



# Political Monitor Trends

January 2010

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**Ipsos MORI**

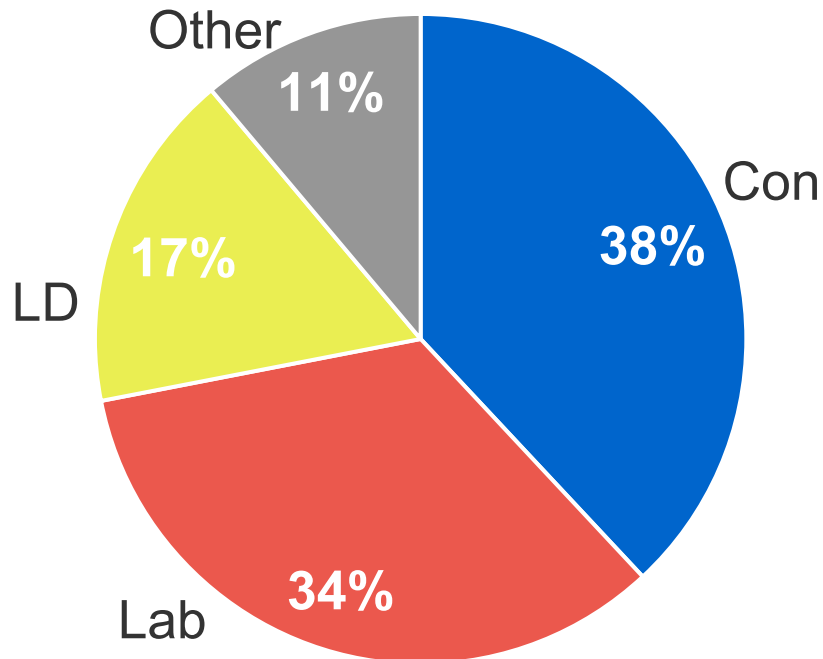


# Voting Intentions

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

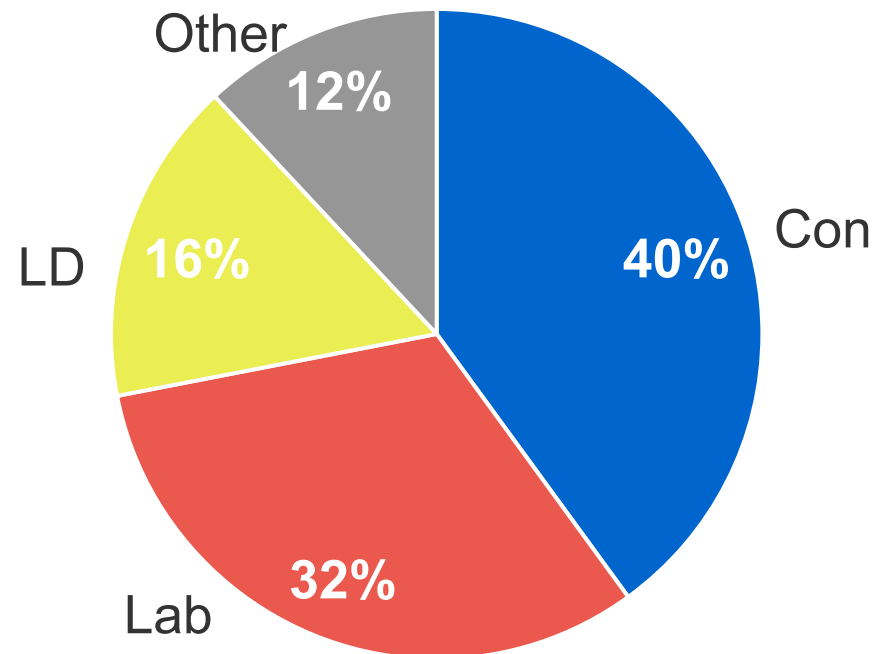
*How would you vote if there were a General Election tomorrow?*

All giving a voting intention (78%)



Conservative lead = +4

All certain to vote (52%)



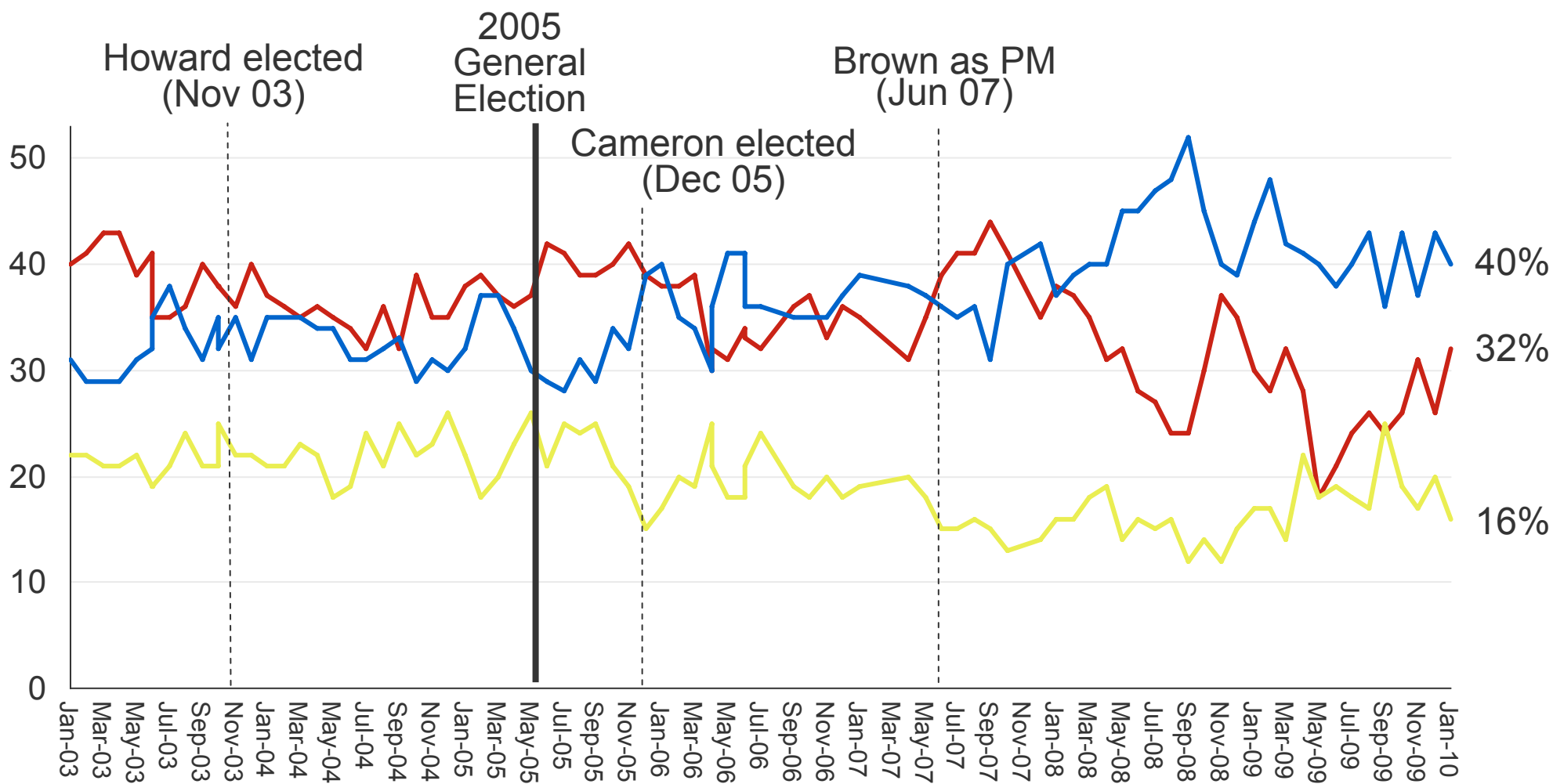
Conservative lead = +8

Base: All giving a voting intention = 777 unweighted, All certain to vote = 519 unweighted; data collected among 1,001 British adults 18+, 26th-28th January 2010

Source: Ipsos MORI Political Monitor

# Voting Intentions Jan 03 – January 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  
Ipsos MORI

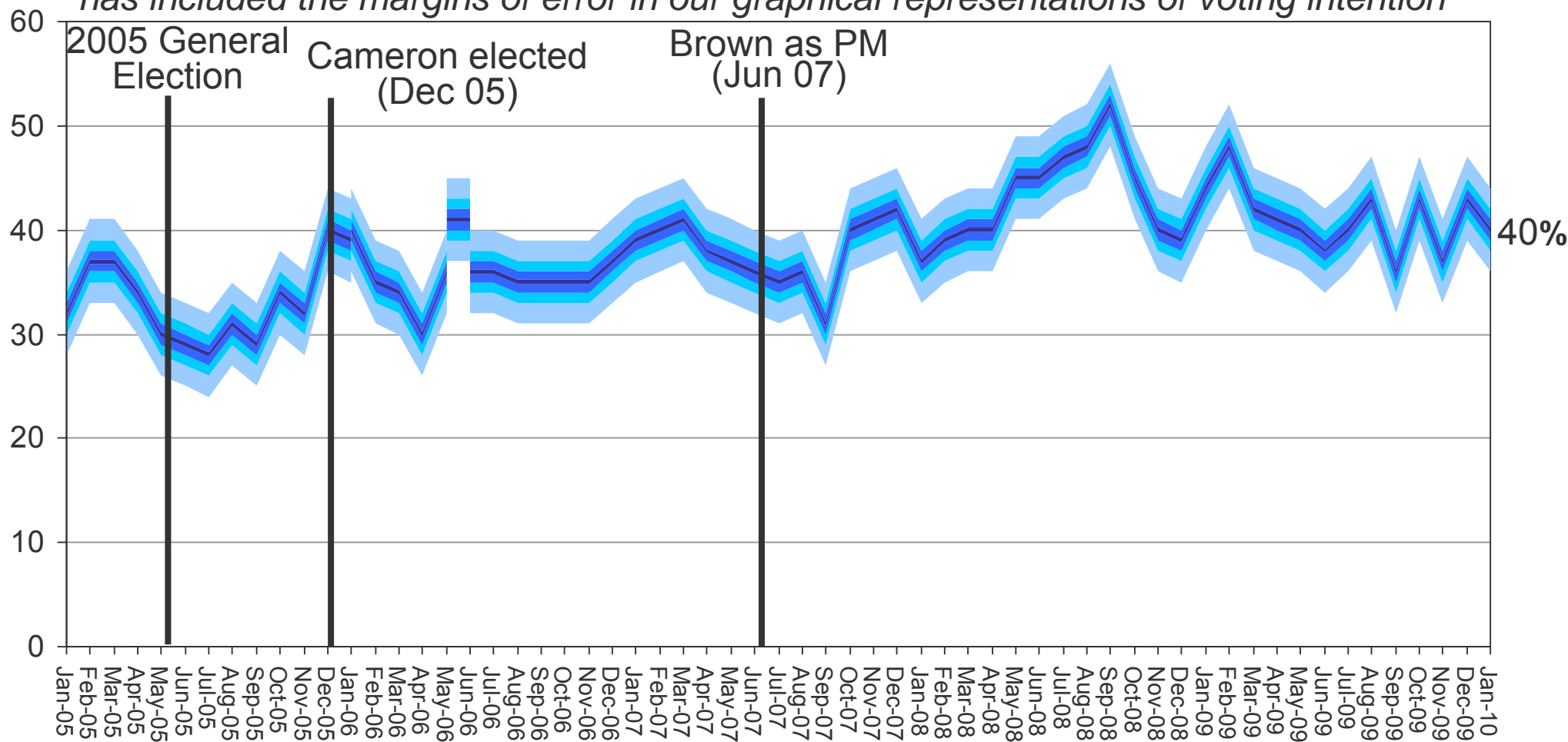
Source: Ipsos MORI Political Monitor



# 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*



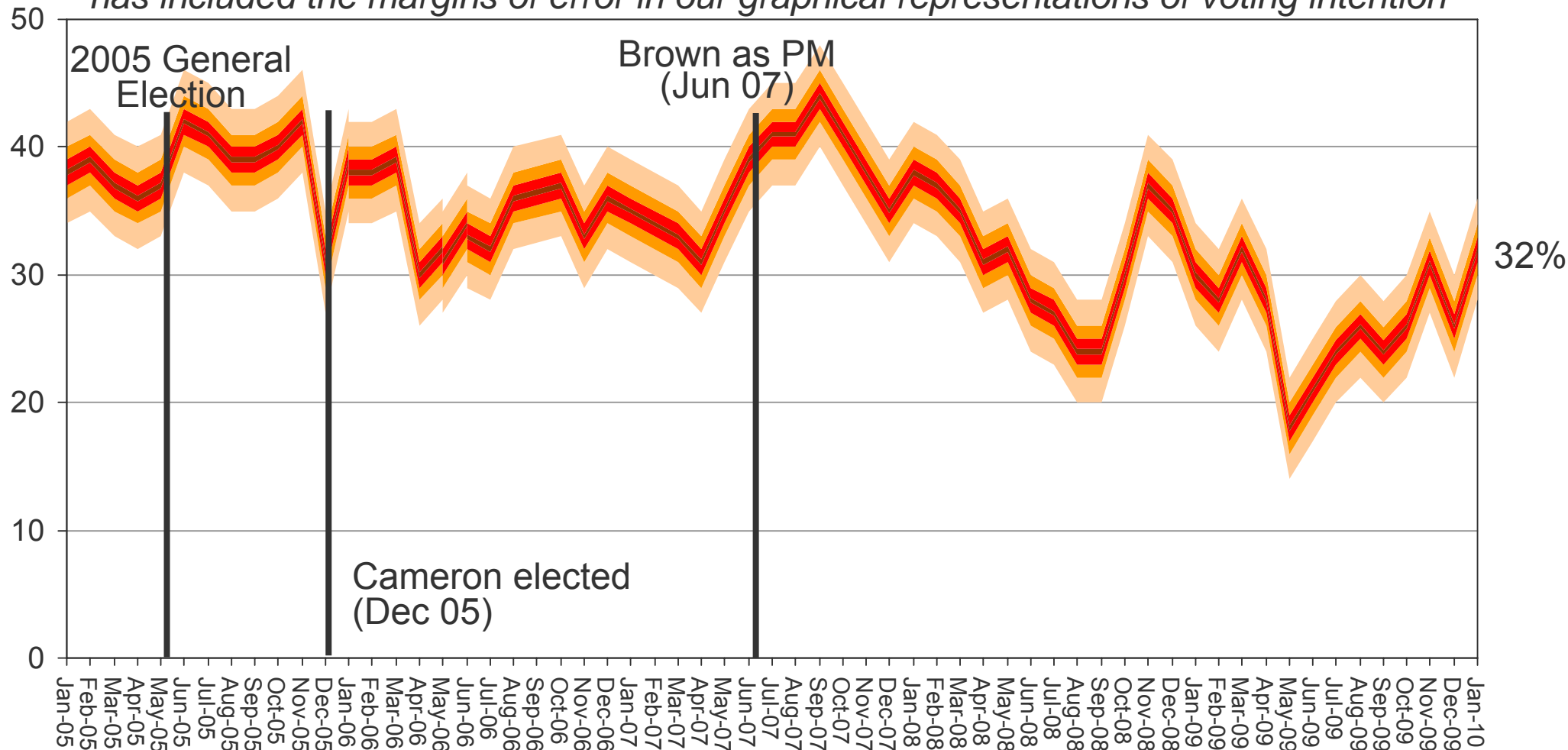
Base: c. 1,000 British adults each month

