



# *Political Monitor Trends* *for The Mirror*

January 2010

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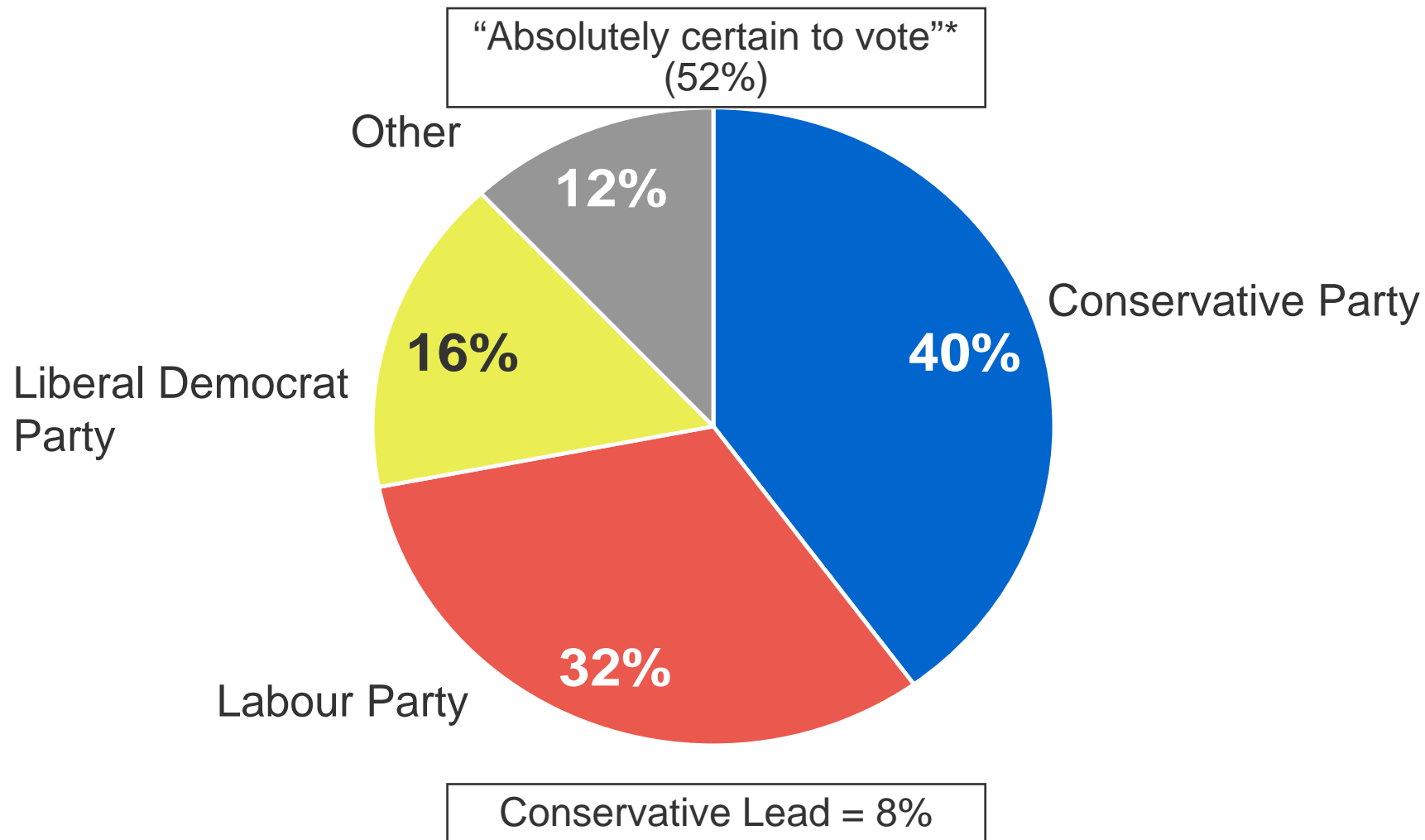
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**Ipsos MORI**



# *Ipsos MORI's projection: the Tories nine seats short of an overall majority on a uniform swing*

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



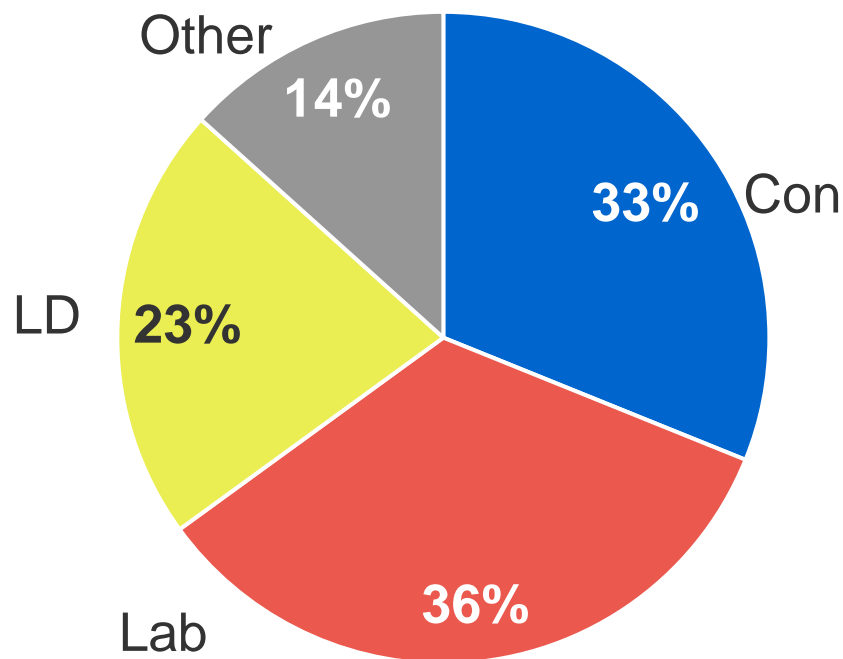
Base: 1,001 British adults 18+, 26<sup>th</sup>-28<sup>th</sup> January 2010: certain to vote = 519

