



Political Monitor Trends

March 2010

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Ipsos MORI

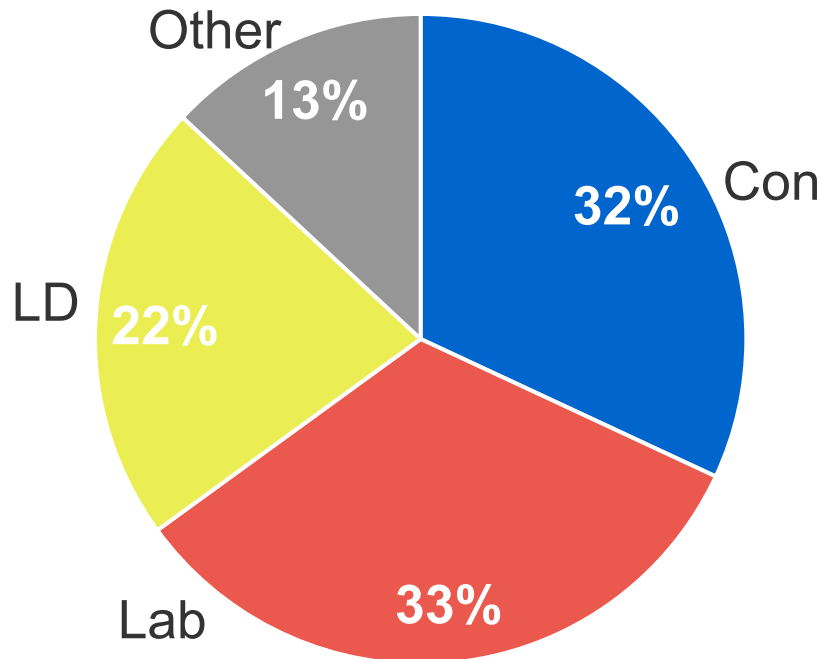


Voting Intentions

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

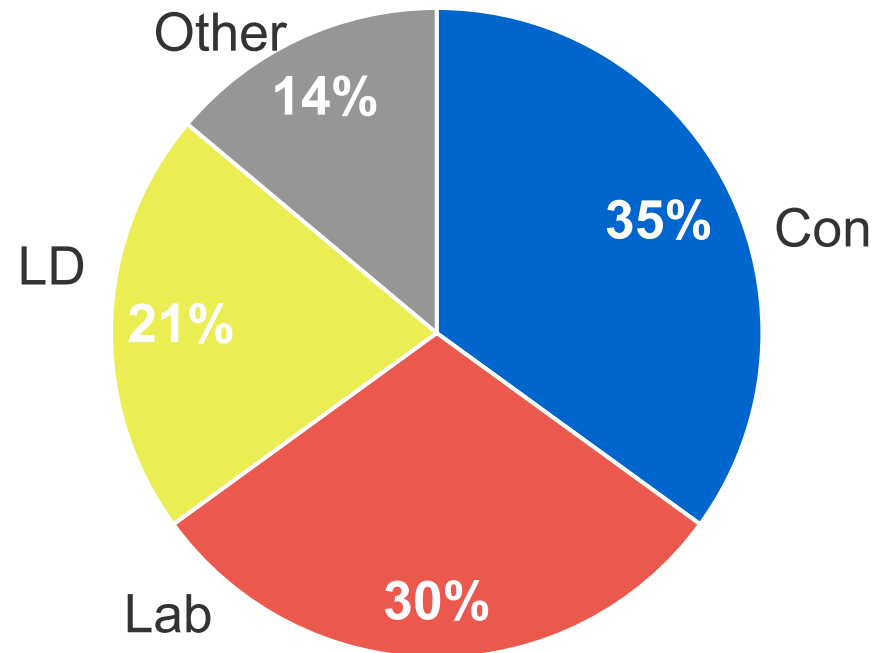
How would you vote if there were a General Election tomorrow?

All giving a voting intention (82%)



Conservative lead = -1

All certain to vote (53%)



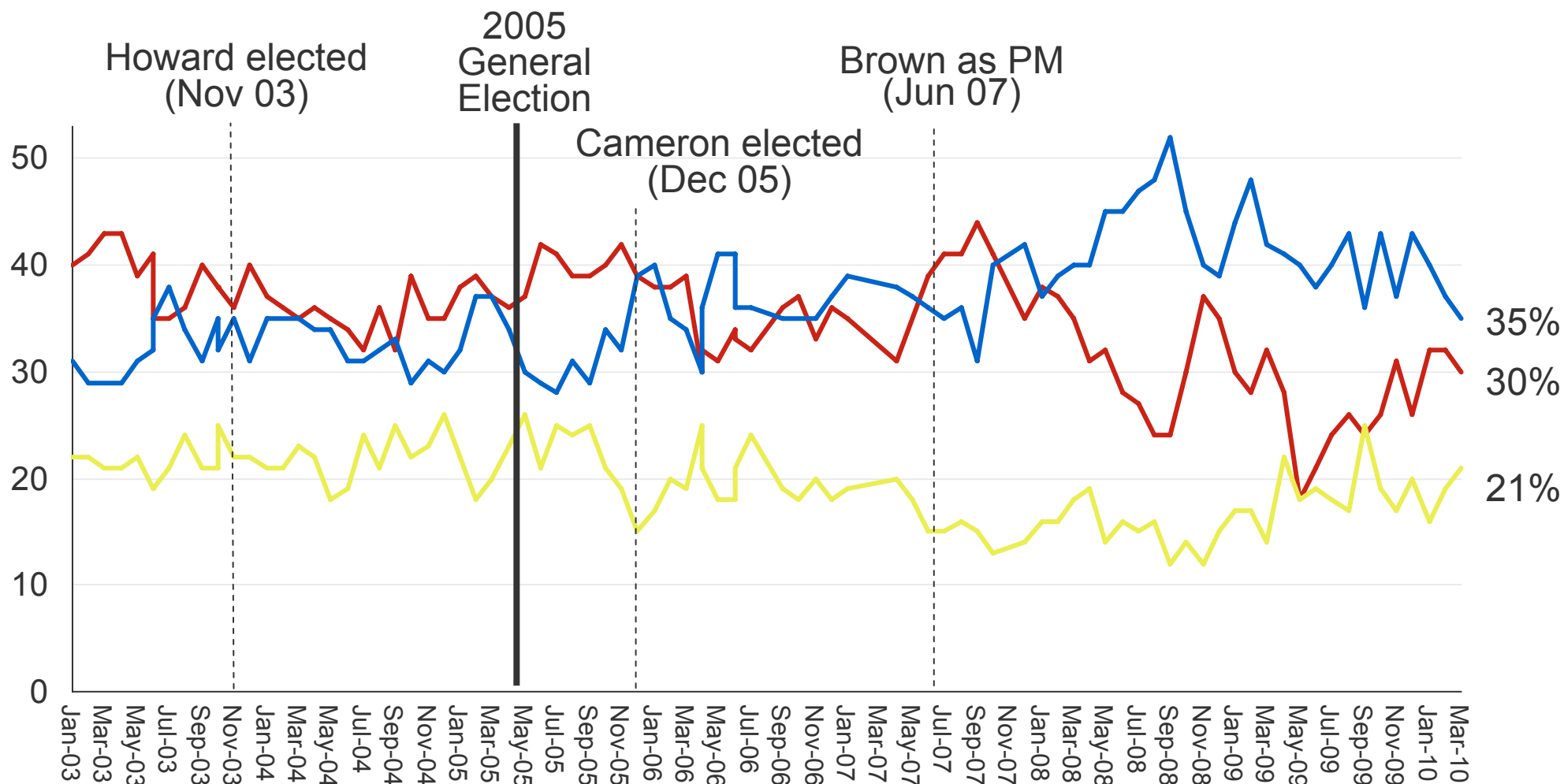
Conservative lead = +5

Base: All giving a voting intention = 1,222 unweighted, All certain to vote = 833 unweighted; data collected among 1,503 British adults 18+, 19th-22nd March 2010

Source: Ipsos MORI Political Monitor

Voting Intentions January 03 – March 10 (all certain to vote)

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



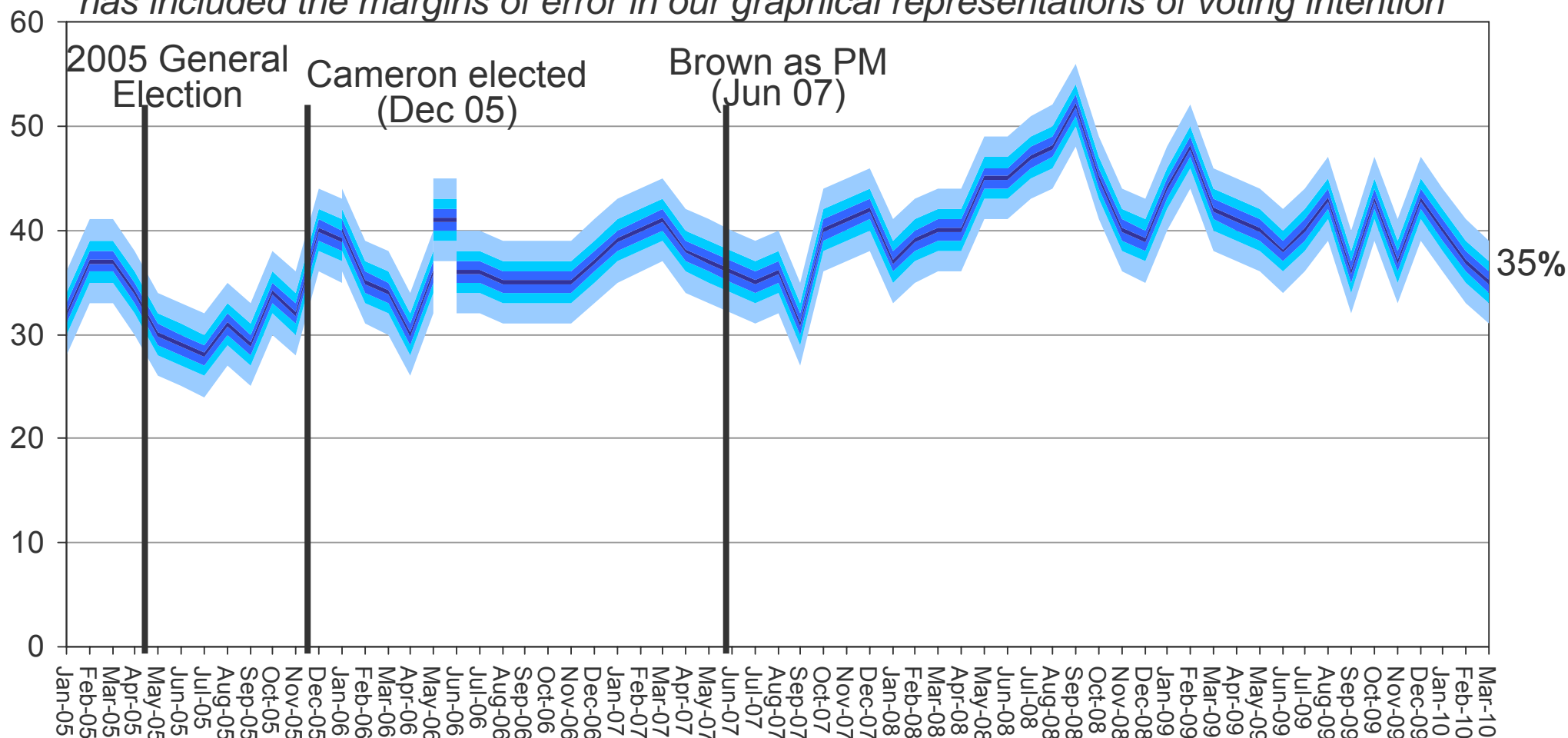
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter, (March 2010: 832 adults)

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



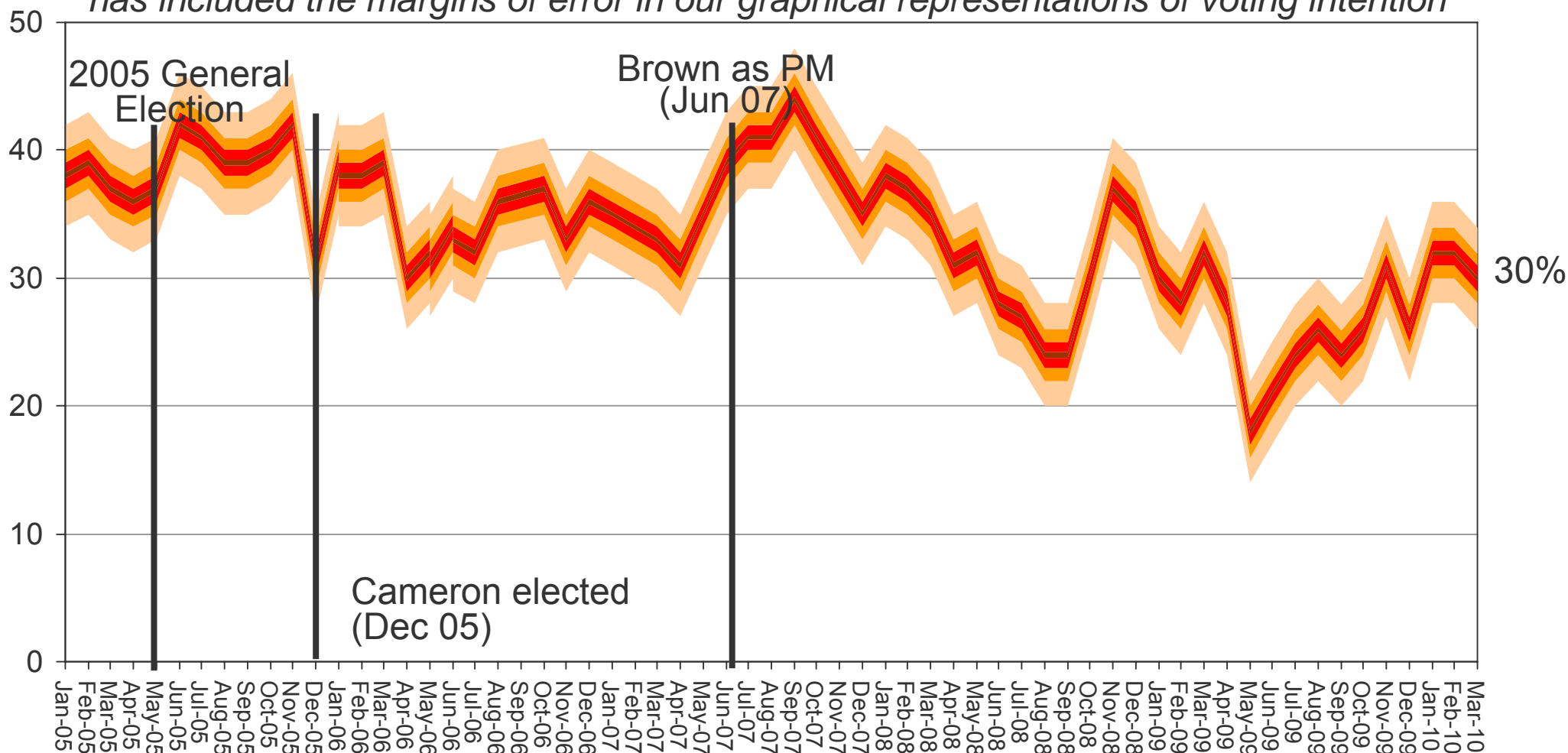
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter

