



POLITICAL MONITOR

Carried out for Reuters

January 2012

Ipsos MORI

Contacts: Bobby.Duffy@ipsos.com

Gideon.Skinner@ipsos.com

Tomasz.Mludzinski@ipsos.com 020 7347 3000

**POLITICAL
MONITOR**

Ipsos

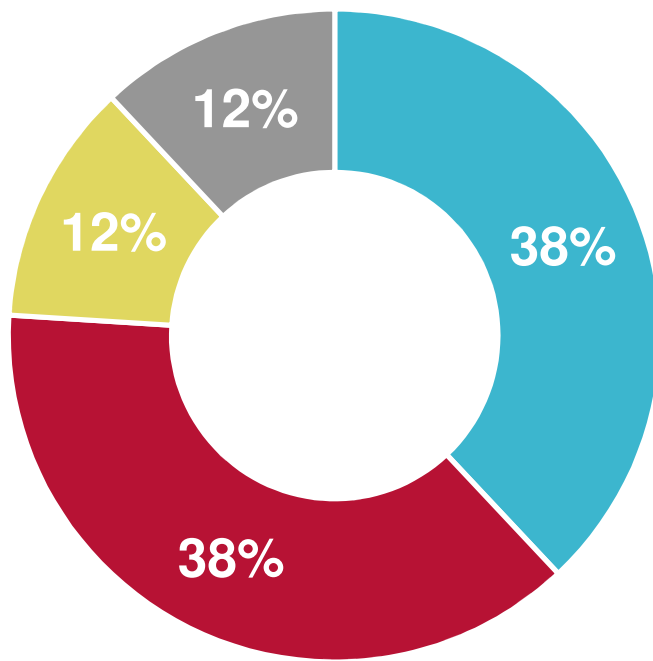
Voting Intentions

**POLITICAL
MONITOR**

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

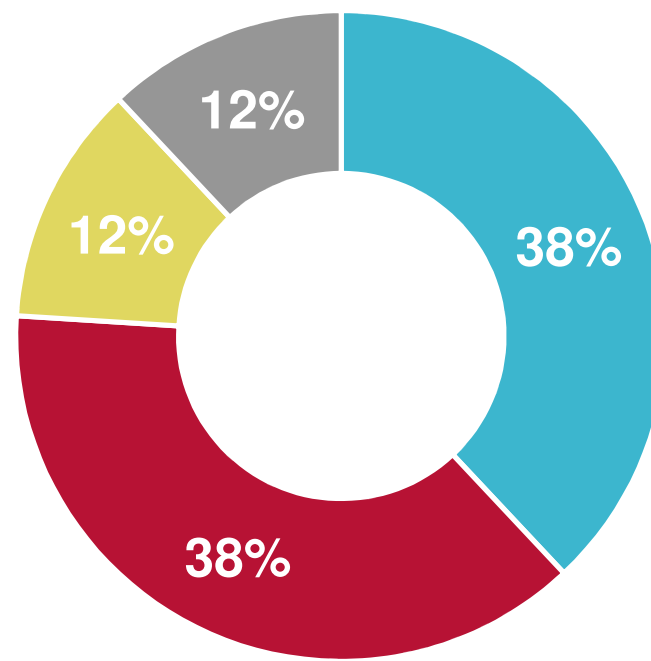
How would you vote if there were a General Election tomorrow?"

All giving a voting intention: 81%



Conservative lead = 0

All certain to vote: 55%



Conservative lead = 0

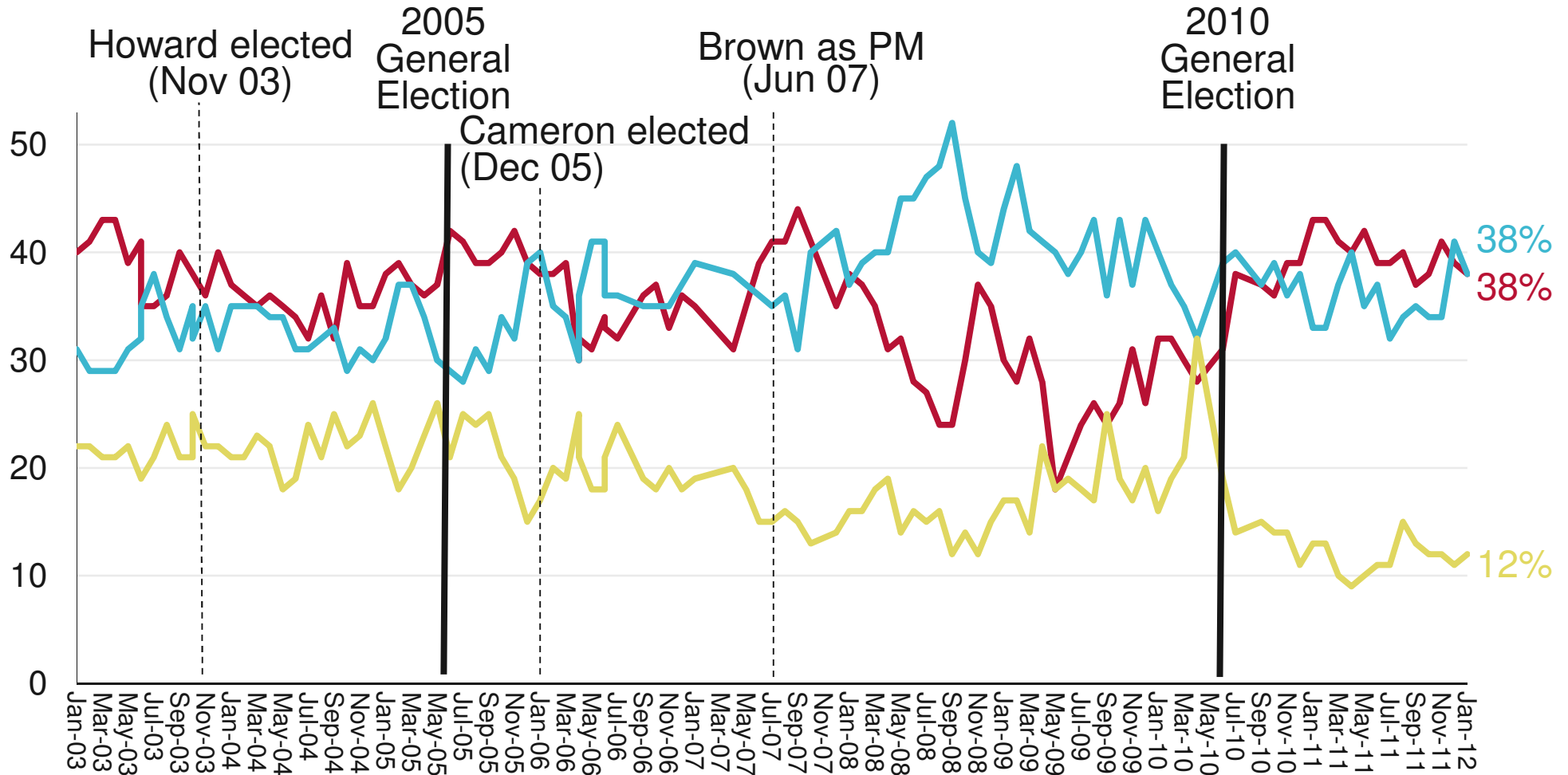
- Labour
- Conservative
- Lib Dem
- Other

Base: All giving a voting intention = 817 unweighted, all certain to vote = 574 unweighted; data collected among 1,007 British adults 18+, 21st - 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

Voting Intentions January '03 – January '12 (all certain to vote)

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



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

Source: Reuters/Ipsos MORI Political Monitor

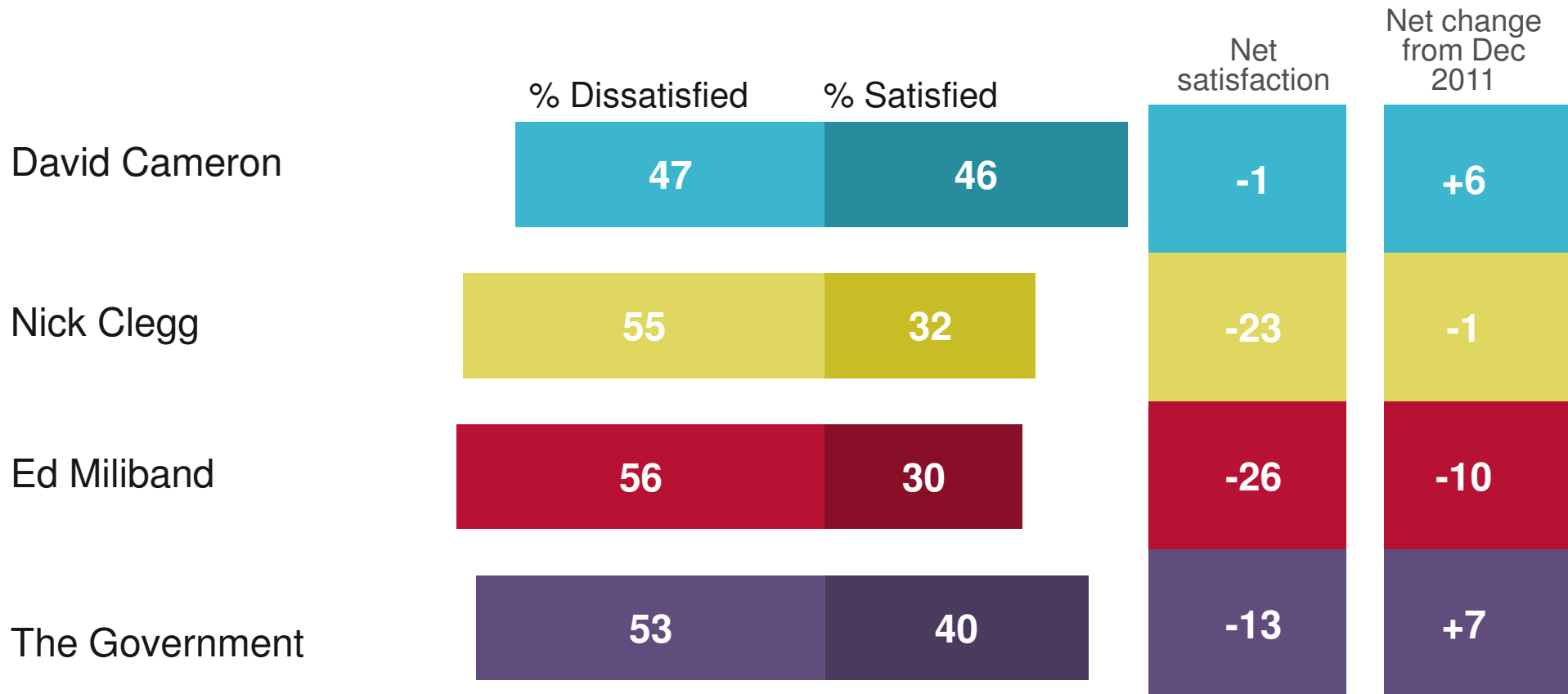
Satisfaction with the Coalition and Party Leaders

