

POLITICAL MONITOR

December 2013



Ipsos MORI

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**POLITICAL
MONITOR**



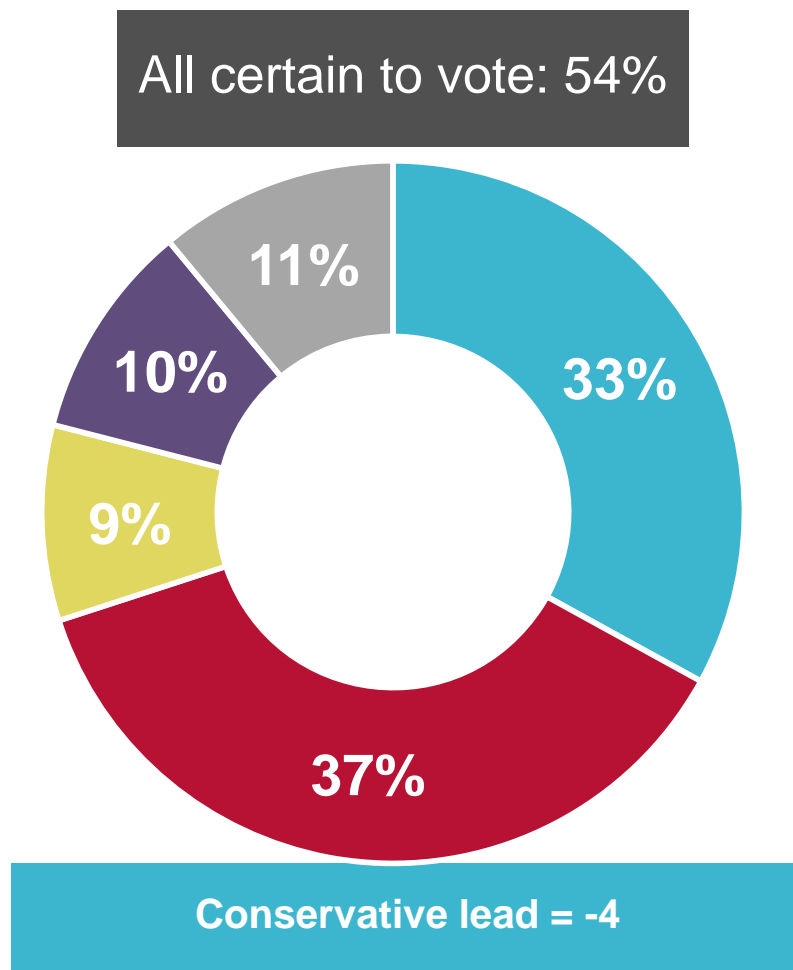
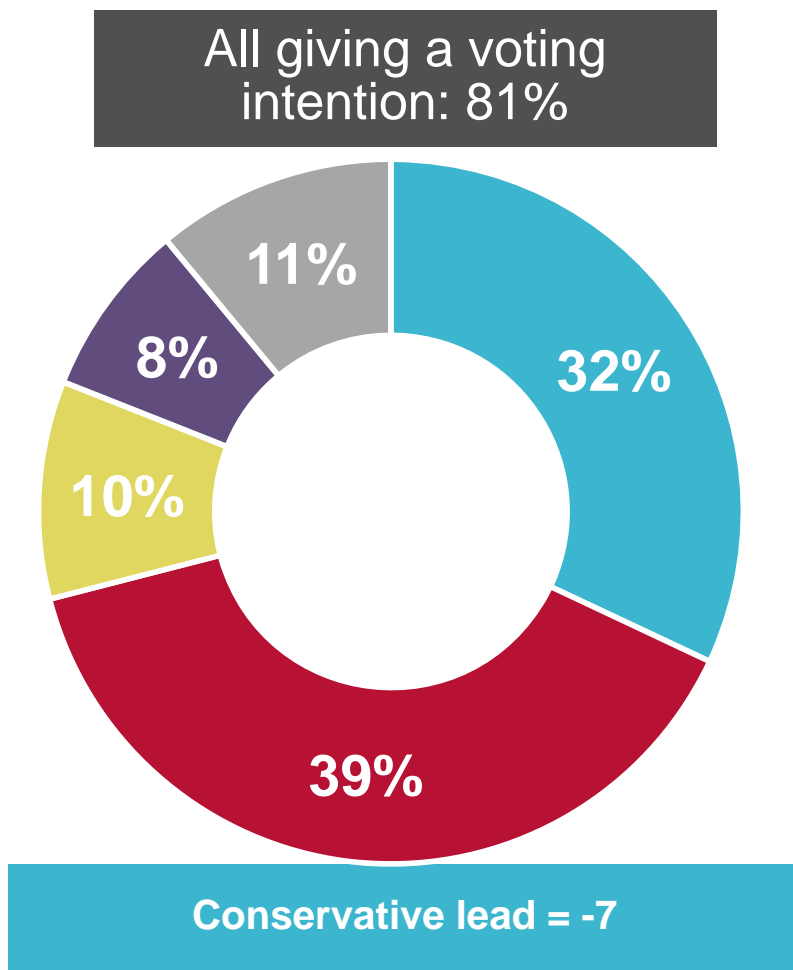
Voting Intentions



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

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

- Labour
- Conservative
- Lib Dem
- UKIP
- Other

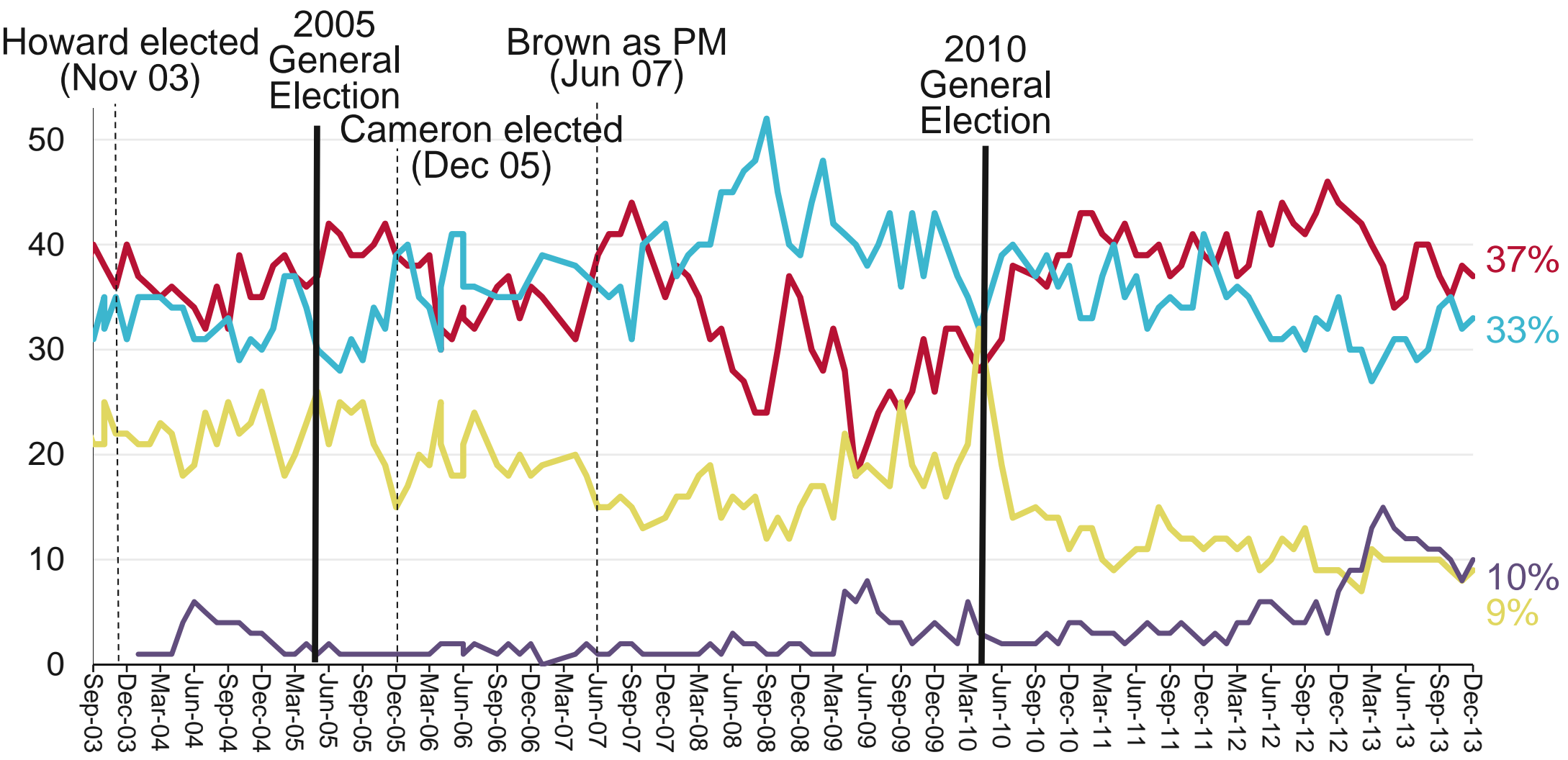


Base 1,011 British adults 18+, 7th -9th December 2013, all certain to vote = 578

Source: Ipsos MORI Political Monitor

Voting Intentions September '03 – December '13 (all certain to vote)

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

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?

