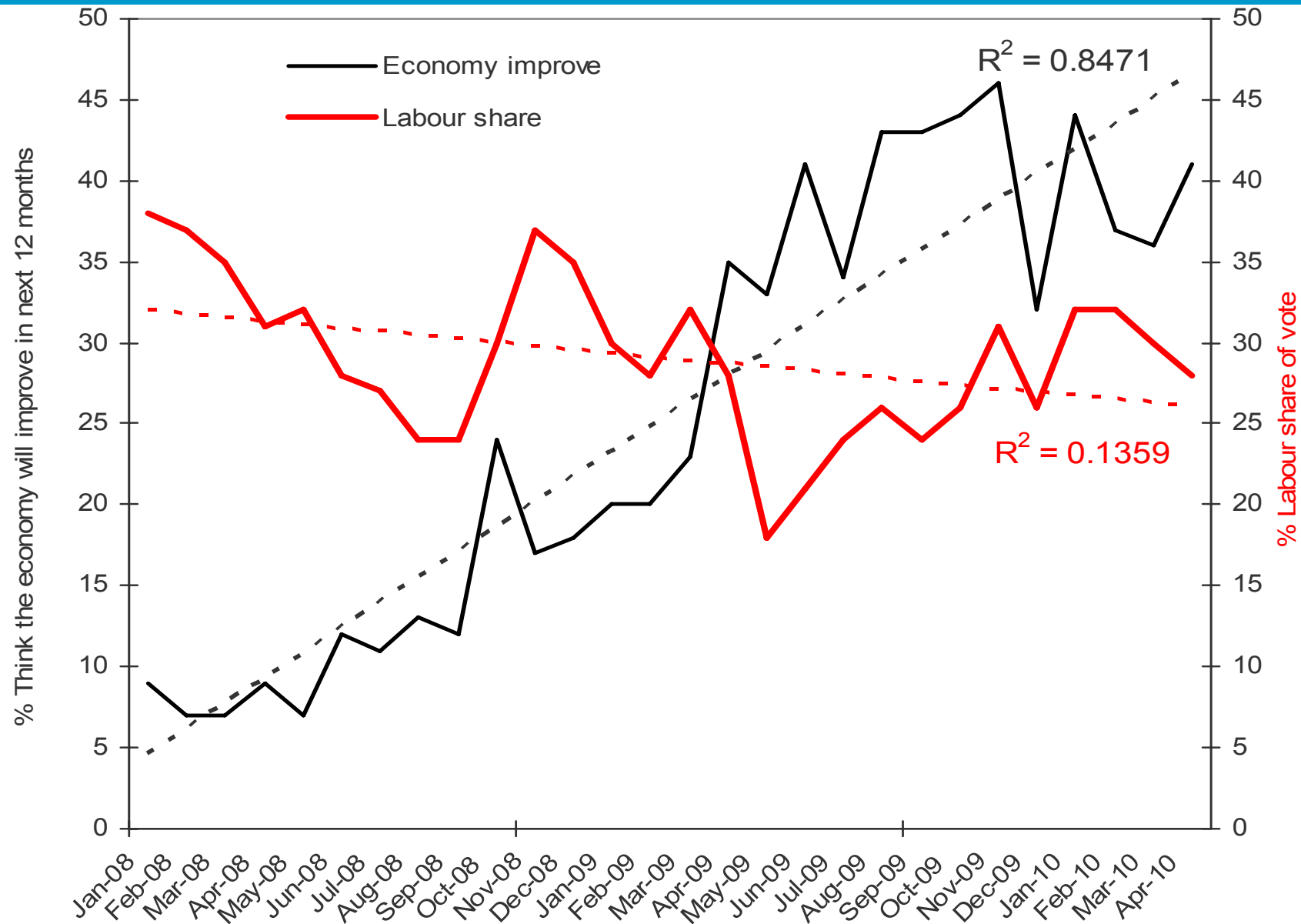


# Economic Optimism since 1979

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



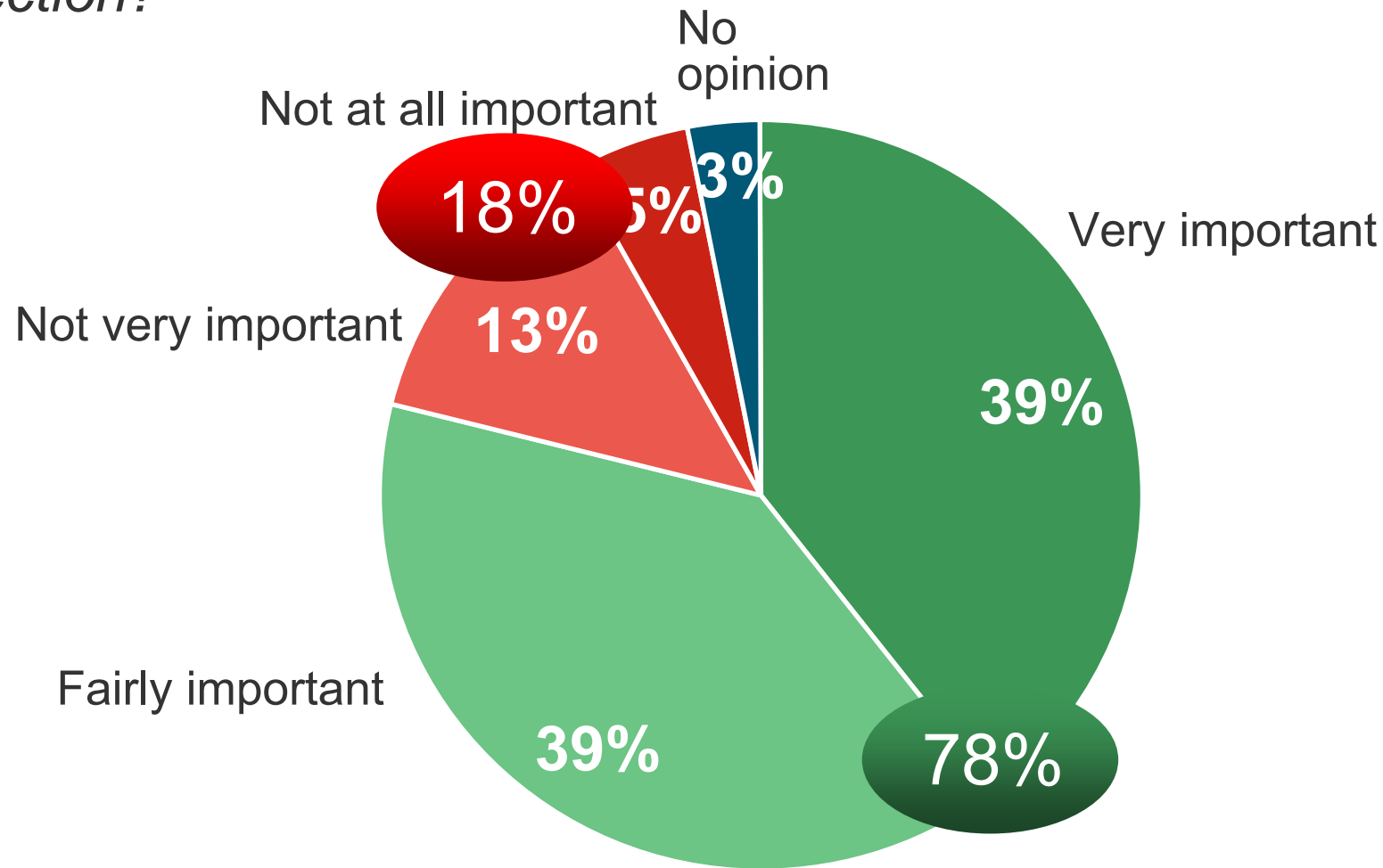
# Economic optimism vs. Labour share



