



# Political Monitor Trends

October 2008

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**Ipsos MORI**

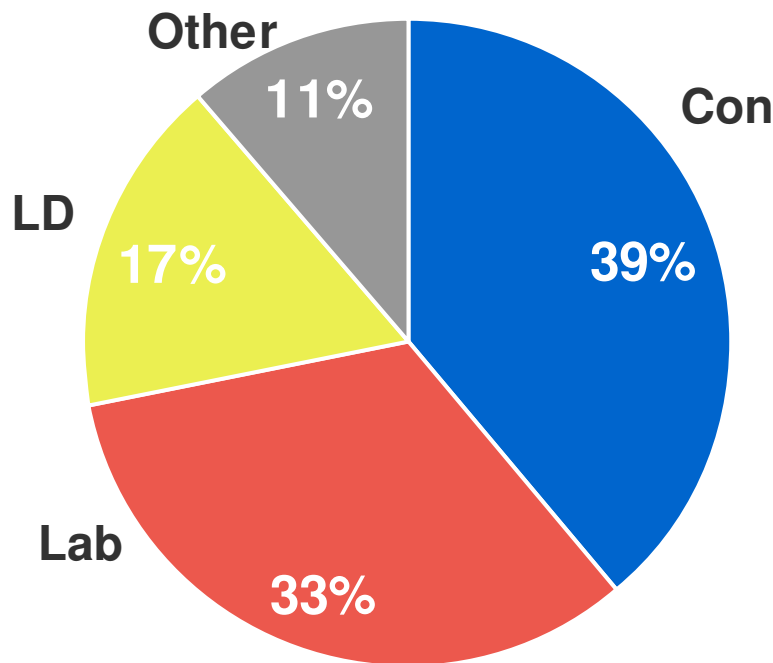


# Voting Intentions

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

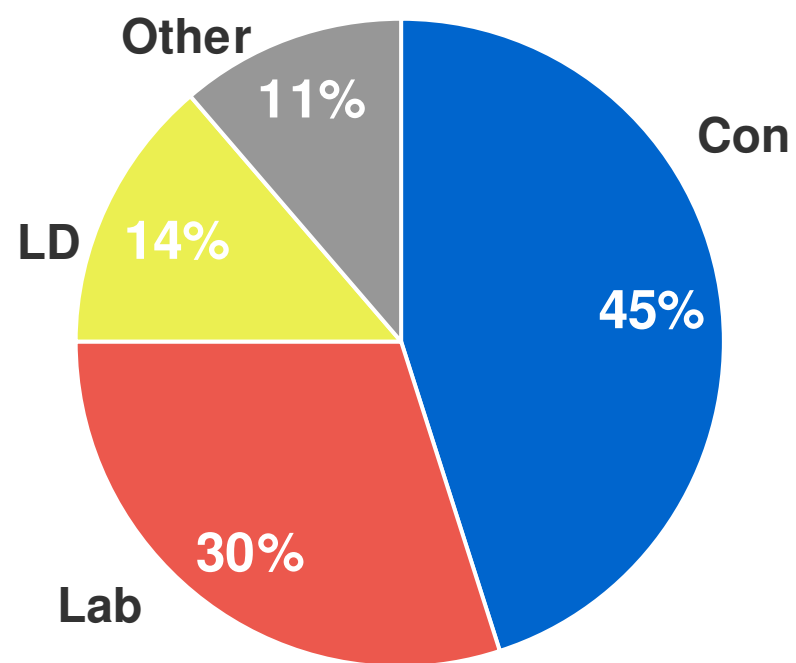
*How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (82%)**



**Conservative lead = +6**

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



**Conservative lead = +15**

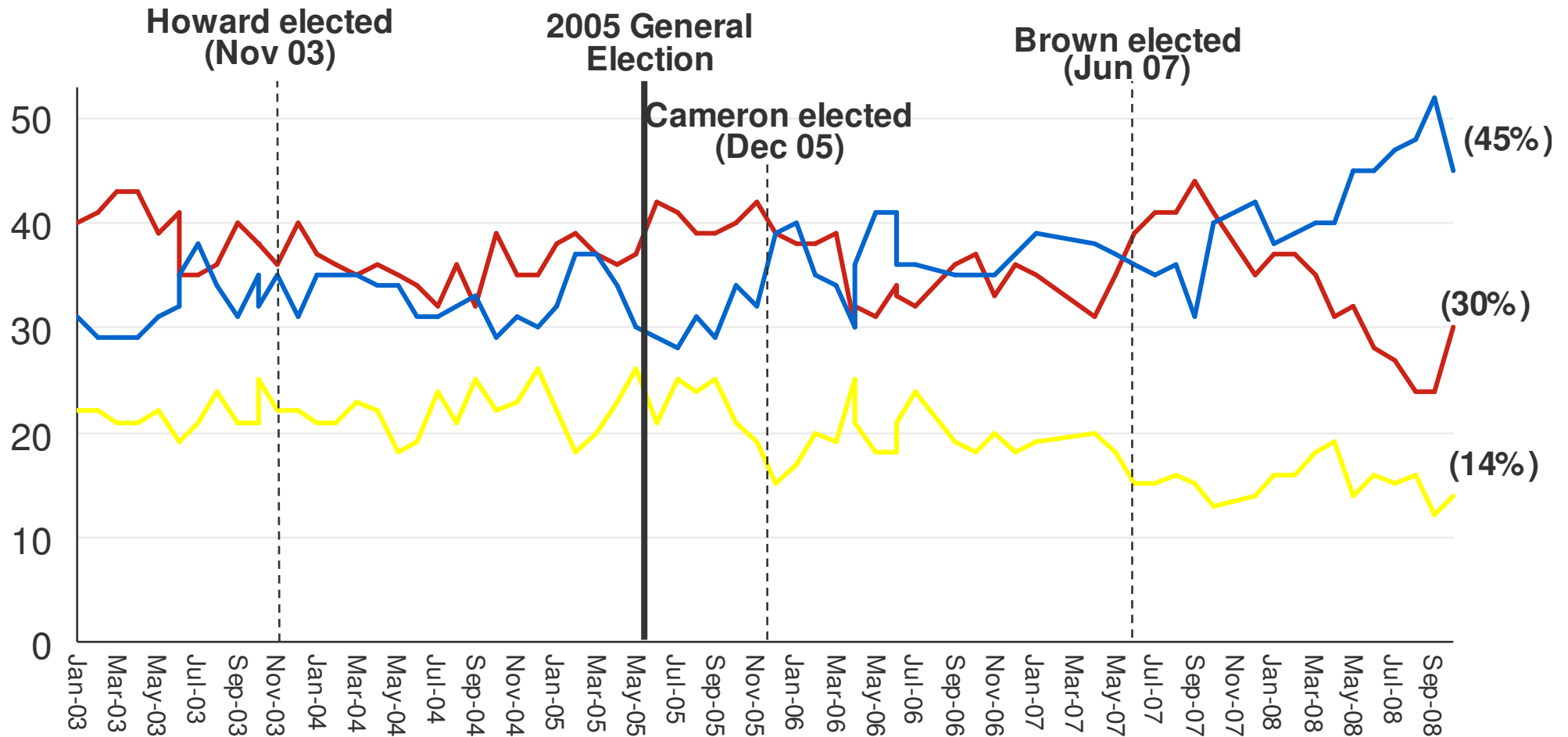
Base: All giving a voting intention = 82% (820); All certain to vote = 54% (555); data Ipsos MORI collected among 1,004 British adults 18+, 17th-19th October 2008

