



# The Coalition's First 100 Days

## The public's verdict

A briefing from the Ipsos MORI Social Research Institute

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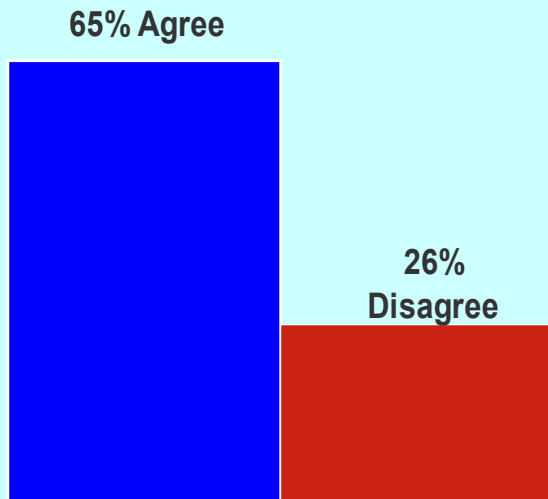
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# Initial reaction to the Coalition: One week in

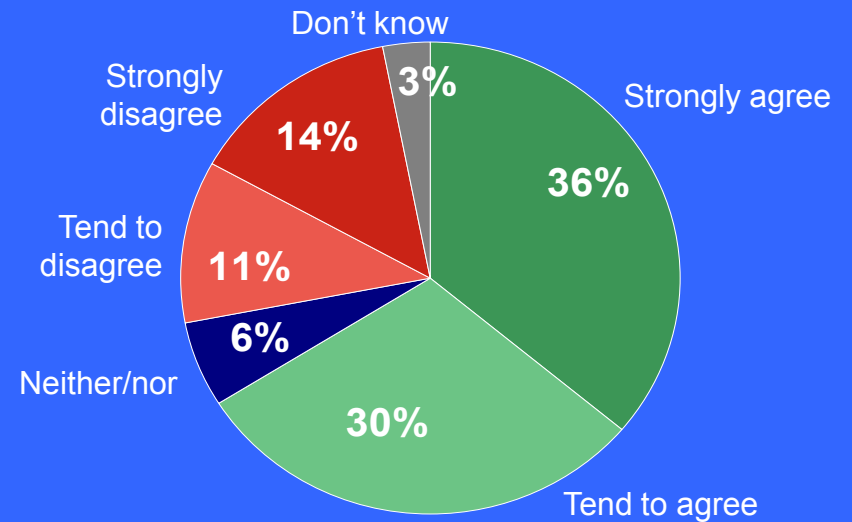
**One week after the election, the public were optimistic about the new government**

# One week in: ready to govern?

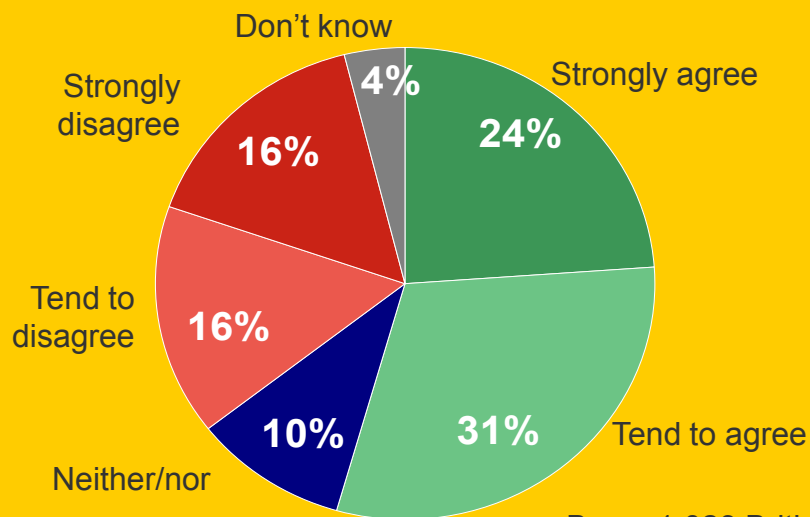
## Conservatives ready to govern?



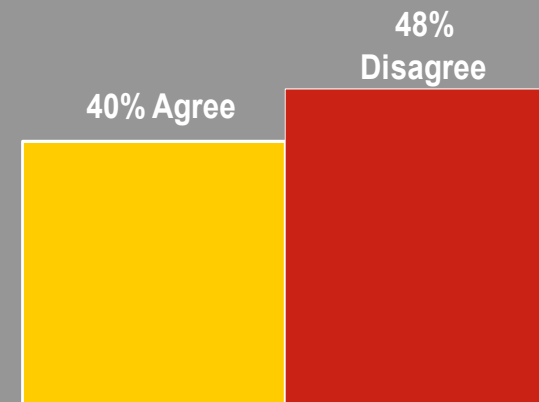
## David Cameron ready to be PM?



## Nick Clegg ready to be Deputy PM?

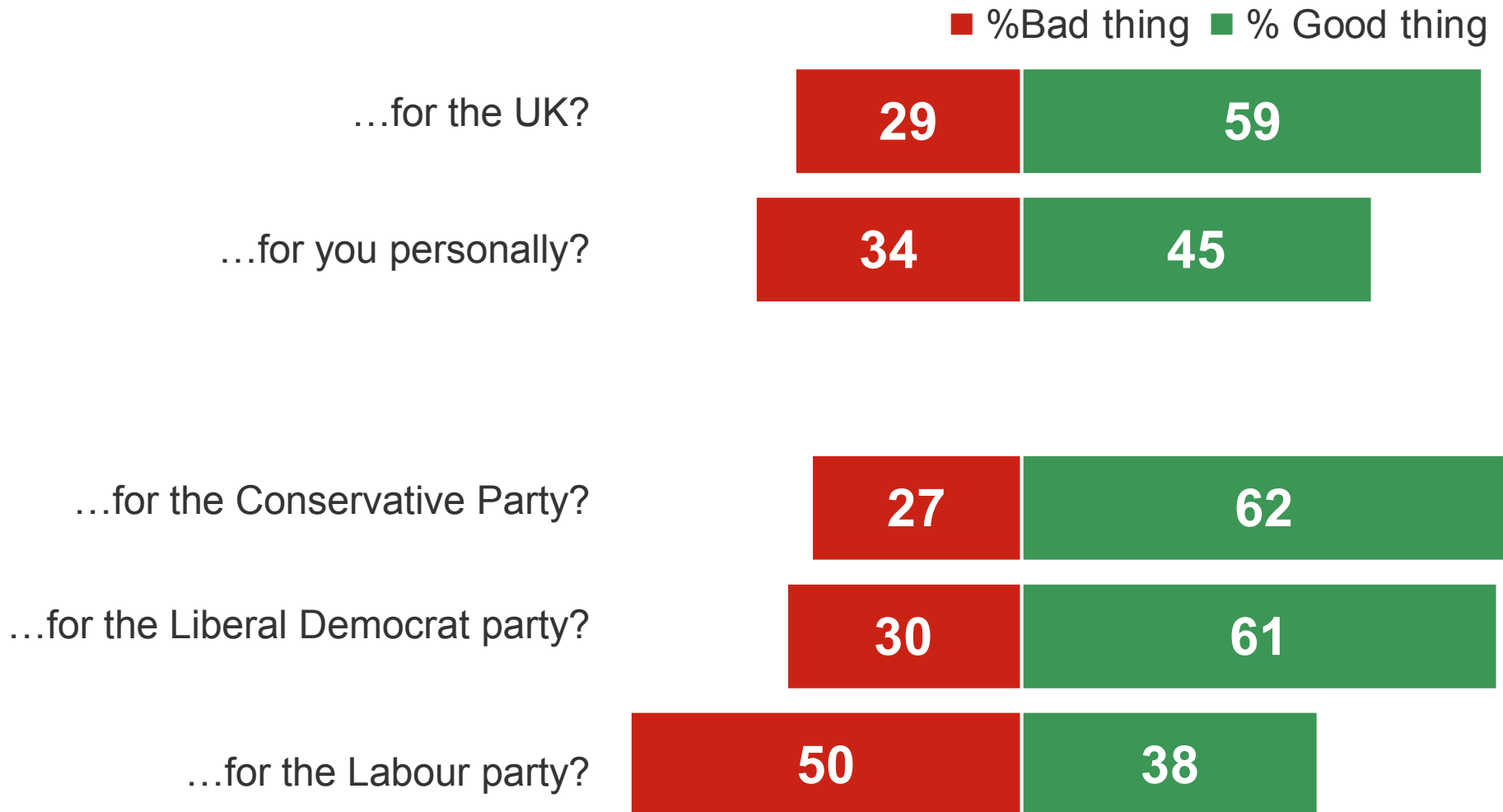


## Lib Dems ready to govern?



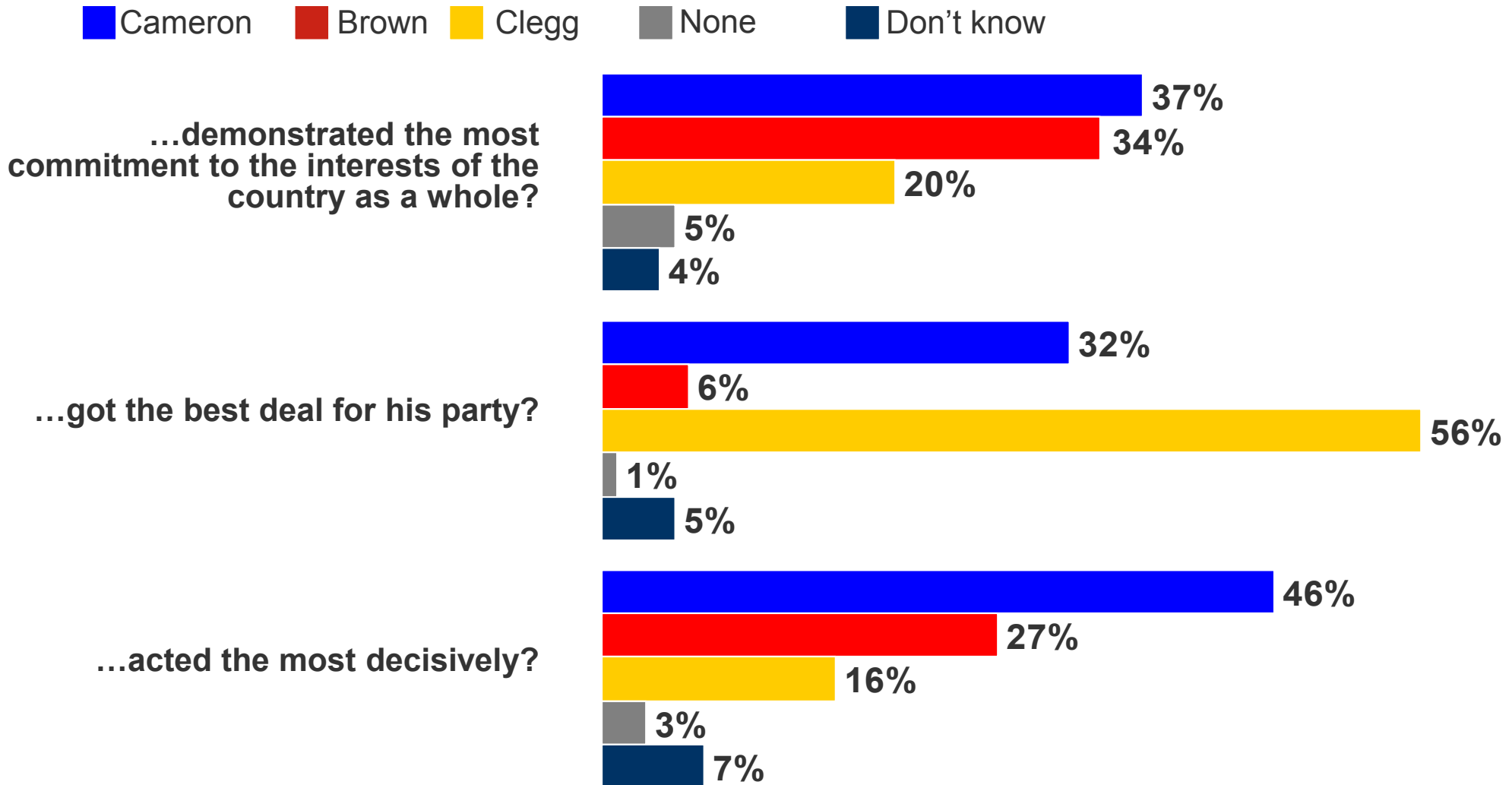
# Expectations of the new government were high

*Do you think that the new government will be a good thing or a bad thing...*



# Clegg seen to get best deal for his party while Cameron was seen as most decisive

*In the negotiations to form a government between the three main parties, which leader do you think... Gordon Brown, David Cameron or Nick Clegg?*



