



Political Monitor Trends for Reuters

May 2011

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Ipsos MORI

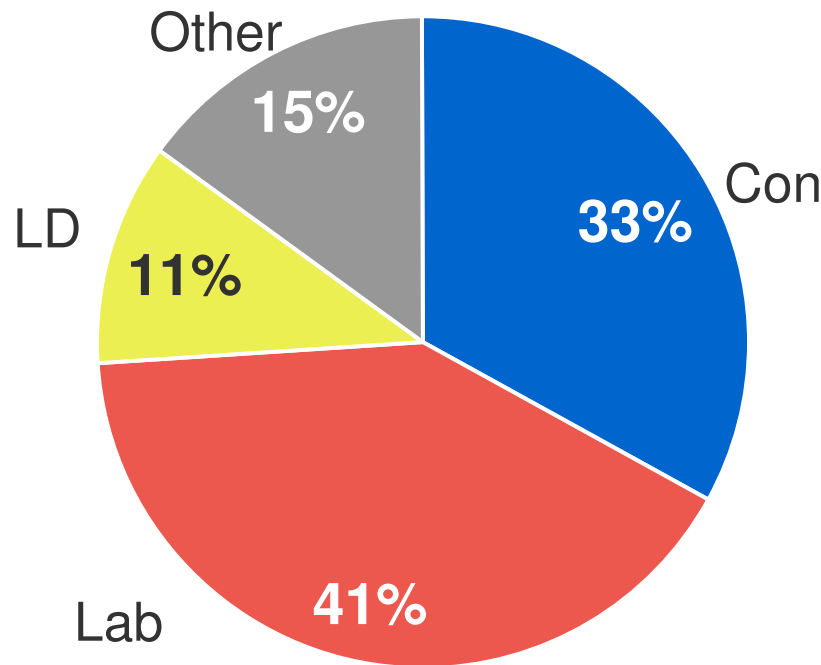


Voting Intentions

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

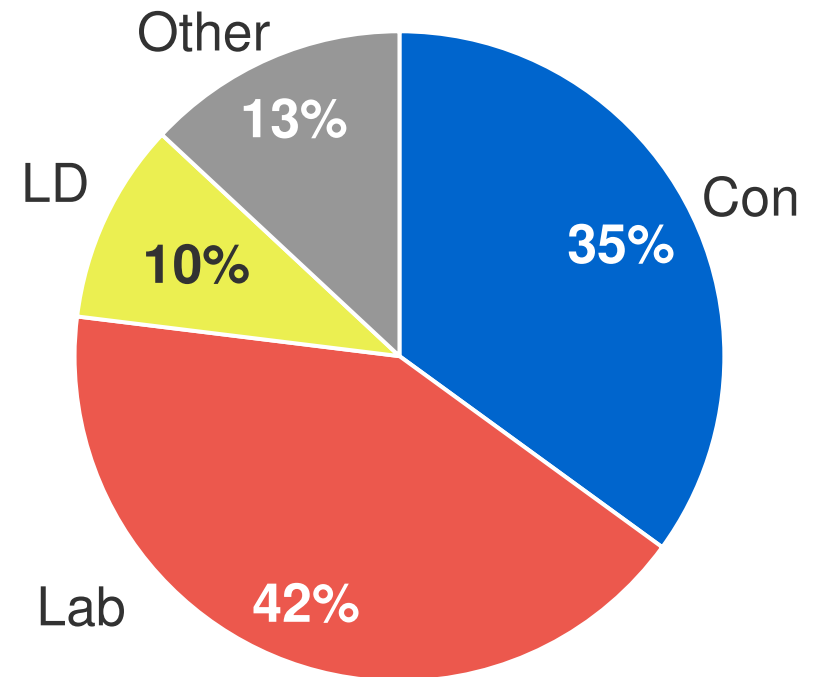
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 83%



Conservative lead = -8

All certain to vote: 60%

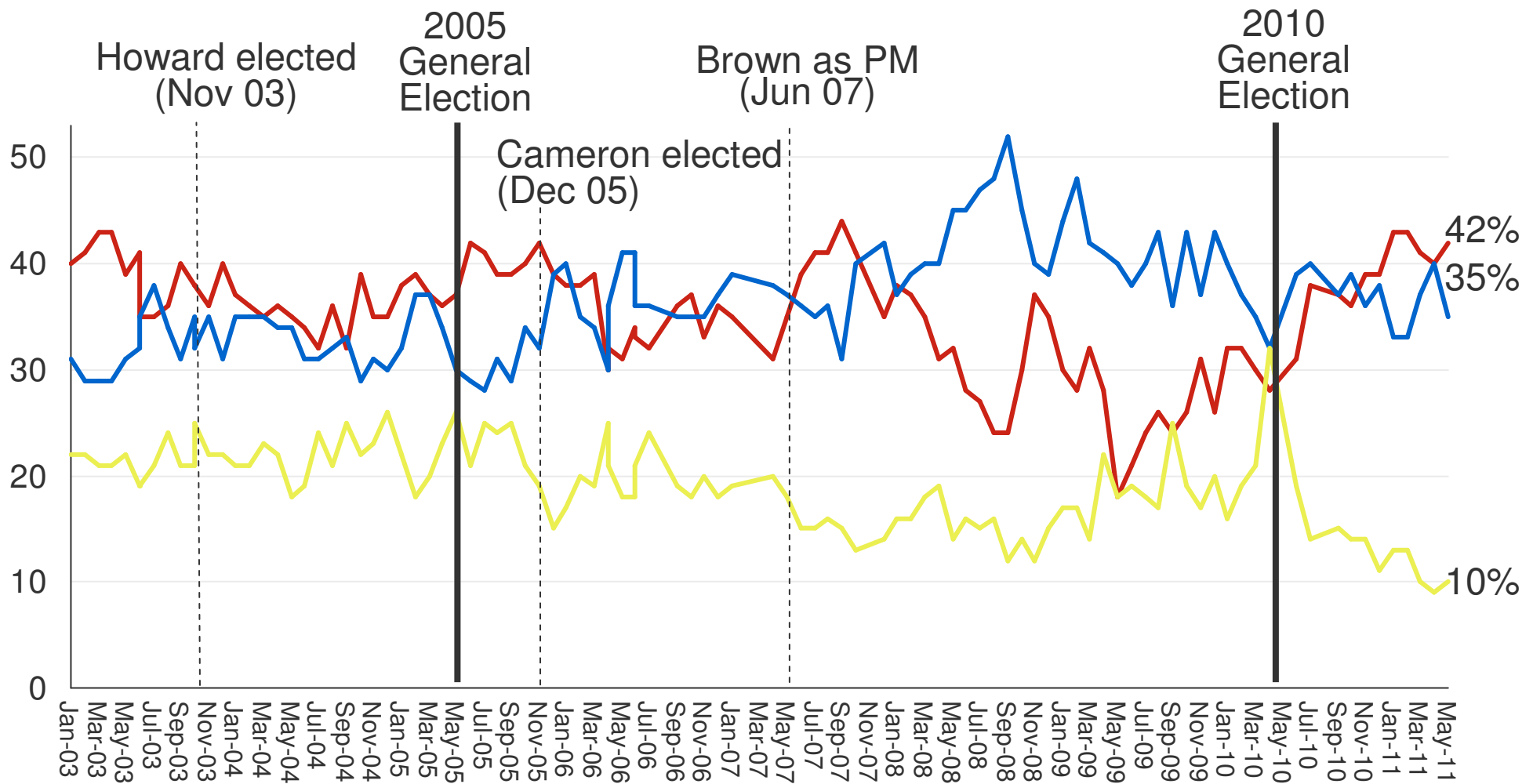


Conservative lead = -7

Base: All giving a voting intention = 823 unweighted, All certain to vote = 602 unweighted; data collected among 1,008 British adults 18+, 20th -24th May 2011

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

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



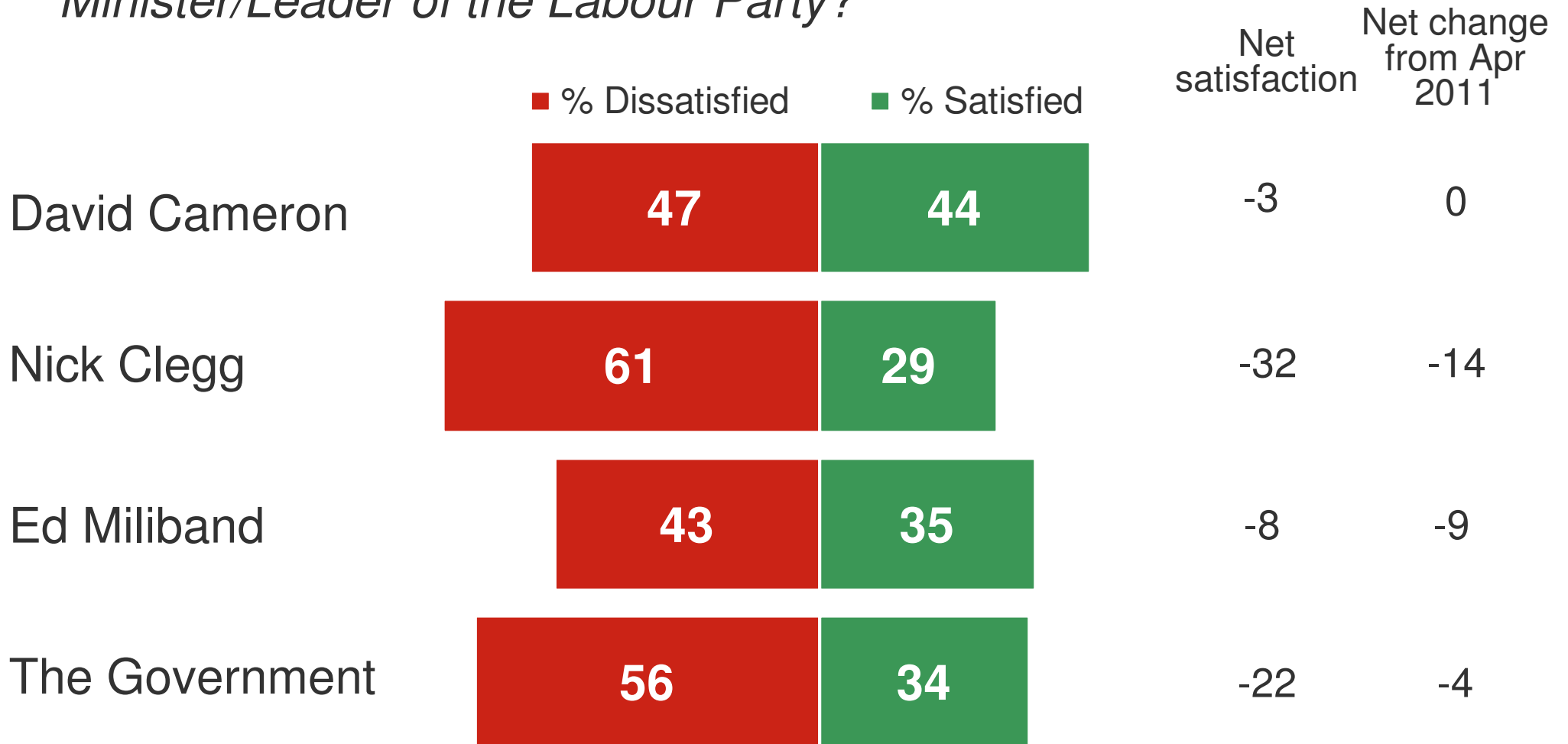
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor
Ipsos MORI



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: 1,008 British adults 18+, 20th – 24th May 2011

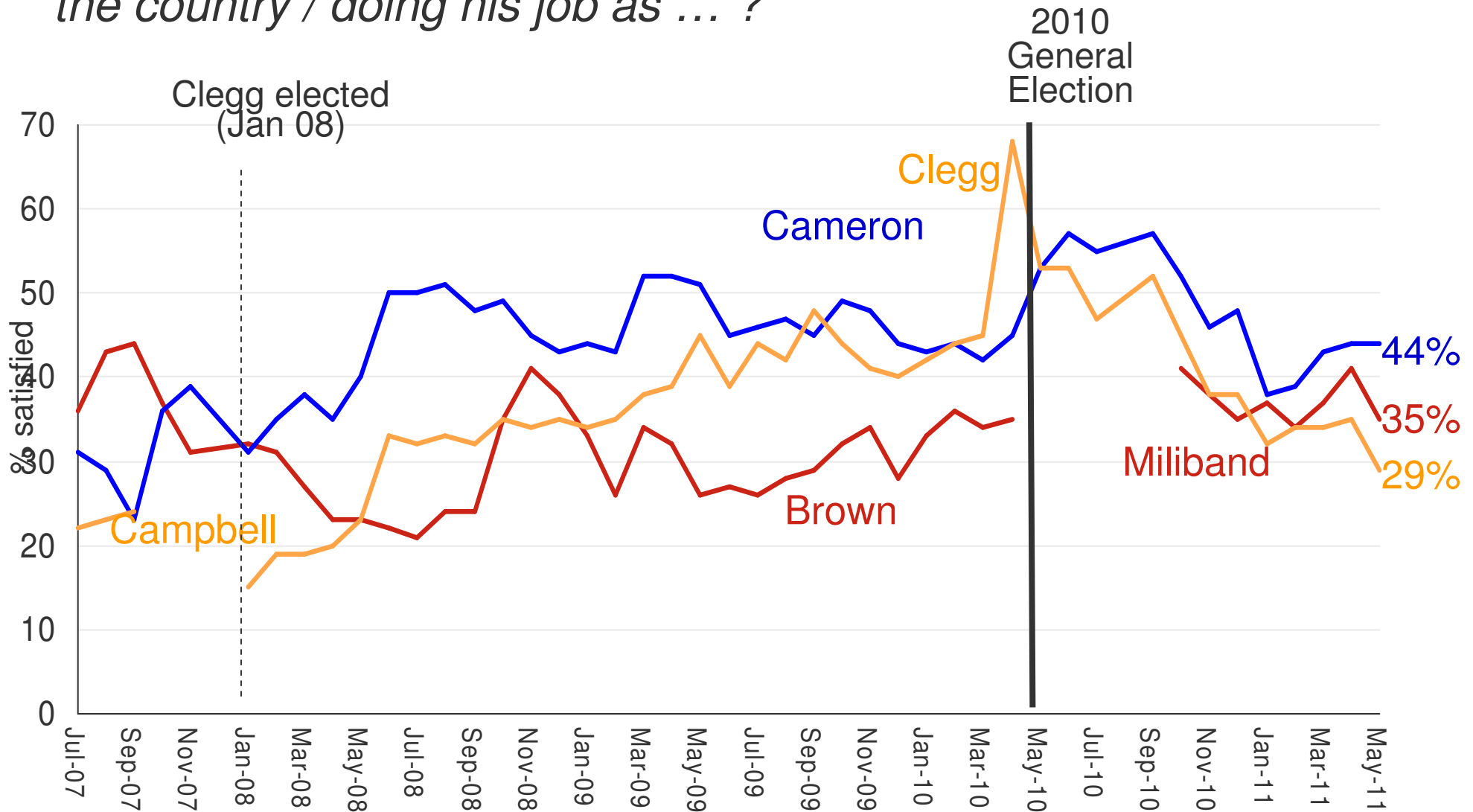
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