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*

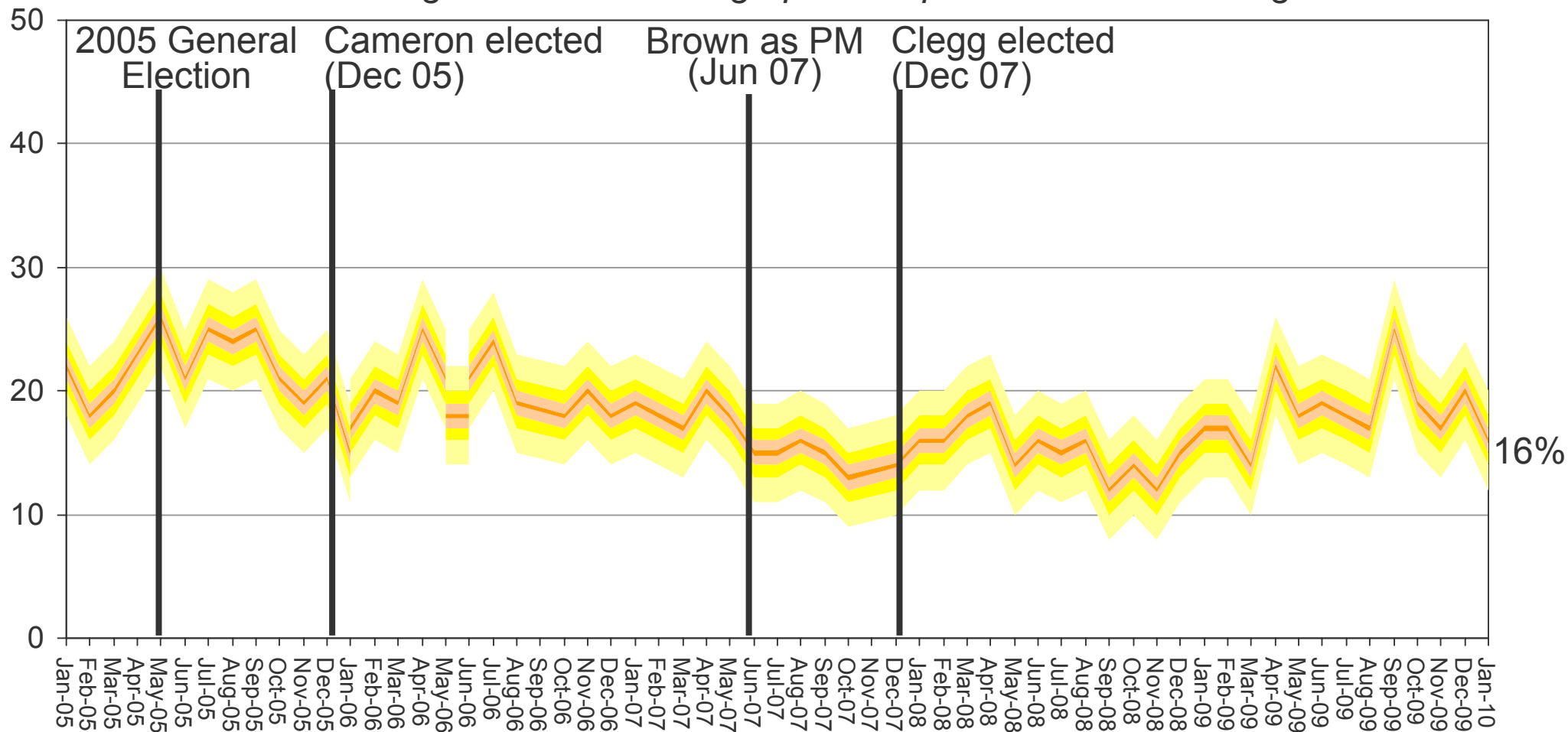


Base: c. 1,000 British adults each month

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*

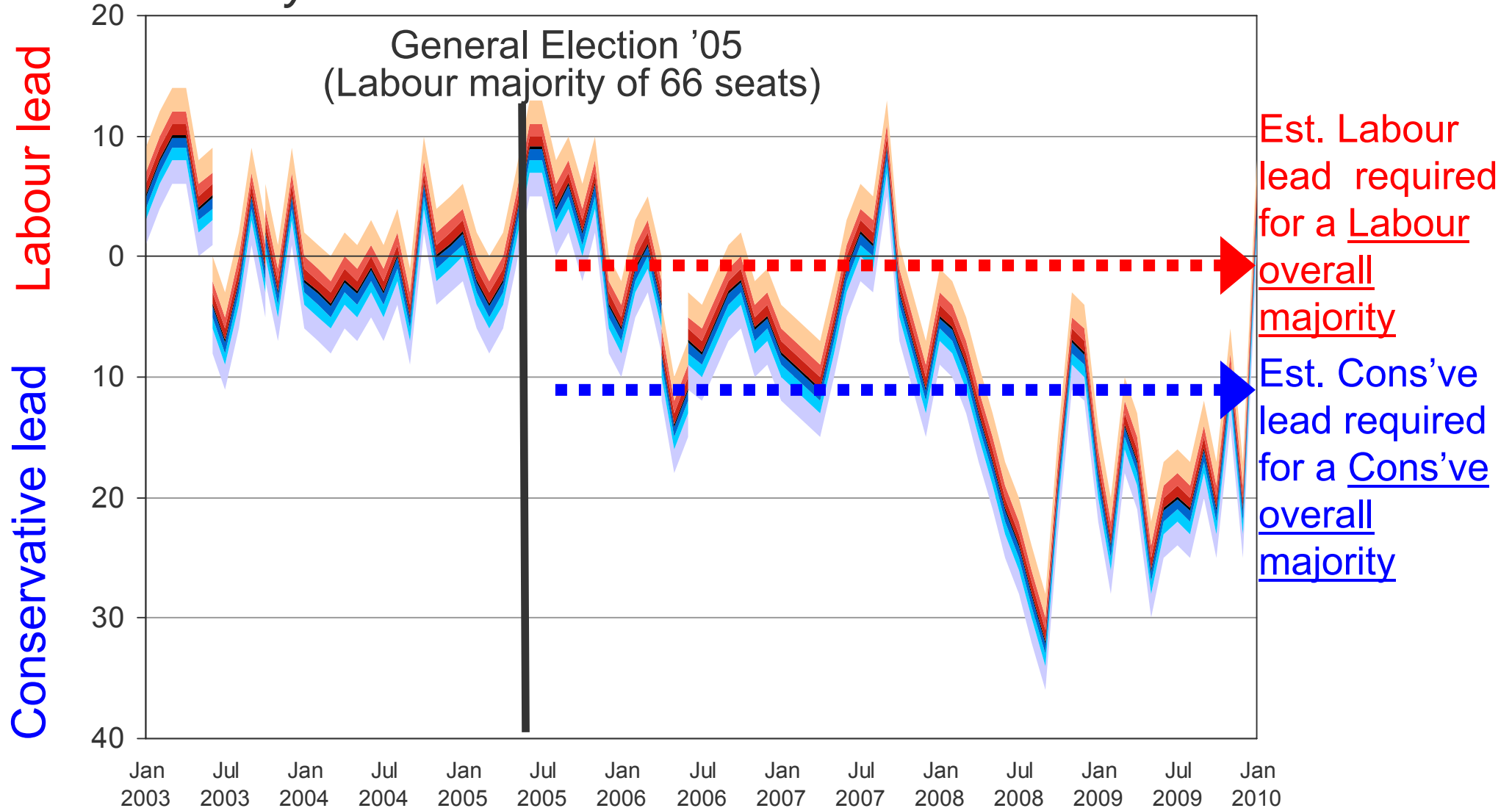


Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Leads and error margins

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



Labour lead

Conservative lead

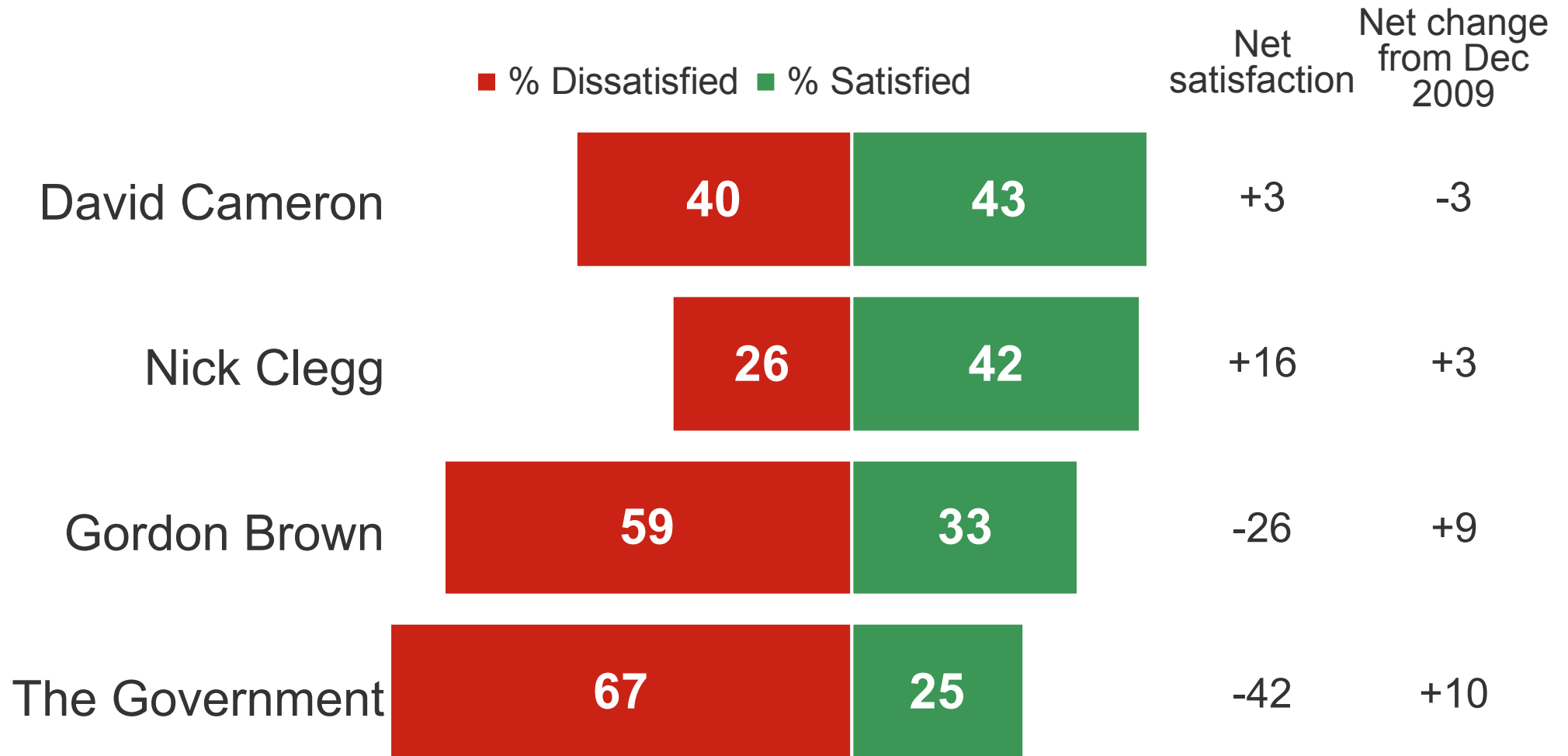
Est. Labour lead required for a Labour overall majority

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: 1,001 British adults 18+, 26th-28th January 2010

