



Political Monitor Trends

January 2010

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Ipsos MORI

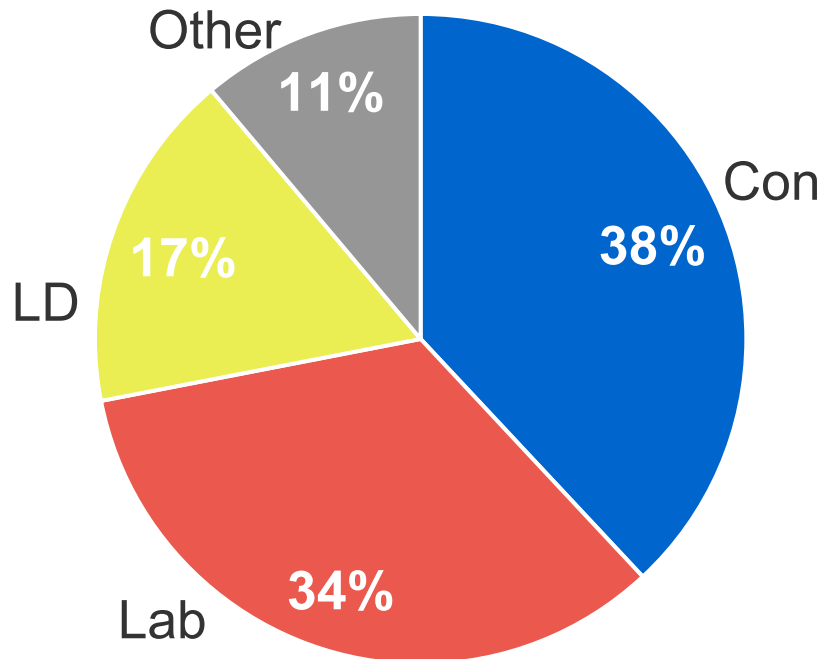


Voting Intentions

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

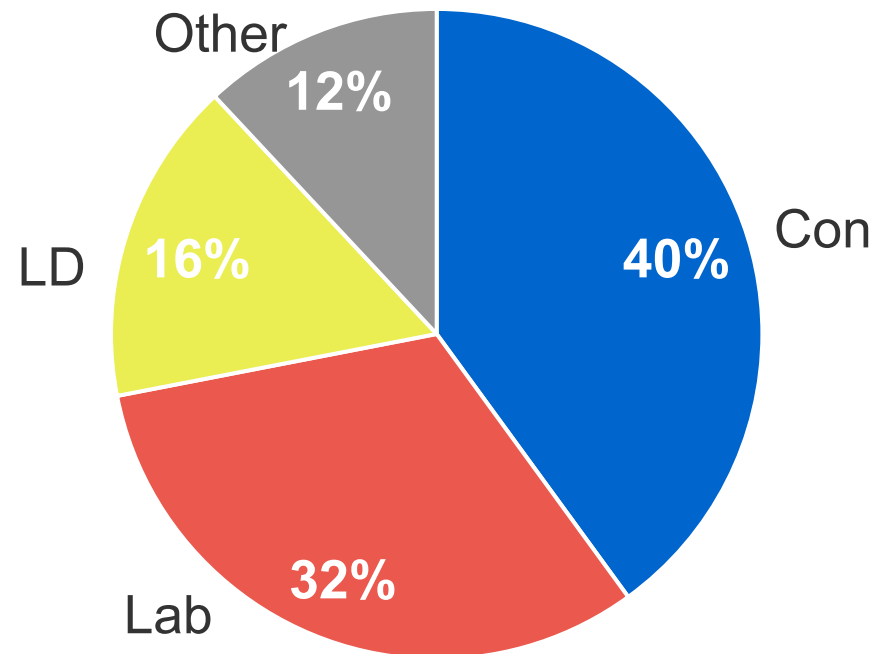
How would you vote if there were a General Election tomorrow?

All giving a voting intention (78%)



Conservative lead = +4

All certain to vote (52%)



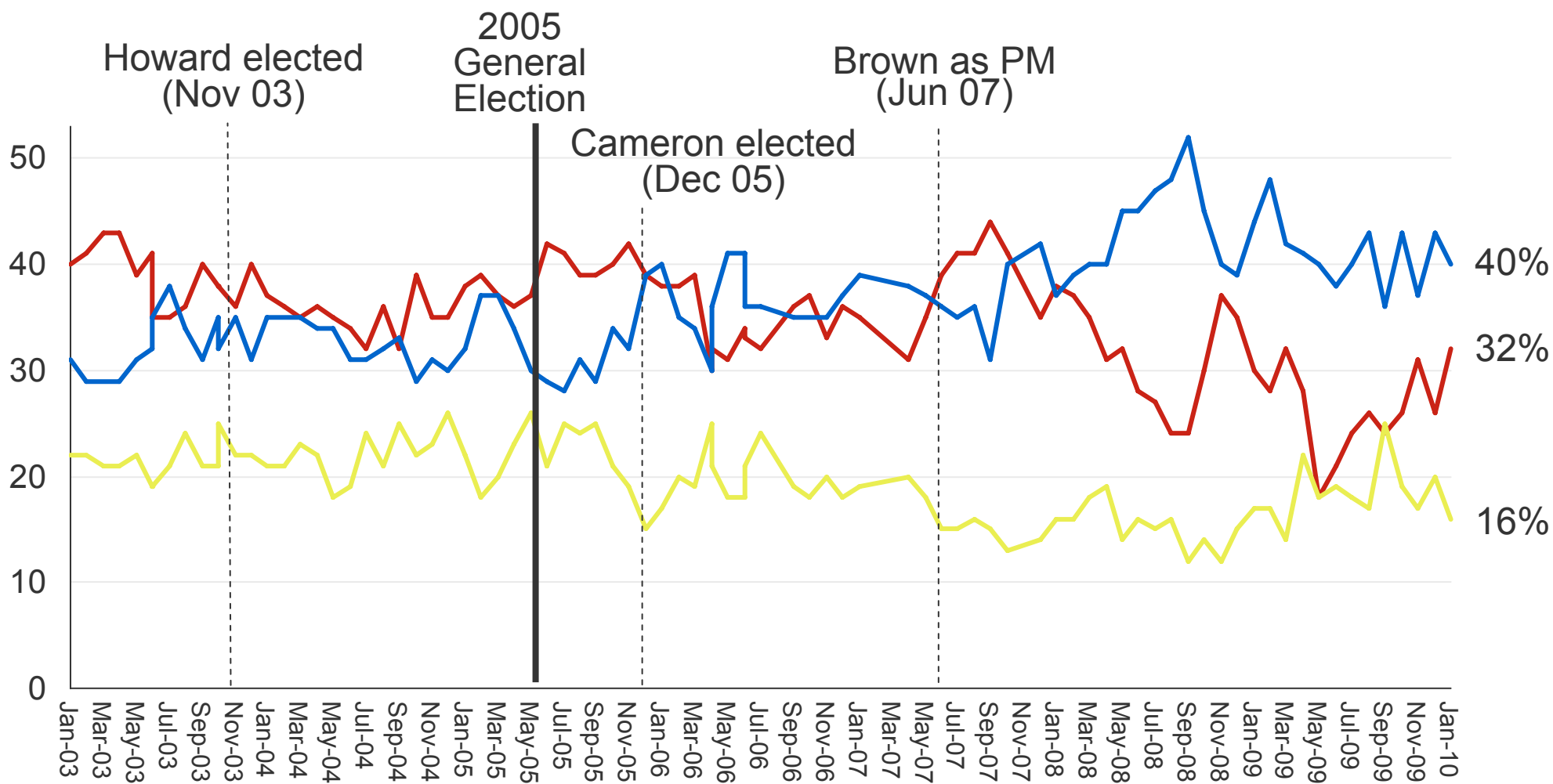
Conservative lead = +8

Base: All giving a voting intention = 777 unweighted, All certain to vote = 519 unweighted; data collected among 1,001 British adults 18+, 26th-28th January 2010

Source: Ipsos MORI Political Monitor

Voting Intentions Jan 03 – January 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
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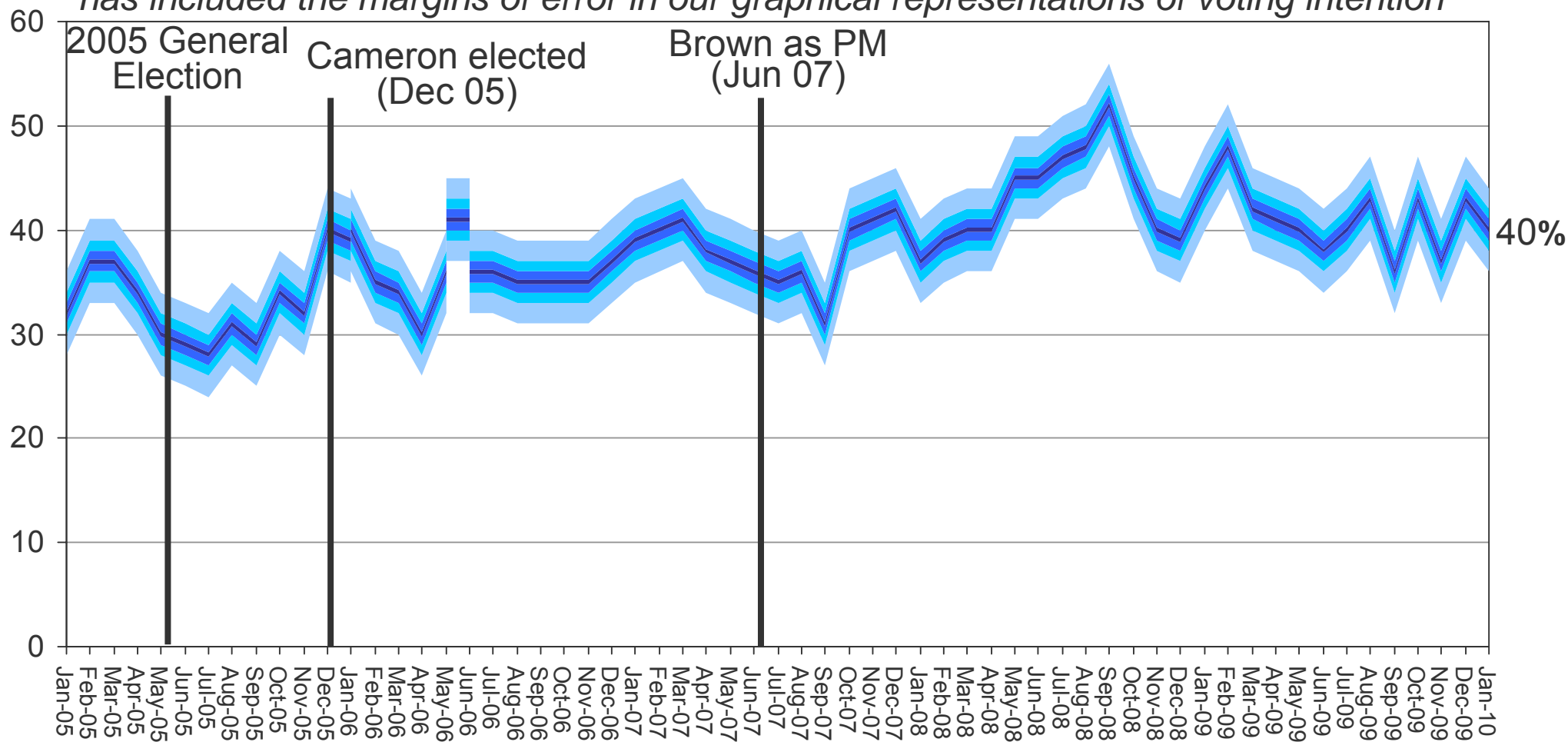
Source: Ipsos MORI Political Monitor



