



Political Monitor Trends

September 2008

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Ipsos MORI

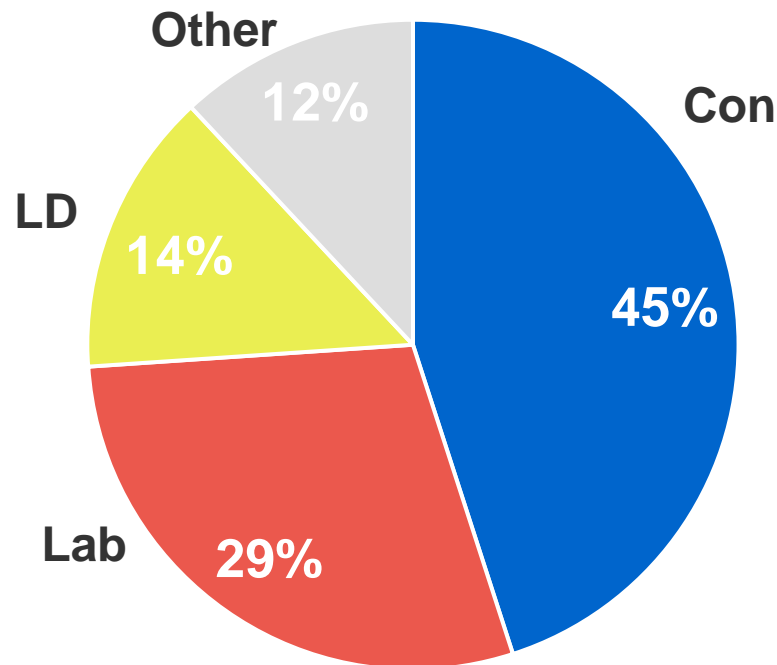


Voting Intentions

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

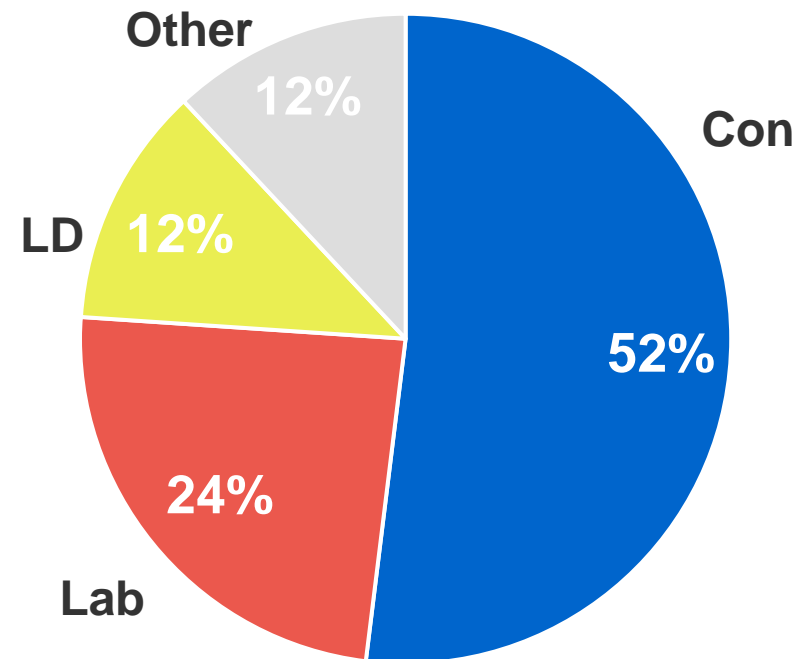
How would you vote if there were a General Election tomorrow?

All giving a voting intention (81%)



Conservative lead = +16

All certain to vote (55%)



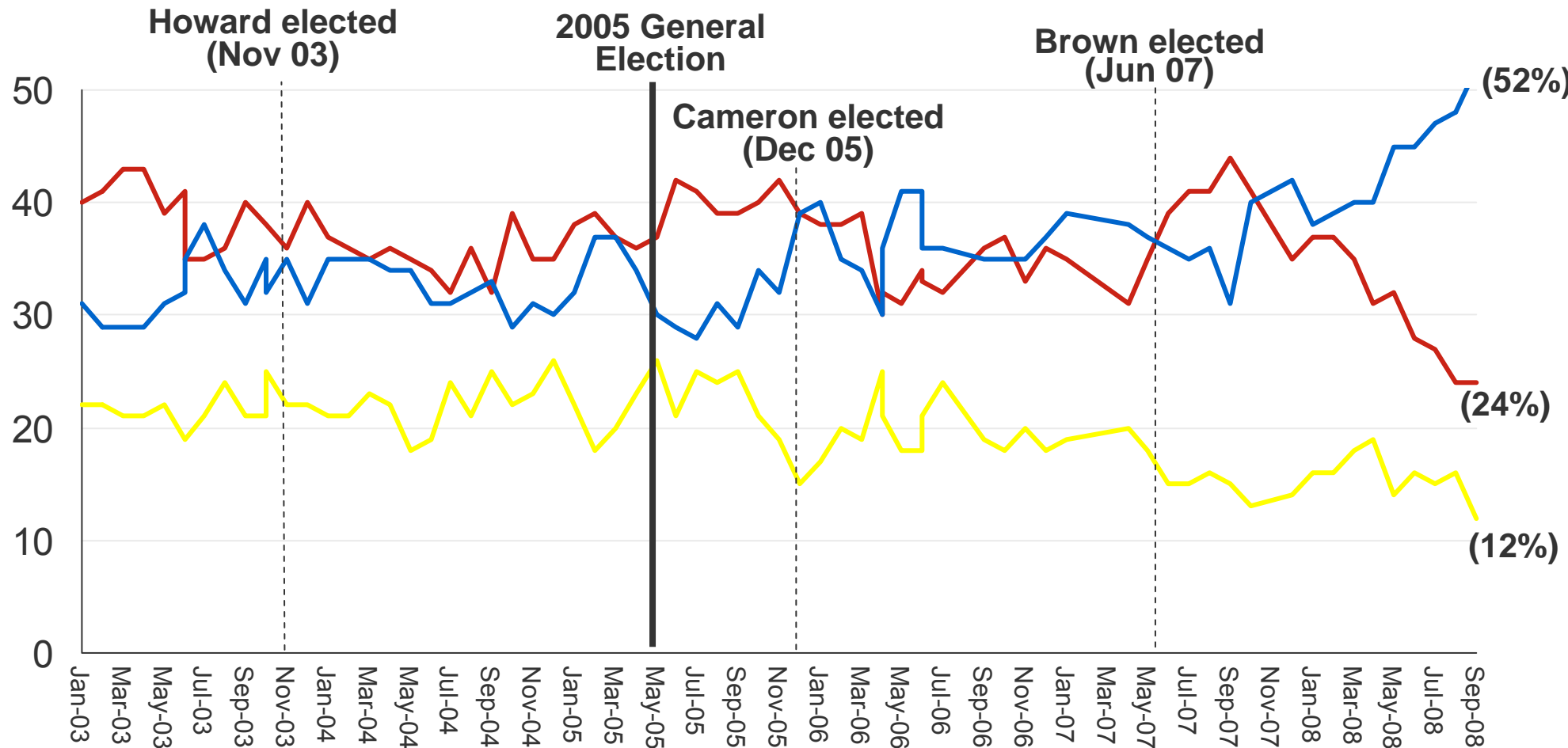
Conservative lead = +28

Base: All voting = 81% (822); All certain to vote = 55% (556); data collected
Ipsos MORI among 1,017 British adults 18+, 12th – 14th September

Source: Ipsos MORI Political Monitor

Voting Intentions Jan 03 – September 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

