



POLITICAL MONITOR

Trends for Reuters

October 2011

Ipsos MORI

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**POLITICAL
MONITOR**

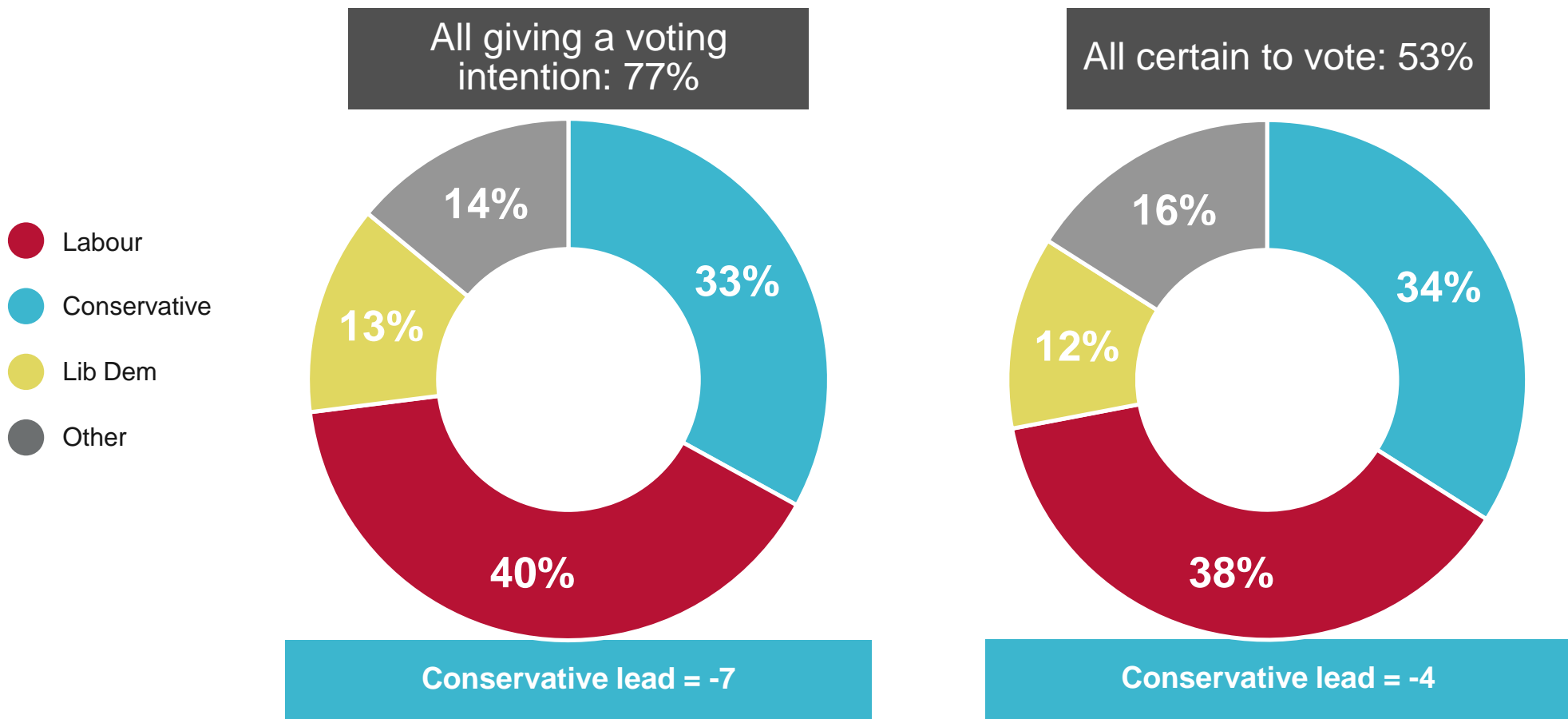
Ipsos

Voting Intentions



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

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

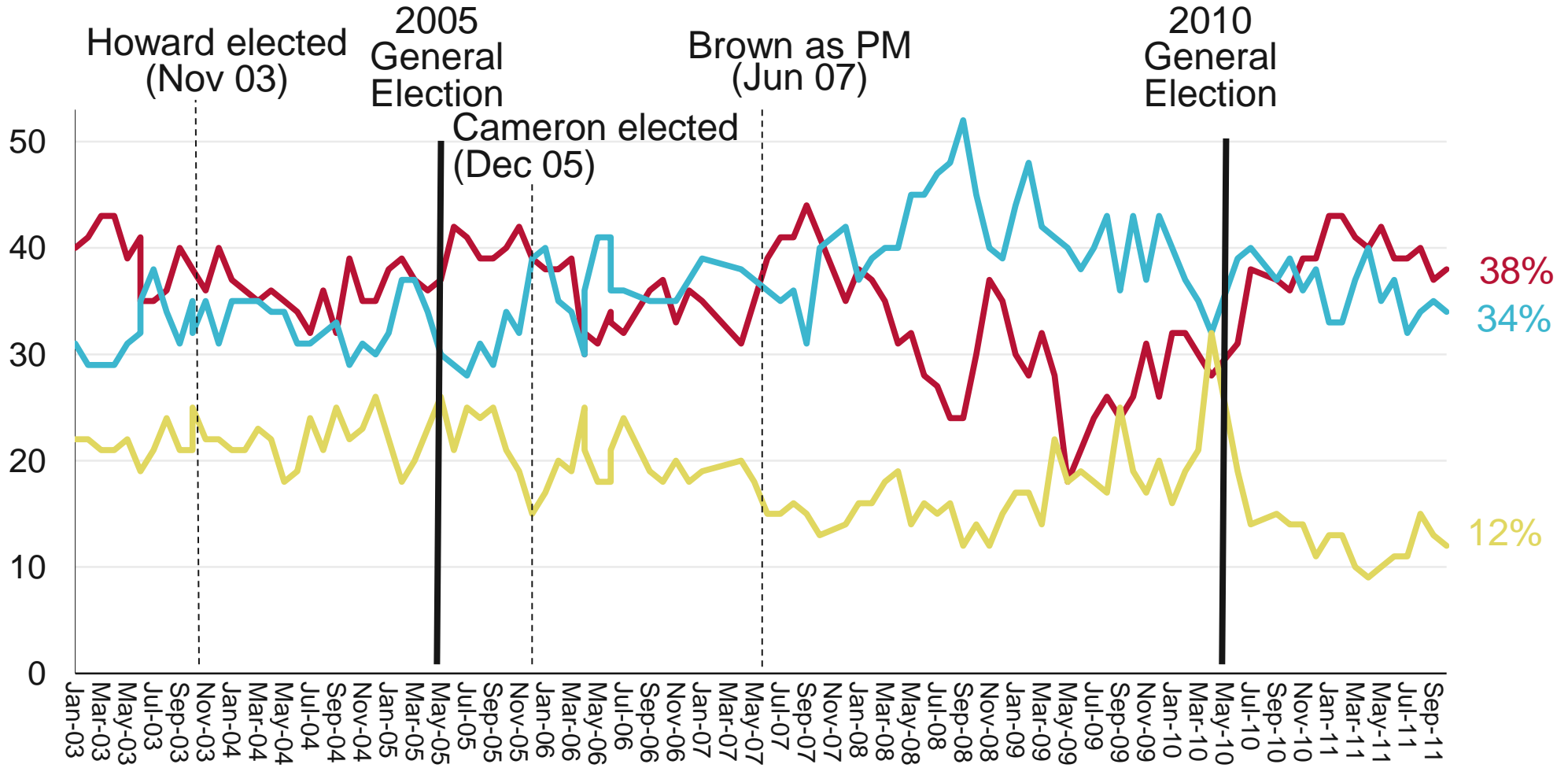


Base: All giving a voting intention = 759 unweighted, all certain to vote = 533 unweighted; data collected among 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

Voting Intentions January 03 – October 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

