



Political Monitor Trends for Reuters

July 2010

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Ipsos MORI

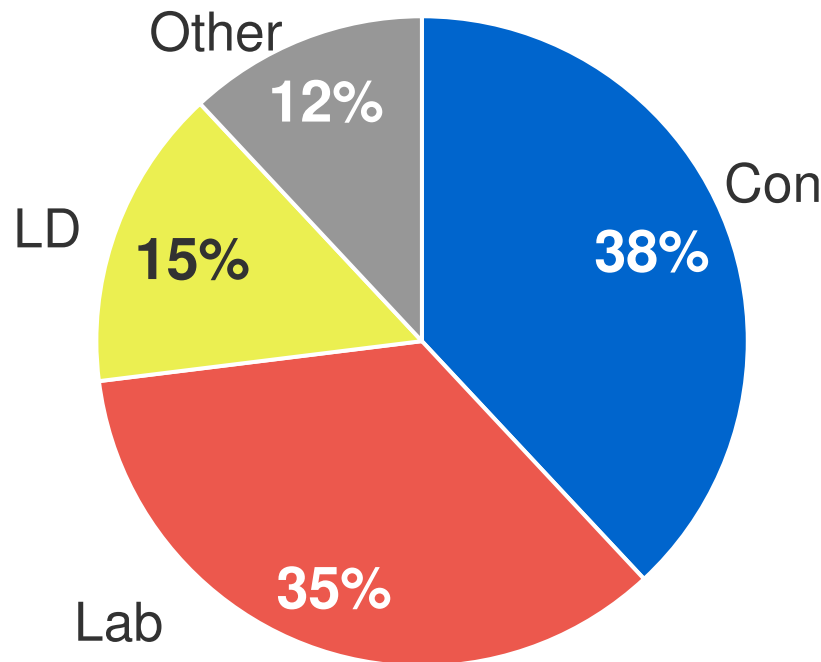


Voting Intentions

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

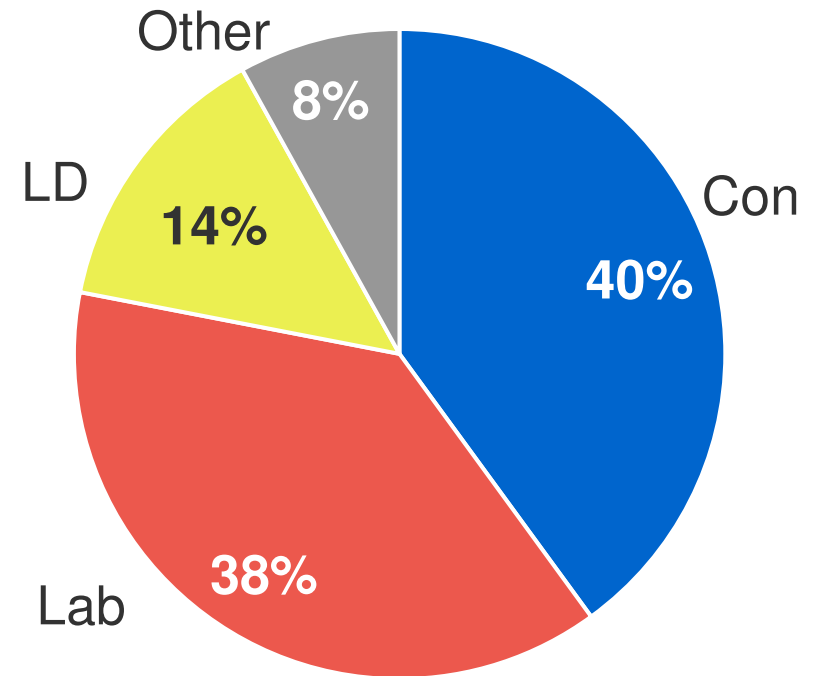
How would you vote if there were a General Election tomorrow?

All giving a voting intention : 81%



Conservative lead = +3

All certain to vote: 58%

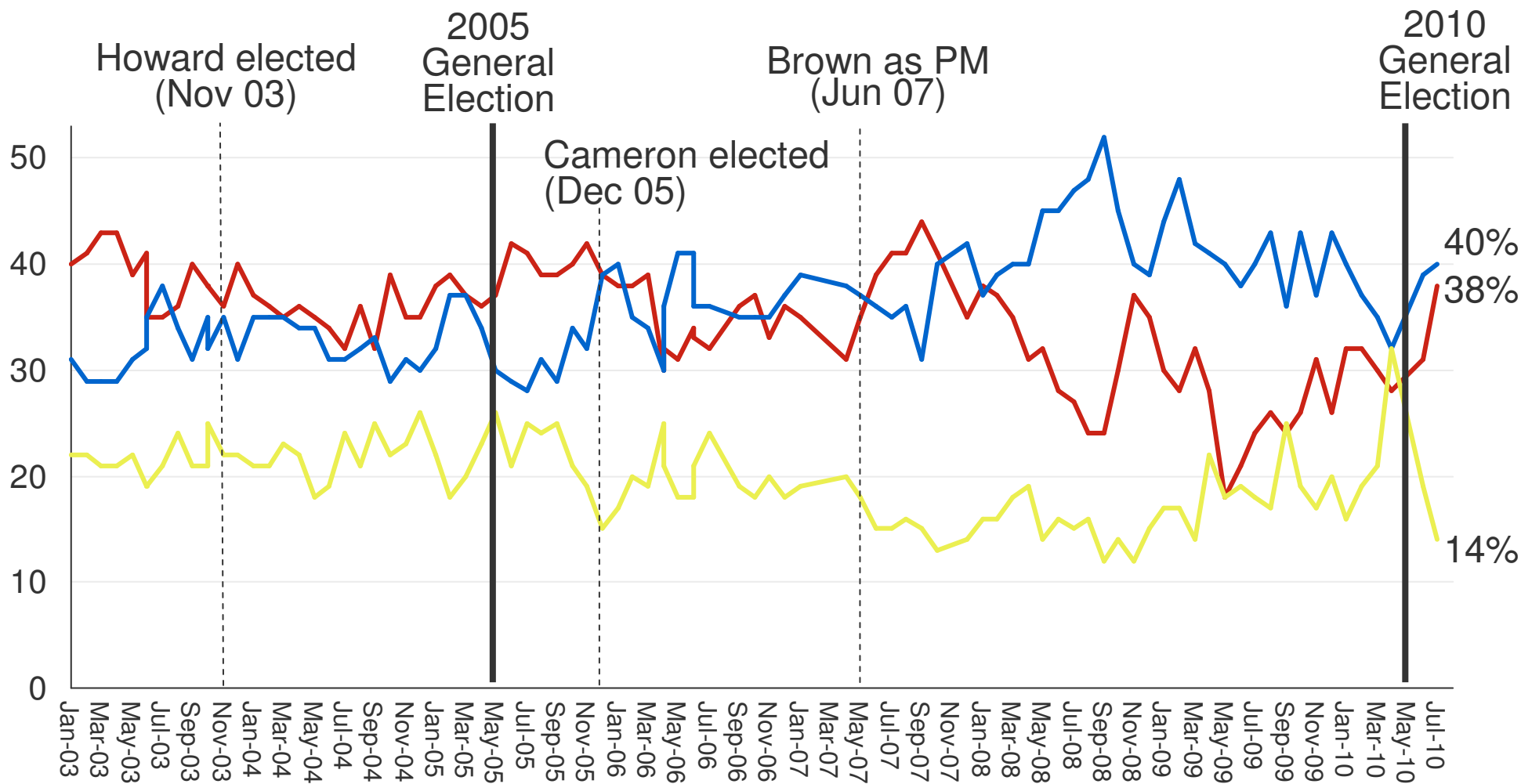


Conservative lead = +2

Base: All giving a voting intention = 825 unweighted, All certain to vote = 589 unweighted; data collected among 1,009 British adults 18+, 23rd – 25th July 2010

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

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



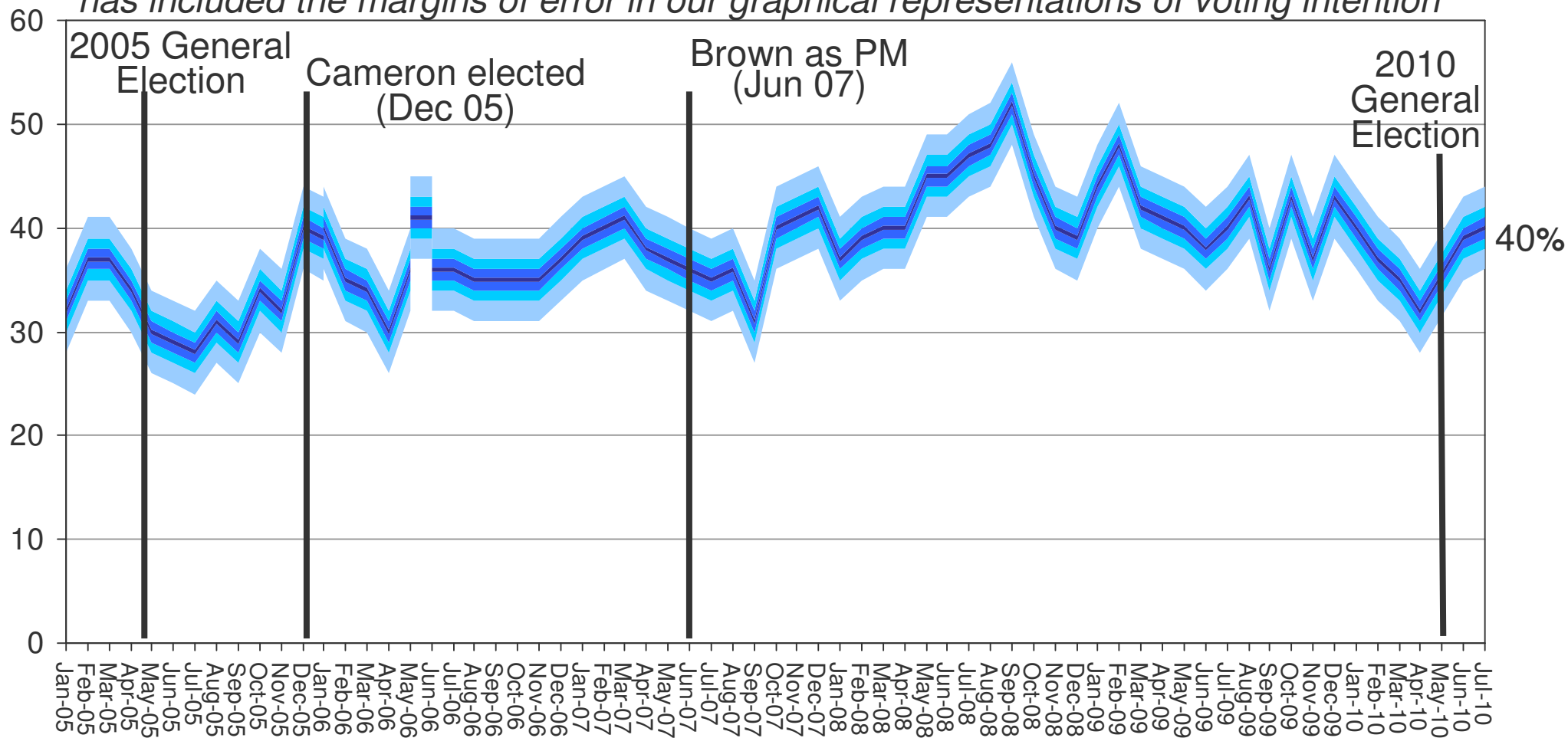
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor
Ipsos MORI



