



# Political Monitor Trends

October 2009

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**Ipsos MORI**

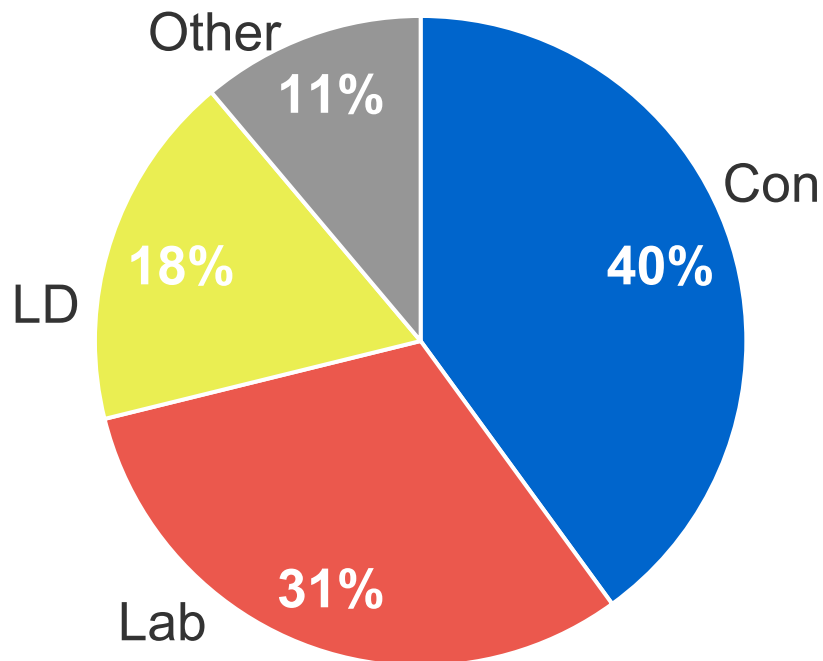


# Voting Intentions

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

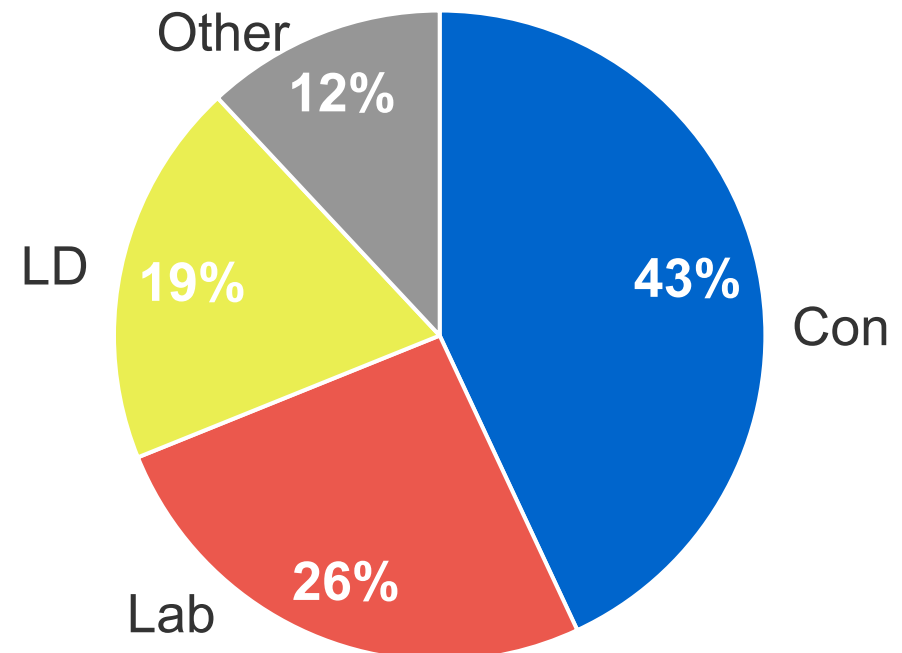
*How would you vote if there were a General Election tomorrow?*

All giving a voting intention (77%)



Conservative lead = +9

All certain to vote (50%)



Conservative lead = +17

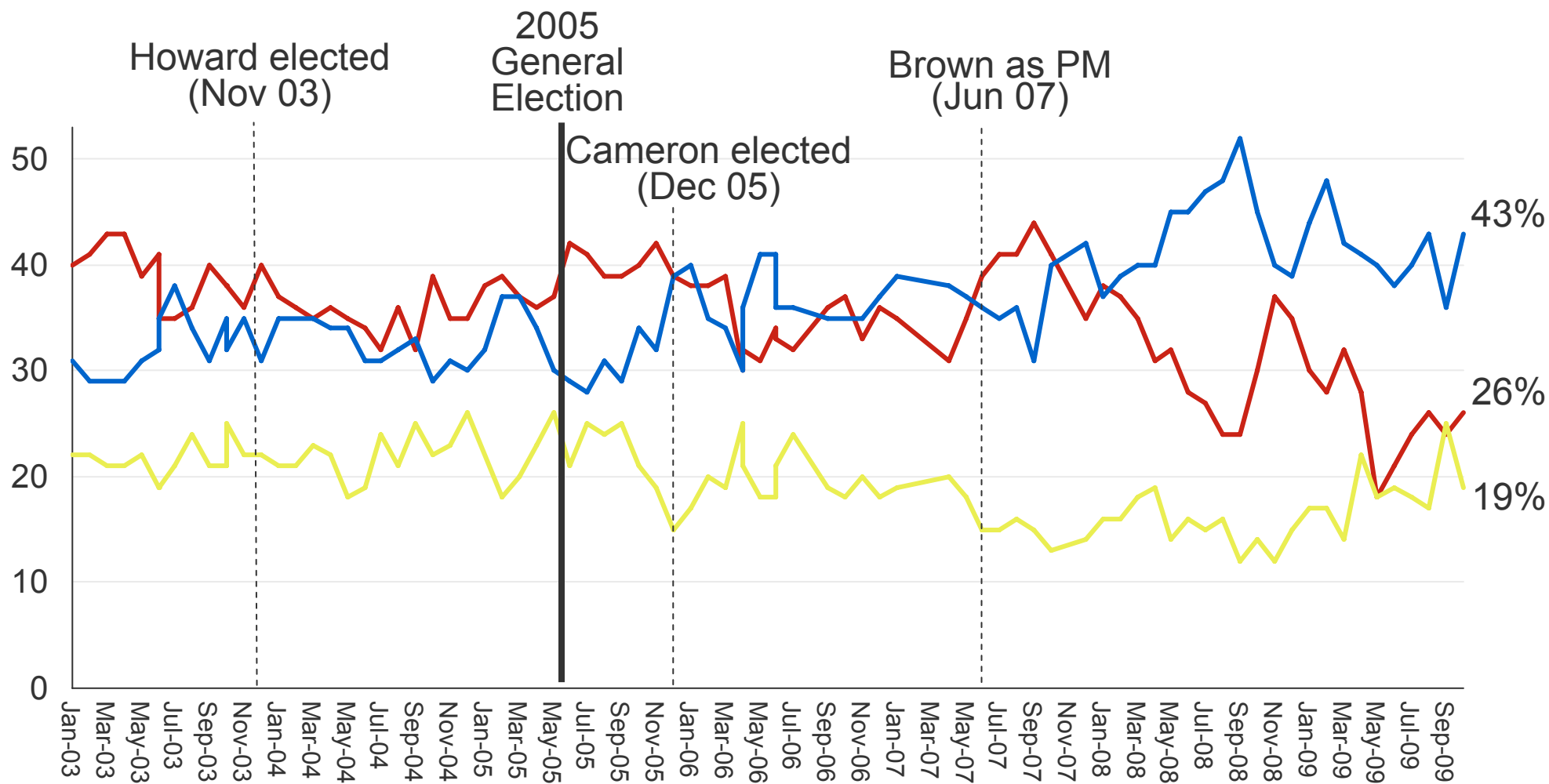
Base: All giving a voting intention = 77% (781); All certain to vote = 50% (528); data Ipsos MORI collected among 996 British adults 18+, 16th-18th October 2009

Source: Ipsos MORI Political Monitor



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

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



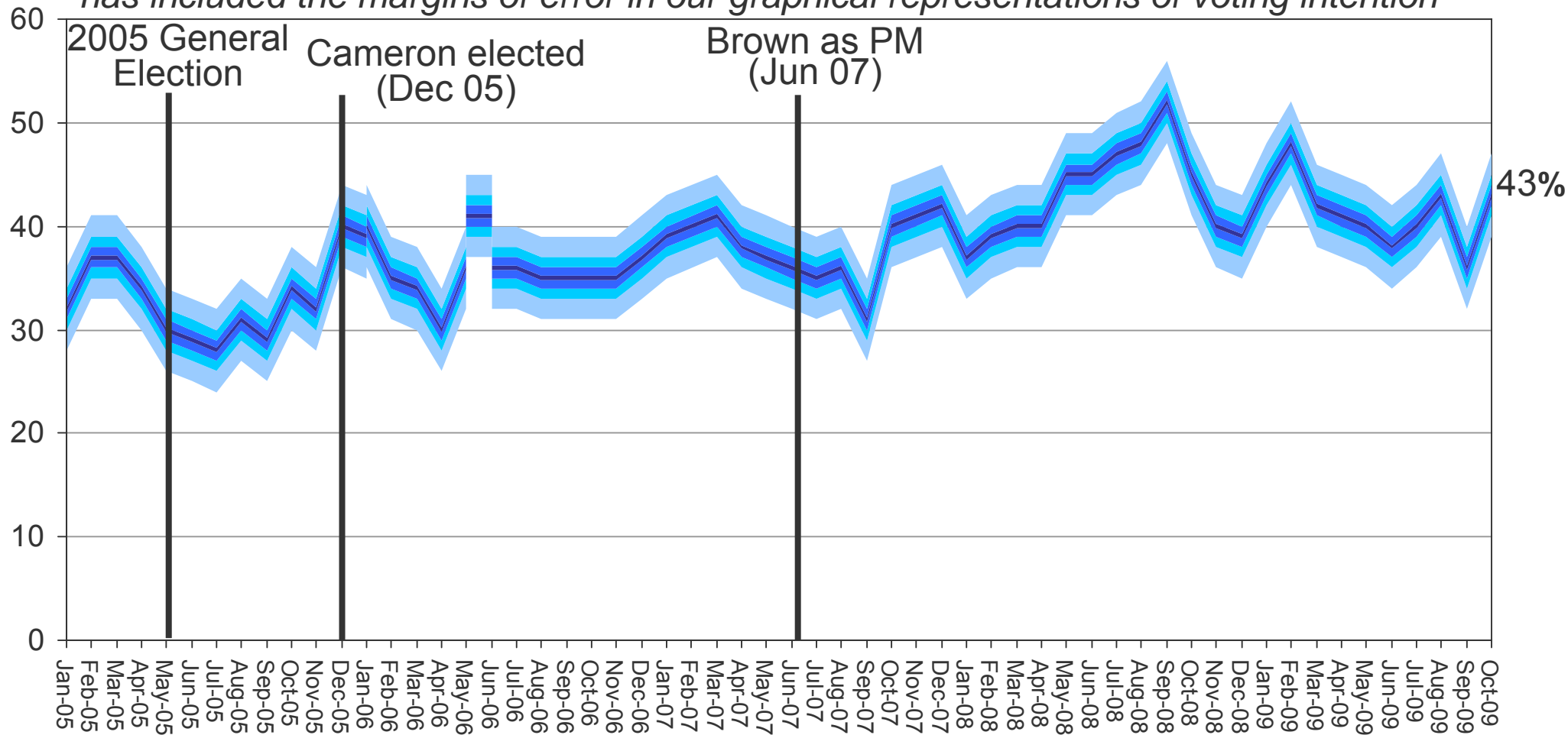
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

