



# Political Monitor Trends

**September 2009**

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**Ipsos MORI**

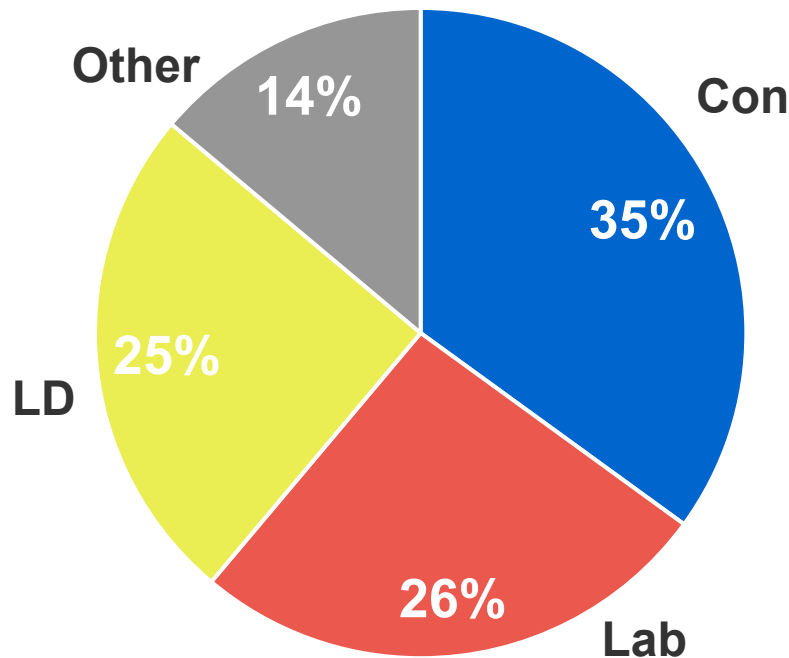


# Voting Intentions

# Voting Intention: all giving an opinion vs. those "certain to vote"

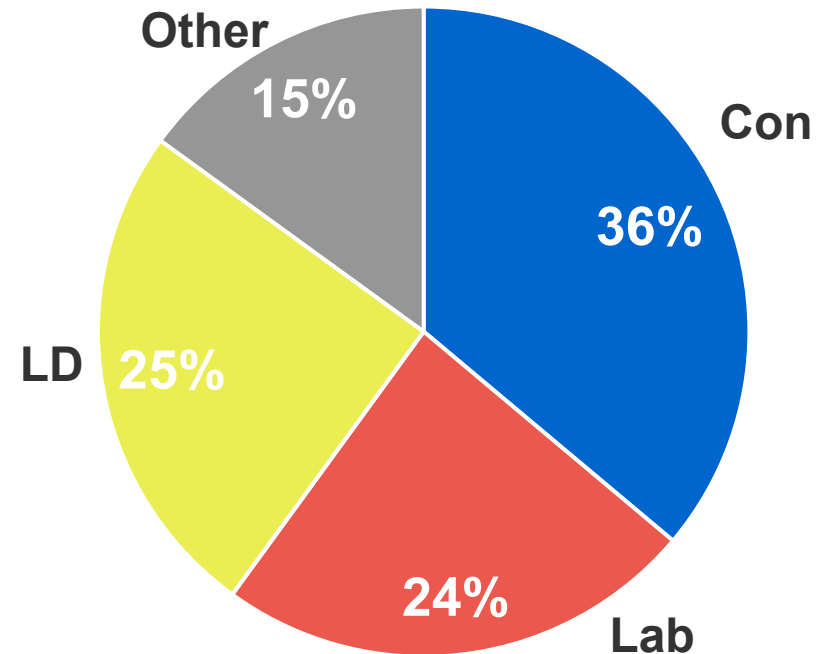
*How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (80%)**



**Conservative lead = +9**

**All certain to vote (53%)**



**Conservative lead = +12**

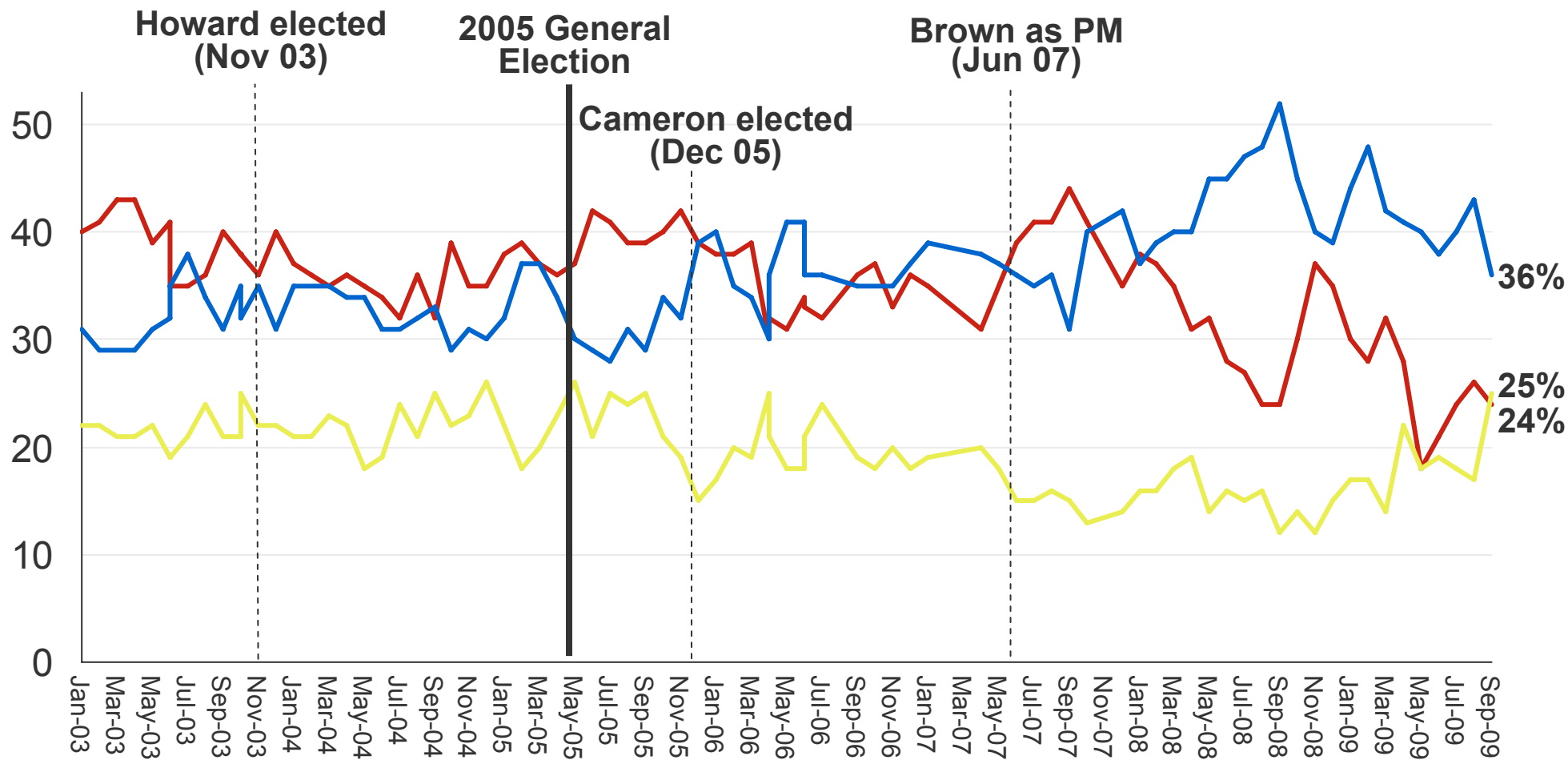
Base: All giving a voting intention = 80% (815); All certain to vote = 50% (530); data Ipsos MORI collected among 1,003 British adults 18+, 25th-27th September 2009

Source: Ipsos MORI Political Monitor



# Voting Intentions Jan 03 – September 09 (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

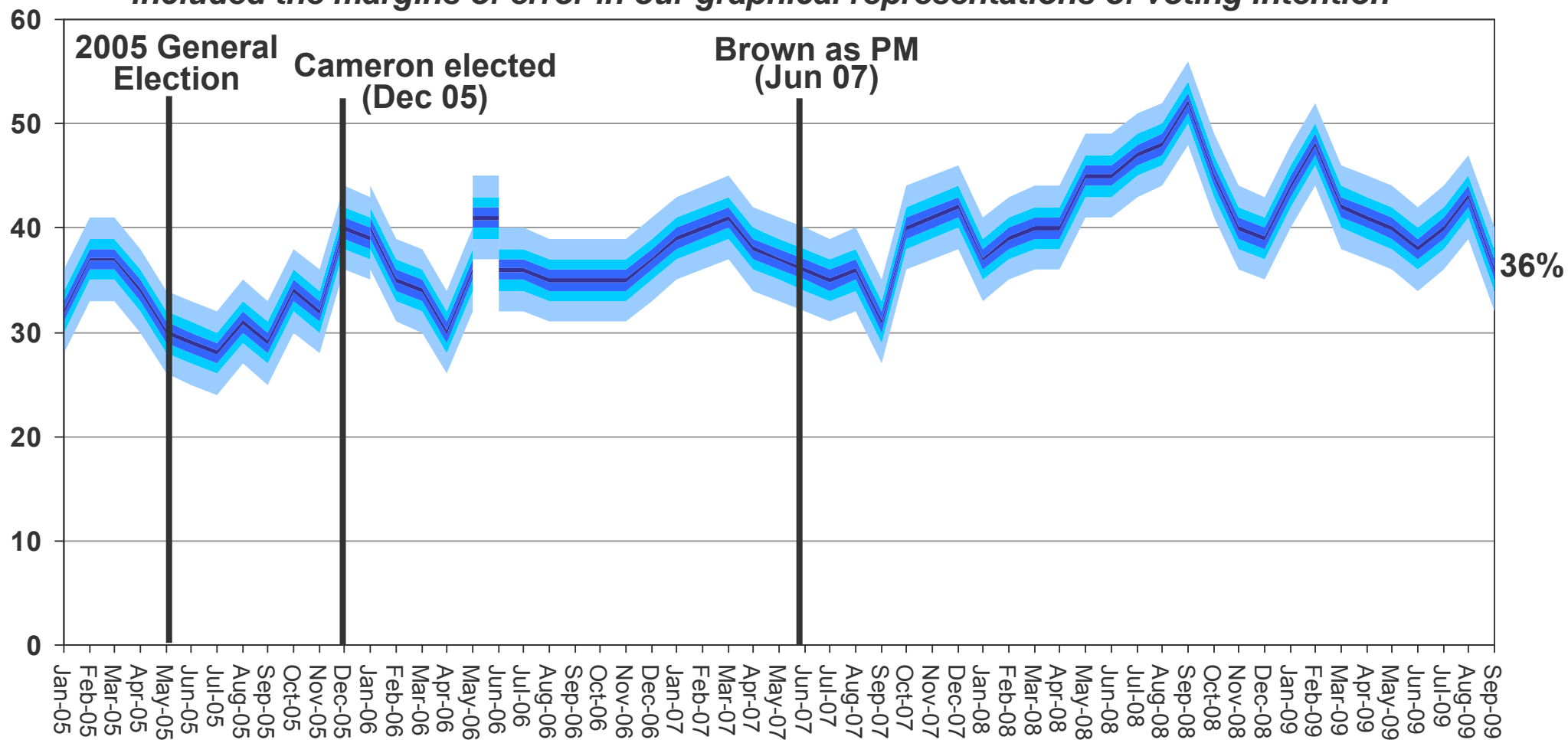
Source: Ipsos MORI Political Monitor



# Conservative vote share including margins of error

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

*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*



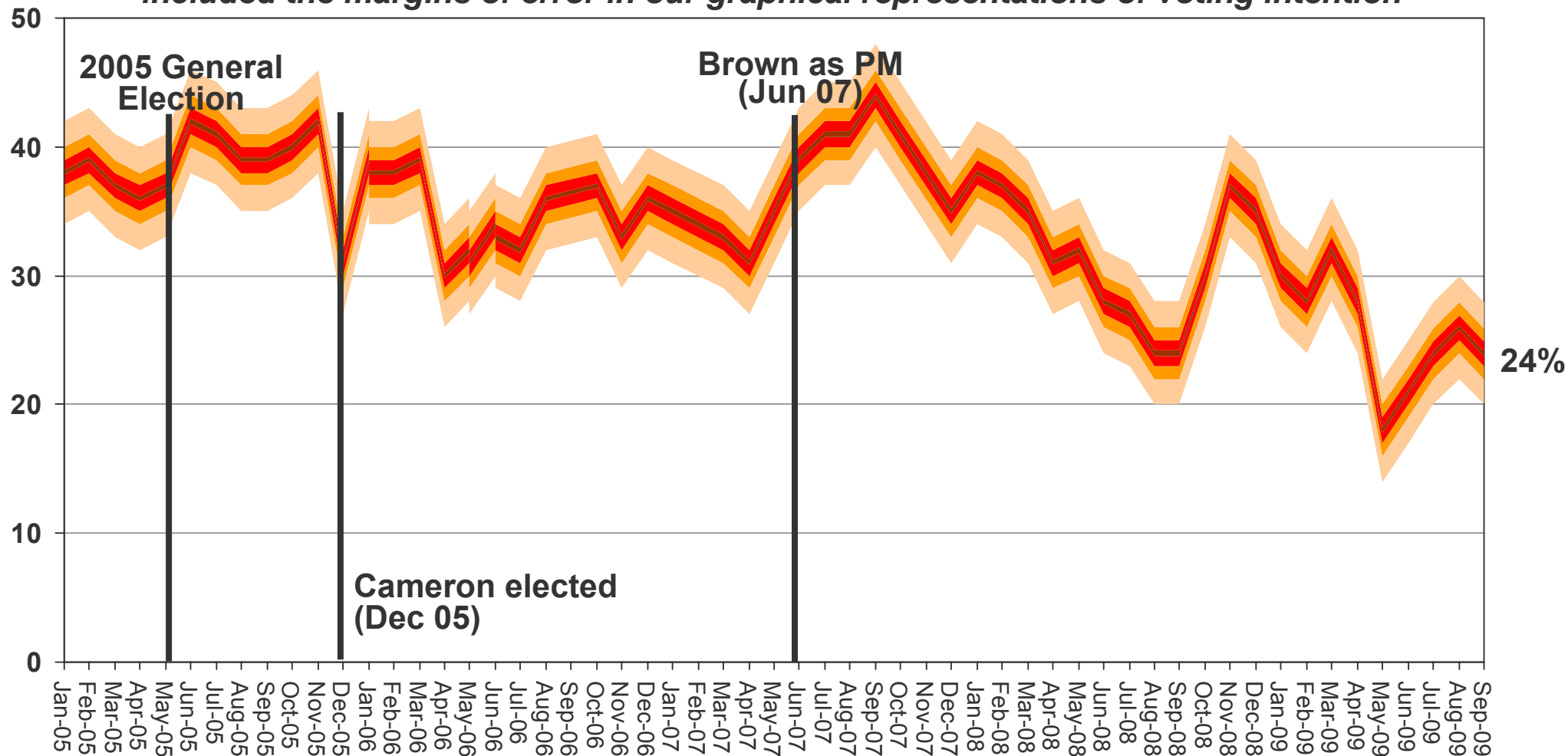
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Labour vote share including margins of error

