



The Political State of Play

The current political scene going into General Election 2010

April 2010

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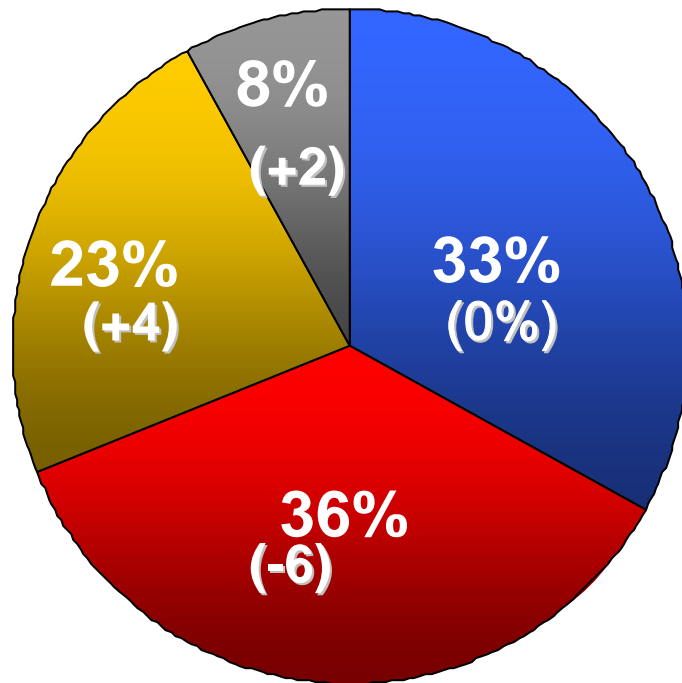


Where the parties stand

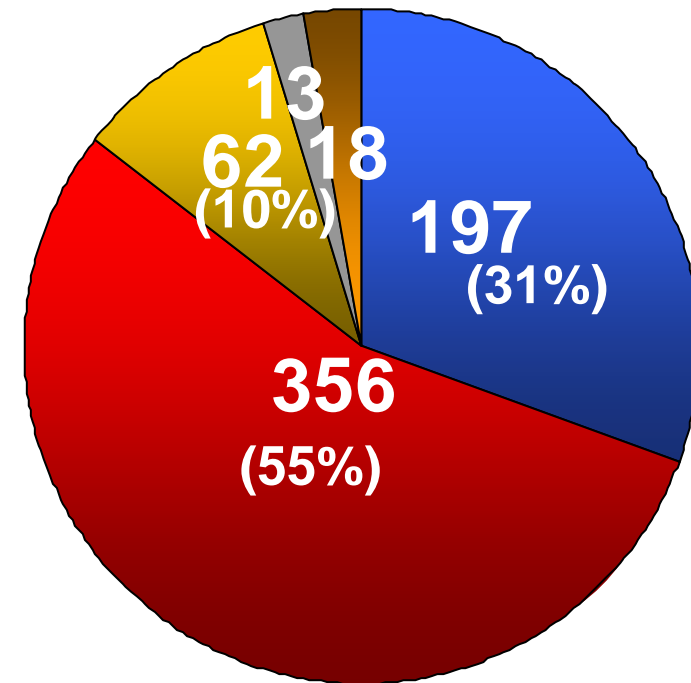
The state of play after the 2005 election

2005 Election: Labour's Landslip - Majority (67)

Share of votes (GB)

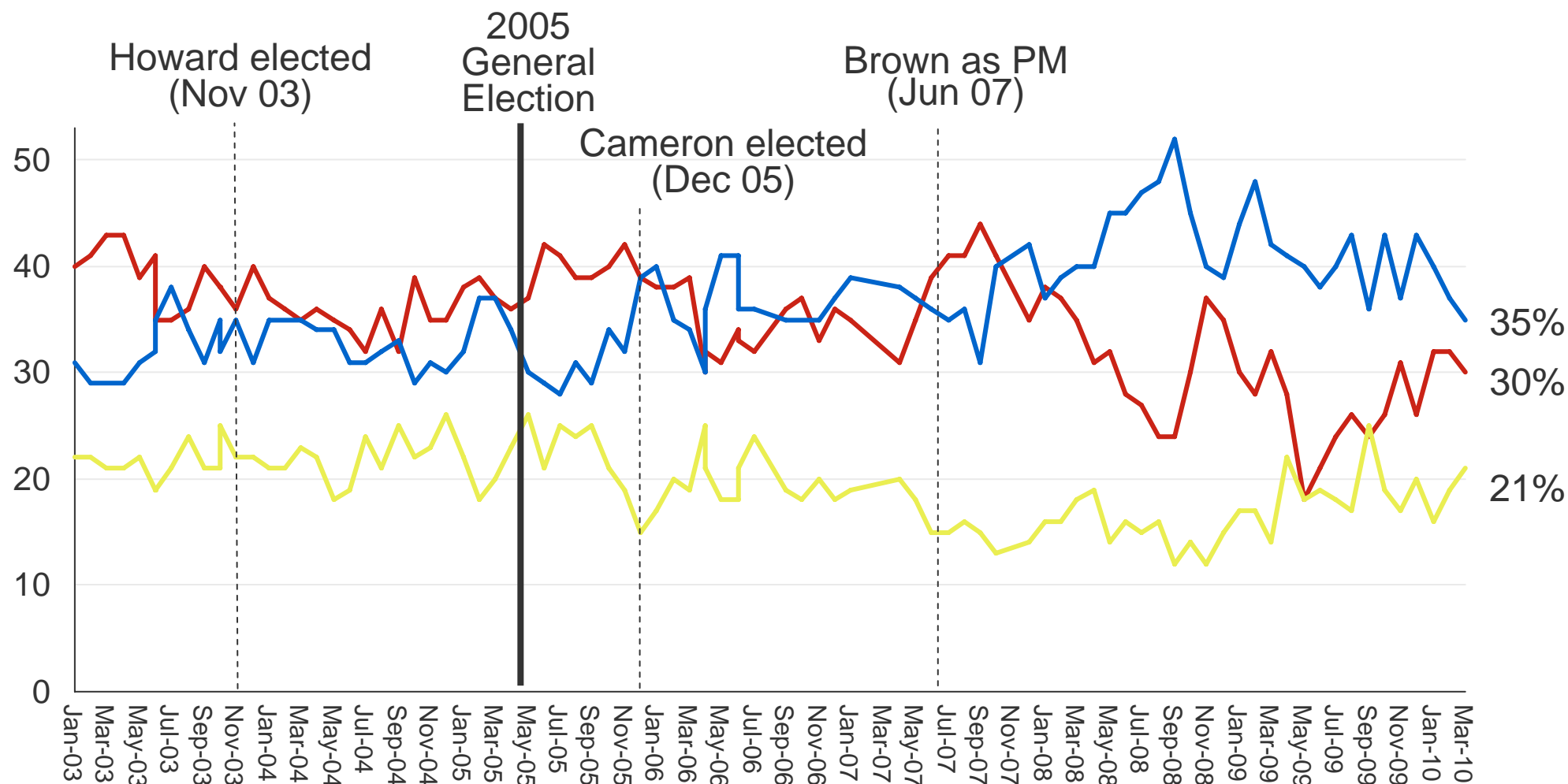


Seats



Conservatives have held a lead since February 2008

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



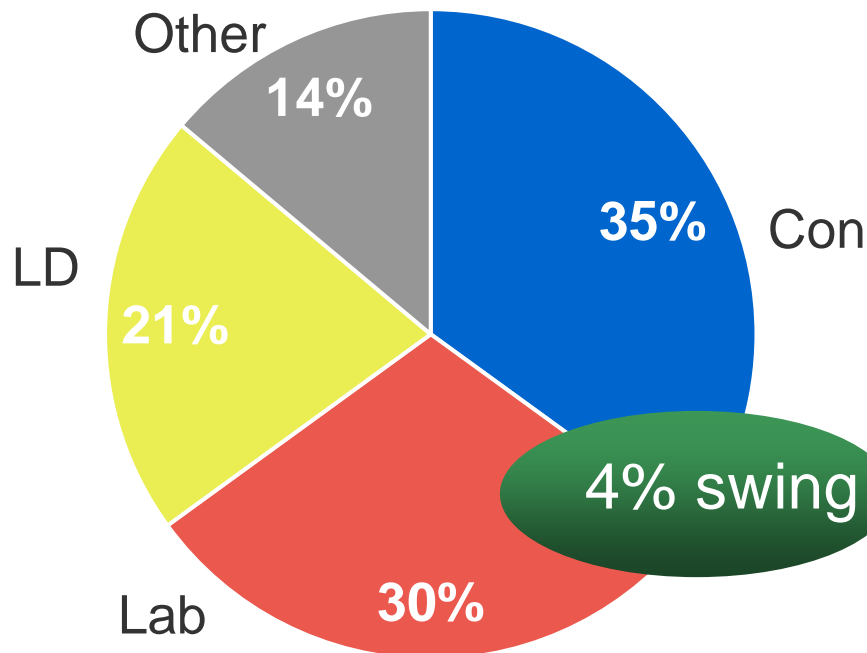
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter, (March 2010: 832 adults)

Source: Ipsos MORI Political Monitor

But latest voting intentions – nationally and in marginals - suggest a hung parliament...

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

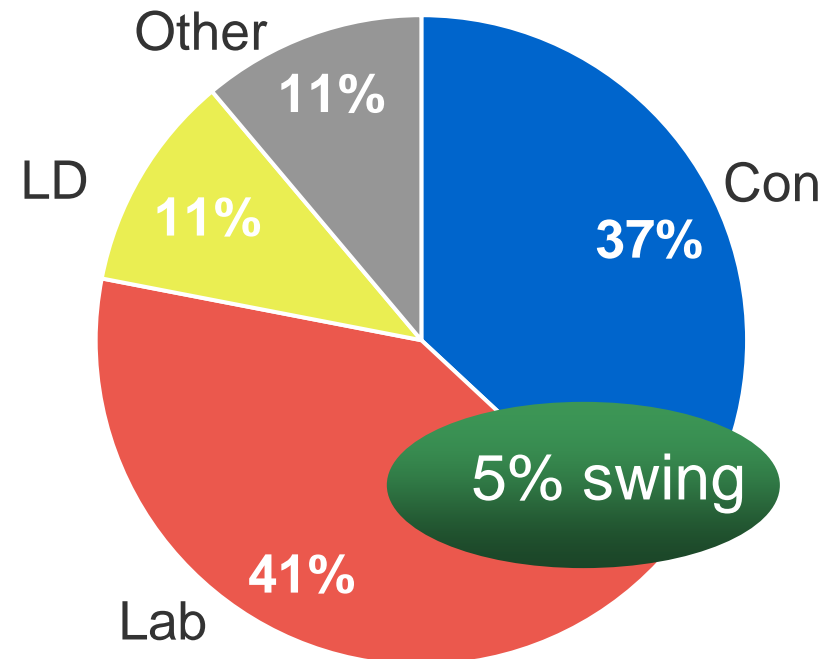
All certain to vote nationally (53%)



2010 Con lead = +5

2005 Con lead = -3

All certain to vote in marginals (56%)

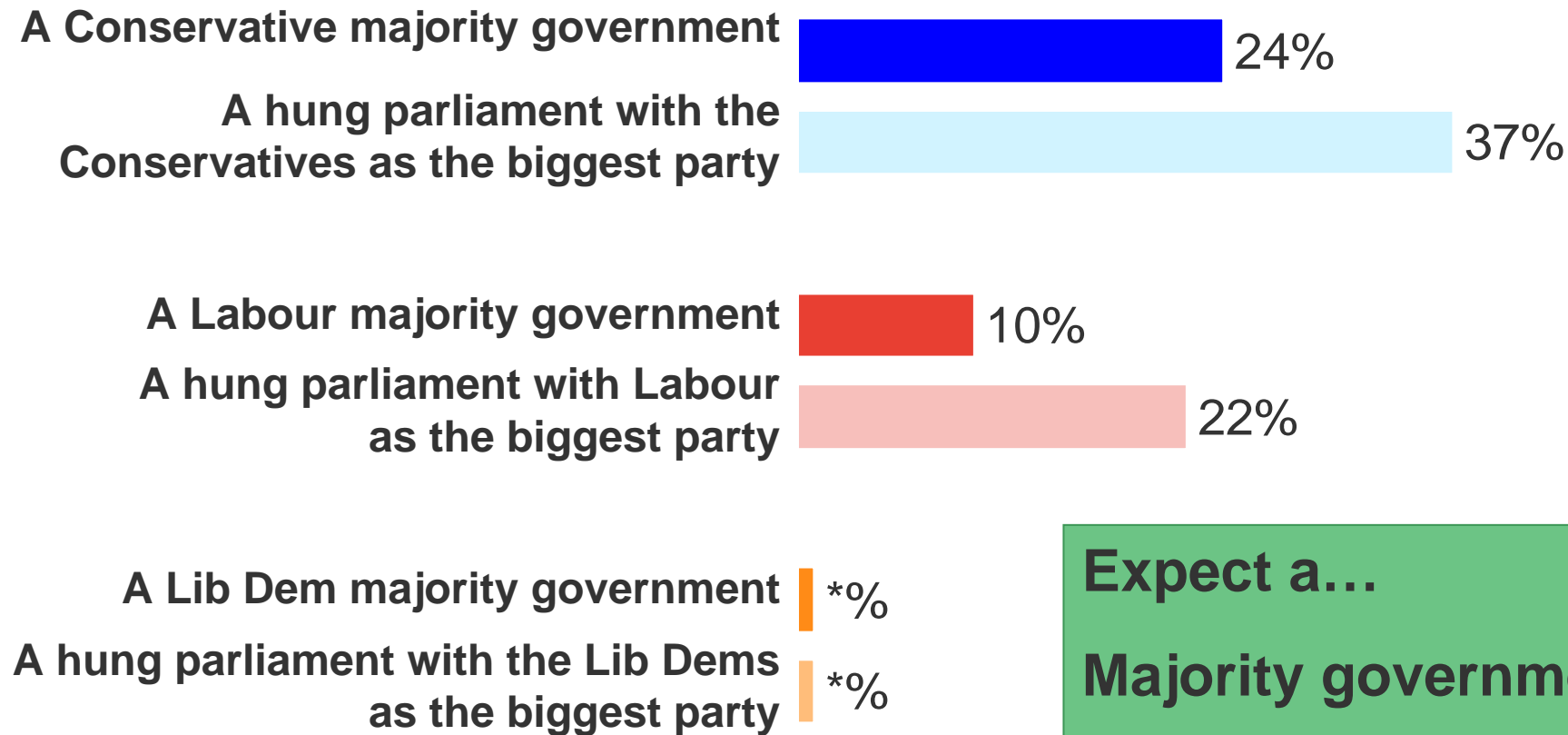


2010 Con lead = -4

2005 Con lead = -14

...And almost two-thirds of voters in key marginals expect a hung parliament (even if they prefer a majority government)

