



Political Monitor Trends

January 2009

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Ipsos MORI

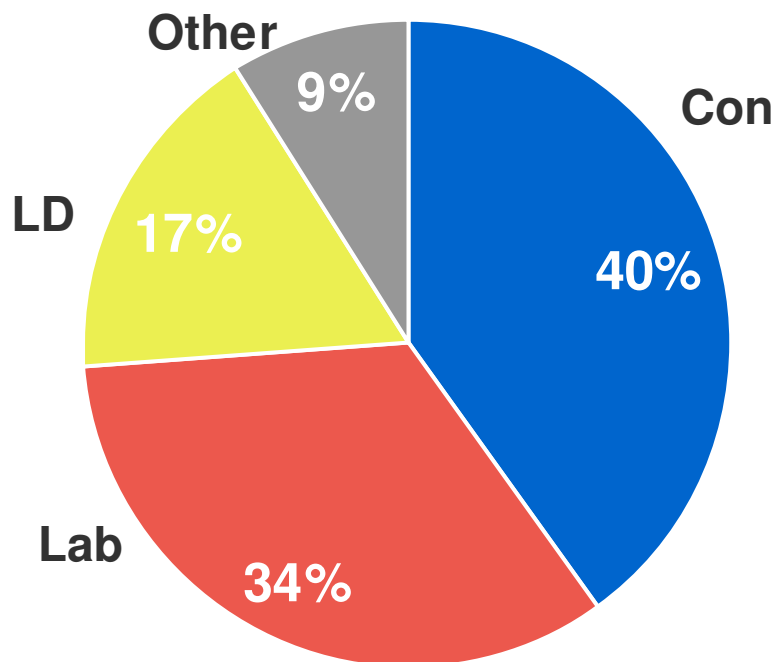


Voting Intentions

Voting Intention: everyone vs. those “certain to vote”

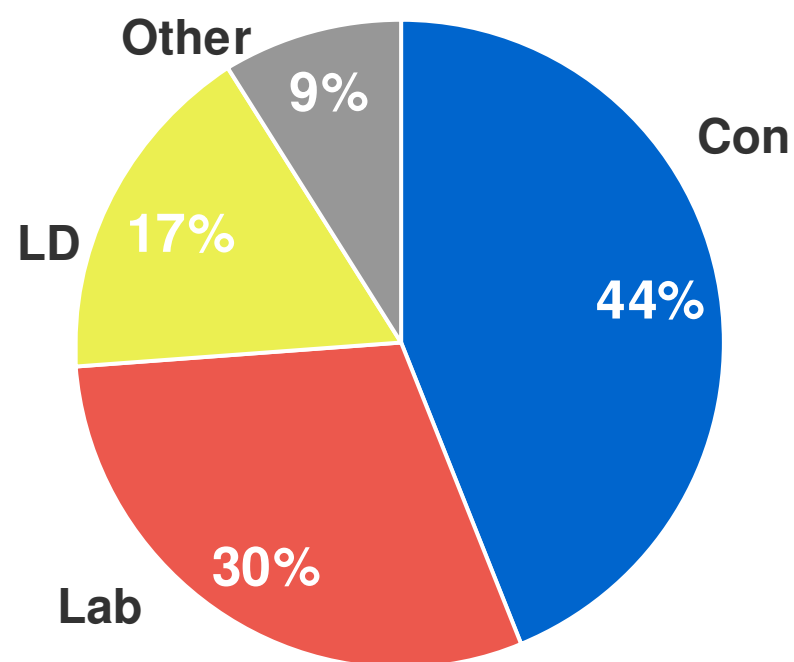
How would you vote if there were a General Election tomorrow?

All giving a voting intention (78%)



Conservative lead = +6

All certain to vote (53%)

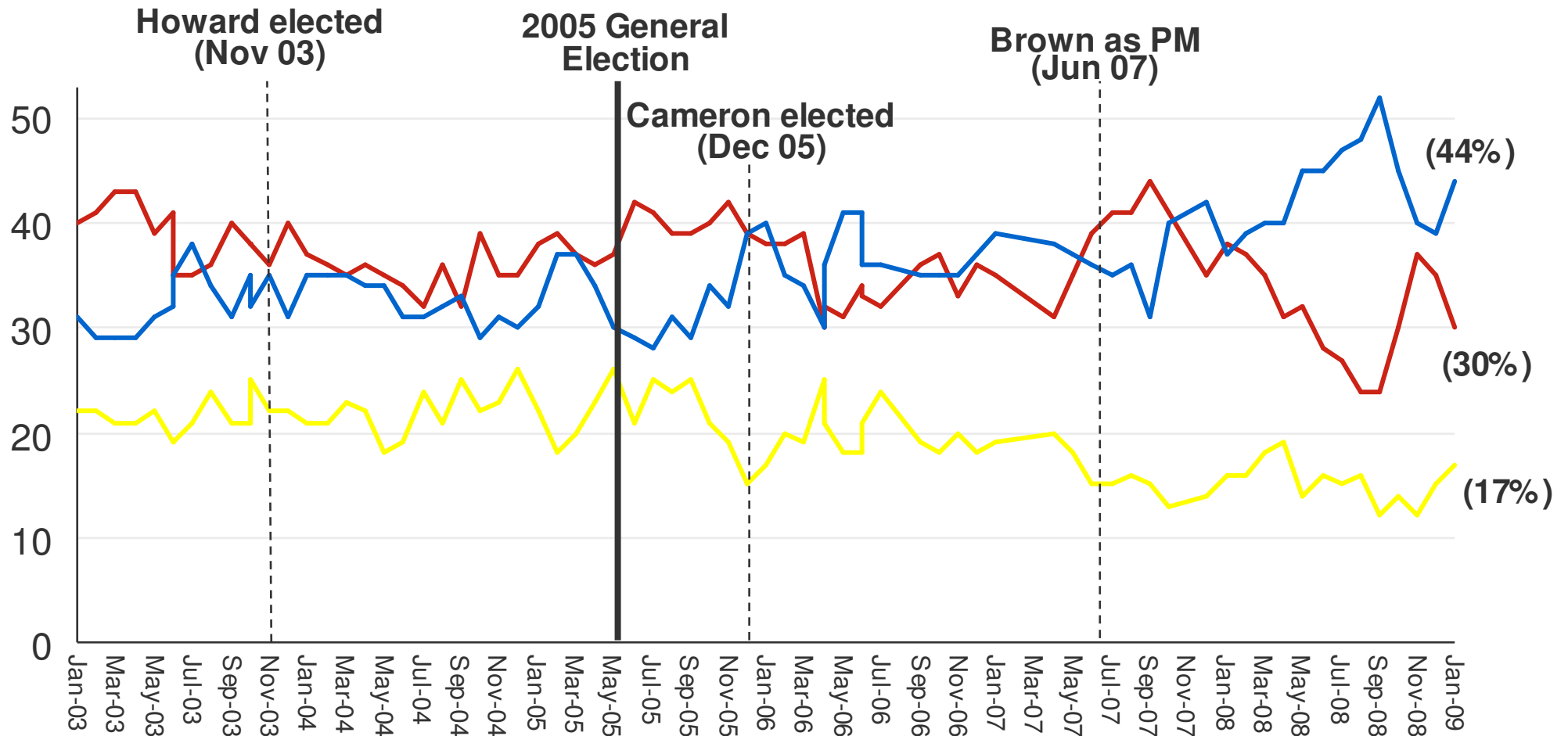


Conservative lead = +14

Base: All giving a voting intention = 78% (783); All certain to vote = 53% (530); data Ipsos MORI collected among 1,005 British adults 18+, 16th-18th January 2009

Voting Intentions Jan 03 – January 09 (all certain to vote)

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



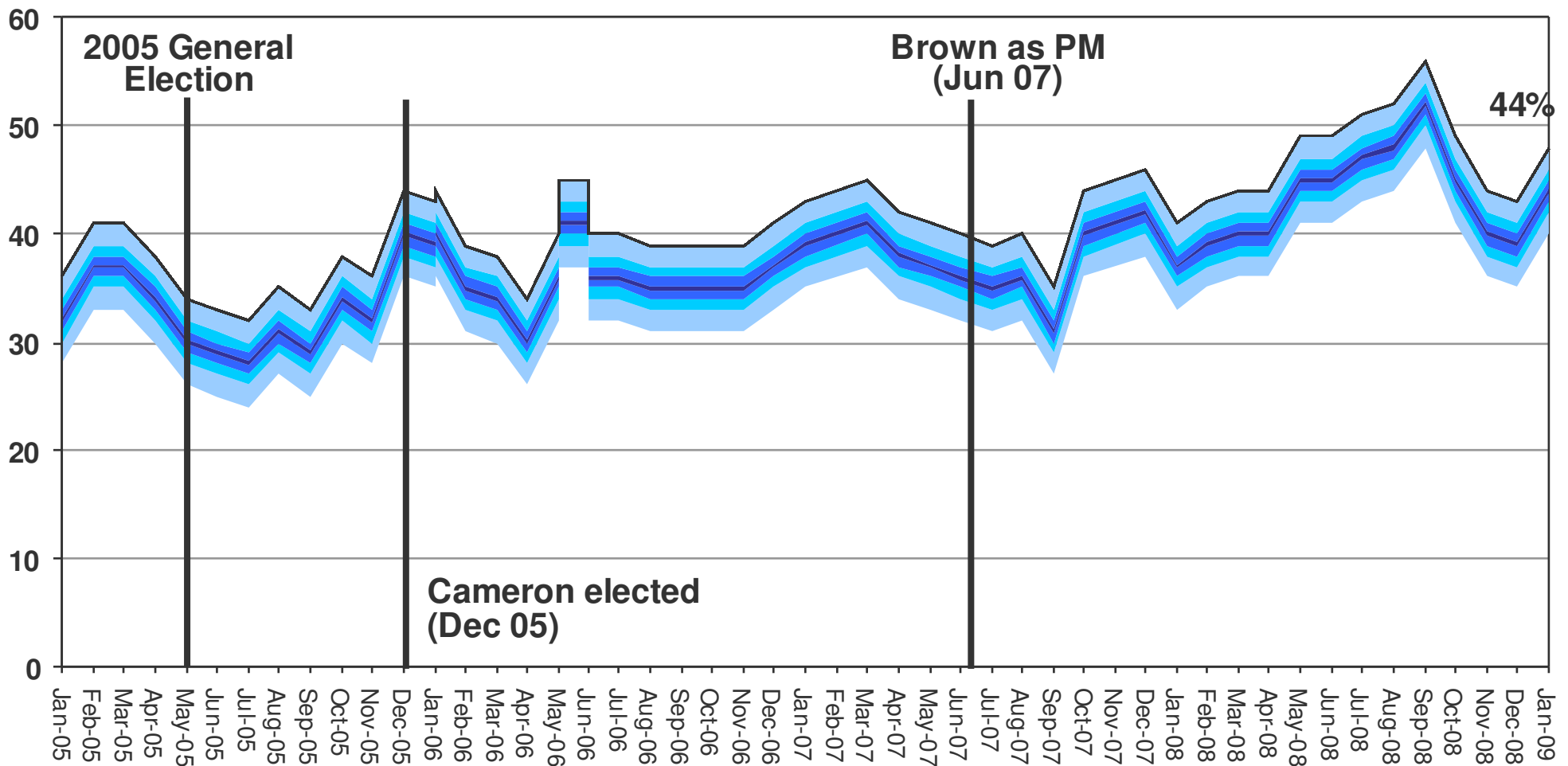
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter
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Source: Ipsos MORI Political Monitor



