

POLITICAL MONITOR

January 2015



Ipsos MORI

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**POLITICAL
MONITOR**

Ipsos

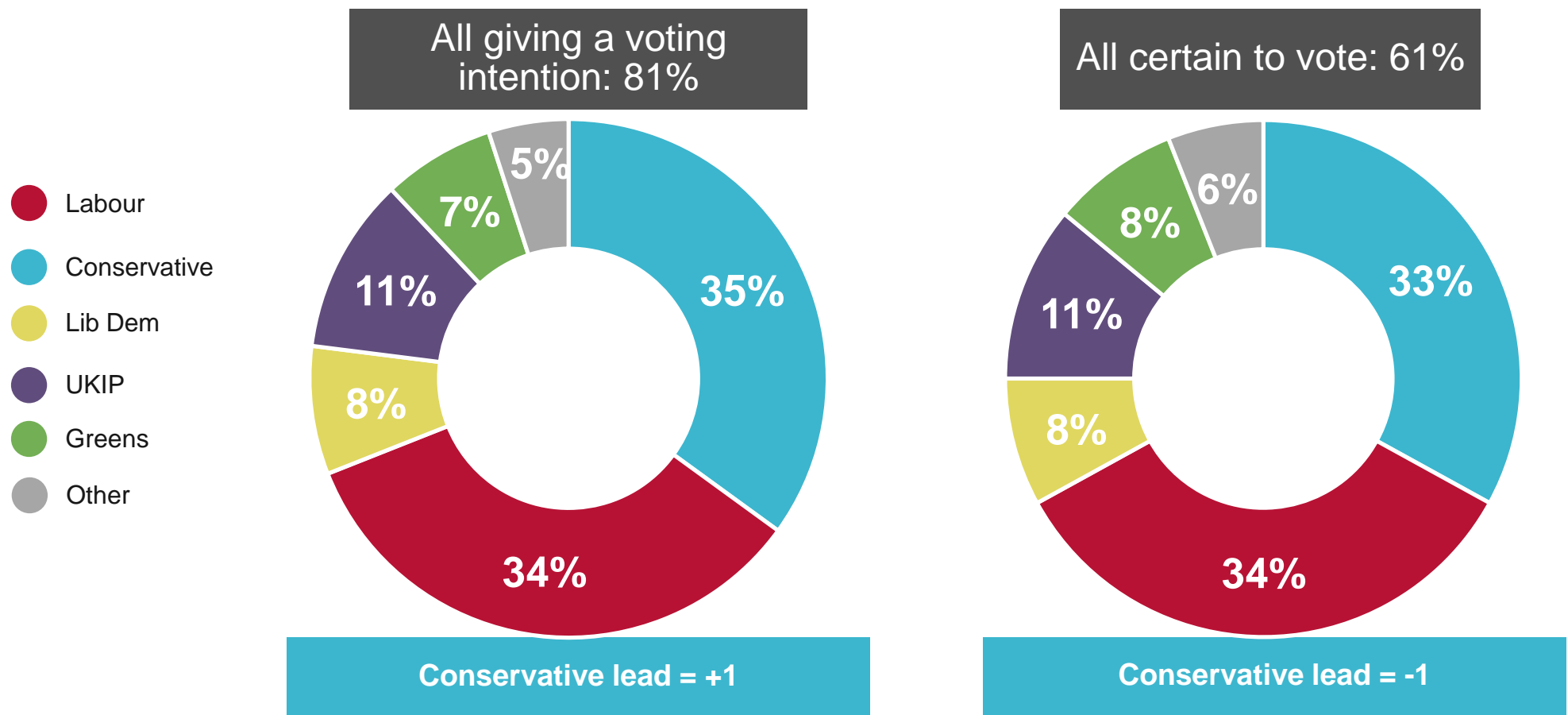
Voting Intentions



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

3

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



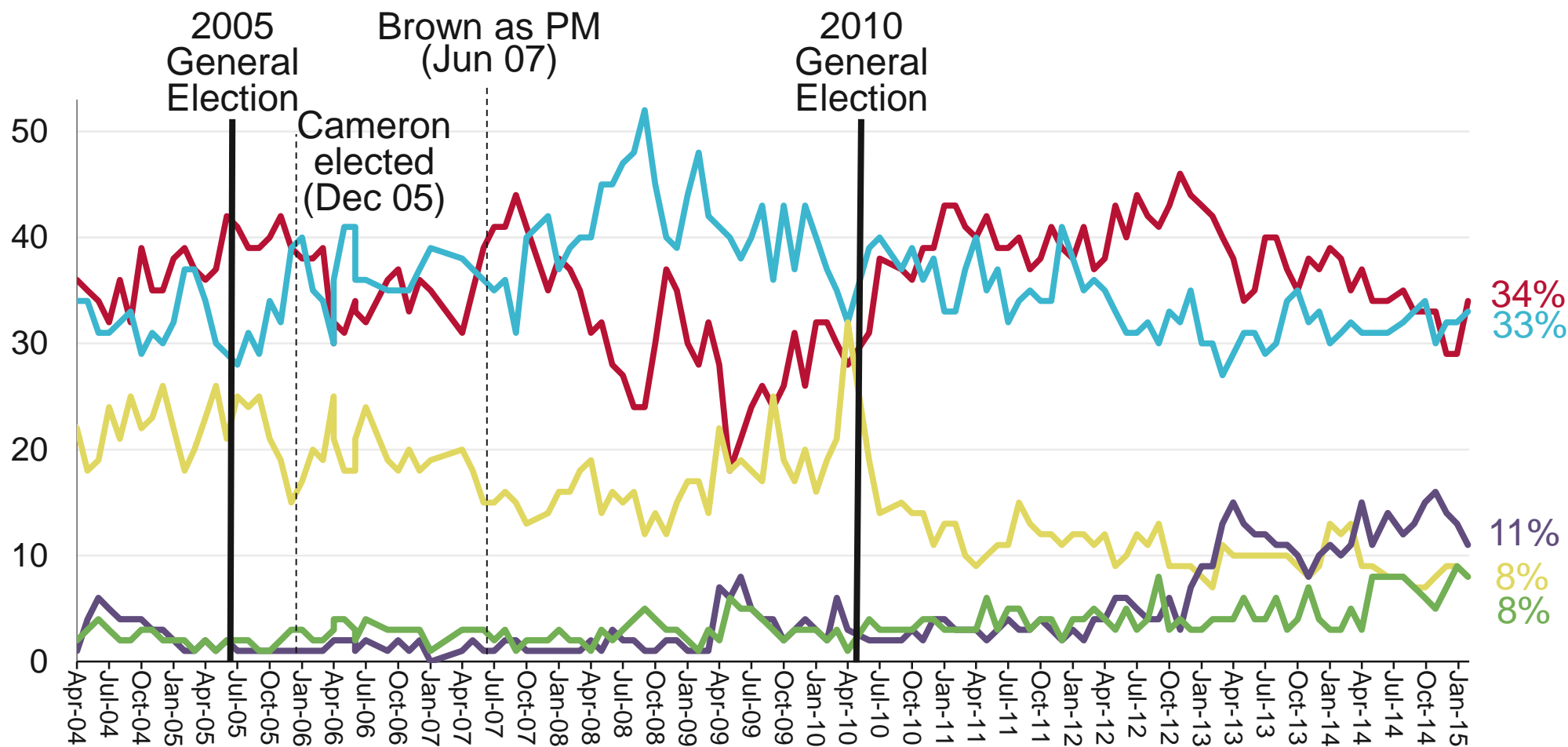
Base: 1,010 British adults 18+, 11th -13th January 2015, all certain to vote = 617

Source: Ipsos MORI Political Monitor

Voting Intentions April '04 – January '15 (all certain to vote)

4

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



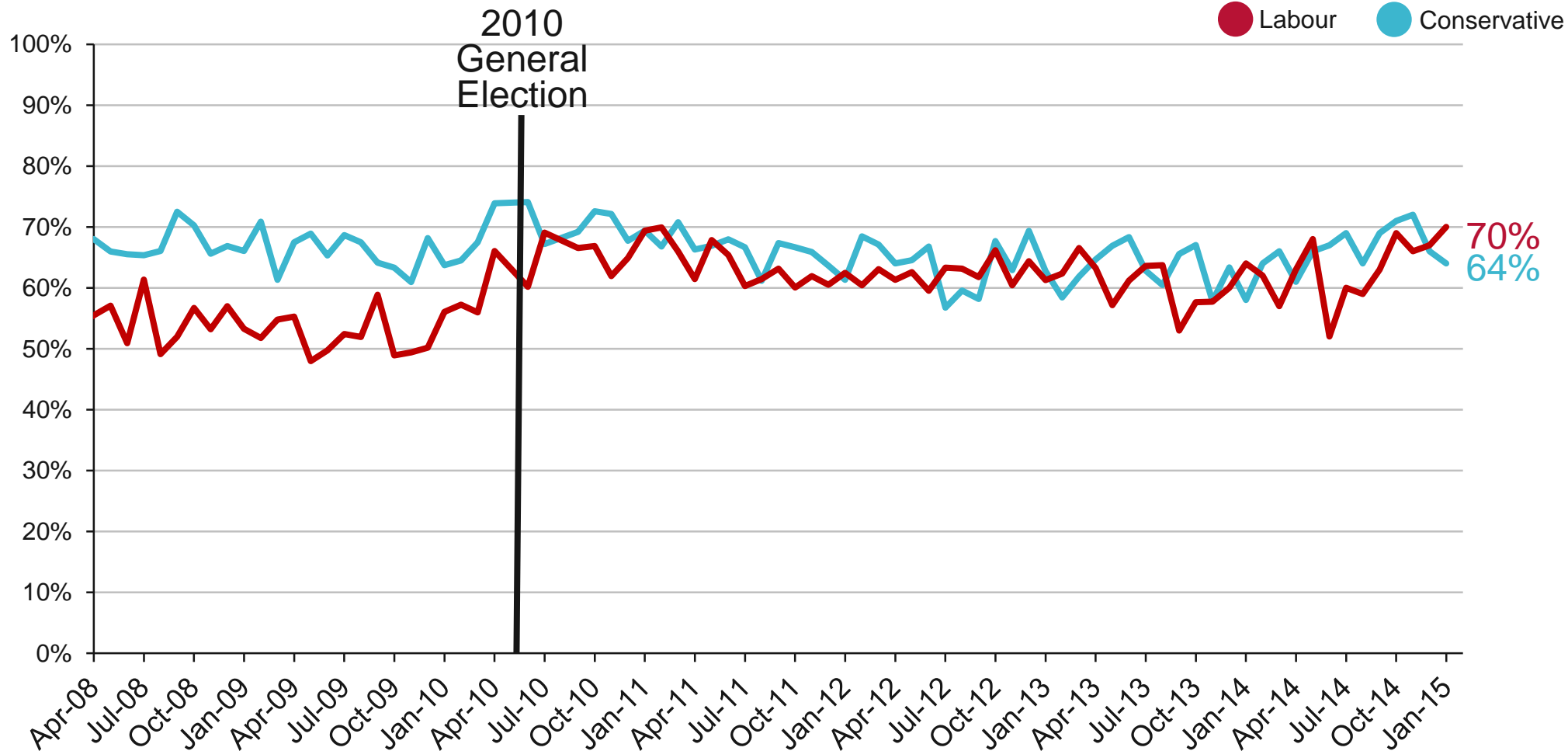
Base: c.1,000 British adults certain to vote each month through January 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