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

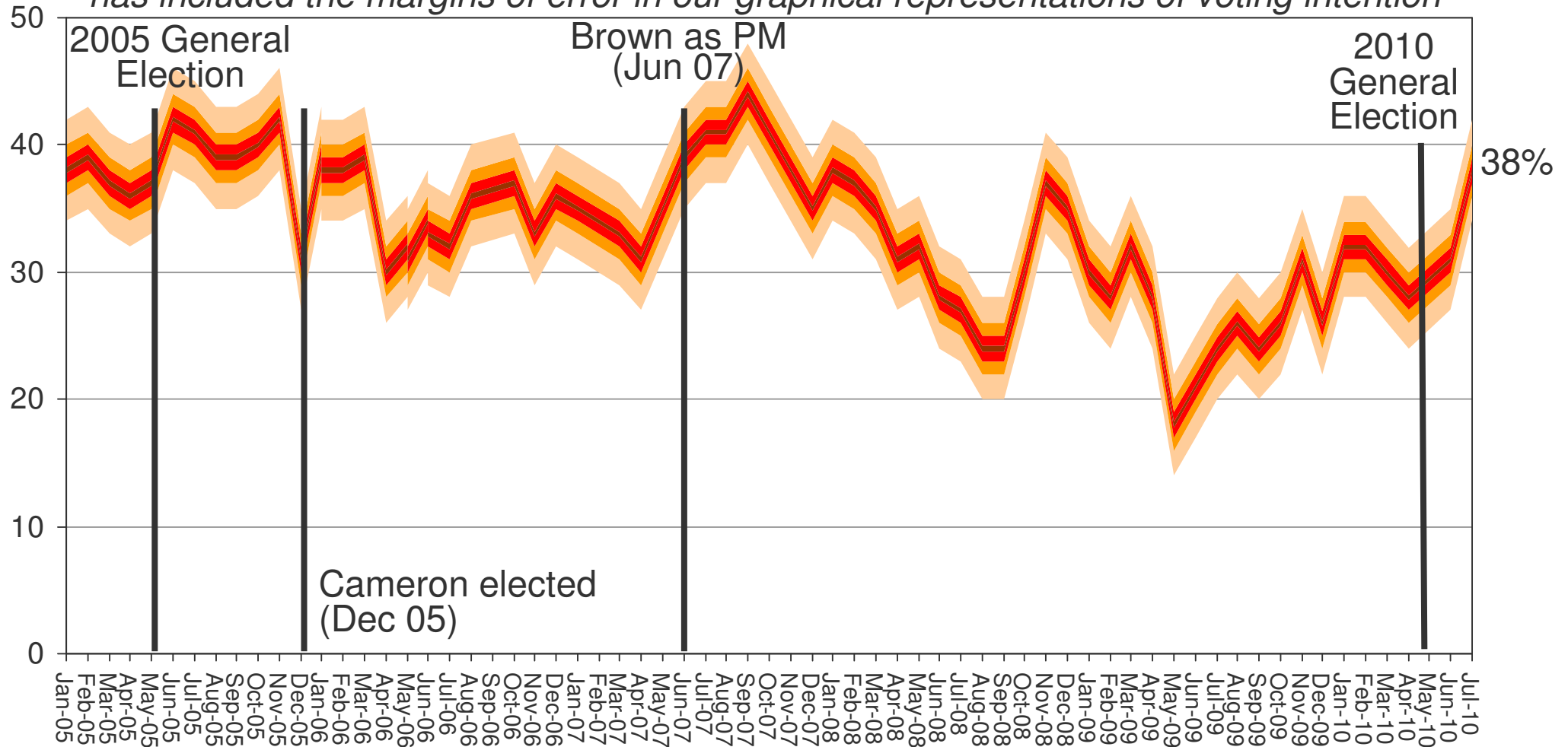


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor

Labour vote share including margins of error

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

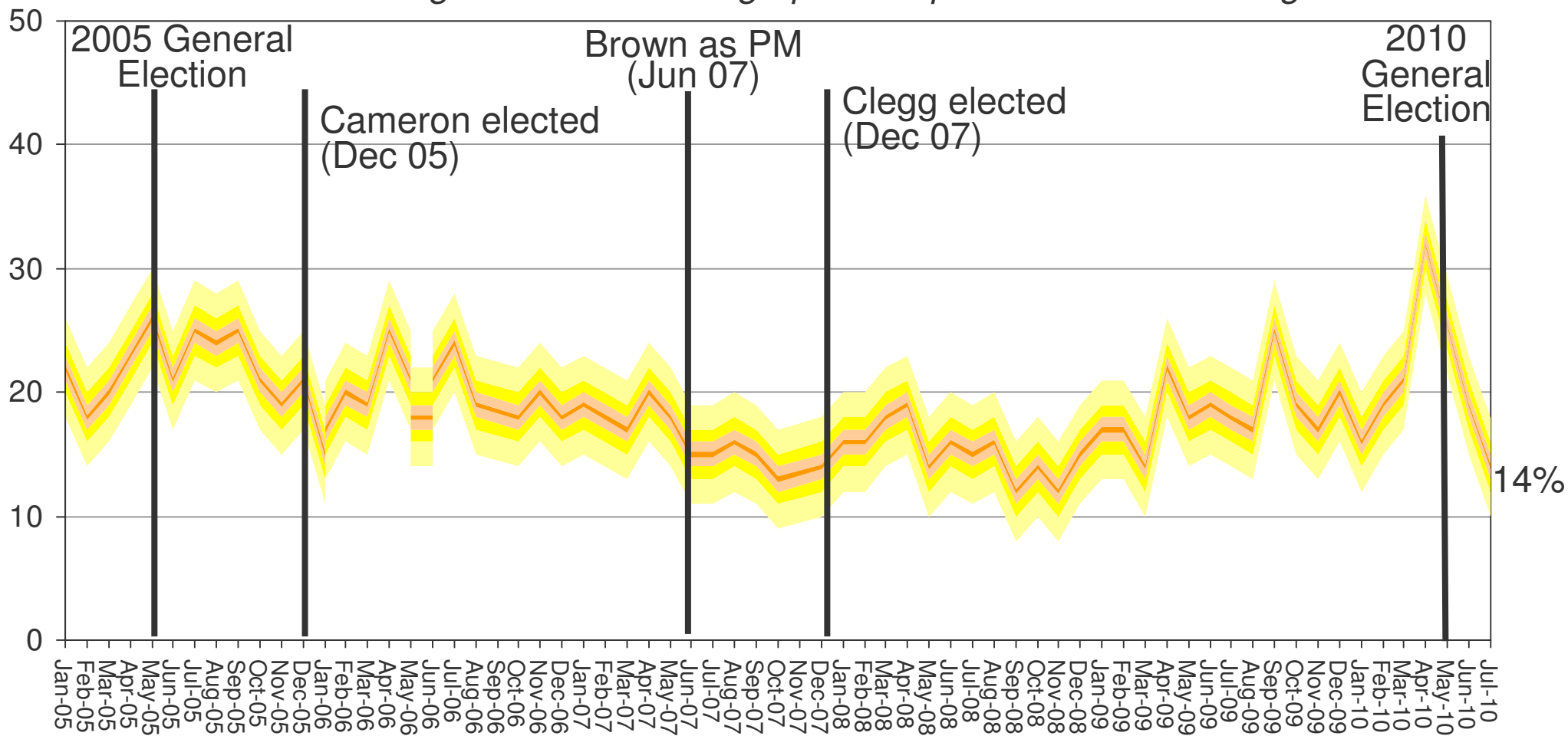
In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention



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

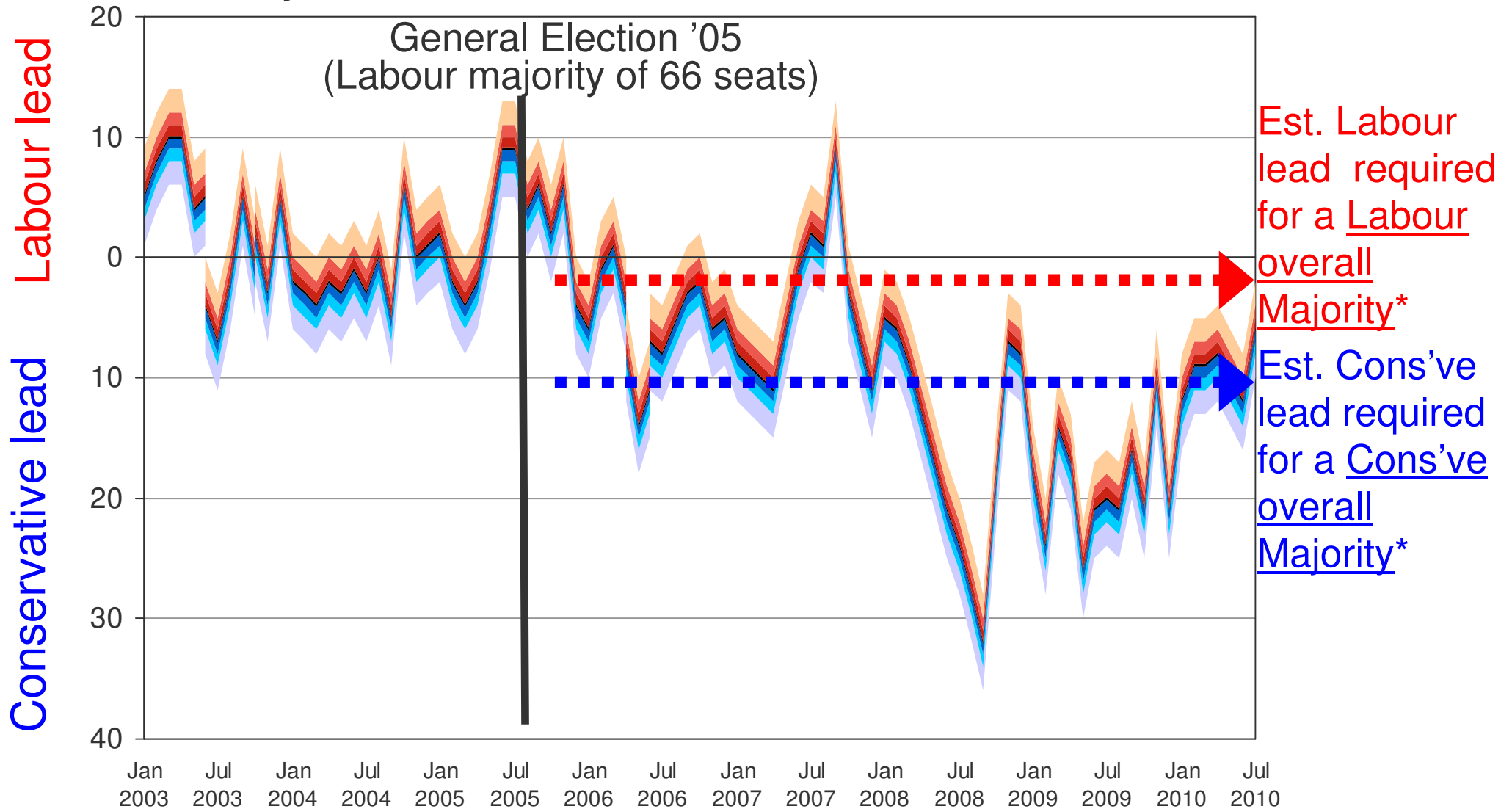


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor
Ipsos MORI



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 thereafter Source: Ipsos MORI/Reuters Political Monitor

Ipsos MORI

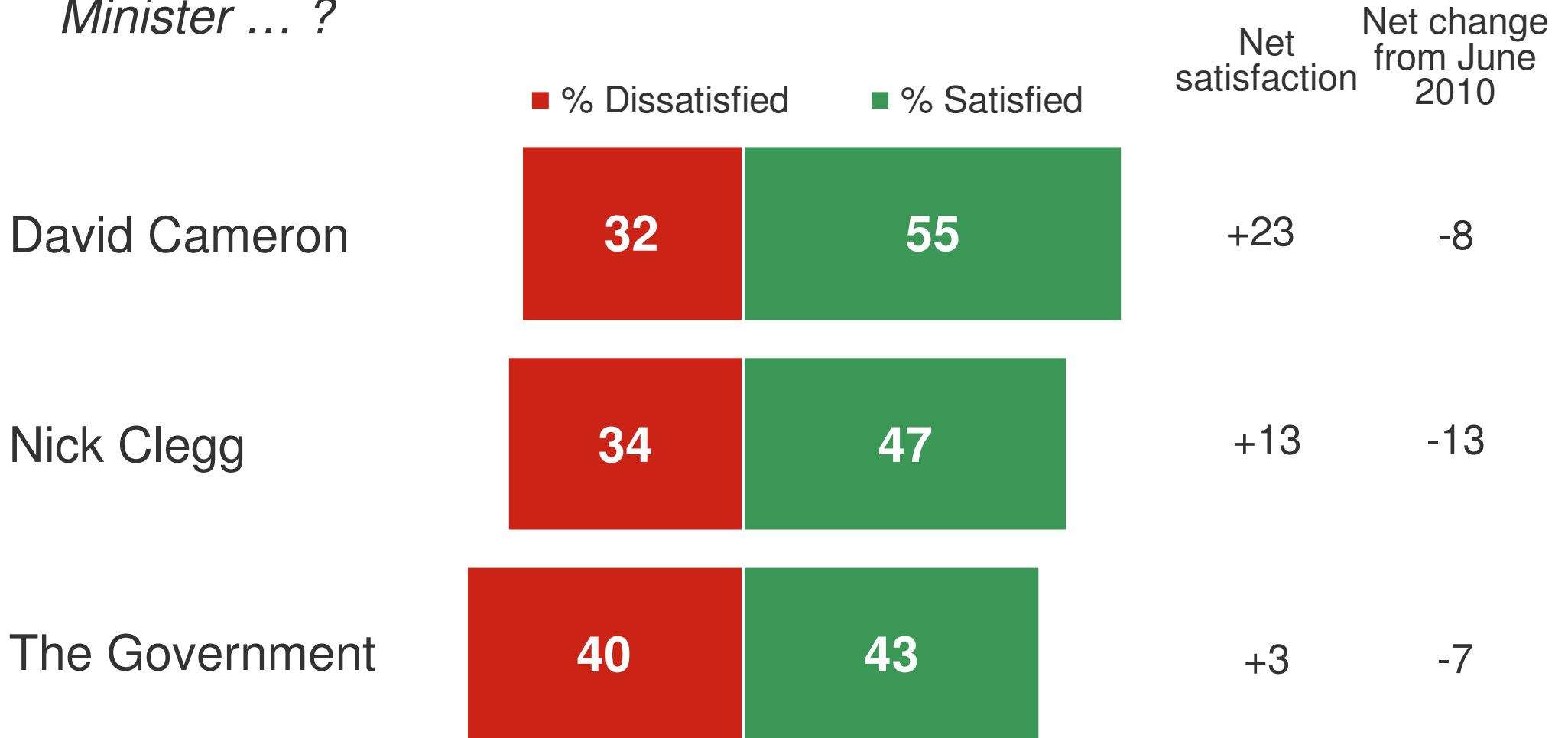
* Assume same boundaries as in 2010 General Election



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 ... ?



Base: 1,009 British adults 18+, 23rd – 25th July 2010

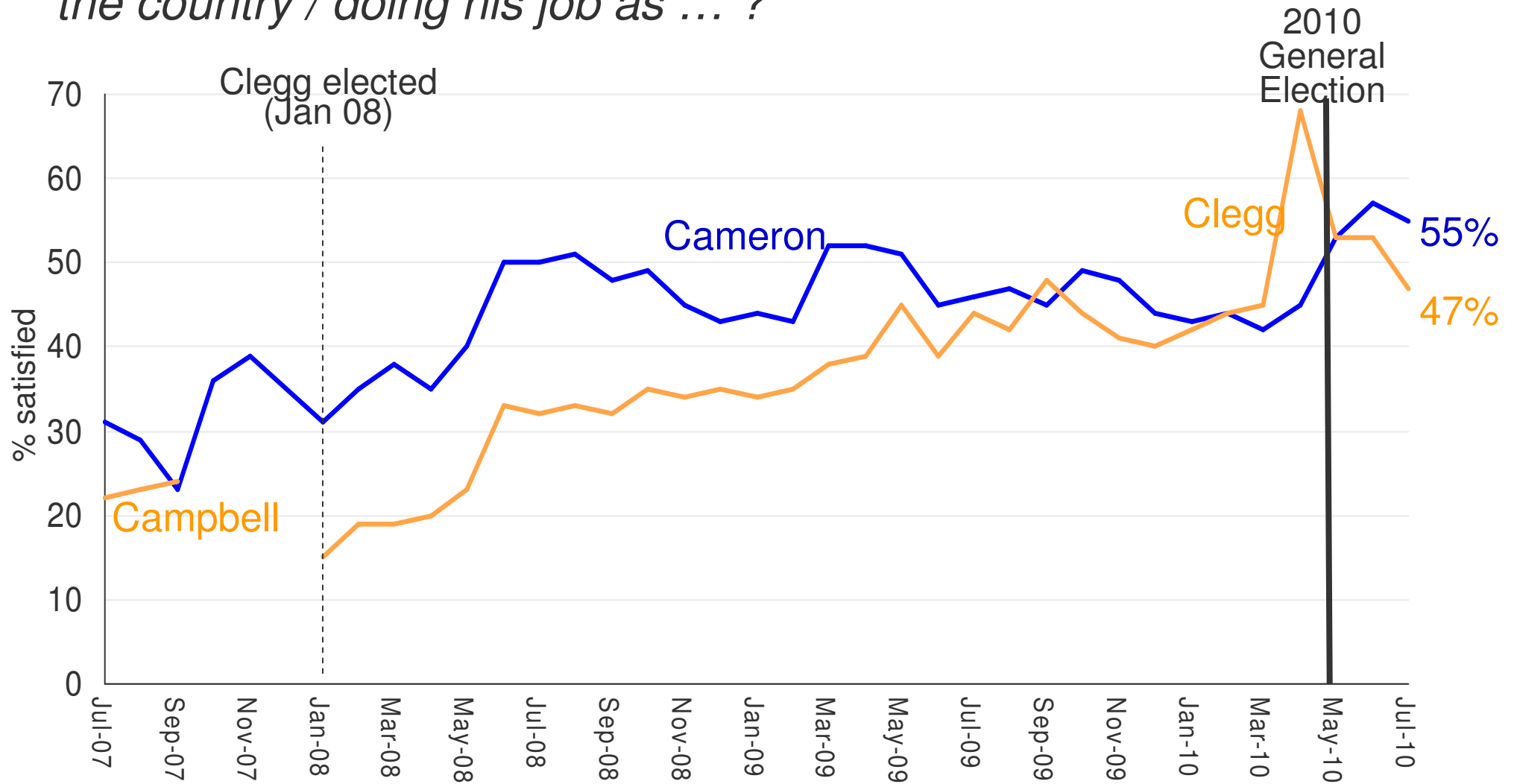
Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor