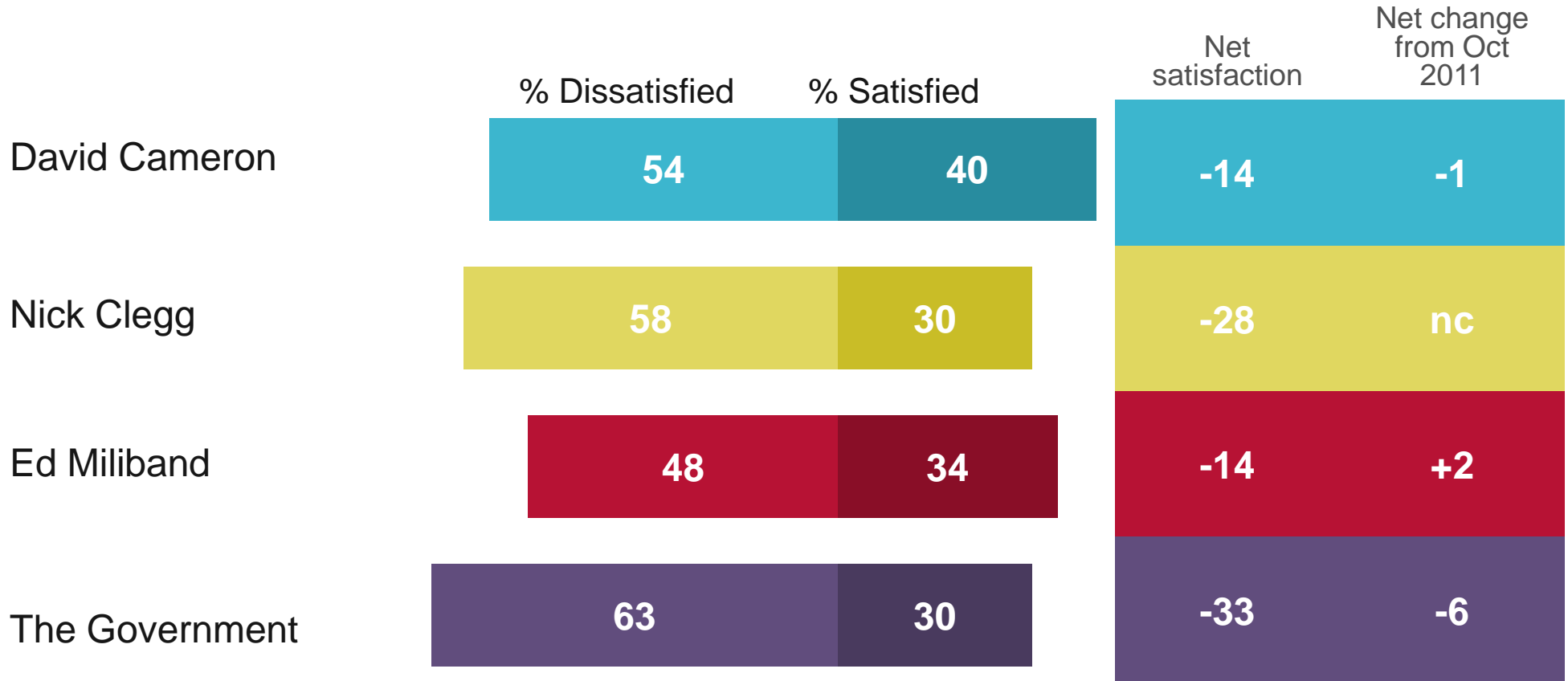
Source: Reuters/Ipsos MORI Political Monitor

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?

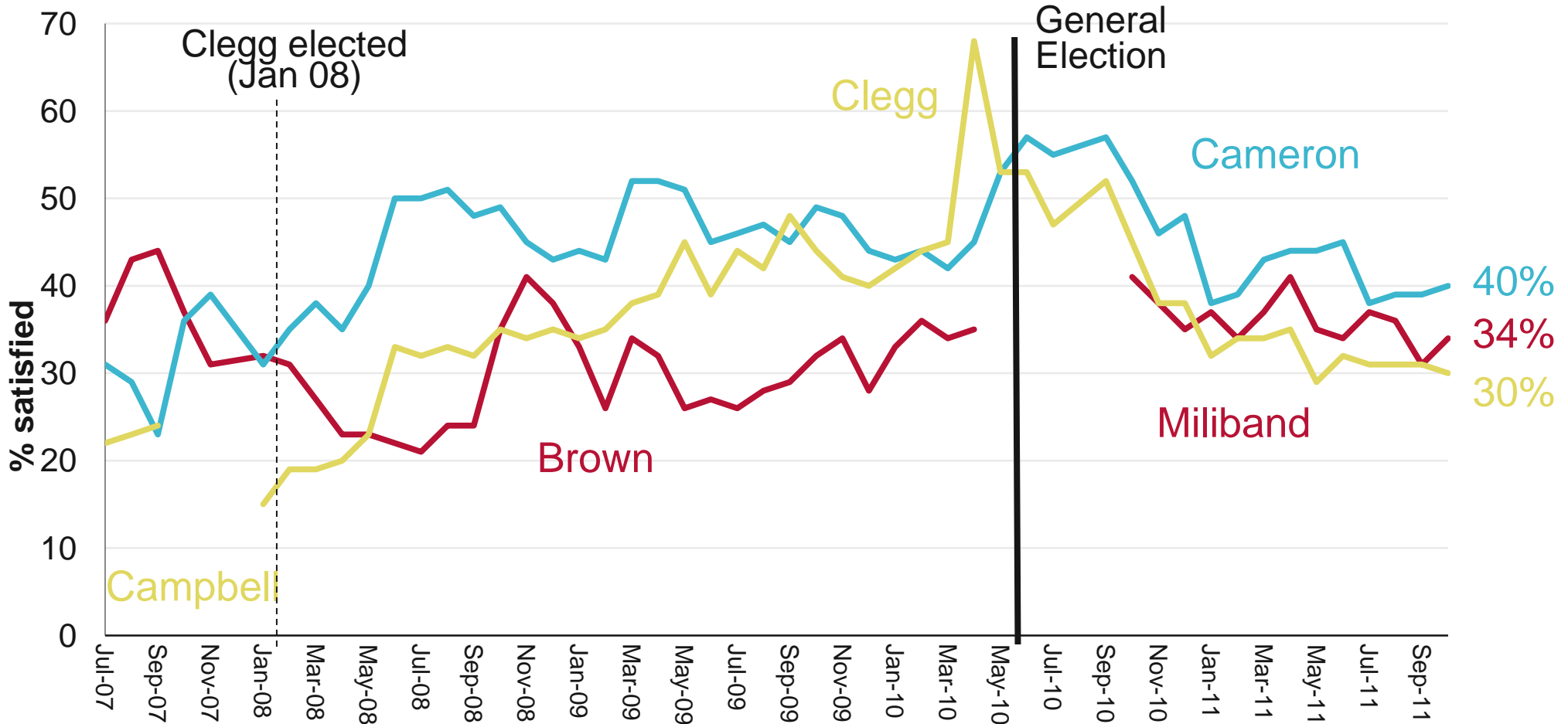


Base: 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

Satisfaction with Party leaders July 07 – October 11

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

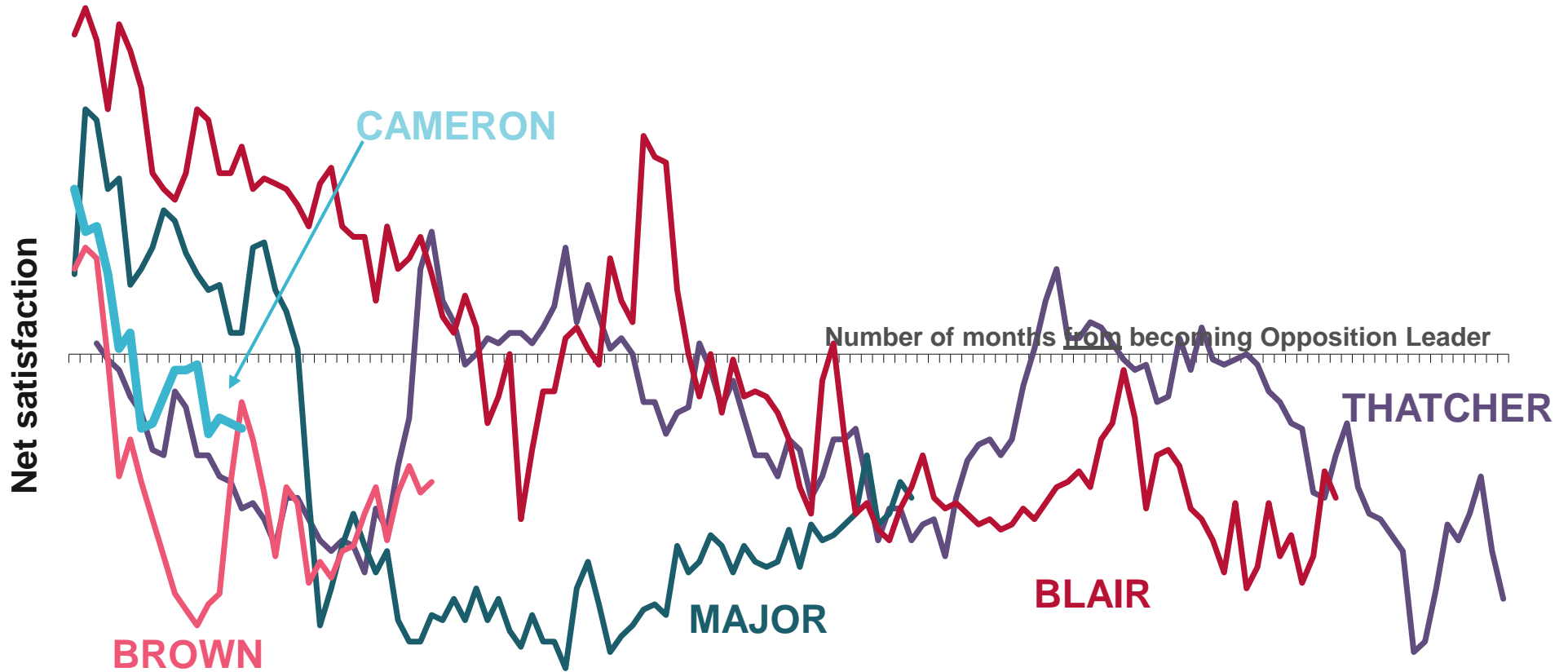


Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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