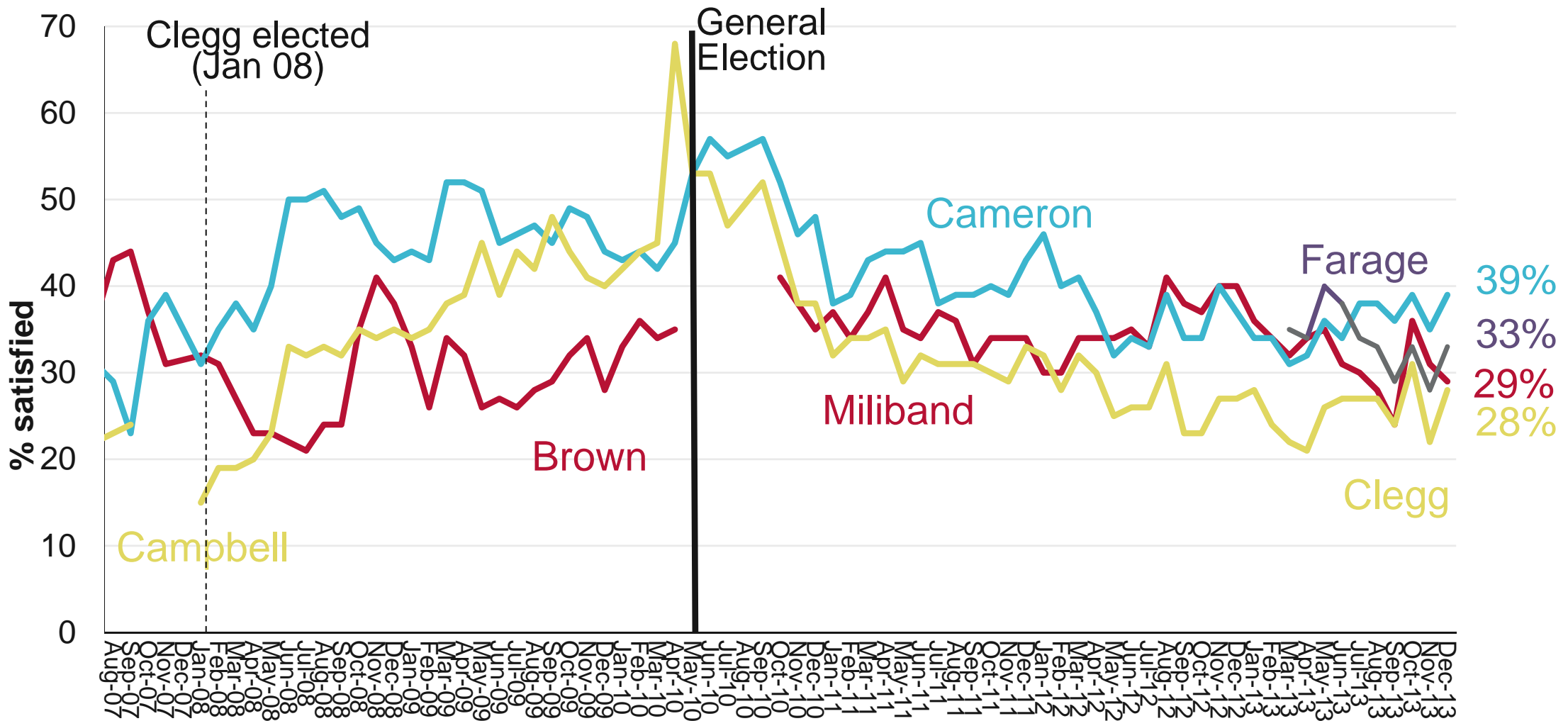


Base: 1,011 British adults 18+, 7th - 9th December 2013. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders August '07 – December '13

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

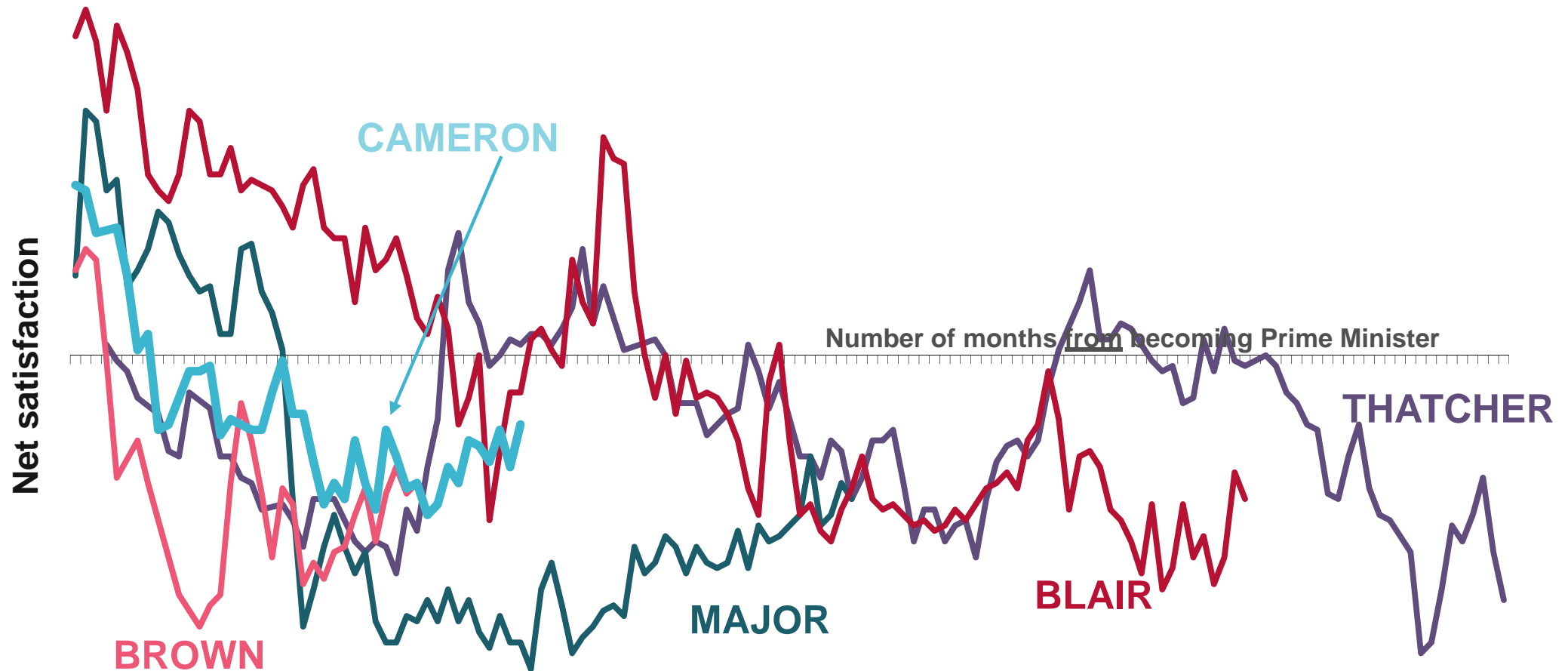


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

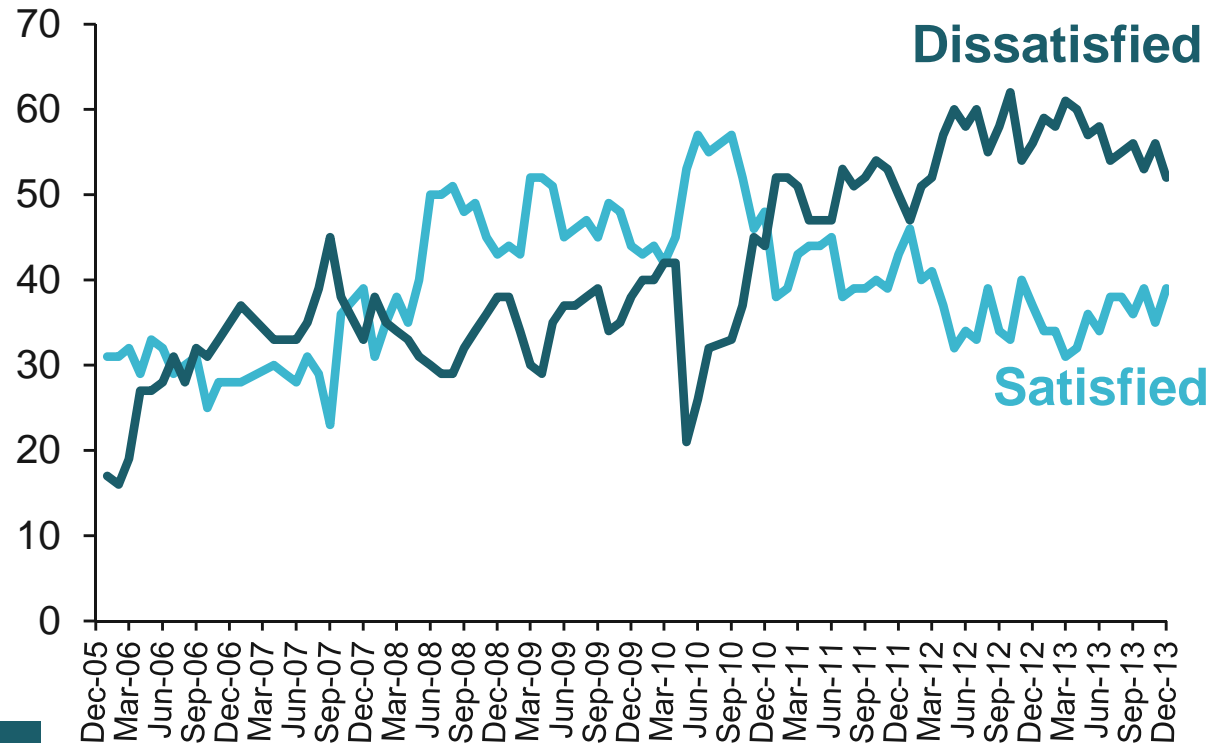
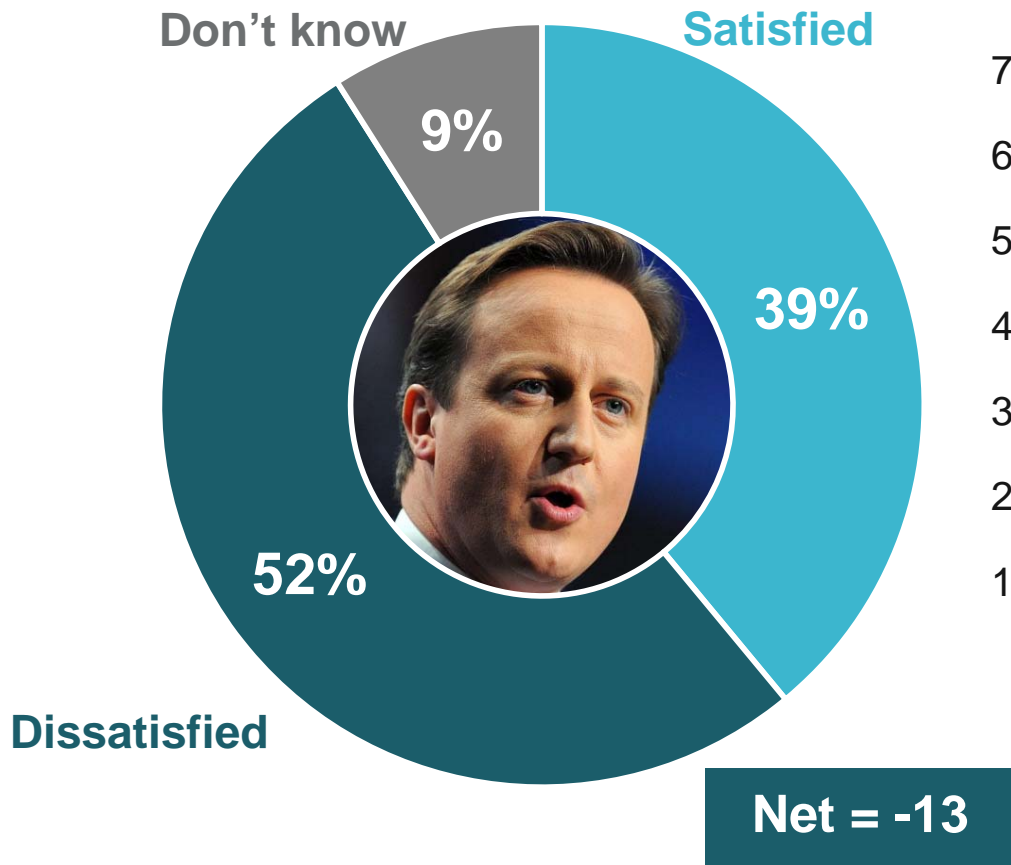
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