# 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*



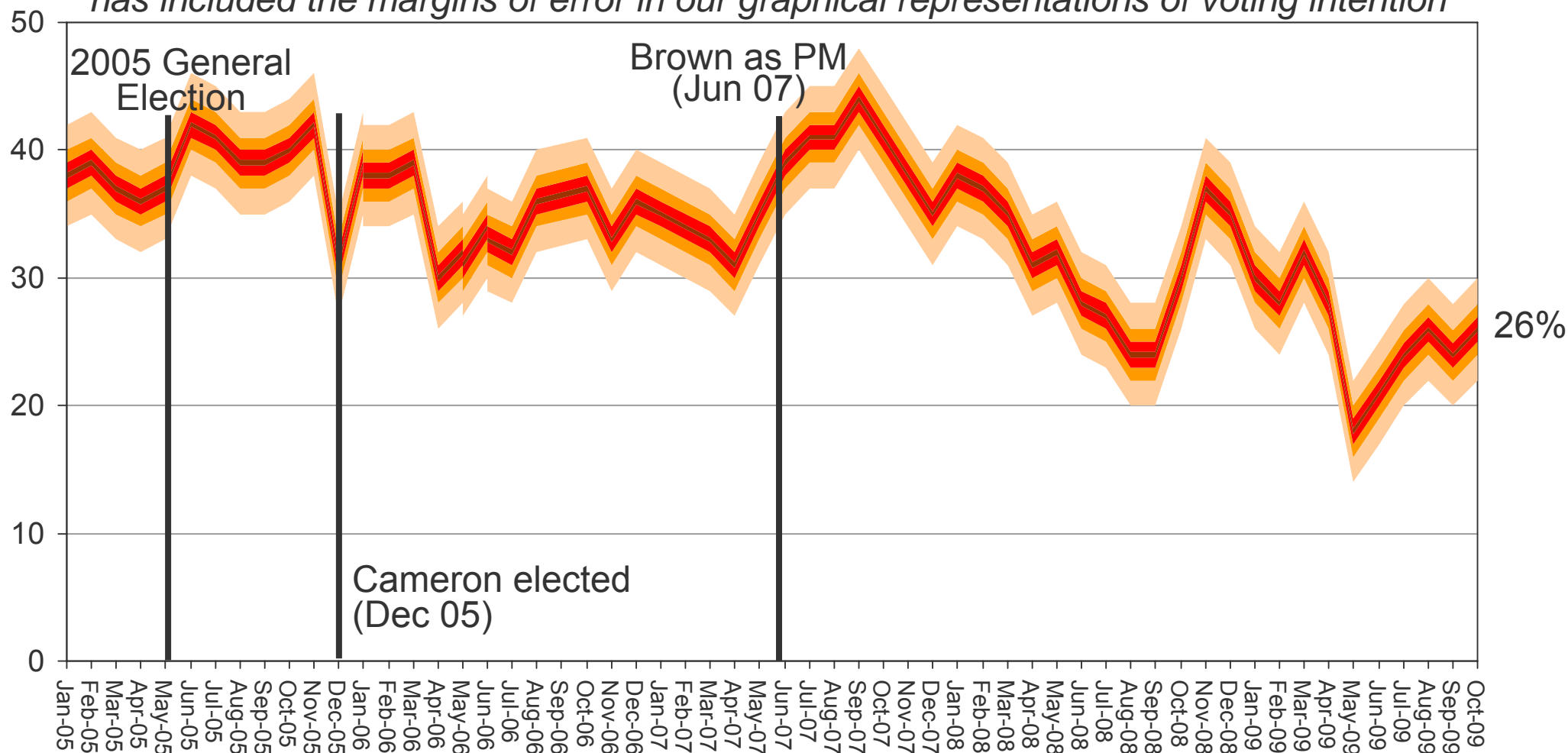
Base: c. 1,000 British adults each month