How certain are Labour and Conservative supporters in their intention to vote? March '08 to January '15

5

% of supporters "Absolutely certain to vote"



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

Source: Ipsos MORI Political Monitor

Satisfaction with the Coalition and Party Leaders



Satisfaction with leaders and the Government

7

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/UKIP?

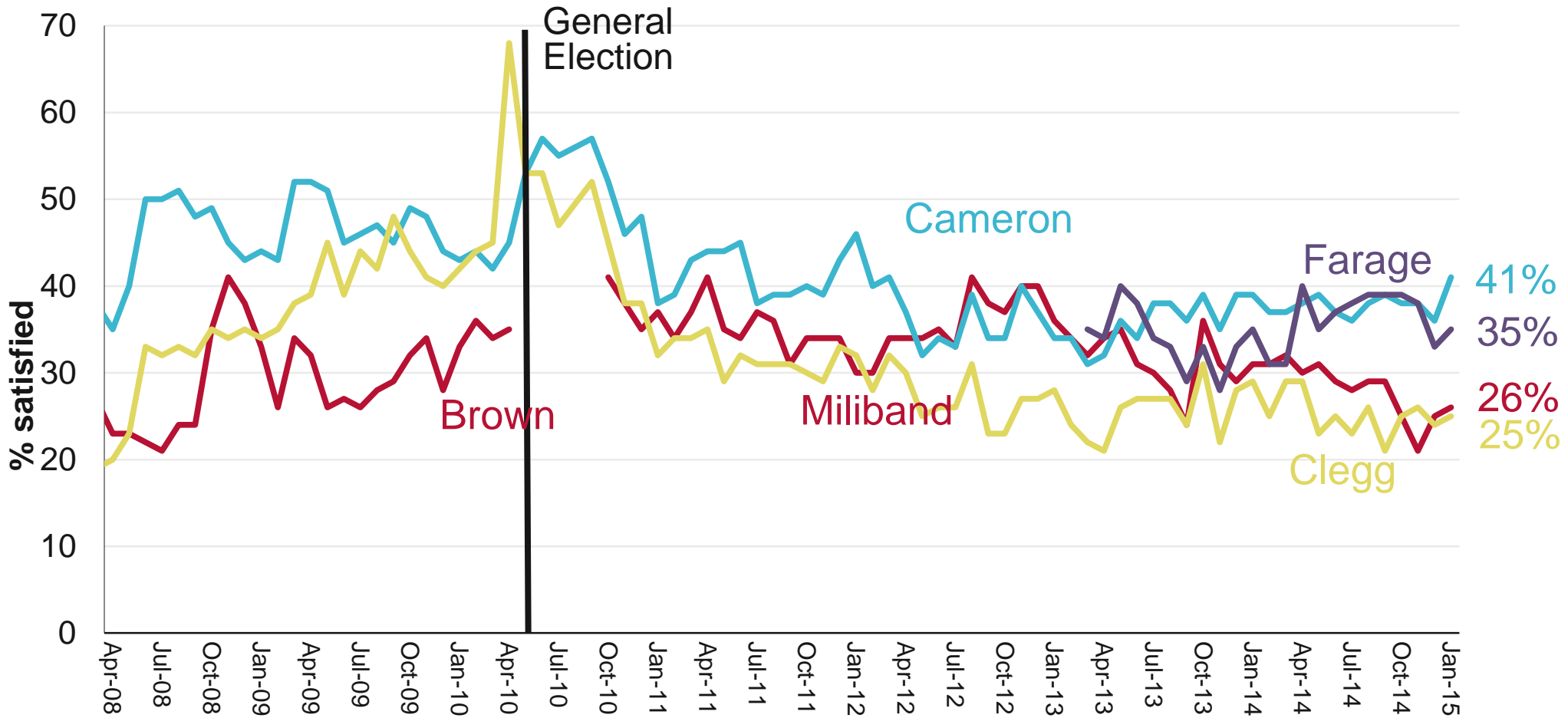


Base: 1,010 British adults 18+, 11th – 13th January 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders March '08 – January '14

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



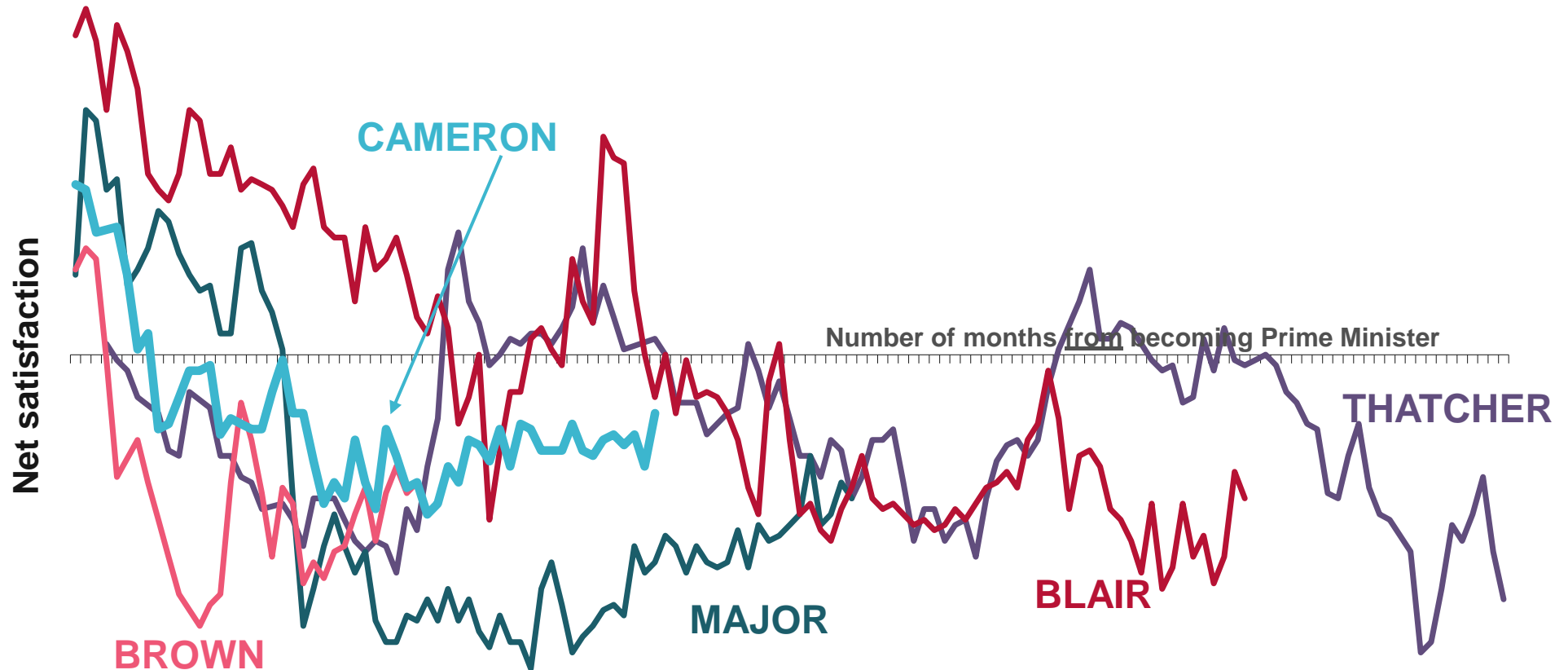
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

