



POLITICAL MONITOR

November 2013

Ipsos MORI

Contacts: Bobby.Duffy@ipsos.com

Gideon.Skinner@ipsos.com

Tomasz.Mludzinski@ipsos.com

020 7347 3000

**POLITICAL
MONITOR**



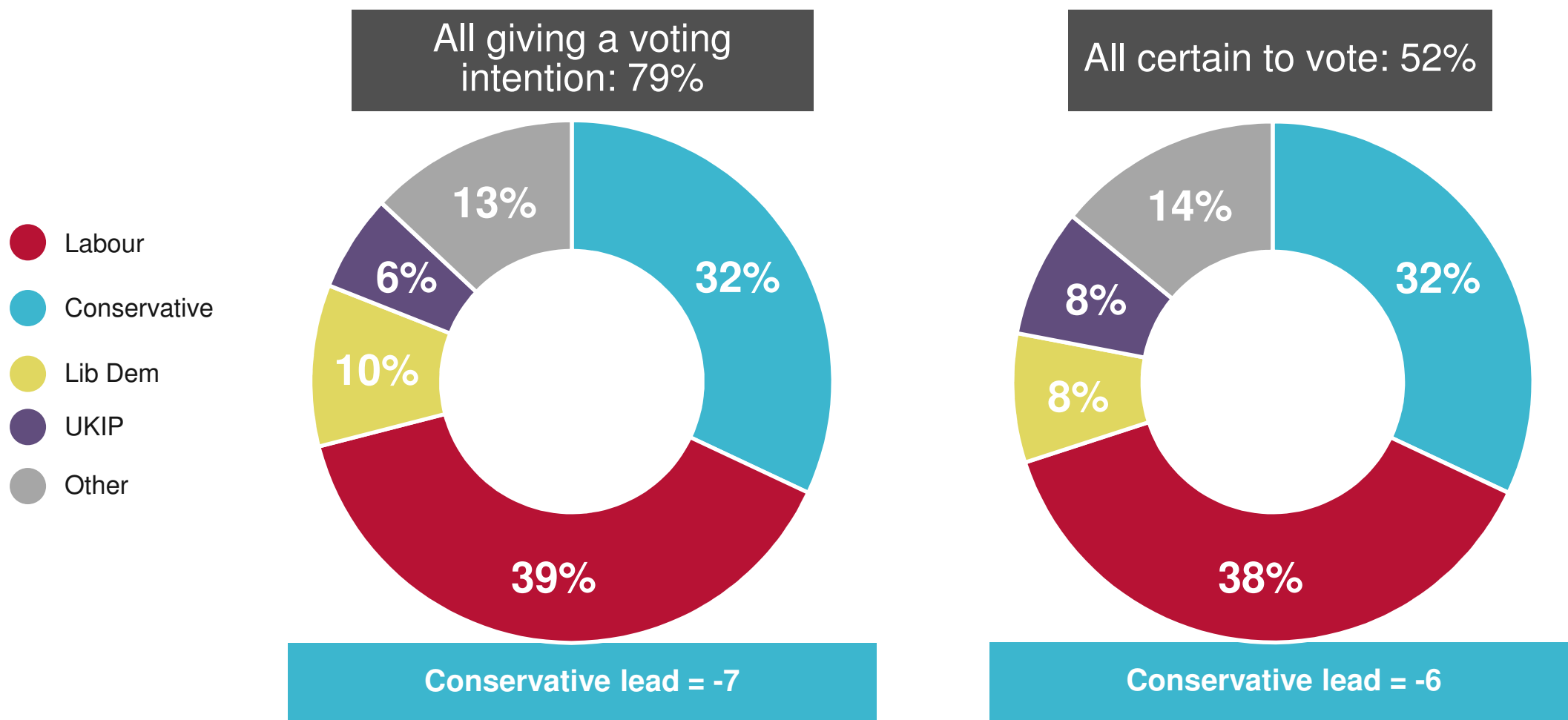
Voting Intentions



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

3

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



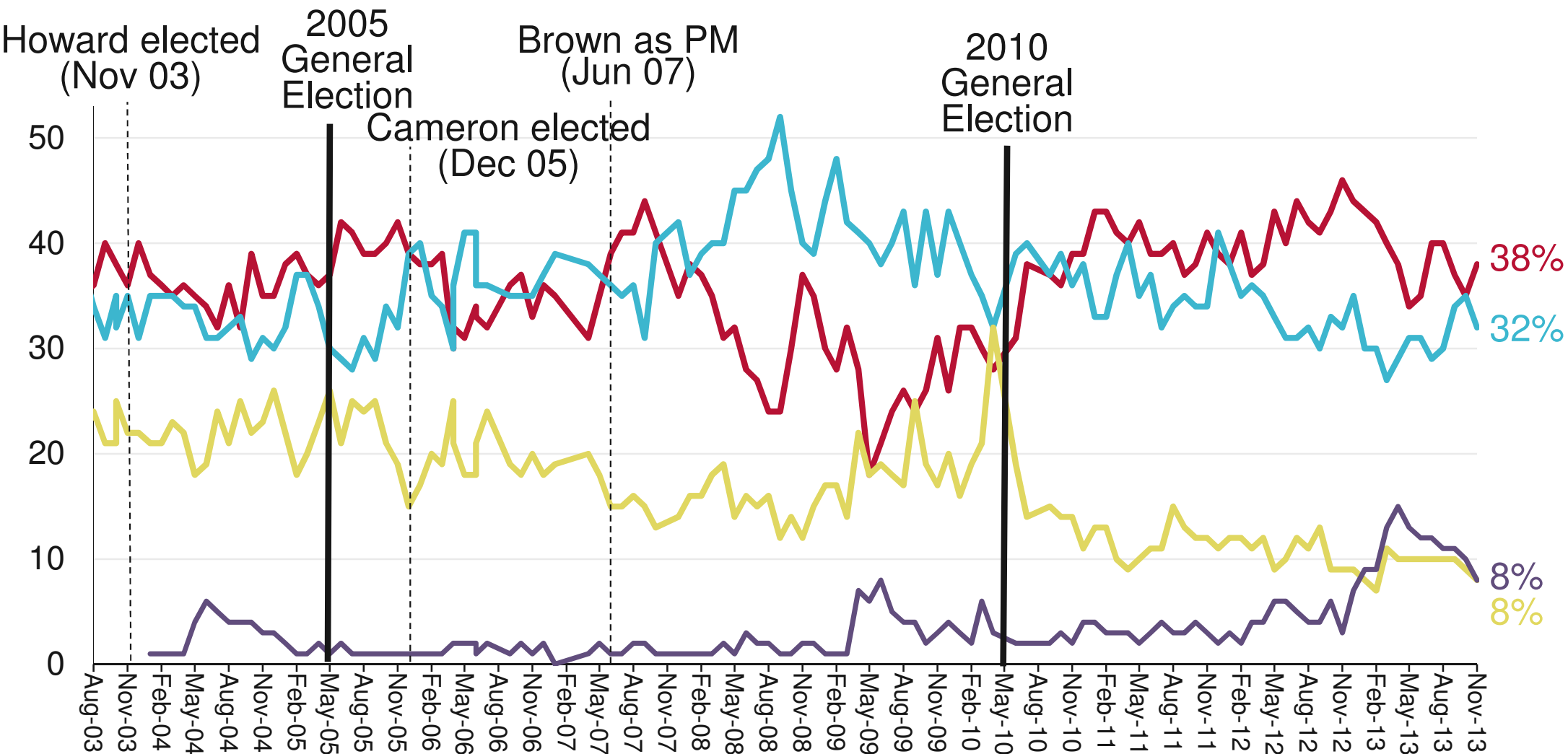
Base 1,019 British adults 18+, 9th -11th November 2013, all certain to vote = 558

Source: Ipsos MORI Political Monitor

Voting Intentions August '03 – November '13 (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

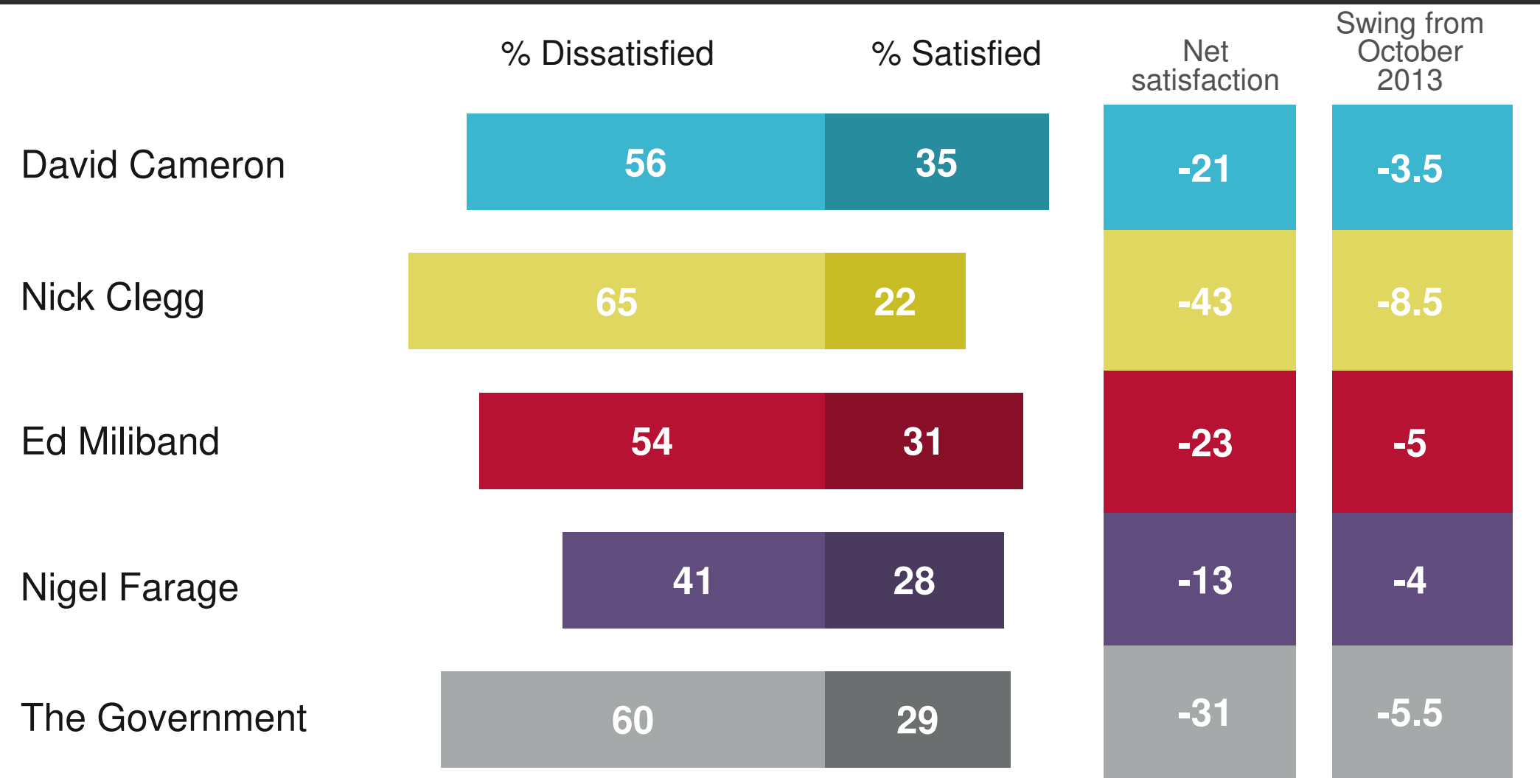
Satisfaction with the Coalition and Party Leaders



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?



