



POLITICAL MONITOR

February 2014

Ipsos MORI

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**POLITICAL
MONITOR**



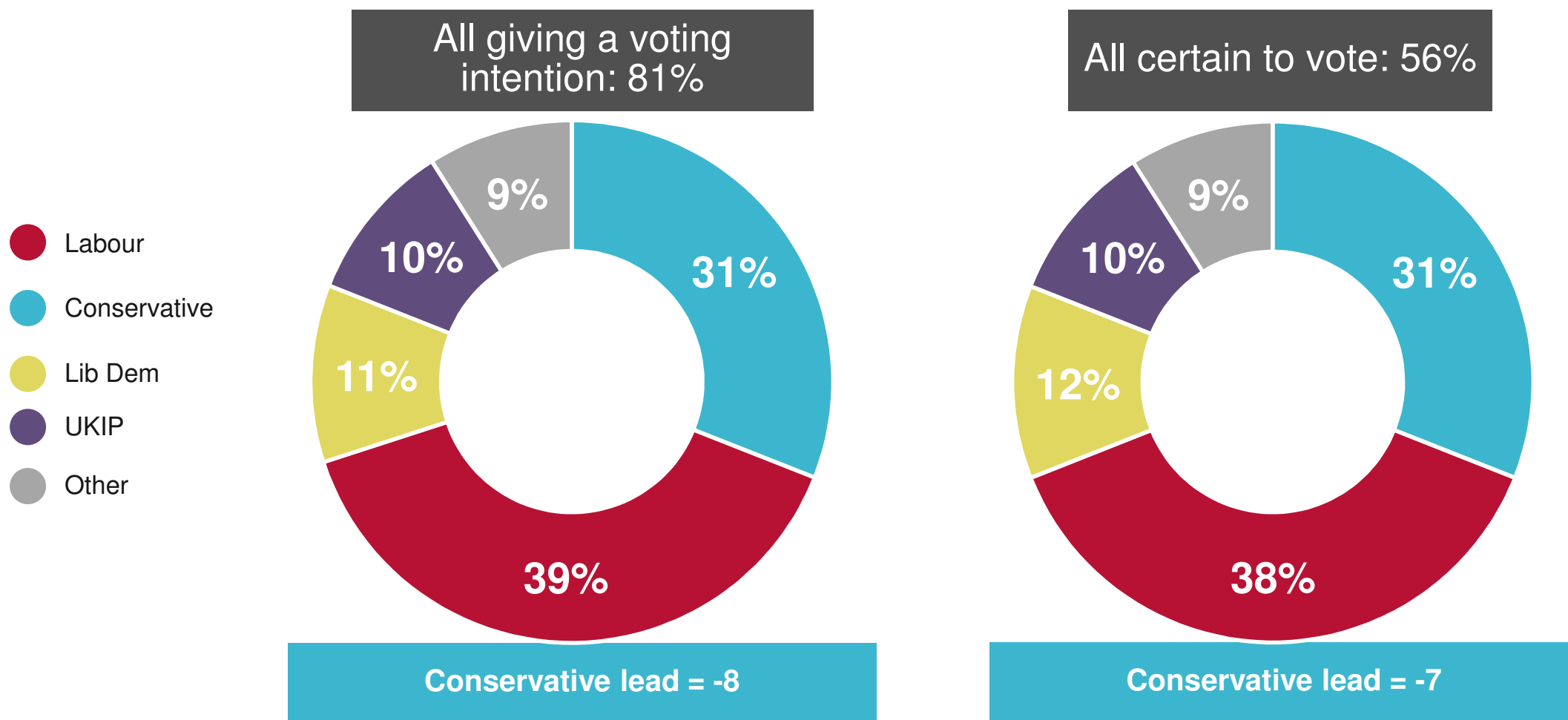
Voting Intentions



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

3

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



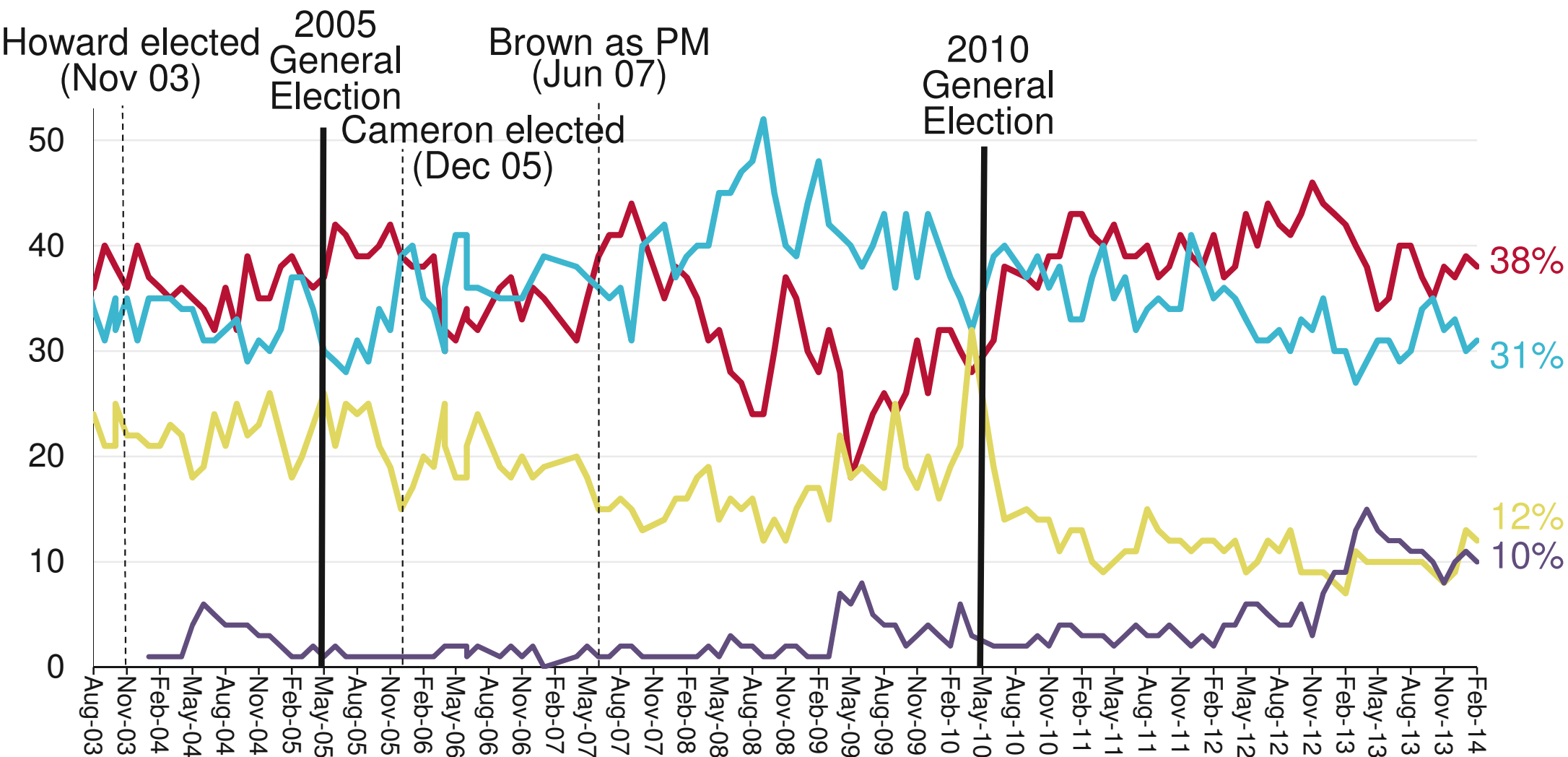
Base: 1,012 British adults 18+, 1st -3rd February 2014, all certain to vote = 592

Source: Ipsos MORI Political Monitor

Voting Intentions August '03 – February '14 (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 June 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

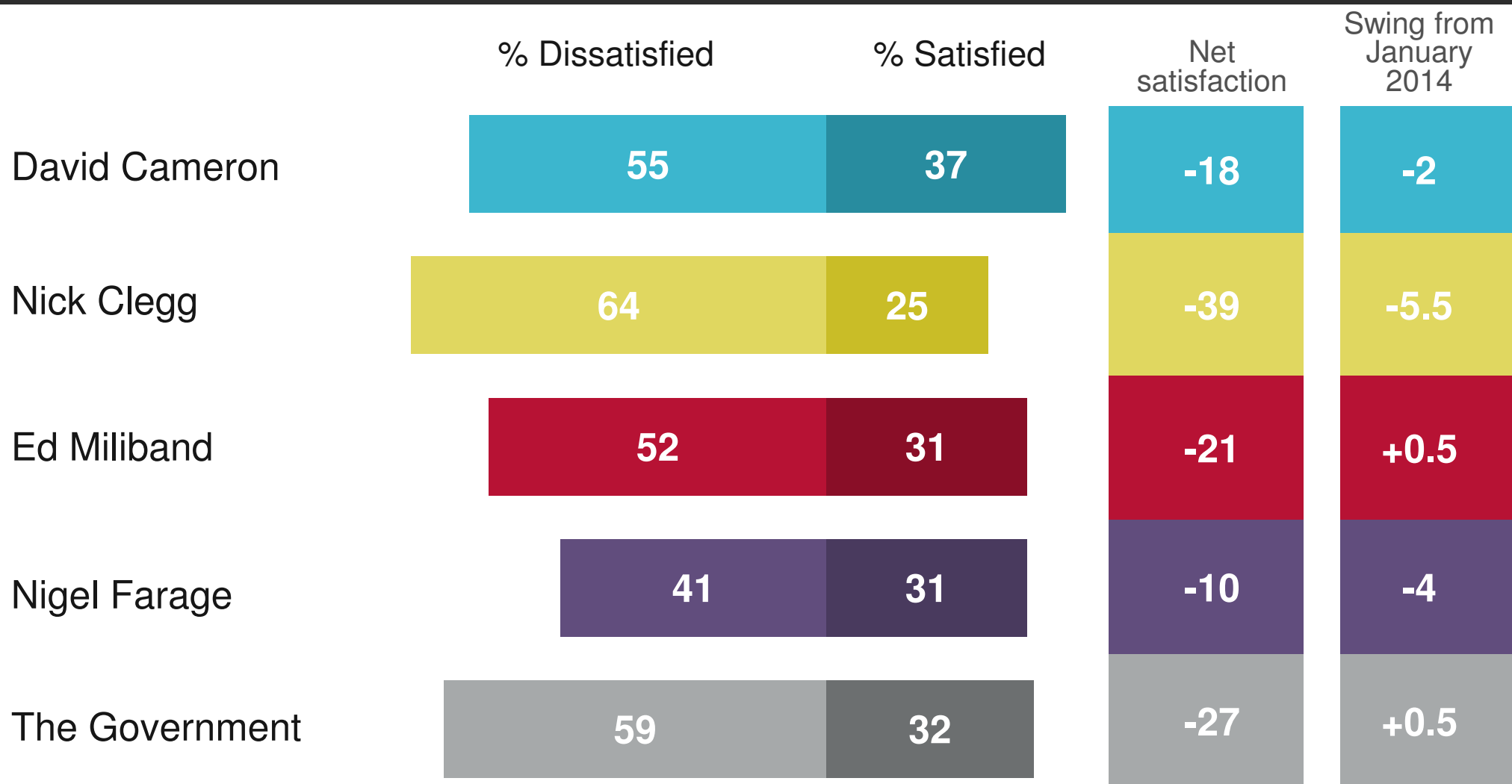
Satisfaction with the Coalition and Party Leaders