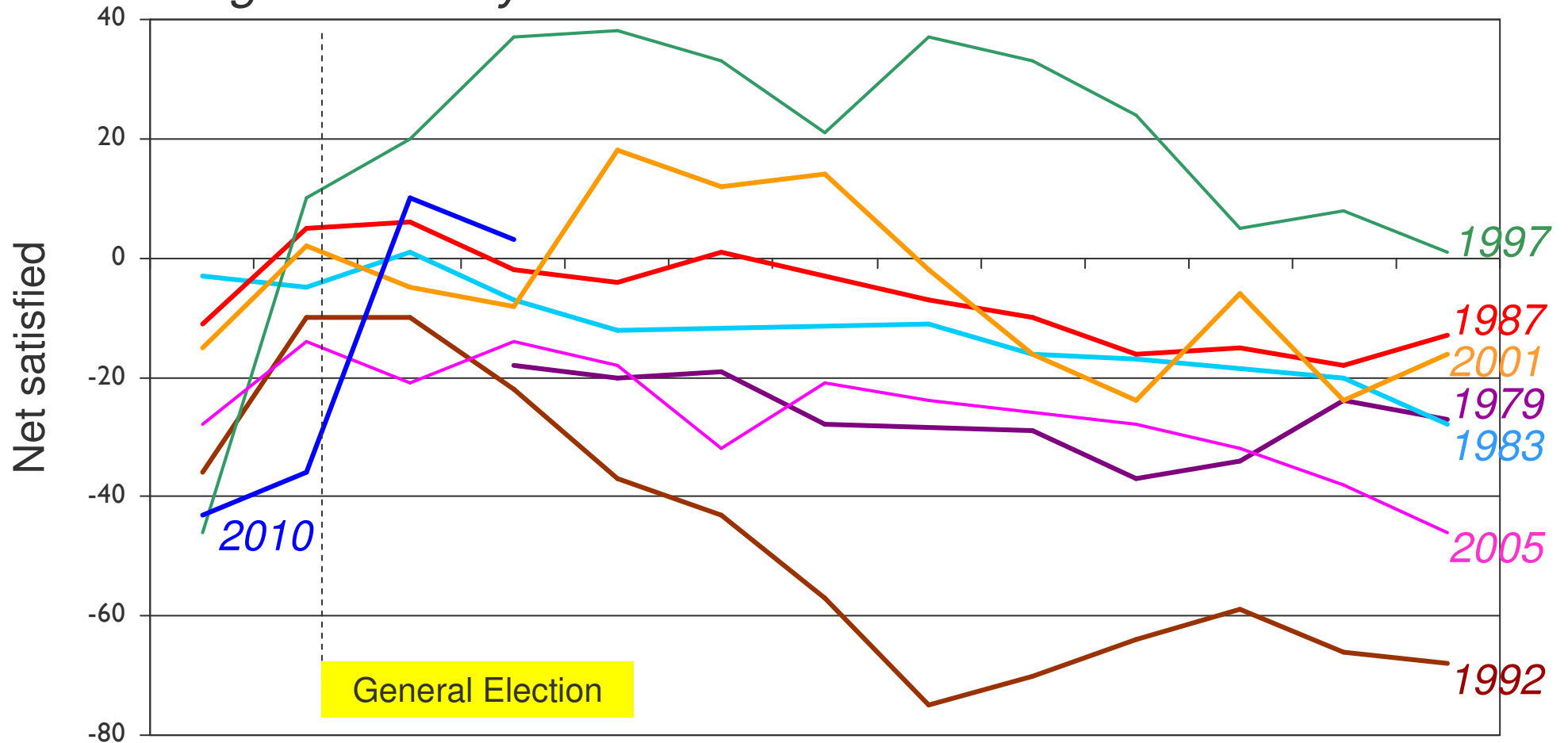
Satisfaction with Party leaders July-07 – July-10

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



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: 1,009 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

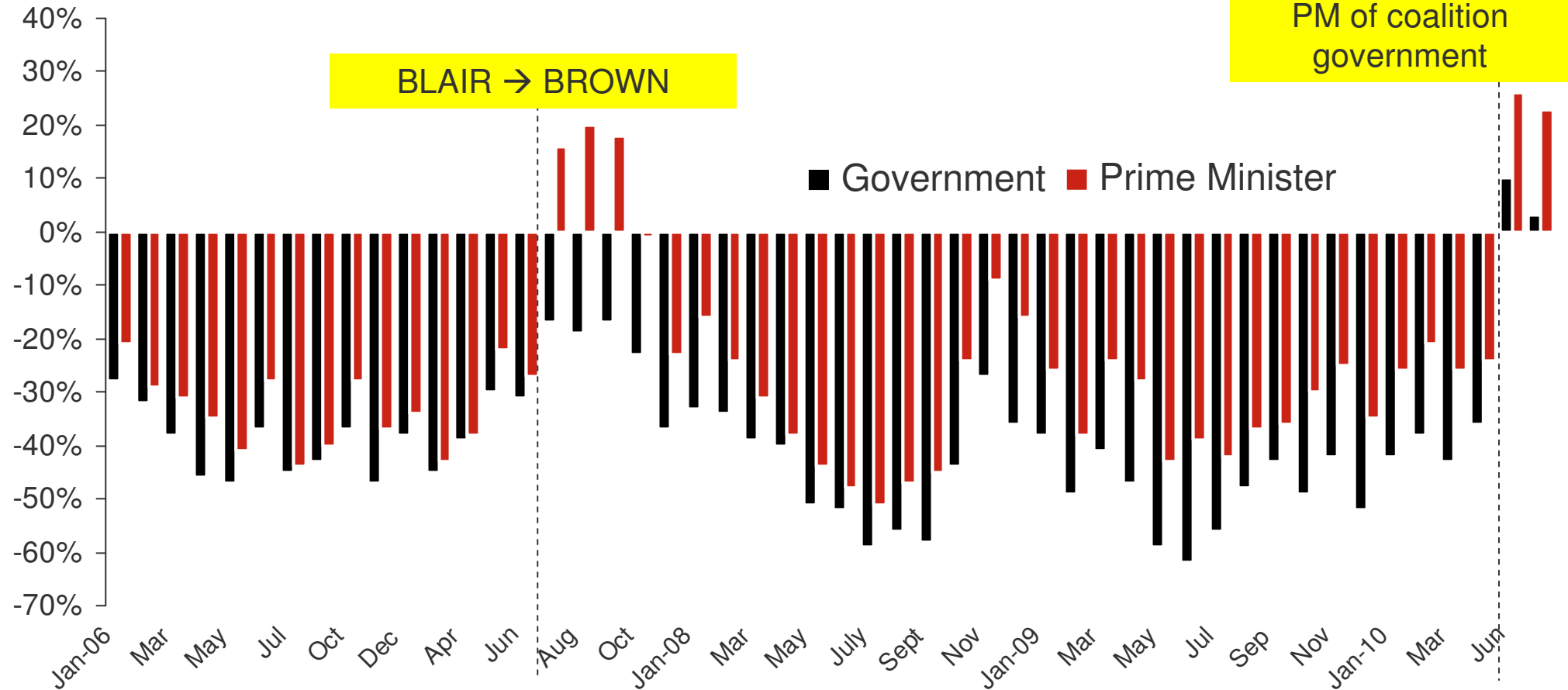
Source: Ipsos MORI/Reuters Political Monitor



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

Ipsos MORI

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

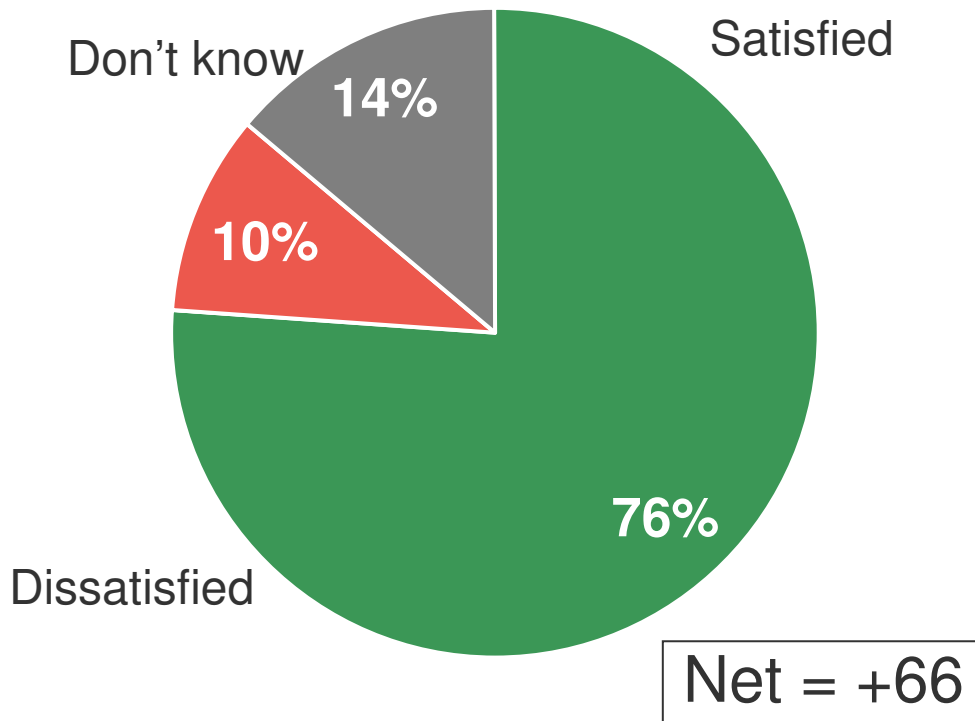
Source: Ipsos MORI/Reuters Political Monitor



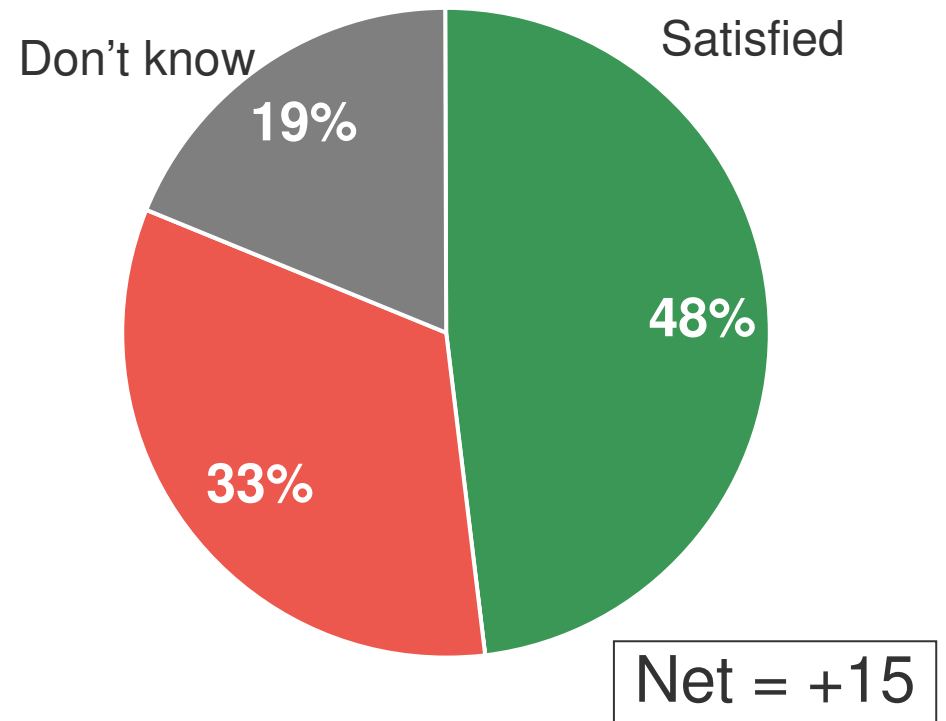
Conservatives happier with the government than Lib Dems

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

Conservative supporters



Lib Dem supporters



Base: 300 Conservative supporters, 132 Lib Dem supporters 18+, 23rd – 25th July 2010

Ipsos MORI

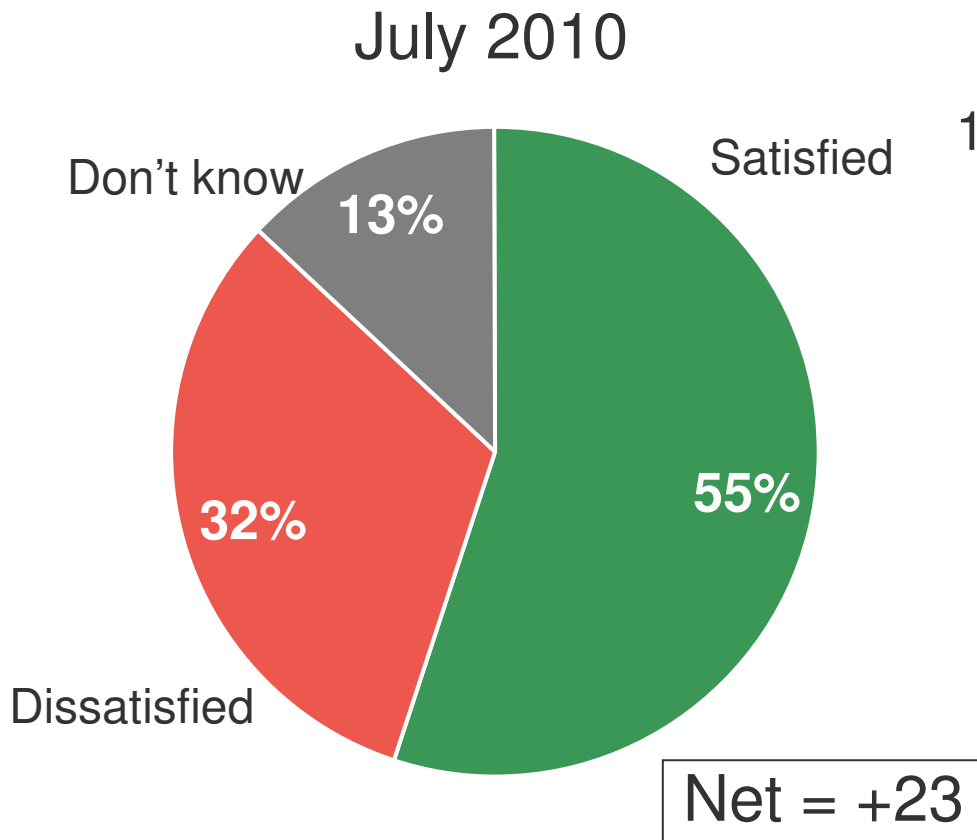
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters Political Monitor

