

Ipsos MORI Political Monitor - June 2011 - Prime Ministers

Table 1

PMQ1. Which one of the following Prime Ministers do you consider the most capable leader?

Base : Approx. half the sample

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	508	300	406	393	371	331	41	230	278	135	189	184	51	84	92	97	85	99	38	138	157	88	125	295	213	508
Weighted Total	511	300	409	396	375	333	40	255	256	141	175	195	60	81	94	81	89	106	52	134	155	97	125	290	222	508
Tony Blair	137 27%	88 29%	121 30%	118 30%	115 31%	101 30%	3 7%	66 26%	71 28%	50 35%	53 31%	34 17%	18 31%	32 39%	34 36%	20 24%	17 18%	17 16%	15 29%	38 28%	43 28%	23 23%	33 27%	81 28%	56 25%	143 28%
David Cameron	50 10%	25 8%	39 10%	37 9%	36 10%	31 9%	* 1%	24 10%	26 10%	13 9%	19 11%	18 9%	7 12%	6 7%	8 9%	11 14%	12 14%	6 6%	1 1%	19 14%	18 12%	4 4%	9 7%	37 13%	13 6%	52 10%
Margaret Thatcher	182 36%	114 38%	144 35%	142 36%	133 36%	122 37%	14 34%	101 40%	80 31%	31 22%	68 39%	83 42%	11 18%	20 25%	30 32%	38 46%	32 36%	50 48%	22 43%	44 33%	57 37%	43 44%	38 30%	101 35%	81 36%	175 34%
John Major	34 7%	16 5%	25 6%	24 6%	20 5%	16 5%	6 15%	15 6%	19 8%	12 9%	6 3%	16 8%	6 11%	6 7%	2 2%	4 5%	5 5%	12 11%	10 19%	10 7%	8 5%	3 3%	14 11%	18 6%	17 8%	29 6%
Gordon Brown	55 11%	32 11%	44 11%	43 11%	43 11%	35 11%	7 16%	29 11%	26 10%	17 12%	9 5%	29 15%	7 12%	10 13%	7 8%	2 2%	18 20%	11 10%	2 5%	11 8%	11 7%	11 12%	21 17%	22 8%	33 15%	52 10%
None of these	32 6%	17 6%	22 5%	20 5%	19 5%	18 5%	8 19%	14 5%	19 7%	9 6%	15 9%	9 4%	5 8%	4 5%	9 9%	6 7%	3 4%	6 5%	2 3%	9 6%	10 6%	7 7%	7 6%	19 6%	14 6%	37 7%
Don't know	20 4%	8 3%	13 3%	12 3%	10 3%	10 3%	3 7%	5 2%	15 6%	9 6%	5 3%	7 3%	5 9%	3 4%	4 4%	1 1%	3 3%	4 4%	-	4 3%	7 5%	6 7%	2 2%	12 4%	8 4%	20 4%

Fieldwork dates : 17th to 19th June 2011

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted.

Source : Ipsos MORI J11-007361-01

*=Less than 0.5%

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Table 2

PMQ1. Which one of the following Prime Ministers do you consider the most capable leader?