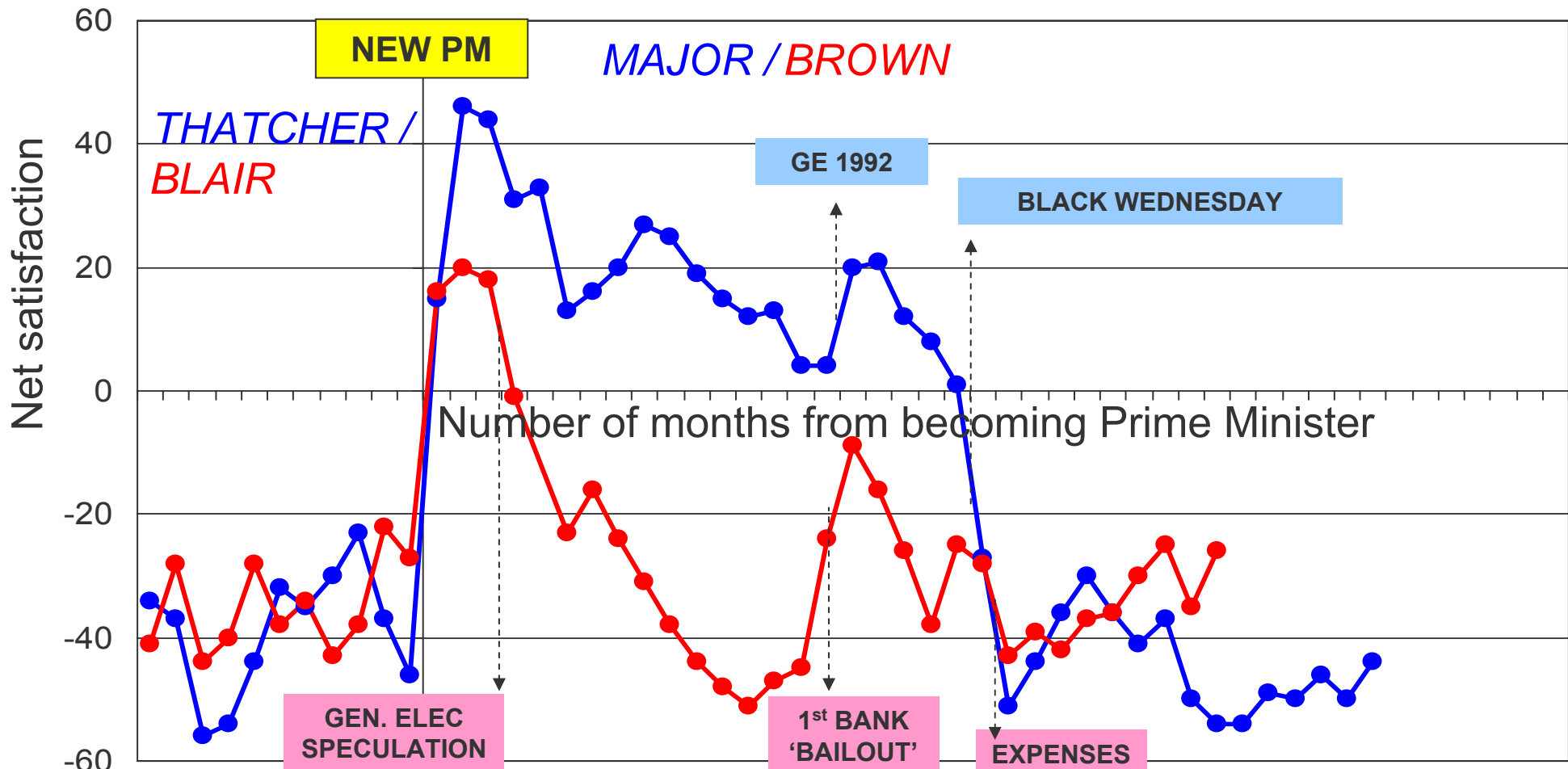
Ipsos MORI

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

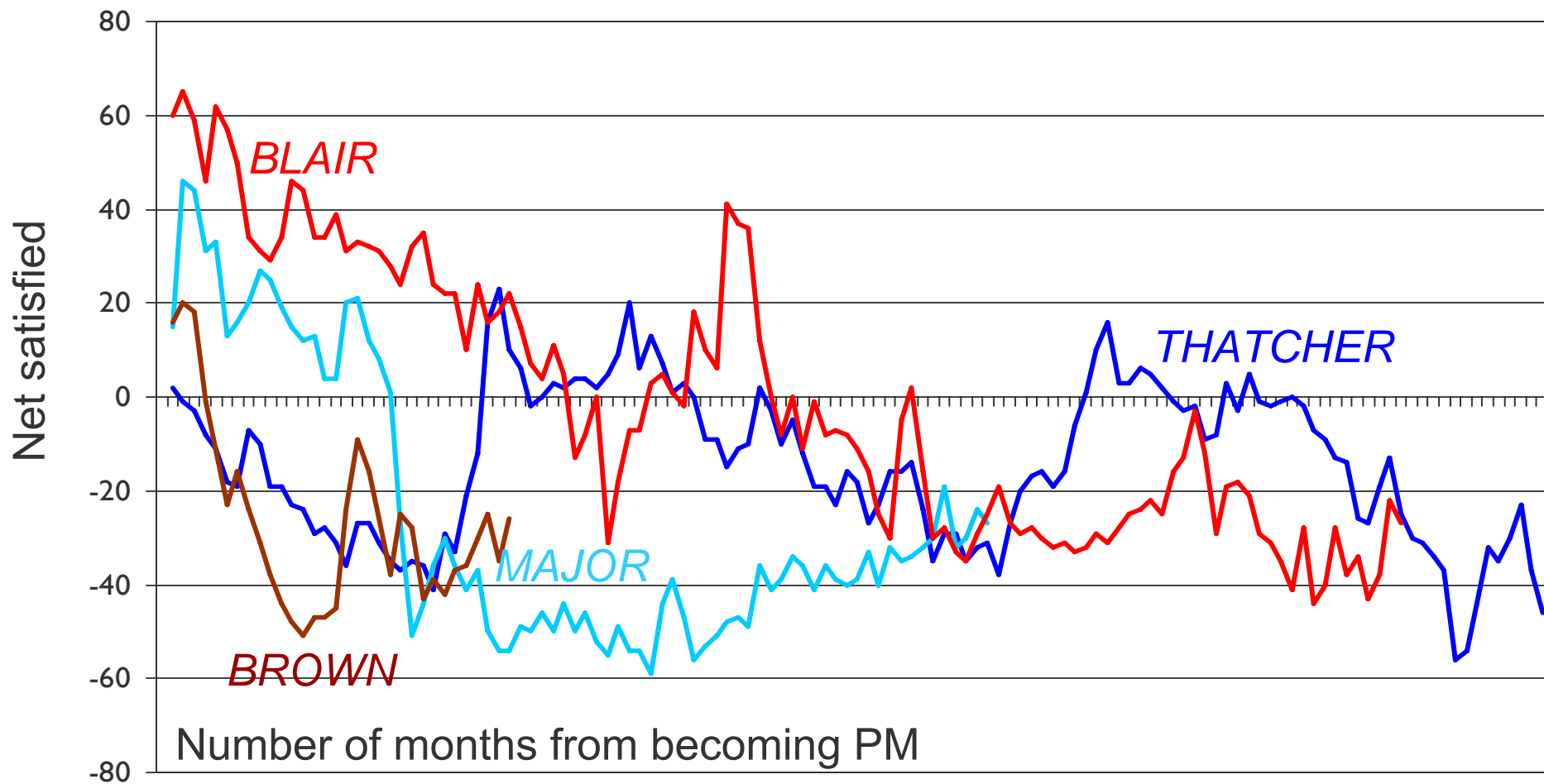
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979–2010)

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



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

Ipsos MORI

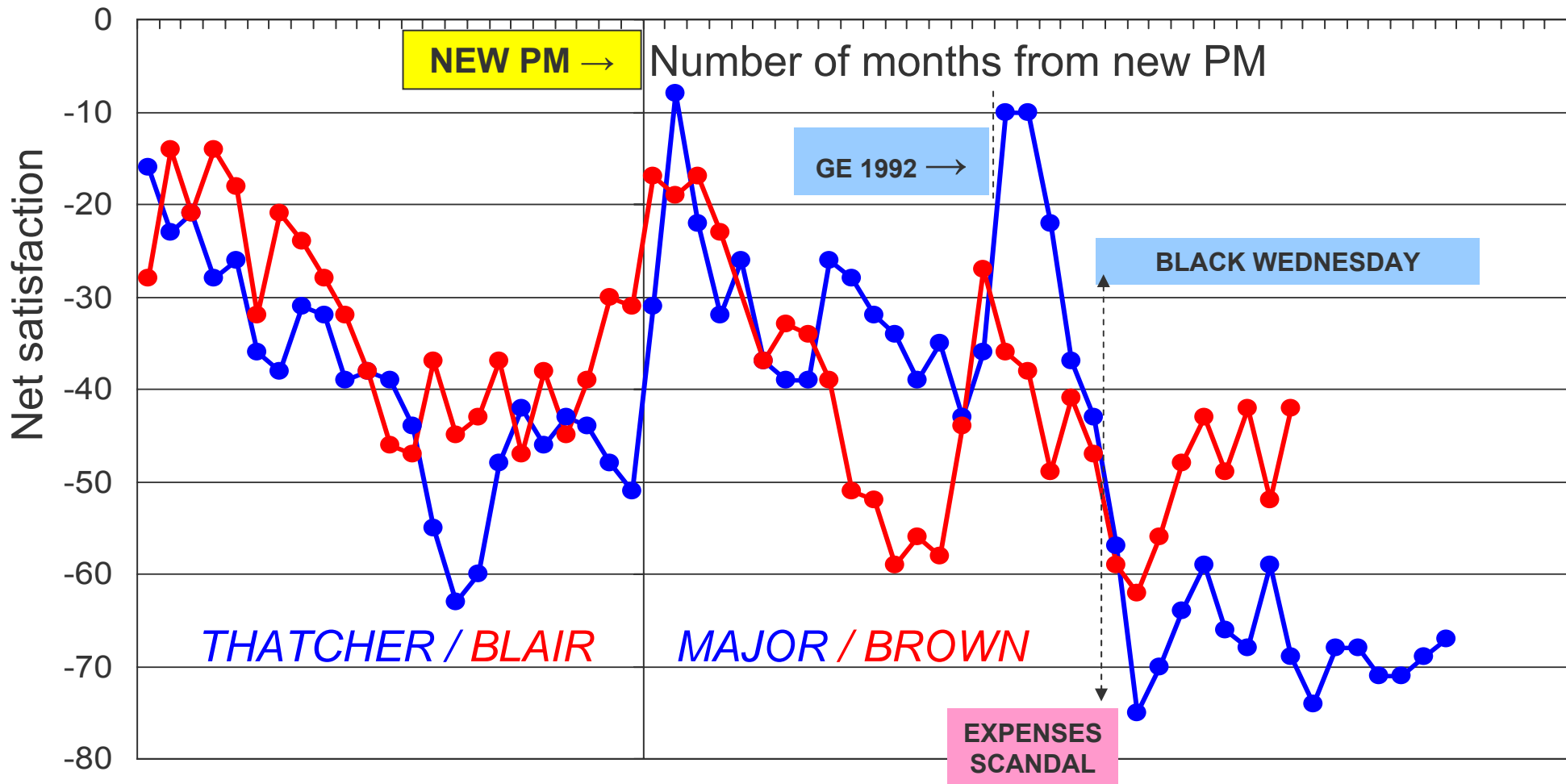
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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

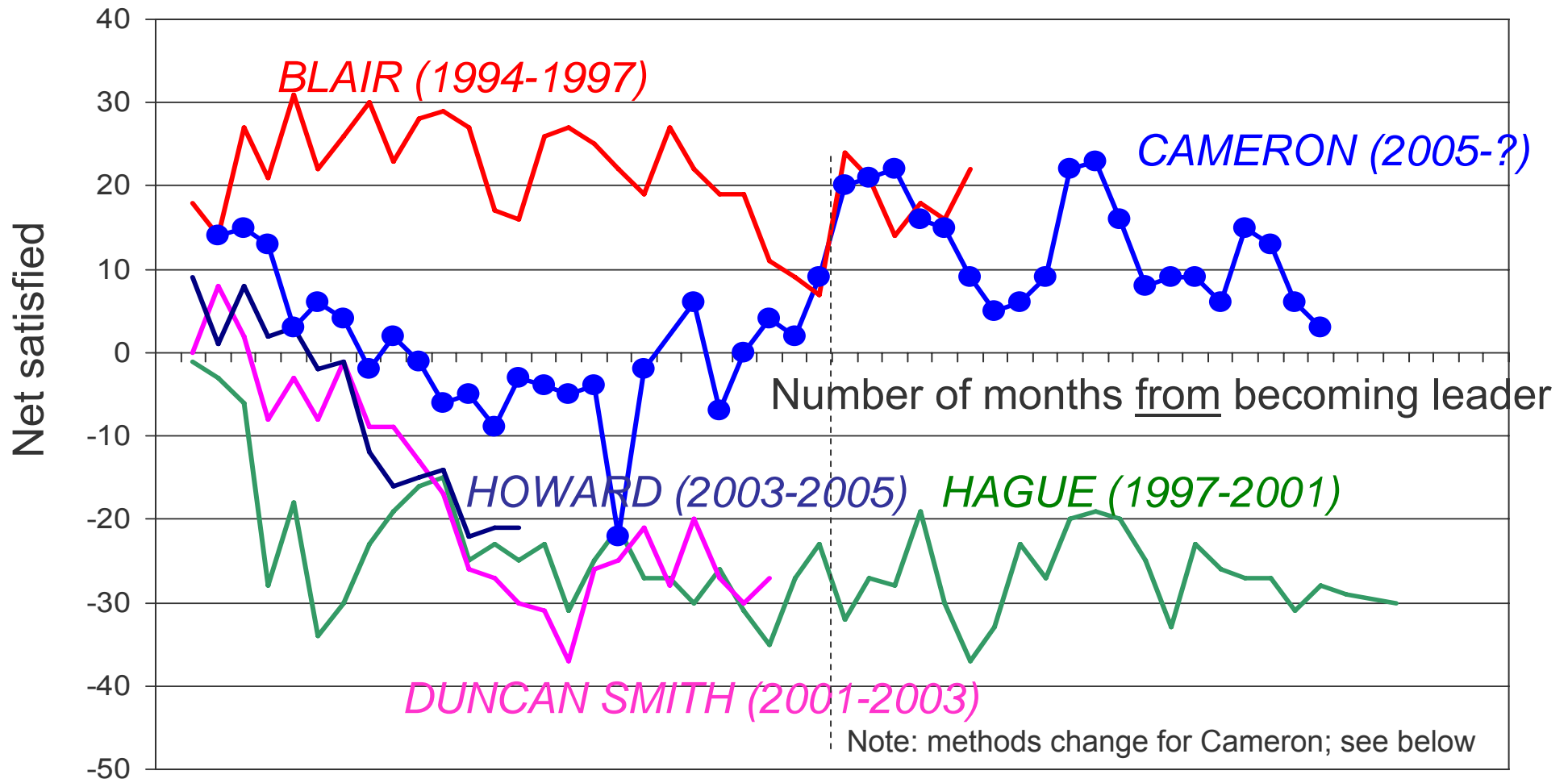
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

