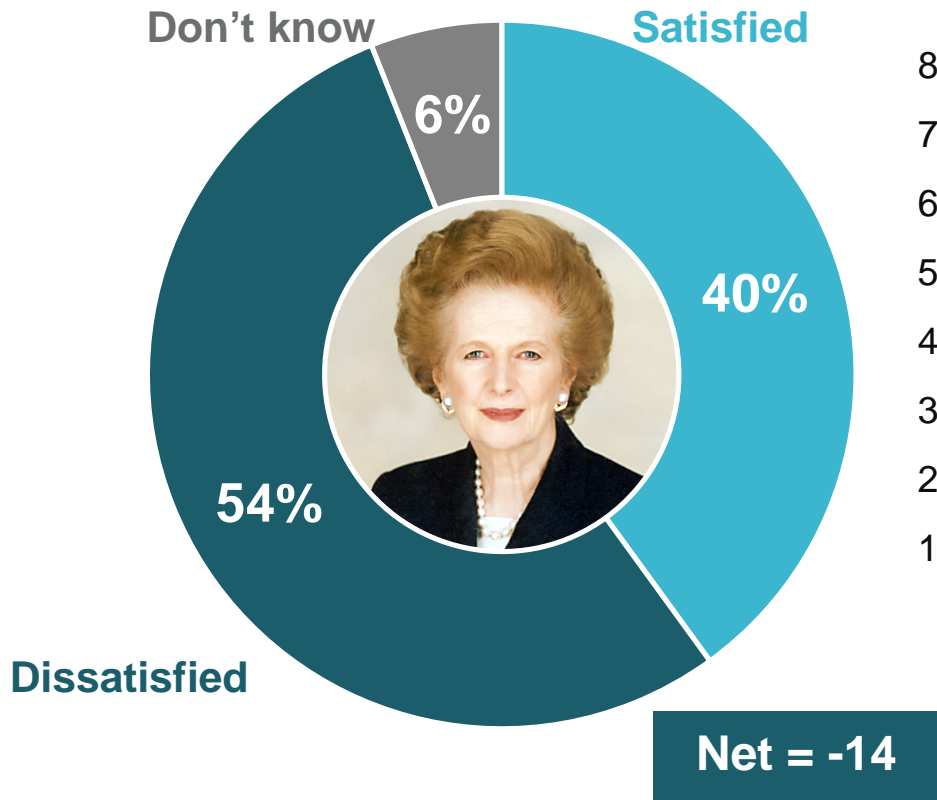


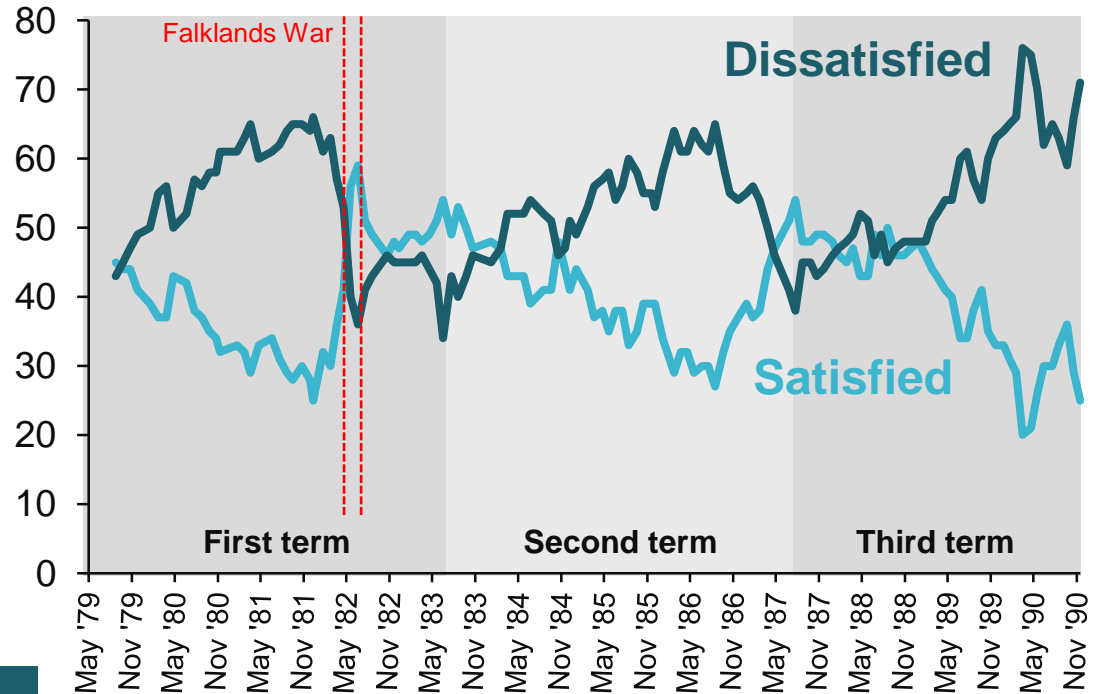
Margaret Thatcher – satisfaction ratings

