



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

December 2010

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**Ipsos MORI**

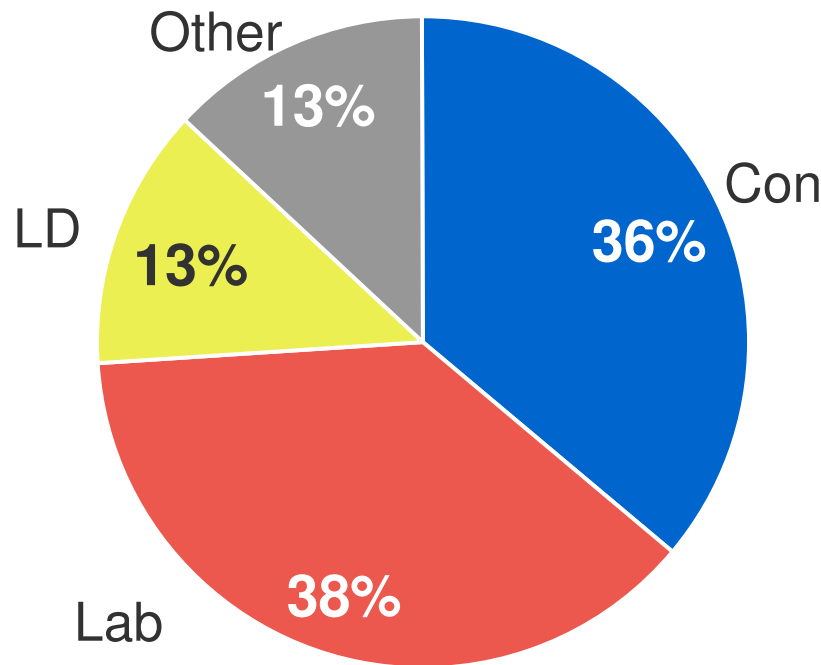


# ***Voting Intentions***

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

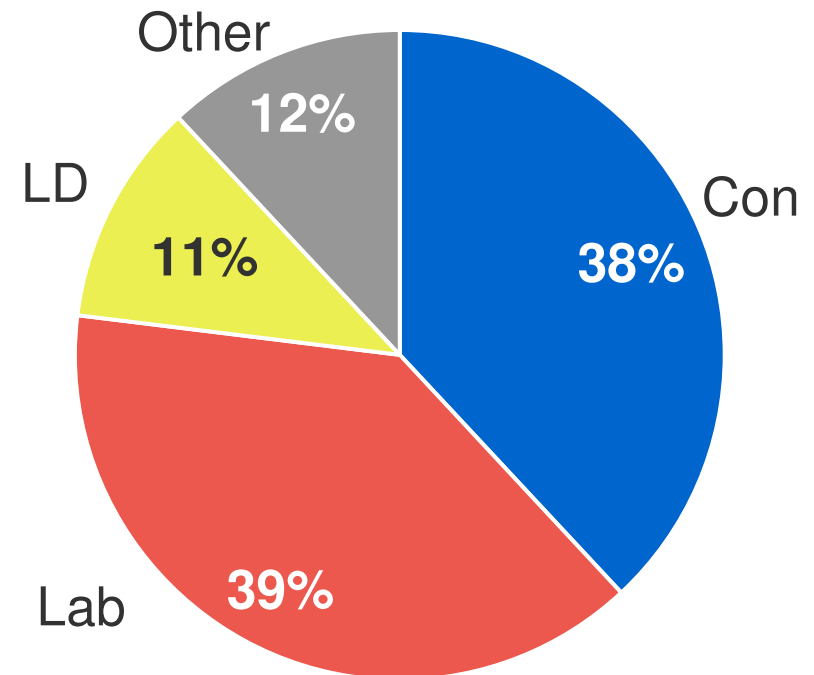
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 80%



Conservative lead = -2

All certain to vote: 57%

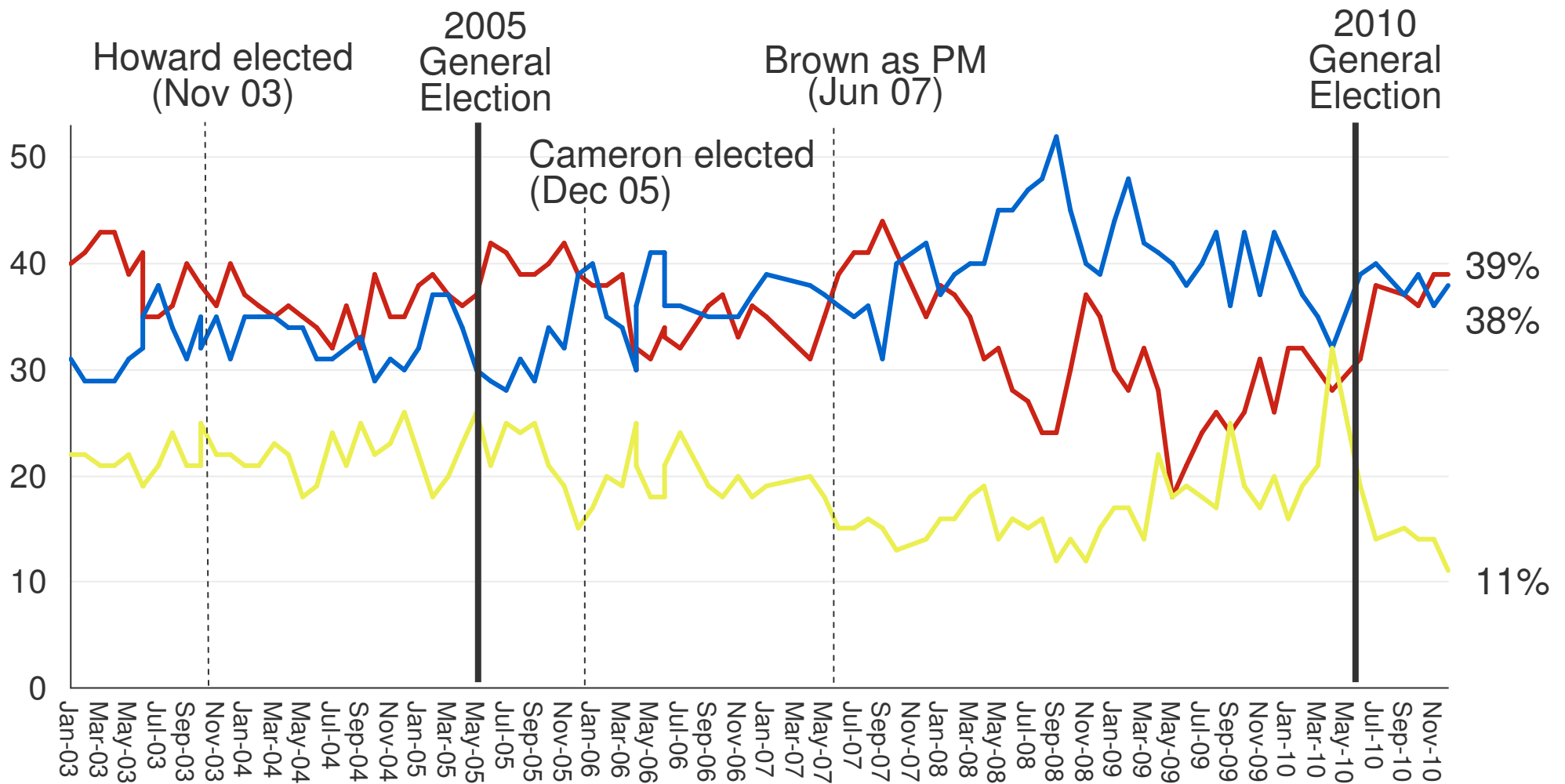


Conservative lead = -1

Base: All giving a voting intention = 799 unweighted, All certain to vote = 581 unweighted; data collected among 1,004 British adults 18+, 10th - 12th December 2010