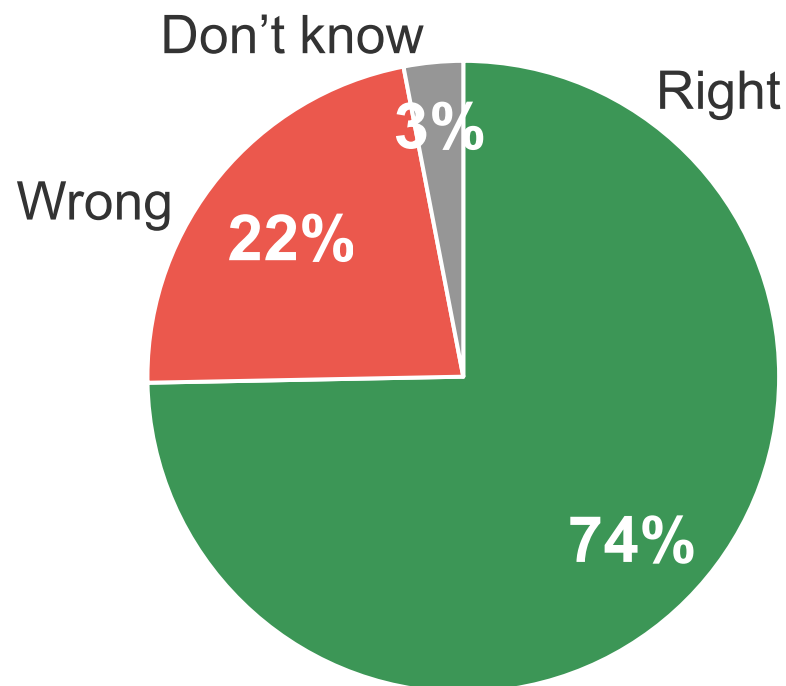
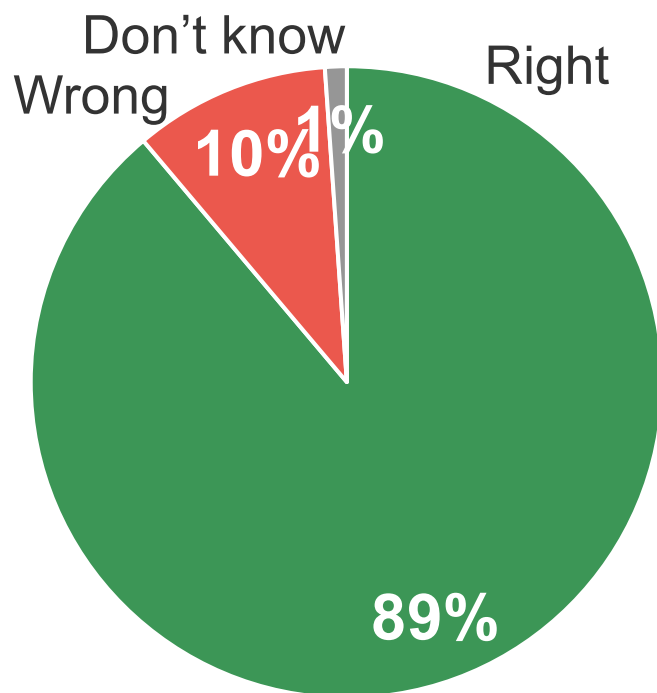
# Voters of both parties supported their leaders' decisions, Lib Dems slightly less so

*Do you think that David Cameron was right or wrong to form a coalition with the Liberal Democrats?*

*Do you think that Nick Clegg was right or wrong to form a coalition with the Conservatives?*

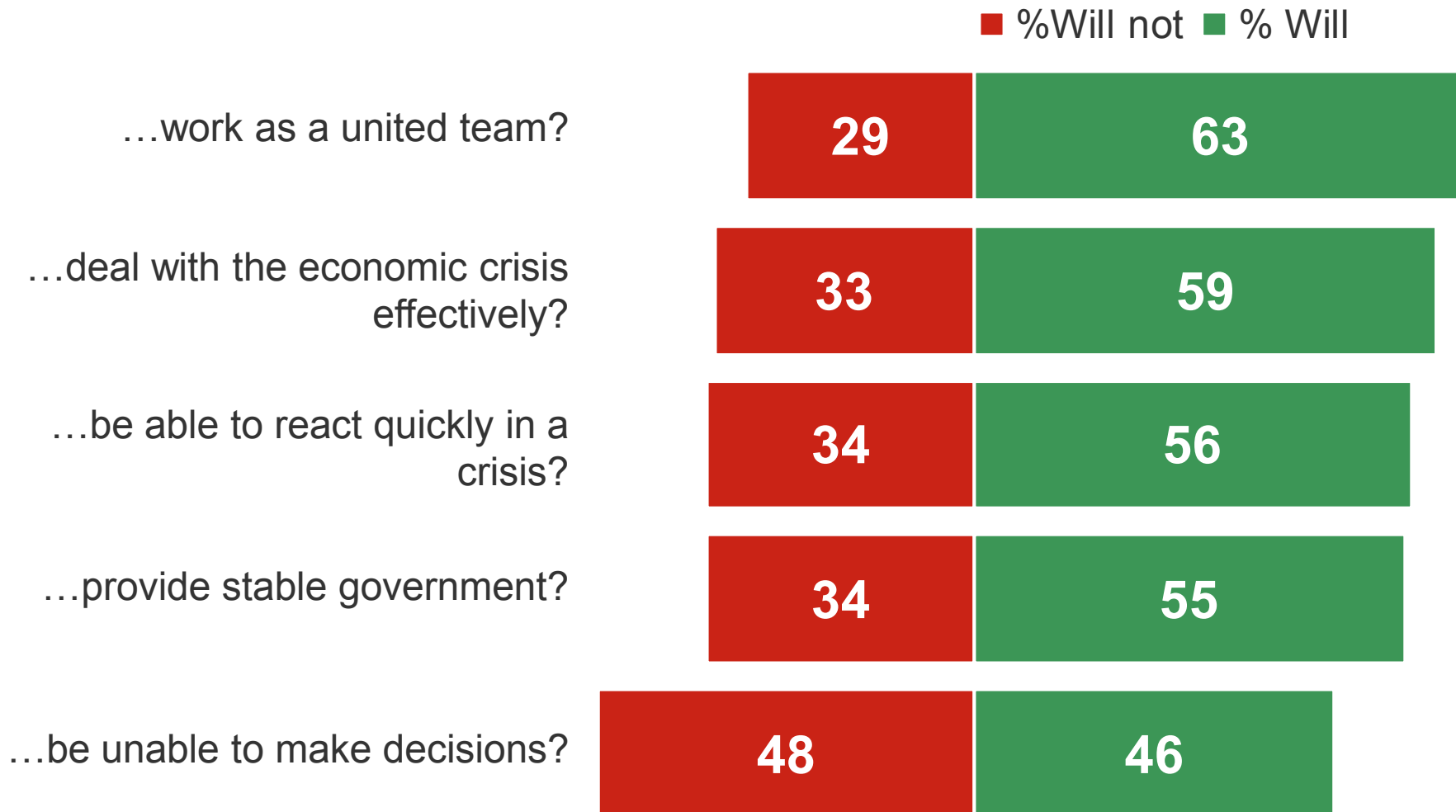
Conservative voters

Liberal Democrat voters



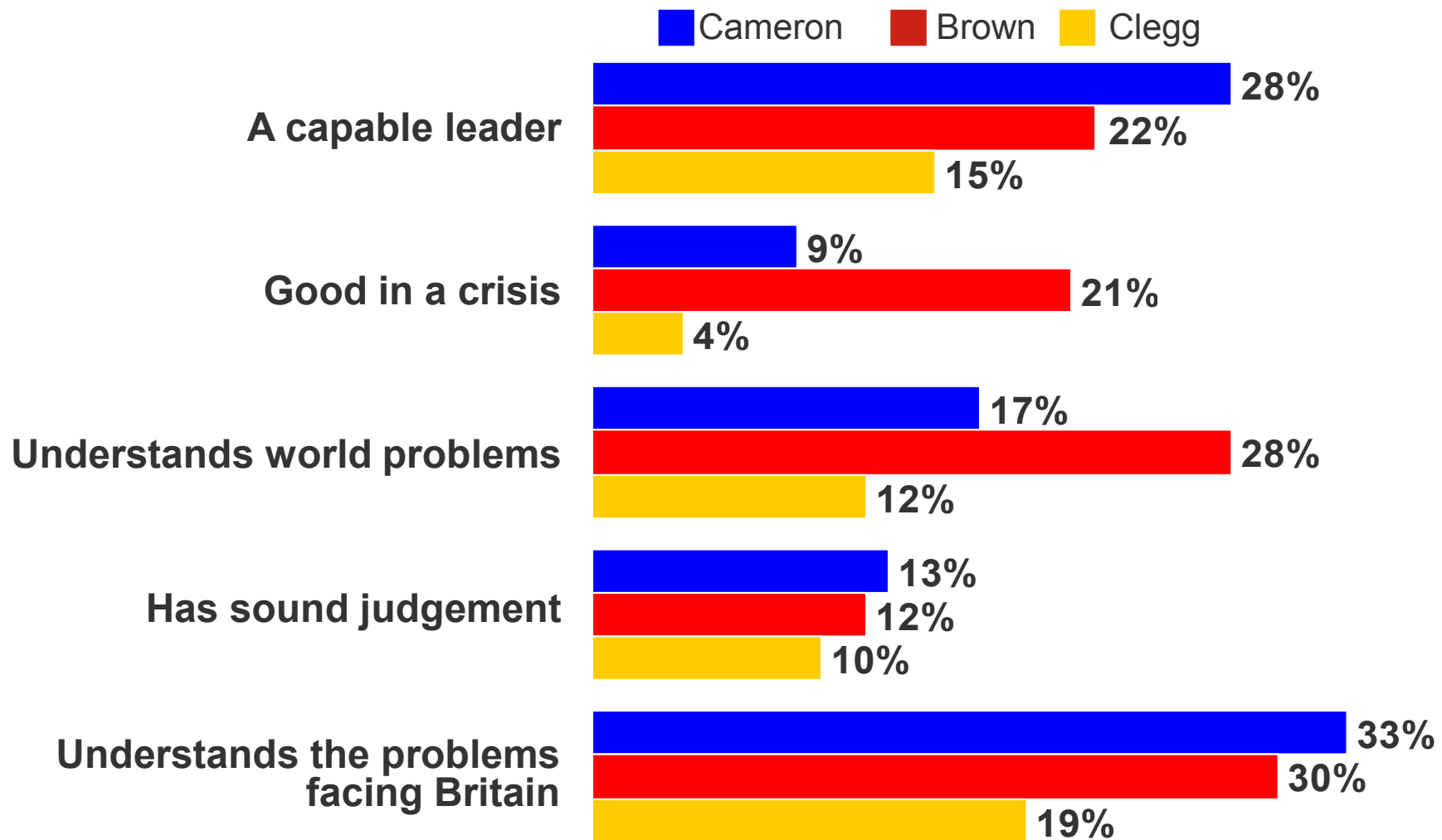
# Opinion was broadly positive on how effective the government would be – but public split on whether it would be able to make decisions

*Do you think that the new government will or will not...*



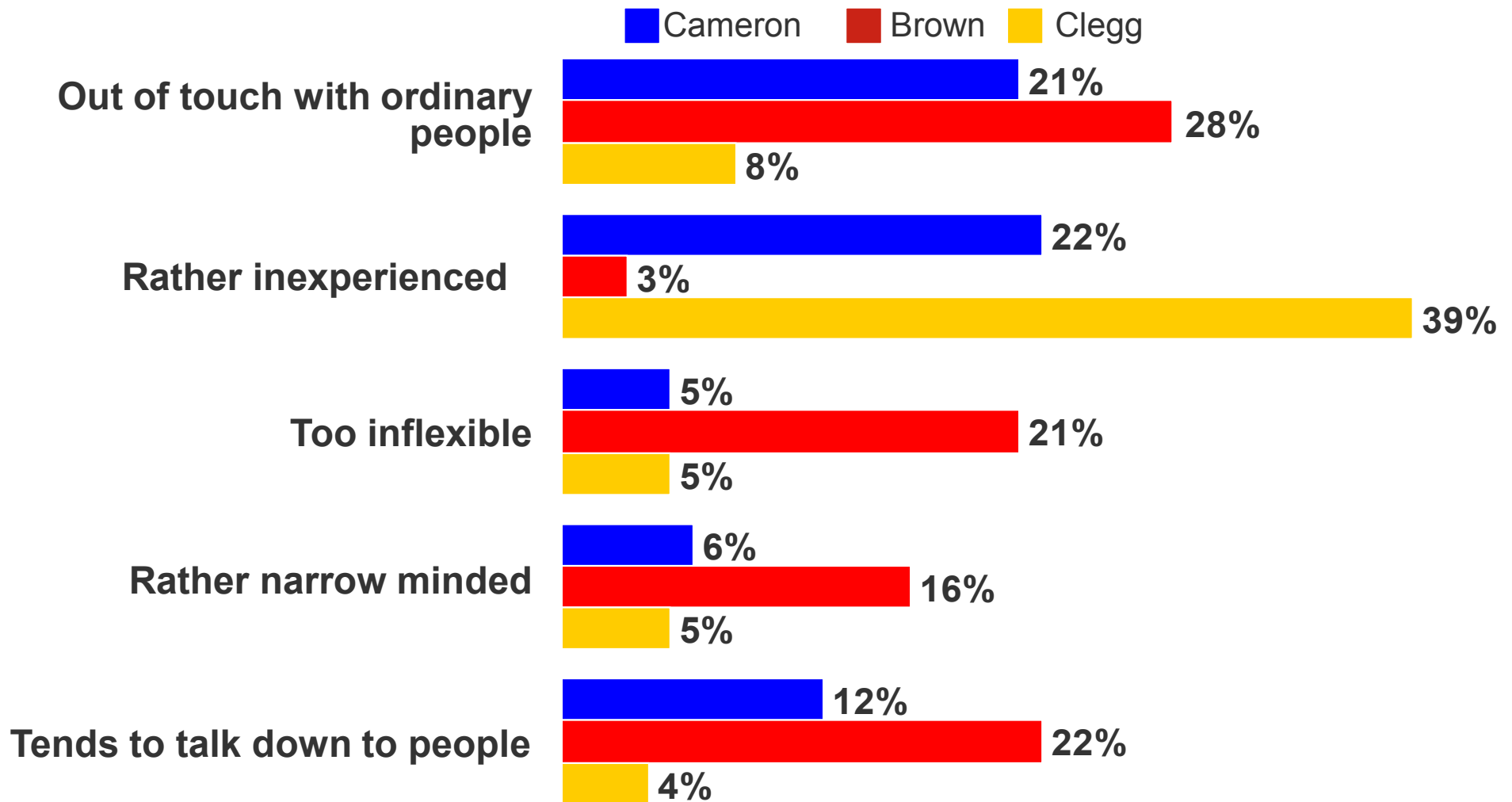
## Cameron led on most attributes – but the public were less certain of his performance in a crisis or understanding of world problems

