



Political Monitor Trends

June 2008

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Ipsos MORI

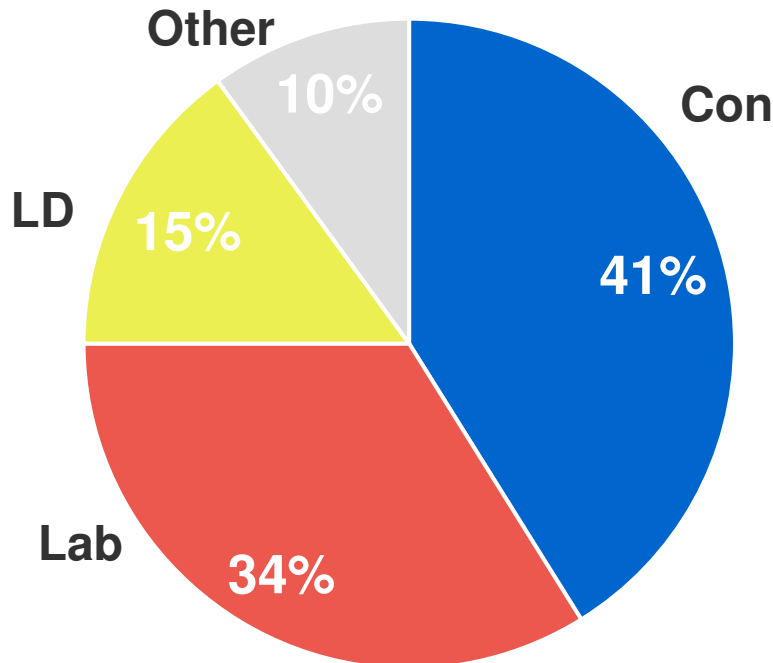


Voting Intentions

Voting Intention: all vs. those certain to vote

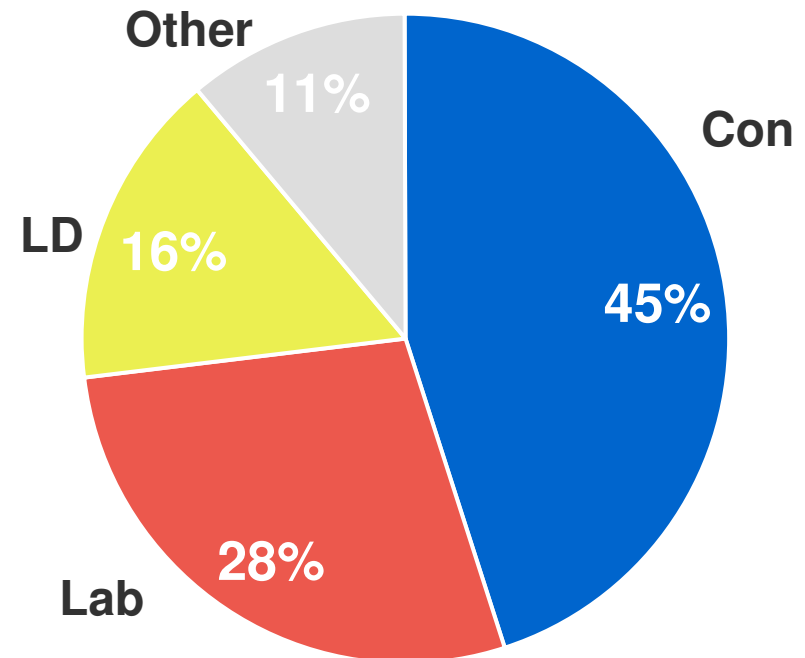
How would you vote if there were a General Election tomorrow?

All giving a voting intention (73%)



Conservative lead = +7

All certain to vote (54%)



Conservative lead = +17

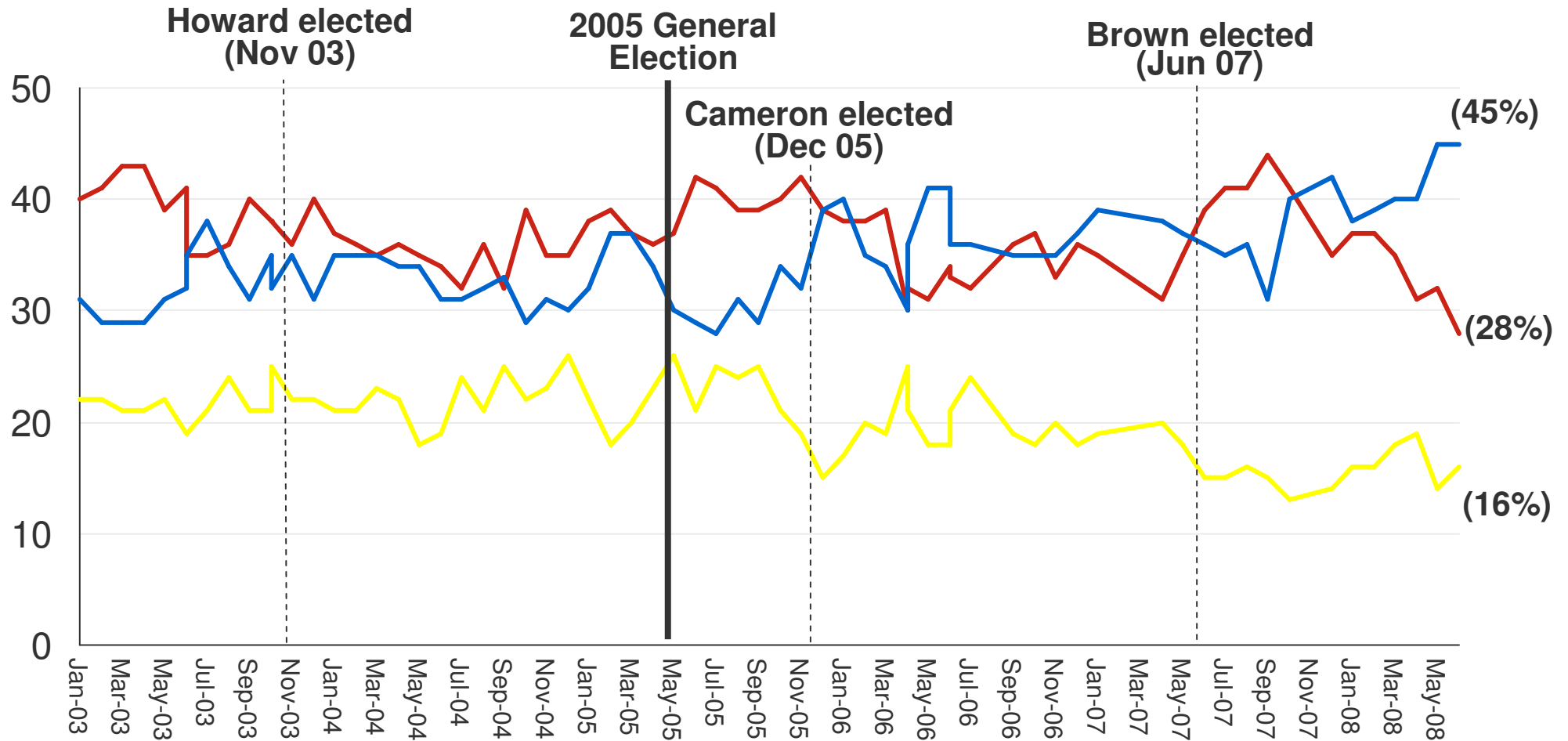
Base: All voting = 73% (730); All certain to vote = 54% (559); data collected Ipsos MORI among 1,006 British adults 18+, 13th-15th June

Source: Ipsos MORI Political Monitor



Voting Intentions Jan 03 – June 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