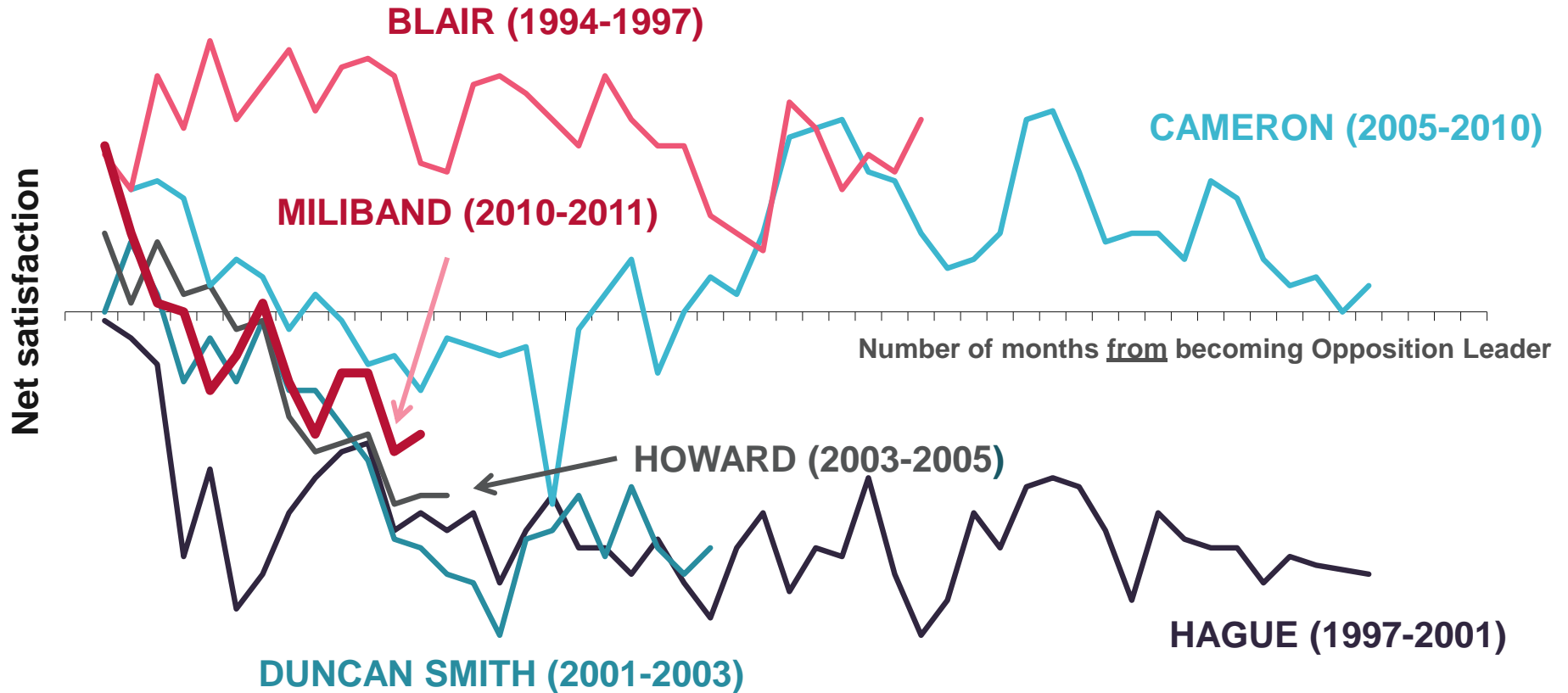
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

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?



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

Base: c. 1,000 British adults each month

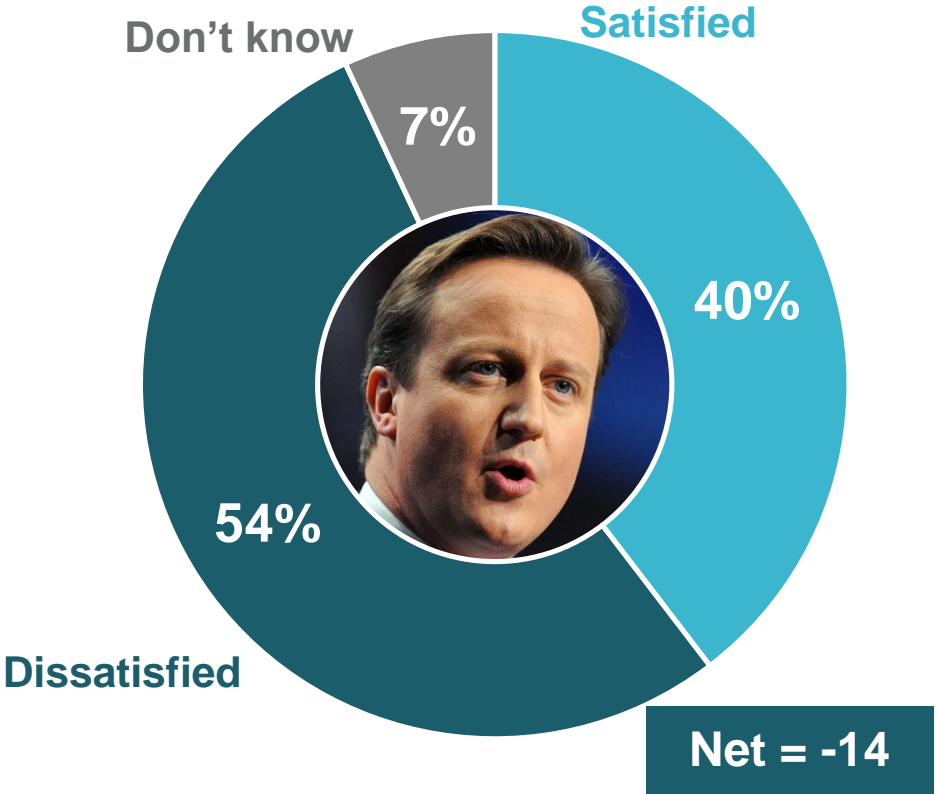
Source: Ipsos MORI Political Monitor

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?

