



# Political Monitor Trends

November 2008

Contacts:

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

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

020 7347 3000

**Ipsos MORI**

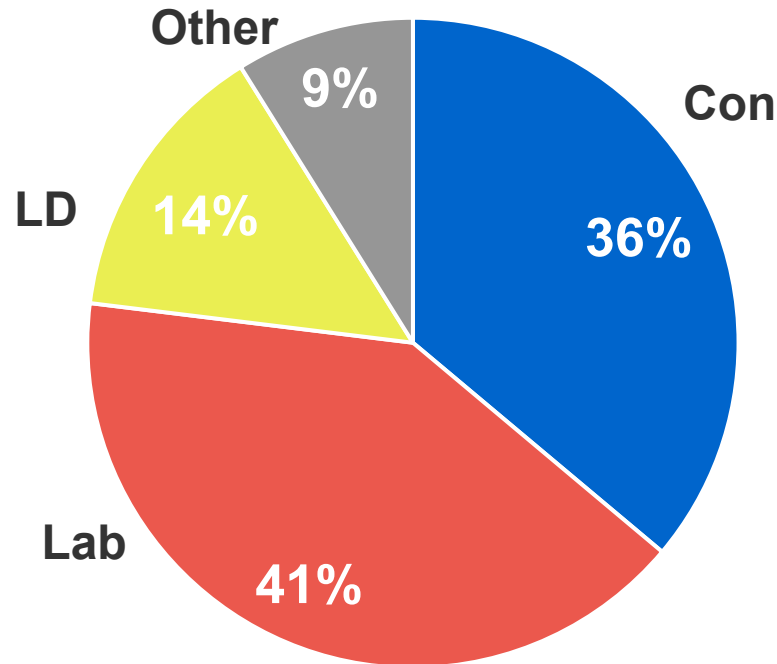


# Voting Intentions

# Voting Intention: everyone vs. those "certain to vote"

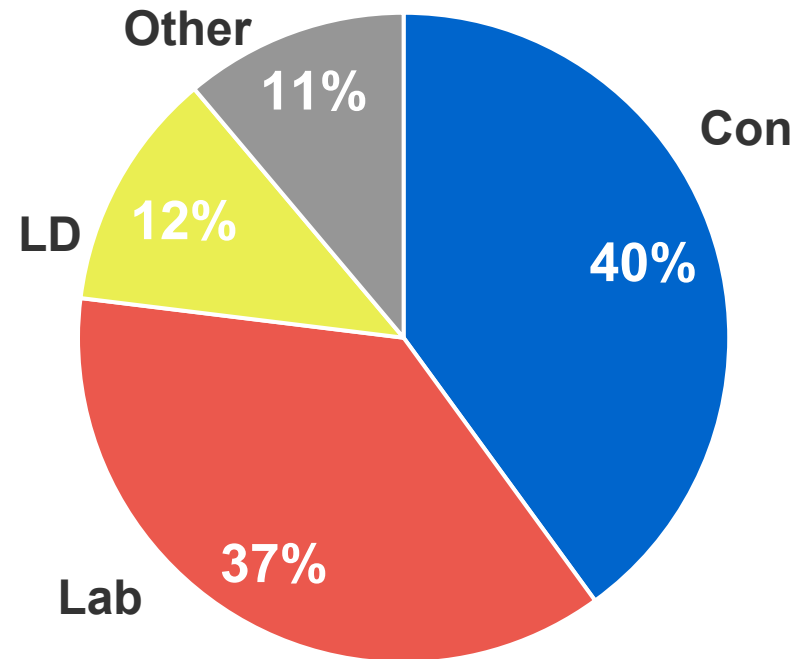
*How would you vote if there were a General Election tomorrow?*

