



The Cameron Effect: Are the Conservatives Closer to Power?

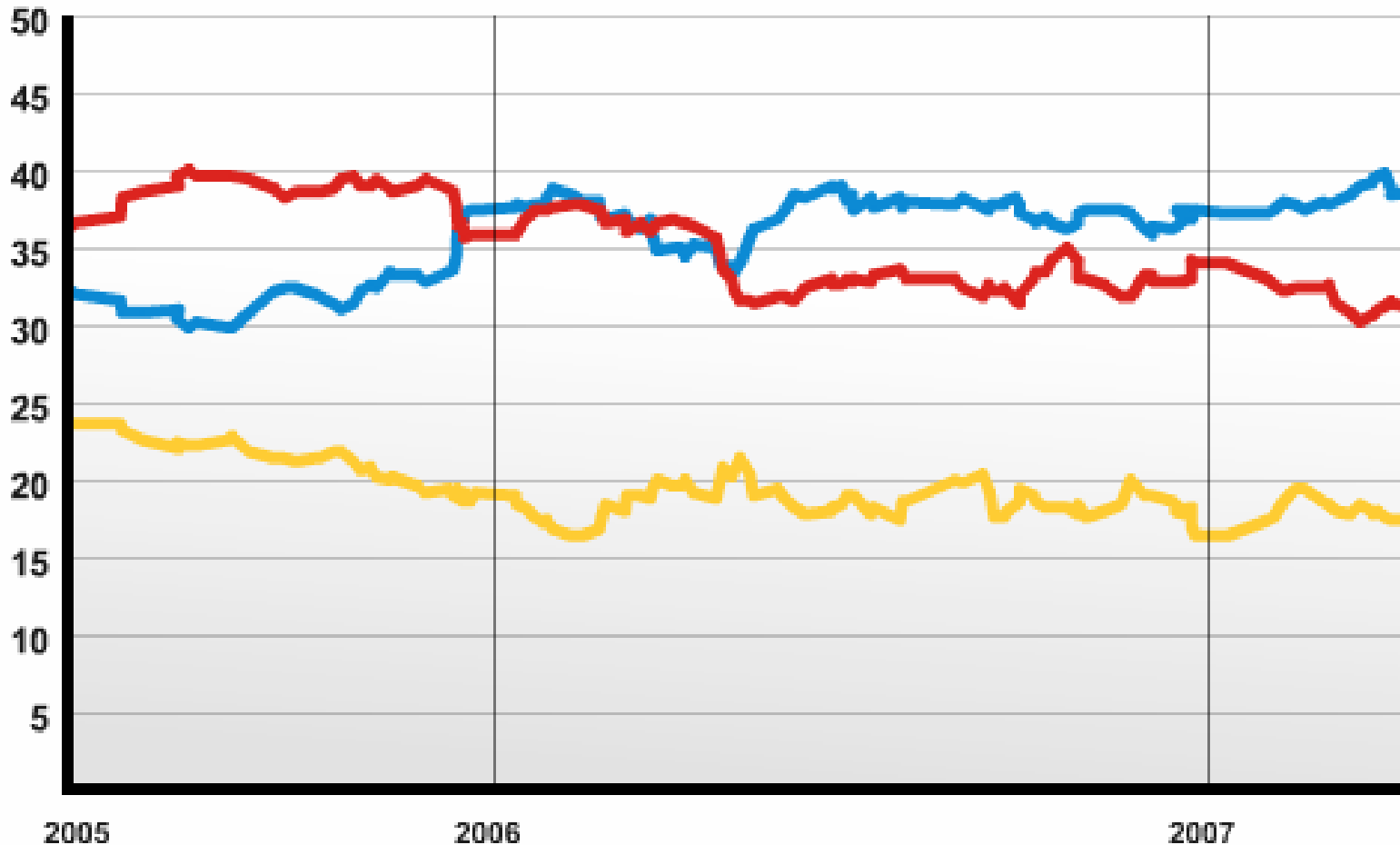
**Mark Gill
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A clear Cameron effect

