



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

September 2010

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**Ipsos MORI**

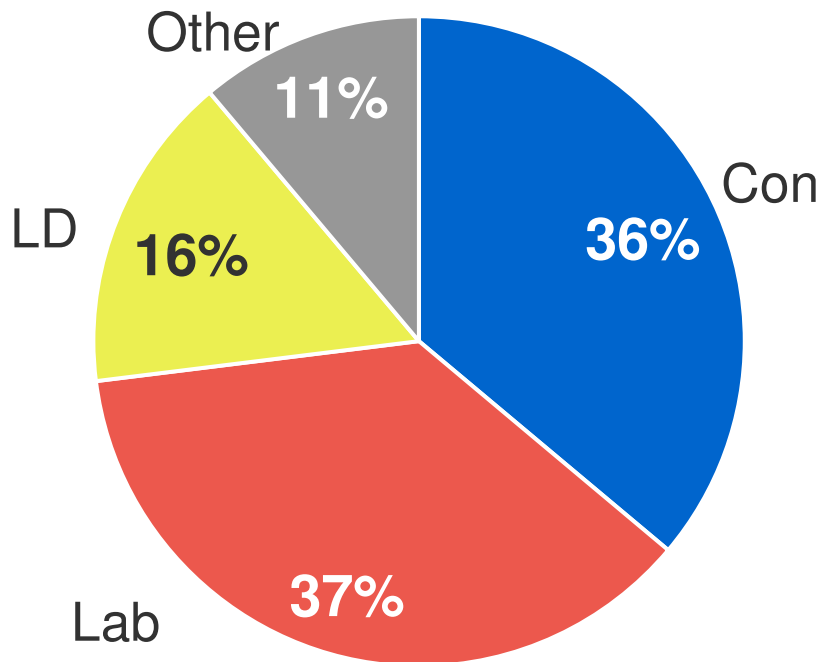


# ***Voting Intentions***

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

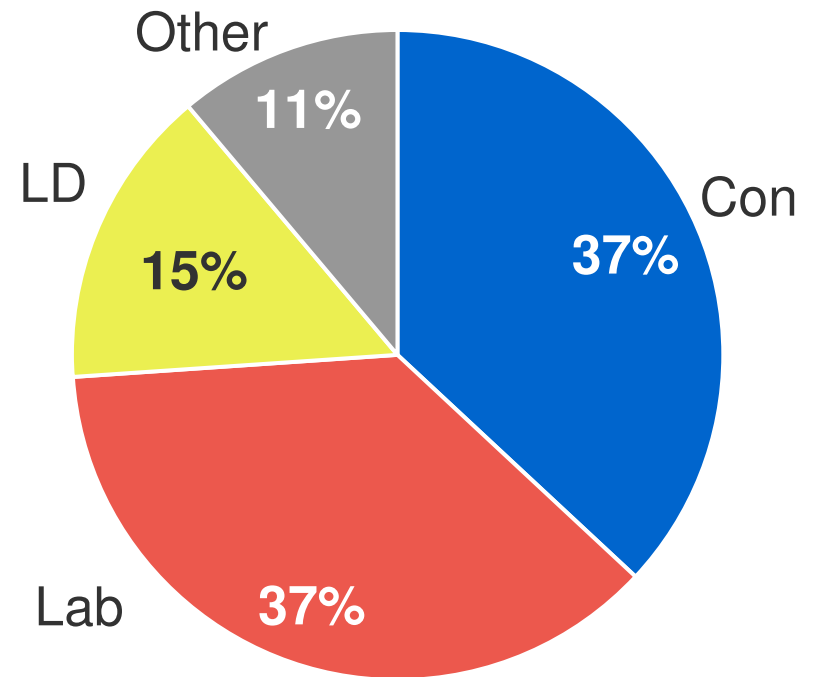
How would you vote if there were a General Election tomorrow?

All giving a voting intention : 85%



Conservative lead = -1

All certain to vote: 61%

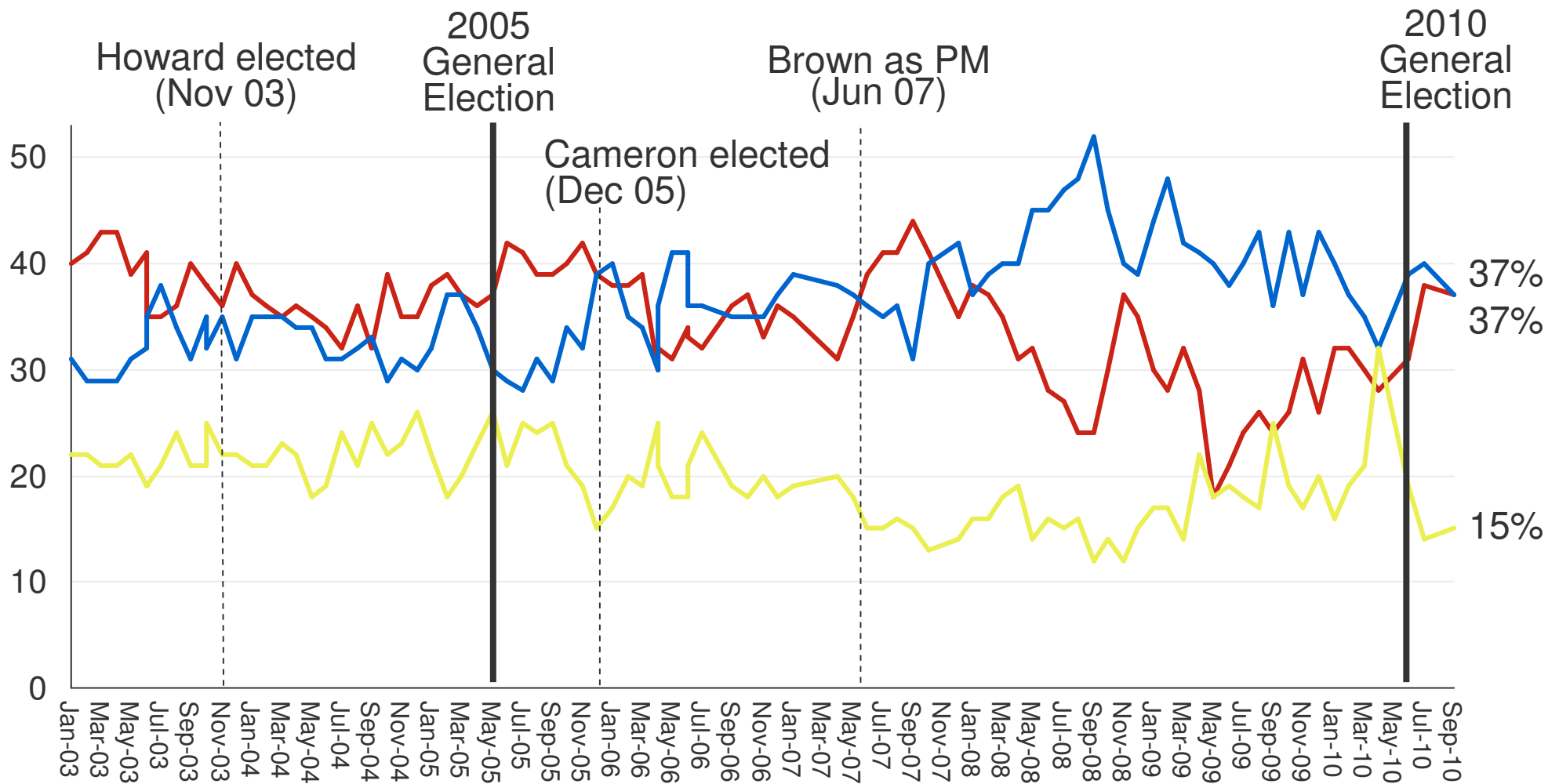


Conservative lead = 0

Base: All giving a voting intention = 851 unweighted, All certain to vote = 622 unweighted; data collected among 1,004 British adults 18+, 10<sup>th</sup> - 12<sup>th</sup> September 2010

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

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



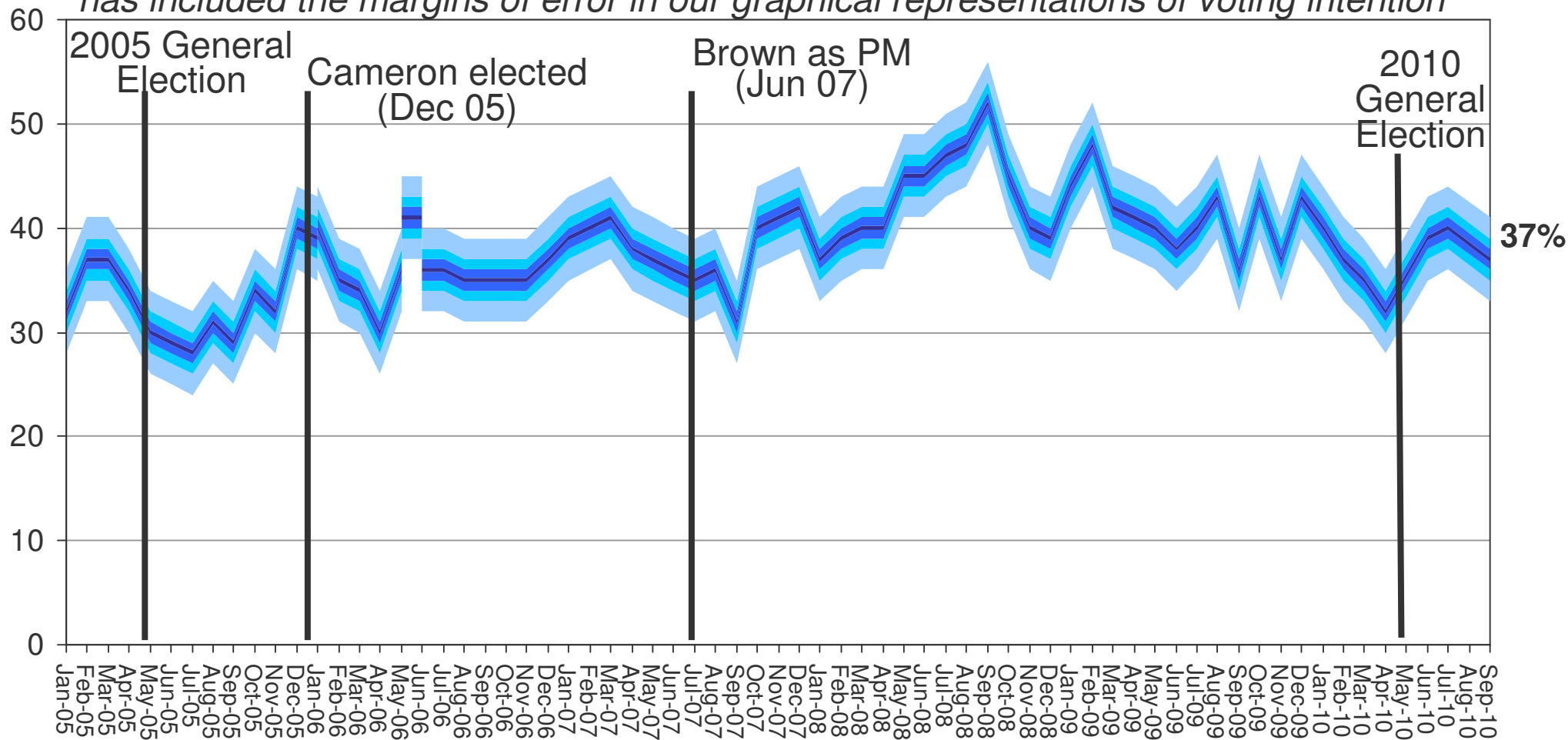
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor  
Ipsos MORI



# 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



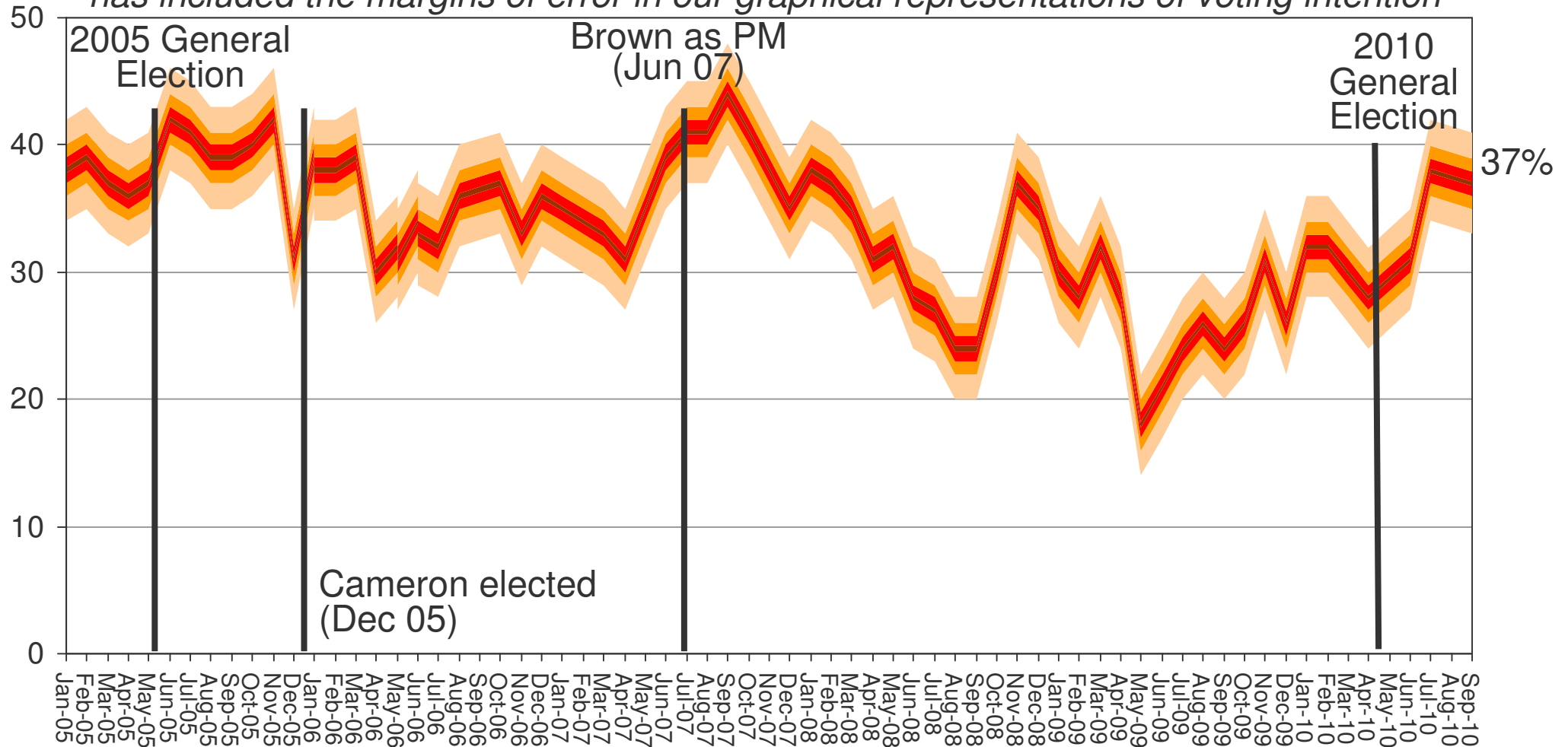
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor  
Ipsos MORI