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/UKIP?

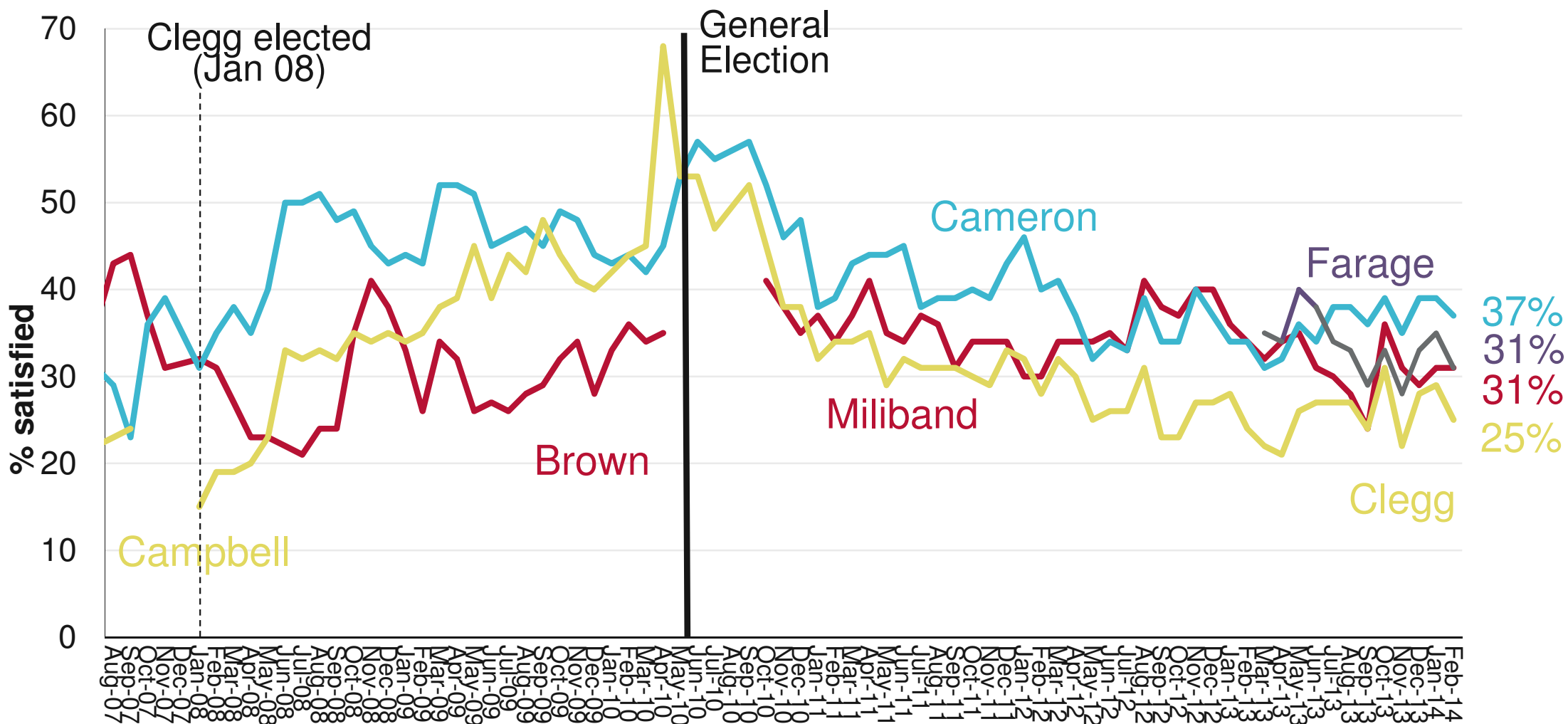


Base: 1,012 British adults 18+, 1st – 3rd February 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders August '07 – February '14

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



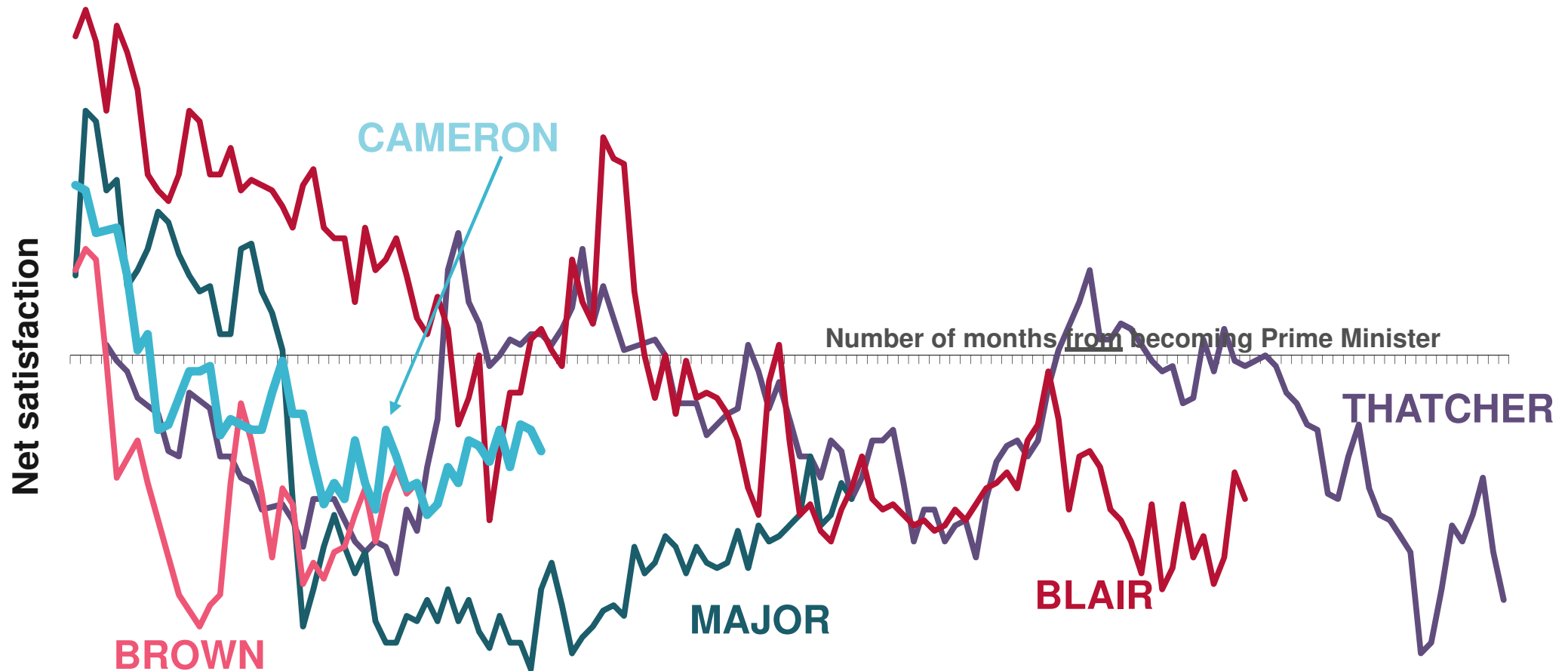
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