Here is a list of things both favourable and unfavourable that have been said about various politicians. I would like you to pick out all those statements that you feel fit David Cameron/Gordon Brown/Nick Clegg

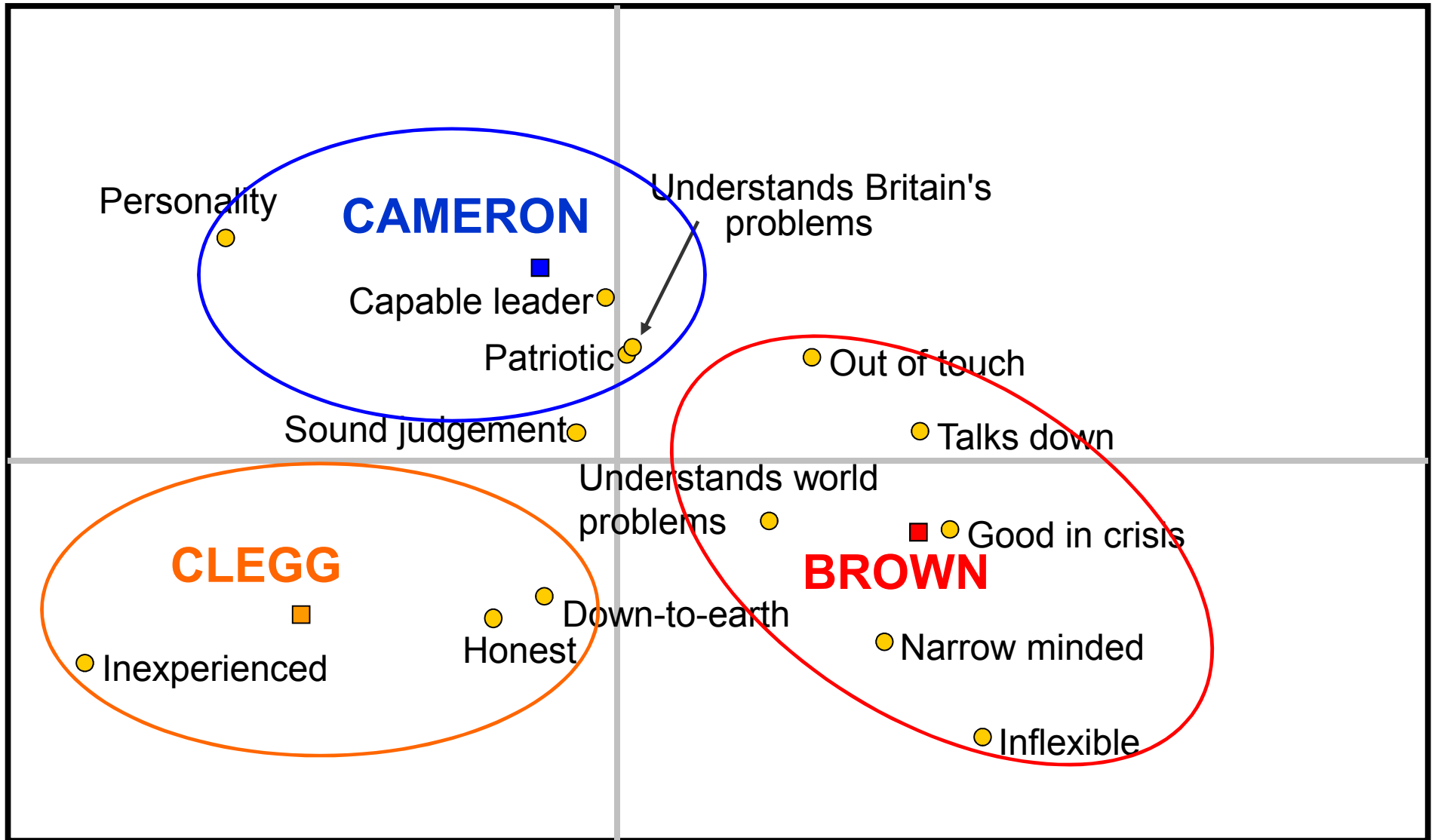


# Cameron was seen as inexperienced, and Clegg even more so. A fifth also thought Cameron was out of touch.

Here is a list of things both favourable and unfavourable that have been said about various politicians. I would like you to pick out all those statements that you feel fit David Cameron/Gordon Brown/Nick Clegg



# Leader Image, May 2010

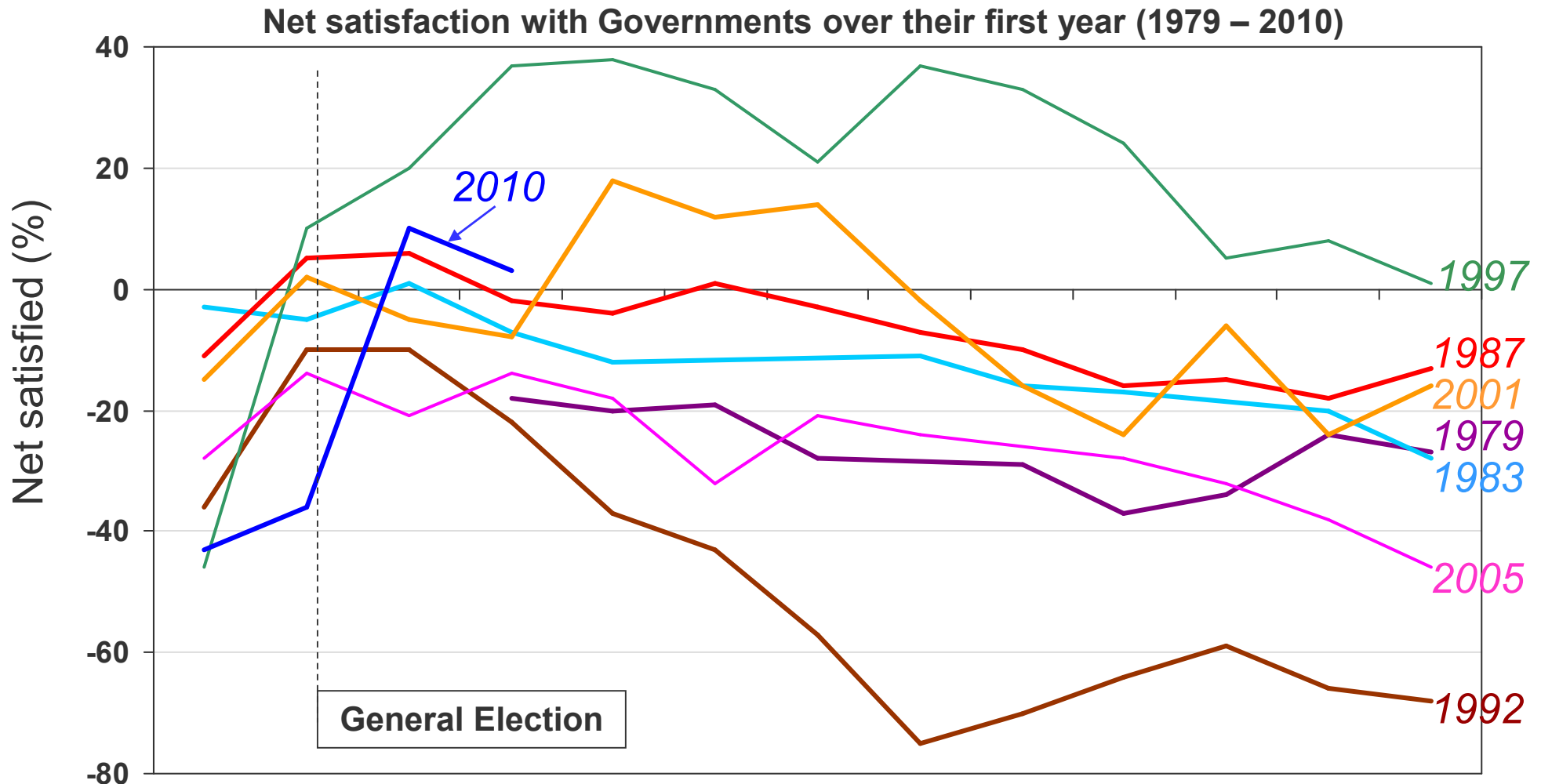


# Satisfaction with the Coalition: 100 Days In

**This government has the highest '100<sup>th</sup> day' rating of any since 1979, except for Blair's Labour government in 1997**

# The government is rated more favourably at the 100 day mark than any since 1979, except for Blair in 1997

*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: 1,009 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

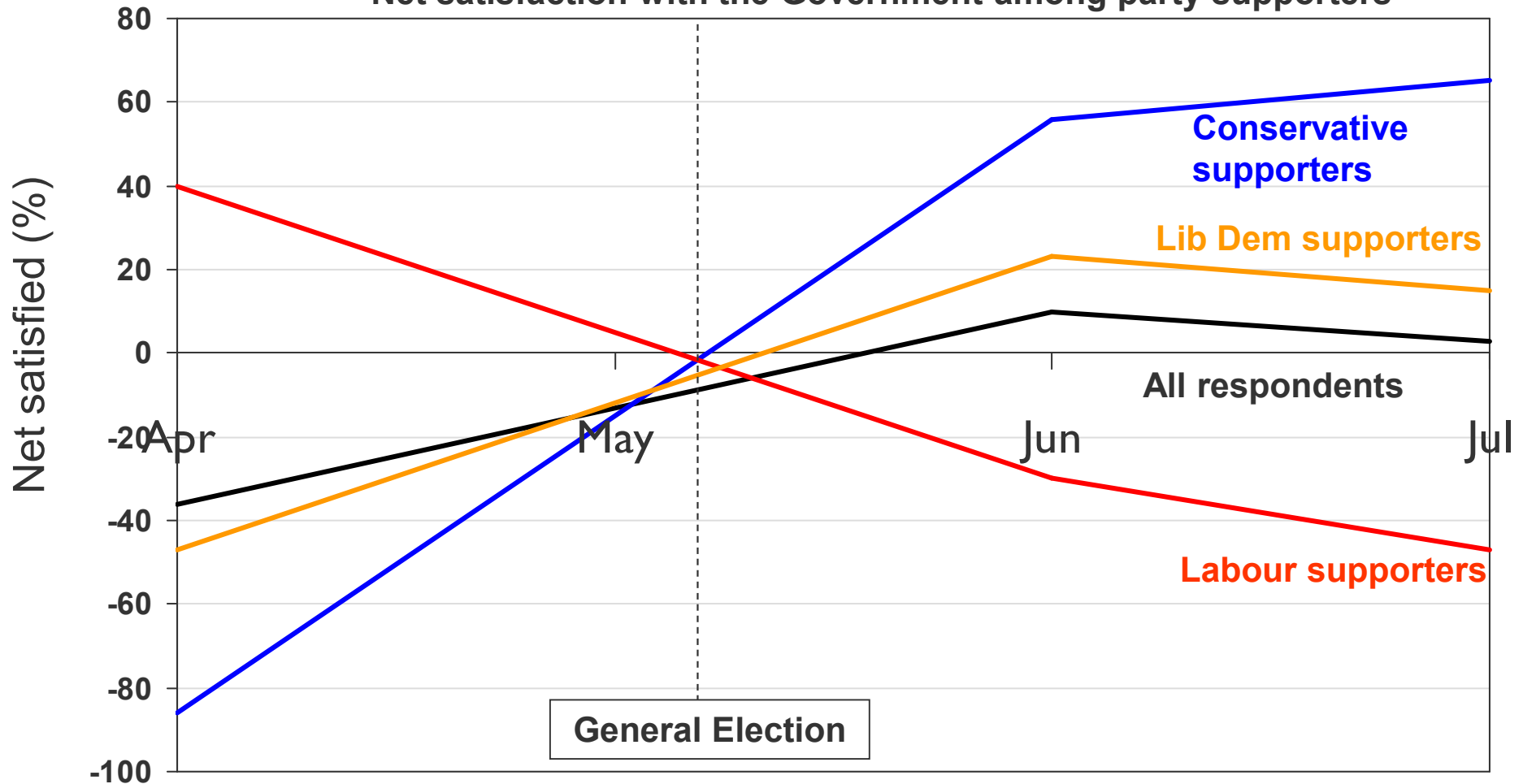
Source: Ipsos MORI/Reuters Political Monitor



# Conservative supporters are becoming more satisfied with the Government, while Liberal Democrat and Labour supporters are becoming more dissatisfied

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

Net satisfaction with the Government among party supporters



Base: c. 1,000 British adults each month; (July 2010: 1,009 adults)

Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor

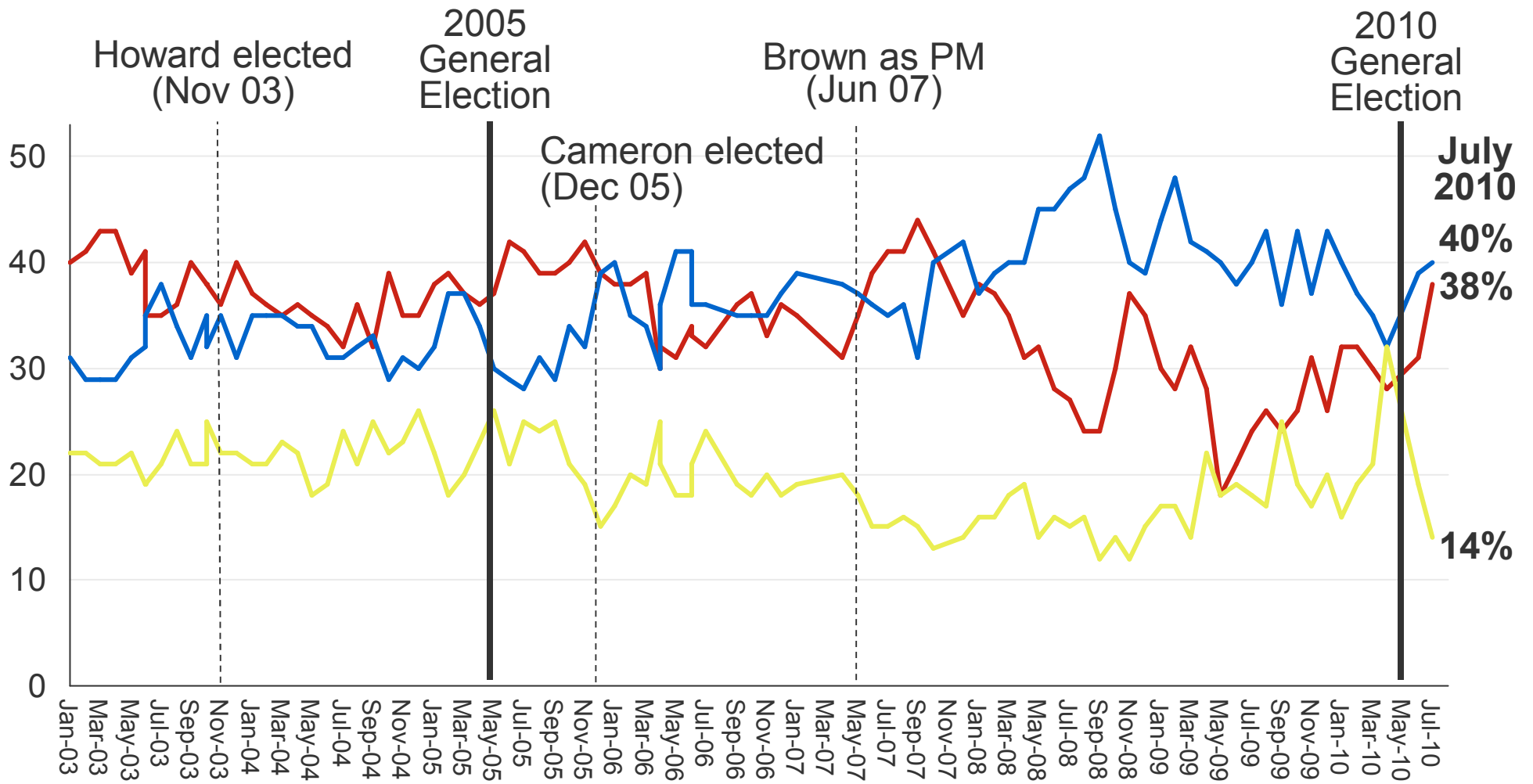


# Latest Voting Intentions

- Support for the Conservatives has risen a little since the election
- The Labour vote in opposition is also firming up
- The Liberal Democrats are being squeezed

# Support for both Conservatives and Labour has risen since the election – at the expense of the Lib Dems

*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**



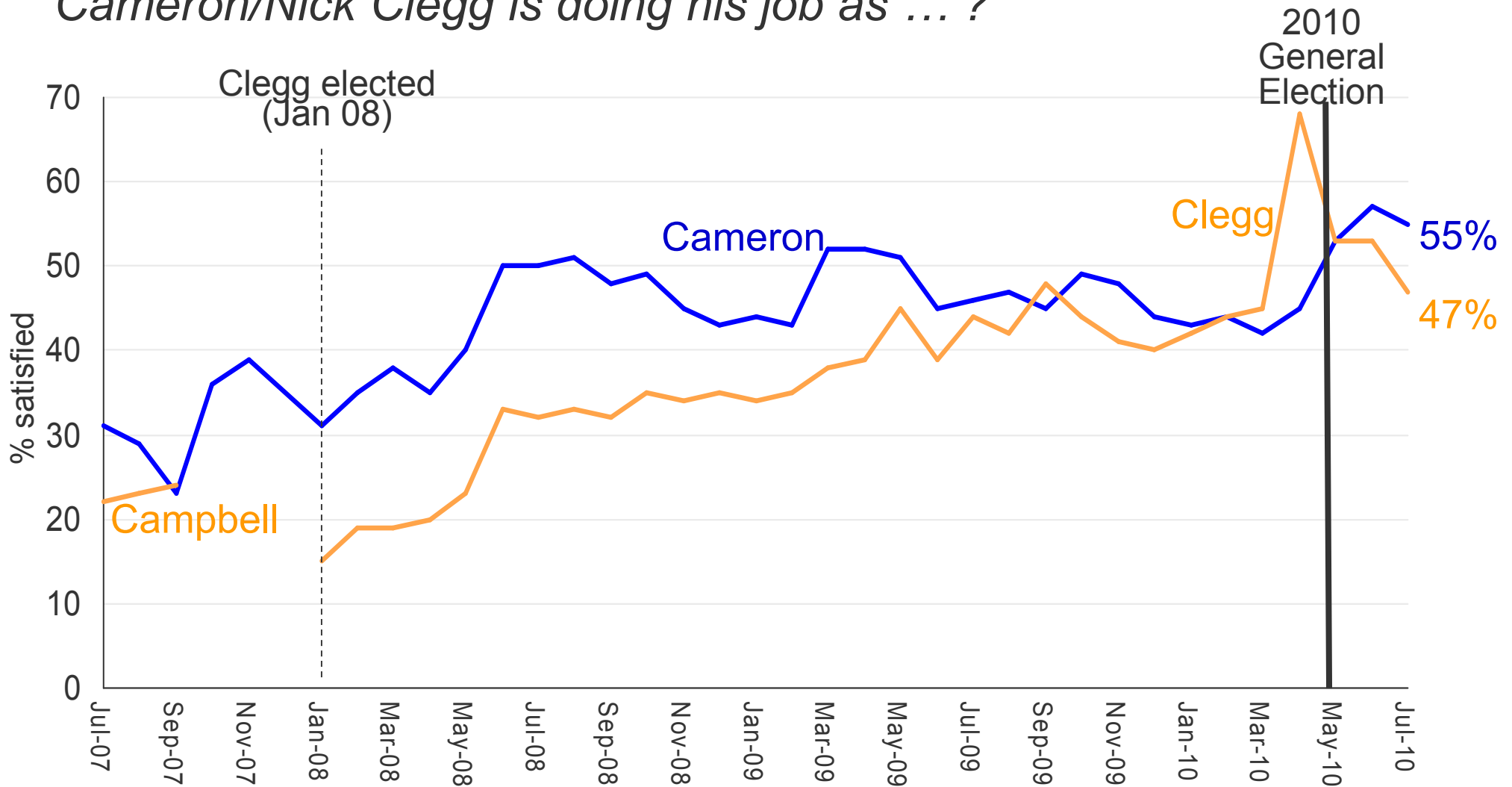
# Leader ratings

# Satisfaction with the Coalition's leaders

- Satisfaction with David Cameron's performance as Prime Minister is higher than his ratings as leader of the Opposition
  - Cameron as Prime Minister is more popular than the government as a whole
- Satisfaction with Clegg has fallen sharply since its peak during the election campaign

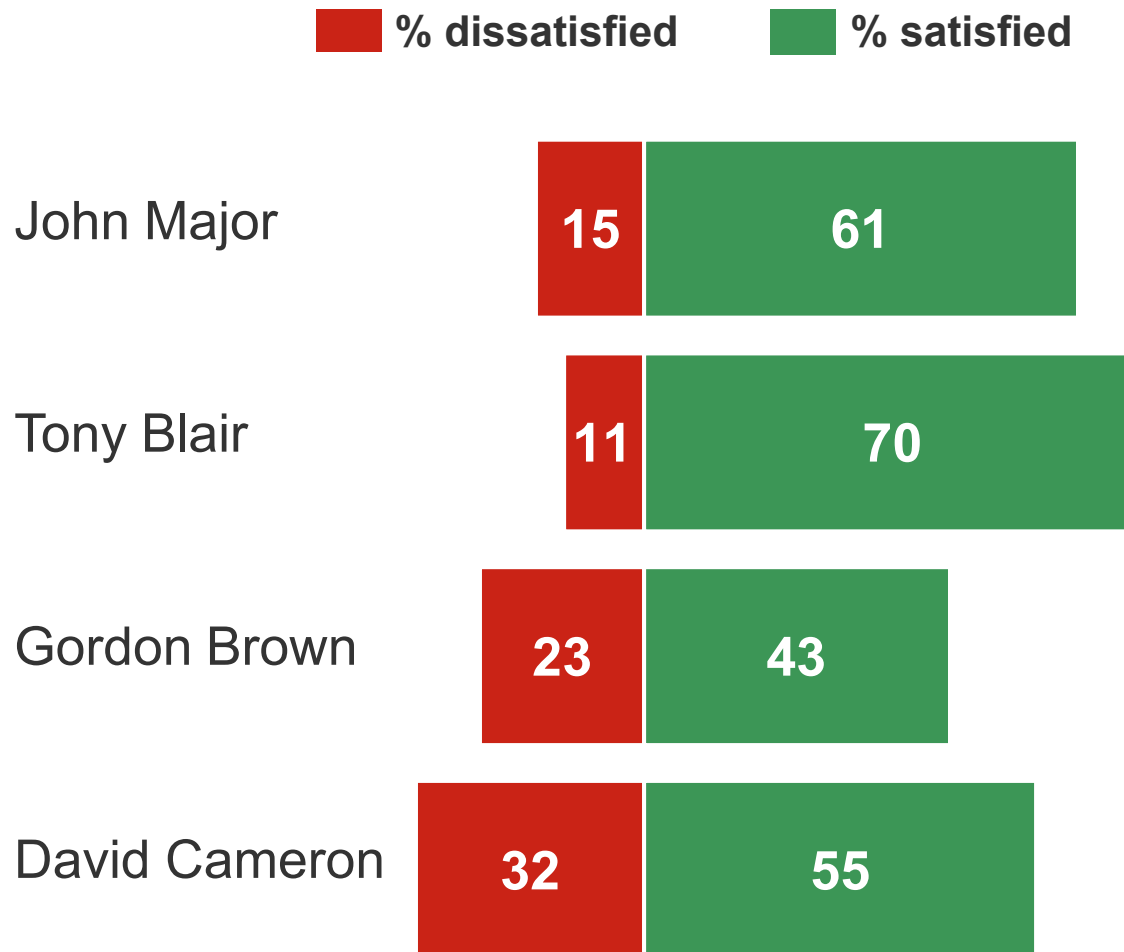
# Around half remain satisfied with Cameron and Clegg, although slight decrease since June

*How satisfied or dissatisfied are you with the way David Cameron/Nick Clegg is doing his job as ... ?*



# Cameron compared with other recent Prime Ministers two months in

*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

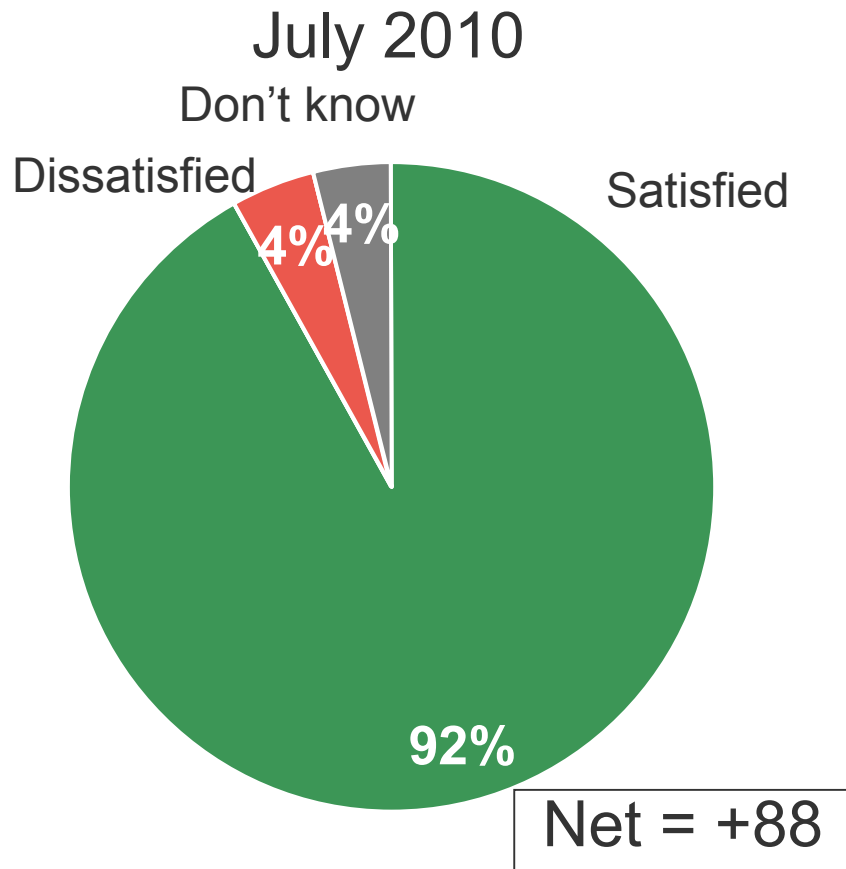
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters Political Monitor

