



Political Monitor Trends for The Observer

January 2010

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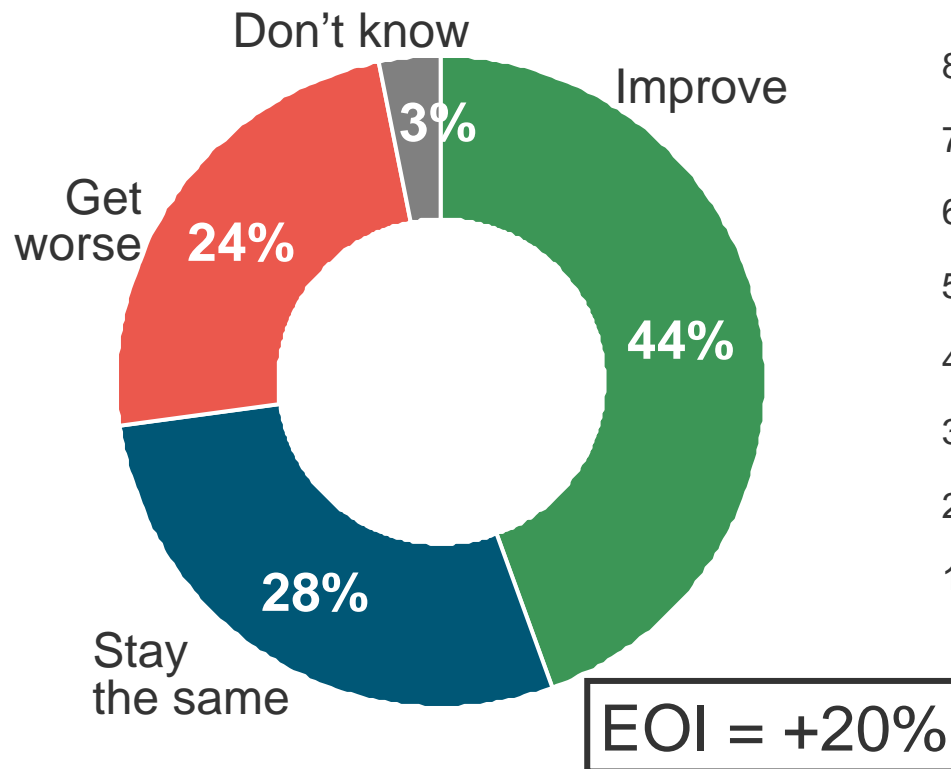
Ipsos MORI



