



Political Monitor Trends for Reuters

March 2011

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Ipsos MORI

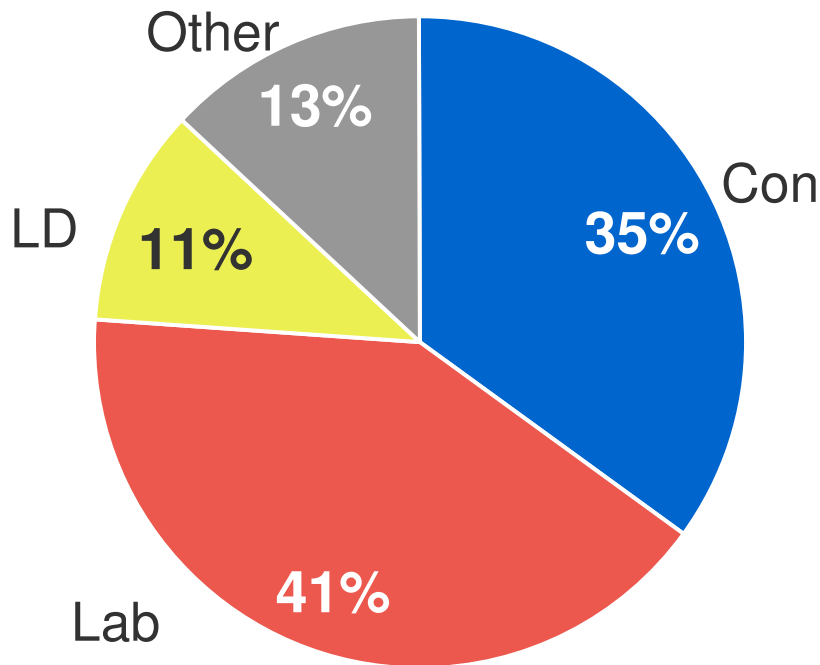


Voting Intentions

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

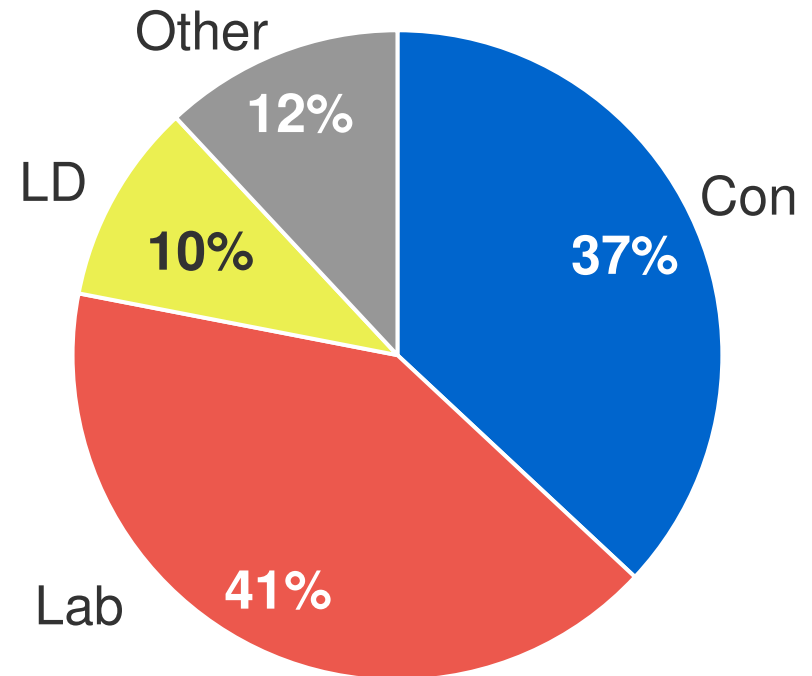
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 81%



Conservative lead = -6

All certain to vote: 60%

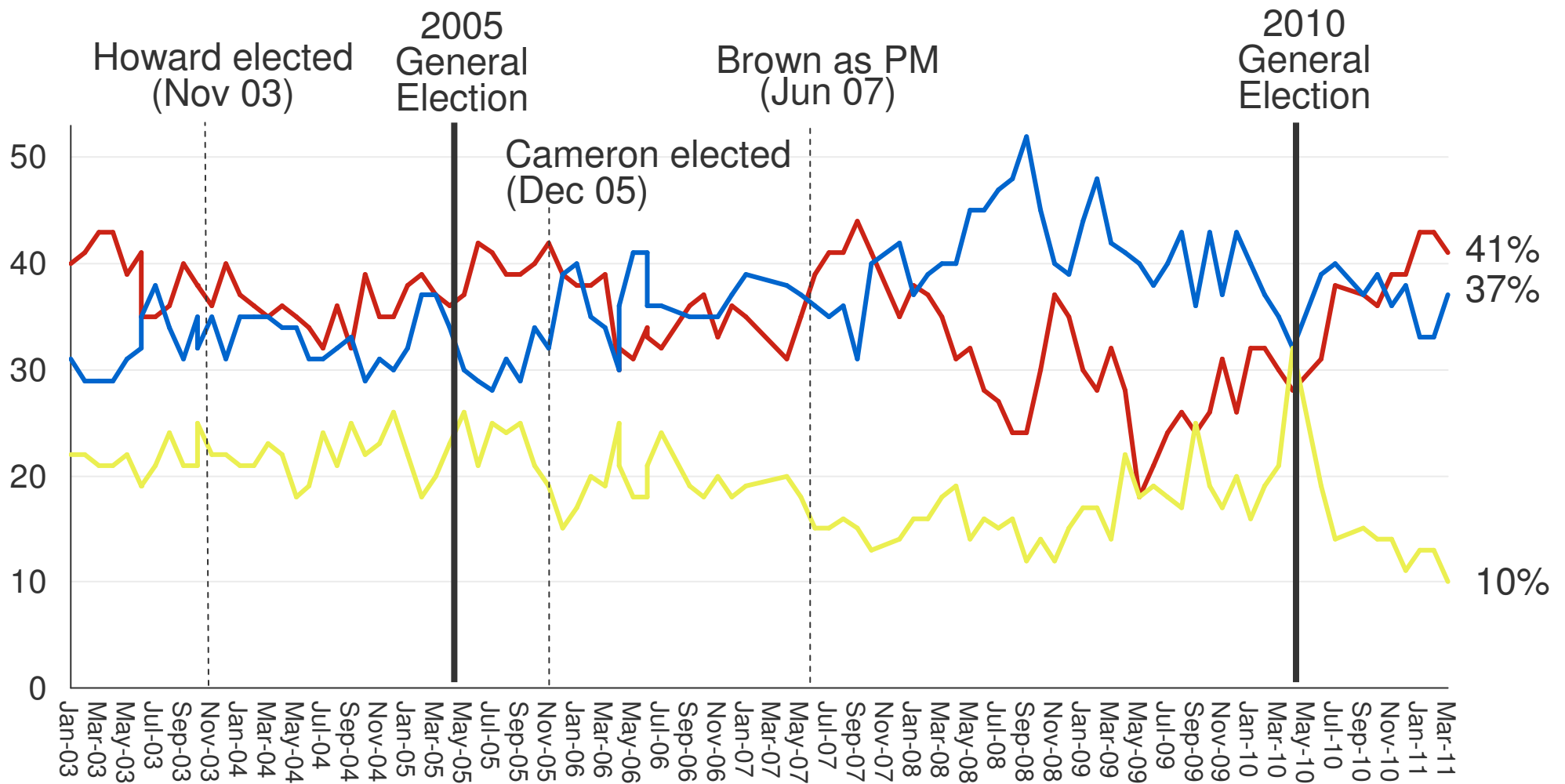


Conservative lead = -4

Base: All giving a voting intention = 811 unweighted, All certain to vote = 604 unweighted; data collected among 1,000 British adults 18+, 11th - 13th March 2011

Voting Intentions January 03 – March 11 (all certain to vote)

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



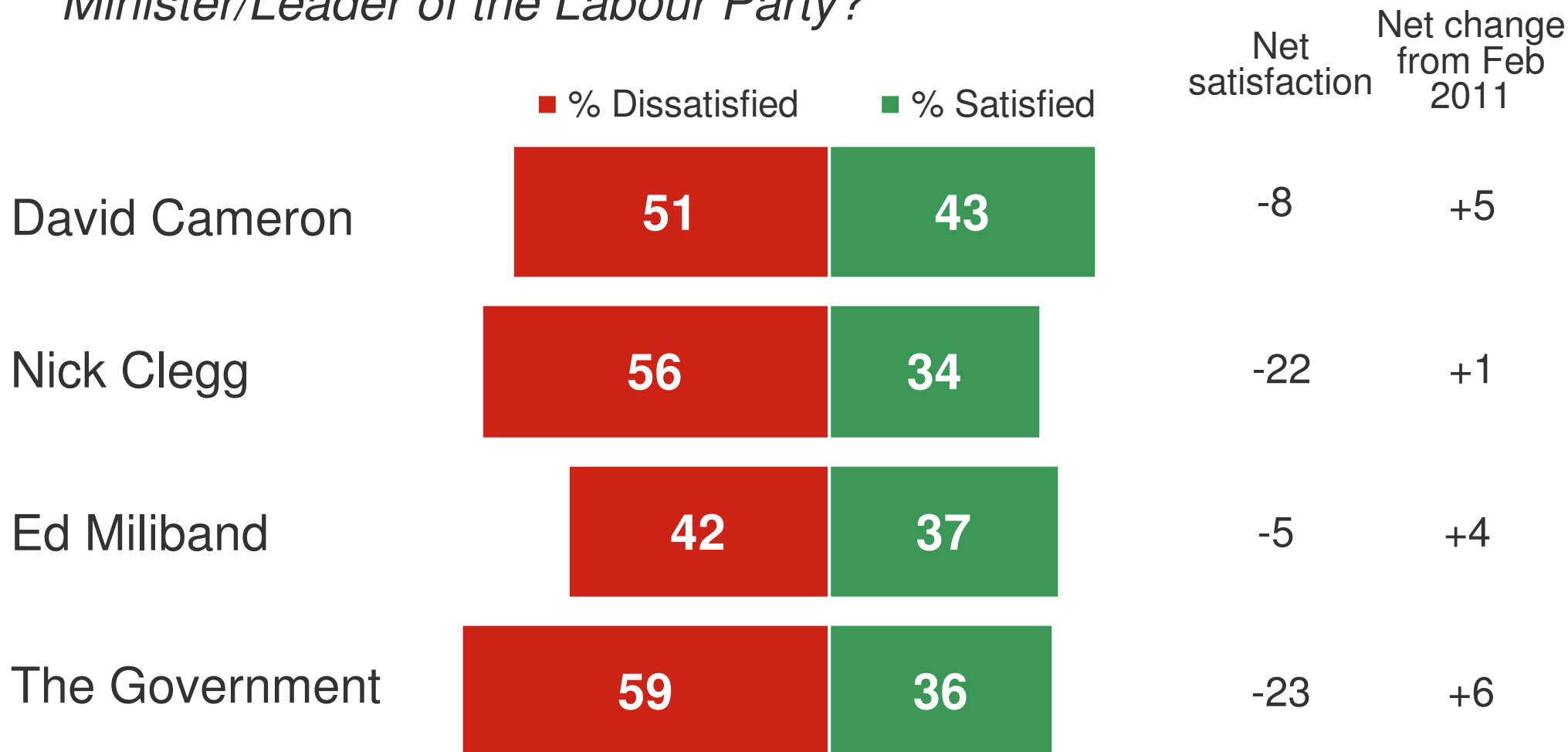
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor
Ipsos MORI



Satisfaction with the Coalition and Party Leaders

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: 1,000 British adults 18+, 11th - 13th March 2011

