



Party and Leader Image

May 2010

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Ipsos MORI

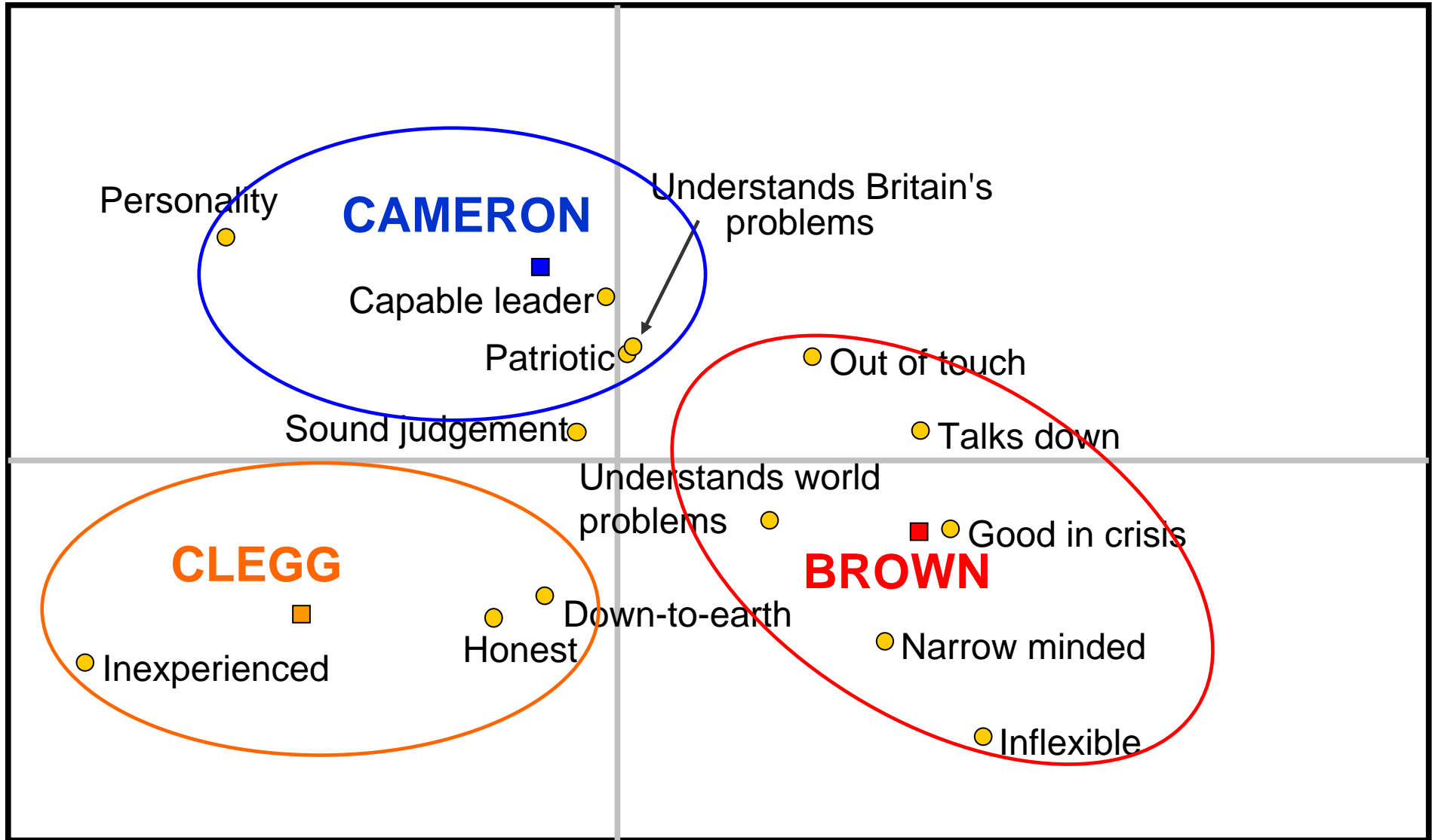


The Leaders

Summary

- Interviews were conducted on 13th-18th May 2010, shortly after the negotiations to form the coalition government were finalised.
- Cameron is seen as most capable and as having the best understanding of the problems facing Britain. He is also felt to have the most personality of the three leaders.
 - His ratings have improved on many attributes since 2006, in particular understanding the problems facing Britain, being a capable leader and being patriotic. However, he is also seen as more out of touch than previously.
- Brown leads on being good in a crisis and having the best understanding of world problems.
 - His ratings have improved since 2006 on understanding national and world problems, being good in a crisis and being patriotic.
 - However, more people now think that he ‘talks down to people’ and that he is ‘out of touch’ than in 2006, and fewer now say he has sound judgement. He is also seen as the most inflexible of the three leaders.
- Clegg is seen as most honest, but is seen as the most inexperienced of the three leaders

