



# ***Political Monitor Trends for Reuters***

August 2011

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**Ipsos MORI**

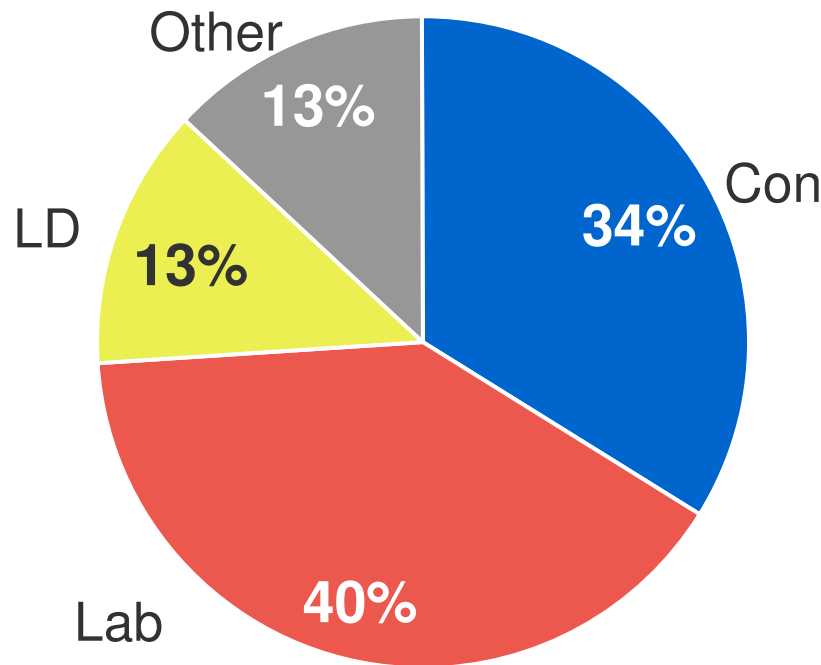


# ***Voting Intentions***

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

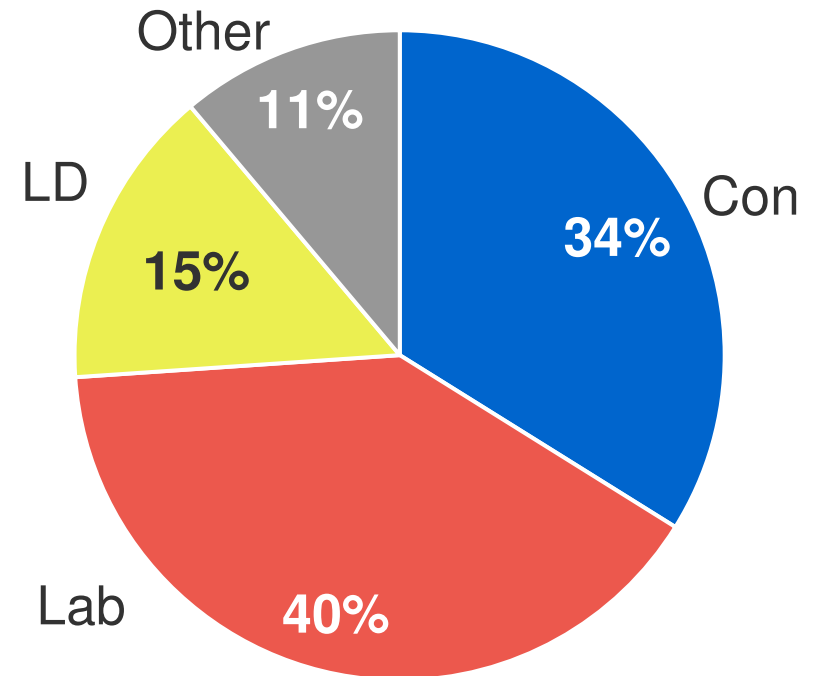
How would you vote if there were a General Election tomorrow?”

All giving a voting intention: 77%



Conservative lead = -6

All certain to vote: 54%

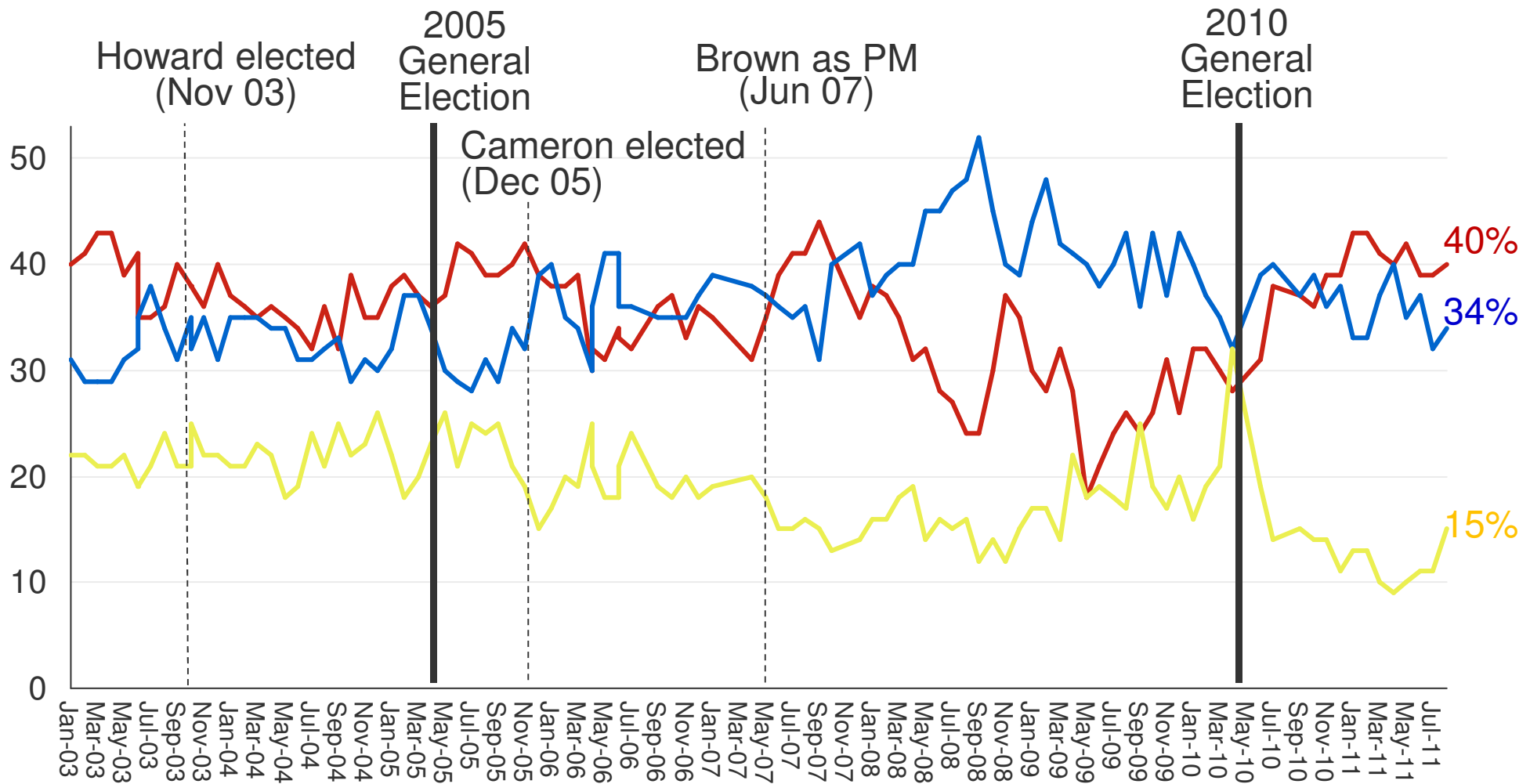


Conservative lead = -6

Base: All giving a voting intention = 769 unweighted, all certain to vote = 538 unweighted; data collected among 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