8

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

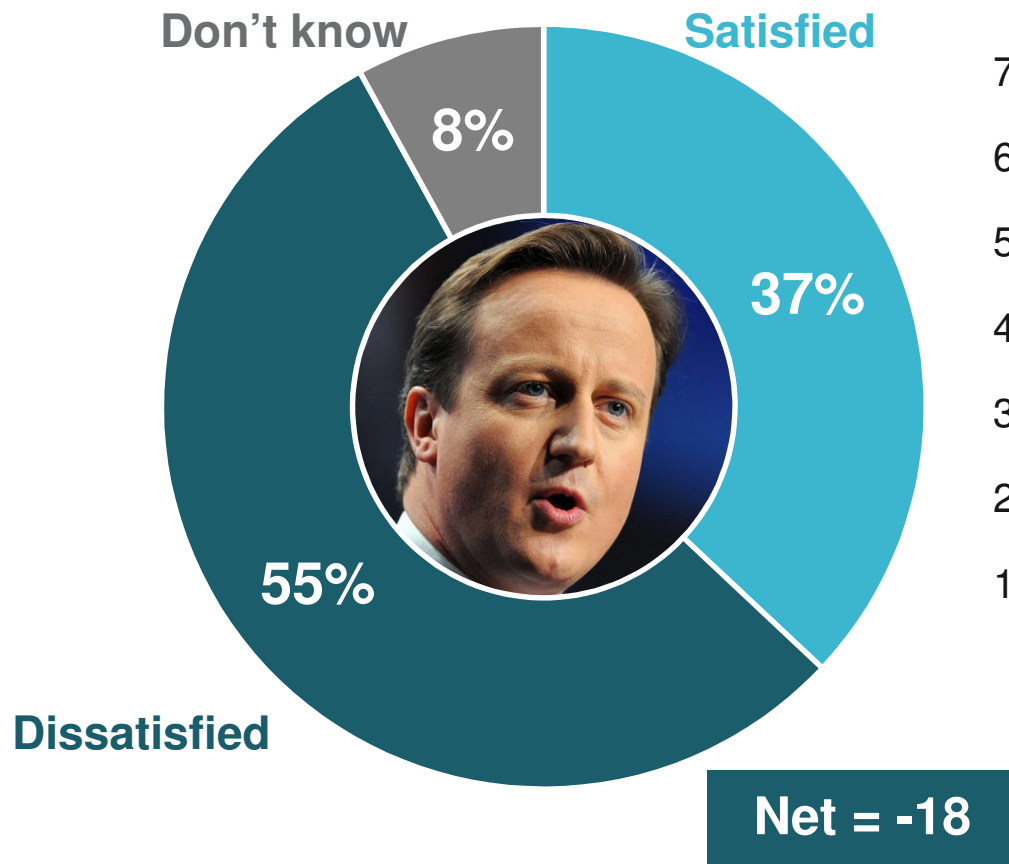
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

9

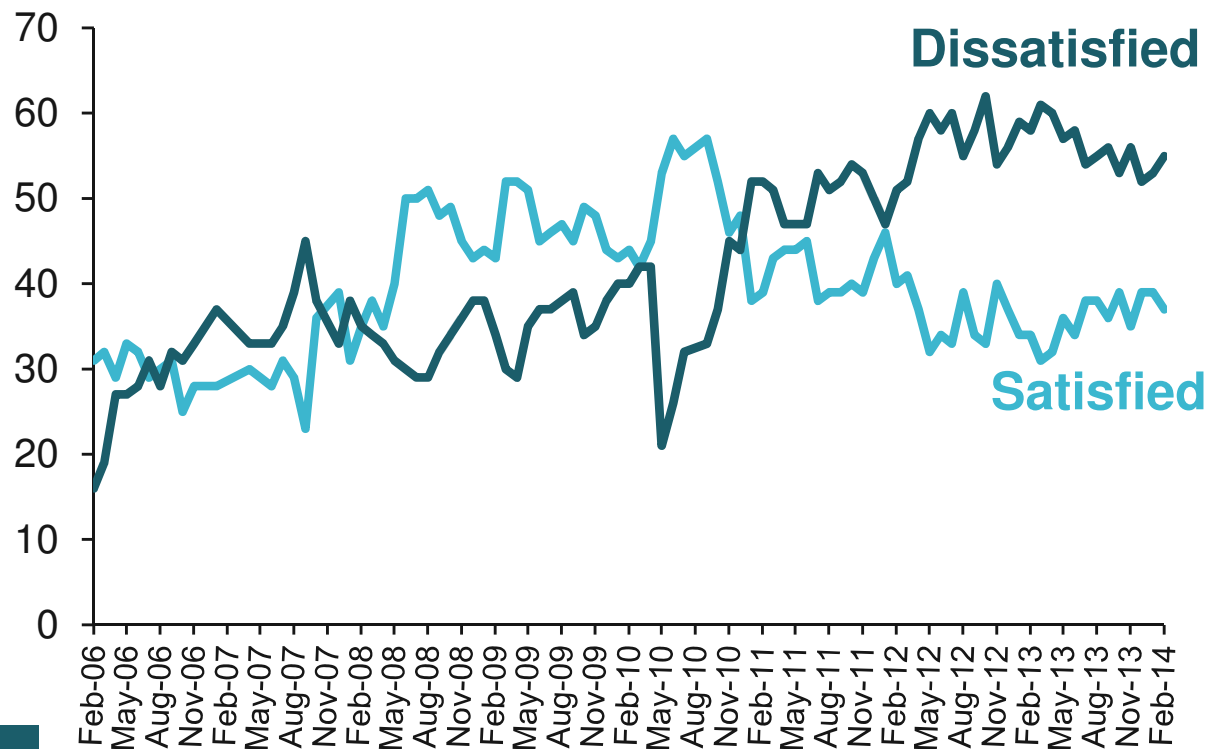
Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?

February 2014



Base: 1,012 British adults 18+, 1st – 3rd February 2014

February 2006 – February 2014



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

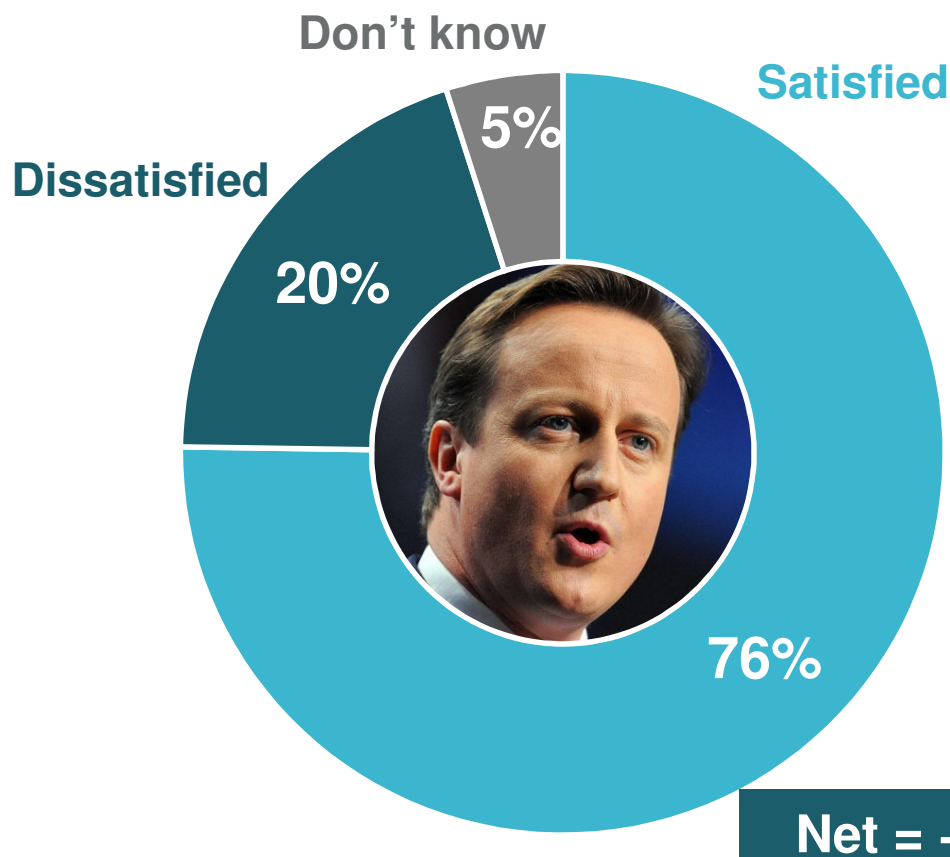
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

10

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

February 2014



February 2006 – February 2014



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

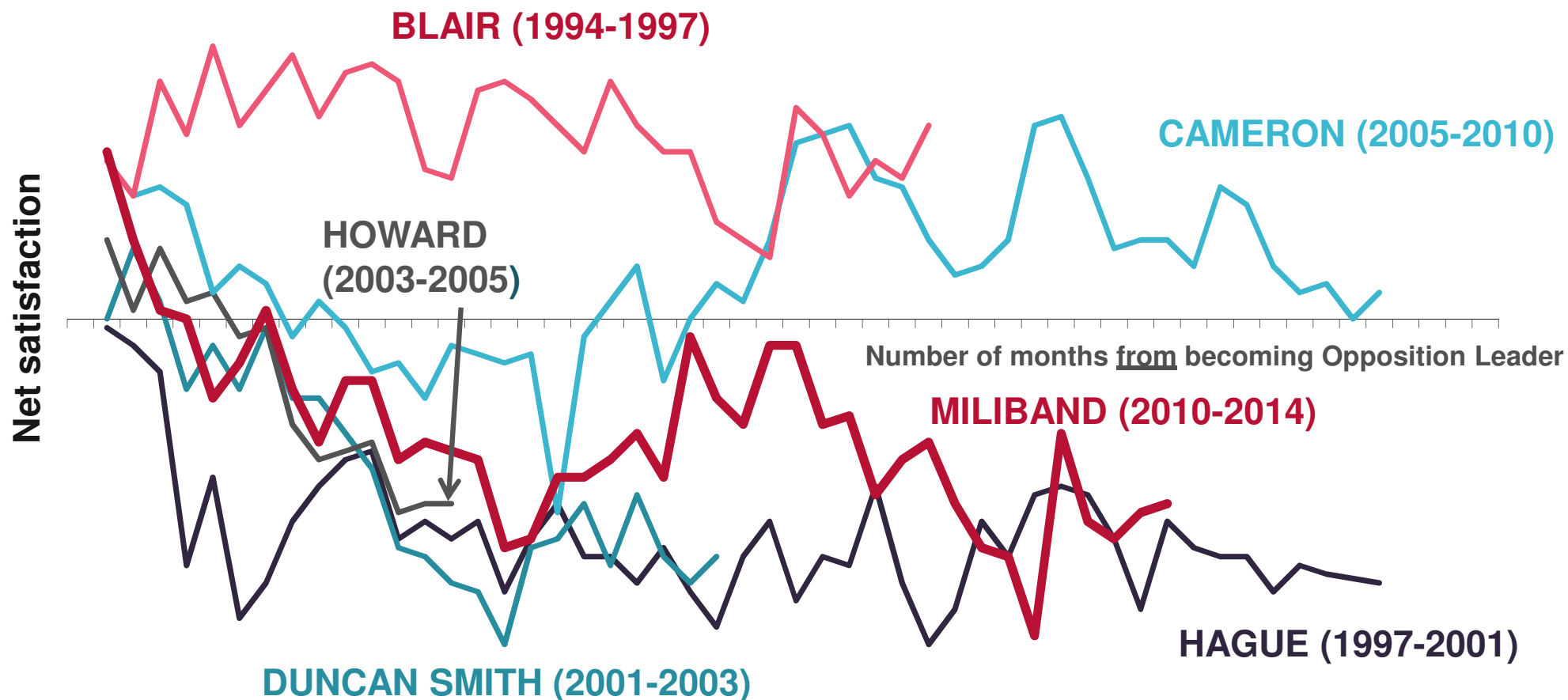
Base: 266 Conservative supporters 18+, 1st -3rd February 2014

