



Political Monitor Trends

March 2009

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Ipsos MORI

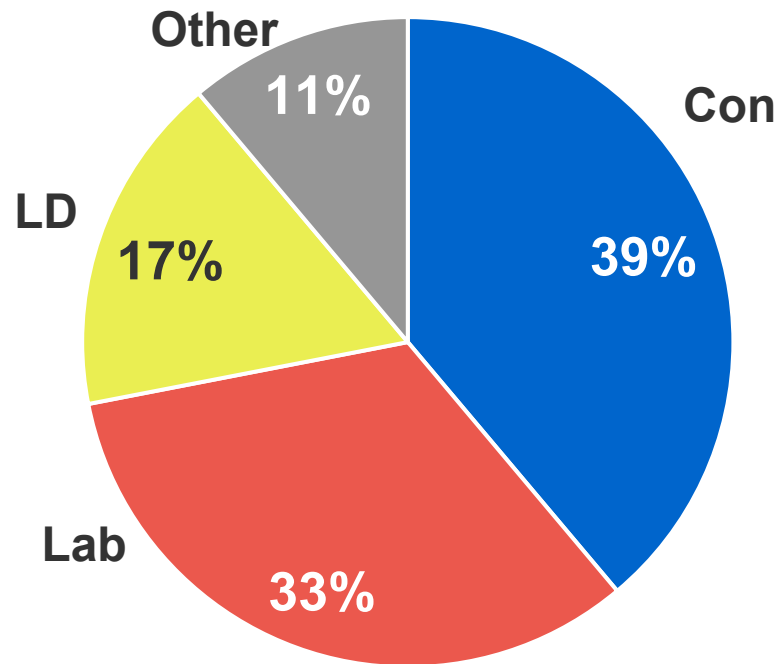


Voting Intentions

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

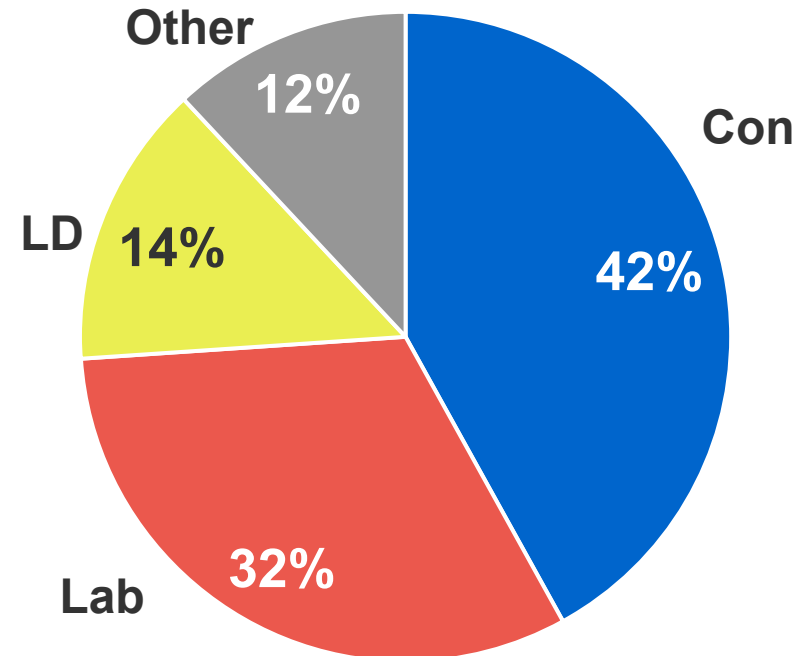
How would you vote if there were a General Election tomorrow?

All giving a voting intention (80%)



Conservative lead = +6

All certain to vote (49%)



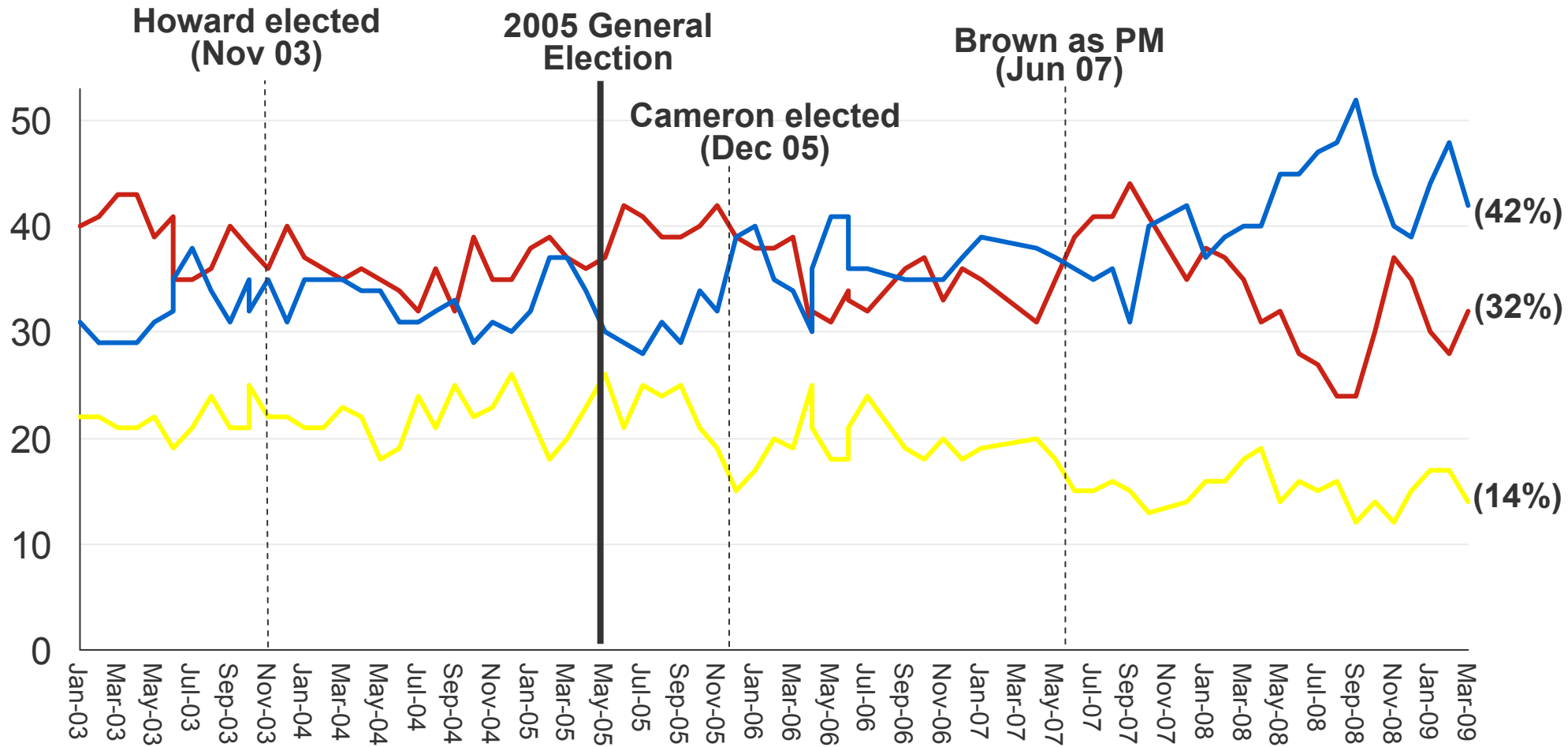
Conservative lead = +10

Base: All giving a voting intention = 80% (805); All certain to vote = 49% (522); data collected among 1,007 British adults 18+, 13th-15th March 2009

Source: Ipsos MORI Political Monitor

Voting Intentions Jan 03 – March 09 (all certain to vote)