October 2011

January 2006 – October 2011



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

Base: 1,002 British adults 18+, 22nd - 24th October 2011

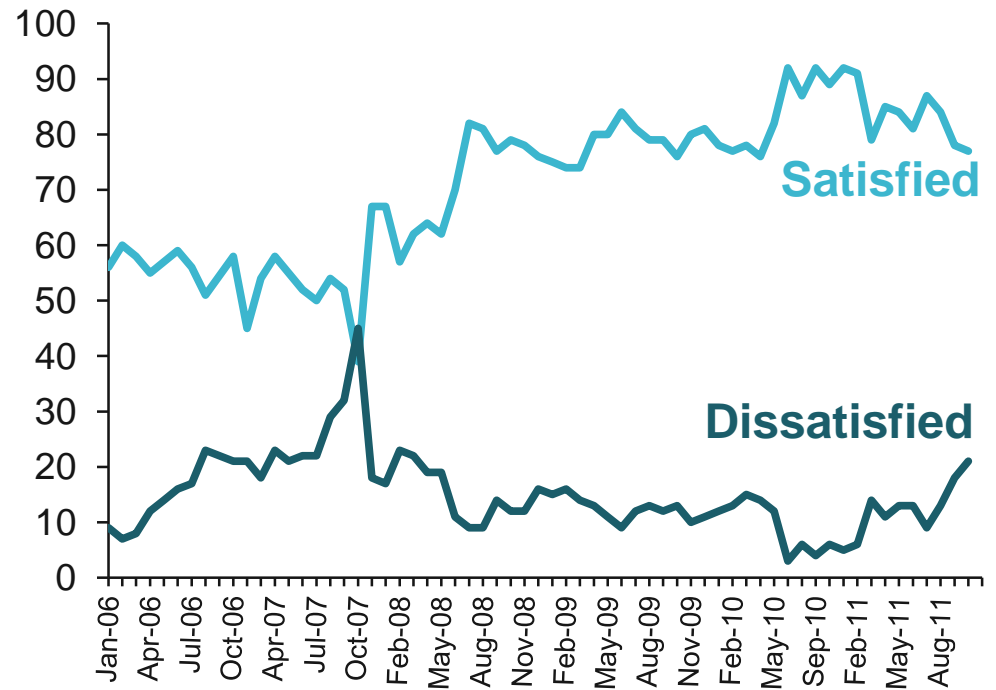
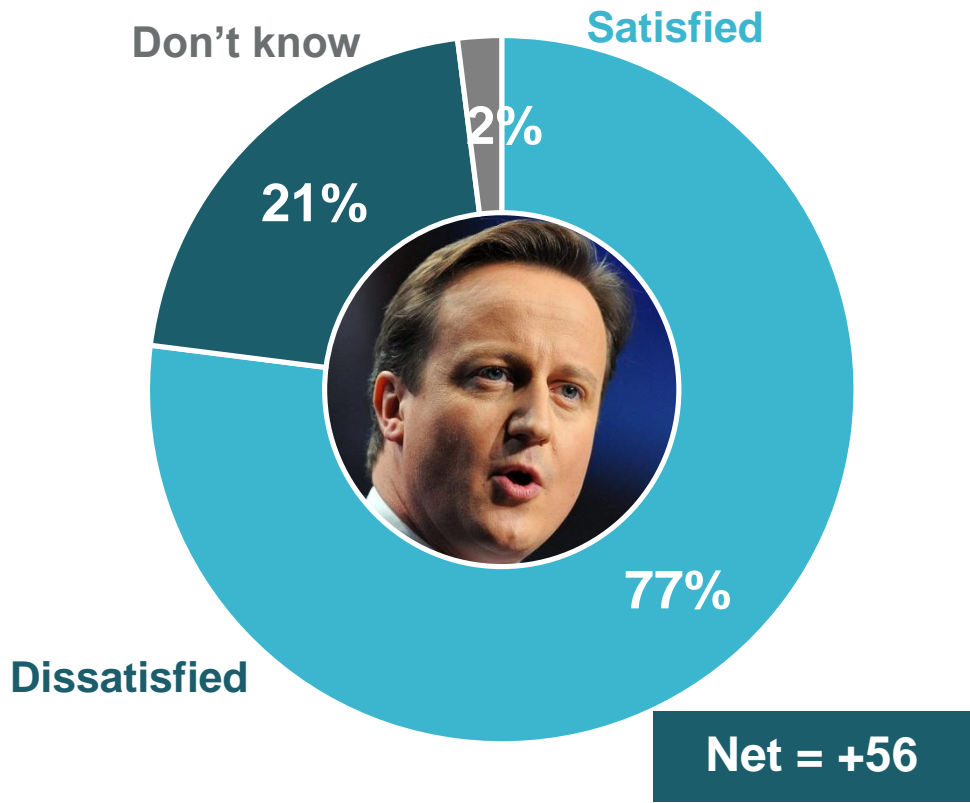
Source: Reuters/Ipsos MORI Political Monitor

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?

October 2011

January 2006 – October 2011



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

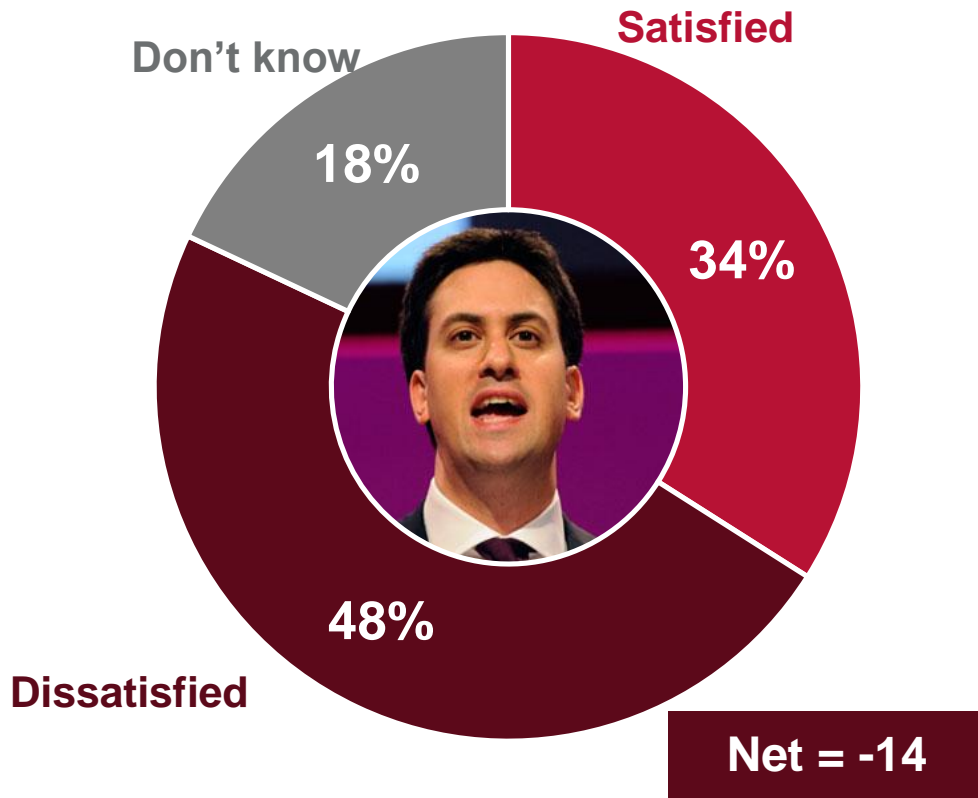
Base: 236 Conservative supporters 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

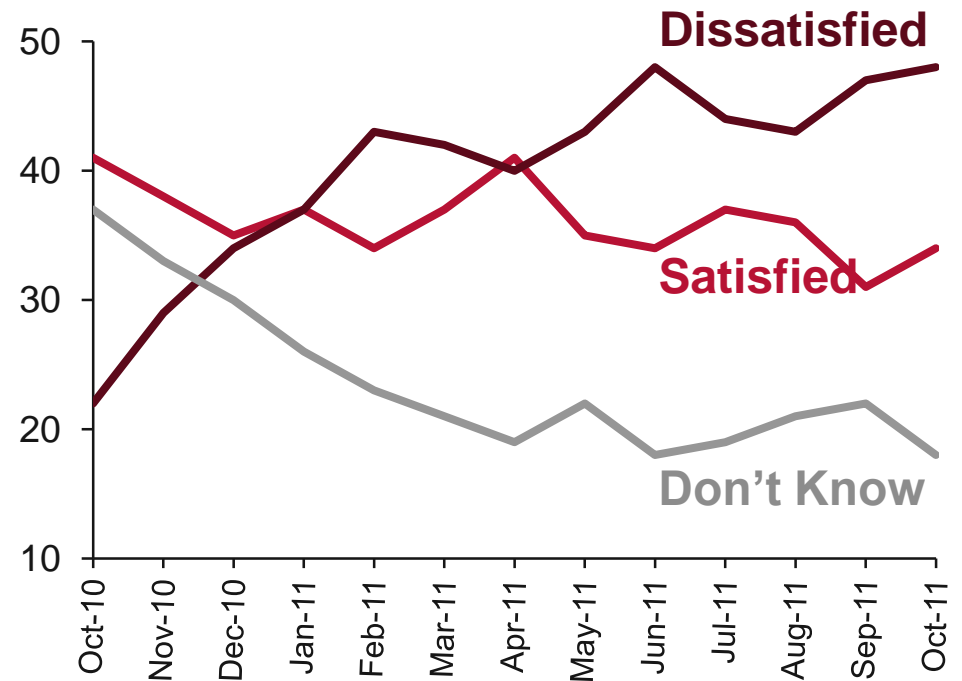
Ed Miliband (satisfaction)

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

October 2011



October 2010 – October 2011



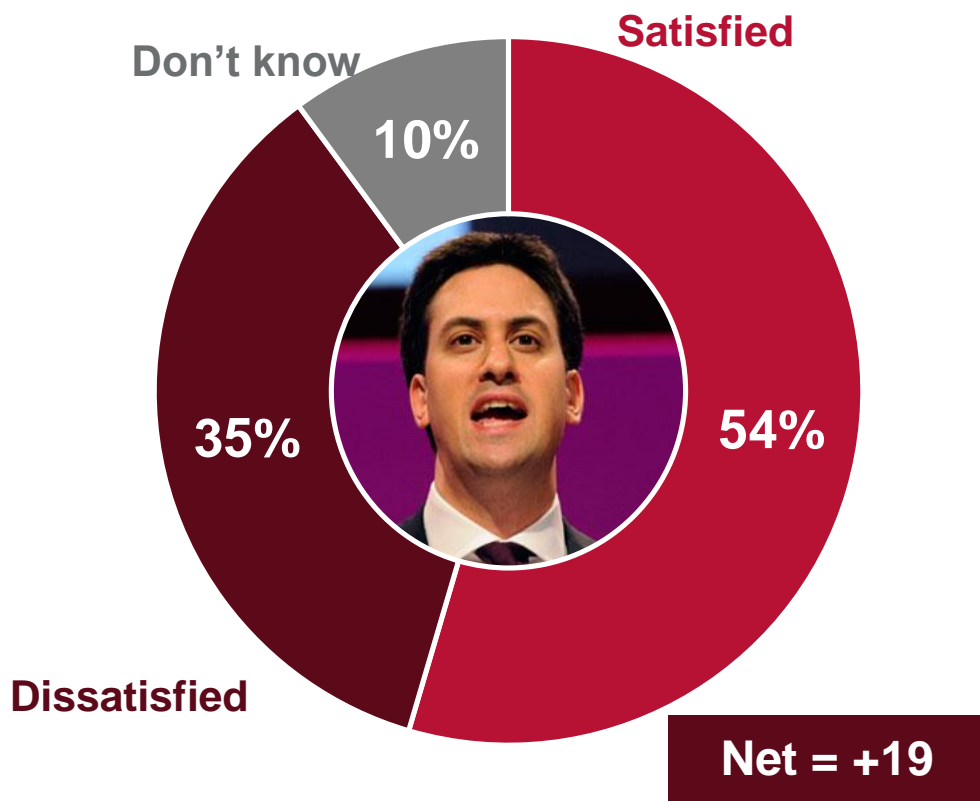
Base: 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