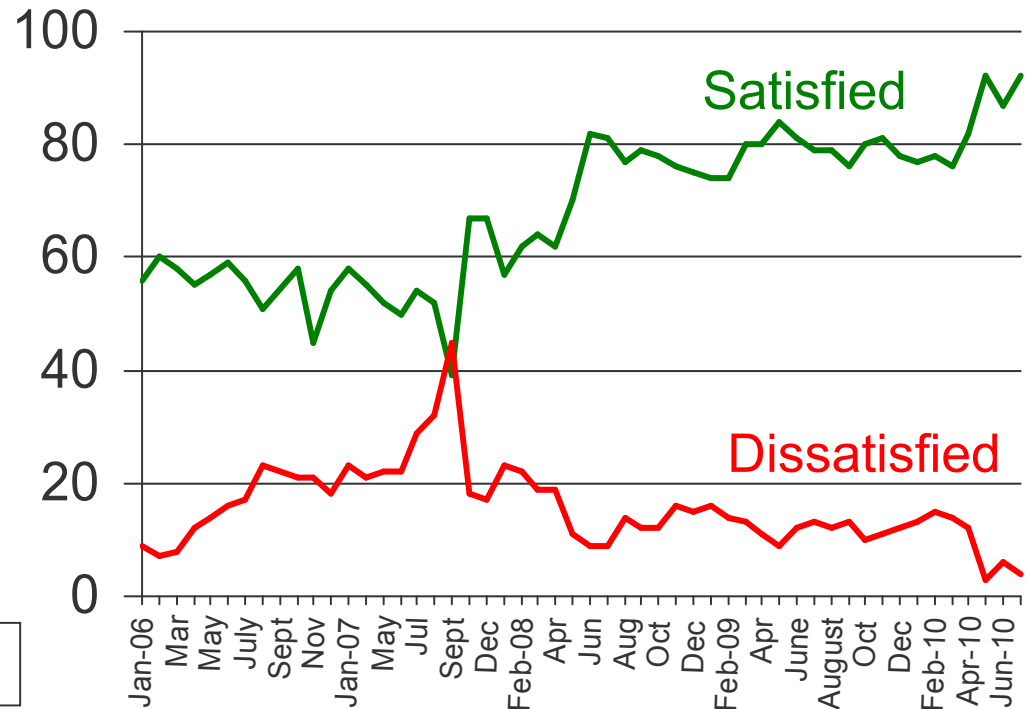


# Among Tories, satisfaction with Cameron has never been higher...

*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 – July 2010



Base: 300 Conservative supporters 18+, 23<sup>rd</sup> – 25<sup>th</sup> July 2010

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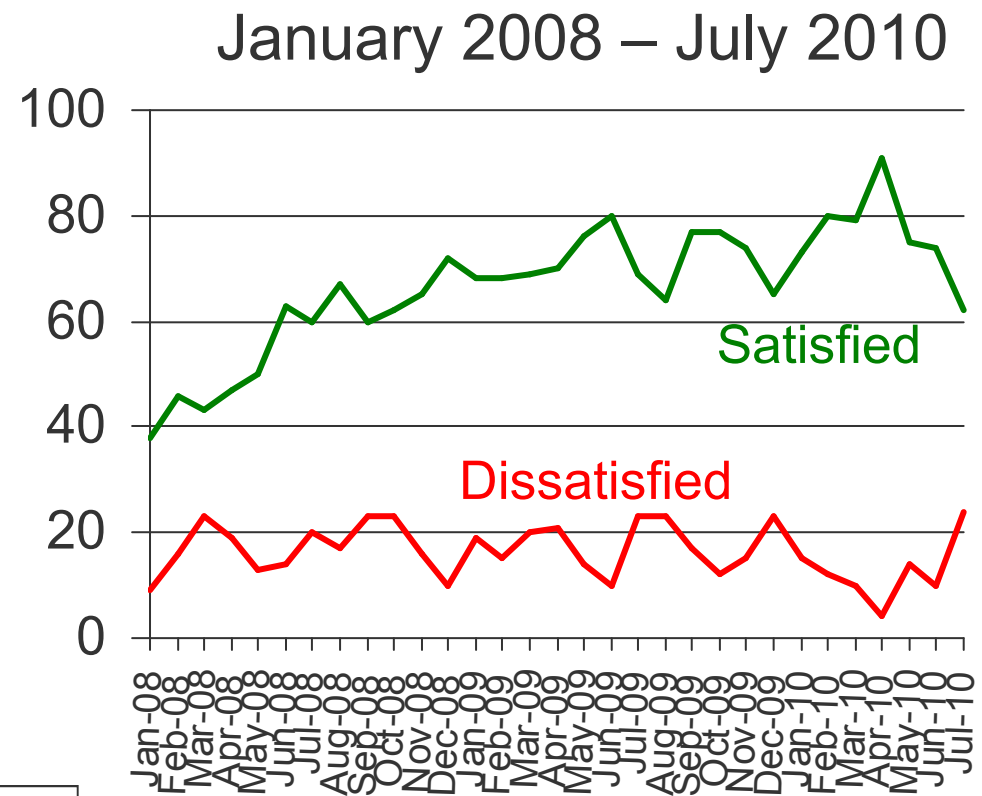
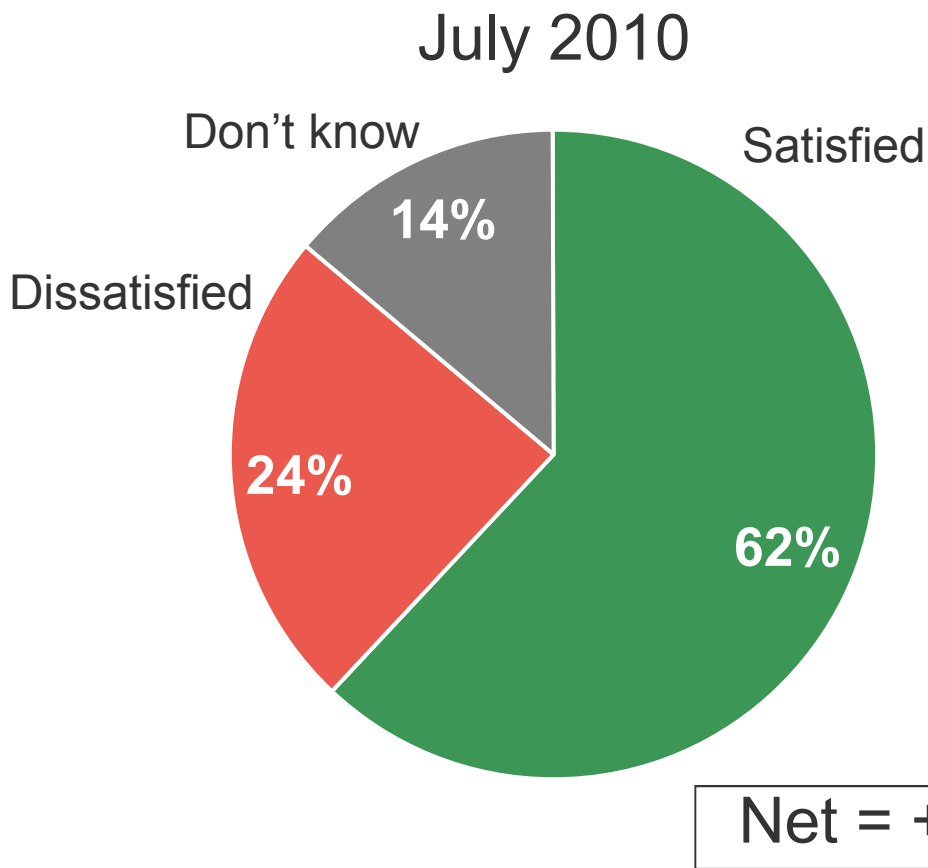
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI/Reuters Political Monitor



# ...whereas satisfaction with Clegg among Liberal Democrats (itself a shrinking group) is declining

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



Base: 132 Liberal Democrat supporters 18+, 23<sup>rd</sup> – 25<sup>th</sup> July 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



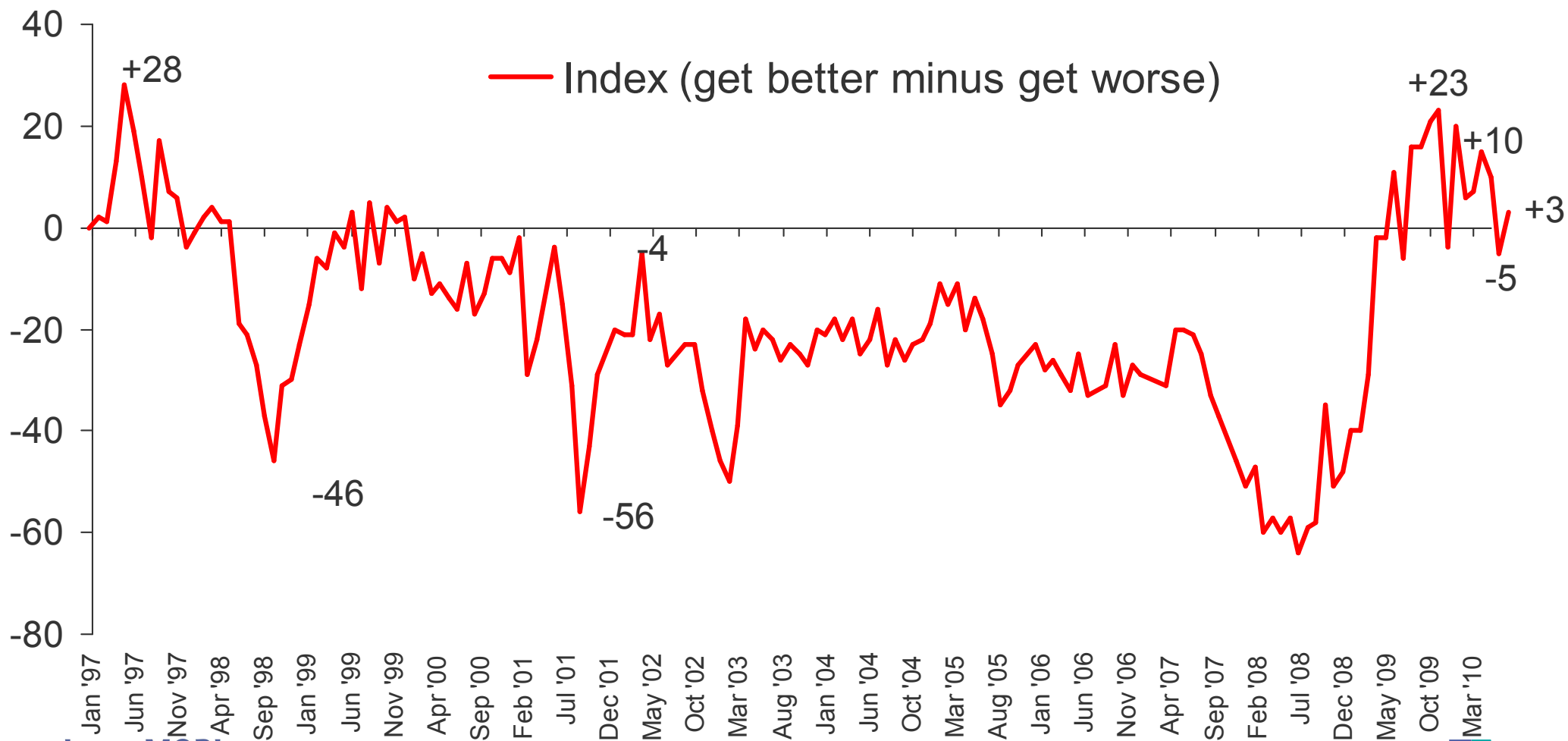
# The economy

# The economy

- Despite their gloomy outlook on the state of Britain's economy, the public appears to have more confidence in the Coalition's economic policies than they had in Labour's approach to managing the economy.
  - *The Emergency Budget in June was seen as the best for the country of any Conservative Budget measured by Ipsos MORI since 1976*
  - *George Osborne is the most popular Conservative Chancellor in Ipsos MORI polling*
- There is growing acceptance that spending cuts are necessary to pay off the national debt. However, many still believe that efficiency savings will be sufficient to pay off the national debt
- The public are in favour of showing the world that Britain can live within its means, but are still put off by the prospect of cuts to public services as a result