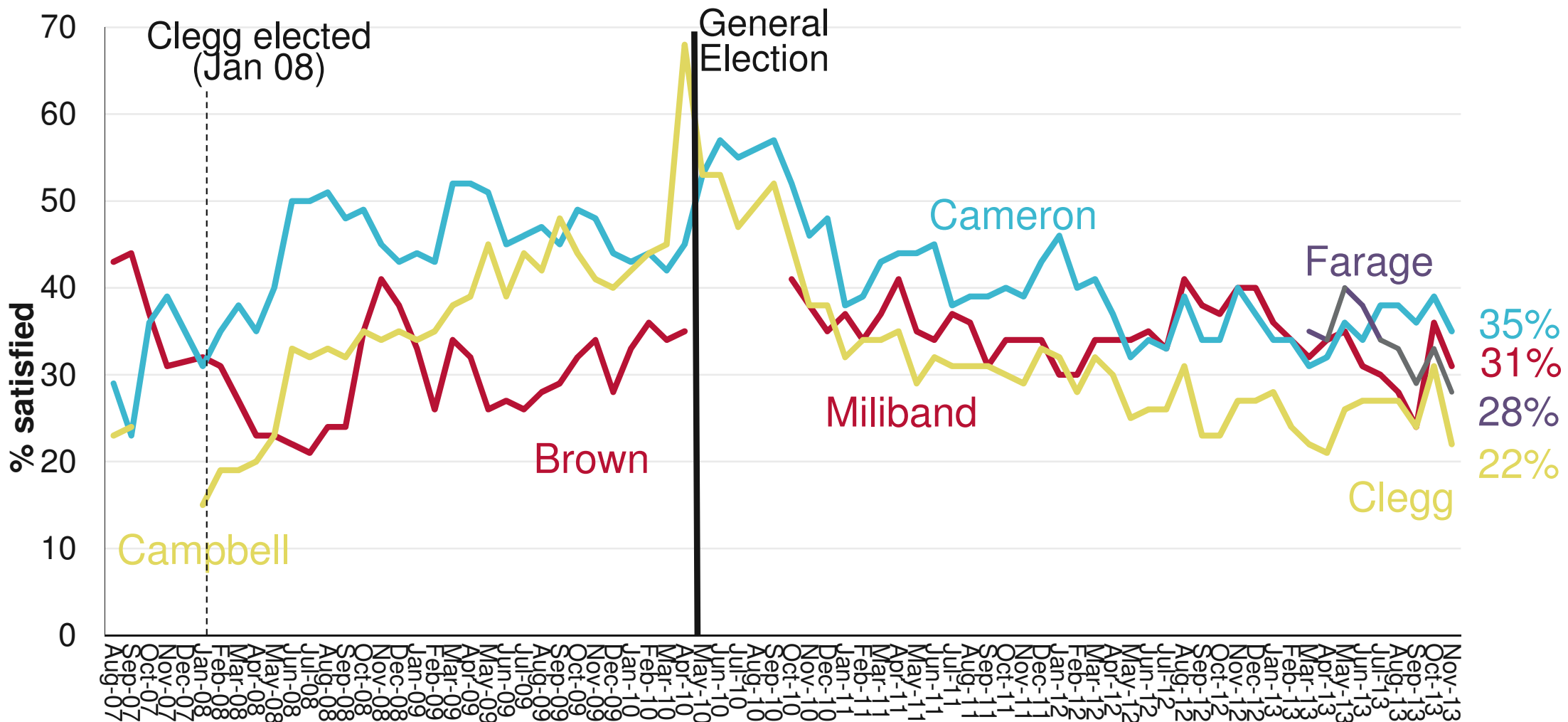
Base: 1,019 British adults 18+, 9th - 11th November 2013. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders August '07 – November '13

7

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



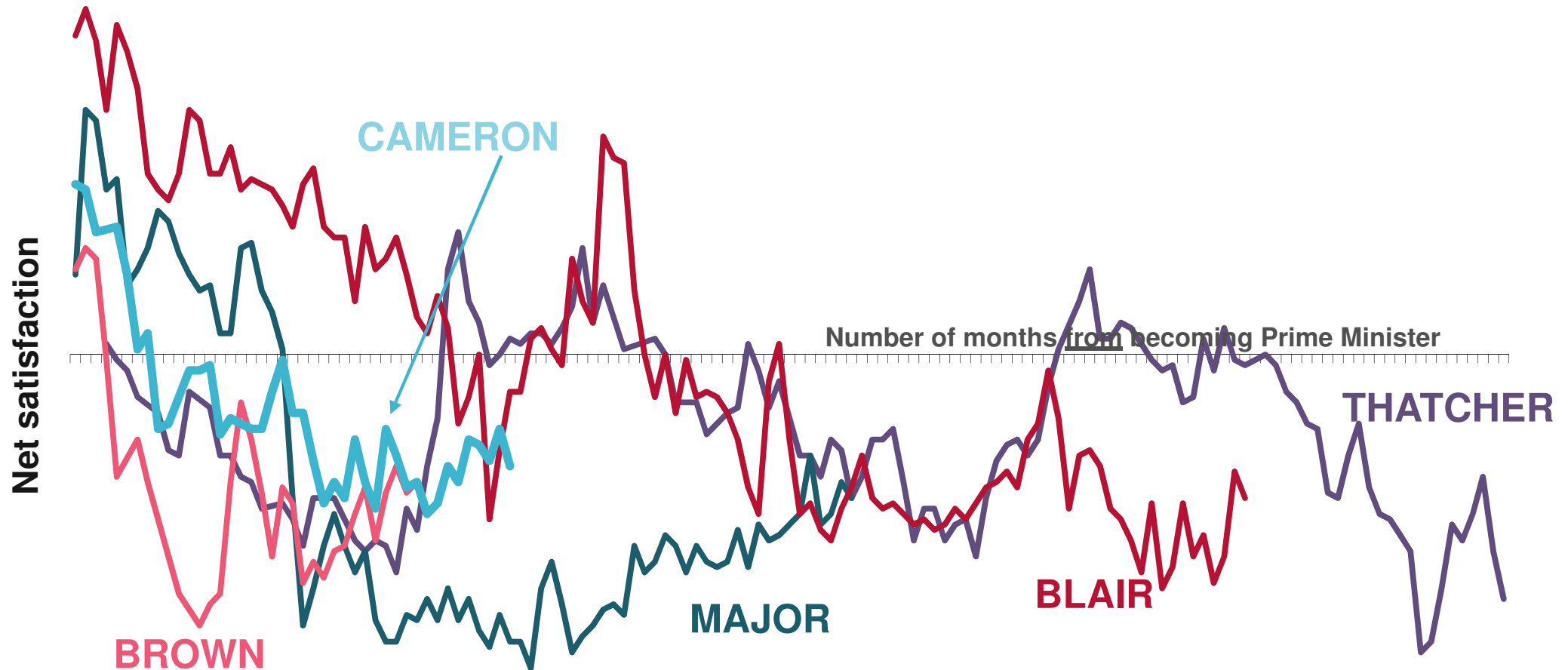
Base: c. 1,000 British adults each month

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

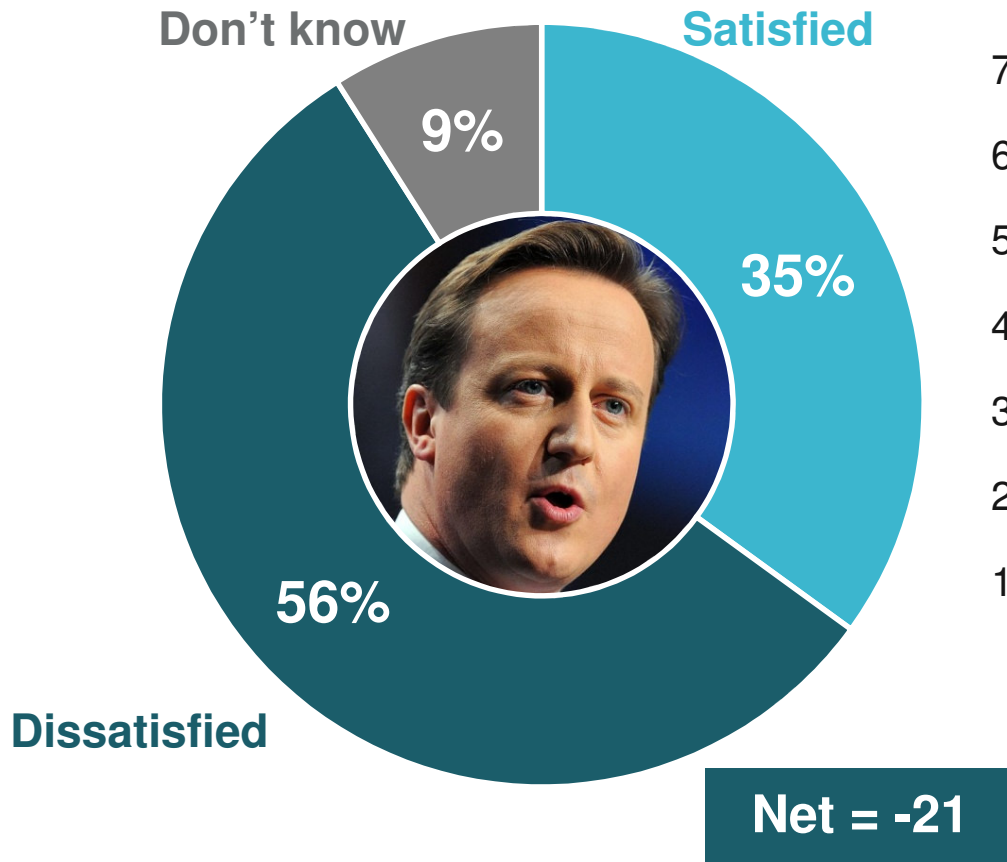
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

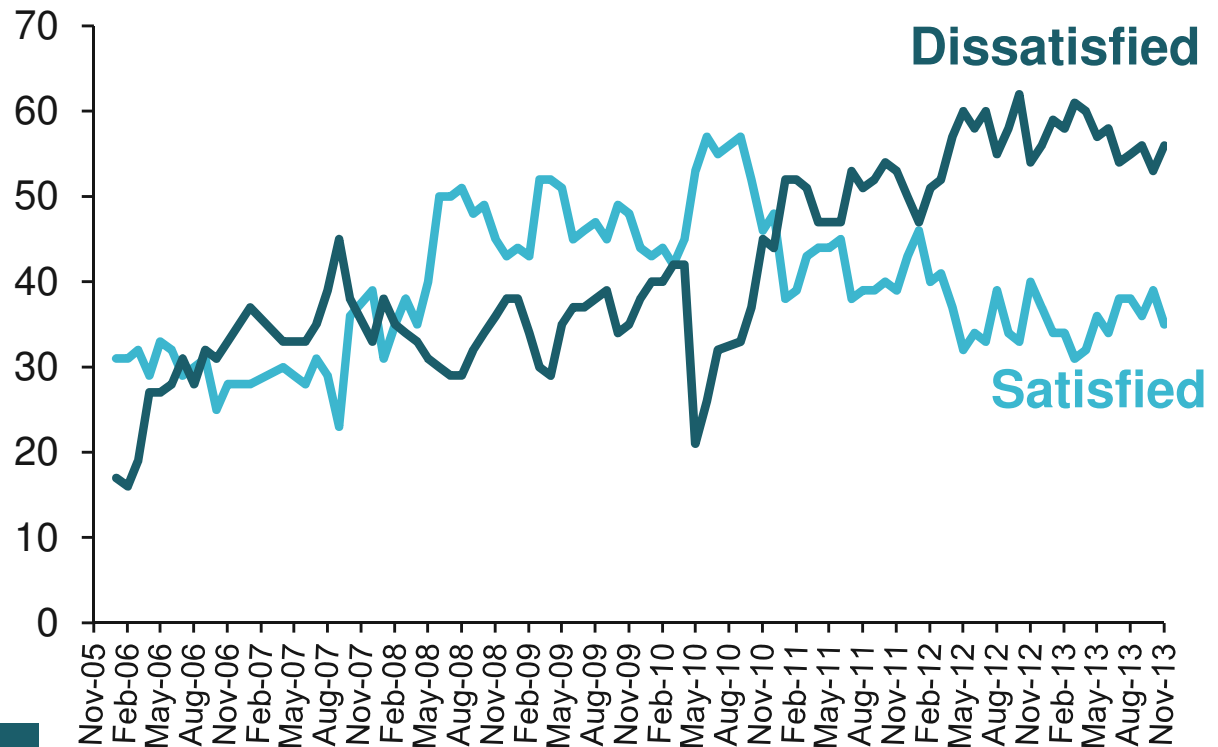
9

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

November 2013



January 2006 – November 2013



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

Base 1,019 British adults 18+, 9th – 11th November 2013

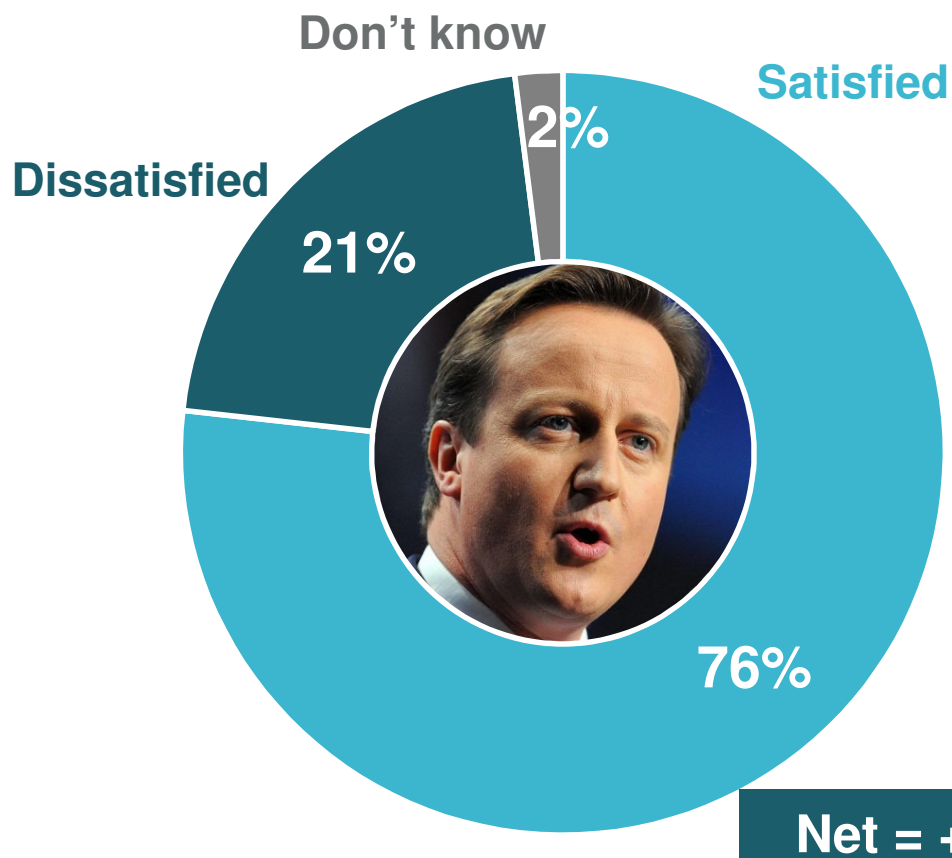
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