Source: Ipsos MORI Political Monitor



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

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

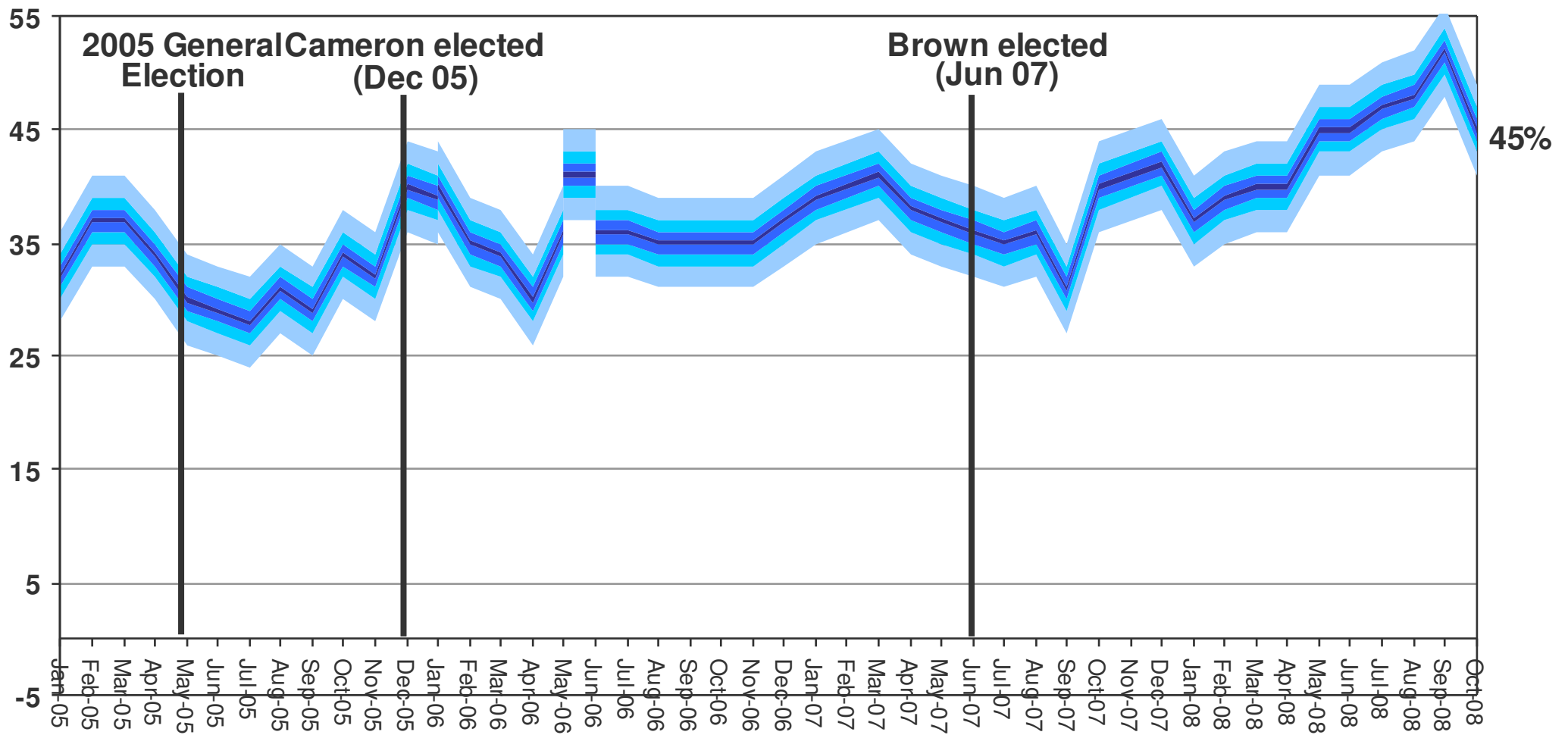


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter  
Ipsos MORI

Source: Ipsos MORI Political Monitor  
Ipsos MORI

# 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*

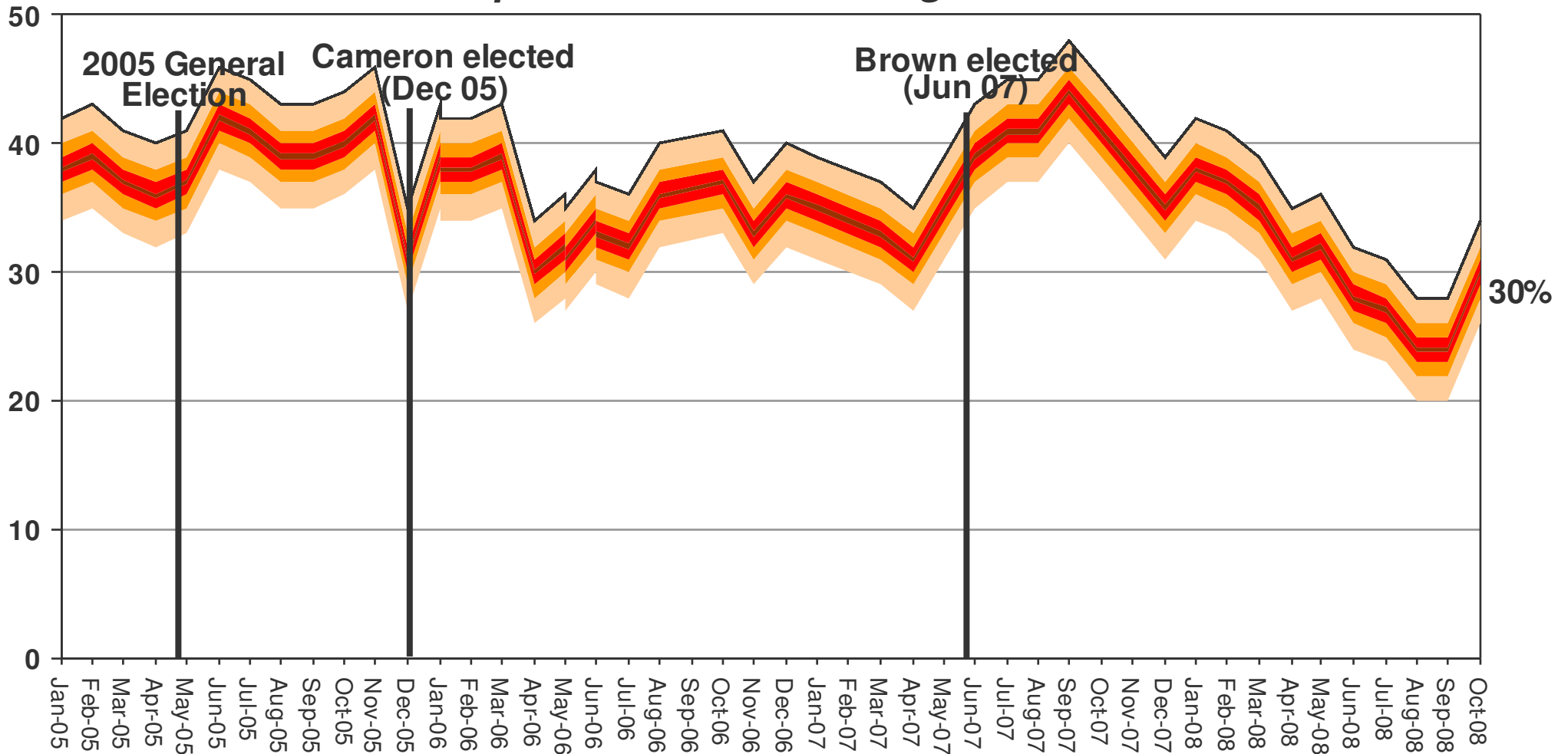


Base: c. 1,000 British adults each month

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*

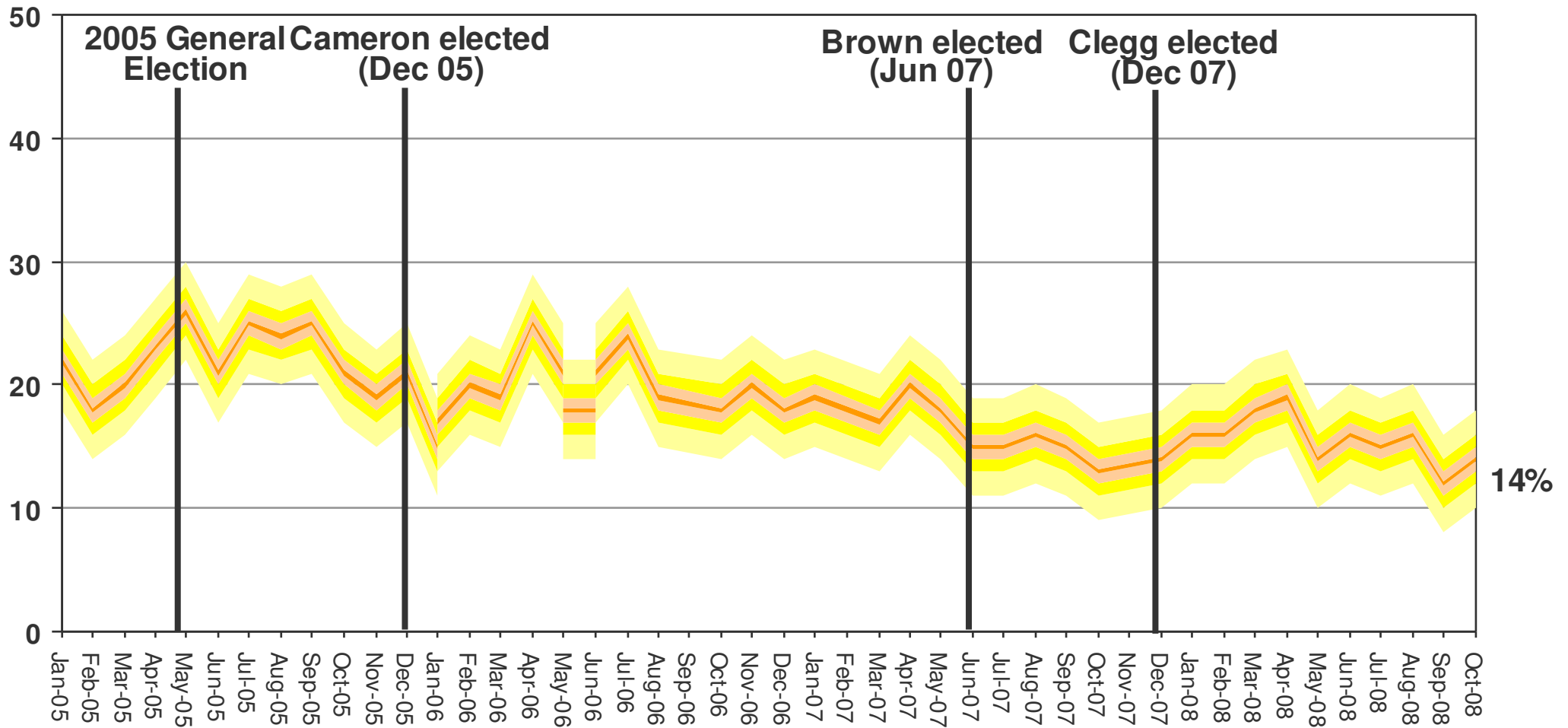


Base: c. 1,000 British adults each month

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*



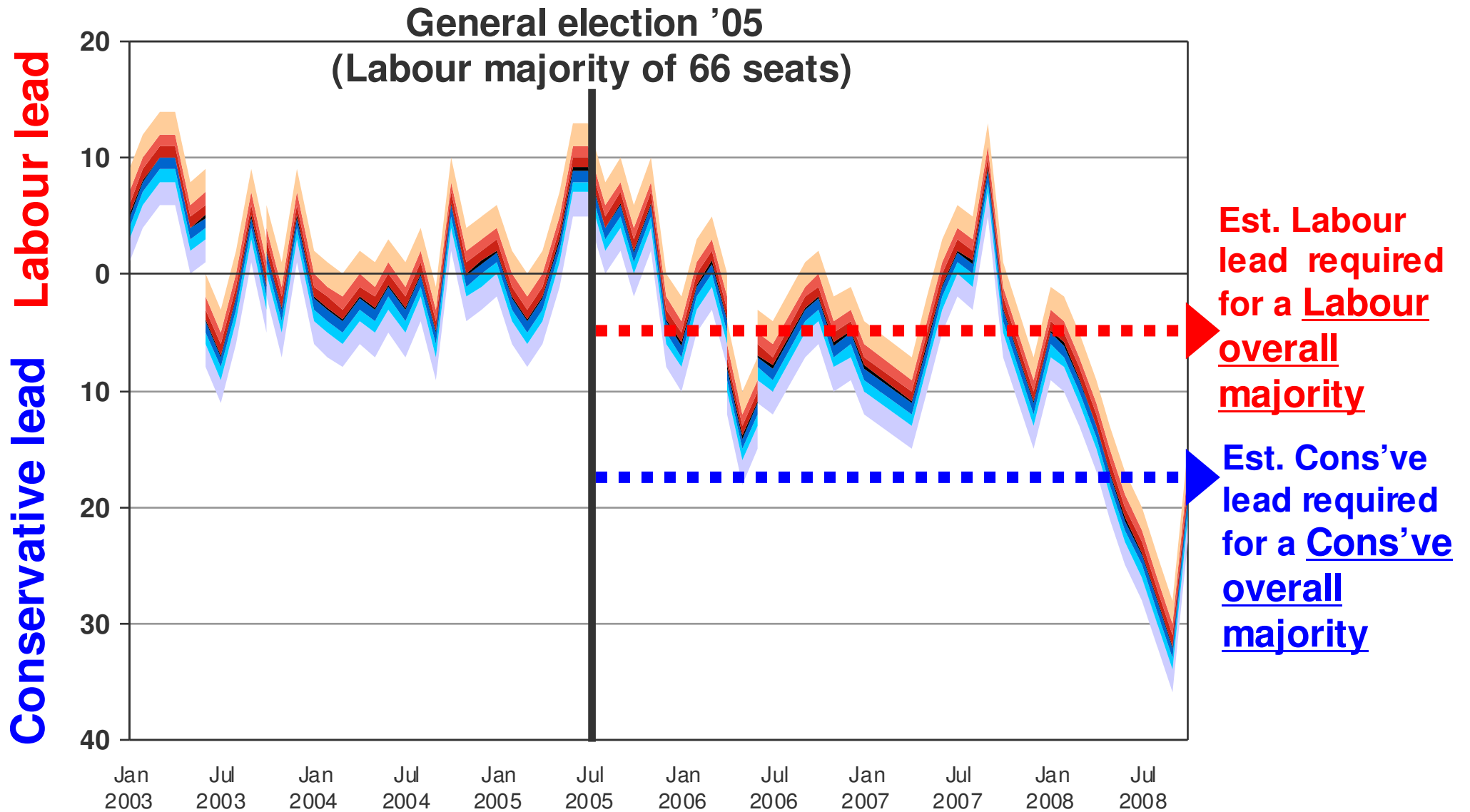
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor



# Leads and error margins



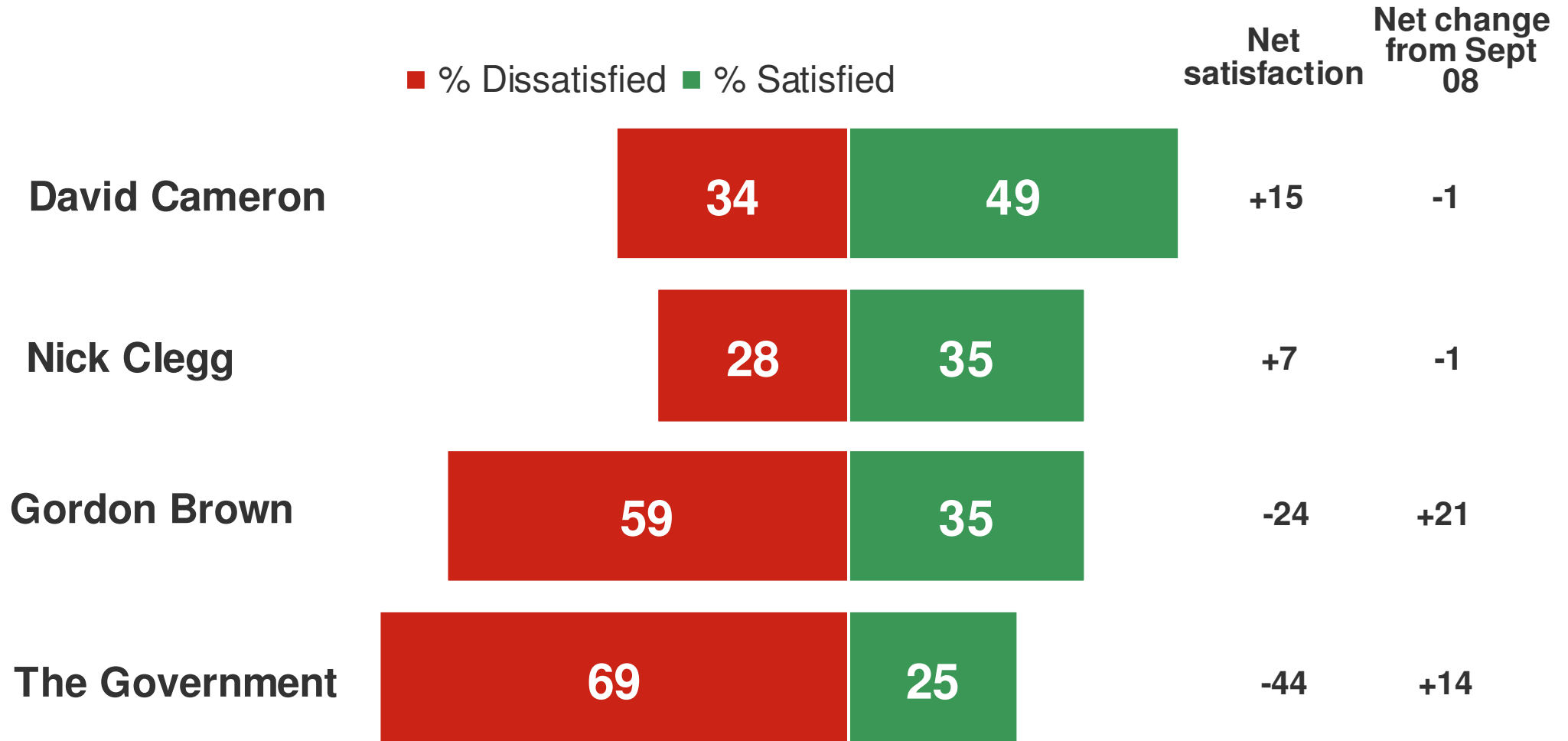
Base: c. 1,000 British adults each month  
Ipsos MORI



# 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: 1,004 British adults 18+, 17th-19th October 2008

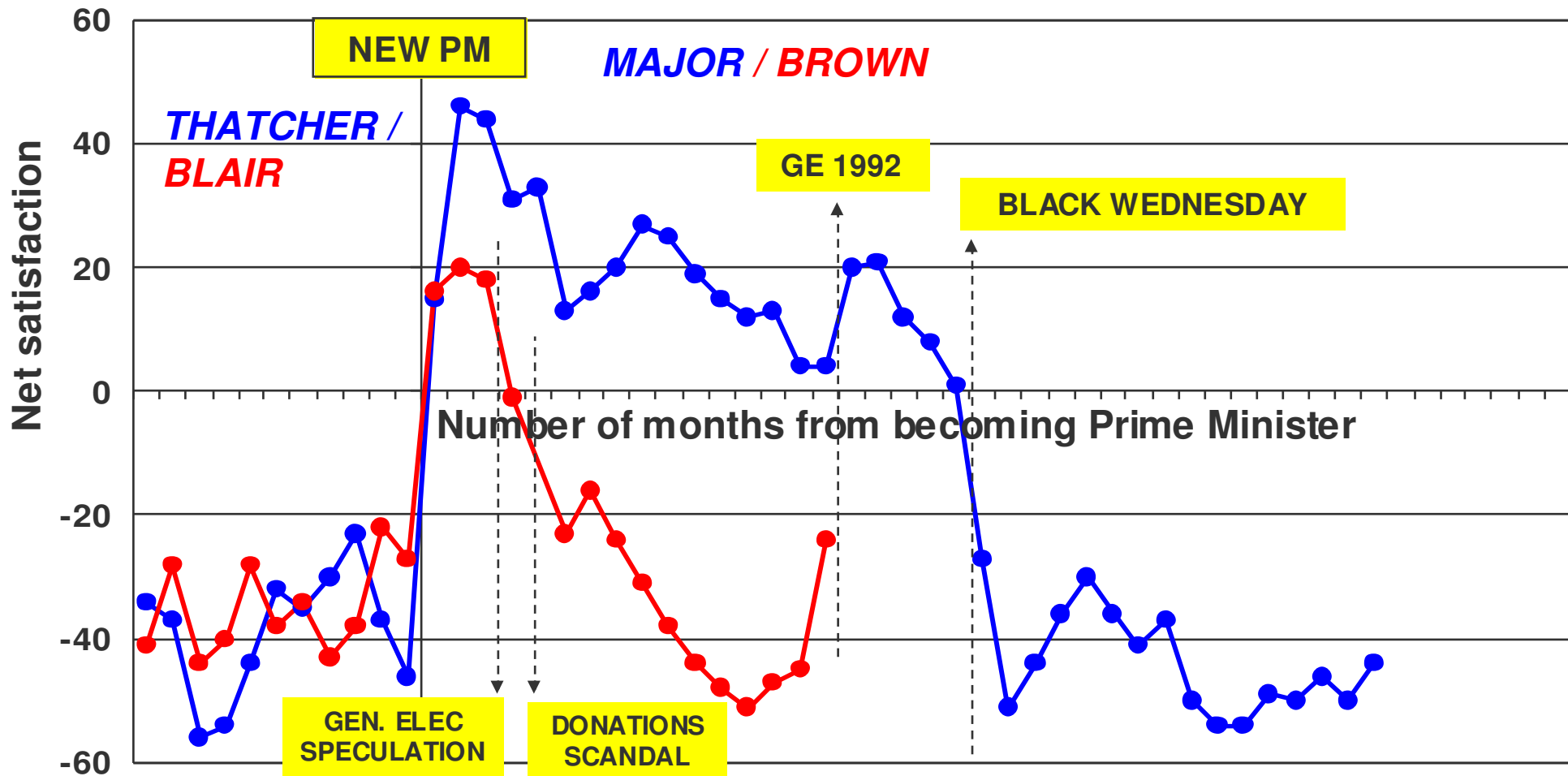
Ipsos MORI

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

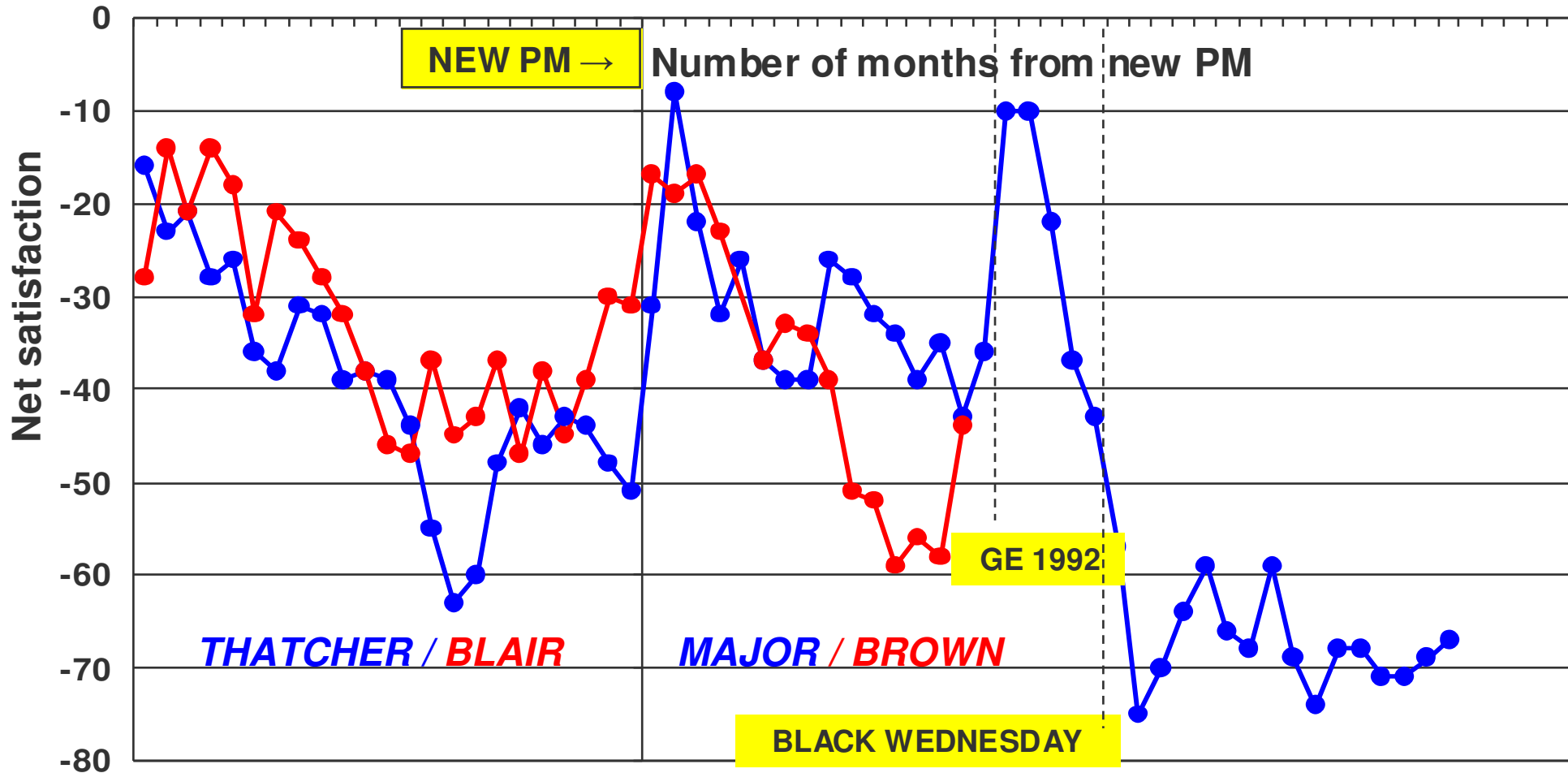
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