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

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



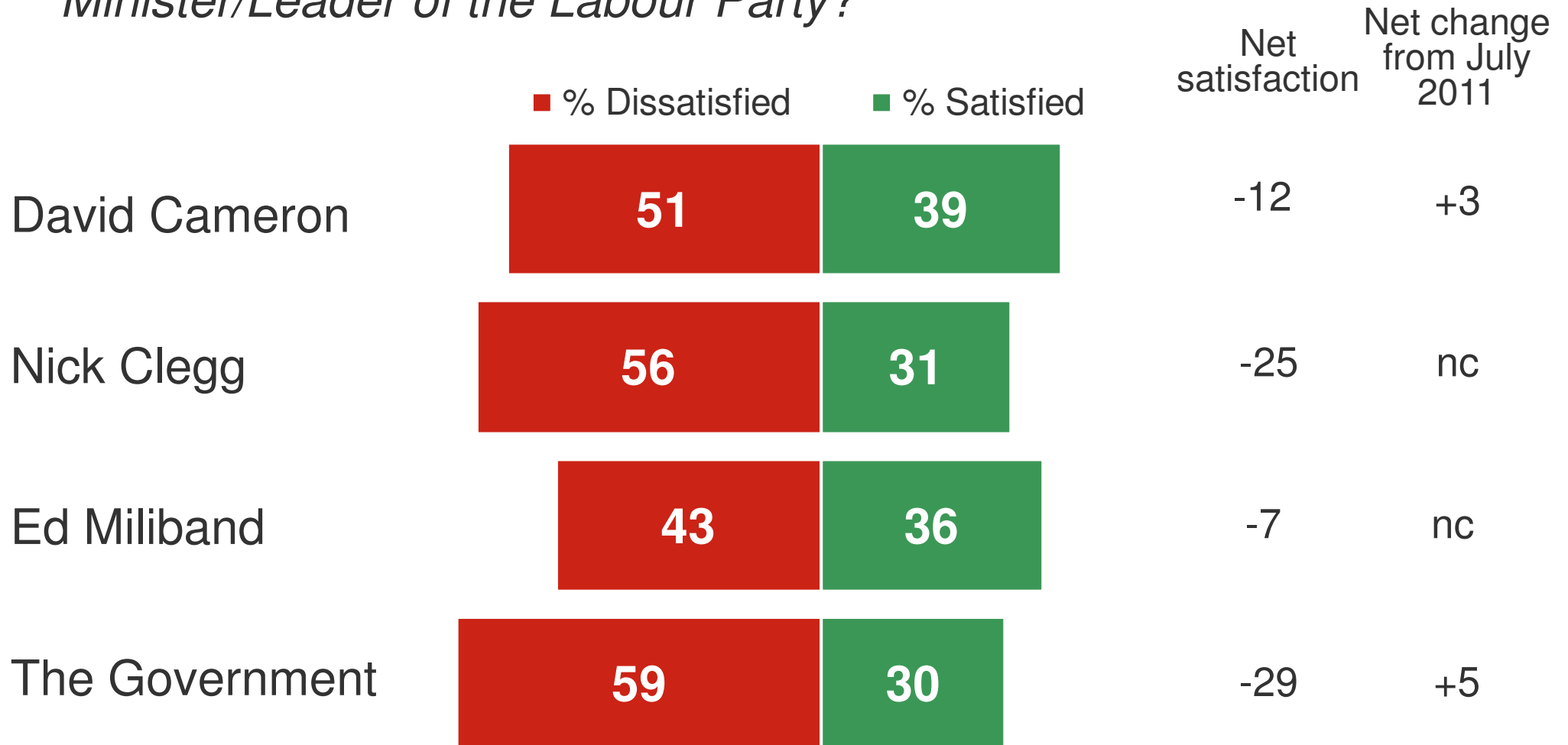
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor  
Ipsos MORI



# ***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: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

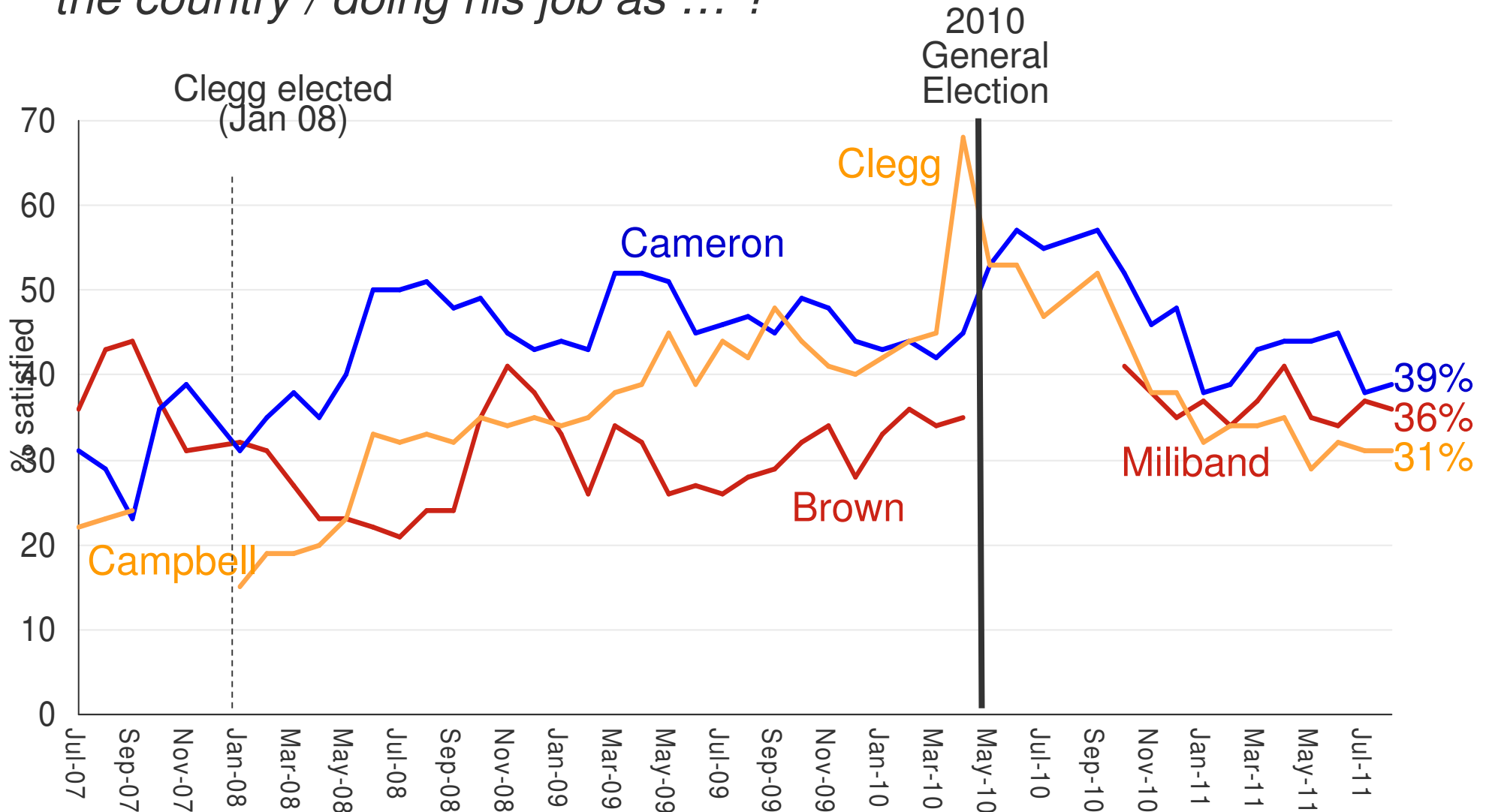
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



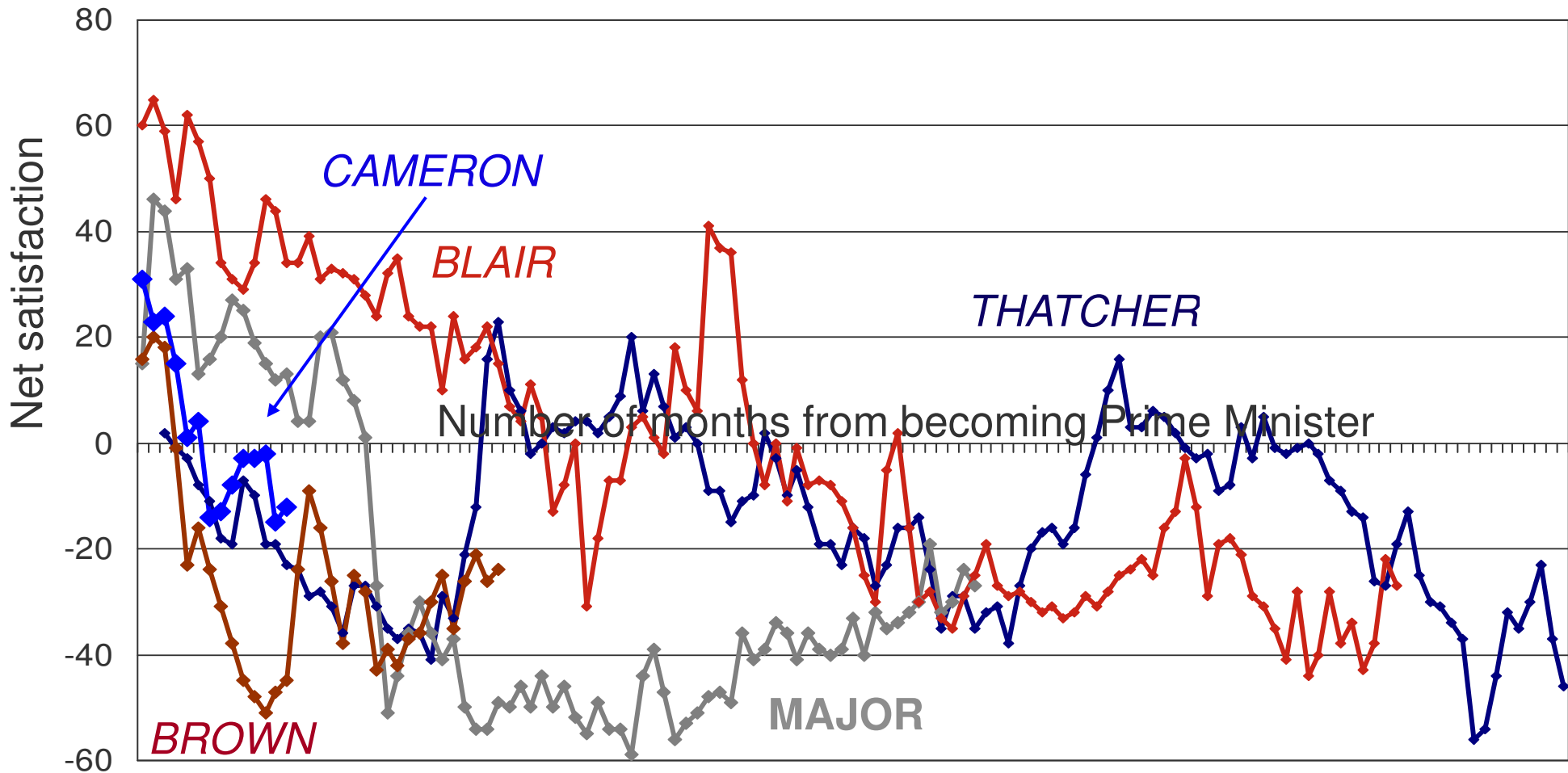
# Satisfaction with Party leaders July 07 – August 11