Voting intentions in published polls since 2005 GE

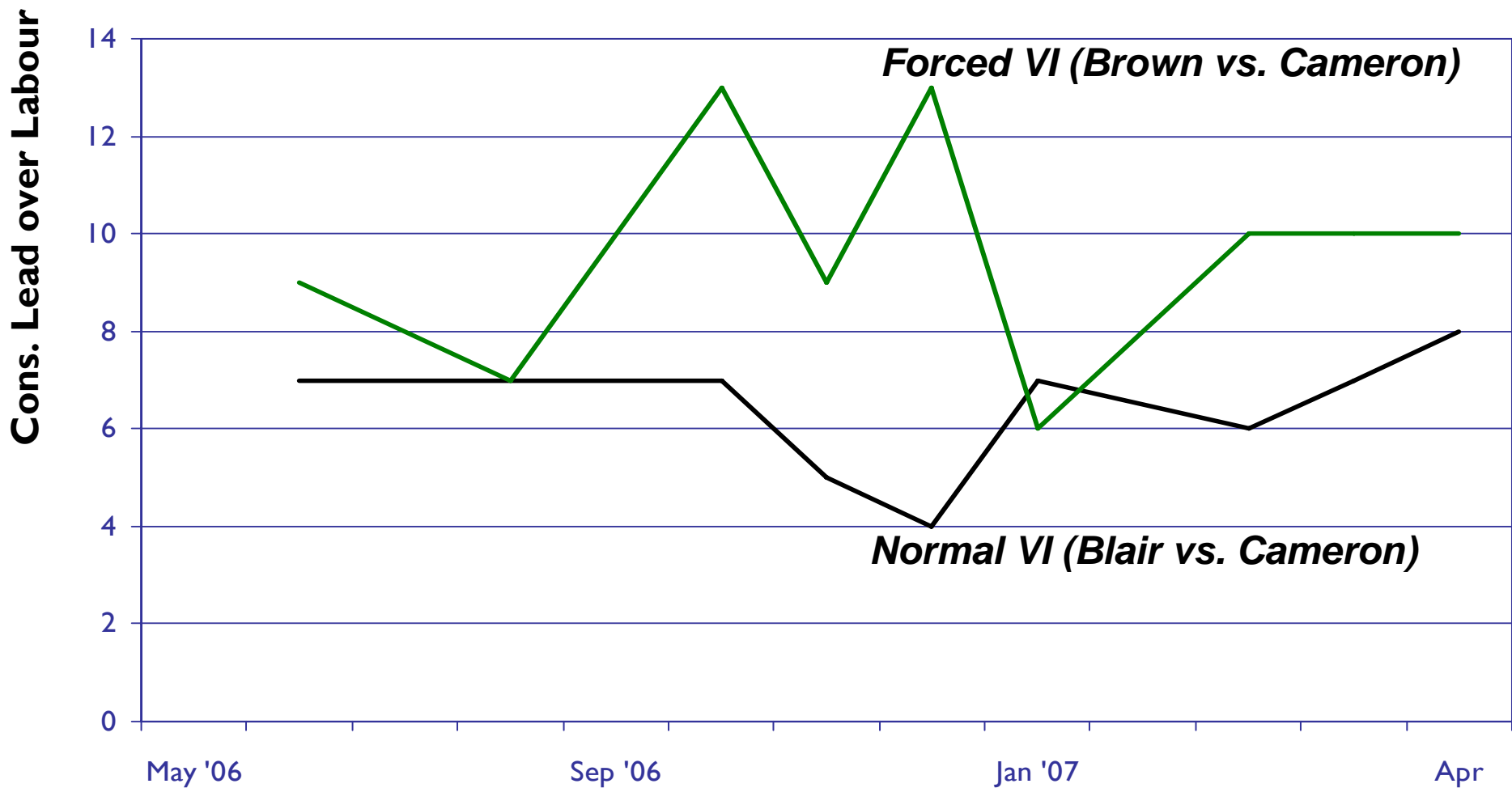




Latest voting intentions polls

<i>Pollster</i>	<i>(date)</i>	<i>C</i>	<i>L</i>	<i>LD</i>	<i>C.lead</i>	<i>Maj HoC</i>
Communicate	(25/03/07)	35%	31%	20%	+4	NOM(L)
ICM	(18/03/07)	41%	31%	18%	+10	+8
Ipsos MORI	(15/03/07)	41%	33%	17%	+8	NOM(C)
Populus	(04/03/07)	38%	30%	18%	+8	NOM(C)
YouGov	(05/04/07)	39%	31%	16%	+8	NOM(C)
2005 GE		33%	36%	23%	-3	
2001 GE		33%	42%	19%	-9	
1997 GE		31%	44%	17%	-13	
1992 GE		43%	35%	18%	+8	

Conservatives' lead over Labour



But what are voting intentions measuring?