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



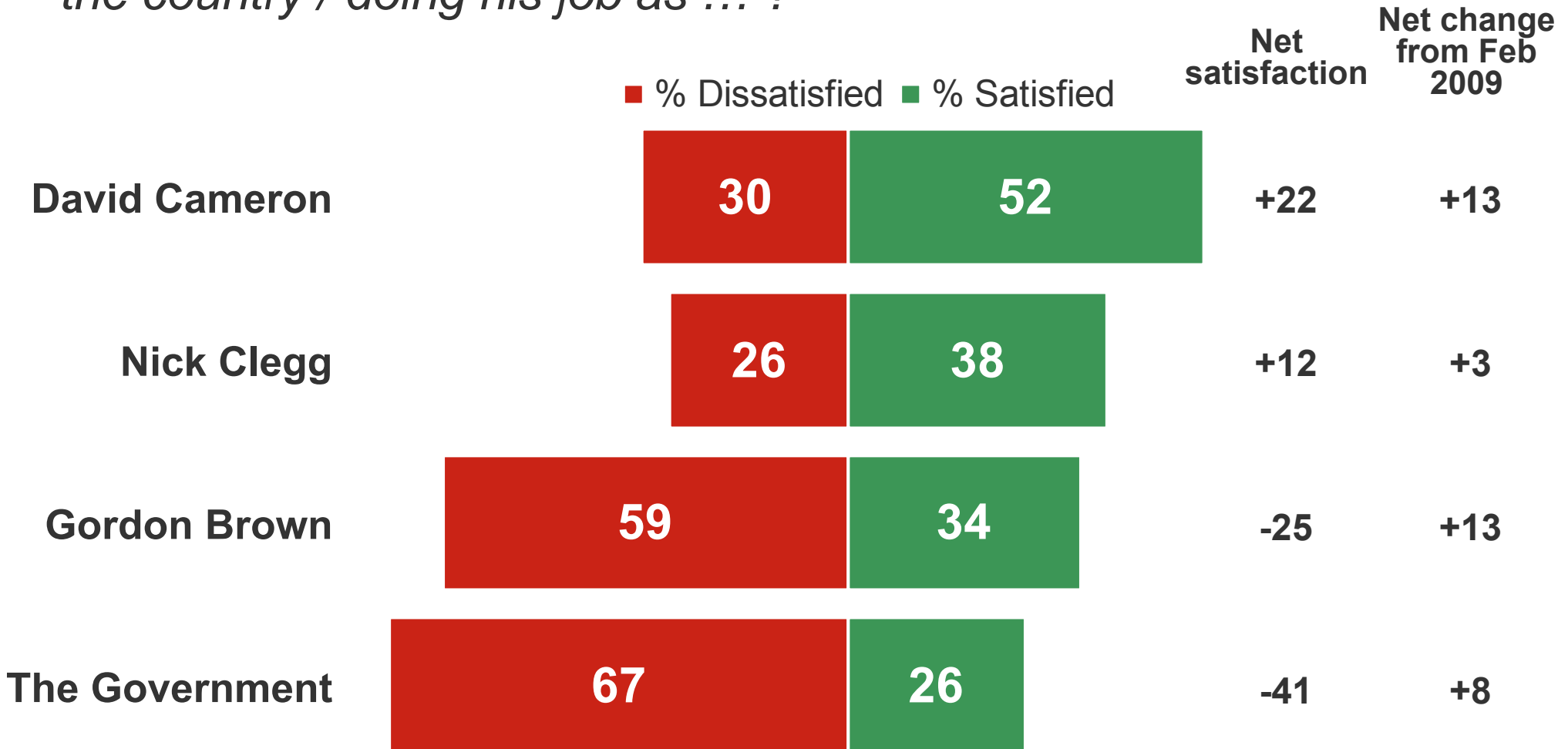
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

Satisfaction

Satisfaction with leaders and the Government

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

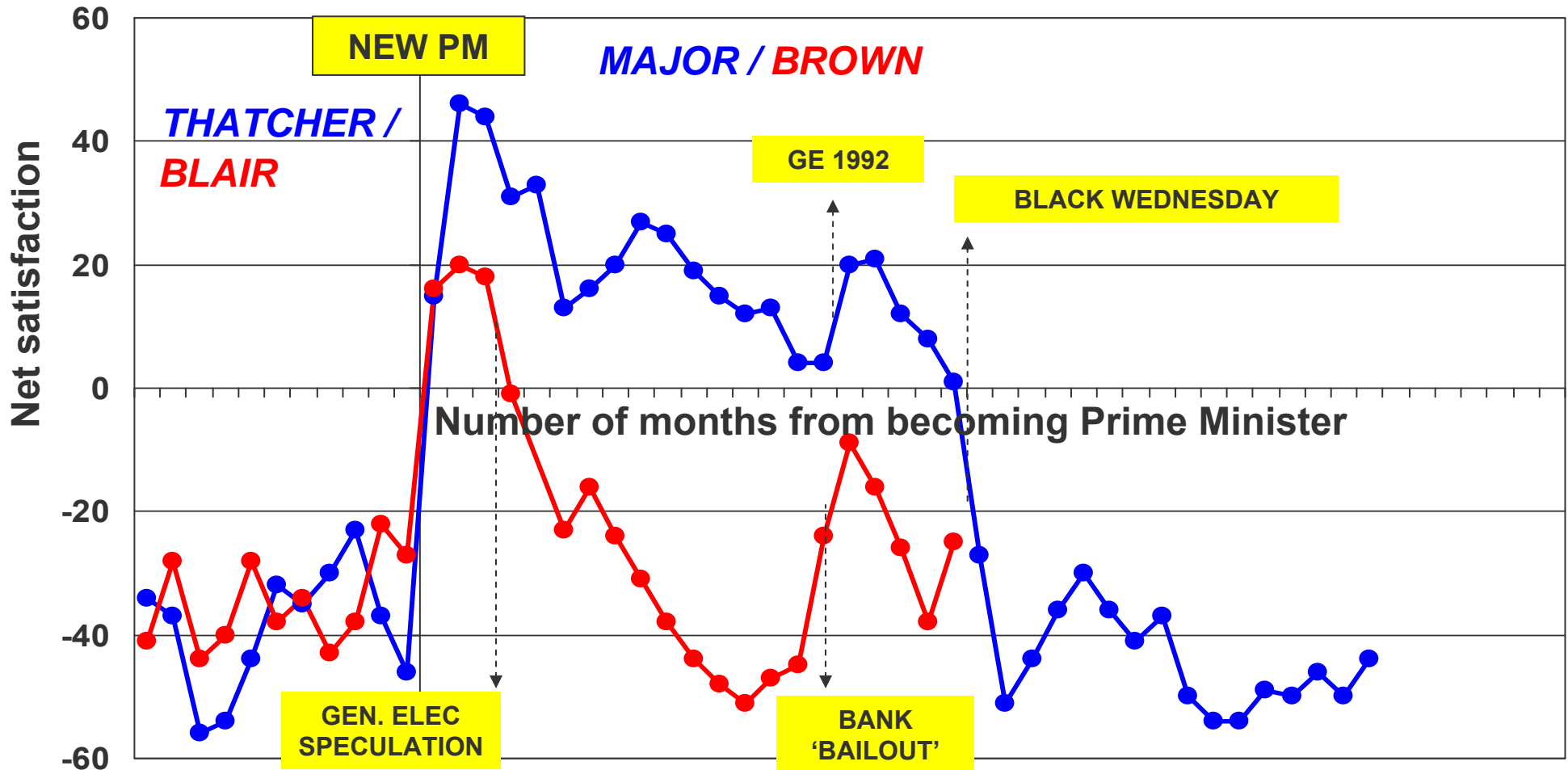


Base: 1,007 British adults 18+, 13th-15th March 2009

Source: Ipsos MORI Political Monitor

Net satisfaction with new Prime Ministers: Thatcher/Major vs. Blair/Brown

How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?