Leader Image, May 2010

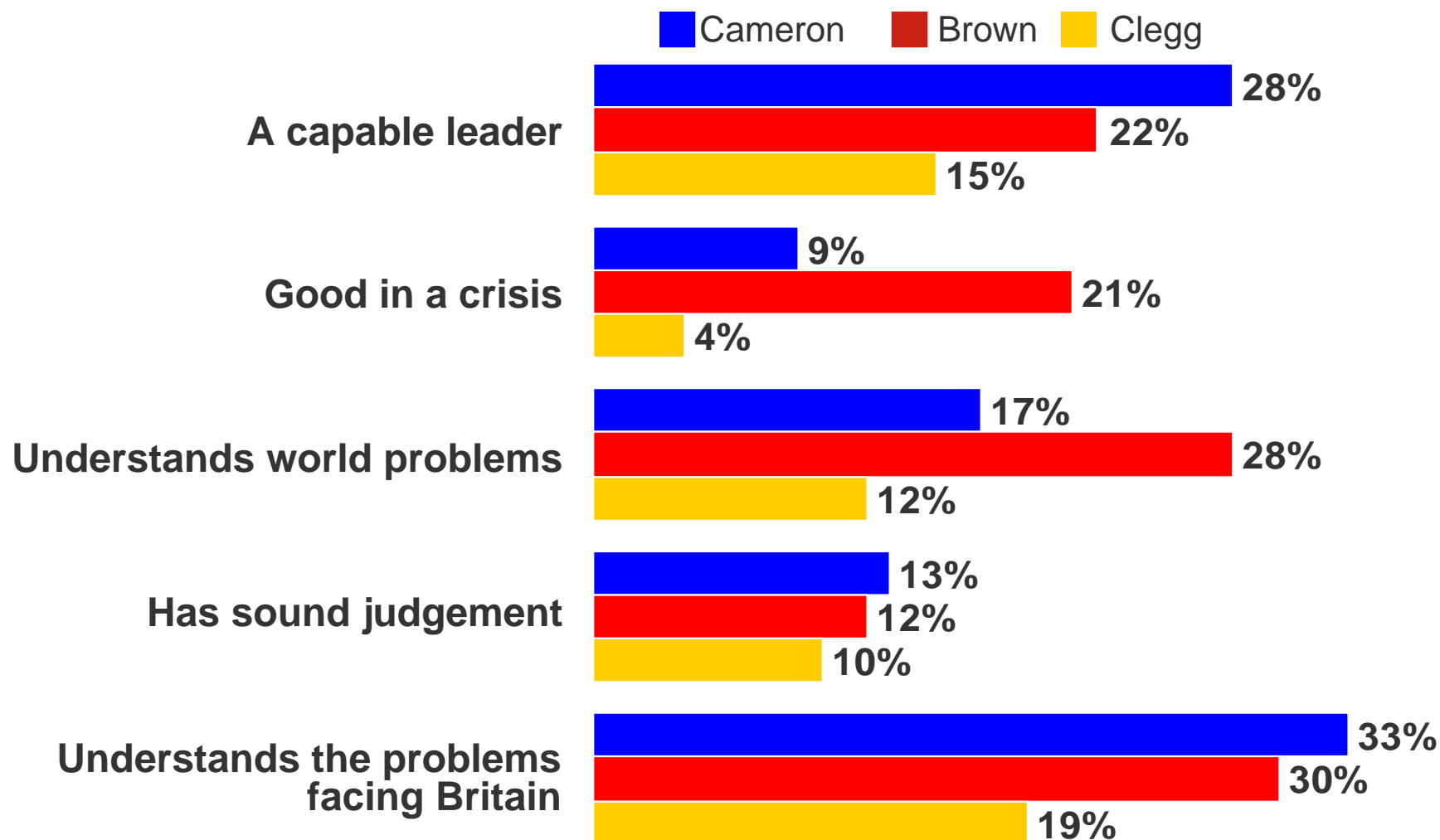


Base: 975 British adults 18+, 13th-18th May 2010