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 3<sup>rd</sup> 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

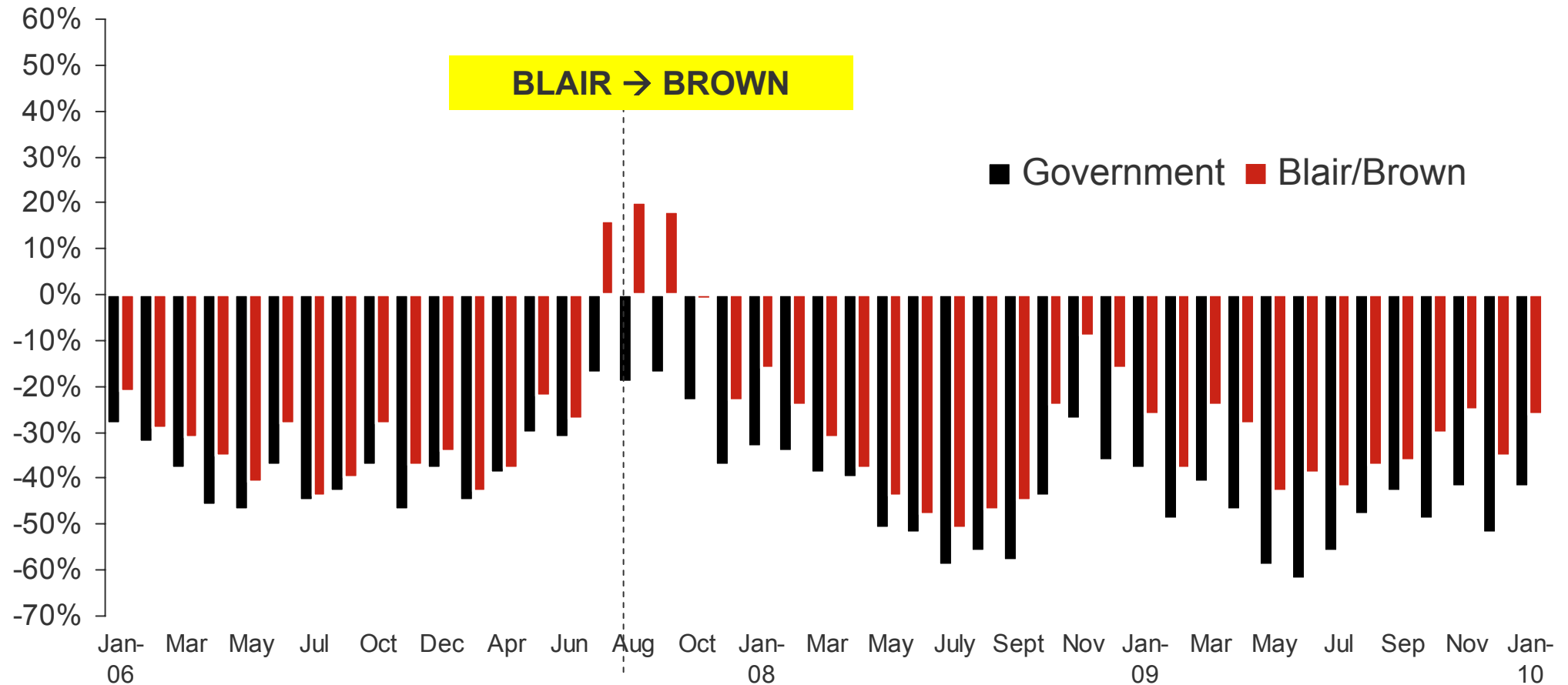
Source: Ipsos MORI Political Monitor



# 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

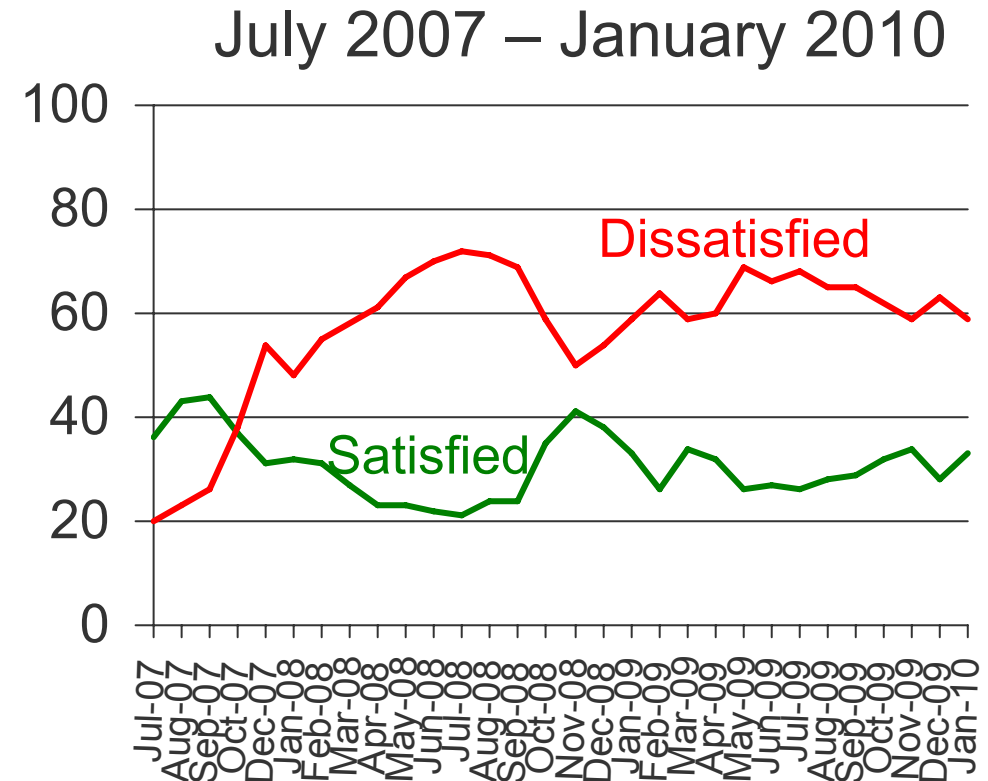
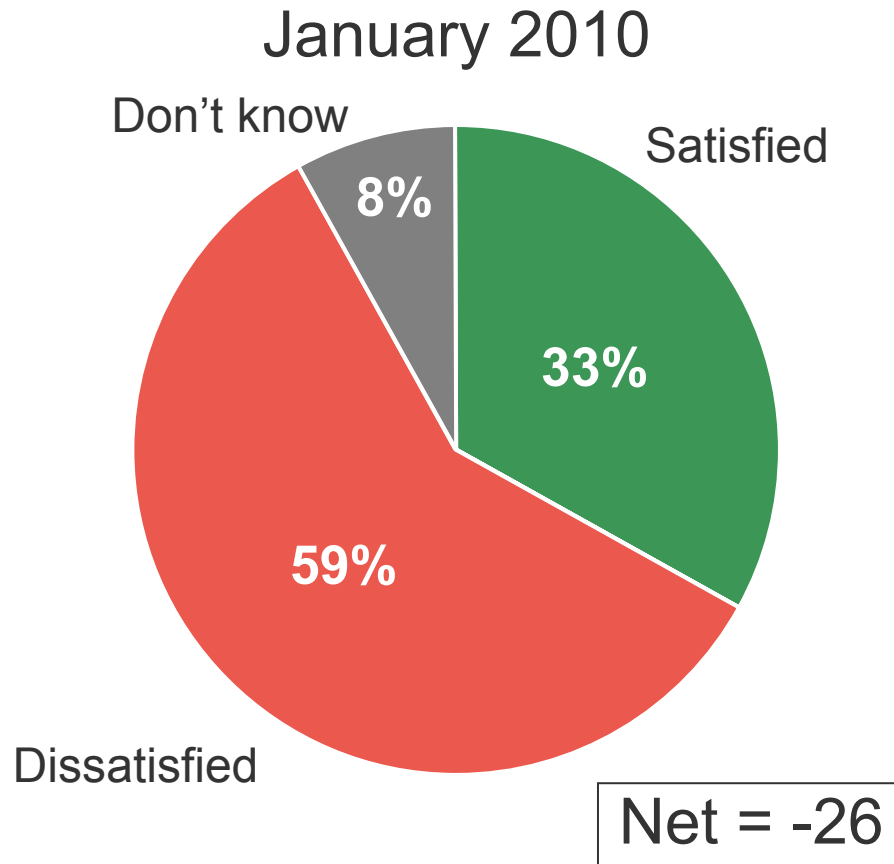
Source: Ipsos MORI Political Monitor

**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: 1,001 British adults 18+, 26th-28th January 2010

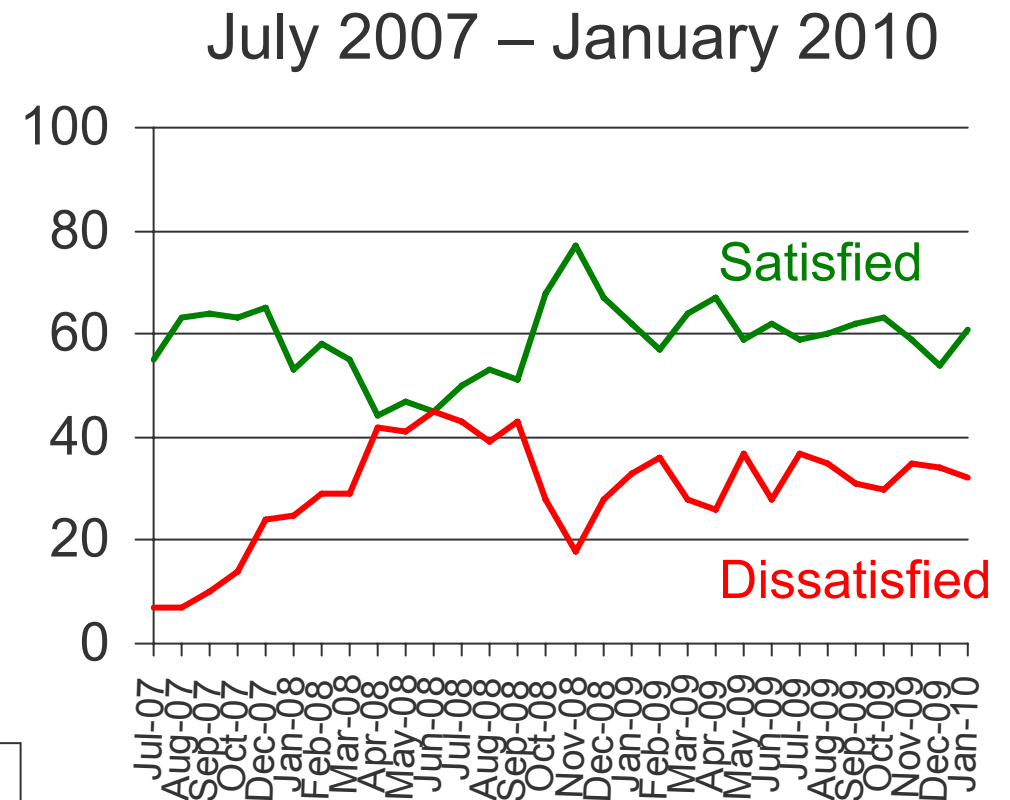
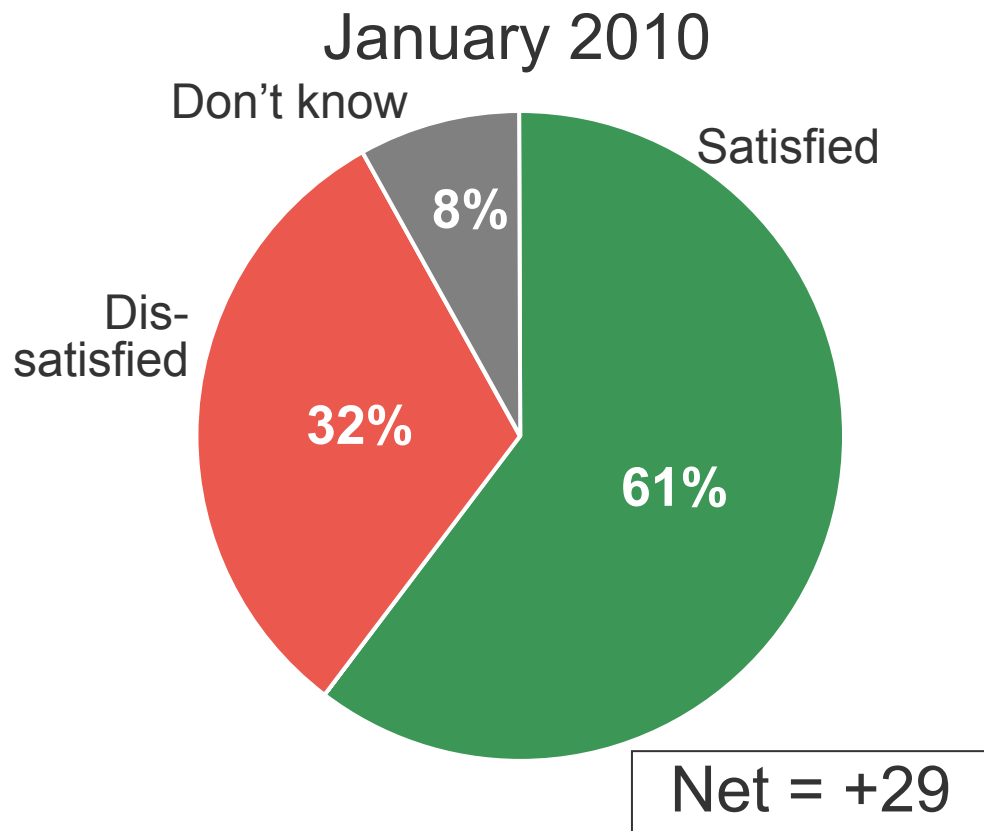
**Ipsos MORI** Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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: 253 Labour supporters 18+, 26th-28th January 2010

