



Political Monitor Trends for Reuters

July 2011

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Ipsos MORI

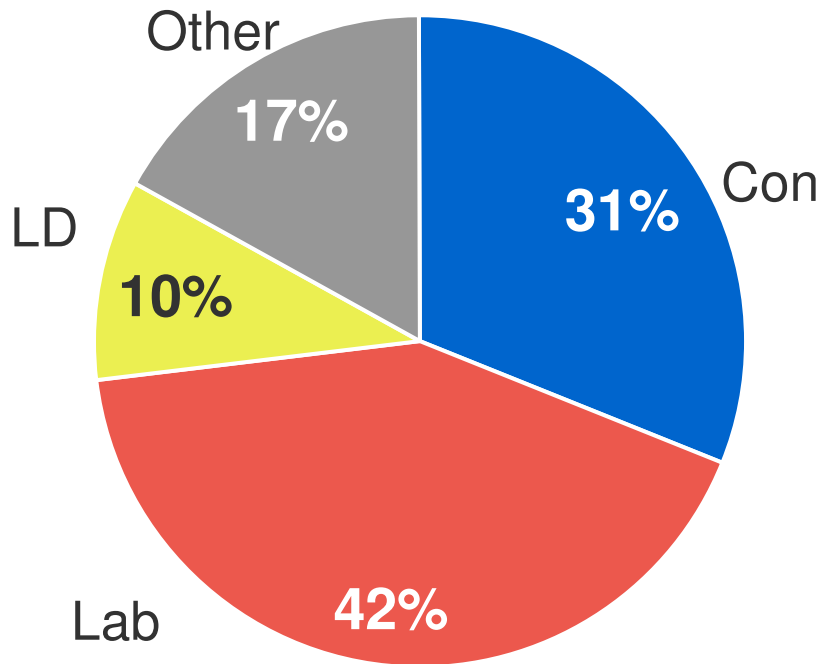


Voting Intentions

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

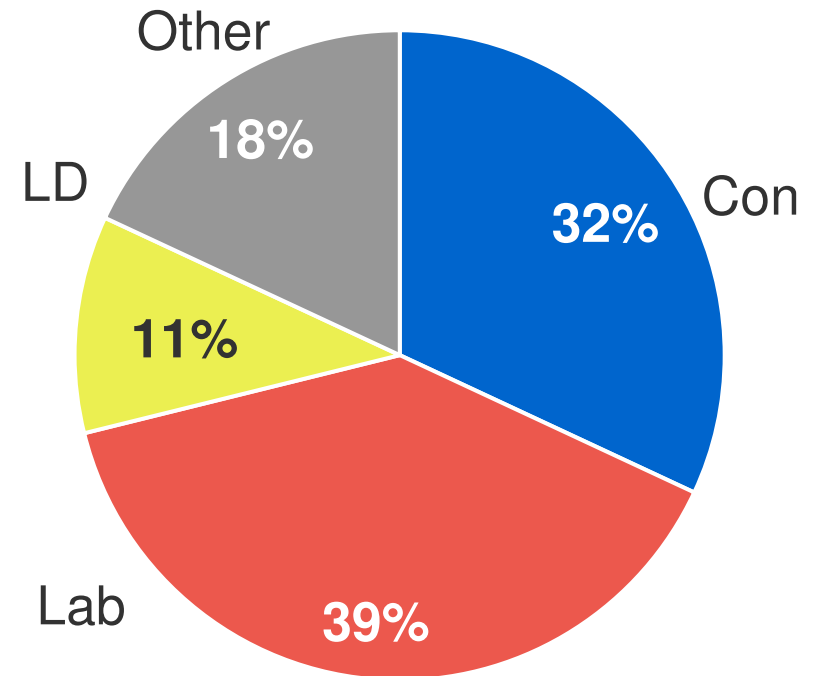
How would you vote if there were a General Election tomorrow?"

All giving a voting intention: 83%



Conservative lead = -11

All certain to vote: 58%

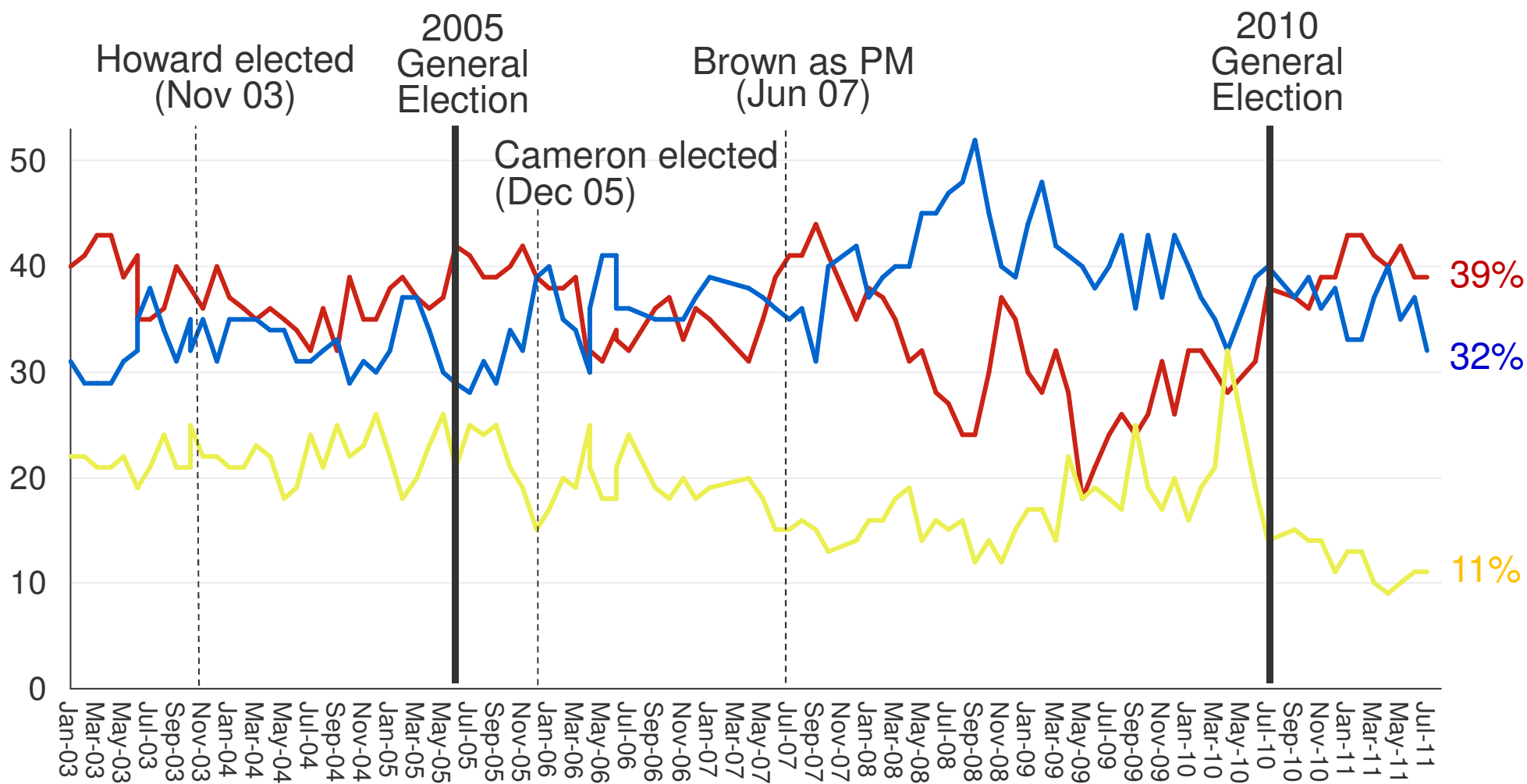


Conservative lead = -7

Base: All giving a voting intention = 787 unweighted, all certain to vote = 576 unweighted; data collected among 1,001 British adults 18+, 16th – 18th July 2011

