



Political Monitor Trends for Reuters

October 2010

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Ipsos MORI

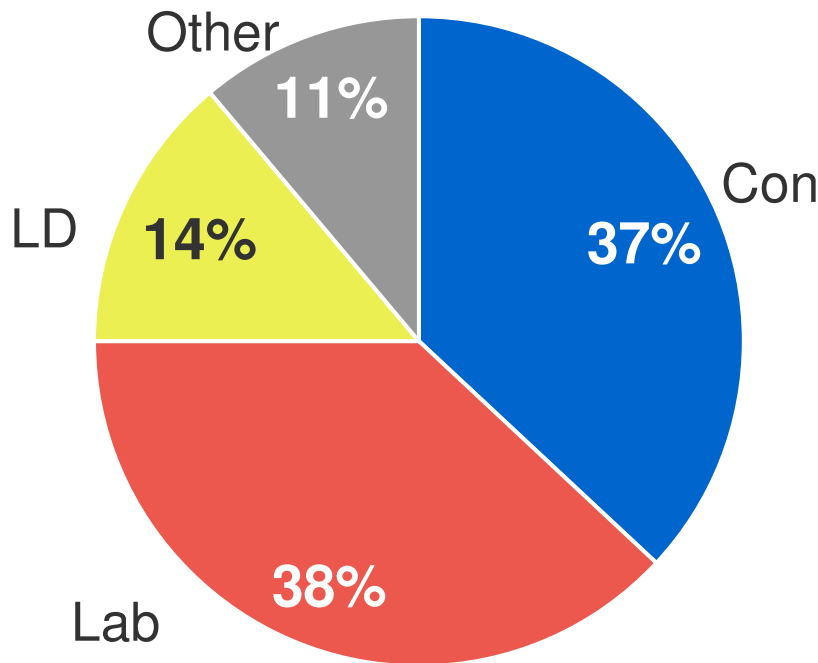


Voting Intentions

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

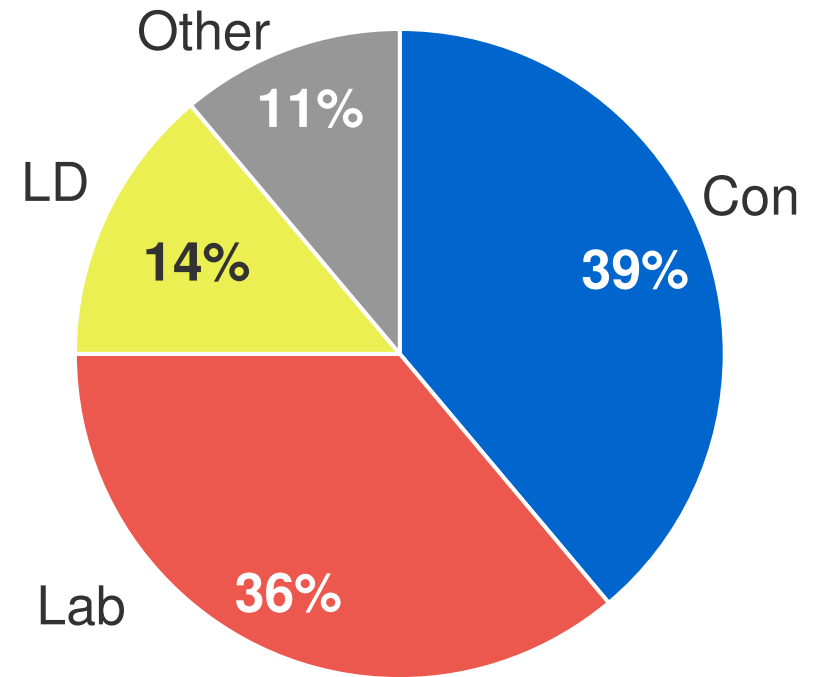
How would you vote if there were a General Election tomorrow?

All giving a voting intention : 81%



Conservative lead = -1

All certain to vote: 60%

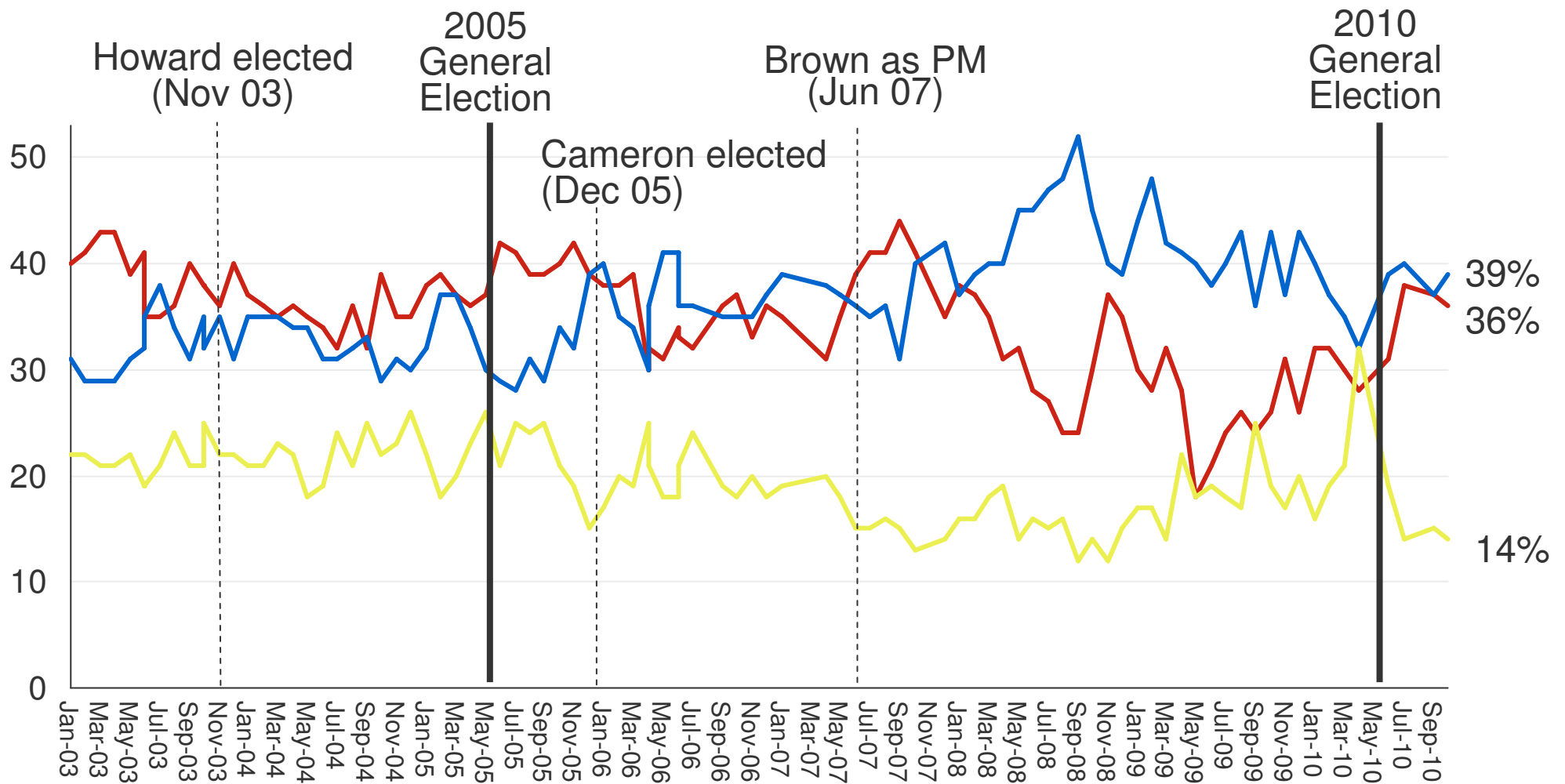


Conservative lead = +3

Base: All giving a voting intention = 813 unweighted, All certain to vote = 619 unweighted; data collected among 1,009 British adults 18+, 15th - 17th October 2010

Voting Intentions January 03 – October 10 (all certain to vote)

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



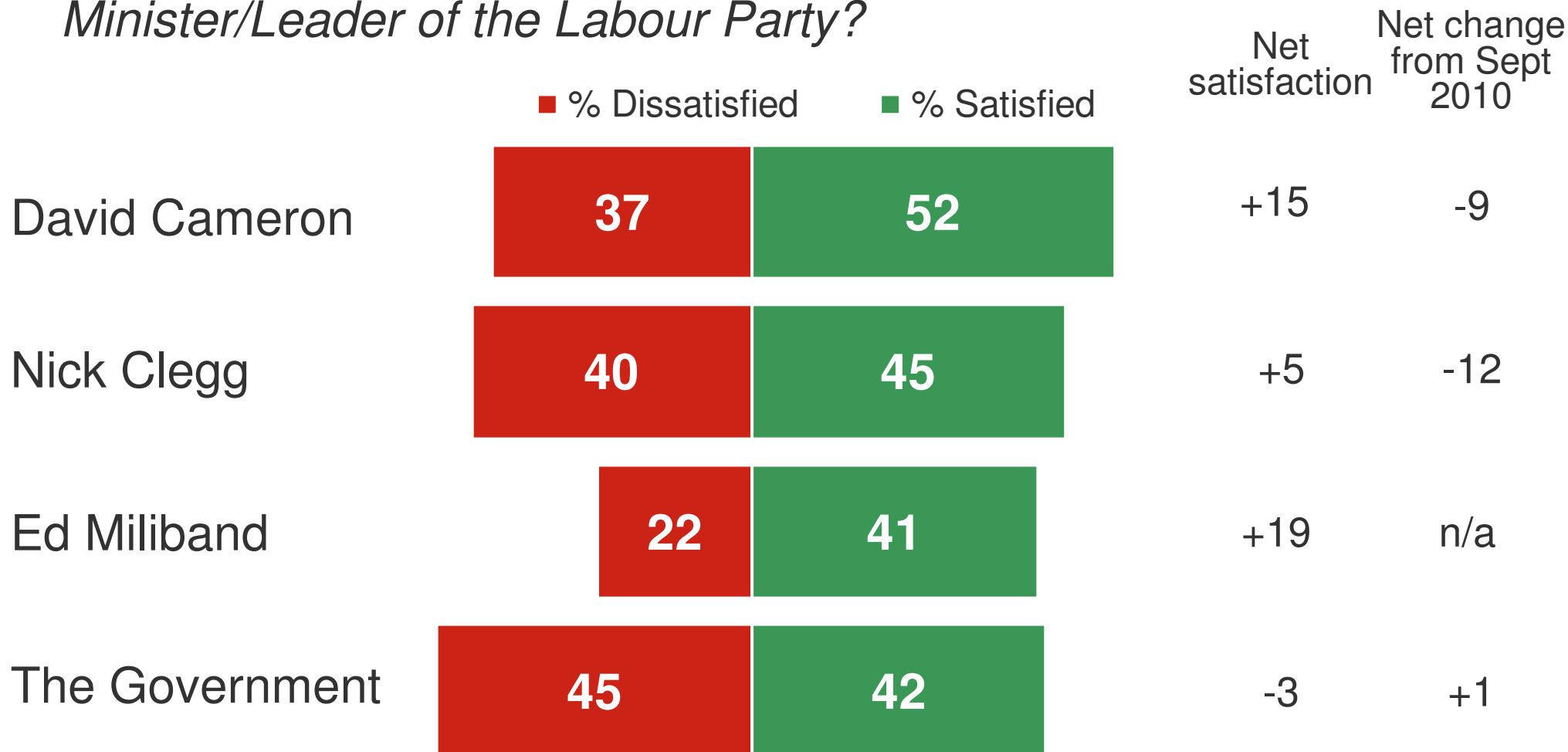
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor
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The Coalition Government

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: 1,009 British adults 18+, 15th - 17th October 2010

