

# POLITICAL MONITOR

August 2012



**Ipsos MORI**

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**POLITICAL  
MONITOR**

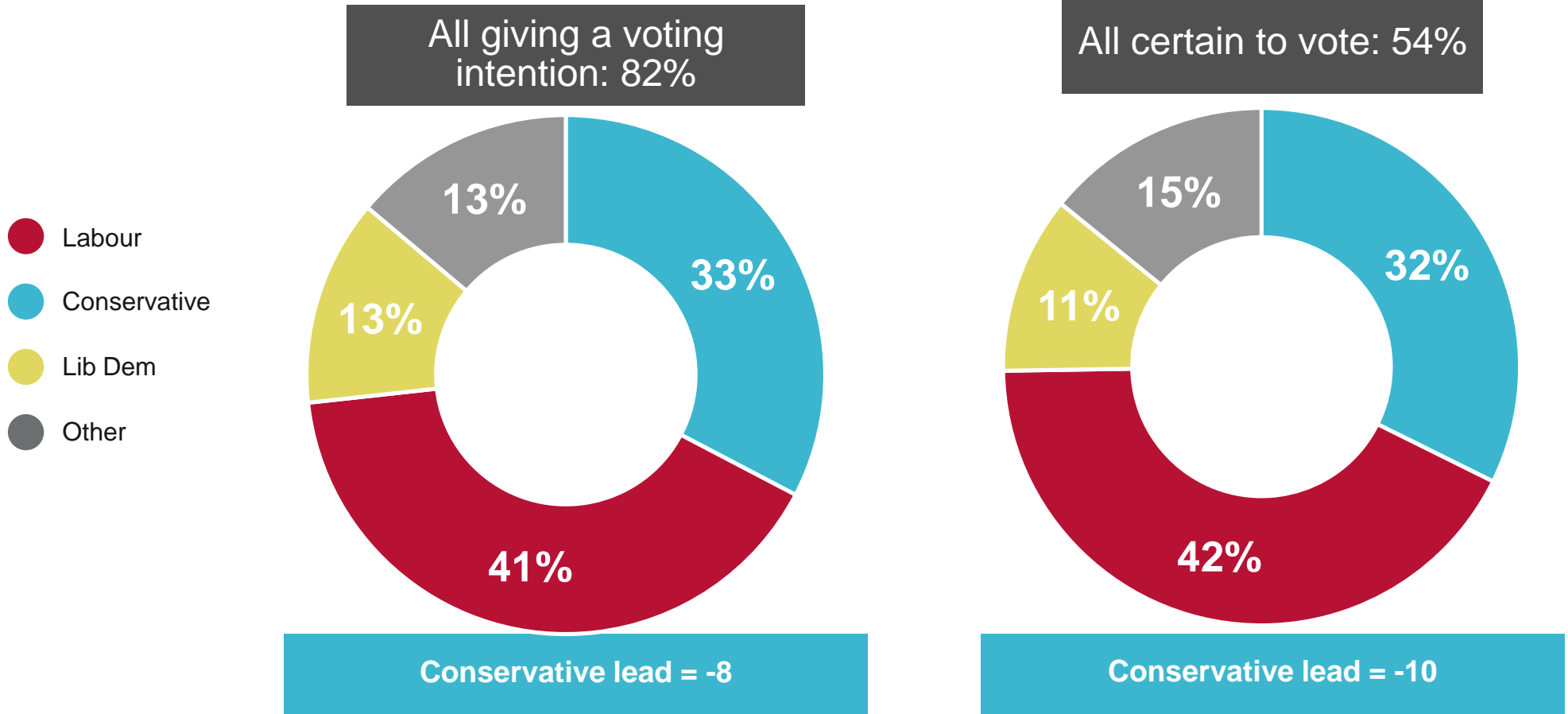
**Ipsos**

# Voting Intentions



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

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

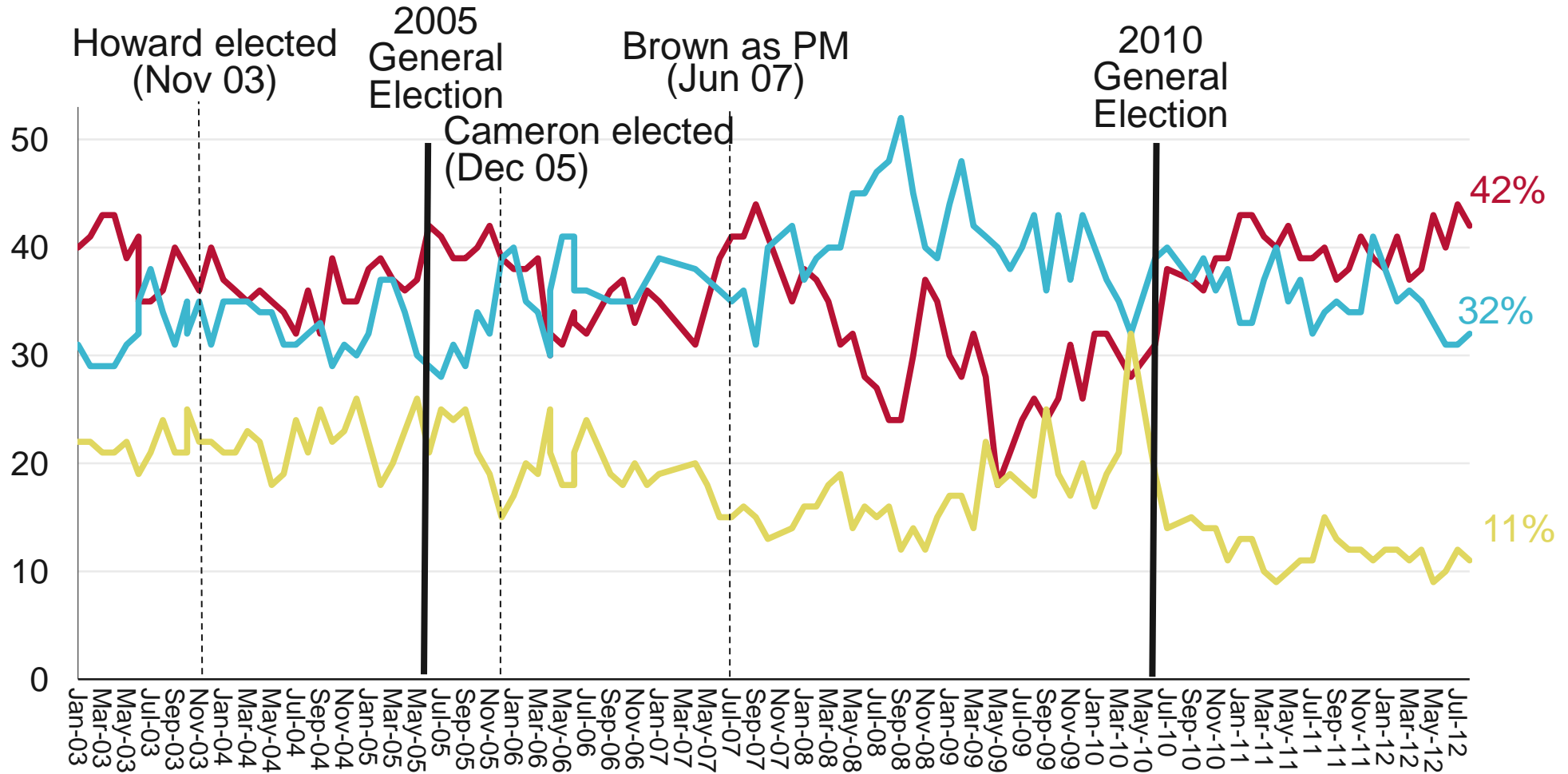


Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012, all certain to vote = 568