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

December 2013

January 2006 – December 2013



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

Base 1,011 British adults 18+, 7th – 9th December 2013

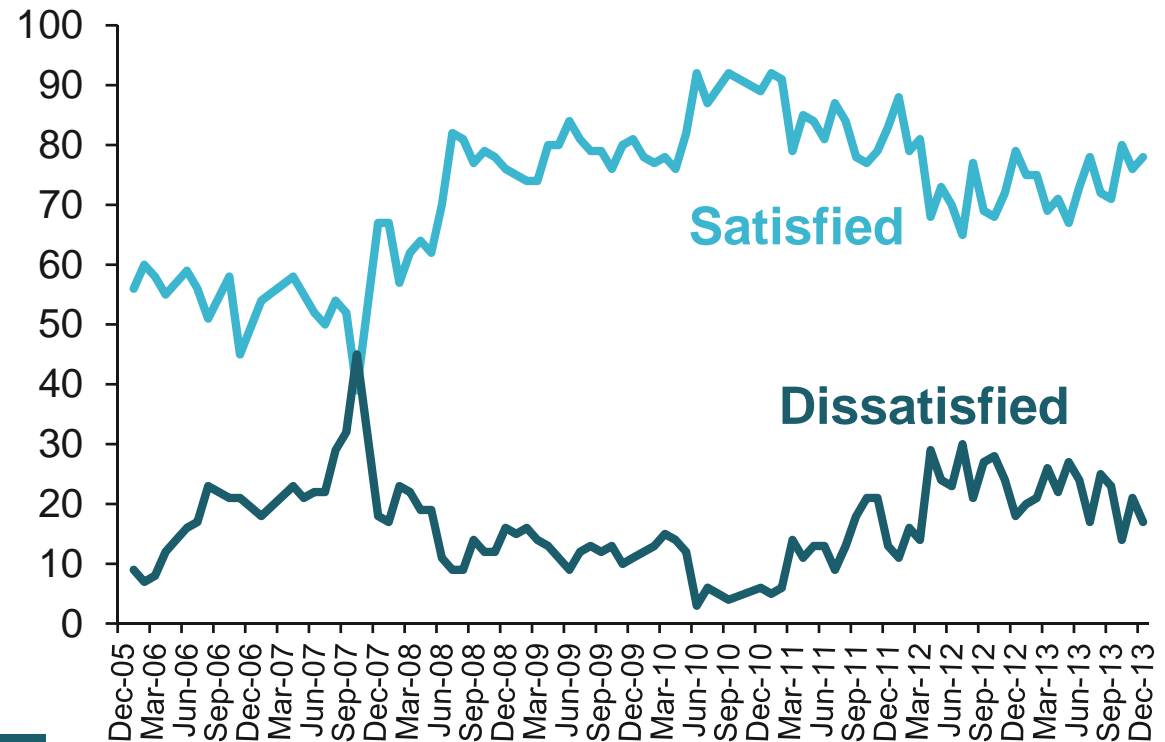
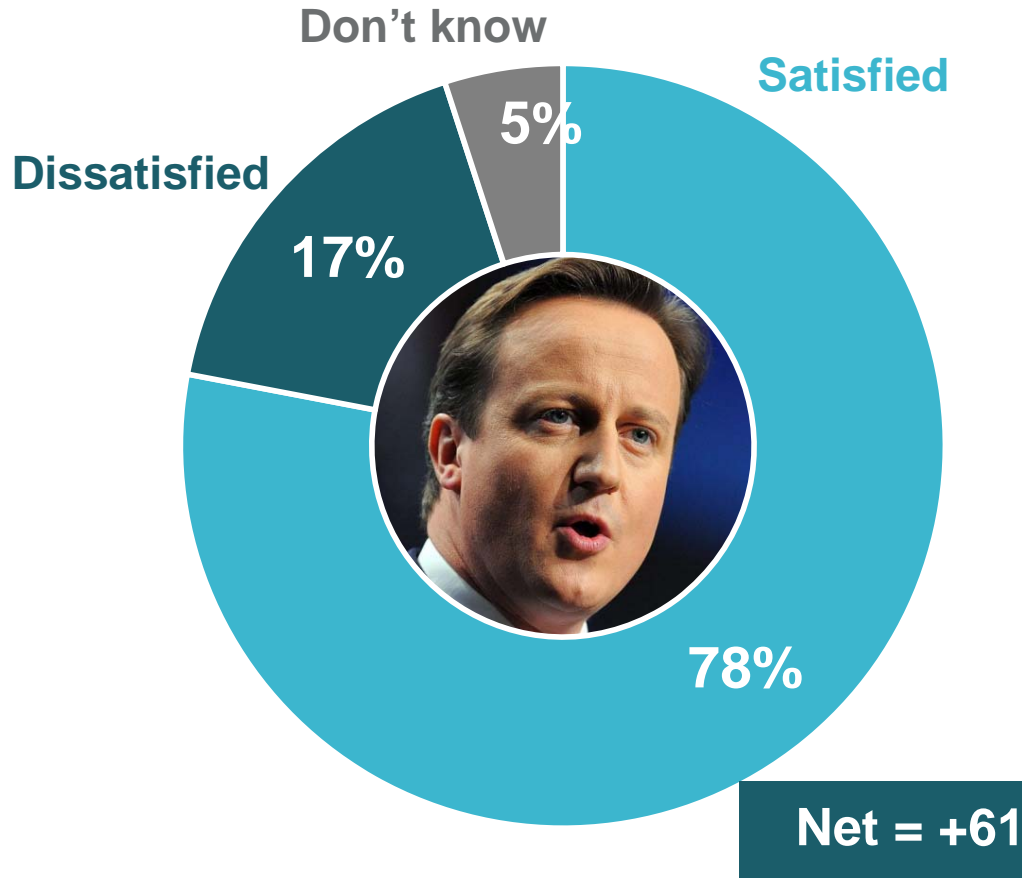
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

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

December 2013

January 2006 – December 2013



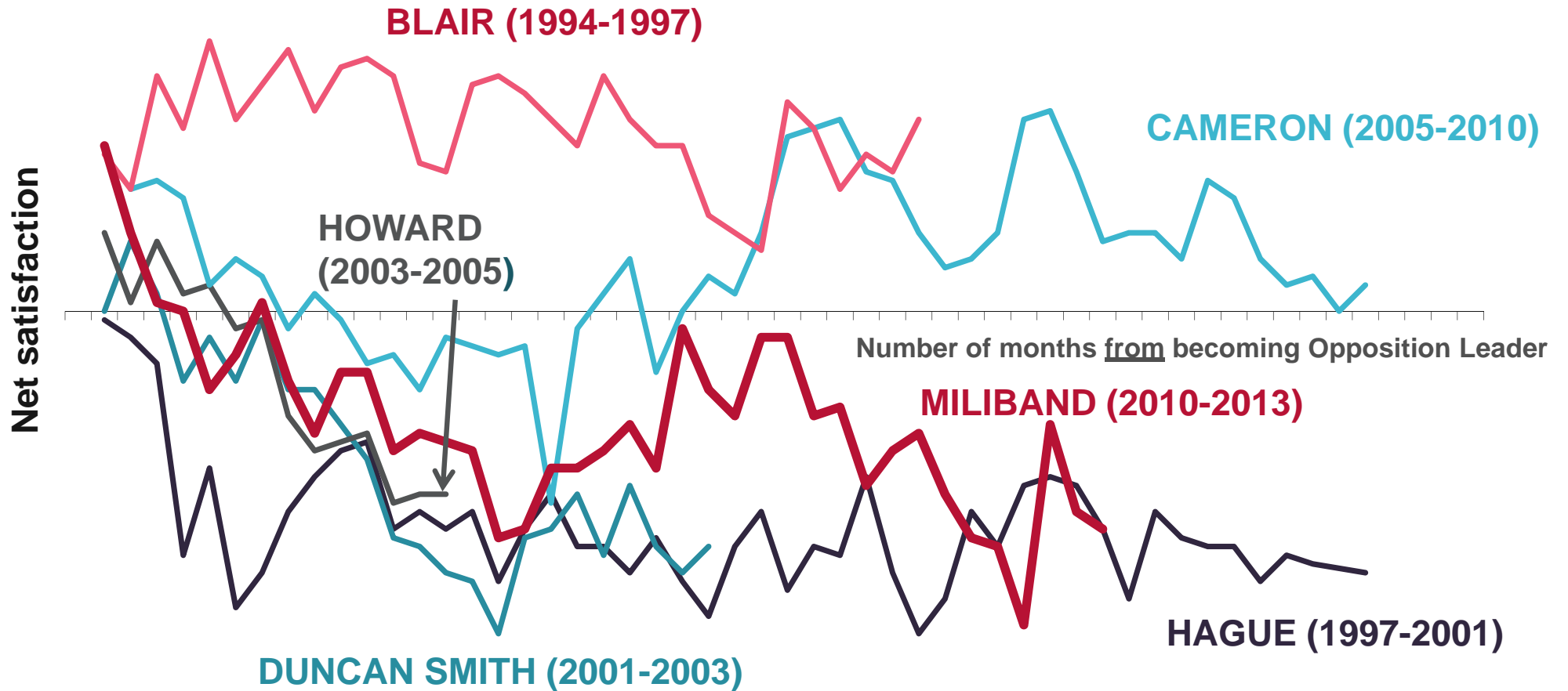
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: 249 Conservative supporters 18+, 7th -9th December 2013