# 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

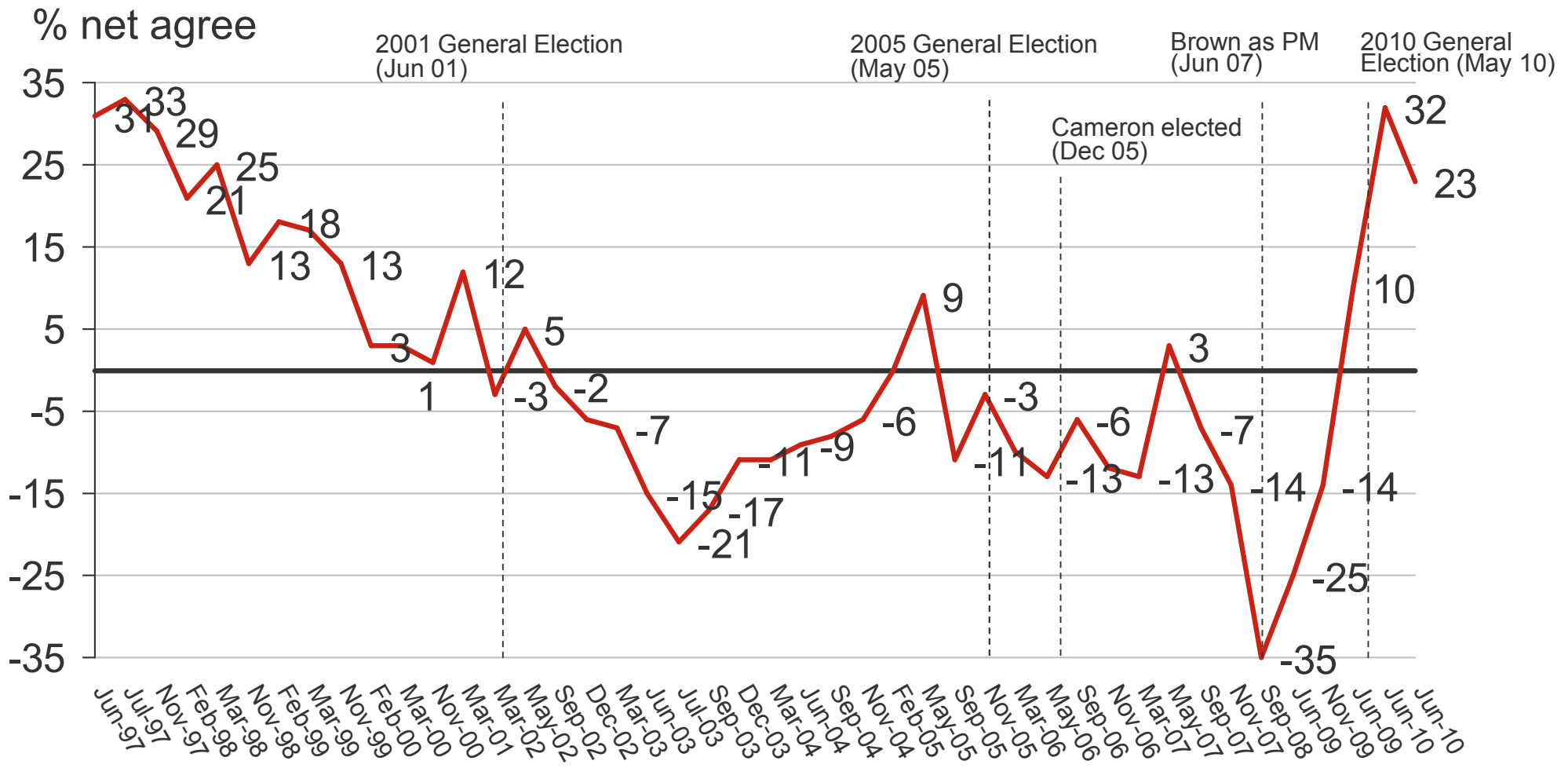
Base: c. 1,000 British adults each month;

Source: Ipsos MORI/Reuters Political Monitor



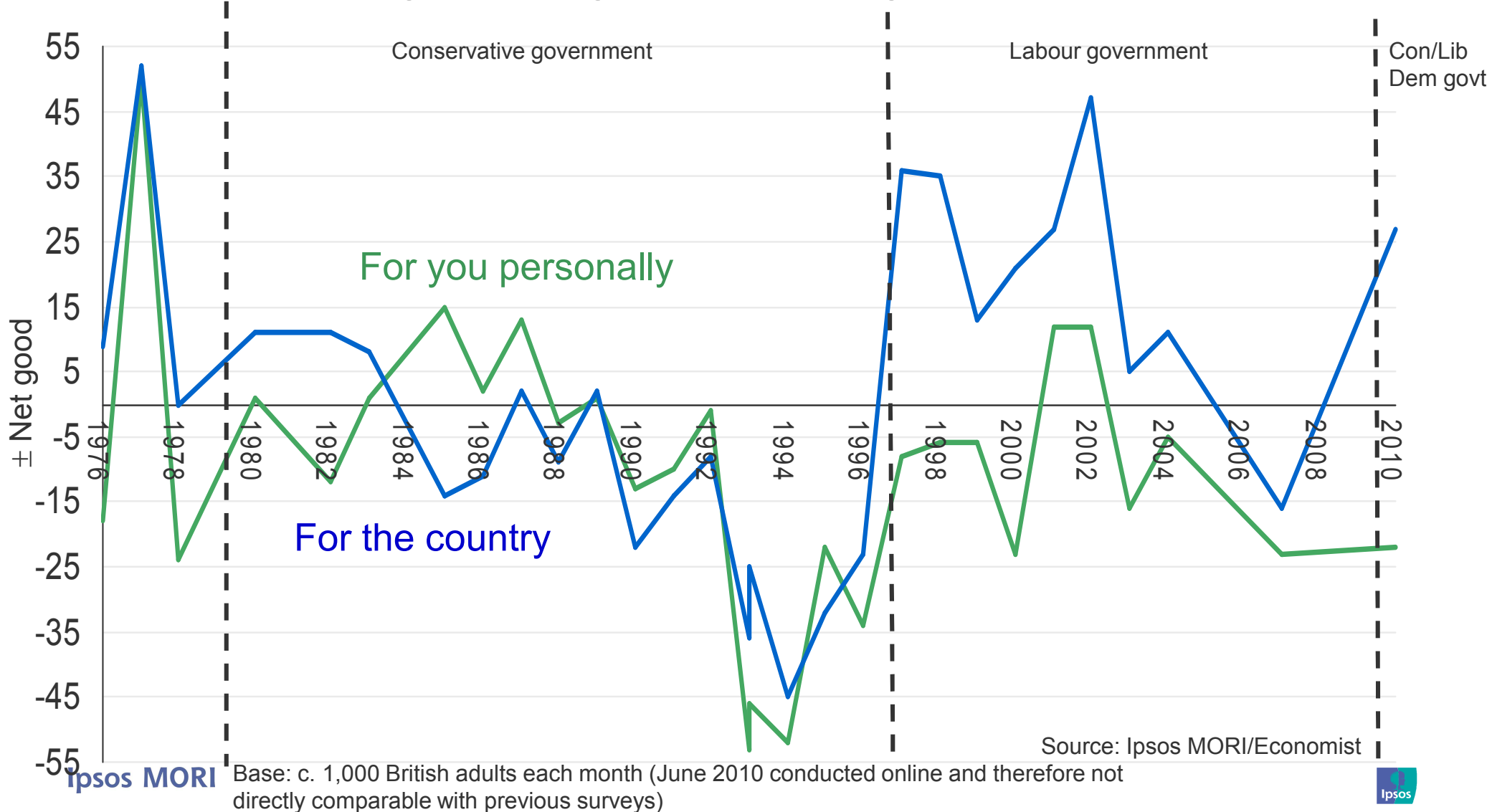
# The majority believe that the government's policies will improve the state of the economy

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



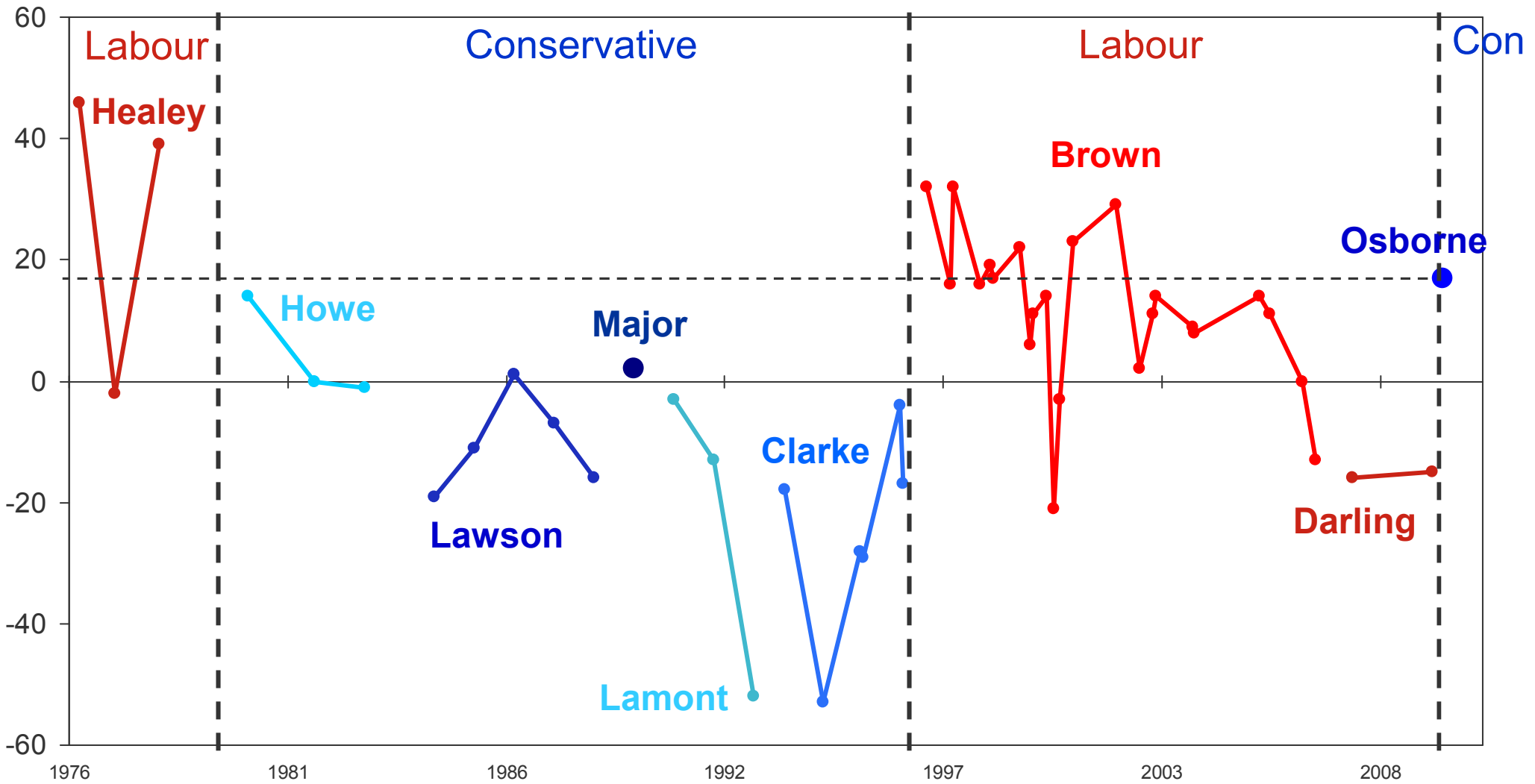
# The Budget – good for the country, less good for ‘me personally’

*From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing...?*



# George Osborne is the most popular Conservative Chancellor

± Net satisfied



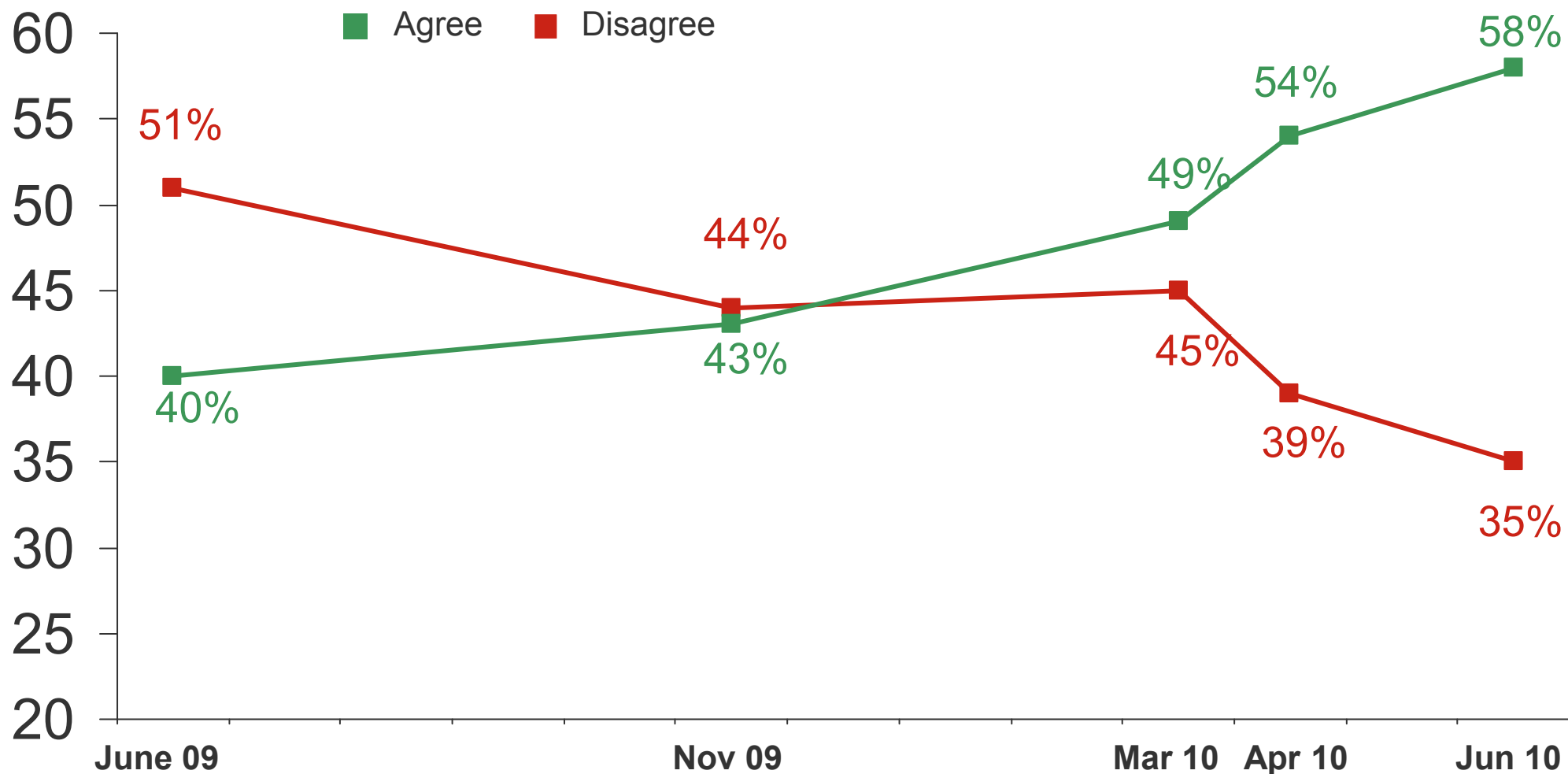
Base: c. 1,000 British adults each month  
Ipsos MORI