Ipsos MORI

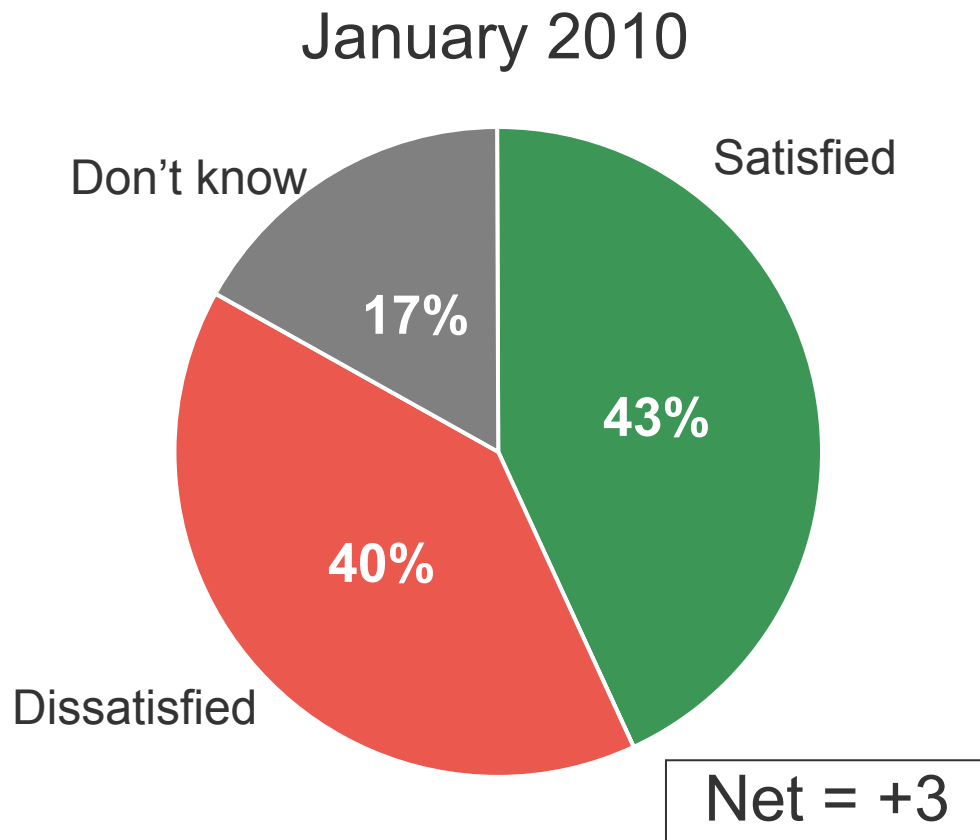
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor

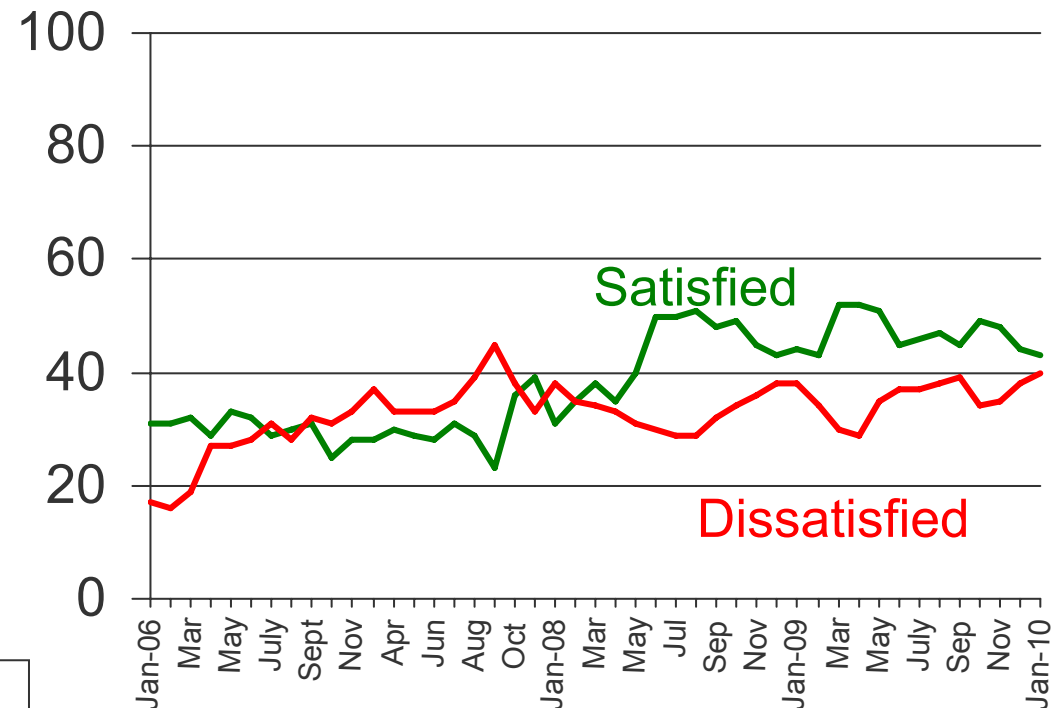


# David Cameron (satisfaction)

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



January 2006 – January 2010



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

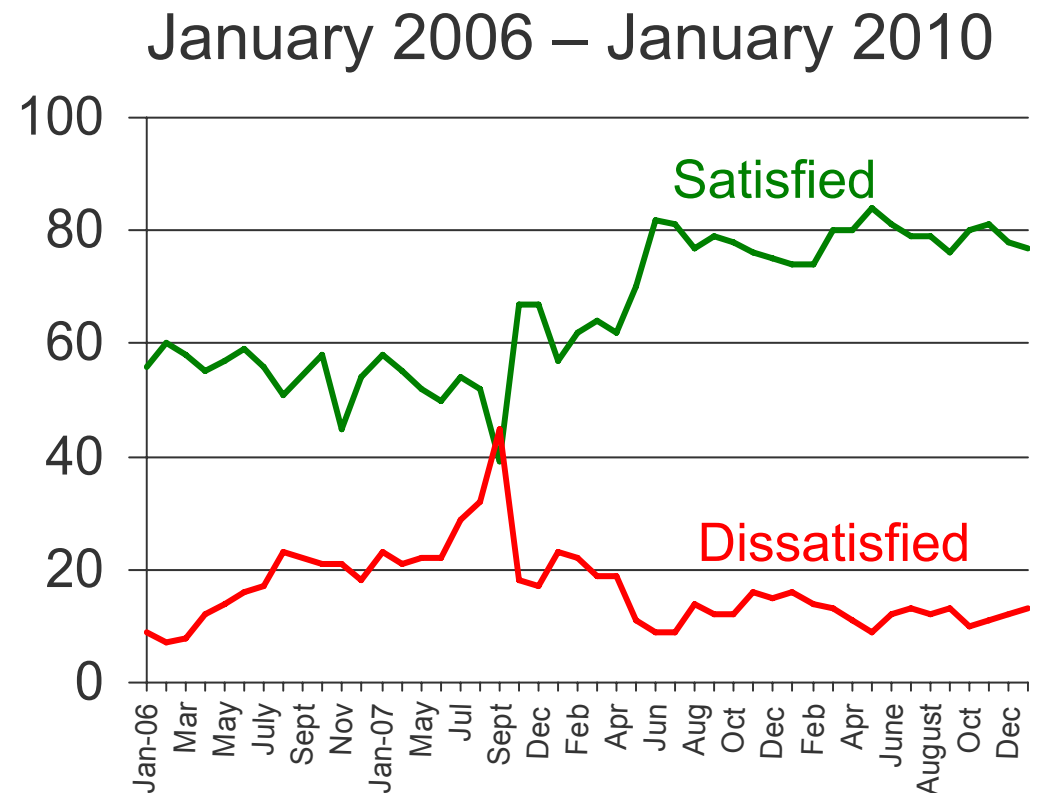
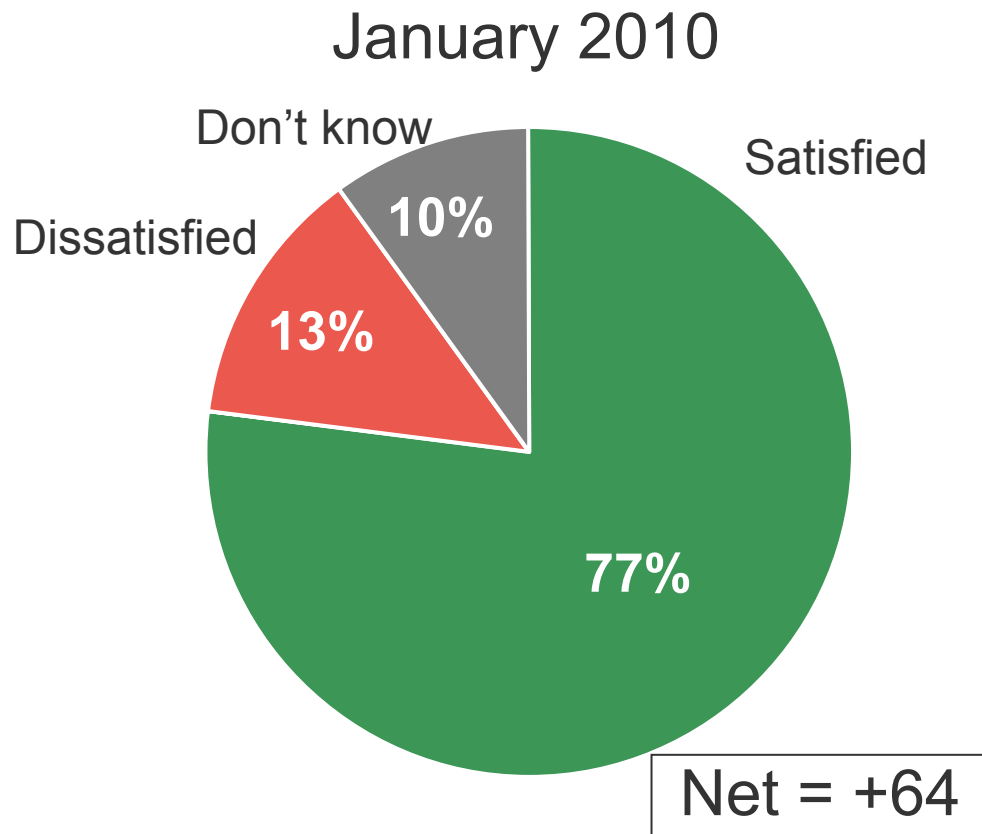
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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: 308 Conservative supporters 18+, 26th-28th January 2010