# Voting Intentions January 03 – December 10 (all certain to vote)

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



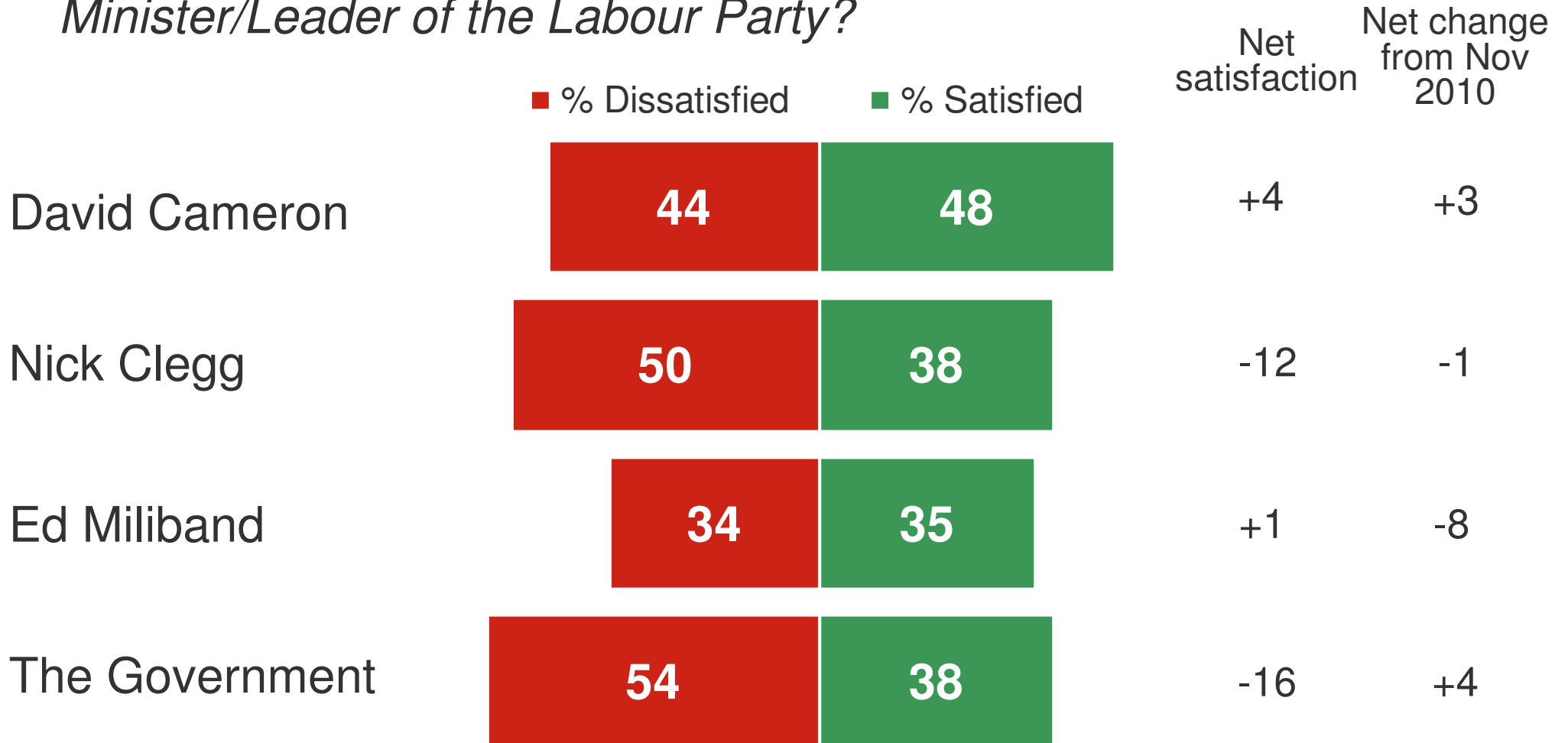
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter      Source: Reuters/Ipsos MORI Political Monitor  
Ipsos MORI



# ***The Coalition Government***

# 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: 1,004 British adults 18+, 10th - 12th December 2010

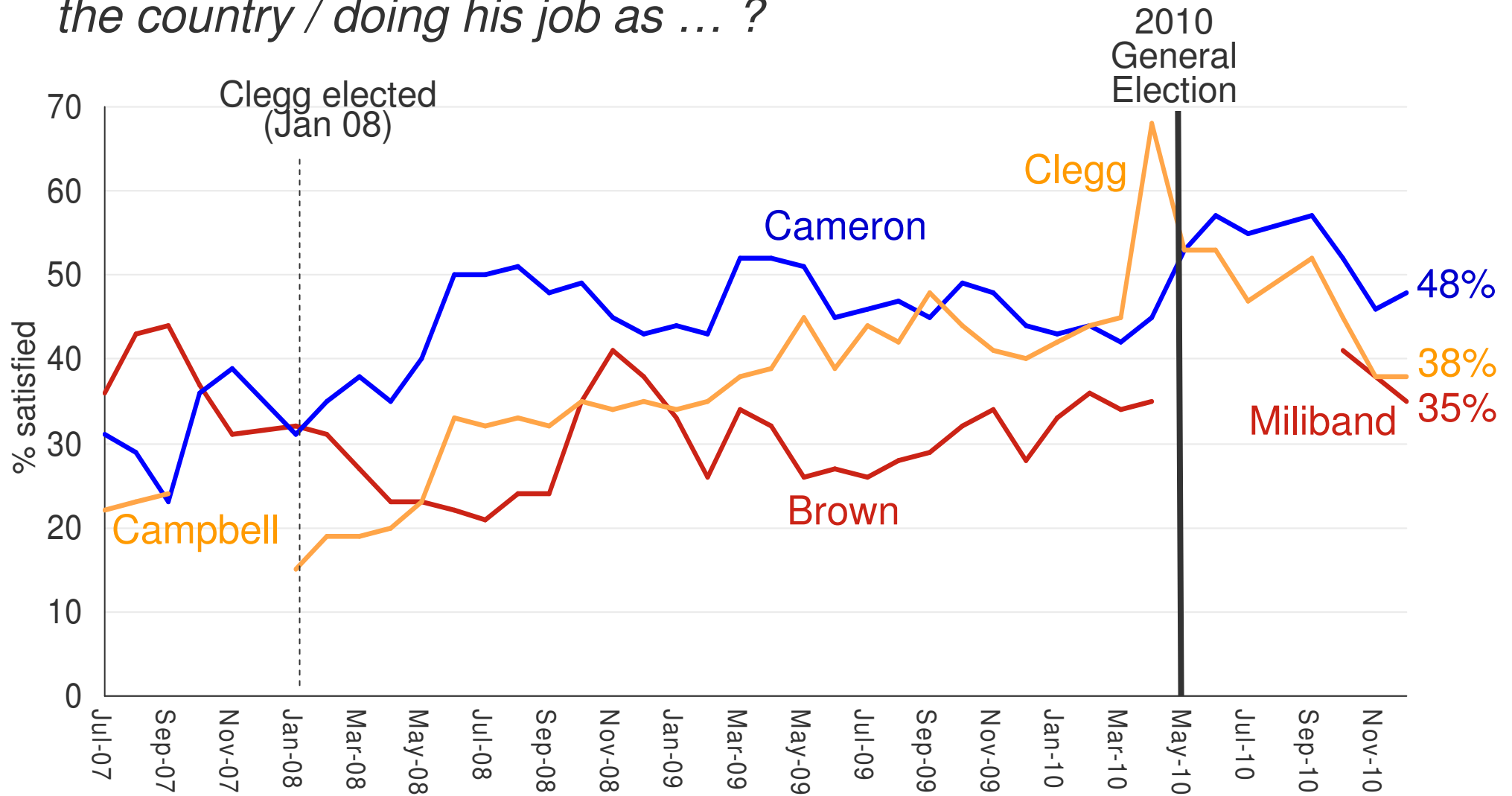
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



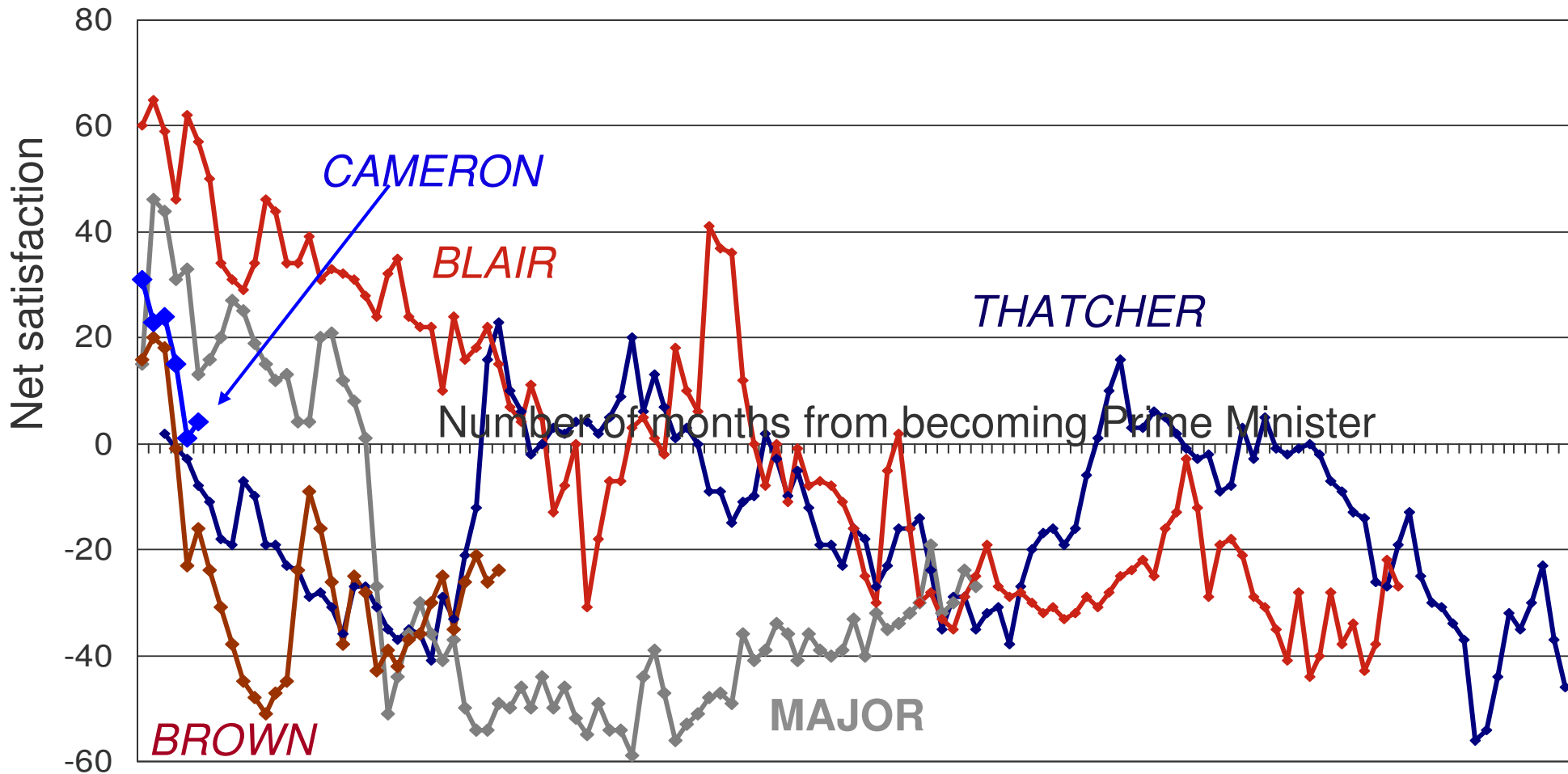
# Satisfaction with Party leaders July-07 – December-10