# Labour vote share including margins of error

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

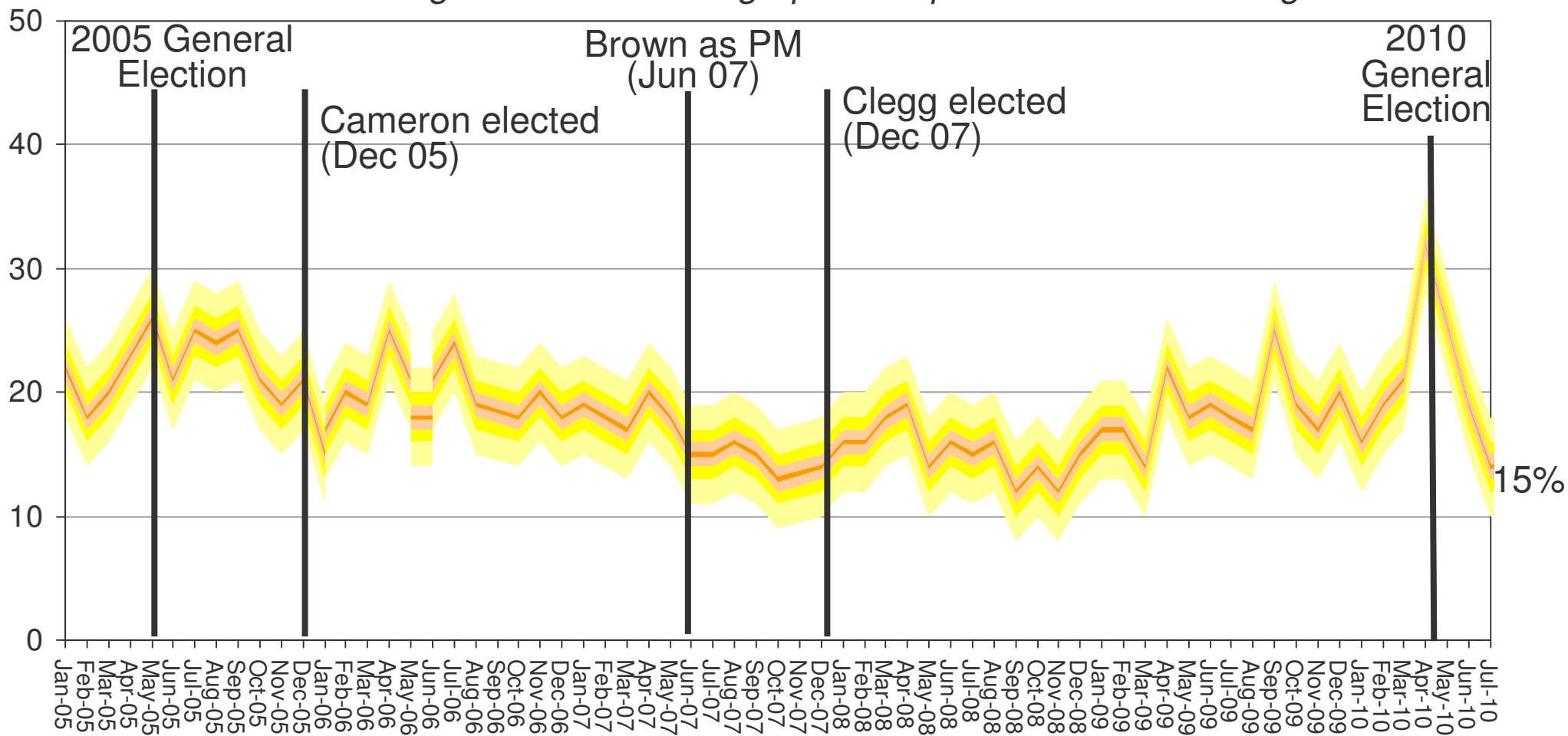
In an effort to more accurately represent the findings from political polls, Ipsos MORI has included the margins of error in our graphical representations of voting intention



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

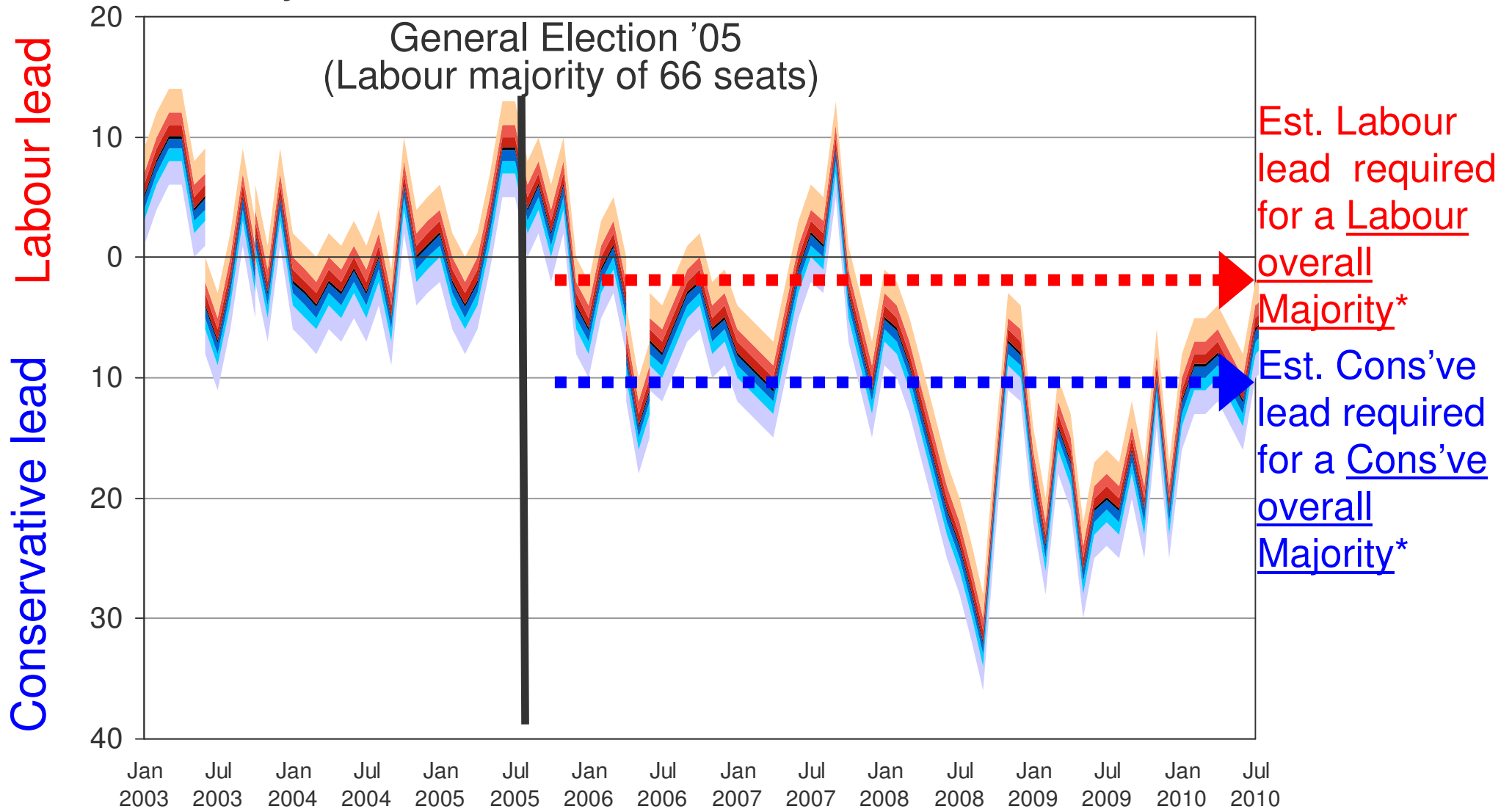


Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Ipsos MORI/Reuters Political Monitor  
Ipsos MORI



# Leads and error margins

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: Ipsos MORI/Reuters Political Monitor  
Ipsos MORI

\* Assume same boundaries as in 2010 General Election

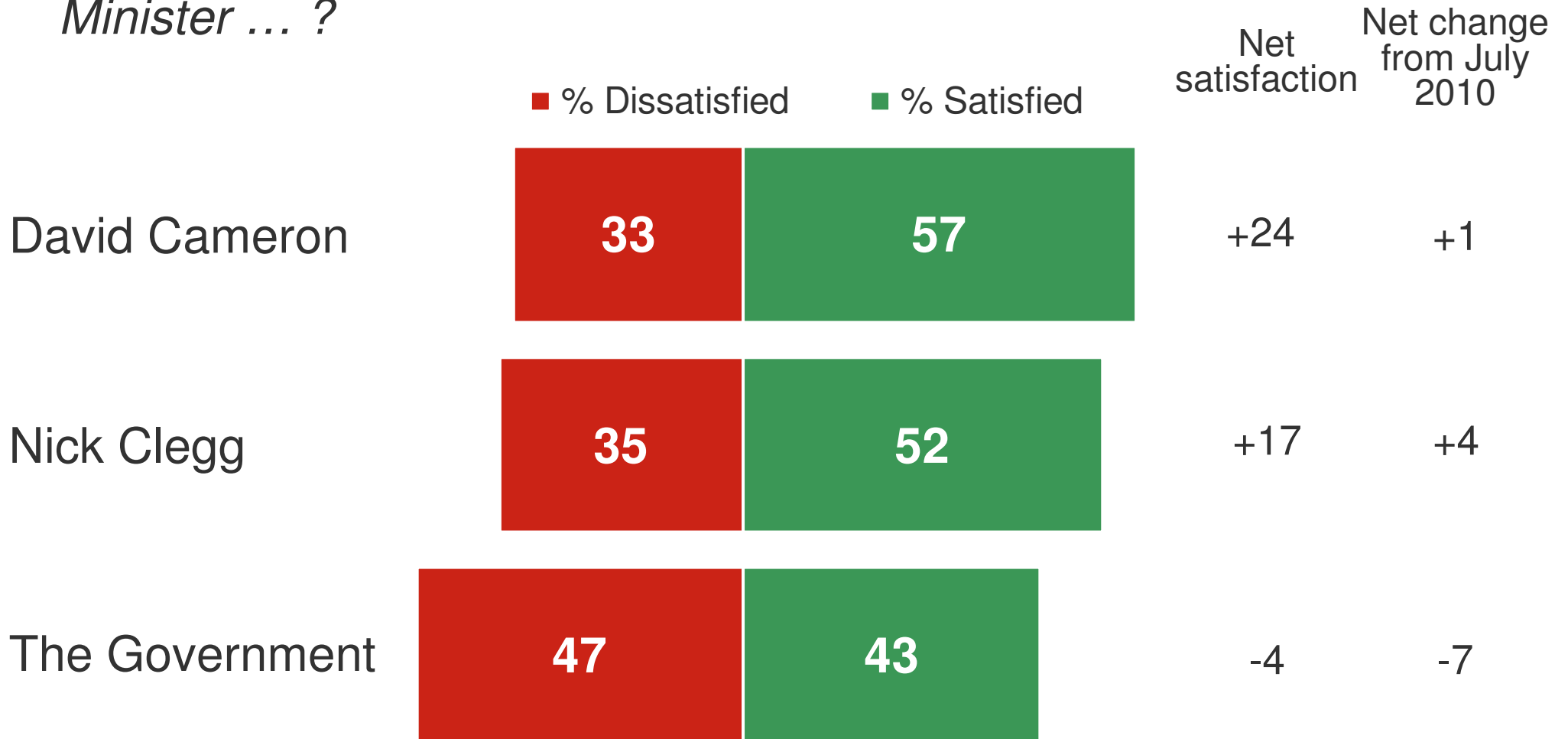




# ***The Coalition Government***

# 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 ... ?*



Base: 1,004 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> September 2010