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

*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*



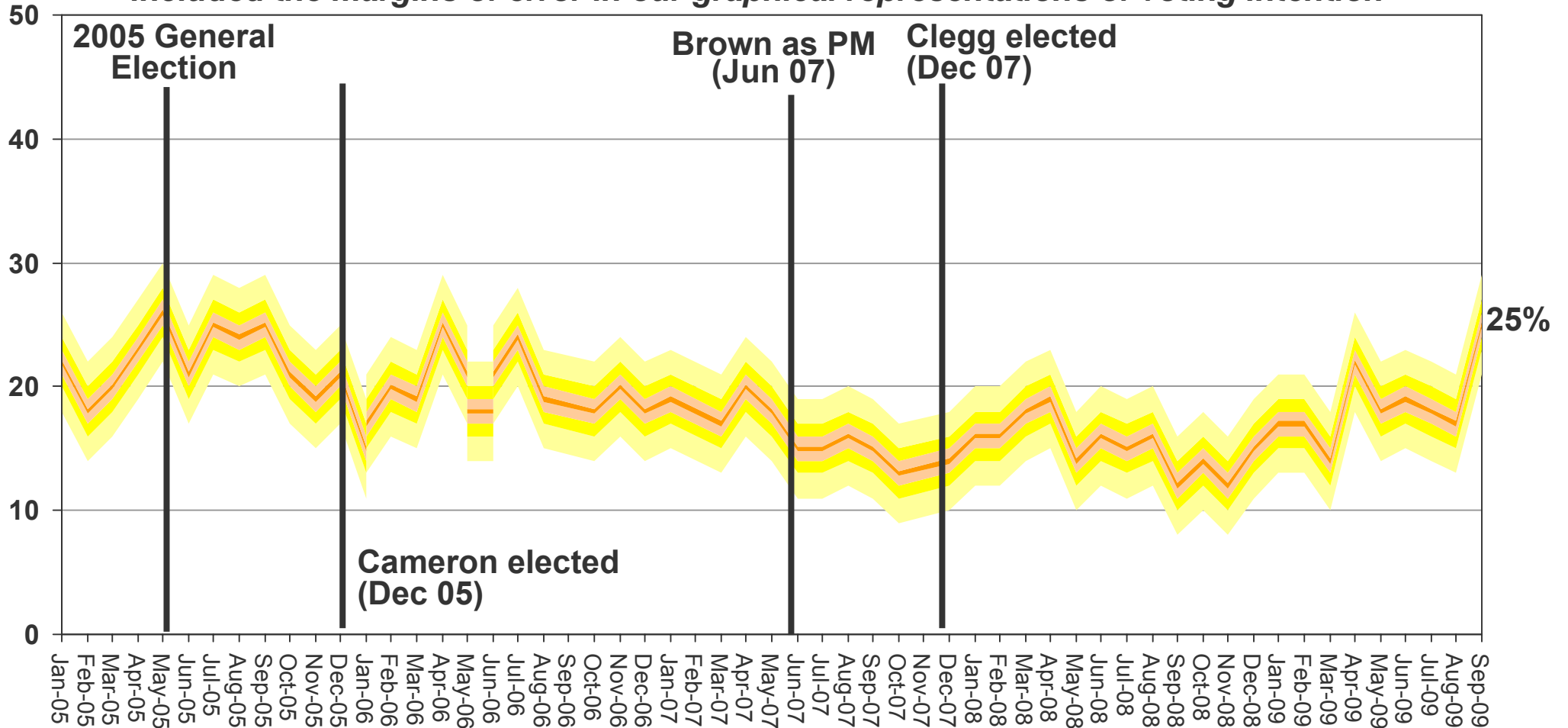
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Liberal Democrat vote share including margins of error

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

*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*

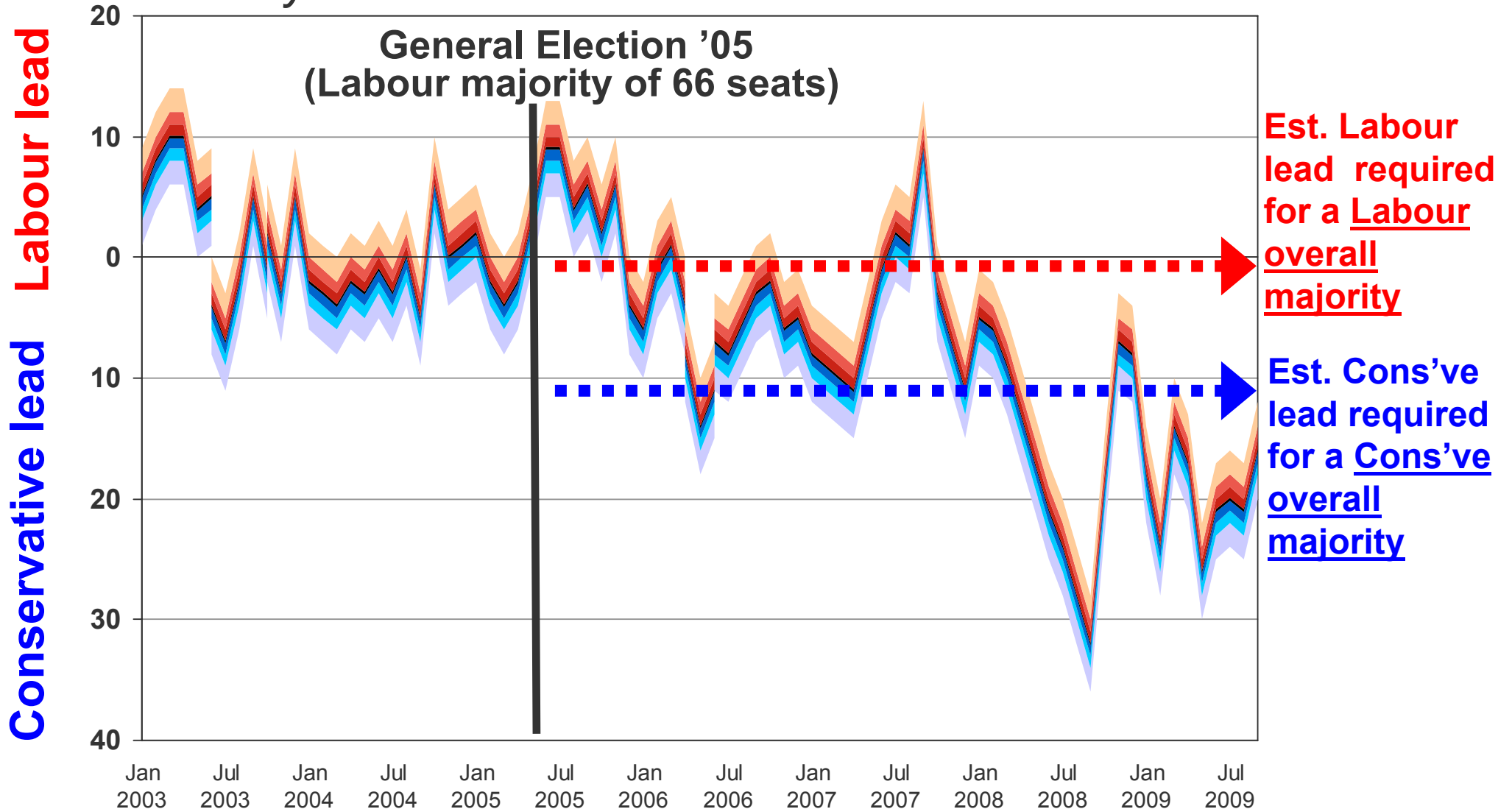


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins

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

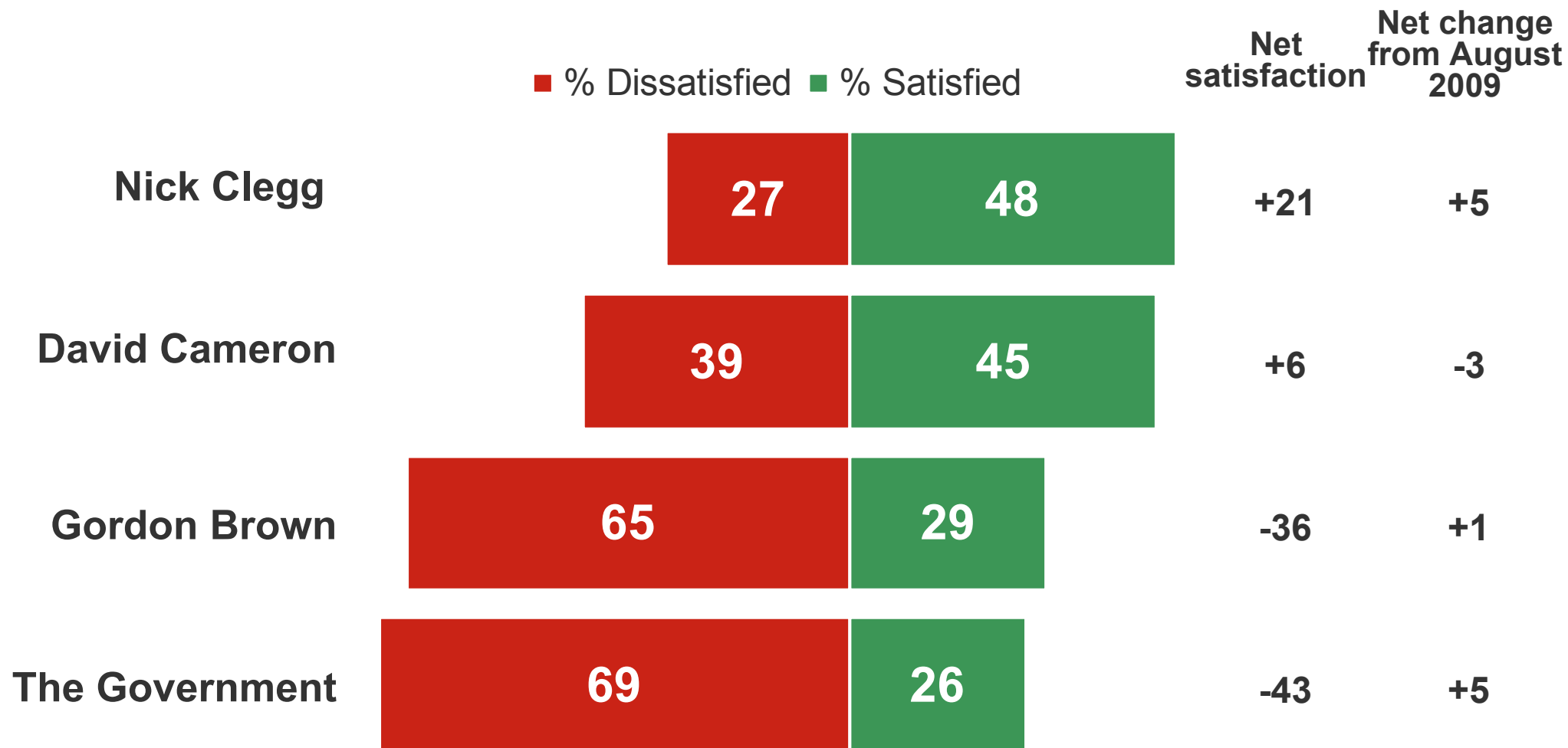




# Satisfaction

# Satisfaction with leaders and the Government

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



Base: 1,003 British adults 18+, 25th-27th September 2009

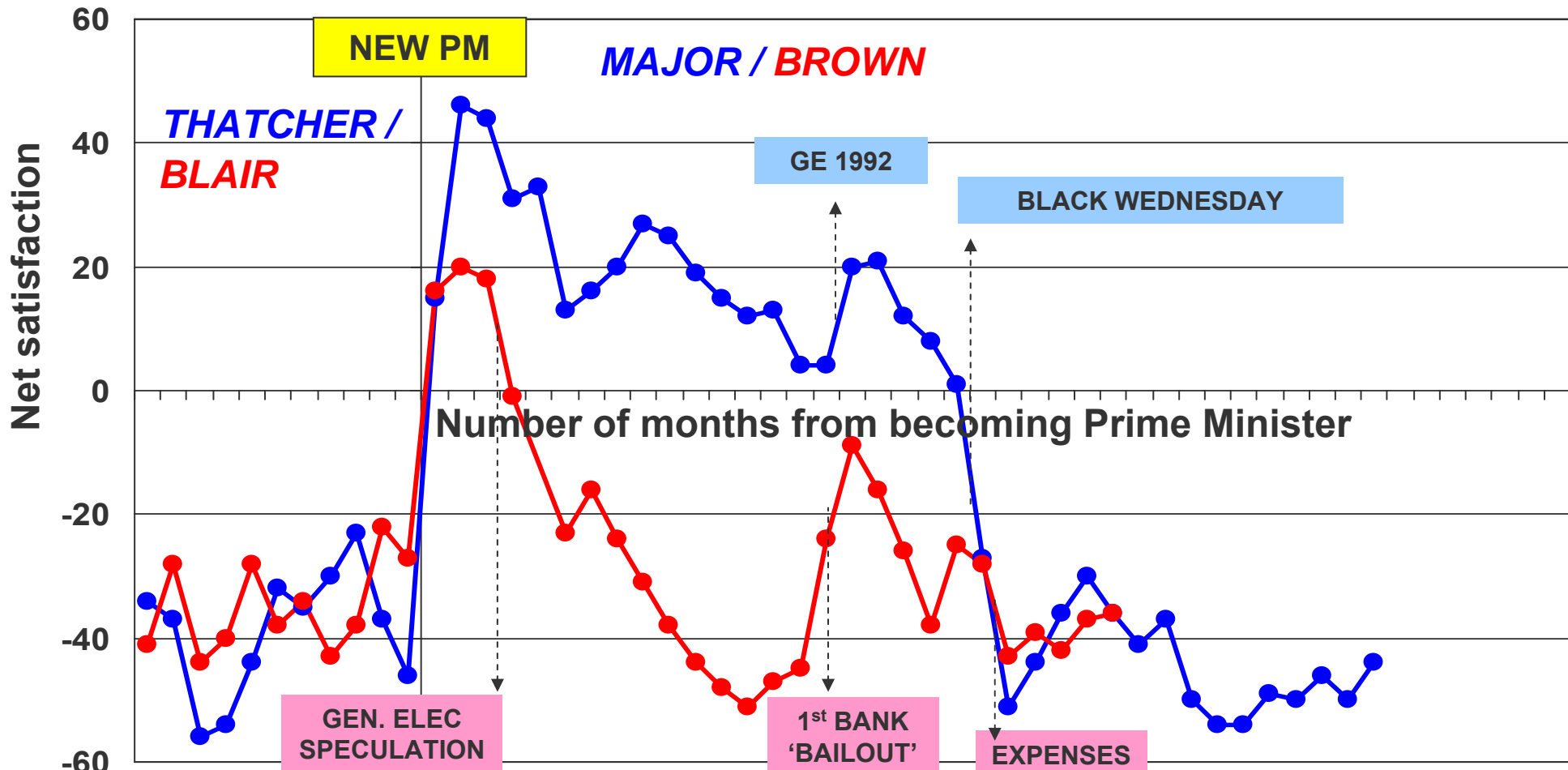
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Net satisfaction with 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

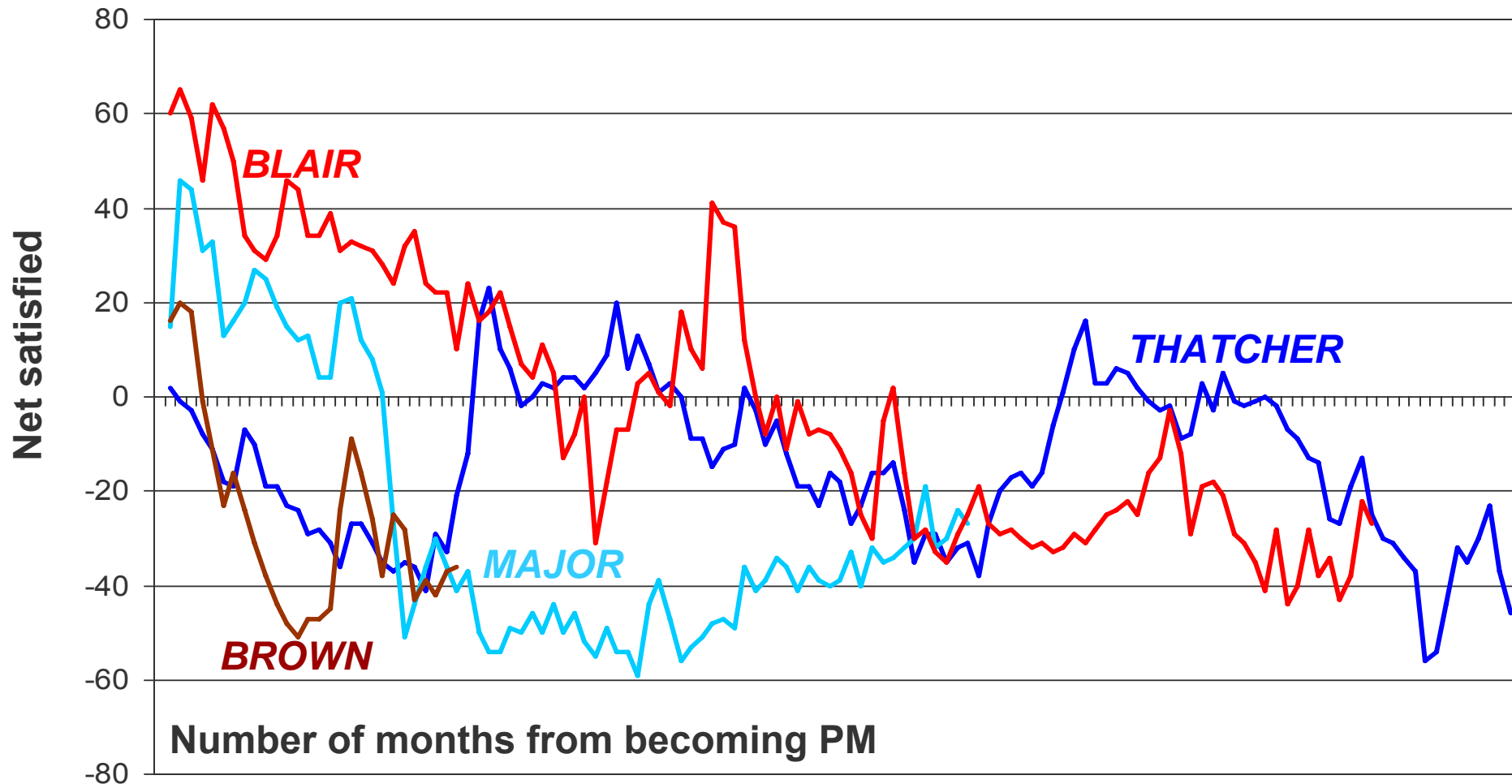
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979–2009)

