



# ***Political Monitor Trends for Reuters***

January 2011

Contacts:

[Bobby.Duffy@ipsos.com](mailto:Bobby.Duffy@ipsos.com)

[Helen.Cleary@ipsos.com](mailto:Helen.Cleary@ipsos.com)

[Tomasz.Mludzinski@ipsos.com](mailto:Tomasz.Mludzinski@ipsos.com)

020 7347 3000

**Ipsos MORI**

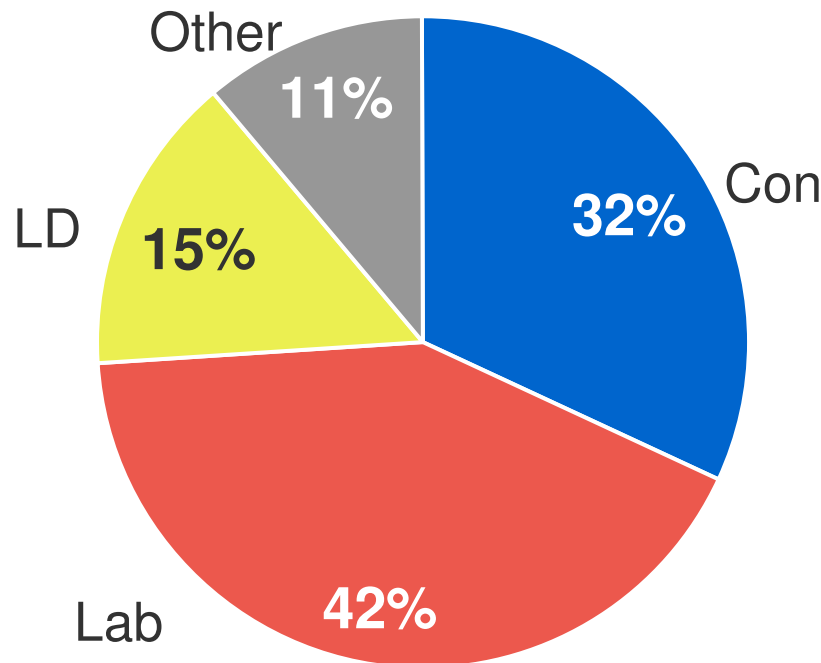


# ***Voting Intentions***

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

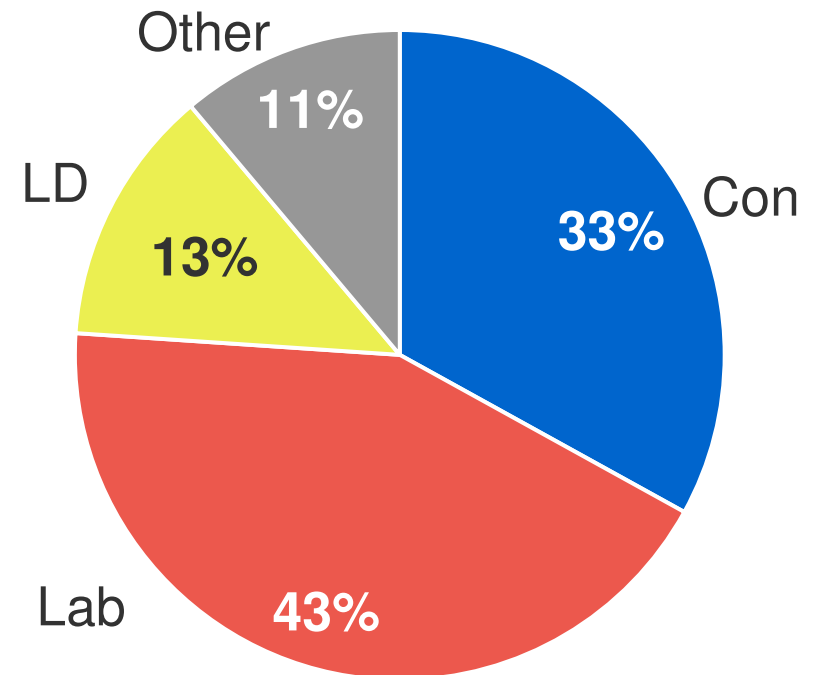
How would you vote if there were a General Election tomorrow?

All giving a voting intention: 83%



Conservative lead = -10

All certain to vote: 58%

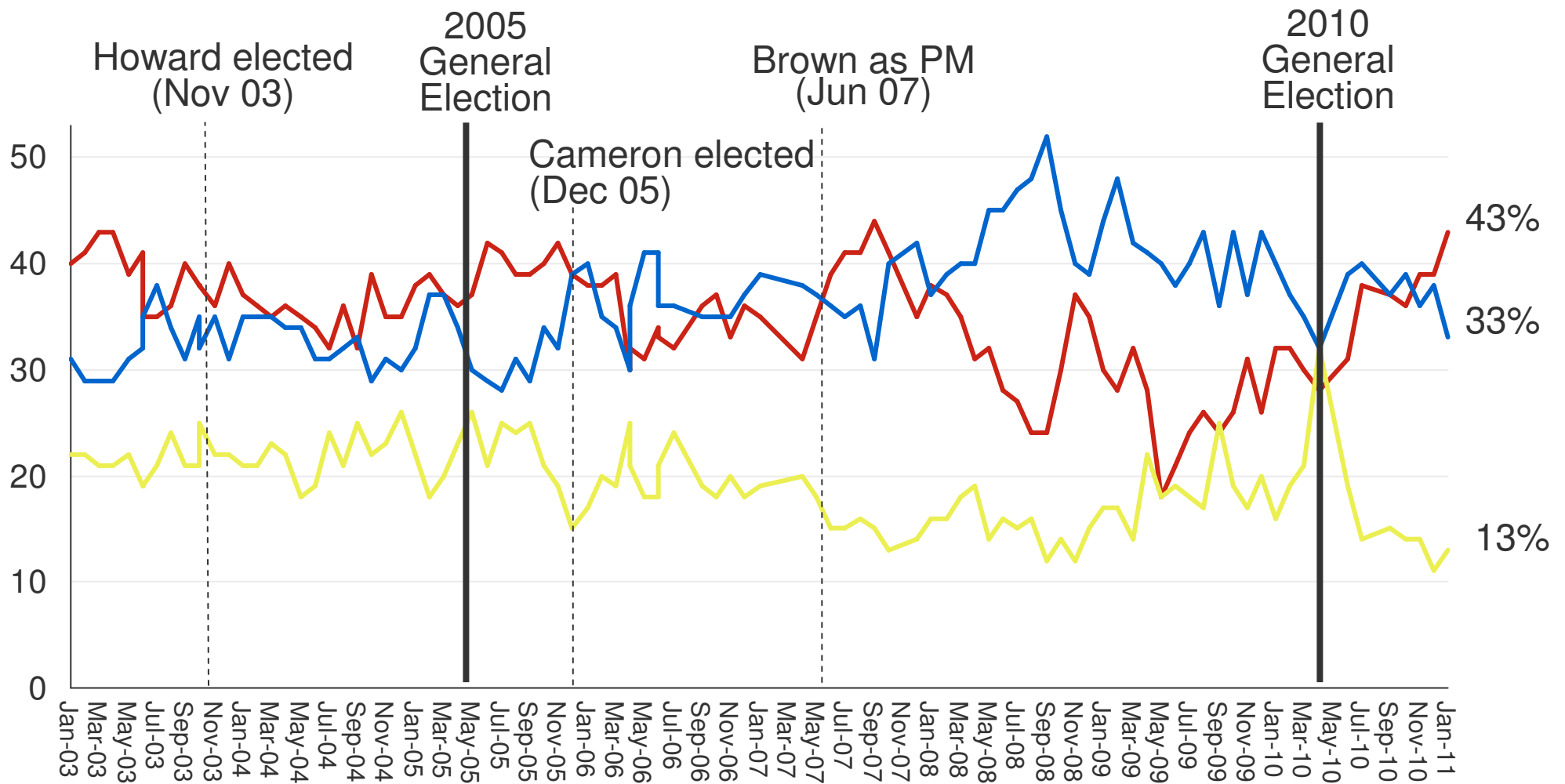


Conservative lead = -10

Base: All giving a voting intention = 972 unweighted, All certain to vote = 692 unweighted; data collected among 1,162 British adults 18+, 21st - 24th January 2011

# Voting Intentions January 03 – January 11 (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: Reuters/Ipsos MORI Political Monitor  
Ipsos MORI



# ***Satisfaction with the Coalition and Party Leaders***

# Satisfaction with leaders and the Government

*How satisfied or dissatisfied are you with the way ... is running the country / doing his job as Prime Minister / Deputy Prime Minister/Leader of the Labour Party?*



Base: 1,162 British adults 18+, 21st – 24th January 2011

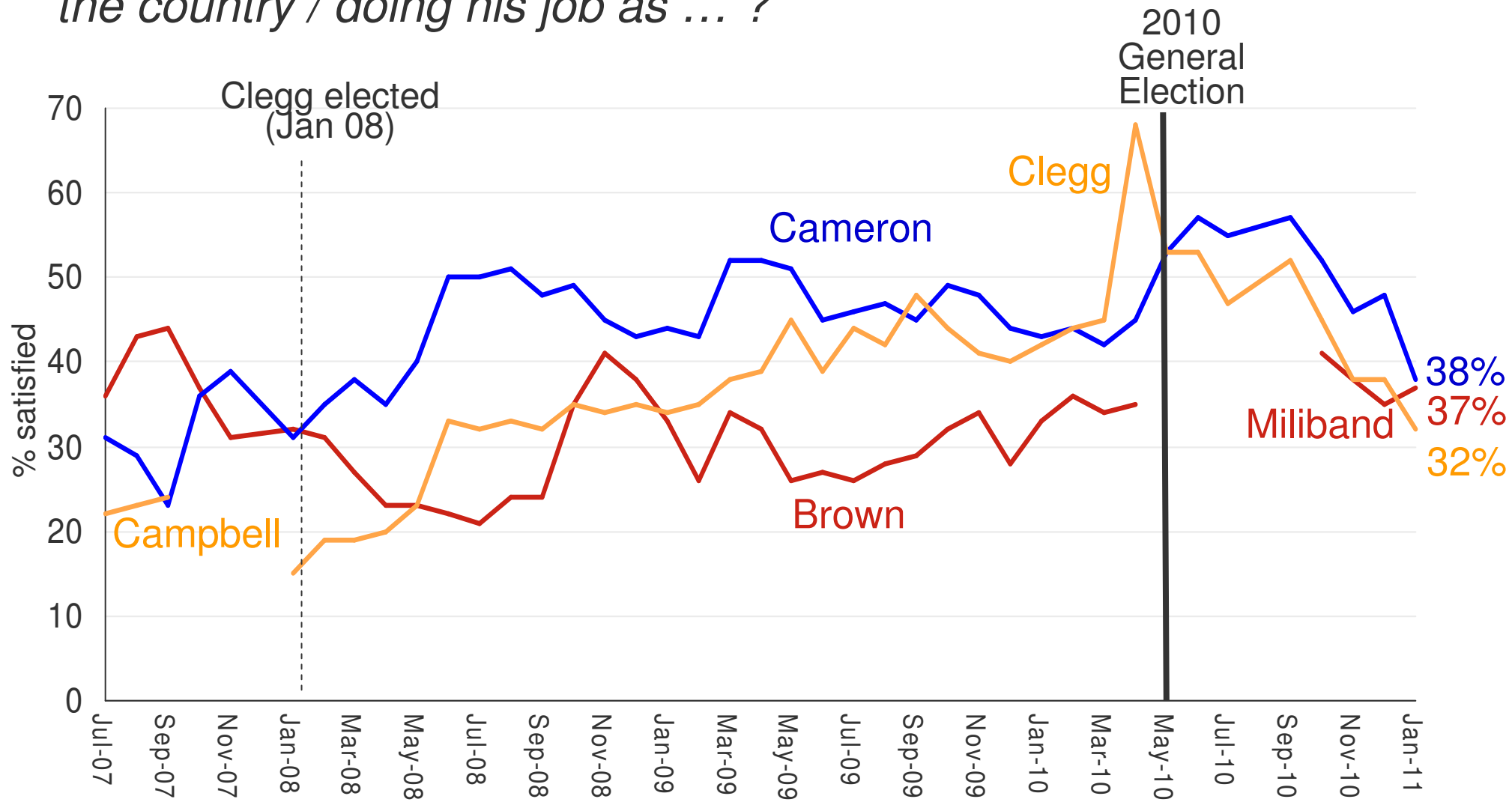
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



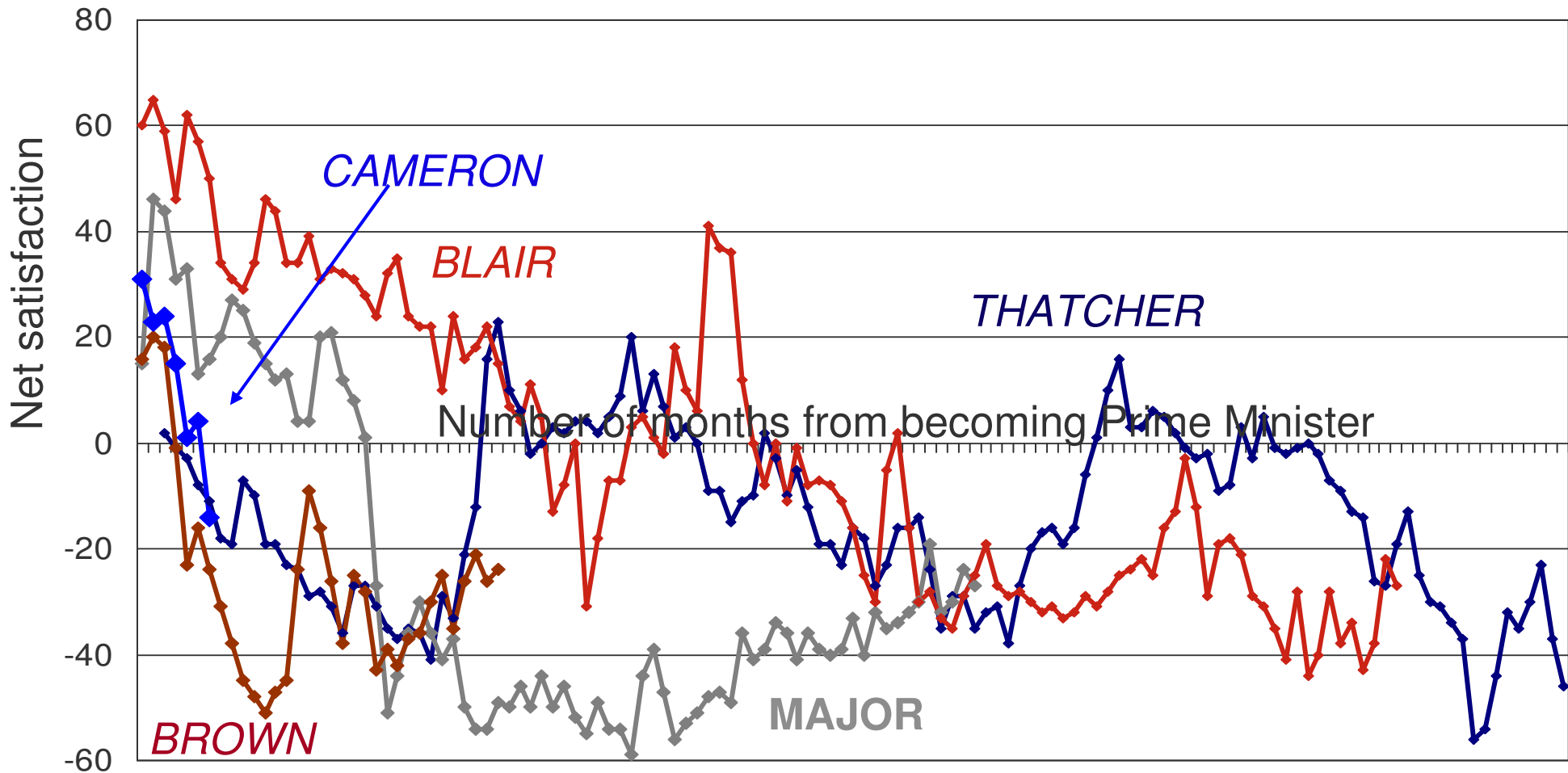
# Satisfaction with Party leaders July-07 – January-11