Source: Ipsos MORI 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*

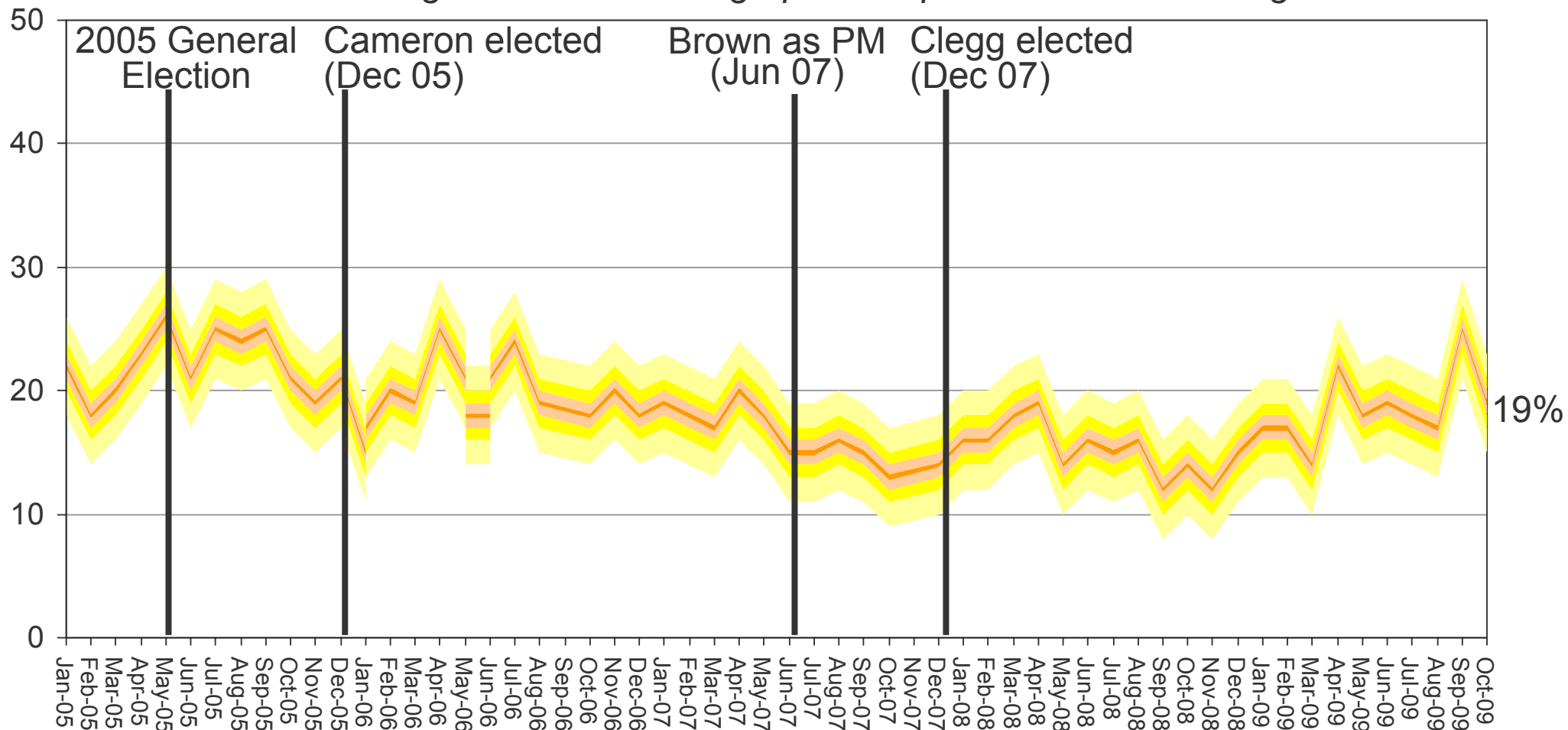


Base: c. 1,000 British adults each month

Source: Ipsos MORI 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*

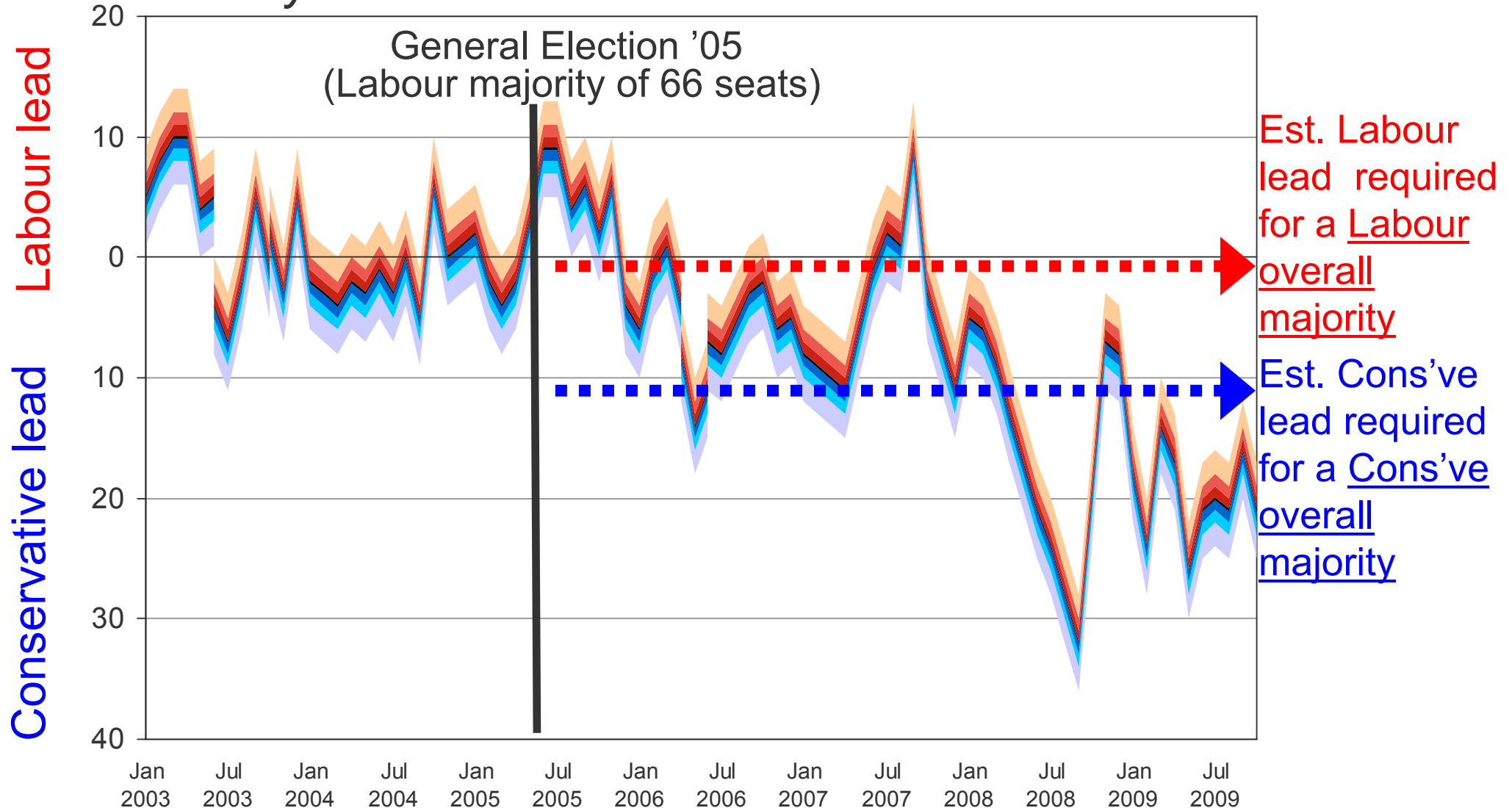


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins

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

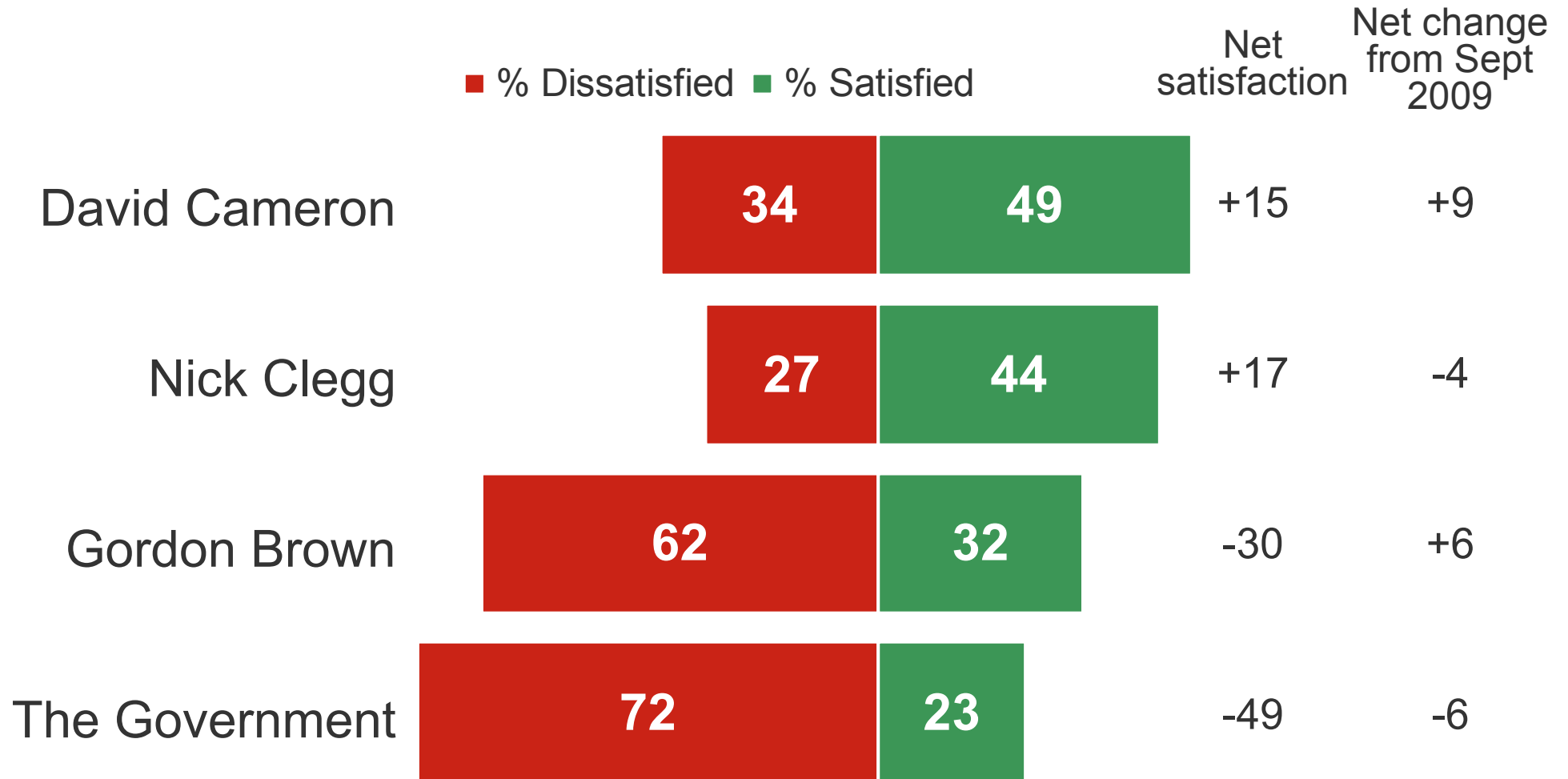




# Satisfaction

# Satisfaction with leaders and the Government

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



Base: 996 British adults 18+, 16th-18th October 2009

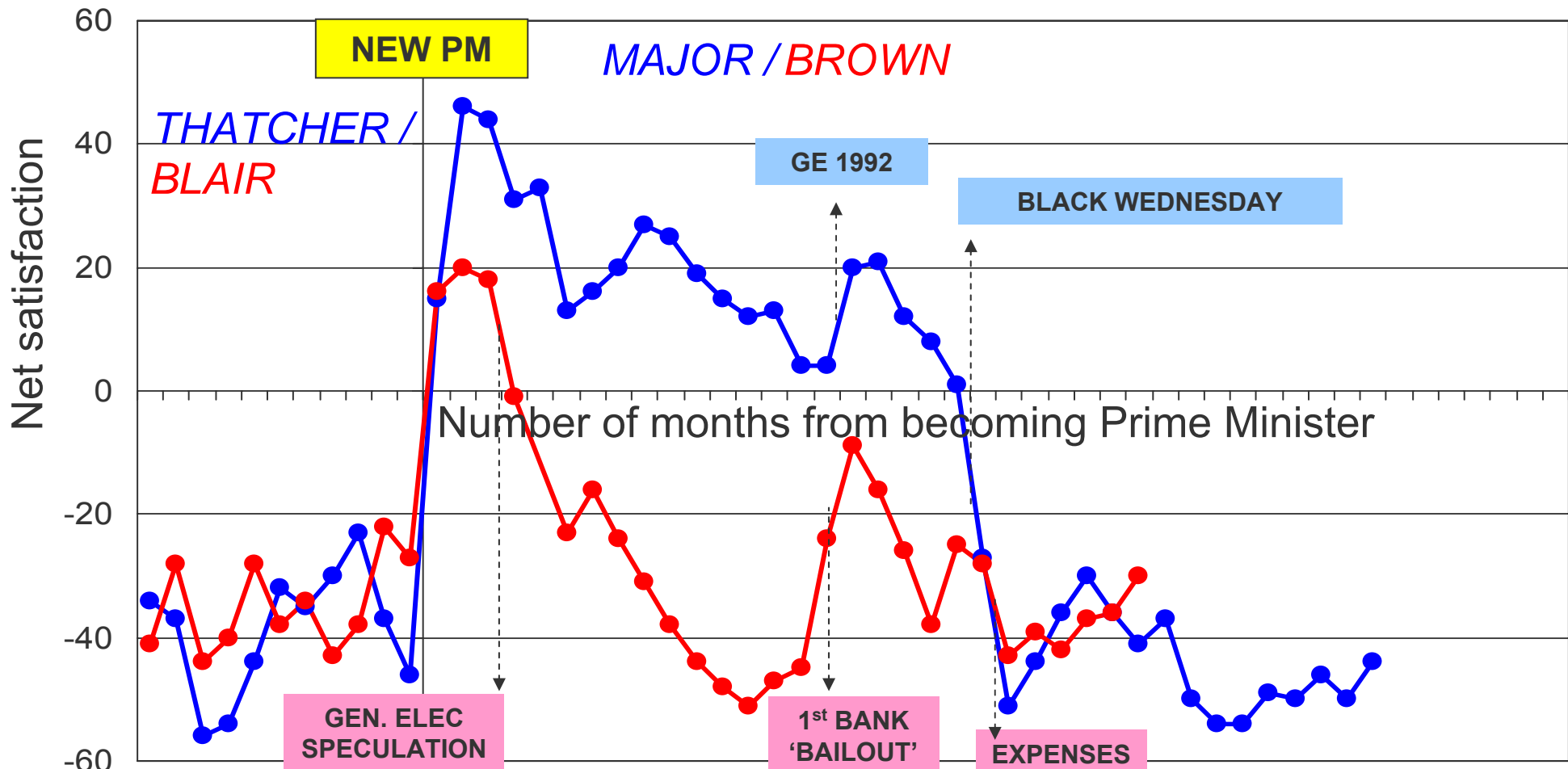
Ipsos MORI

Source: Ipsos MORI Political Monitor