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



**Conservative lead = -5**

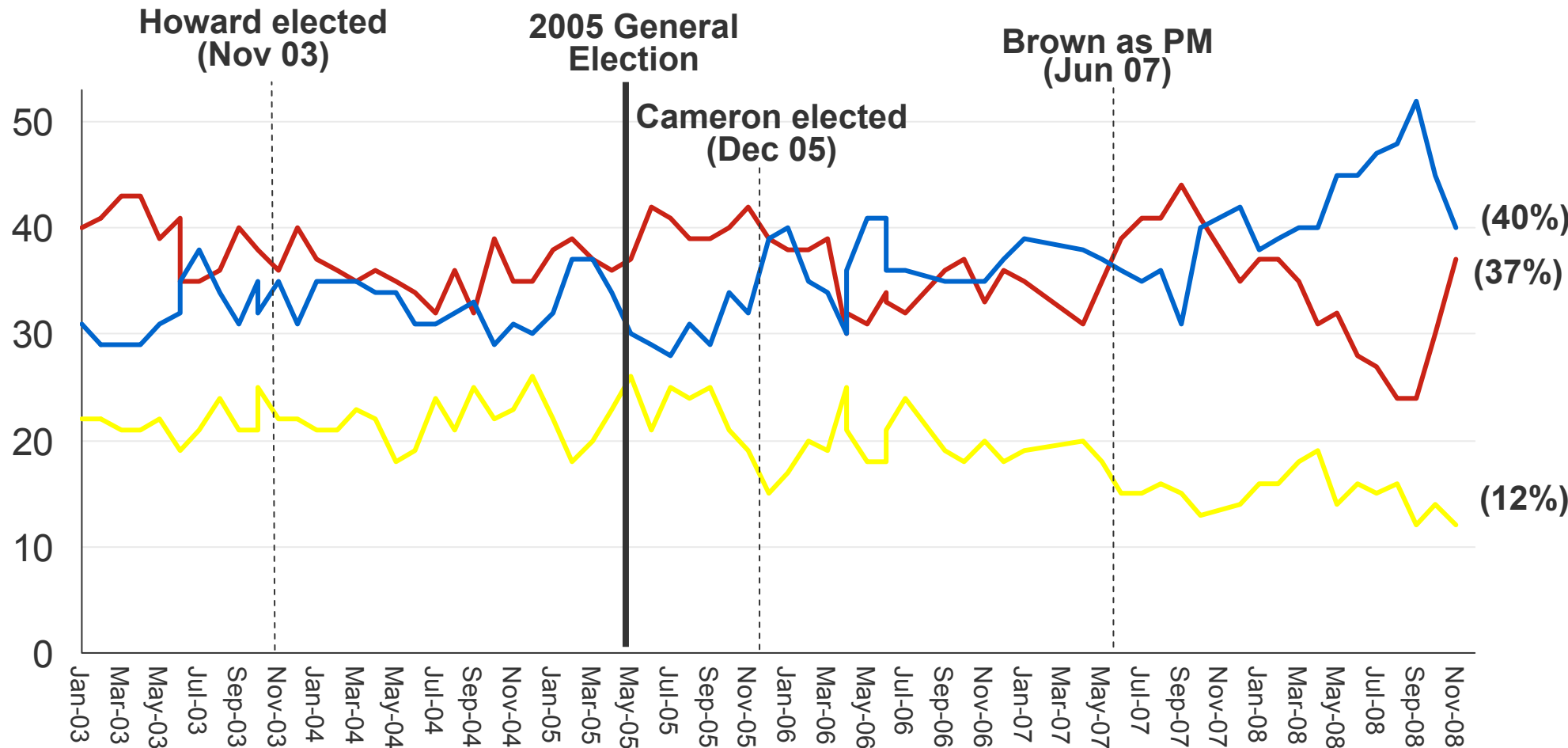
**All certain to vote (51%)**



**Conservative lead = +3**

# Voting Intentions Jan 03 – November 08 (all certain to vote)

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

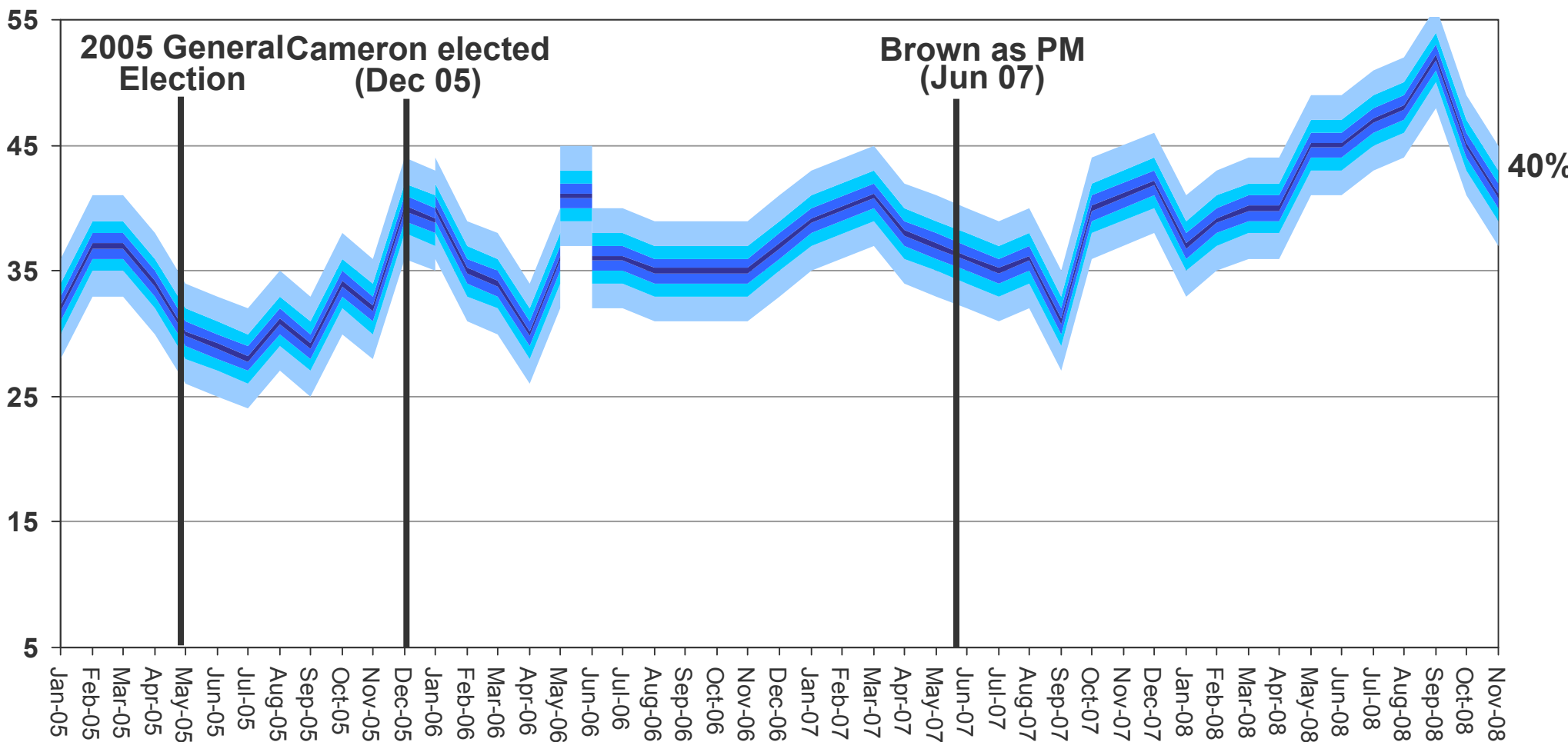


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter

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*

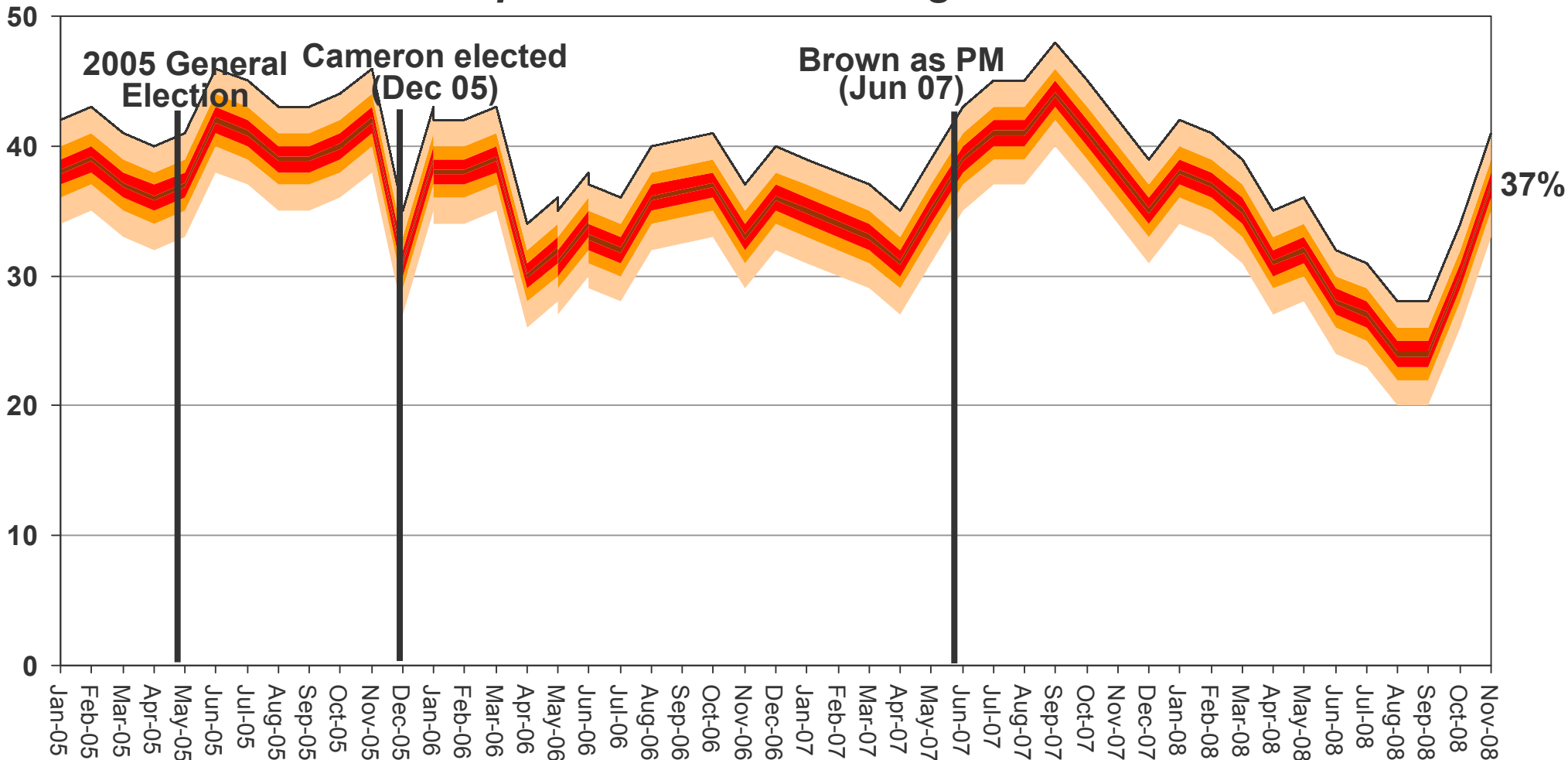


Base: c. 1,000 British adults each month

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*

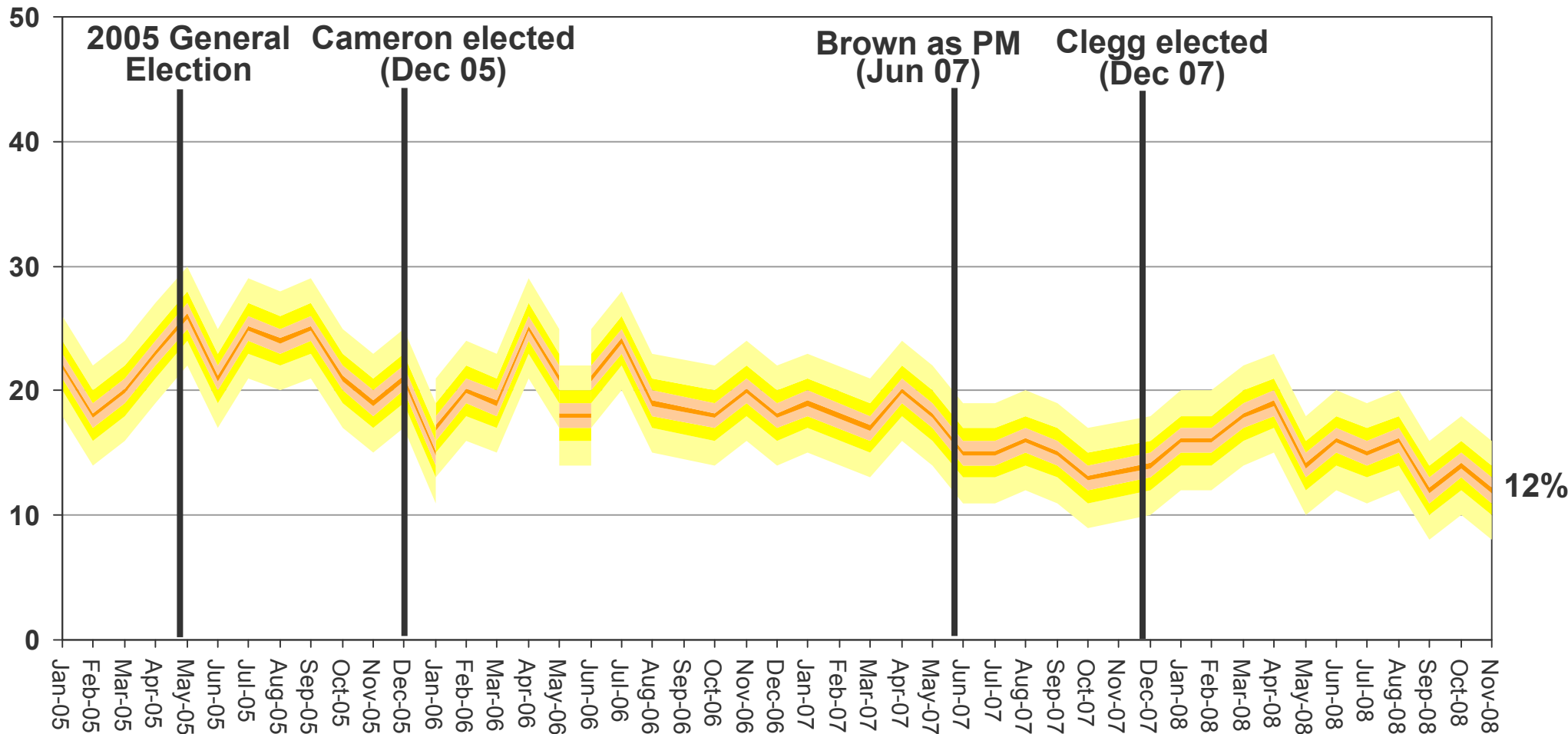


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Liberal Democrat vote share including margins of error

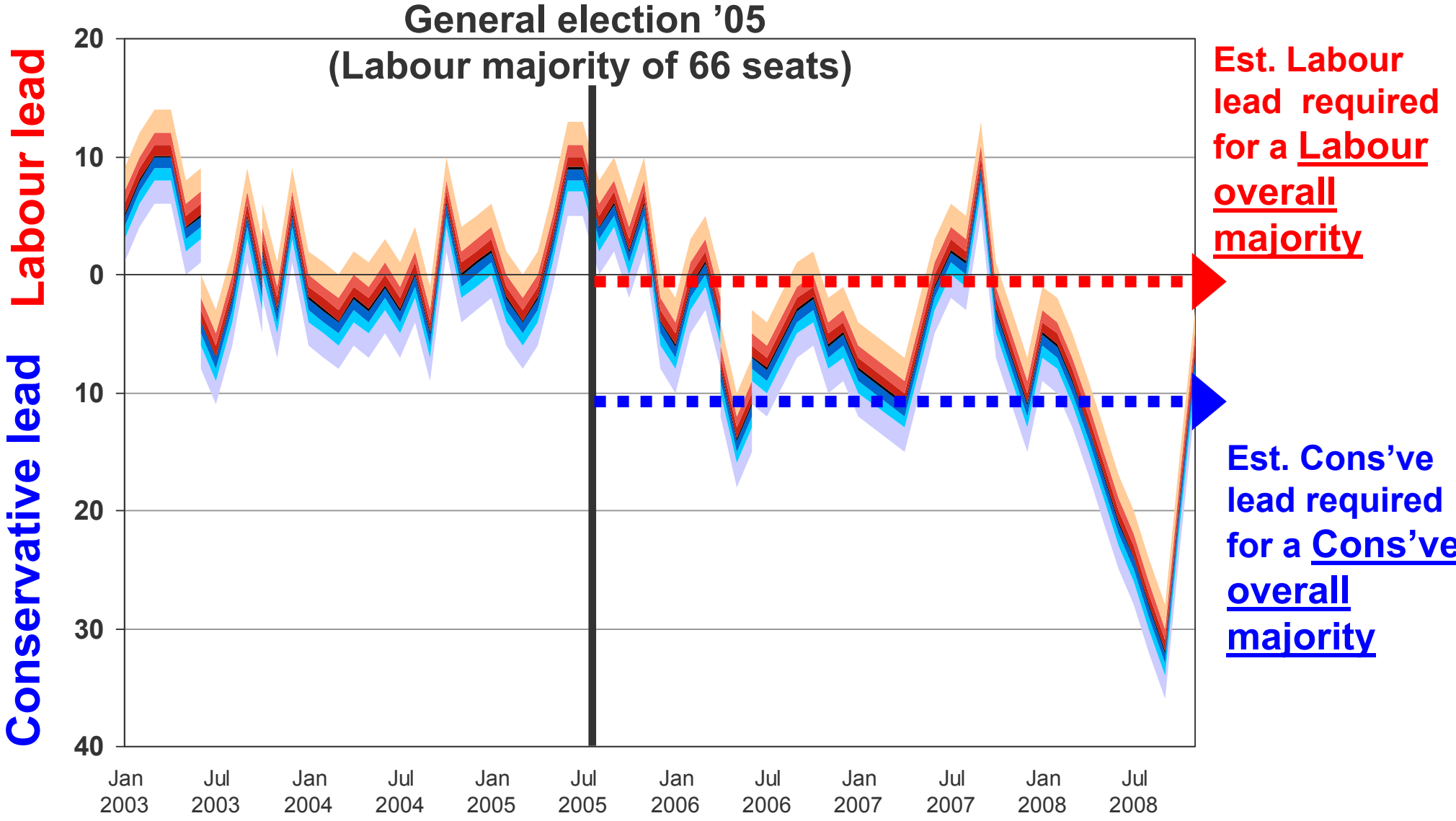
*In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention*