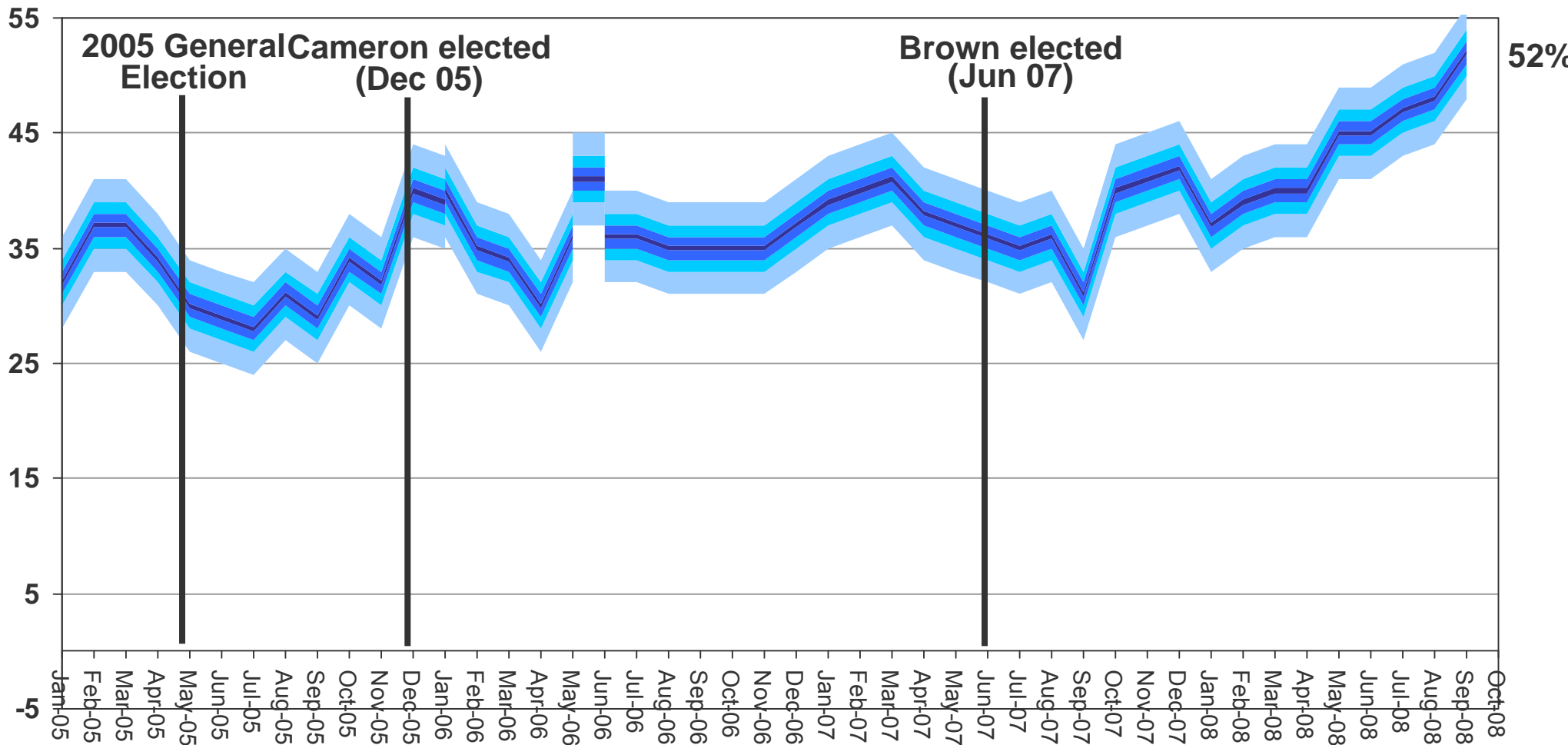
Ipsos MORI

Source: Ipsos MORI Political Monitor



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

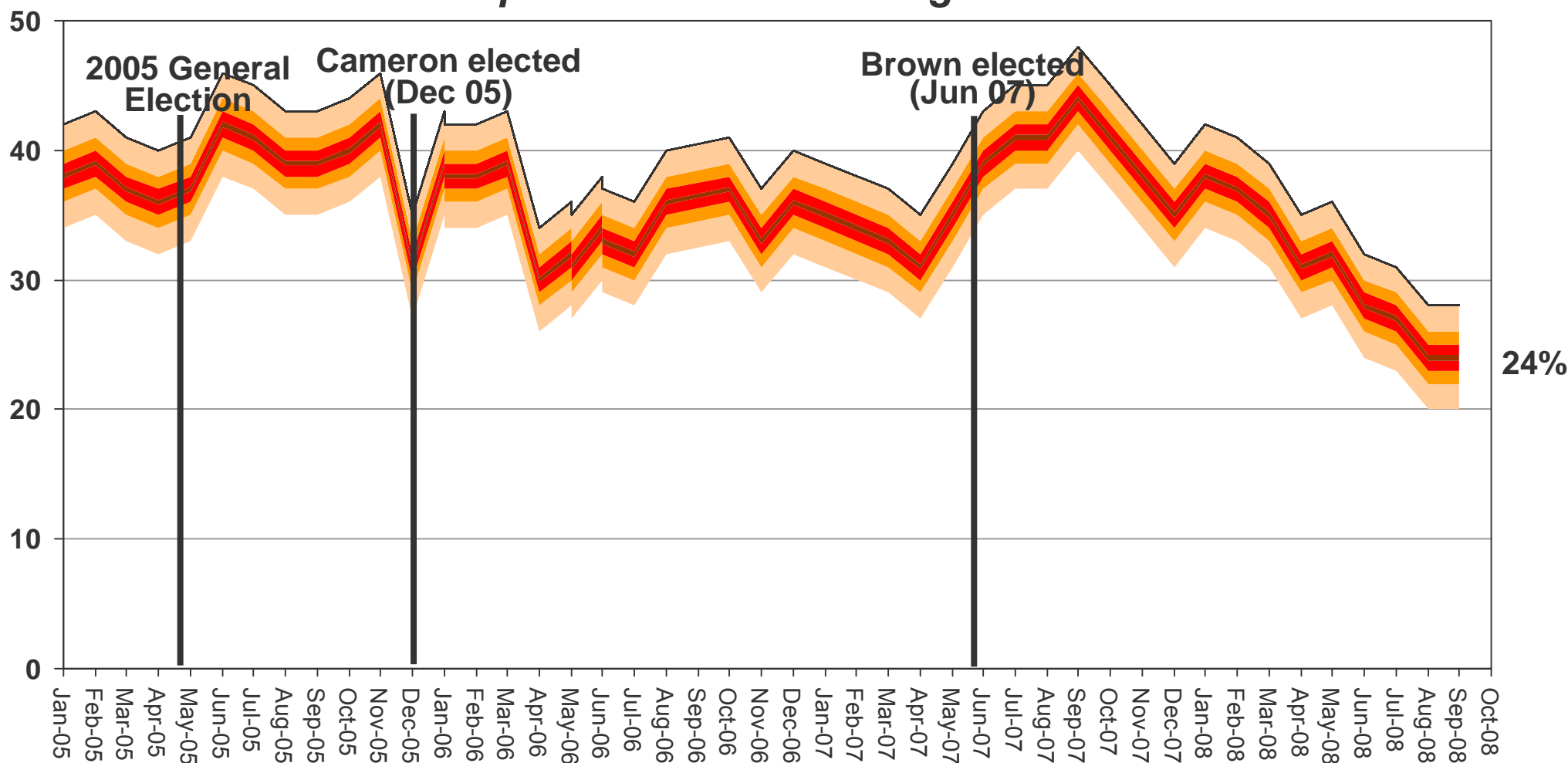


Base: c. 1,000 British adults each month

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

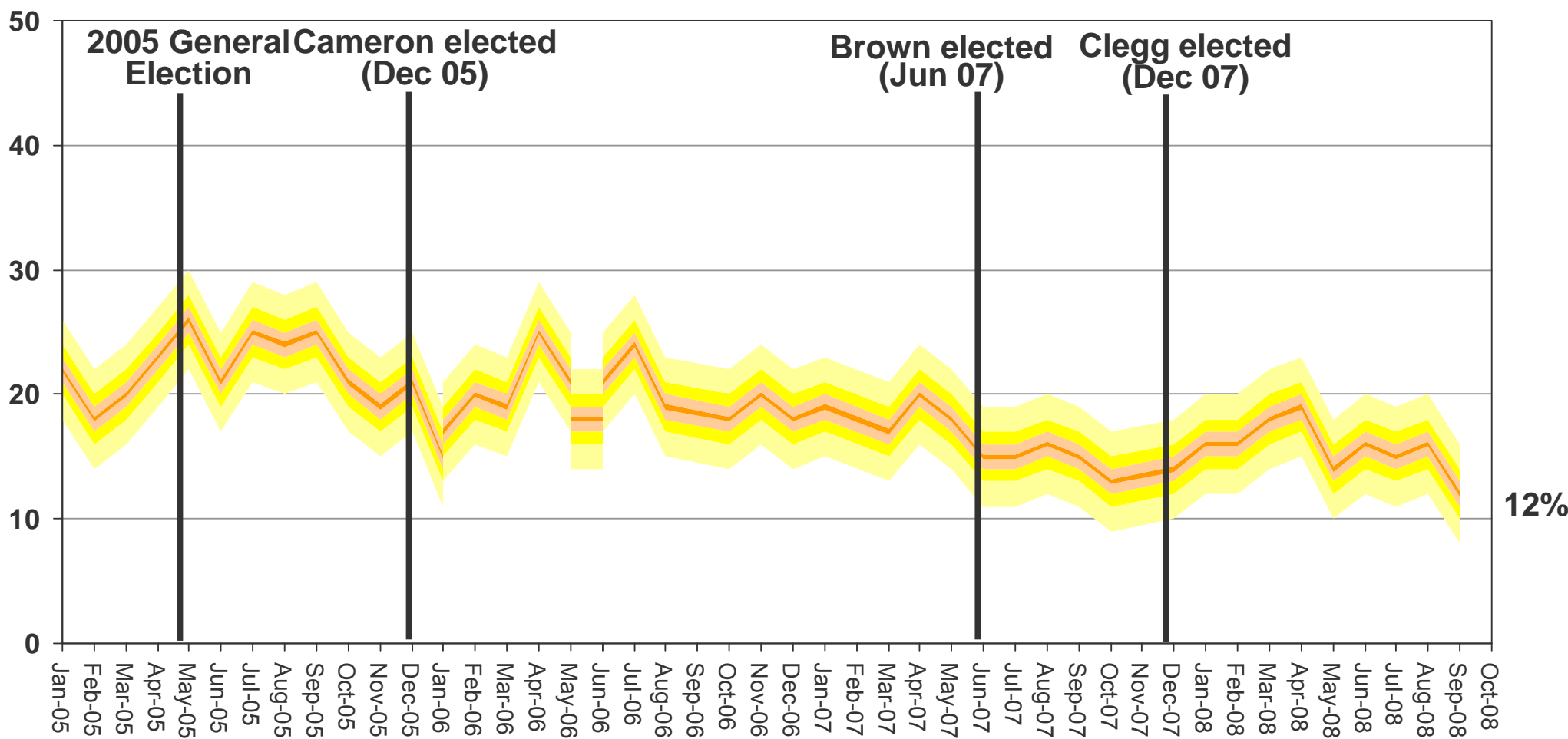


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Liberal Democrat vote share including margins of error

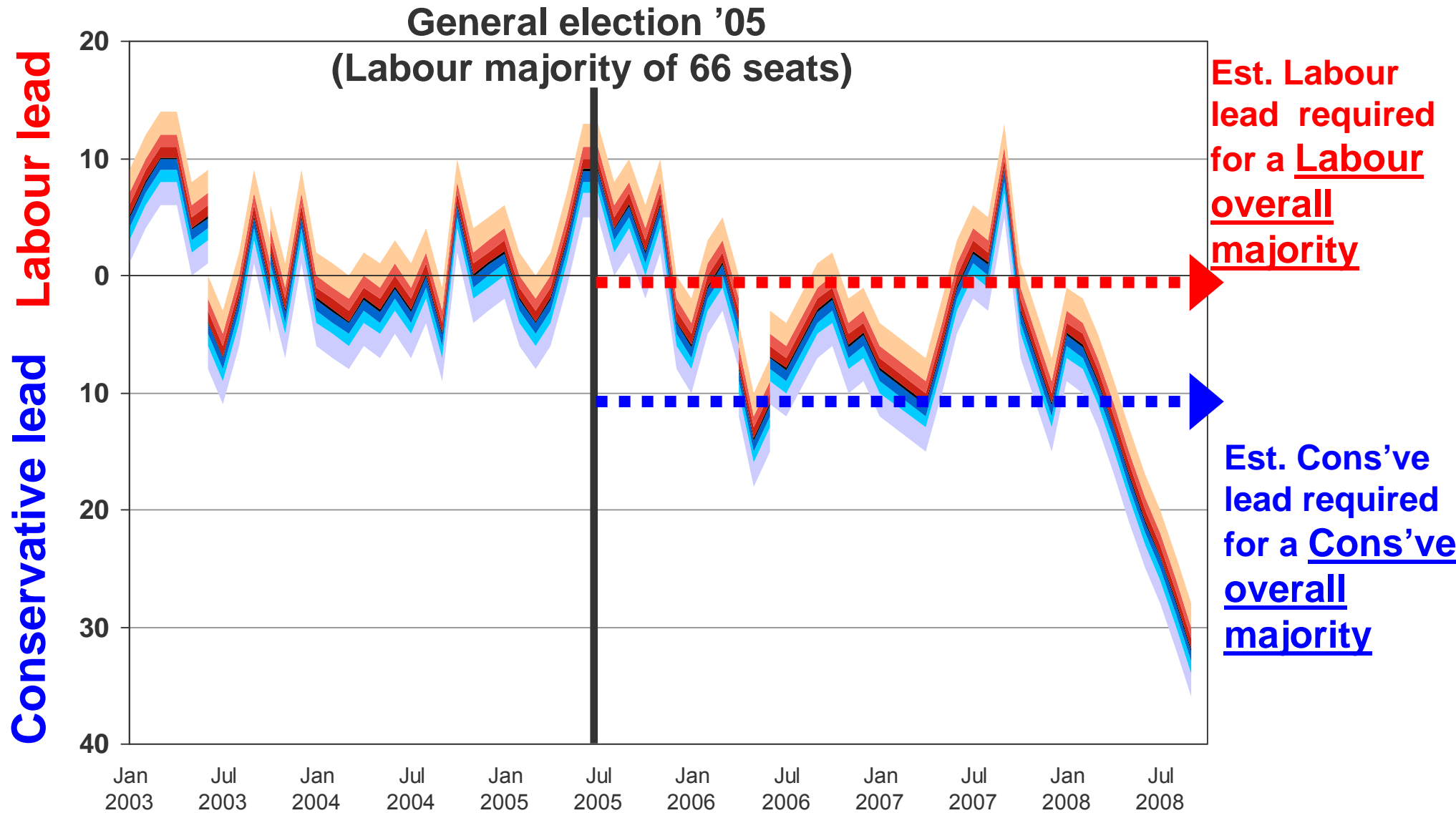
In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Leads and error margins



Satisfaction with leaders and the Government

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



Base: 1,017 British adults 18+, 12-14 September 2008

Ipsos MORI

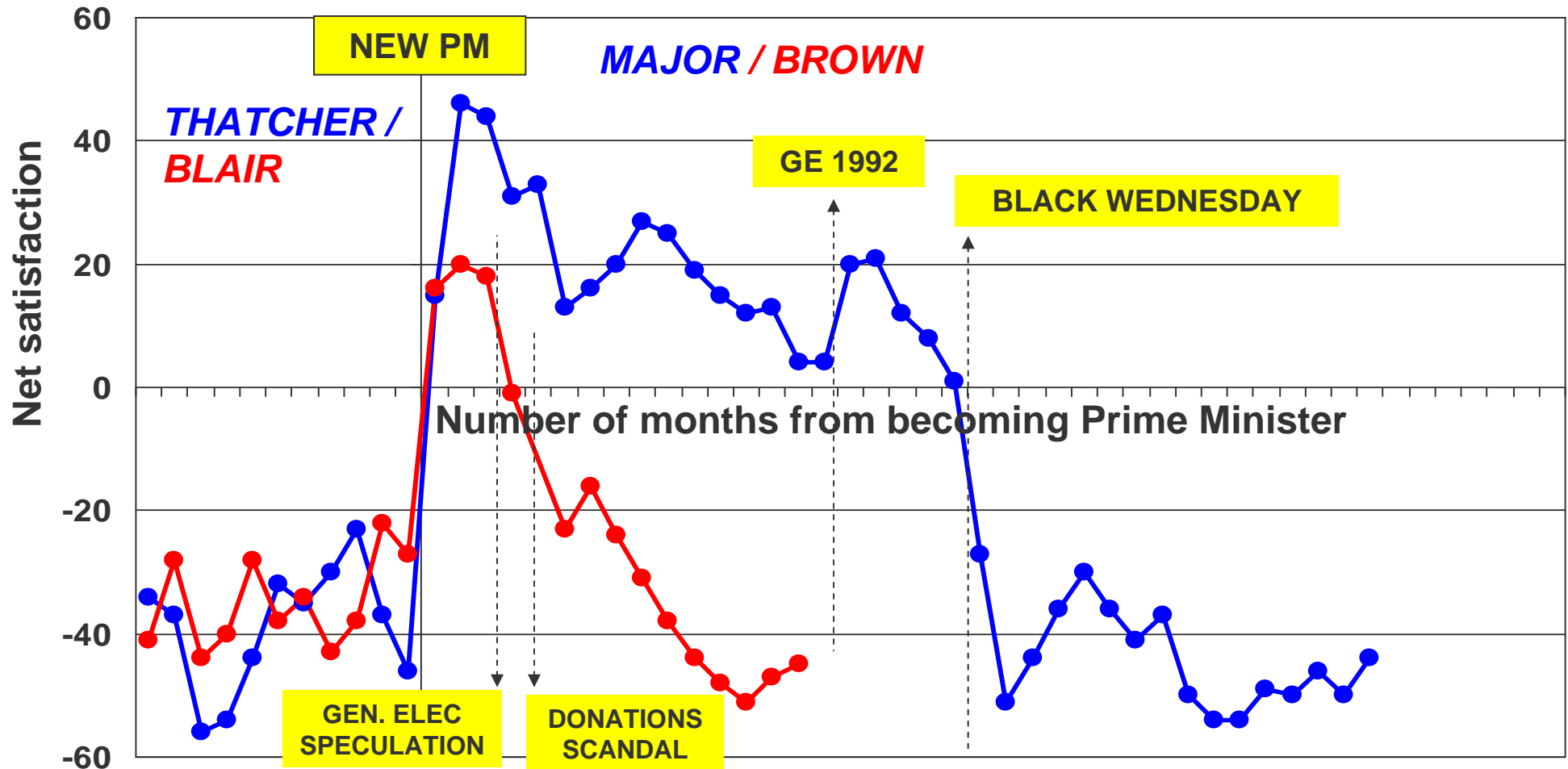
Source: Ipsos MORI Political Monitor



Satisfaction

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

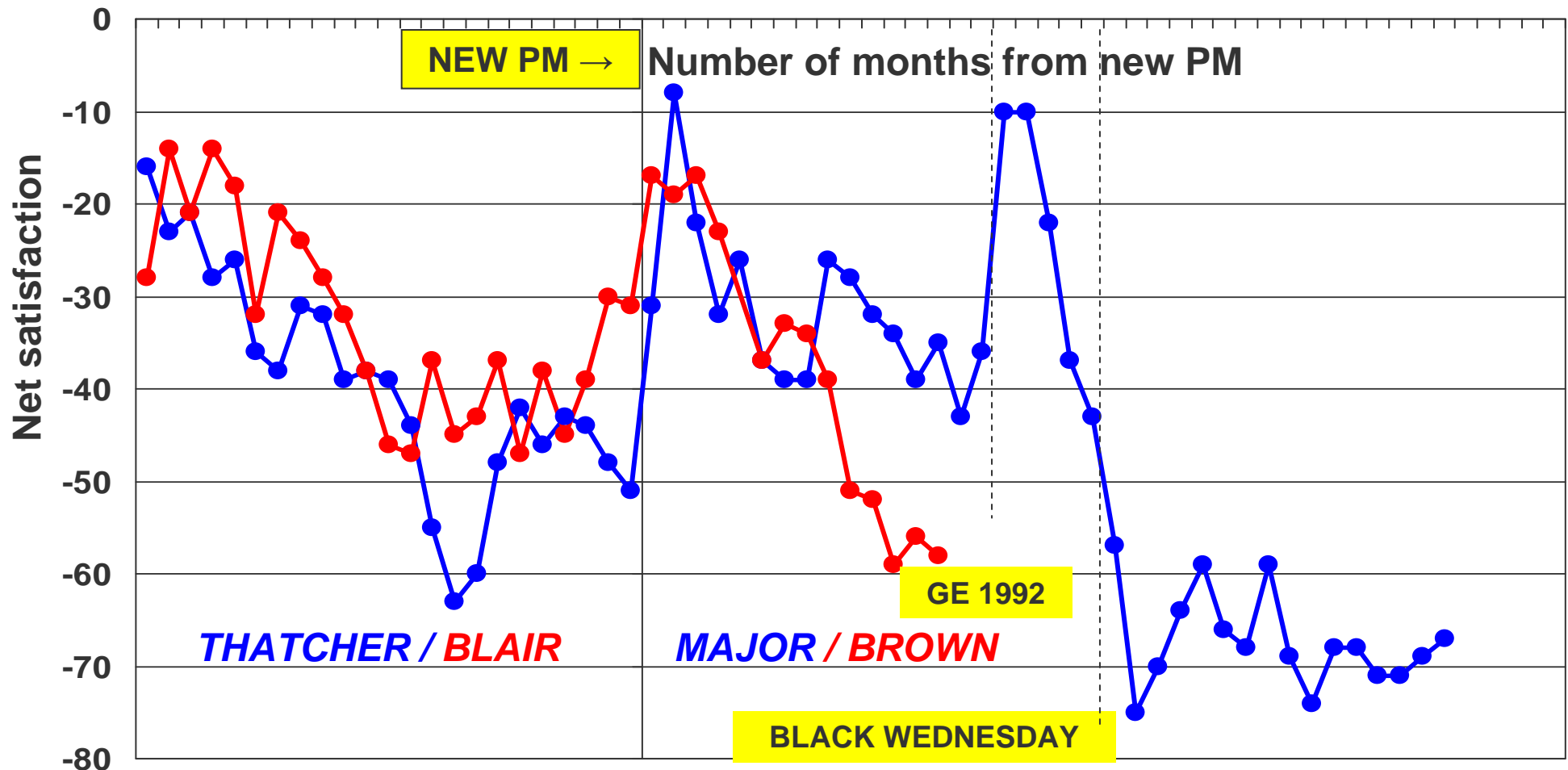
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