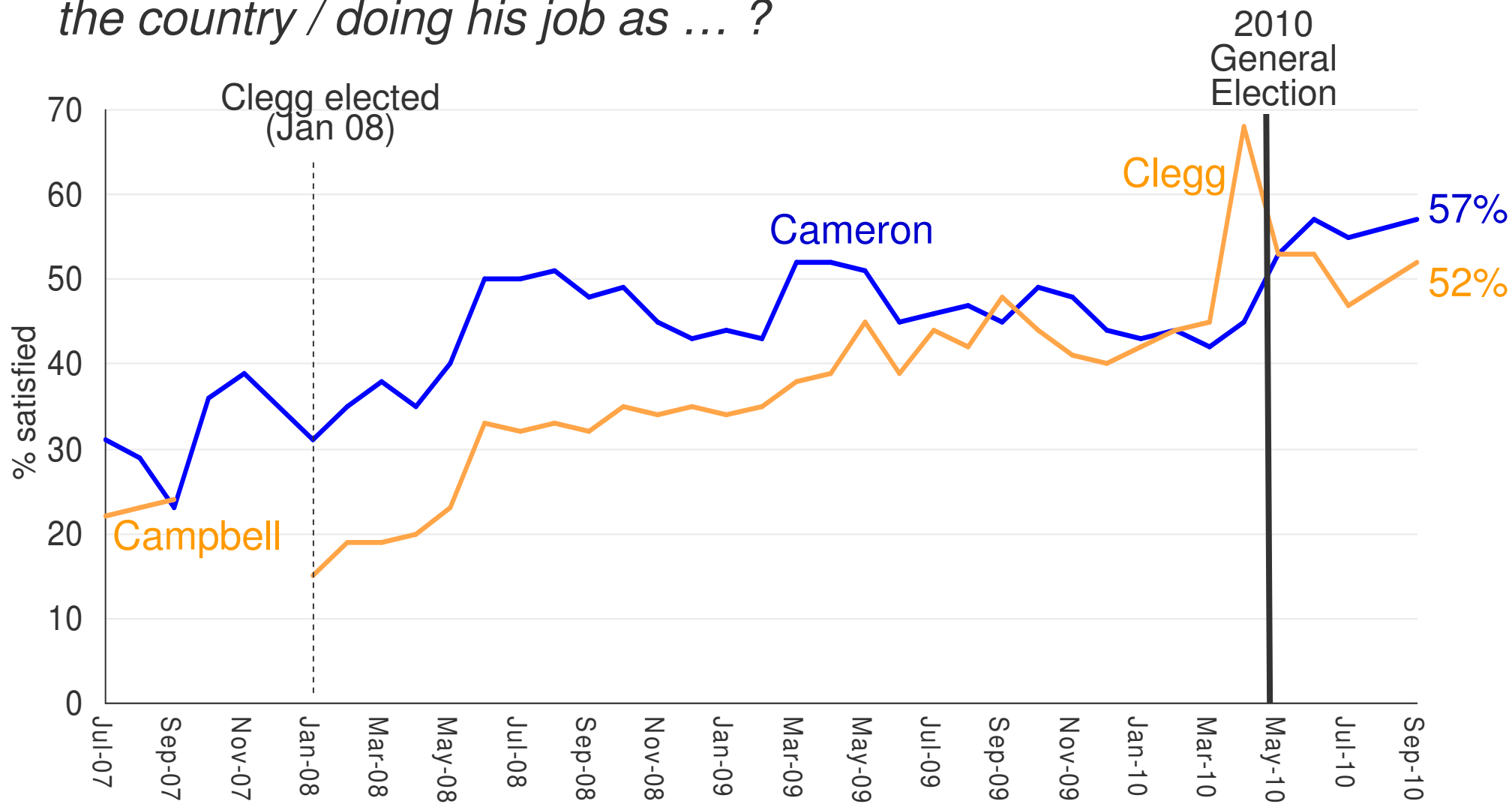
Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor



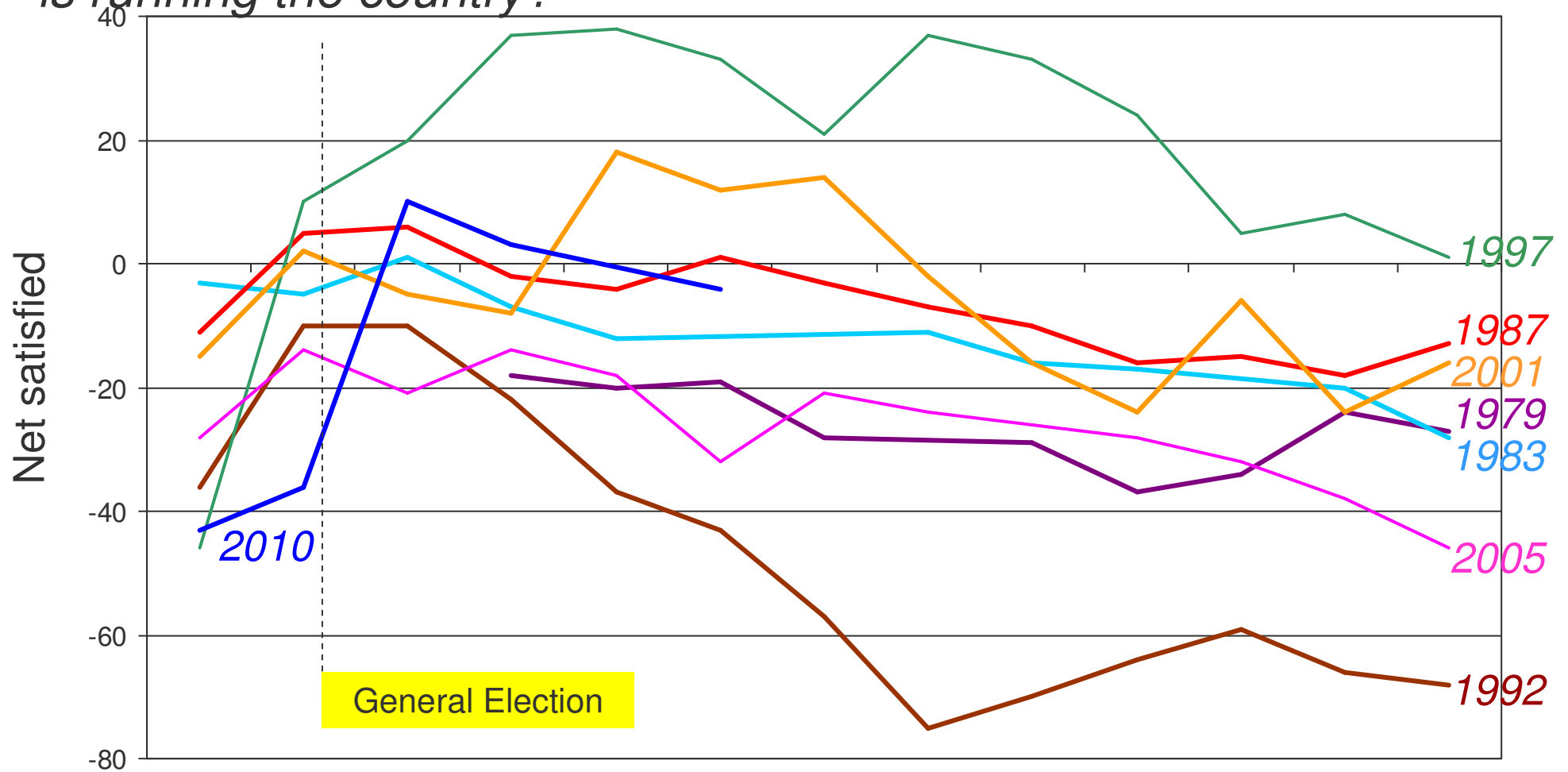
# Satisfaction with Party leaders July-07 – September-10

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



# Net satisfaction with Governments over first year (1979– 2010)

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



Base: c. 1,000 British adults each month; (July 2010: 1,004 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

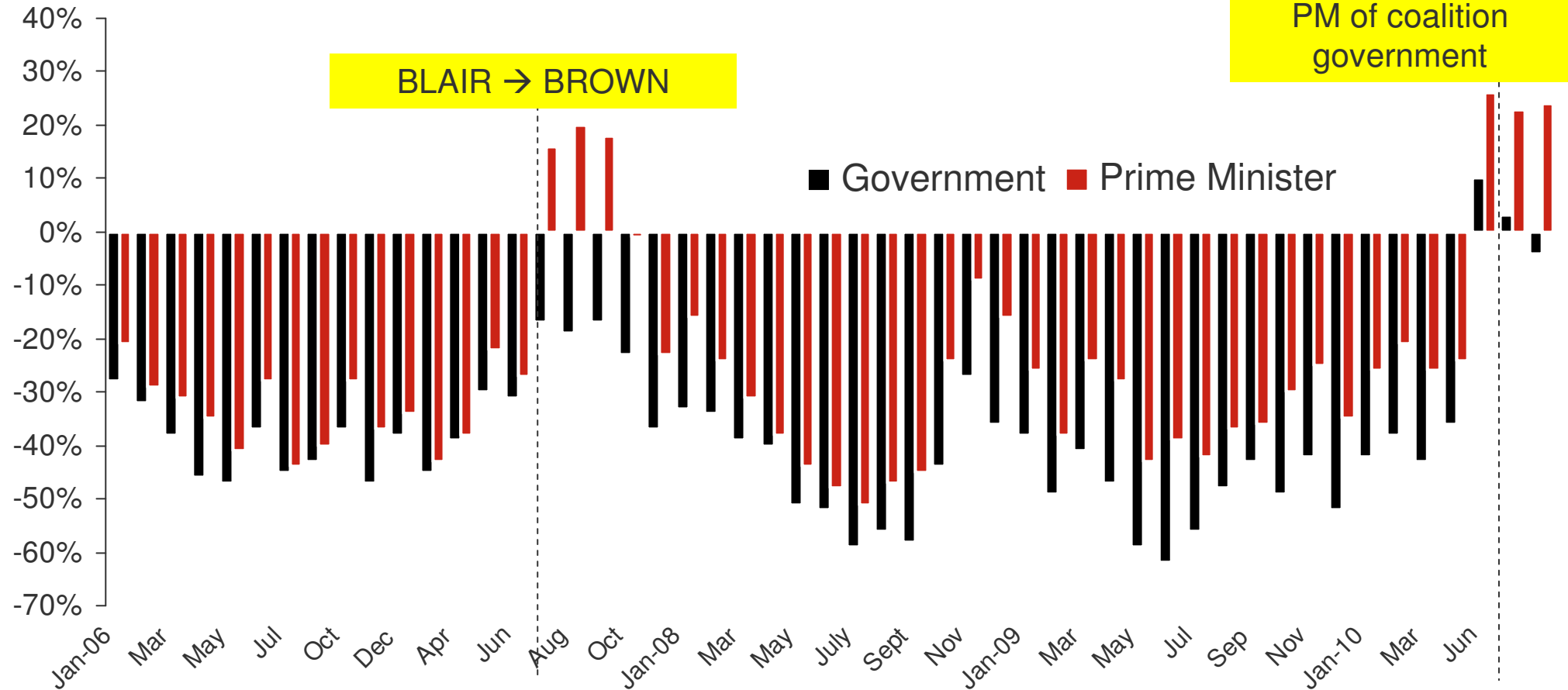
Source: Ipsos MORI/Reuters Political Monitor



# 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

Ipsos MORI

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

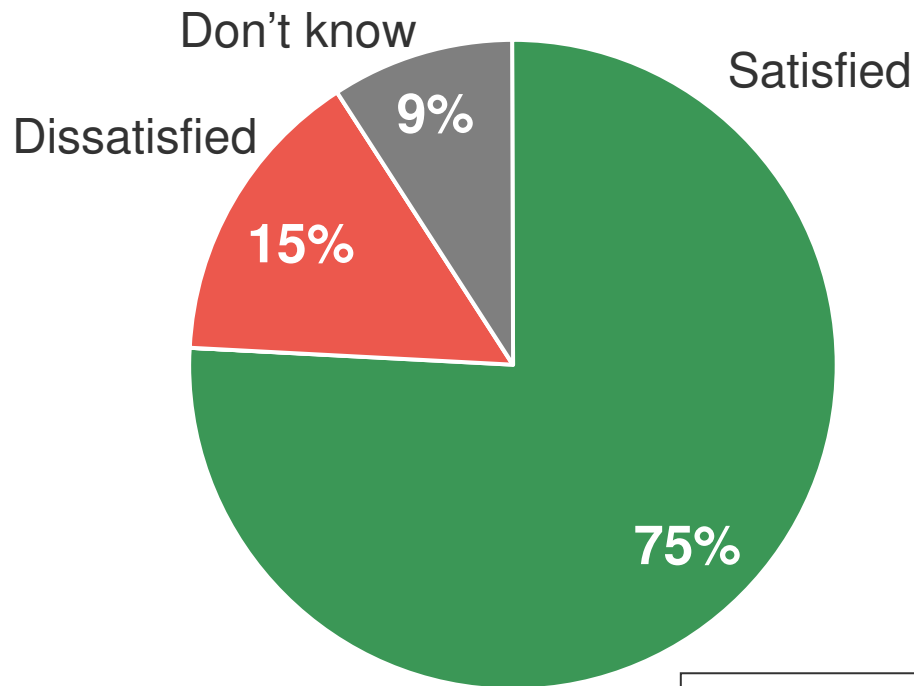
Source: Ipsos MORI/Reuters Political Monitor



