

# Political Monitor Trends

**April 2008**

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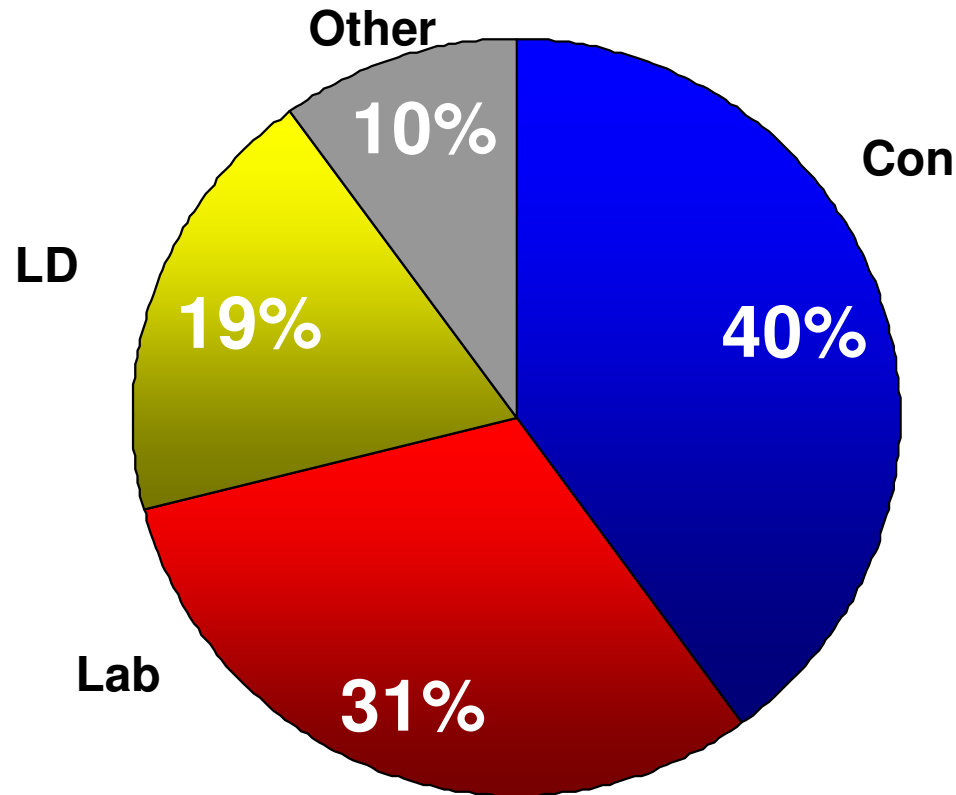
**020 7347 3000**

# Voting Intentions

# Voting Intentions (17-22 April 2008)

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

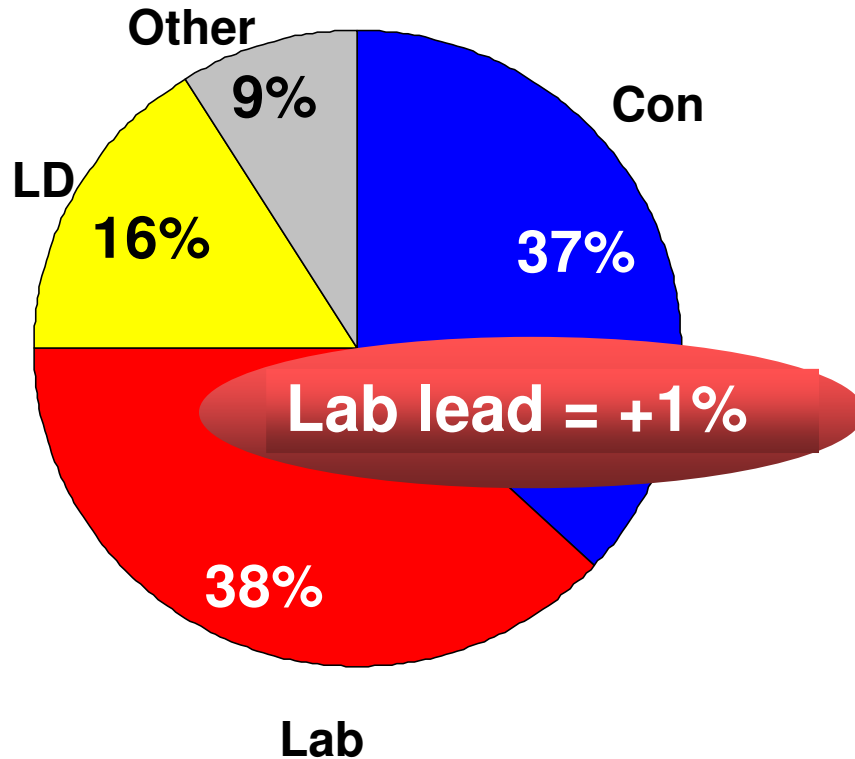
**“Absolutely certain to vote”  
54% (582) of the electorate**



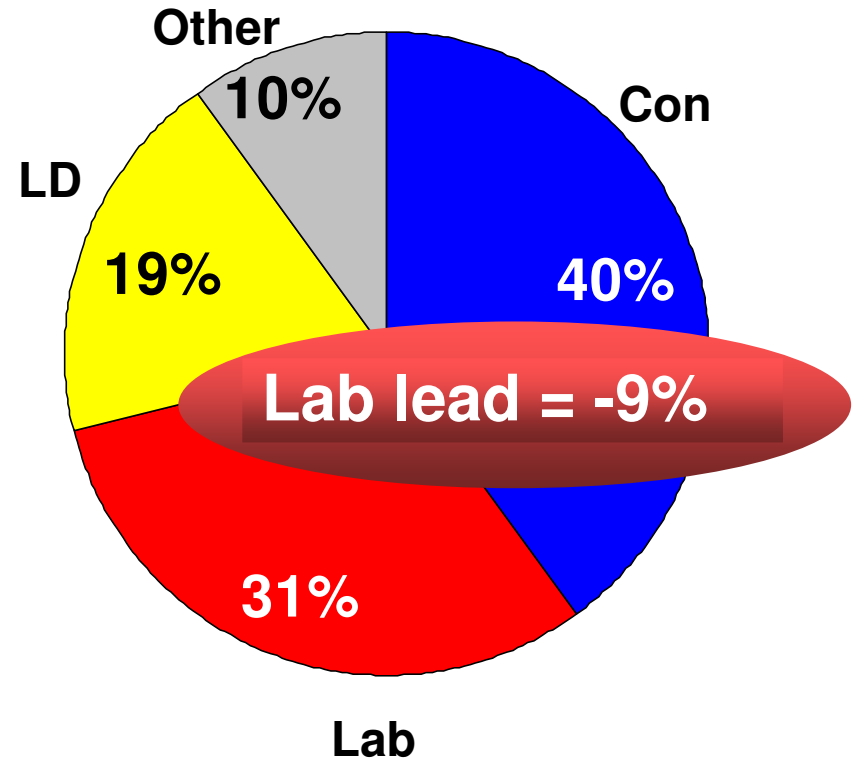
# Voting Intentions and Likelihood to Vote

