



# POLITICAL MONITOR

March 2014

**Ipsos MORI**

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**POLITICAL  
MONITOR**

**Ipsos**

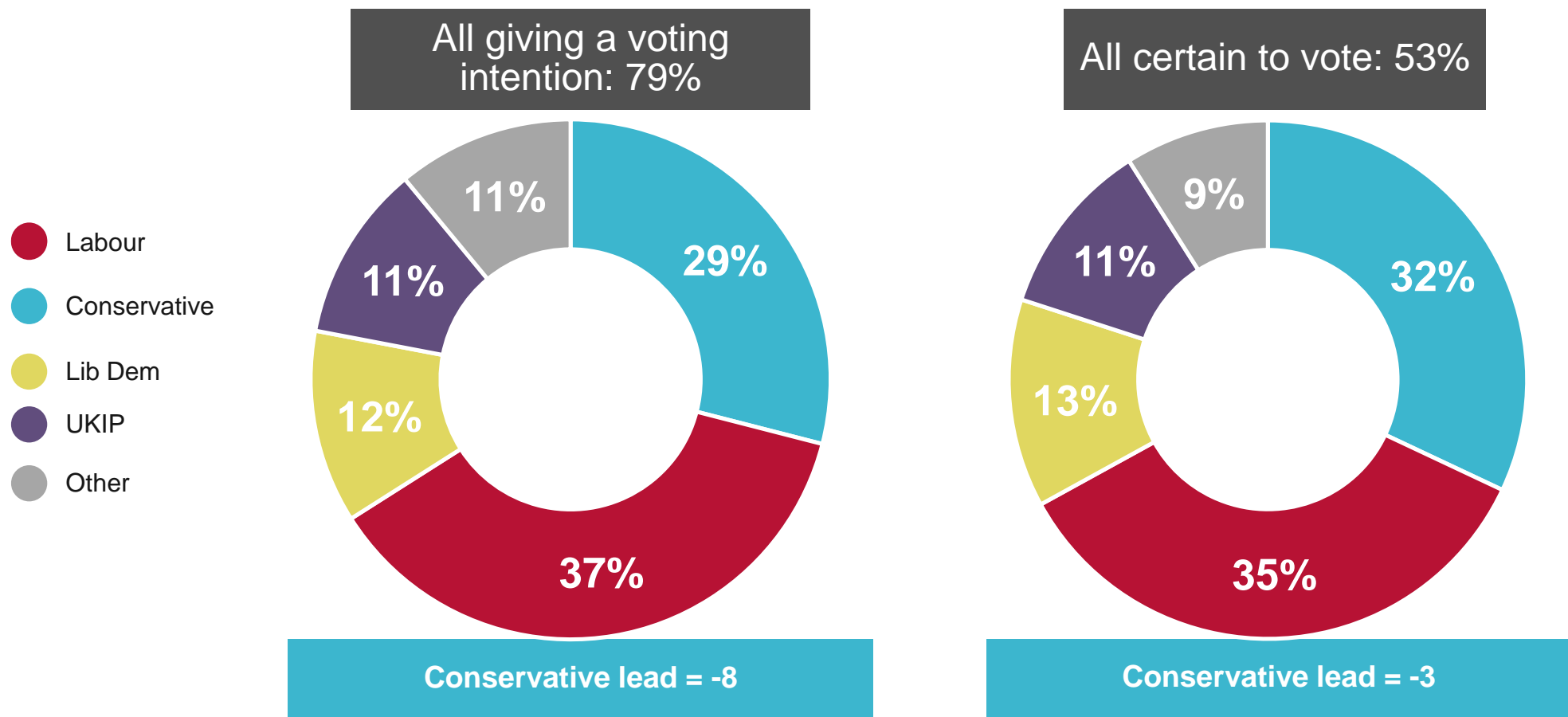
# Voting Intentions



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

3

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



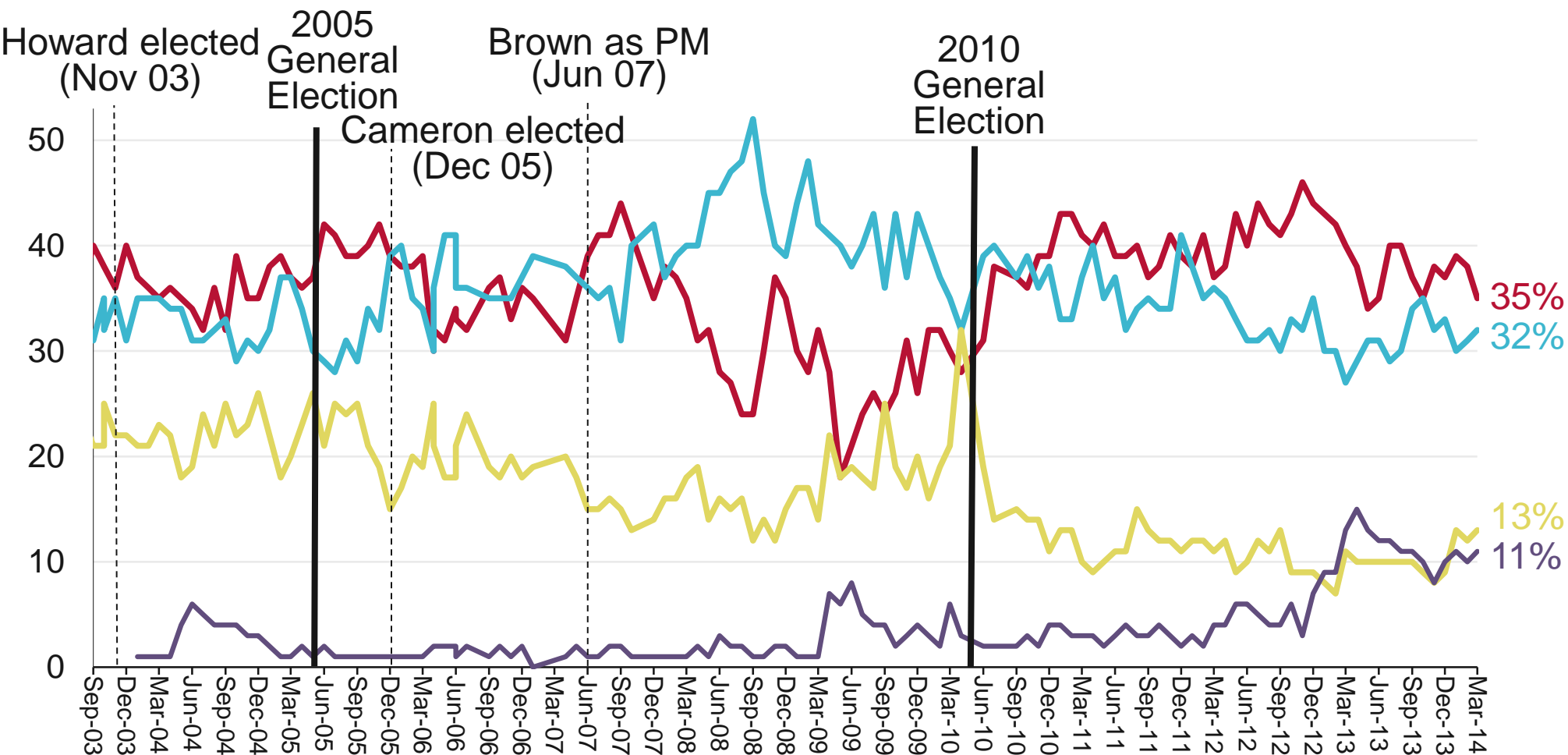
Base: 1,000 British adults 18+, 8<sup>th</sup> -12<sup>th</sup> March 2014, all certain to vote = 582