Source: Ipsos MORI Public Affairs Monitor

Leadership qualities

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

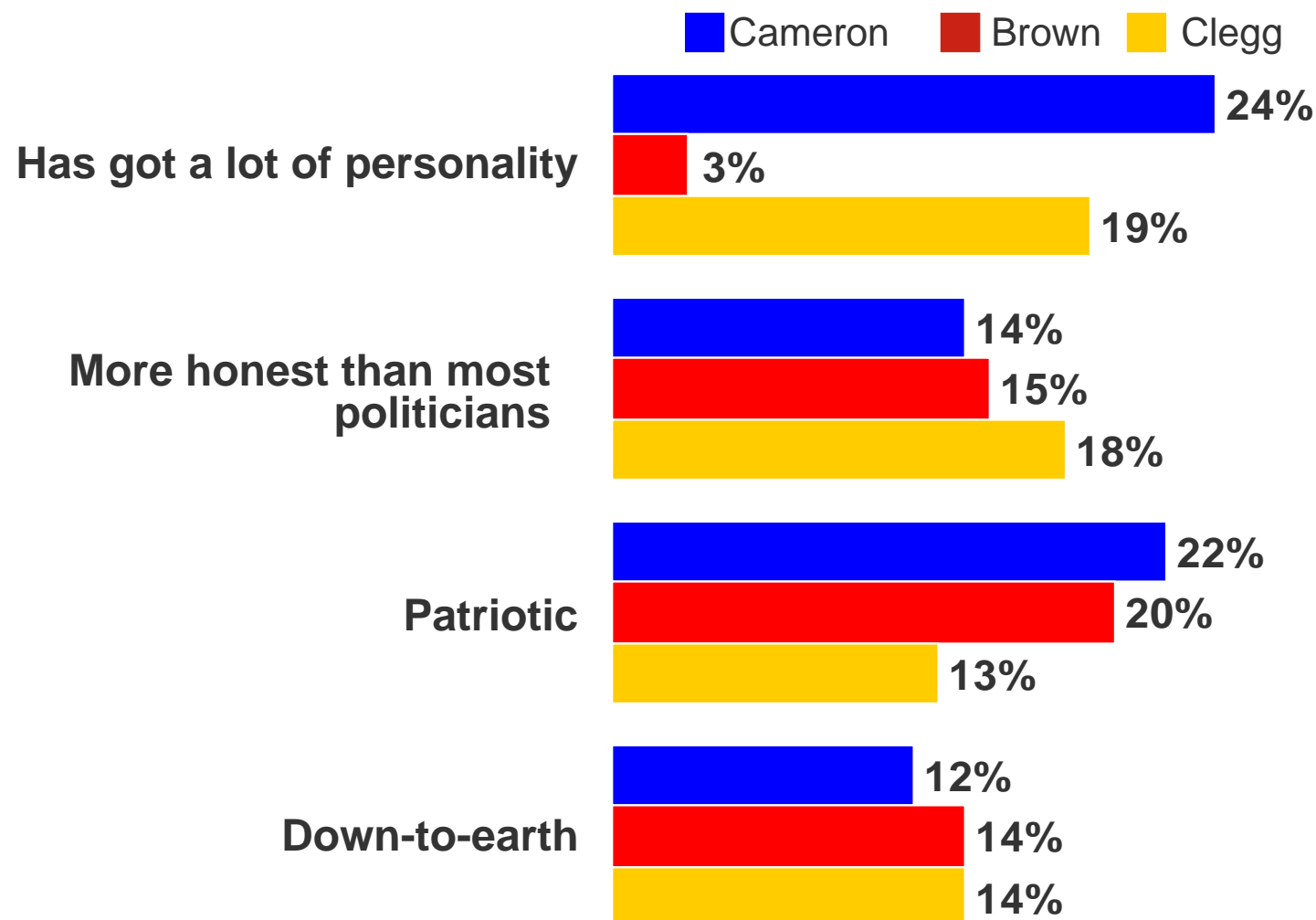