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



# Net satisfaction with Prime Ministers

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

Source: Reuters/Ipsos MORI Political Monitor

Ipsos MORI

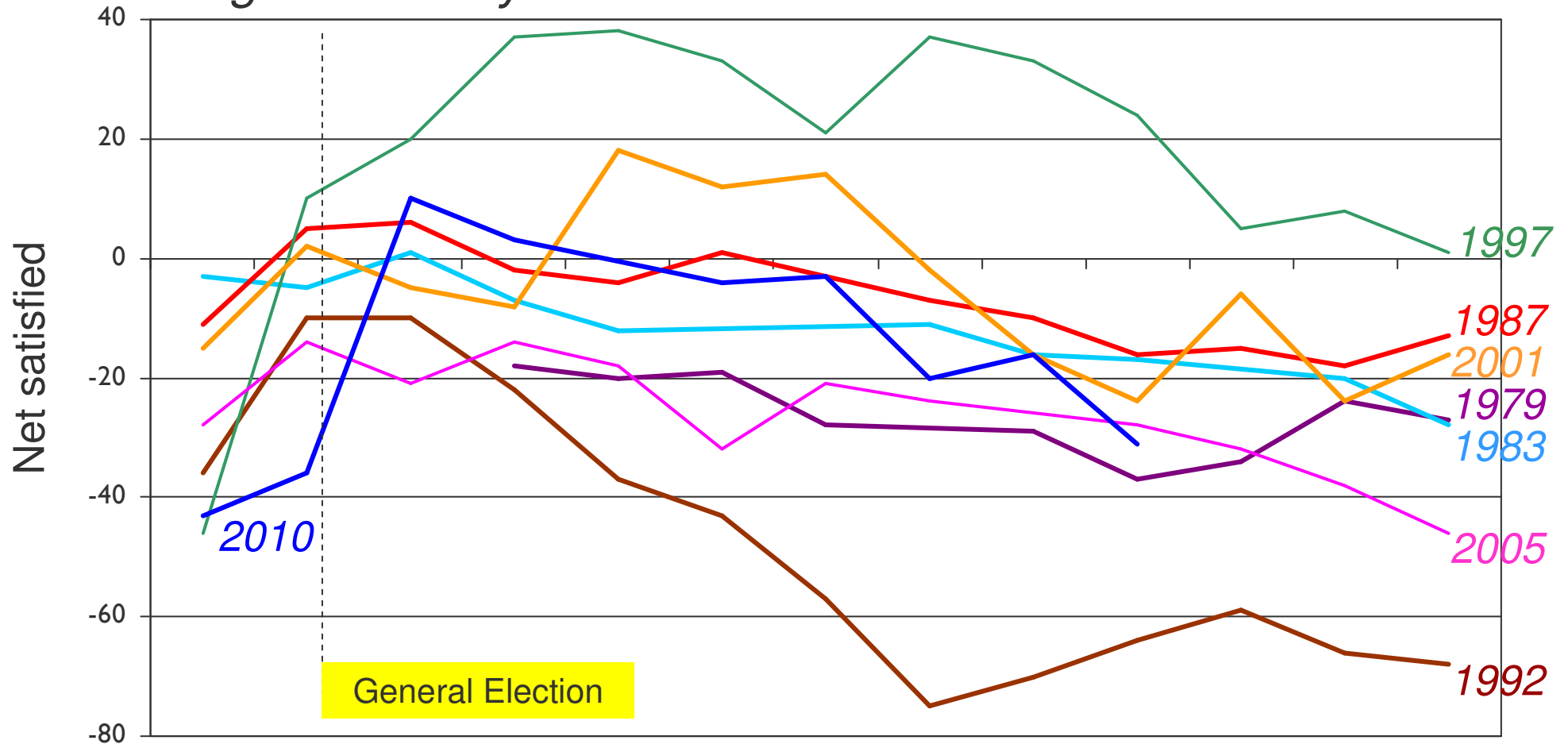
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Net satisfaction with Governments over first year (1979– 2011)

*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

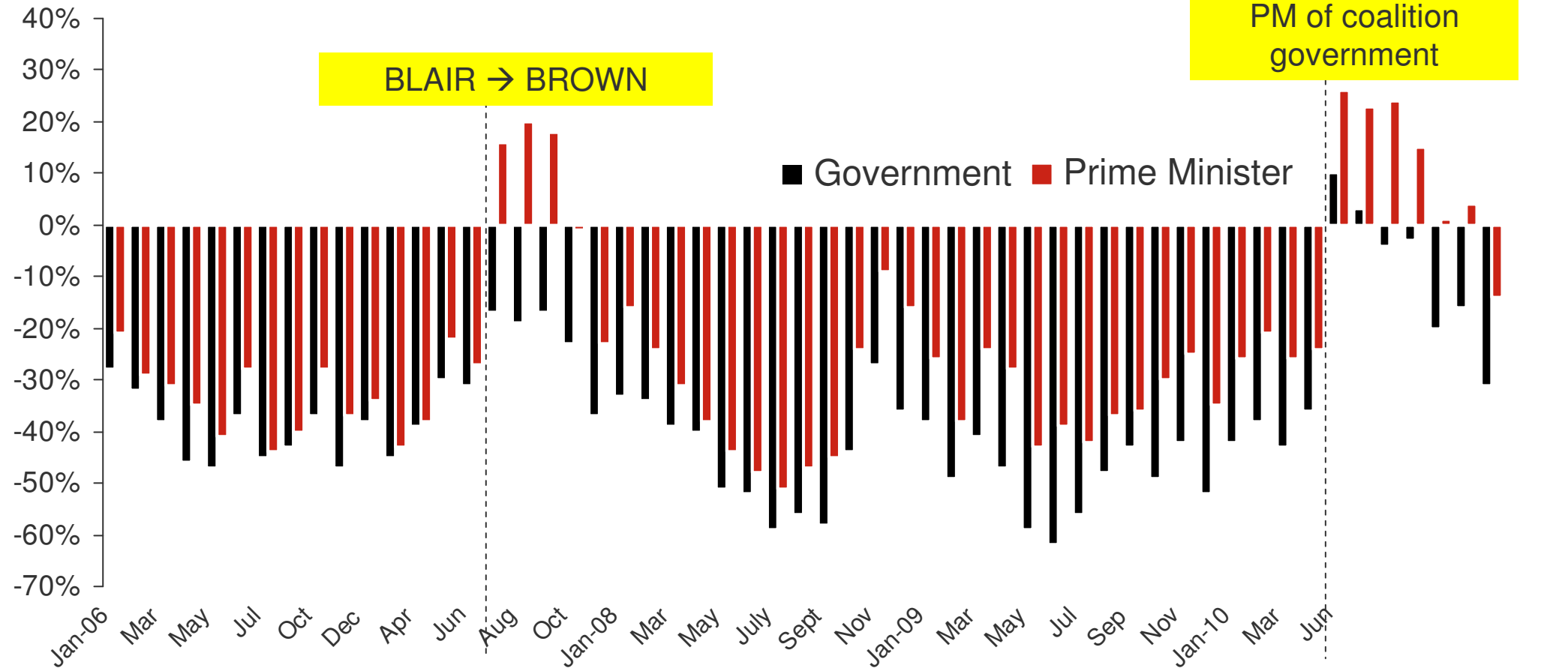
Source: Reuters/Ipsos MORI Political Monitor



# The Government and Prime Minister

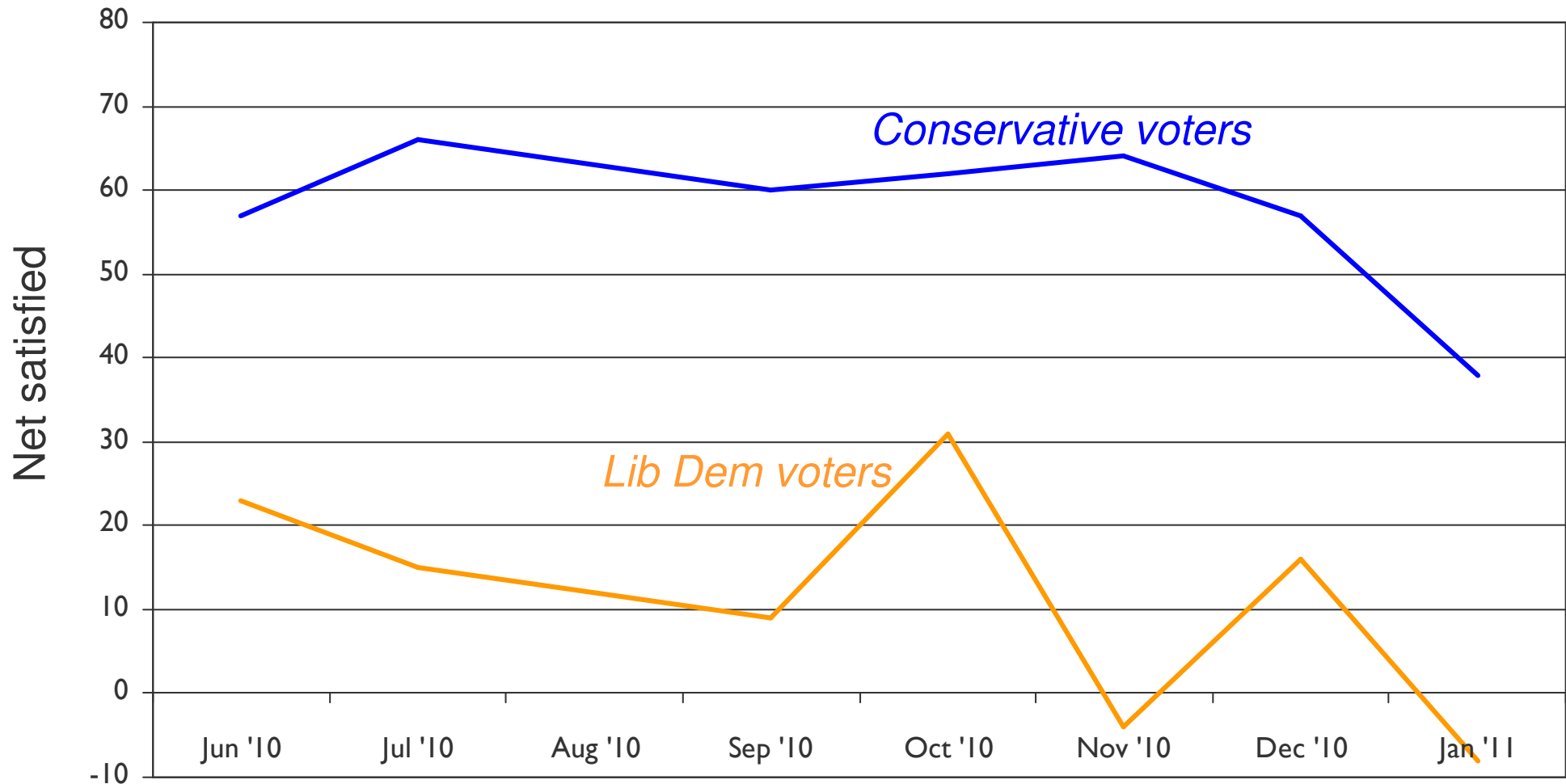
*How satisfied or dissatisfied are you with the way the Government is running the country / ... is doing his job as Prime Minister?*

Net satisfied (+/-)



# Net satisfaction with Government among Coalition parties

How satisfied or dissatisfied are you with the way the Government is running the country?