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Expect a...
Majority government: 34%
Hung parliament: 59%

Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

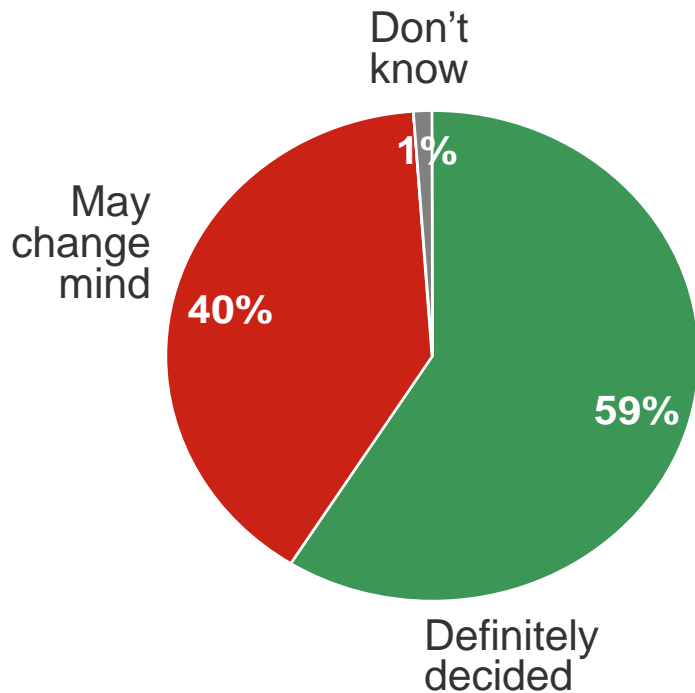
Source: Ipsos MORI Political Monitor



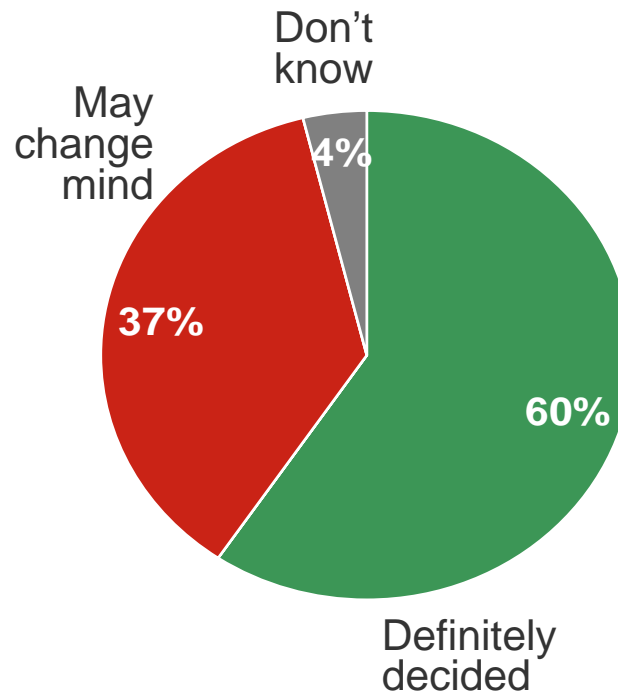
So all still to play for: voters in marginal constituencies are still open to persuasion

Have you definitely decided to vote for the xxx party or is there a chance you may change your mind before you vote?

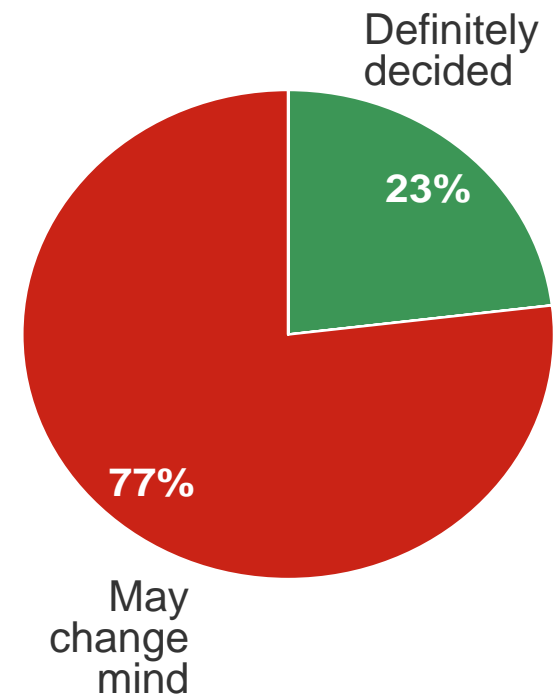
Conservative voters



Labour voters



Lib Dem voters

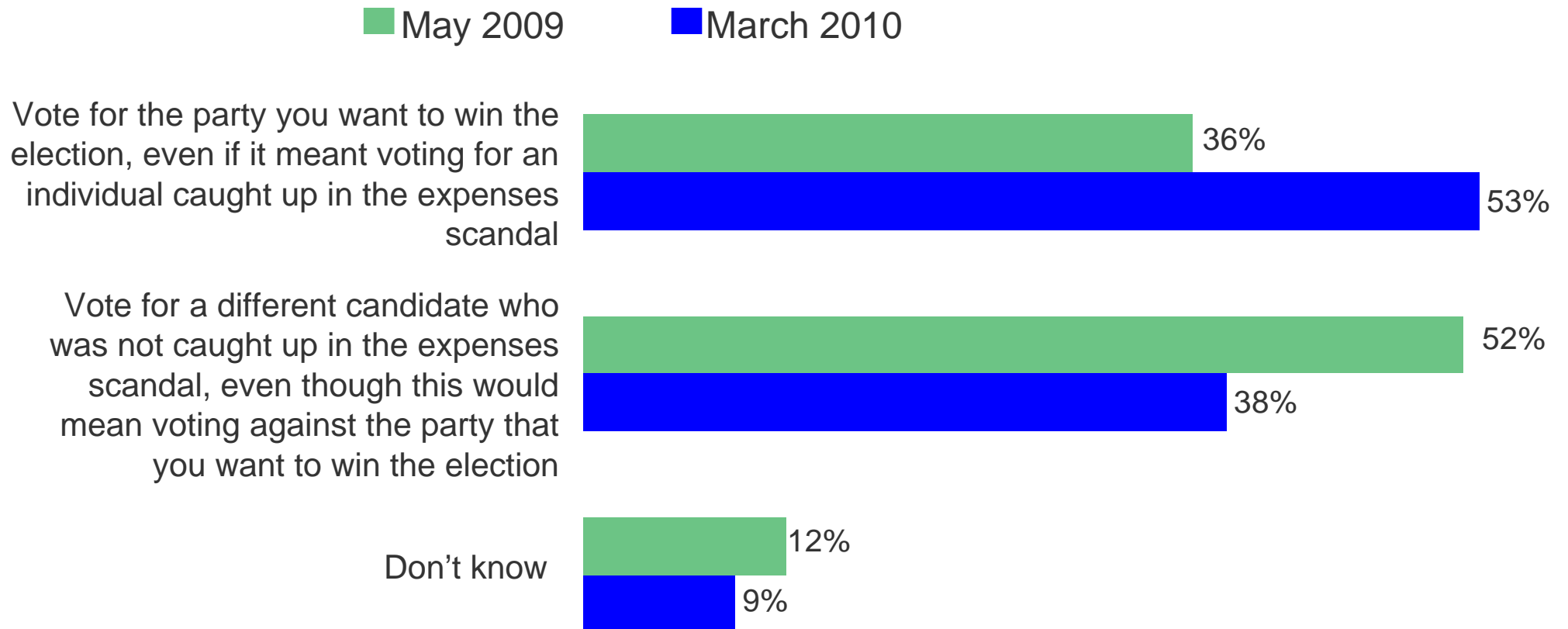


Base: All adults 18+ in marginal constituencies naming one of the three main parties (703), Conservatives: 294, Labour: 312, Lib Dems: 99. 19th–22nd March 2010

Source: Ipsos MORI

And the impact of the expenses scandal falling away as election gets closer?

Suppose at the general election, the candidate for the party you would normally vote for was a sitting MP who had been caught up in the expenses scandal. Which of the following two options would you be most likely to do?



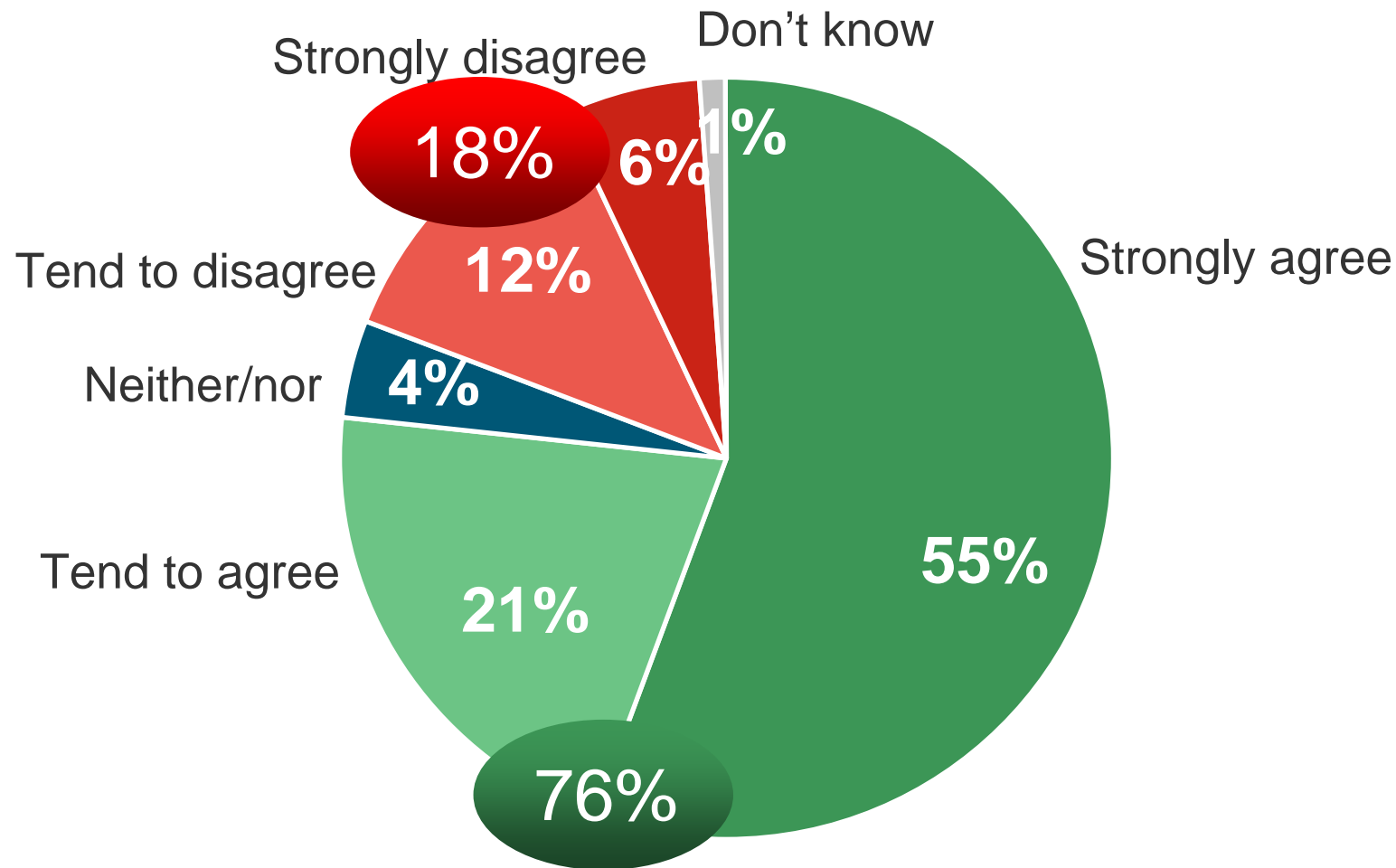
Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI Base: 1,001 British adults 18+, 29-31 May 2009

Time for a change?