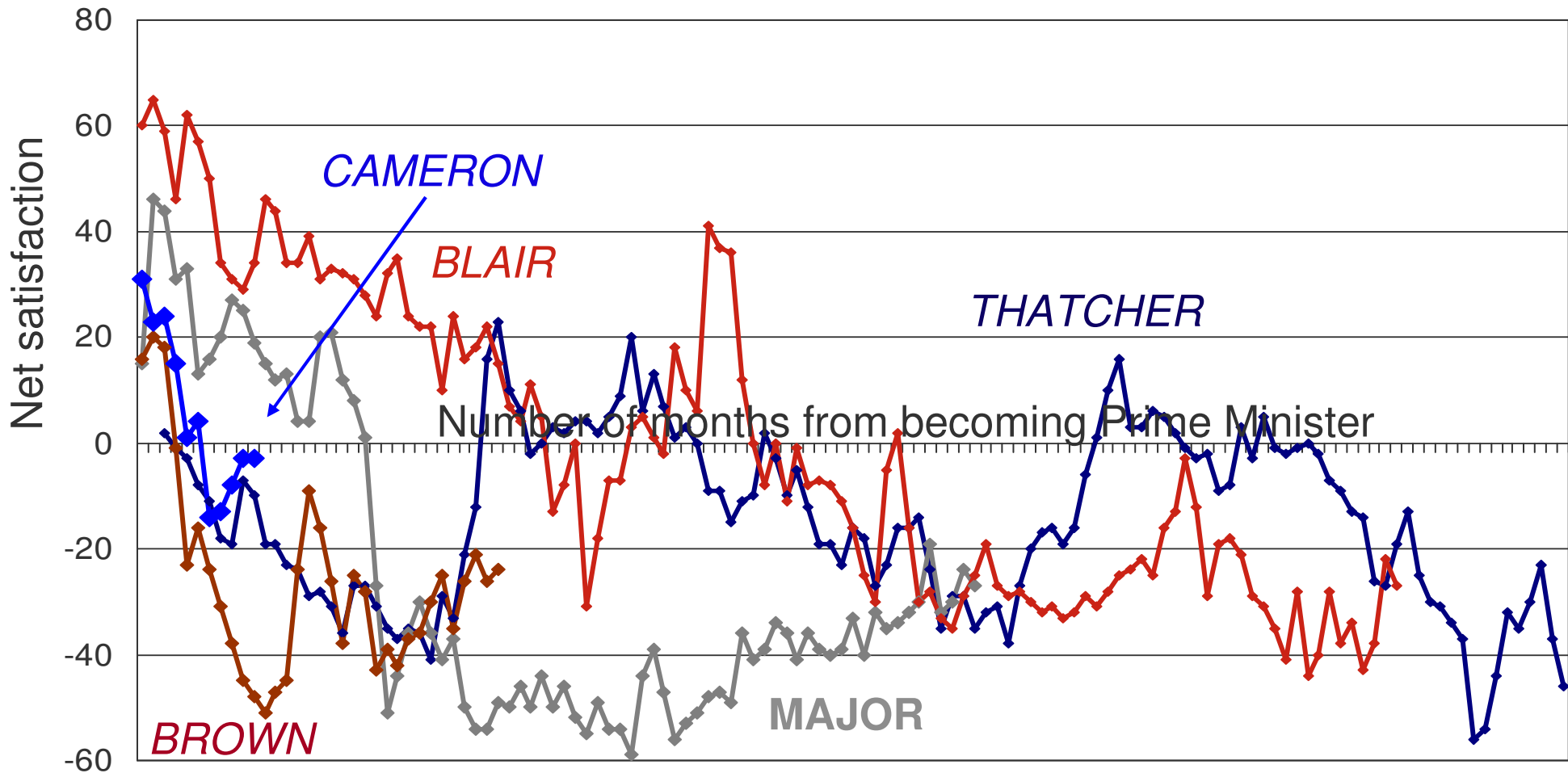
Satisfaction with Party leaders July 07 – May 11

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

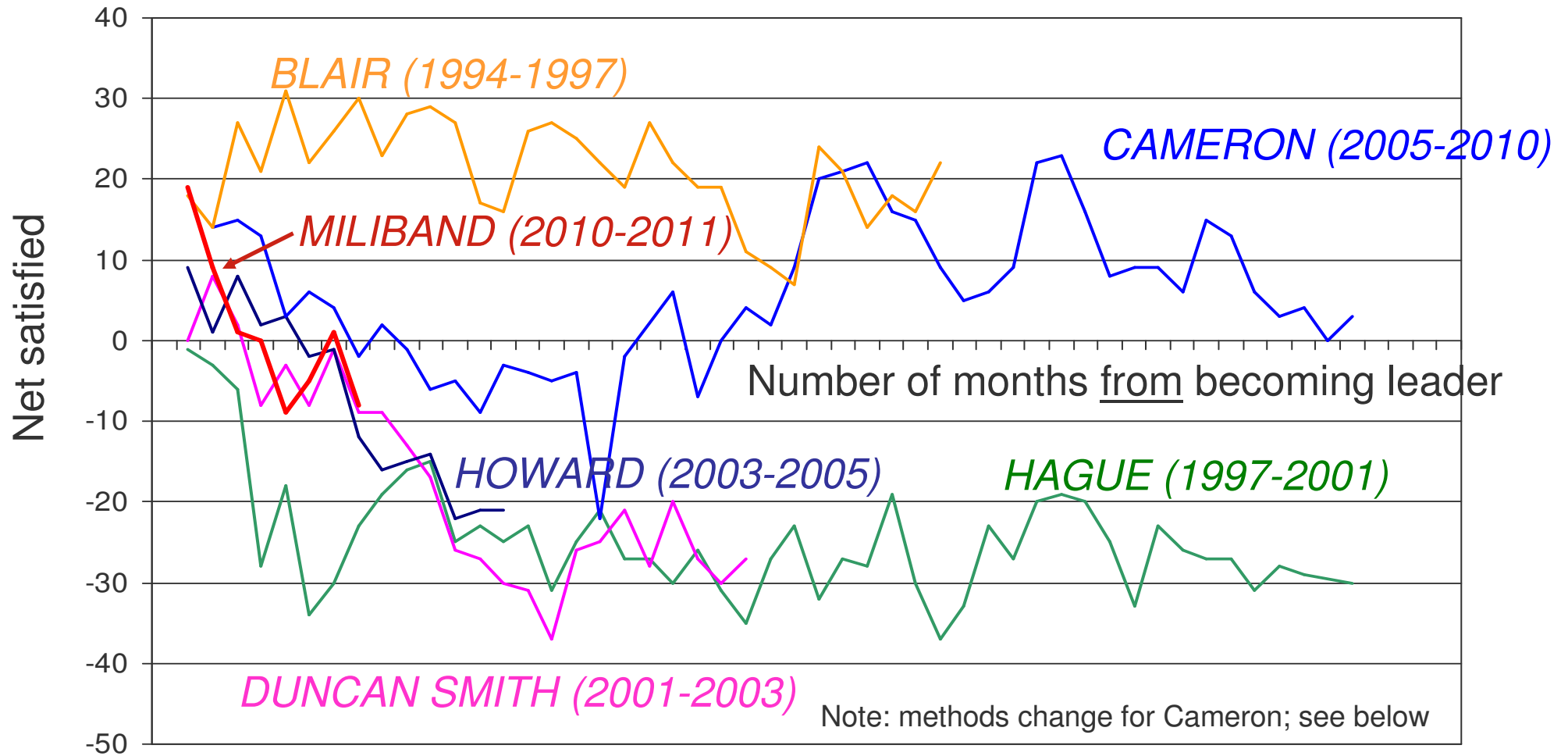
Ipsos MORI

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 Opposition Leaders (1994 – 2011)

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



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

Source: Ipsos MORI Political Monitor

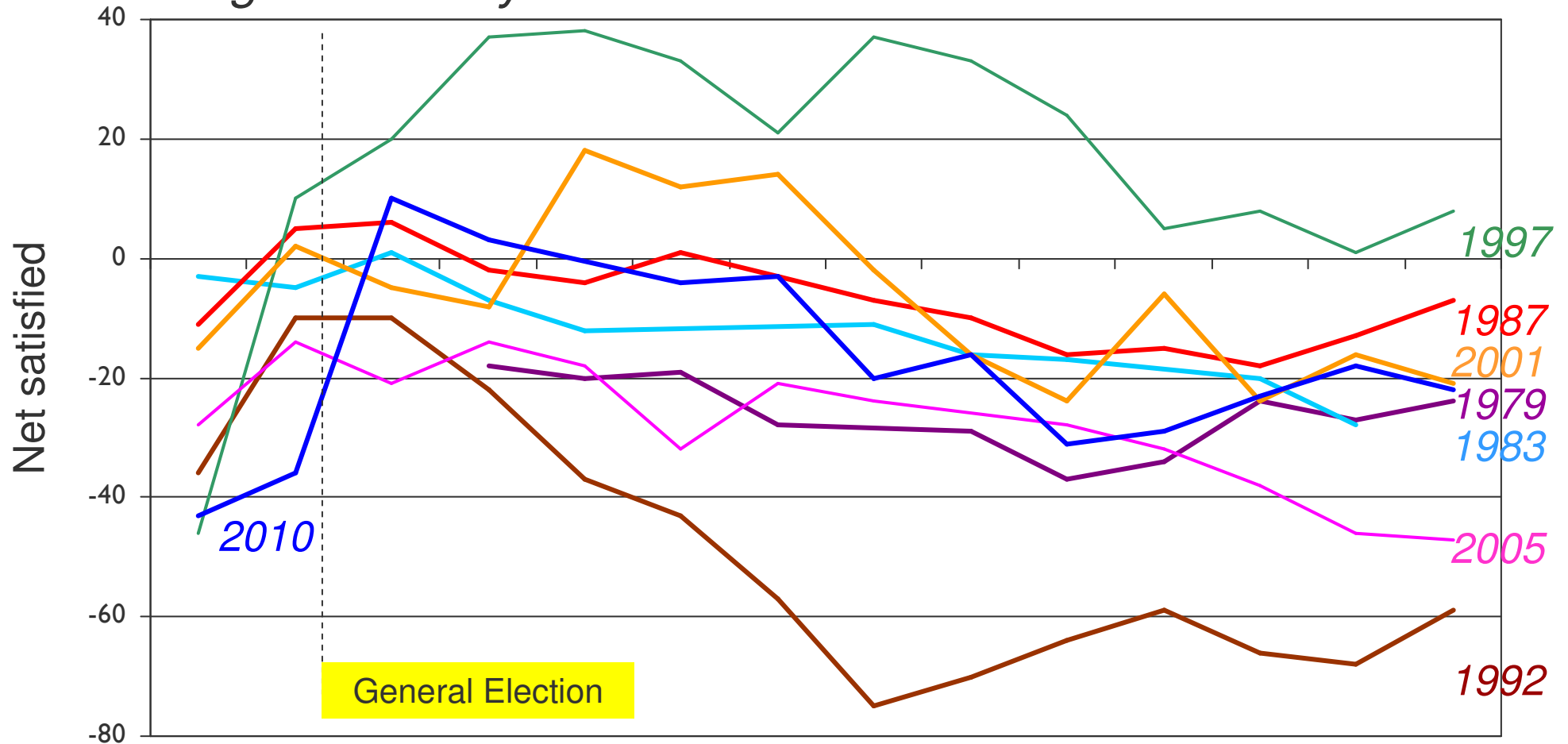
Ipsos MORI

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

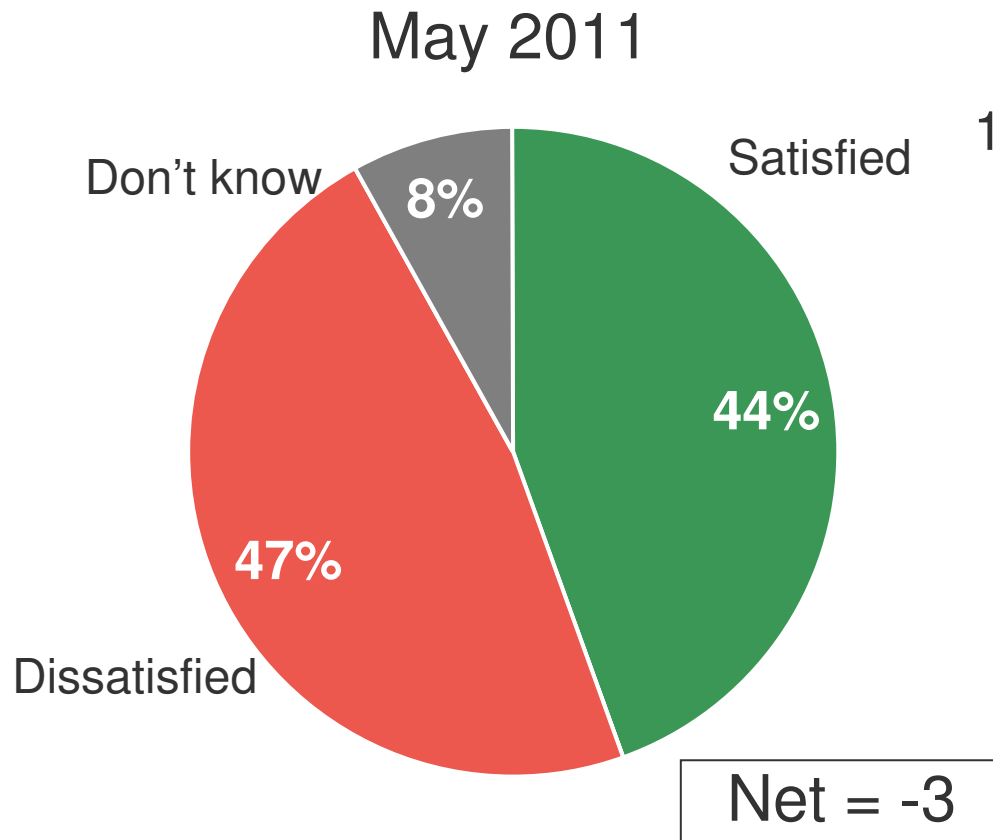
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