Ipsos MORI

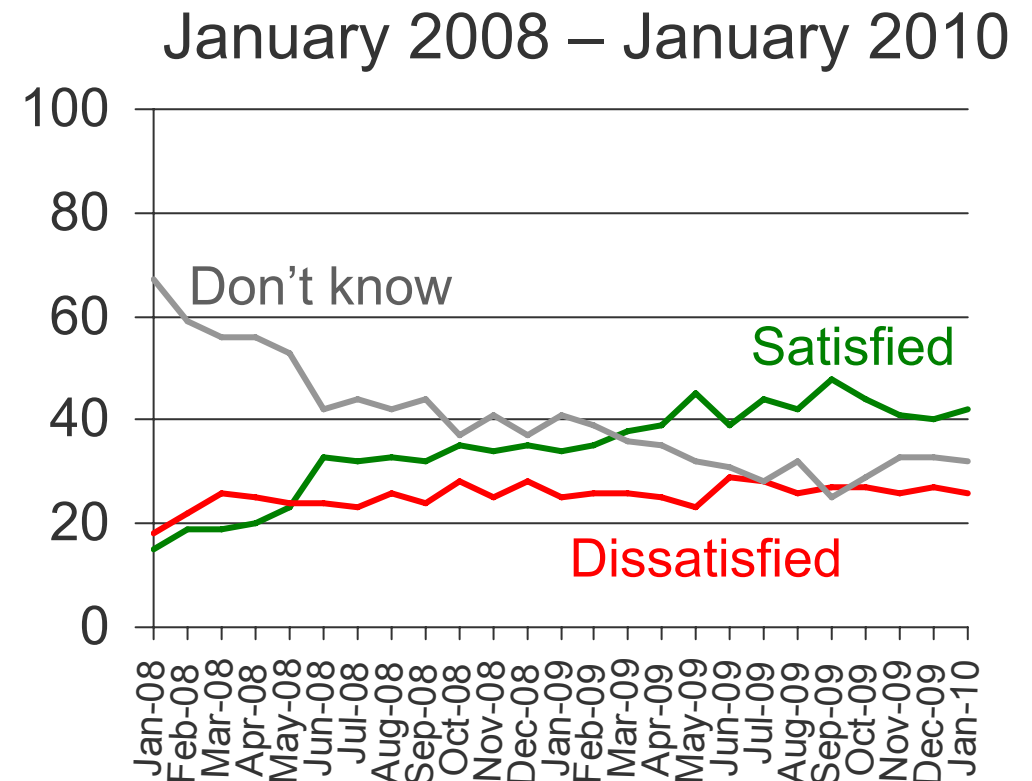
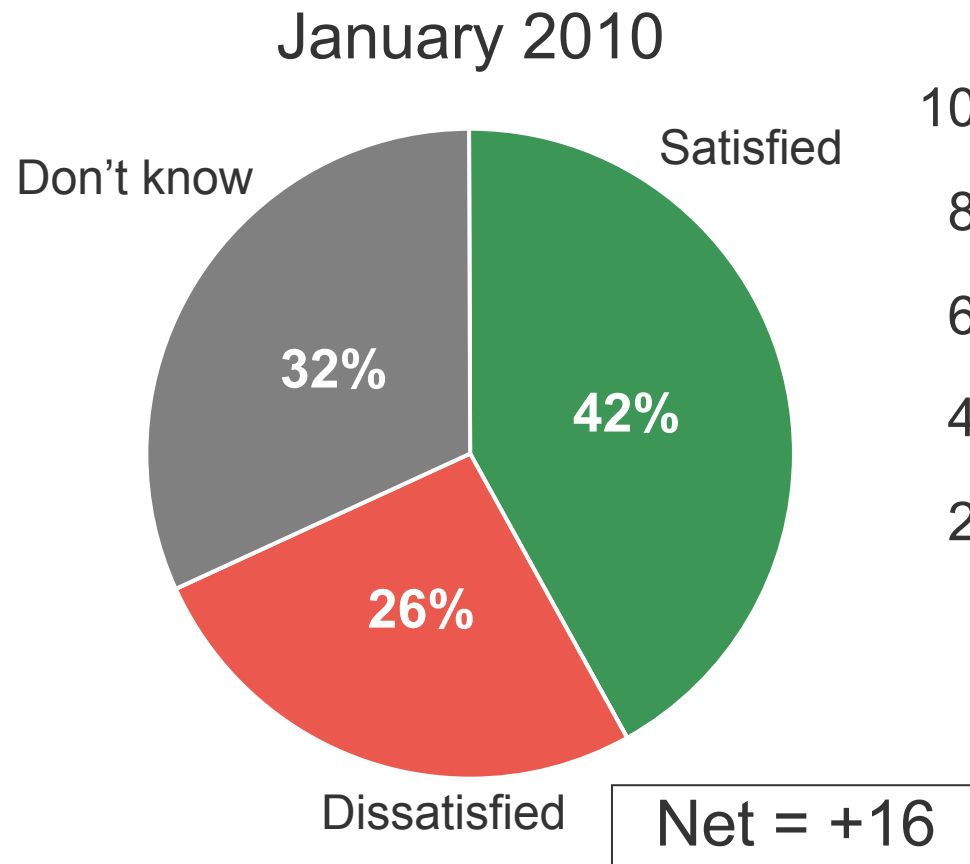
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI 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: 1,001 British adults 18+, 26th-28th January 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 Political Monitor