*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

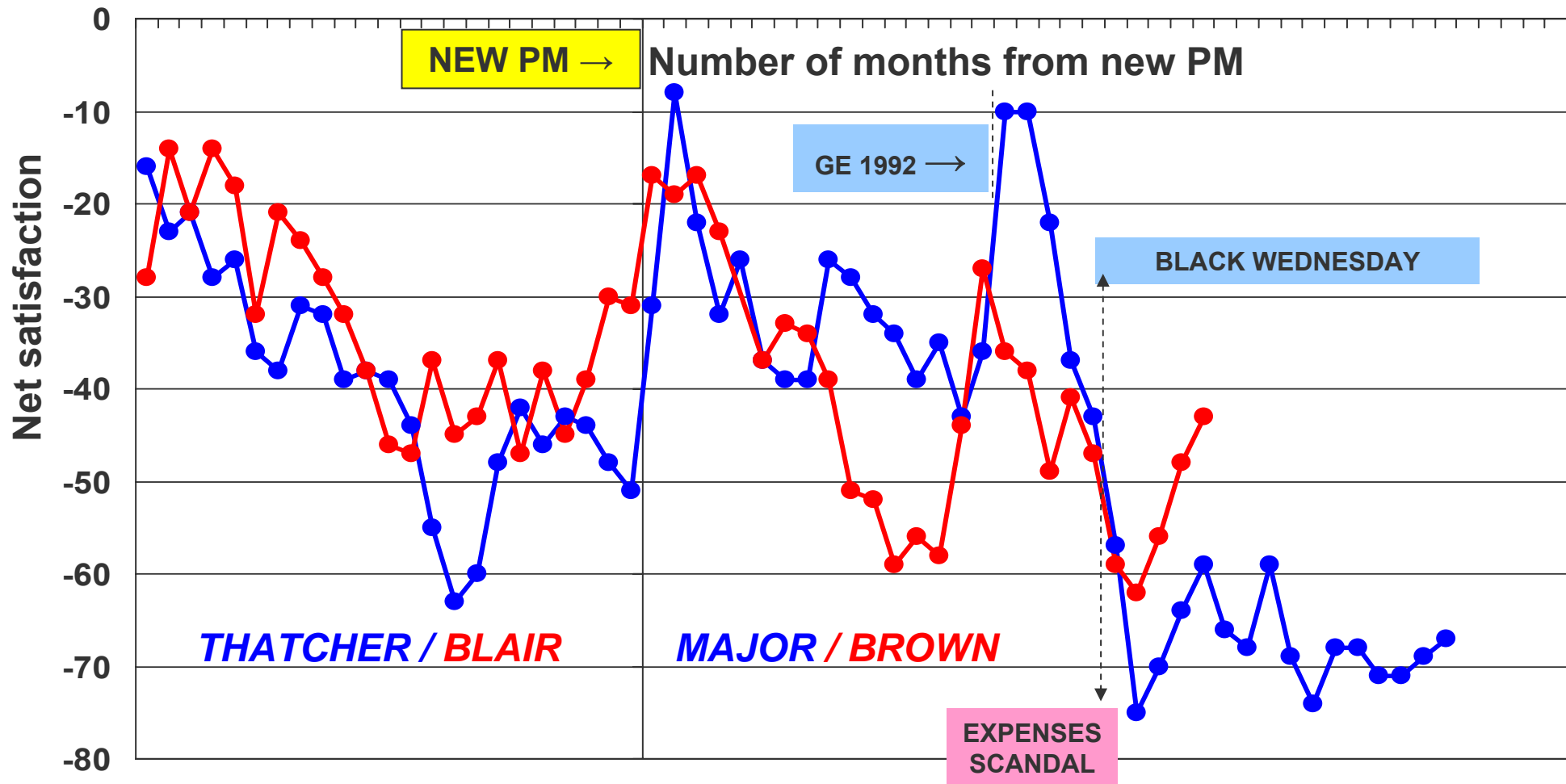
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with 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

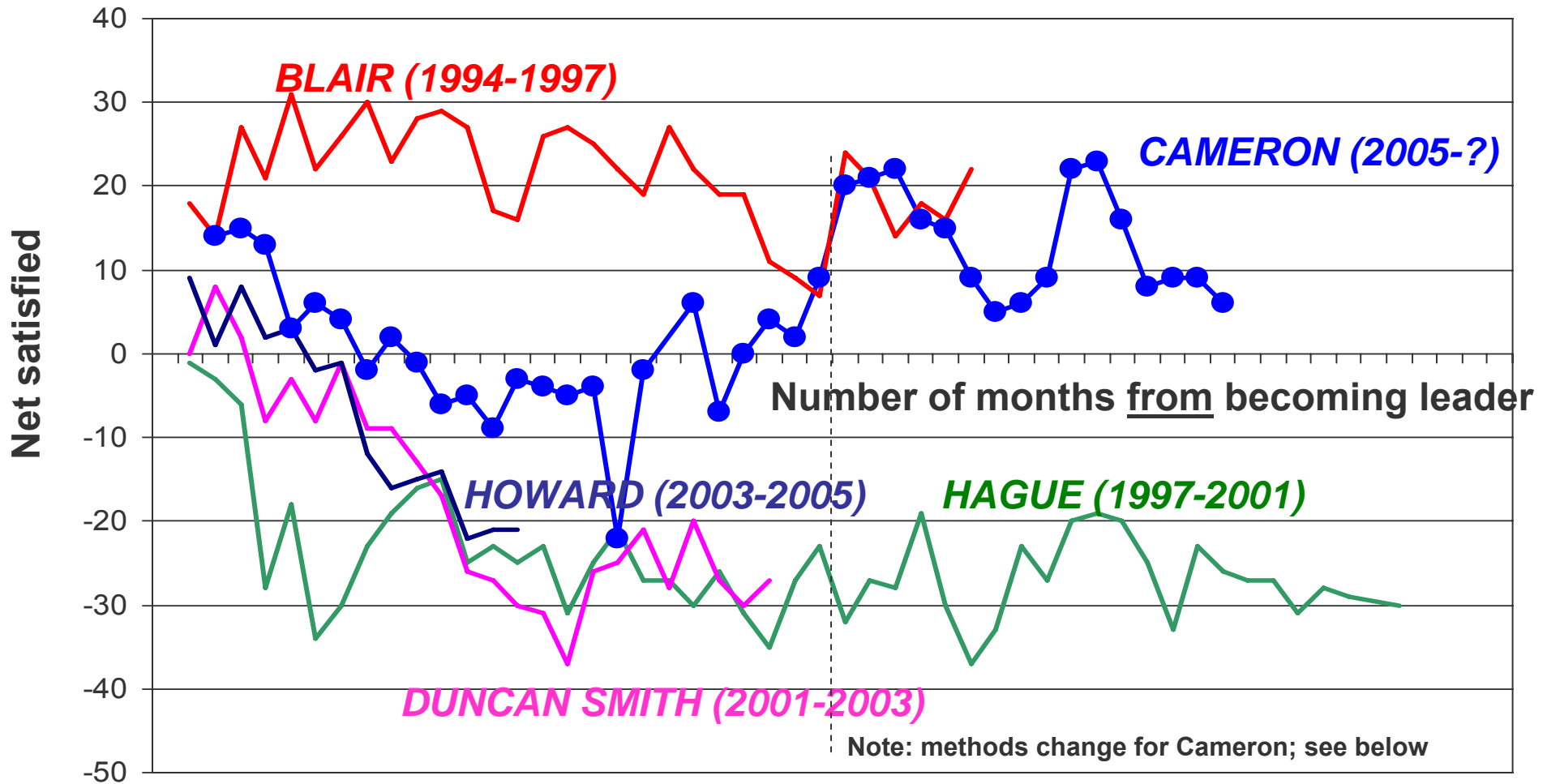
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1994 – 2009)

*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

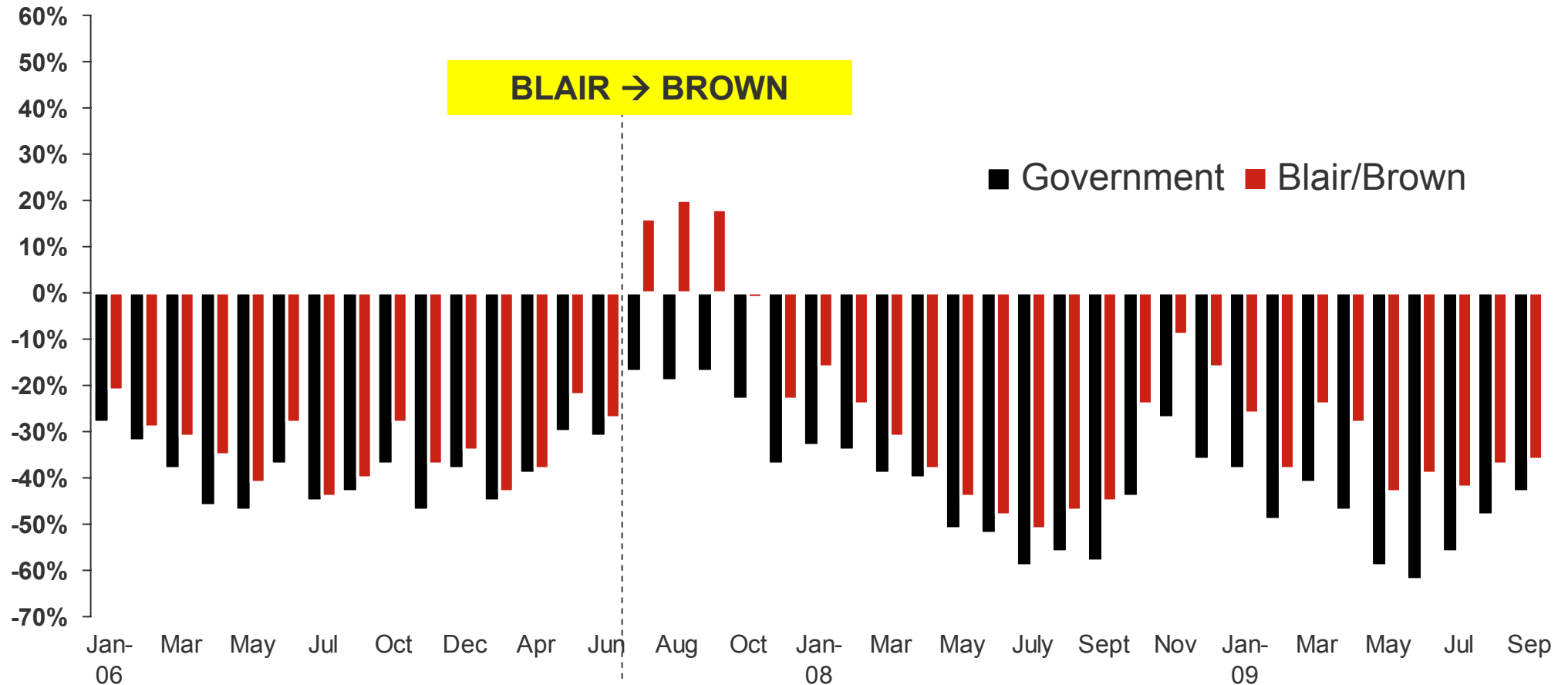
Source: Ipsos MORI Political Monitor



# The Government and Prime Minister

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

Net satisfied (+/-)



Base: c. 1,000 British adults each month

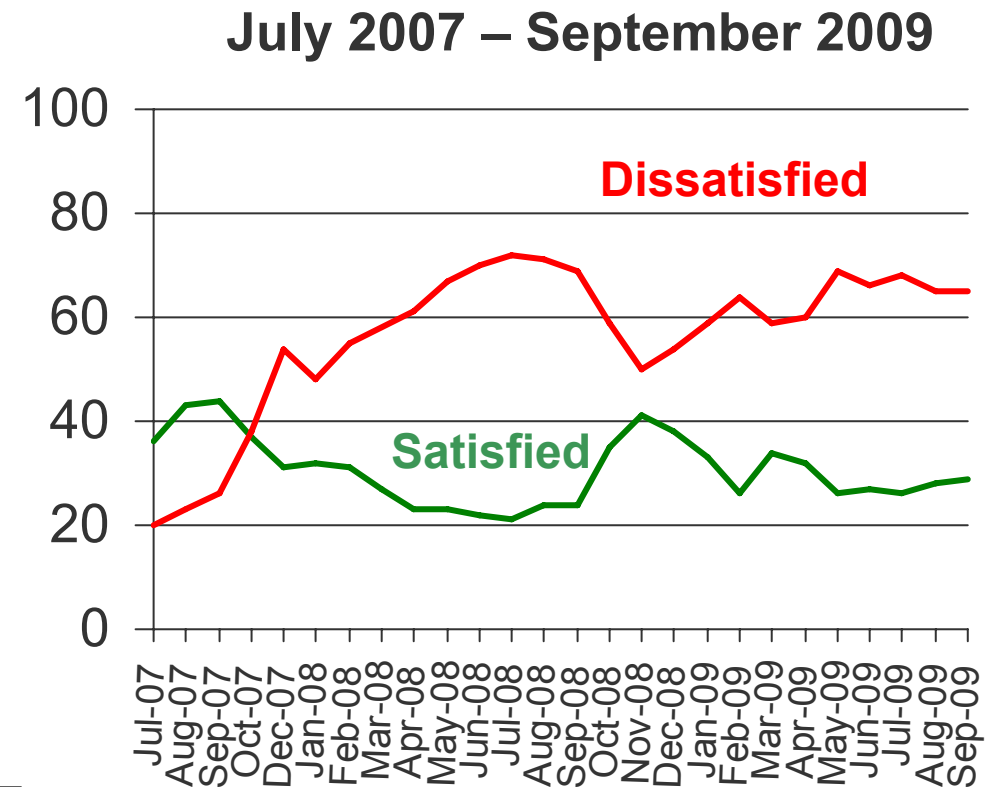
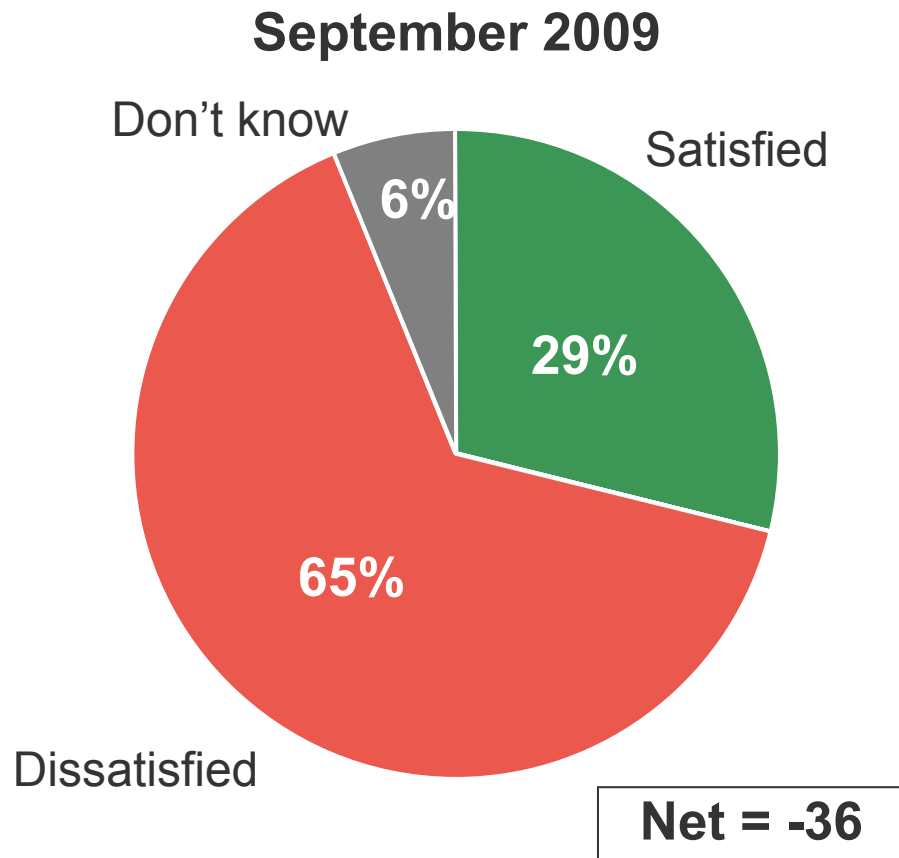
Source: Ipsos MORI Political Monitor