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

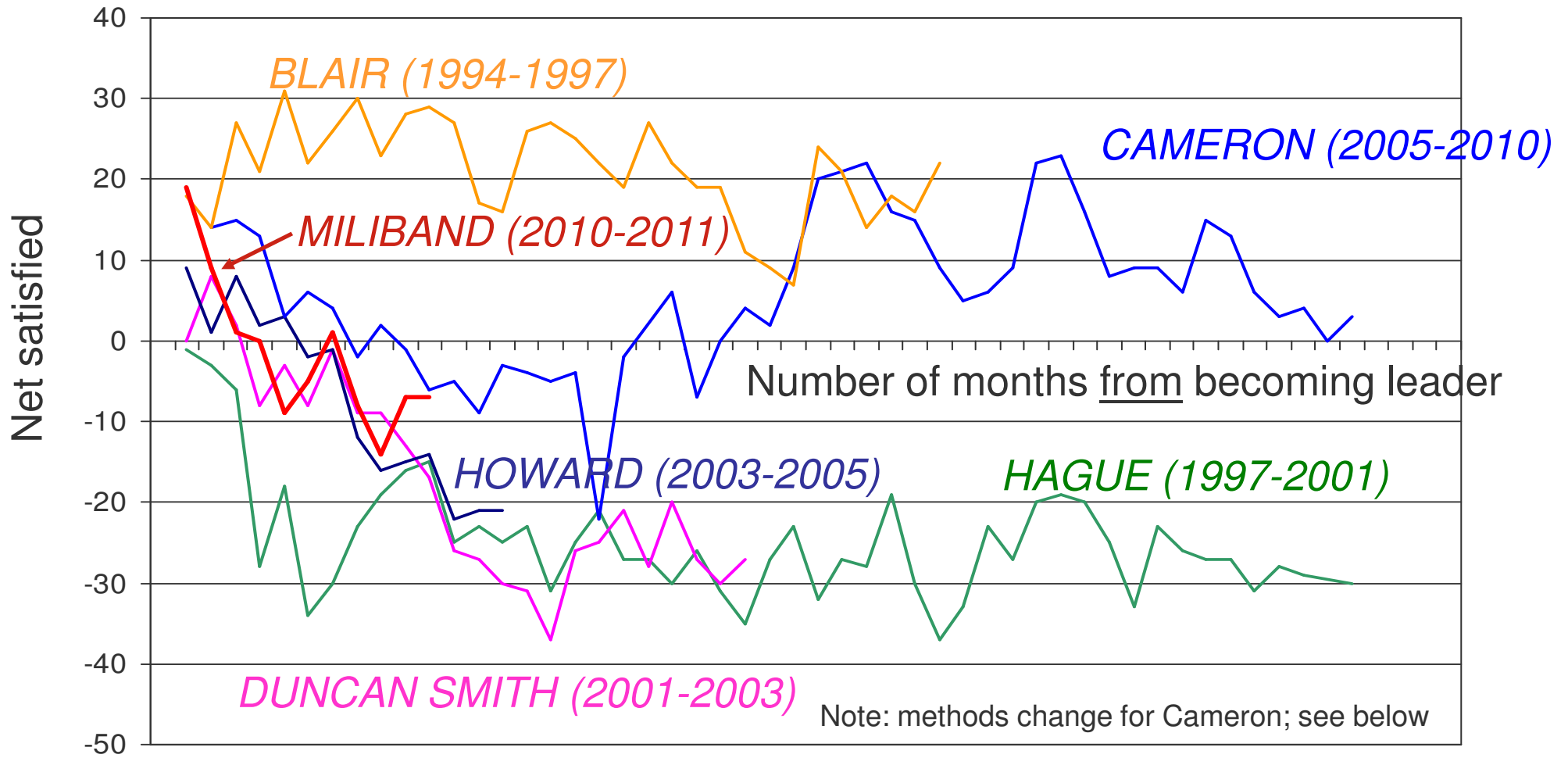
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# 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