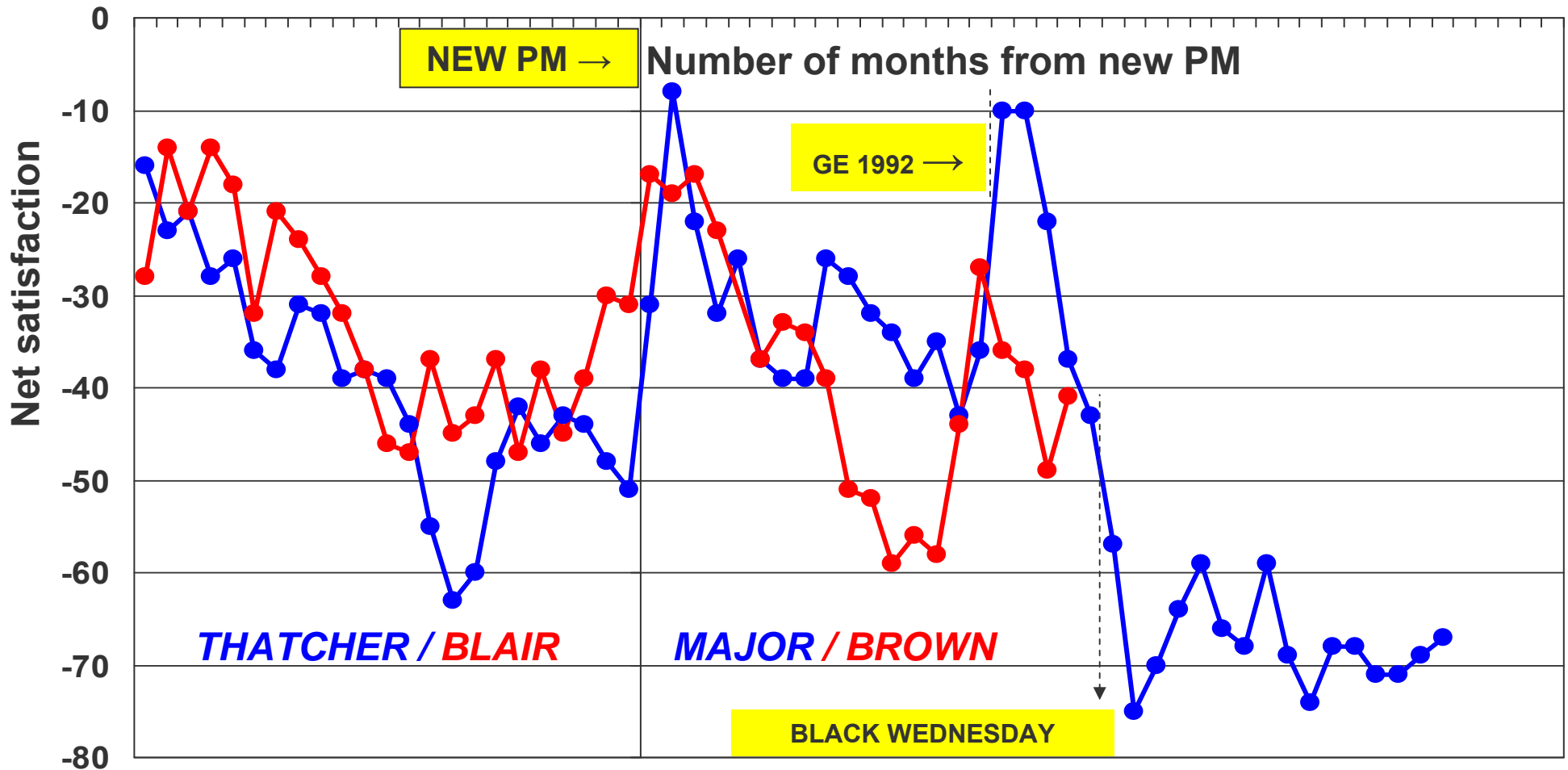
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with new Governments: Thatcher/Major vs. Blair/Brown

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



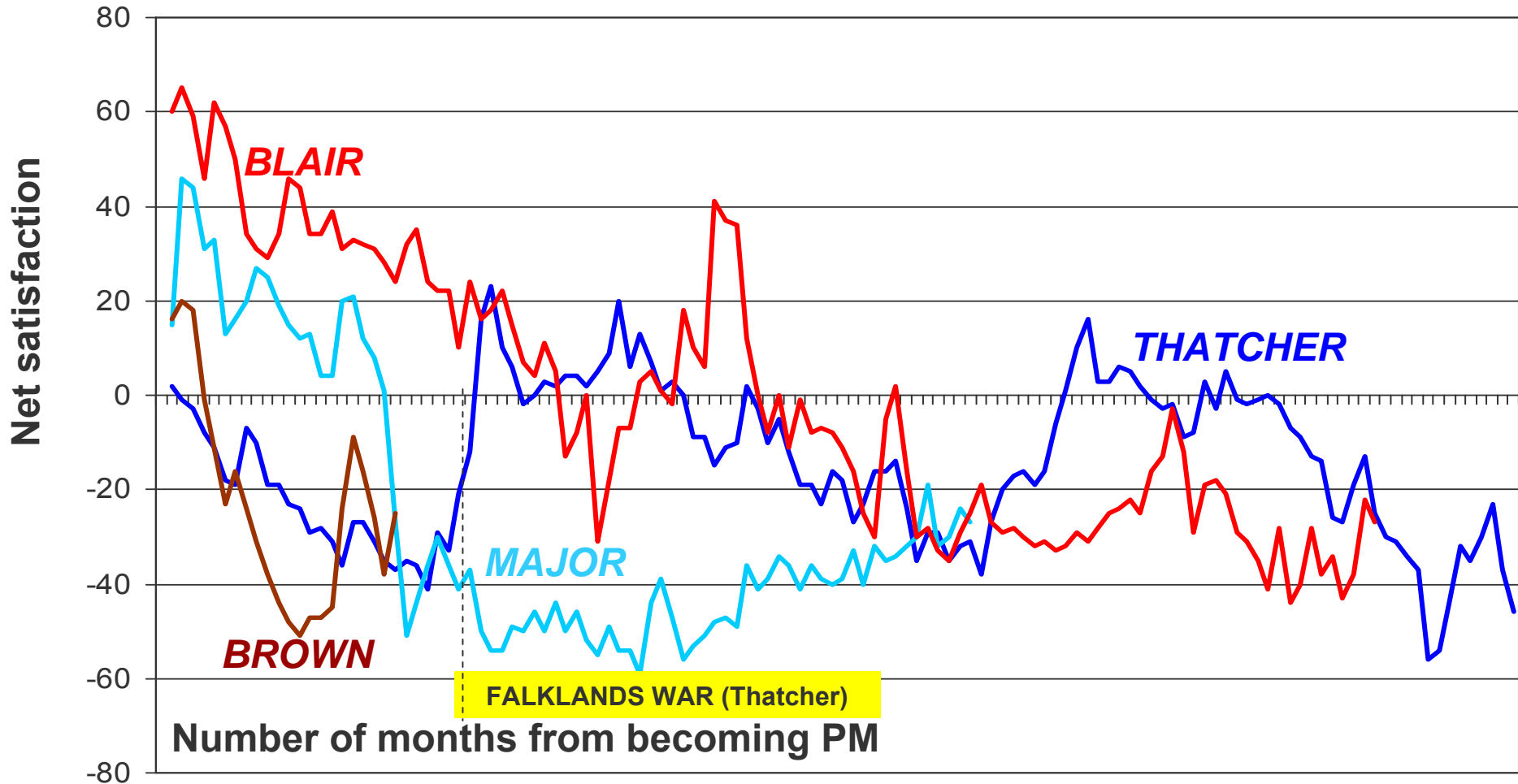
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979– 2009)

How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?



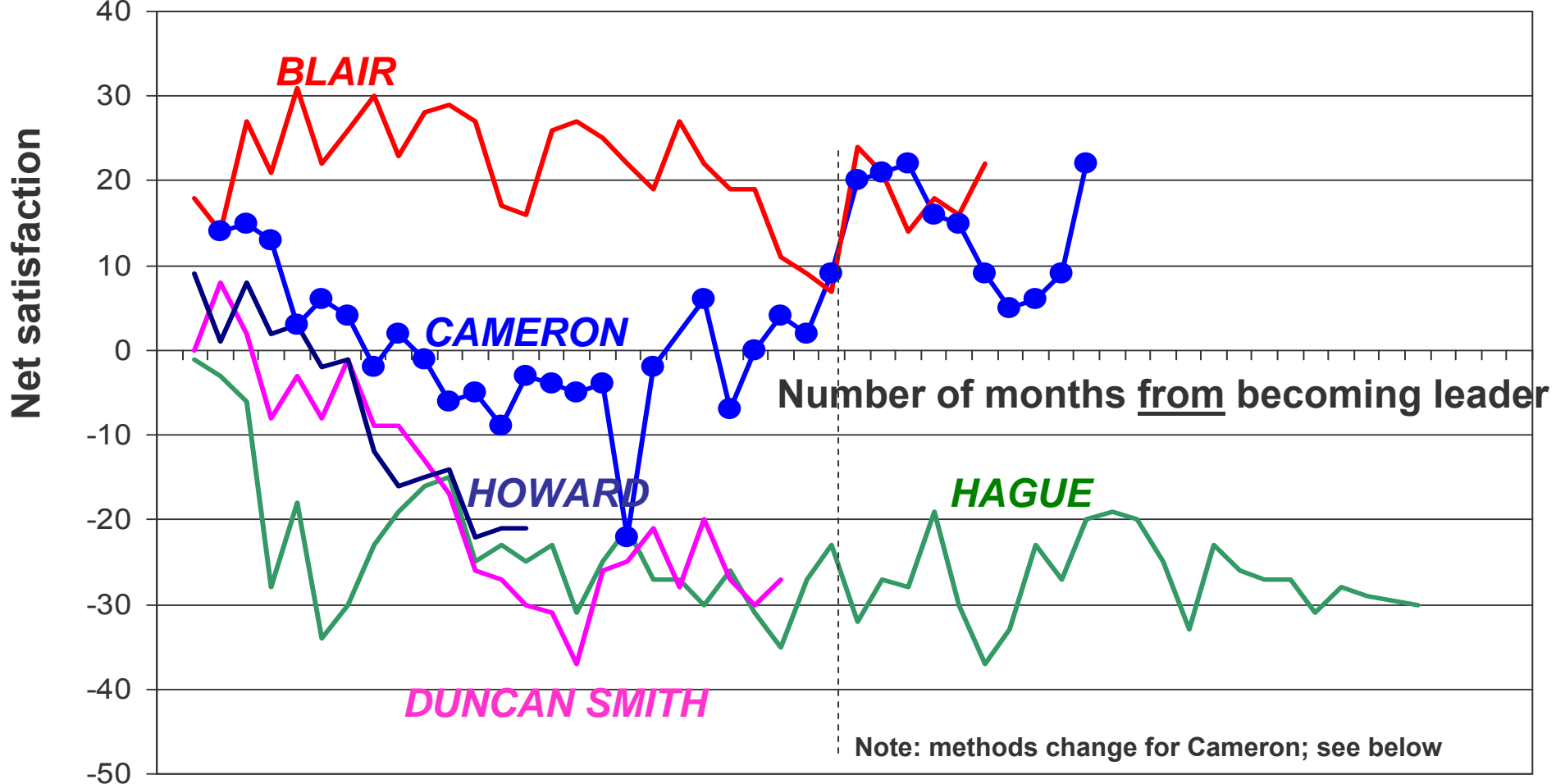
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c.1,000 British adults interviewed 3rd week of the month