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

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



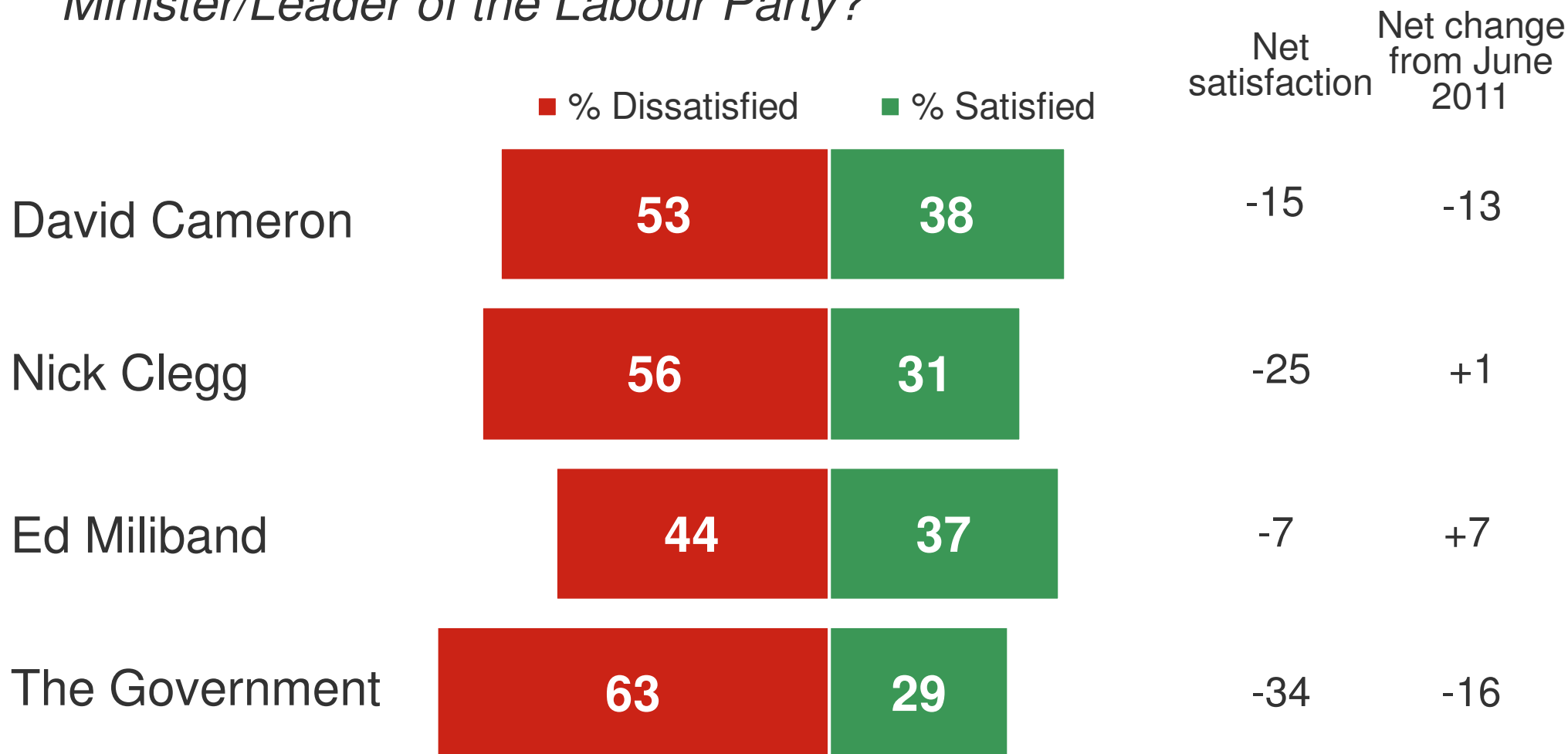
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor
Ipsos MORI



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: 1,001 British adults 18+, 16th – 18th July 2011

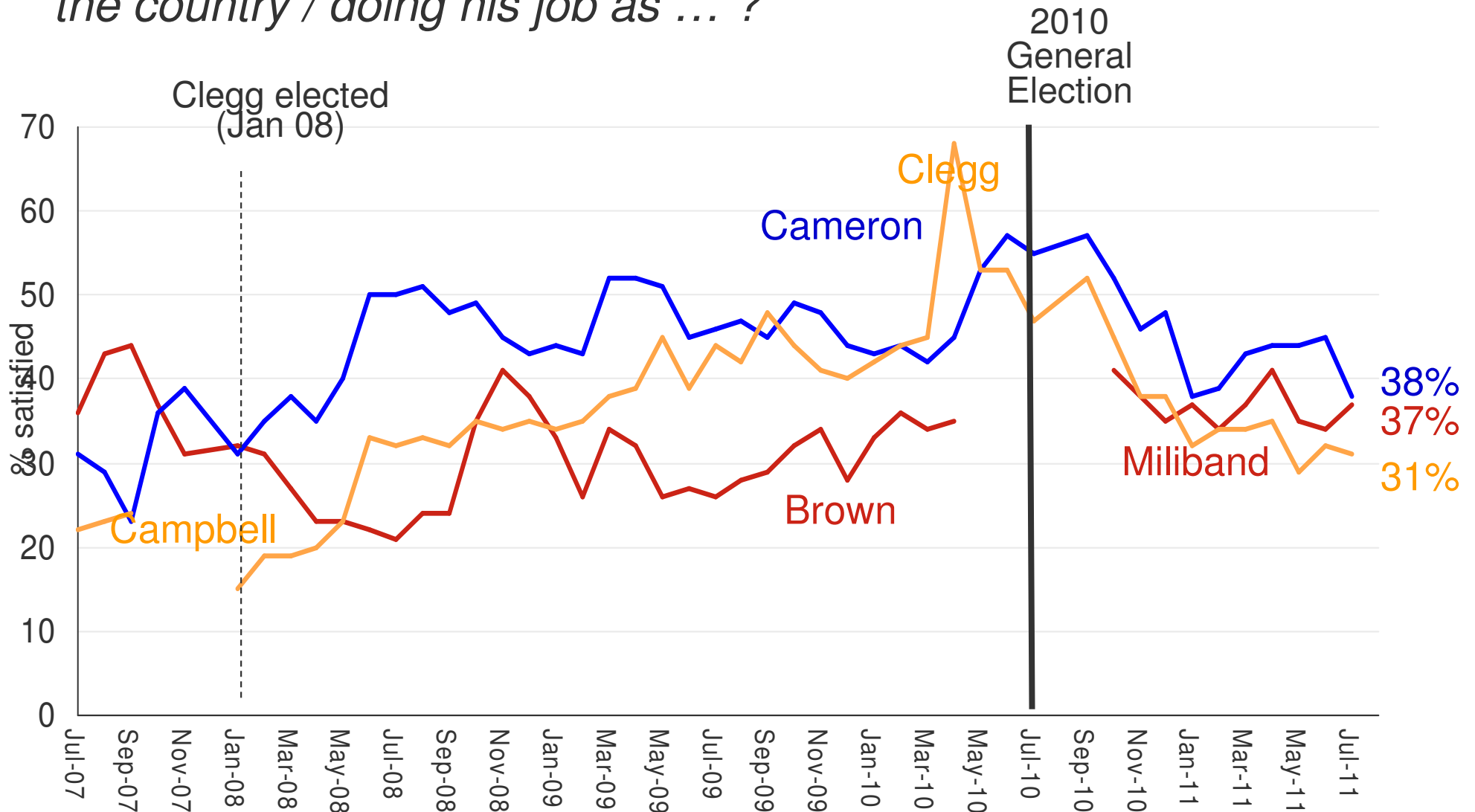
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



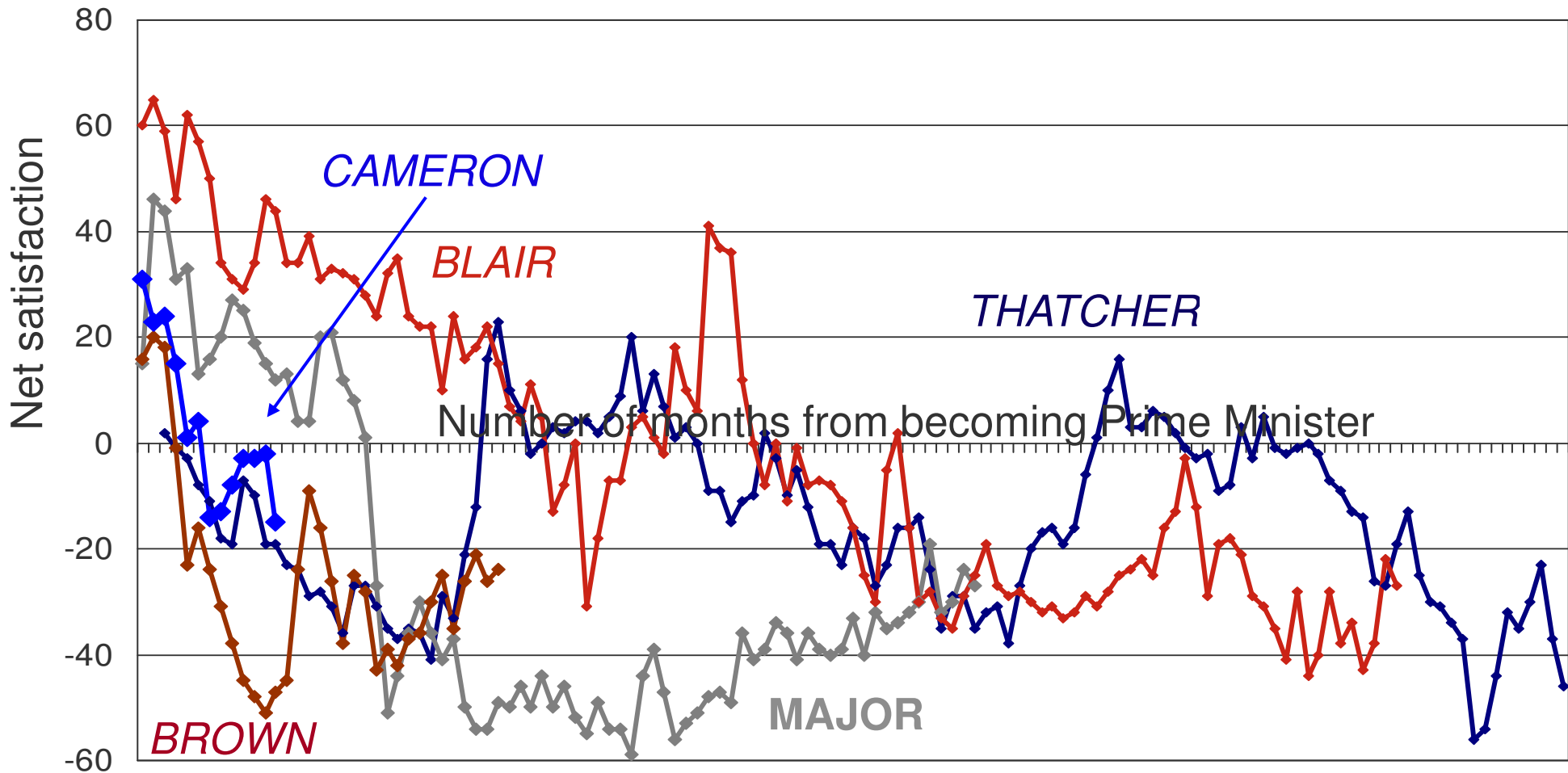
Satisfaction with Party leaders July 07 – July 11