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

**All giving a voting intention (74%)**

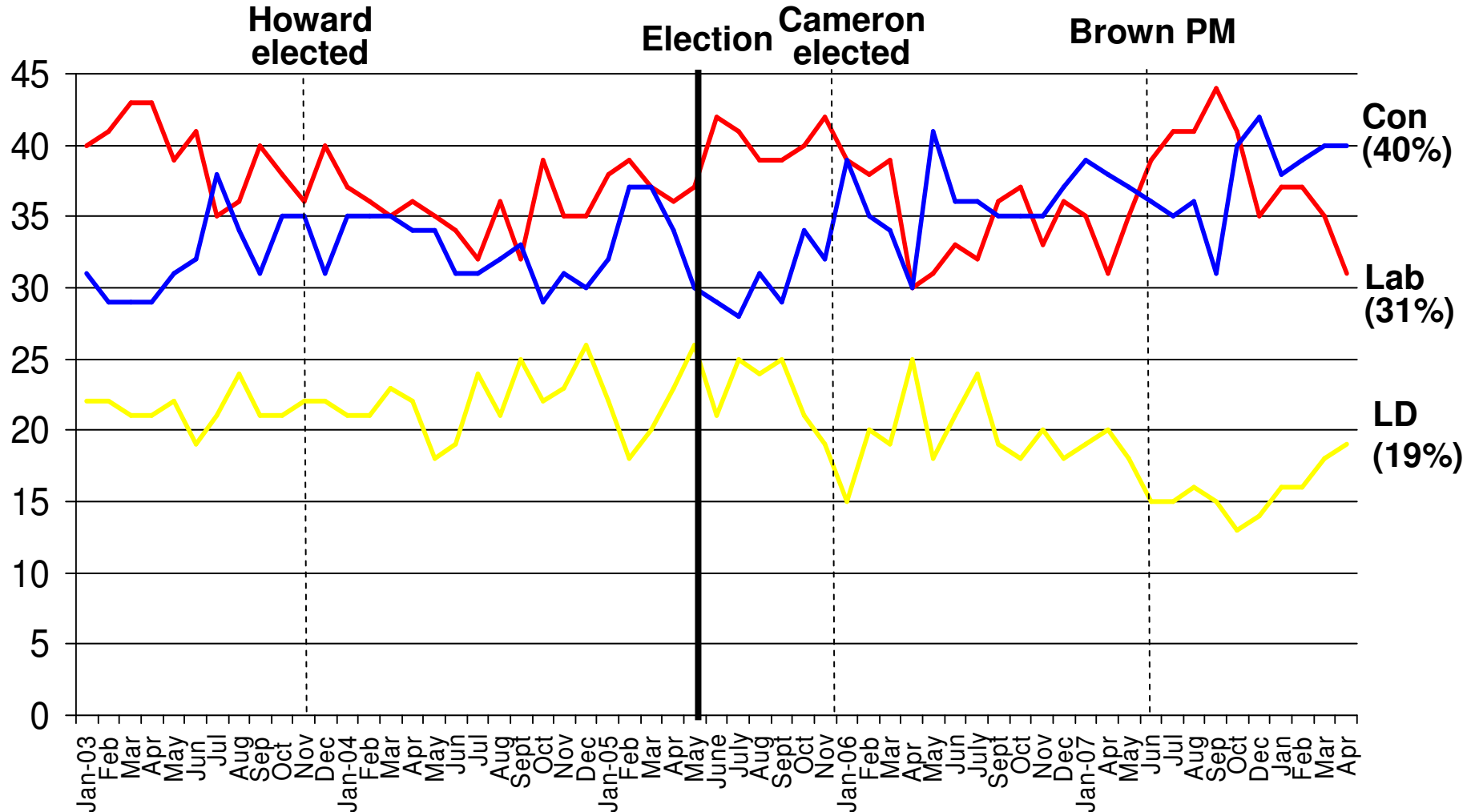


**All certain to vote (54%)**



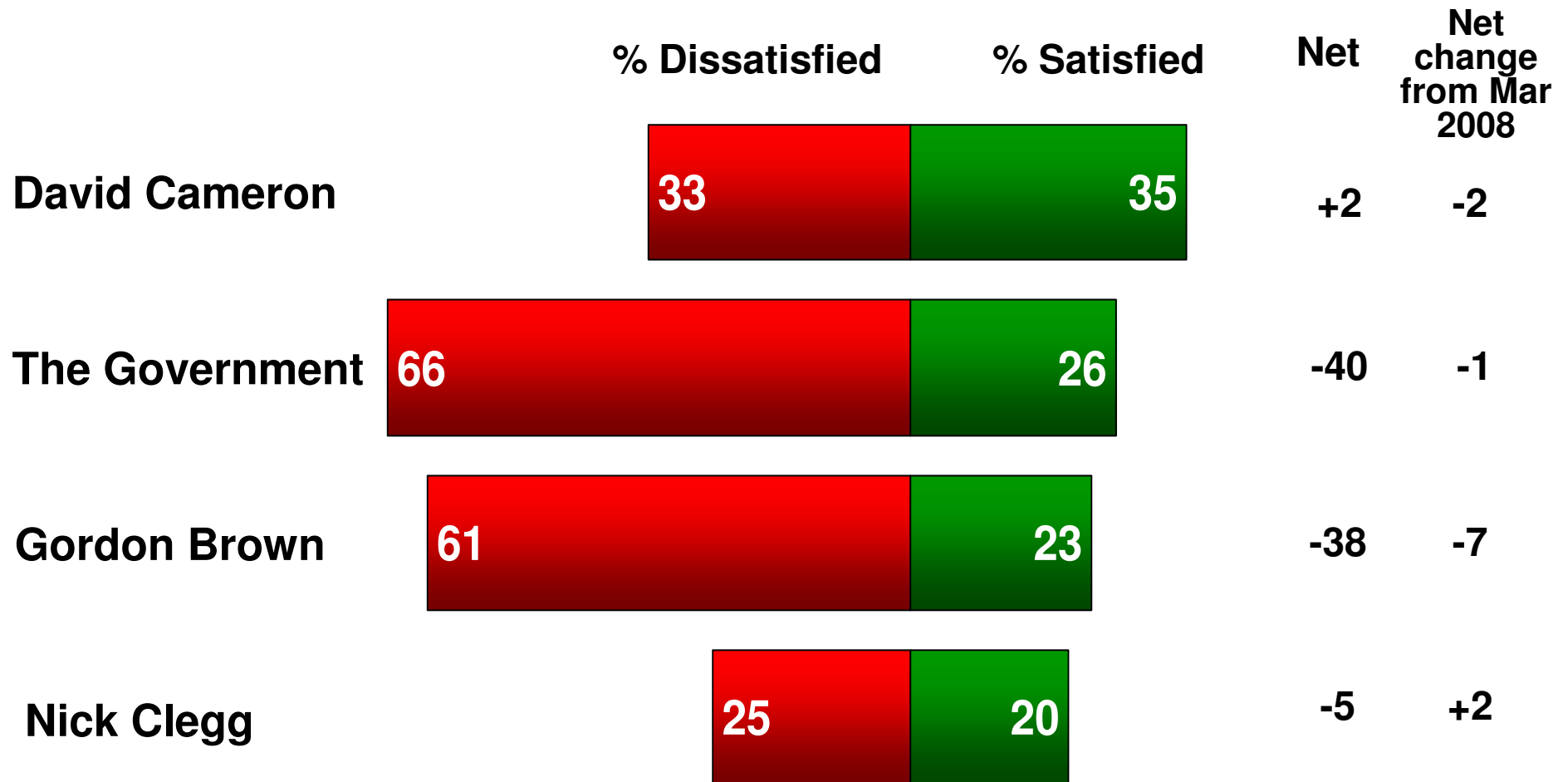
# Voting Intentions Jan 03 – Apr 08 (all certain to vote = 54% of electorate)

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



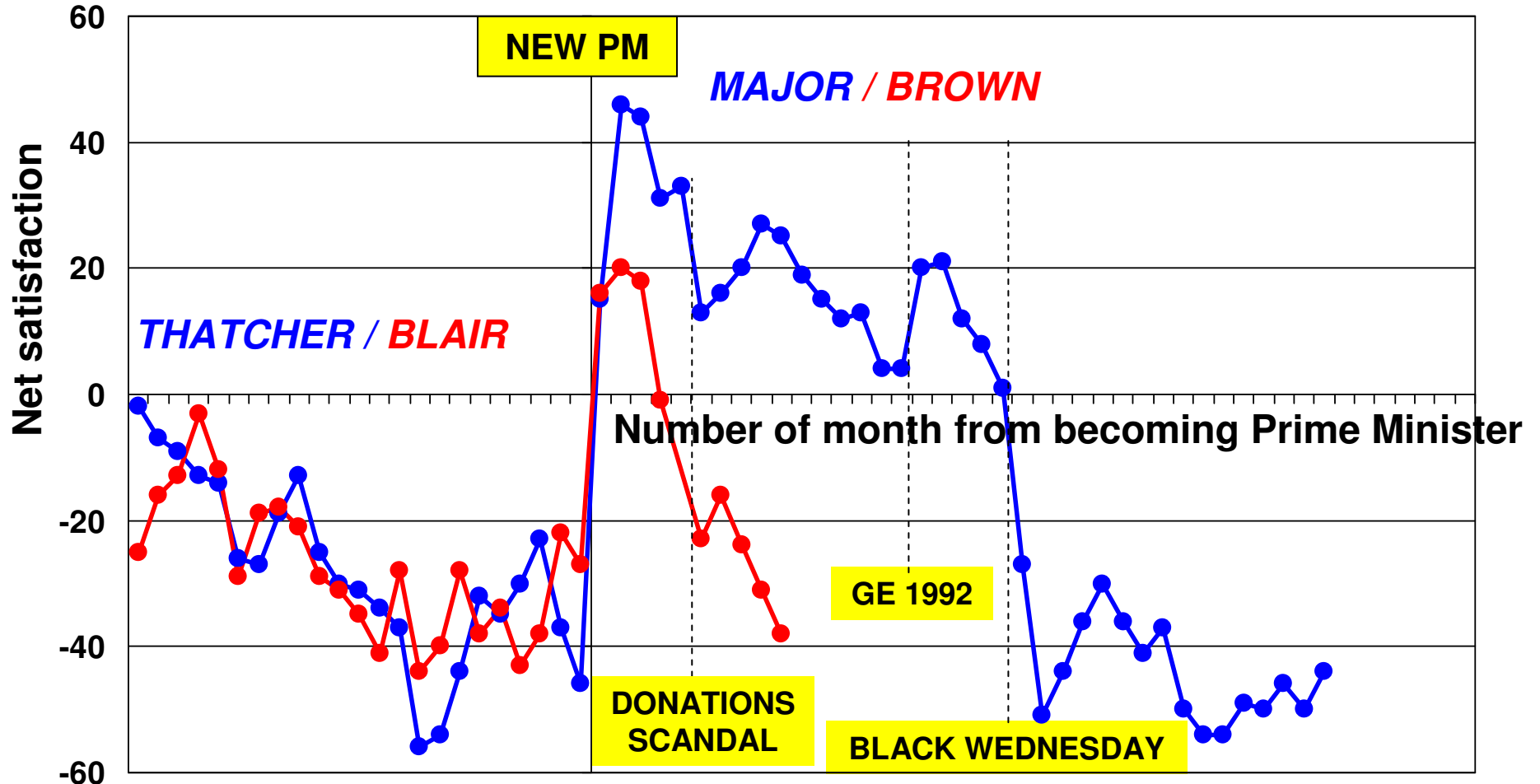
# Satisfaction

# Satisfaction with leaders and the Government



# Net satisfaction with new PMs: Thatcher/Major vs. Blair/Brown

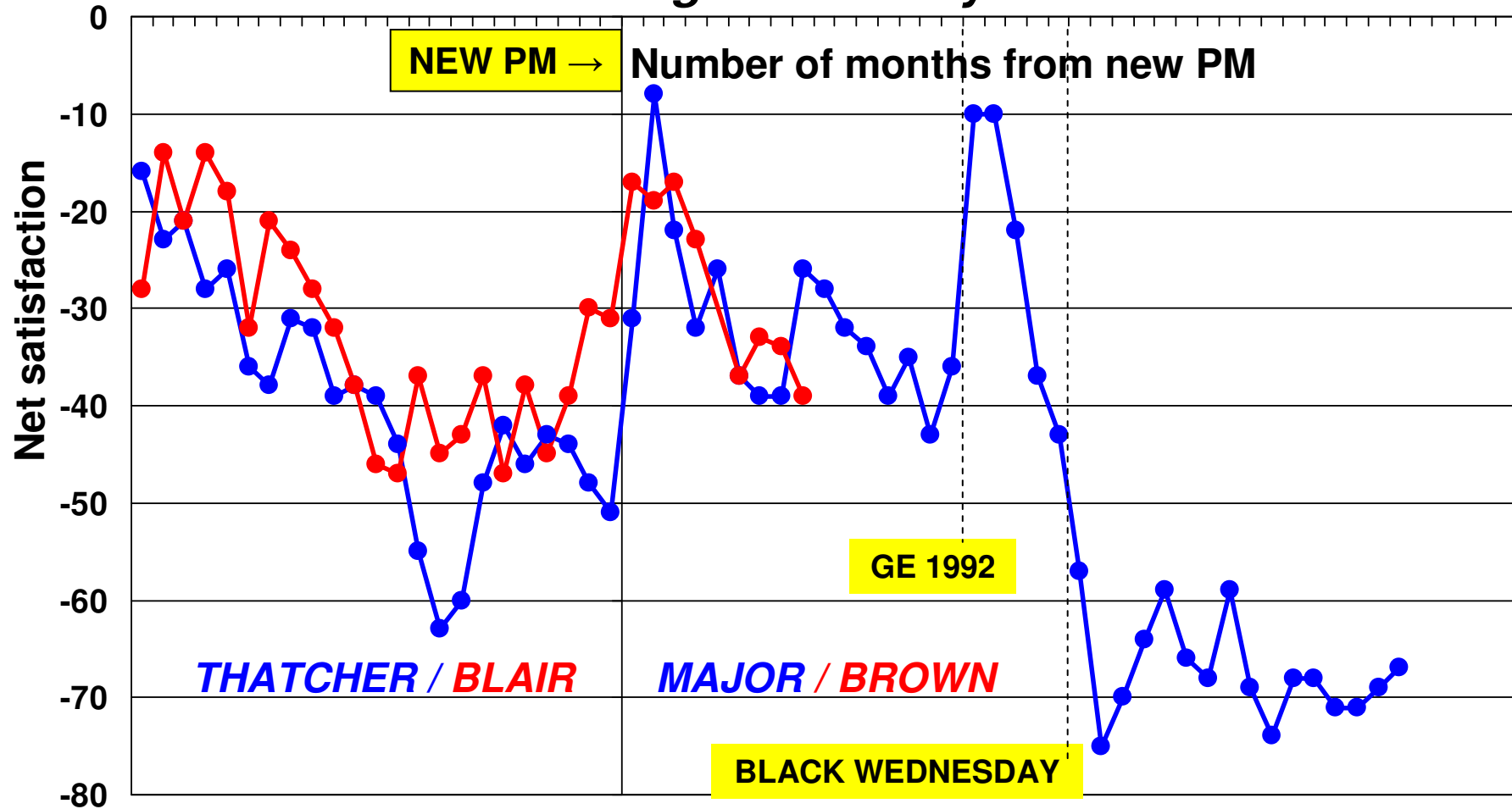
**Q How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?**