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2009)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



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

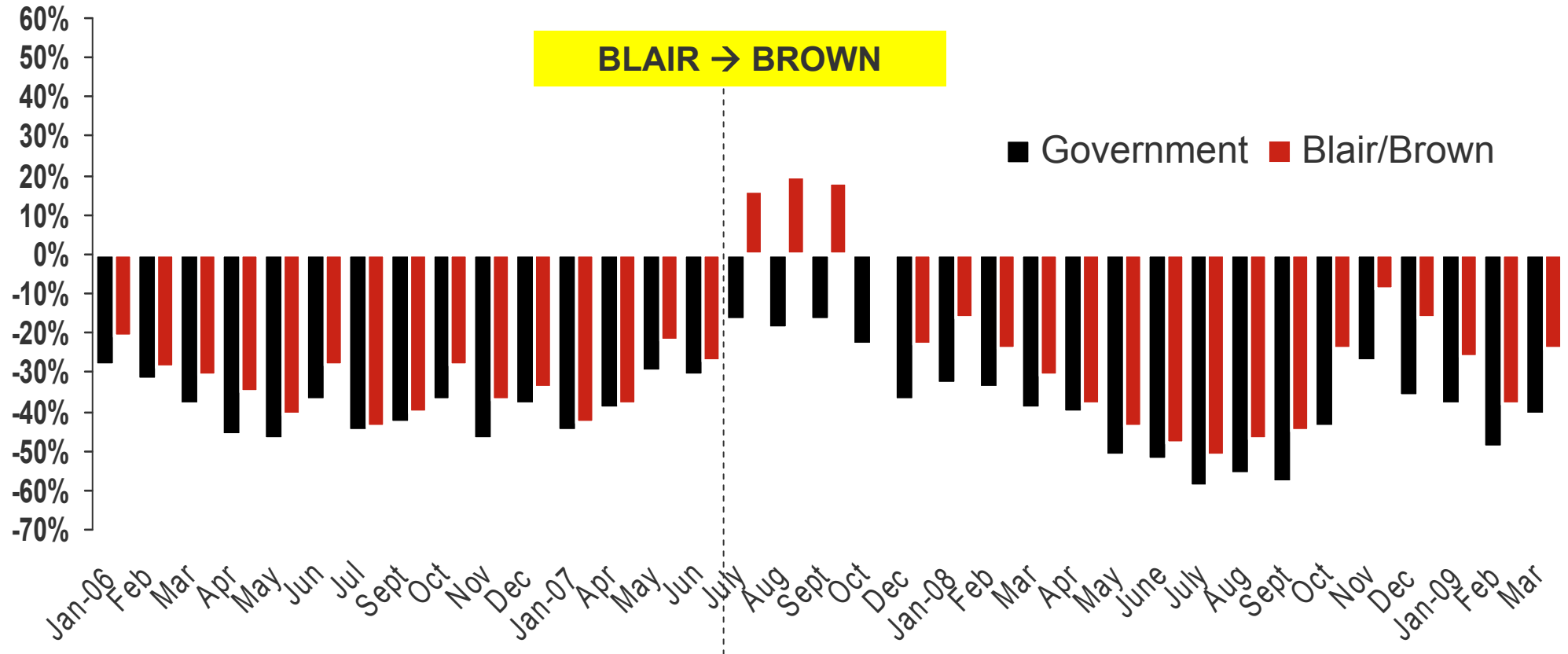
Base: c.1,000 British adults interviewed 3rd week of the month

Source: Ipsos MORI 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 (+/-)



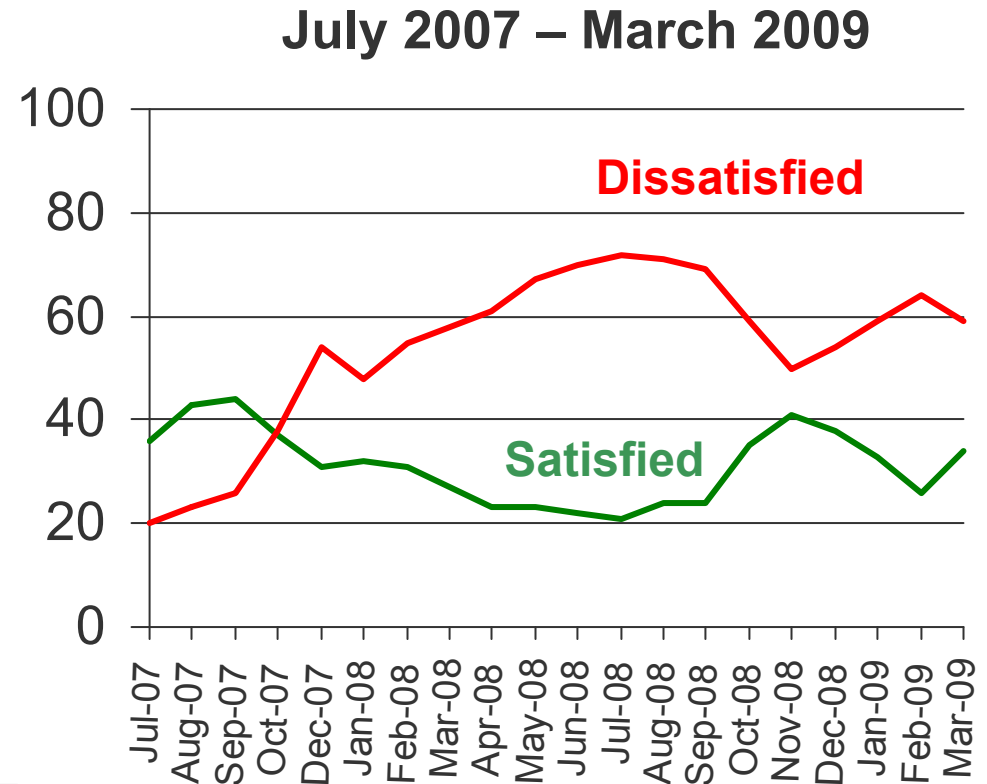
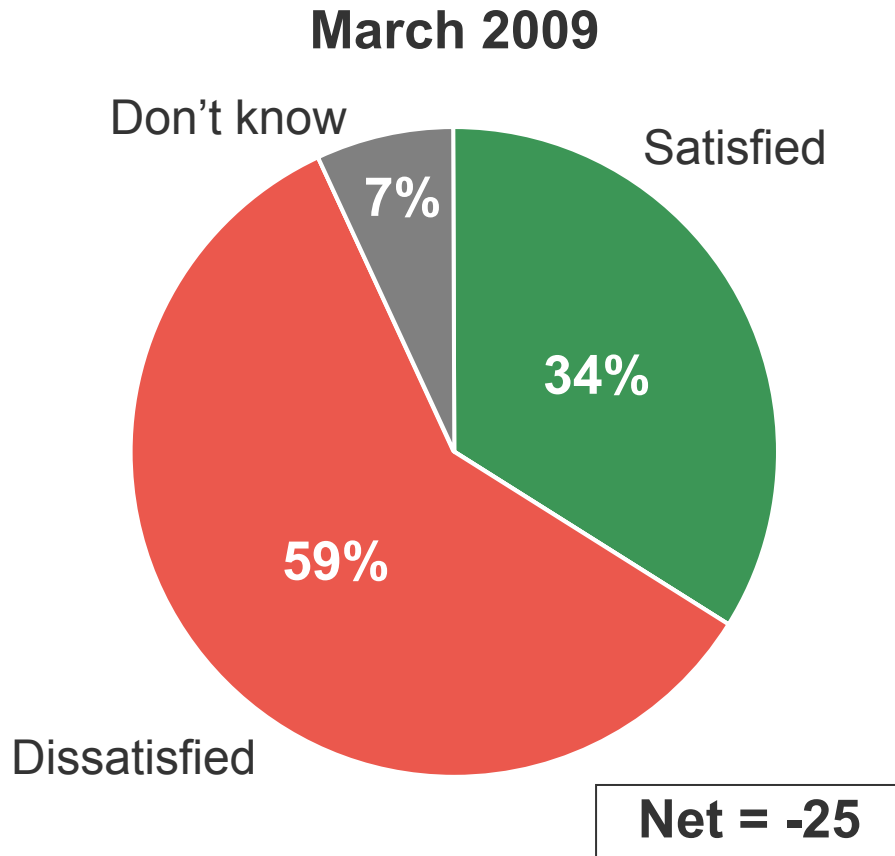
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Gordon Brown (satisfaction)

Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?



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

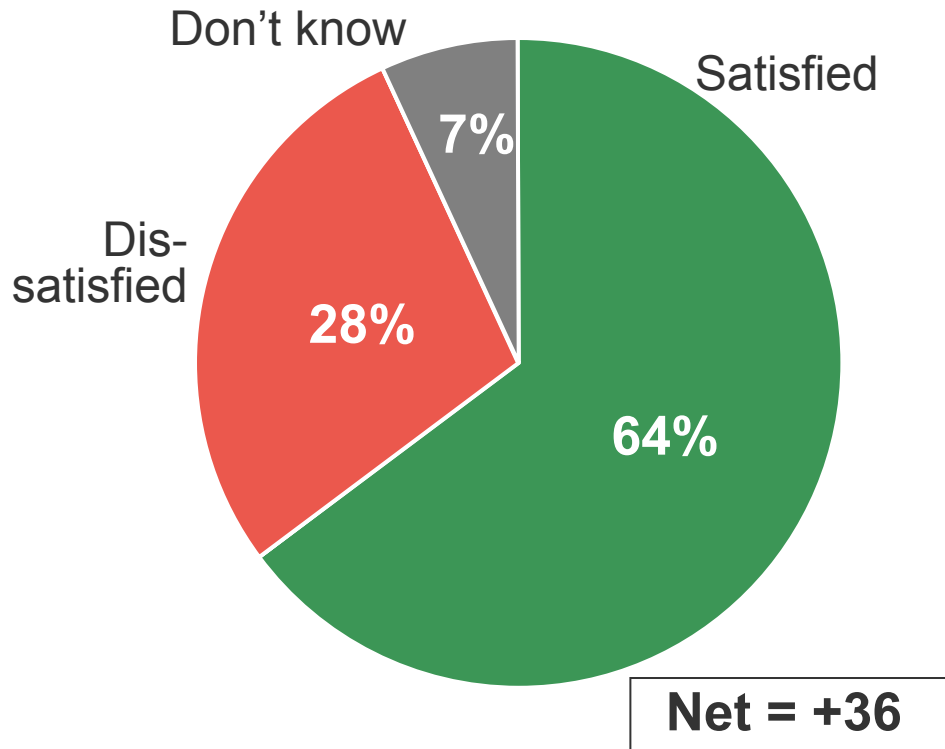
Base: 1,007 British adults 18+, 13th-15th March 2009

Source: Ipsos MORI Political Monitor

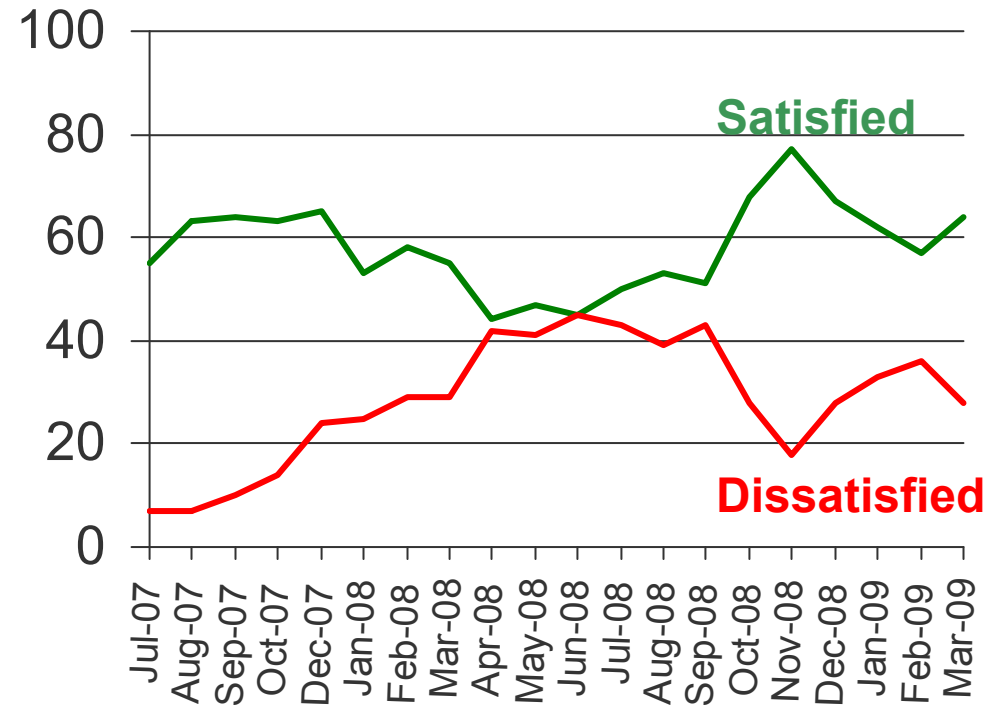
Gordon Brown (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

March 2009



July 2007 – March 2009



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

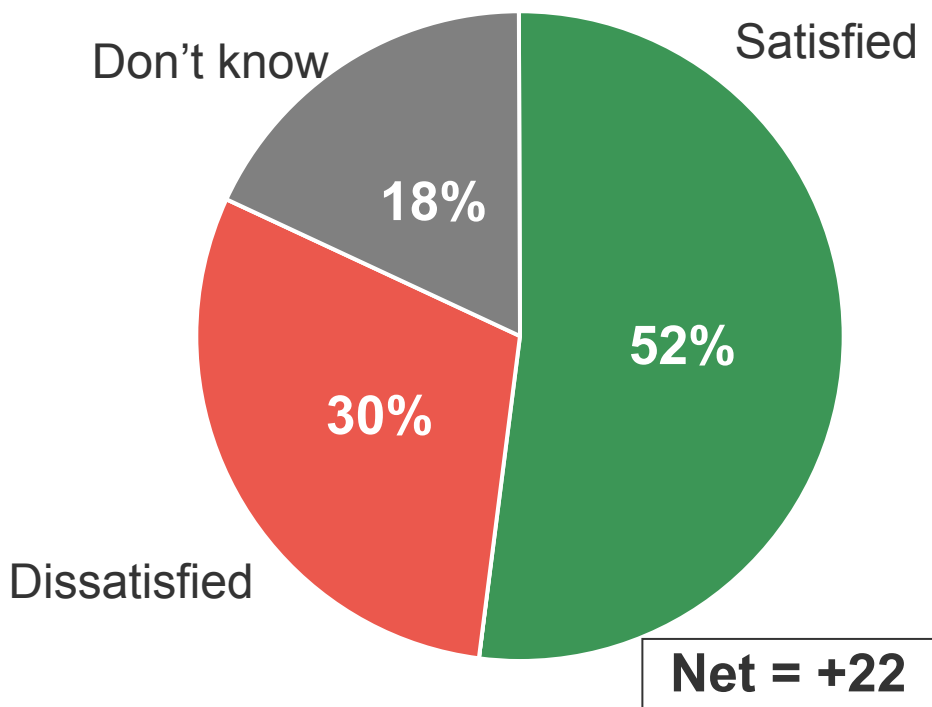
Base: 271 Labour supporters 18+, 13th-15th March 2009