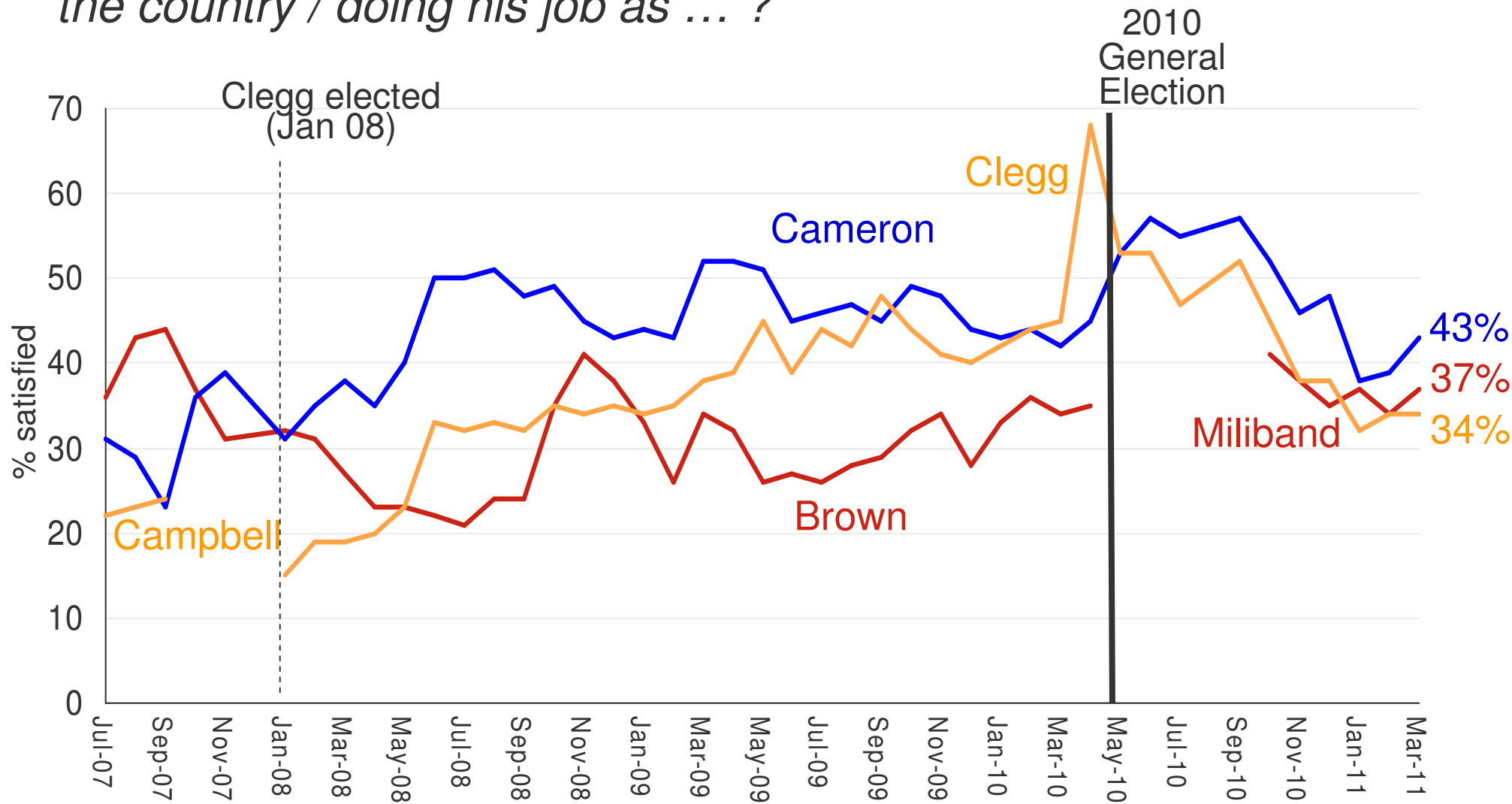
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



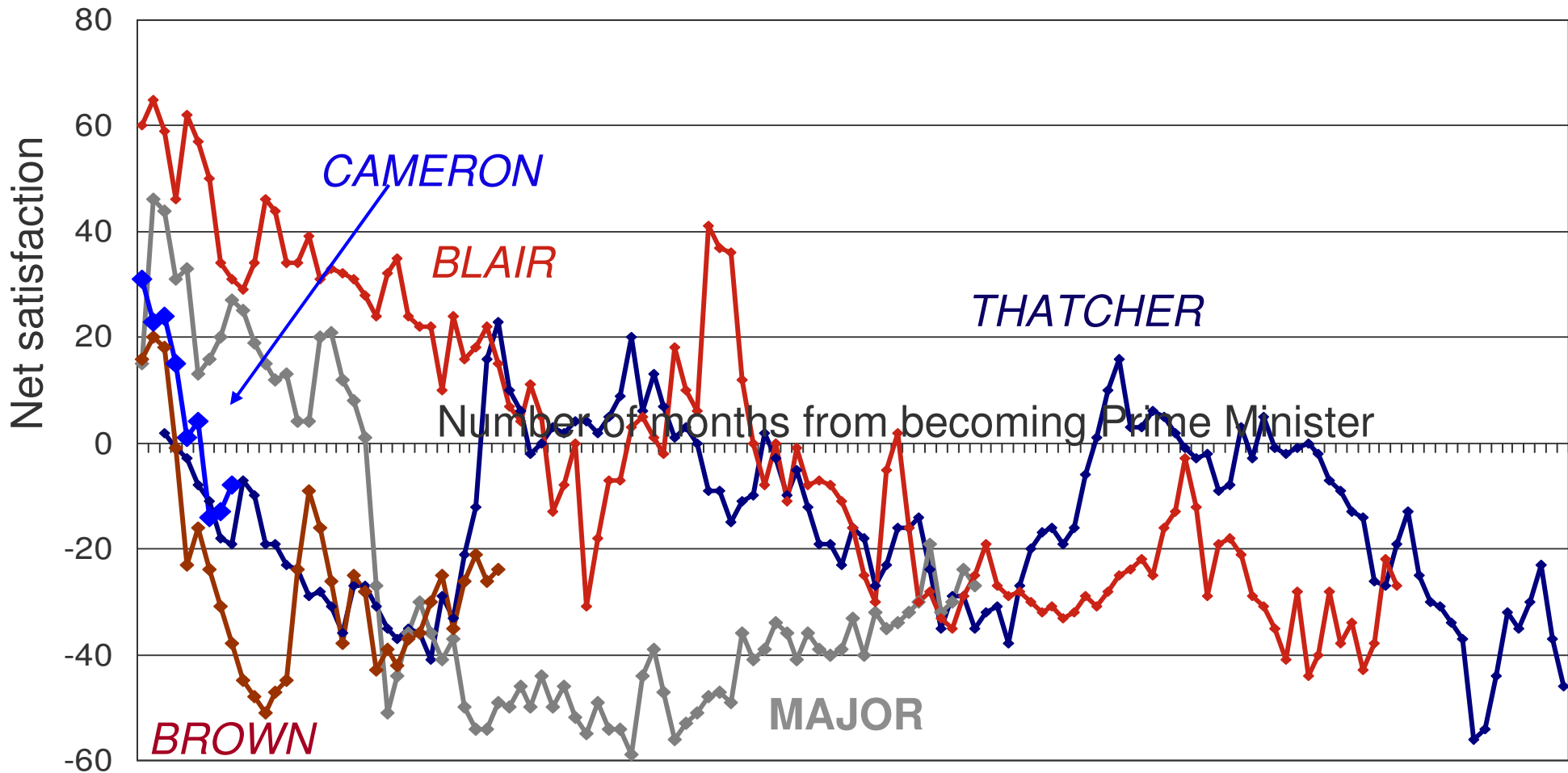
Satisfaction with Party leaders July-07 – March-11

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

Source: Reuters/Ipsos MORI Political Monitor

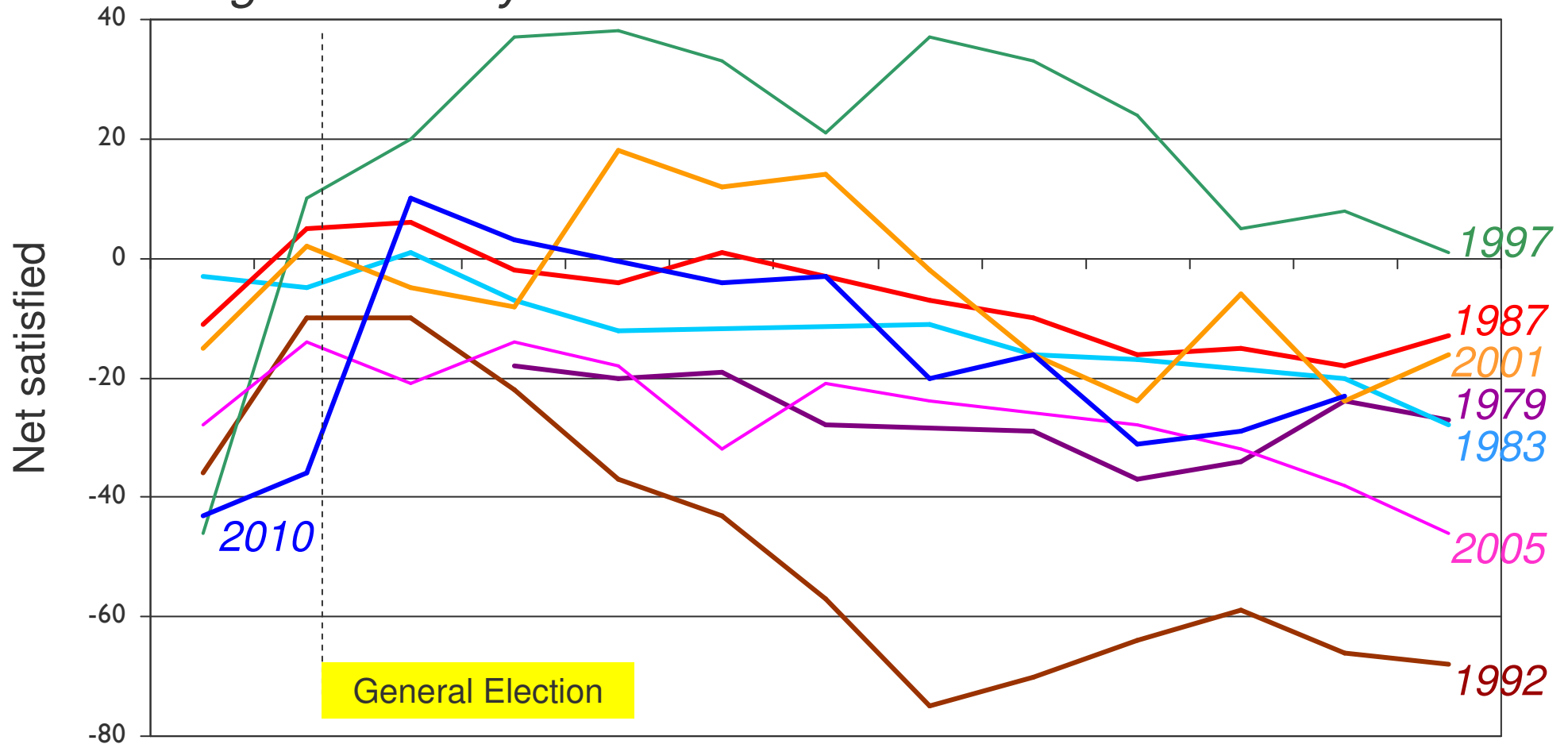
Ipsos MORI

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– 2011)

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



Base: c. 1,000 British adults each month

Ipsos MORI

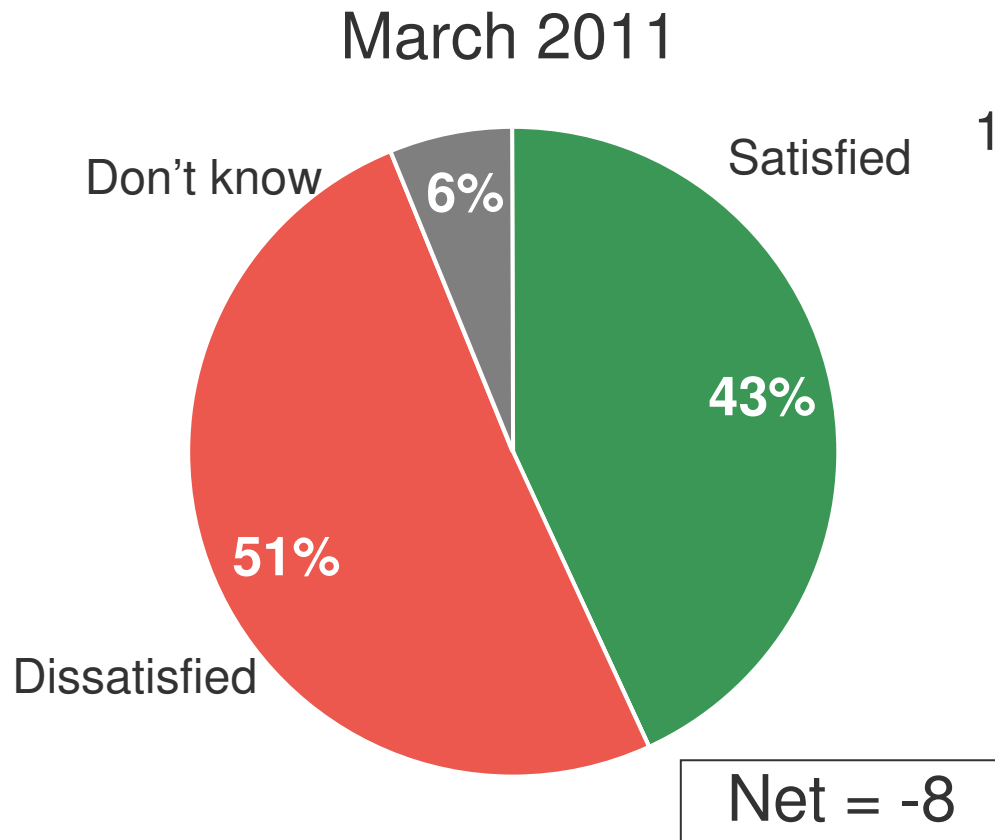
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