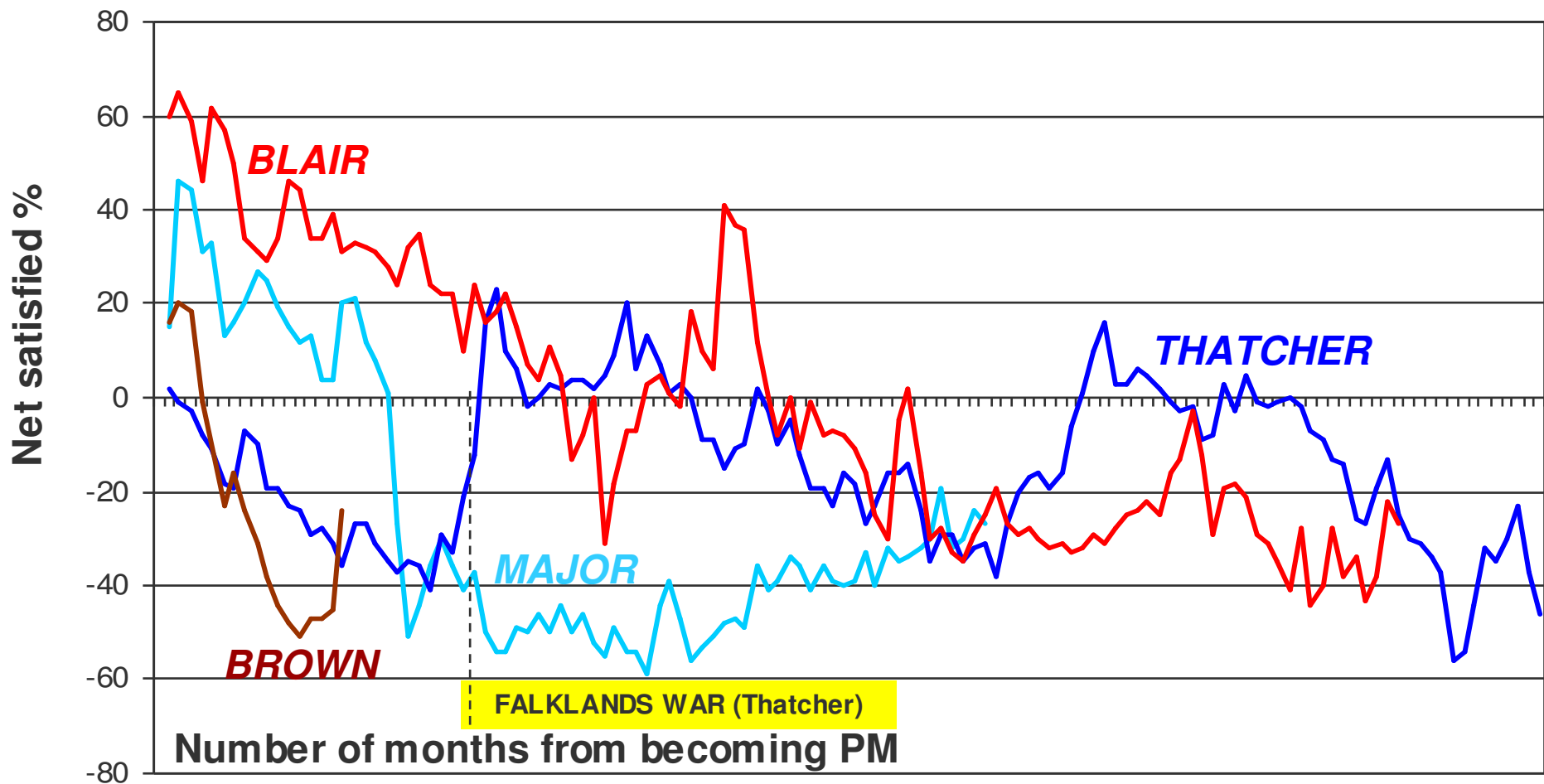
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979–2008)

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



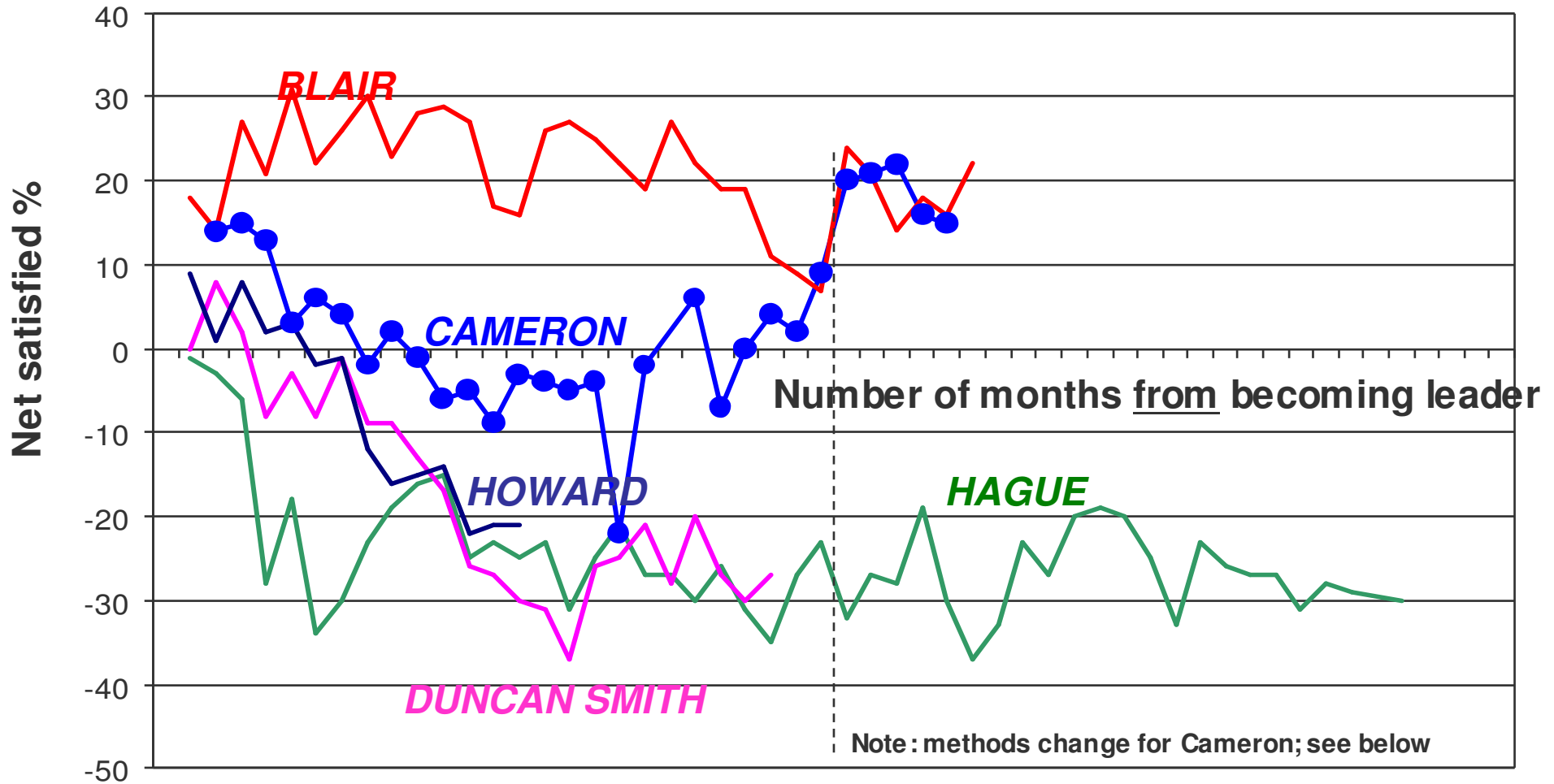
Base: c.1,000 British adults interviewed 3<sup>rd</sup> week of the month  
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

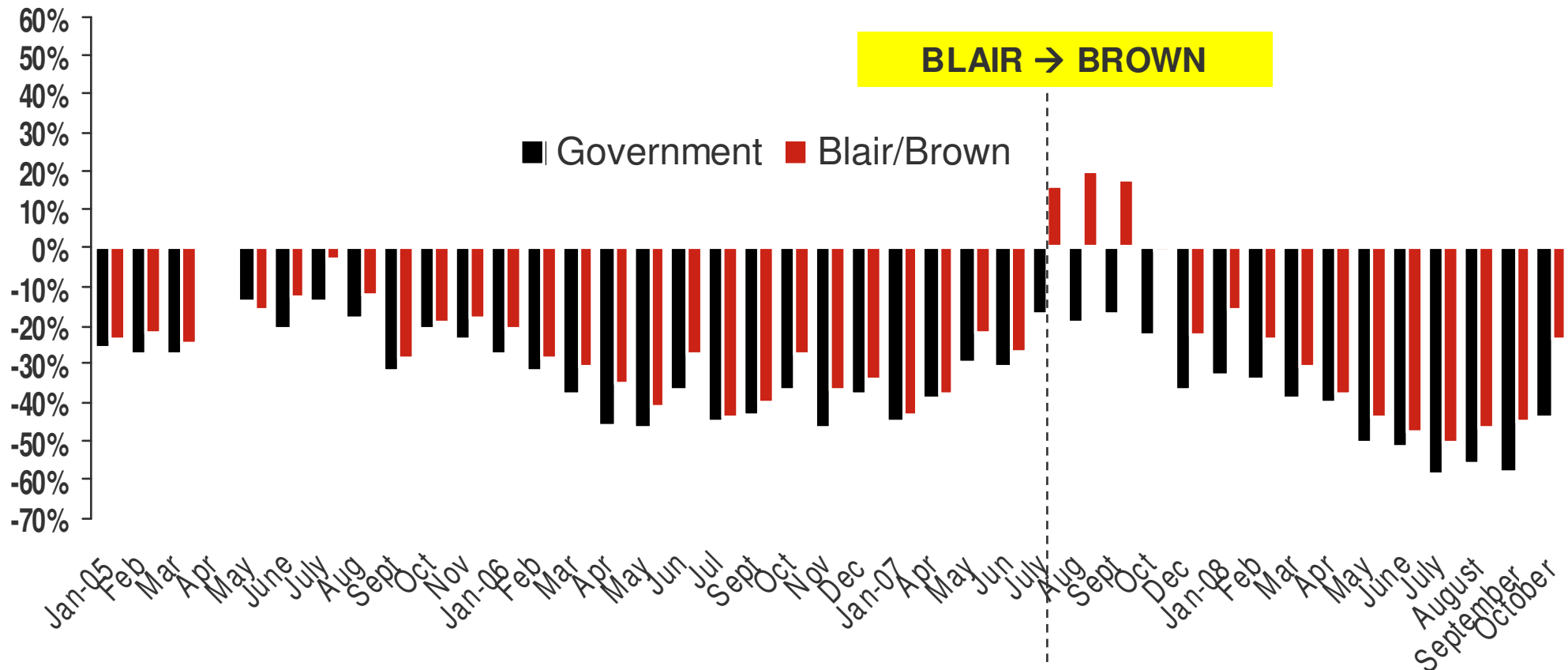
Source: Ipsos MORI Political Monitor



# The Government and Prime Minister

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

Net satisfied (+/-)