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

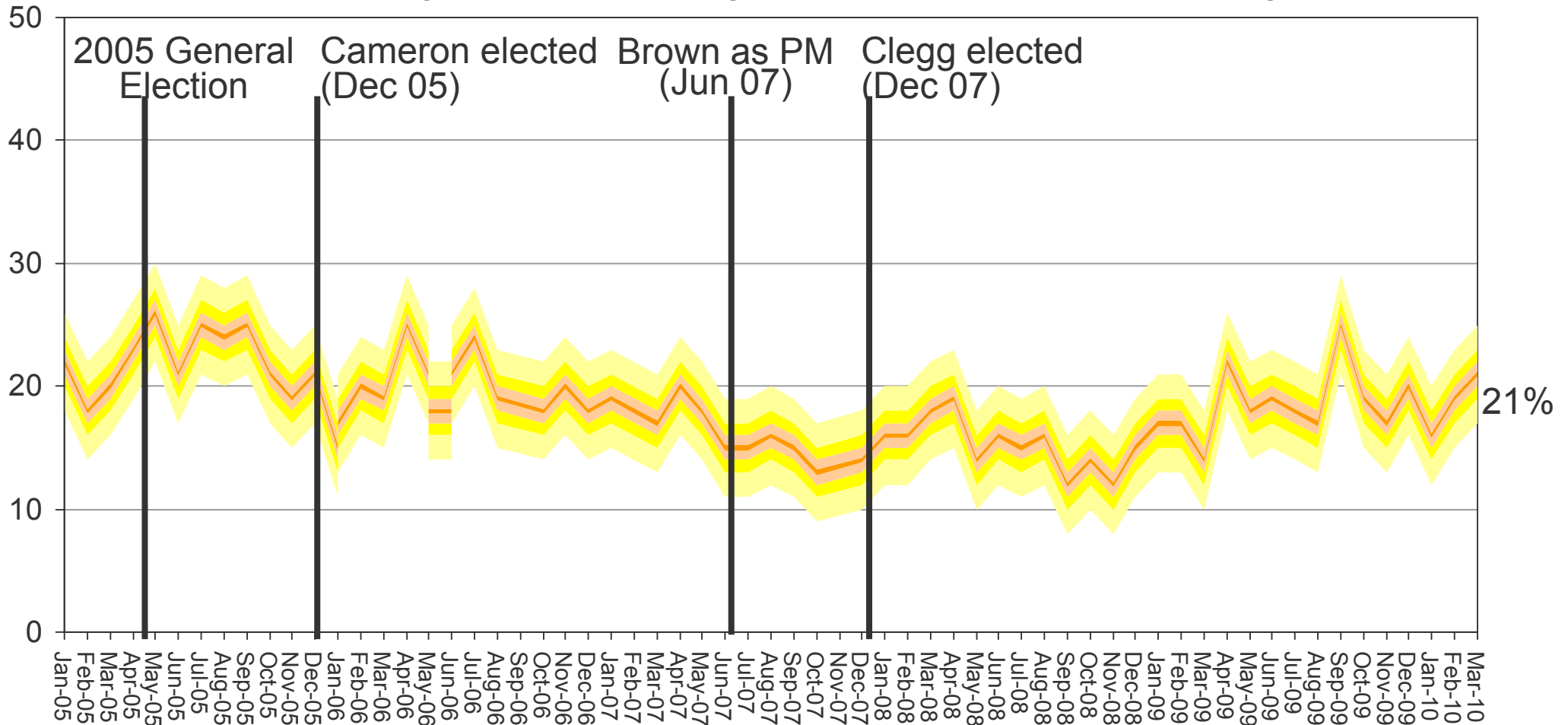


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter

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

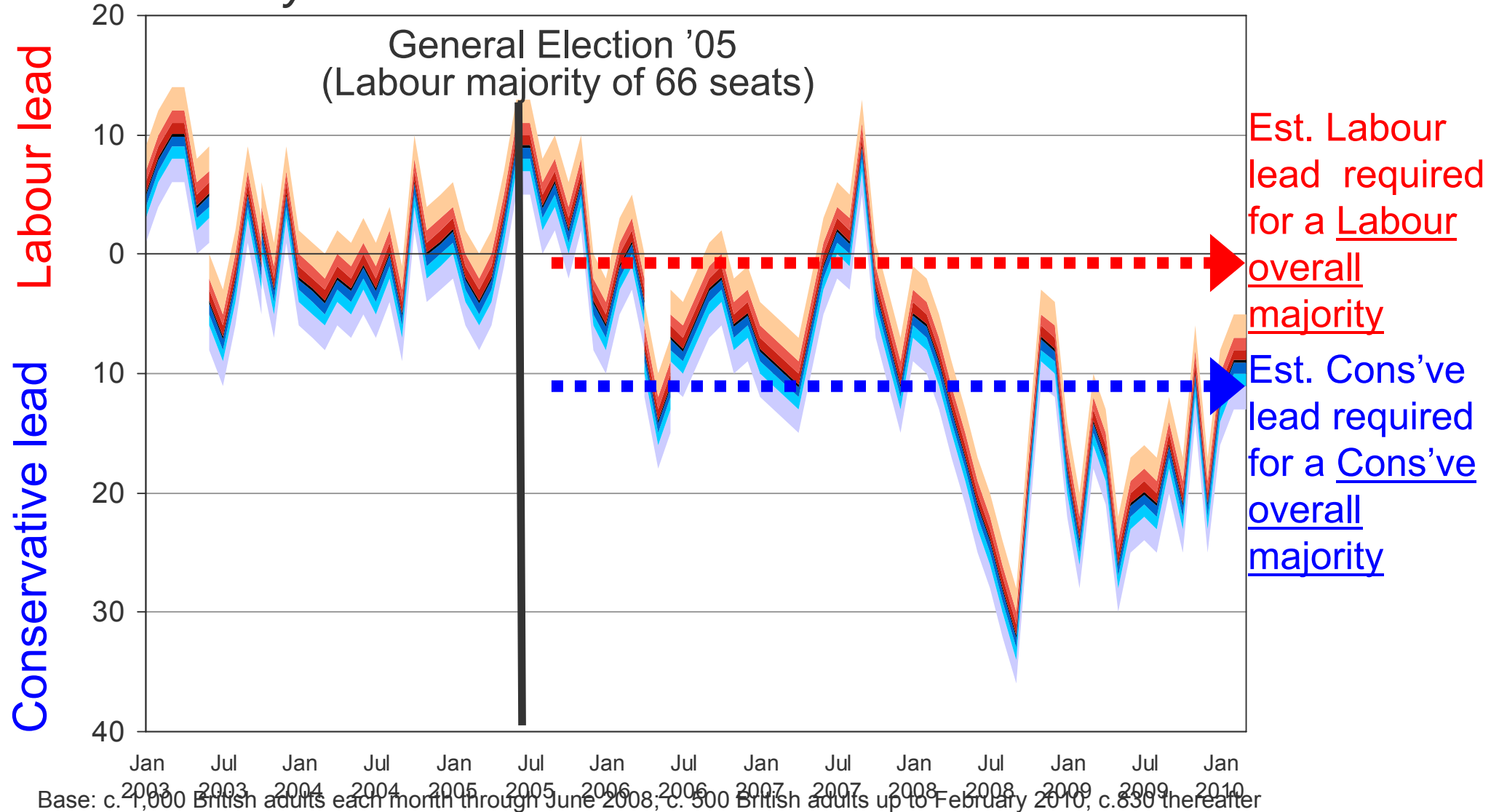


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults up to February 2010, c.830 thereafter

Source: Ipsos MORI Political Monitor

Leads and error margins

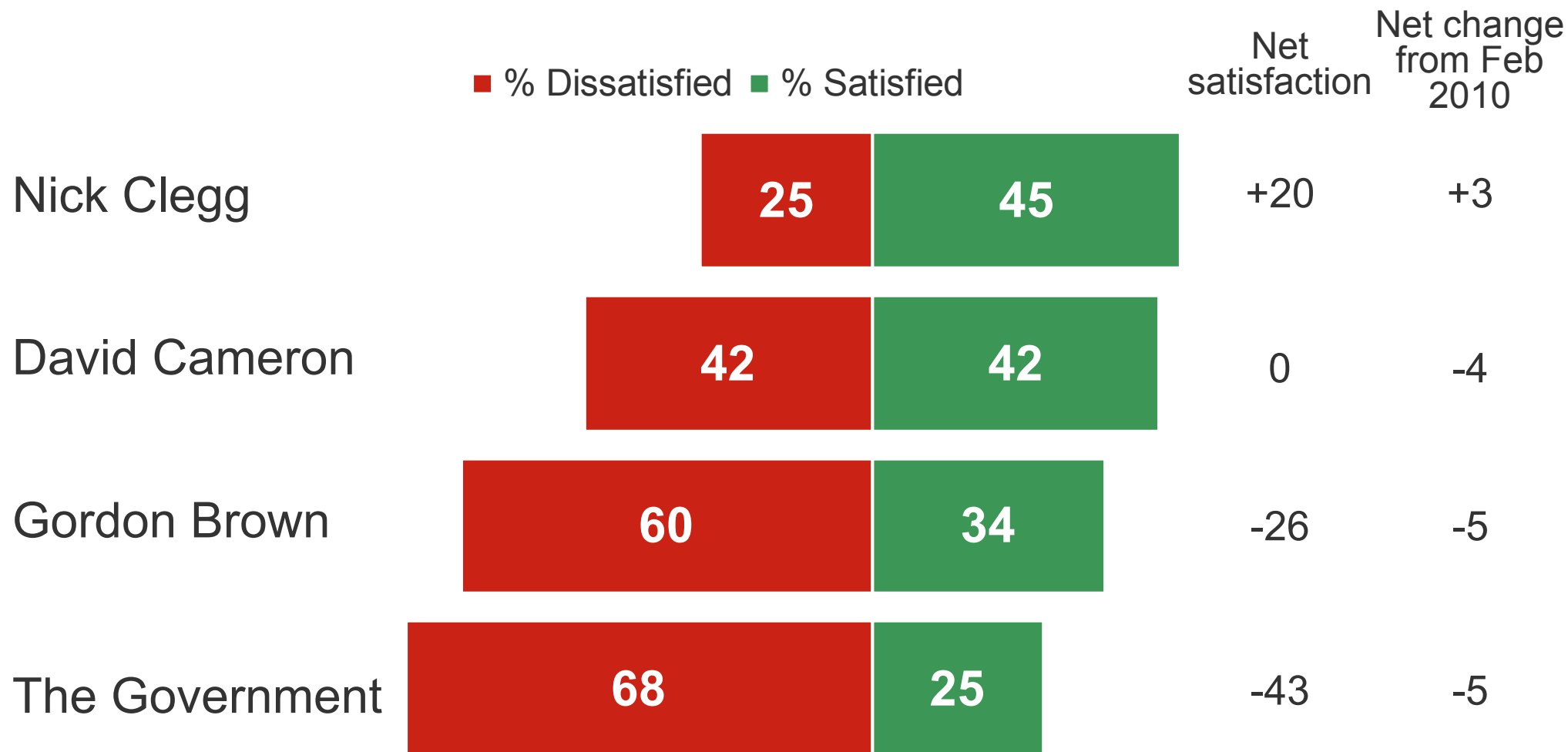
How would you vote if there were a General Election tomorrow?



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: 1,503 British adults 18+, 19th-22nd March 2010

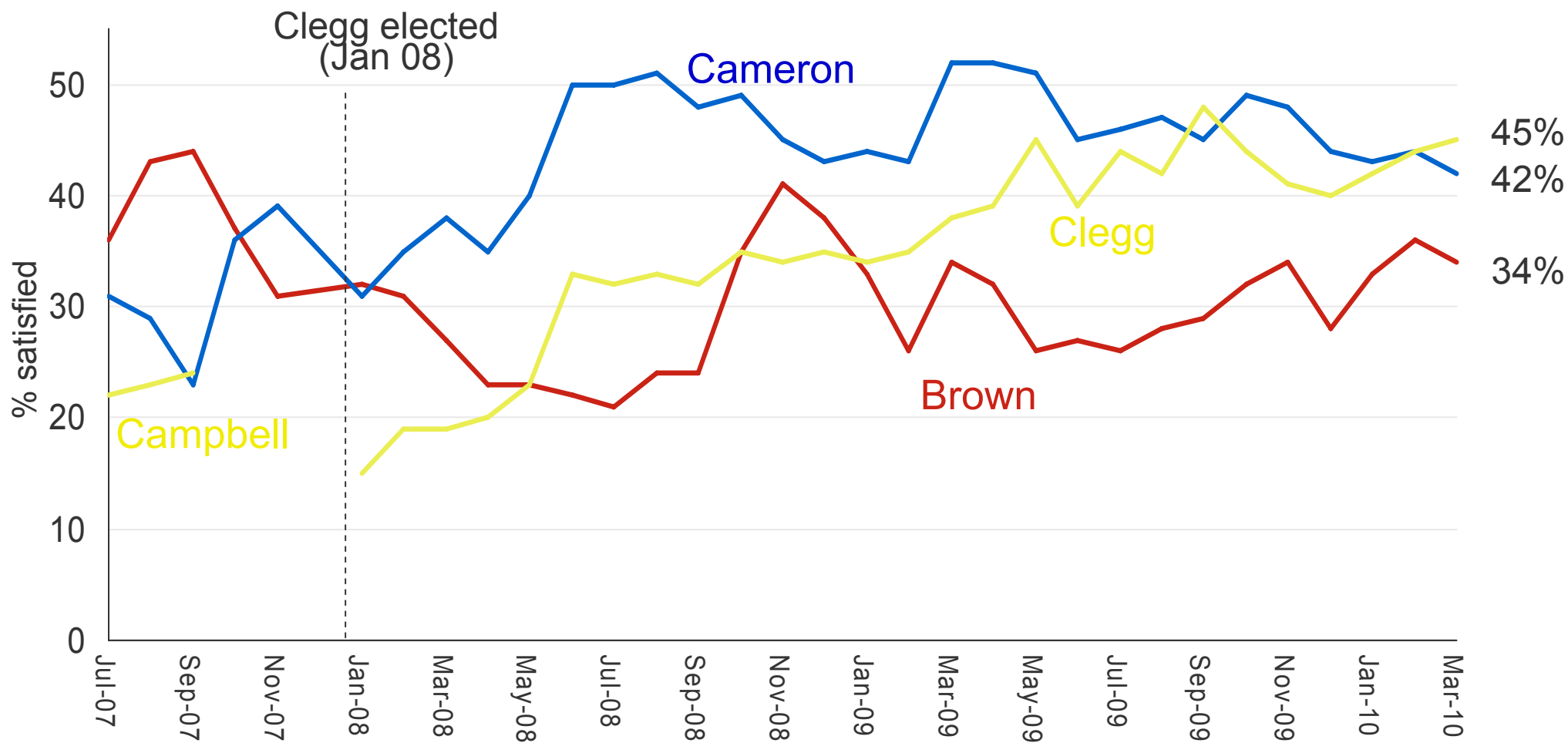
Ipsos MORI

Source: Ipsos MORI Political Monitor



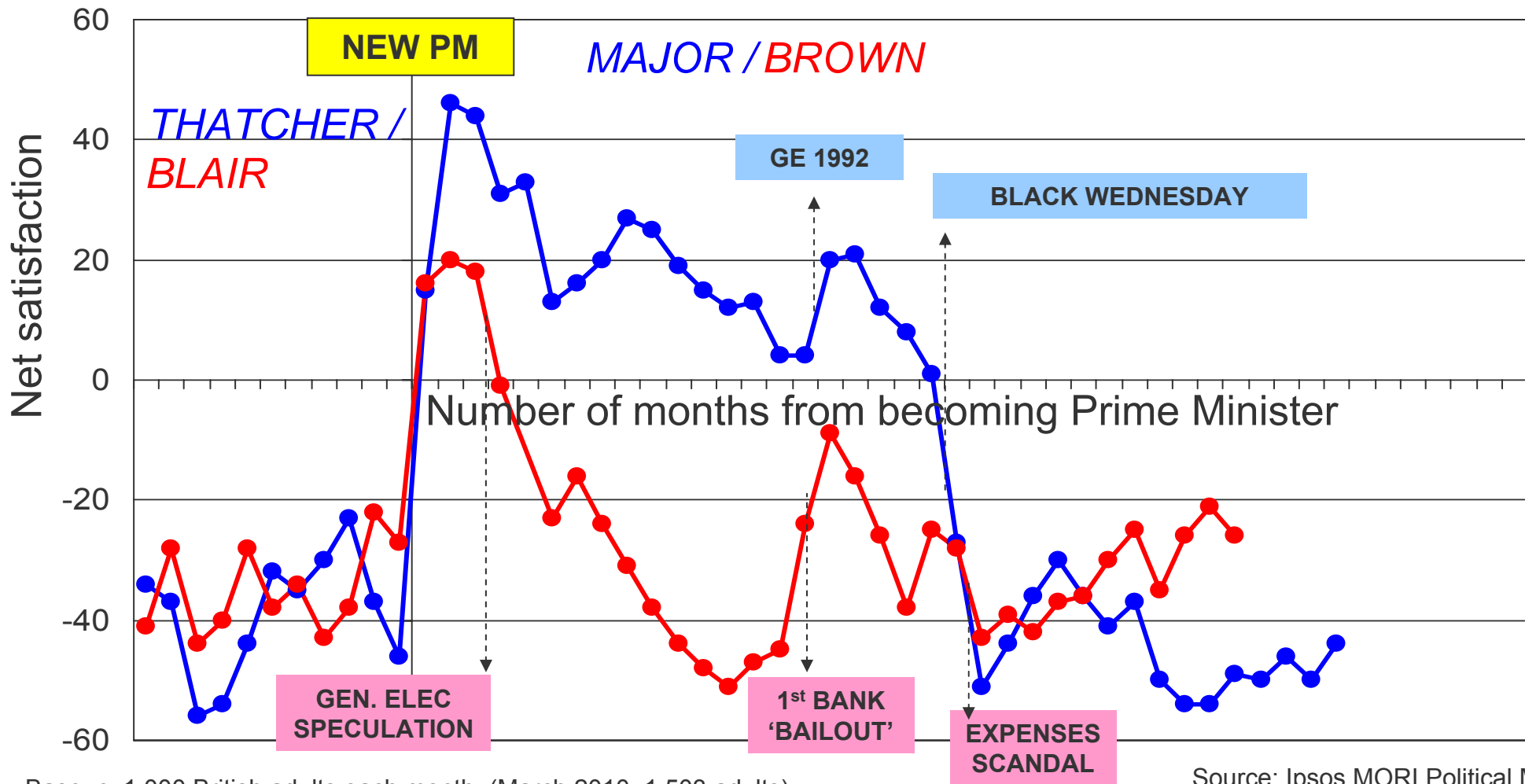
Satisfaction with Party leaders July-07 – March-10

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



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?