# Net satisfaction with new Govts: Thatcher/Major vs. Blair/Brown

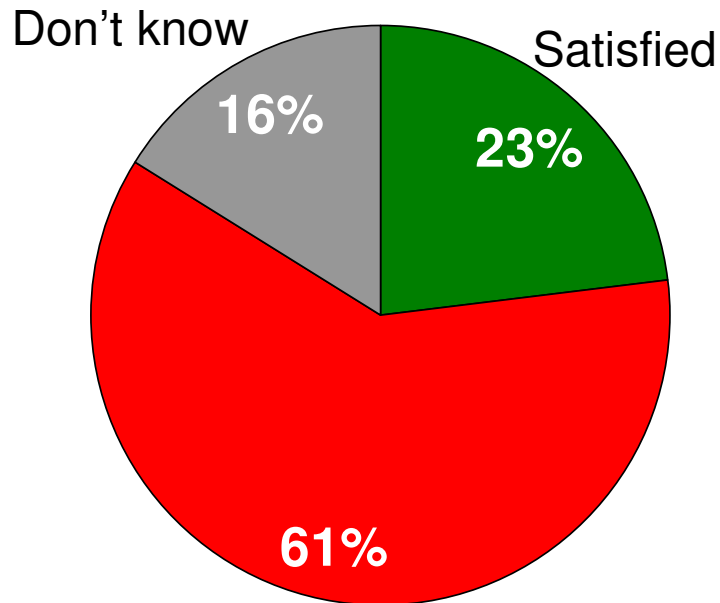
**Q** *How satisfied or dissatisfied are you with the way the Government is running the country?*



# Cameron vs. Brown (Apr 2008)

- Q Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?**
- Q Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?**