Source: Ipsos MORI Political Monitor

# Voting Intentions January '03 – August '12 (all certain to vote)

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



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

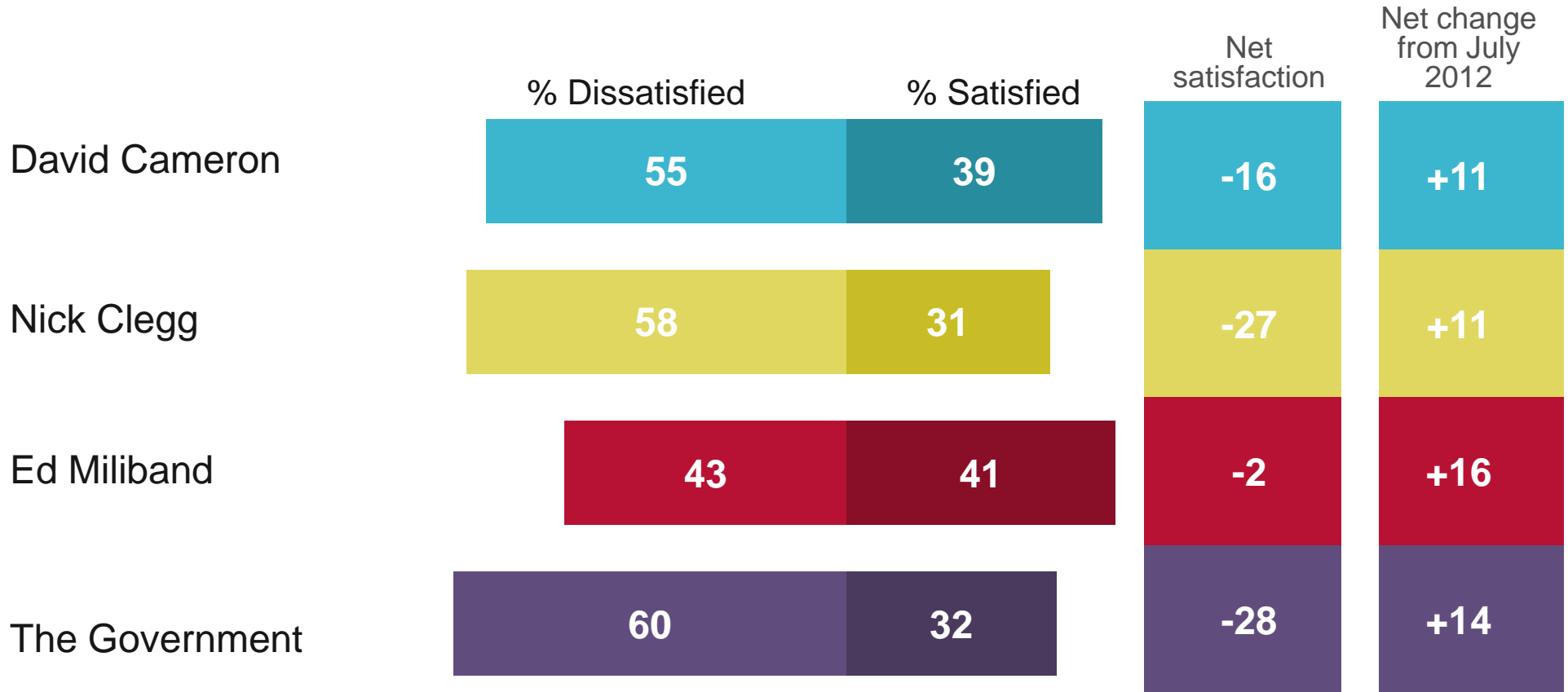
Source: Ipsos MORI Political Monitor

# 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?*

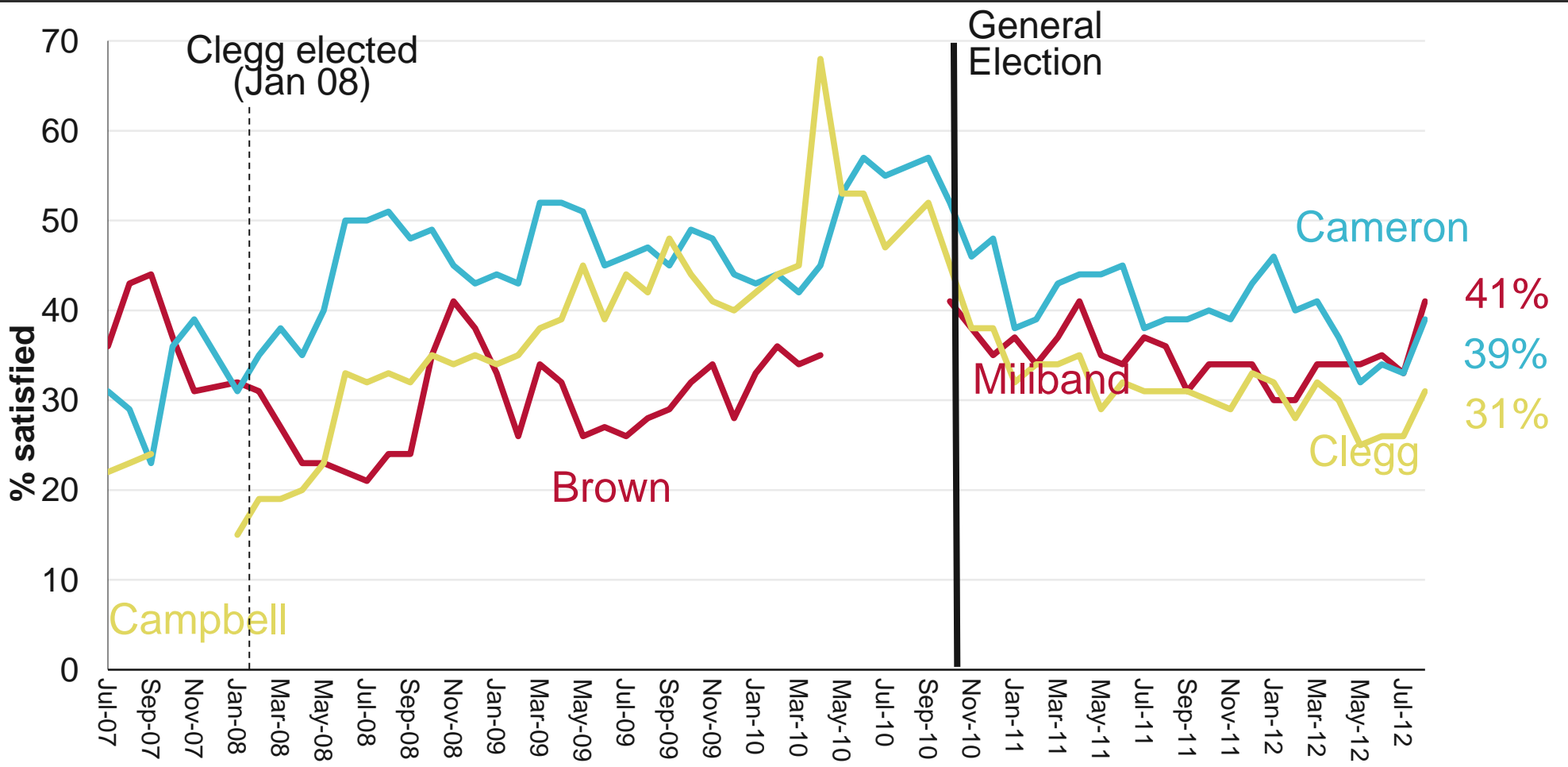


Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders August '07 – August '12