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; (April 2010: 1,253 adults)

Source: Reuters/Ipsos MORI Political Monitor

Ipsos MORI

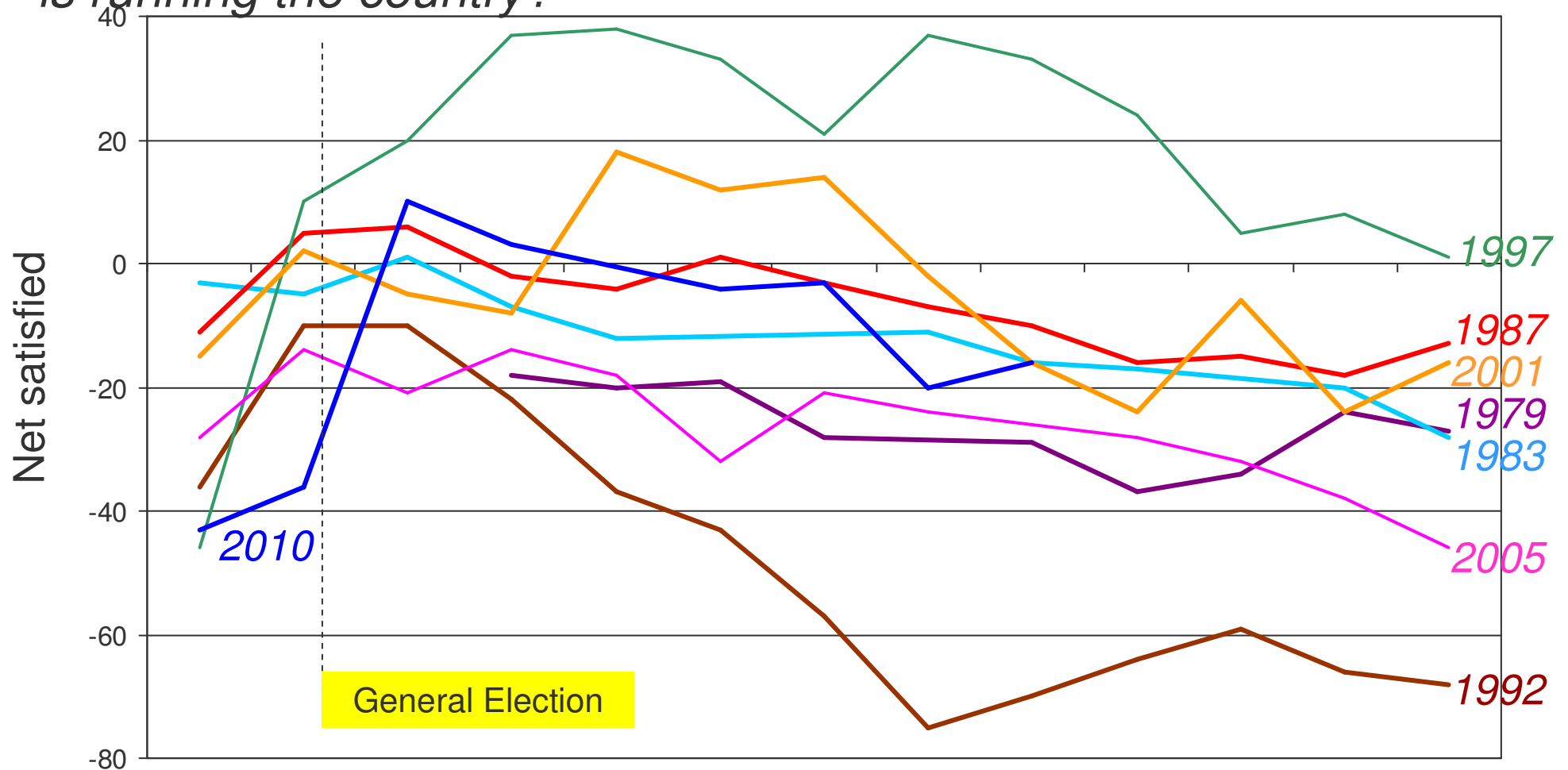
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Net satisfaction with Governments over first year (1979– 2010)

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



Base: c. 1,000 British adults each month; (July 2010: 1,004 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

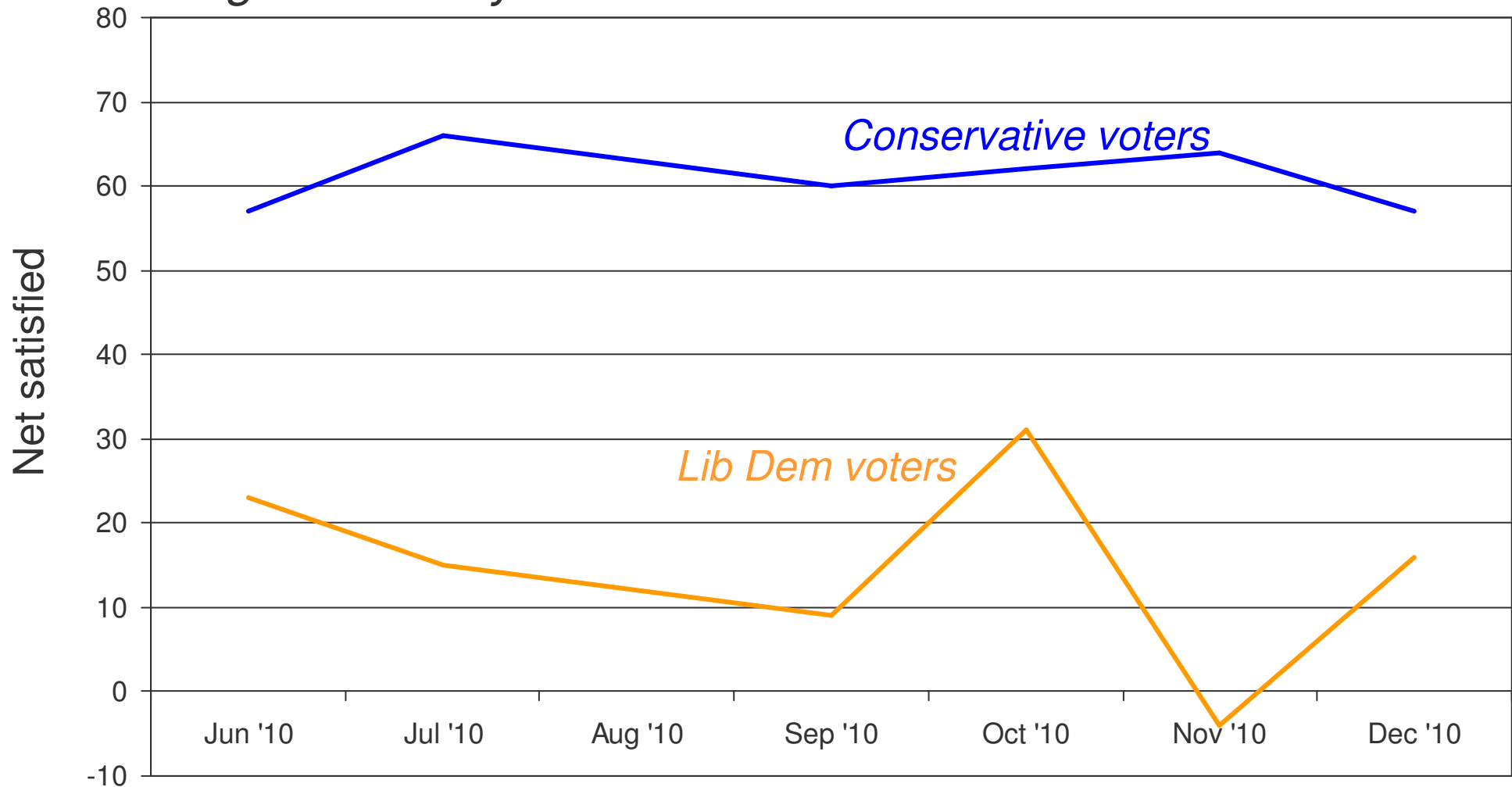
Source: Reuters/Ipsos MORI Political Monitor





# Net satisfaction with Government among Coalition parties

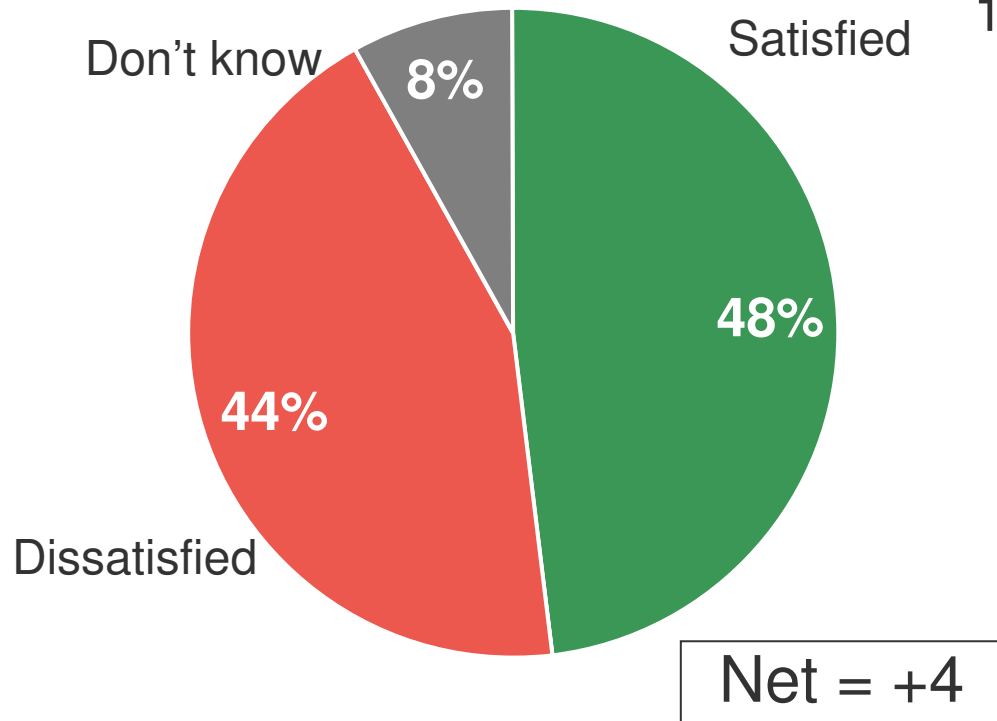
How satisfied or dissatisfied are you with the way the Government is running the country?