Source: Ipsos MORI Political Monitor

# Voting Intentions September '03 – March '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?*

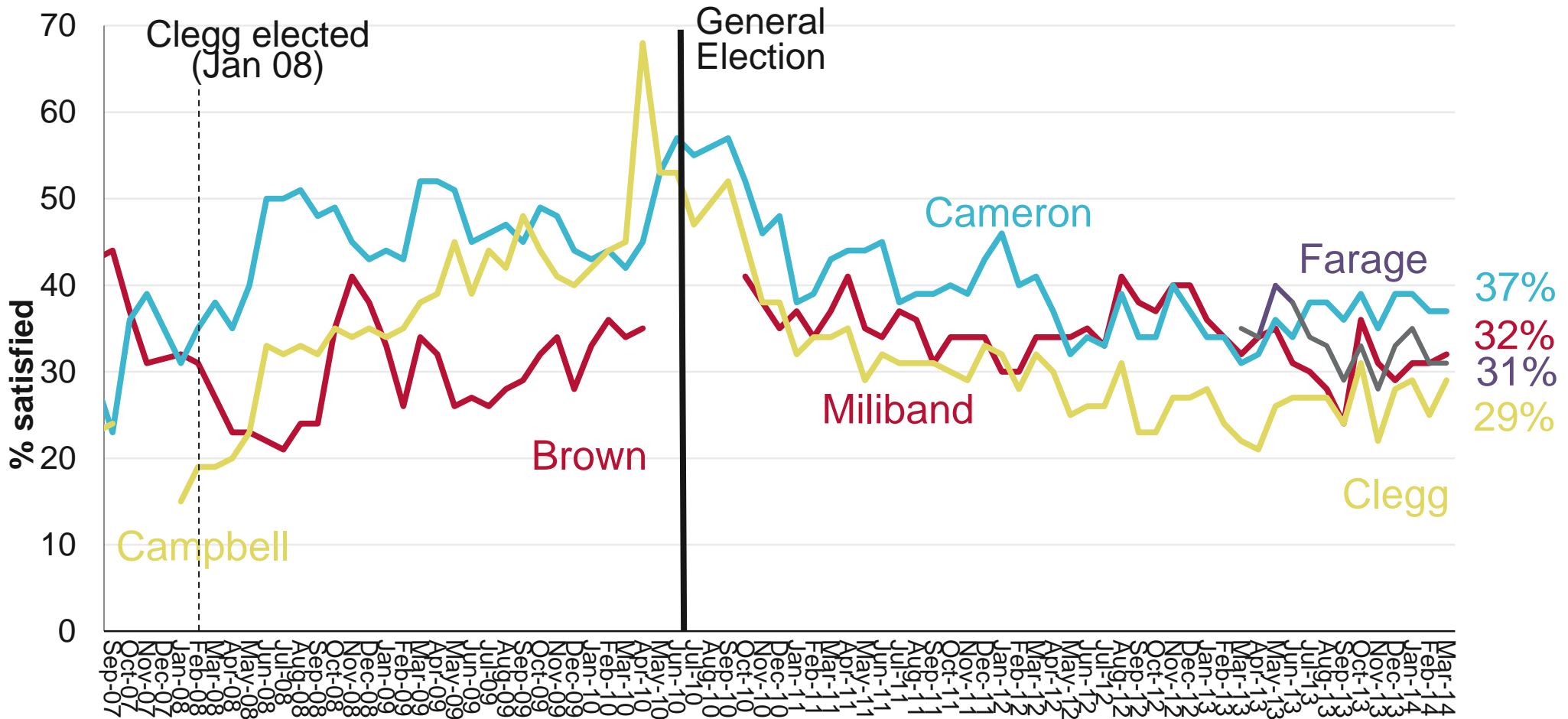


Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders September '07 – March '14