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

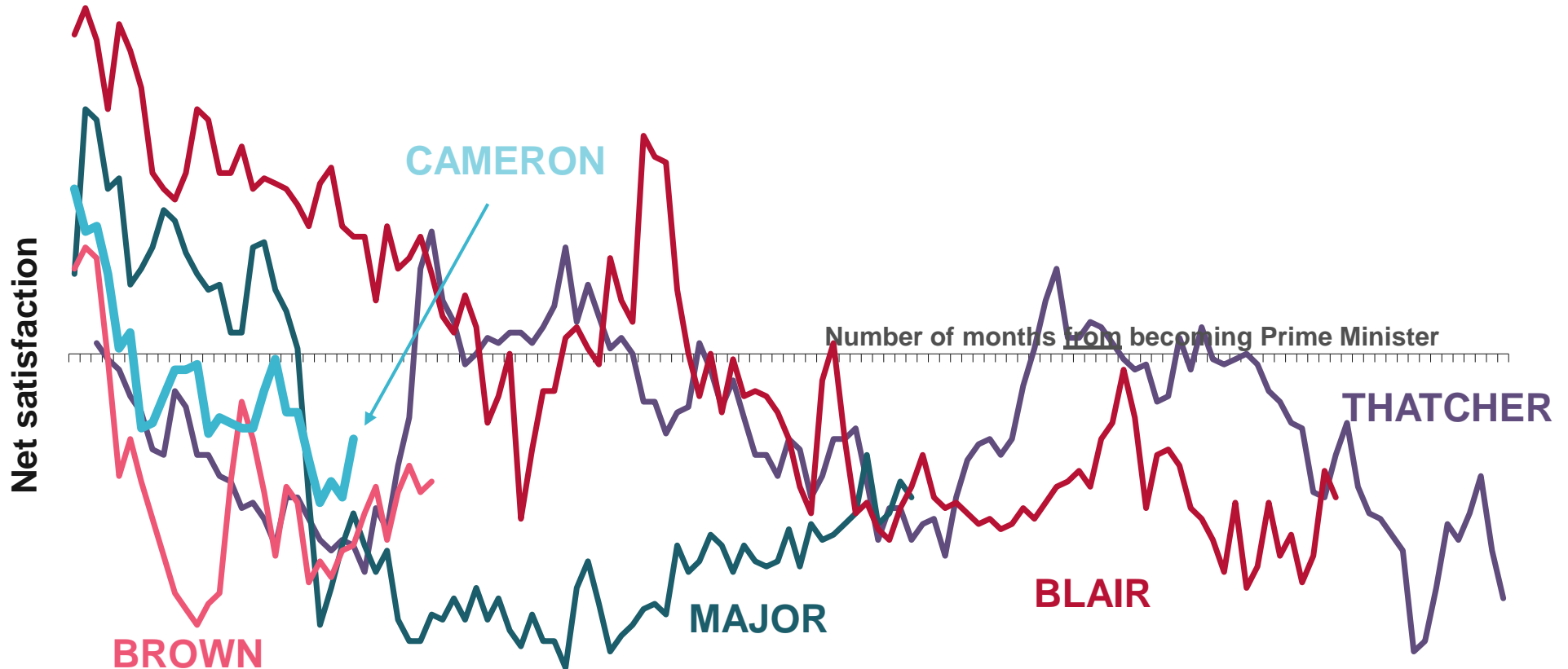


Base: c. 1,000 British adults each month

Source: 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: Ipsos MORI Political Monitor

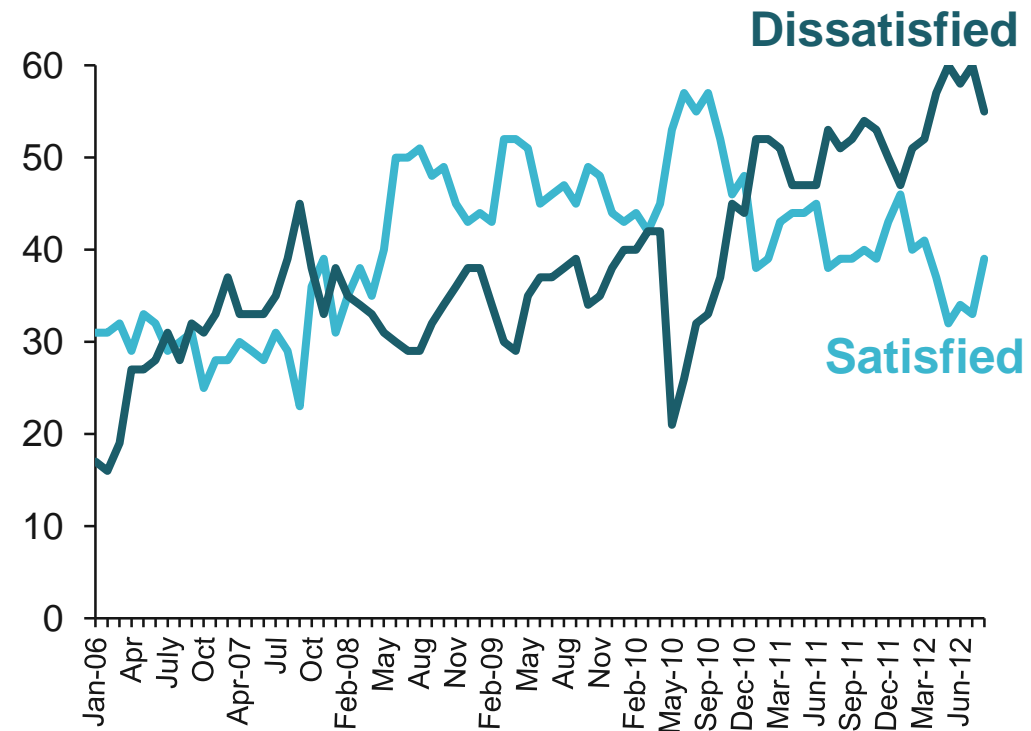
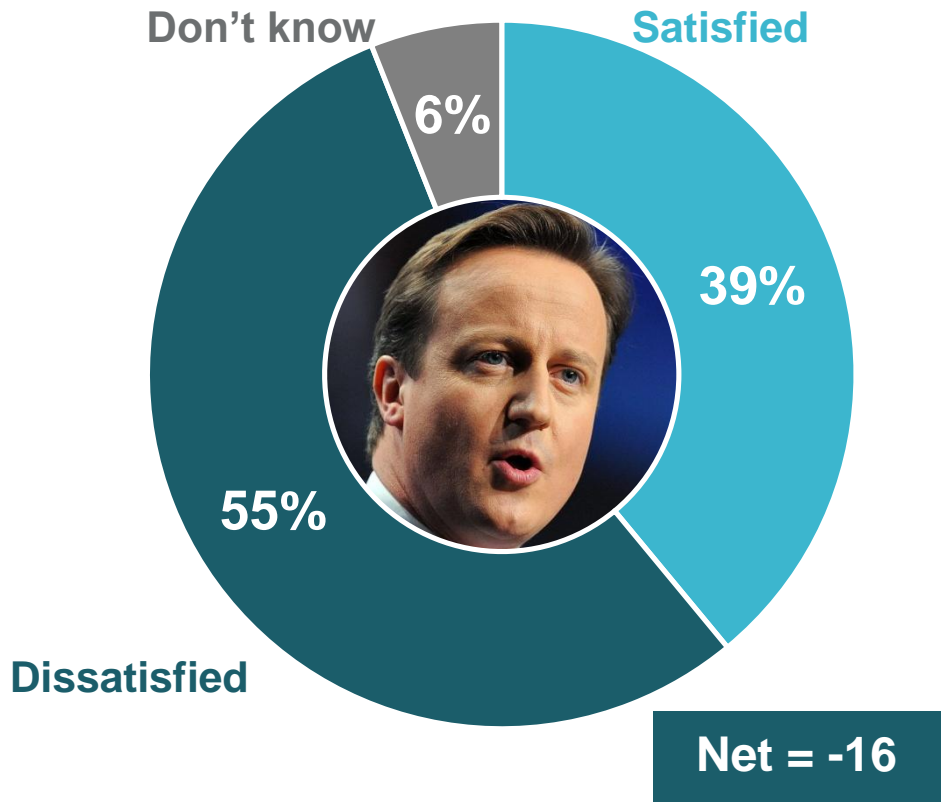