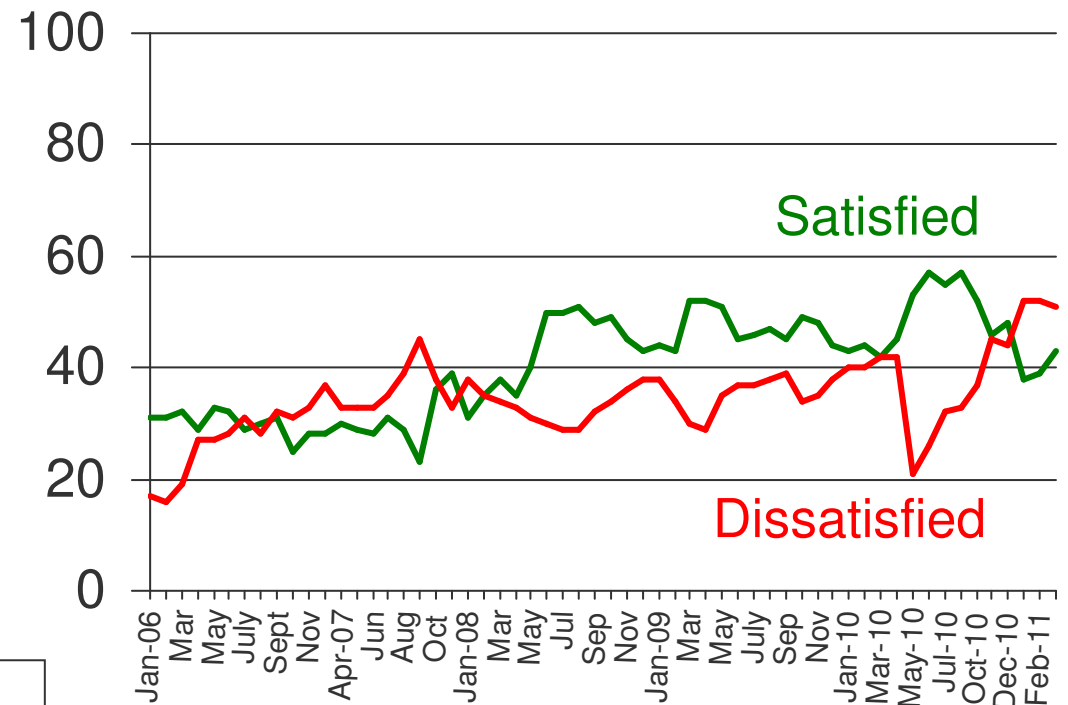


David Cameron (satisfaction)

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



January 2006 – March 2011



Base: 1,000 British adults 18+, 11th - 13th March 2011

Ipsos MORI

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

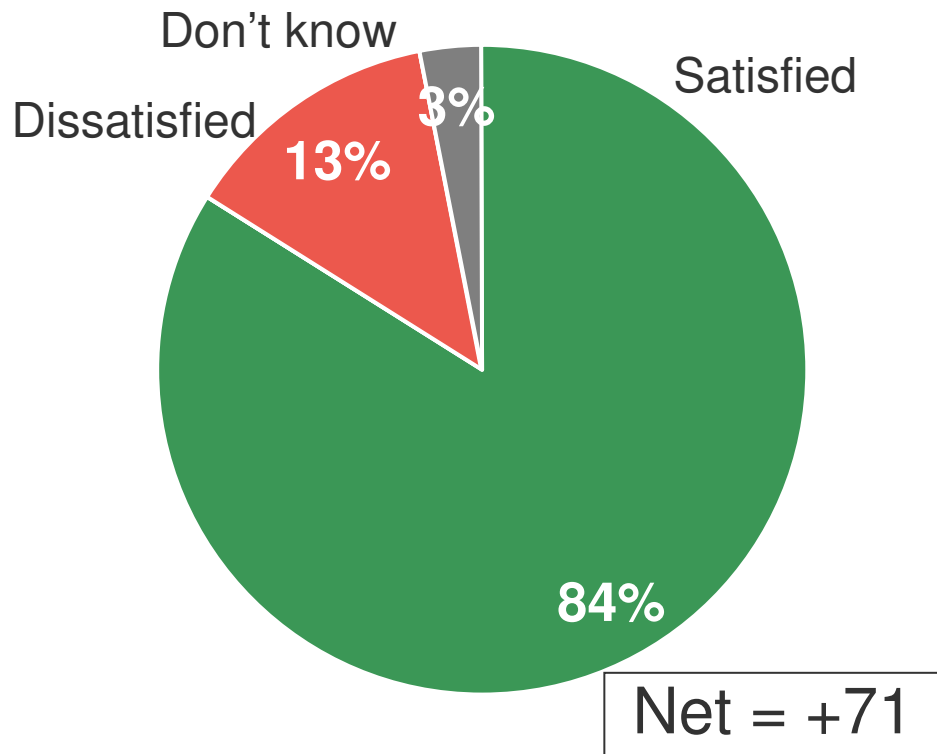
Source: Reuters/Ipsos MORI Political Monitor



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?

March 2011



January 2006 – March 2011



Base: 274 Conservative supporters 18+, 11^h – 13th March 2011

Ipsos MORI

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

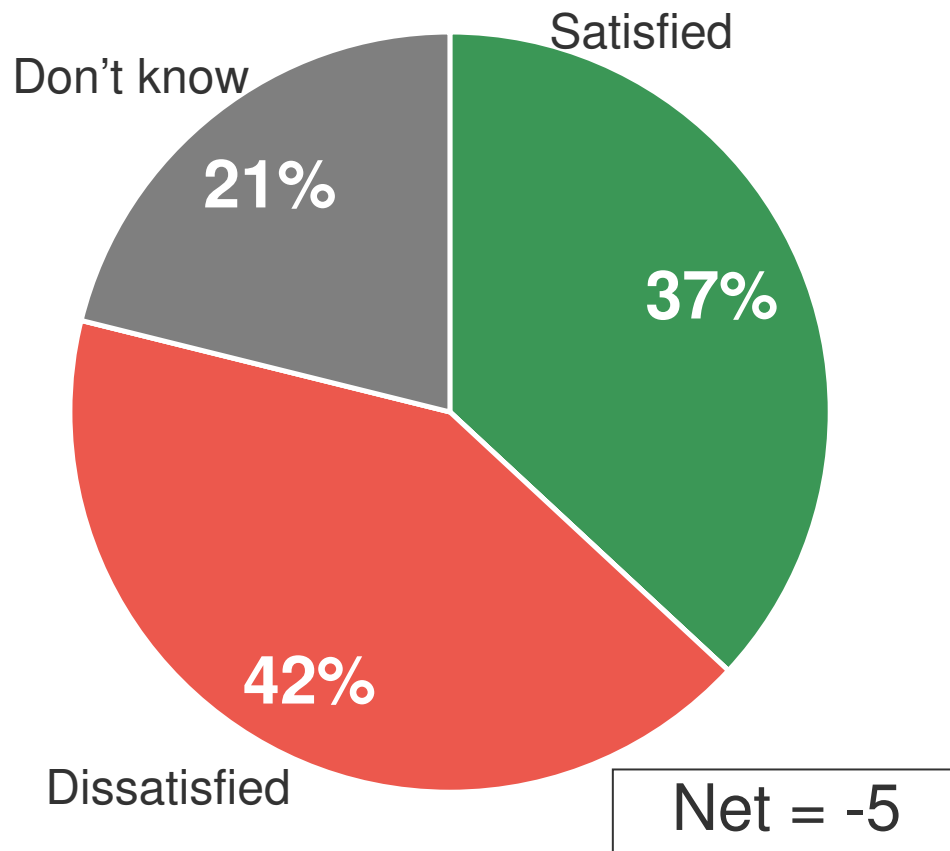
Source: Reuters/Ipsos MORI Political Monitor



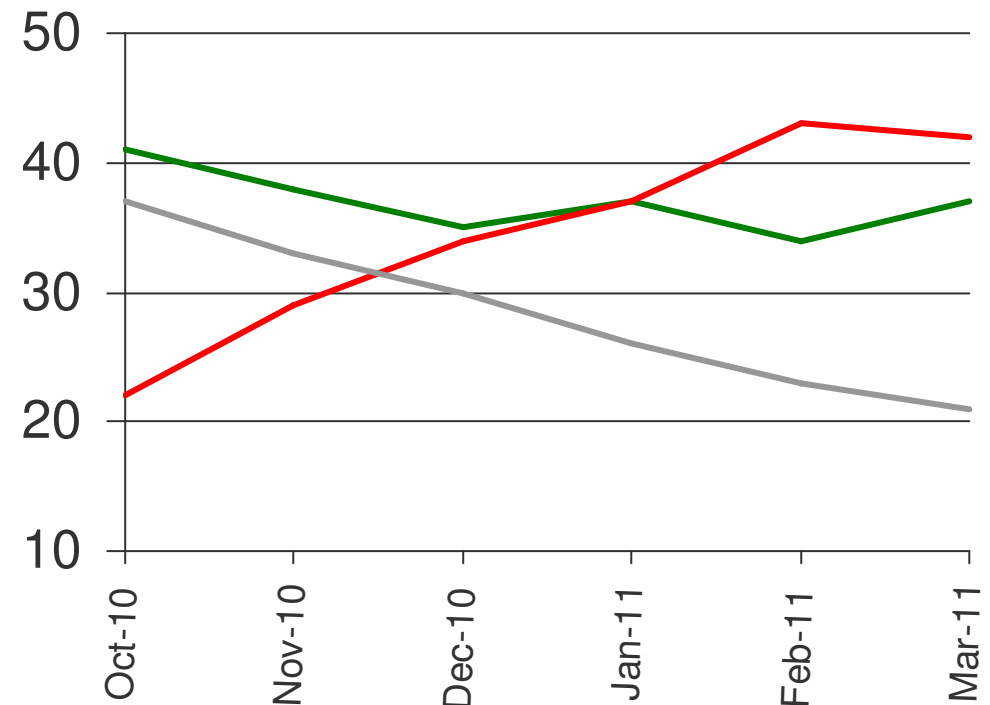
Ed Miliband (satisfaction)

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

March 2011



October 2010 – March 2011



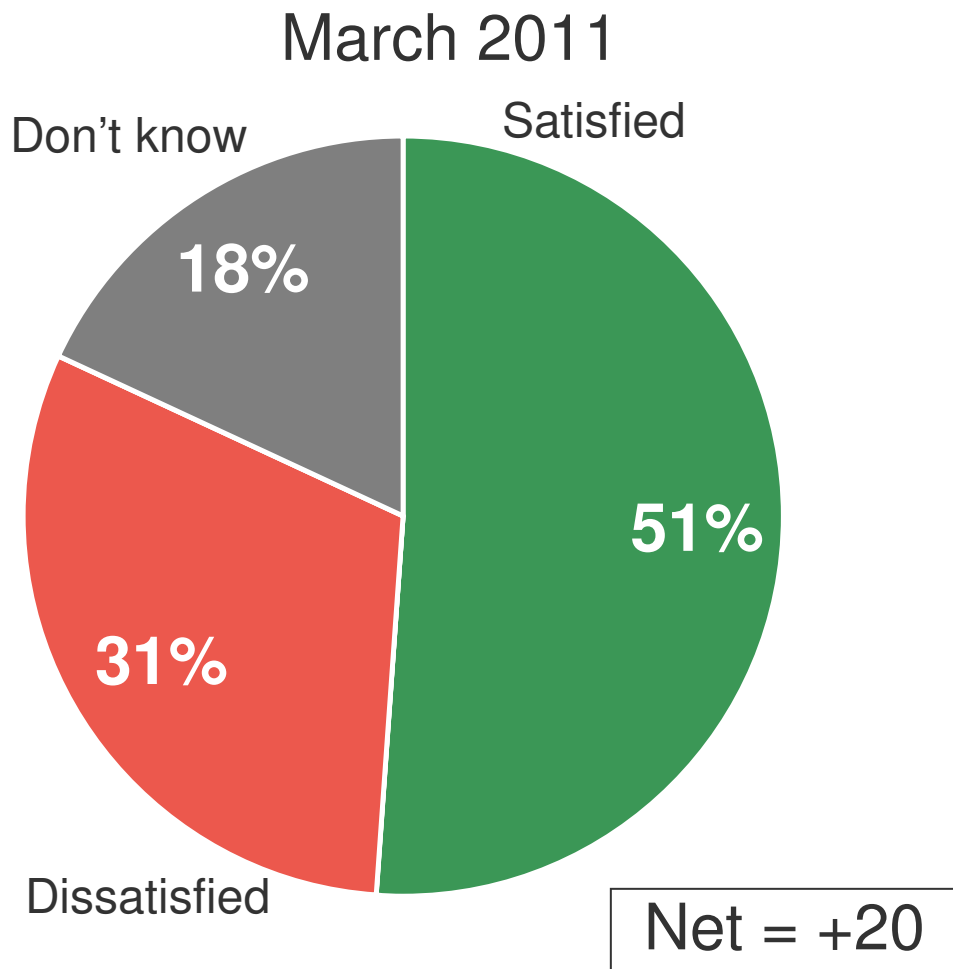
Base: 1,000 British adults 18+, 11th - 13th March 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