Conservative vote share including margins of error

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

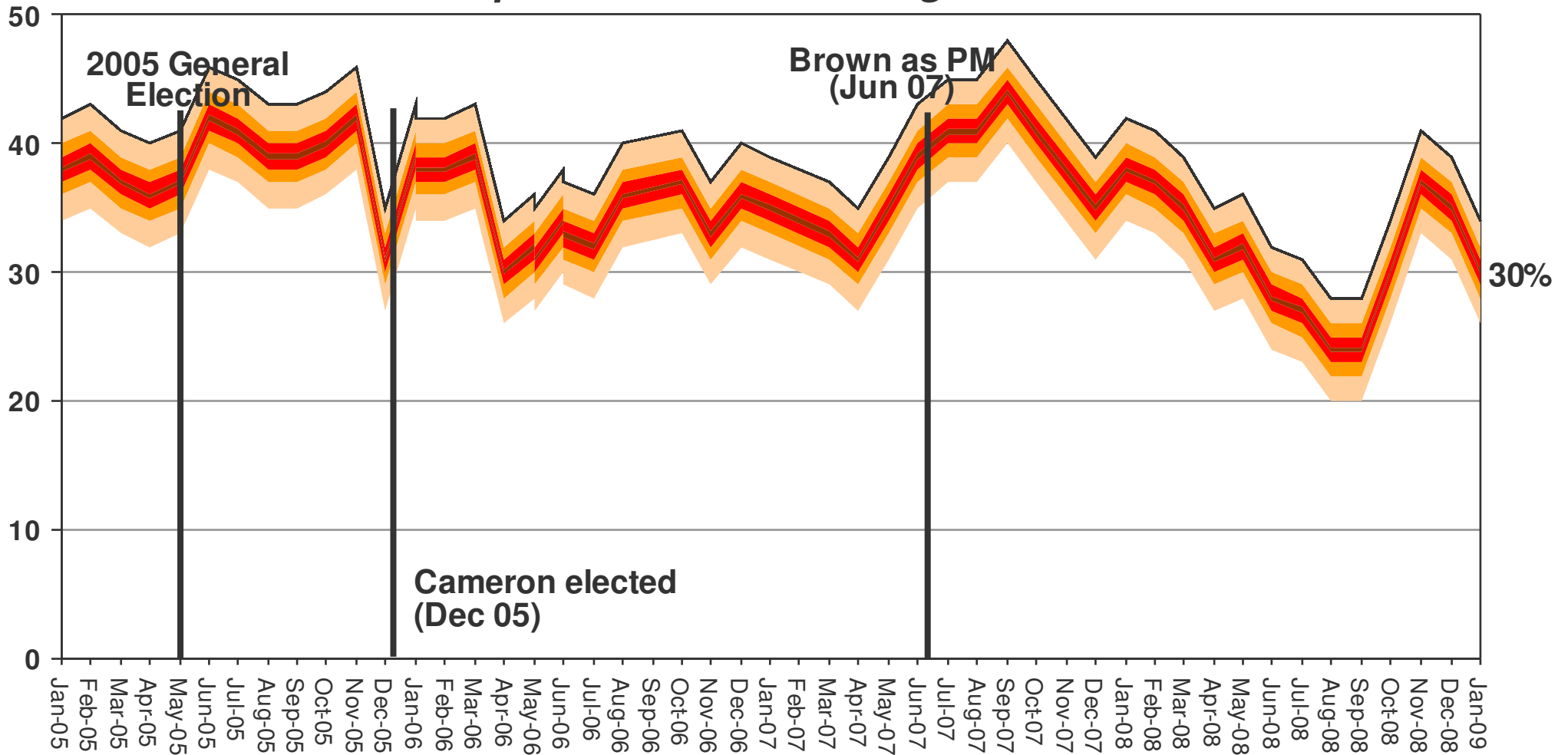
Ipsos MORI

Source: Ipsos MORI Political Monitor



Labour vote share including margins of error

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

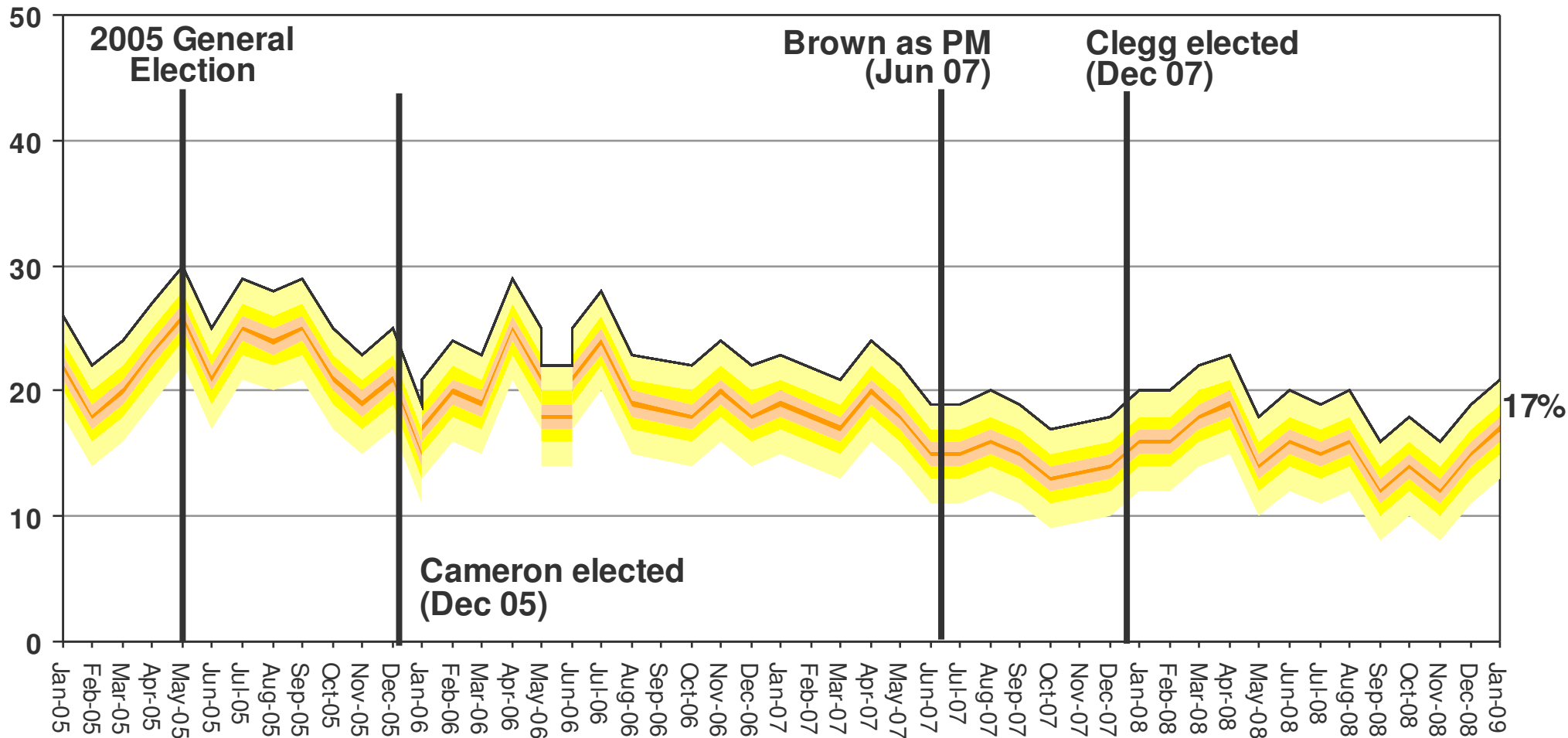


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Liberal Democrat vote share including margins of error

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



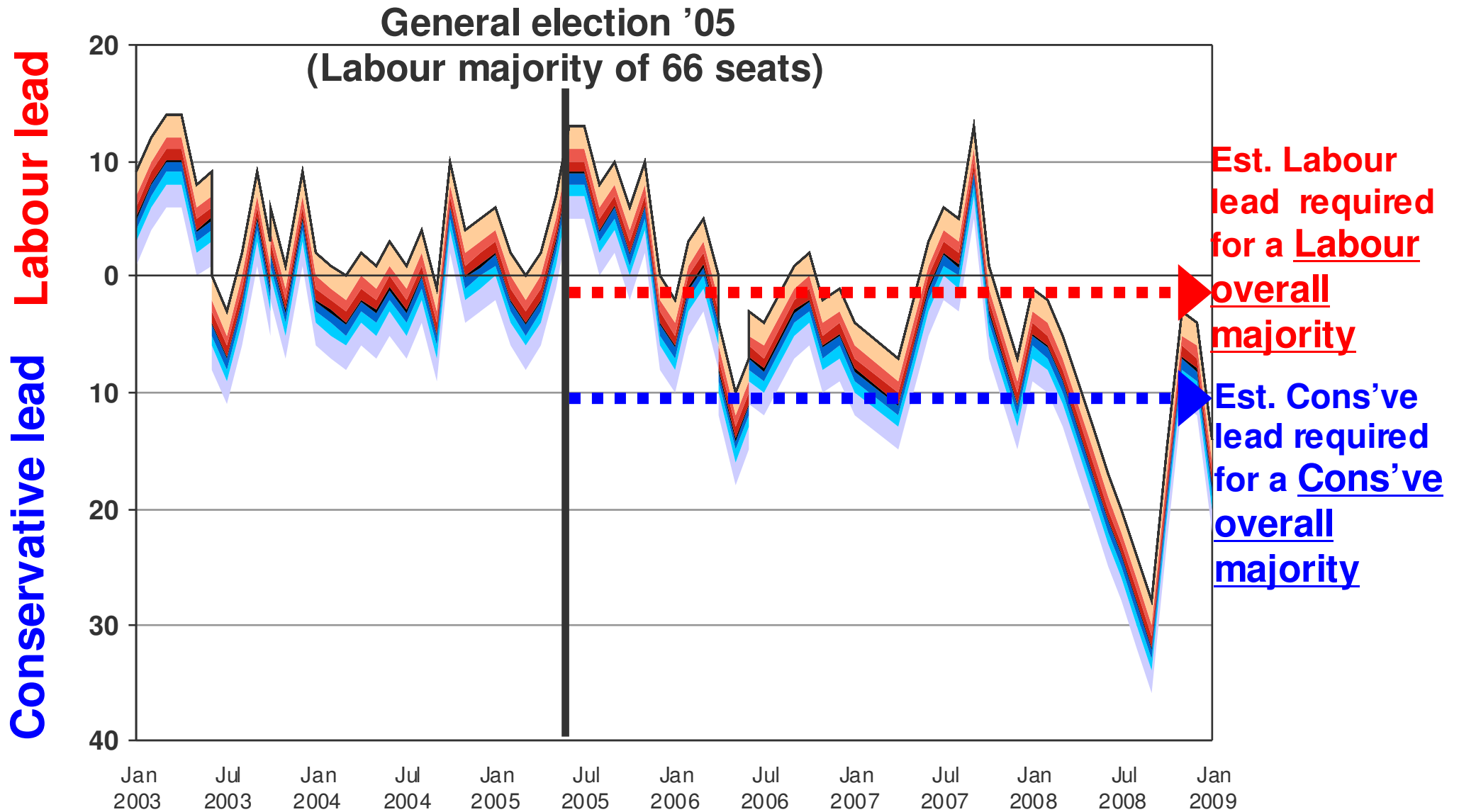
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor