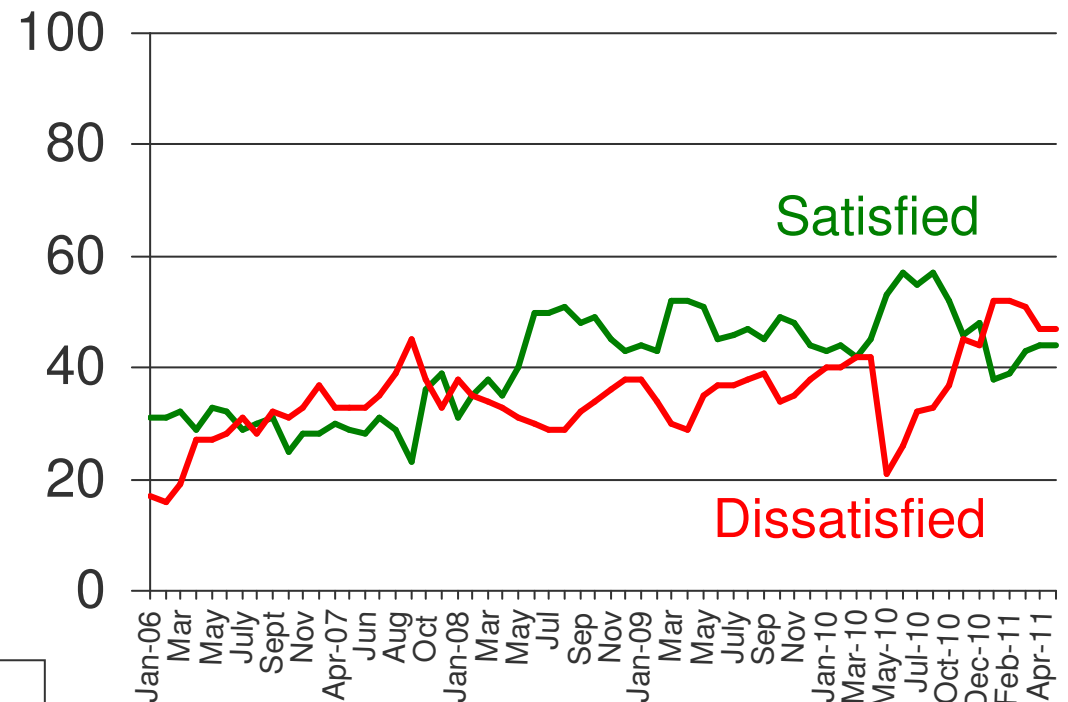


David Cameron (satisfaction)

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 – May 2011



Base: 1,008 British adults 18+, 20th-24th May 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

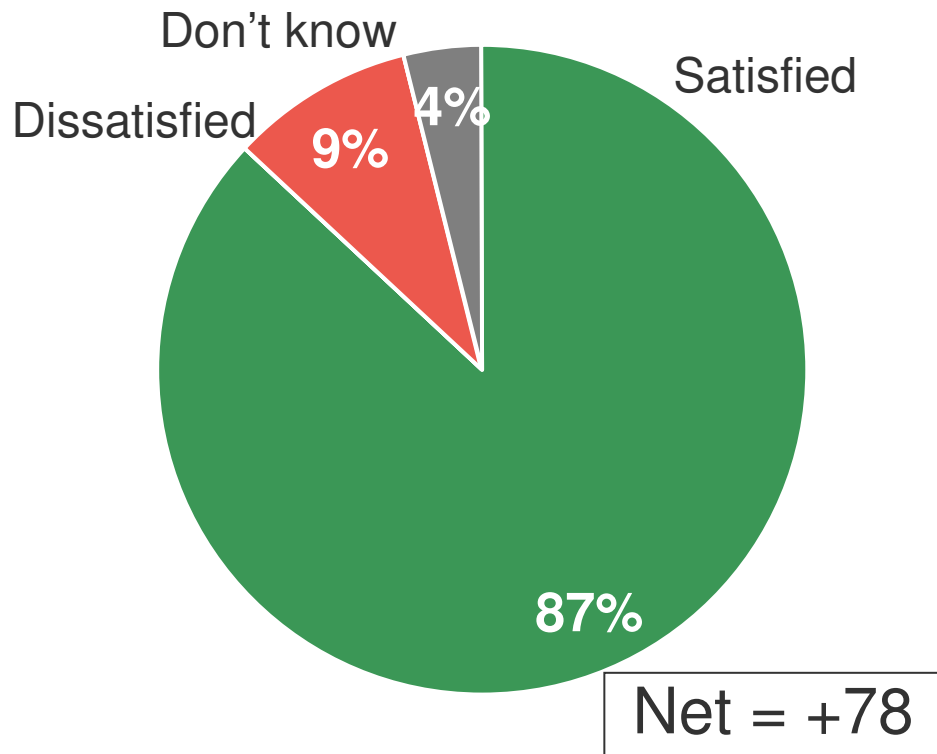
Source: Reuters/Ipsos MORI Political Monitor



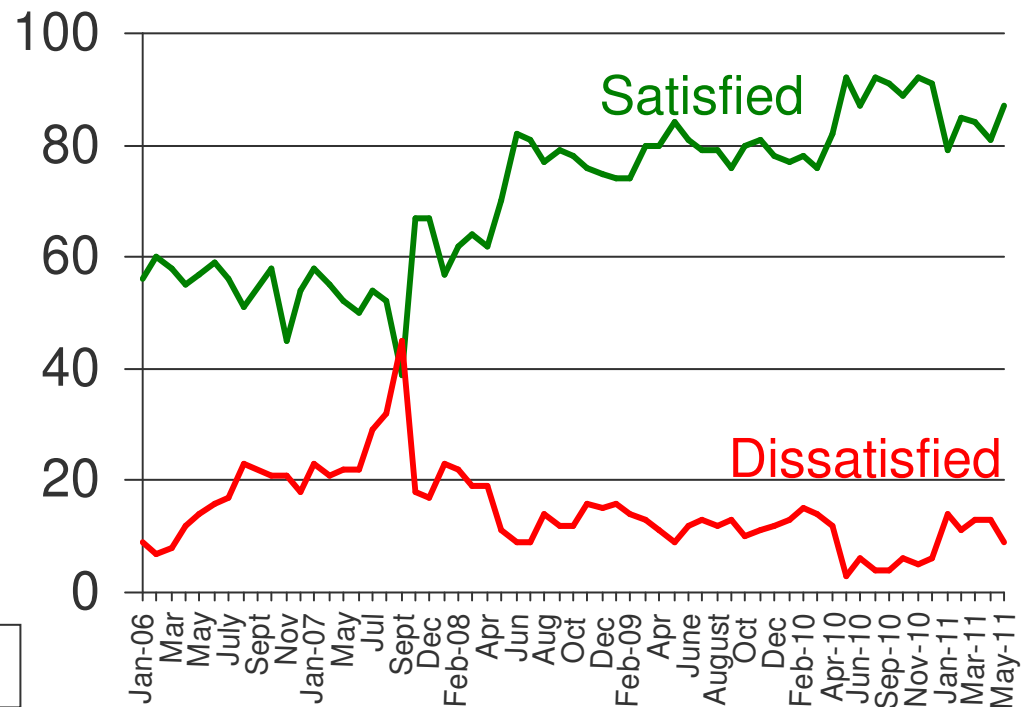
David Cameron (satisfaction among Tory supporters)

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

May 2011



January 2006 – May 2011



Base: 254 Conservative supporters 18+, 20th-24th May 2011

Ipsos MORI

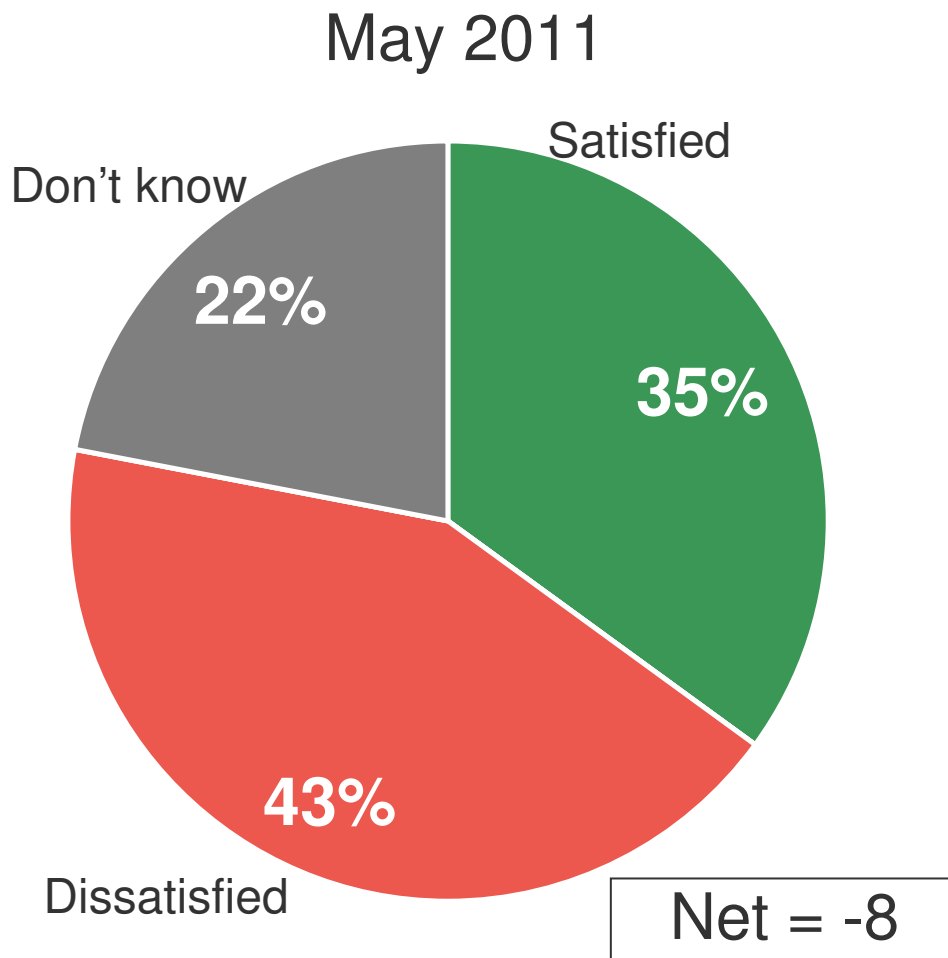
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Ed Miliband (satisfaction)

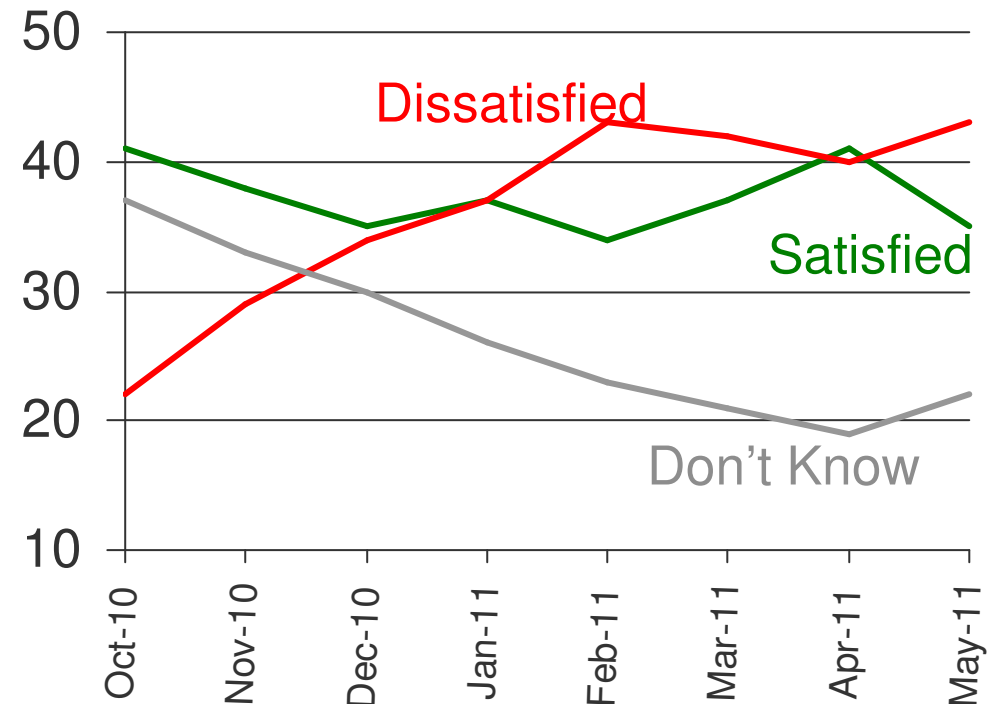
Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



Base: 1,008 British adults 18+, 20th-24th May 2011

Ipsos MORI

October 2010 – May 2011

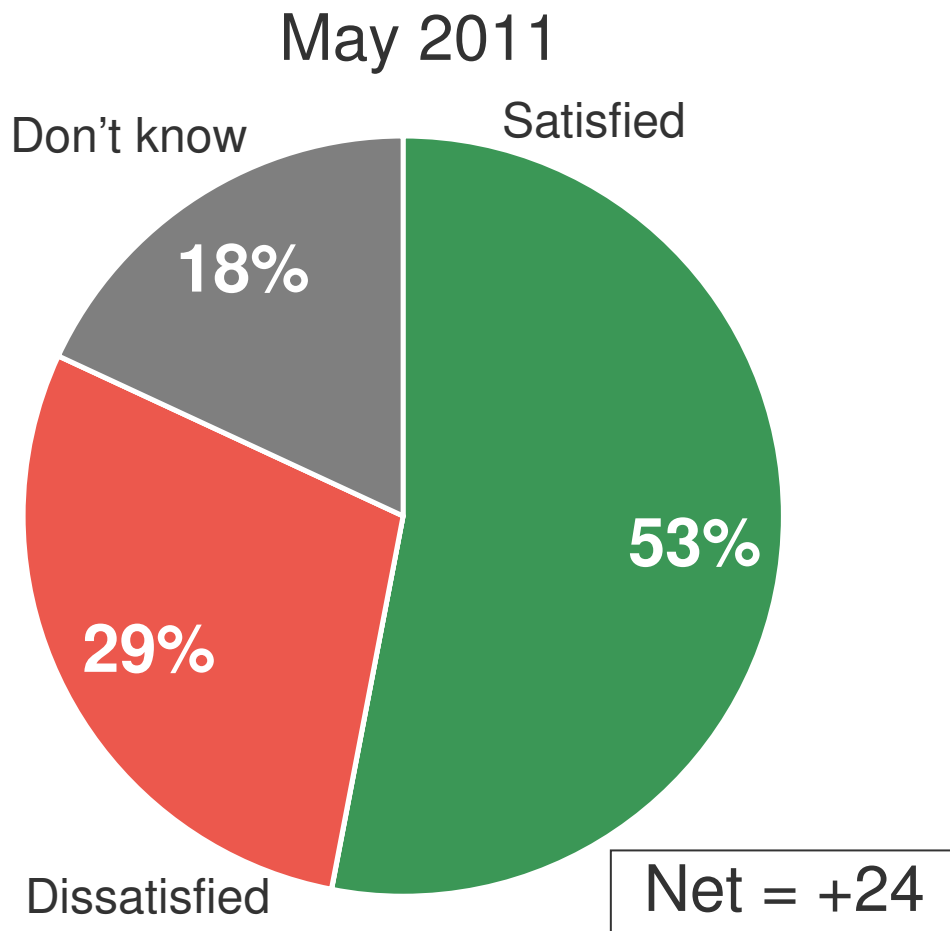


Source: Reuters/Ipsos MORI Political Monitor

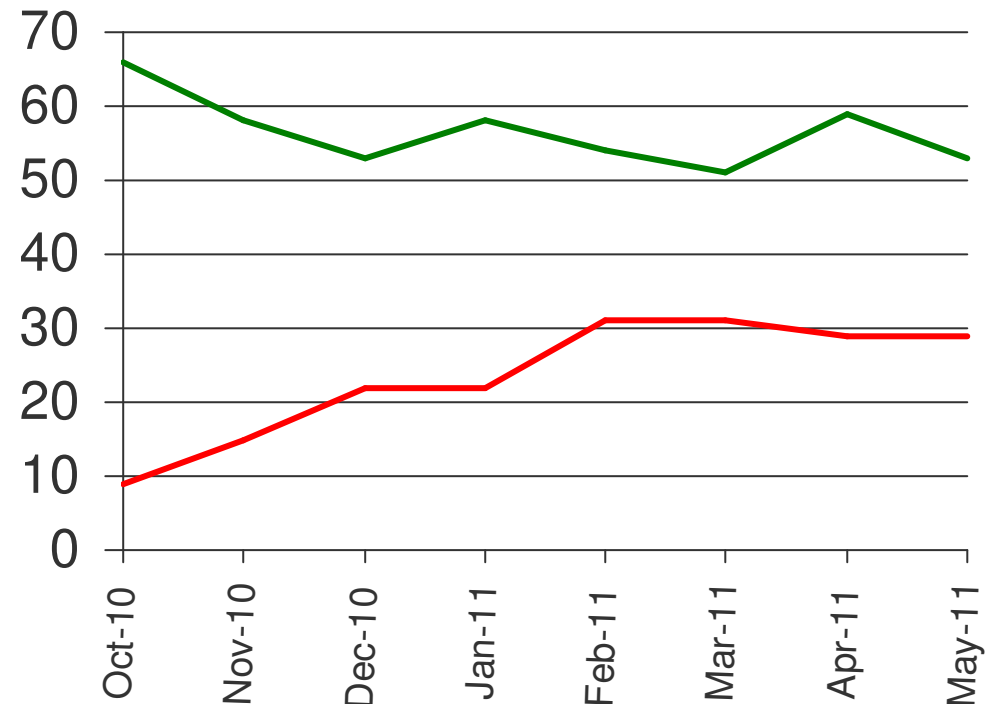


Ed Miliband (satisfaction among Labour supporters)