(Probably) less than half way through the current Parliament

Just over half the electorate are certain they'll vote

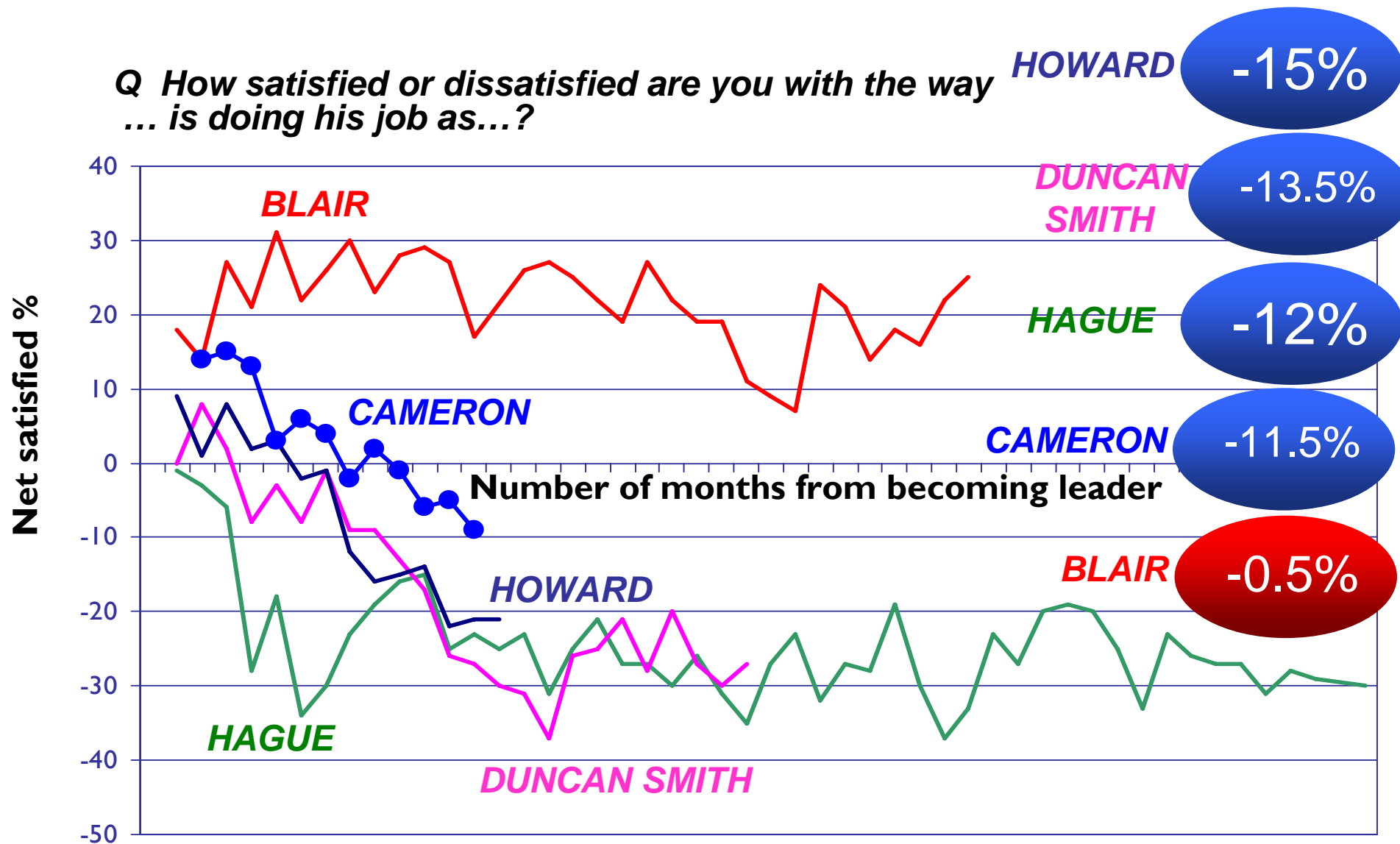
2 (relatively) new Opposition leaders

The public know the PM will soon change

Net satisfaction

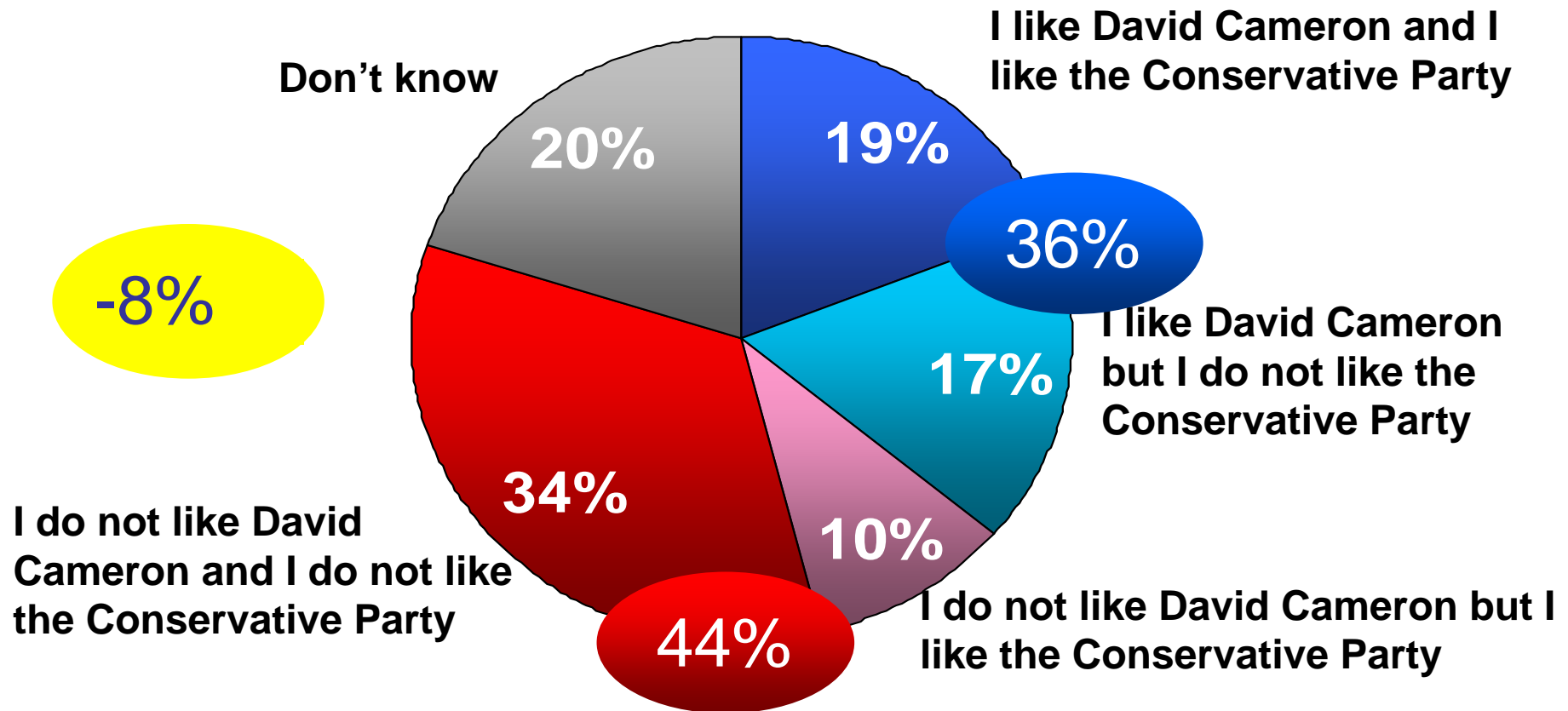
Swing in first 13 months

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



Cameron and the Conservatives

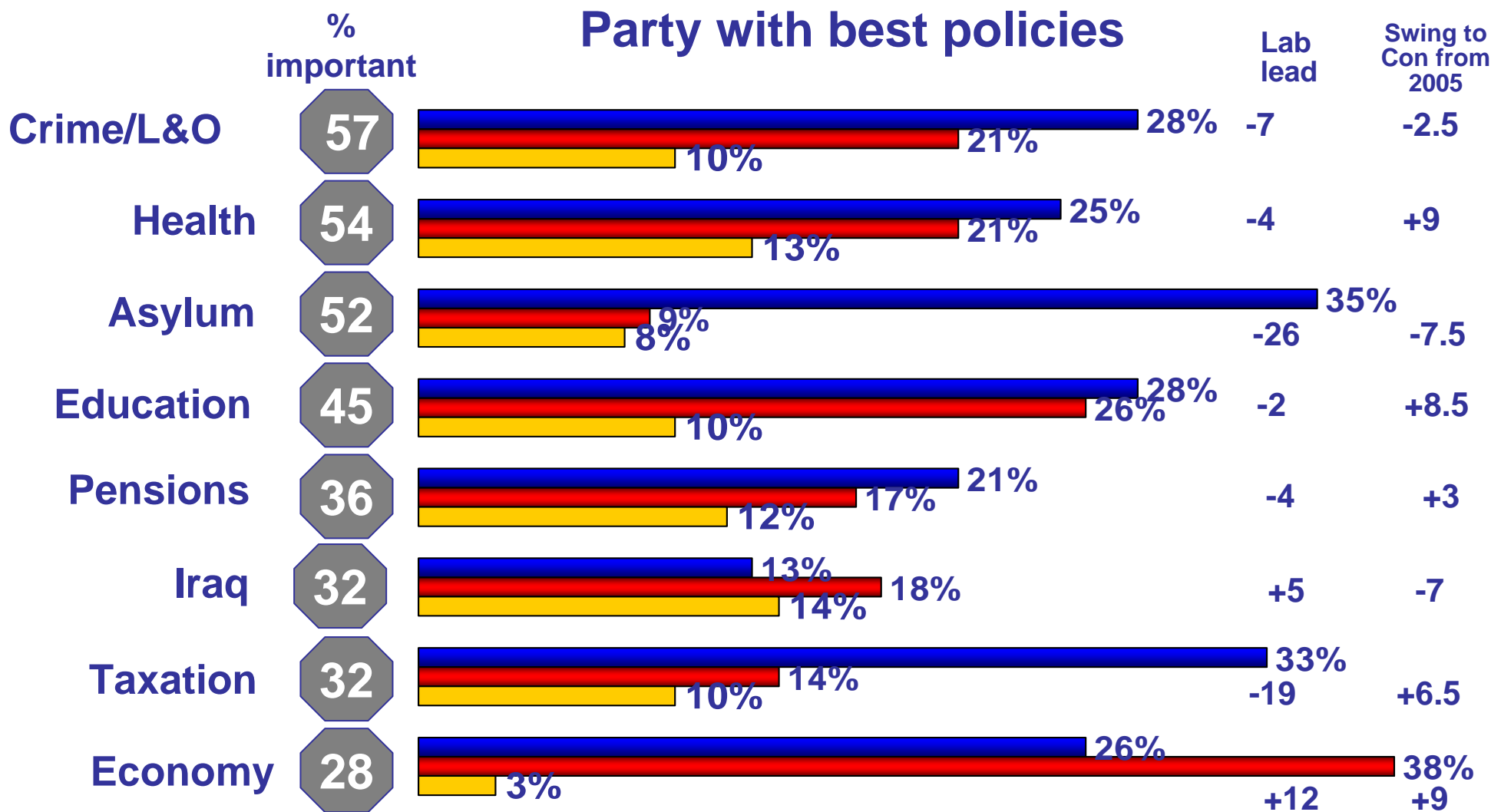
Q Which of these statements come closest to your views of David Cameron and the Conservative Party?



Personalities and the parties

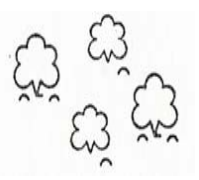
Like Him; Like His Party?	David Cameron	Tony Blair	Gordon Brown
Leader	-8%	-21%	-13%
Party	-22%	-9%	-9%
NET	-30%	-30%	-22%

Key election issues



Base: all adults who say each issue is very important, 31 Aug - 6 Sept 2006
(Change from April 2005). Source: Ipsos MORI

Research-Strategy-Engagement



Reflections...



Reflections

- Broad agreement with Cameron's strategy
- Conservatives must widen their appeal: core vote strategy has failed them for the last 3 General Elections
- Debate is more about how well the strategy has been executed, and whether quickly enough, rather than if it is the right one
- Public opinion evidence to date provides mixed news for Cameron
- Next phase of strategy will need to provide more concrete policy definition: where there will inevitably be winners and losers



Five key themes to watch:

1. **Climate *for* change**
2. **Revolting backbenchers**
3. **Liberal Democrats**
4. **Turnout**
5. **Events**



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About us

Woodnewton Associates works with clients across the public, private and voluntary sectors to help them meet their strategic challenges.