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

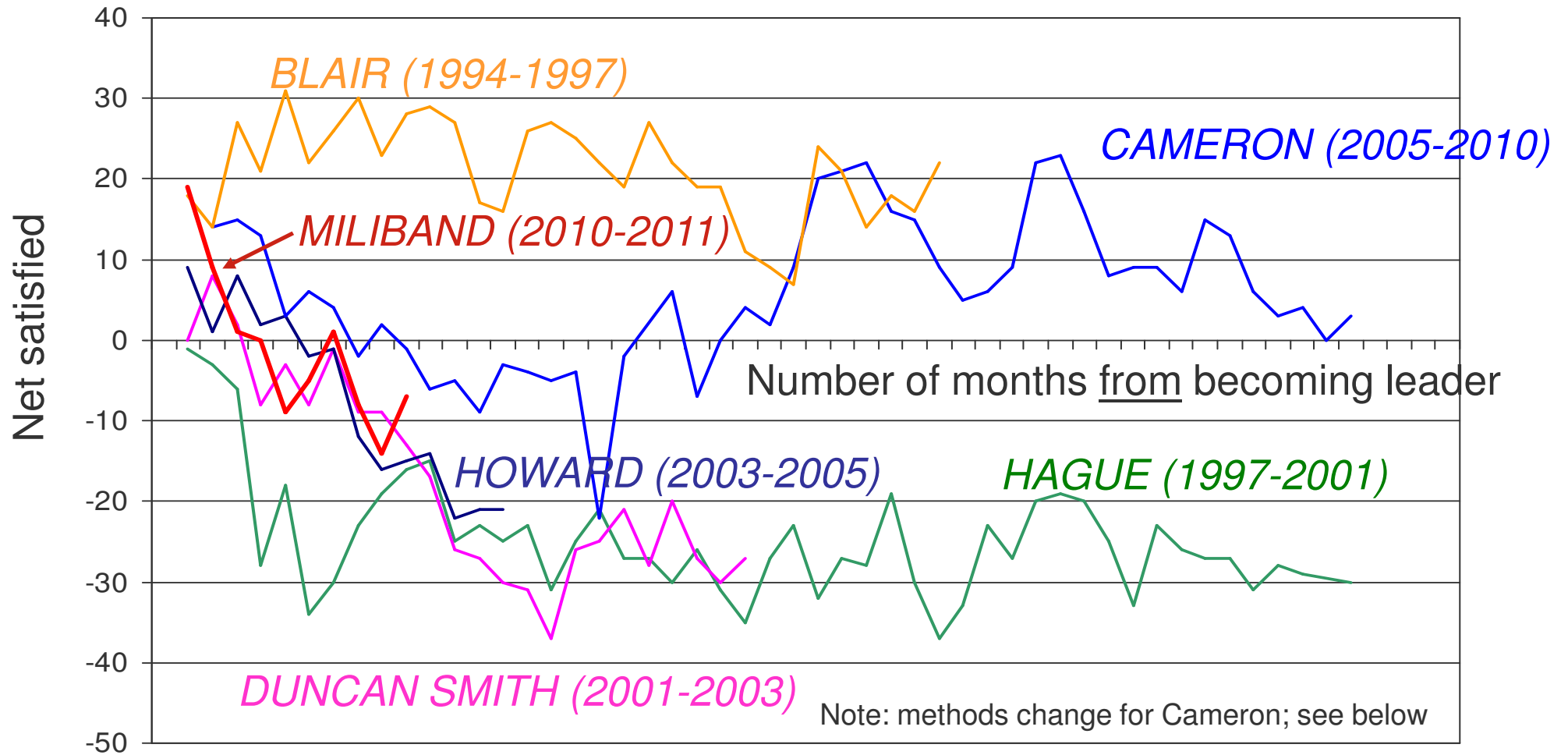
Ipsos MORI

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

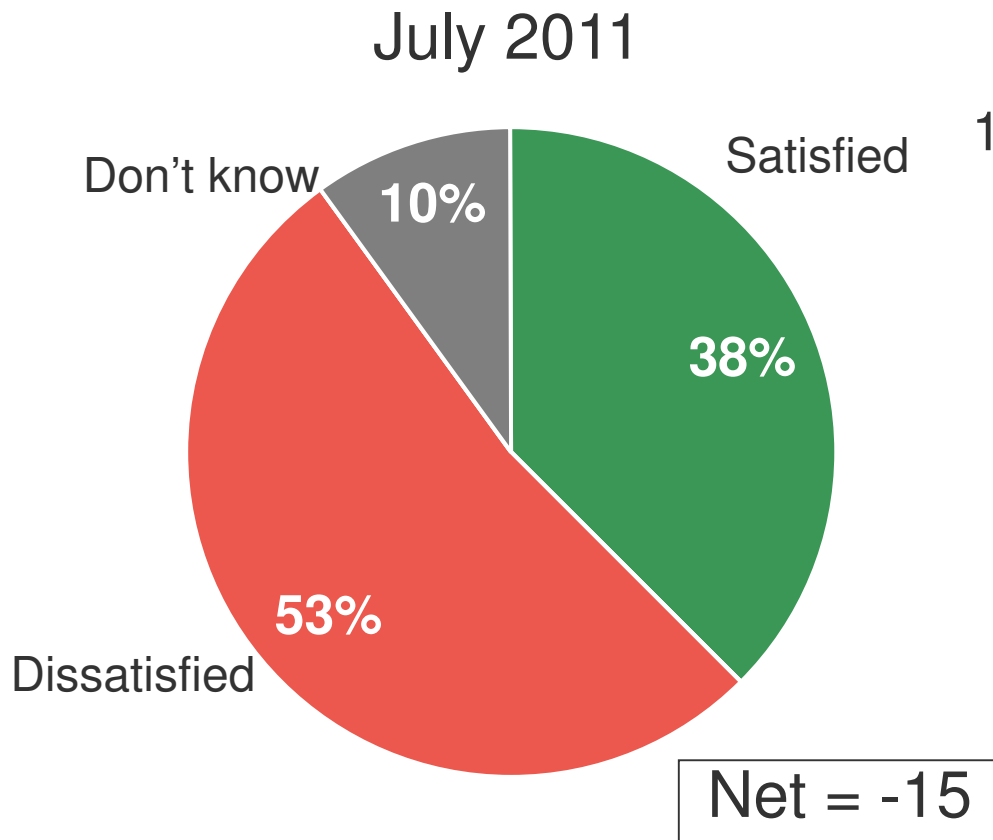
Ipsos MORI

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

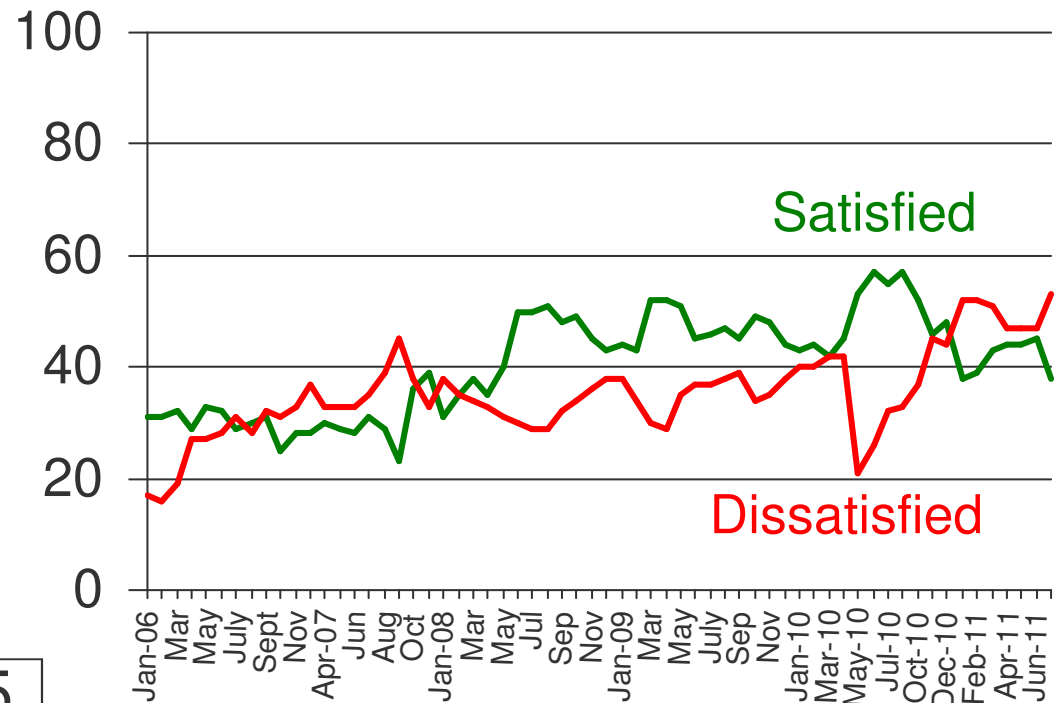


David Cameron (satisfaction)