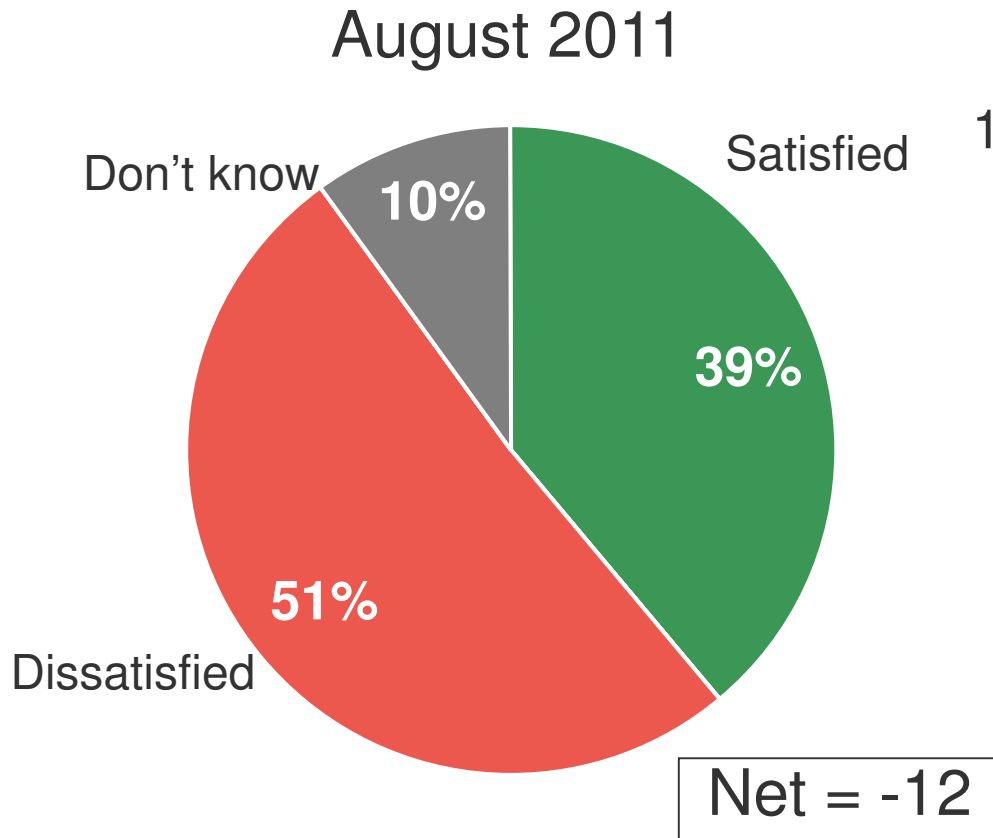
Ipsos MORI

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

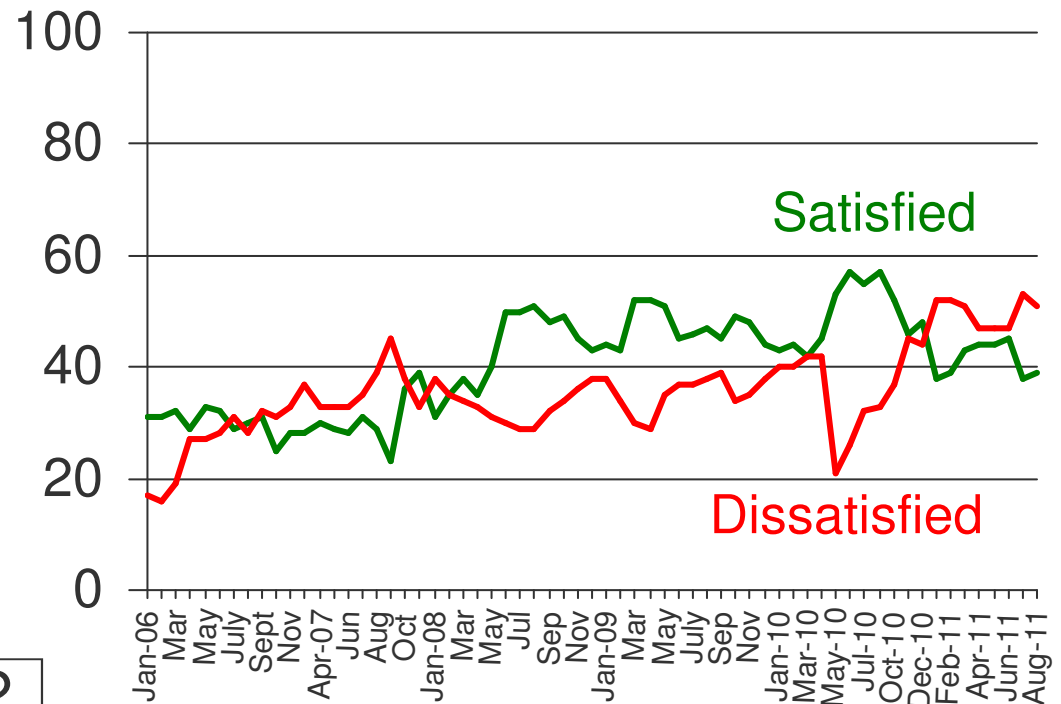


# David Cameron (satisfaction)

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 – August 2011



Base: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

Ipsos MORI

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

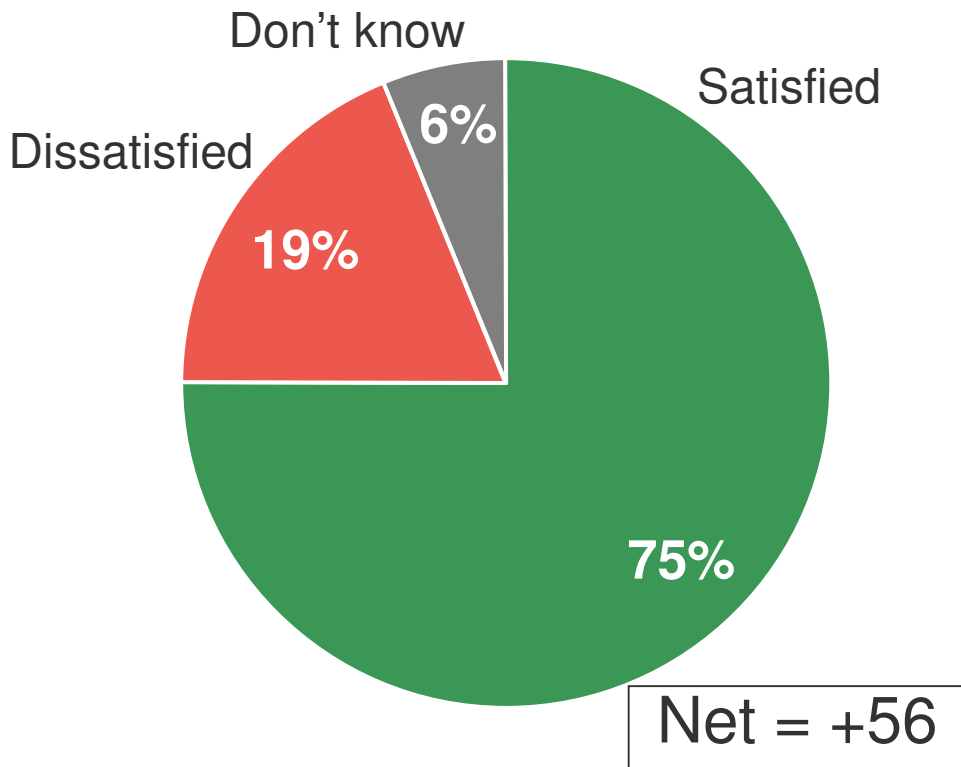
Source: Reuters/Ipsos MORI Political Monitor



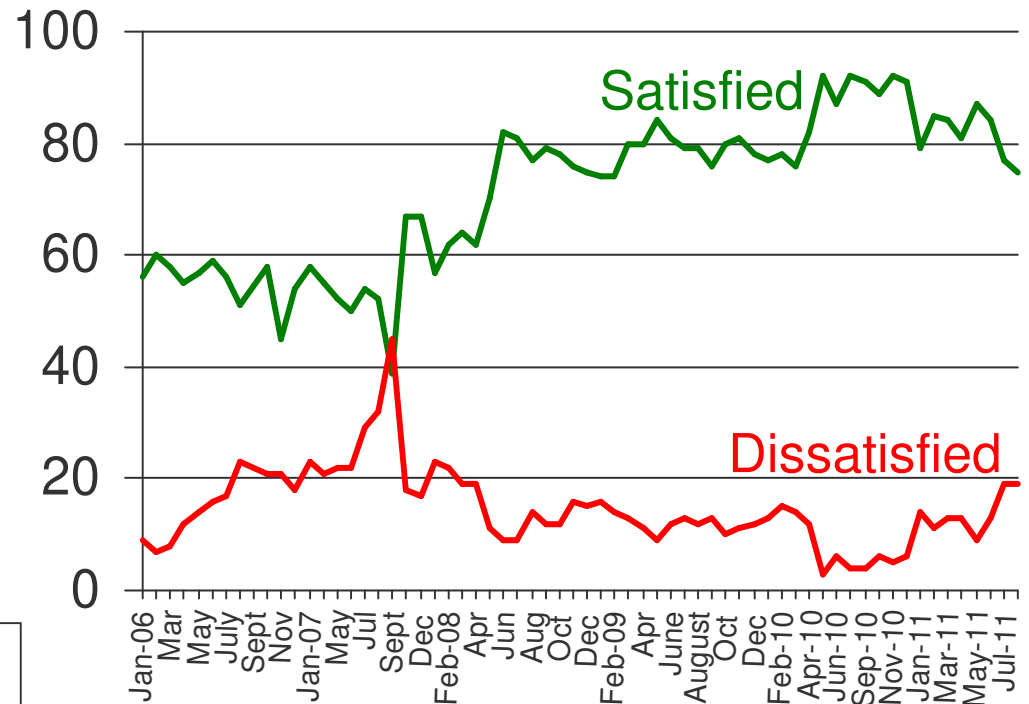
# David Cameron (satisfaction among Tory supporters)

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

August 2011



January 2006 – August 2011



Base: 258 Conservative supporters 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

Ipsos MORI

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

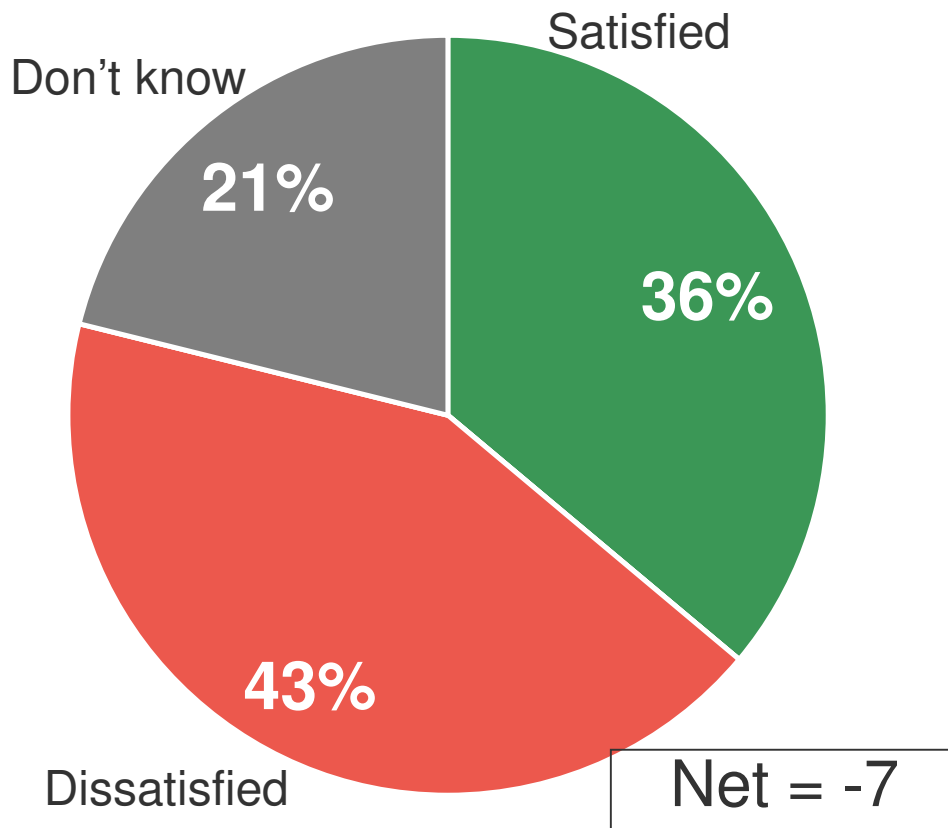
Source: Reuters/Ipsos MORI Political Monitor