Source: Ipsos MORI Political Monitor



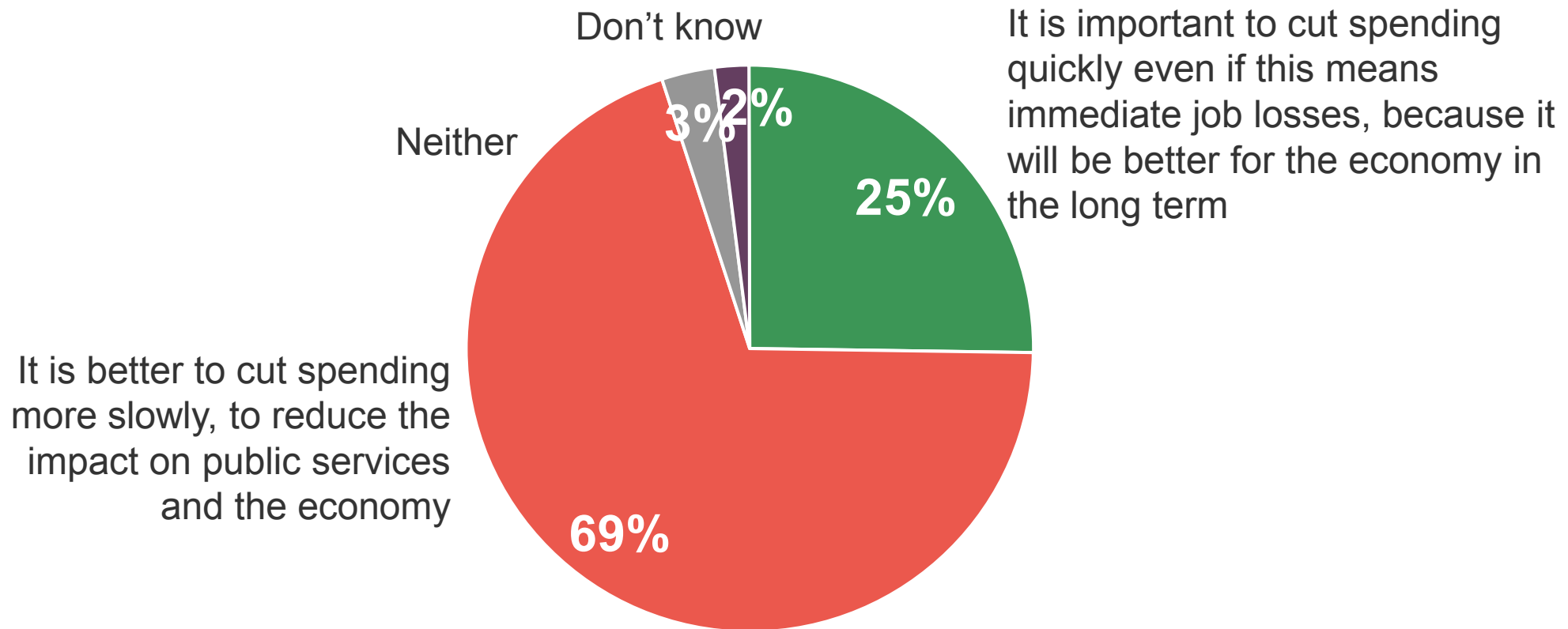
# Growing belief that spending cuts are necessary...

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



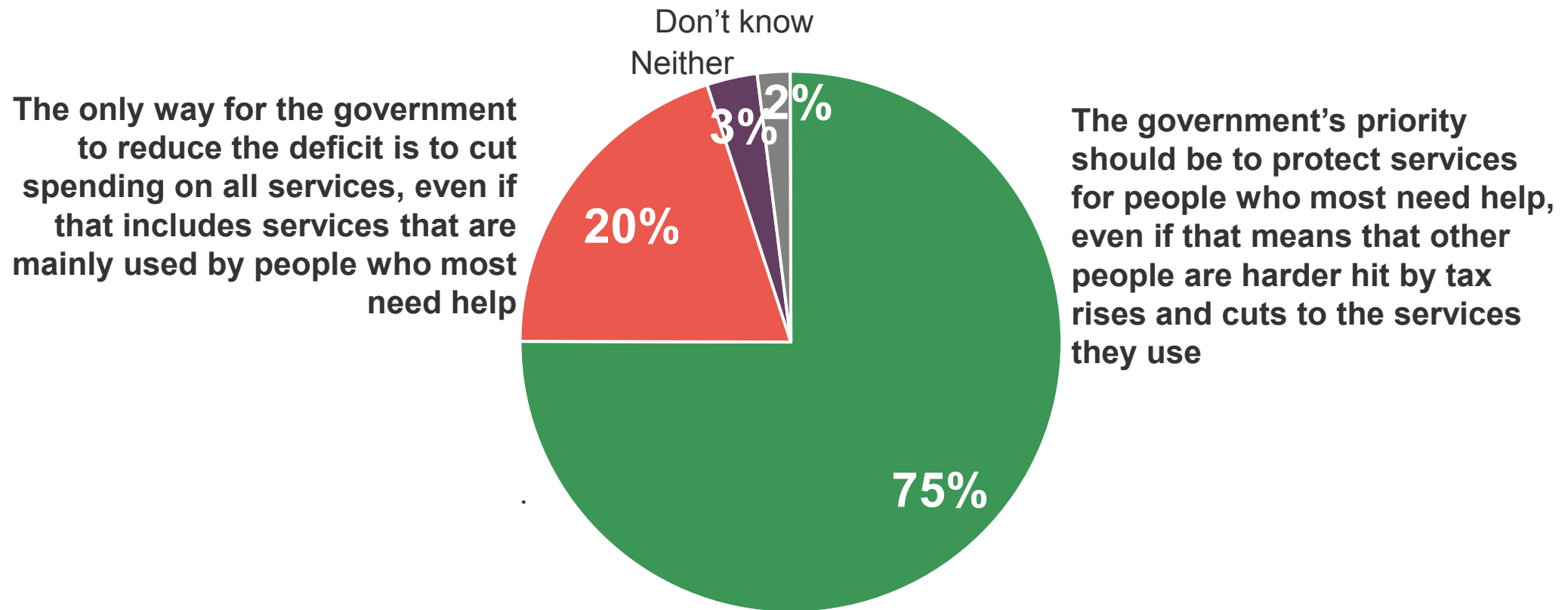
# Over two-thirds thinks that spending cuts should be introduced gradually...

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



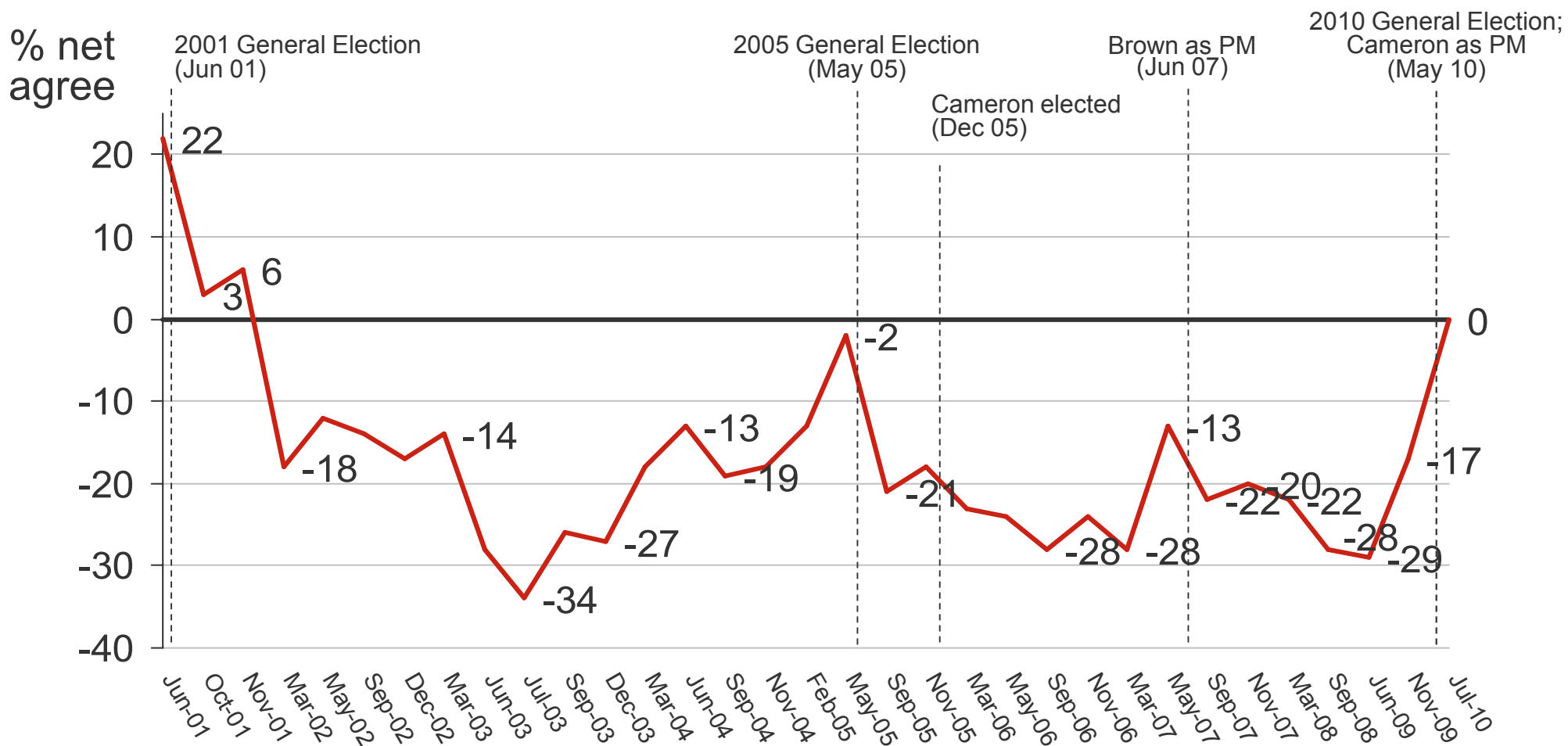
# ...and three-quarters think that the priority should be protecting services for those most in need

*Which of these comes closest to your opinion about how the government goes about reducing the deficit?*



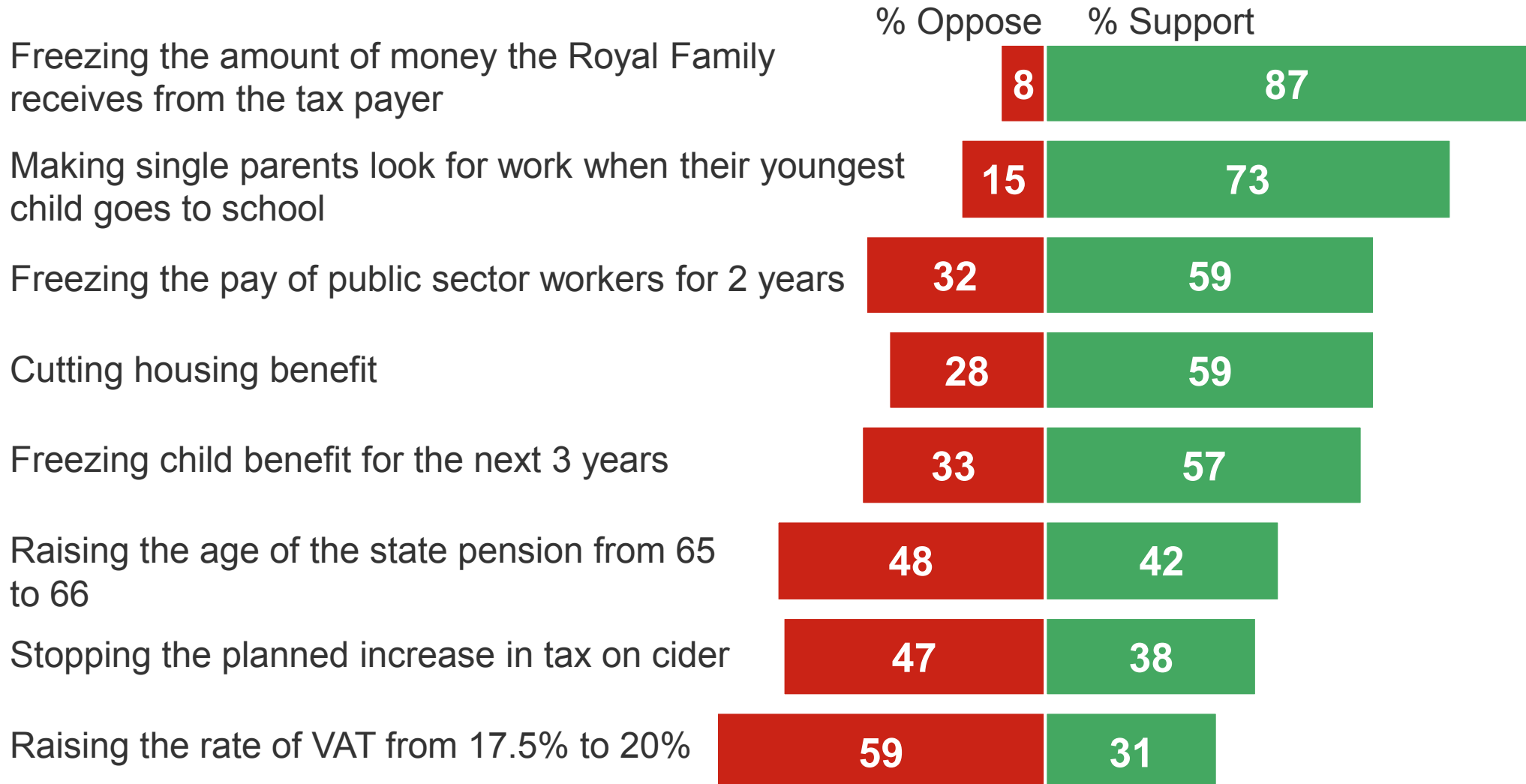
# Public split on impact on public services – but still more positive than Labour’s later years