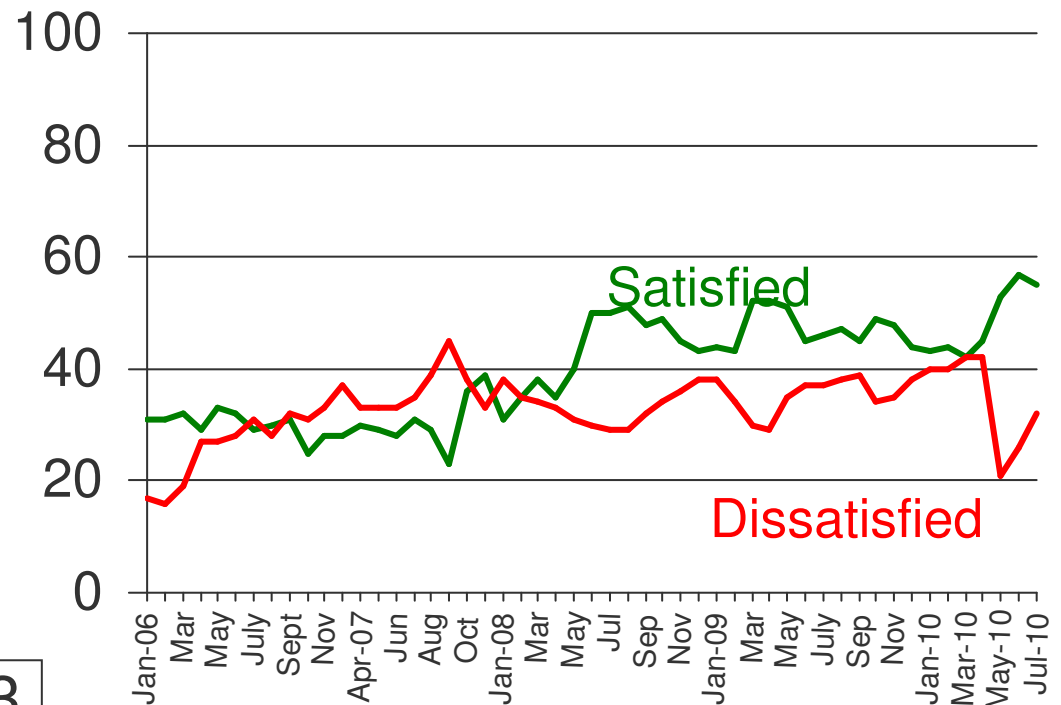


David Cameron (satisfaction)

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



January 2006 – July 2010



Base: 1,009 British adults 18+, 23rd – 25th July 2010

Ipsos MORI

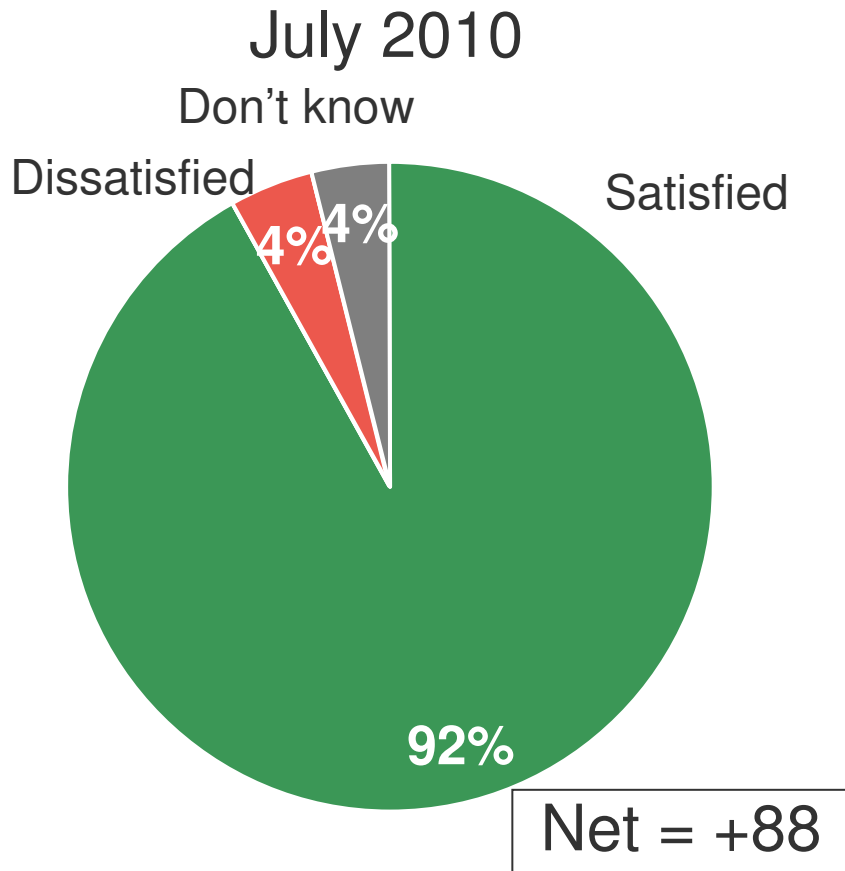
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters Political Monitor

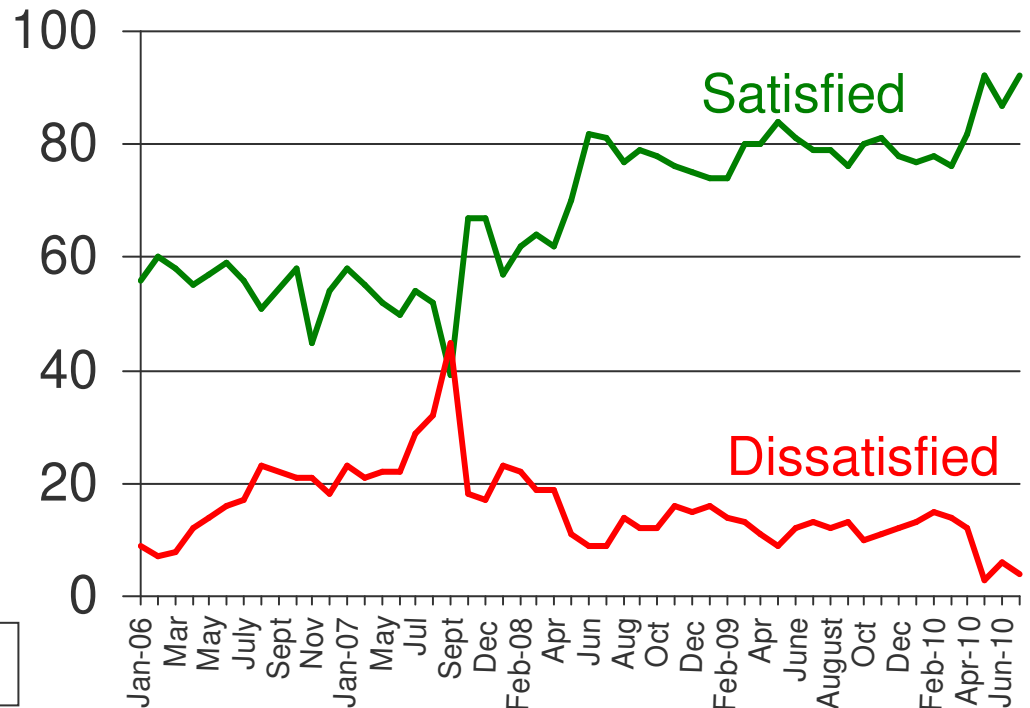


David Cameron (satisfaction among Tory supporters)

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



January 2006 – July 2010



Base: 300 Conservative supporters 18+, 23rd – 25th July 2010

Ipsos MORI

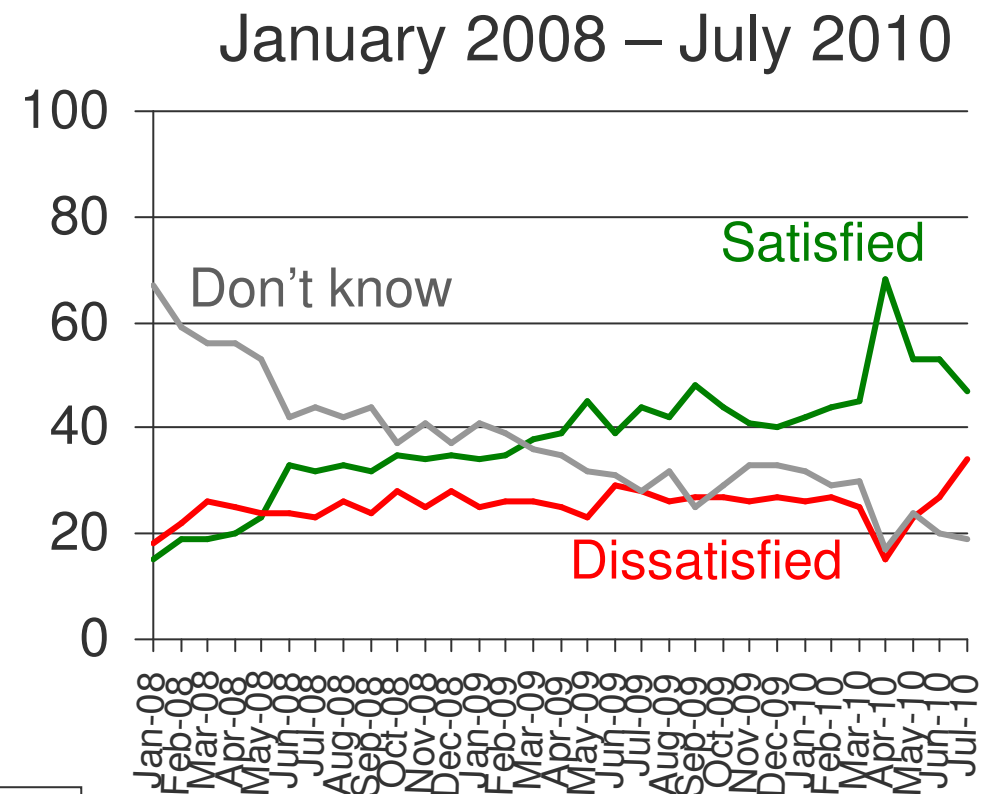
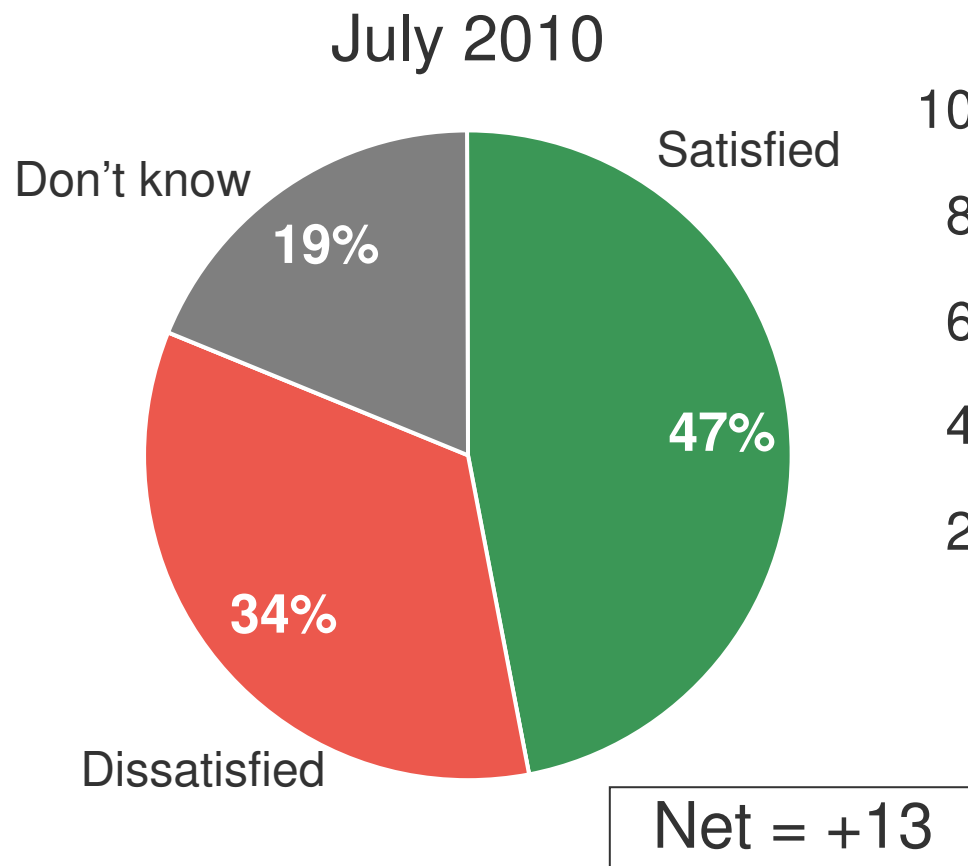
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters 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: 1,009 British adults 18+, 23rd – 25th July 2010