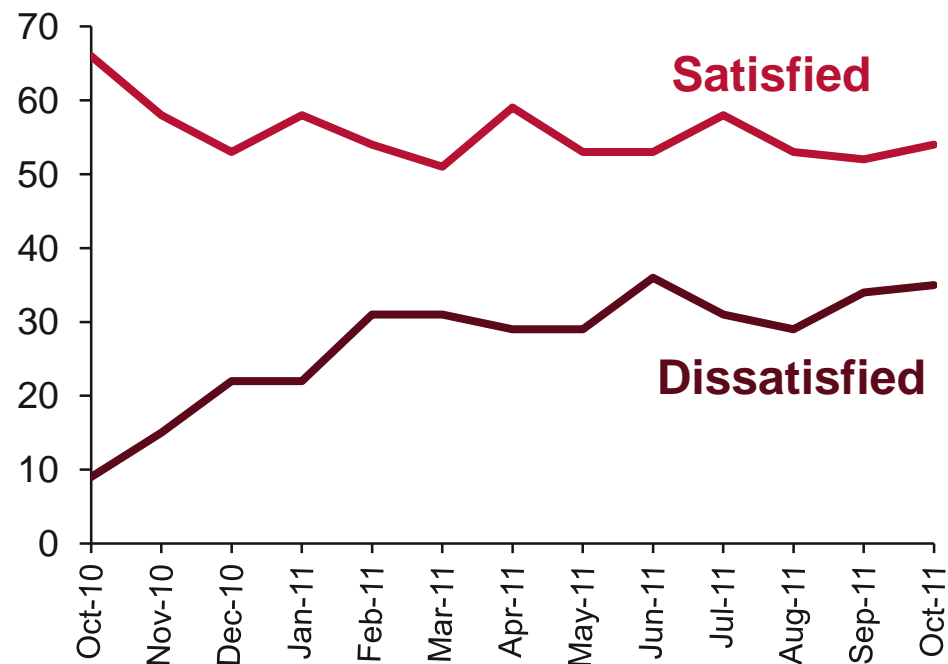
Ed Miliband (satisfaction among Labour supporters)

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

October 2011



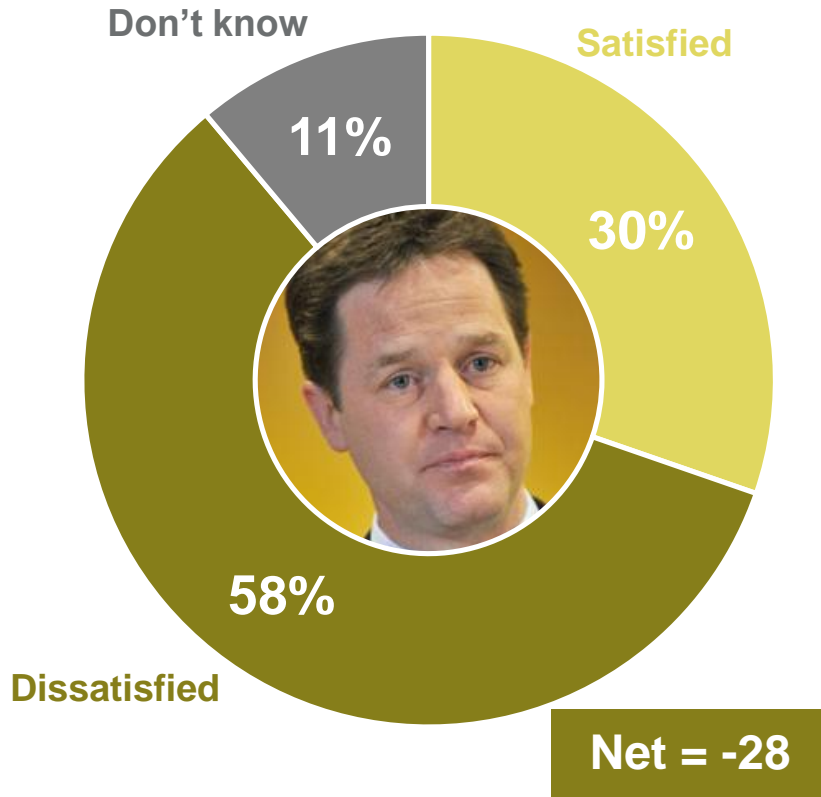
October 2010 – October 2011



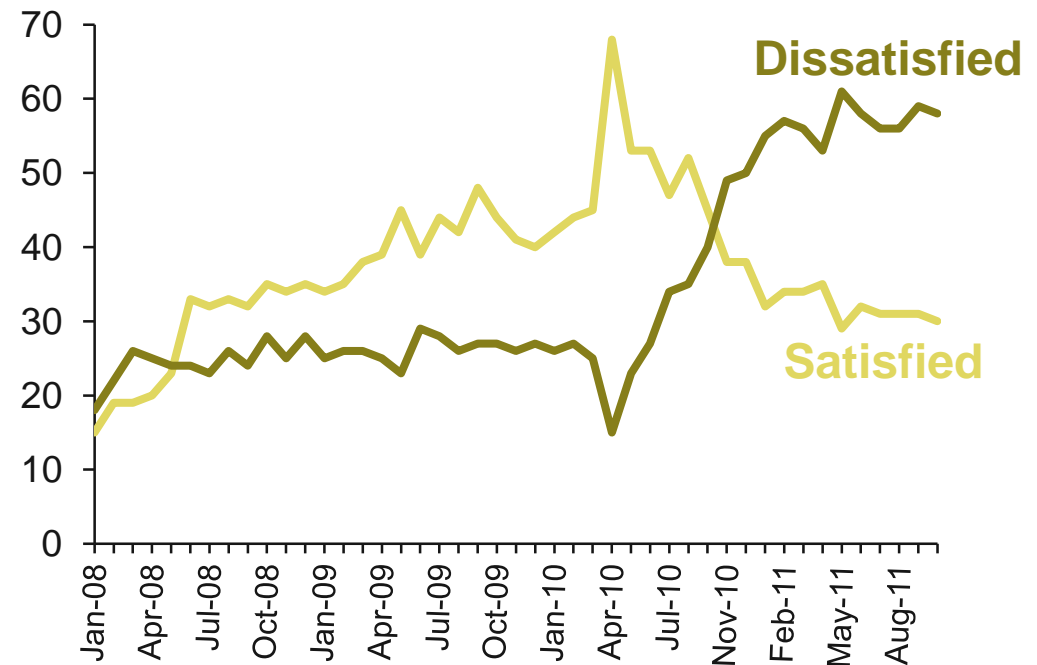
Nick Clegg (satisfaction)

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/
as Deputy Prime Minister?