**POLITICAL
MONITOR**

Satisfaction with leaders and the Government

6

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?

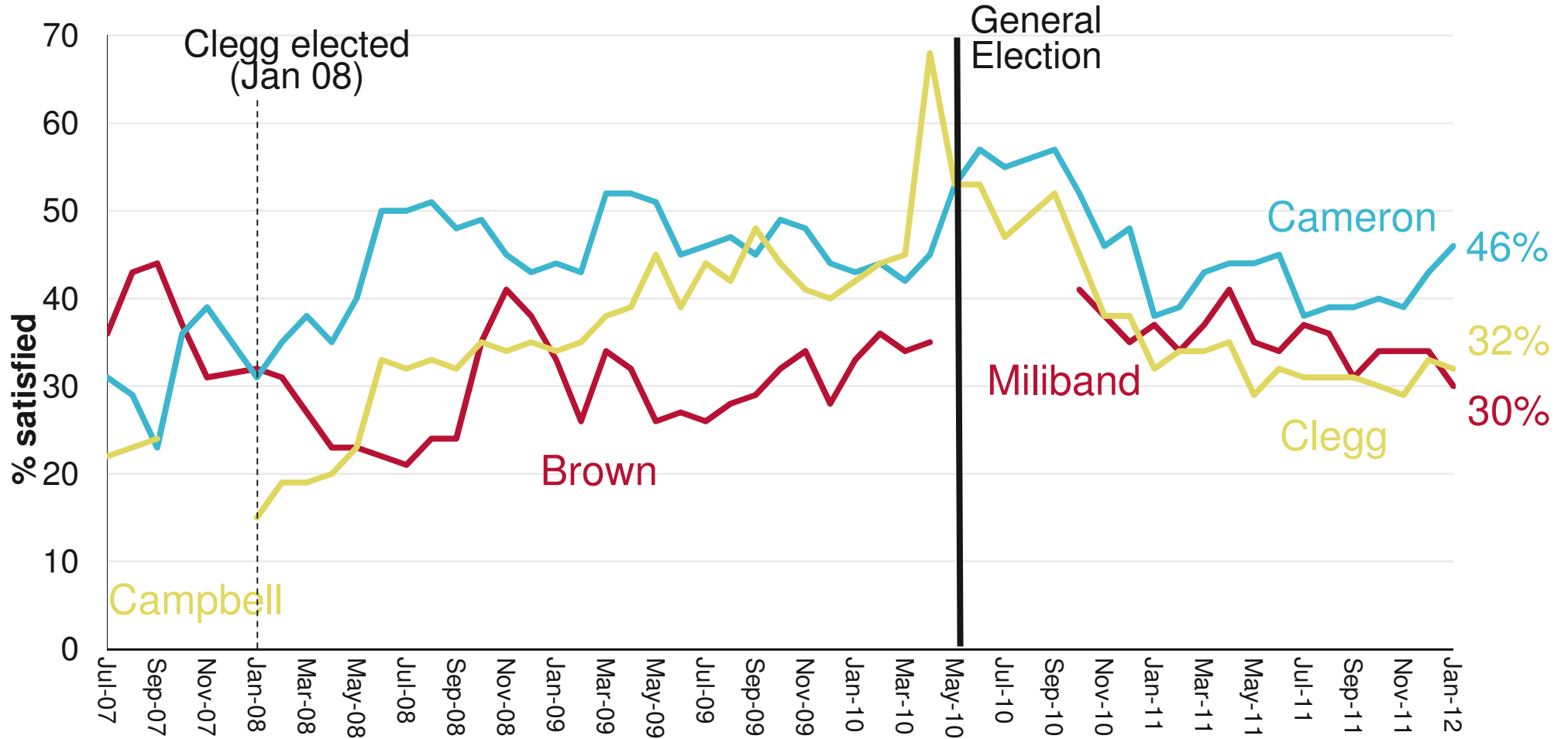


Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

Satisfaction with Party leaders July '07 – January '12

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

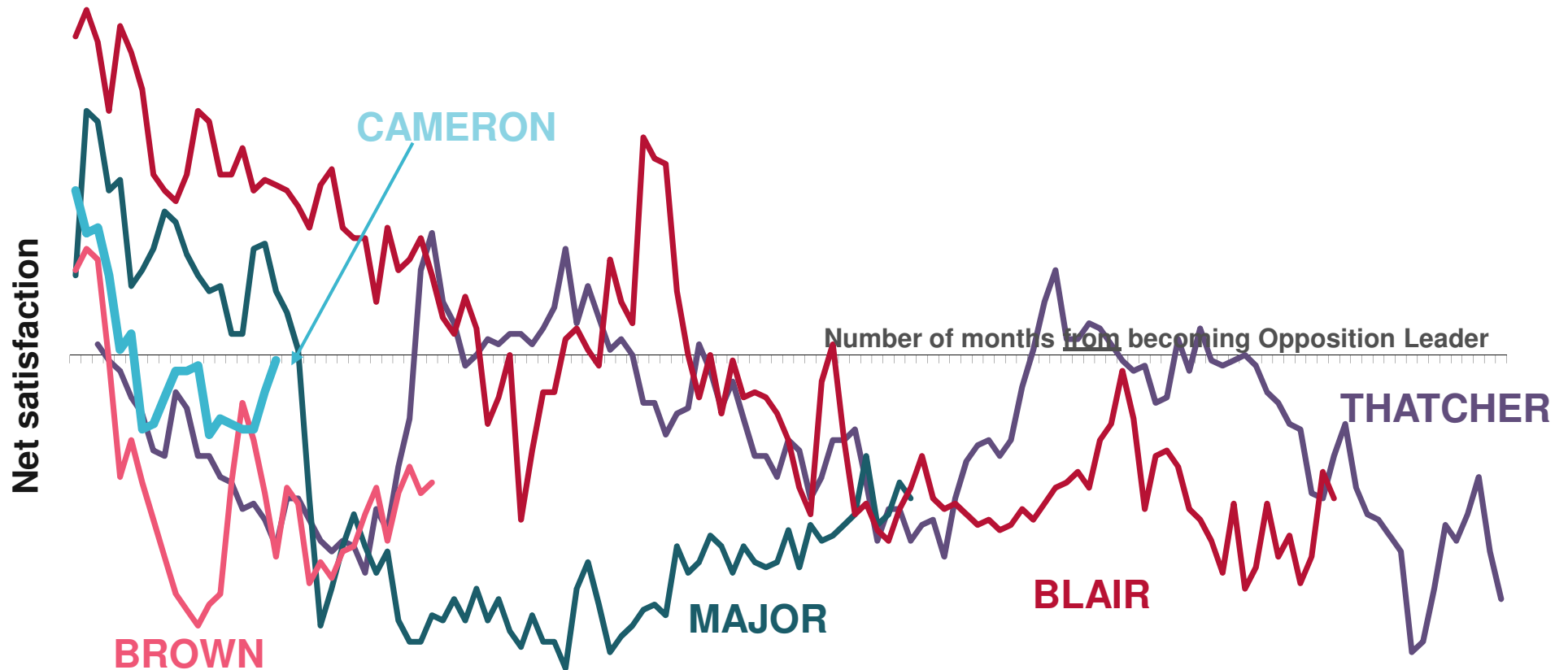


Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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



