

POLITICAL MONITOR

January 2014



Ipsos MORI

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**POLITICAL
MONITOR**

Ipsos

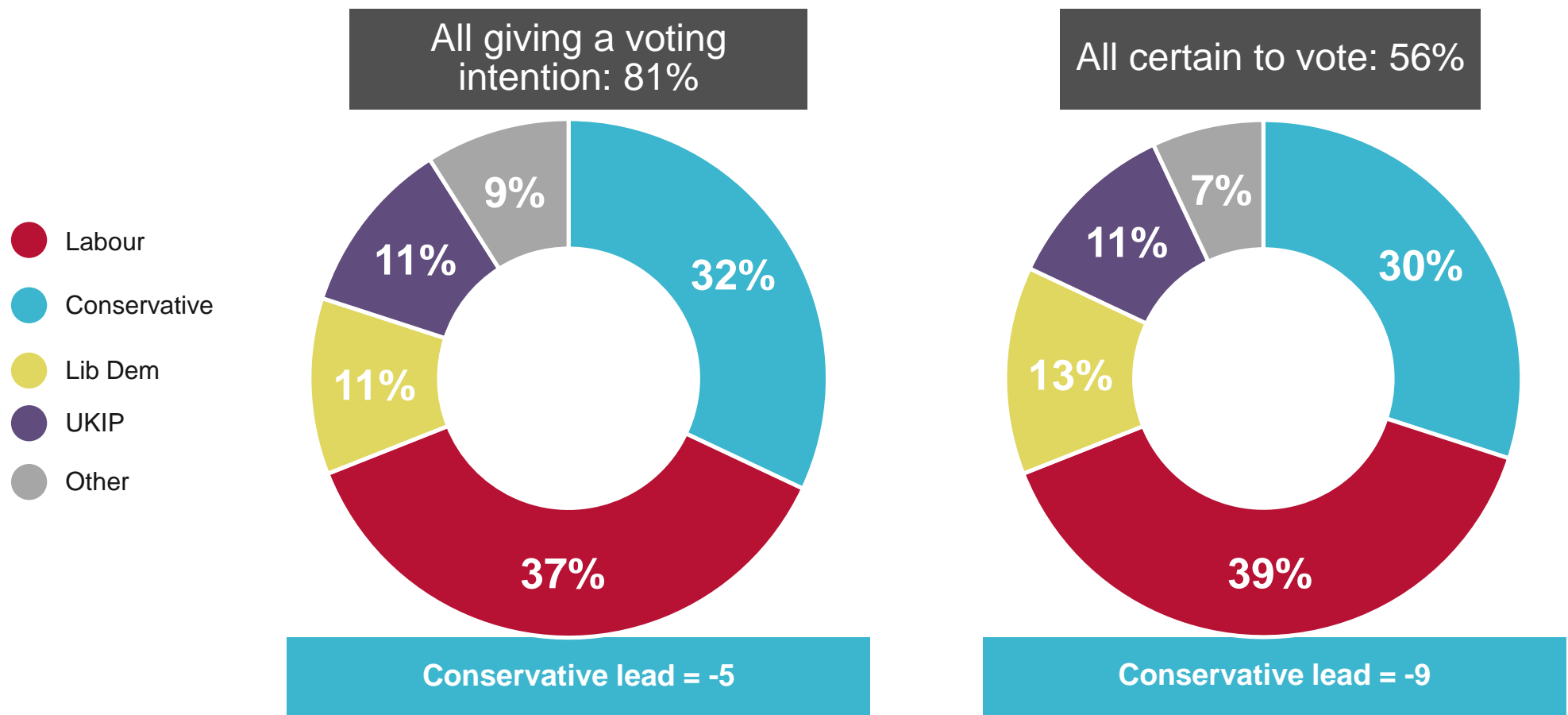
Voting Intentions



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

3

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



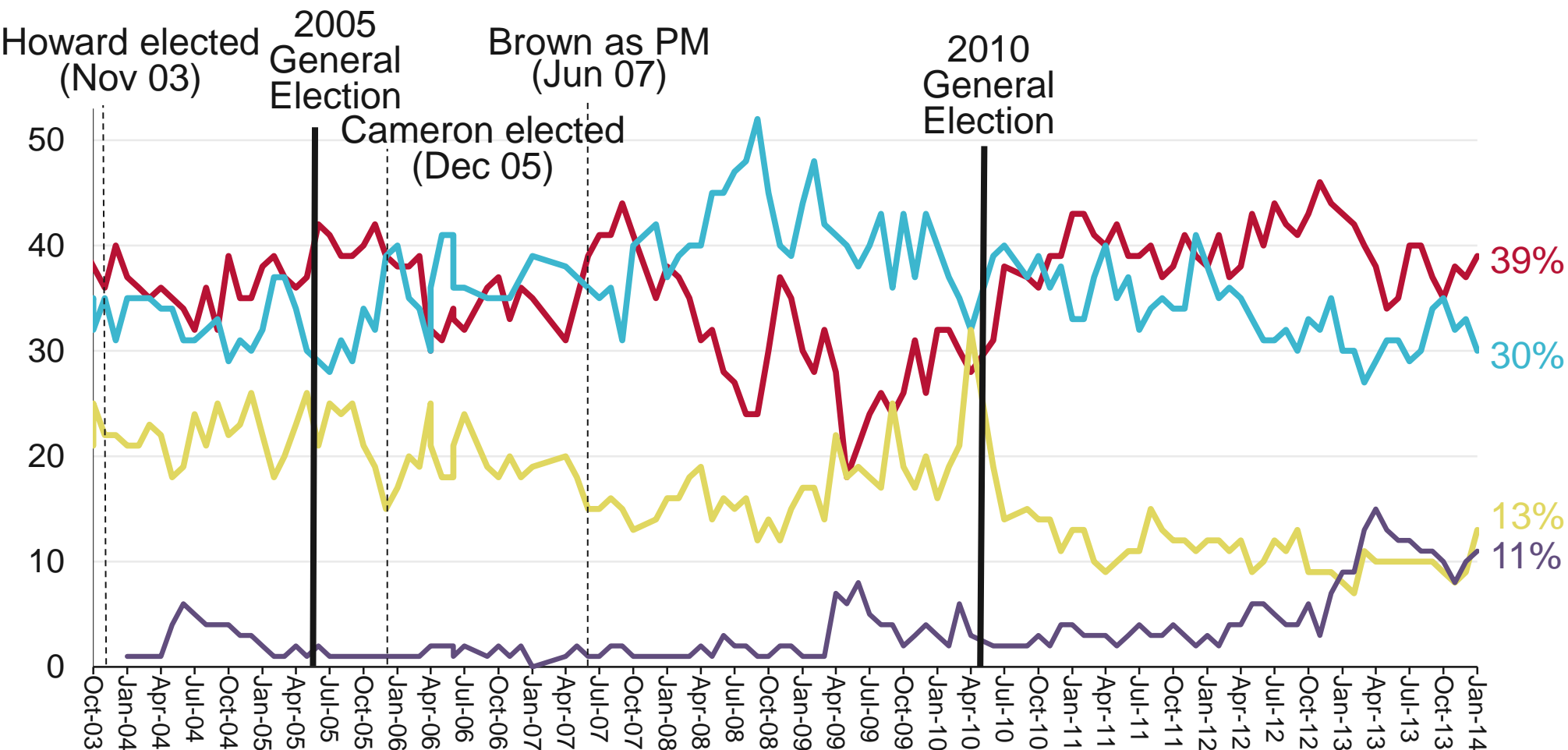
Base: 1,035 British adults 18+, 11th -14th January 2014, all certain to vote = 606

Source: Ipsos MORI Political Monitor

Voting Intentions October '03 – January '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

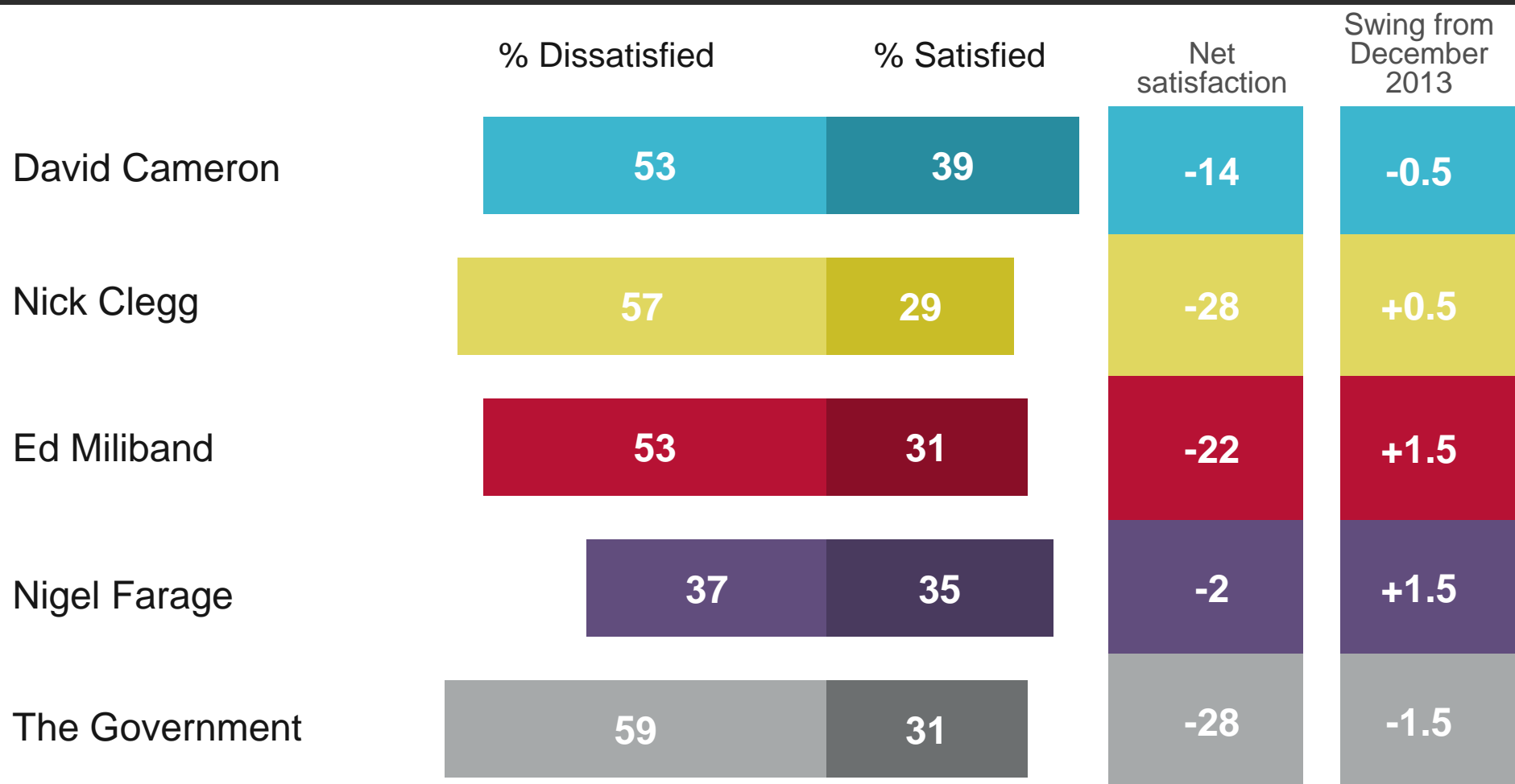
Satisfaction with the Coalition and Party Leaders



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?