# Conservatives happier with the Government than Lib Dems

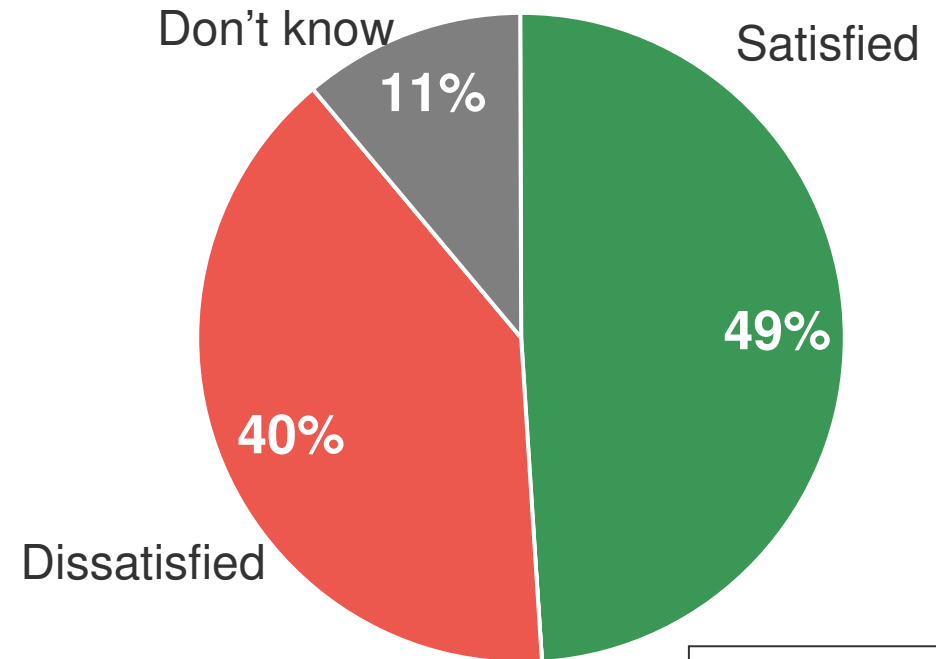
*How satisfied or dissatisfied are you with the way the Government is running the country?*

Conservative supporters



Net = +60

Lib Dem supporters

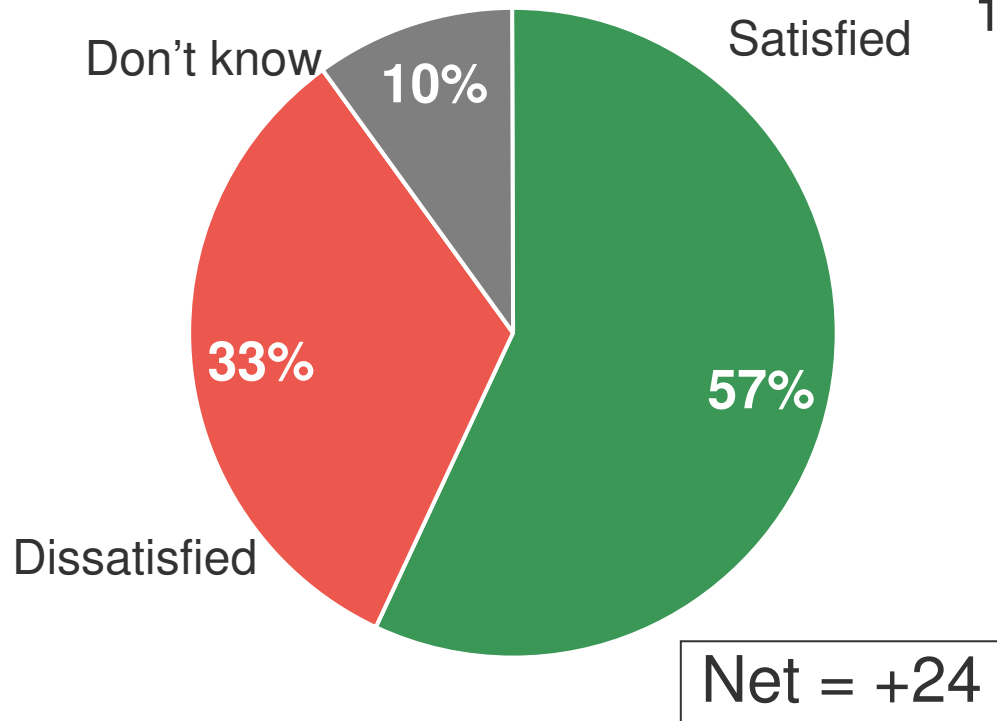


Net = +9

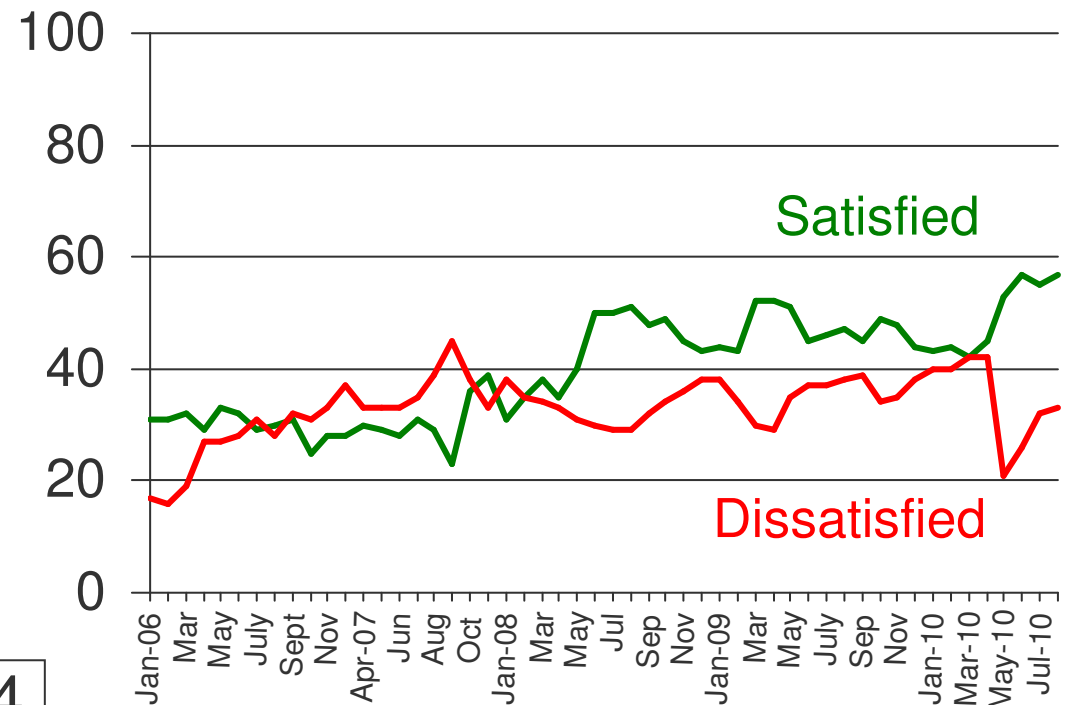
# David Cameron (satisfaction)

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

September 2010



January 2006 – September 2010



Base: 1,004 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> September 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

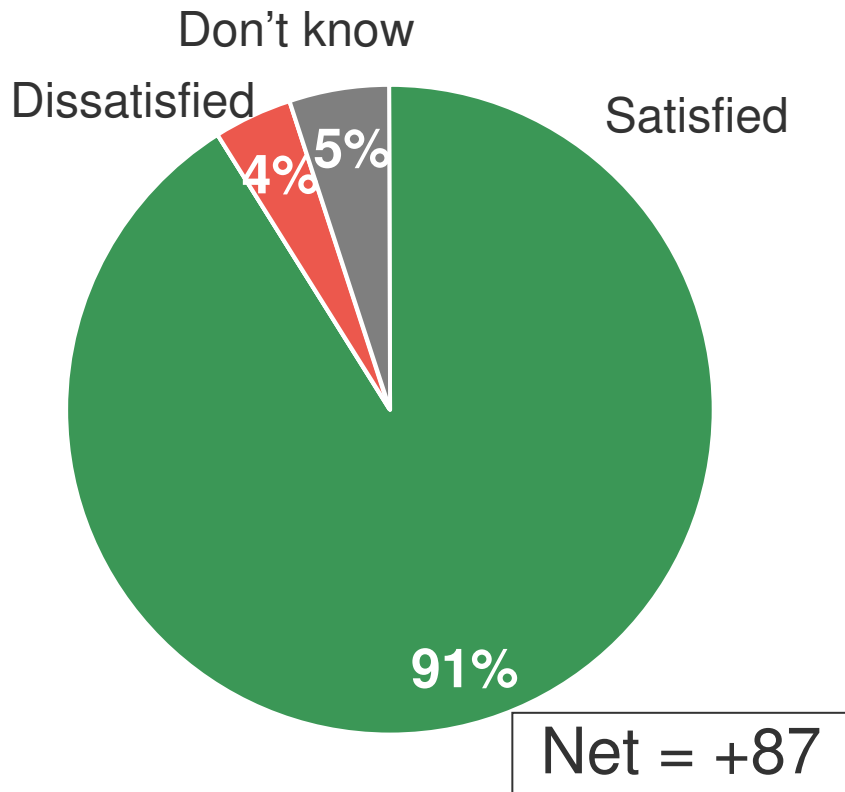
Source: Ipsos MORI/Reuters Political Monitor



# 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?

September 2010



January 2006 – September 2010



Base: 295 Conservative supporters 18+, 10<sup>th</sup>-12<sup>th</sup> September 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/Reuters Political Monitor

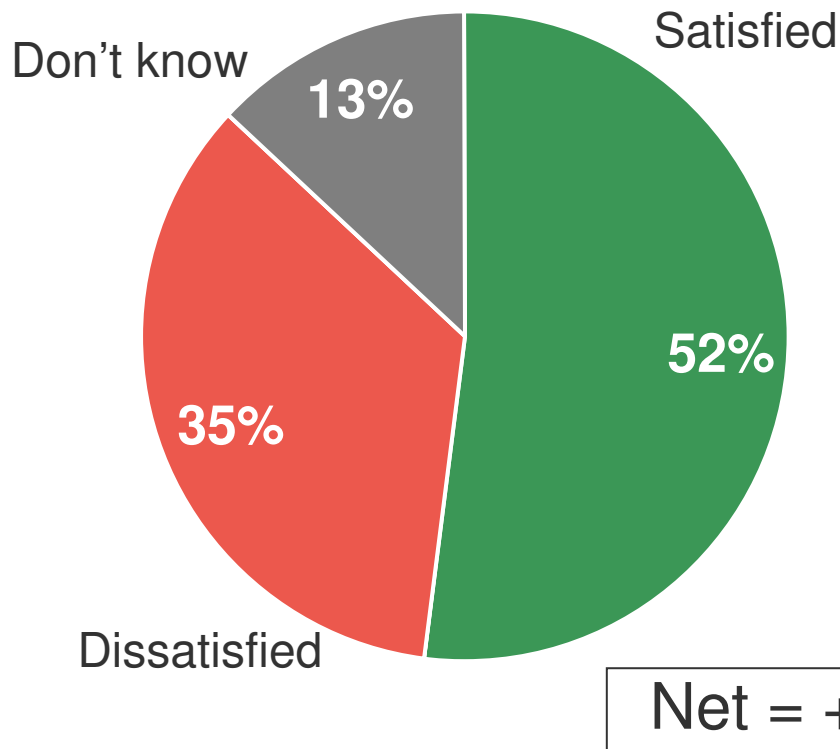




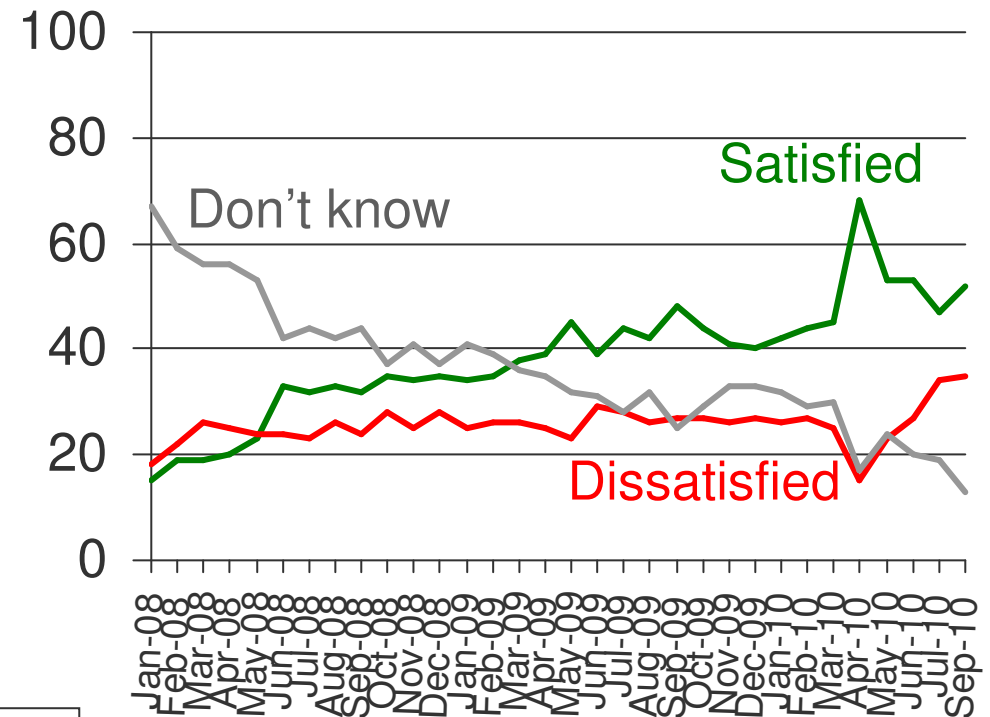
# Nick Clegg (satisfaction)