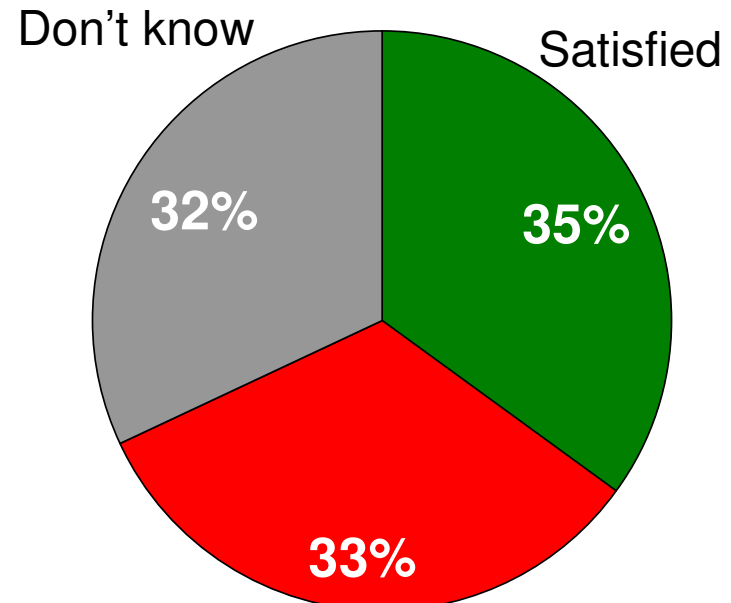
**Gordon Brown**



Dissatisfied

**Net = -38**

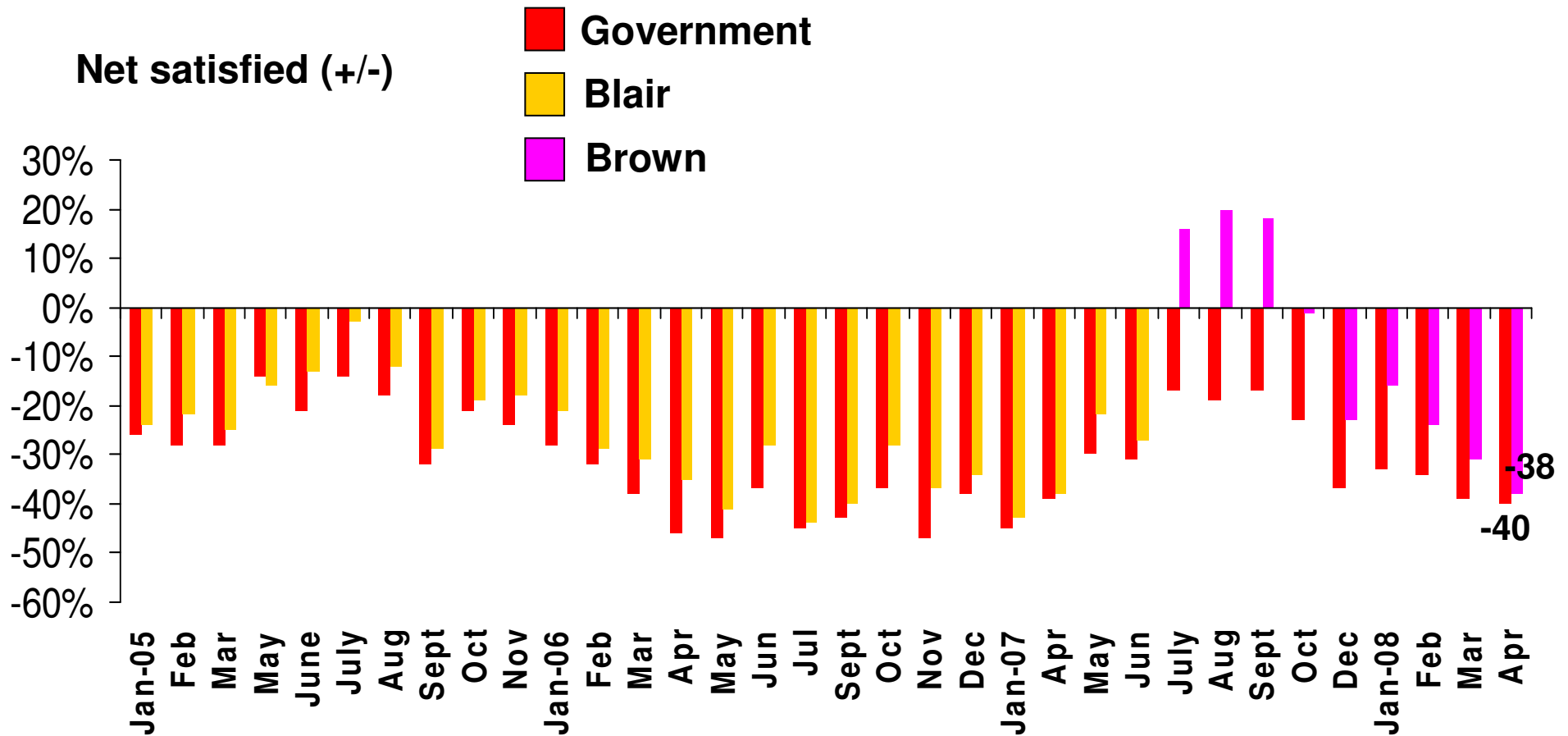
**David Cameron**



Dissatisfied

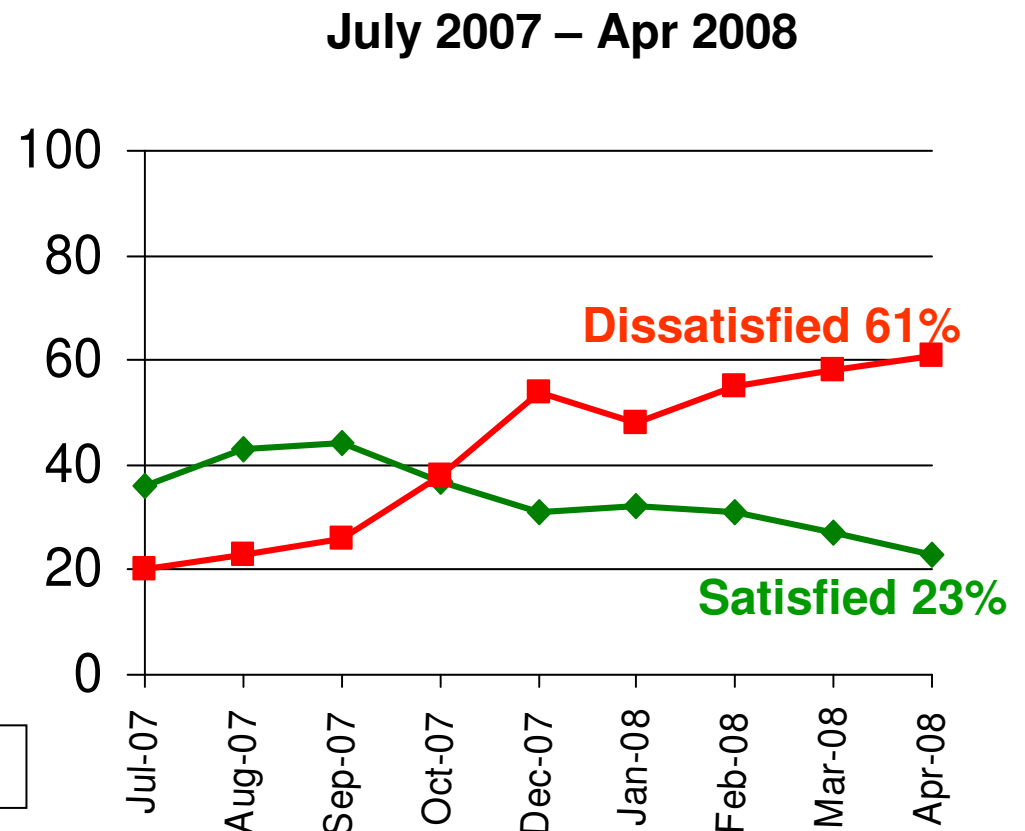
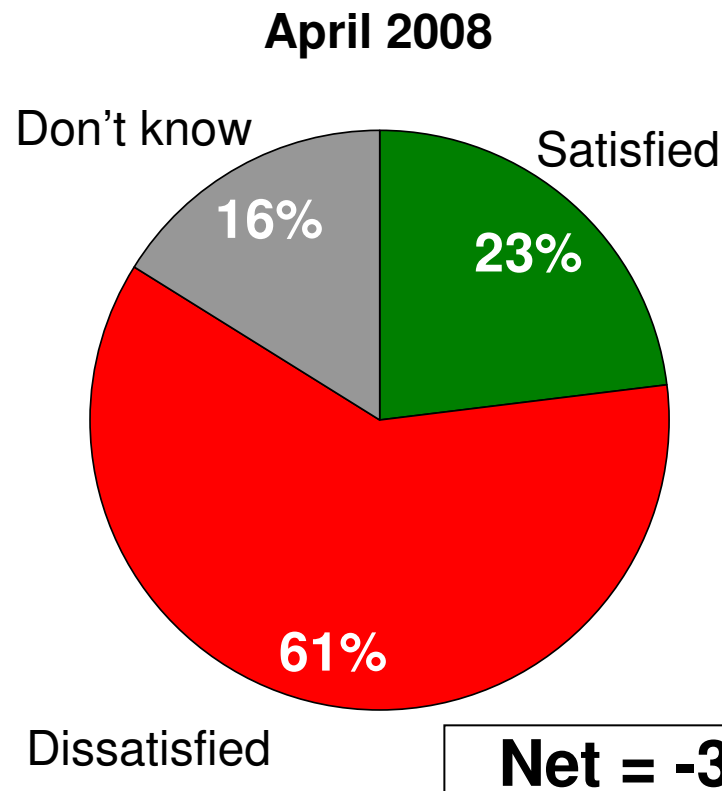
**Net = +2**

**Q** *How satisfied or dissatisfied are you with...*



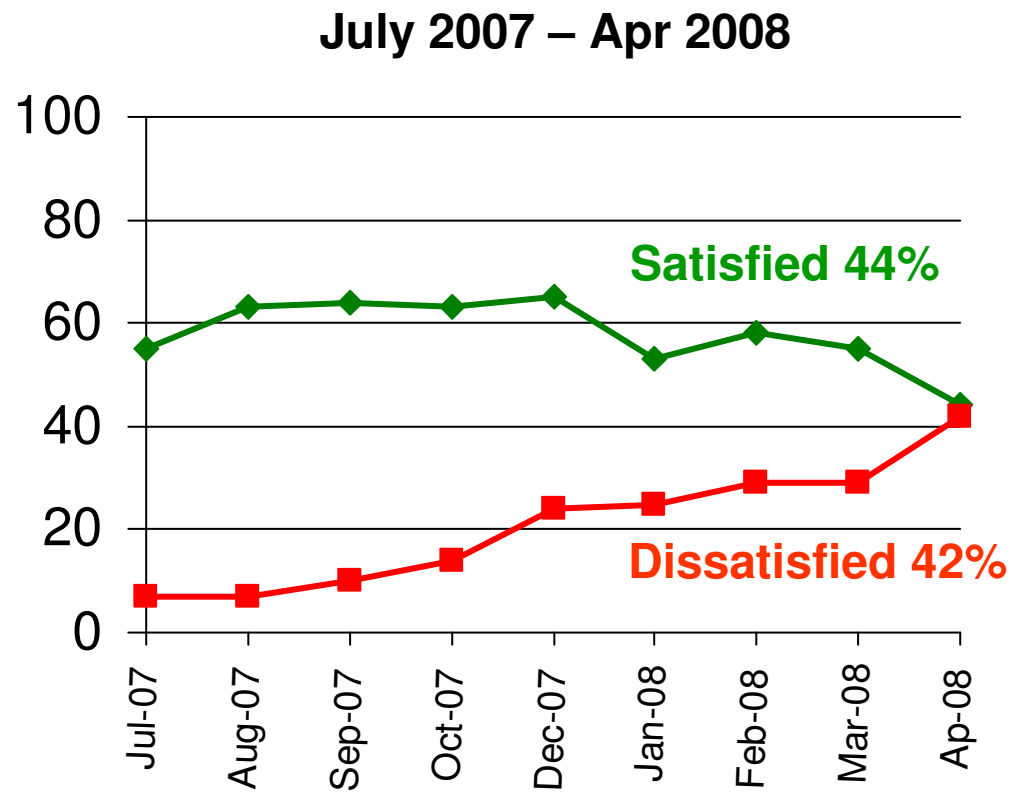
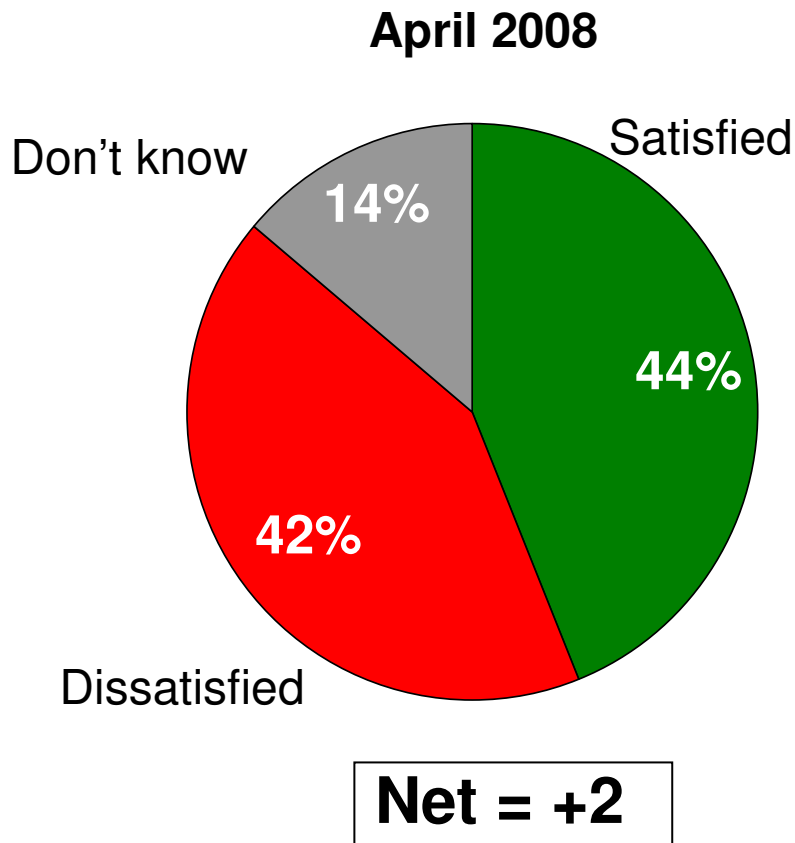
# Gordon Brown (satisfaction)

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



# Gordon Brown (satisfaction among Labour supporters)

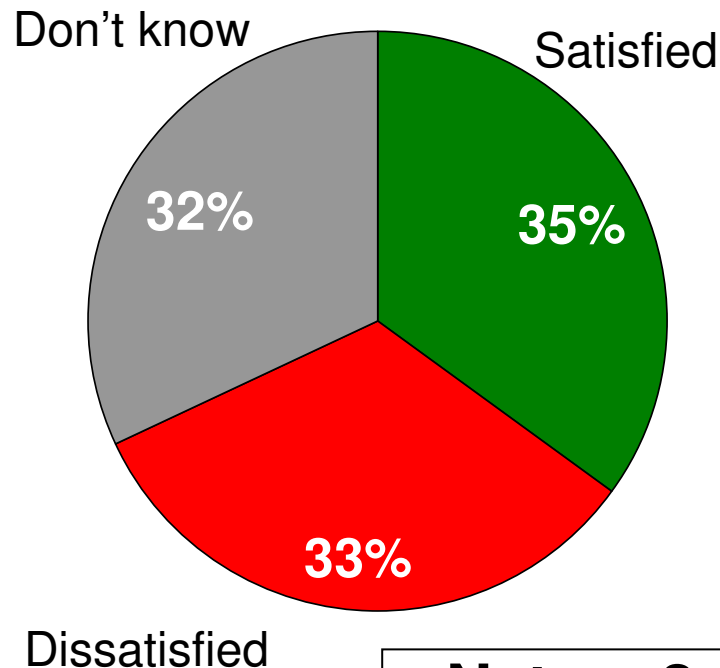
**Q Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?**



# David Cameron (satisfaction)

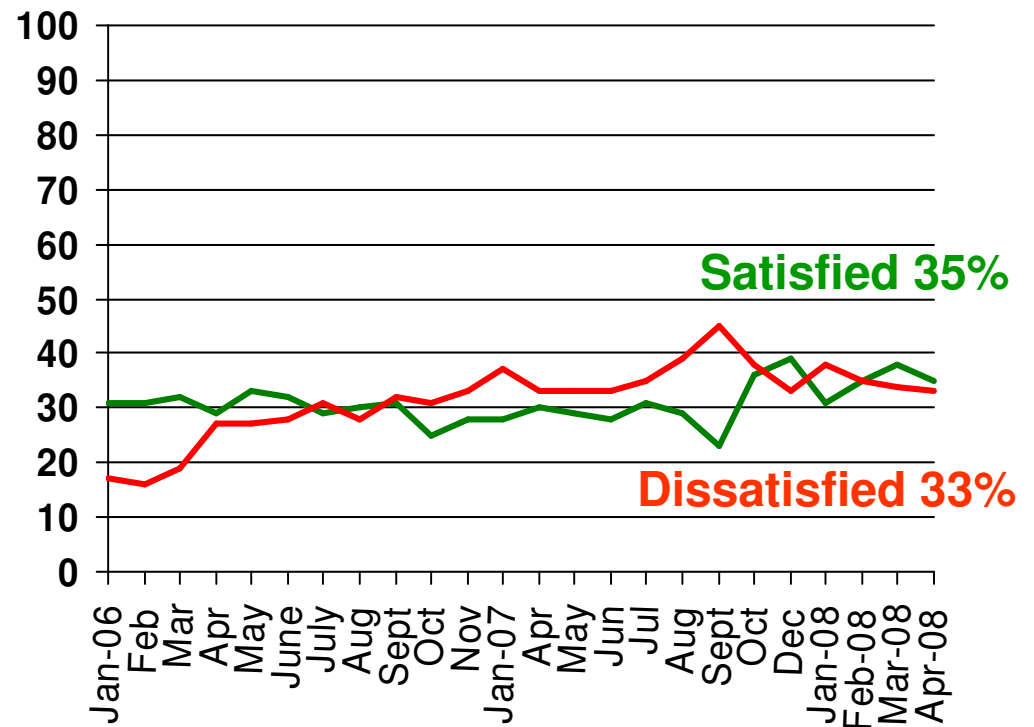
**Q Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?**