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2014)

11

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

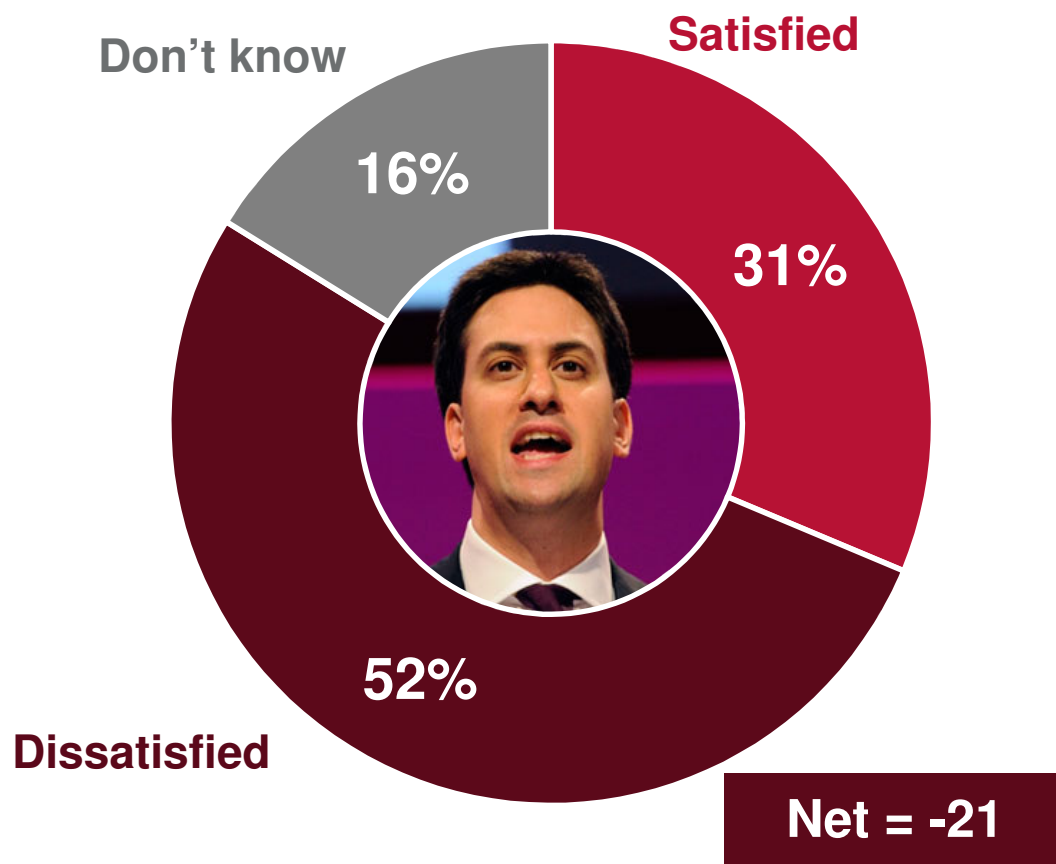
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

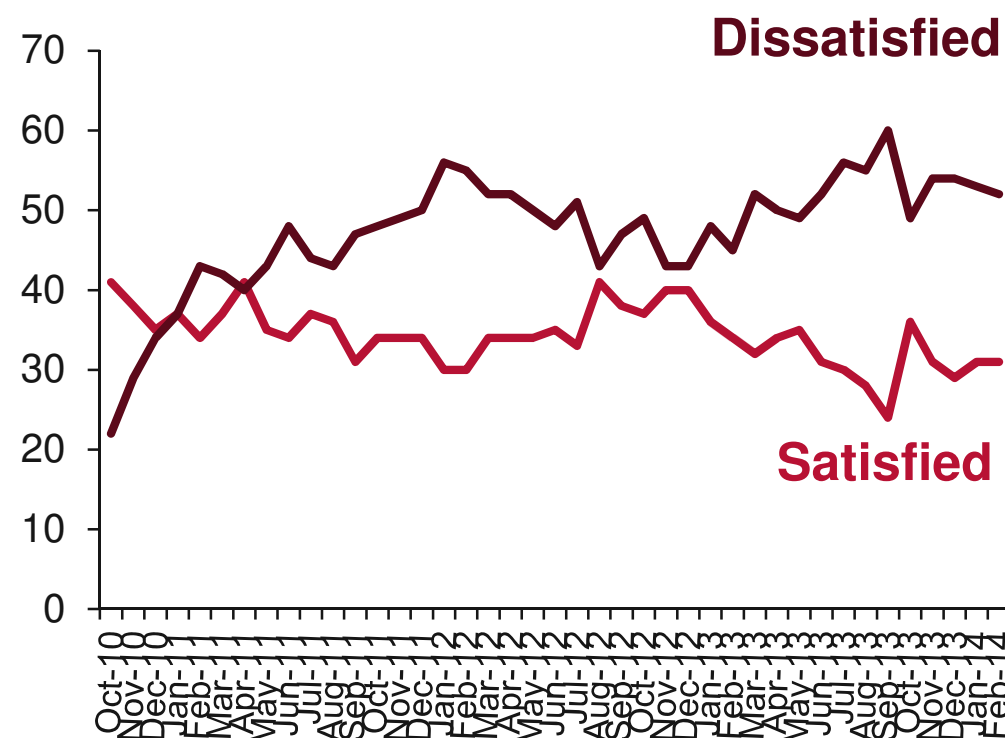
12

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

February 2014



October 2010 – February 2014



Base: 1,012 British adults 18+, 1st -3rd February 2014

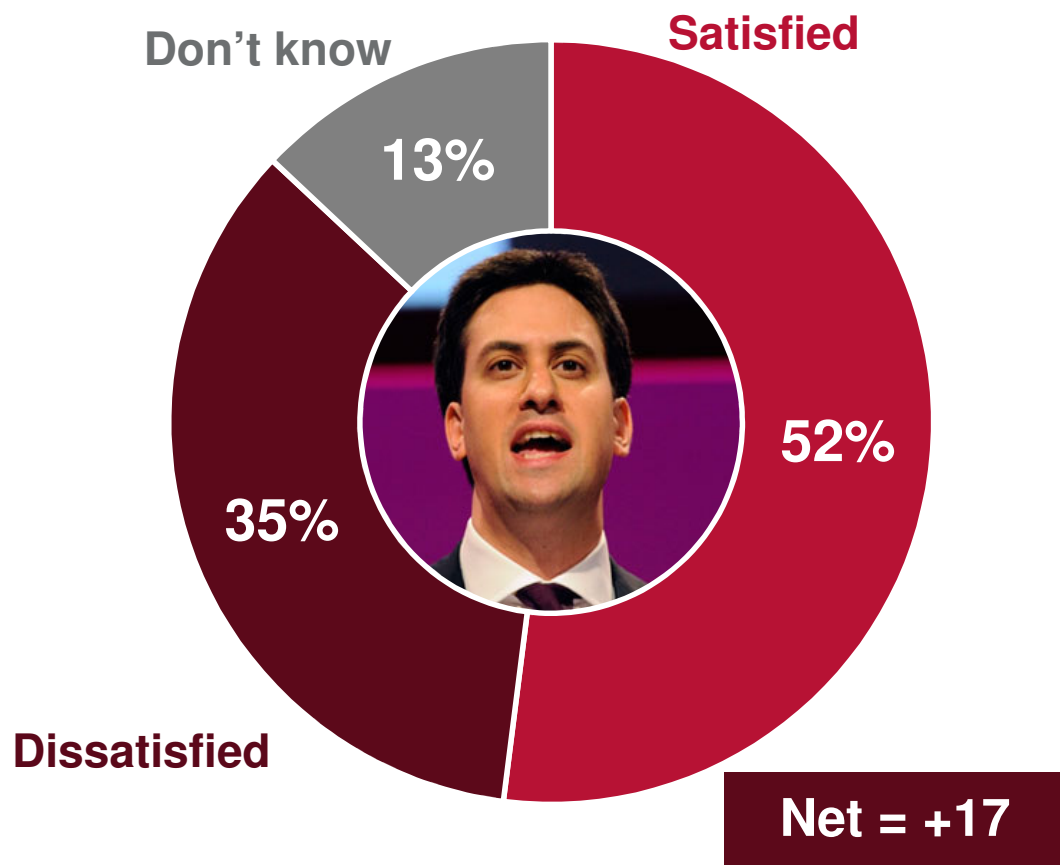
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