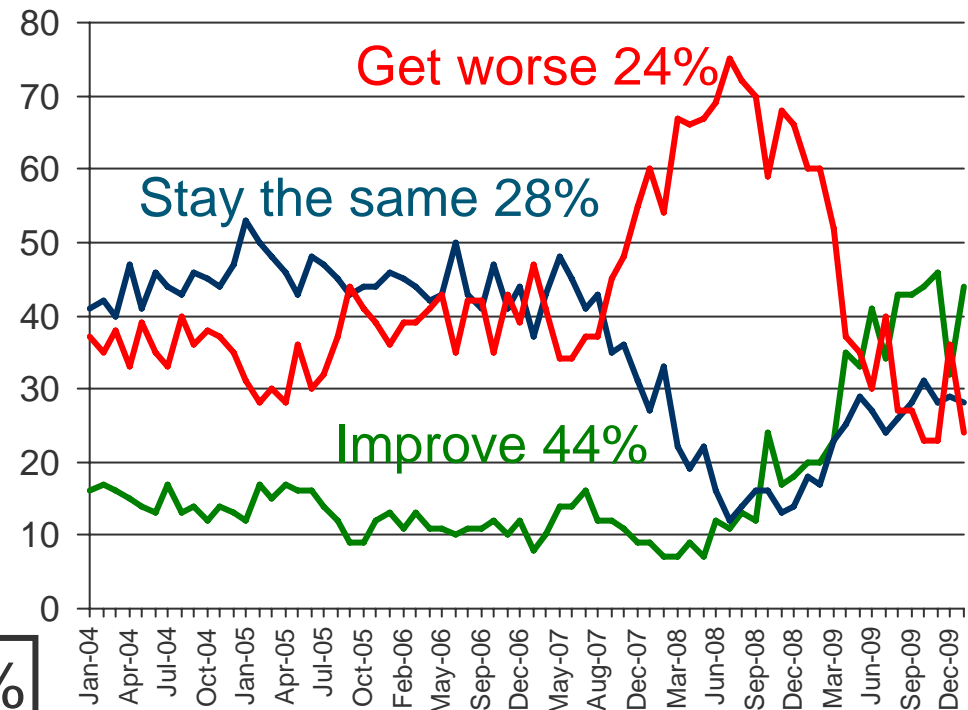
Economic Optimism Index

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

January 2010

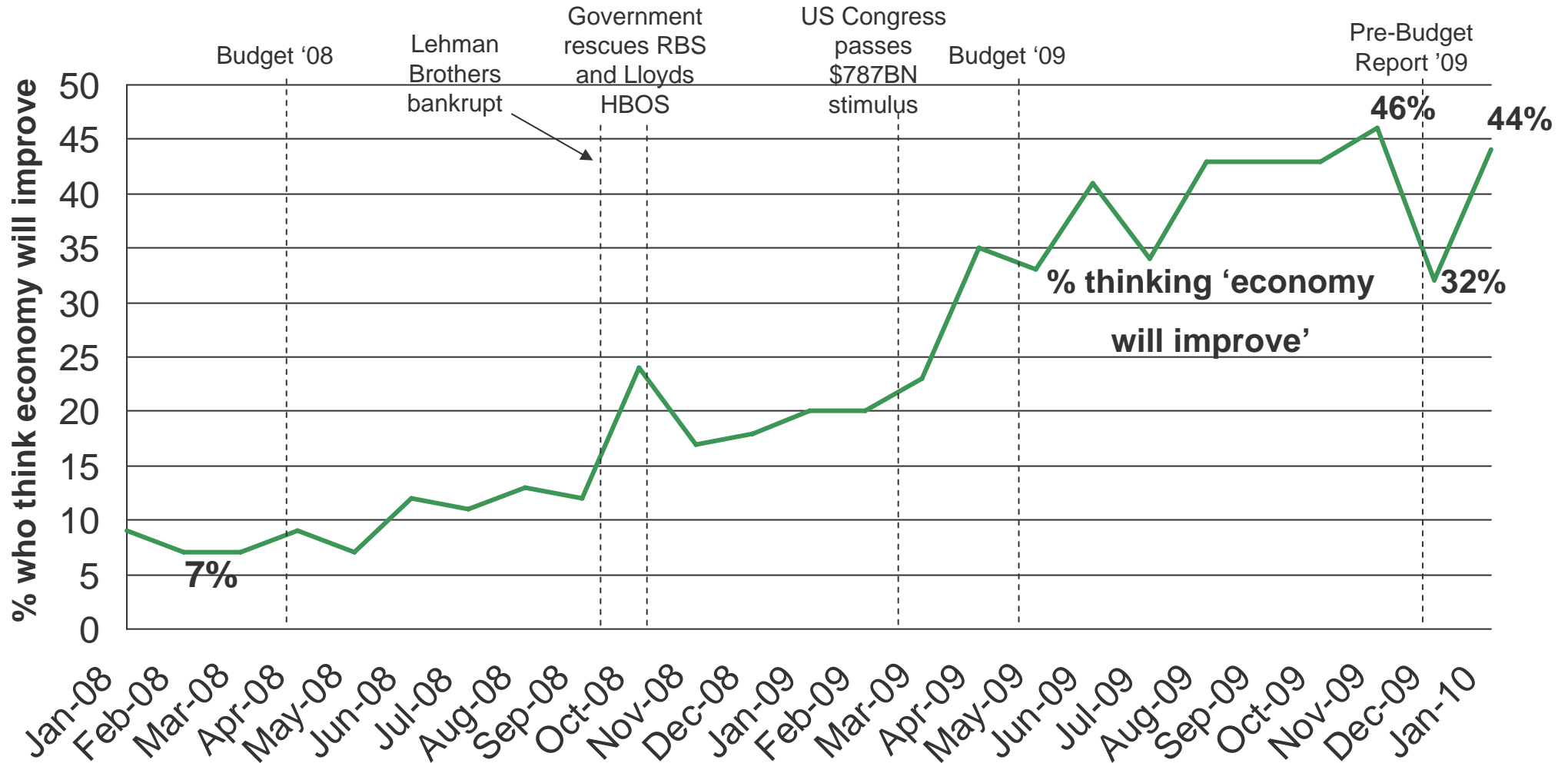


January 2004 – January 2010



Economic Optimism Recovers after PBR Shock