Leads and error margins

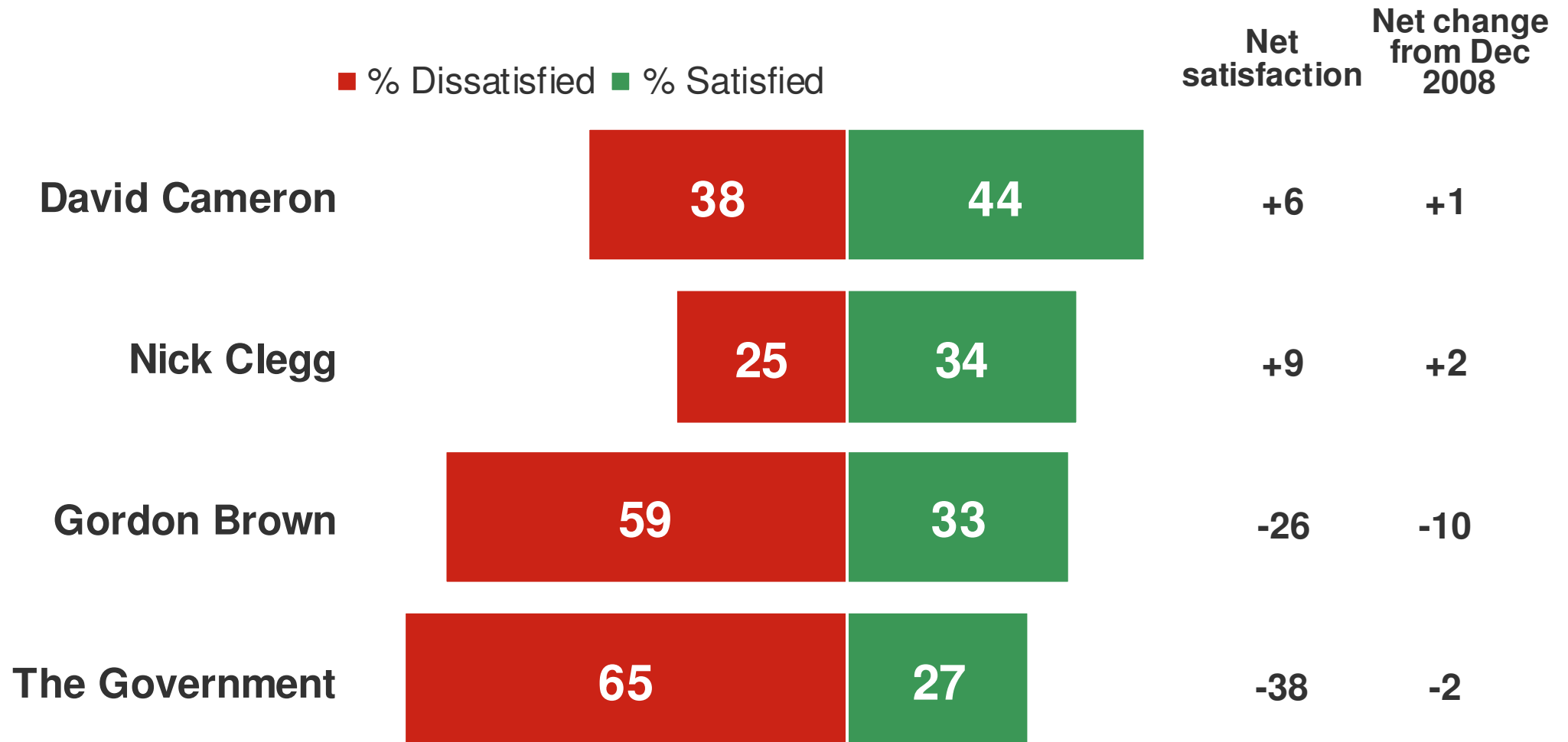


Base: c. 1,000 British adults each month
Ipsos MORI

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: 1,005 British adults 18+, 16th-18th January 2009

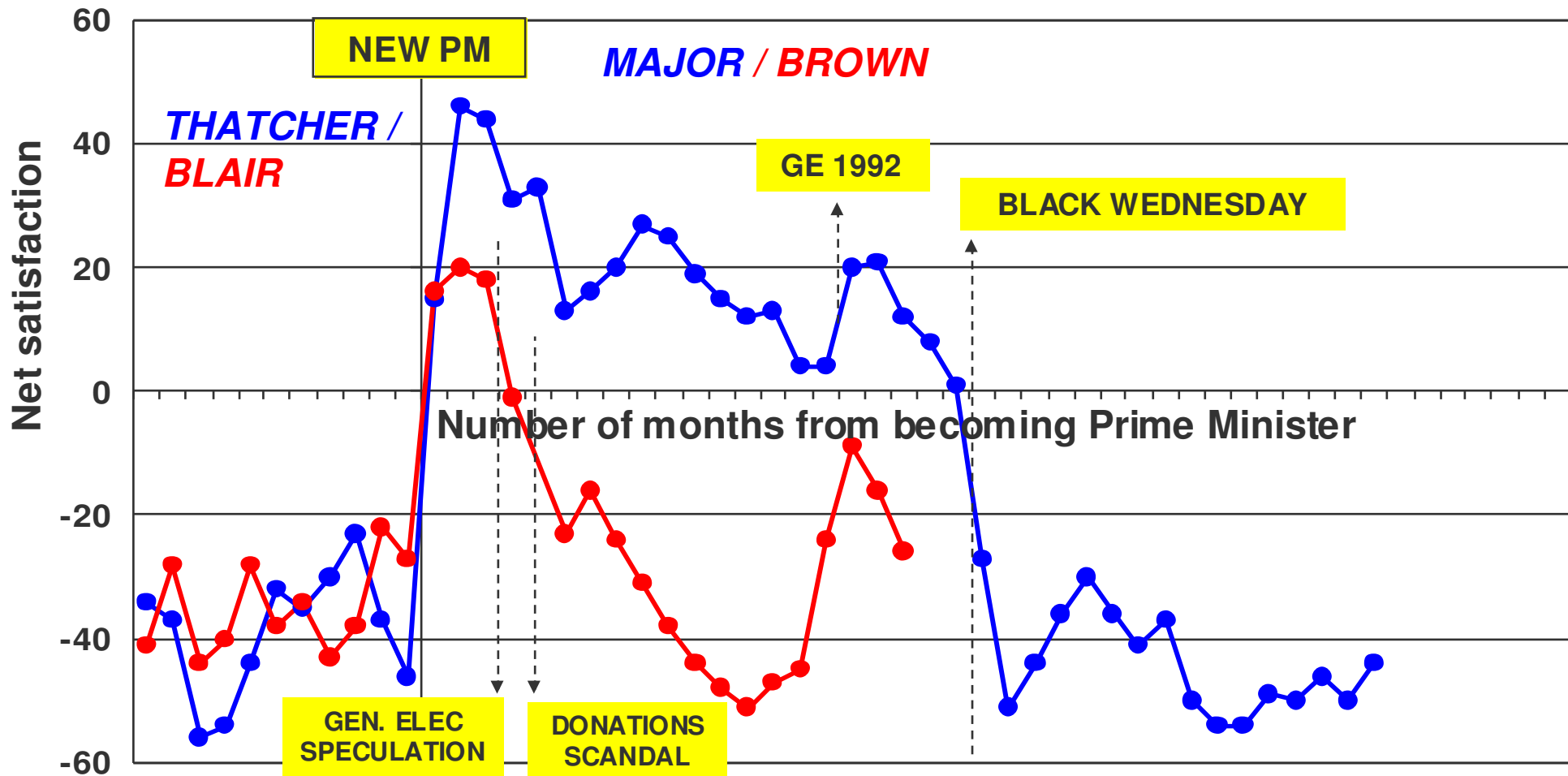
Ipsos MORI

Source: Ipsos MORI Political Monitor



Net satisfaction with new 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

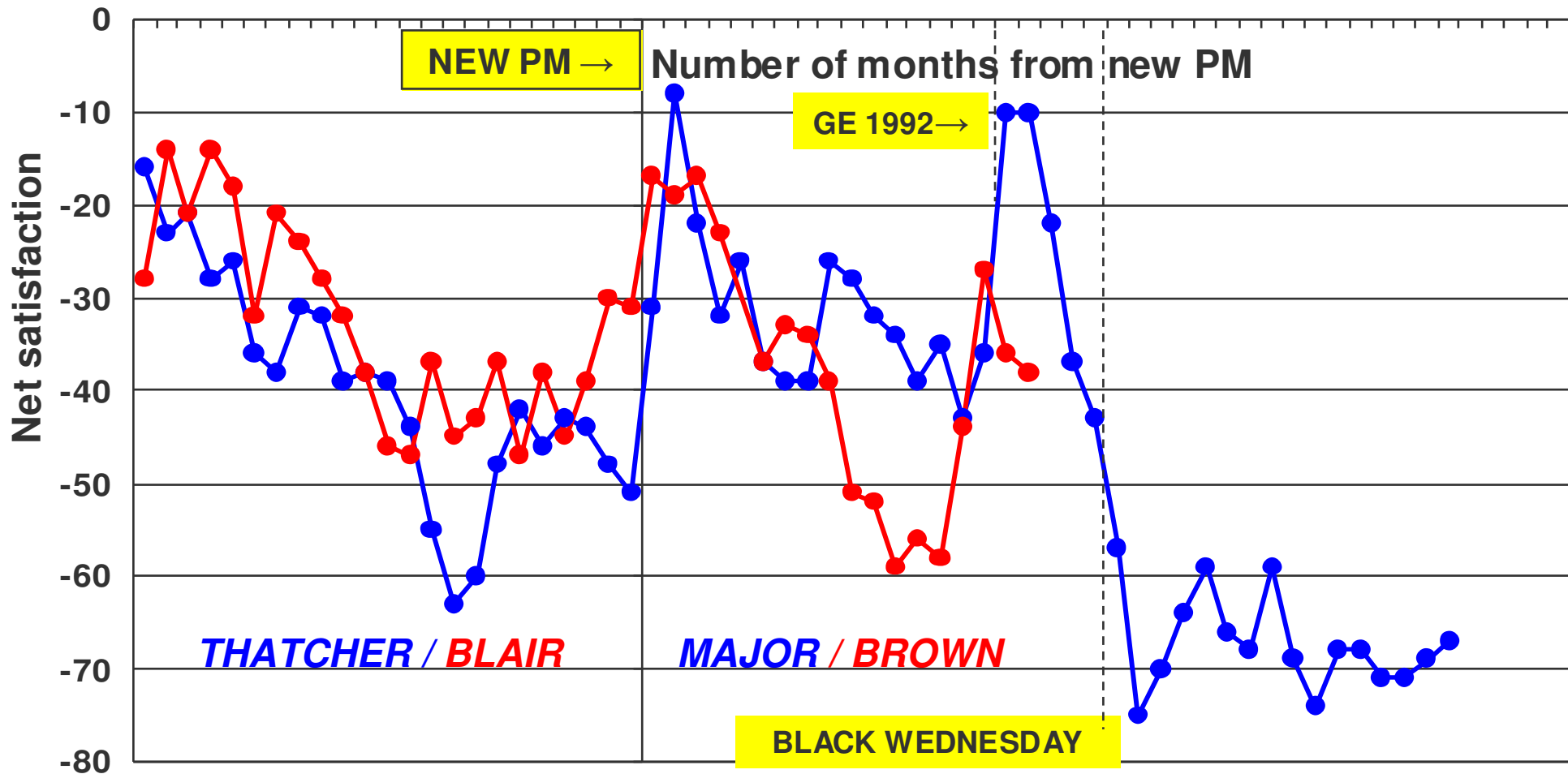
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with new 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