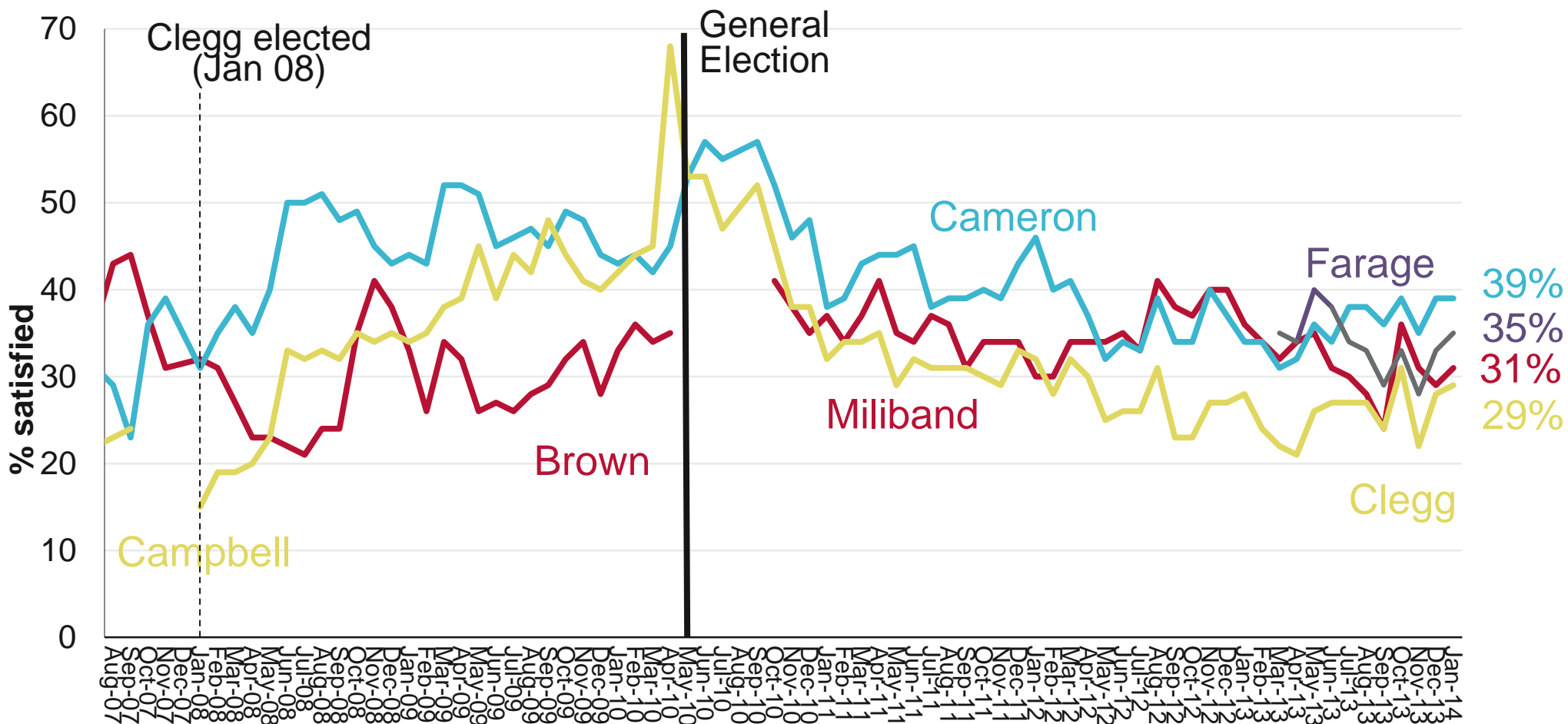


Base: 1,035 British adults 18+, 11th - 14th January 2014. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders August '07 – January '14

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



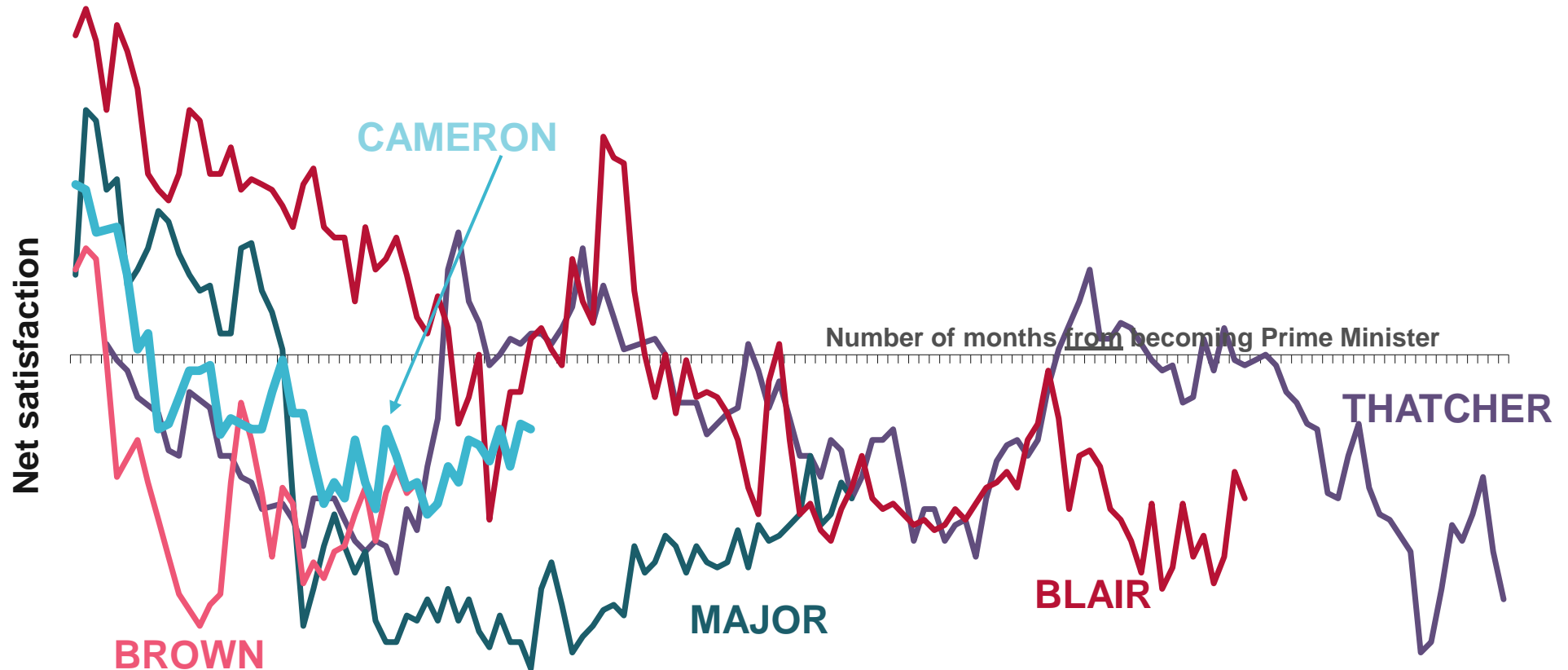
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

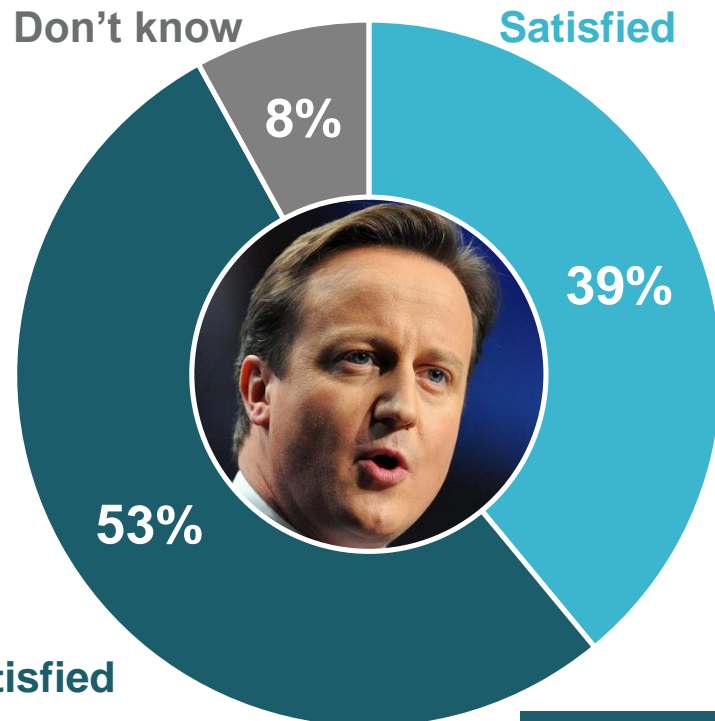
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