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2013)

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

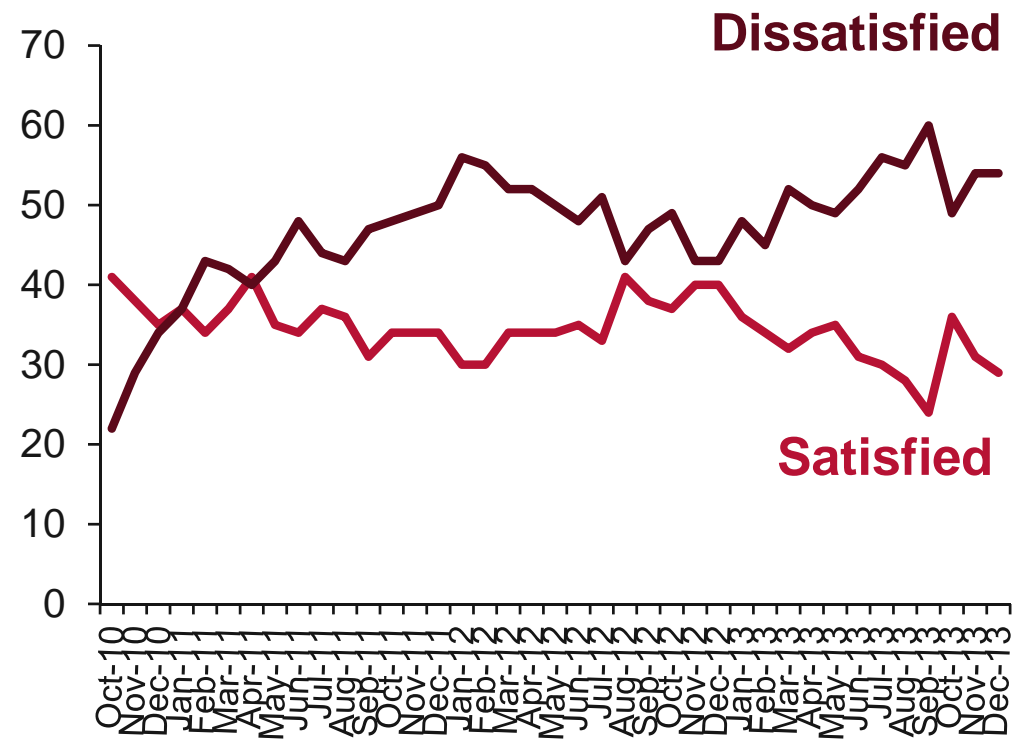
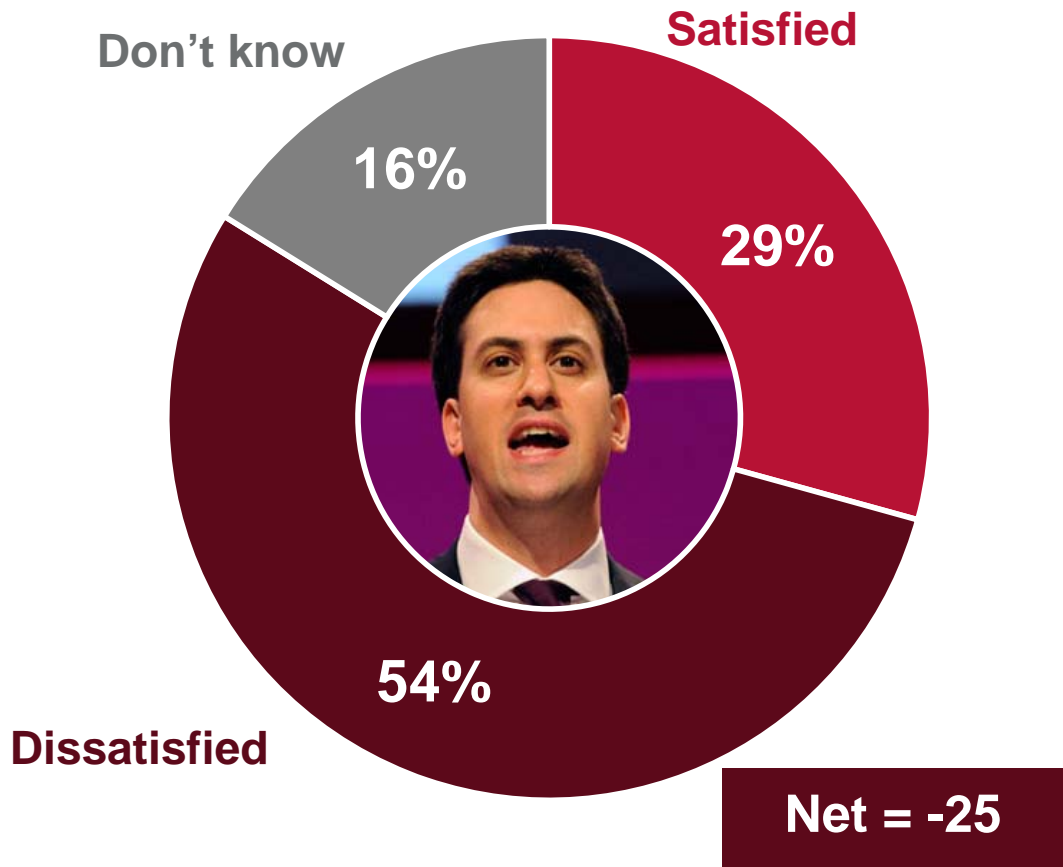
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

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

December 2013

October 2010 – December 2013



Base: 1,011 British adults 18+, 7th-9th December 2013

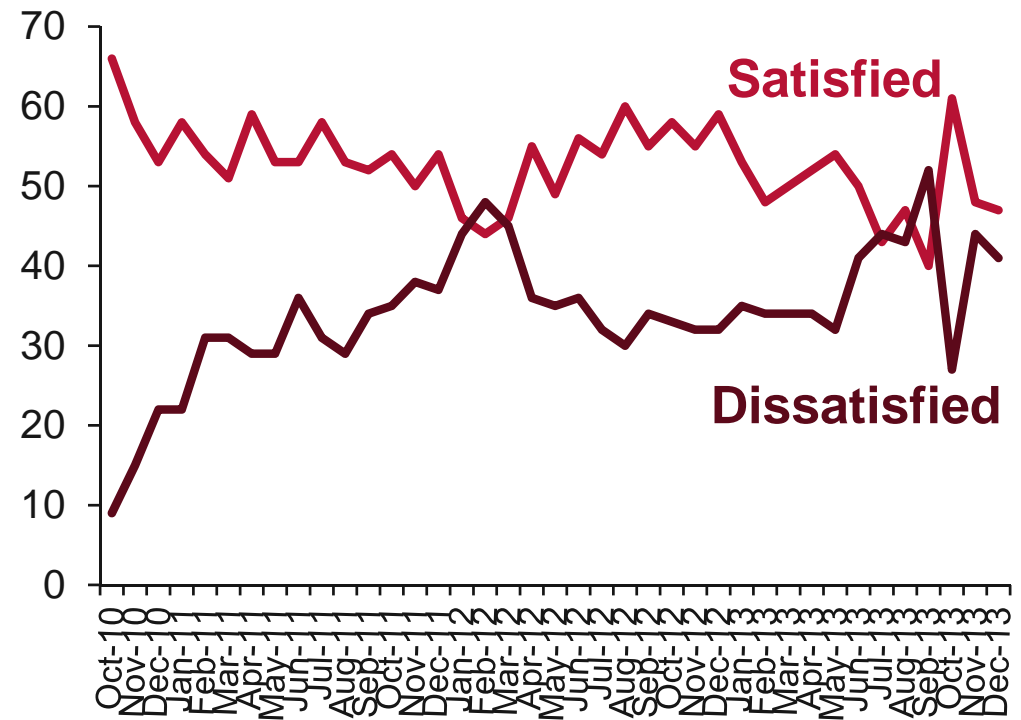
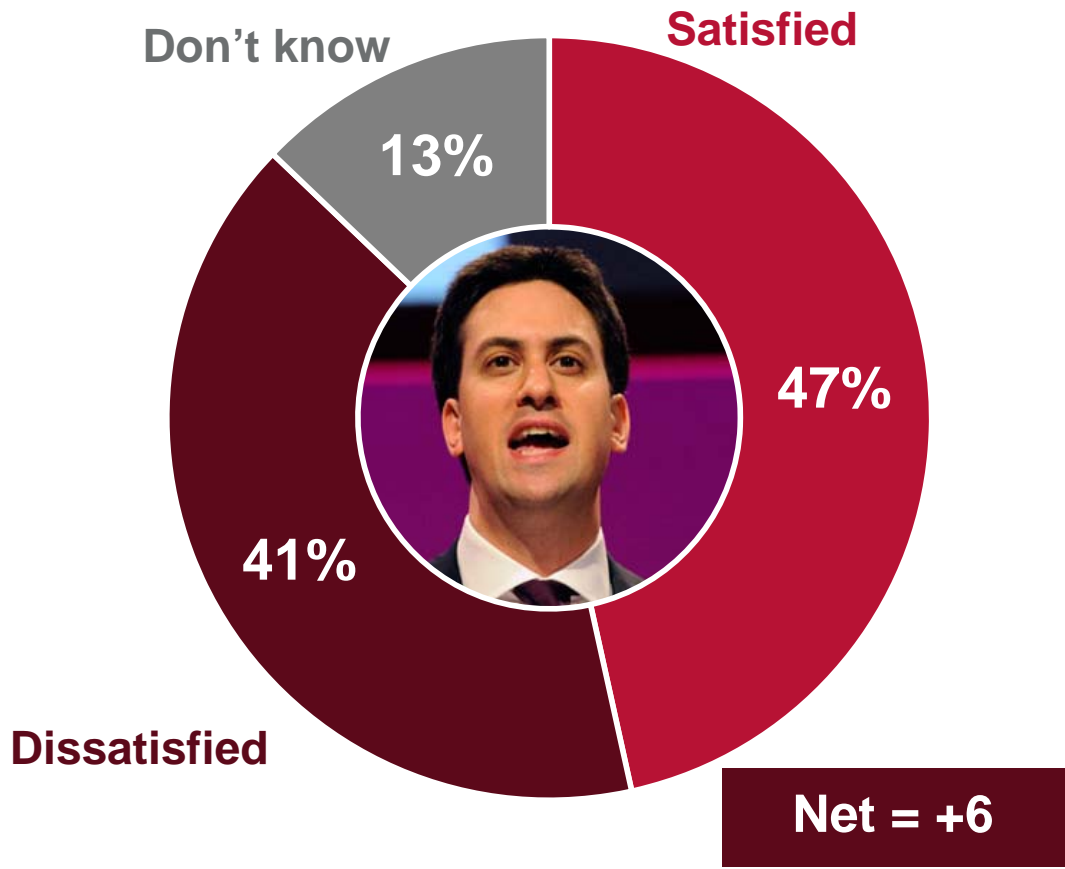
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