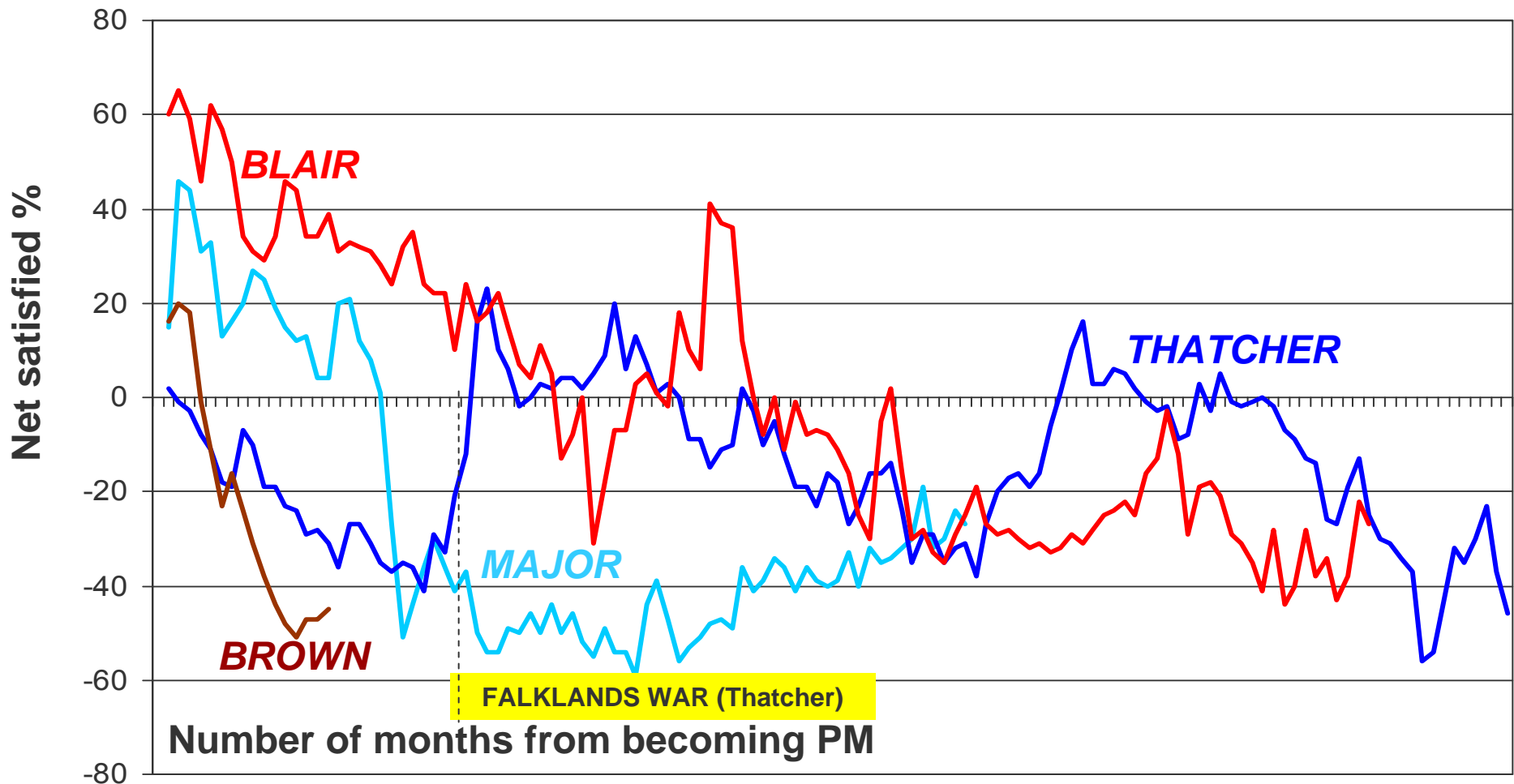
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?

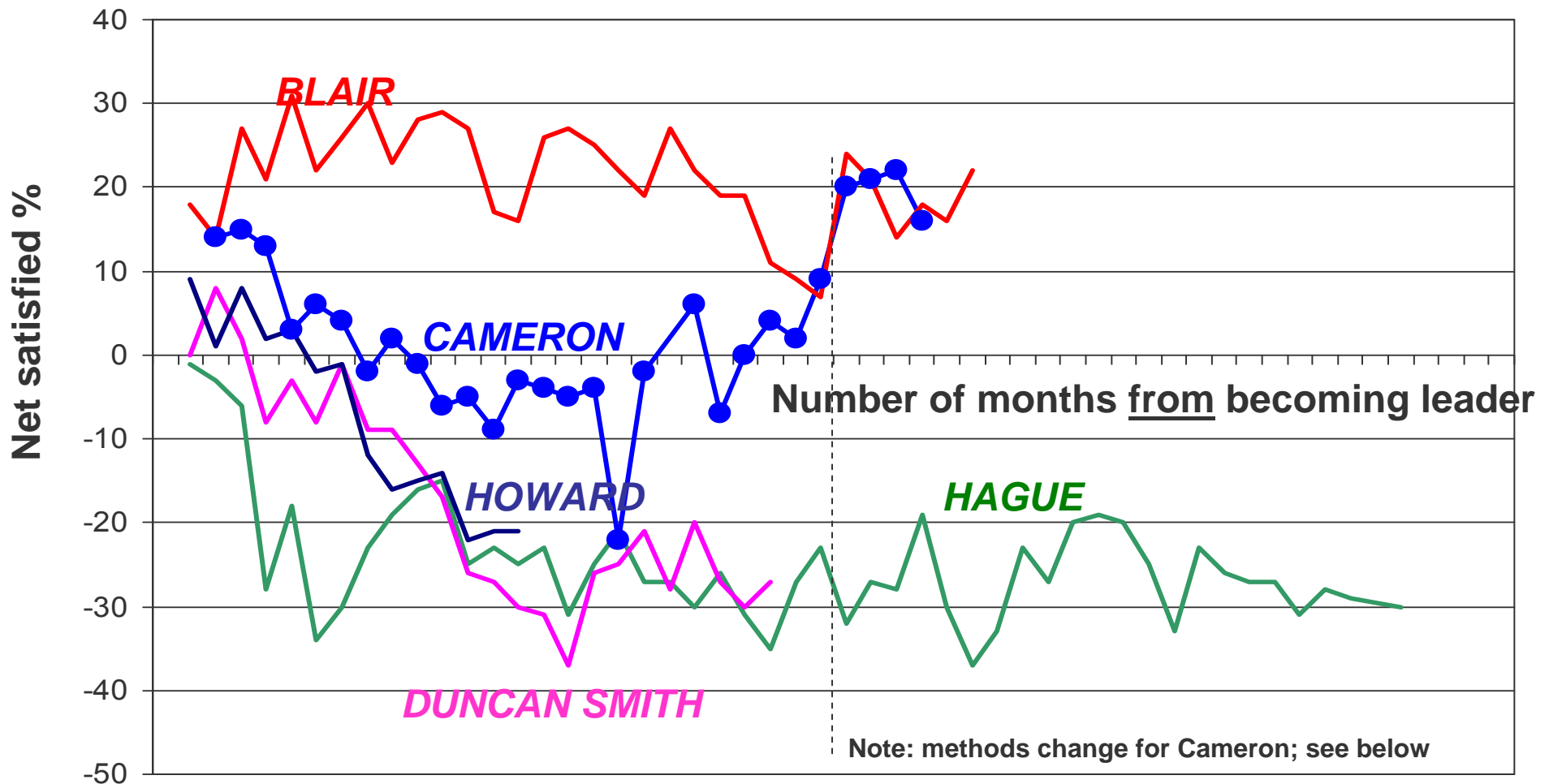


Base: c.1,000 British adults interviewed 3rd week of the month
Ipsos MORI

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 leader of the ... Party?



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

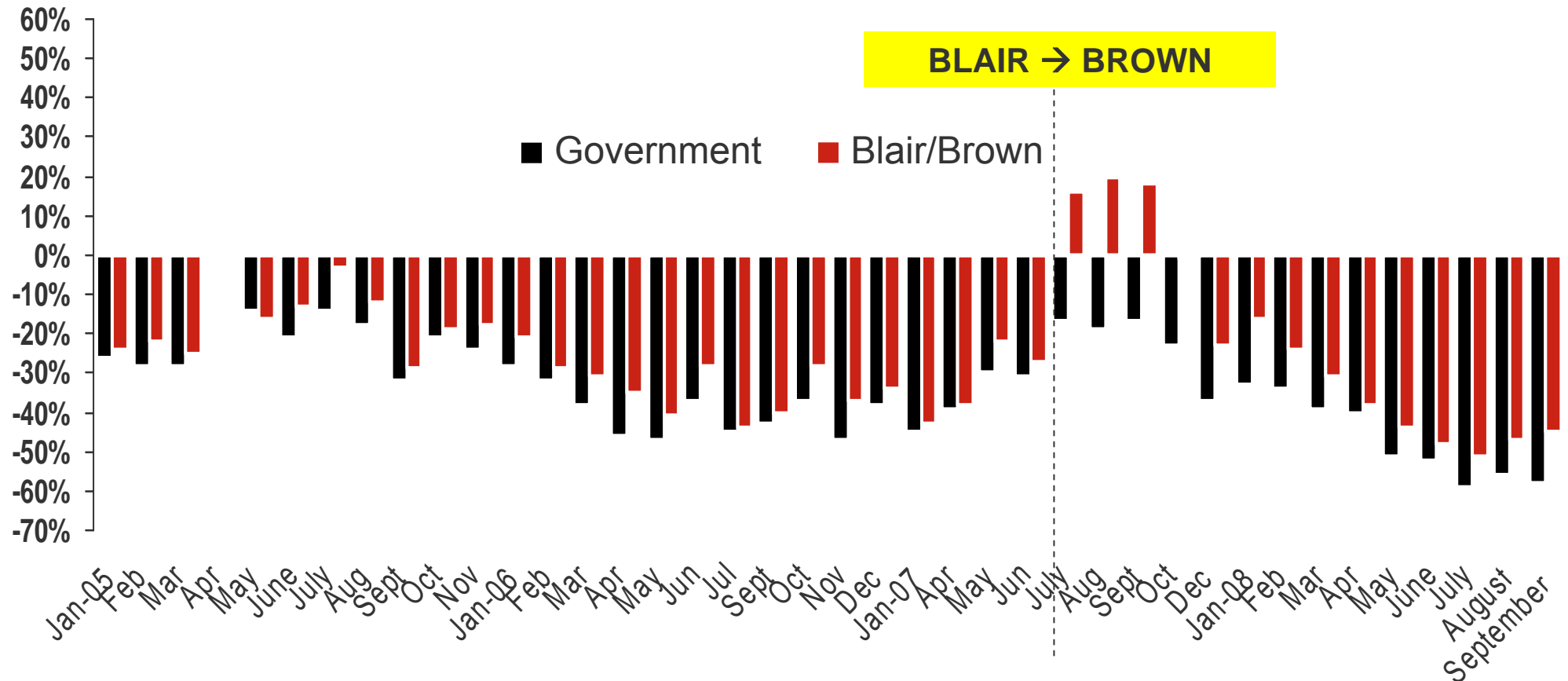
Source: Ipsos MORI Political Monitor



The Government and Prime Minister

How satisfied or dissatisfied are you with...