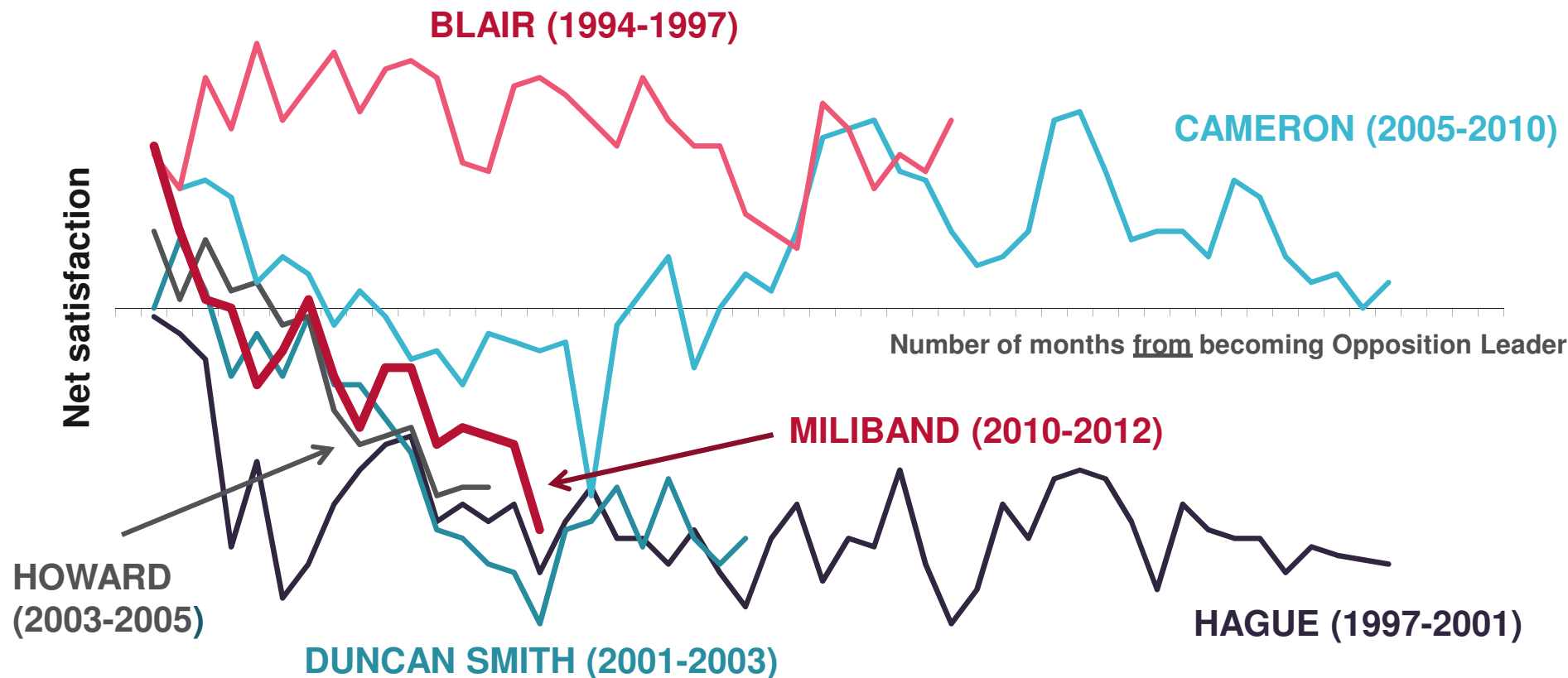
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: c. 1,000 British adults each month

Source: Reuters/Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2012)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



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

Base: c. 1,000 British adults each month

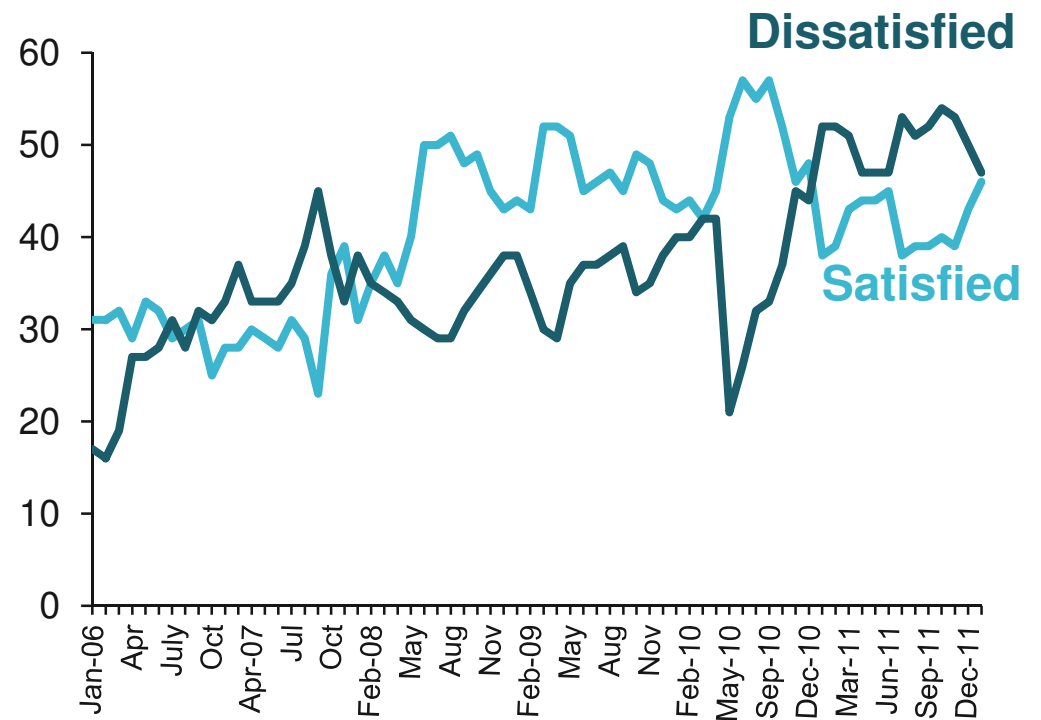
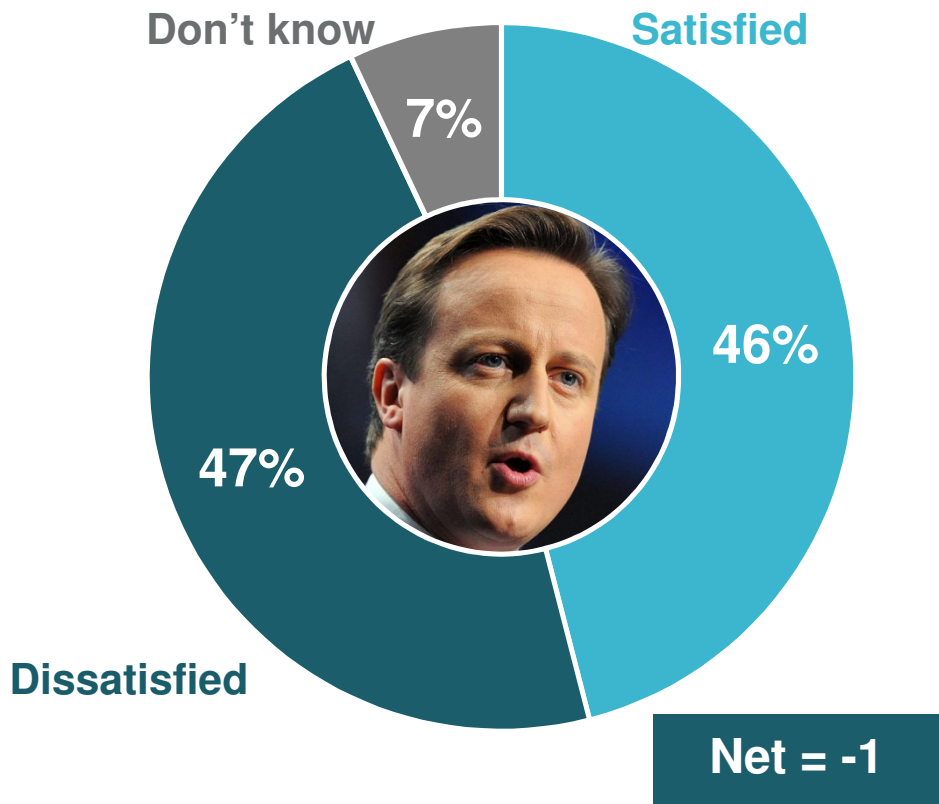
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

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

January 2012

January 2006 – January 2012



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

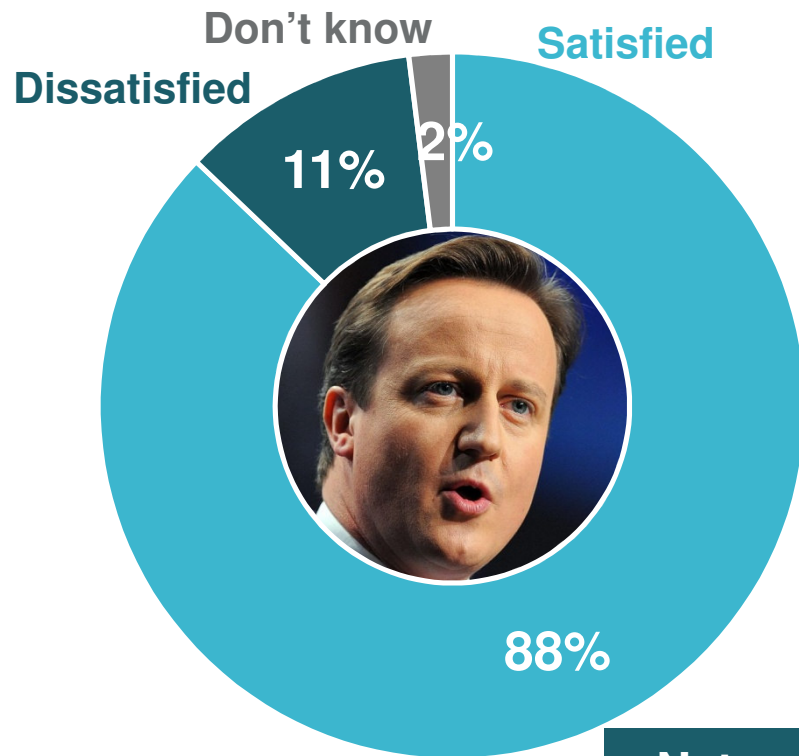
Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