Research: Surveying and interpreting existing research; identifying knowledge gaps; developing cost-effective research programmes

Strategy: Reviewing an organisation's reputation and operating environment; implementing change; aligning its values, objectives and activities

Engagement: Developing and motivating employees and stakeholders; improving productivity and resilience; integrated strategic communications

Mark Gill is highly experienced in the design and interpretation of social and political research and its effective application in support of client strategies. He was formerly Head of Political Research and Public Sector Employee Engagement at MORI. (Contact: +44 7879632870 / mark@woodnewton.eu)

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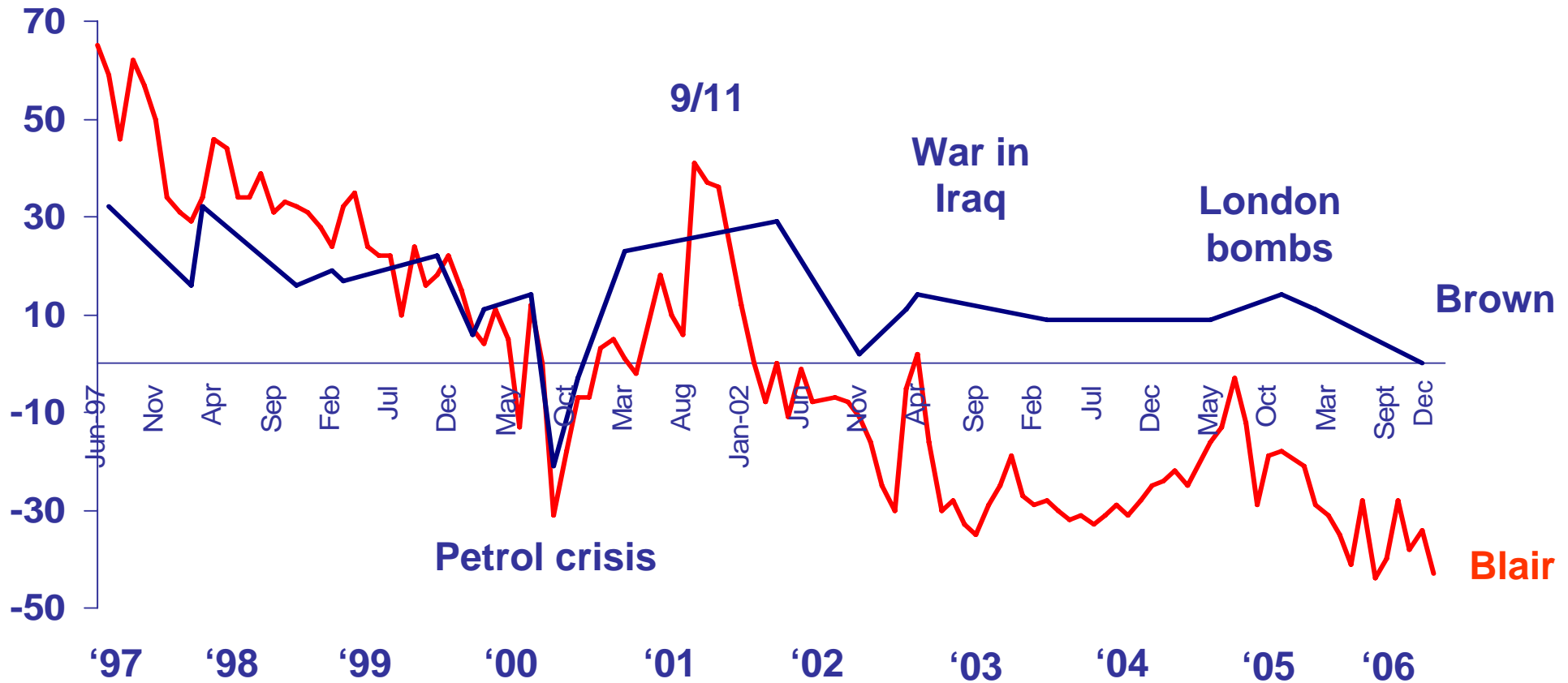
Charts to add in?



Blair and Brown - Trends Since May 1997

Q. Are you satisfied or dissatisfied with the way Tony Blair/Gordon Brown is doing his job as Prime Minister/Chancellor of the Exchequer?

Net satisfied



The Worcester Political Triangle©

Q *I want you to think about what it is that most attracted you to the ... party. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?*