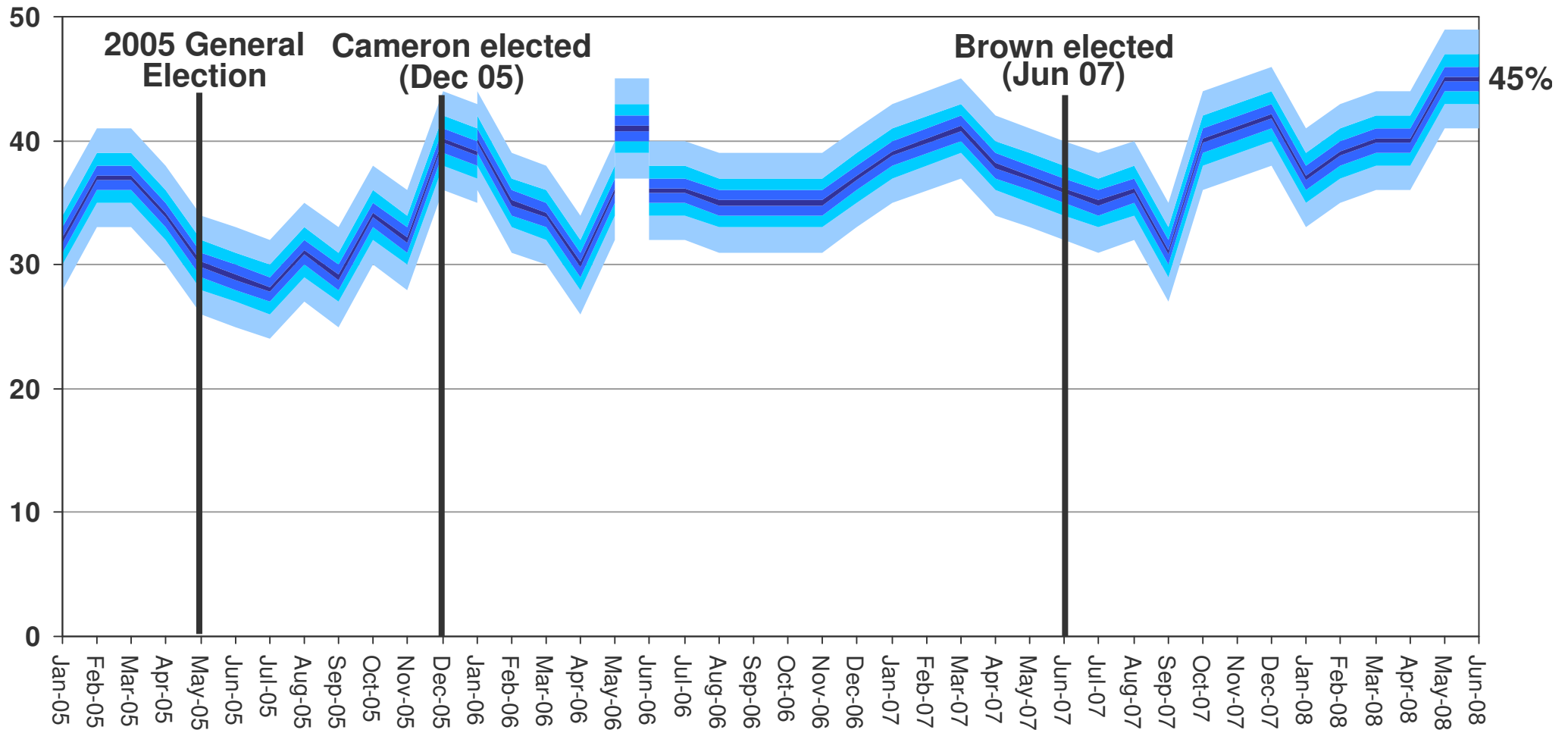
Ipsos MORI

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

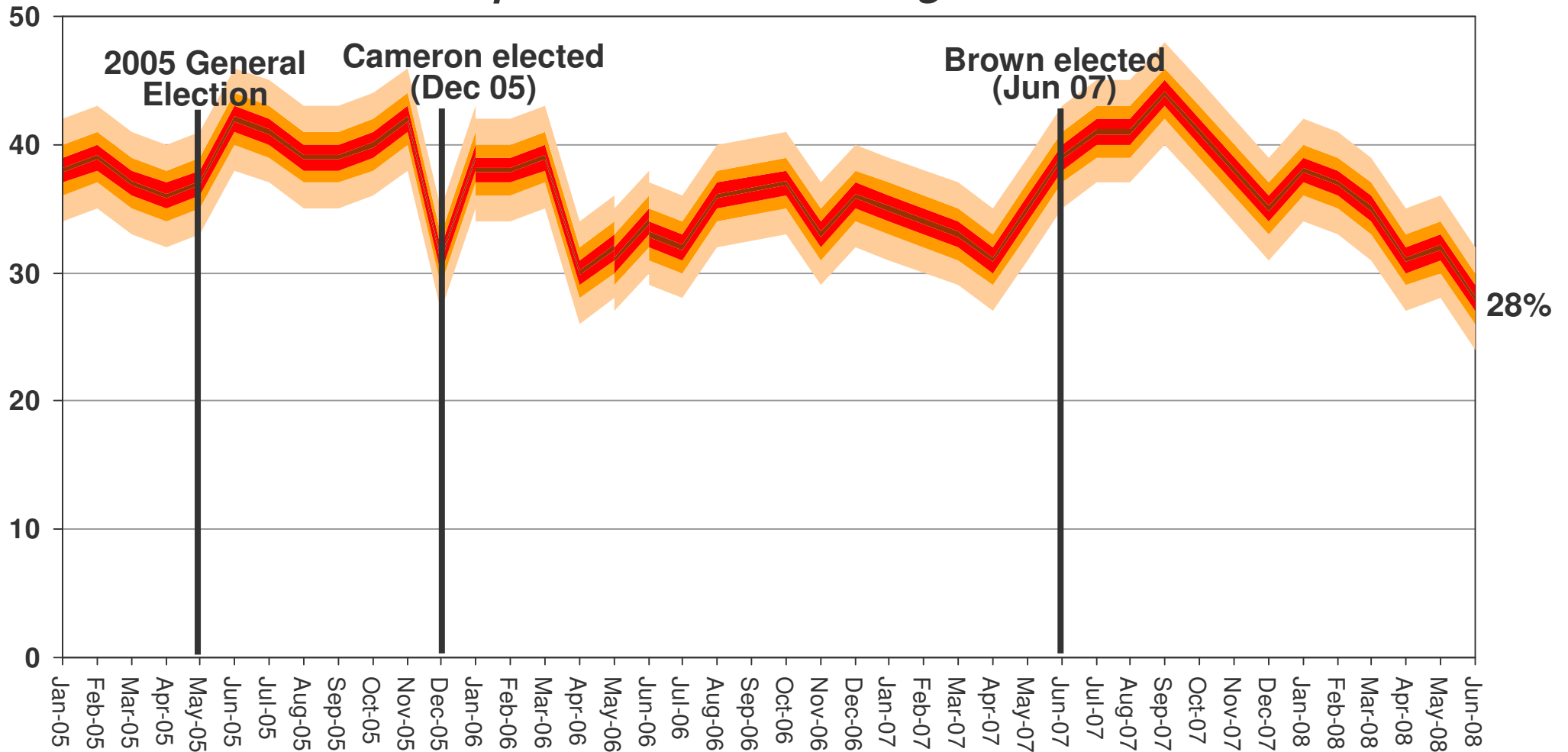


Base: c. 1,000 British adults each month

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

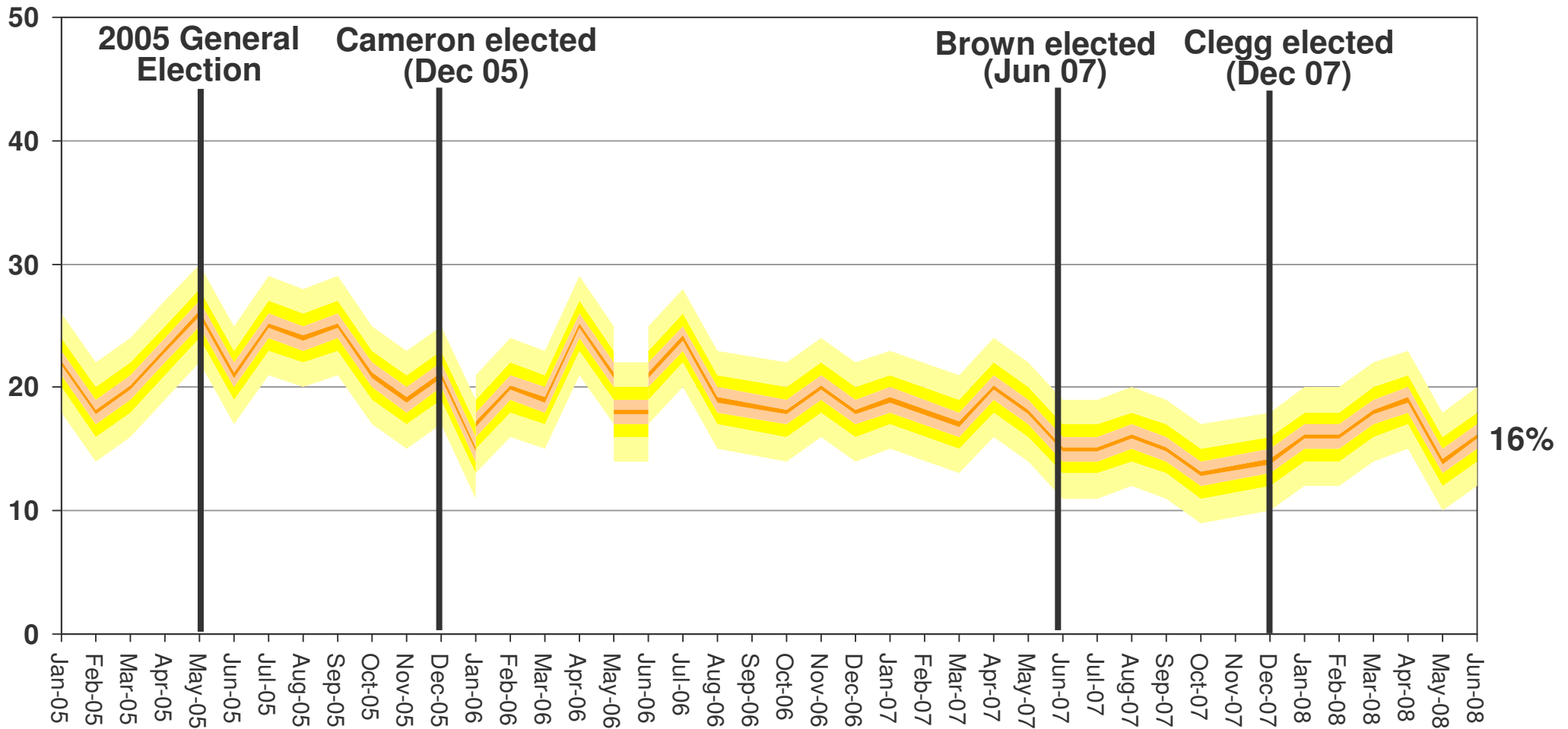


Base: c. 1,000 British adults each month

