



Political Monitor Trends for Reuters

February 2011

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Ipsos MORI

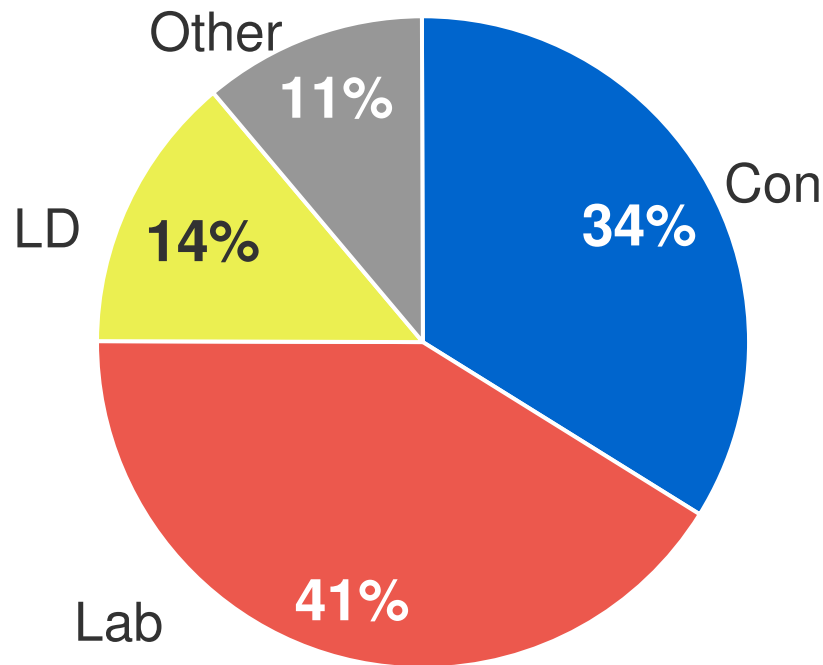


Voting Intentions

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

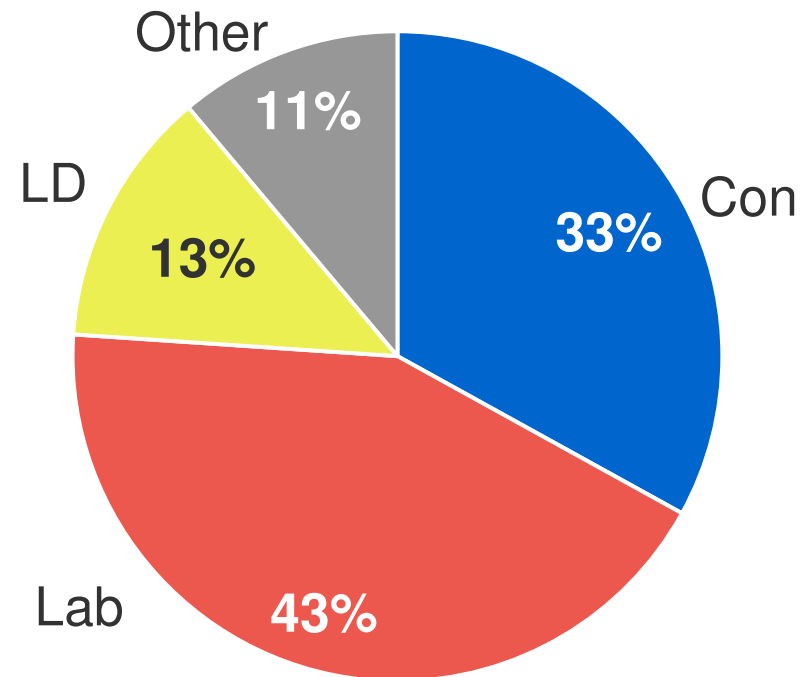
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 79%



Conservative lead = -7

All certain to vote: 59%

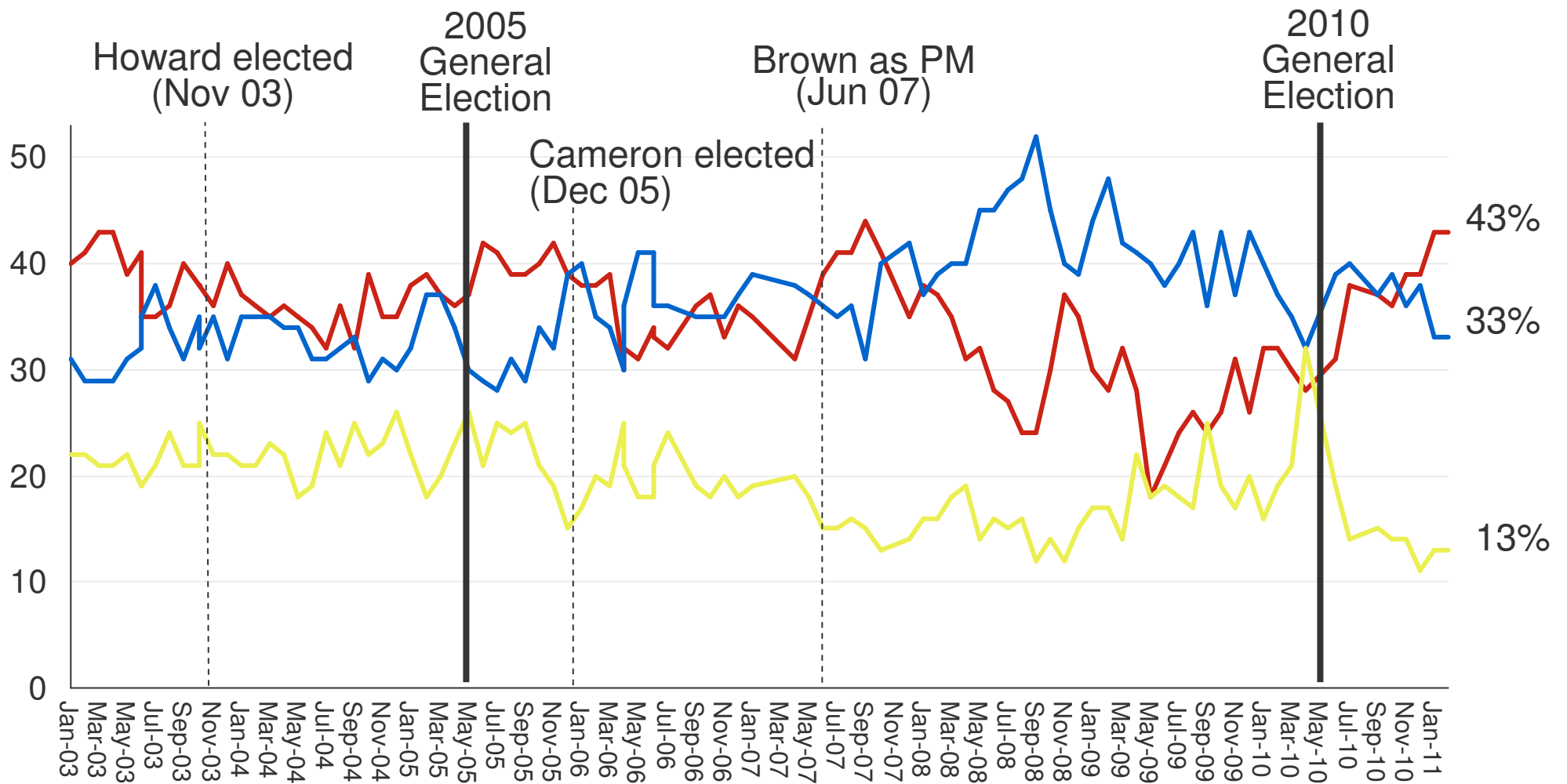


Conservative lead = -10

Base: All giving a voting intention = 792 unweighted, All certain to vote = 611 unweighted; data collected among 1,002 British adults 18+, 18th - 20th February 2011

Voting Intentions January 03 – February 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+, 18th - 20th February 2011

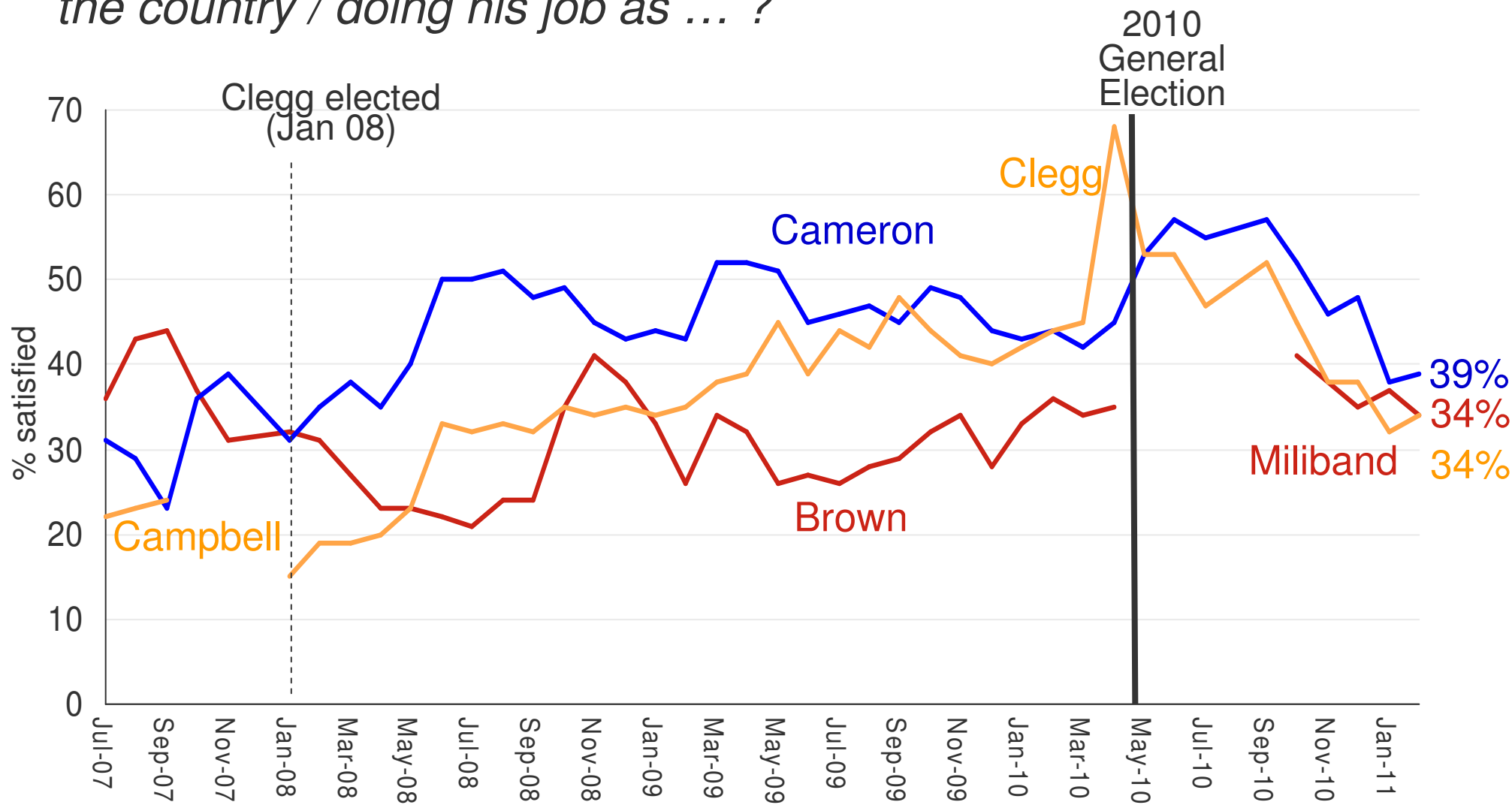
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