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)

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



Base: 1,003 British adults 18+, 25th-27th September 2009

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

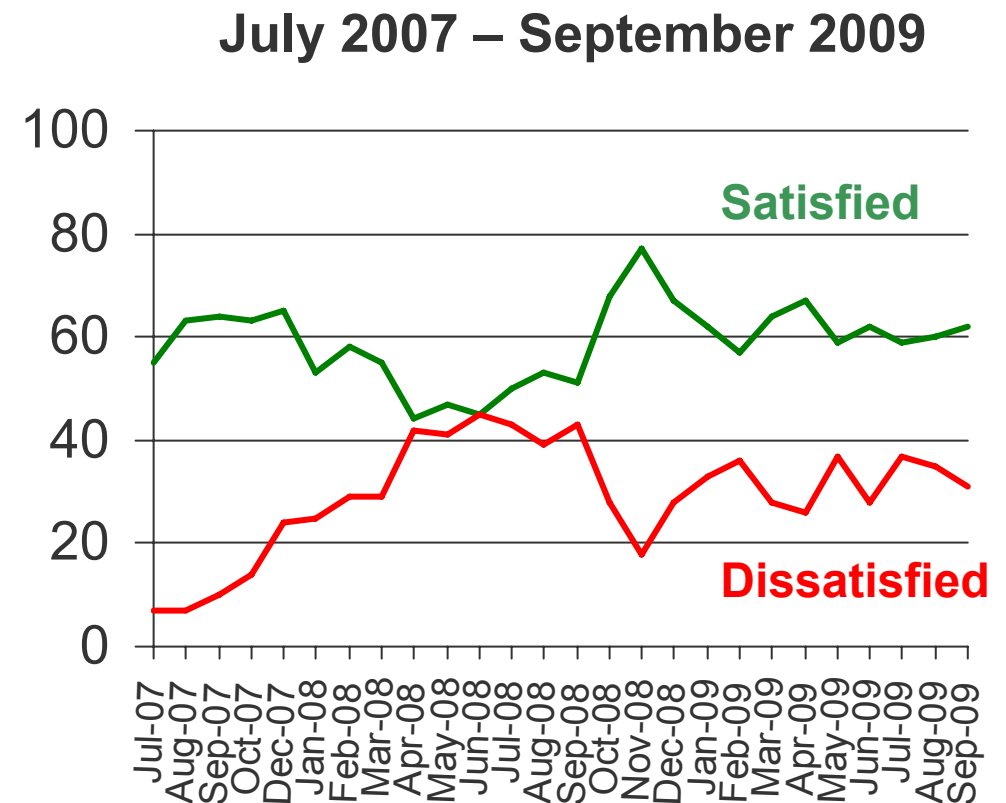
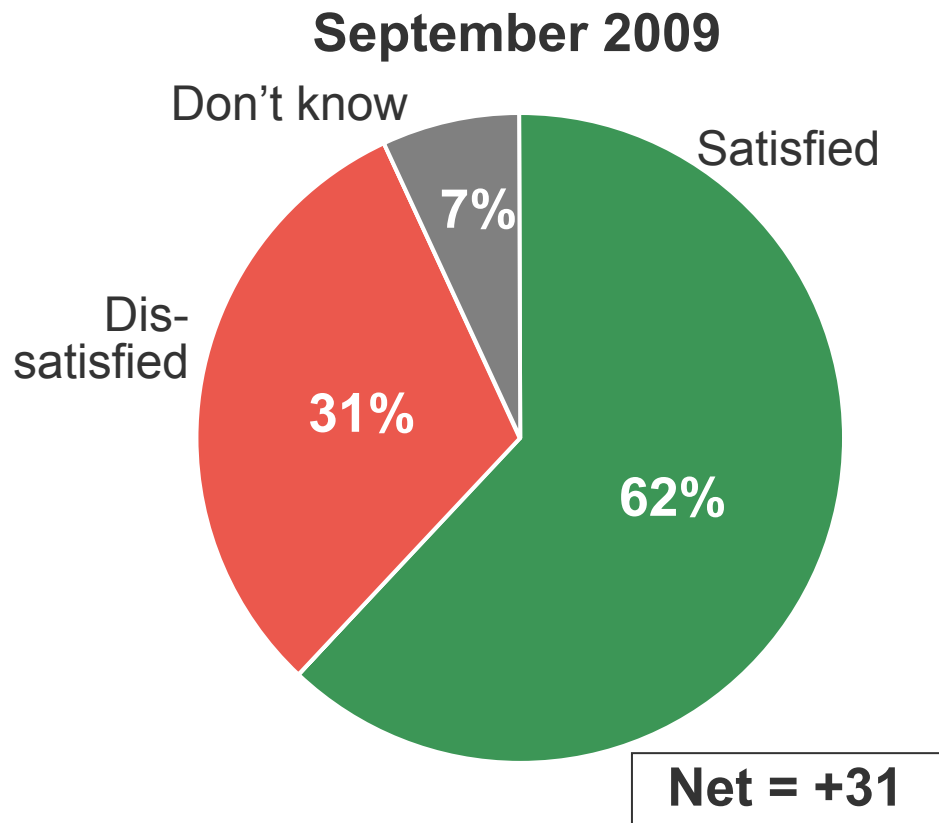
Source: Ipsos MORI Political Monitor





# Gordon Brown (satisfaction among Labour supporters)

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



Base: 215 Labour supporters 18+, 25<sup>th</sup>-27<sup>th</sup> September 2009

**Ipsos MORI**

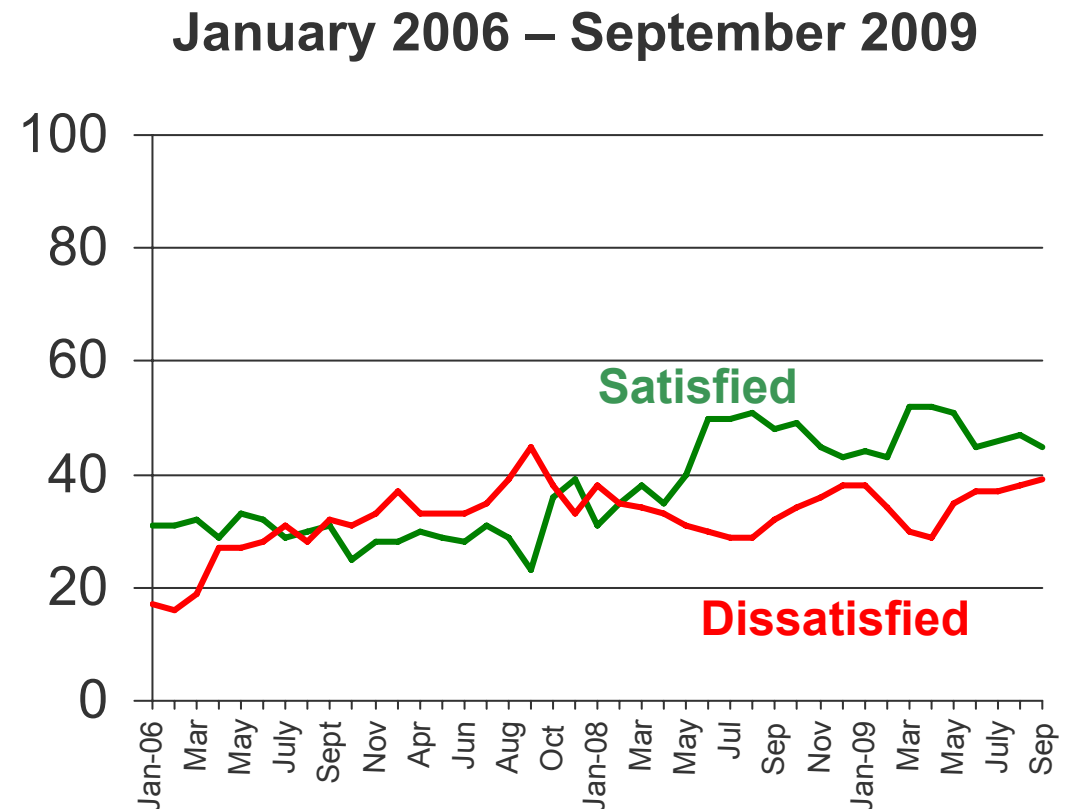
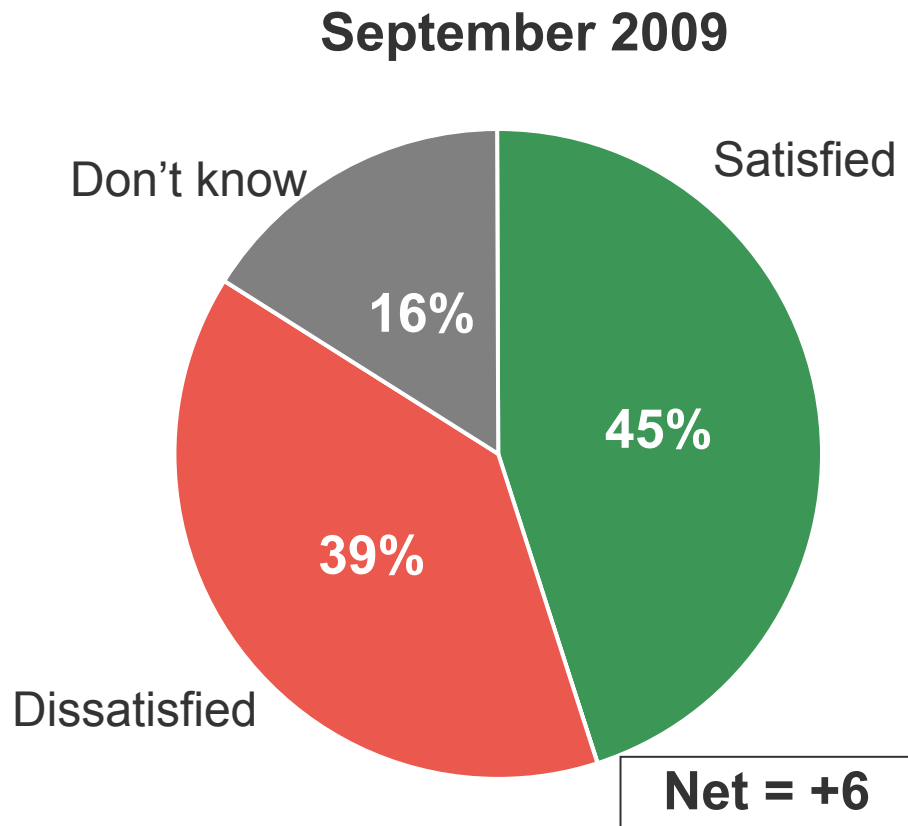
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,003 British adults 18+, 25th-27th September 2009

Ipsos MORI

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

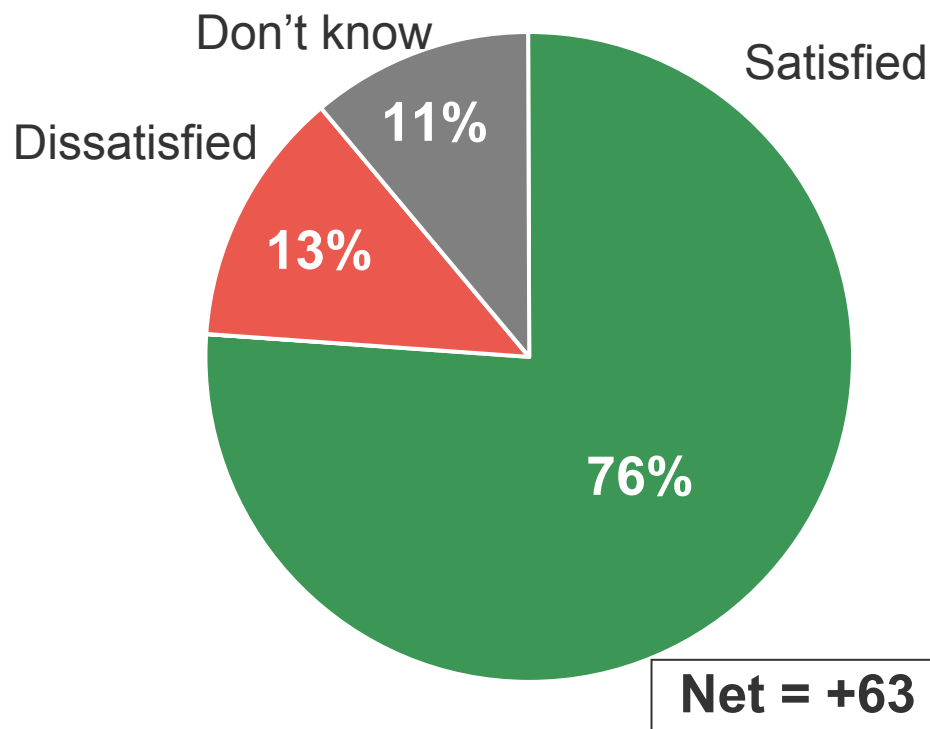
Source: Ipsos MORI Political Monitor



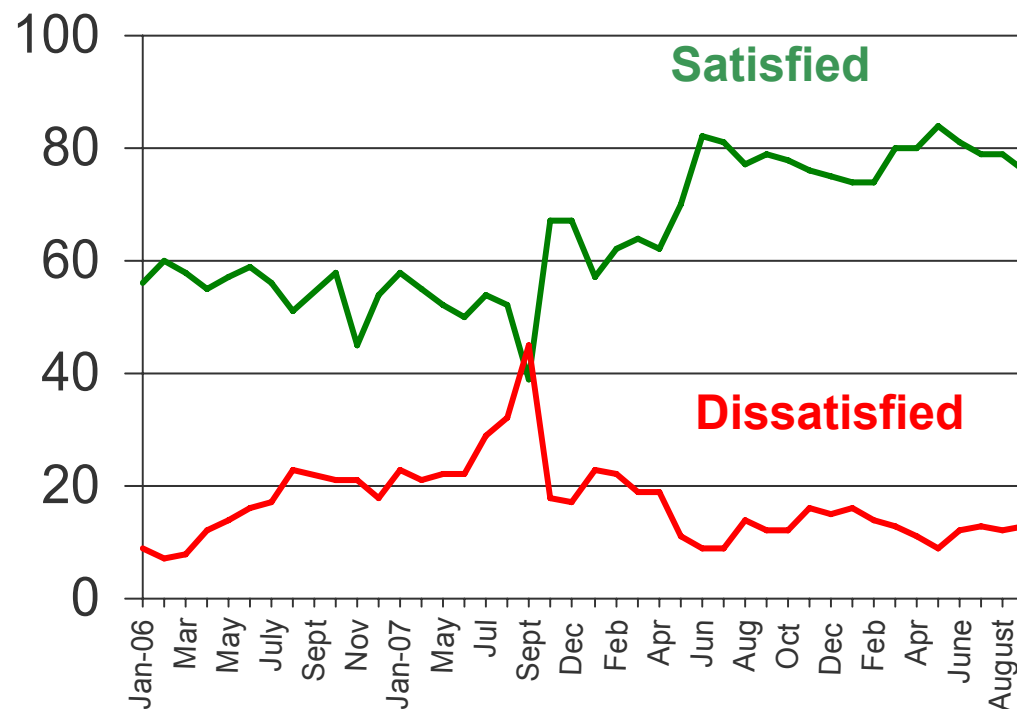
# David Cameron (satisfaction among Tory supporters)