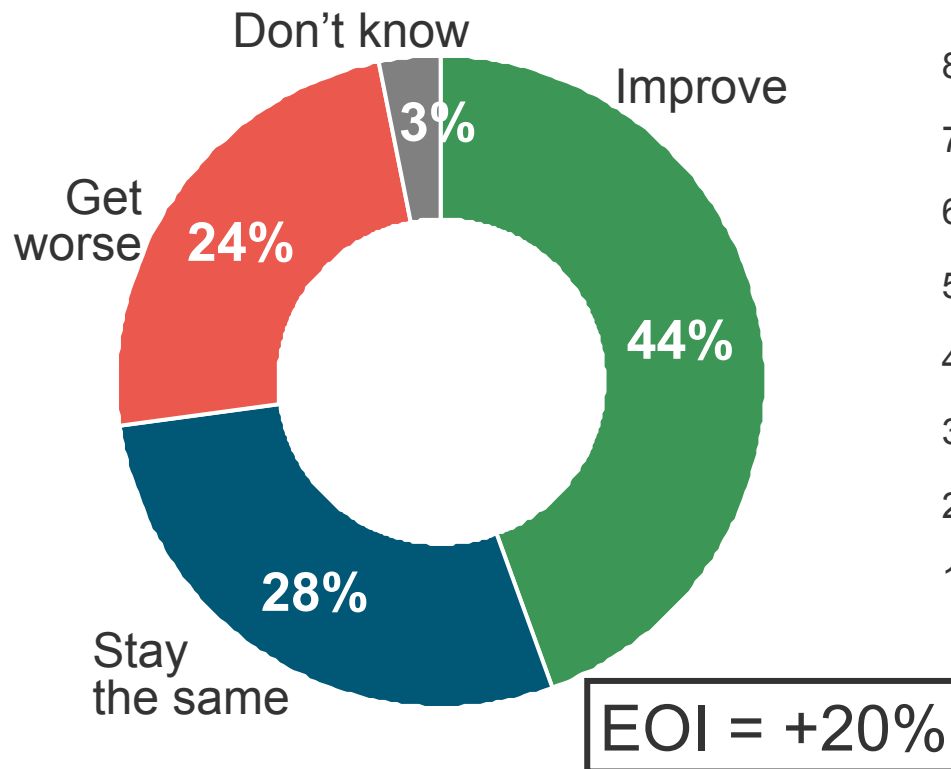


# Economic Optimism

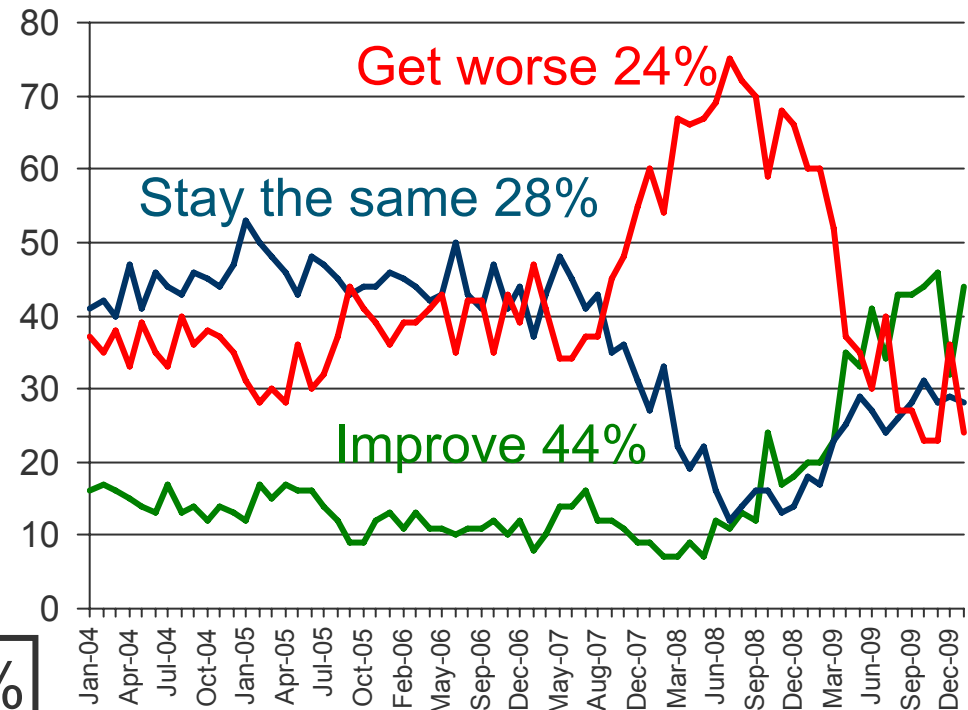
# Economic Optimism Index

*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 2010



January 2004 – January 2010



Base: 1,001 British adults 18+, 26th-28th January 2010

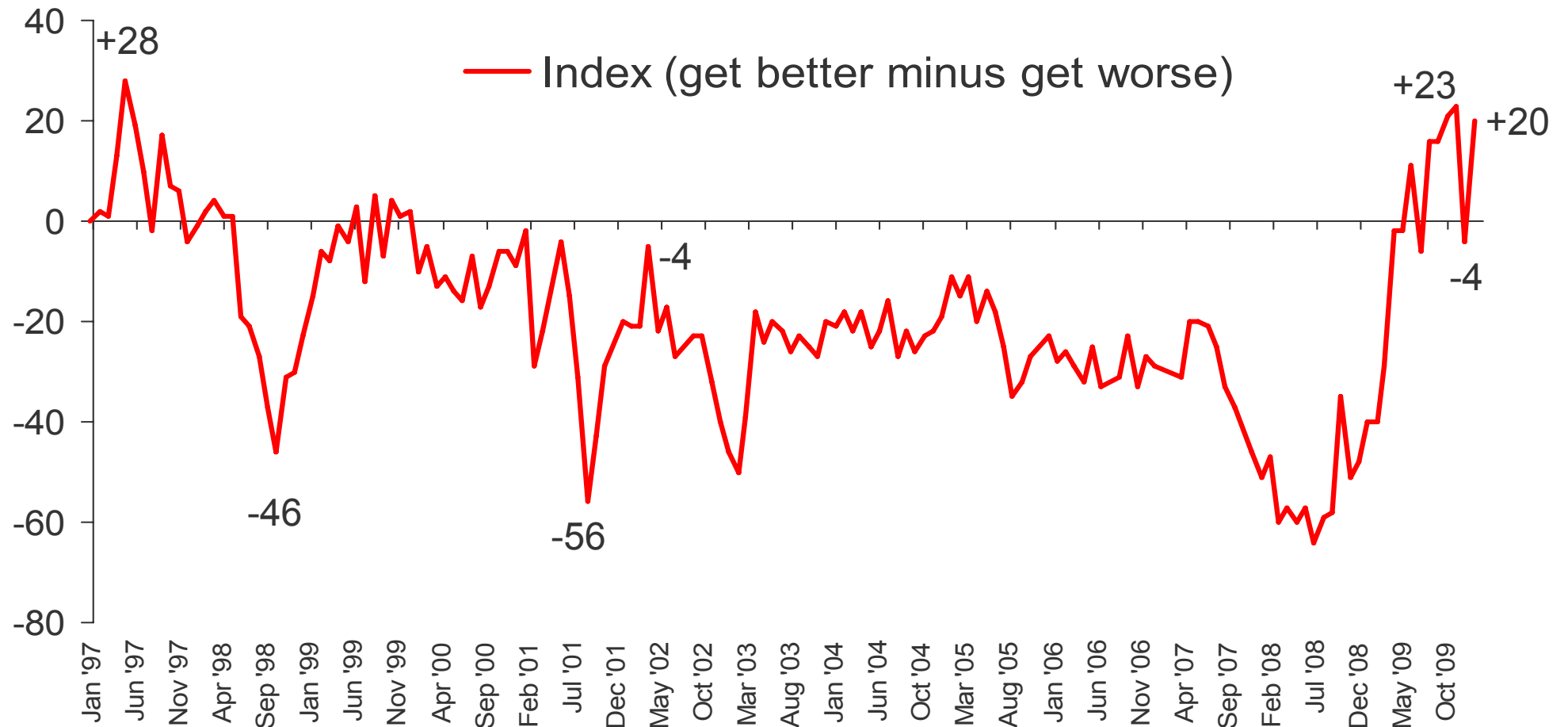
Ipsos MORI

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

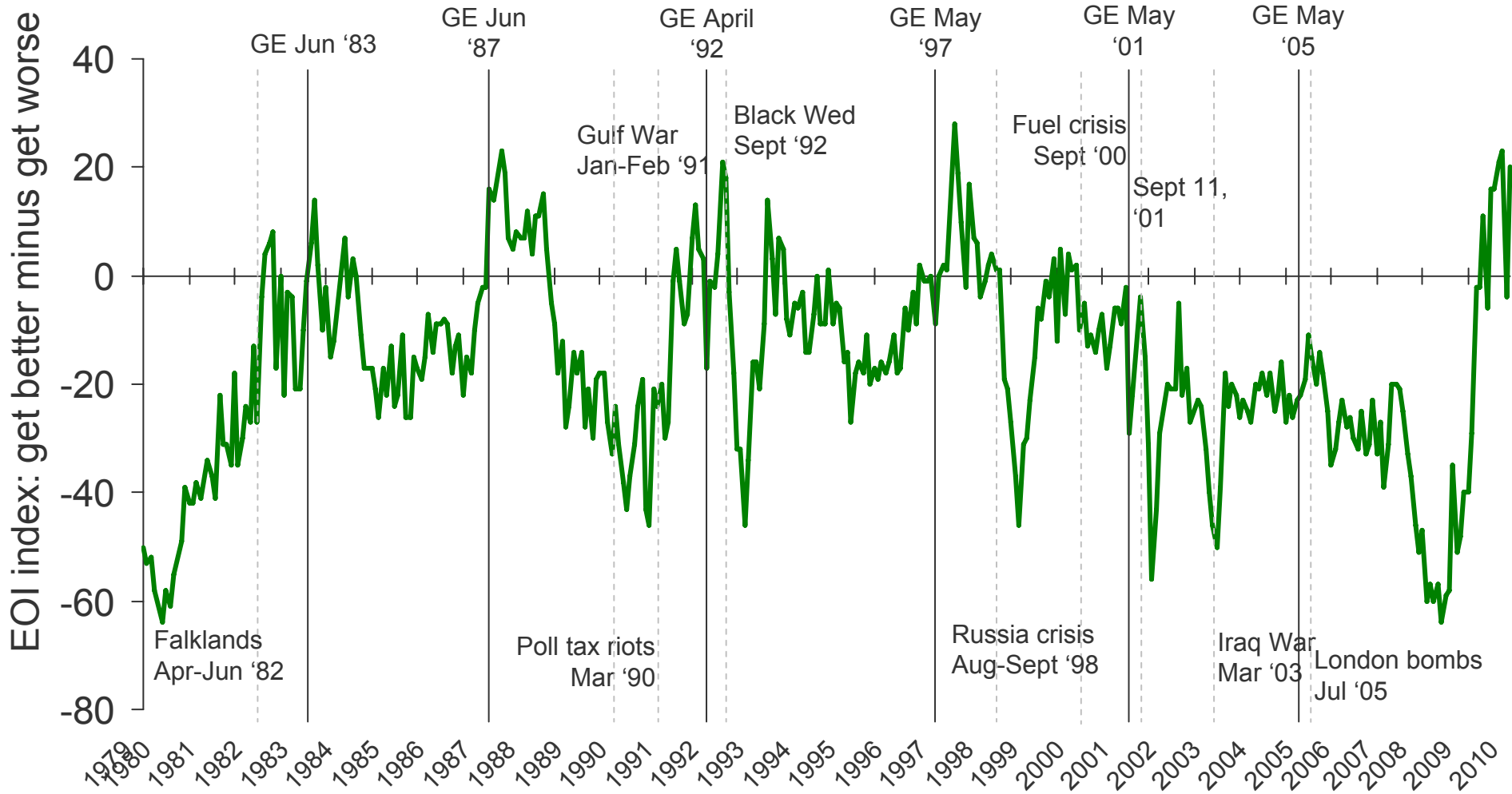
Ipsos MORI

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?*



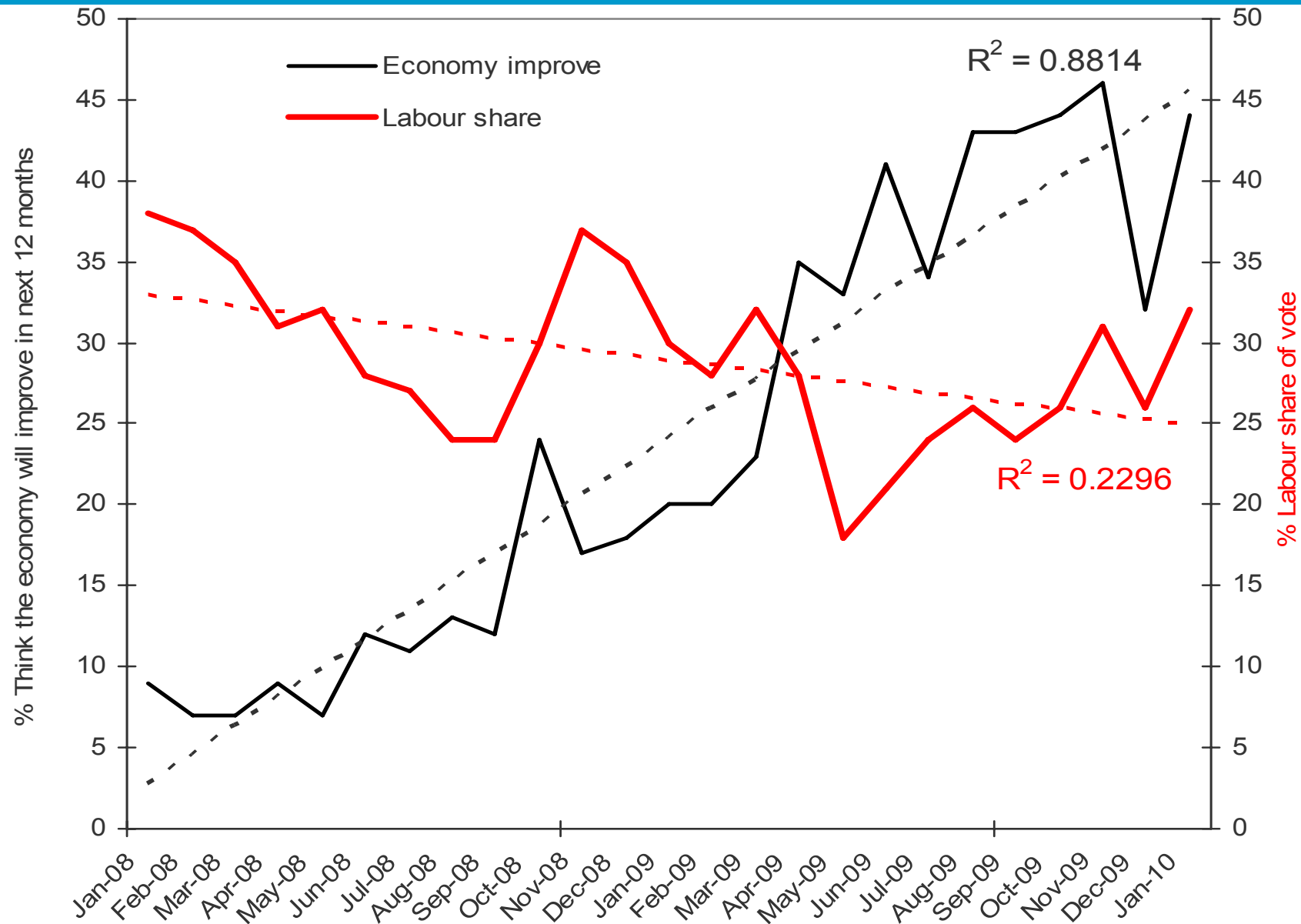
Base: c. 1,000 British adults each month

Ipsos MORI

Source: Ipsos MORI Political Monitor

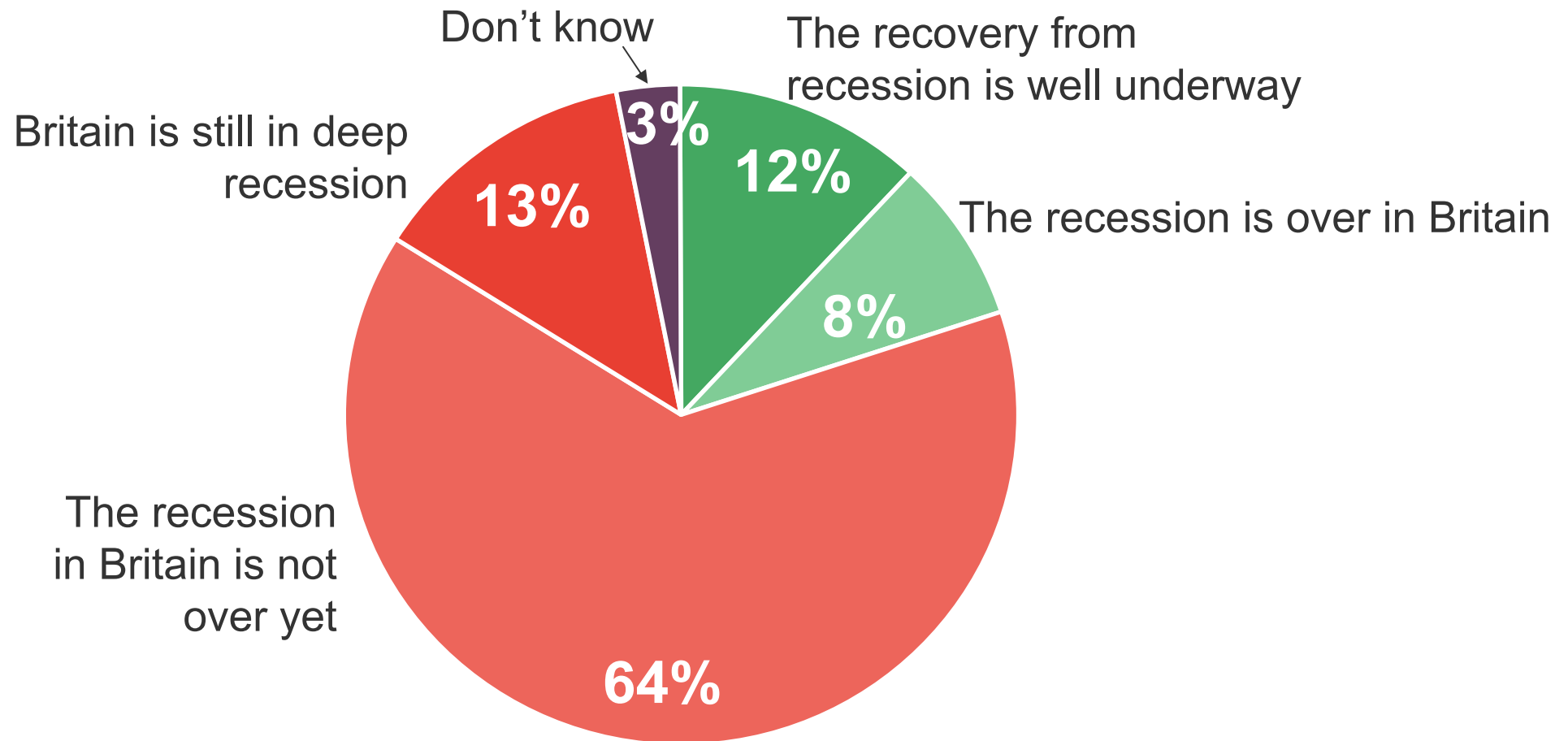


# Economic optimism vs. Labour share



# Britain is still in recession

*“From what you know, which one of the following statements best describes your own view?”*



Base: 1,001 British adults 18+, 26th-28th January 2010

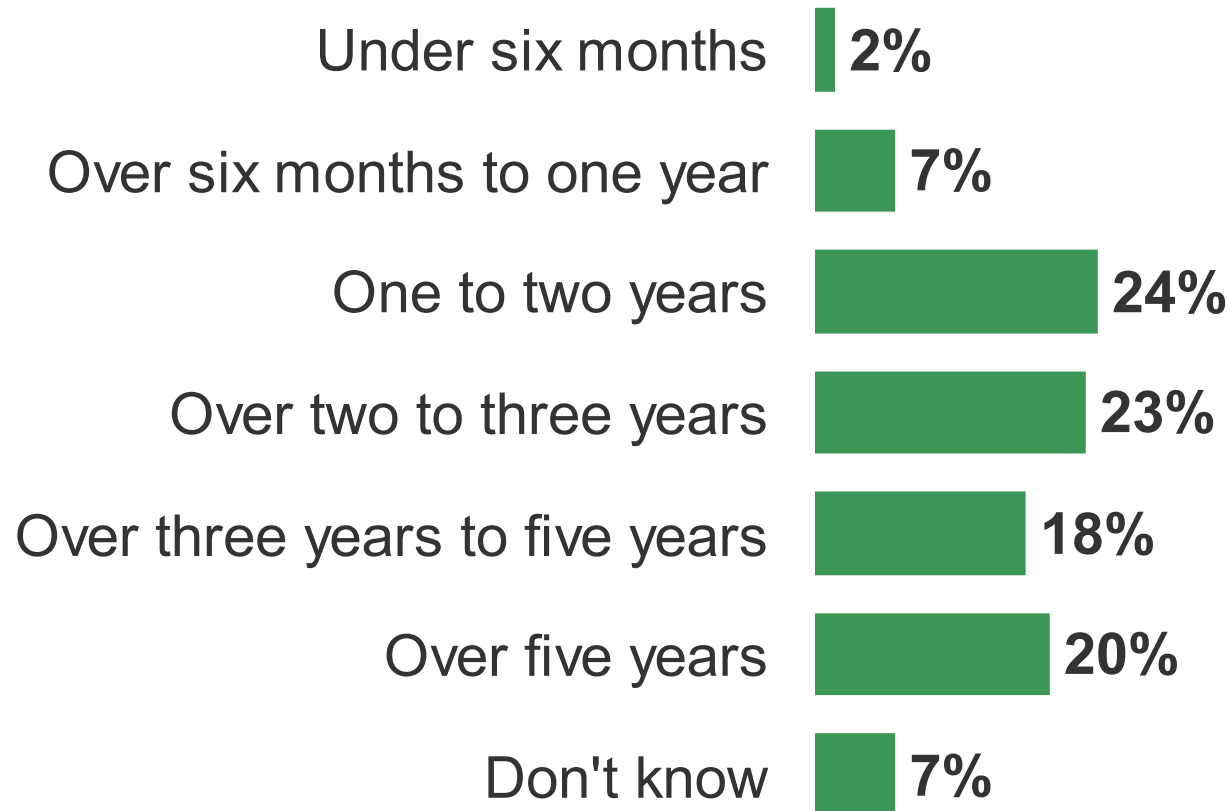
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Economy will return to pre-recession levels in 1-3 years