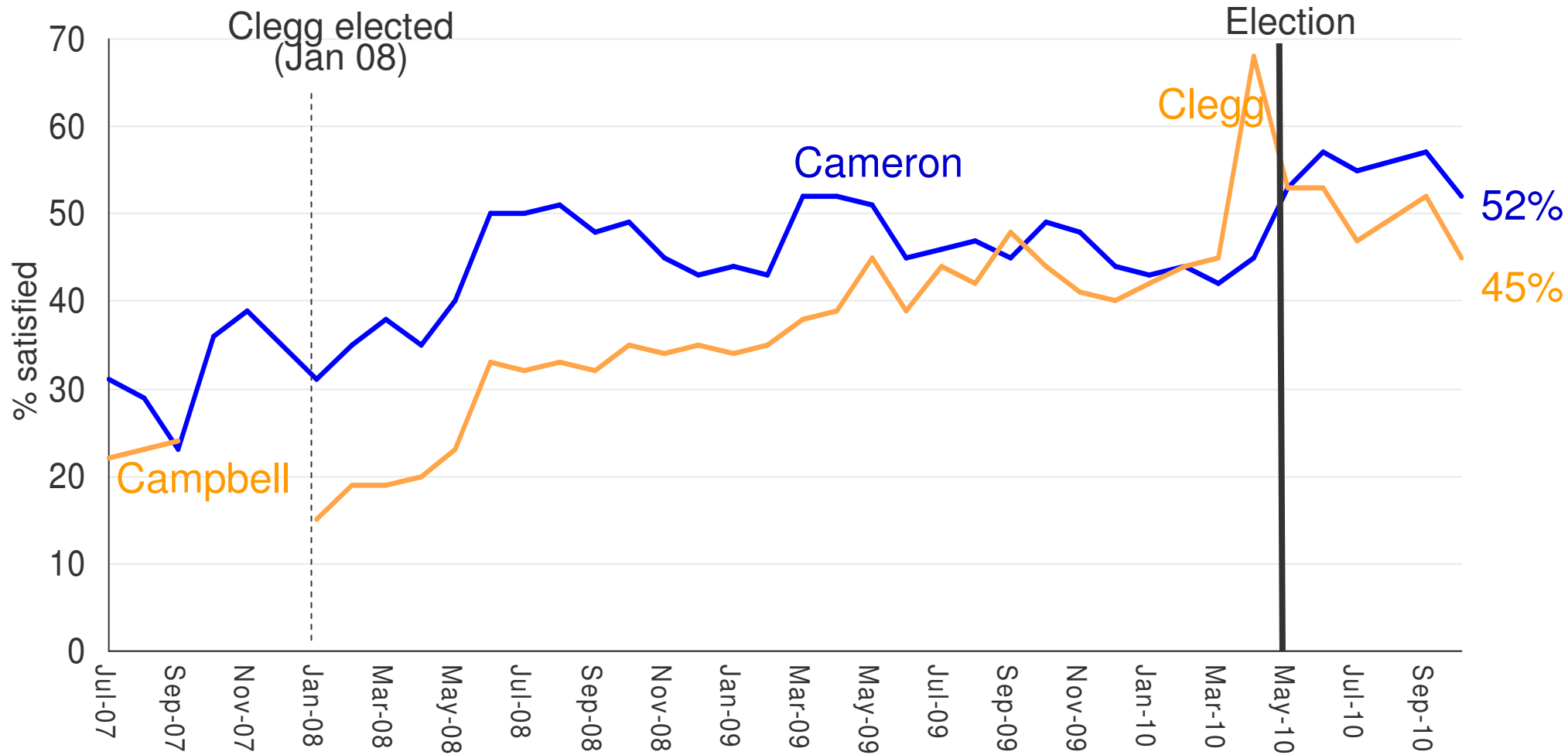
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



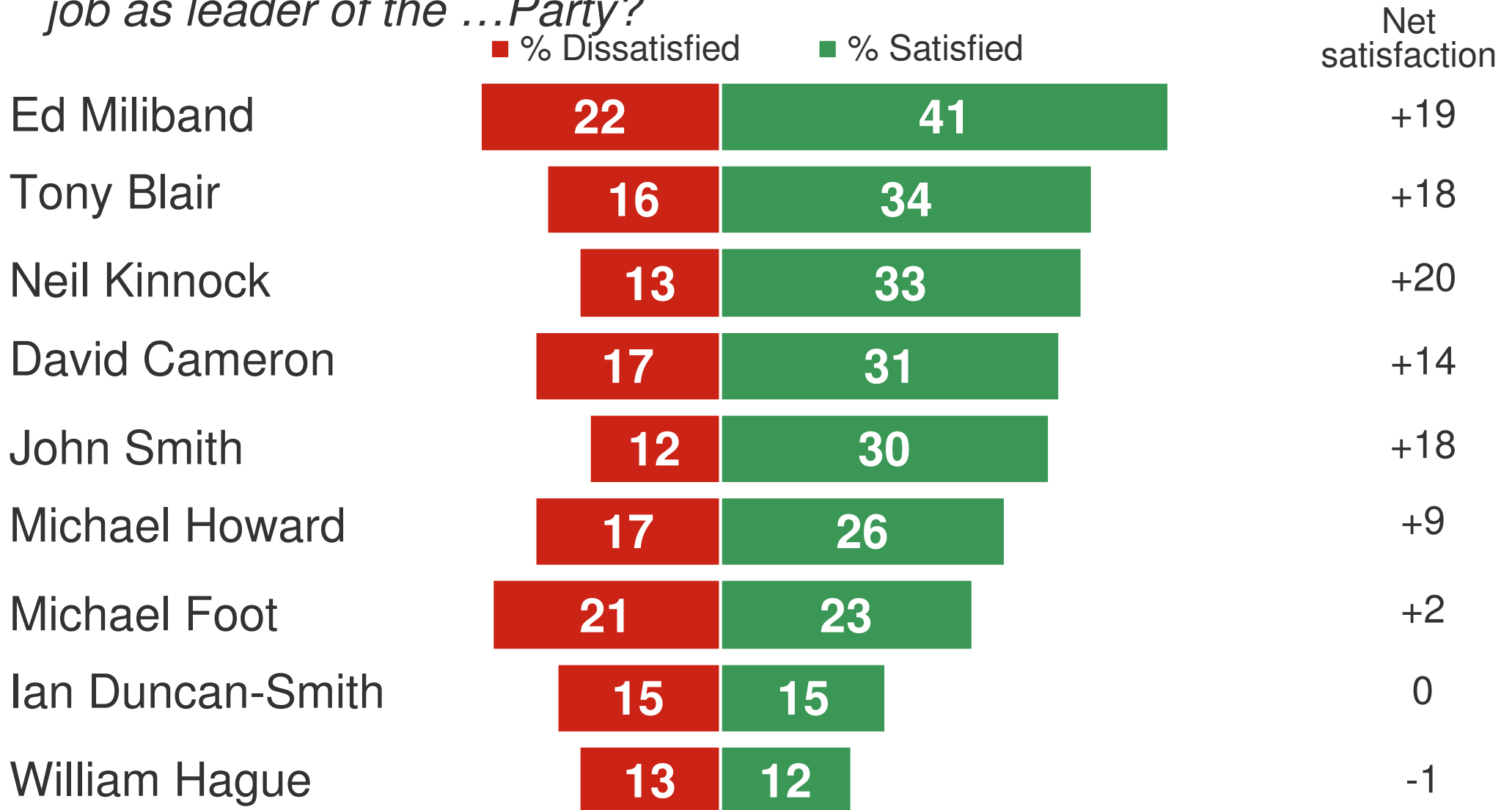
Satisfaction with Party leaders July-07 – October-10

How satisfied or dissatisfied are you with the way ... is running the country / doing his job as ... ?



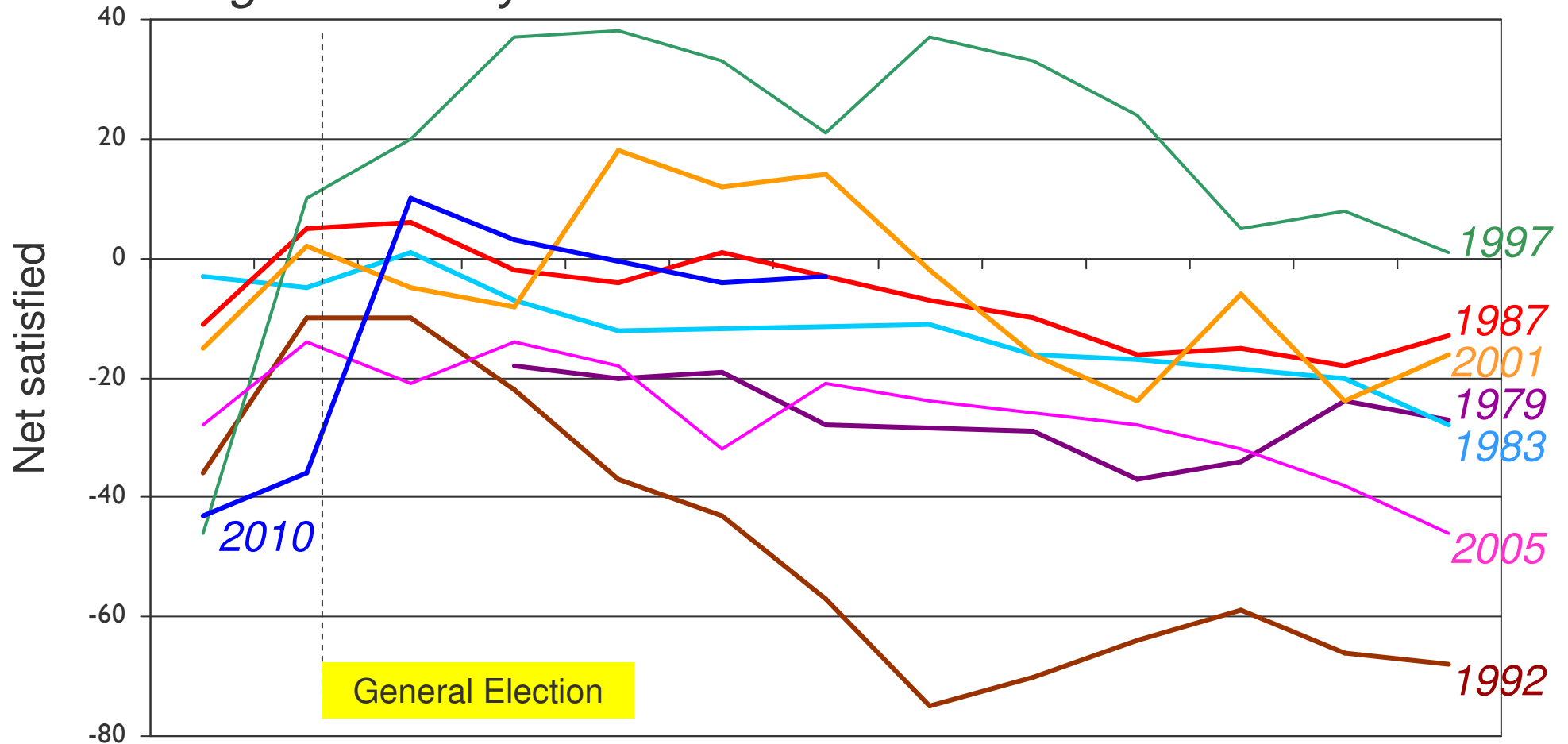
Satisfaction with Leaders of the Opposition one month in

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



Net satisfaction with Governments over first year (1979– 2010)

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



Base: c. 1,000 British adults each month; (July 2010: 1,004 adults)