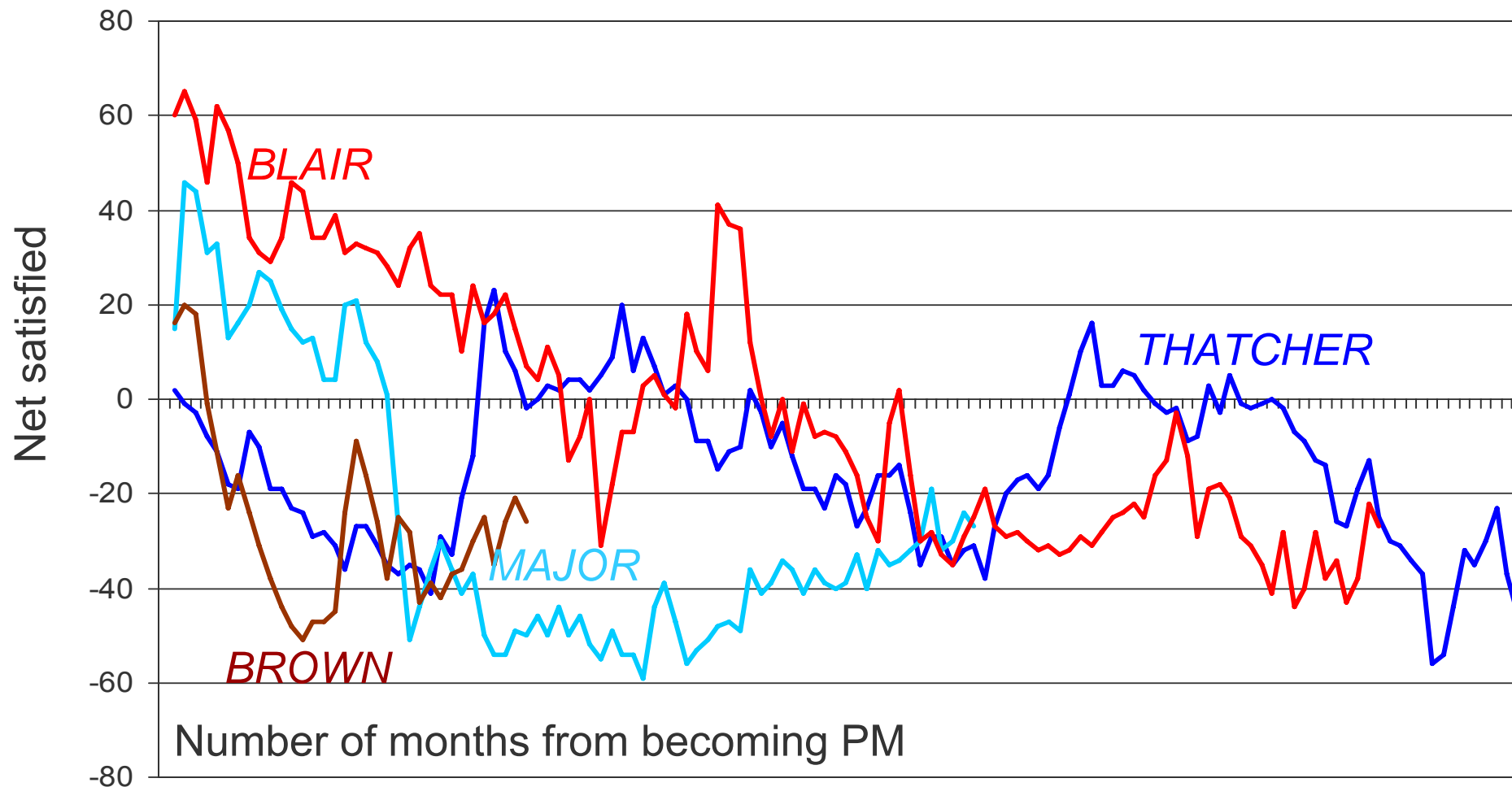


Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979-2010)

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; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

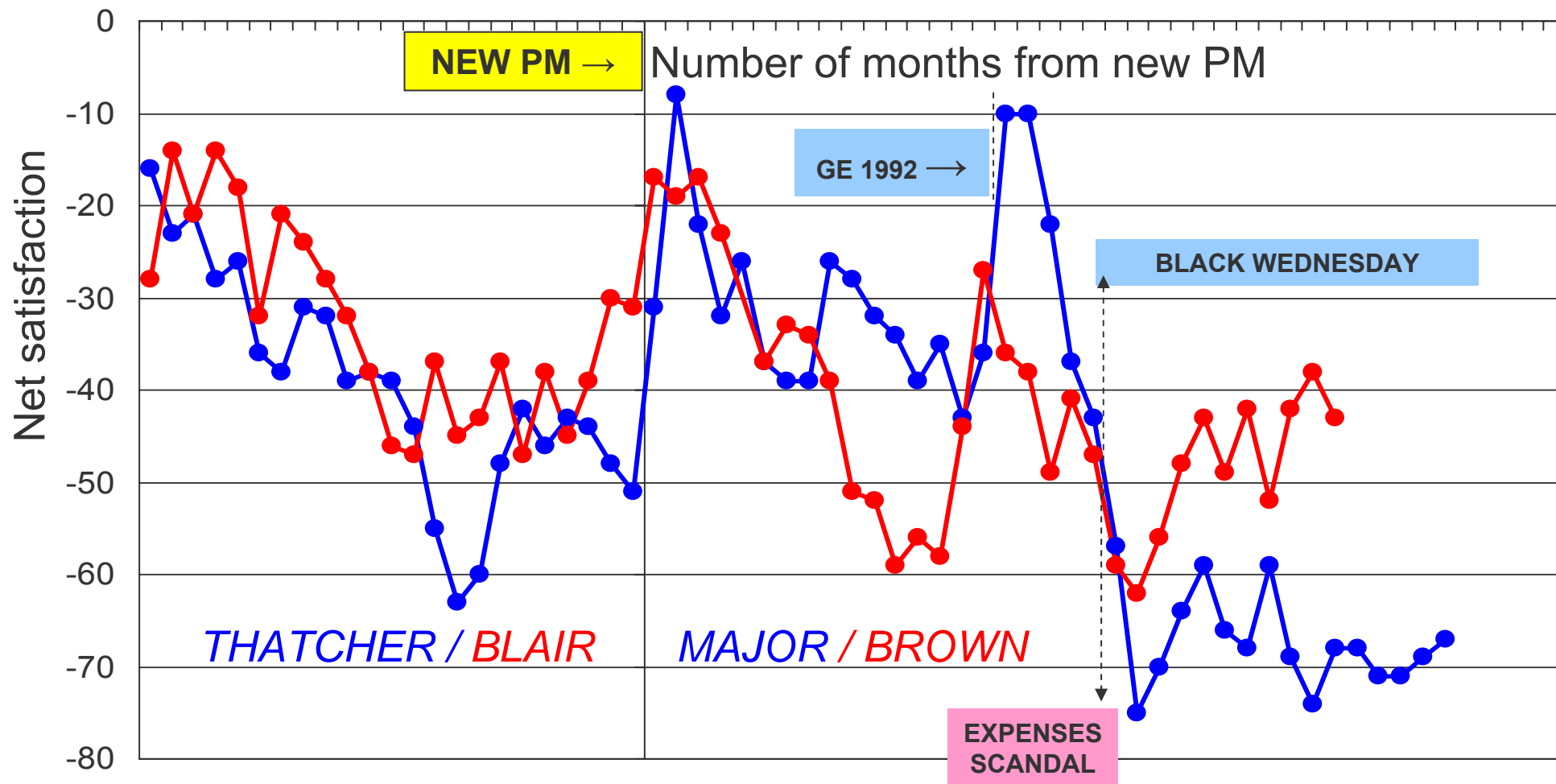
Ipsos MORI

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



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; (March 2010: 1,503 adults)

Ipsos MORI

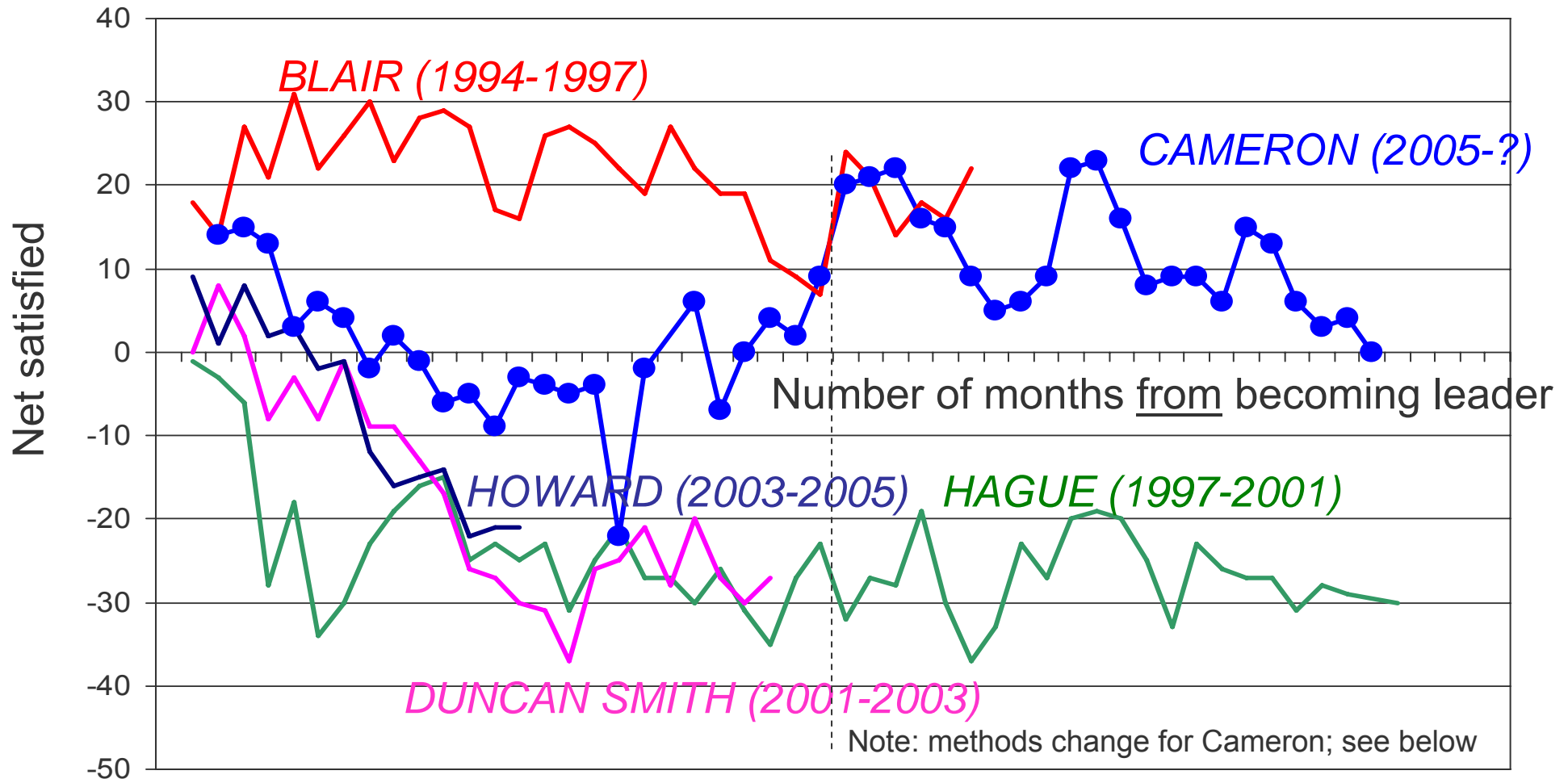
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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 each month; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

Ipsos MORI

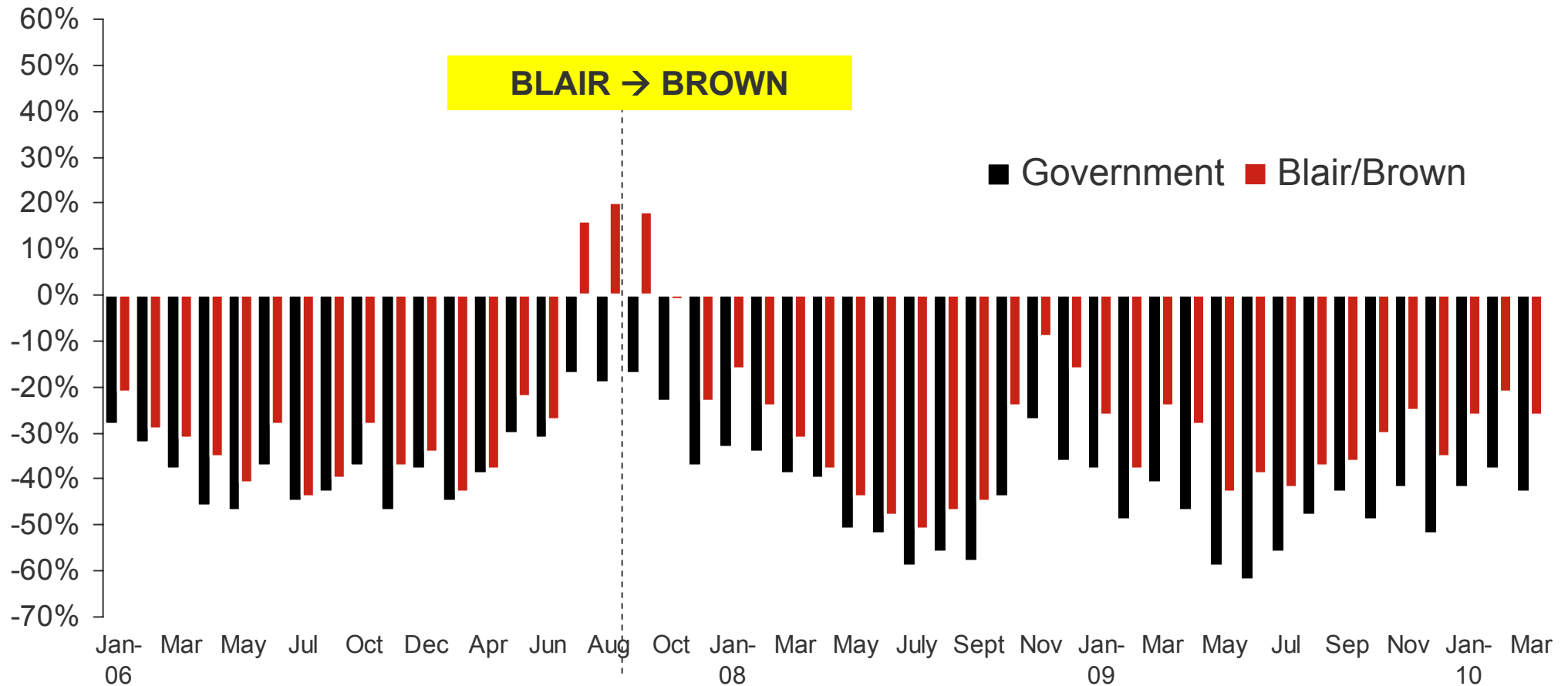
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



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; (March 2010: 1,503 adults)

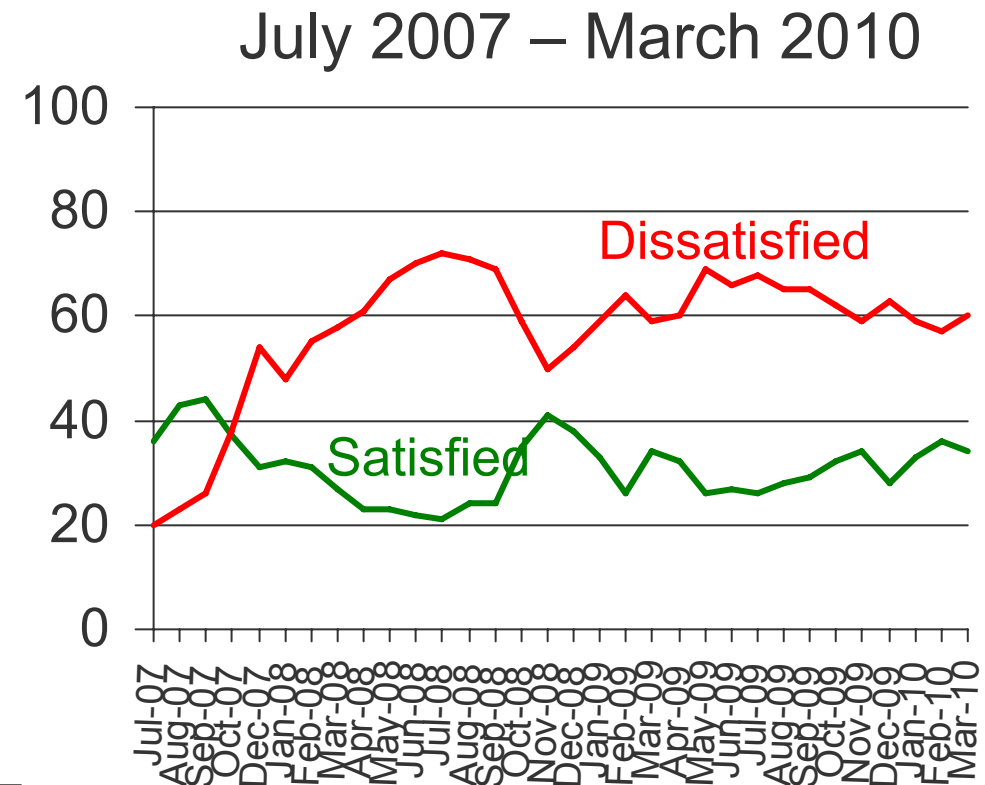
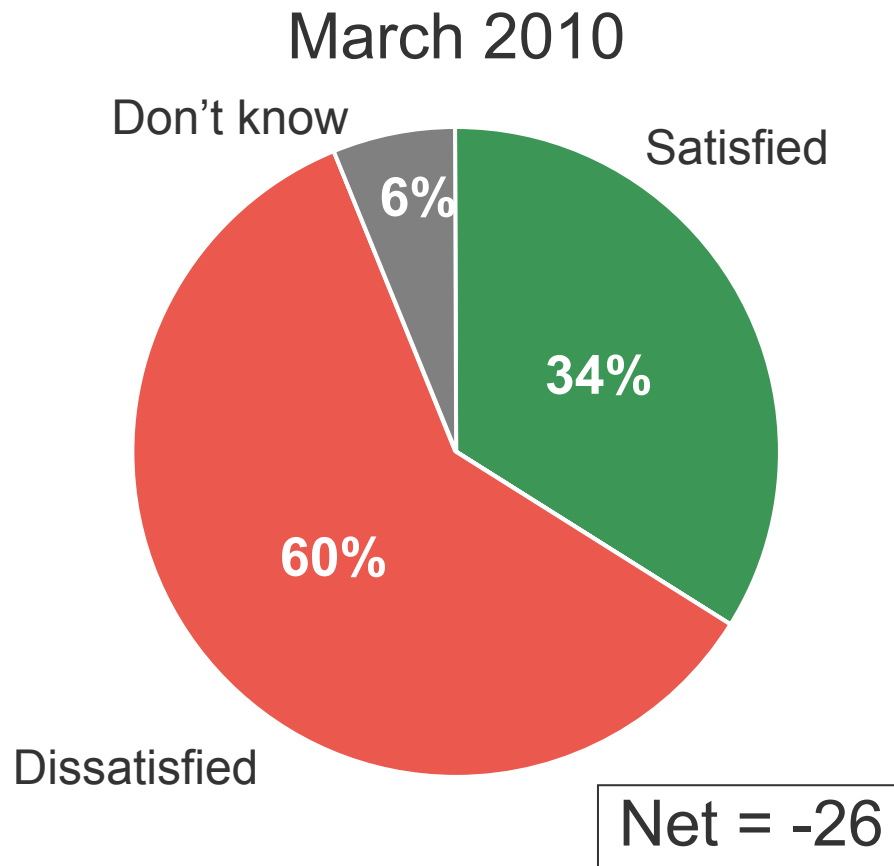
Source: Ipsos MORI Political Monitor

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: 1,503 British adults 18+, 19th-22nd March 2010