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins



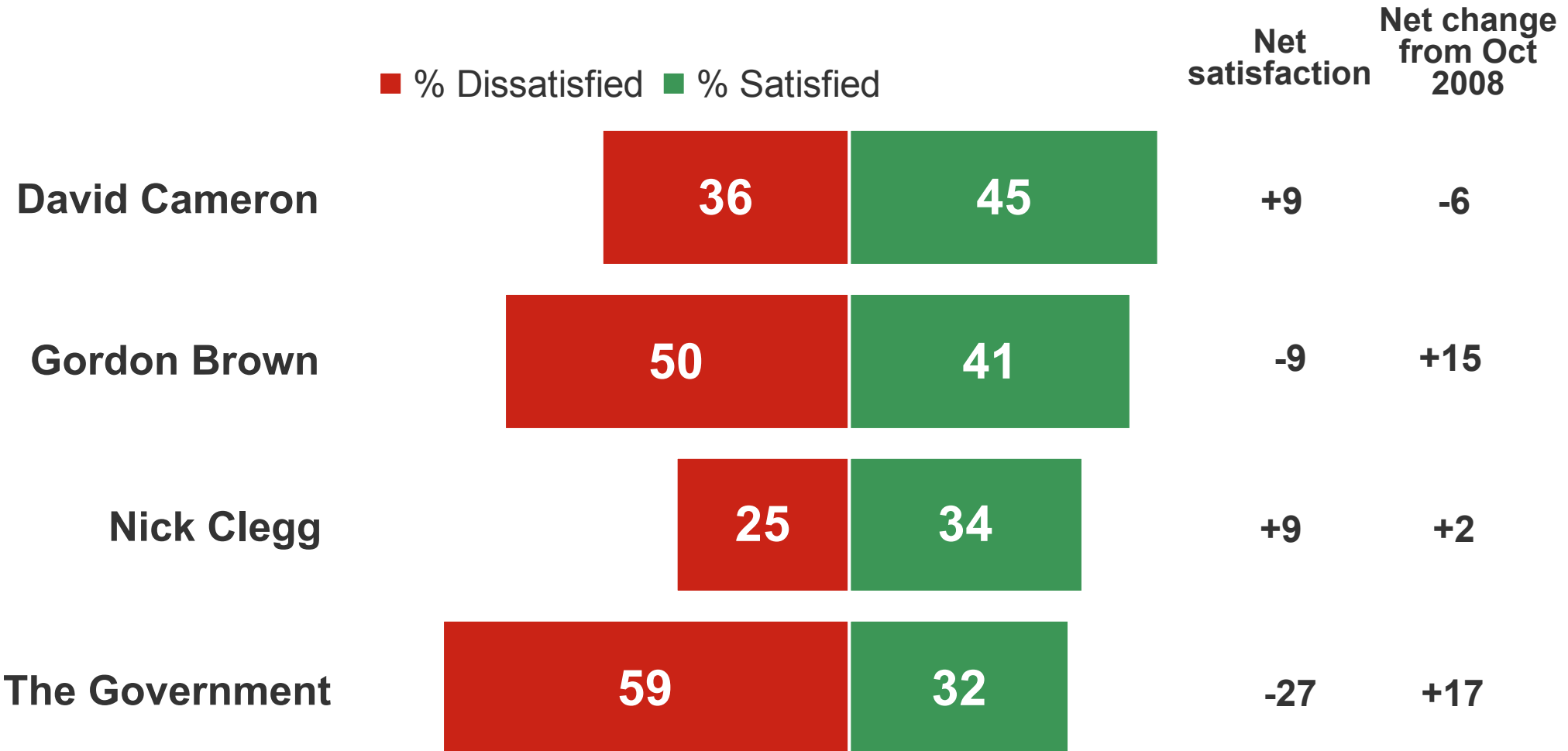
Base: c. 1,000 British adults each month  
Ipsos MORI



# 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: 1,002 British adults 18+, 14th-16th November 2008

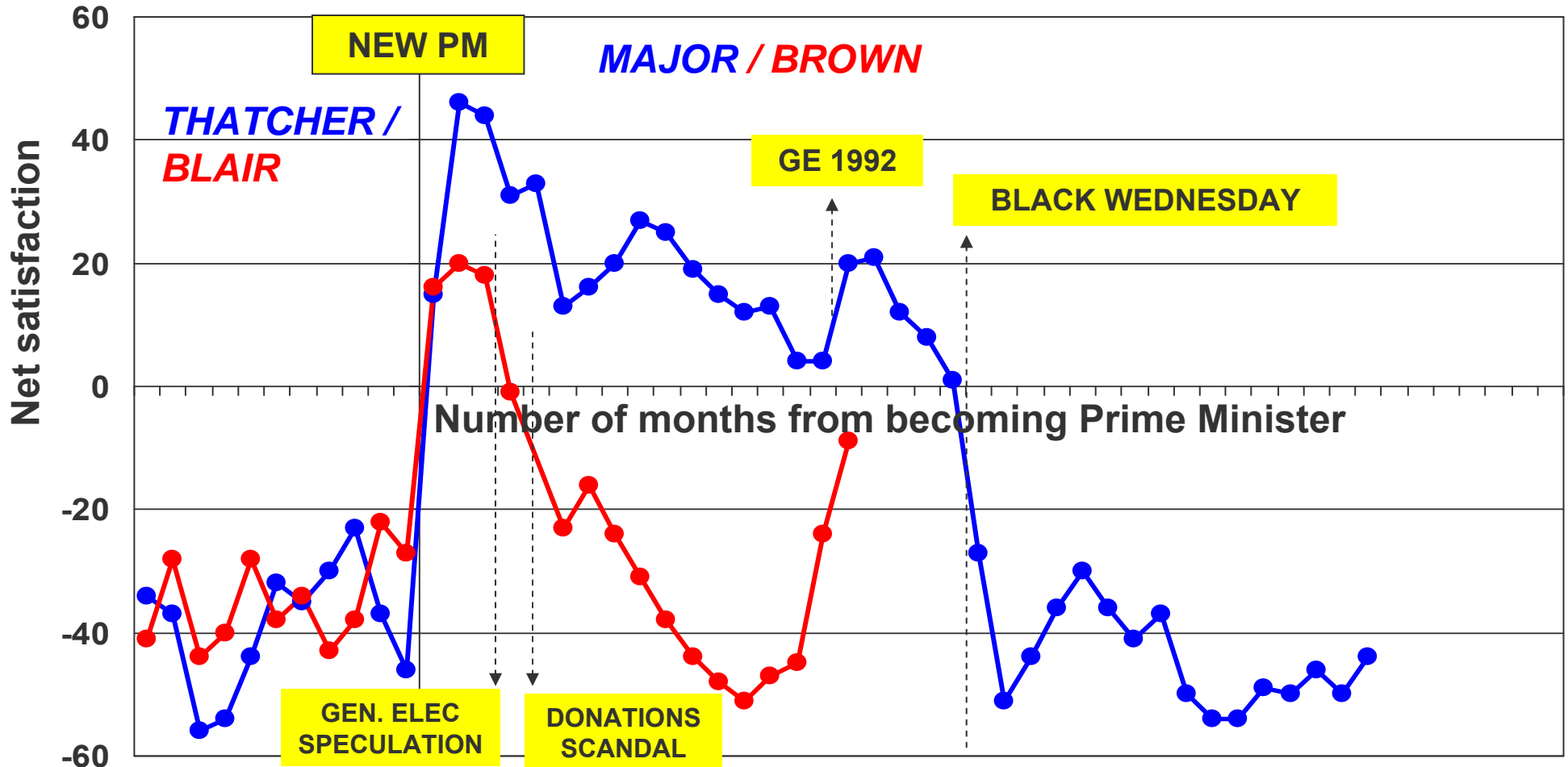
Ipsos MORI

Source: Ipsos MORI Political Monitor



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

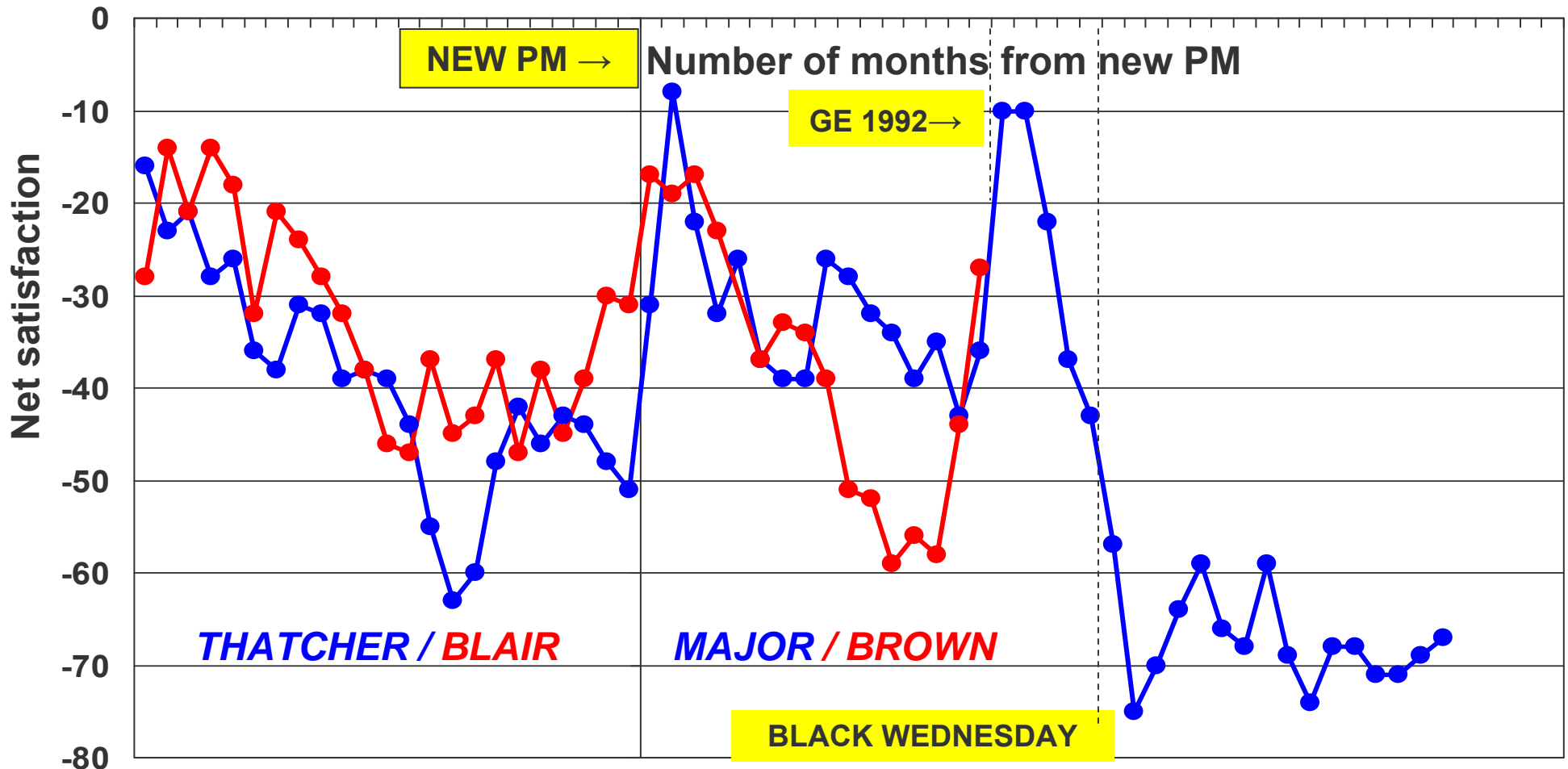
*How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?*