Net satisfied (+/-)



Base: c. 1,000 British adults each month

Ipsos MORI

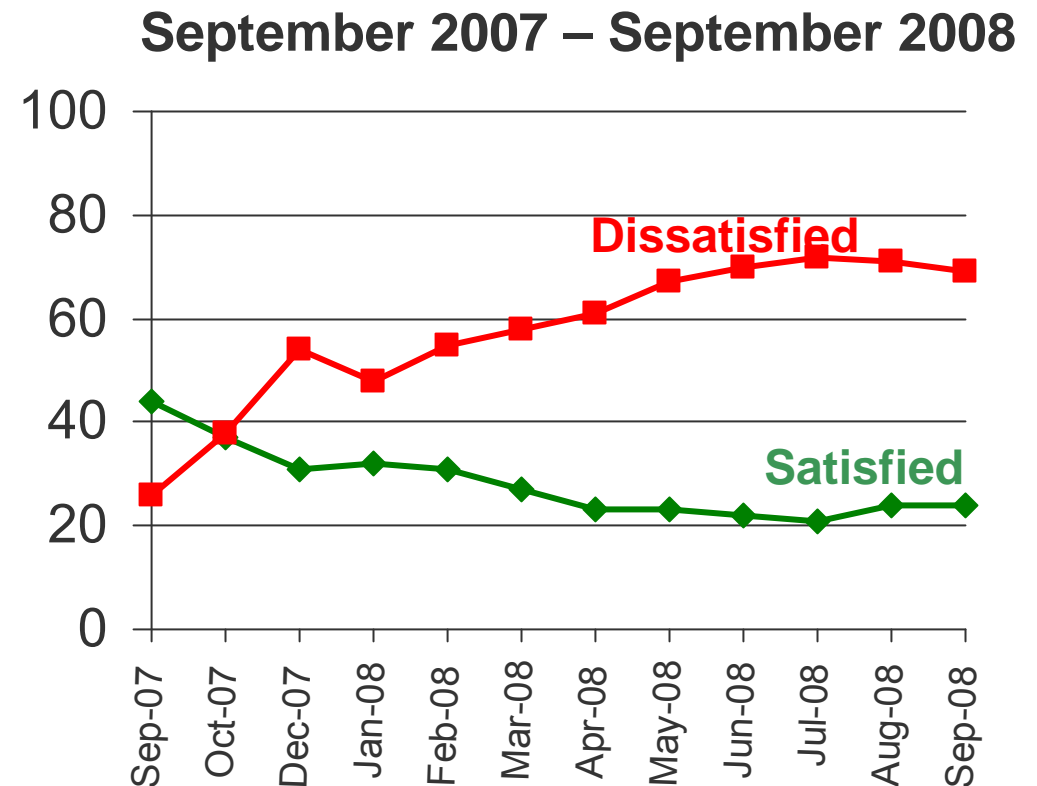
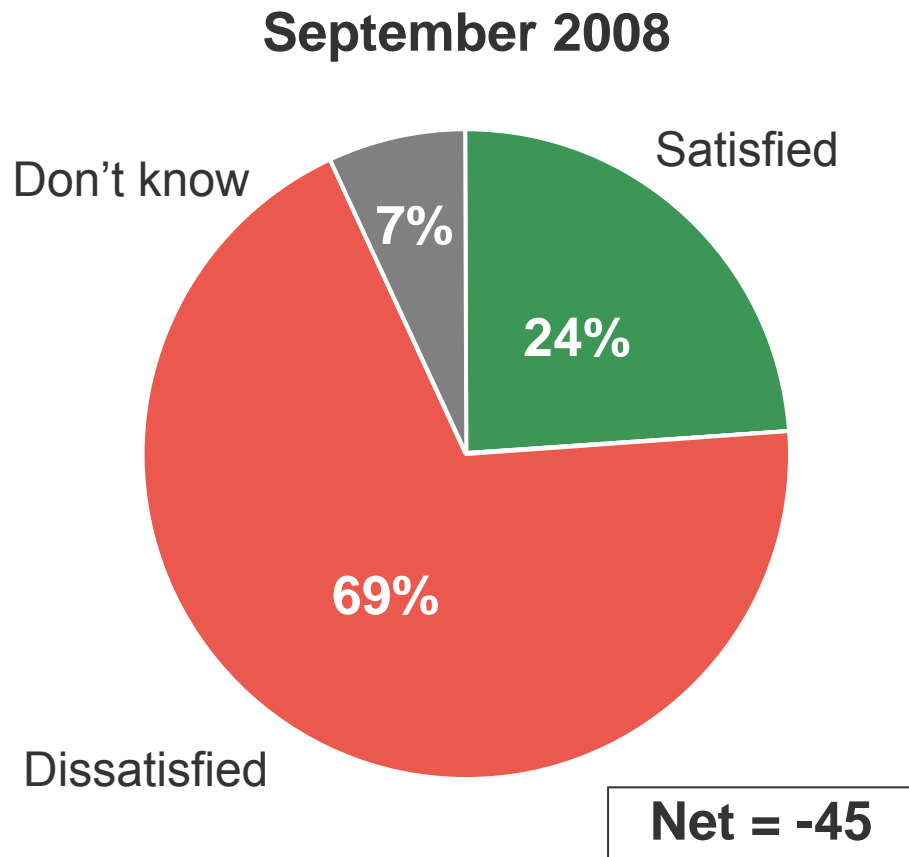
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?



Base: 1,017 British adults 18+, 12-14 September 2008

Ipsos MORI

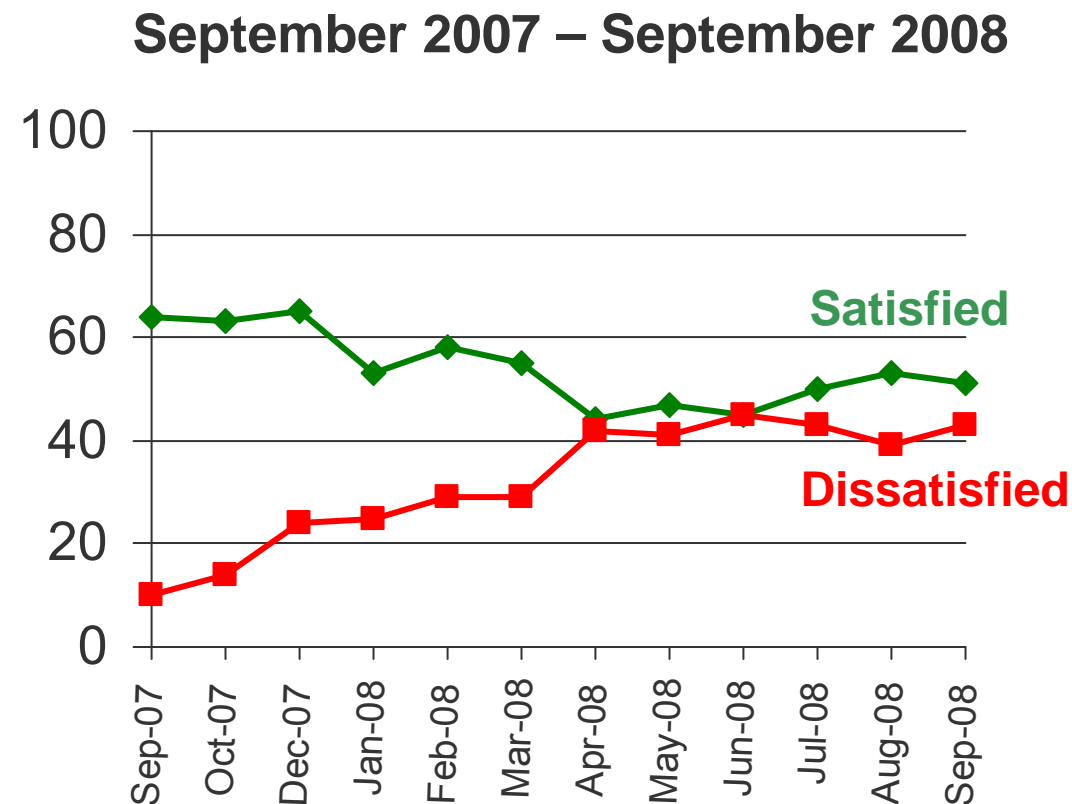
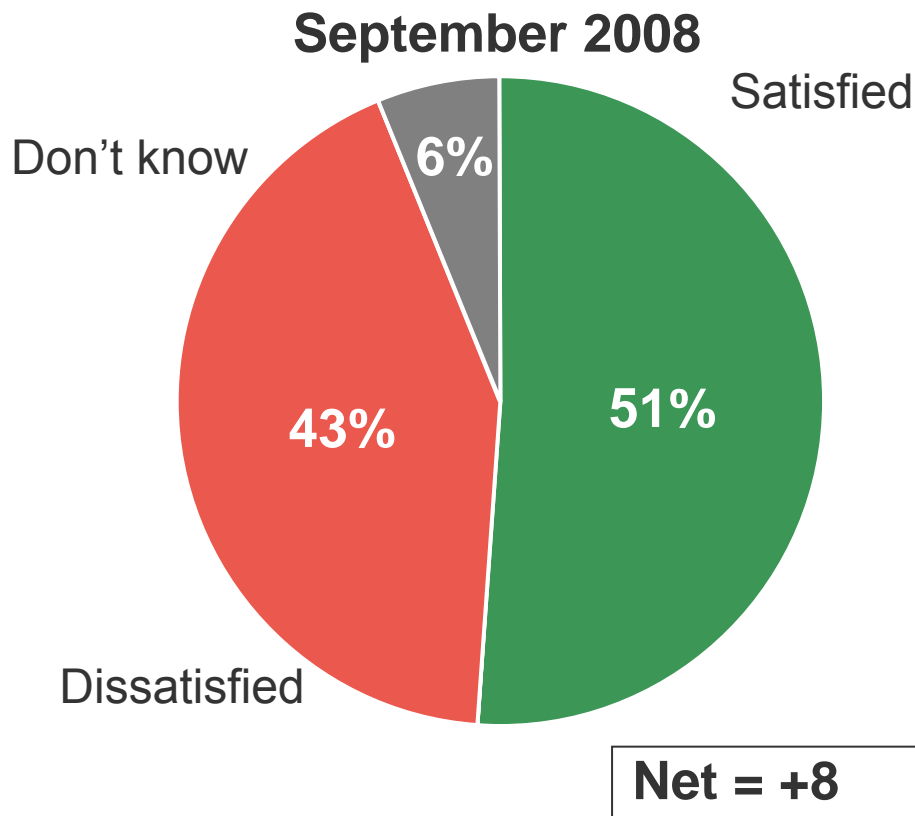
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 239 Labour supporters 18+, 12-14 September 2008

Ipsos MORI

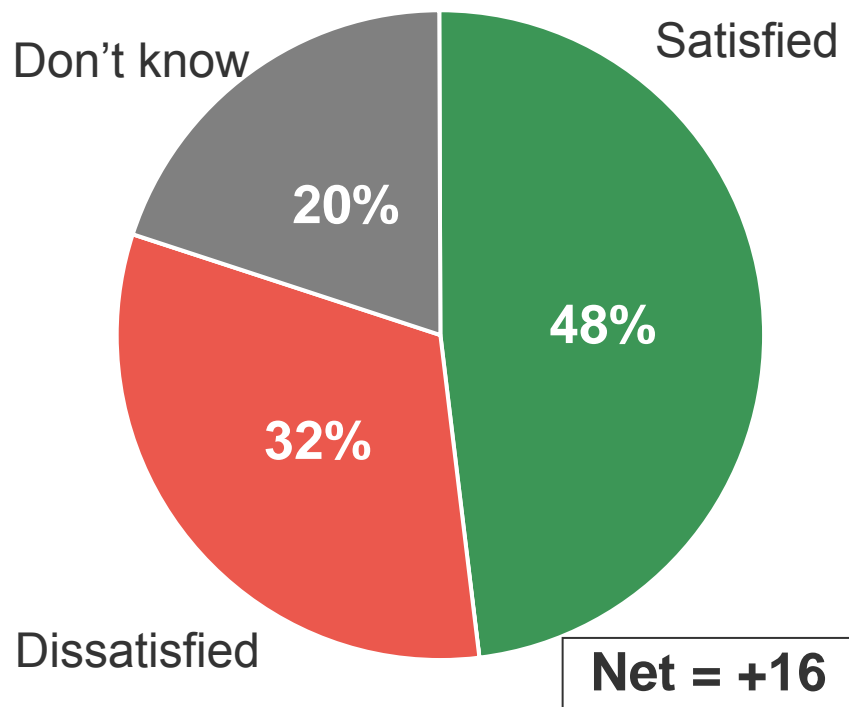
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



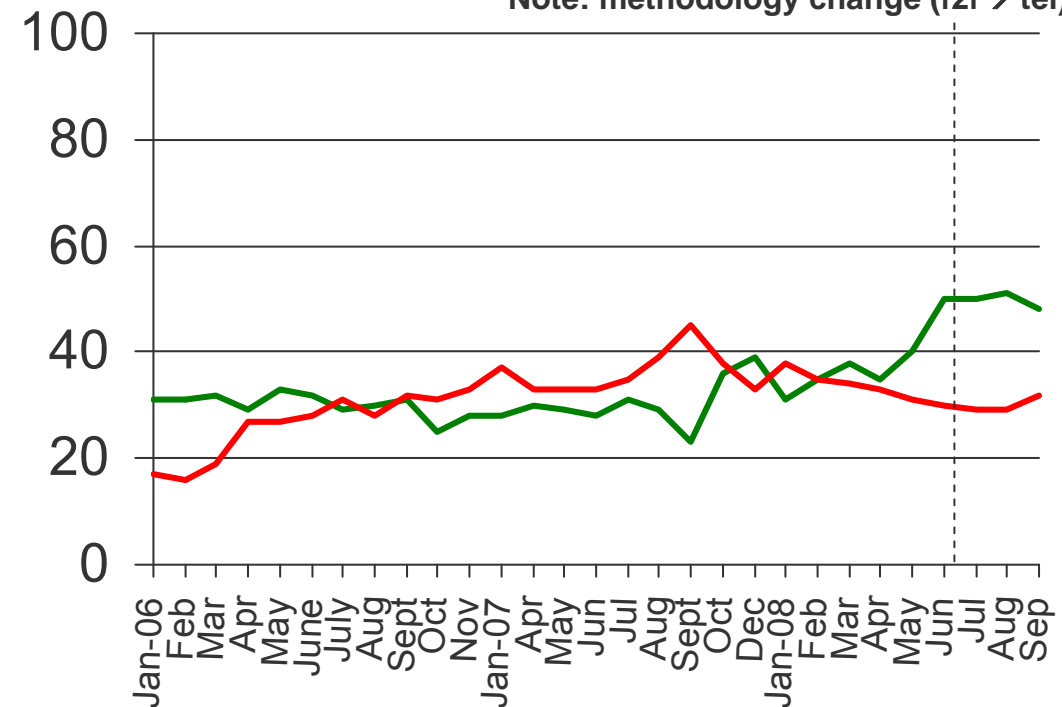
David Cameron (satisfaction)

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



January 2006 – September 2008

Note: methodology change (f2f → tel)