Ipsos MORI

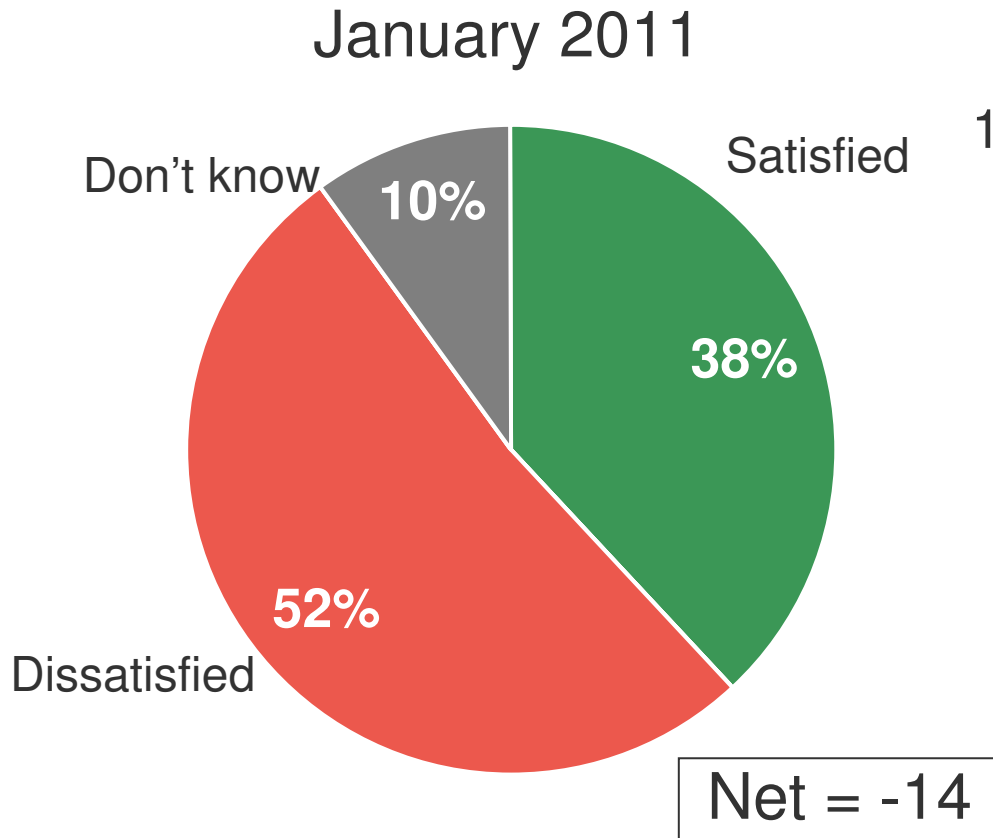
Base: c. 240 Conservative voters, c. 115 Lib Dem supporters each month

Source: Reuters/Ipsos MORI Political Monitor

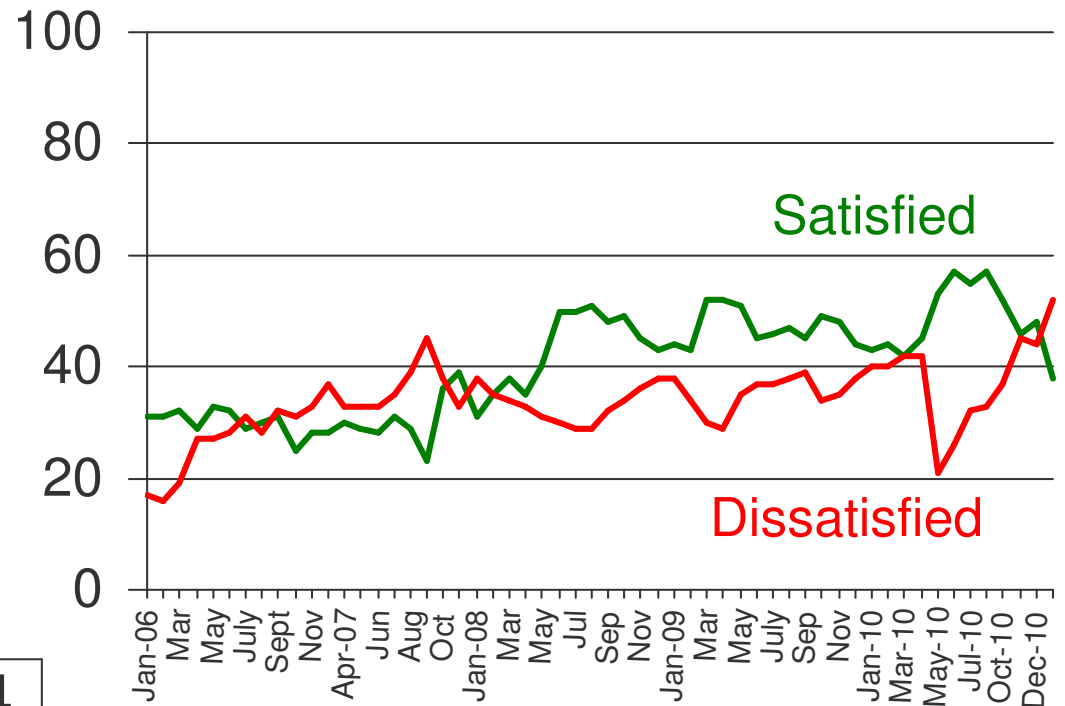


# David Cameron (satisfaction)

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



January 2006 – January 2011



Base: 1,162 British adults 18+, 21st - 24th January 2011

Ipsos MORI

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

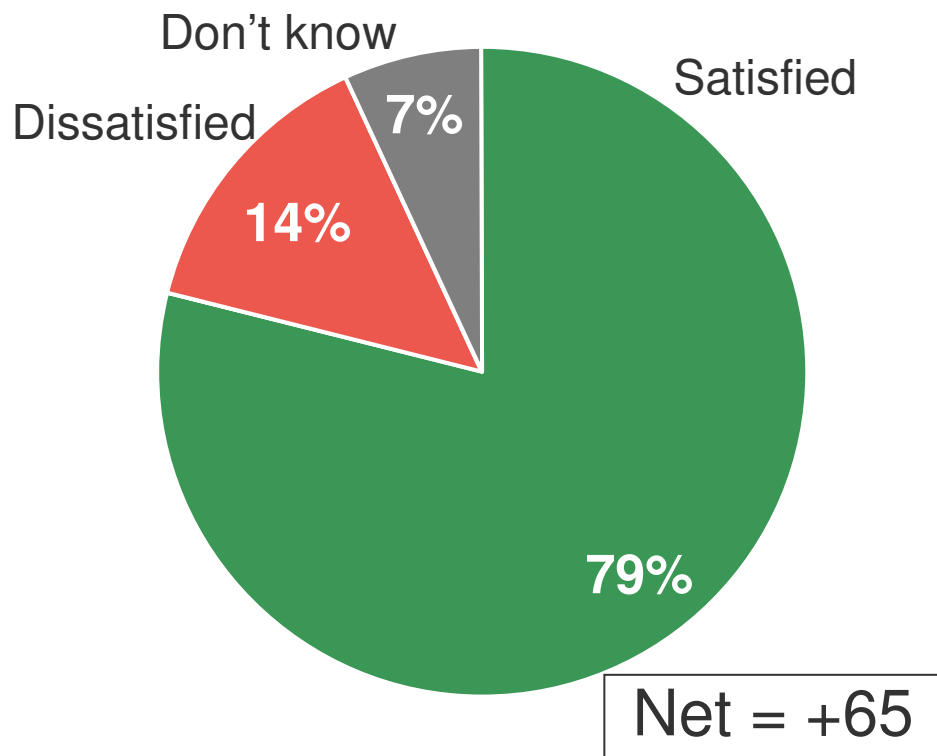
Source: Reuters/Ipsos MORI Political Monitor



# 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/ as Prime Minister?

January 2011



January 2006 – January 2011



Base: 290 Conservative supporters 18+, 21st – 24th January 2011

Ipsos MORI

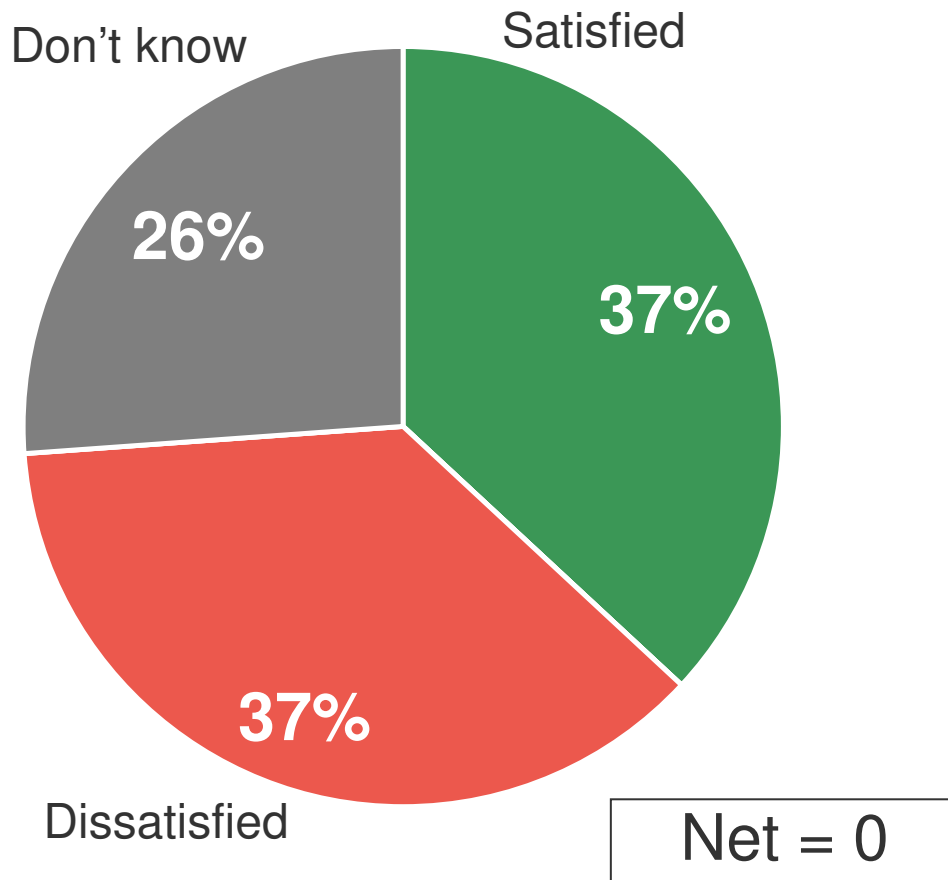
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



# Ed Miliband (satisfaction)

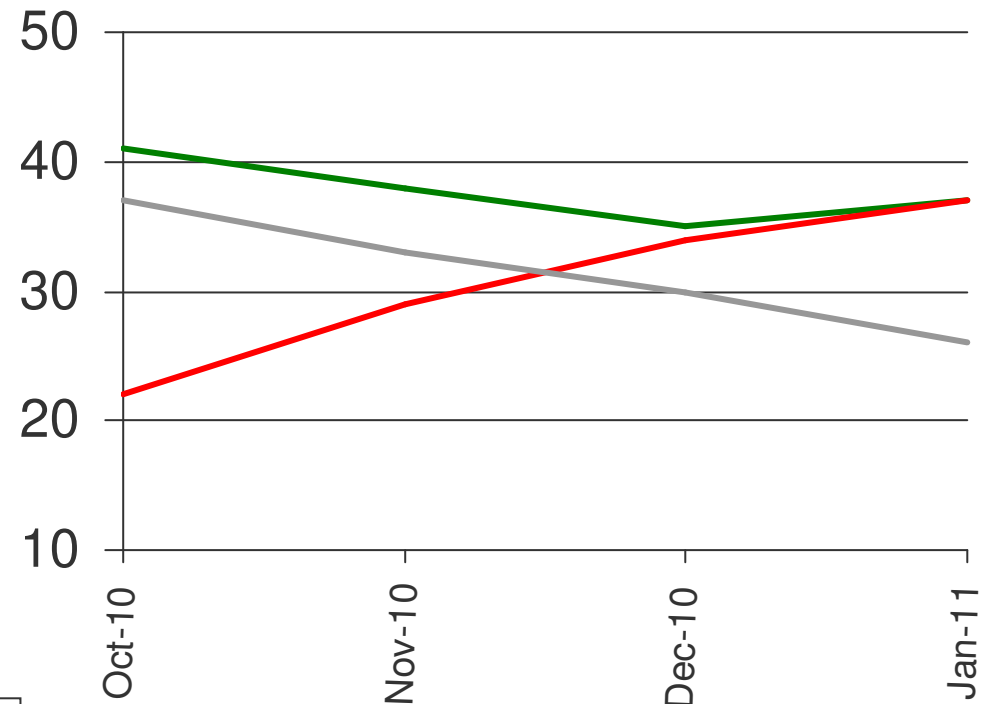
*Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?*