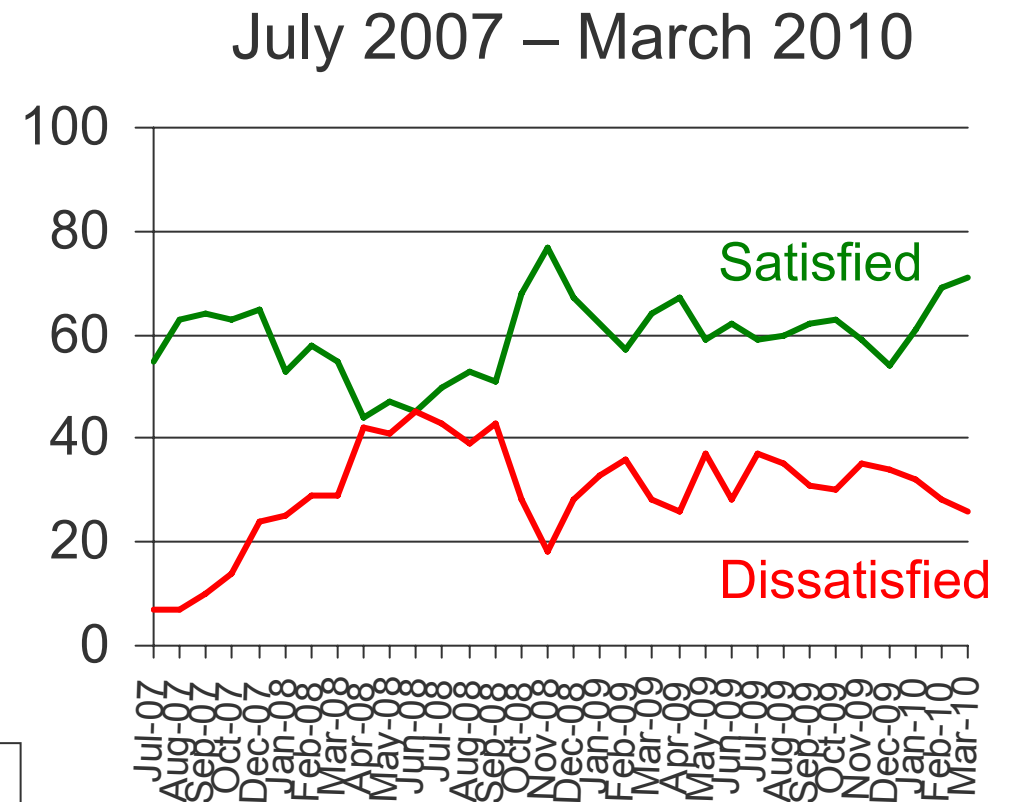
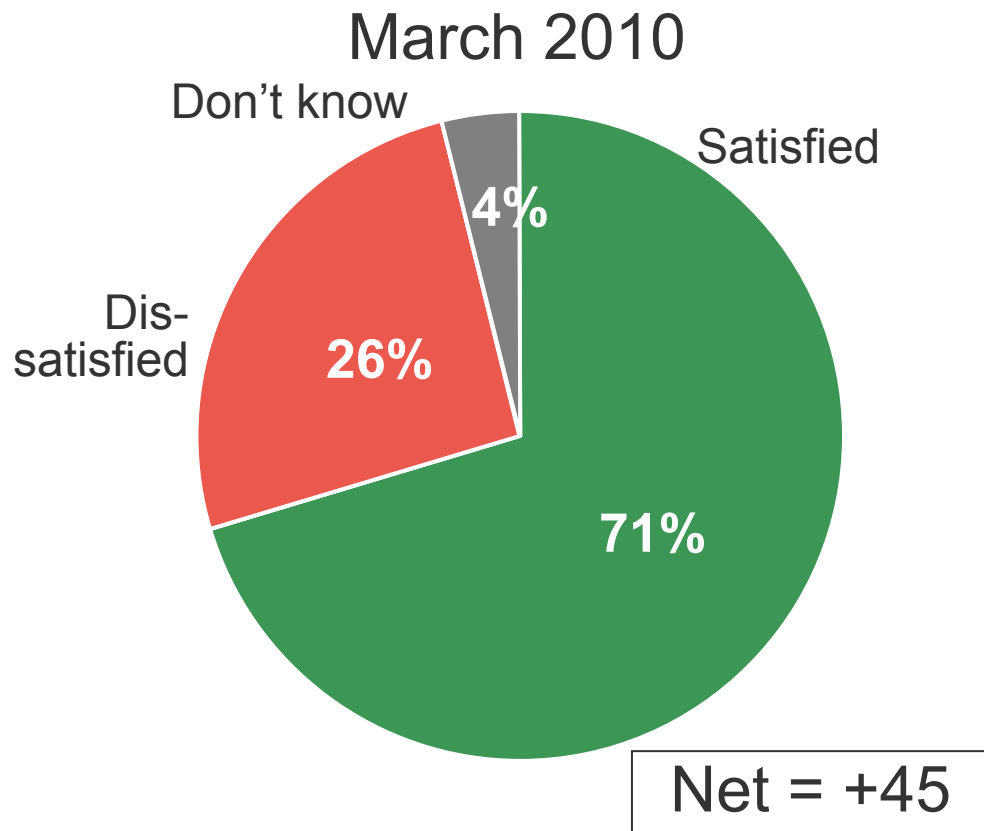
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 389 Labour supporters 18+, 19th-22nd March 2010

Ipsos MORI

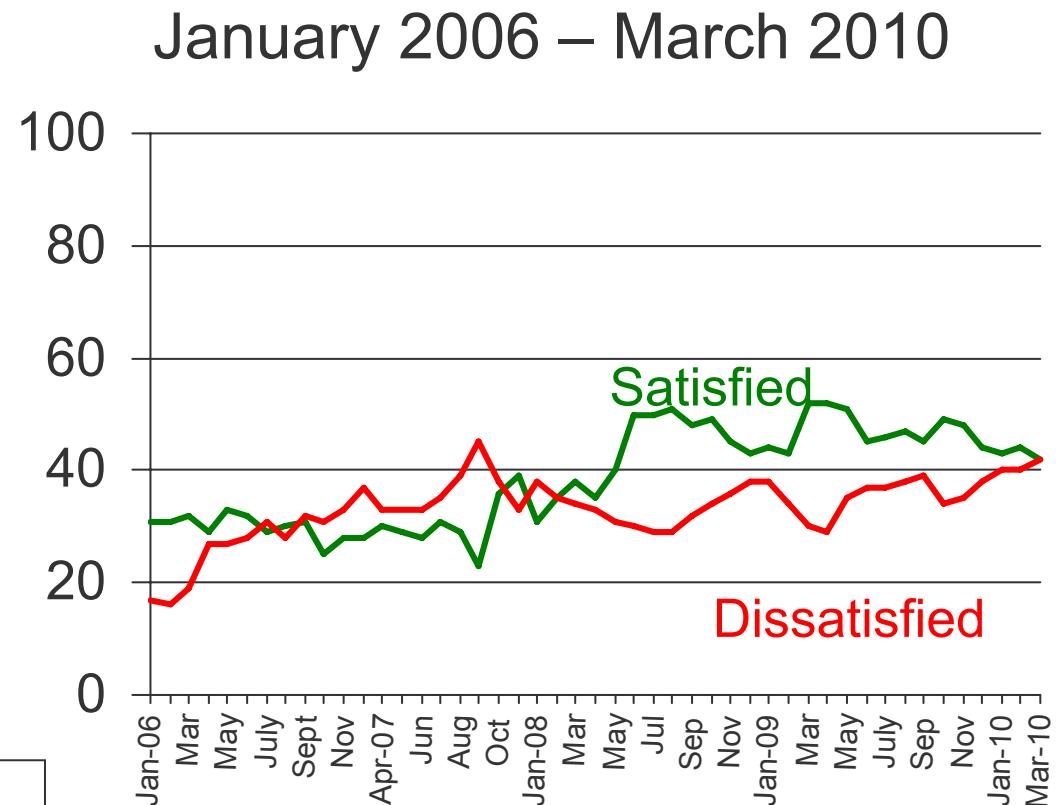
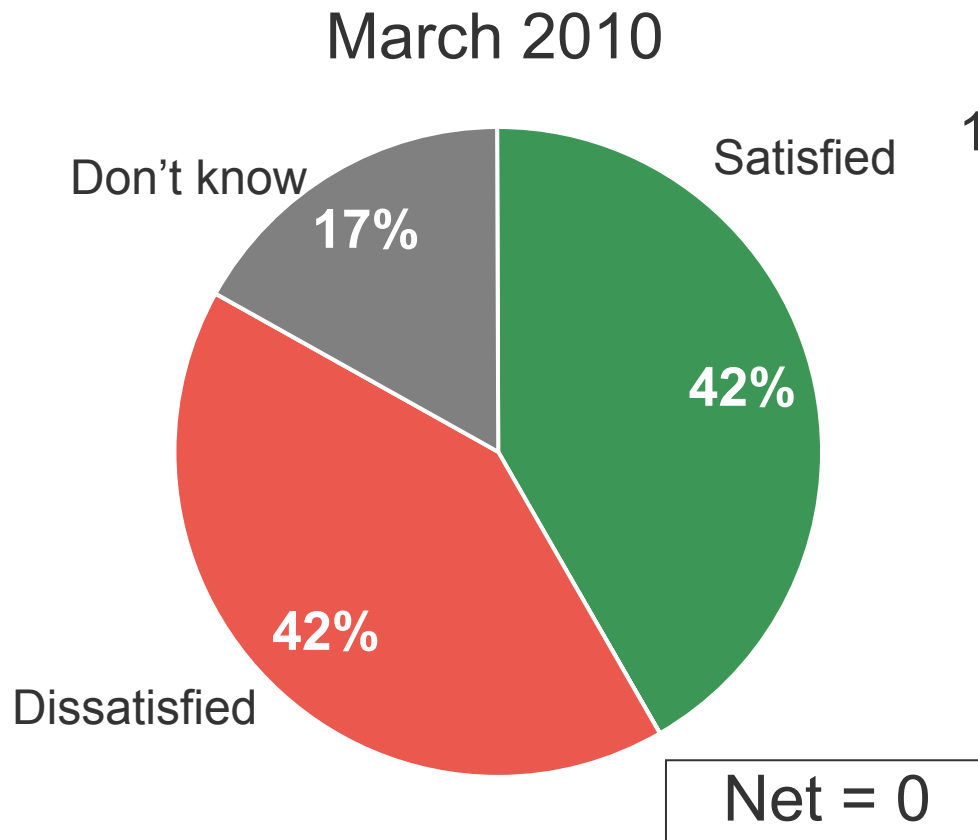
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

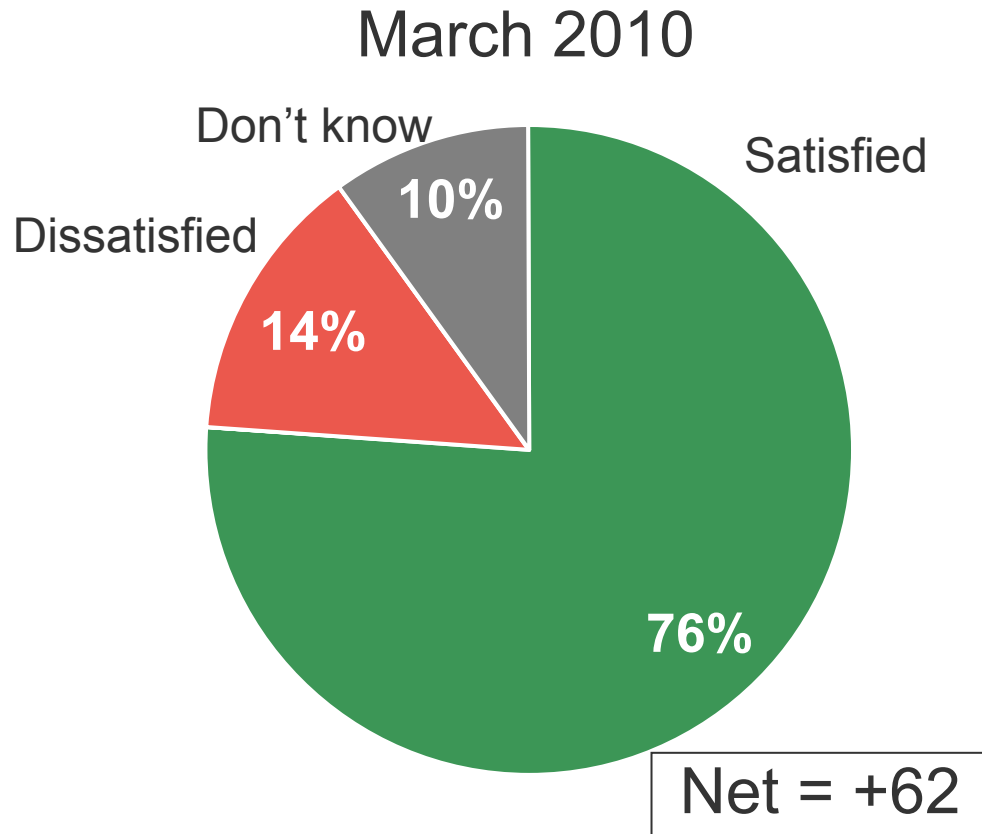
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

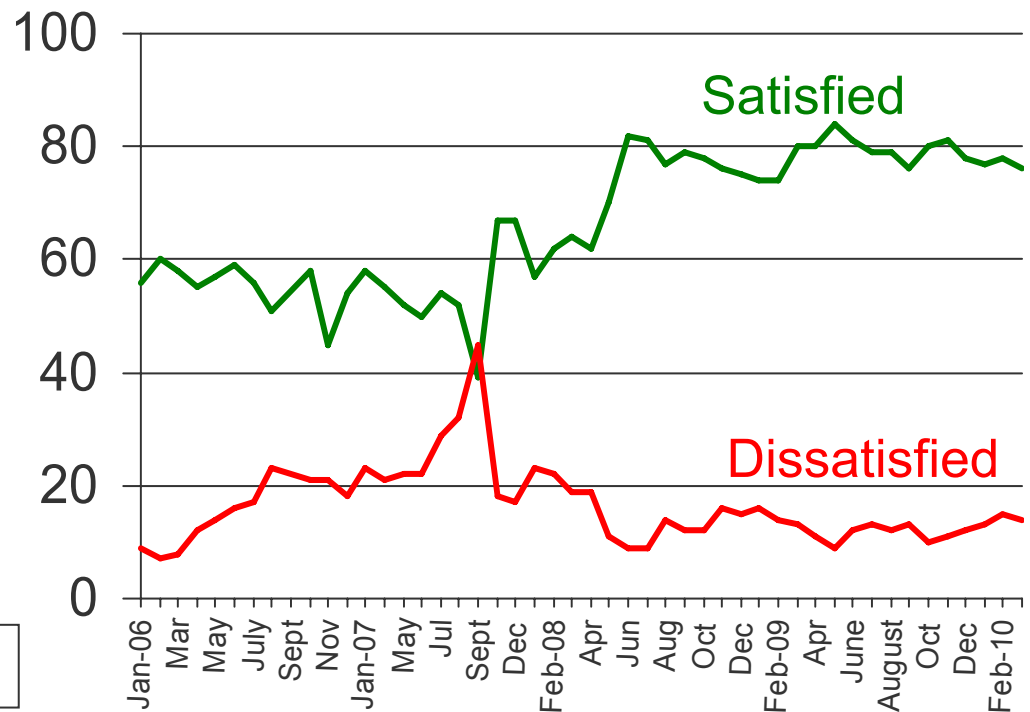


David Cameron (satisfaction among Tory supporters)

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



January 2006 – March 2010



Base: 397 Conservative supporters 18+, 19th-22nd March 2010

Ipsos MORI

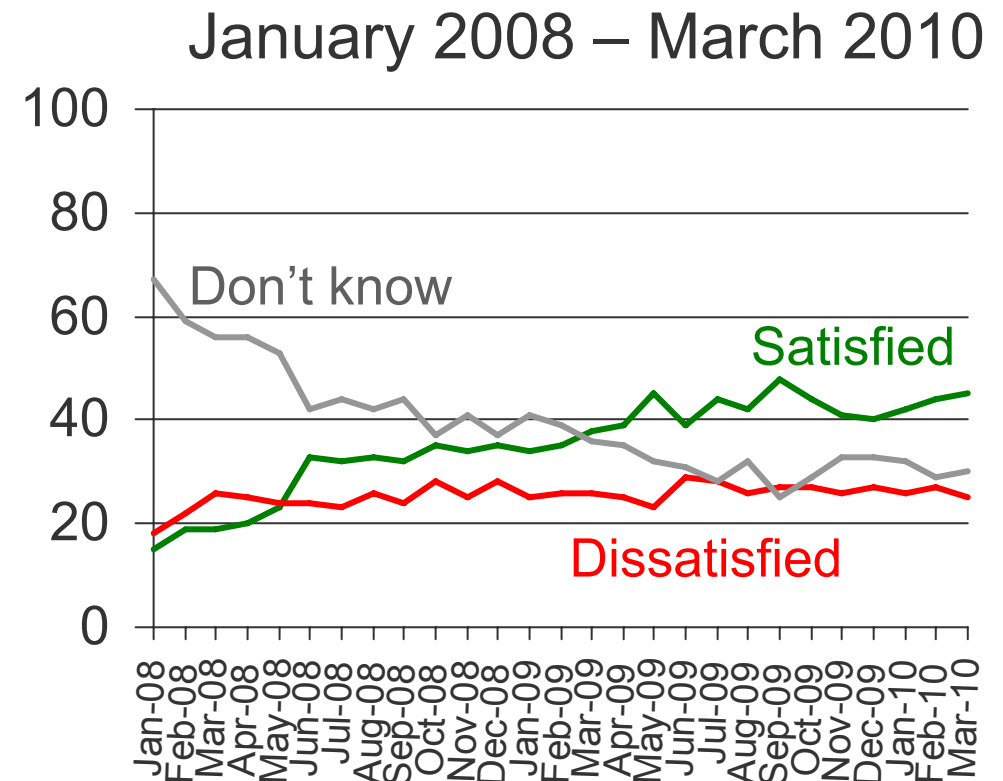
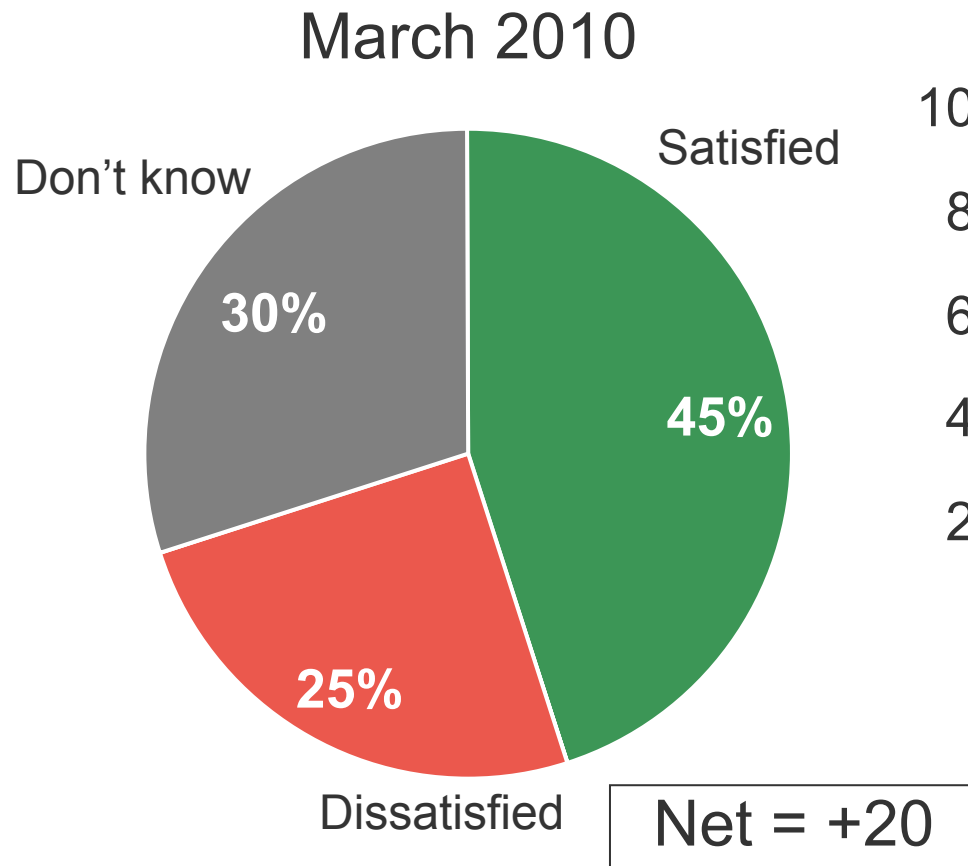
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 1,503 British adults 18+, 19th-22nd March 2010