Base: 1,017 British adults 18+, 12-14 September 2008

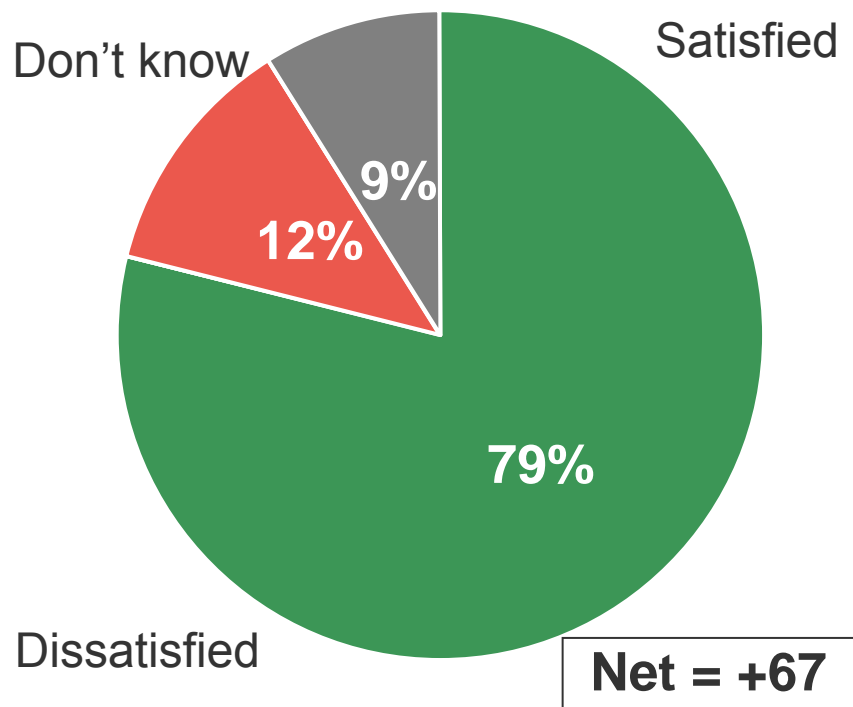
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

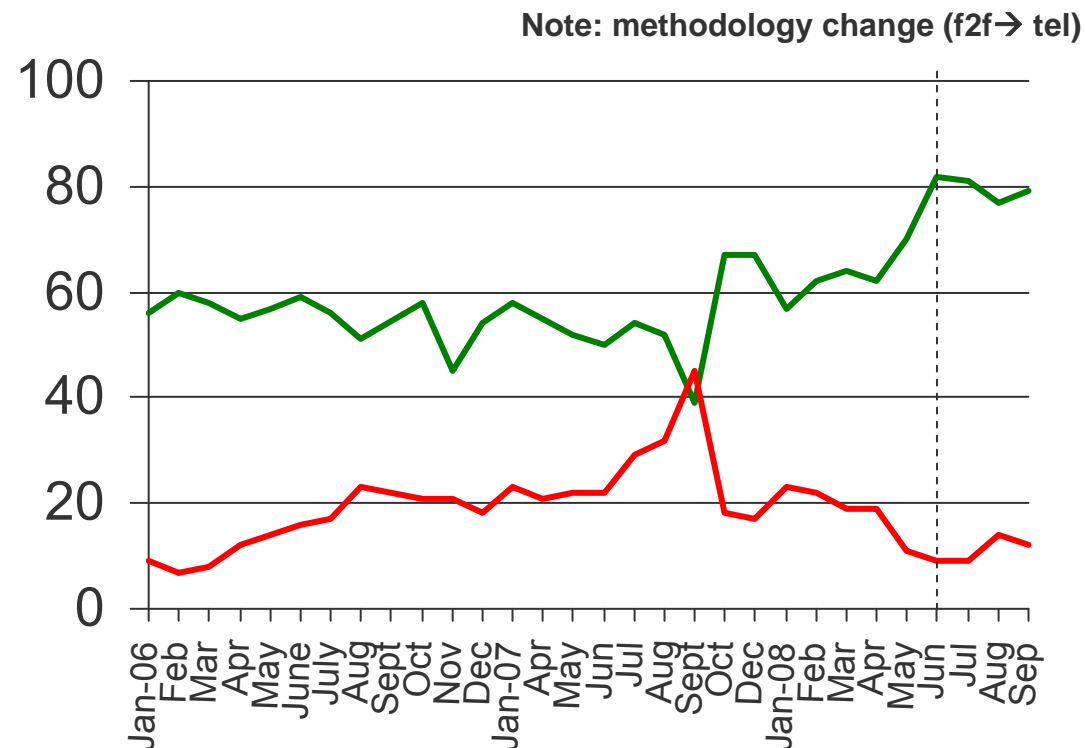


David Cameron (satisfaction among Tory supporters)

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



January 2006 – September 2008



Base: 356 Conservative Supporters 18+, 12-14 September 2008

Ipsos MORI

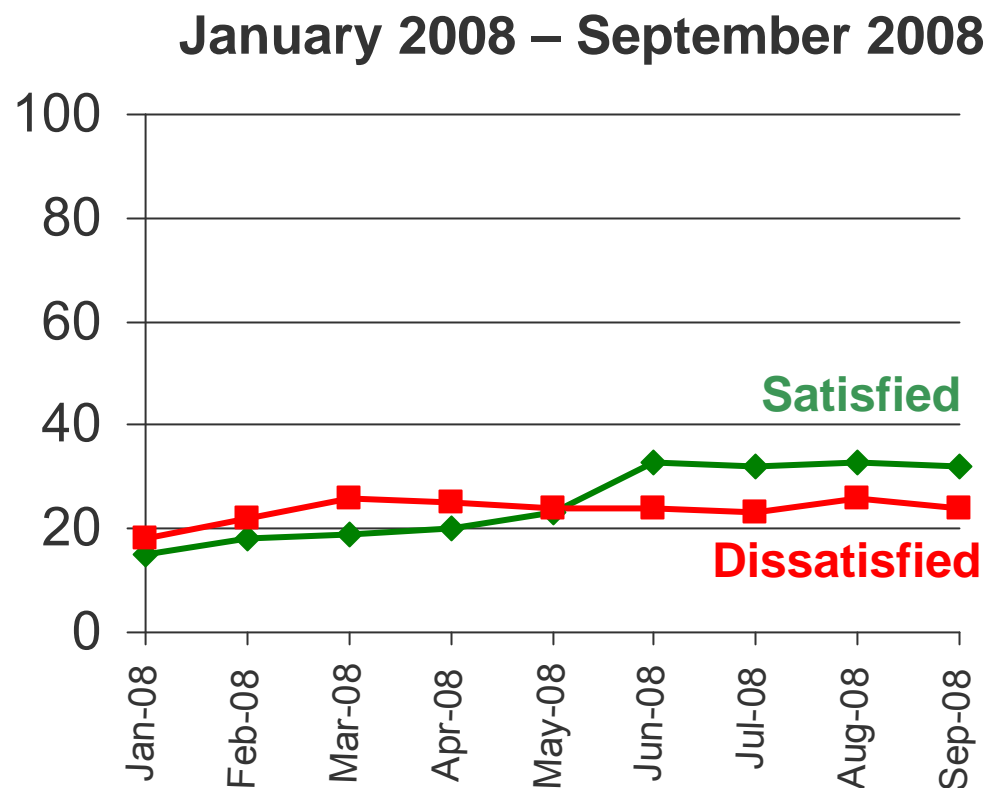
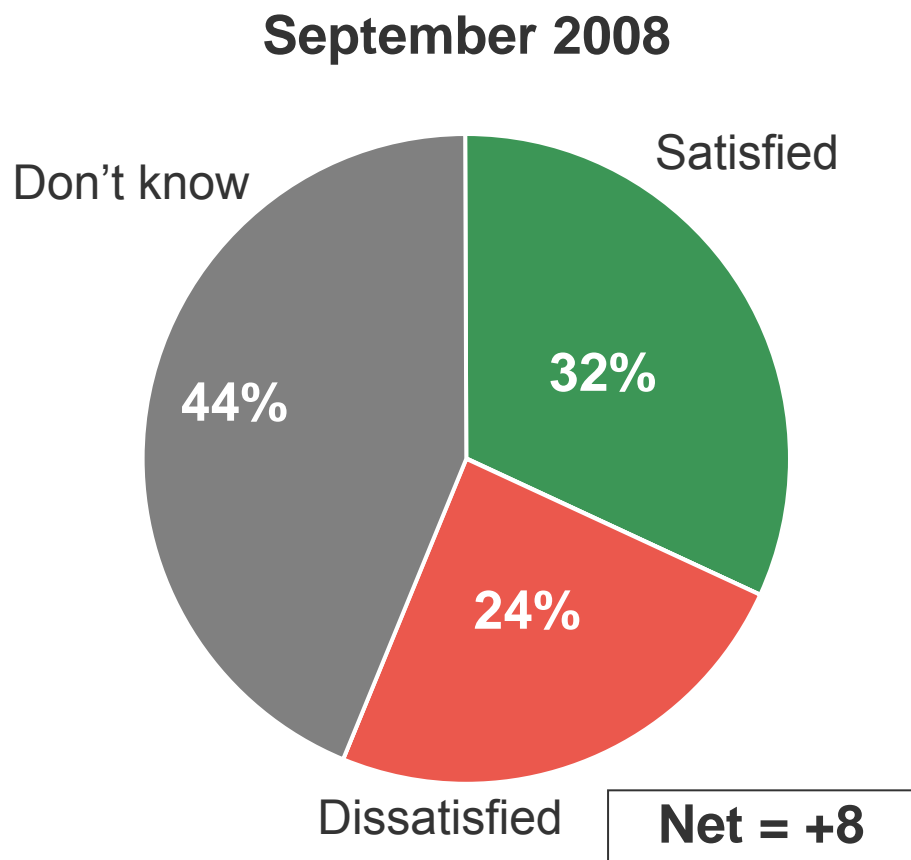
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,017 British adults, 12-14 September 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

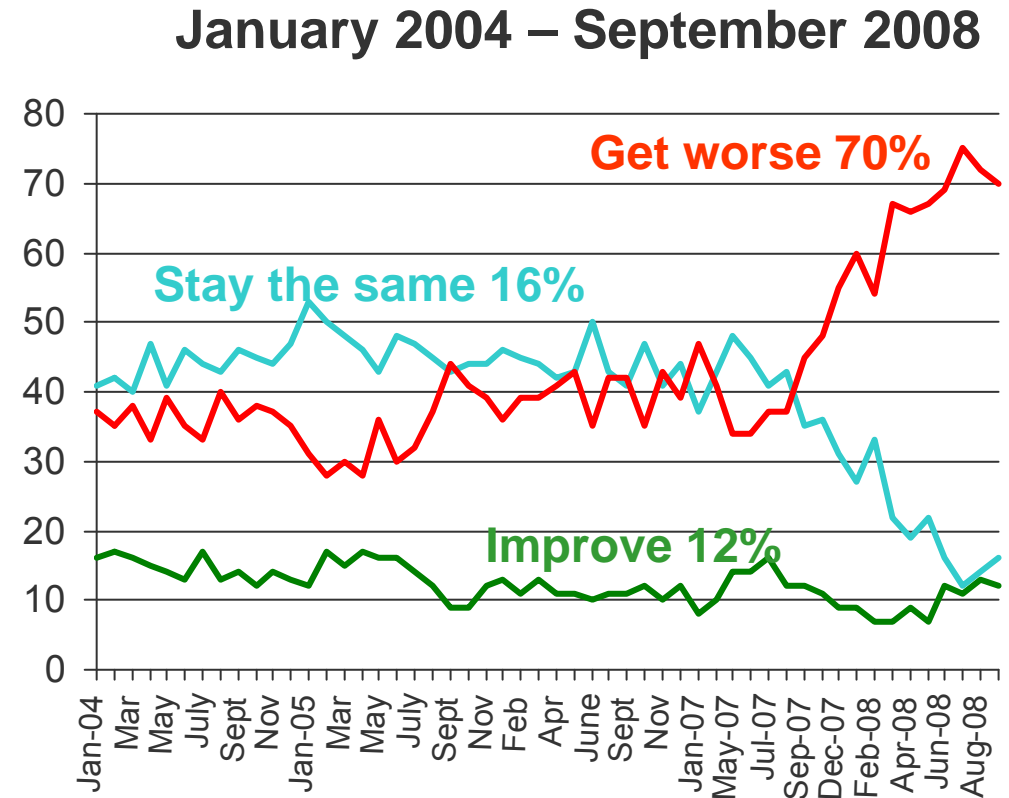
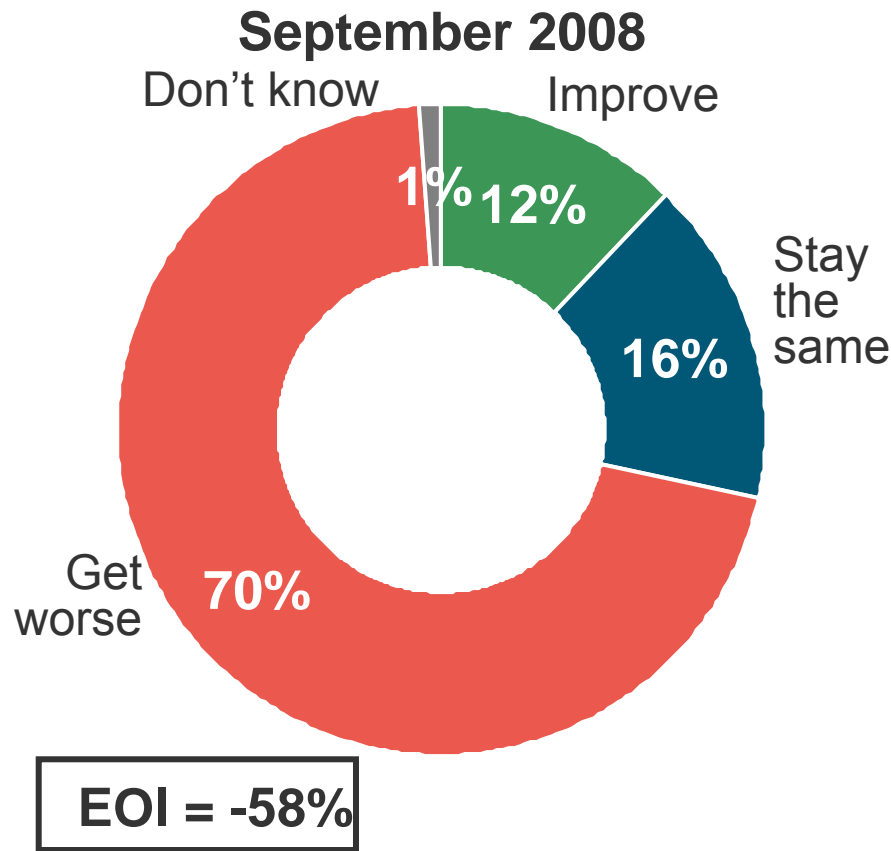
Source: Ipsos MORI Political Monitor



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?