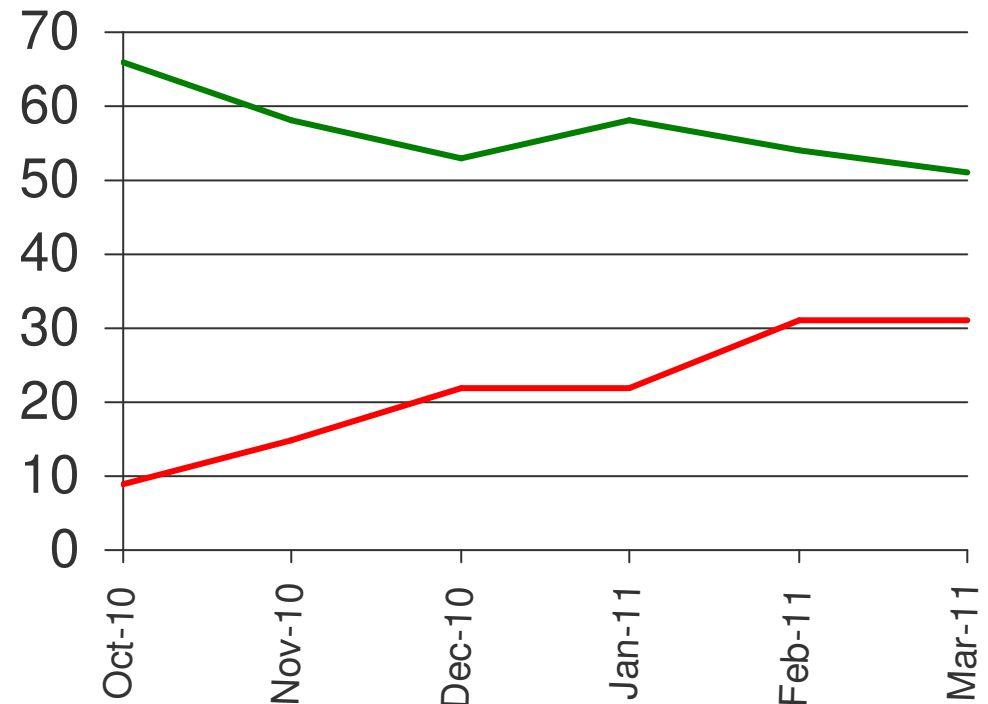
Ed Miliband (satisfaction among Labour supporters)

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



Base: 344 Labour supporters 18+, 11th - 13th March 2011
Ipsos MORI

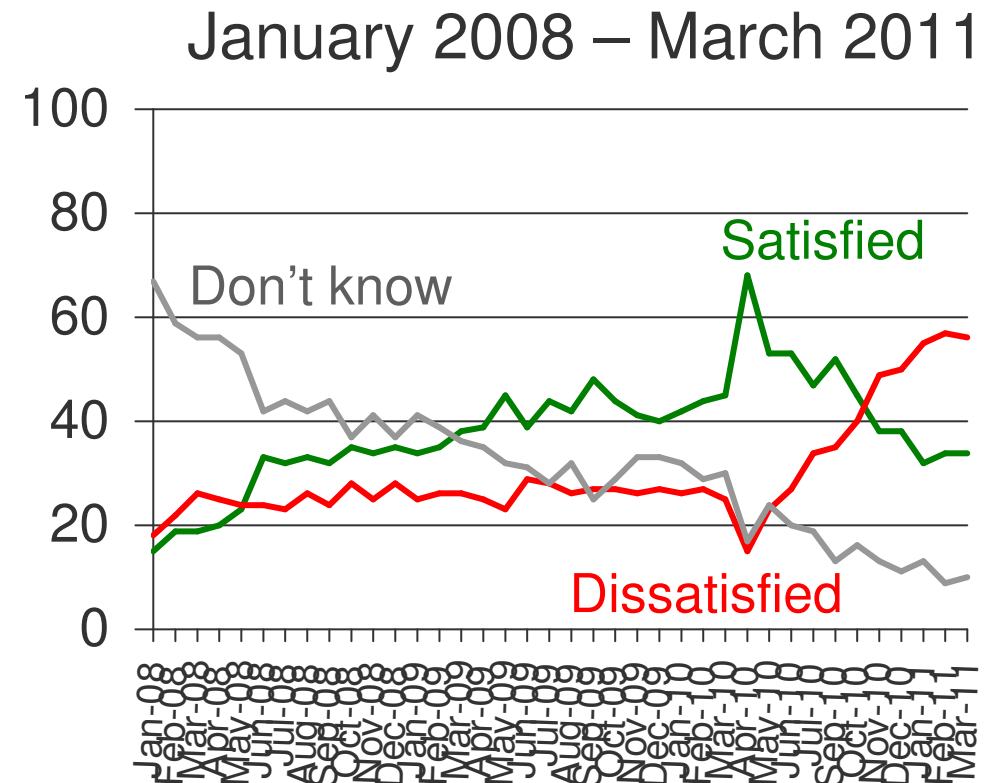
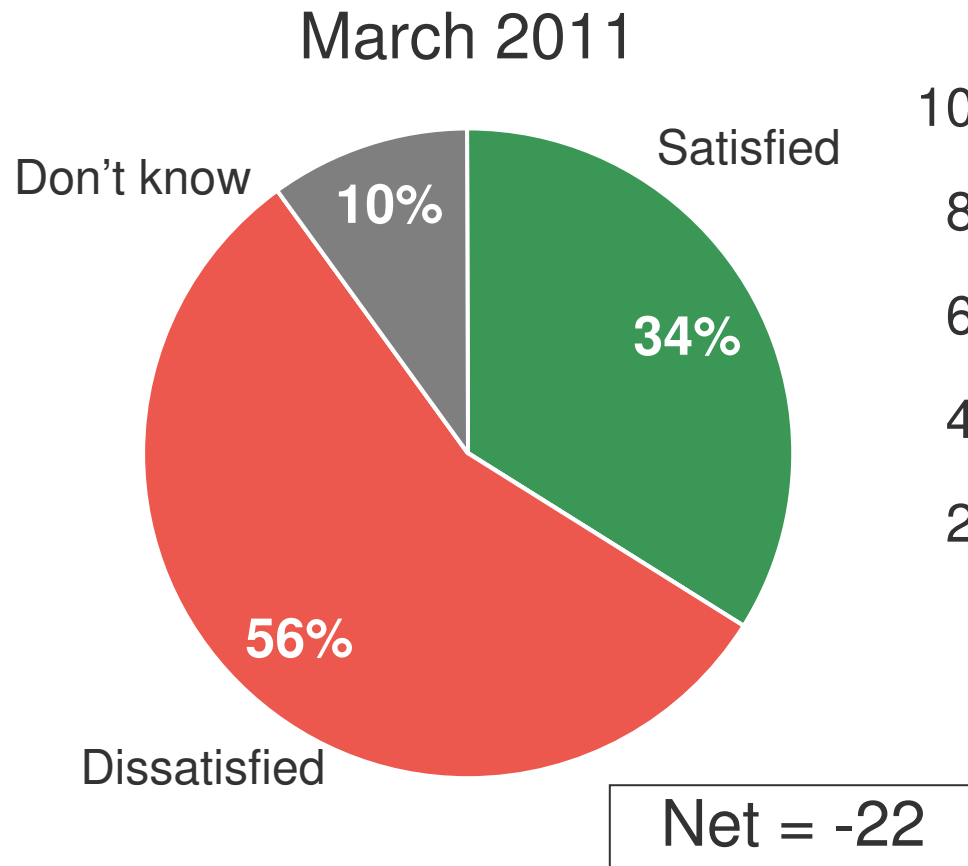
October 2010 – March 2011



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?



Base: 1,002 British adults 18+, 11th - 13th March 2011

Ipsos MORI

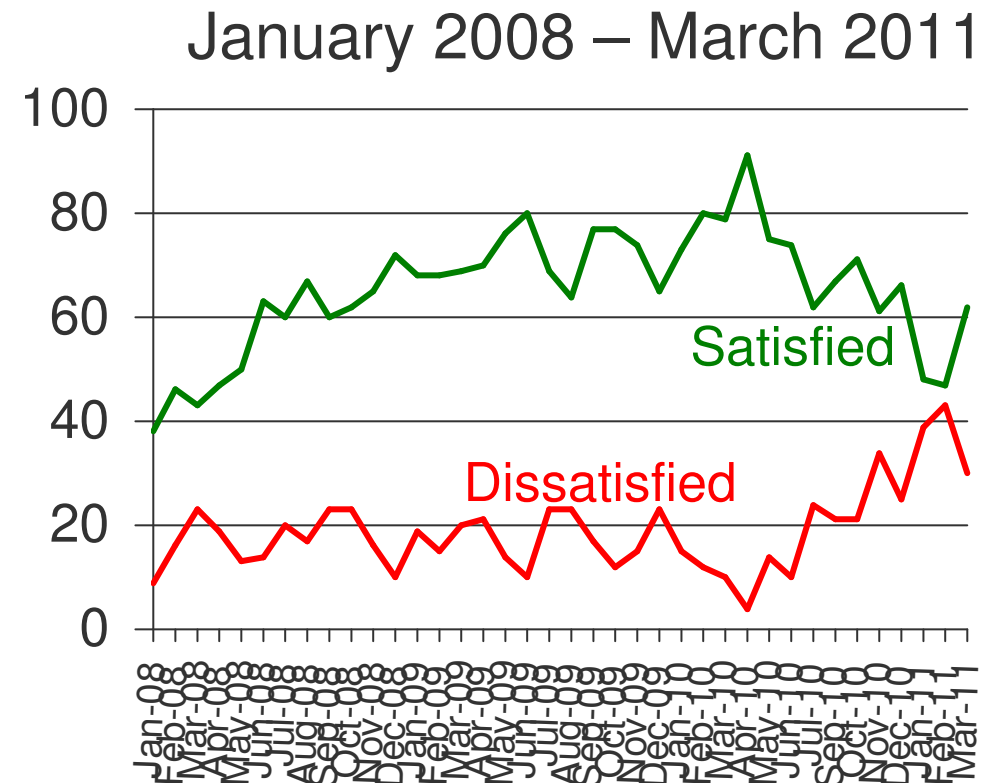
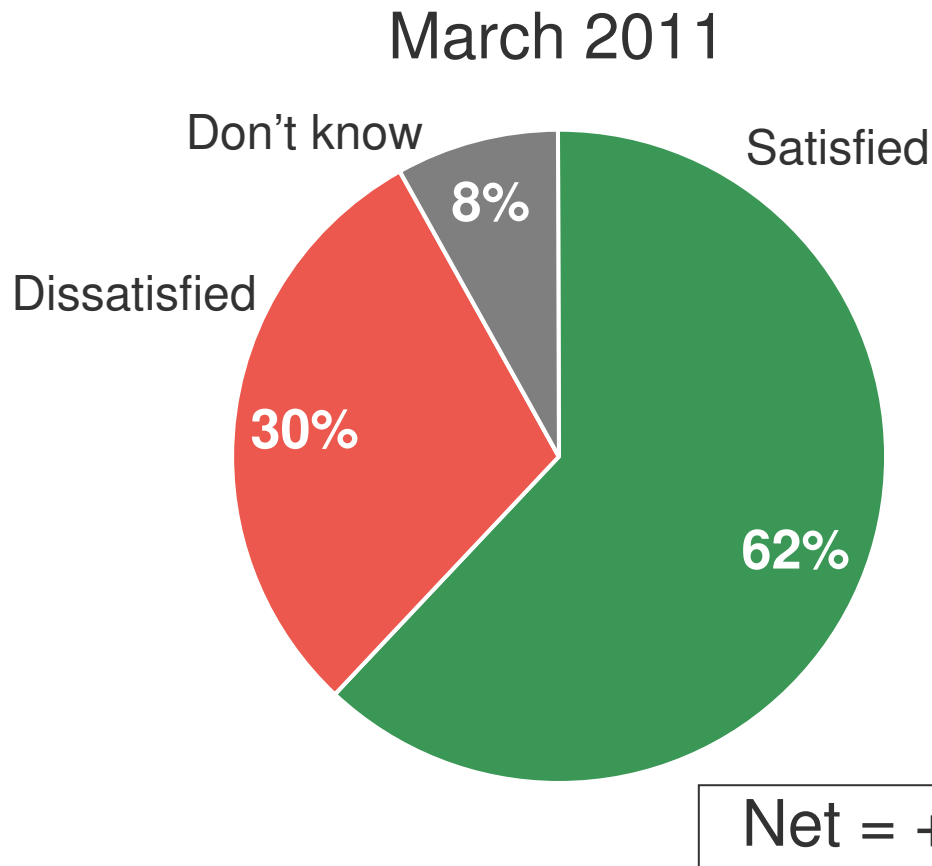
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 93 Liberal Democrat supporters 18+, 11th – 13th March 2011