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

*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

Ipsos MORI

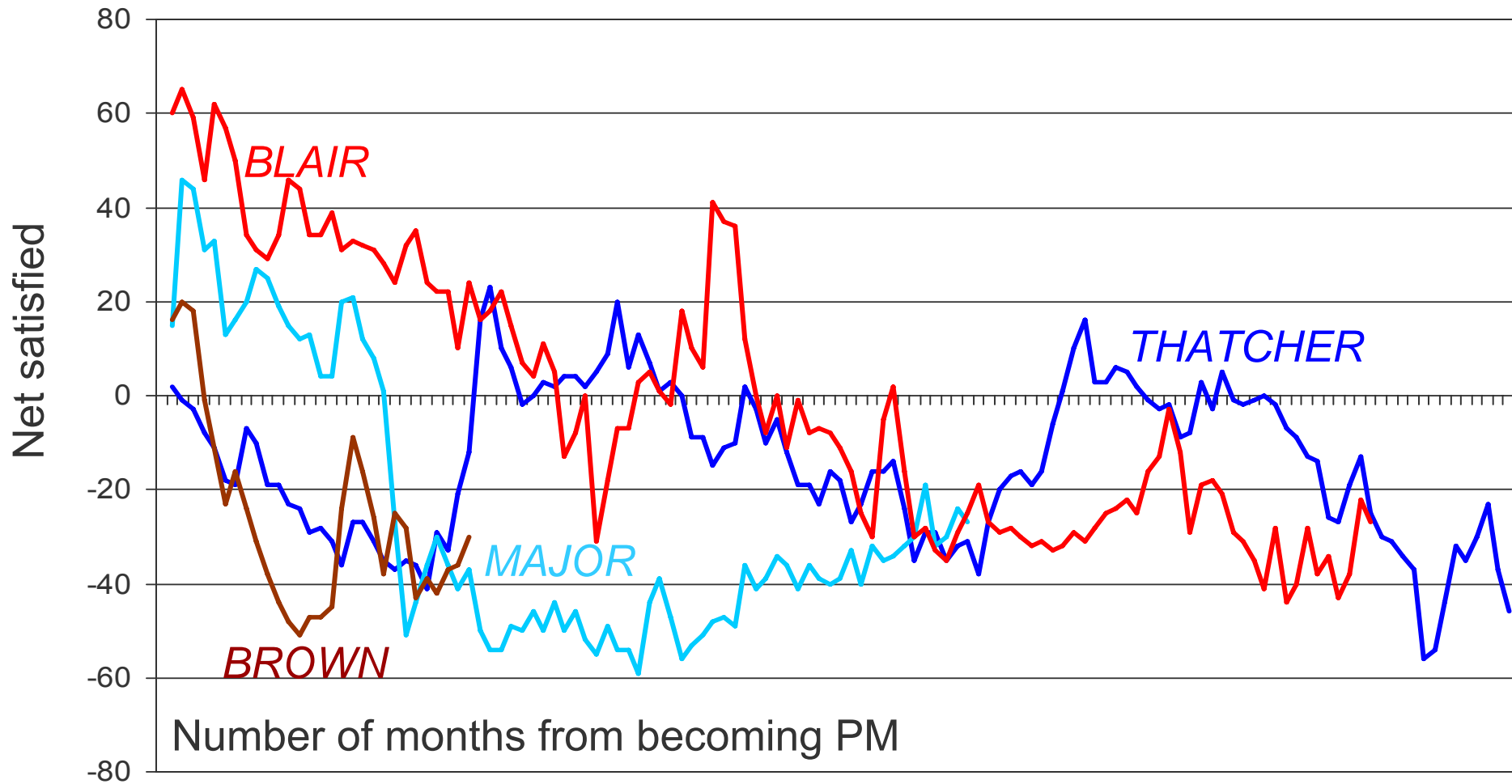
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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?*



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

Ipsos MORI

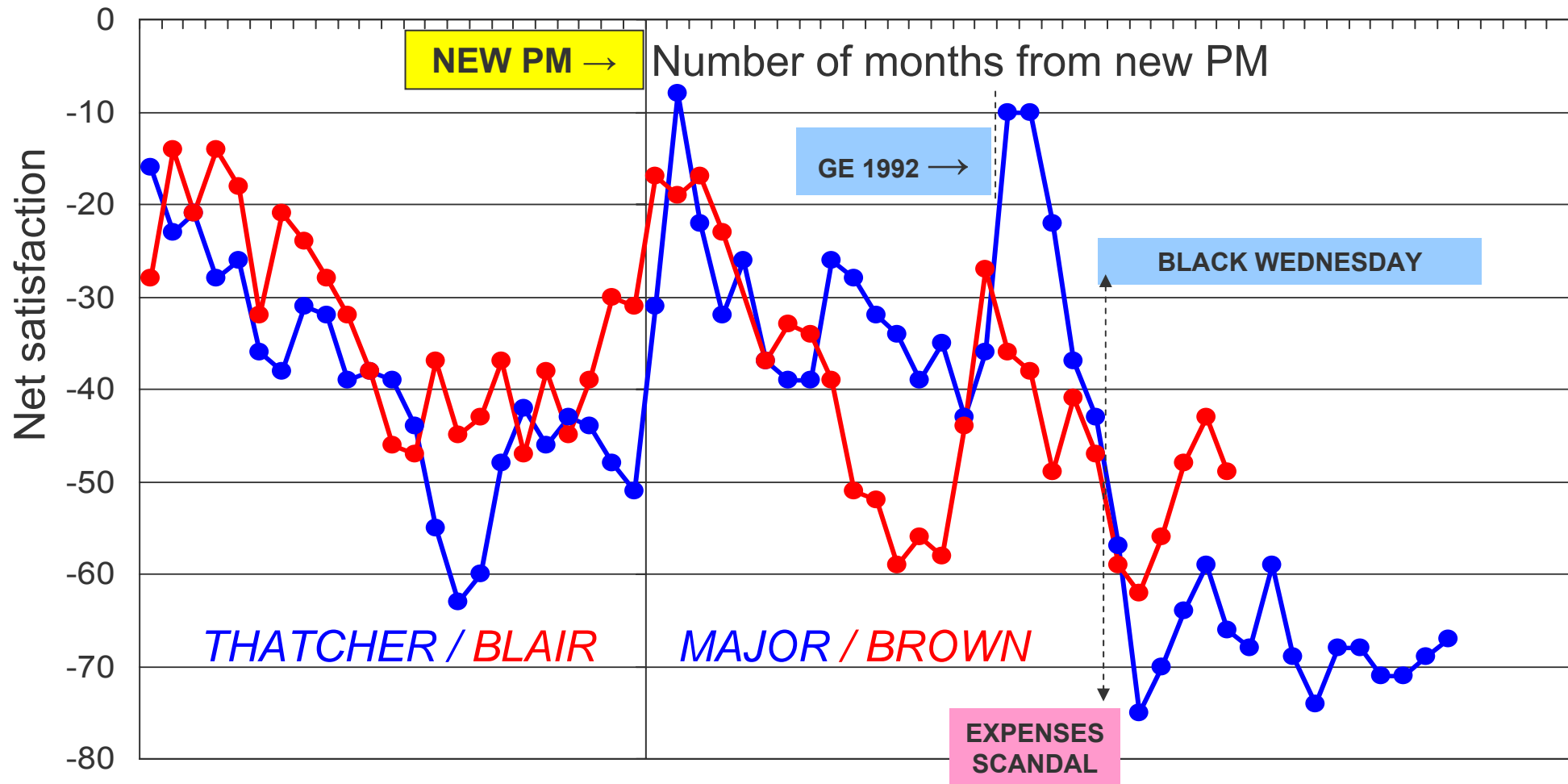
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



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

*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

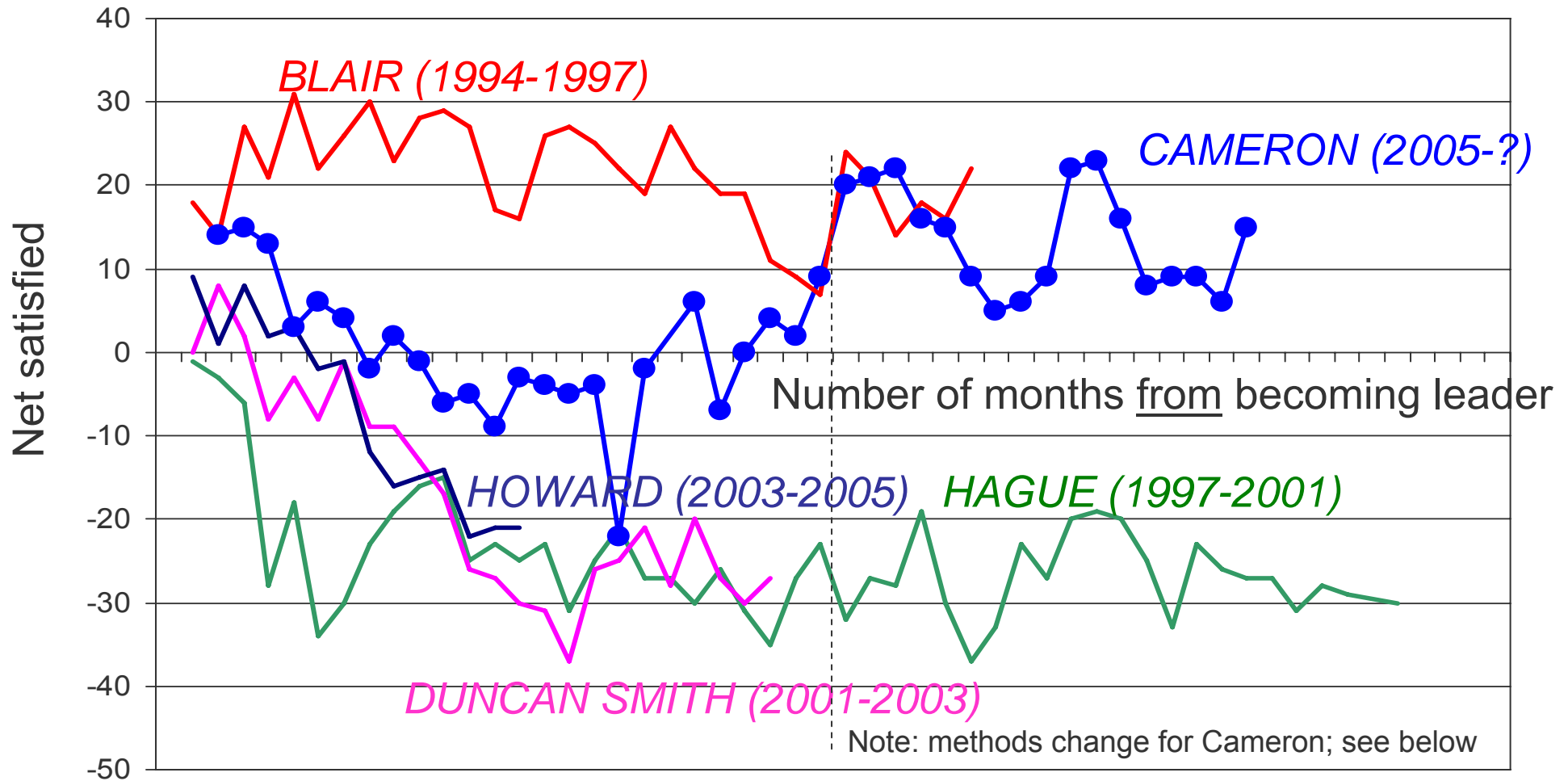
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: 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?*