Base: 1,017 British adults, 12-14 September 2008

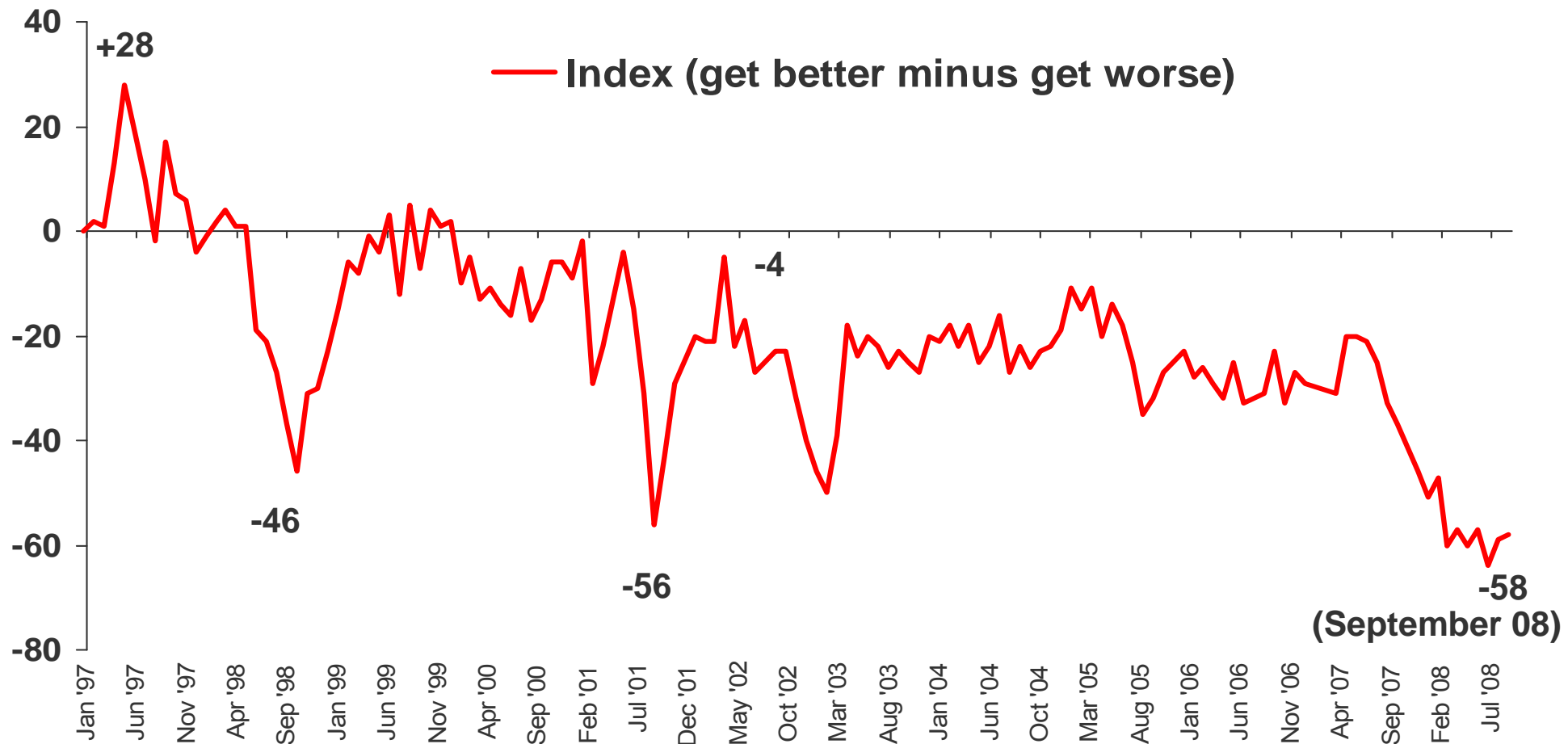
Ipsos MORI

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?



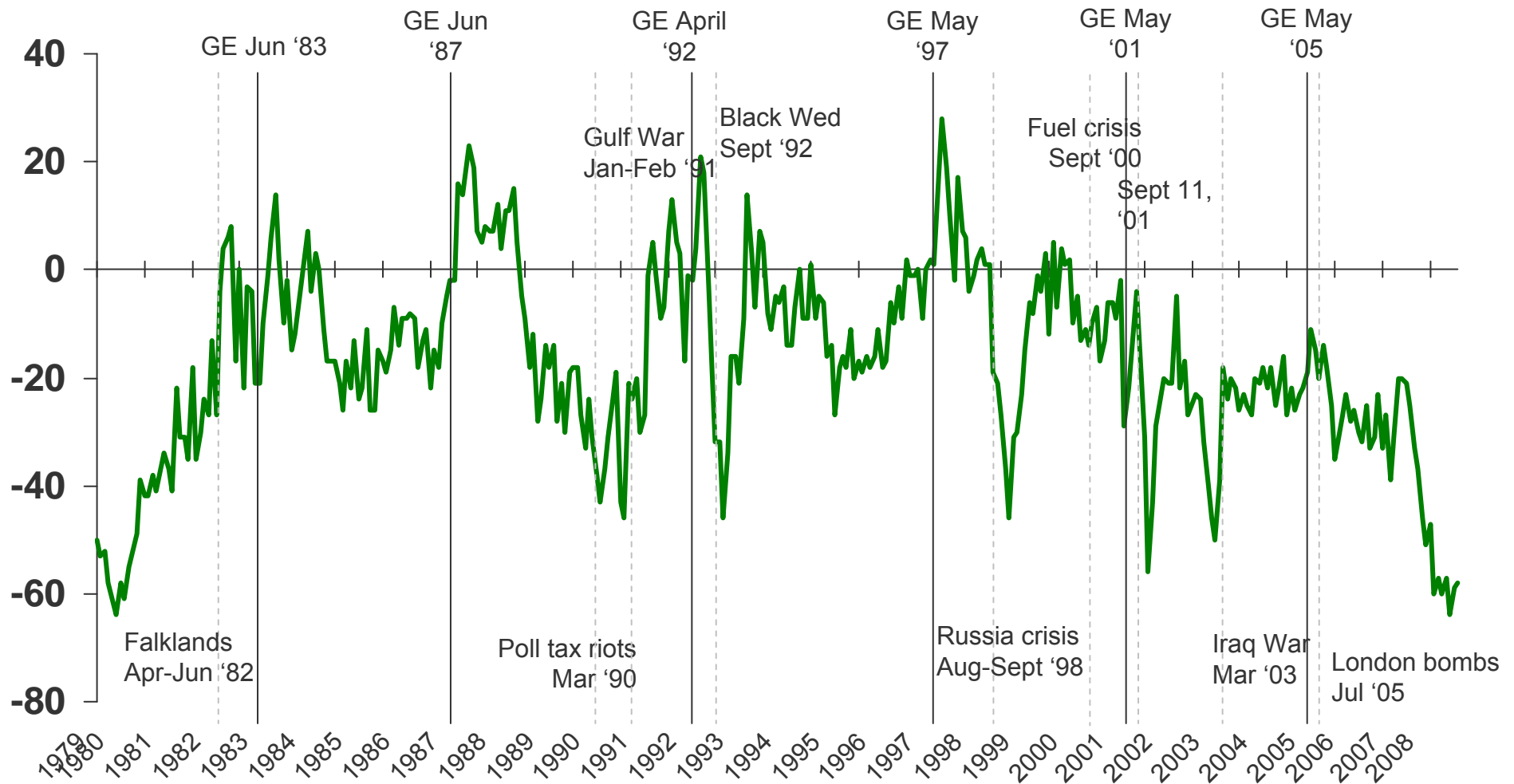
Base: c. 1,000 British adults each month

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

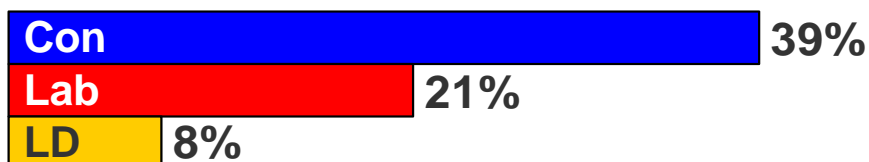


September 2008 additional questions

Party qualities

Which party do you think has..., the Conservatives, Labour, Liberal Democrats or some other party?

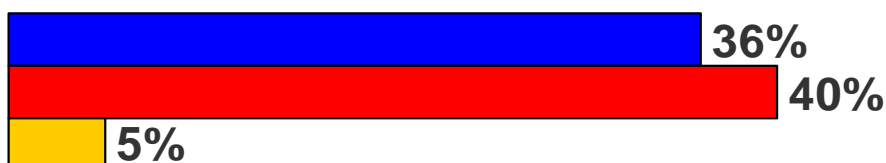
...Has the best team of leaders



Conservative lead

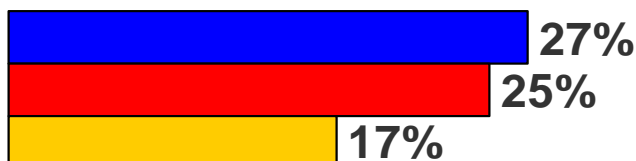
+18

...Is most likely to promise anything to win votes



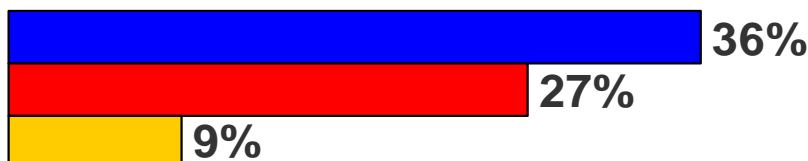
-4

...Best understands Britain's social problems



+2

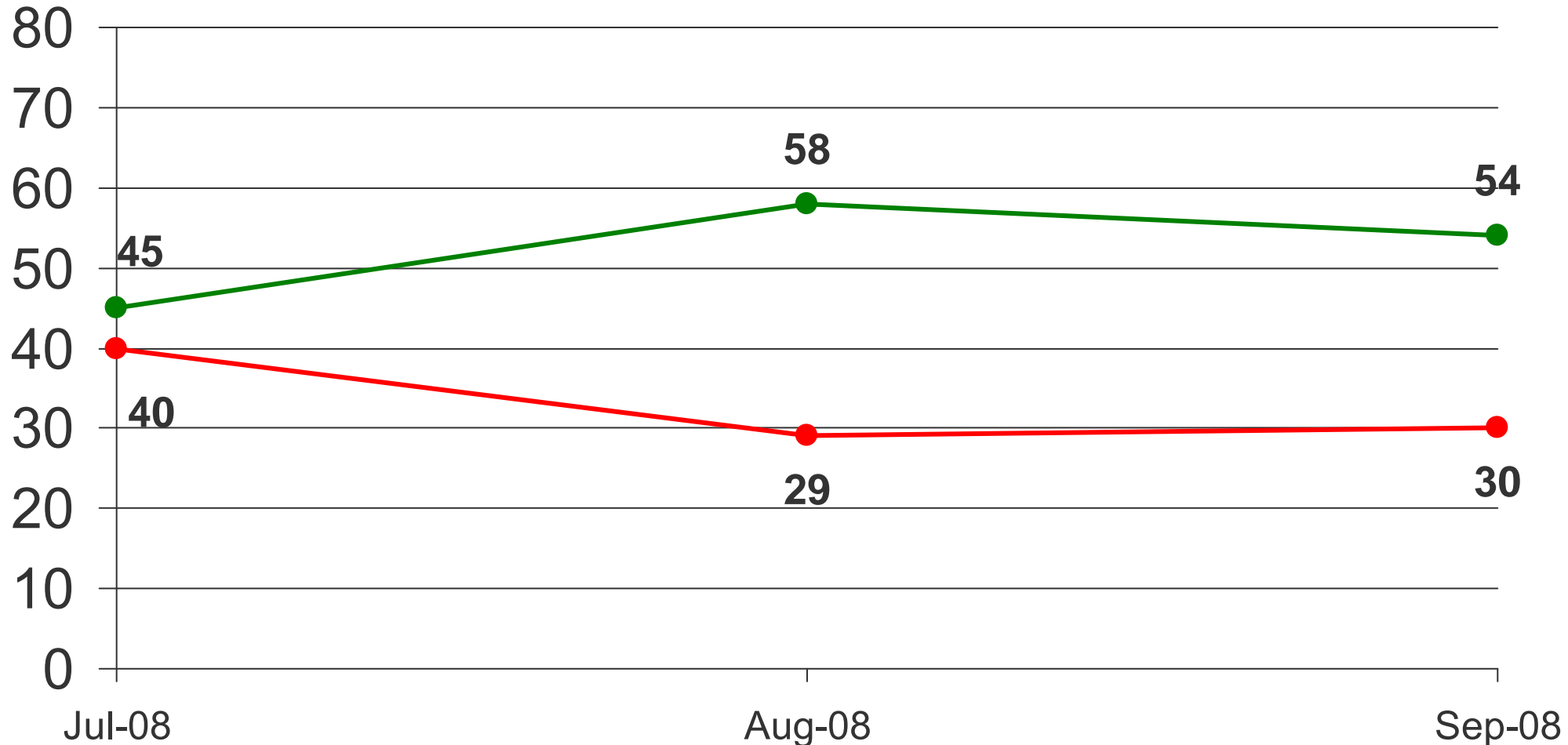
...Best understands the economic problems facing Britain



+9

Conservatives ready to govern?

To what extent do you agree or disagree that the Conservatives are ready to form the next Government?



