



Political Monitor Trends for Reuters

November 2010

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Ipsos MORI

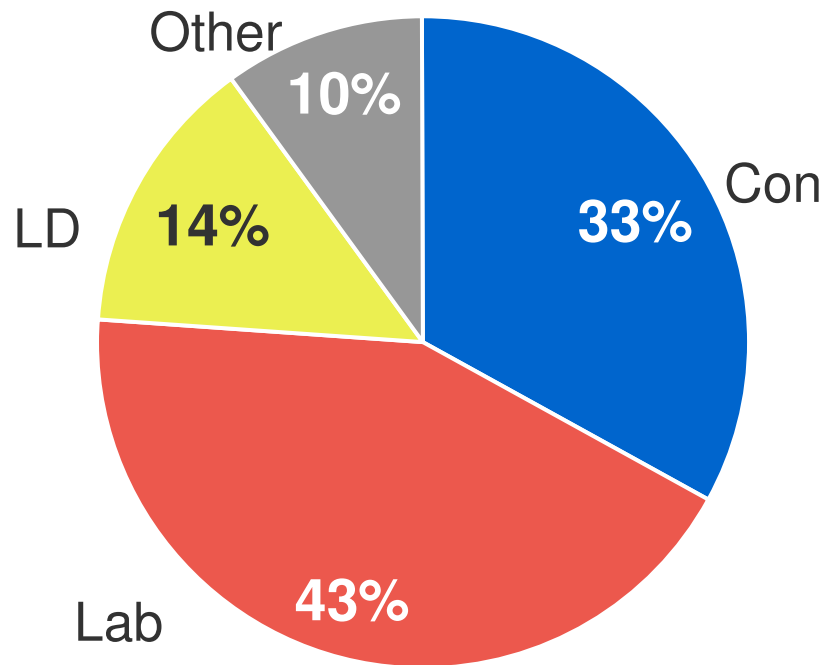


Voting Intentions

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

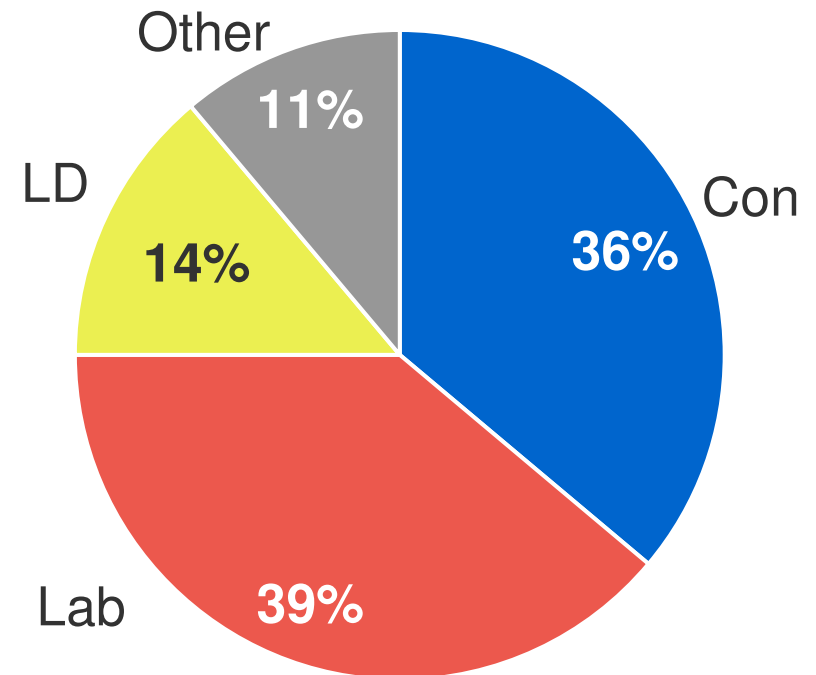
How would you vote if there were a General Election tomorrow?

All giving a voting intention : 80%



Conservative lead = -10

All certain to vote: 58%

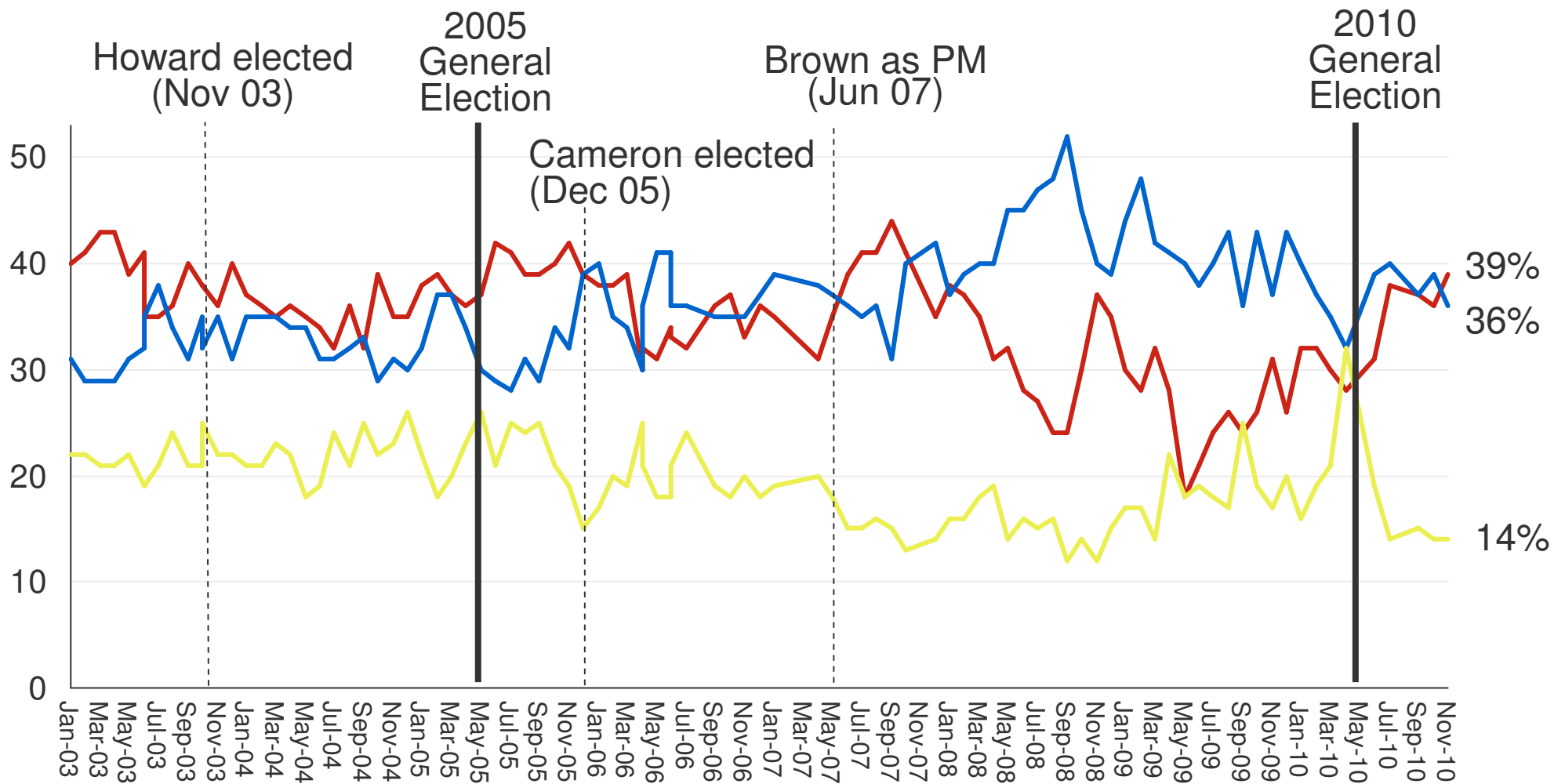


Conservative lead = -3

Base: All giving a voting intention = 808 unweighted, All certain to vote = 598 unweighted; data collected among 1,005 British adults 18+, 12th - 14th November 2010

Voting Intentions January 03 – November 10 (all certain to vote)

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



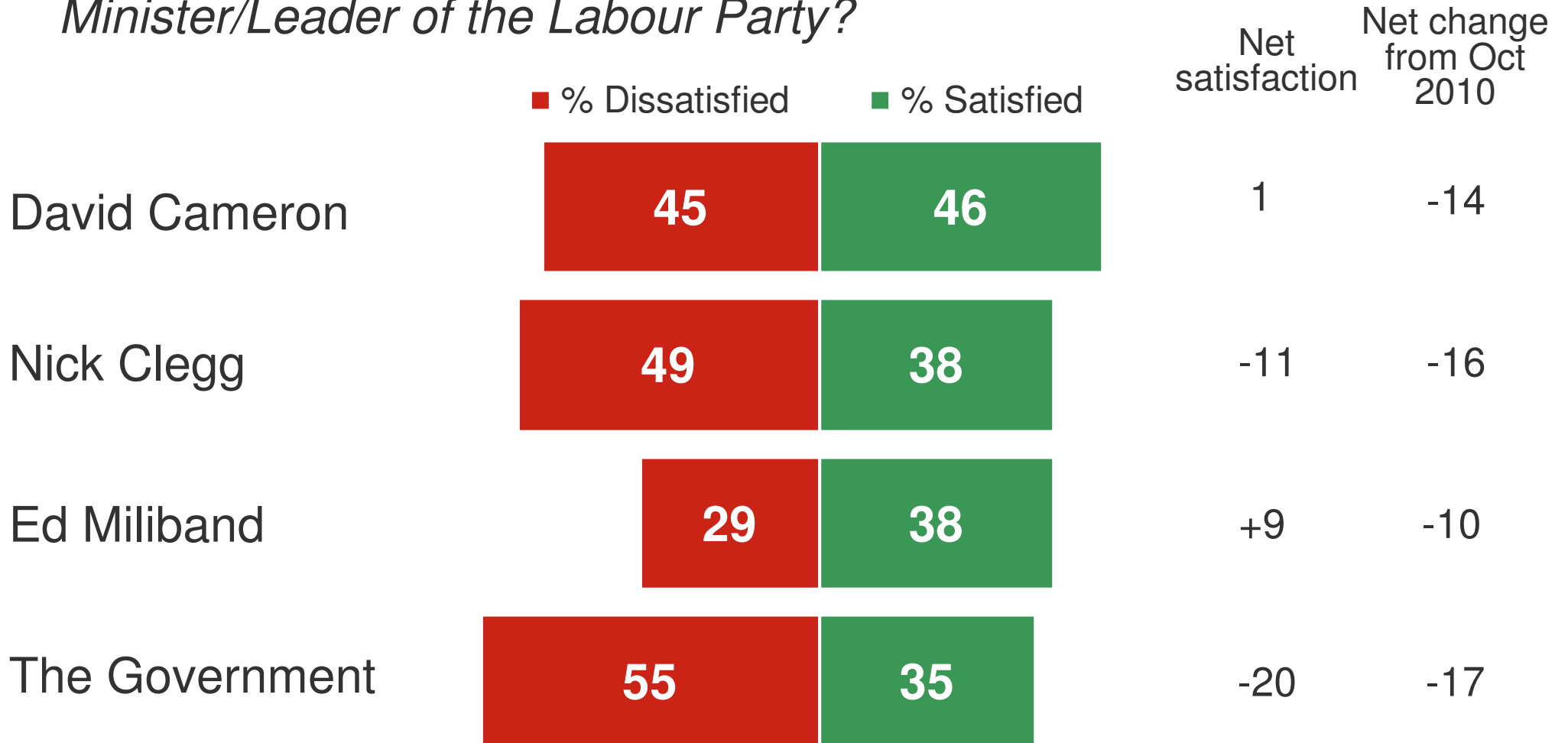
Base: c. 1,000 British adults each month through June 2008; c. 500 British adults thereafter Source: Reuters/Ipsos MORI Political Monitor
Ipsos MORI



The Coalition Government

Satisfaction with leaders and the Government

How satisfied or dissatisfied are you with the way ... is running the country / doing his job as Prime Minister / Deputy Prime Minister/Leader of the Labour Party?



Base: 1,005 British adults 18+, 12th - 14th November 2010

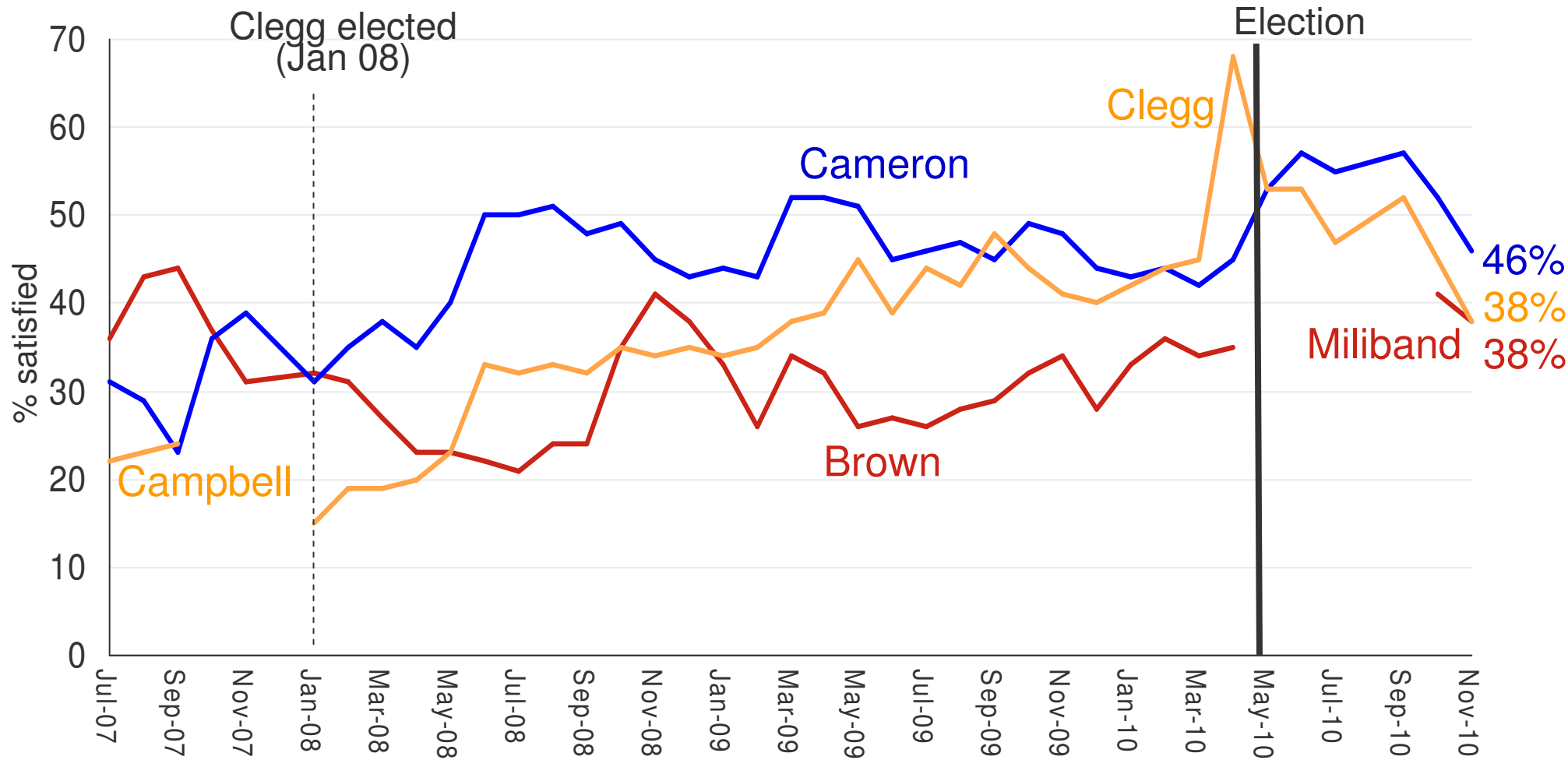
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