Ipsos MORI

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

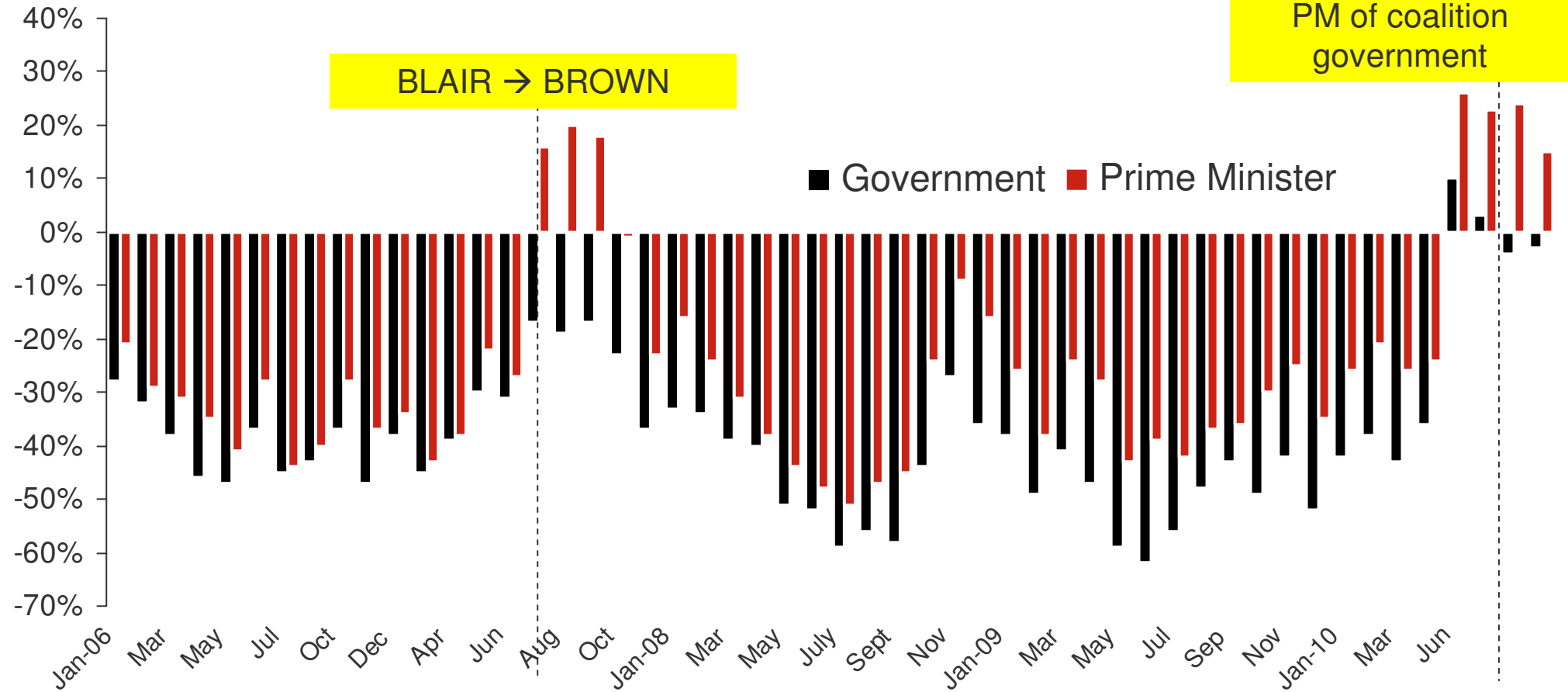
Source: Reuters/Ipsos MORI Political Monitor



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

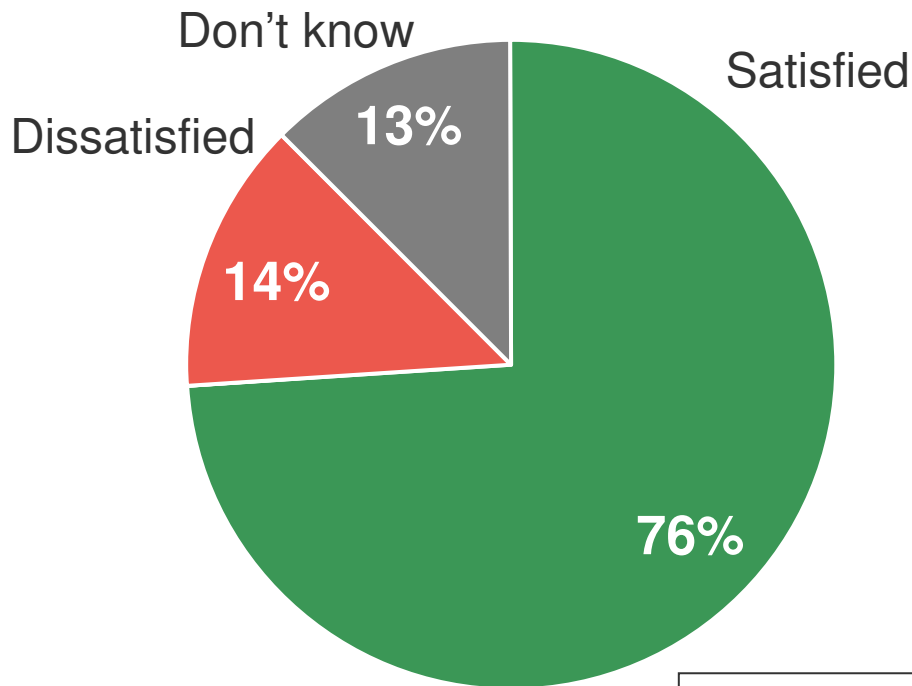
Source: Reuters/Ipsos MORI Political Monitor



Conservative and Liberal Democrat satisfaction with the government

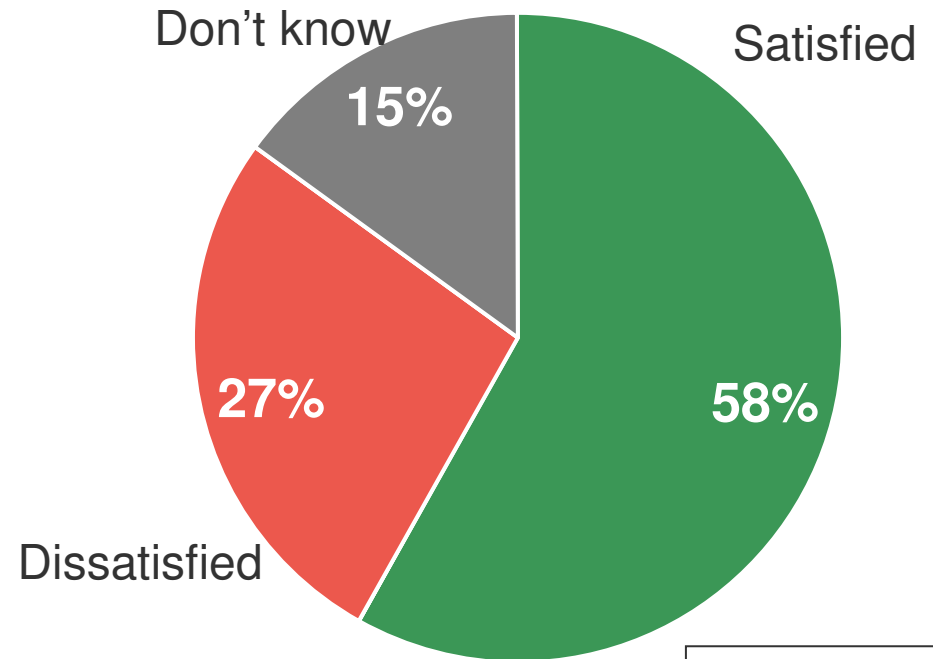
How satisfied or dissatisfied are you with the way the Government is running the country?