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



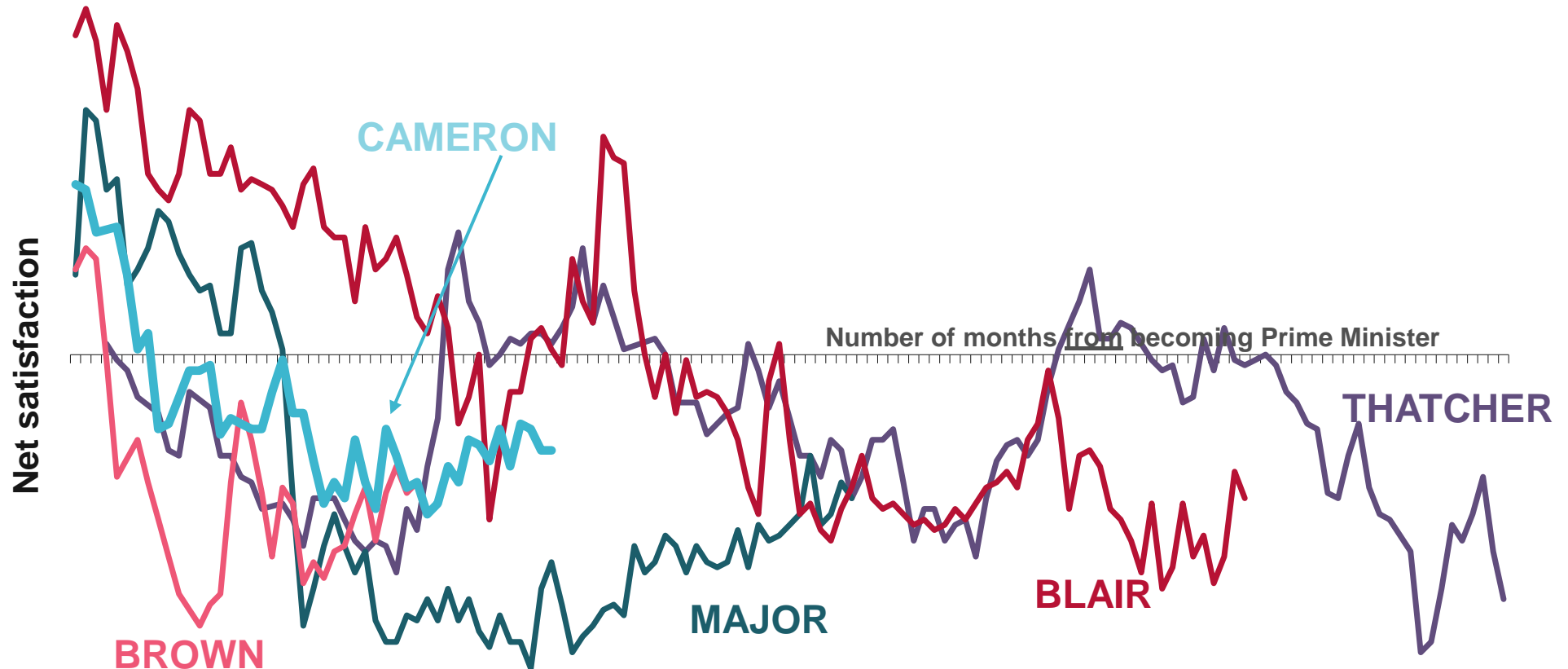
Base: c.1,000 British adults each month

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

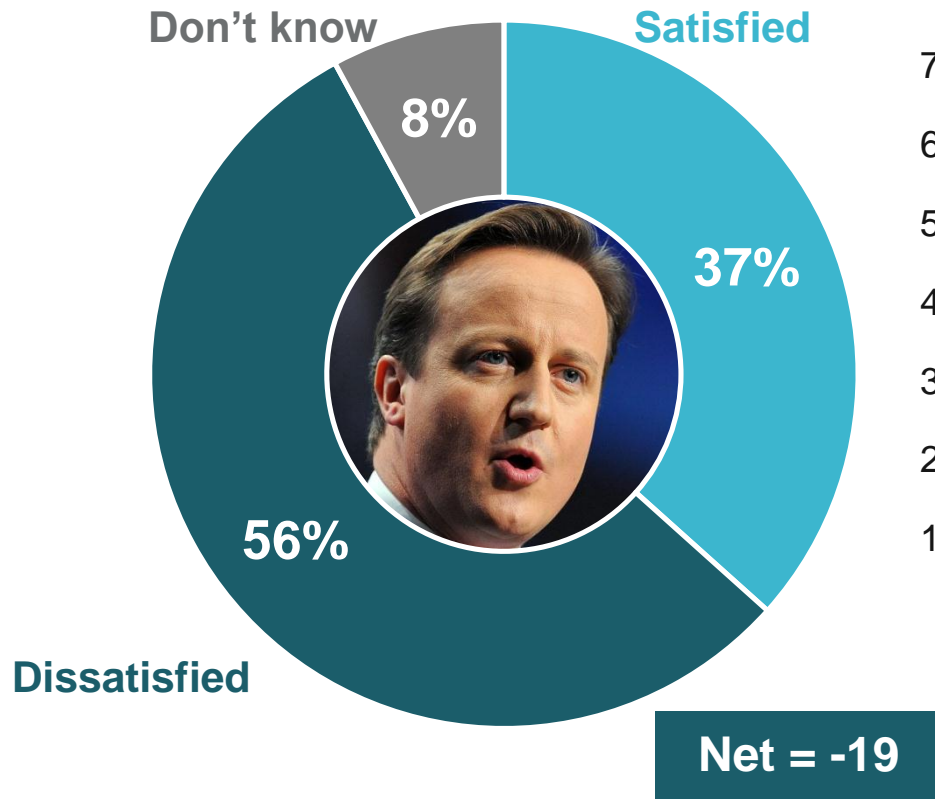


# David Cameron (satisfaction)

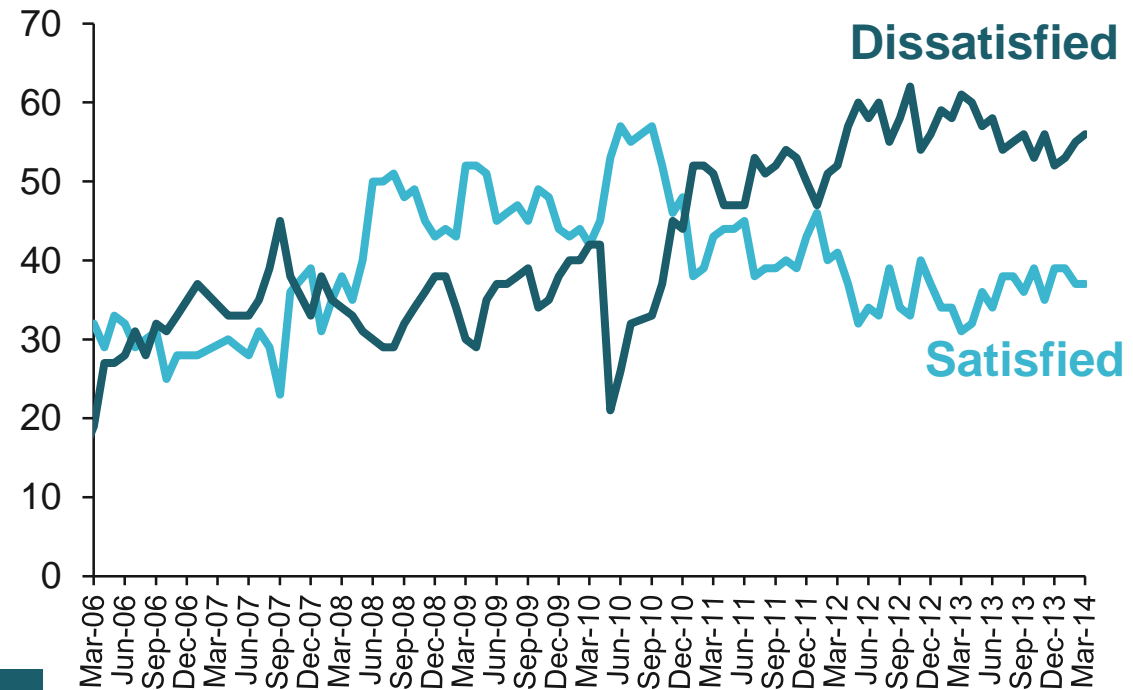
9

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

March 2014



March 2006 – March 2014



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

Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

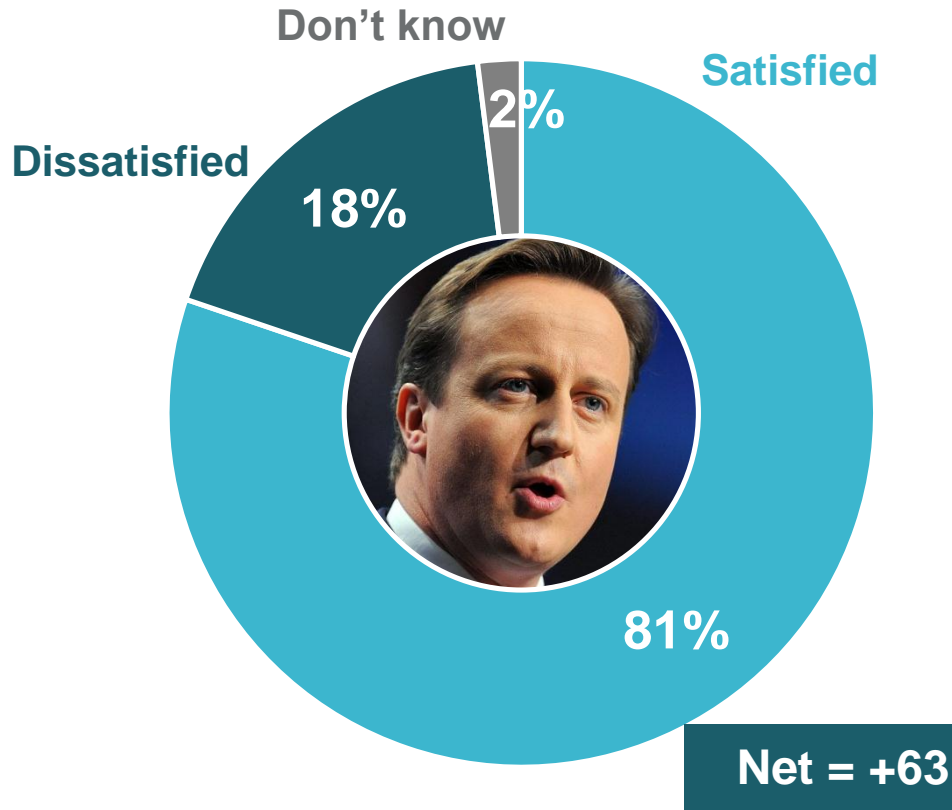
Source: Ipsos MORI Political Monitor

# 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?*

March 2014



March 2006 – March 2014



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

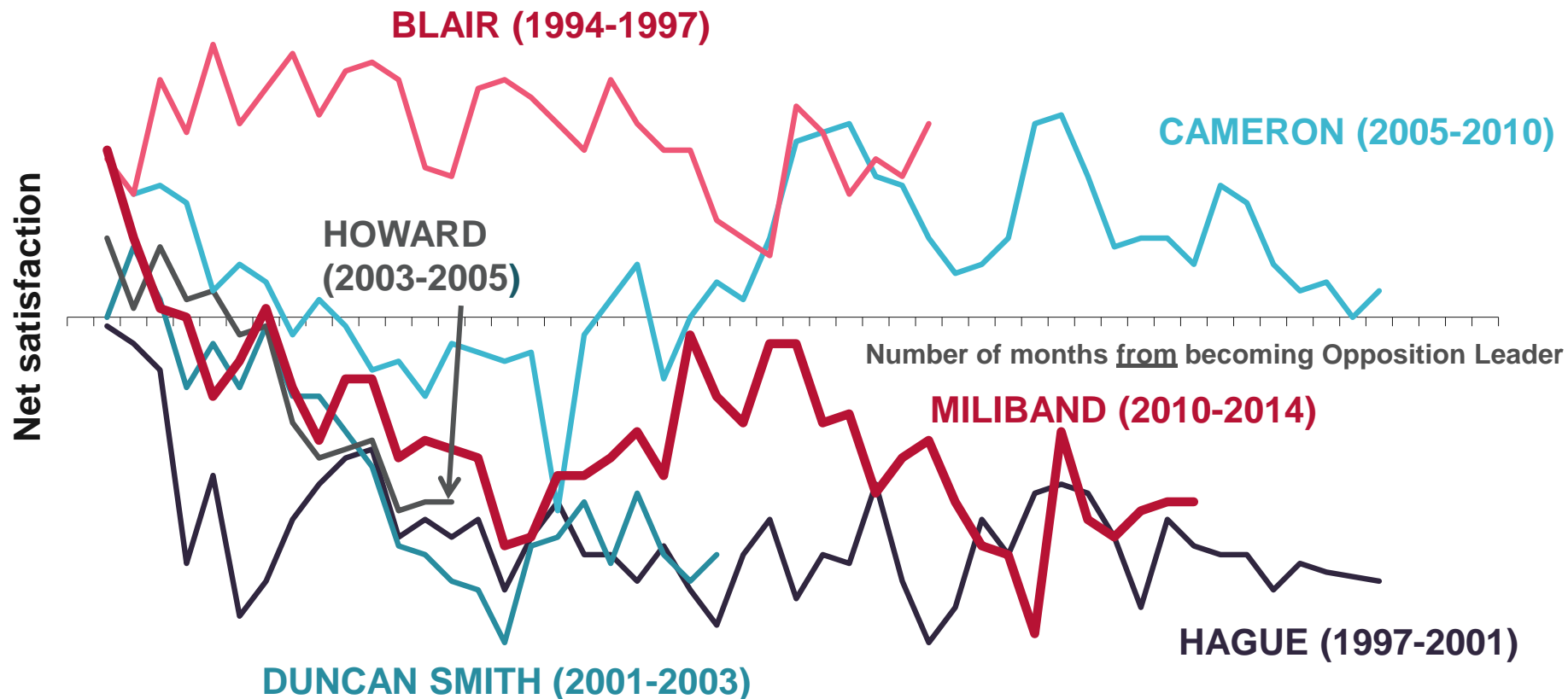
Base: 238 Conservative supporters 18+, 8<sup>th</sup> -12<sup>th</sup> March 2014