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

**September 2009**



**January 2006 – September 2009**



Base: 285 Conservative supporters 18+, 25<sup>th</sup>-27<sup>th</sup> September 2009

**Ipsos MORI**

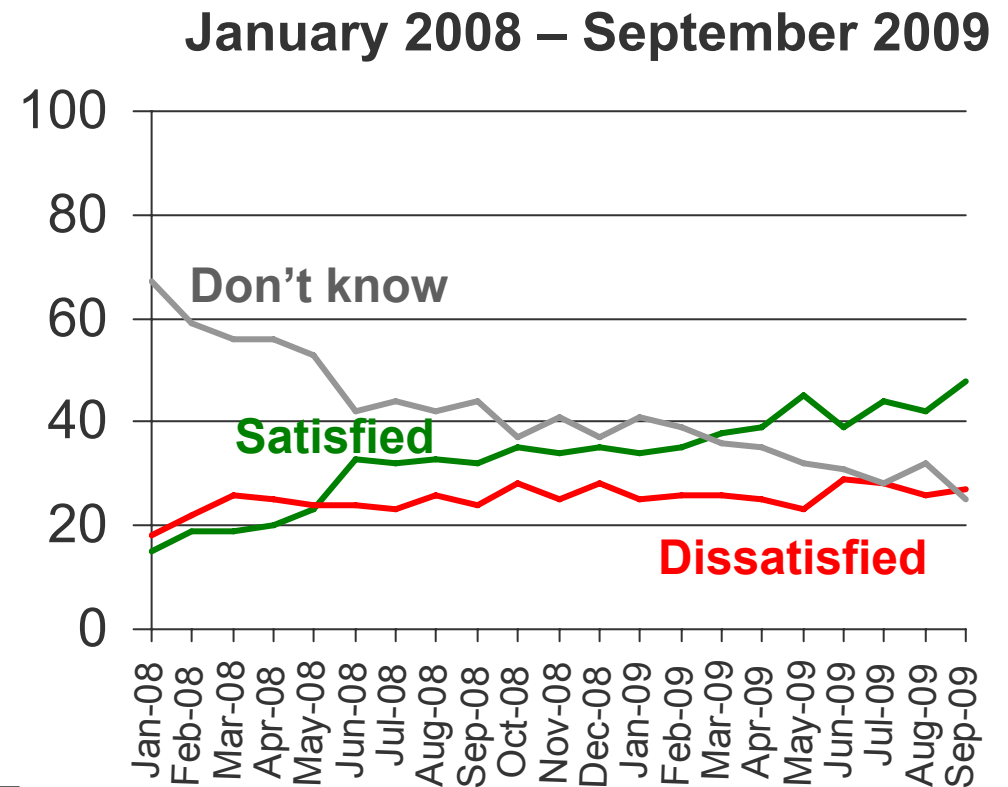
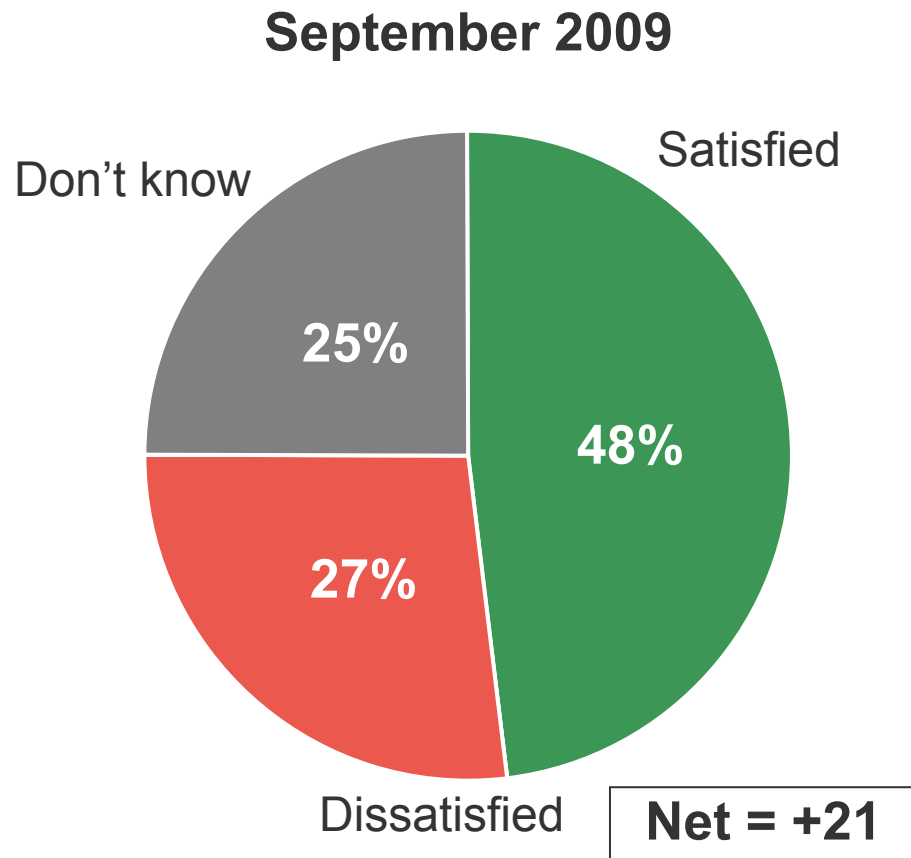
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,003 British adults 18+, 25th-27th September 2009