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

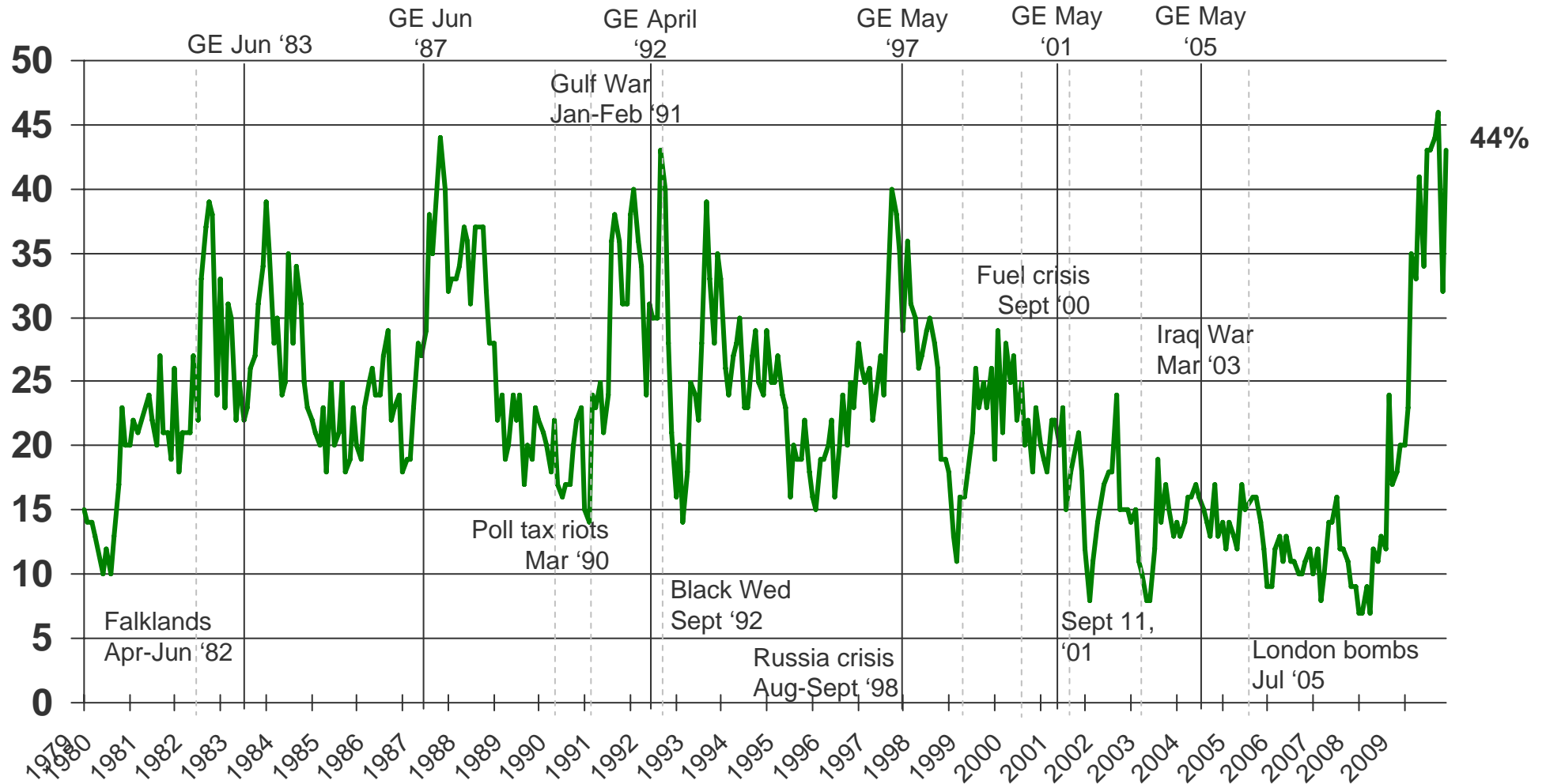


Base: 1,001 British adults 18+, 26th-28th January 2010

Source: Ipsos MORI/The Observer

'Improve' 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?