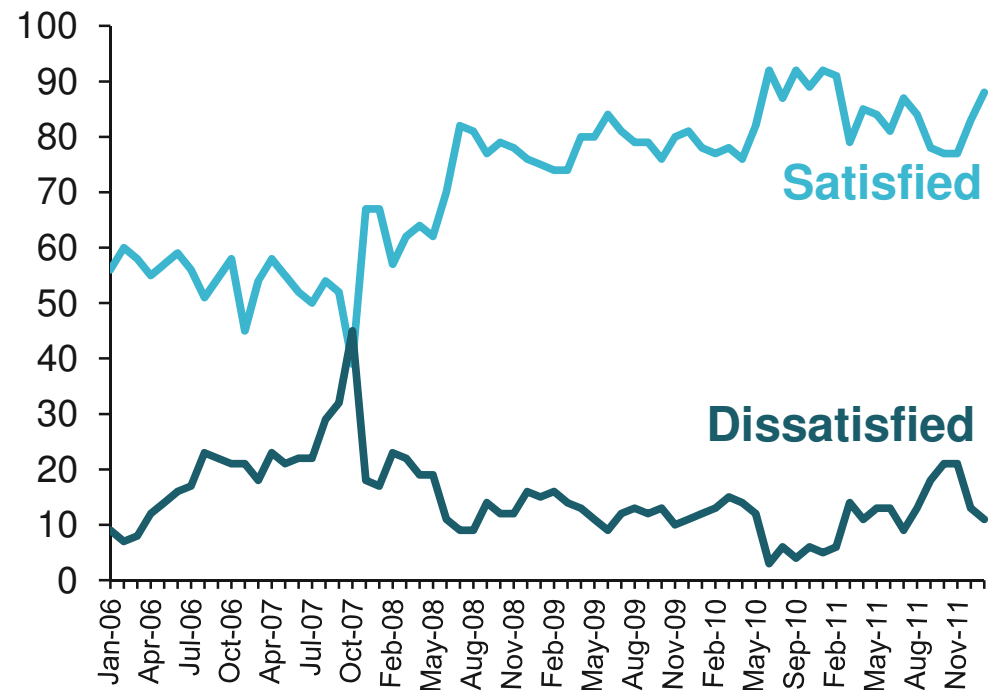
Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?

January 2012



Net = +77

January 2006 – January 2012



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

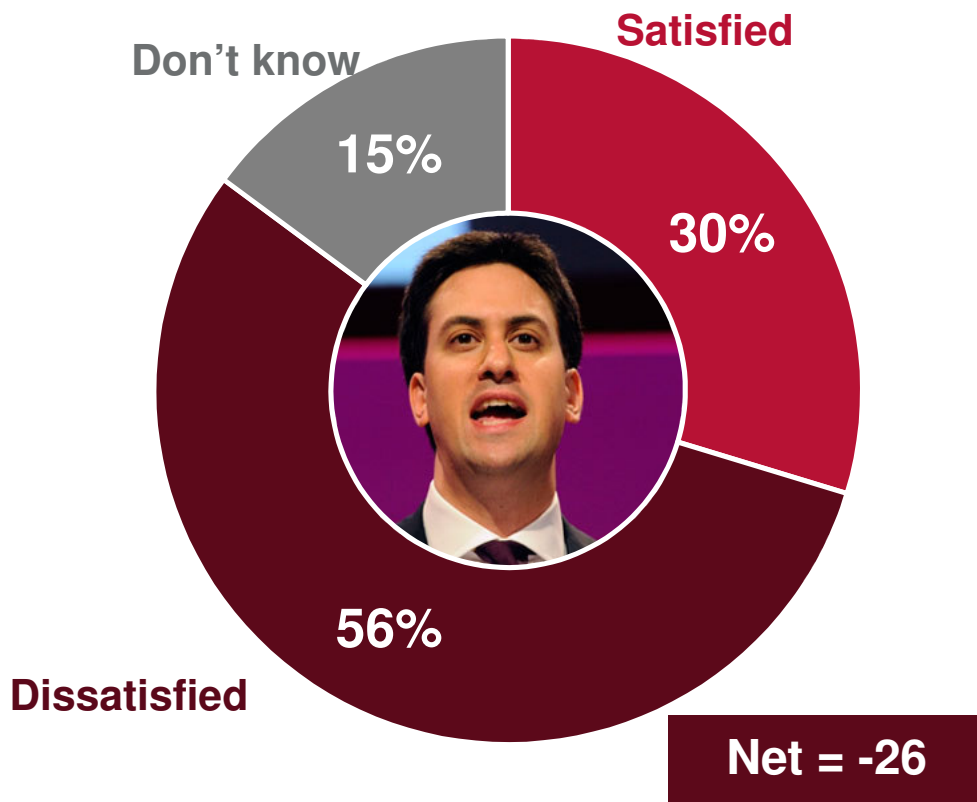
Base: 306 Conservative supporters 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

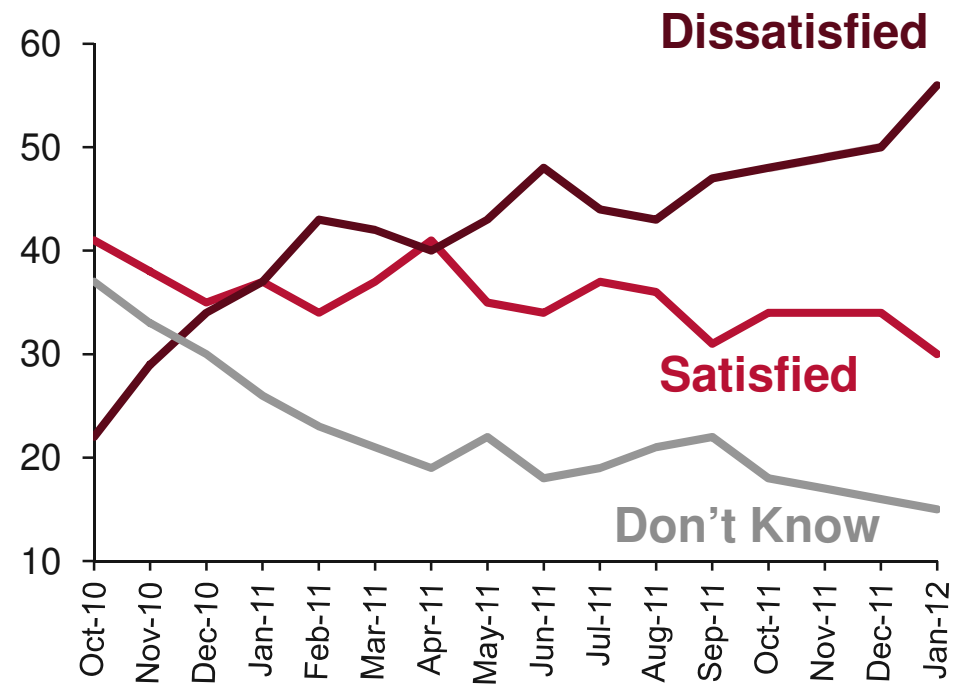
Ed Miliband (satisfaction)

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

January 2012



October 2010 – January 2012



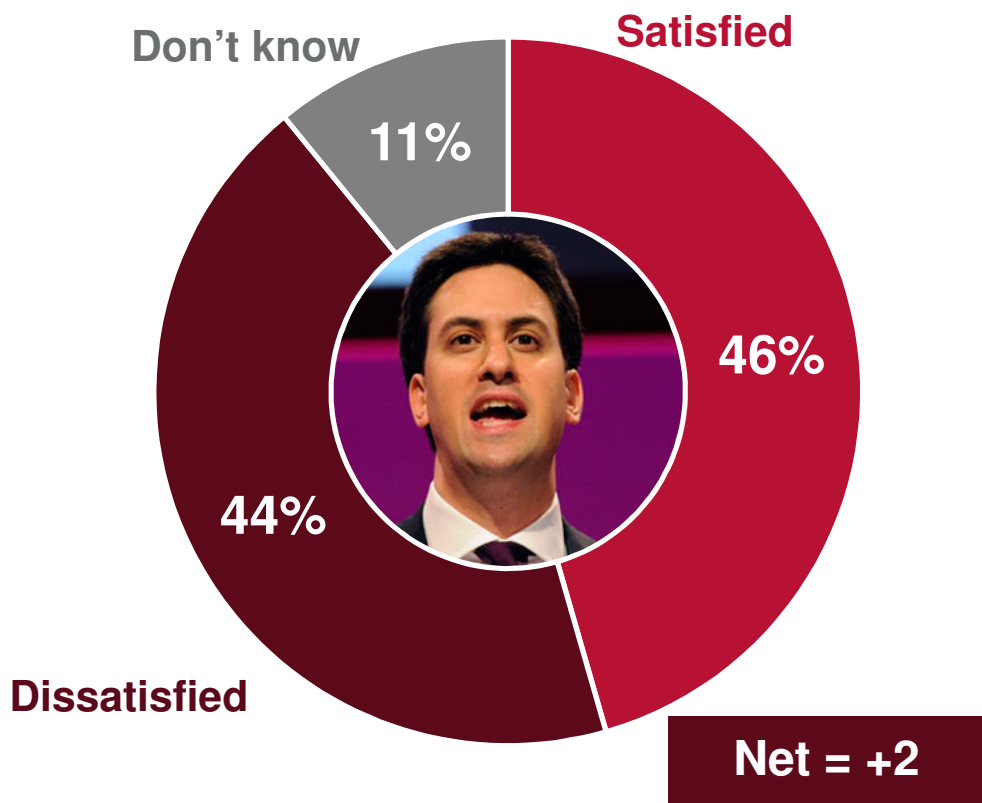
Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