Base: c. 1,000 British adults each month

# 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

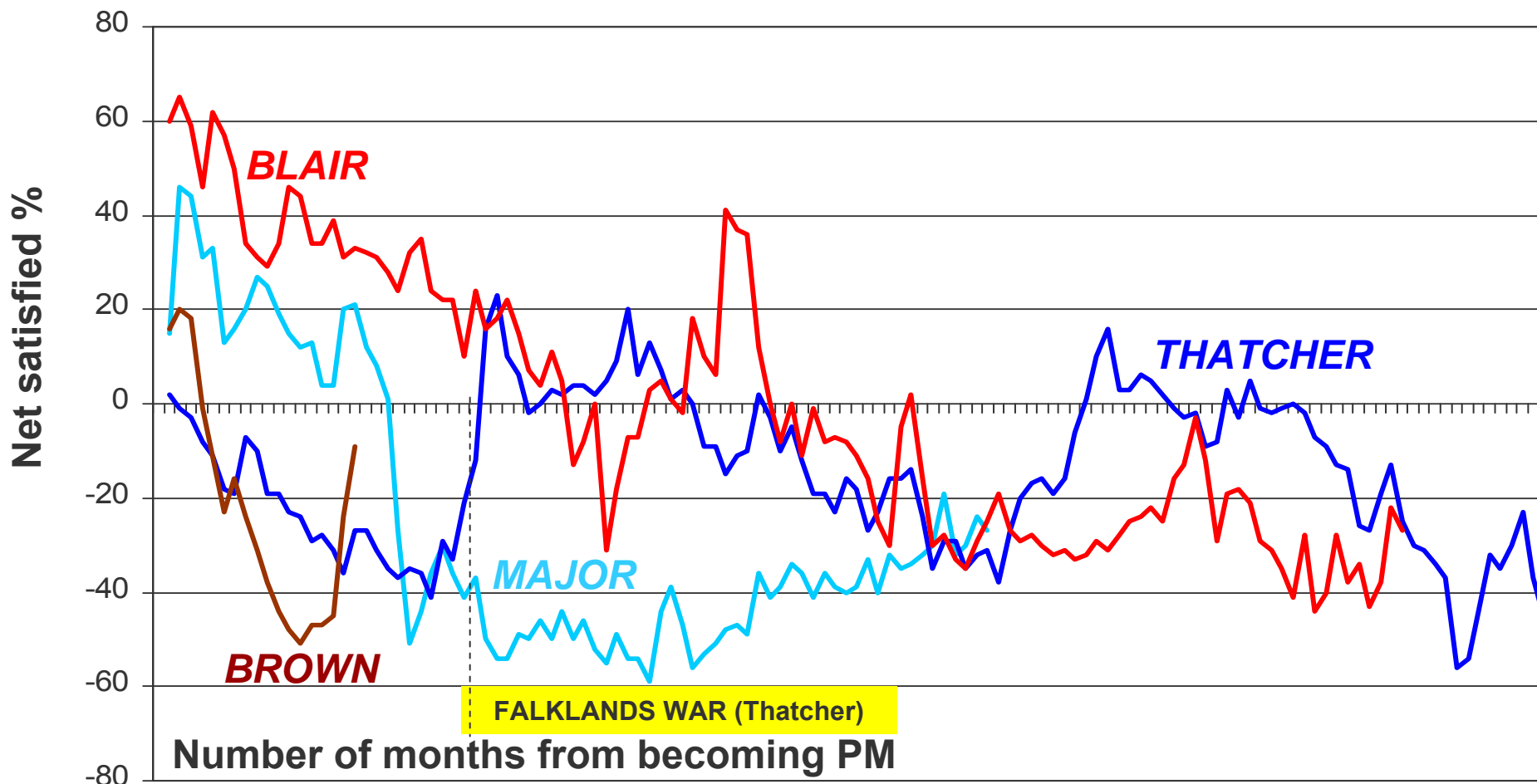
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979–2008)

*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

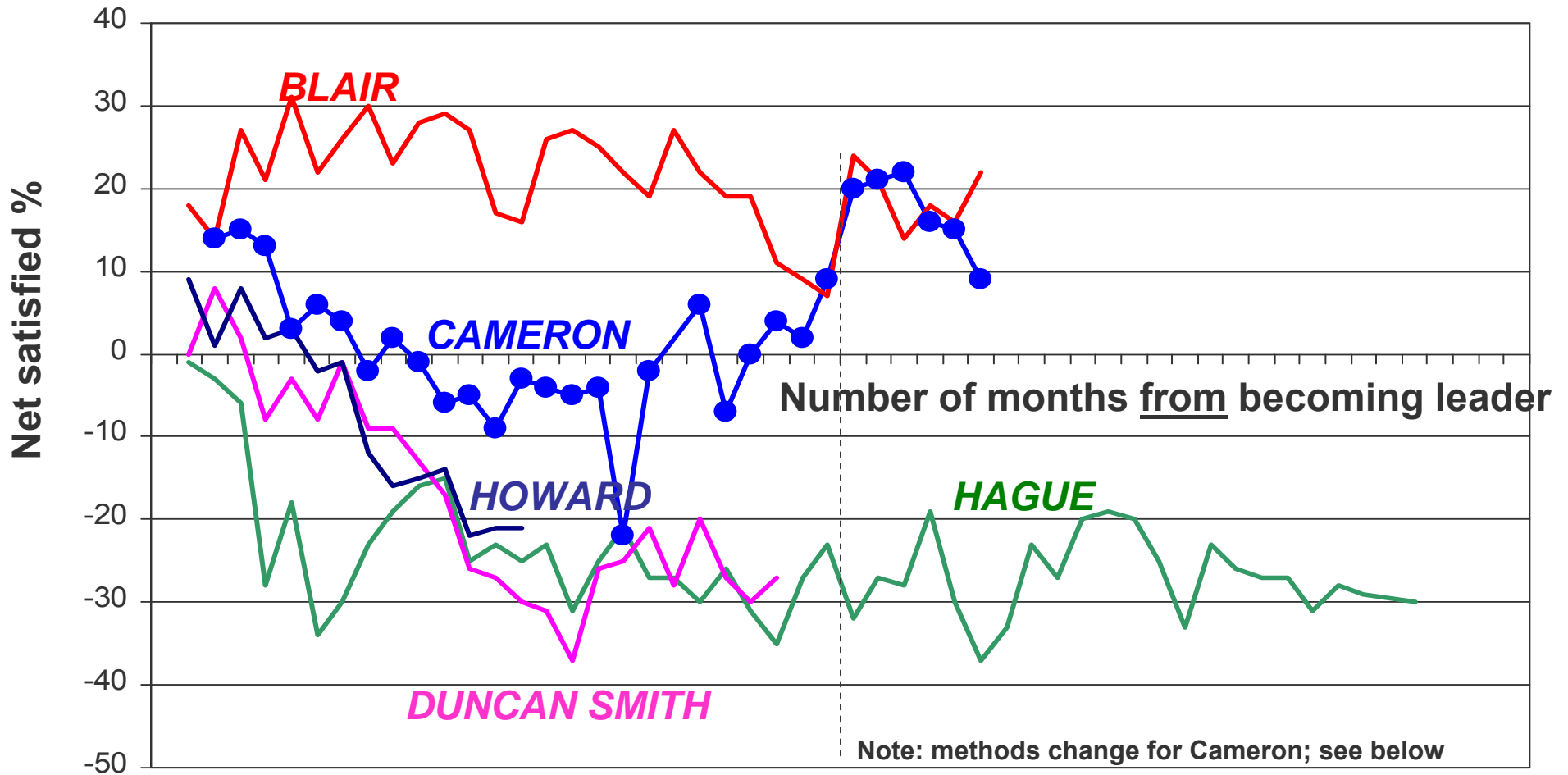
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1994 – 2008)

*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 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