9

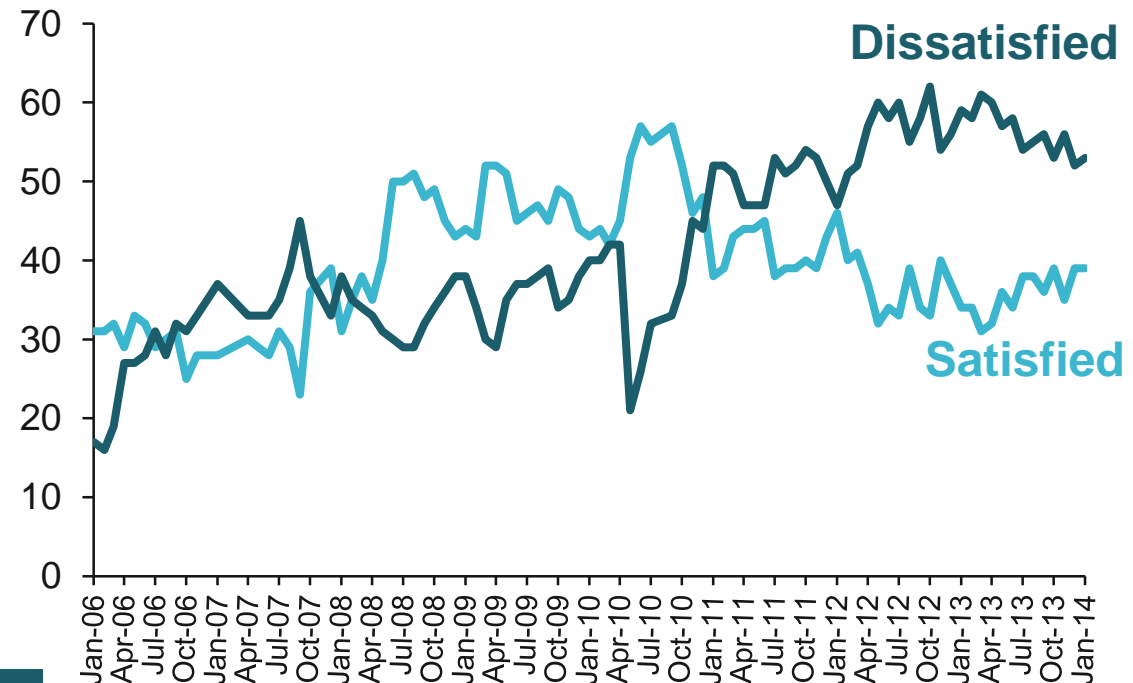
Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?

January 2014



Net = -14

January 2006 – January 2014



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

Base: 1,035 British adults 18+, 11th – 14th January 2014

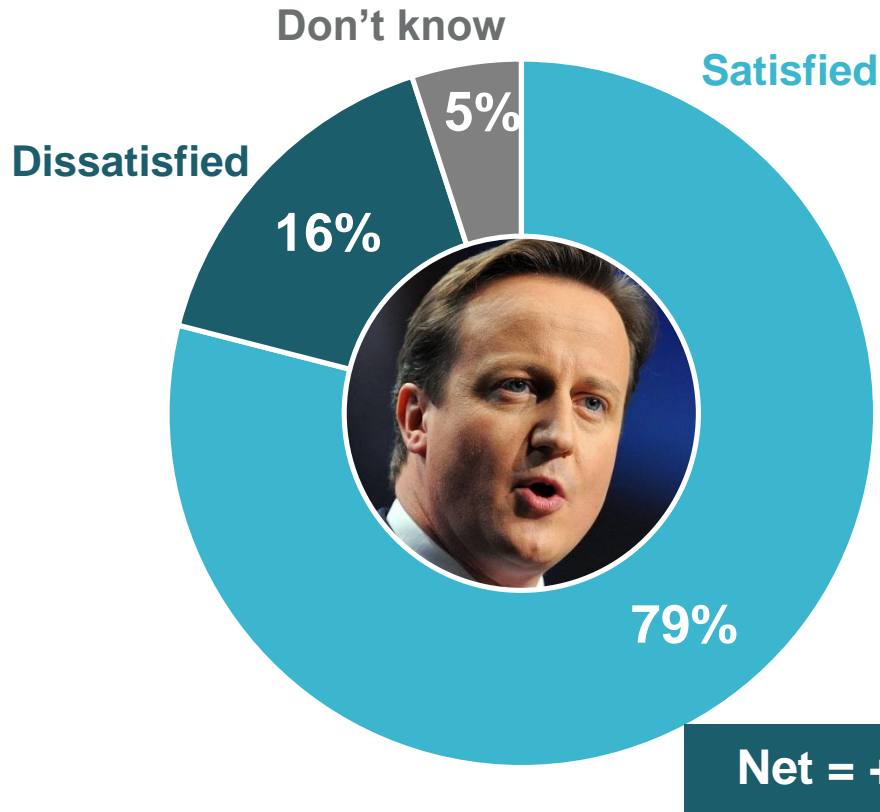
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

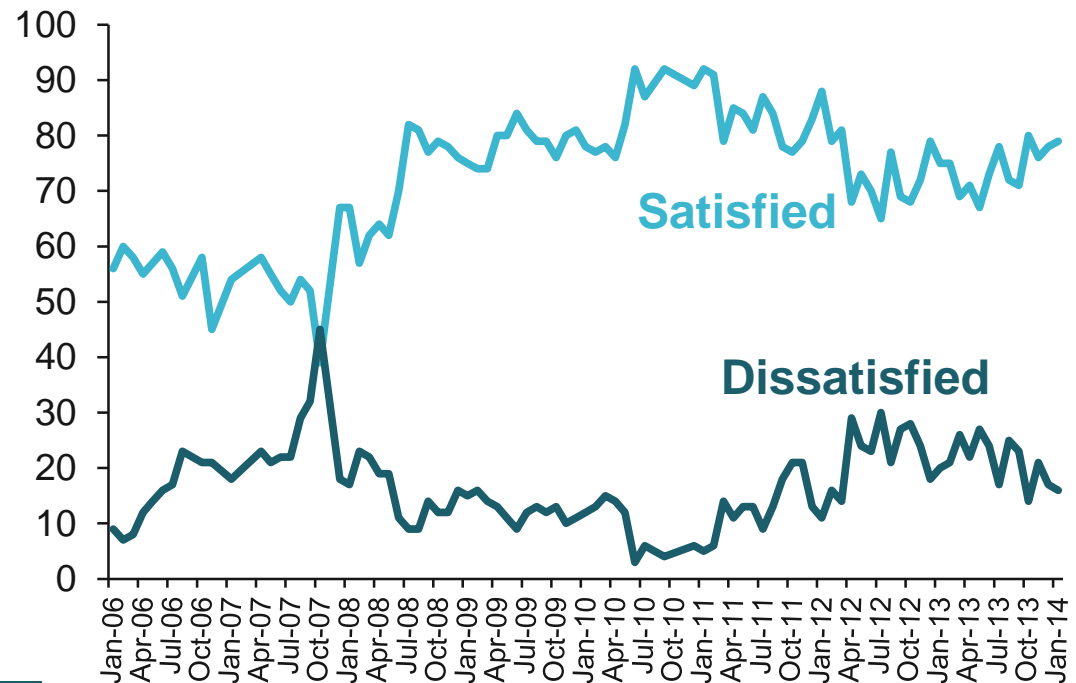
10

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

January 2014



January 2006 – January 2014



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

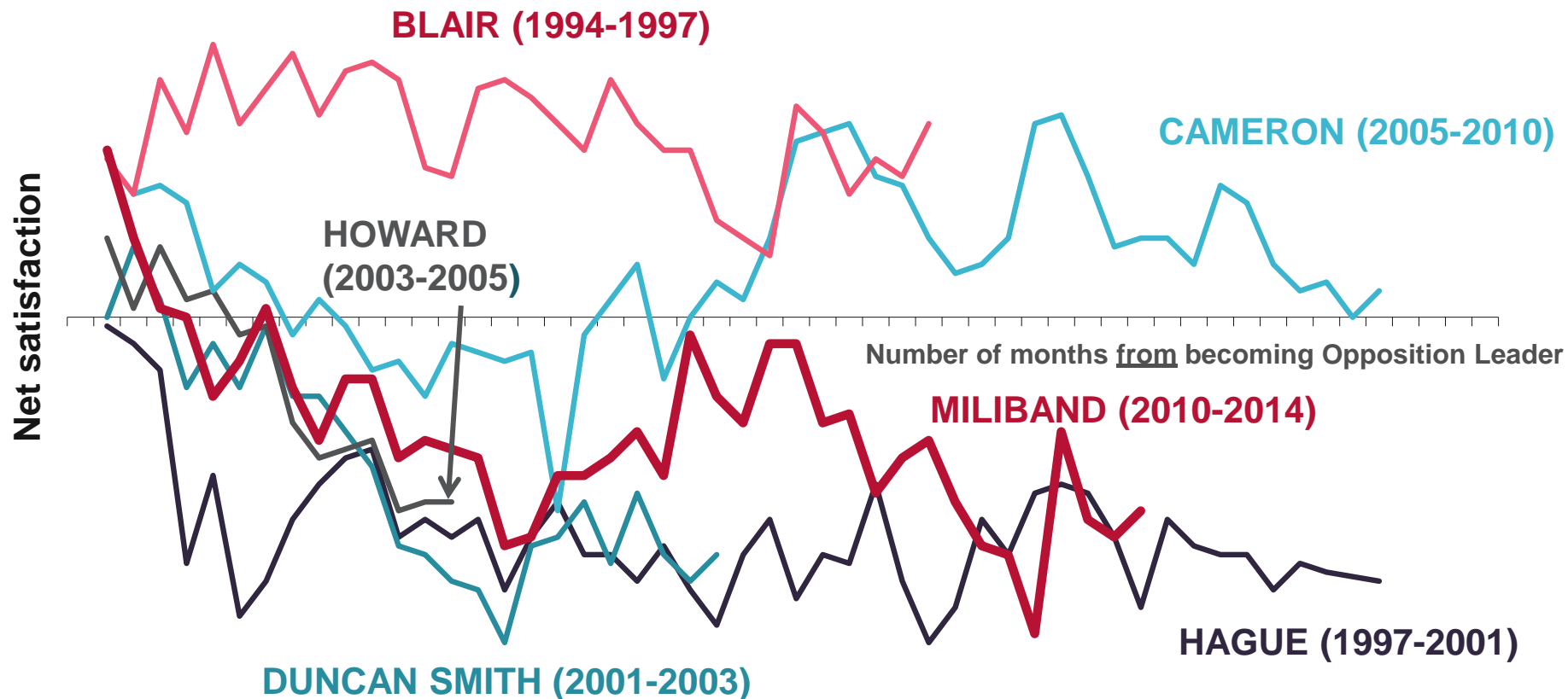
Base: 261 Conservative supporters 18+, 11th -14th January 2014