# Forthcoming General Election

# The election result is important to most

*How important is it to you personally who wins the next General Election?*



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

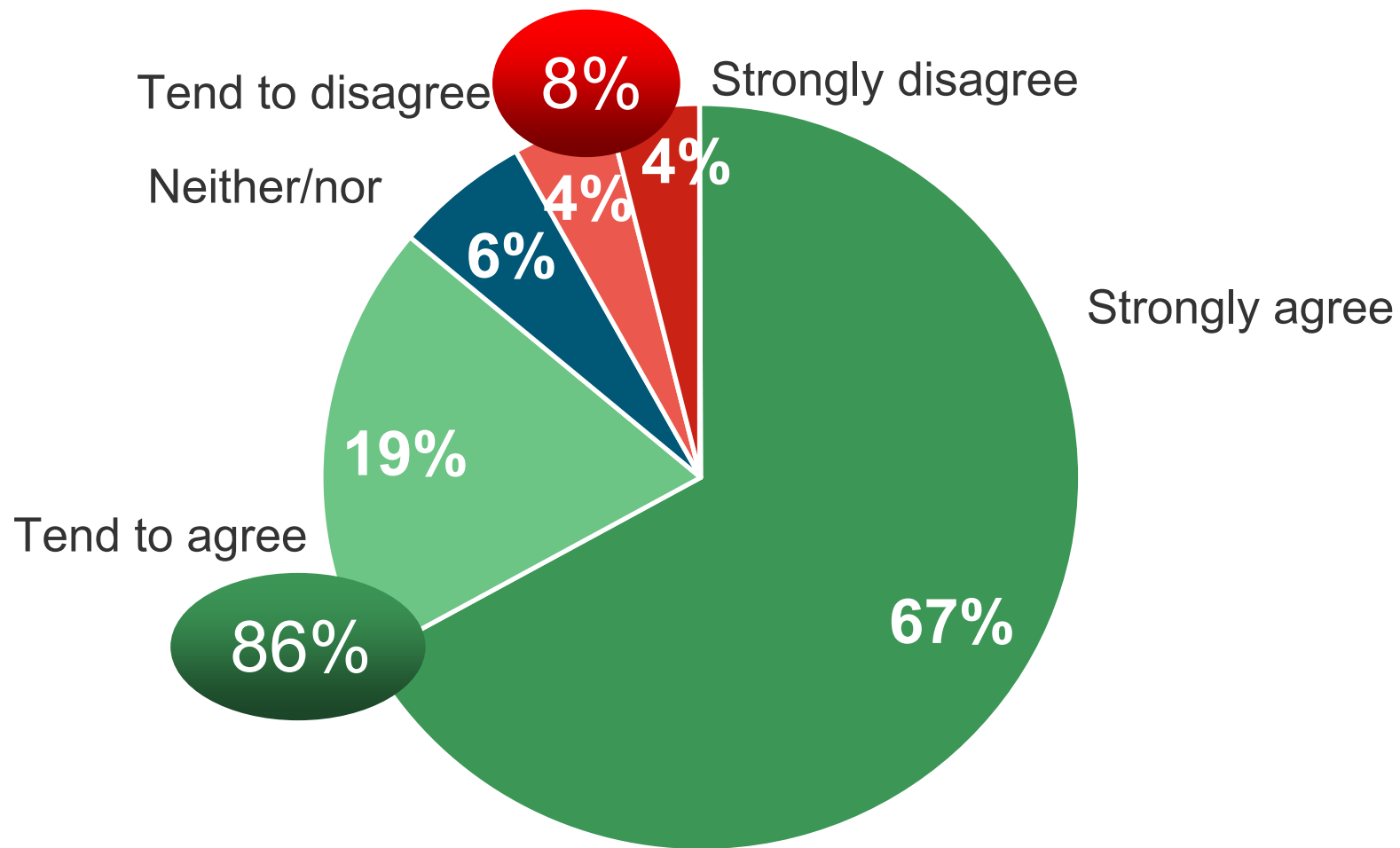
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Duty to vote

To what extent do you agree or disagree with the following statement?  
"It is my duty to vote"