Are you satisfied or dissatisfied with the way Margaret Thatcher is doing her job as Prime Minister?

Average 1979-90



May 1979-November 1990

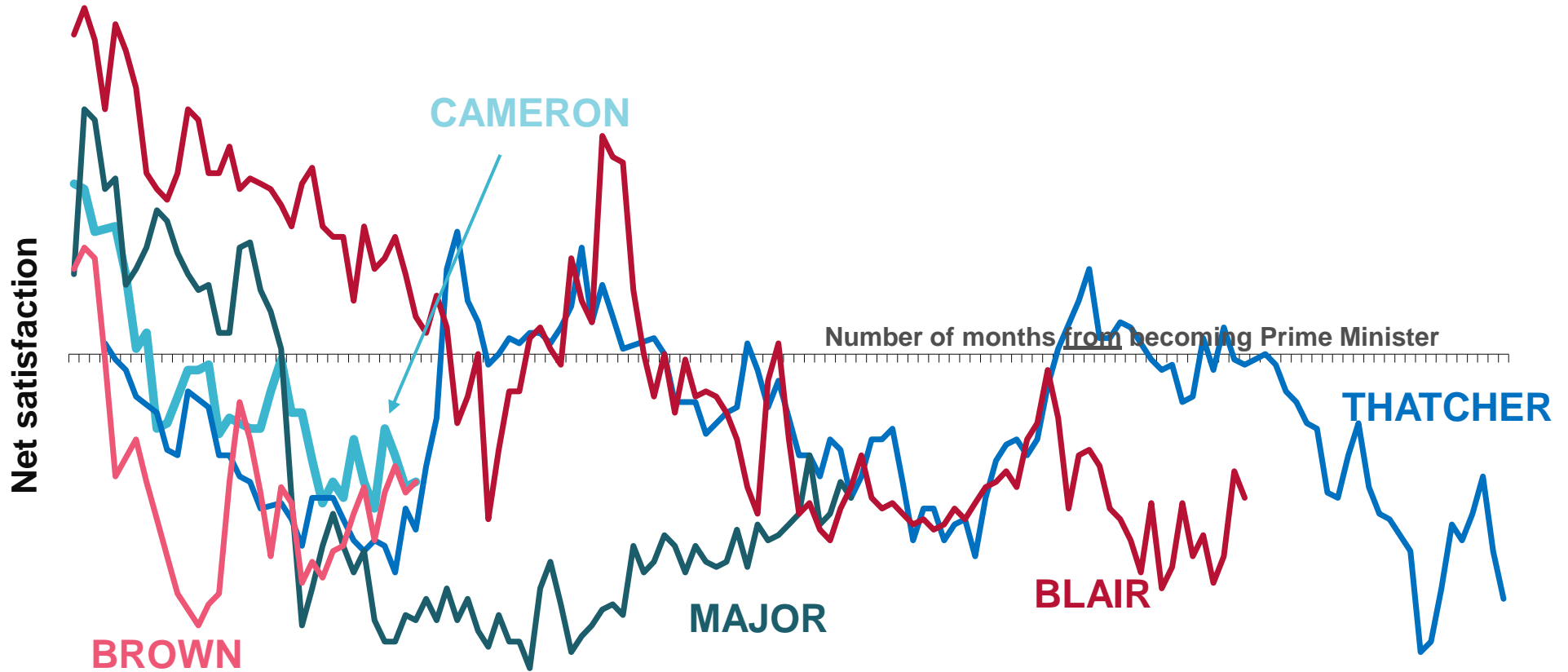


Base: c. 1,000-2,000 British adults 18+ each month

Source: MORI Political Monitor