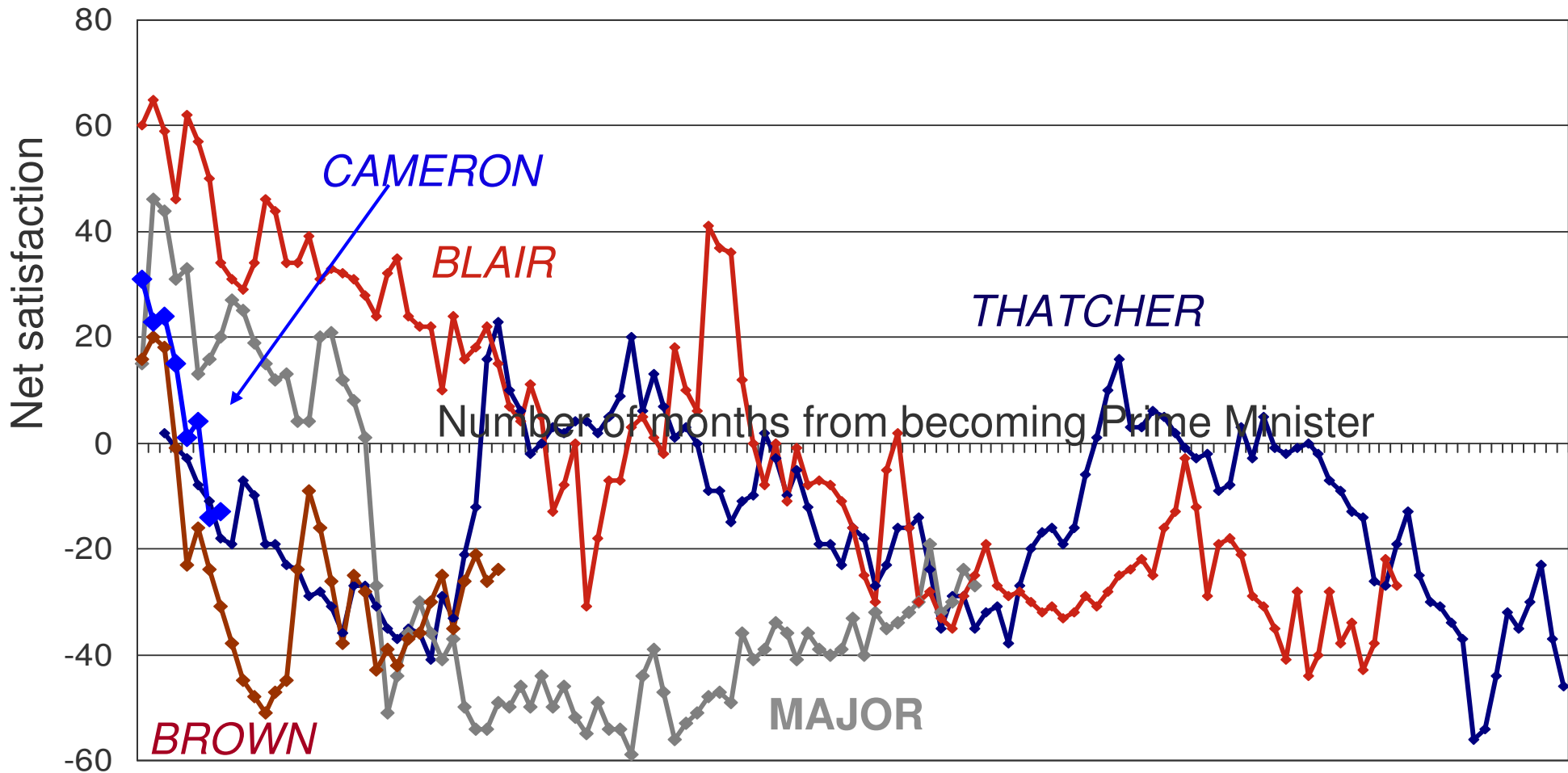
Satisfaction with Party leaders July-07 – February-11

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

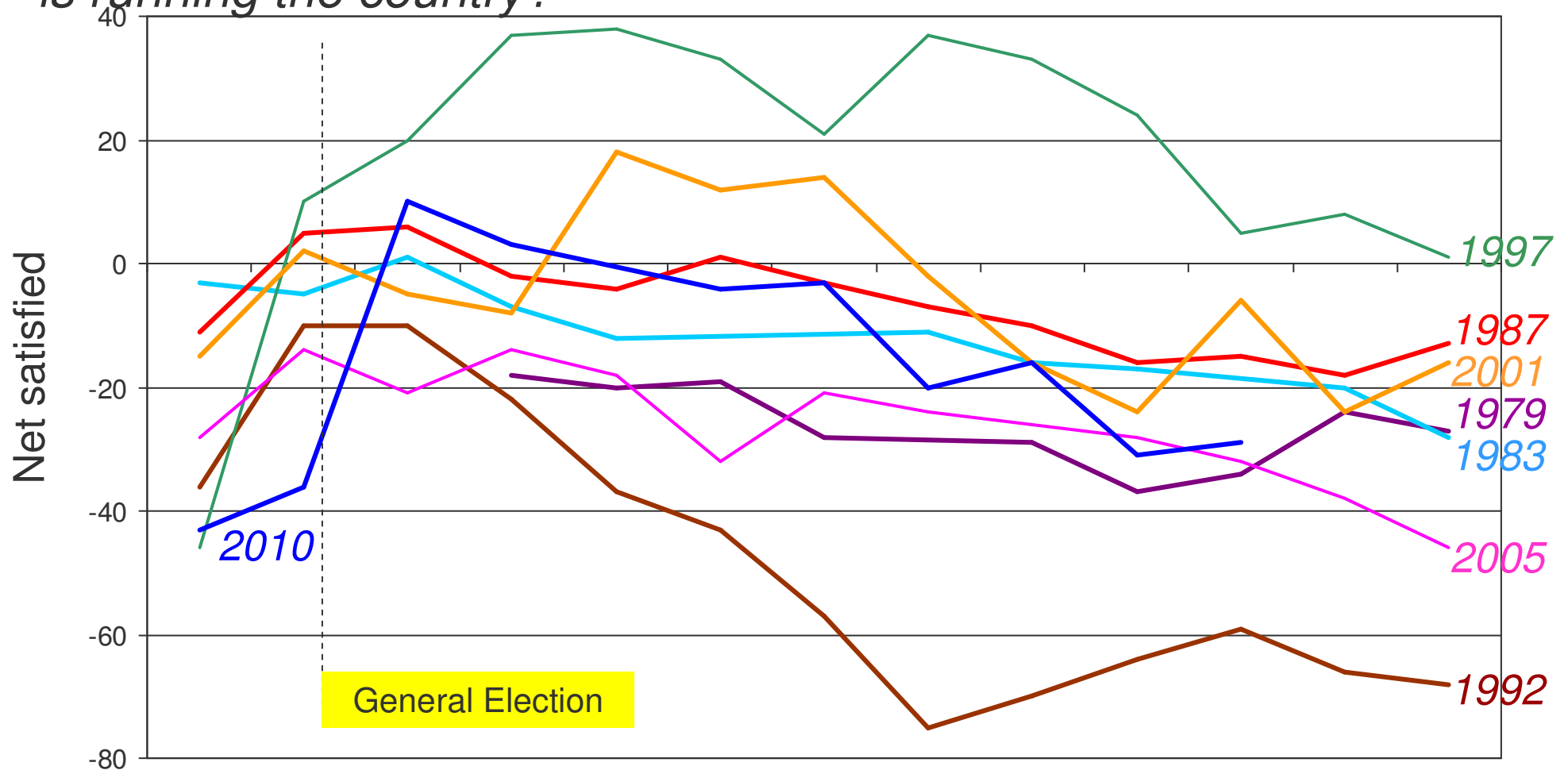
Ipsos MORI

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 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

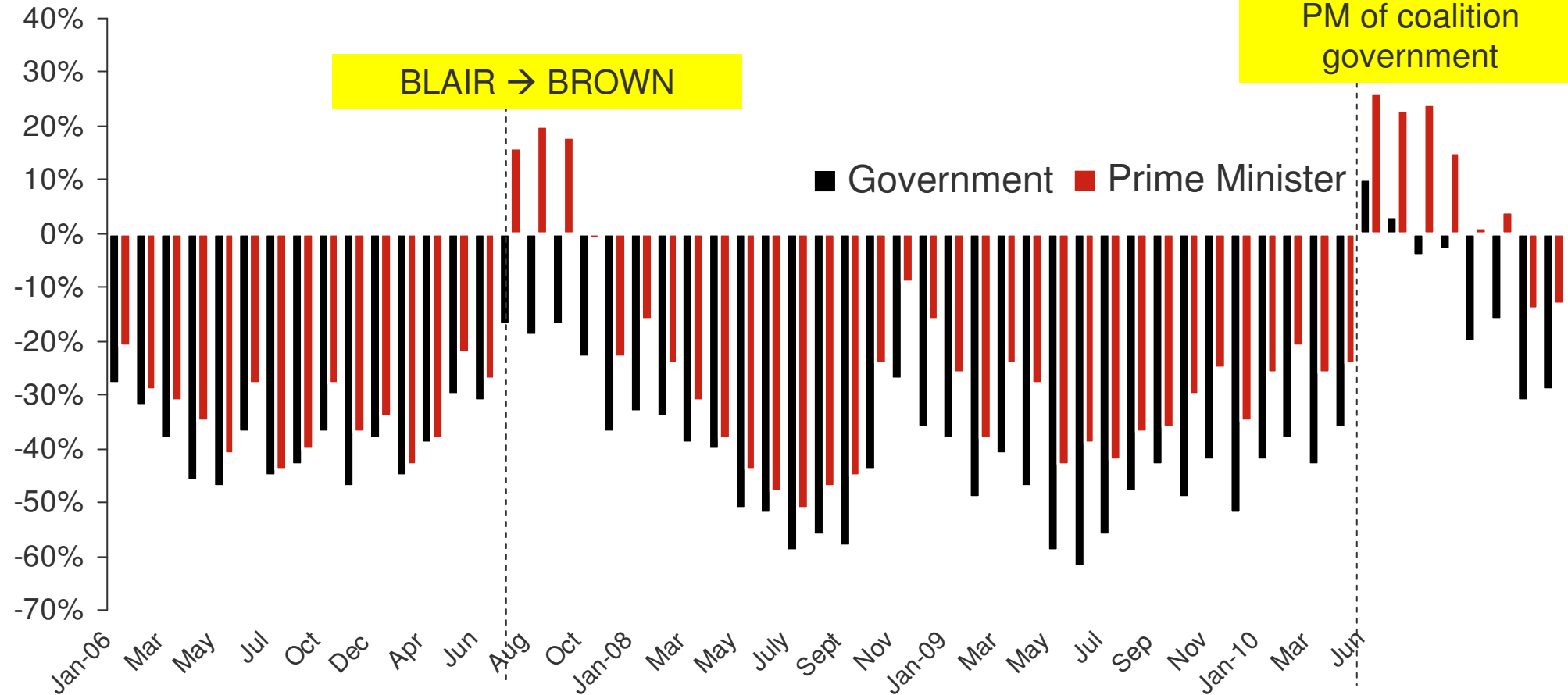
Source: Reuters/Ipsos MORI Political Monitor



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

Ipsos MORI

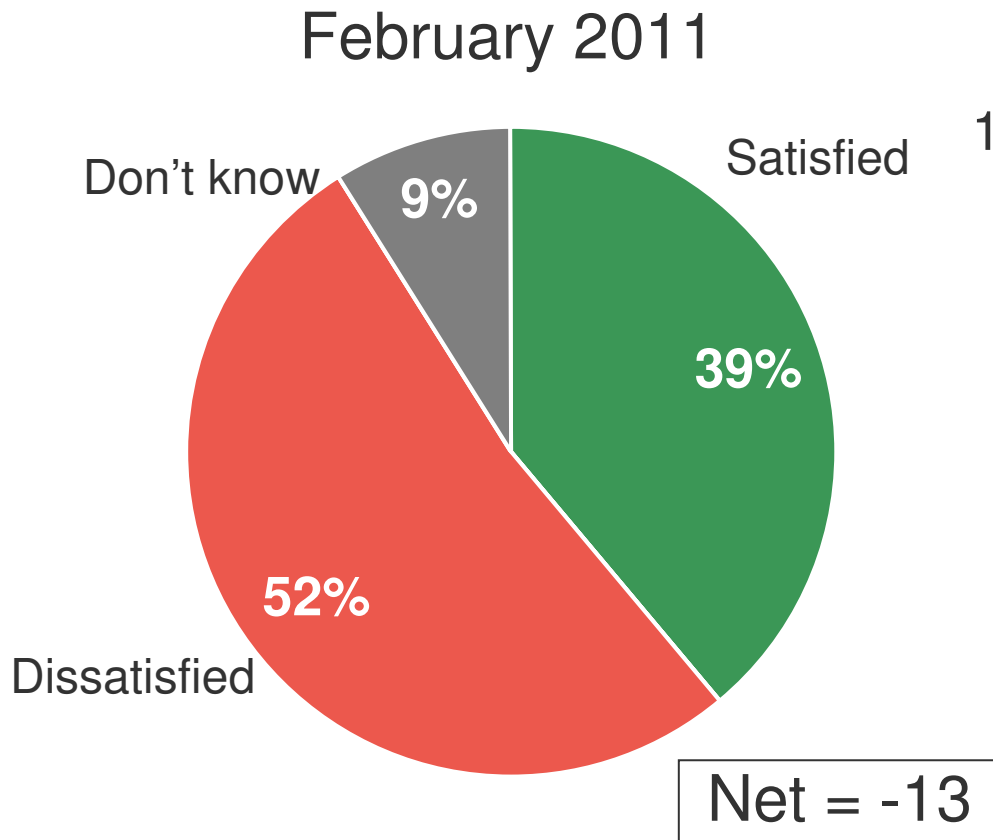
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