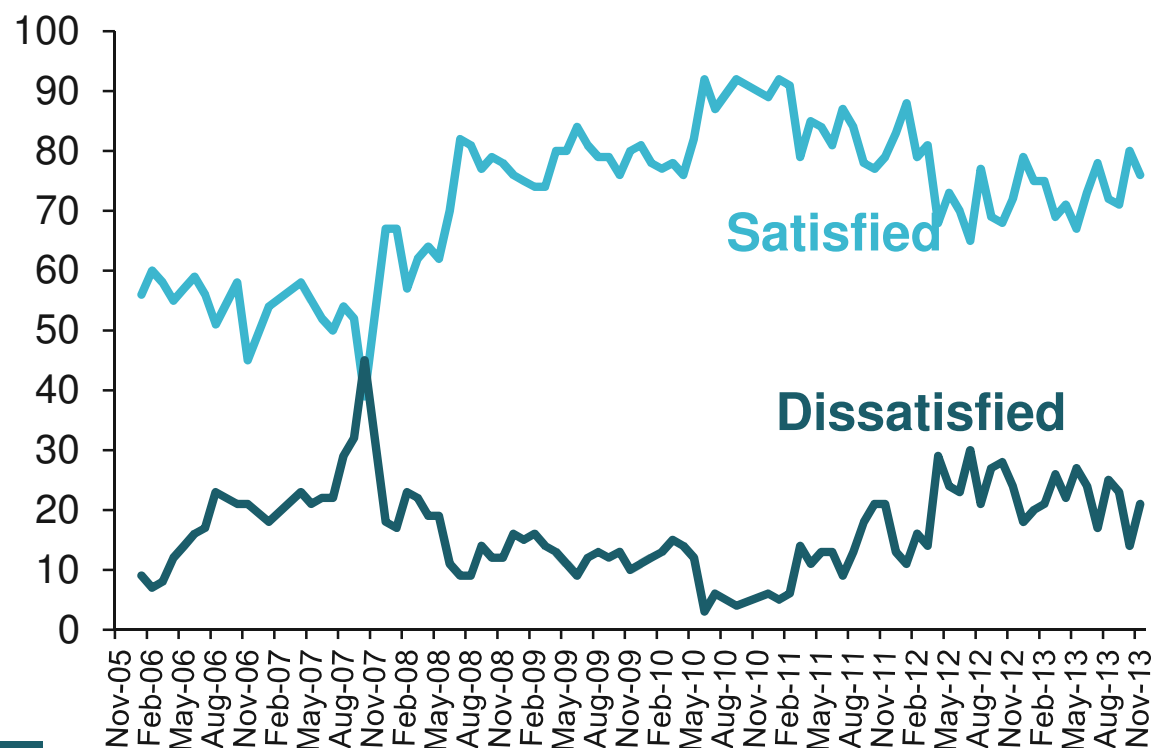
10

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

November 2013



January 2006 – November 2013



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

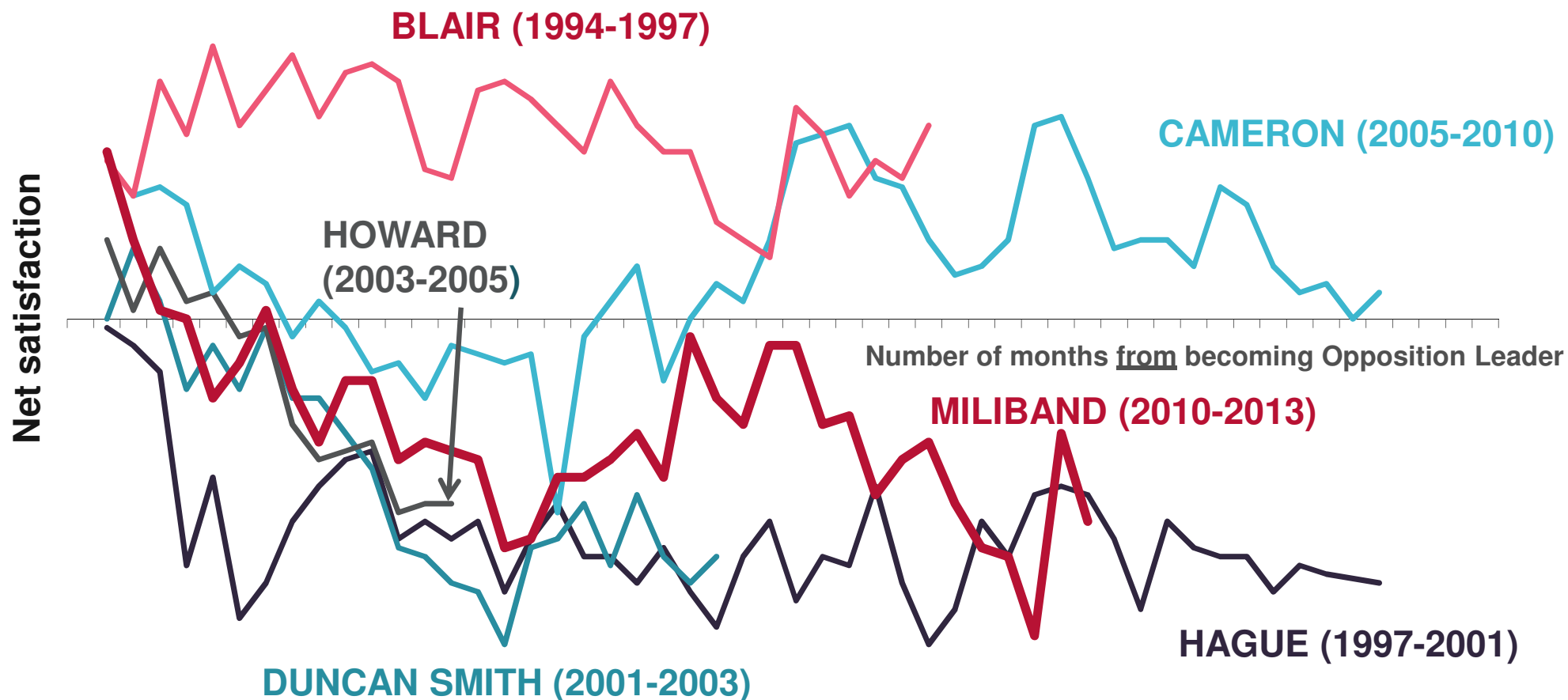
Base: 247 Conservative supporters 18+, 9th -11th November 2013

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2013)

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

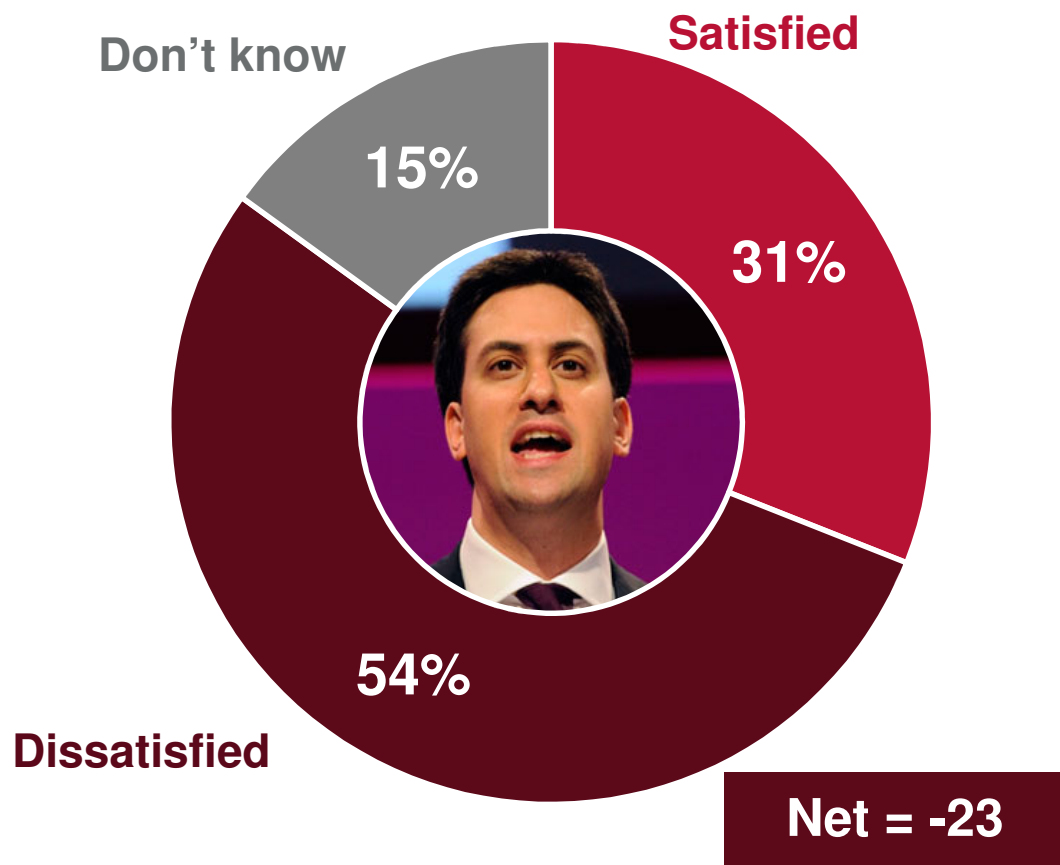
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