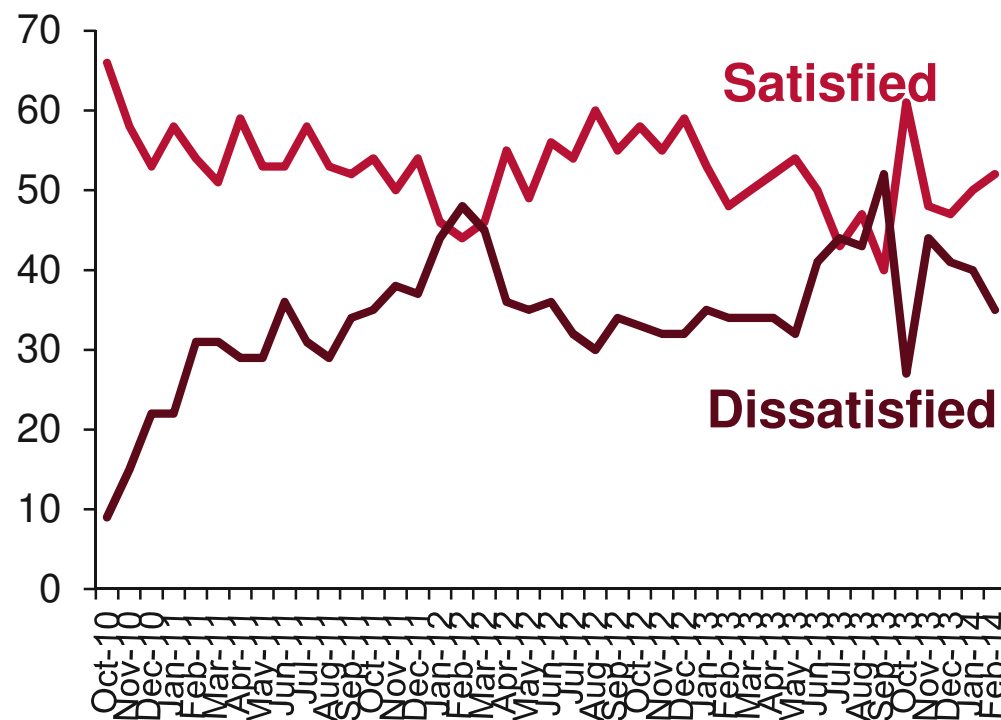
13

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

February 2014



October 2010 – February 2014



Base: 308 Labour supporters 18+, 1st – 3rd February 2014

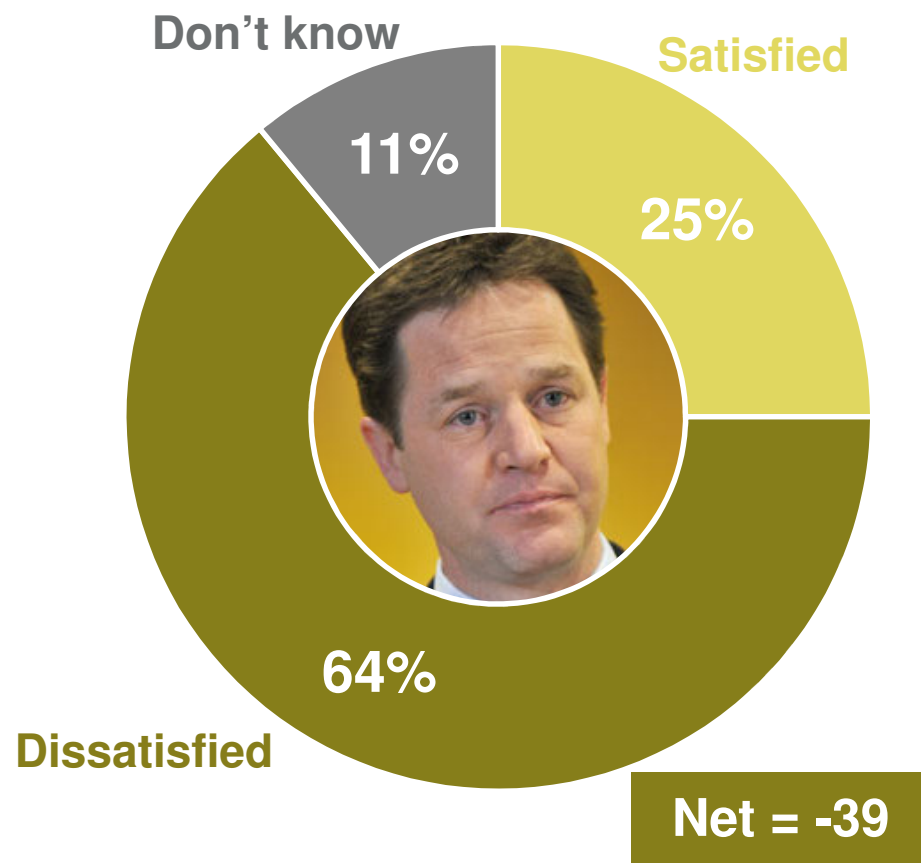
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

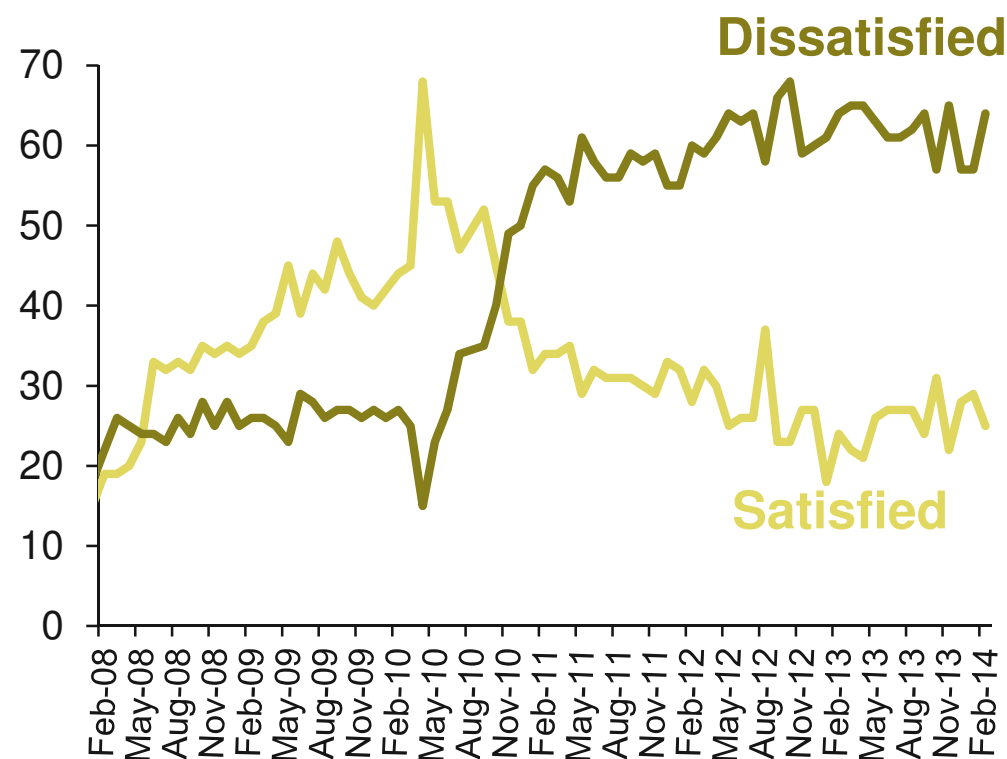
14

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

February 2014



February 2008 – February 2014



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

Base: 1,012 British adults 18+, 1st -3rd February 2014

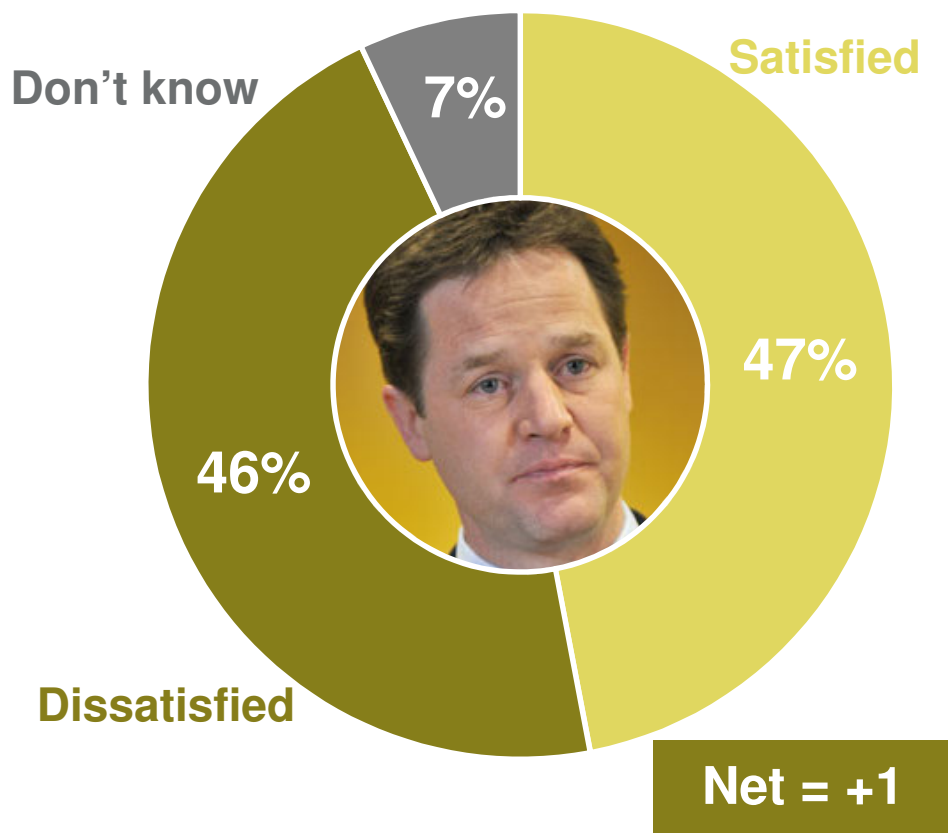
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