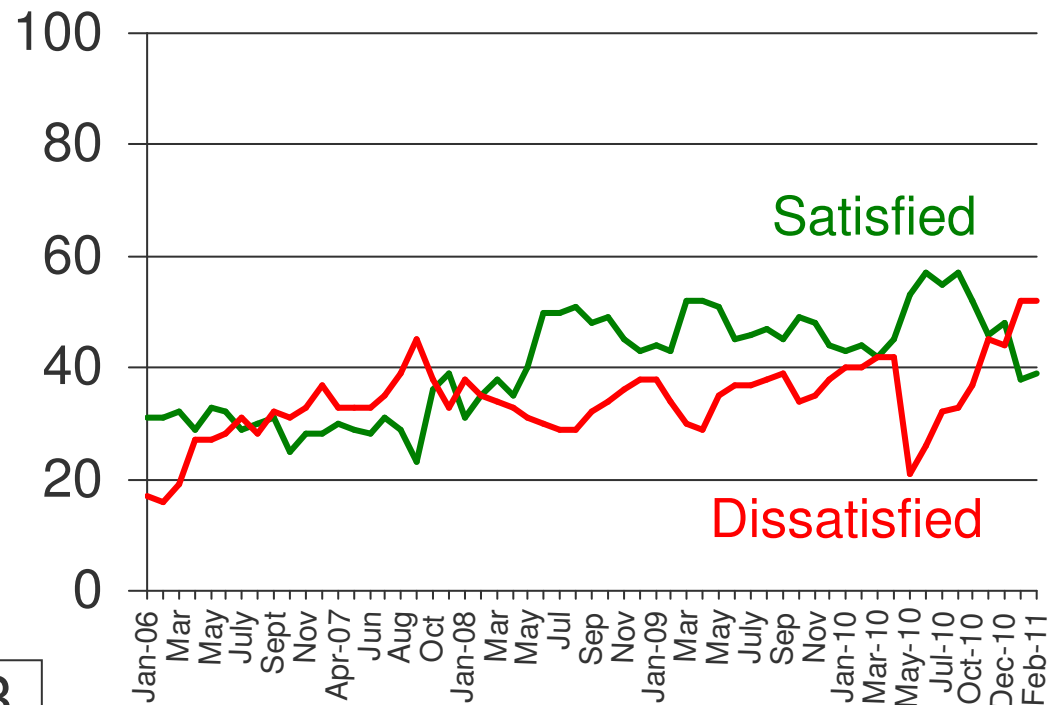


David Cameron (satisfaction)

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 – February 2011



Base: 1,002 British adults 18+, 18th - 20th February 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

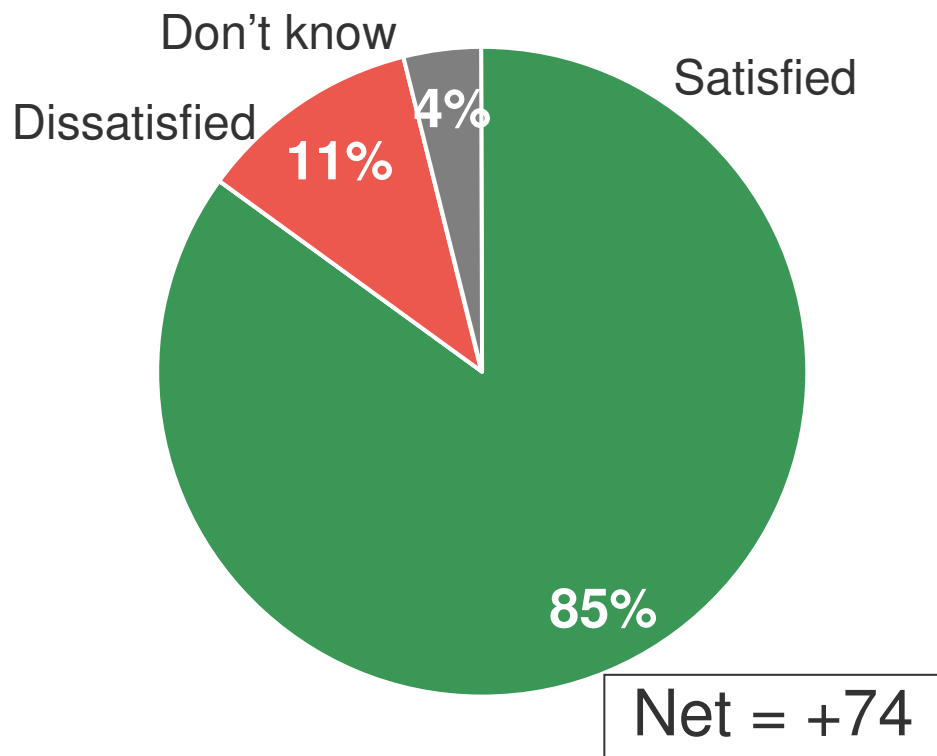
Source: Reuters/Ipsos MORI Political Monitor



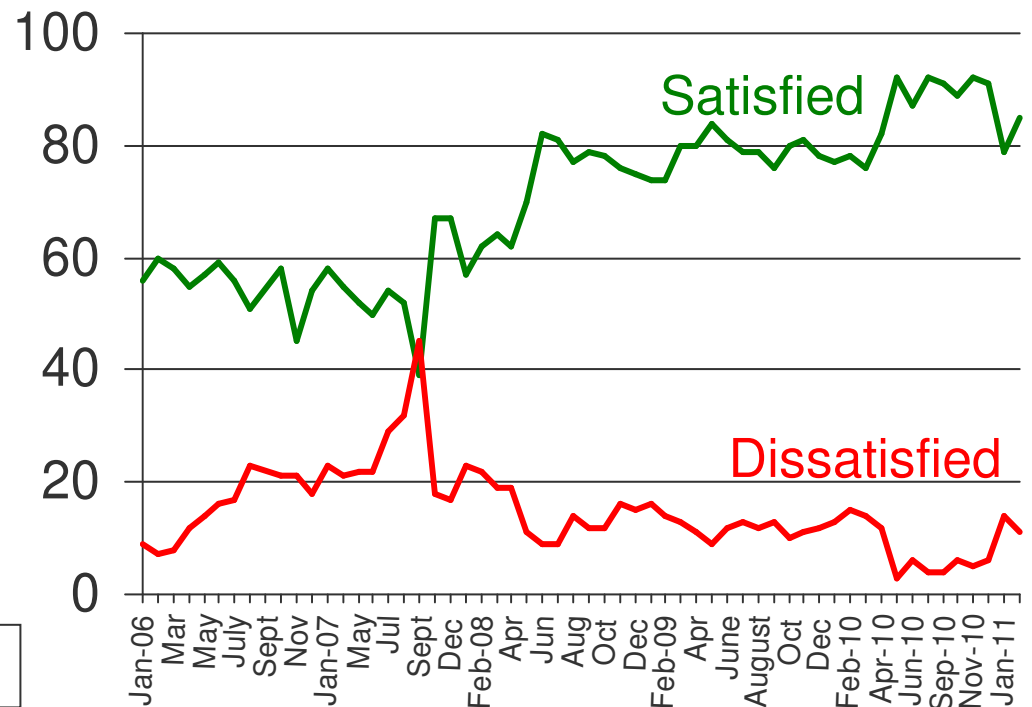
David Cameron (satisfaction among Tory supporters)

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

February 2011



January 2006 – February 2011



Base: 258 Conservative supporters 18+, 18th – 20th February 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

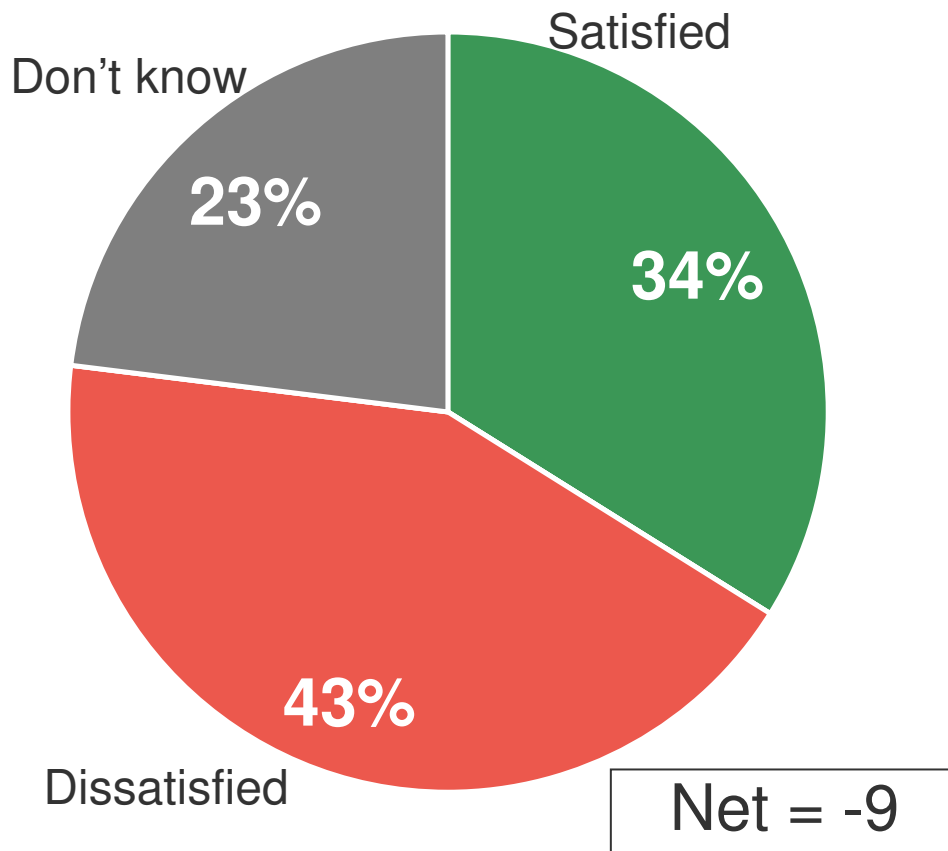
Source: Reuters/Ipsos MORI Political Monitor



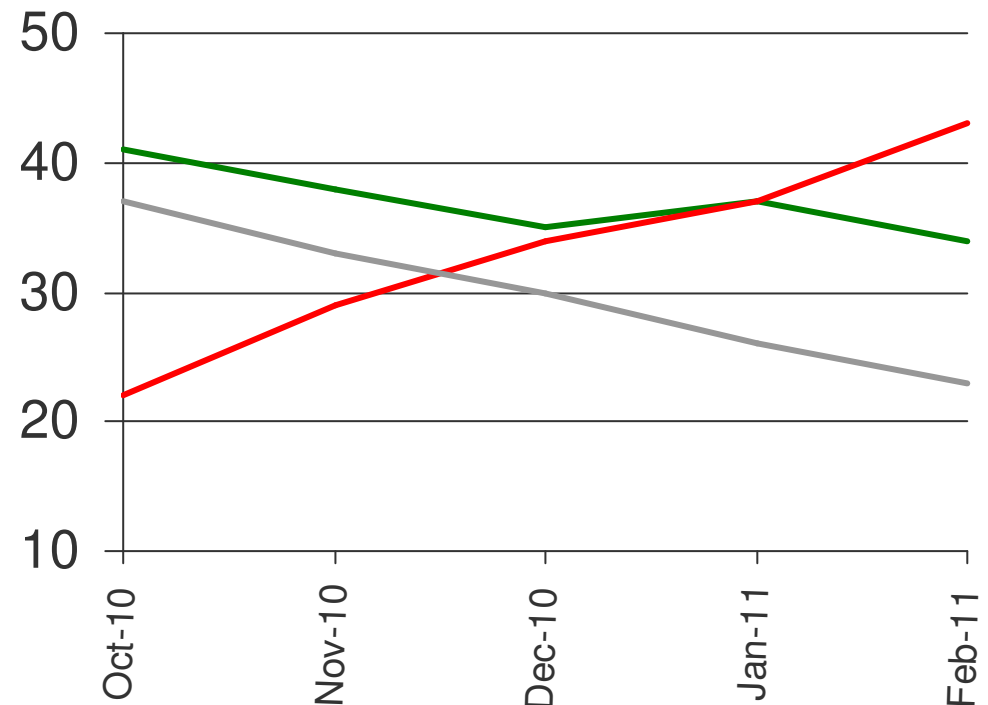
Ed Miliband (satisfaction)