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

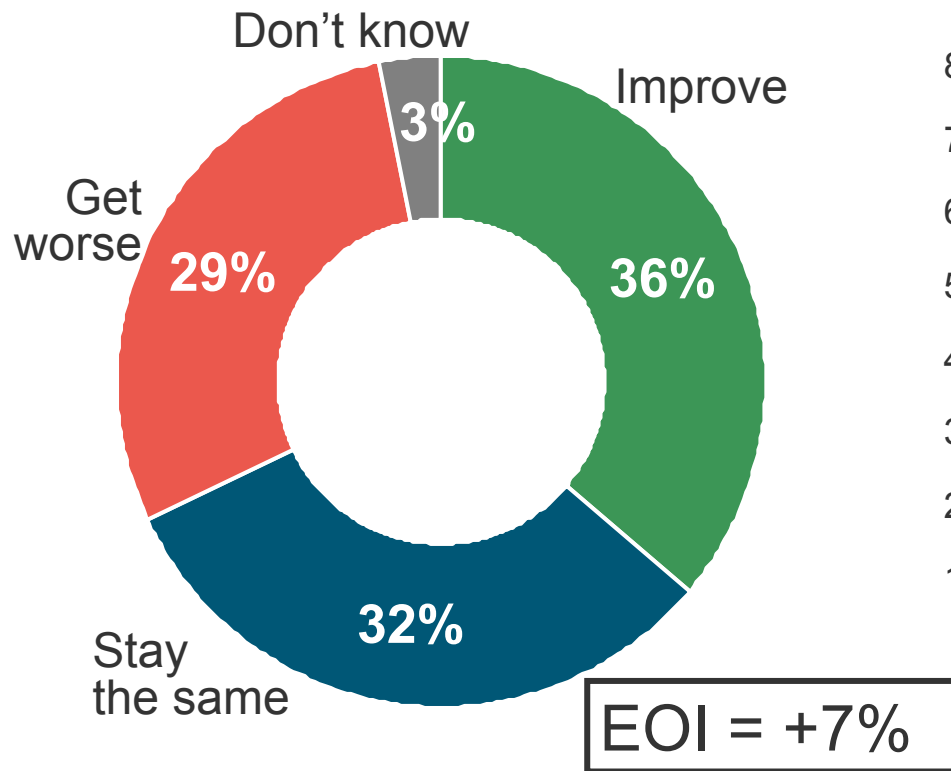


Economic Optimism

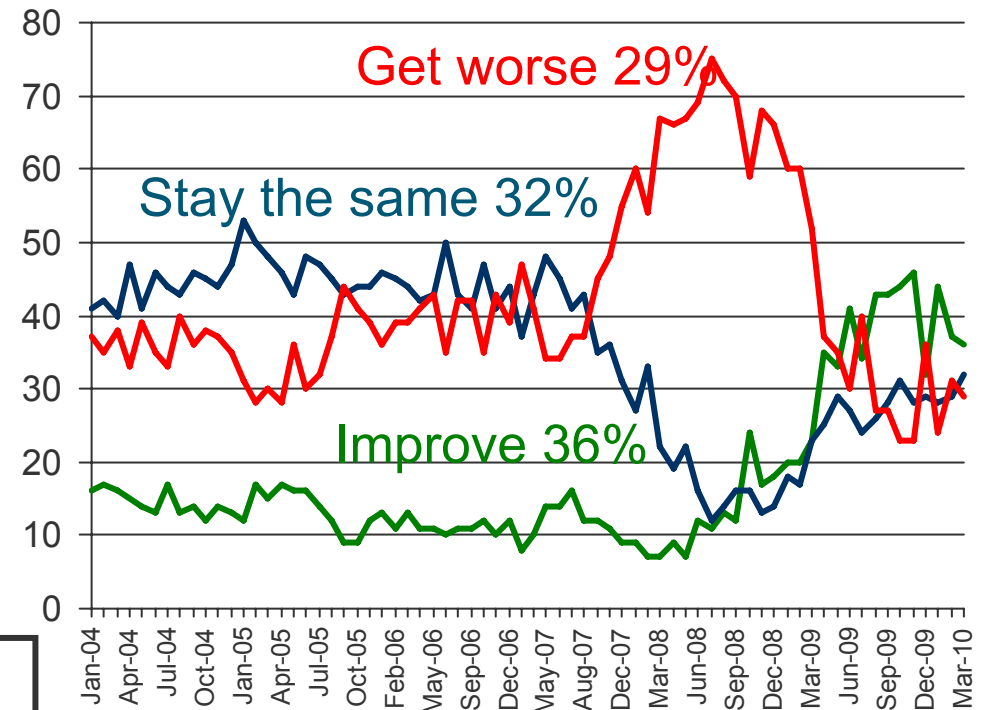
Slightly more people think the economy will improve than get worse

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

March 2010



January 2004 – March 2010



Base: 1,503 British adults 18+, 19th-22nd March 2010

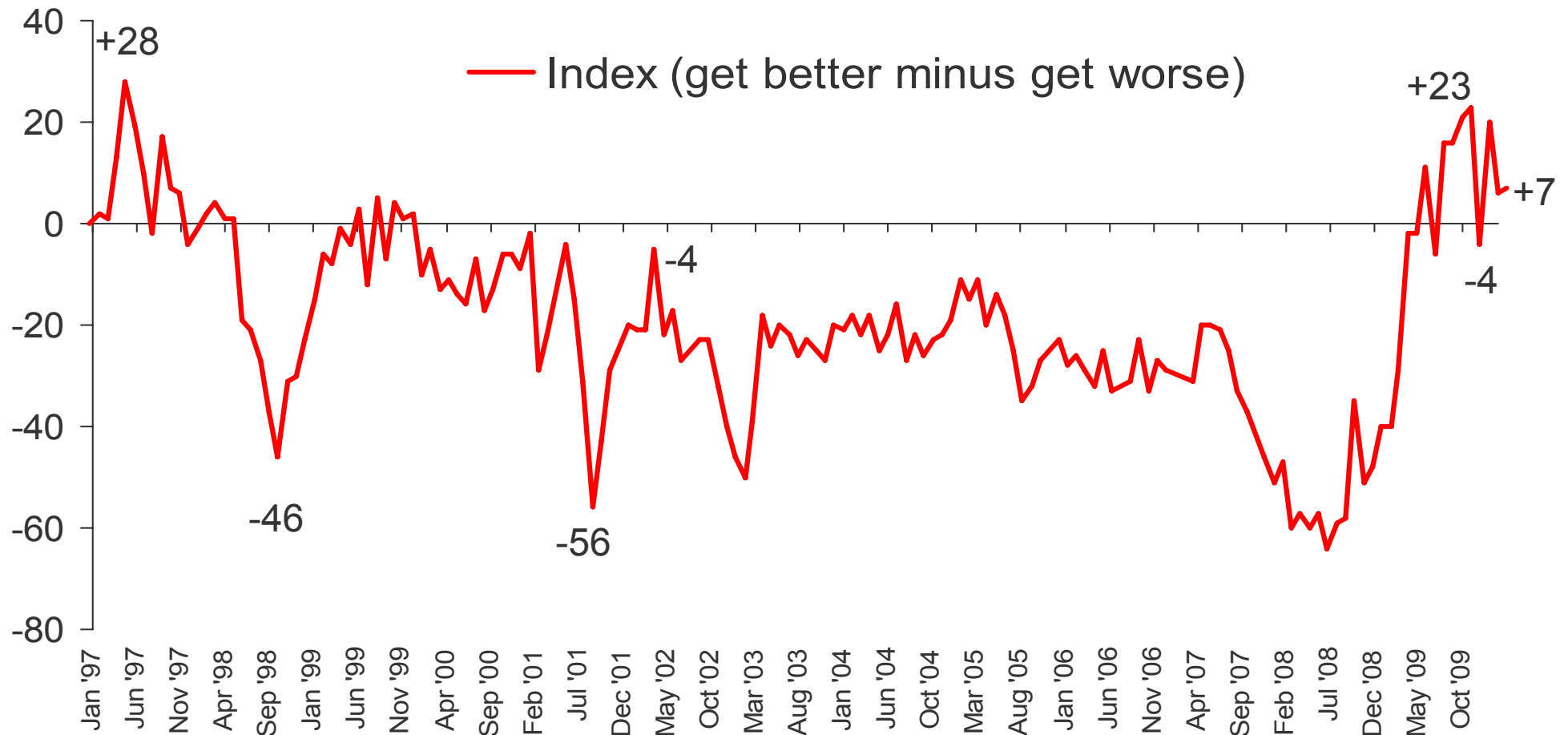
Ipsos MORI

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; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

Economic Optimism since 1979

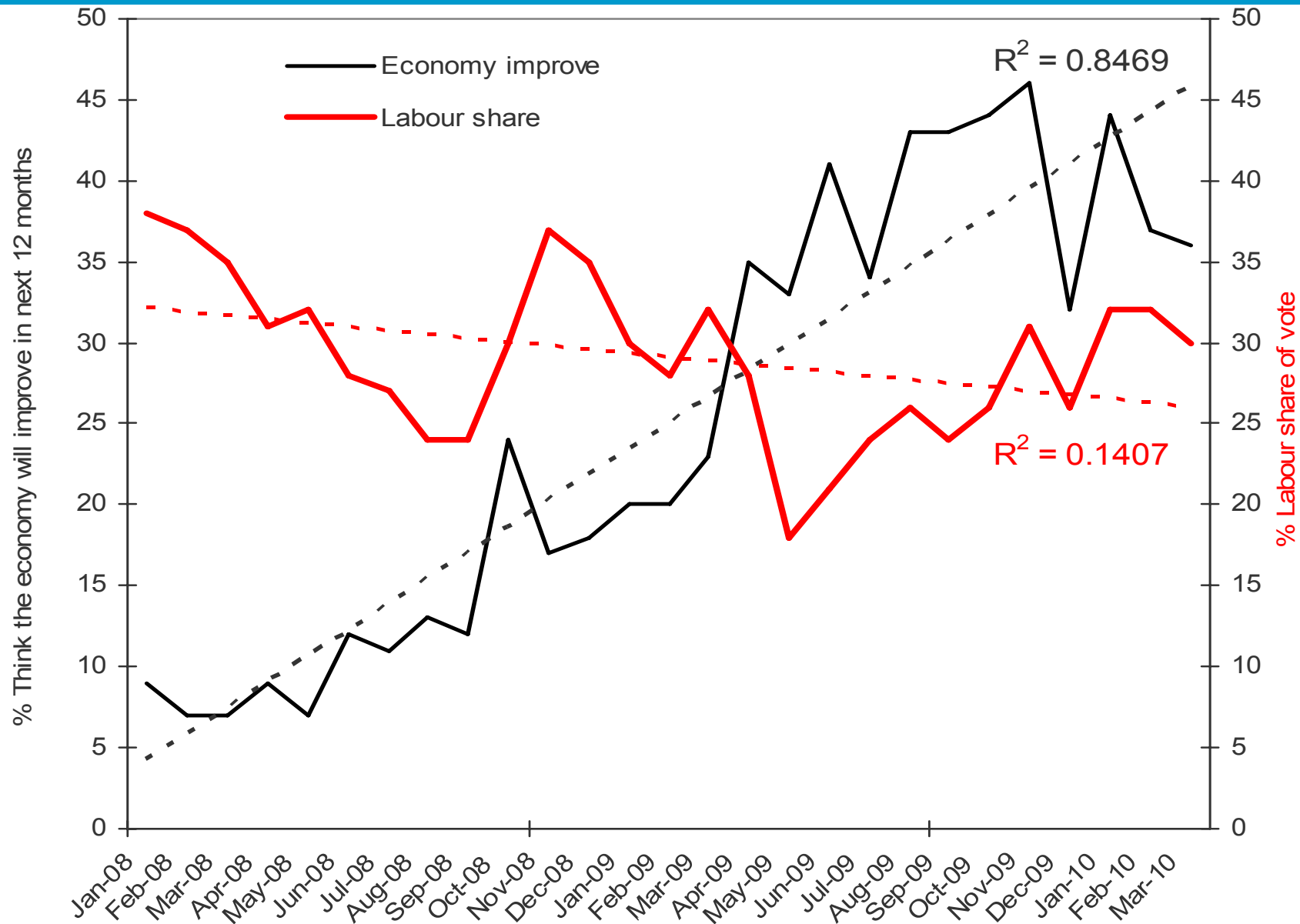
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

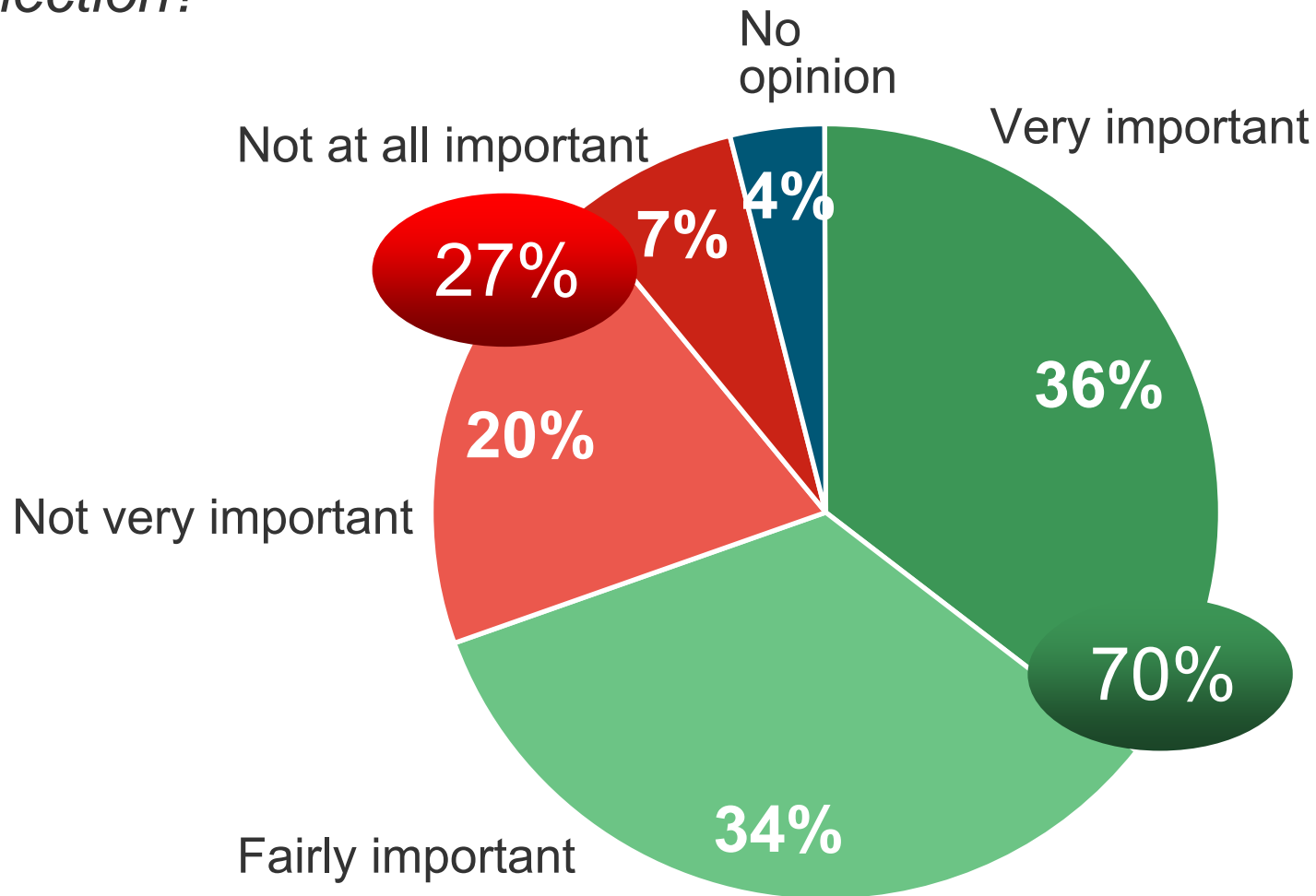
Economic optimism vs. Labour share



Importance of Election result

The election result is important to most

How important is it to you personally who wins the next General Election?