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 – July 2011



Base: 1,001 British adults 18+, 16th - 18th July 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

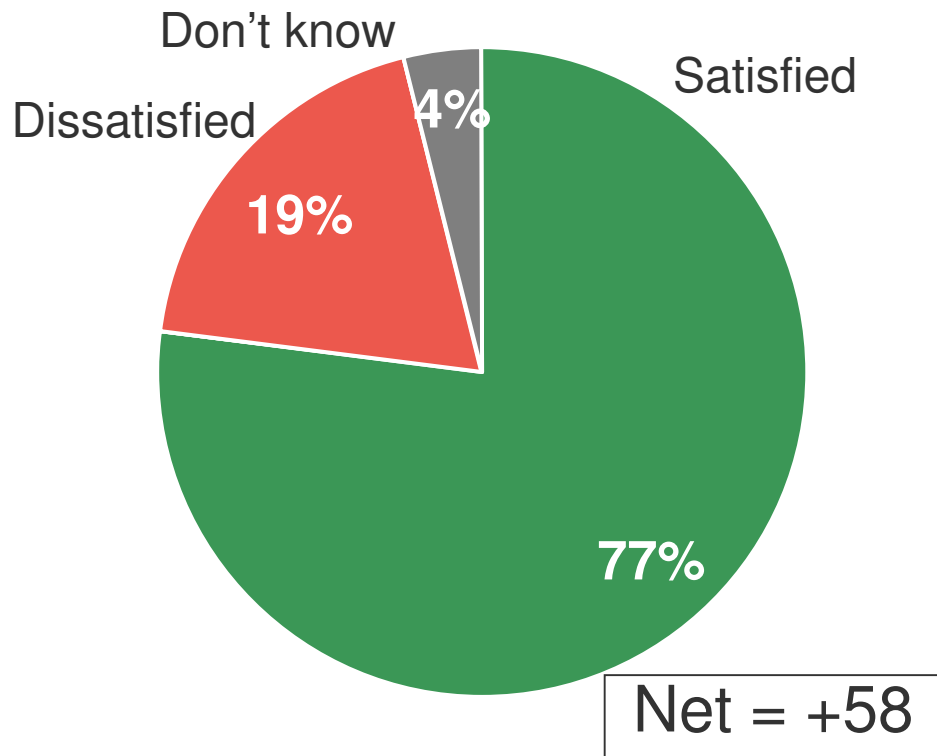
Source: Reuters/Ipsos MORI Political Monitor



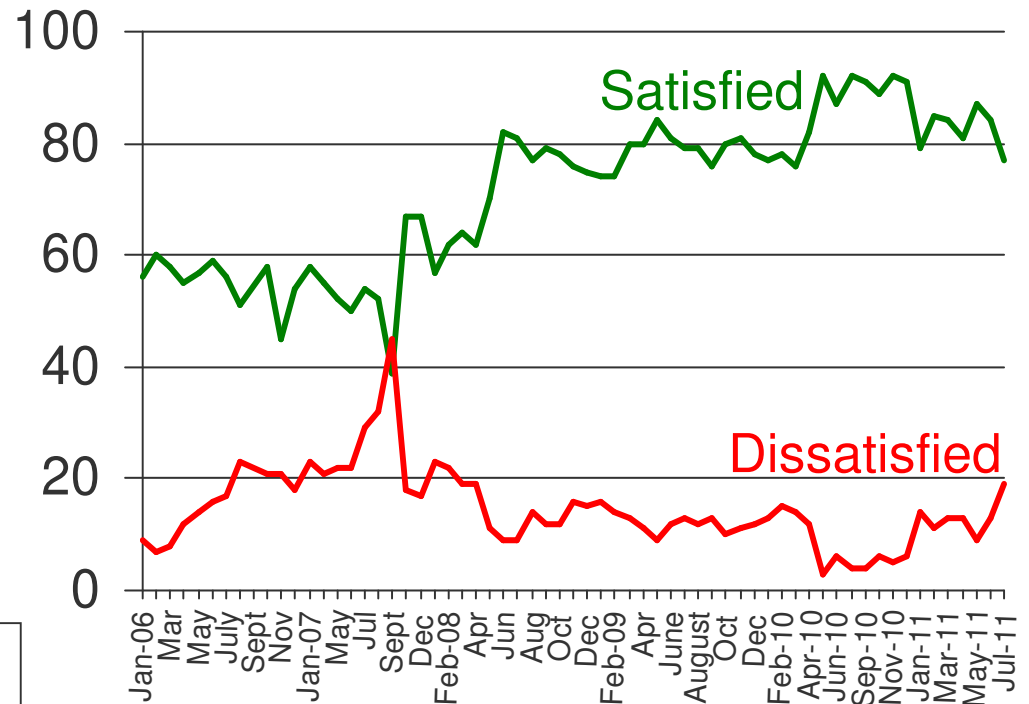
David Cameron (satisfaction among Tory supporters)

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

July 2011



January 2006 – July 2011



Base: 235 Conservative supporters 18+, 16th – 18th July 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

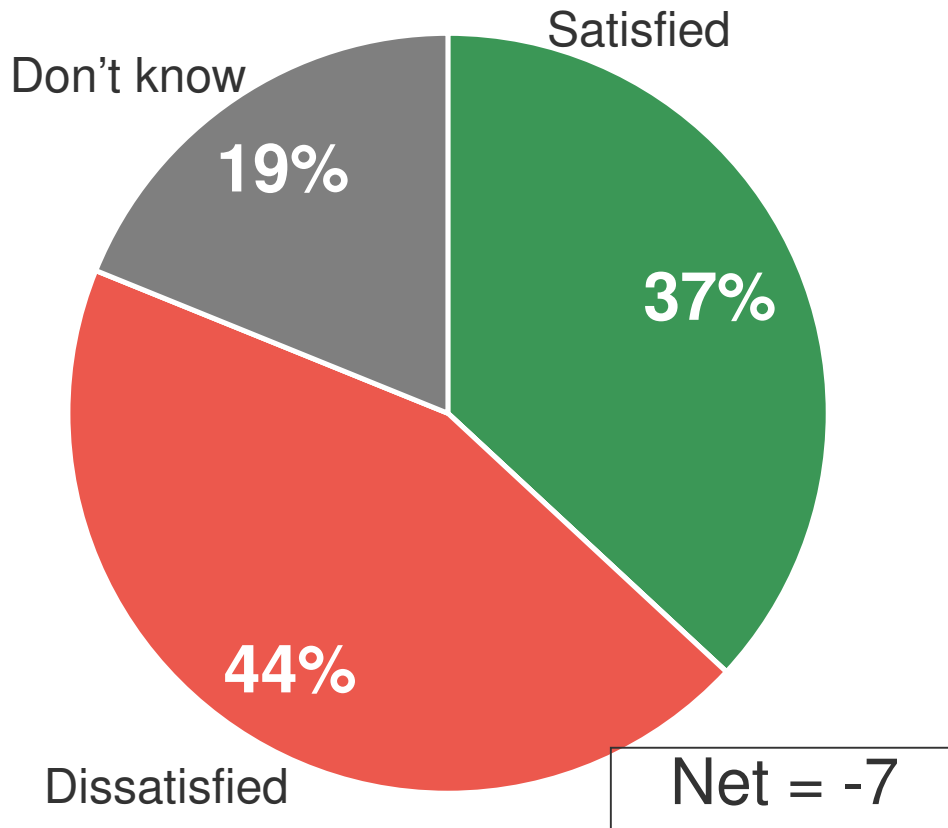
Source: Reuters/Ipsos MORI Political Monitor



Ed Miliband (satisfaction)