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

February 2011



October 2010 – February 2011



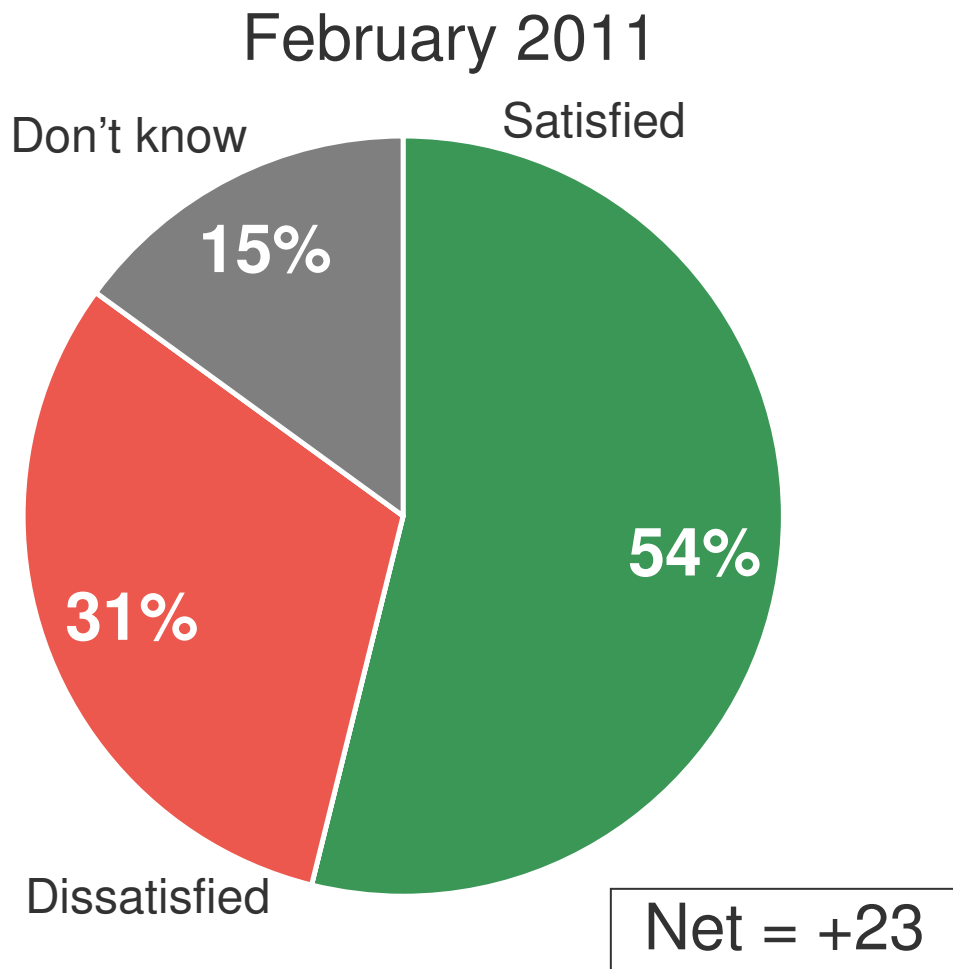
Base: 1,002 British adults 18+, 18th - 20th February 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



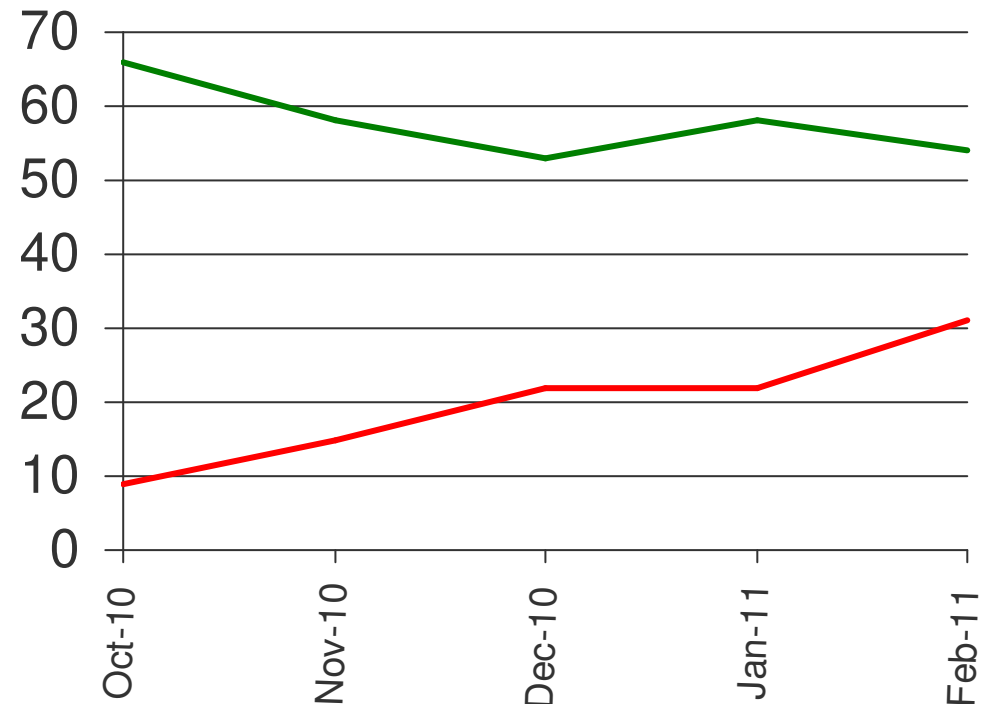
Ed Miliband (satisfaction among Labour supporters)

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



Base: 332 Labour supporters 18+, 18th - 20th February 2011
Ipsos MORI

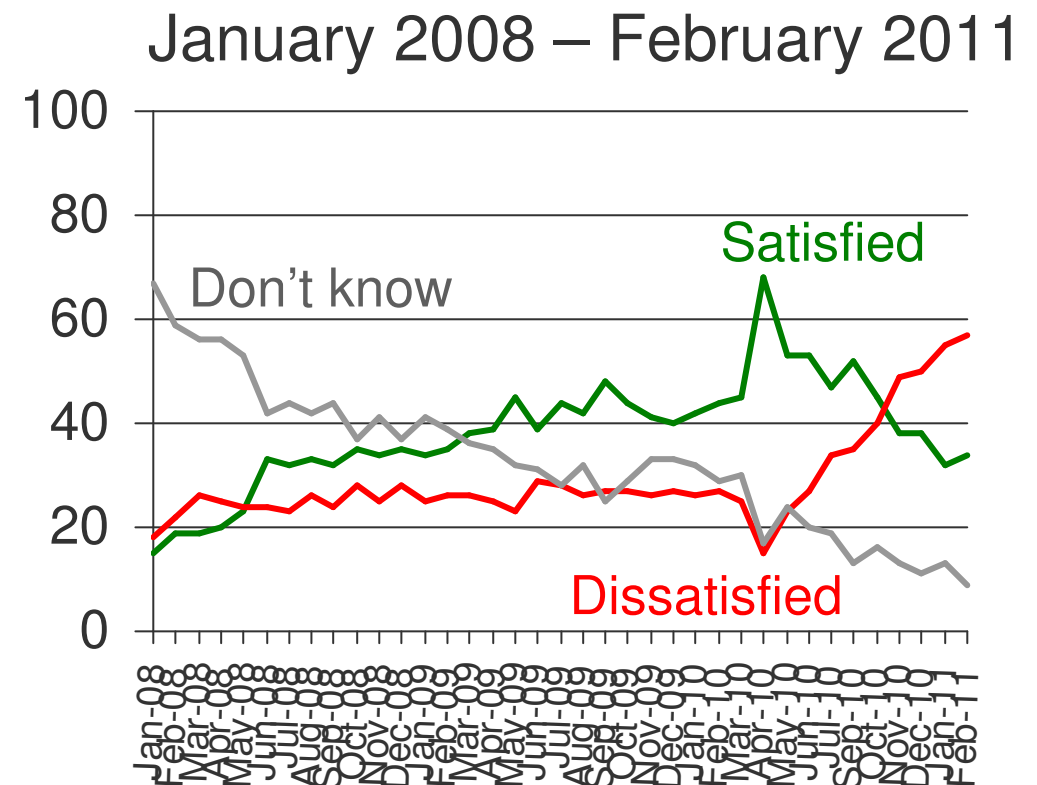
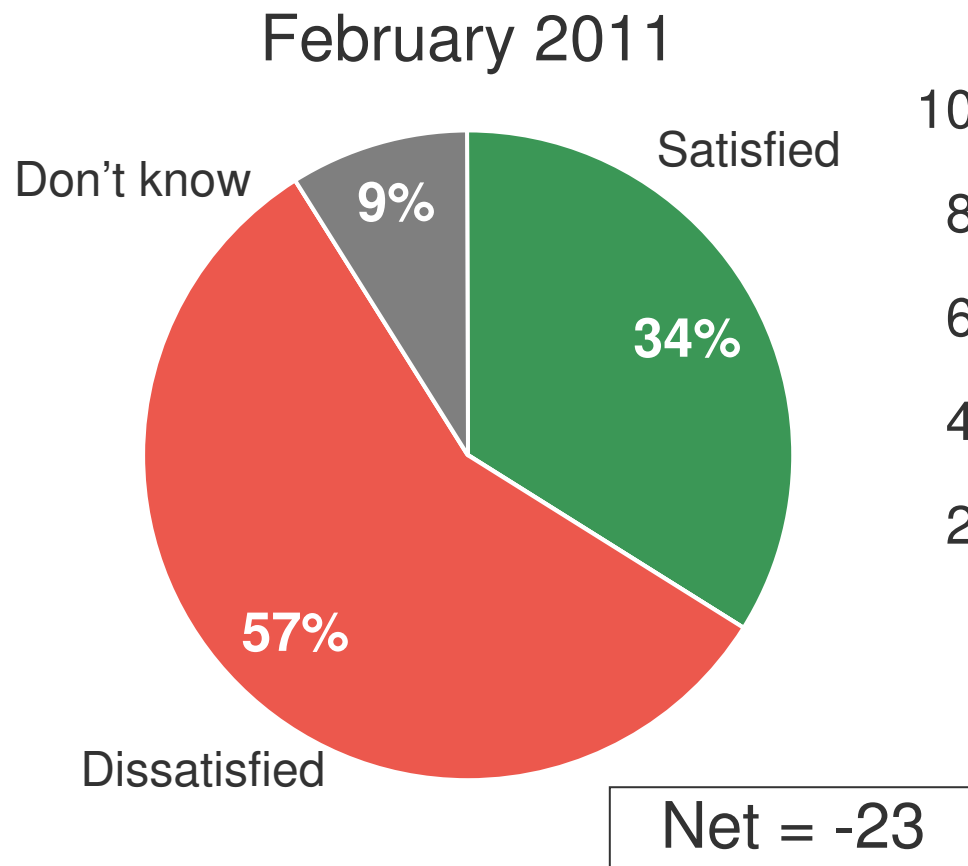
October 2010 – February 2011



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+, 18th - 20th February 2011