Conservative vote share including margins of error

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

In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention



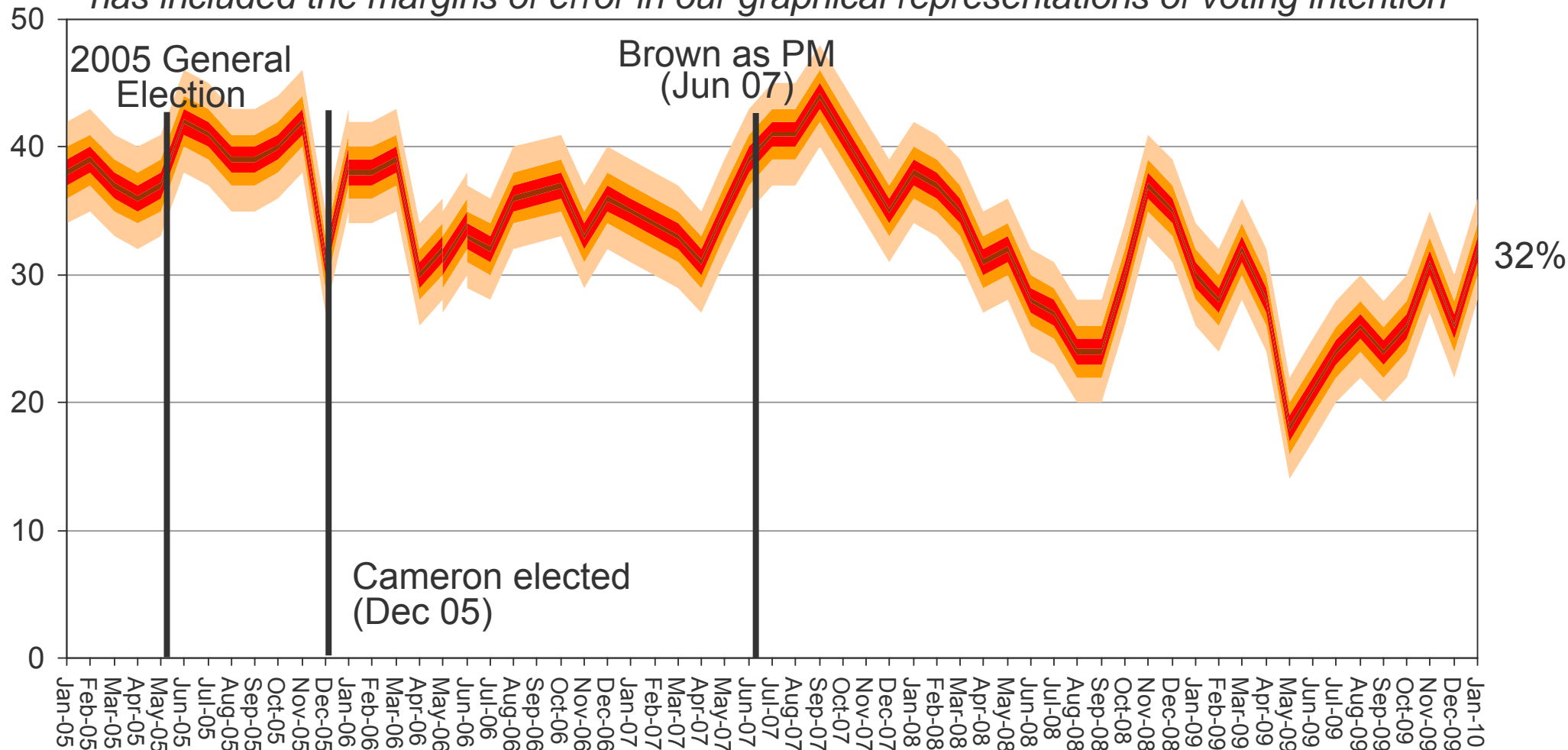
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Labour vote share including margins of error

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

In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention

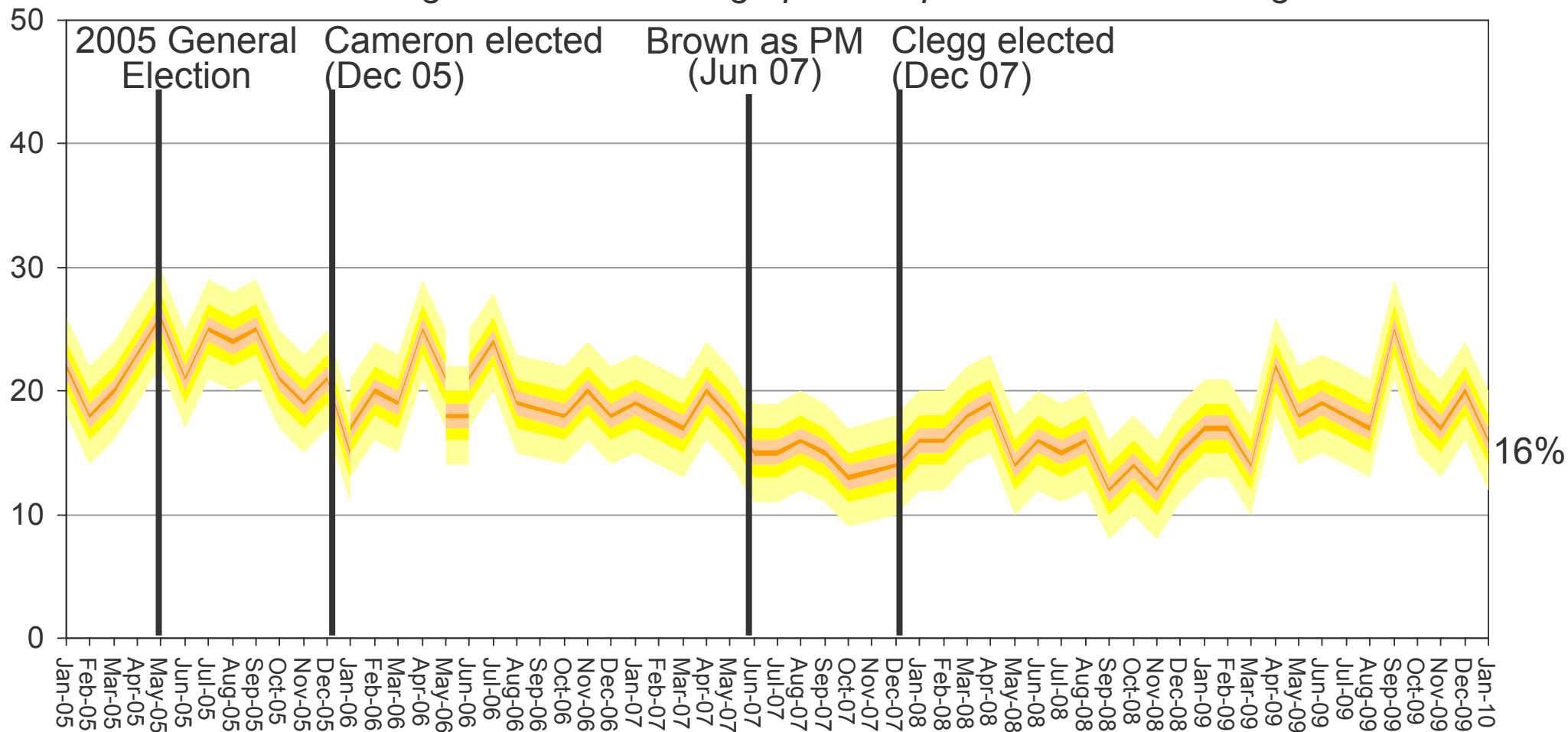


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Liberal Democrat vote share including margins of error

How would you vote if there were a General Election tomorrow?
In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention

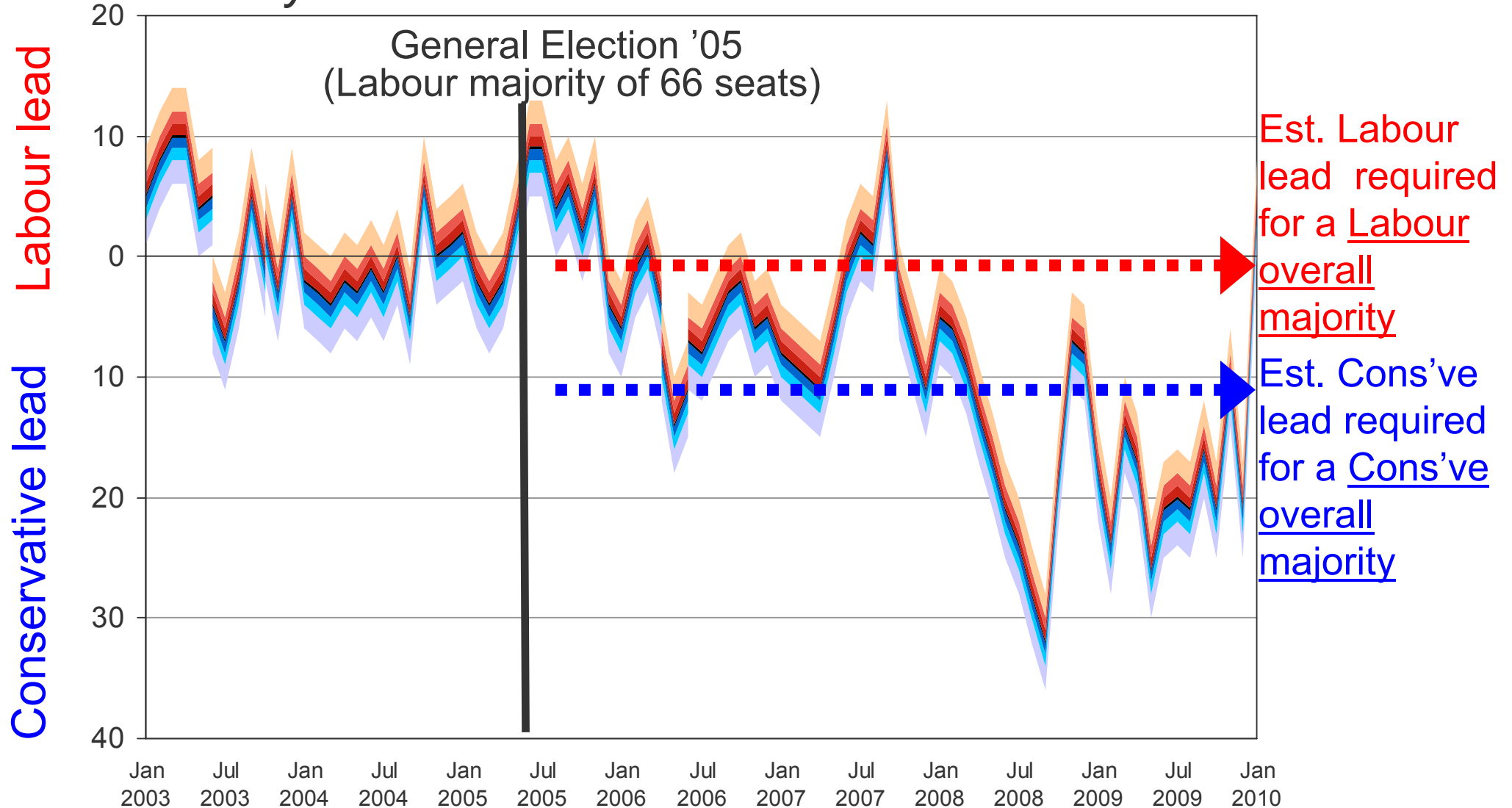


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Leads and error margins

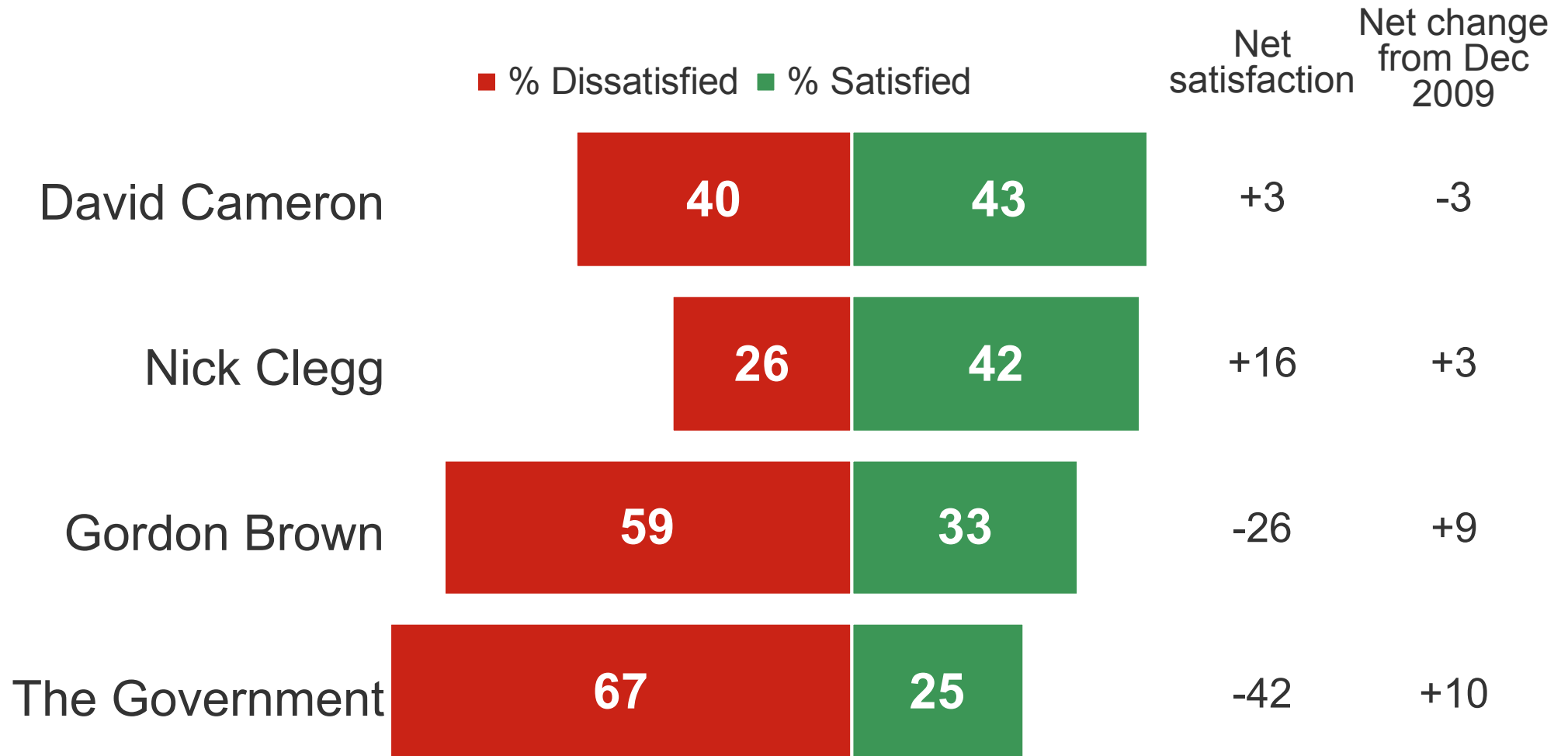
How would you vote if there were a General Election tomorrow?