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



October 2010 – May 2011



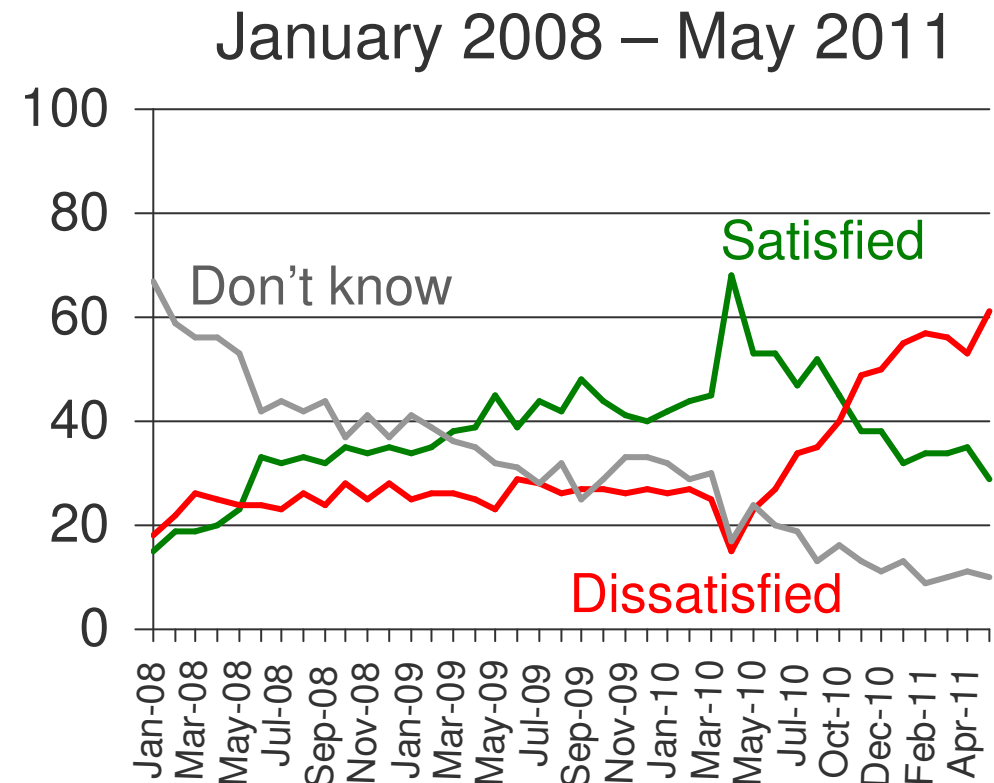
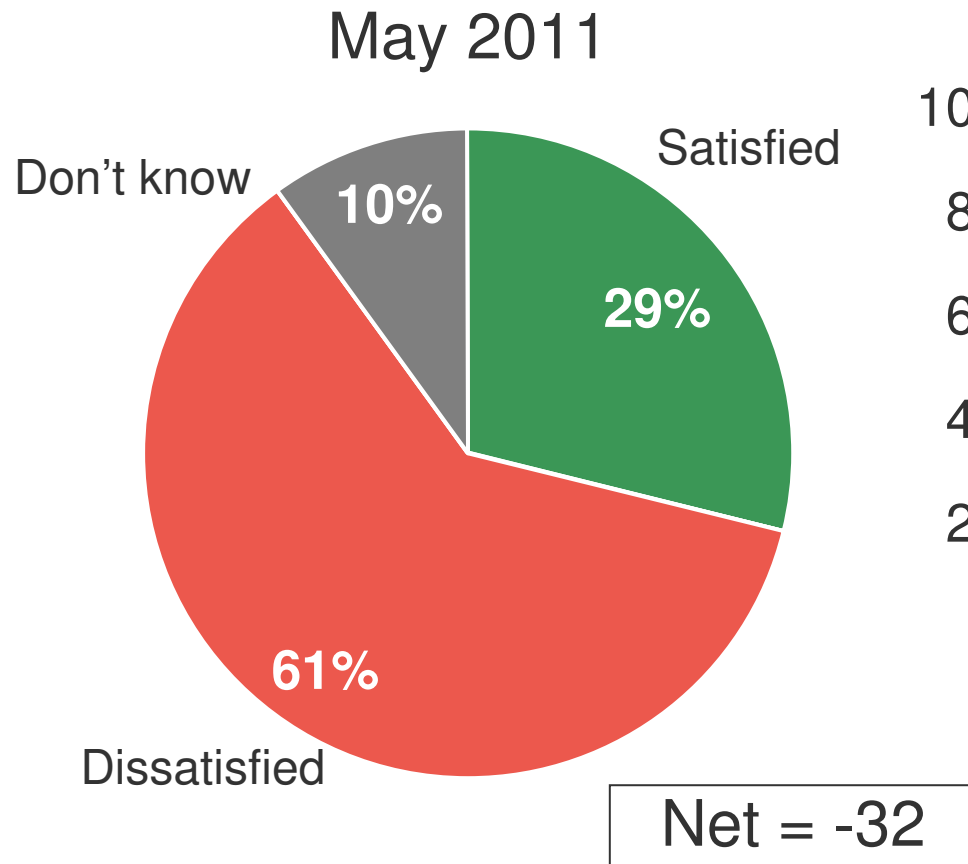
Base: 358 Labour supporters 18+, 20th-24th May 2011
Ipsos MORI

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: 1,008 British adults 18+, 20th-24th May 2011

Ipsos MORI

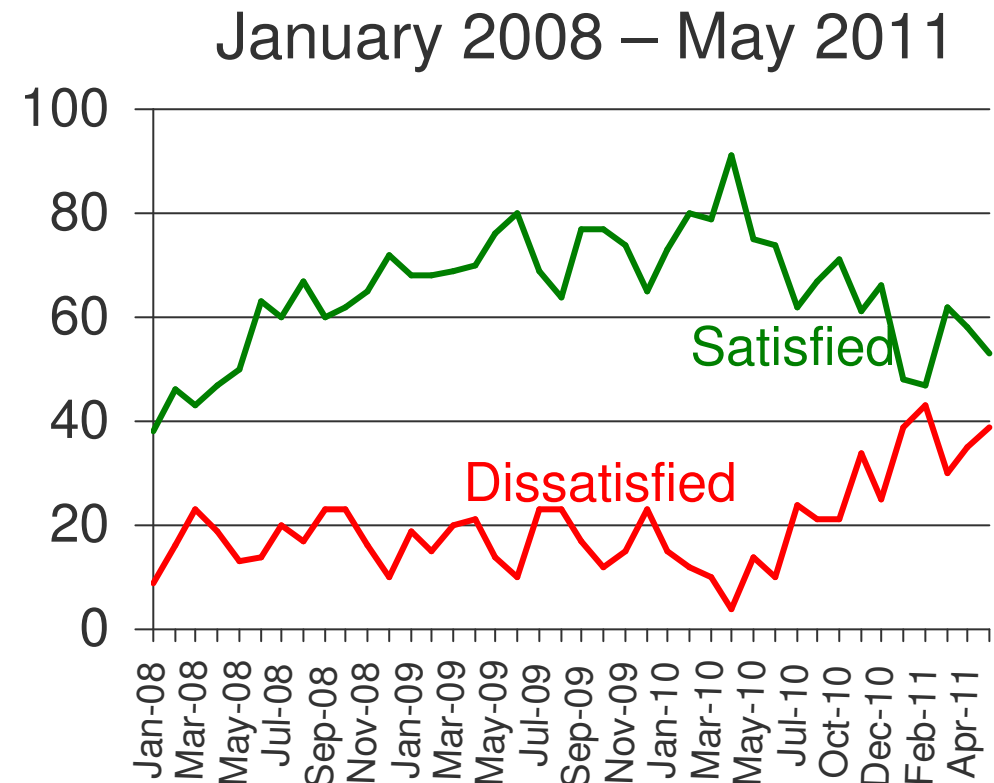
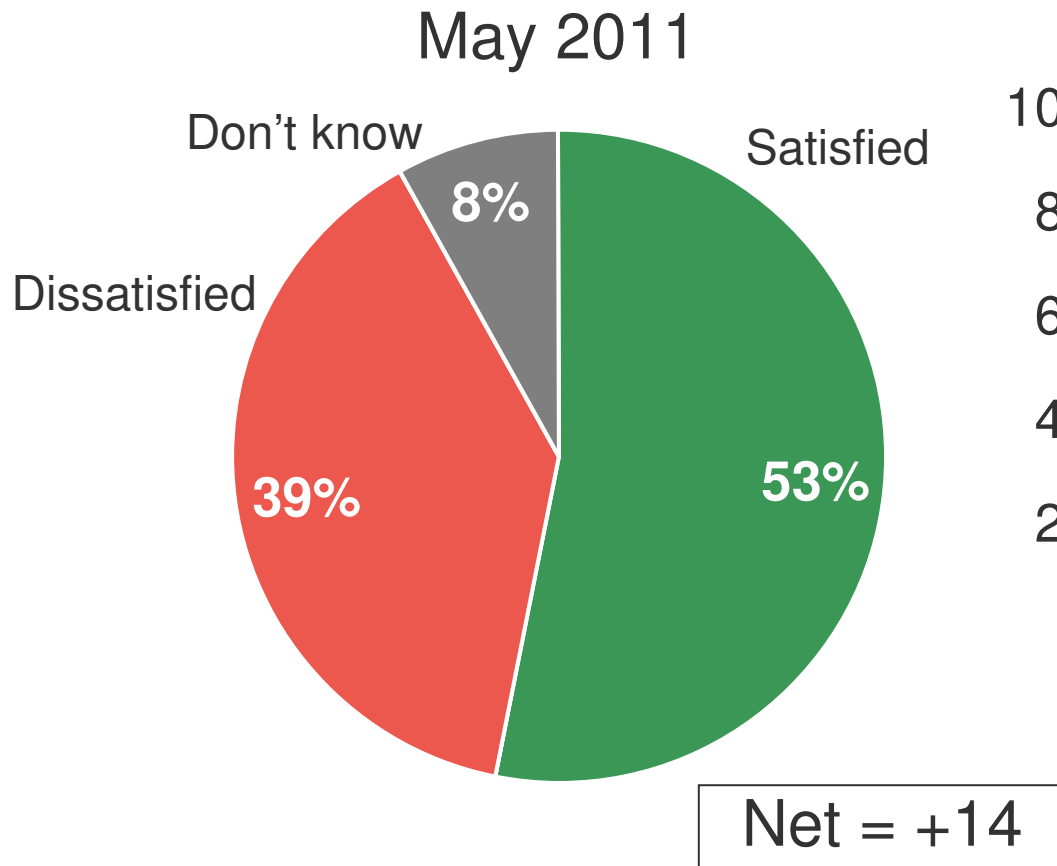
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 96 Liberal Democrat supporters 18+, 20th-24th May 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

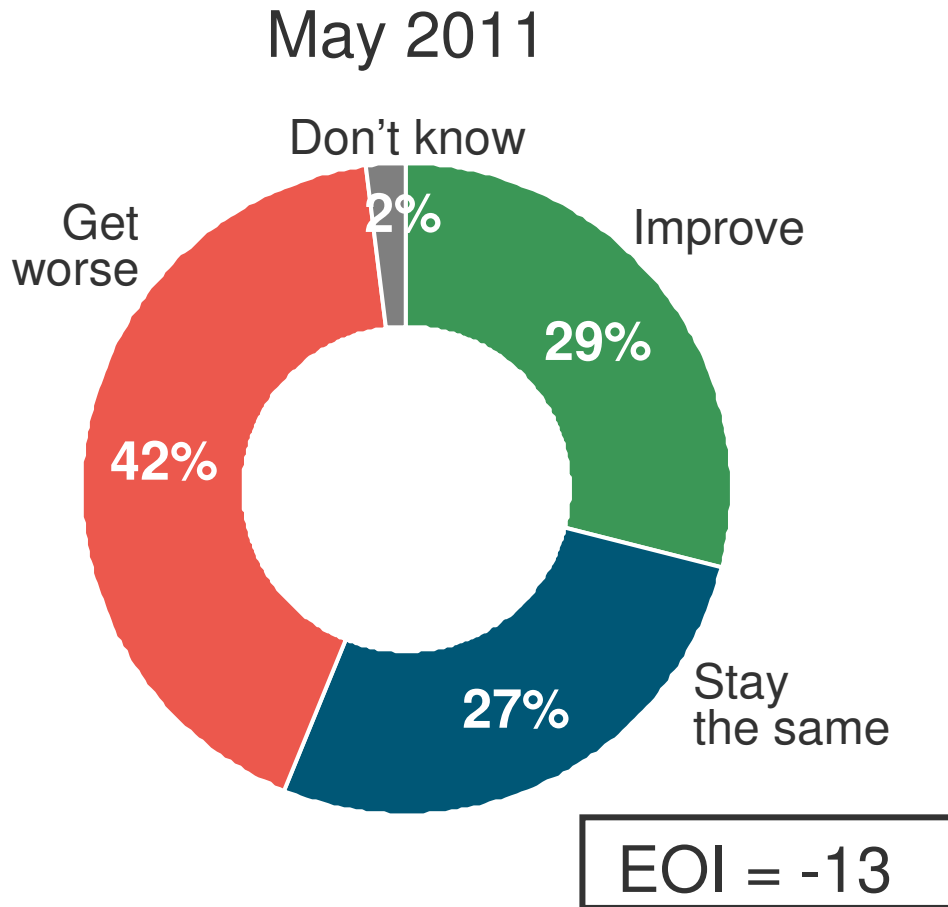
Source: Reuters/Ipsos MORI Political Monitor