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

September 2010



January 2008 – September 2010



Base: 1,004 British adults 18+, 10<sup>th</sup> - 12<sup>th</sup> September 2010

Ipsos MORI

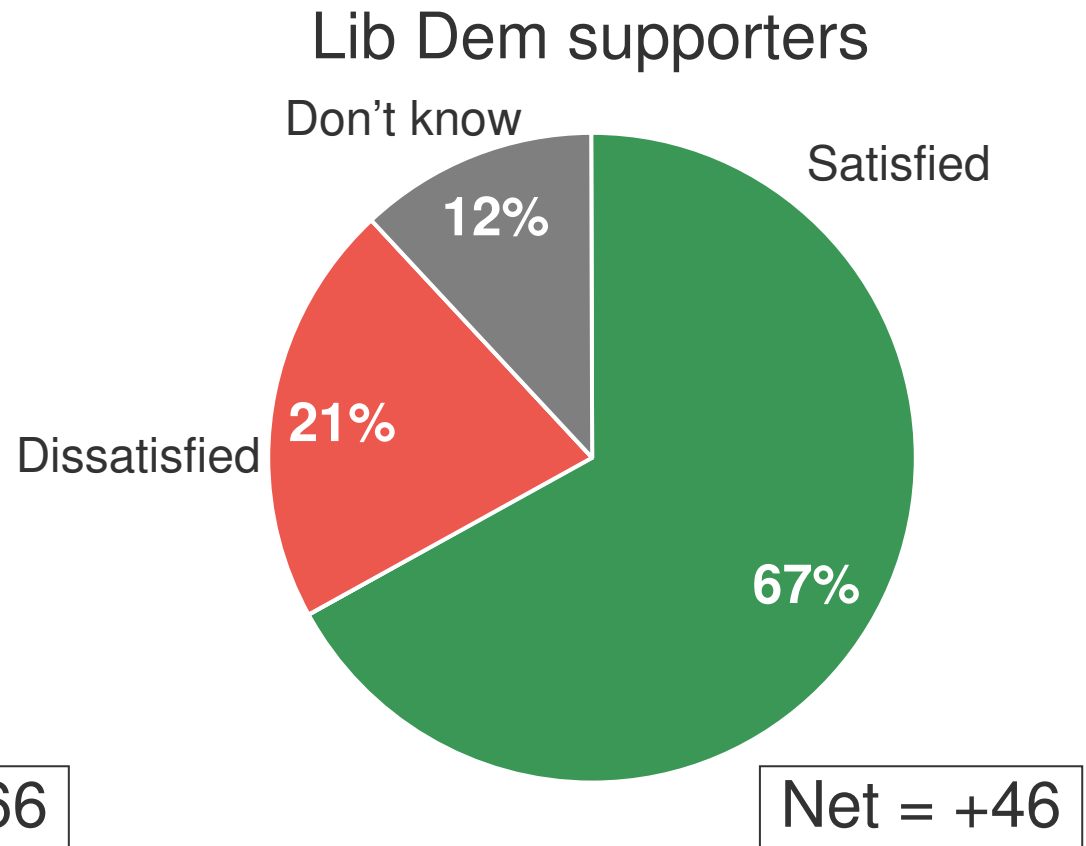
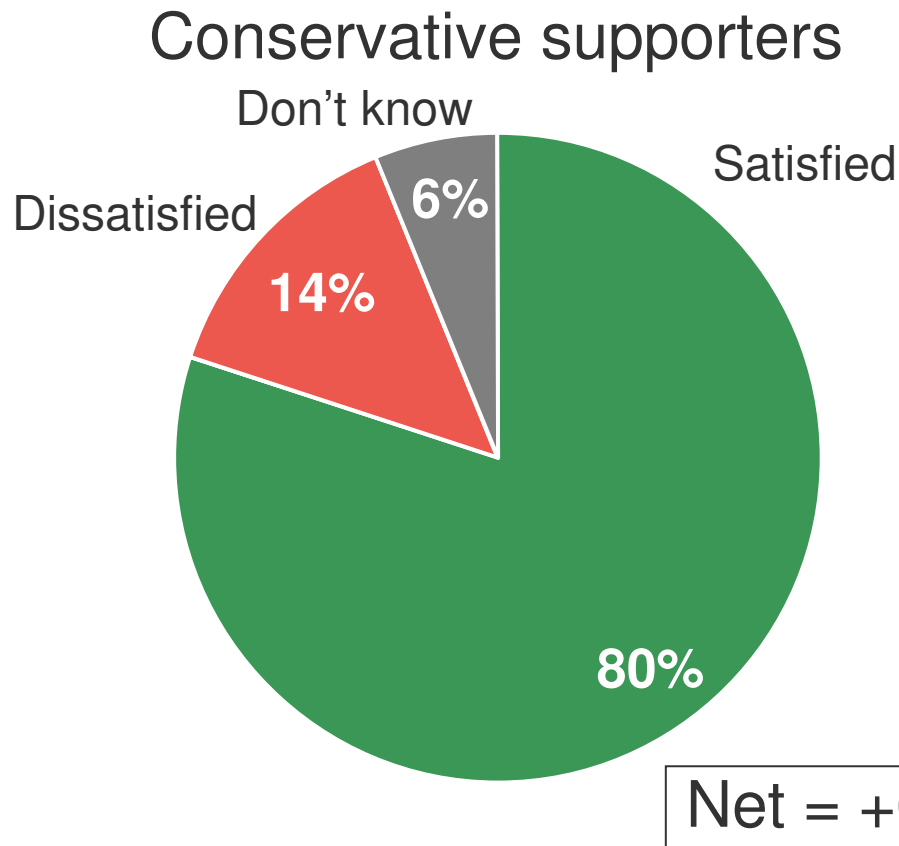
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters Political Monitor



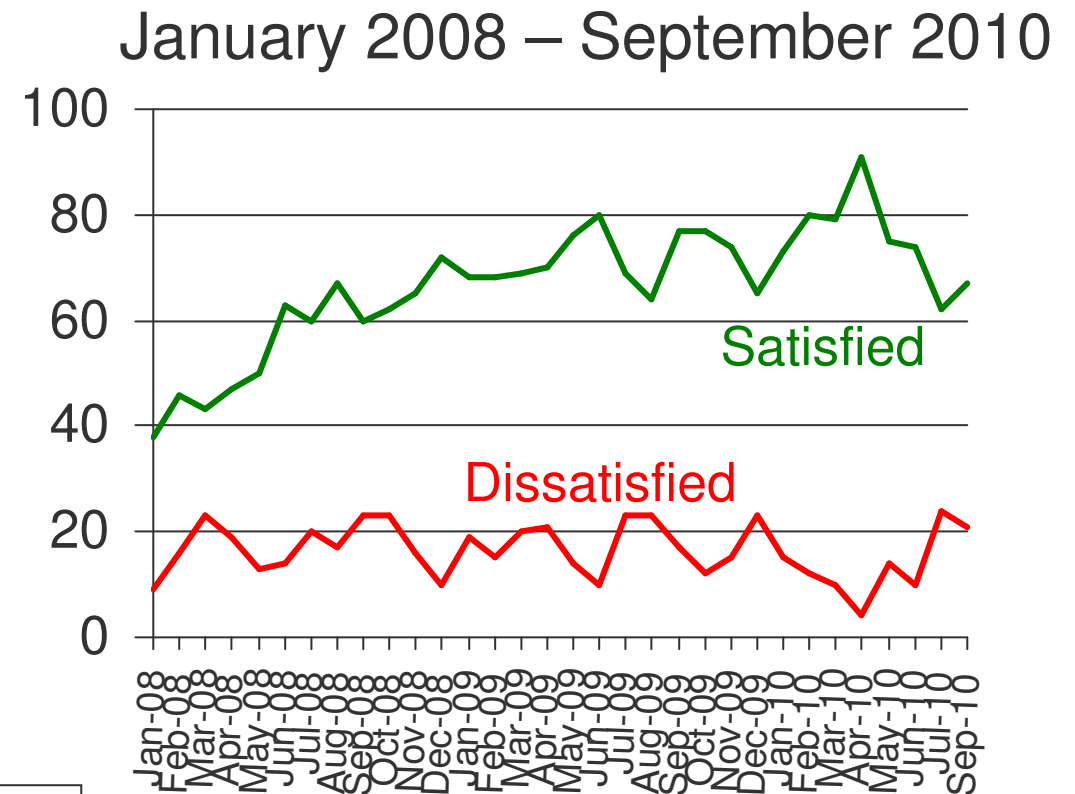
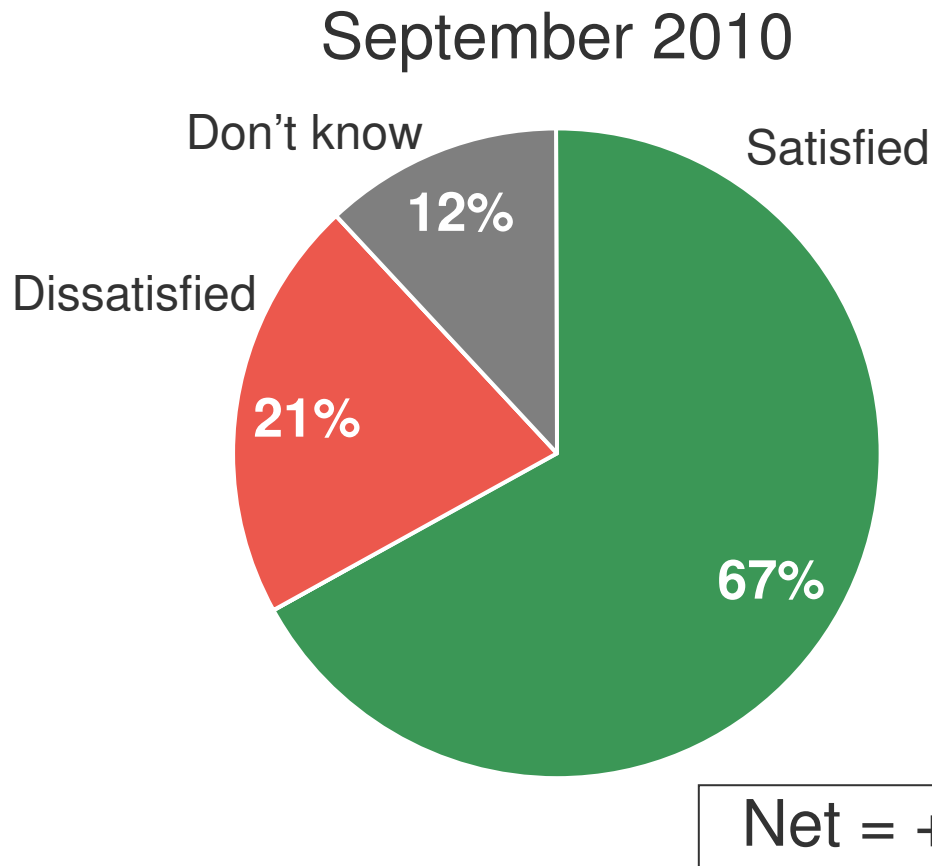
# Clegg is more popular among Tories than Lib Dems

*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?*



# 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: 132 Liberal Democrat supporters 18+, 10<sup>th</sup>-12<sup>th</sup> September 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/Reuters Political Monitor

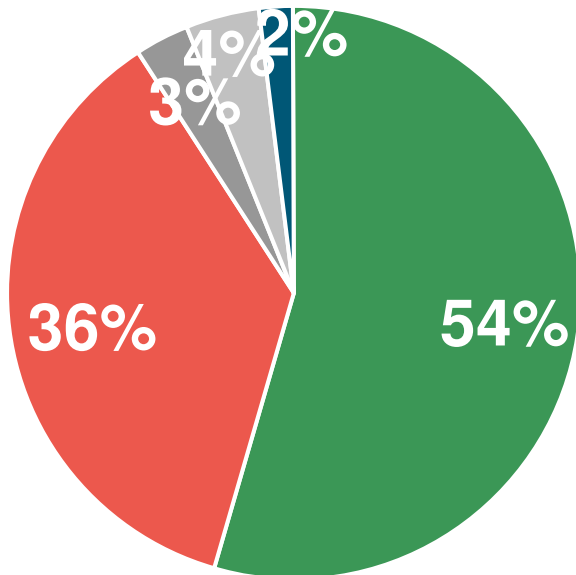


# Most are hopeful for the new government, but concern is rising

*On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?*

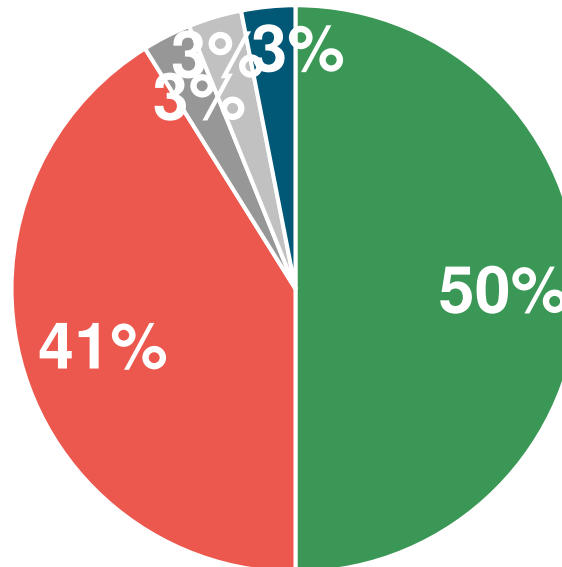
■ More hopeful ■ More fearful ■ Both equally ■ Neither ■ Don't know

May 2010



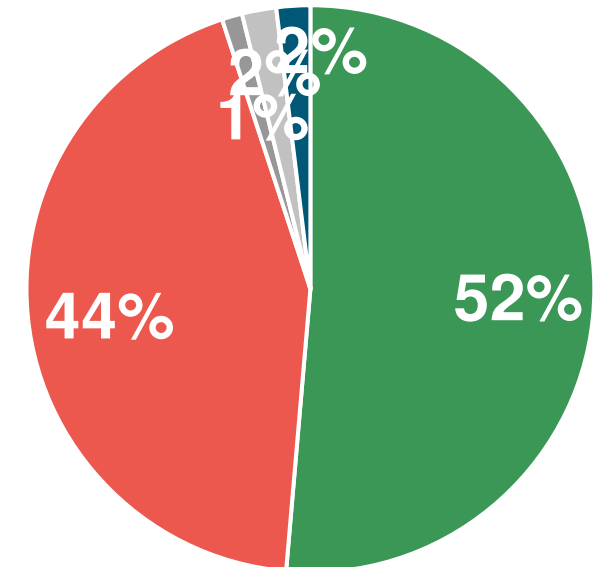
Base: 1,023 British adults 18+,  
12<sup>th</sup>-13<sup>th</sup> May 2010