Ipsos MORI

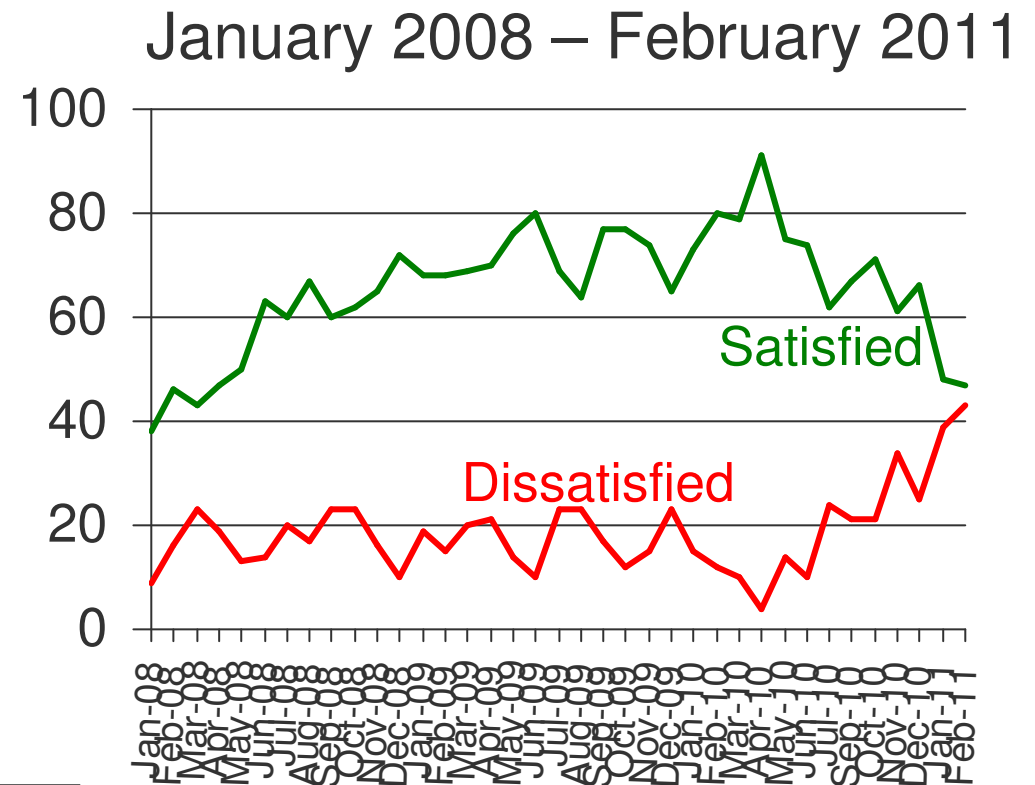
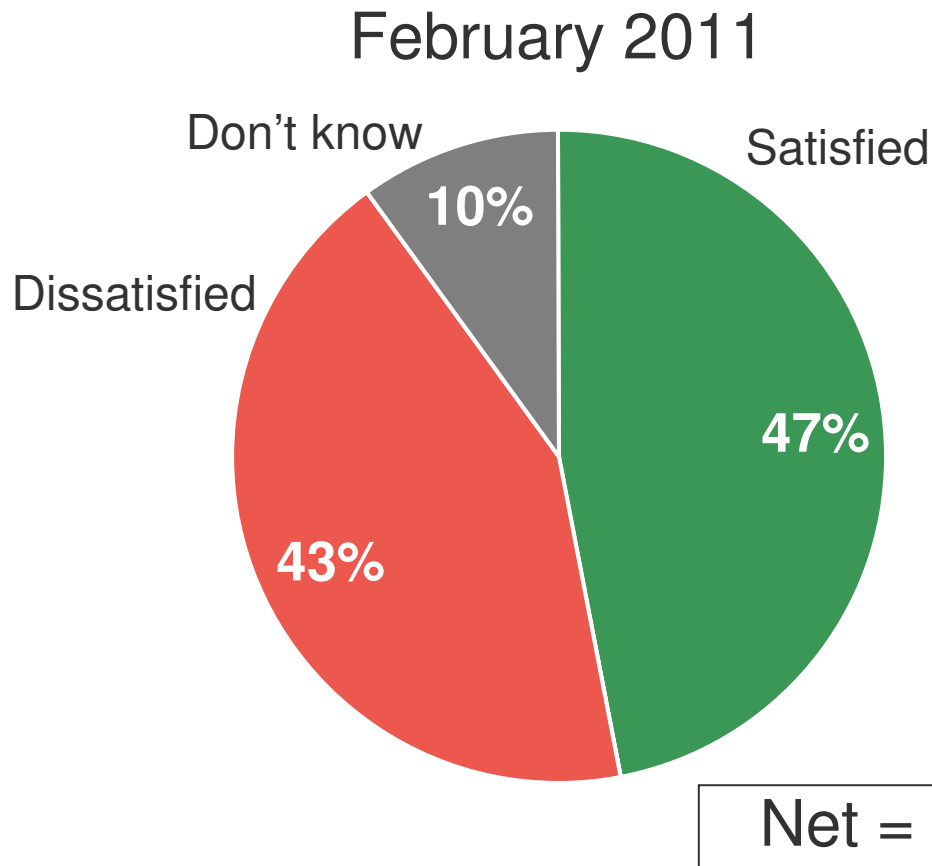
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 120 Liberal Democrat supporters 18+, 18th – 20th February 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

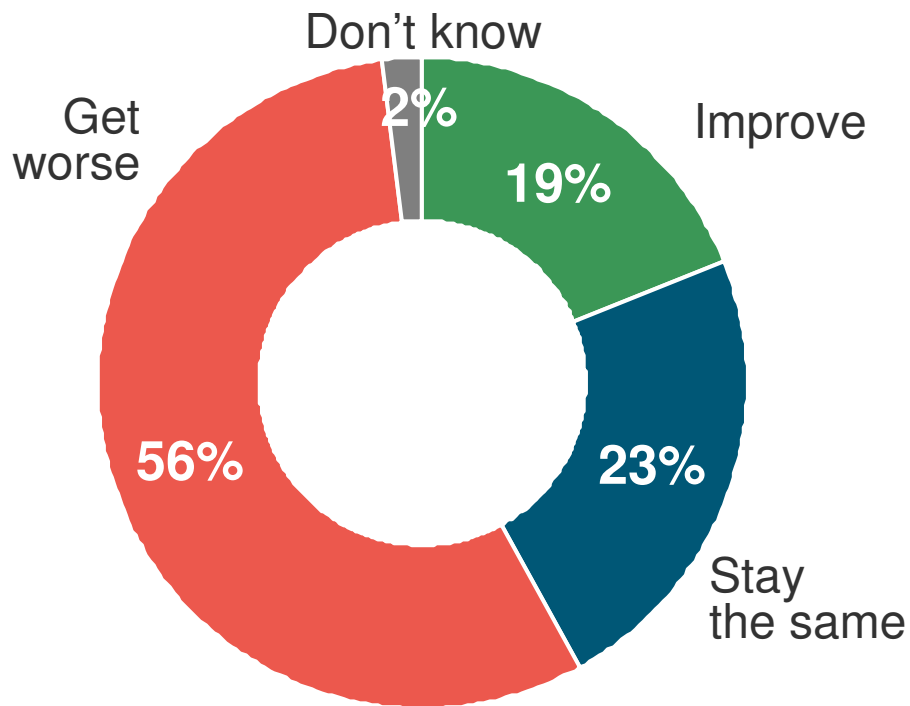


The economy and cuts

Economic Optimism Index

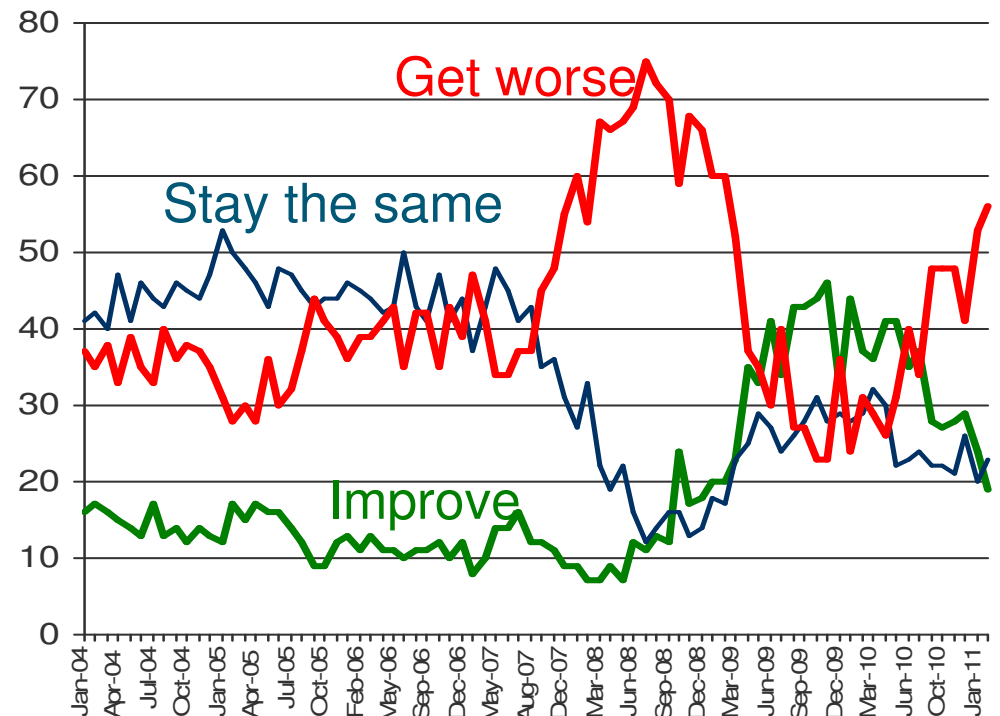
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

February 2011



EOI = -37

January 2004 – February 2011



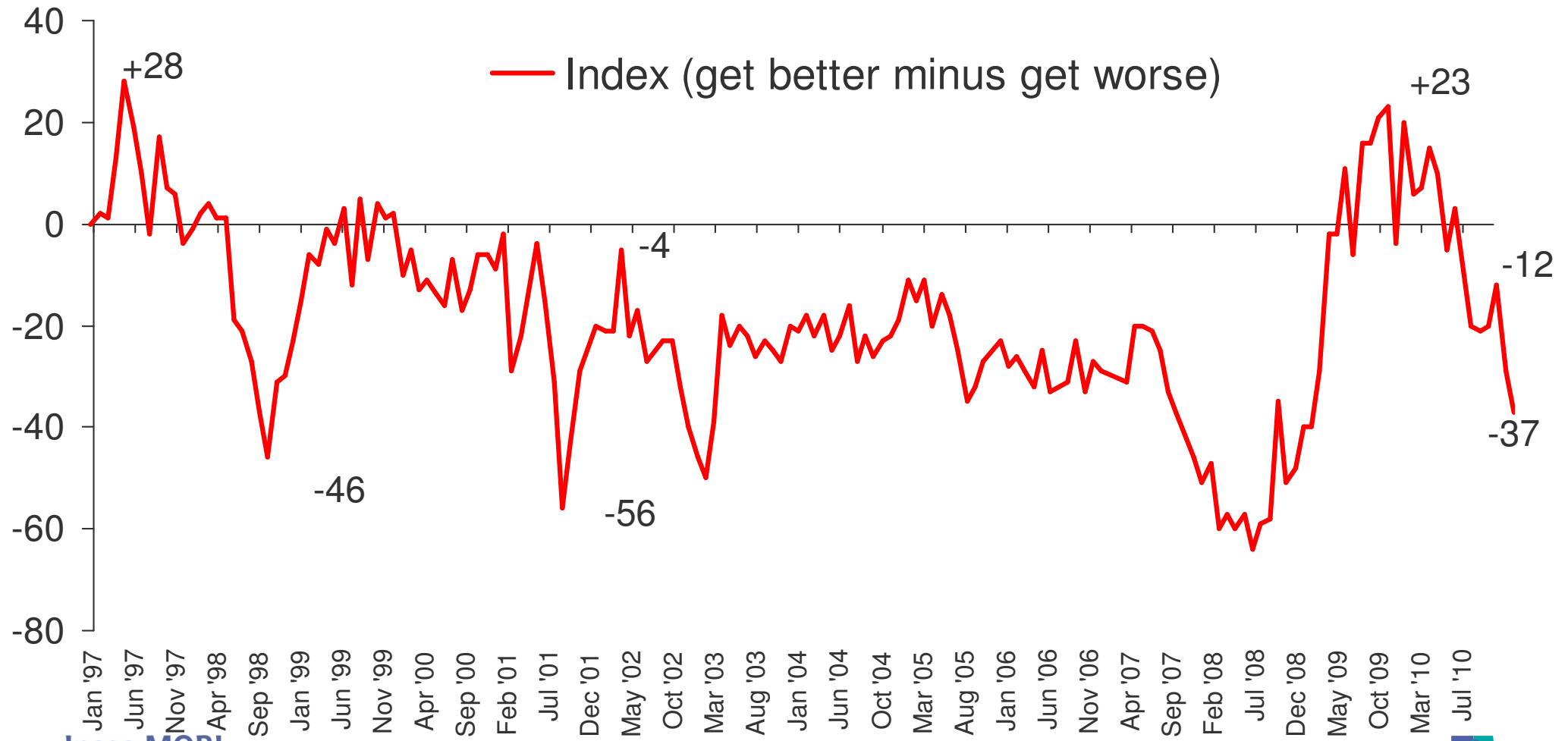
Base: 1,002 British adults 18+, 18th - 20th February 2011
Ipsos MORI

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?



