



Political Monitor Trends

October 2009

Contacts:

Bobby.Duffy@ipsos.com

Julia.Clark@ipsos.com

020 7347 3000

Ipsos MORI

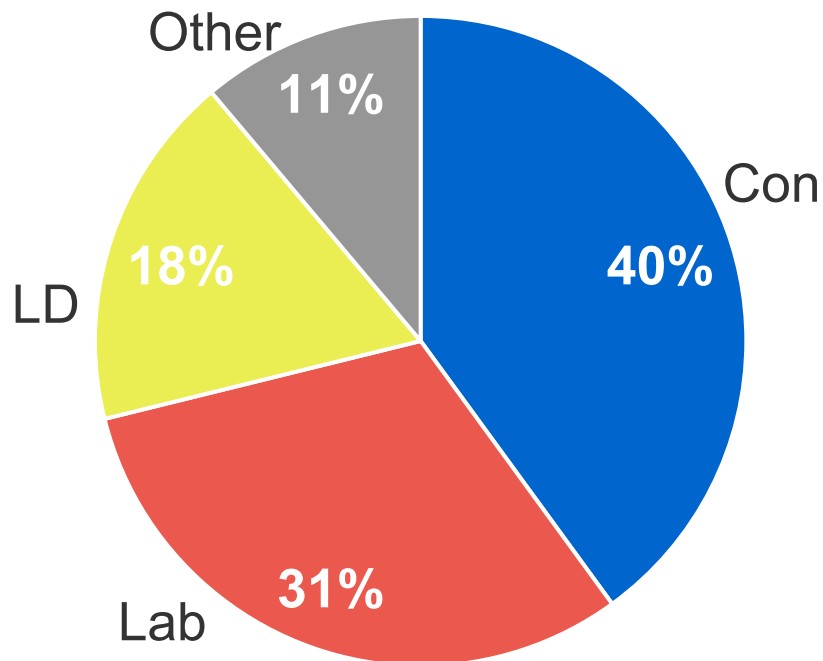


Voting Intentions

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

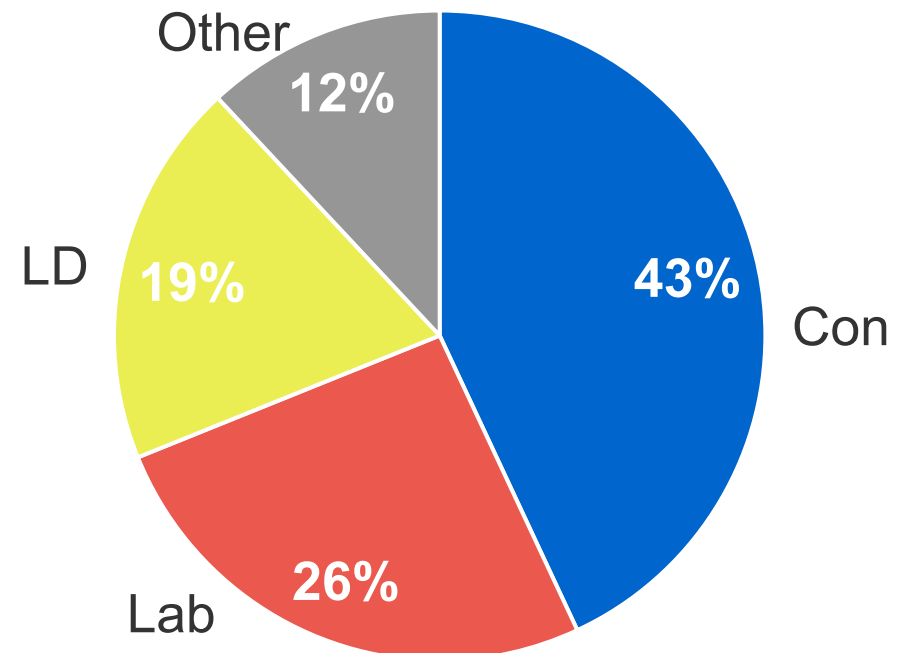
How would you vote if there were a General Election tomorrow?

All giving a voting intention (77%)



Conservative lead = +9

All certain to vote (50%)



Conservative lead = +17

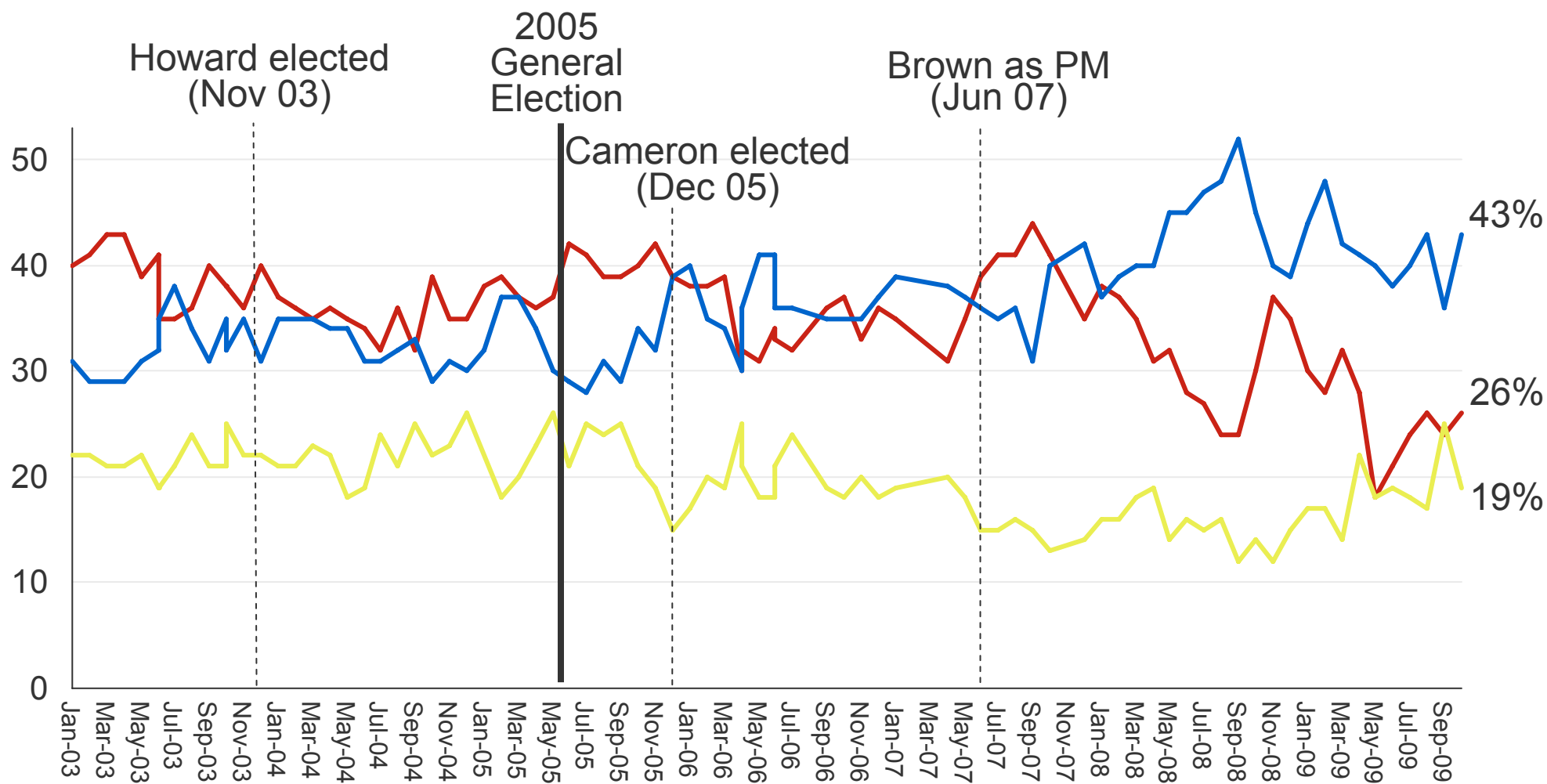
Base: All giving a voting intention = 77% (781); All certain to vote = 50% (528); data Ipsos MORI collected among 996 British adults 18+, 16th-18th October 2009

Source: Ipsos MORI Political Monitor



Voting Intentions Jan 03 – October 09 (all certain to vote)

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



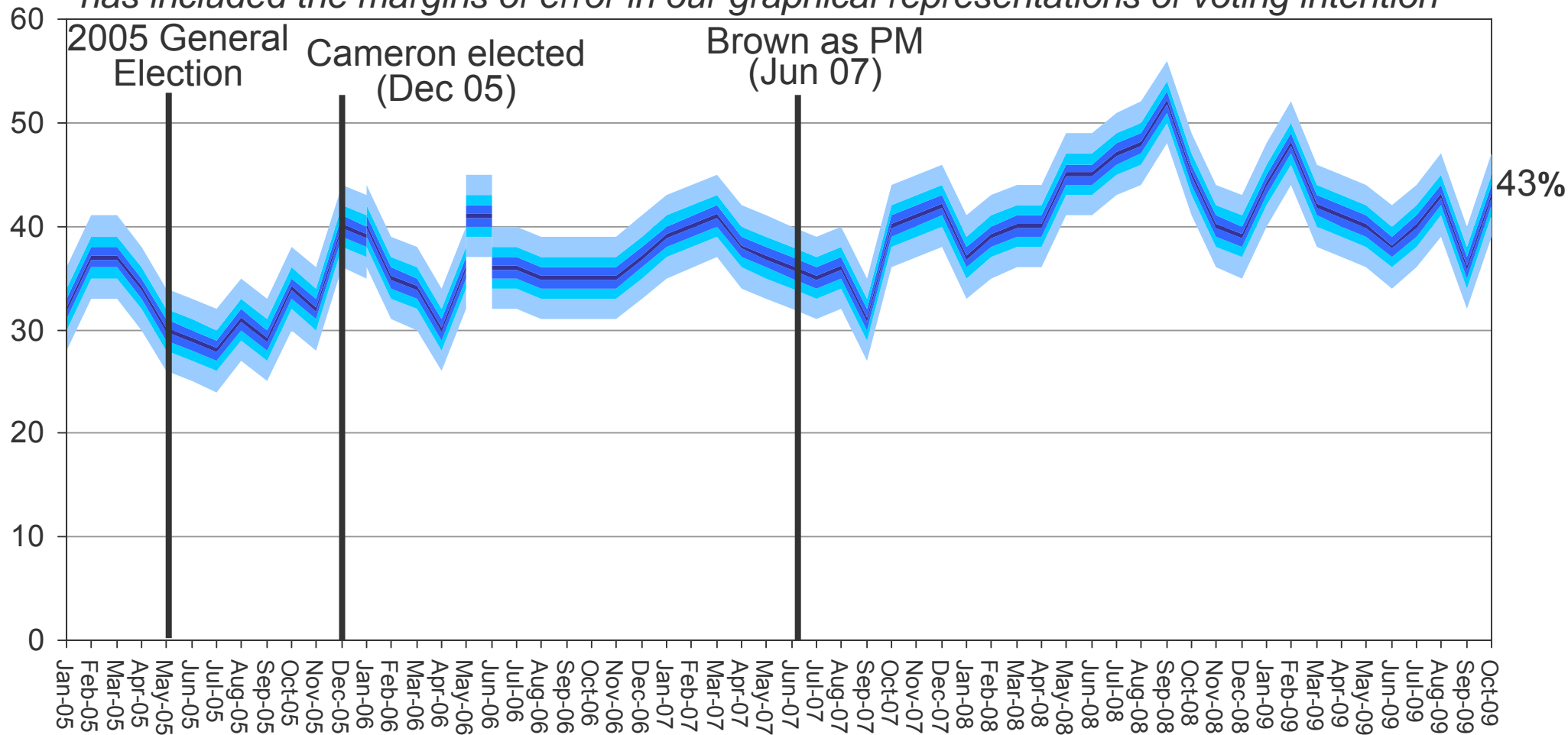
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter