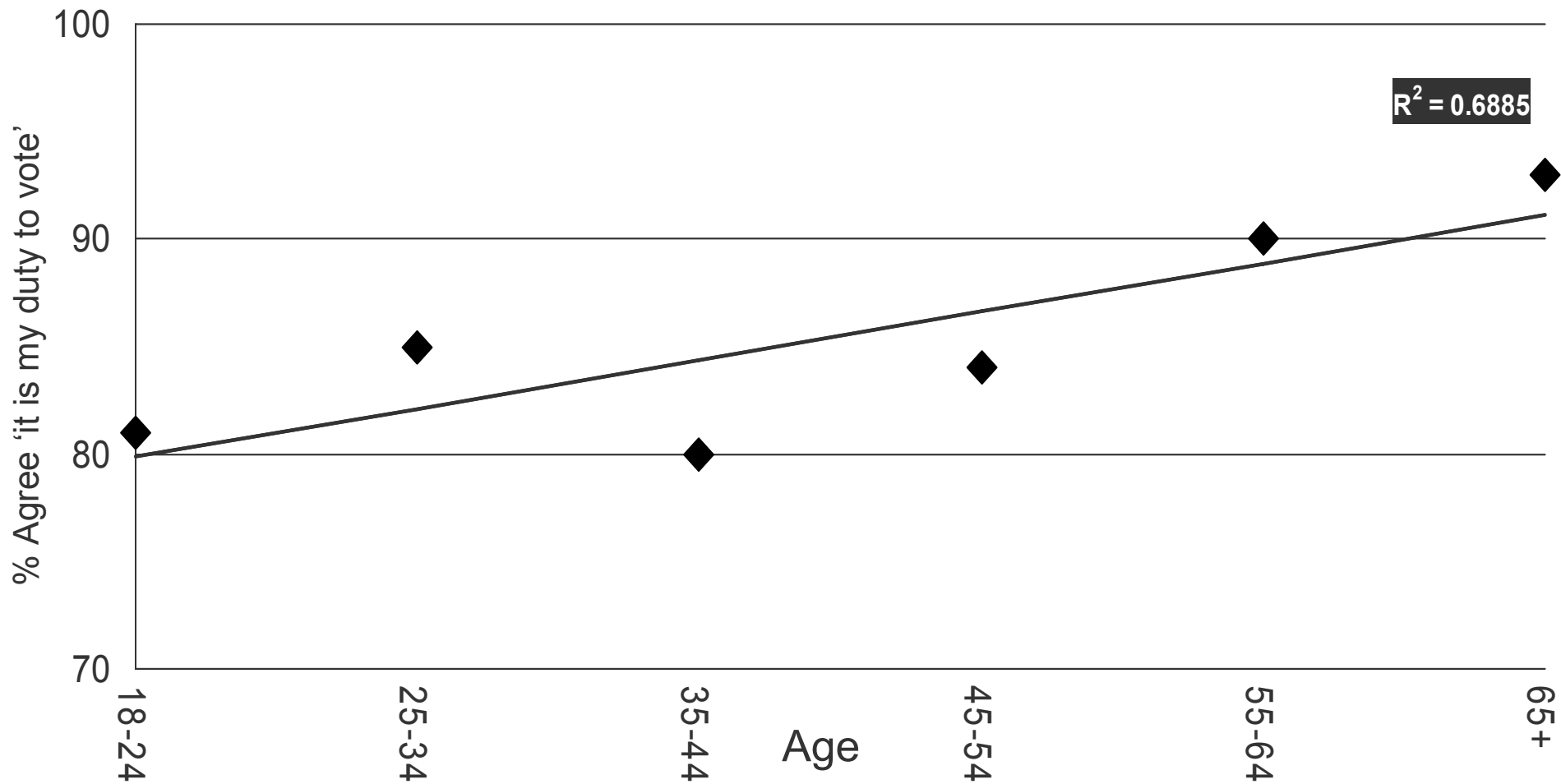


Base: 1,253 British adults 18+, 18th-19th April 2010  
Ipsos MORI

Source: Ipsos MORI Political Monitor  
Ipsos

# Feeling it is your duty to vote increases with age

To what extent do you agree or disagree with the following statement?  
"It is my duty to vote"