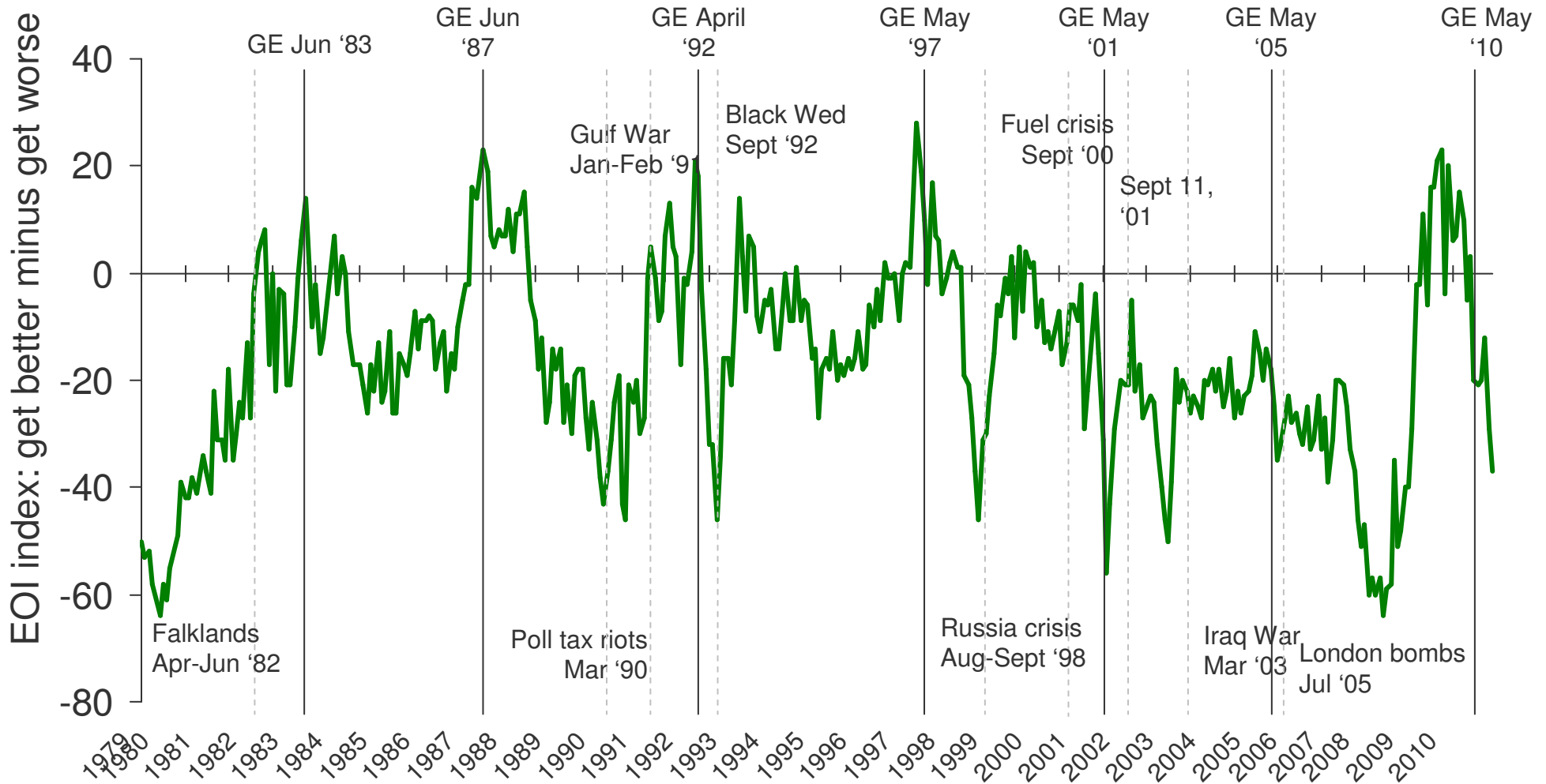
Ipsos MORI

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

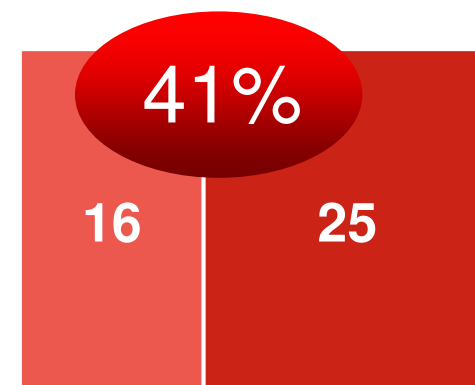
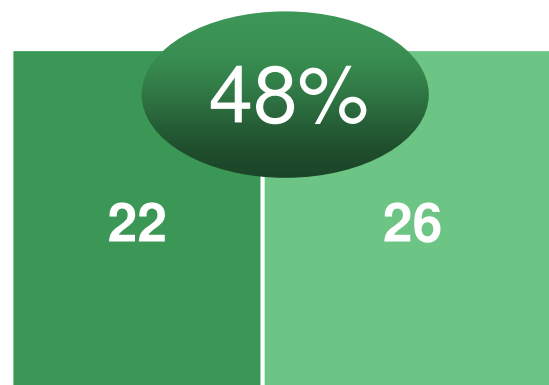


How should the national debt be paid off?

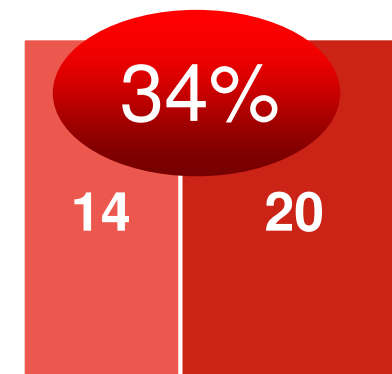
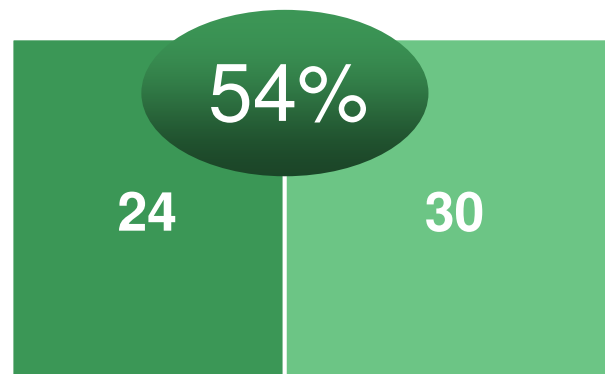
Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending

■ % Strongly agree ■ % Tend to agree ■ % Tend to disagree ■ % Strongly disagree

There is a real need to cut spending on public services in order to pay off the very high national debt we now have

