



# Political Monitor Trends

July 2008

**Contacts:**

[Bob.Worcester@ipsos-mori.com](mailto:Bob.Worcester@ipsos-mori.com)

[Ben.Page@ipsos-mori.com](mailto:Ben.Page@ipsos-mori.com)

[Julia.Clark@ipsos-mori.com](mailto:Julia.Clark@ipsos-mori.com)

020 7347 3000

**Ipsos MORI**

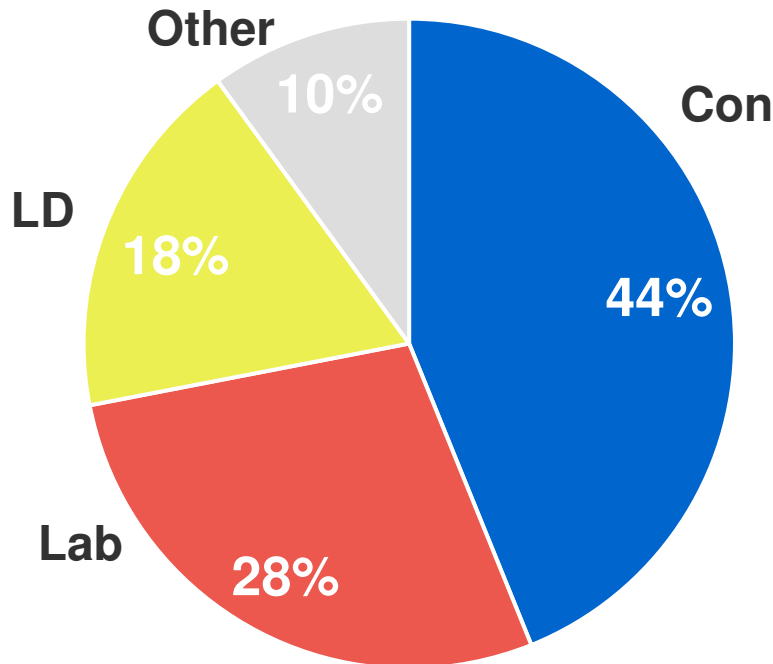


# Voting Intentions

# Voting Intention: all vs. those certain to vote

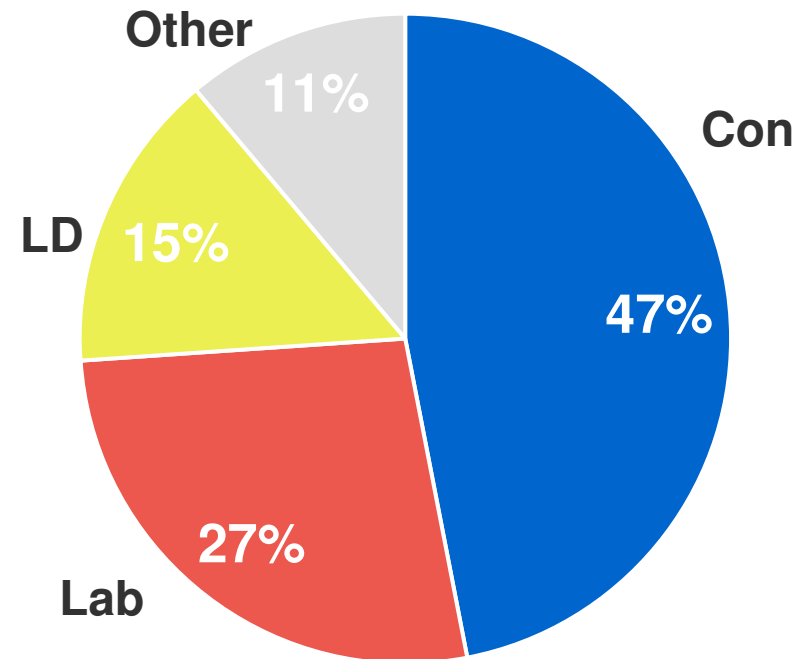
*How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (79%)**



**Conservative lead = +16**

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



**Conservative lead = +20**

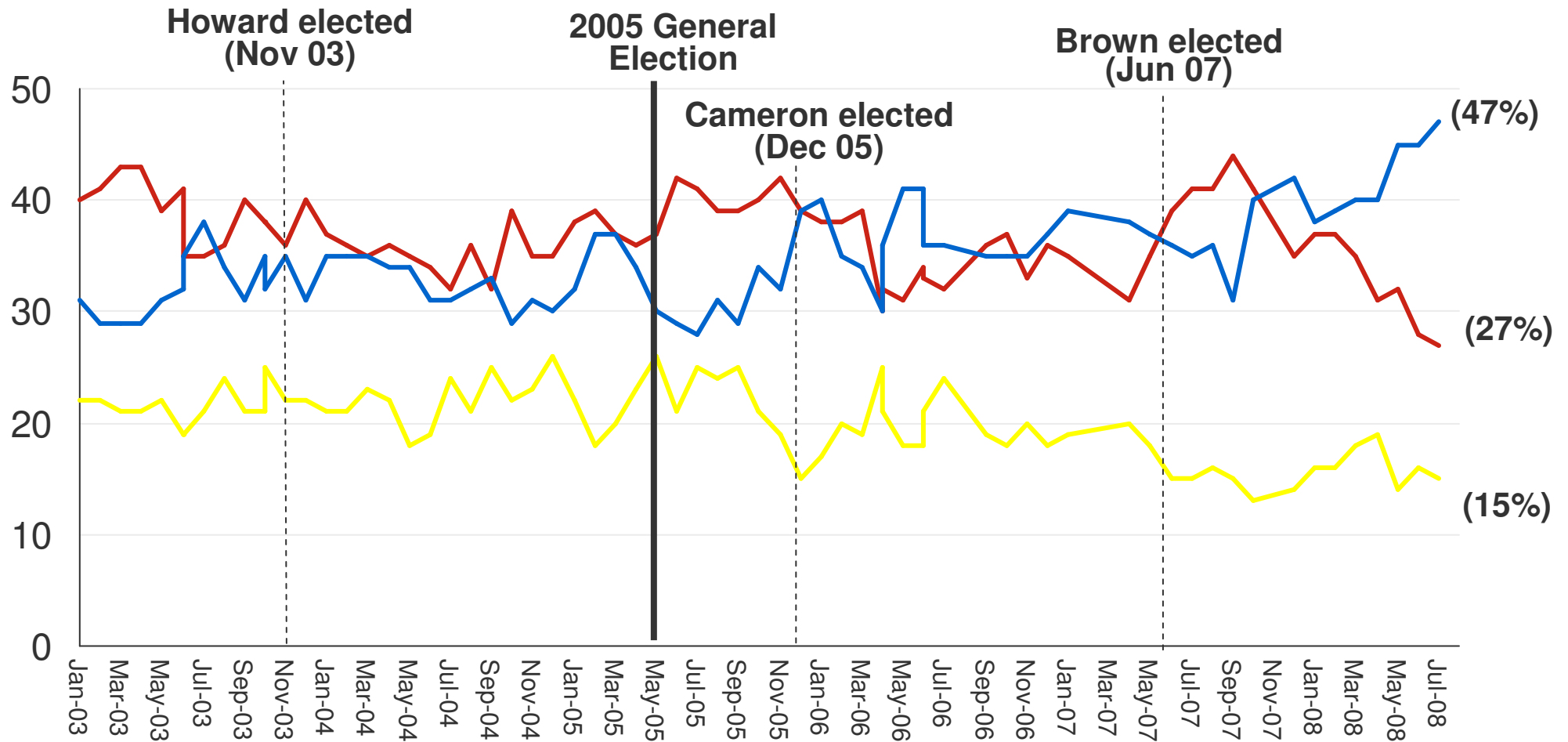
Base: All voting = 79% (807); All certain to vote = 54% (569); data collected Ipsos MORI among 1,016 British adults 18+, 18th-20th July