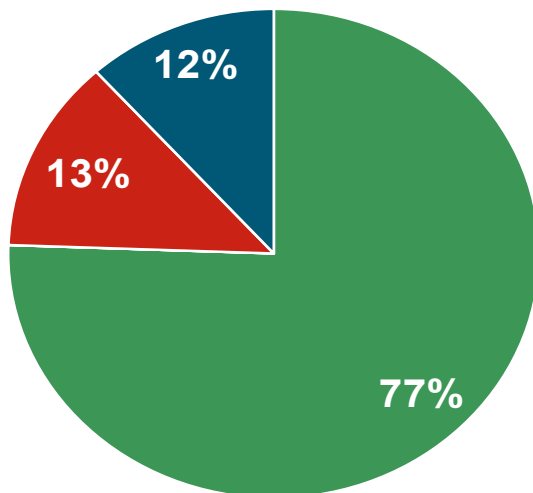


# Lib Dems are more likely to vote tactically

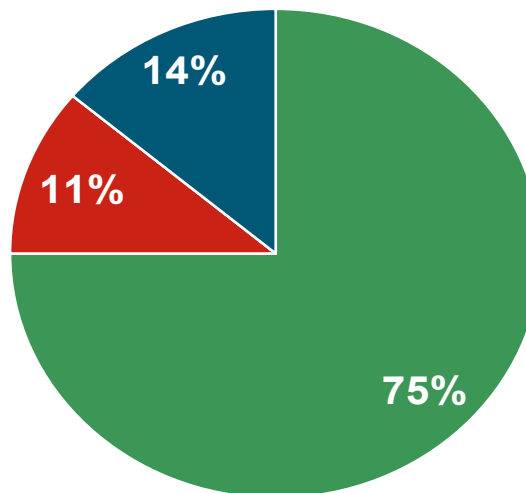
*You said you would vote for [INSERT PARTY]. Which of the following statements comes closest to your reasons for intending to vote for the ... party?*

- It is the party that most represents your views
- The party you support has little chance of winning in this constituency so you vote for the (INSERT) party to try and keep another party out
- Other/No opinion

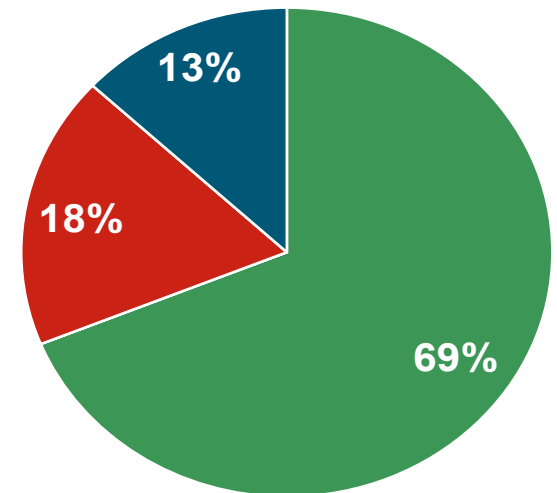
Conservative voters



Labour voters



Lib Dem voters

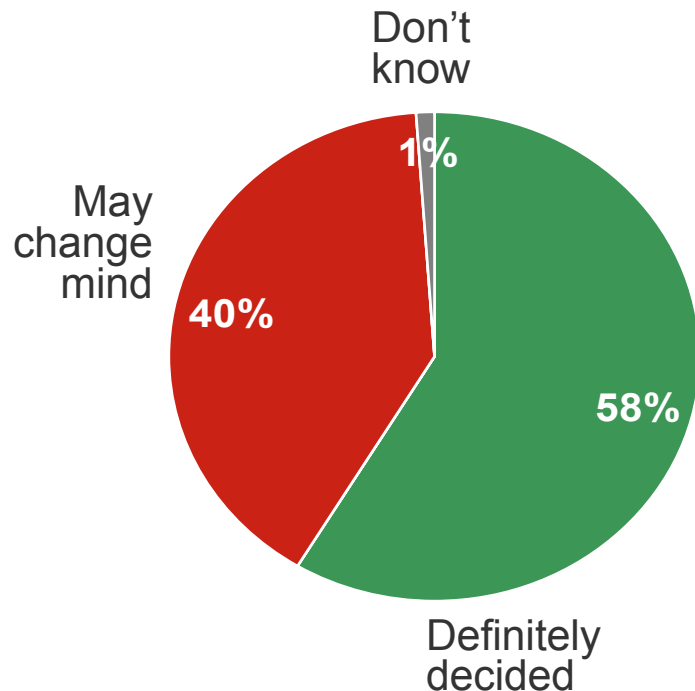


Base: 1,253 British adults 18+, naming one of the three main parties (1,061), Conservatives: 324, Labour: 297, Lib Dems: 331. 18-20 April 2010