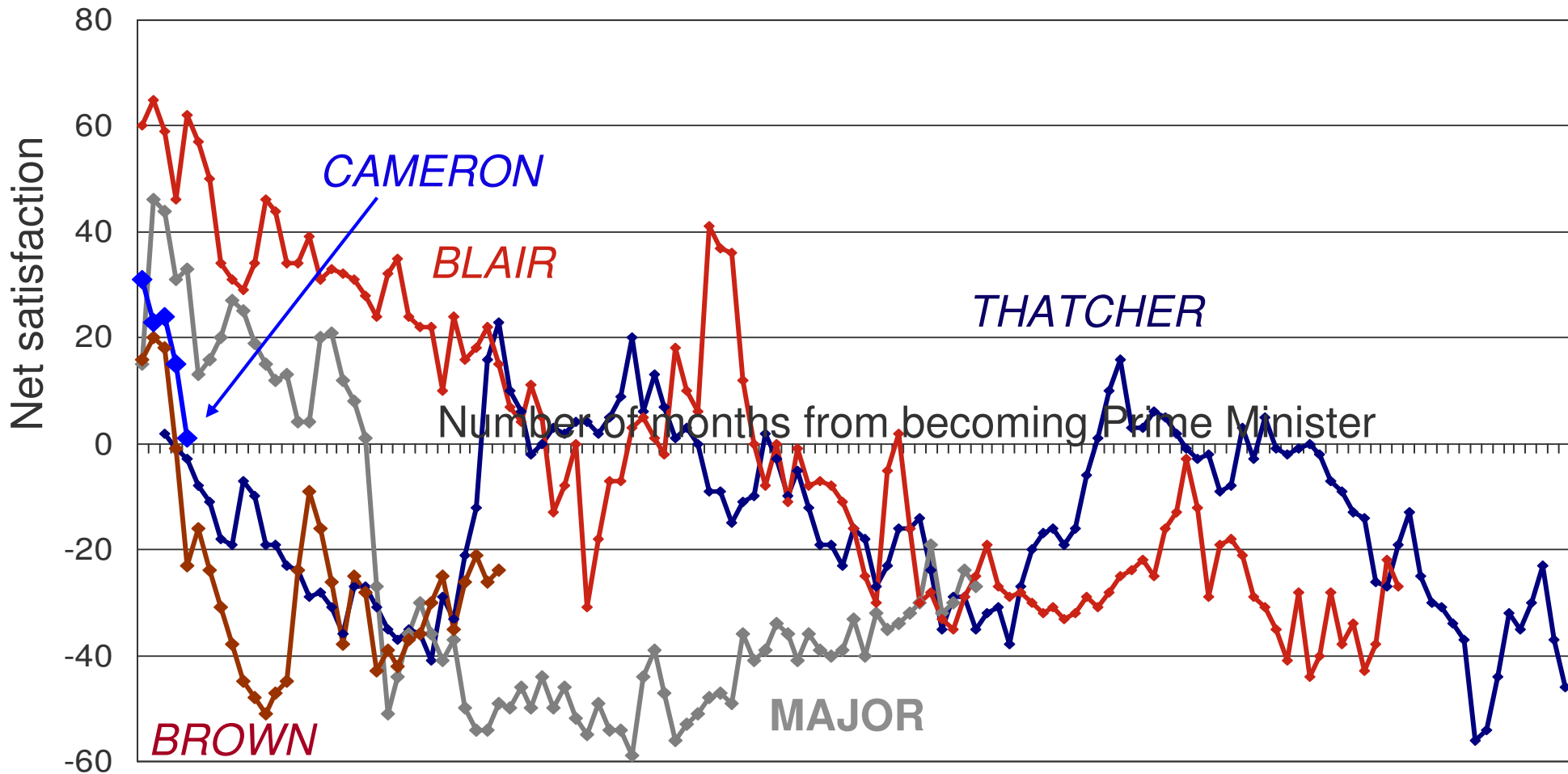
Satisfaction with Party leaders July-07 – November-10

How satisfied or dissatisfied are you with the way ... is running the country / doing his job as ... ?



Net satisfaction with Prime Ministers

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; (April 2010: 1,253 adults)

Source: Ipsos MORI Political Monitor

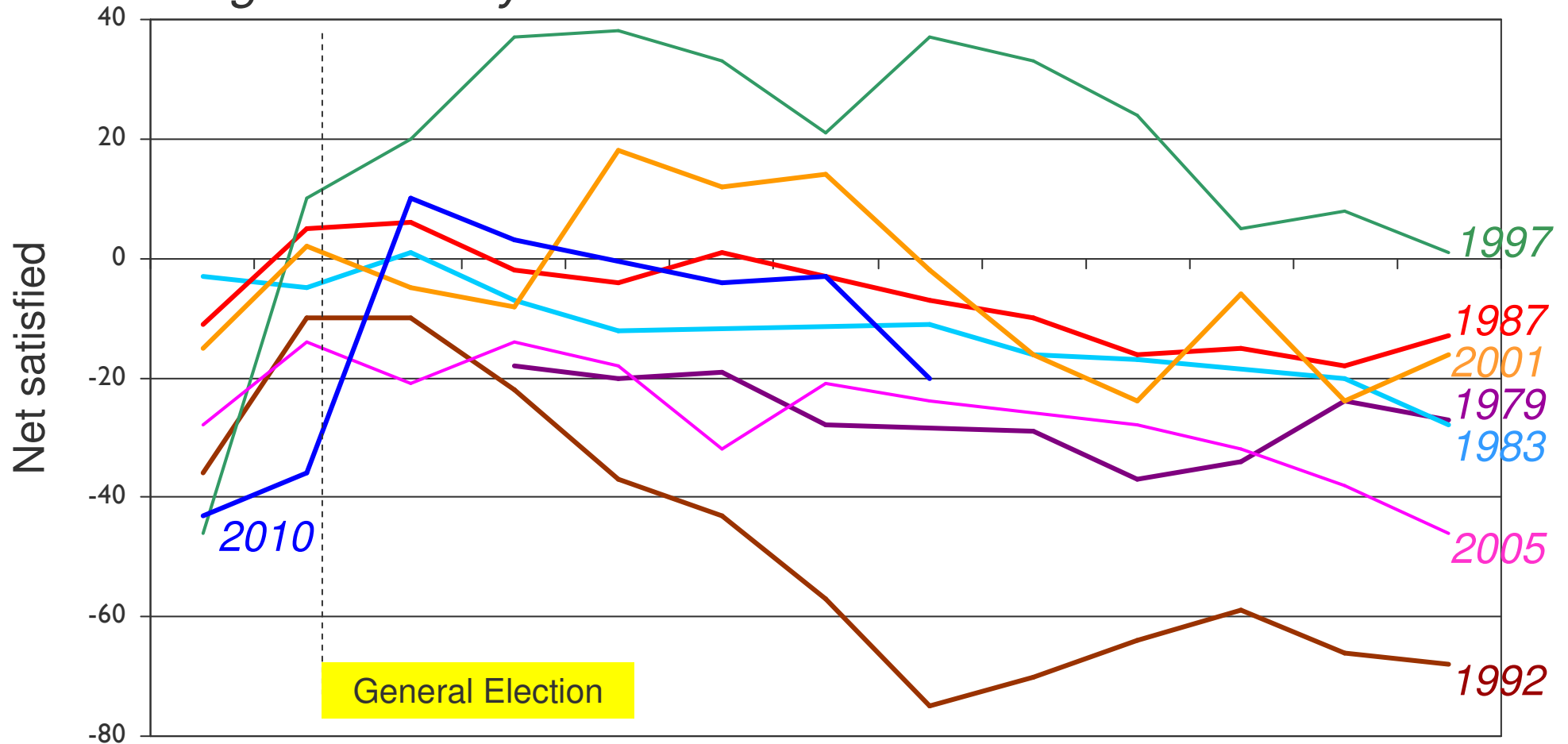
Ipsos MORI

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



Net satisfaction with Governments over first year (1979– 2010)

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: 1,004 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

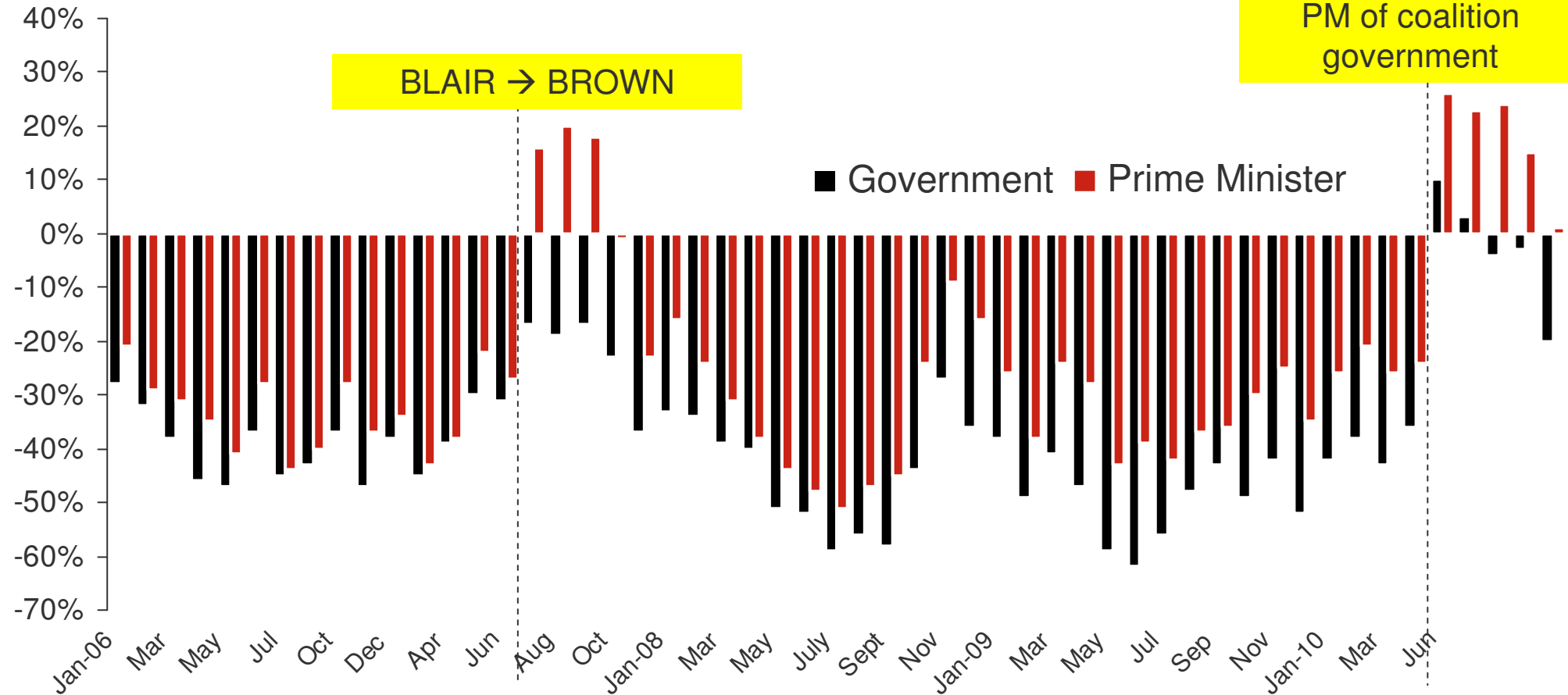
Source: Reuters/Ipsos MORI Political Monitor



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

Ipsos MORI

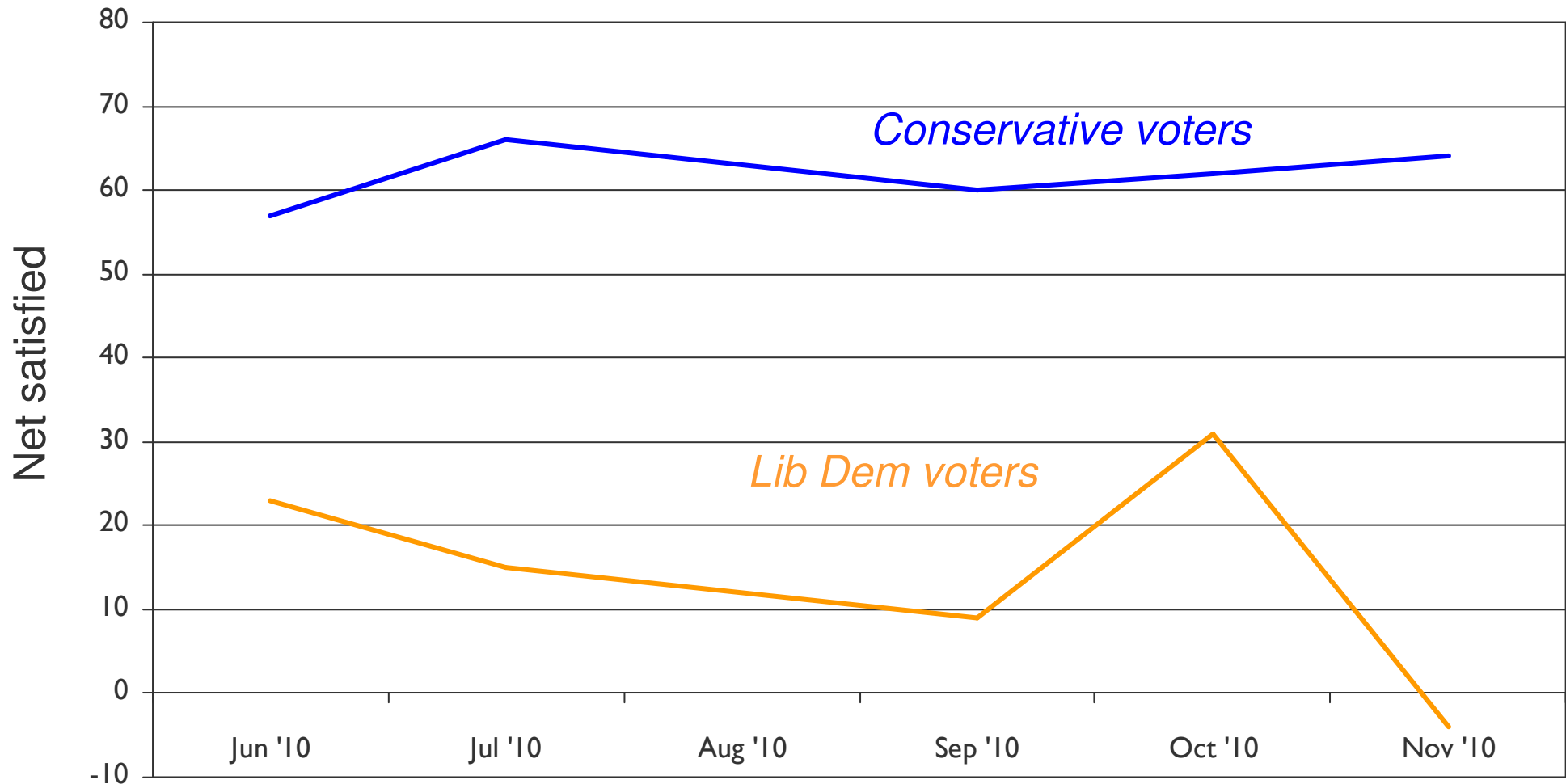
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Net satisfaction with Government among Coalition parties