Base: 1,162 British adults 18+, 21st - 24th January 2011

Ipsos MORI

October 2010 – January 2011

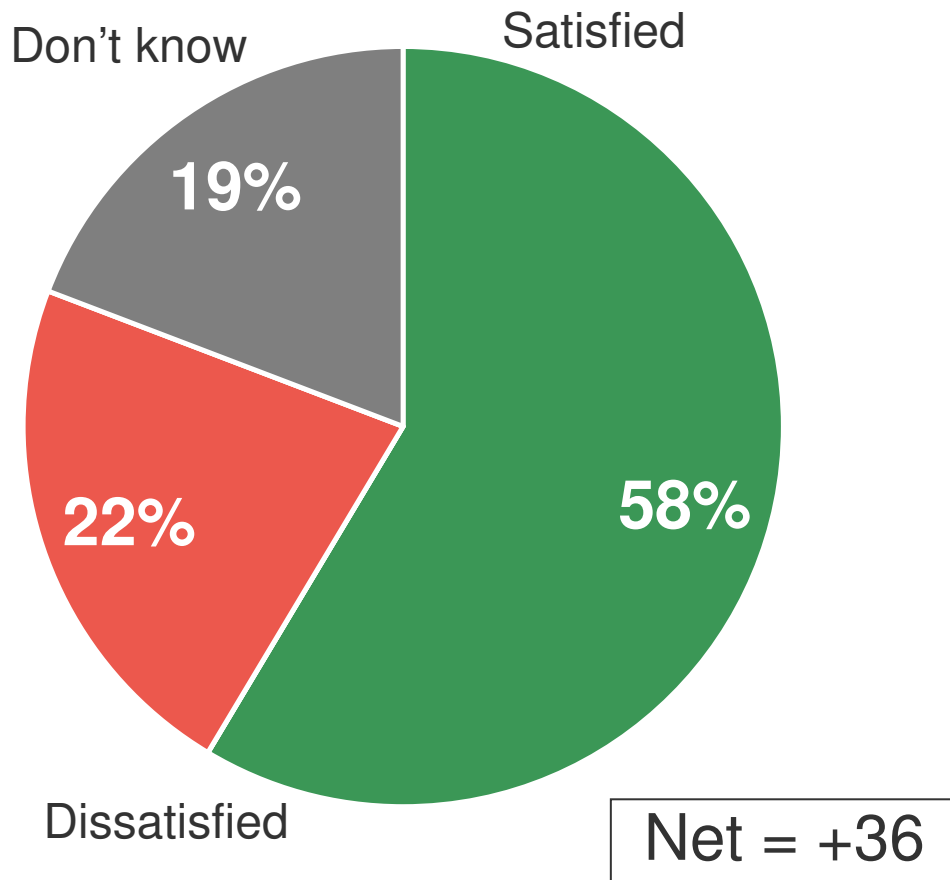


Source: Reuters/Ipsos MORI Political Monitor

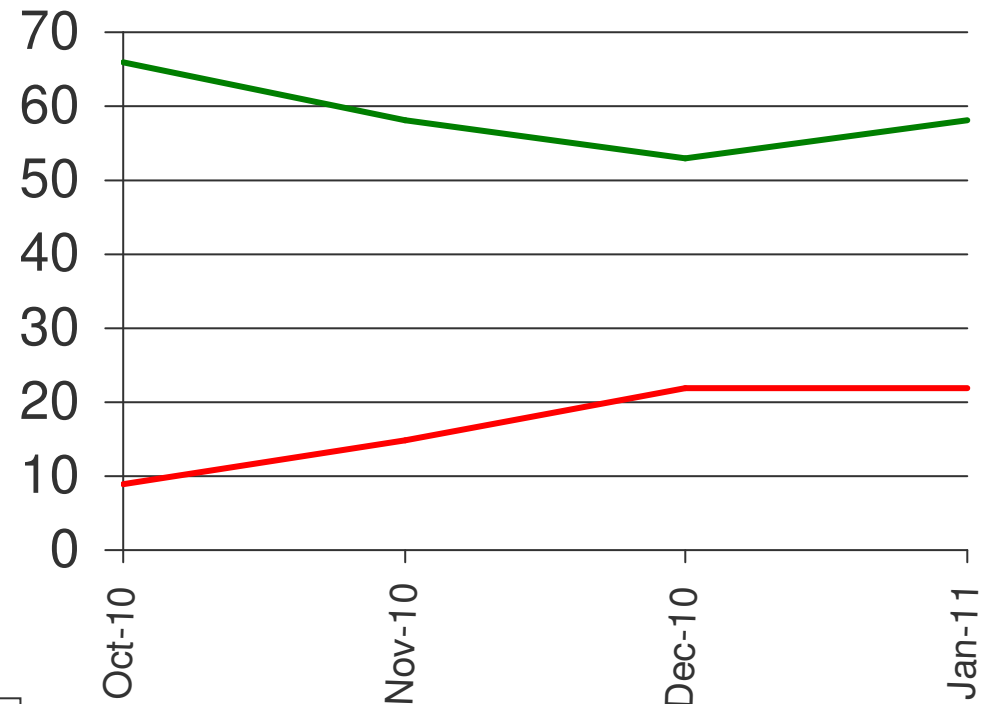


# Ed Miliband (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



October 2010 – January 2011



Base: 422 Labour supporters 18+, 21st – 24th January 2011

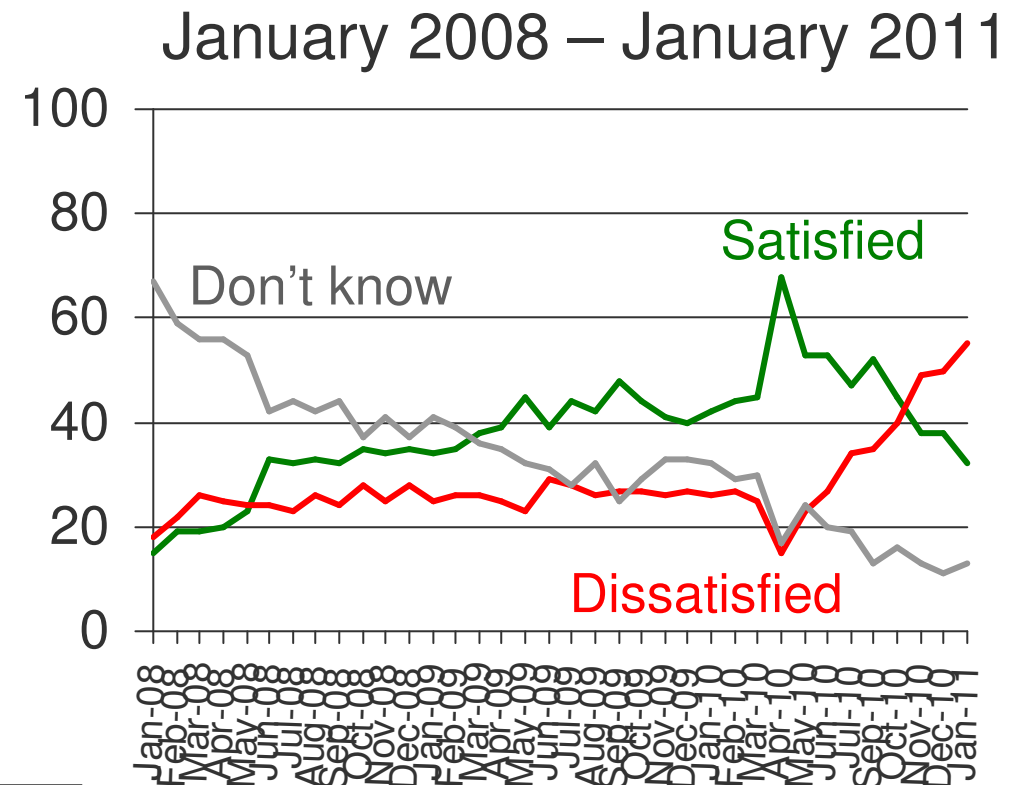
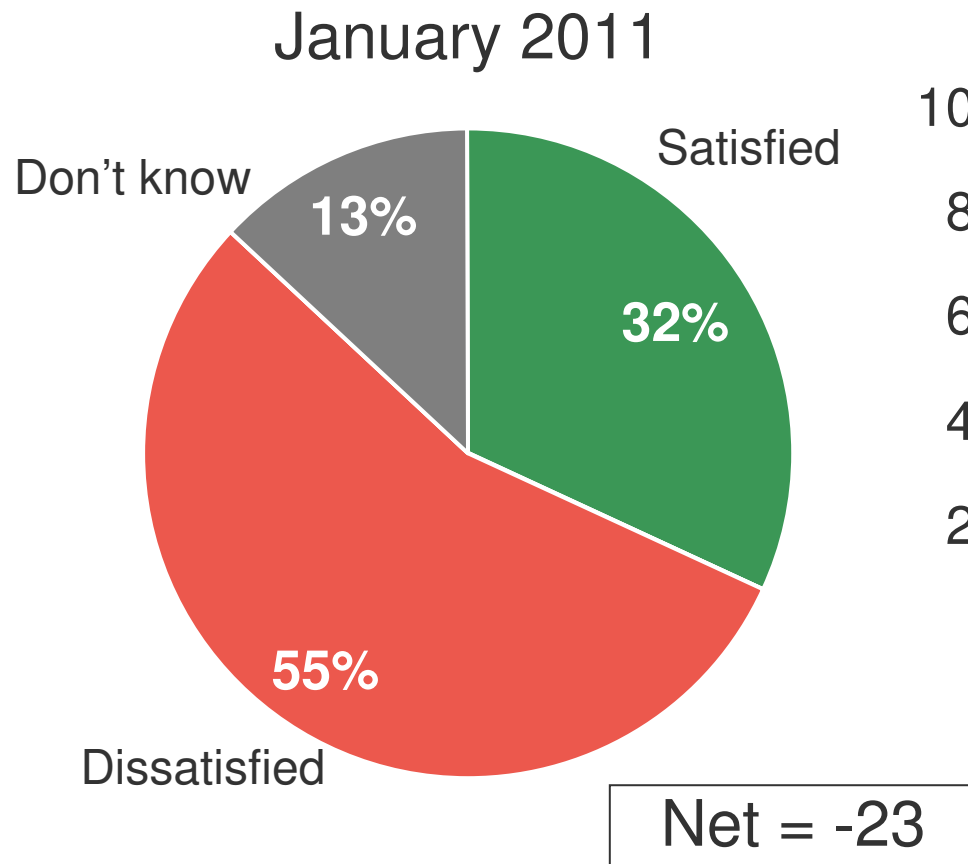
Ipsos MORI

Source: Reuters/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/ as Deputy Prime Minister?



Base: 1,162 British adults 18+, 21st - 24th January 2011

Ipsos MORI

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

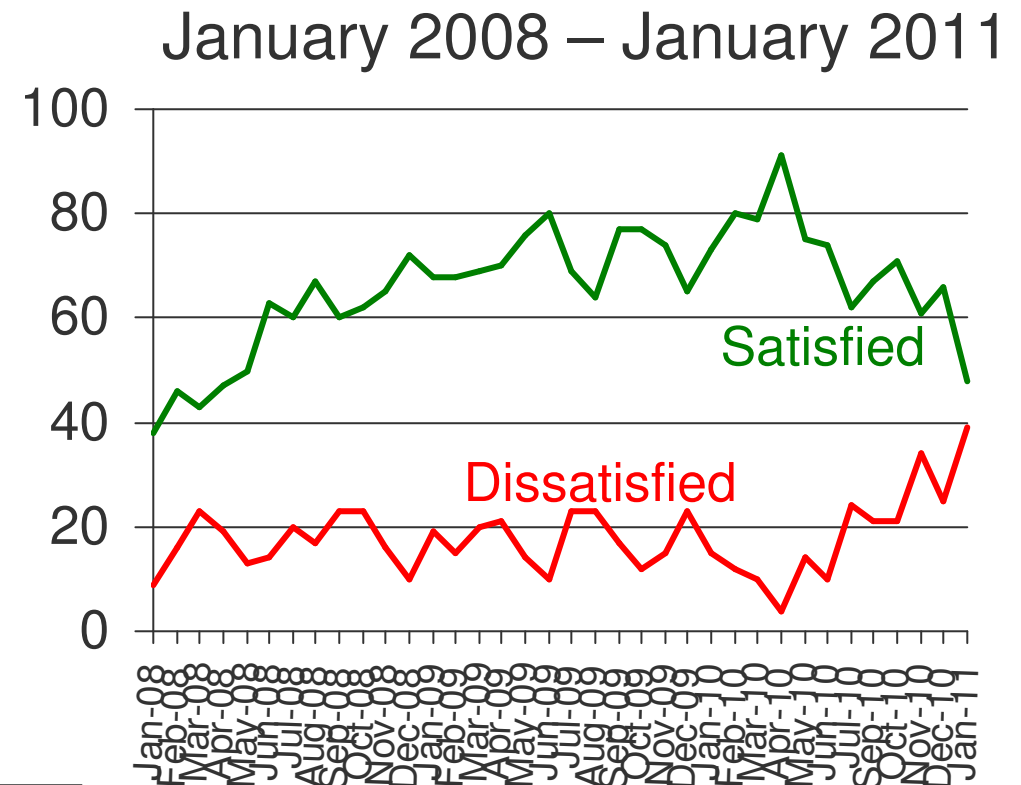
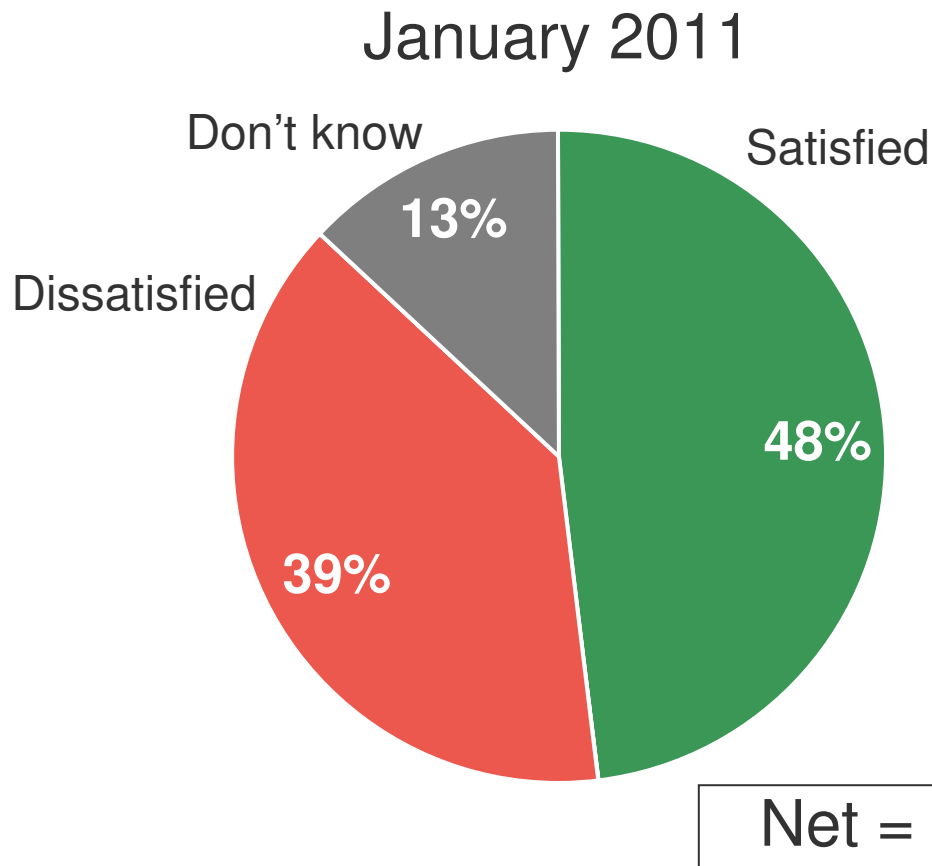
Source: Reuters/Ipsos MORI Political Monitor





# Nick Clegg (satisfaction among Lib Dem supporters)

Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/Deputy Prime Minister?