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?*



Base: c.1,000 British adults each month

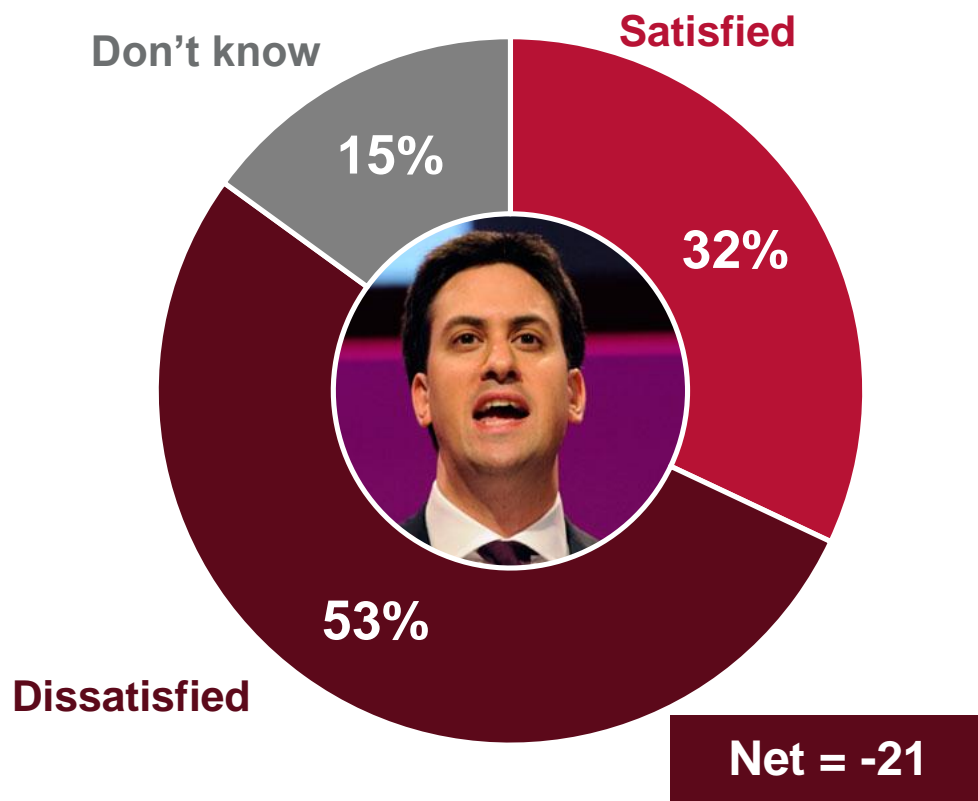
Source: Ipsos MORI Political Monitor

# Ed Miliband (satisfaction)

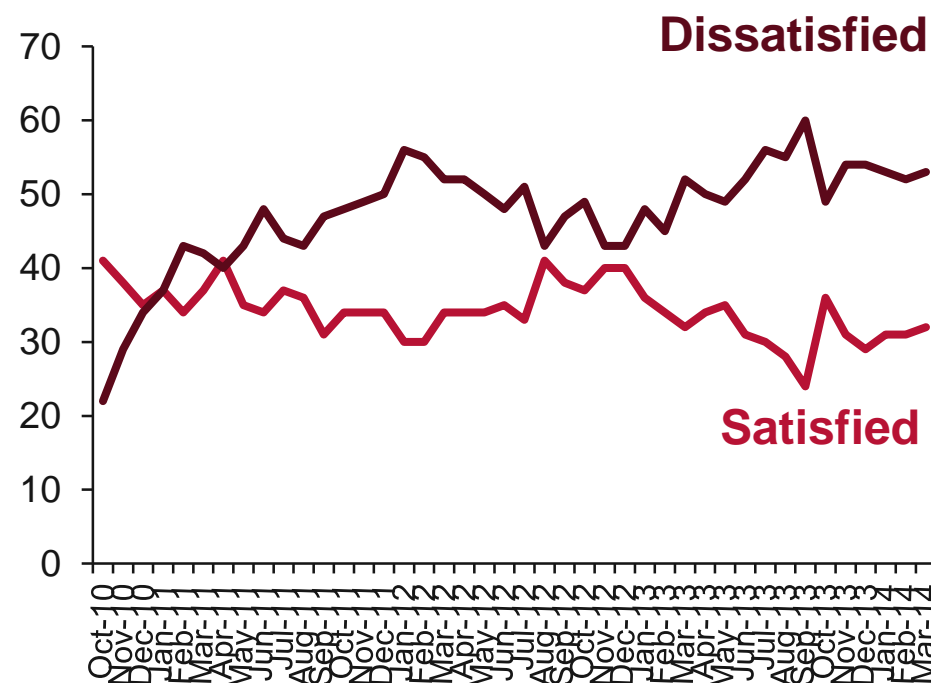
12

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

March 2014