Source: Ipsos MORI 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



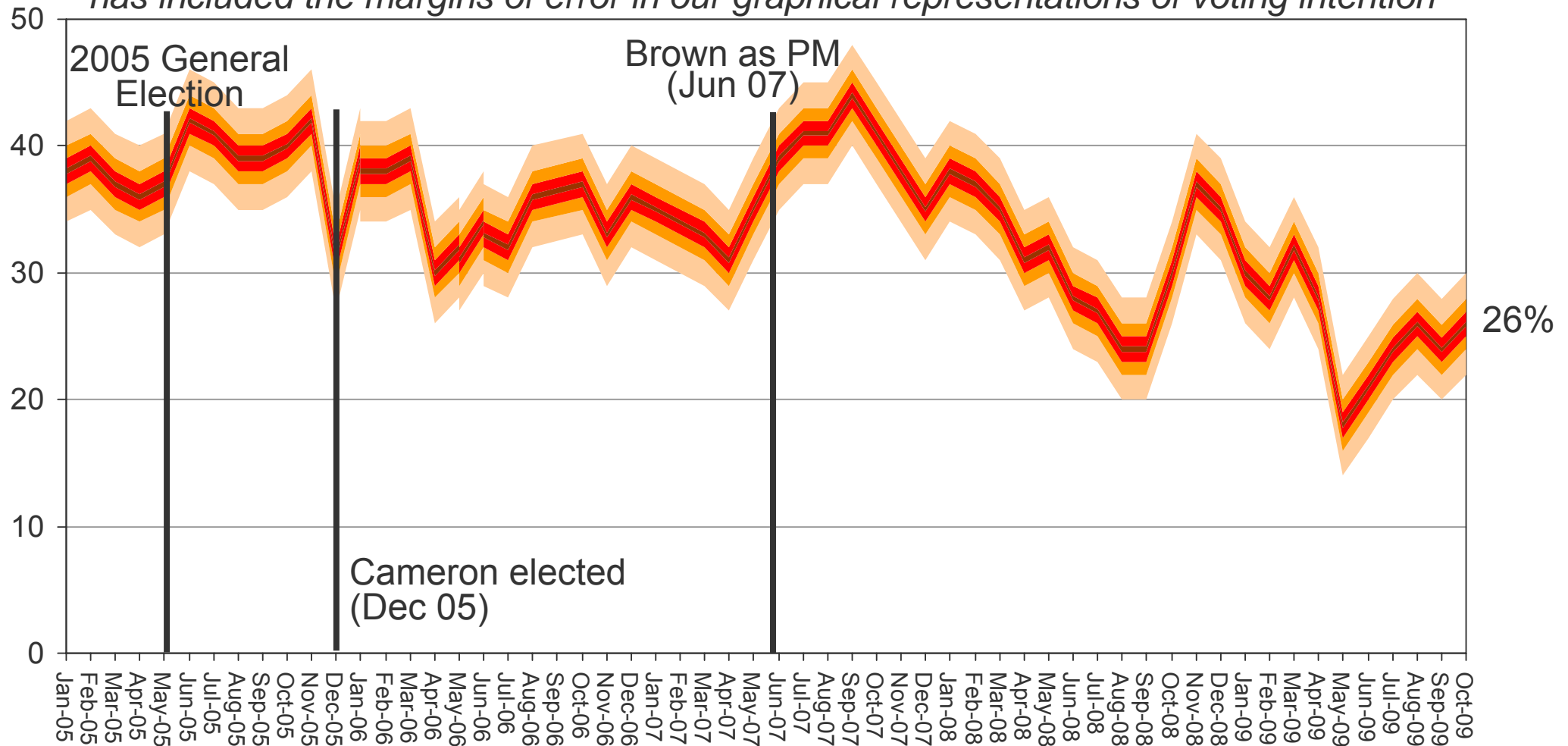
Base: c. 1,000 British adults each month