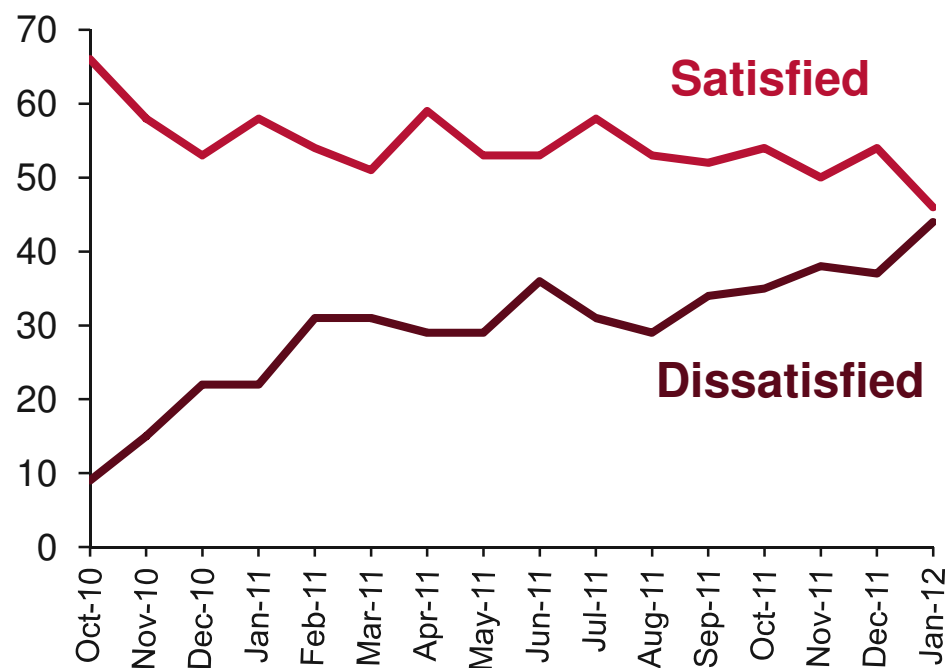
Ed Miliband (satisfaction among Labour supporters)

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

January 2012



October 2010 – January 2012



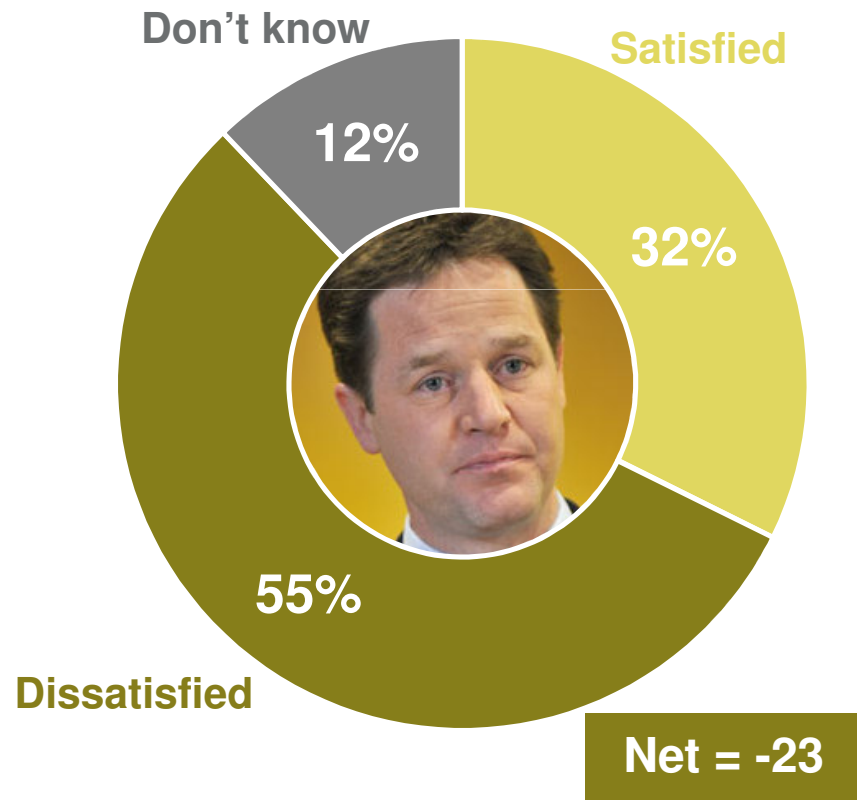
Base: 326 Labour supporters 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

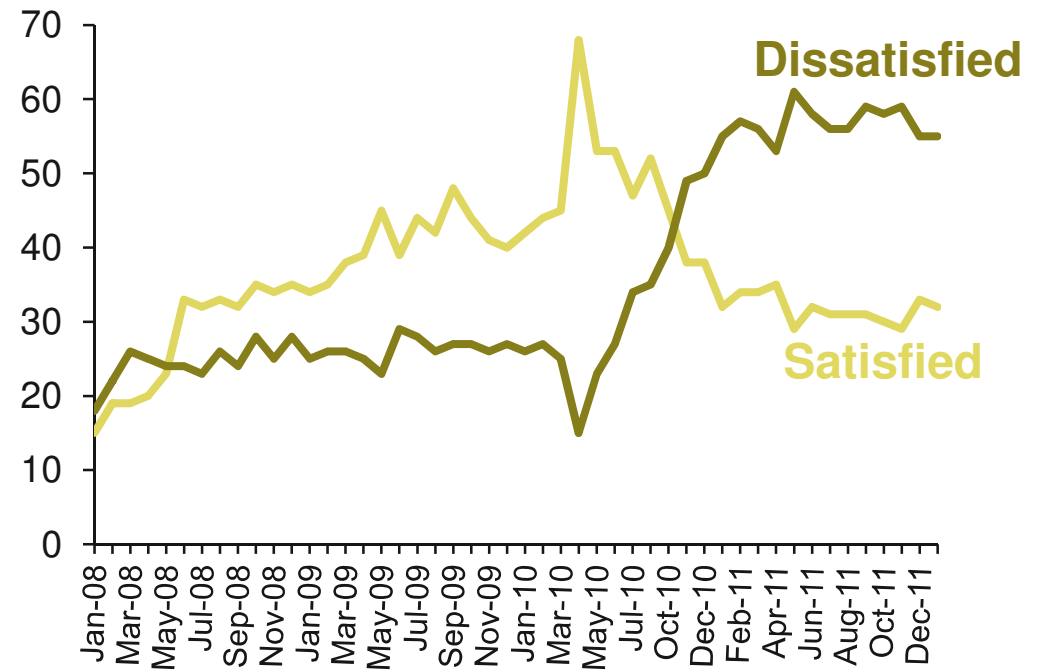
Nick Clegg (satisfaction)

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 2012



January 2008 – January 2012



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

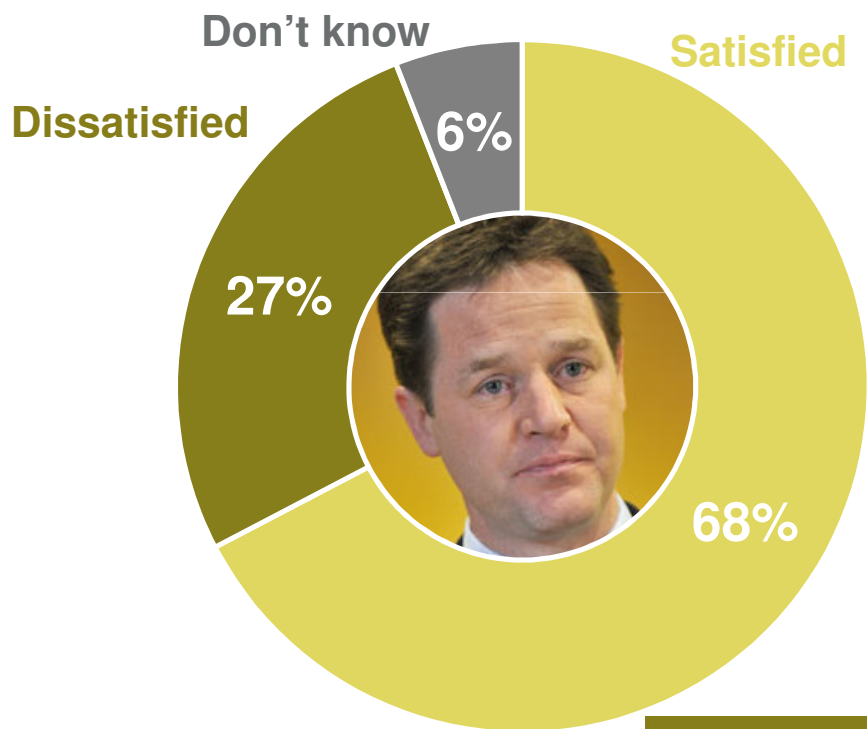
Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