Source: Ipsos MORI Political Monitor



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

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



Base: c. 1,000 British adults each month

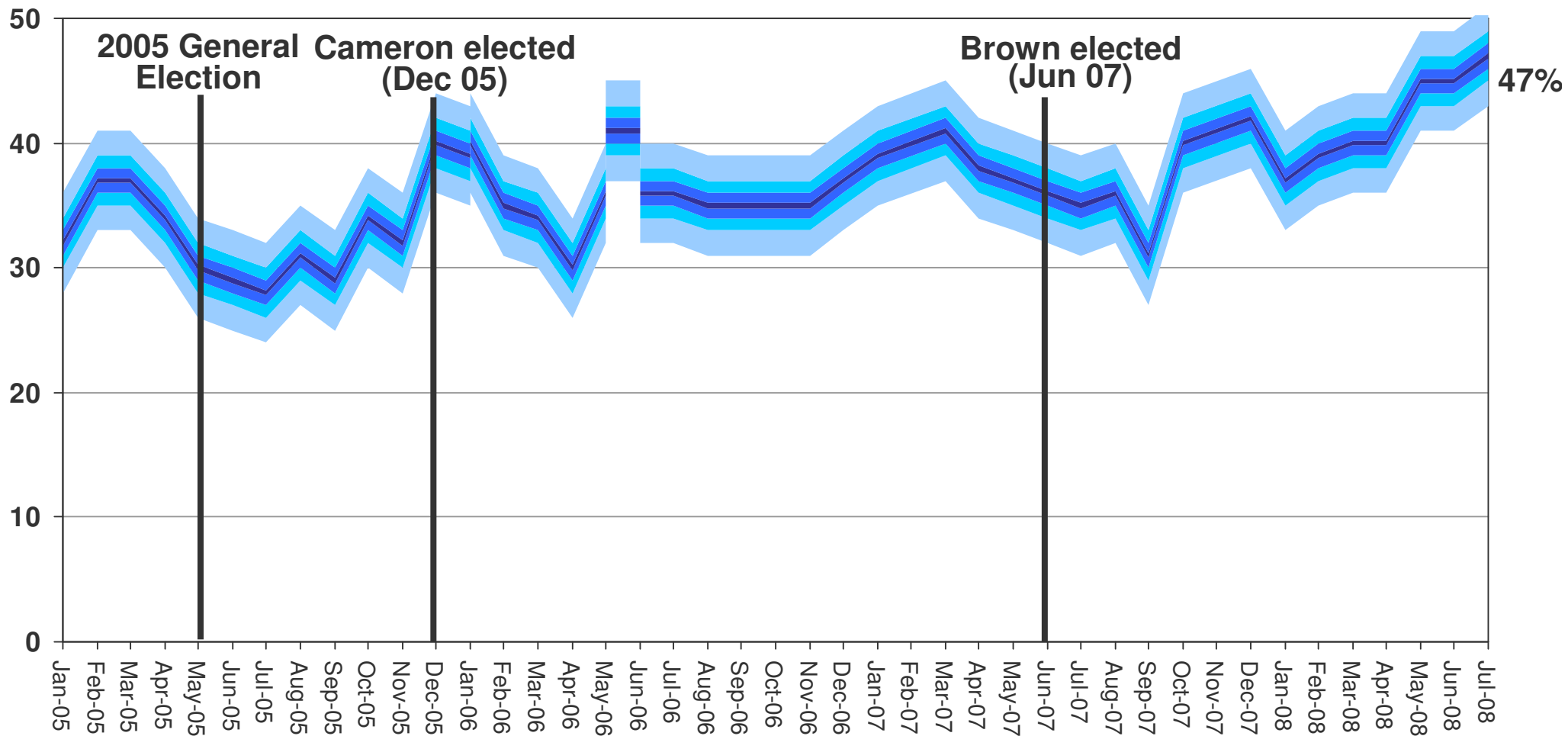
Ipsos MORI

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*

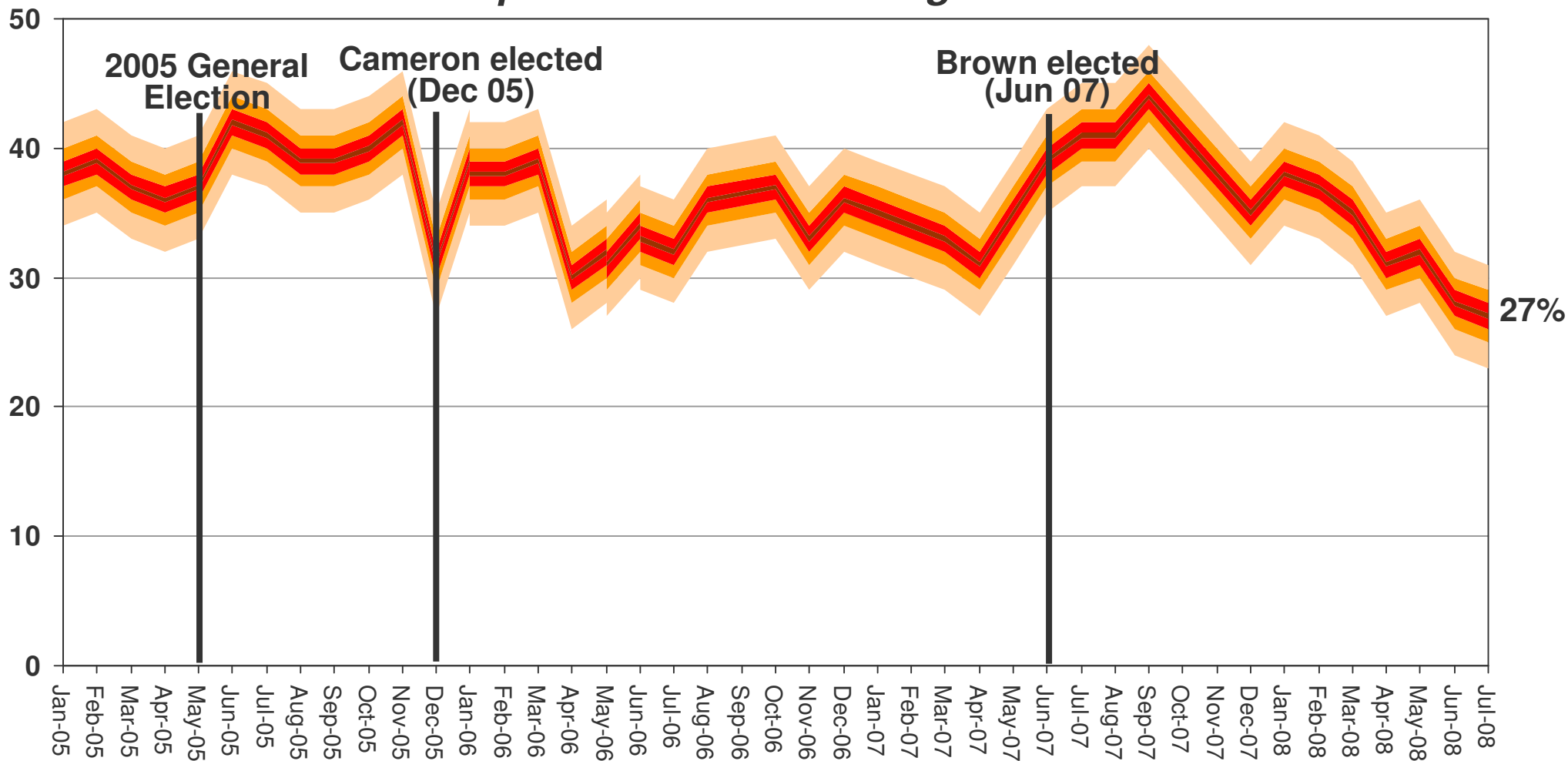


Base: c. 1,000 British adults each month

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*

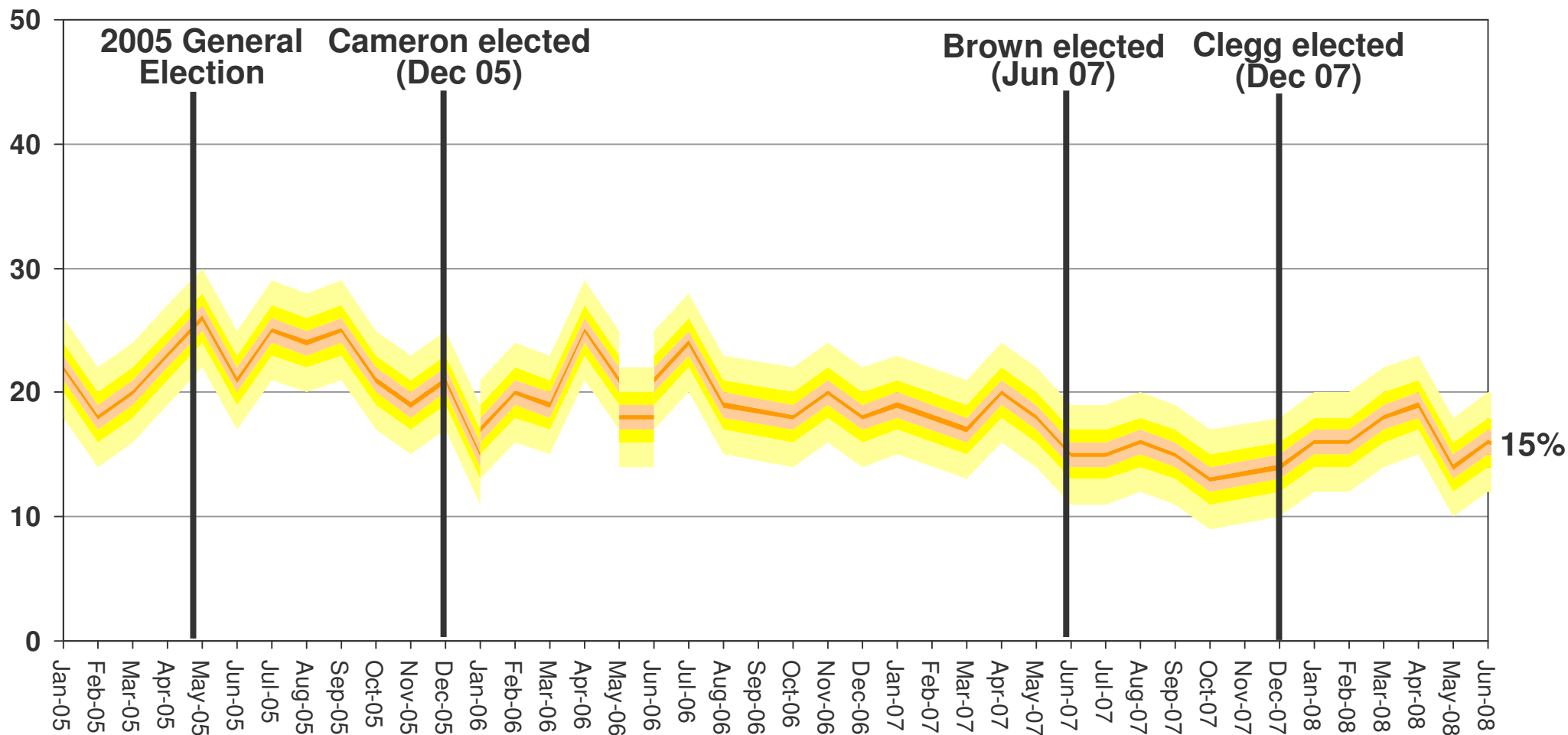


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Liberal Democrat vote share including margins of error

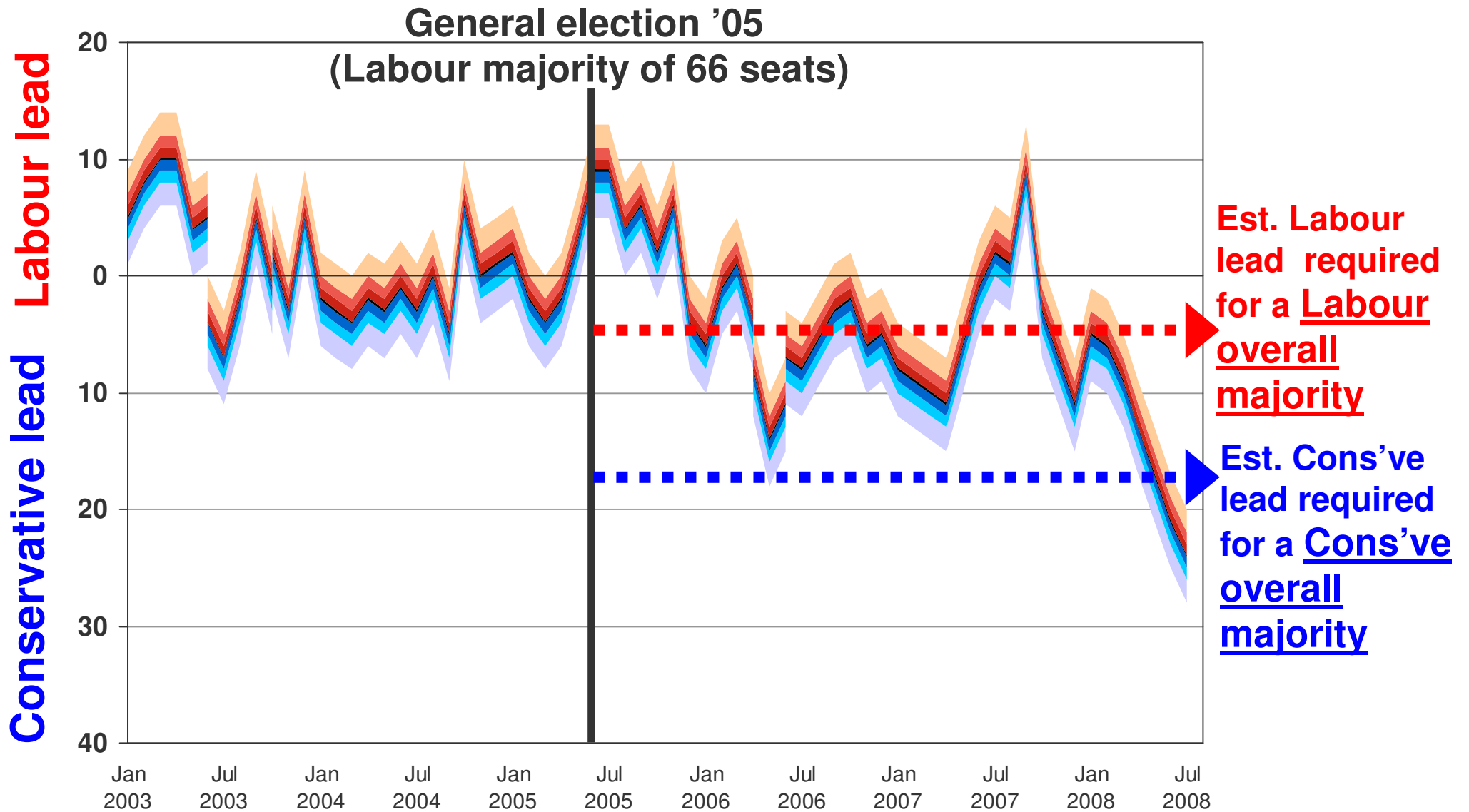
*In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention*