Ipsos MORI

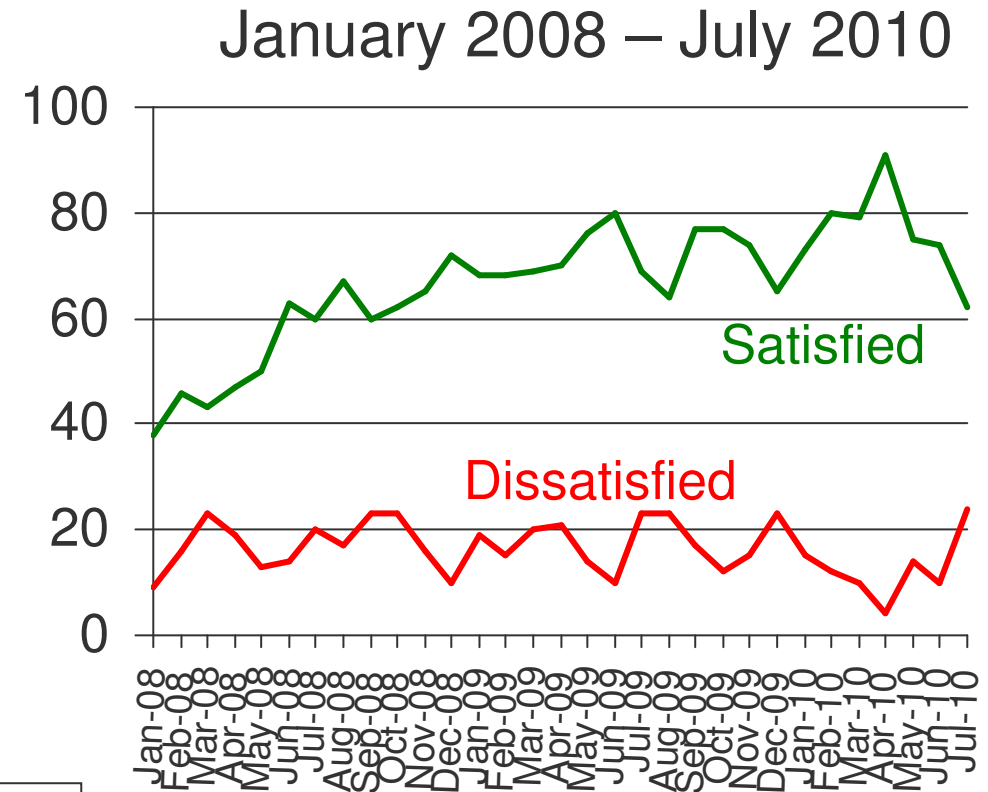
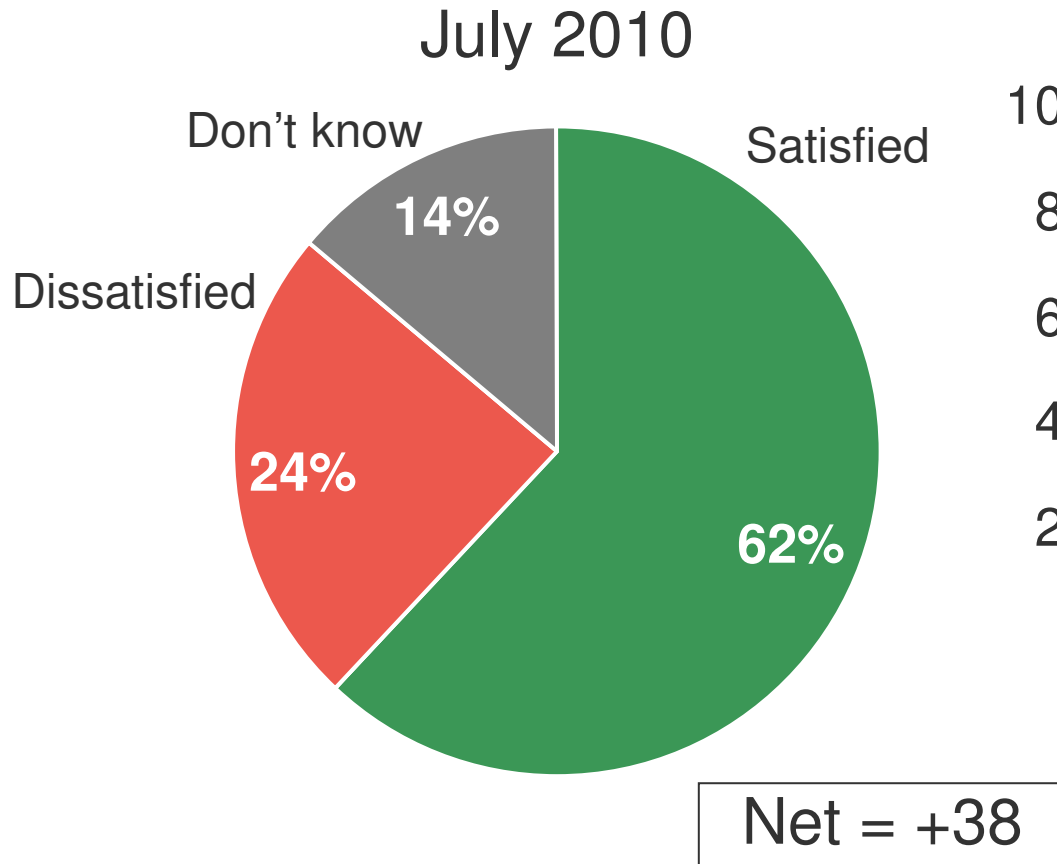
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters 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?



Base: 132 Liberal Democrat supporters 18+, 23rd – 25th July 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

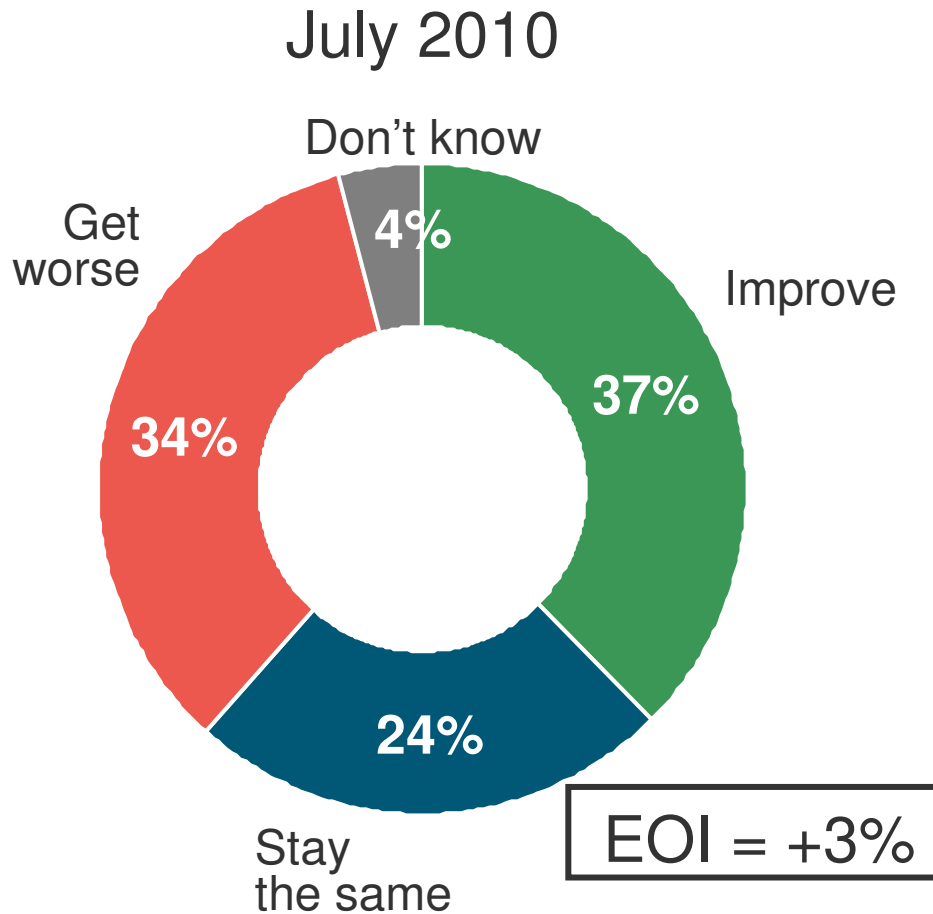
Source: Ipsos MORI/Reuters Political Monitor



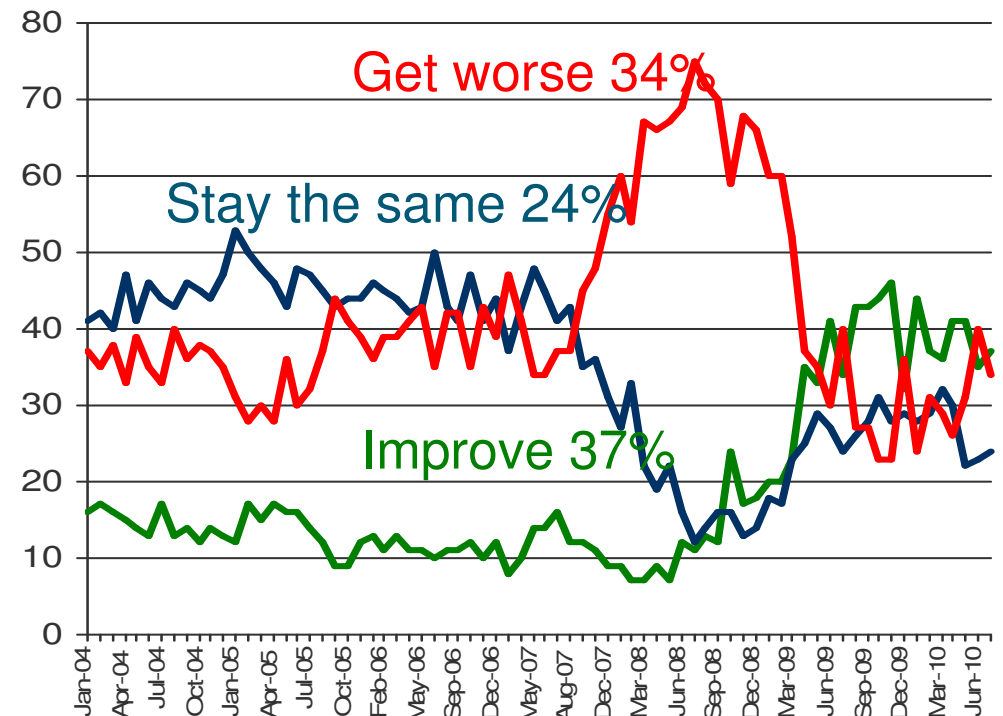
Public Spending and the economy

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?



January 2004 – July 2010



Base: 1,009 British adults 18+, 23rd – 25th July 2010

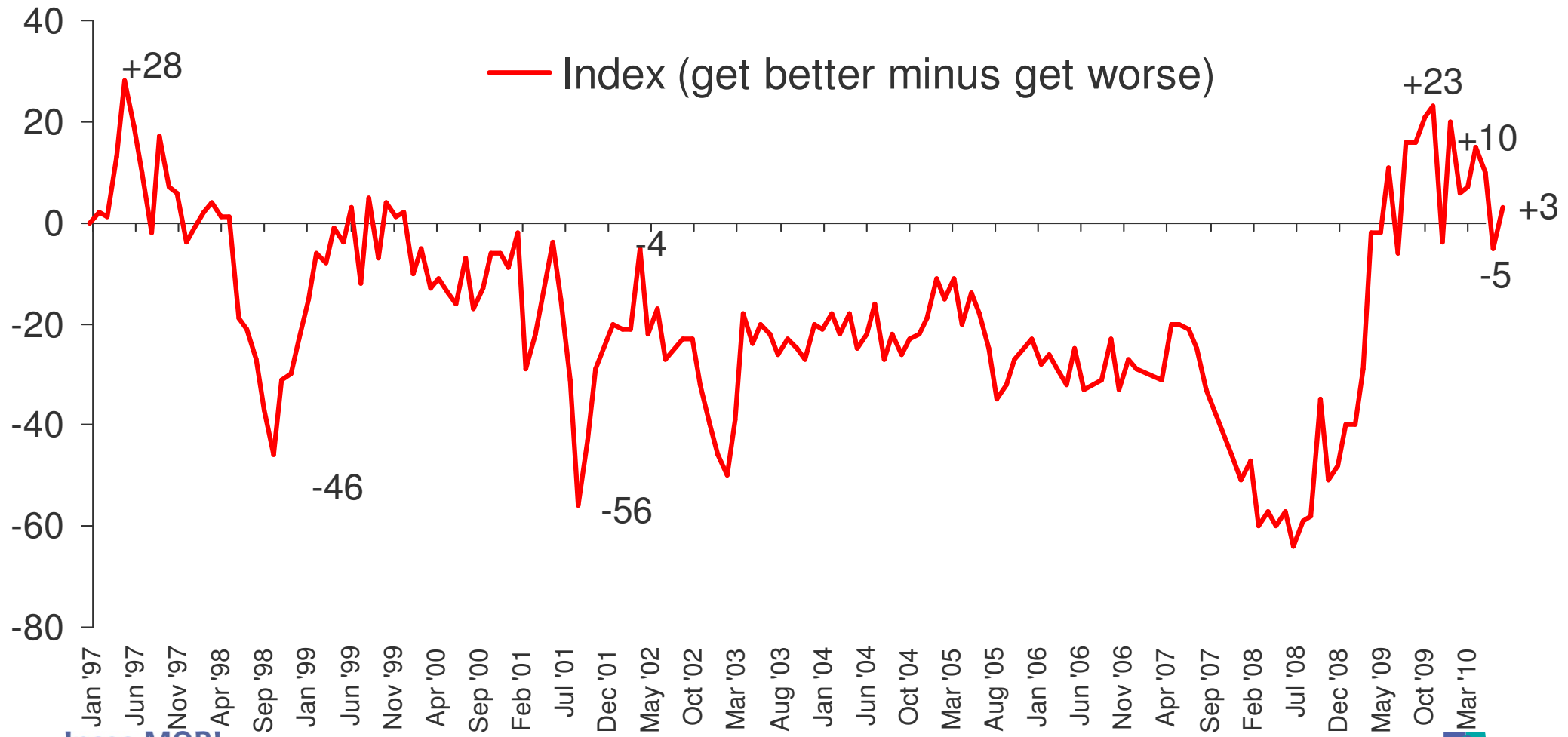
Ipsos MORI

Source: Ipsos MORI/Reuters 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

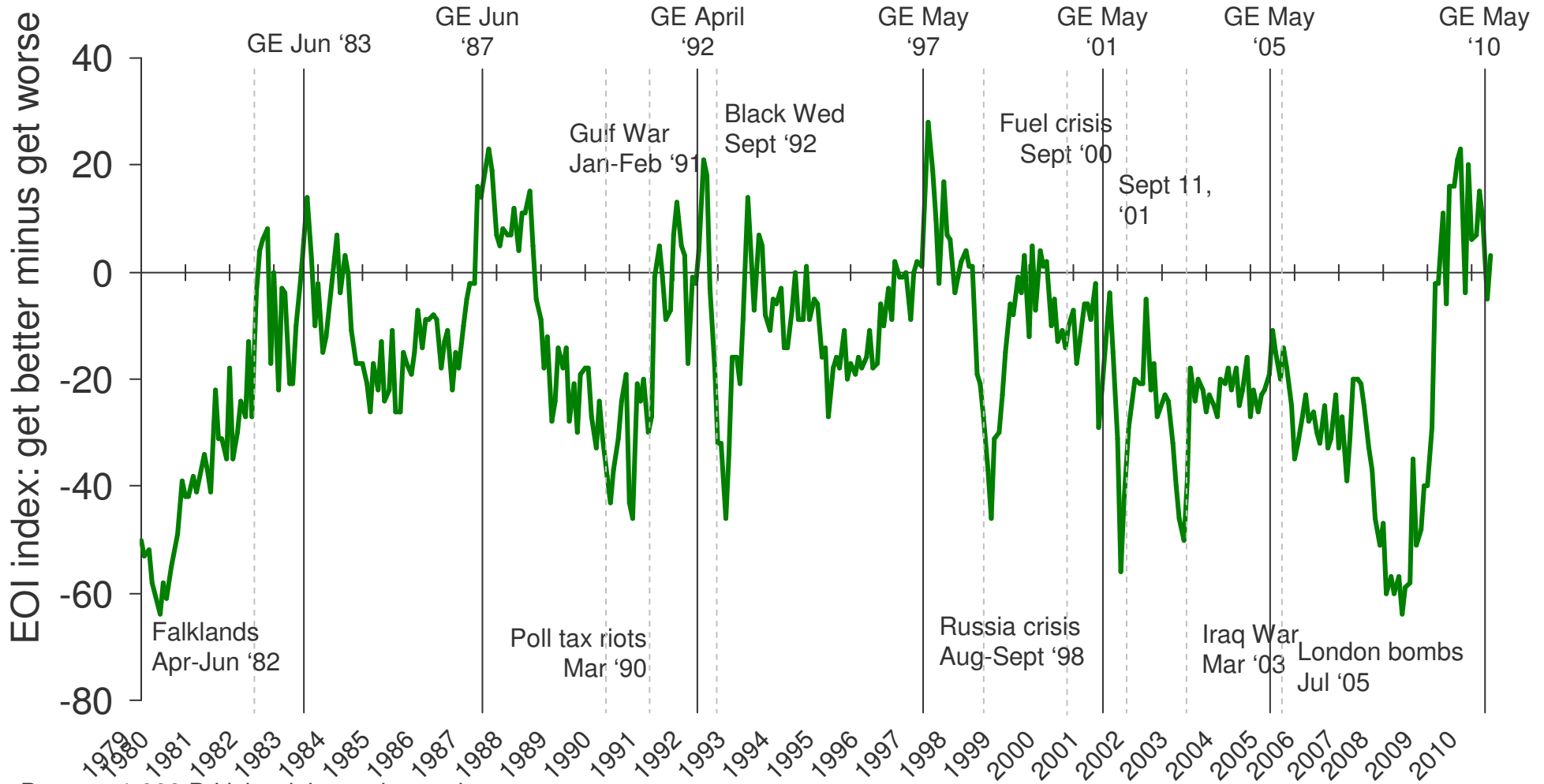
Base: c. 1,000 British adults each month;