The economy

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 – May 2011



Base: 1,008 British adults 18+, 20th-24th May 2011

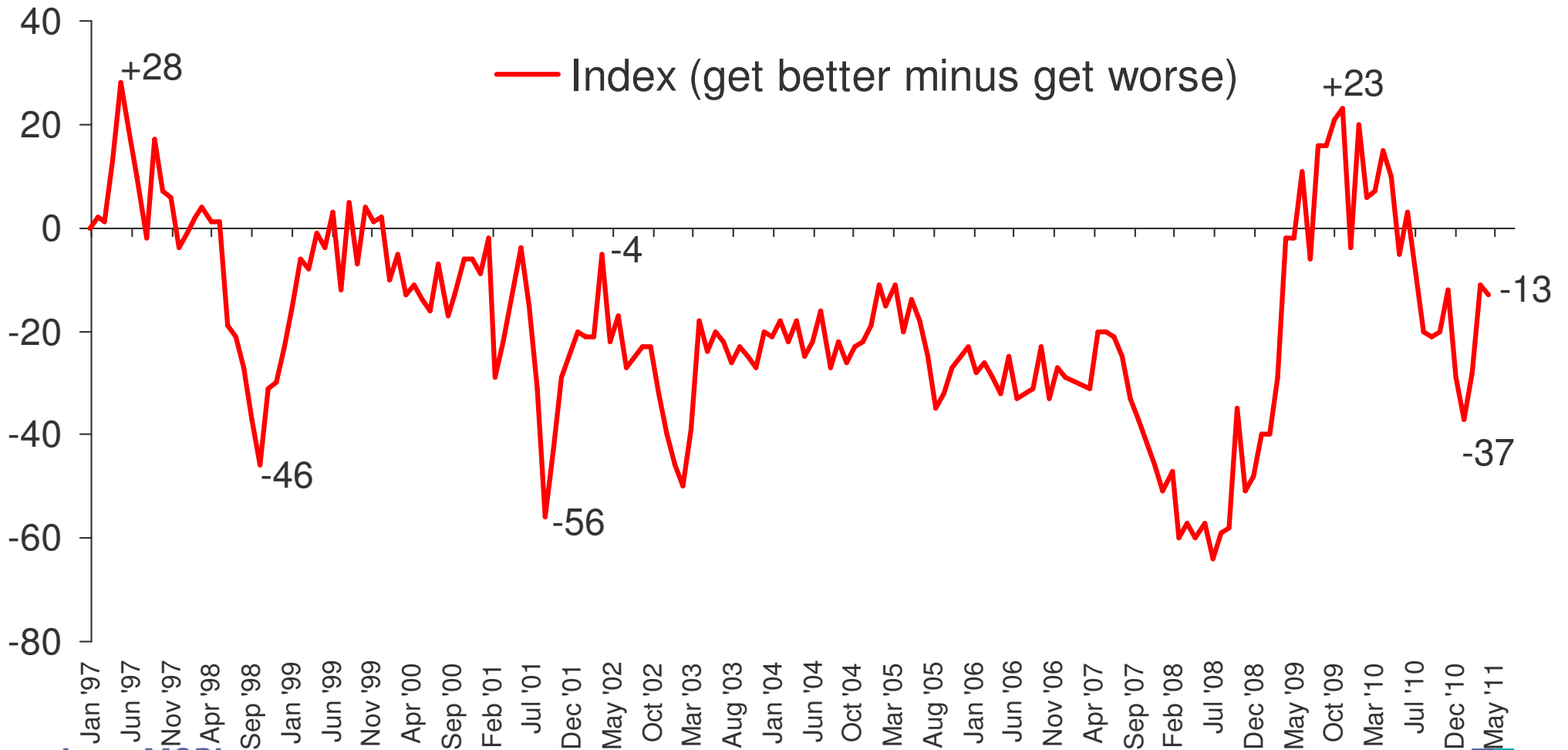
Ipsos MORI

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?



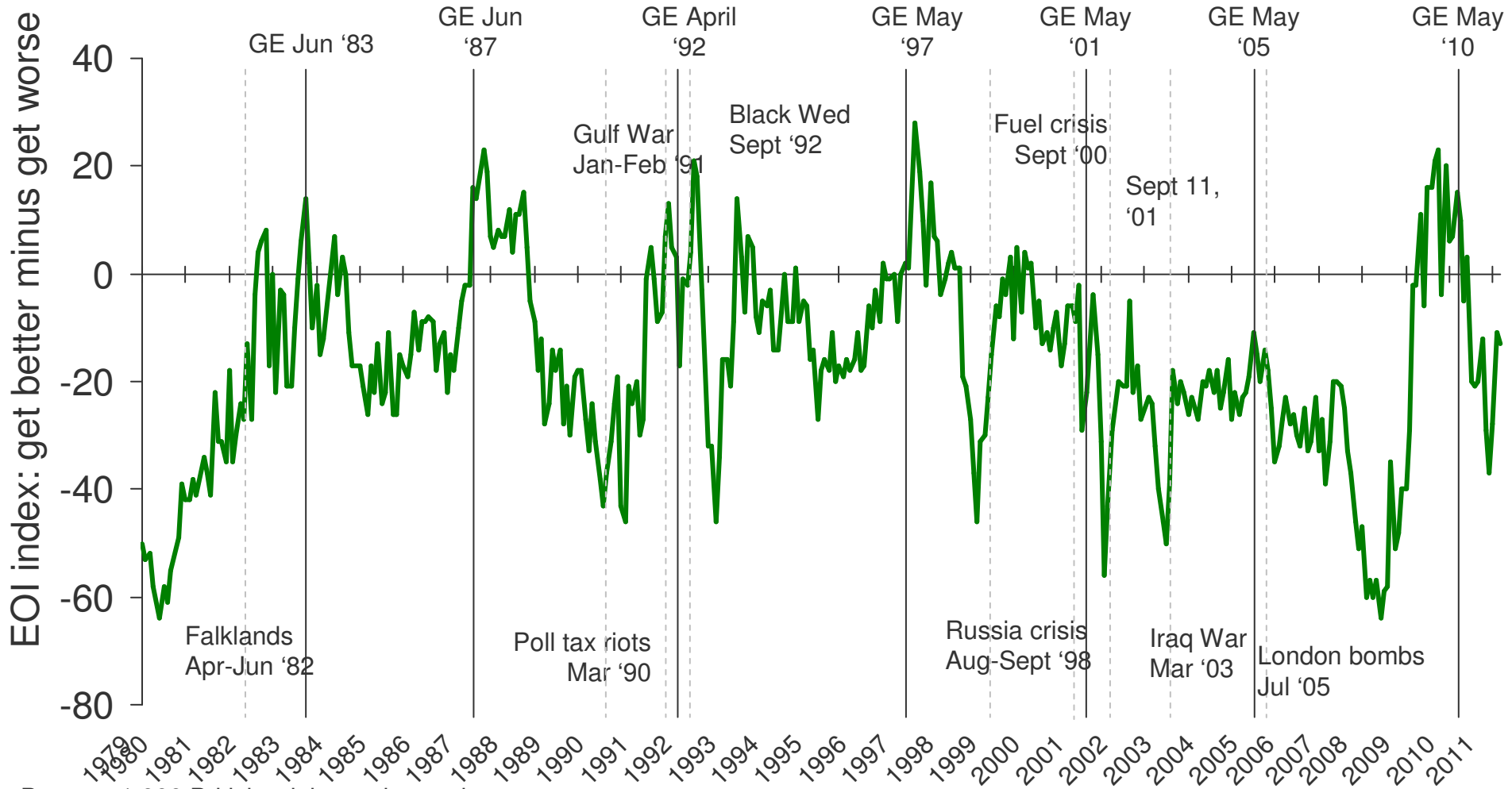
Ipsos MORI

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

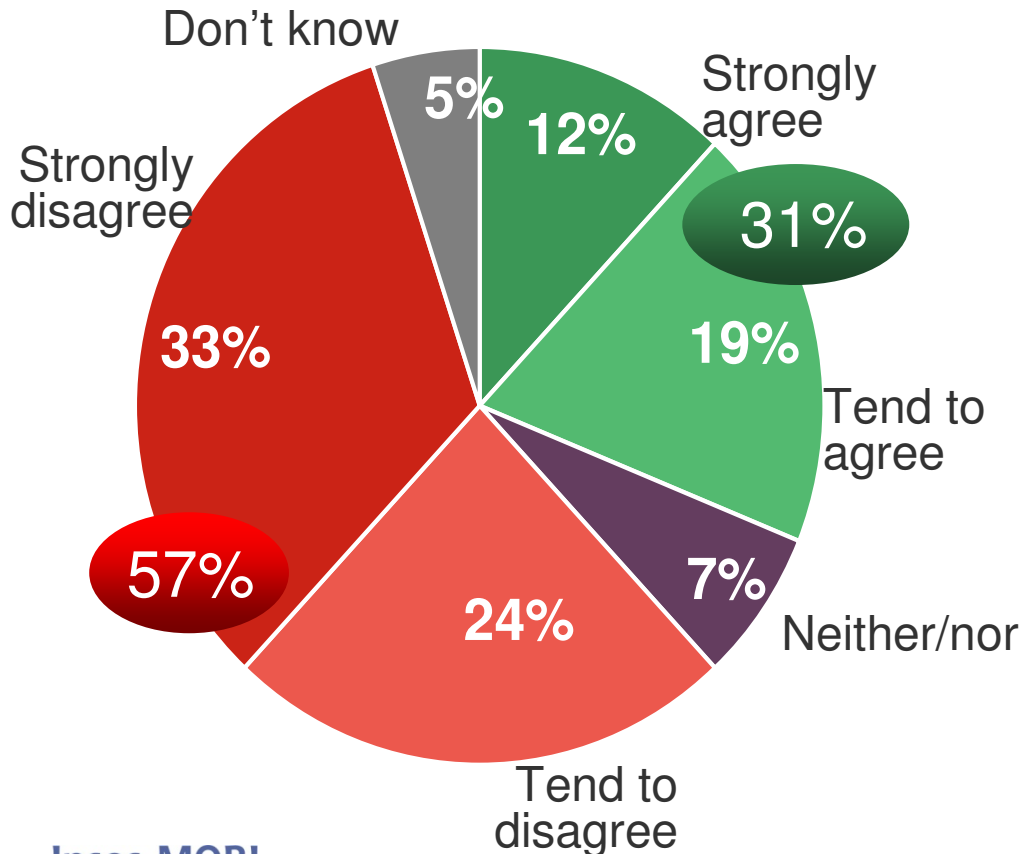


Labour and Ed Miliband

Ready for government?

Do you agree or disagree that...

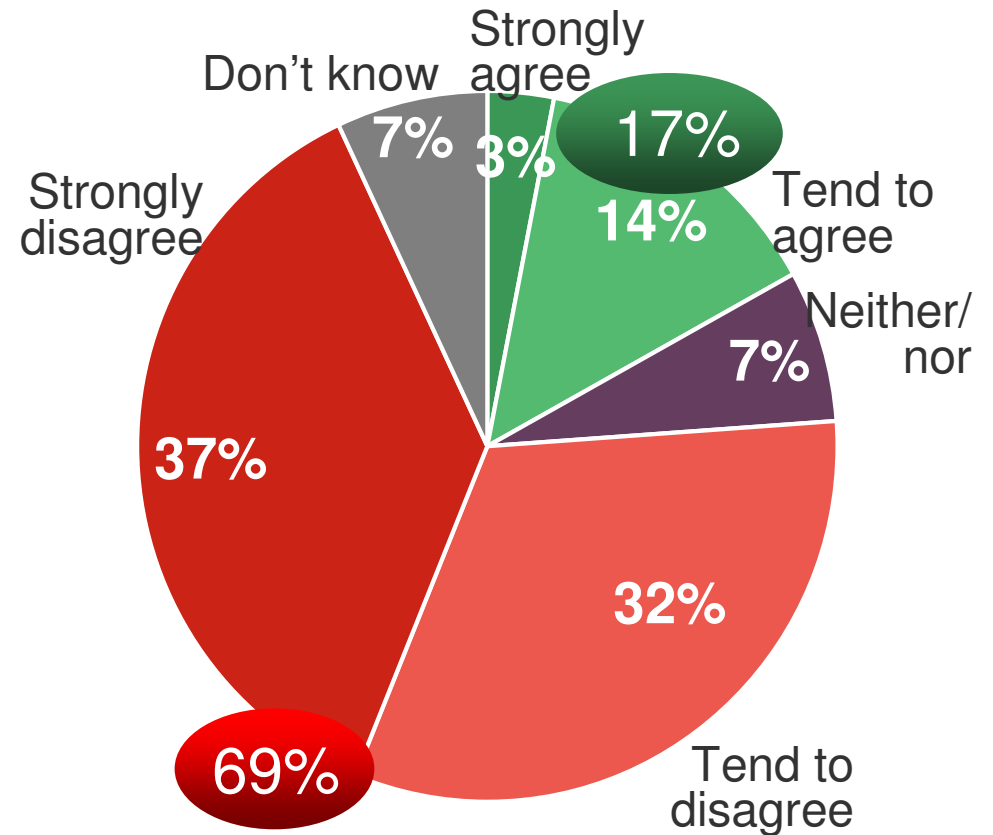
Labour is ready to form the next government?



Ipsos MORI

Base: 1,008 British adults 18+, 20th-24th May 2011

Ed Miliband is ready to be Prime Minister?