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

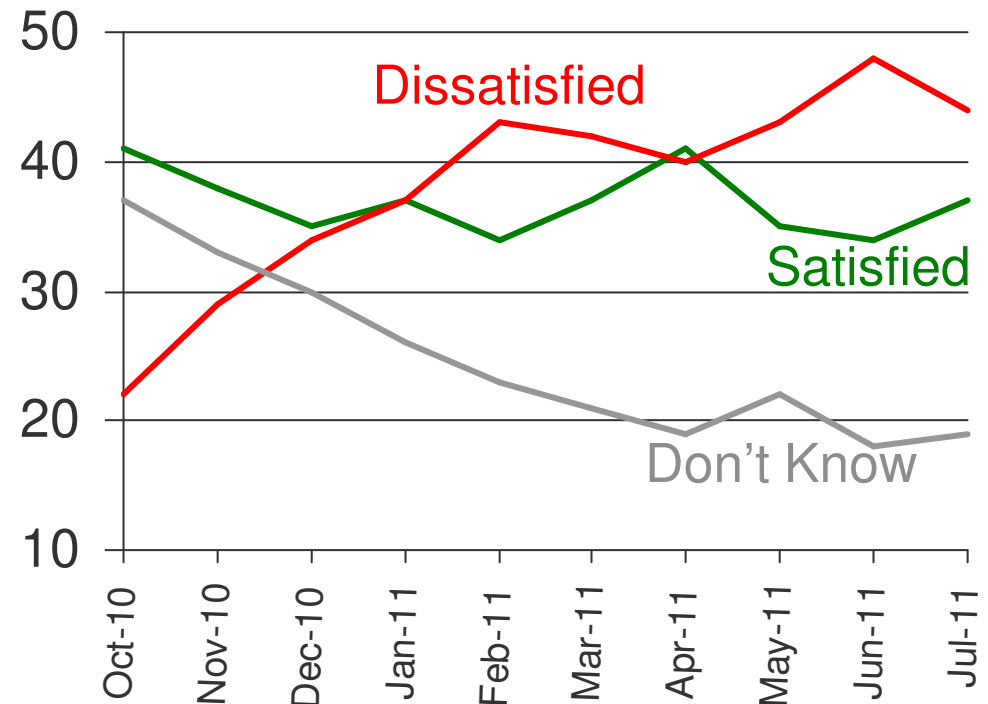
July 2011



Base: 1,001 British adults 18+, 16th – 18th July 2011

Ipsos MORI

October 2010 – July 2011

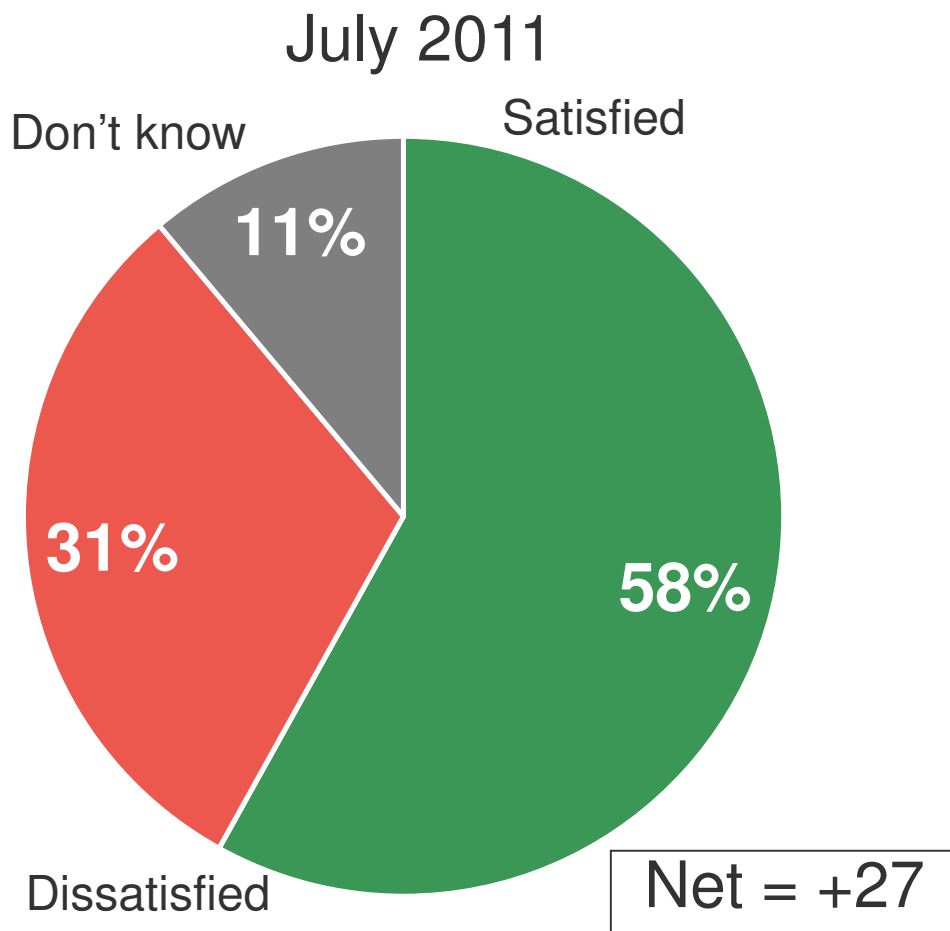


Source: Reuters/Ipsos MORI Political Monitor

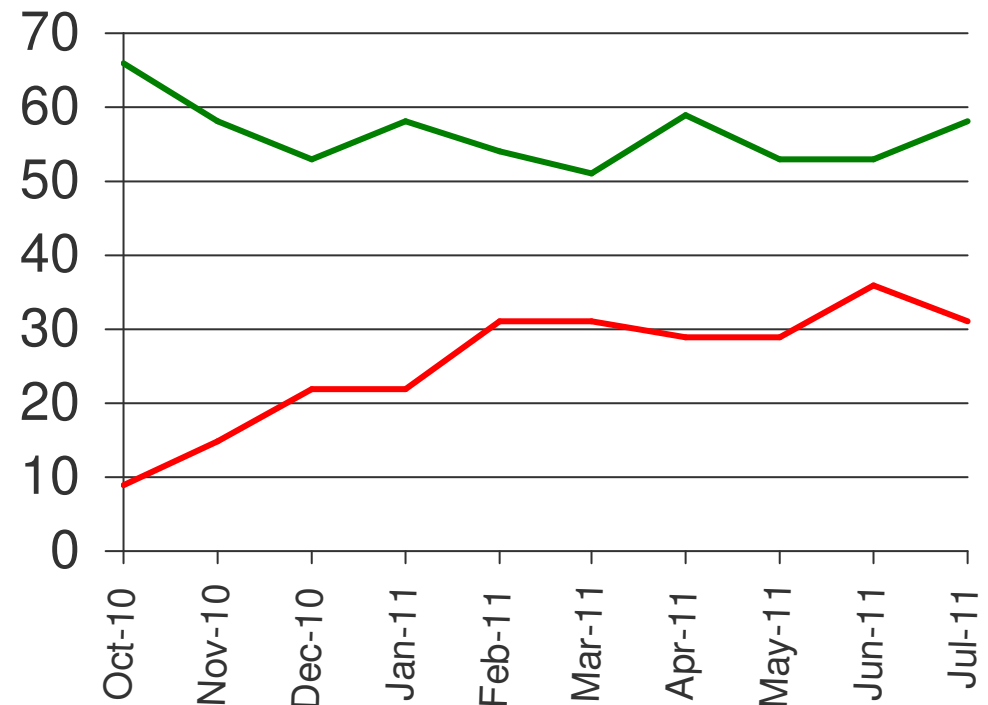


Ed Miliband (satisfaction among Labour supporters)

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



October 2010 – July 2011



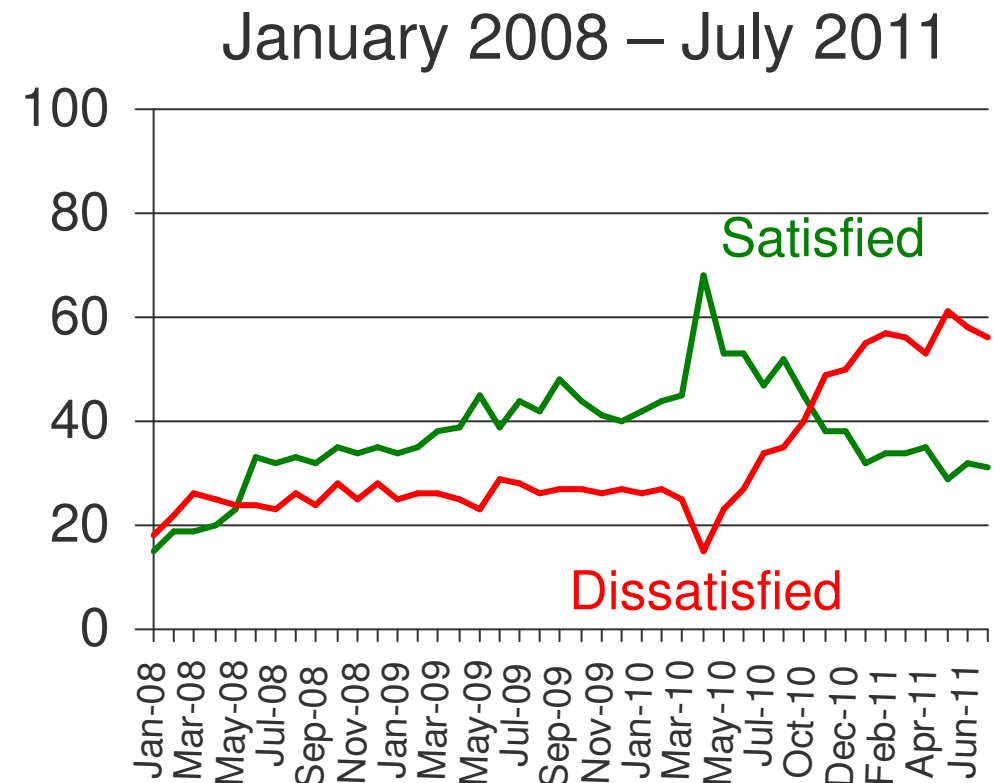
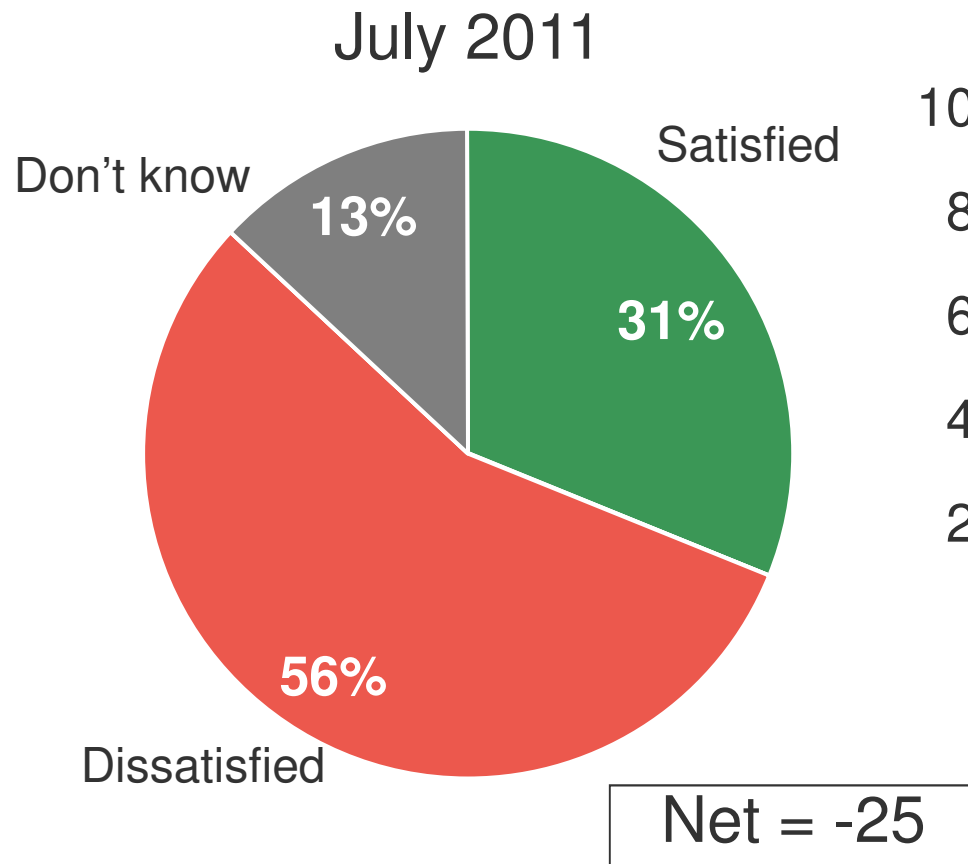
Base: 332 Labour supporters 18+, 16th - 18th July 2011
Ipsos MORI