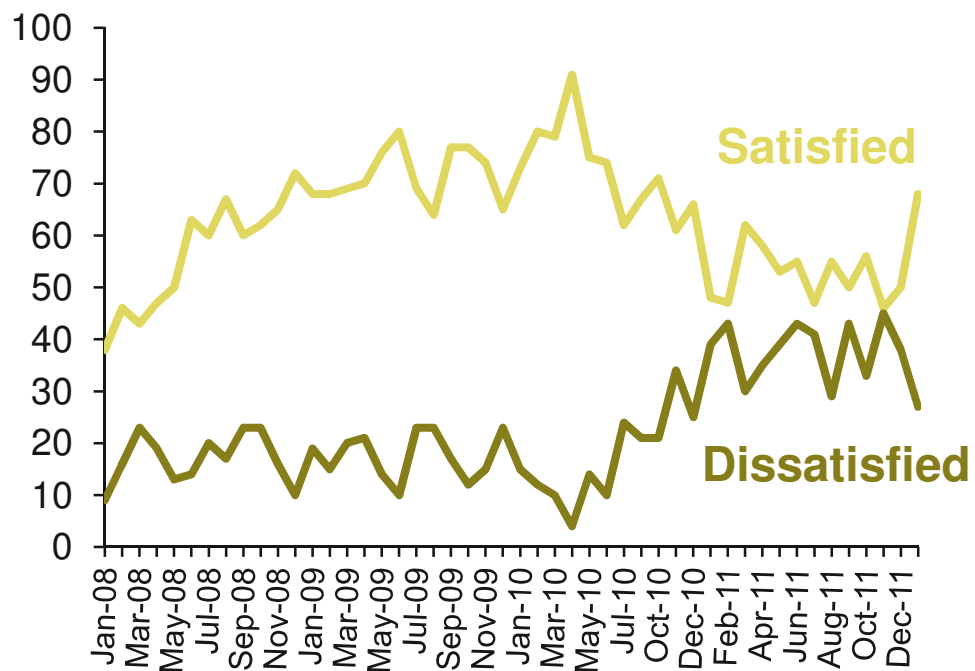
Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/
as Deputy Prime Minister?

January 2012



Net = +41

January 2008 – January 2012



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

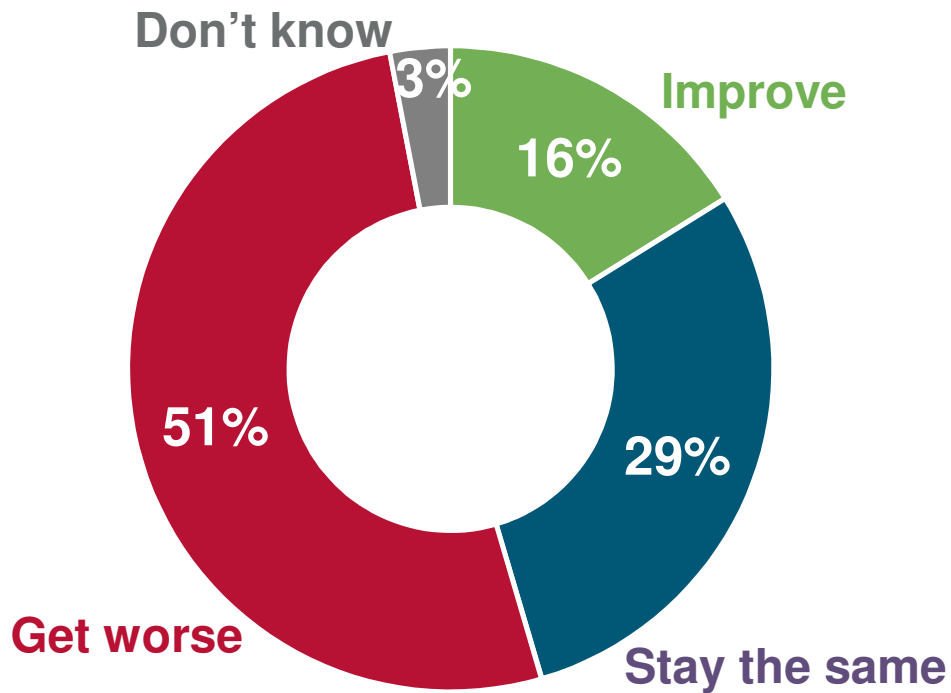
Base: 98 Liberal Democrat supporters 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

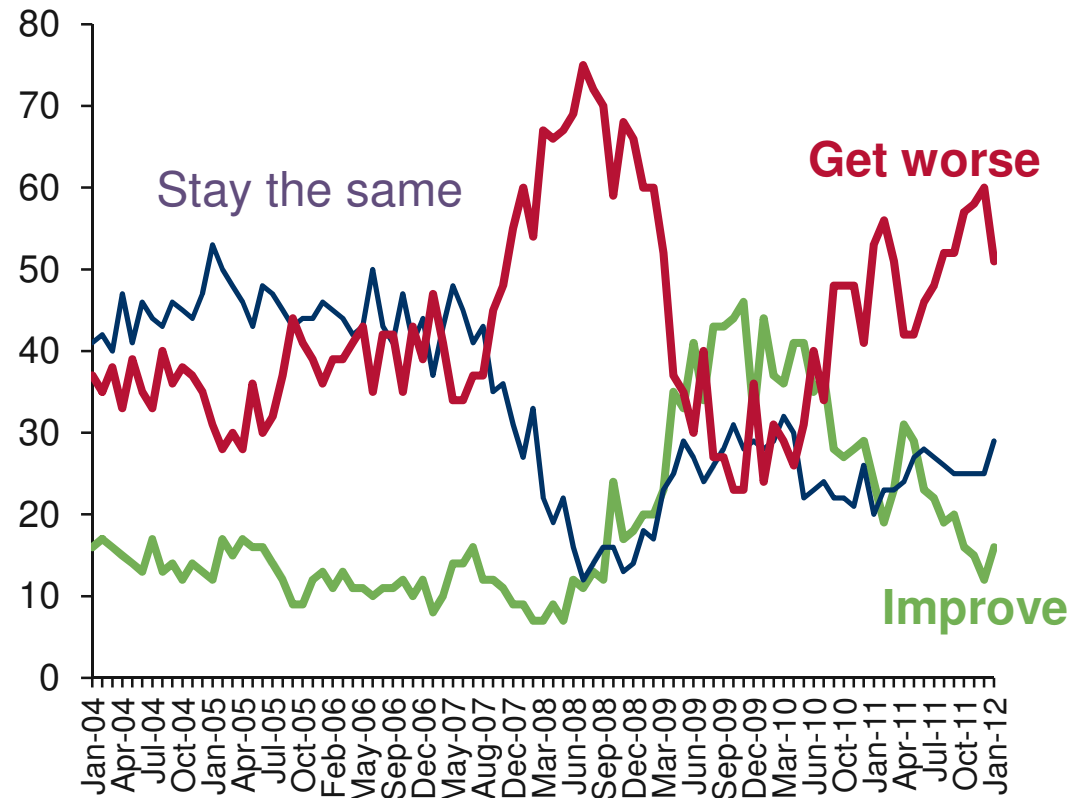
Economic Optimism Index

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 2012



EOI = -35

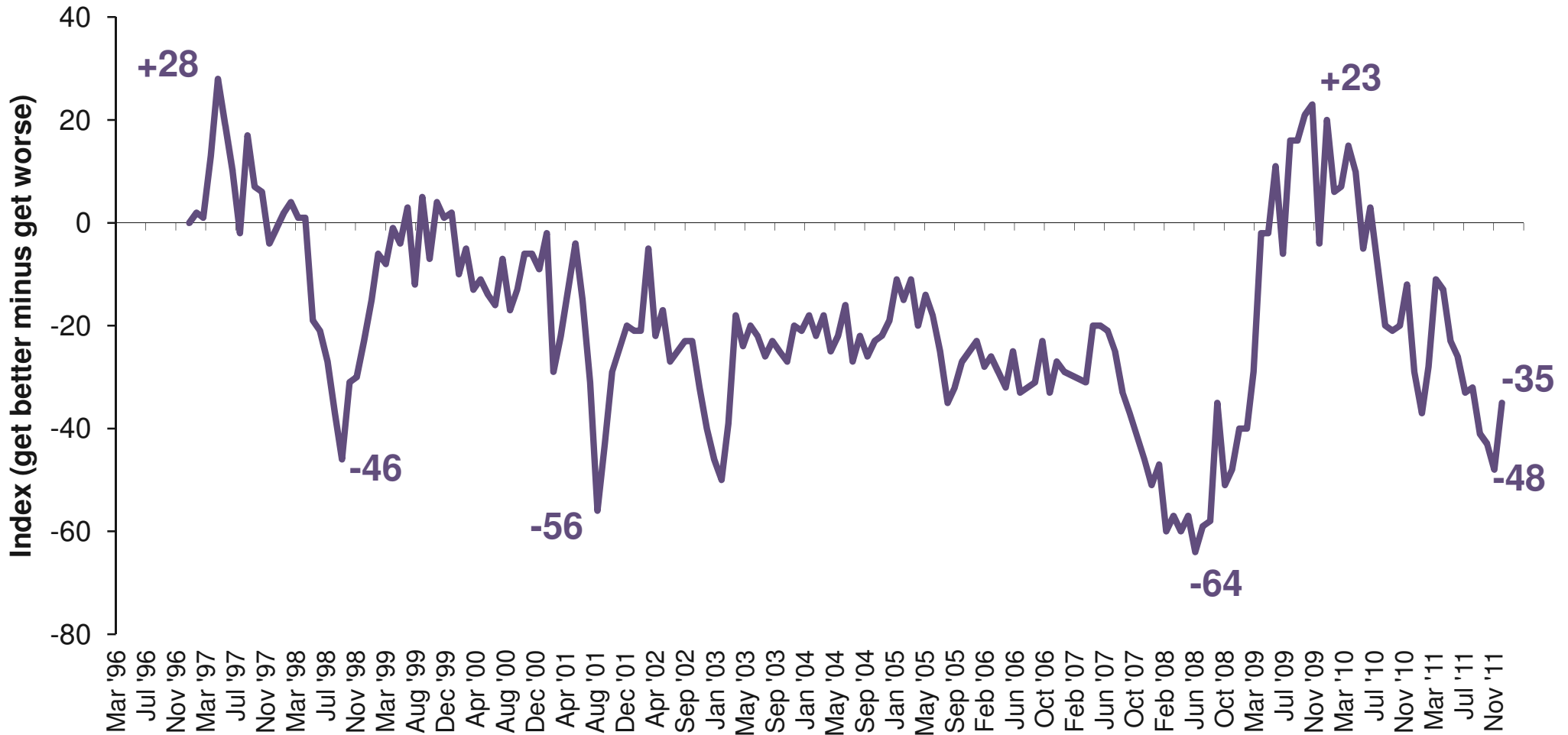


Base: 1,007 British adults 18+, 10th – 12th January 2012

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?