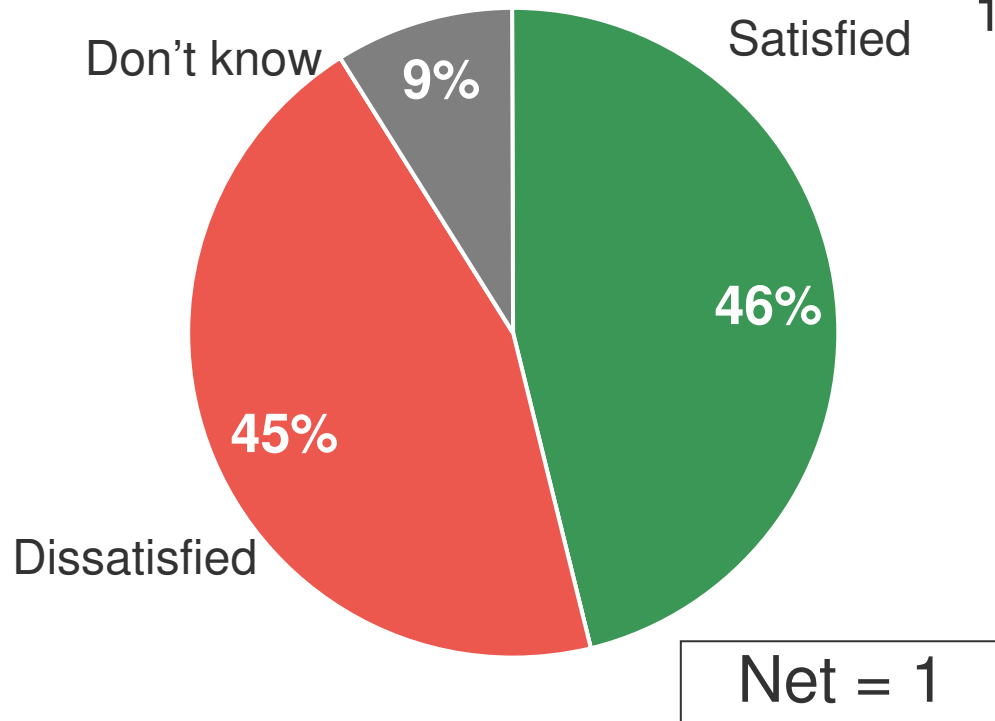
How satisfied or dissatisfied are you with the way the Government is running the country?



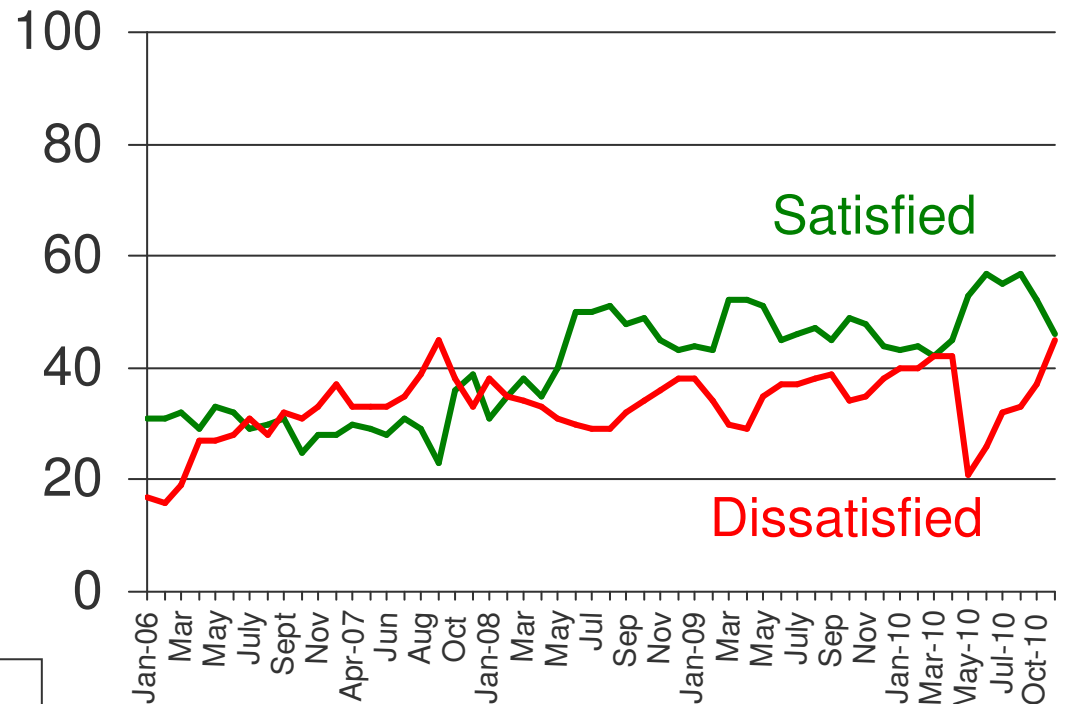
David Cameron (satisfaction)

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

November 2010



January 2006 – November 2010



Base: 1,005 British adults 18+, 12th-14th November 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

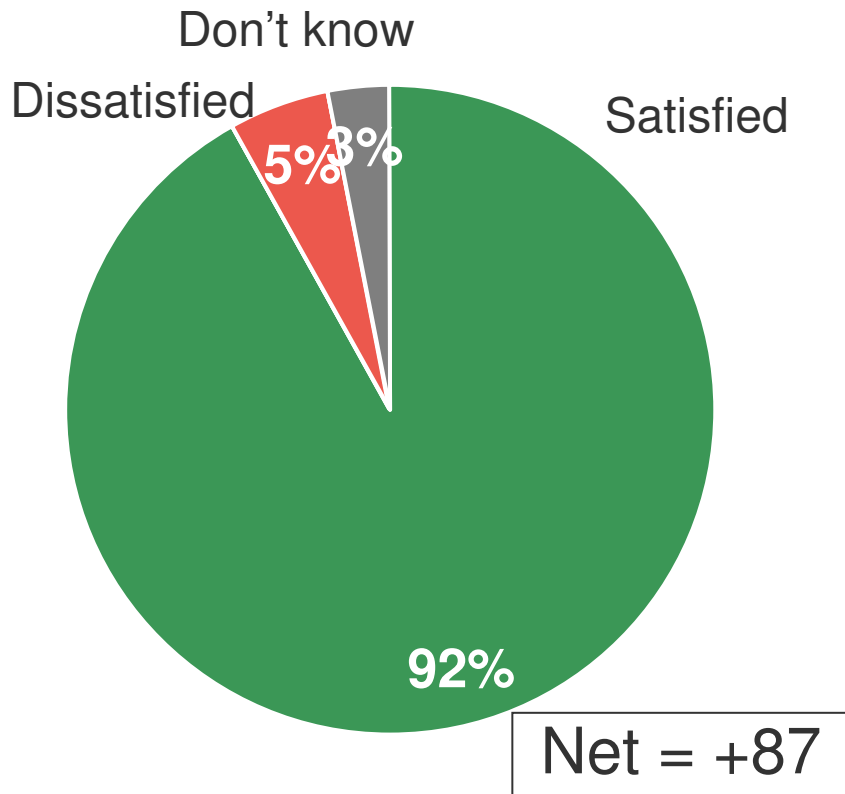
Source: Reuters/Ipsos MORI Political Monitor



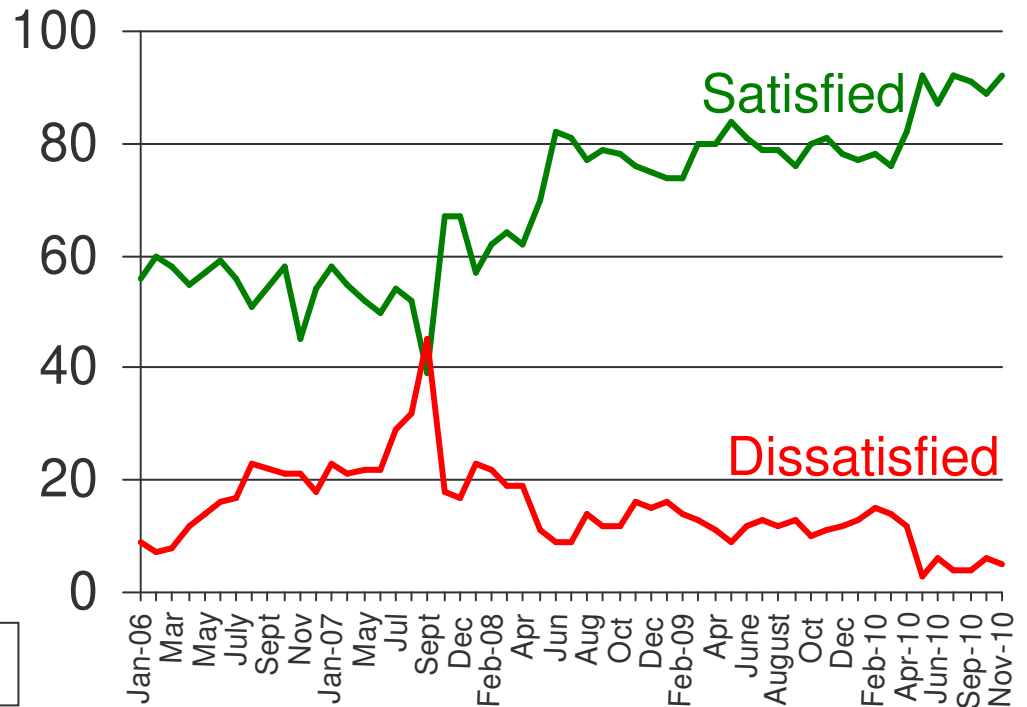
David Cameron (satisfaction among Tory supporters)

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

November 2010



January 2006 – November 2010



Base: 244 Conservative supporters 18+, 12th - 14th November 2010

Ipsos MORI

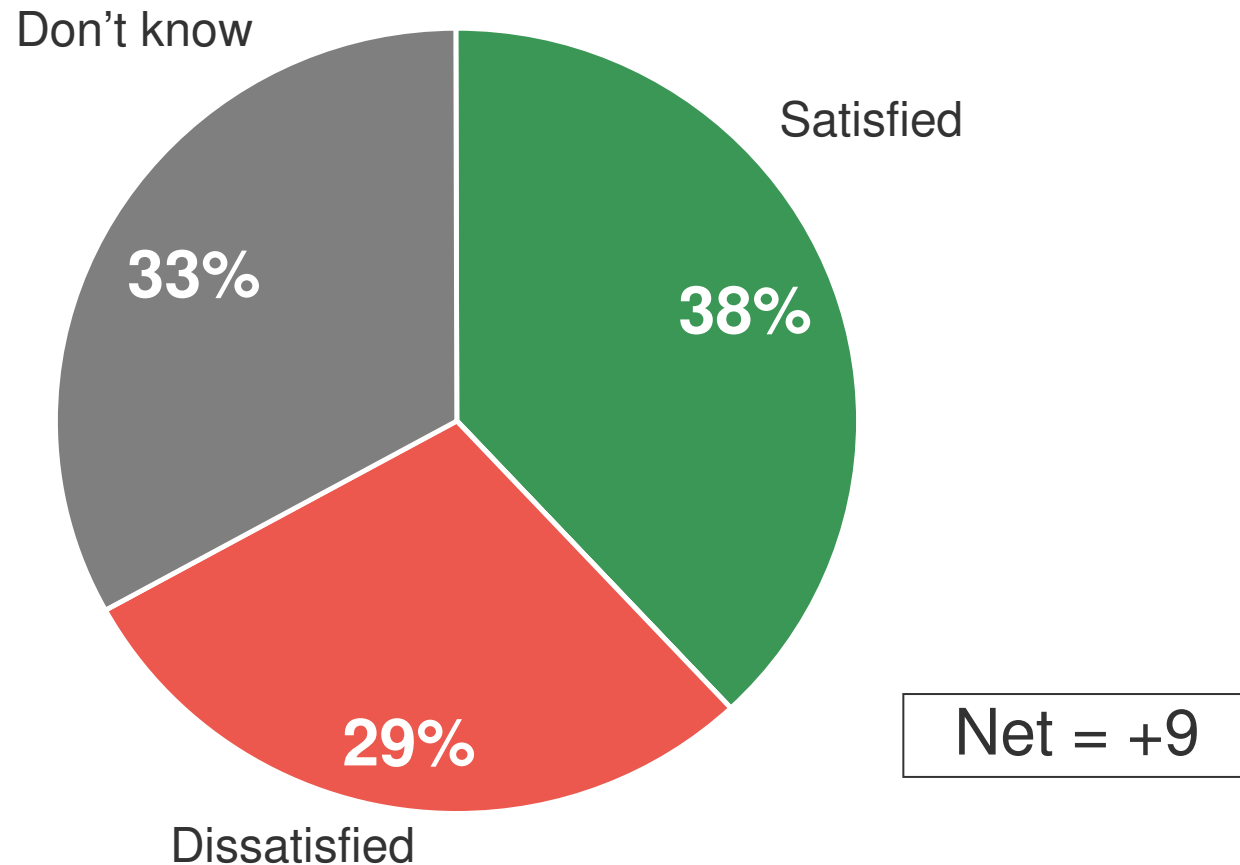
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Ed Miliband (satisfaction)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