Source: Ipsos MORI Political Monitor

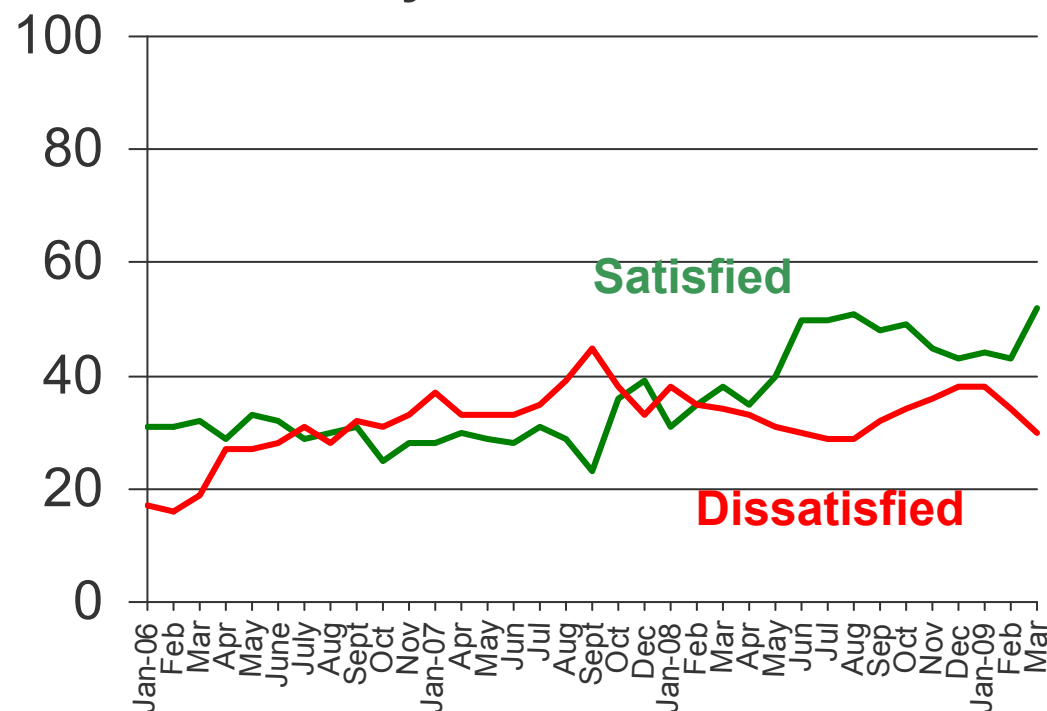
David Cameron (satisfaction)

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

March 2009



January 2006 – March 2009



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

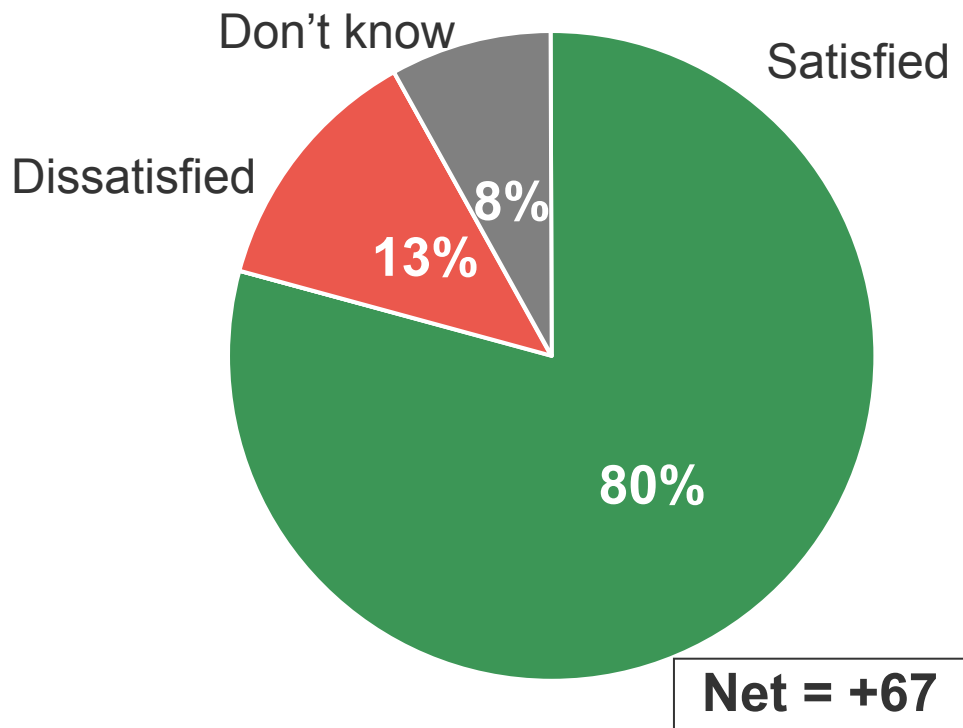
Base: 1,007 British adults 18+, 13th-15th March 2009

Source: Ipsos MORI Political Monitor

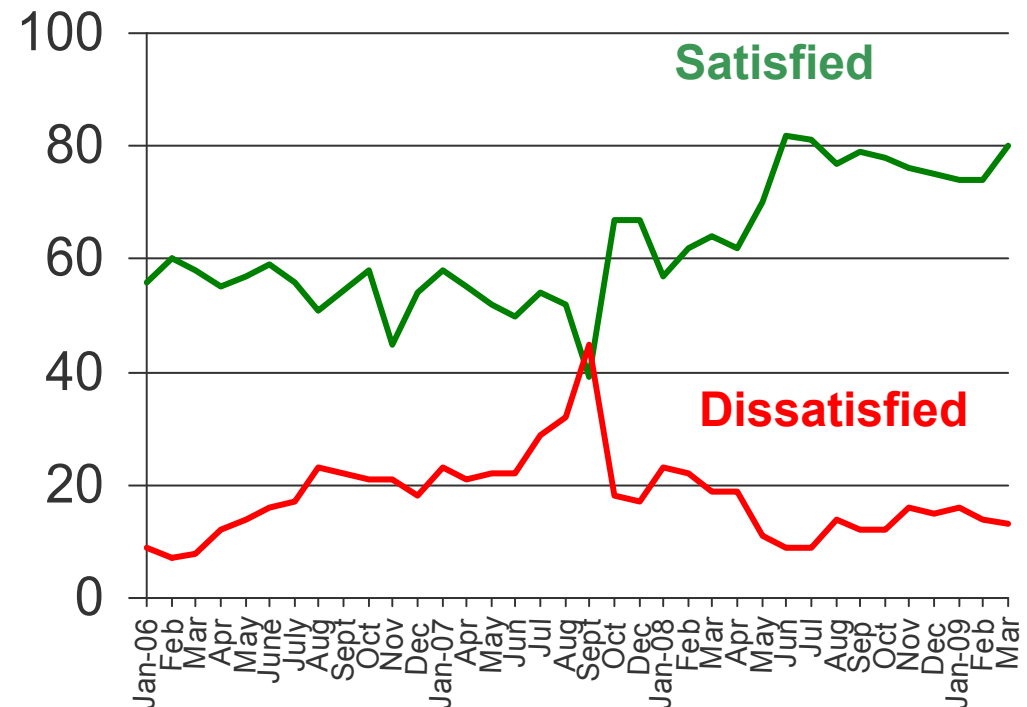
David Cameron (satisfaction among Tory supporters)