9

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



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

Base: c.1,000 British adults each month

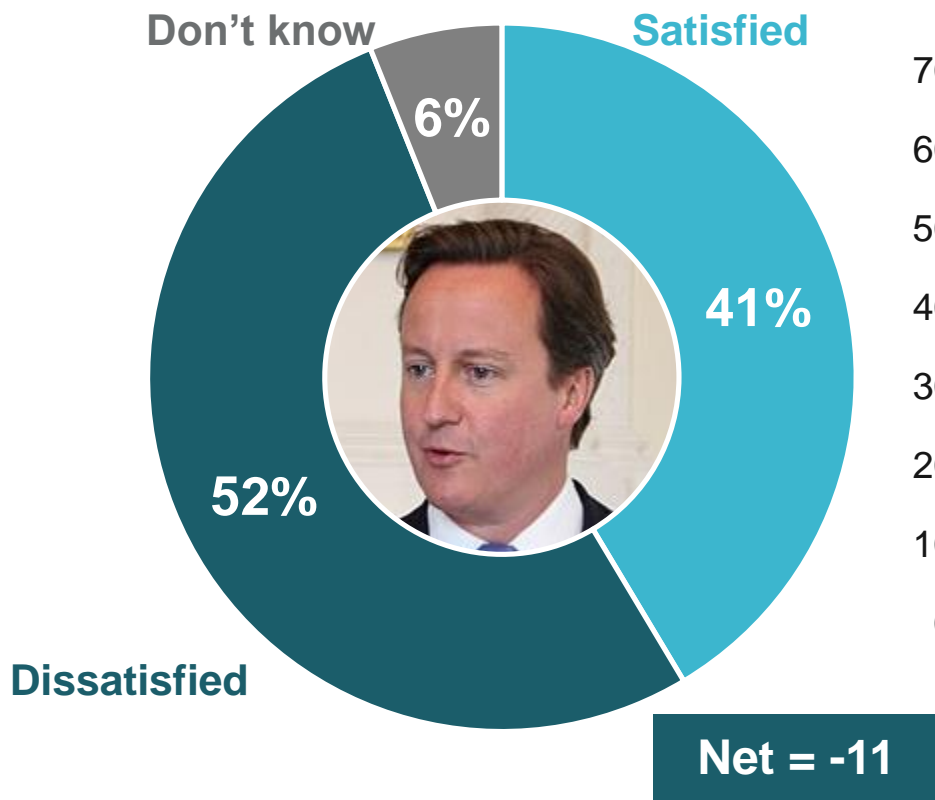
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

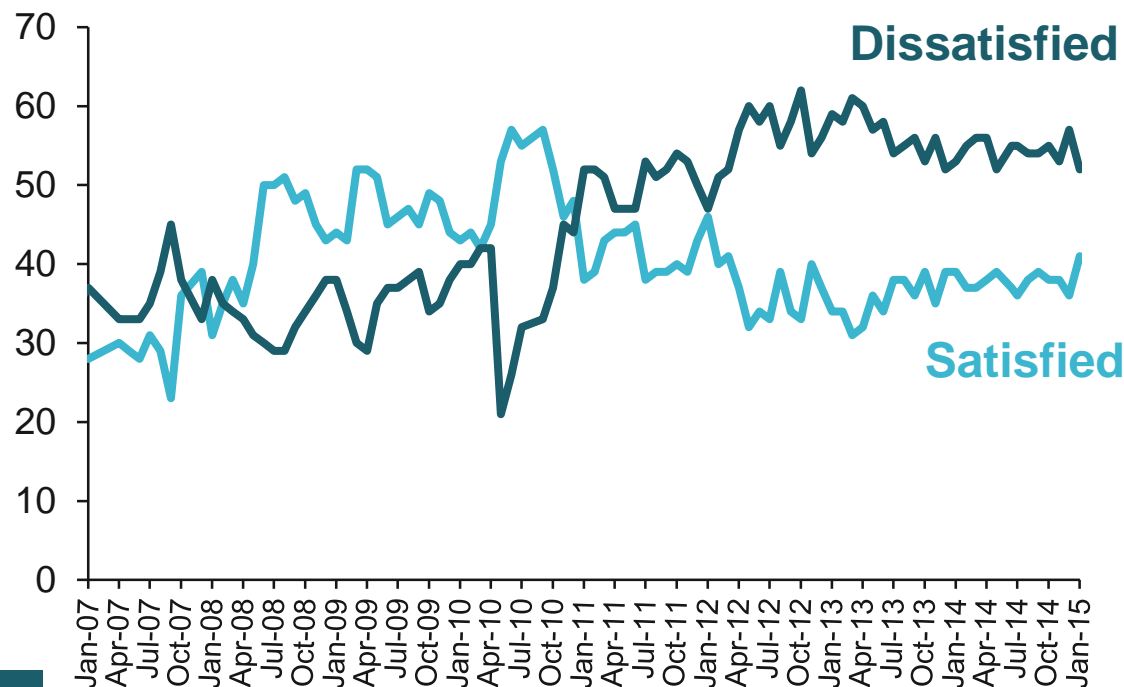
10

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

January 2015



January 2007 – January 2015



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

Base: 1,010 British adults 18+, 11th – 13th January 2015

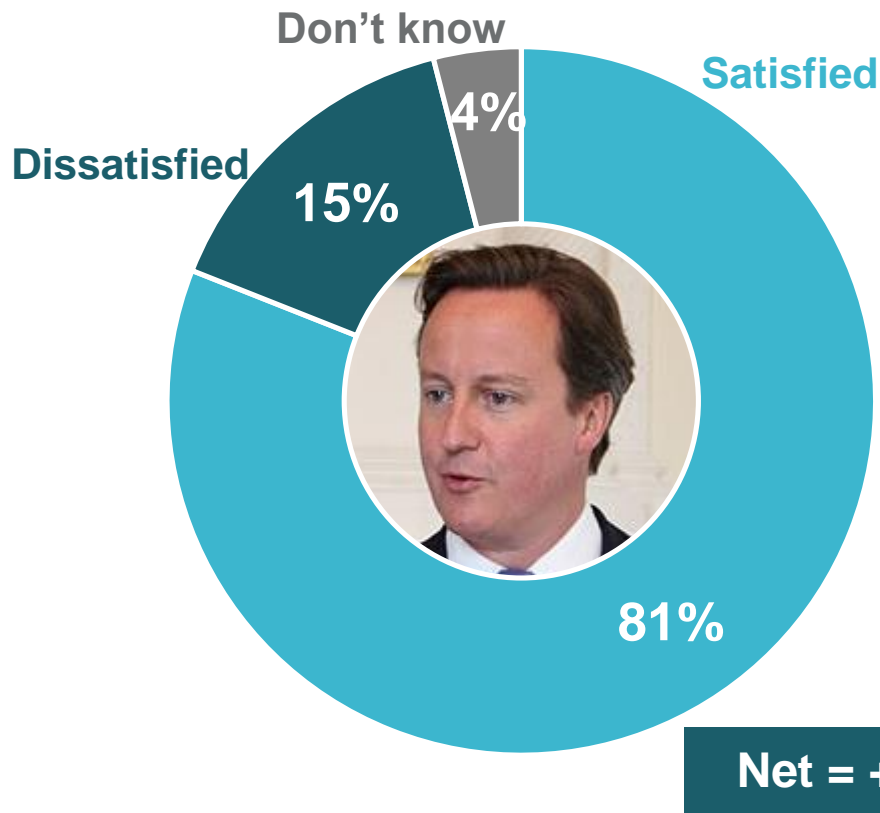
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