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins

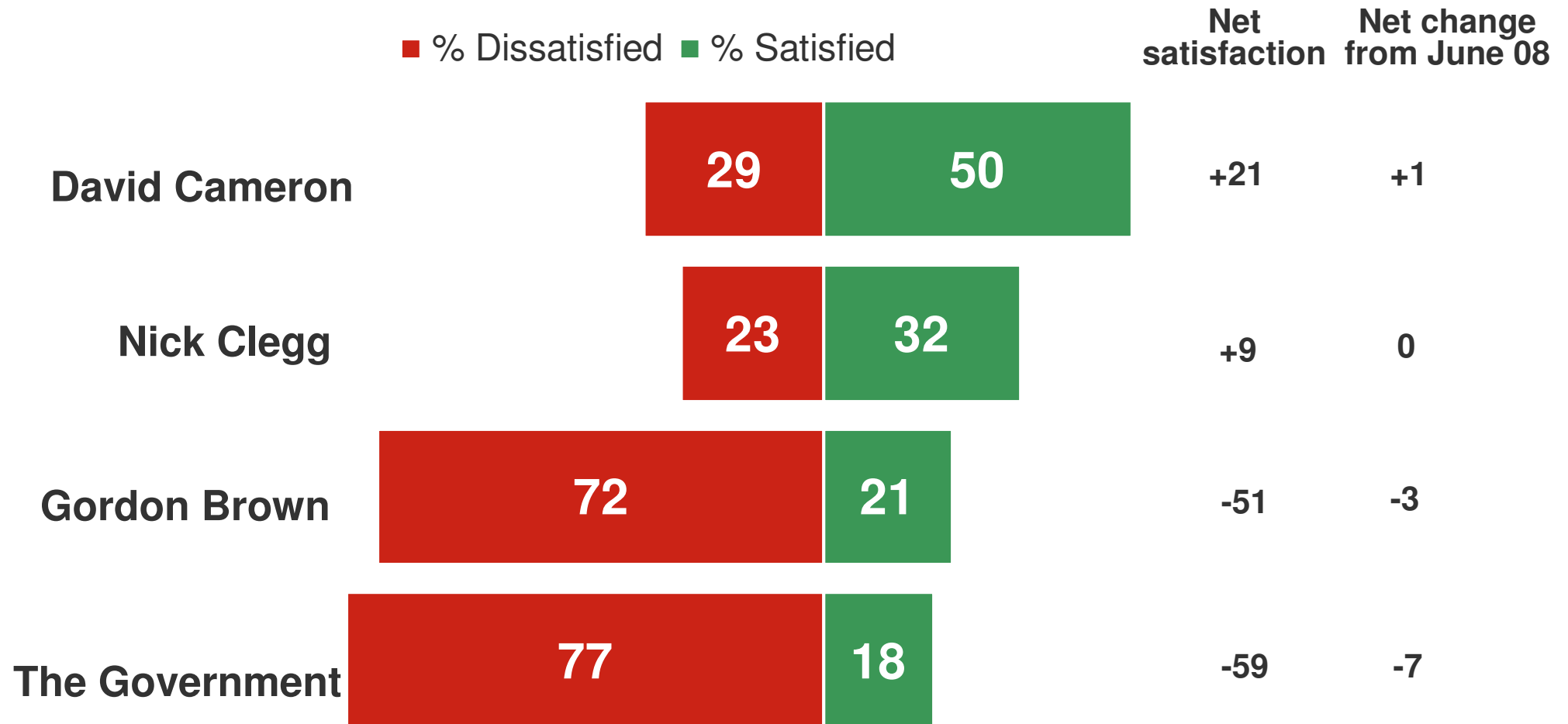




# Satisfaction

# Satisfaction with leaders and the Government

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



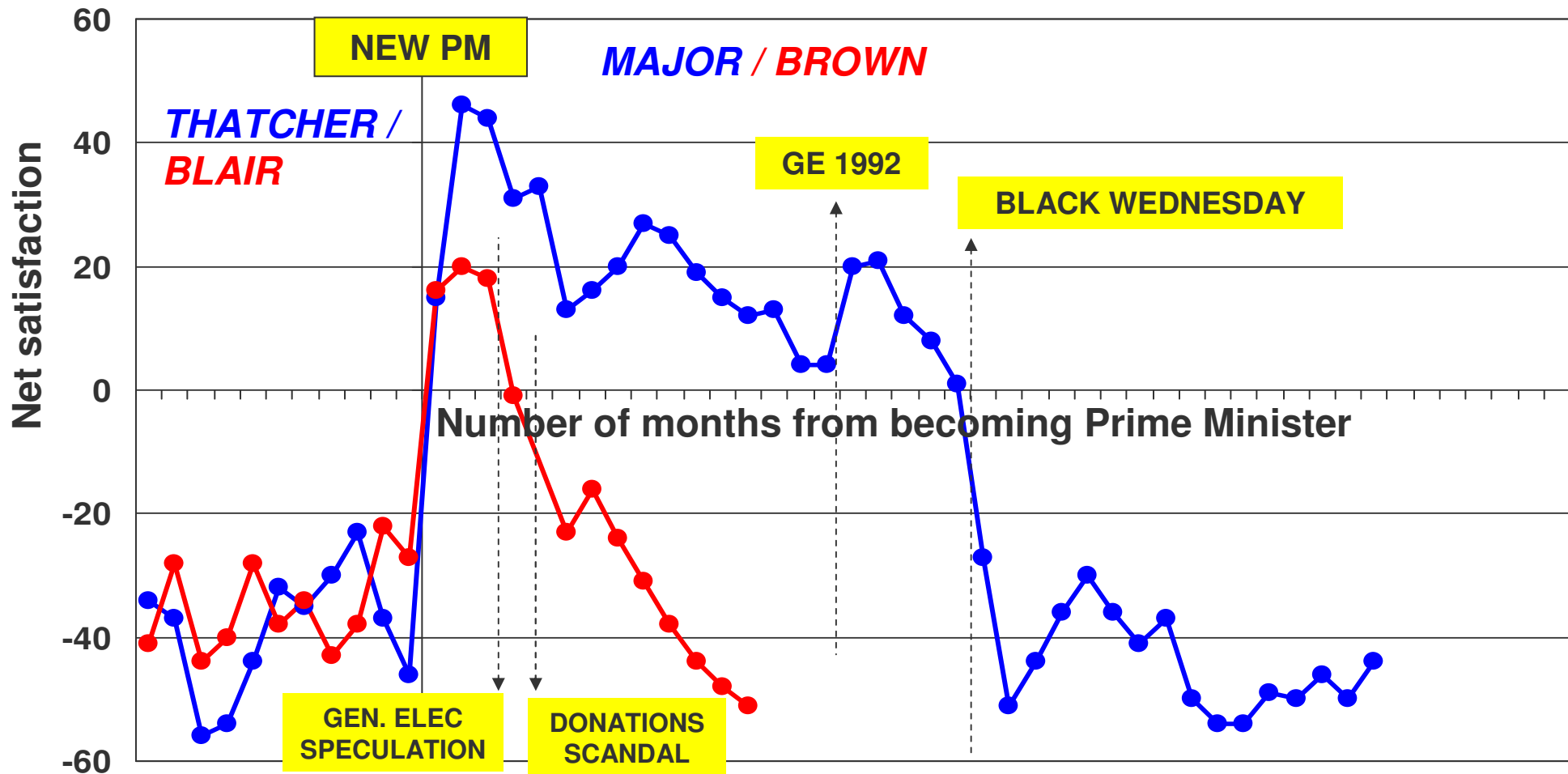
Base: 1,016 British adults 18+, 18<sup>th</sup>-20<sup>th</sup> July  
Ipsos MORI

Source: Ipsos MORI Political Monitor



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

Q 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

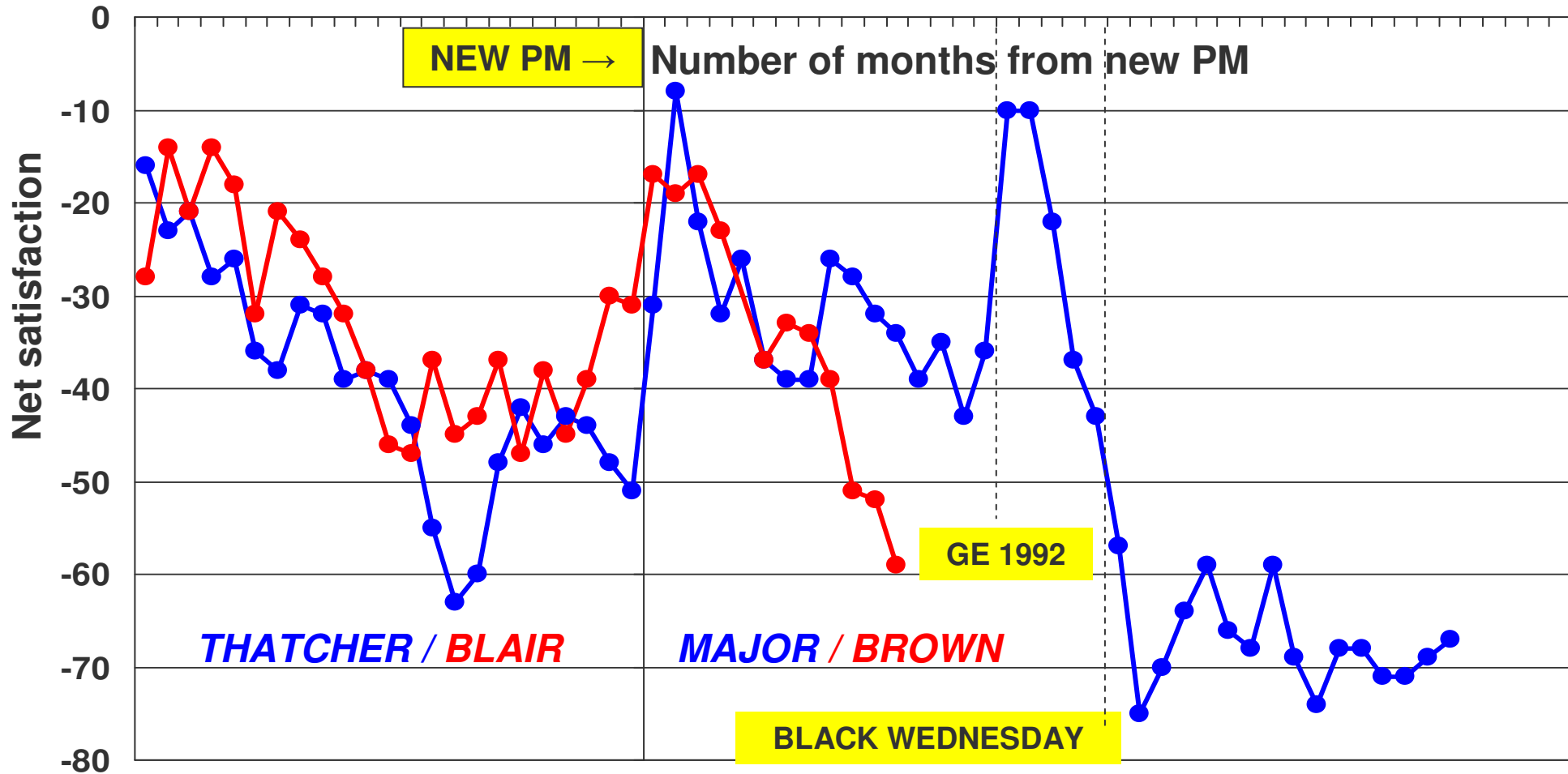
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