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

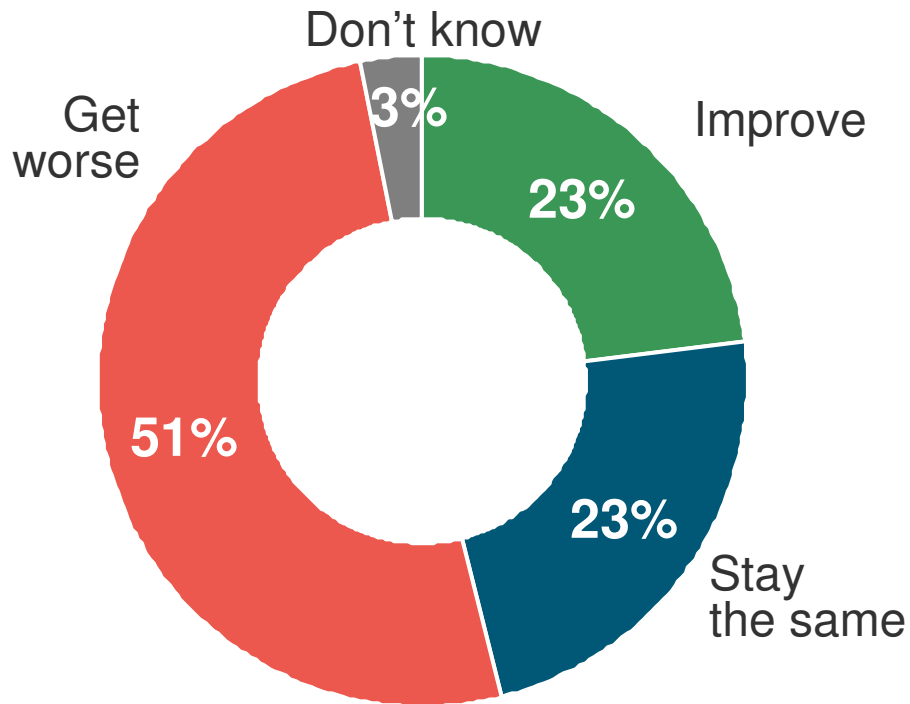


The economy and cuts

Economic Optimism Index

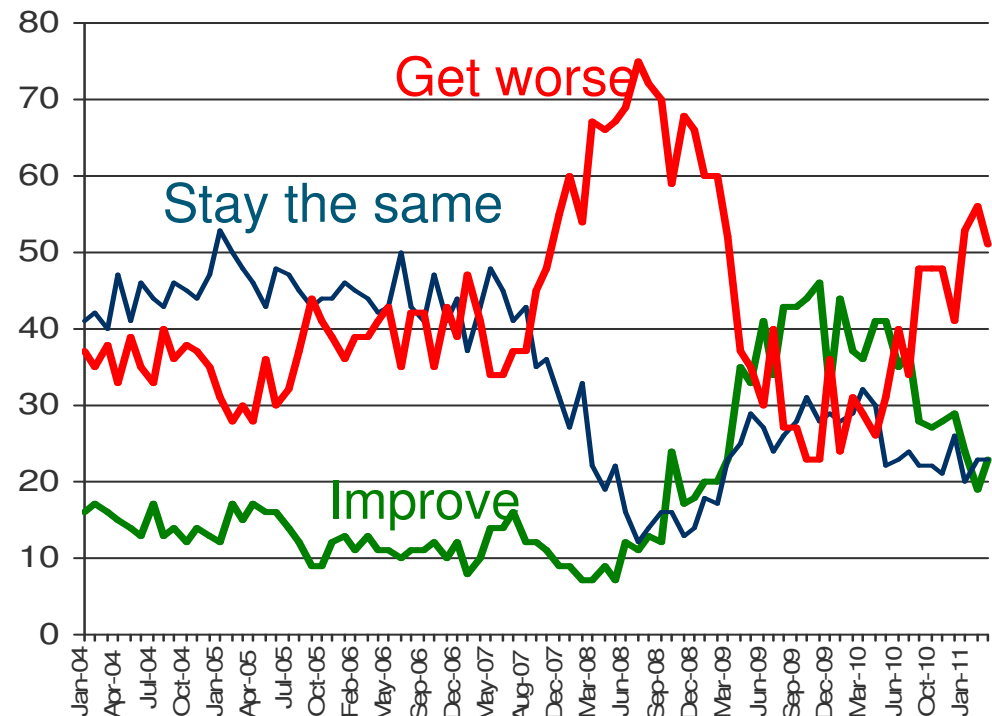
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

March 2011



EOI = -28

January 2004 – March 2011



Base: 1,000 British adults 18+, 11th - 13th March 2011

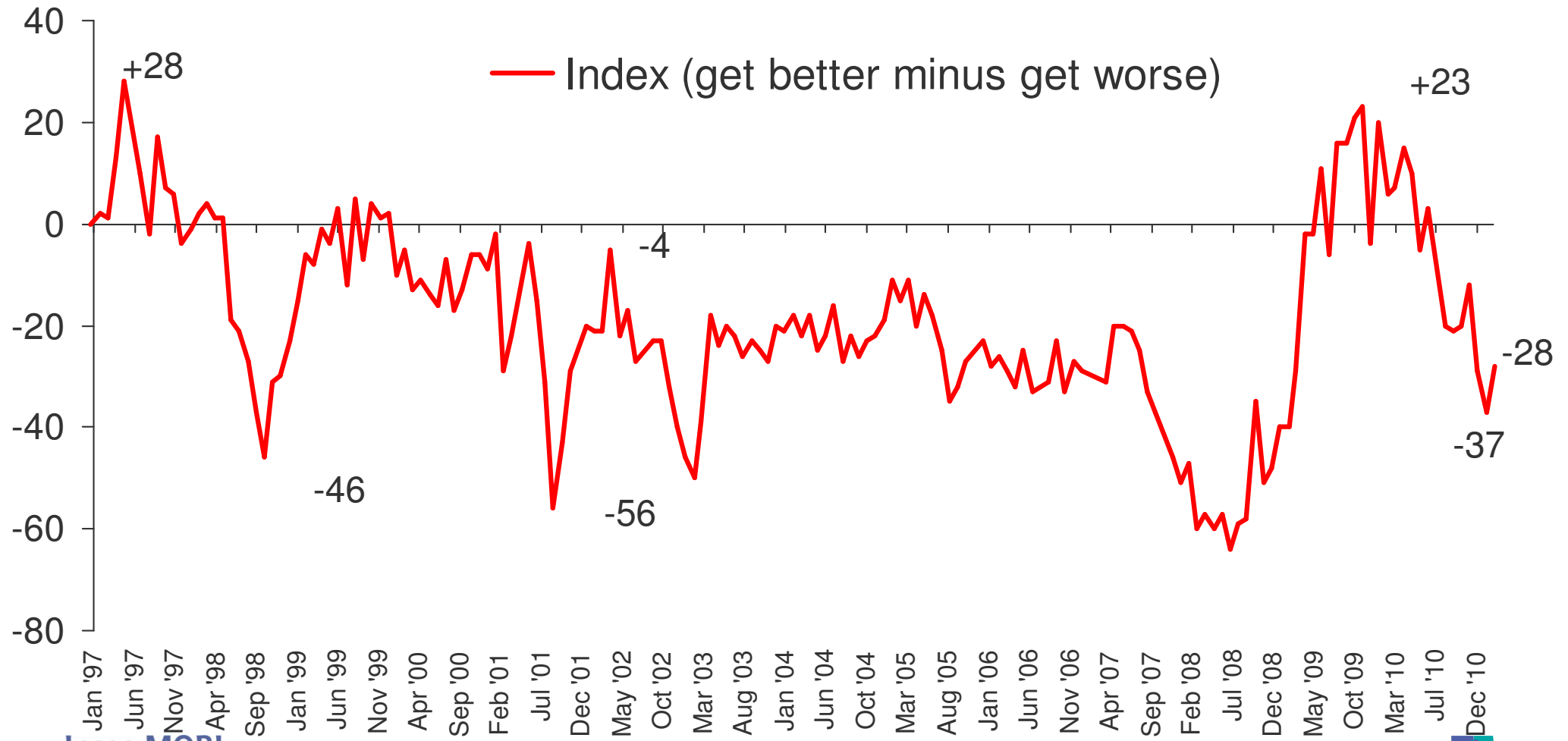
Ipsos MORI

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?



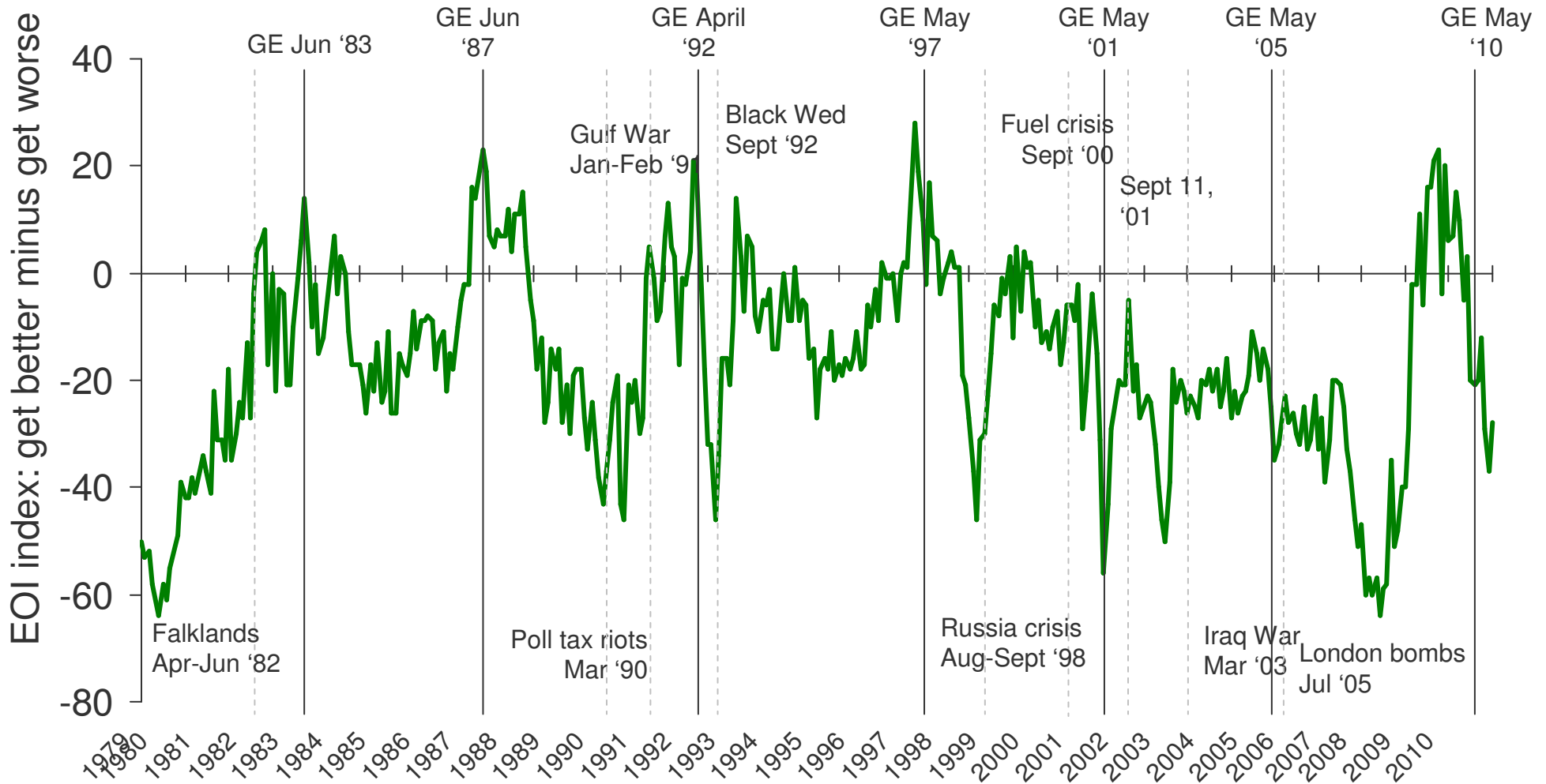
Ipsos MORI

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

Ipsos MORI

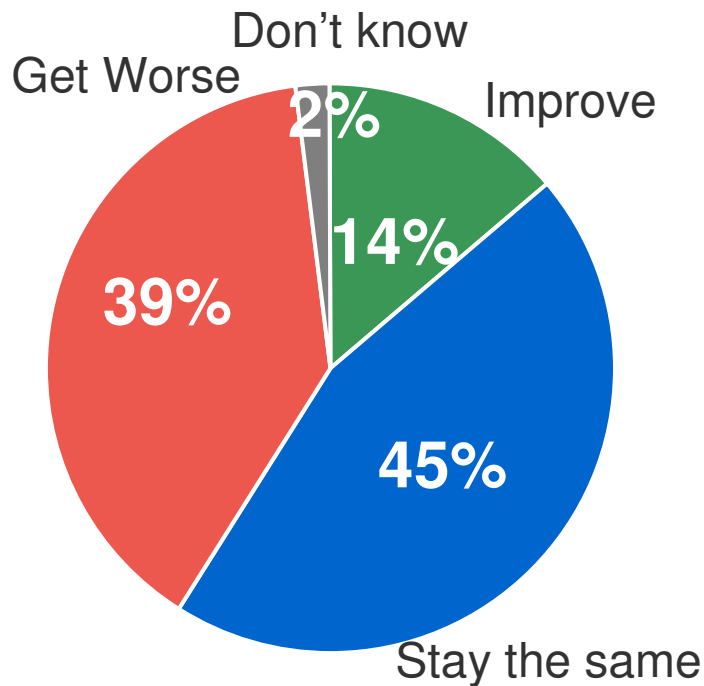
Source: Reuters/Ipsos MORI Political Monitor



Half think their personal financial circumstances will get worse in the next few months

Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?