Conservative supporters



Net = +62

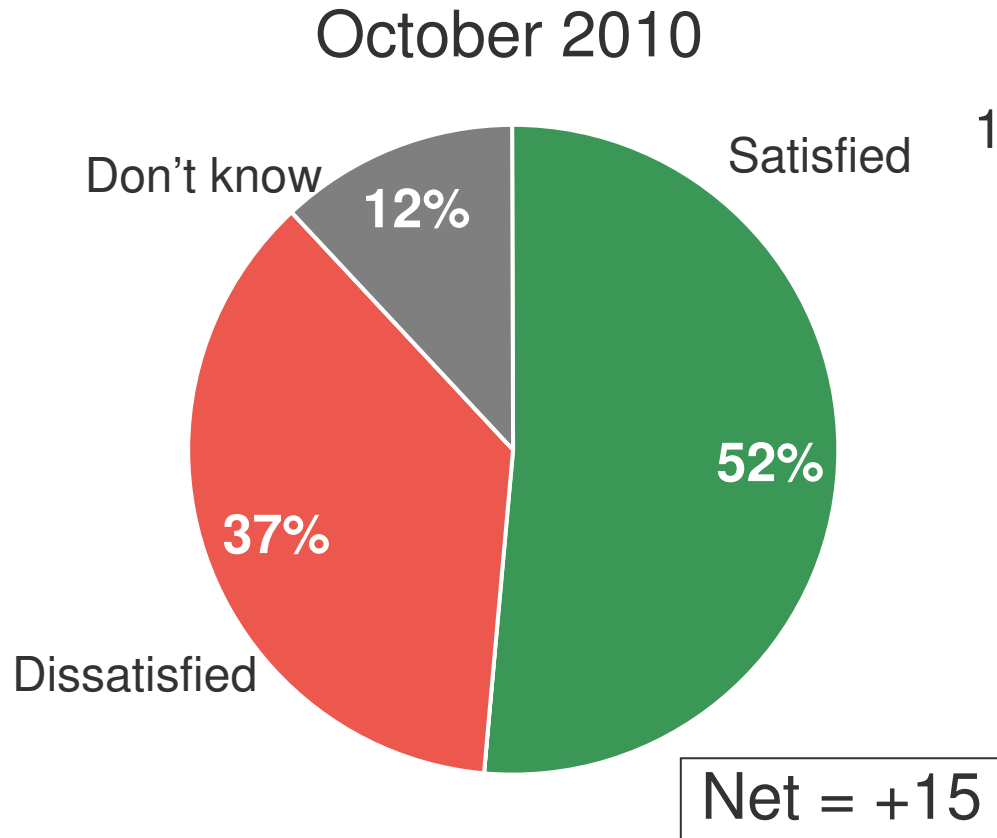
Lib Dem supporters



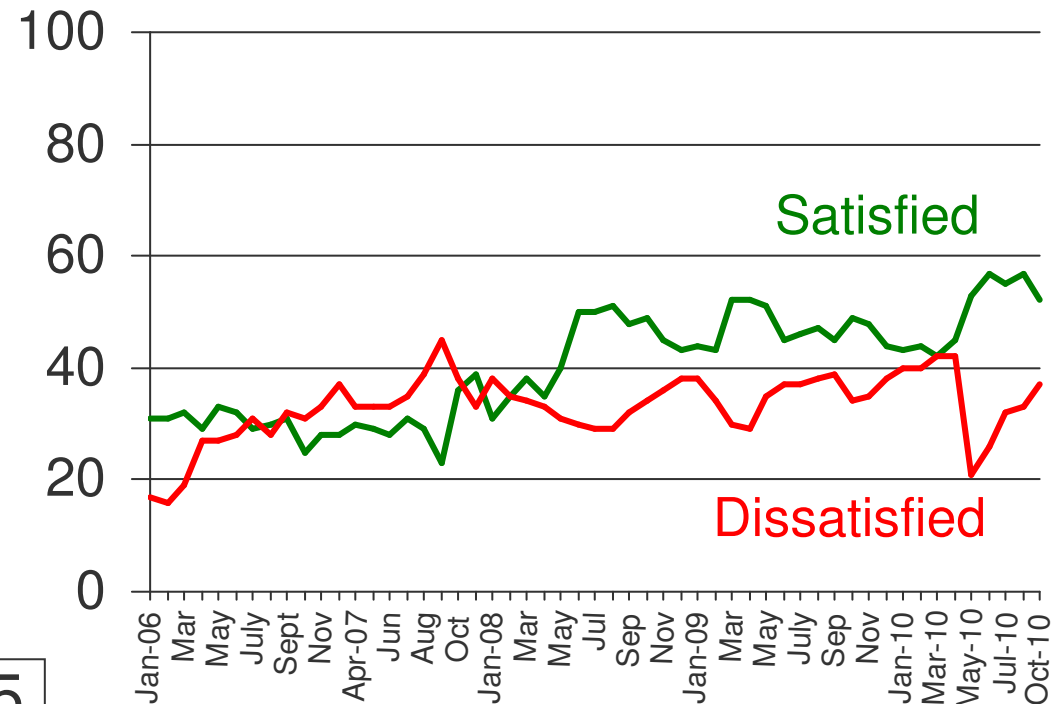
Net = +31

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 – October 2010



Base: 1,009 British adults 18+, 15th – 17th October 2010

Ipsos MORI

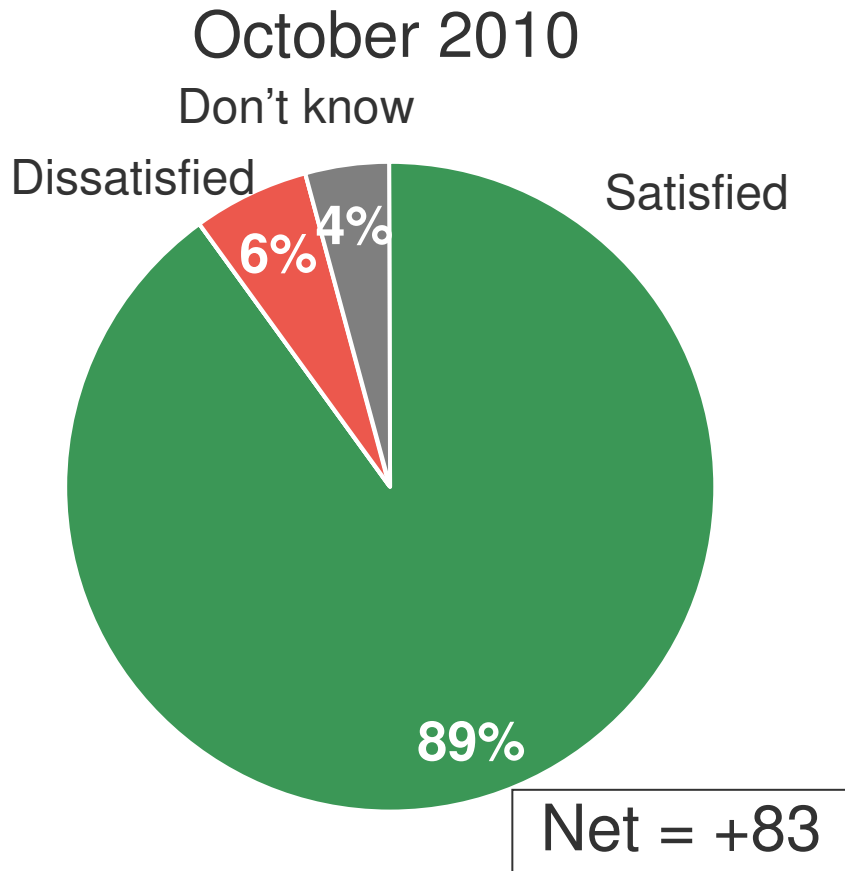
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

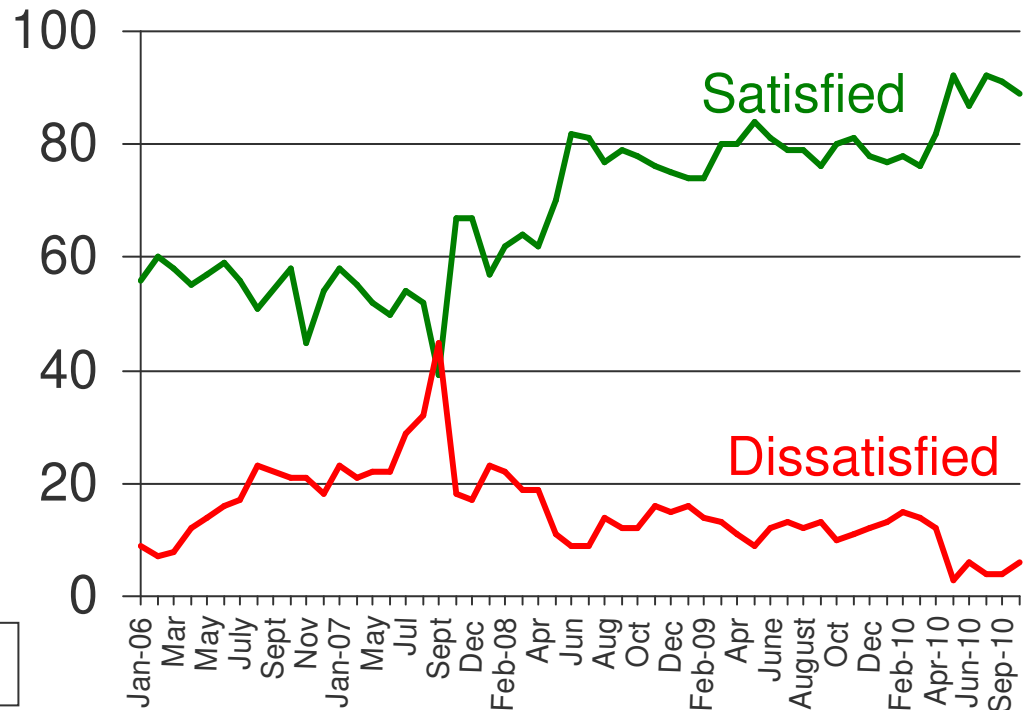


David Cameron (satisfaction among Tory supporters)

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



January 2006 – October 2010



Base: 294 Conservative supporters 18+, 15th - 17th October 2010

Ipsos MORI

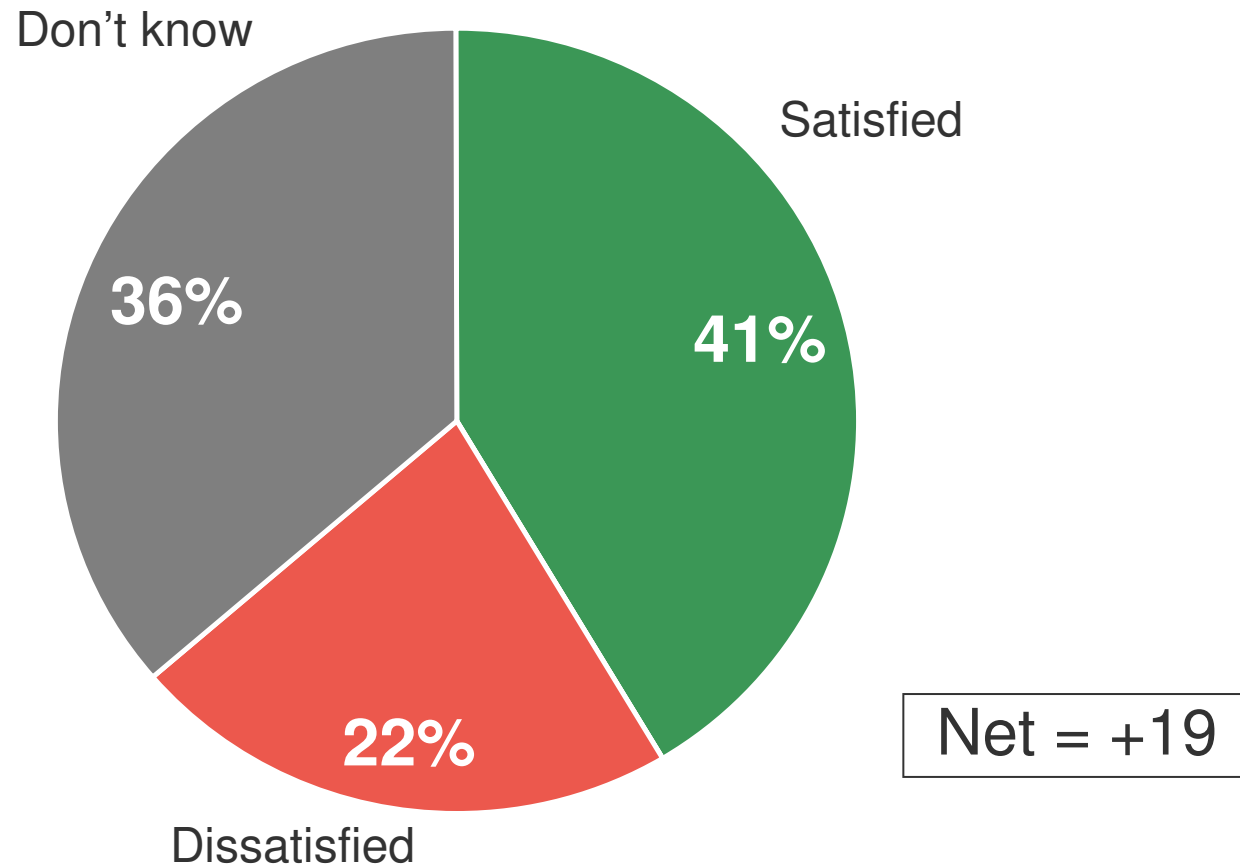
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?



Base: 1,009 British adults 18+, 15th – 17th October 2010

Ipsos MORI

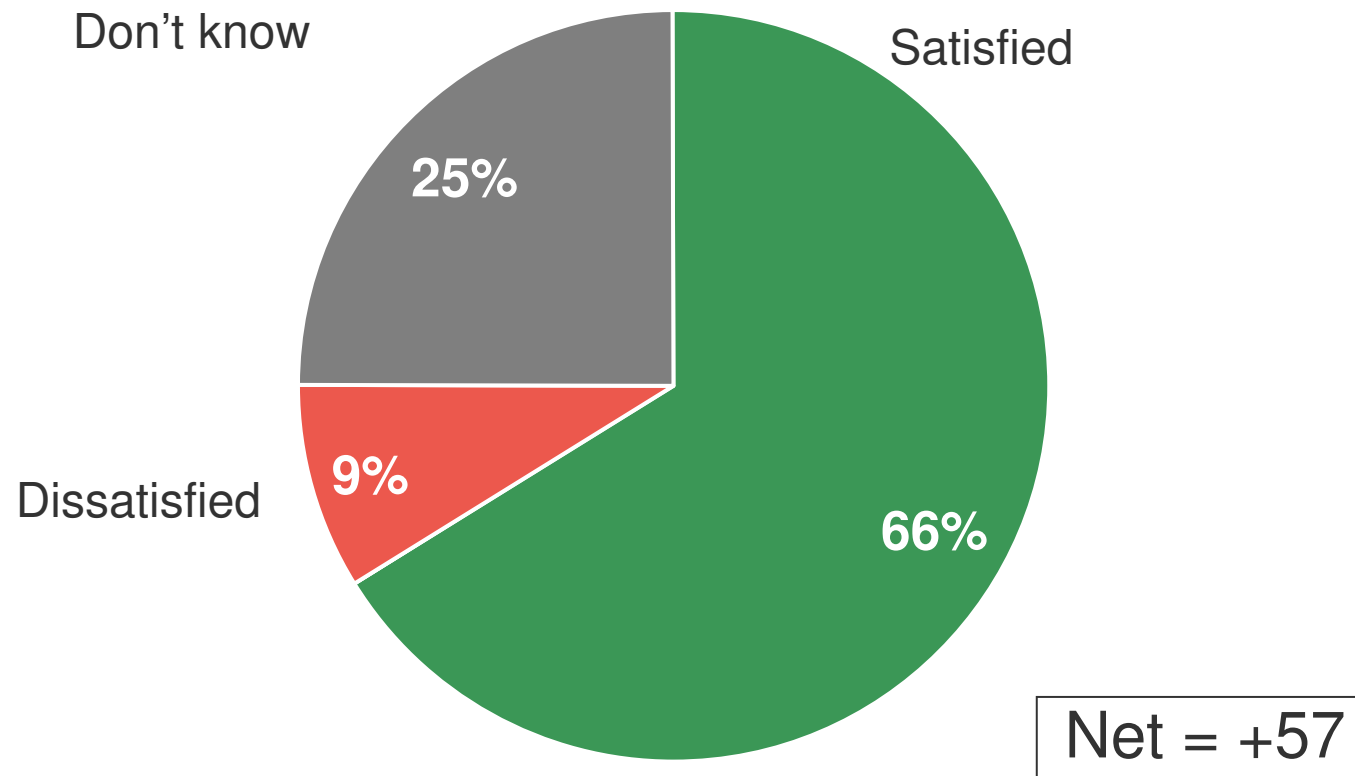
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Ed Miliband (satisfaction among Labour supporters)