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

March 2009



January 2006 – March 2009



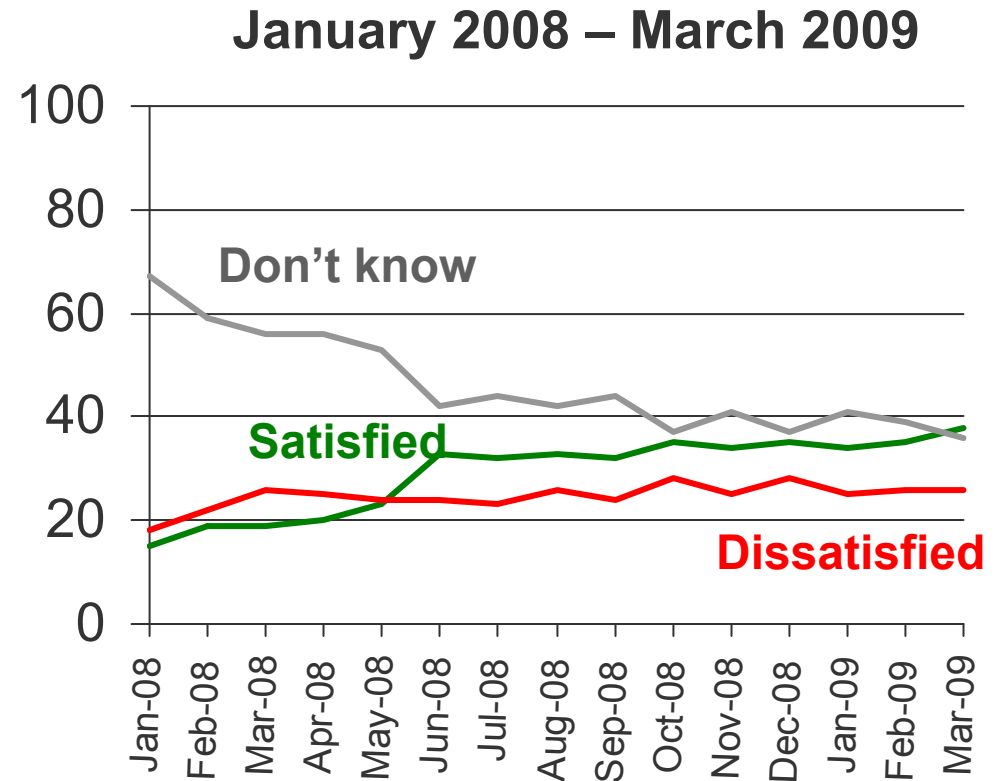
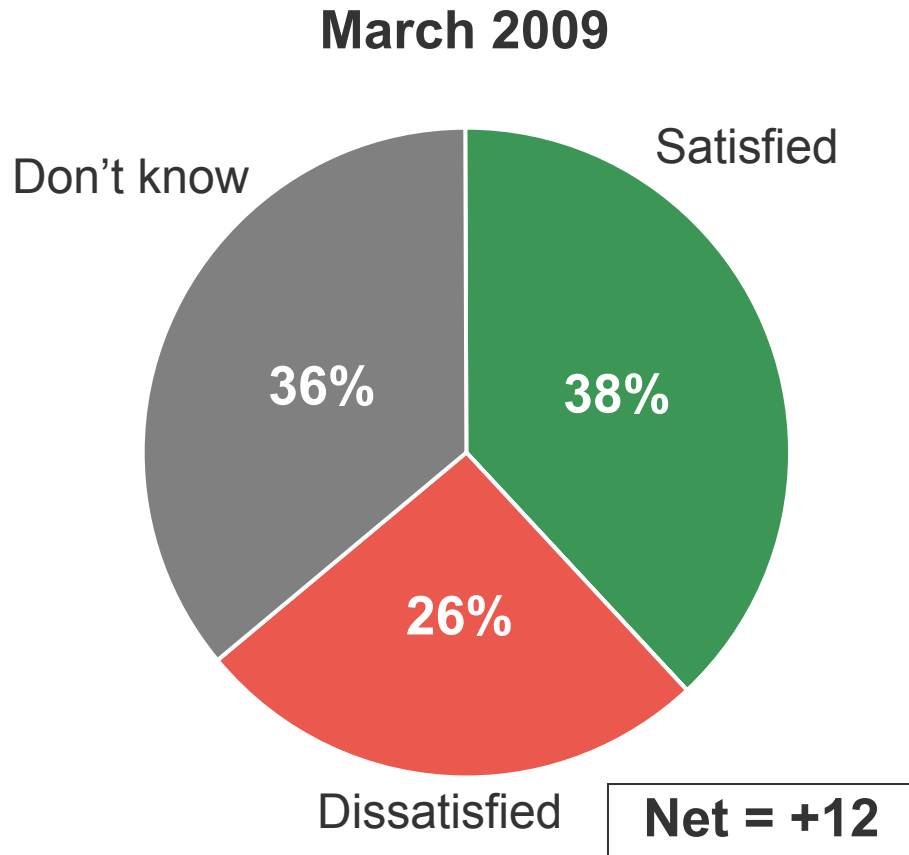
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: 312 Conservative supporters 18+, 13th-15th March 2009

Source: 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?



Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone
Base: 1,007 British adults, 13th-15th March 2009