**April 2008**



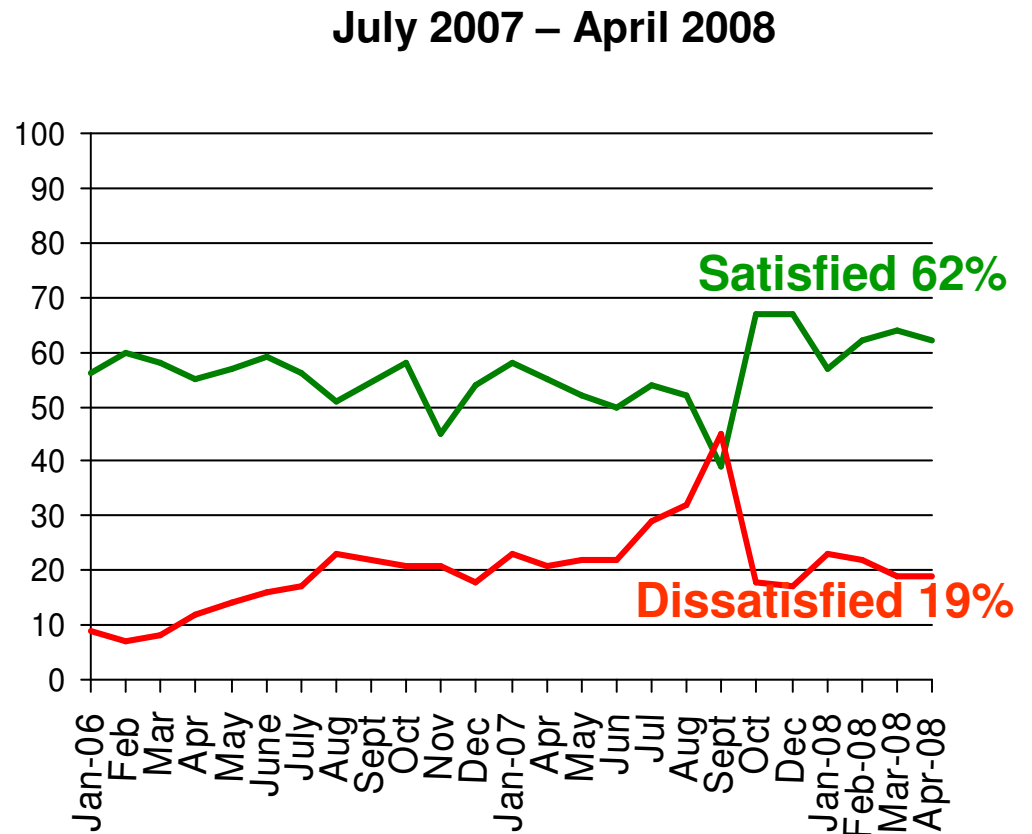
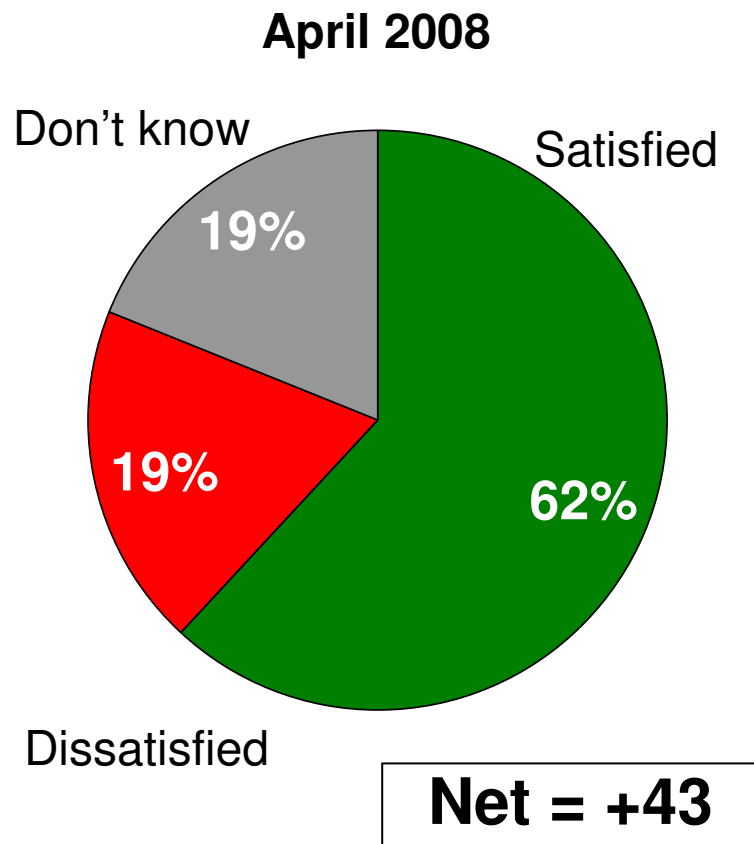
**Net = +2**

**July 2007 – April 2008**



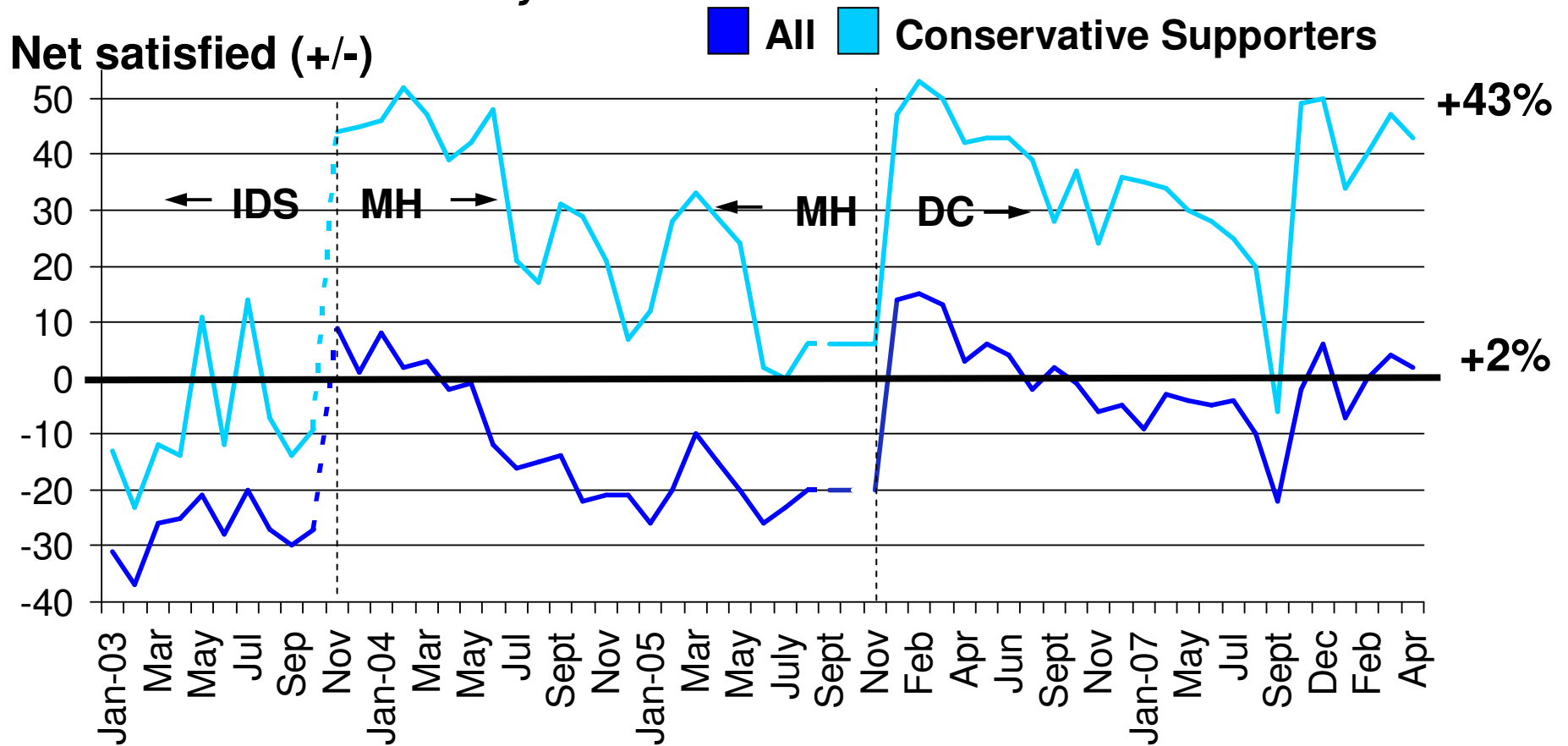
# David Cameron (satisfaction among party supporters)