Satisfaction

Satisfaction with leaders and the Government

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



Base: 1,001 British adults 18+, 26th-28th January 2010

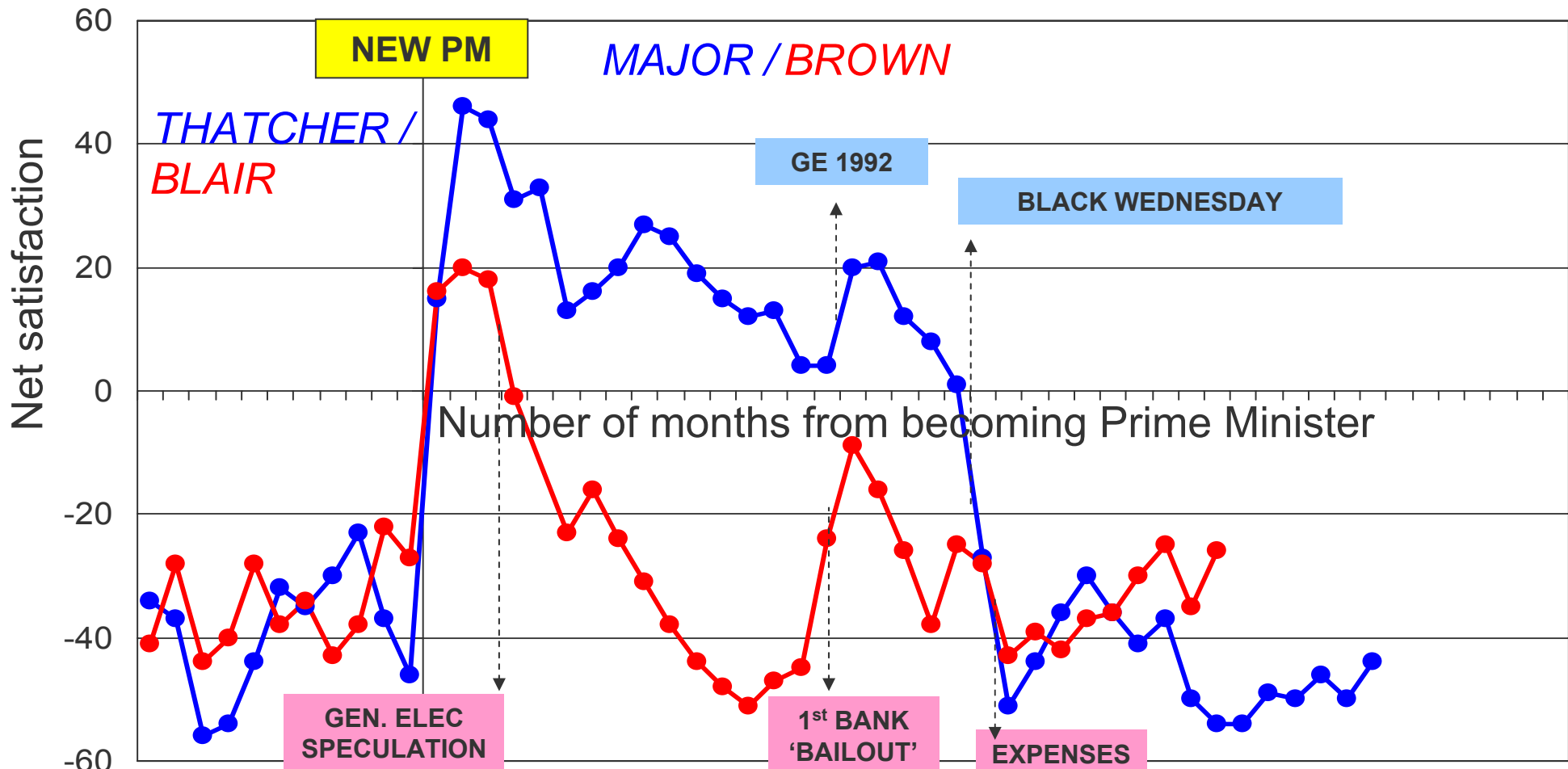
Ipsos MORI

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers: Thatcher/Major vs. Blair/Brown

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

Ipsos MORI

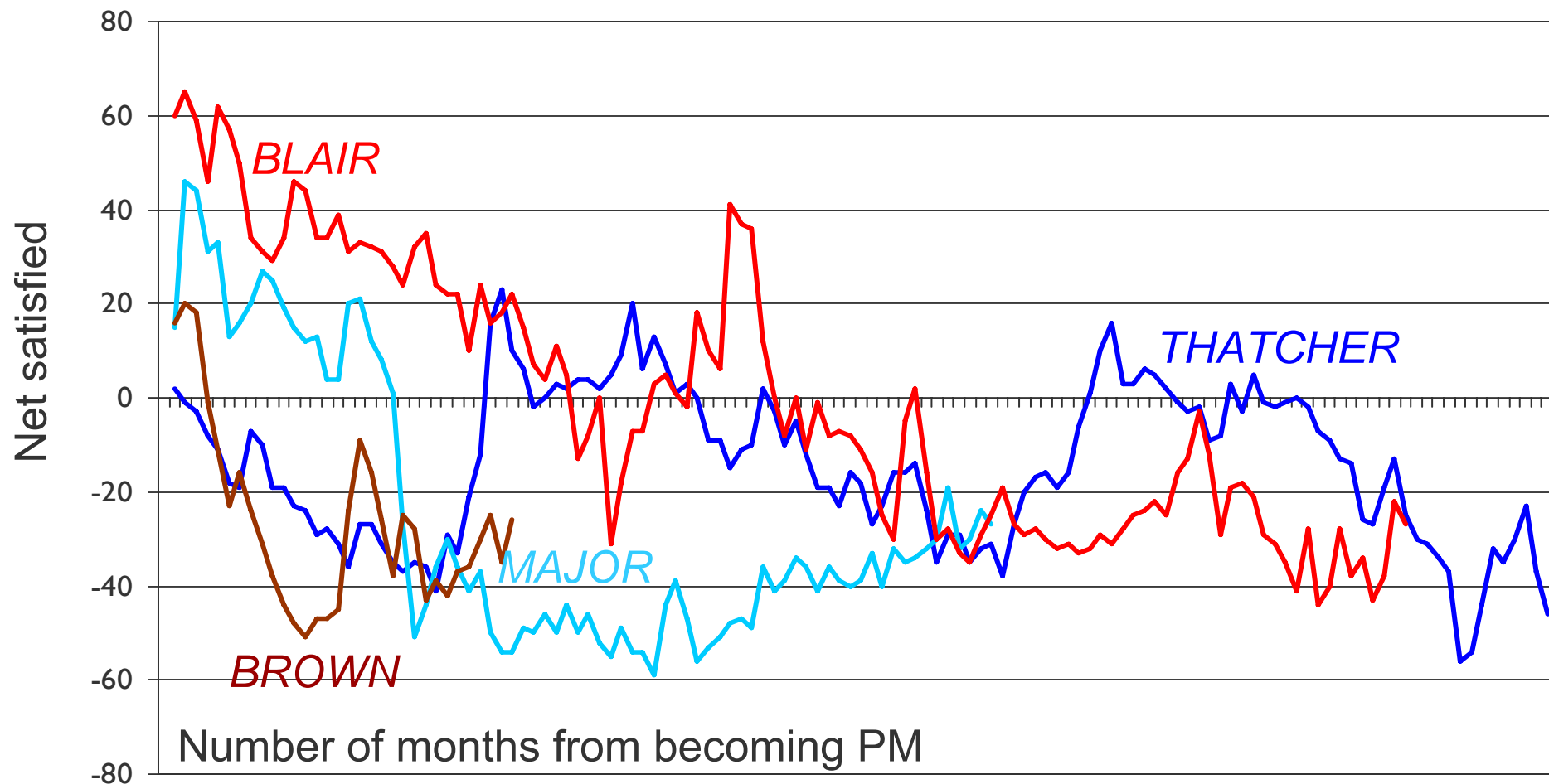
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers (1979–2010)

How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?



Base: c.1,000 British adults interviewed 3rd week of the month

Ipsos MORI

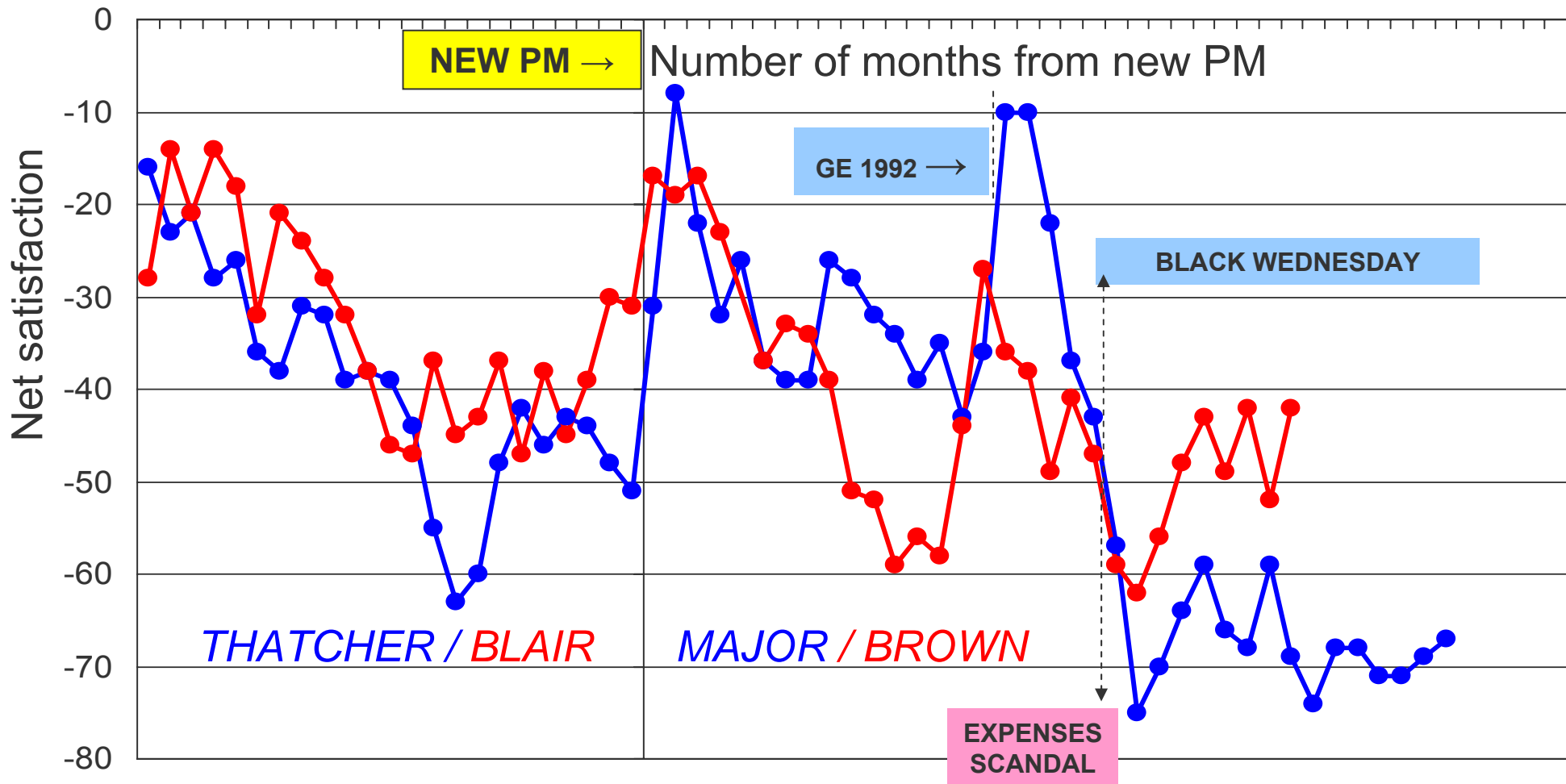
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with Governments: Thatcher/Major vs. Blair/Brown