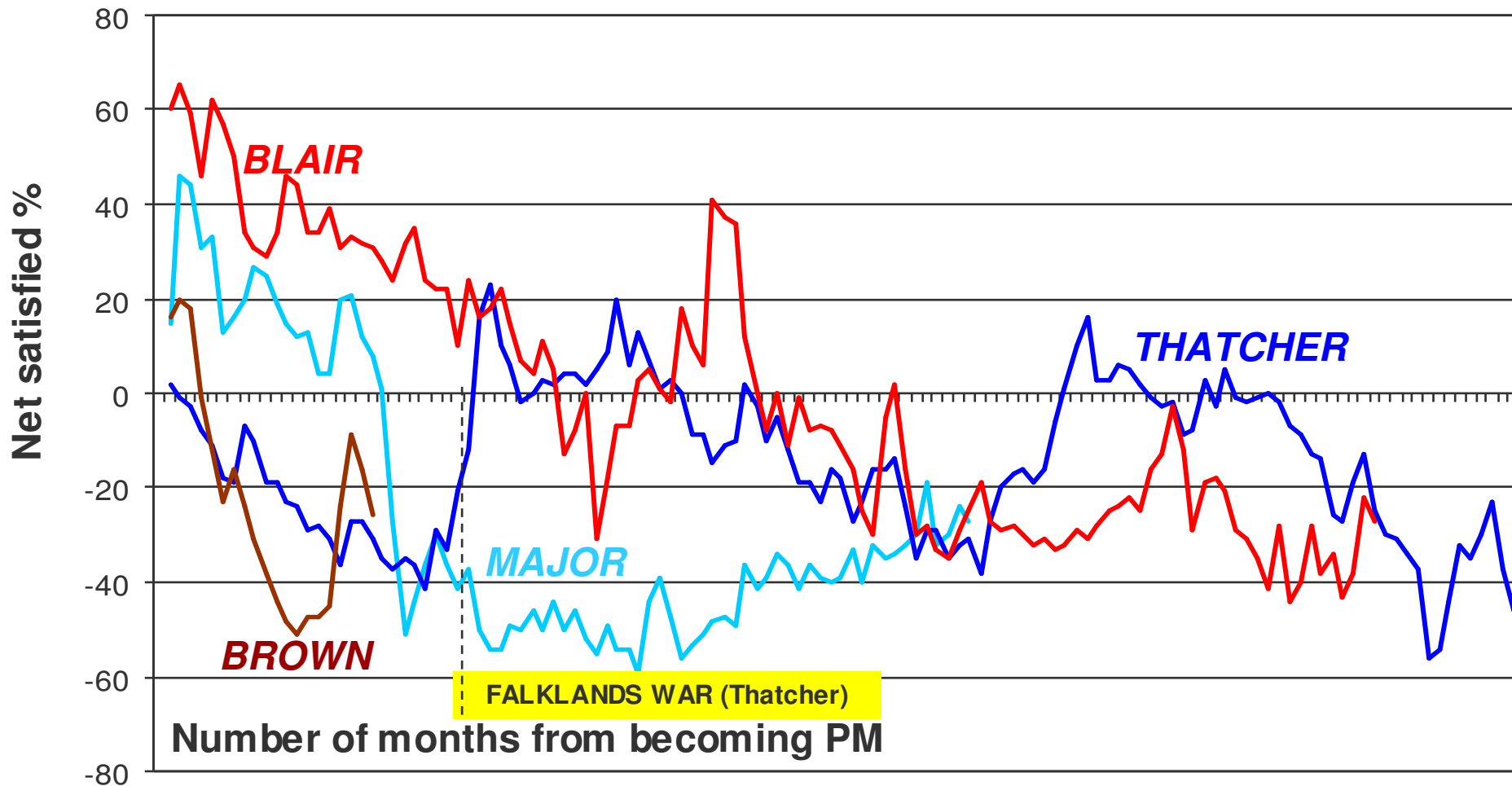
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers (1979–2009)

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

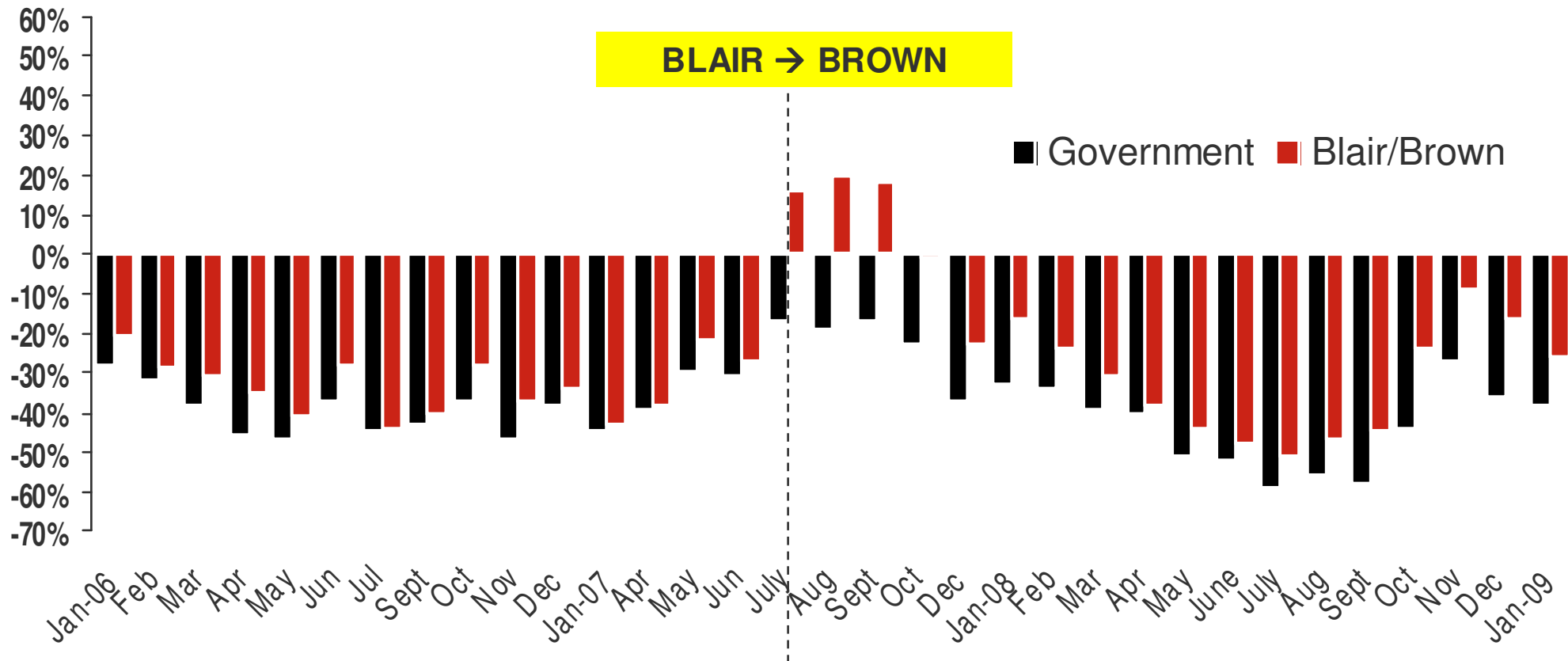
Source: Ipsos MORI Political Monitor



The Government and Prime Minister

How satisfied or dissatisfied are you with...

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

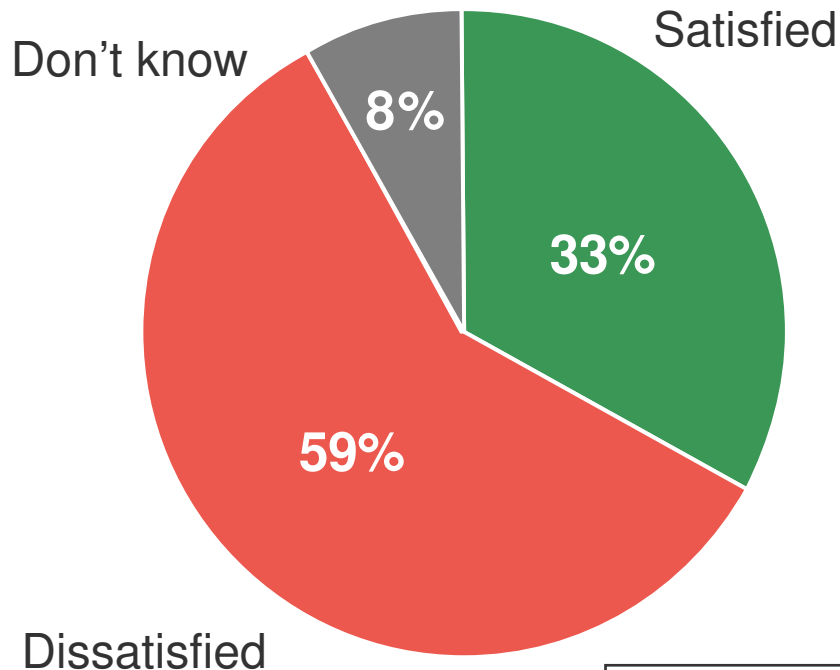
Source: Ipsos MORI Political Monitor



Gordon Brown (satisfaction)