June 2010



Base: 1,002 British adults 18+,  
18<sup>th</sup>-20<sup>th</sup> June 2010

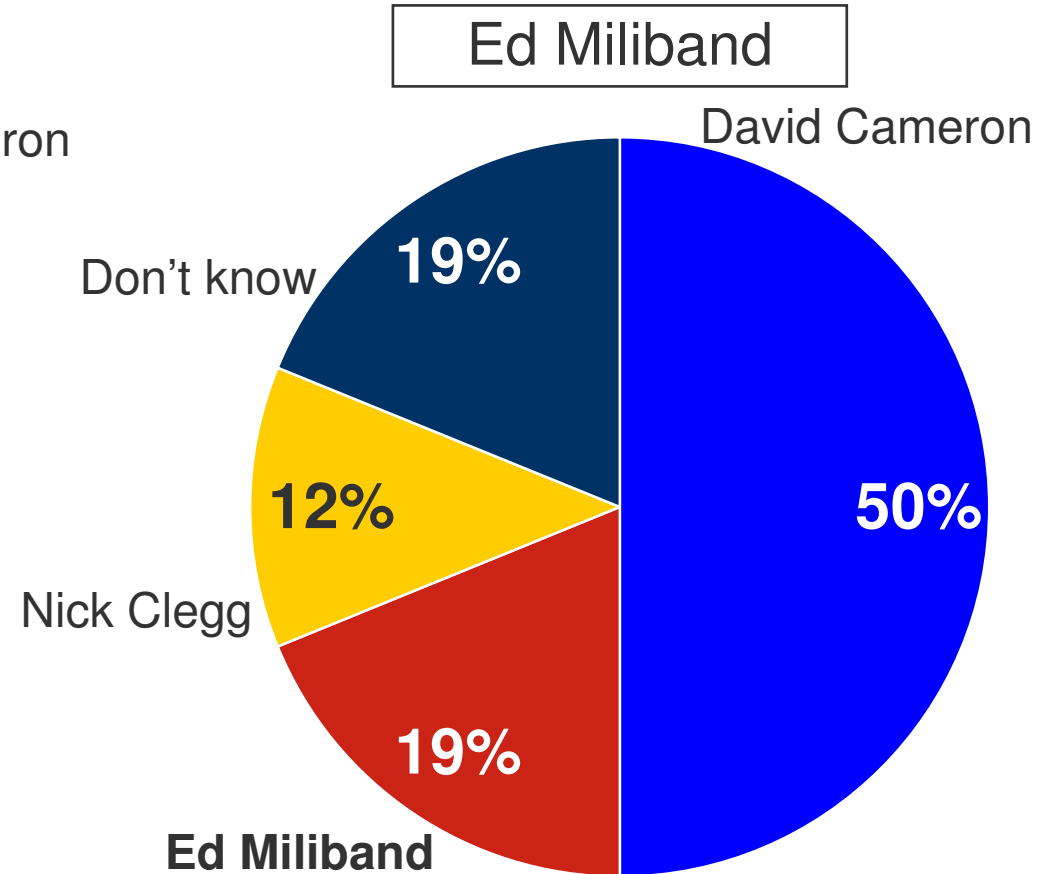
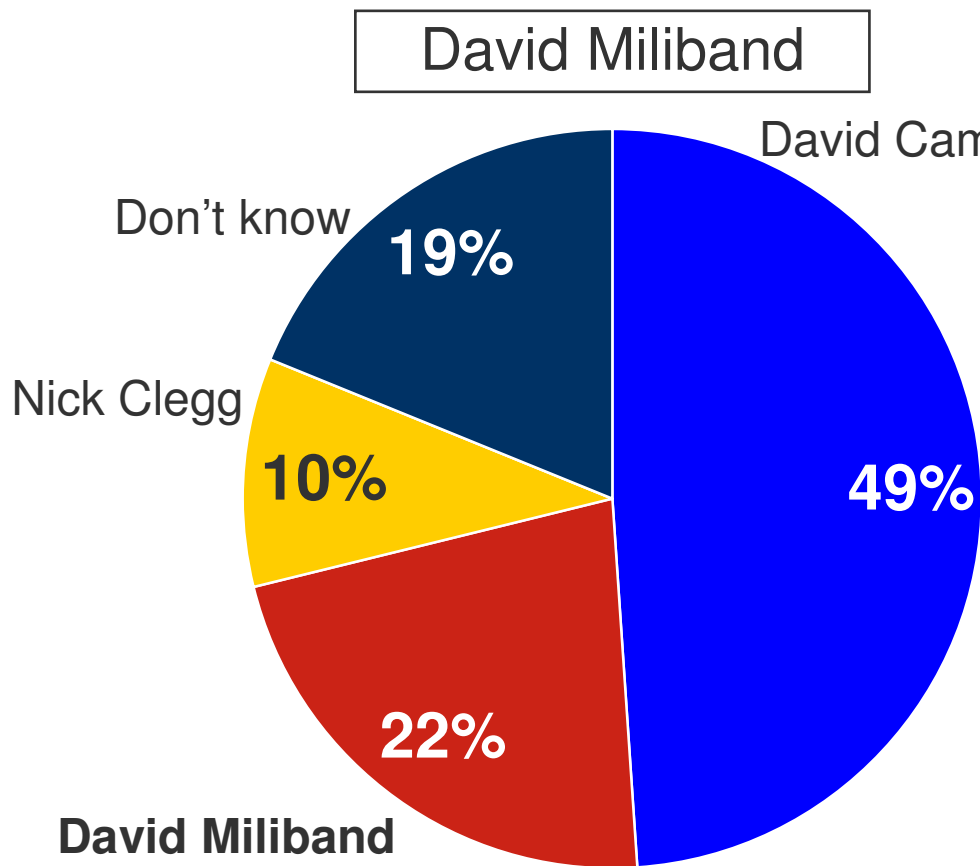
September 2010



Base: 1,004 British adults 18+, 10<sup>th</sup>-12<sup>th</sup>  
September 2010

# Milibands seen as more capable PMs than Nick Clegg

Who do you think would make the most capable Prime Minister, David Cameron, Nick Clegg or David/Ed Miliband?



Base: 505 British adults 18+, 10<sup>th</sup>- 12<sup>th</sup> September 2010  
Ipsos MORI

Base: 499 British adults 18+, 10<sup>th</sup>- 12<sup>th</sup> September 2010  
Source: Ipsos MORI/Reuters Political Monitor

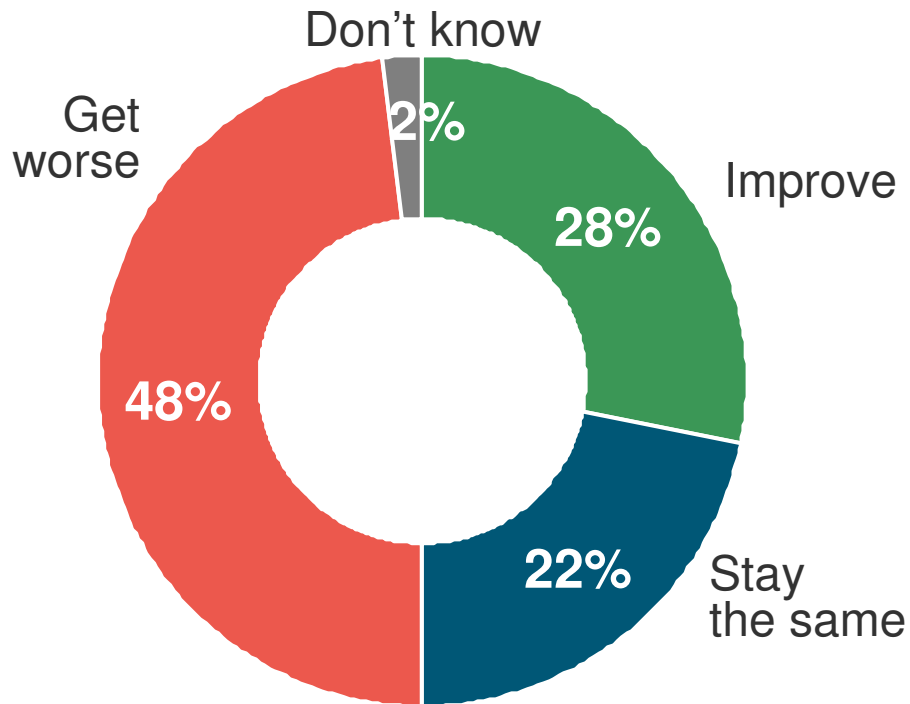


# ***Public Spending and the economy***

# Economic Optimism Index

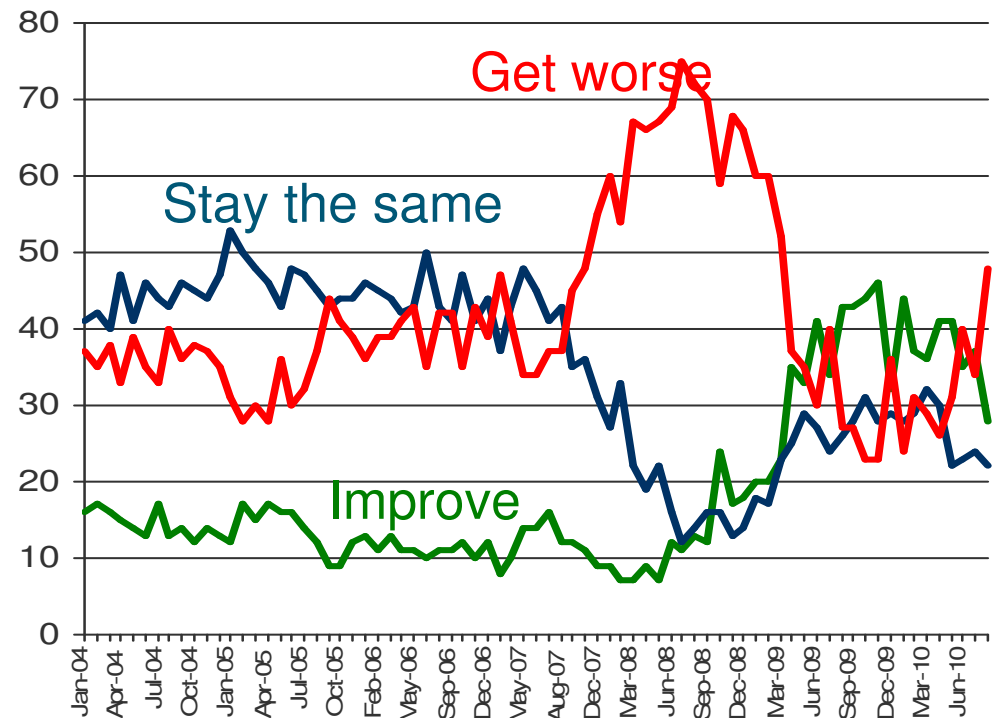
*Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?*

September 2010



**EOI = -20%**

January 2004 – September 2010



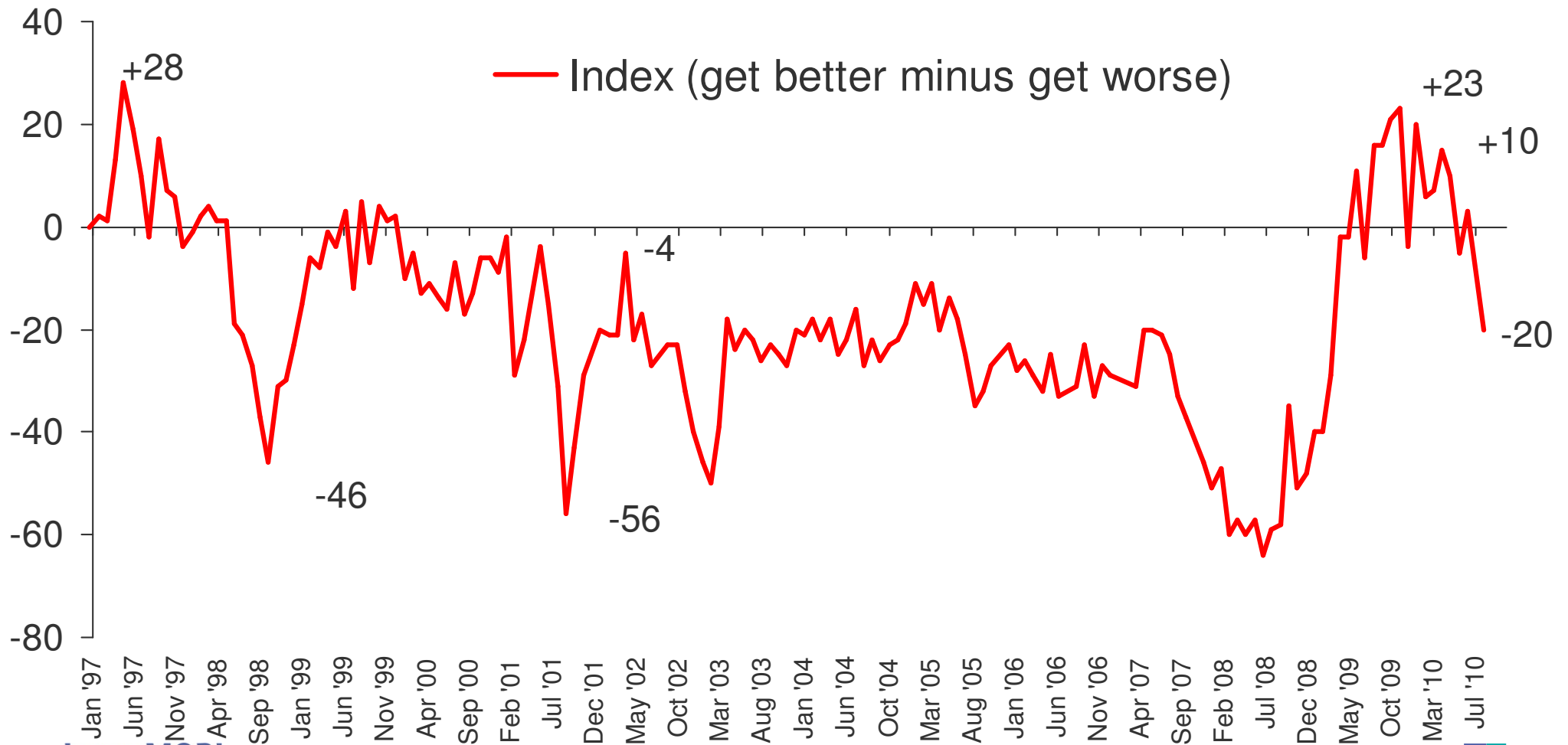
Base: 1,004 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> September 2010  
Ipsos MORI