# David Cameron (satisfaction)

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

August 2012

January 2006 – August 2012



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

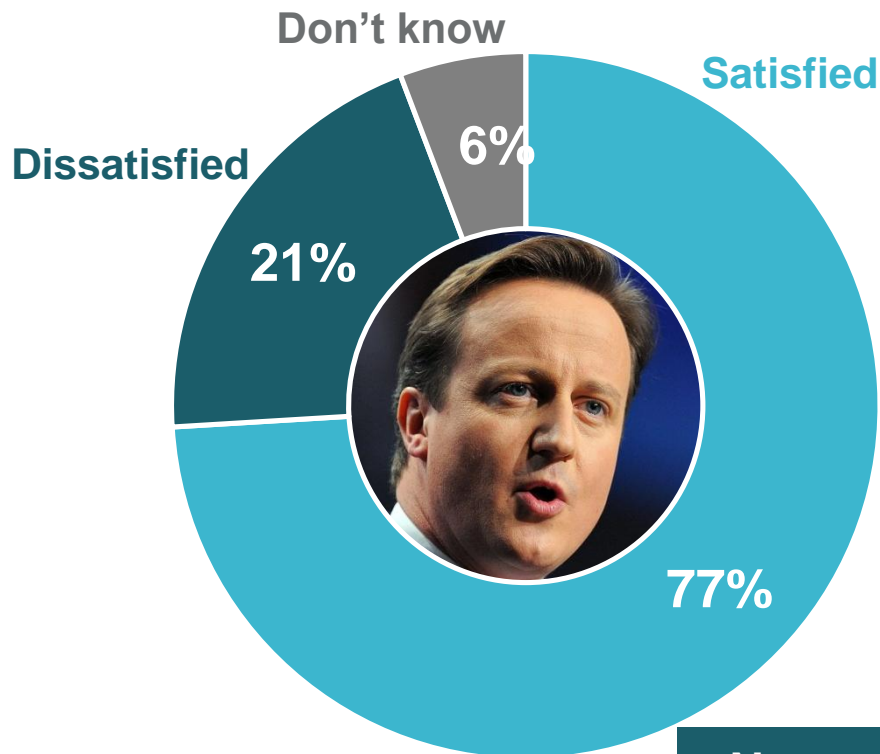
Base: 1,006 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor

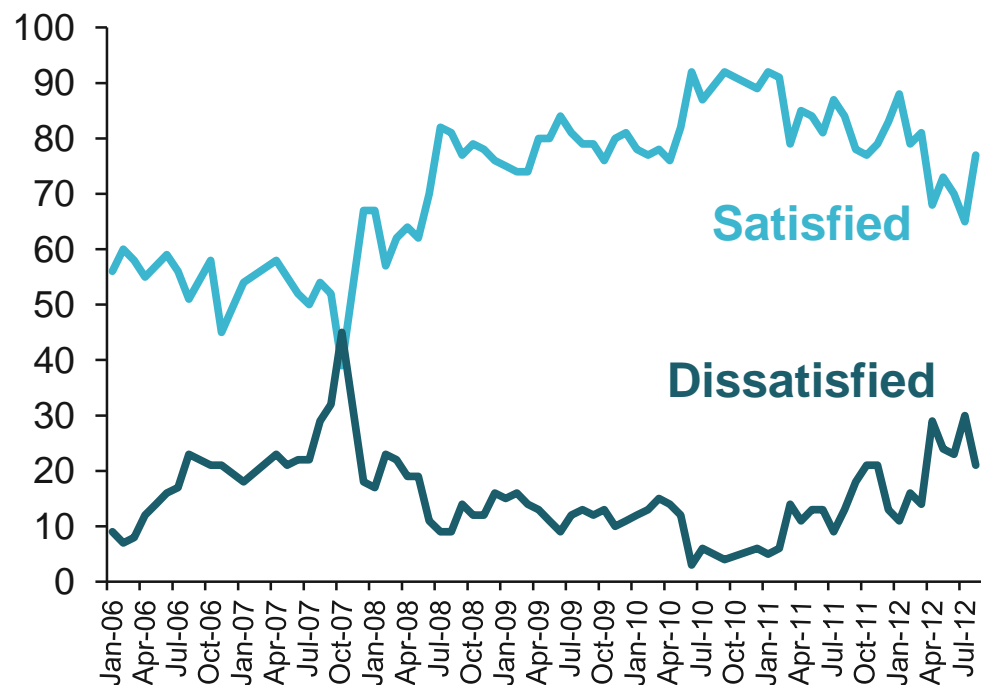
# David Cameron (satisfaction among Tory supporters)

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

August 2012



January 2006 – August 2012



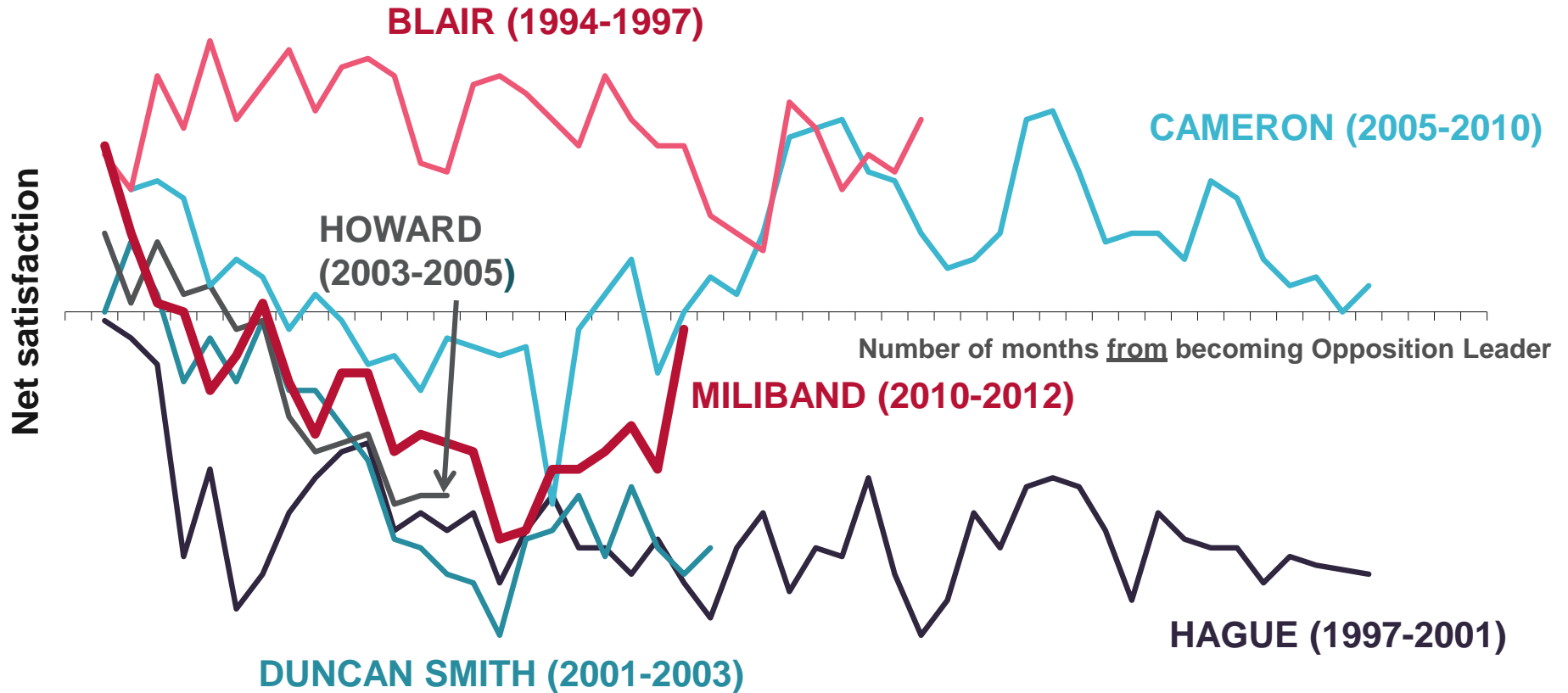
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: 253 Conservative supporters 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (1994 – 2012)