Three-quarters want a fresh team of leaders

“Britain needs a fresh team of leaders”



Base: 1,503 British adults 18+, 19th-22nd March 2010

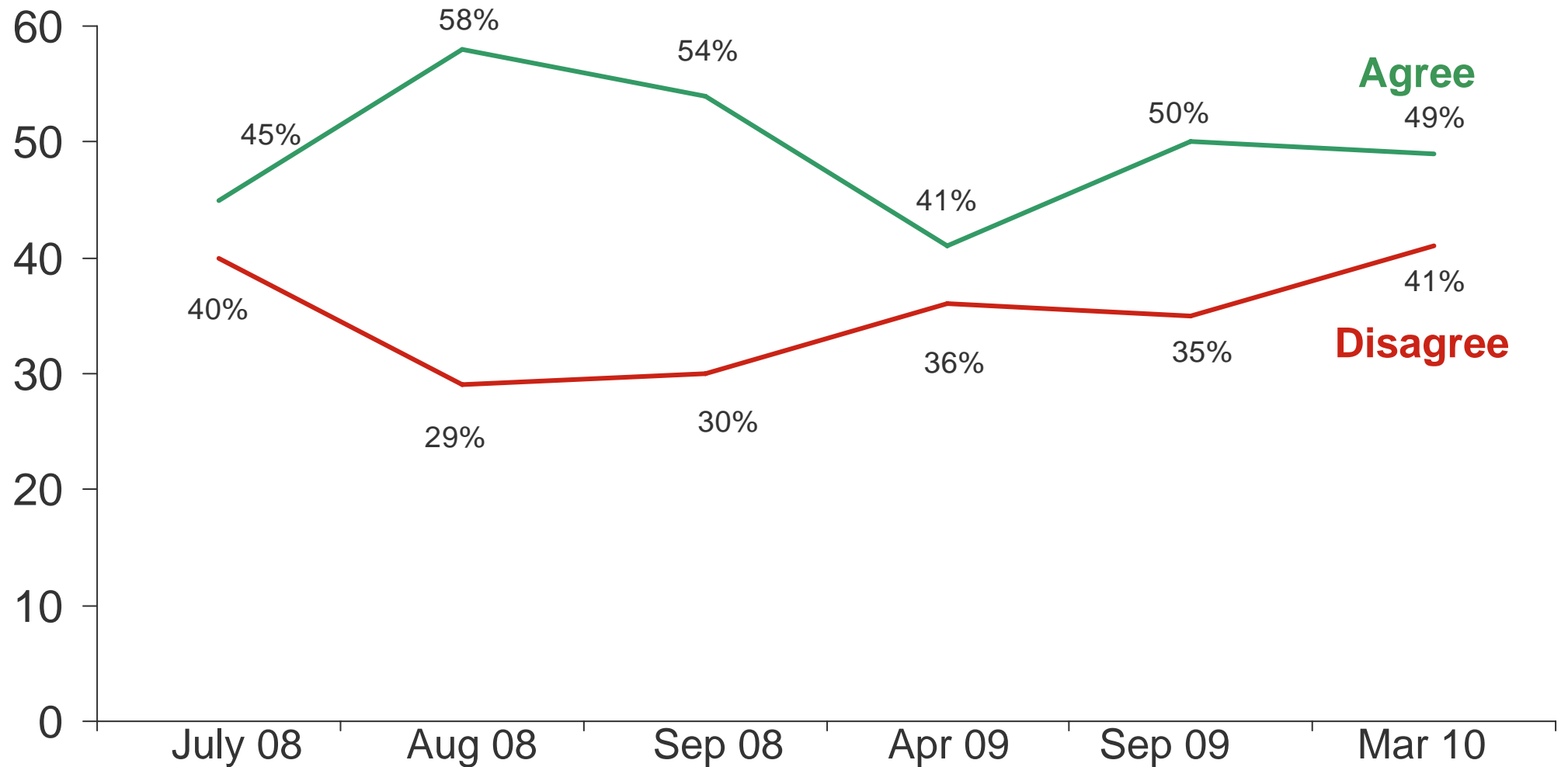
Ipsos MORI

Source: Ipsos MORI Political Monitor



But slowly growing doubts about Conservatives' readiness to govern?

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

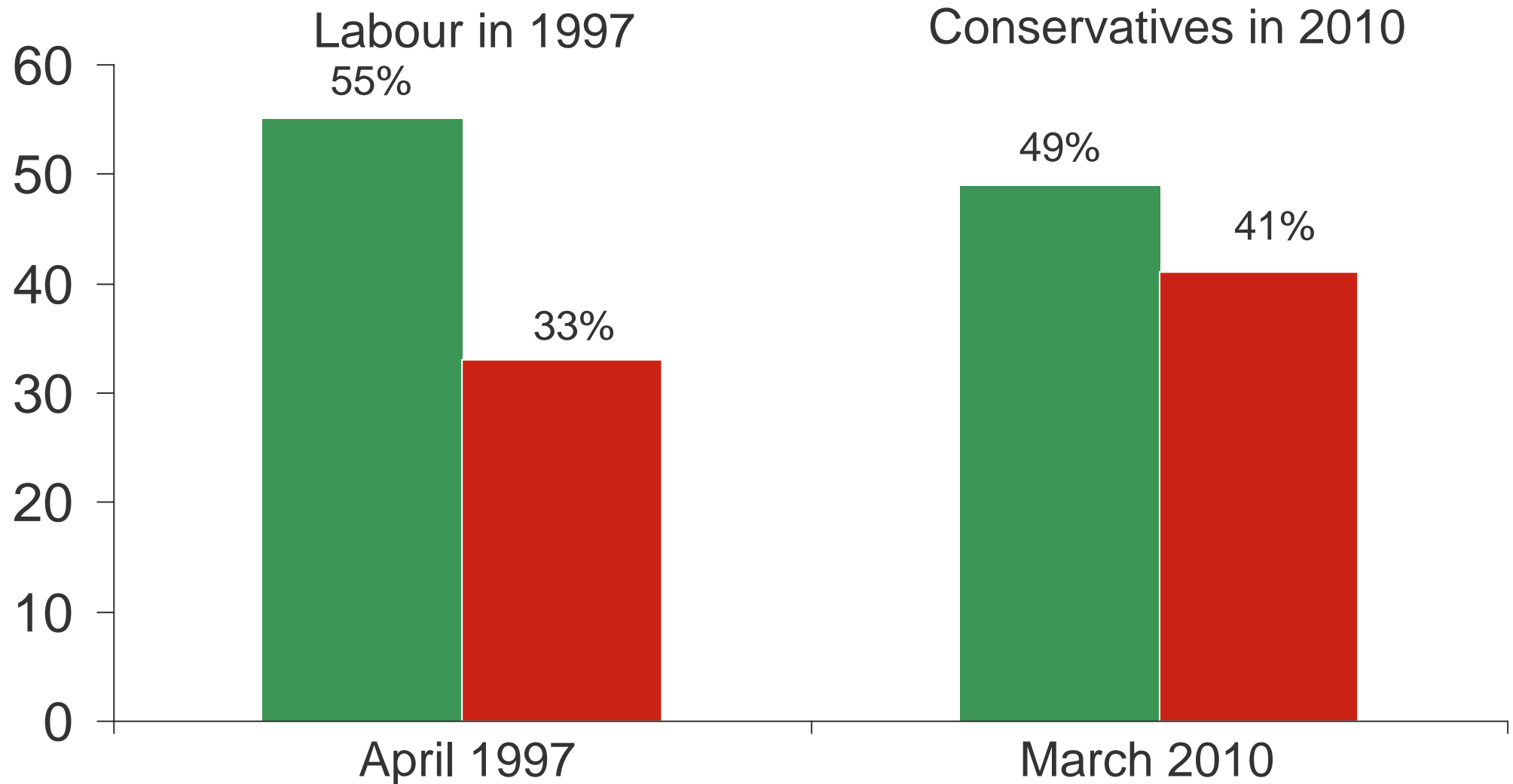


Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

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? ■ Agree ■ Disagree



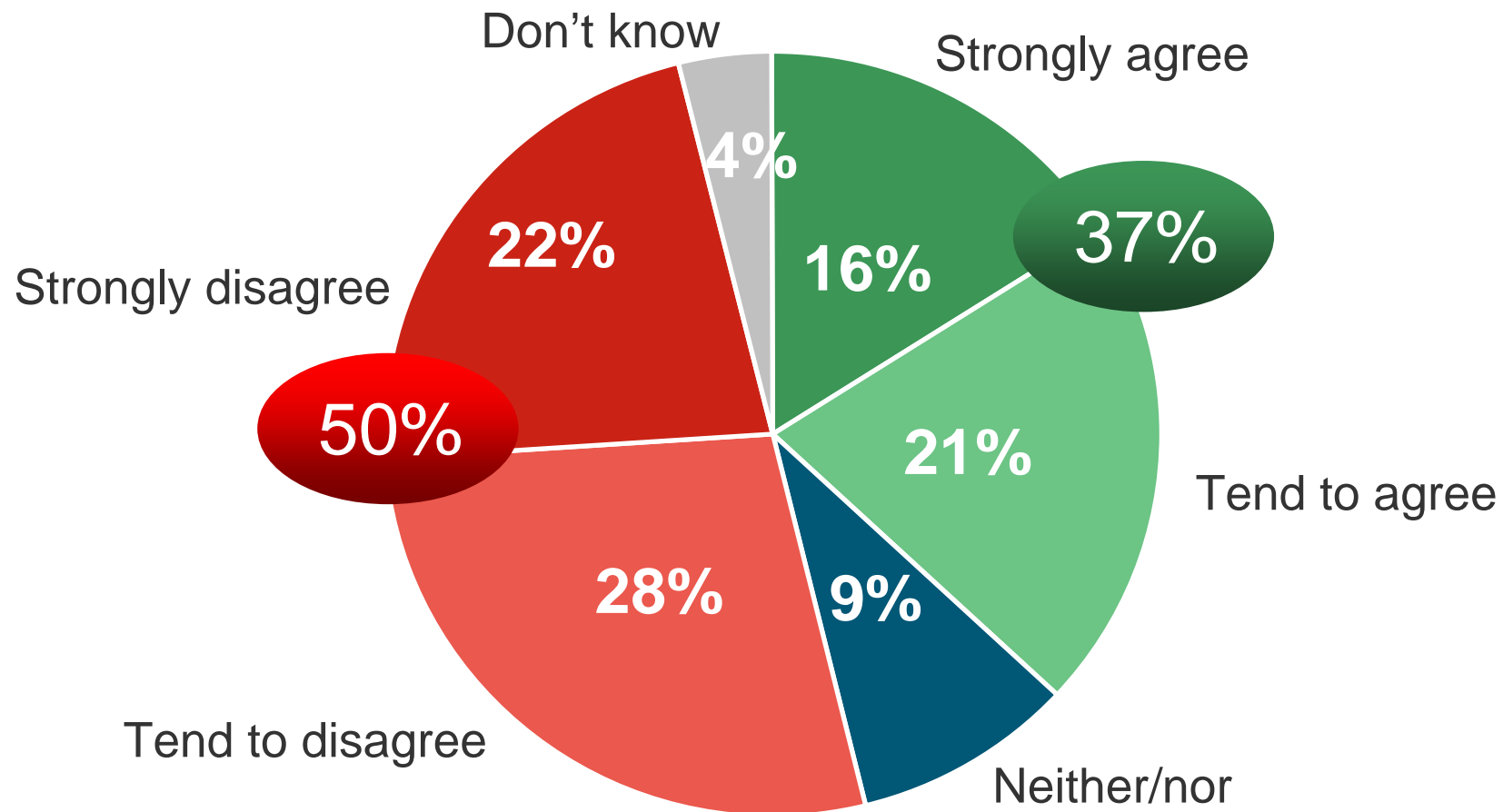
Ipsos MORI Base: 1,503 British adults 18+, 19th-22nd March 2010
Base: 1,114 British adults, 8 April 1997