Source: Ipsos MORI/Reuters 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

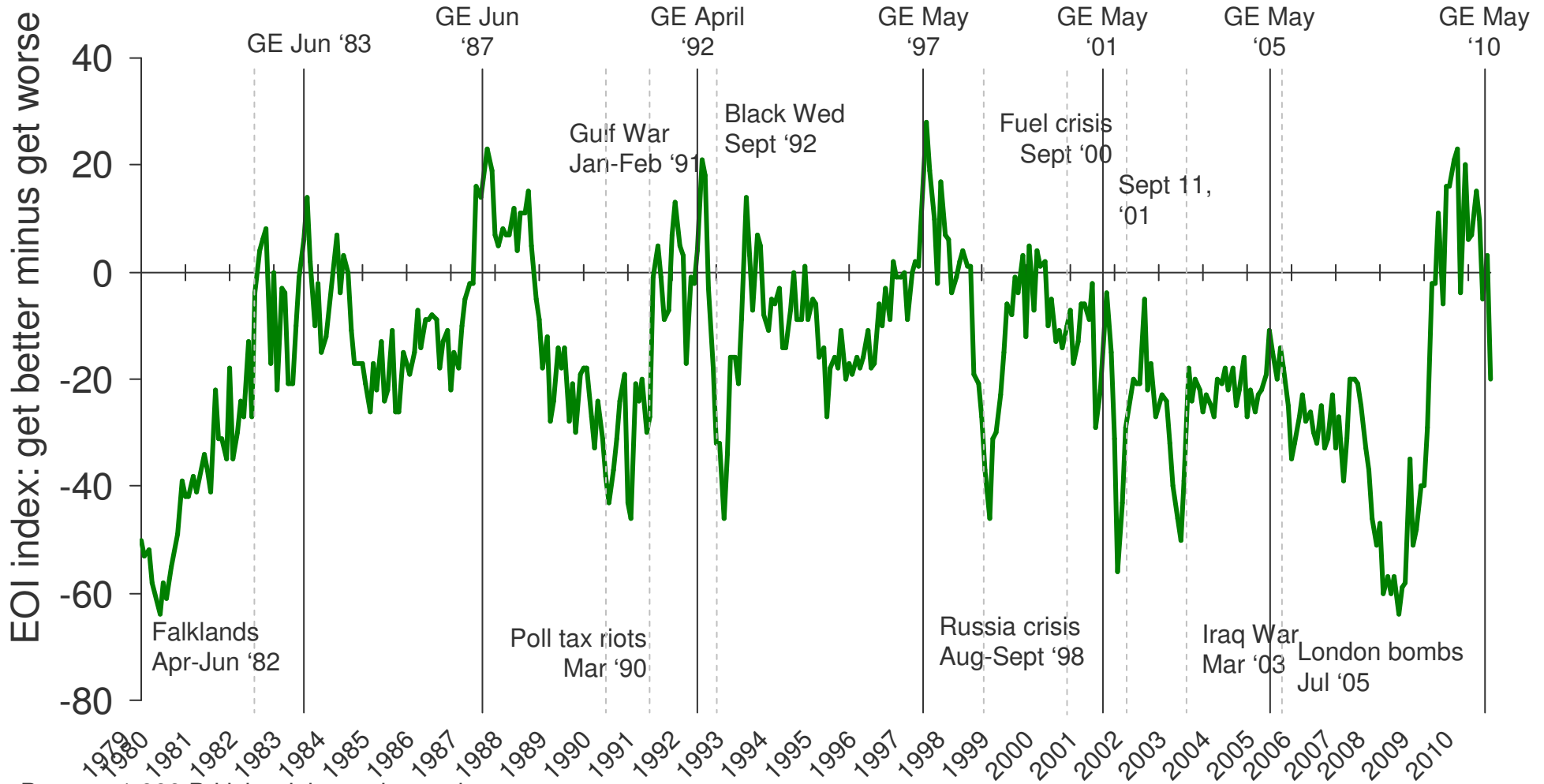
Base: c. 1,000 British adults each month;

Source: Ipsos MORI/Reuters 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?*

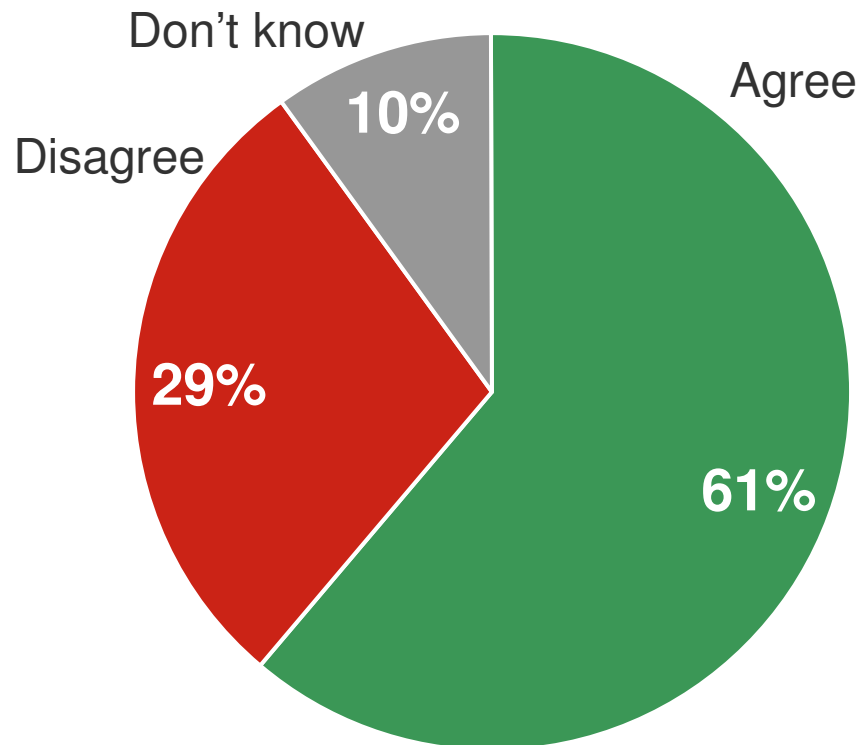


Base: c. 1,000 British adults each month

## Most are positive about the long term impact of the government's policies on the economy, though concern is rising

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

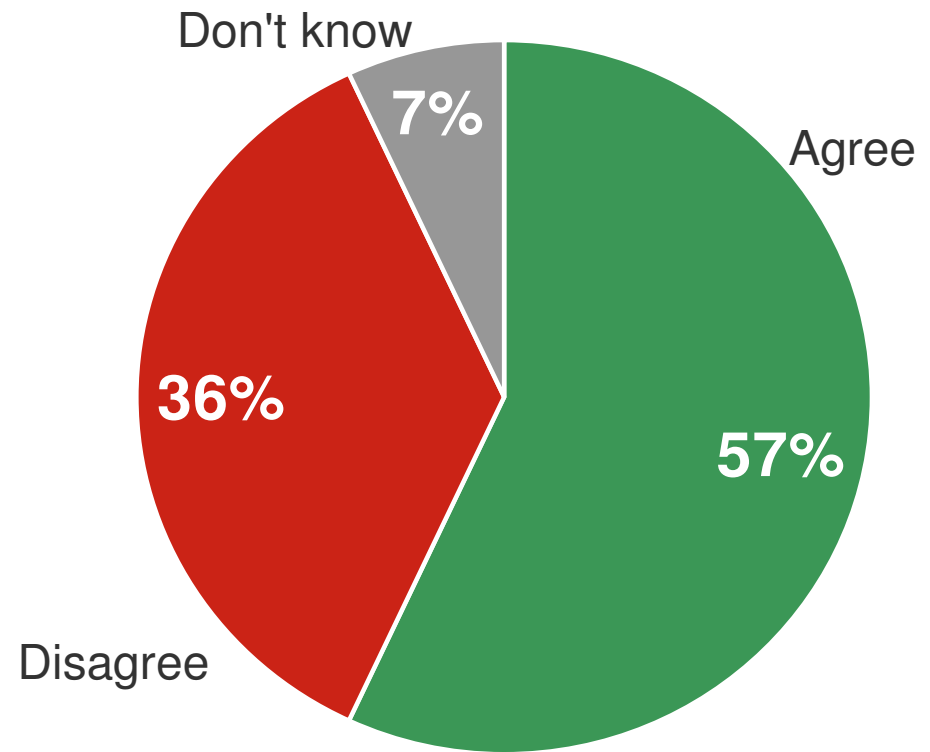
June 2010



Base: 1,002 British adults 18+, 18<sup>th</sup>-20<sup>th</sup> June 2010

Ipsos MORI

September 2010



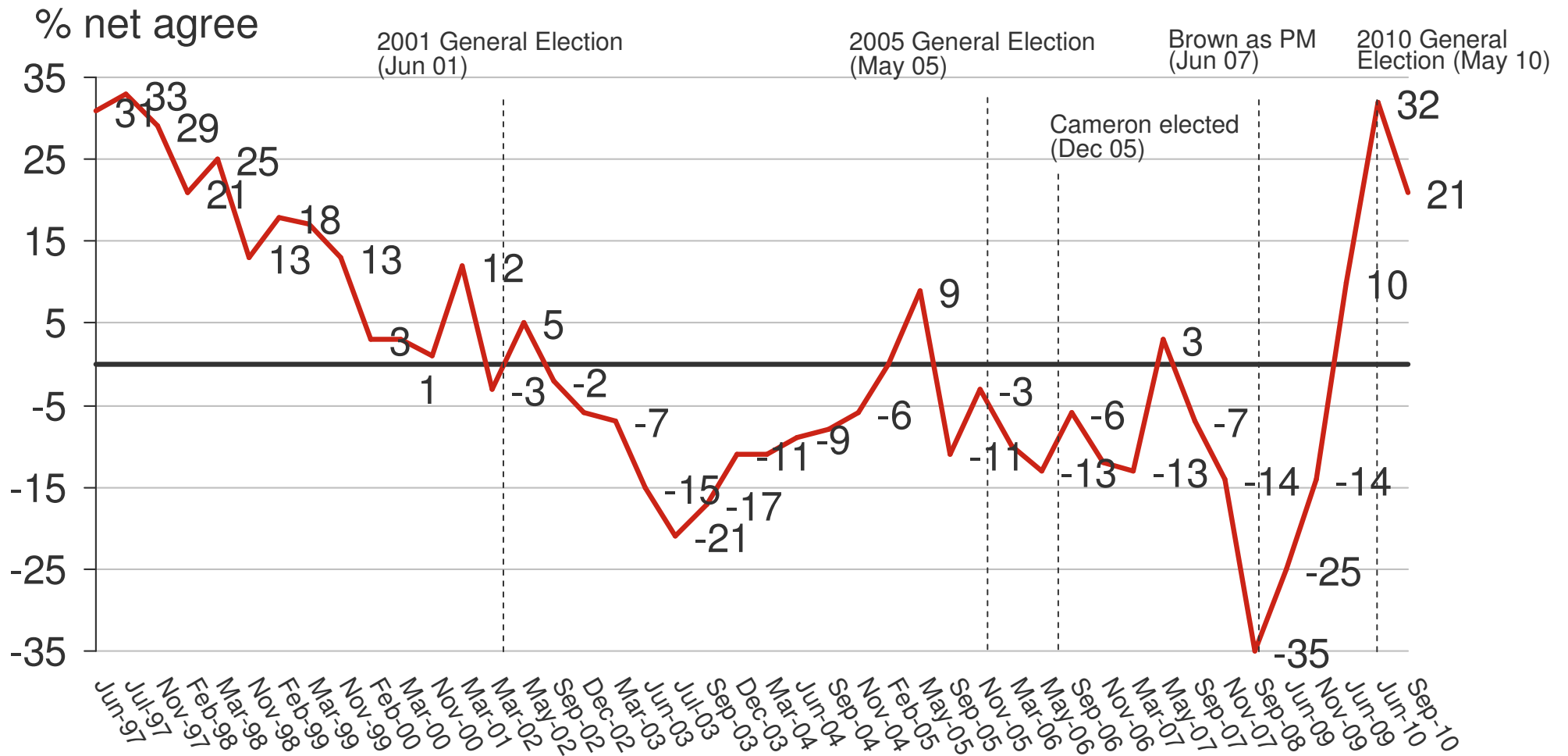
Base: 1,004 British adults 18+, 10<sup>th</sup>-12<sup>th</sup> September 2010