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



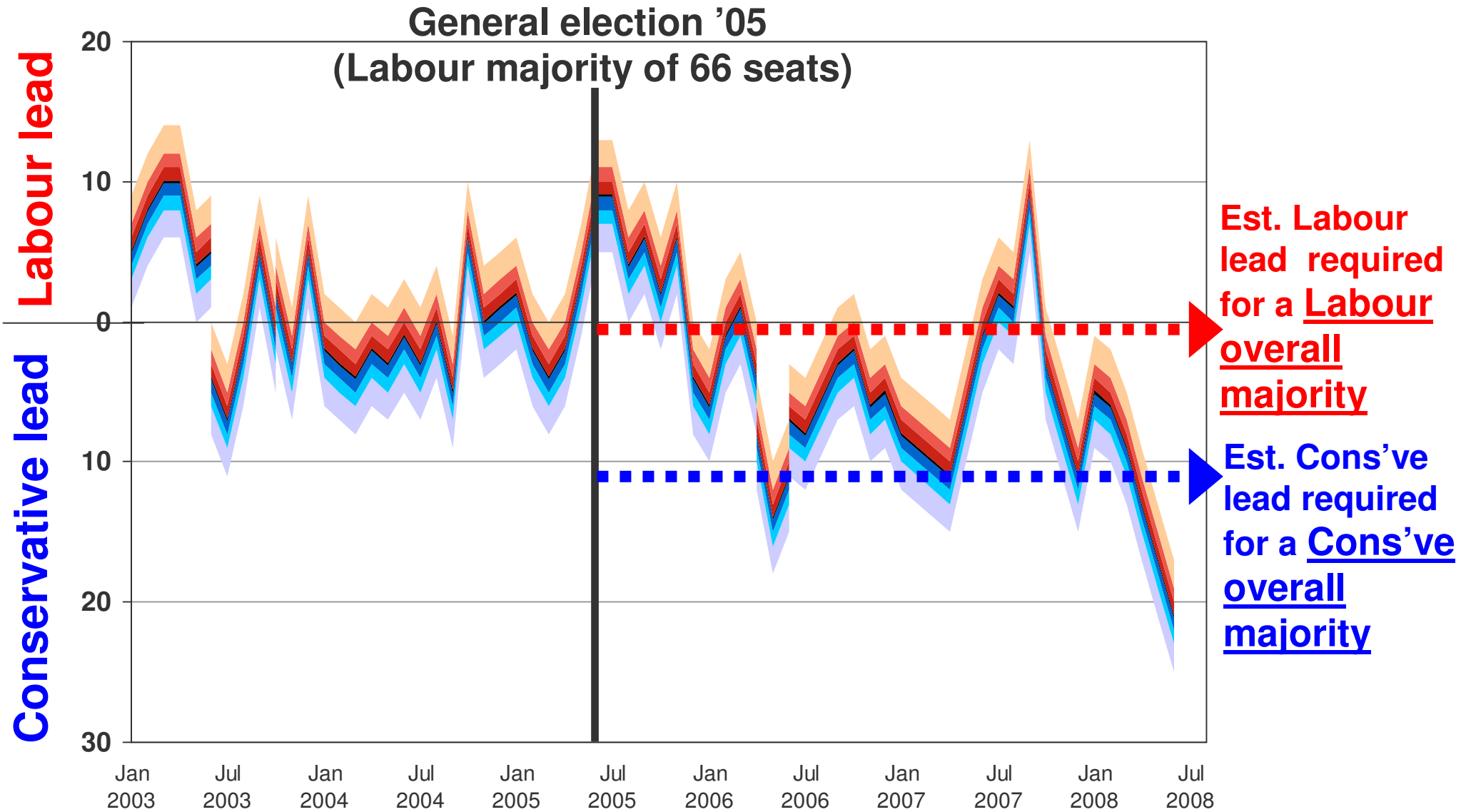
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor

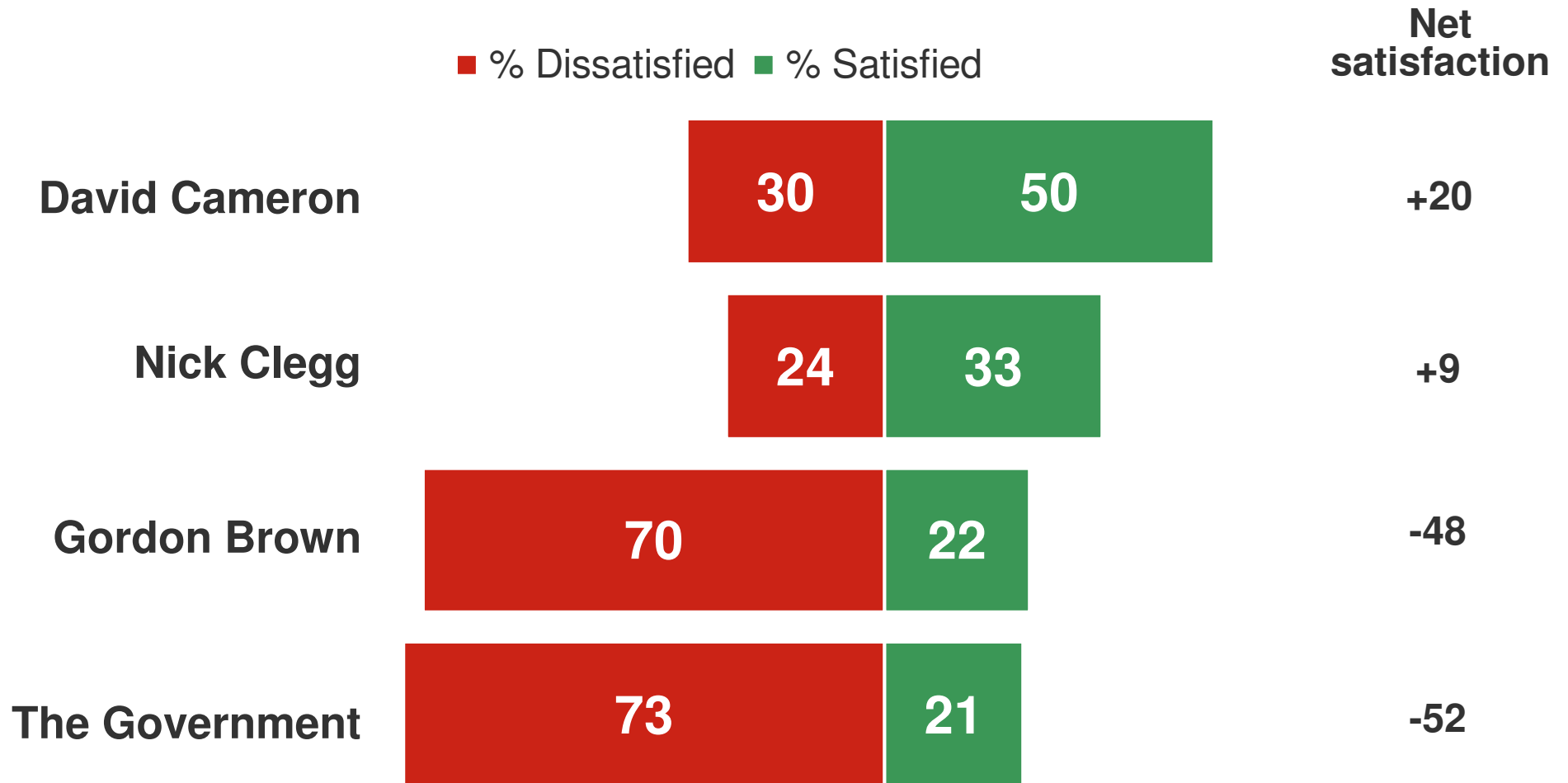


Leads and error margins



Satisfaction

Satisfaction with leaders and the Government



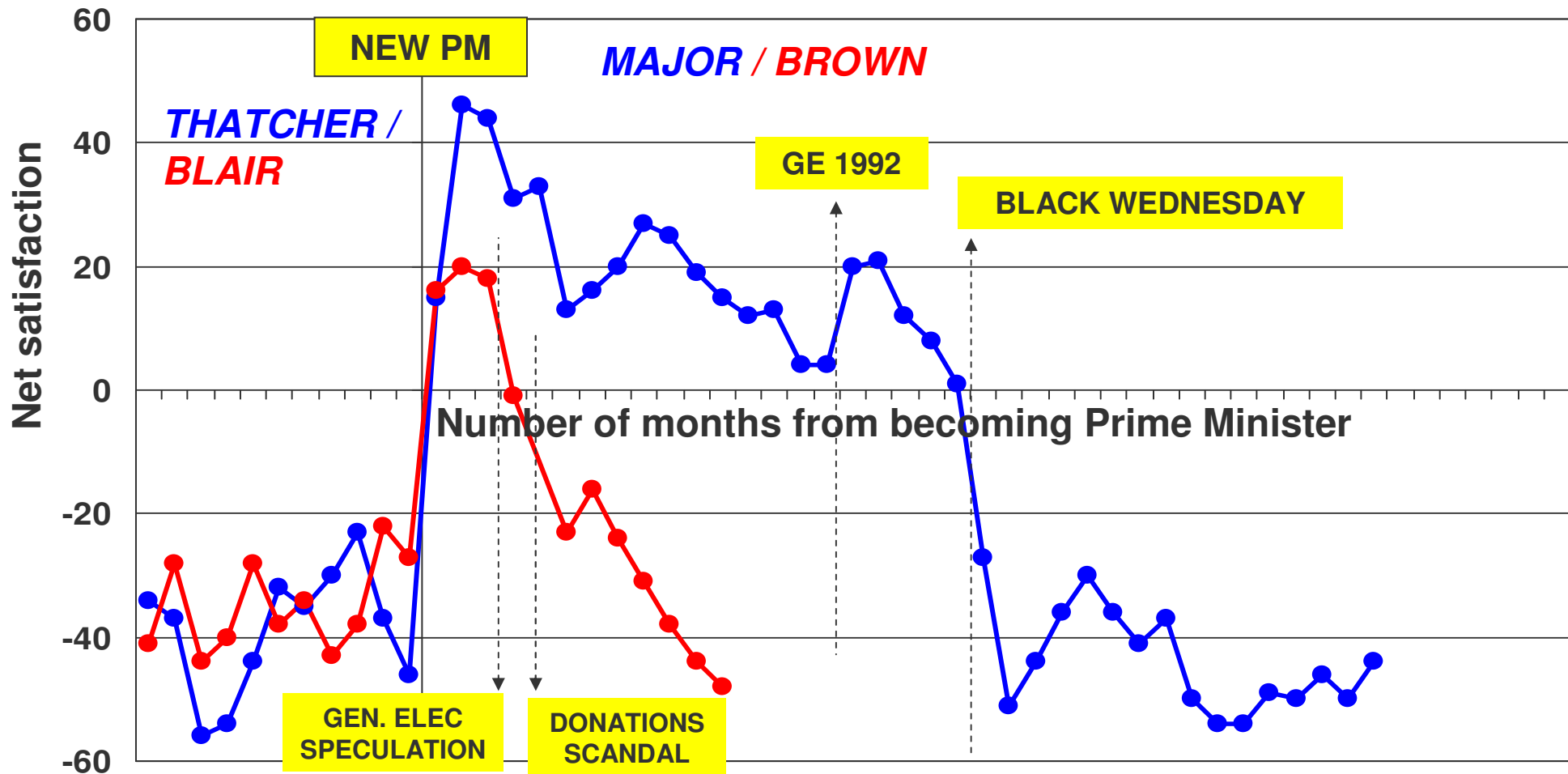
Base: 1,006 British adults 18+, 13th-15th June
Ipsos MORI