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

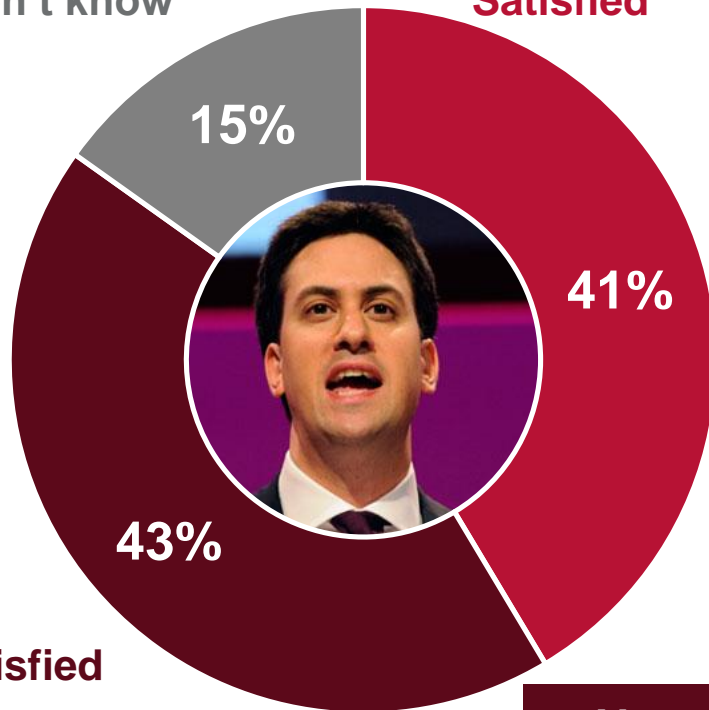
# Ed Miliband (satisfaction)

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

August 2012

Don't know

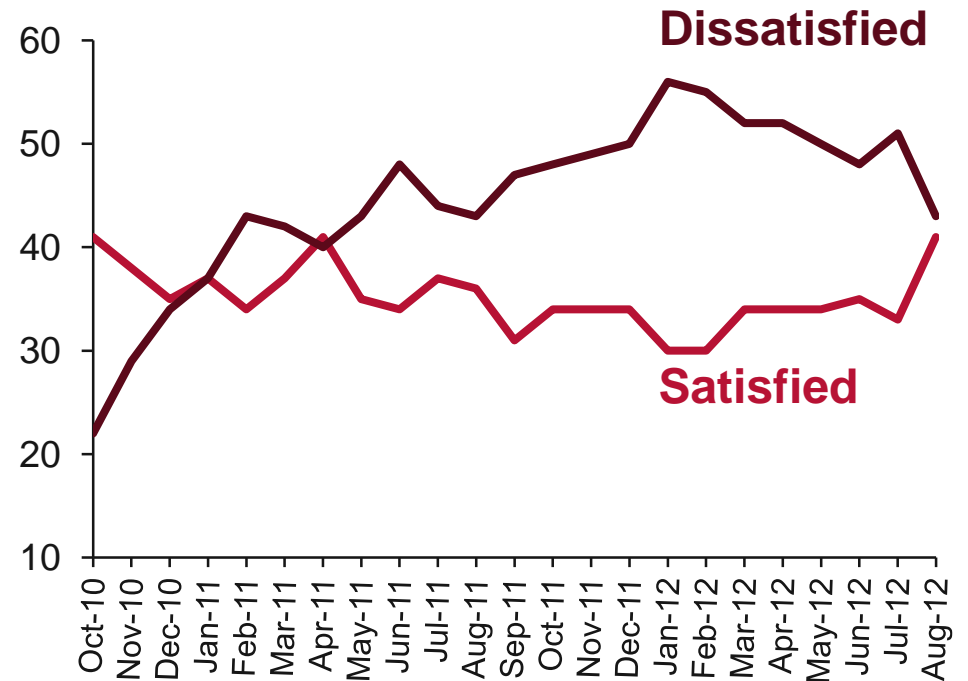
Satisfied



Dissatisfied

Net = -2

October 2010 – August 2012



Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

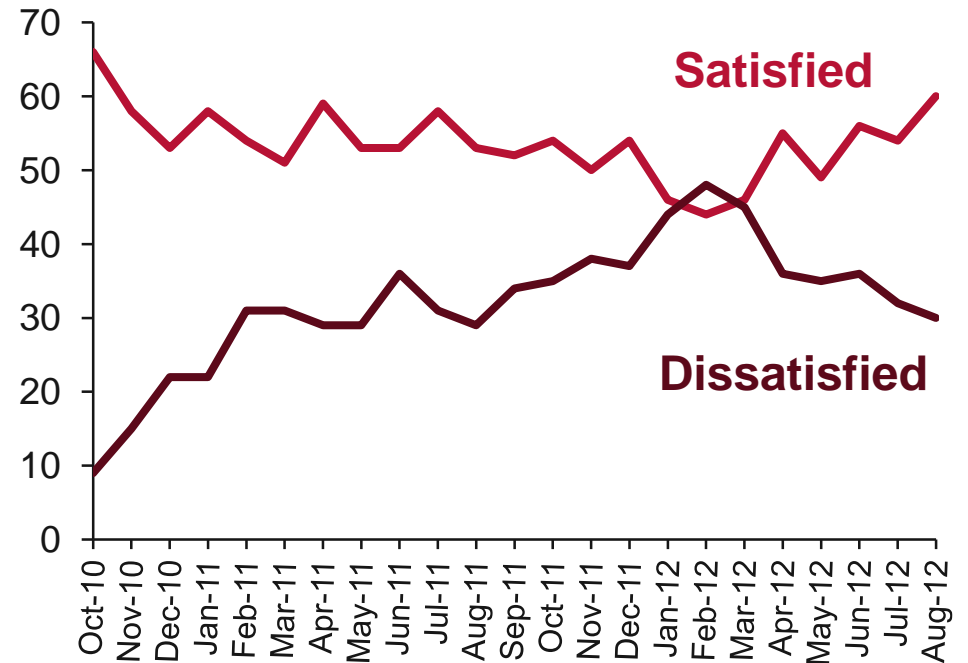
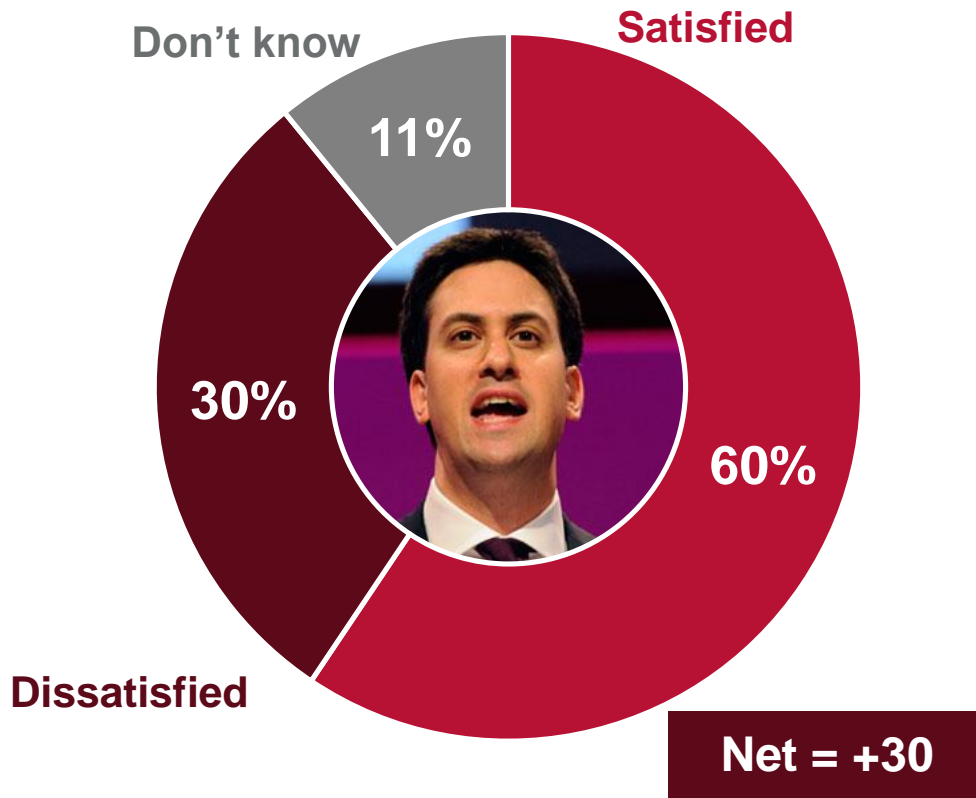
Source: Ipsos MORI Political Monitor