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

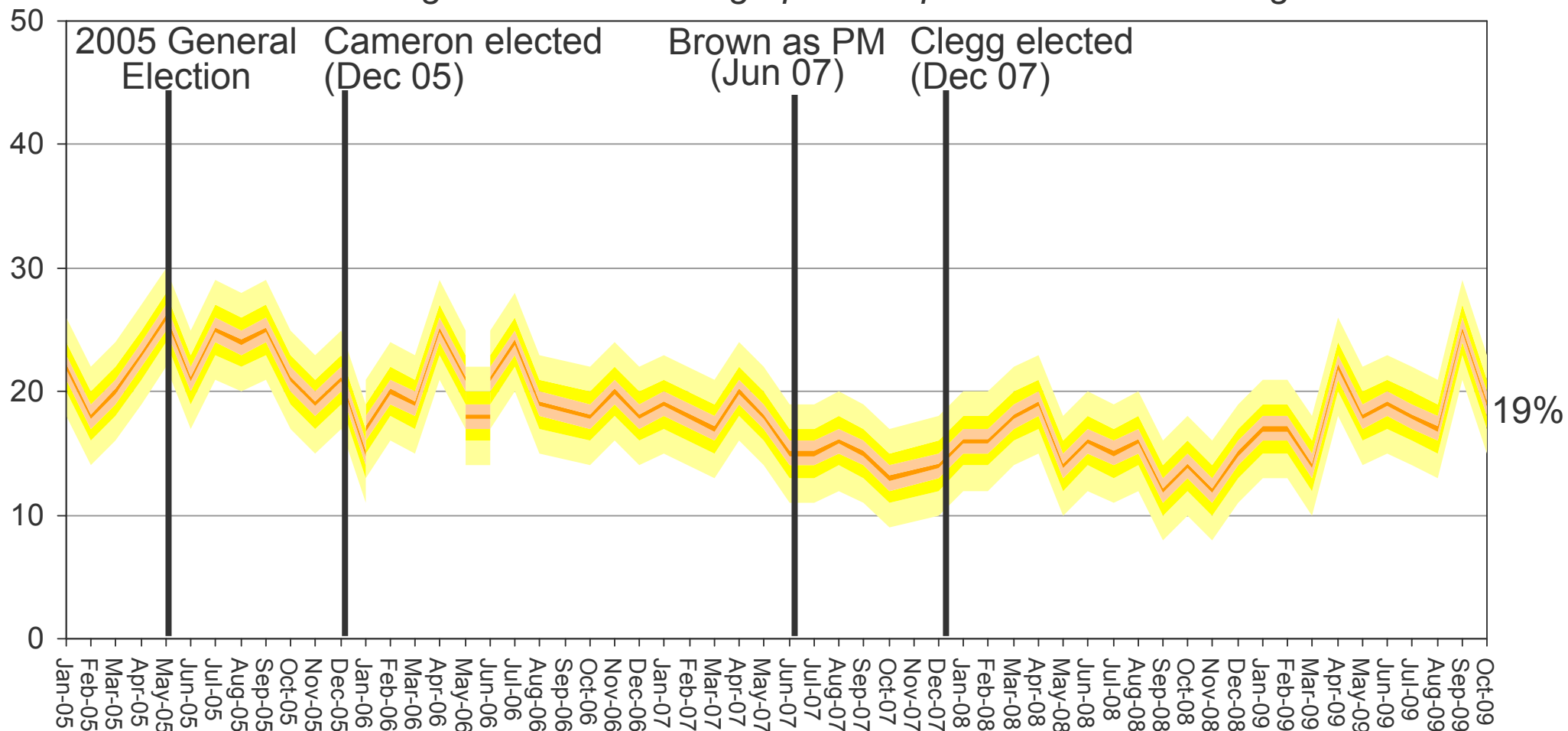


Base: c. 1,000 British adults each month

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

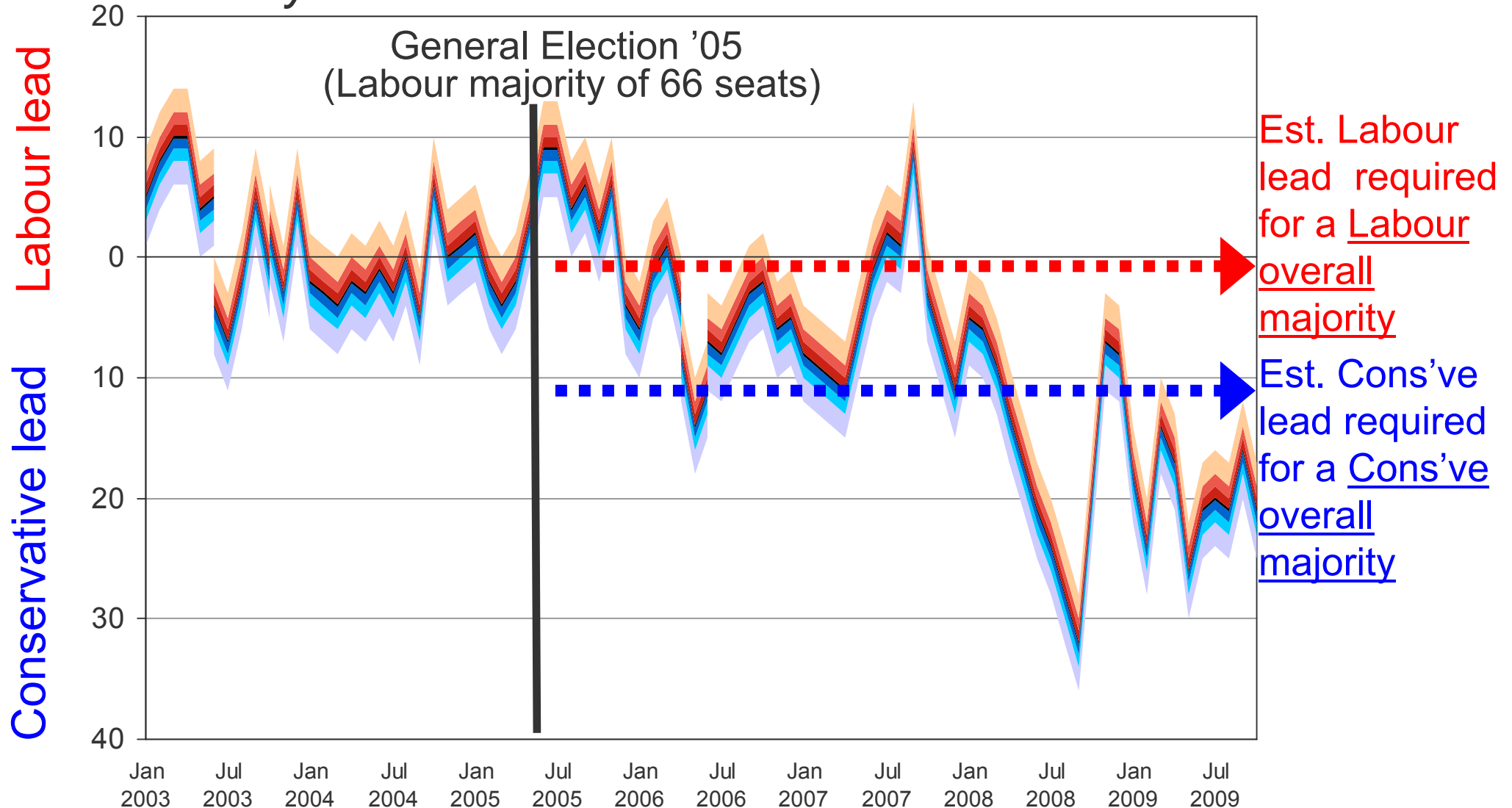


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Leads and error margins

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



Labour lead

Conservative lead

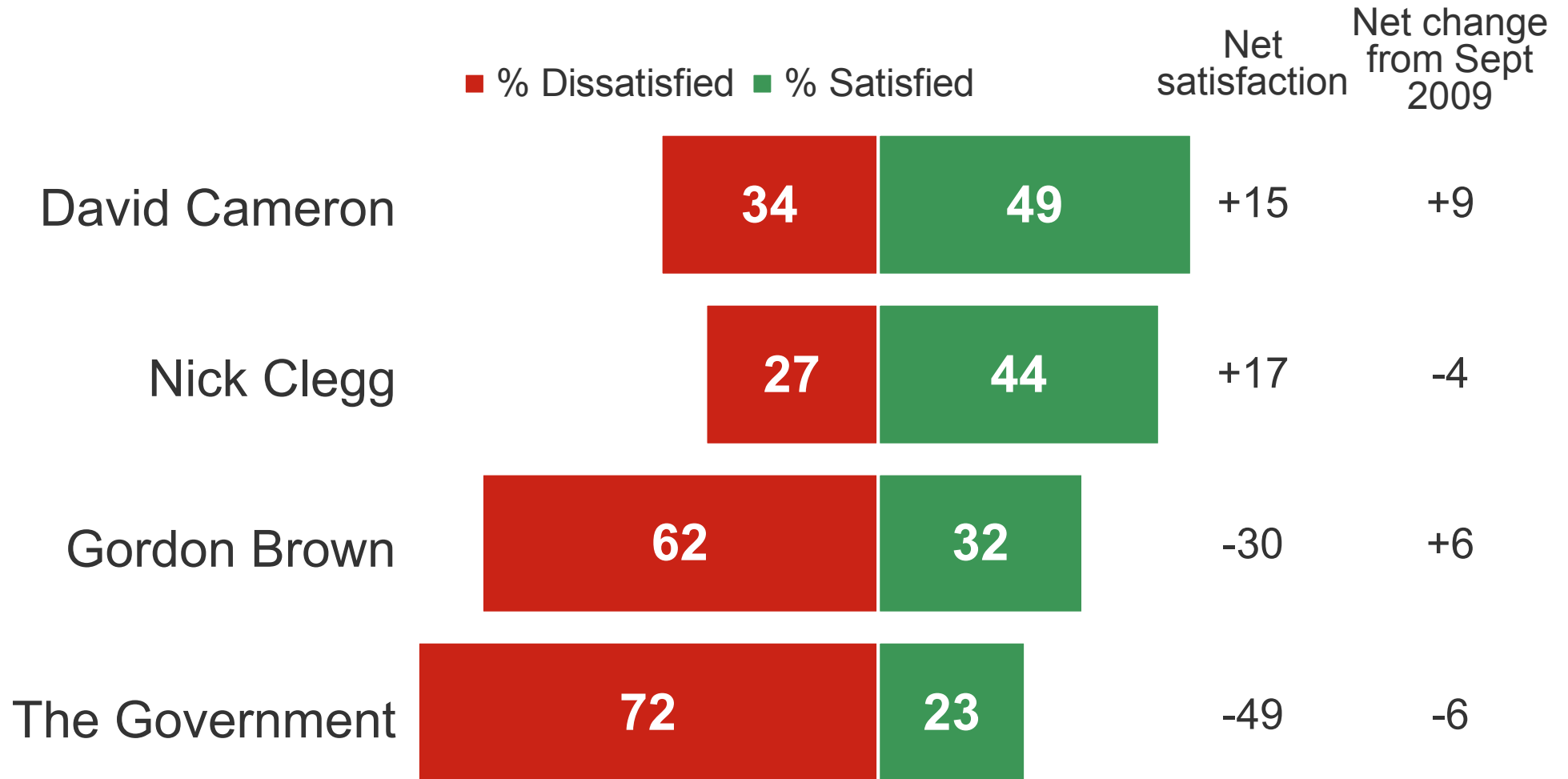
Est. Labour lead required for a Labour overall majority

Est. Cons've lead required for a Cons've overall majority

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: 996 British adults 18+, 16th-18th October 2009