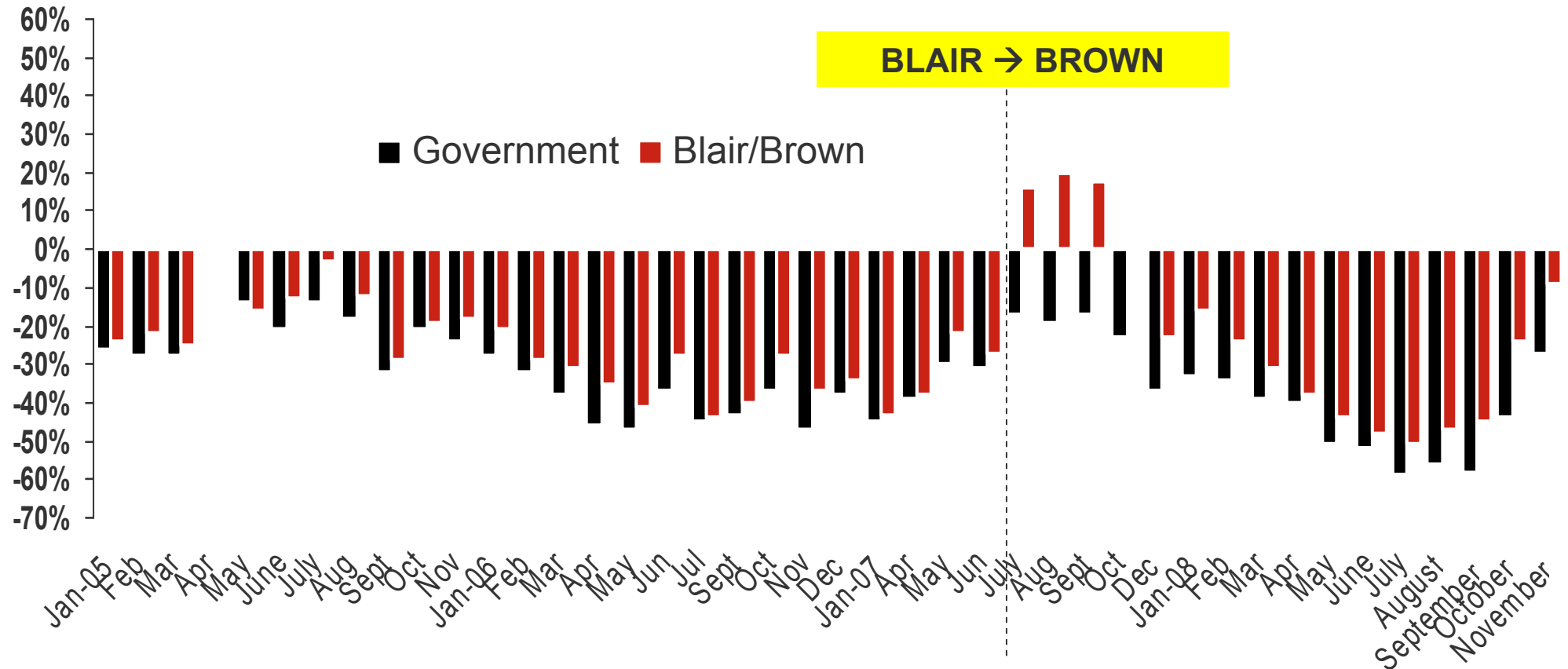
Source: Ipsos MORI Political Monitor



# The Government and Prime Minister

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

Net satisfied (+/-)



Base: c. 1,000 British adults each month

Ipsos MORI

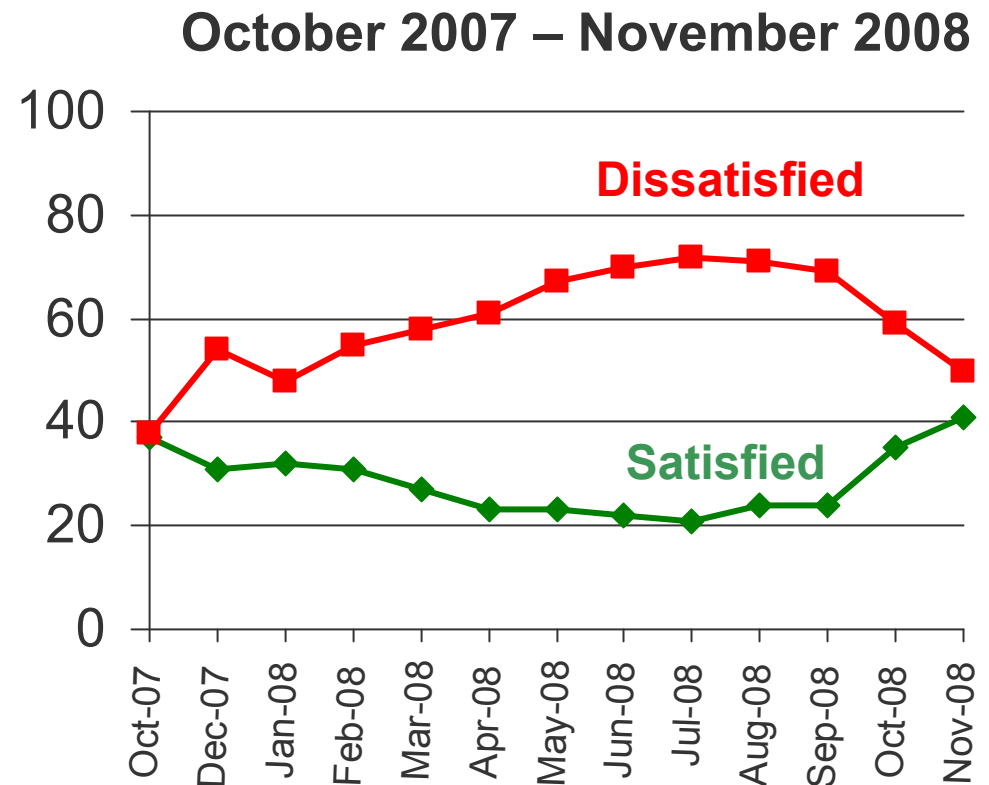
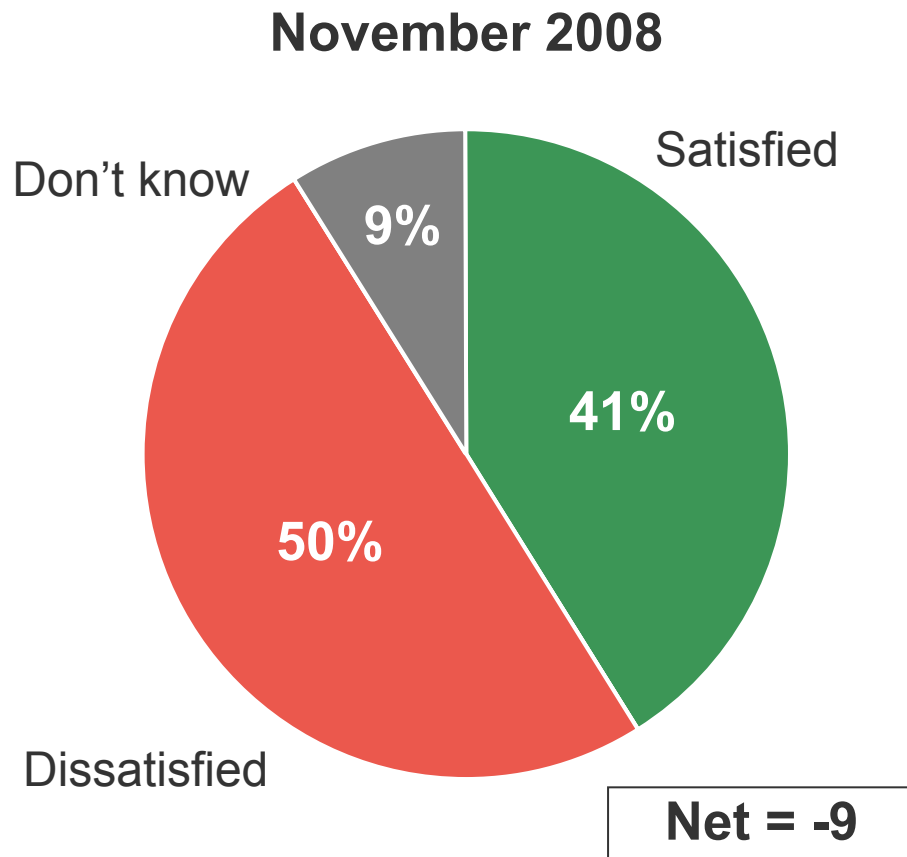
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,002 British adults 18+, 14th-16th November 2008

**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

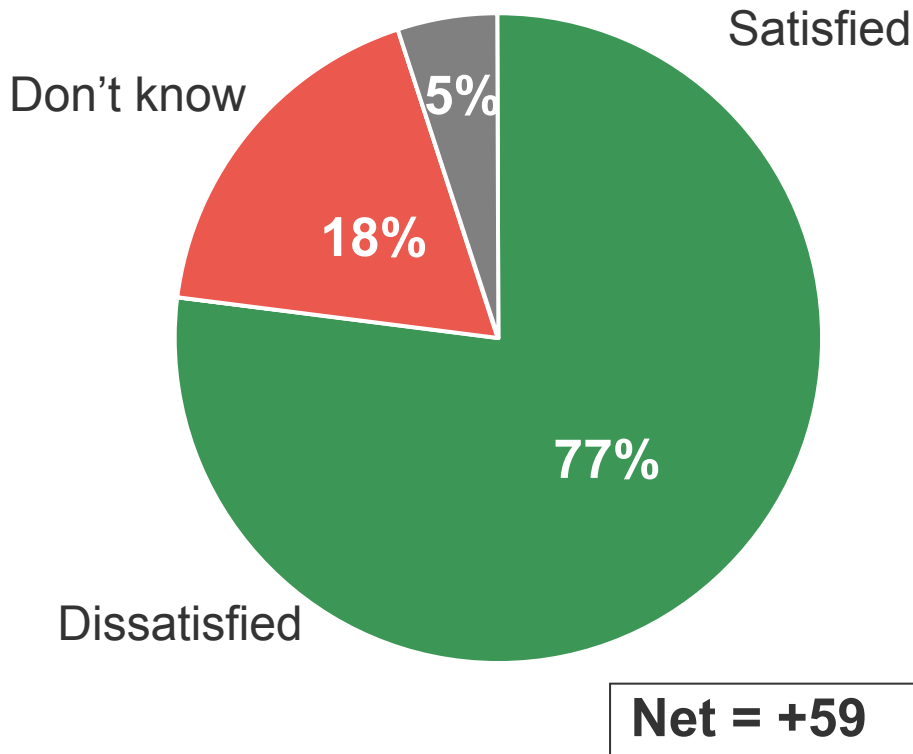




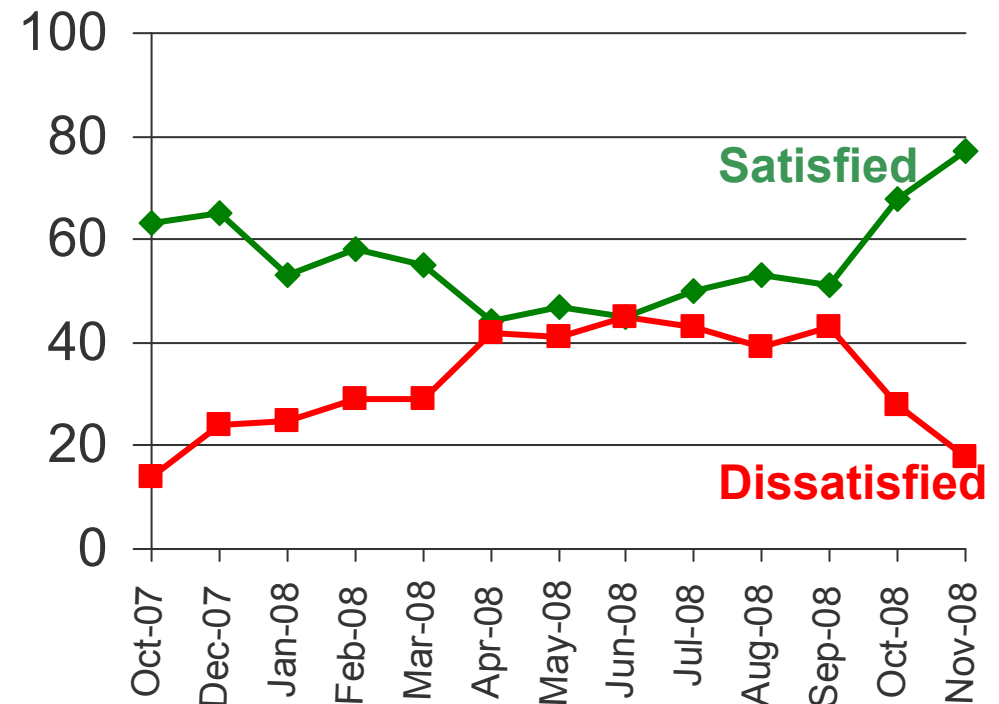
# Gordon Brown (satisfaction among Labour supporters)