Base: 1,017 British adults 18+, 12-14 September 2008

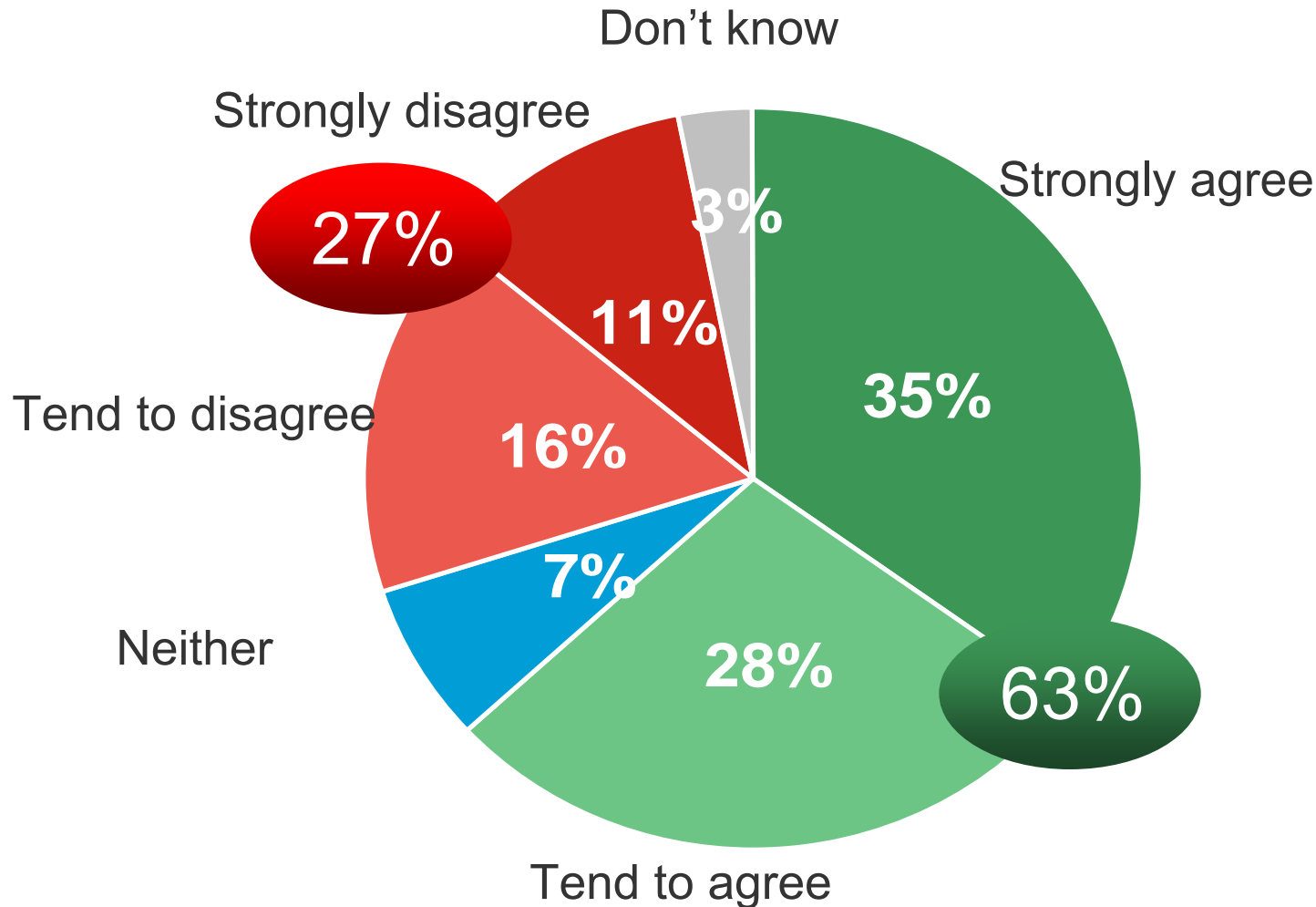
Ipsos MORI

Source: Ipsos MORI Political Monitor



Two thirds agree 'British society is broken'

To what extent do you agree or disagree that British society is broken?



	Agree
18-34	63%
35-54	61%
55+	64%
ABC1	61%
C2DE	65%

Base: 1,017 British adults 18+, 12-14 September 2008

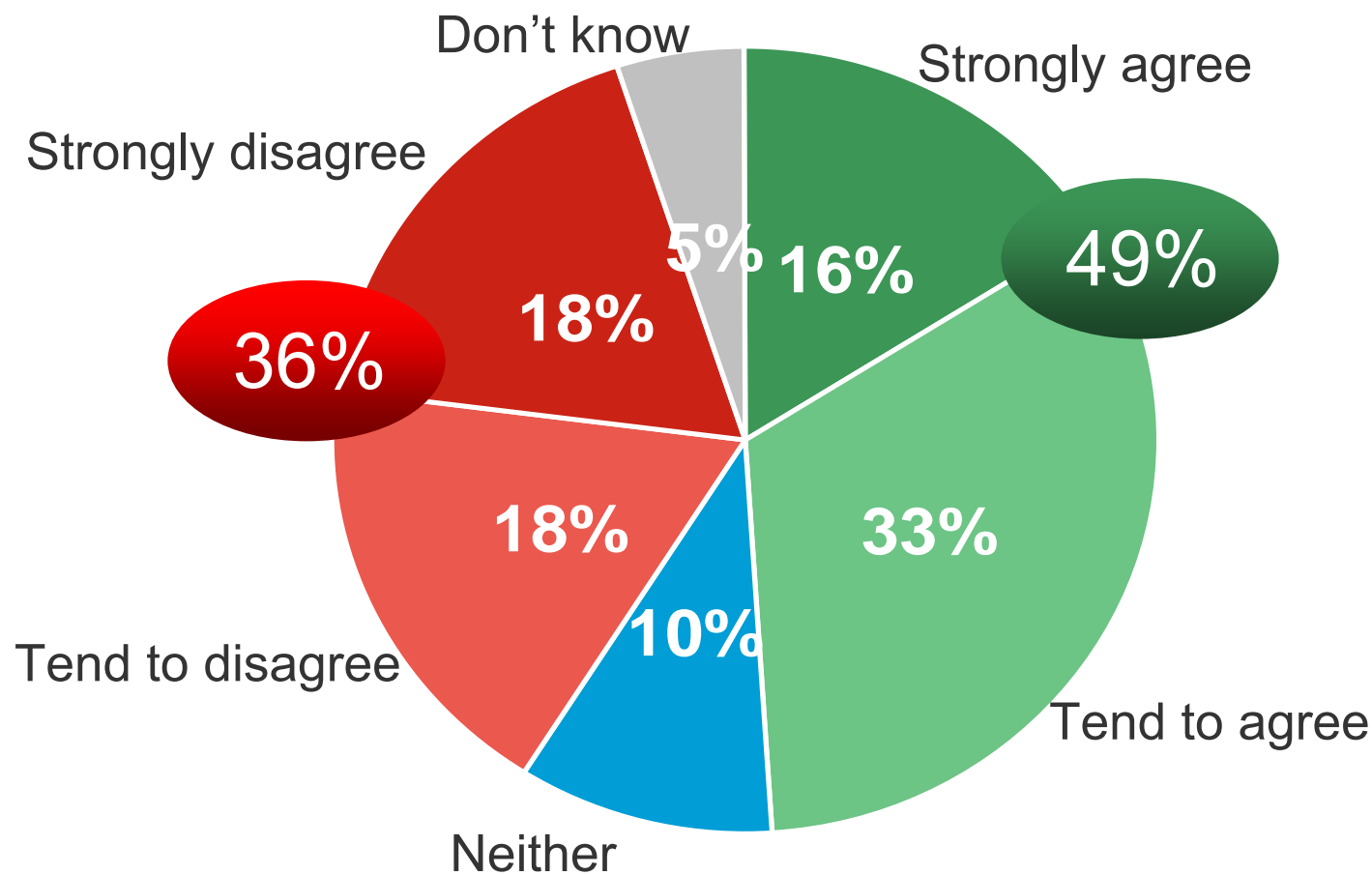
Ipsos MORI

Source: Ipsos MORI Political Monitor



Half agree that Cameron represents modern Britain

To what extent do you agree or disagree that David Cameron represents modern Britain?



	Agree
18-34	42%
35-54	50%
55+	54%
ABC1	49%
C2DE	49%

Base: 1,017 British adults 18+, 12-14 September 2008

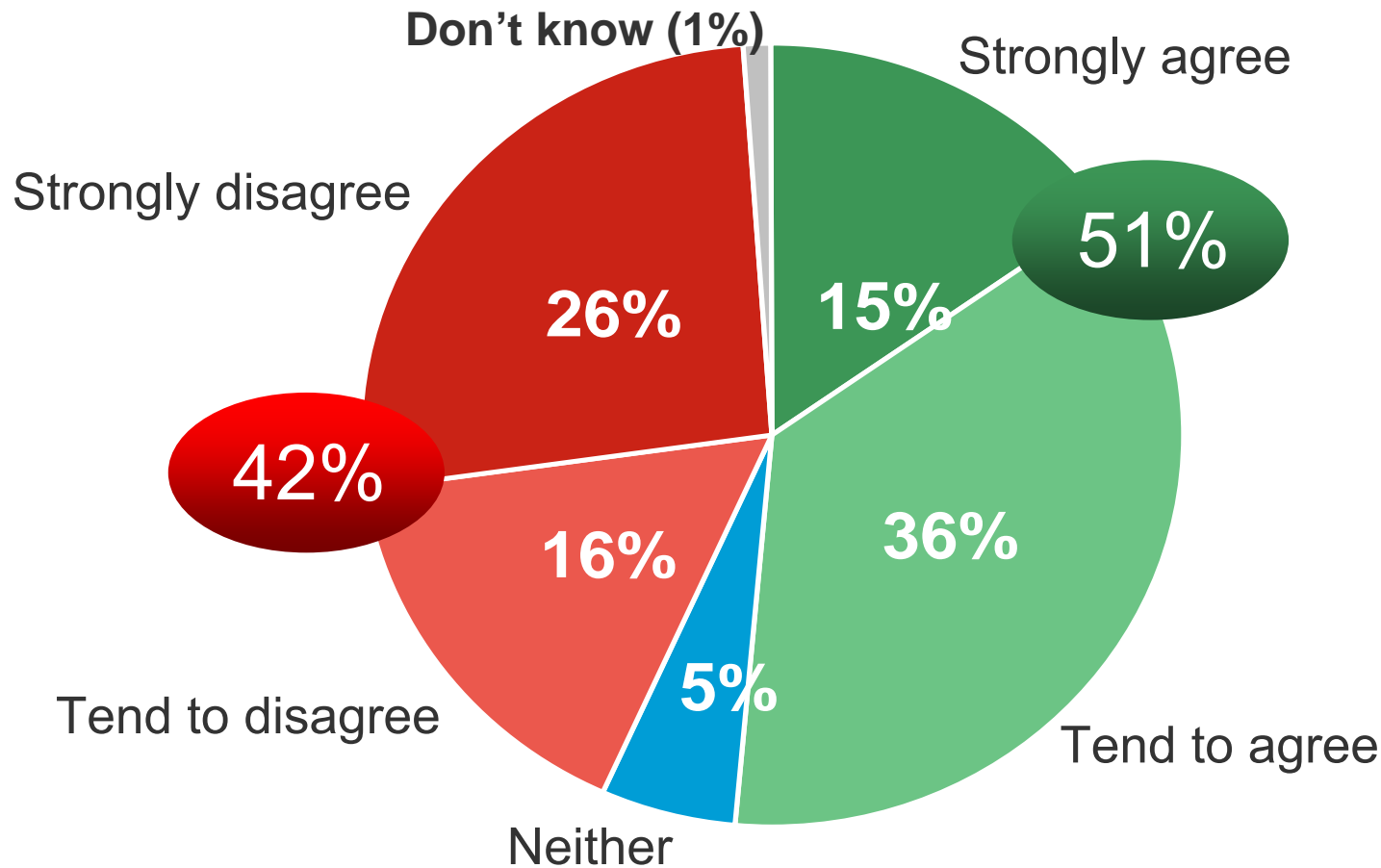
Ipsos MORI

Source: Ipsos MORI Political Monitor



Half agree that Brown is doing a reasonable job in difficult circumstances

To what extent do you agree or disagree that Gordon Brown is doing a reasonable job in difficult circumstances?



	Agree
Con	32%
Lab	81%
LibDem	49%

Base: 1,017 British adults 18+, 12-14 September 2008

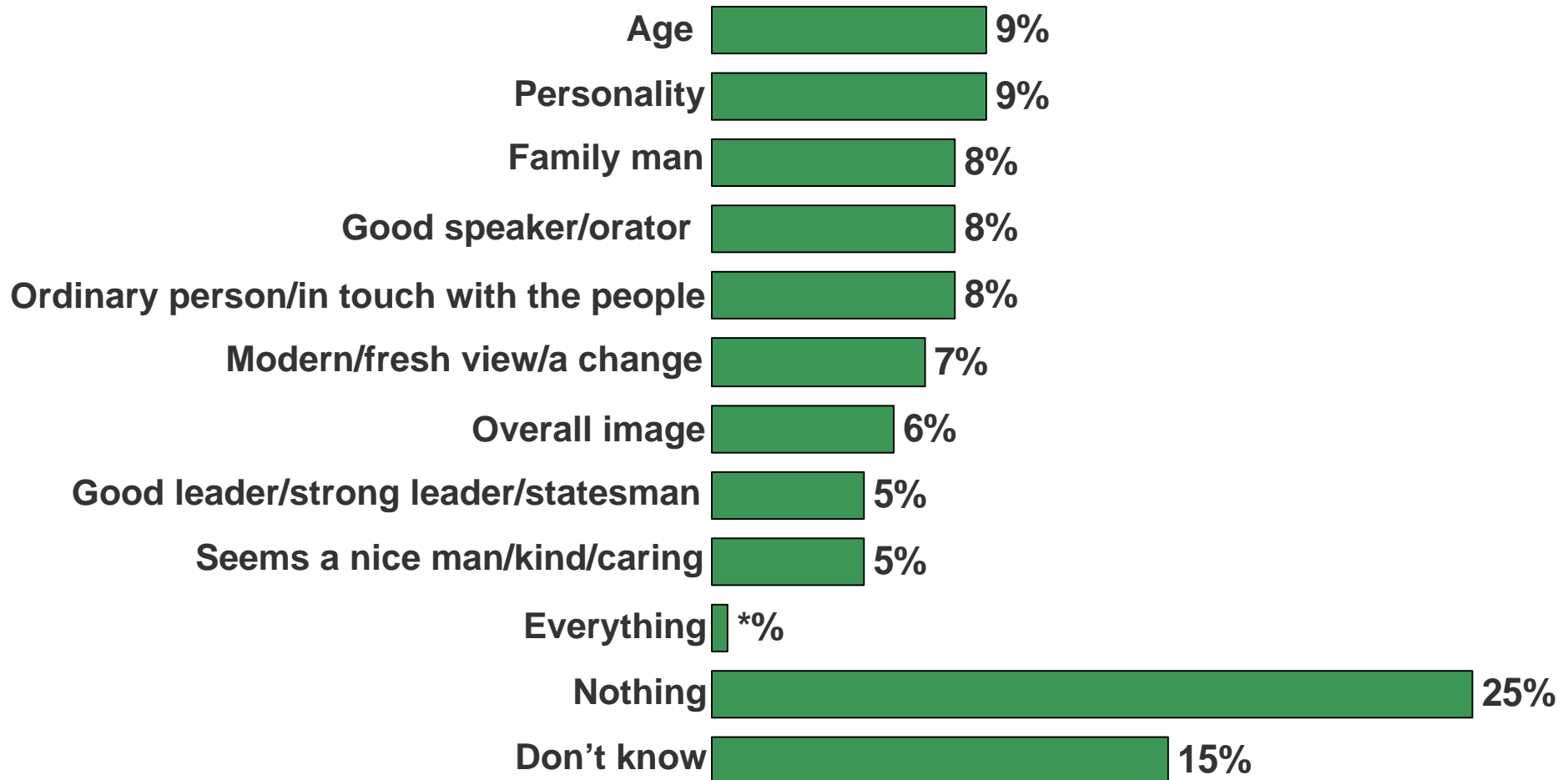
Ipsos MORI

Source: Ipsos MORI Political Monitor



What people like about David Cameron

What would you say are the main things you like about David Cameron? (mentions > 5%)