Base: c. 1,000 British adults each month

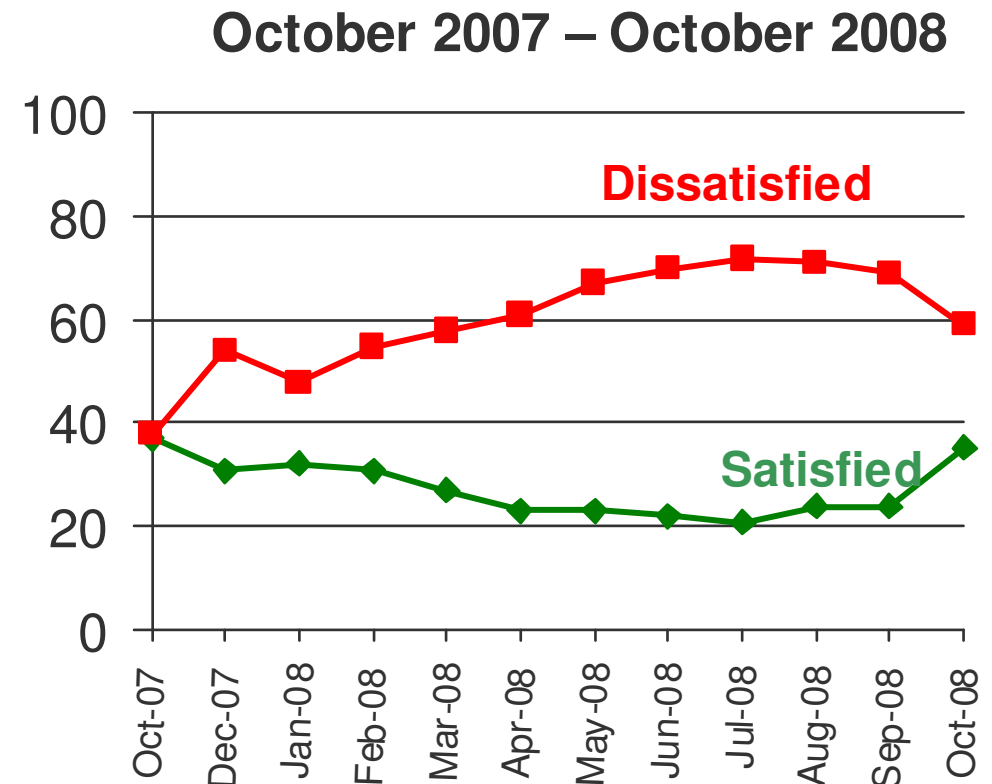
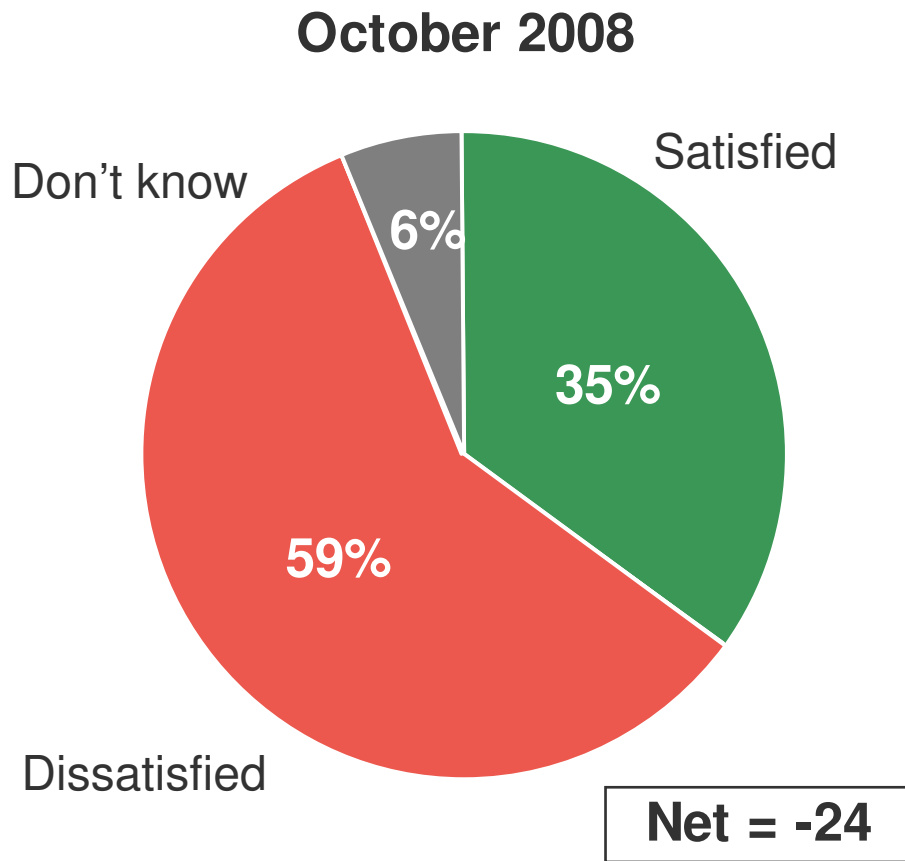
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,004 British adults 18+, 17th-19th October 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

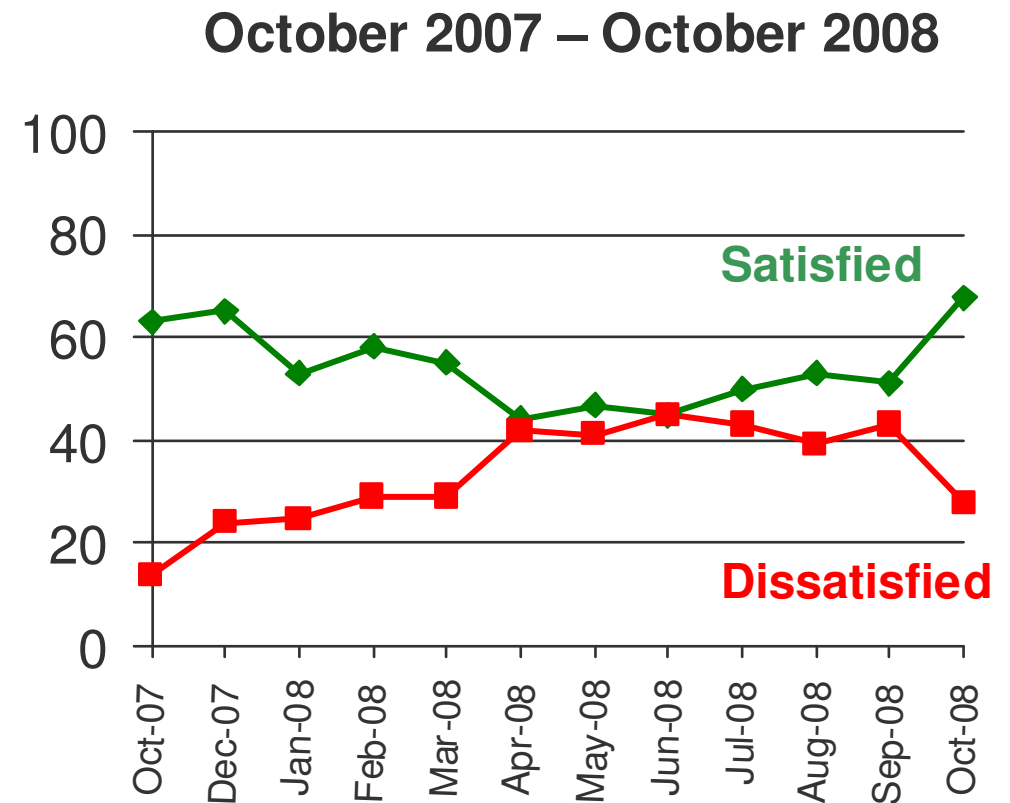
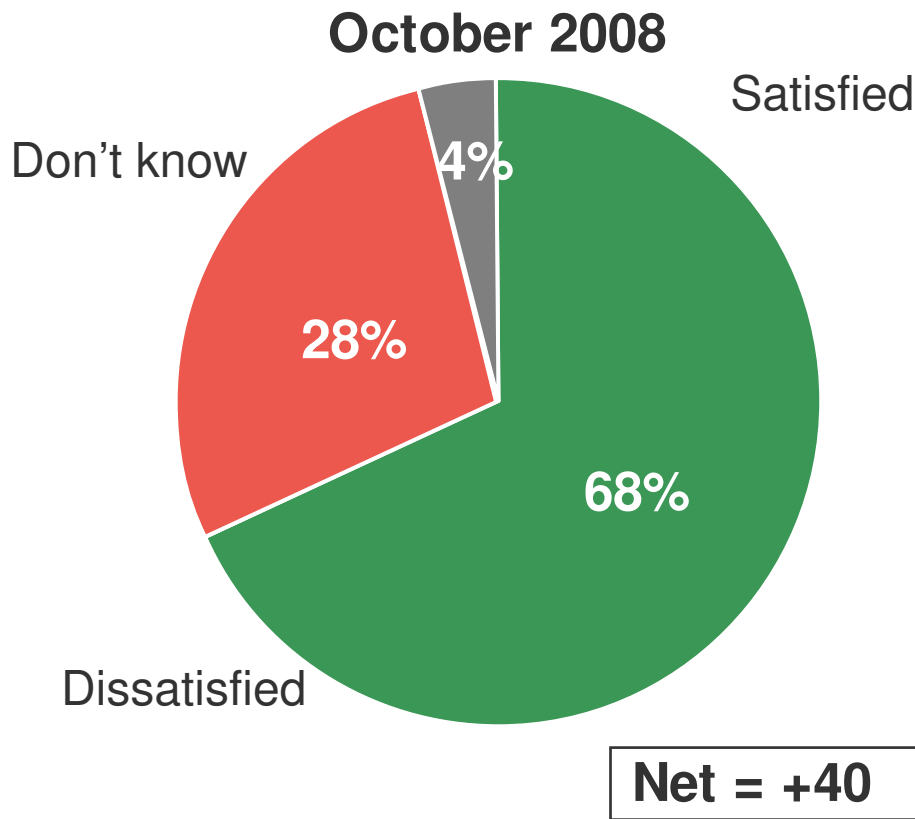
Source: Ipsos MORI Political Monitor





# Gordon Brown (satisfaction among Labour supporters)

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



Base: 265 Labour supporters 18+, 17th-19th October 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

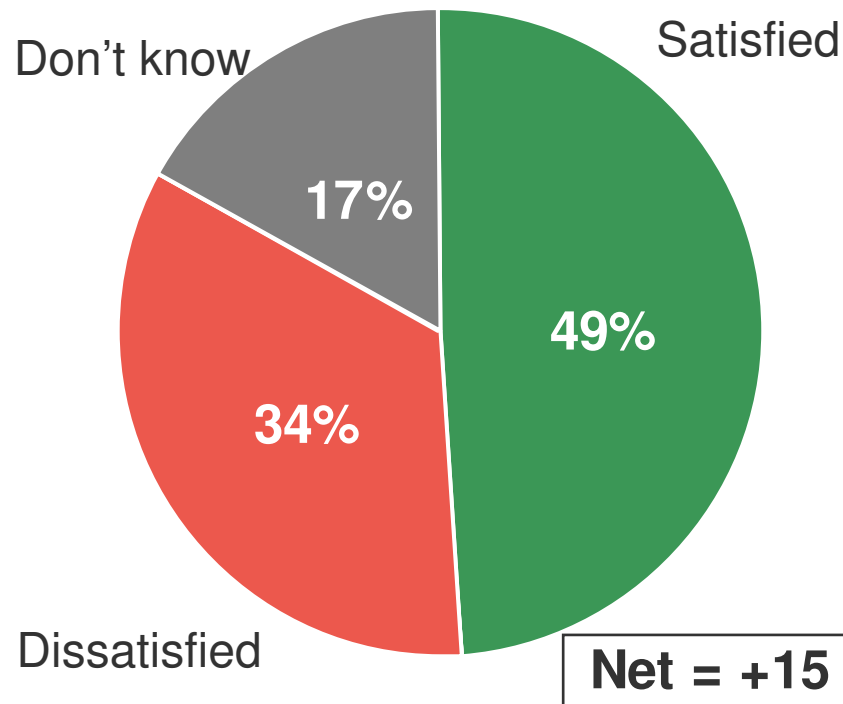
Source: Ipsos MORI Political Monitor



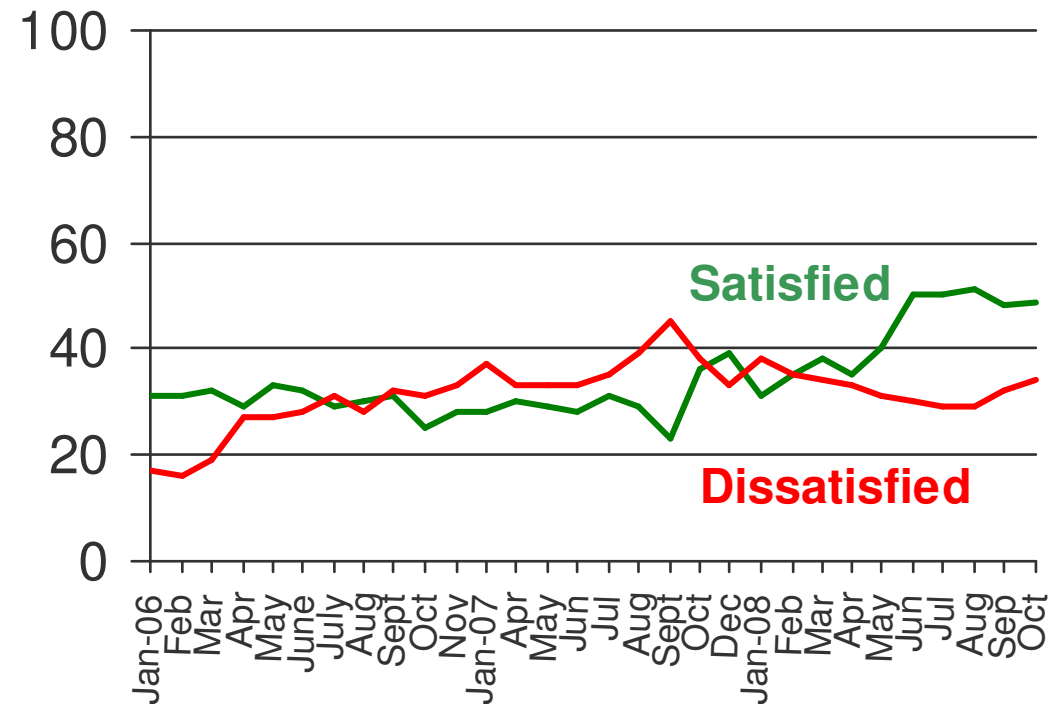
# David Cameron (satisfaction)