Base: 1,005 British adults 18+, 12th-14th November 2010

Ipsos MORI

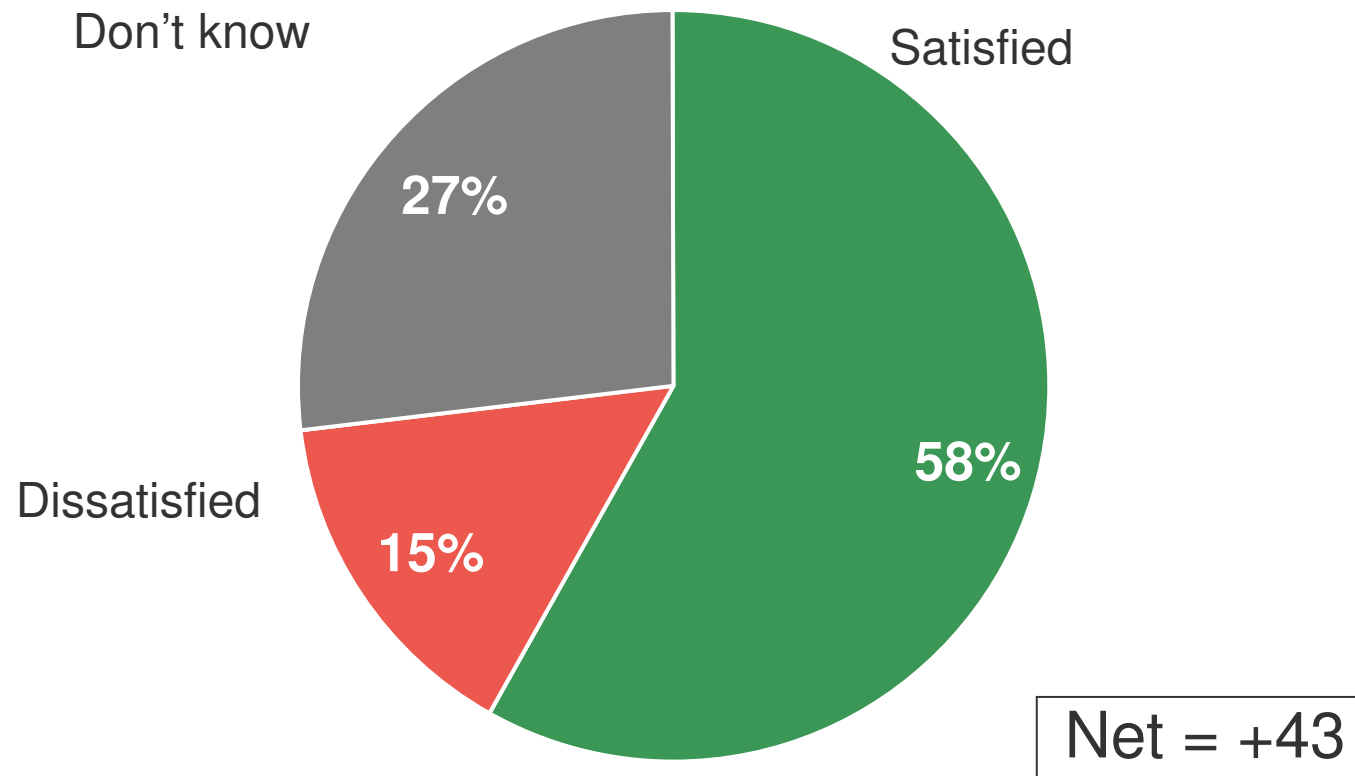
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Ed Miliband (satisfaction among Labour supporters)

Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party?



Base: 353 Labour supporters 18+, 12th - 14th November 2010

Ipsos MORI

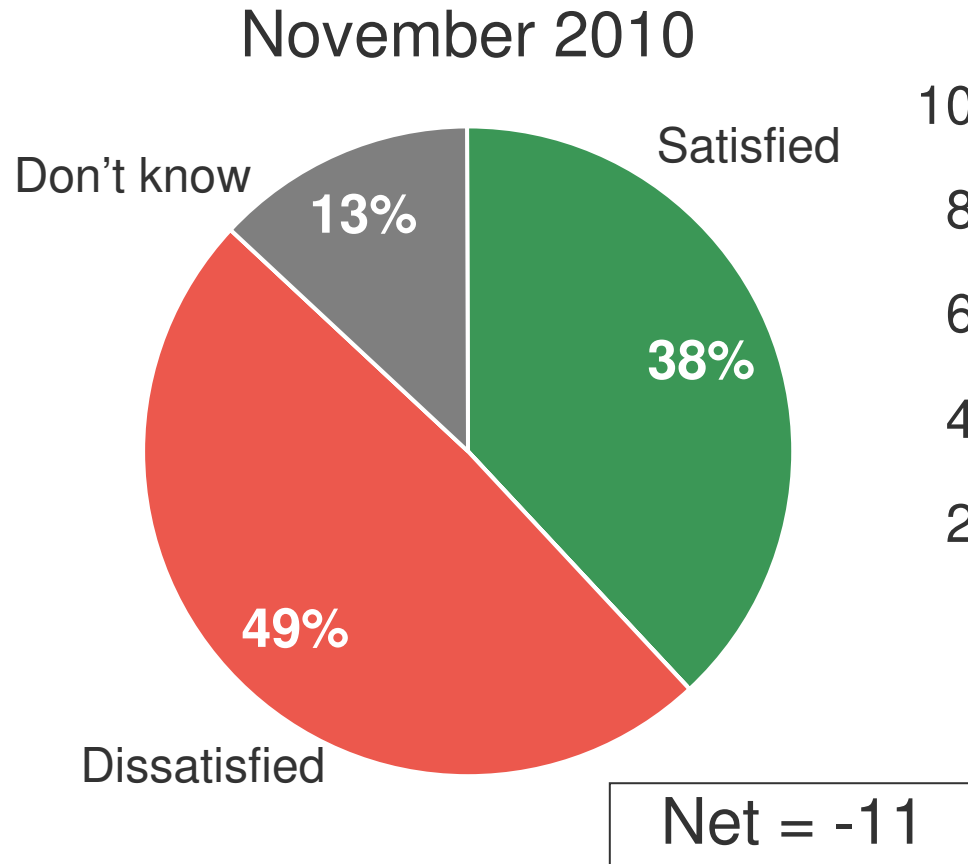
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor

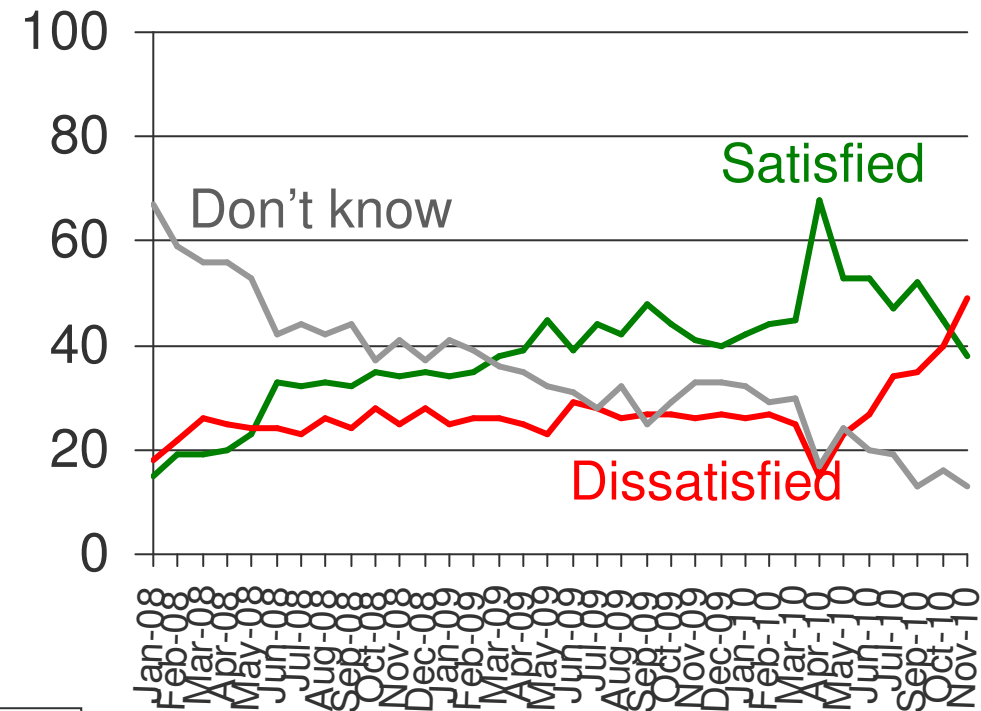


Nick Clegg (satisfaction)

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



January 2008 – November 2010



Base: 1,005 British adults 18+, 12th - 14th November 2010

Ipsos MORI

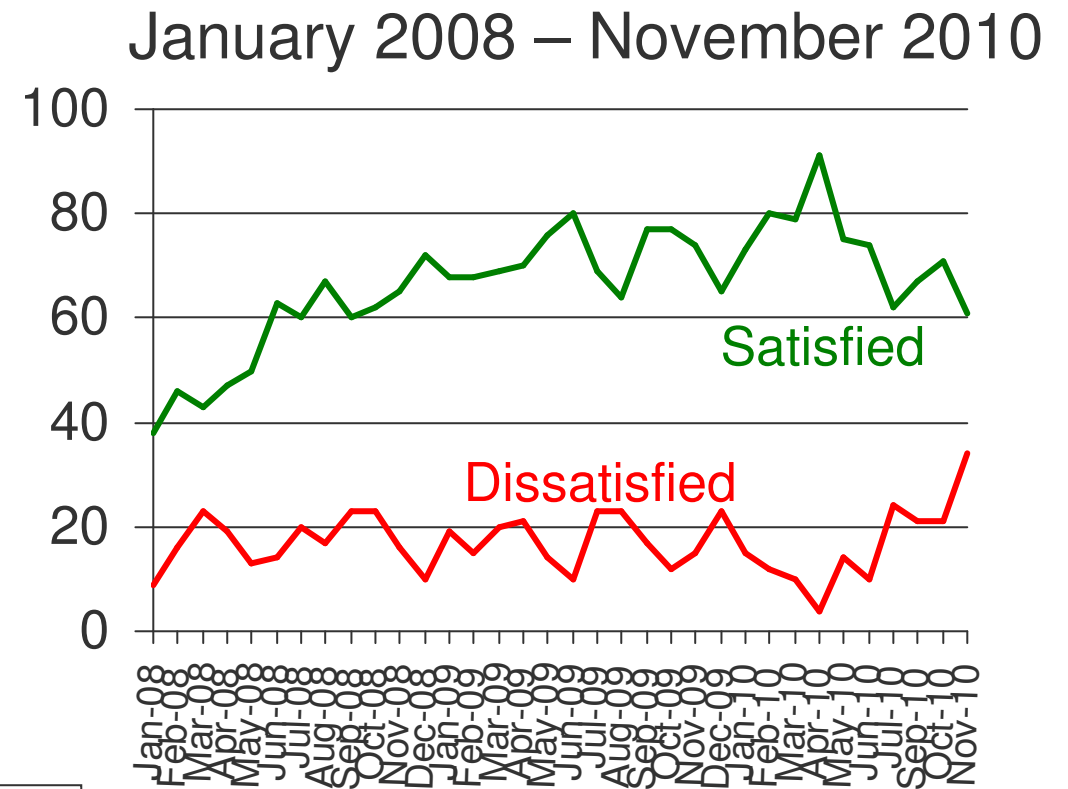
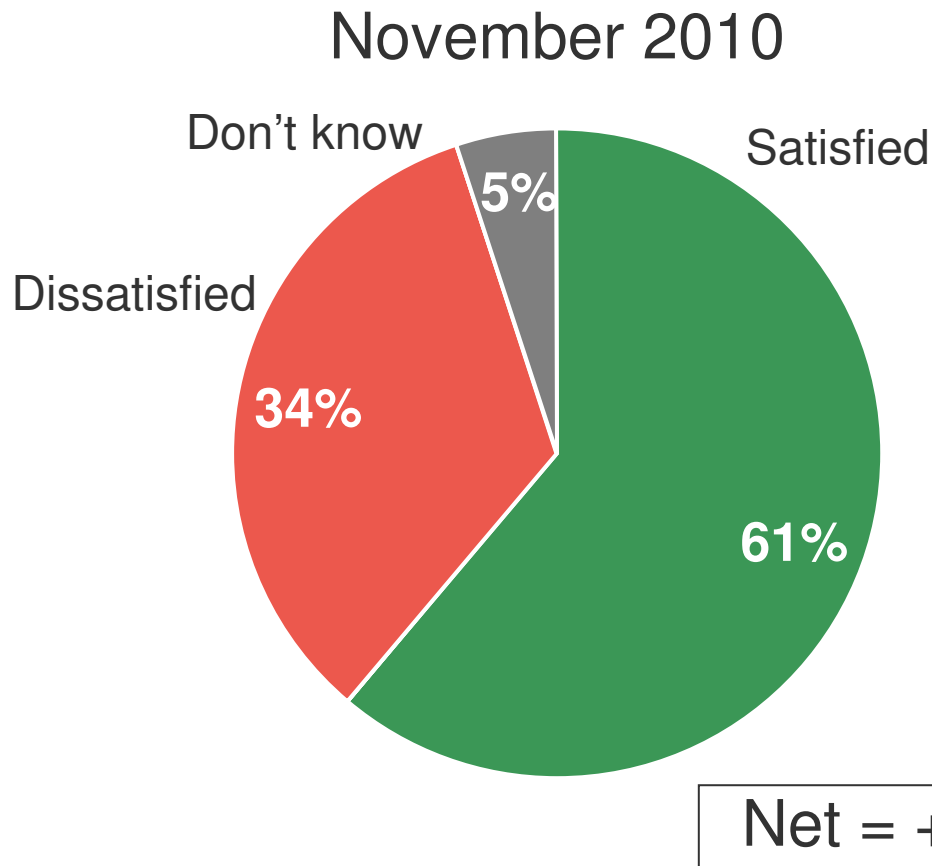
Note: Data collected prior to May 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Reuters/Ipsos MORI Political Monitor



Nick Clegg (satisfaction among Lib Dem supporters)

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



Base: 117 Liberal Democrat supporters 18+, 12th - 14th November 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: Reuters/Ipsos MORI Political Monitor

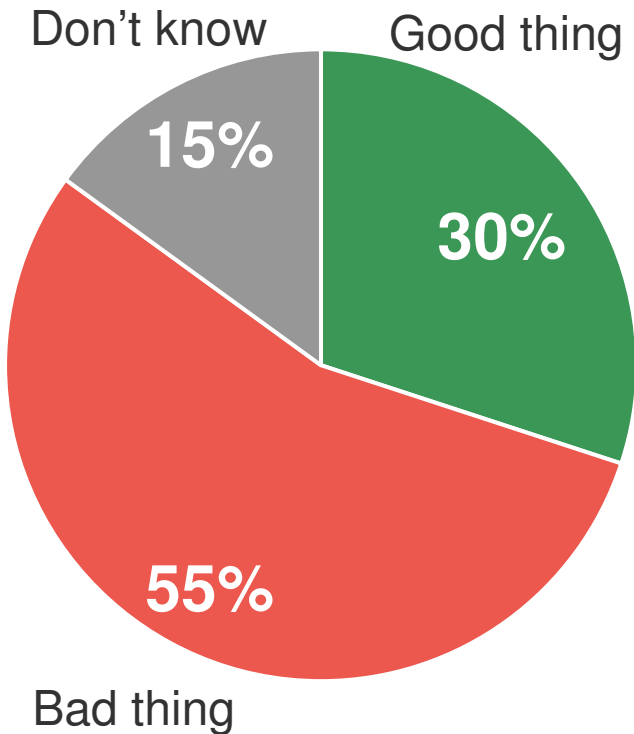


The Coalition Government

More think no overall majority is a good thing now than did before the election

As you may know, the general election on May 6th resulted in a hung parliament where no party had an overall majority. Do you think it will be a good thing or a bad thing for the country that no party achieved an overall majority?