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: 1,001 British adults 18+, 16th - 18th July 2011

Ipsos MORI

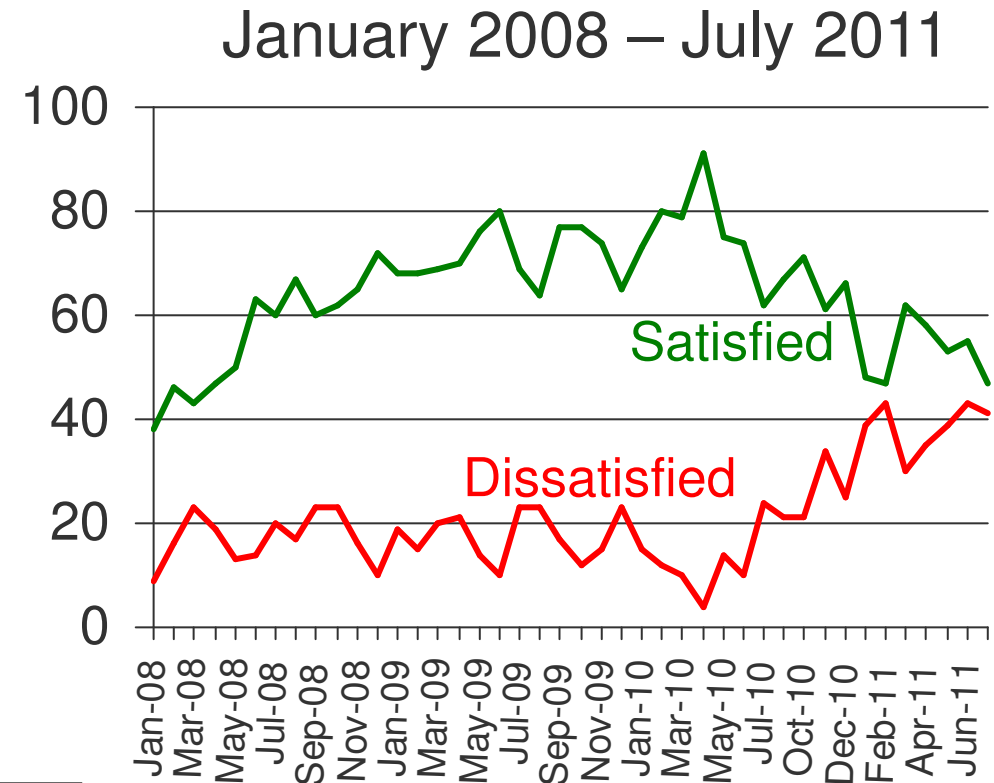
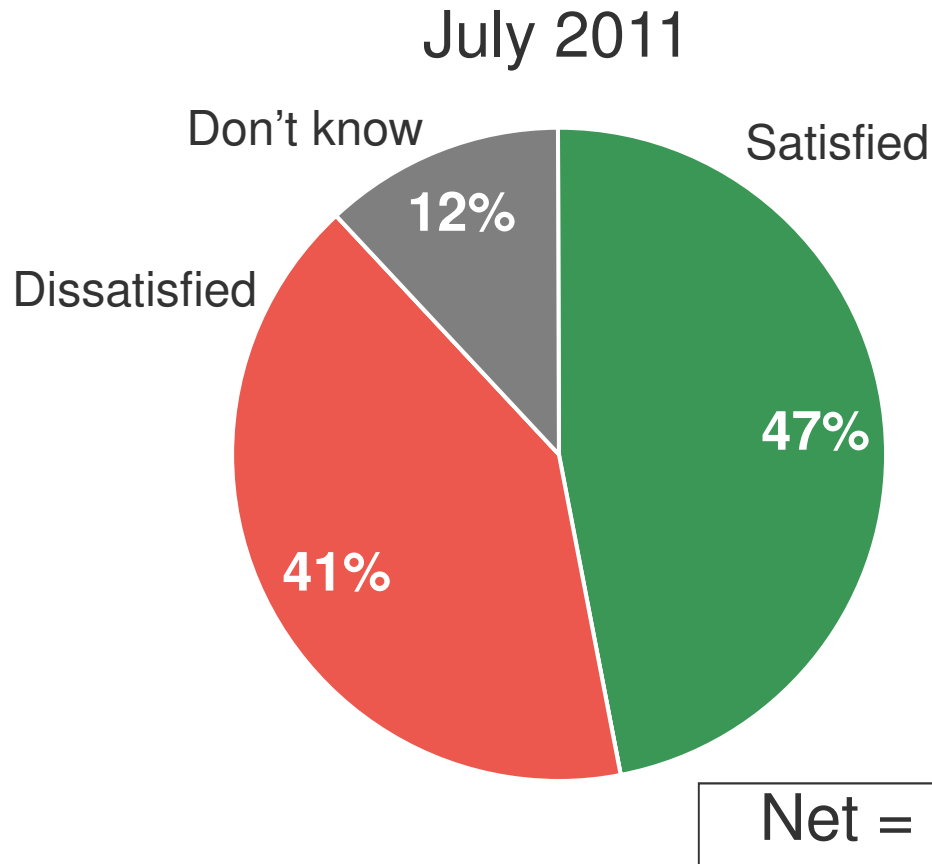
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 82 Liberal Democrat supporters 18+, 16th – 18th July 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

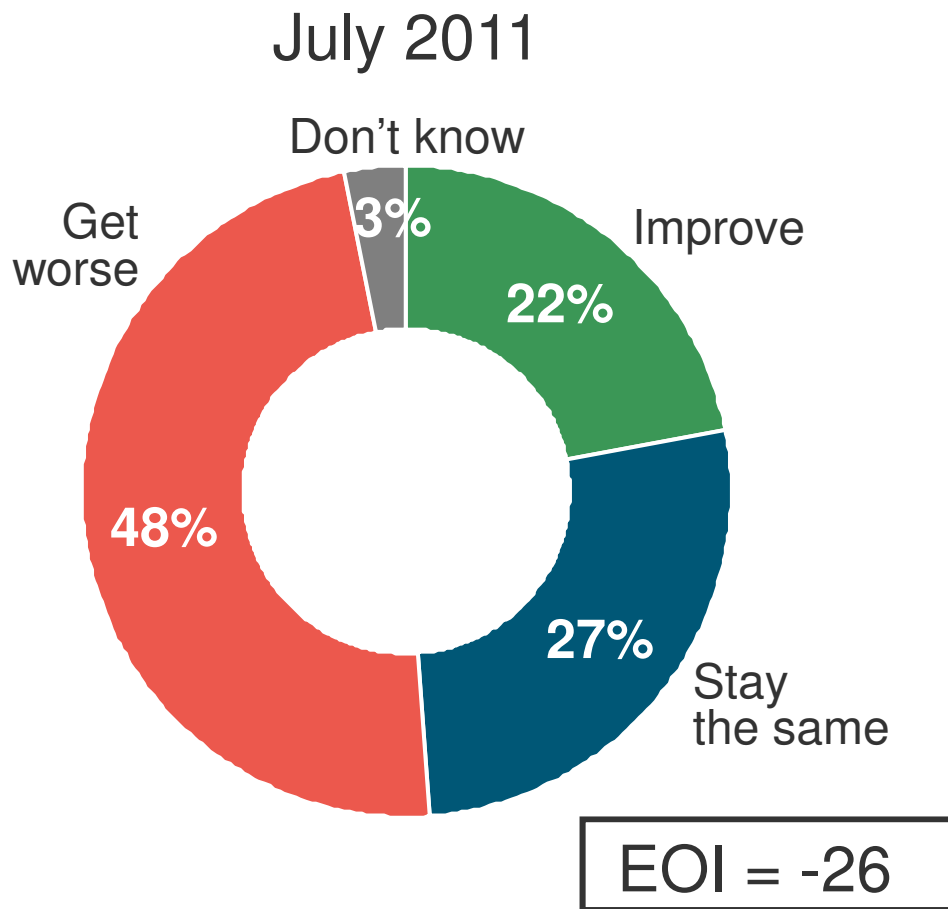
Source: Reuters/Ipsos MORI Political Monitor