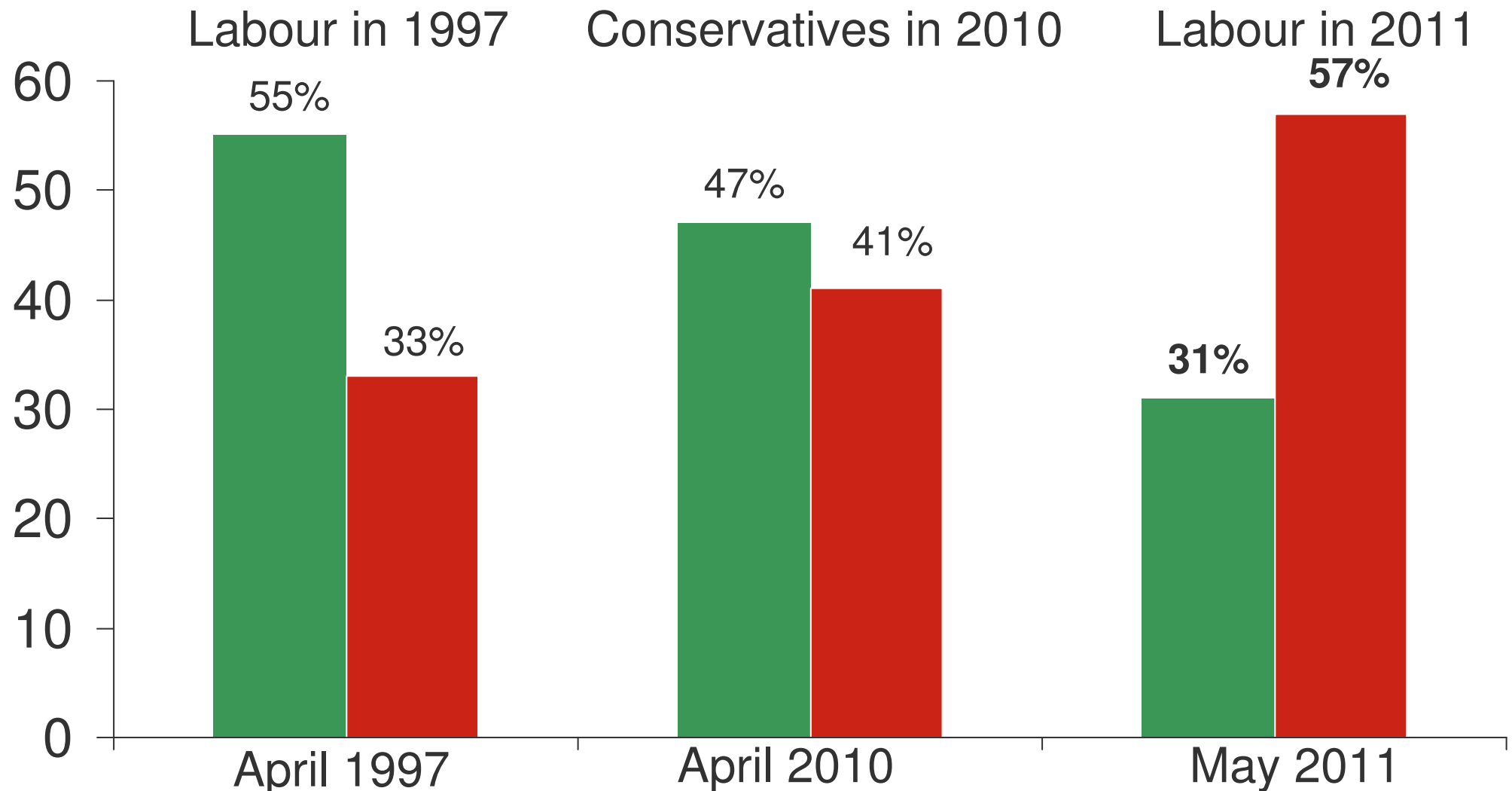


Source: Reuters/Ipsos MORI Political Monitor



Labour are behind where they will need to be at the next Election

To what extent do you agree or disagree that the Conservatives/Labour are ready to form the next Government? ■ Agree ■ Disagree



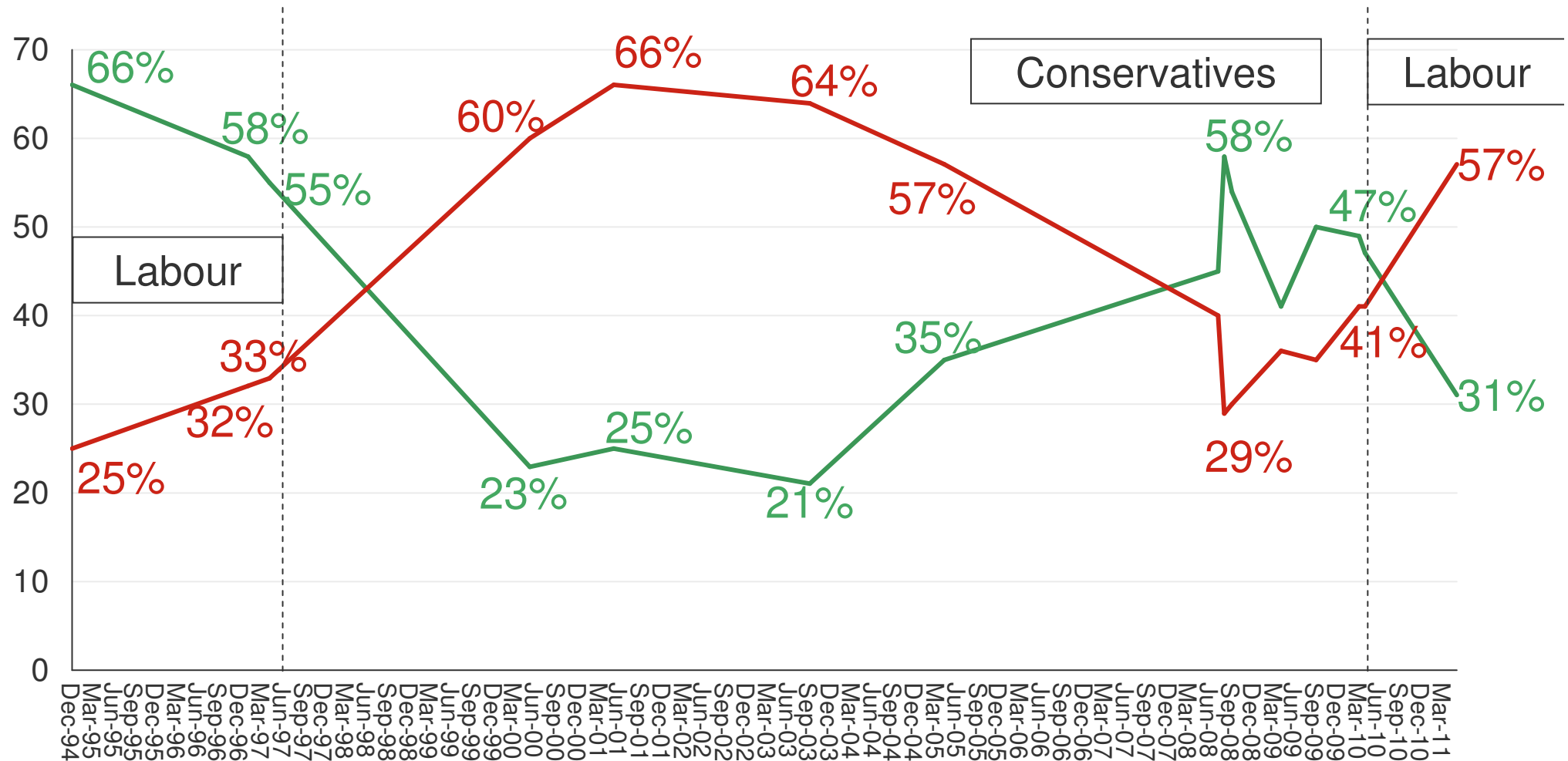
Ipsos MORI Base: 1,503 British adults 18+, 19th-22nd March 2010
Base: 1,114 British adults, 8 April 1997

Source: Ipsos MORI Political Monitor



“Ready to govern” – trend over time

To what extent do you agree or disagree that the Conservatives/Labour are ready to form the next Government? ■ Agree ■ Disagree



Base: c. 1,000 British adults each month

Ipsos MORI

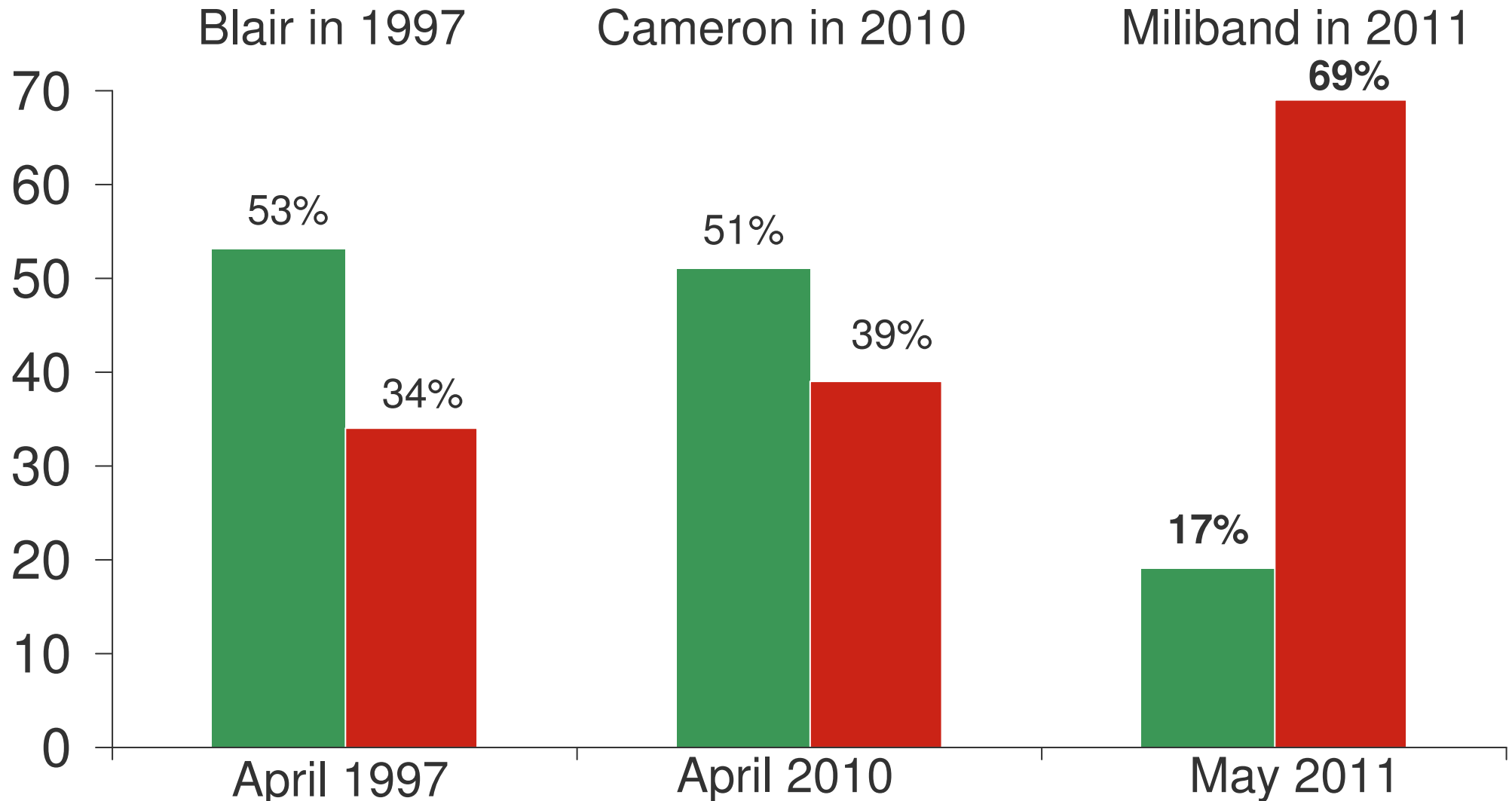
Source: Reuters/Ipsos MORI Political Monitor



Miliband trails Cameron and Blair just before elections

To what extent do you agree or disagree that XXX is ready to be the next Prime Minister?

■ Agree ■ Disagree



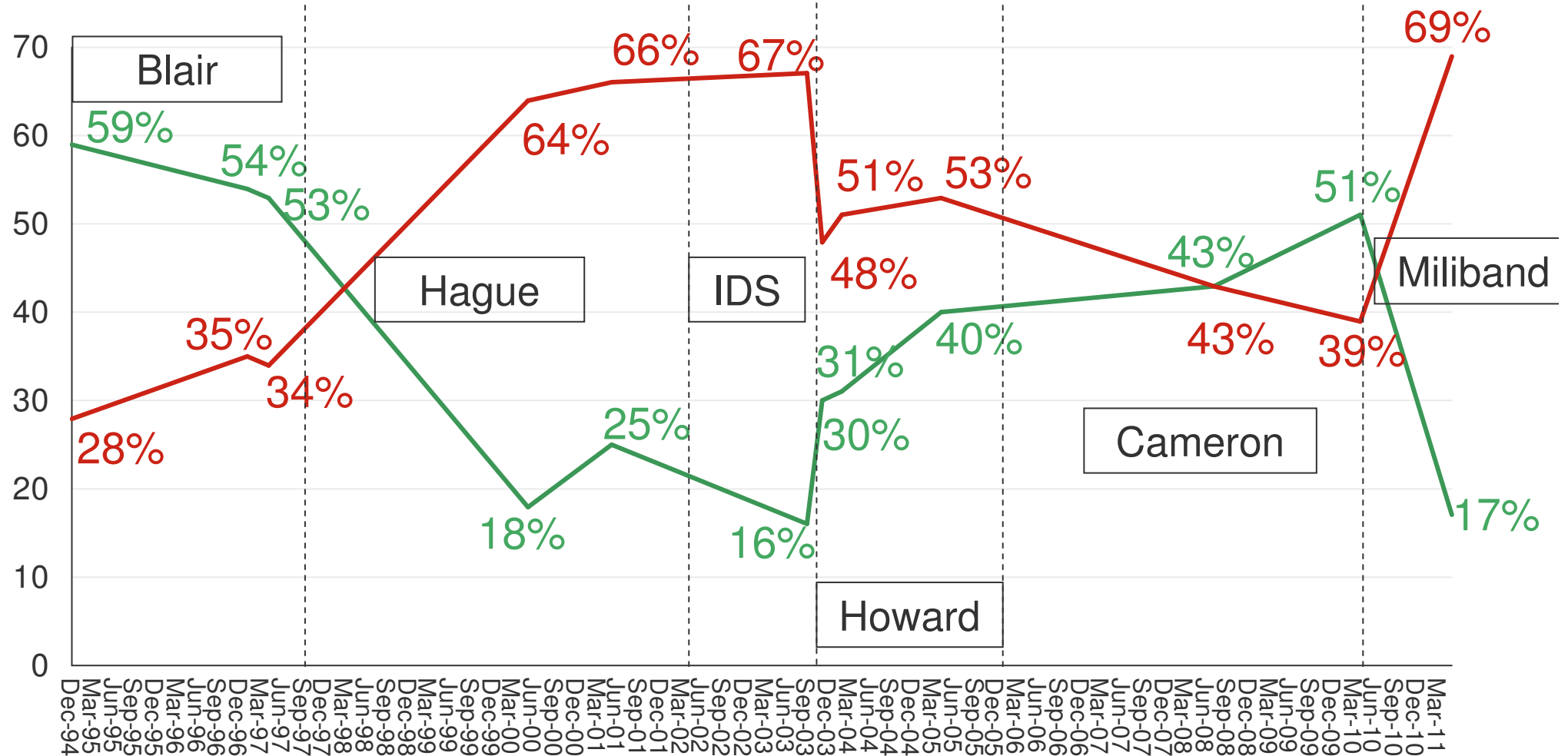
Ipsos MORI Base: 1,503 British adults 18+, 19th-22nd March 2010
Base: 1,114 British adults, 8 April 1997