Source: Ipsos MORI/Reuters 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

Ipsos MORI

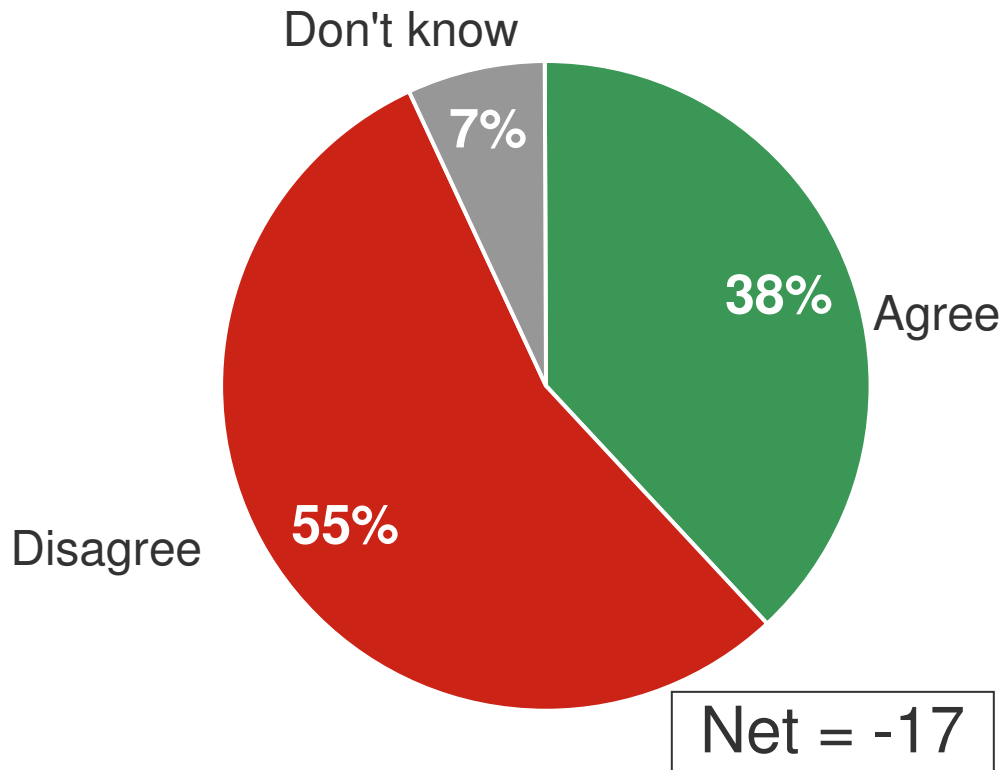
Source: Ipsos MORI/Reuters Political Monitor



Government Policy and Public Services

Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's public services"

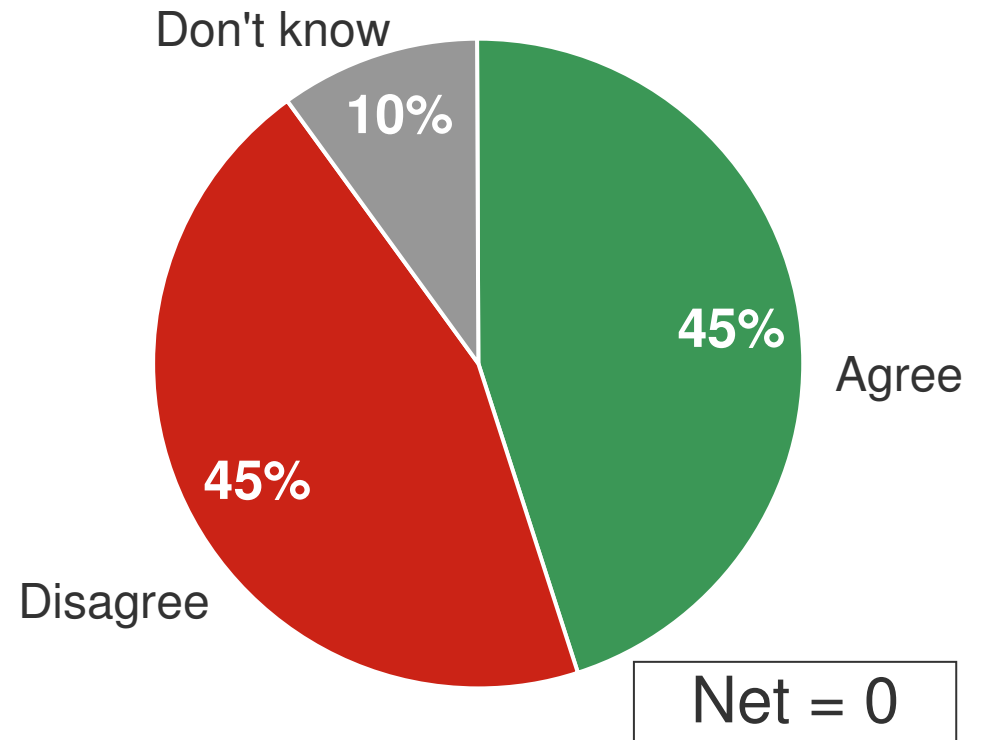
Nov 2009



Base: 1,006 British adults 18+. Fieldwork dates: 13th – 15th November 2009

Ipsos MORI

July 2010



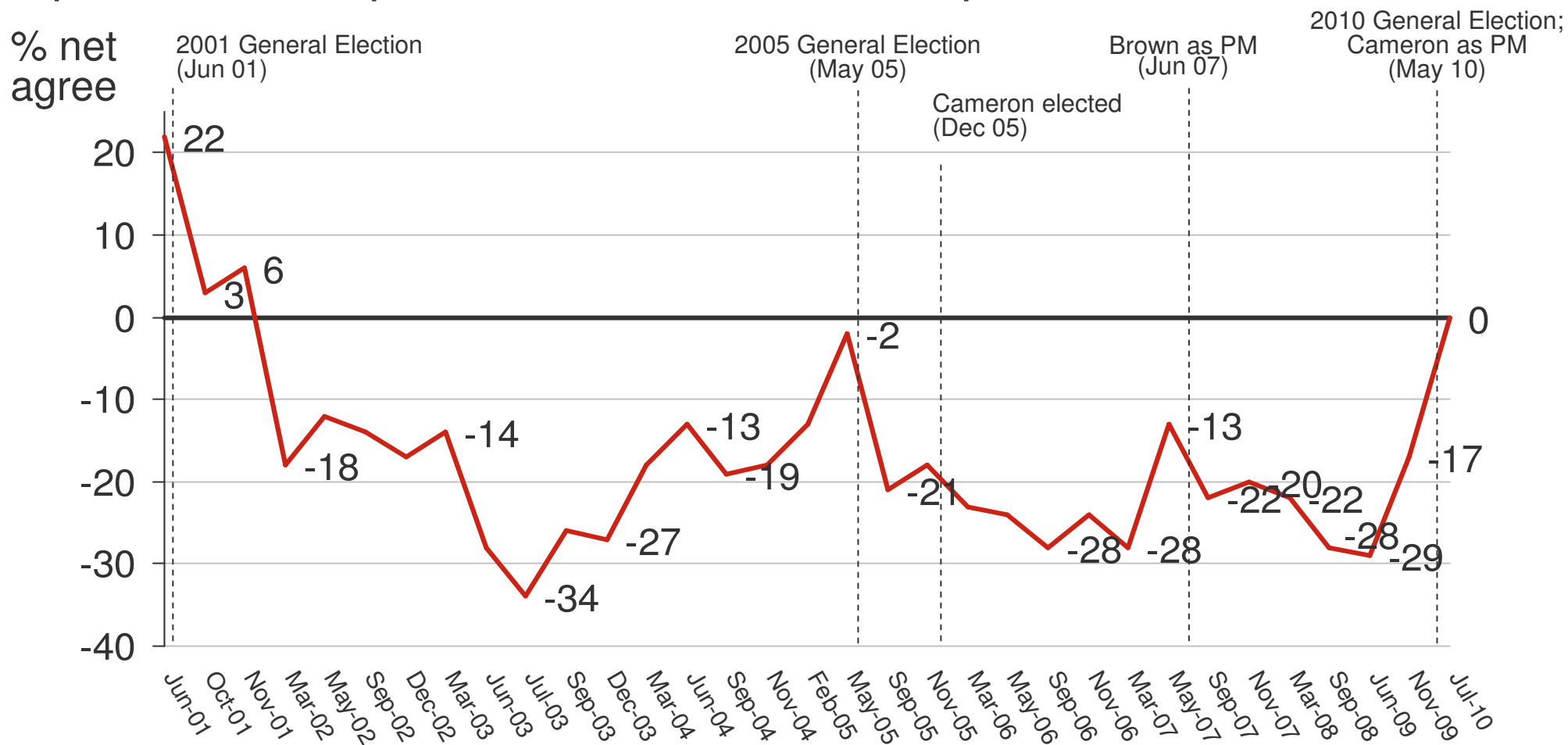
Base: 1,009 British adults 18+. Fieldwork dates: 23rd – 25th July 2010

Source: Ipsos MORI



Government Policy and Public Services

Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's public services"

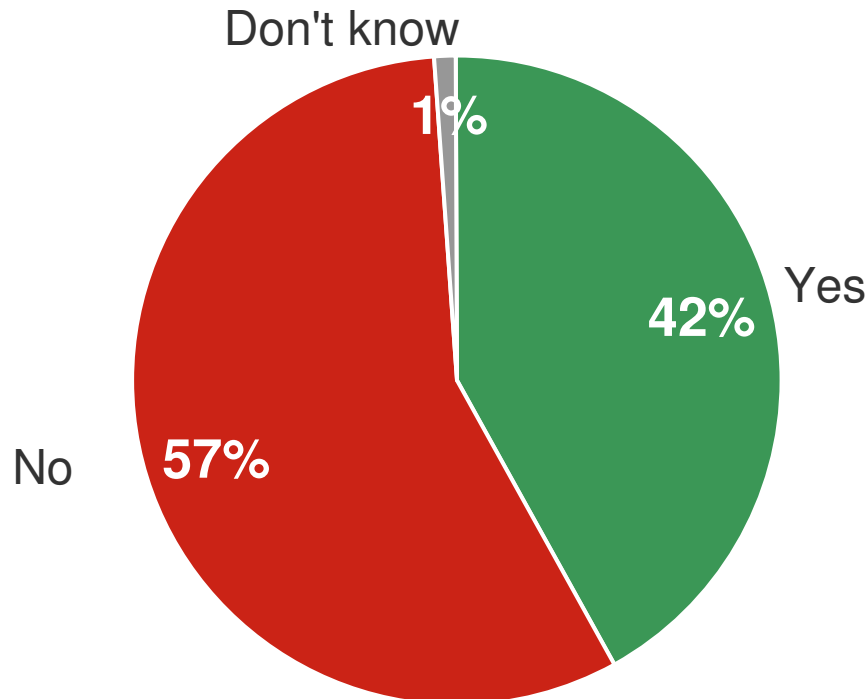


The 'Big Society'

Awareness of 'Big Society' is up since May

Recently David Cameron and the Conservative Party talked about their plans to create a "Big Society" in Britain. Do you remember hearing anything about this, or not?