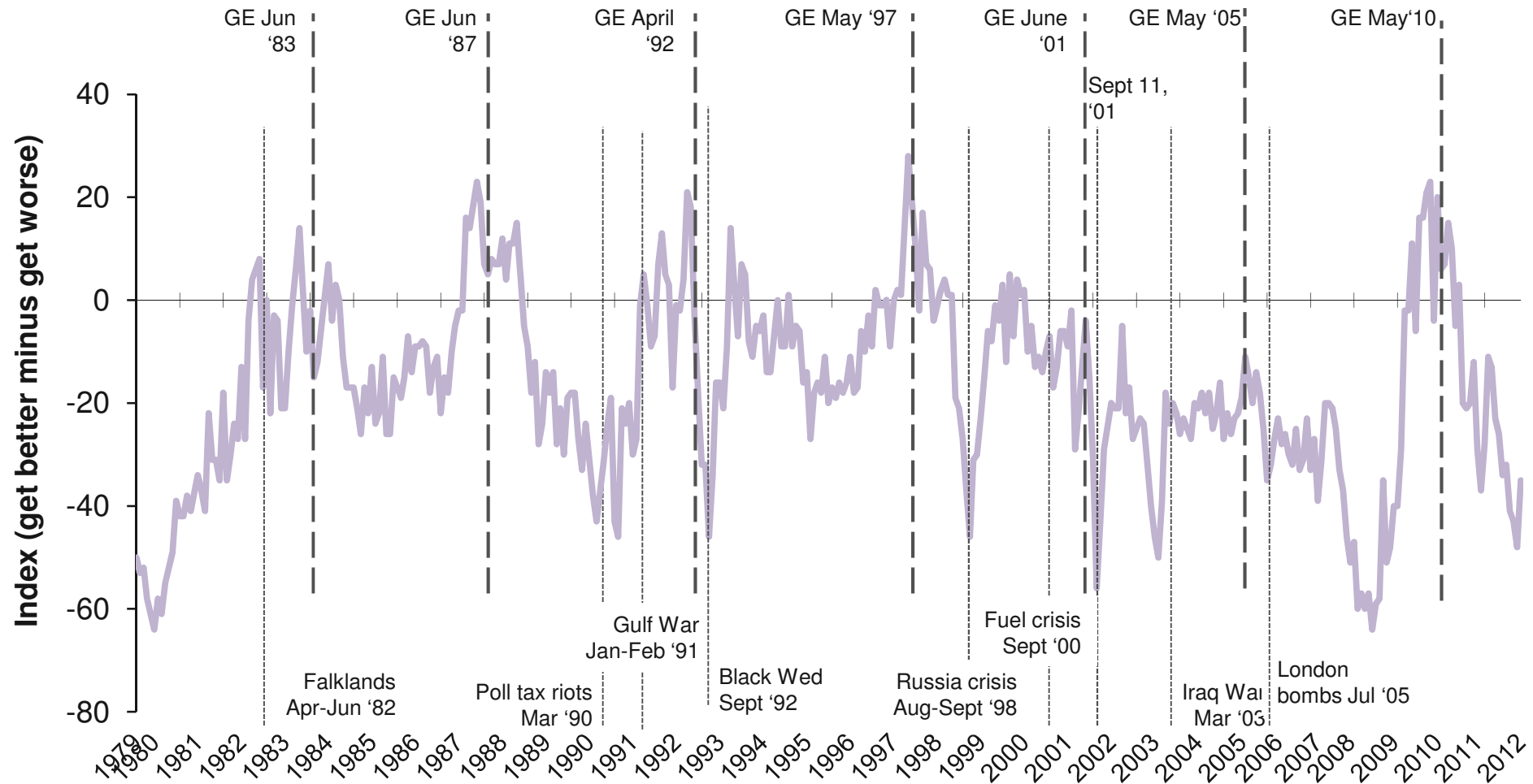


Base: c. 1,000 British adults each month

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

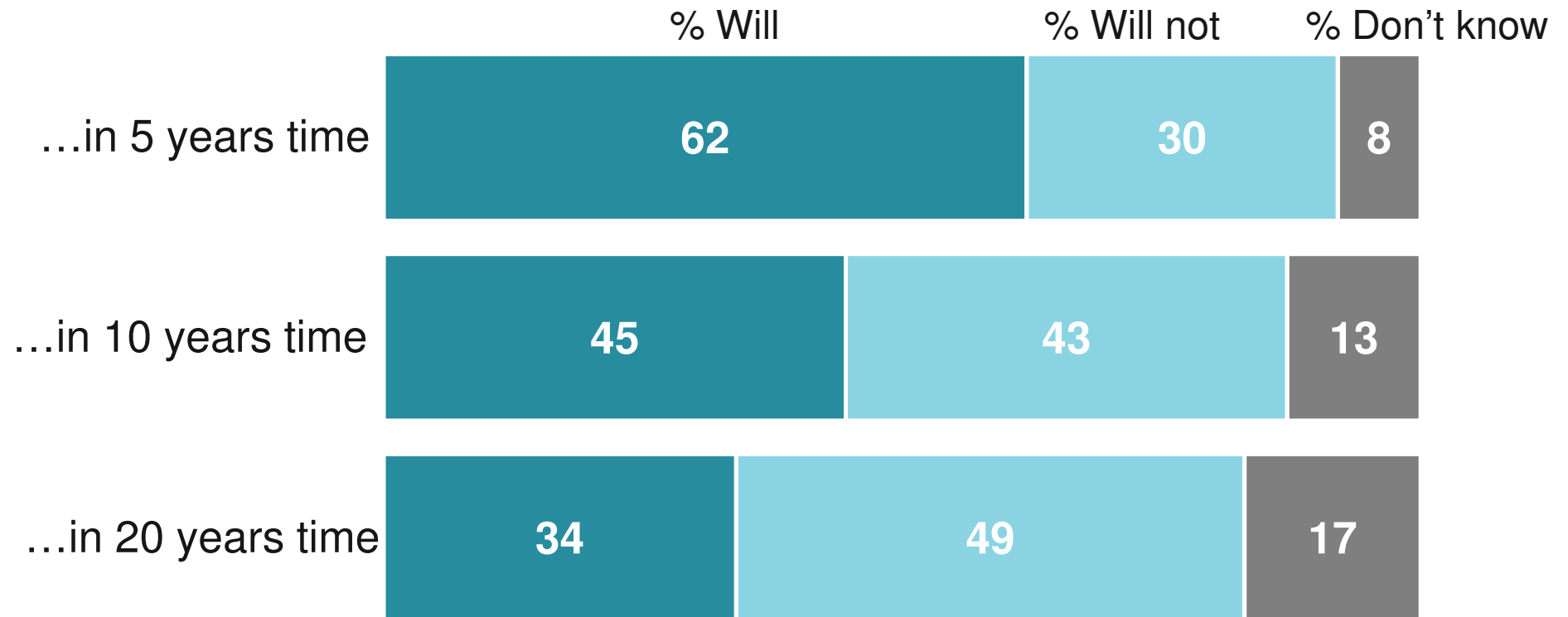
Source: Reuters/Ipsos MORI Political Monitor

Scotland

**POLITICAL
MONITOR**

Future of the United Kingdom

Do you think the United Kingdom will or will not exist in its current form...