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

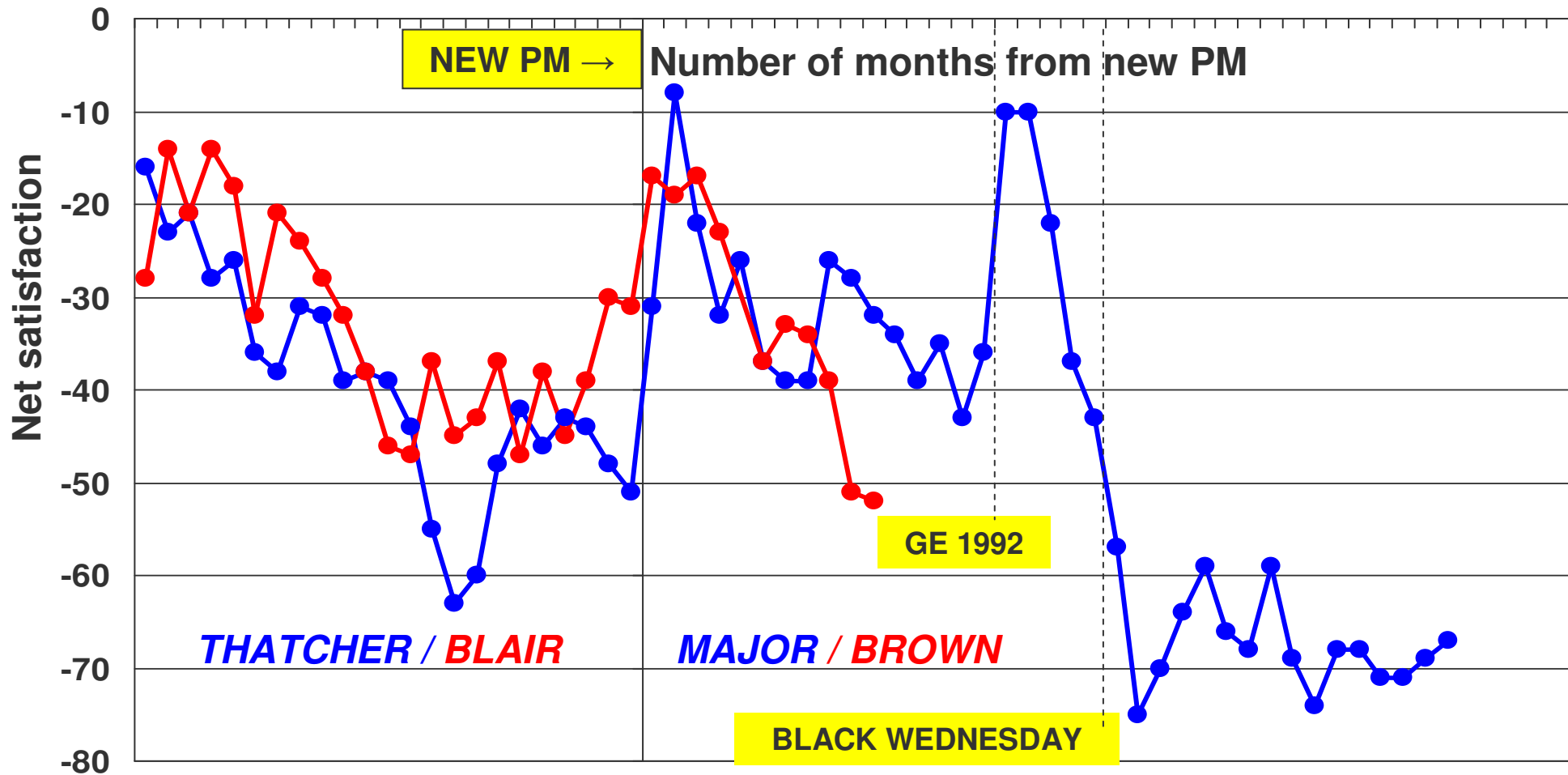
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

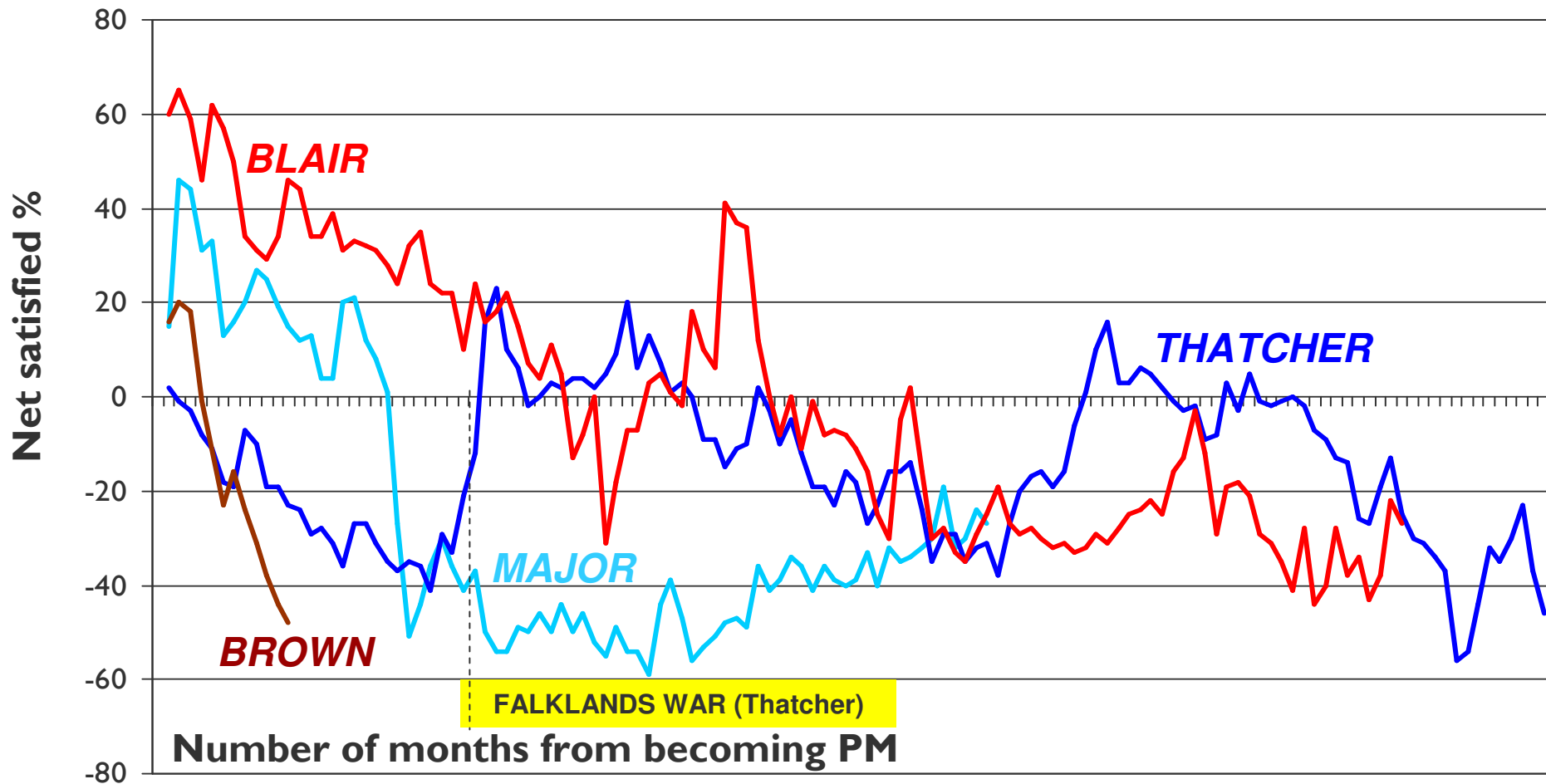
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?