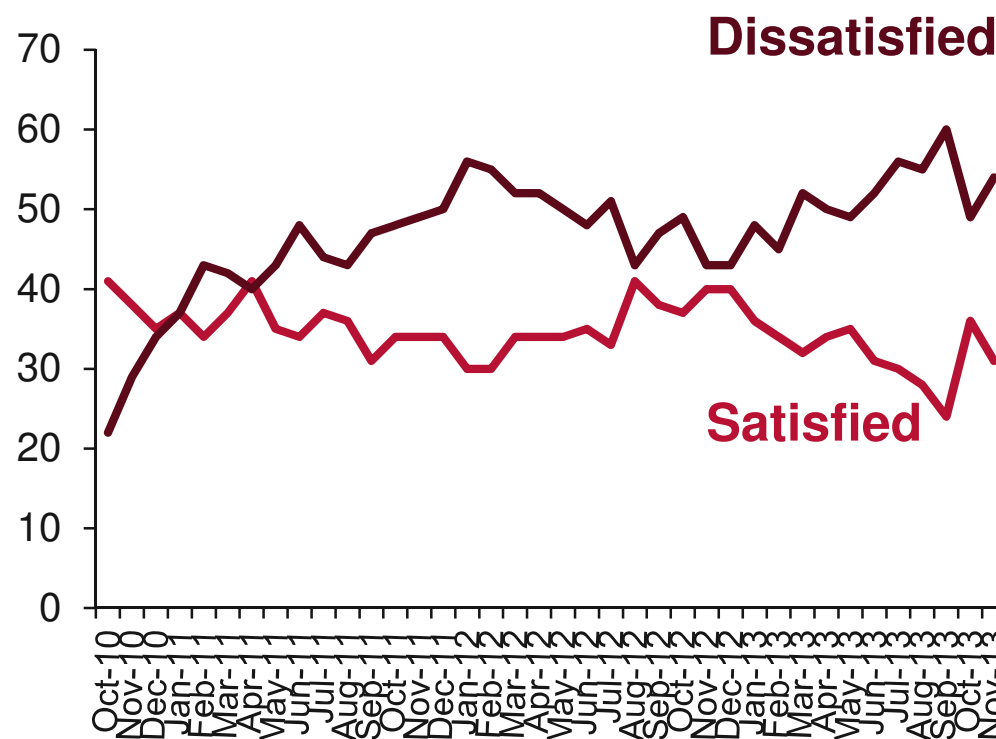
12

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

November 2013



October 2010 – November 2013



Base: 1,019 British adults 18+, 9th-11th November 2013

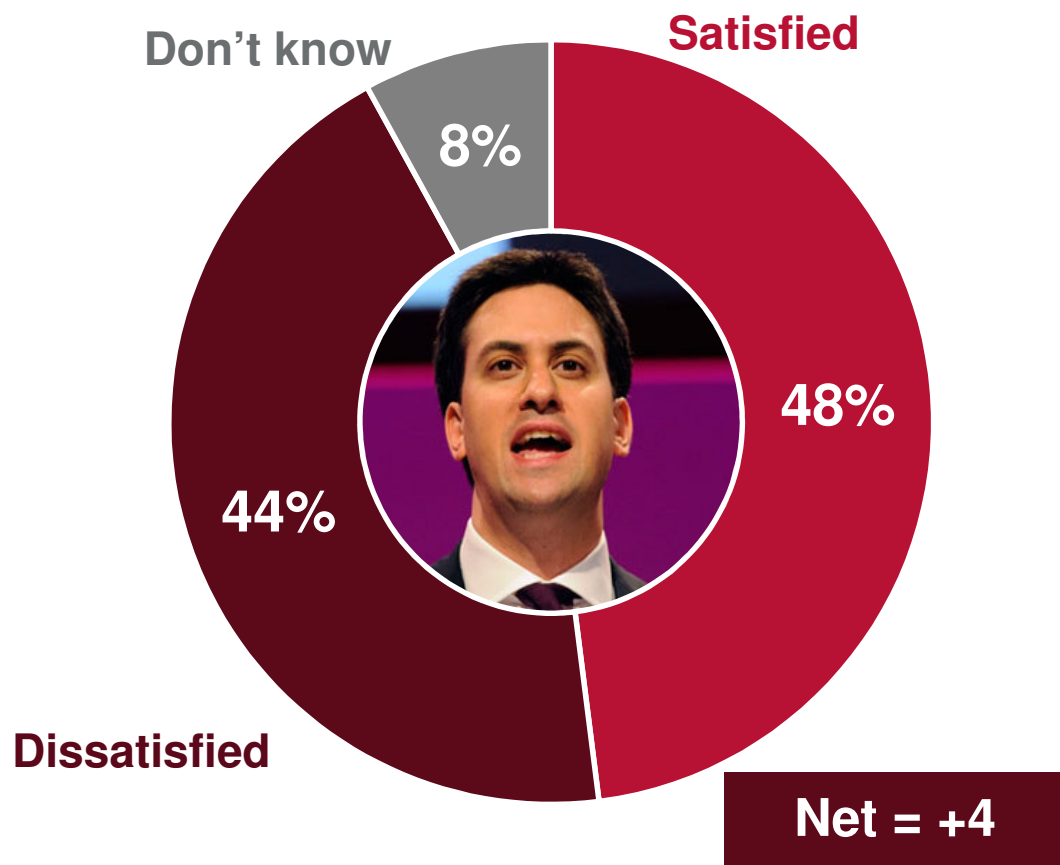
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

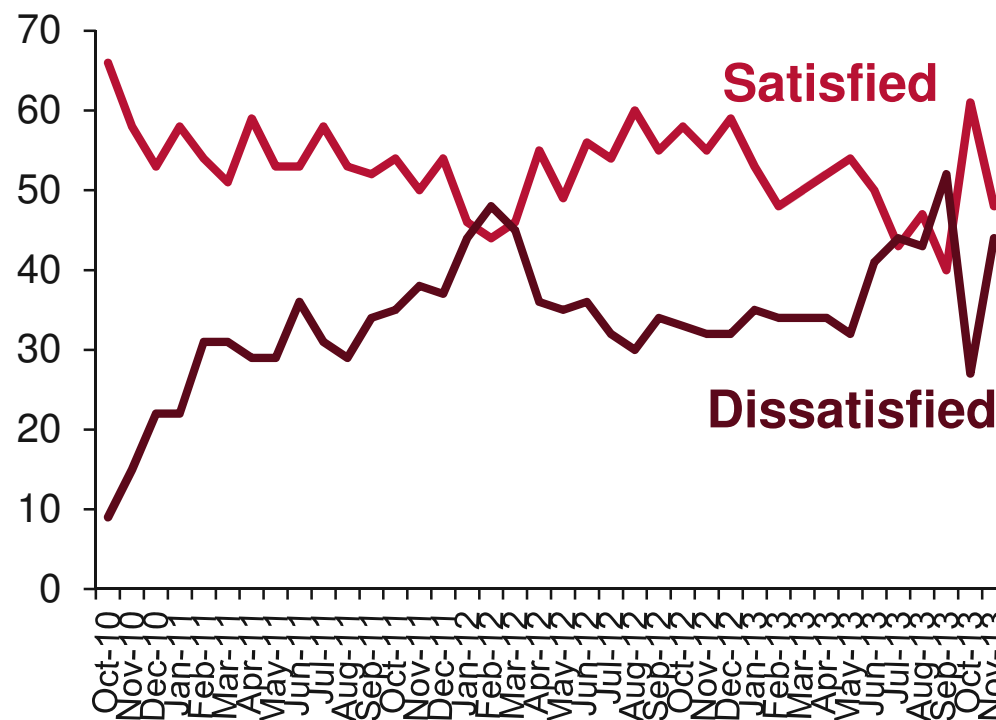
13

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

November 2013



October 2010 – November 2013



Base: 313 Labour supporters 18+, 9th – 11th November 2013

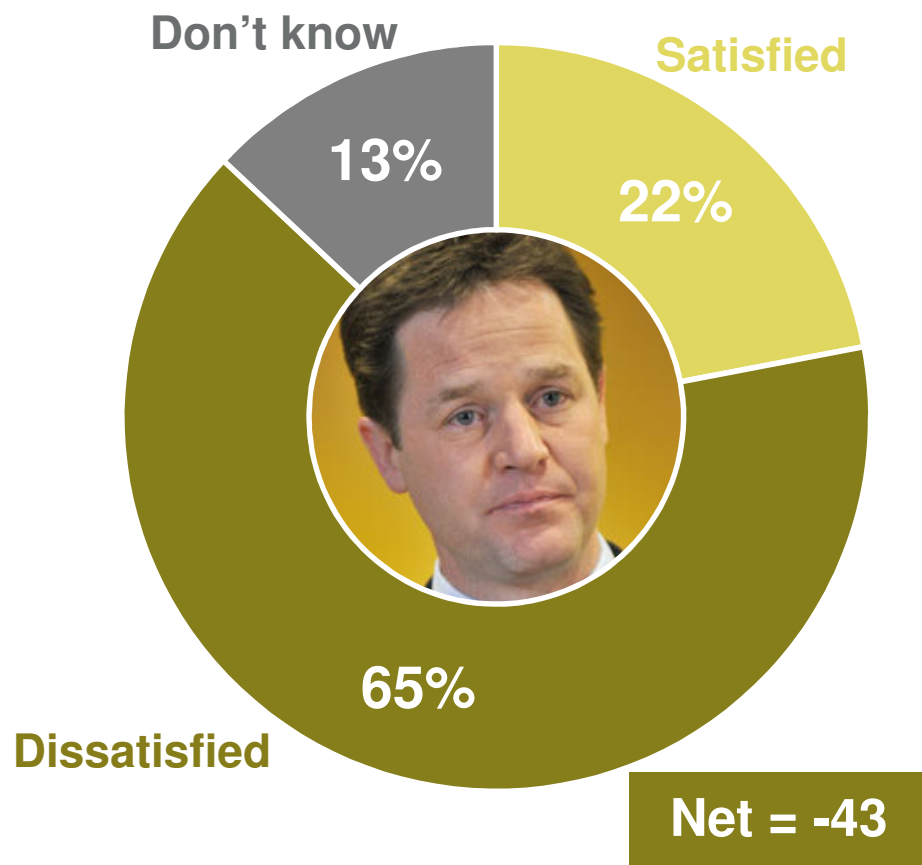
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

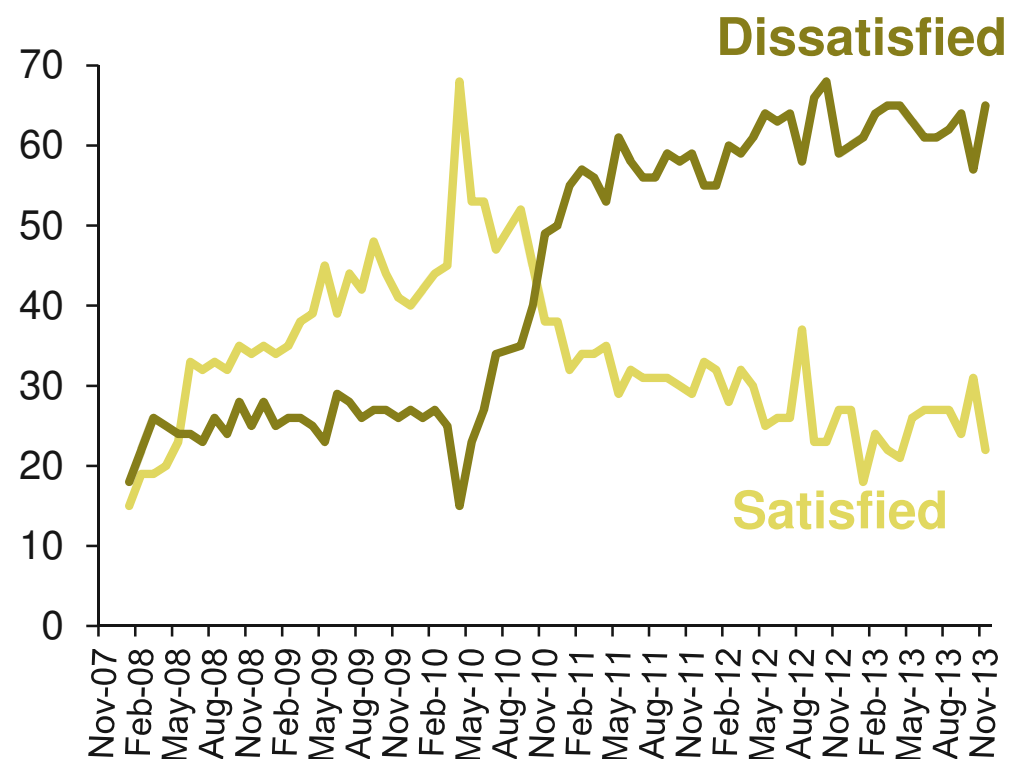
14

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

November 2013



January 2008 – November 2013



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

Base: 1,019 British adults 18+, 9th-11th November 2013

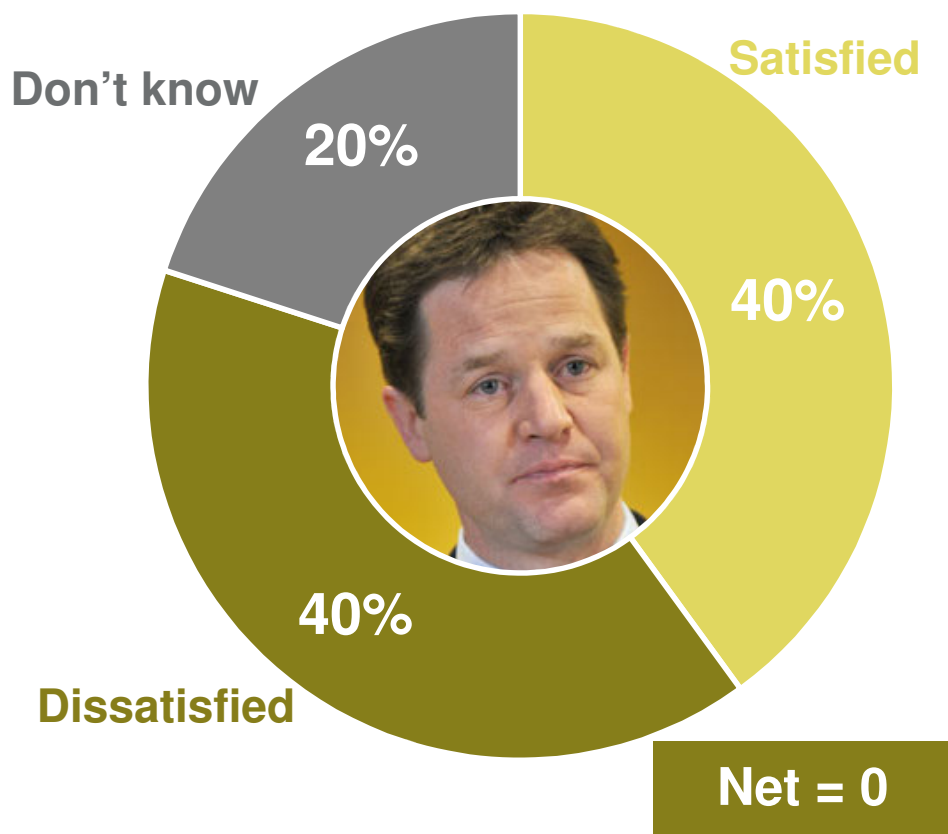
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