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

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



Base: c. 1,000 British adults each month

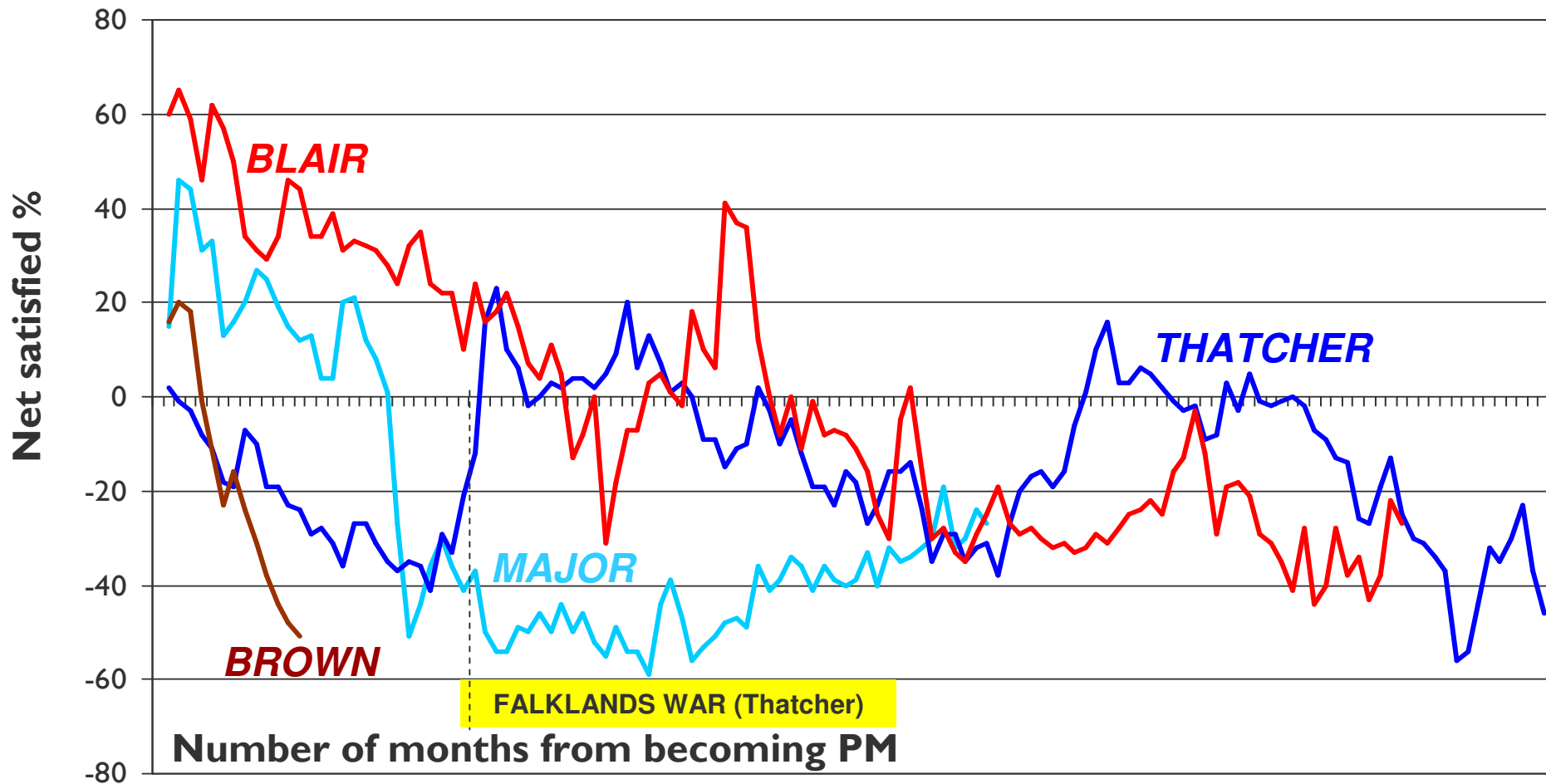
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979–2008)

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



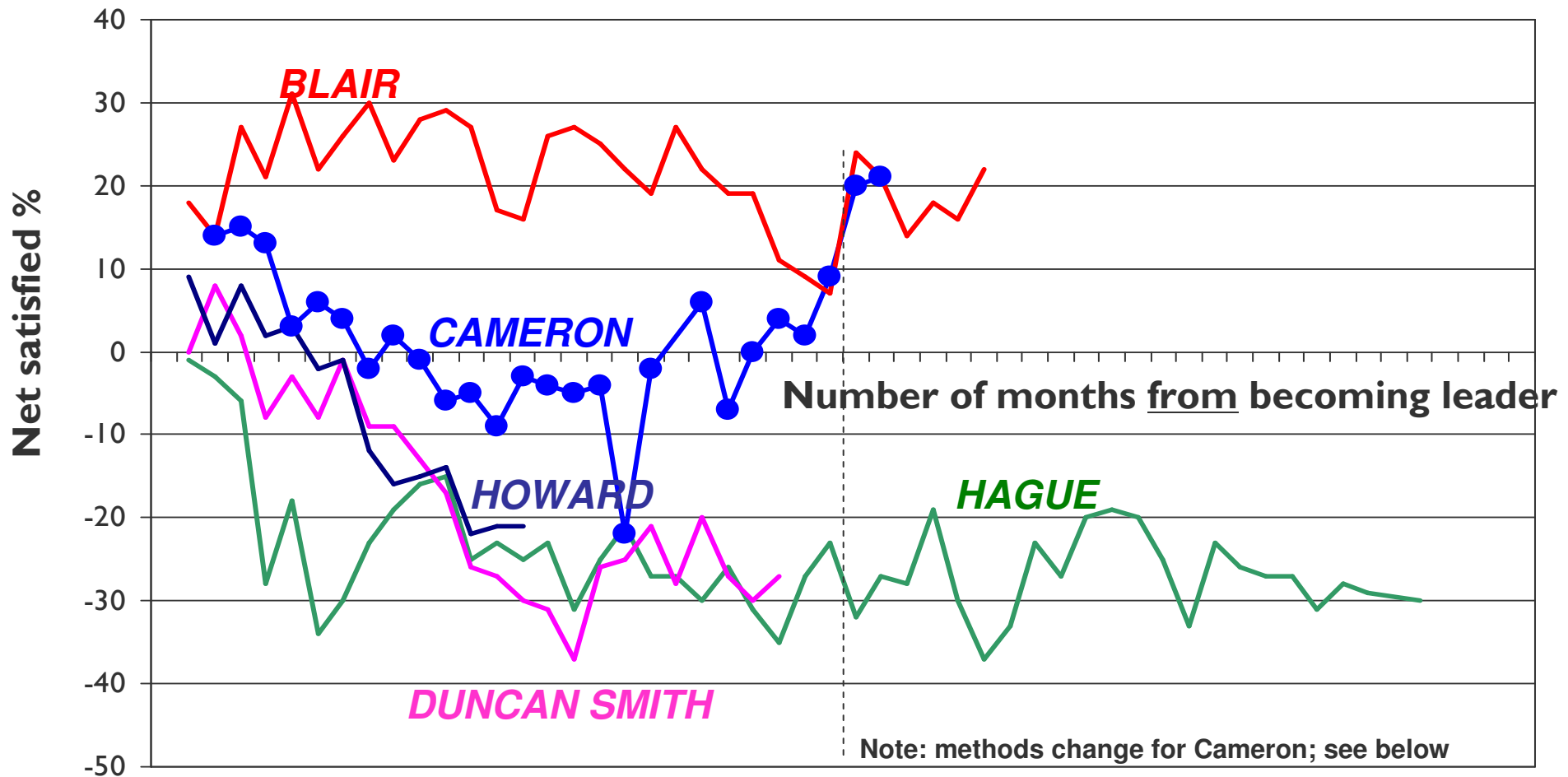
Base: c.1,000 British adults interviewed 3<sup>rd</sup> week of the month  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1994 – 2008)

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



Base: c.1,000 British adults interviewed 3<sup>rd</sup> 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