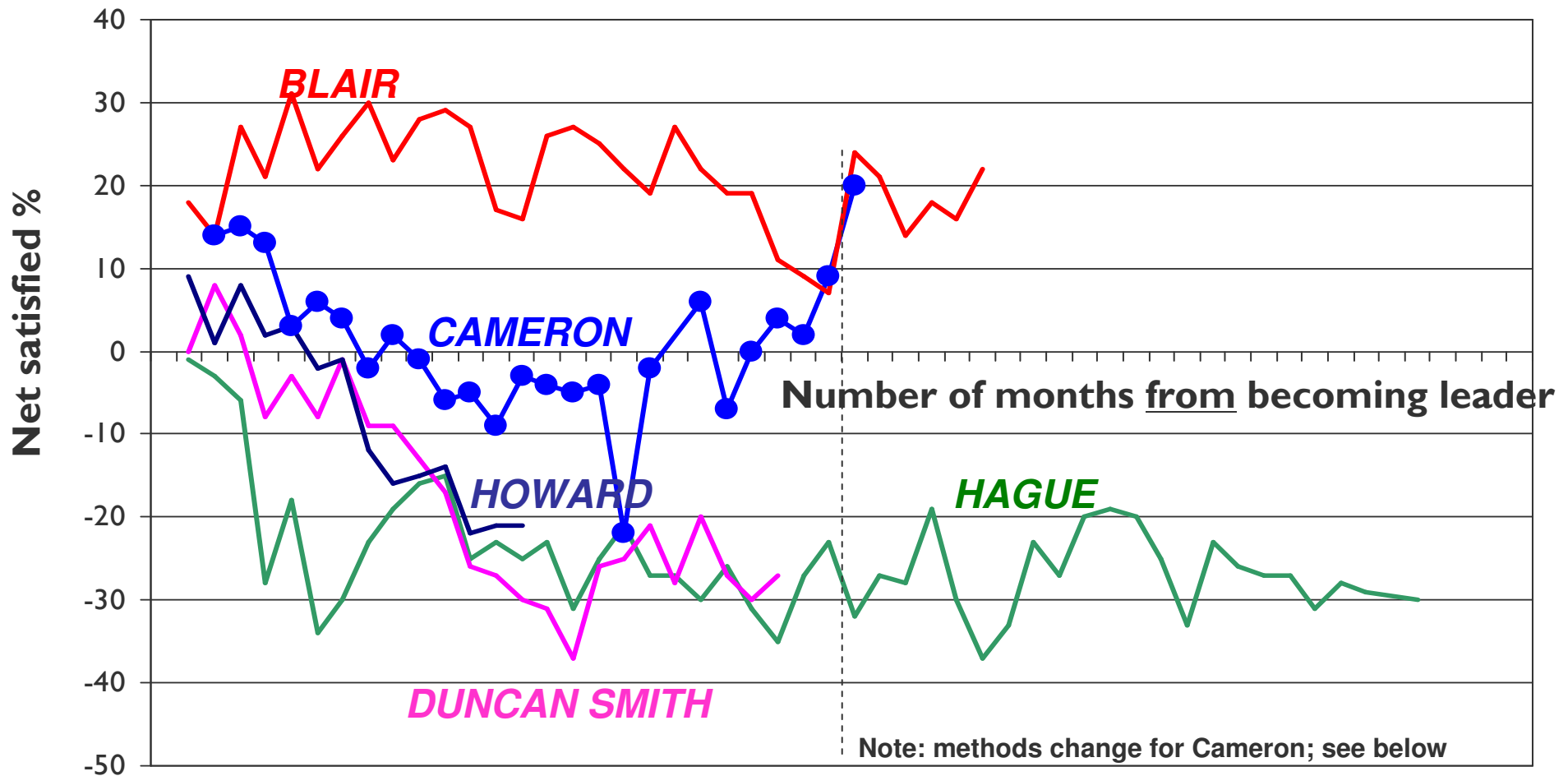
Base: c.1,000 British adults interviewed 3rd week of the month
Ipsos MORI

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 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

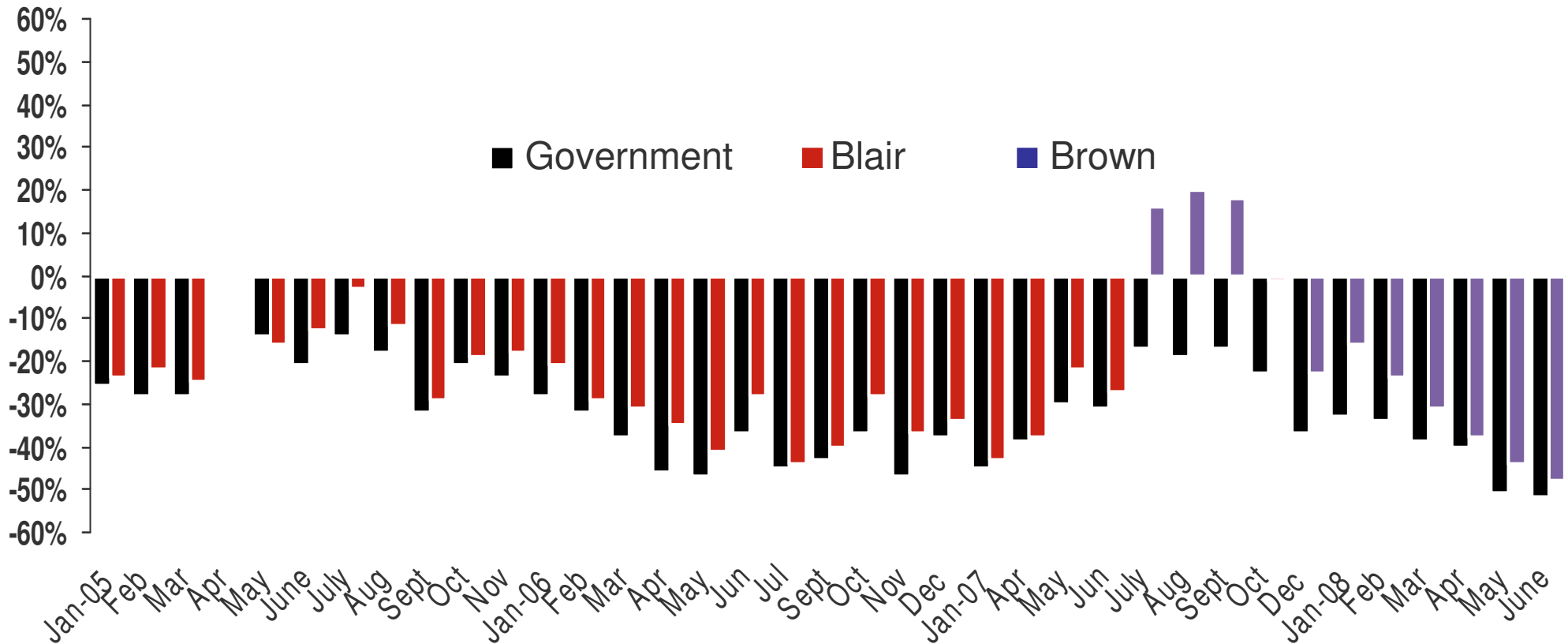
Source: Ipsos MORI Political Monitor



The Government and Prime Minister

Q How satisfied or dissatisfied are you with...

Net satisfied (+/-)