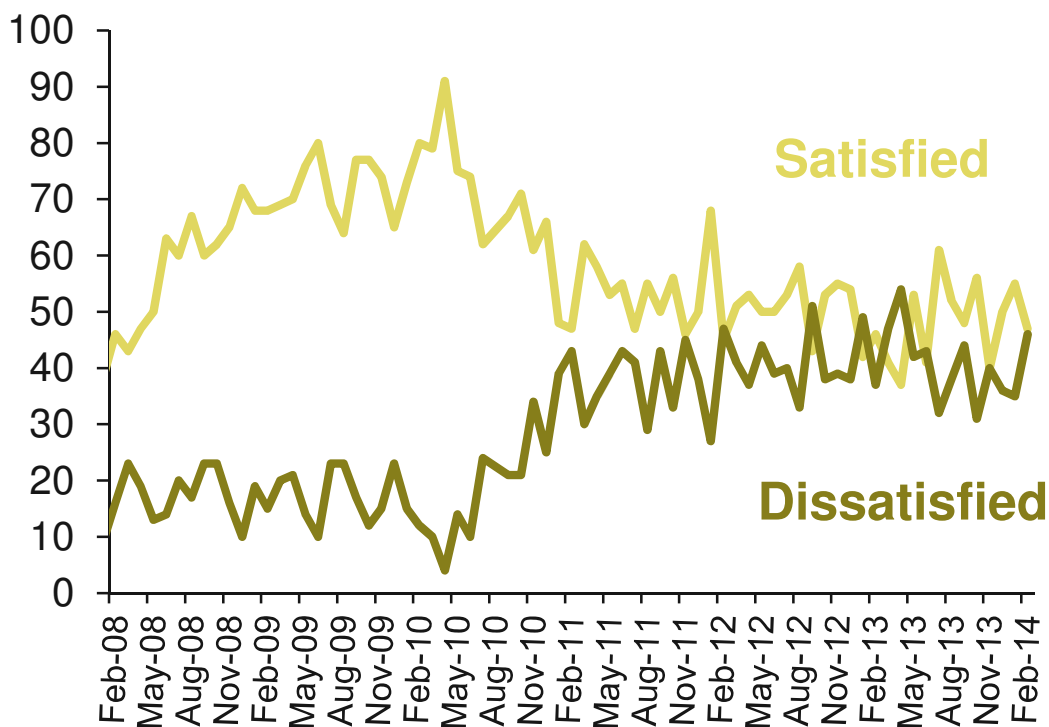
15

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

February 2014



February 2008 – February 2014



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

Base: 93 Liberal Democrat supporters 18+, 1st -3rd February 2014. N.B. small base size indicative only

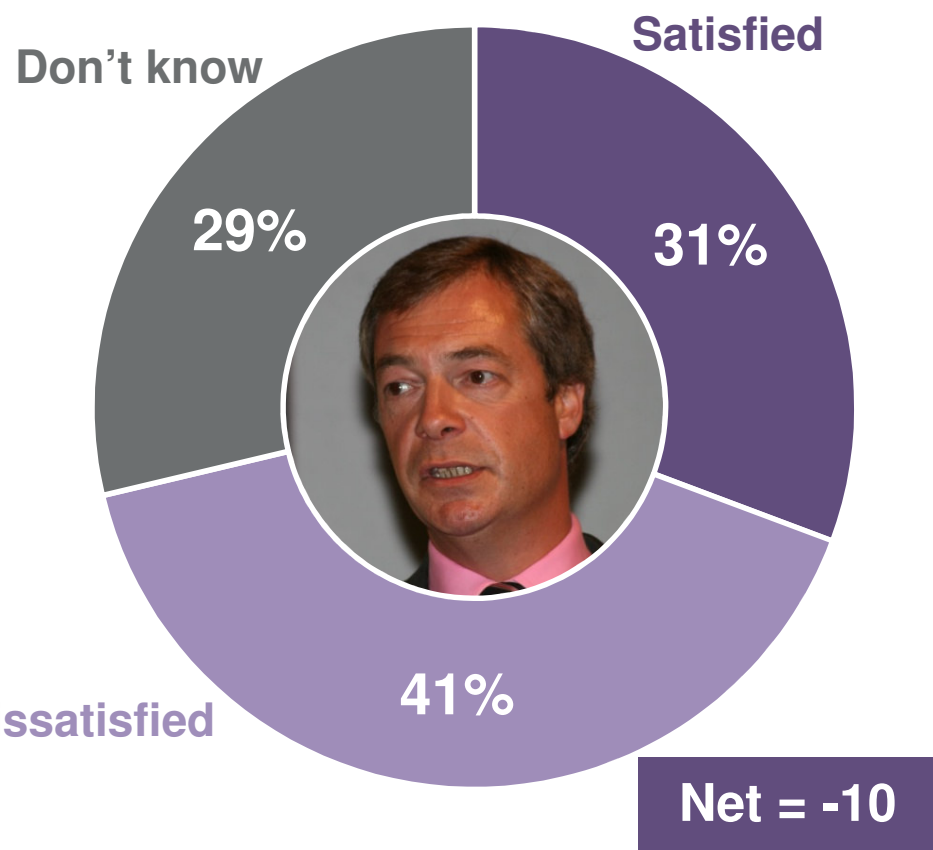
Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

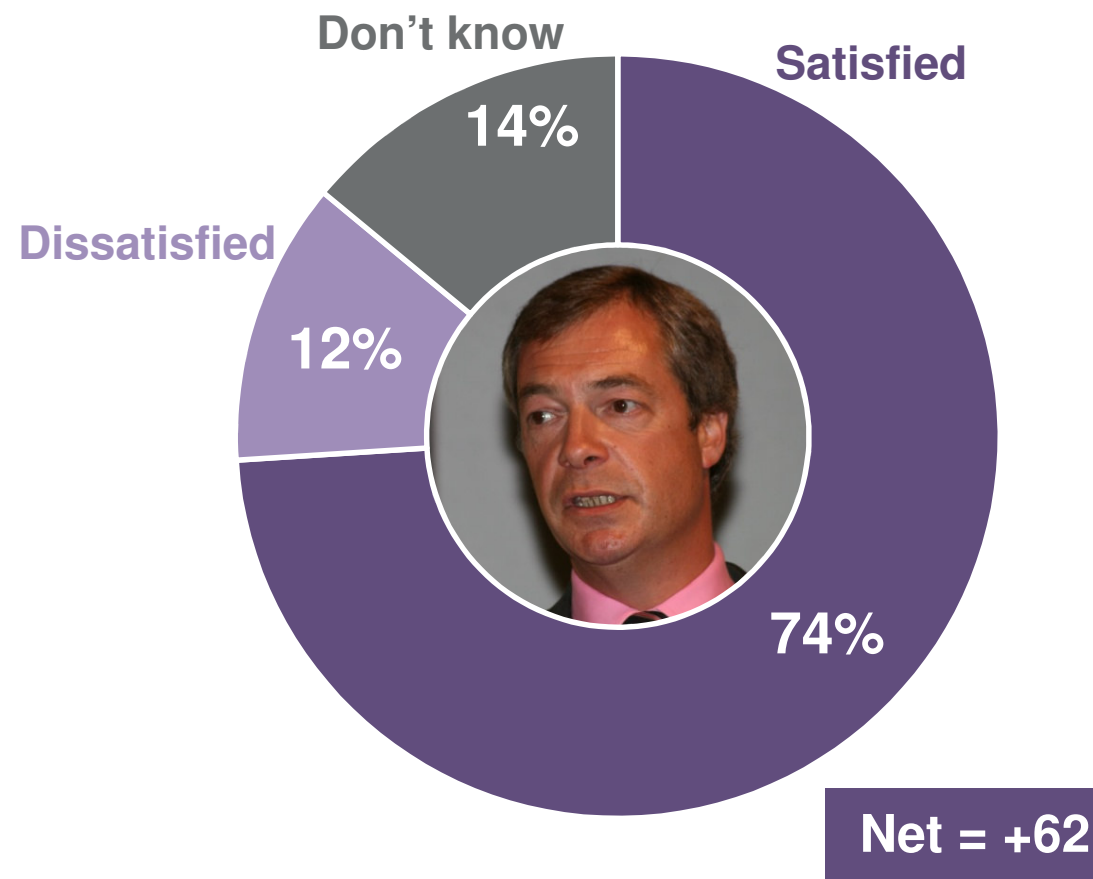
16

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

All



UKIP supporters



Base: 1,012 British adults 18+, 84 UKIP supporters, 1st -3rd February 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