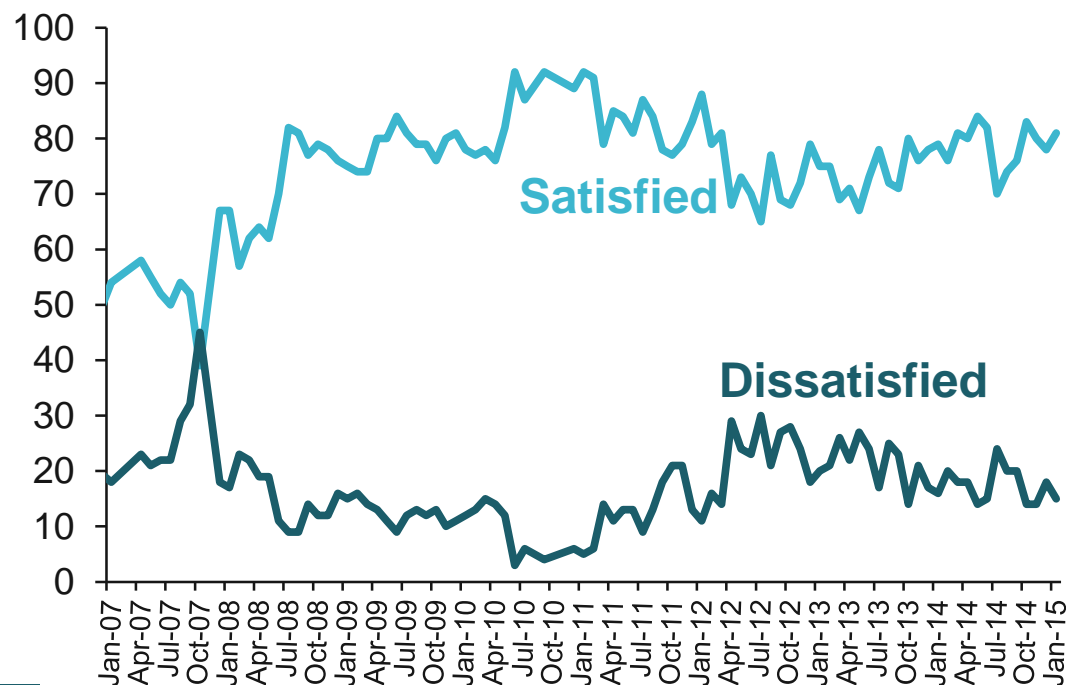
11

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

January 2015



January 2007 – January 2015



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

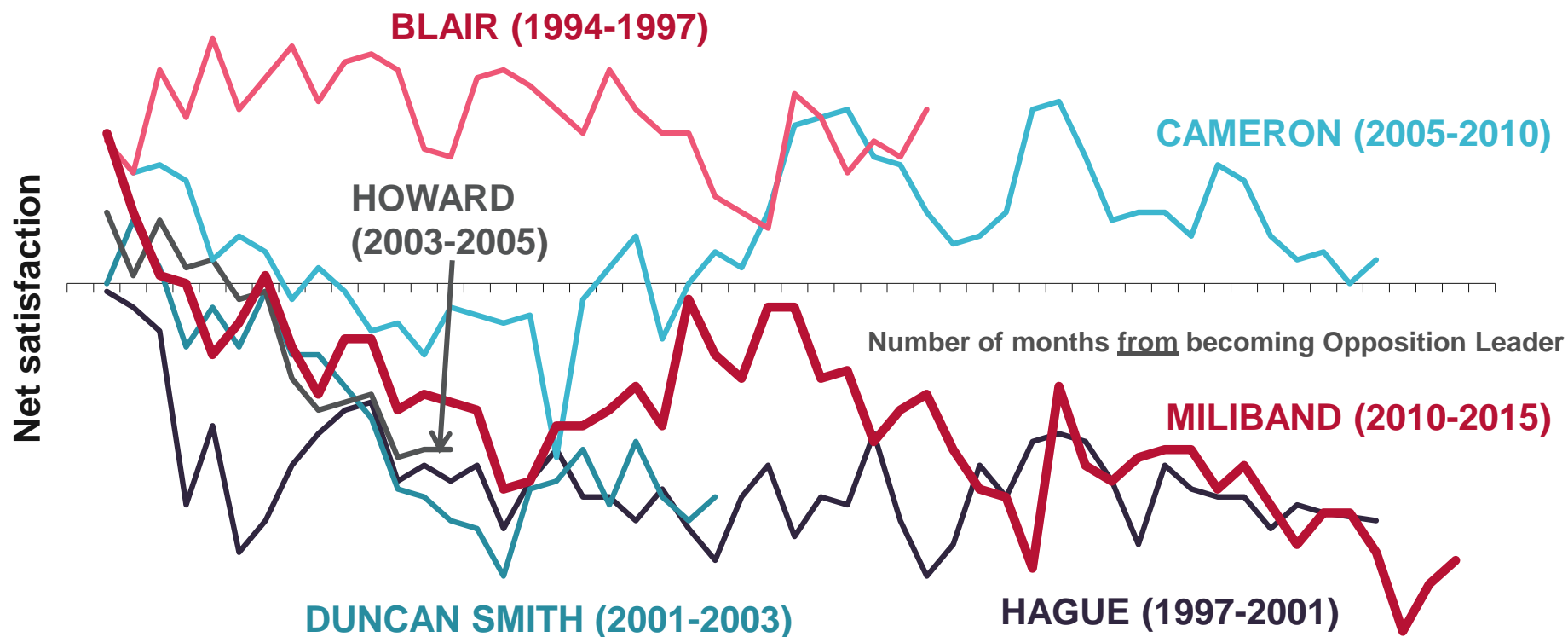
Base: 291 Conservative supporters 18+, 11th -13th January 2015

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2015)

12

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



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

Base: c.1,000 British adults each month

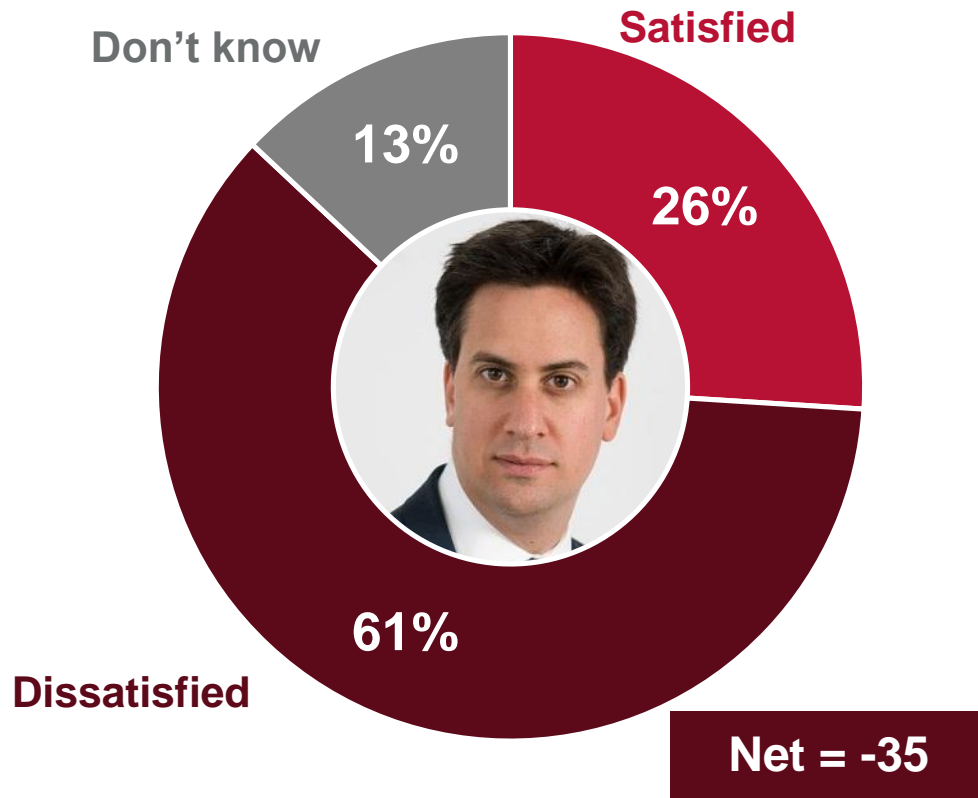
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

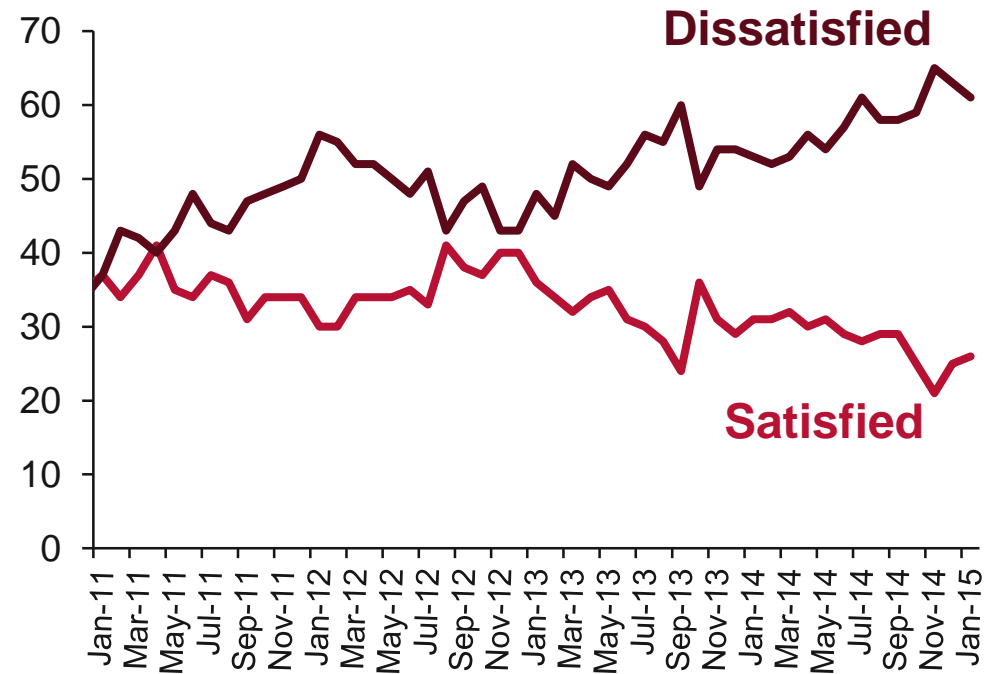
13

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

January 2015



January 2011 – January 2015



Base: 1,010 British adults 18+, 11th – 13th January 2015

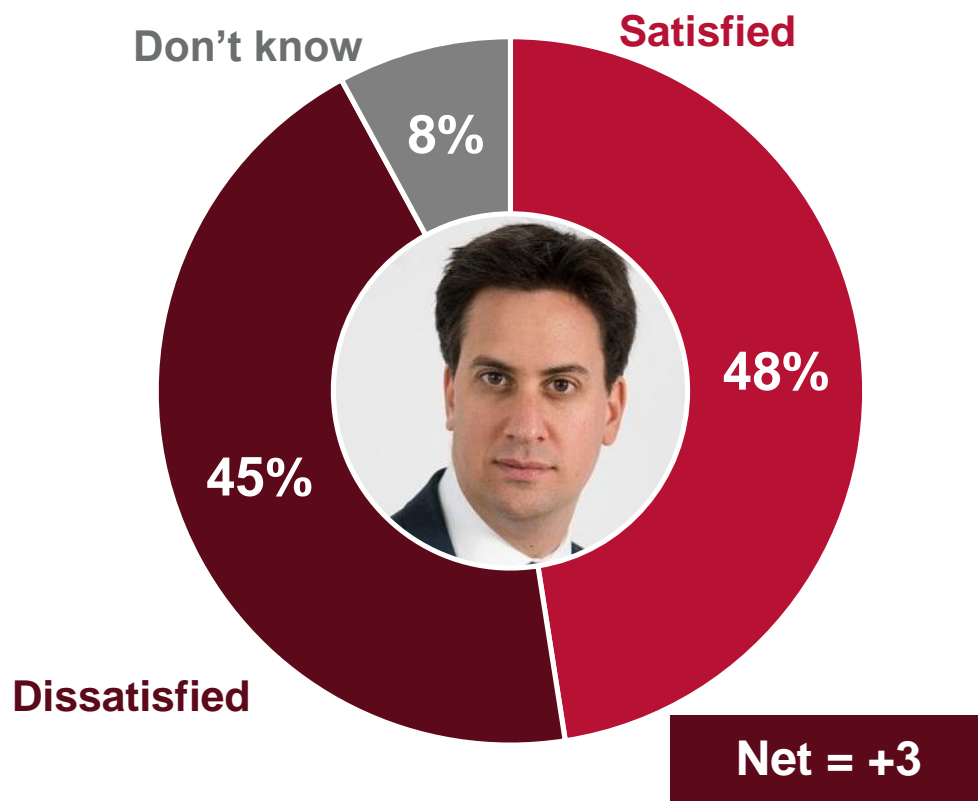
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