5th May 2010*

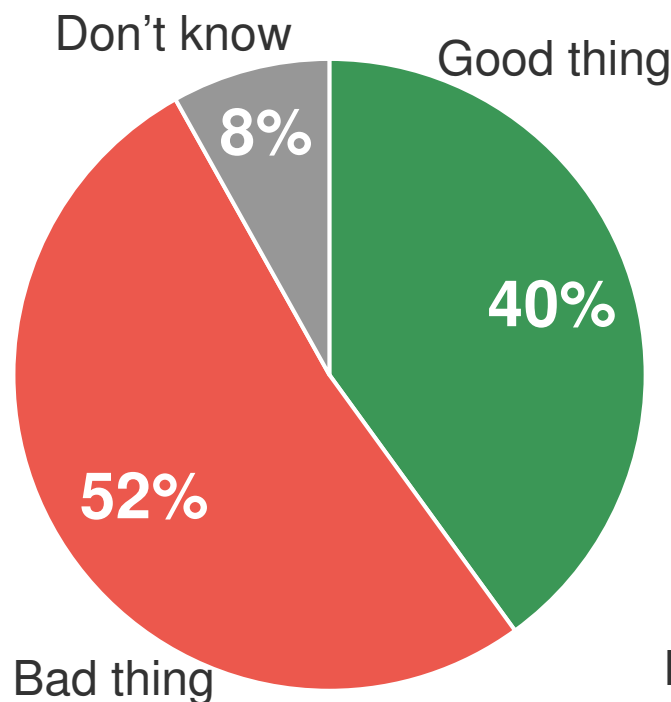


Base: 1,216 British adults 18+, 5th May 2010

*Asked as: "Do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?"

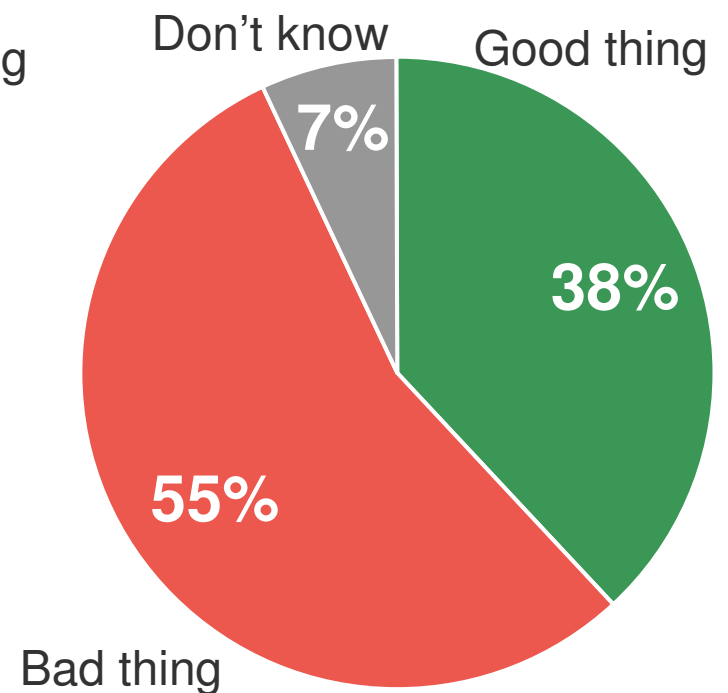
Ipsos MORI

12th – 13th May 2010



Base: 1,023 British adults 18+, 12th-13th May 2010

12th – 14th November 2010



Base: 1,005 British adults 18+, 12th-14th November 2010

Source: Reuters/Ipsos MORI Political Monitor 

Two-thirds think Conservatives are making most of the decisions in the Coalition

From what you know so far, which of these comes closest to your view?

The new government is a **genuine coalition** in which

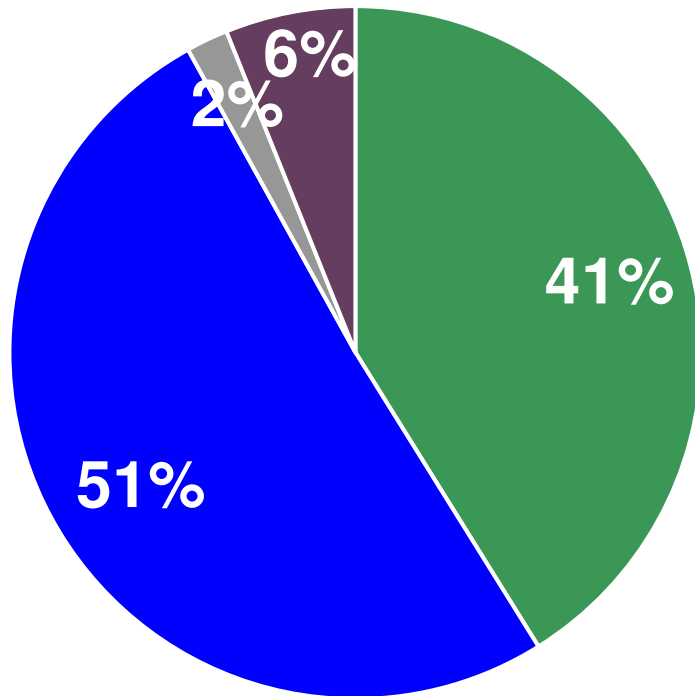
■ decisions are made jointly between the Conservatives and the Liberal Democrats

■ The **Conservatives are making most of the decisions** in the new government

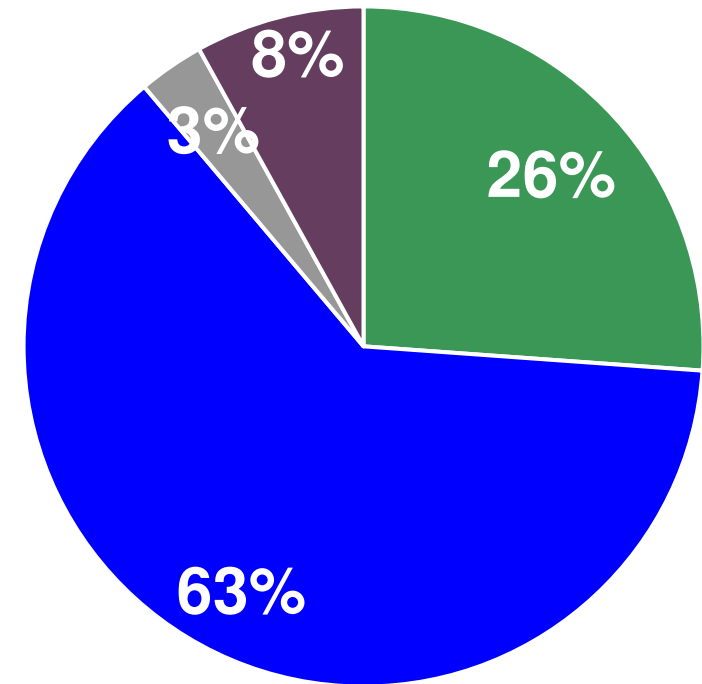
■ Neither

■ Don't know

June 2010



November 2010



Base: 1,253 British adults 18+, 18th-20th June 2010
Ipsos MORI

Base: 1,005 British adults 18+, 12th-14th November 2010

Source: Ipsos MORI/Reuters Political Monitor



Labour voters most sceptical about it being a “genuine coalition”

From what you know so far, which of these comes closest to your view?

The new government is a **genuine coalition** in which

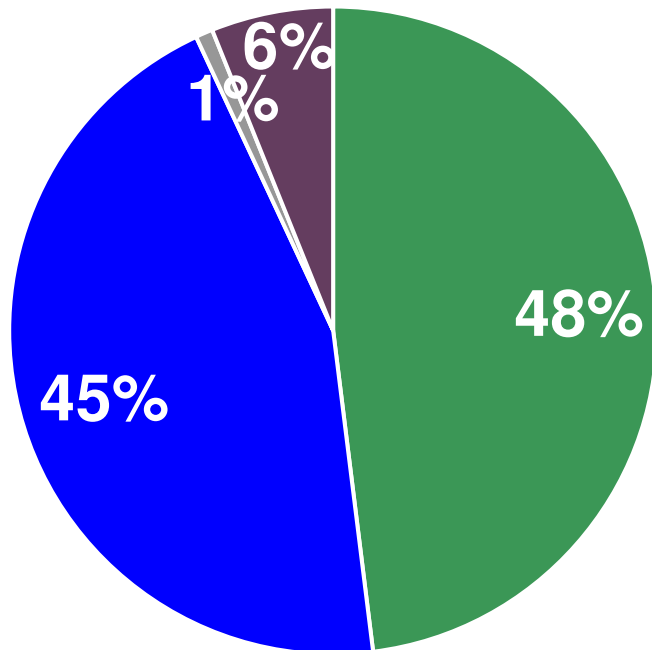
■ decisions are made jointly between the Conservatives and the Liberal Democrats

The **Conservatives are making most of the decisions** in the new government

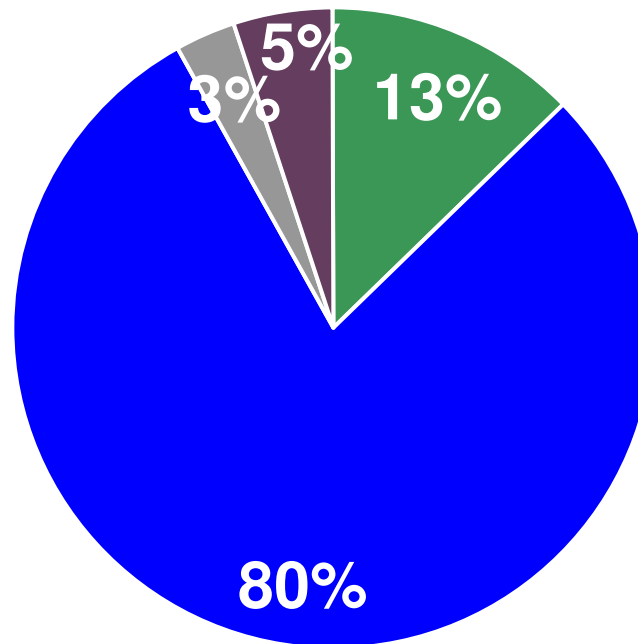
■ Neither

■ Don't know

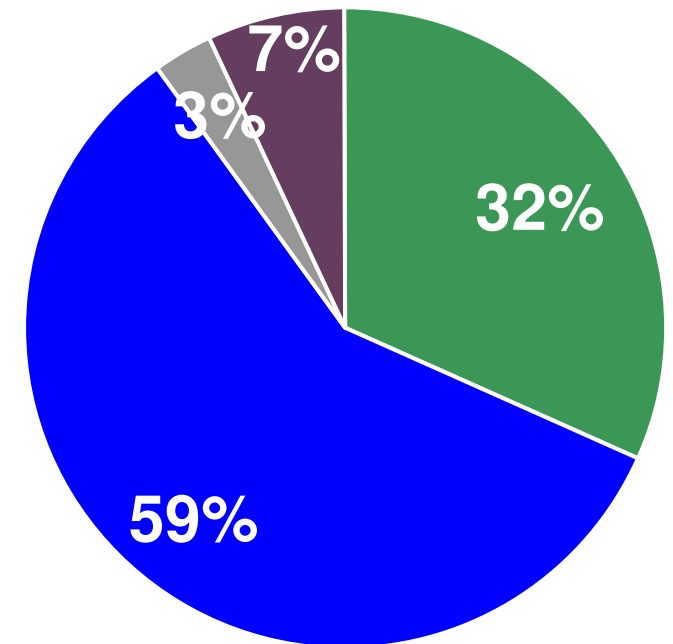
Conservative voters



Labour voters



Lib Dem voters



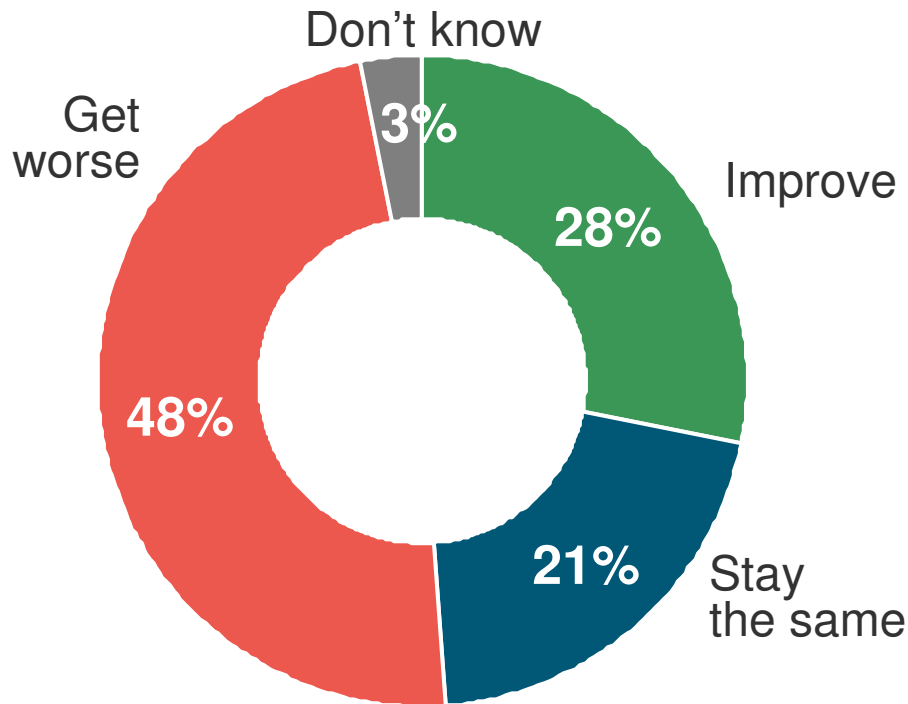
Base: 244 Conservative voters, 353 Labour voters, 117 Lib Dem voters, 12th – 14th November 2010