Source: Ipsos MORI Political Monitor



Half think Tories have the knowledge to run the economy but a third do not

The Conservatives do not have the knowledge needed to run the economy properly



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

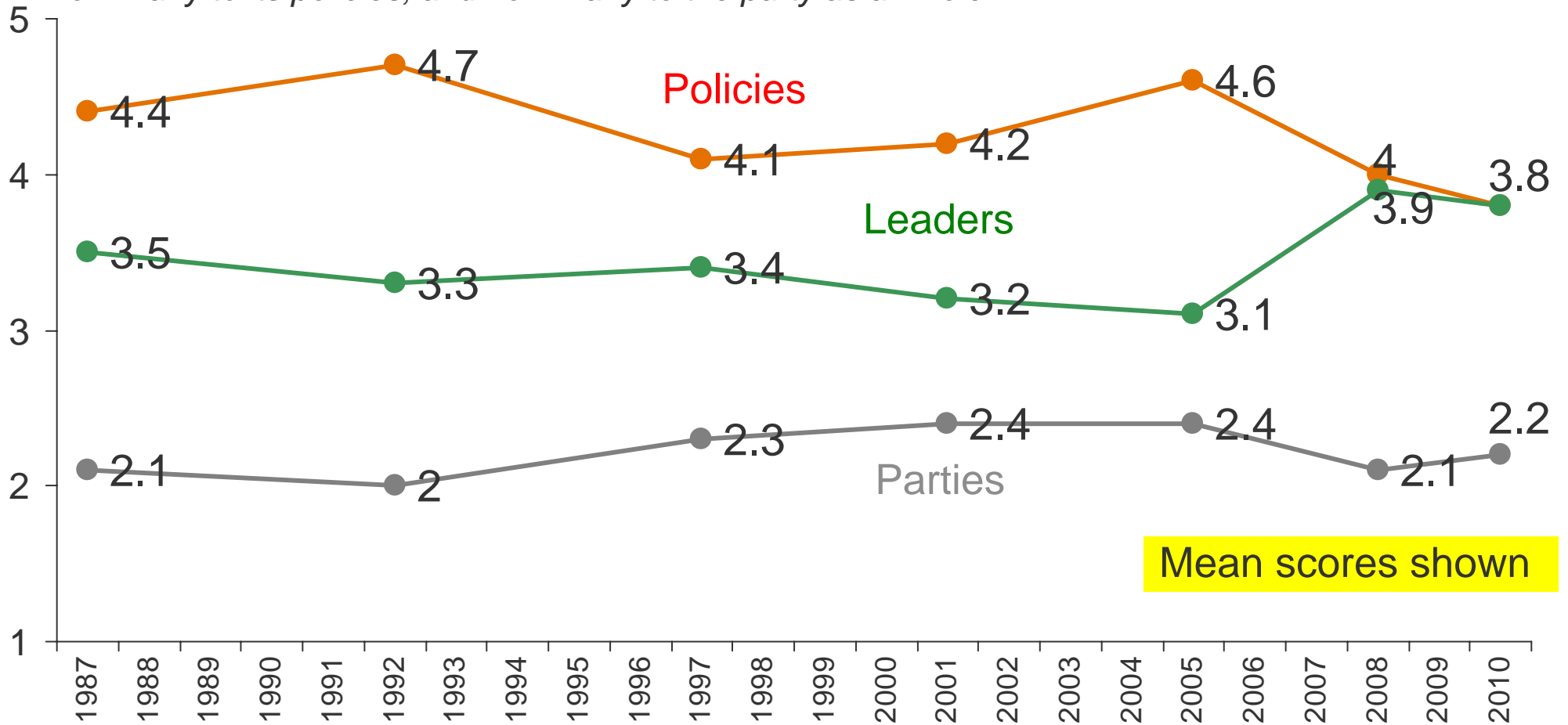
Source: Ipsos MORI Political Monitor



How the leaders compare

For the first time, leaders are as important as policies in how people vote

I want you to think about what it is that most attracted you to the ... party. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?



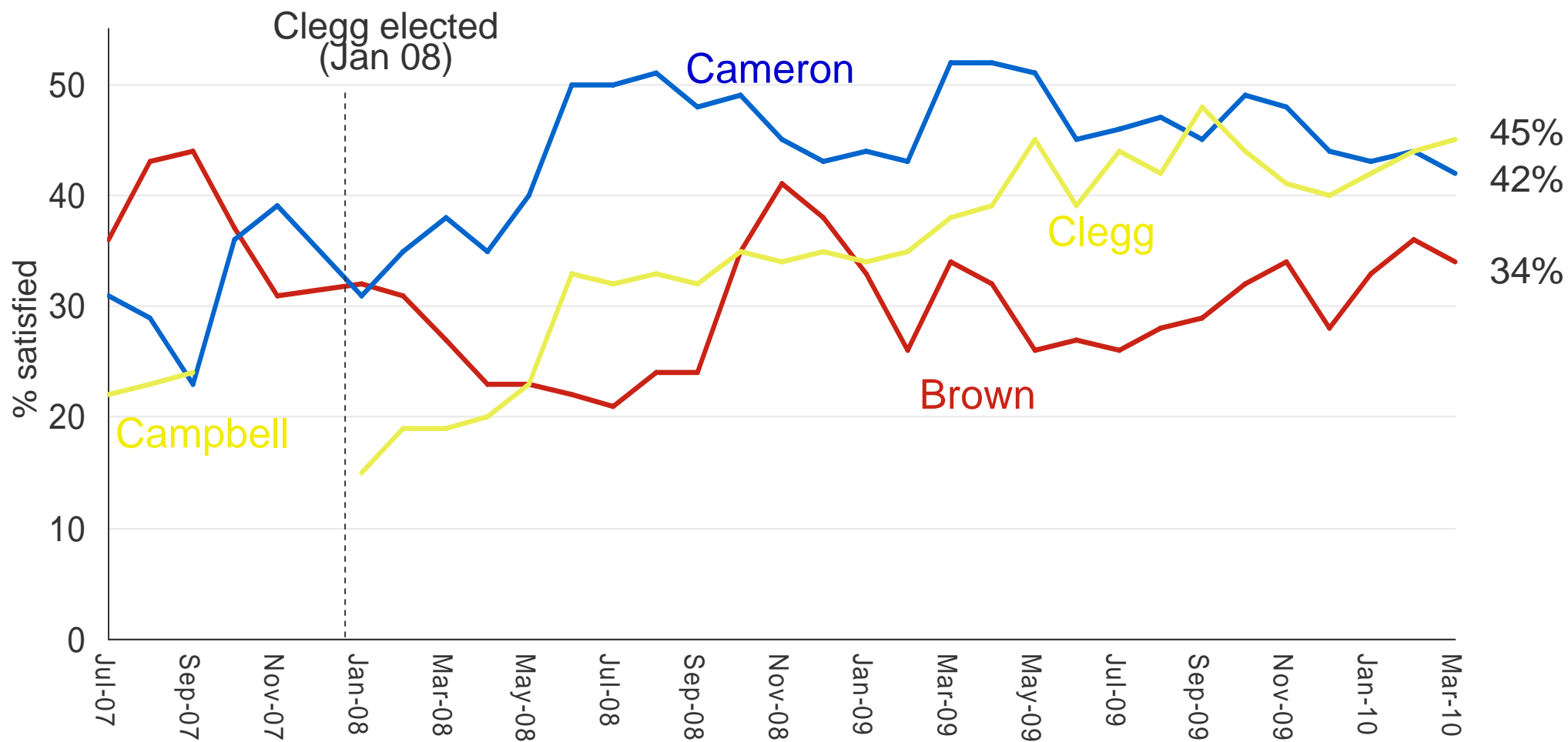
Source: Ipsos MORI Political Monitor

Ipsos MORI Base: All giving a voting intention c.700 British adults each month (1,210 February 2010)



Brown still has lowest approval ratings

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



While Cameron is also less popular than 18 months ago

	Brown		Cameron	
	July '08	Jan '10	July '08	Jan '10
I like him and I like his party	18	20	35	27
I like him but I do not like his party	11	15	19	18
I do not like him but I like his party	21	19	8	12
I do not like him and I do not like his party	44	42	28	34
Don't know	5	5	11	9
Total like him	29	35	54	45
Total do not like him	65	61	36	46
Net like him	-36	-26	+18	-1
Total like his party	39	39	43	39
Total do not like his party	55	57	47	52
Net like his party	-16	-18	-4	-13
Net like him/like his party	-52	-44	+14	-14

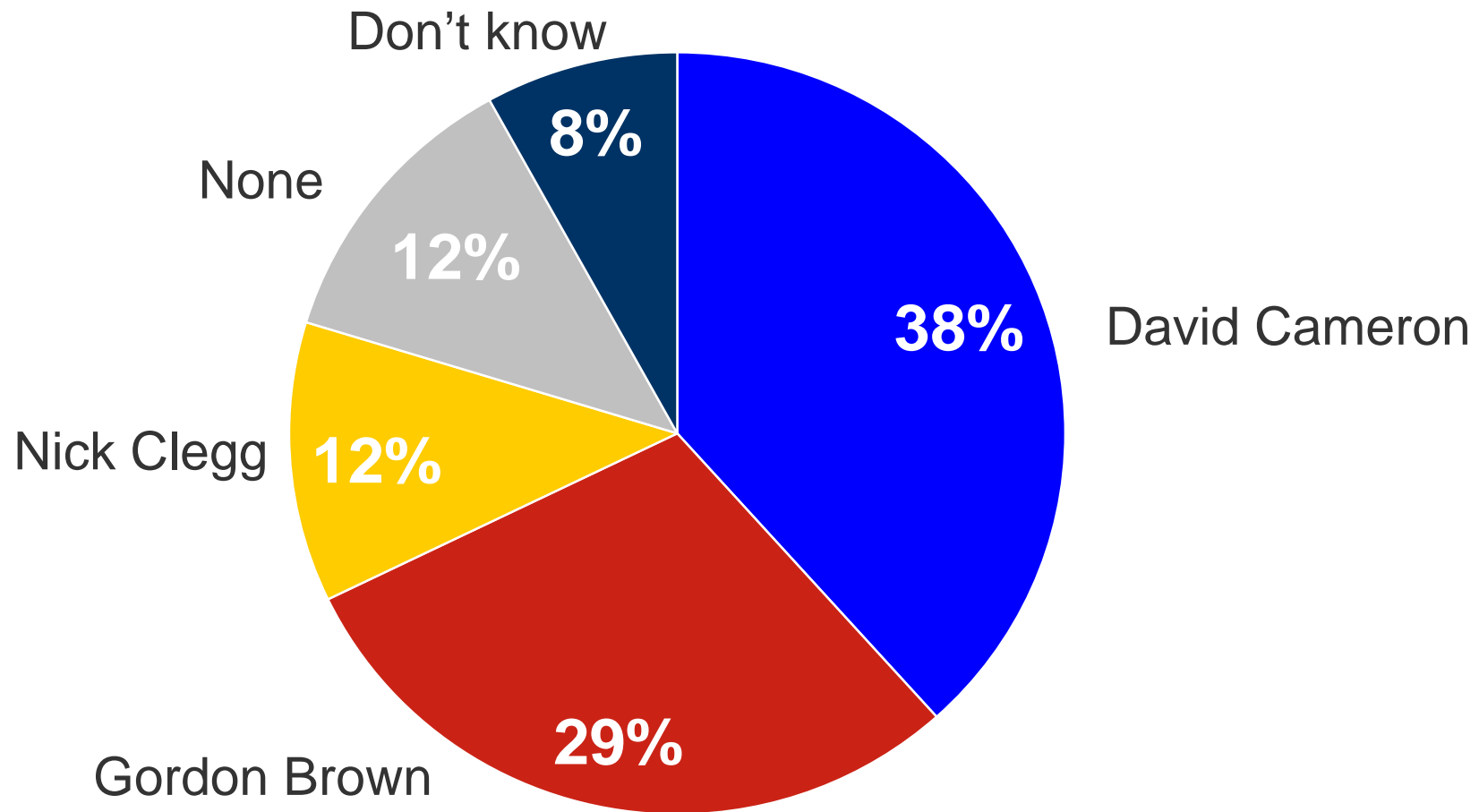
Base: 1,001 British adults 18+, 26th-28th January 2010
Ipsos MORI

Source: Ipsos MORI Political Monitor



Cameron is still seen as the most capable Prime Minister

Who do you think would make the most capable Prime Minister, Gordon Brown or David Cameron?