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



Base: 319 Labour supporters 18+, 15th - 17th October 2010

Ipsos MORI

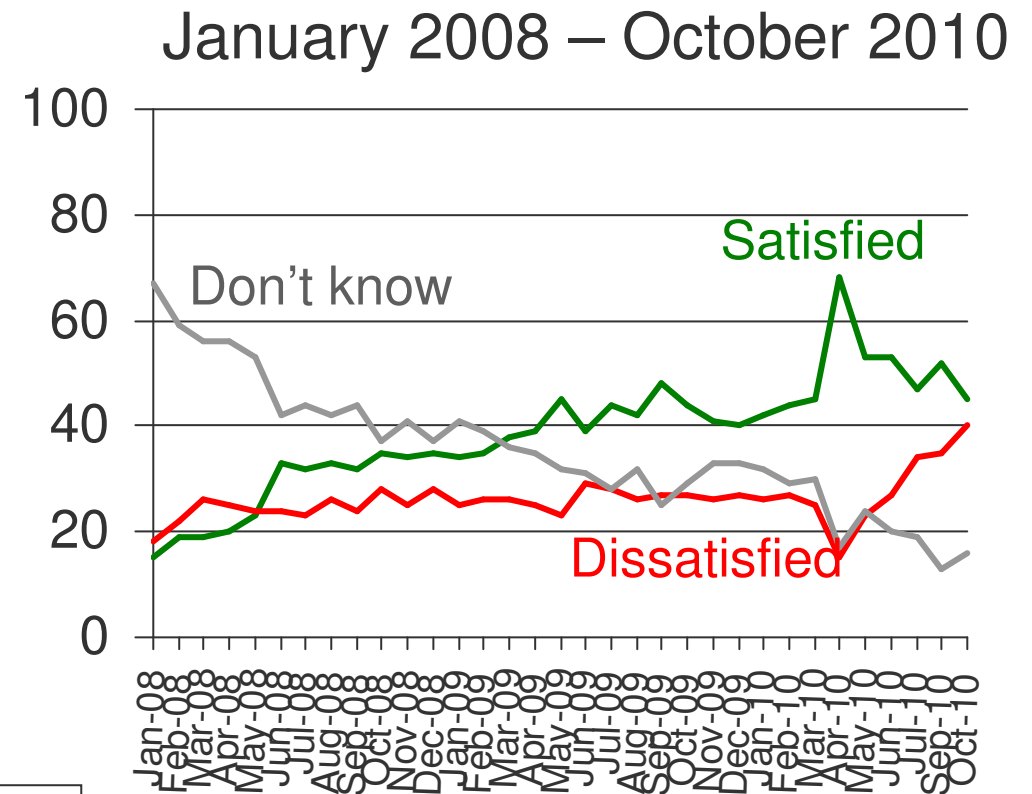
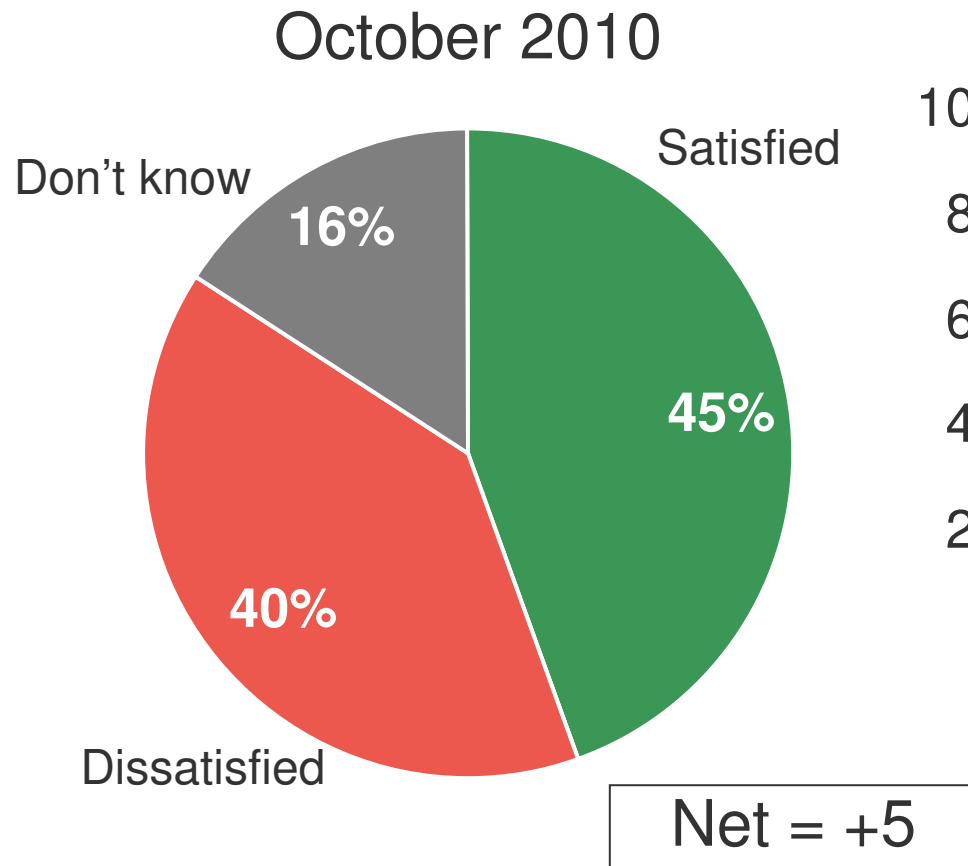
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Nick Clegg (satisfaction)

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: 1,009 British adults 18+, 15th - 17th October 2010

Ipsos MORI

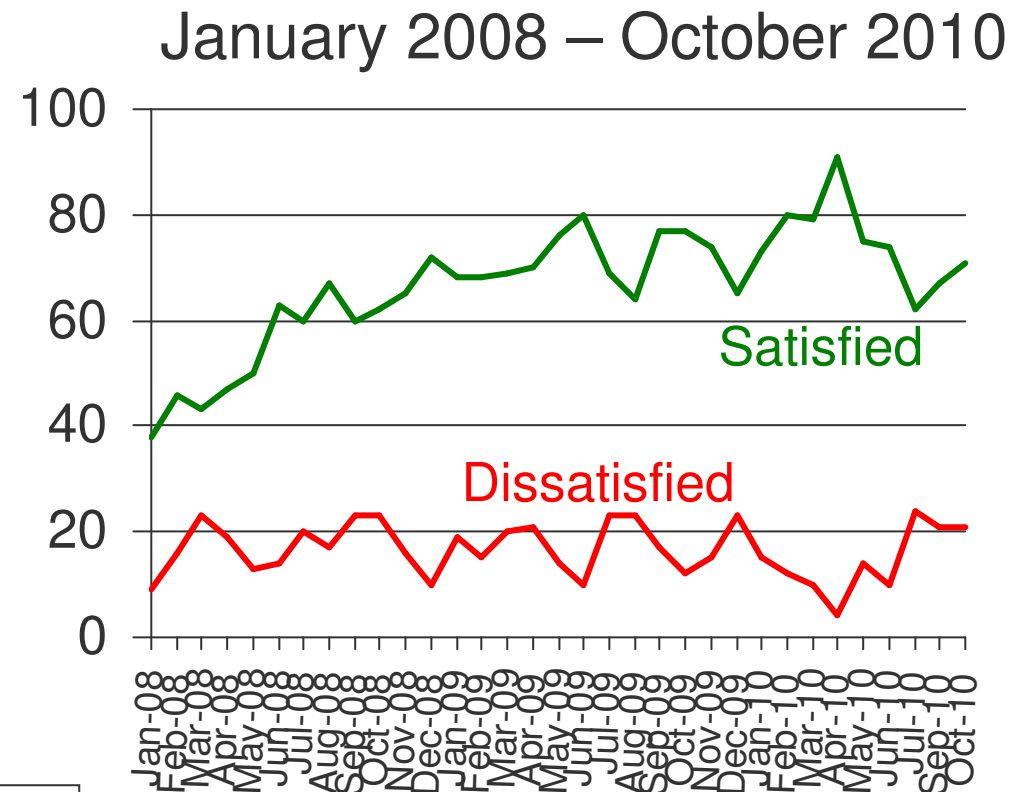
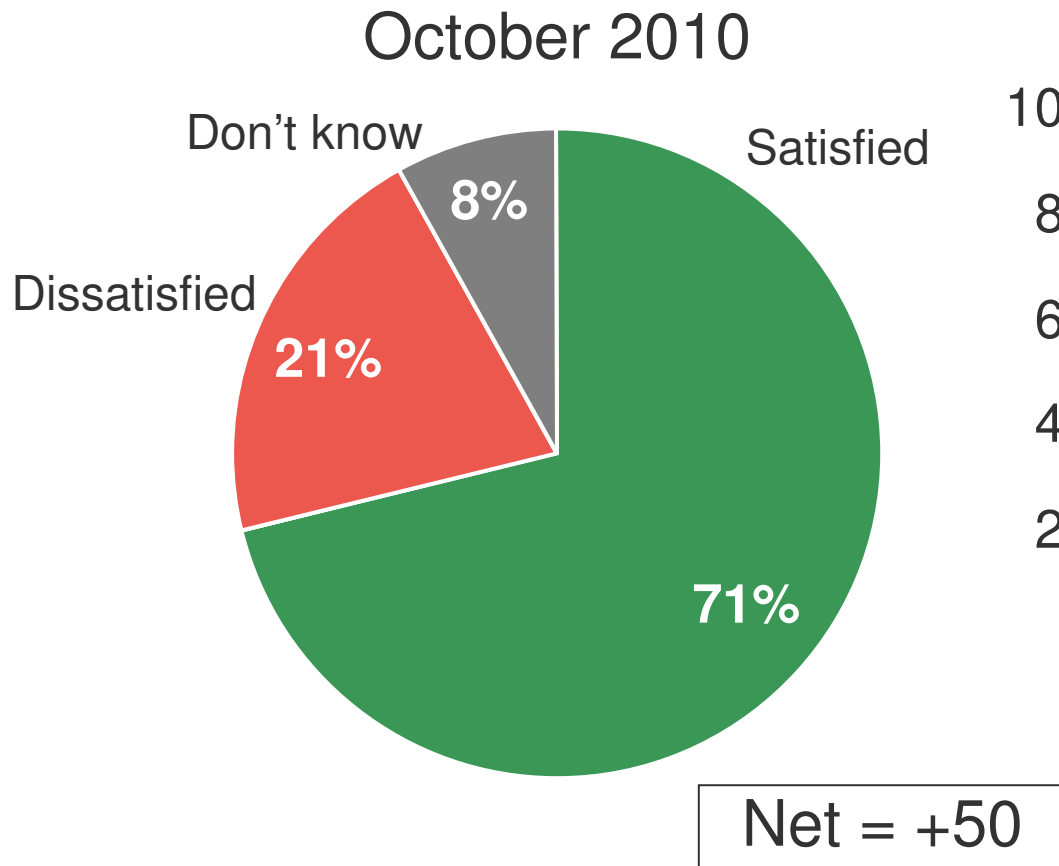
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 115 Liberal Democrat supporters 18+, 15th - 17th October 2010