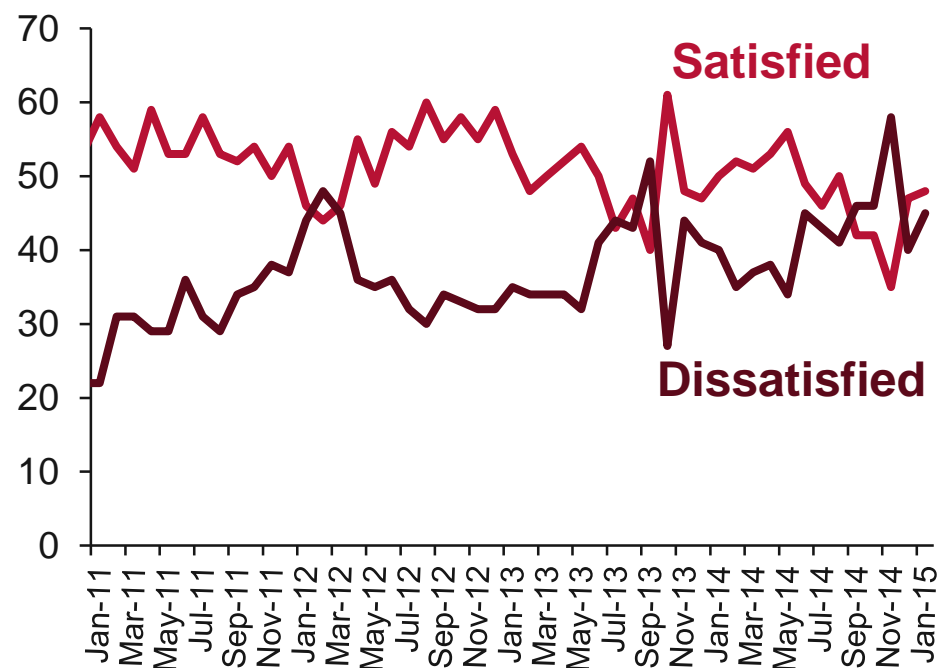
14

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

January 2015



January 2011 – January 2015



Base: 256 Labour supporters 18+, 11th – 13th January 2015

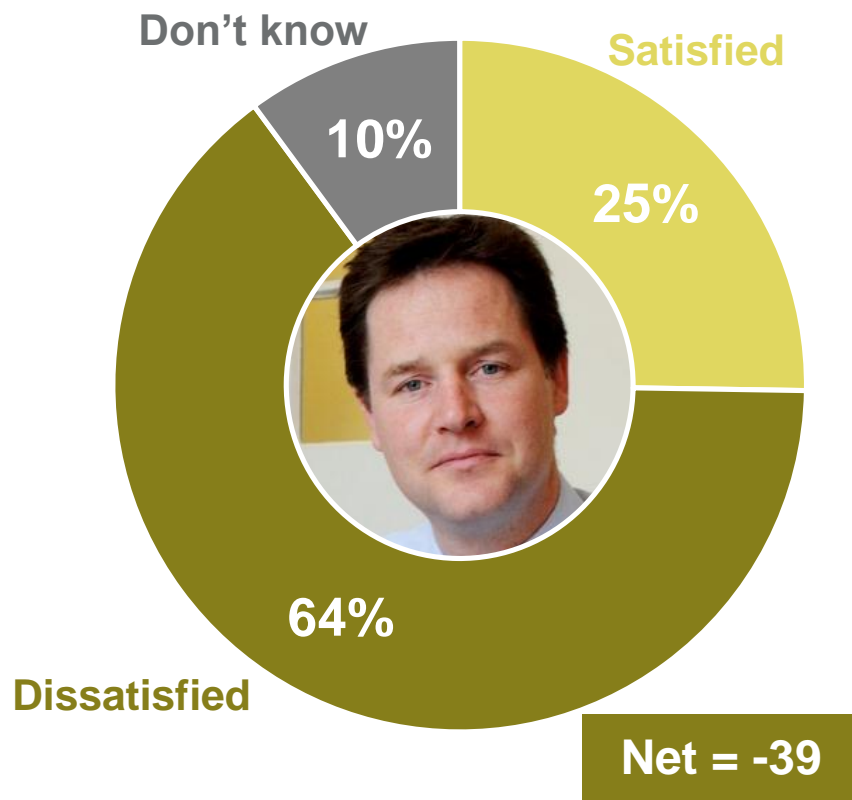
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

15

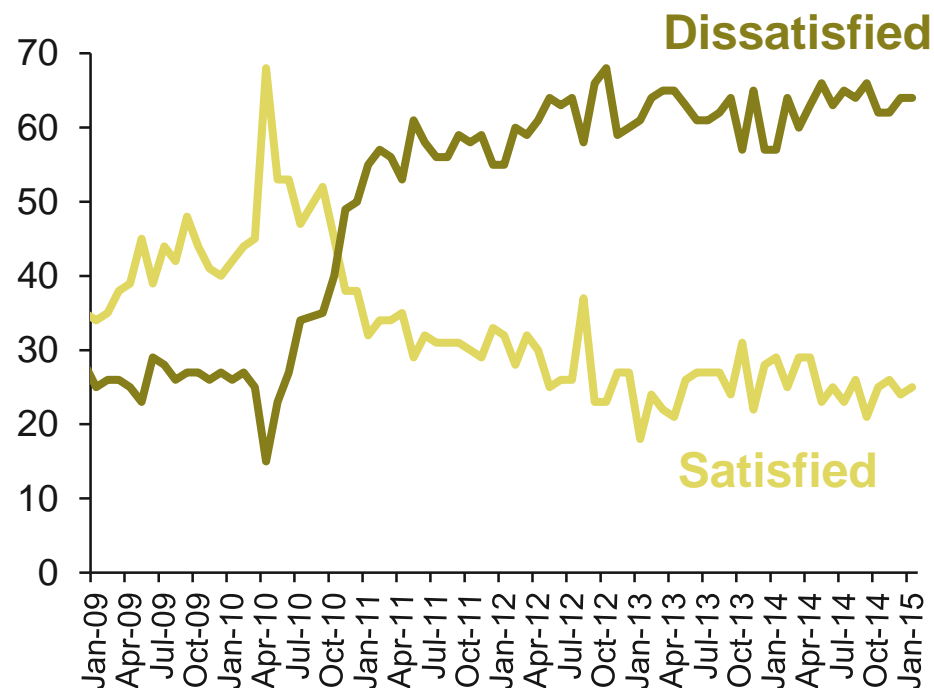
*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/
as Deputy Prime Minister?*

January 2015



Base: 1,010 British adults 18+, 11th – 13th January 2015

January 2009 – January 2015



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

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

16

*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 2015

Don't know

Satisfied

9%

50%

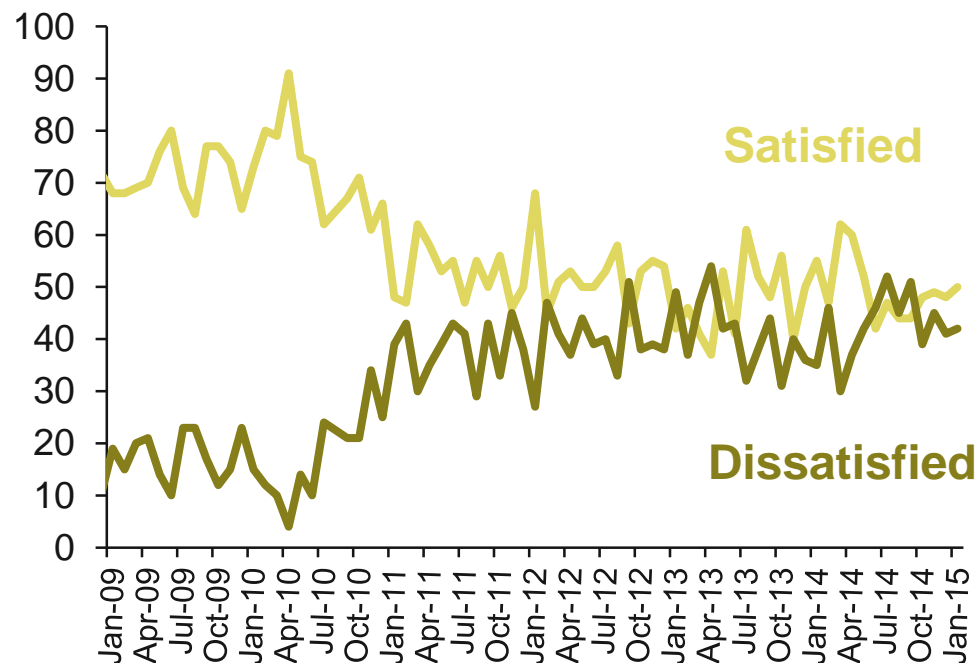
42%

Dissatisfied

Net = +8



January 2009 – January 2015



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

Base: 68 Liberal Democrat supporters 18+, 11th – 13th January 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