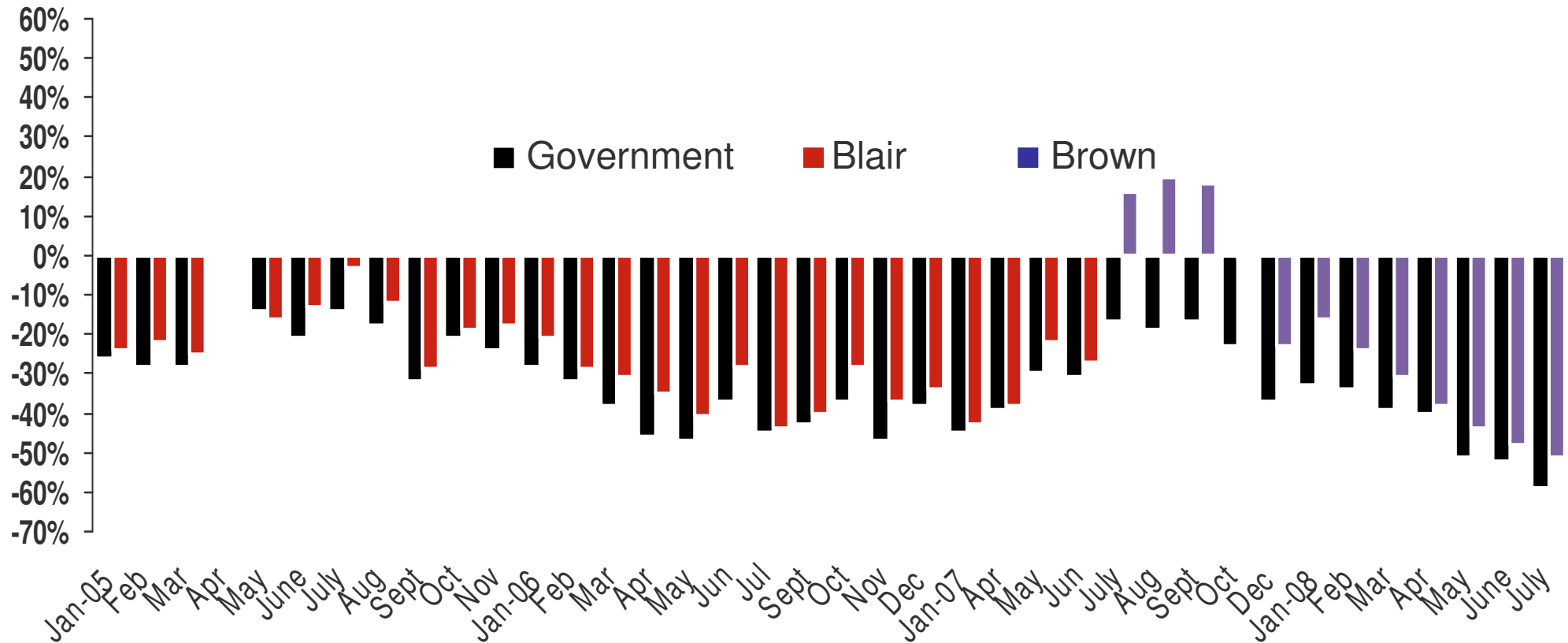
Source: Ipsos MORI Political Monitor



# The Government and Prime Minister

Q How satisfied or dissatisfied are you with...

Net satisfied (+/-)



Base: c. 1,000 British adults each month

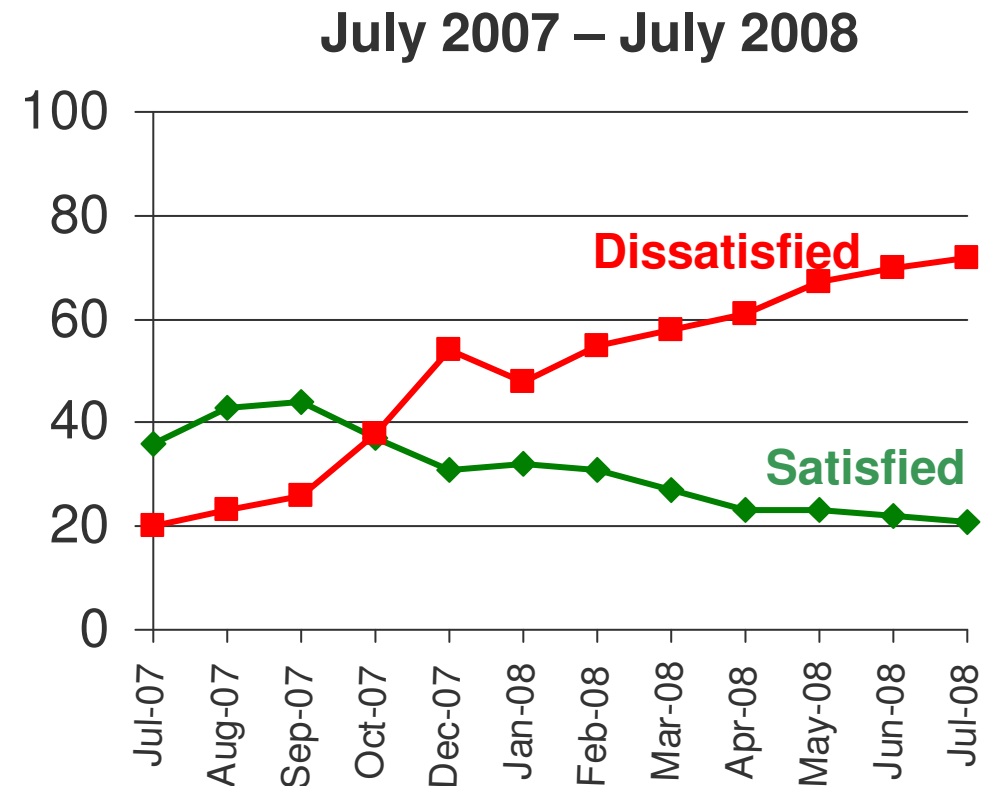
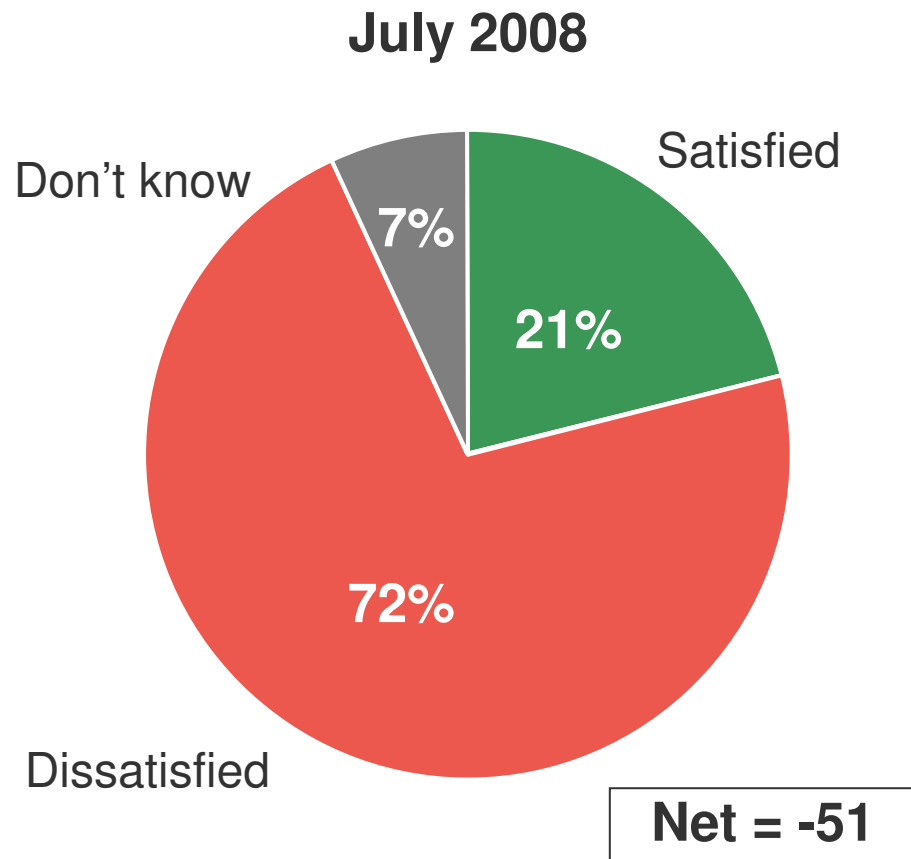
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?*



Base: 1,016 British adults 18+, 18th–20th July

Source: Ipsos MORI Political Monitor

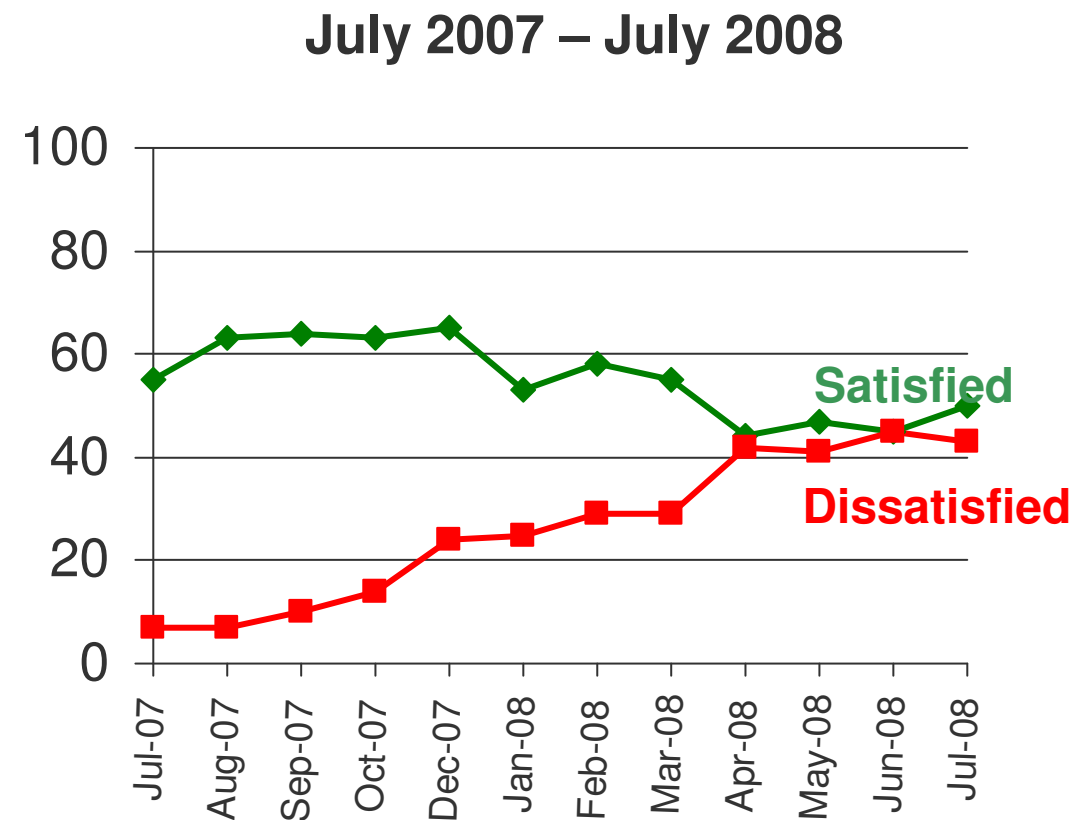
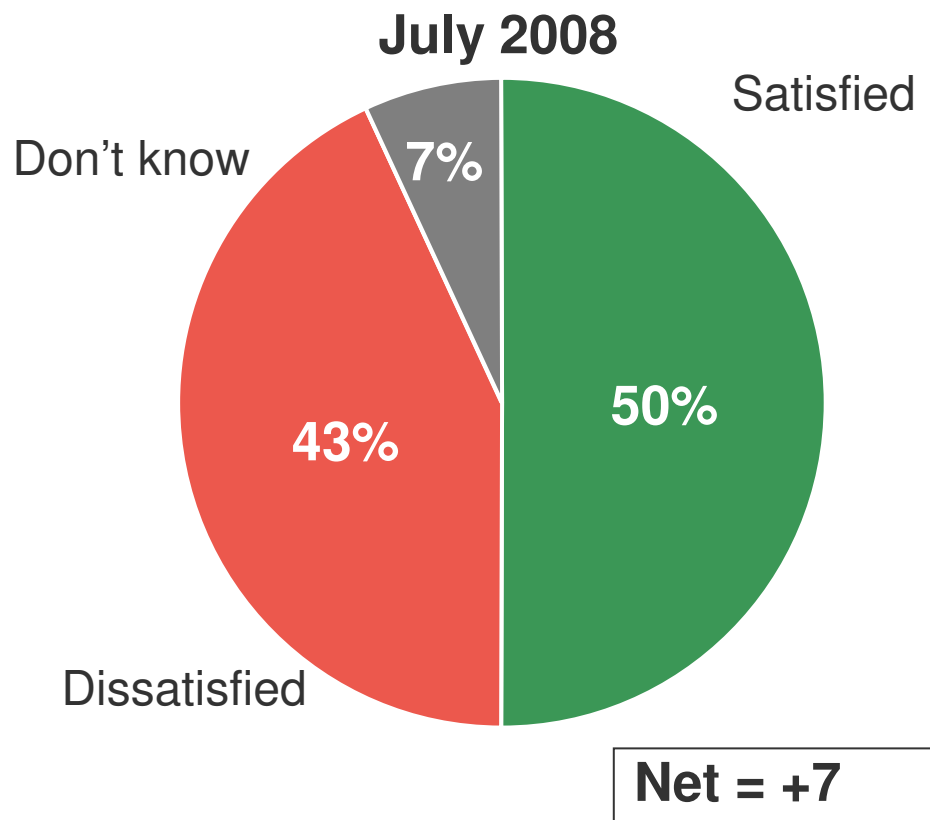
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Gordon Brown (satisfaction among Labour supporters)