November 2008

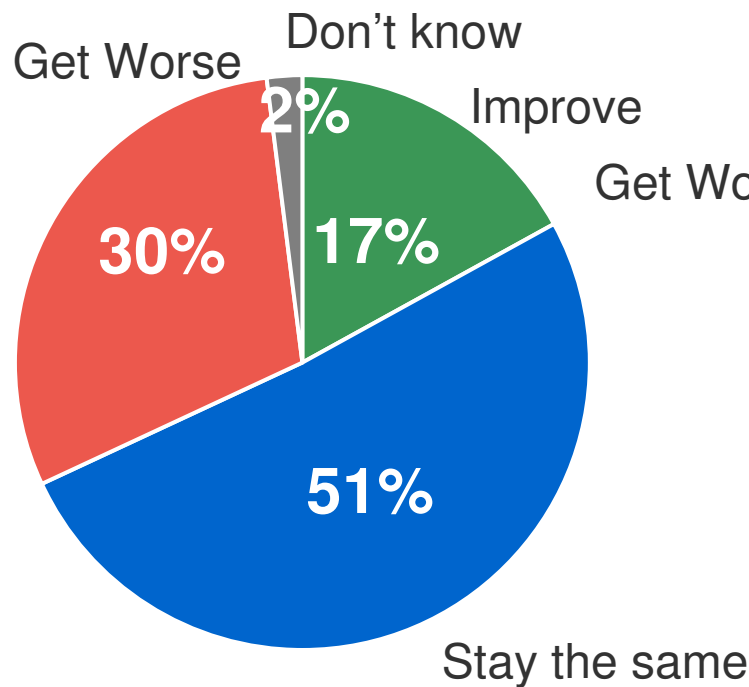


Net improve = -25

Base: 1,002 British adults, 17th-19th November 2008

Ipsos MORI

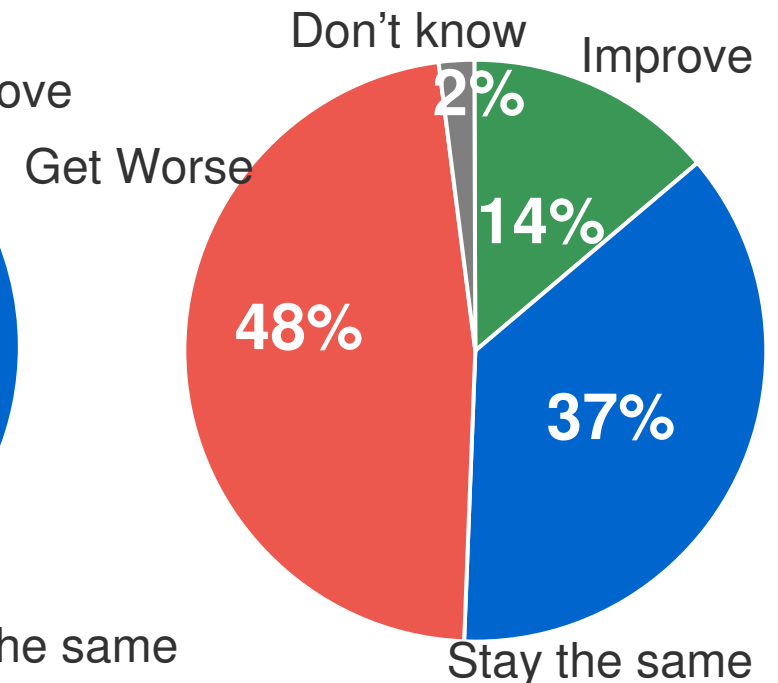
April 2009



Net improve = -13

Base: 1,011 British adults, 17th-19th April 2009

March 2011



Net improve = -34

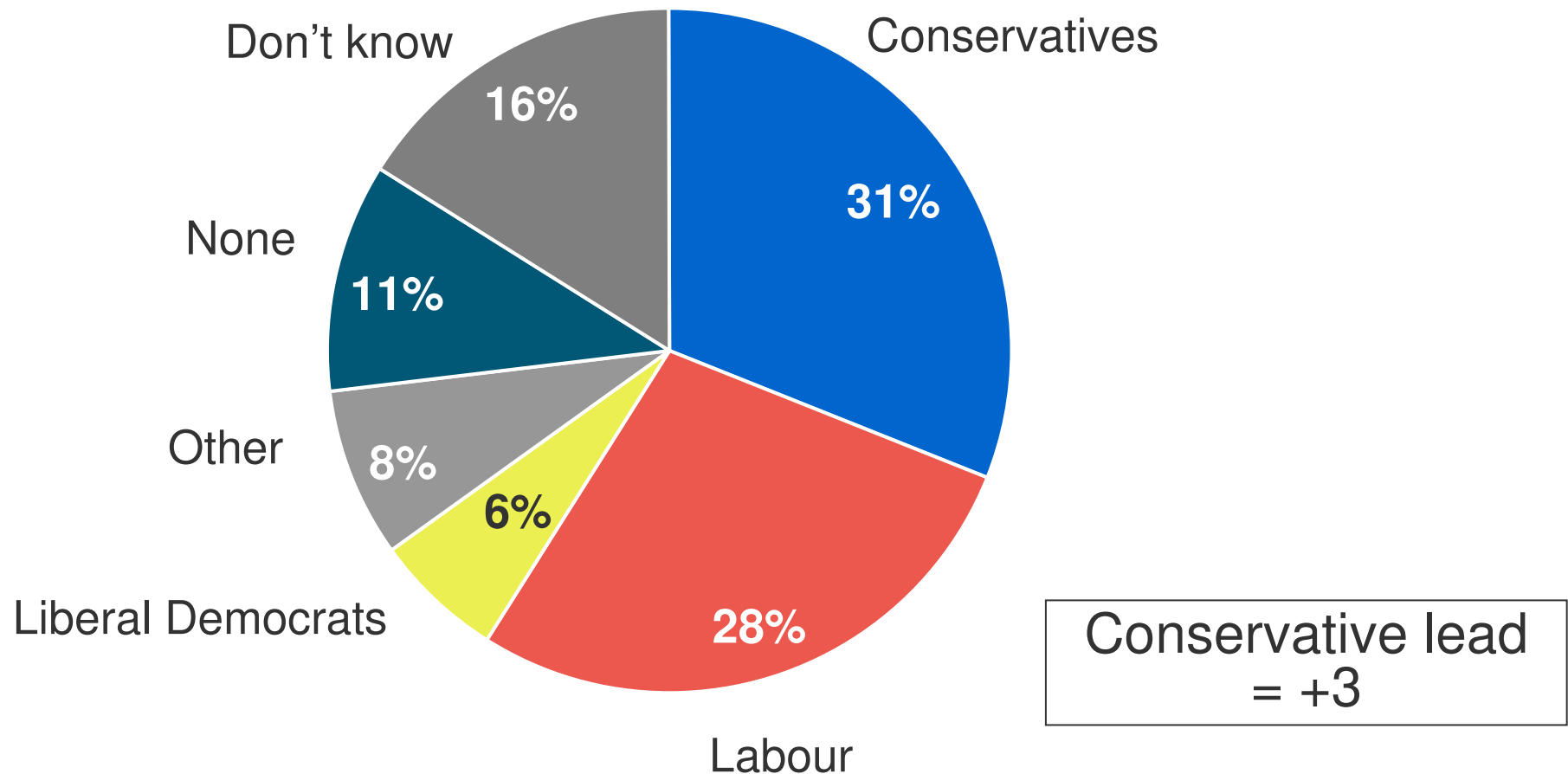
Base: 1,000 British adults 18+, 11th - 13th March 2011

Source: Reuters/Ipsos MORI Political Monitor



Conservatives and Labour neck-and-neck on having the best policies on the economy...

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



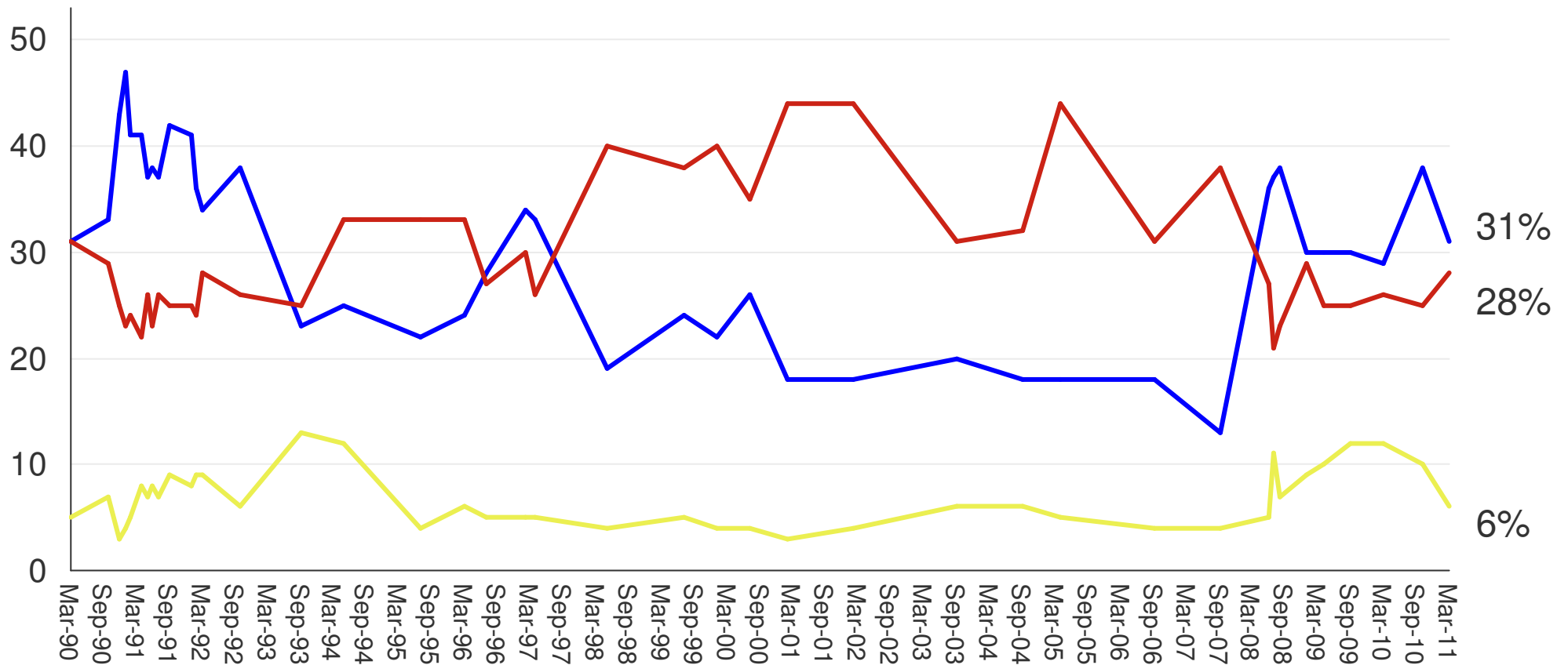
Base: 1,000 British adults 18+, 11th - 13th March 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