The economy

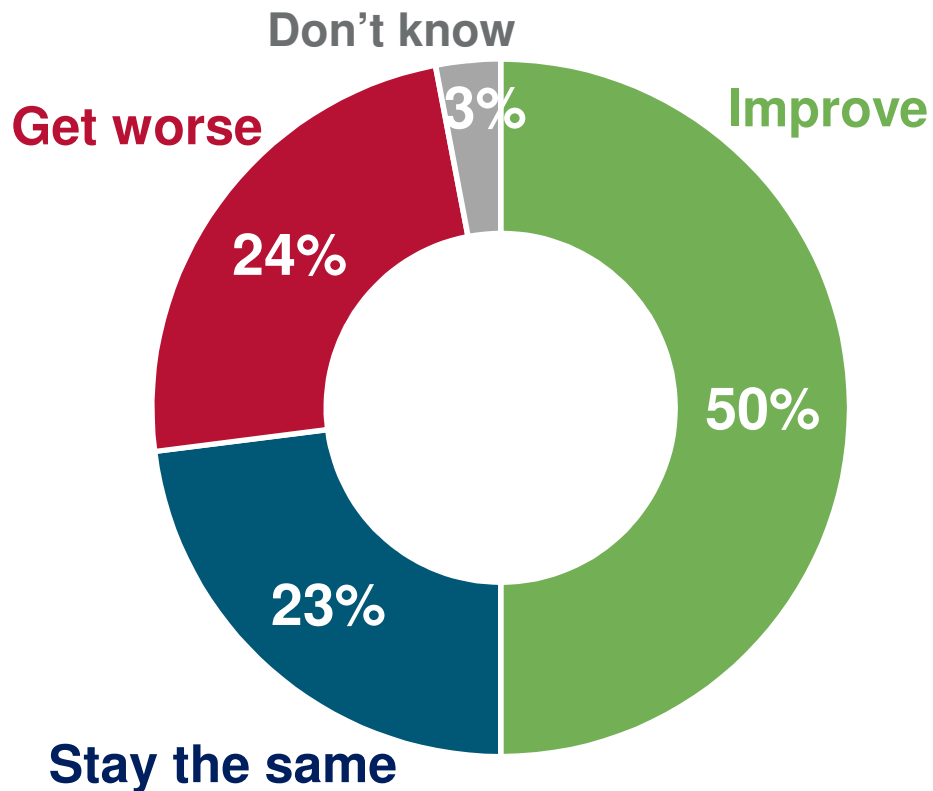


Economic Optimism Index

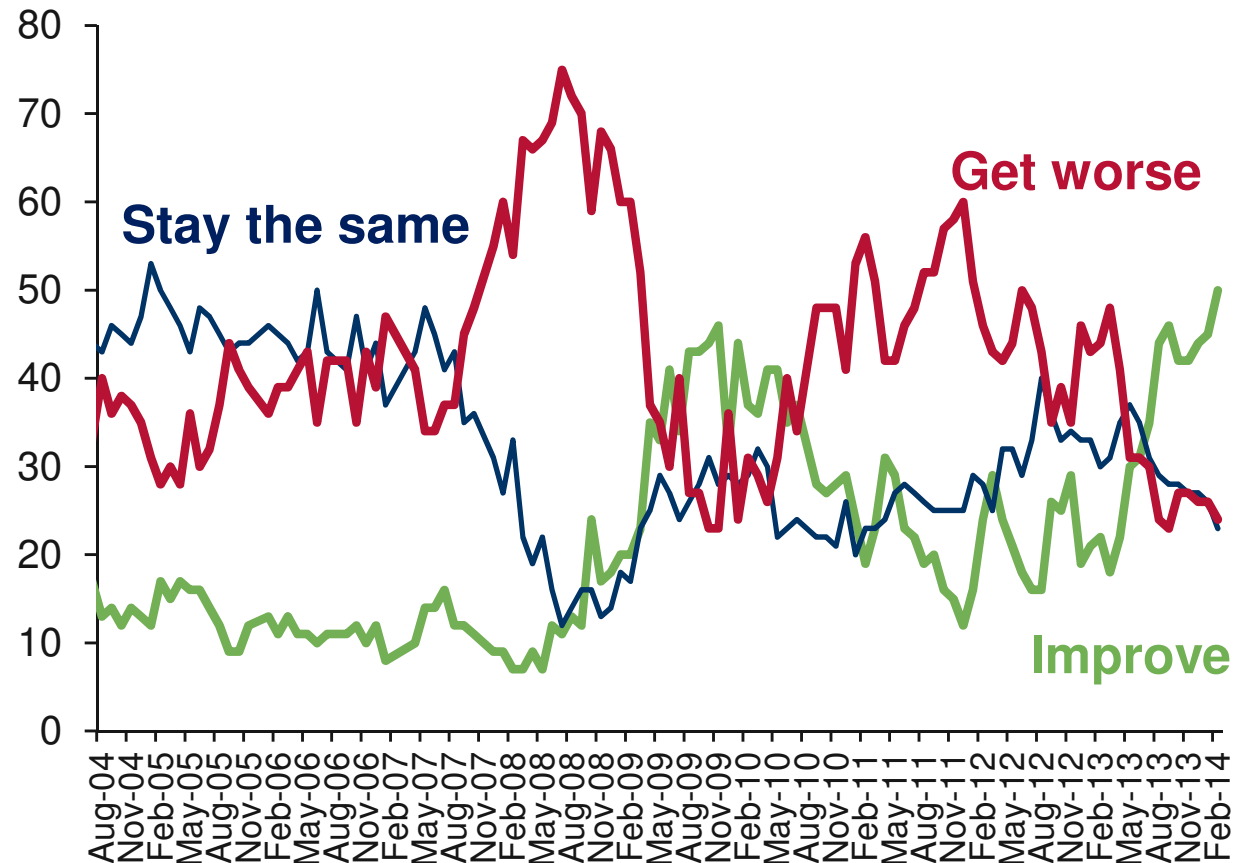
18

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

February 2014



EOI = +26



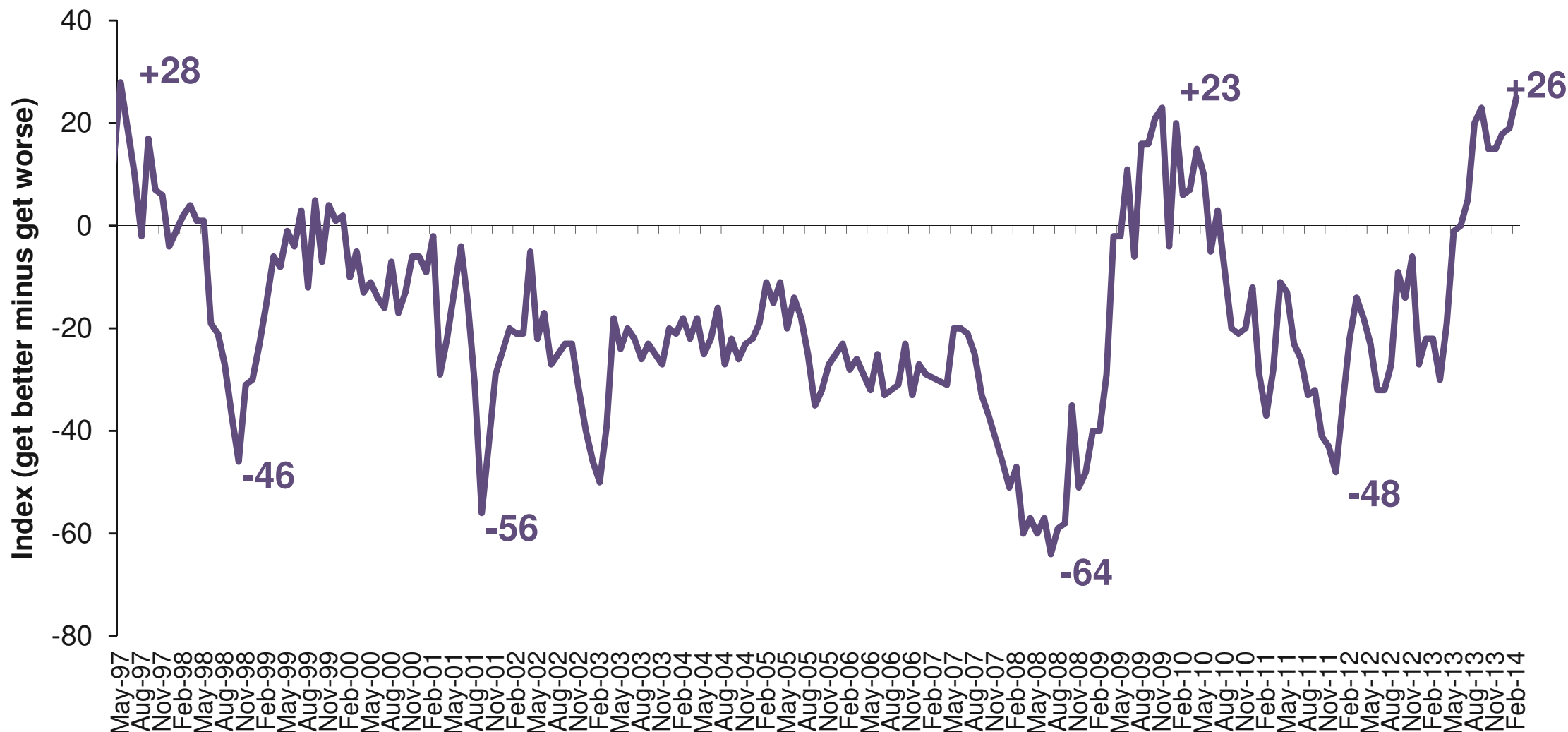
Base: 1,012 British adults 18+, 1st – 3rd February 2014