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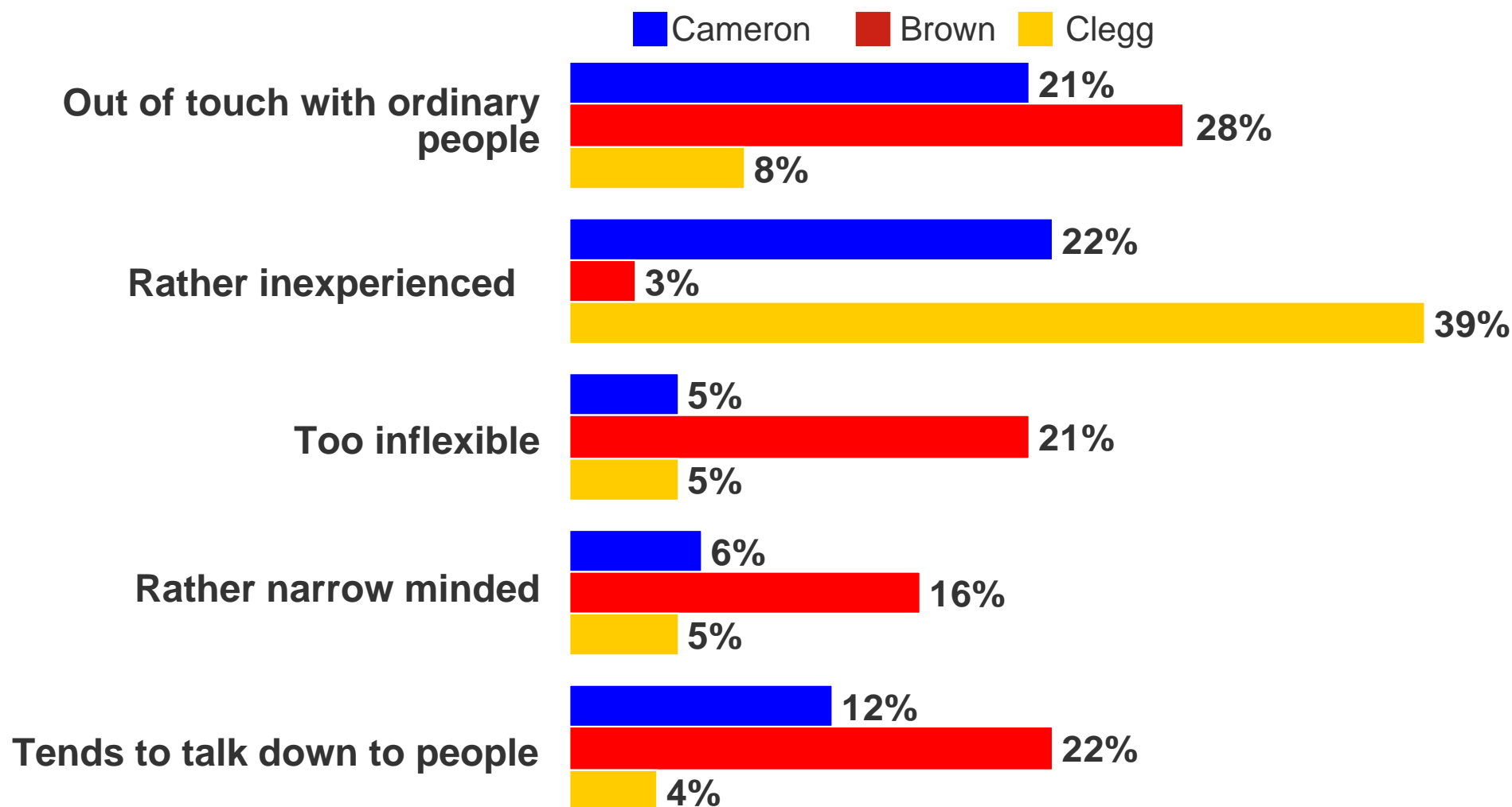
Personal characteristics