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

October 2008



January 2006 – October 2008



Base: 1,004 British adults 18+, 17th-19th October 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

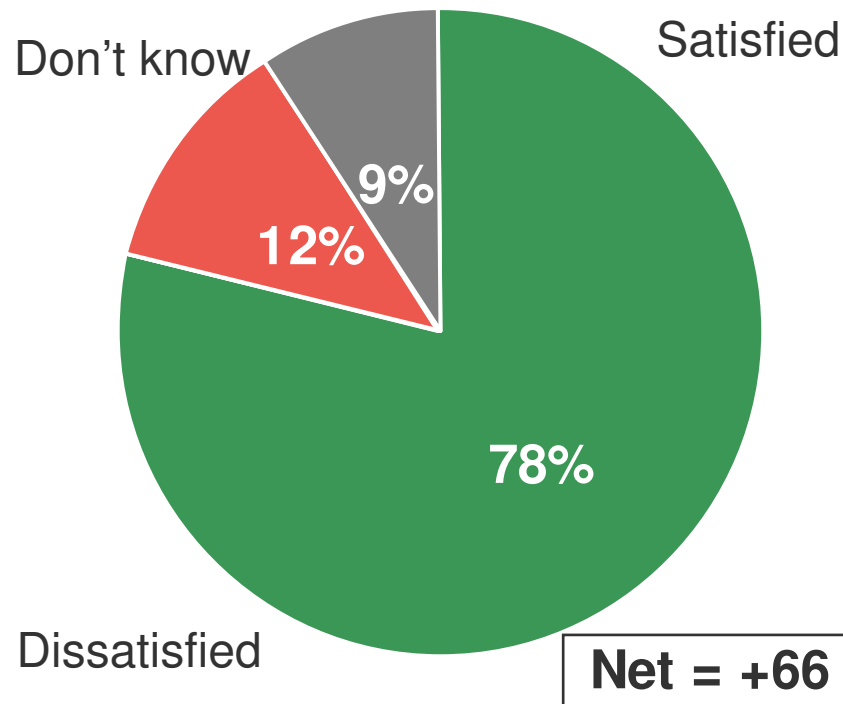
Source: Ipsos MORI Political Monitor



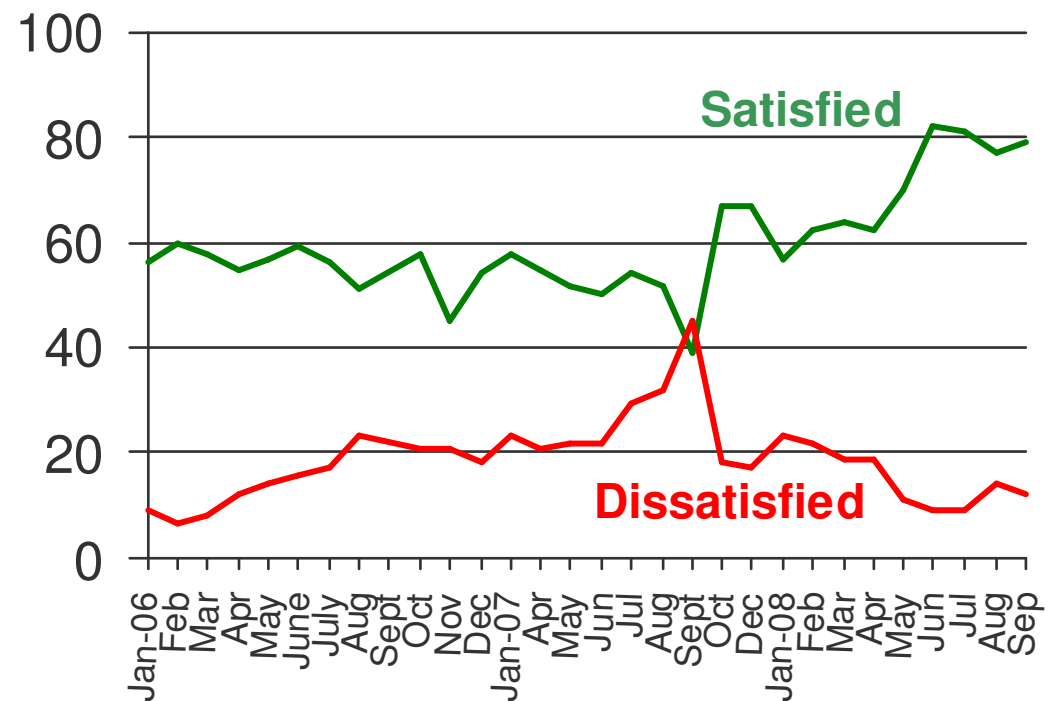
# David Cameron (satisfaction among Tory supporters)

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

October 2008



January 2006 – October 2008



Base: 336 Conservative Supporters 18+, 17th-19th October 2008

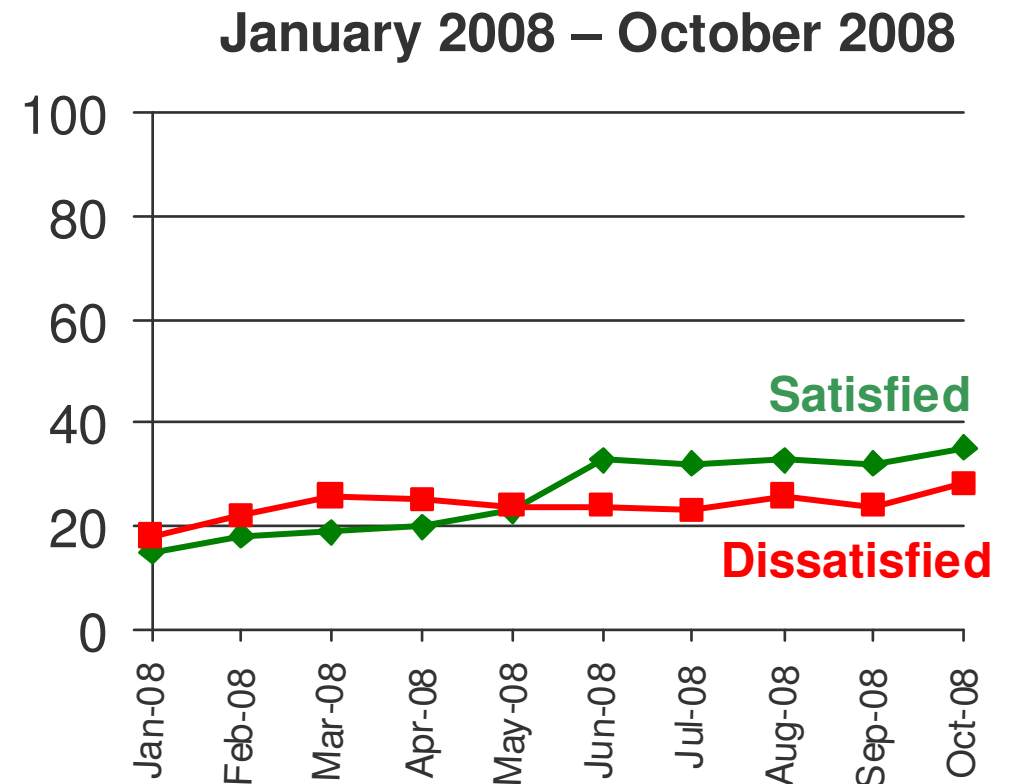
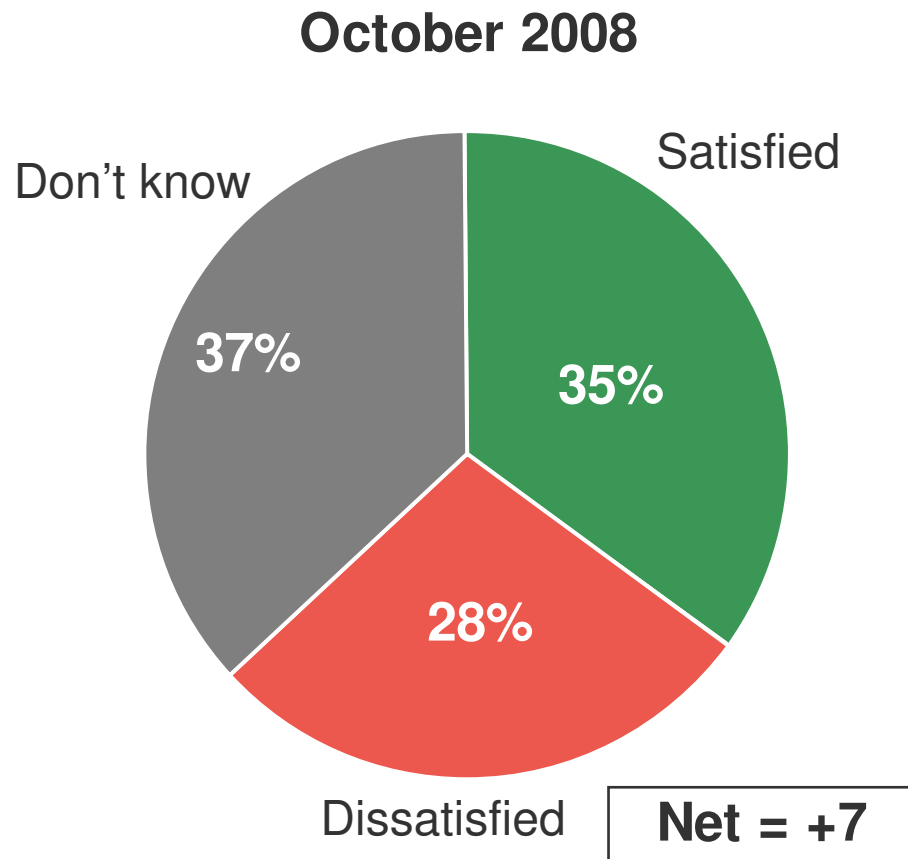
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,004 British adults, 17th-19th October 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