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

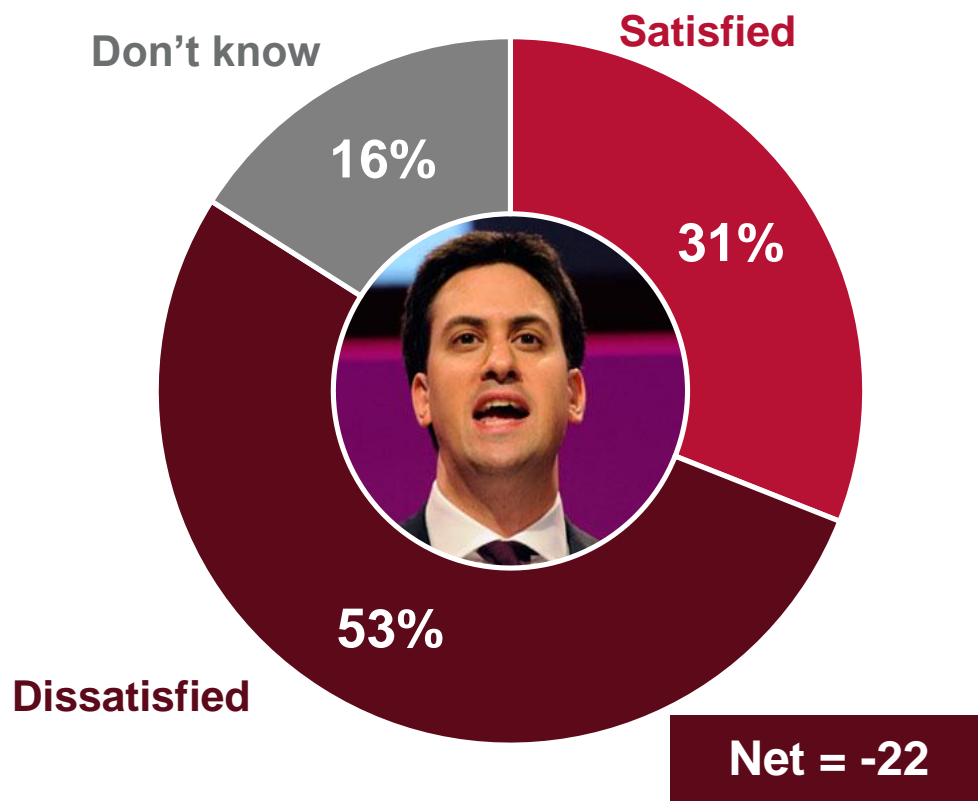
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

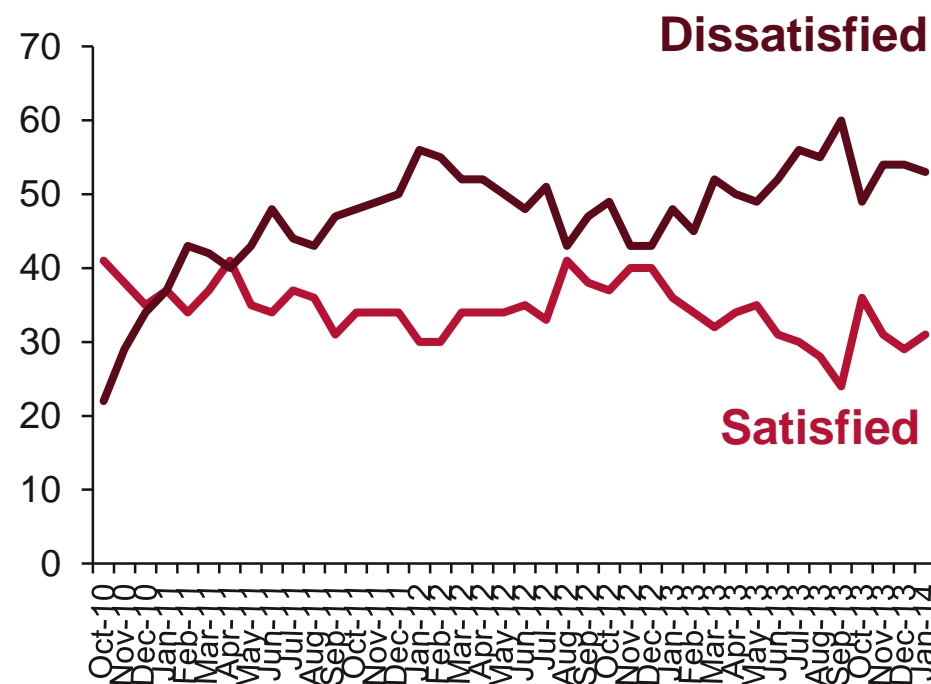
12

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

January 2014



October 2010 – January 2014



Base: 1,035 British adults 18+, 11th-14th January 2014

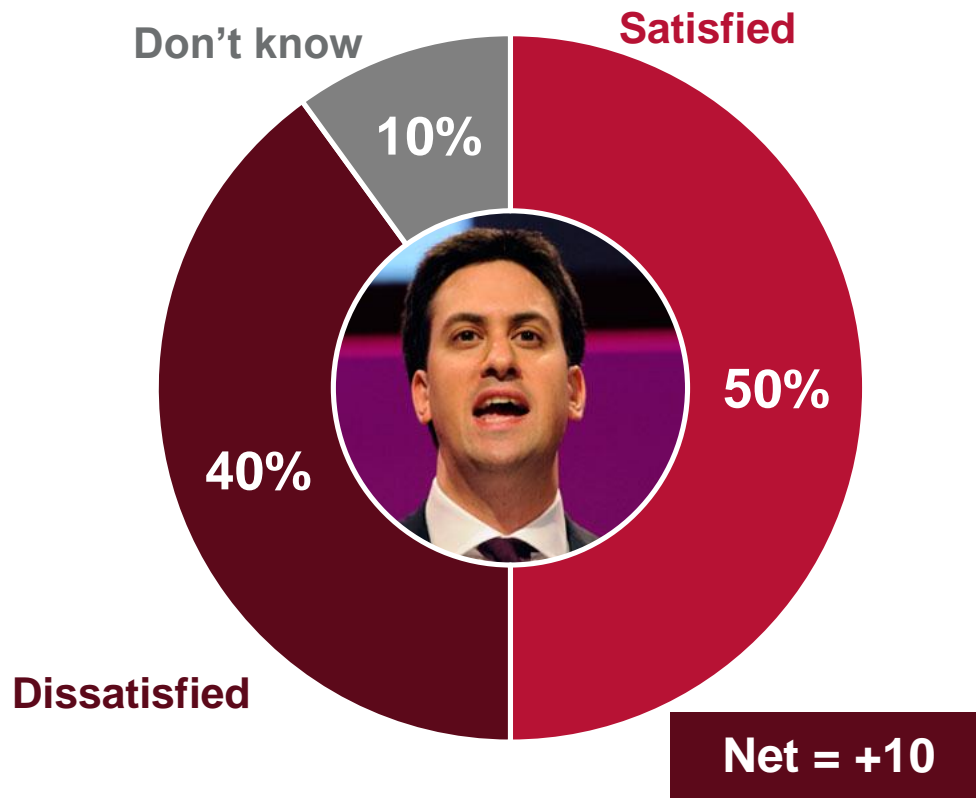
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