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

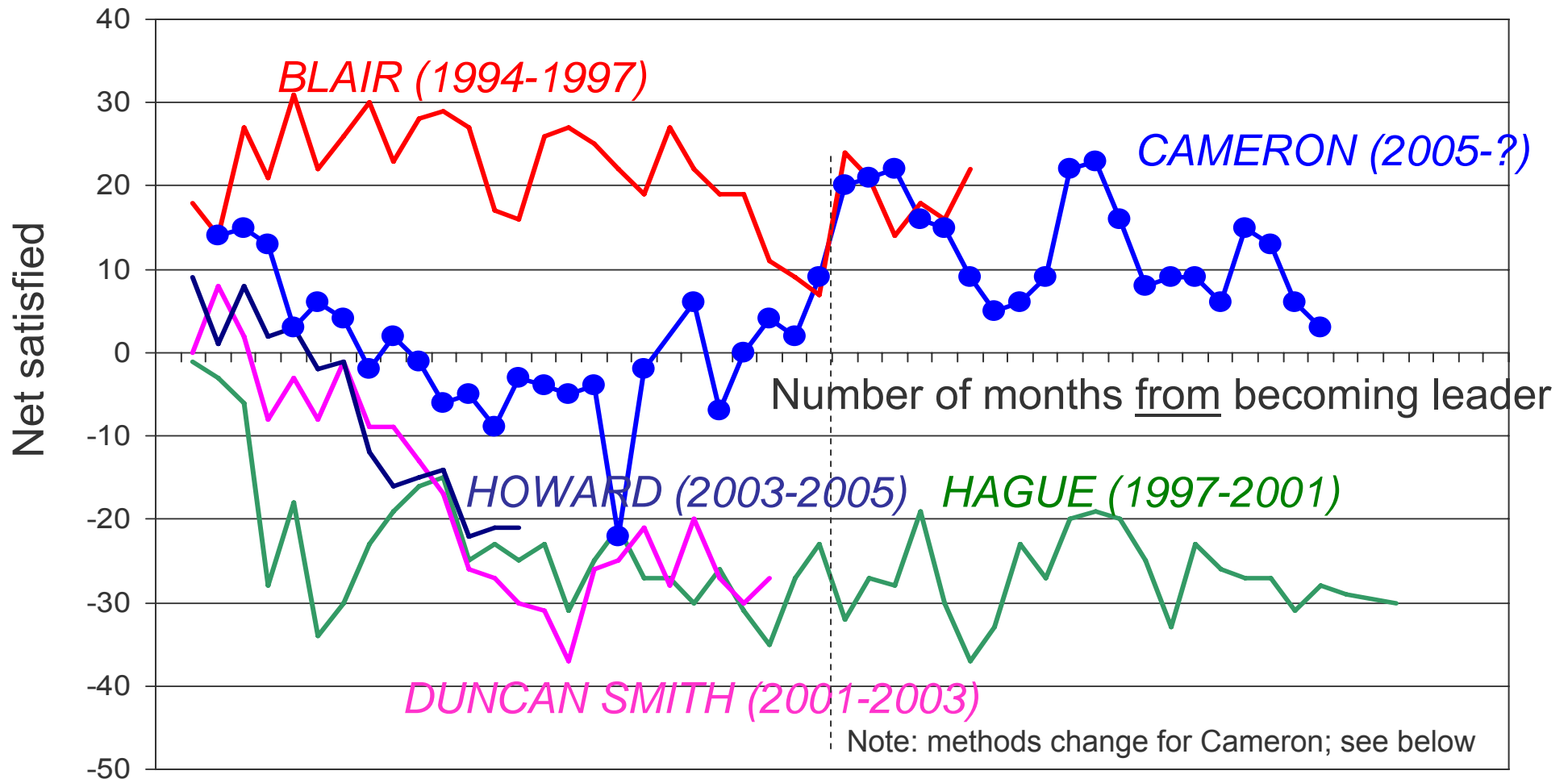
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with Opposition Leaders (1994 – 2009)

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



Base: c.1,000 British adults interviewed 3rd week of the 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

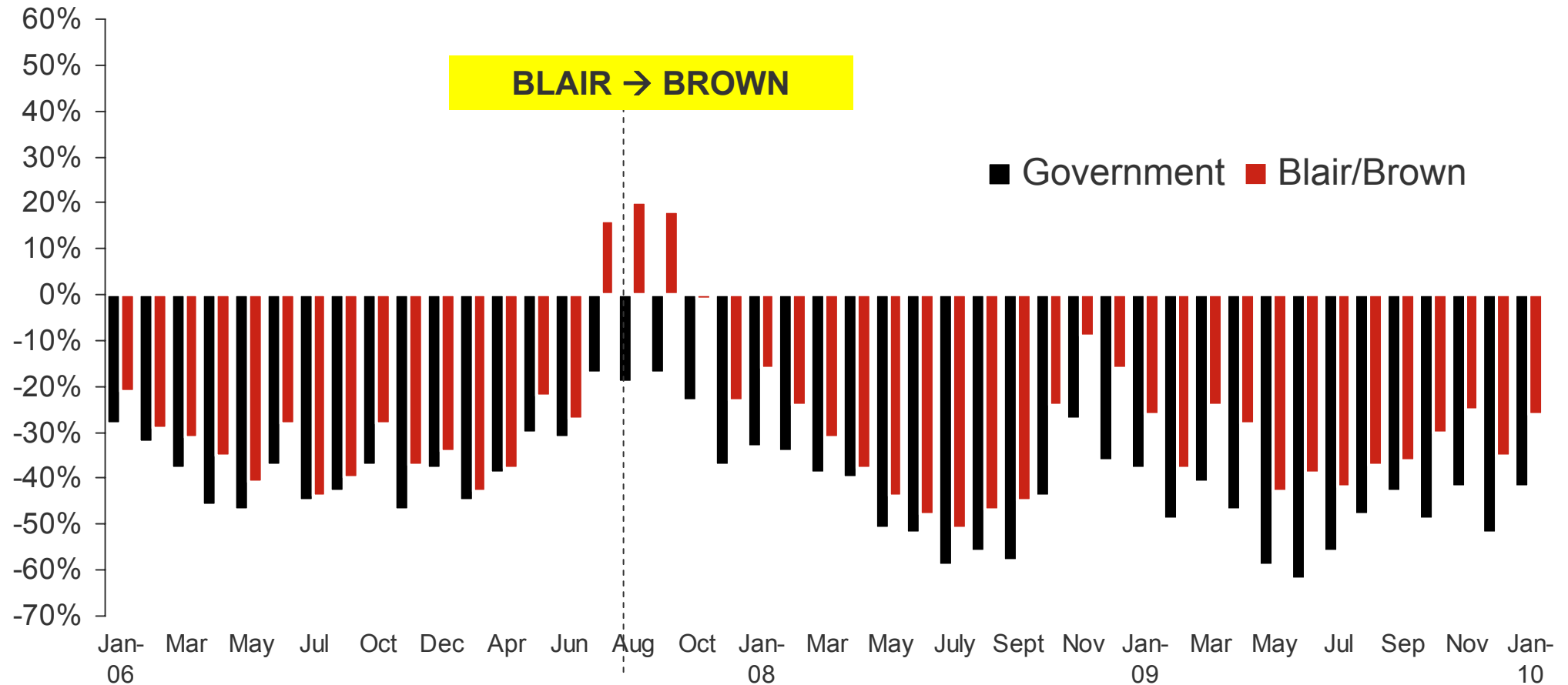
Source: Ipsos MORI Political Monitor



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

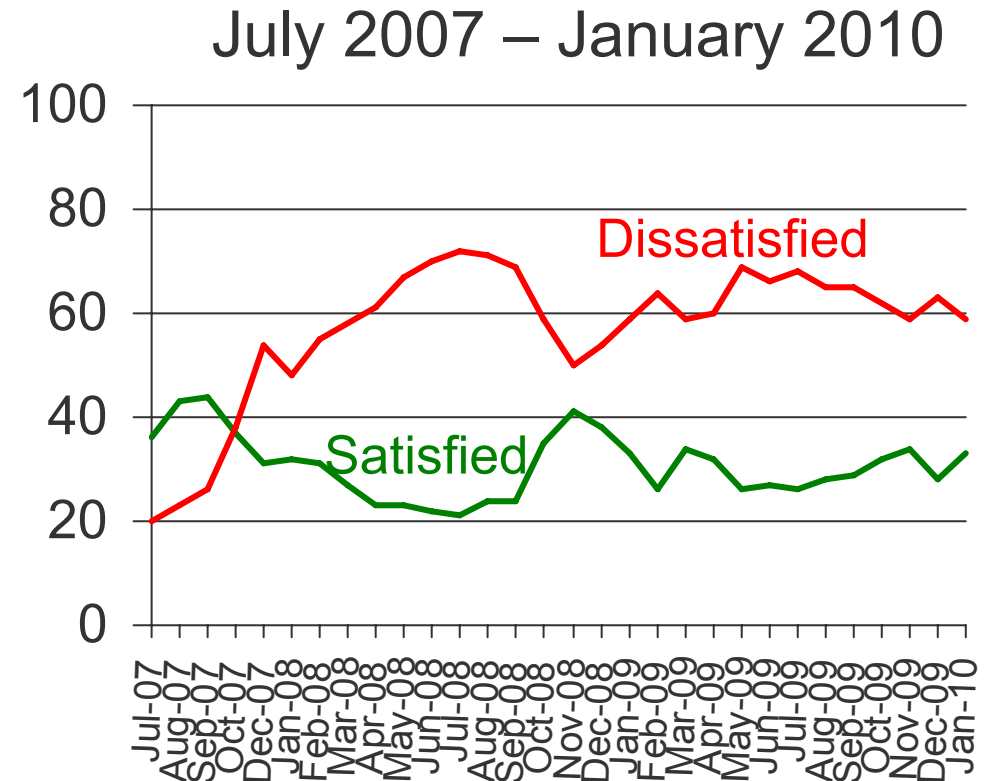
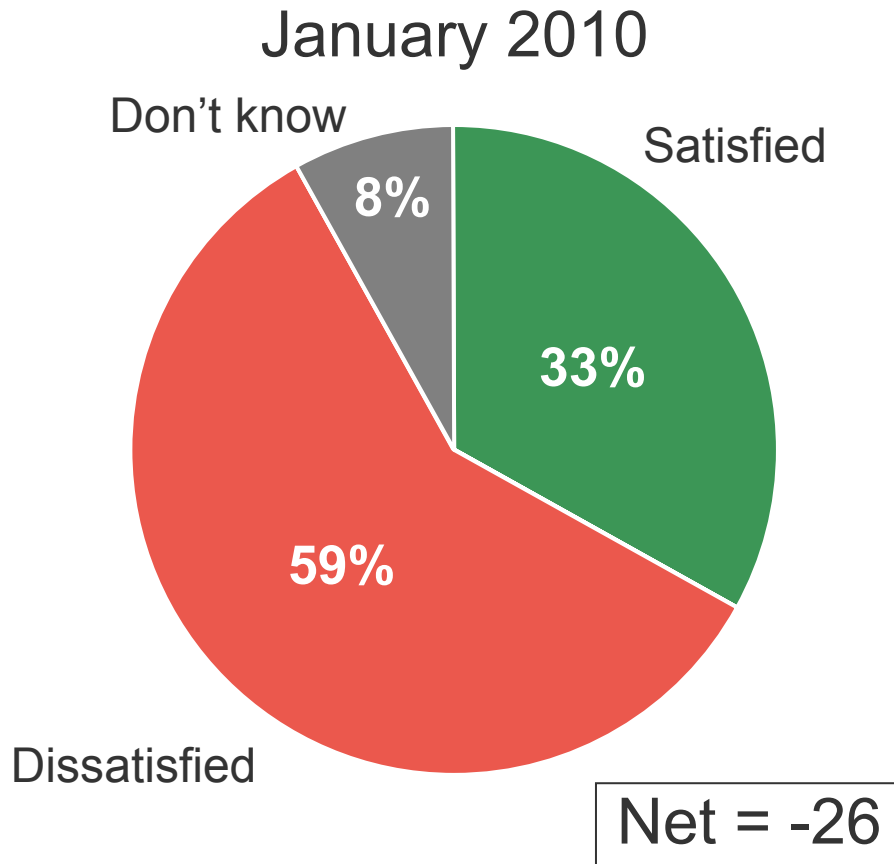
Source: Ipsos MORI Political Monitor

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



Gordon Brown (satisfaction)

Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?



Base: 1,001 British adults 18+, 26th-28th January 2010

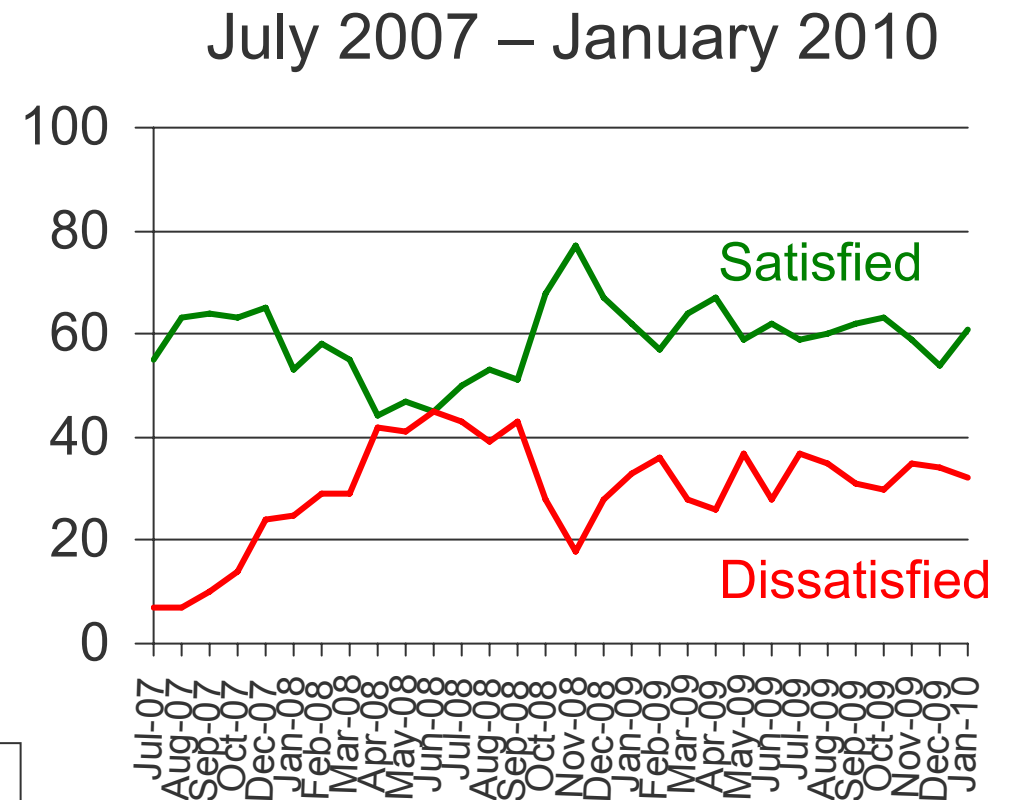
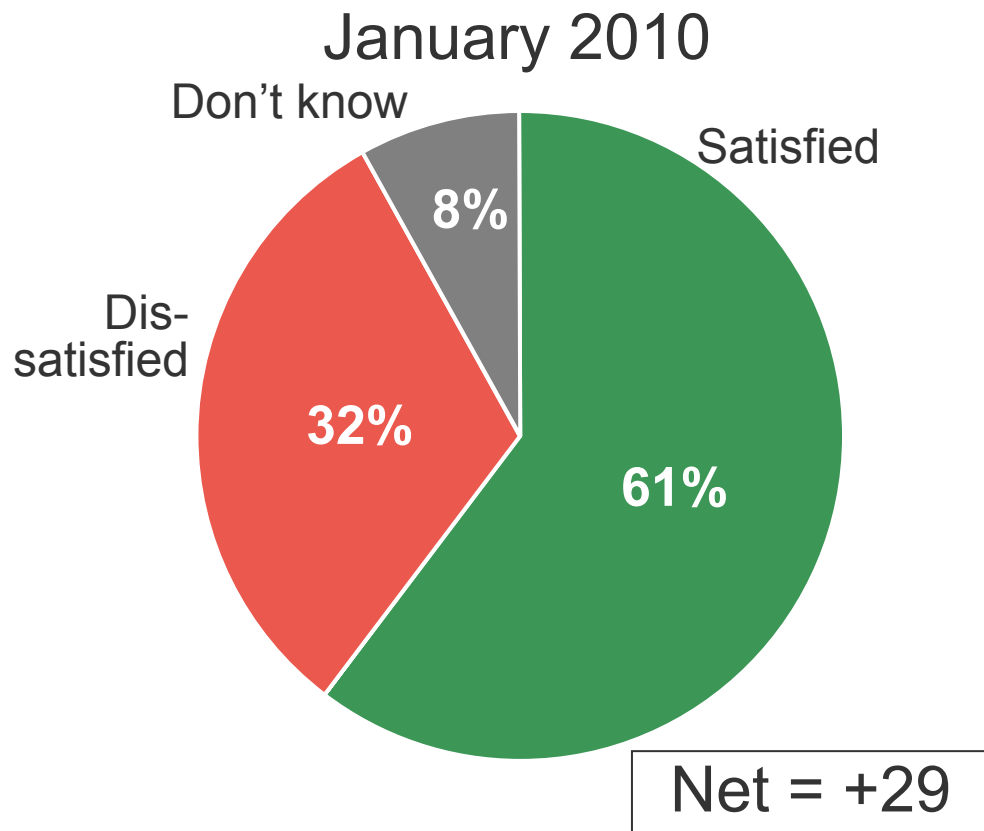
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Gordon Brown (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?