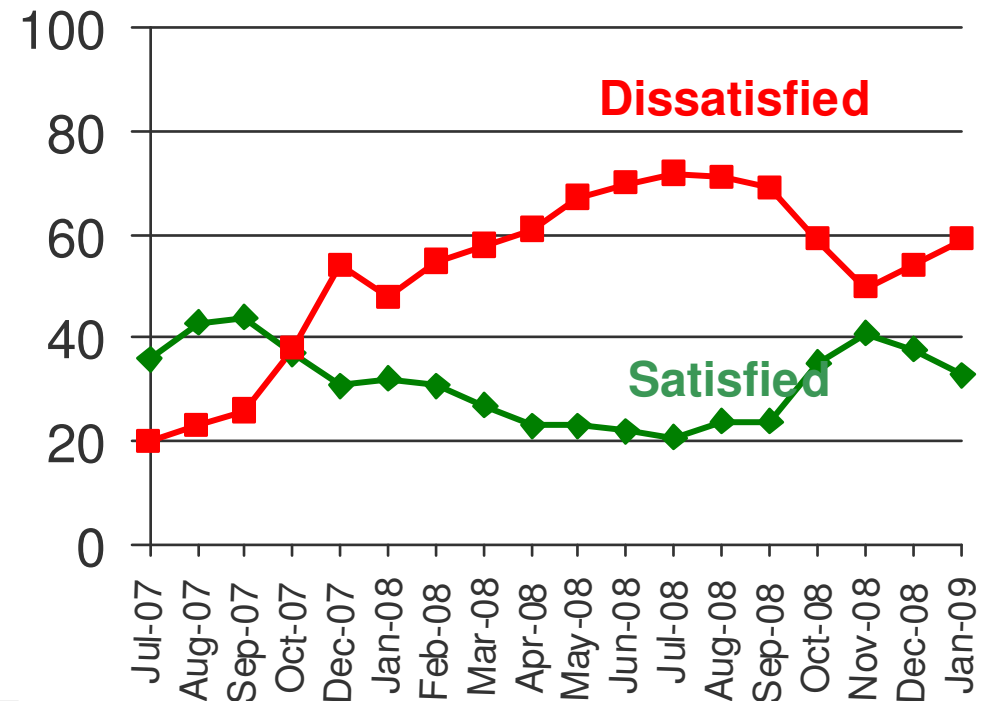
Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

January 2009



Net = -26

July 2007 – January 2009



Base: 1,005 British adults 18+, 16th-18th January 2009

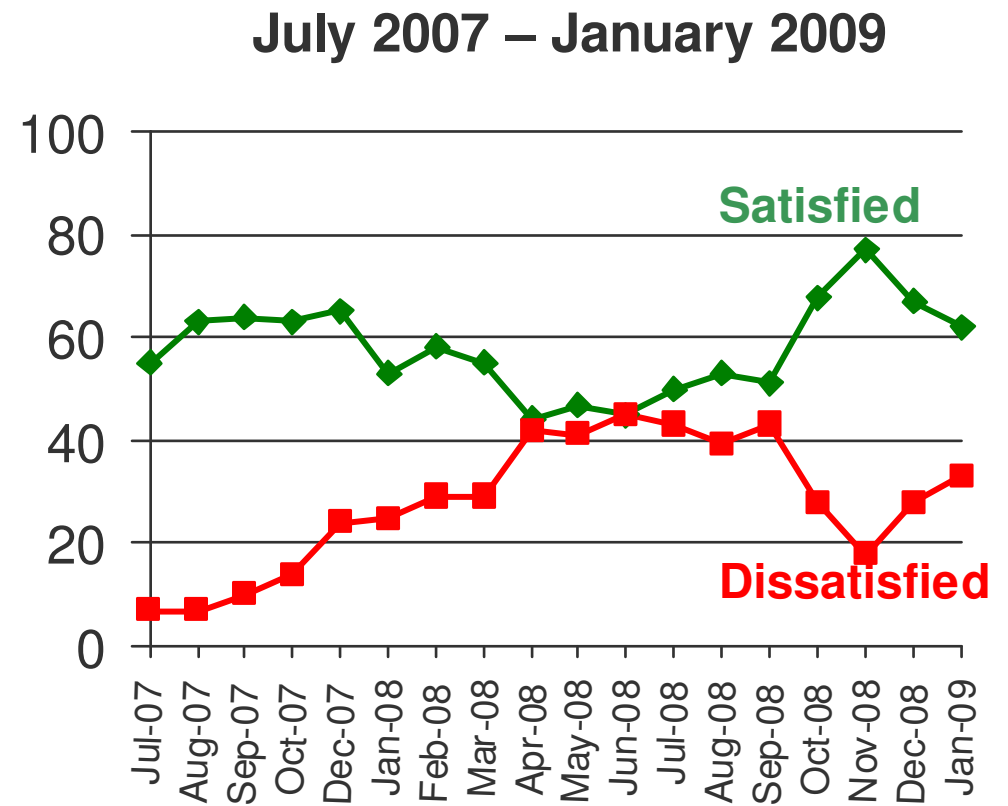
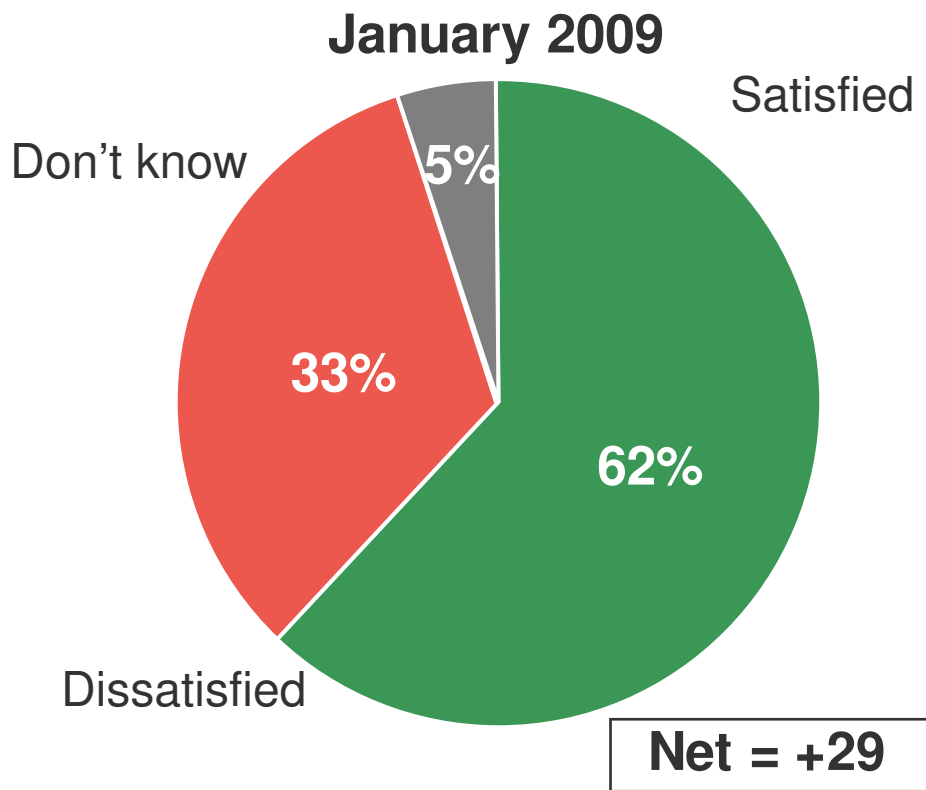
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 269 Labour supporters 18+, 16th-18th January 2009

Ipsos MORI

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

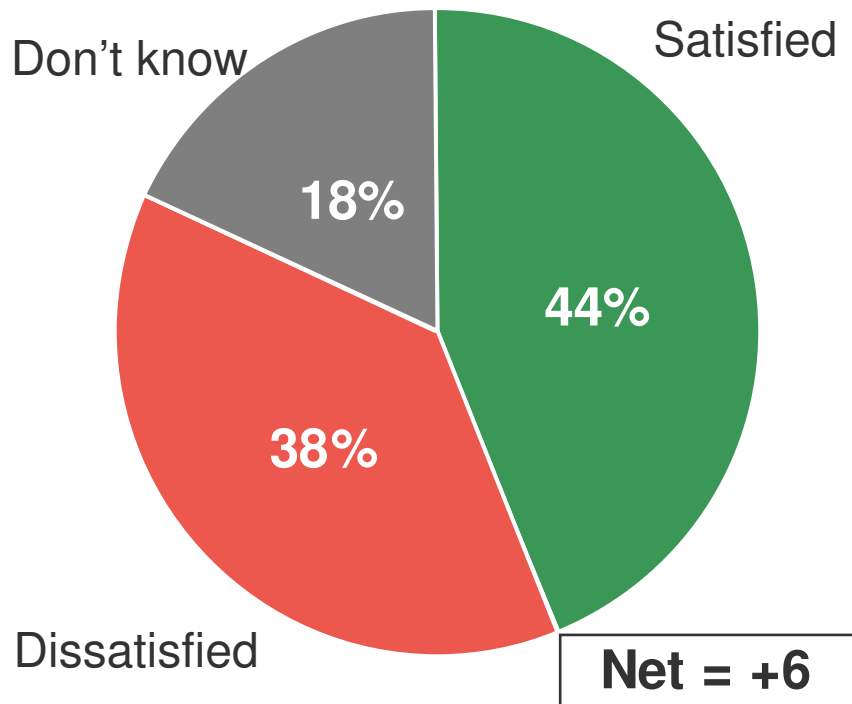
Source: Ipsos MORI Political Monitor



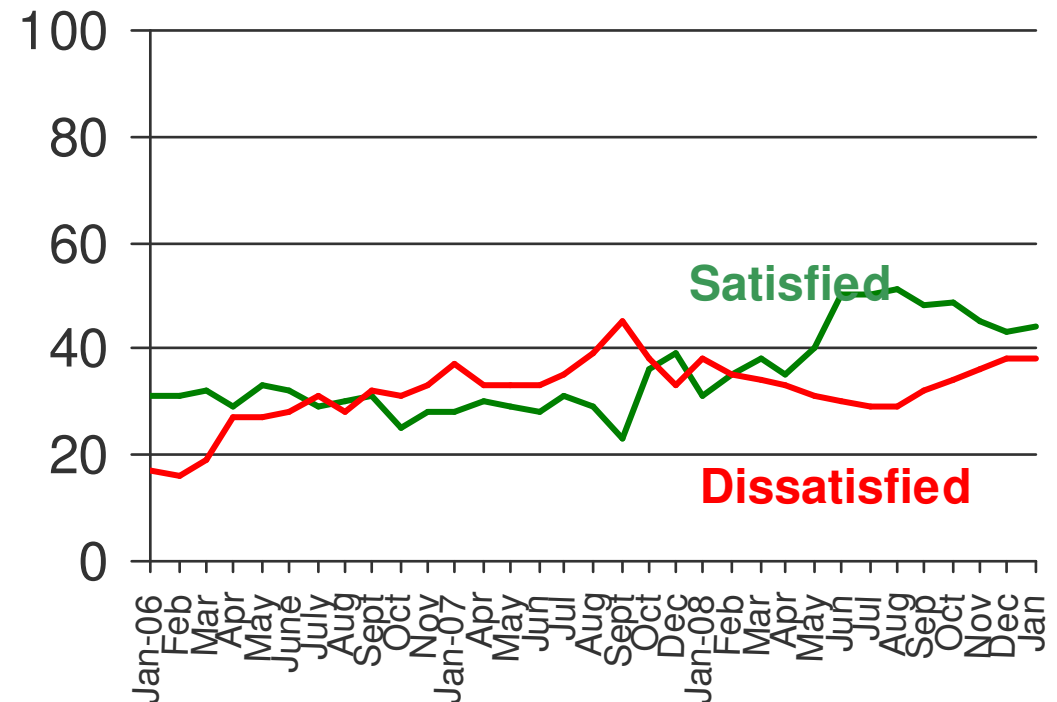
David Cameron (satisfaction)