**Ipsos MORI**

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

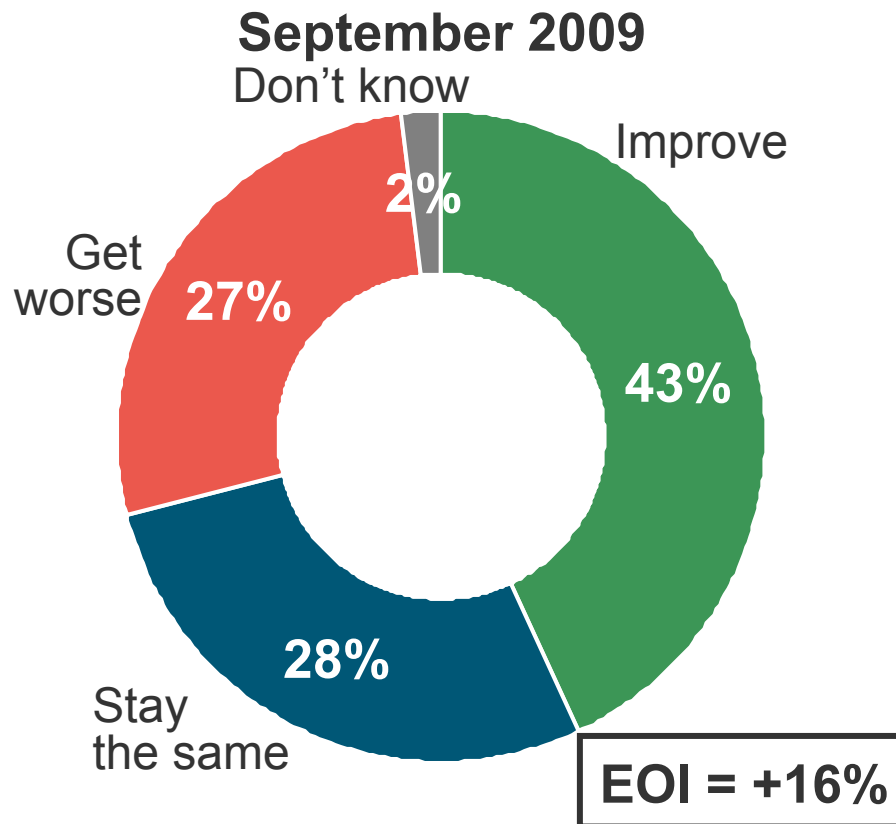
Source: Ipsos MORI Political Monitor



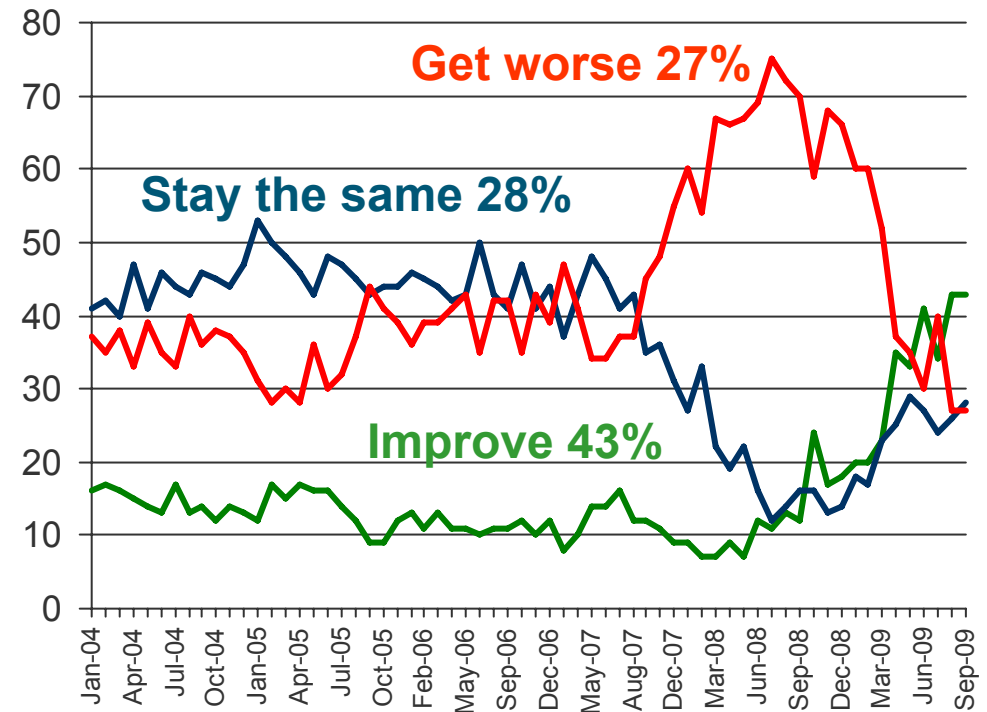
# Economic Optimism

# 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 – September 2009**



Base: 1,003 British adults 18+, 25th-27th September 2009

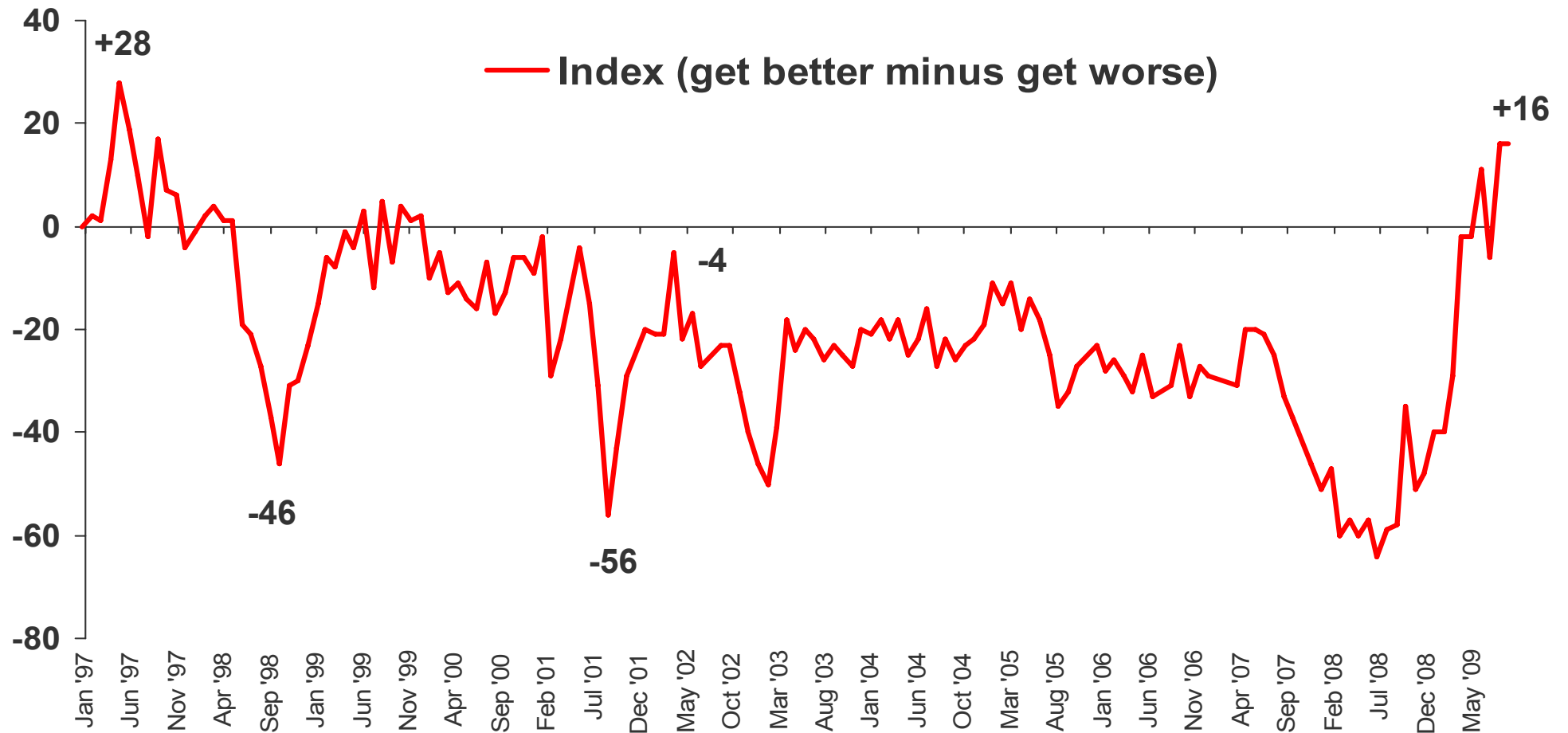
Ipsos MORI

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

*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

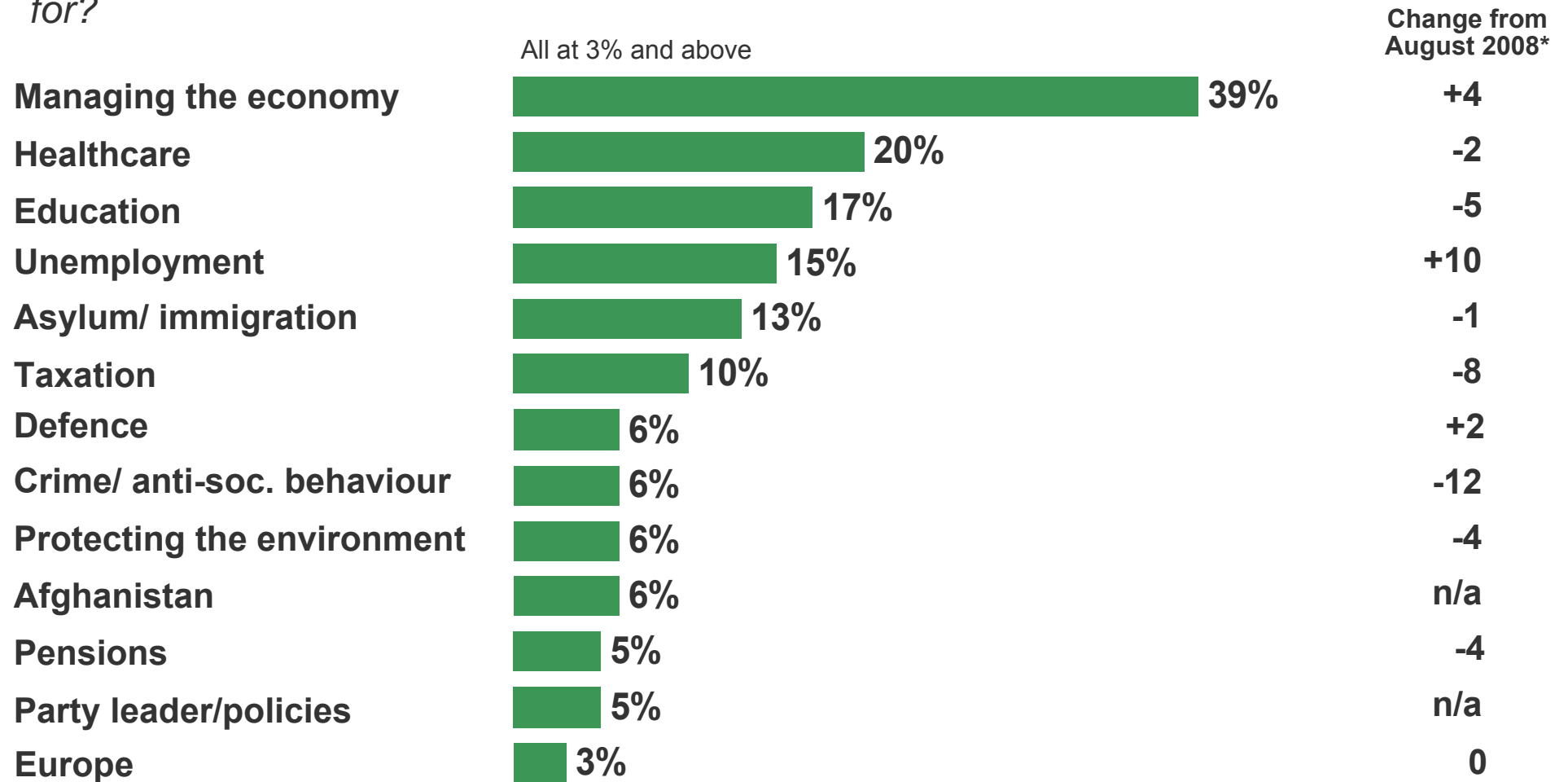




# Extra questions for September 2009 Party Conferences

# Most important election issues

*Looking ahead of the next General Election, which, if any, of these issues do you think will be very important to you in helping you decide which party to vote for?*

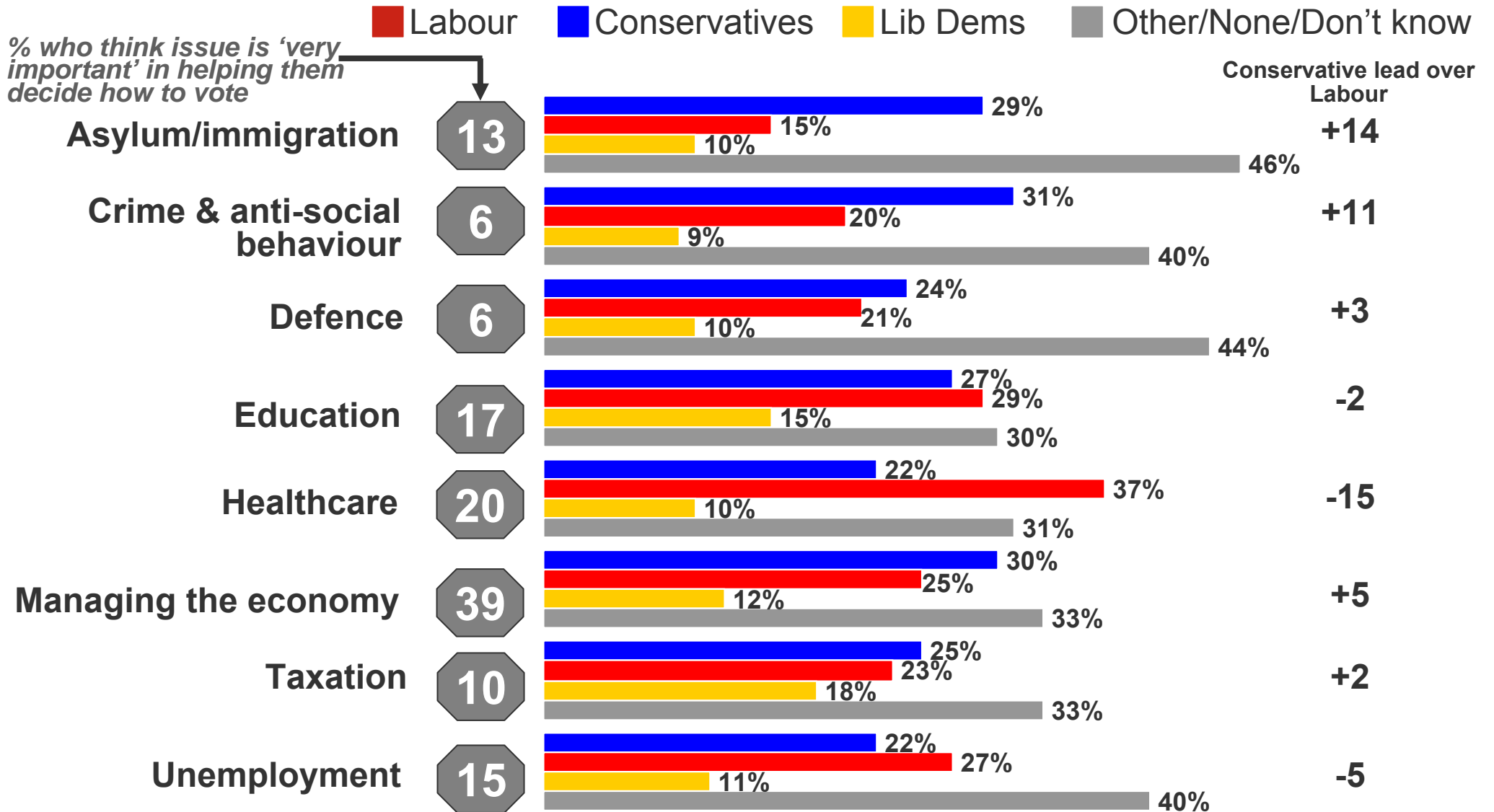


Base: 1,003 British adults 18+, 25th-27th September 2009

NOTE: Trend is from a face-to-face, prompted question. This year's question is asked open-ended.

Source: Ipsos MORI Political Monitor

# Which party has the best policies on ... ?



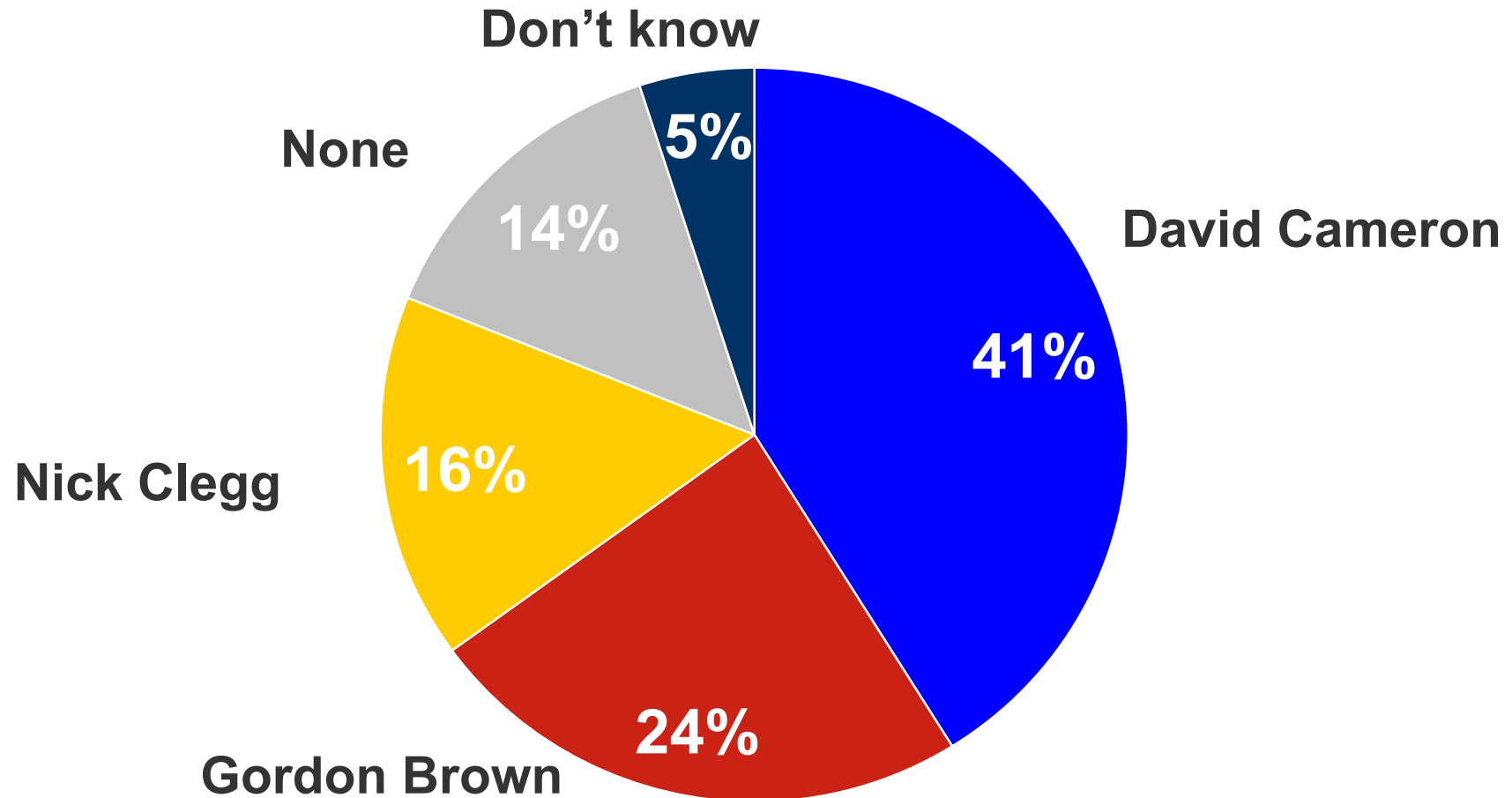
Base: 1,003 British adults 18+, 25th-27th September 2009  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Most Capable Prime Minister

*Who do you think would make the most capable Prime Minister Gordon Brown or David Cameron?*



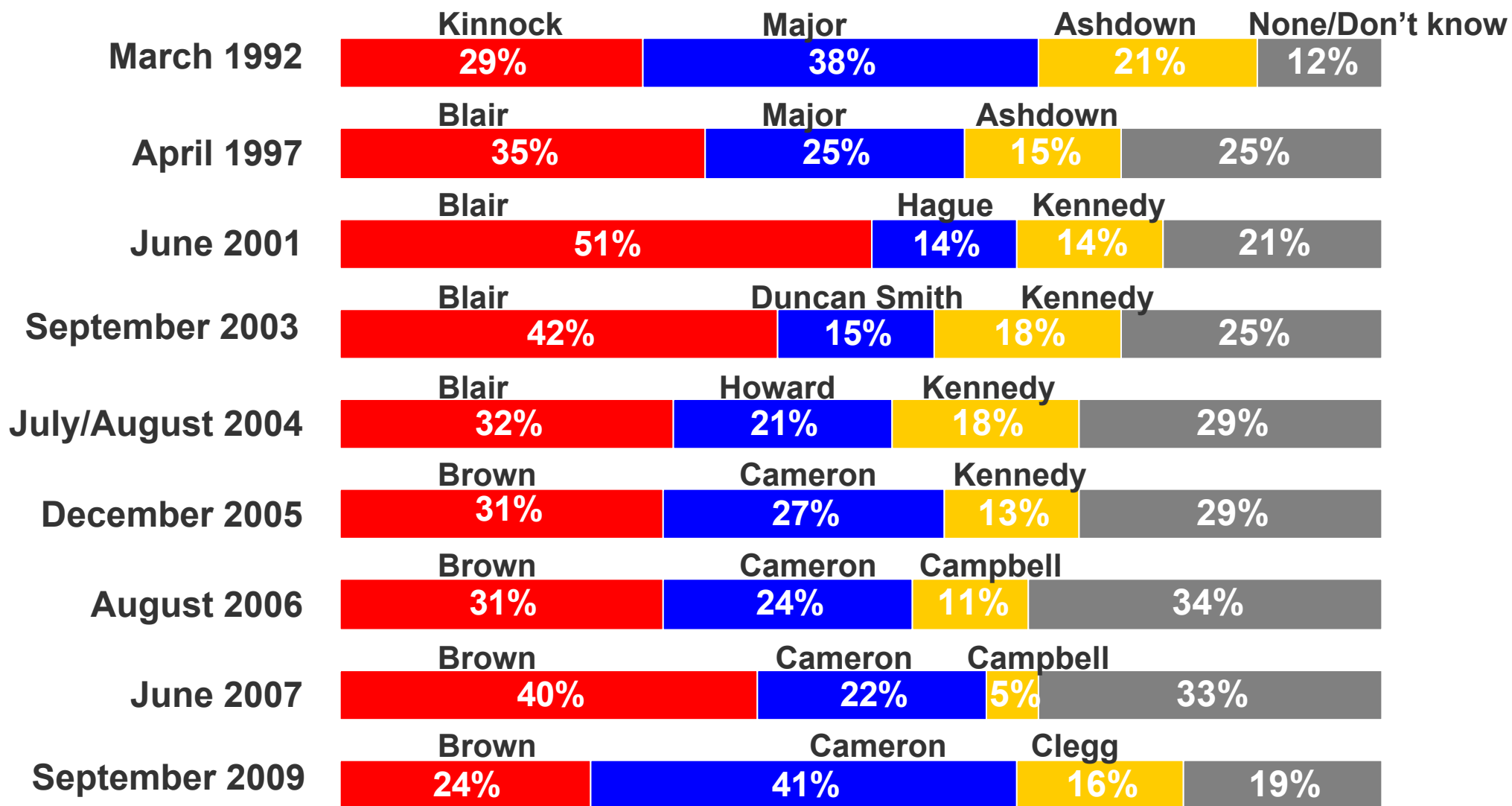
Base: 1,003 British adults 18+, 25th-27th September 2009  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Most Capable Prime Minister – Trends

*Who do you think would make the most capable Prime Minister ...?*

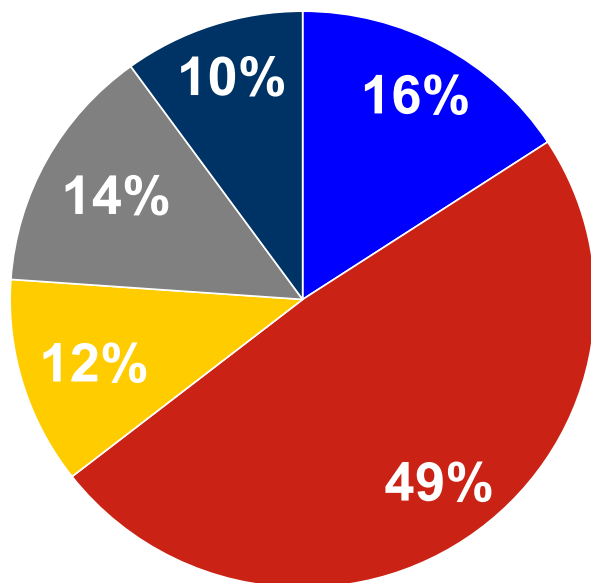


# Understands the problems facing Britain

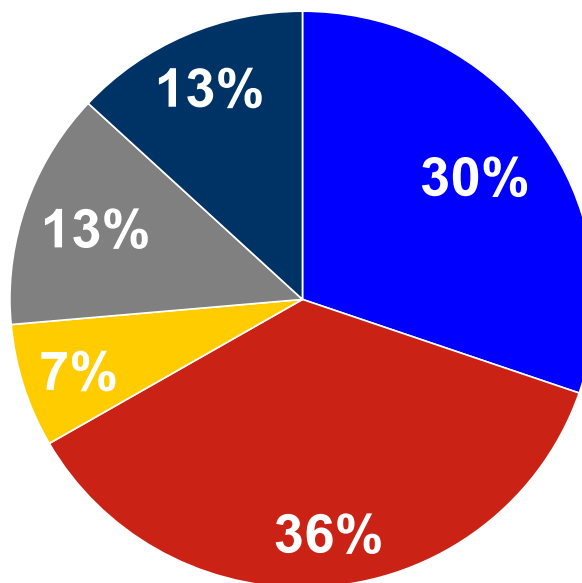
*In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron, or Liberal Democrat Leader Nick Clegg, which leader do you think best understands the problems facing Britain?*