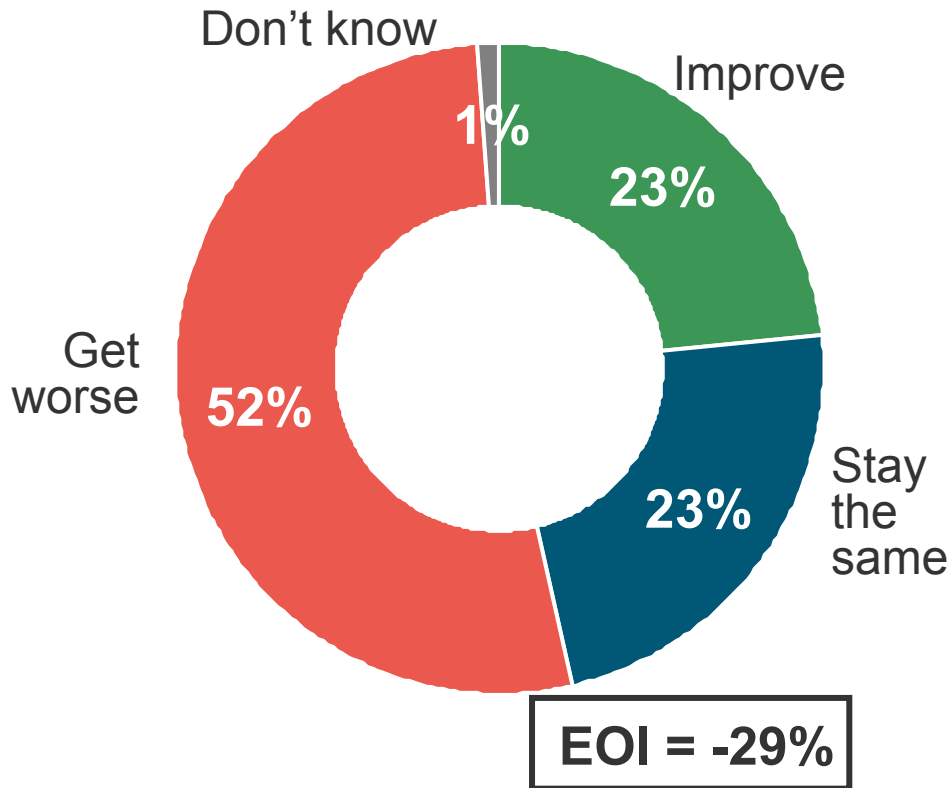
Source: Ipsos MORI Political Monitor

Economic Optimism

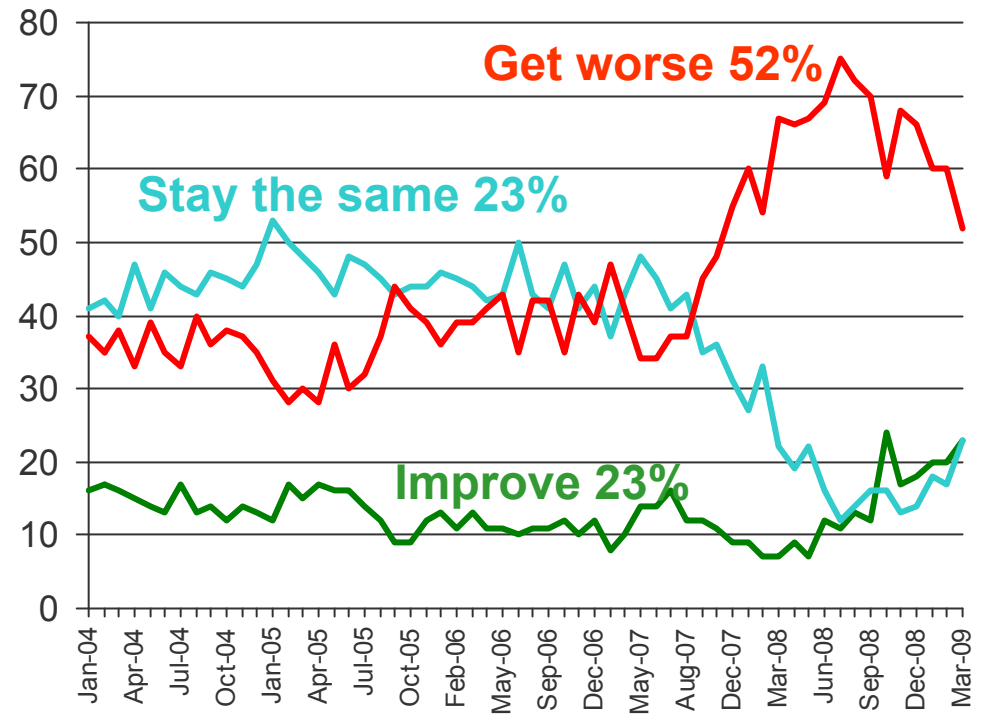
Economic Optimism Index

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 2009



January 2004 – March 2009

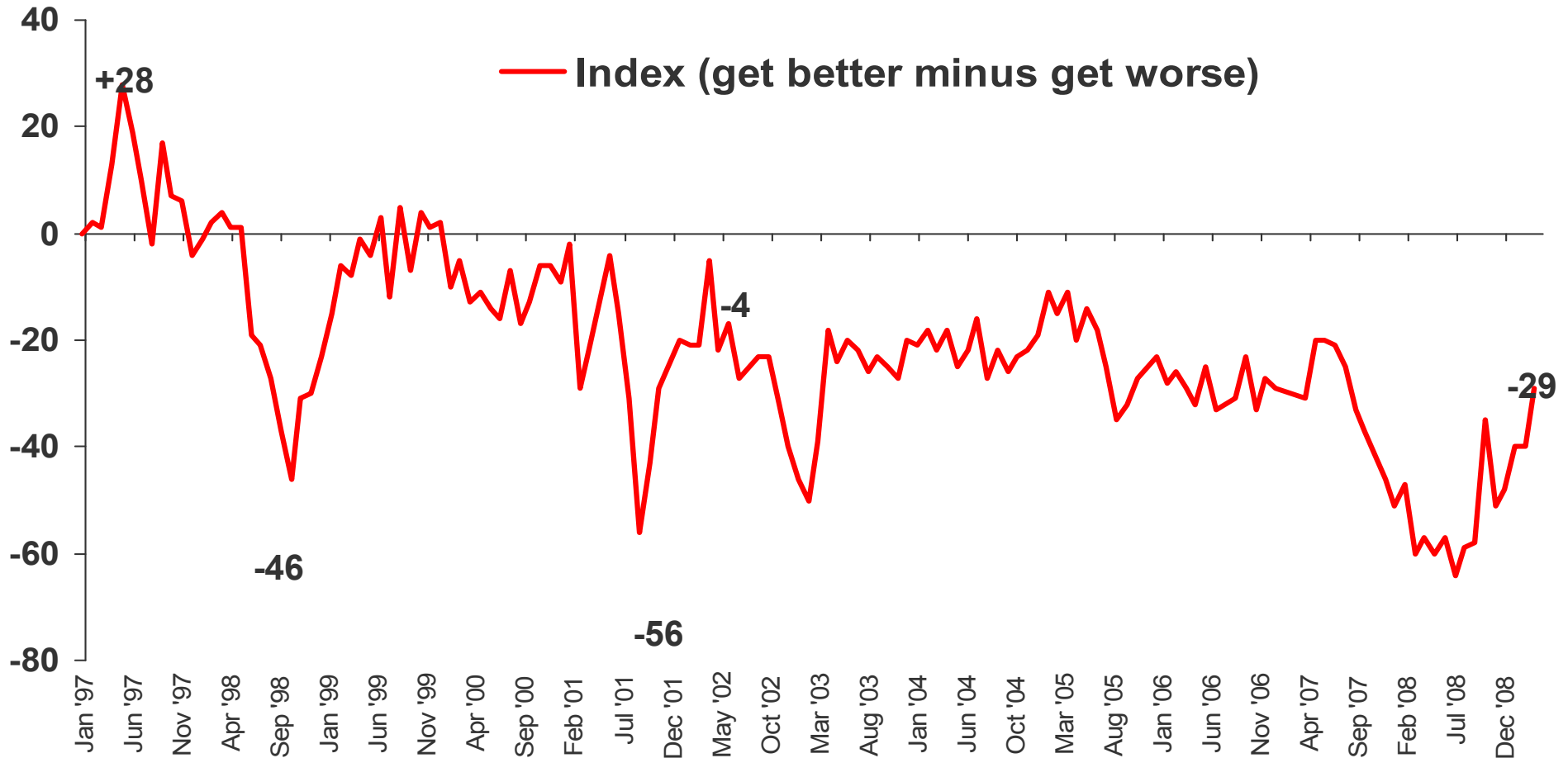


Base: 1,007 British adults, 13th-15th March 2009

Source: 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?

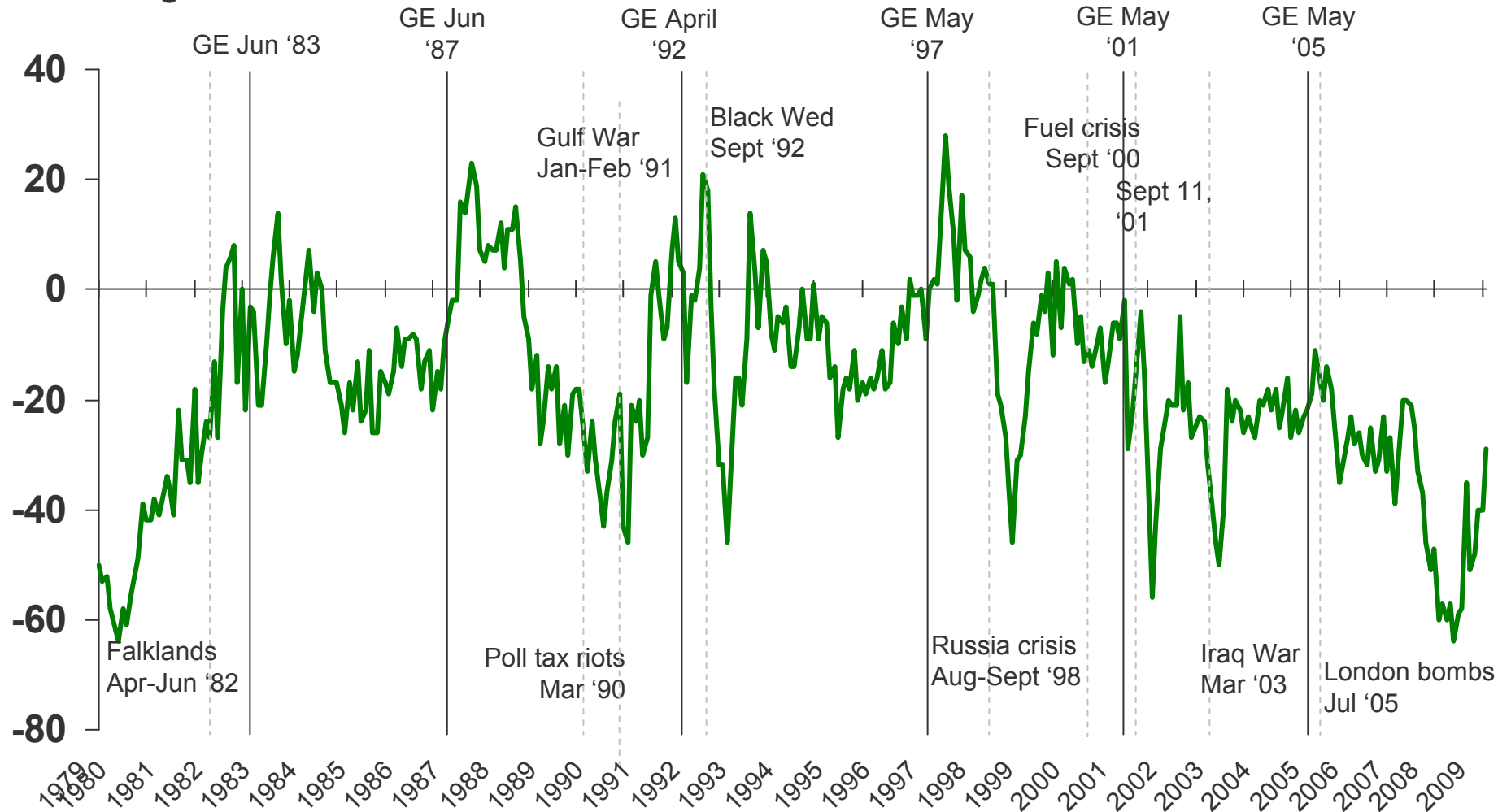


Base: c. 1,000 British adults each month

Source: 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

Source: Ipsos MORI Political Monitor

Questions, comments,
queries:

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