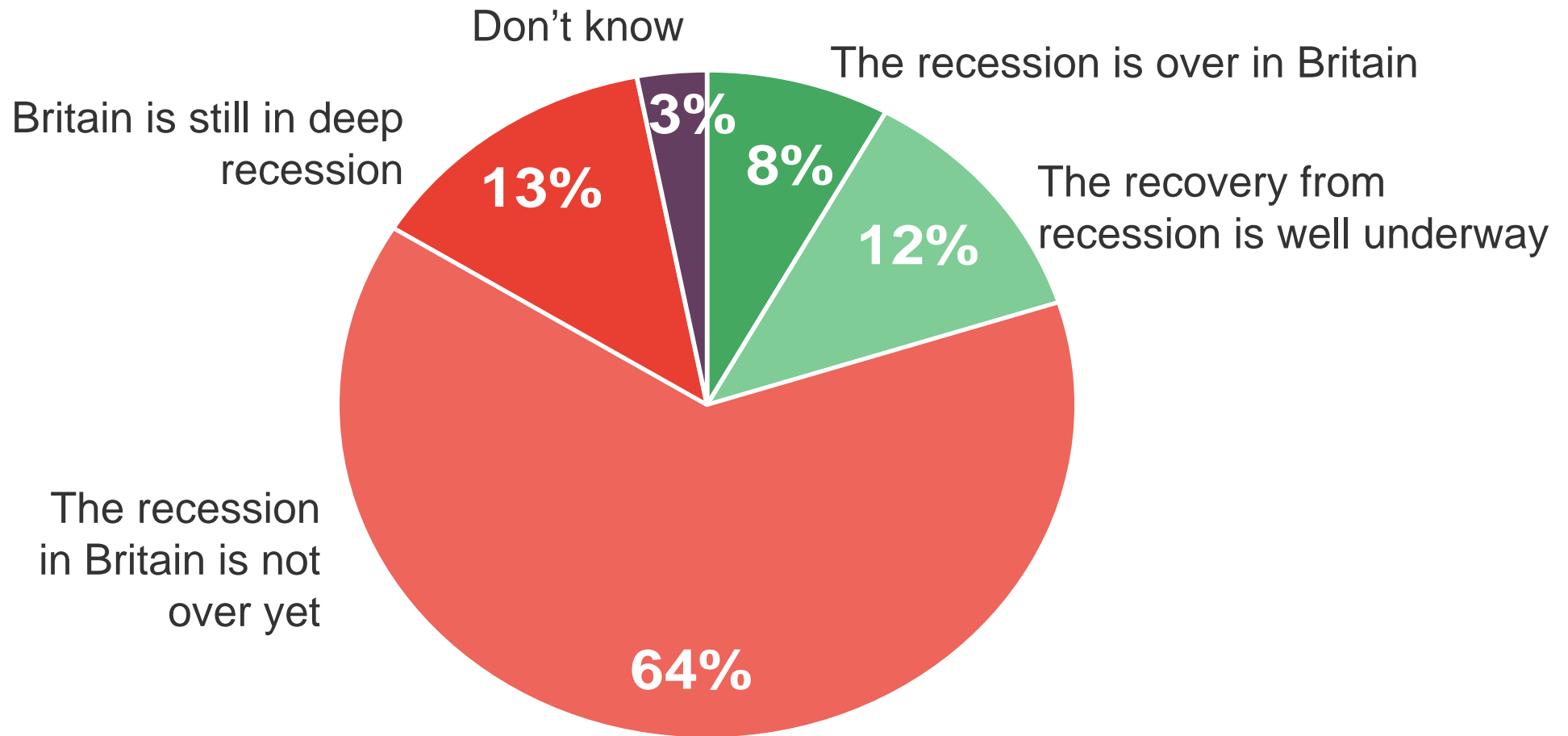


Base: 1,001 British adults 18+, 26th-28th January 2010

Source: Ipsos MORI/The Observer

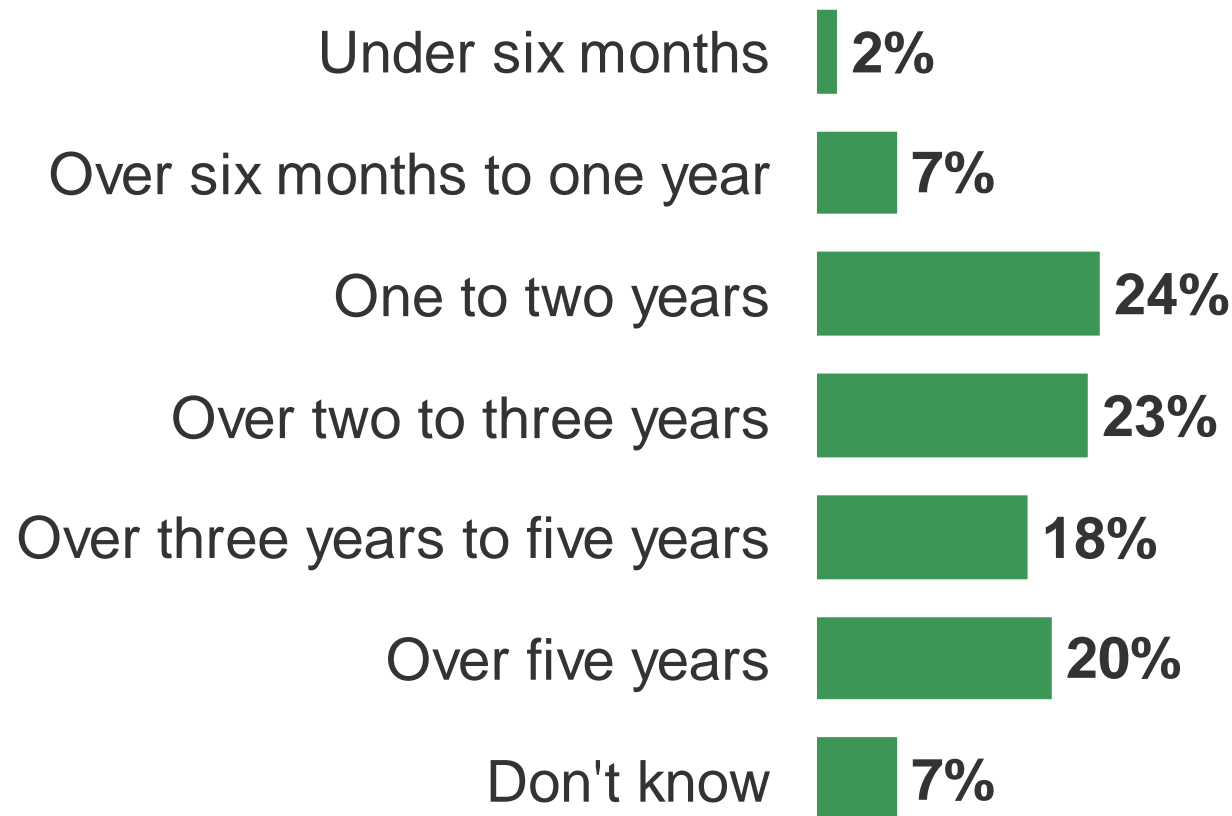
Britain is still in recession

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



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?



Personalities & Parties

Which of these statements come closest to your views of ... and the ... Party?