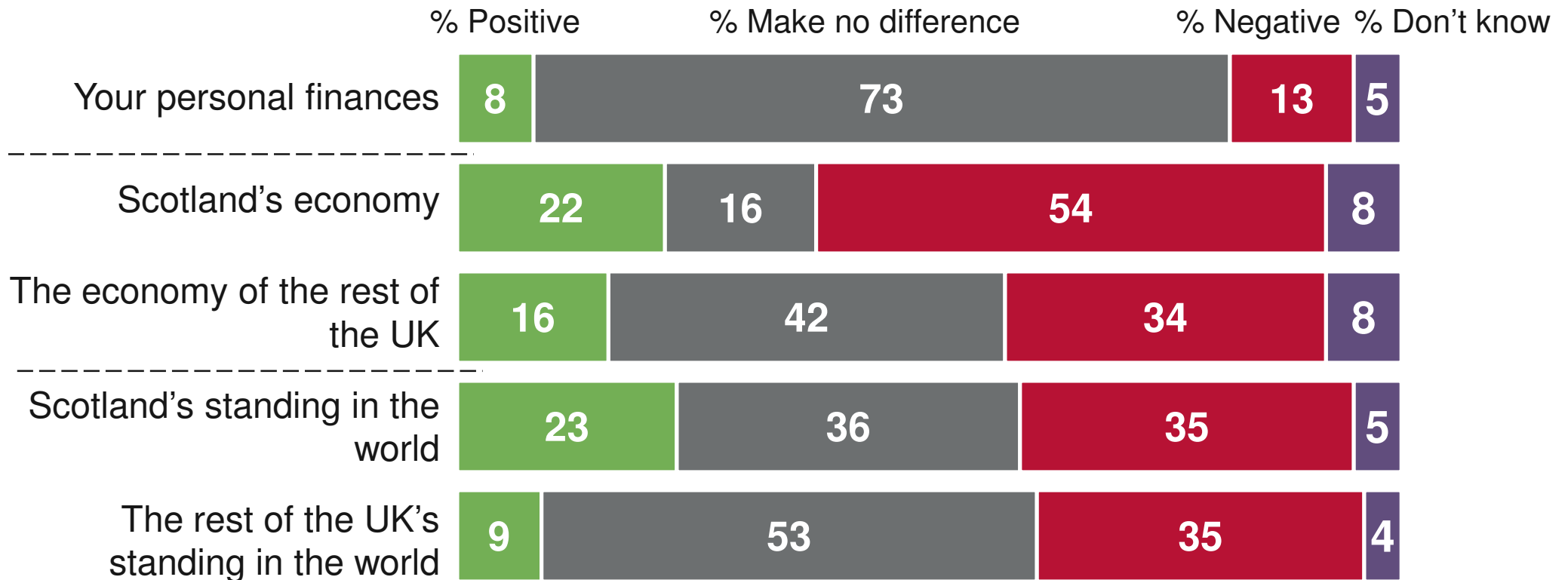


Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

Impact of Scottish Independence

Overall, do you think Scotland becoming independent from the rest of the United Kingdom would have a positive or negative impact on <INSERT> or would it make no difference?



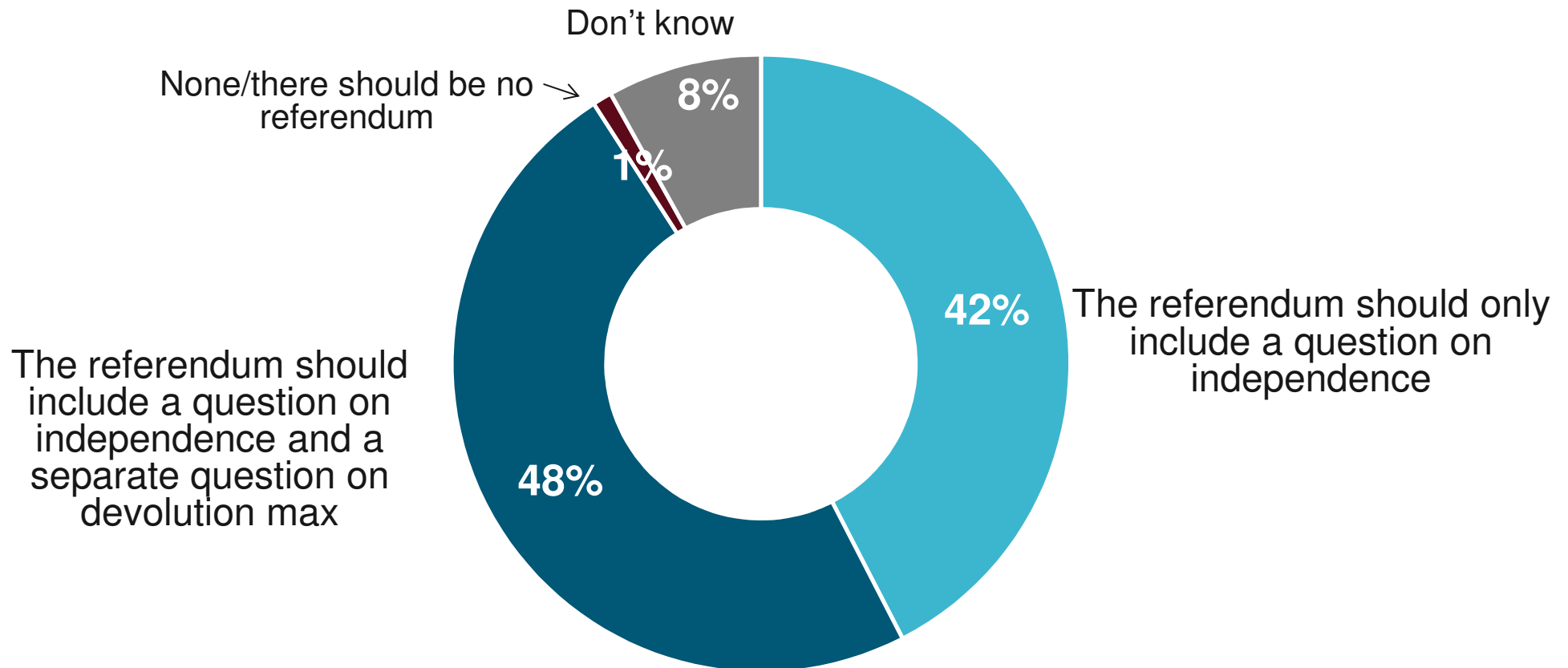
Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor

The referendum question

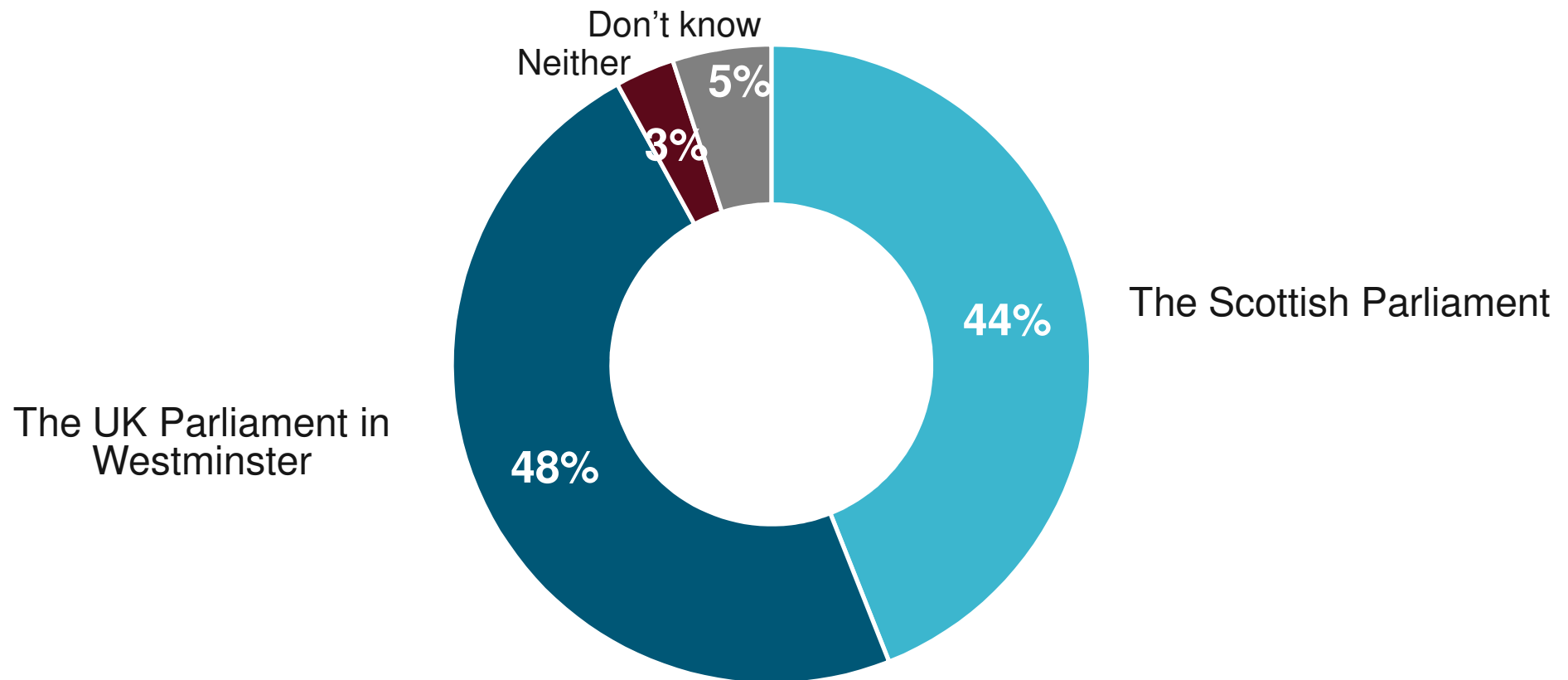
As you may be aware, there is currently a debate over how many questions should be included in the forthcoming independence referendum in Scotland. The referendum will contain a question on whether or not Scotland should become independent. It may also contain a question on increasing the powers of the Scottish Government, while Scotland remains part of the UK, a proposal commonly referred to as 'devolution max'.

Which of the following comes closest to your view?



Final say on timing and question asked

Who do you think should have the final say over the timing of and question asked in the referendum, the Scottish Parliament or the UK Parliament in Westminster?



Base: 1,007 British adults 18+, 21st – 23rd January 2012

Source: Reuters/Ipsos MORI Political Monitor