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

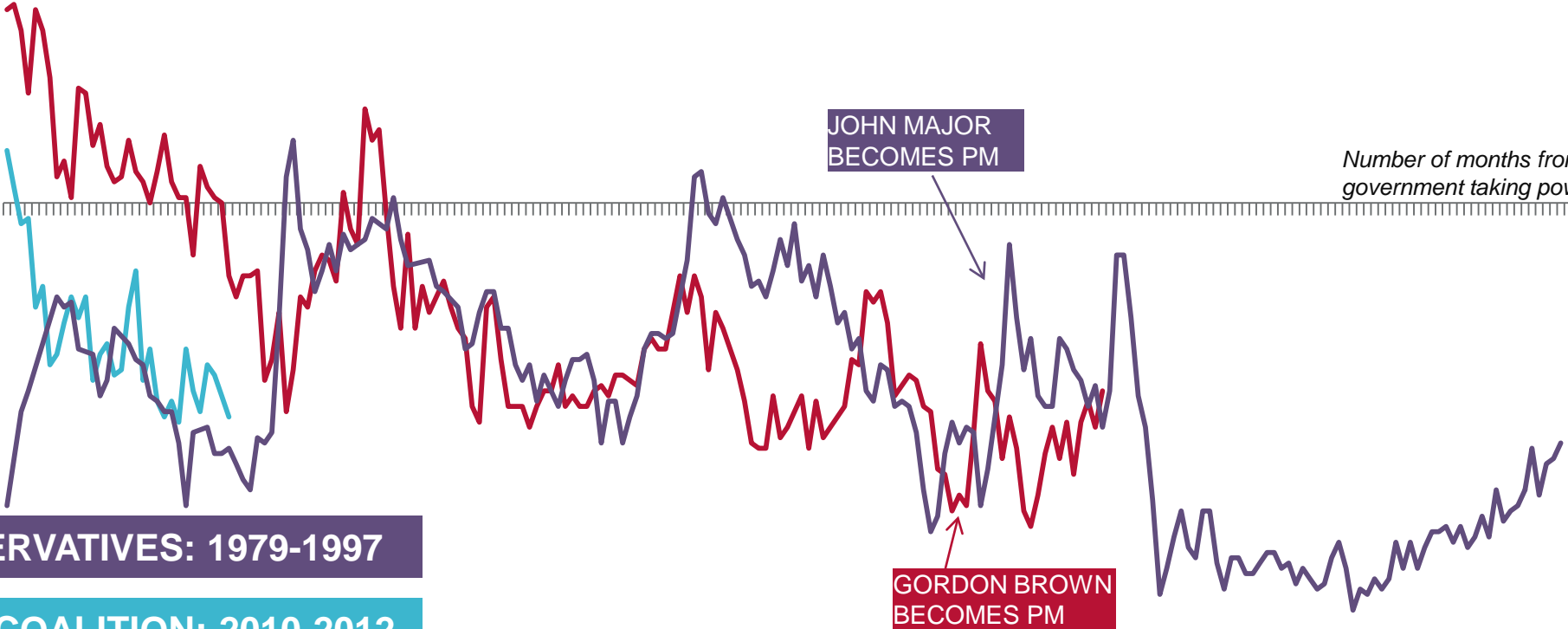
Source: Ipsos MORI Political Monitor

Satisfaction with governments

How satisfied or dissatisfied are you with the way the government is running the country?