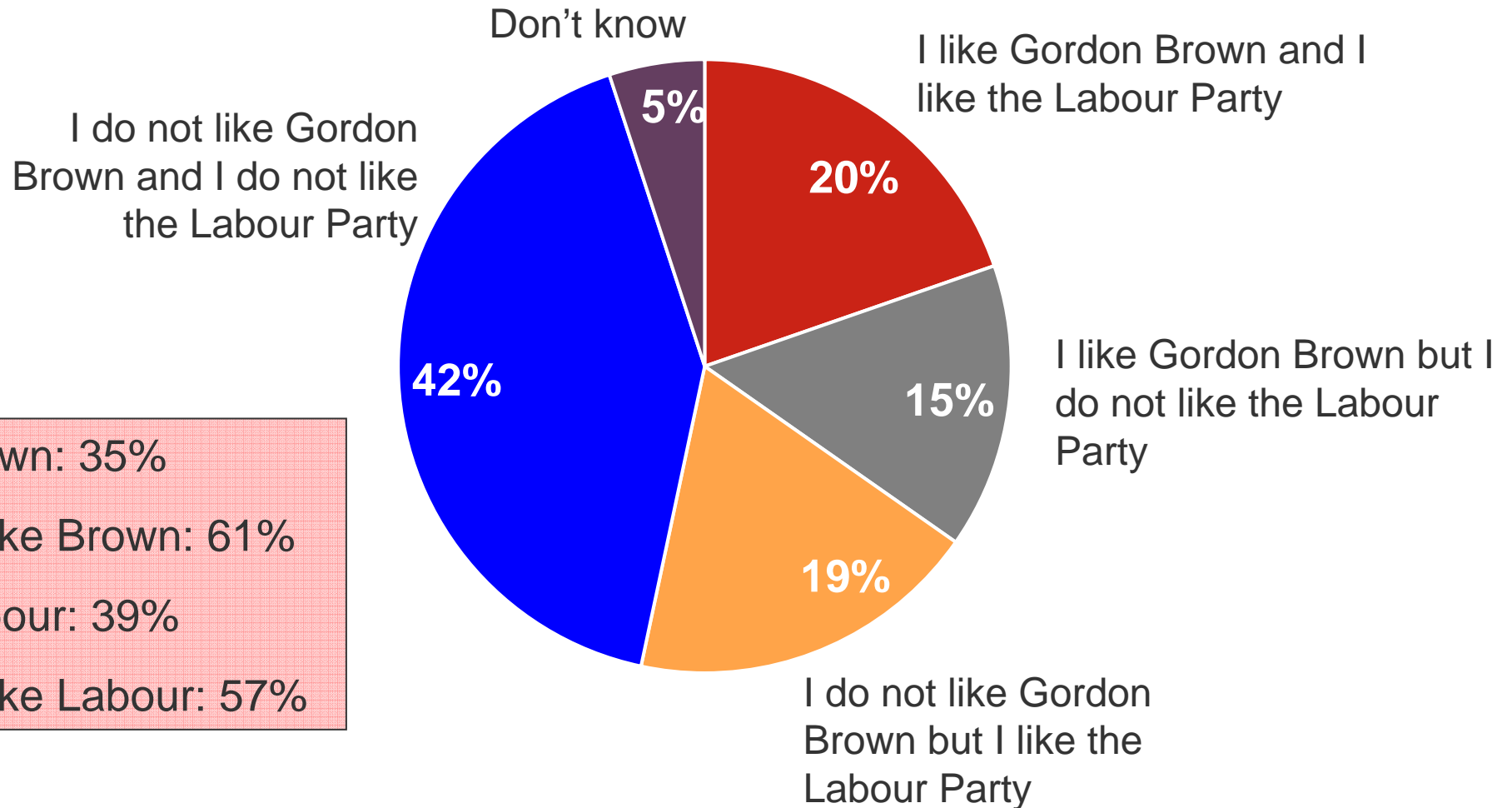
	Brown		Cameron	
	Jan '07	Jan '10	Jan '07	Jan '10
I like him and I like his party	25	20	19	27
I like him but I do not like his party	11	15	17	18
I do not like him but I like his party	13	19	10	12
I do not like him and I do not like his party	36	42	34	34
Don't know	15	5	20	9
Total like him	36	35	36	45
Total do not like him	49	61	44	46
Net like him	-13	-26	-8	-1
Total like his party	38	39	29	39
Total do not like his party	47	57	51	52
Net like his party	-9	-18	-22	-13
Net like him/like his party	-22	-44	-30	-14

Base: 1,001 British adults 18+, 26th-28th January 2010 ; 973 adults, 11-14 Jan 2007