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

December 2013

October 2010 – December 2013



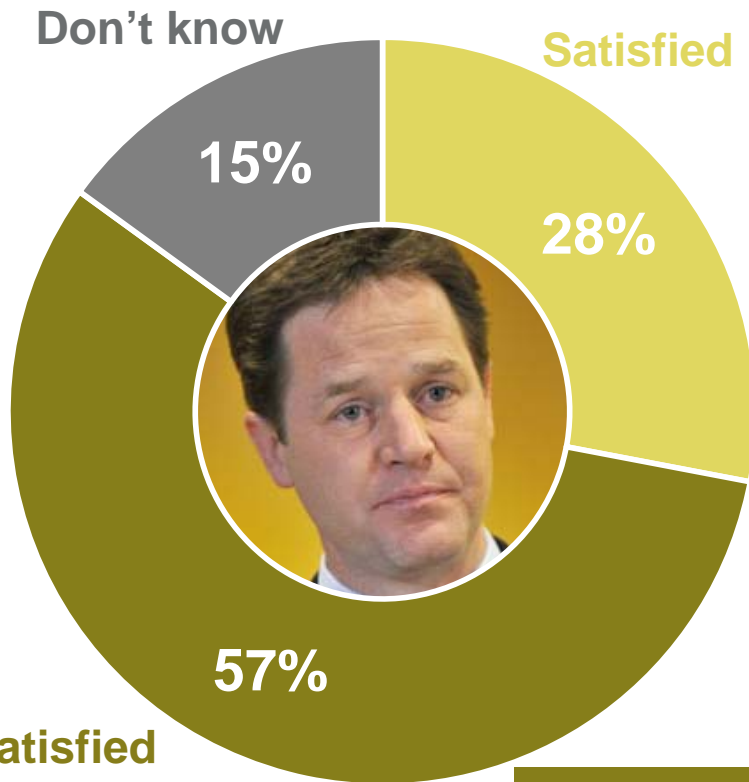
Base: 327 Labour supporters 18+, 7th – 9th December 2013

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

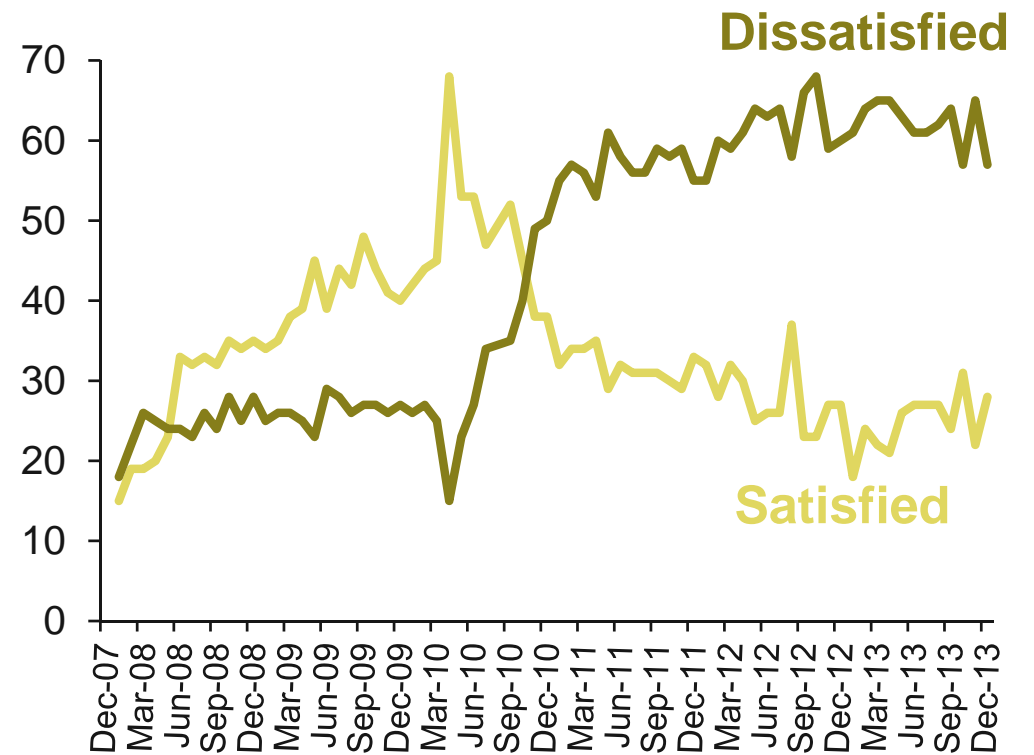
Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/ as Deputy Prime Minister?

December 2013



Net = -29

January 2008 – December 2013



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

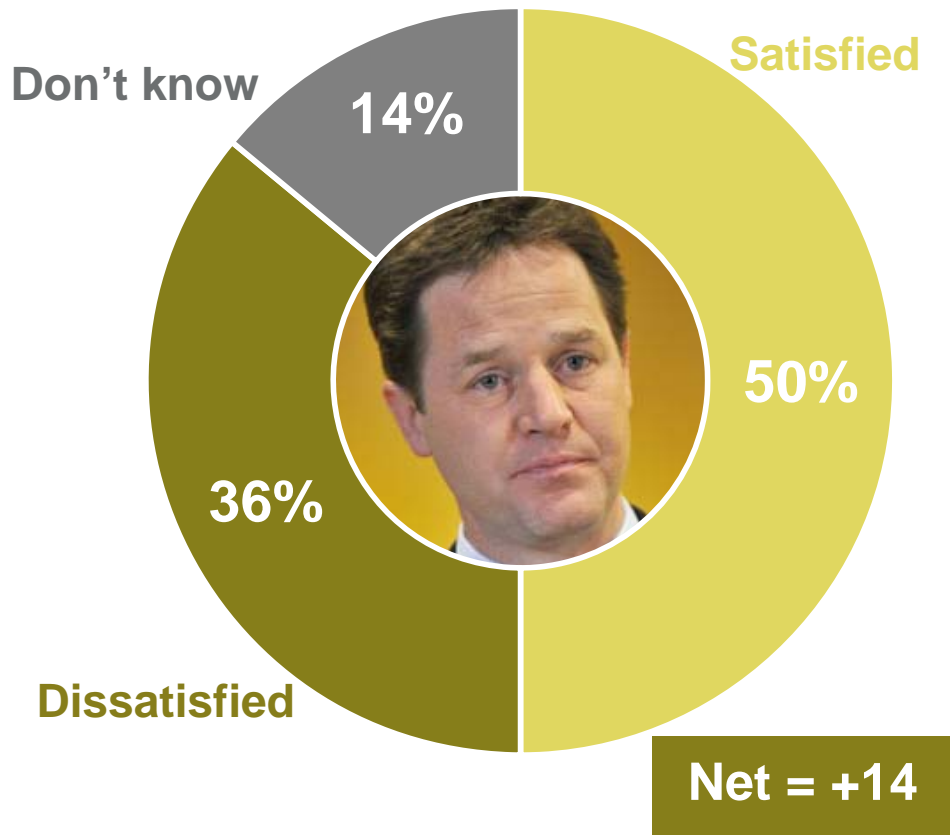
Base: 1,011 British adults 18+, 7th-9th December 2013