LABOUR: 1997 - 2010

Net satisfaction



CONSERVATIVES: 1979-1997

COALITION: 2010-2012

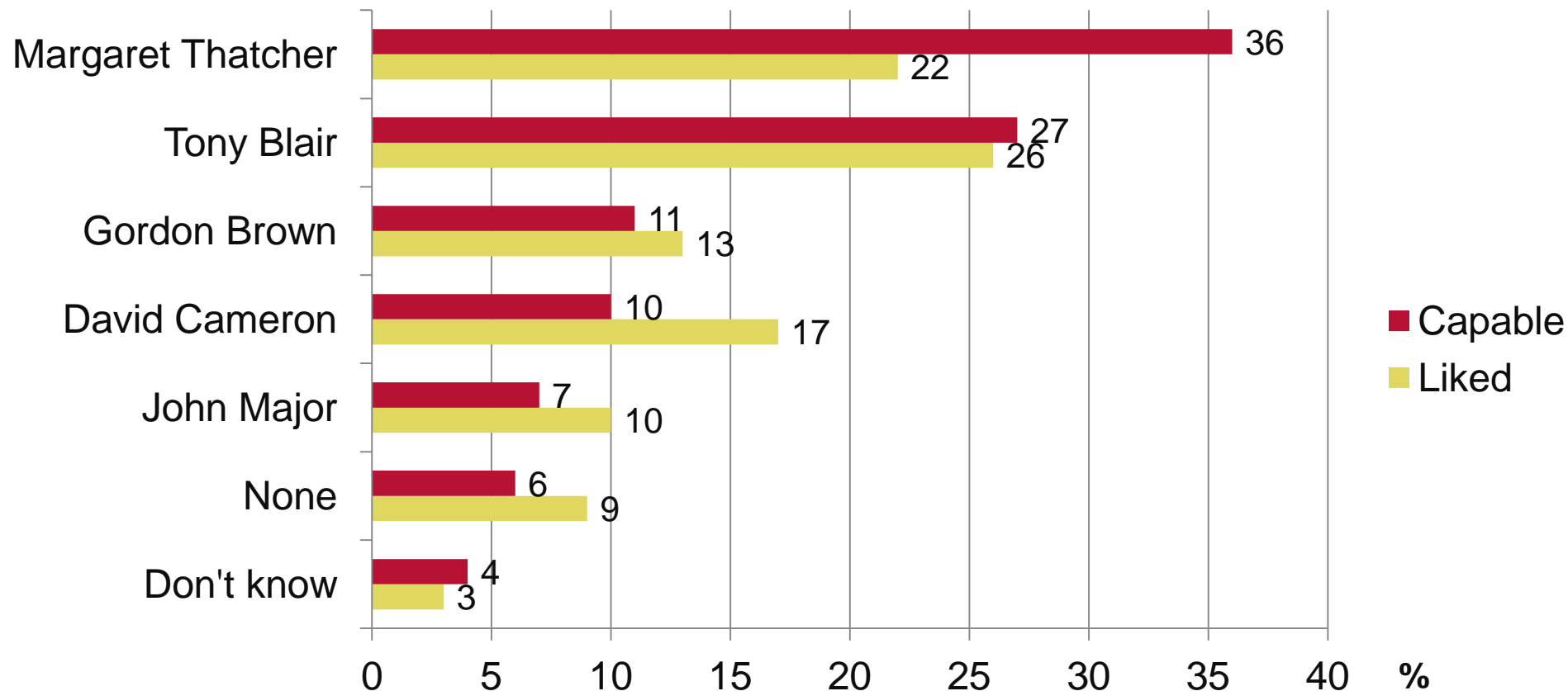
Base: c. 1,000 British adults each month

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

Source: Ipsos MORI Political Monitor

Most capable/liked Prime Minister?

Which one of the following Prime Ministers do you consider the most capable leader/like most as a person?



Base: 508 British adults 18+, 17th - 19th June 2011

Source: Ipsos MORI Political Monitor