Source: Ipsos MORI Political Monitor

The Ipsos MORI Economic Optimism Index

19

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

Leaders



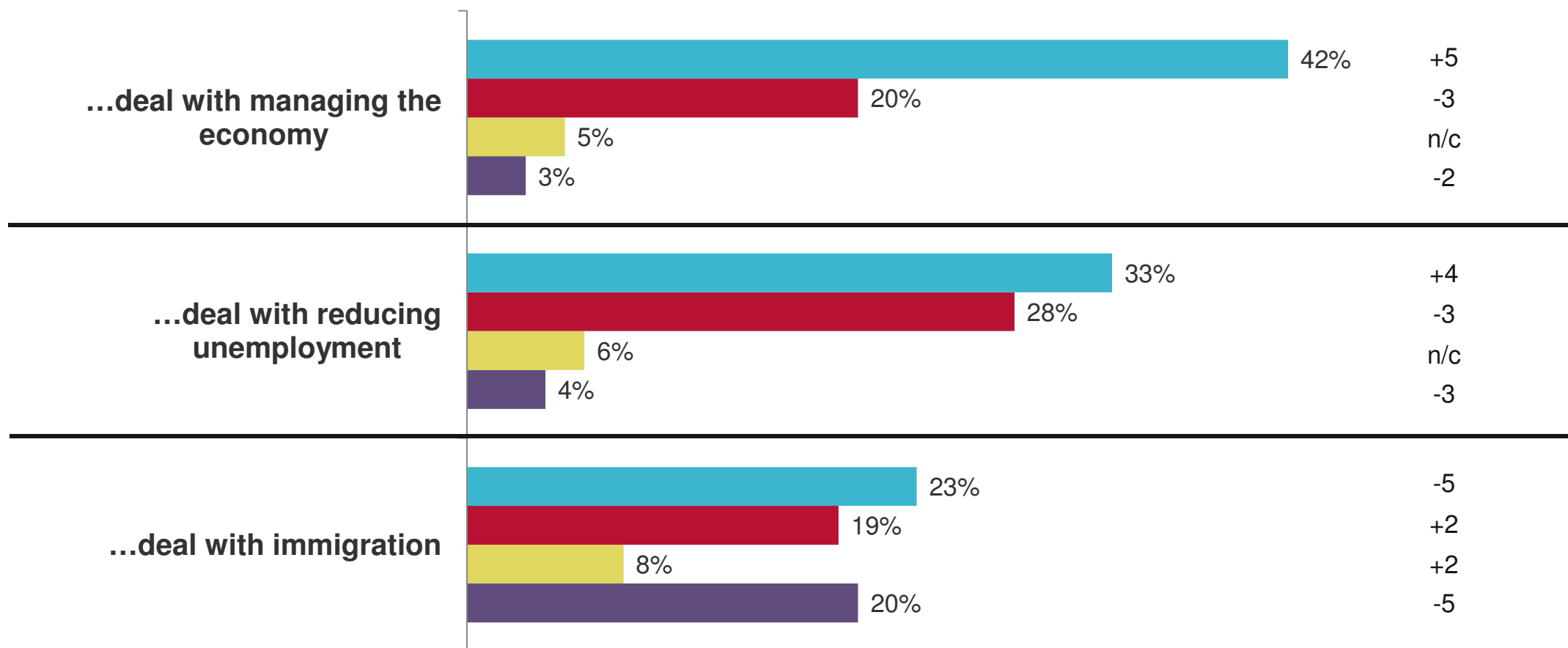
Leaders on key issues- trend

21

In choosing between David Cameron, Nick Clegg, Ed Miliband or Nigel Farage, which leader would you trust most to...

● Cameron
 ● Miliband
 ● Clegg
 ● Farage

Change since May 2013



Base: 1,012 British adults 18+, 1st – 3rd February 2014

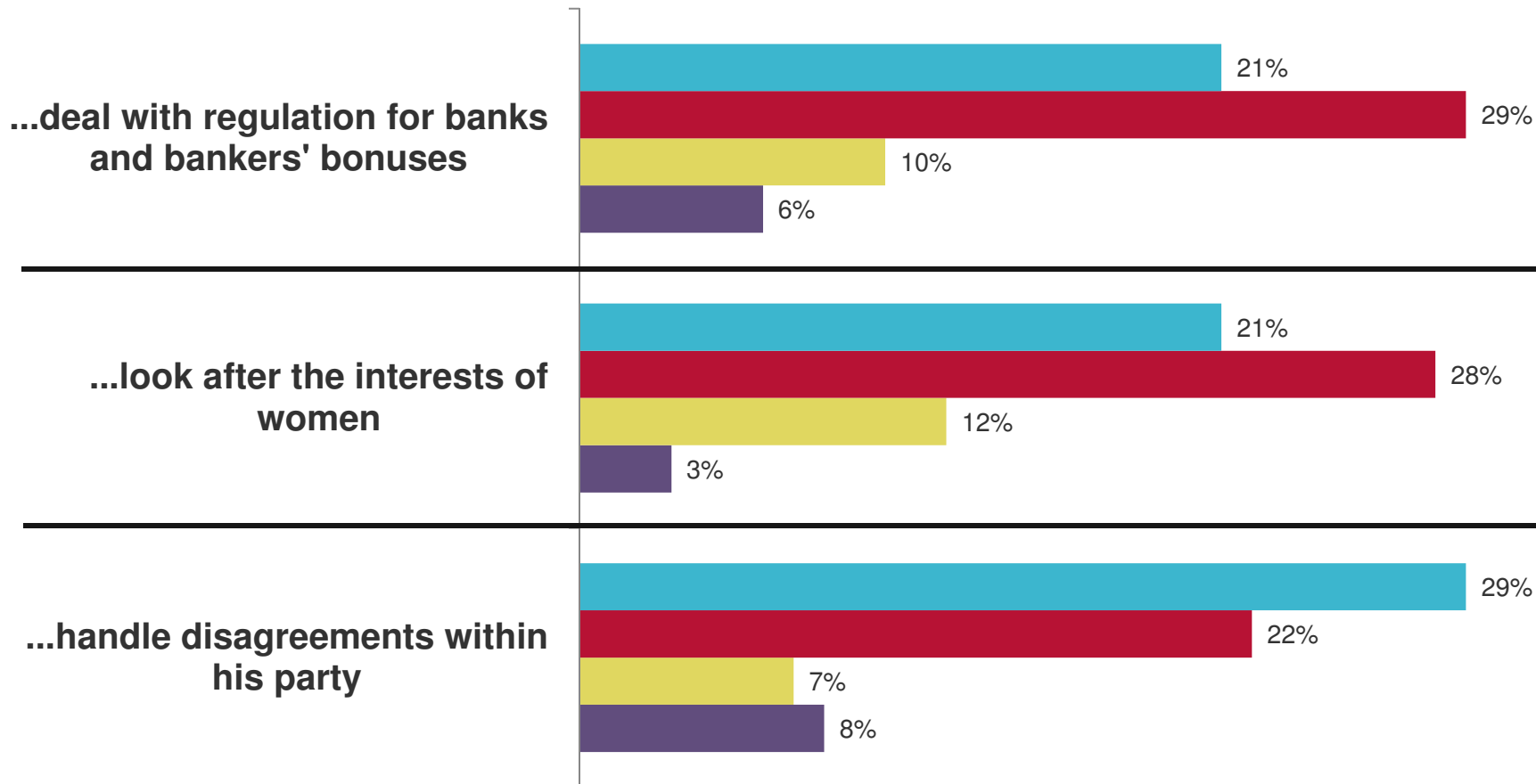
Source: Ipsos MORI Political Monitor

Leaders on key issues

22

In choosing between David Cameron, Nick Clegg, Ed Miliband or Nigel Farage, which leader would you trust most to...

● Cameron ● Miliband ● Clegg ● Farage



Base: 1,012 British adults 18+, 1st – 3rd February 2014

Source: Ipsos MORI Political Monitor

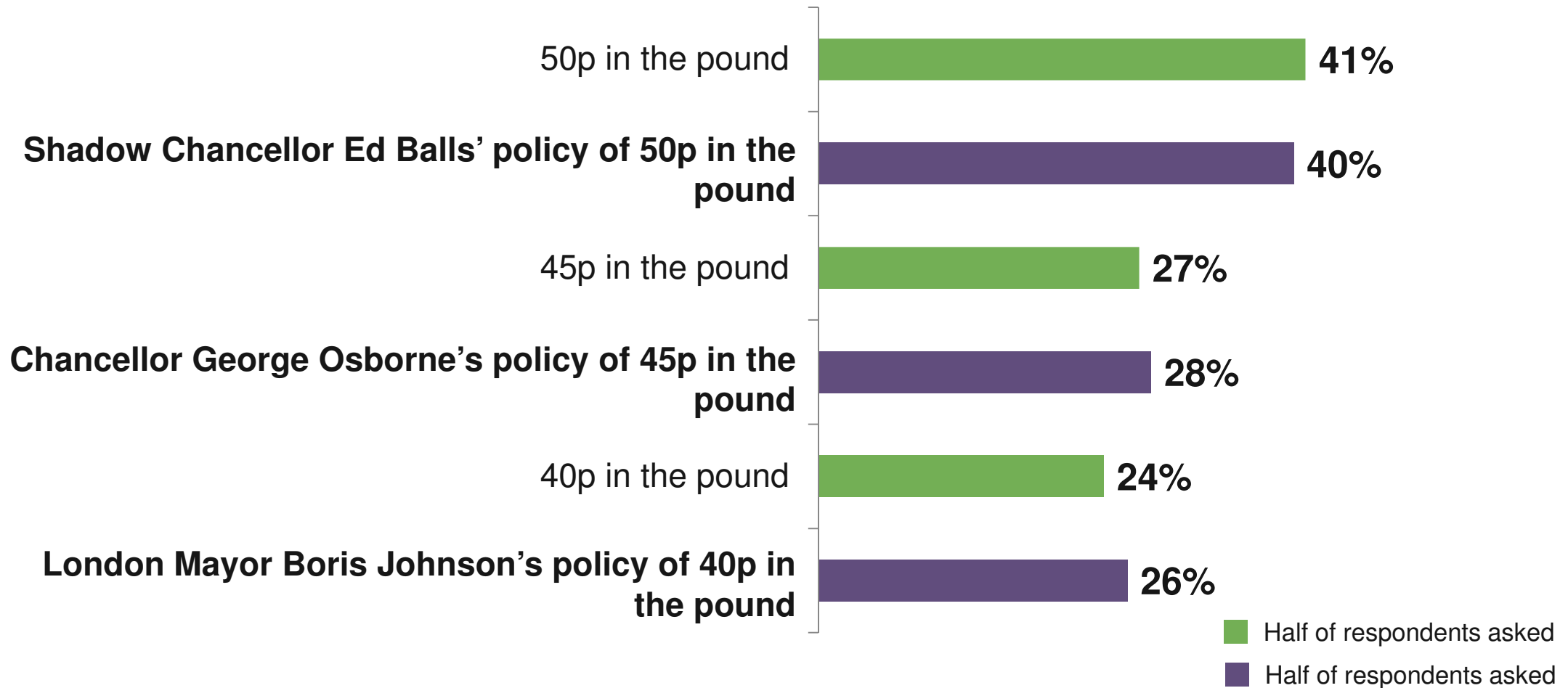
Higher rate of tax



Higher rate of income tax

24

As you may know, in 2012 the present government reduced the top rate of income tax from 50p in the pound to 45p in the pound, for those people earning over £150,000 a year. Some people argue that high tax rates are not very effective in raising money, and that they harm the economy by putting people off doing business in Britain but others argue that it is unfair to give tax cuts to rich people, and that a higher tax rate is a fairer way of cutting the deficit. Which of the following, if any, do you think is the right rate of income tax that should be charged on income over £150,000 a year?



Base: split sample question, 521 and 491 British adults 18+, 1st – 3rd February 2014

Source: Ipsos MORI Political Monitor