17

Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

All

Satisfied

Don't know

16%

35%

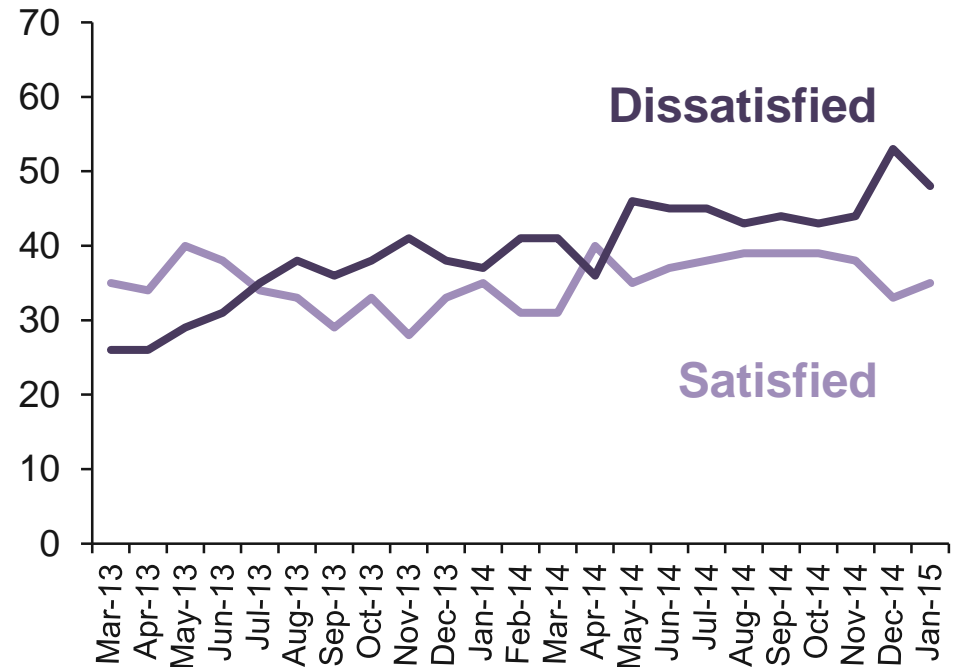
48%

Dissatisfied

Net = -13



March 2013 – January 2015



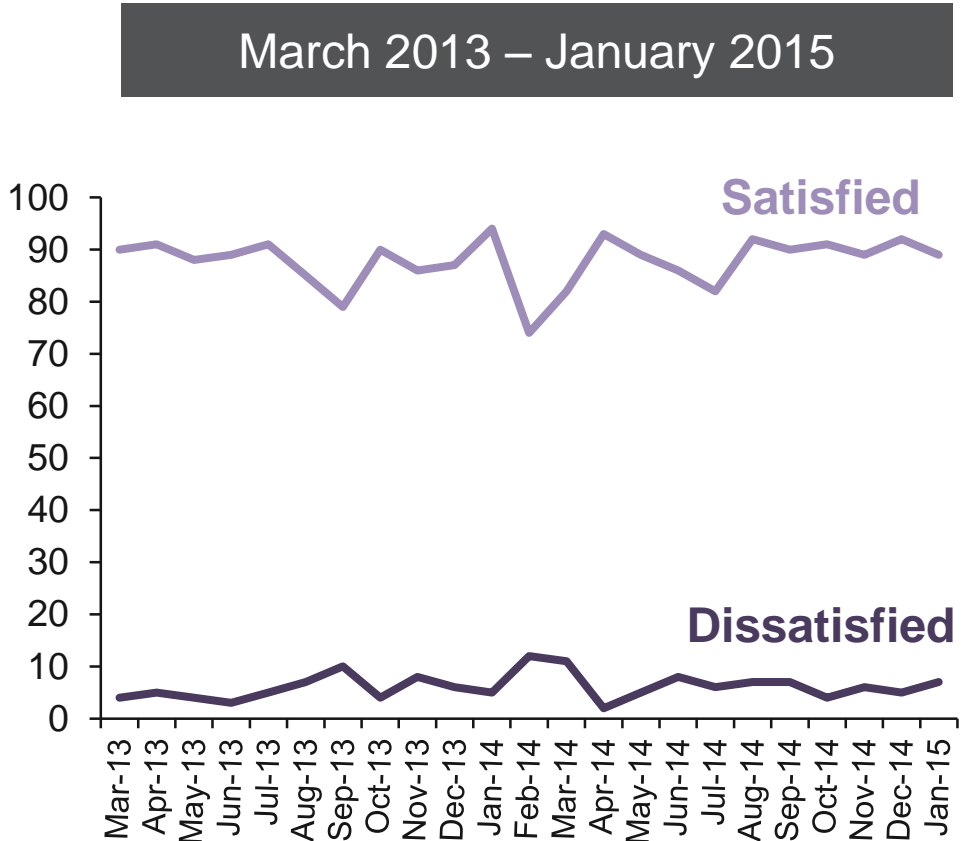
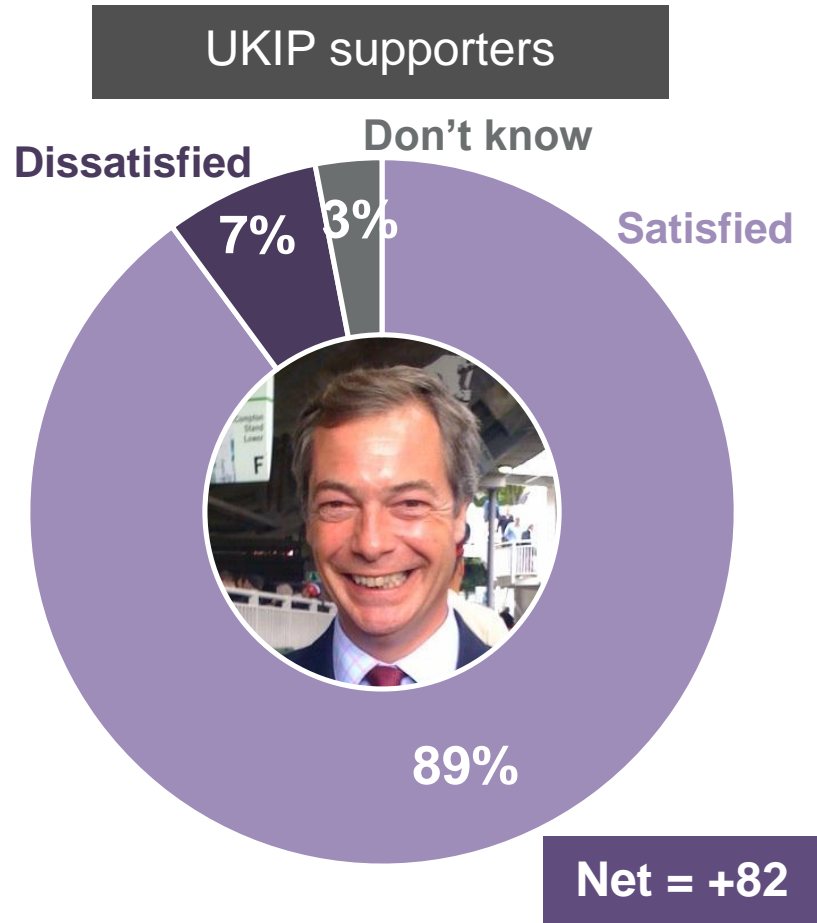
Base: 1,010 British adults 18+, 11th – 13th January 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

18

Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?



Base: 83 UKIP supporters, 11th - 13th January 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