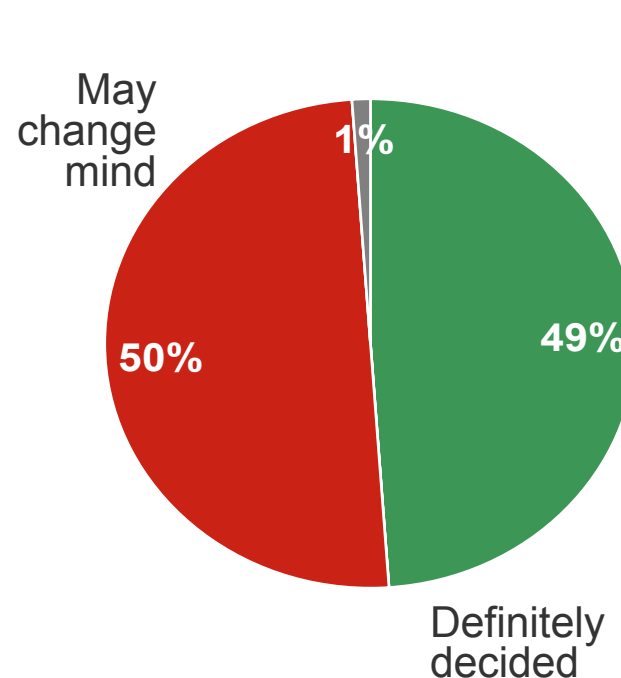
# More Conservatives are definitely decided

*Have you definitely decided to vote for the [INSERT PARTY] or is there a chance you may change your mind before you vote?*