Ipsos MORI

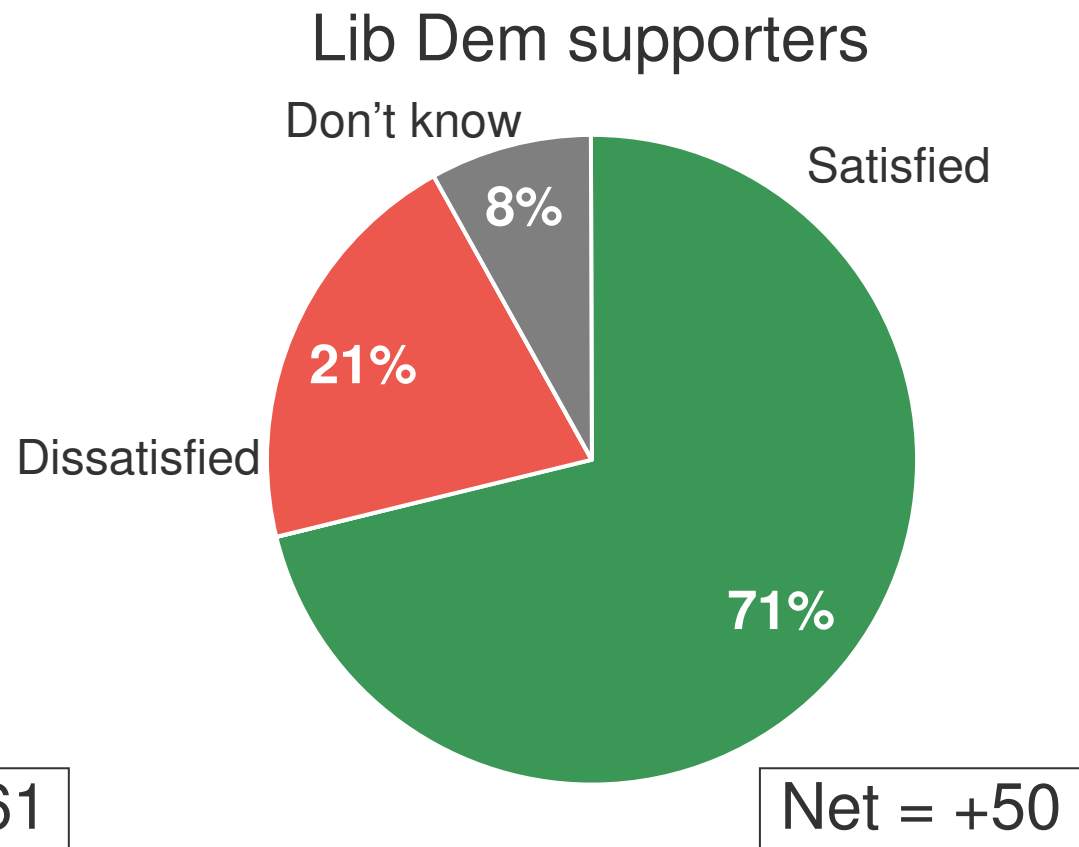
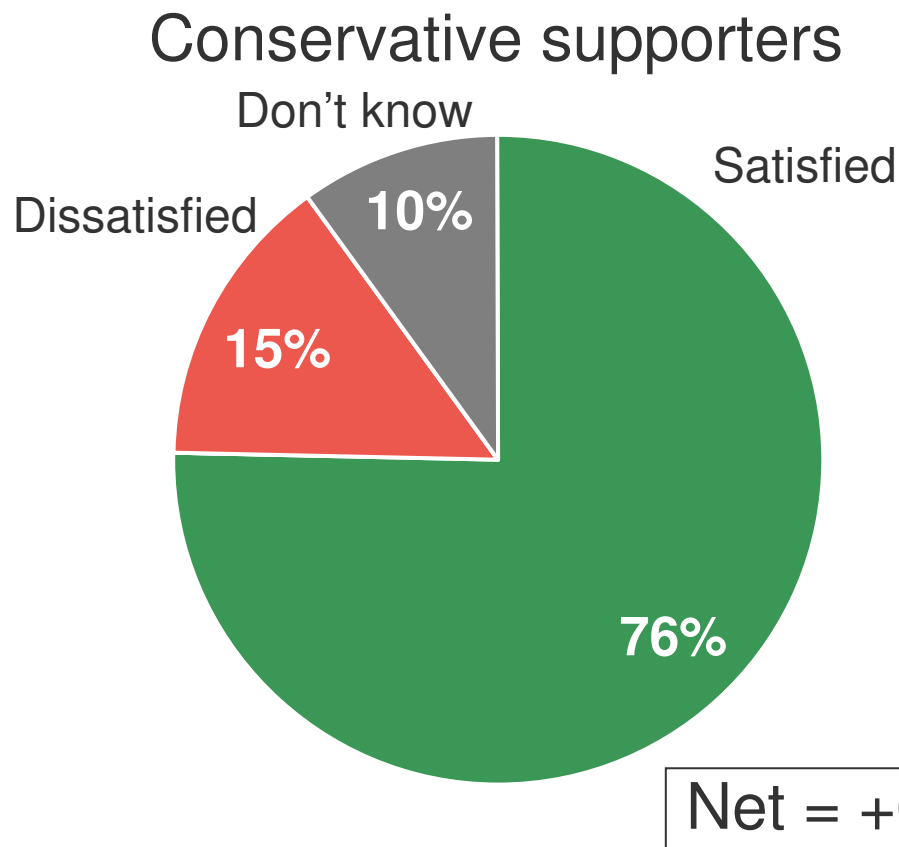
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Clegg remains more popular among Tories than Lib Dems

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

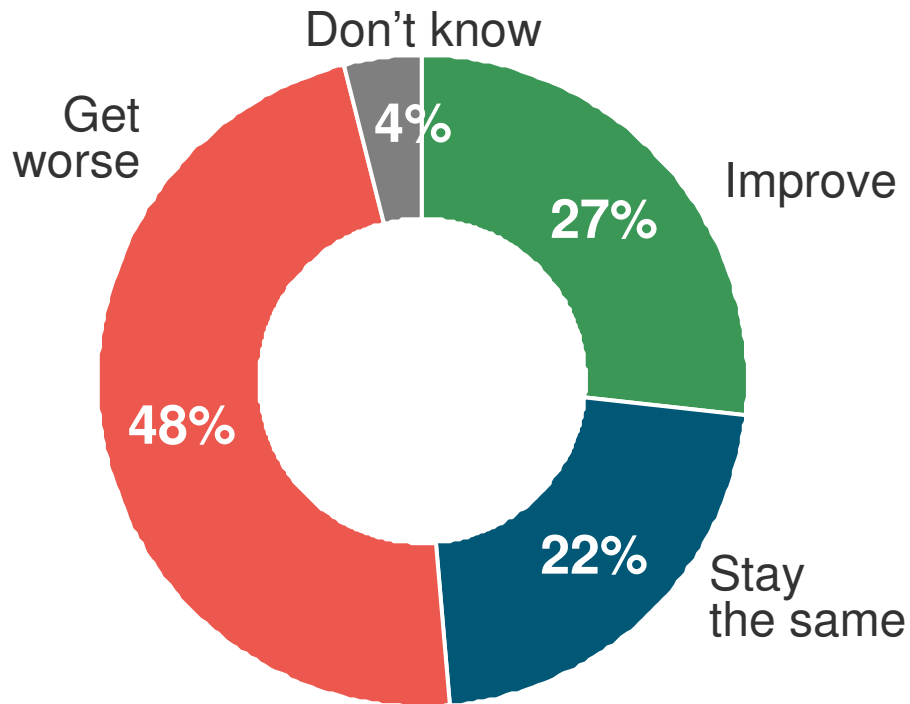


The economy

Economic Optimism Index

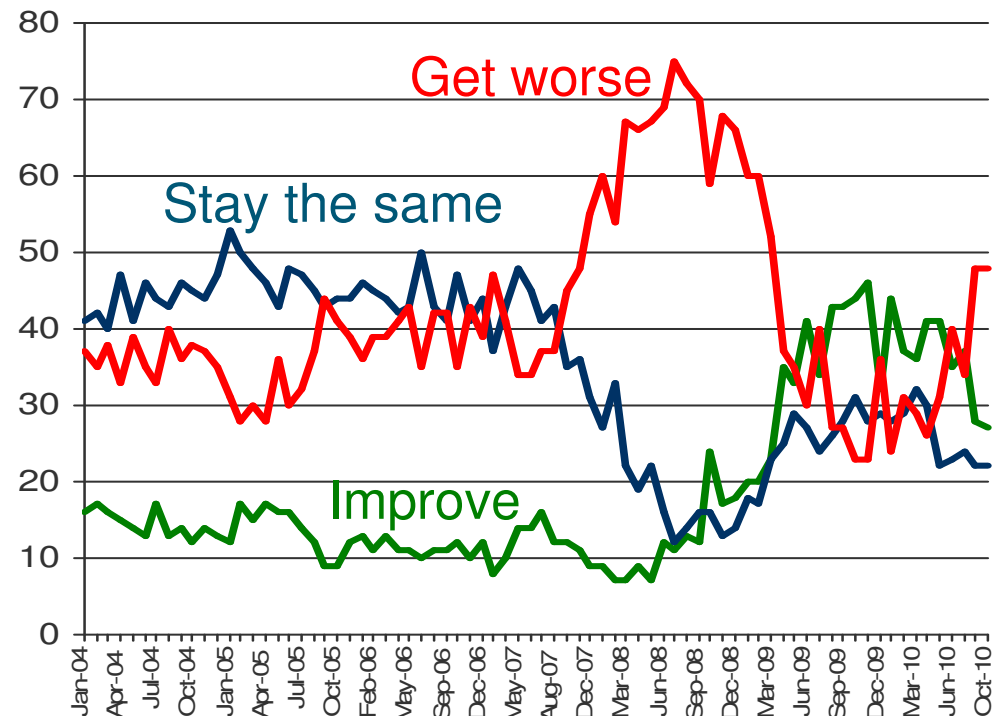
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

October 2010



EOI = -21%

January 2004 – October 2010



Base: 1,009 British adults 18+, 15th - 17th October 2010

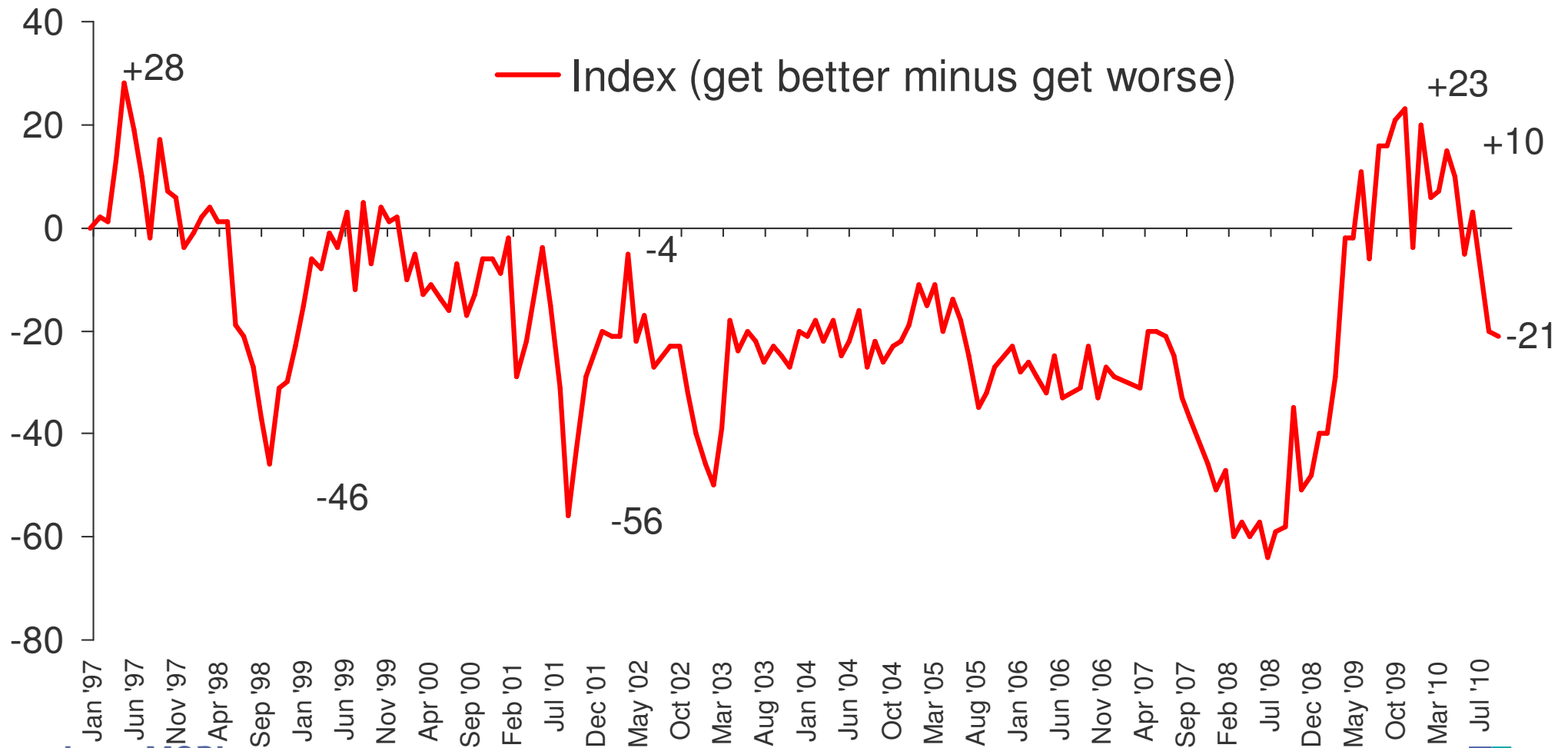
Ipsos MORI

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?