Source: Ipsos MORI/Reuters Political Monitor



# Government improving the economy - trend

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

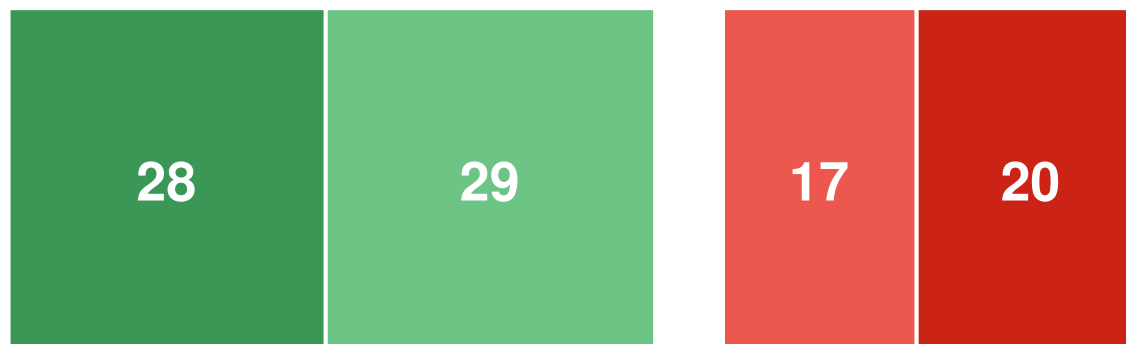


# How should the national debt be paid off?

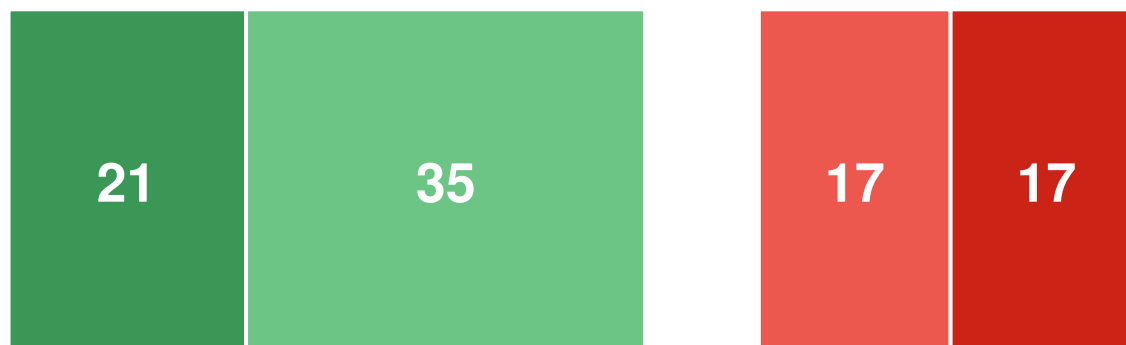
*Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending*

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

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

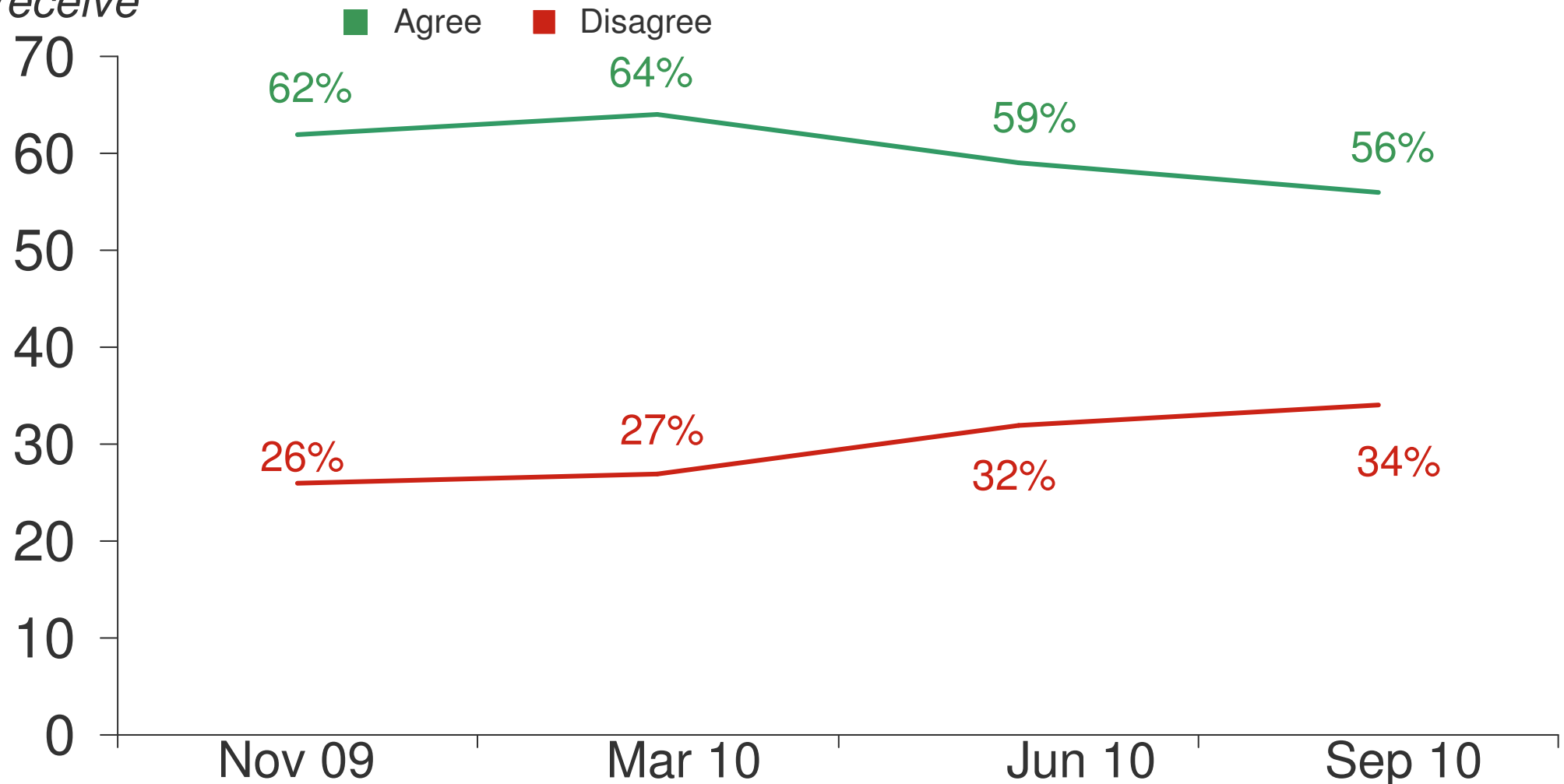


Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



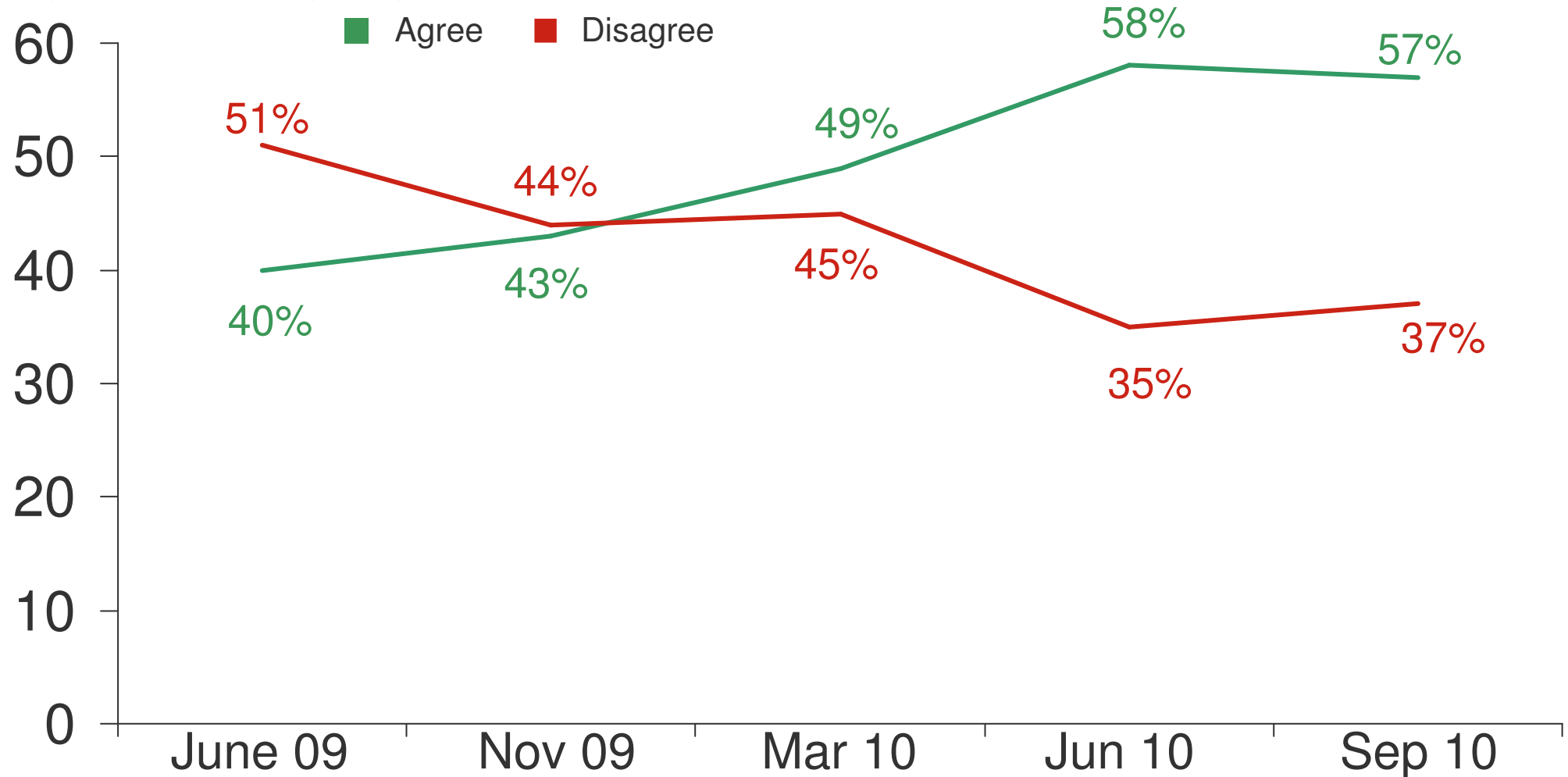
# The argument that efficiency alone is enough to pay off national debt is losing traction

*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*



# Growing realisation over time that cuts are 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*

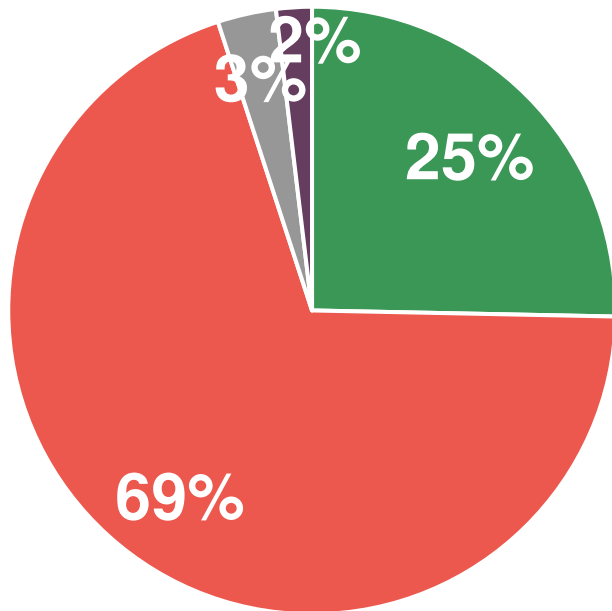


# But most prefer cuts to be slow rather than immediate

And which of these comes closest to your opinion about how the government goes about reducing the deficit?

- It is important to cut spending **quickly** even if this means immediate job losses, because it will be better for the economy in the long term
- It is better to cut spending **more slowly**, to reduce the impact on public services and the economy
- Neither
- Don't know

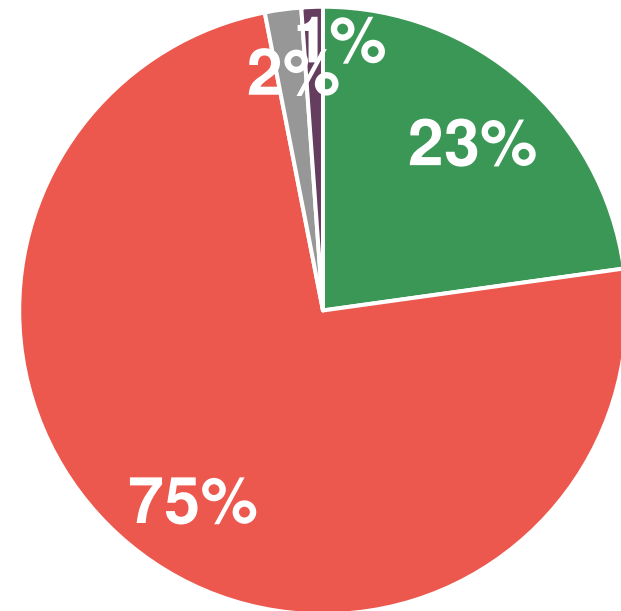
June 2010



Base: 1,002 British adults 18+, 18th-20th June 2010

Ipsos MORI

September 2010



Base: 1,004 British adults 18+, 10th -12th September 2010

Source: Ipsos MORI/Reuters Political Monitor



# NHS reform and increased use of nuclear energy are popular – raising VAT, and cutting jail sentences are not

*Do you approve or disapprove of possible plans to...*

