

## Ipsos MORI January Political Monitor

Fieldwork: 26-28 January 2010

### Economic optimism returns, though there is little belief that the recession is over

Ipsos MORI's January Political Monitor (carried out by telephone between 26-28 January among 1,001 British adults aged 18 and over) shows that **economic optimism for the next year** has improved on last month.

Almost half (44%) now think that the economy will improve over the next 12 months (compared with only 32% last month), and 24% think it will get worse. Ipsos MORI's Economic Optimism Index therefore stands at +20.

A factor which may have brought about a more optimistic economic outlook is the release of the recent GDP figures, as well as improved unemployment figures. Further, the December Monitor was conducted in the aftermath of the Pre-Budget Report, which appeared to curtail economic optimism. Ratings for economic optimism have broadly returned to the levels in November.

This month, we also asked the public whether or not they **like both Gordon Brown and David Cameron, and their respective parties**. Three fifths (61%) said they did not like Gordon Brown – an increase of twelve percentage points since January 2007, and a similar proportion said they did not like the Labour Party (57% – a ten percentage point increase). Approaching half (46%) dislike David Cameron and half (52%) dislike the Conservative Party, in both cases similar figures to 2007.

Seven in ten (70%) believe **the result of the next general election is important to them personally**, which is a similar figure to the one recorded in December. Again, this is higher among Conservative supporters than Labour supporters (82% and 78% respectively) though Labour supporters are more likely to feel that the election result is very important to them. Overall three in ten (27%) believe it is not very or at all personally important to them.

Despite general economic optimism, and the recent GDP figures, most of the public still feel Britain is still in **recession**; three quarters (77%) believe that the recession in Britain is not yet over, and only one in ten (9%) believe that the economy will return to where it was before the recession within a year.

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone 26-28 January 2009. Data are weighted to match the profile of the population.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, those who are not absolutely certain to vote.

## Economic optimism in Britain

Q1 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

<i>Base: 1,001 British adults 18+</i>		%
	Improve	44
	Stay the same	28
	Get worse	24
	Don't know	3
<b>Ipsos MORI Economic Optimism Index (EOI)</b>		<b>+20</b>

## Next general election

Q2 How important is it to you personally who wins the next general election?

*Base: 1,001 British adults 18+*

	May 2005*	June 2008	Nov 2009	Dec 2009	Jan 2010
	%	%	%	%	%
Very important	45	38	35	37	40
Fairly important	35	30	33	32	30
Not very important	11	17	21	19	18
Not at all important	6	12	8	9	9
No opinion	3	2	3	3	3
<b>Very/fairly important</b>	<b>80</b>	<b>68</b>	<b>68</b>	<b>69</b>	<b>70</b>
<b>Not very/at all important</b>	<b>17</b>	<b>29</b>	<b>29</b>	<b>28</b>	<b>27</b>
<b>Net important</b>	<b>+63</b>	<b>+39</b>	<b>+39</b>	<b>+41</b>	<b>+43</b>

\*Question wording: 'How important is it to you personally who wins the general election?'

Q3 From what you know, which one of the following statements best describes your own view?

<i>Base: 1,001 British adults 18+</i>		%
	The recovery from recession is well underway	12
	The recession is over in Britain	8
	The recession in Britain is not yet over	64
	Britain is still in deep recession	13
	Don't Know	3

Q4 Overall, how soon do you think it will be before the economy has returned to where it was before the recession?

<i>Base: 1,001 British adults 18+</i>		%
	Under 6 months	2
	Over 6 months to one year	7
	Over one to two years	24
	Over two to three years	23
	Over three years to five years	18
	Over five years	20
	Don't know	7

**Q5 Which of these statements comes closest to your views of Gordon Brown and the Labour Party**

*Base: 1,001 British adults 18+*

	January 2007 %	January 2010 %
I like Gordon Brown and I like the Labour Party	25	20
I like Gordon Brown but I do not like the Labour Party	11	15
I do not like Gordon Brown but I like the Labour Party	13	19
I do not like Gordon Brown and I do not like the Labour Party	36	42
Don't Know	15	5
<b>Like Gordon Brown</b>	<b>36</b>	<b>35</b>
<b>Like the Labour Party</b>	<b>38</b>	<b>39</b>
<b>Do not like Gordon Brown</b>	<b>49</b>	<b>61</b>
<b>Do not like the Labour Party</b>	<b>47</b>	<b>57</b>

**Q6 Which of these statements comes closest to your views of David Cameron and the Conservative Party**

*Base: 1,001 British adults 18+*

	January 2007 %	January 2010 %
I like David Cameron and I like the Conservative Party	19	27
I like David Cameron but I do not like the Conservative Party	17	18
I do not like David Cameron but I like the Conservative Party	10	12
I do not like David Cameron and I do not like the Conservative Party	34	34
Don't Know	20	9
<b>Like David Cameron</b>	<b>36</b>	<b>45</b>
<b>Like the Conservative Party</b>	<b>29</b>	<b>39</b>
<b>Do not like David Cameron</b>	<b>44</b>	<b>46</b>
<b>Do not like the Conservative Party</b>	<b>51</b>	<b>52</b>