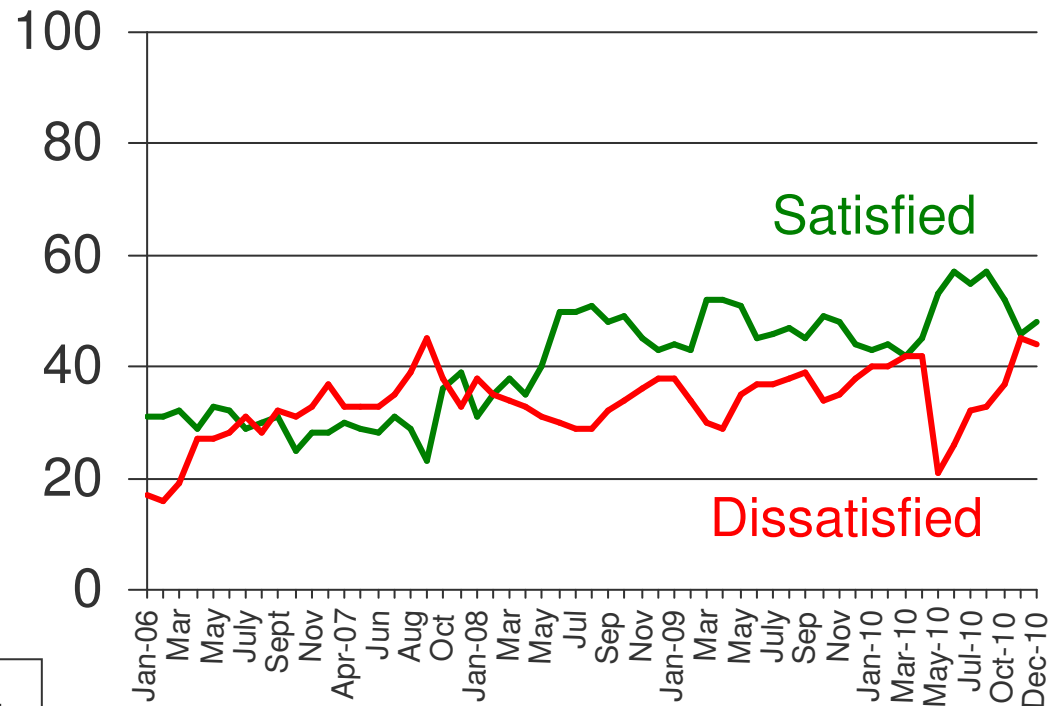
# David Cameron (satisfaction)

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

December 2010



January 2006 – December 2010



Base: 1,004 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> December 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

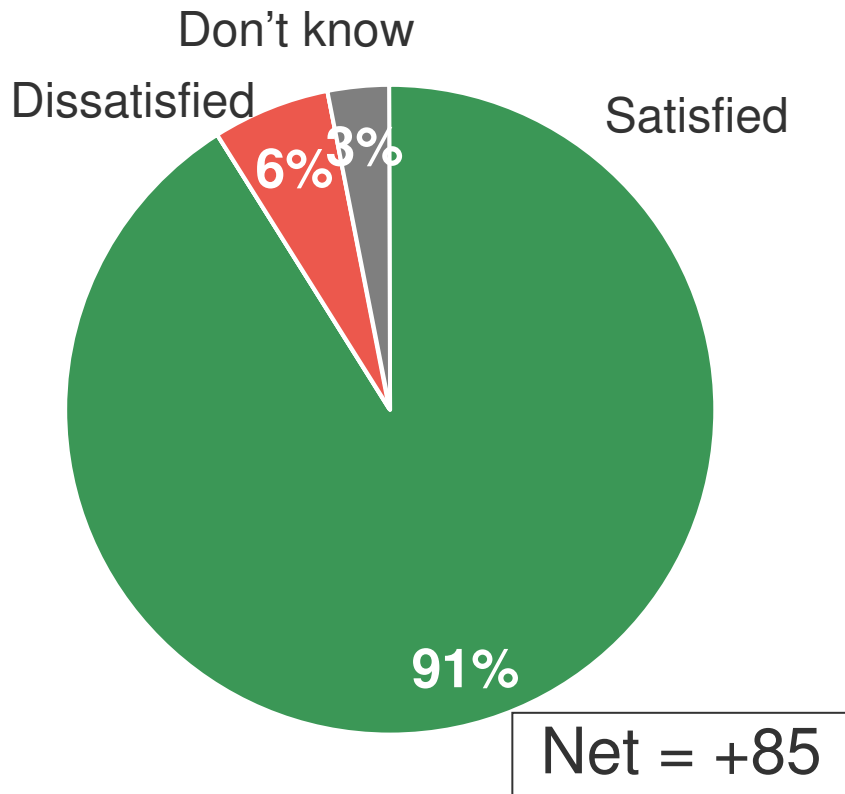
Source: Reuters/Ipsos MORI Political Monitor



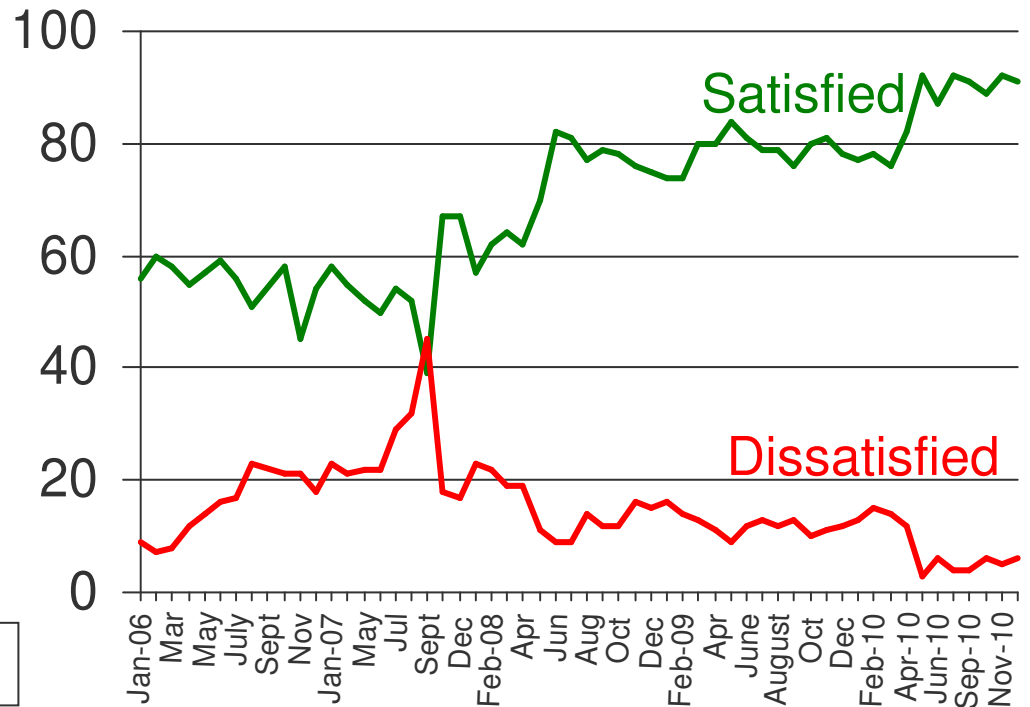
# David Cameron (satisfaction among Tory supporters)