Base: c.1,000 British adults interviewed 3<sup>rd</sup> week of the 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

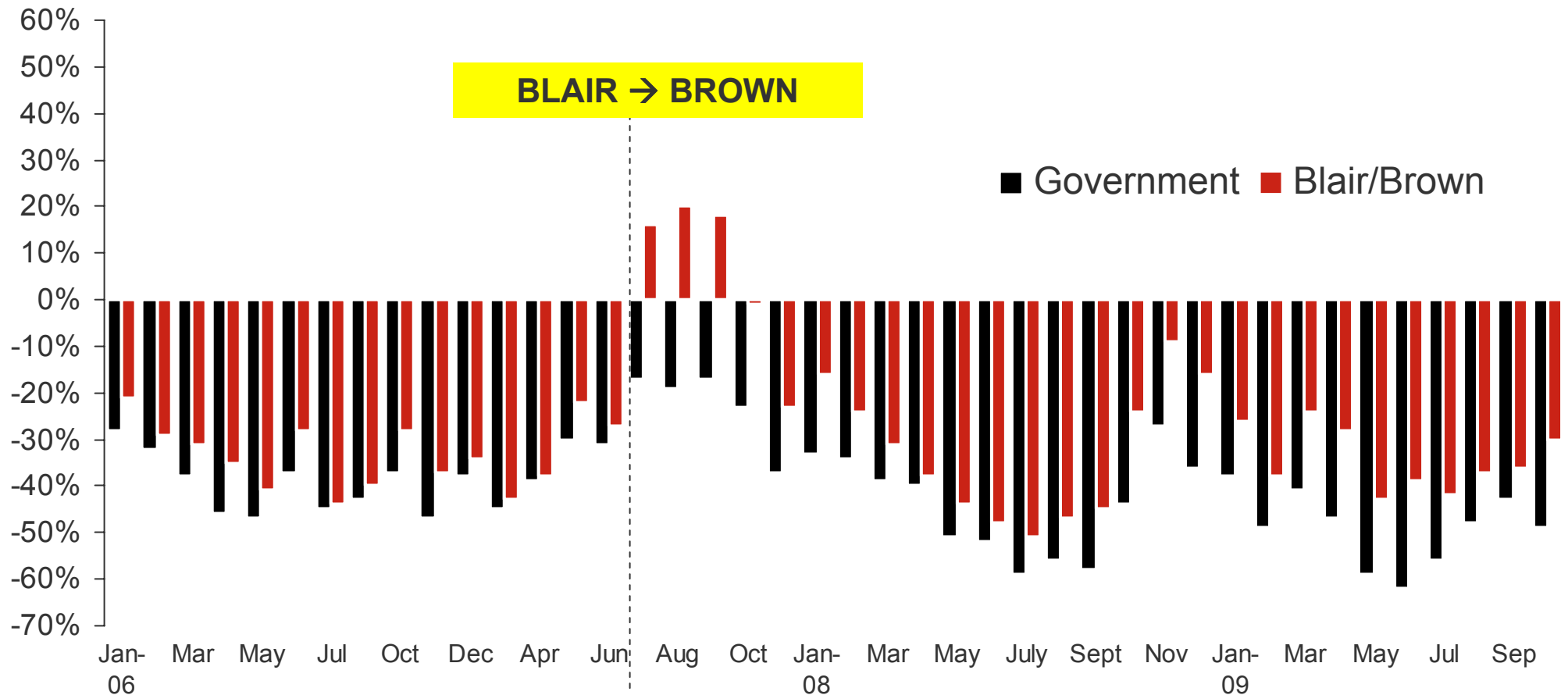
Source: Ipsos MORI Political Monitor



# 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

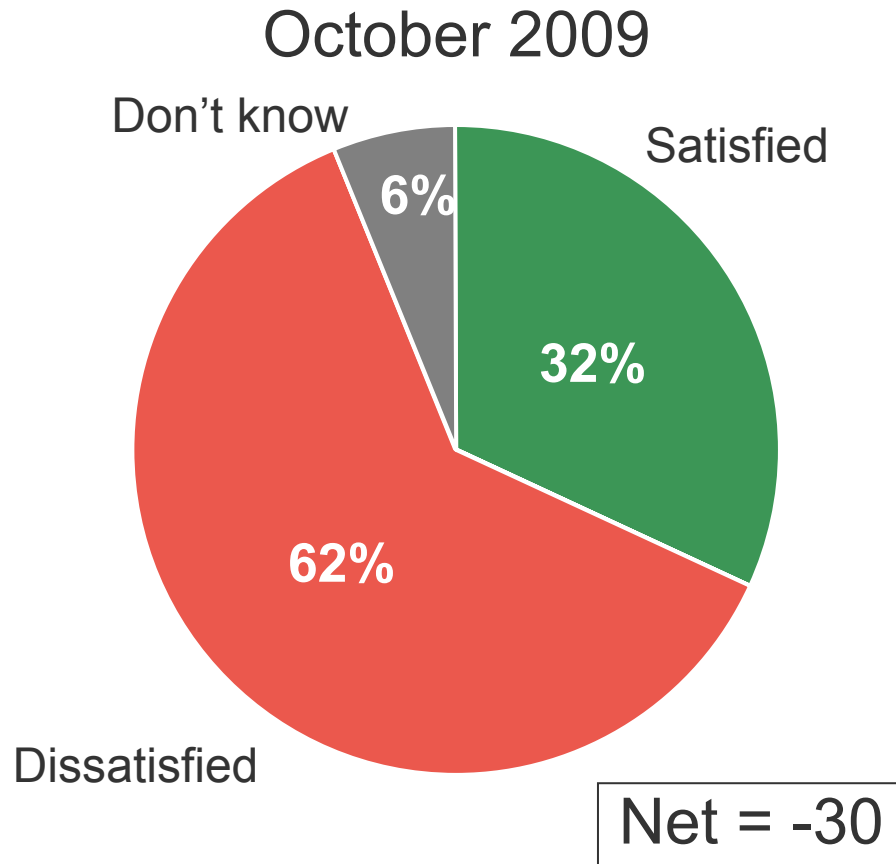
Source: Ipsos MORI Political Monitor

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



# Gordon Brown (satisfaction)

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



Base: 996 British adults 18+, 16th-18th October 2009

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

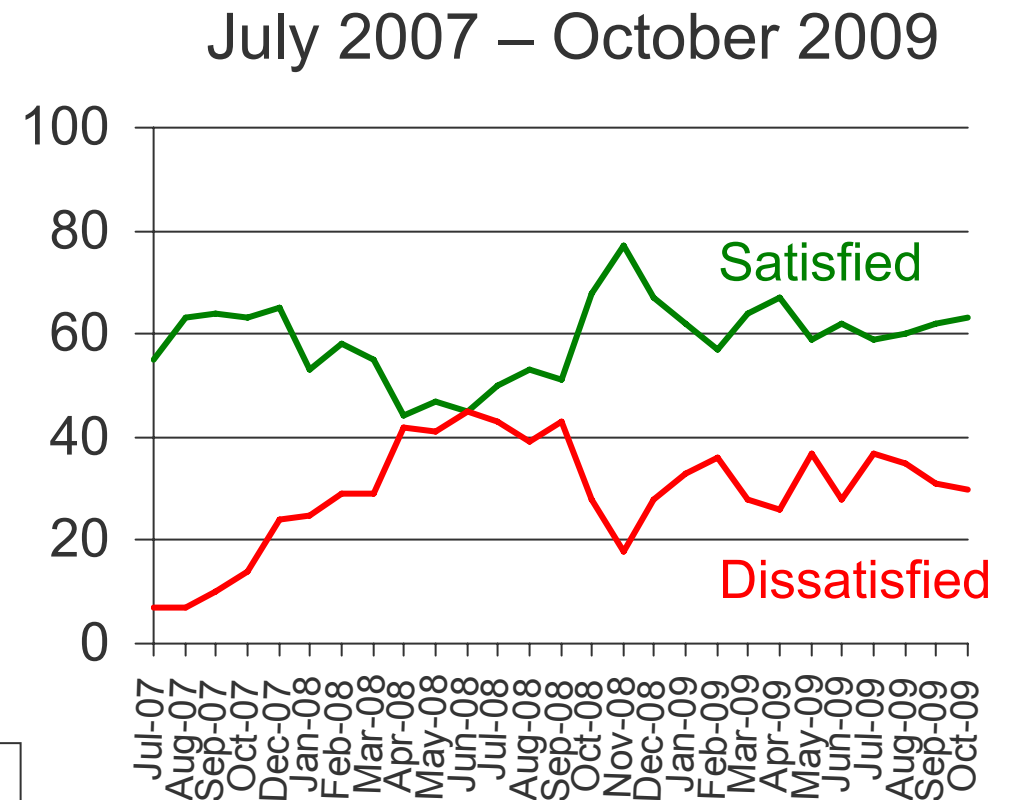
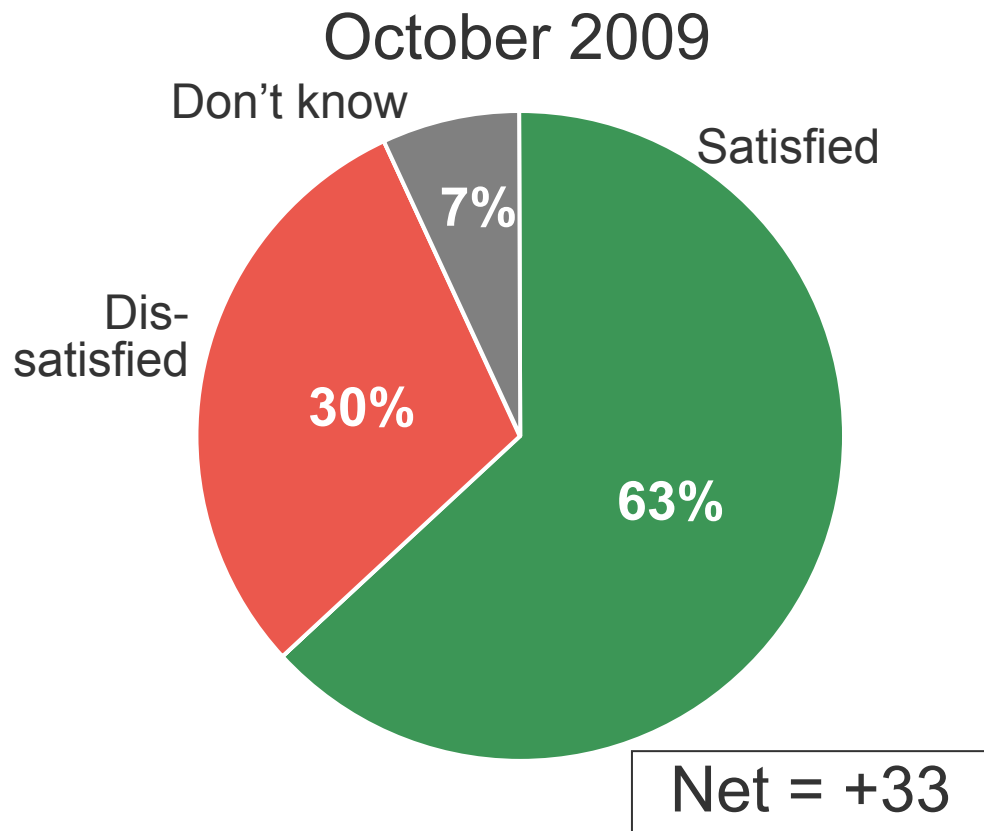
Source: Ipsos MORI Political Monitor