Source: Ipsos MORI/Daily Mirror

# 5.5% Swing from 2005 General Election

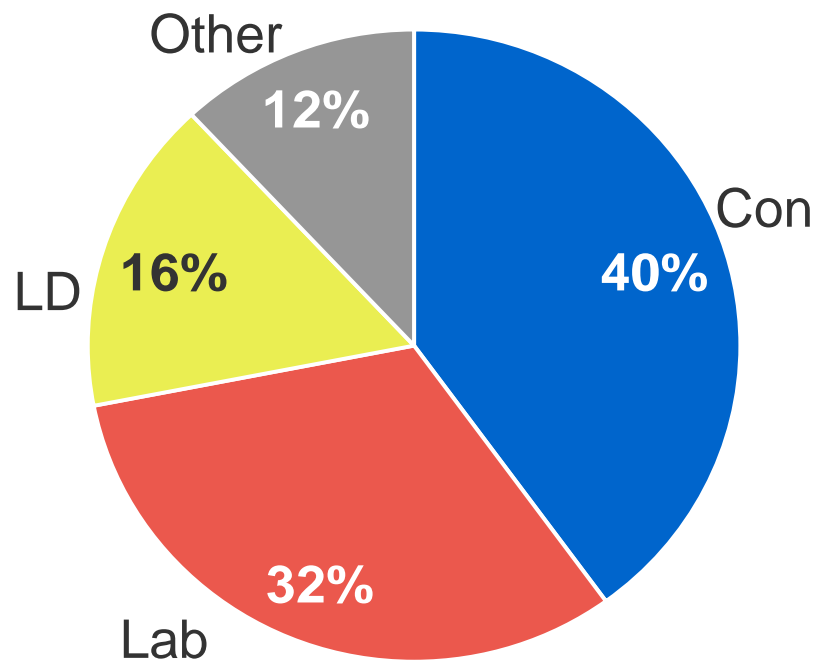
Q "How would you vote if there were a General Election tomorrow?"

Vote at 2005 GE



Labour lead = 3%

Jan '10 voting intention\*






Conservative lead = 8%

Base: 1,001 British adults 18+, 26<sup>th</sup>-28<sup>th</sup> January 2010: certain to vote = 519

Source: Ipsos MORI/Daily Mirror

## 5.5% Swing since 2005 General Election

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




	2005 General Election result (%)	January '10 voting intention (%)	Change since 2005 (%)
 Labour	36	32	-4
 Conservatives	33	40	+7
 LIBERAL DEMOCRATS	23	16	-7
Other	8	12	+4

Base: 1,001 British adults 18+, 26<sup>th</sup>-28<sup>th</sup> January 2010

Source: Ipsos MORI/Daily Mirror

# Clegg Leads the Satisfaction Ratings

Q “Are you satisfied or dissatisfied with the way... is doing his job as ...?”

	Satisfied (%)	Dissatisfied (%)	Net satisfaction
Gordon Brown 	<b>33</b>	<b>59</b>	<b>-26</b>
David Cameron 	<b>43</b>	<b>40</b>	<b>+3</b>
Nick Clegg 	<b>42</b>	<b>26</b>	<b>+16</b>

Base: 1,001 British adults 18+, 26<sup>th</sup>-28<sup>th</sup> January 2010

Source: Ipsos MORI/Daily Mirror

# Swingo 2010 (including boundary changes)\*

## FOR COMPARISON OF DIFFERING POLL RESULTS

VOTE SHARE 1 BASED ON 2005 ELECTION RESULT	Con	Lab	LD	Other	NI	L-C swing
ENTER VOTE SHARE 1 HERE:	33.2	36.1	22.7	8.0		0.0%
ENTER VOTE SHARE 2 HERE:	40.0	32.0	16.0	12.0		5.5%
SEATS WON ON NATIONAL UNIFORM SWING (SHARE 1)	209	349	62	12	18	<div>Tories -9</div>
Share 1 seats exceed or fall short of majority by:	-117	23				
SHARE 1: OVERALL MAJORITY OF 50						
Change caused by boundary revision	+12	-7	0	-1	0	
Change caused by uniform swing	-1	0	0	+1	0	
Total net change	+11	-7	0	0	0	
SEATS WON ON NATIONAL UNIFORM SWING (SHARE 2)	317	268	31	16	18	NOM
Share 2 seats exceed or fall short of majority by:	-9	-58				
SHARE 2: NO OVERALL MAJORITY						
Change caused by boundary revision	+12	-7	0	-1	0	
Change caused by uniform swing	+139	-137	-21	+6	0	Source:
Total net change	+151	-144	-21	+5	0	Ipsos MORI

\*Rallings & Thrasher, "Media Guide to the New Parliamentary Constituencies" (BBC/ITN/PA/Sky, 2007) (Speaker is in "Other")

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Source: Ipsos MORI/Daily Mirror