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



# Satisfaction with Duncan Smith / Howard / Cameron

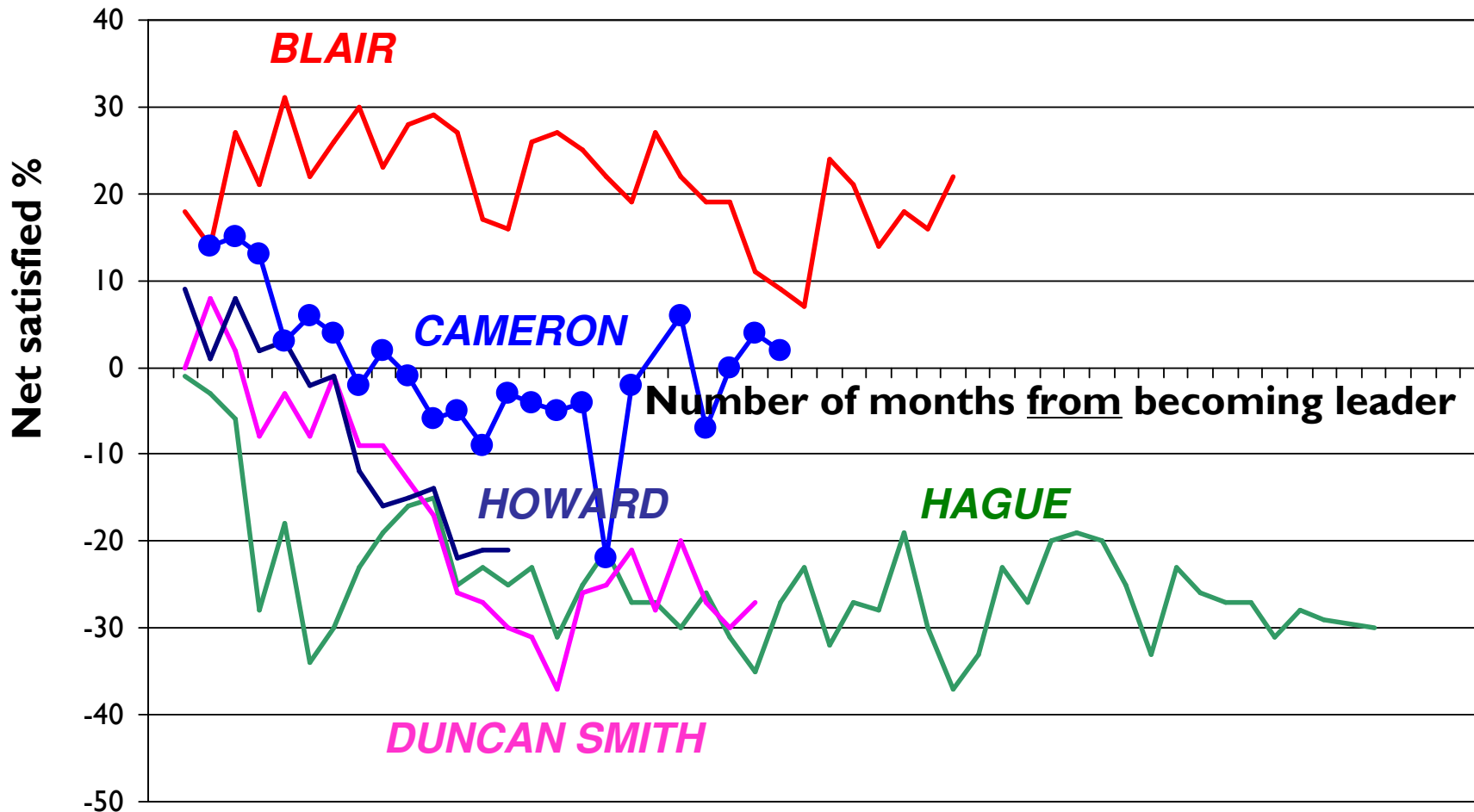
**Q Are you satisfied or dissatisfied with the way Iain Duncan Smith / Michael Howard / David Cameron is doing his job as Leader of the Conservative Party?**





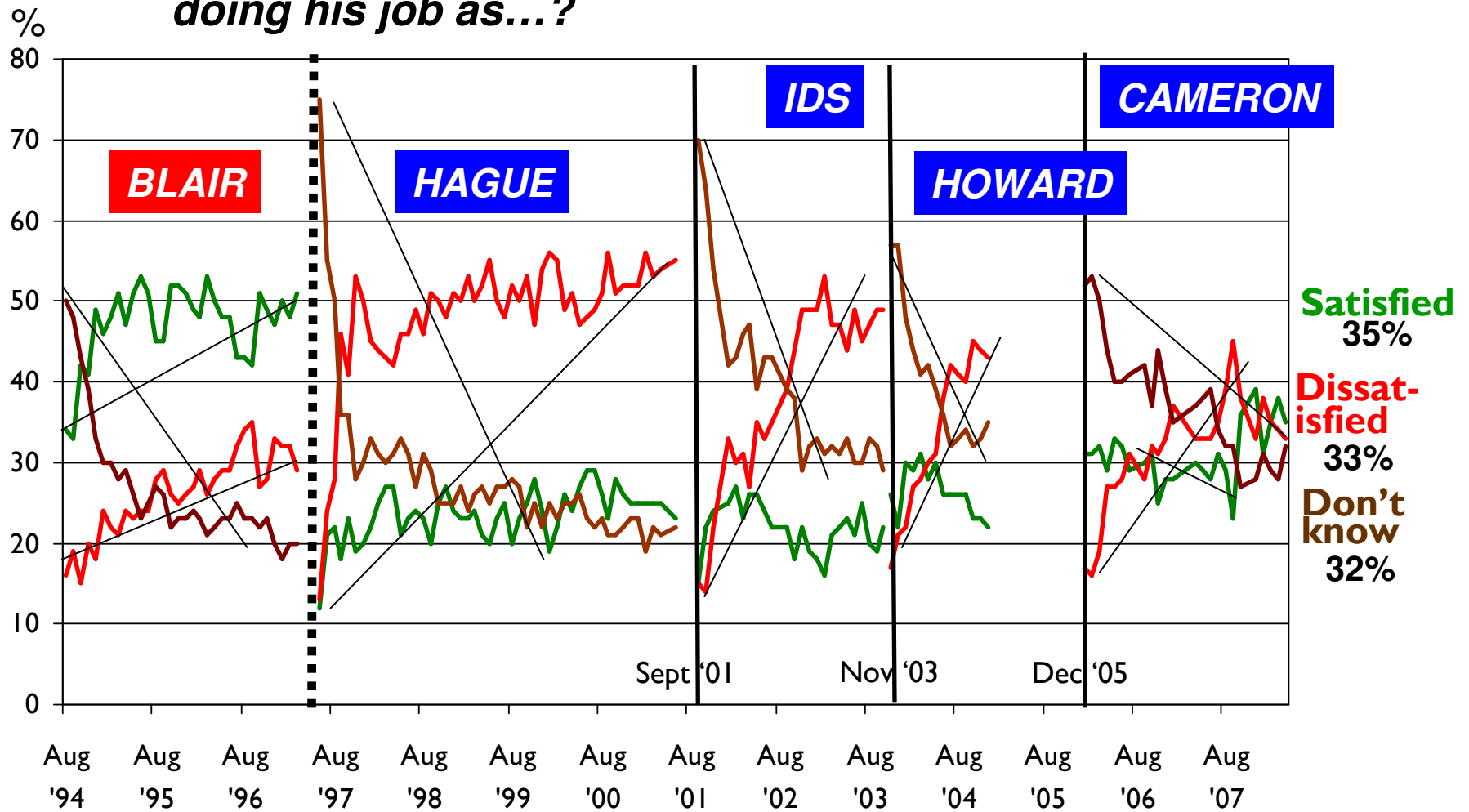
# Net satisfaction with opposition leaders (1994 – 2008)

**Q How satisfied or dissatisfied are you with the way ... is doing his job as...?**



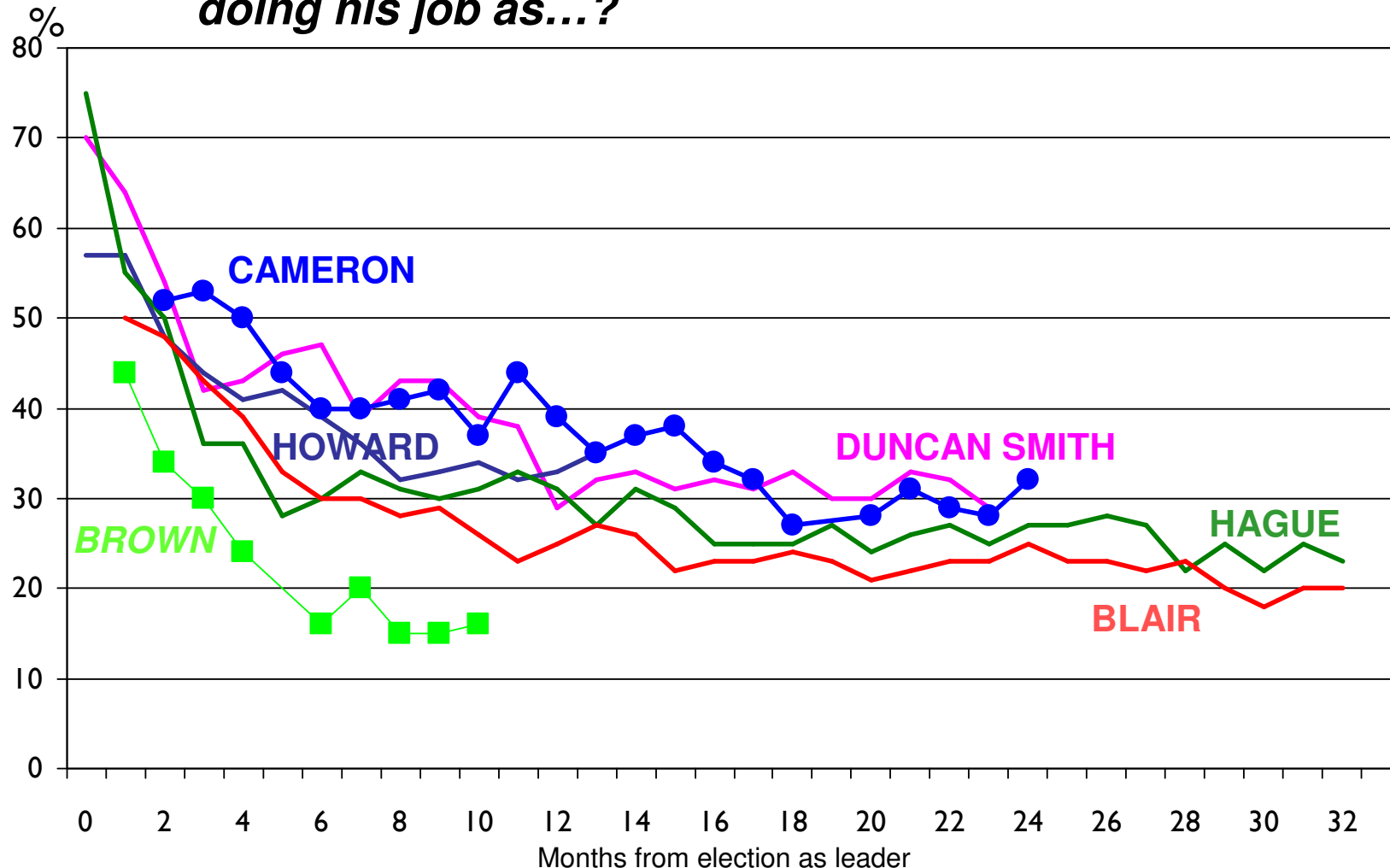
# Opposition Leaders (1994 – 2008)