# Gordon Brown (satisfaction among Labour supporters)

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



Base: 243 Labour supporters 18+, 16th-18th October 2009

Ipsos MORI

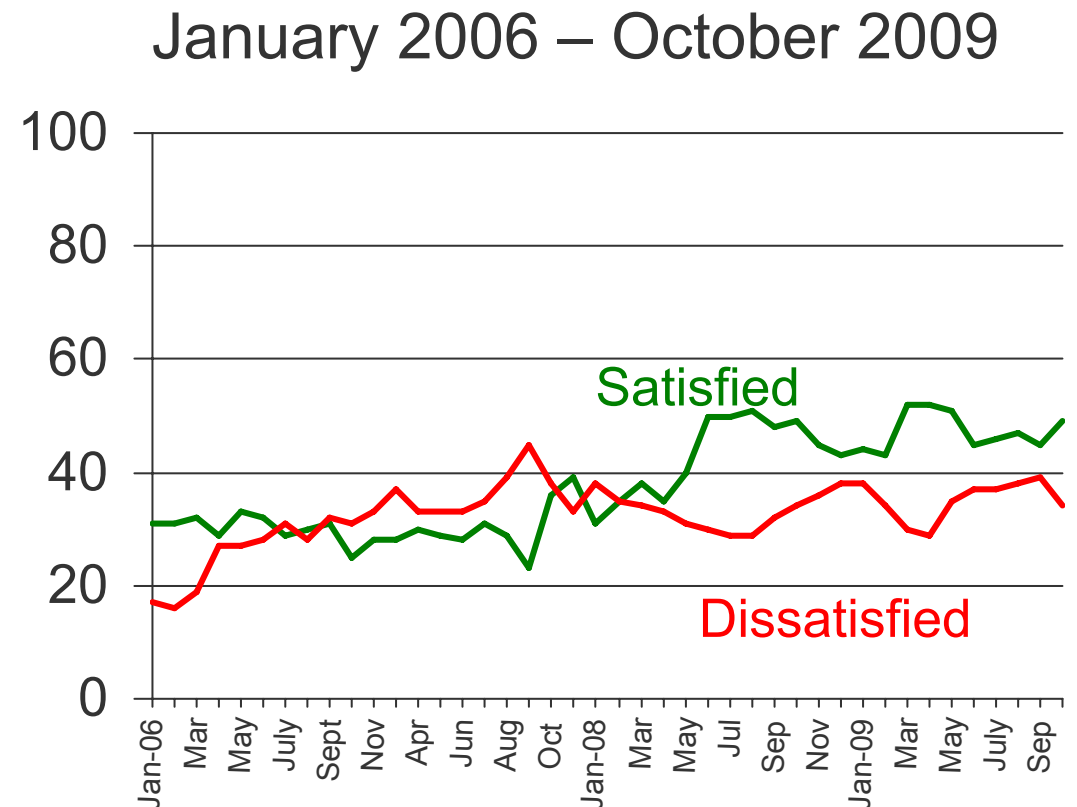
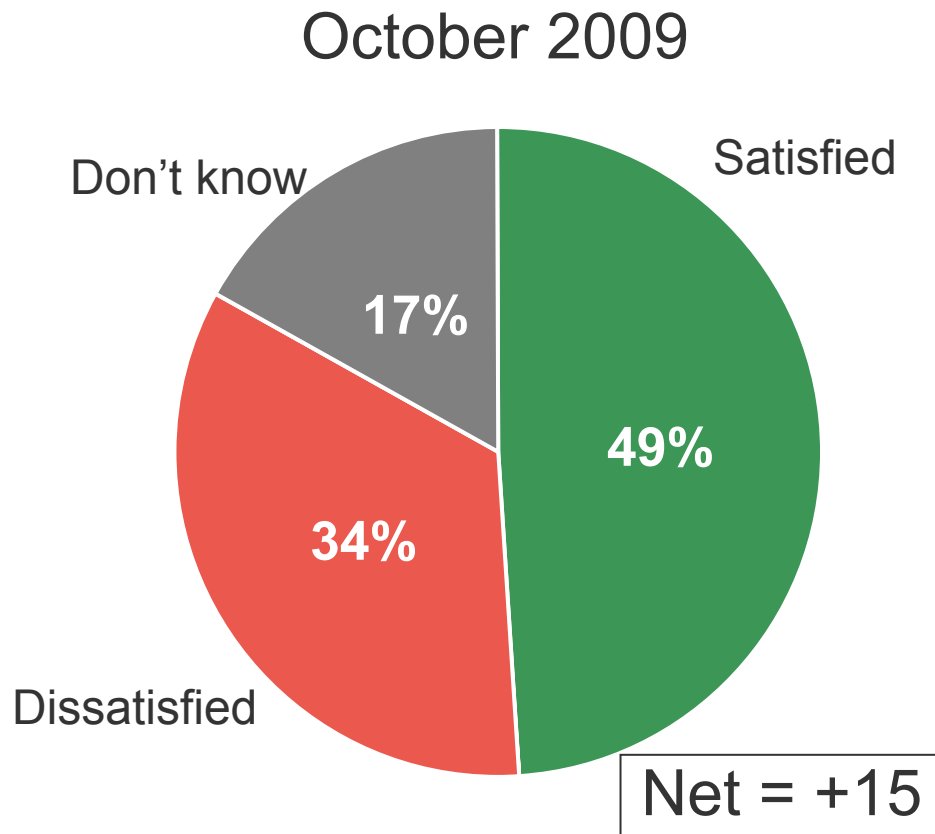
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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?*