# 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?

August 2012

October 2010 – August 2012



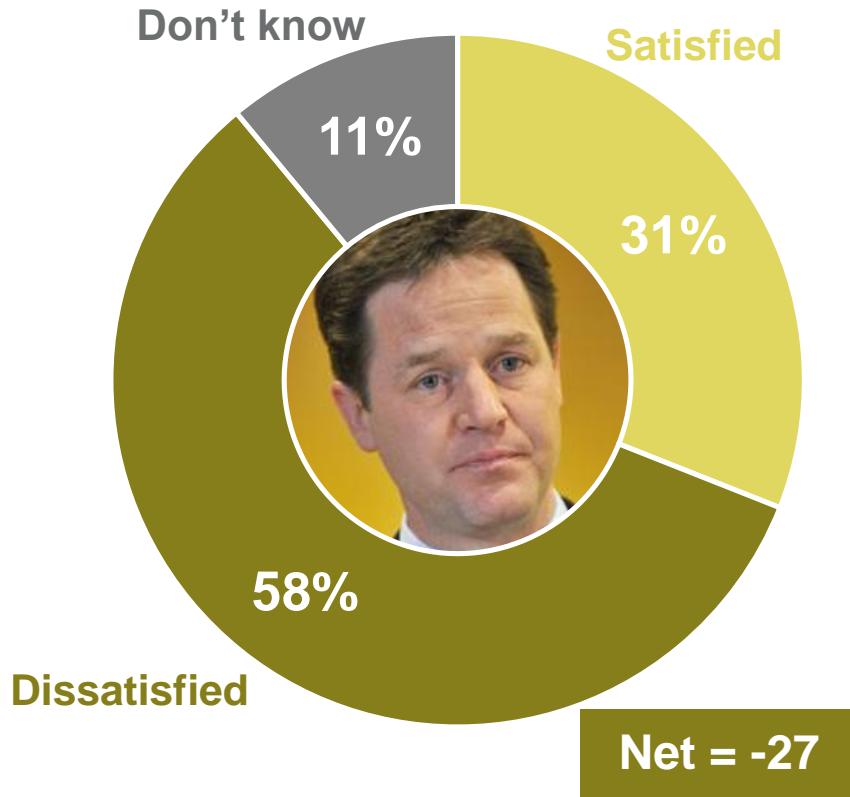
Base: 346 Labour supporters 18+, 11<sup>th</sup> - 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor

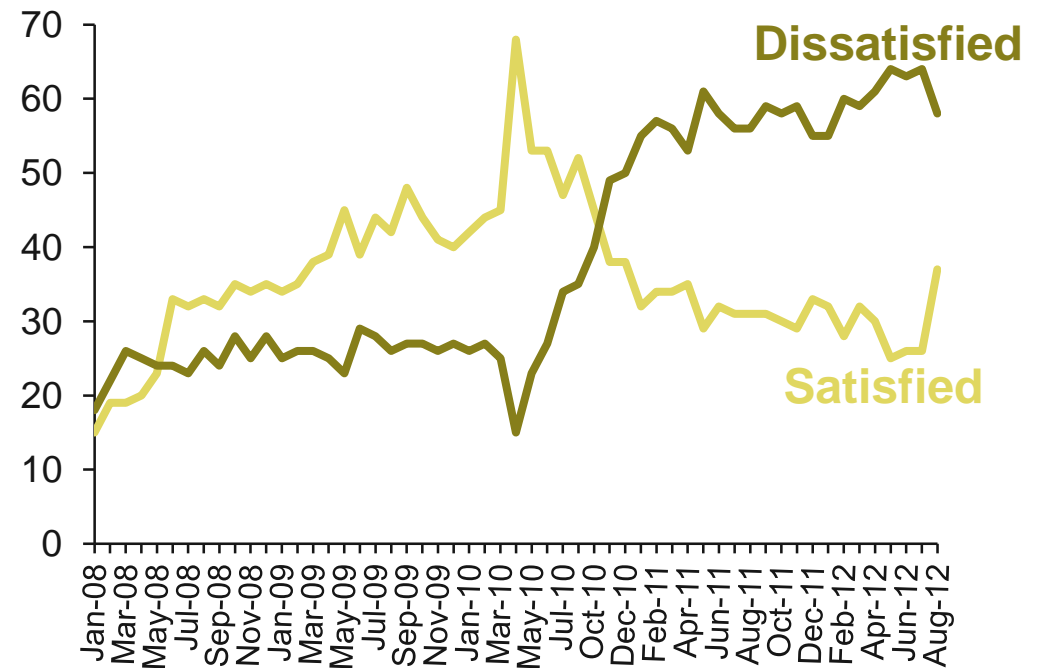
# Nick Clegg (satisfaction)

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

August 2012



January 2008 – August 2012



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

Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

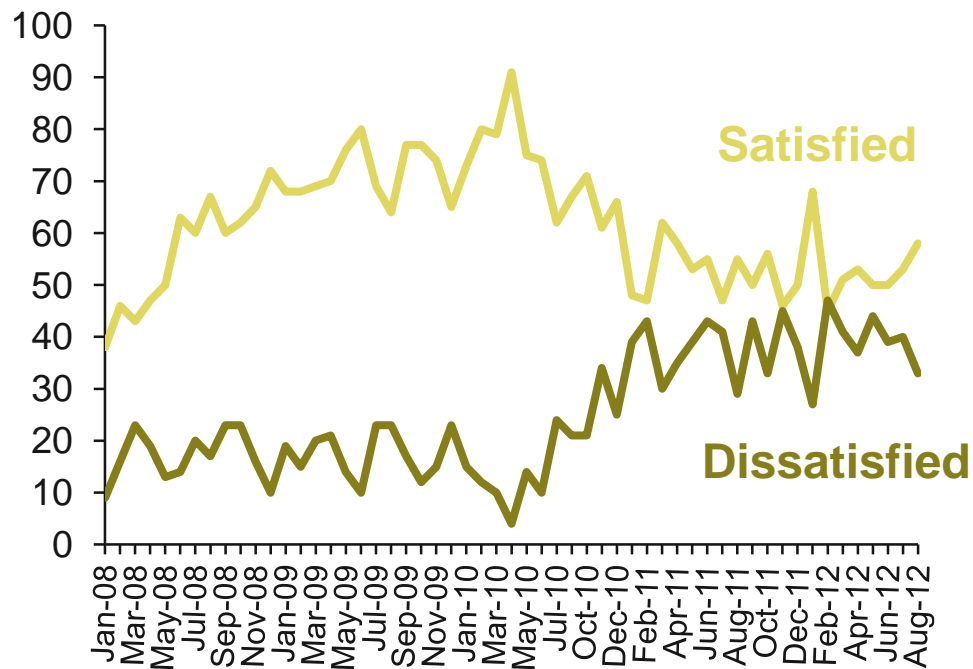
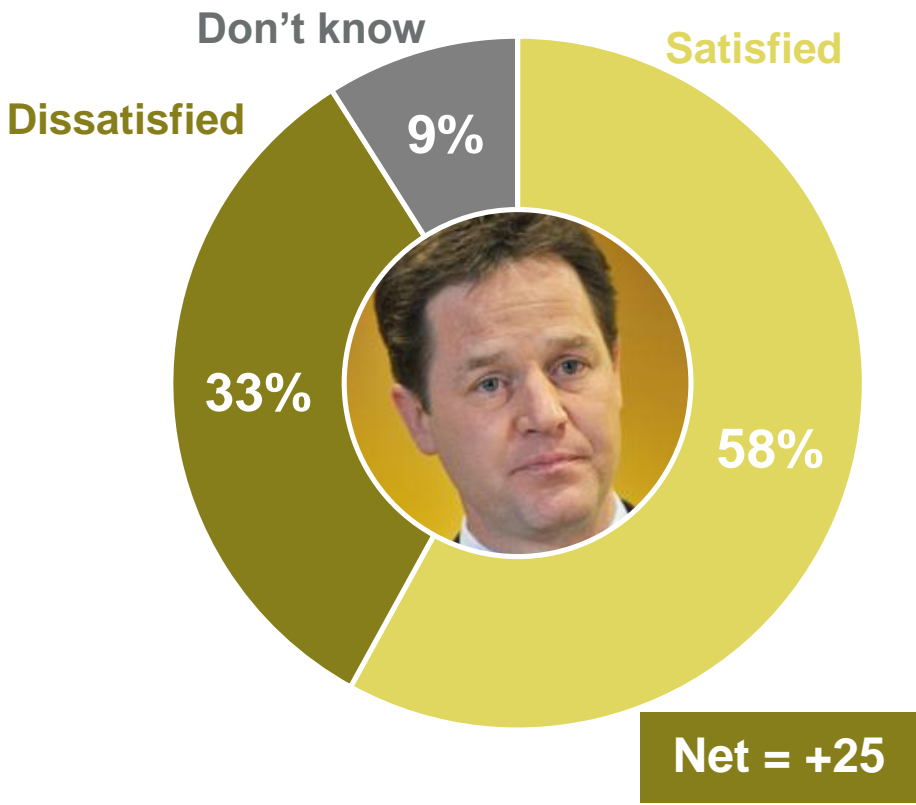
Source: Ipsos MORI Political Monitor