October 2011



January 2008 – October 2011



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

Base: 1,002 British adults 18+, 22nd - 24th October 2011

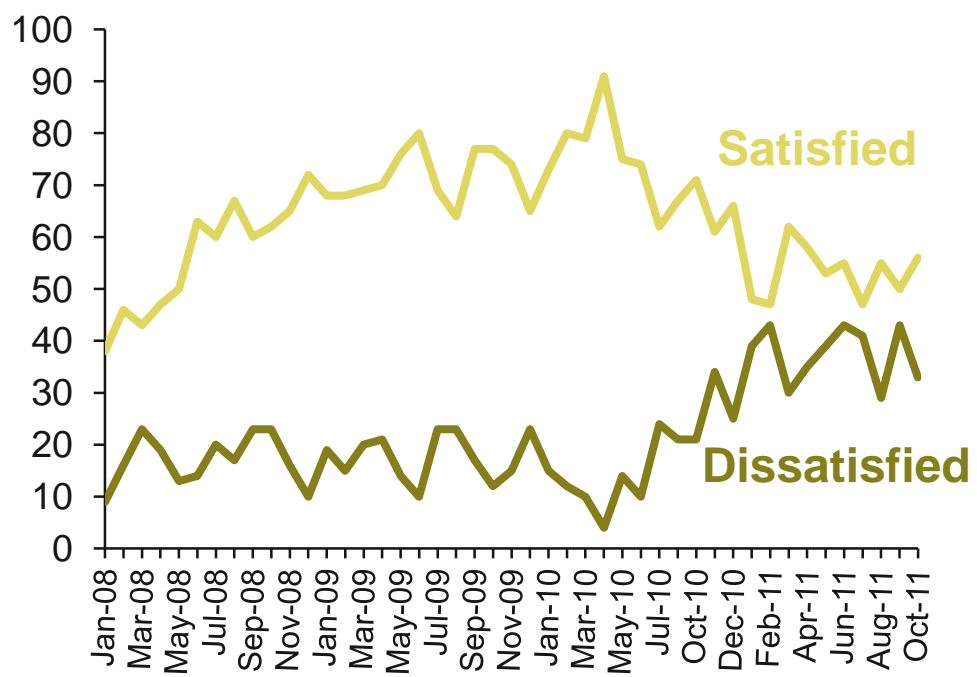
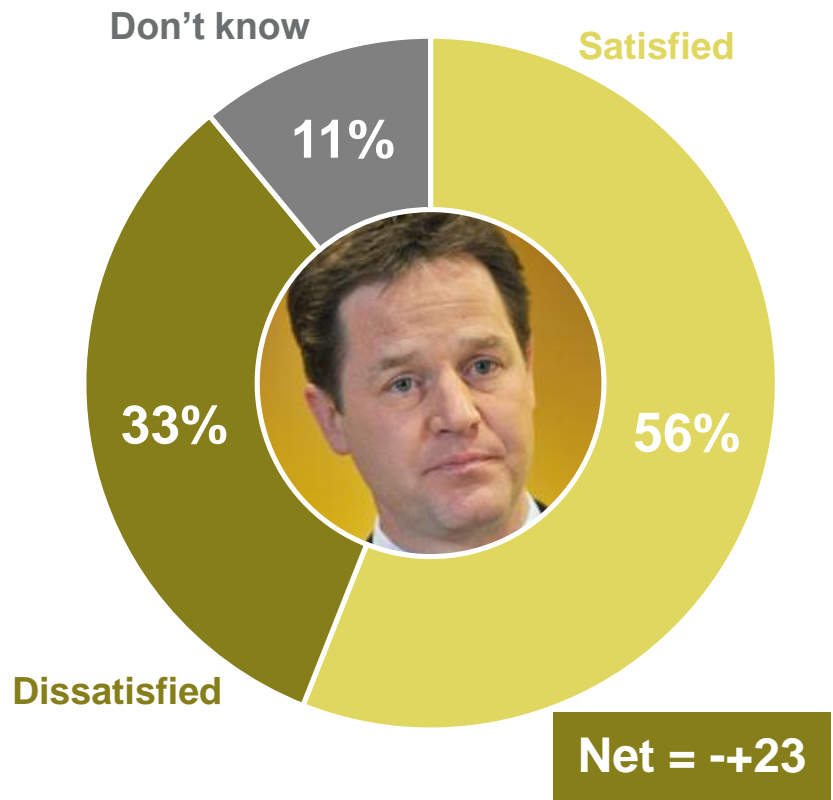
Source: Reuters/Ipsos MORI Political Monitor

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/
as Deputy Prime Minister?

October 2011

January 2008 – October 2011



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

Base: 98 Liberal Democrat supporters 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