Source: Ipsos MORI Political Monitor



“Ready to be Prime Minister” – trend over time

To what extent do you agree or disagree that XXX is ready to be the next Prime Minister?
■ Agree ■ Disagree



Base: c. 1,000 British adults each month

Ipsos MORI

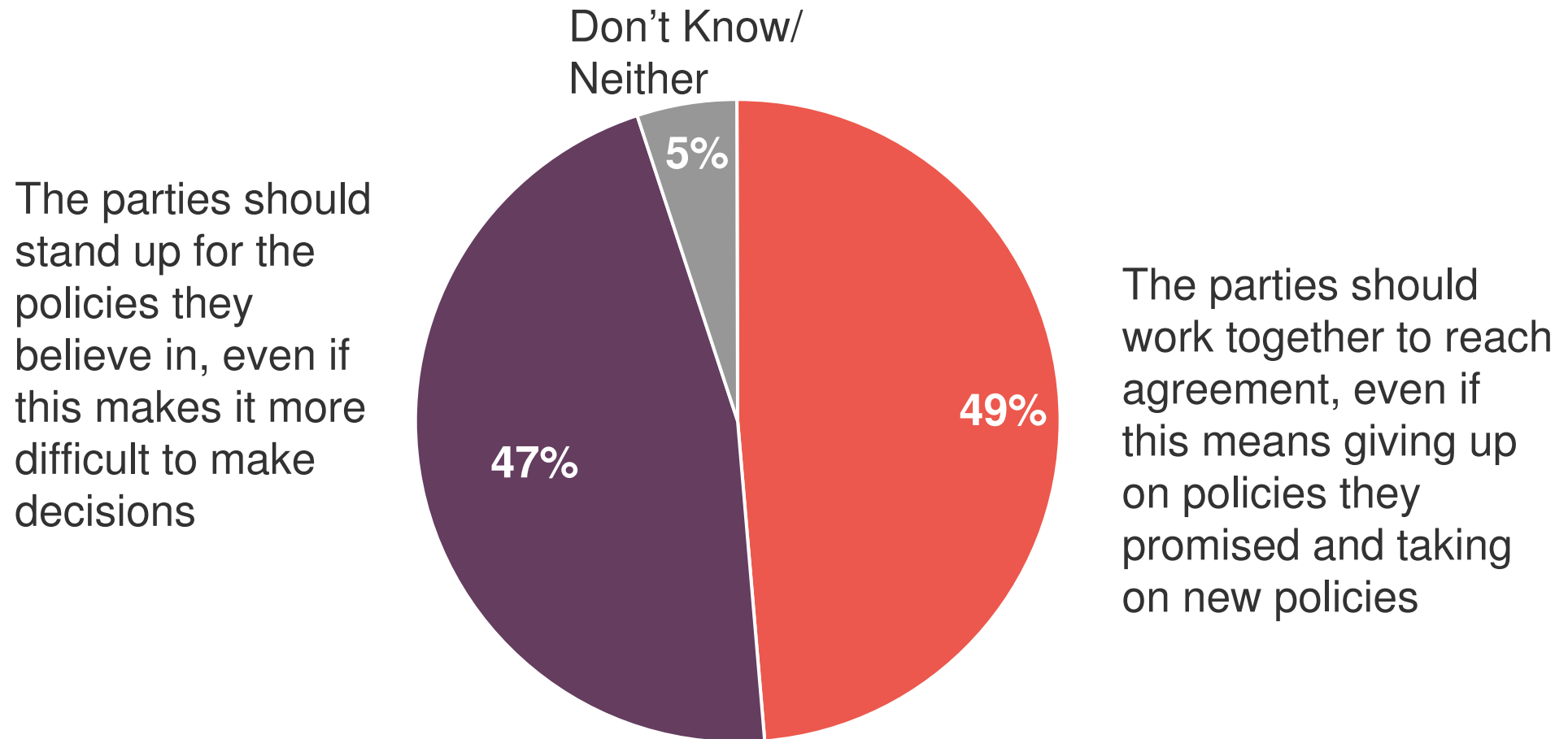
Source: Reuters/Ipsos MORI Political Monitor



The Coalition

Attitudes towards coalition governments

Which, in any, of the following statements comes closest to your opinion on how parties should work together in coalition?



Base: 1,008 British adults 18+, 20th – 24th May 2011

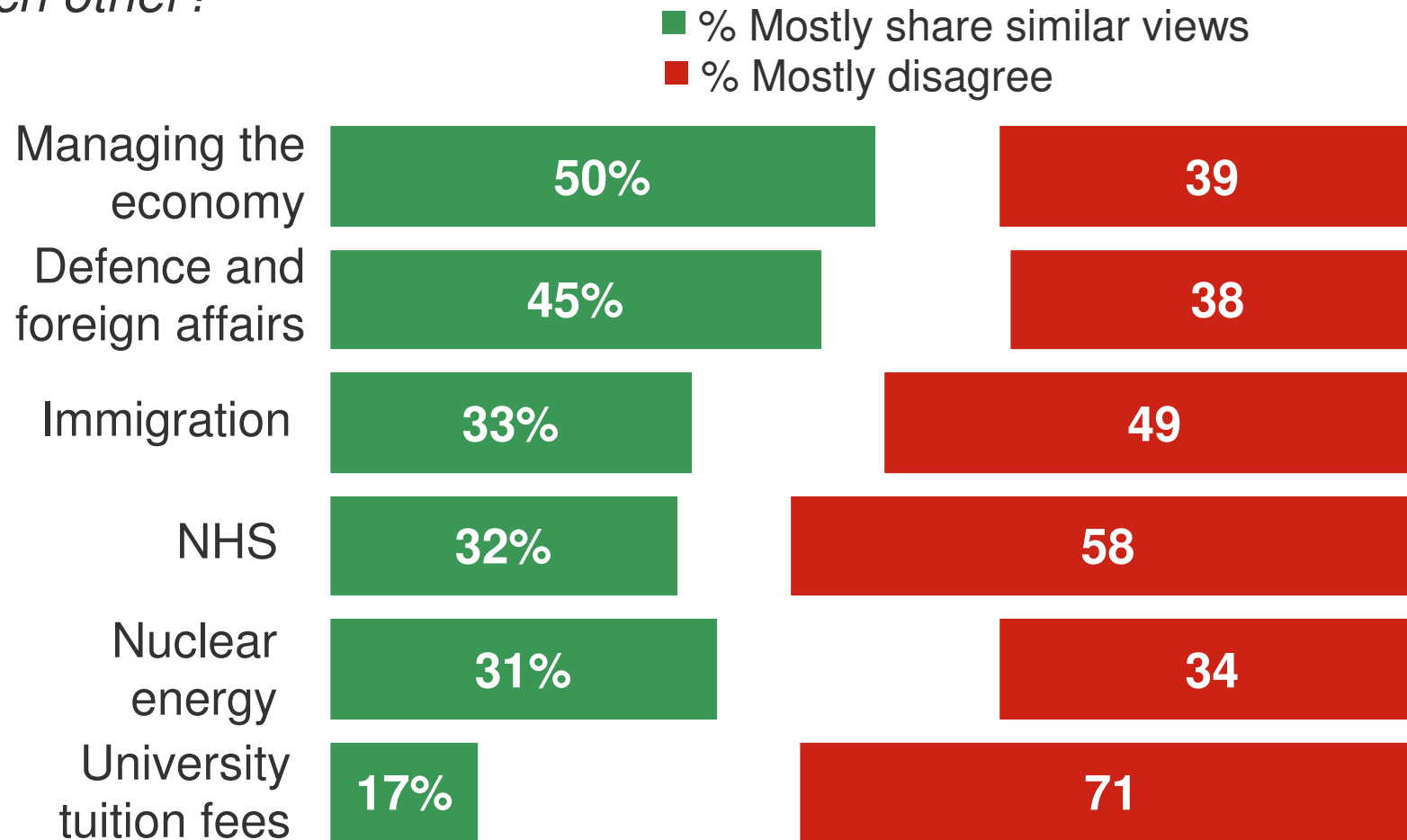
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



A united or divided government?

For each of the following areas, do you think that Liberal Democrat and Conservative MPs mostly share similar views or mostly disagree with each other?

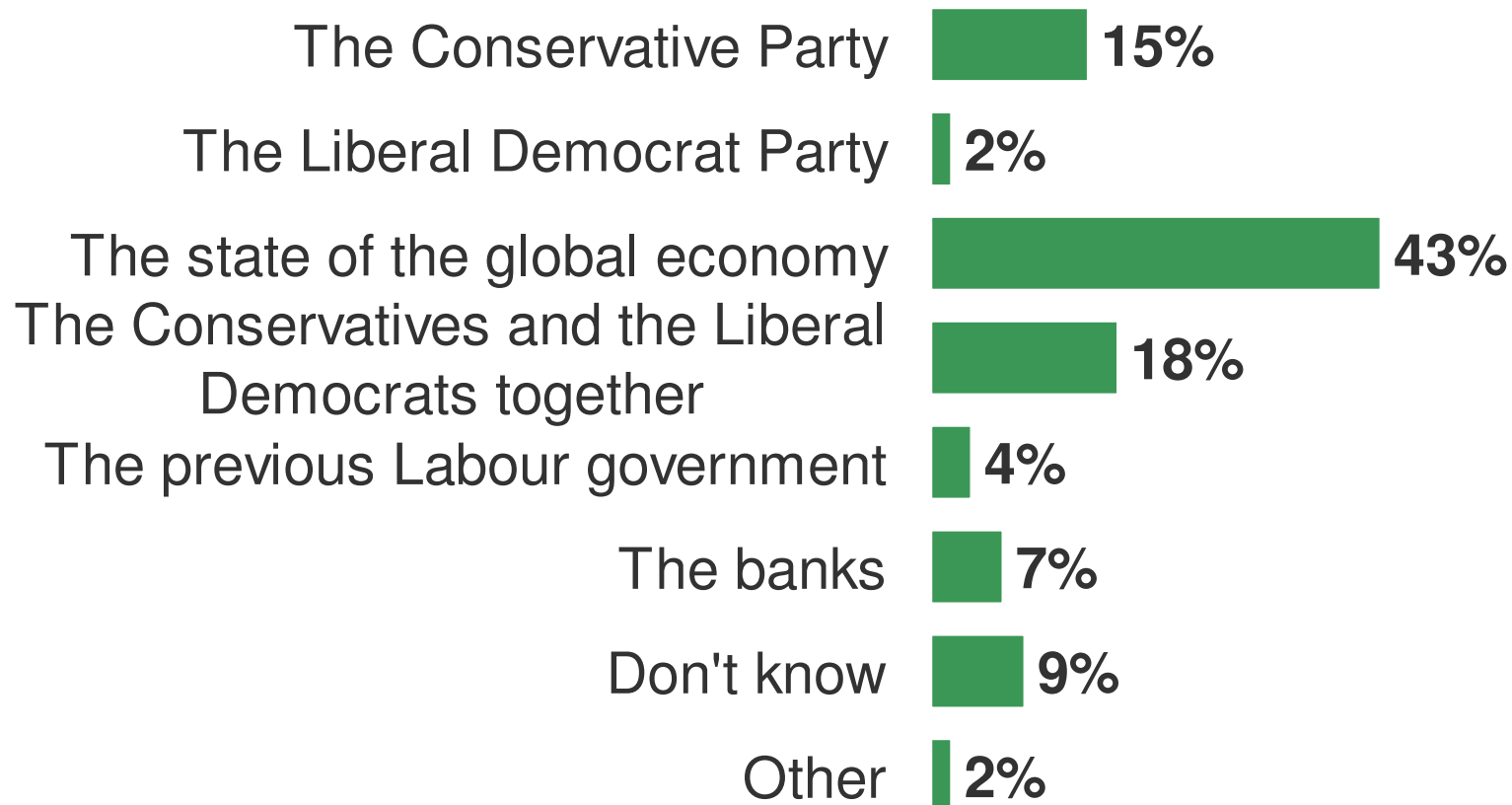


Base: 1,008 British adults 18+, 20th – 24th May 2011

Source: Ipsos MORI

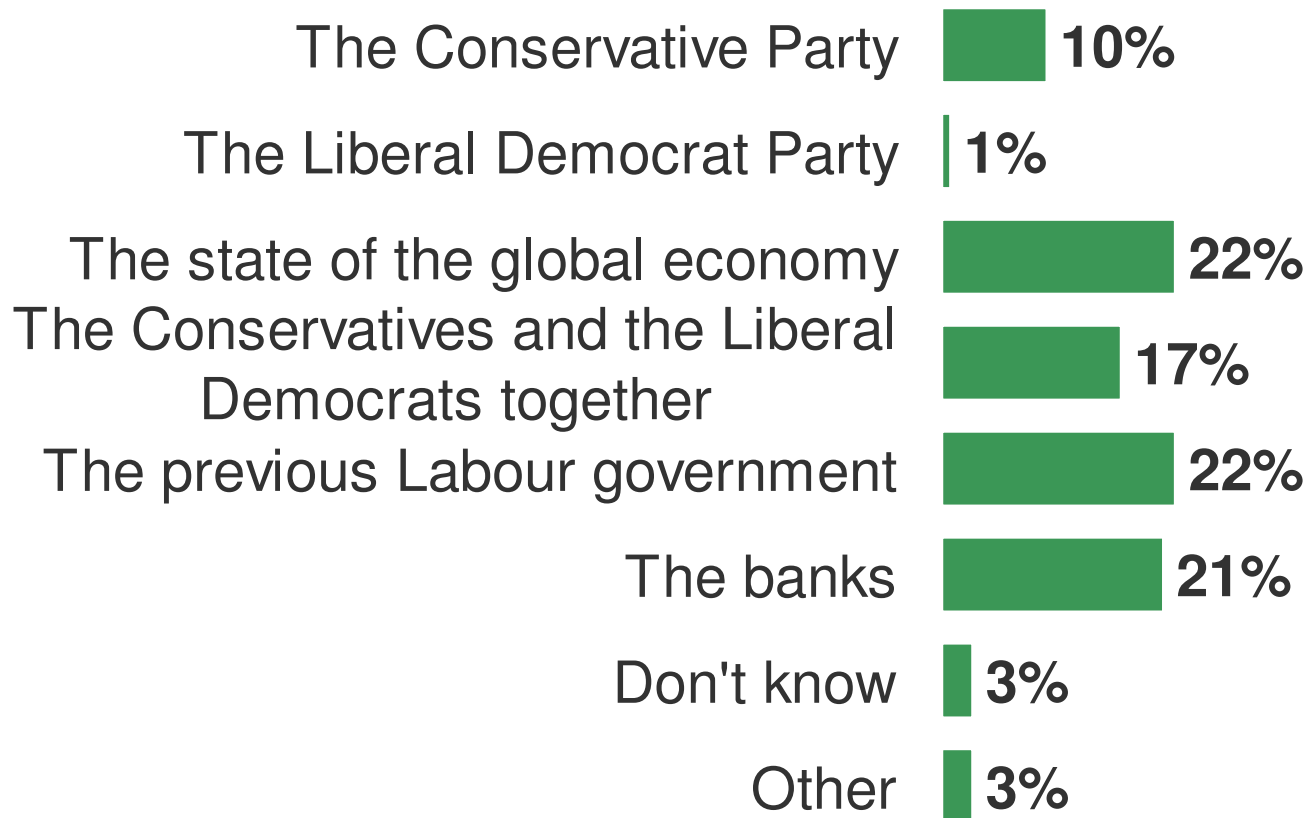
Who will get the credit for an economic recovery?