Base: 1,017 British adults 18+, 12-14 September 2008

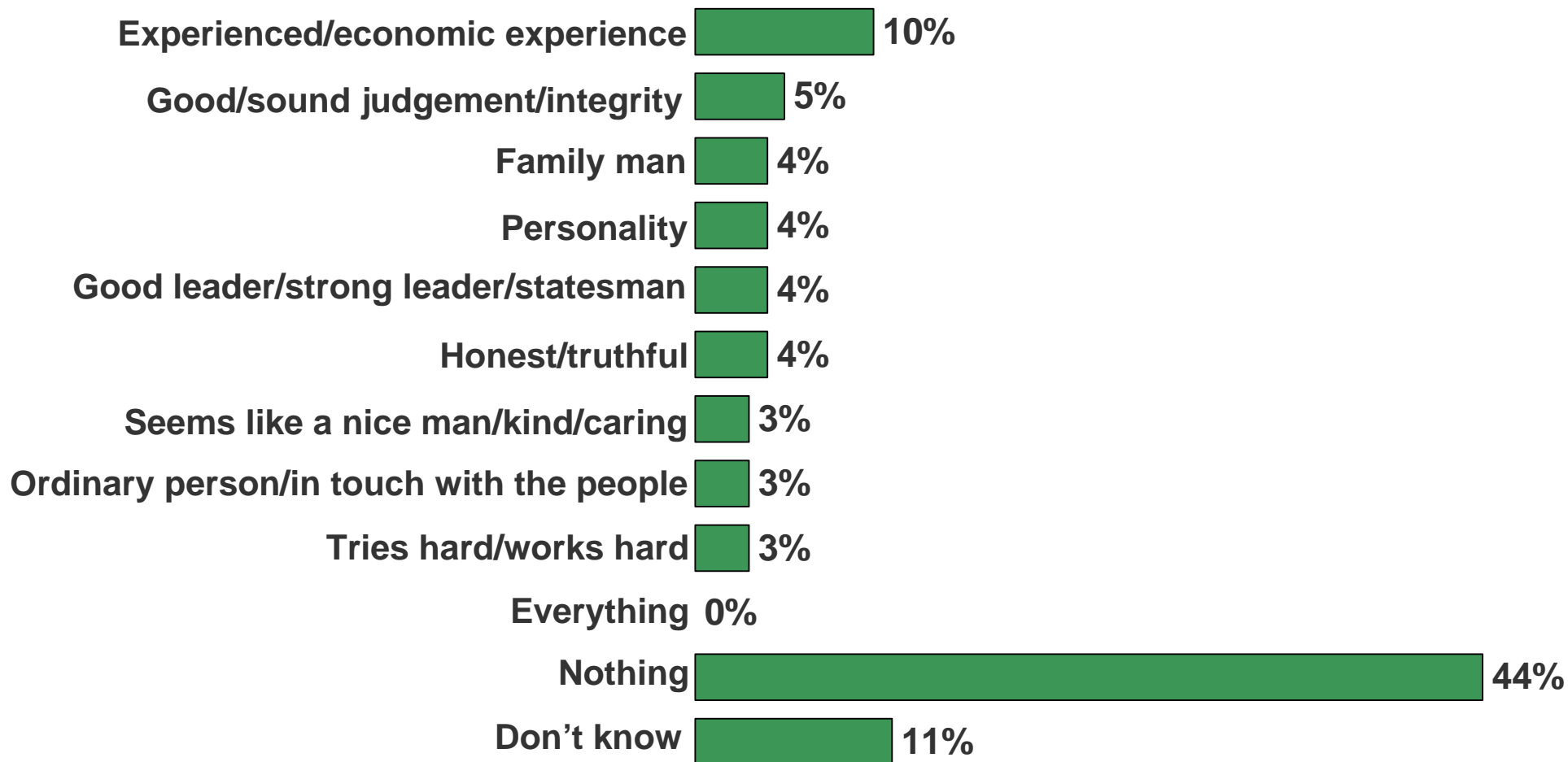
Ipsos MORI

Source: Ipsos MORI Political Monitor



What people like about Gordon Brown

What would you say are the main things you like about Gordon Brown? (mentions > 3%)



Base: 1,017 British adults 18+, 12-14 September 2008

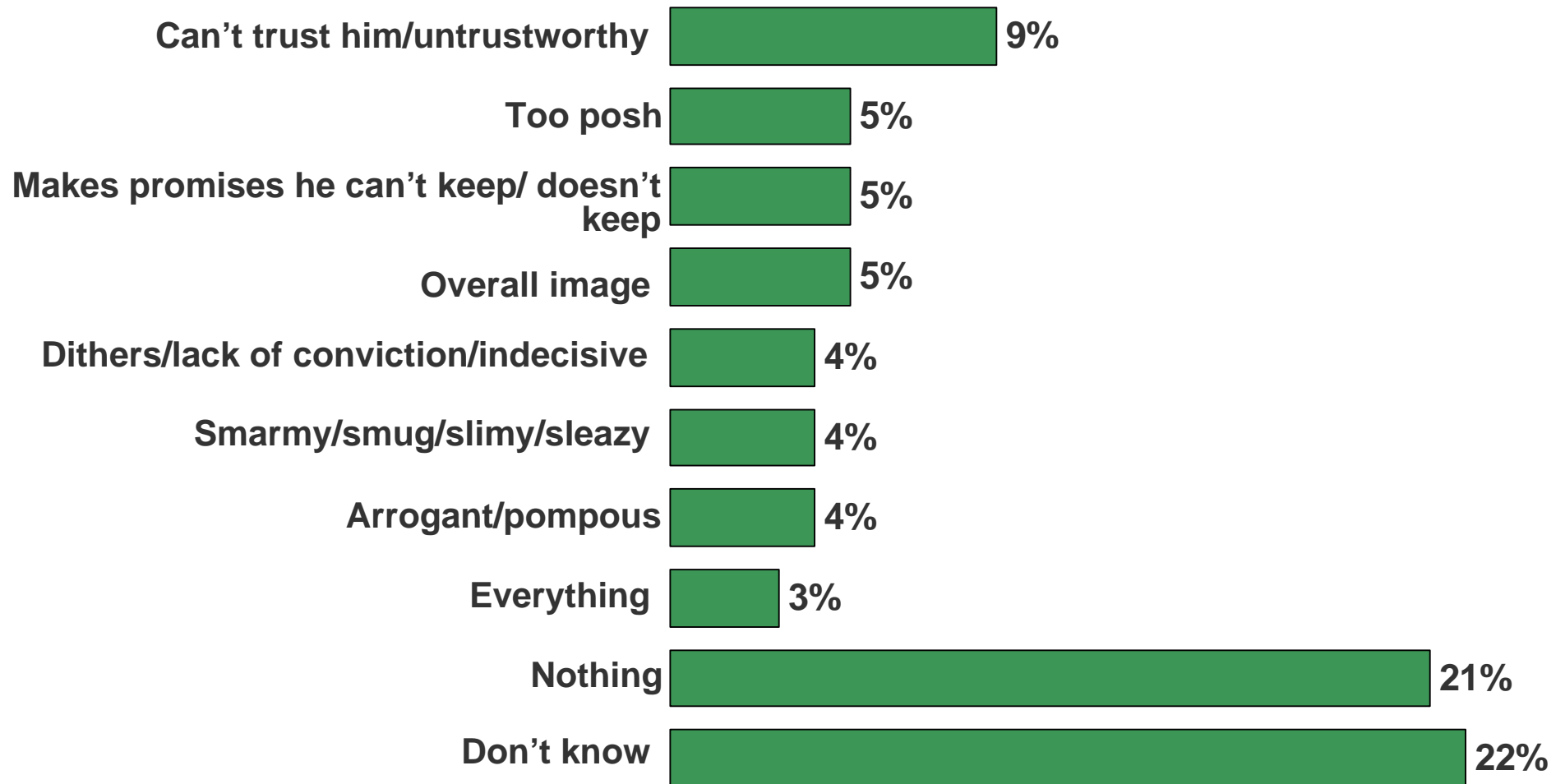
Ipsos MORI

Source: Ipsos MORI Political Monitor



What people dislike about David Cameron

What would you say are the main things you dislike about David Cameron? (mentions > 3%)



Base: 1,017 British adults 18+, 12-14 September 2008

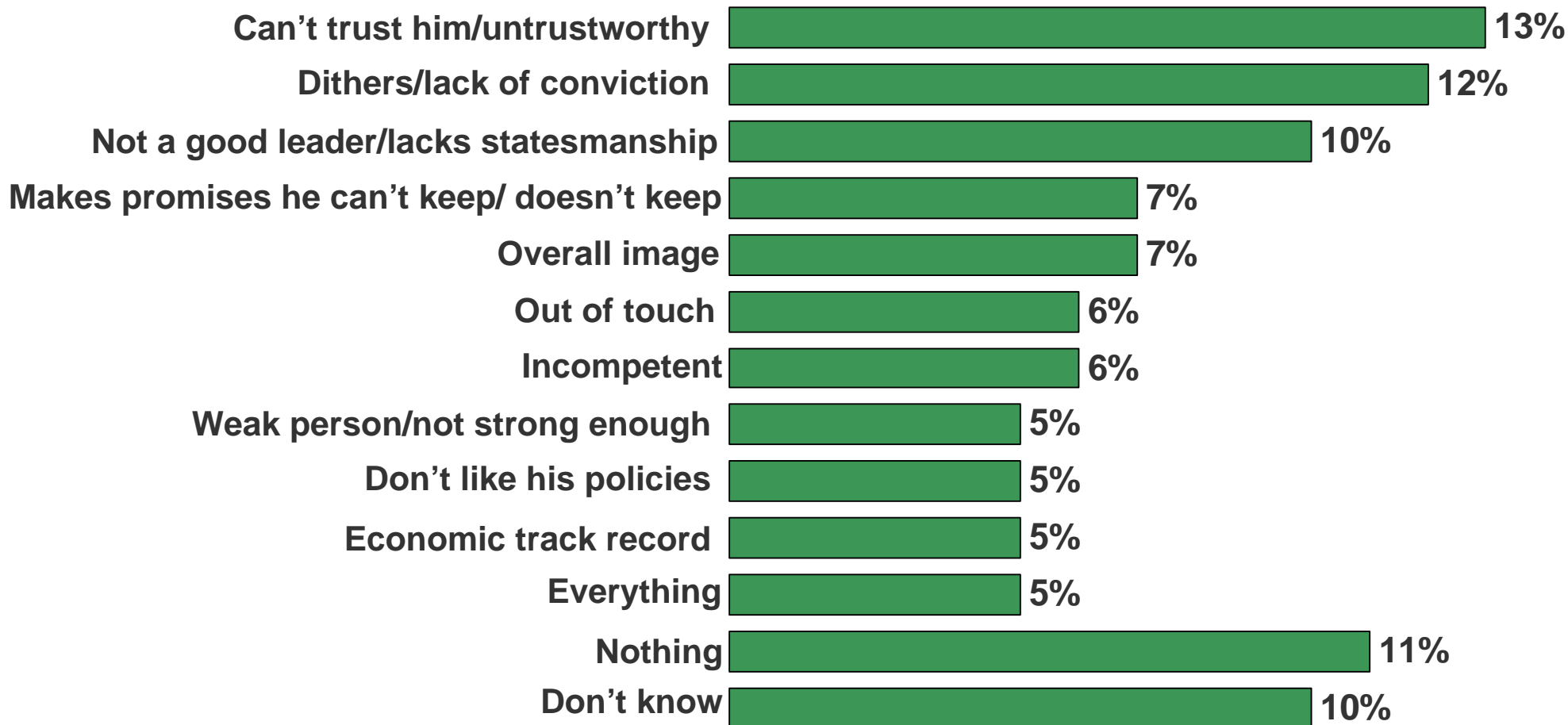
Ipsos MORI

Source: Ipsos MORI Political Monitor



What people dislike about Gordon Brown

What would you say are the main things you dislike about Gordon Brown? (mentions > 5%)



Base: 1,017 British adults 18+, 12-14 September 2008

Ipsos MORI

Source: Ipsos MORI Political Monitor



What kind of Prime Minister would you prefer?

For each of these statements, please tell me which one comes closest to your ideal.

I would prefer a Prime Minister who mainly trusts his own judgment and experience to make decisions

32%

64%

I would prefer a Prime Minister who mainly acts on the views and opinions of the general public to make decisions

I would prefer a Prime Minister who is generally similar to me in terms of background and experience

24%

71%

I would prefer a Prime Minister who is better qualified than me in terms of background and experience

Questions, comments,
queries:

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