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

November 2010



January 2006 – December 2010



Base: 277 Conservative supporters 18+, 10th - 12th December 2010

Ipsos MORI

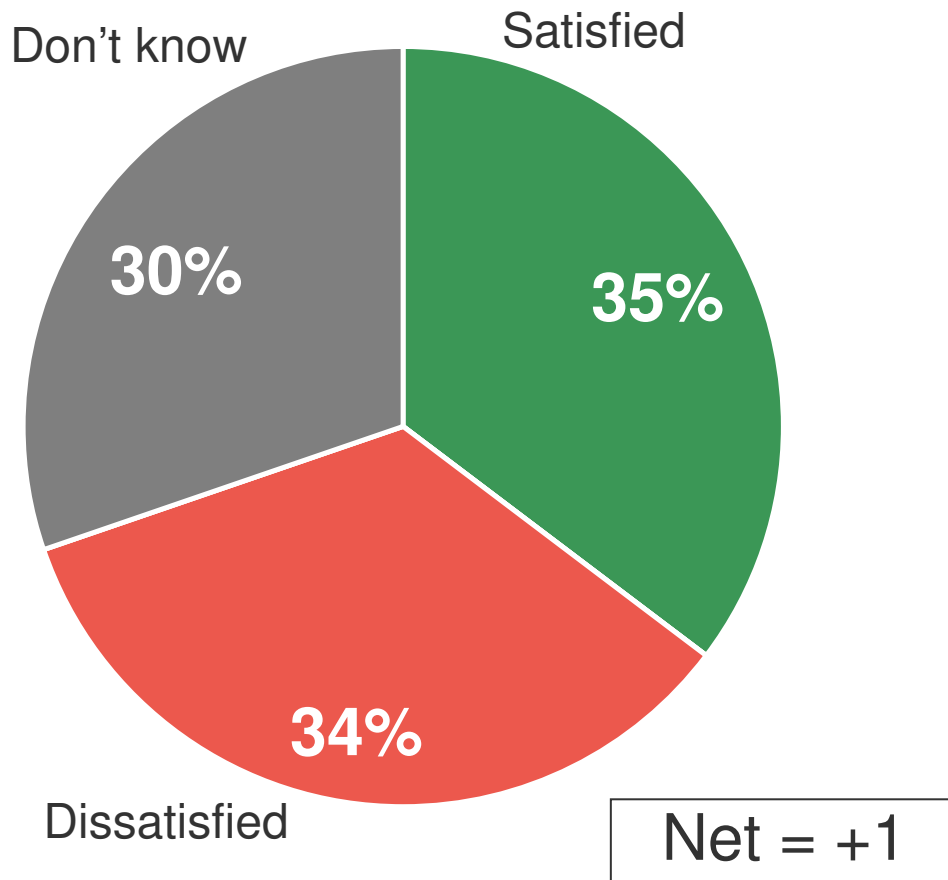
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



# Ed Miliband (satisfaction)

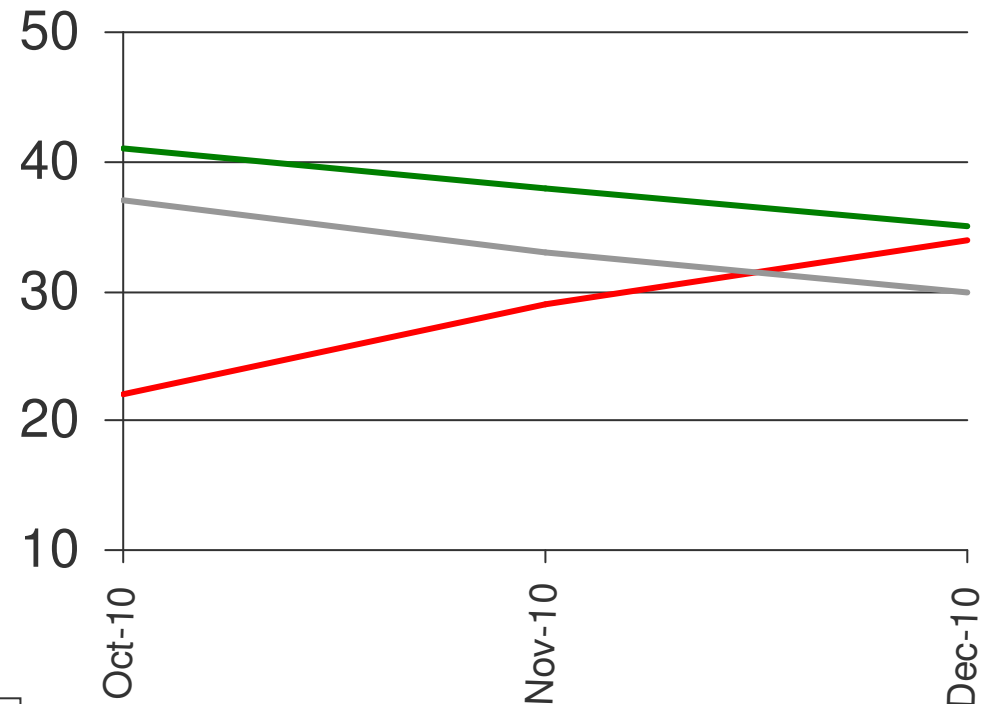
*Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?*