The economy

Economic Optimism Index

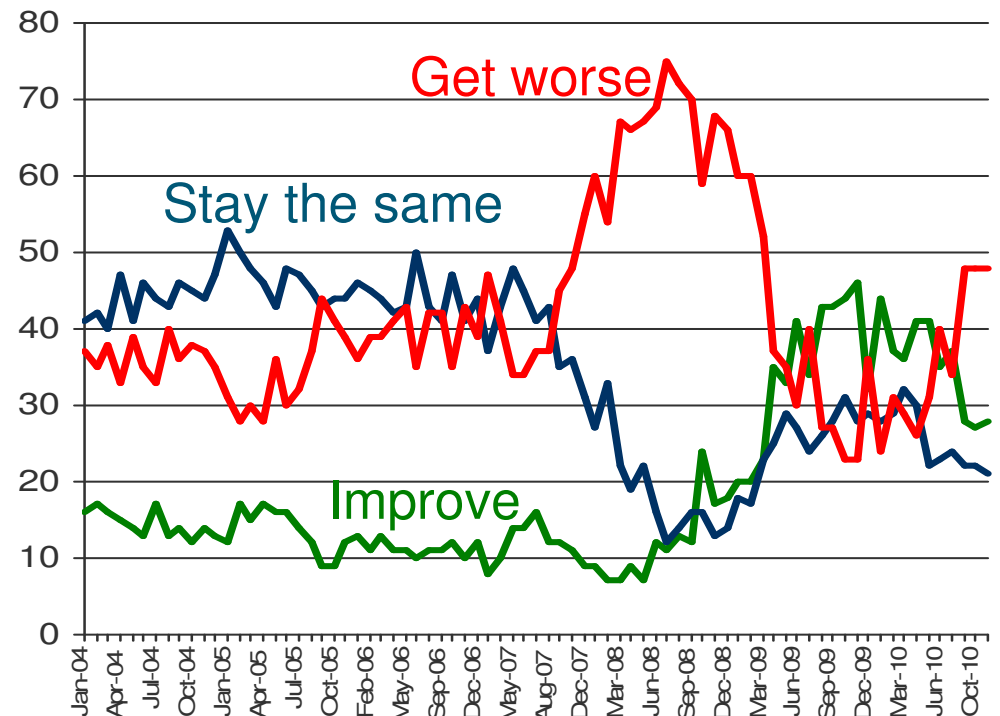
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

November 2010



EOI = -20

January 2004 – November 2010



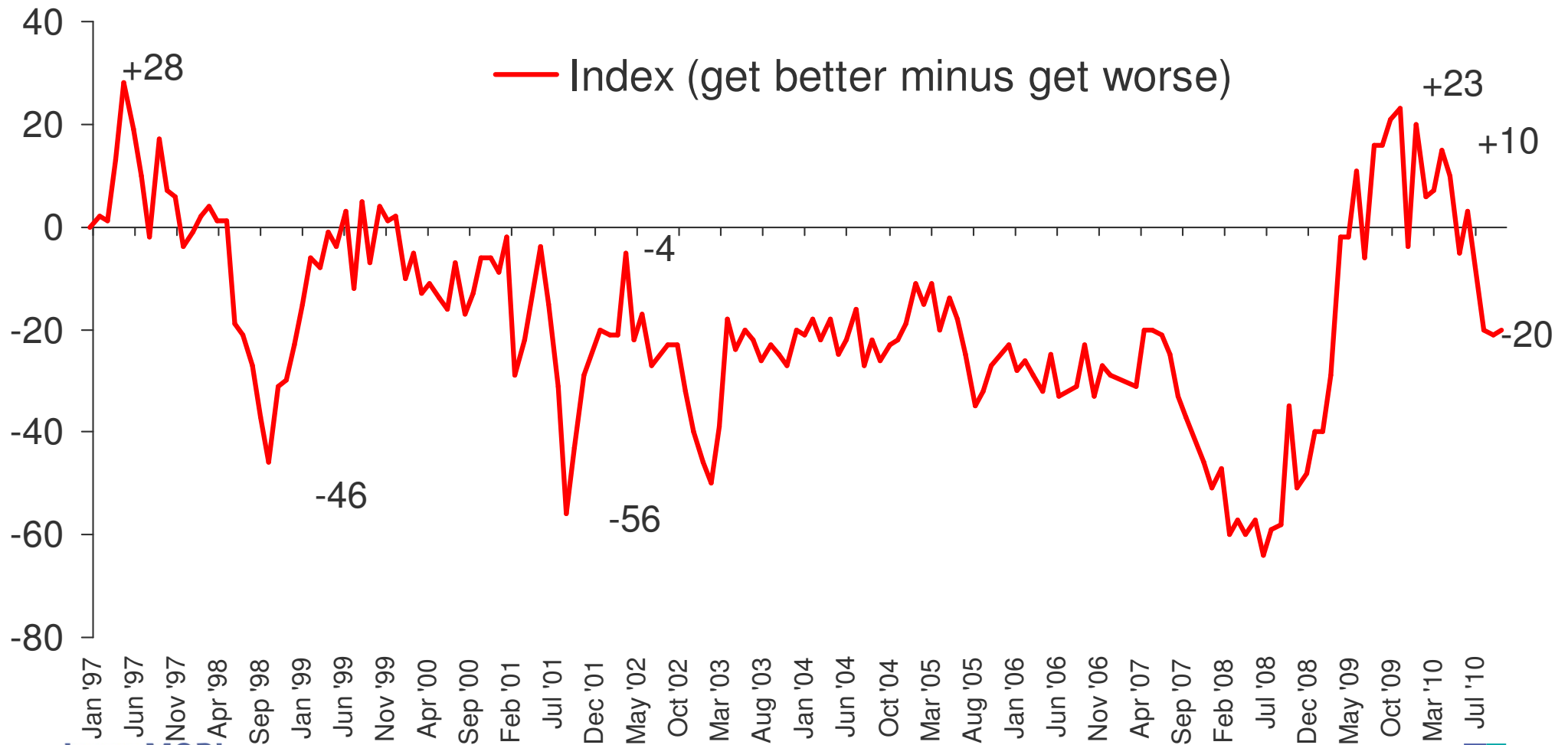
Base: 1,005 British adults 18+, 12th - 14th November 2010
Ipsos MORI

Source: Reuters/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?



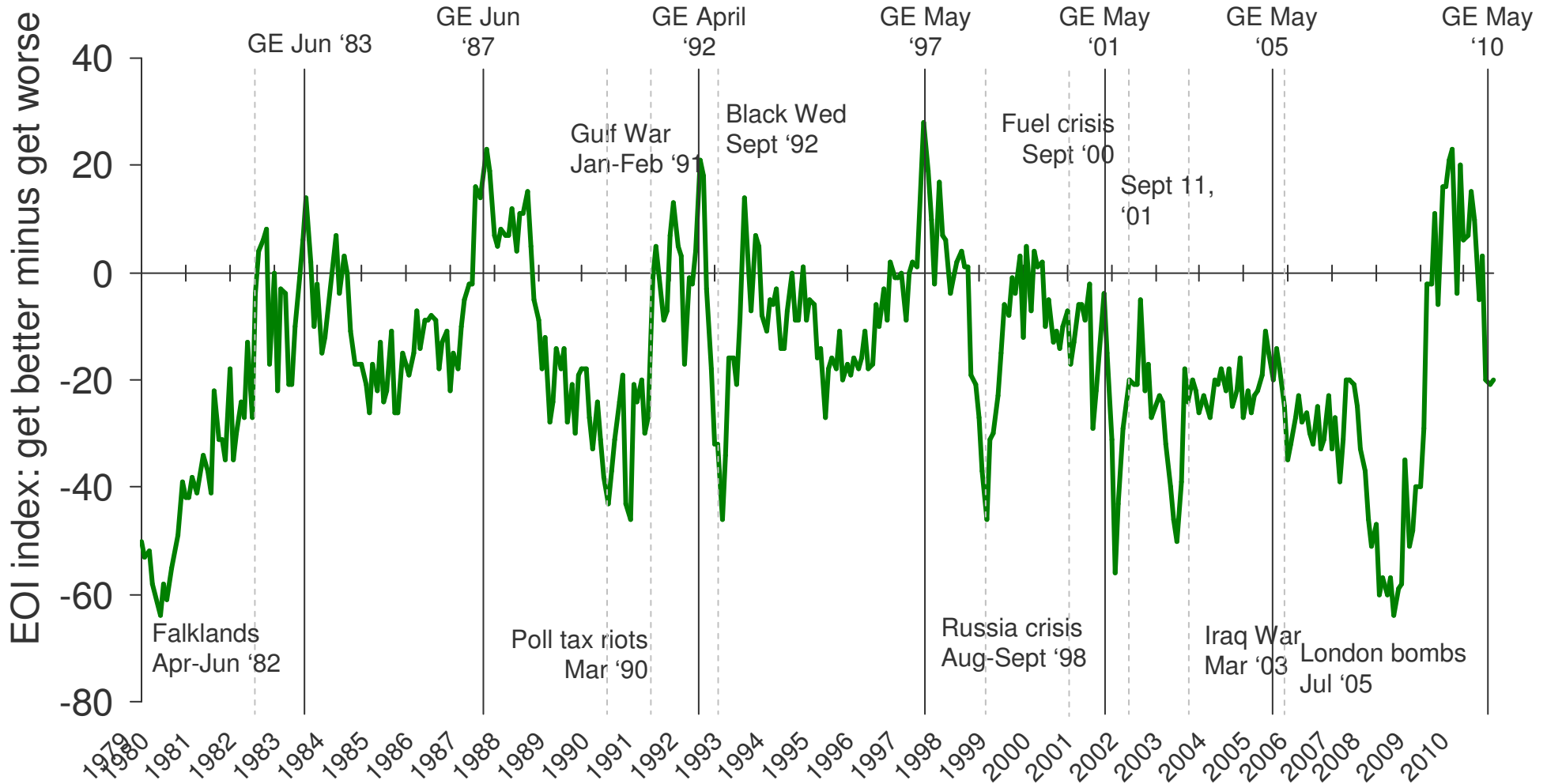
Ipsos MORI

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

Source: Reuters/Ipsos MORI Political Monitor 

Economic Optimism since 1979

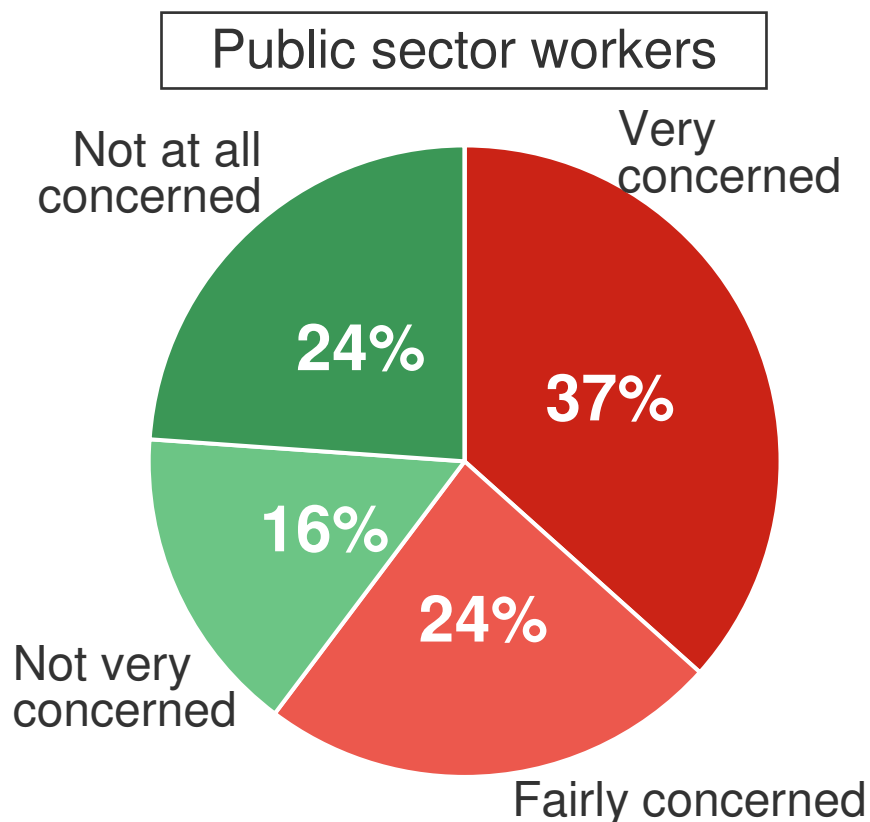
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c. 1,000 British adults each month

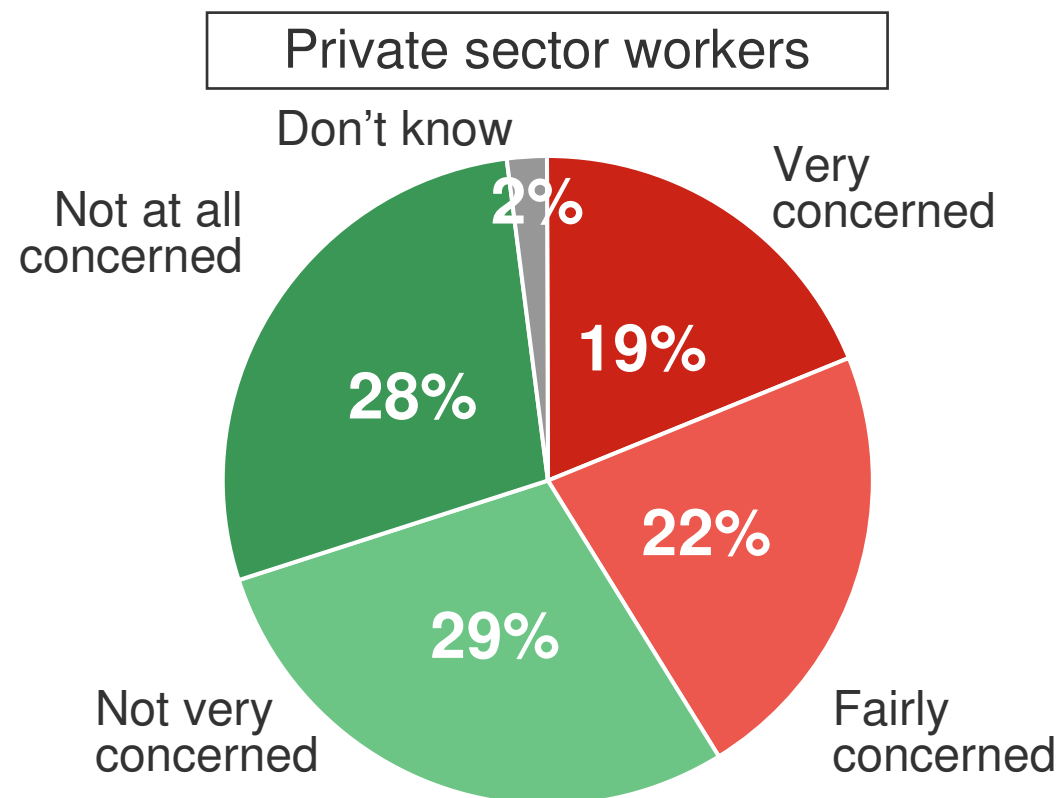
Public sector workers more concerned about redundancy than private sector

How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next few months?