October 2010 – March 2014



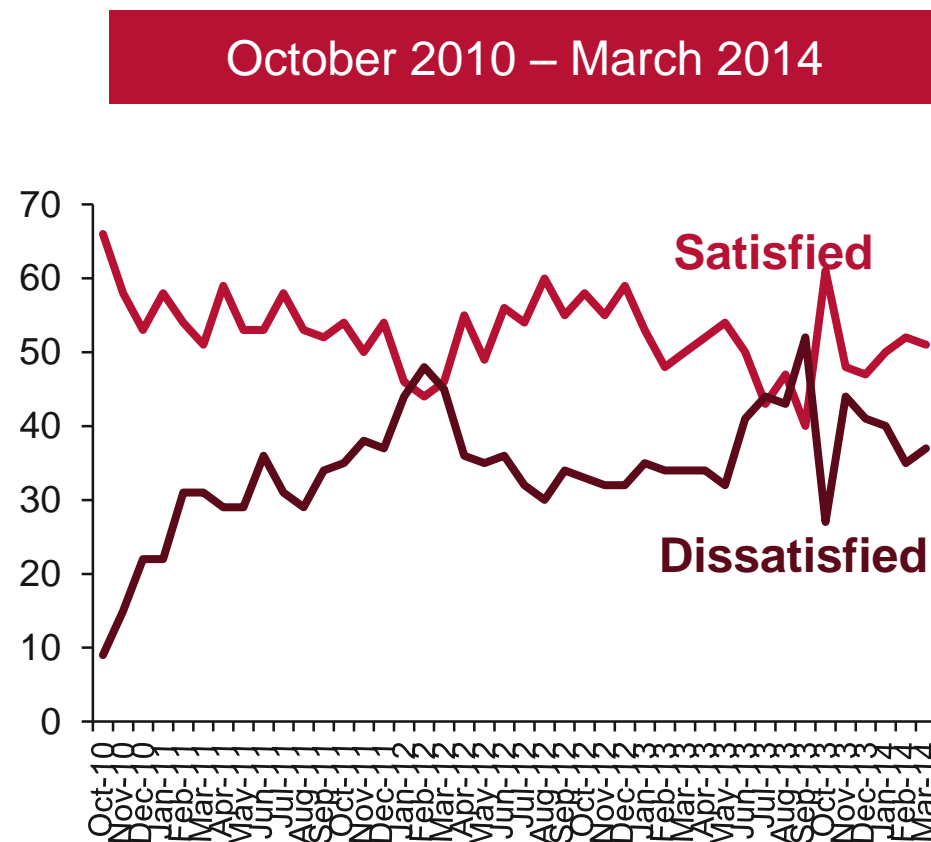
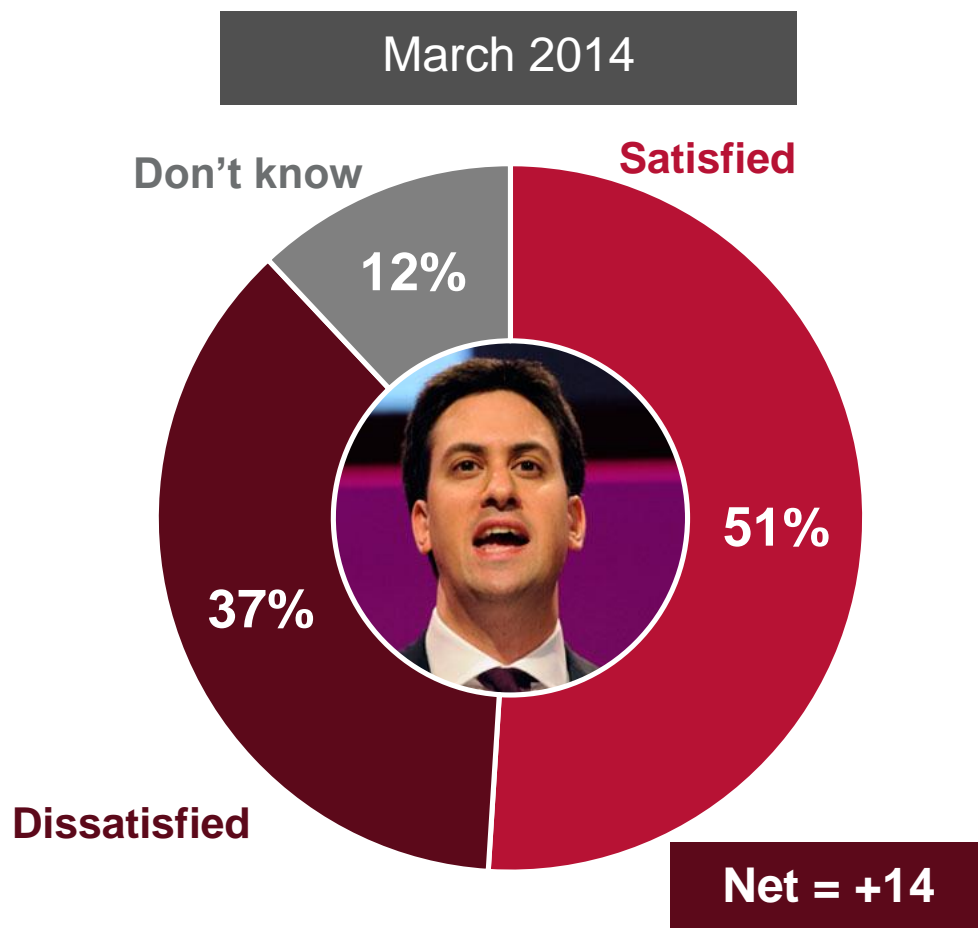
Base: 1,000 British adults 18+, 8<sup>th</sup> -12<sup>th</sup> March 2014

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?*



Base: 285 Labour supporters 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