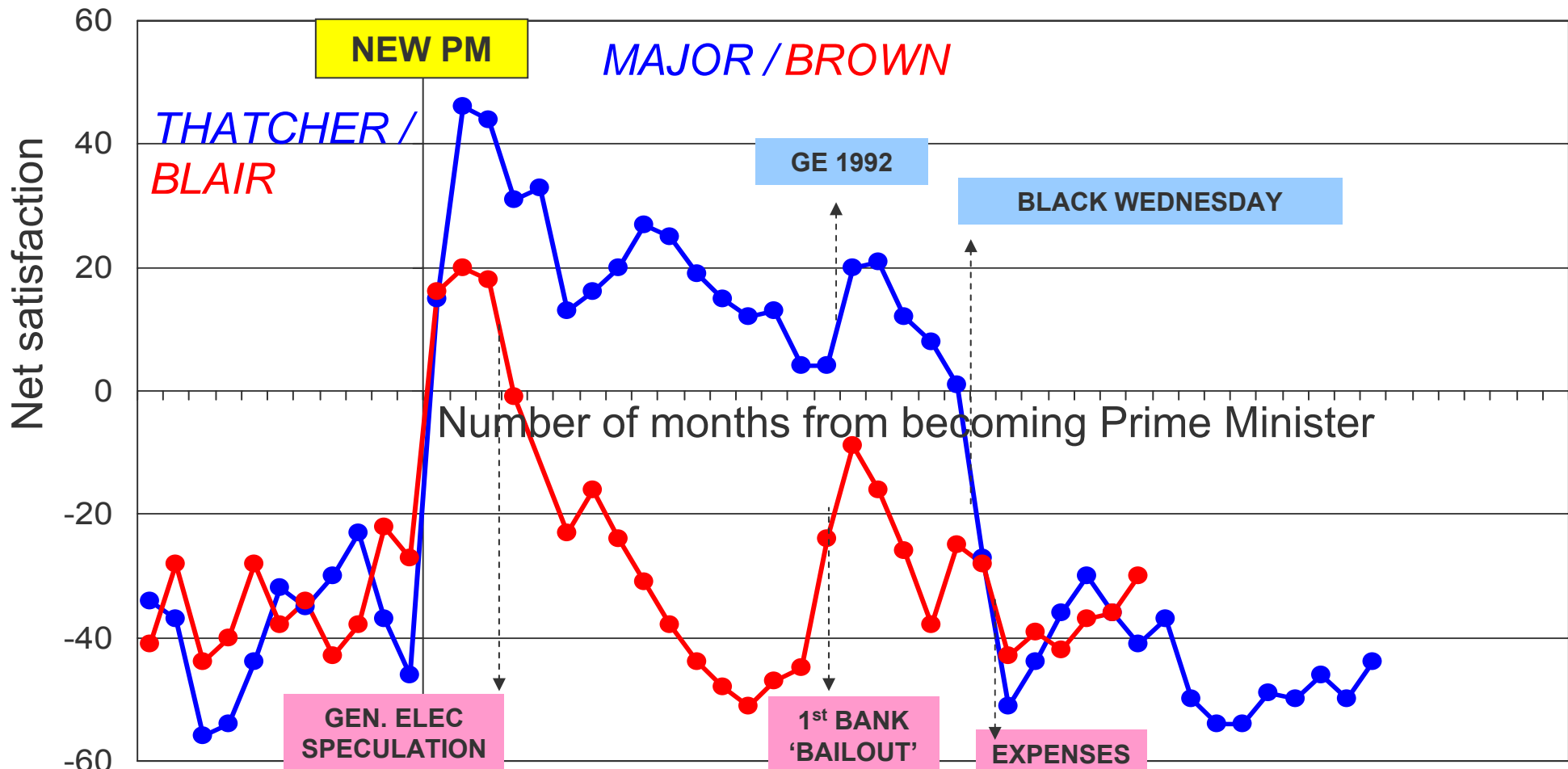
Ipsos MORI

Source: Ipsos MORI Political Monitor



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

Ipsos MORI

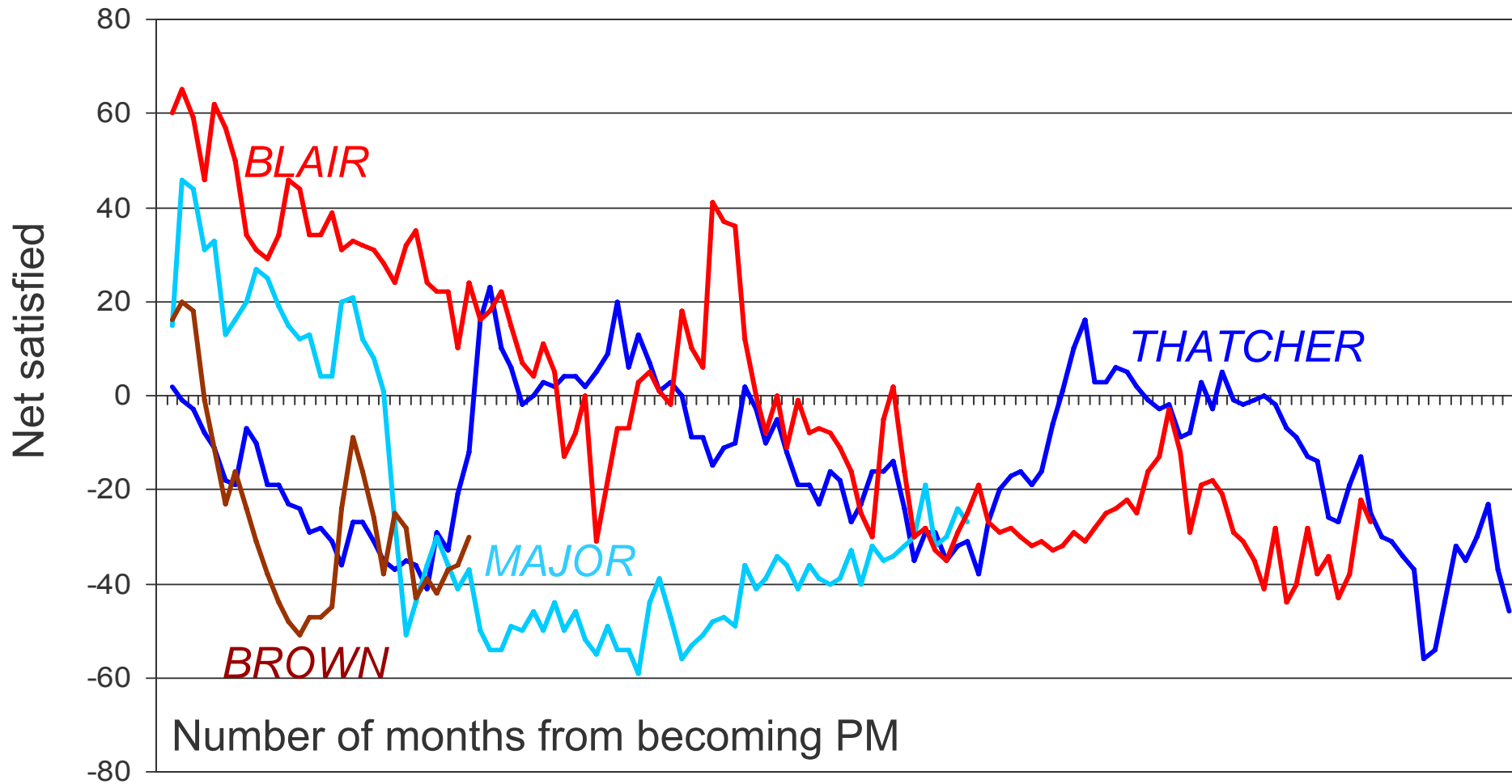
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers (1979–2009)

How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?



Base: c.1,000 British adults interviewed 3rd week of the month

Ipsos MORI

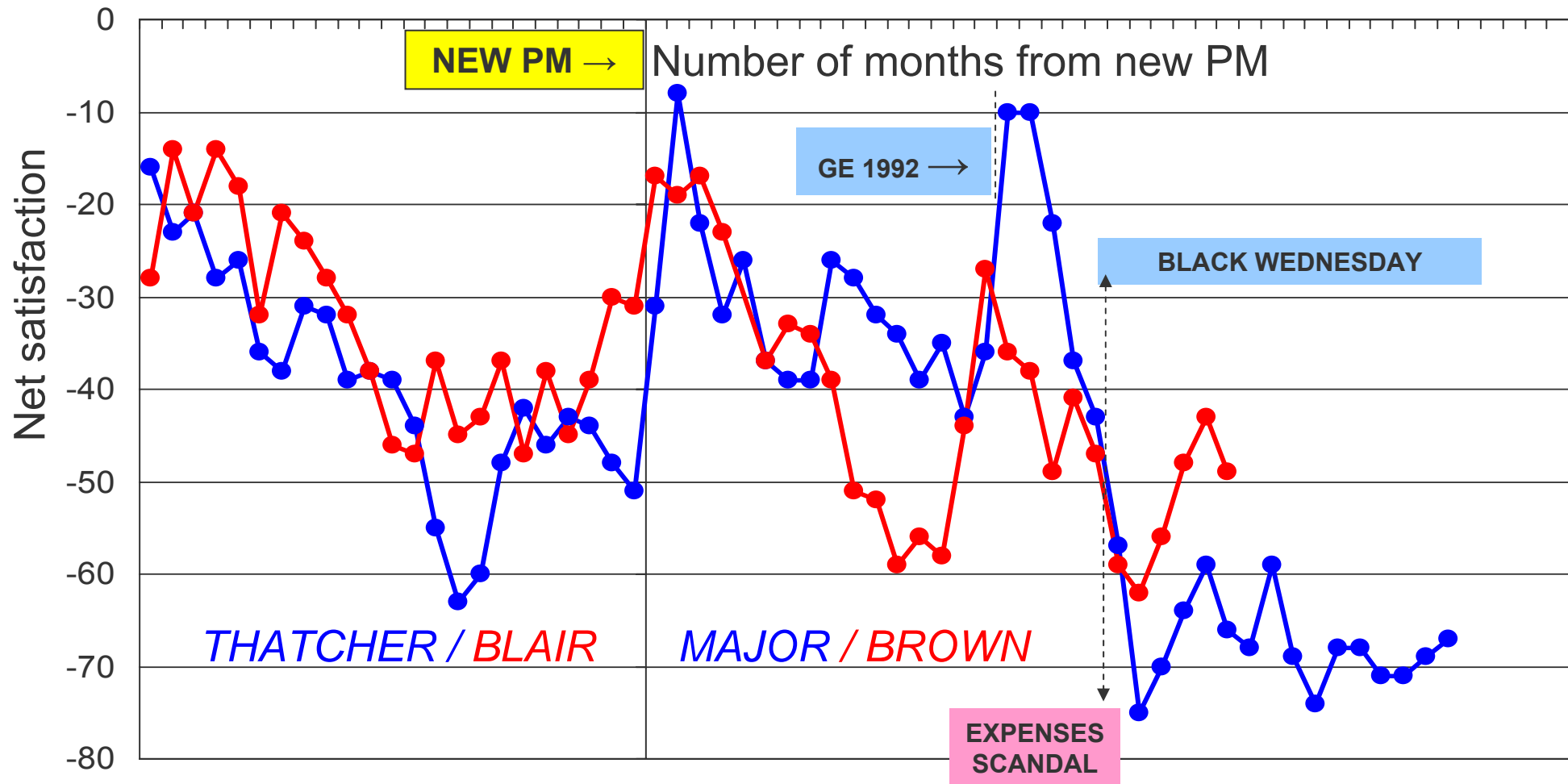
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



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

Ipsos MORI

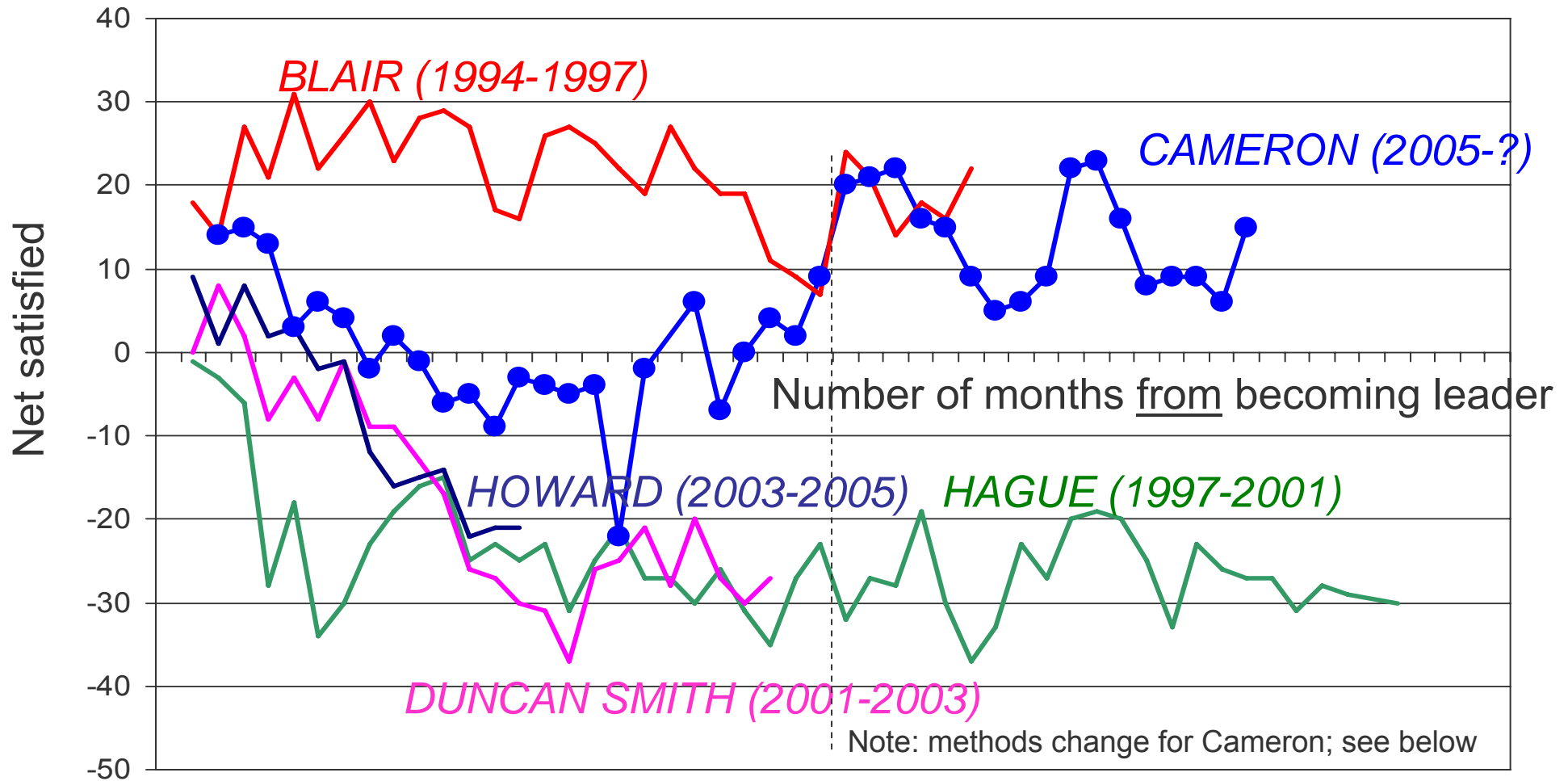
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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 interviewed 3rd week of the 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