Source: Ipsos MORI/The Observer

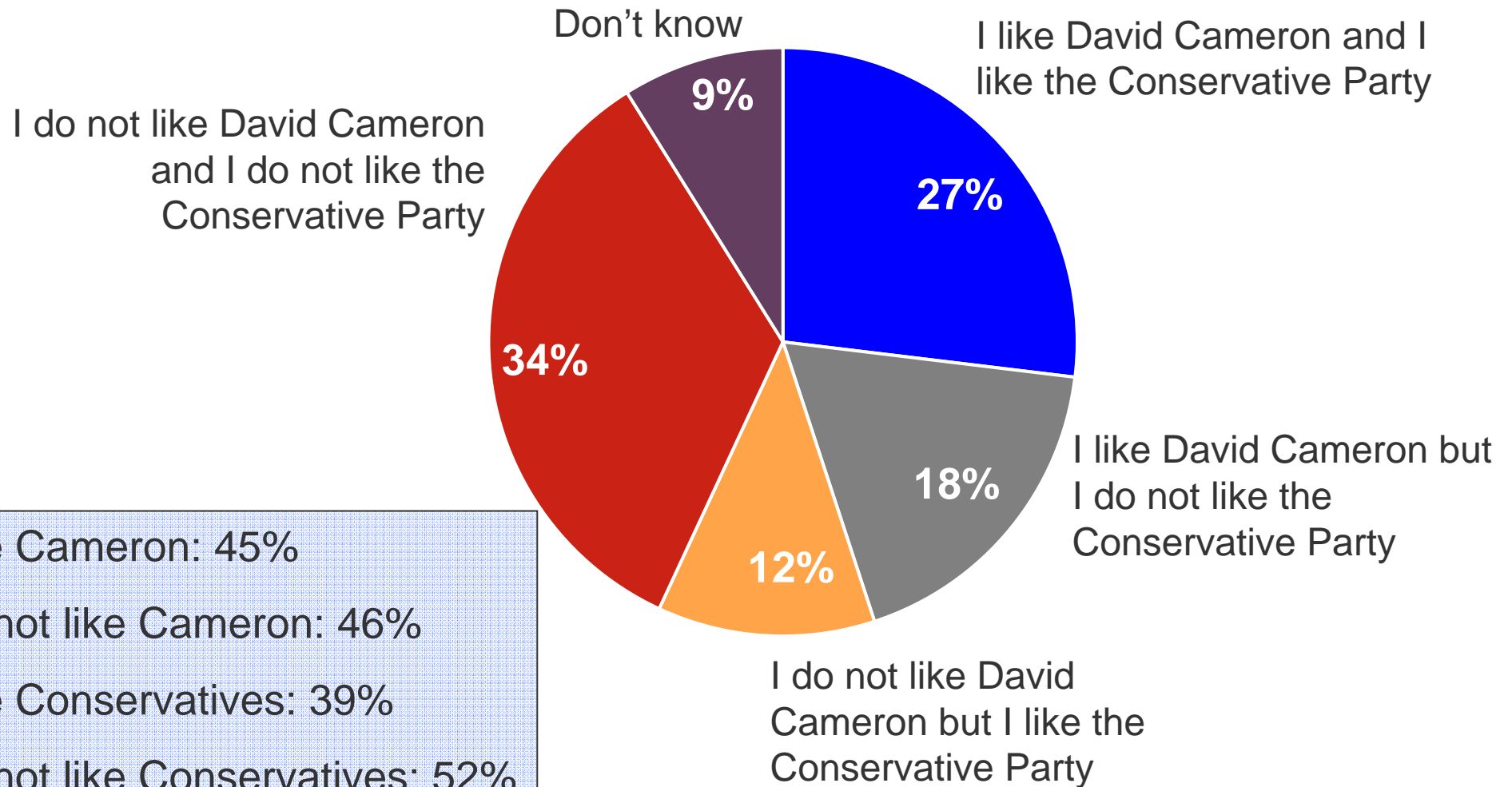
Gordon Brown & the Labour Party

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



David Cameron & the Conservative Party

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



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

Source: Ipsos MORI/The Observer