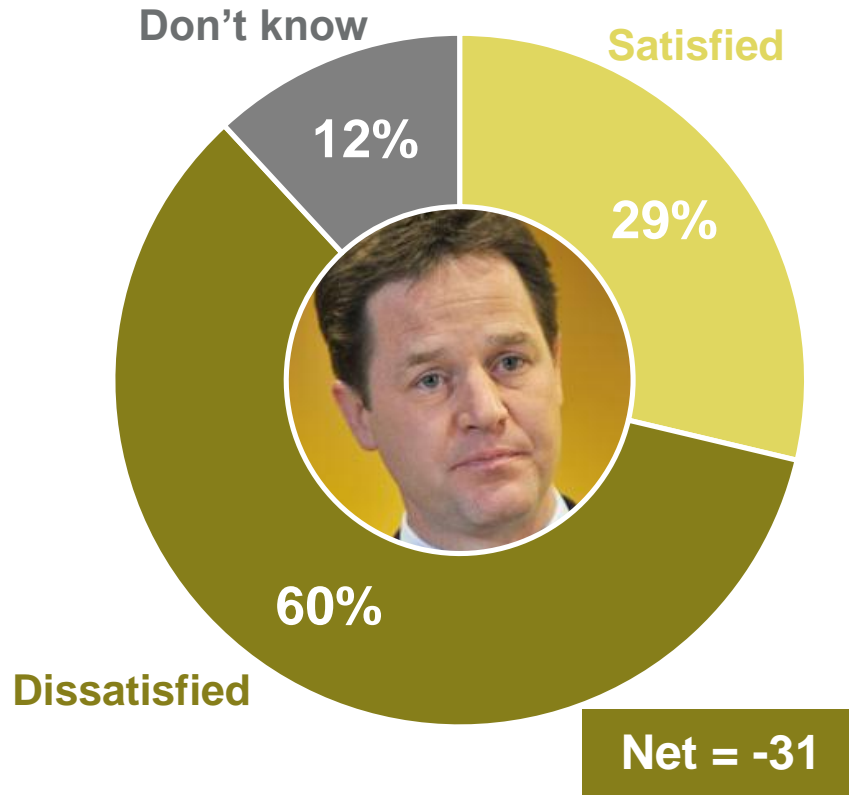
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction)

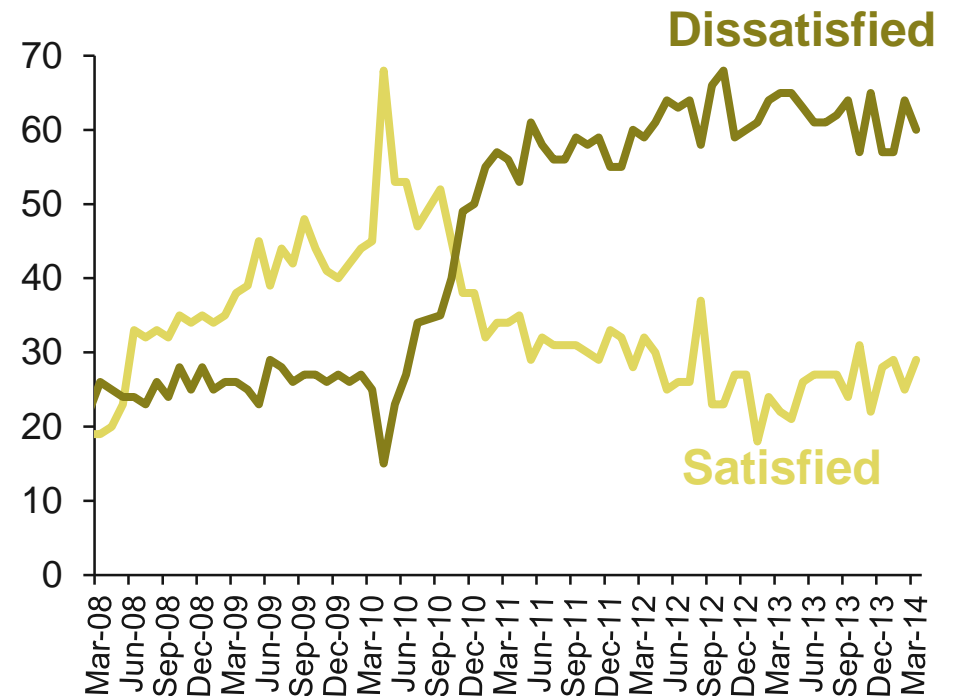
14

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

March 2014



March 2008 – March 2014



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

Base: 1,000 British adults 18+, 8<sup>th</sup> -12<sup>th</sup> March 2014

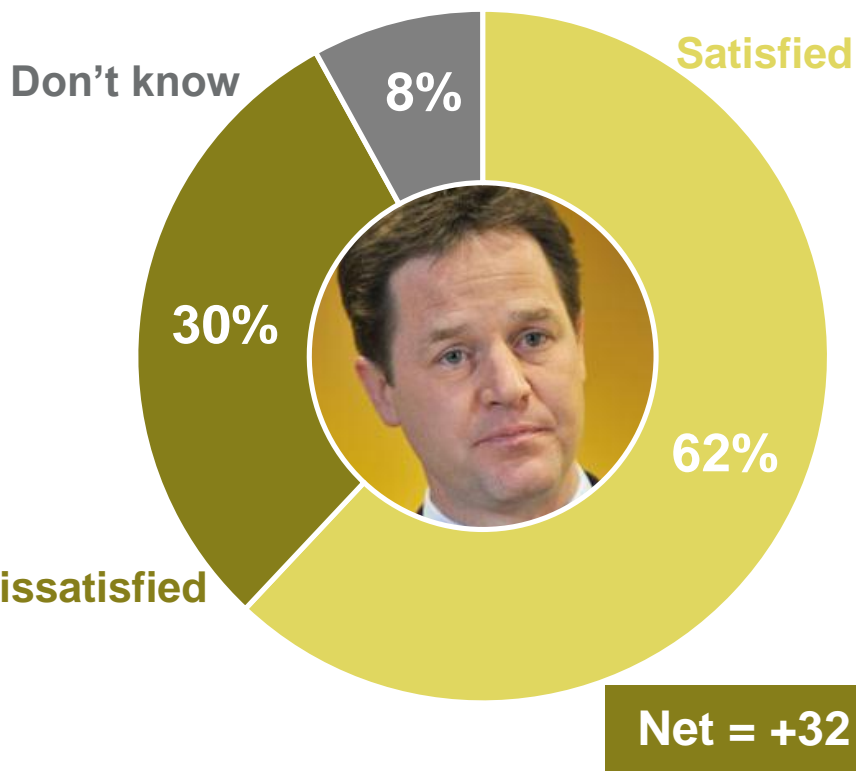
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction among Lib Dem supporters)