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

**November 2008**



**October 2007 – November 2008**



Base: 321 Labour supporters 18+, 14th-16th November 2008

**Ipsos MORI**

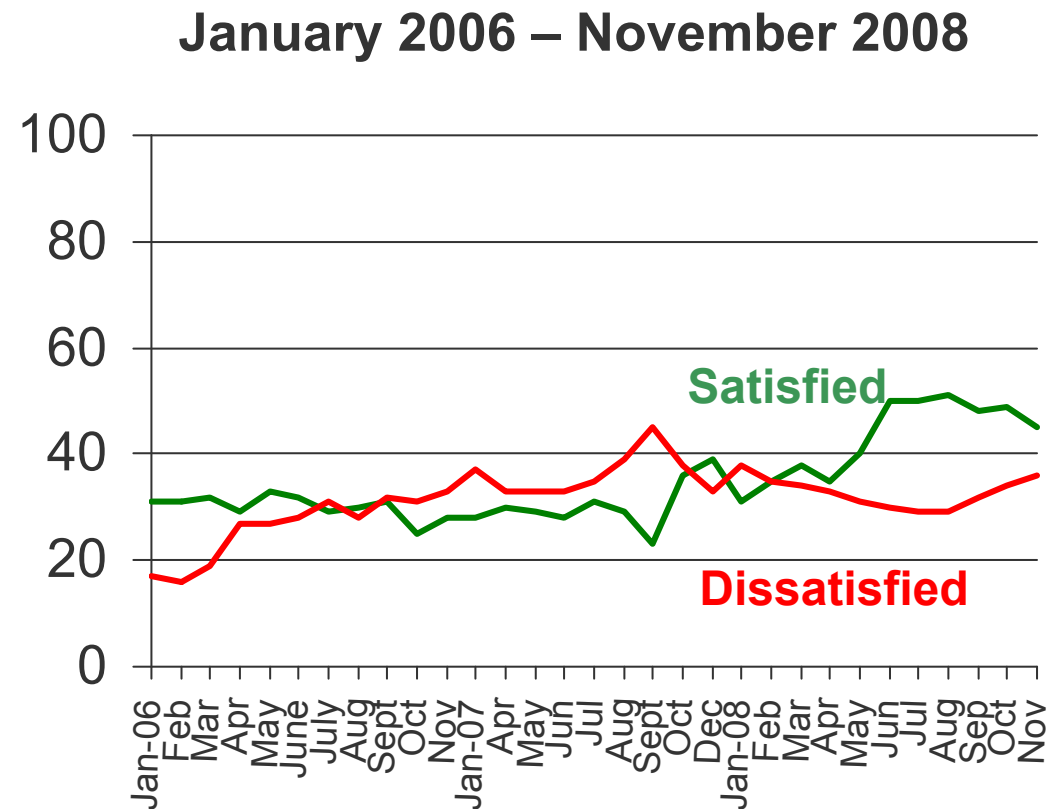
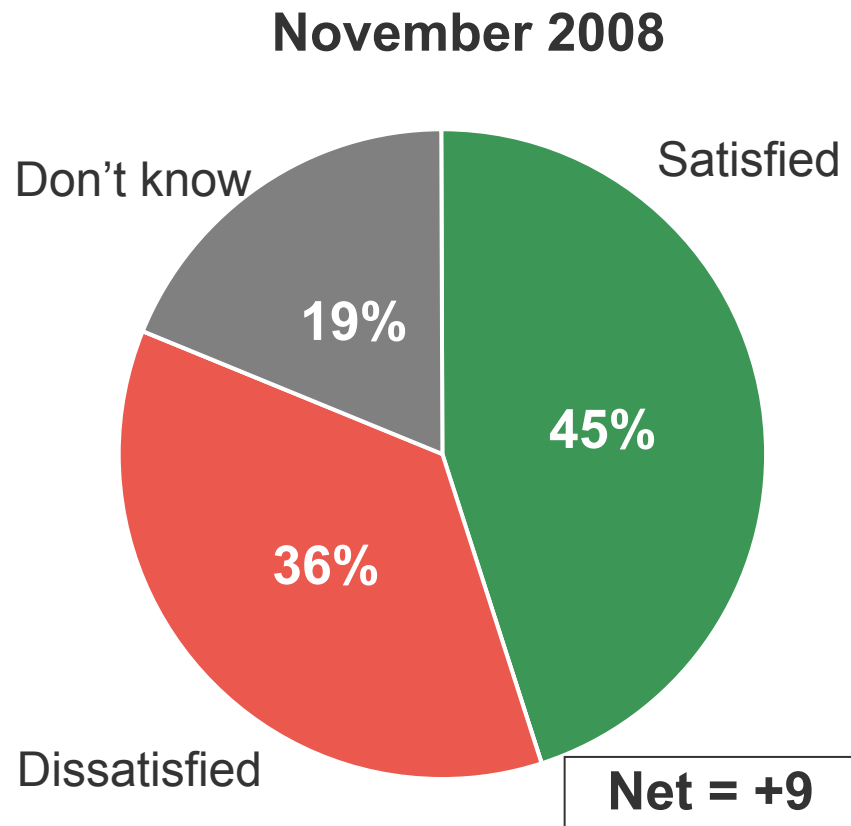
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?*



Base: 1,002 British adults 18+, 14th-16th November 2008

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

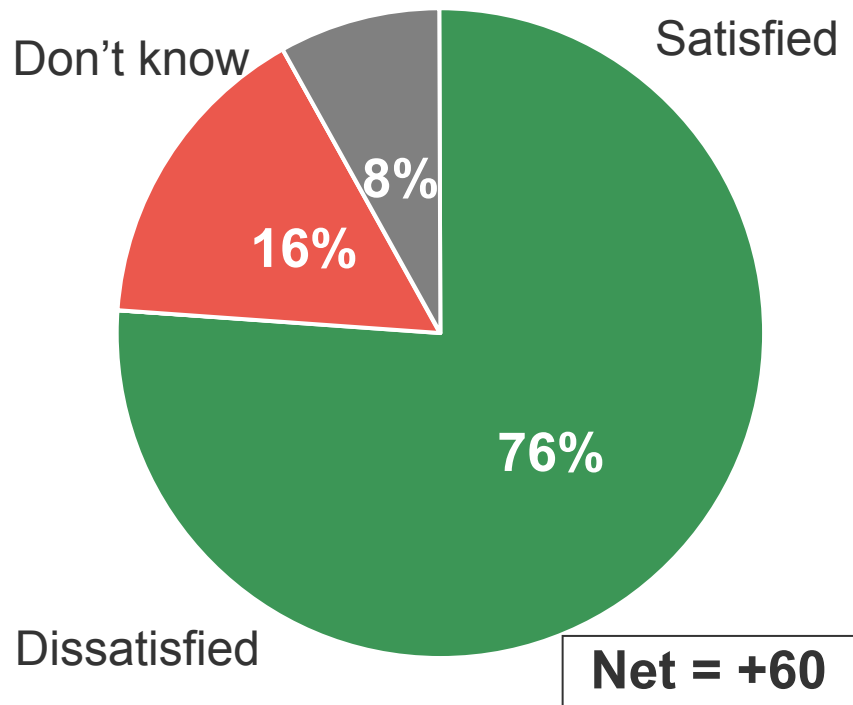
Source: Ipsos MORI Political Monitor



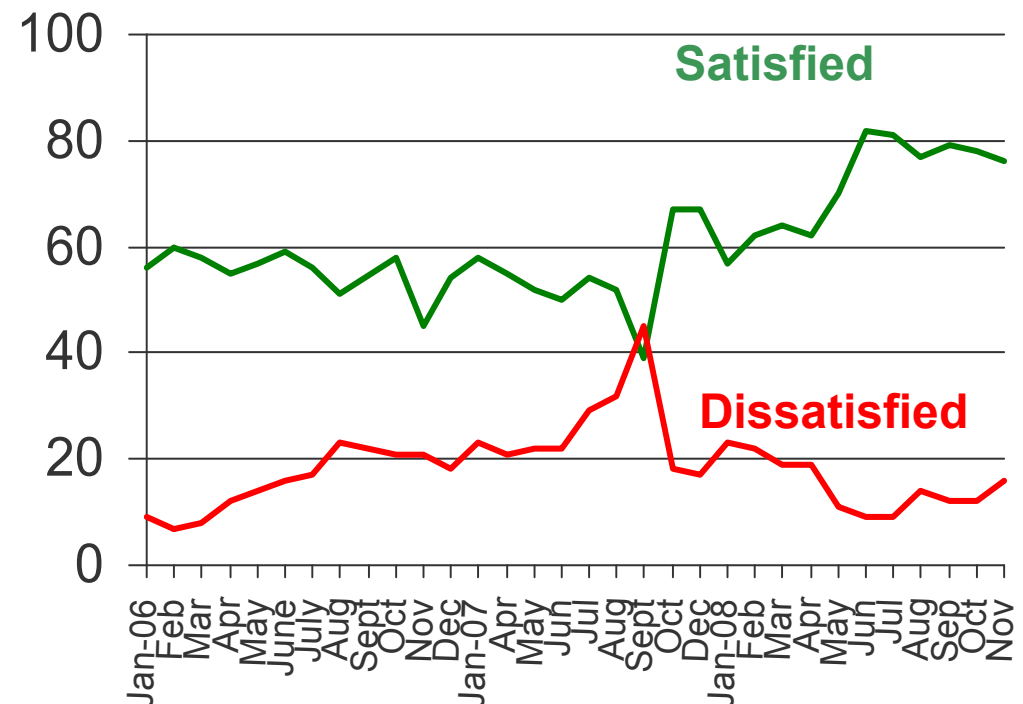
# David Cameron (satisfaction among Tory supporters)