Base: 146 Liberal Democrat supporters 18+, 21st – 24th January 2011

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: Reuters/Ipsos MORI Political Monitor

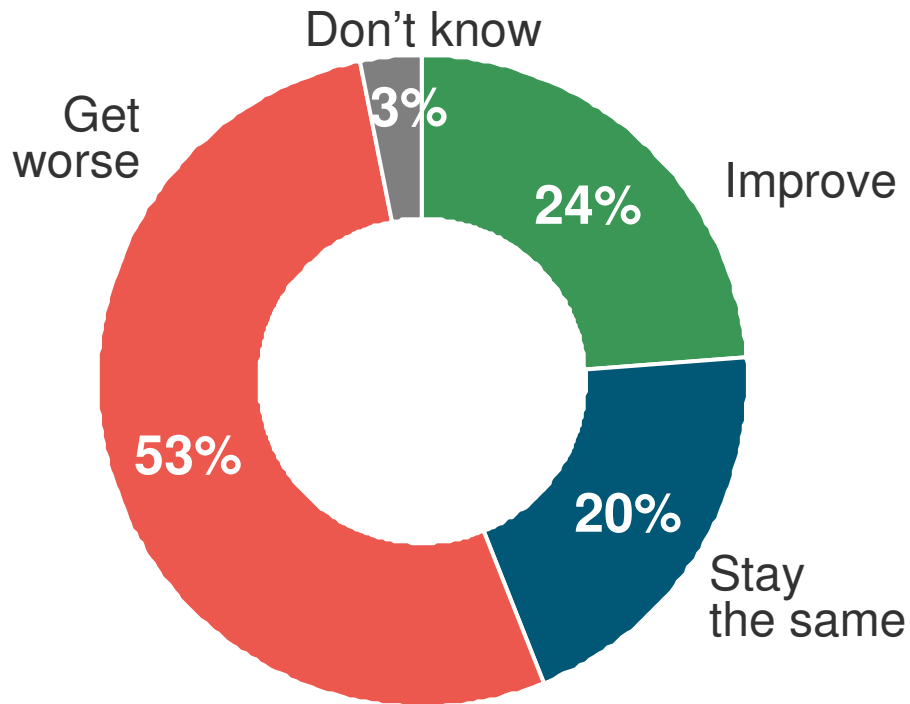


# ***The economy and public services***

# Economic Optimism Index

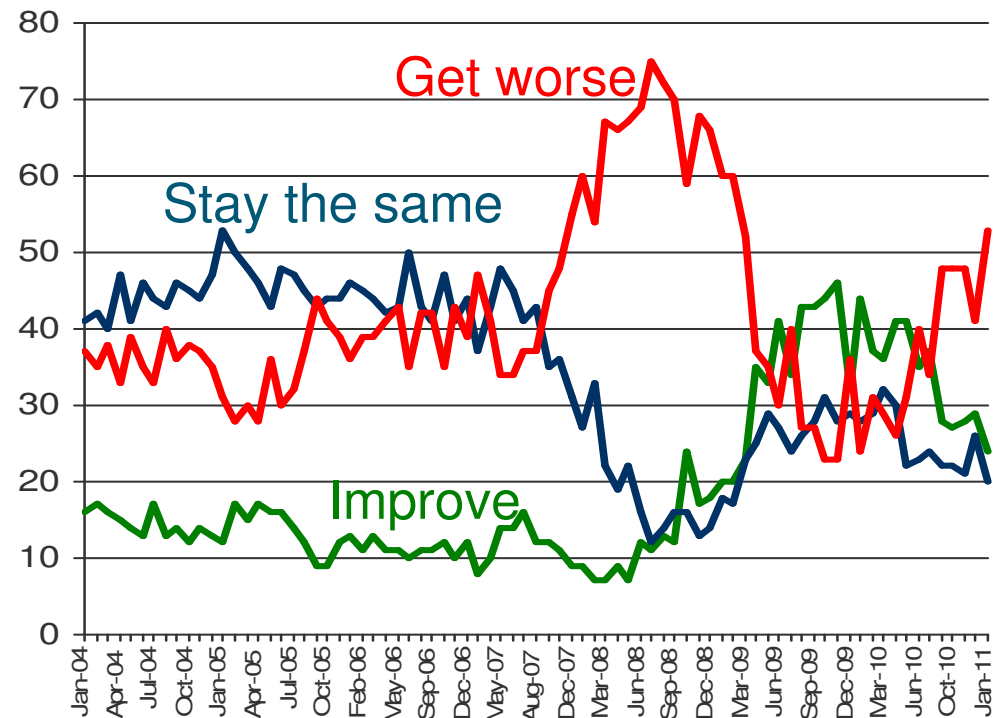
*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

January 2011



**EOI = -29**

January 2004 – January 2011



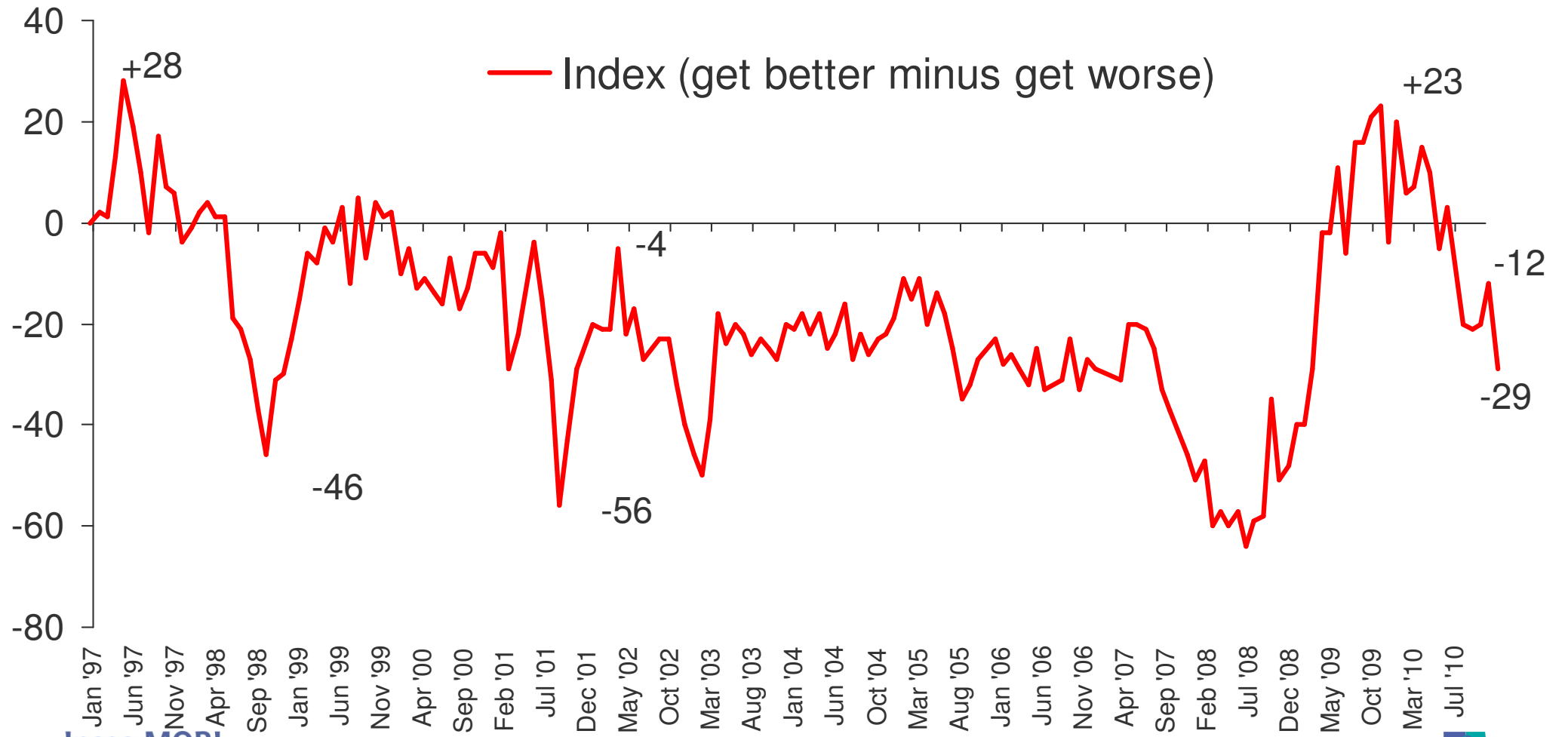
Base: 1,162 British adults 18+, 21st - 24th January 2011  
Ipsos MORI

Source: Reuters/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?*



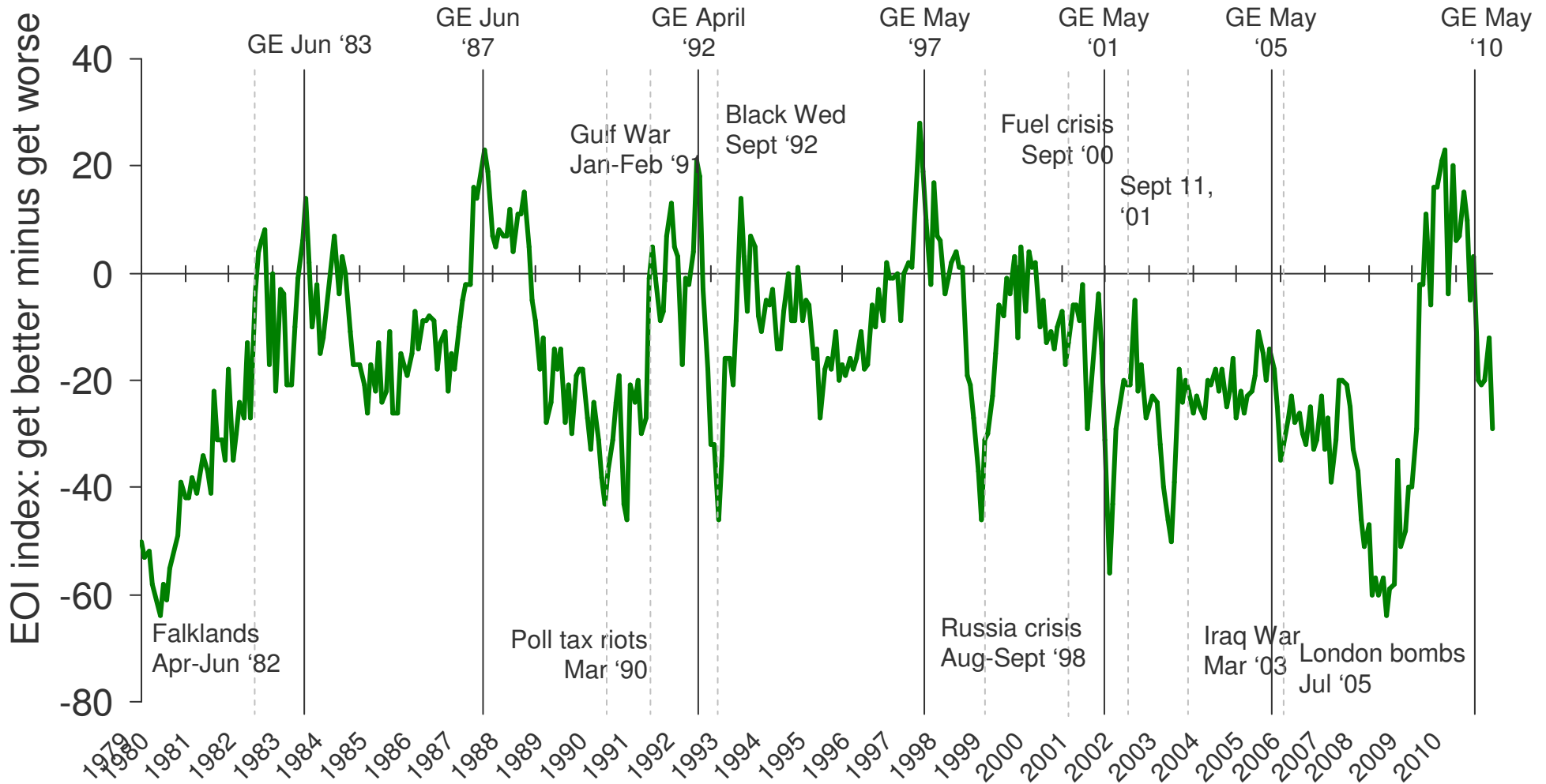
Ipsos MORI

Base: c. 1,000 British adults each month;

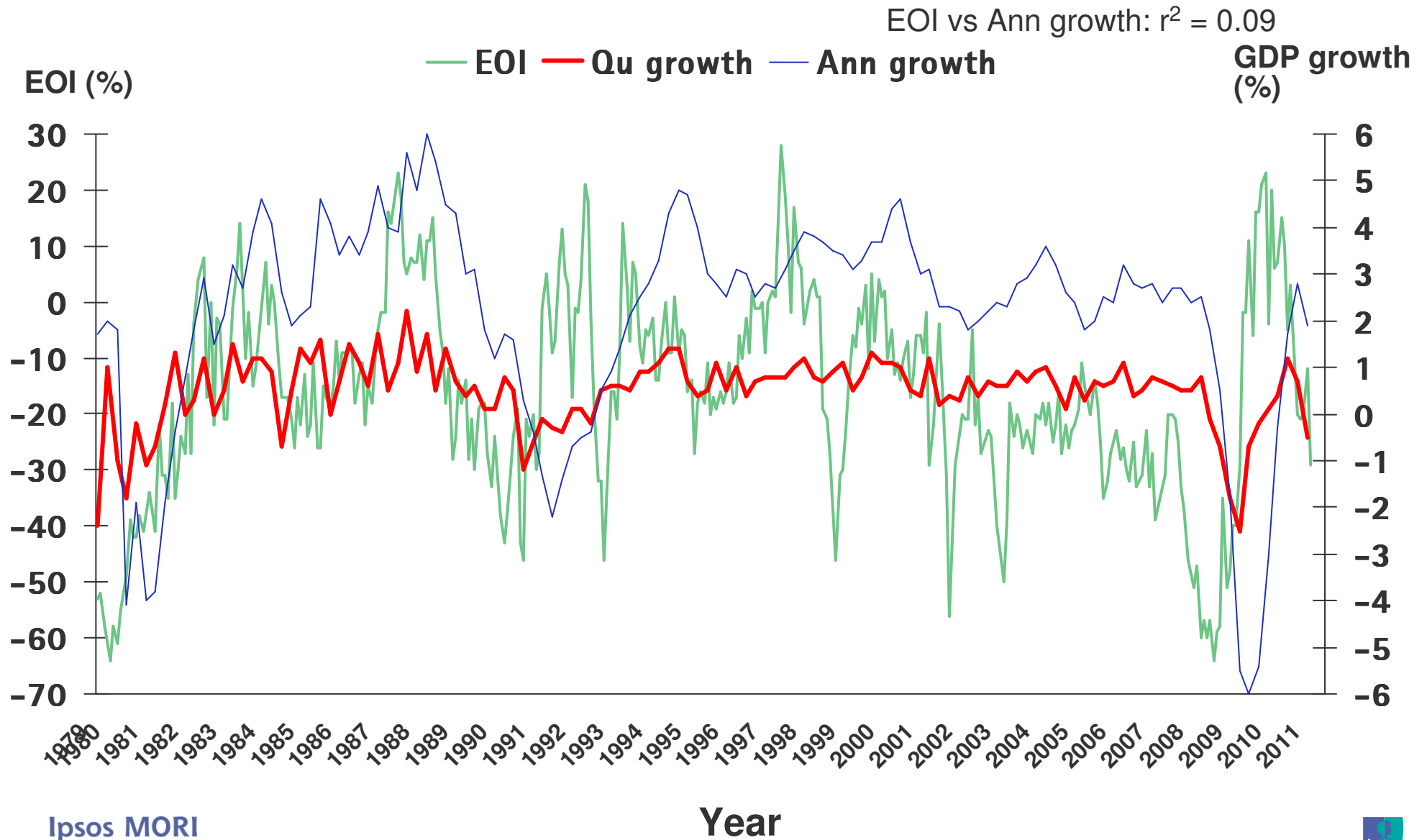
Source: Reuters/Ipsos MORI Political Monitor 