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

January 2009



January 2006 – January 2009



Base: 1,005 British adults 18+, 16th-18th January 2009

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

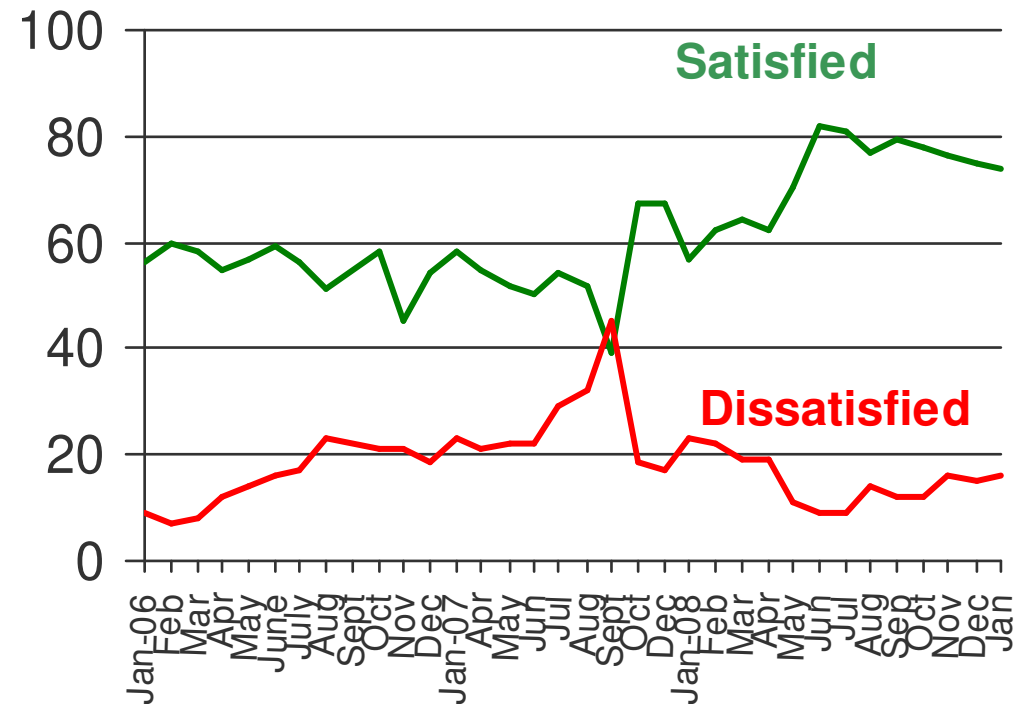
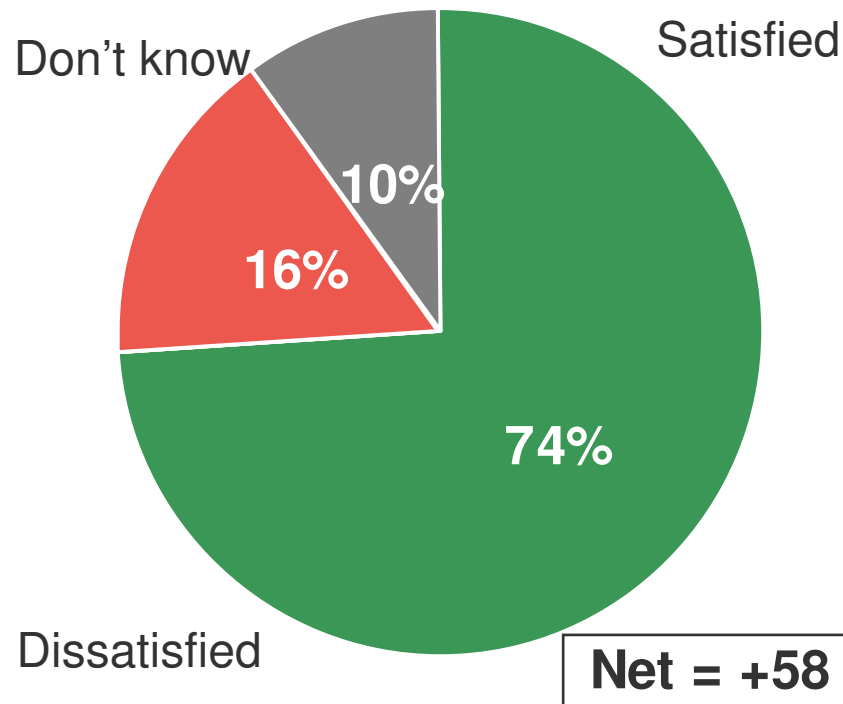


David Cameron (satisfaction among Tory supporters)

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

January 2006 – January 2009

January 2009



Base: 290 Conservative supporters 18+, 16th-18th January 2009

Ipsos MORI

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

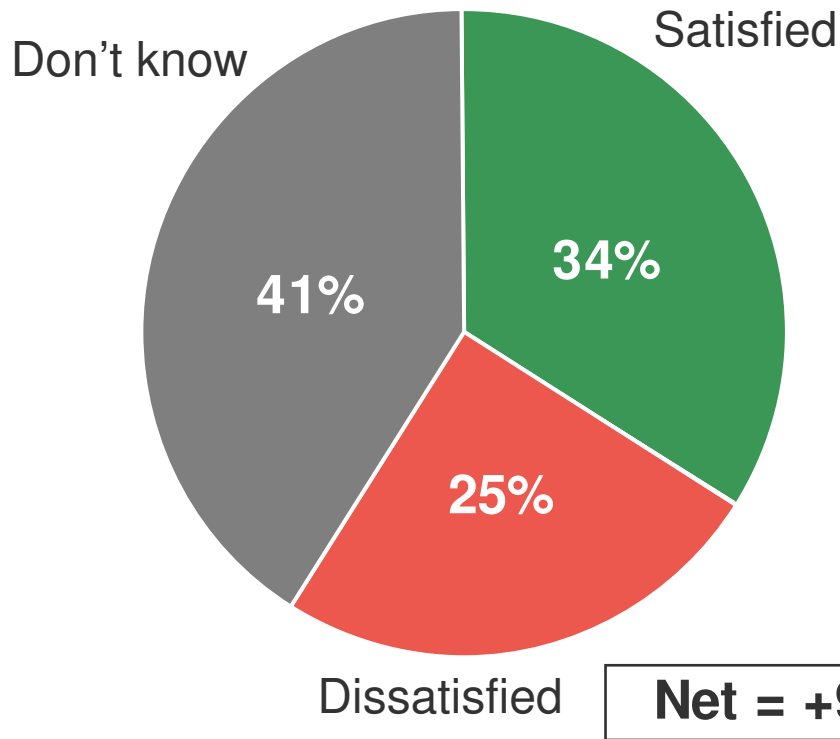
Source: Ipsos MORI Political Monitor



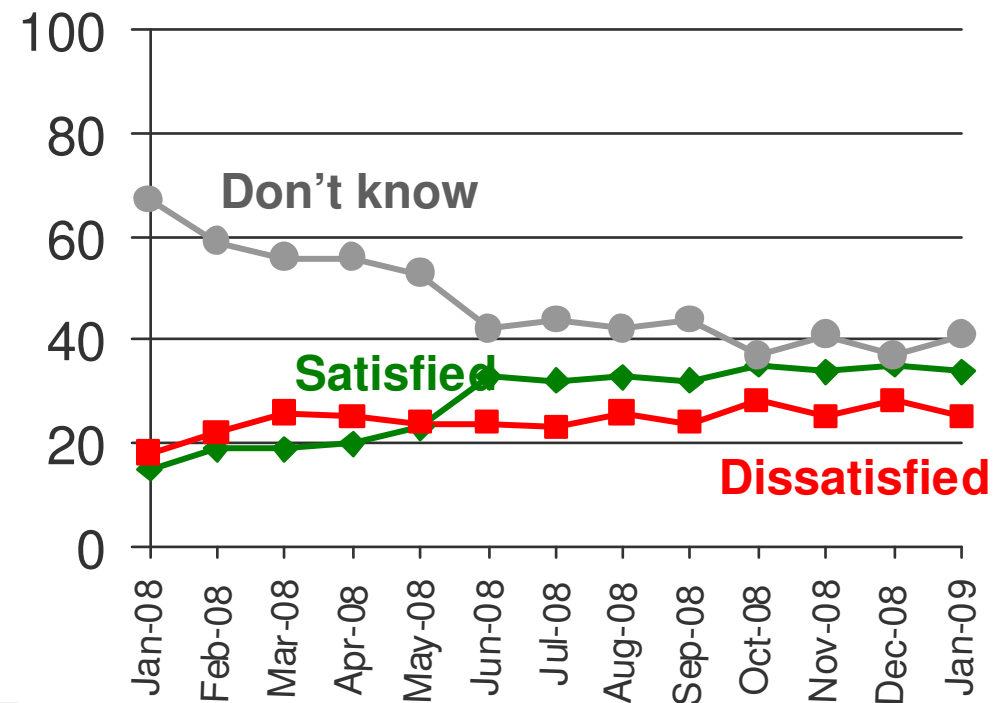
Nick Clegg (satisfaction)