Base: 1,004 British adults 18+, 12<sup>th</sup>-14<sup>th</sup> November 2010

Ipsos MORI

October 2010 – December 2010

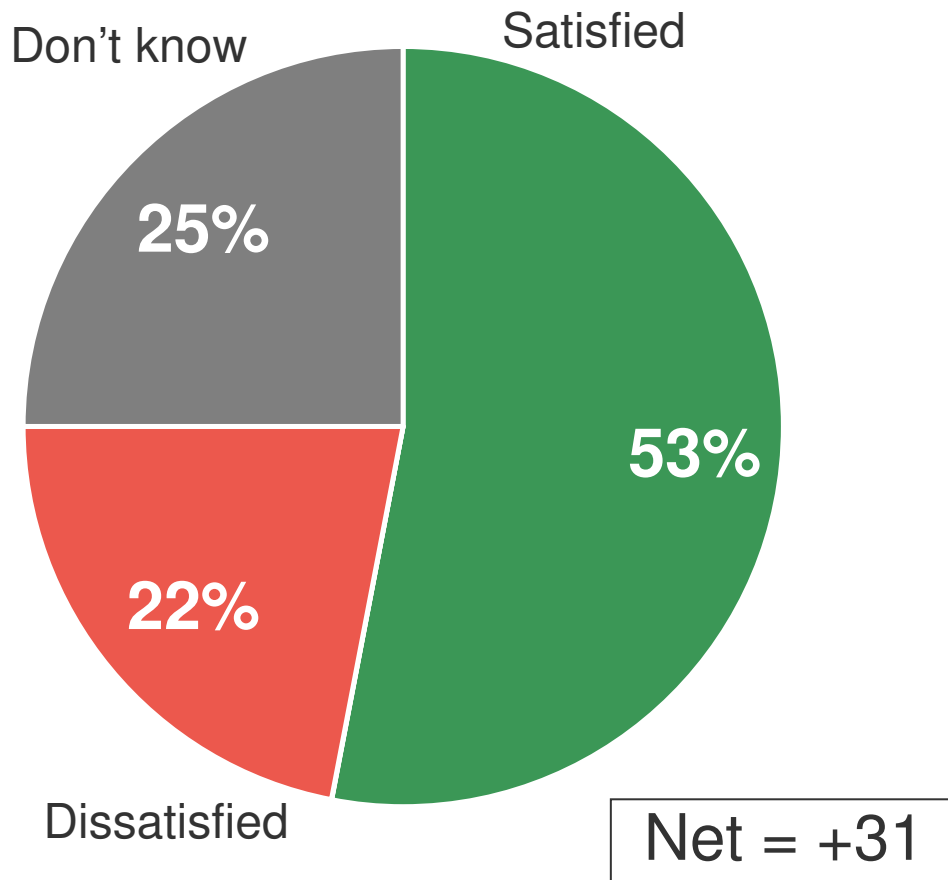


Source: Reuters/Ipsos MORI Political Monitor

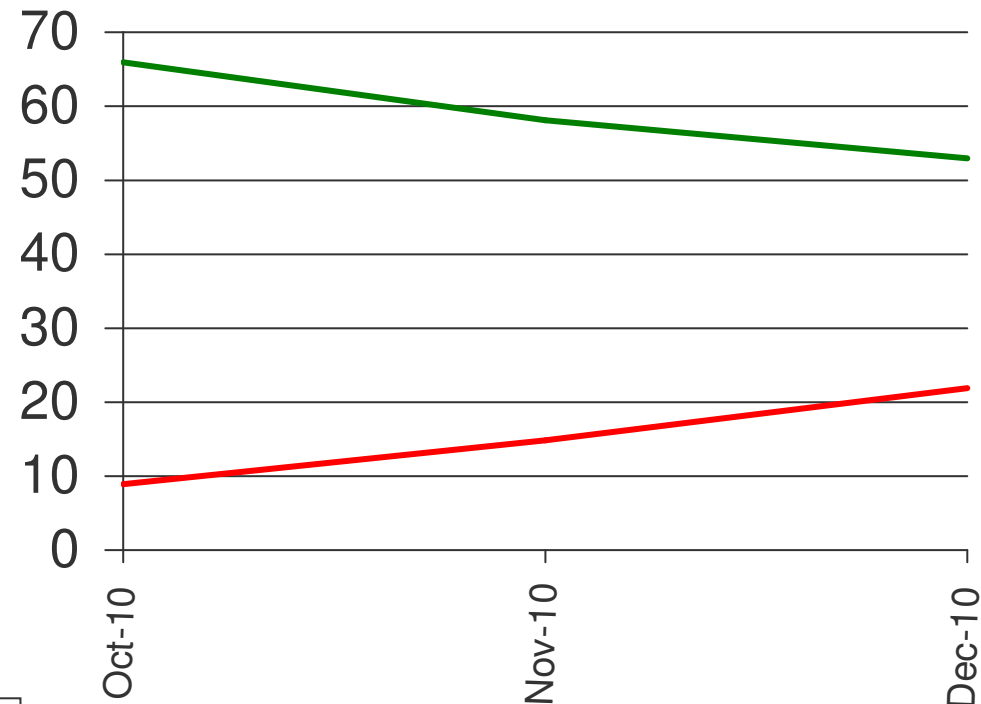


# Ed Miliband (satisfaction among Labour supporters)

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



October 2010 – December 2010



Base: 318 Labour supporters 18+, 10th - 12th December 2010

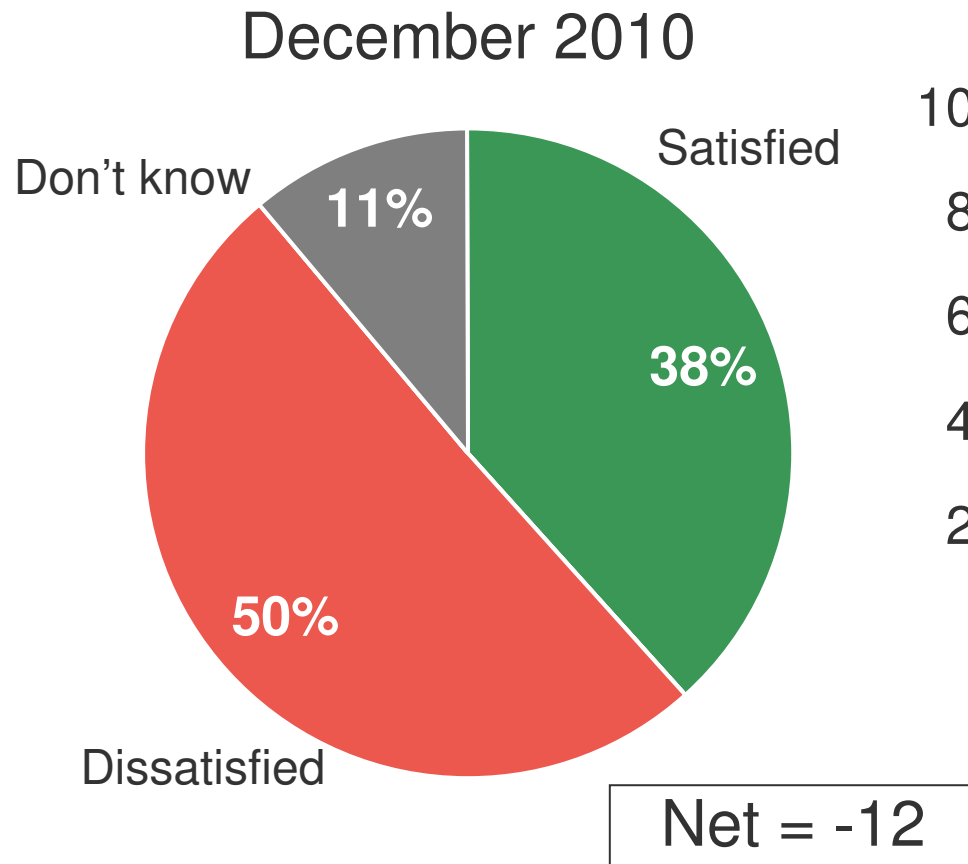
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

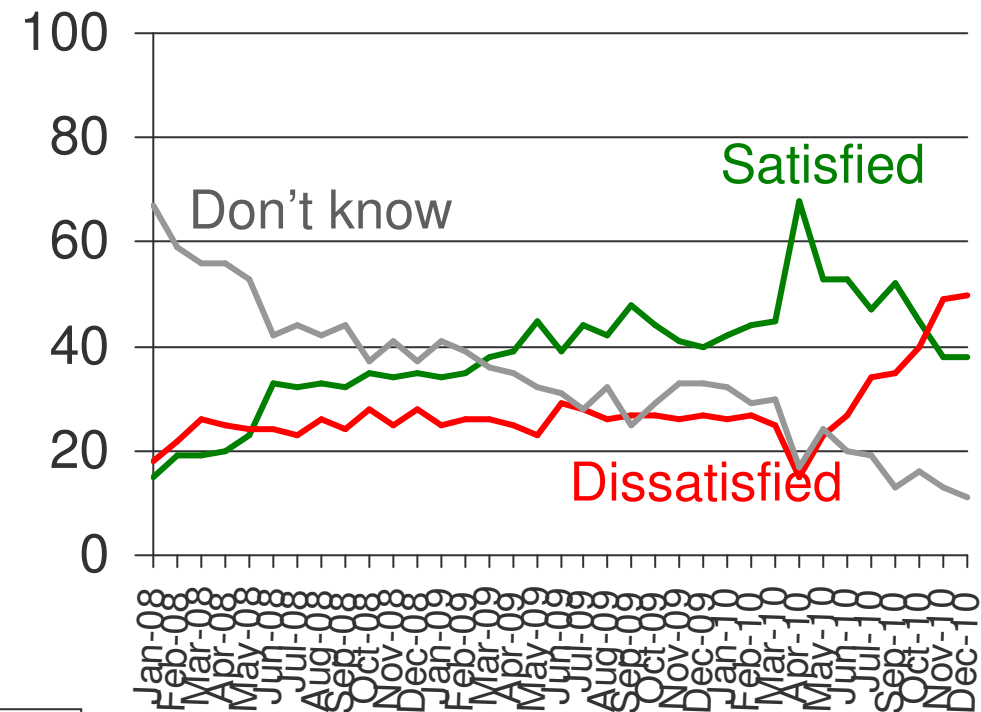


# Nick Clegg (satisfaction)

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



January 2008 – December 2010



Base: 1,004 British adults 18+, 10th - 12th December 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

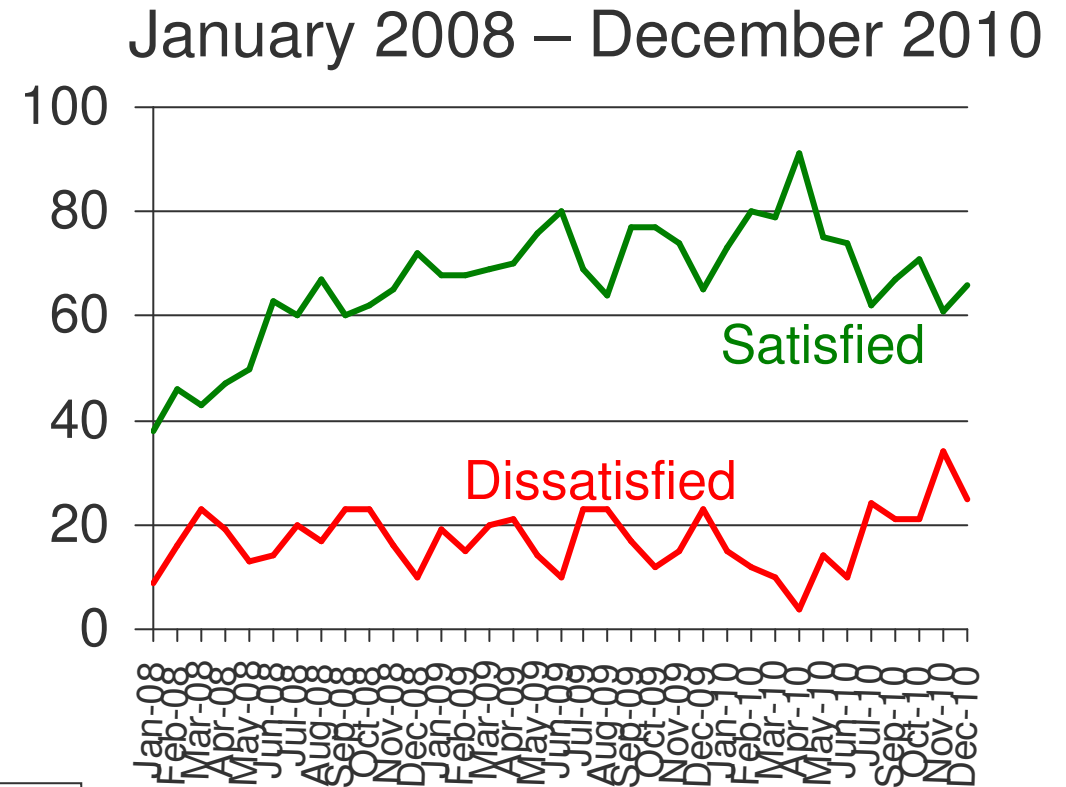
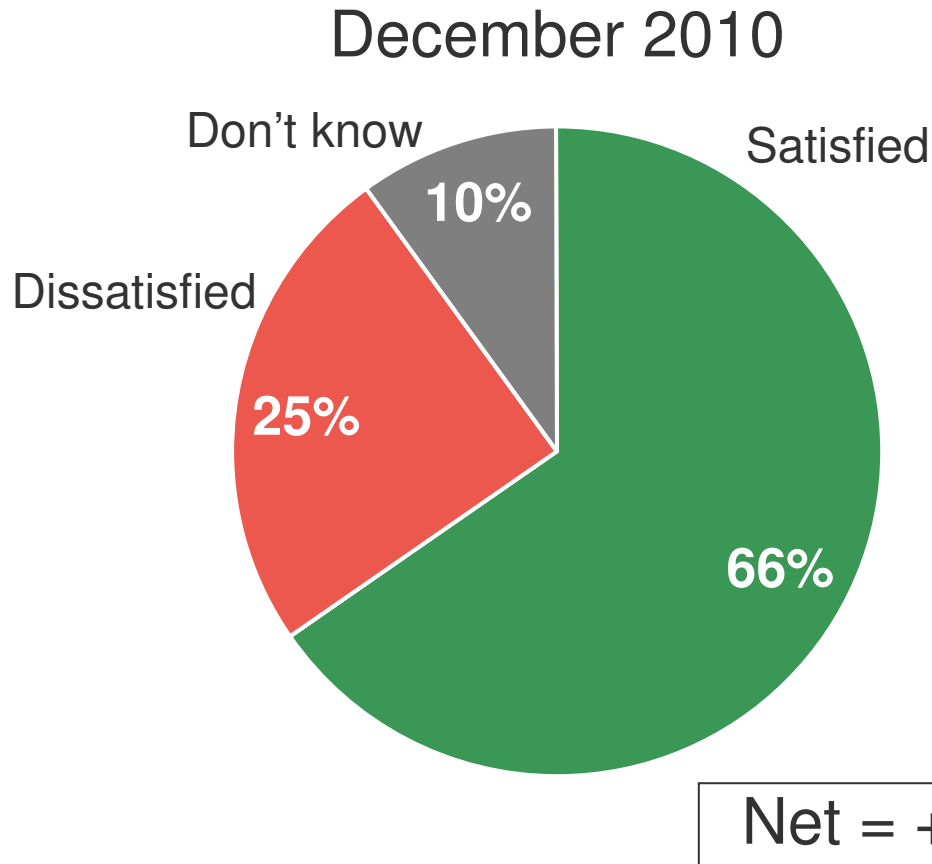
Source: Reuters/Ipsos MORI Political Monitor