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



Base: 219 Labour supporters 18+, 18th–20th June

Source: Ipsos MORI Political Monitor

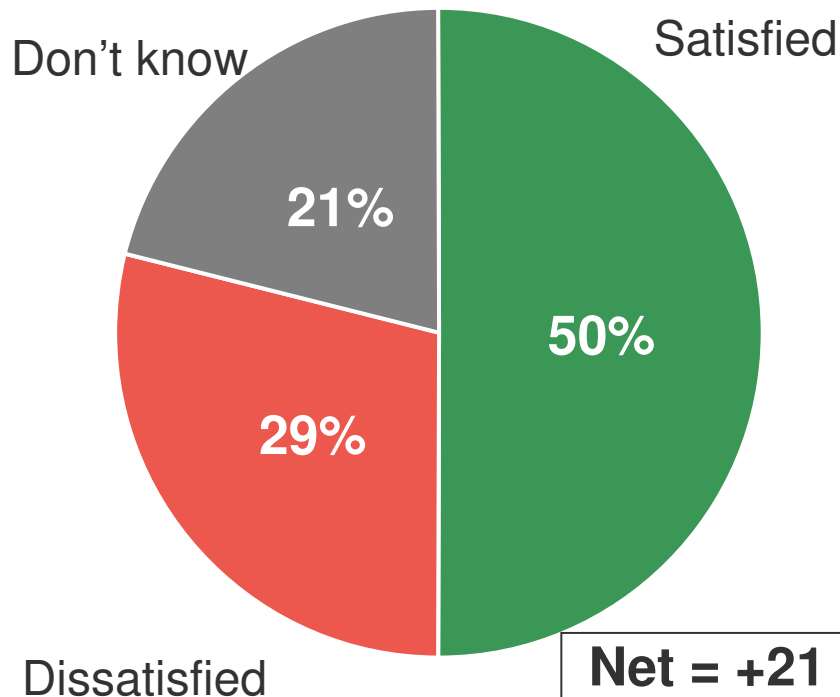
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



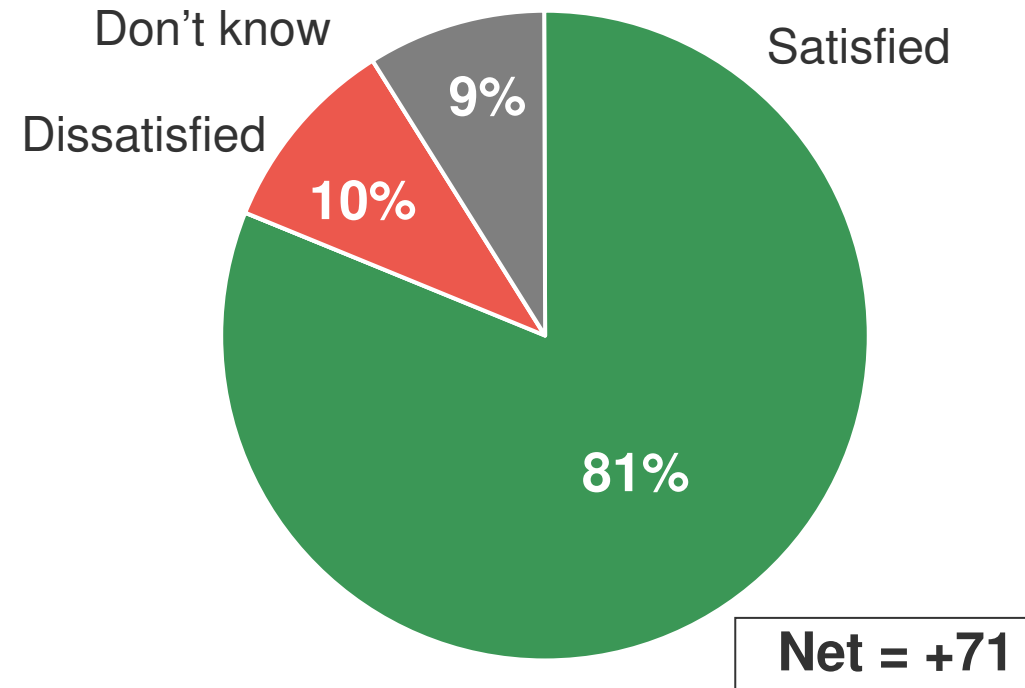
# David Cameron (satisfaction)