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

**November 2008**



**January 2006 – November 2008**



Base: 301 Conservative supporters 18+, 14th-16th November 2008

**Ipsos MORI**

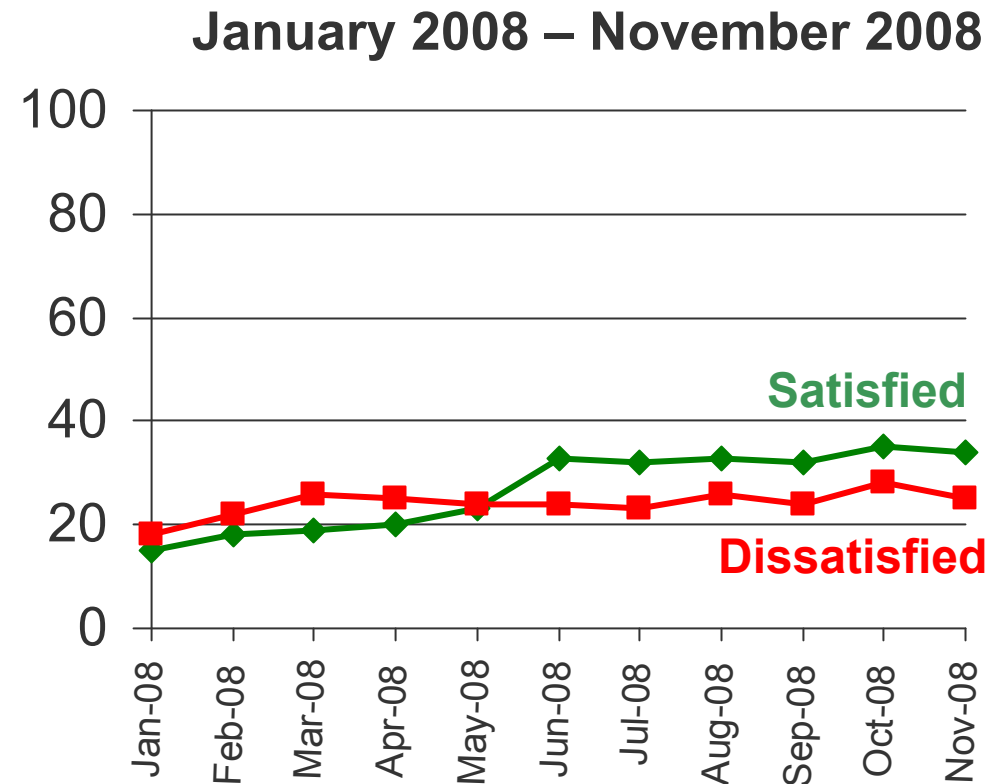
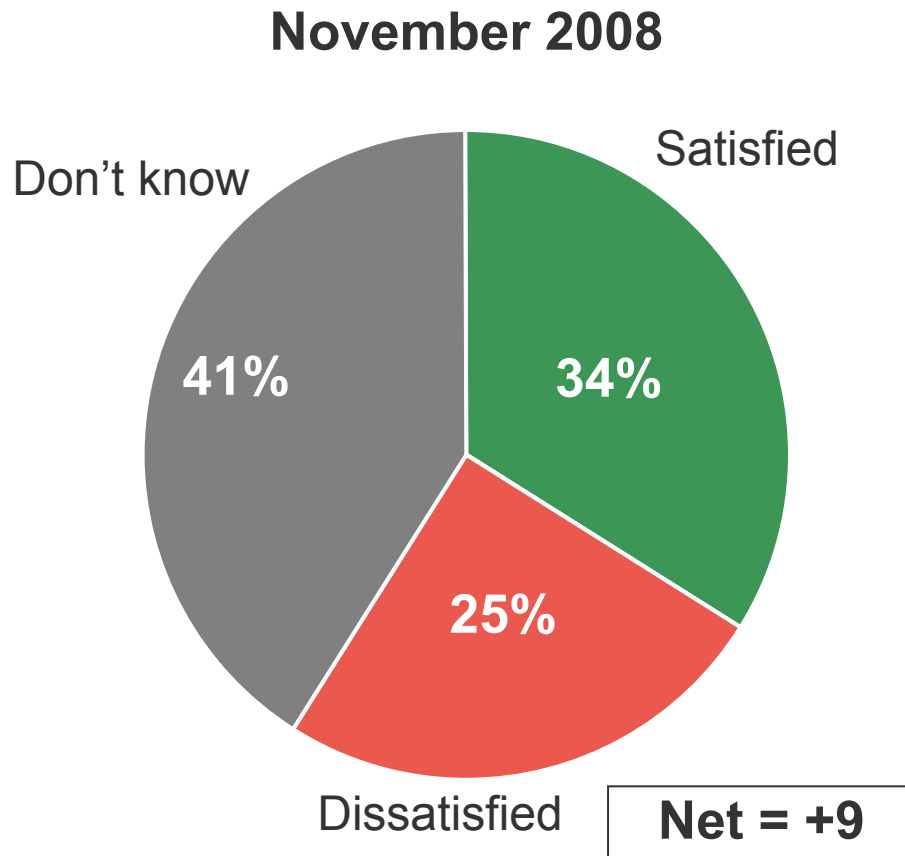
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,002 British adults, 17th-19th November 2008