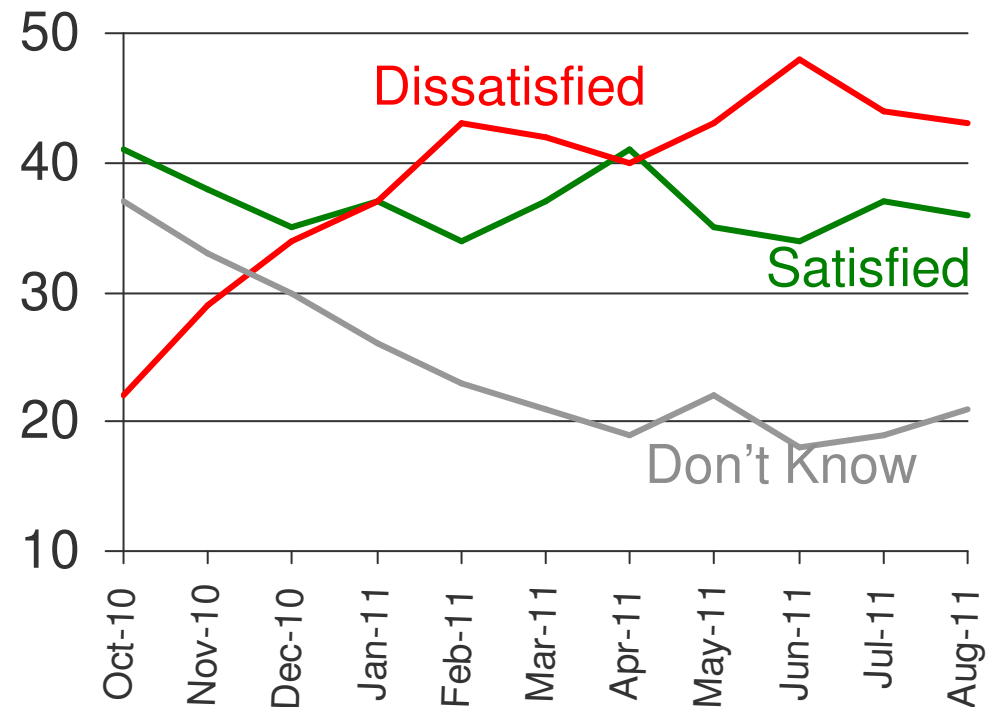
# Ed Miliband (satisfaction)

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

August 2011



October 2010 – August 2011



Base: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

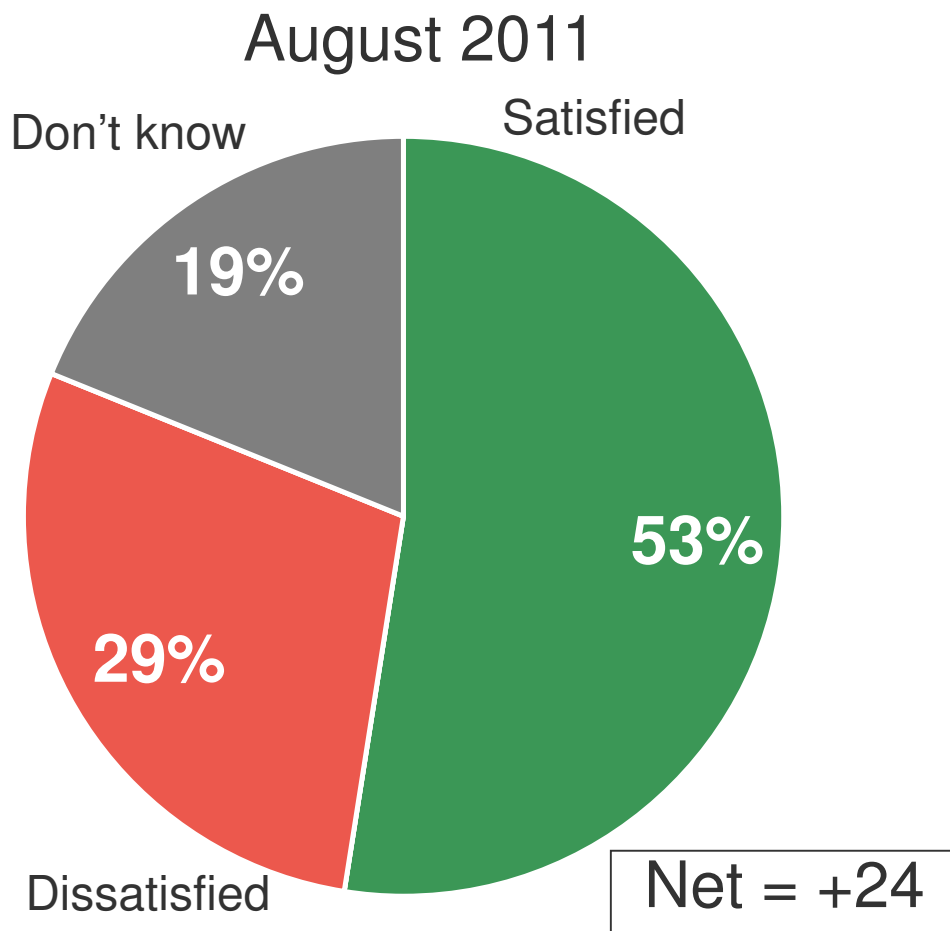
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