Source: Ipsos MORI Political Monitor

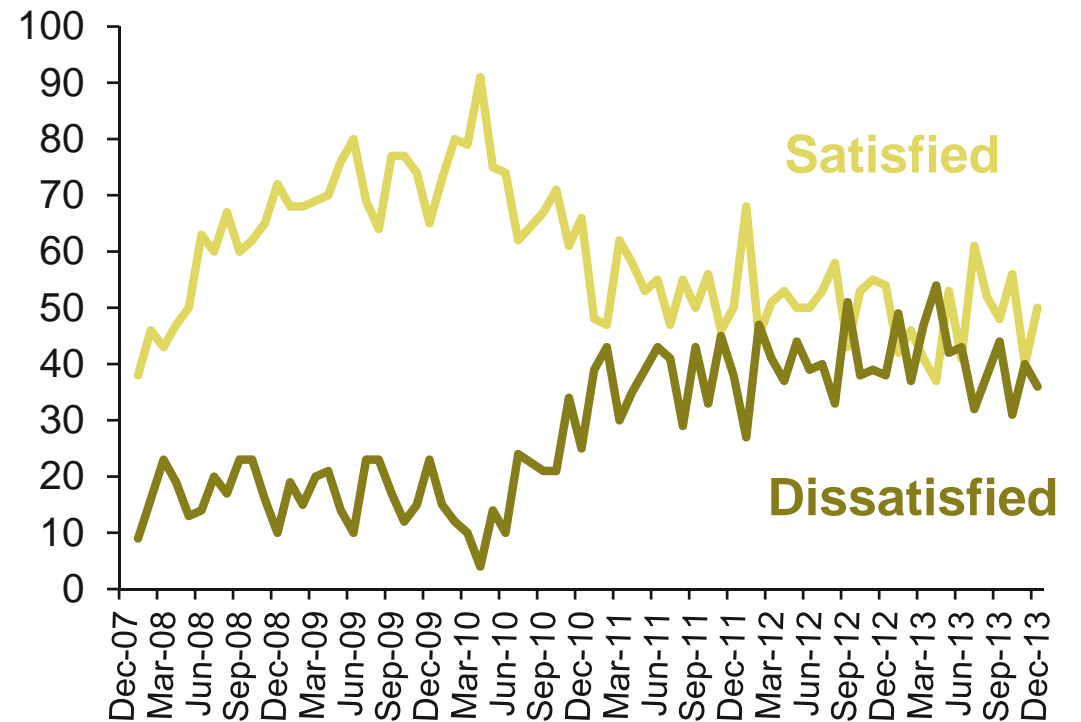
Nick Clegg (satisfaction among Lib Dem supporters)

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

December 2013



January 2008 – December 2013



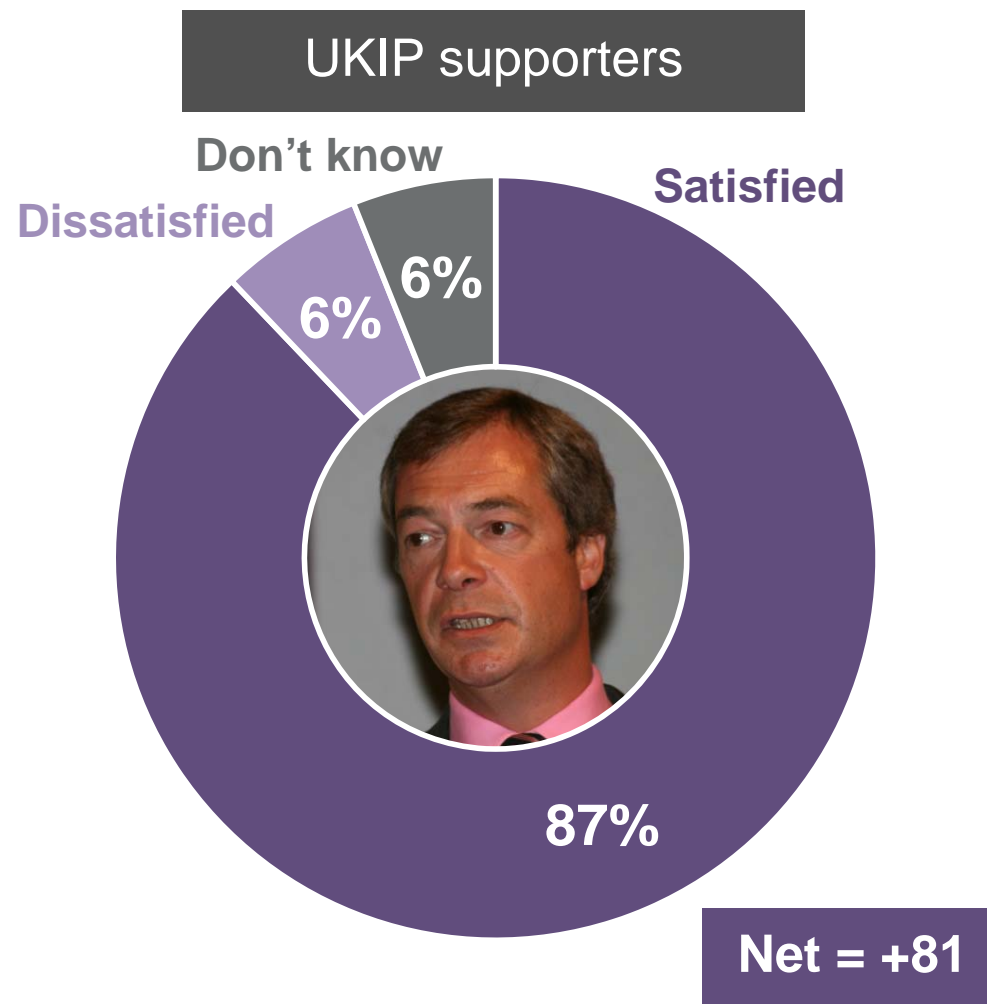
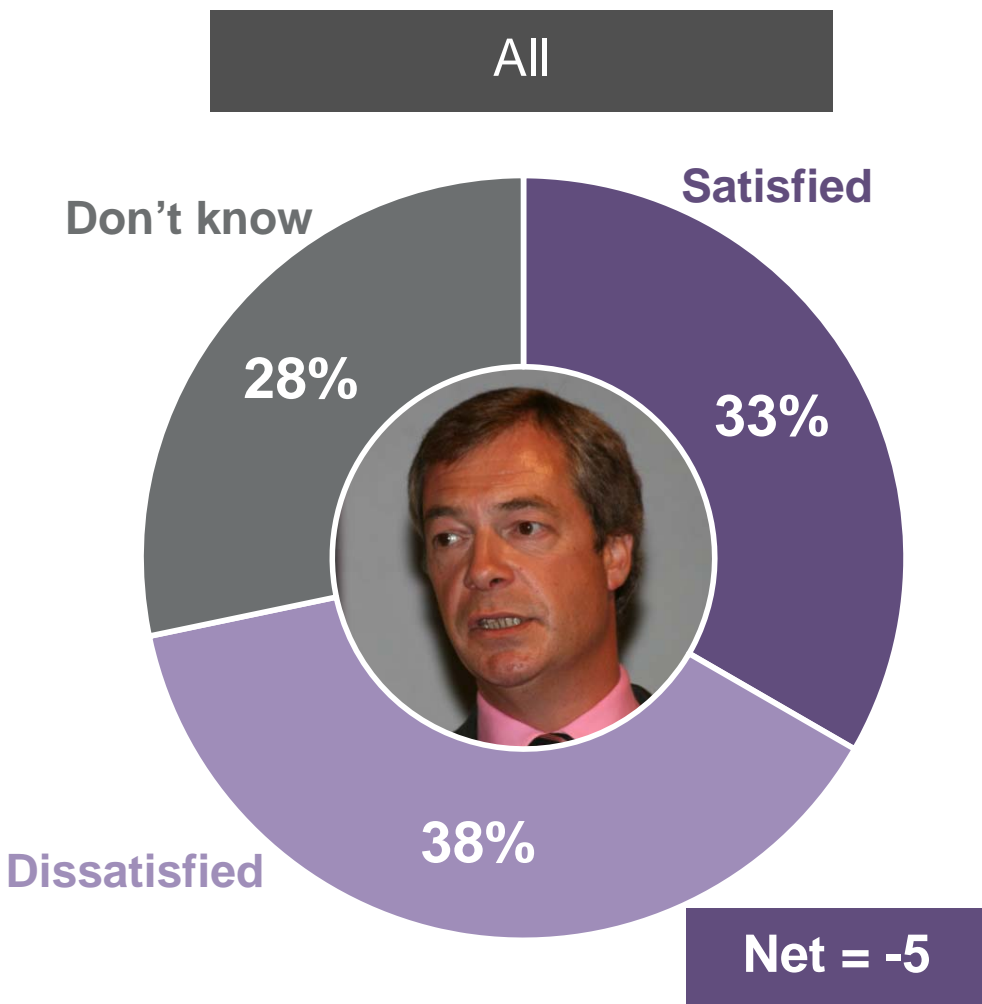
Note: Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Base: 84 Liberal Democrat supporters 18+, 7th-9th December 2013. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

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



Base: 1,011 British adults 18+, 62 UKIP supporters, 7th-9th December 2013. N.B. small base size indicative only