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

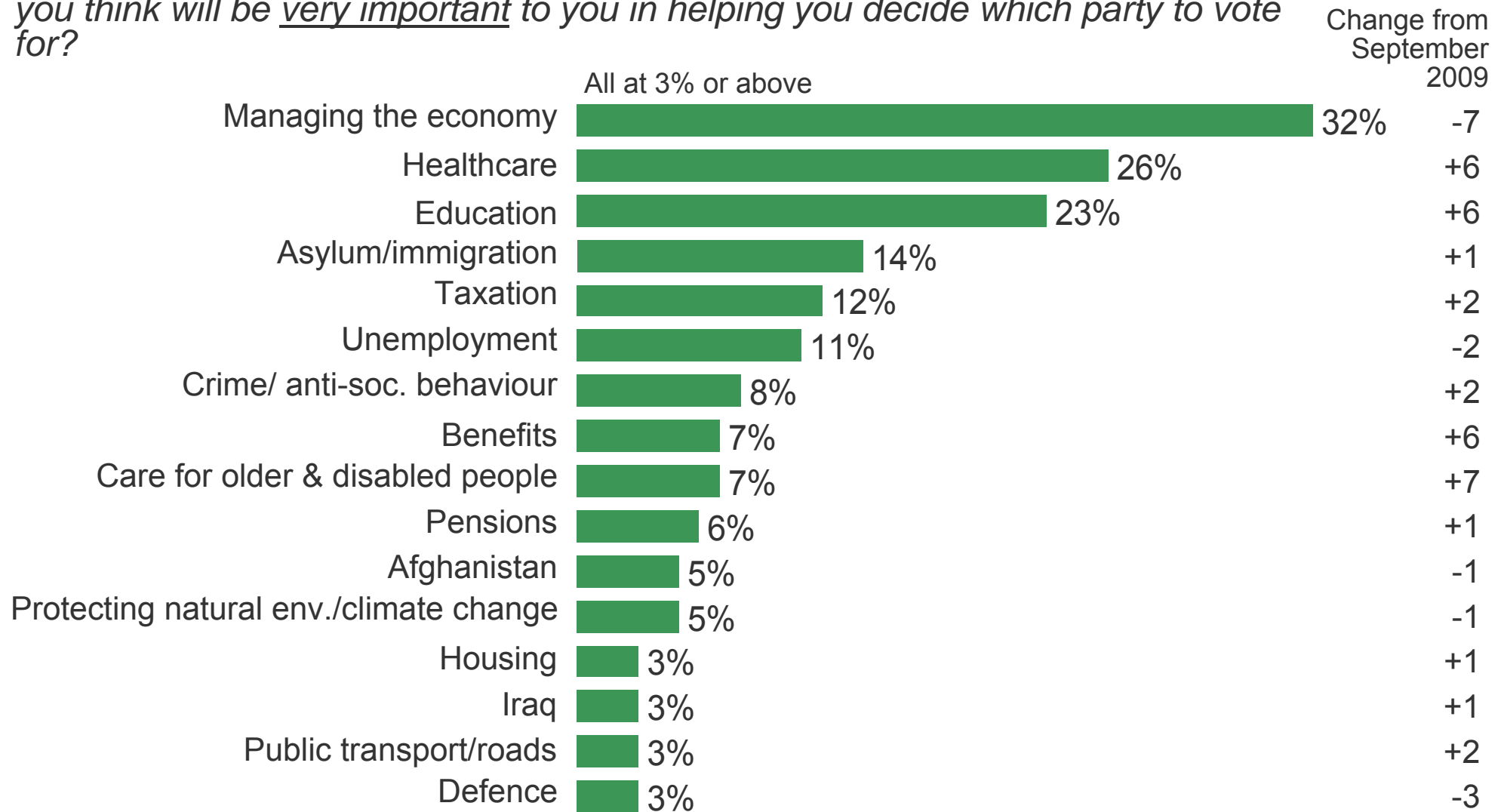
Source: Ipsos MORI Political Monitor



Extra questions

The economy is the most important election issue

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: 1,503 British adults 18+, 19th-22nd March 2010

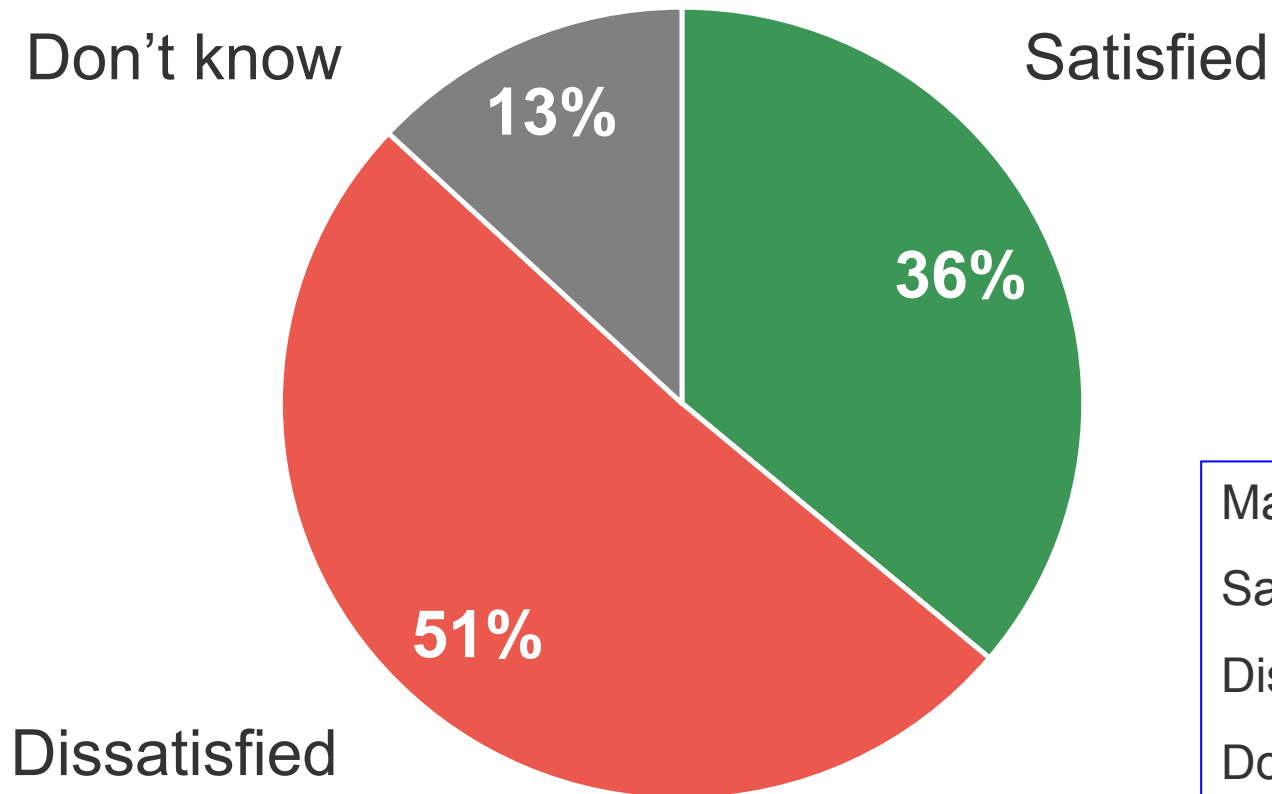
Ipsos MORI

Source: Ipsos MORI Political Monitor



A third are happy with Darling as Chancellor

Are you satisfied or dissatisfied with the way Alistair Darling is doing his job as Chancellor of the Exchequer?



March 2008
Satisfied: 28%
Dissatisfied: 44%
Don't know: 28%

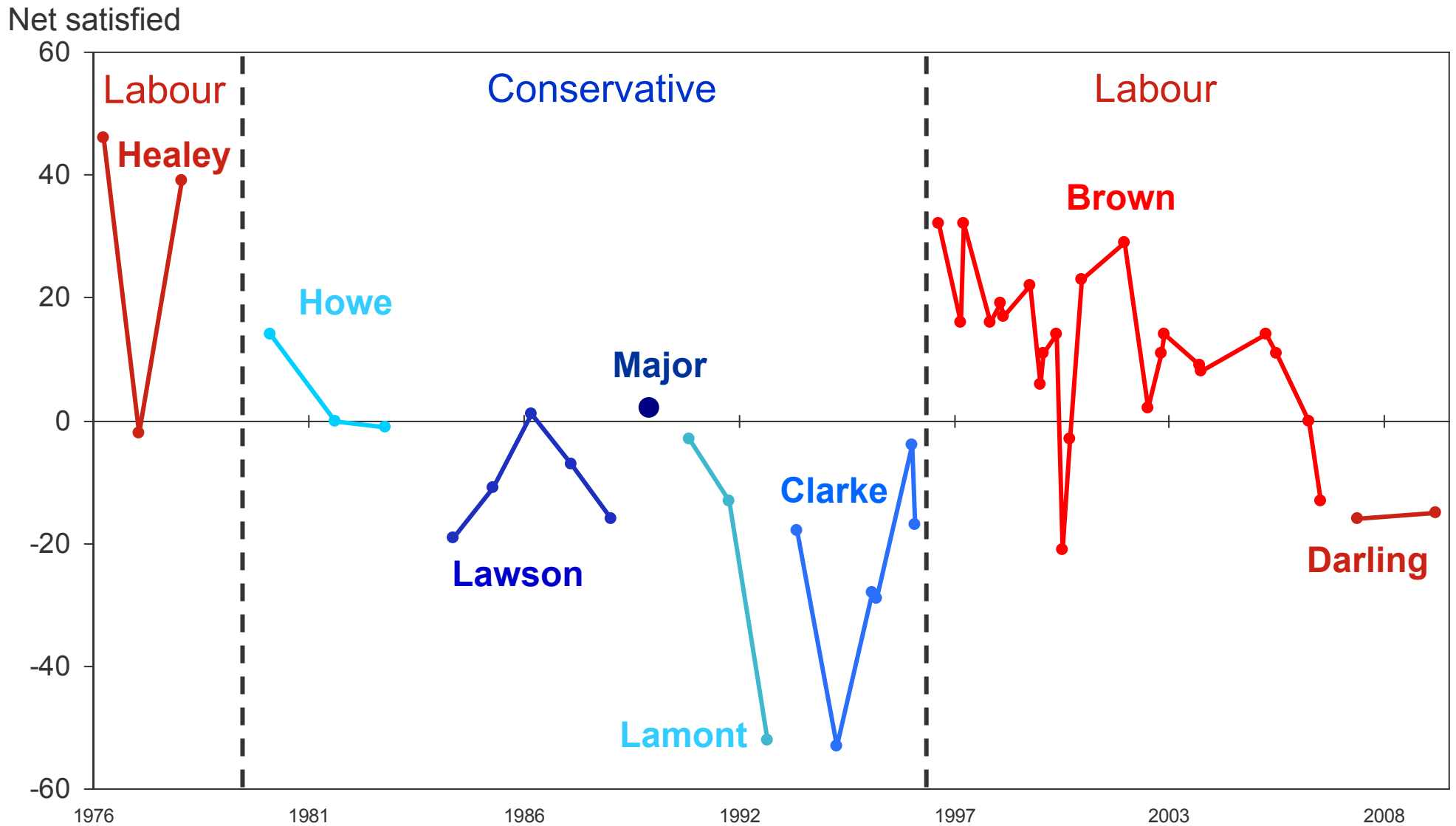
Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor



Net satisfaction with Chancellors since 1976

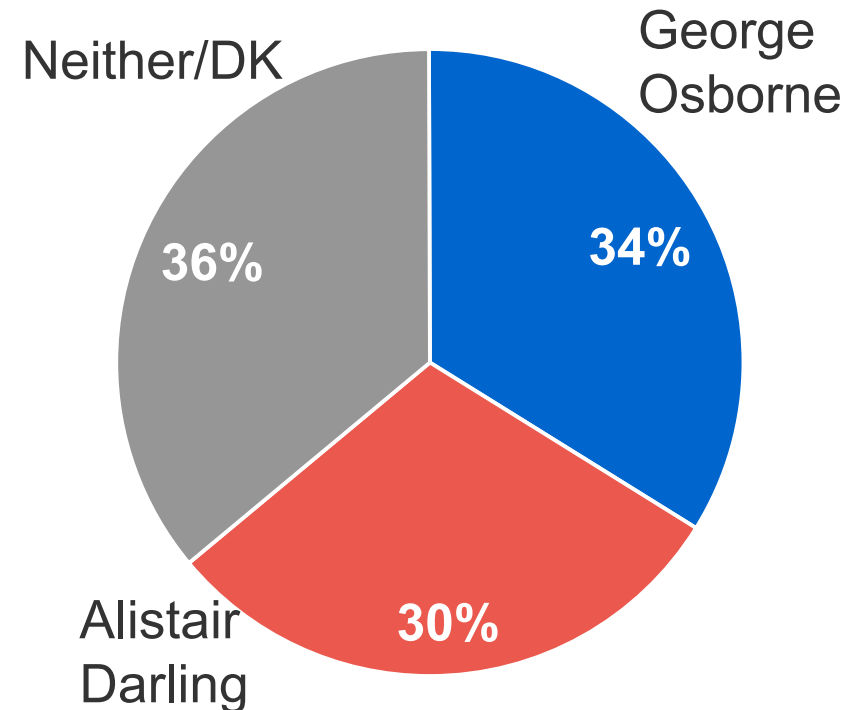
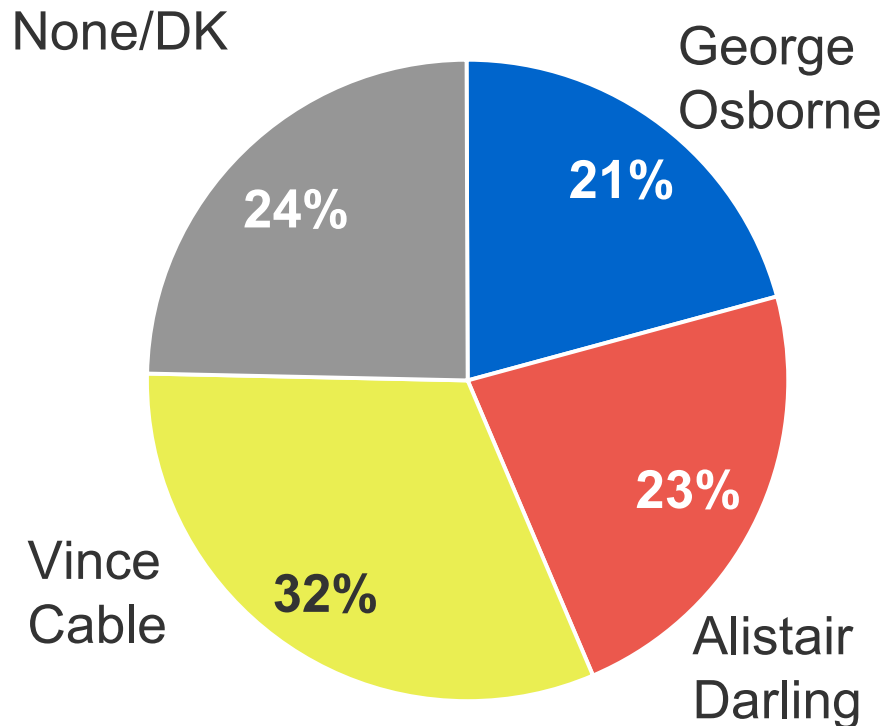


Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

But will Osborne or Cable do better?

Who do you think would make the most capable Chancellor, Labour's Alistair Darling, the Conservatives' George Osborne or the Liberal Democrats' Vince Cable?

Who do you think would make the most capable Chancellor, Labour's Alistair Darling or the Conservatives' George Osborne?

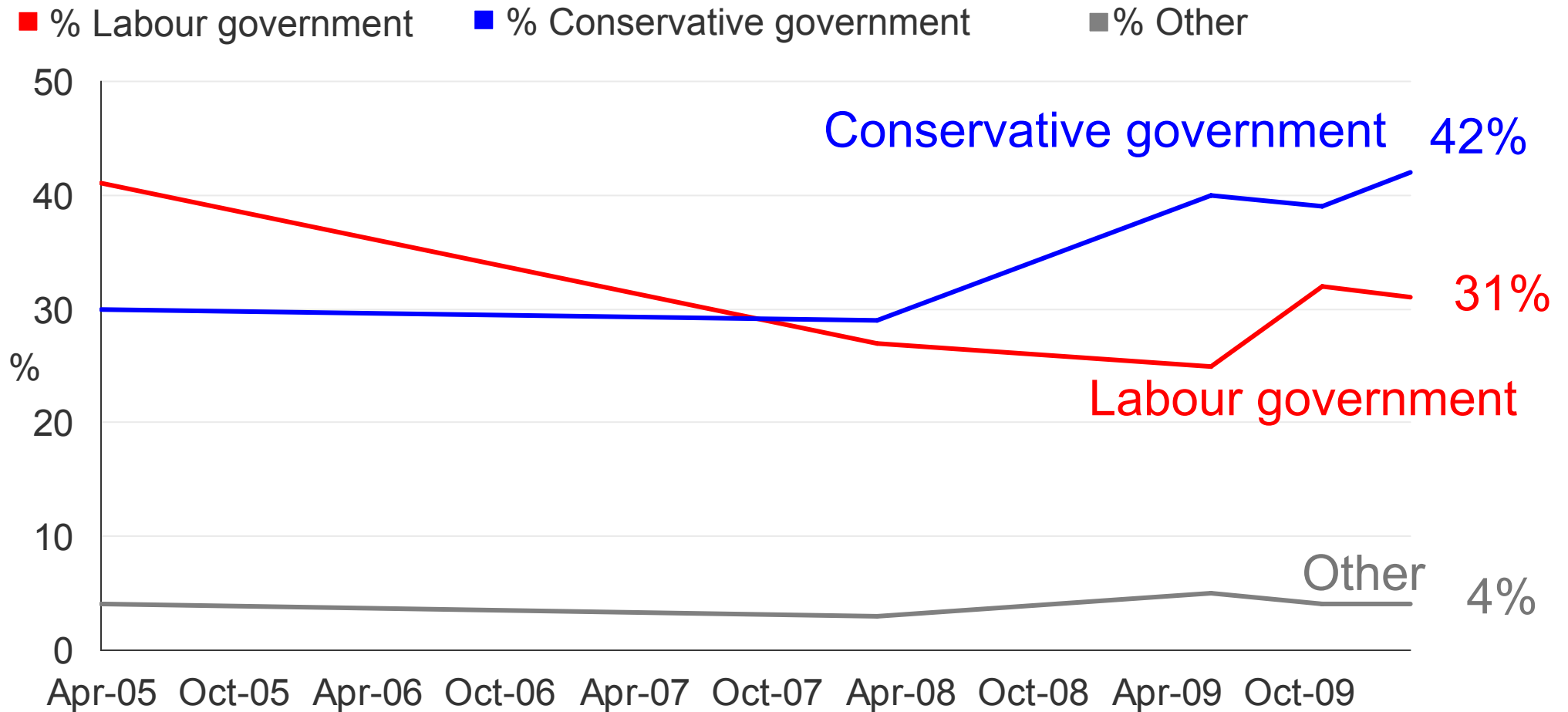


Base: 735 from 1,503 British adults 18+, 19th-22nd March 2010
Ipsos MORI

Base: 768 from 1,503 British adults 18+, 19th-22nd March 2010
Source: Ipsos MORI Political Monitor
Ipsos

Conservatives are increasingly seen as better at getting value for public money

Do you think a Labour or Conservative government would be most effective in getting good value for the public money it spends?



Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

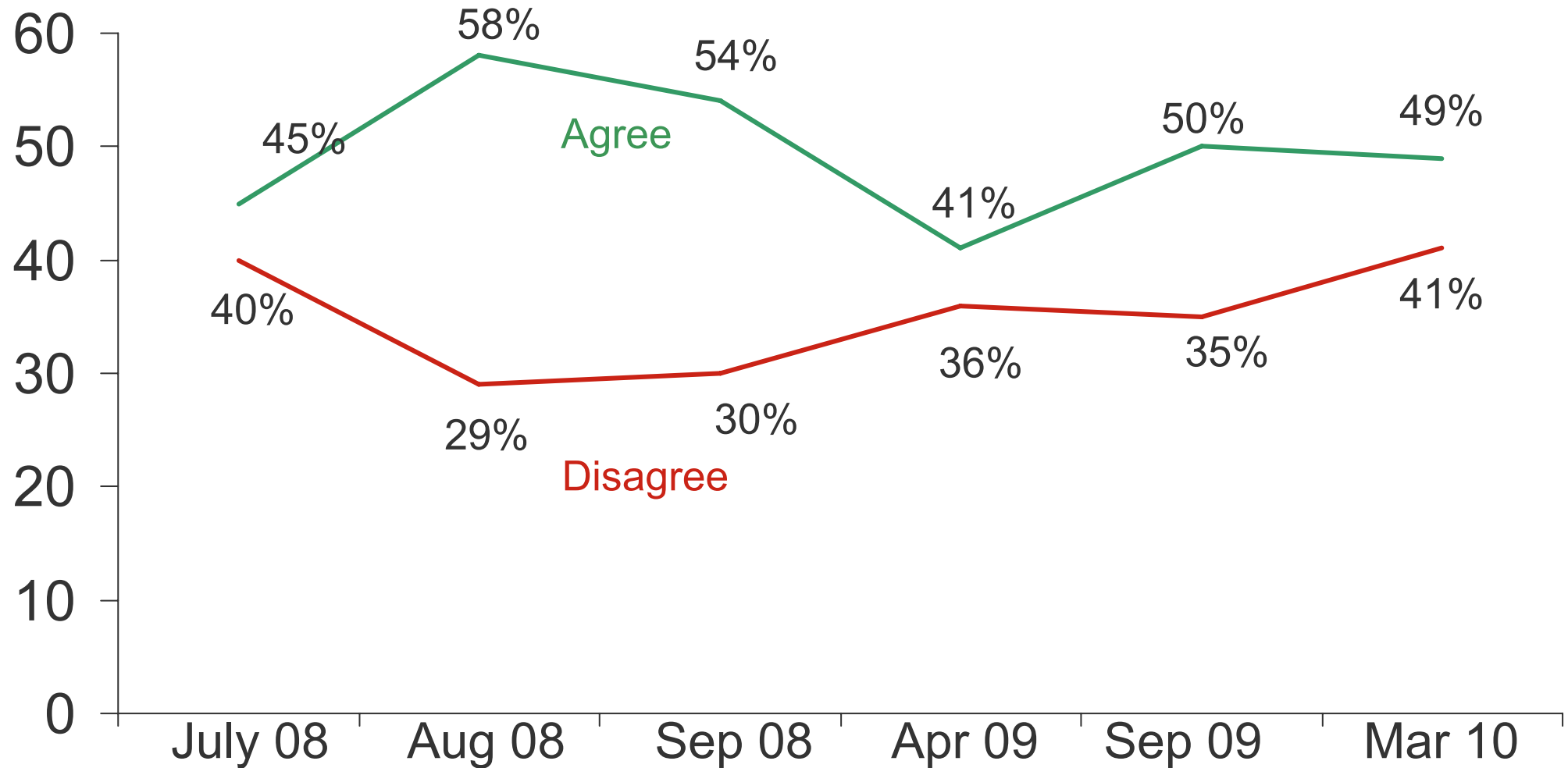
Ipsos MORI

Source: Ipsos MORI



But growing doubts about Conservatives' readiness to govern

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

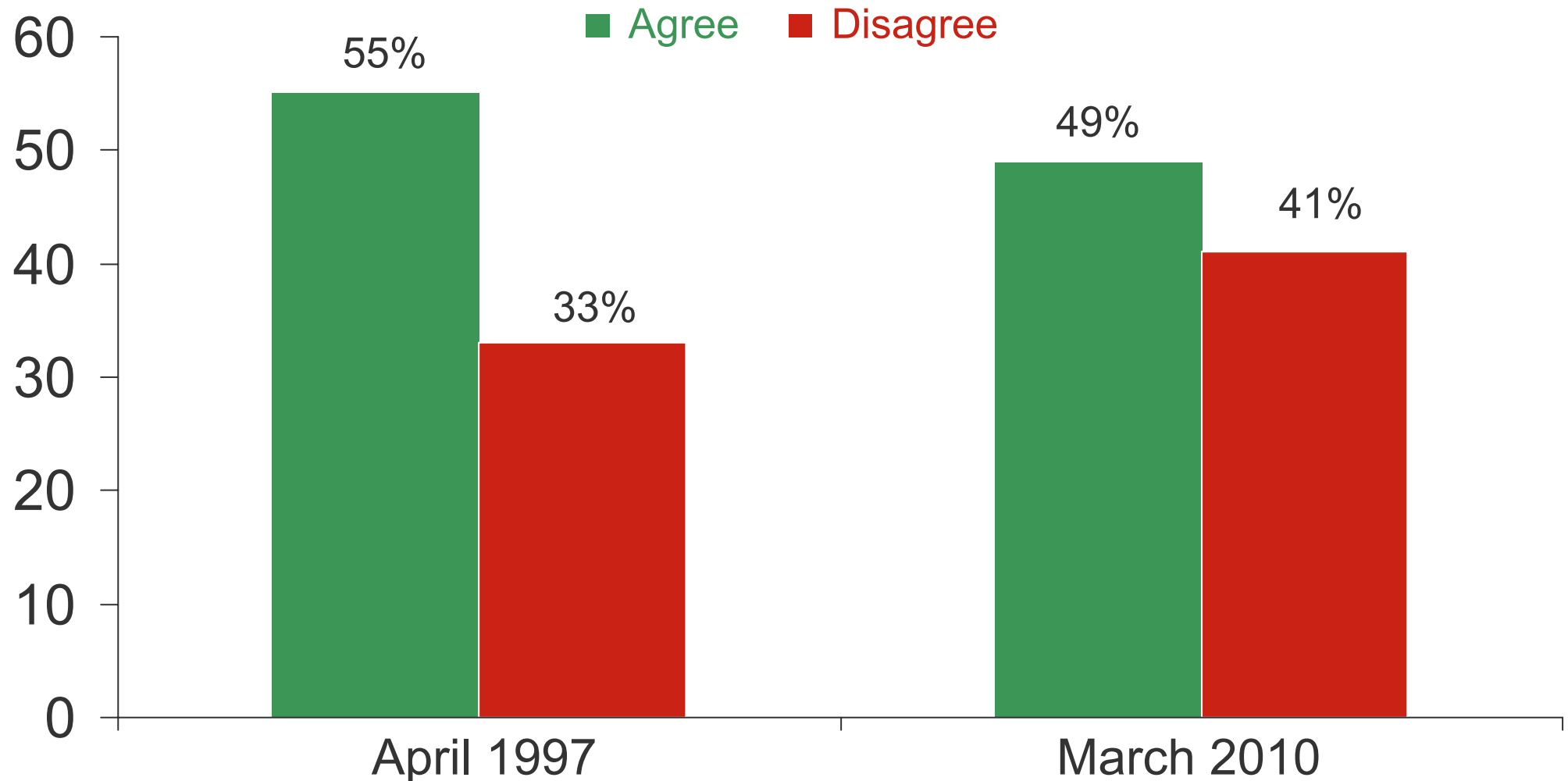


Base: c. 1,000 British adults each month; (March 2010: 1,503 adults)

Source: Ipsos MORI Political Monitor

Cameron's Conservatives are seen as less ready than Blair's Labour in 1997

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



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

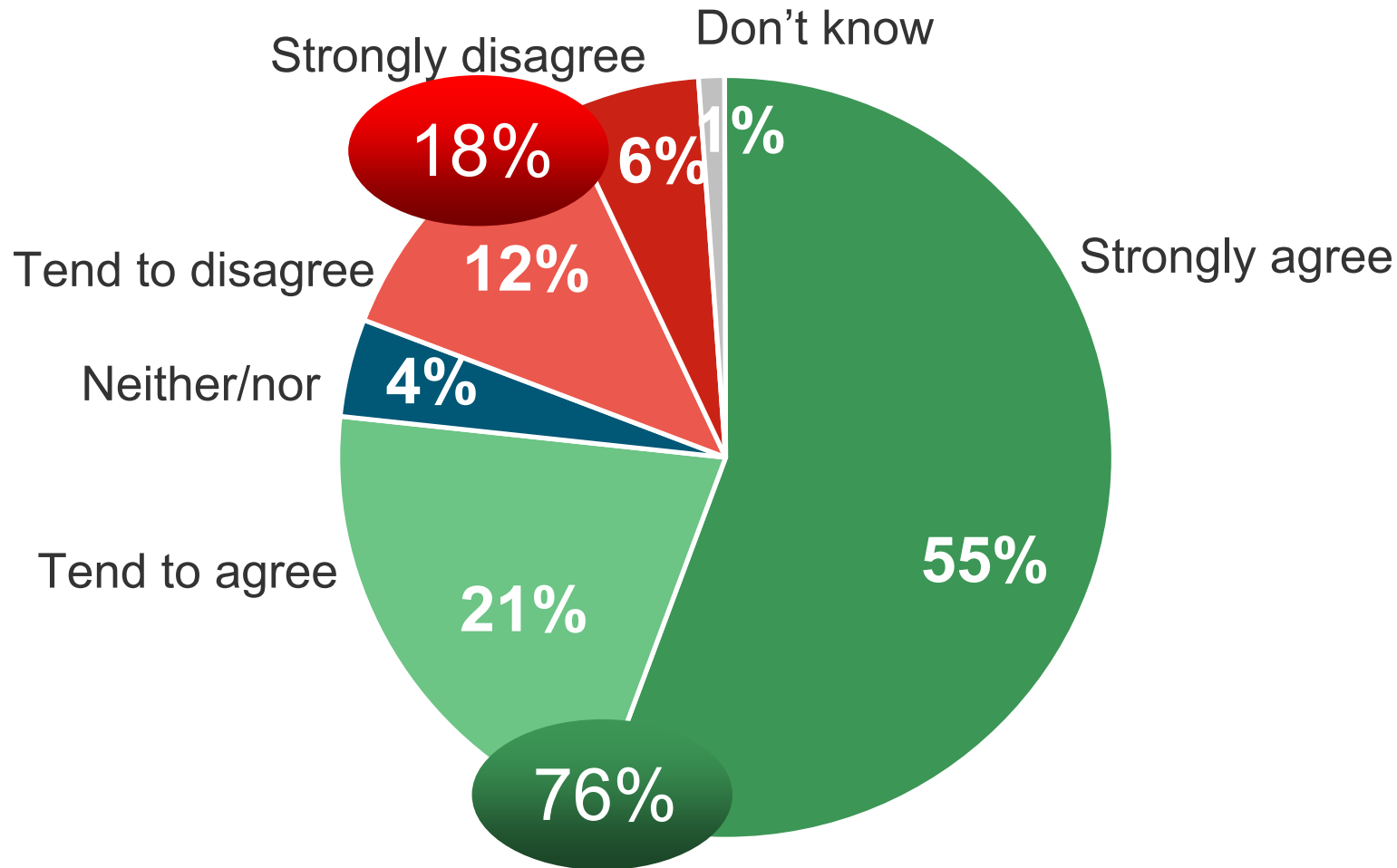
Base: 1,114 British adults, 8 April 1997

Source: Ipsos MORI Political Monitor



Three quarters want a fresh team of leaders

Britain needs a fresh team of leaders



Base: 1,503 British adults 18+, 19th-22nd March 2010

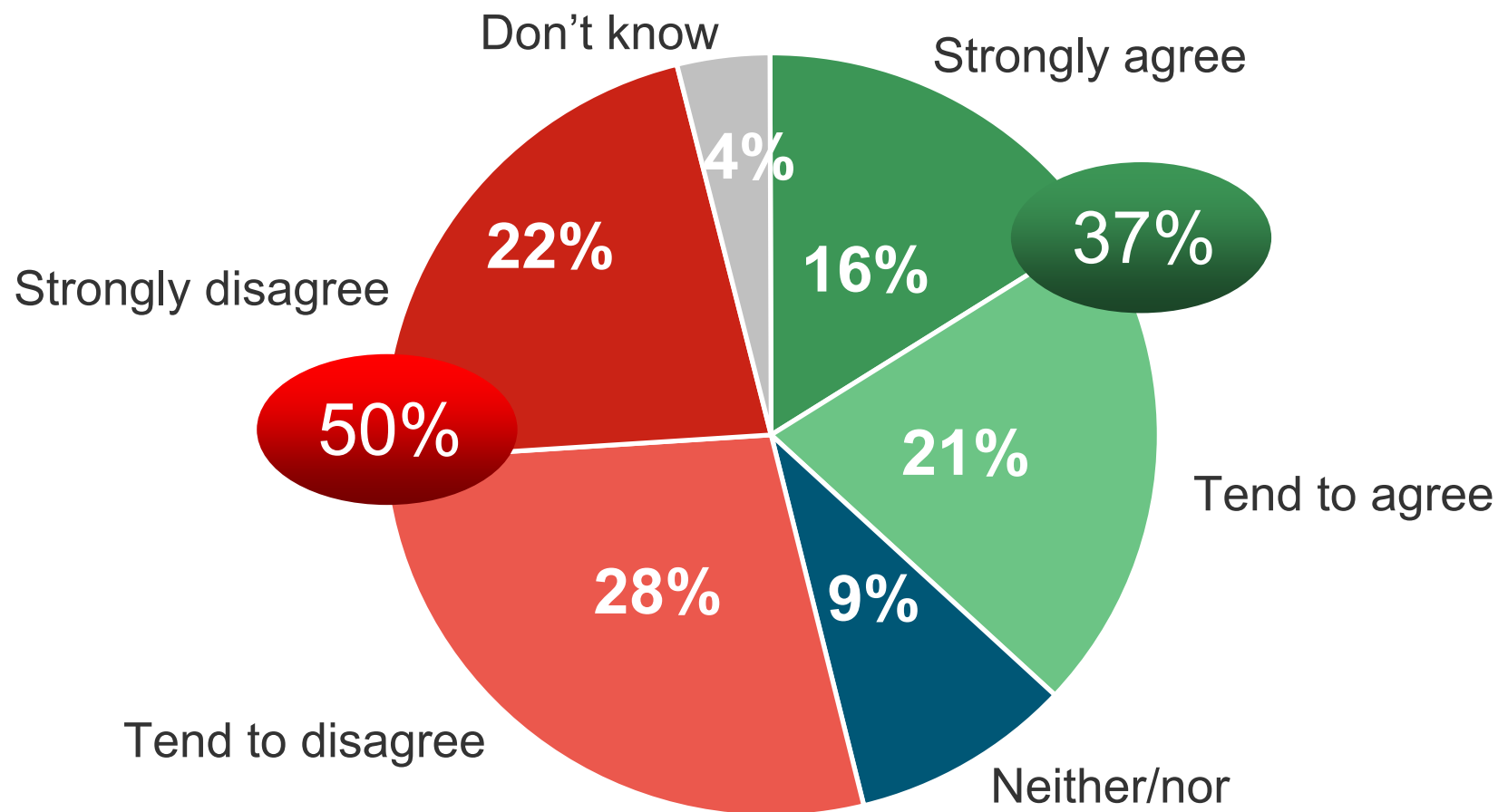
Ipsos MORI

Source: Ipsos MORI Political Monitor



But over a third think Tories don't have the knowledge to run the economy

The Conservatives do not have the knowledge needed to run the economy properly



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor

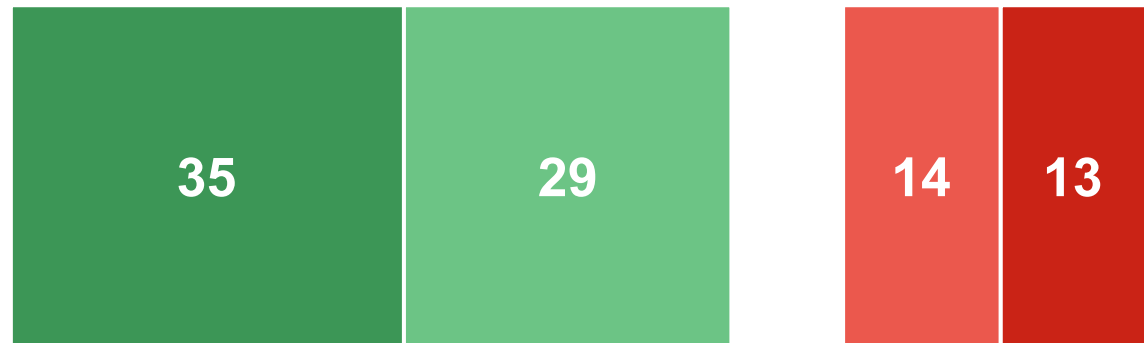


How should the national debt be paid off?