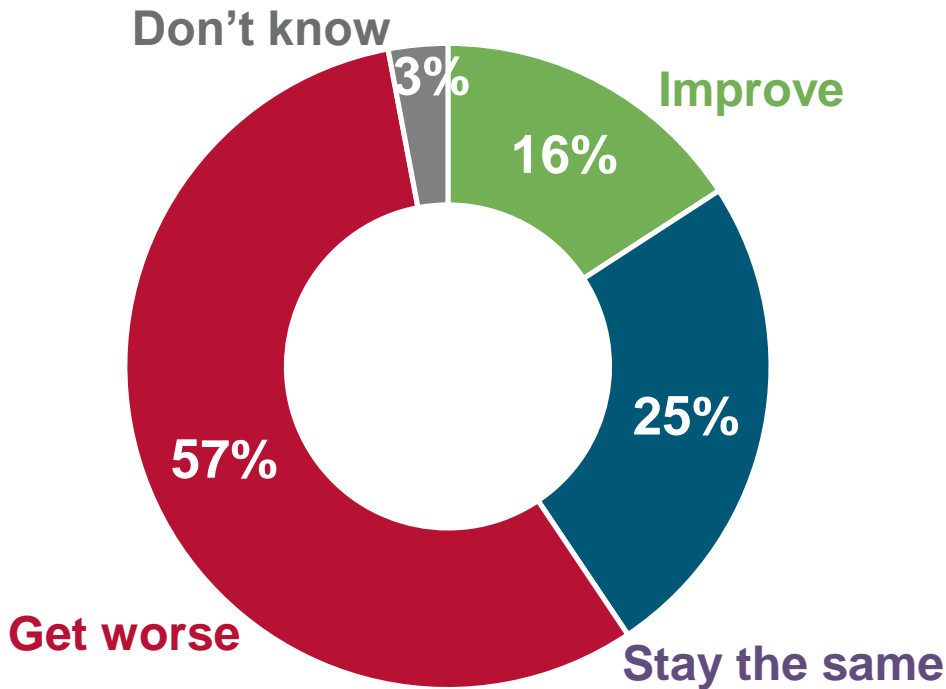
The economy



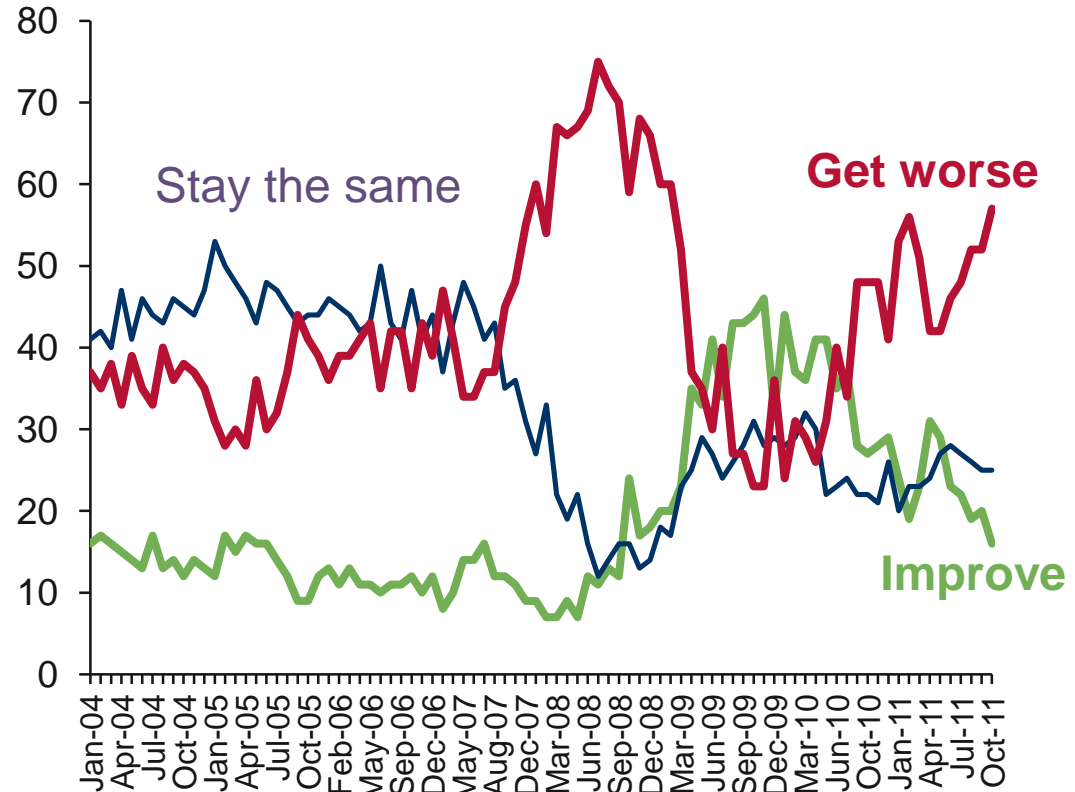
Economic Optimism Index

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

October 2011



EOI = -41

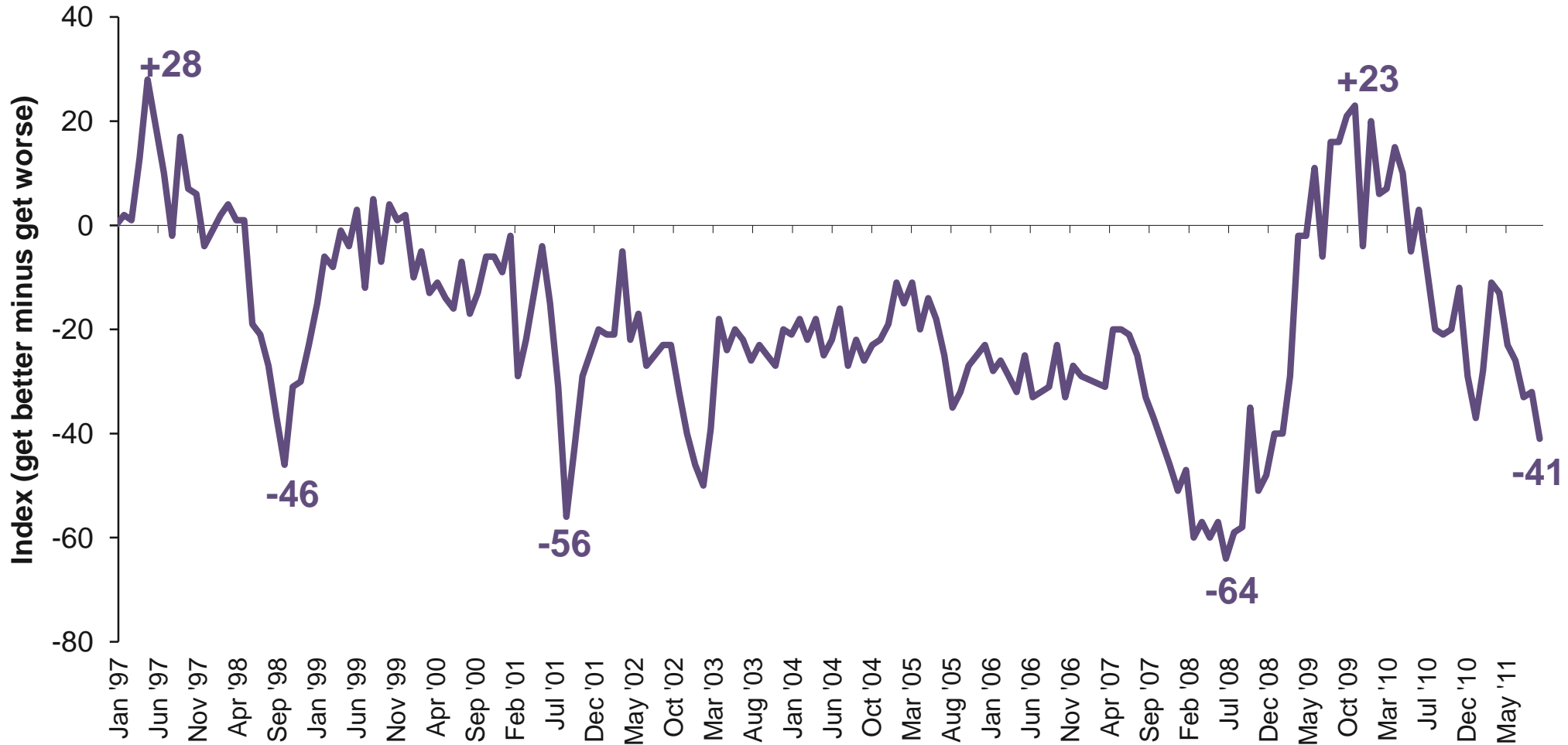


Base: 1,002 British adults 18+, 22nd - 24th October 2011

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?

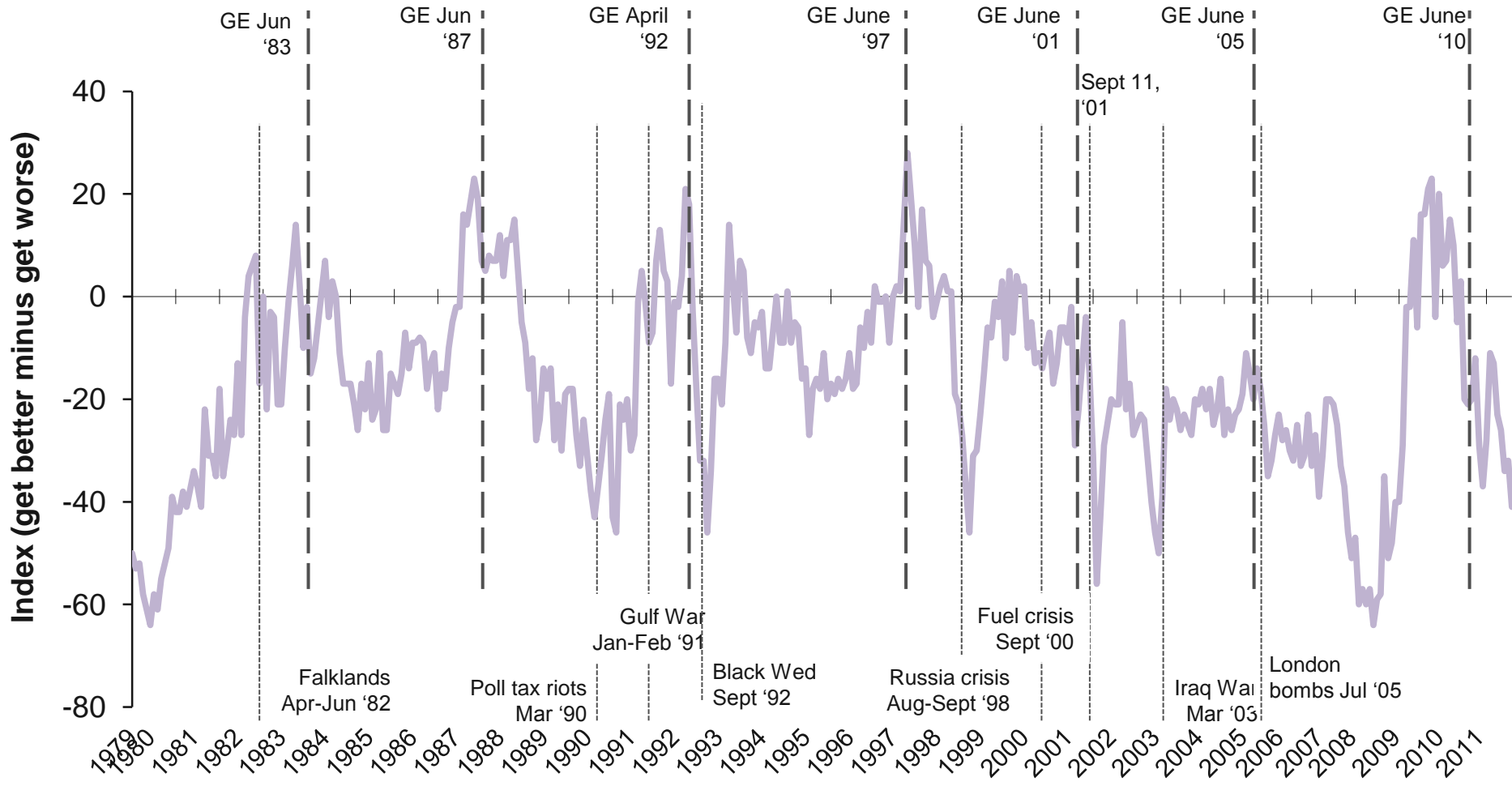


Base: c. 1,000 British adults each month

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?