Base: c. 1,000 British adults each month

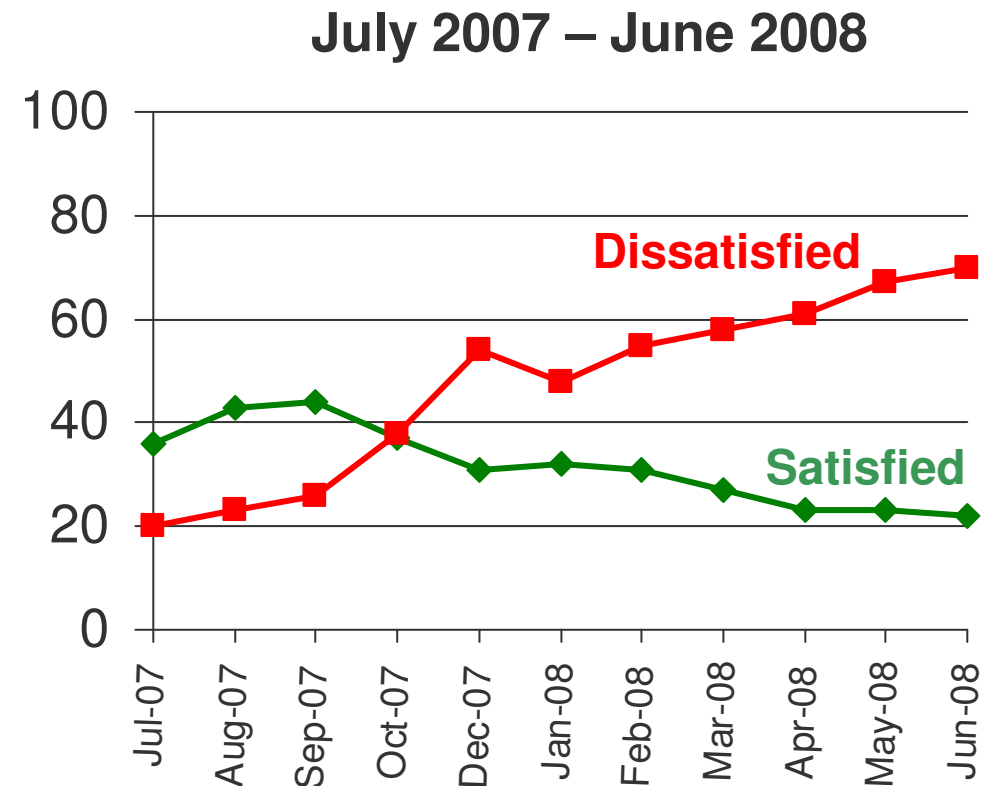
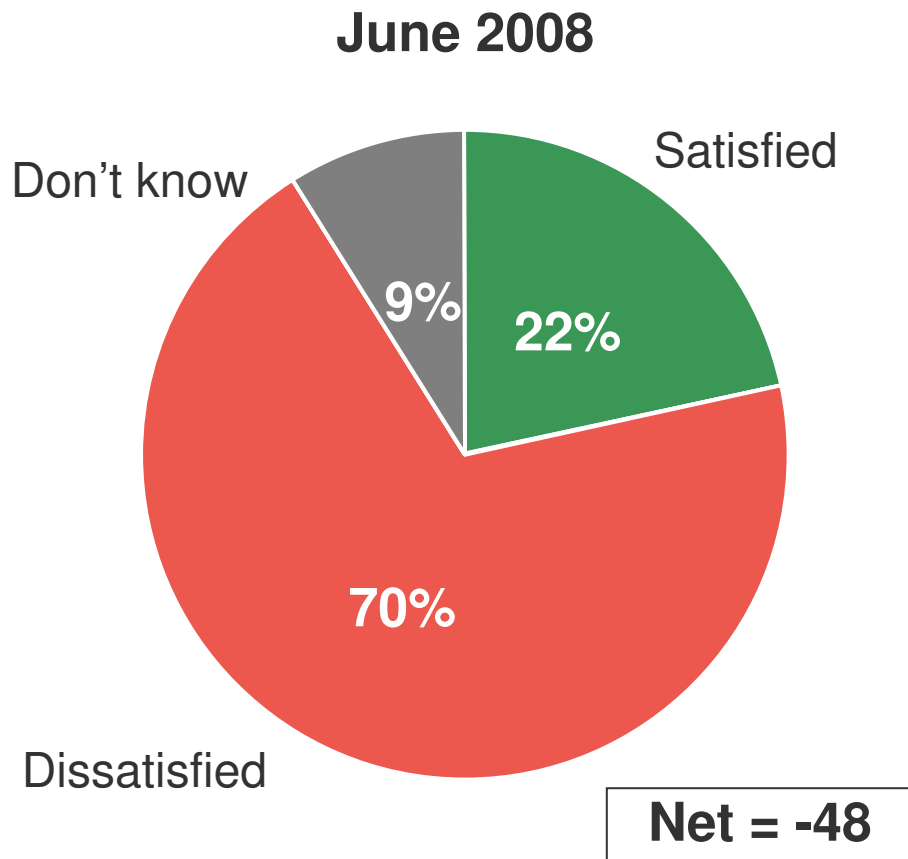
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,012 British adults 18+, 13th–15th June

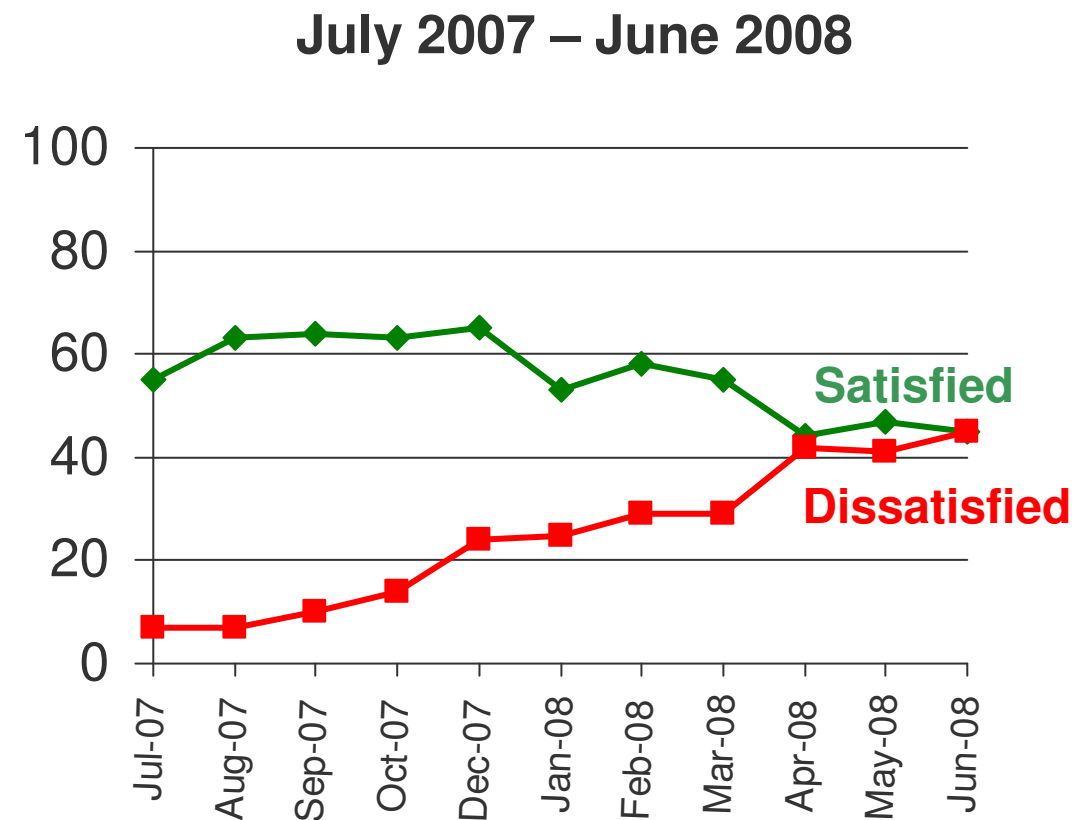
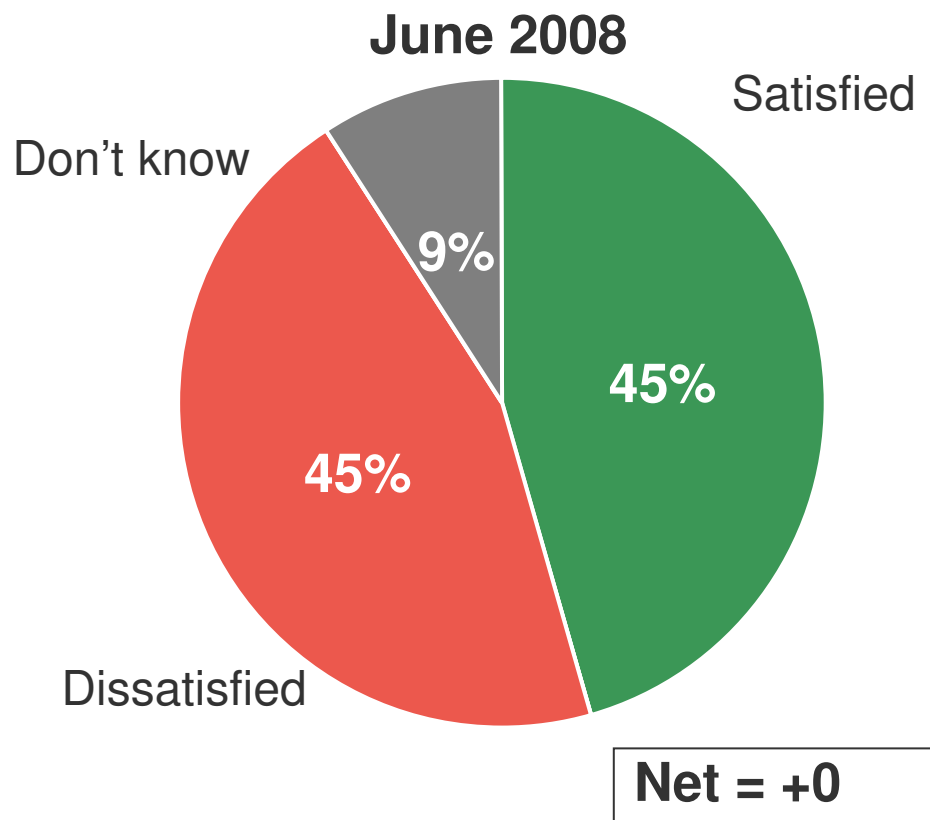
Source: Ipsos MORI Political Monitor

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



Gordon Brown (satisfaction among Labour supporters)

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



Base: 252 Labour supporters 18+, 13th–15th June

Source: Ipsos MORI Political Monitor

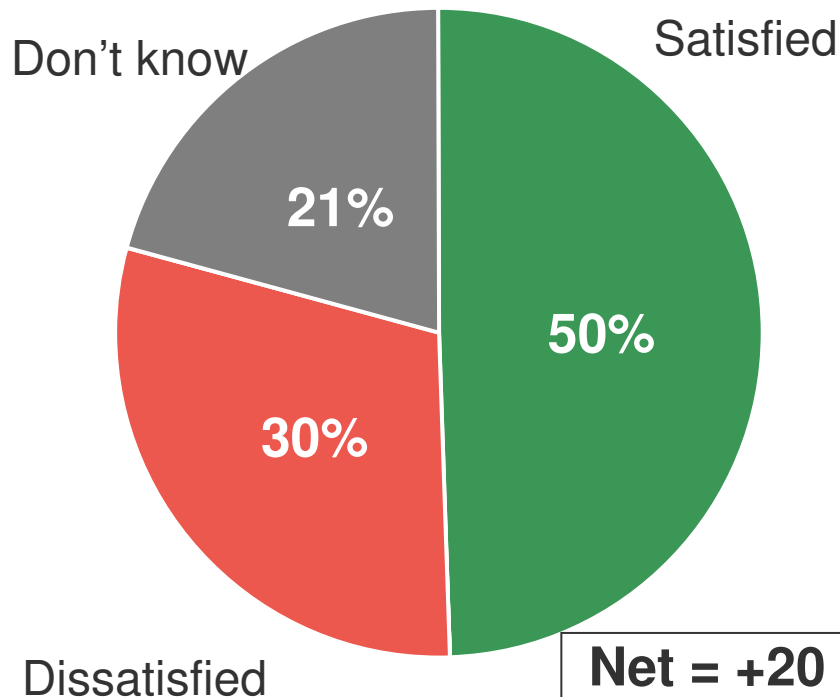
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