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

January 2009



January 2008 – January 2009



Base: 1,005 British adults, 16th-18th January 2009

Ipsos MORI

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

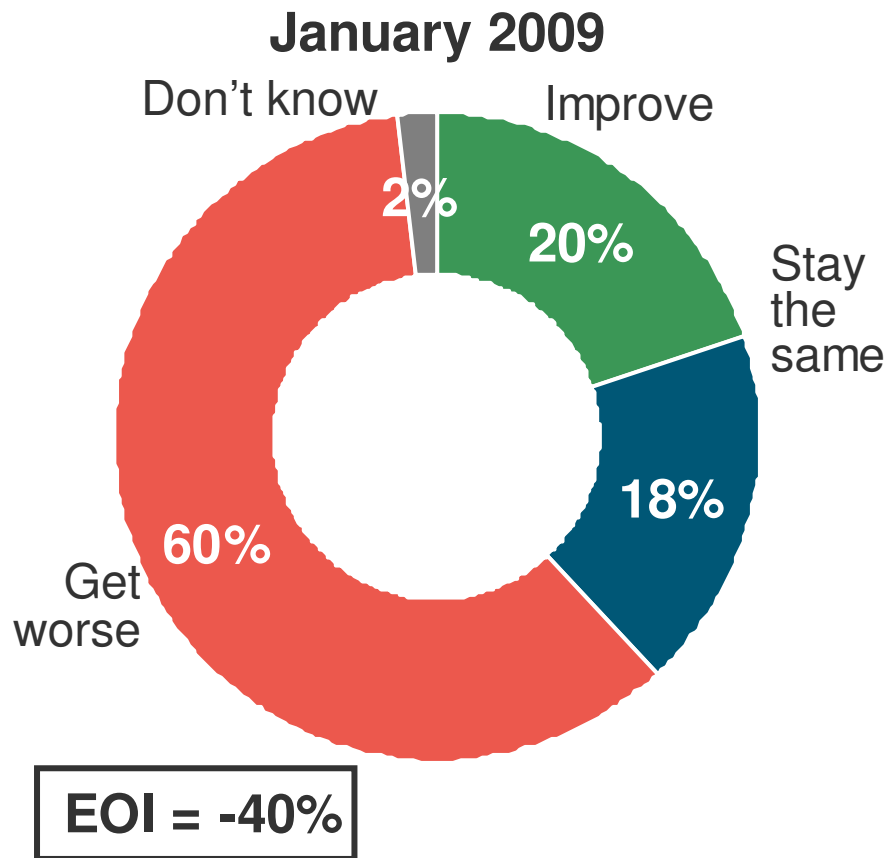
Source: Ipsos MORI Political Monitor



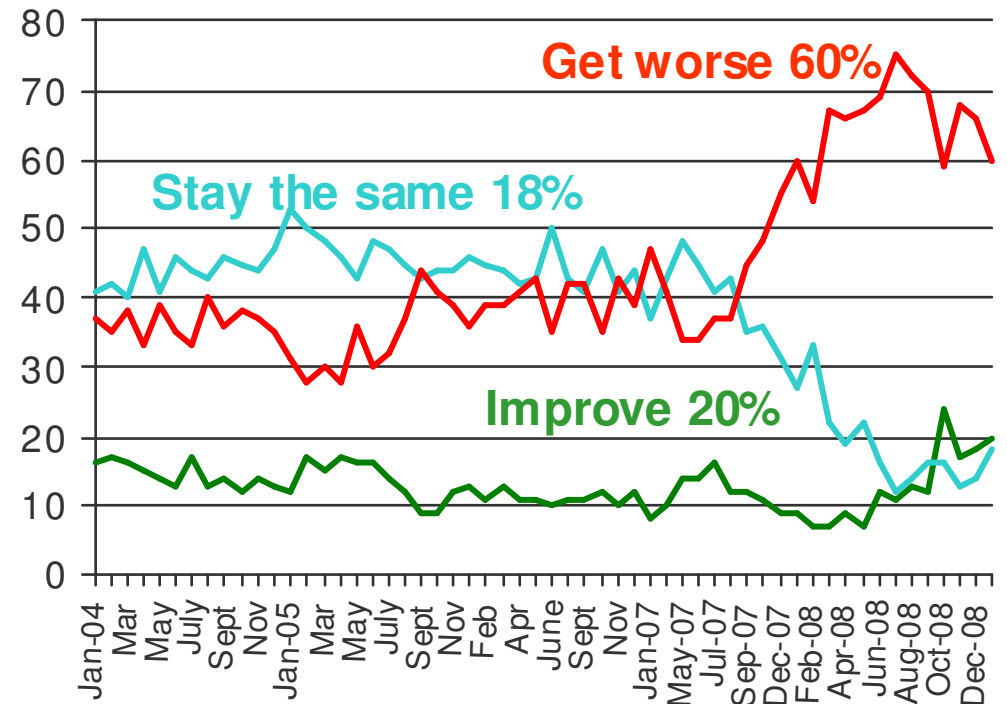
Economic Optimism

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 2004 – January 2009



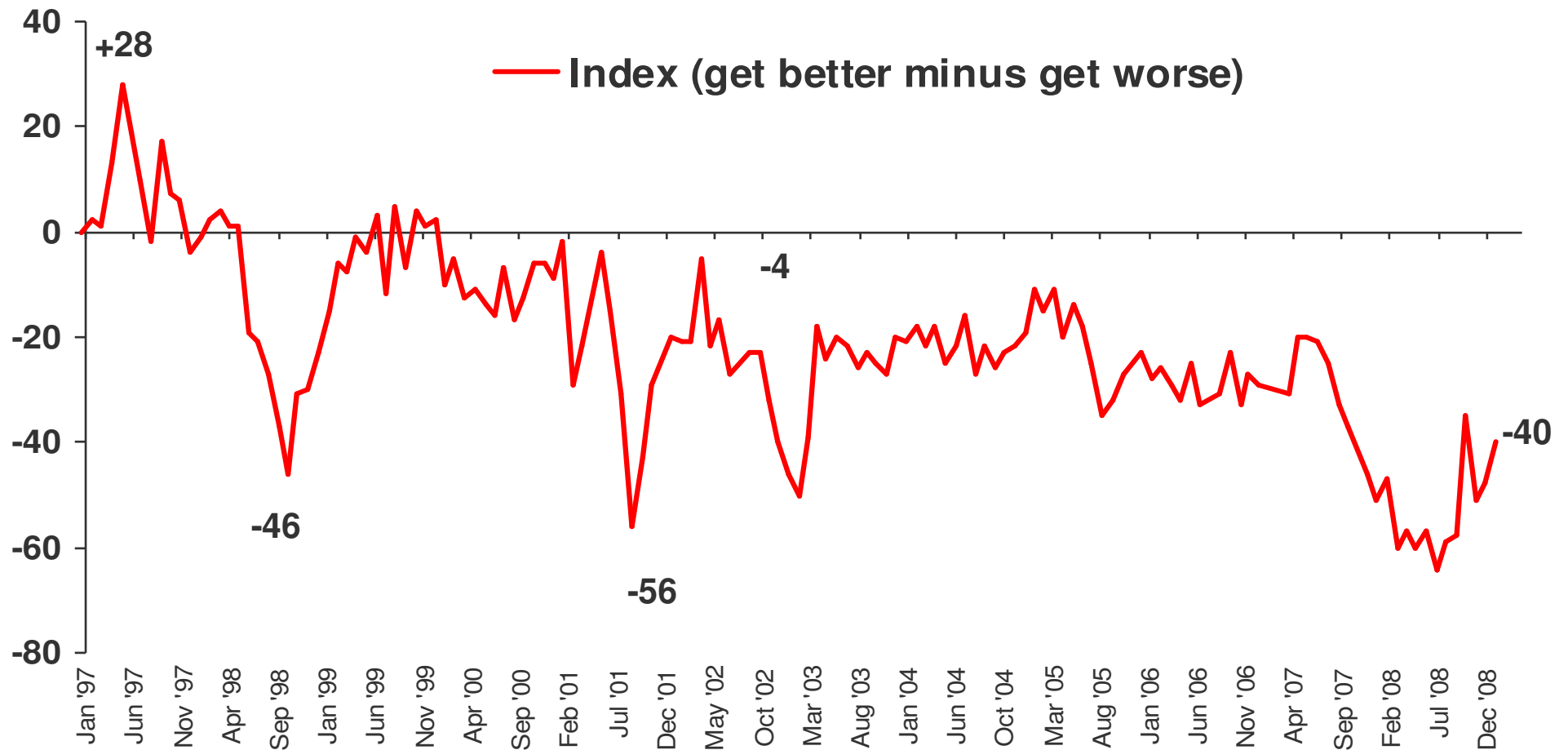
Source: Ipsos MORI Political Monitor

Base: 1,005 British adults, 16th-18th January 2009
Ipsos MORI



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?