Base: 996 British adults 18+, 16th-18th October 2009

Ipsos MORI

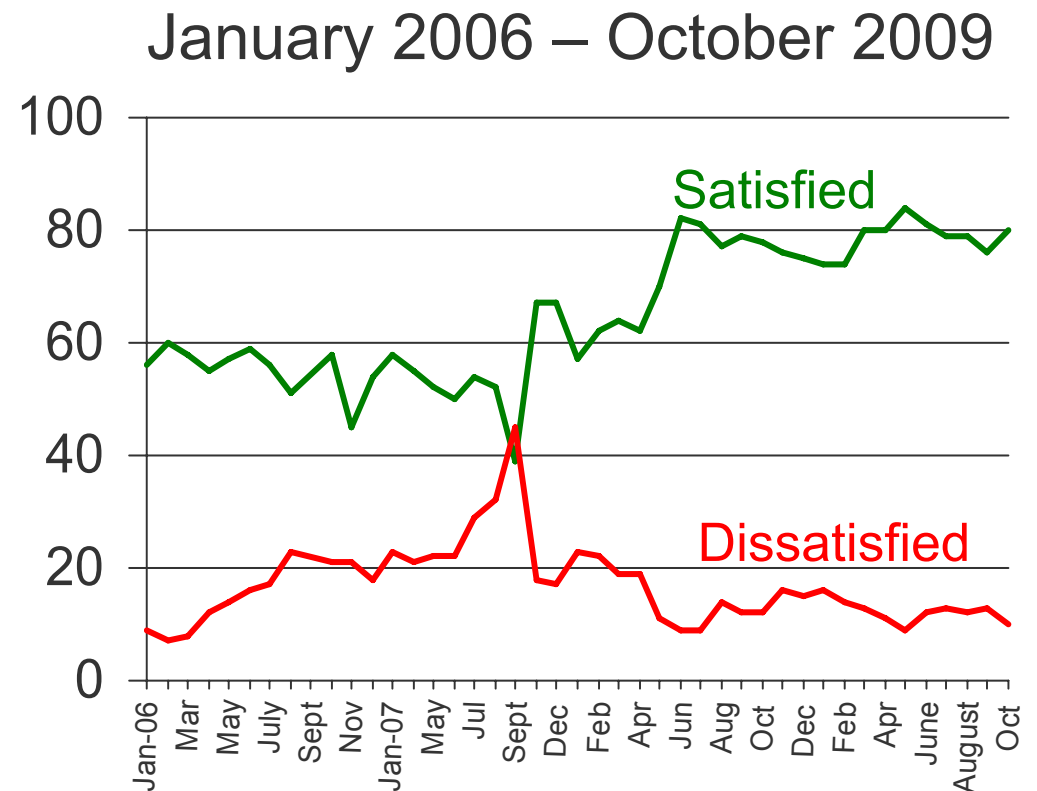
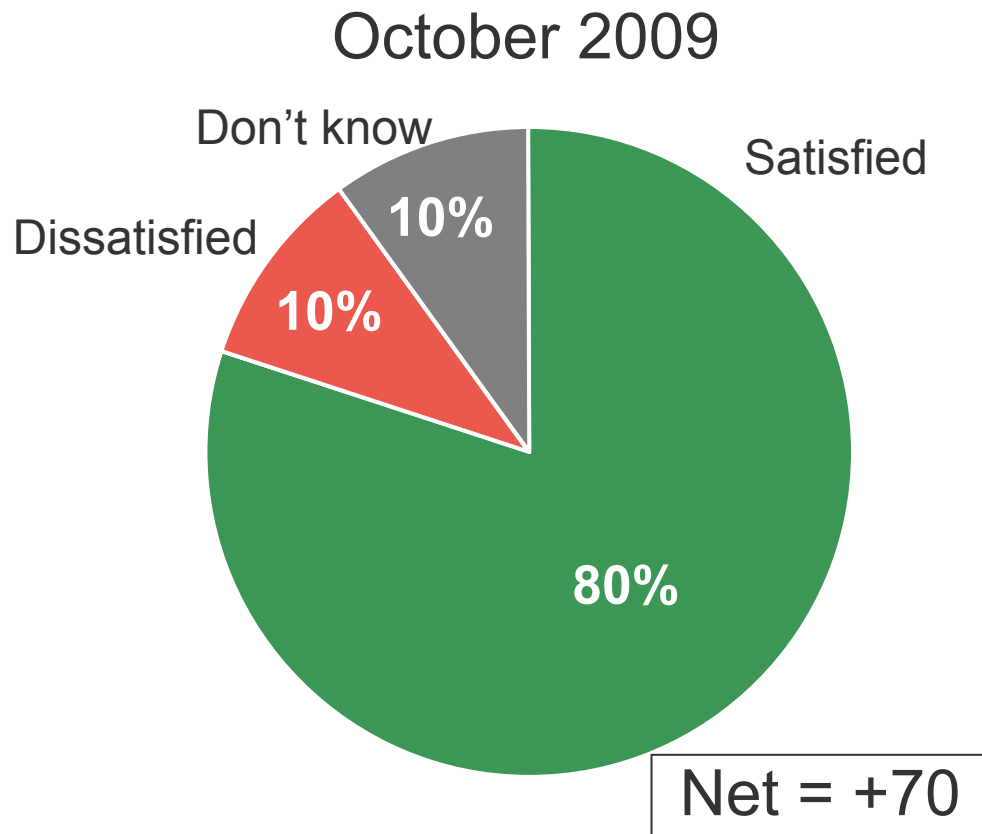
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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?*



Base: 302 Conservative supporters 18+, 16th-18th October 2009

Ipsos MORI

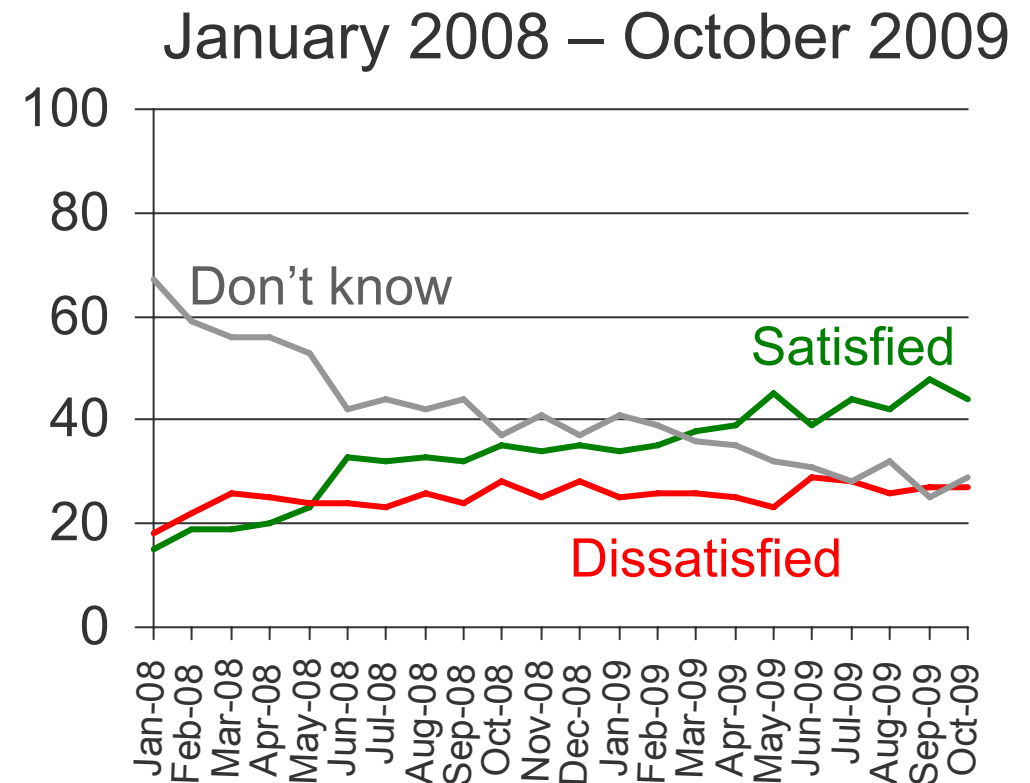
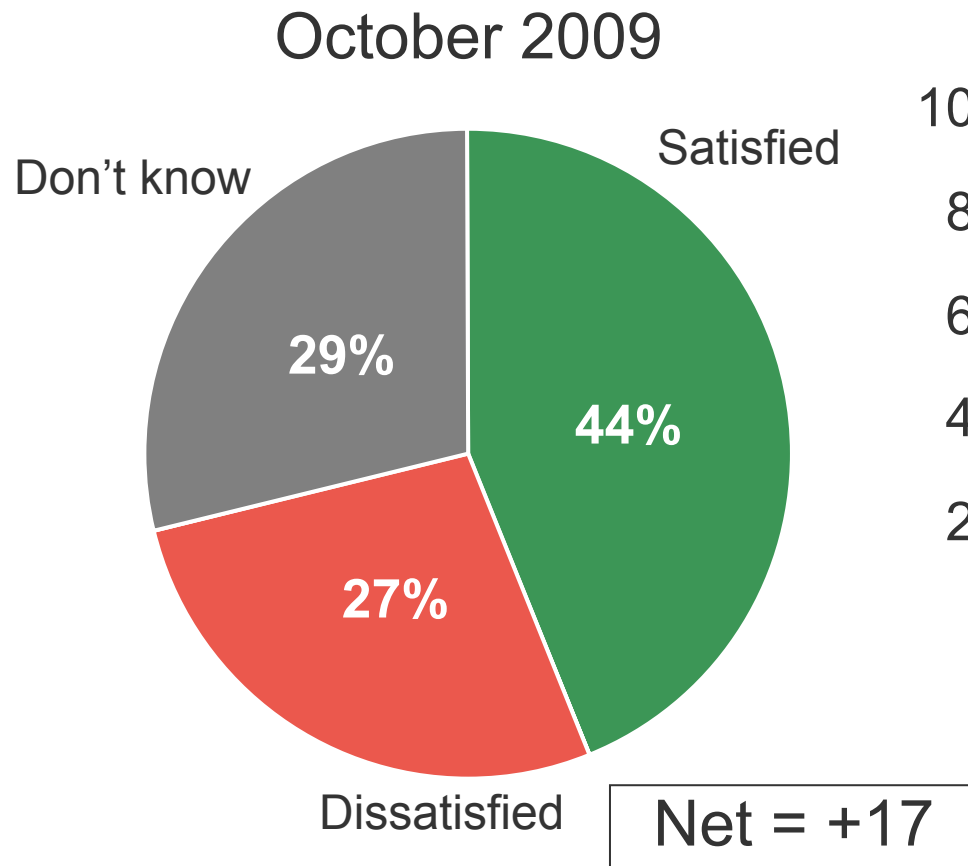
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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: 996 British adults 18+, 16th-18th October 2009