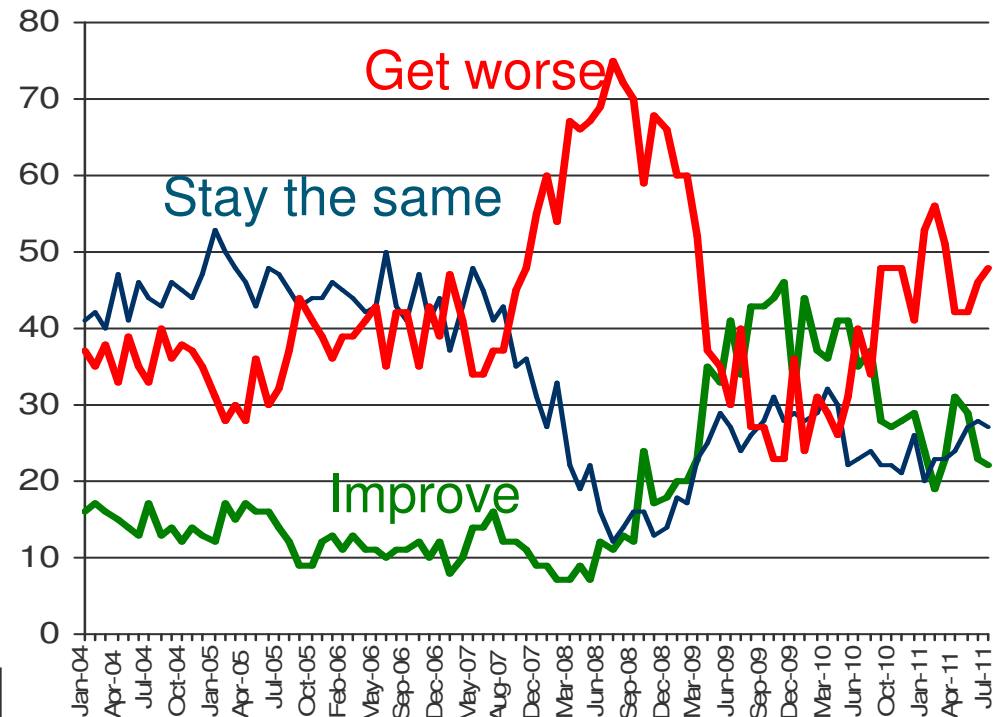
The economy

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?



January 2004 – July 2011



Base: 1,001 British adults 18+, 16th - 18th July 2011

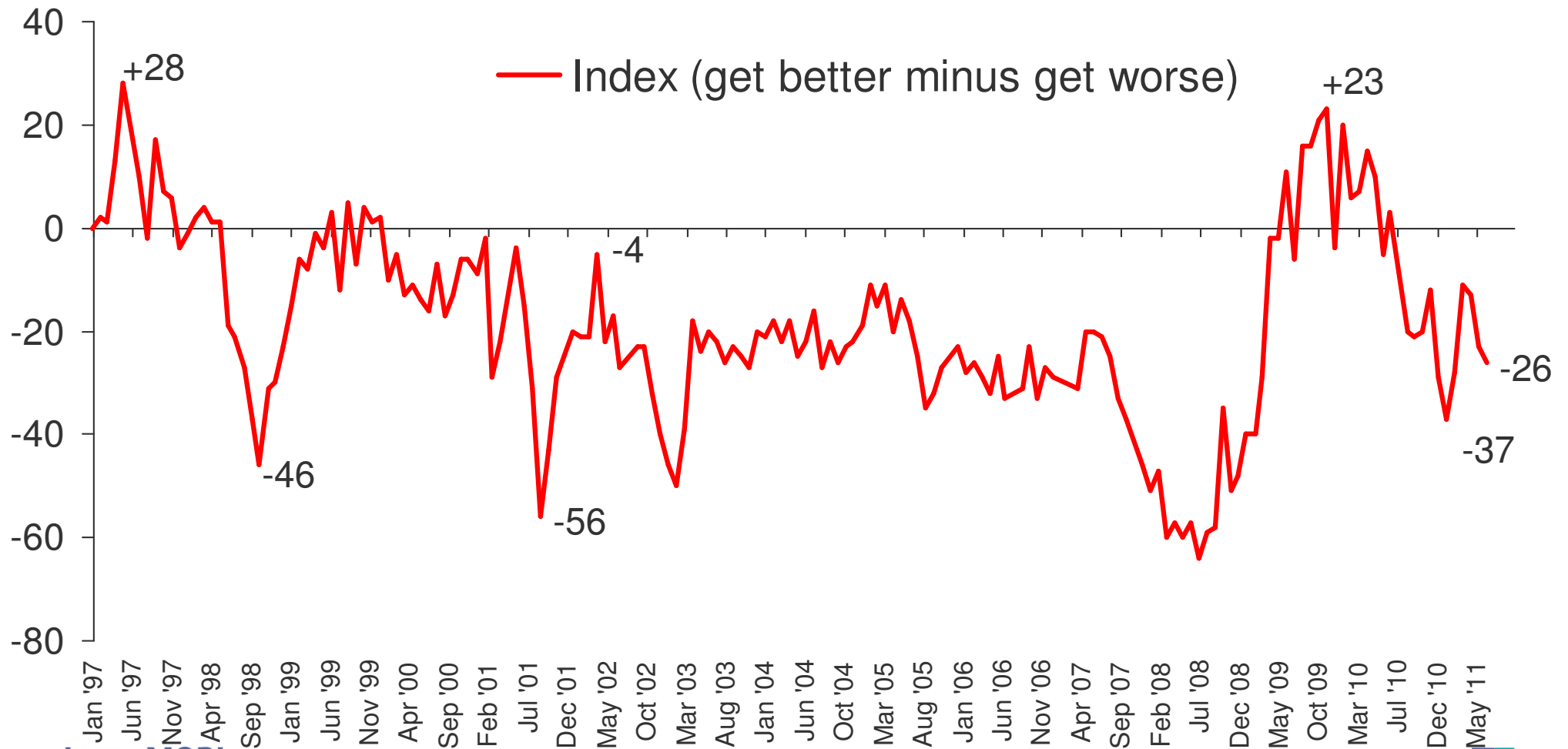
Ipsos MORI

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?