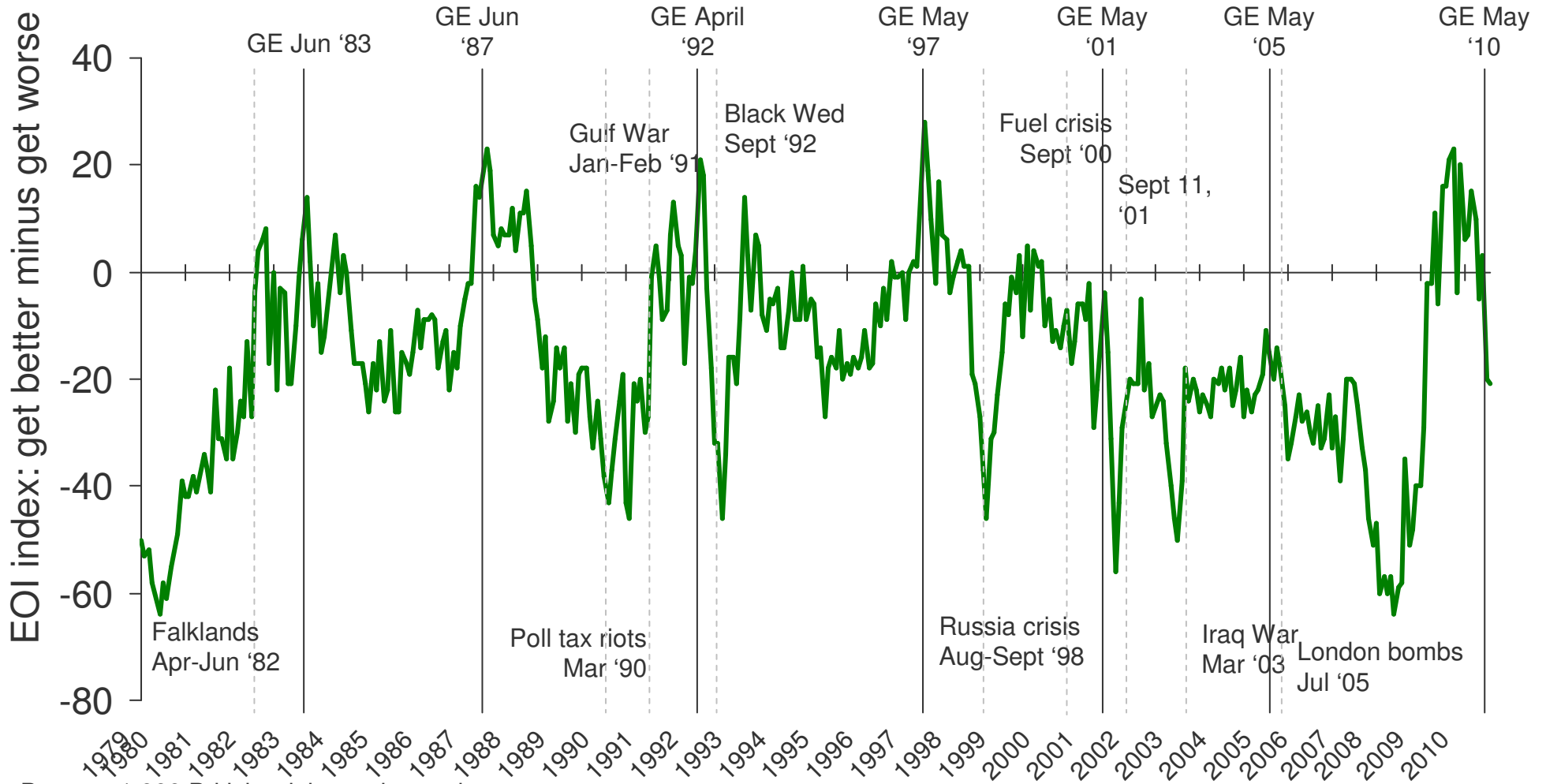
Ipsos MORI

Base: c. 1,000 British adults each month;

Source: Reuters/Ipsos MORI Political Monitor 

Economic Optimism since 1979

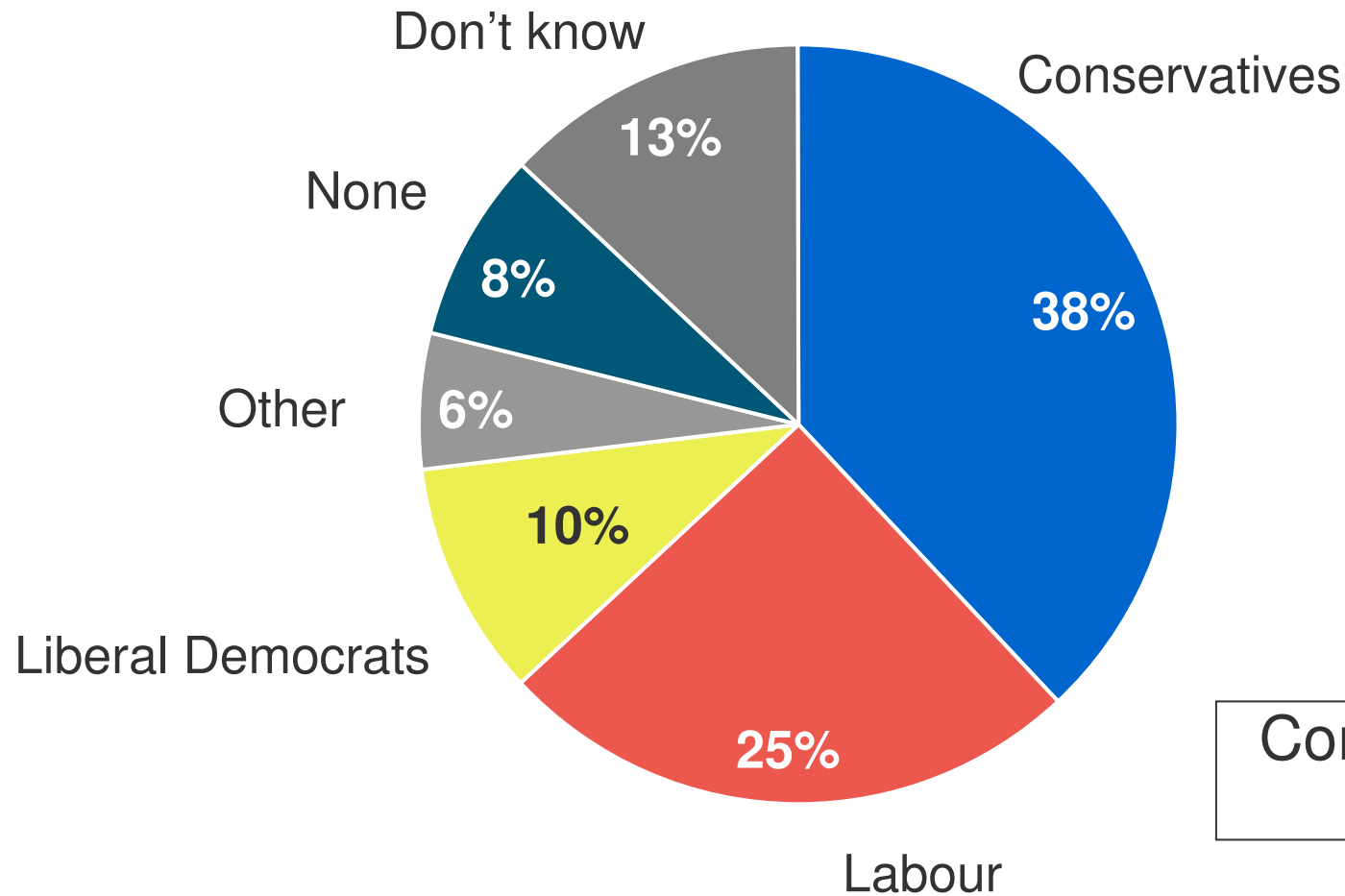
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c. 1,000 British adults each month

Best party on the economy

Which party do you think has the best policies on the economy, the Conservatives, Labour, Liberal Democrats or some other party?



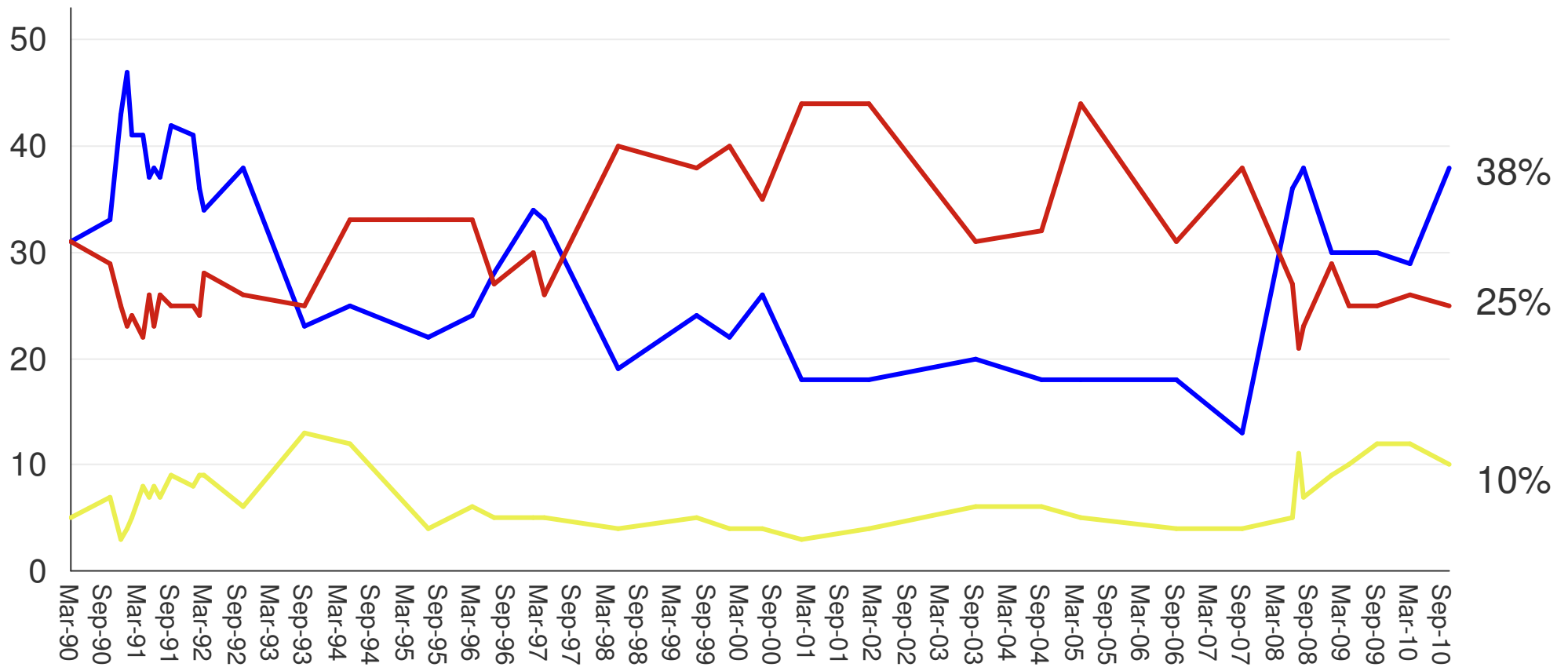
Base: 1,004 British adults 18+, 15th - 17th October 2010
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Best party on the economy - trend

Which party do you think has the best policies on the economy, the Conservatives, Labour, Liberal Democrats or some other party?