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



Negative characteristics

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

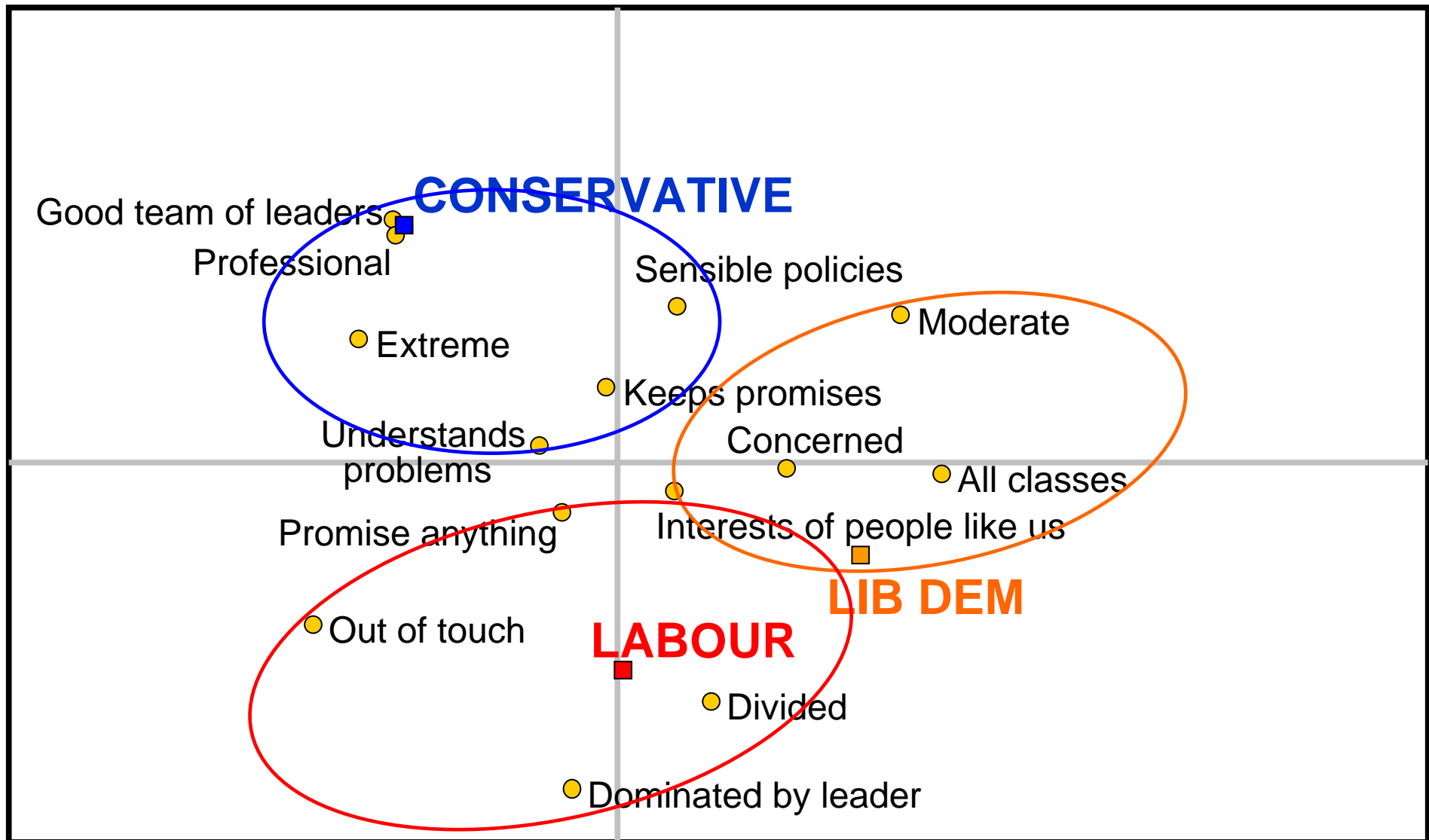


The Parties

Summary

- The Conservative party is seen to be most professional, have the best team of leaders and to understand the problems facing Britain.
 - Its image has improved significantly on these attributes since 2006.
 - The Conservative party is least likely to be seen to represent all classes or be concerned about the people in real need in Britain, although it has improved slightly on both of these since 2006.
- The Labour party is seen as most divided and most likely to promise anything to win votes.
 - However, its image has improved on both these respects since 2006.
- The Liberal Democrat party is felt to best represent all classes and be most moderate. Along with the Conservatives, it is felt to have the most sensible policies.