Ipsos MORI

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

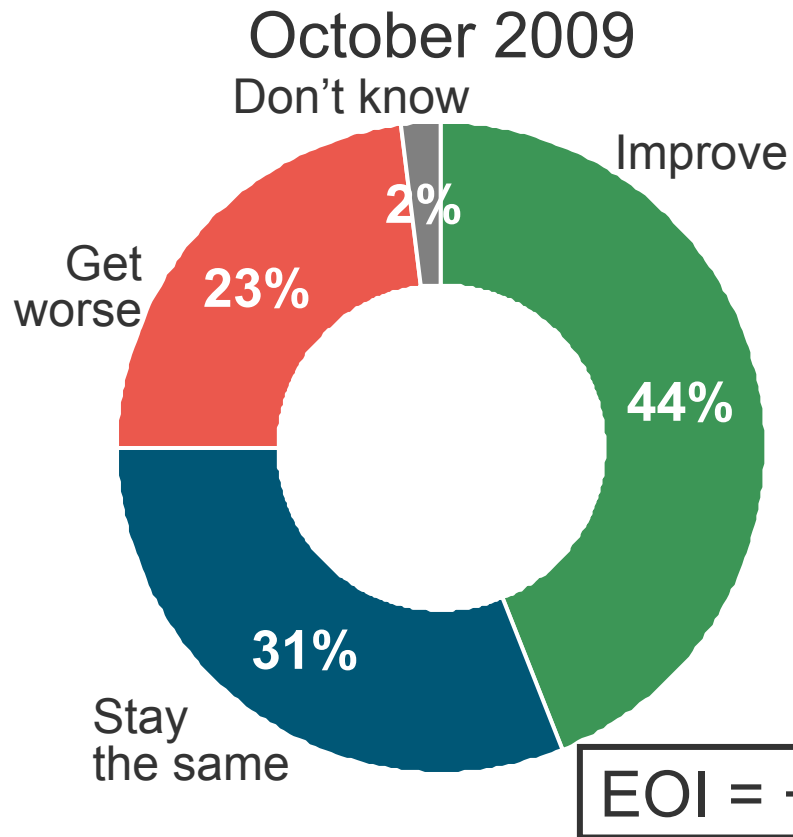
Source: Ipsos MORI Political Monitor



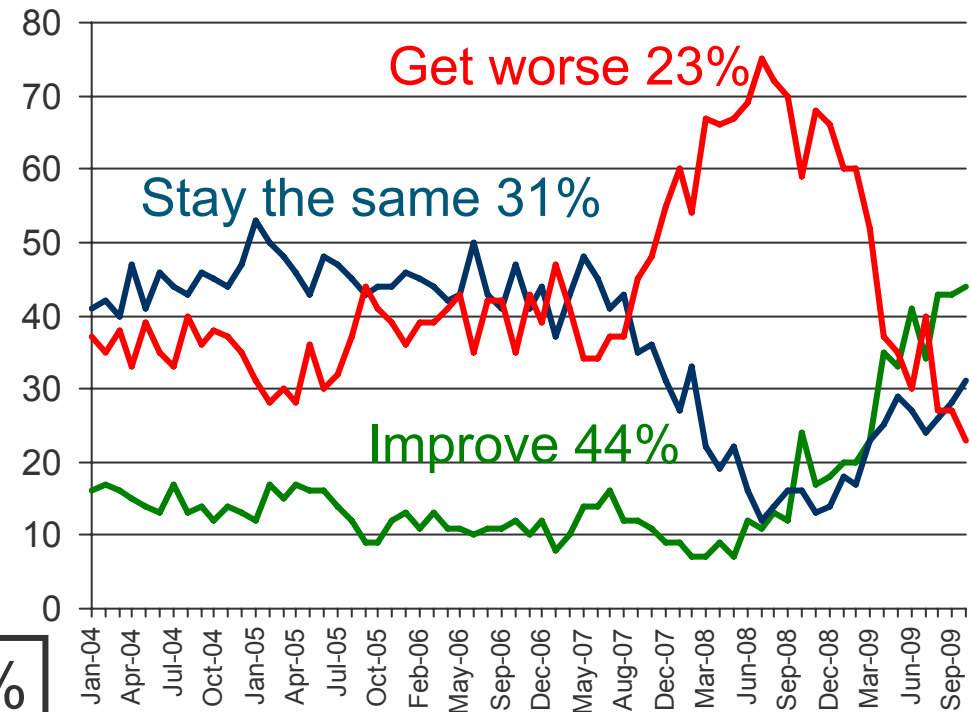
# Economic Optimism

# 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?*



January 2004 – October 2009



Base: 996 British adults 18+, 16th-18th October 2009

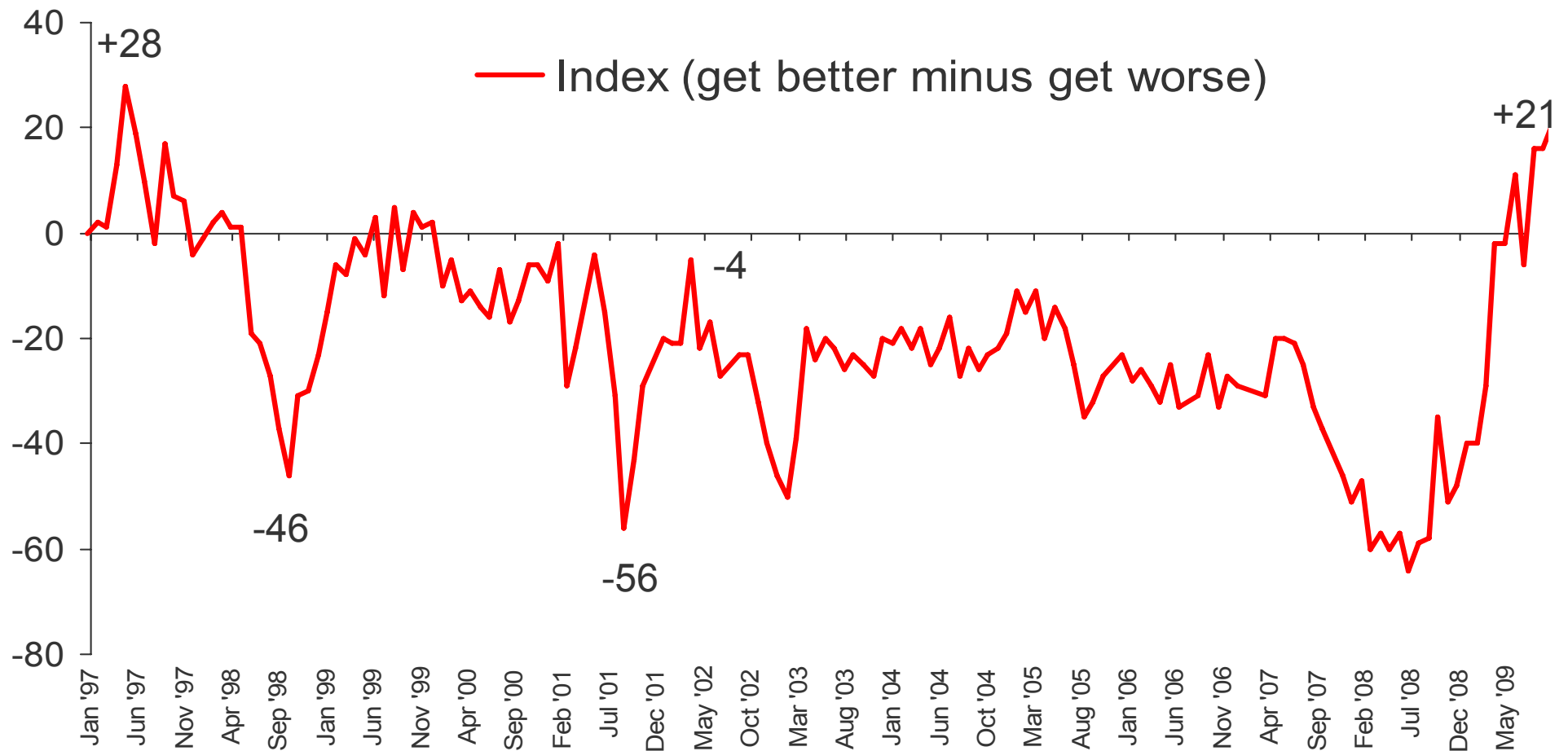
Ipsos MORI

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

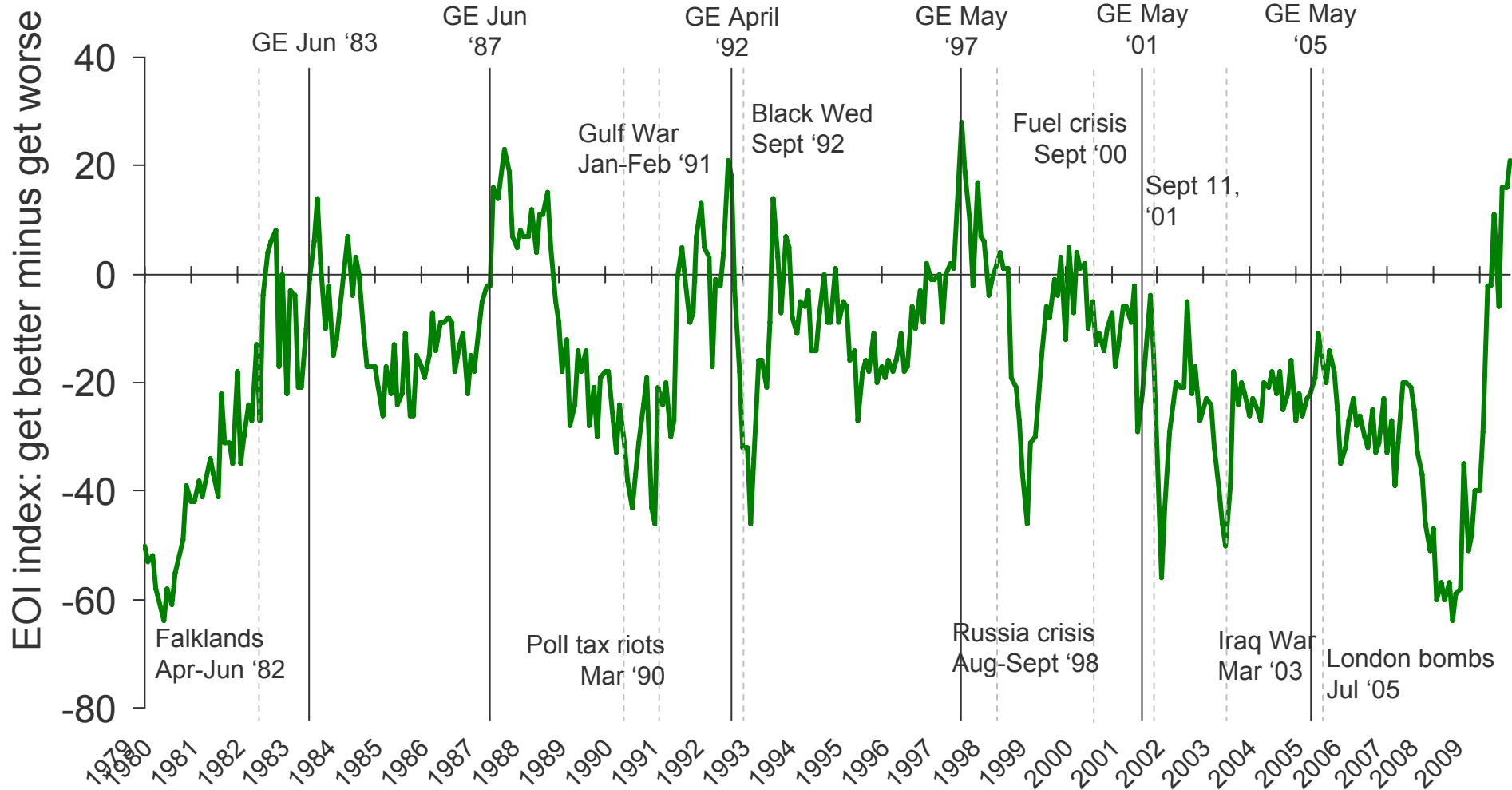
Ipsos MORI

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

Ipsos MORI

Source: Ipsos MORI Political Monitor