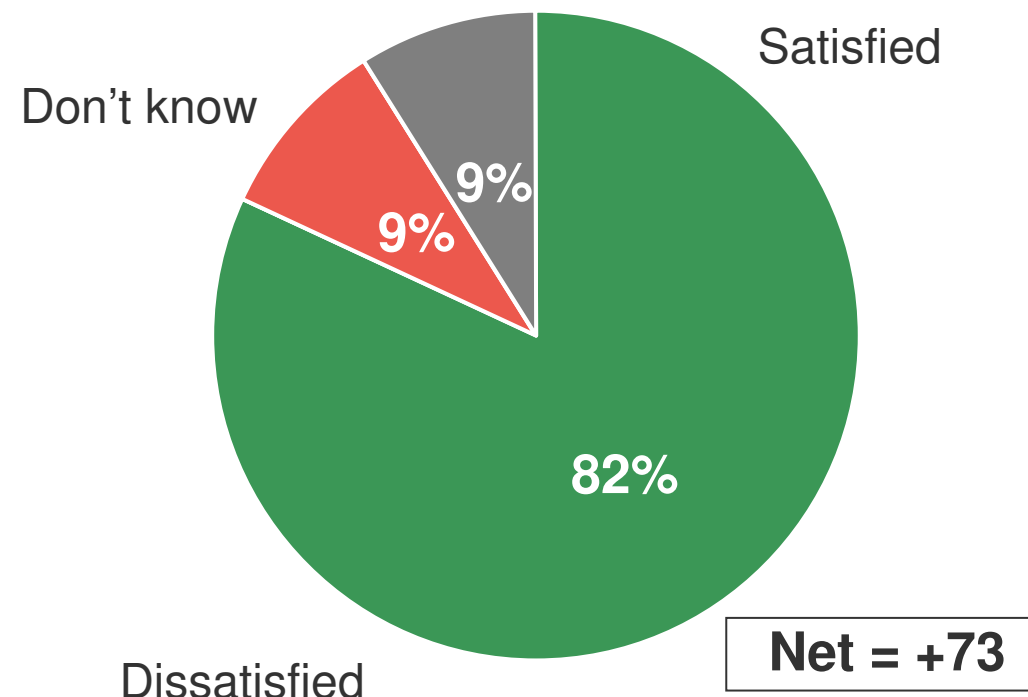
David Cameron (satisfaction)

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: 1,012 British adults and 340 Conservative Supporters 18+, 13th–15th 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

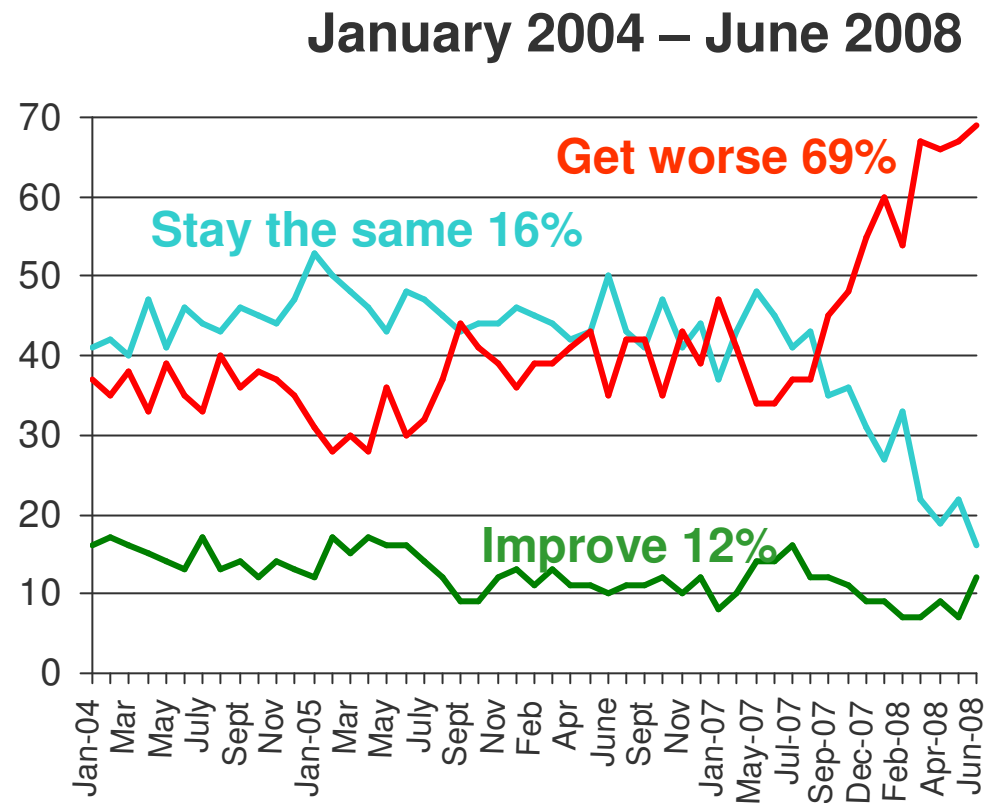
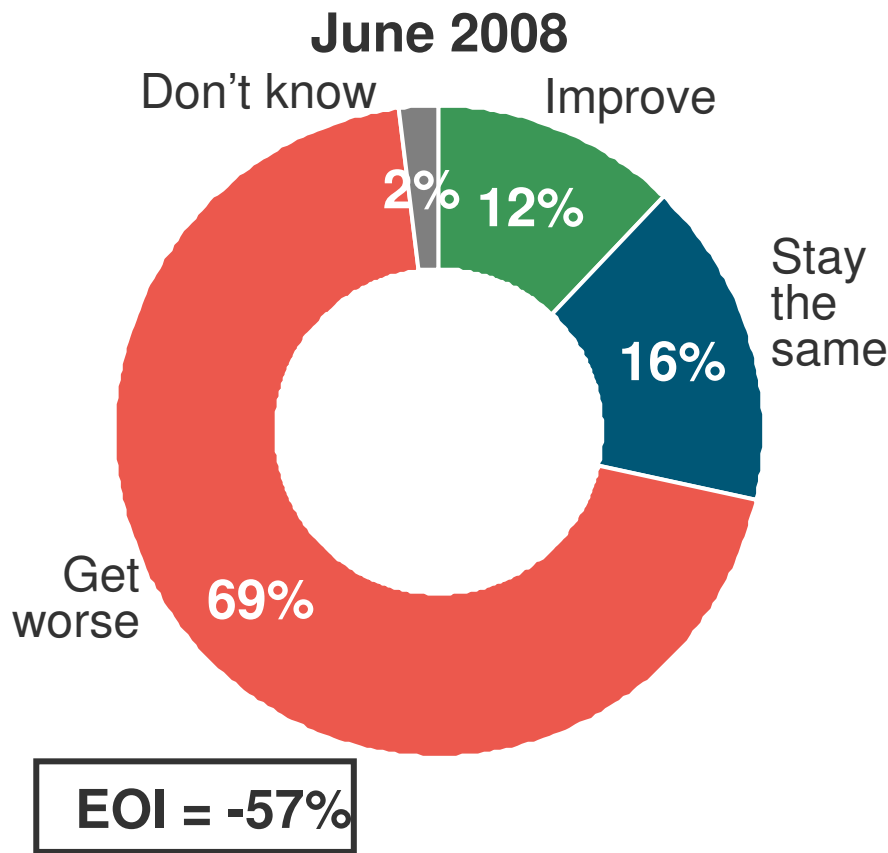
Source: Ipsos MORI Political Monitor



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?