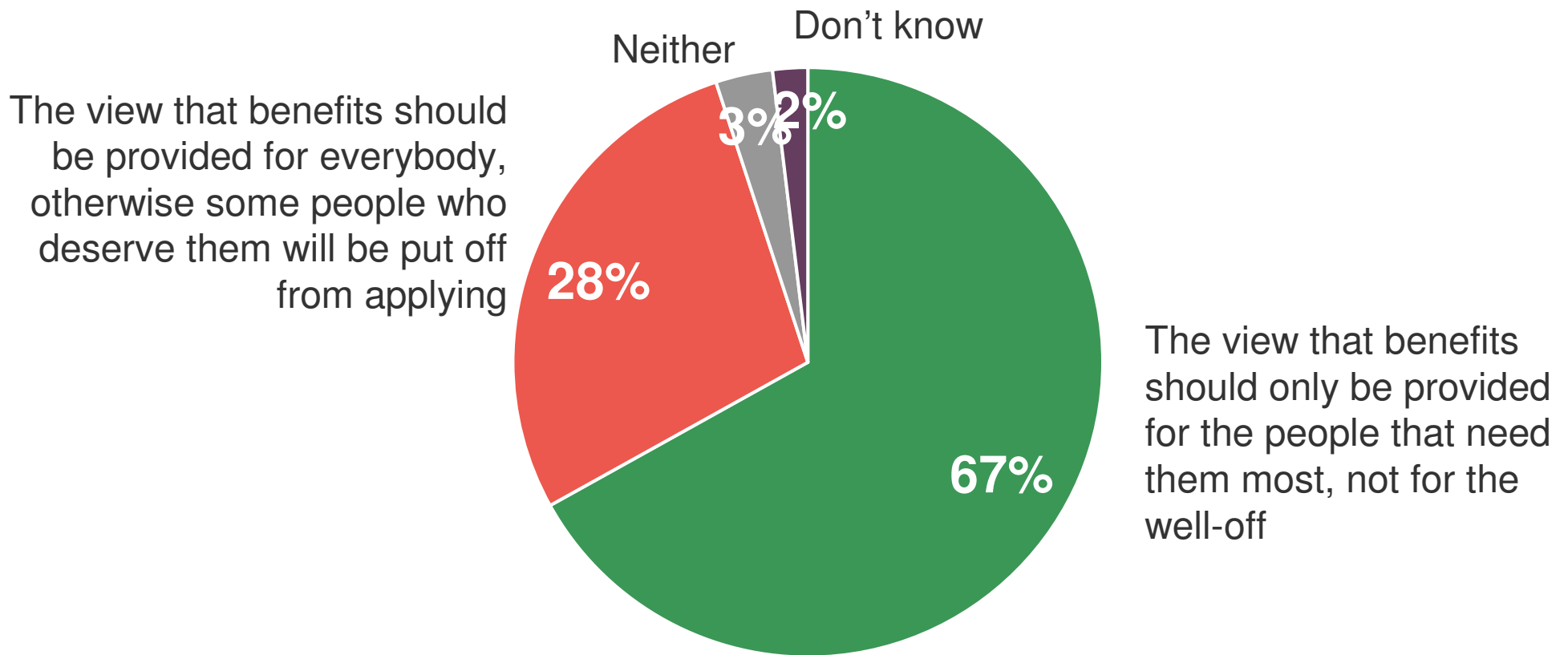
Base: c. 1,000 British adults each month
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Universal benefits

Some people say that benefits should only be provided for the people that need them most, not for the well-off. Other people say that benefits should be provided for everybody, otherwise some people who deserve them will be put off from applying. Which do you agree with most?



Base: 1,009 British adults 18+, 15th - 17th October 2010

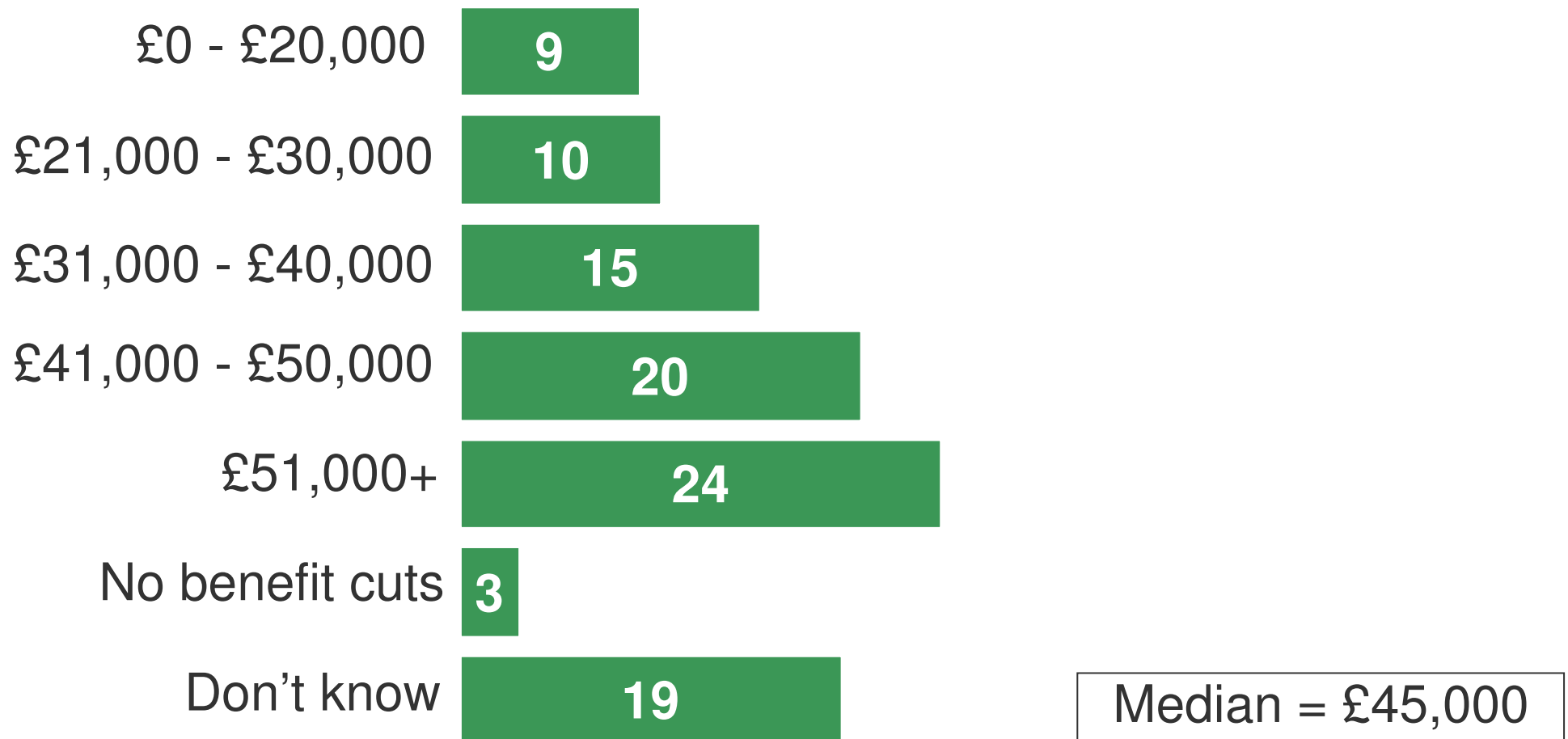
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



Who should not be able to claim benefits?

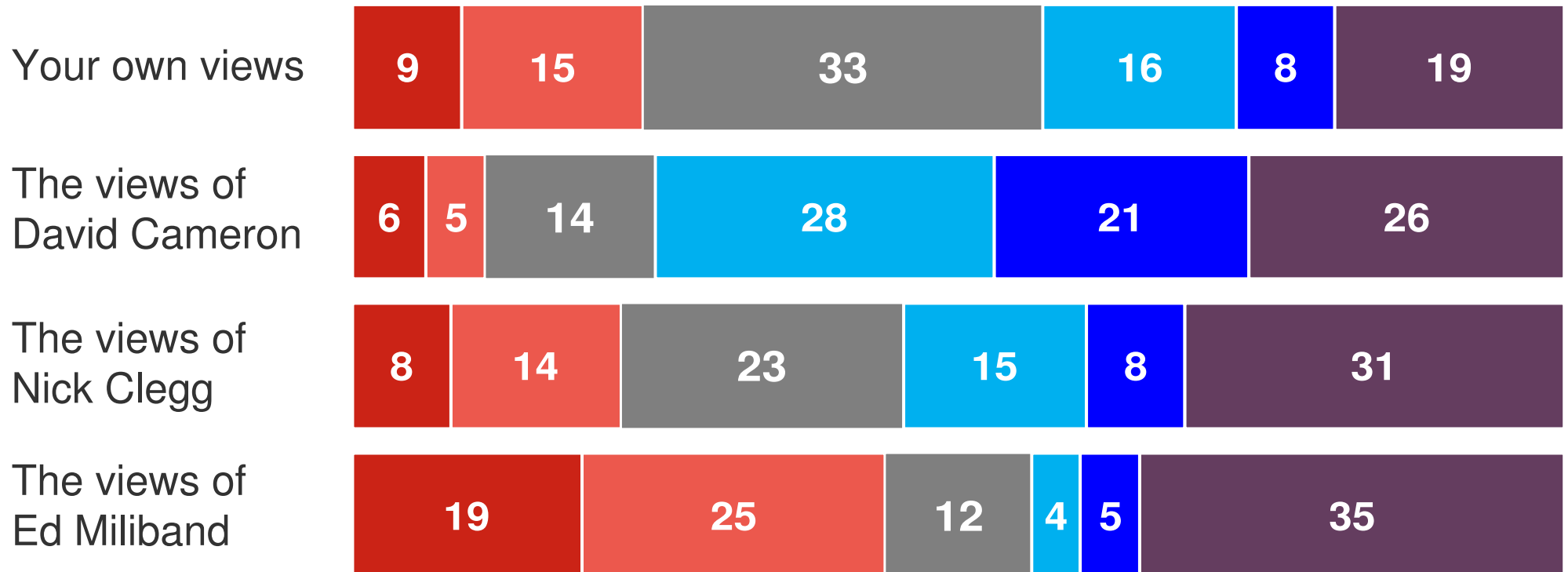
If the government were to stop paying benefits to the well-off, what would you say is the level of household income above which people should not be able to claim benefits?



Political alignment

Some people describe their political views as being left wing or right wing. How would you describe your own views, would you say they are...? And how would you describe..?

■ % Right wing ■ % Right of centre ■ % Centre ■ % Left of centre ■ % Left wing ■ % Don't Know



Base: 1,009 British adults 18+, 15th - 17th October 2010

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