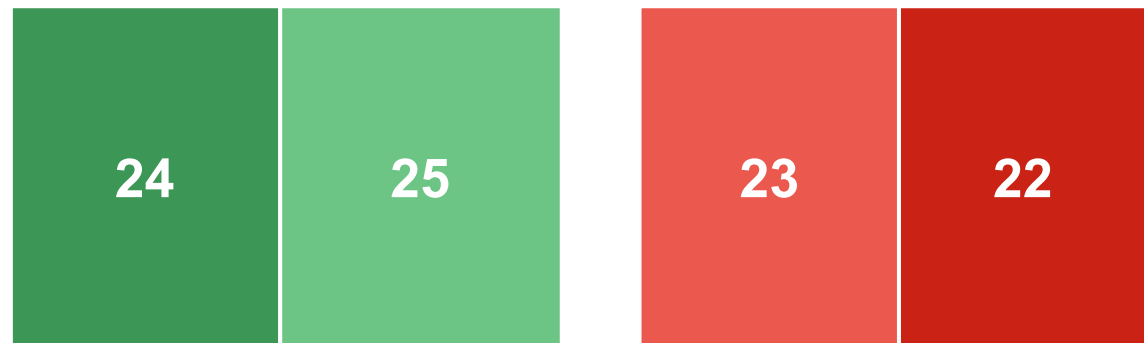
Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending

■ % Strongly agree ■ % Tend to agree ■ % Tend to disagree ■ % Strongly disagree

Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



There is a real need to cut spending on public services in order to pay off the very high national debt we now have



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

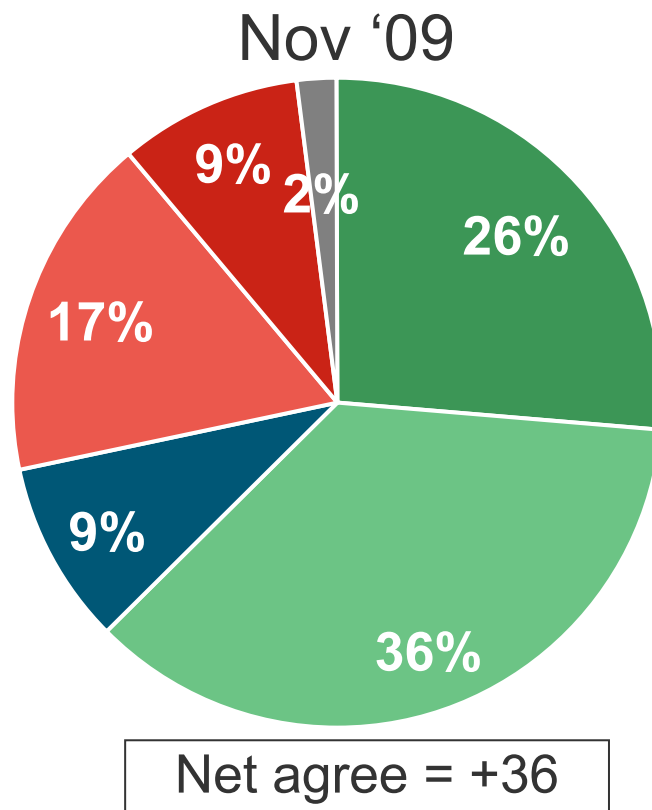
Source: Ipsos MORI Political Monitor



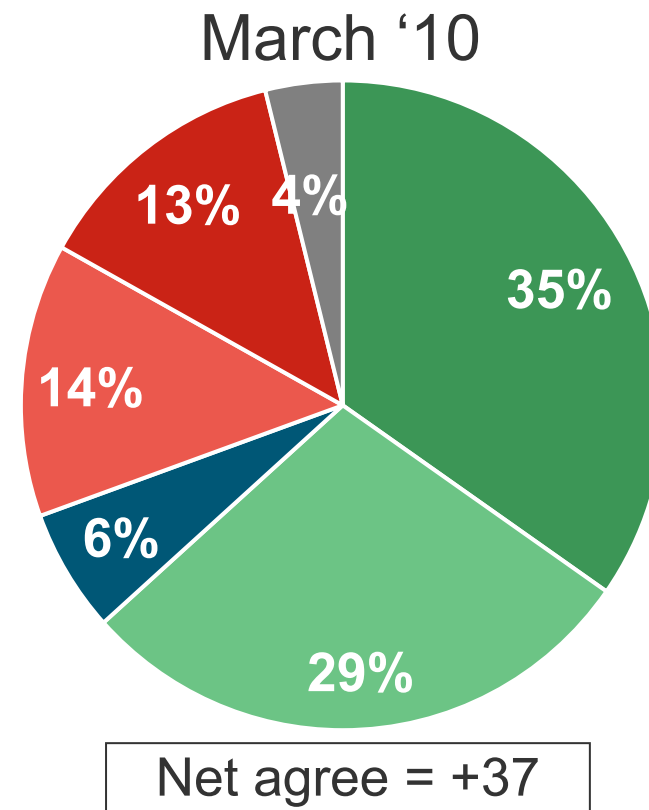
The public still believe that greater efficiency can do it

Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know



Base: 1,006 British adults, 13-15 November 2009



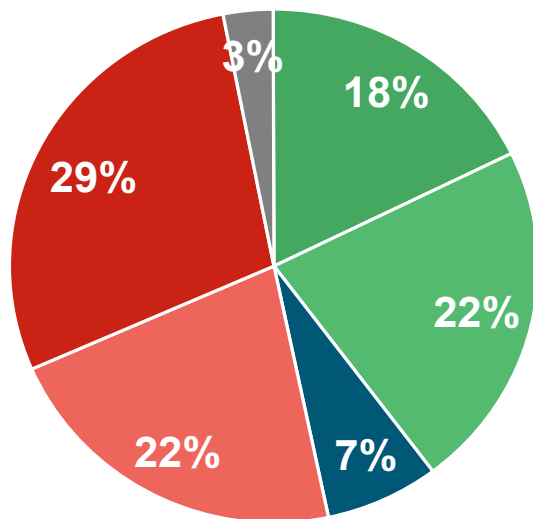
Base: 1,503 British adults 18+, 19th-22nd March 2010

But growing realisation that spending cuts may be necessary

There is a real need to cut spending on public services in order to pay off the very high national debt we now have

■ Strongly agree ■ Tend to agree ■ Neither ■ Tend to disagree ■ Strongly disagree ■ Don't know

June '09

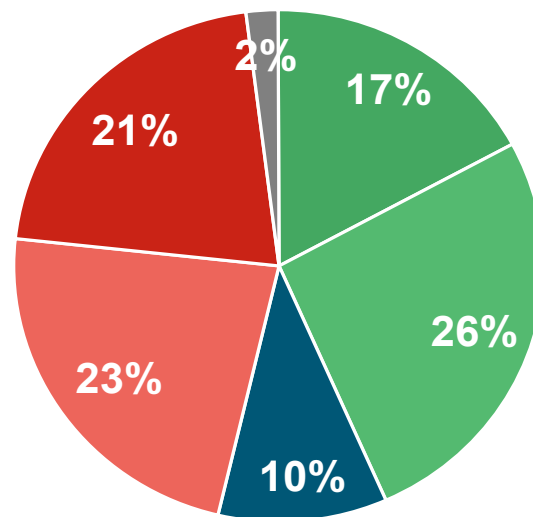


Net agree = -11

Base: 1,004 British adults, 19-21 June 2009

Ipsos MORI

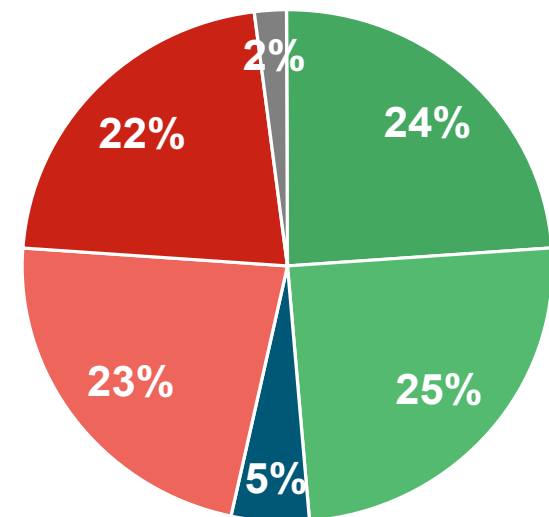
Nov '09



Net agree = -1

Base: 1,006 British adults, 13-15 November 2009

March '10



Net agree = +4

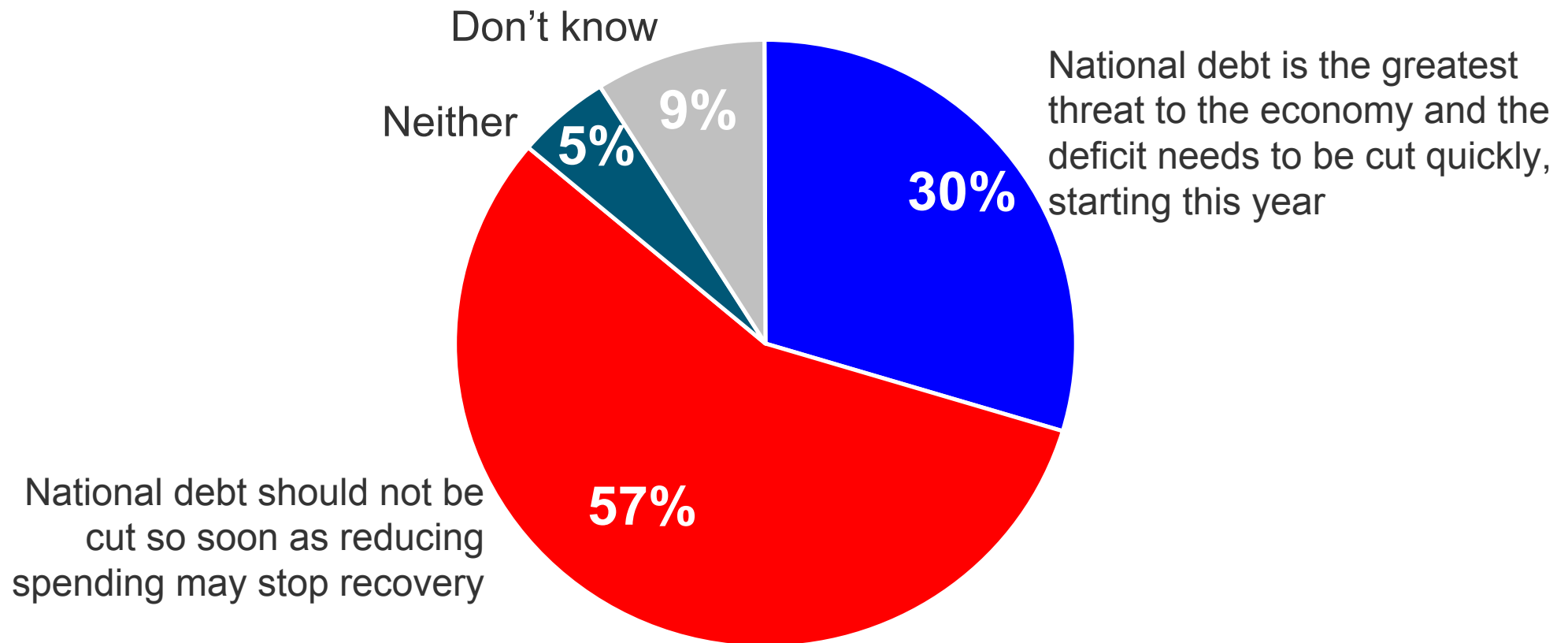
Base: 1,503 British adults 18+, 19th-22nd March 2010

Source: Ipsos MORI Political Monitor



Labour's approach of delaying cuts is favoured

The Conservatives/some economists say that the national debt is the greatest threat to the economy and the deficit needs to be cut quickly, starting this year. Labour/other economists say that it should not be cut so soon as reducing public spending may stop the economic recovery. Which of these do you think is right?



Base: 1,503 British adults 18+, 19th-22nd March 2010

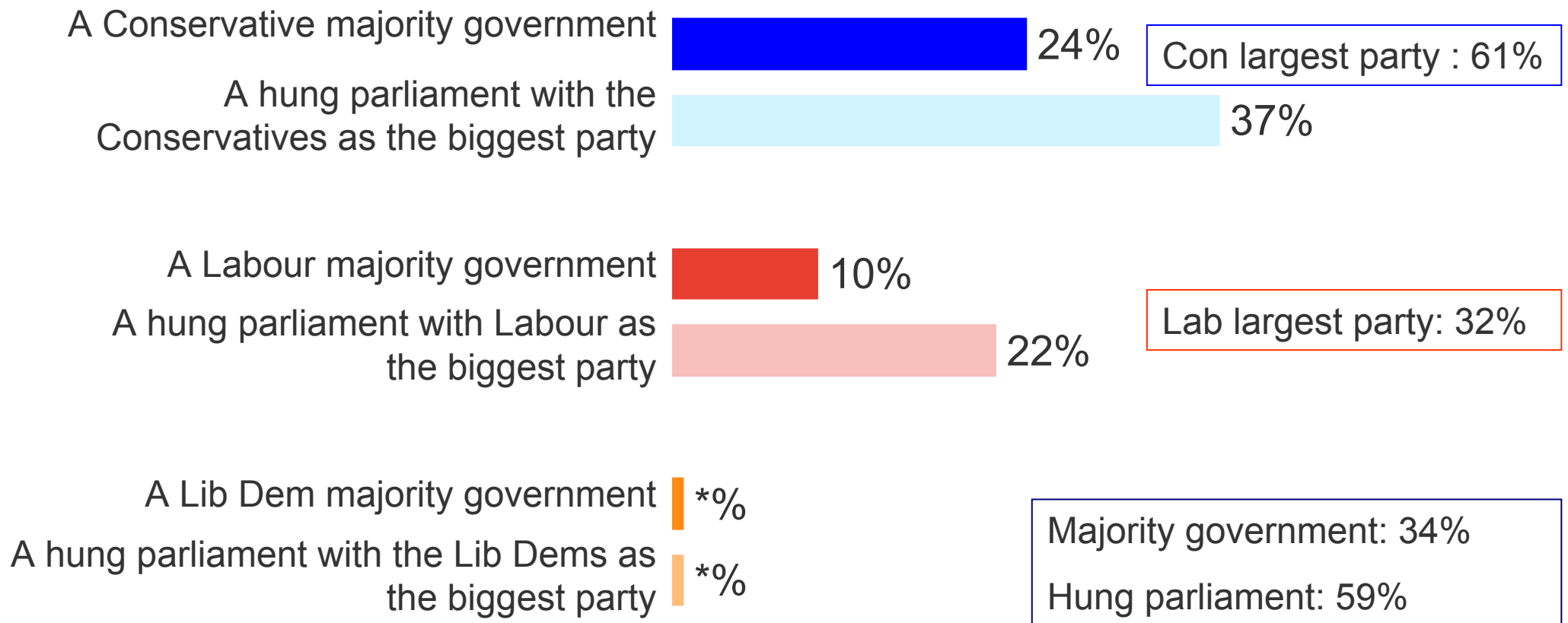
Ipsos MORI NB. Half of the sample was asked about Conservatives and Labour approaches, half was asked about economists

Source: Ipsos MORI Political Monitor



Most expect Conservatives to be the largest party after the next election

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Base: 1,503 British adults 18+, 19th-22nd March 2010

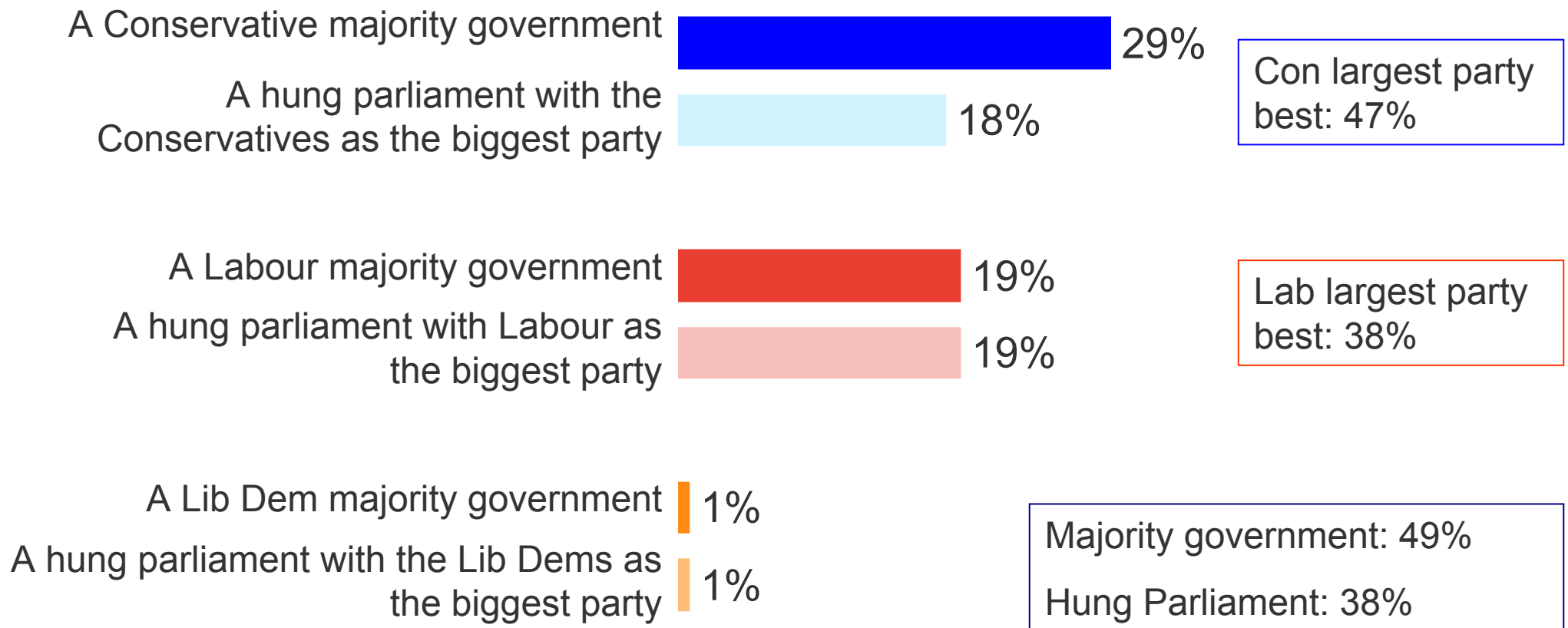
Ipsos MORI

Source: Ipsos MORI Political Monitor



Most think a Conservative majority government would be the best election outcome for the economy

And which of these alternatives do you think would be best for the UK economy?



Base: 1,503 British adults 18+, 19th-22nd March 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor