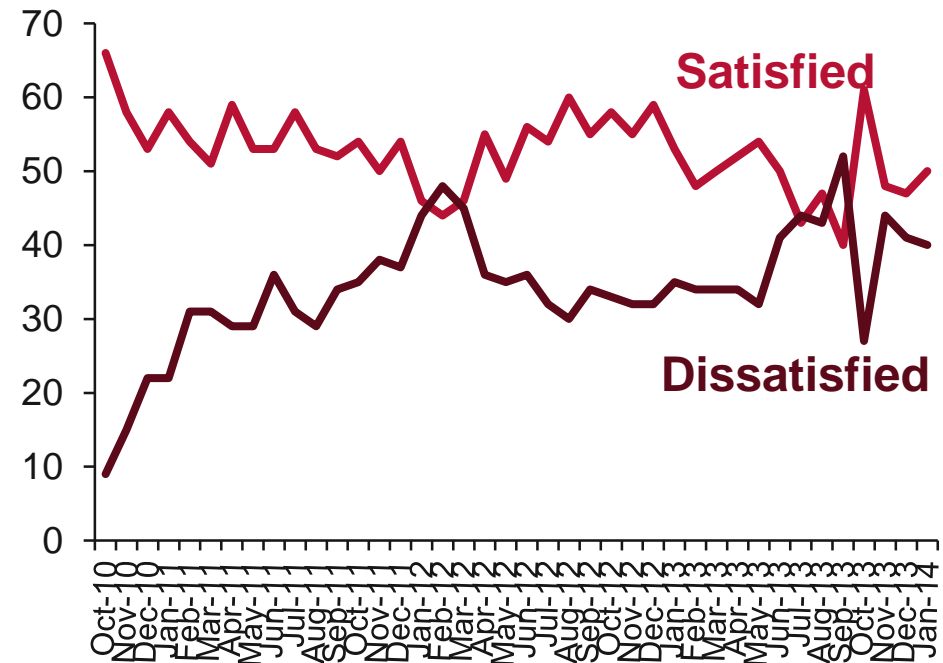
13

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

January 2014



October 2010 – January 2014



Base: 326 Labour supporters 18+, 11th – 14th January 2014

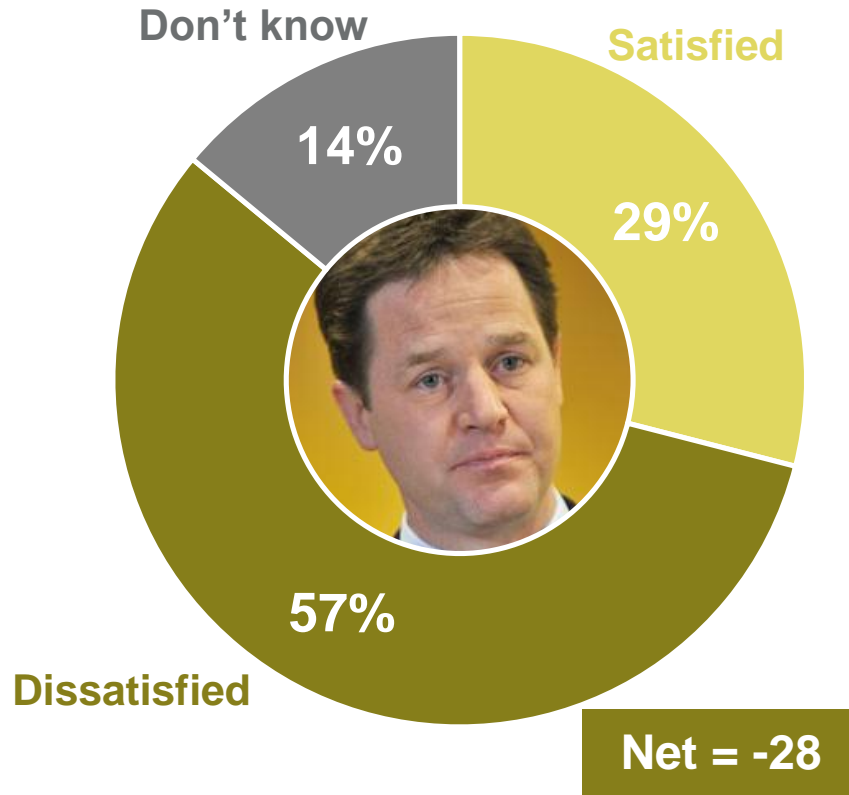
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

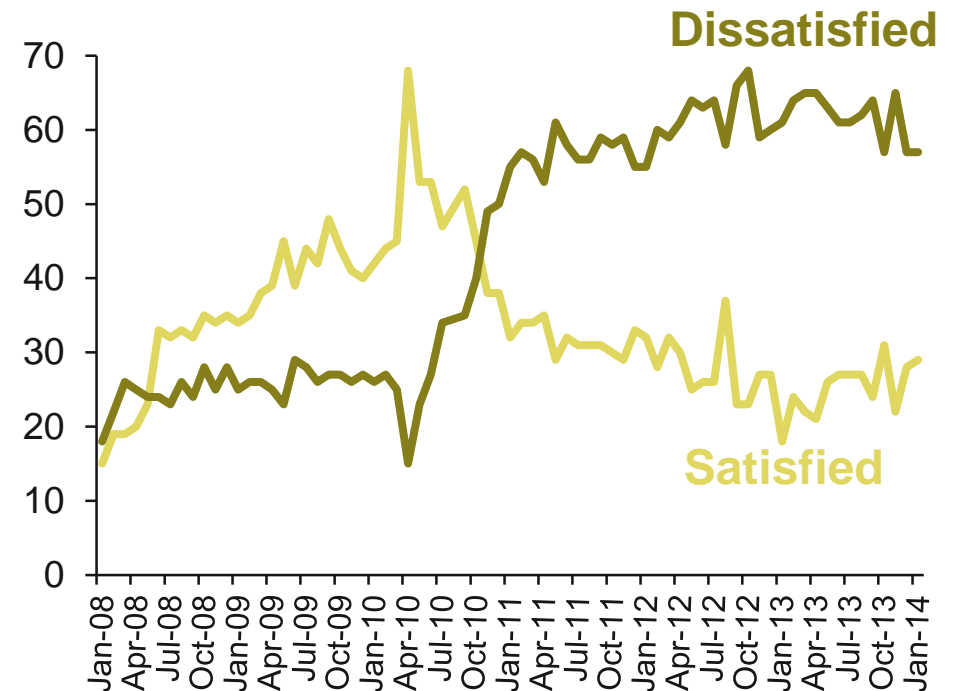
14

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

January 2014



January 2008 – January 2014



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

Base: 1,035 British adults 18+, 11th-14th January 2014

Source: Ipsos MORI Political Monitor

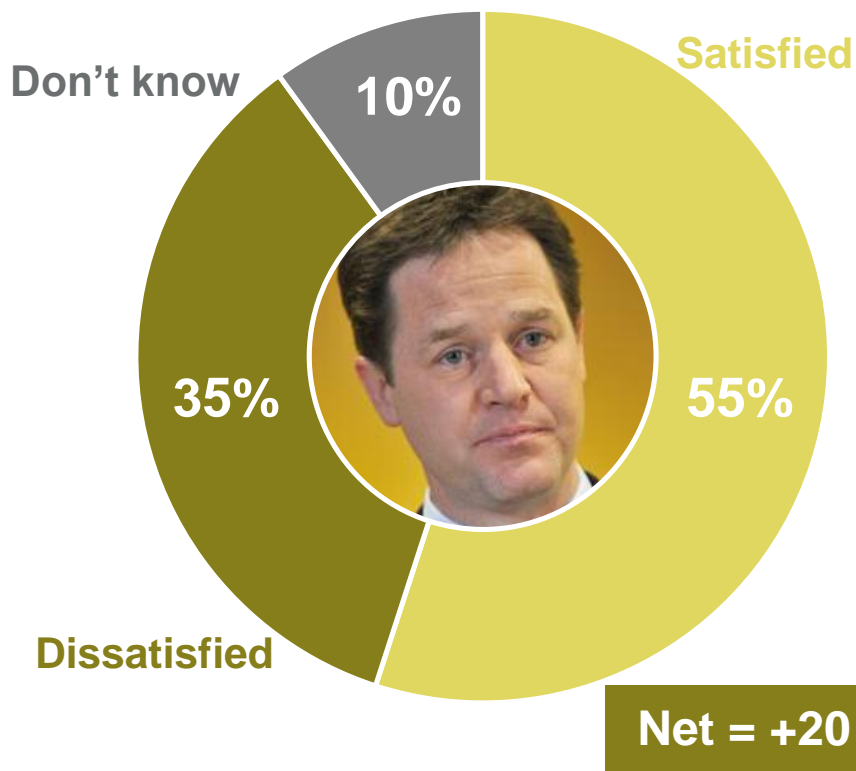
Nick Clegg

(satisfaction among Lib Dem supporters)

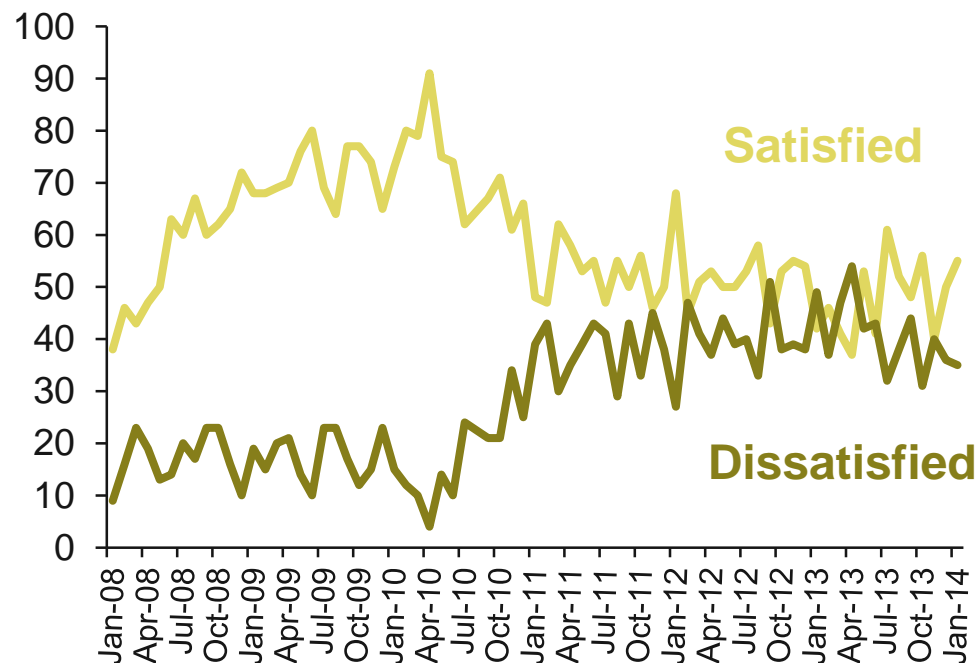
15

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

January 2014



January 2008 – January 2014



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

Base: 102 Liberal Democrat supporters 18+, 11th-14th January 2014. N.B. small base size indicative only

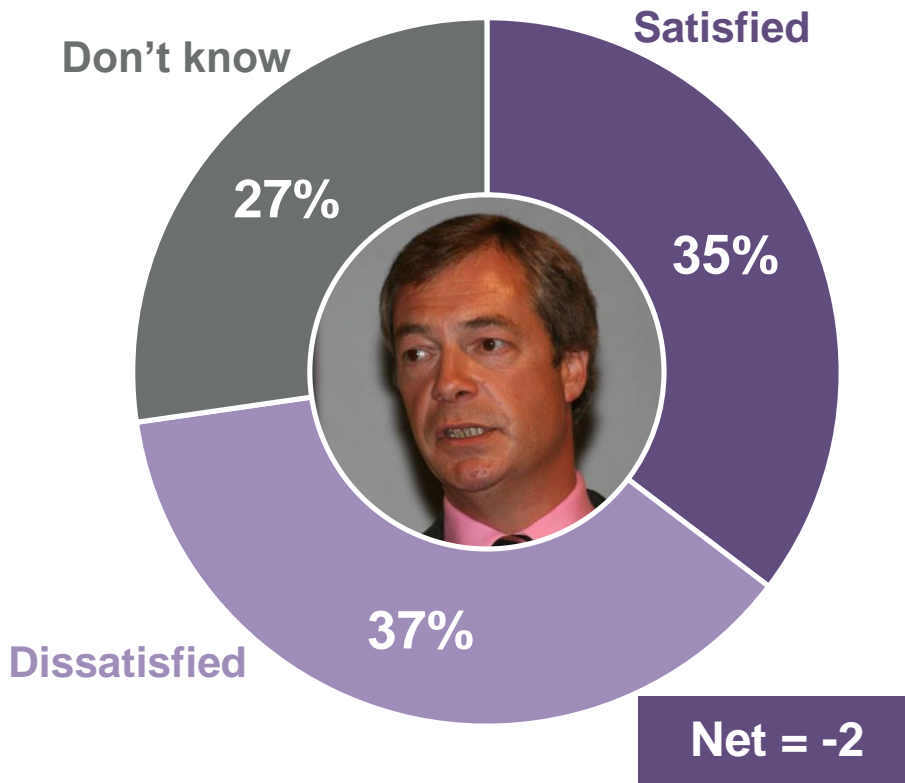
Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