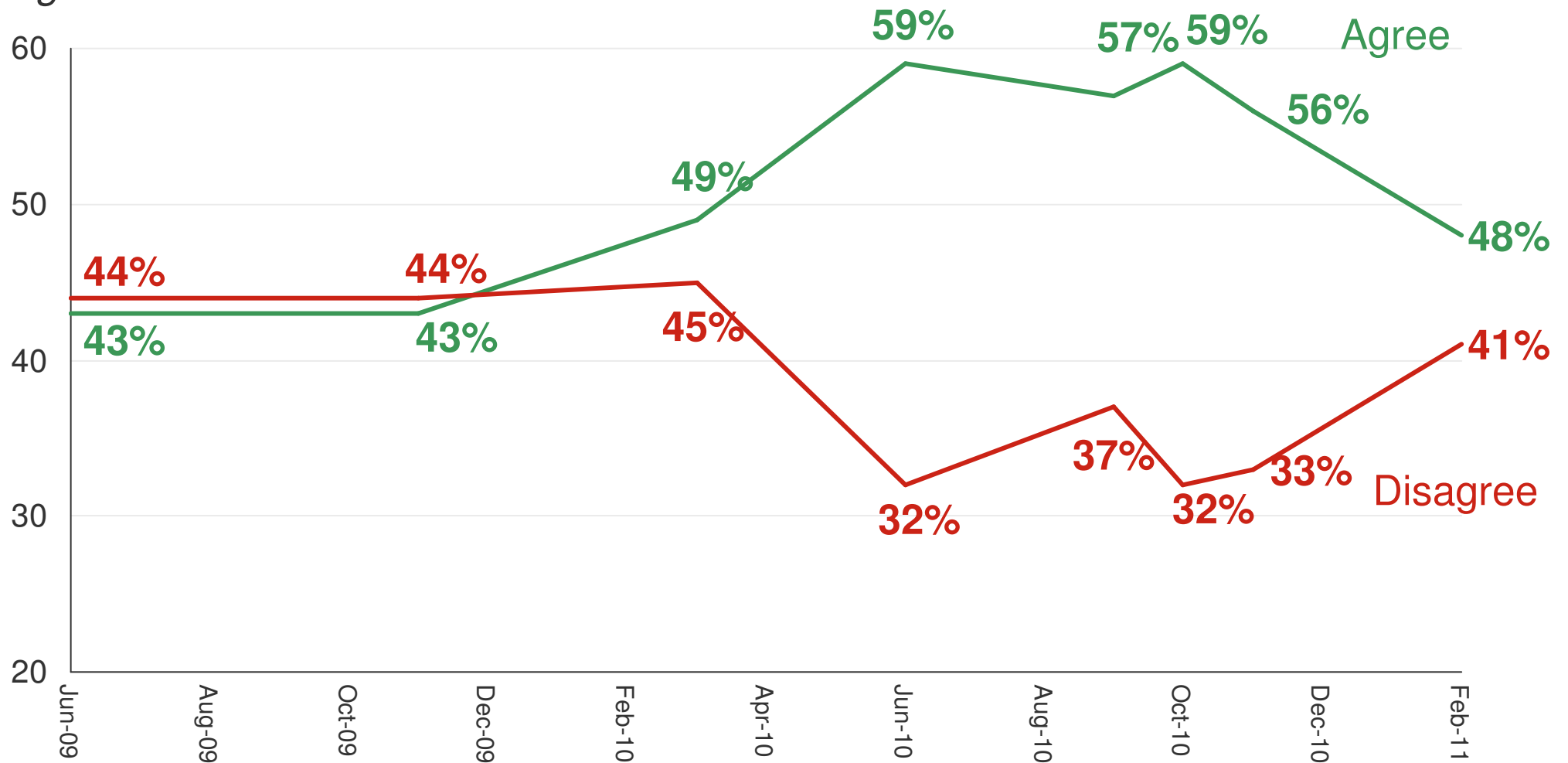


Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



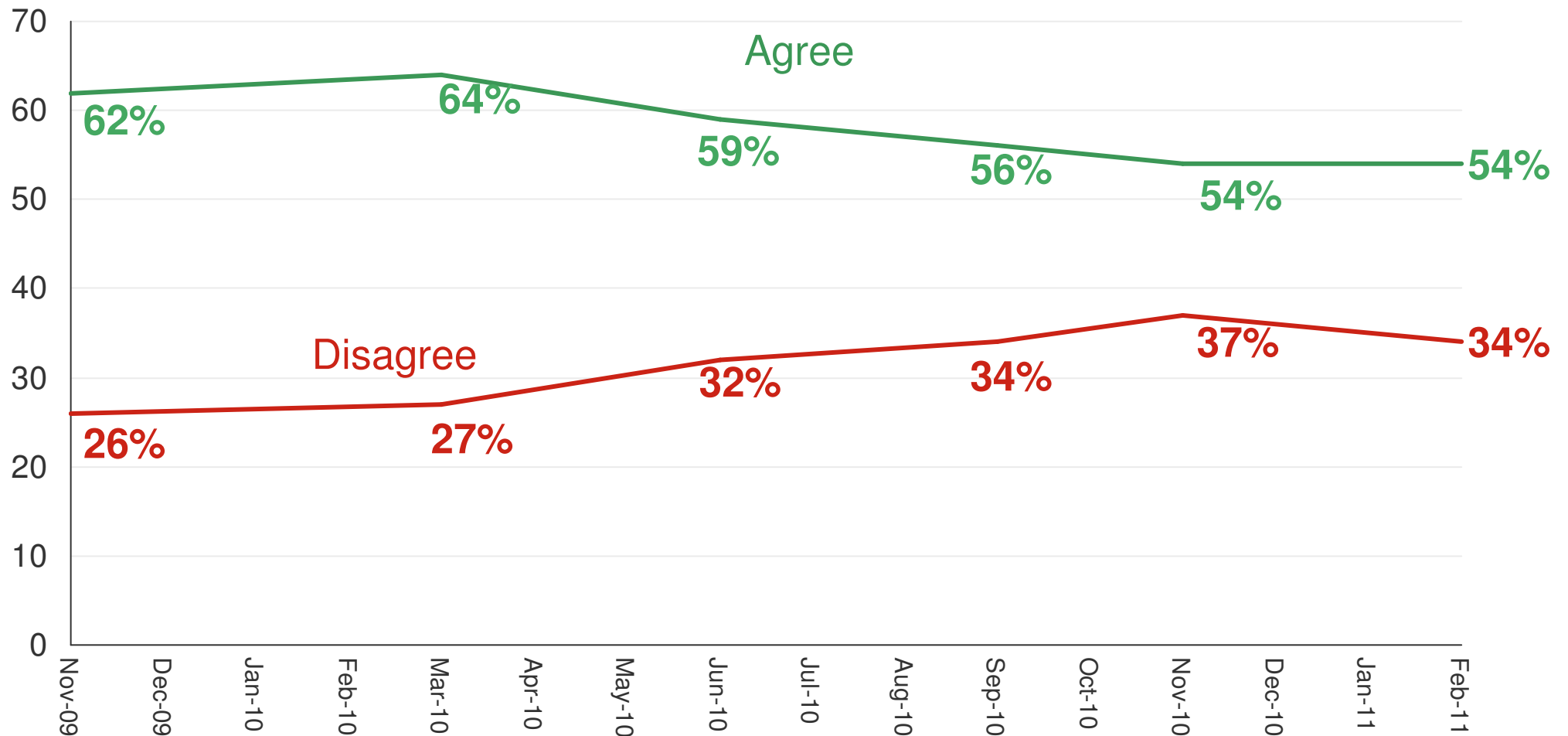
Decline in the public's acceptance of the need for public service cuts

There is a real need to cut spending on public services in order to pay off the very high national debt we now have



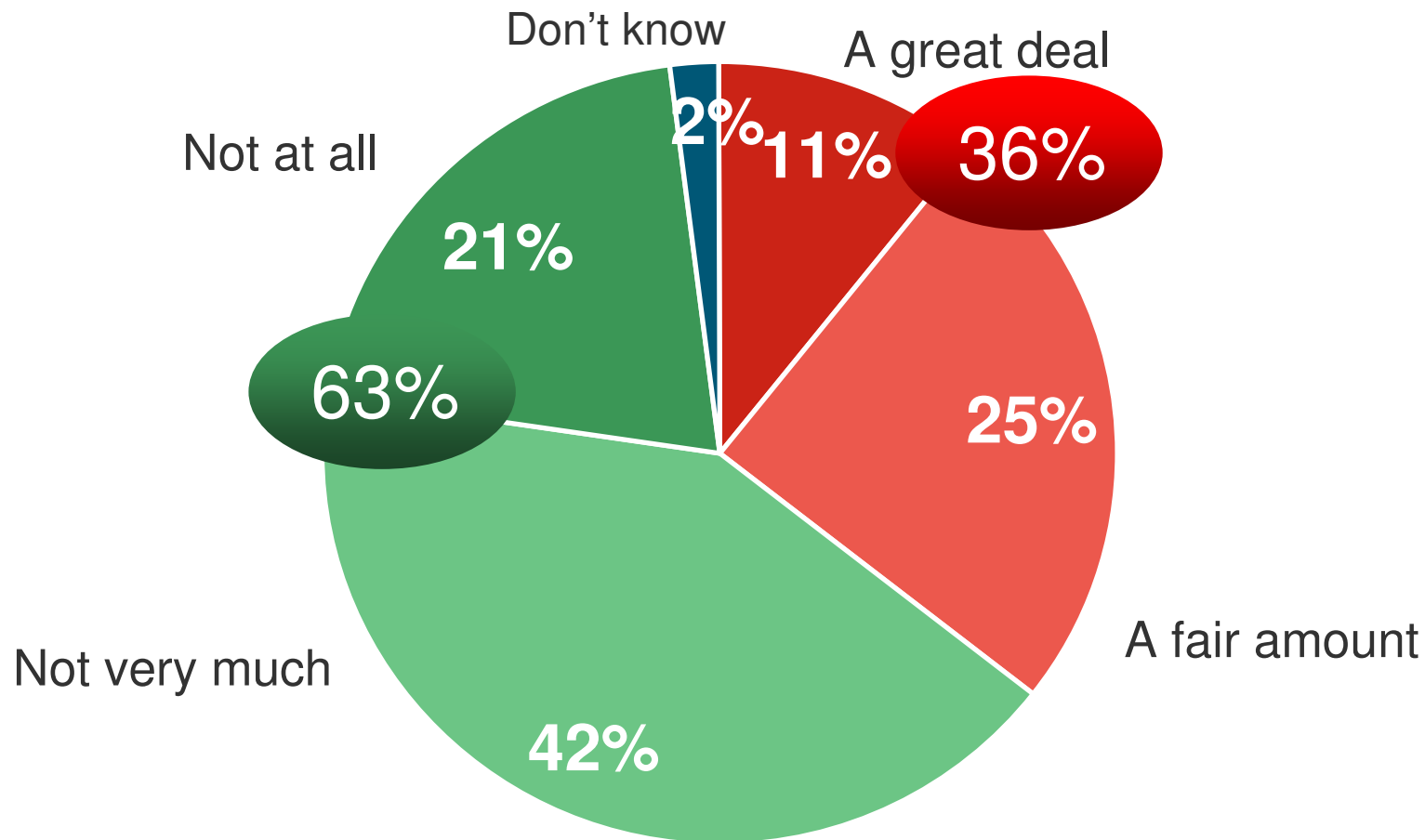
Most still think efficiency savings are enough to pay off national debt

Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



A third feel affected by the cuts

To what extent, if at all, have you and your family been affected by the cuts so far?



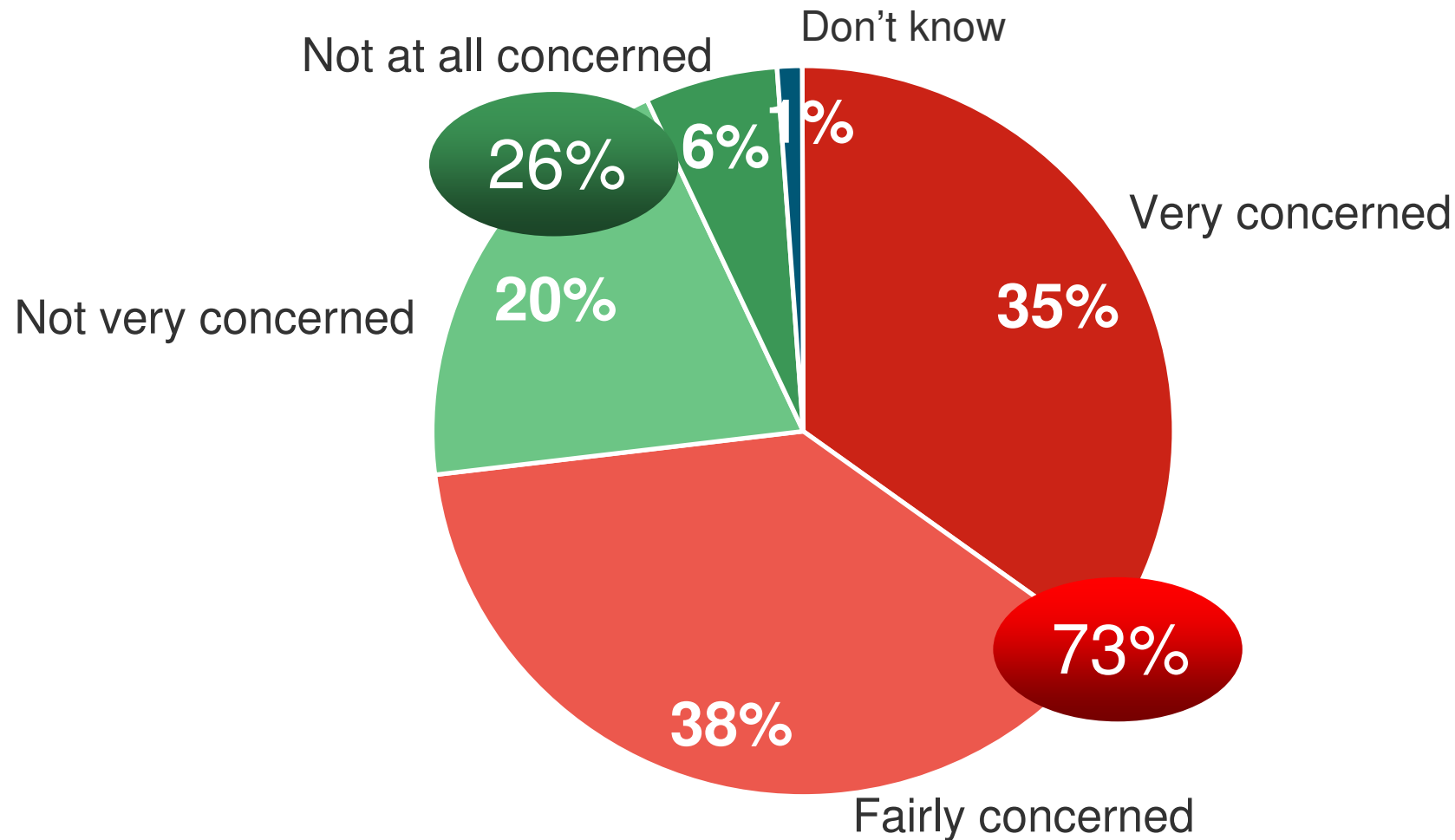
Base: 1,002 British adults 18+, 18th - 20th February 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Three quarters are concerned about being hit by cuts in the next 12 months

And how concerned, if at all, are you about the effects of the cuts on you and your family in the next 12 months?



Base: 1,002 British adults 18+, 18th - 20th February 2011
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

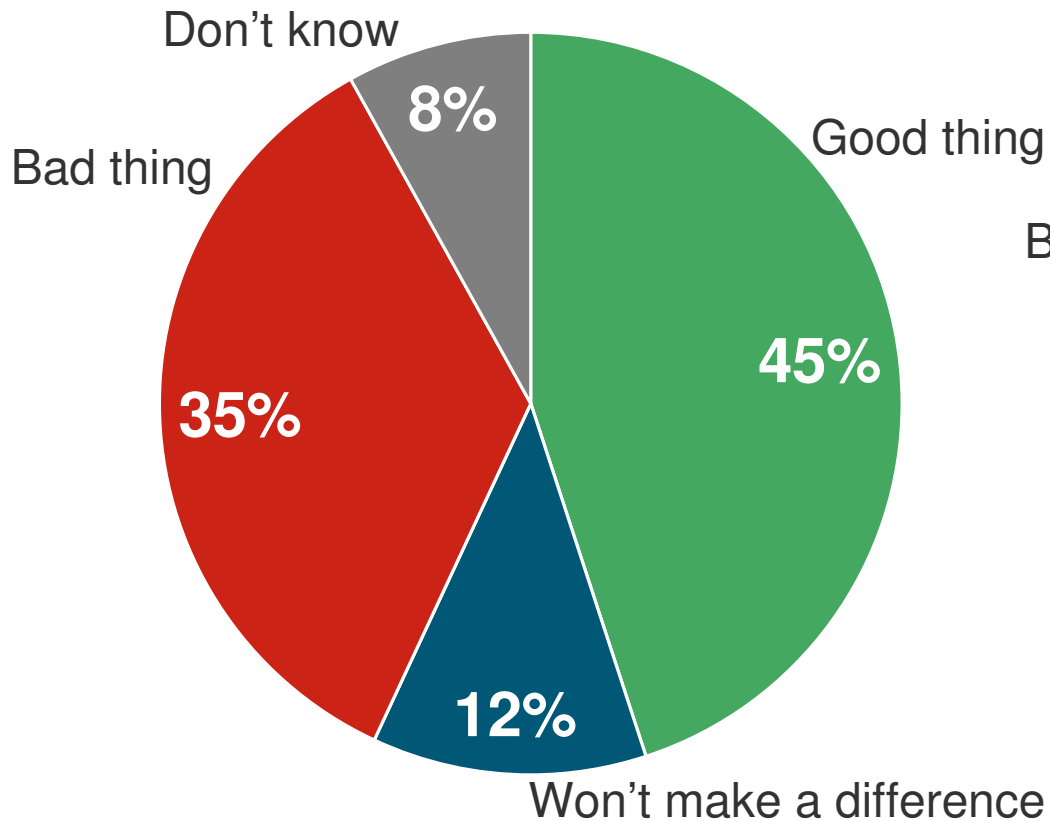


Big Society

Fewer think the Big Society is a good thing for their local area than did in July

Do you think the government's plans for a Big Society are a good thing or a bad thing for your local area?