# Economic Optimism since 1979

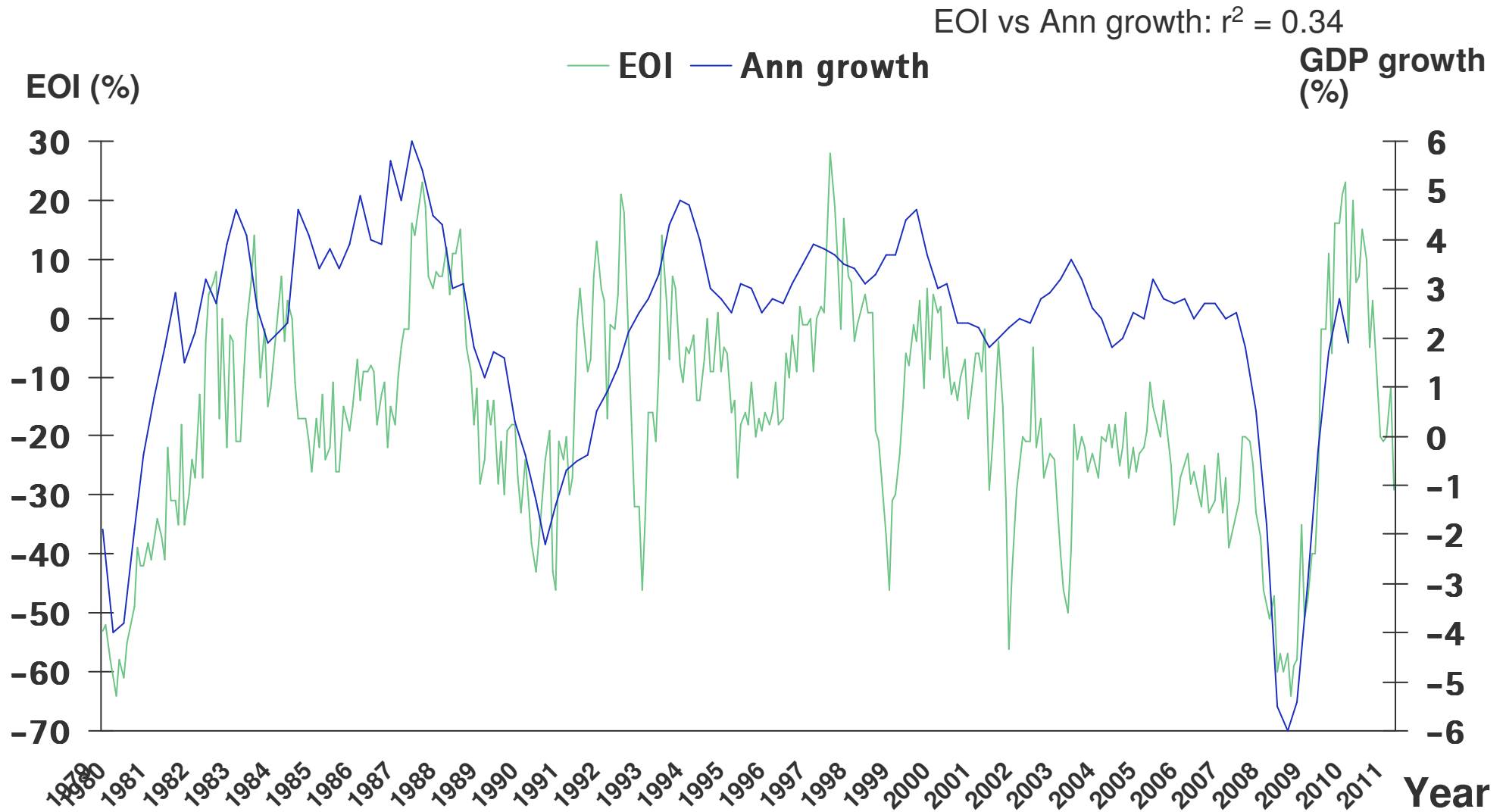
*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*



# EOI against GDP



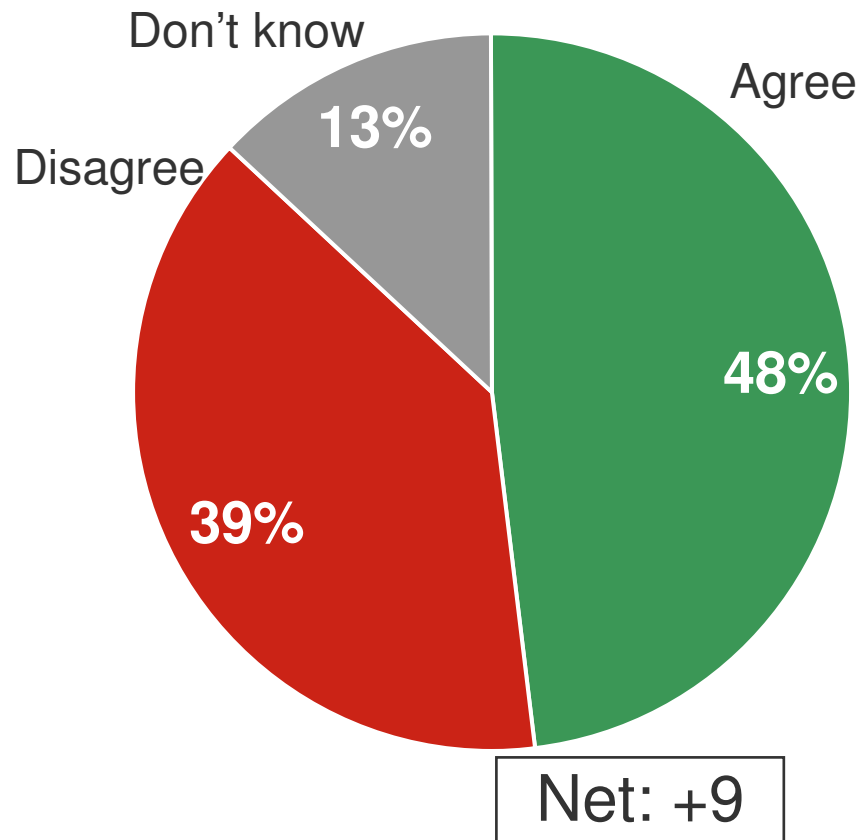
# EOI against GDP 12 months later



# Government Policy and the Economy

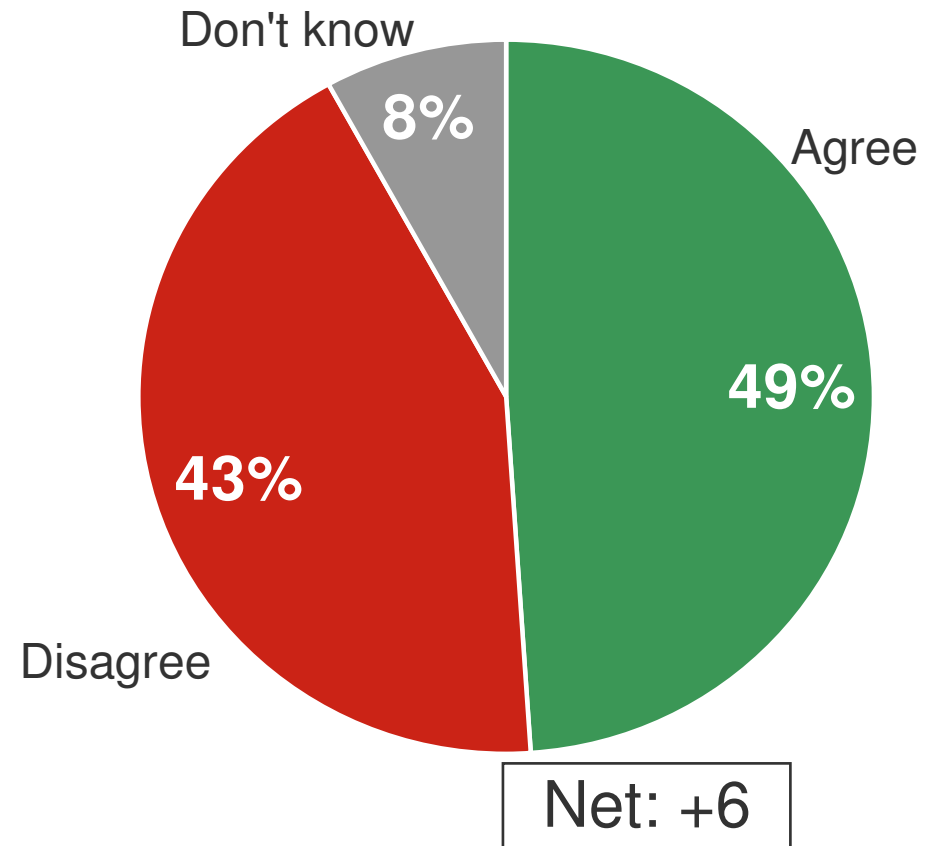
*On balance, do you agree or disagree that in the long term, this government's policies will improve the state of Britain's economy?*

October 2010



Base: 817 British adults 18+, 20<sup>th</sup> October 2010  
Ipsos MORI

January 2011

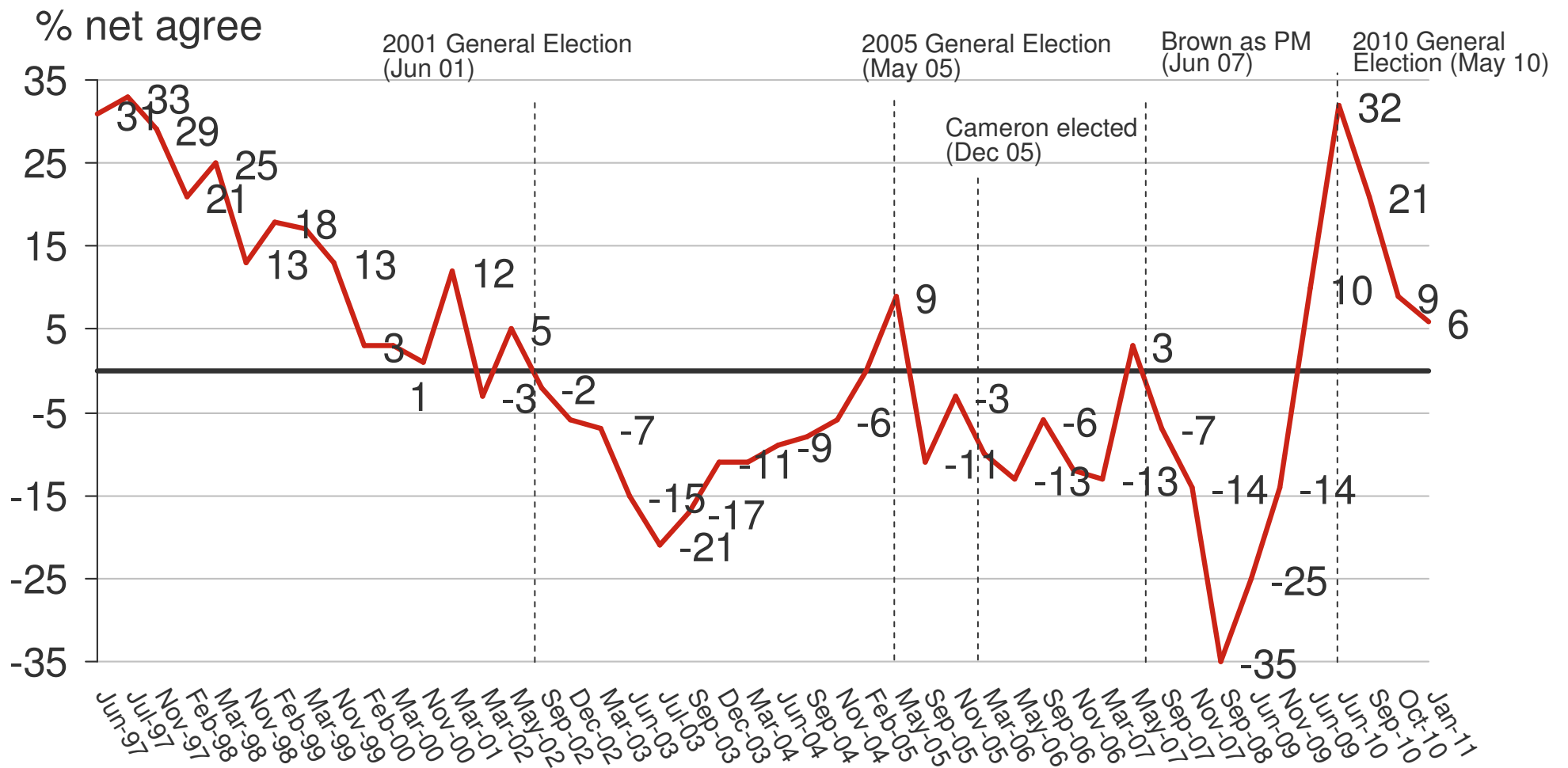


Base: 578 British adults 18+, 21<sup>st</sup> -24<sup>th</sup> January 2011  
Source: Reuters/Ipsos MORI Political Monitor  
Ipsos



# Continuing decline in confidence in the Coalition's policies on the economy

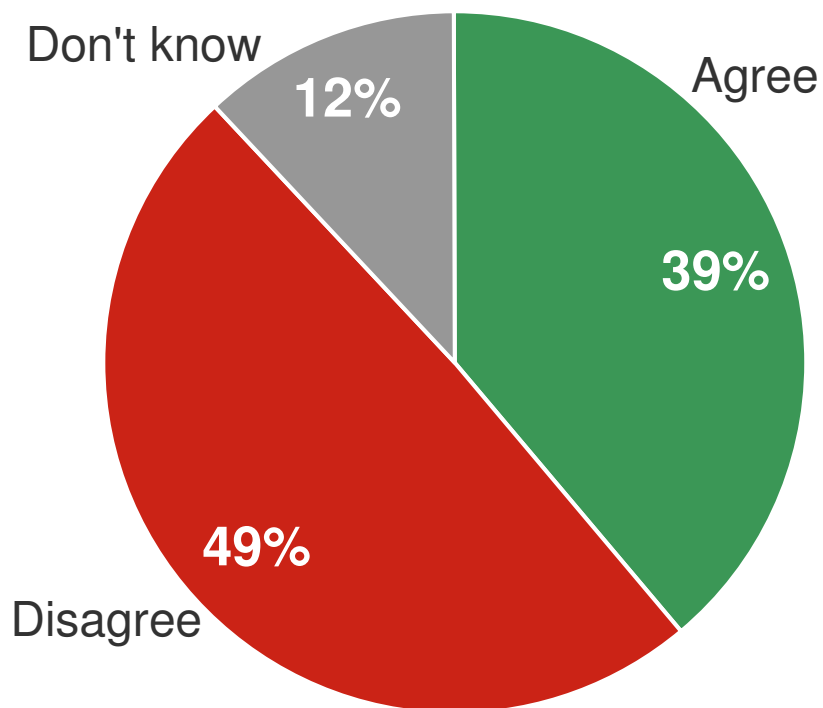
*Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's economy"*