...a far smaller Conservative lead than in October last year

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



Base: c. 1,000 British adults each month
Ipsos MORI

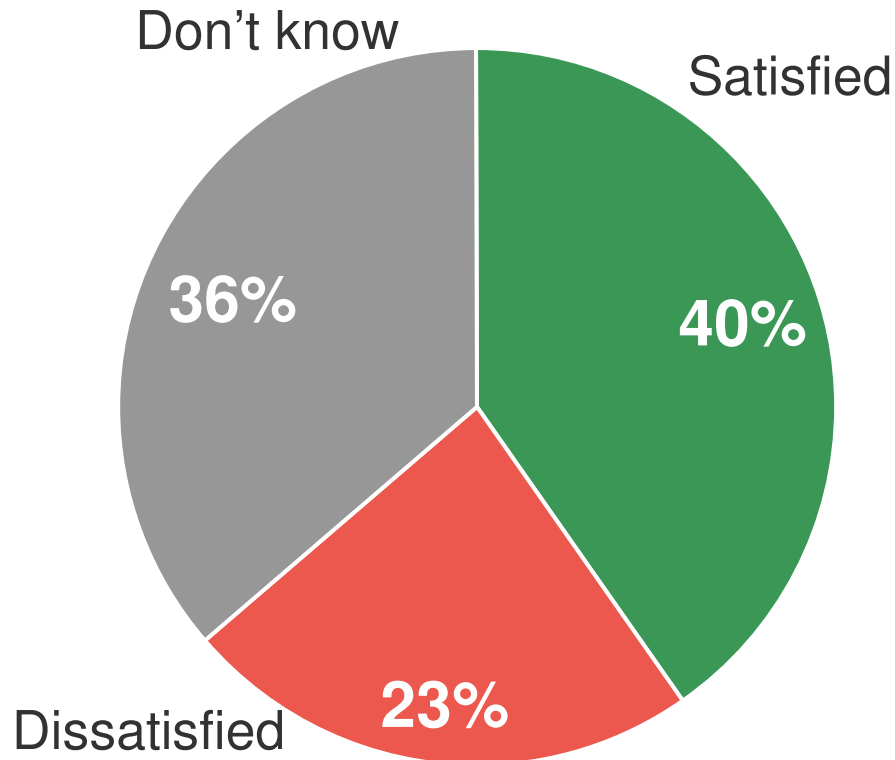
Source: Reuters/Ipsos MORI Political Monitor



More now dissatisfied than satisfied with Osborne

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

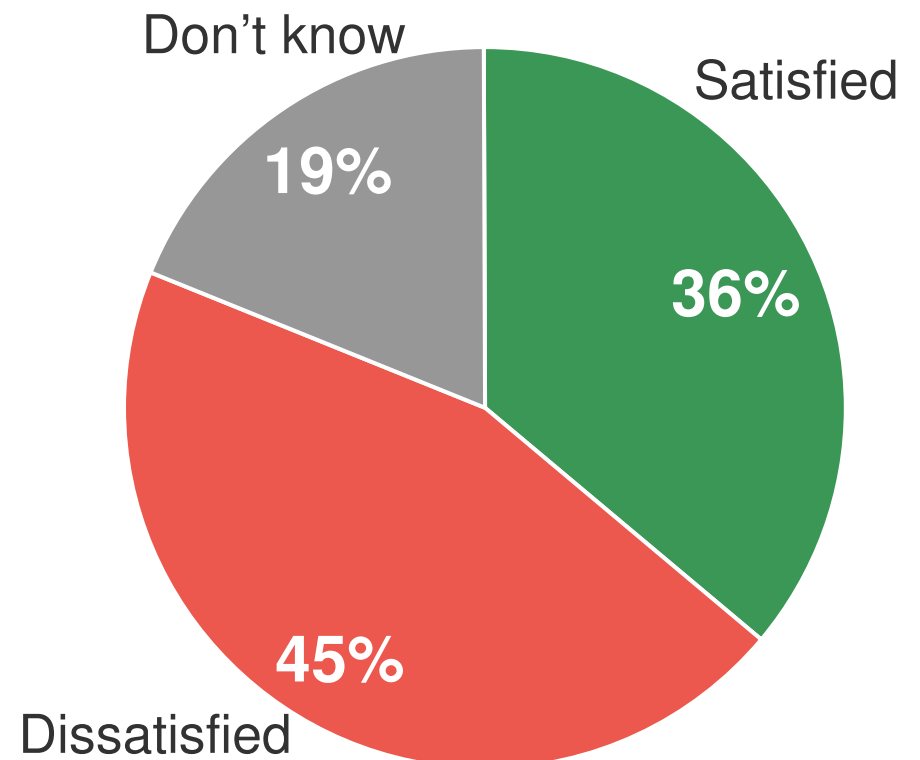
June 2010



Base: 1,002 British adults 18+, 18th-20th June 2010

Ipsos MORI

March 2011

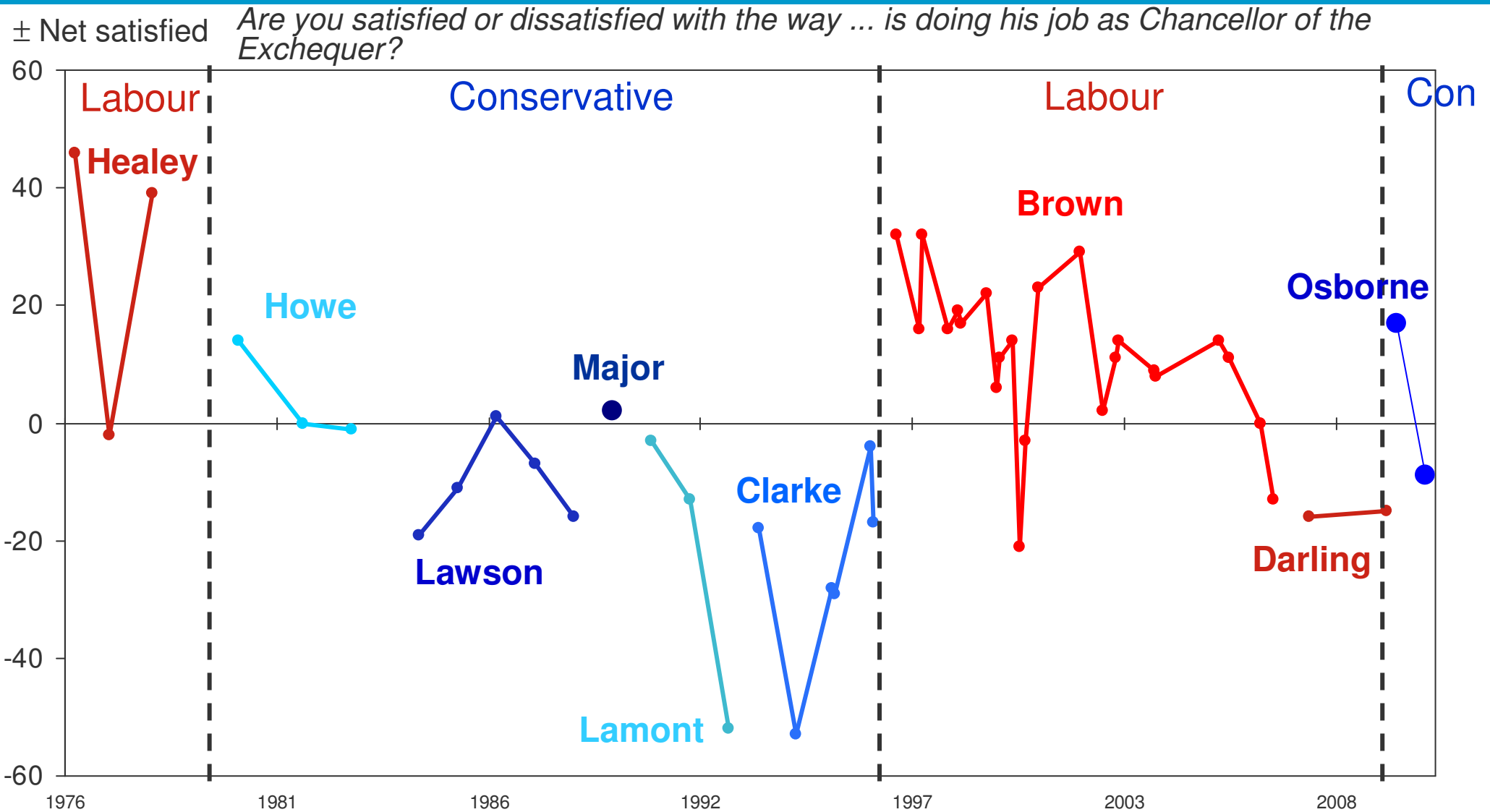


Base: 1,000 British adults 18+, 11th - 13th March 2011

Source: Reuters/Ipsos MORI Political Monitor



Net satisfaction with Chancellors since 1976



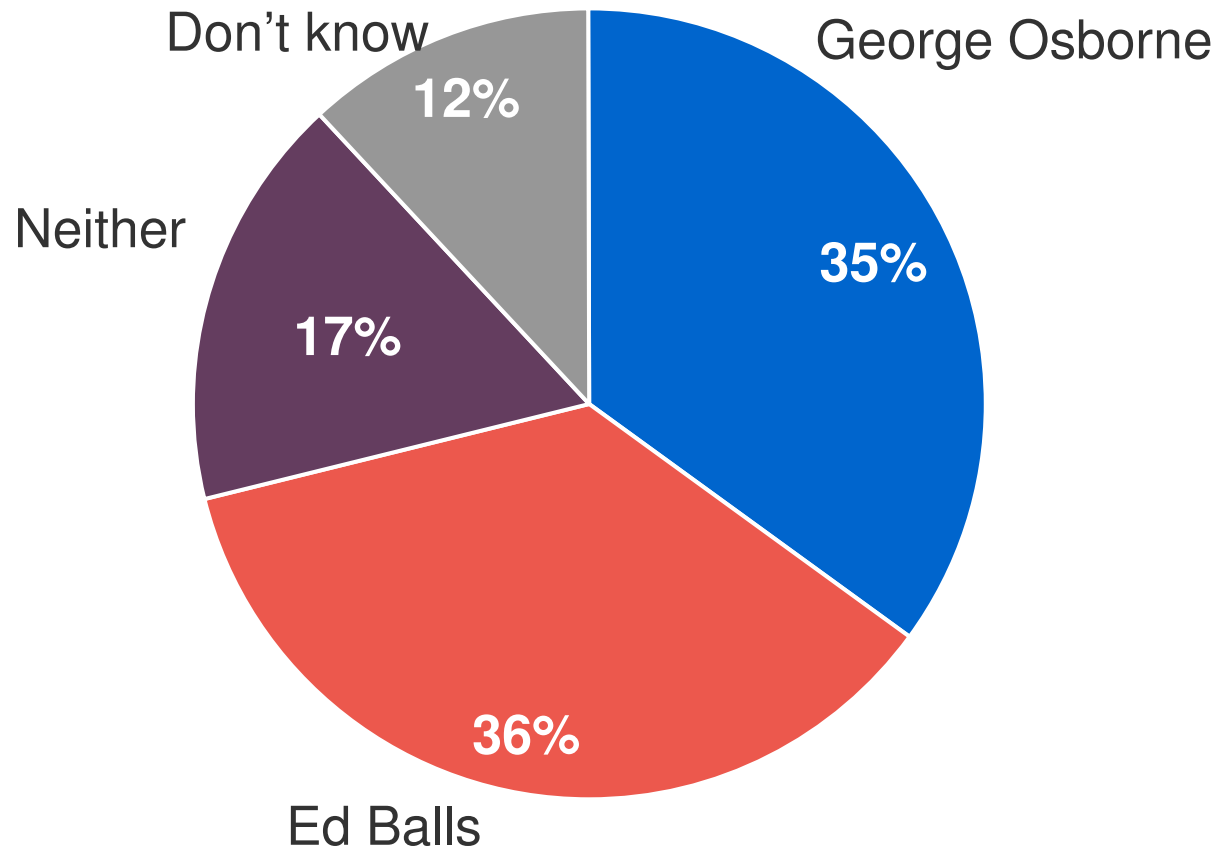
Base: c. 1,000 British adults each month
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Public split on whether Osborne or Balls would make the best Chancellor