Base : Approx. half the sample

	Total (Weighted)	Voting						Working status		Government		Work sector				Tenure					GOR Regions						Newspaper readership		Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Tabloid	Broad sheet	Con		Lab	LD
Unweighted Total	508	138	168	52	277	247	190	227	281	166	291	124	157	12	169	207	161	70	64	368	6	174	134	155	179	67	439	40	205	130	128	130	82	508
Weighted Total	511	146	171	47	276	250	193	224	287	167	292	62	212	14	226	234	134	50	90	369	3	165	127	158	188	73	443	38	206	125	132	126	83	508
Tony Blair	137 27%	14 10%	90 53%	6 13%	107 39%	31 12%	20 11%	66 29%	71 25%	29 17%	98 33%	26 41%	55 26%	7 45%	61 27%	64 27%	20 15%	20 41%	33 36%	84 23%	*	52 31%	42 33%	33 21%	53 28%	25 34%	118 27%	9 24%	53 26%	39 31%	10 8%	71 57%	27 32%	143 28%
David Cameron	50 10%	31 21%	5 3%	8 17%	15 6%	41 16%	39 20%	21 10%	29 10%	34 20%	12 4%	6 10%	24 11%	1 5%	25 11%	24 10%	21 16%	2 4%	2 3%	45 12%	1 42%	10 6%	8 6%	22 14%	19 10%	6 8%	47 11%	2 5%	10 5%	13 10%	24 18%	6 8%	8 5%	52 10%
Margaret Thatcher	182 36%	92 63%	18 10%	23 49%	60 22%	135 54%	116 60%	82 37%	99 35%	78 47%	91 31%	17 27%	82 39%	5 32%	87 38%	84 36%	66 49%	9 18%	22 25%	150 41%	*	56 34%	45 36%	67 42%	58 31%	15 21%	164 37%	11 29%	83 40%	47 37%	87 66%	10 8%	30 37%	175 34%
John Major	34 7%	4 3%	15 9%	4 9%	22 8%	11 4%	8 4%	12 5%	22 8%	11 7%	14 5%	5 8%	9 4%	- -	9 4%	16 7%	6 4%	4 7%	9 10%	22 6%	-	10 8%	10 8%	8 5%	17 9%	7 9%	28 6%	-	9 4%	6 5%	3 2%	7 5%	7 8%	29 6%
Gordon Brown	55 11%	- -	39 23%	3 7%	54 20%	15 6%	3 2%	21 9%	35 12%	5 3%	47 16%	3 5%	22 10%	1 5%	23 10%	19 8%	10 7%	10 21%	15 17%	29 8%	*	20 12%	13 10%	10 6%	25 13%	13 18%	44 10%	7 20%	35 17%	8 6%	- -	28 22%	6 7%	52 10%
None of these	32 6%	2 1%	1 1%	2 3%	11 4%	12 5%	4 2%	15 7%	17 6%	5 3%	25 8%	4 6%	14 7%	1 4%	15 7%	19 8%	8 6%	2 4%	2 3%	28 7%	*	11 7%	6 5%	12 7%	9 5%	5 7%	27 6%	5 13%	12 6%	10 8%	5 4%	3 2%	4 5%	37 7%
Don't know	20 4%	3 2%	4 2%	* 1%	7 2%	6 2%	3 2%	7 3%	13 5%	5 3%	6 2%	2 3%	6 3%	1 8%	7 3%	9 4%	4 3%	3 5%	5 6%	12 3%	-	5 3%	2 1%	7 4%	8 4%	2 3%	15 3%	4 9%	4 2%	2 2%	2 2%	1 1%	* *	20 4%

Fieldwork dates : 17th to 19th June 2011

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted.

Source : Ipsos MORI J11-007361-01

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Table 3

PMQ2. Which one of the following Prime Ministers do you like as a person the most?

Base : Approx. half the sample

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	495	286	390	378	363	317	42	214	281	119	192	184	45	74	96	96	73	111	40	126	140	104	125	266	229	495
Weighted Total	492	280	384	374	357	310	36	233	259	145	184	163	62	83	95	89	62	100	48	134	129	119	110	263	228	495
Tony Blair	130 26%	73 26%	104 27%	99 26%	94 26%	79 25%	7 18%	70 30%	60 23%	51 35%	48 26%	31 19%	22 36%	28 34%	24 25%	24 27%	15 24%	17 17%	5 10%	37 28%	36 28%	22 19%	35 32%	73 28%	57 25%	137 28%
David Cameron	85 17%	51 18%	70 18%	68 18%	65 18%	58 19%	4 11%	38 16%	47 18%	38 26%	25 14%	22 13%	10 16%	28 33%	12 12%	13 15%	8 13%	13 13%	6 13%	21 15%	35 27%	13 11%	16 15%	55 21%	29 13%	75 15%
Margaret Thatcher	108 22%	73 26%	86 22%	84 22%	82 23%	76 25%	11 29%	43 18%	65 25%	8 6%	37 20%	63 39%	2 3%	7 8%	20 21%	17 19%	18 29%	44 44%	24 51%	36 26%	15 12%	35 29%	23 21%	51 19%	57 25%	107 22%
John Major	50 10%	21 7%	38 10%	38 10%	36 10%	28 9%	4 10%	30 13%	20 8%	14 10%	23 12%	13 8%	6 9%	8 10%	19 20%	4 4%	6 9%	8 8%	4 9%	17 13%	9 7%	12 10%	12 11%	26 10%	23 10%	49 10%
Gordon Brown	64 13%	41 15%	55 14%	54 14%	50 14%	45 14%	4 10%	26 11%	38 15%	24 16%	22 12%	18 11%	17 27%	7 8%	9 9%	14 15%	8 12%	10 10%	6 12%	9 7%	22 17%	19 16%	13 12%	31 12%	32 14%	66 13%
None of these	43 9%	16 6%	21 5%	21 6%	21 6%	18 6%	6 17%	23 10%	20 8%	6 4%	25 13%	13 8%	3 4%	3 4%	10 10%	15 16%	7 11%	6 6%	1 2%	12 9%	10 8%	10 9%	10 9%	22 9%	20 9%	46 9%
Don't know	14 3%	6 2%	10 3%	10 3%	10 3%	6 2%	1 3%	4 2%	10 4%	6 4%	5 3%	3 2%	3 5%	3 3%	2 2%	3 3%	1 2%	2 2%	1 3%	2 2%	2 2%	7 6%	2 2%	5 2%	9 4%	15 3%