# Since October, the public are far more concerned about the future of public services

Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's public services"

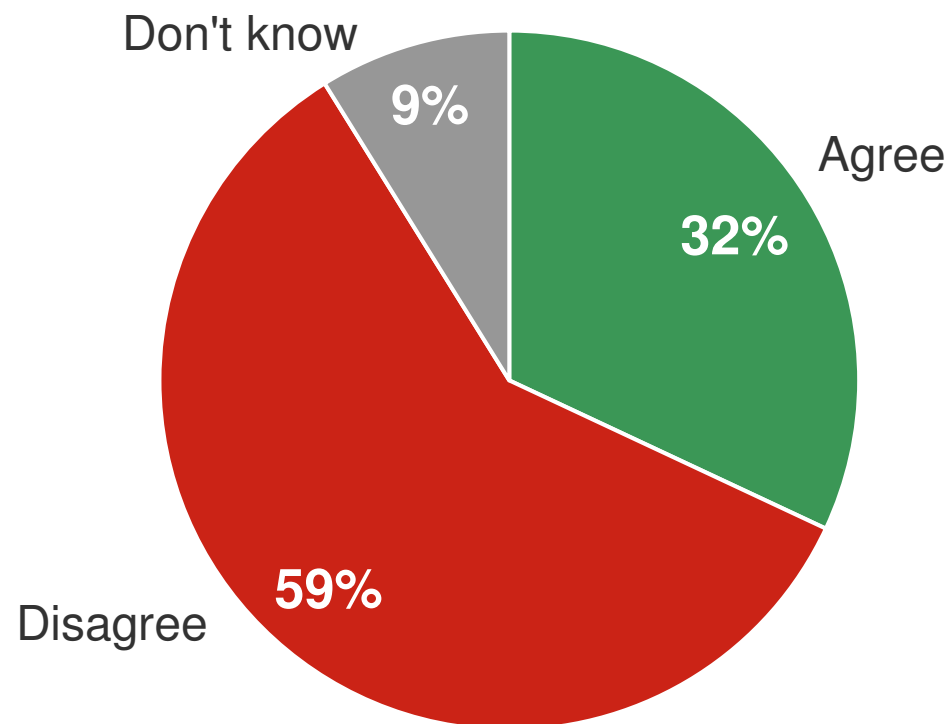
October 2010



Net = -10

Base: 817 British adults 18+, 20<sup>th</sup> October 2010  
Ipsos MORI

January 2011

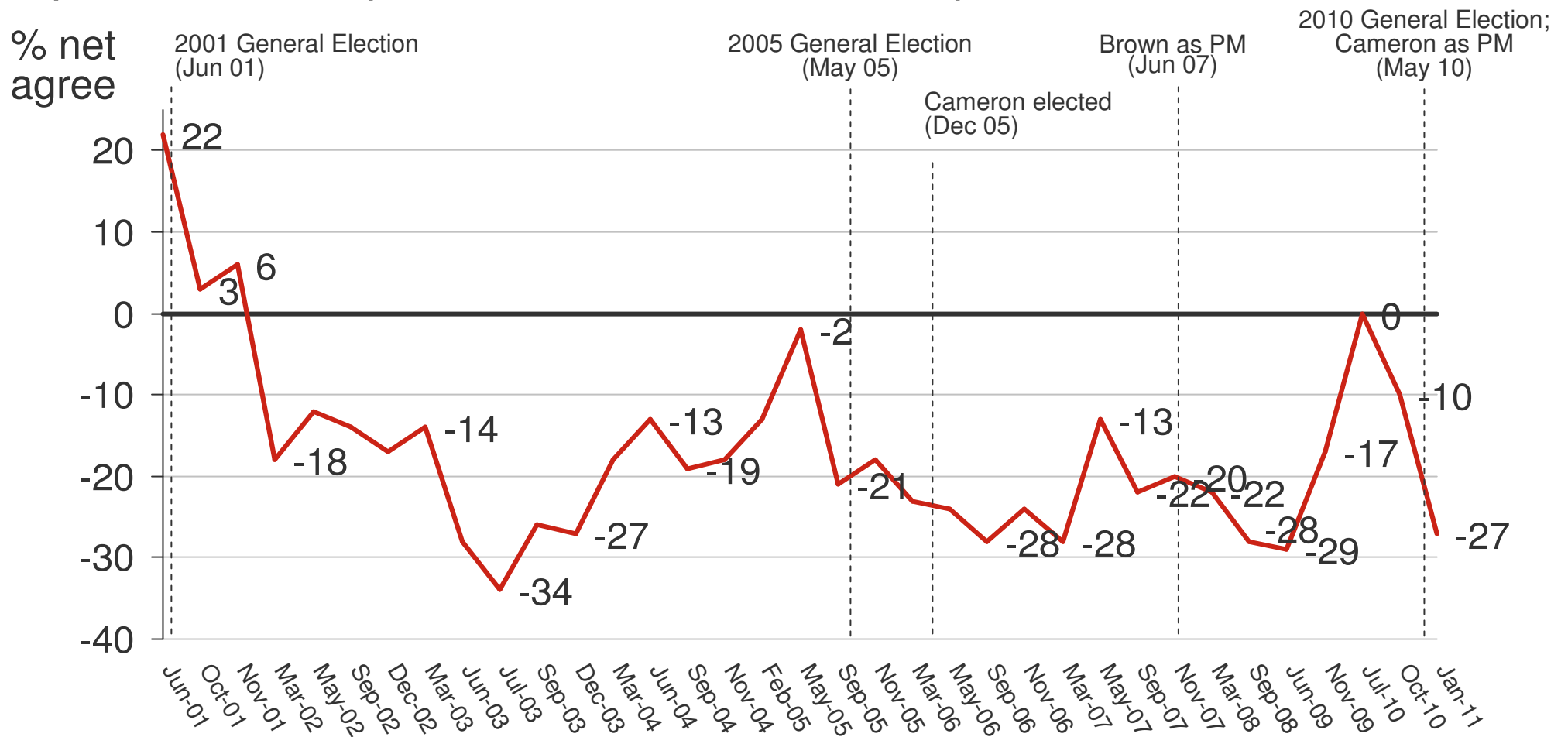


Net = -27

Base: 578 British adults 18+, 21<sup>st</sup> -24<sup>th</sup> January 2011  
Source: Reuters/Ipsos MORI Political Monitor  
Ipsos

# Confidence in the government's policies on public services continues to fall

*Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's public services"*

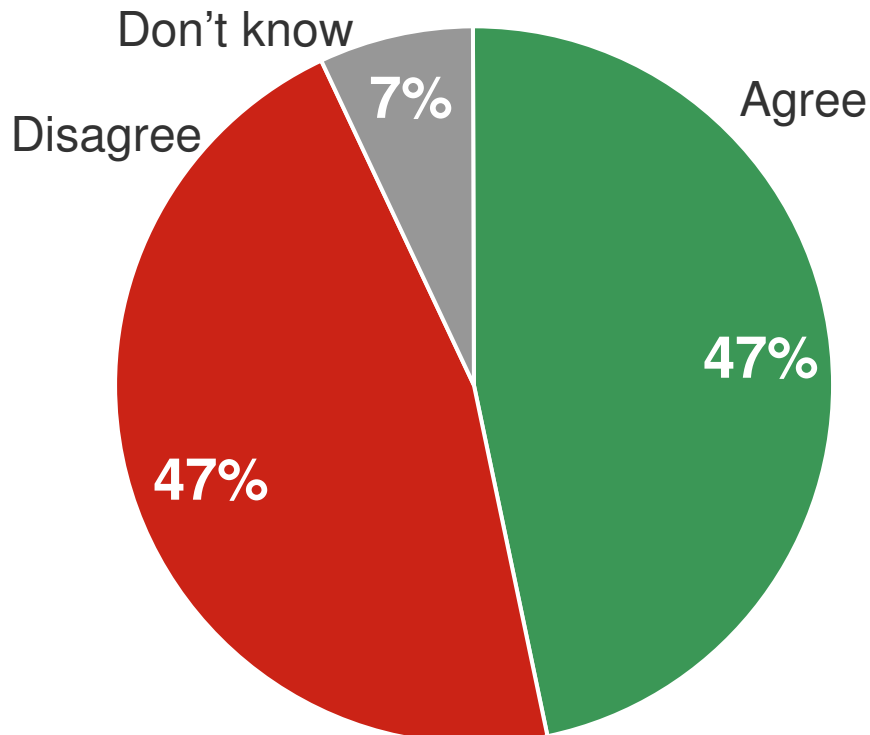


# ***The “Coalition” impact***

# Mentioning the Coalition by name very slightly increases negativity on the economy...

*On balance, do you agree or disagree that in the long term, this government's/the Coalition's policies will improve the state of Britain's economy?*

Coalition's policies

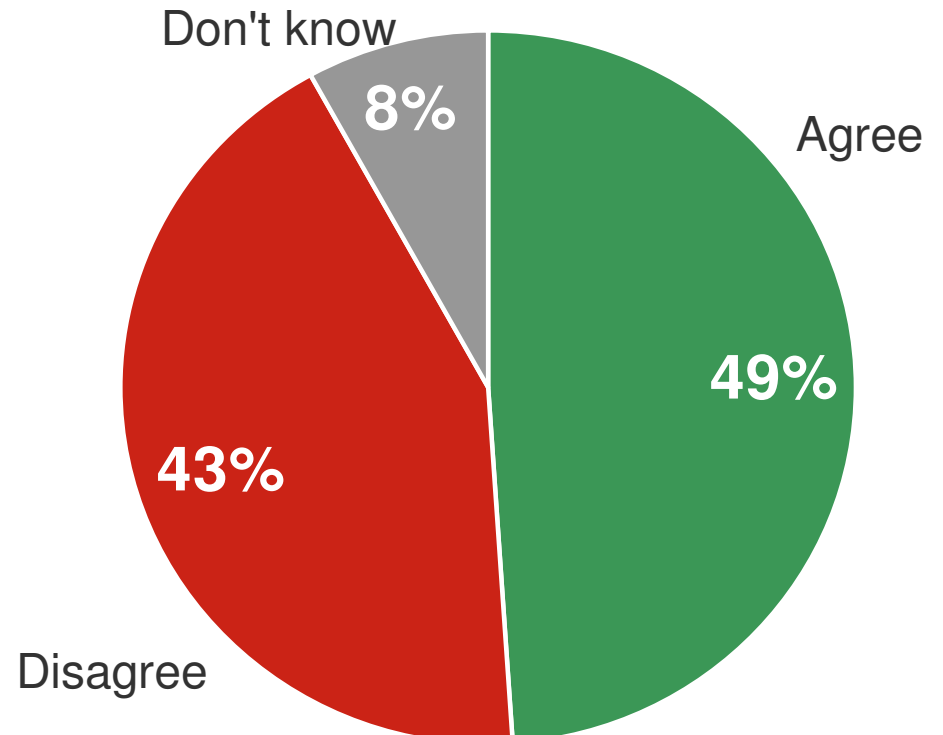


Net: +0

Base: 584 British adults 18+, 21st -24th January 2011 (split sample)

Ipsos MORI

Government's policies



Net: +6

Base: 578 British adults 18+, 21st -24th January 2011 (split sample)

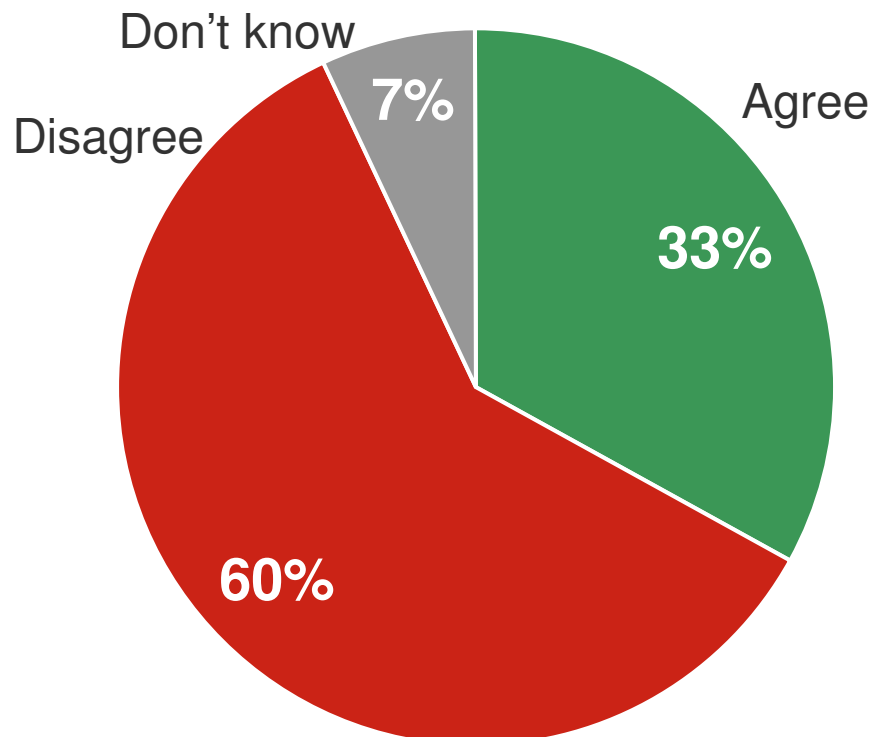
Source: Reuters/Ipsos MORI Political Monitor



# ...however, it makes no difference at all on public services

*On balance, do you agree or disagree that in the long term, this government's/the Coalition's policies will improve the state of Britain's public services?*