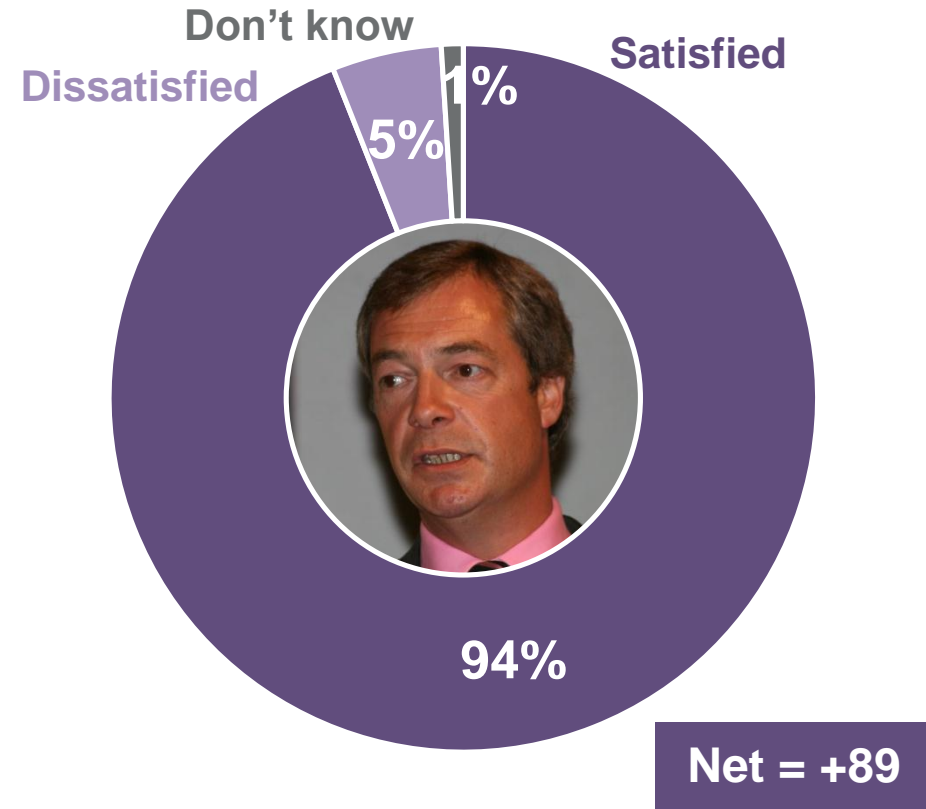
16

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: 1,035 British adults 18+, 90 UKIP supporters, 11th-14th January 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

The economy

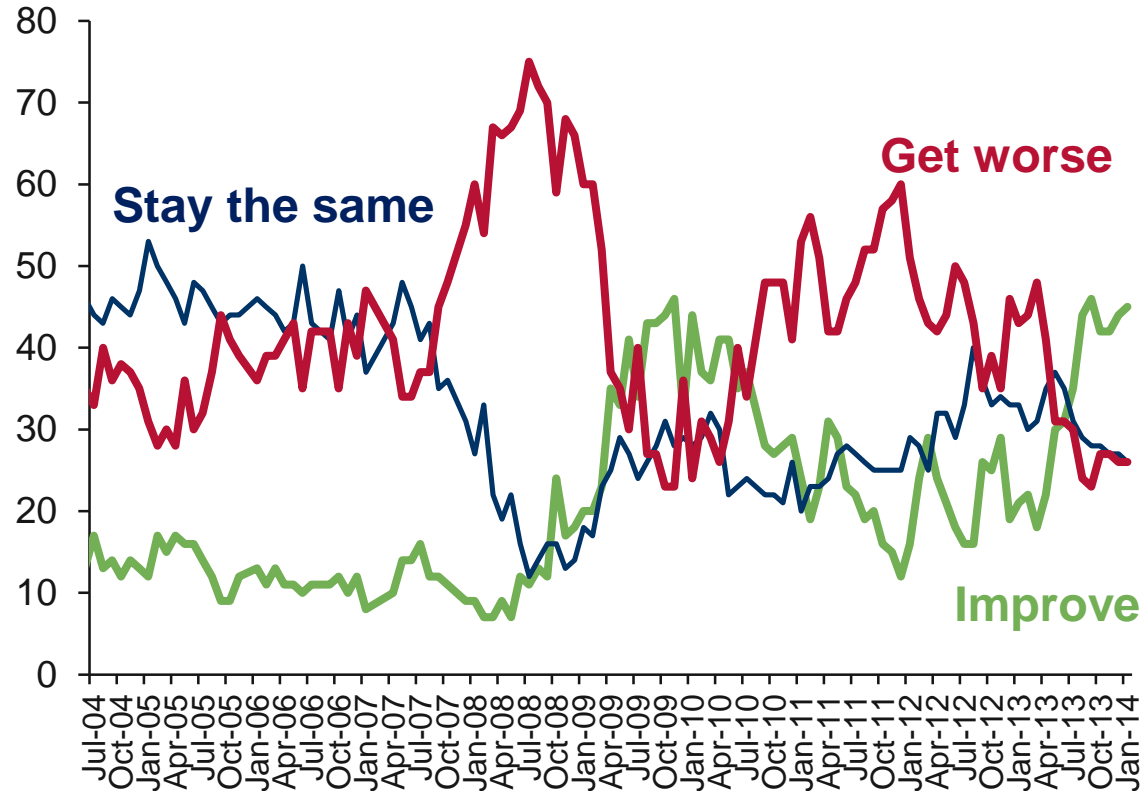
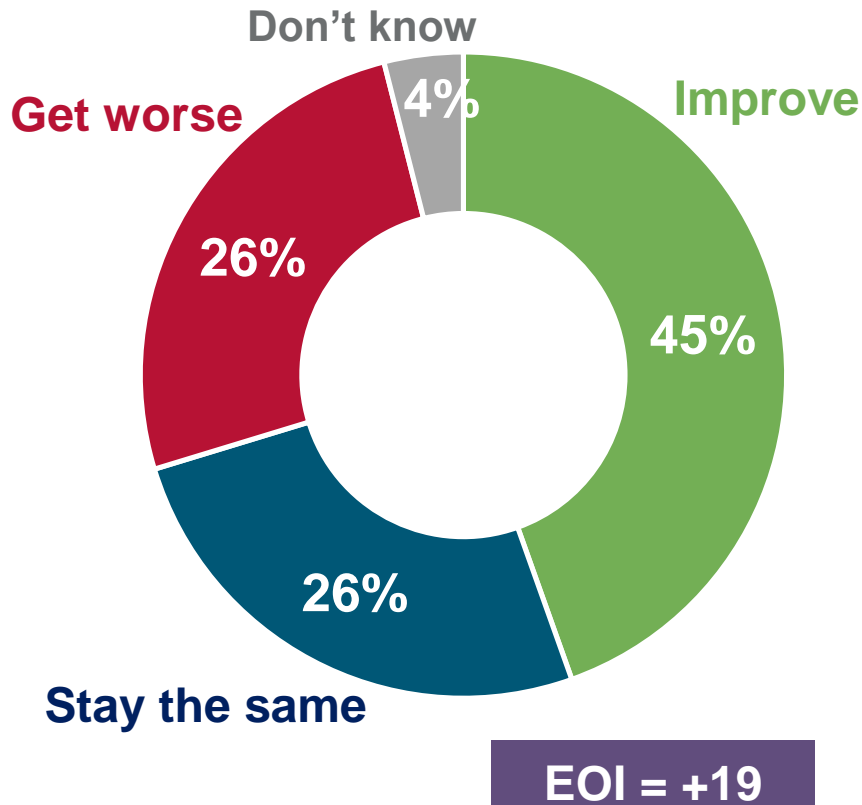


Economic Optimism Index

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?