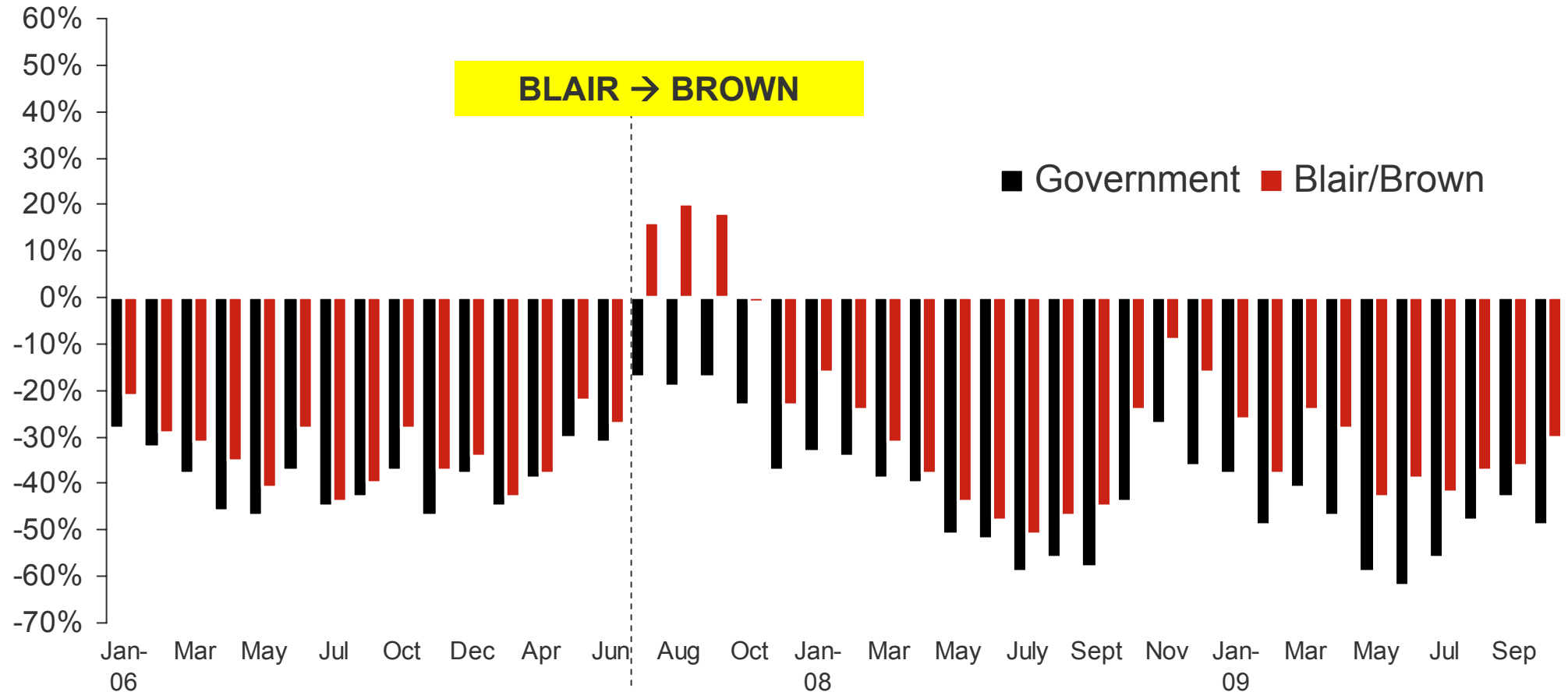
Source: Ipsos MORI Political Monitor



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

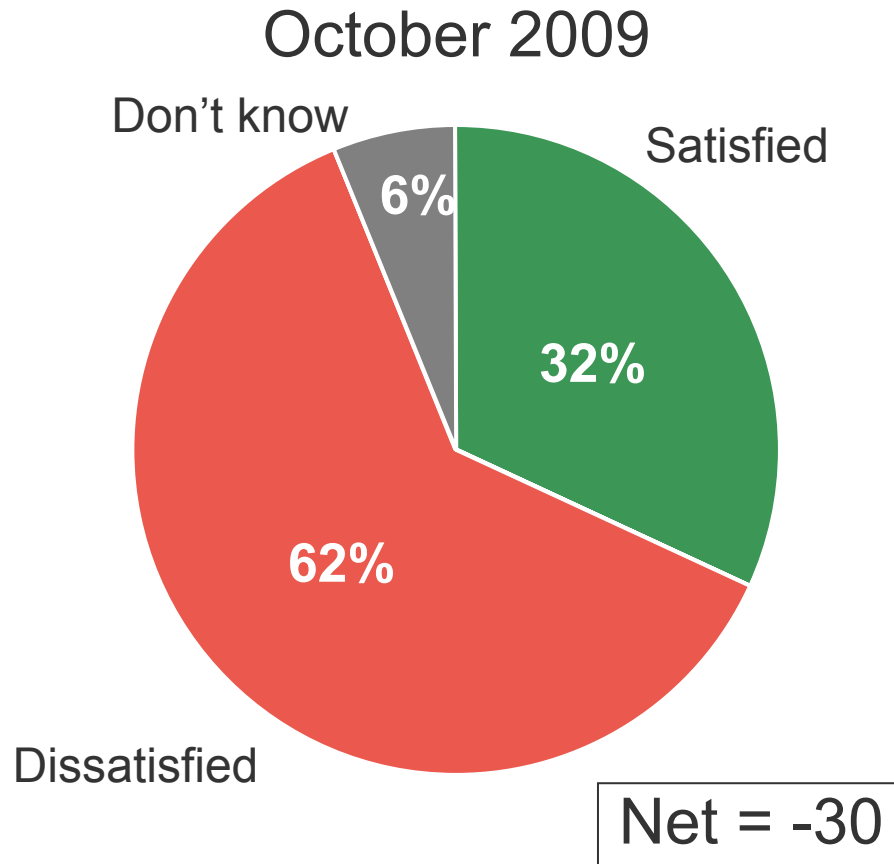
Source: Ipsos MORI Political Monitor

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: 996 British adults 18+, 16th-18th October 2009

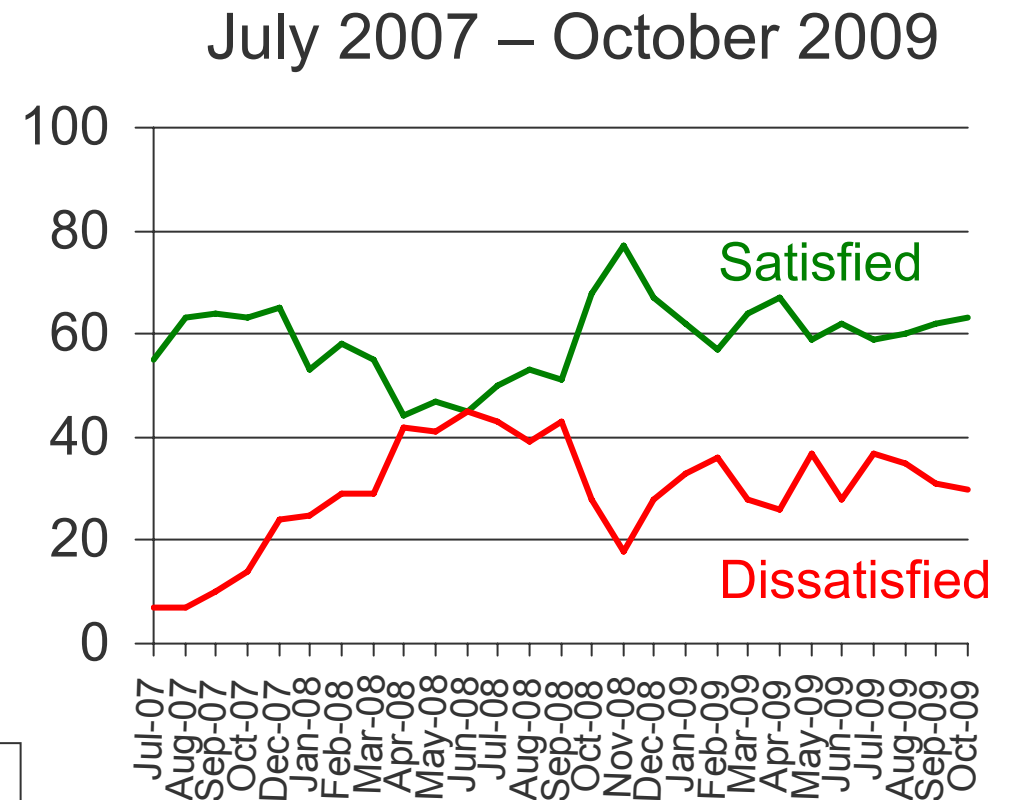
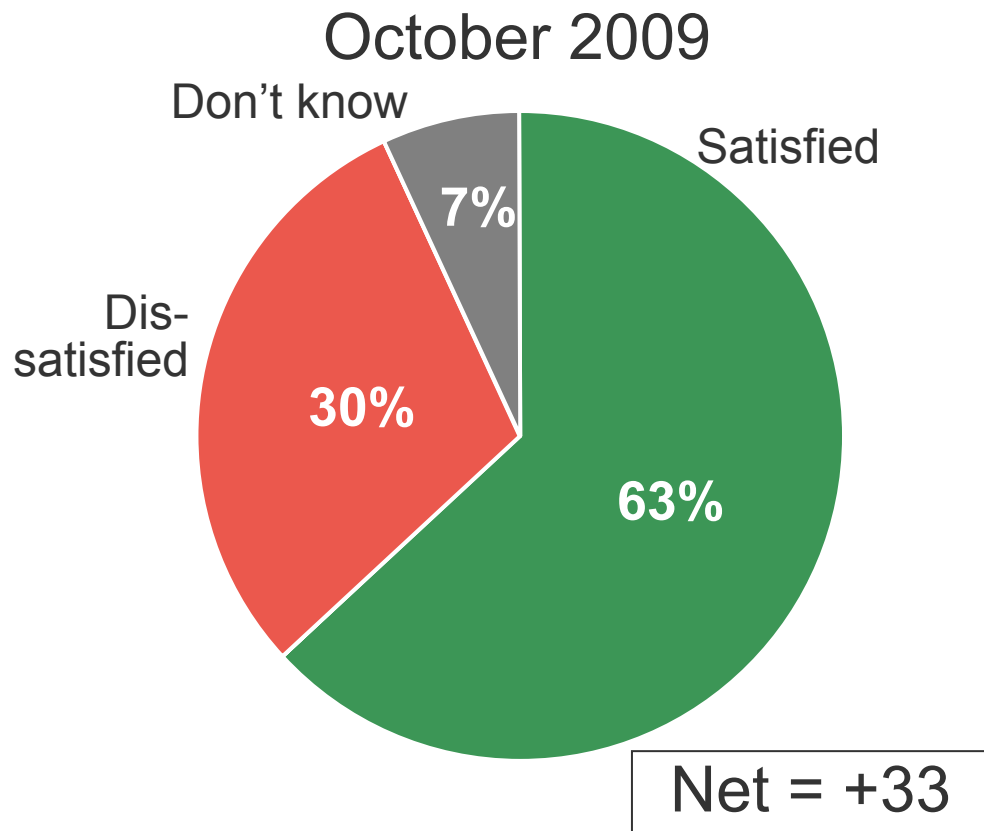
Ipsos MORI Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 243 Labour supporters 18+, 16th-18th October 2009