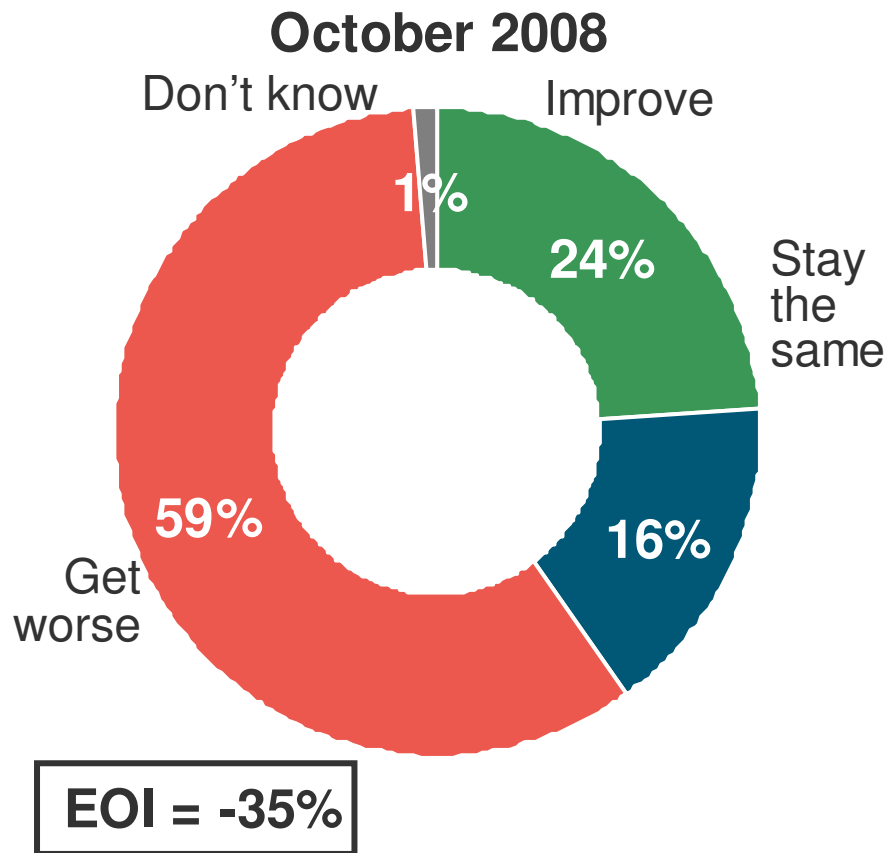
Source: Ipsos MORI Political Monitor



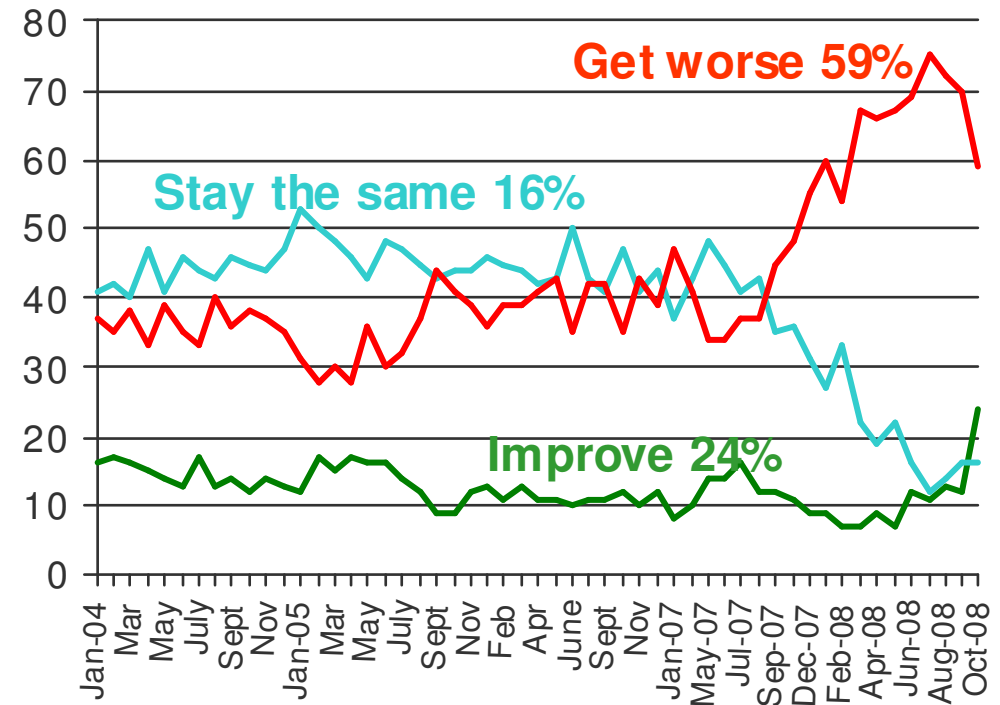
# Economic Optimism

# 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 – October 2008**



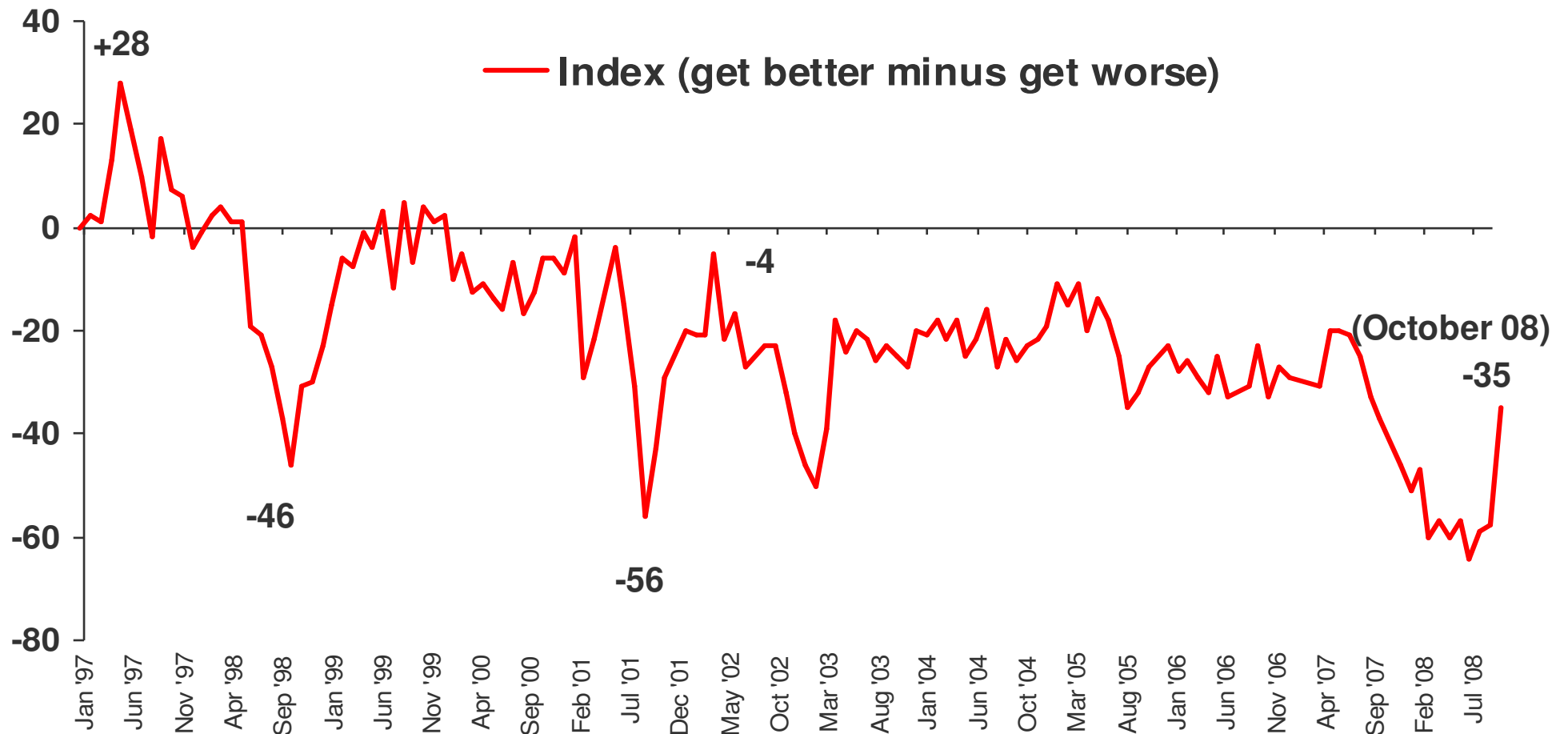
Base: 1,004 British adults, 17th-19th October 2008  
Ipsos MORI

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?*

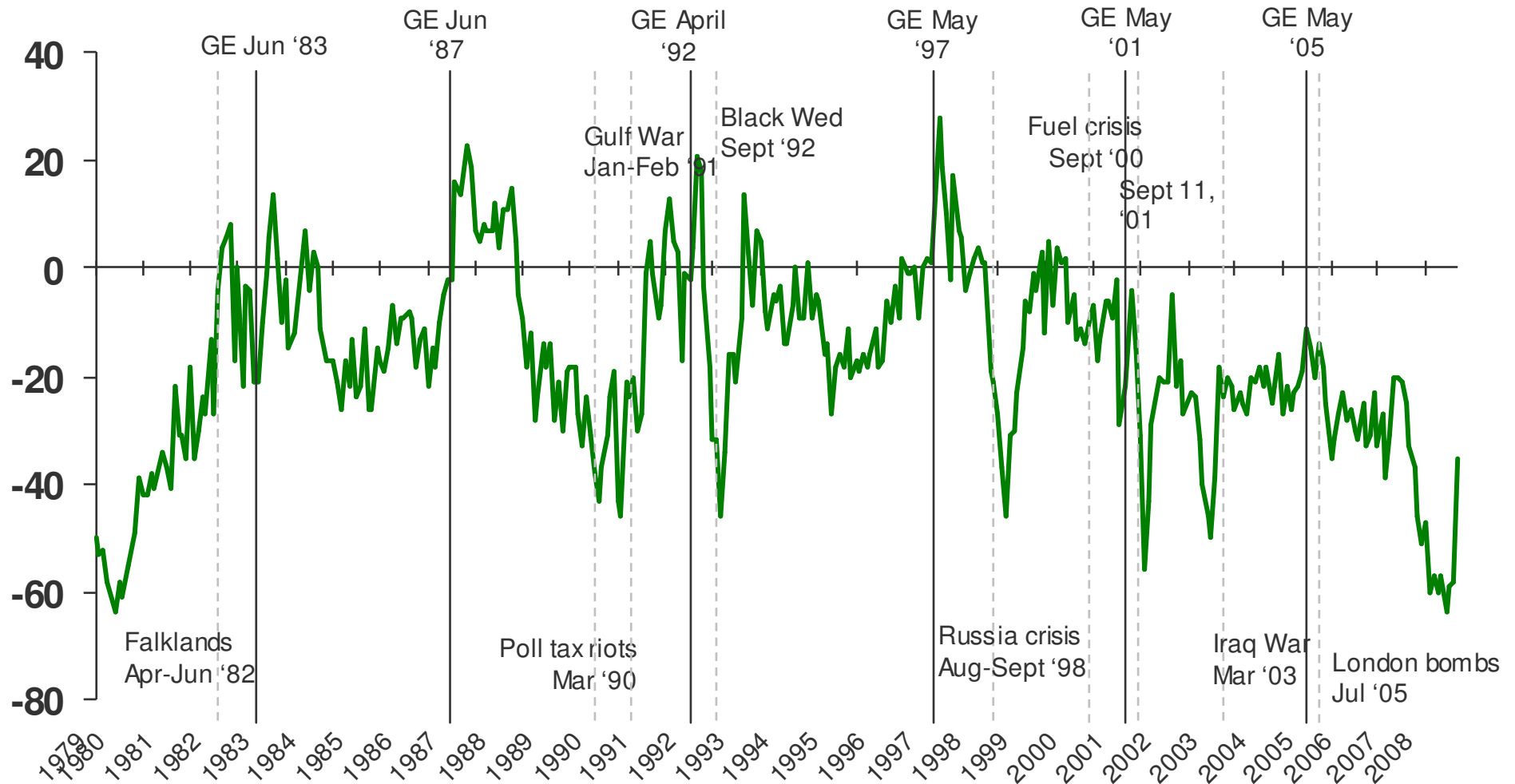


Base: c. 1,000 British adults each month  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Economic Optimism since 1979