Base: 253 Labour supporters 18+, 26th-28th January 2010

Ipsos MORI

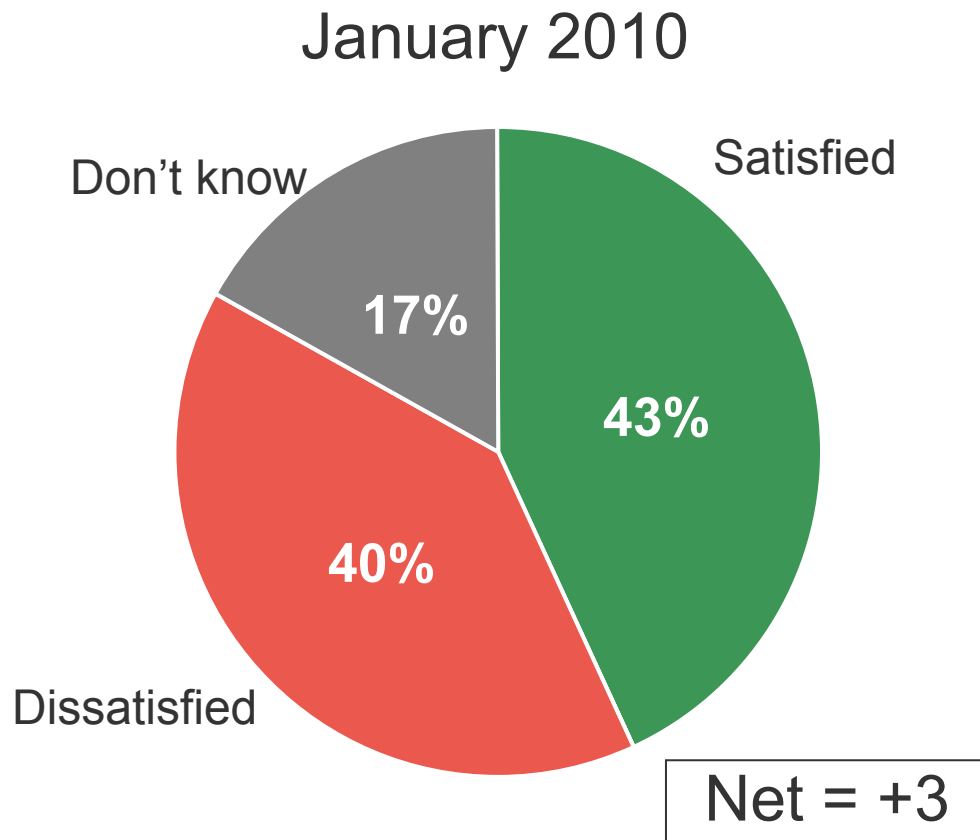
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

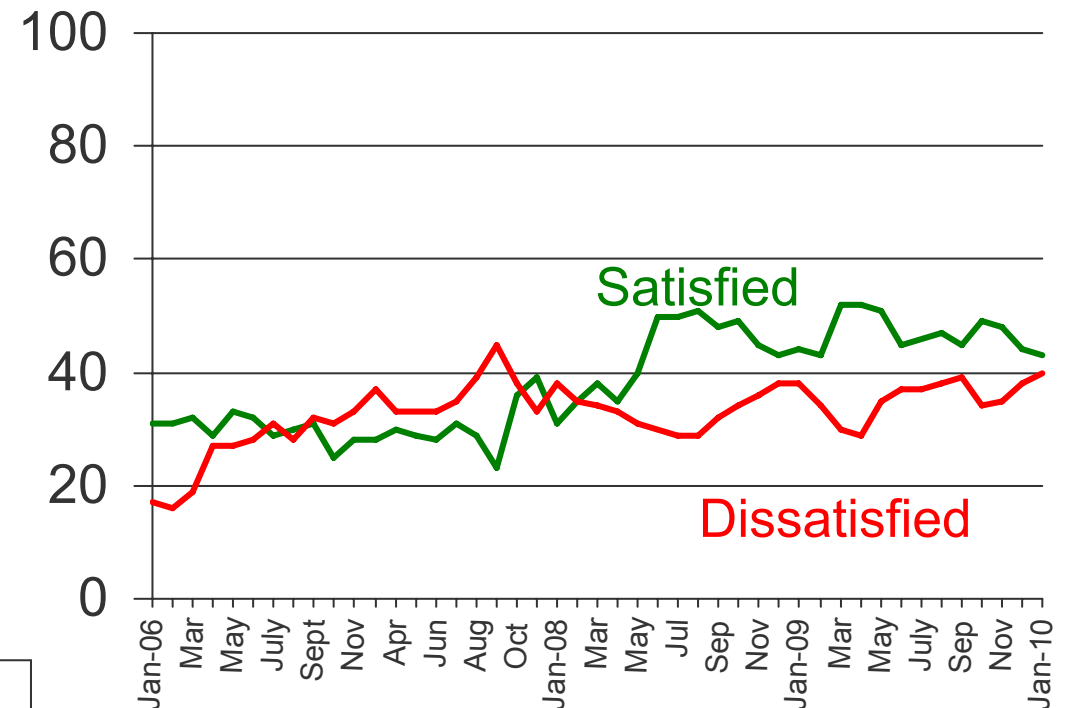


David Cameron (satisfaction)

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



January 2006 – January 2010



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

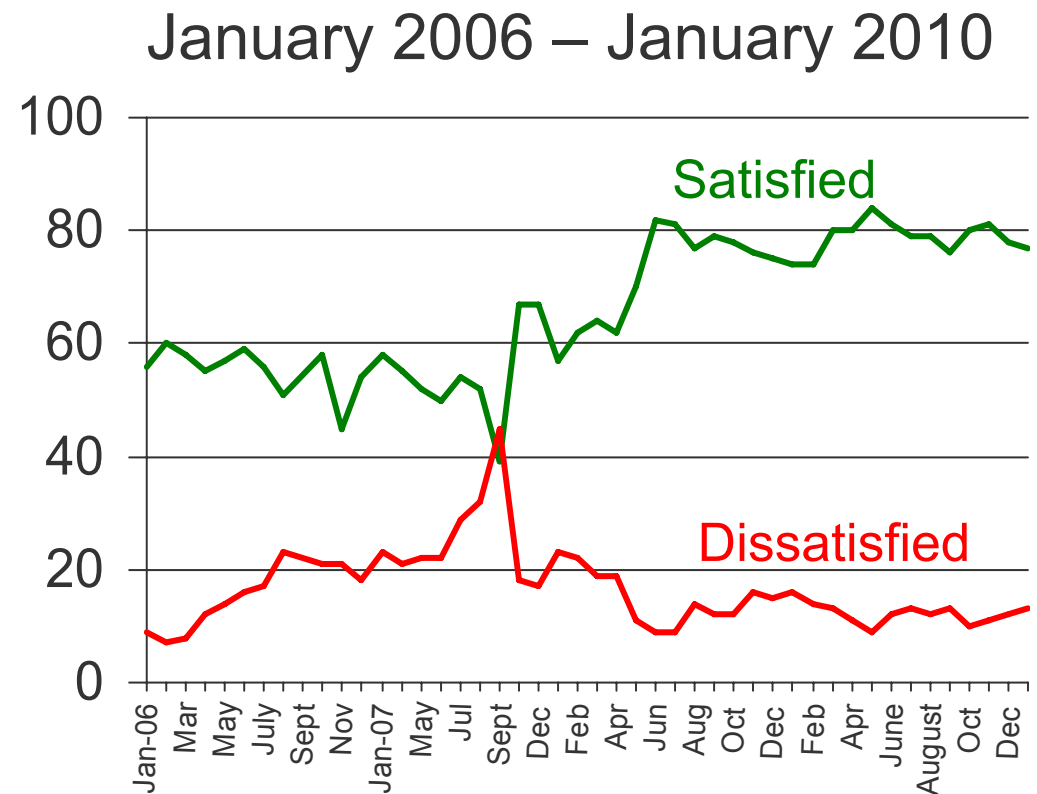
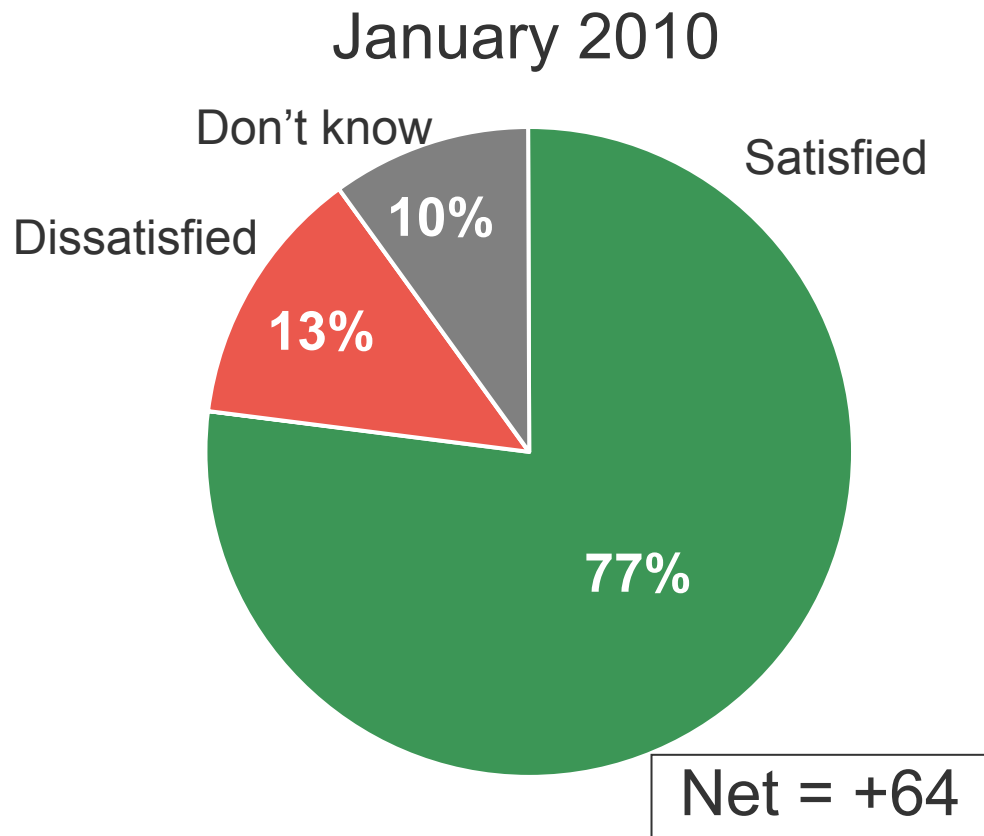
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: 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?