■ Brown ■ Cameron ■ Clegg ■ None ■ Don't know

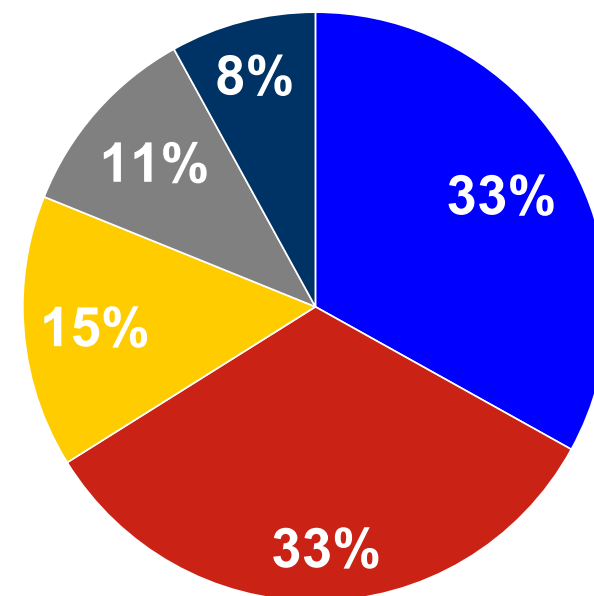
September 2007\*



January 2008



September 2009



\* Asked about Sir Menzies Campbell

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

Source: Ipsos MORI Political Monitor

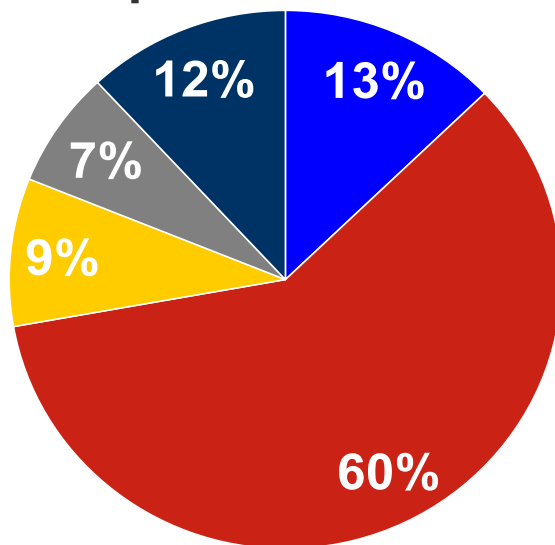


# Best in a crisis

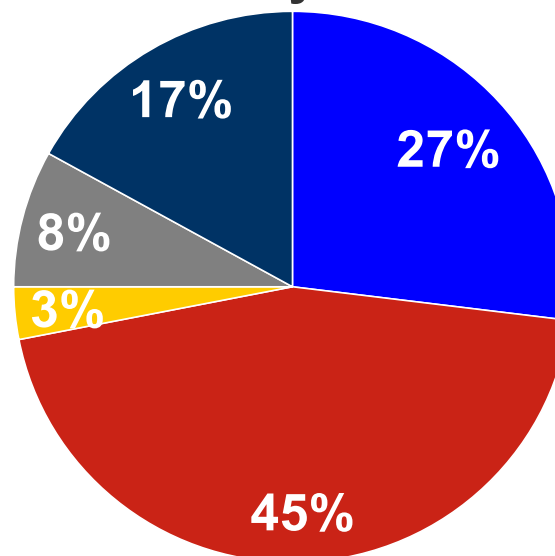
*In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron, or Liberal Democrat Leader Nick Clegg, which leader do you think would be best in a crisis?*

■ Brown ■ Cameron ■ Clegg ■ None ■ Don't know

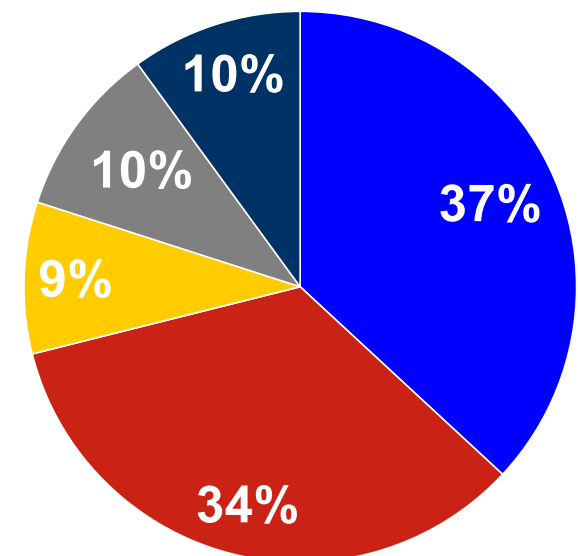
September 2007\*



January 2008



September 2009



\* Asked about Sir Menzies Campbell

Base: c. 1,000 British adults each month

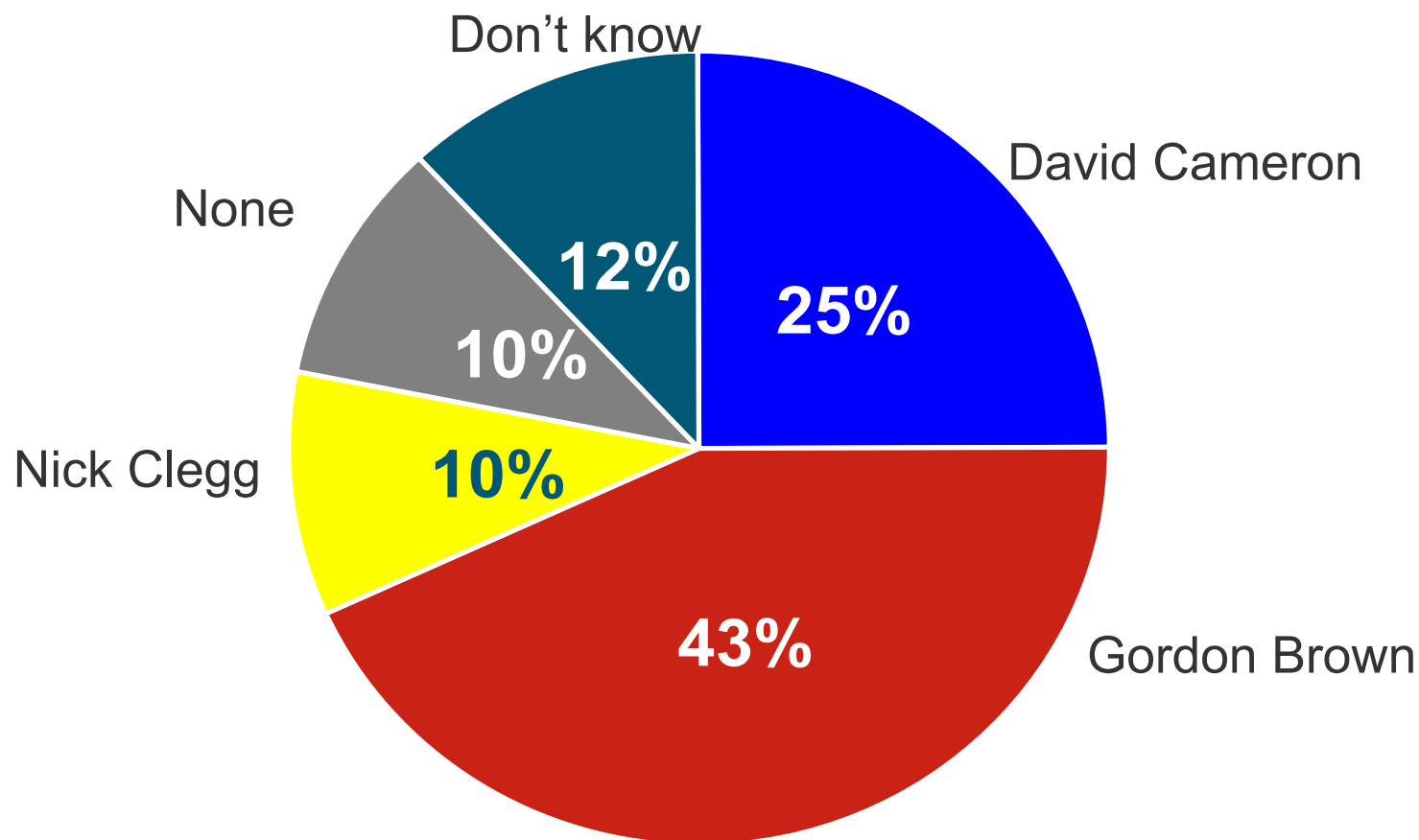
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Best understands world problems

*In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron, or Liberal Democrat Leader Nick Clegg, which leader do you think best understands world problems?*



Base: 1,003 British adults 18+, 25th-27th September 2009

Ipsos MORI

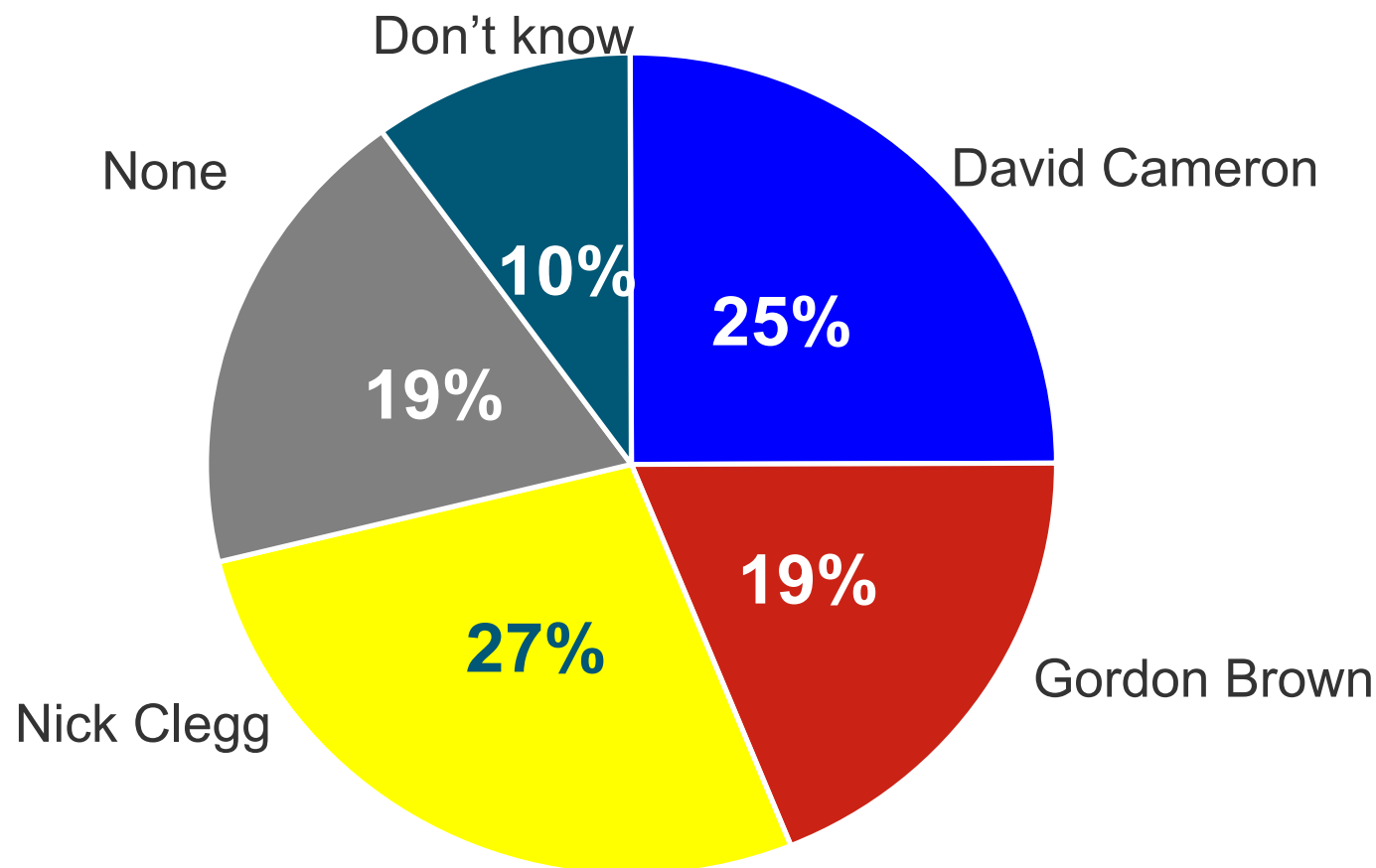
Source: Ipsos MORI Political Monitor





# More honest than most politicians

*In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron, or Liberal Democrat Leader Nick Clegg, which leader do you think is more honest than most politicians?*



Base: 1,003 British adults 18+, 25th-27th September 2009

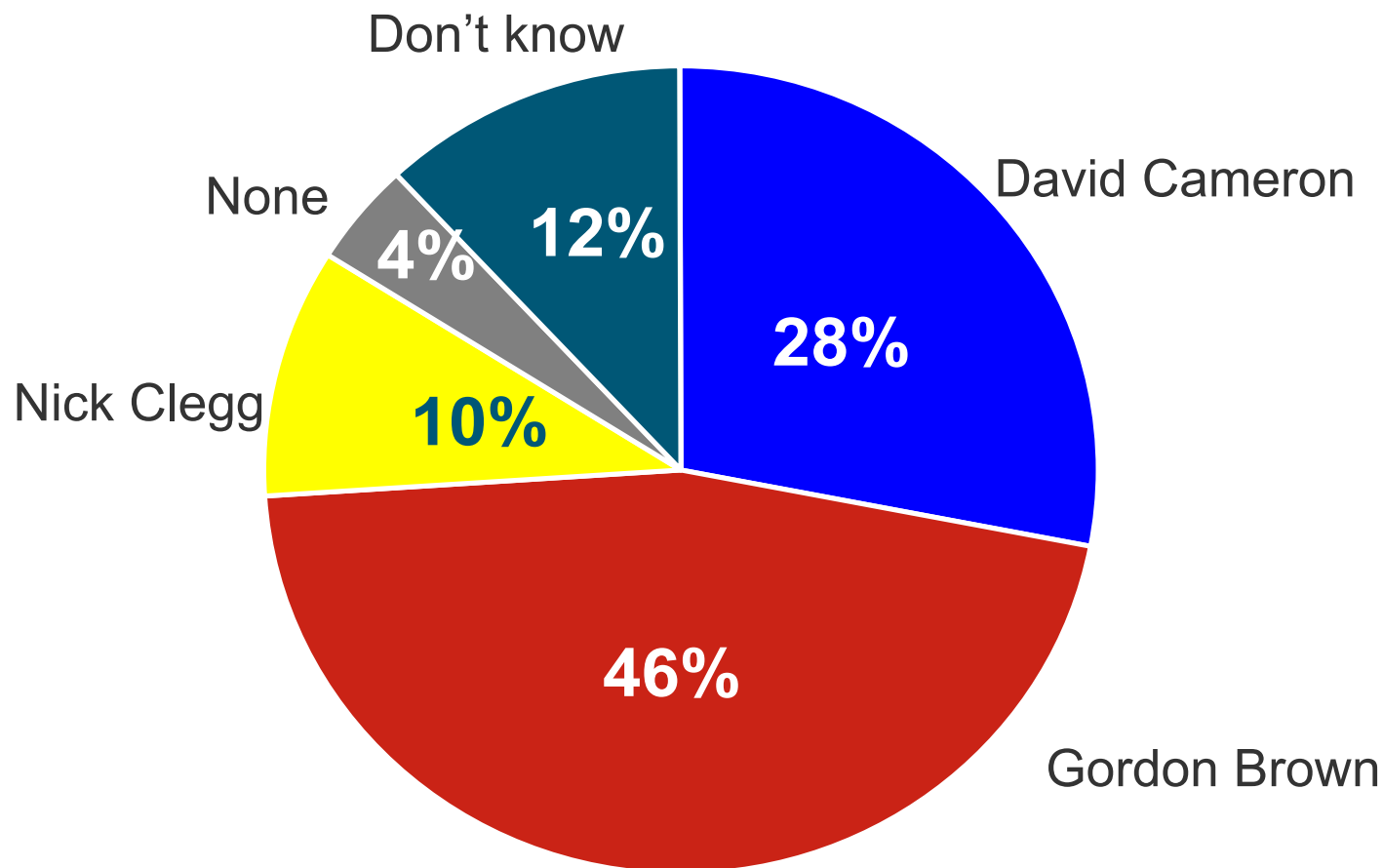
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Most out of touch with ordinary people