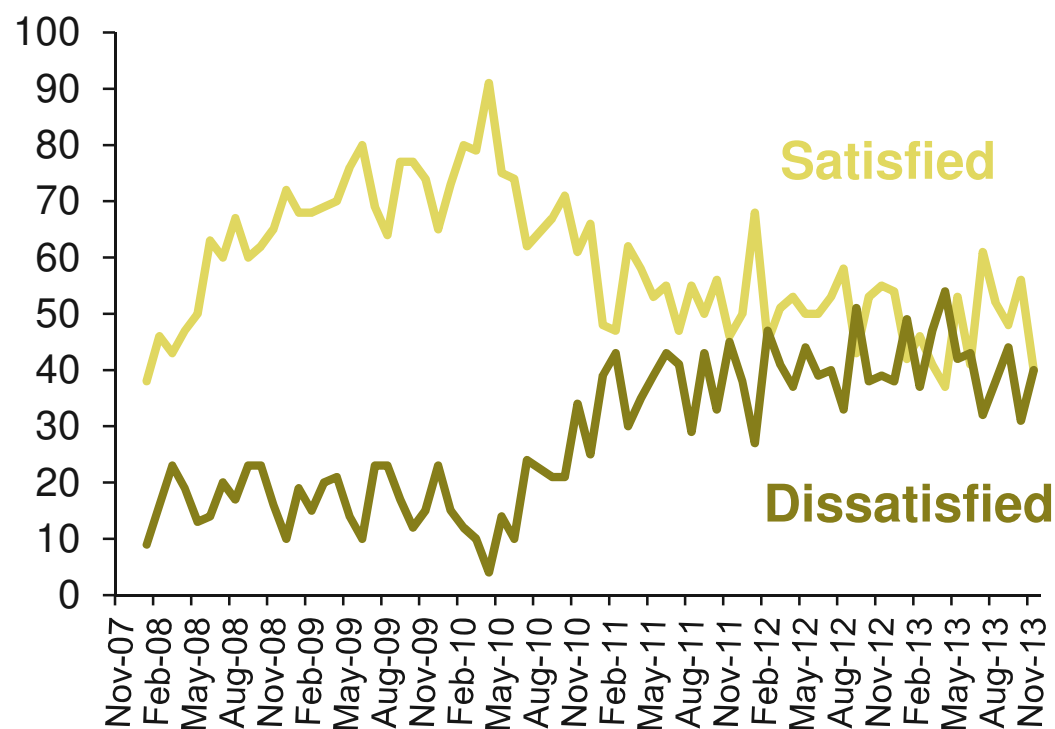
15

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

November 2013



January 2008 – November 2013



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

Base: 77 Liberal Democrat supporters 18+, 9th-11th November 2013. N.B. small base size indicative only

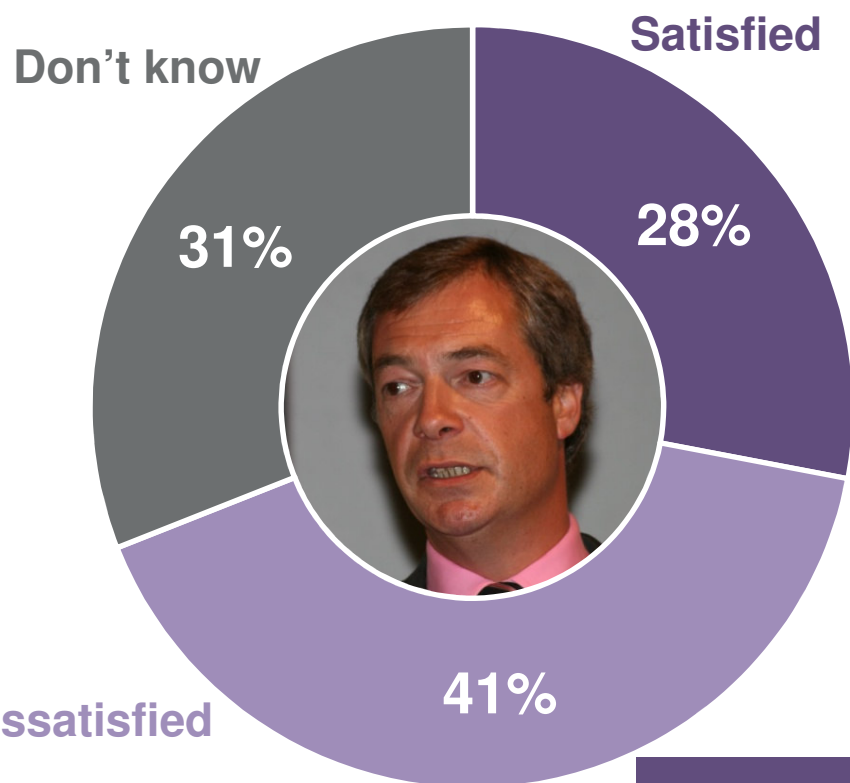
Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

16

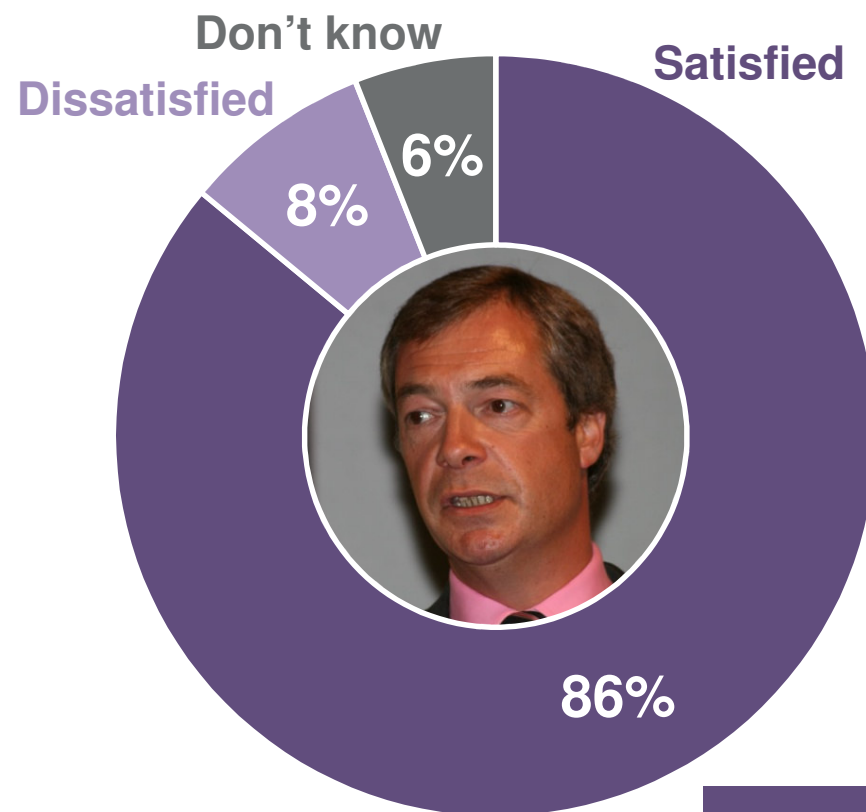
Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

All



Net = -13

UKIP supporters



Net = +78

Base: 1,019 British adults 18+, 61 UKIP supporters, 9th-11th November 2013. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

The economy

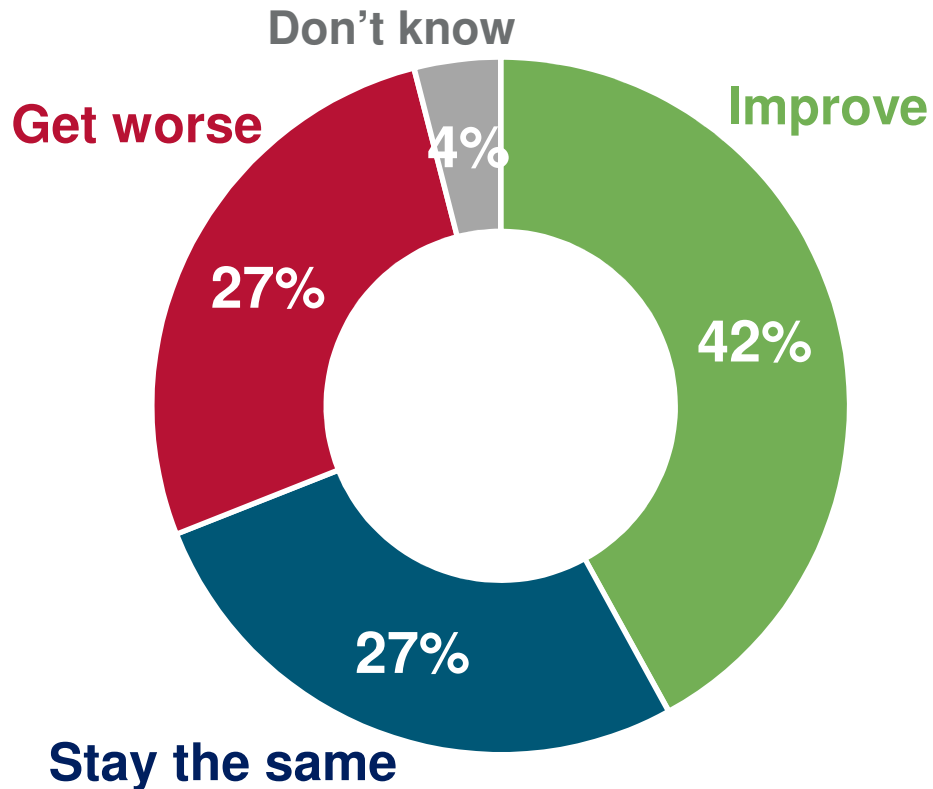


Economic Optimism Index

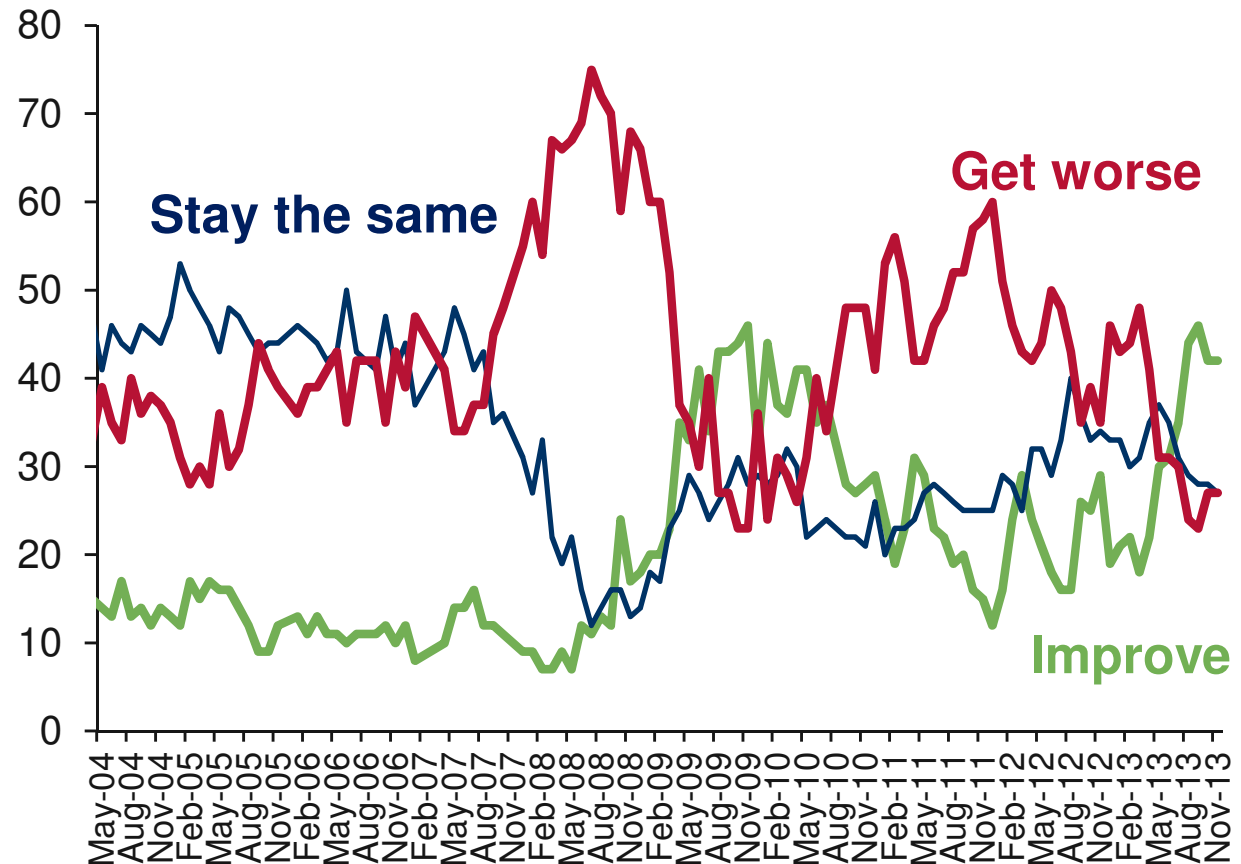
18

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

November 2013



EOI = +15



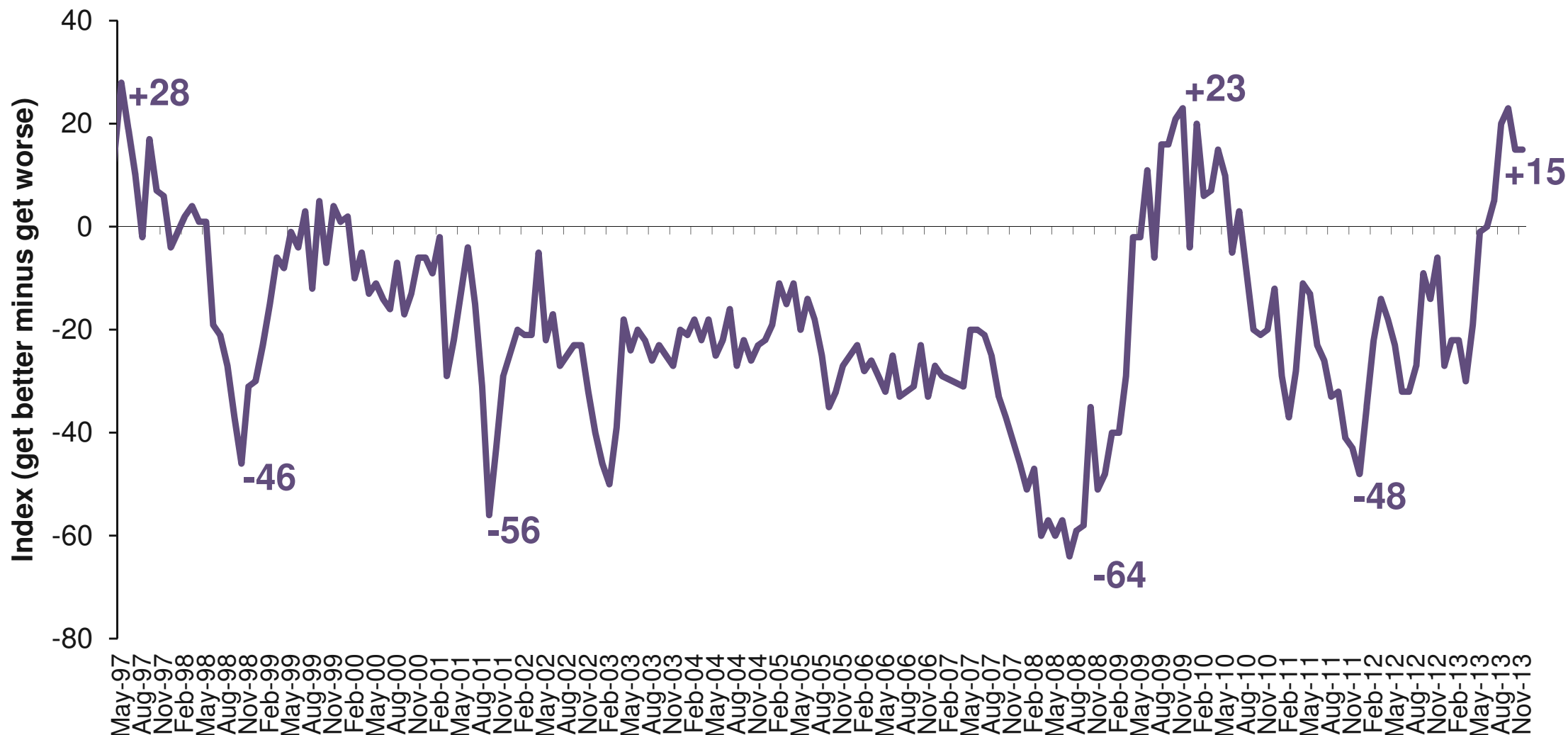
Base: 1,019 British adults 18+, 9th – 11th November 2013

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

The recovery, cuts and living standards

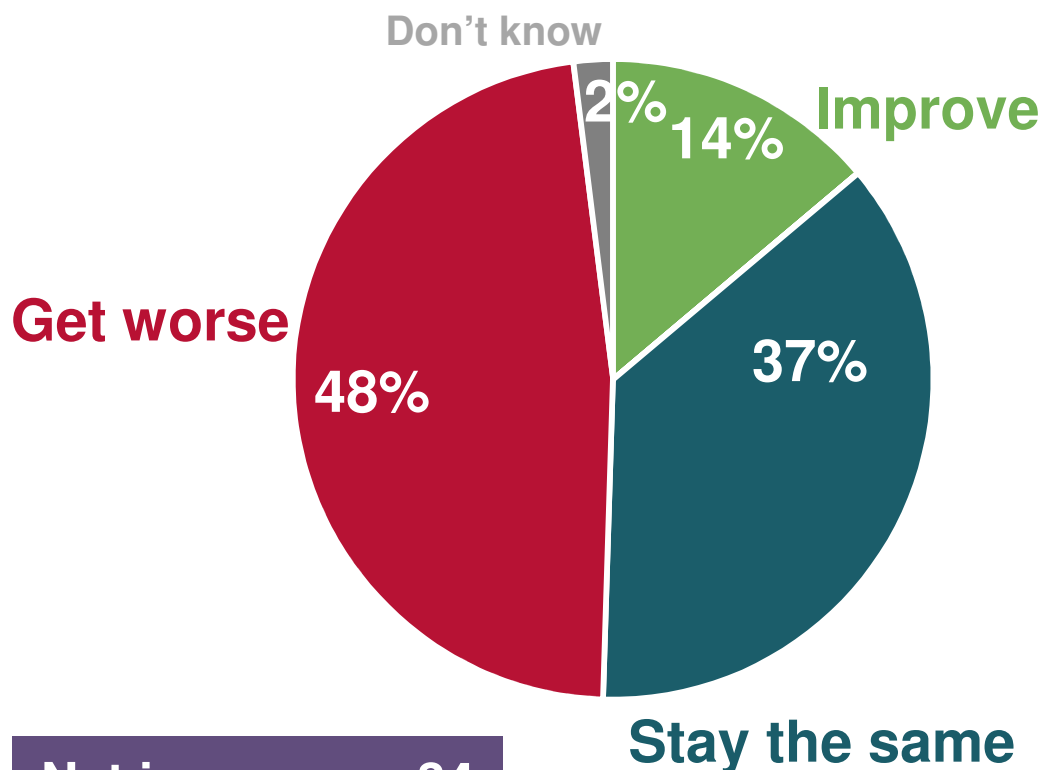


Personal financial circumstances- trend

21

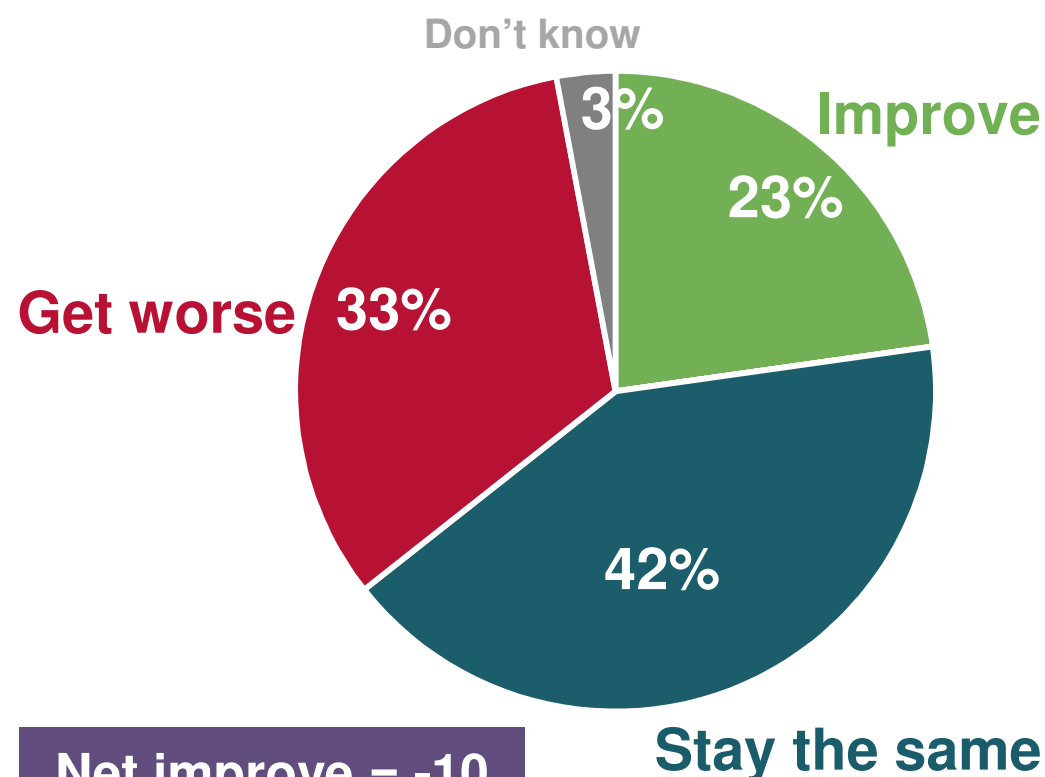
Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 months?