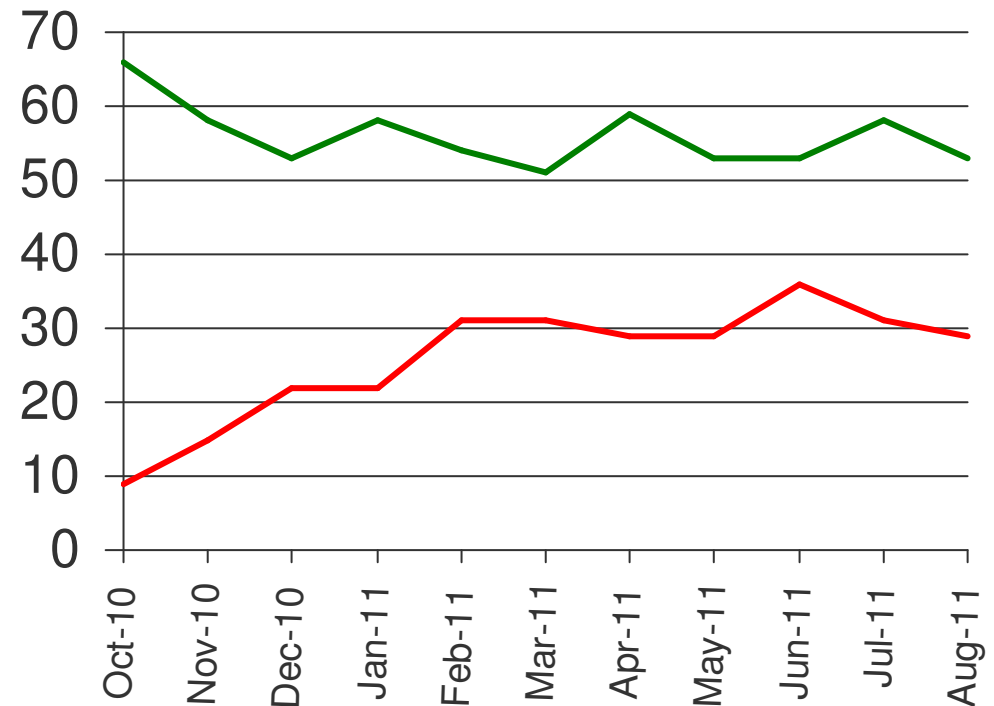


# Ed Miliband (satisfaction among Labour supporters)

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



October 2010 – August 2011



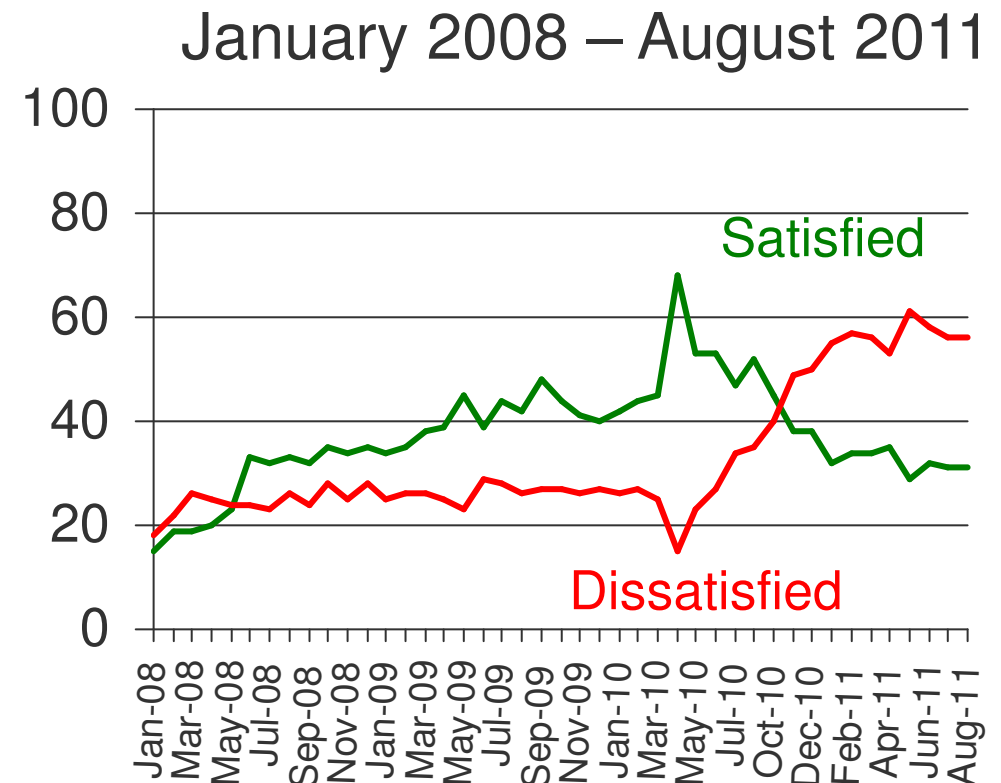
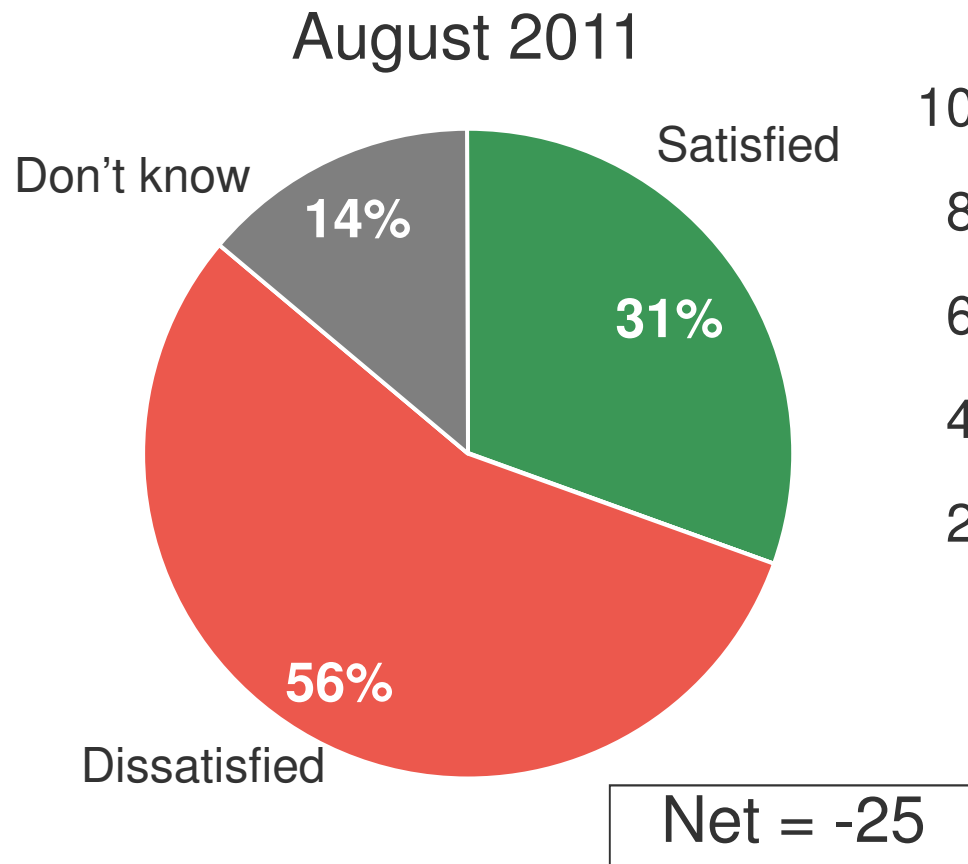
Base: 321 Labour supporters 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011  
Ipsos MORI

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: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

Ipsos MORI

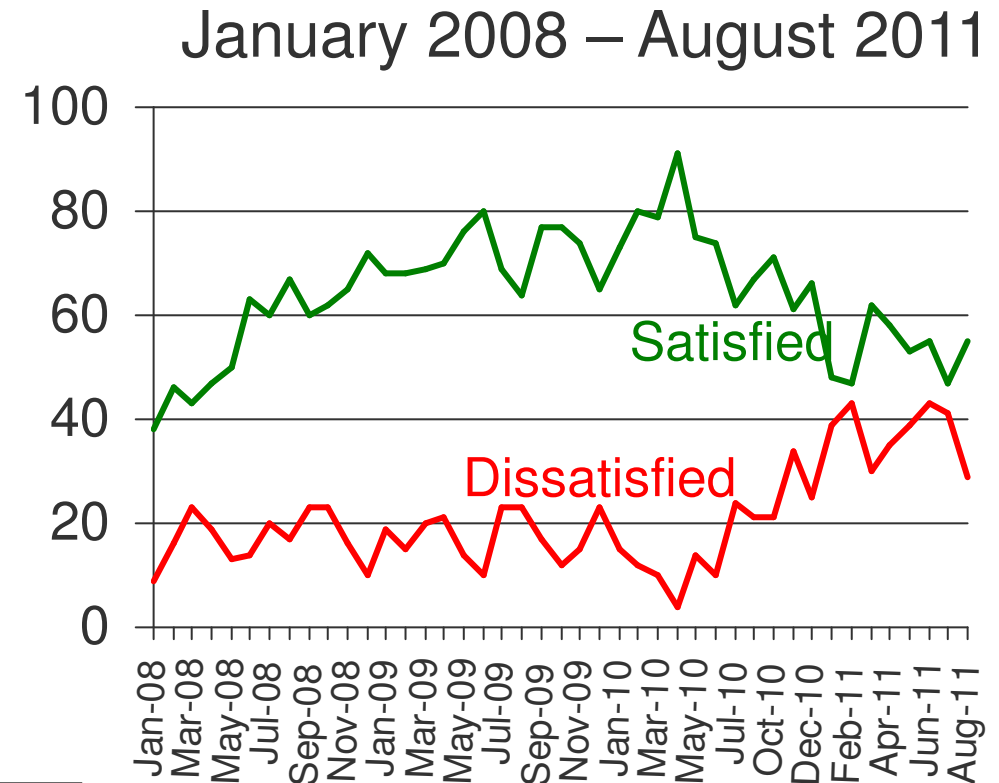
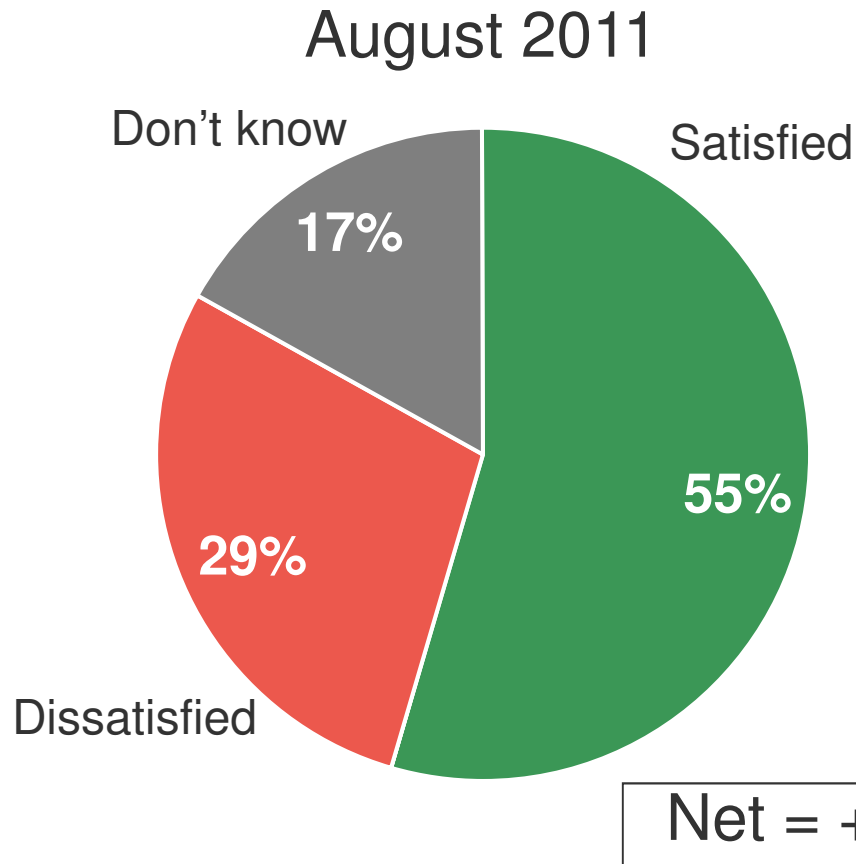
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 94 Liberal Democrat supporters 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