The economy

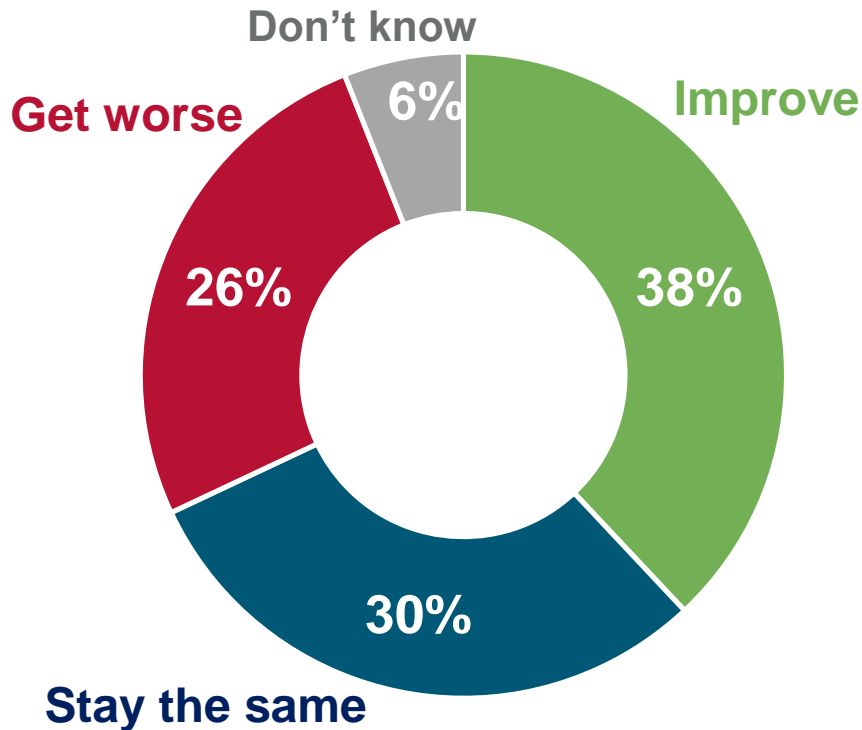


Economic Optimism Index

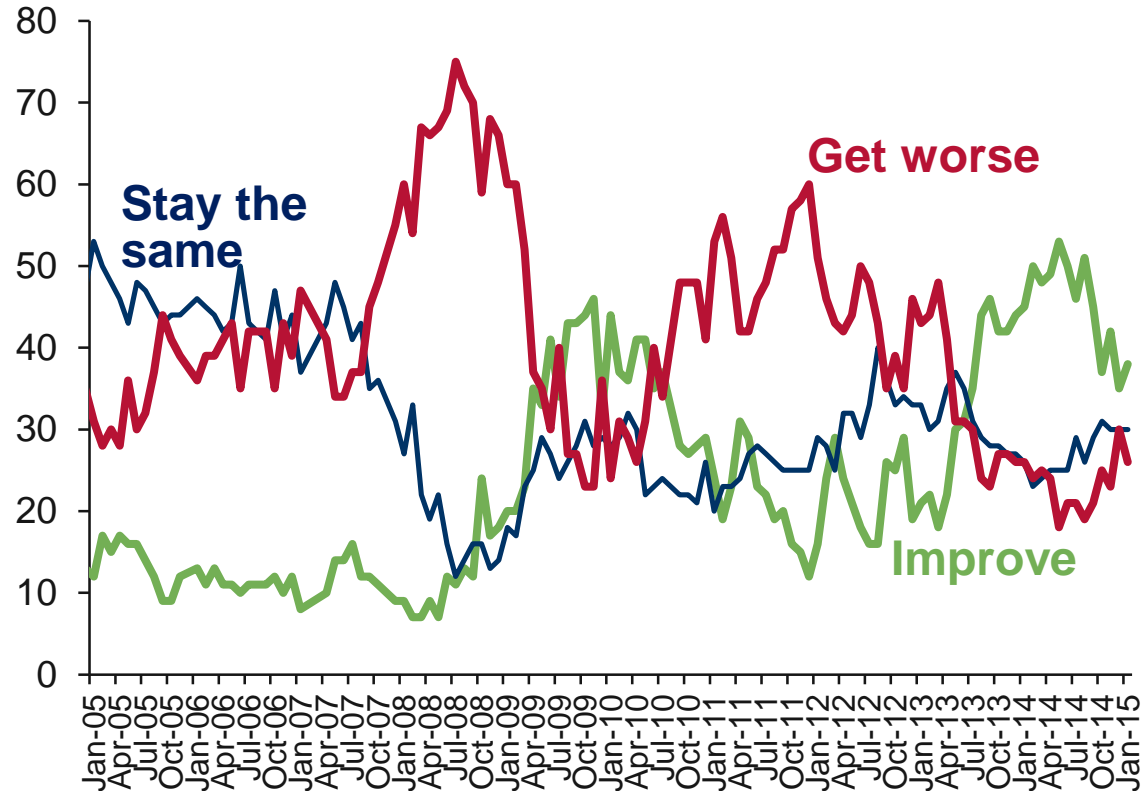
20

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

December 2014



EOI = +12



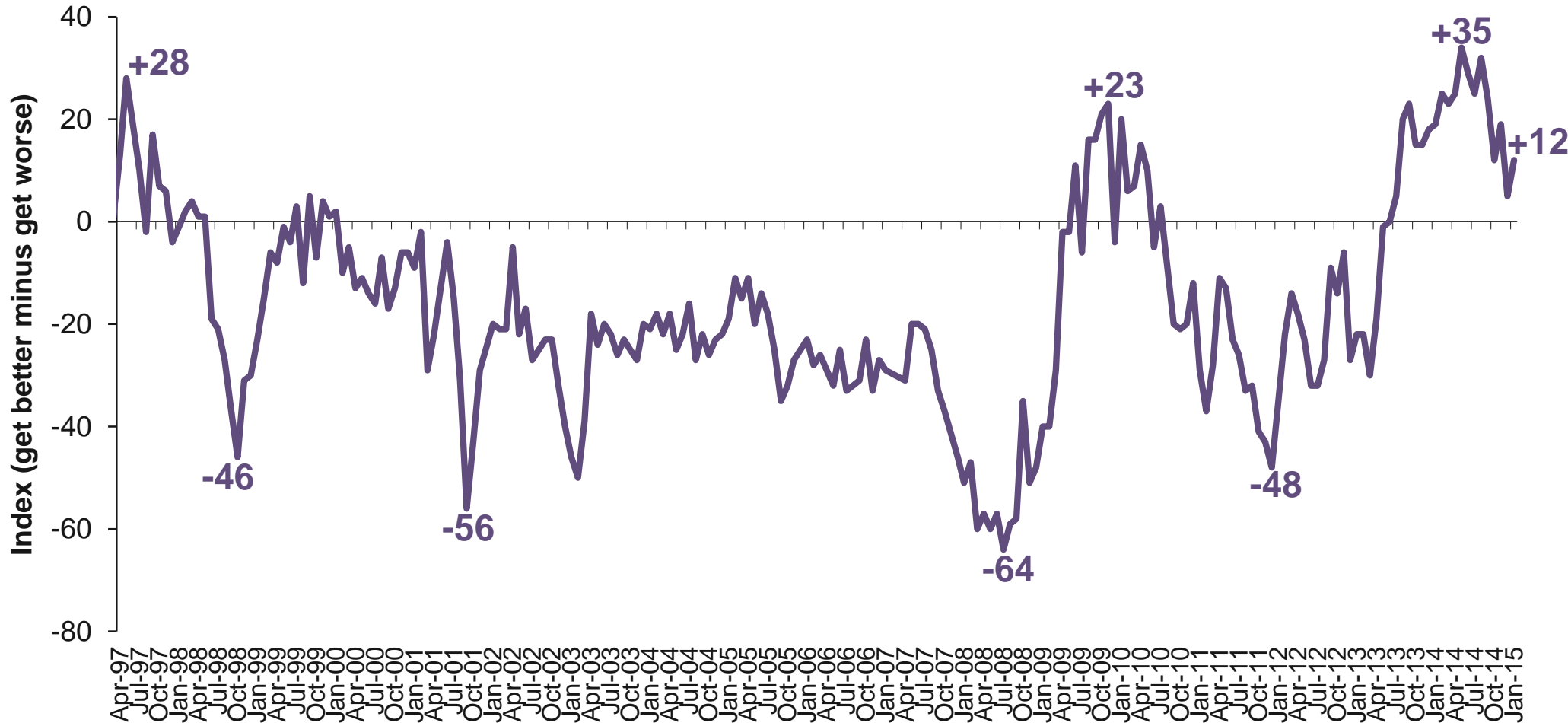
Base: 1,010 British adults 18+, 11th -13th January 2015

Source: Ipsos MORI Political Monitor

The Ipsos MORI Economic Optimism Index

21

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: Ipsos MORI Political Monitor

2015 General Election

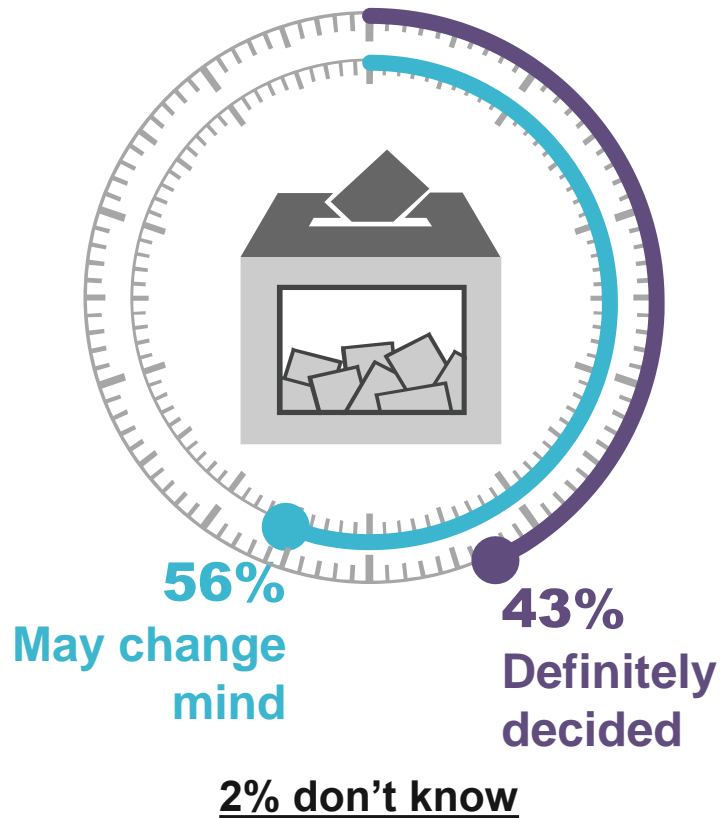


Have the voters decided yet?