March 2011



Net improve = -34

November 2013



Net improve = -10

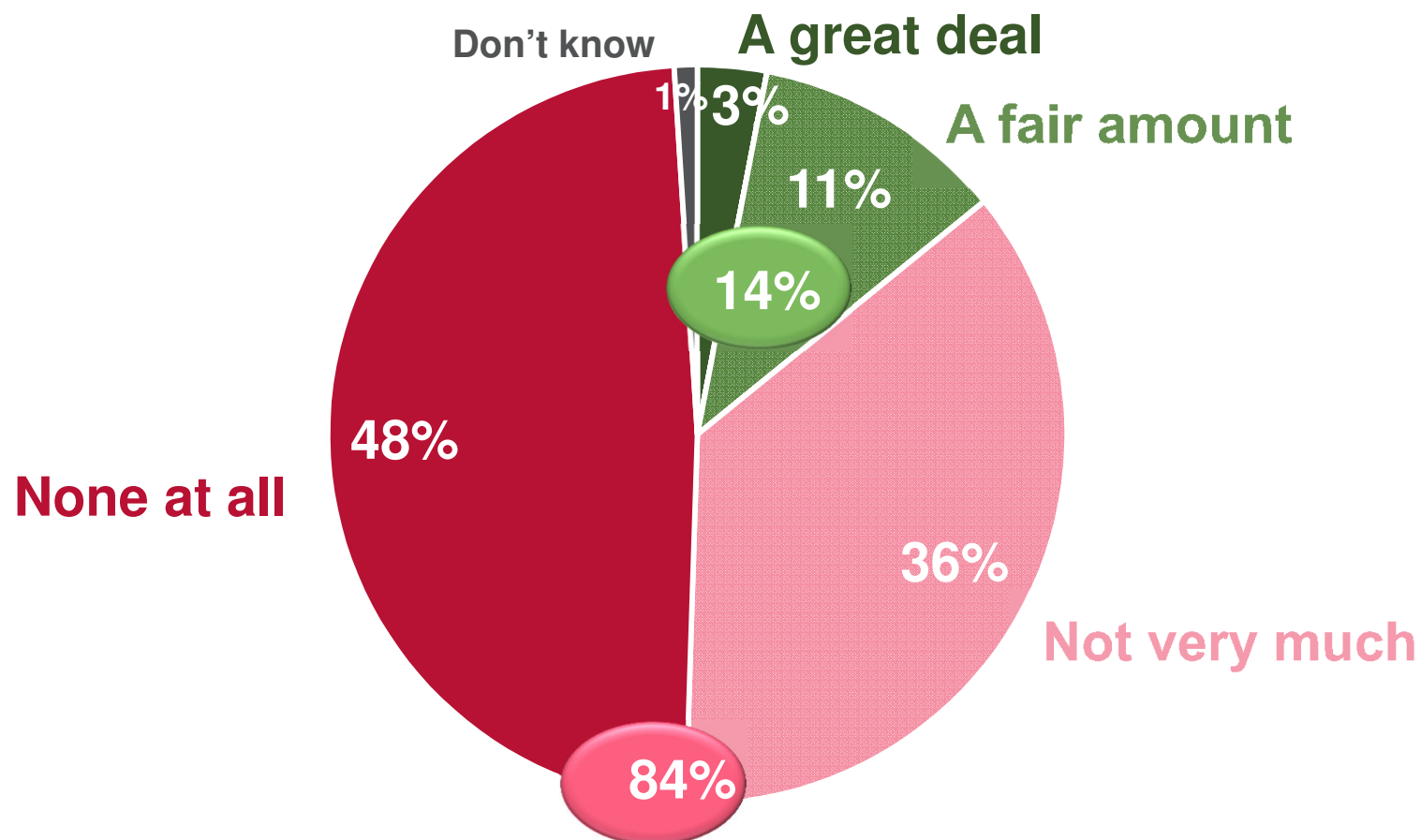
Base: 1,000 British adults 18+, 11th – 13th March 2011, 1,019 British adults 18+, 9th- 11th November 2013

Source: Ipsos MORI Political Monitor

Perceived impact of the recovery

22

As you may know, according to official statistics the UK economy has grown by about 1.5% compared to the same time last year. What impact, if any, do you feel this growth in the economy has had on you and your family's standard of living so far?



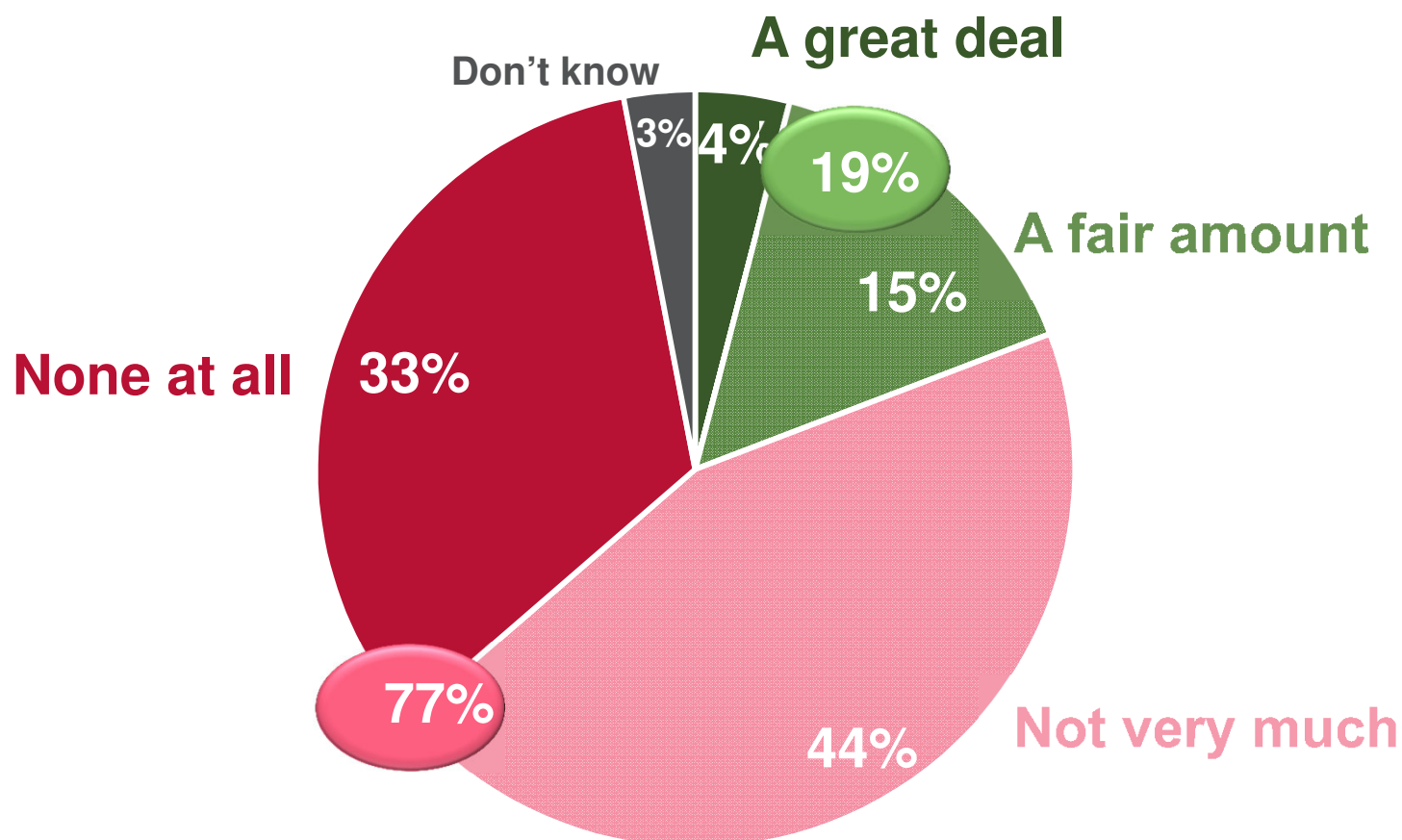
Base: 1,019 British adults 18+, 9th- 11th November 2013

Source: Ipsos MORI Political Monitor

Perceived future impact of the recovery

23

And what impact, if any, do you think the growth in the economy will have on you and your family's standard of living over the next 12 months?



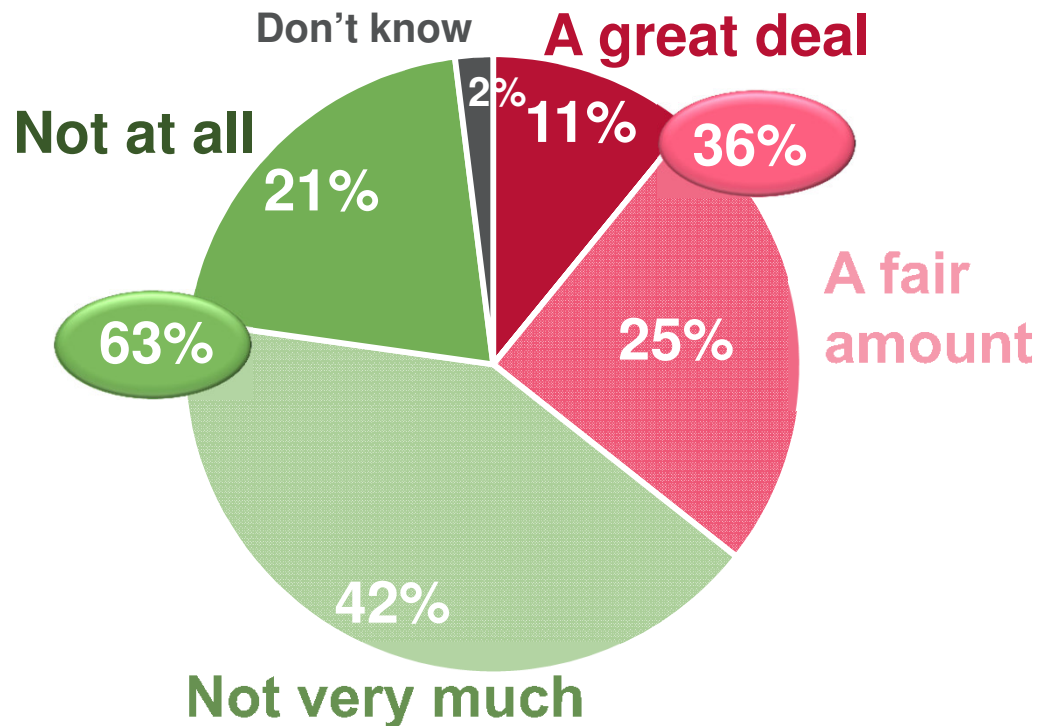
Base: 1,019 British adults 18+, 9th- 11th November 2013

Source: Ipsos MORI Political Monitor

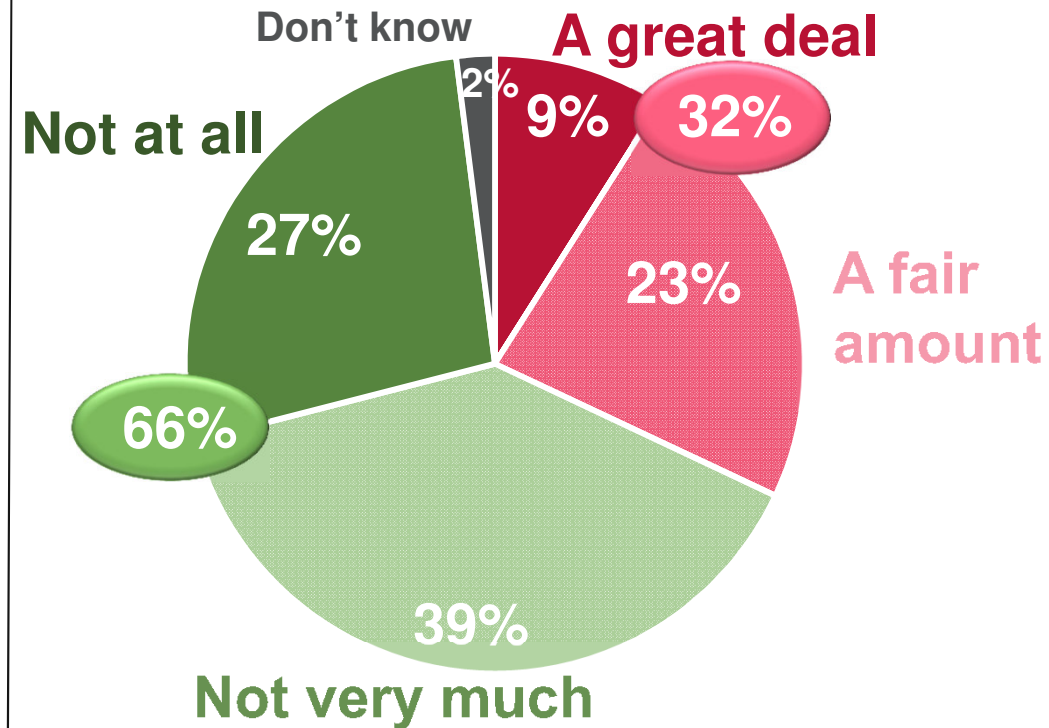
Impact of the cuts

As you may know, the government has announced a number of spending cuts to help reduce the national debt. To what extent, if at all, have you and your family been affected by the cuts so far?