Ipsos MORI

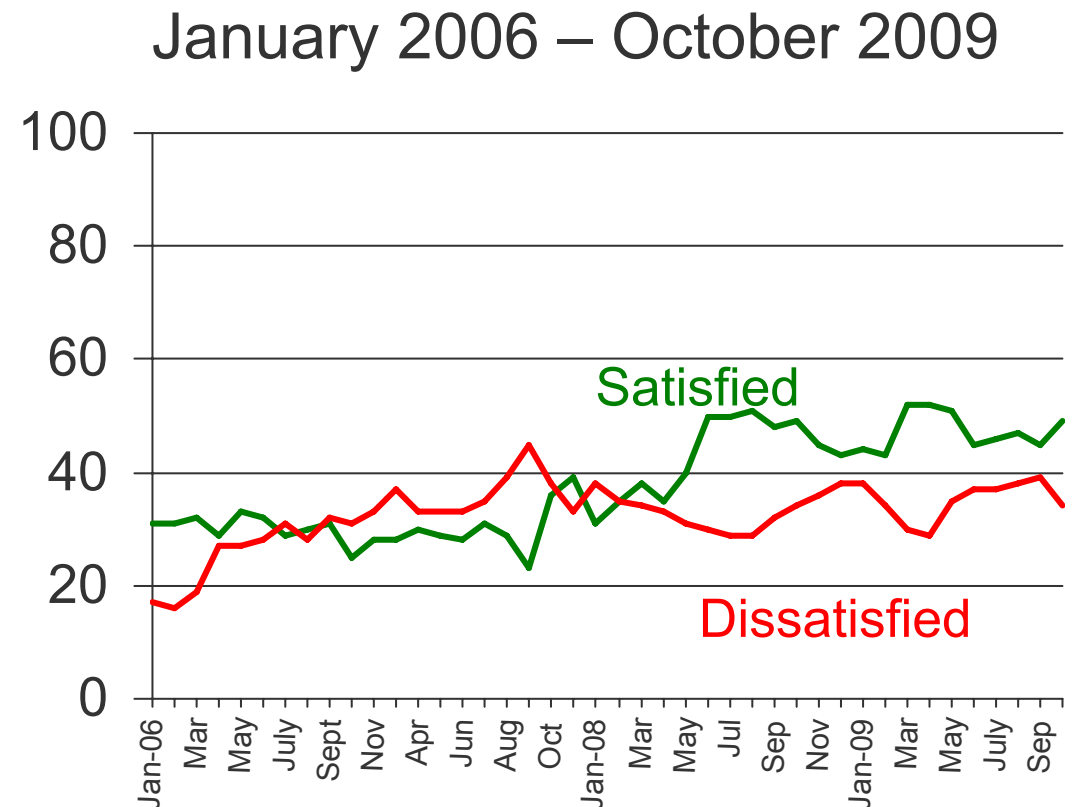
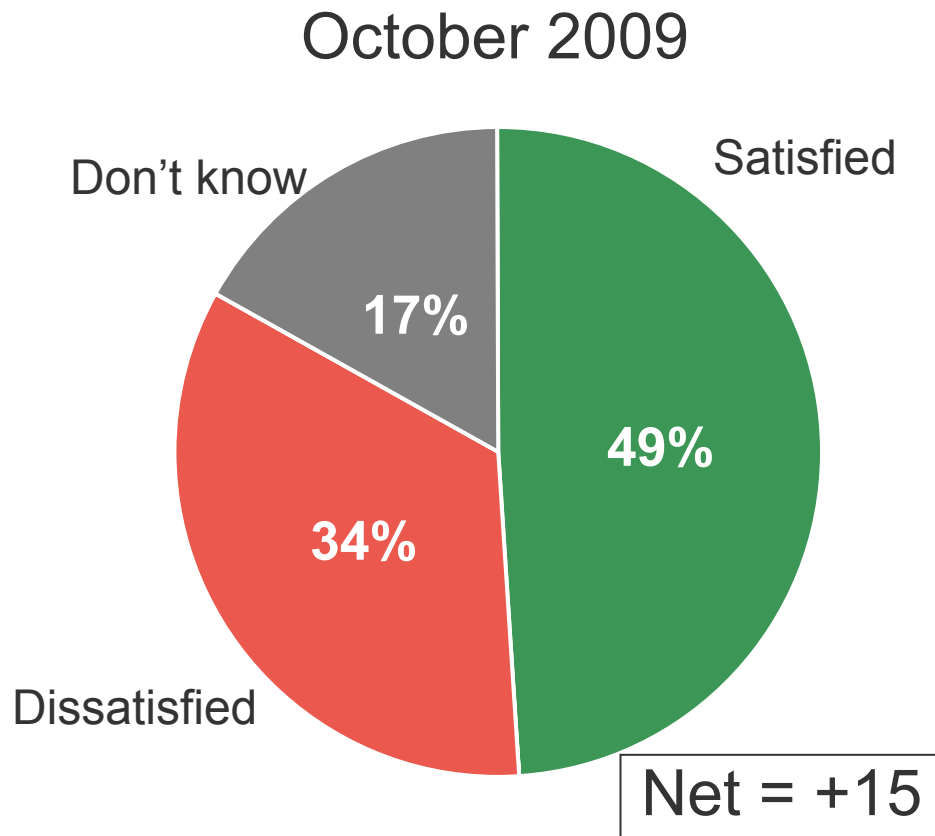
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 996 British adults 18+, 16th-18th October 2009