Coalition's policies

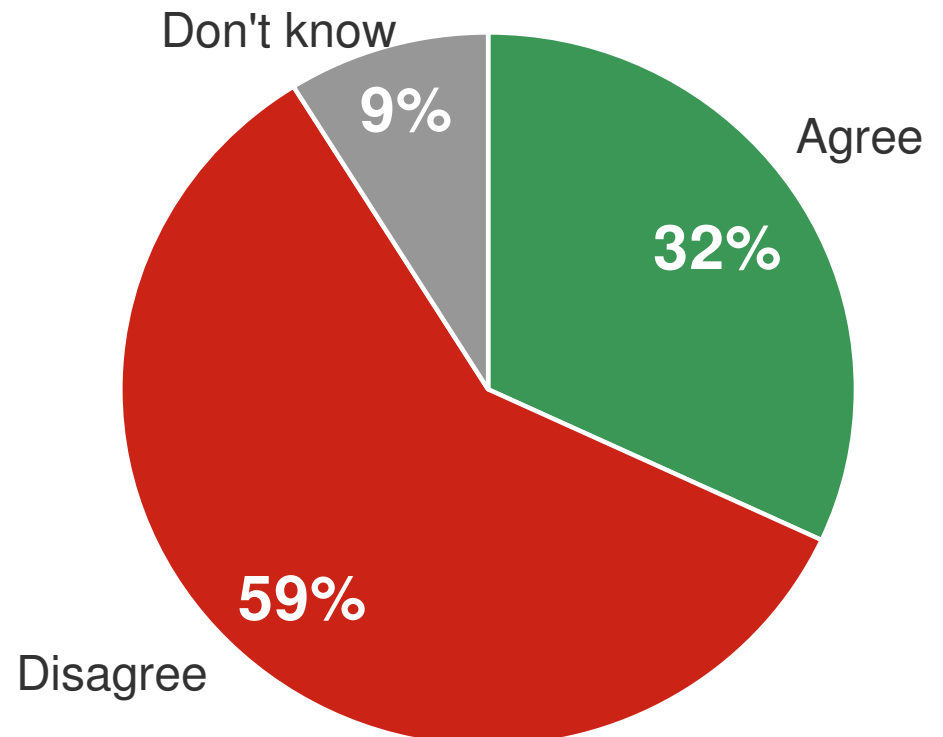


Net: -27

Base: 584 British adults 18+, 21st -24th January 2011 (split sample)

Ipsos MORI

Government's policies



Net: -27

Base: 578 British adults 18+, 21st -24th January 2011 (split sample)

Source: Reuters/Ipsos MORI Political Monitor



# ***Party leaders***

# ***Cameron is most popular party leader although his party is most disliked***

	Miliband	Cameron	Clegg
	%	%	%
I like him and I like his party	25	30	24
I like him but I do not like his party	11	17	16
I do not like him but I like his party	20	7	16
I do not like him and I do not like his party	31	39	35
Don't know	13	7	9
<b>Total like him</b>	<b>36</b>	<b>47</b>	<b>40</b>
<b>Total do not like him</b>	<b>51</b>	<b>46</b>	<b>51</b>
<b>Total like his party</b>	<b>45</b>	<b>37</b>	<b>40</b>
<b>Total do not like his party</b>	<b>42</b>	<b>56</b>	<b>51</b>

Base: 1,162 British adults 18+, 21st - 24th January 2011

**Ipsos MORI**

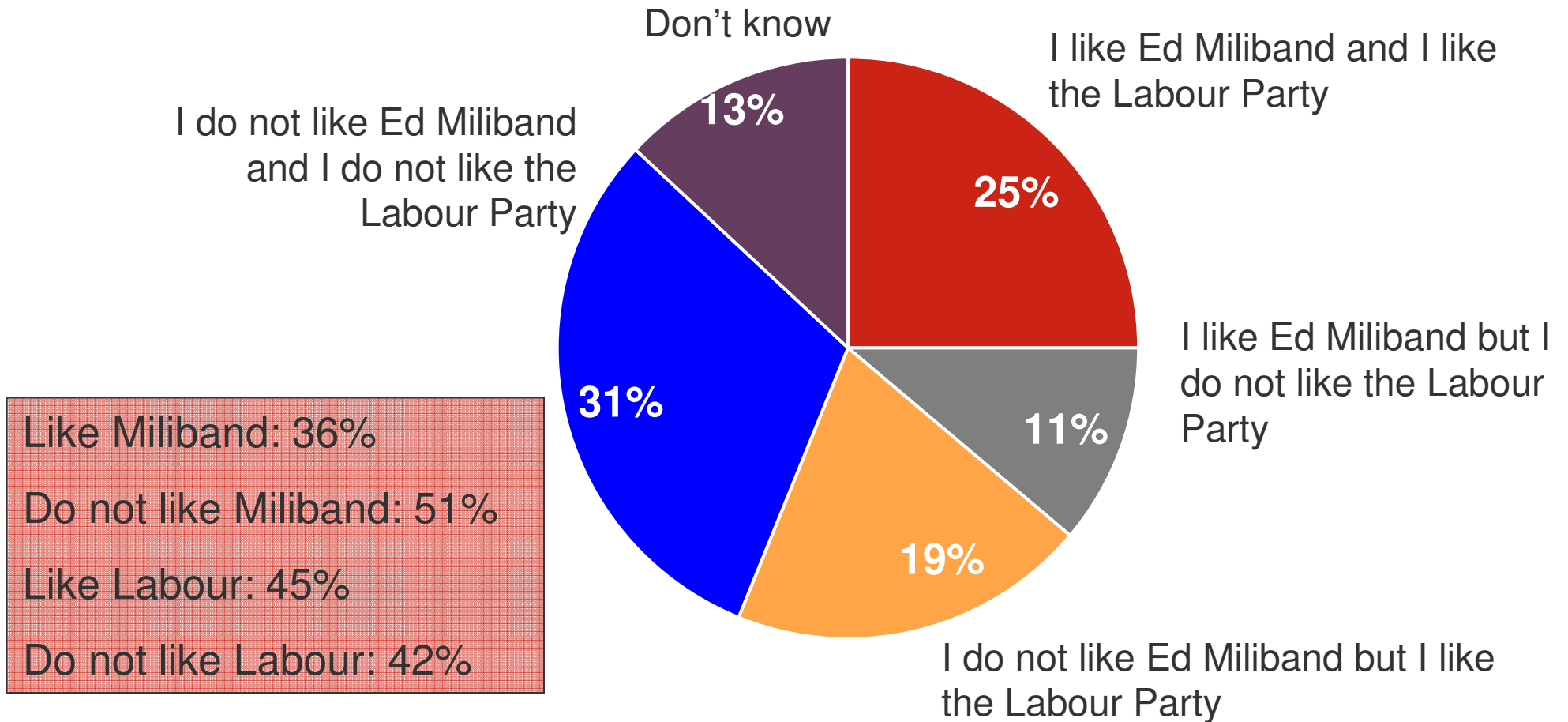
Source: Reuters/Ipsos MORI Political Monitor





# Ed Miliband & the Labour Party

*Which of these statements come closest to your views of Ed Miliband and the Labour Party?*



Base: 1,162 British adults 18+, 21st - 24th January 2011

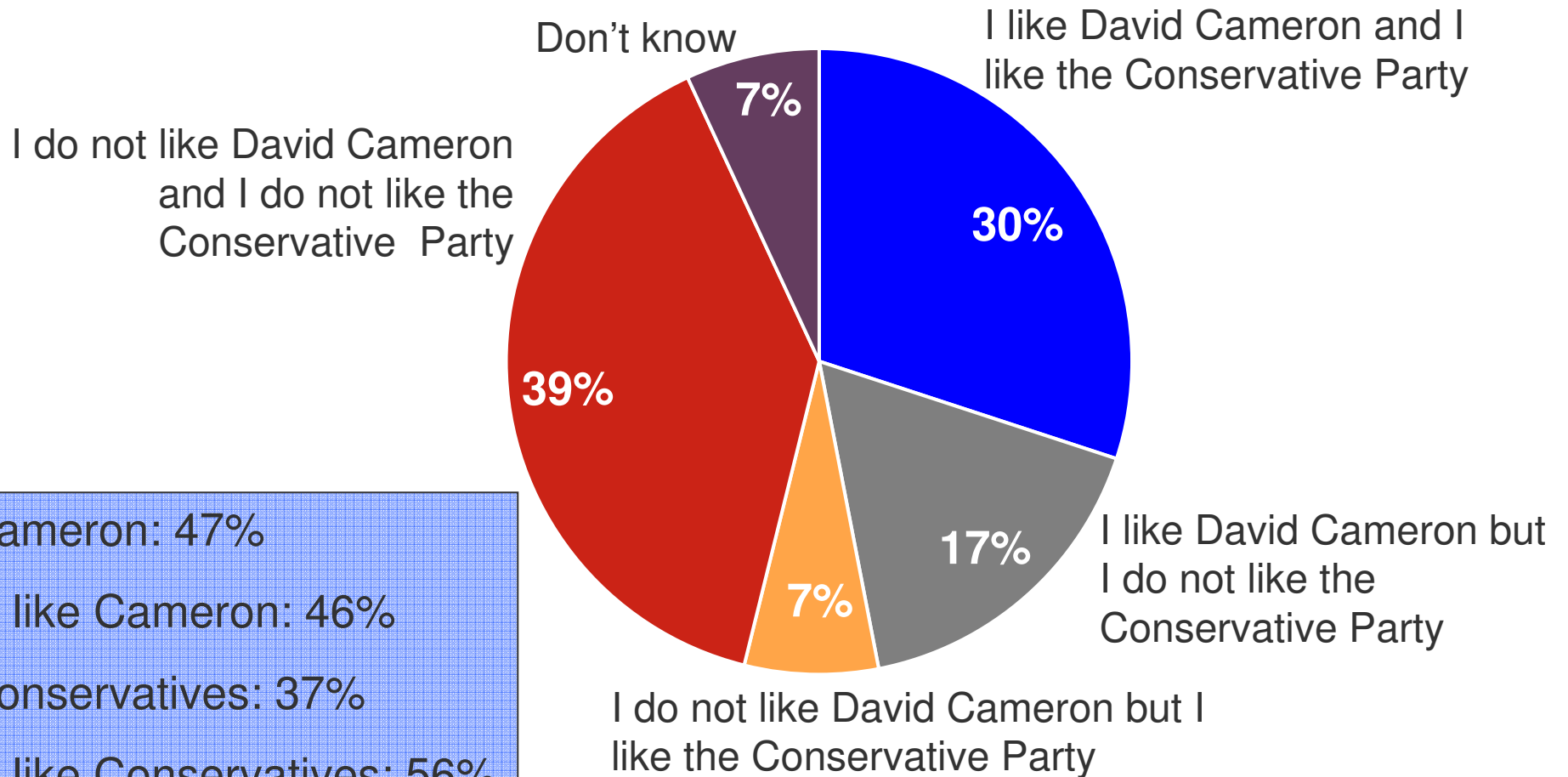
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



# David Cameron & the Conservative Party

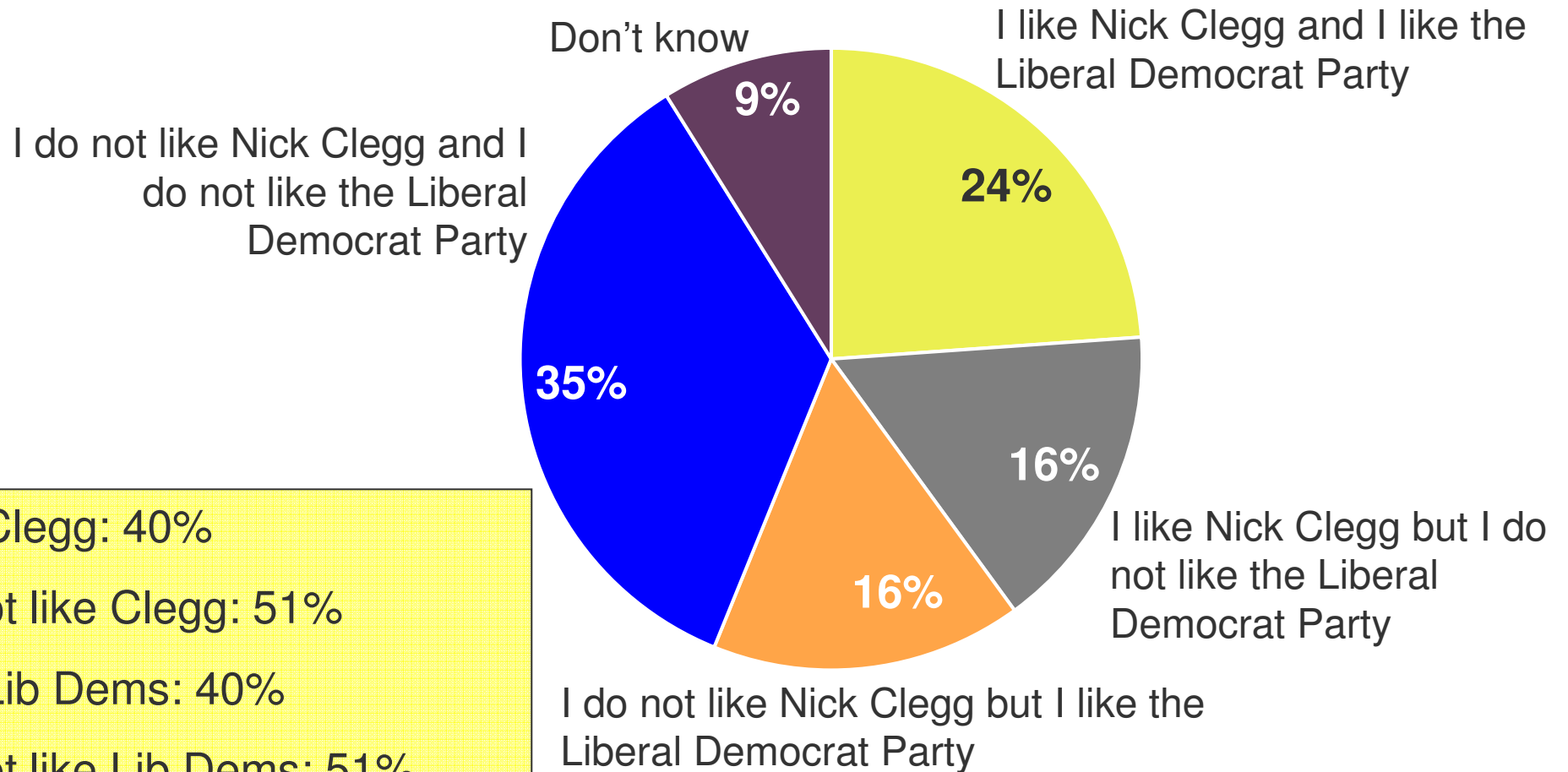
Q Which of these statements come closest to your views of David Cameron and the Conservative Party?



Like Cameron: 47%  
Do not like Cameron: 46%  
Like Conservatives: 37%  
Do not like Conservatives: 56%

# Nick Clegg & the Liberal Democrat Party

Q Which of these statements come closest to your views of Nick Clegg and the Liberal Democrat Party?



Like Clegg: 40%  
Do not like Clegg: 51%  
Like Lib Dems: 40%  
Do not like Lib Dems: 51%

# ***Taxing bankers***

# Half think the government should increase taxes on banks

Please tell me which of the following statements comes closest to your opinion?

The government **should increase taxes on banks**, even if it makes the British banking sector much less competitive

Don't know

8%

50%

The government **should not increase taxes on banks** because they are important to Britain's economic recovery

42%

Base: 1,162 British adults 18+, 21st - 24th January 2011

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