*“Overall, how soon do you think it will be before the economy has returned to where it was before the recession?”*



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor



# Leaders and parties

# Personalities & Parties

	Brown		Cameron	
	July '08	Jan'10	July '08	Jan '10
I like him and I like his party	18	<b>20</b>	35	<b>27</b>
I like him but I do not like his party	11	<b>15</b>	19	<b>18</b>
I do not like him but I like his party	21	<b>19</b>	8	<b>12</b>
I do not like him and I do not like his party	44	<b>42</b>	28	<b>34</b>
Don't know	5	<b>5</b>	11	<b>9</b>
Total like him	29	<b>35</b>	54	<b>45</b>
Total do not like him	65	<b>61</b>	36	<b>46</b>
Net like him	-36	<b>-26</b>	+18	<b>-1</b>
Total like his party	39	<b>39</b>	43	<b>39</b>
Total do not like his party	55	<b>57</b>	47	<b>52</b>
Net like his party	-16	<b>-18</b>	-4	<b>-13</b>
Net like him/like his party	-52	<b>-44</b>	+14	<b>-14</b>

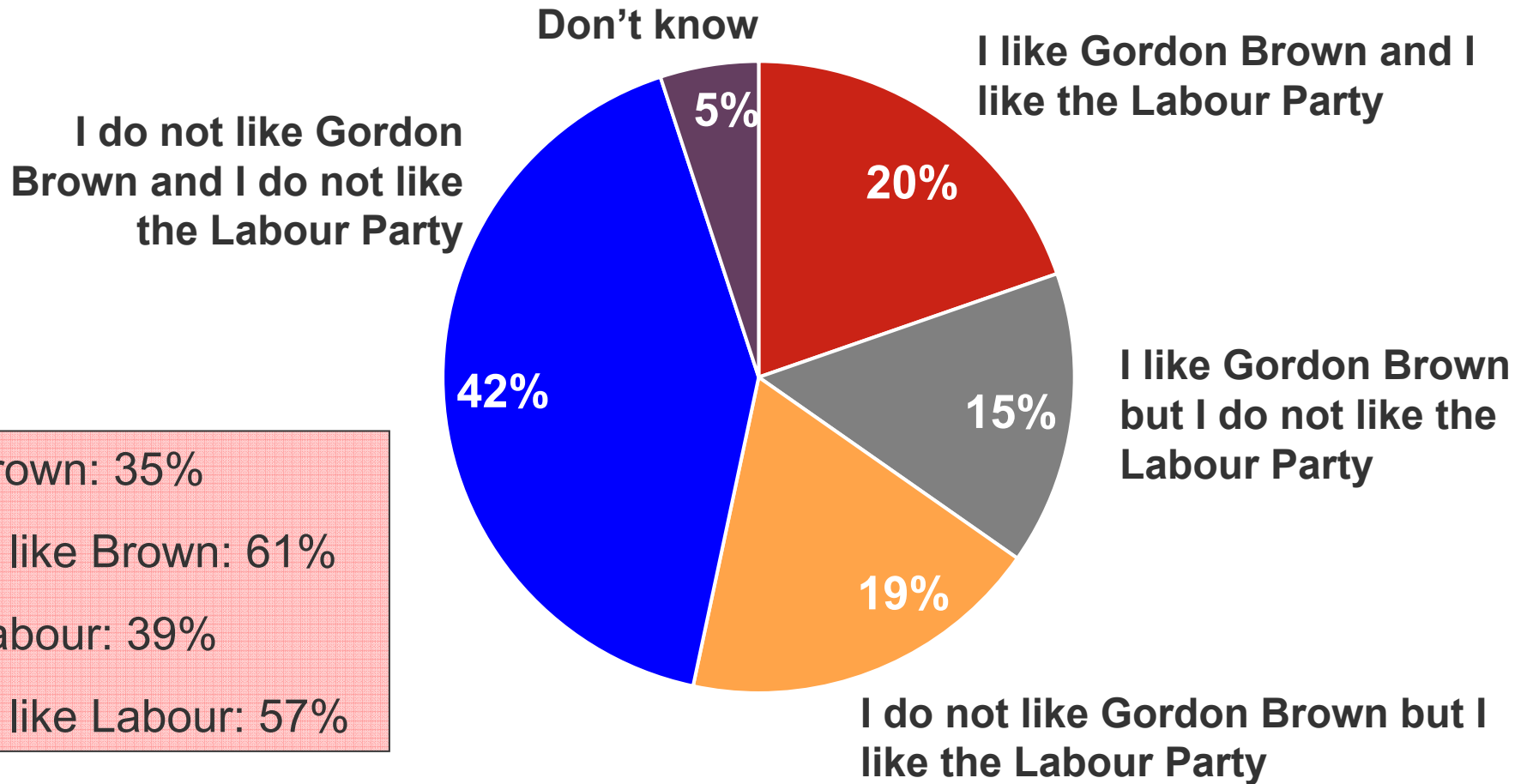
Base: 1,001 British adults 18+, 26th-28th January 2010  
**Ipsos MORI**

Source: Ipsos MORI Political Monitor



# Gordon Brown & the Labour Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?



Like Brown: 35%  
Do not like Brown: 61%  
Like Labour: 39%  
Do not like Labour: 57%

Base: 1,001 British adults 18+, 26th-28th January 2010

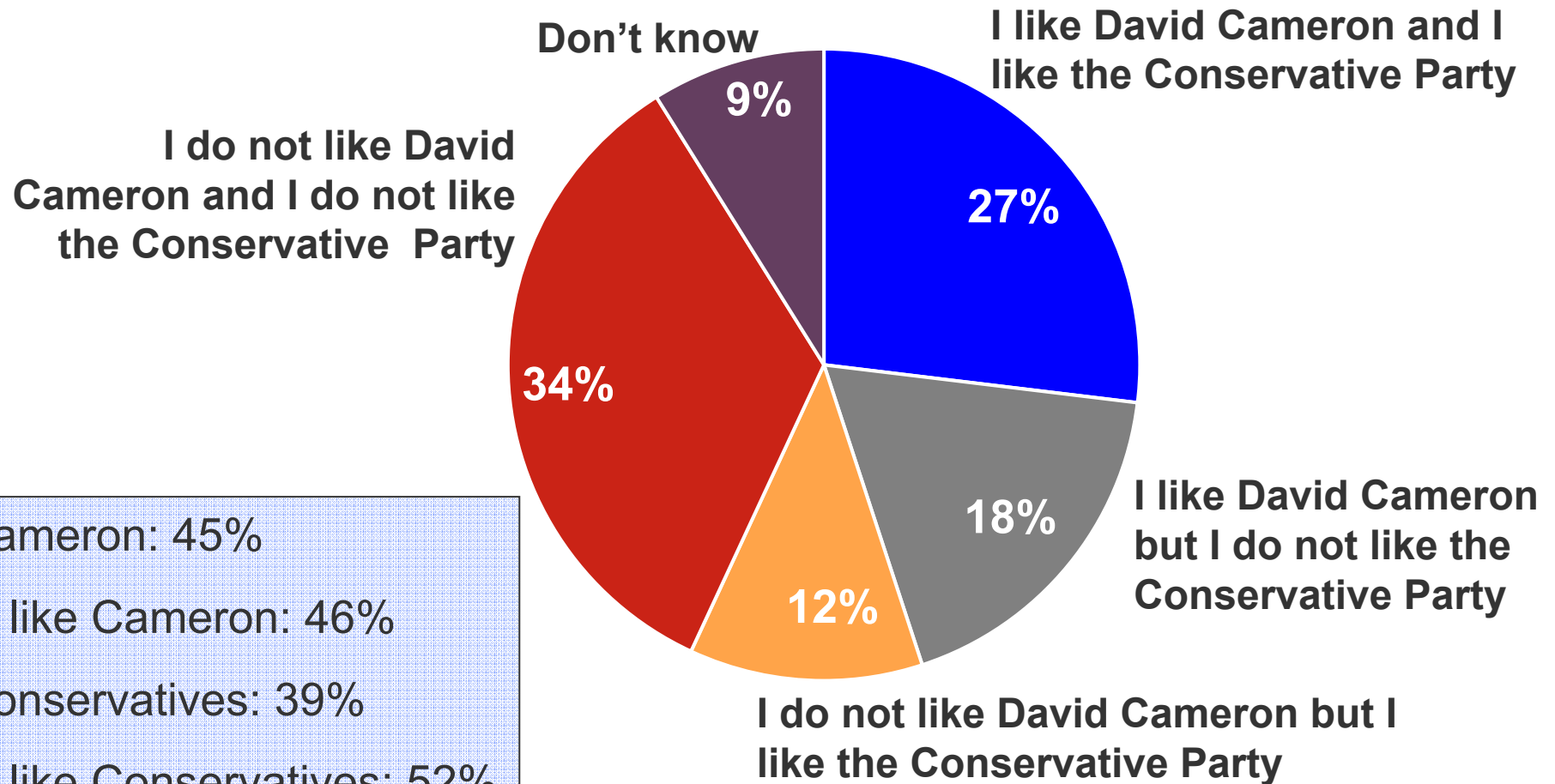
Ipsos MORI

Source: Ipsos MORI Political Monitor



# David Cameron & the Conservative Party

Q Which of these statements come closest to your views of Gordon Brown and the Labour Party?

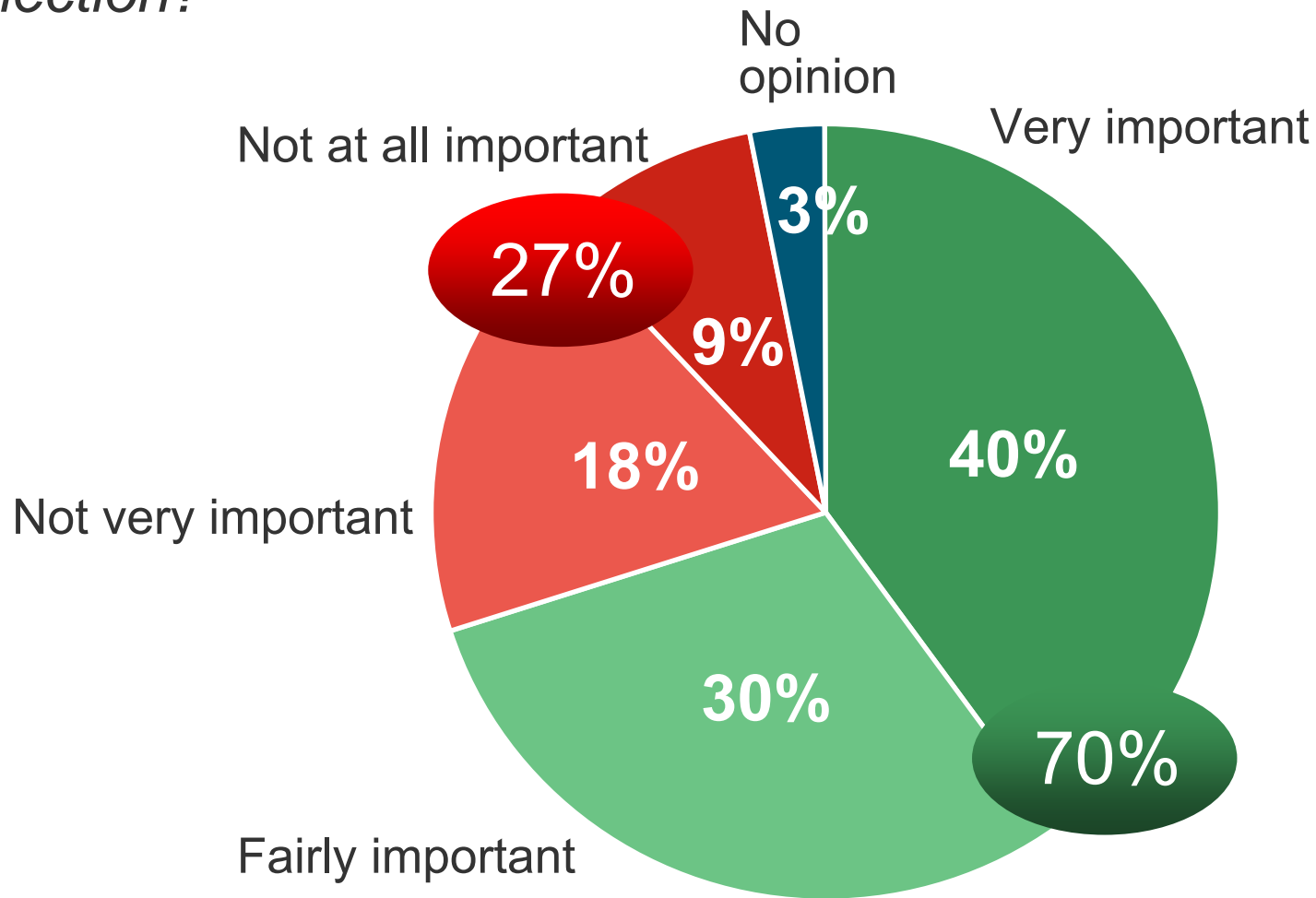


Like Cameron: 45%  
Do not like Cameron: 46%  
Like Conservatives: 39%  
Do not like Conservatives: 52%

# Importance of Election result

# How important is the election result?

*How important is it to you personally who wins the next General Election?*



Base: 1,001 British adults 18+, 26th-28th January 2010

Ipsos MORI

Source: Ipsos MORI Political Monitor