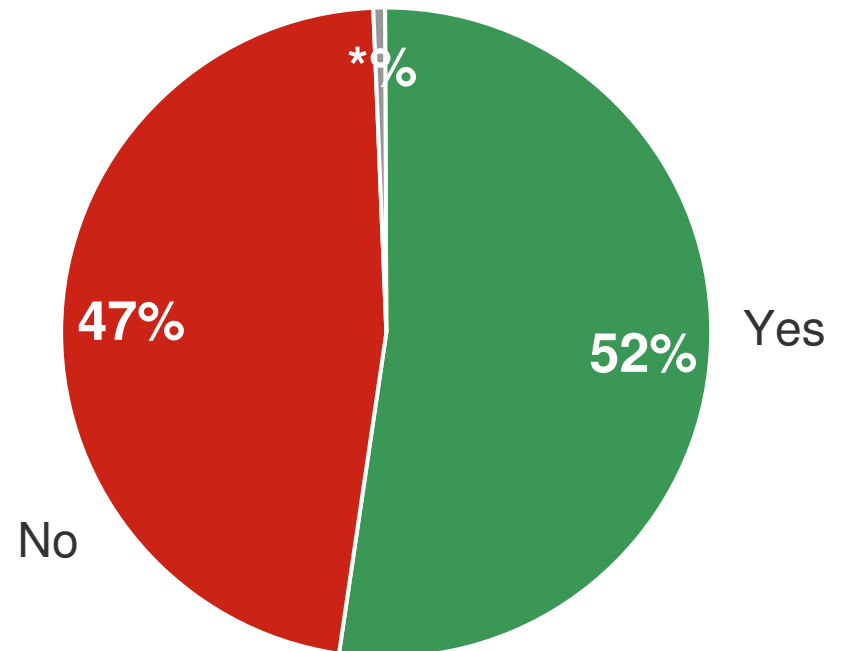
May 2010



Base: 1,002 British adults 16+. Fieldwork dates: 13th – 19th May 2010

Ipsos MORI

July 2010



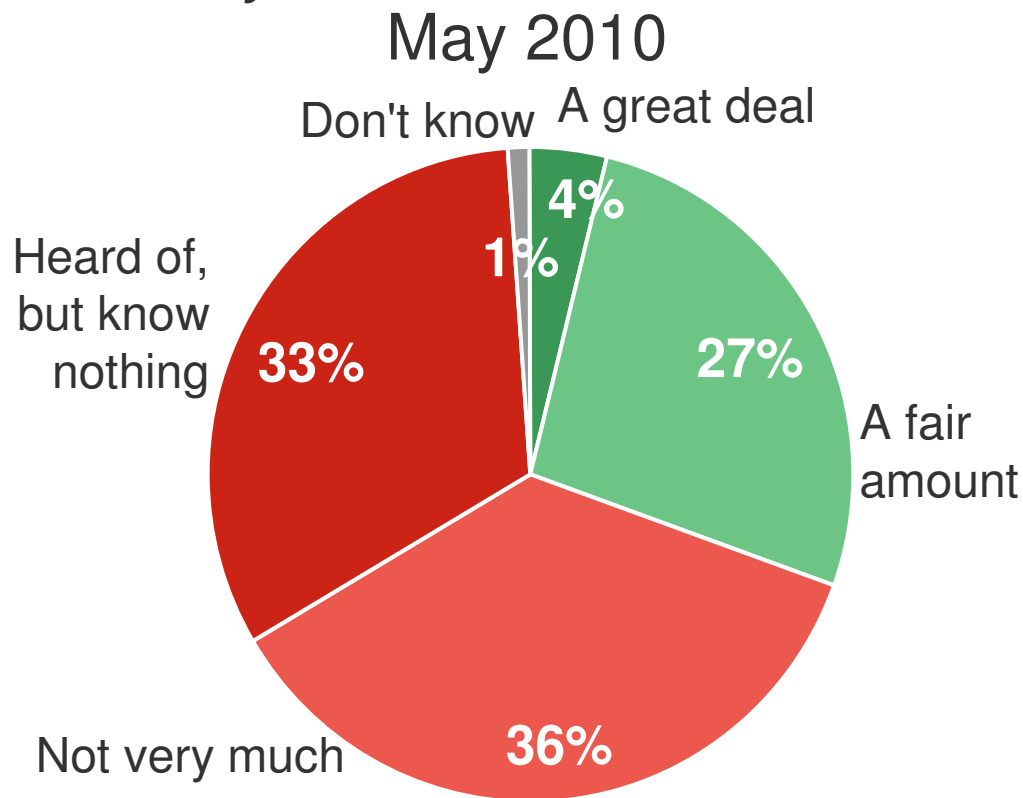
Base: 1,009 British adults 18+. Fieldwork dates: 23rd – 25th July 2010

Source: Ipsos MORI/Reuters Political Monitor



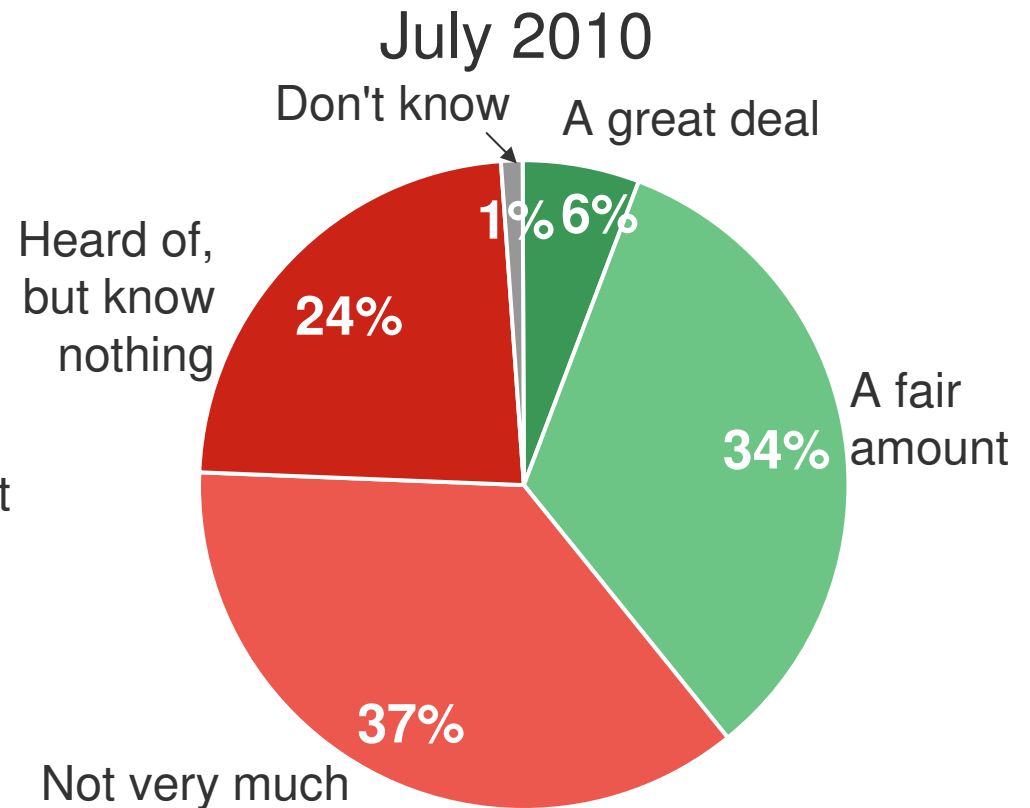
And understanding is on the increase

How much, if anything, do feel you know about their plans for a “Big Society”?



Base: 424 British adults 16+ who remember hearing about 'Big Society'. Fieldwork dates: 13th – 19th May 2010

Ipsos MORI



Base: 544 British adults 18+ who remember hearing about 'Big Society'. Fieldwork dates: 23rd – 25th July 2010

Source: Ipsos MORI/Reuters Political Monitor

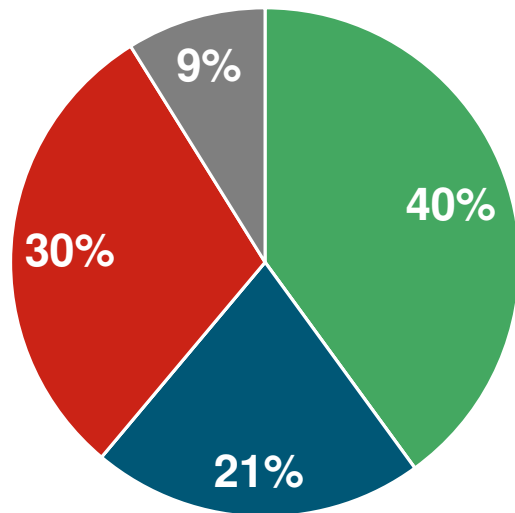


Half see it as a good thing for their local area and the country – fewer think good for them personally

The government's plans for creating a Big Society involve giving responsibility/providing support [SPLIT SAMPLE] to individuals like you to help themselves and their communities, rather than relying on services provided by the local authority or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing...

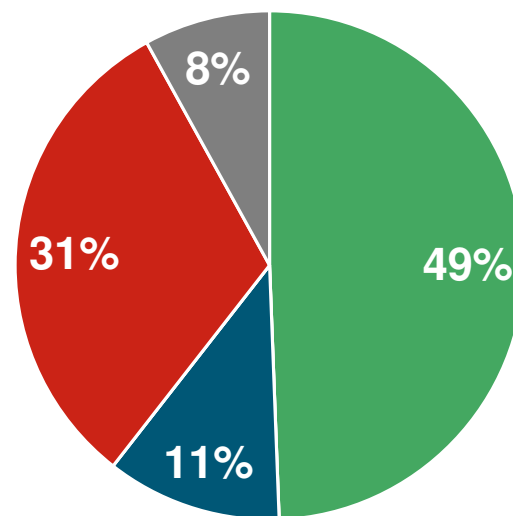
■ Good thing ■ Won't make a difference ■ Bad thing ■ Don't know

...for me personally



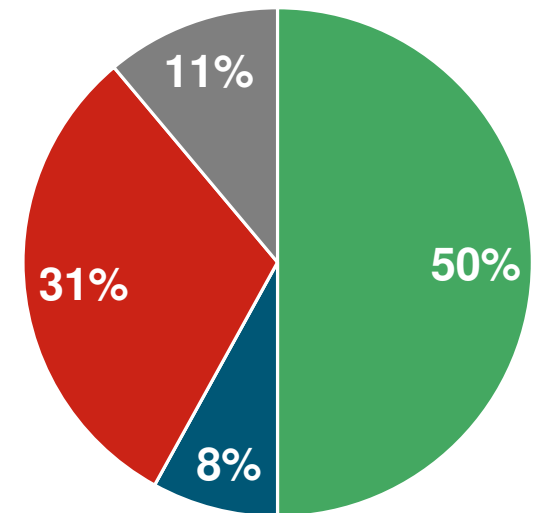
Net good = +10

...for my local area



Net good = +18

...for Britain as a whole



Net good = +19

Base: 1,009 British adults, 23rd – 25th July 2010

Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor

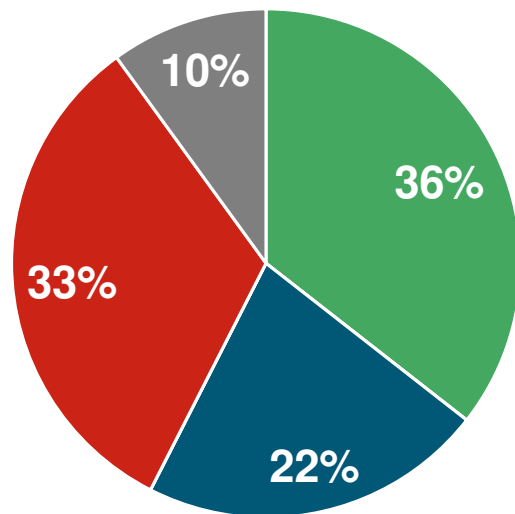


Big Society language – ‘Giving Responsibility’

The government’s plans for creating a Big Society involve **giving responsibility** to individuals like you to help themselves and their communities, rather than relying on services provided by the local authority or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...

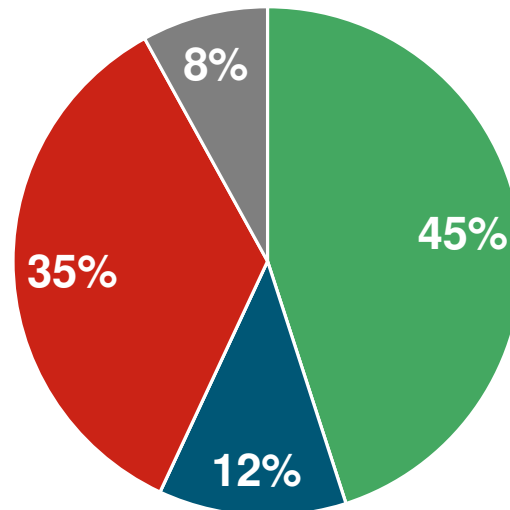
■ Good thing ■ Won’t make a difference ■ Bad thing ■ Don’t know

...for me personally



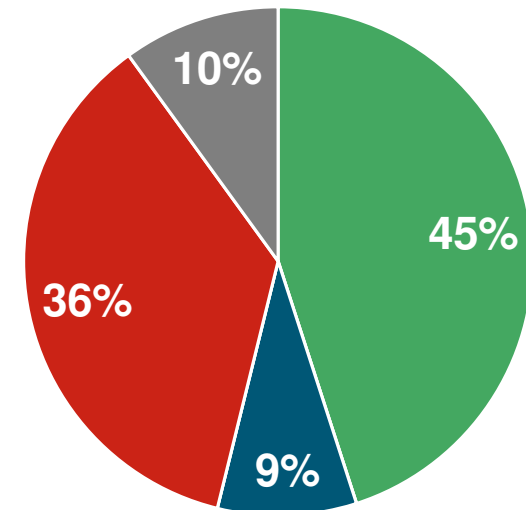
Net good = +3

...for my local area



Net good = +10

...for Britain as a whole



Net good = +9

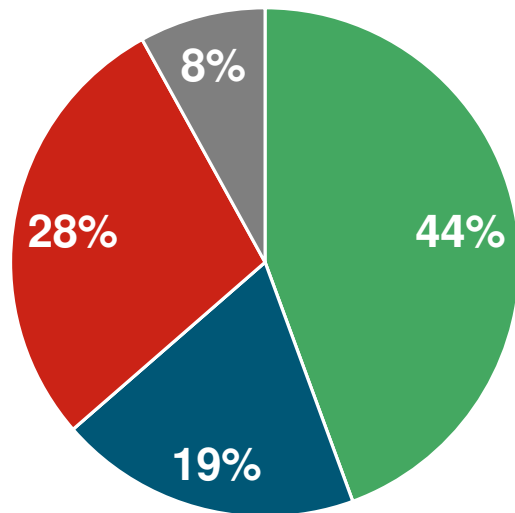
Base: 493 British adults, 23rd – 25th July 2010

Big Society language – ‘Providing Support’ is preferable

The government’s plans for creating a Big Society involve **providing support** to individuals like you to help themselves and their communities, rather than relying on services provided by the local authority or the government. Do you think the government’s plans for a Big Society are a good thing or a bad thing...