Base: 308 Conservative supporters 18+, 26th-28th January 2010

Ipsos MORI

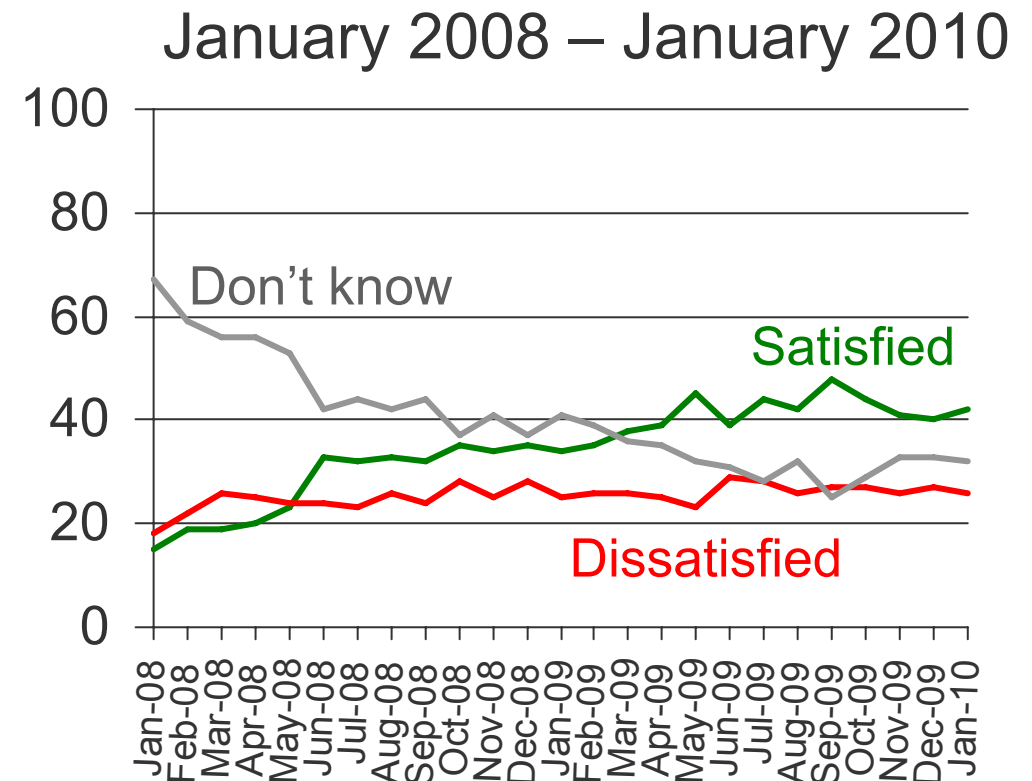
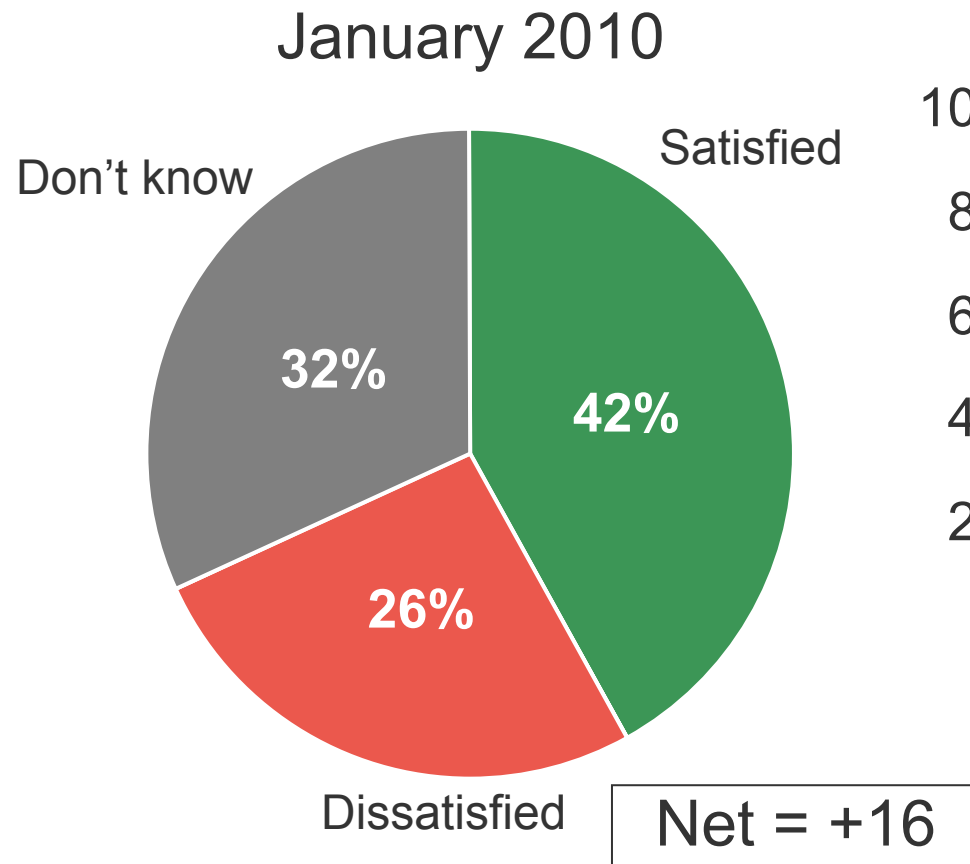
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: 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?



Base: 1,001 British adults 18+, 26th-28th January 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: Ipsos MORI Political Monitor

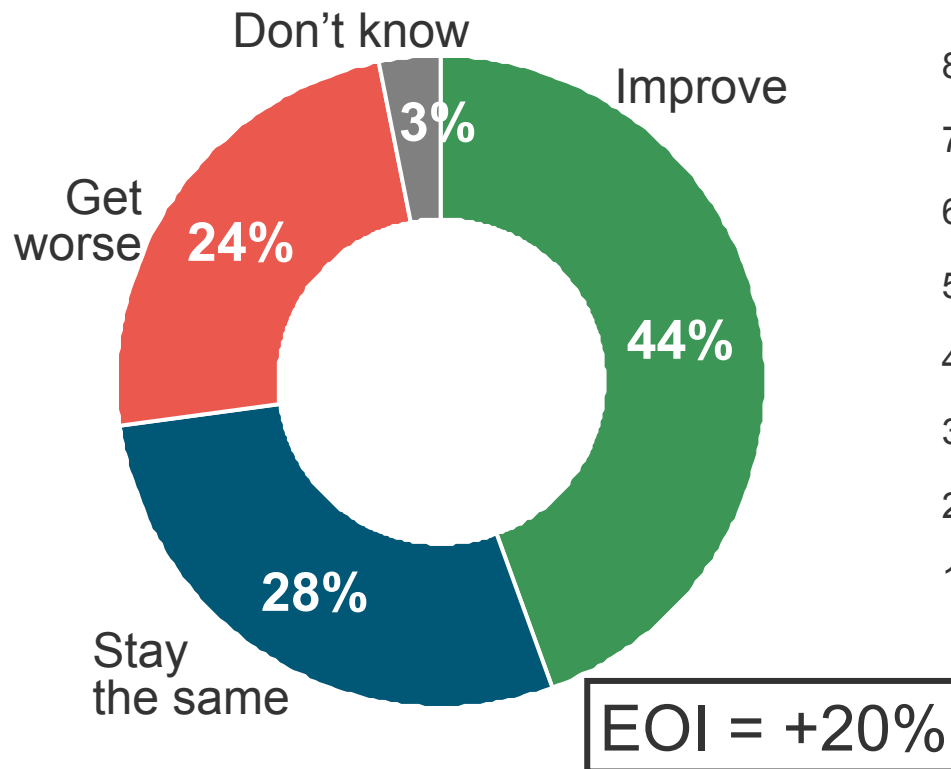


Economic Optimism

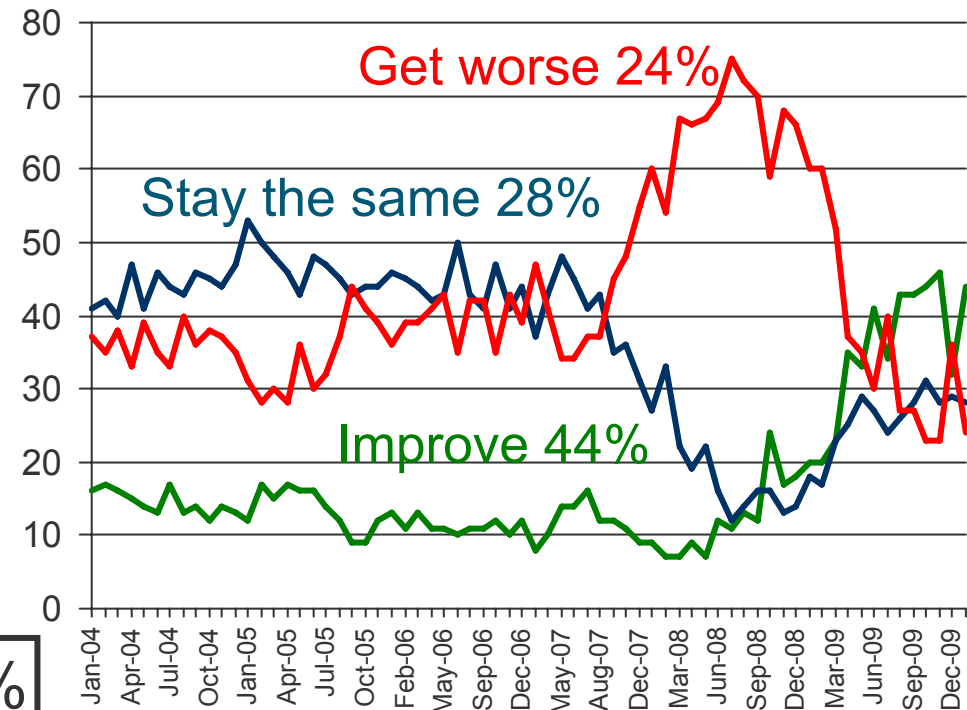
Economic Optimism Index

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 2010



January 2004 – January 2010



Base: 1,001 British adults 18+, 26th-28th January 2010

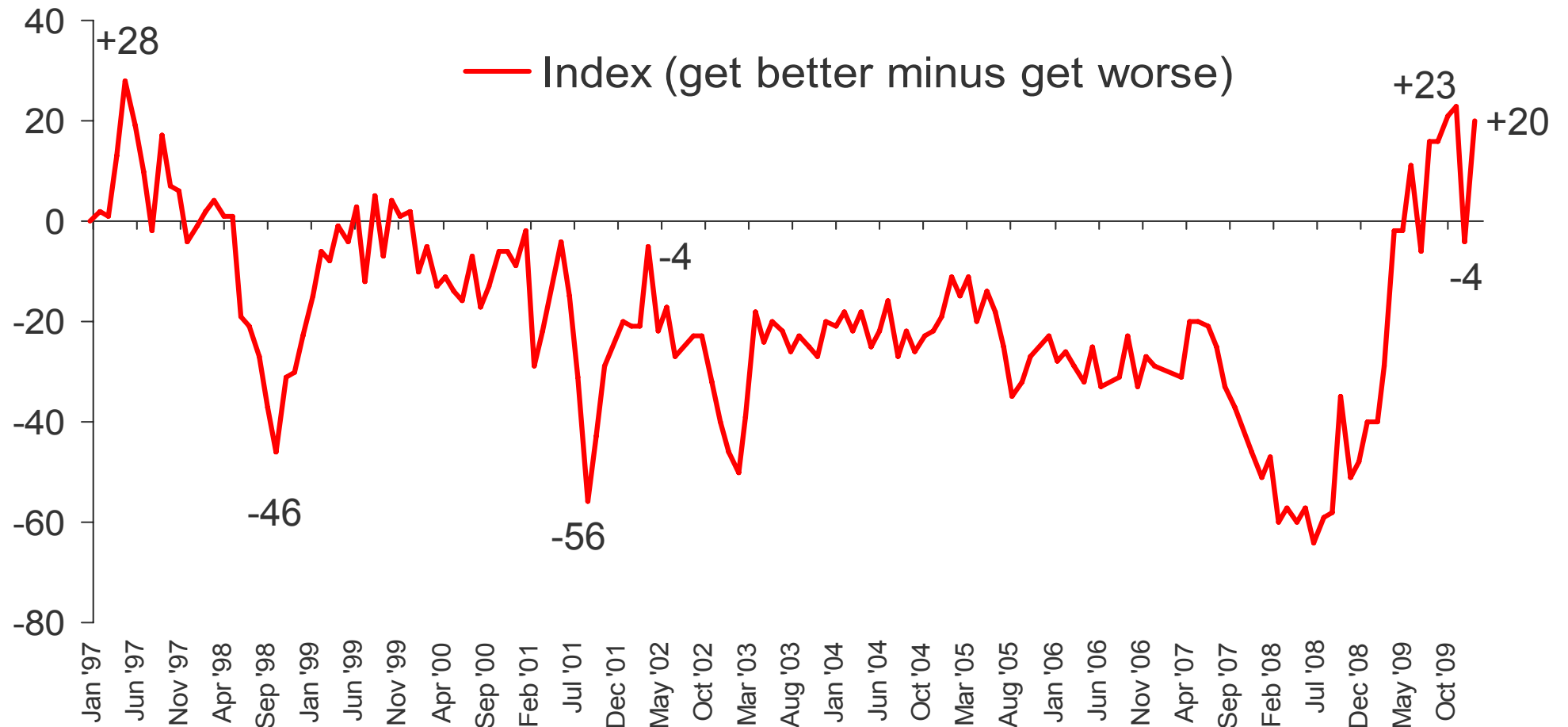
Ipsos MORI

Source: 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?