July 2010

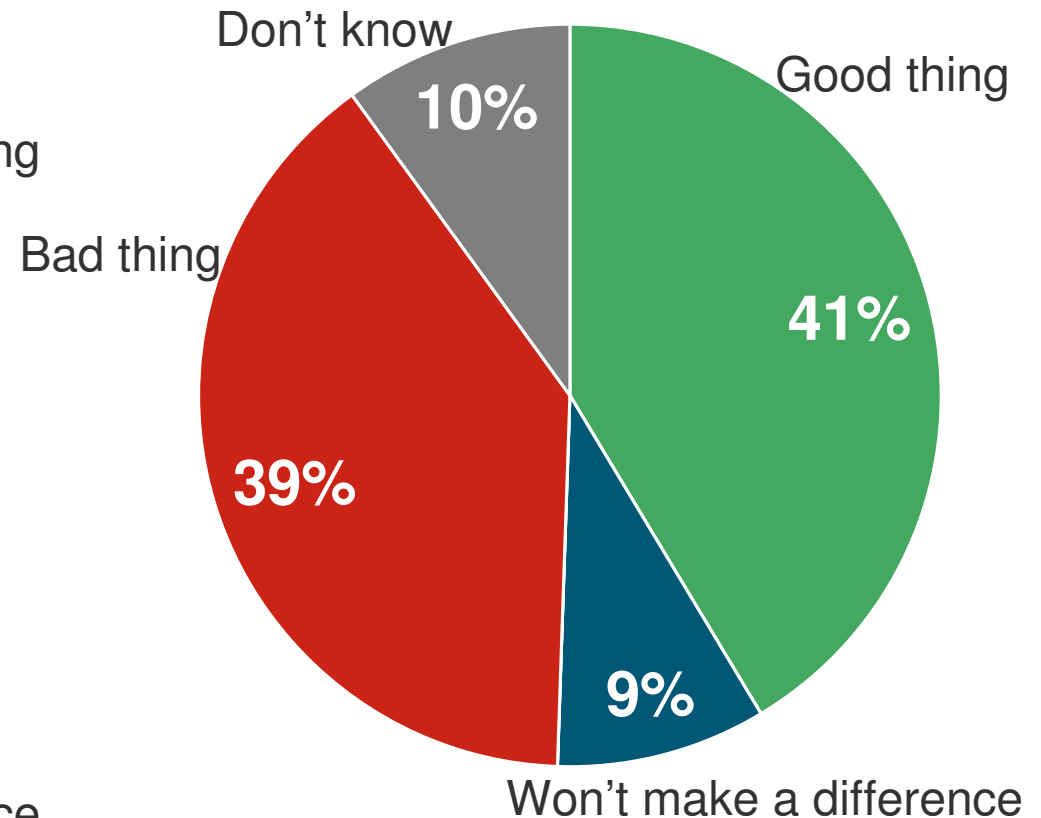


Net good = +10

Base: 493 British adults, 23rd - 25th July 2010

Ipsos MORI

February 2011



Net good = +2

Base: 1,002 British adults 18+, 18th - 20th February 2011

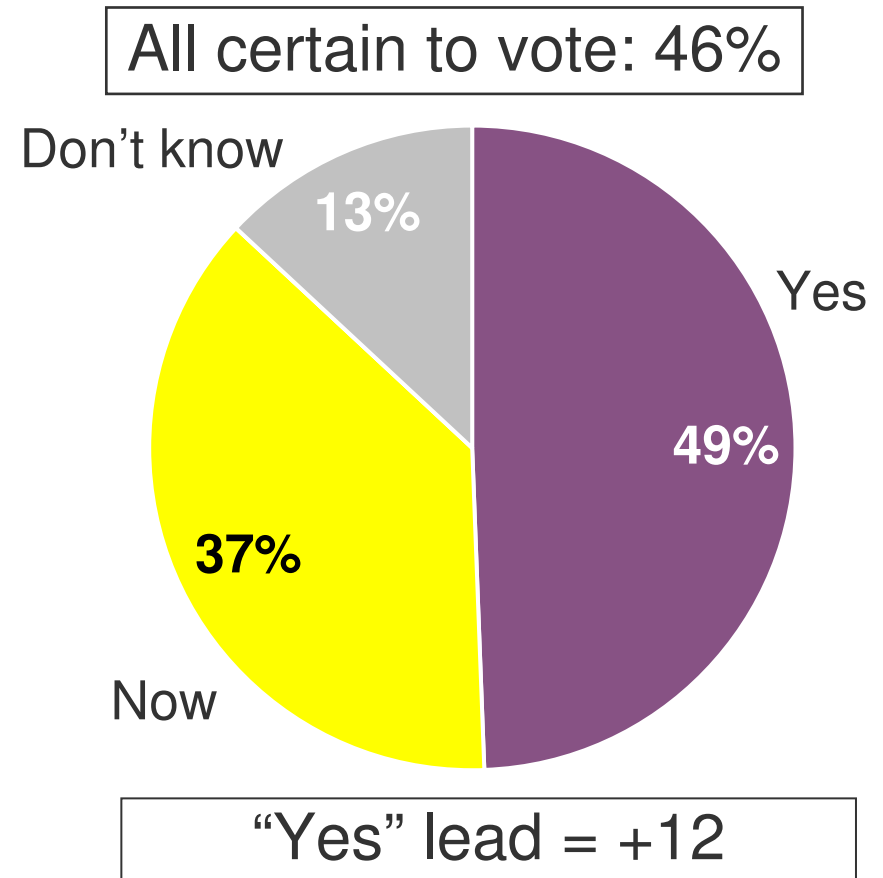
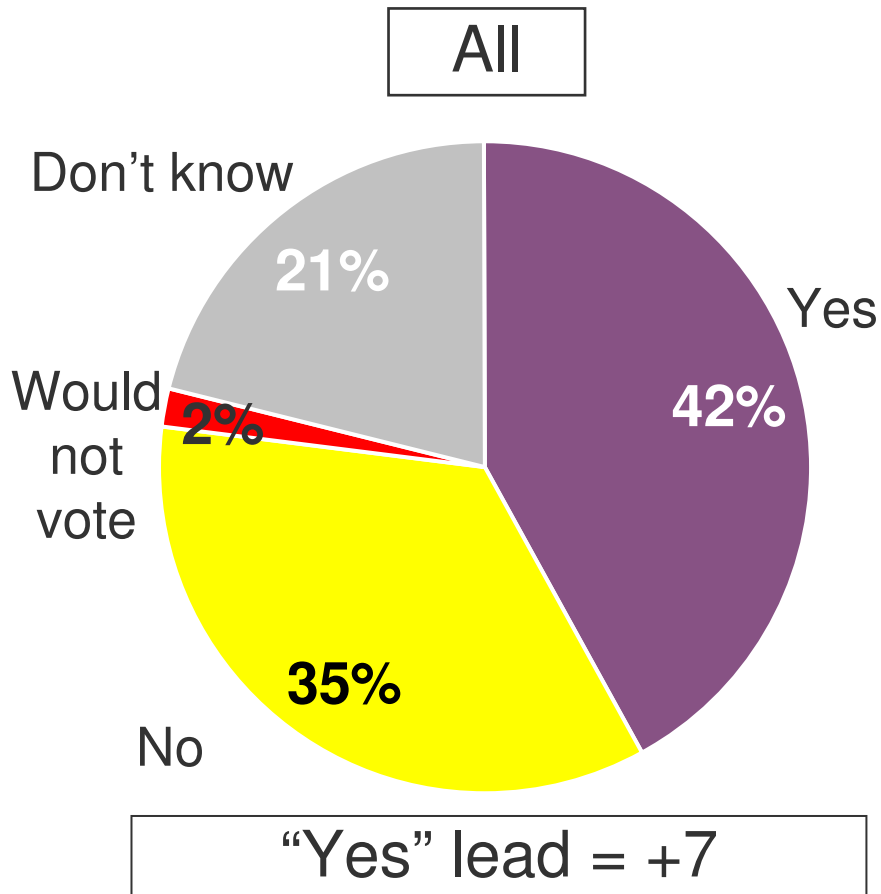
Source: Reuters/Ipsos MORI Political Monitor

Ipsos

Alternative Vote

Referendum: all vs those “certain to vote”

At present, the UK uses the ‘first past the post’ system to elect MPs to the House of Commons. Should the ‘alternative vote’ system be used instead?



Base: 1,002 British adults 18+, 18th - 20th February 2011

Ipsos MORI

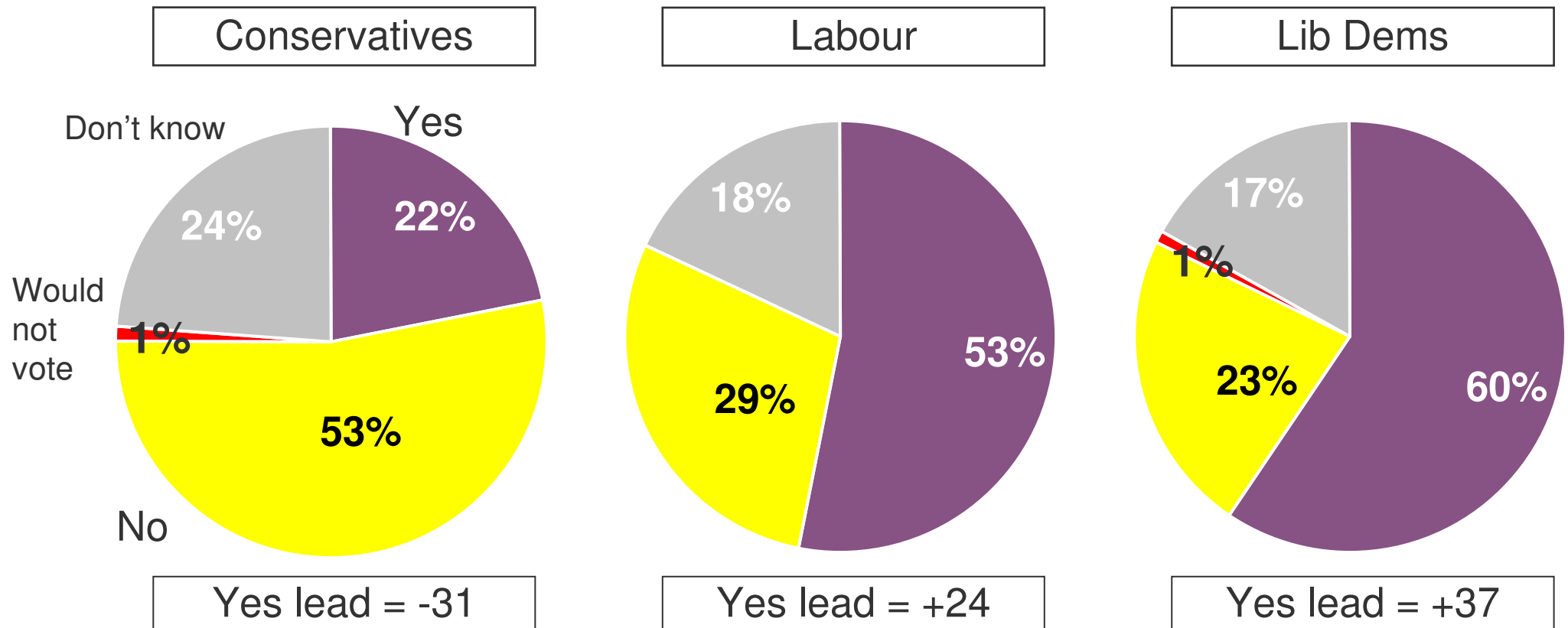
Base: 459 British adults 18+, certain to vote at referendum, 18th - 20th February 2011

Source: Reuters/Ipsos MORI Political Monitor



“Yes to AV” has greatest support among Labour and Lib Dem supporters

At present, the UK uses the ‘first past the post’ system to elect MPs to the House of Commons. Should the ‘alternative vote’ system be used instead?



Base: 258 Conservative supporters, 332 Labour supporters, 120 Lib Dem supporters 18+, 18th - 20th February 2011