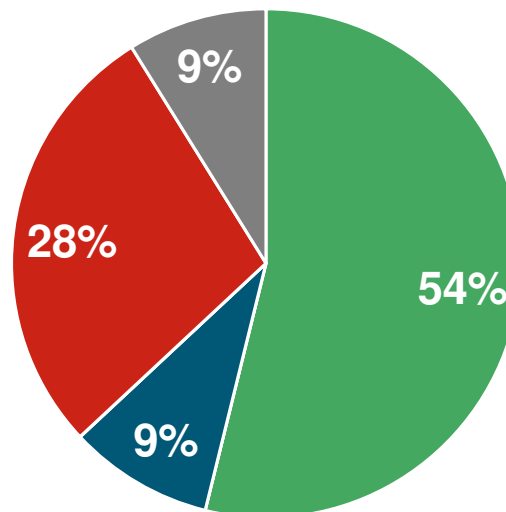
■ Good thing ■ Won’t make a difference ■ Bad thing ■ Don’t know

...for me personally



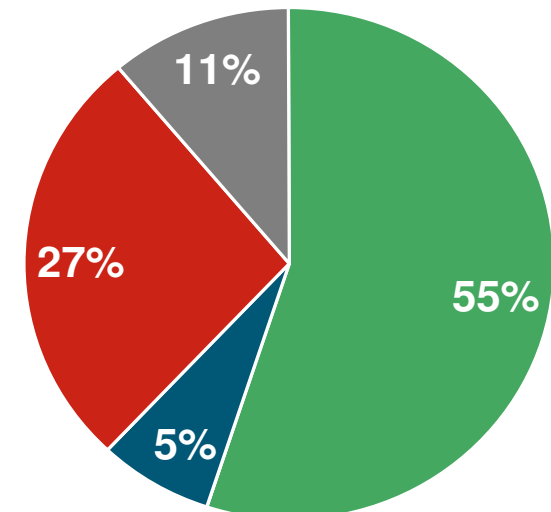
Net good = +16

...for my local area



Net good = +26

...for Britain as a whole



Net good = +28

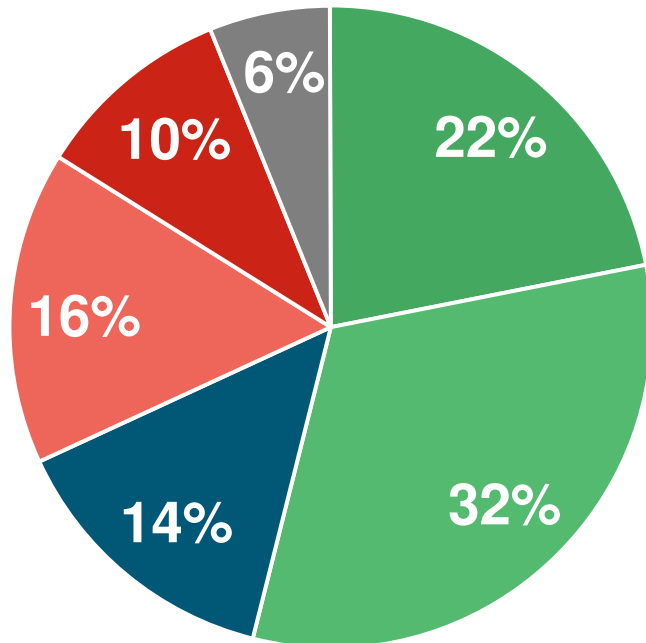
Base: 516 British adults, 23rd – 25th July 2010

Some cynicism about the motives and workability of the Big Society

To what extent do you agree or disagree with the following statements?

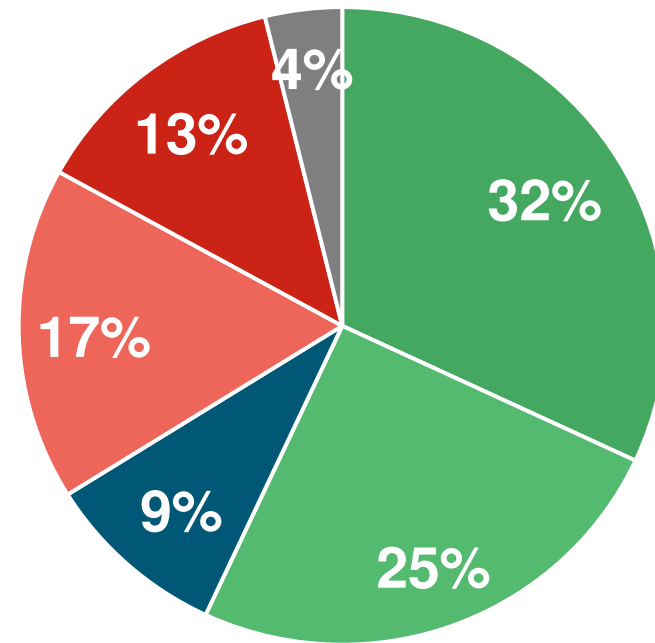
Strongly agree Tend to agree Neither Tend to disagree Strongly disagree
Don't know

Big society is a good idea in principle but won't work in practice



Net agree = +28

Big Society is just an excuse for the government to save money by cutting back on public services



Net agree = +27

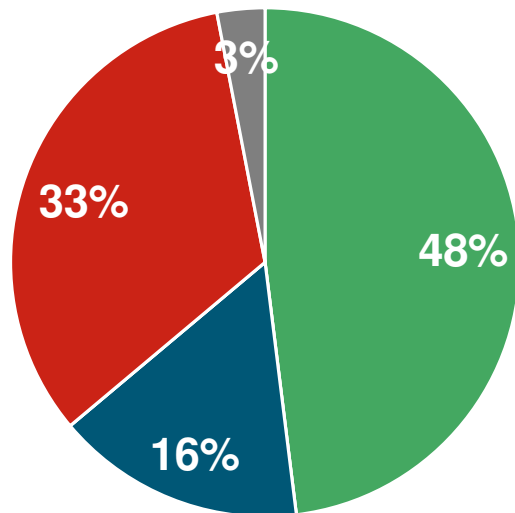
Base: 1,009 British adults, 23rd – 25th July 2010

Attitudes towards Big Society among those who know 'at least a fair amount' about it

The government's plans for creating a Big Society involve giving responsibility/providing support [SPLIT SAMPLE] to individuals like you to help themselves and their communities, rather than relying on services provided by the local authority or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing...

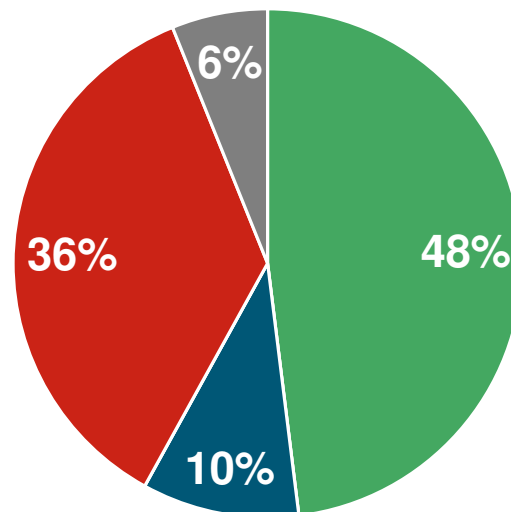
■ Good thing ■ Won't make a difference ■ Bad thing ■ Don't know

...for me personally



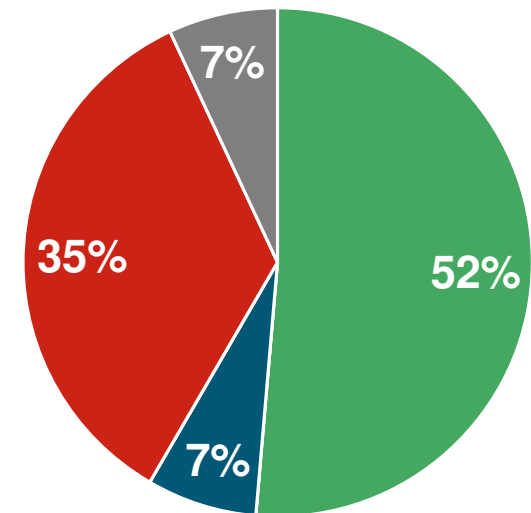
Net good = +15

...for my local area



Net good = +12

...for Britain as a whole



Net good = +17

Base: 229 British adults who know at least a fair amount about Big Society, 23rd – 25th July 2010

Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor

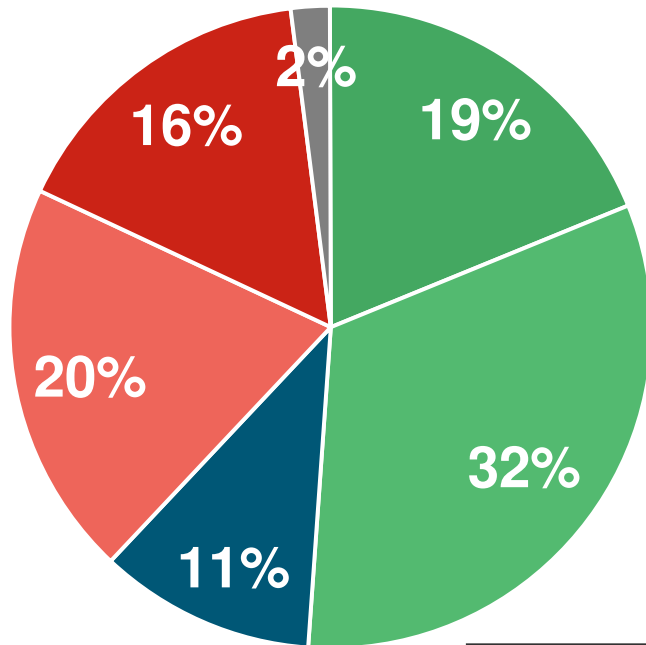


Those who are knowledgeable are less likely to be cynical about the Big Society

To what extent do you agree or disagree with the following statements?

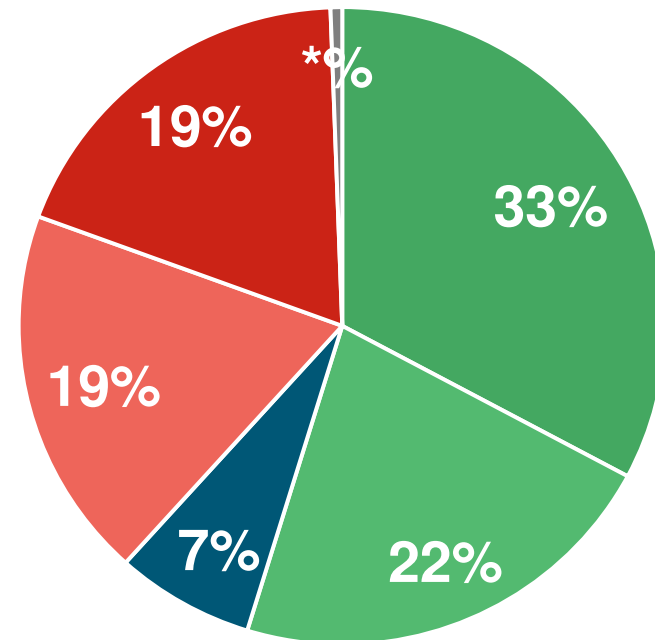
■ Strongly agree
 ■ Tend to agree
 ■ Neither
 ■ Tend to disagree
 ■ Strongly disagree
 ■ Don't know

Big society is a good idea in principle but won't work in practice



Net agree = +15

Big Society is just an excuse for the government to save money by cutting back on public services



Net agree = +17

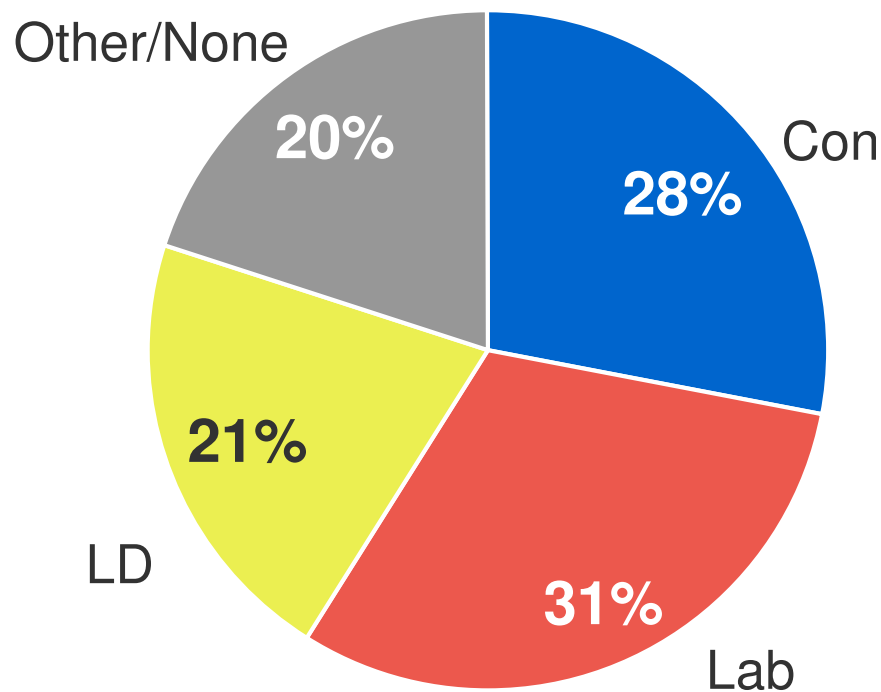
Base: 229 British adults who know at least a fair amount about Big Society, 23rd – 25th July 2010

Party Identification

Party identification

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

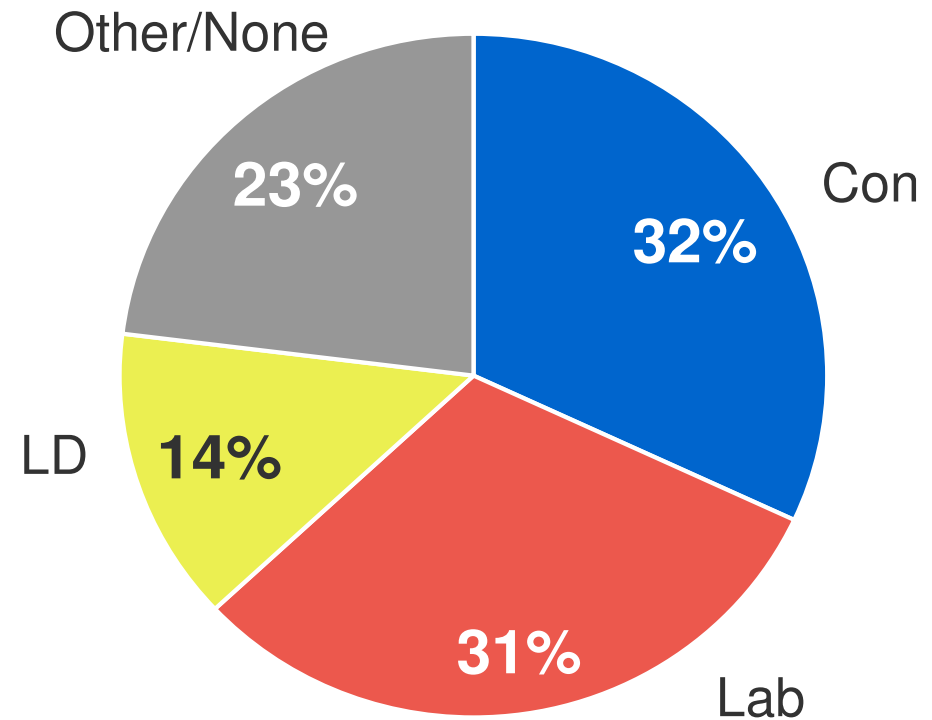
April 2010



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

Ipsos MORI

July 2010



Base: 1,009 British adults 18+, 23rd – 25th July 2010

Source: Ipsos MORI/Reuters Political Monitor