# 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: 106 Liberal Democrat supporters 18+, 10th - 12th December 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

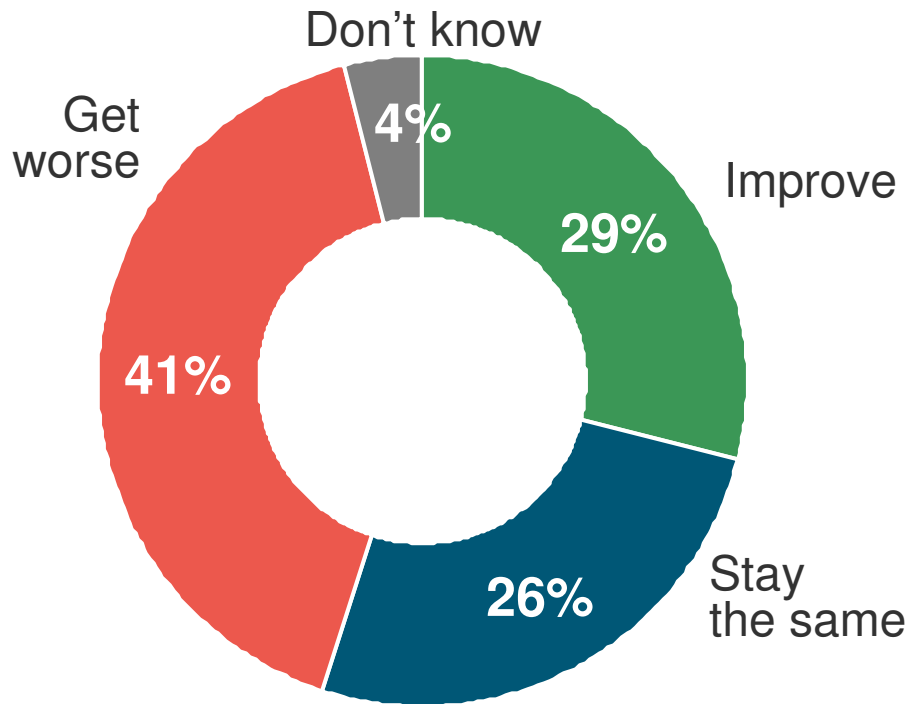
Source: Reuters/Ipsos MORI Political Monitor