January 2014



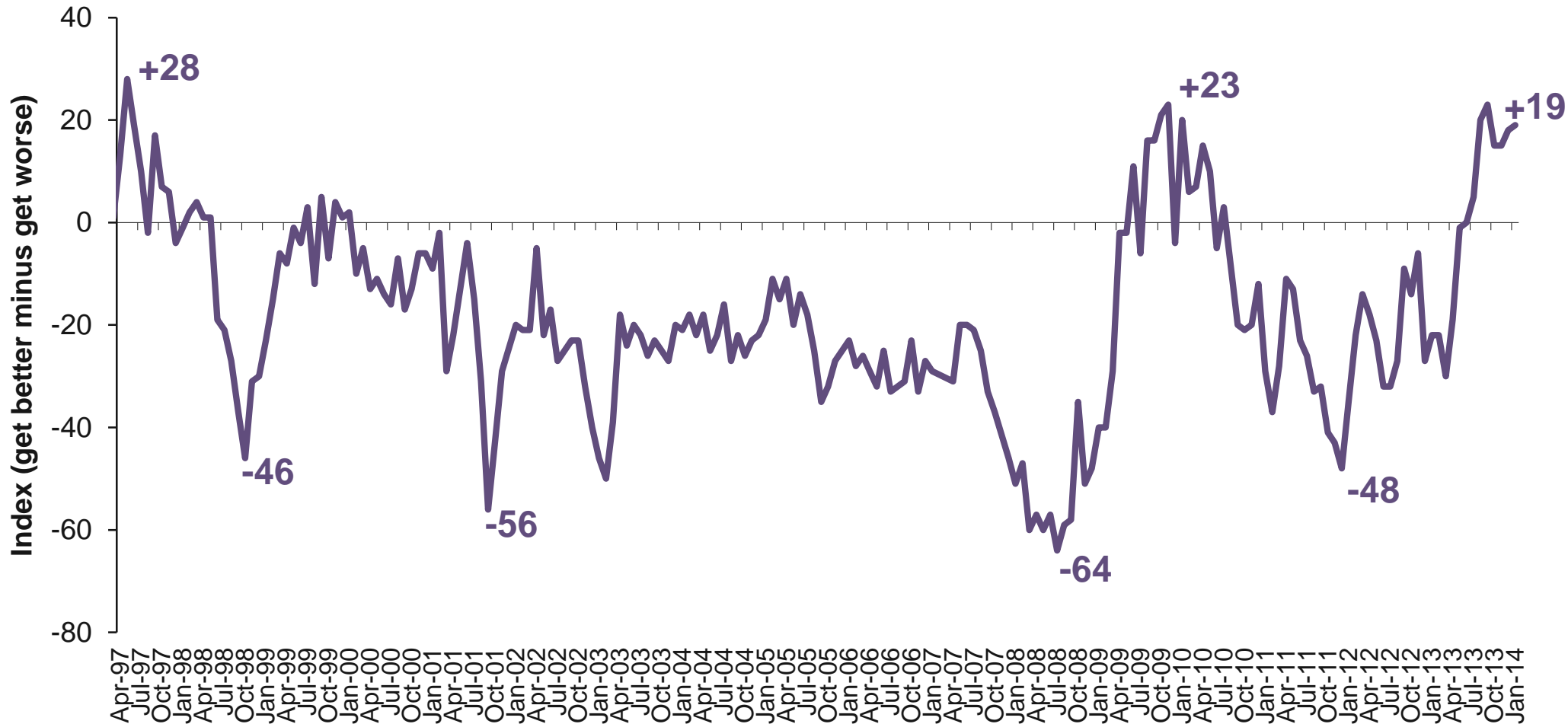
Base: 1,035 British adults 18+, 11th – 14th January 2014

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

Coalition MOT

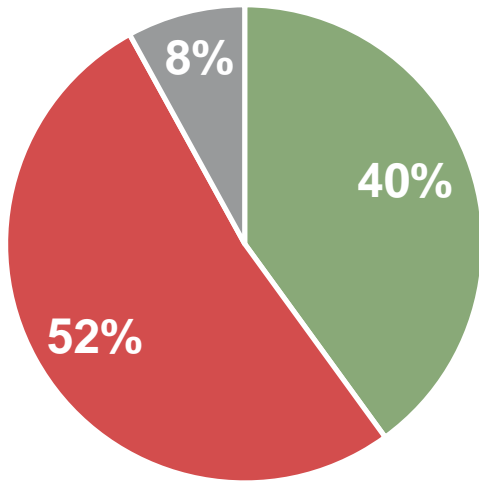


The coalition: good or bad thing?

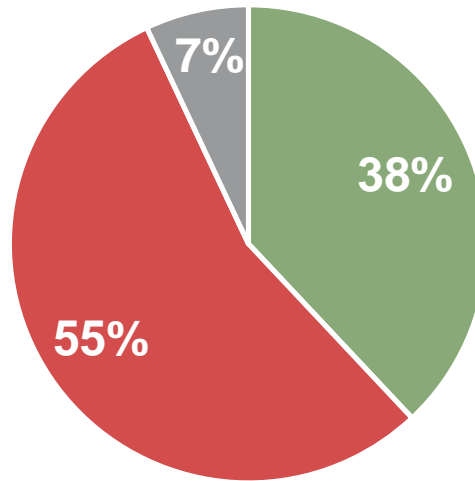
As you will know, the general election on May 6th 2010 resulted in a hung parliament where no party had an overall majority. Do you think it is a good thing or a bad thing for the country that no party achieved an overall majority?

● Good thing ● Bad thing ● Don't know

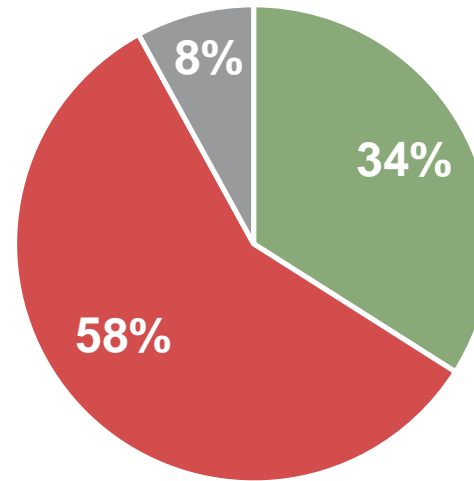
May 2010



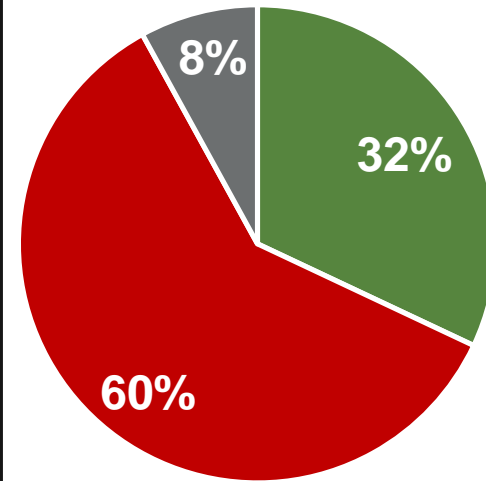
November 2010



April 2011



January 2014



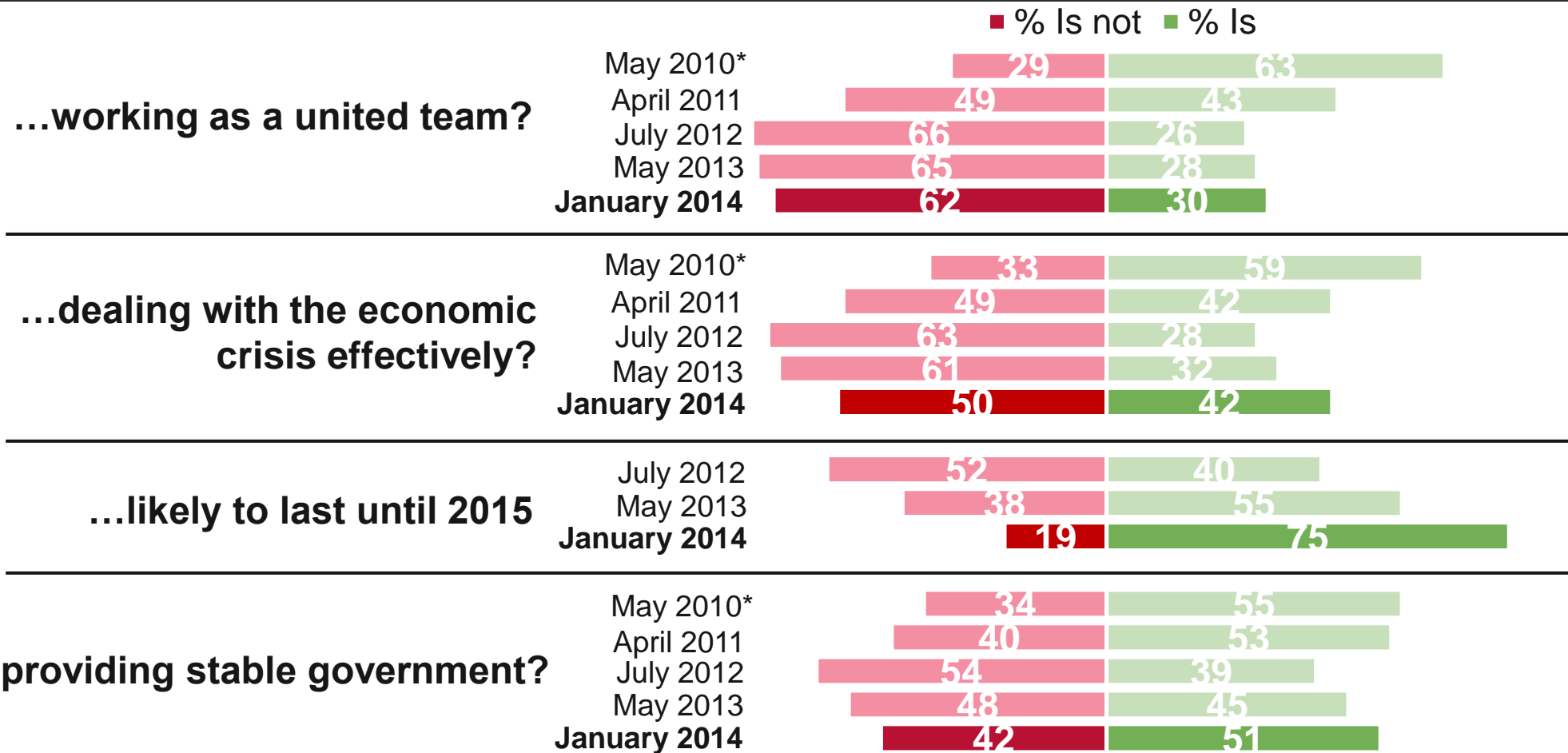
Base: 1,035 British adults 18+, 11th – 14th January 2014

Source: Ipsos MORI Political Monitor

Health of the Coalition

22

Do you think that the Coalition government is or is not...