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



# What voters want on the economy

*Please can you tell me whether you support or oppose the following announcements made by the government in the Budget this week.*



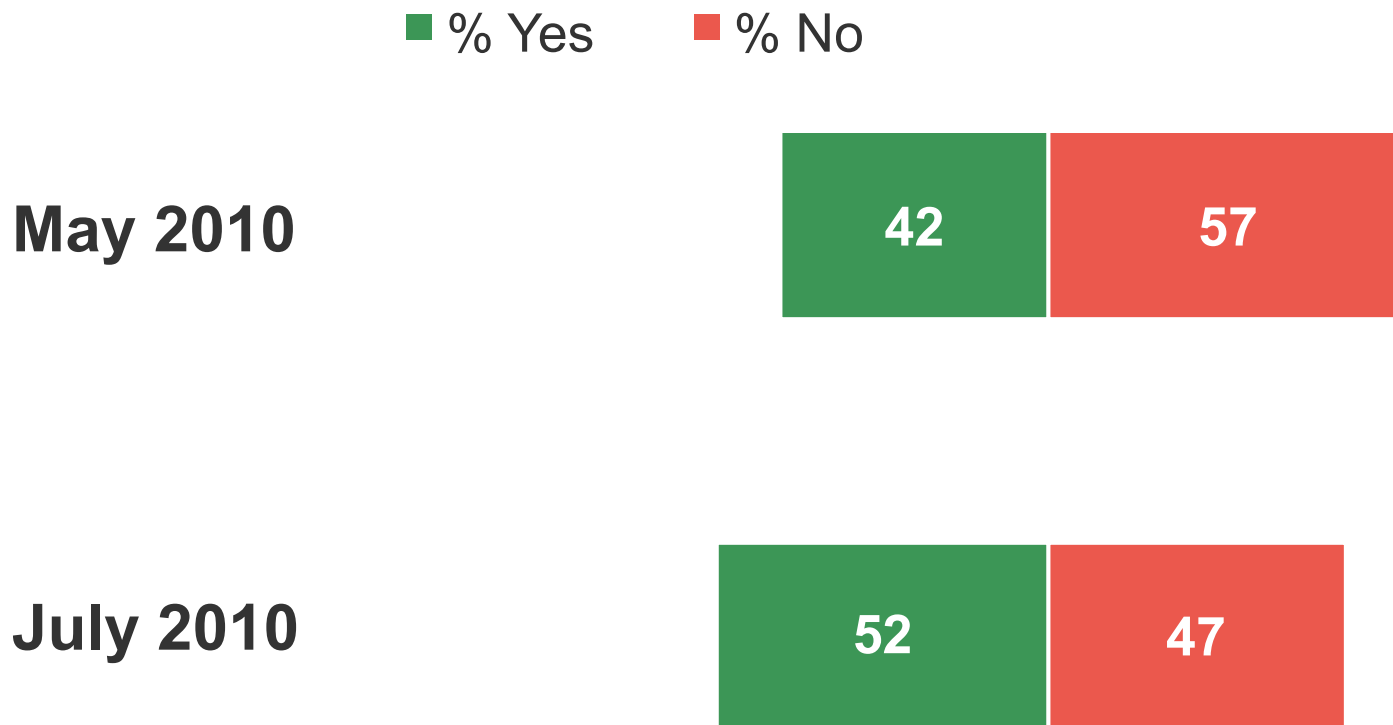
# Big Society

# Where are the public at on Big Society?

- Awareness and understanding of Big Society is increasing
- On balance, people think Big Society will be good for them personally, for their local area and for the country as a whole.
  - Half of the public see it as a ‘good thing’ for their local area and the country – slightly fewer think it will be good for them personally
- Some scepticism about the motives and workability of Big Society

# Awareness of 'Big Society' is up since the election

*Recently David Cameron and the Conservative Party talked about their plans to create a "Big Society" in Britain. Do you remember hearing anything about this, or not?*



Base: 1,002 British adults 16+. Fieldwork dates: 13<sup>th</sup> – 19<sup>th</sup> May 2010

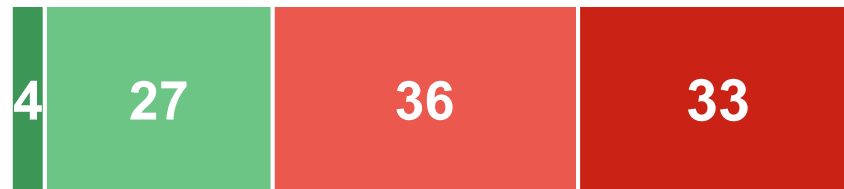
Base: 1,009 British adults 18+. Fieldwork dates: 23<sup>rd</sup> – 25<sup>th</sup> July 2010

# And understanding is on the increase

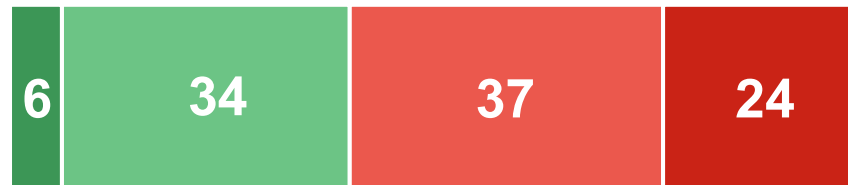
*How much, if anything, do feel you know about their plans for a “Big Society”?*

■ % A great deal    ■ % A fair amount    ■ % Not very much    ■ % Heard of but know nothing

**May 2010**



**July 2010**



Base: 424 British adults 16+ who remember hearing about ‘Big Society’. Fieldwork dates: 13<sup>th</sup> – 19<sup>th</sup> May 2010

Ipsos MORI

Base: 544 British adults 18+ who remember hearing about ‘Big Society’. Fieldwork dates: 23<sup>rd</sup> – 25<sup>th</sup> July 2010

Source: Ipsos MORI/Reuters Political Monitor

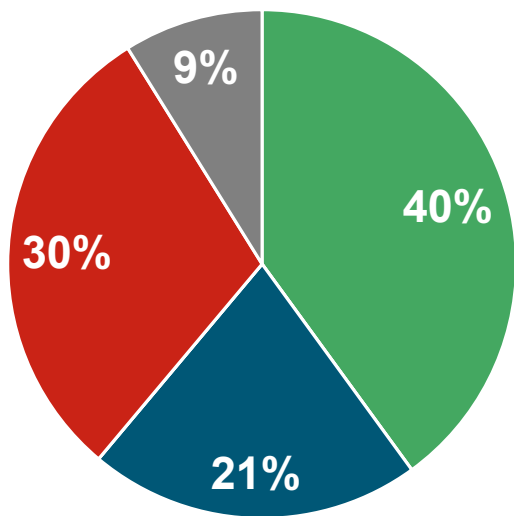


# Half see it as a good thing for their local area and the country – fewer think good for them personally

The government's plans for creating a Big Society involve giving responsibility/providing support [SPLIT SAMPLE] to individuals like you to help themselves and their communities, rather than relying on services provided by the local authority or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing...

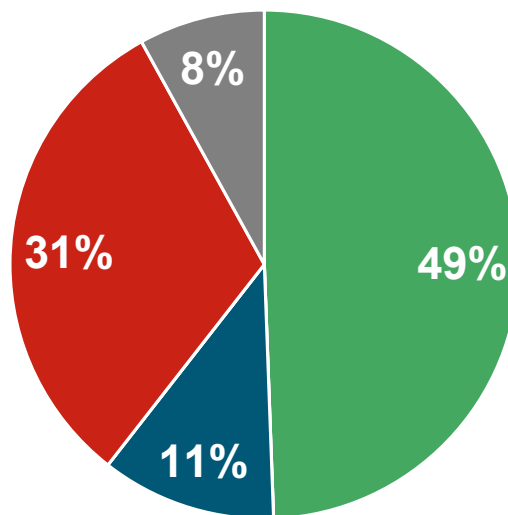
■ Good thing   
 ■ Won't make a difference   
 ■ Bad thing   
 ■ Don't know

...for me personally



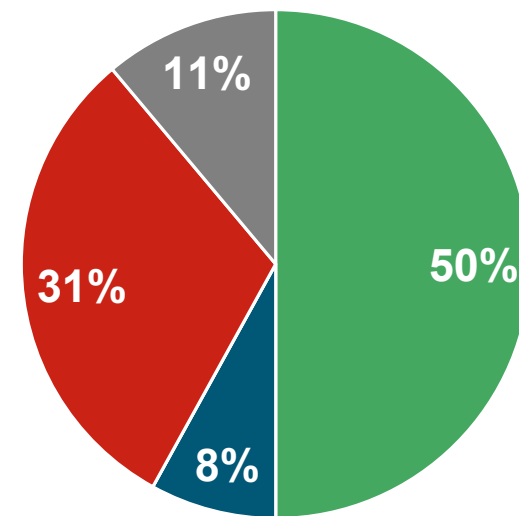
Net good = +10

...for my local area



Net good = +18

...for Britain as a whole



Net good = +19

Base: 1,009 British adults, 23<sup>rd</sup> – 25<sup>th</sup> July 2010

Ipsos MORI

Source: Ipsos MORI/Reuters Political Monitor

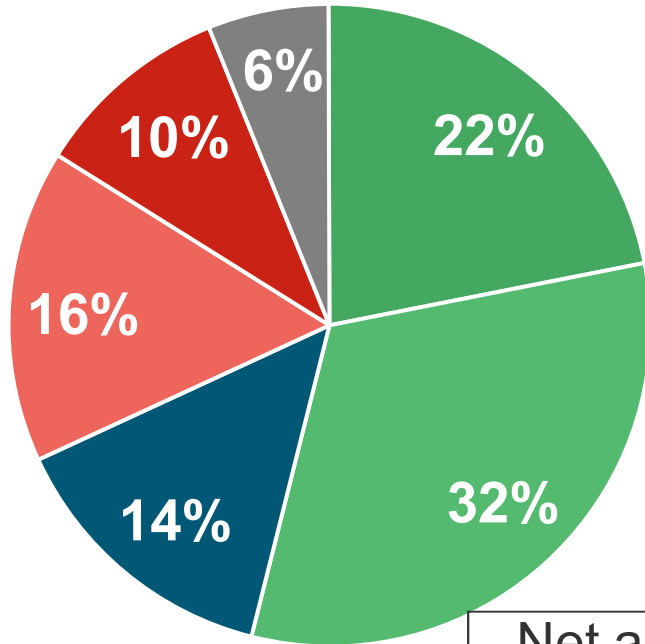


# But there is some scepticism about the motives and workability of the Big Society

To what extent do you agree or disagree with the following statements?

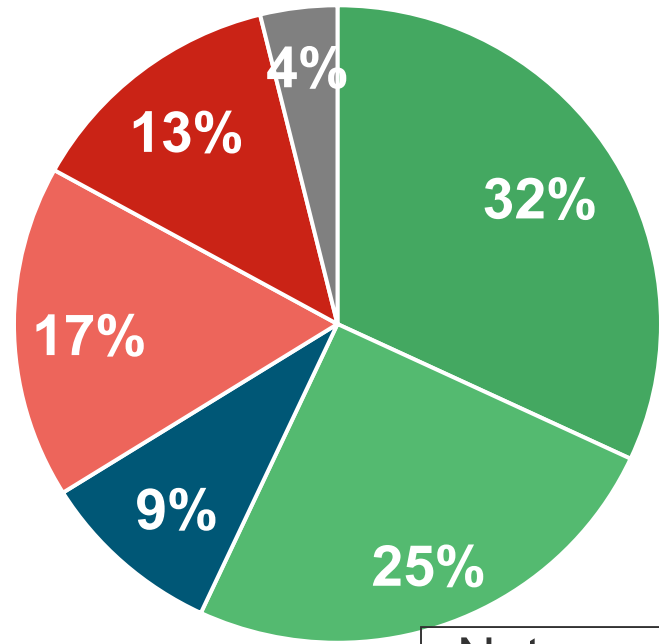
■ Strongly agree   
 ■ Tend to agree   
 ■ Neither   
 ■ Tend to disagree   
 ■ Strongly disagree  
■ Don't know

**Big society is a good idea in principle but won't work in practice**



Net agree = +28

**Big Society is just an excuse for the government to save money by cutting back on public services**



Net agree = +27

Base: 1,009 British adults, 23<sup>rd</sup> – 25<sup>th</sup> July 2010

# Do people want to be involved?

Q *Levels of interest in involvement in decisions on cuts*

5.6m people

11%

Would like to be actively involved

And 15m people

29%

Would like a say in decisions

36%

Would like Information only

22%

Not interested as long as experts involved

# Thank you

For further information contact

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