# 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?*

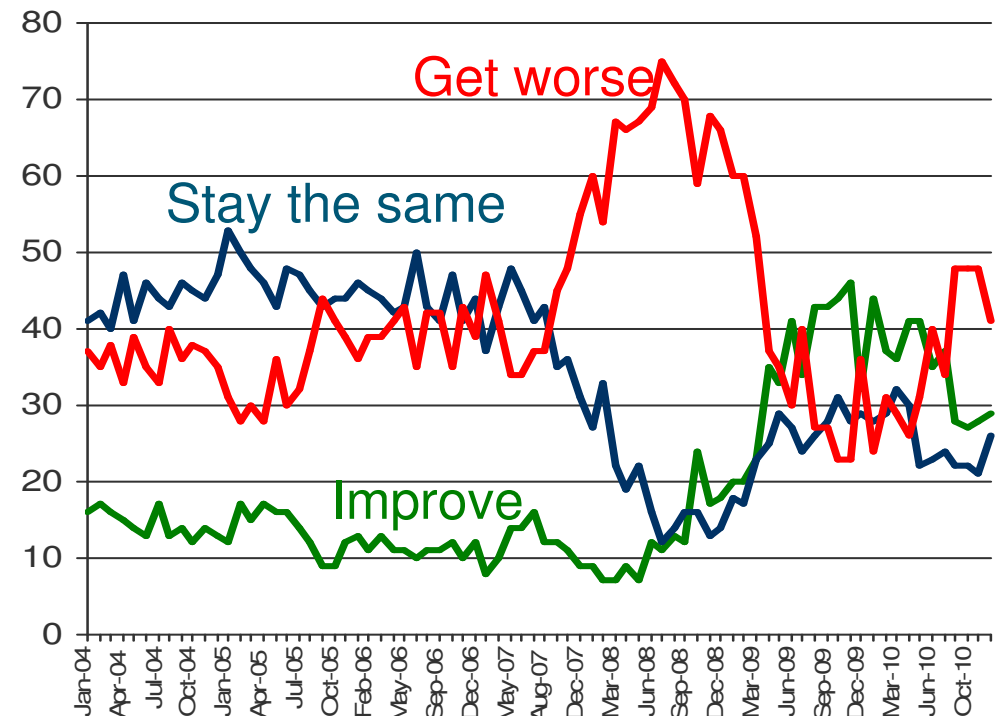
December 2010



EOI = -12

Base: 1,004 British adults 18+, 10th - 12th December 2010  
Ipsos MORI

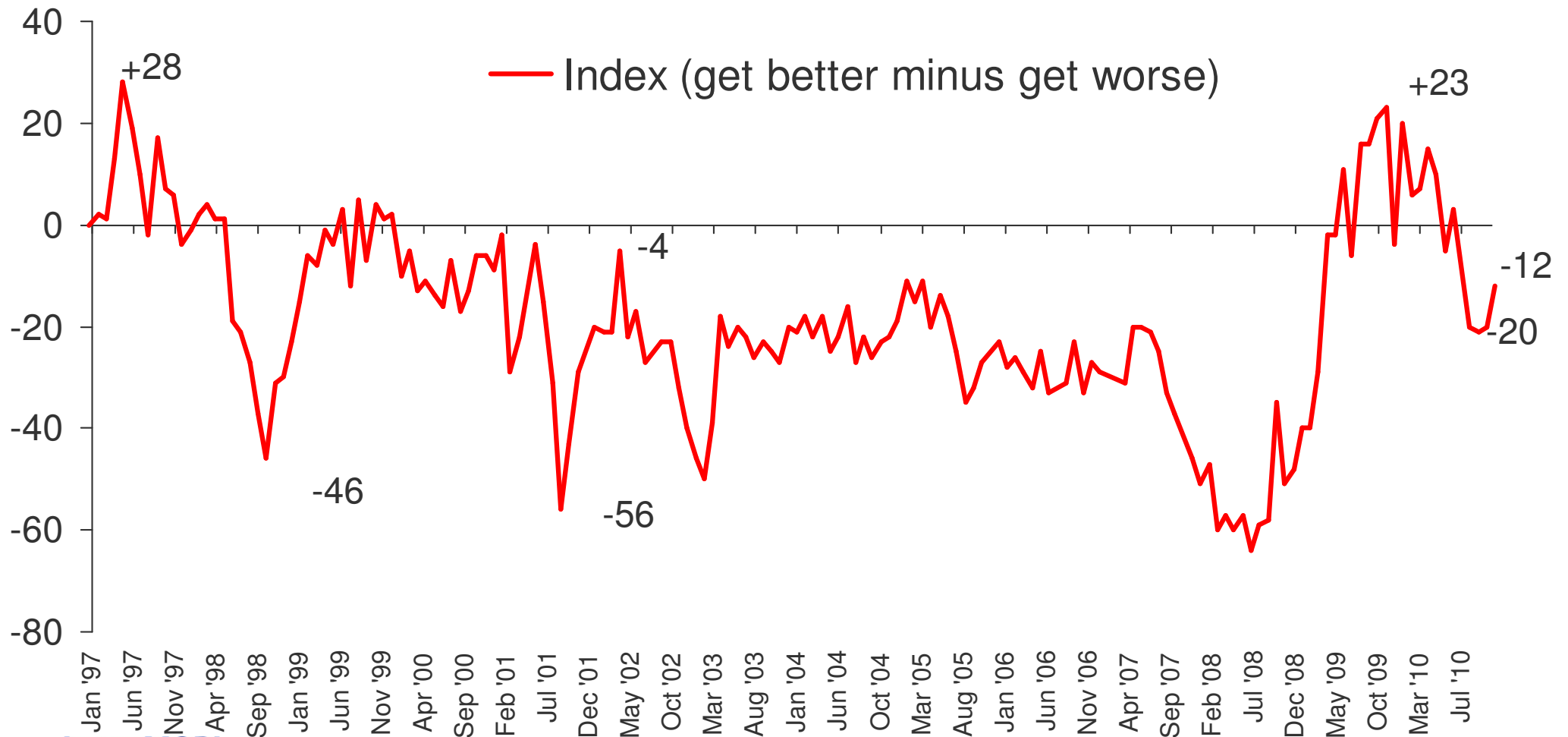
January 2004 – December 2010



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?*



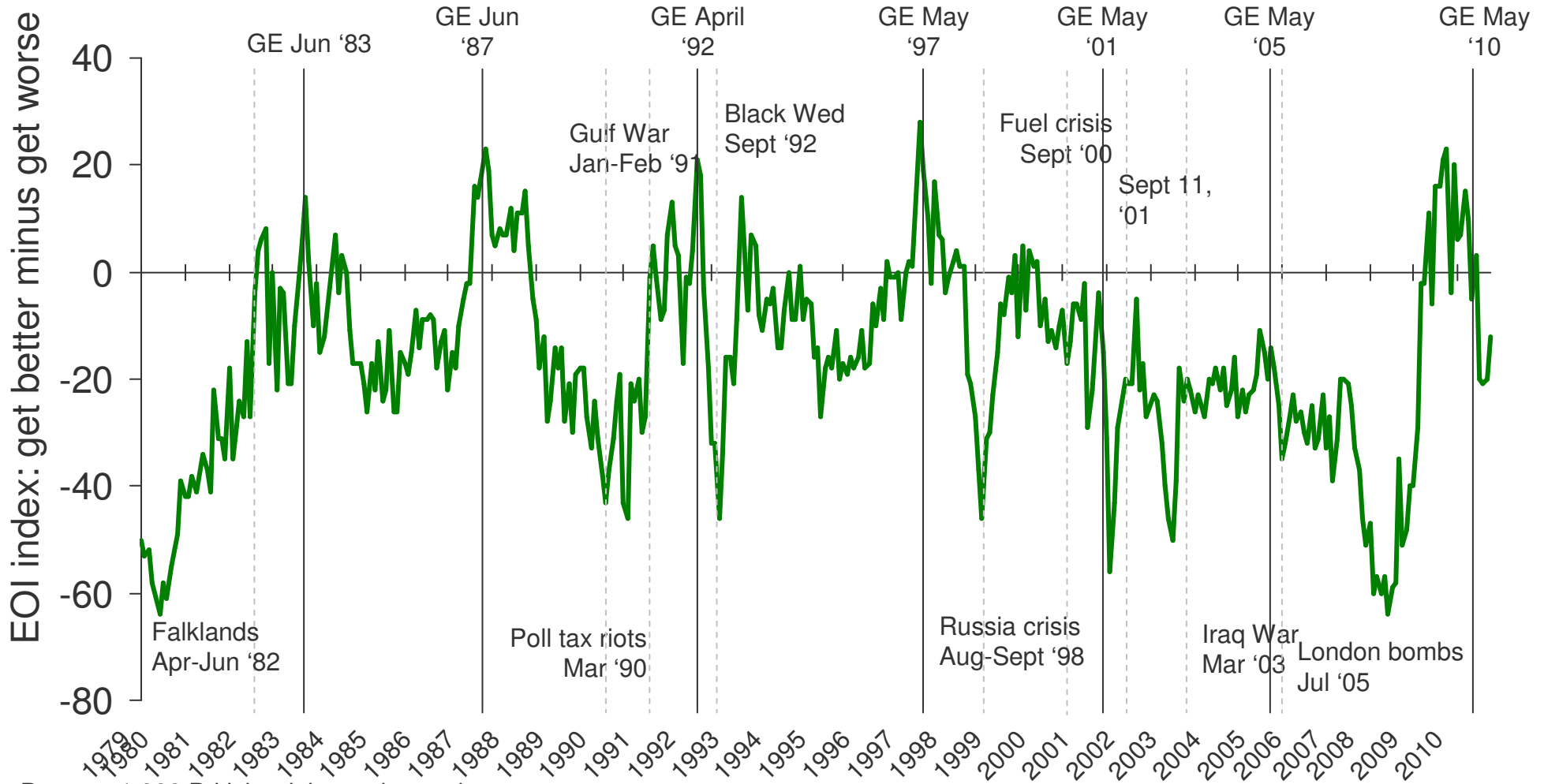
Ipsos MORI

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?*



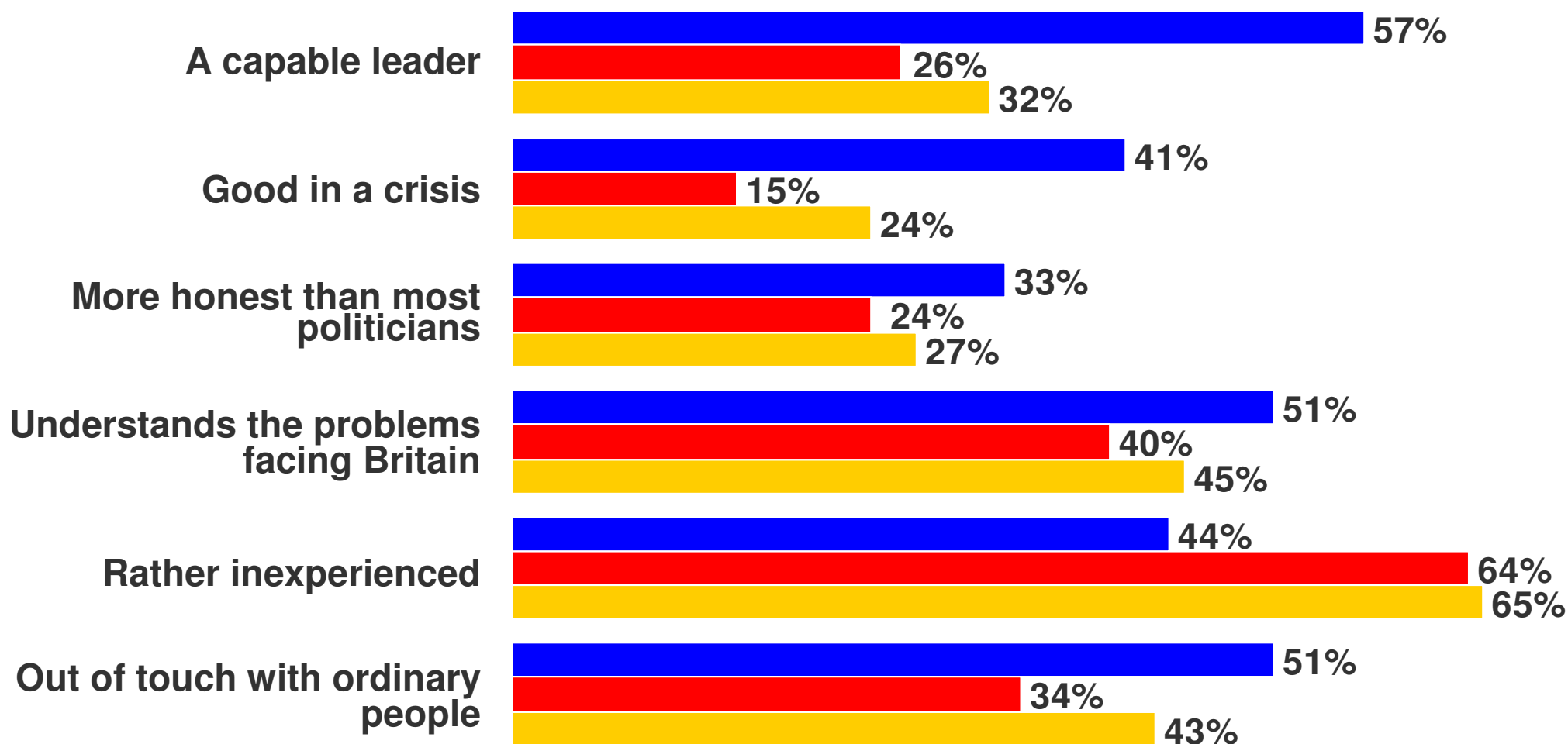
Base: c. 1,000 British adults each month

# *Party leader image*

## Cameron has most positive ratings – although all three seen as inexperienced

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

■ Cameron ■ Miliband ■ Clegg



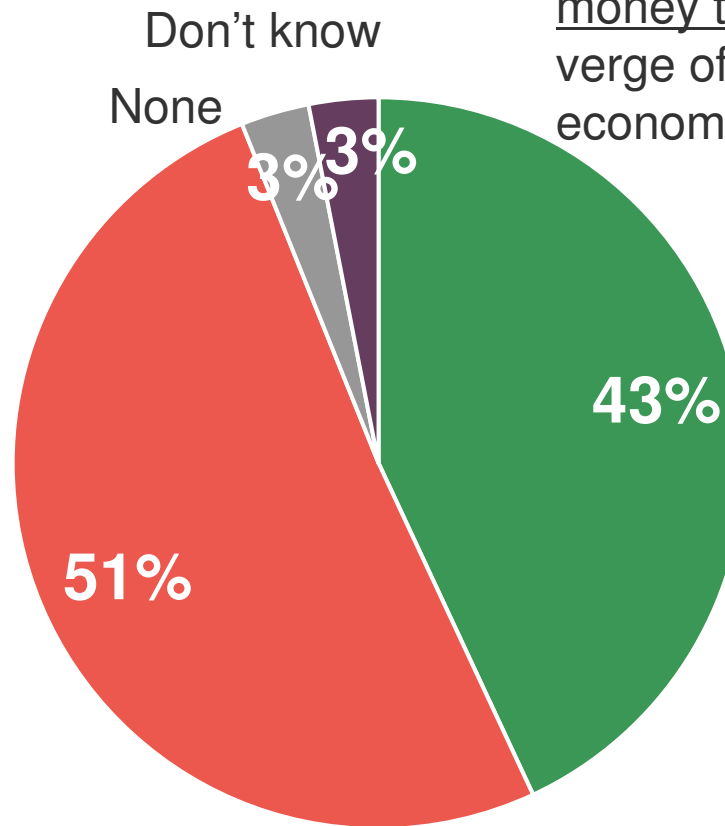


***Political risk:  
Economic assistance***

# Half think Britain should not lend money to countries on the verge of bankruptcy

As you may know many countries are currently experiencing economic problems. Please tell me which, of the following comes closest to your opinion

It is in Britain's best interests to loan money to another country if it is on the verge of bankruptcy because our own economy relies heavily on others



Britain should not loan money to another country, even if that country is on the verge of bankruptcy, because Britain should concentrate on sorting out its own economic problems