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

Source: Ipsos MORI Political Monitor

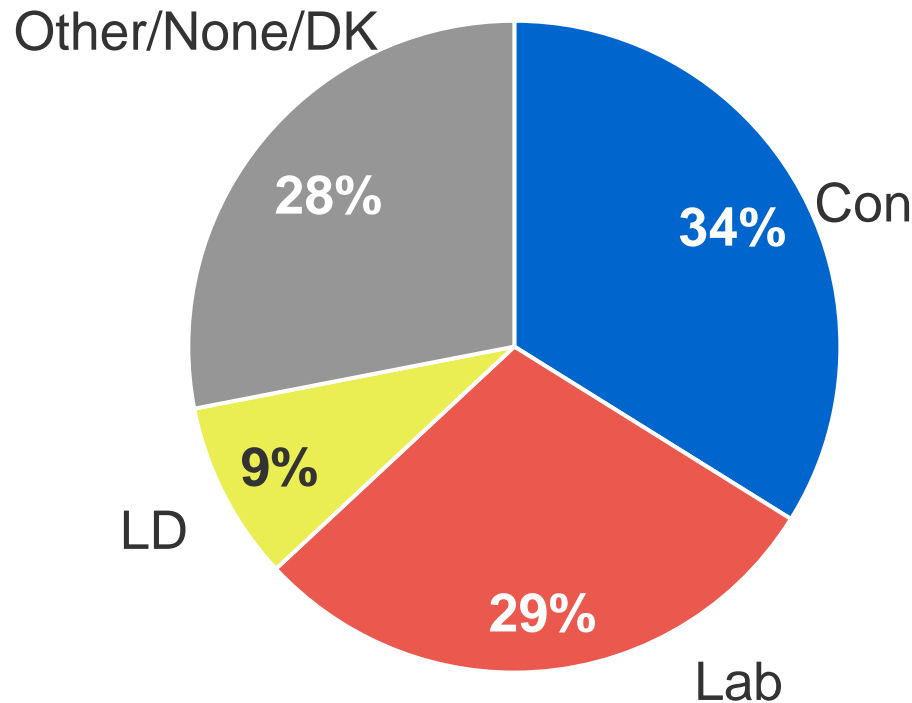


With the best team of leaders

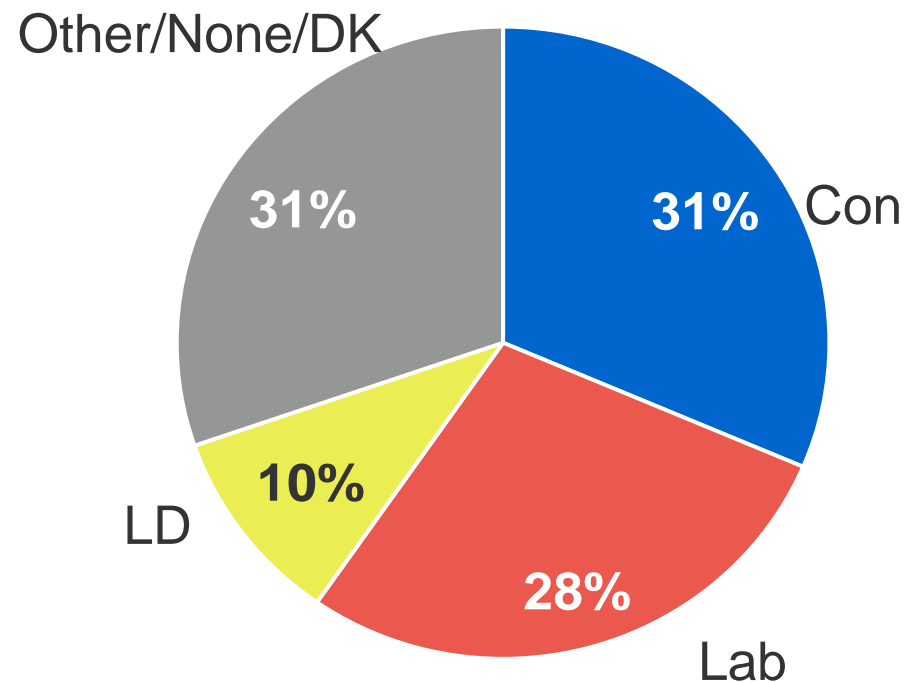
Which political party do you think has the best team of leaders to deal with the country's problems?

And leaving aside the leaders, which political party do you think has the best senior team to deal with the country's problems?

Team of leaders



Senior team



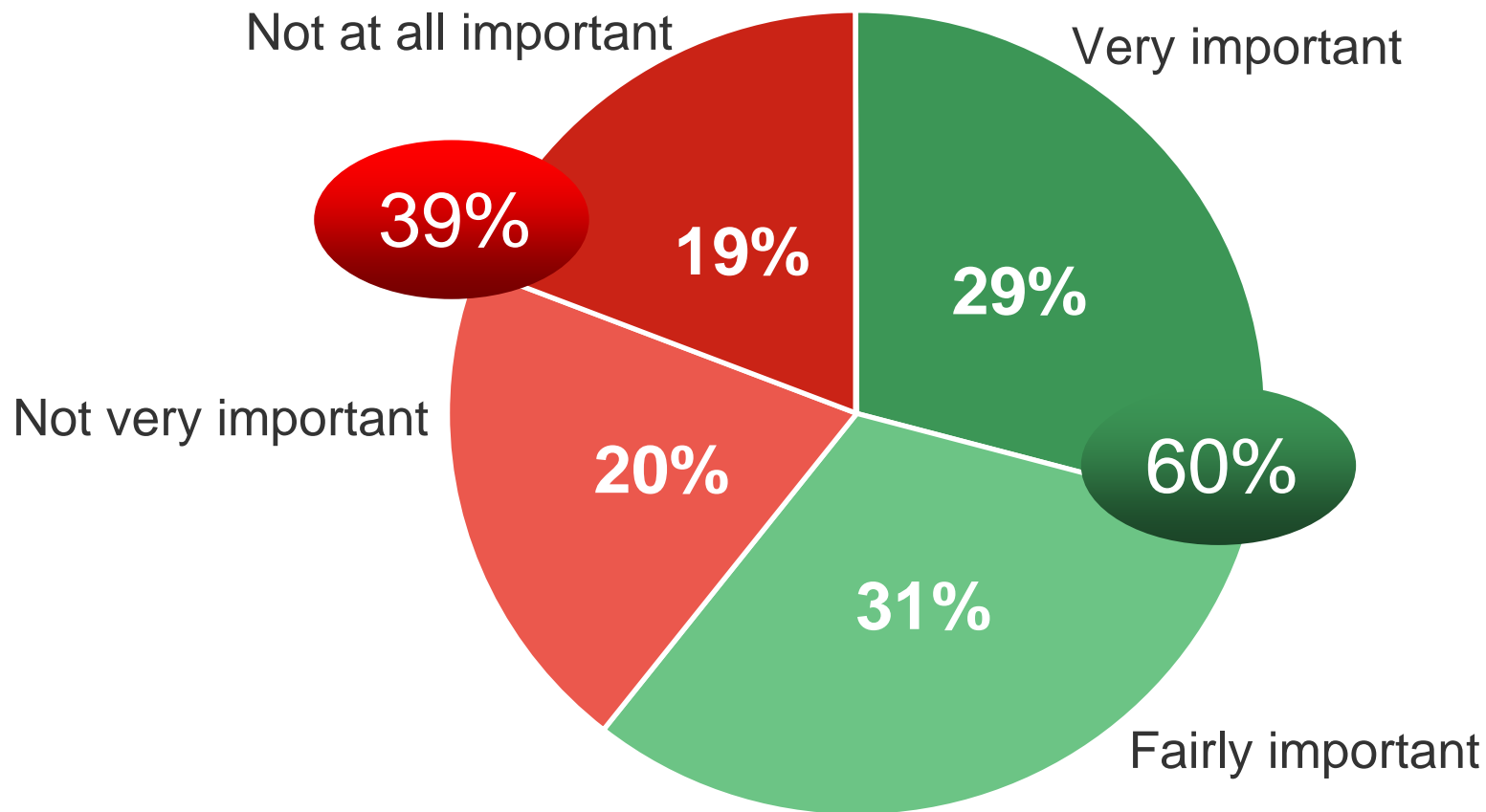
Base: 750 from 1,533 British adults 18+, 19th-22nd February 2010
Ipsos MORI

Base: 783 from 1,533 British adults 18+, 19th-22nd February 2010
Source: Ipsos MORI Political Monitor



The debates will be important

As you may know, for the first time in a general election campaign the leaders of the three main parties will debate key issues live on television in the run-up to the election. How important do you think the performance of the leaders in the debates will be in helping you to decide who to vote for?



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

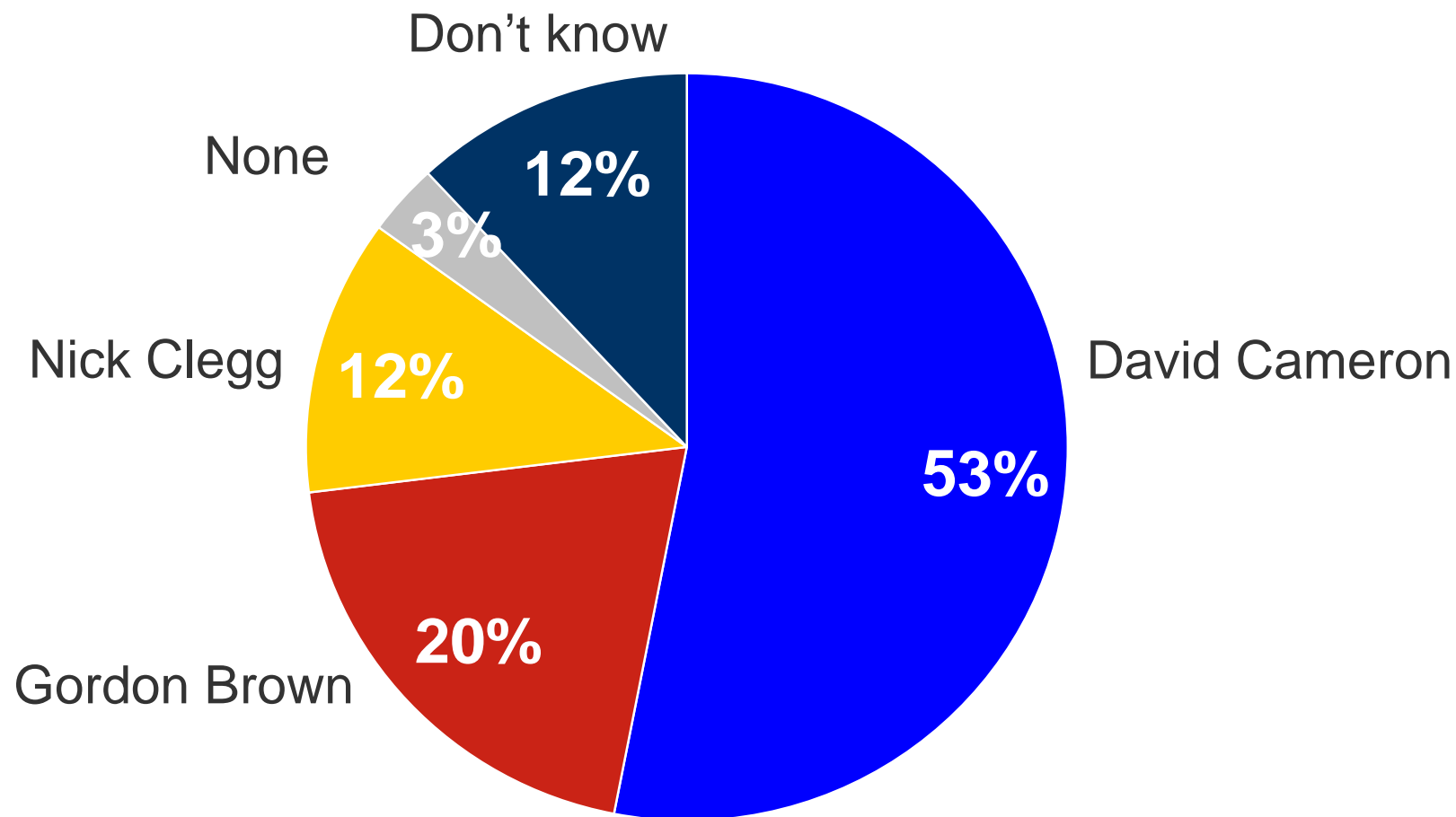
Ipsos MORI

Source: Ipsos MORI Political Monitor



And Cameron is expected to do best – but therefore has most to lose?