Party Image, May 2010

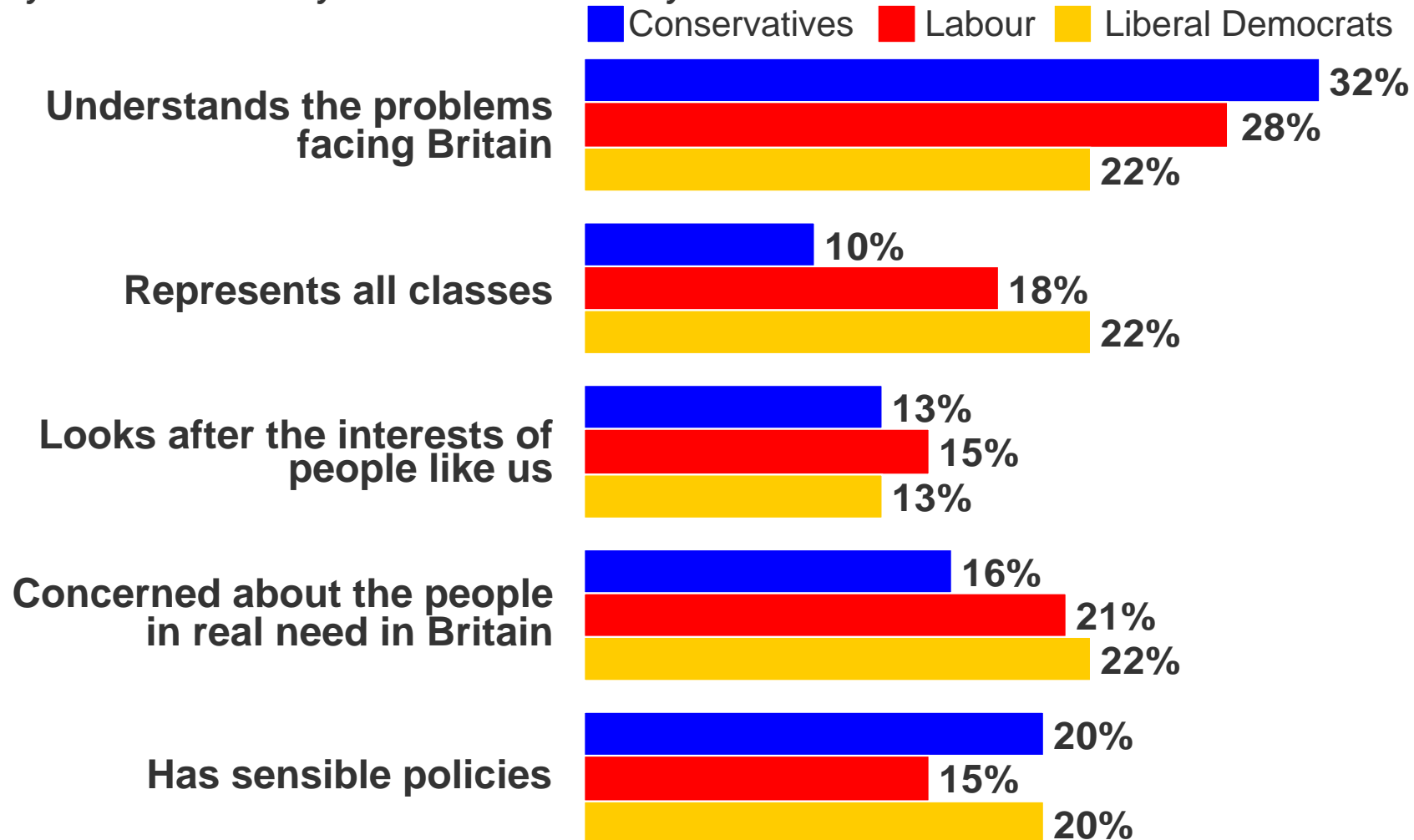


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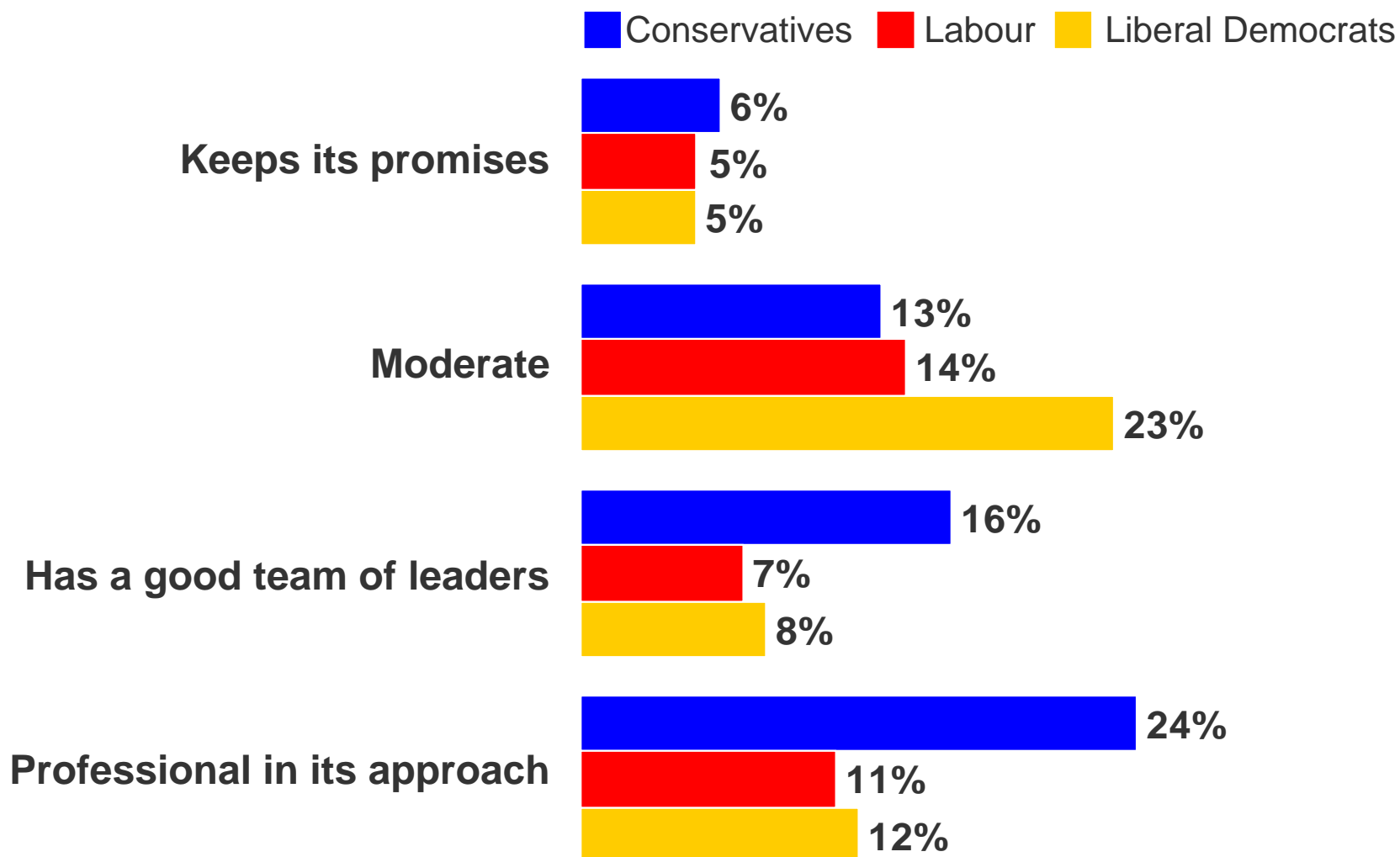
Positive attributes (1)

Read through the list slowly keeping the Labour Party/Conservative Party/Liberal Democrat Party in mind. Every time you come to a statement that fits your ideas or impressions of the Labour Party/Conservative Party/Liberal Democrat Party just tell me the letter next to it. You may pick as many or as few as you like. You don't have to be certain, just pick the letters next to the statements you feel fit the Labour Party/Conservative Party/Liberal Democrat Party.



Positive attributes (2)

Read through the list slowly keeping the Labour Party/Conservative Party/Liberal Democrat Party in mind. Every time you come to a statement that fits your ideas or impressions of the Labour Party/Conservative Party/Liberal Democrat Party just tell me the letter next to it. You may pick as many or as few as you like. You don't have to be certain, just pick the letters next to the statements you feel fit the Labour Party/Conservative Party/Liberal Democrat Party.