If the British economy improves in the next 12 months, who do you think will be mostly responsible?



Who will get the blame if the economy gets worse?

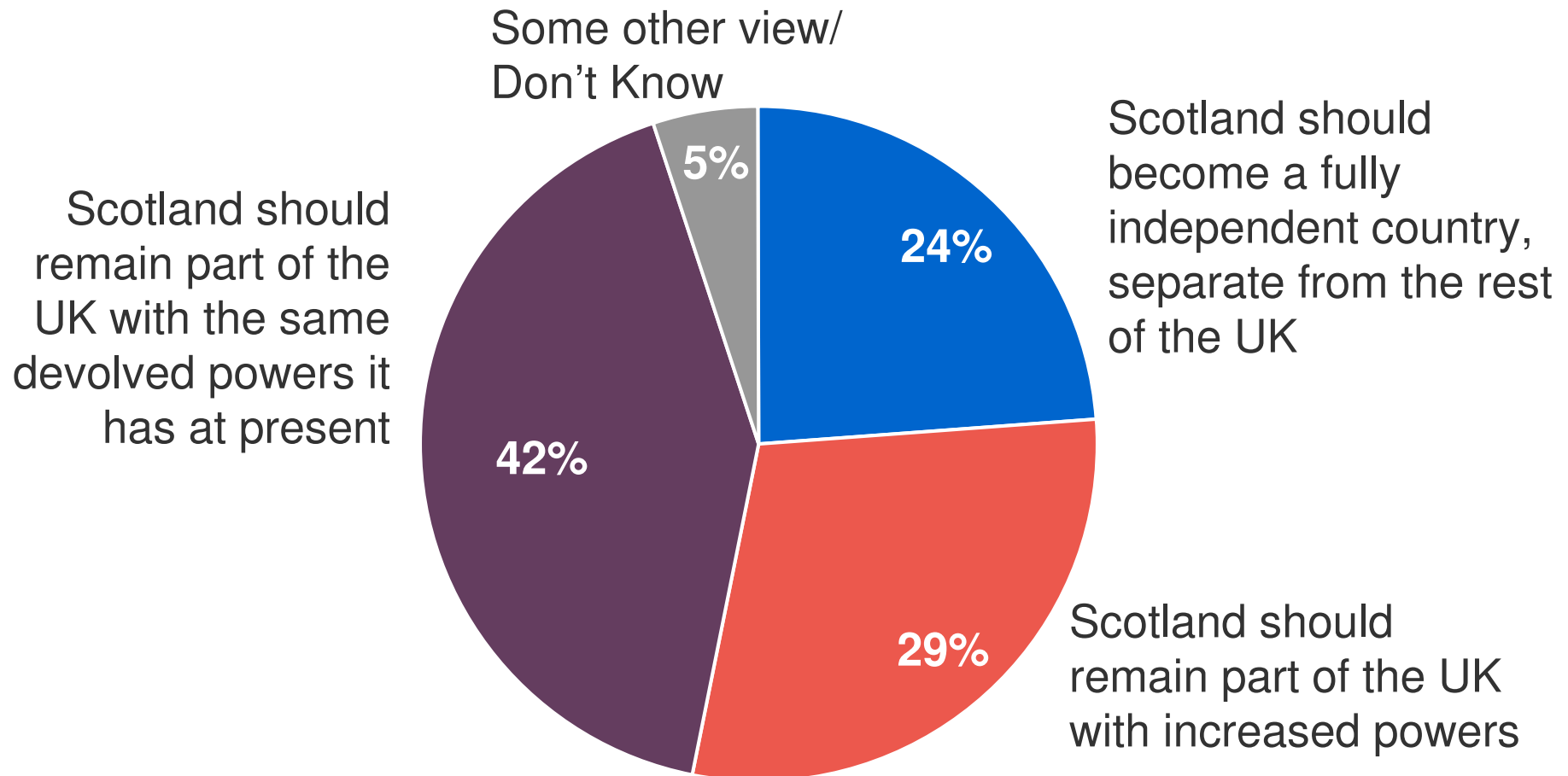
If the British economy gets worse in the next 12 months, who do you think will be mostly to blame?



Scotland

Attitudes towards Scottish independence

Thinking about Scotland's constitutional future, which of the following statements, if any, comes closest to your own view?



Base: 1,008 British adults 18+, 20th-24th May 2011

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

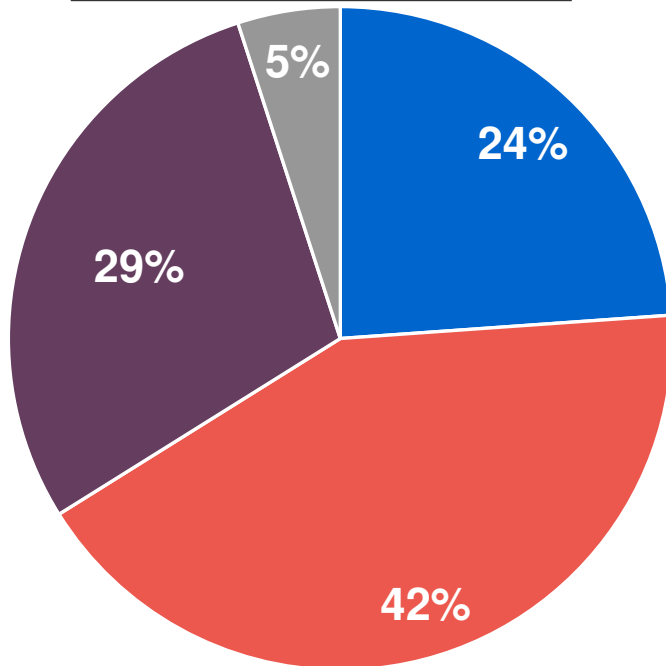


British compared to Scottish views

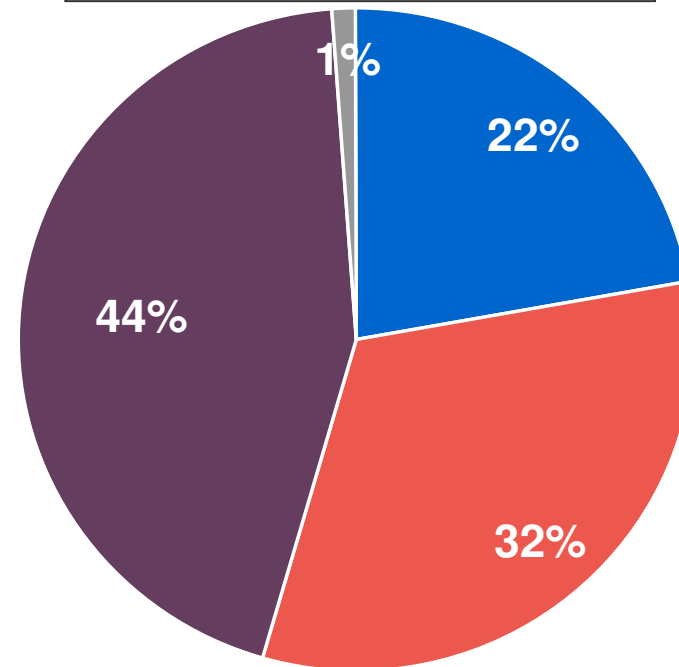
Thinking about Scotland's constitutional future, which of the following statements, if any, comes closest to your own view?

- Scotland should remain part of the UK with the same devolved powers it has at present
- Scotland should become a fully independent country, separate from the rest of the UK
- Scotland should remain part of the UK with increased powers
- Some other view/DK

British adults, May 2011

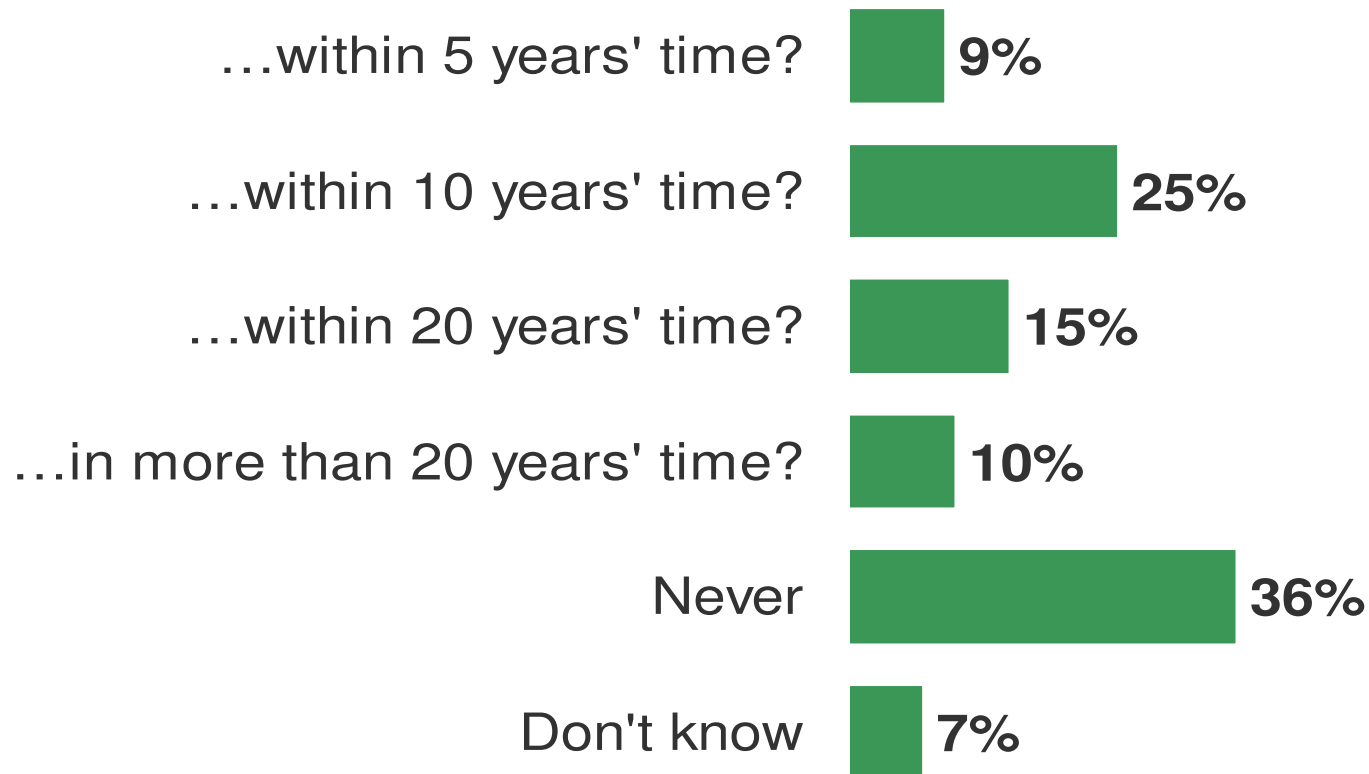


Scottish adults, Nov 2010



Likely timescales for independence

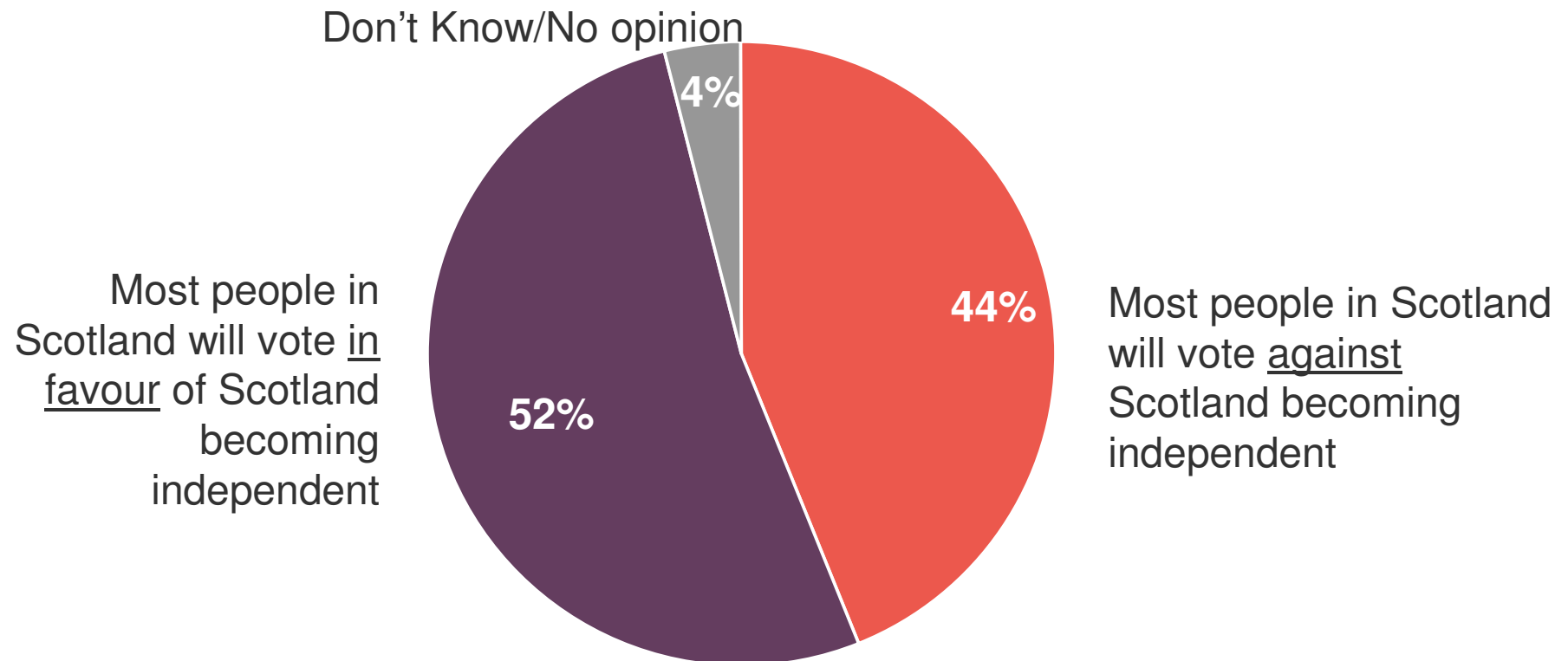
Do you think Scotland will become an independent nation...



Expected outcome of a referendum

As you may know, there is a possibility that in the next few years there will be a referendum in Scotland, giving people the chance to vote on whether or not Scotland should become an independent nation.

Regardless of your personal opinion, if there was a referendum in Scotland tomorrow, which, if any, of the following do you think will be the most likely result?



Base: 1,008 British adults 18+, 20th-24th May 2011

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