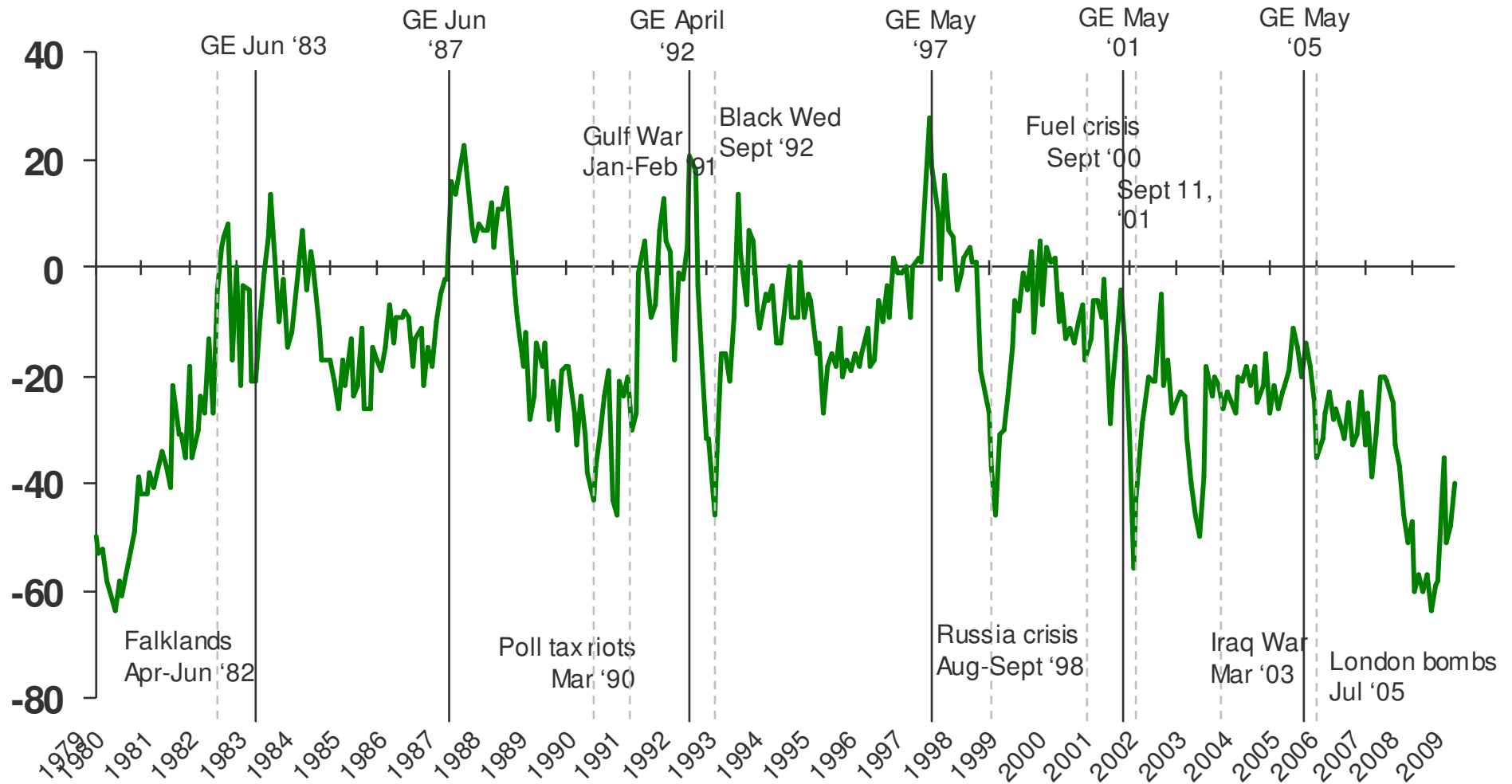


Base: c. 1,000 British adults each month
Ipsos MORI

Source: Ipsos MORI Political Monitor



Economic Optimism since 1979



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

Source: Ipsos MORI Political Monitor

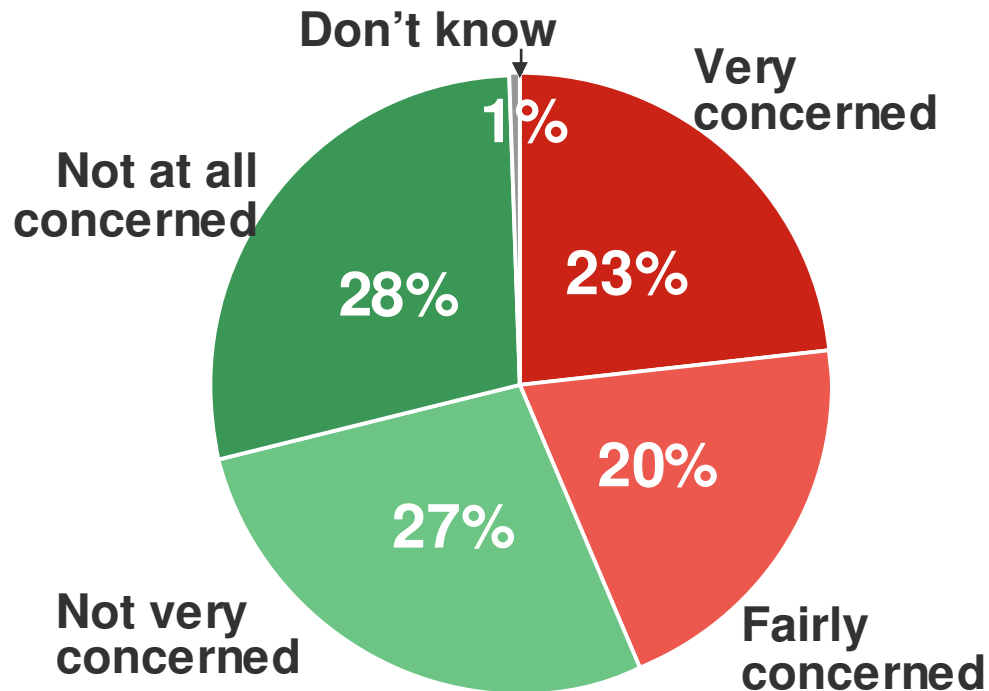


January 2009 additional questions

Fear of redundancy (amongst full-time workers)

How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next few months?

October 2008

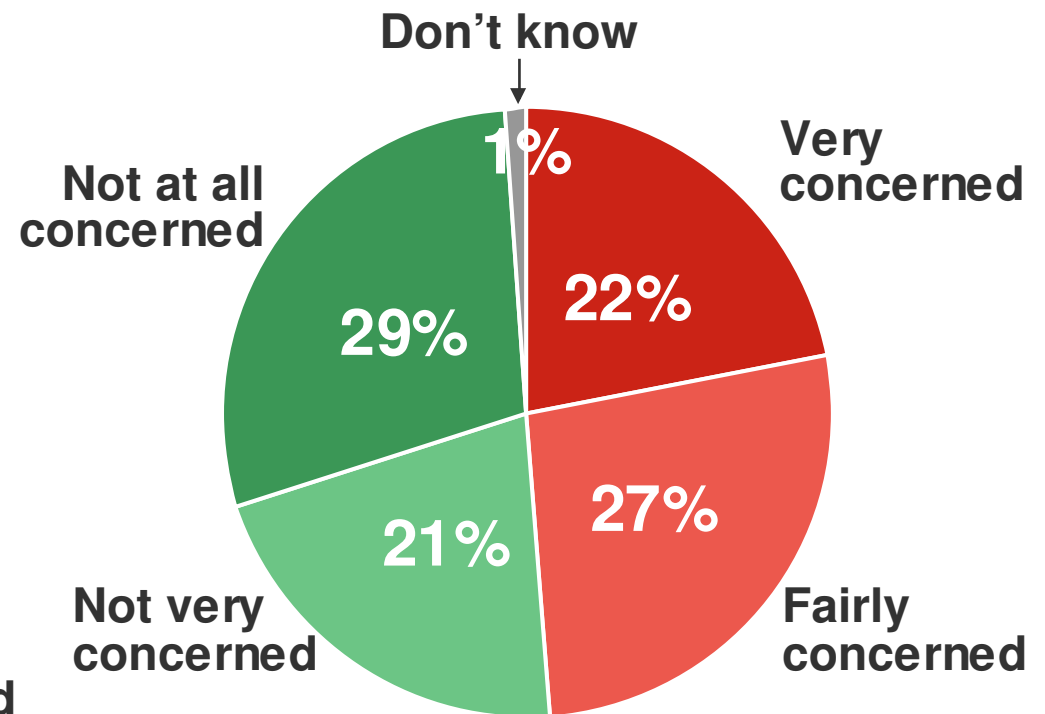


Total concerned = 43%

Base: 452 British adults in full-time work, 17th-19th October 2008

Ipsos MORI

January 2009



Total concerned = 49%

Base: 461 British adults in full-time work, 16th-18th January 2009

Source: Ipsos MORI Political Monitor

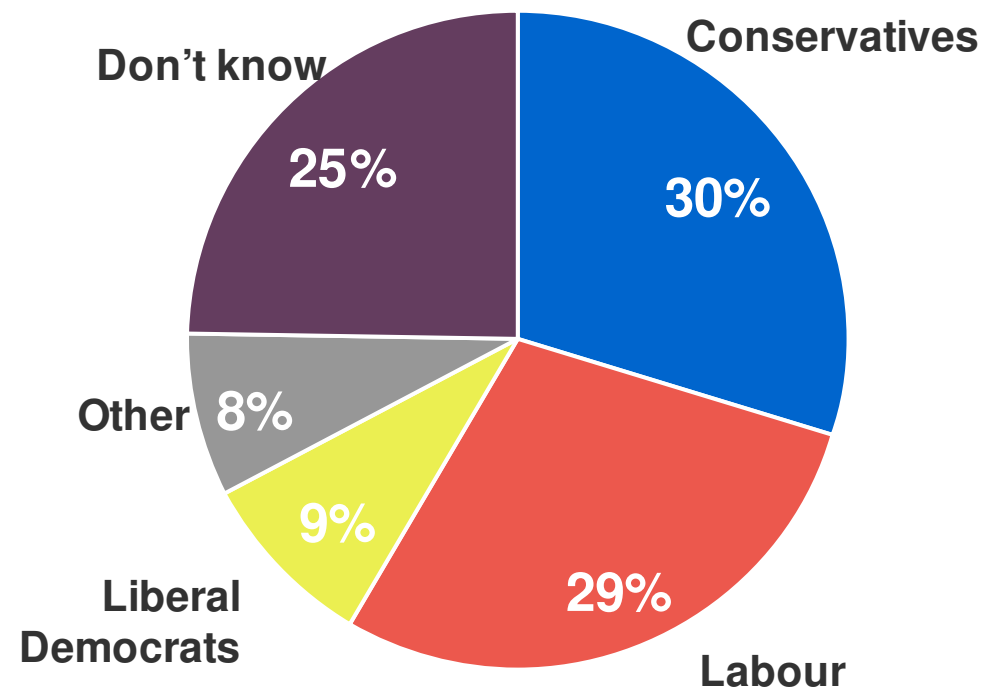
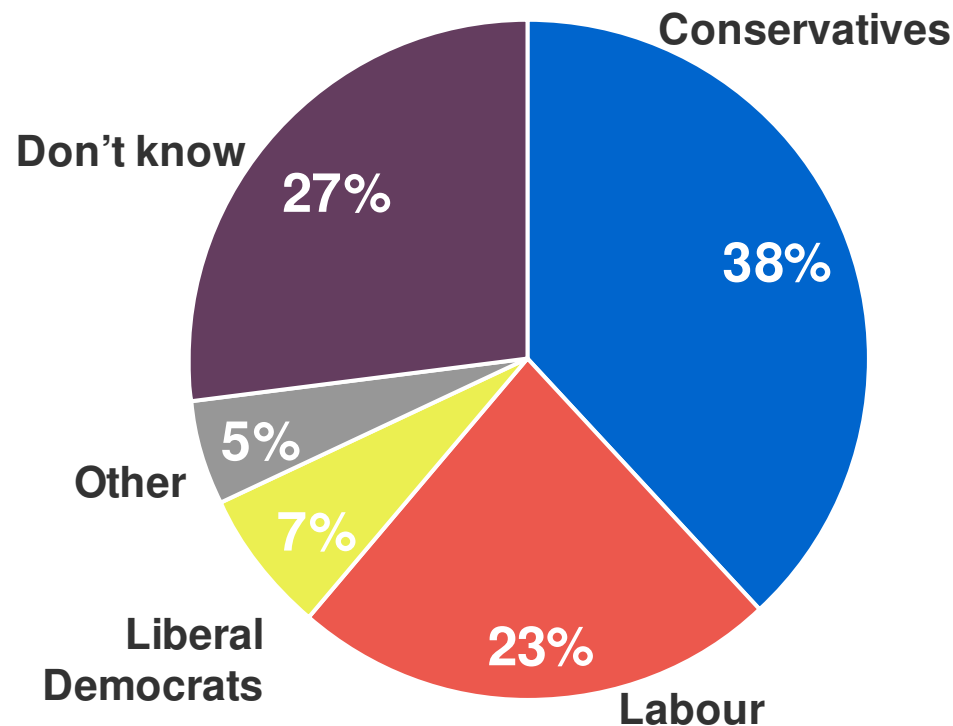


Best party on economy

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

August 2008

January 2009



Conservative lead = +15

Conservative lead = +1

Base: 1,005 British adults 18+, 15th-17th August 2008

Base: 1,005 British adults 18+, 16th-18th January 2009

Source: Ipsos MORI Political Monitor

**Questions, comments,
queries:**

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