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

General public



Conservative supporters



Base: 1,016 British adults and 357 Conservative Supporters 18+, 18th–20th June

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

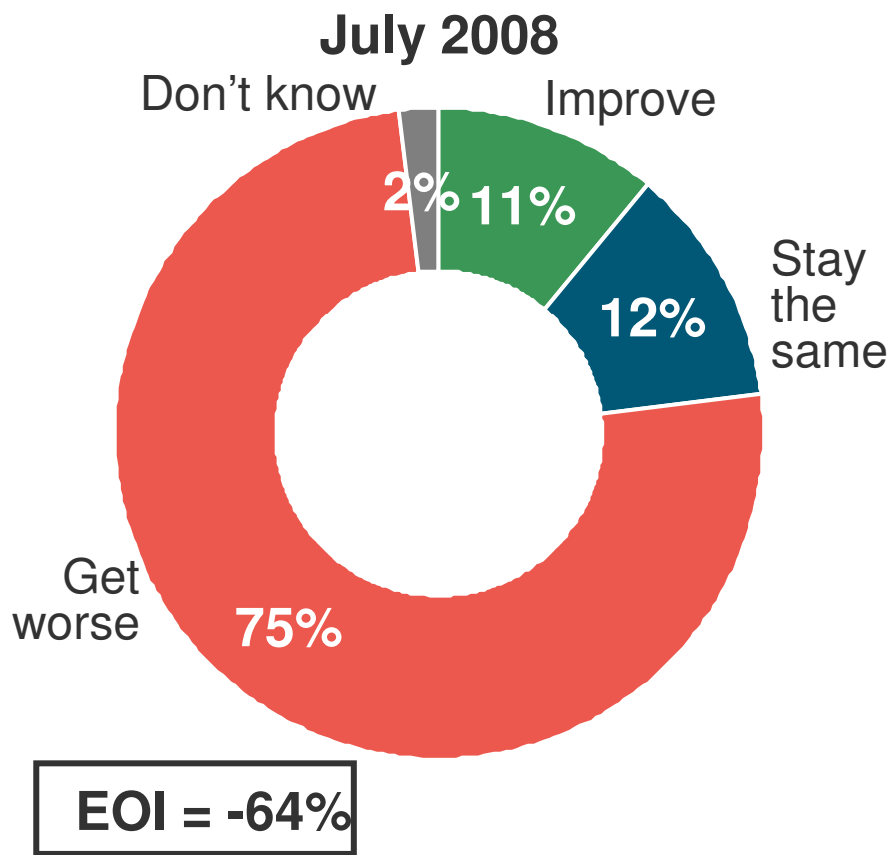
Source: Ipsos MORI Political Monitor



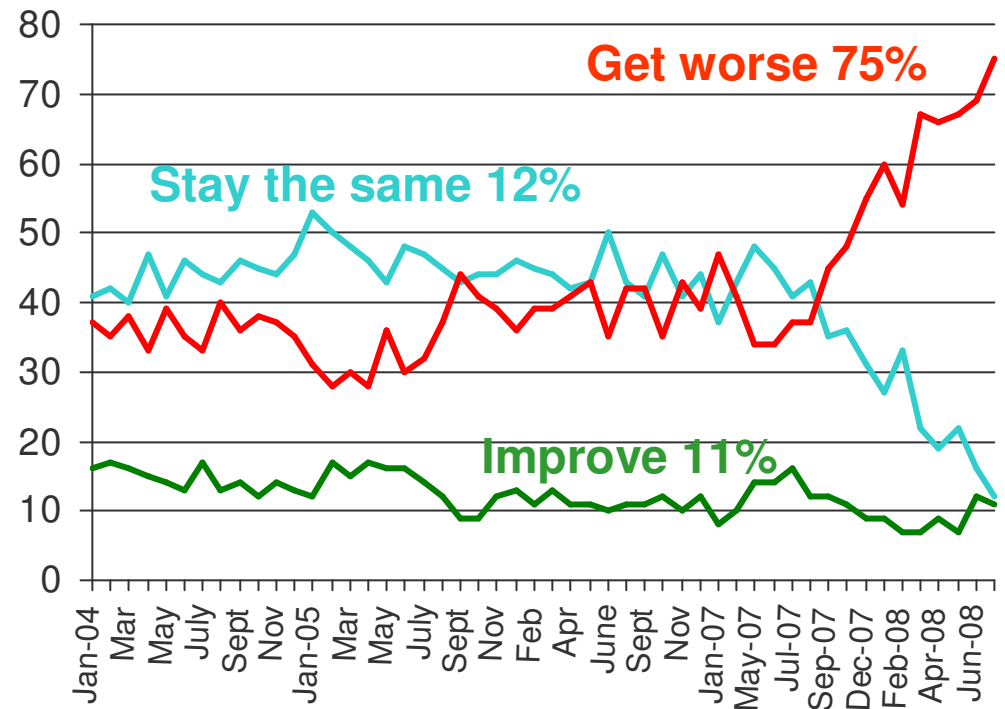
# Economic Optimism

# Economic Optimism Index

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 – July 2008**



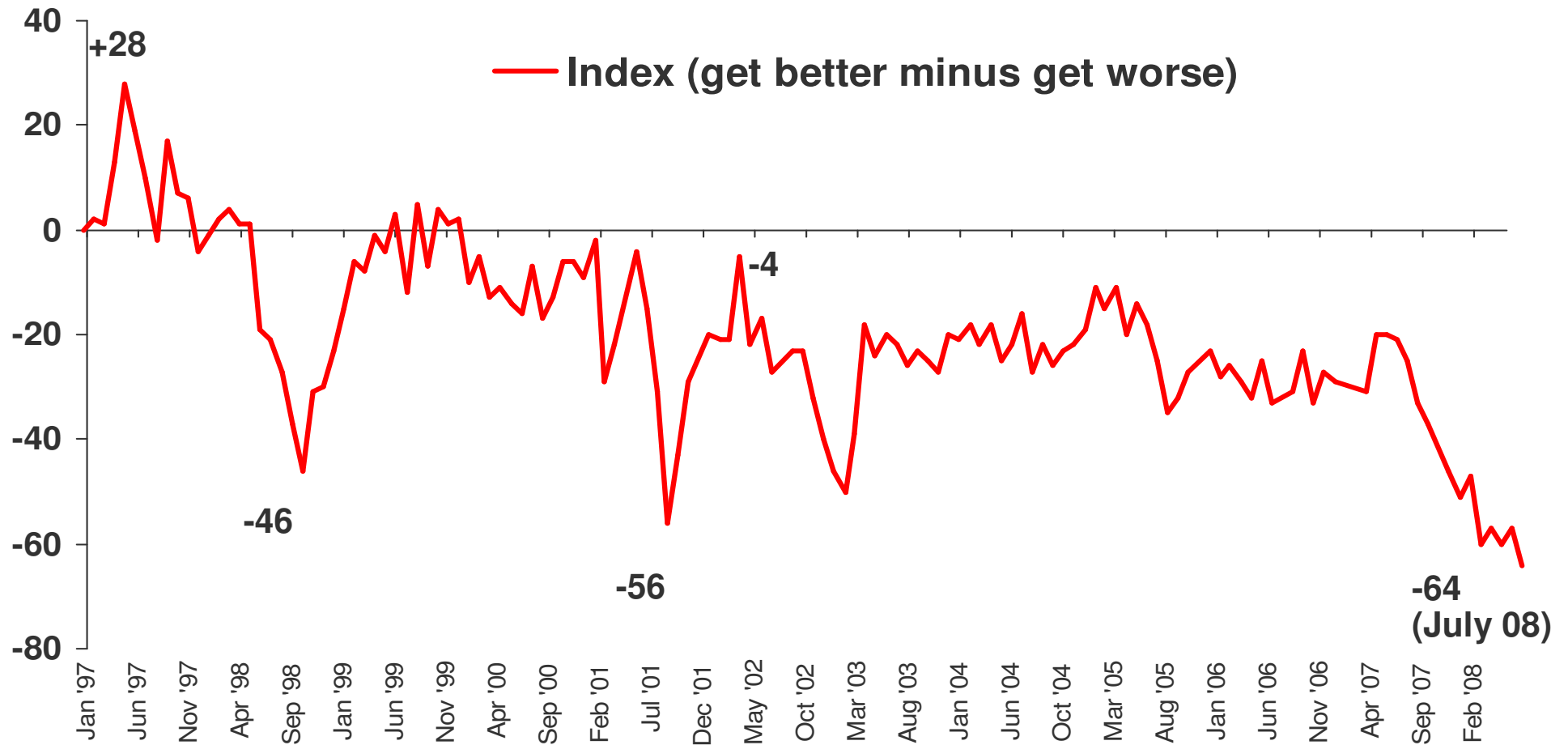
Base: 1,016 British adults 18+, 18-20<sup>th</sup> July 2008  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# 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?

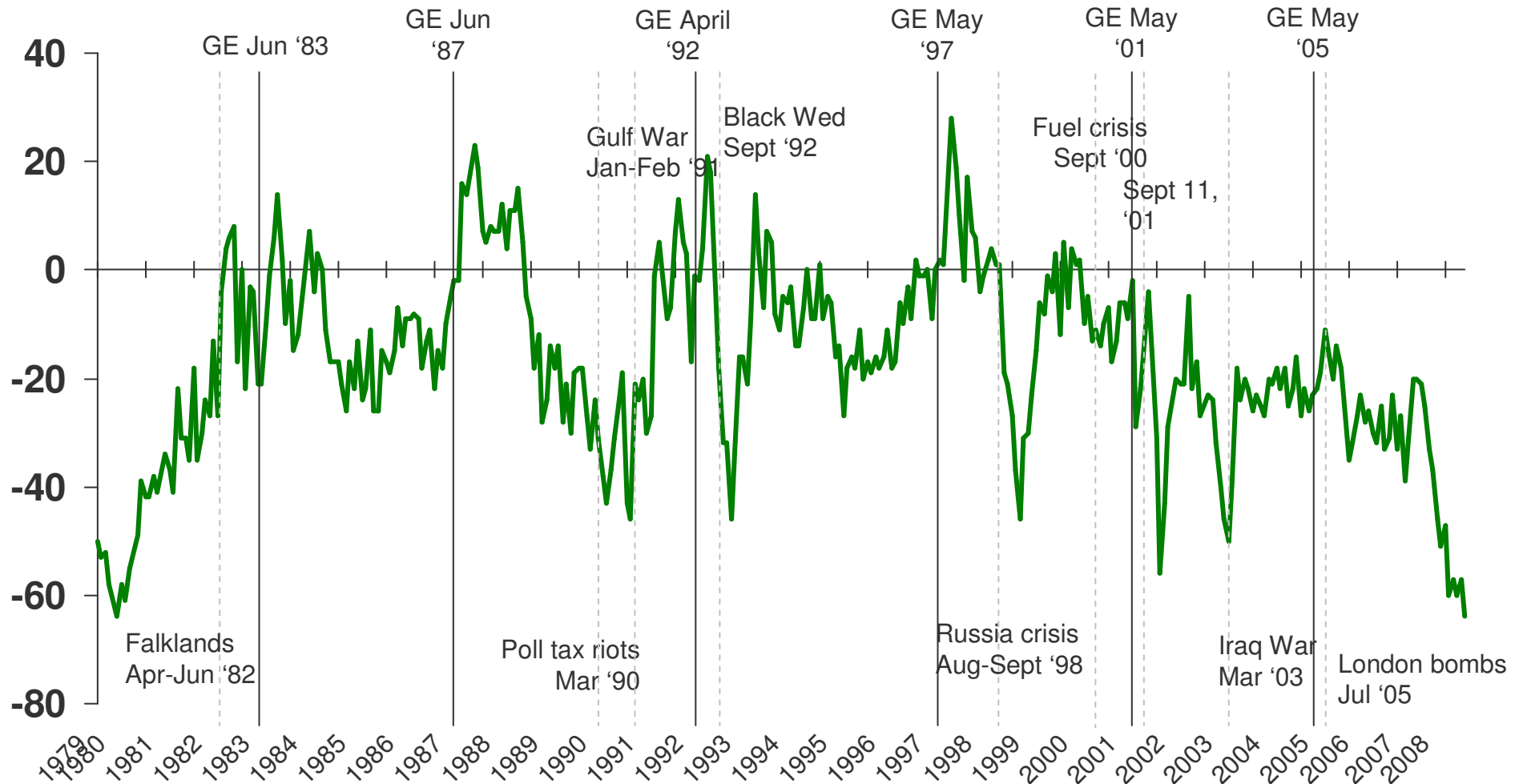


Base: c. 1,000 British adults each month  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Economic Optimism since 1979



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

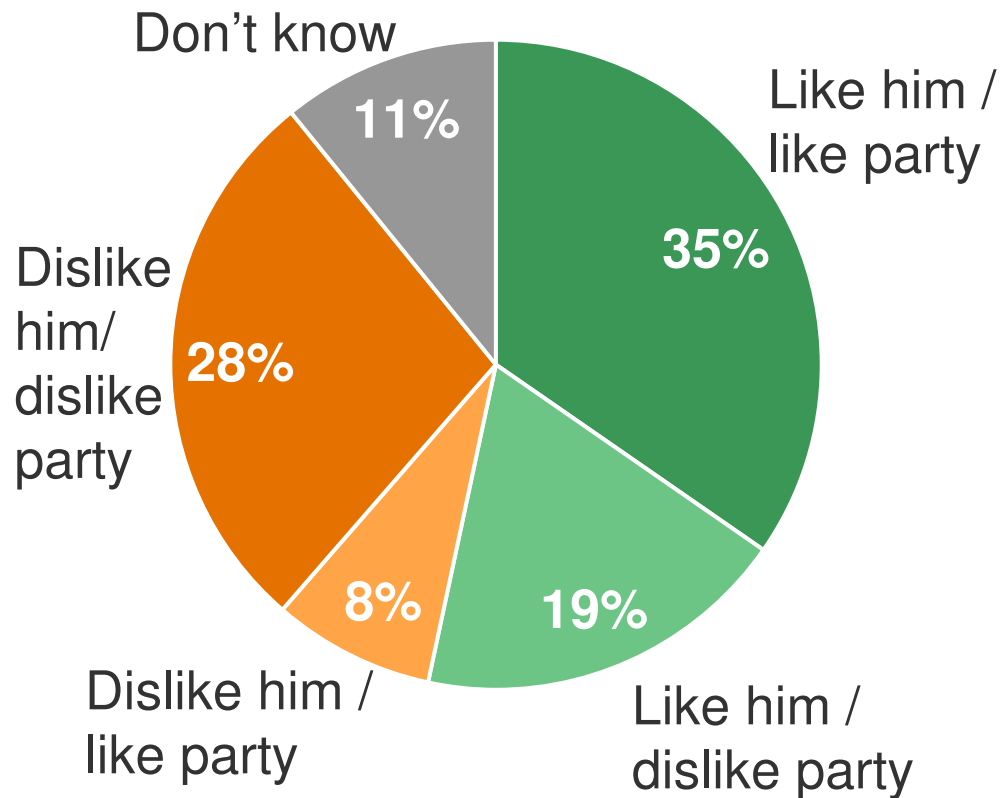
Source: Ipsos MORI Political Monitor



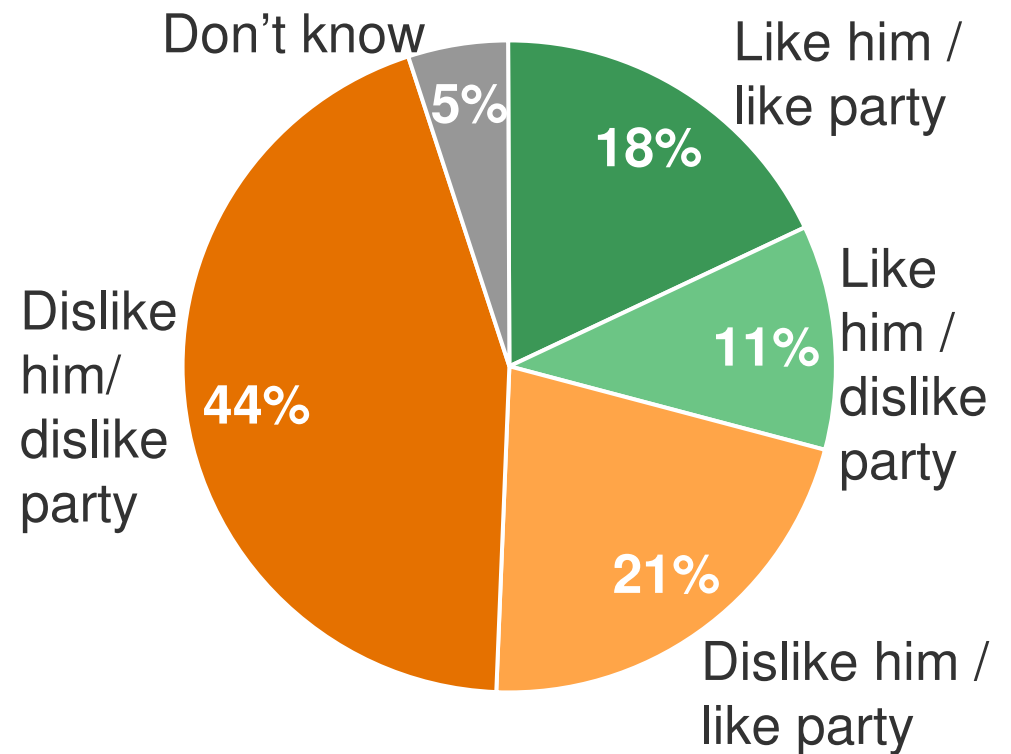
# Views of the leaders and parties

Q Which of these comes closest to your views of...?