Base: c. 1,000 British adults each month

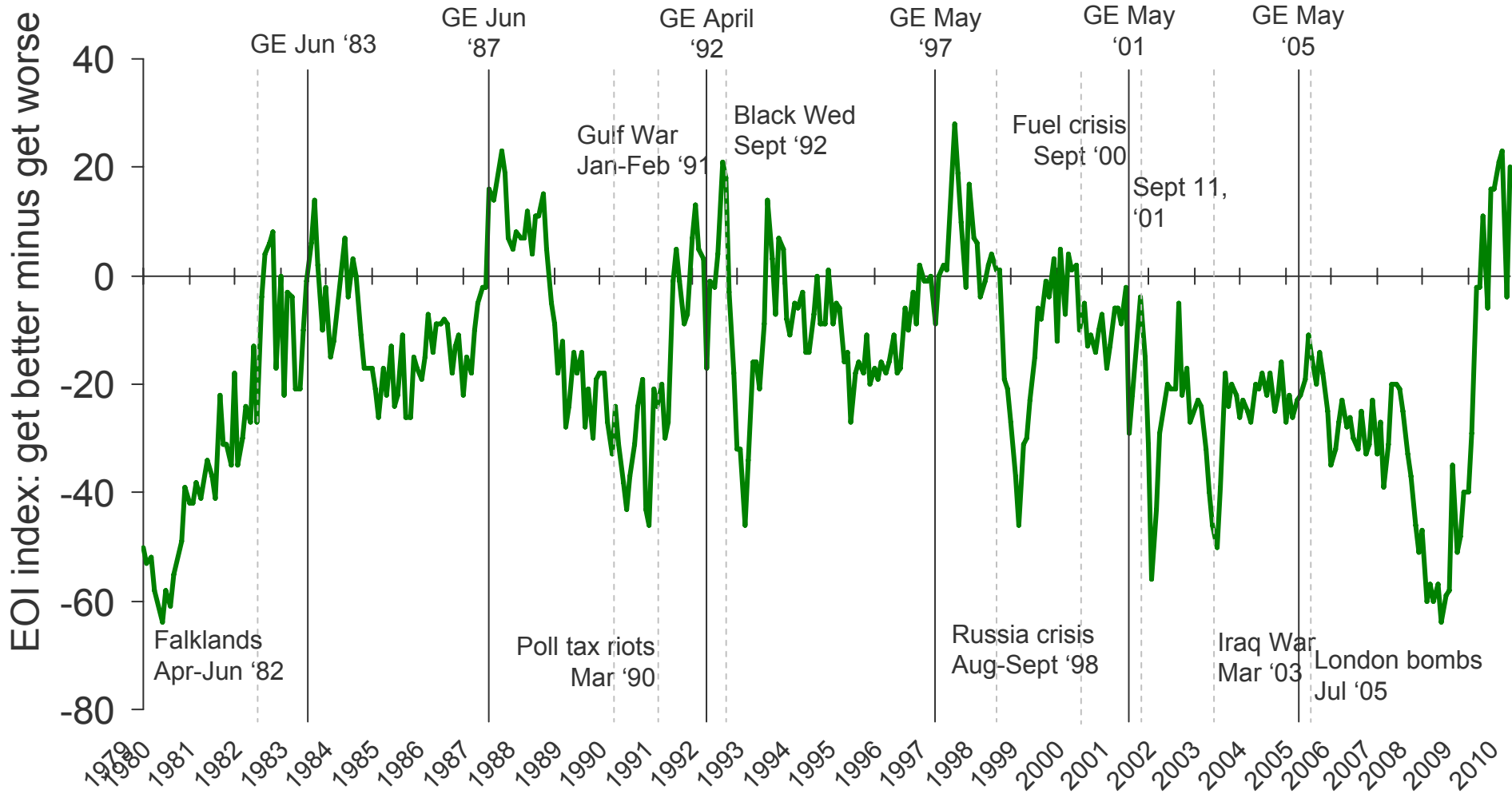
Ipsos MORI

Source: 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?



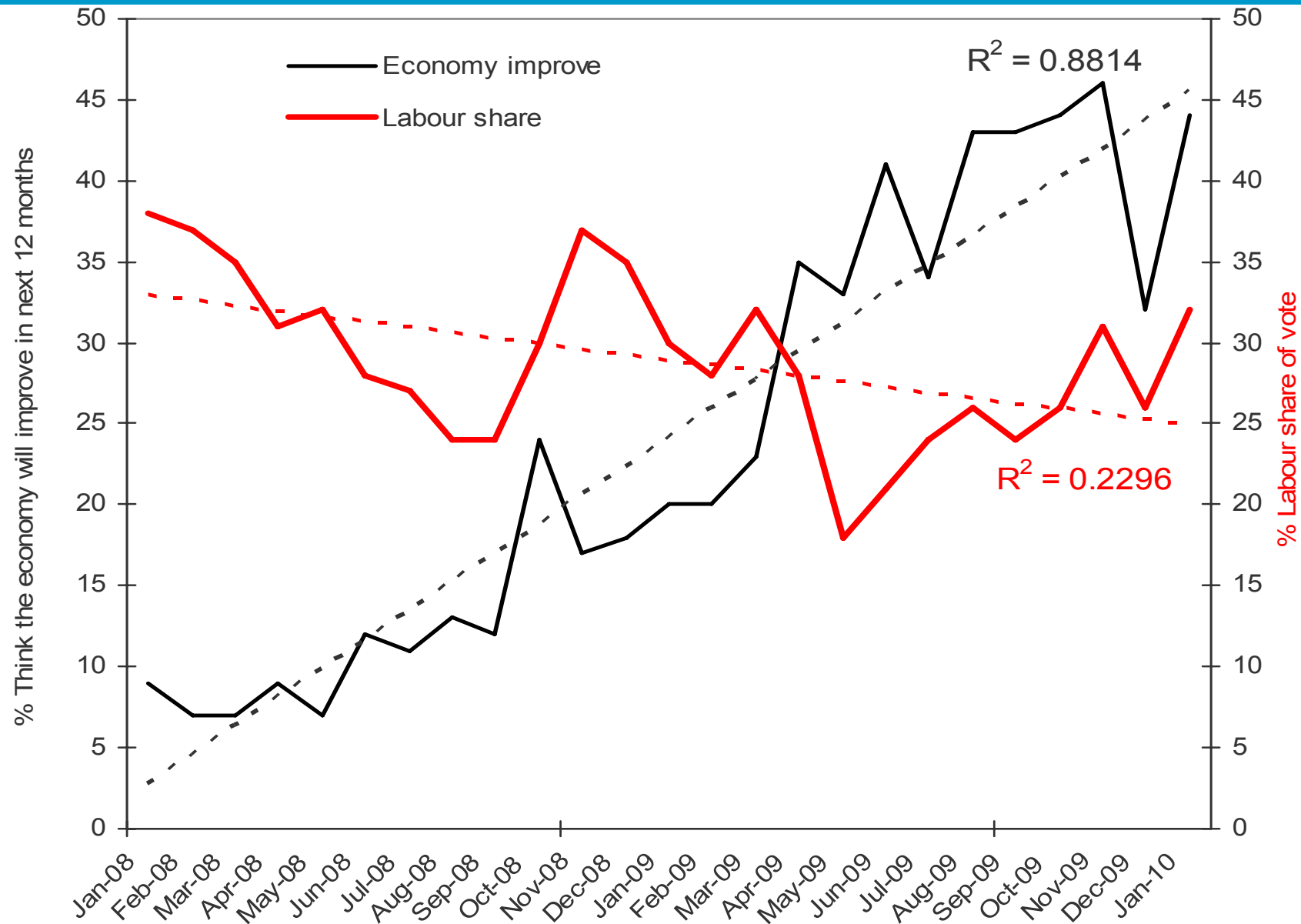
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor

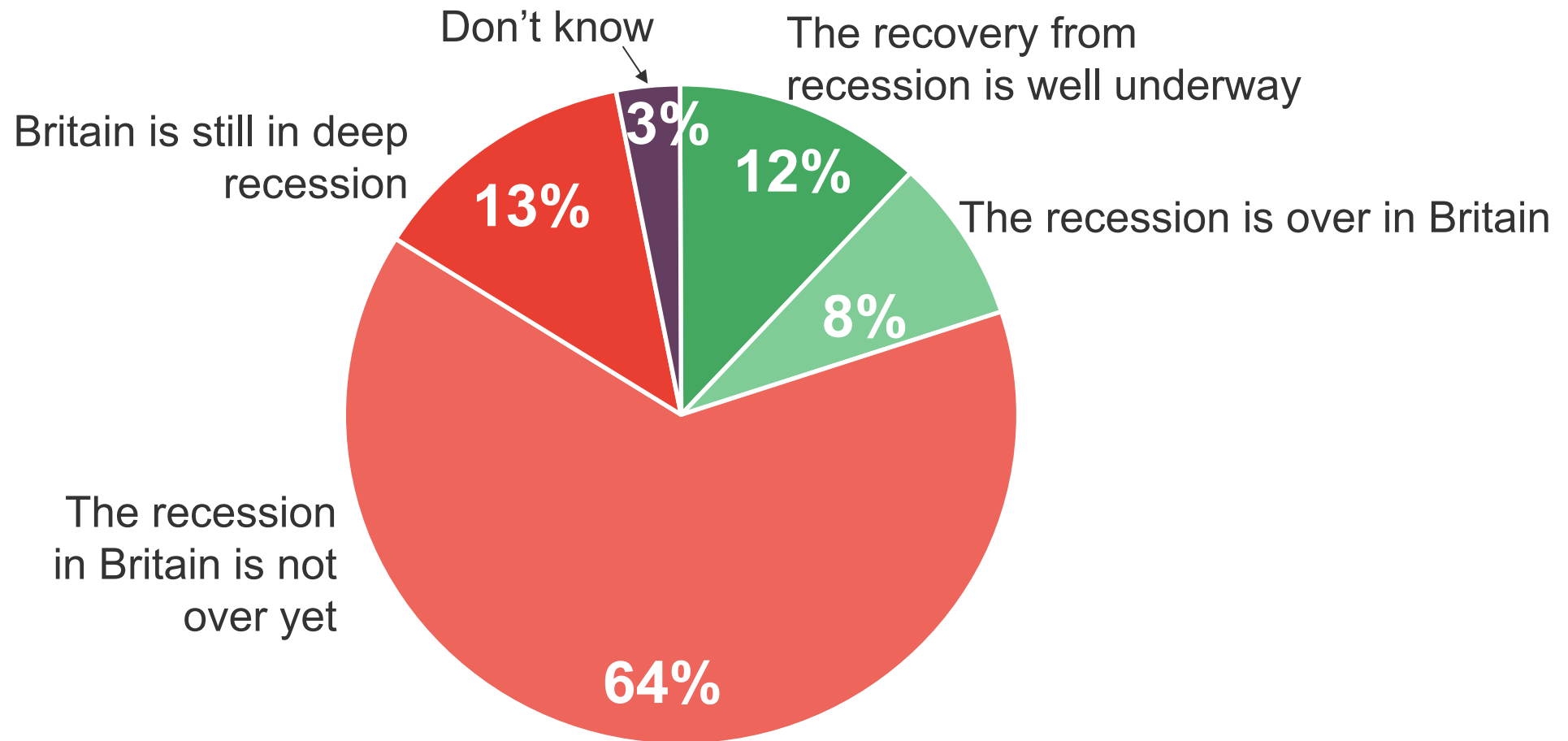


Economic optimism vs. Labour share



Britain is still in recession

“From what you know, which one of the following statements best describes your own view?”



Base: 1,001 British adults 18+, 26th-28th January 2010

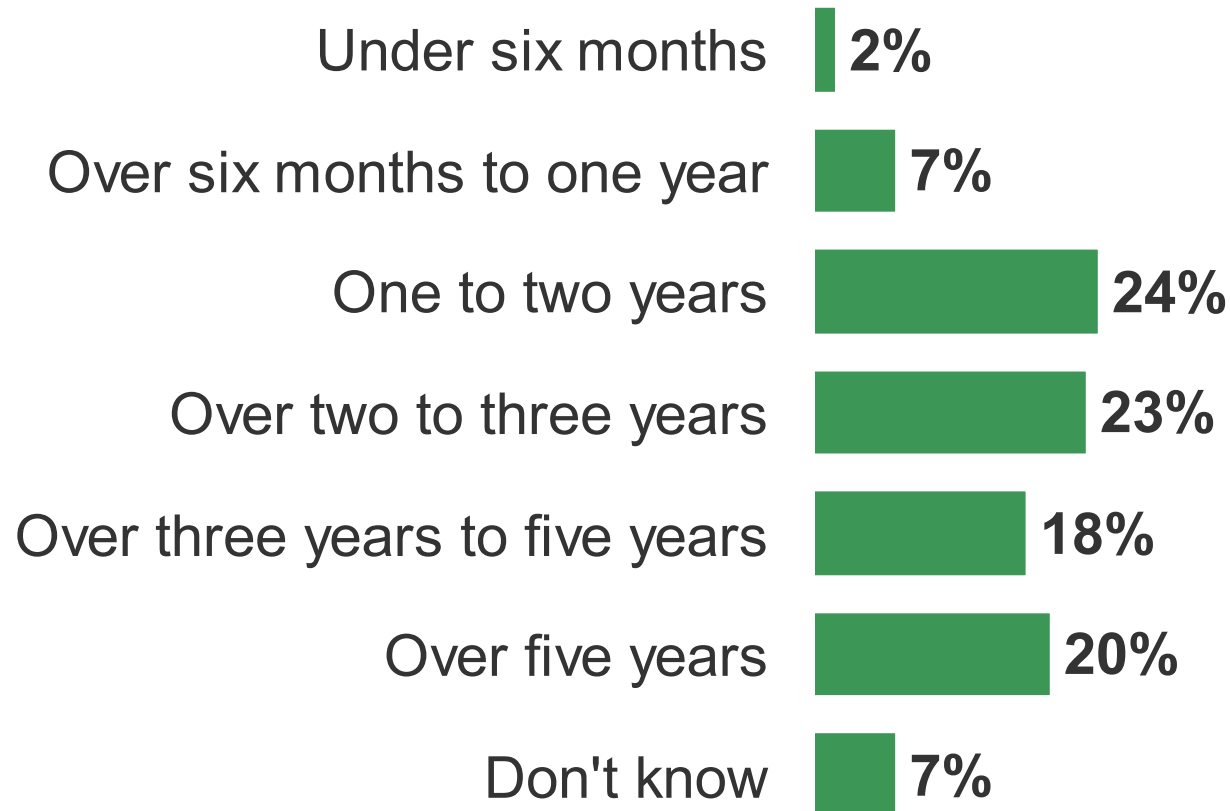
Ipsos MORI

Source: Ipsos MORI Political Monitor



Economy will return to pre-recession levels in 1-3 years

“Overall, how soon do you think it will be before the economy has returned to where it was before the recession?”