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



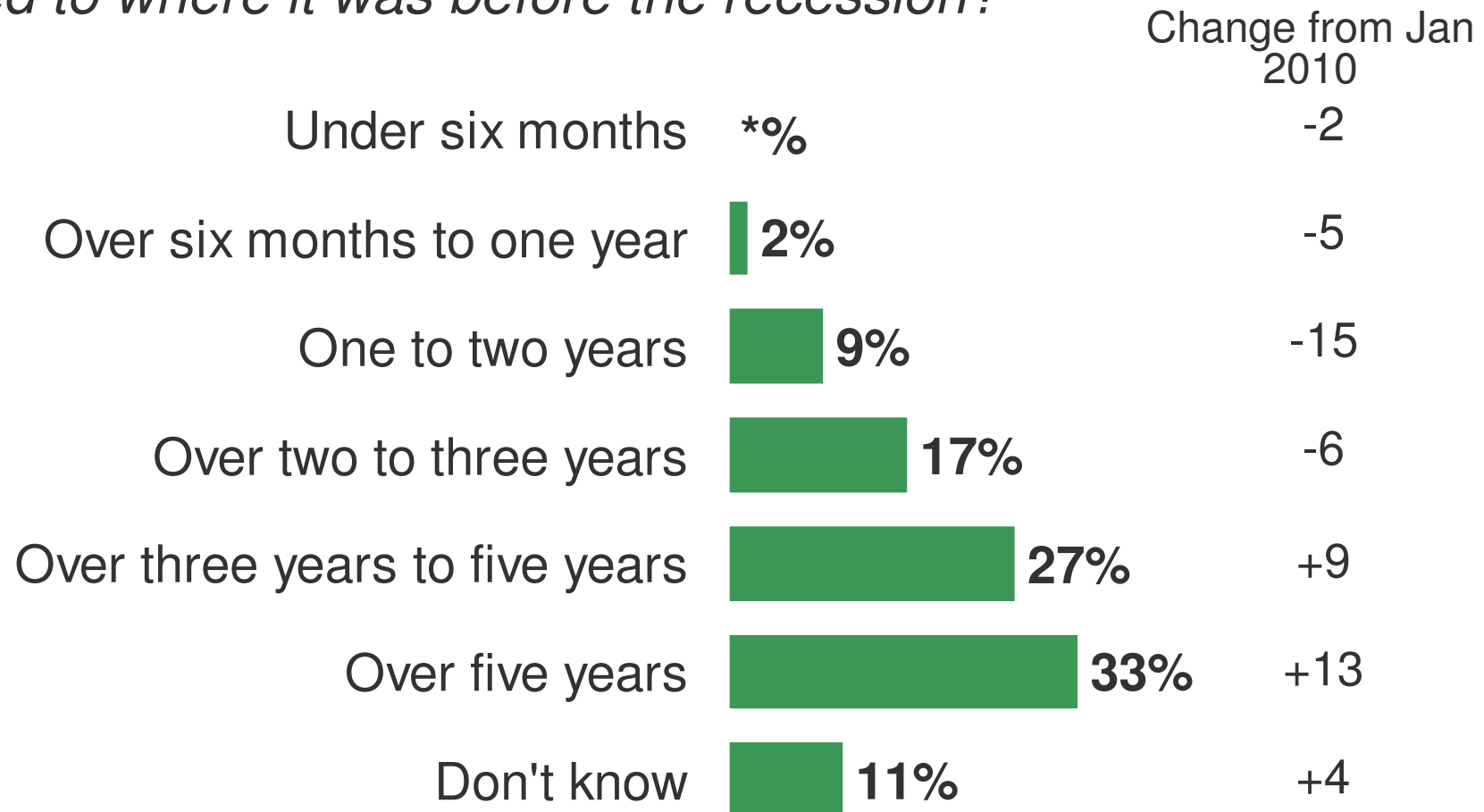
Base: 1,000 British adults 18+, 11th - 13th March 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Half think it will take at least 3 years for the economy to return to where it was before the recession

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



Base: 1,000 British adults 18+, 11th - 13th March 2011

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



More now think the government is making the wrong decisions on spending cuts than think they are right

From what you know, do you think the government has on the whole made the right decisions or the wrong decisions about where spending cuts should be made?

October 2010

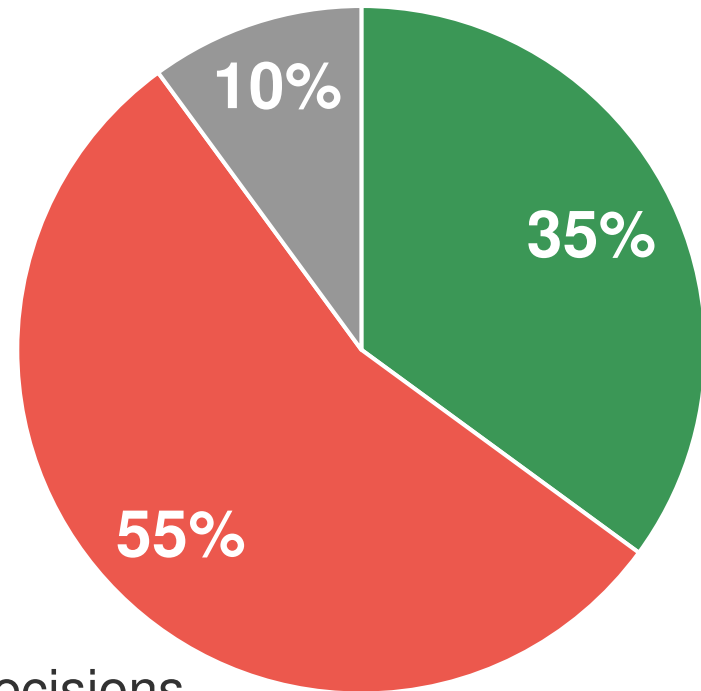
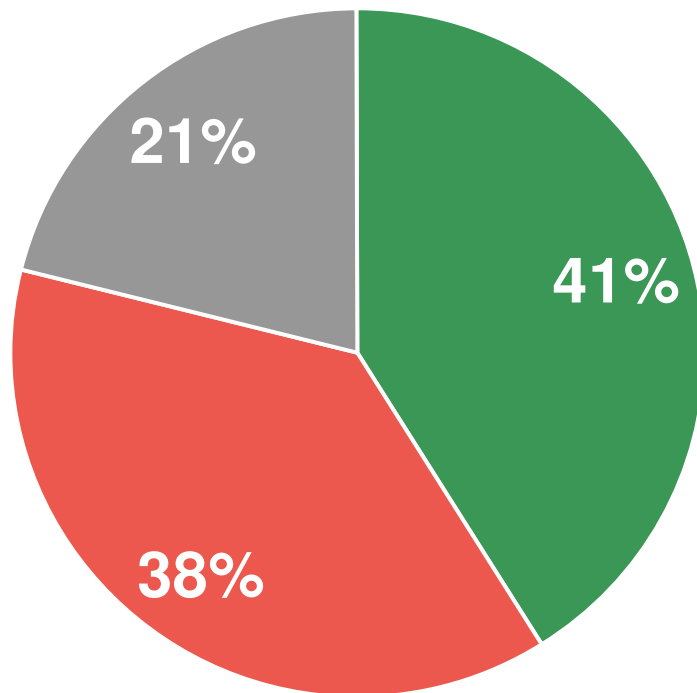
March 2011

Don't know

Right decisions

Don't know

Right decisions



Wrong decisions

Wrong decisions

Base: 817 British adults 18+, 20th October 2010

Ipsos MORI

Base: 1,000 British adults 18+, 11th - 13th March 2011

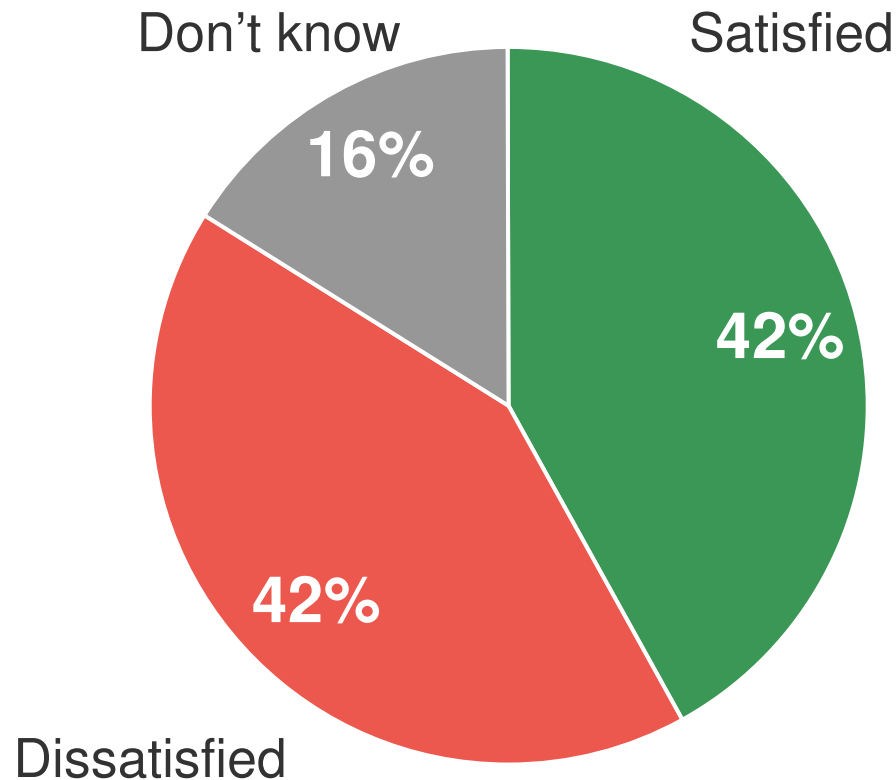
Source: Reuters/Ipsos MORI Political Monitor



Libya

Public split on the government's handling of Libya

Are you satisfied or dissatisfied with the way the government is handling the crisis in Libya?



Base: 1,000 British adults 18+, 11th - 13th March 2011

Ipsos MORI

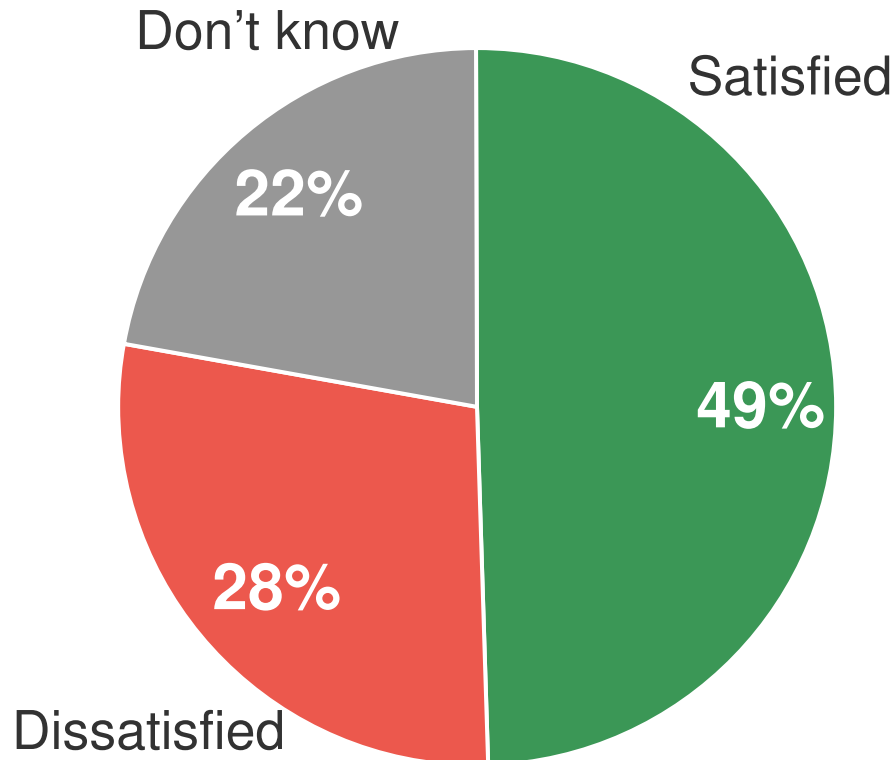
Source: Reuters/Ipsos MORI Political Monitor



Comparing handling of crises in Yugoslavia and Libya

Are you satisfied or dissatisfied with the way the government is handling the crisis in Yugoslavia/Libya?

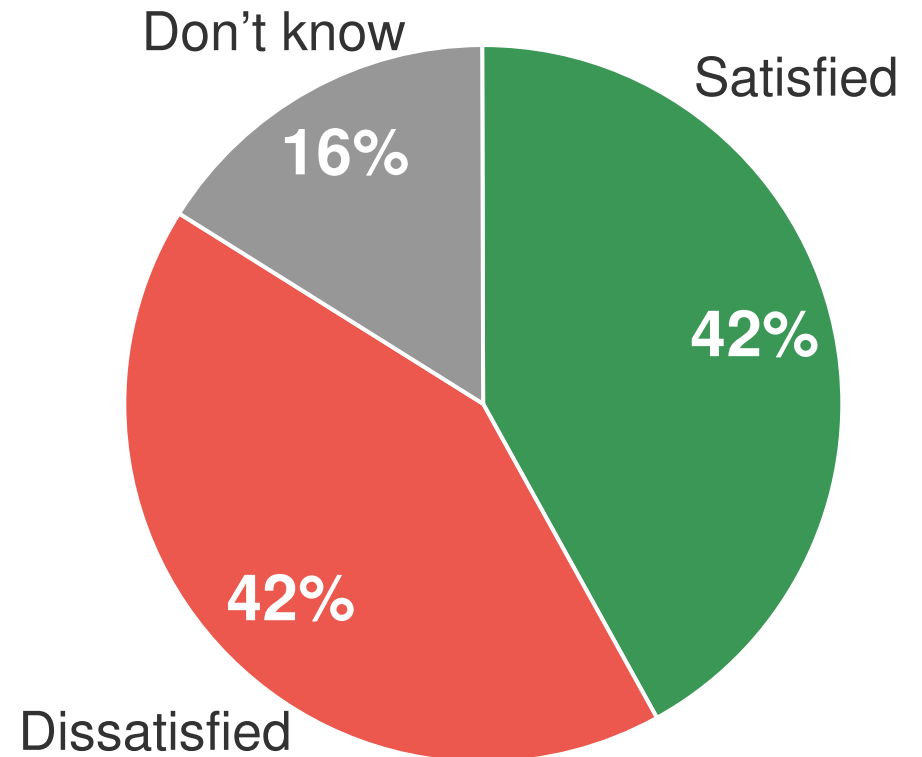
Yugoslavia
April 1999



Base: 606 British adults 18+, 26-27 March 1999

Ipsos MORI

Libya
March 2011



Base: 1,000 British adults 18+, 11th - 13th March 2011

Source: Reuters/Ipsos MORI Political Monitor