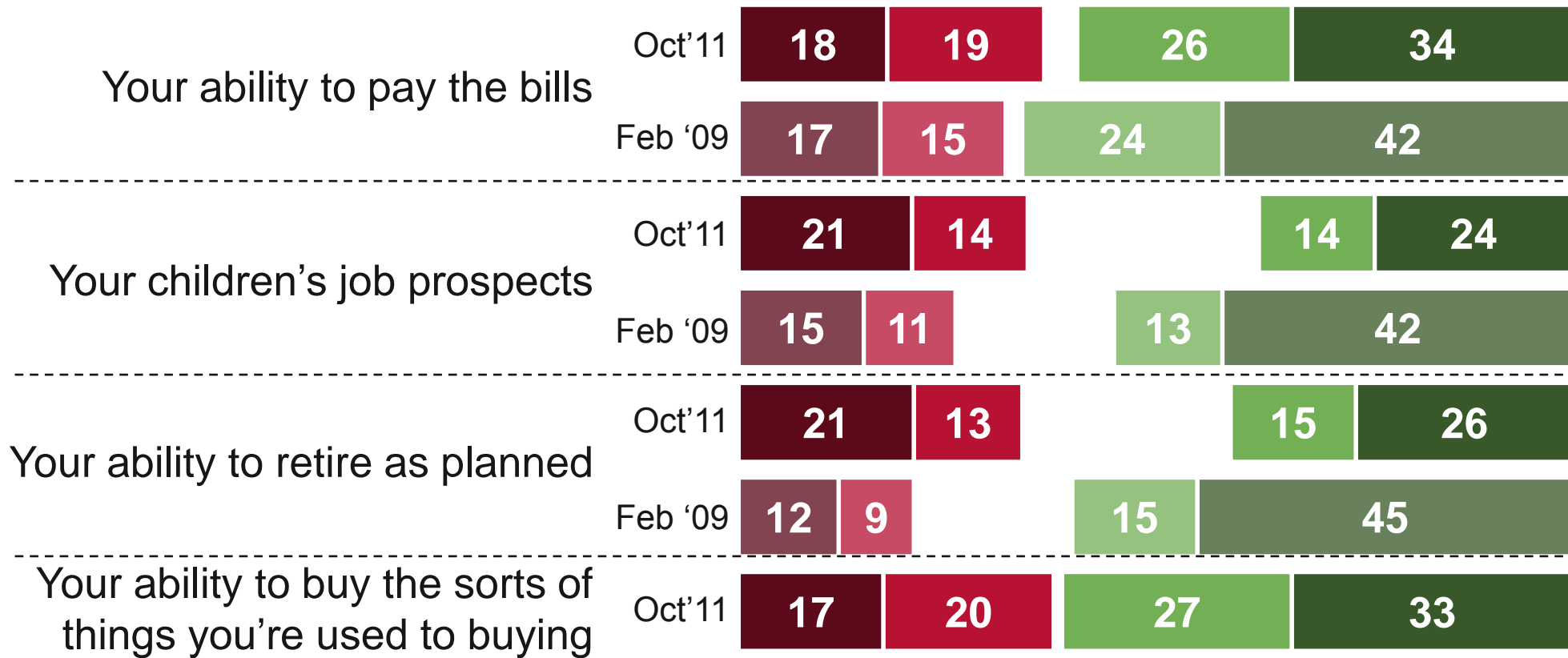
Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

Concern about everyday financial matters

I would like you tell me to what extent, if at all, you have worried about each one in the last 2-3 weeks. For each, please tell me if you have worried about them a great deal, a fair amount, a little or not at all.

■ % A great deal ■ % A fair amount □ % Don't know/Not applicable ■ A little ■ % Not at all



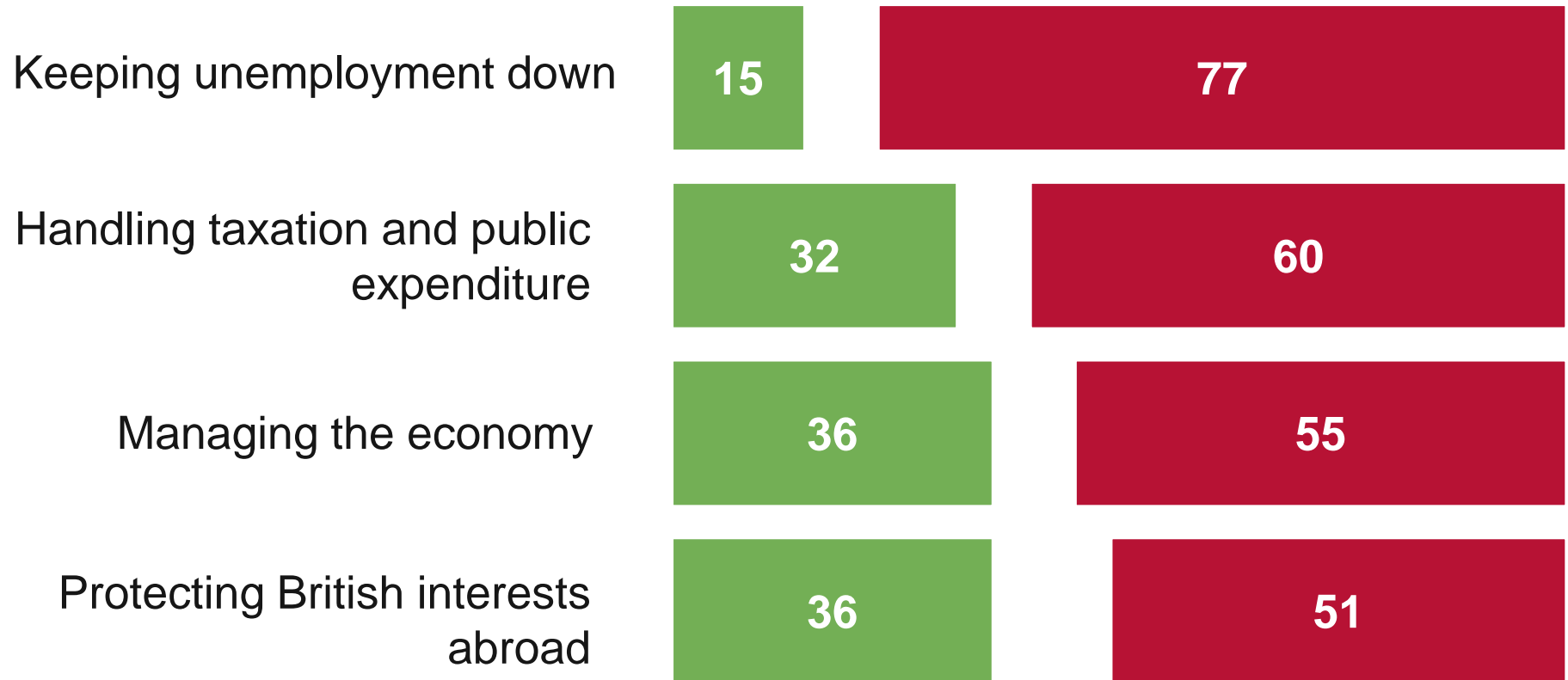
Base: 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

Government's performance on economic issues

Since it was elected last year, do you think that the government has done a good job or a bad job at...?

■ % Good job □ % Don't know ■ % Bad job

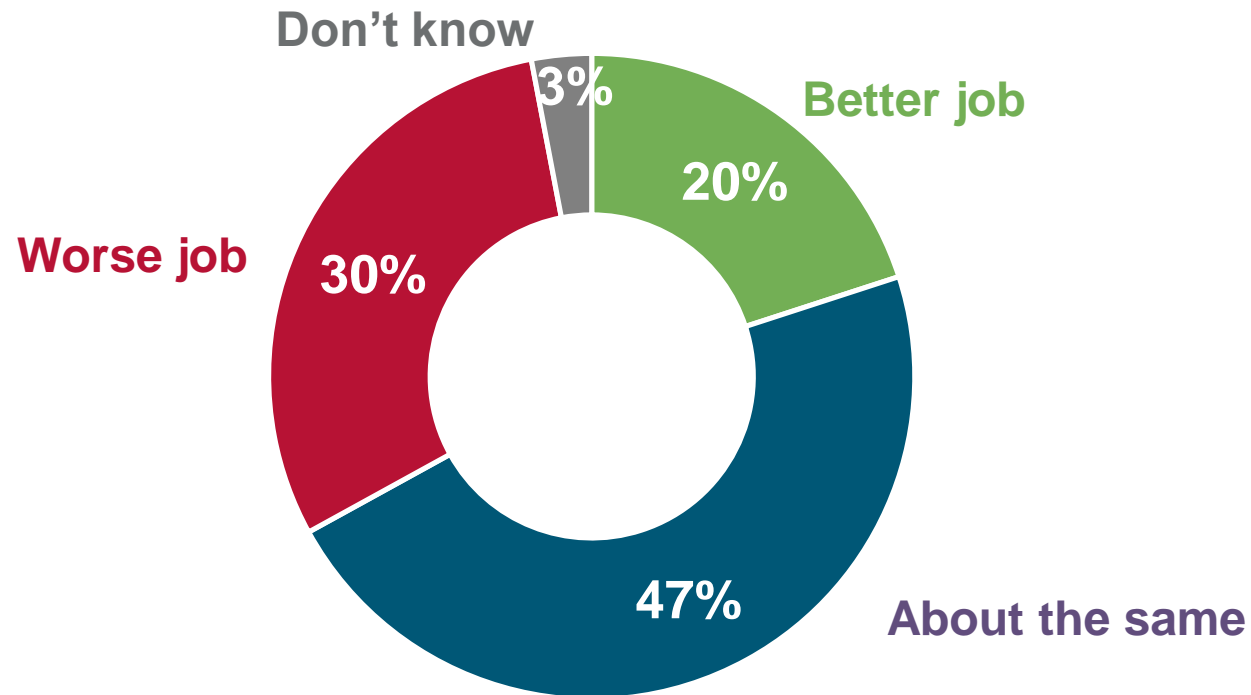


Base: 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor

Would Labour do better?

And do you think that a Labour government with Ed Miliband as Prime Minister and Ed Balls as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?



Net better = -10

Base: 1,002 British adults 18+, 22nd - 24th October 2011

Source: Reuters/Ipsos MORI Political Monitor