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor



Leaders and parties

Personalities & Parties

	Brown		Cameron	
	July '08	Jan'10	July '08	Jan '10
I like him and I like his party	18	20	35	27
I like him but I do not like his party	11	15	19	18
I do not like him but I like his party	21	19	8	12
I do not like him and I do not like his party	44	42	28	34
Don't know	5	5	11	9
Total like him	29	35	54	45
Total do not like him	65	61	36	46
Net like him	-36	-26	+18	-1
Total like his party	39	39	43	39
Total do not like his party	55	57	47	52
Net like his party	-16	-18	-4	-13
Net like him/like his party	-52	-44	+14	-14

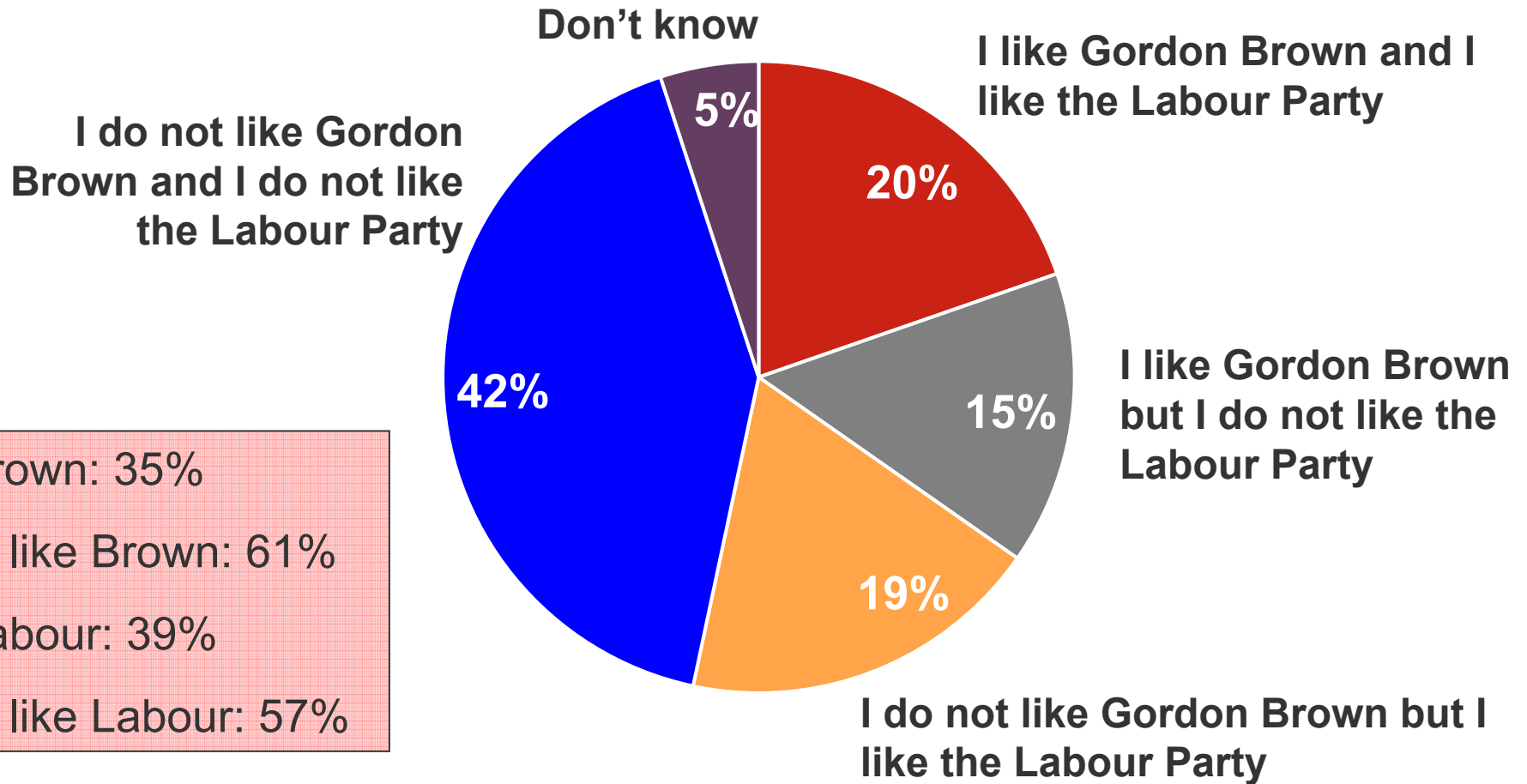
Base: 1,001 British adults 18+, 26th-28th January 2010
Ipsos MORI

Source: Ipsos MORI Political Monitor



Gordon Brown & the Labour Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?



Like Brown: 35%
Do not like Brown: 61%
Like Labour: 39%
Do not like Labour: 57%

Base: 1,001 British adults 18+, 26th-28th January 2010

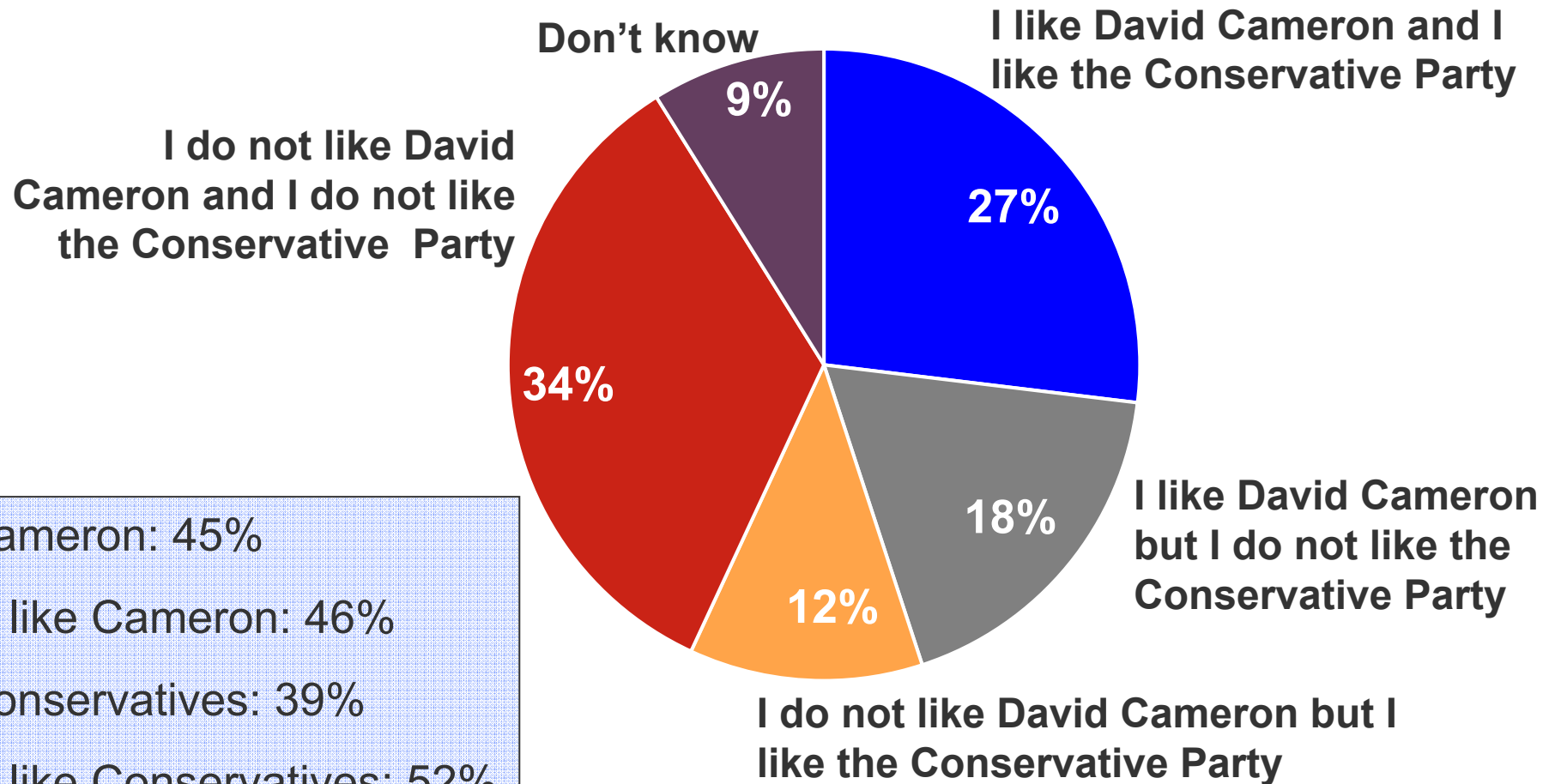
Ipsos MORI

Source: Ipsos MORI Political Monitor



David Cameron & the Conservative Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?

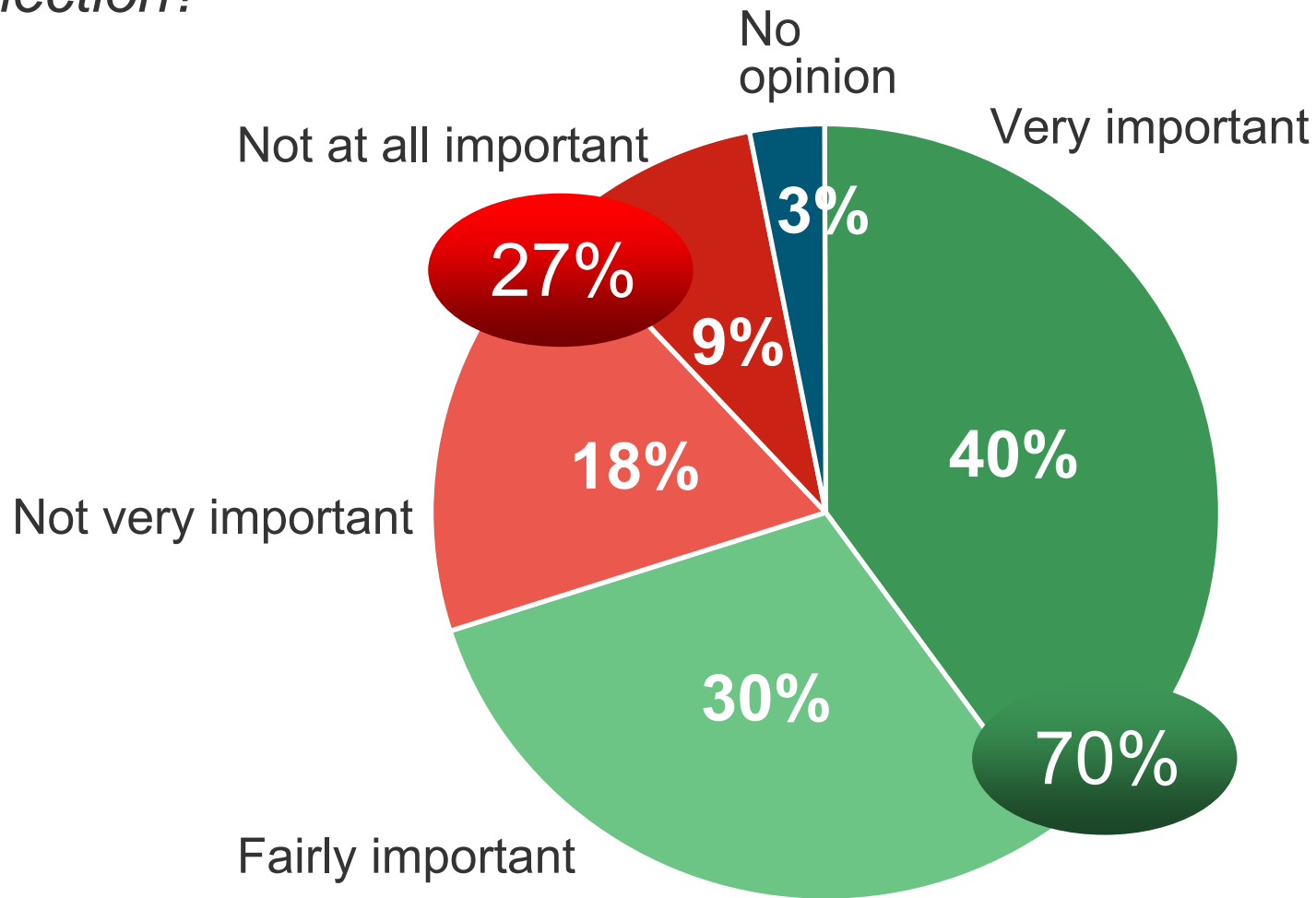


Like Cameron: 45%
Do not like Cameron: 46%
Like Conservatives: 39%
Do not like Conservatives: 52%

Importance of Election result

How important is the election result?

How important is it to you personally who wins the next General Election?



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor