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Table 4

PMQ2. Which one of the following Prime Ministers do you like as a person the most?

Base : Approx. half the sample

	Total (Weighted)	Voting						Working status		Government		Work sector				Tenure					GOR Regions						Newspaper readership		Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	North excl. Scot.	Midlands	South	Greater London	England	Scot.	Tabloid	Broad sheet	Con		Lab	LD
Unweighted Total	495	128	159	55	270	239	183	217	278	177	276	113	150	8	158	186	166	62	69	352	12	180	121	150	165	56	416	59	187	120	125	128	96	495
Weighted Total	492	149	148	52	251	251	200	213	279	195	250	60	196	13	209	217	140	45	82	357	8	169	120	153	169	55	423	49	193	124	142	123	91	495
Tony Blair	130	12	77	11	99	34	23	67	63	28	92	22	54	6	60	59	23	14	32	82	1	48	35	39	43	22	106	13	60	28	10	62	30	137
	26%	8%	52%	22%	39%	14%	12%	32%	22%	15%	37%	37%	27%	51%	29%	27%	17%	31%	39%	23%	18%	28%	29%	25%	26%	40%	25%	26%	31%	22%	7%	50%	33%	28%
David Cameron	85	43	13	13	28	58	55	37	47	56	14	9	42	-	42	45	23	6	9	68	2	25	19	30	30	7	78	6	33	26	37	6	19	75
	17%	29%	9%	24%	11%	23%	28%	17%	17%	29%	6%	14%	21%	-	20%	21%	17%	13%	11%	19%	24%	15%	16%	20%	18%	13%	18%	12%	17%	21%	26%	5%	20%	15%
Margaret Thatcher	108	62	8	5	23	76	66	37	71	55	42	9	36	1	37	34	51	3	19	85	1	38	26	36	34	9	93	11	53	29	64	11	4	107
	22%	41%	6%	9%	9%	30%	33%	17%	25%	28%	17%	15%	18%	10%	18%	16%	36%	7%	23%	24%	12%	22%	22%	24%	20%	16%	22%	23%	28%	24%	45%	9%	4%	22%
John Major	50	21	5	7	19	36	28	22	28	29	19	3	24	-	24	25	11	6	5	36	3	8	7	23	19	5	48	1	12	10	23	6	13	49
	10%	14%	3%	13%	8%	14%	14%	10%	10%	15%	7%	5%	12%	-	11%	11%	8%	14%	6%	10%	33%	4%	5%	15%	11%	9%	11%	2%	6%	8%	16%	5%	14%	10%
Gordon Brown	64	5	32	5	50	22	10	23	41	18	42	9	20	3	23	32	13	9	9	45	*	28	16	13	22	8	50	13	21	20	2	34	10	66
	13%	3%	22%	10%	20%	9%	5%	11%	15%	9%	17%	15%	10%	27%	11%	15%	9%	21%	11%	13%	2%	17%	13%	8%	13%	14%	12%	27%	11%	16%	1%	27%	11%	13%
None of these	43	4	10	9	26	20	13	19	24	3	37	6	17	1	18	18	14	4	7	32	-	19	15	8	16	3	37	4	9	9	4	4	14	46
	9%	3%	7%	18%	11%	8%	7%	9%	9%	1%	15%	11%	8%	12%	9%	8%	10%	8%	9%	9%	-	11%	13%	5%	9%	5%	9%	8%	5%	7%	3%	3%	15%	9%
Don't know	14	2	3	1	5	5	4	8	6	5	4	2	5	-	5	5	4	3	2	9	1	4	3	4	6	1	11	1	5	2	2	1	1	15
	3%	2%	2%	2%	2%	2%	2%	4%	2%	3%	2%	3%	2%	-	2%	2%	3%	6%	2%	2%	10%	2%	2%	3%	3%	3%	3%	2%	2%	2%	1%	1%	3%	

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