# 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?

July 2012

January 2008 – July 2012



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

Base: 103 Liberal Democrat supporters 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor

# Economic Optimism

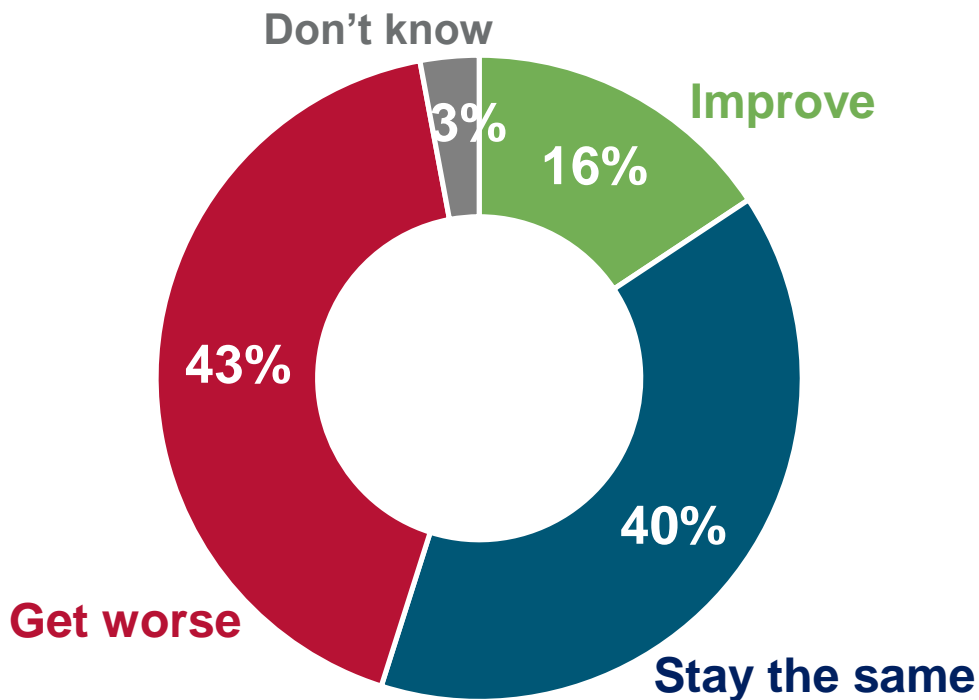




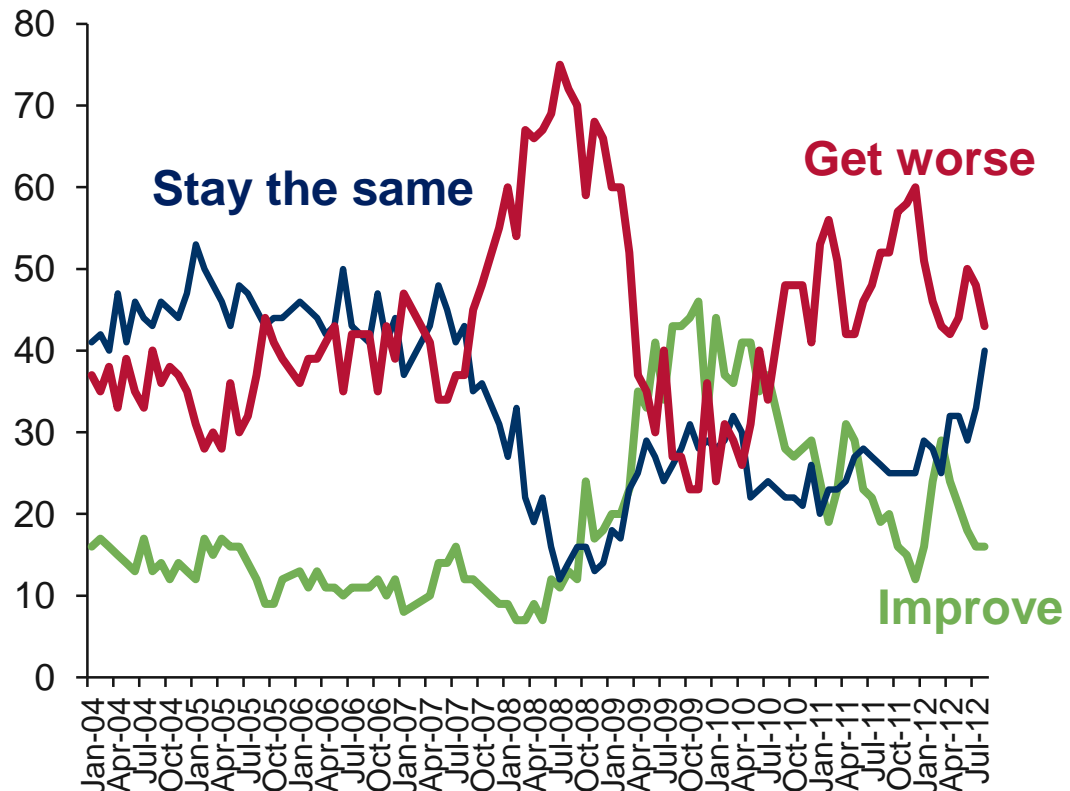
# Economic Optimism Index

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

August 2012



**EOI = -27**

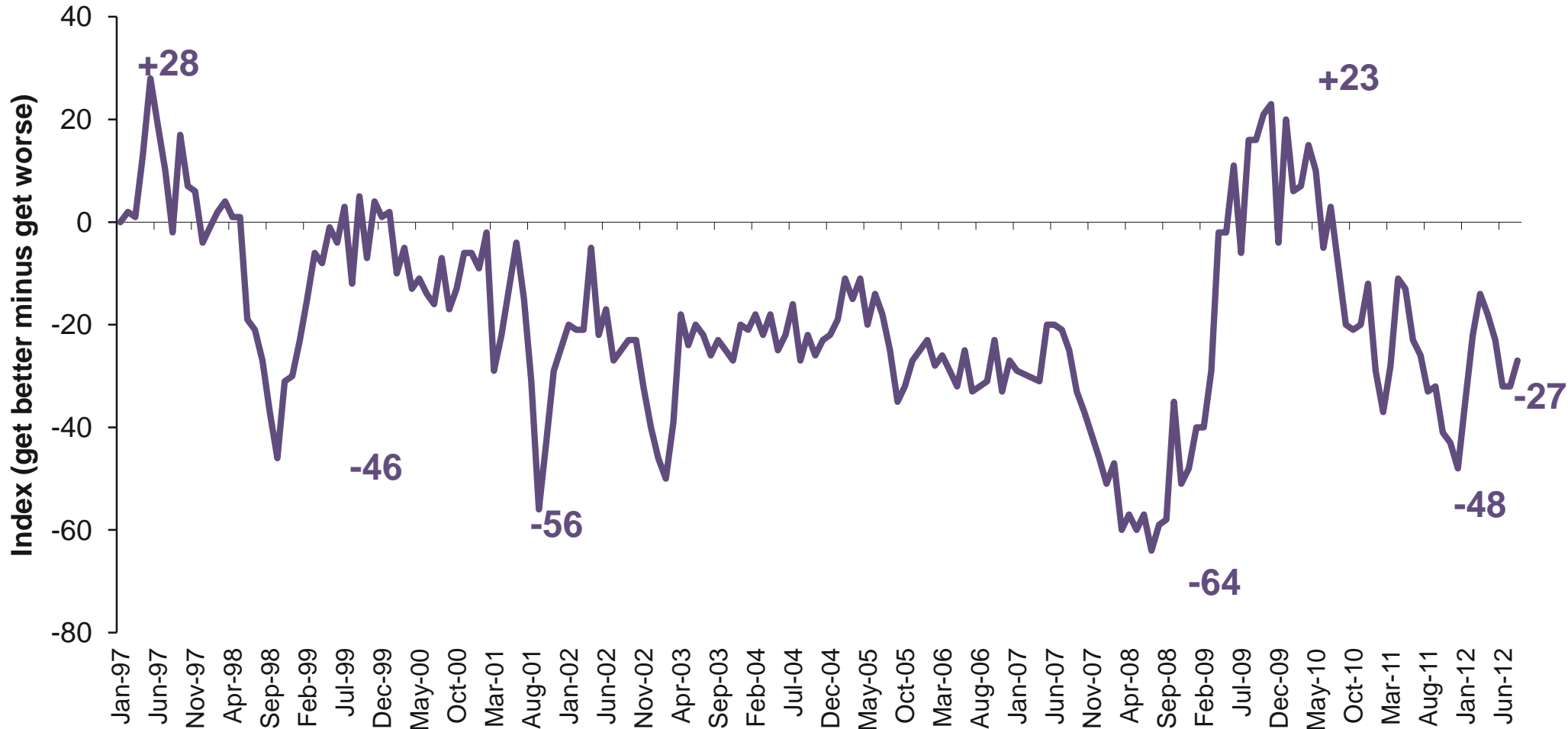


Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

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

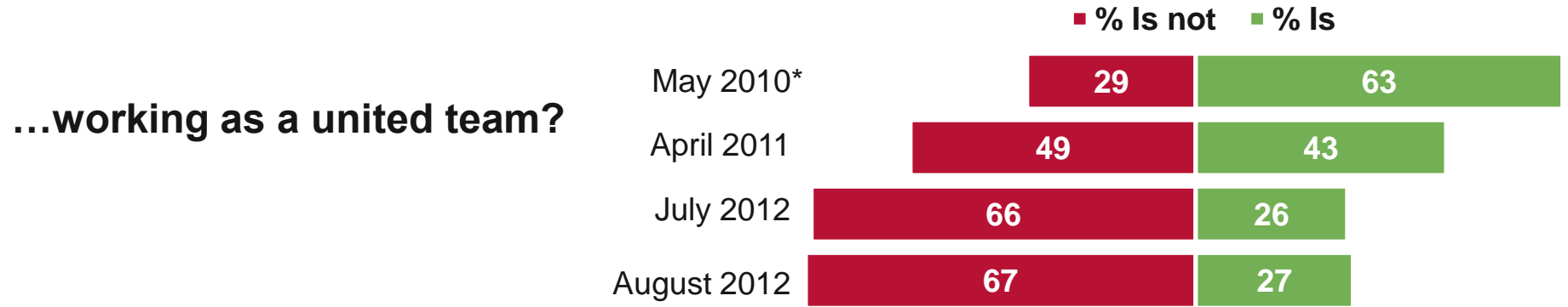
Source: Ipsos MORI Political Monitor

# Health of the Coalition



# Health of the Coalition

Do you think that the Coalition government is or is not...



Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

\* When asked in May 2010, the wording was 'Do you think the new government will or will not...'

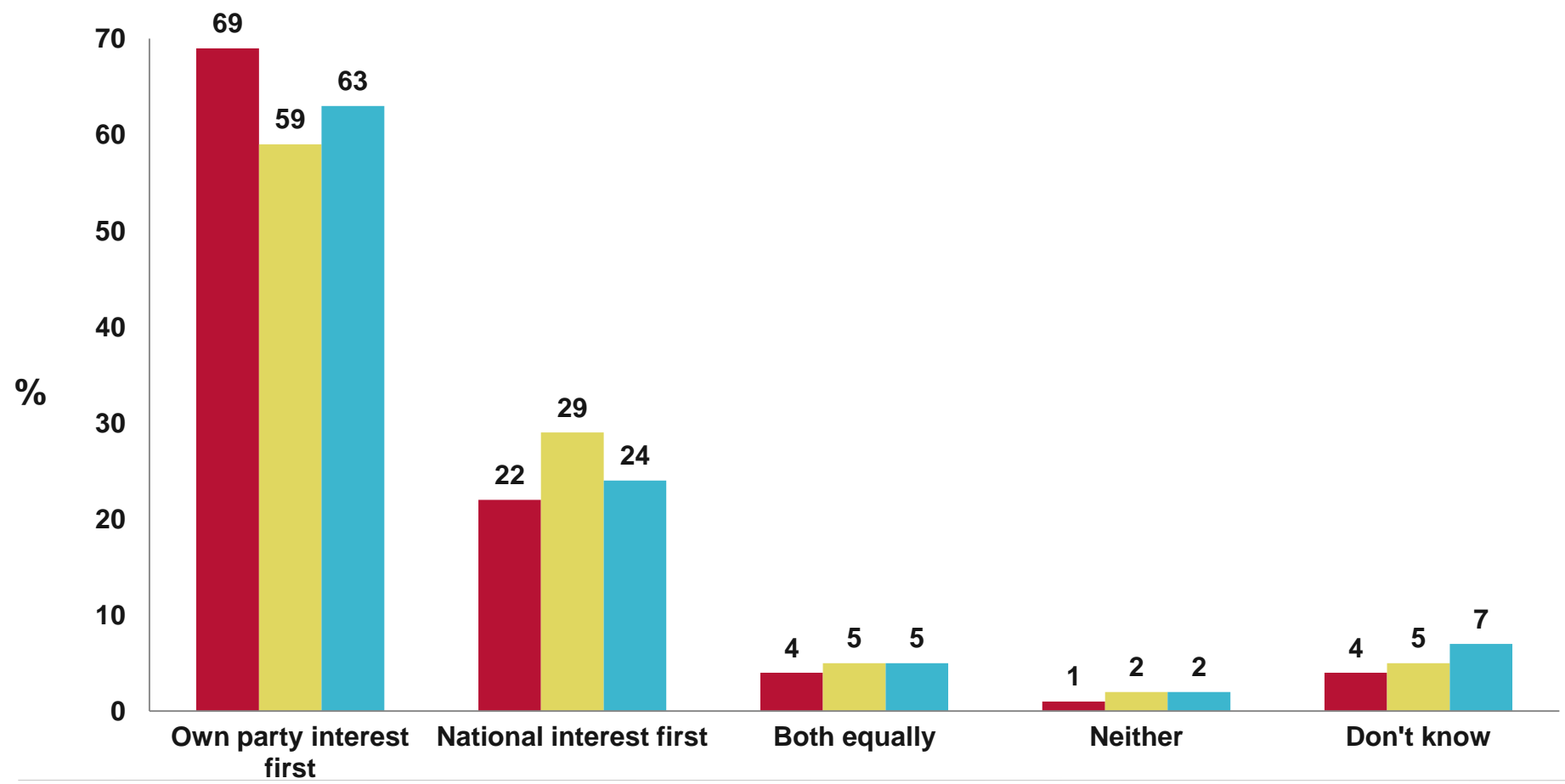
Source: Ipsos MORI Political Monitor

# National interest vs. Party interest



# Party interest vs. national interest

*In general do you think the Conservative Party/Labour Party/Liberal Democrats puts the national interest first or the interest of their own party first?*



Base: 1,007 British adults 18+, 11<sup>th</sup> – 13<sup>th</sup> August 2012

Source: Ipsos MORI Political Monitor