Base: 1,035 British adults 18+, 11th – 14th January 2014

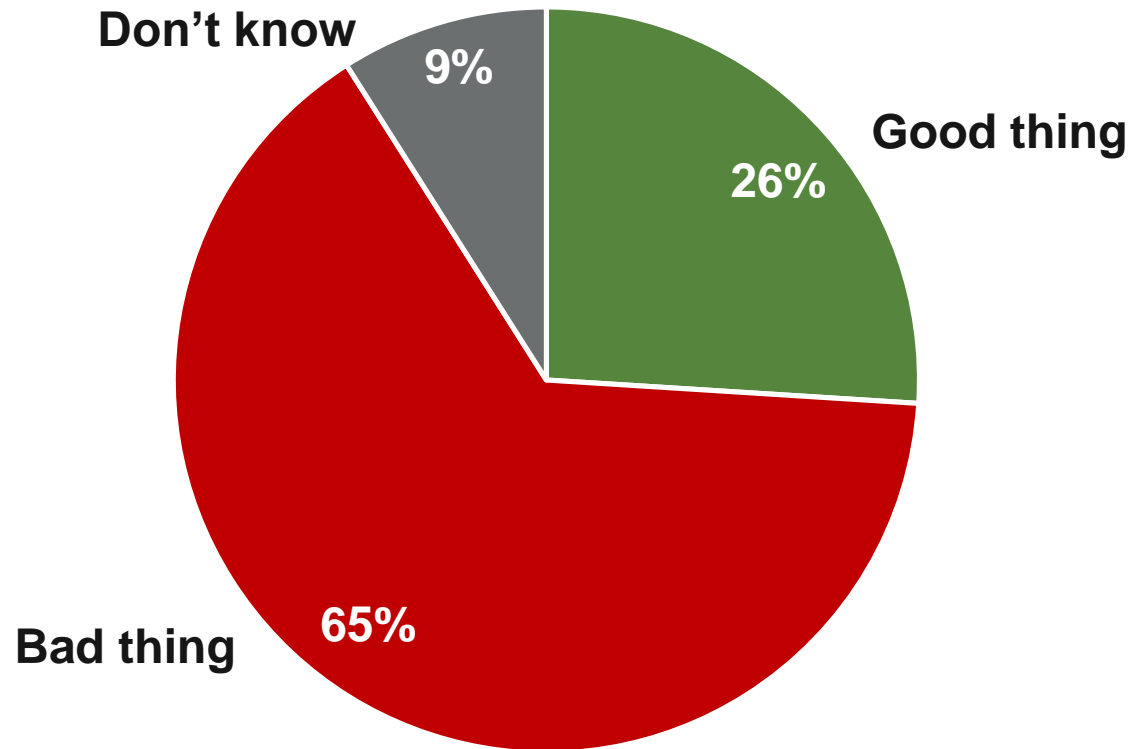
* When asked in May 2010, the wording was 'Do you think the new government will or will not...'

Source: Ipsos MORI Political Monitor

Is there appetite for another hung parliament?

23

Thinking about the next general election, do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?



	Conservative	Labour	LibDem	UKIP
Good thing %	21	21	55	18

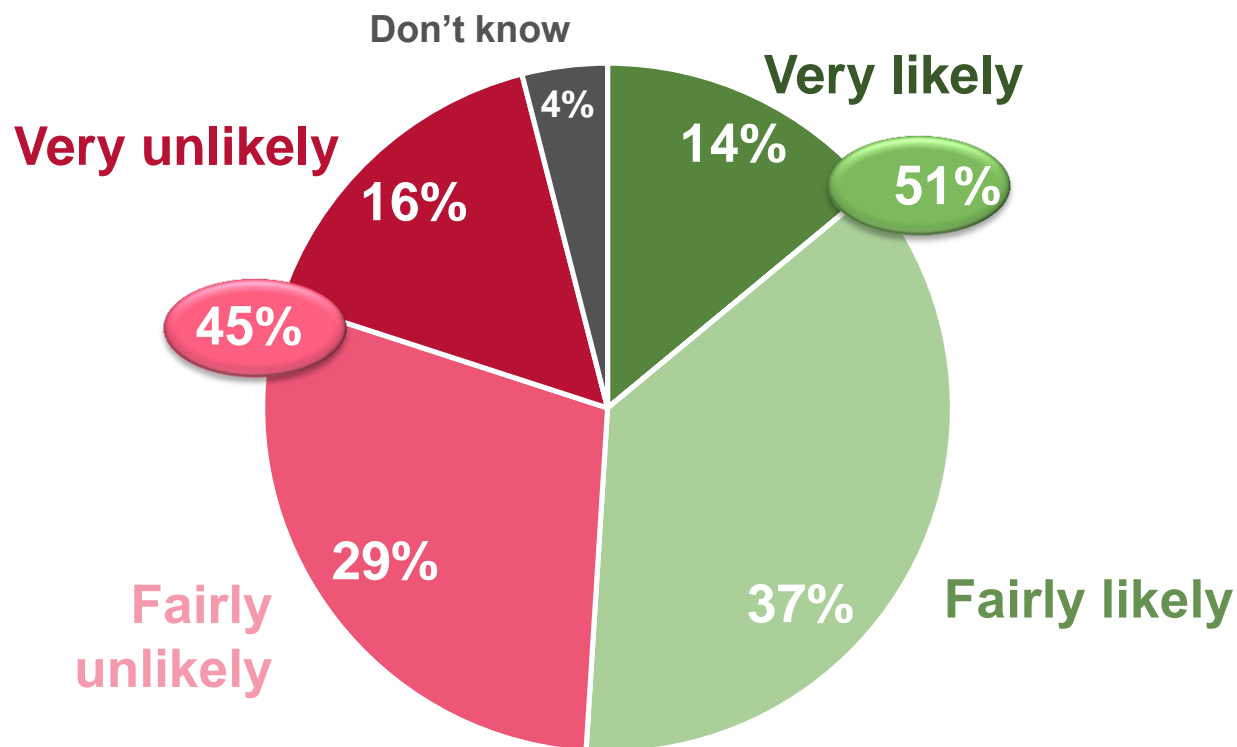
Base: 1,035 British adults 18+, 11th – 14th January 2014

Source: Ipsos MORI Political Monitor

What about the perceived likelihood of another coalition?

24

And regardless of your personal views of coalitions how likely or unlikely do you think it is that there will be another coalition government after the next general election.



	Conservative	Labour	LibDem	UKIP
Likely %	58	42	66	48

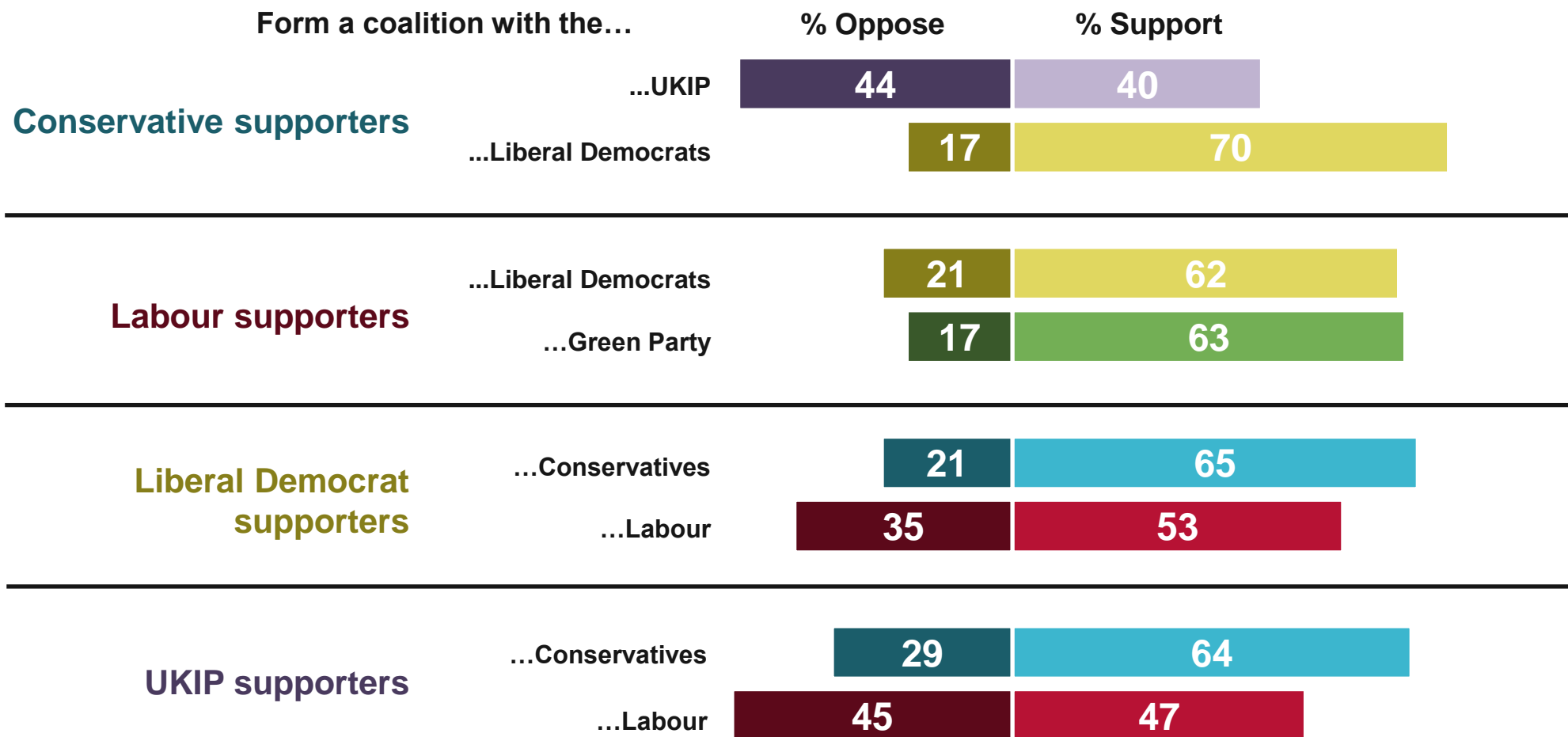
Base: 1,035 British adults 18+, 11th – 14th January 2014

Source: Ipsos MORI Political Monitor

Who is each party's supporters' favoured coalition partner?

25

You said that you would vote for/be inclined to support the Conservatives/Labour/Liberal Democrats/UKIP if there were a general election tomorrow. Suppose that no party has an overall majority after the election. How strongly would you support or oppose the Conservatives/Labour/Liberal Democrats/UKIP forming a coalition government with ...INSERT if they had enough seats between them for a majority?



Base: 261 Conservative, 326 Labour, 102 Liberal Democrat and 90 UKIP supporters, all British adults 18+, 11th – 14th January 2014

Source: Ipsos MORI Political Monitor