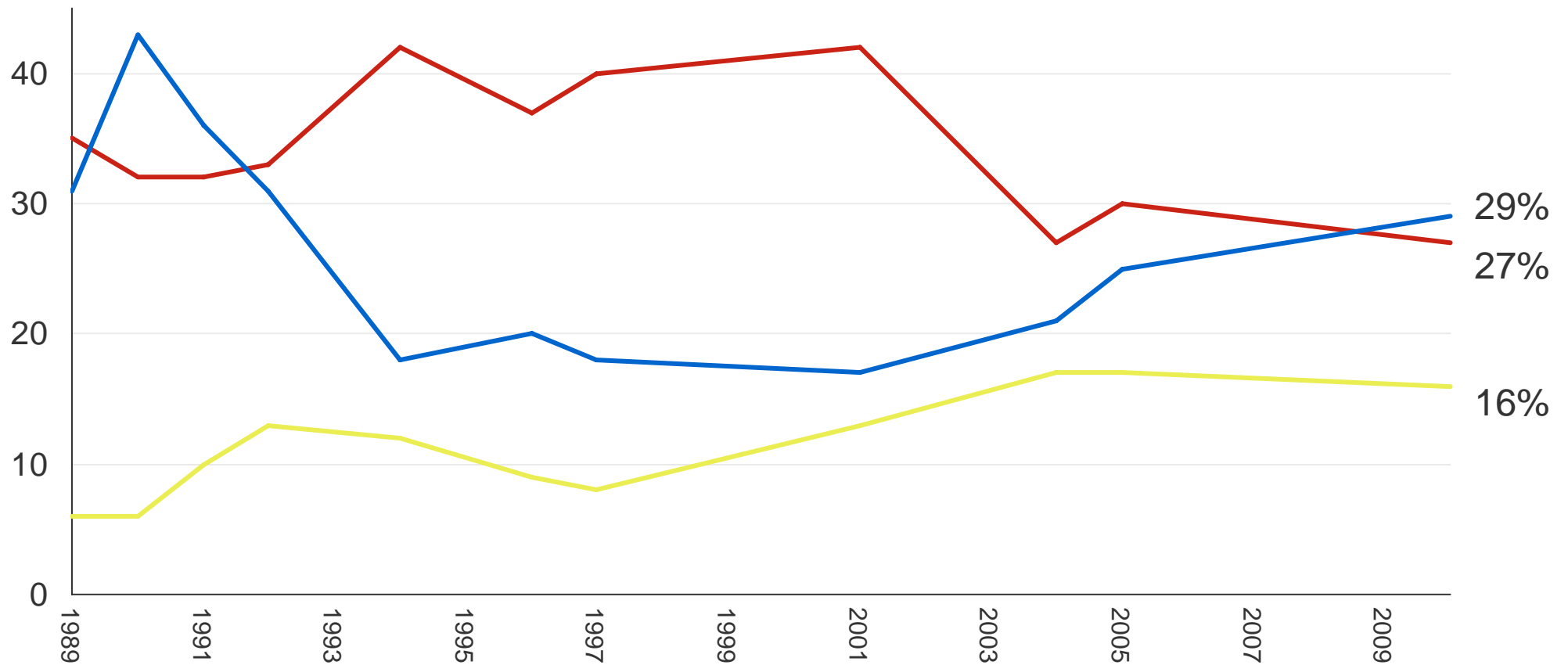
And which leader do you expect to gain most public support as a result of these debates?



Key issues at the election

The Conservatives have (just) overtaken Labour on having best policies overall – but no clear lead

And which political party do you think has the best policies for the country as a whole?



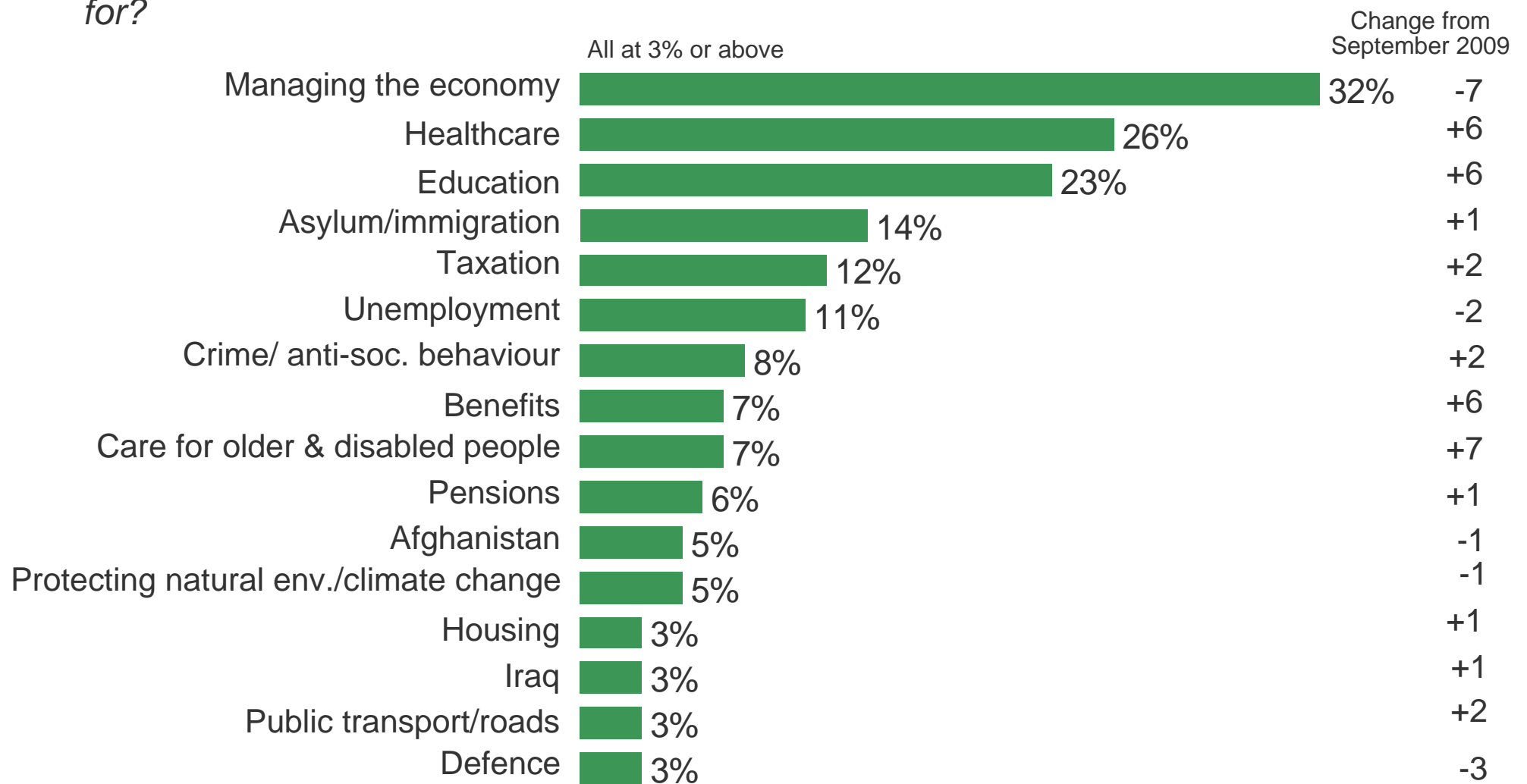
Base: c. 1,000 British adults each month (1,533, February 2010)
Ipsos MORI

Source: Ipsos MORI Political Monitor



The economy, healthcare and education are top election issues

Looking ahead of the next General Election, which, if any, of these issues do you think will be very important to you in helping you decide which party to vote for?



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor



The Tories are ahead on:

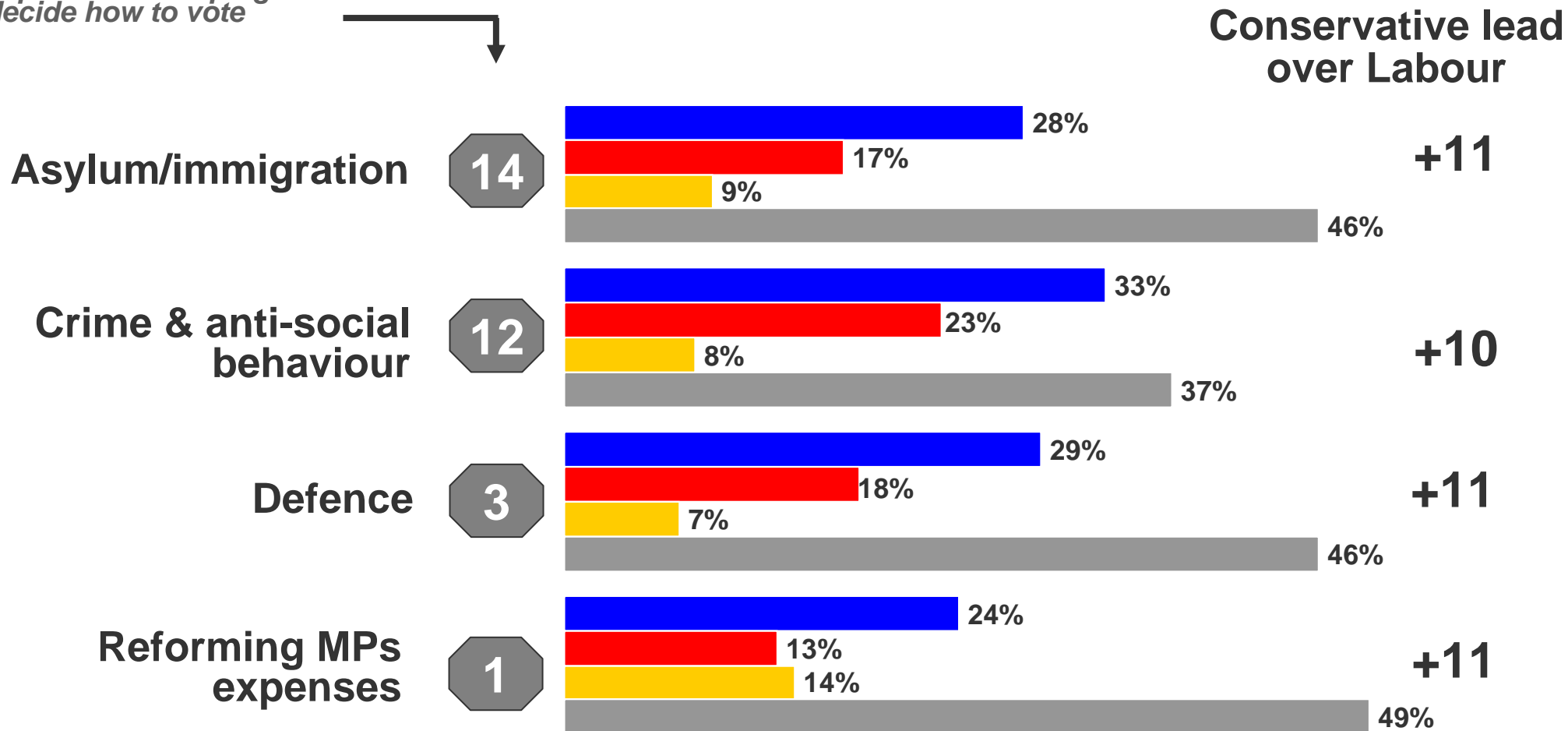
% who think issue is 'very important' in helping them decide how to vote

■ Labour

■ Conservatives

■ Lib Dems

■ Other/None/Don't know

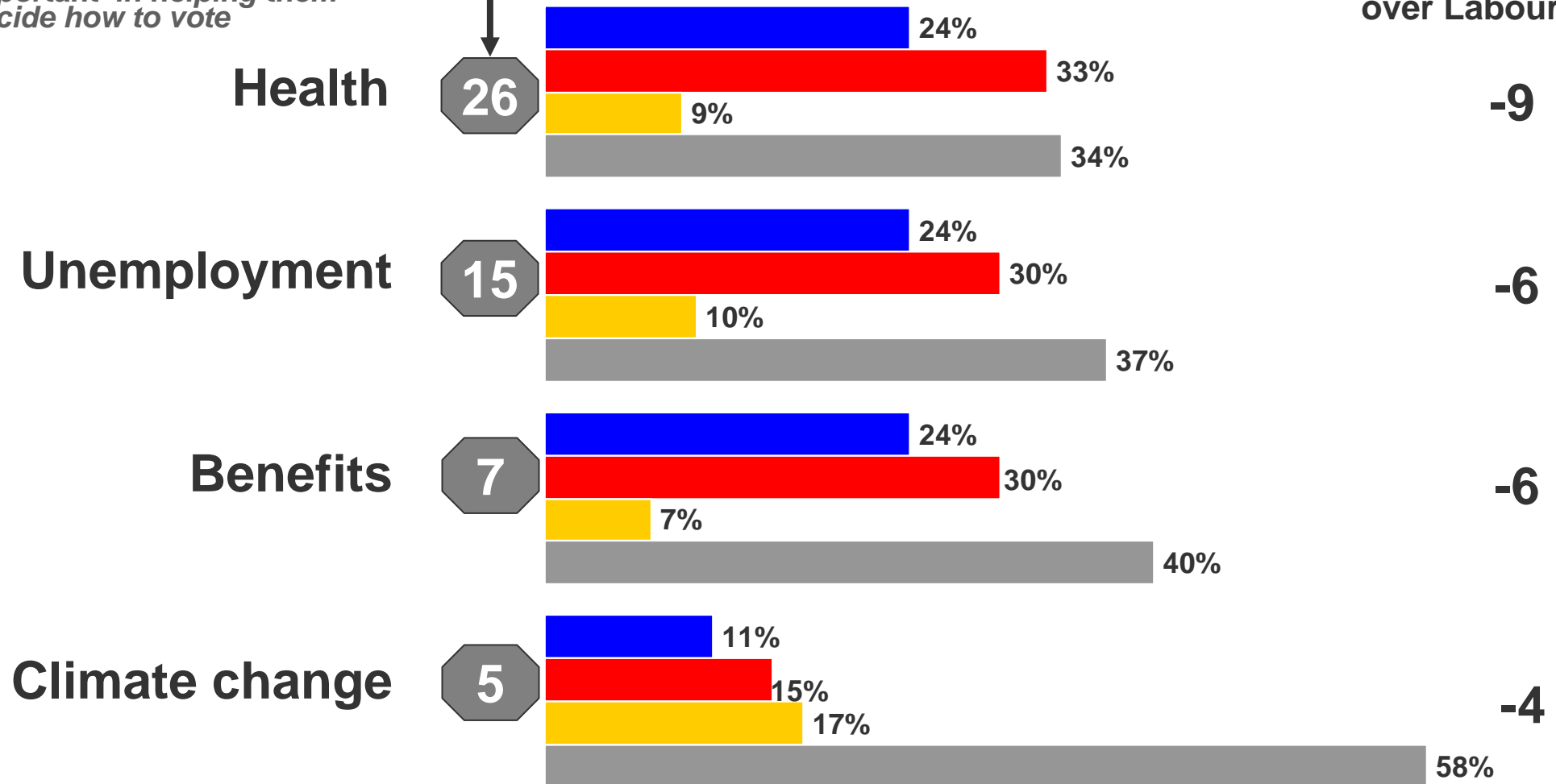


And Labour is seen as better on:

■ Labour ■ Conservatives ■ Lib Dems ■ Other/None/Don't know

% who think issue is 'very important' in helping them decide how to vote

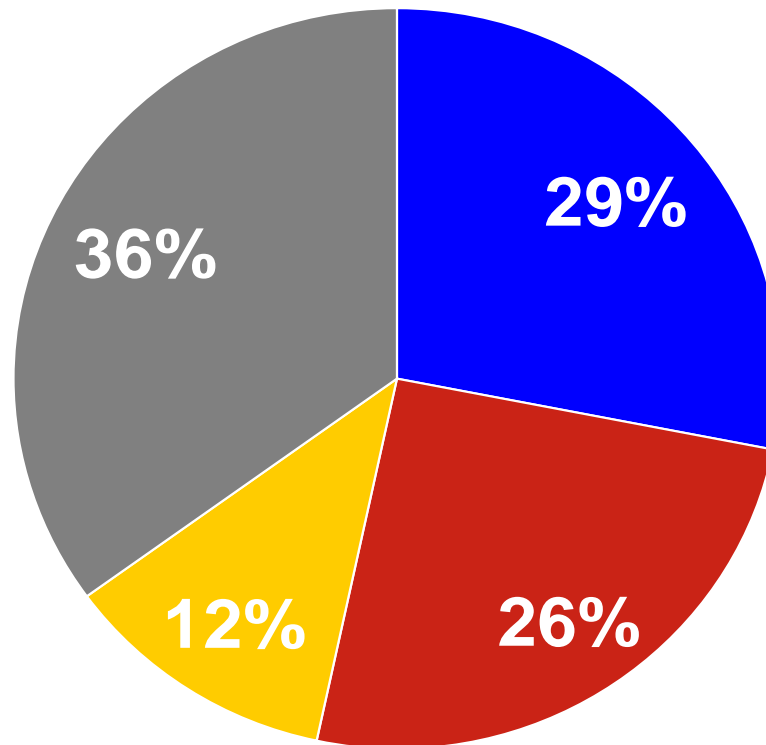
Conservative lead over Labour



But no party has clear lead on the most important issue to voters – the economy

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

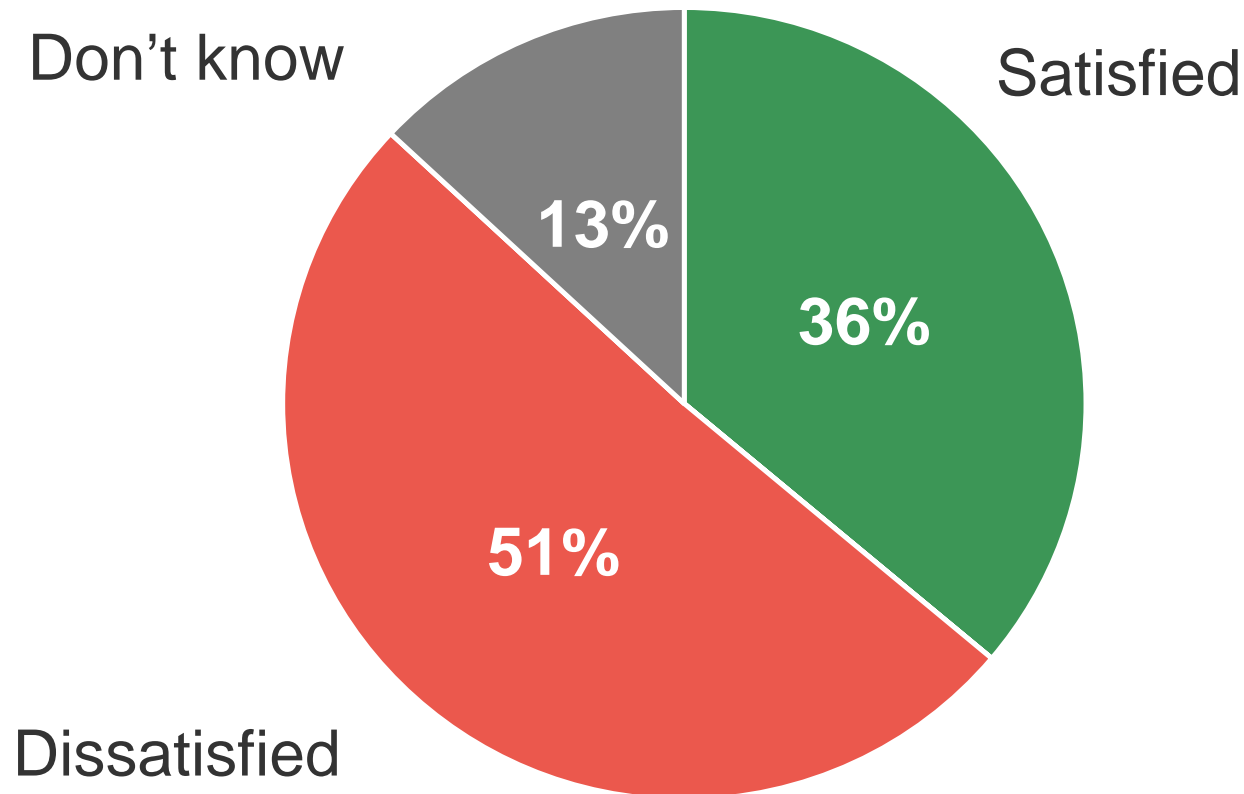
■ Labour ■ Conservatives ■ Lib Dems ■ Other/None/Don't know



Who does the British public trust
on the economy?

A third are happy with Darling as Chancellor

Are you satisfied or dissatisfied with the way Alistair Darling is doing his job as Chancellor of the Exchequer?



Base: 1,503 British adults 18+, 19th-22nd March 2010

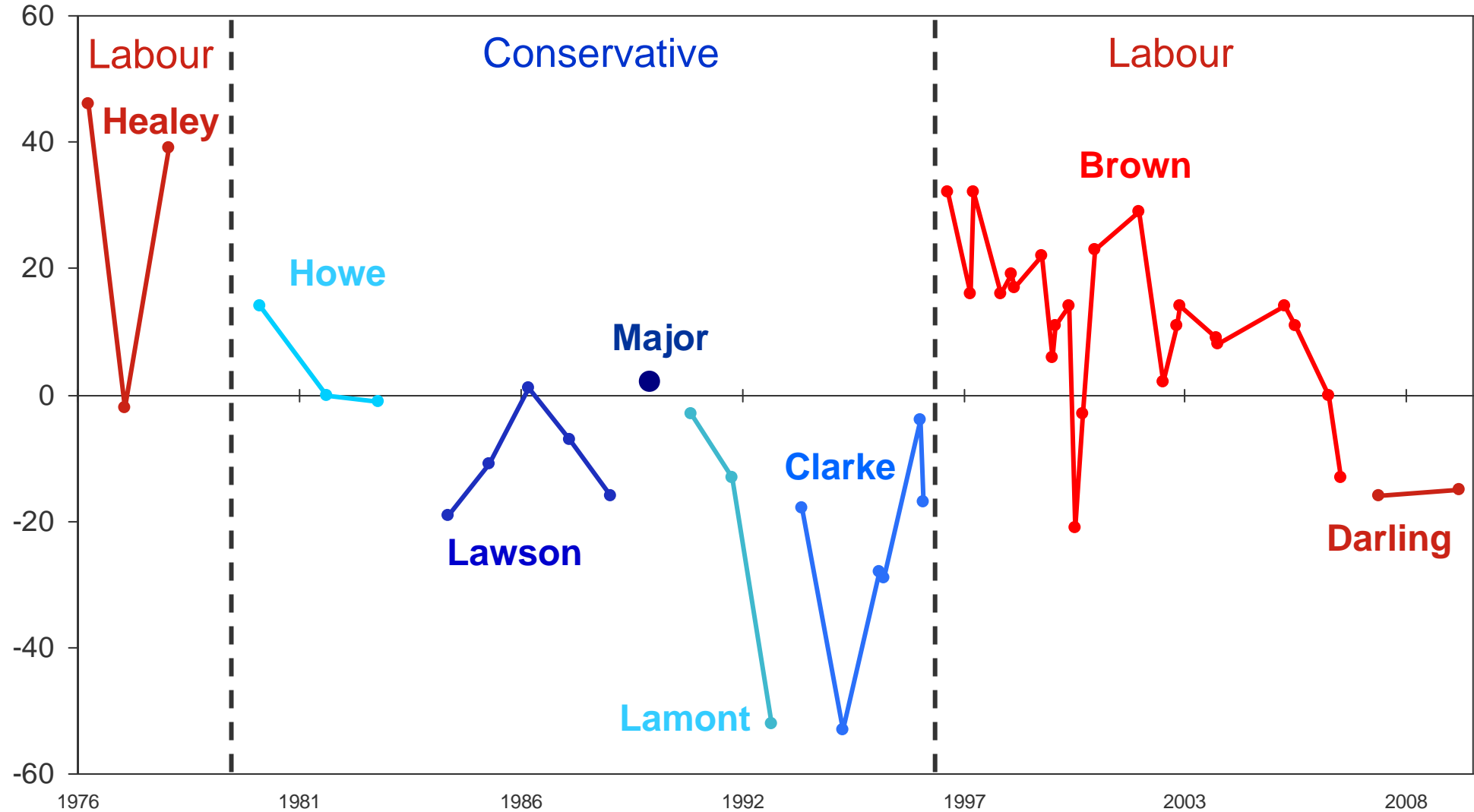
Ipsos MORI

Source: Ipsos MORI Political Monitor



Net satisfaction with Chancellors since 1976

% Net satisfied



Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

Ipsos MORI

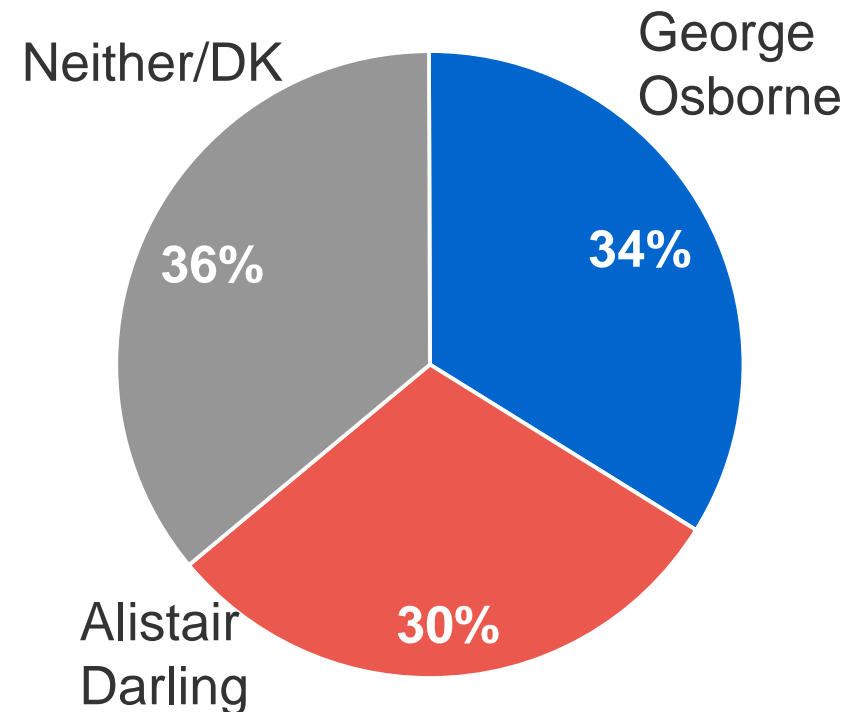
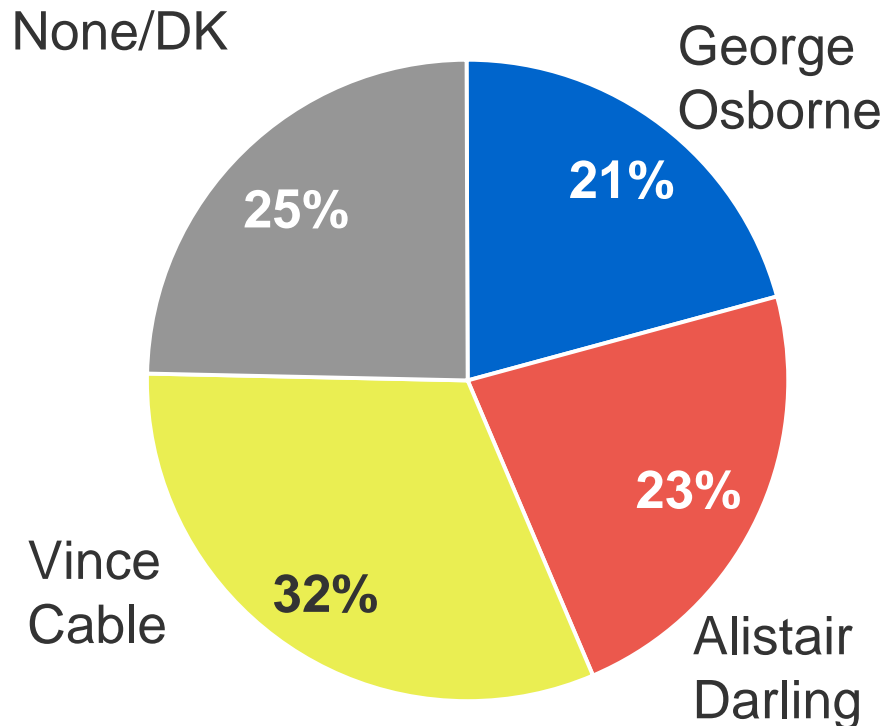
Source: Ipsos MORI Political Monitor



But will Osborne or Cable do better?