**Q** How satisfied or dissatisfied are you with the way...is doing his job as...?



# Leaders (1994 – 2008) – don't knows

**Q** *How satisfied or dissatisfied are you with the way...is doing his job as...?*

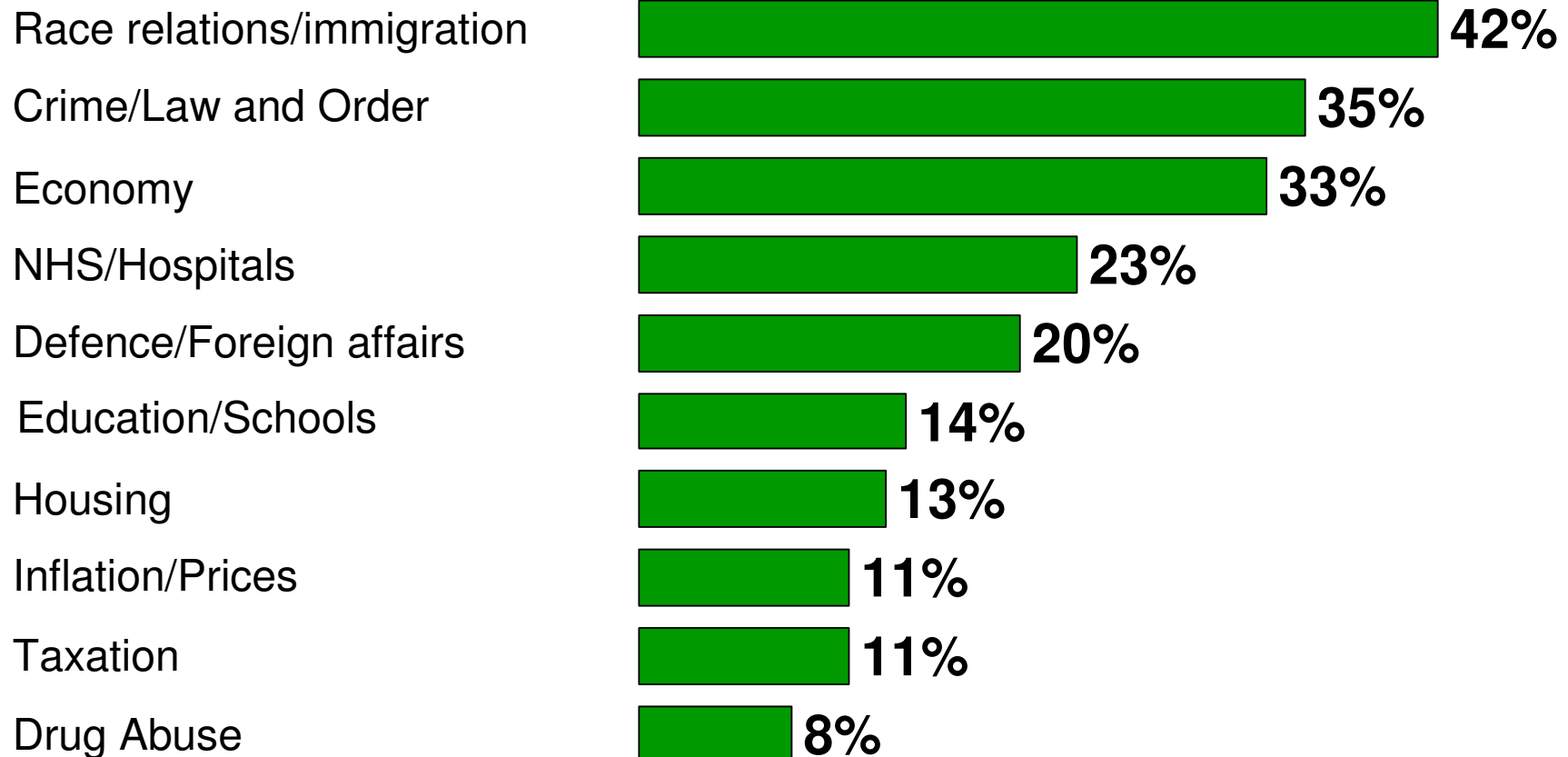


# Issues Facing Britain

# Issues facing Britain: March 08

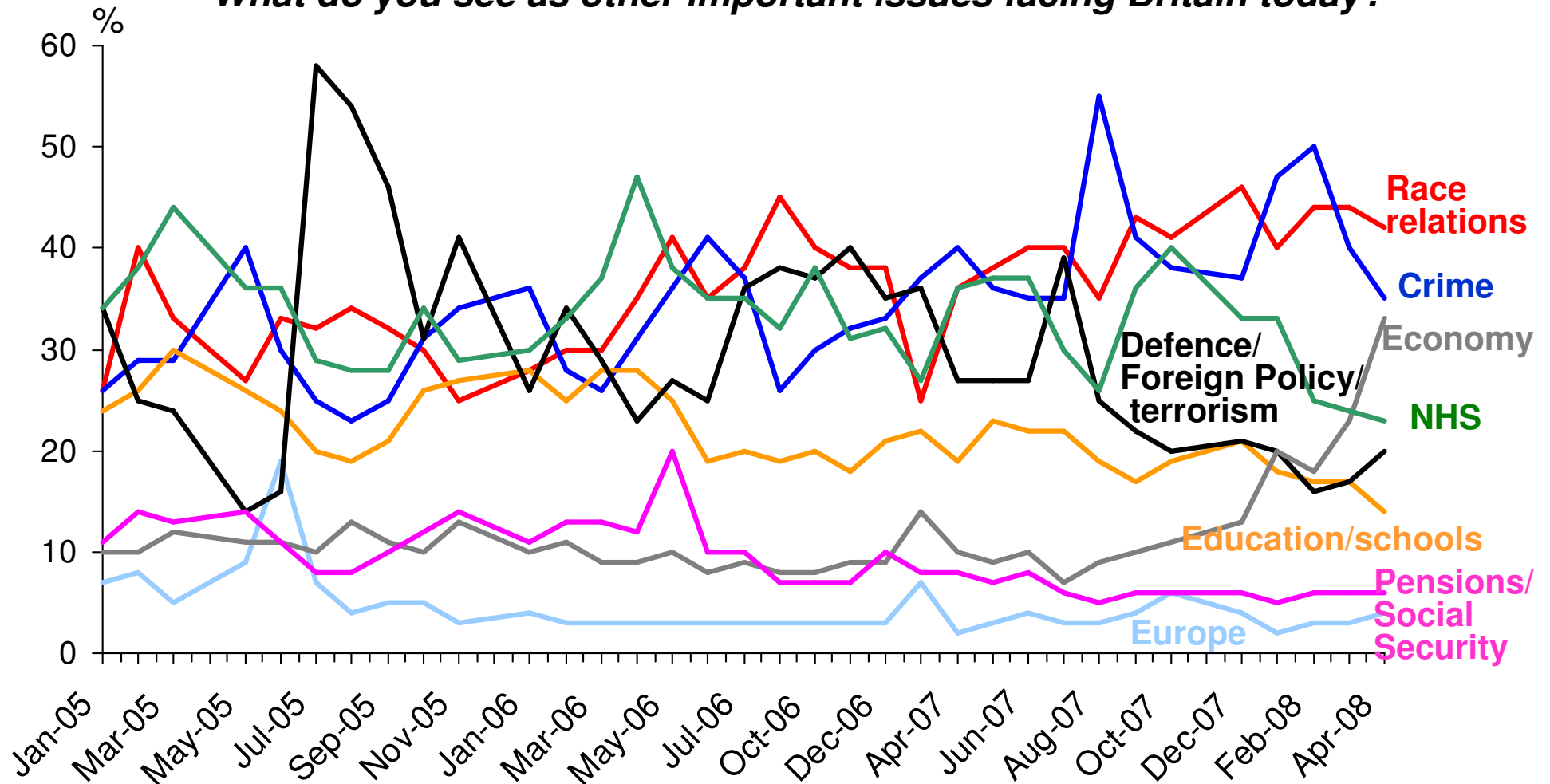
**Q** *What would you say is the most important issue facing Britain today? What do you see as other important issues facing Britain today?*

## Top spontaneous mentions



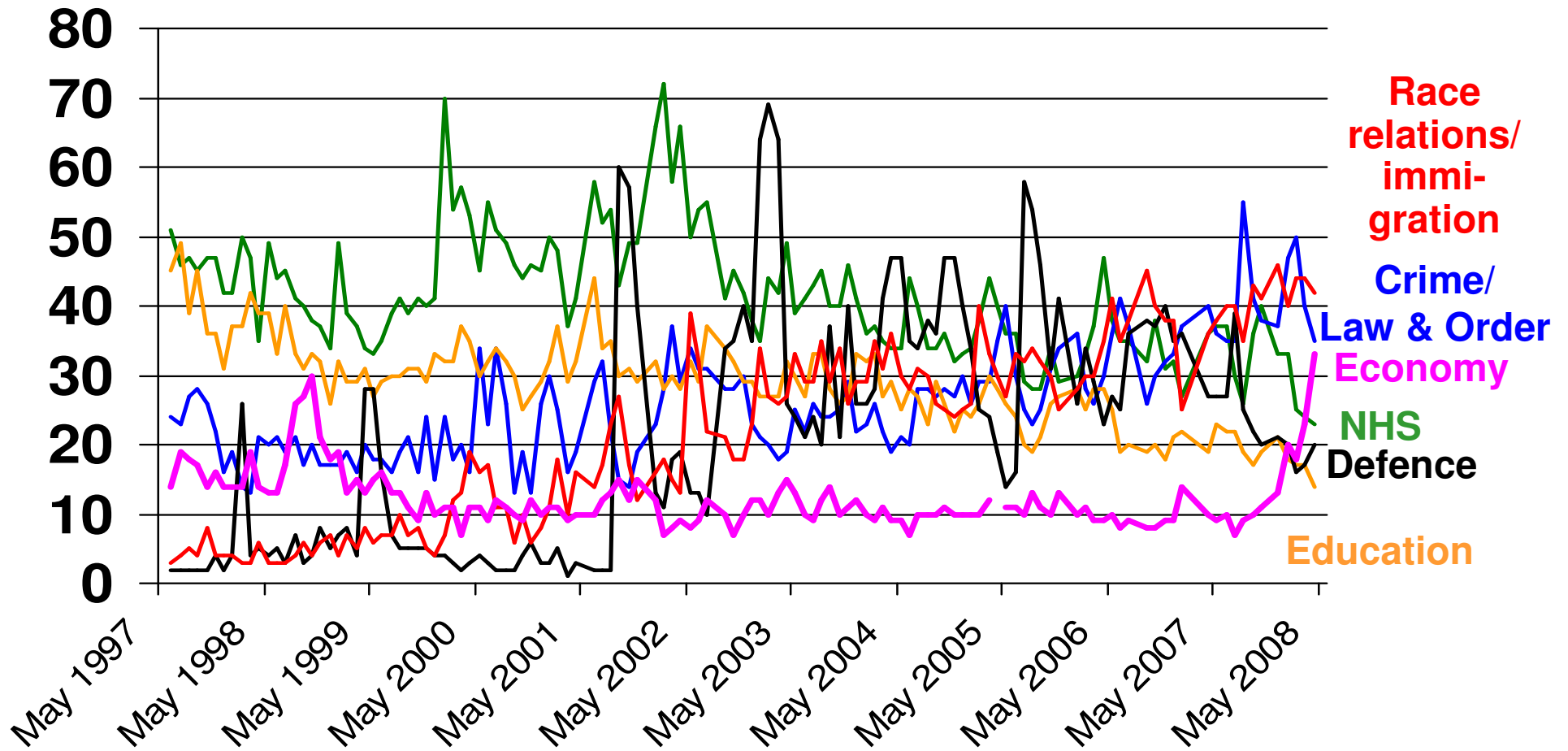
# Issues facing Britain (last 2 years)