Total concerned = 61%

Base: 181 British adults in full-time work in the public sector, 12th-14th November 2010

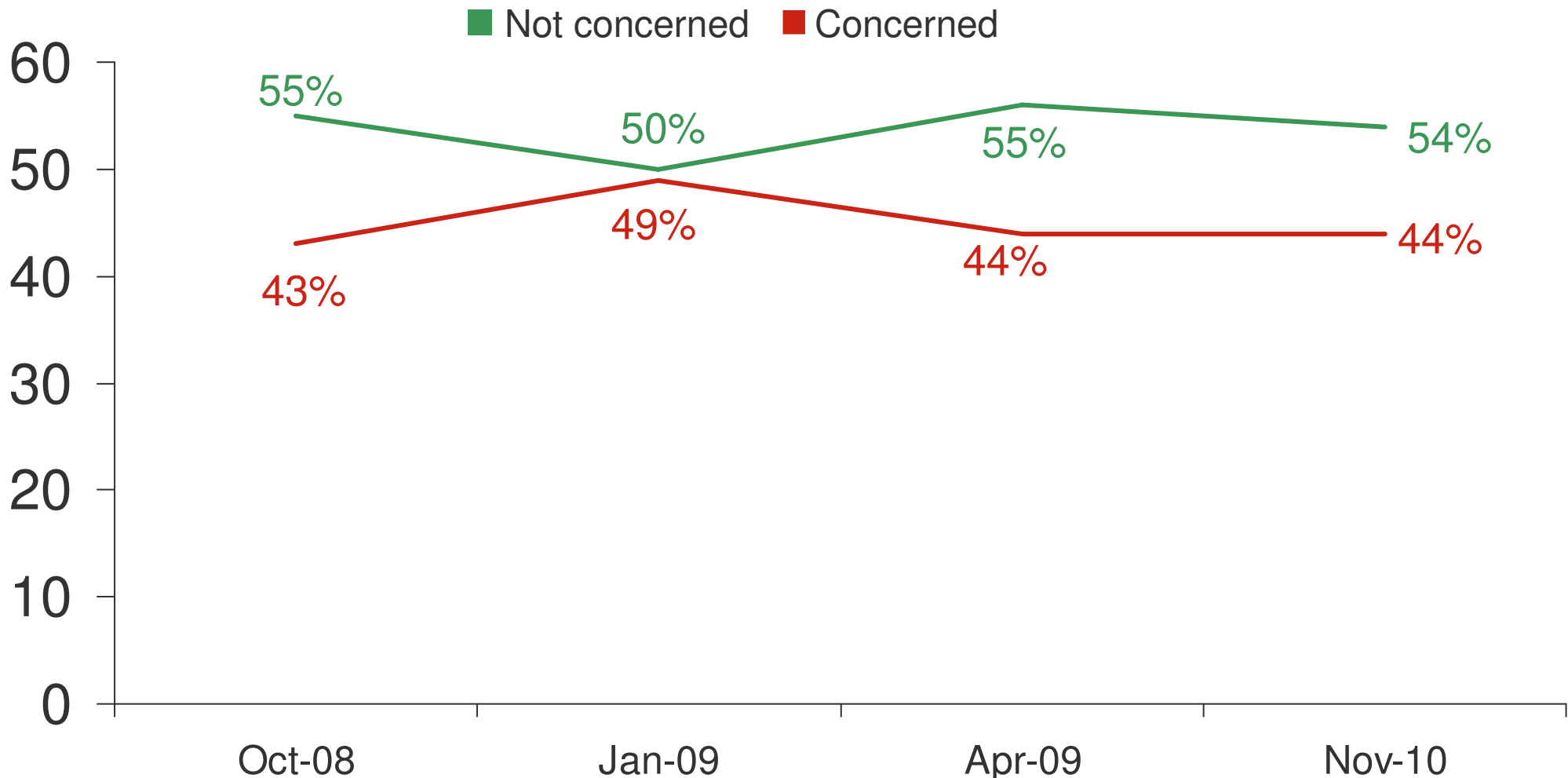


Total concerned = 41%

Base: 237 British adults in full-time work in the private sector, 12th-14th November 2010

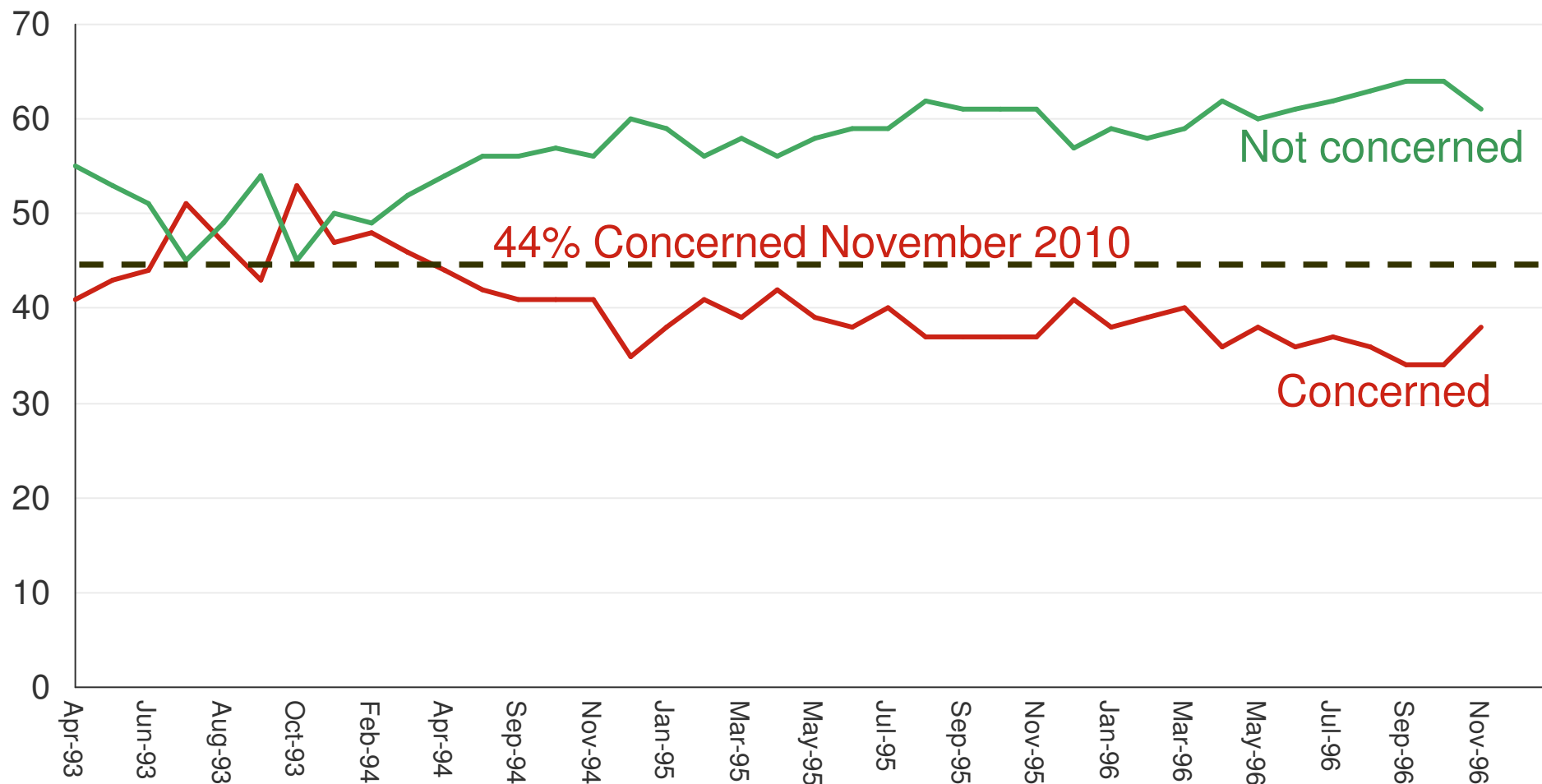
Concern about redundancy stable since October 2008

How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next few months?



Fear of redundancy – compared to 1990s recovery from recession

How concerned if at all would you say you are about the possibility of being made redundant or becoming unemployed over the next few months?

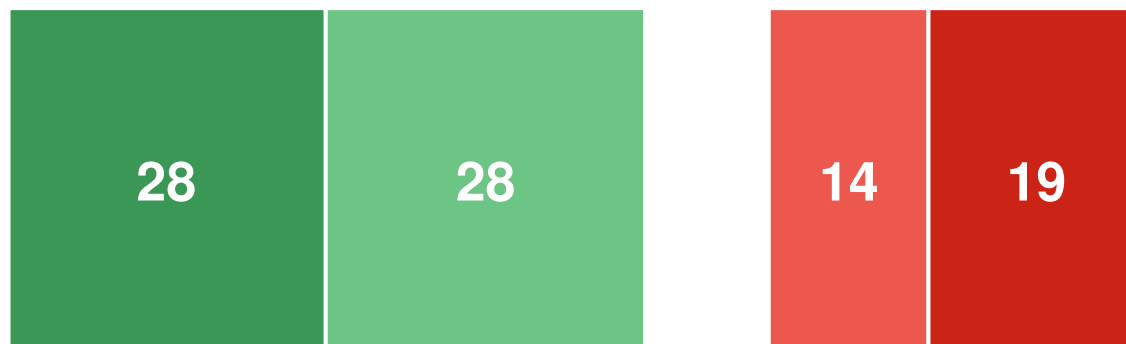


How should the national debt be paid off?

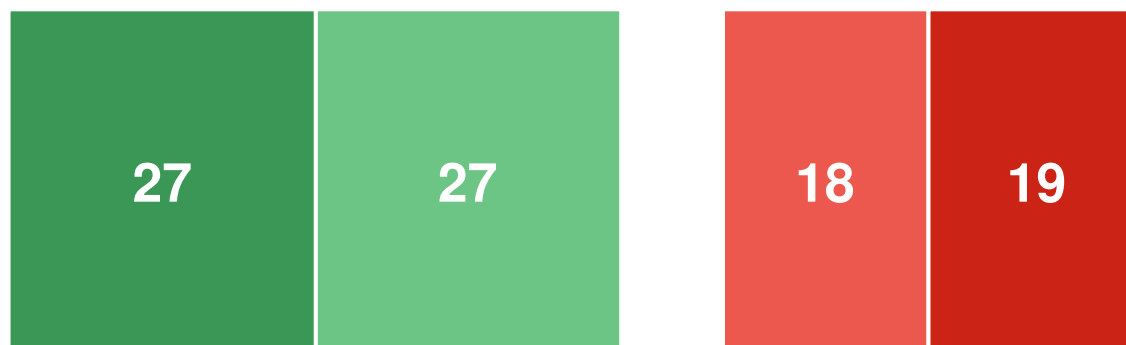
Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending

■ % Strongly agree ■ % Tend to agree ■ % Tend to disagree ■ % Strongly disagree

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



Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



Base: 1,005 British adults 18+, 12th - 14th November 2010

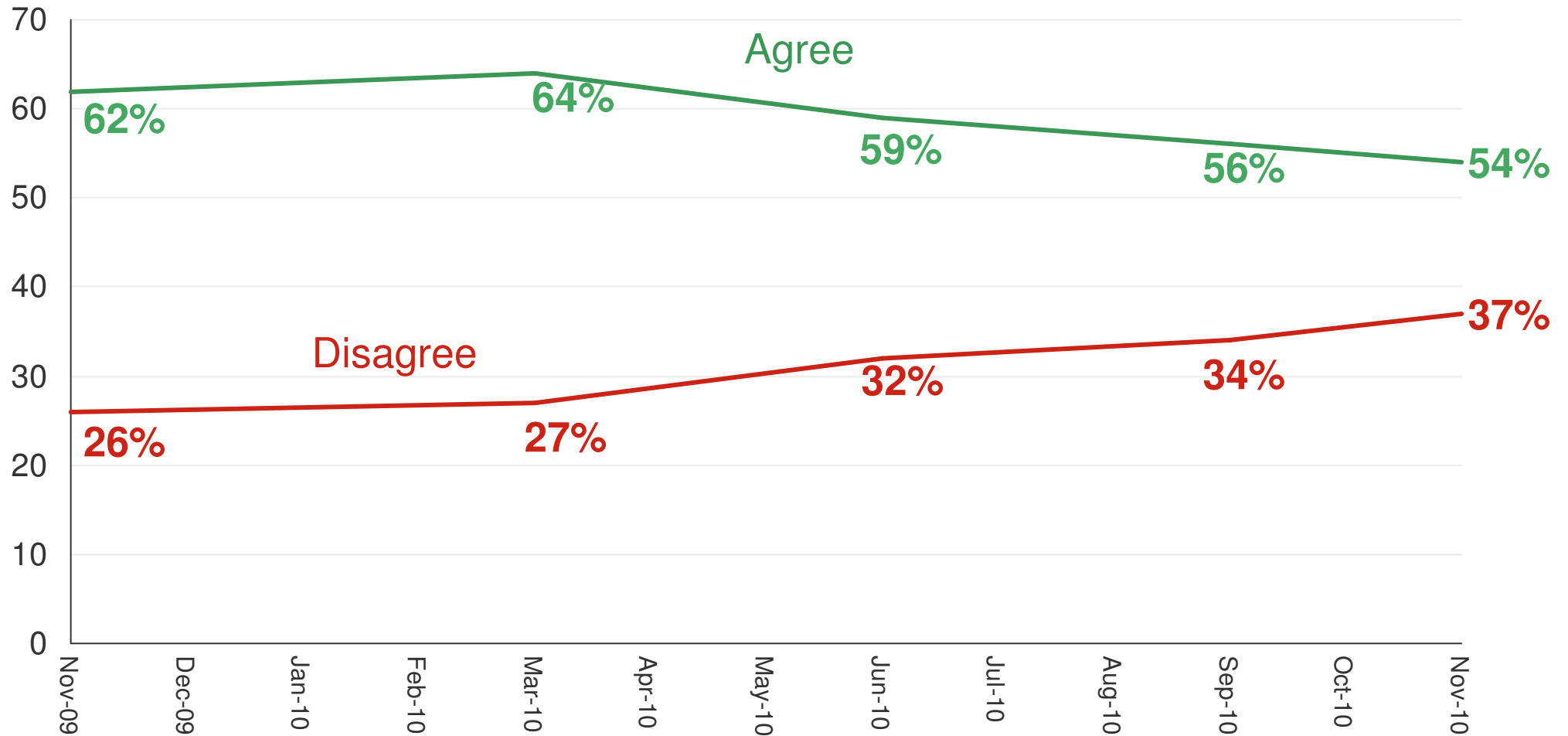
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