Who do you think would make the most capable Chancellor, Labour's Alistair Darling, the Conservatives' George Osborne or the Liberal Democrats' Vince Cable?

Who do you think would make the most capable Chancellor, Labour's Alistair Darling or the Conservatives' George Osborne?



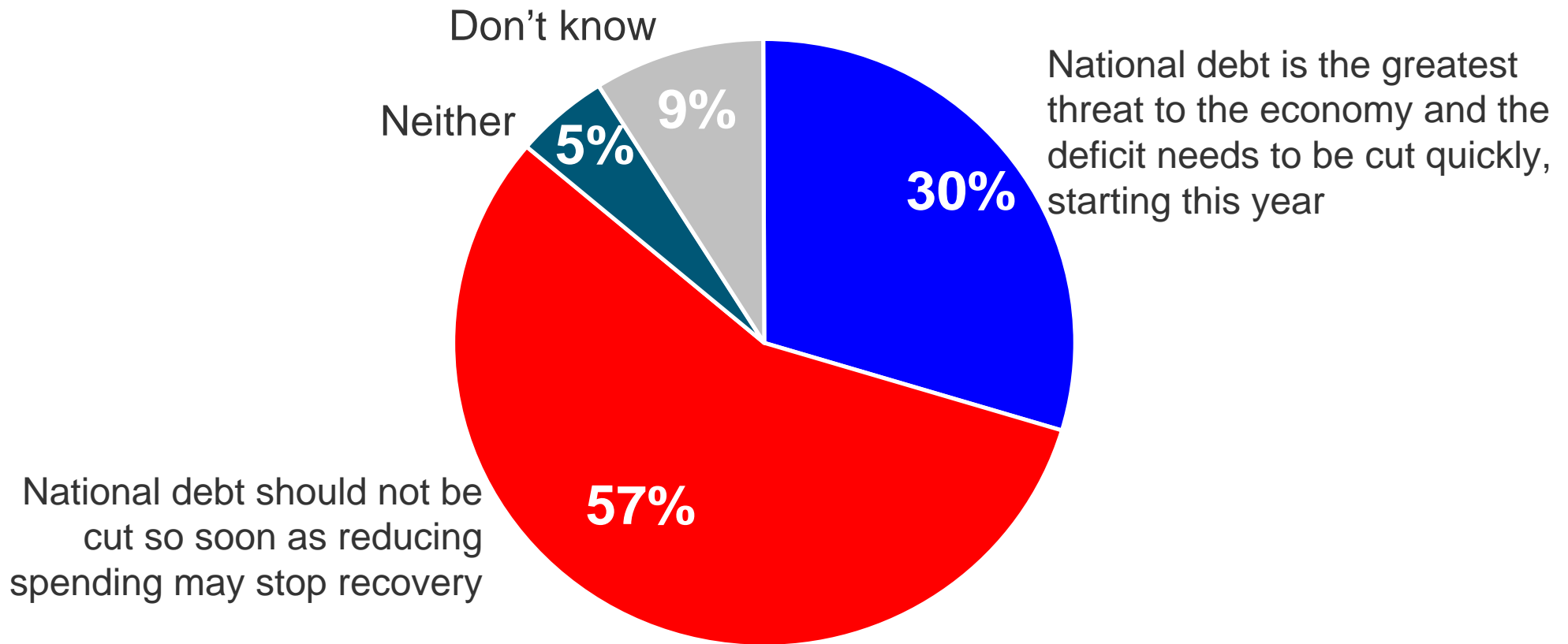
Base: 735 from 1,503 British adults 18+, 19th-22nd March 2010
Ipsos MORI

Base: 768 from 1,503 British adults 18+, 19th-22nd March 2010
Source: Ipsos MORI Political Monitor



Labour's approach of delaying cuts is favoured

The Conservatives/some economists say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Labour/other economists say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?



Base: 1,503 British adults 18+, 19th-22nd March 2010

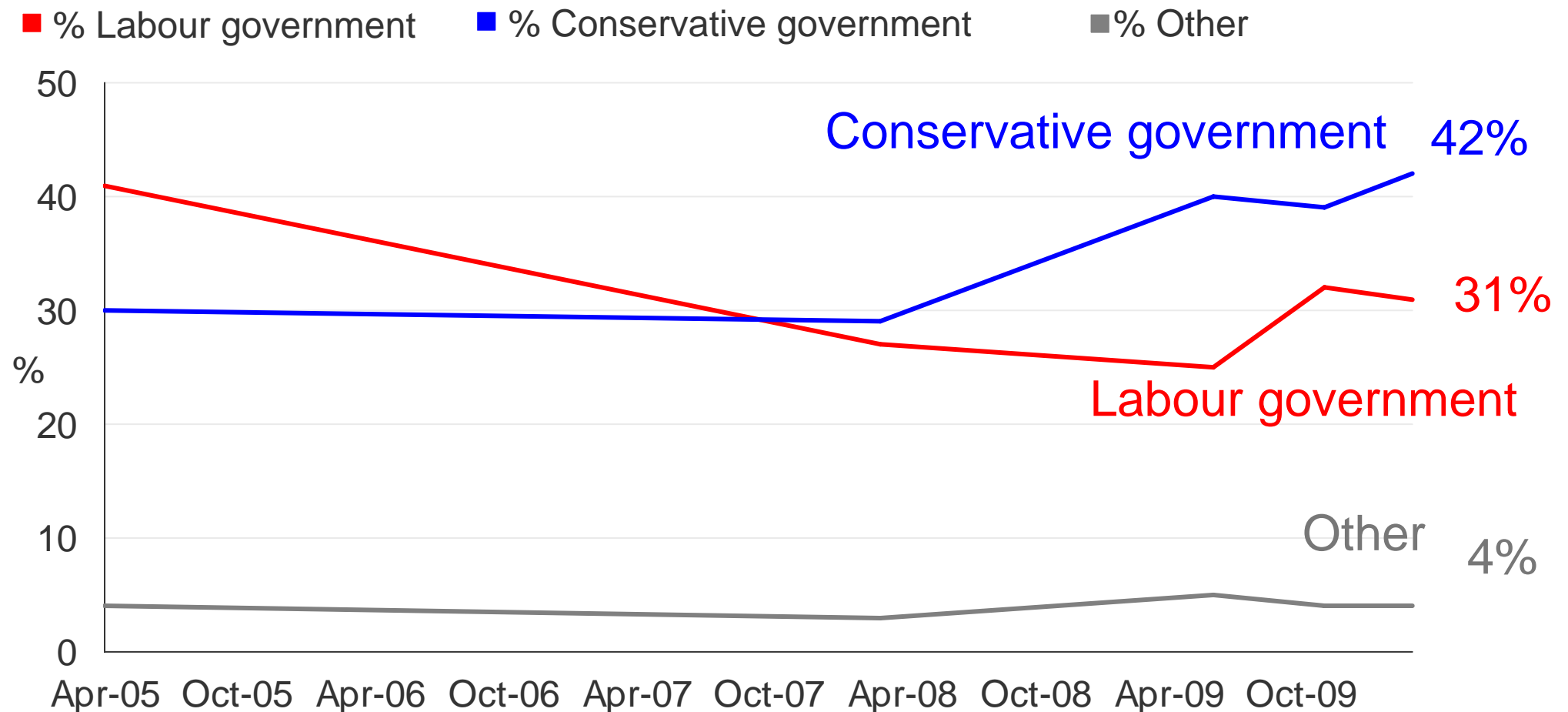
Source: Ipsos MORI Political Monitor

Ipsos MORI NB. Half of the sample was asked about Conservatives and Labour approaches, half was asked about economists



But the Conservatives are increasingly seen as better at getting value for public money

Do you think a Labour or Conservative government would be most effective in getting good value for the public money it spends?



Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

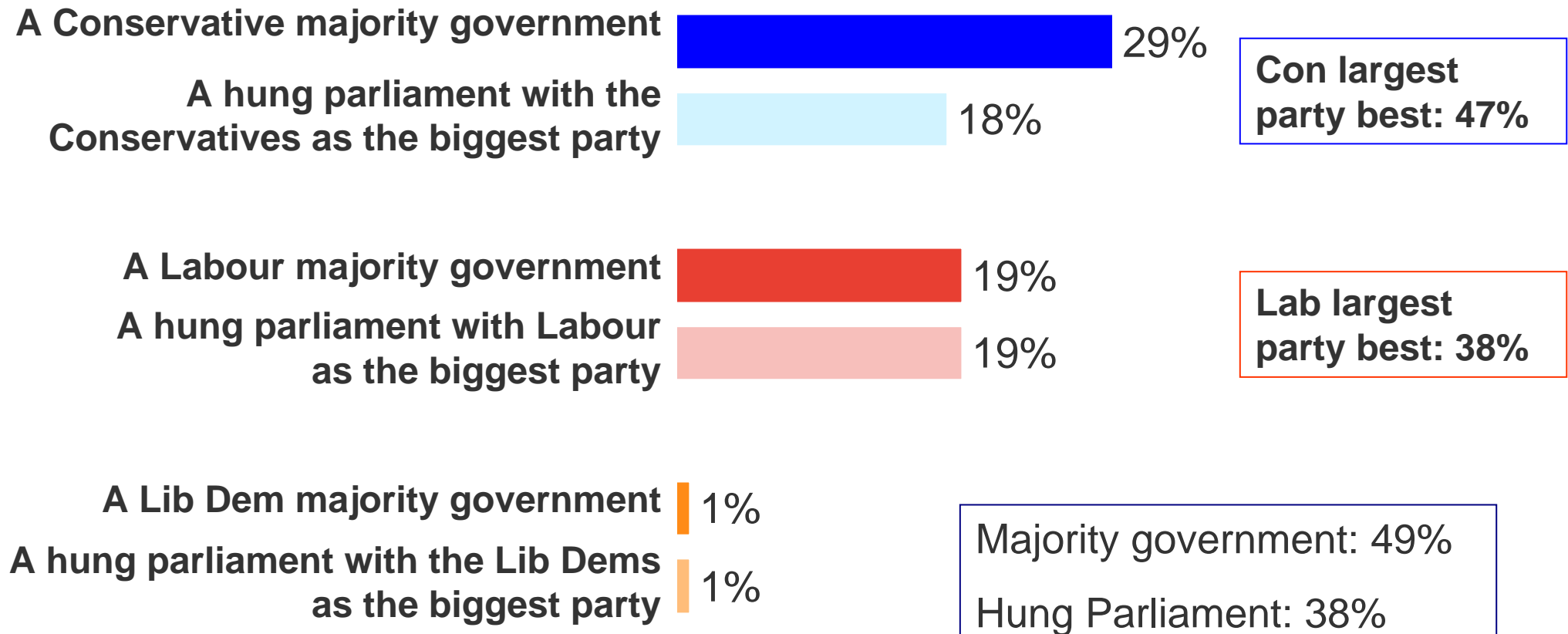
Ipsos MORI

Source: Ipsos MORI



And a Conservative majority government seen as best for the economy

And which of these alternatives do you think would be best for the UK economy?



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor



For information, visit the Ipsos MORI
General Election Centre:

[http://www.ipsos-
mori.com/researchspecialisms/socialresearch/specareas/politics/generalelection2010.aspx](http://www.ipsos-mori.com/researchspecialisms/socialresearch/specareas/politics/generalelection2010.aspx)

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GENERAL ELECTION
 **2010**