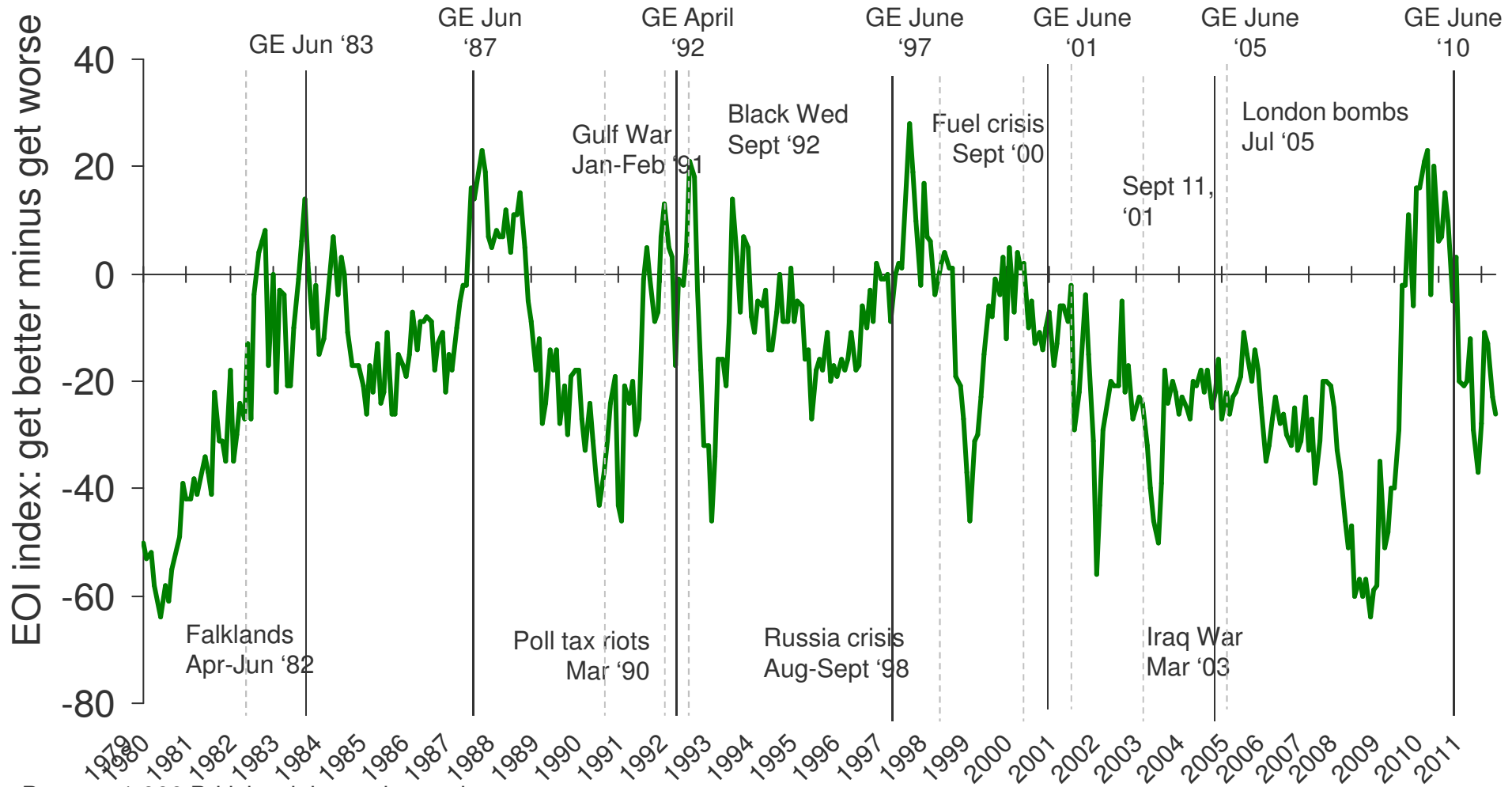
Ipsos MORI

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

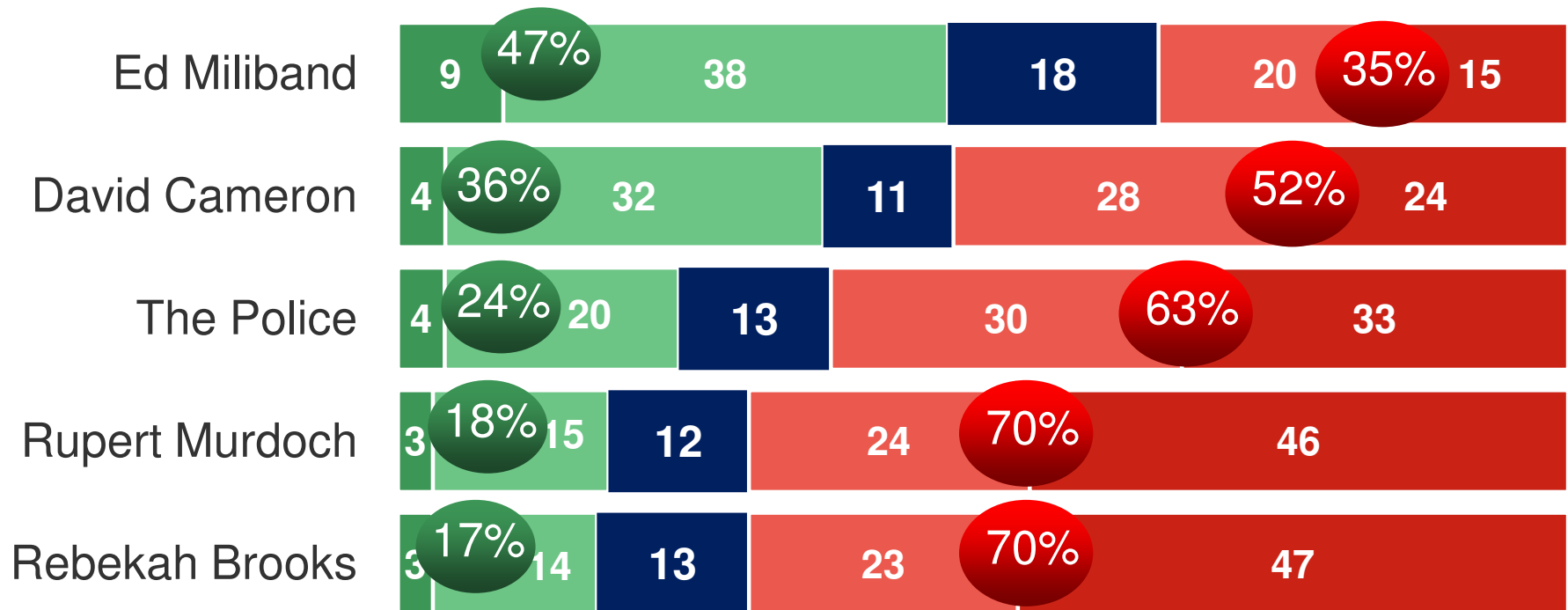


Phone hacking scandal

Ed Miliband seen to be handling the scandal best

Thinking now about the stories over the last few weeks about behaviour at the News of the World, including allegations of phone hacking and other illegal ways of gathering information, how well or badly do you think... [INSERT] has handled the situation?

■ % Very well ■ % Fairly well ■ % Don't know ■ % Fairly badly ■ % Very badly



Base: 1,001 British adults 18+, 16th - 18th July 2011

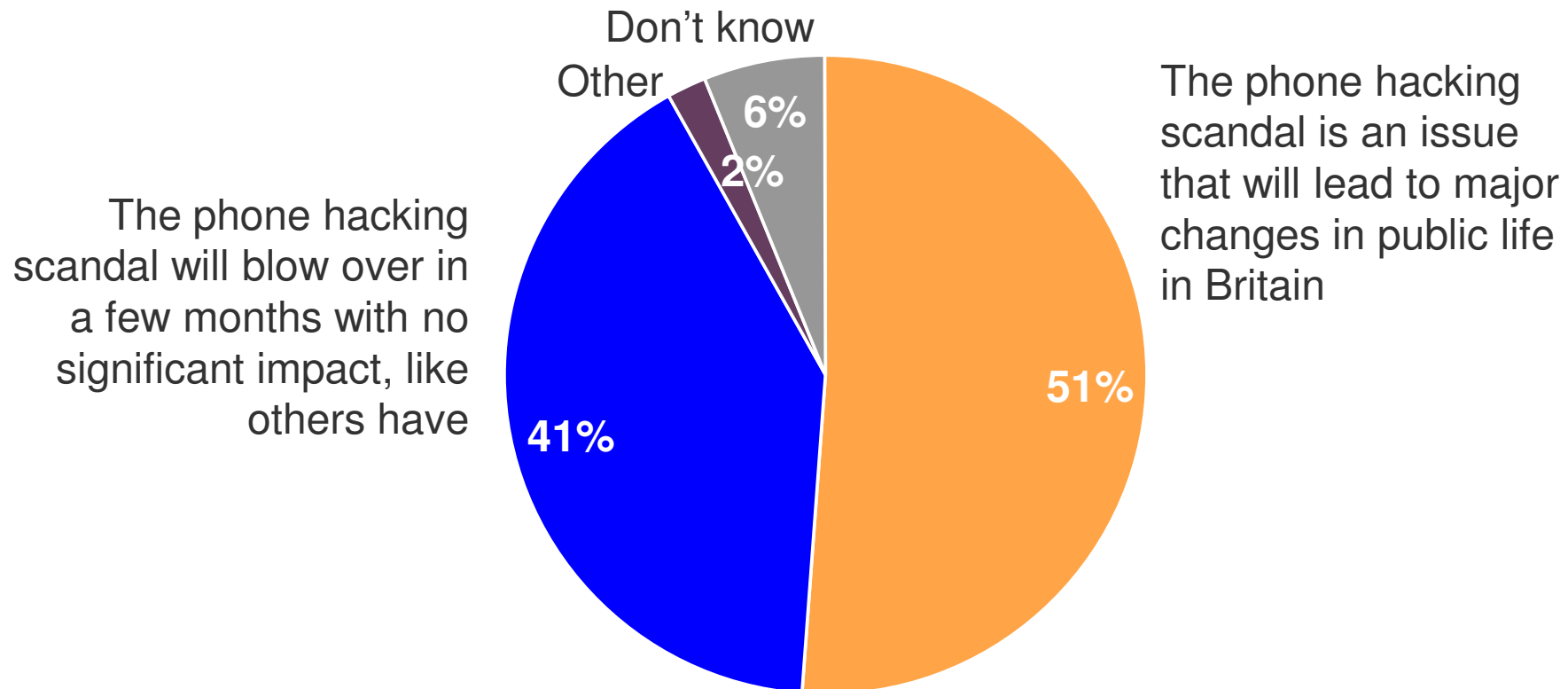
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Phone hacking: major scandal or will it blow over?

Some people believe that the phone hacking scandal and relationships between the media, police and politicians is an issue that will lead to major changes in public life in Britain. Others believe that it is a scandal that will blow over in a few months with no significant impact, like others have. Please tell me which of these comes closest to your view?



Base: 1,001 British adults 18+, 16th - 18th July 2011

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