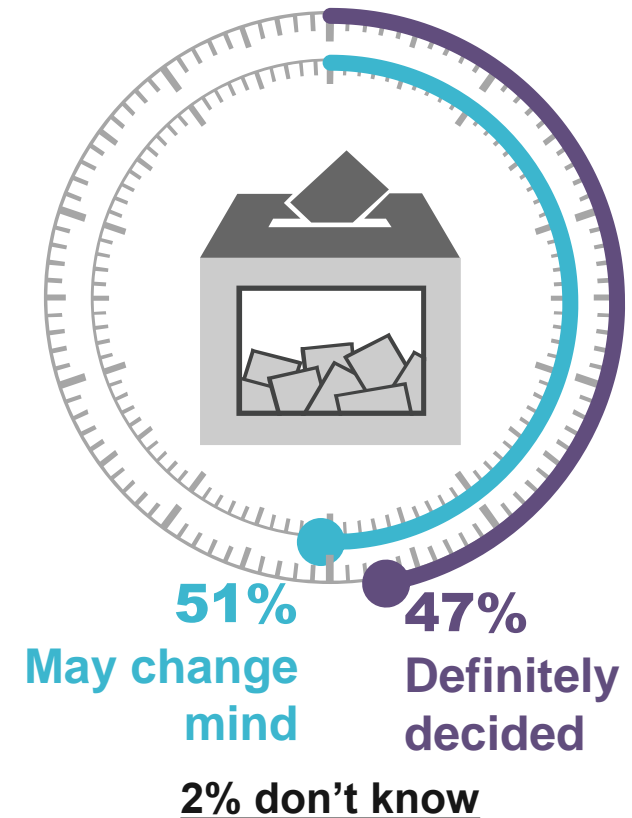
23

Have you definitely decided to vote for the Conservative Party/ Labour Party/ Liberal Democrats/ Greens/ UKIP/ SNP/Plaid Cymru or is there a chance you may change your mind before you vote?

August 2014



January 2015



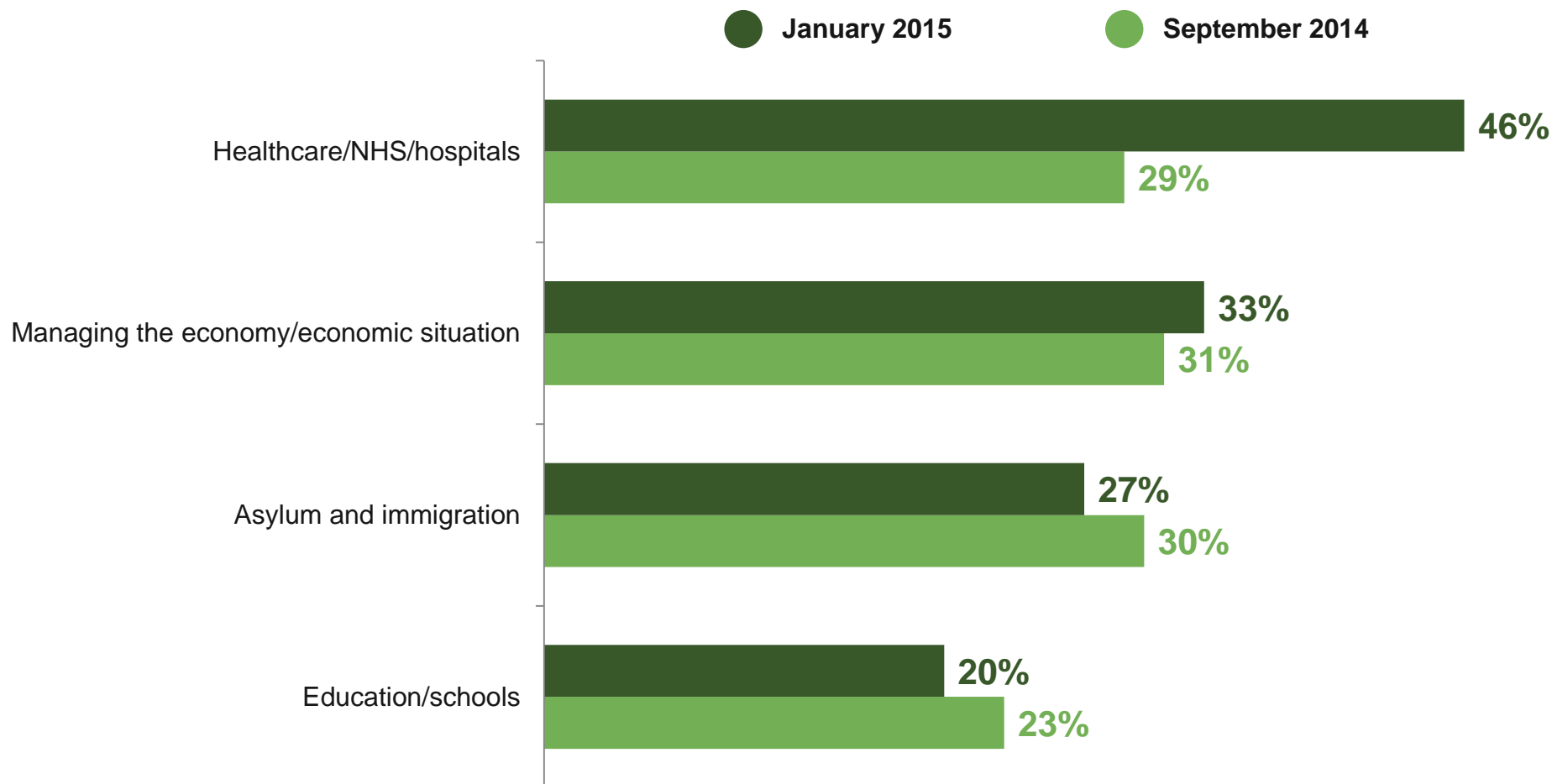
Base: 1,010 British adults 18+, 11th -13th January 2015

Source: Ipsos MORI Political Monitor

Which issues will be very important when voters cast their ballots? Top four issues

24

Looking ahead to the next General Election, which if any, issues do you think will be very important to you in helping you decide which party to vote for?



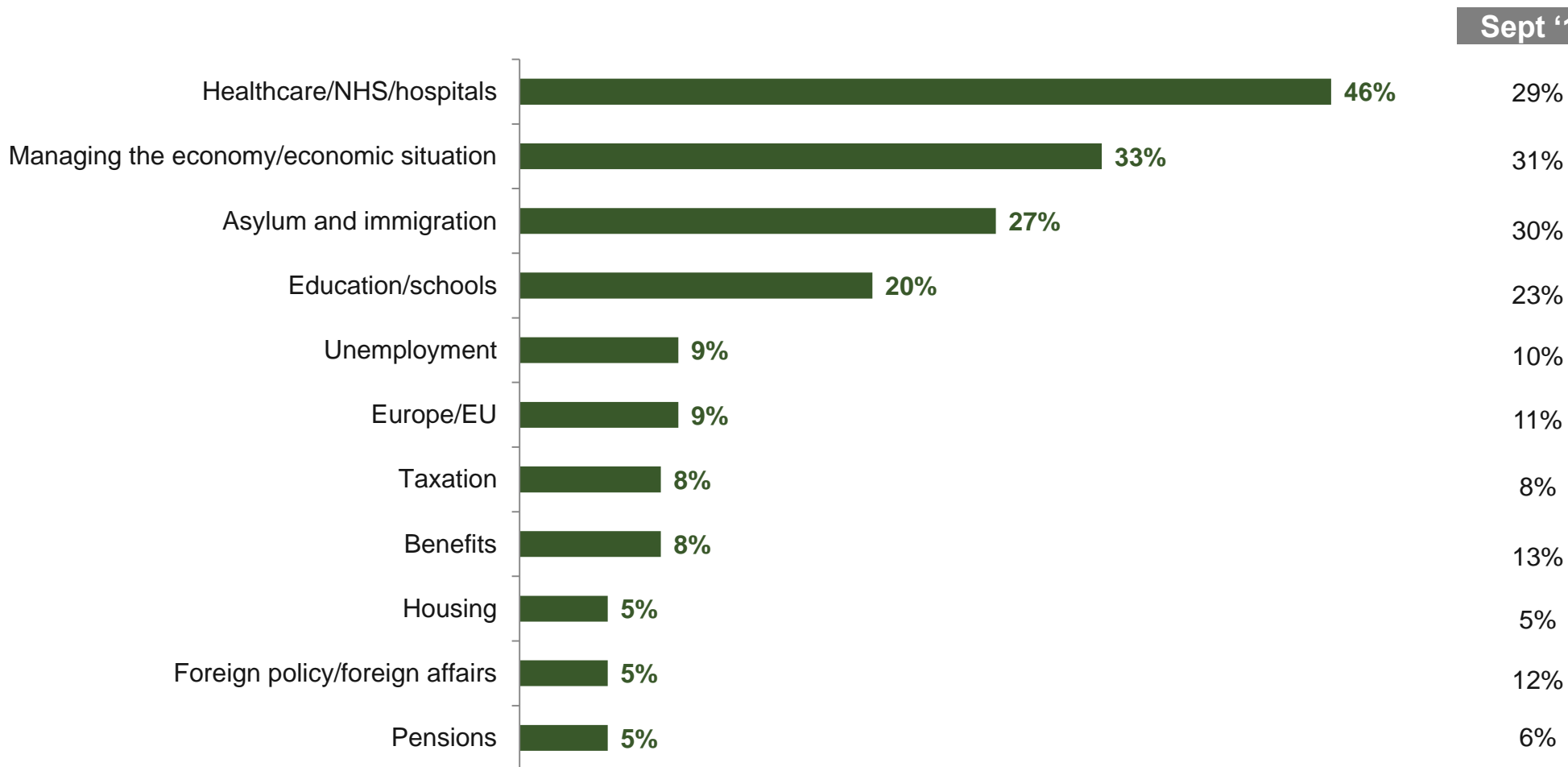
Base: 1,010 British adults 18+, 11th -13th January 2015

Source: Ipsos MORI Political Monitor

Which issues will be very important when voters cast their ballots?

25

Looking ahead to the next General Election, which if any, issues do you think will be very important to you in helping you decide which party to vote for?



Base: 1,010 British adults 18+, 11th -13th January 2015

Only showing answers above 5%; see computer tables for full results

Source: Ipsos MORI Political Monitor