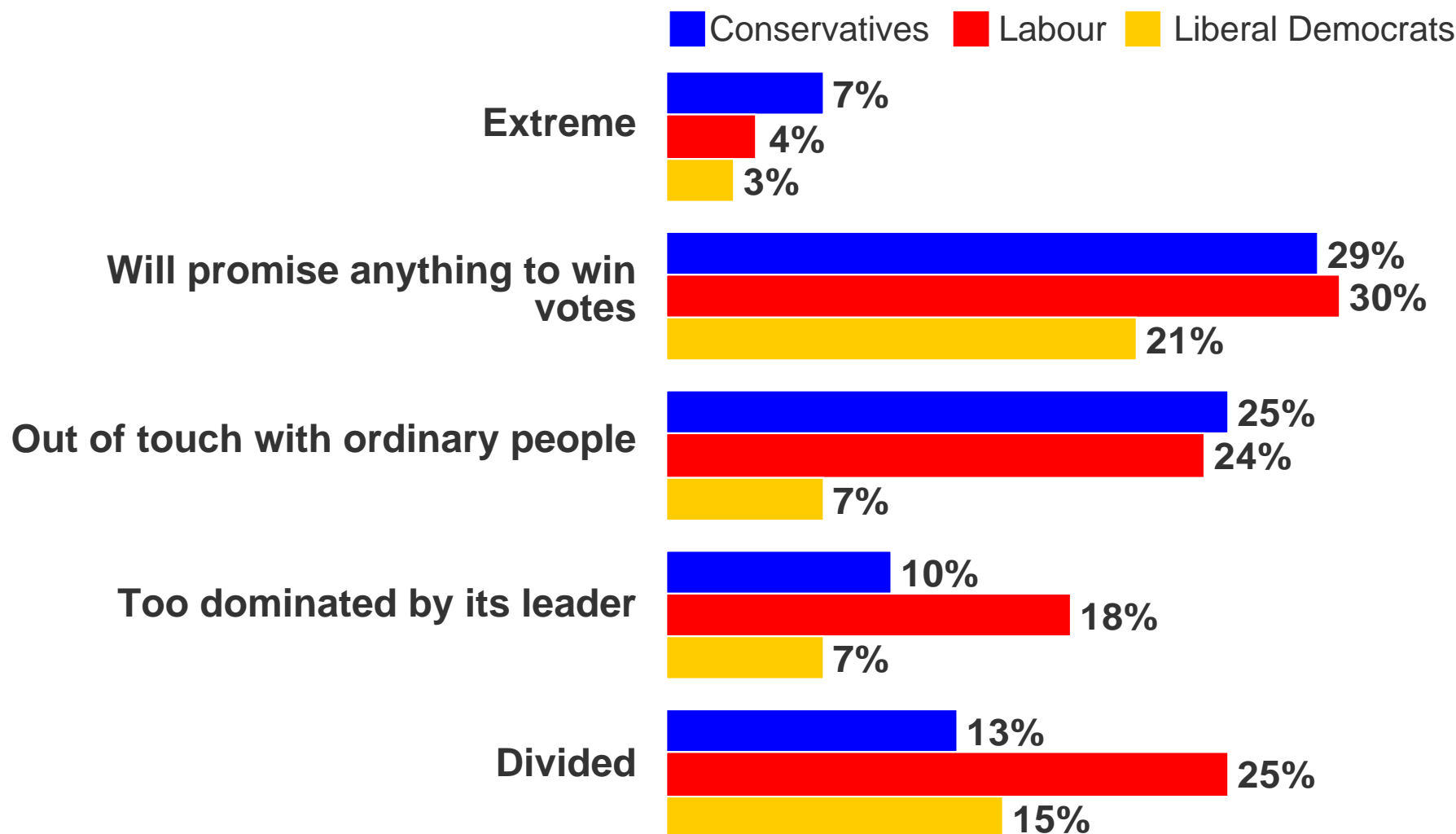


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Negative attributes

Read through the list slowly keeping the Labour Party/Conservative Party/Liberal Democrat Party in mind. Every time you come to a statement that fits your ideas or impressions of the Labour Party/Conservative Party/Liberal Democrat Party just tell me the letter next to it. You may pick as many or as few as you like. You don't have to be certain, just pick the letters next to the statements you feel fit the Labour Party/Conservative Party/Liberal Democrat Party.



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