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

Source: Ipsos MORI Political Monitor

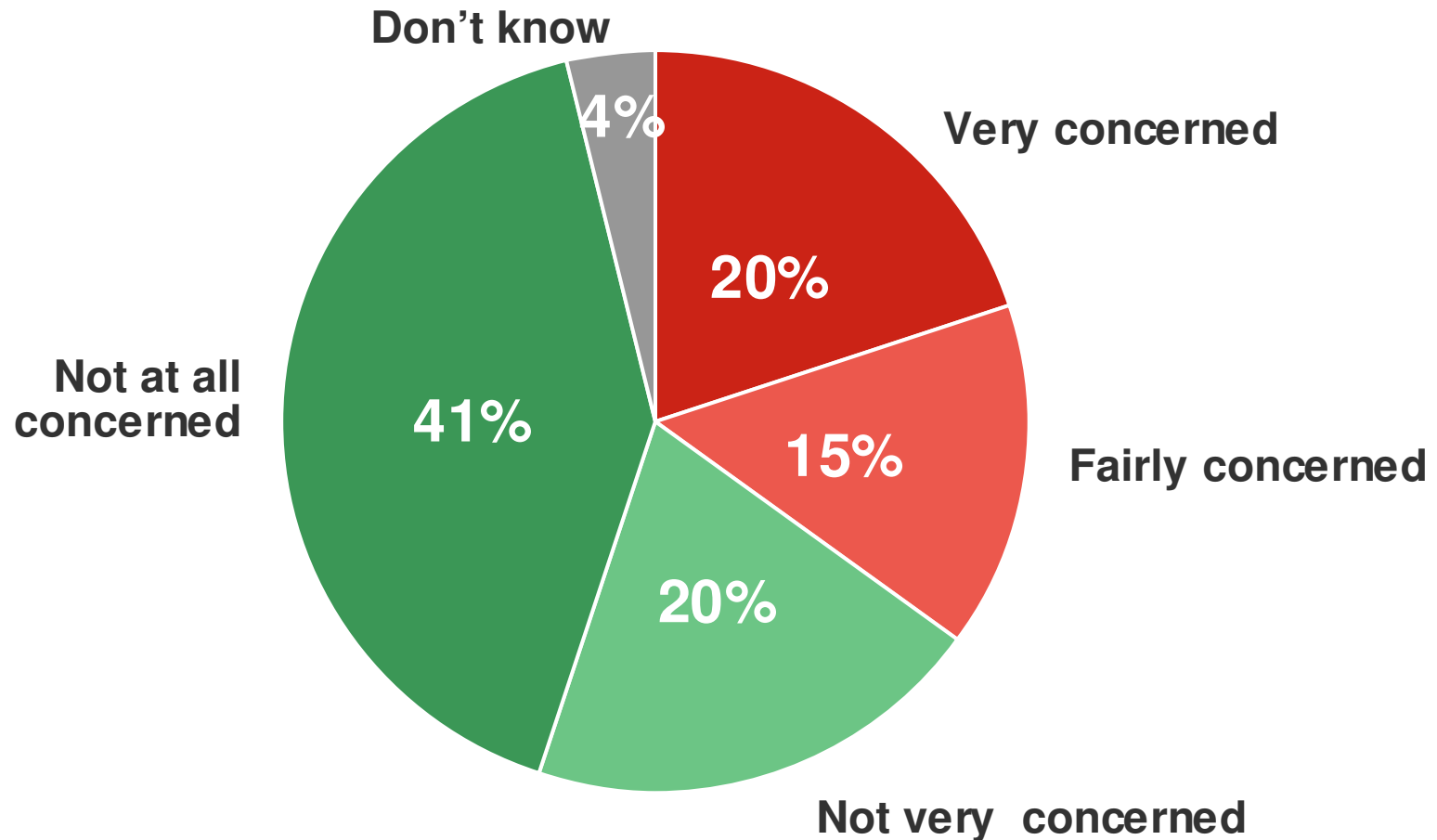




# **October 2008 additional questions**

# Fear of redundancy

*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?*



Base: 1,004 British adults, 17th-19th October 2008

Ipsos MORI

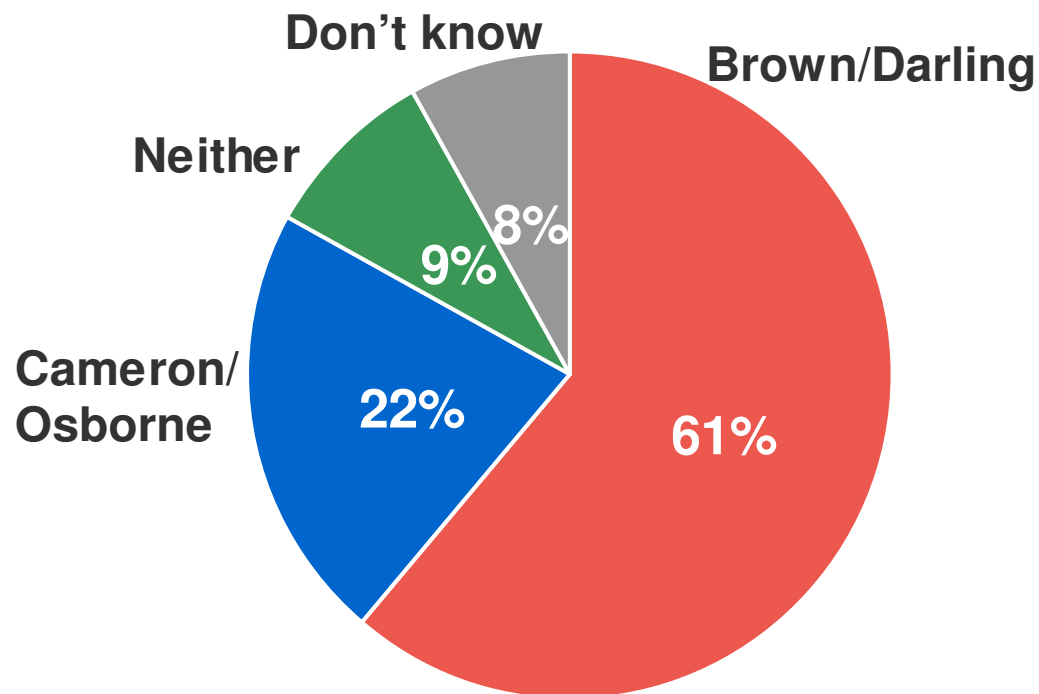
Source: Ipsos MORI Political Monitor



# Fewer than half trust Brown/Darling in the economic crisis

*Who do you most trust in the current economic crisis. Gordon Brown and his Chancellor Alastair Darling, or David Cameron and his Shadow Chancellor George Osborne?*

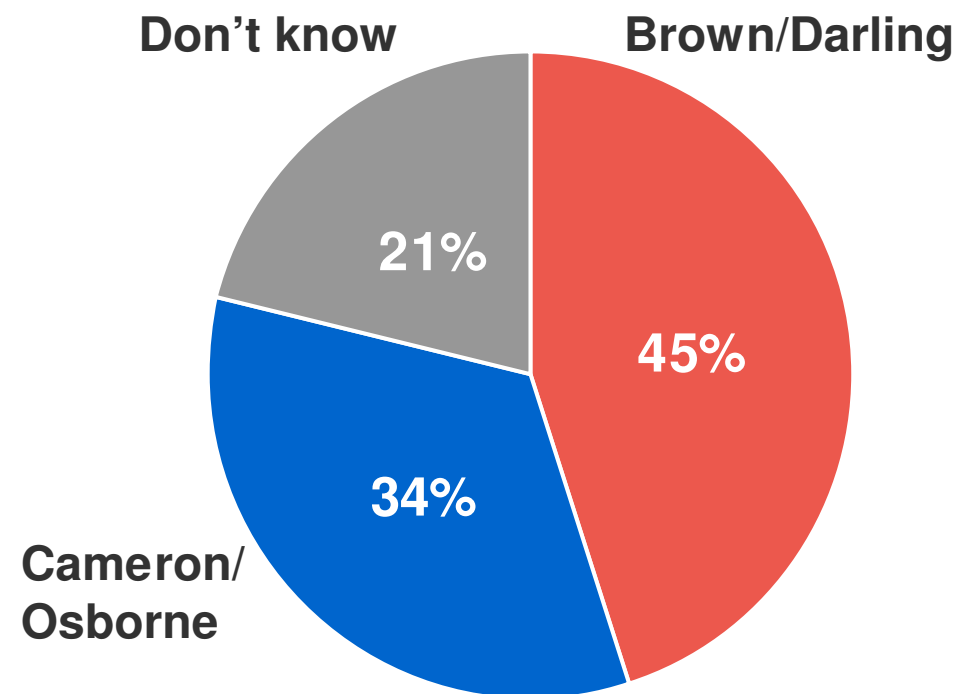
September 2007



Base: 1,000 British adults, 27th-28th September 2008

Ipsos MORI

October 2008



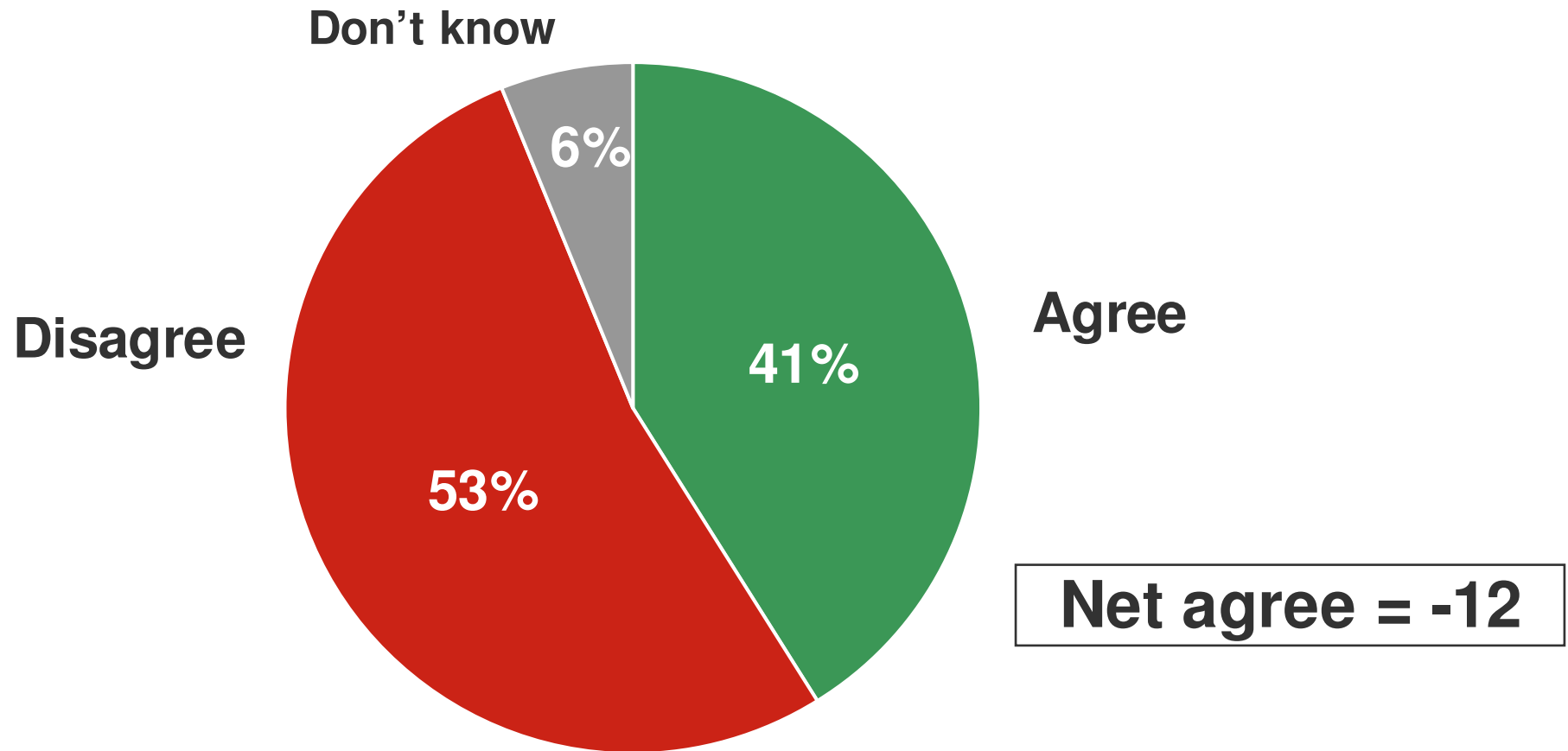
Base: 1,004 British adults, 17th-19th October 2008

Source: Ipsos MORI Political Monitor



# Four in ten think Brown's actions have shown him to be a true world leader

*"Gordon Brown's response to the current economic crisis shows that he is a true world leader"*



Base: 1,004 British adults, 17th-19th October 2008

Ipsos MORI

Source: Ipsos MORI Political Monitor



**Questions, comments,  
queries:**

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