Base: 1,012 British adults 18+, 13-15th June 2008
Ipsos MORI

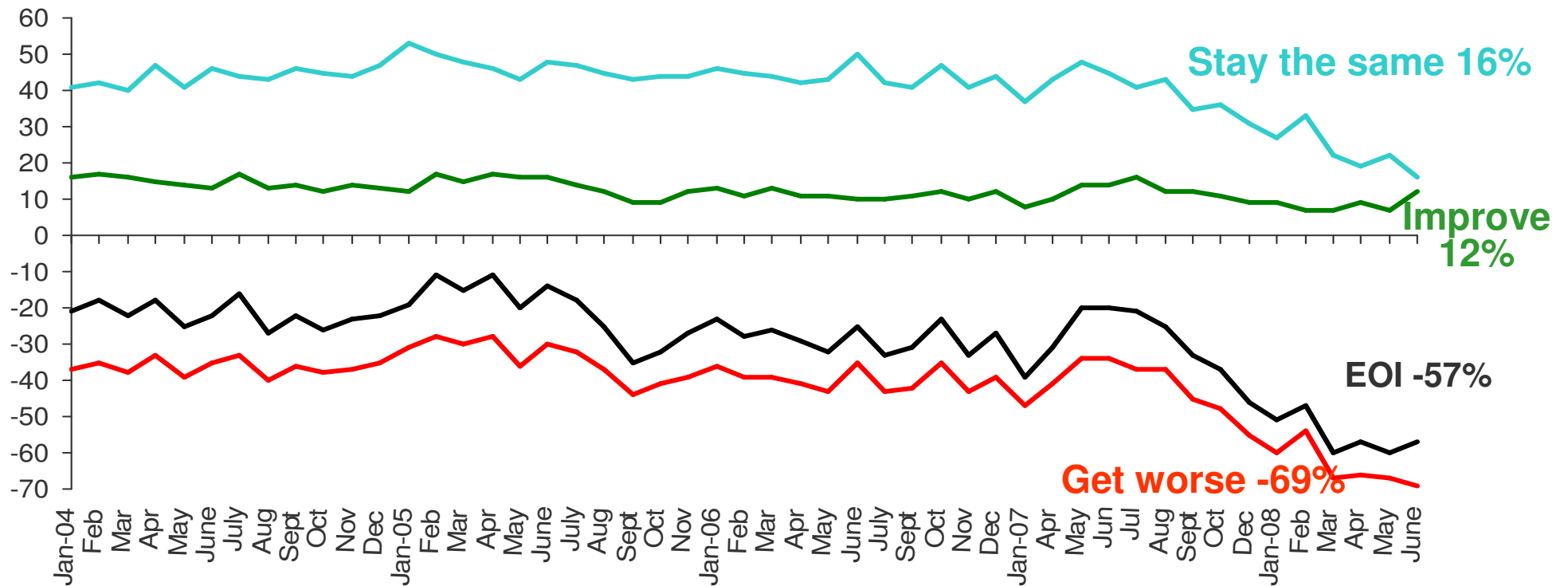
Source: Ipsos MORI Political Monitor



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 – June 2008



Base: c. 1,000 British adults each month

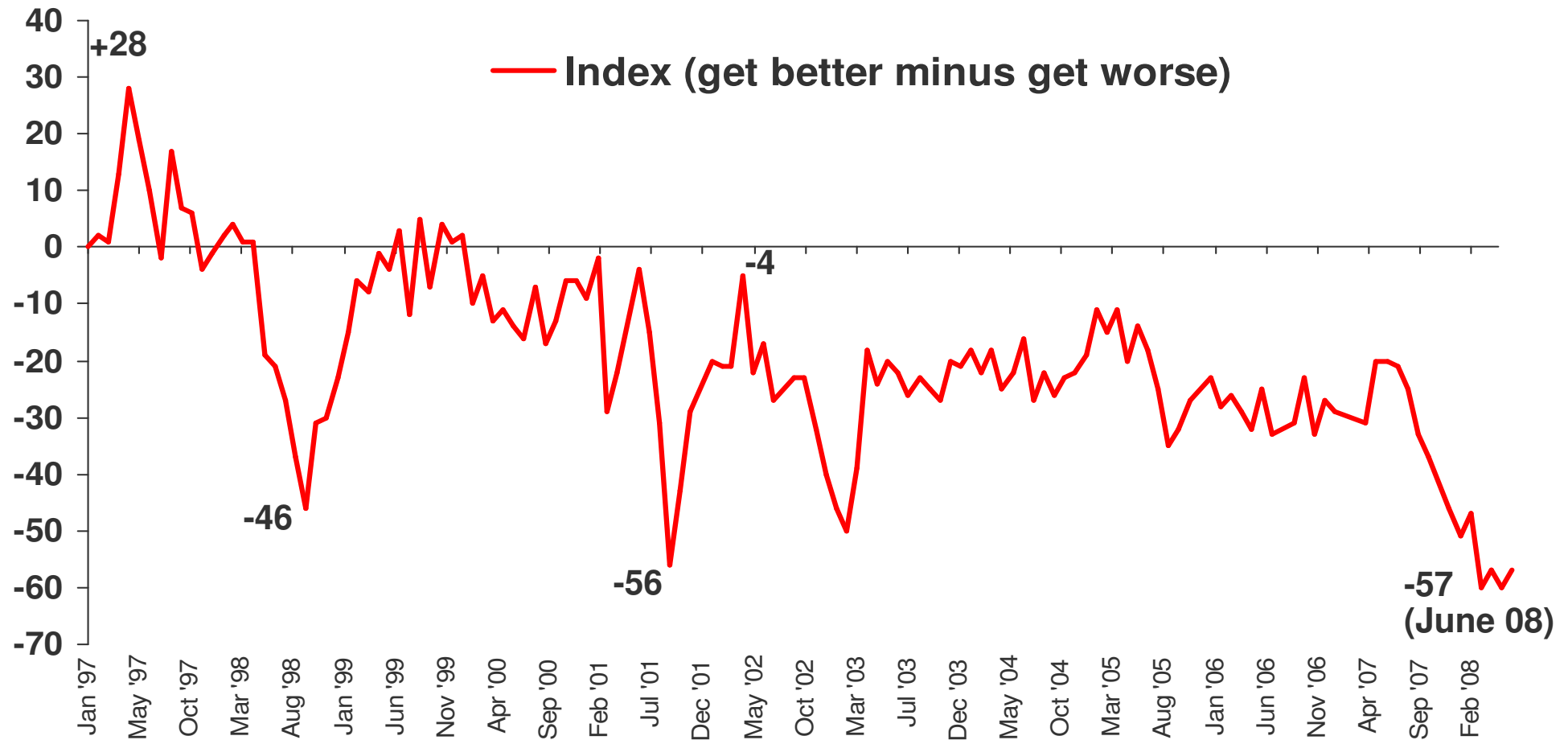
Ipsos MORI

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?

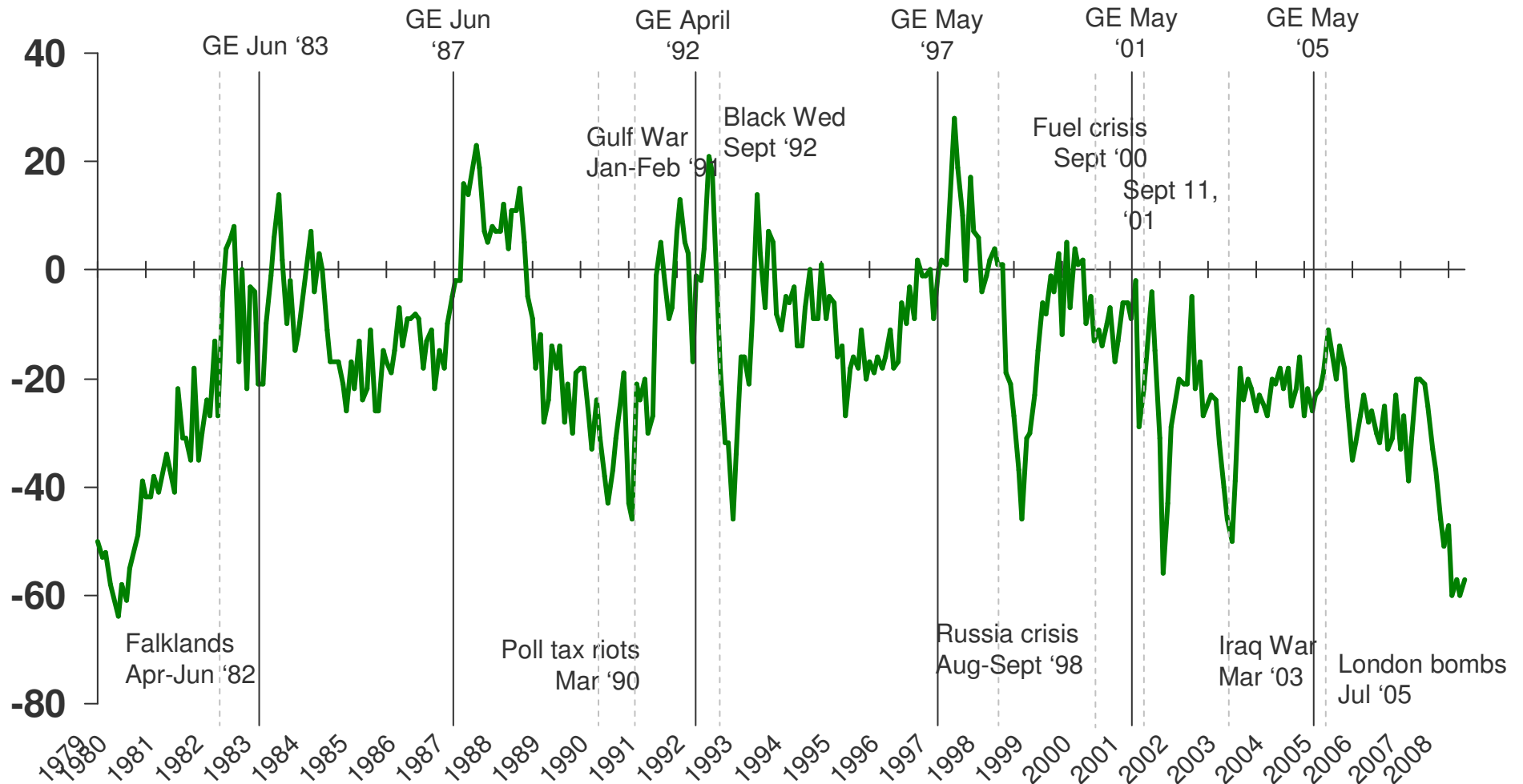


Base: c. 1,000 British adults each month
Ipsos MORI

Source: Ipsos MORI Political Monitor



Economic Optimism since 1979



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

Source: Ipsos MORI Political Monitor