*In choosing between Prime Minister Gordon Brown, Conservative leader David Cameron, or Liberal Democrat Leader Nick Clegg, which leader do you think is most out of touch with ordinary people?*



Base: 1,003 British adults 18+, 25th-27th September 2009

Ipsos MORI

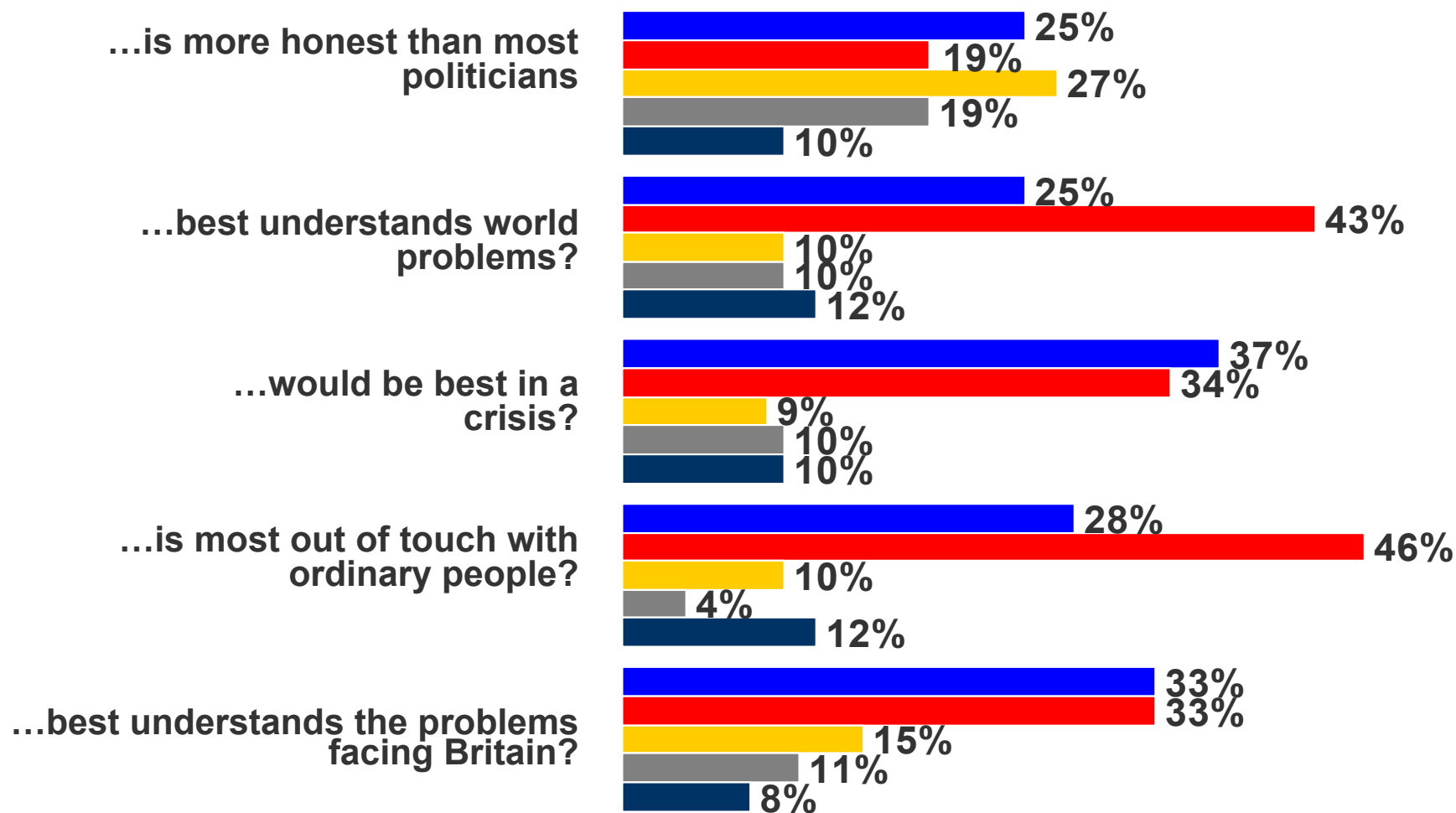
Source: Ipsos MORI Political Monitor



# Comparing Leaders

Which leader do you think ... Gordon Brown, David Cameron or Nick Clegg?

■ Brown ■ Cameron ■ Clegg ■ Neither ■ Don't know



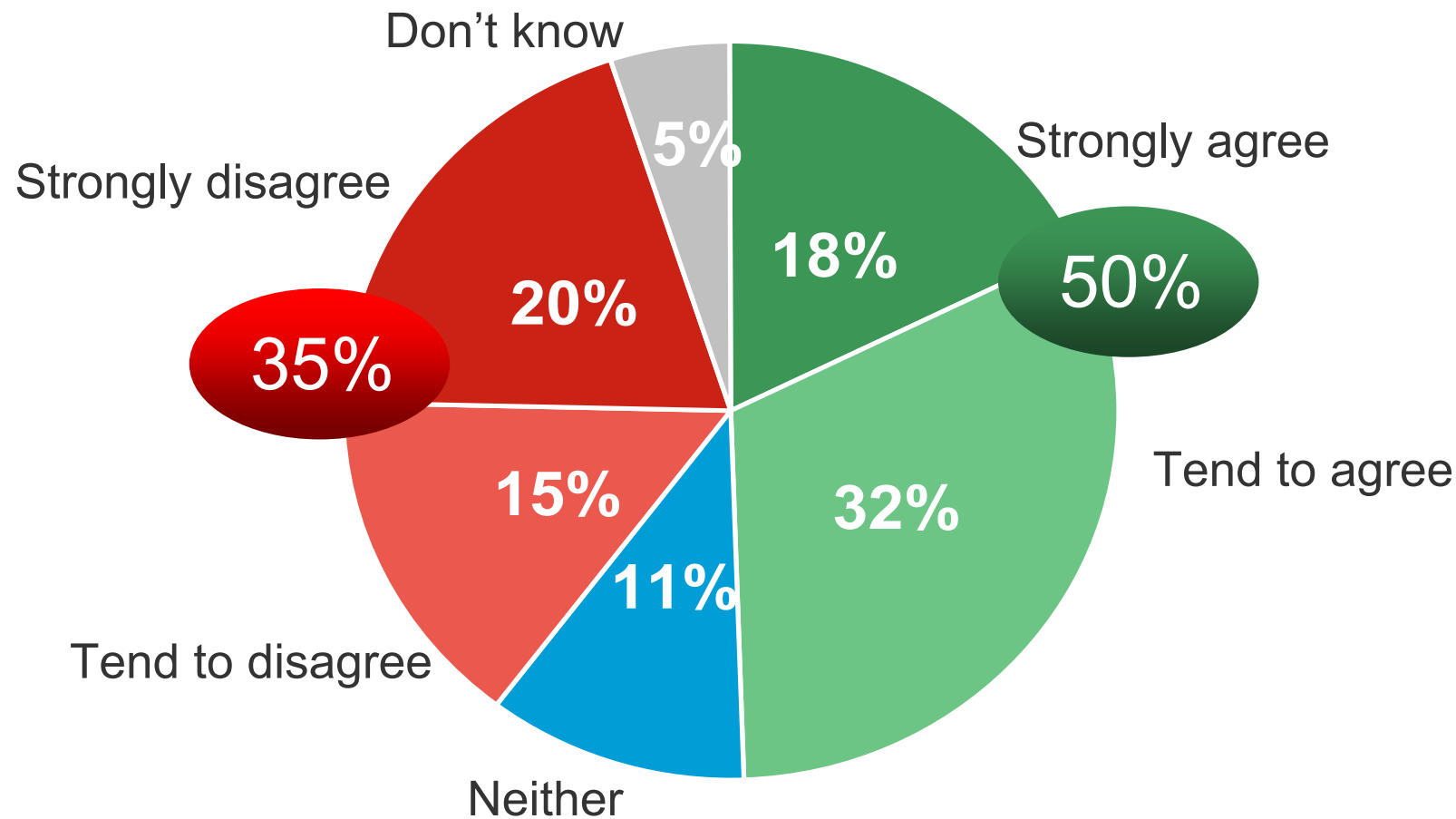
Base: 1,003 British adults 18+, 25th-27th September 2009  
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Conservatives ready to form the next Government?

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



Base: 1,003 British adults 18+, 25th-27th September 2009

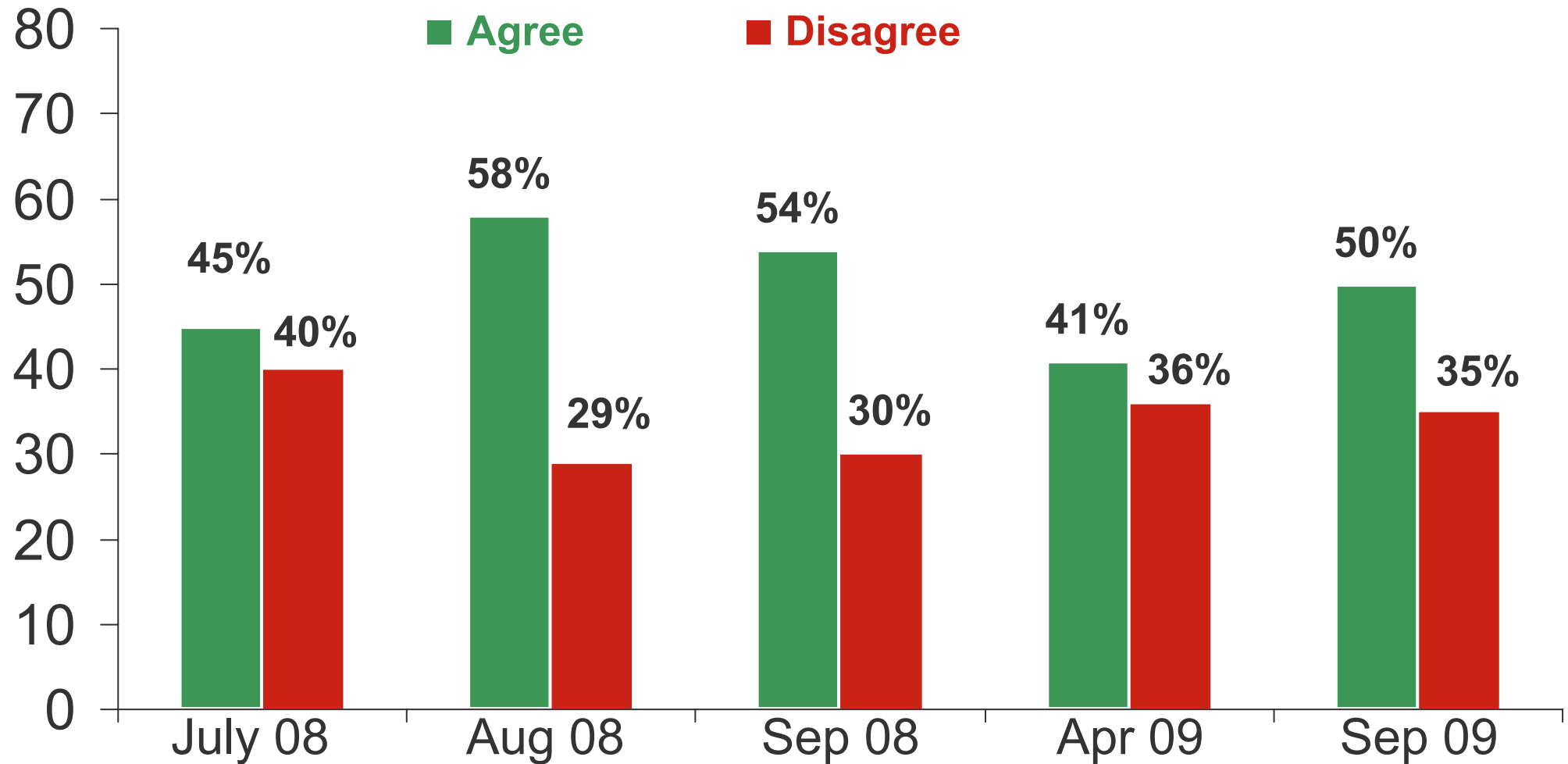
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Conservatives ready to govern?

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



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

Source: Ipsos MORI Political Monitor

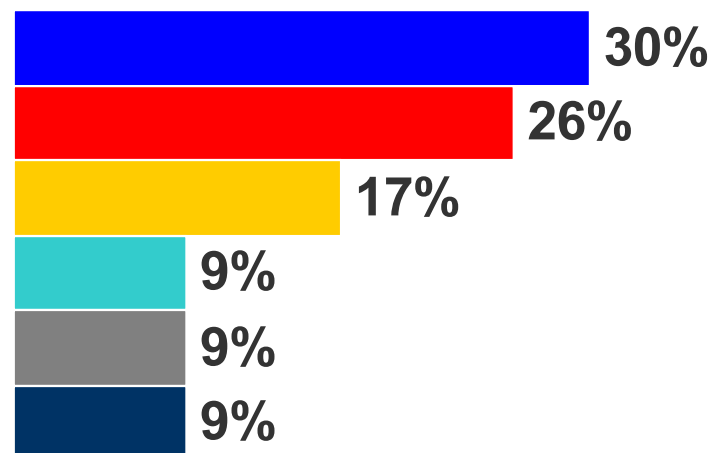


# Comparing party qualities

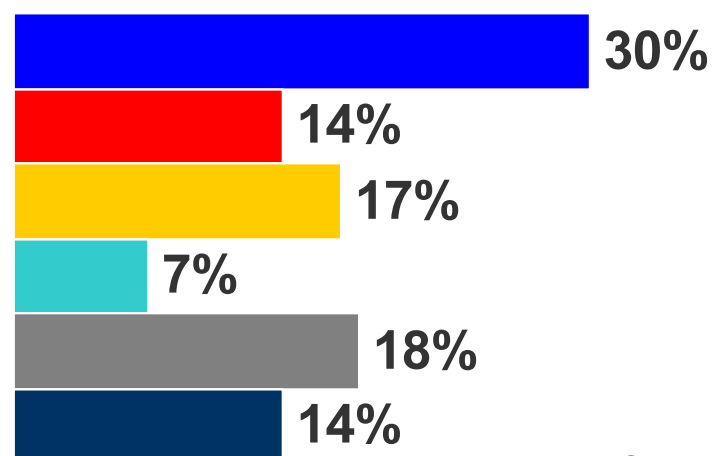
*Which political party, if any ...*

■ Labour ■ Conservatives ■ Lib Dems ■ Other ■ None ■ Don't know

**...do you think would be best at looking after the interests of people like you?**



**...is most clear and united about what its policies should be?**



Base: 1,003 British adults 18+, 25th-27th September 2009  
Ipsos MORI

Source: Ipsos MORI Political Monitor