**Ipsos MORI**

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

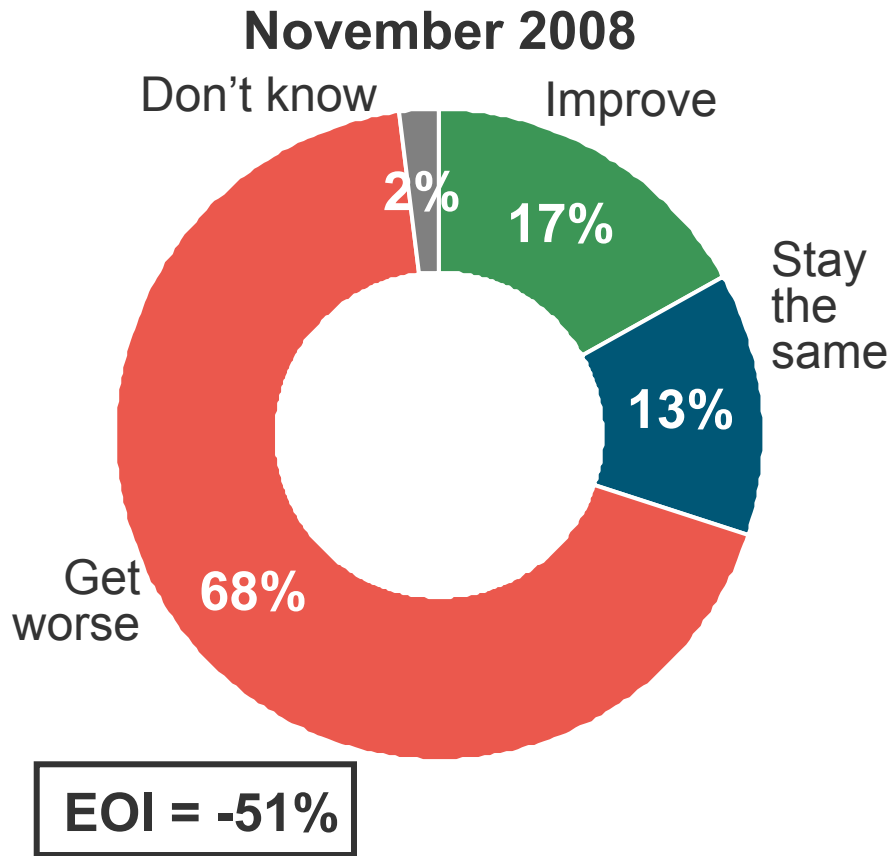
Source: Ipsos MORI Political Monitor



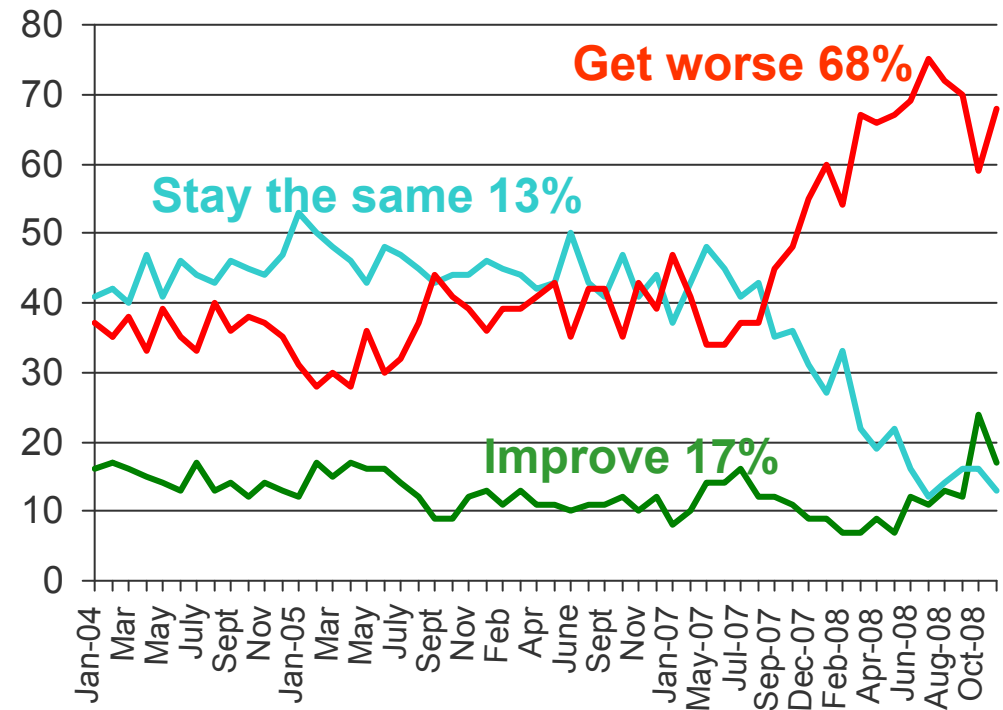
# Economic Optimism

# 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 – November 2008**



Base: 1,002 British adults, 14th-16th October 2008

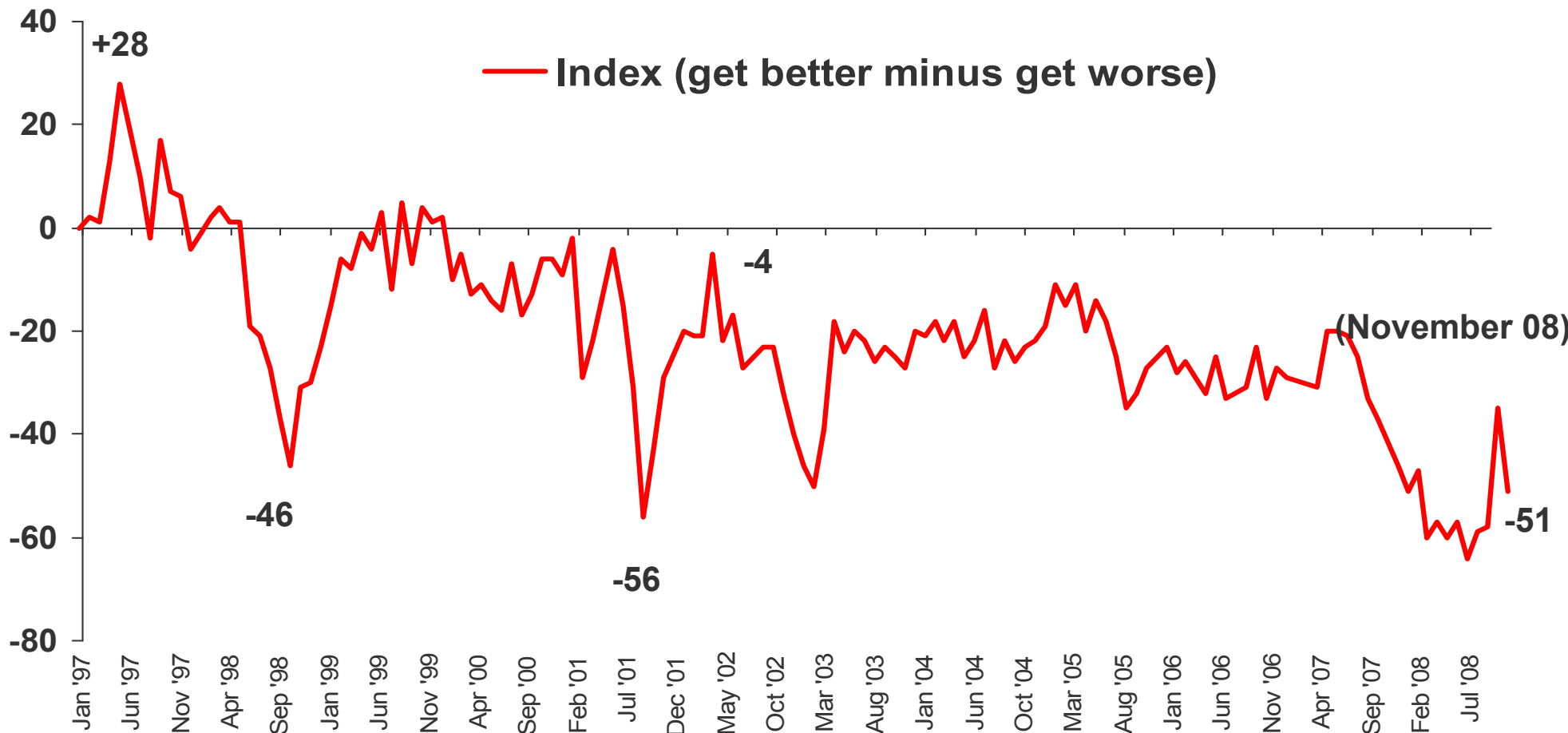
Ipsos MORI

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?*



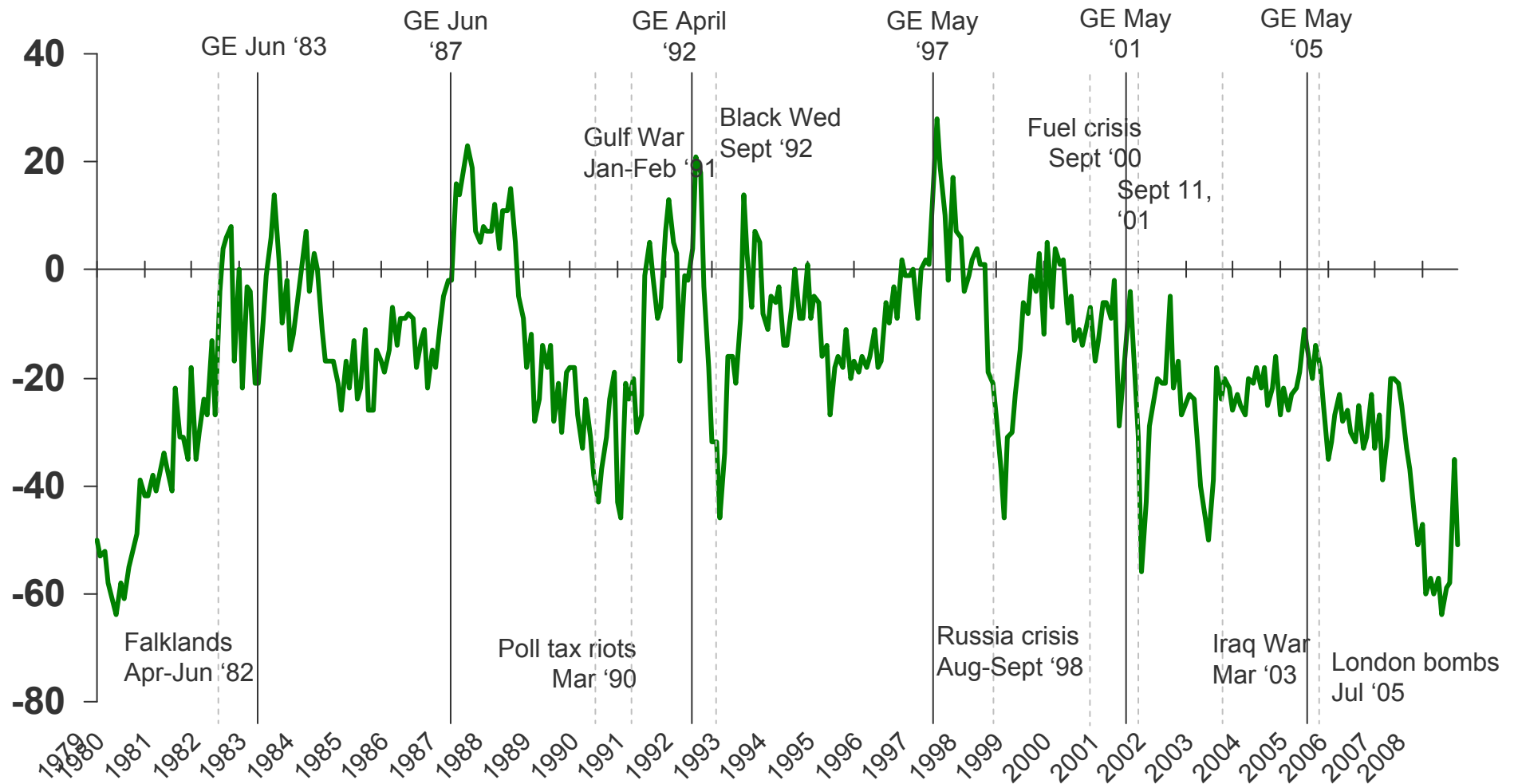
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor



# Economic Optimism since 1979



Base: c. 1,000 British adults each month

Ipsos MORI

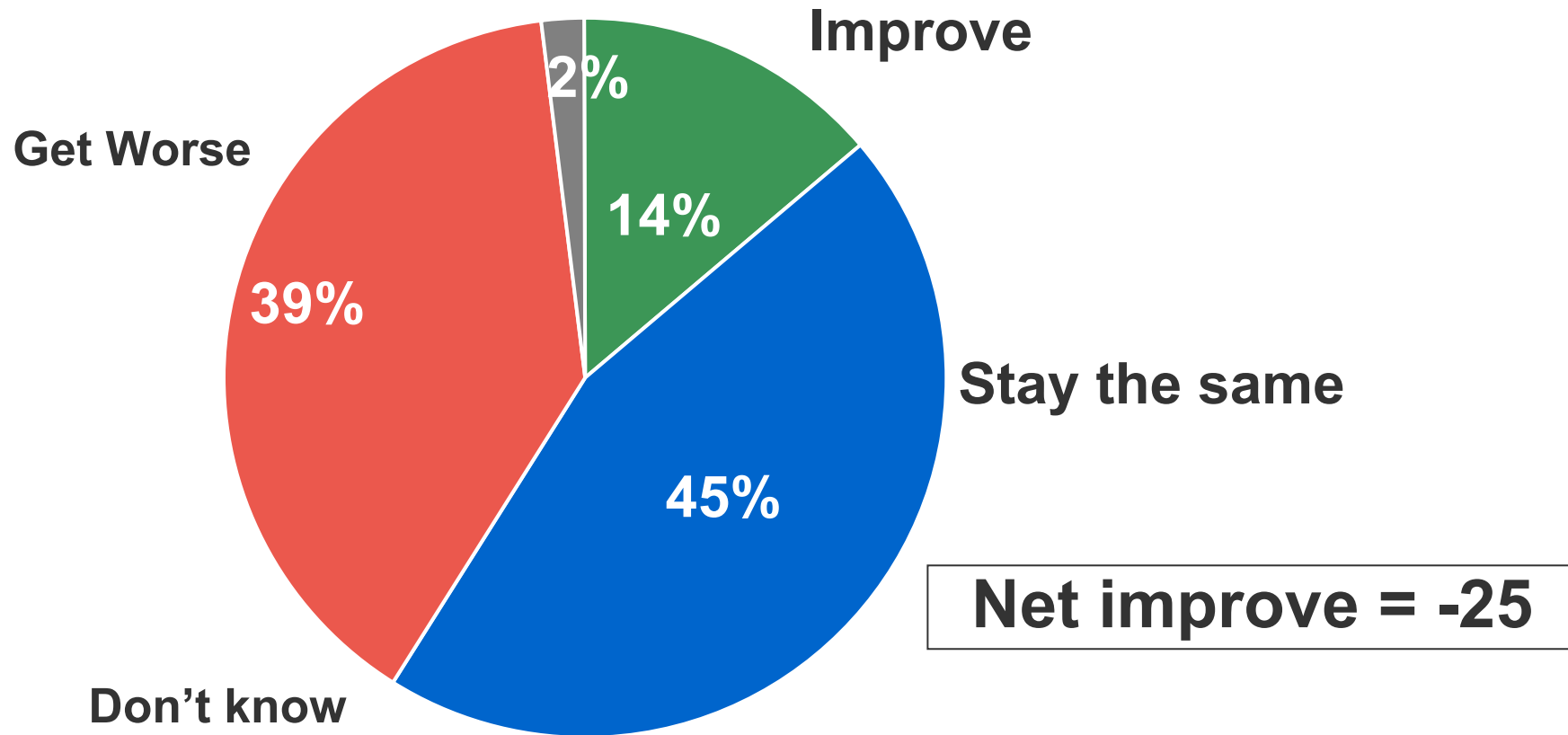
Source: Ipsos MORI Political Monitor





# Personal Financial Circumstances

*Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?*



Base: 1,002 British adults, 17th-19th November 2008

Ipsos MORI

Source: Ipsos MORI Political Monitor



Questions, comments,  
queries:

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

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

020 7347 3000

**Ipsos MORI**