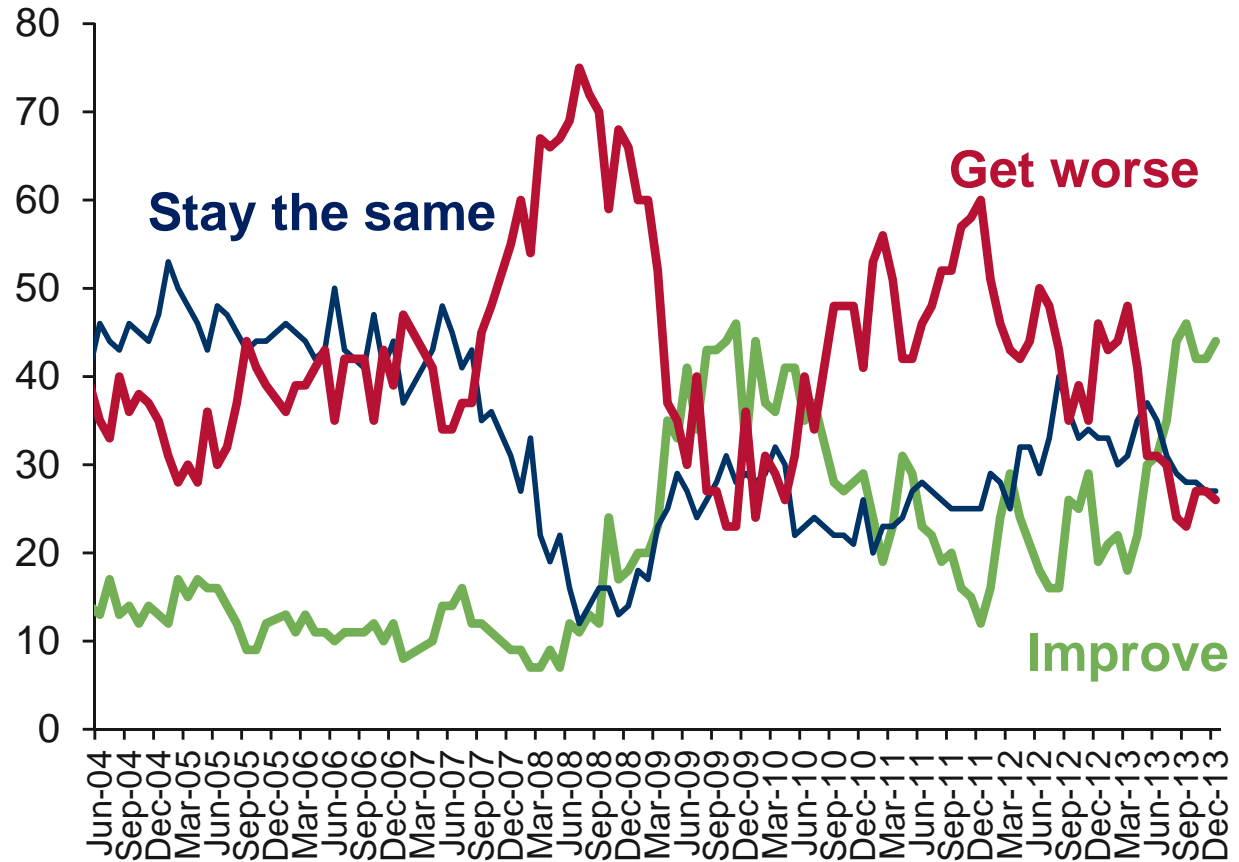
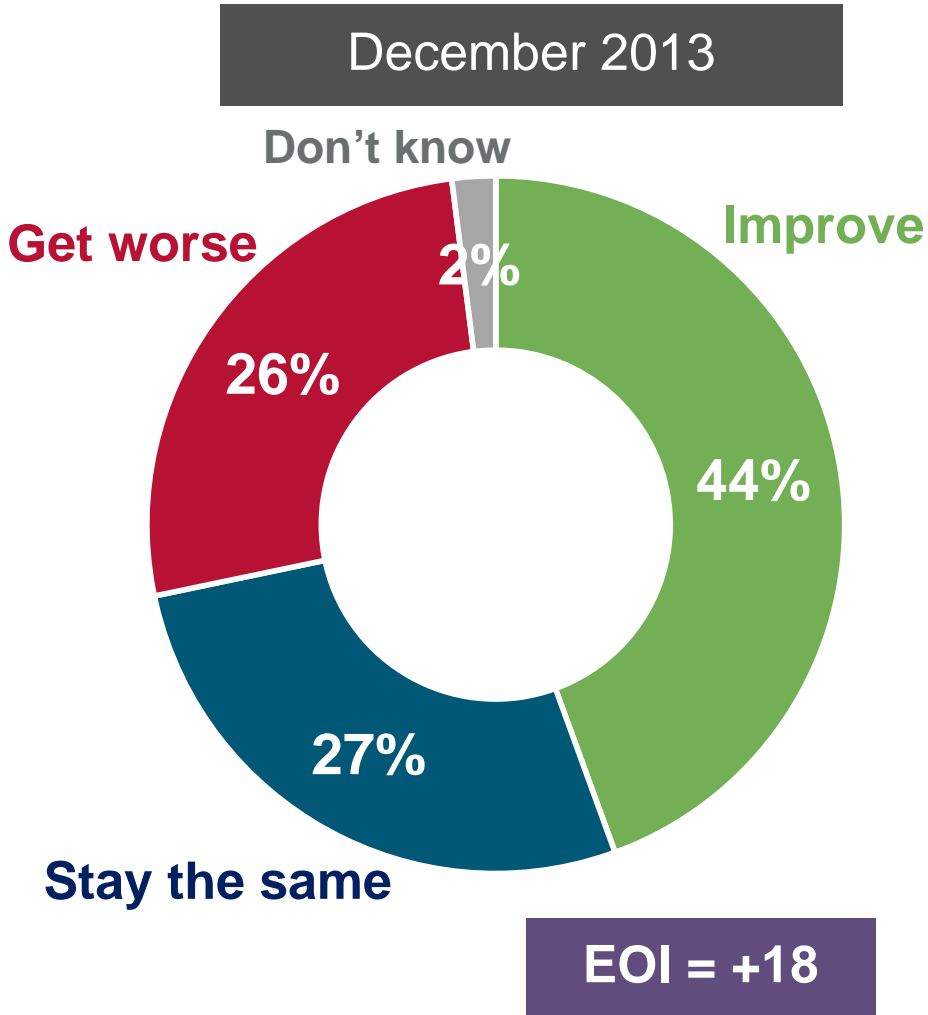
Source: Ipsos MORI Political Monitor

The economy



Economic Optimism Index

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

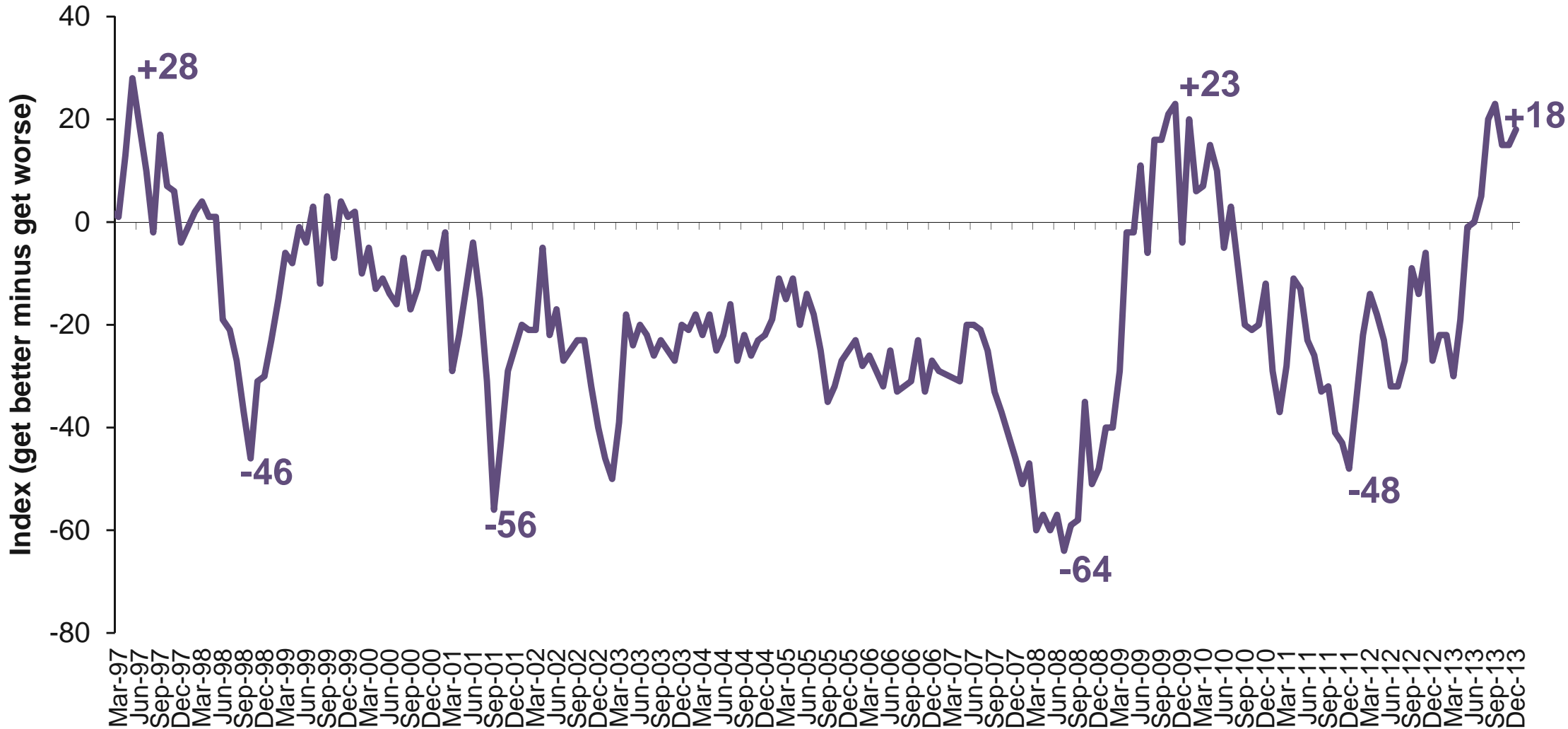


Base: 1,011 British adults 18+, 7th – 9th December 2013

Source: Ipsos MORI Political Monitor

The Ipsos MORI Economic Optimism Index

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

Ed Balls, George Osborne & Boris Johnson: policies and personalities



Perceptions of Balls, Osborne & Johnson and their policies

Which of these statements comes closest to your views of Chancellor, George Osborne/ Shadow Chancellor, Ed Balls/ London Mayor, Boris Johnson?