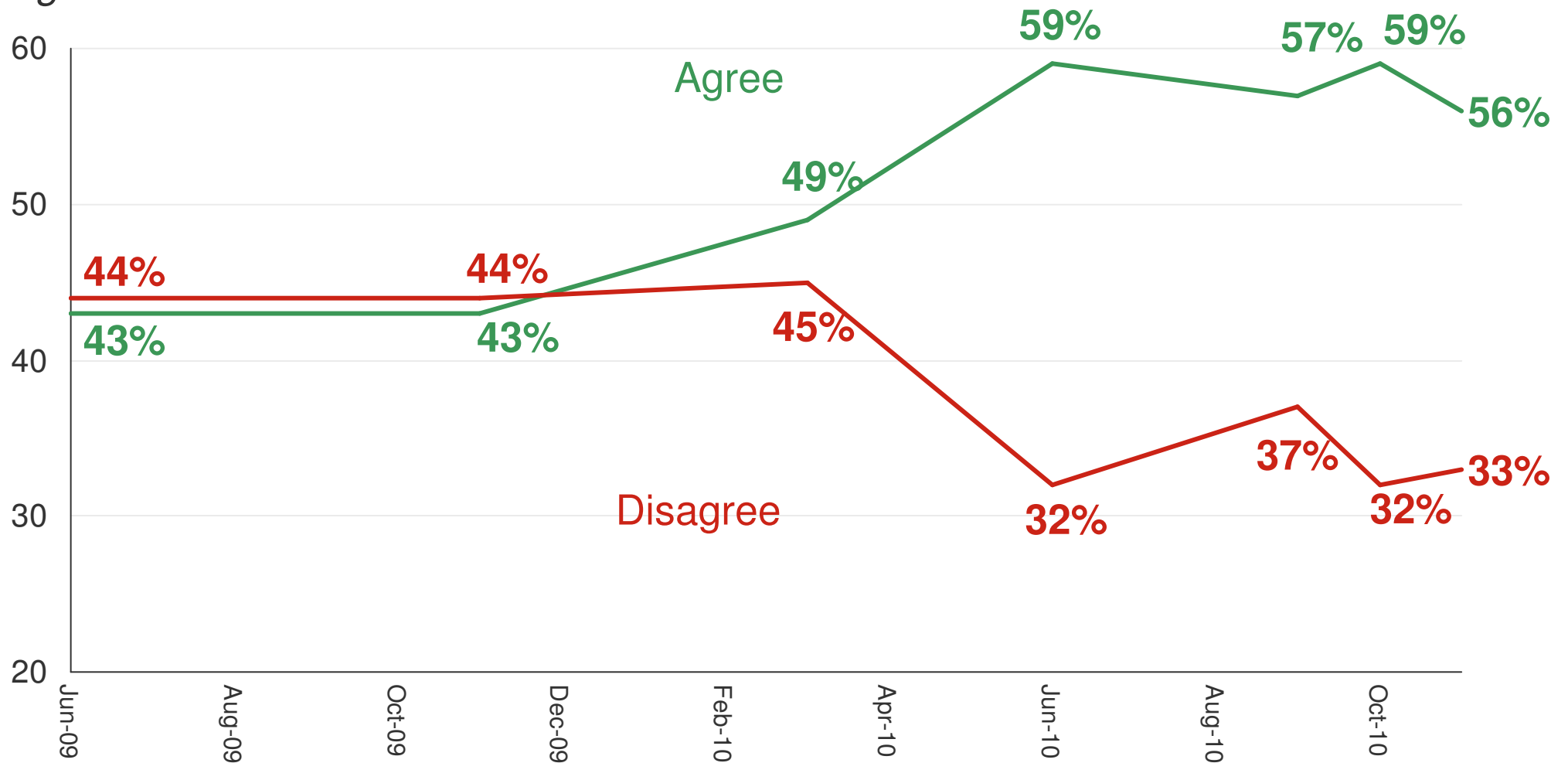
The argument that efficiency alone is enough to pay off national debt is losing traction

Making public services more efficient can save enough money to pay off the very high national debt we now have, without damaging services the public receive



Growing realisation that cuts are necessary

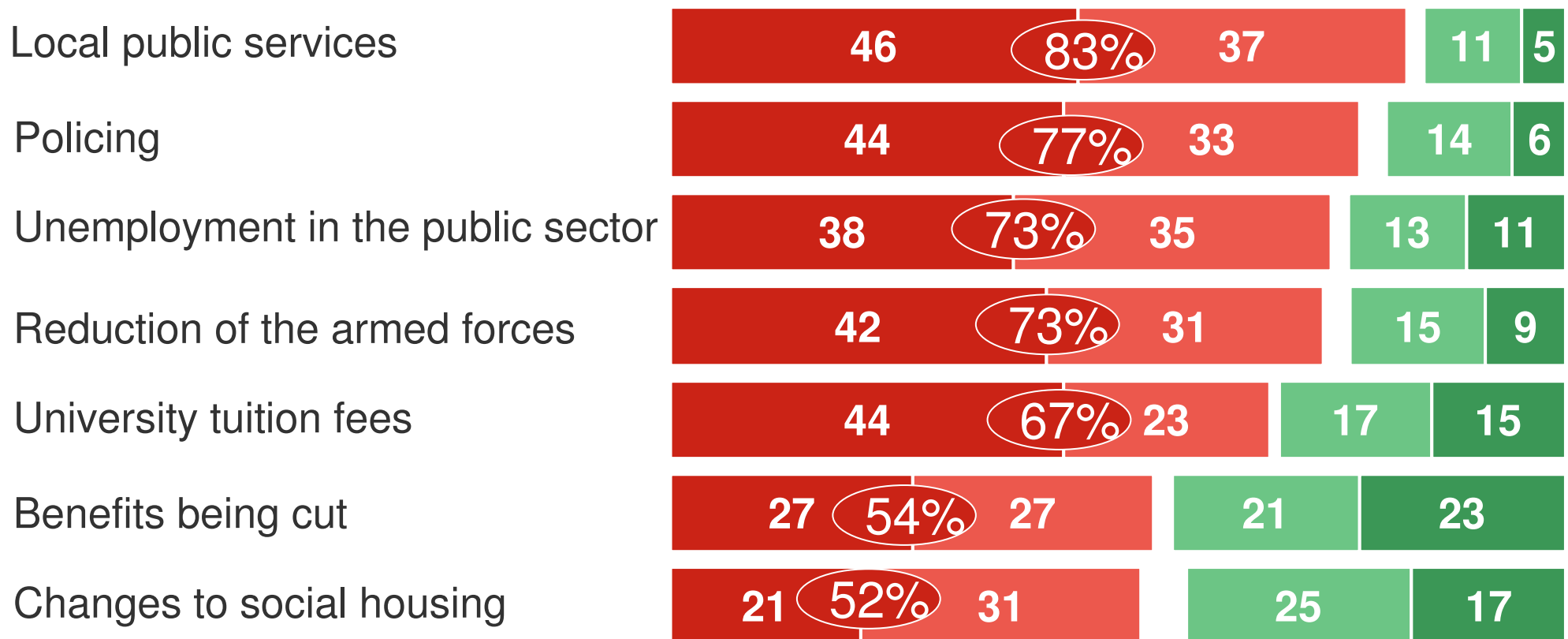
There is a real need to cut spending on public services in order to pay off the very high national debt we now have



Local public services are main concern following Spending Review

A few weeks ago the government announced its plans for public spending in the Comprehensive Spending Review. As a result of the announcements, please tell me, to what extent, if at all, you are concerned about each of the following:

■ % Very concerned ■ % Fairly concerned ■ % Not very concerned ■ % Not at all concerned



Base: 1,005 British adults 18+, 12th - 14th November 2010

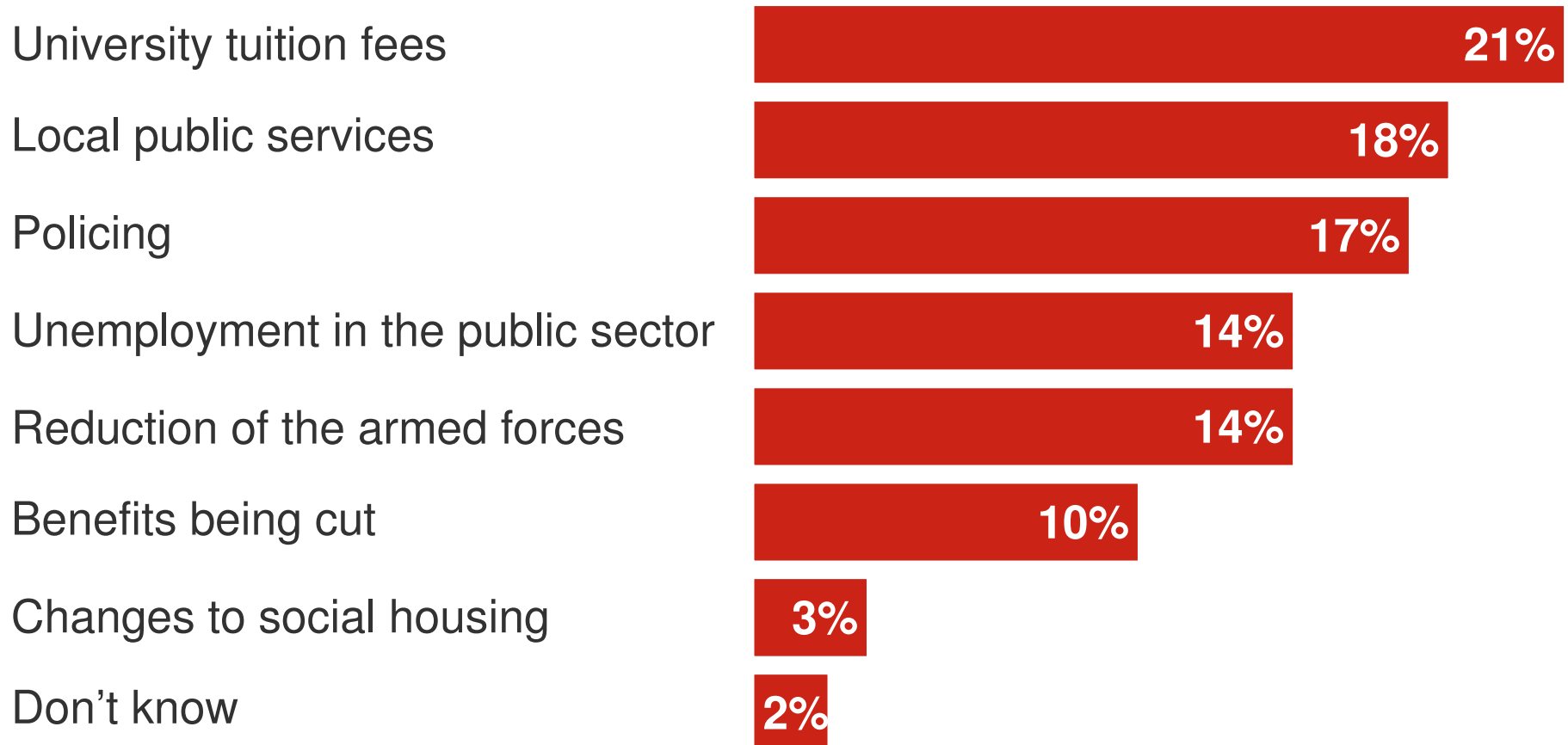
Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor



For those who are ‘very’ concerned about at least one issue, university tuition fees are the main worry

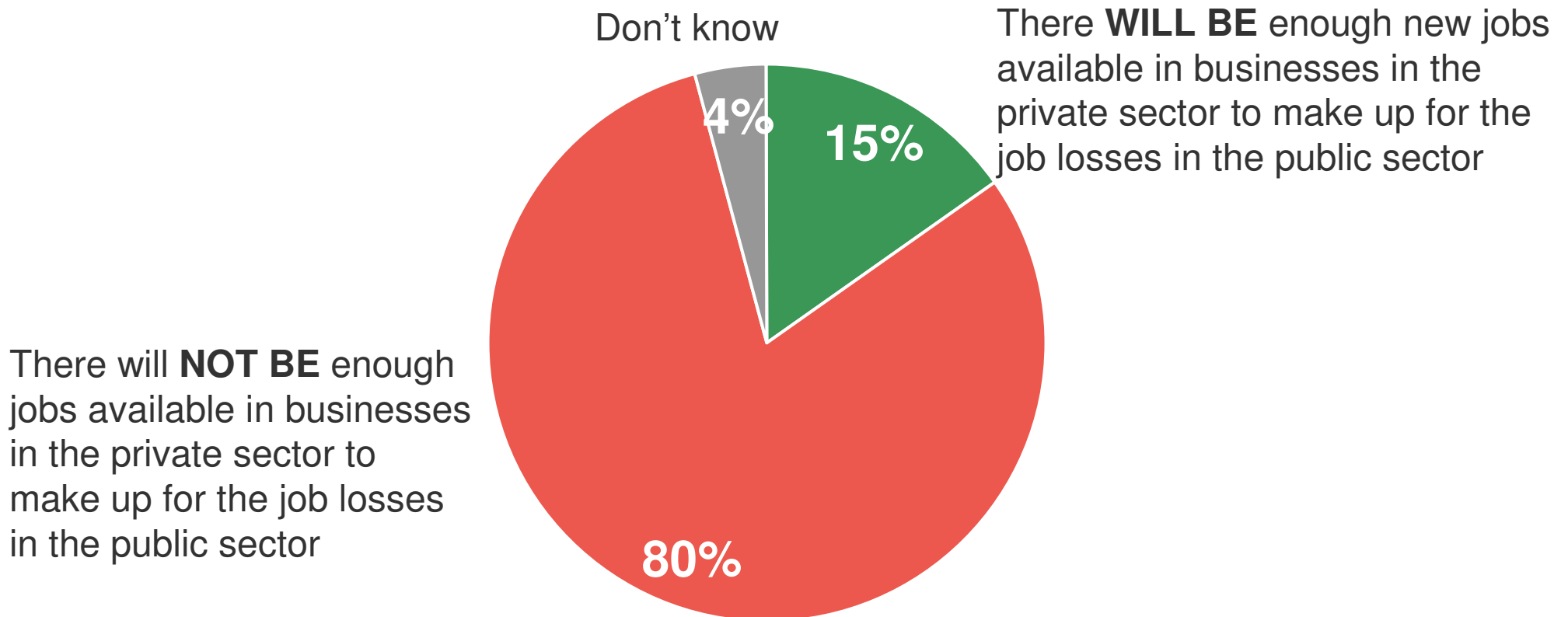
And which one are you most concerned about?



Base: All those who said they are very concerned about one issue, combined with those who said they are very concerned about more than one issue and were asked “And which one are you most concerned about?” 848 British adults, 12th – 14th November 2010

The public do not think the private sector can make up for public sector job losses

As part of the recent spending review, it was announced that around 490,000 public sector jobs will be lost in the next few years. Please tell me which of the following statements comes closest to your view.



Base: 1,005 British adults 18+, 12th - 14th November 2010

Ipsos MORI

Source: Reuters/Ipsos MORI Political Monitor