February 2011



November 2013



Base: : 1,002 British adults 18+, 18th- 20th February 2011, 1,019 British adults 18+, 9th- 11th November 2013

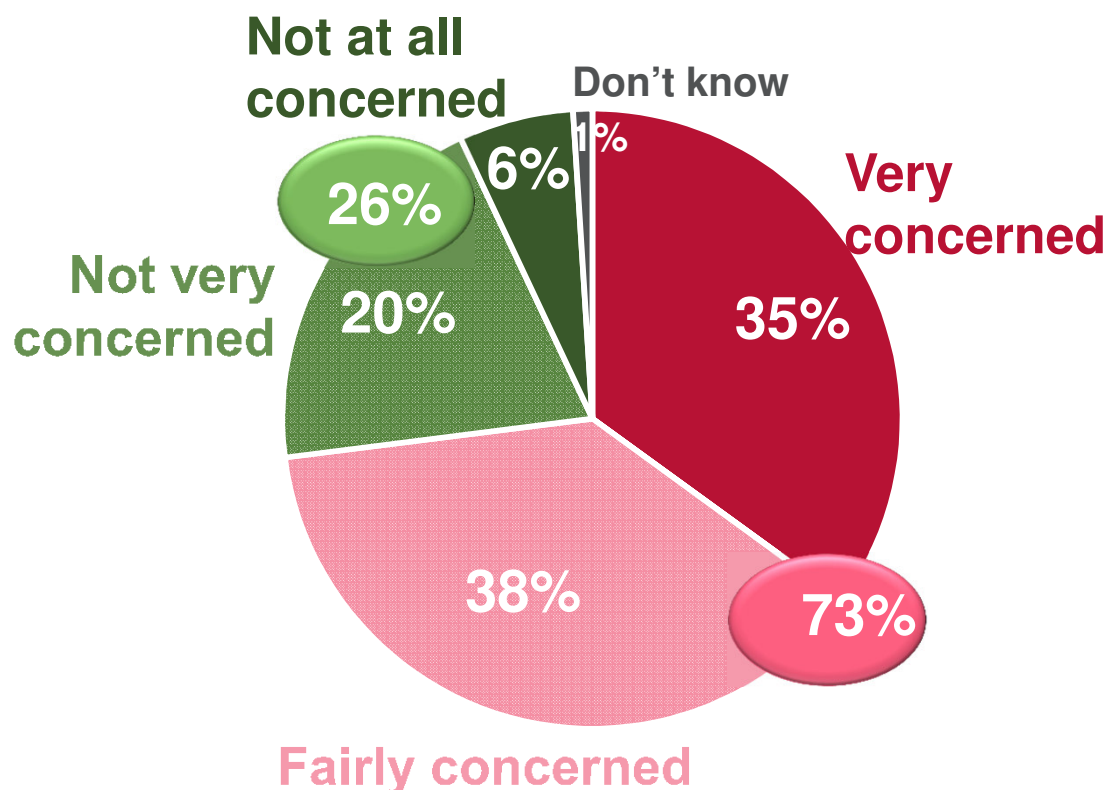
Source: Ipsos MORI Political Monitor

Future impact of the cuts

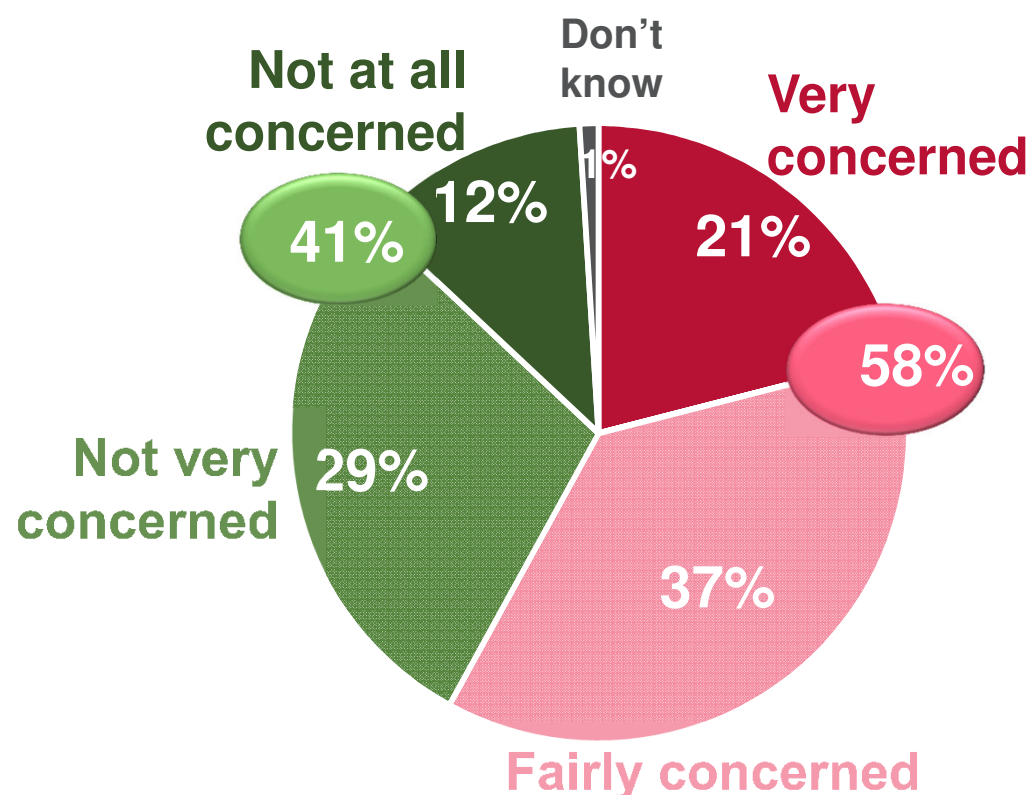
25

And how concerned, if at all, are you about the effects of the cuts on you and your family in the next 12 months?

February 2011



November 2013



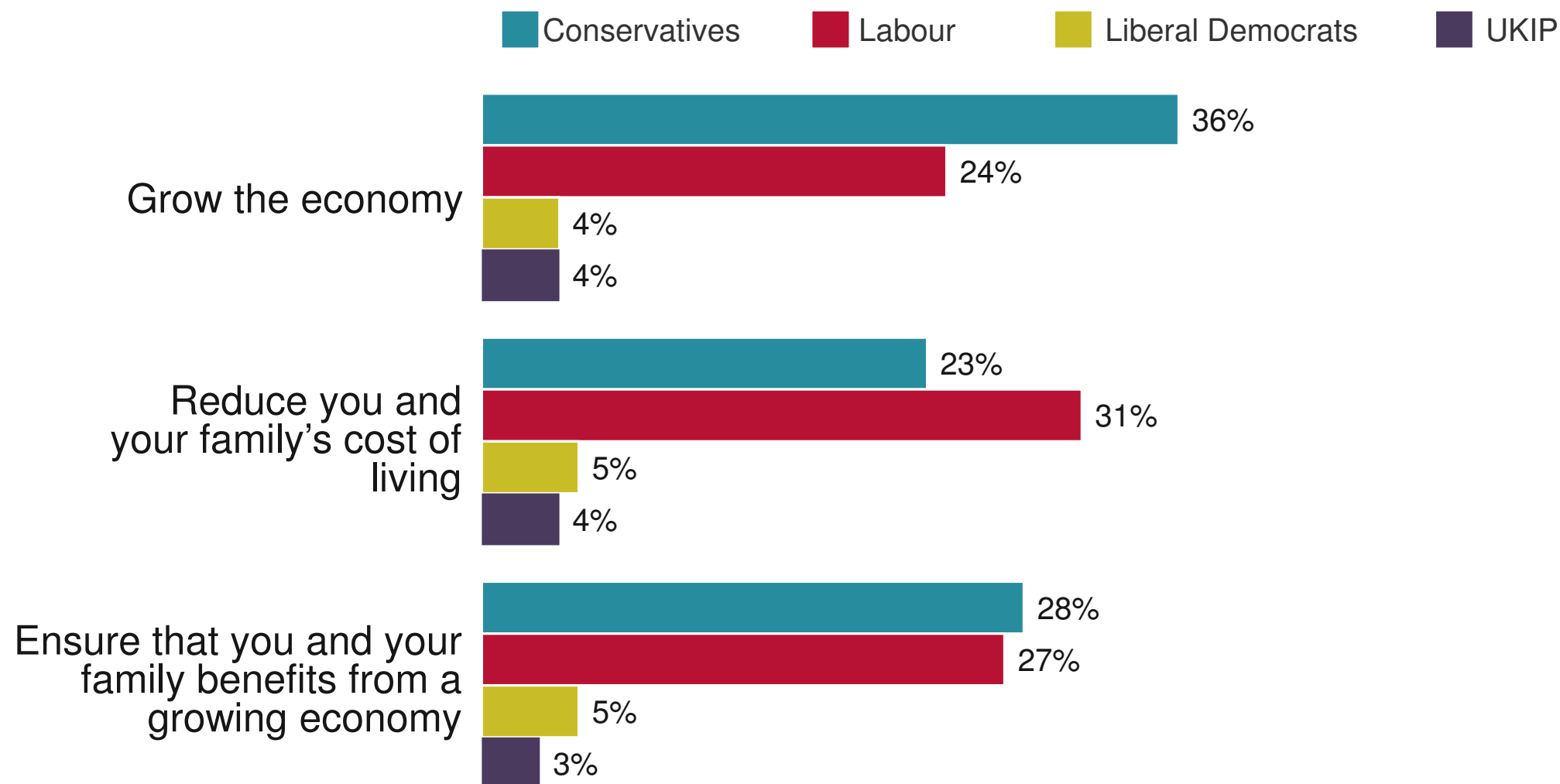
Base: : 1,002 British adults 18+, 18th- 20th February 2011, 1,019 British adults 18+, 9th- 11th November 2013

Source: Ipsos MORI Political Monitor

Parties on living standards and the economy

26

Which party, if any, do you trust most to...



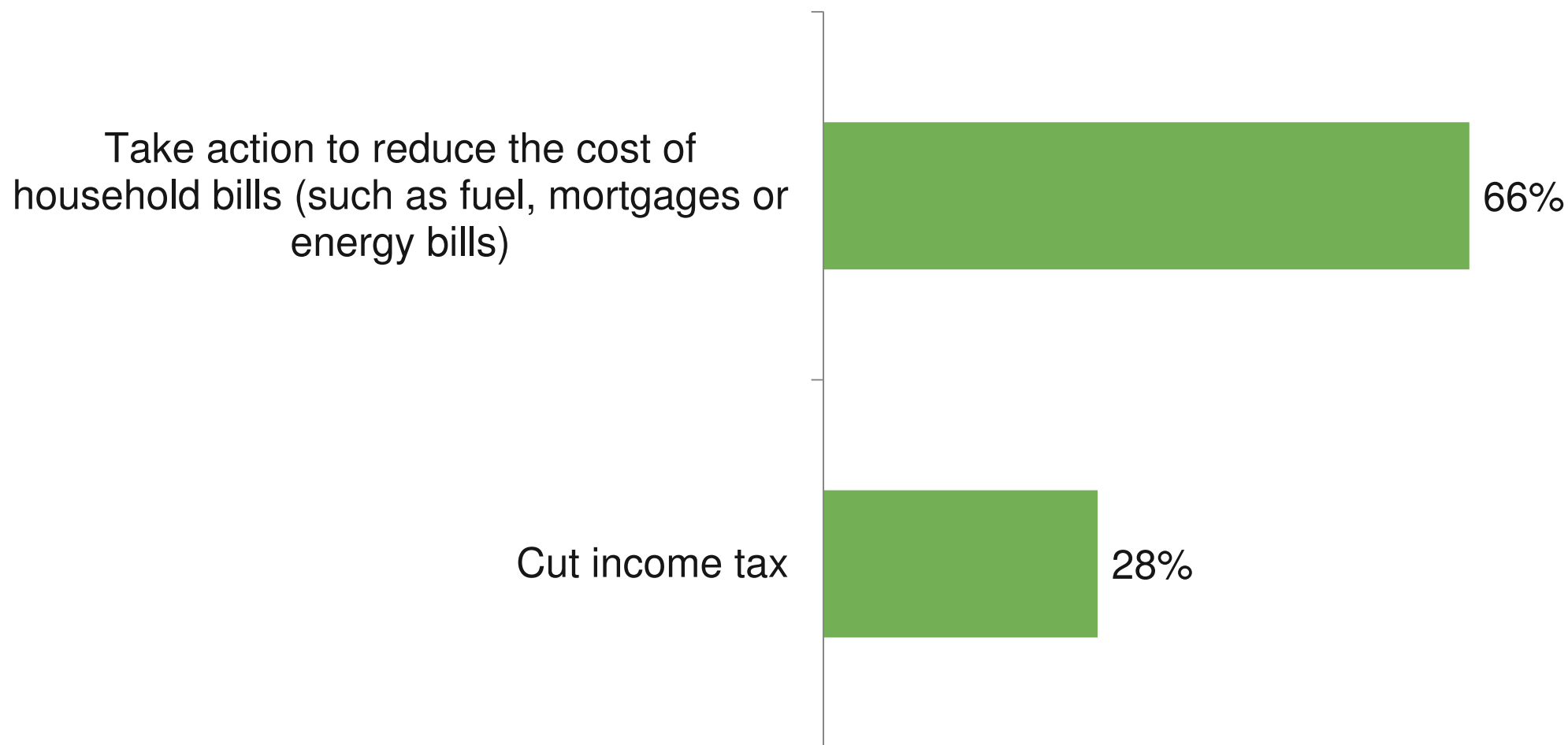
Base: 1,019 British adults 18+, 9th – 11th November 2013

Source: Ipsos MORI Political Monitor

Policies to reduce the cost of living

27

There are different ideas about how best to improve people's financial situation. Which one of the following would you most prefer government to do?



Base: 1,019 British adults 18+, 9th – 11th November 2013

Source: Ipsos MORI Political Monitor