**Q** *What would you say is the most important issue facing Britain today?  
What do you see as other important issues facing Britain today?*



# Issues Facing Britain: Long Term Trends

**Q** *What do you see as the main/other important issues facing Britain today?*

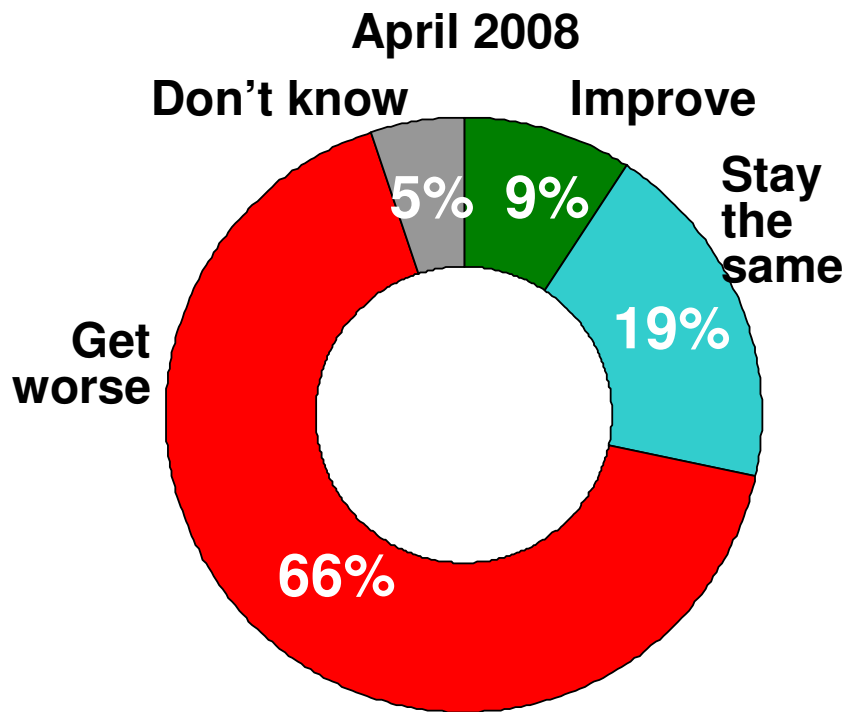


# Economic Optimism



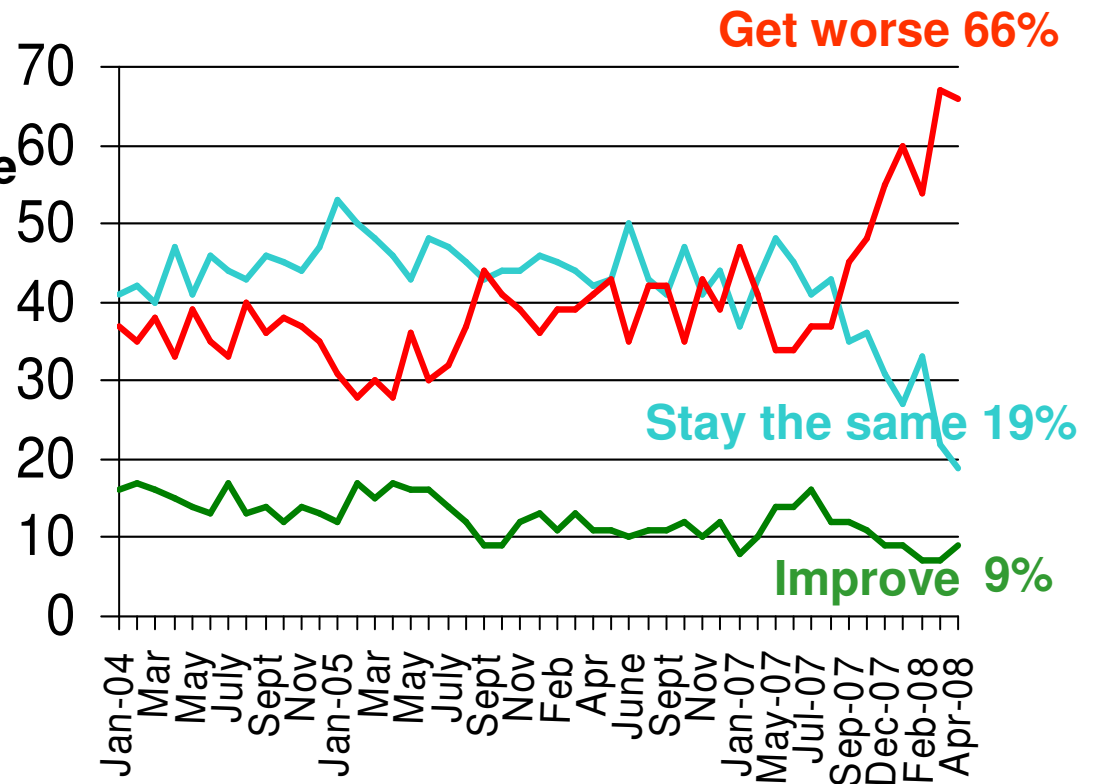
# Economic Optimism Index

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



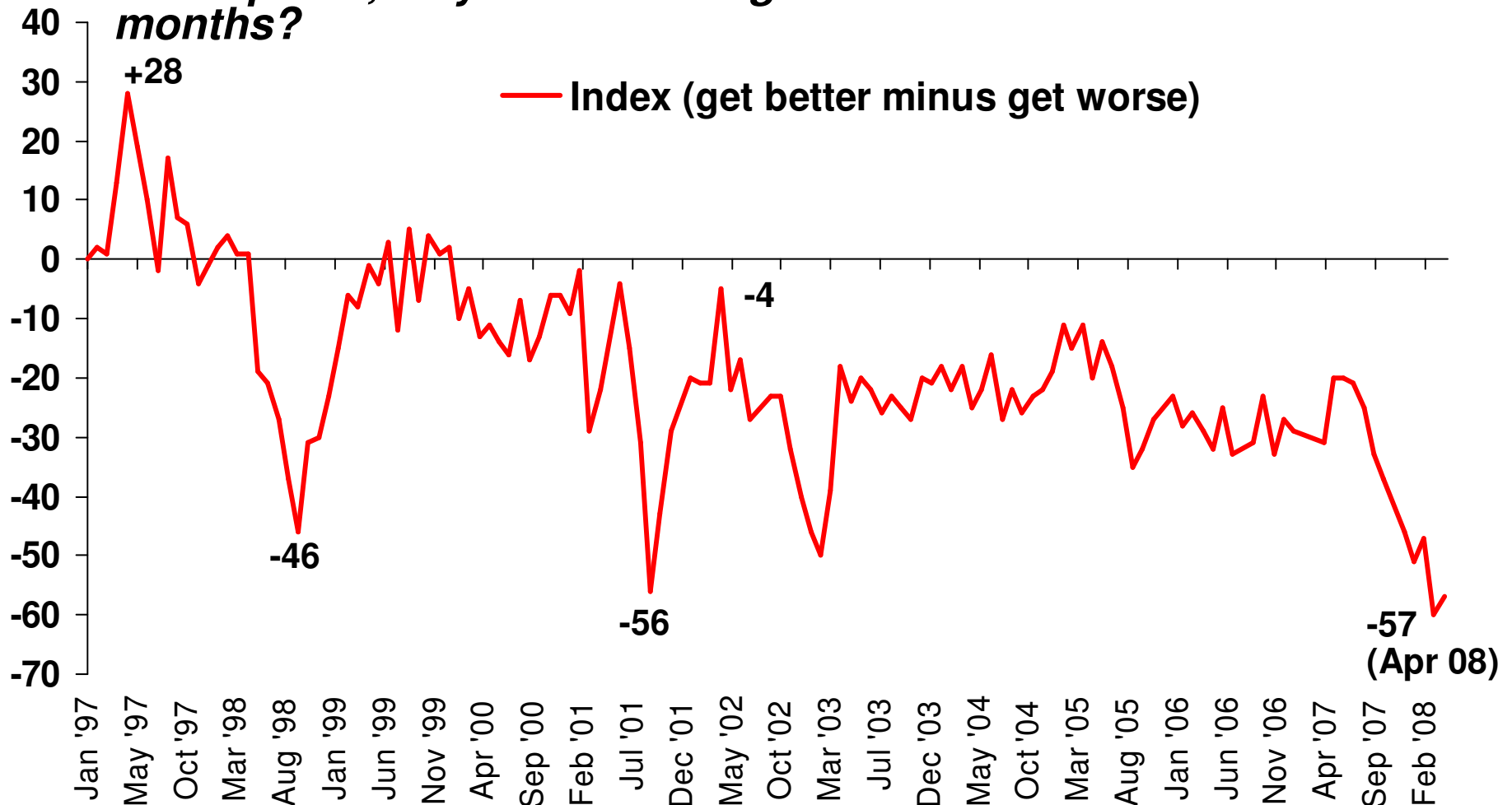
**EOI = -57%**

**January 2004 – April 2008**



# The Ipsos MORI Economic Optimism Index

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



# Economic Optimism Index

**Q 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 – March 2008