Ipsos MORI

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

Source: Reuters/Ipsos MORI Political Monitor



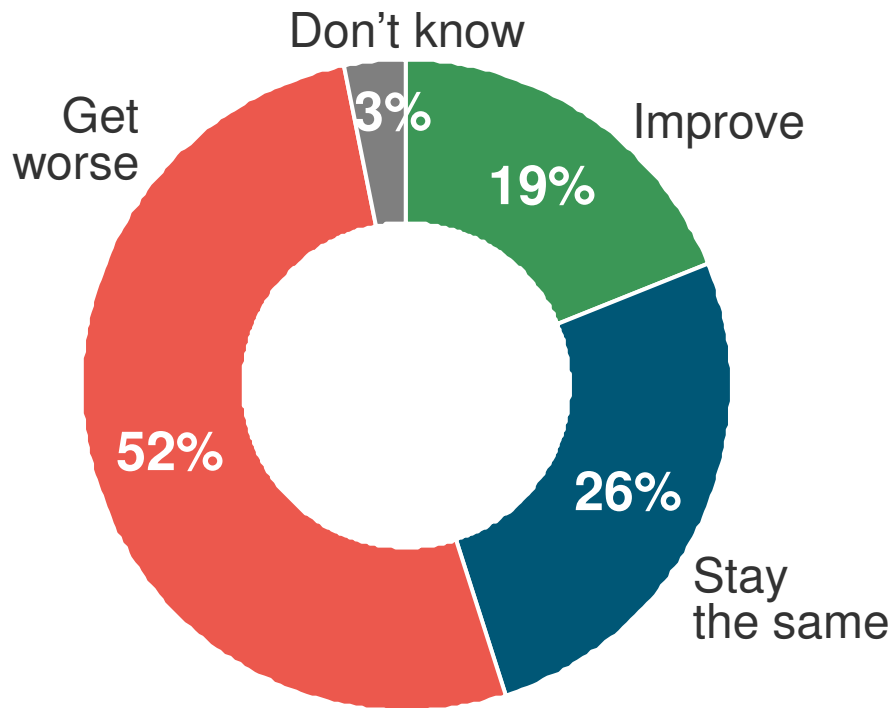
# ***The economy***



# 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?*

August 2011



**EOI = -33**

January 2004 – August 2011



Base: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011

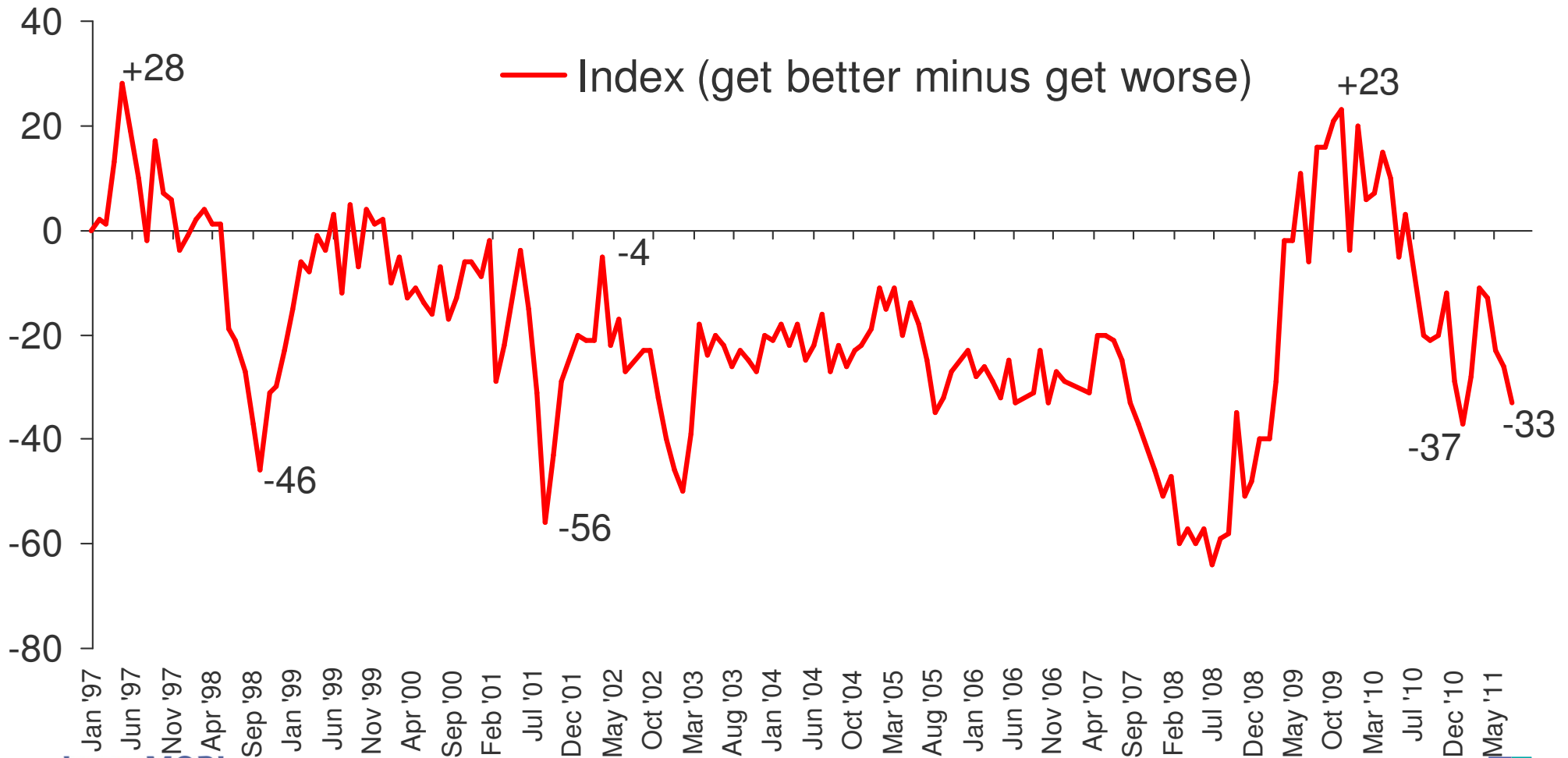
Ipsos MORI

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?*



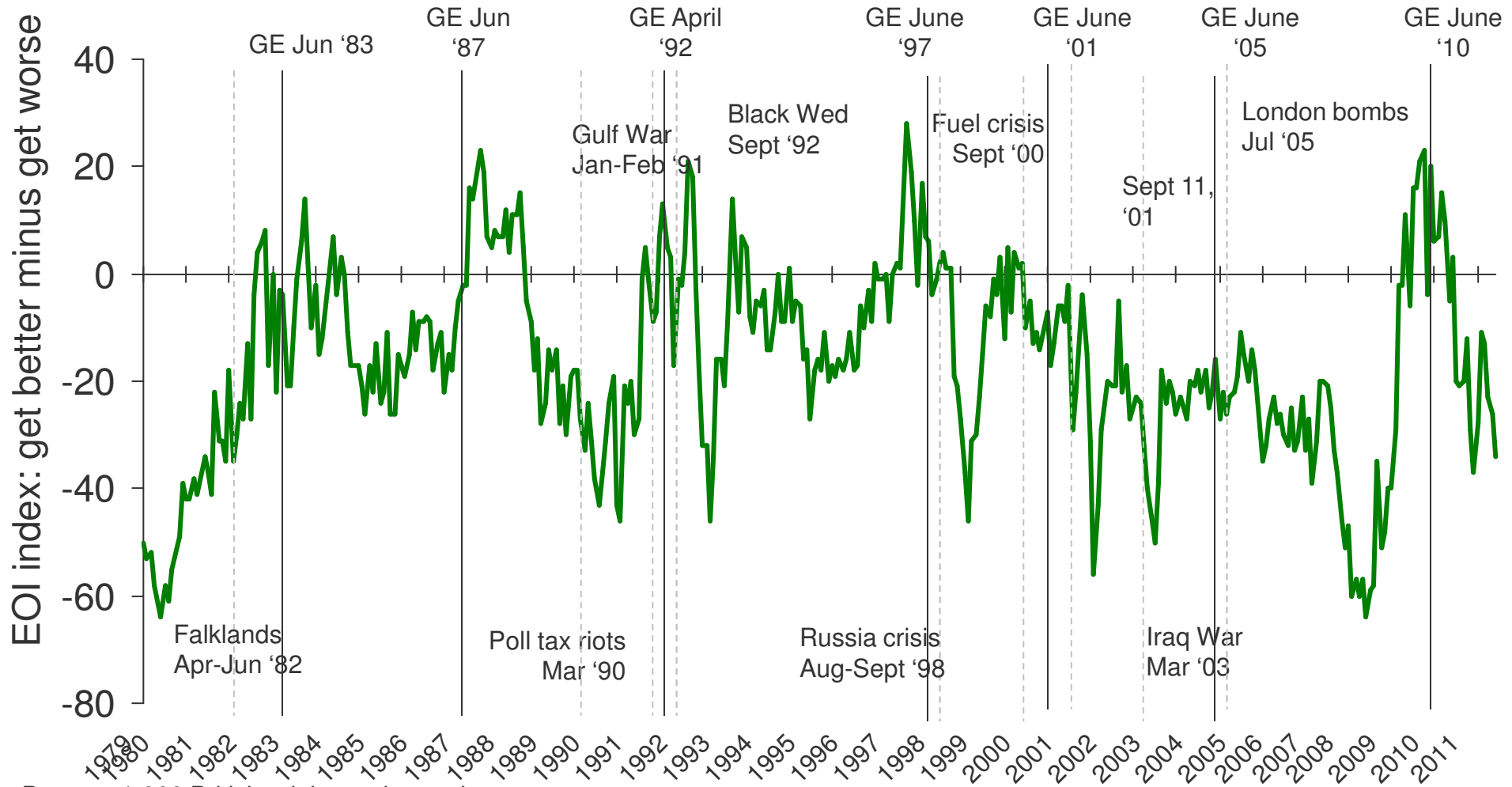
Ipsos MORI

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

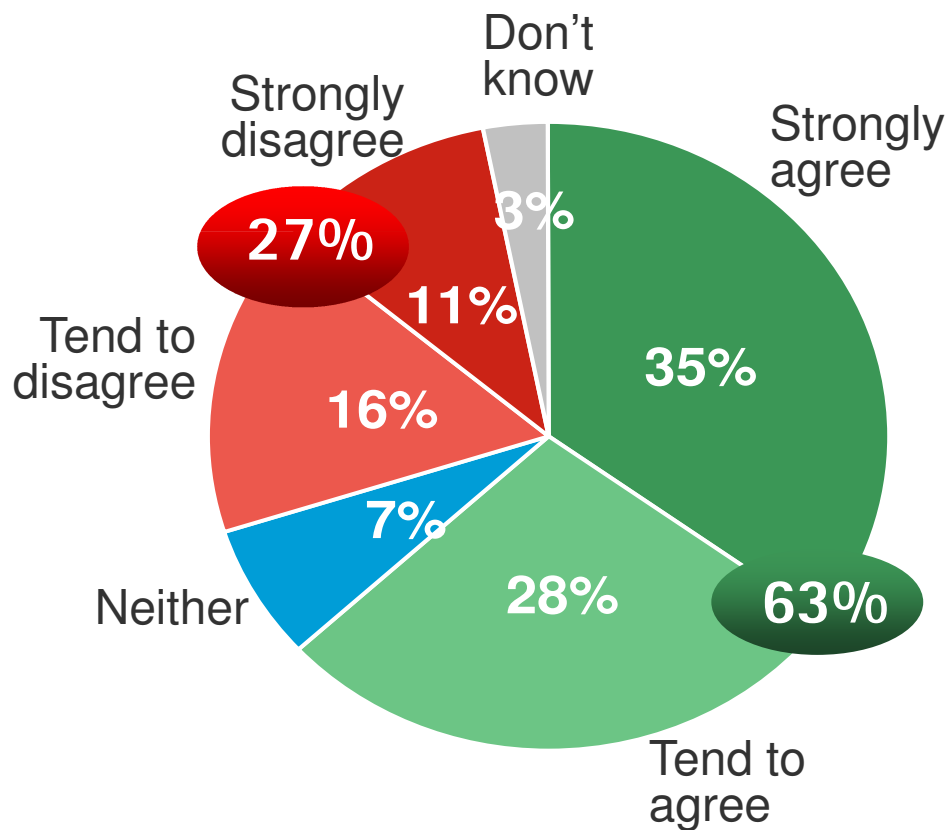