**David Cameron and the Conservative party**



**Gordon Brown and the Labour party**



Base: 1,016 British adults 18+, 18-20<sup>th</sup> July 2008  
Ipsos MORI

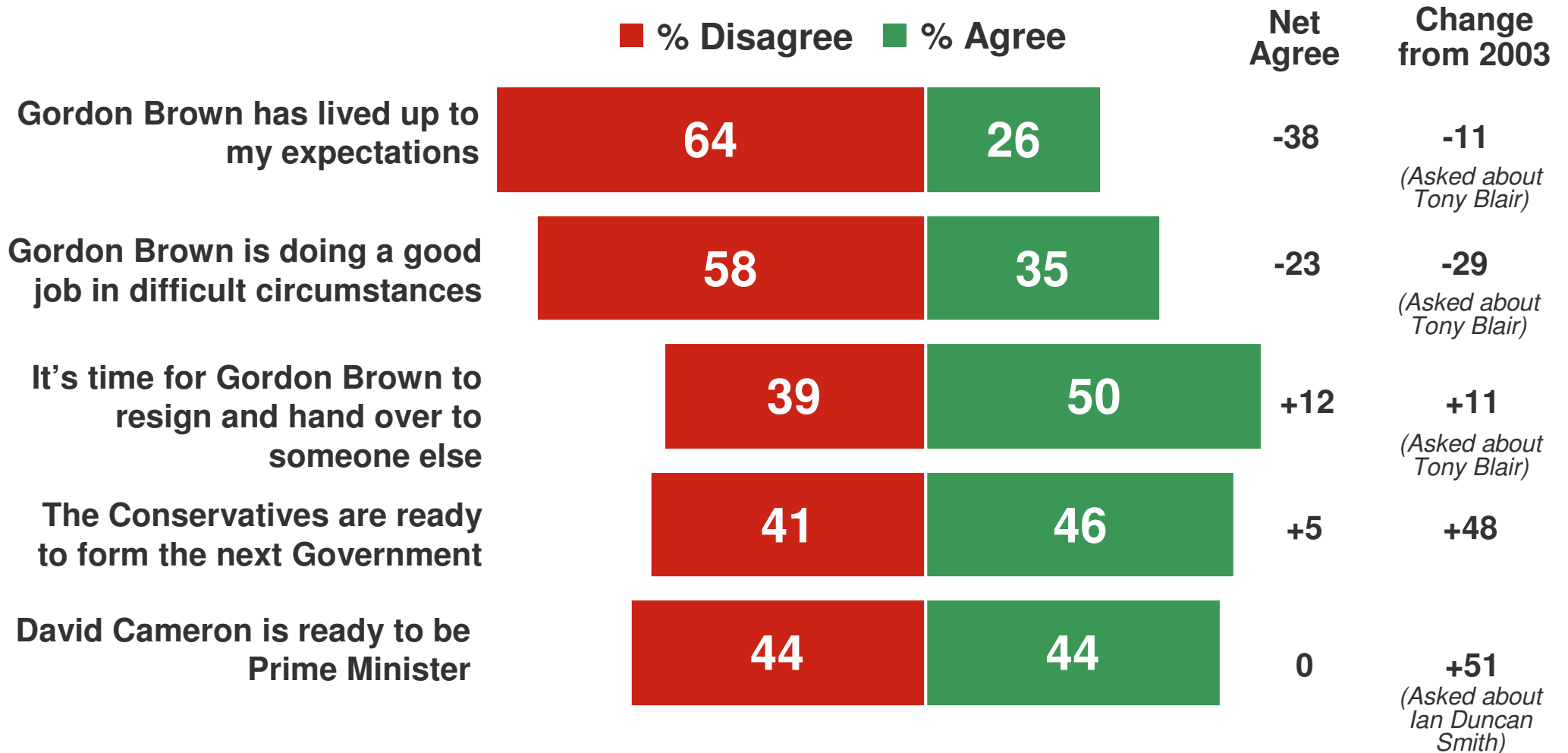
Source: Ipsos MORI Political Monitor



# Looking to the future

Q For each of the following statements, please tell me whether you agree or disagree.

■ % Disagree ■ % Agree



Base: 1,016 British adults 18+, 18<sup>th</sup>-20<sup>th</sup> July  
Ipsos MORI

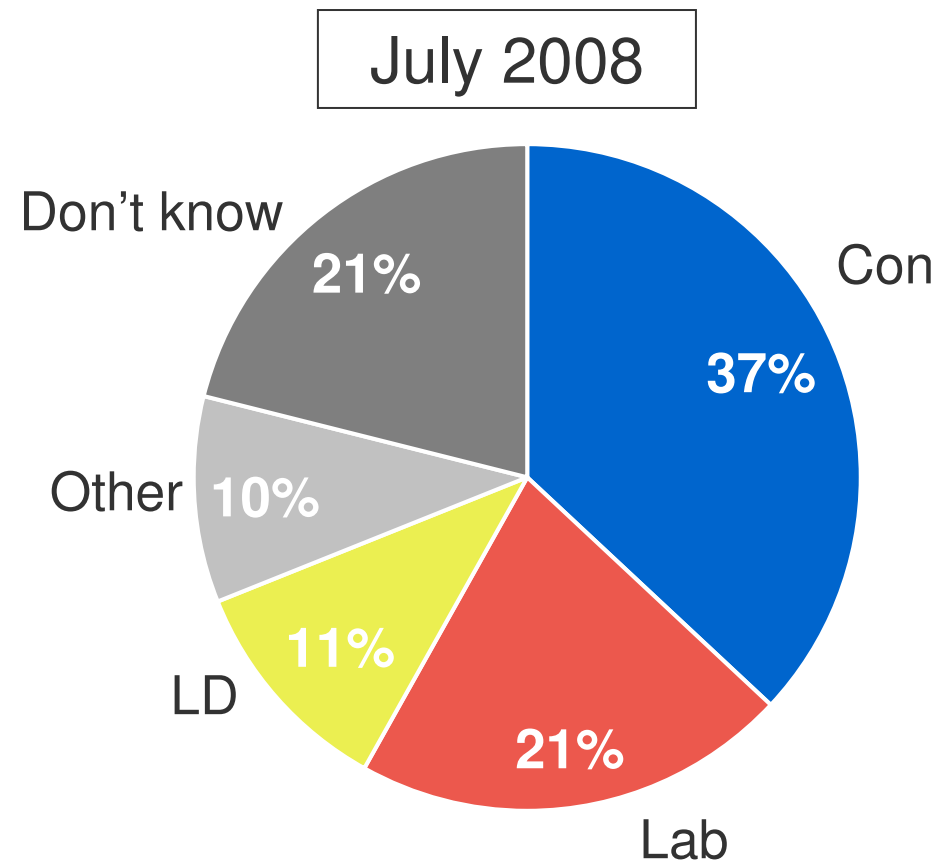
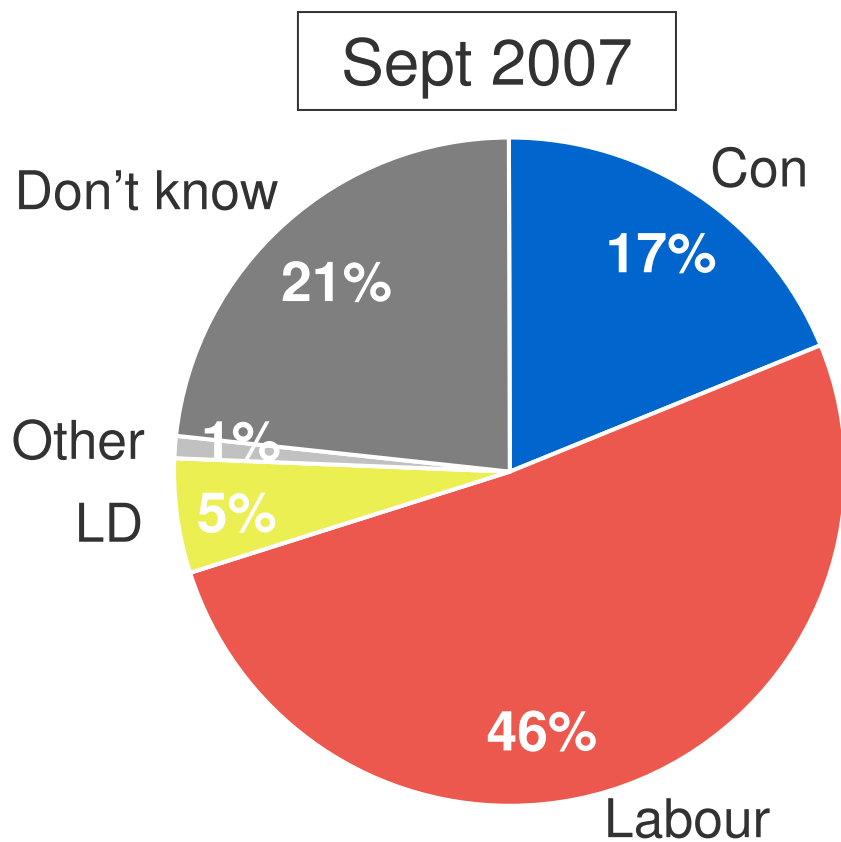
Source: Ipsos MORI Political Monitor





# Best party on managing the economy

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



Base: 1,016 British adults 18+, 18-20<sup>th</sup> July 2008  
Ipsos MORI

Source: Ipsos MORI Political Monitor