	Ed Balls	George Osborne	Boris Johnson
	%	%	%
I like him and I like his policies	16	19	39
I like him but I do not like his policies	11	8	20
I do not like him but I like his policies	10	17	5
I do not like him and I do not like his policies	41	37	18
Don't know	22	19	18
Total like him	27	27	59
Total do not like him	51	54	23
Total like his policies	26	36	44
Total do not like his policies	52	45	38

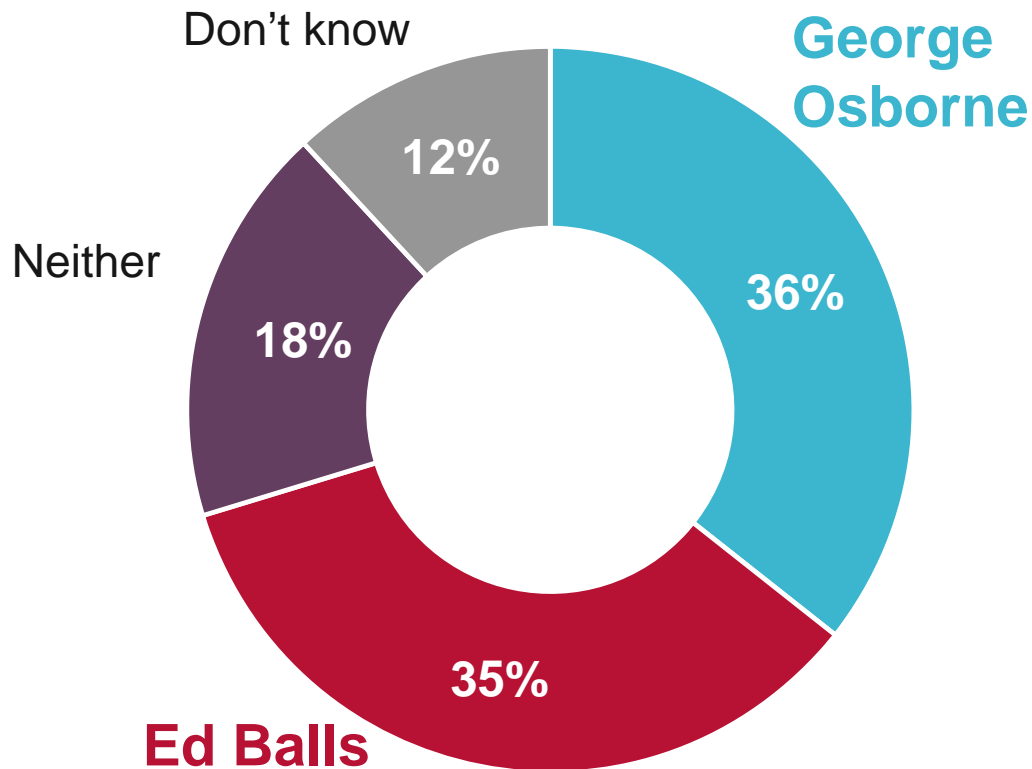
Base: 1,011 British adults 18+, 7th – 9th December 2013

Source: Ipsos MORI Political Monitor

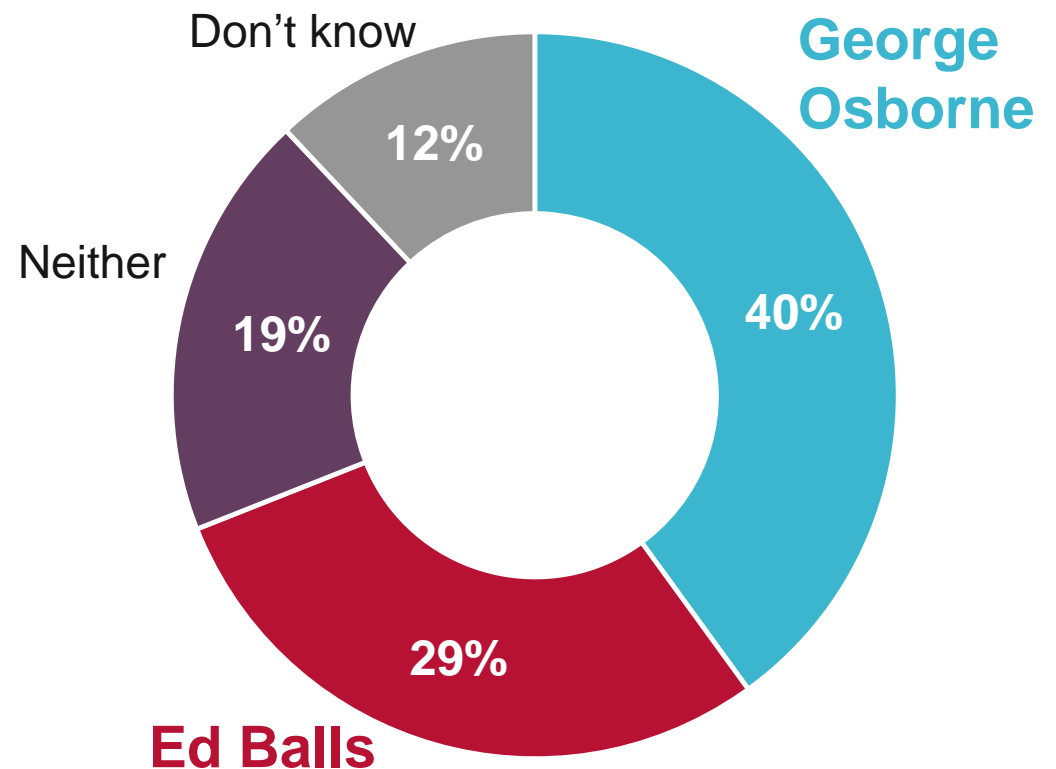
Osborne vs. Balls: most capable Chancellor

Who do you think would make the most capable Chancellor, the Conservatives' George Osborne or Labour's Ed Balls?

August 2013



December 2013

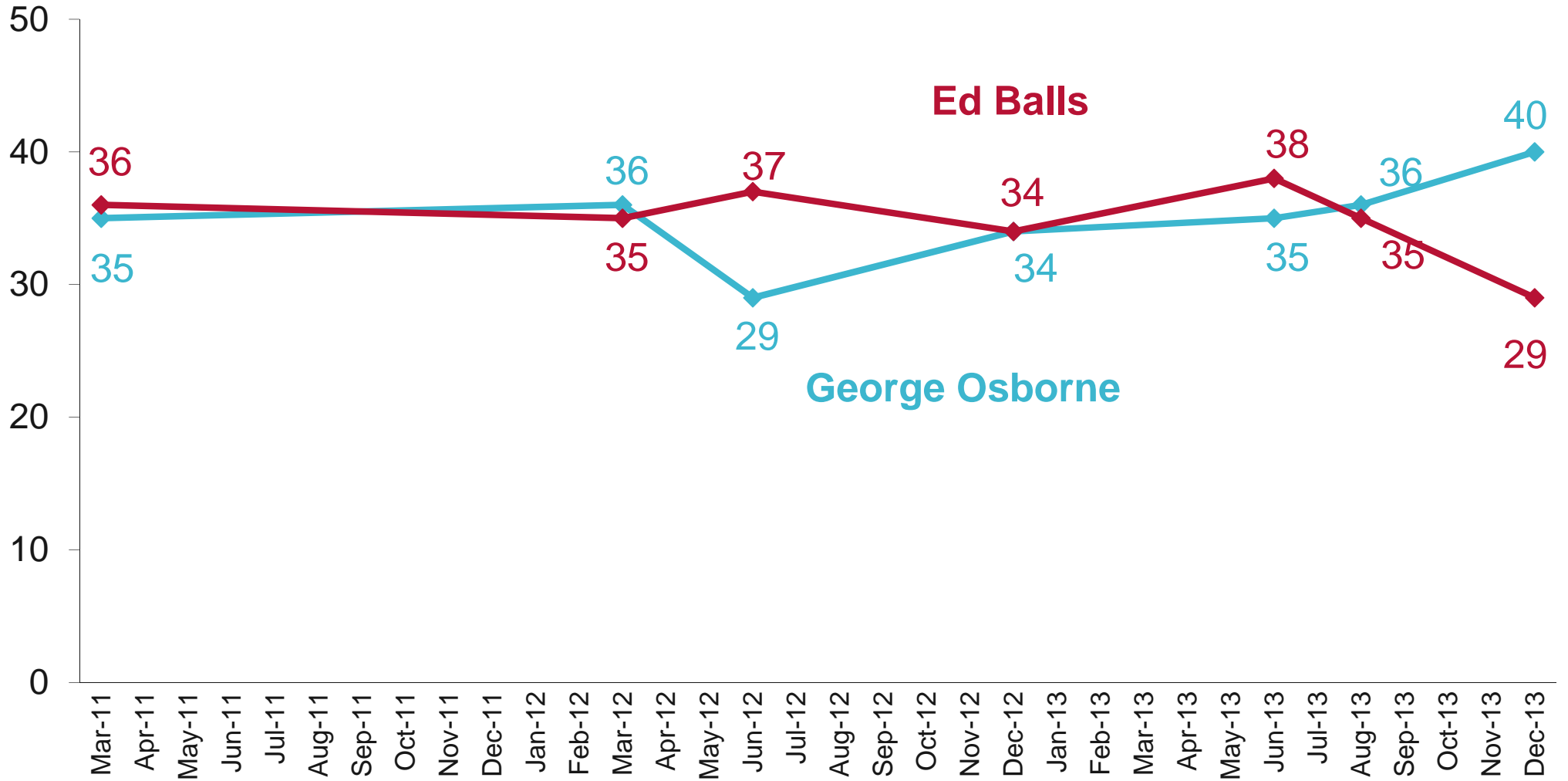


Base: 1,007 British adults 18+, 10th -12th August 2013, 1,011 British adults 18+, 7th – 9th December 2013

Source: Ipsos MORI Political Monitor

Most capable Chancellor - trend

Who do you think would make the most capable Chancellor, the Conservatives' George Osborne or Labour's Ed Balls?



Base: c. 1,000 British adults each time

Source: Ipsos MORI Political Monitor