# ***British society***

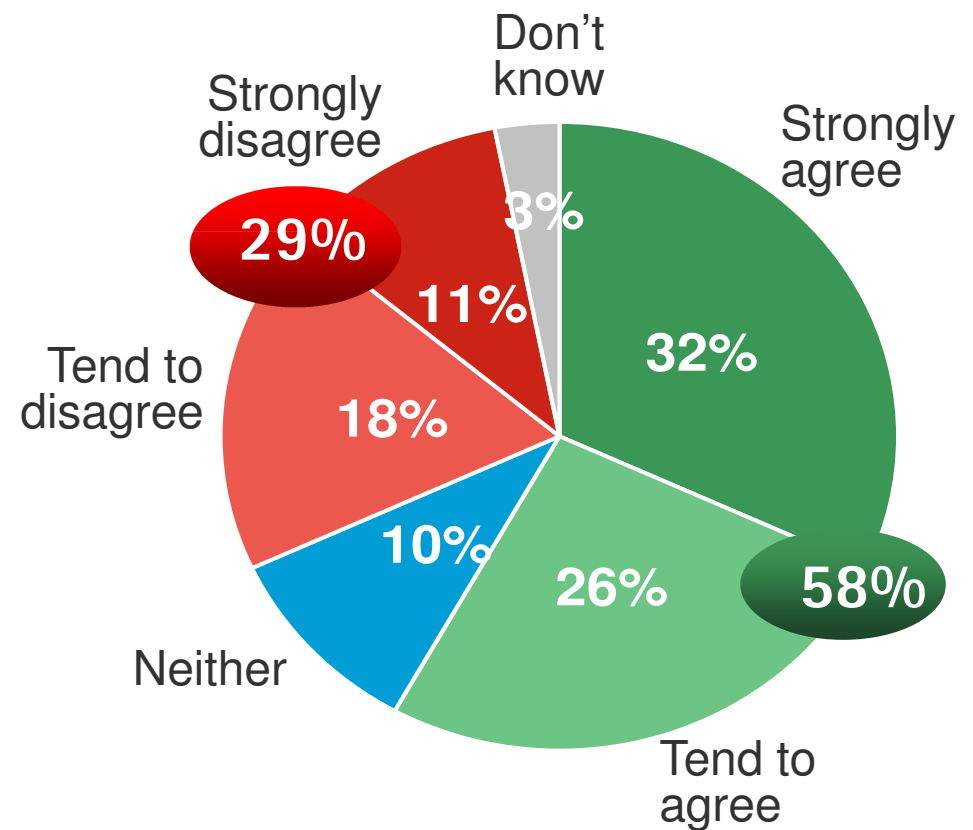
# Despite the riots, fewer agree that British society is 'broken' than in 2008

To what extent do you agree or disagree that British society is broken?

September 2008

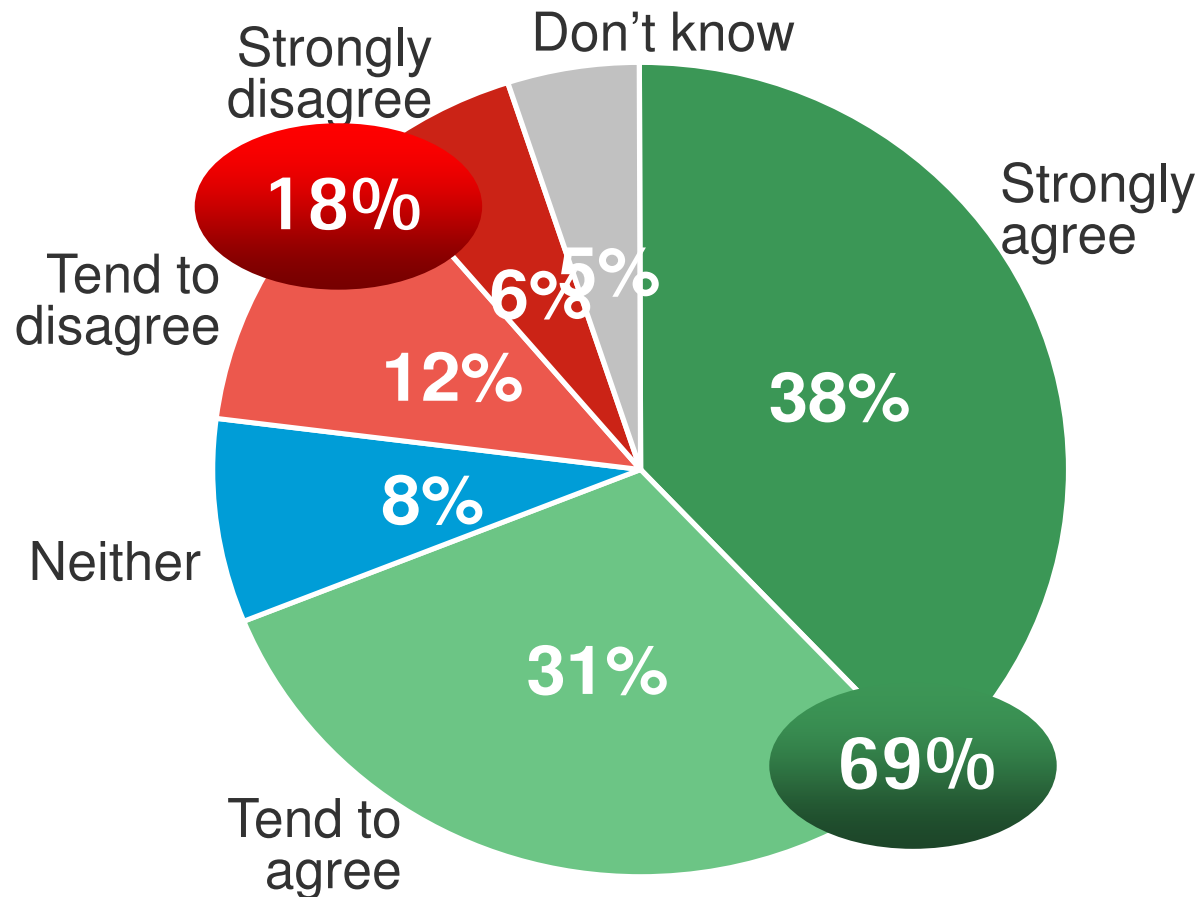


August 2011



## More agree that there are pockets of society that are (in the words of David Cameron) 'sick'

To what extent do you agree or disagree with the following statement: *There are pockets of British society that are not only broken, but frankly sick?*



Base: 1,002 British adults 18+, 20<sup>th</sup> – 22<sup>nd</sup> August 2011  
Ipsos MORI

Source: Reuters/ Ipsos MORI Political Monitor