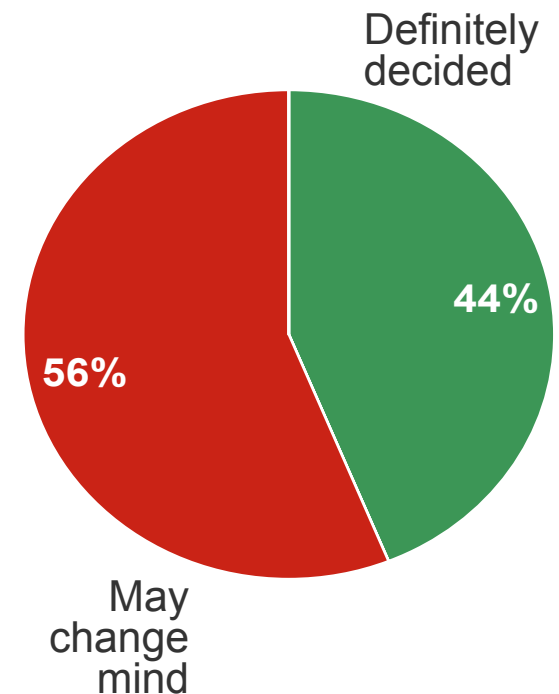
**Conservative voters**



**Labour voters**



**Lib Dem voters**



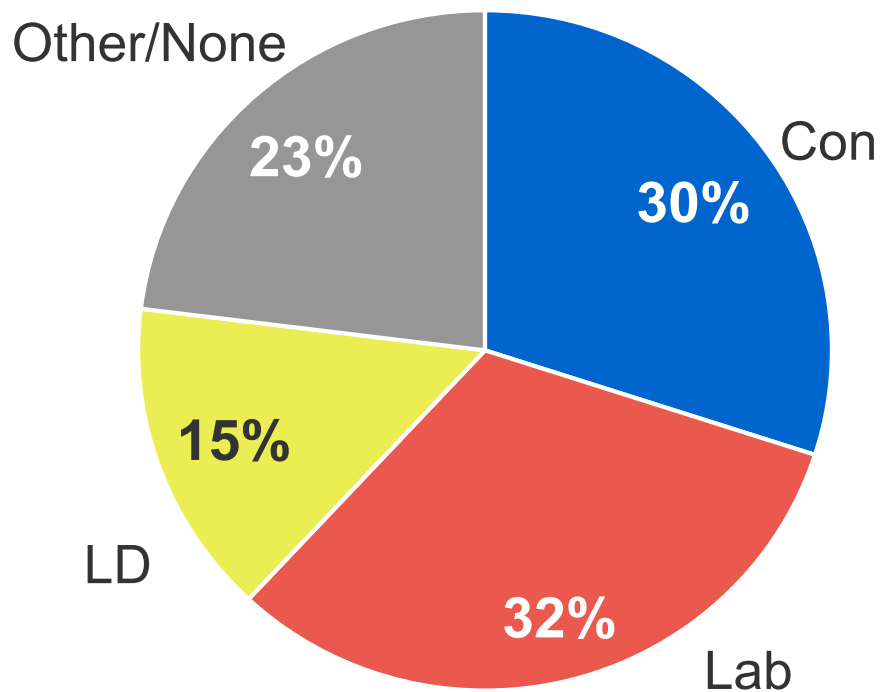
Base: 1,253 British adults 18+, naming one of the three main parties (1,061), Conservatives: 324, Labour: 297, Lib Dems: 331. 18-20 April 2010



# Identification with the Lib Dems has increased

*Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?*

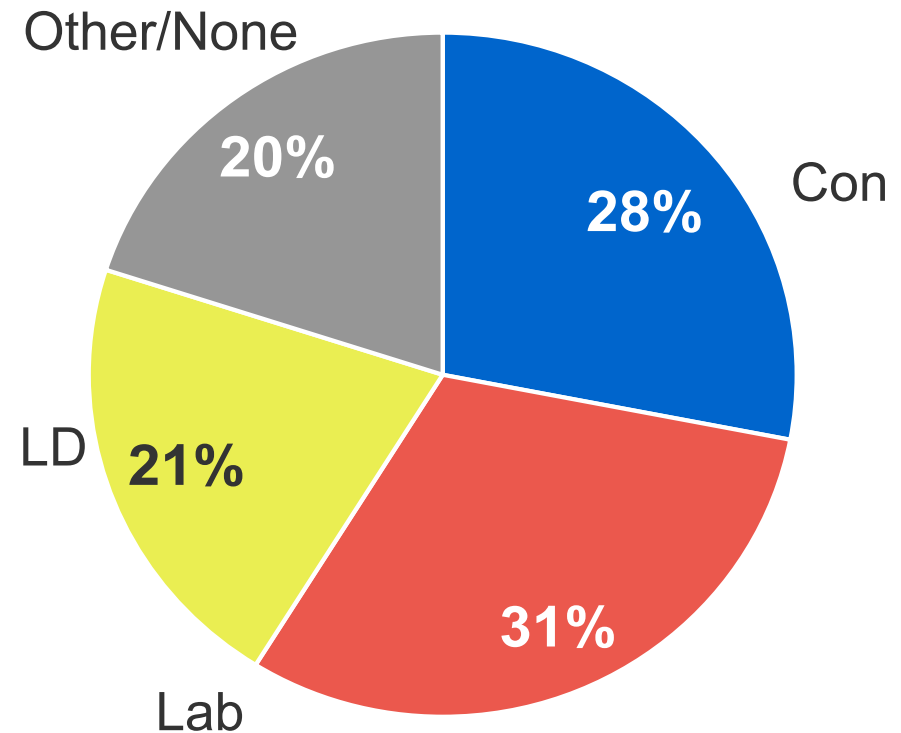
February 2010



Base: 1,533 British adults 18+, 19th-22nd February 2010

Ipsos MORI

April 2010



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

Source: Ipsos MORI Political Monitor