Ipsos MORI

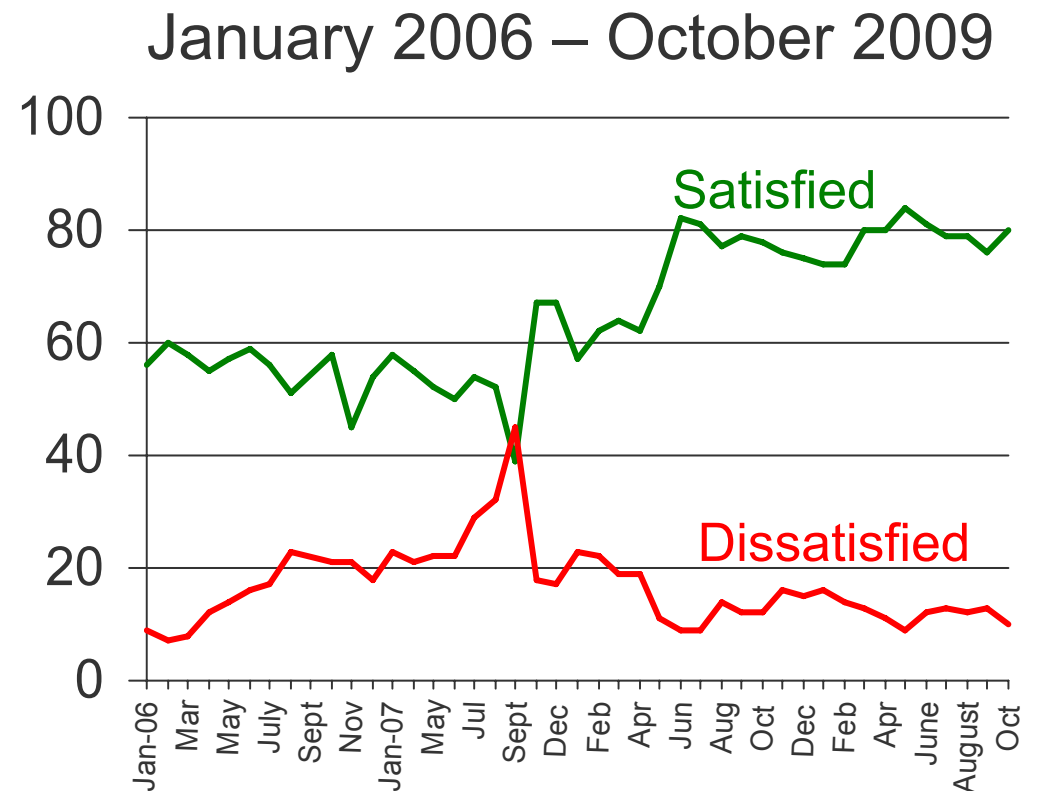
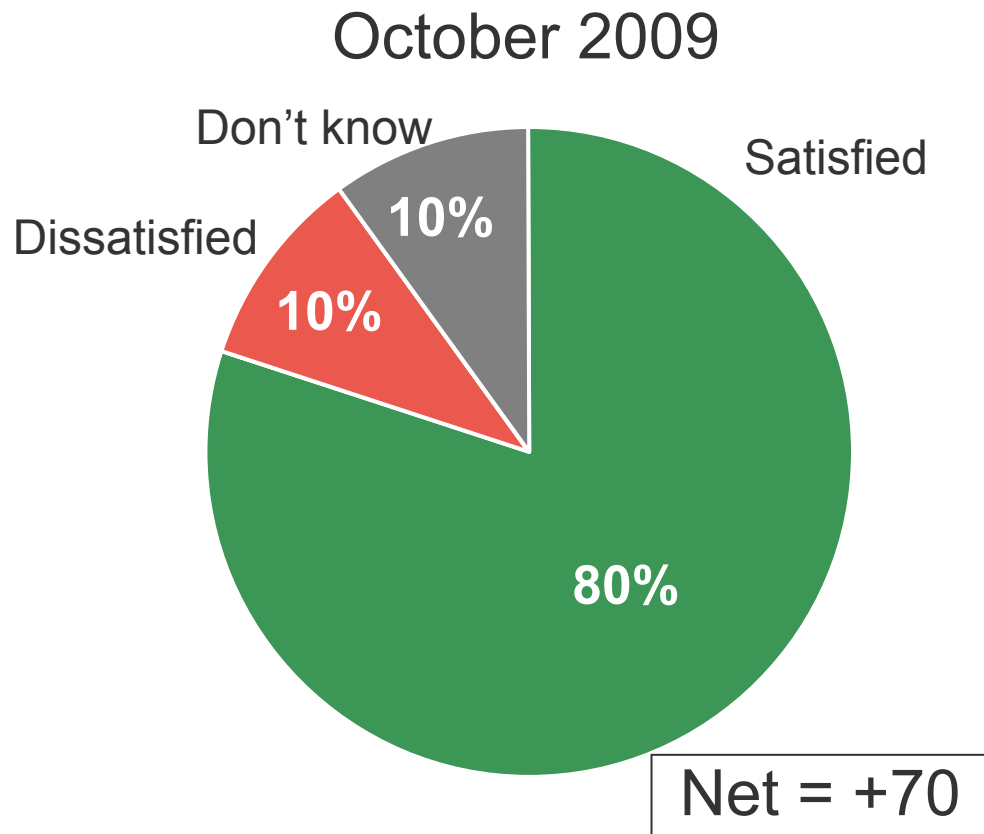
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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?



Base: 302 Conservative supporters 18+, 16th-18th October 2009

Ipsos MORI

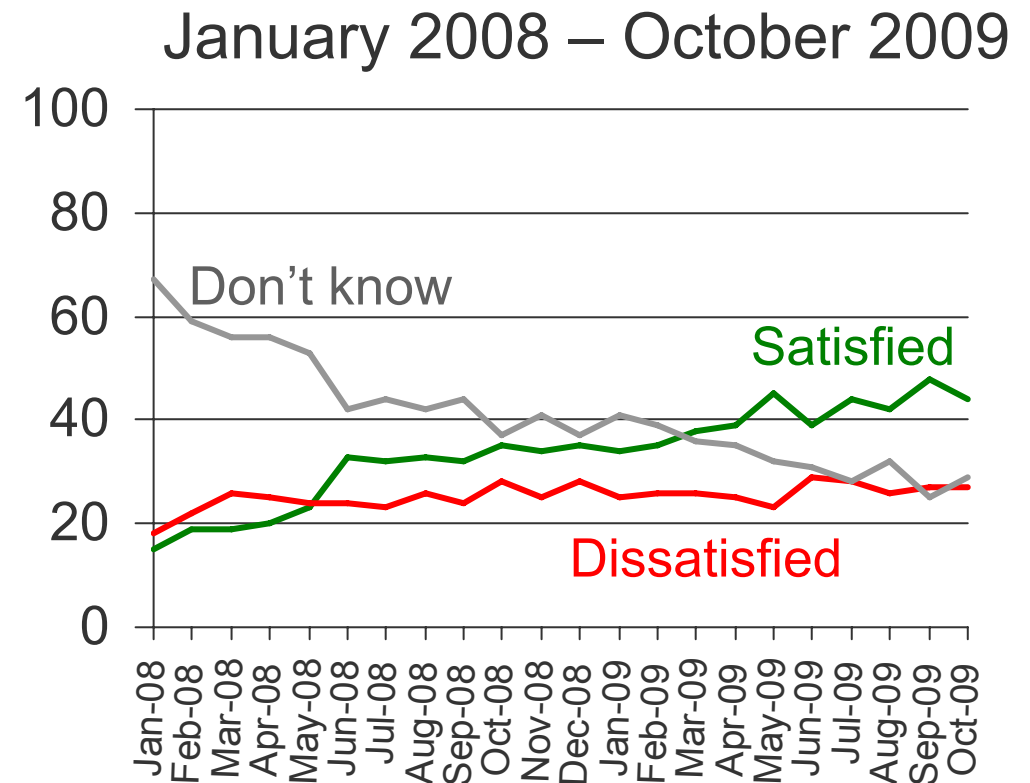
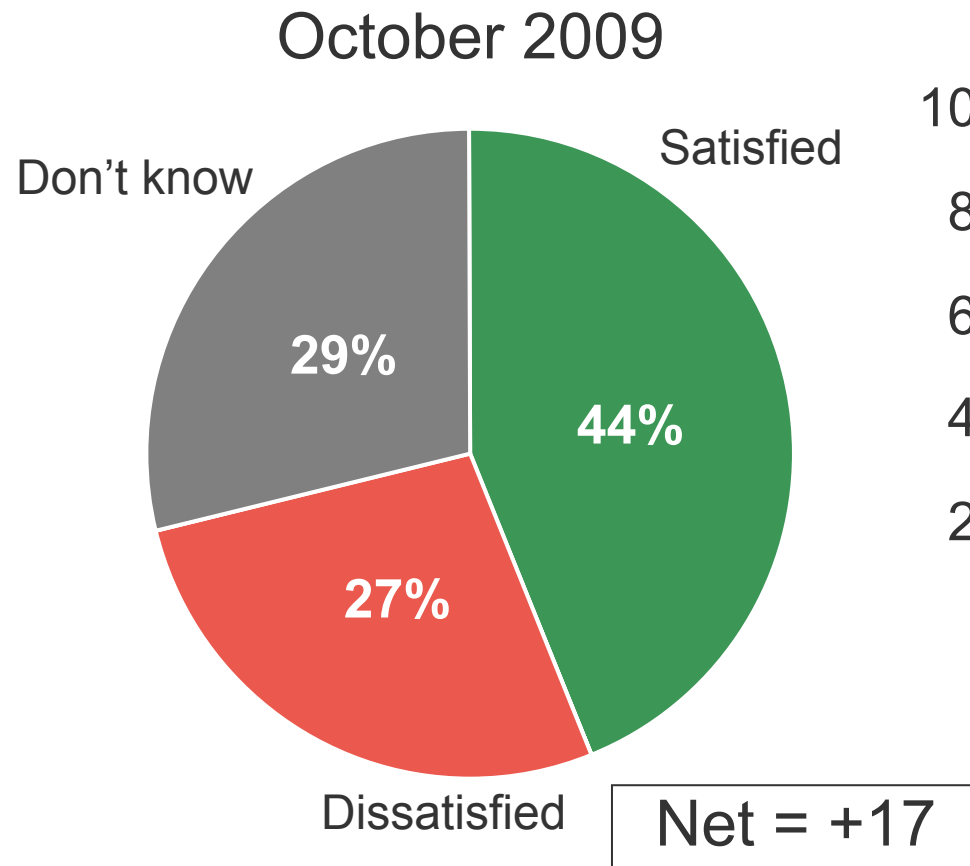
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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: 996 British adults 18+, 16th-18th October 2009

Ipsos MORI

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

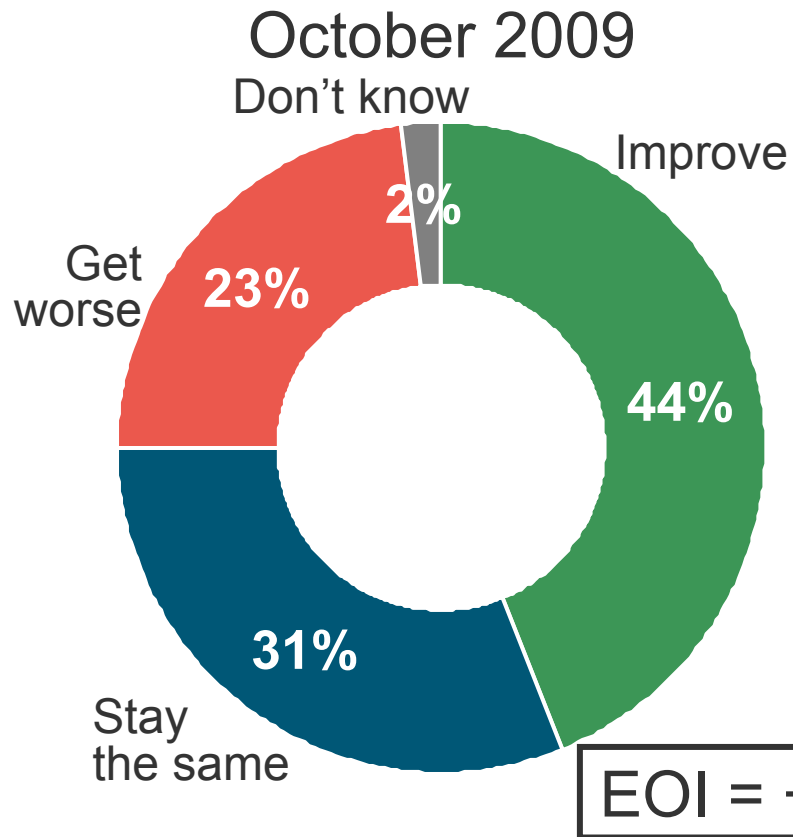
Source: Ipsos MORI Political Monitor



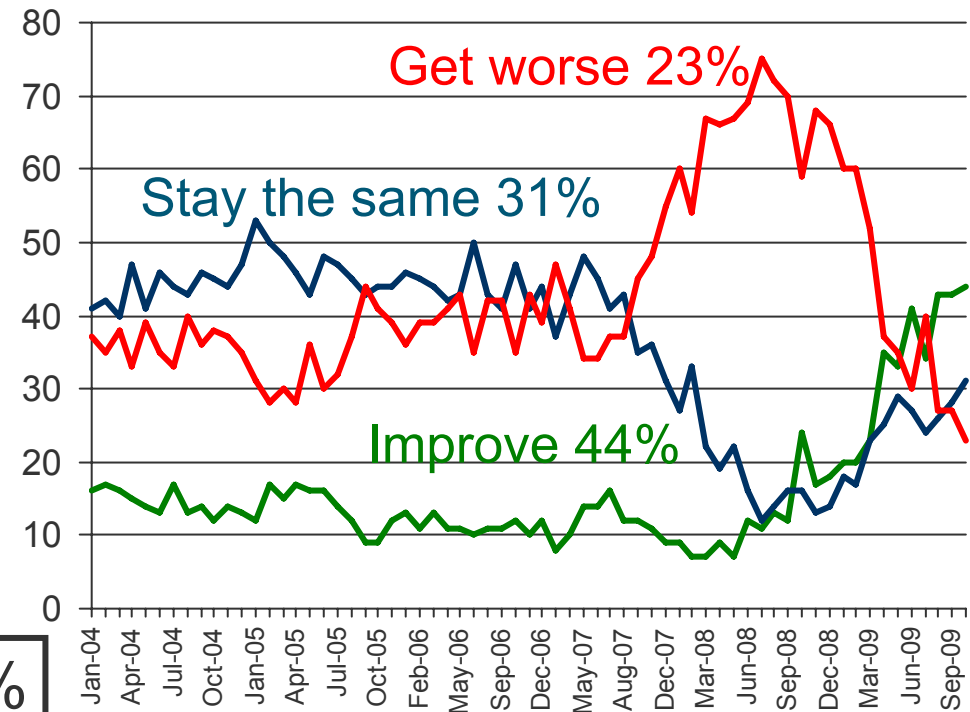
Economic Optimism

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 2004 – October 2009



Base: 996 British adults 18+, 16th-18th October 2009

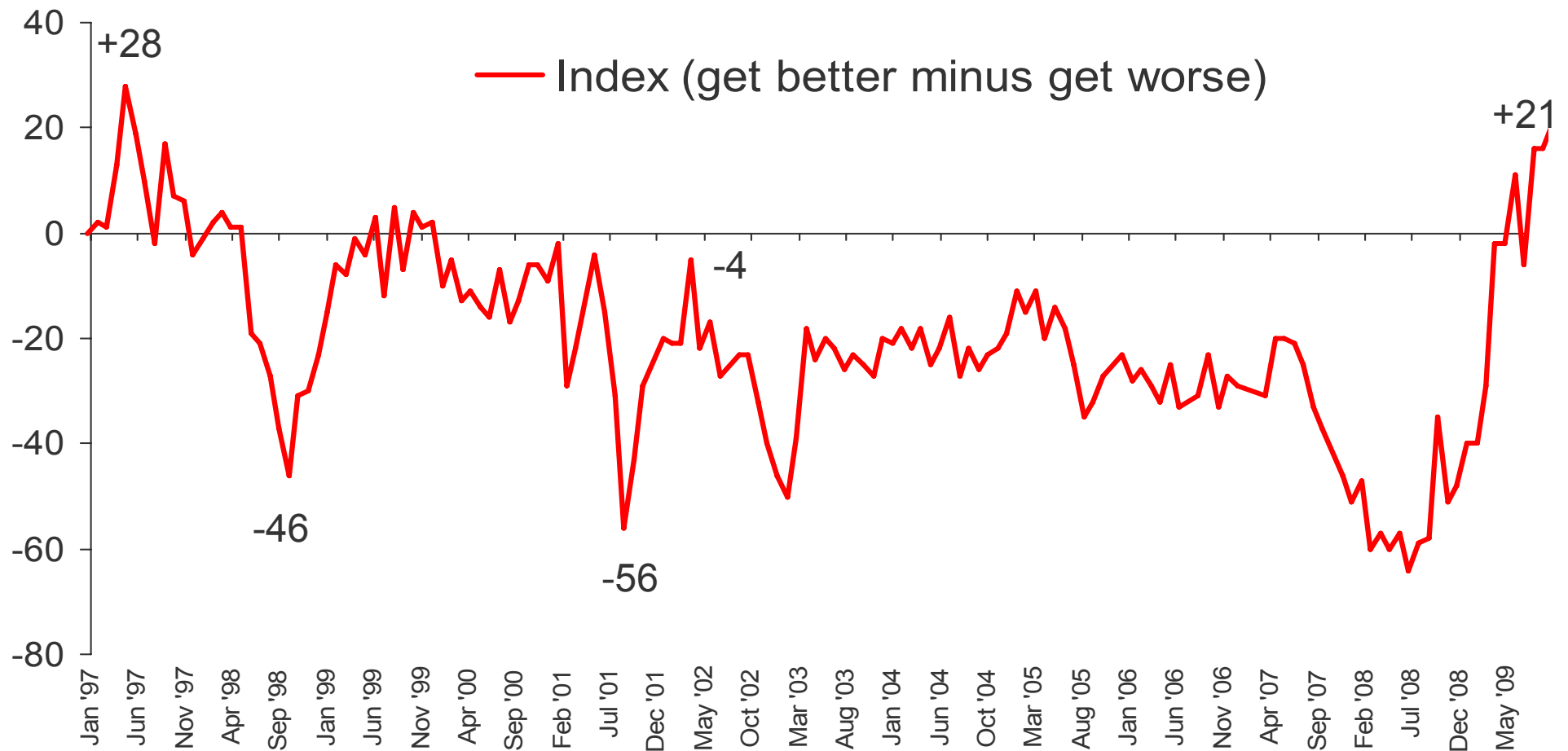
Ipsos MORI

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

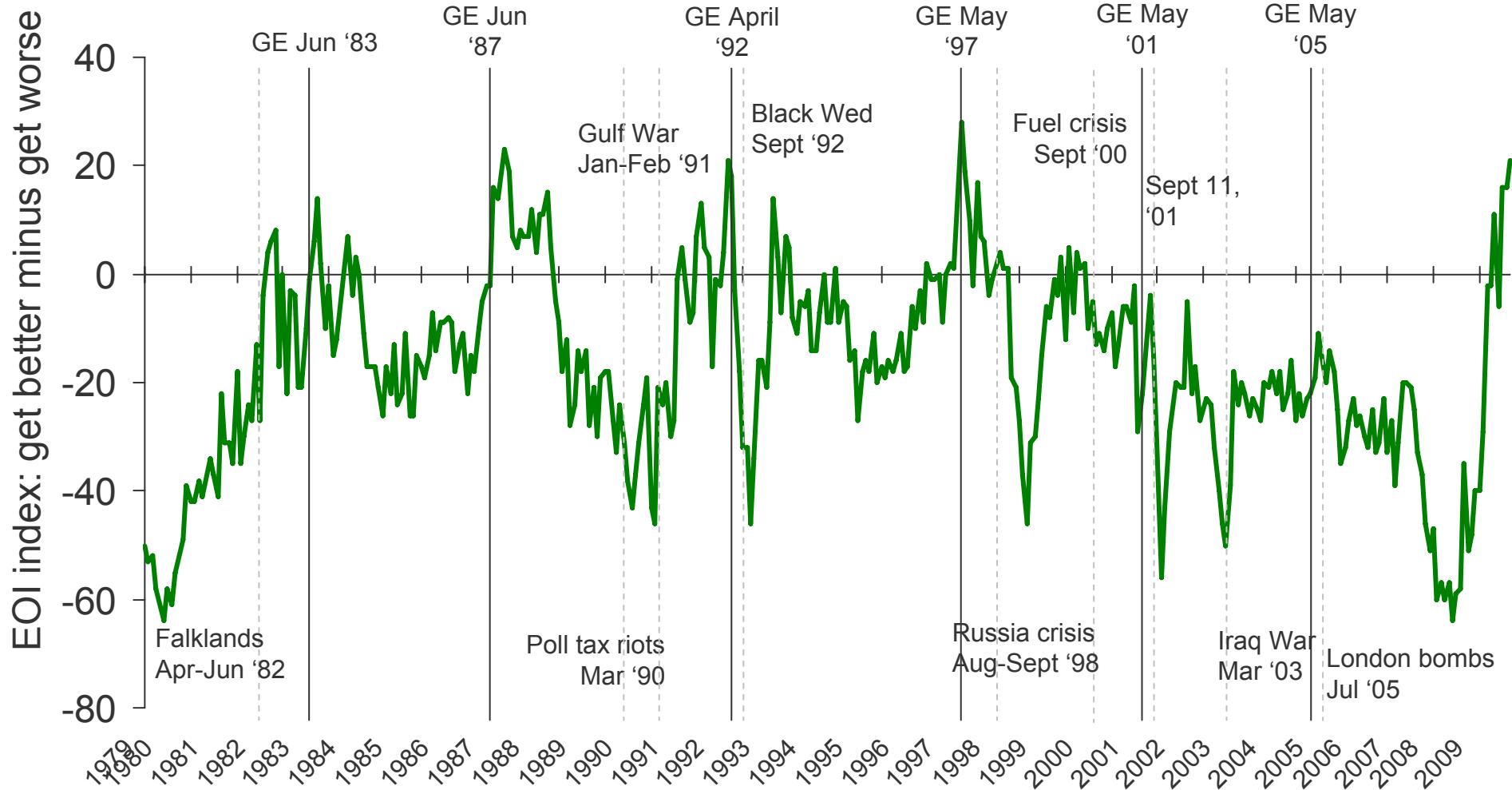
Ipsos MORI

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

Ipsos MORI

Source: Ipsos MORI Political Monitor