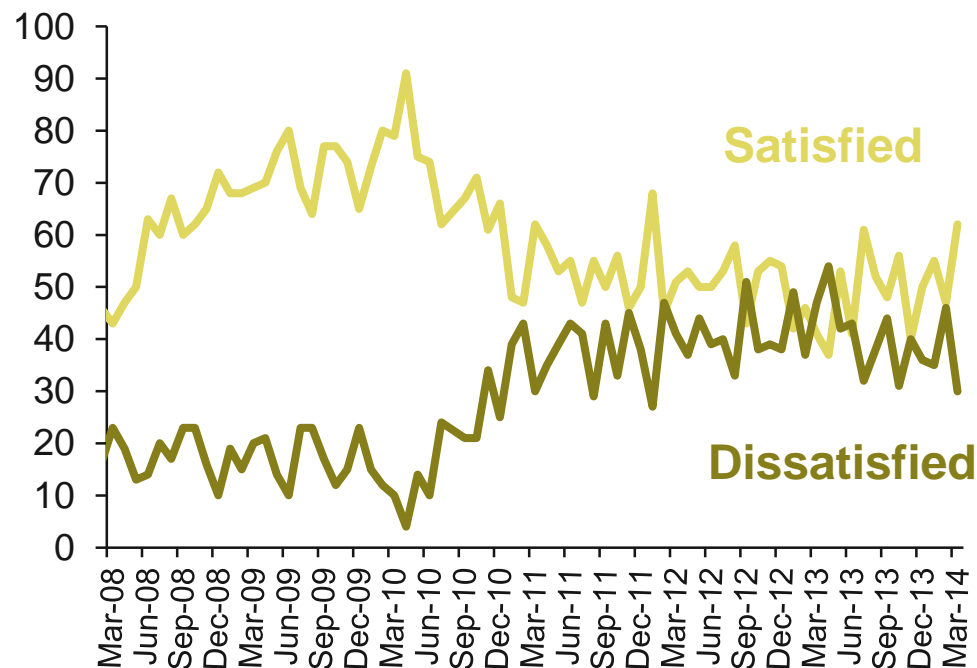
15

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

March 2014



March 2008 – March 2014



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

Base: 97 Liberal Democrat supporters 18+, 8<sup>th</sup> -12<sup>th</sup> March 2014. N.B. small base size indicative only

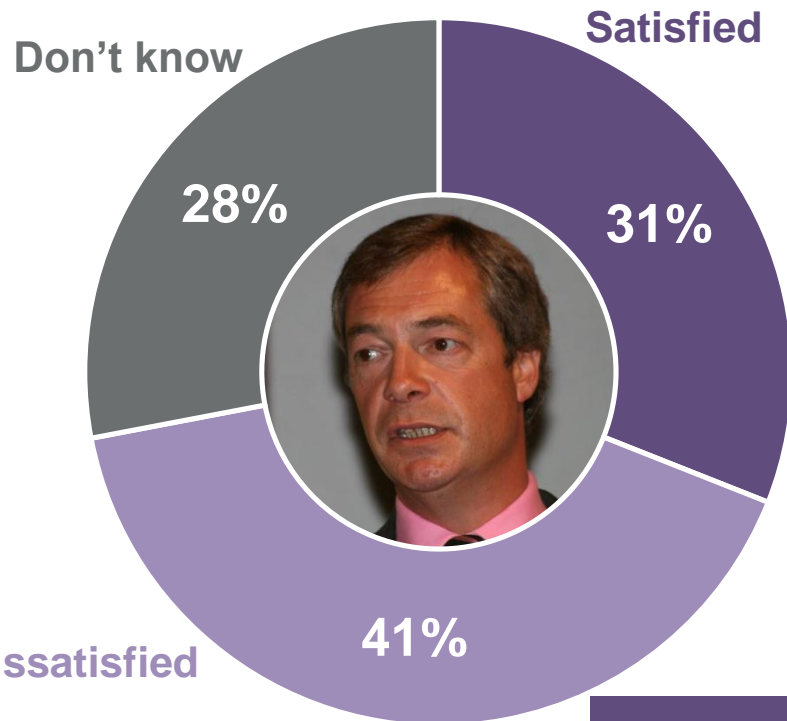
Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

16

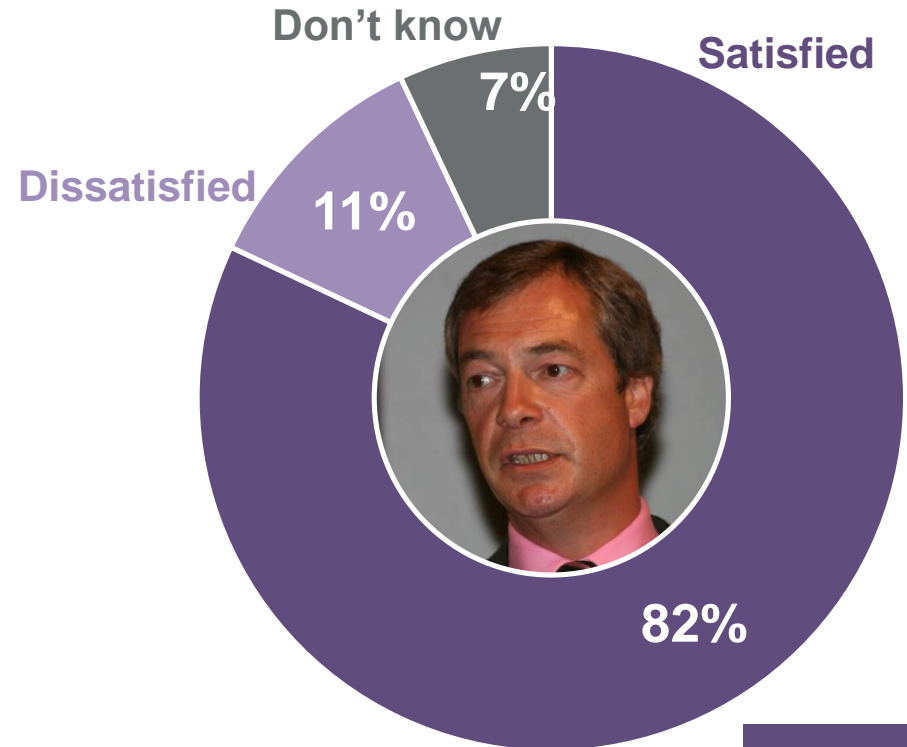
*Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?*

All



**Net = -10**

UKIP supporters



**Net = +71**

Base: 1,000 British adults 18+, 95 UKIP supporters, 8<sup>th</sup> -12<sup>th</sup> March 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor



# The economy

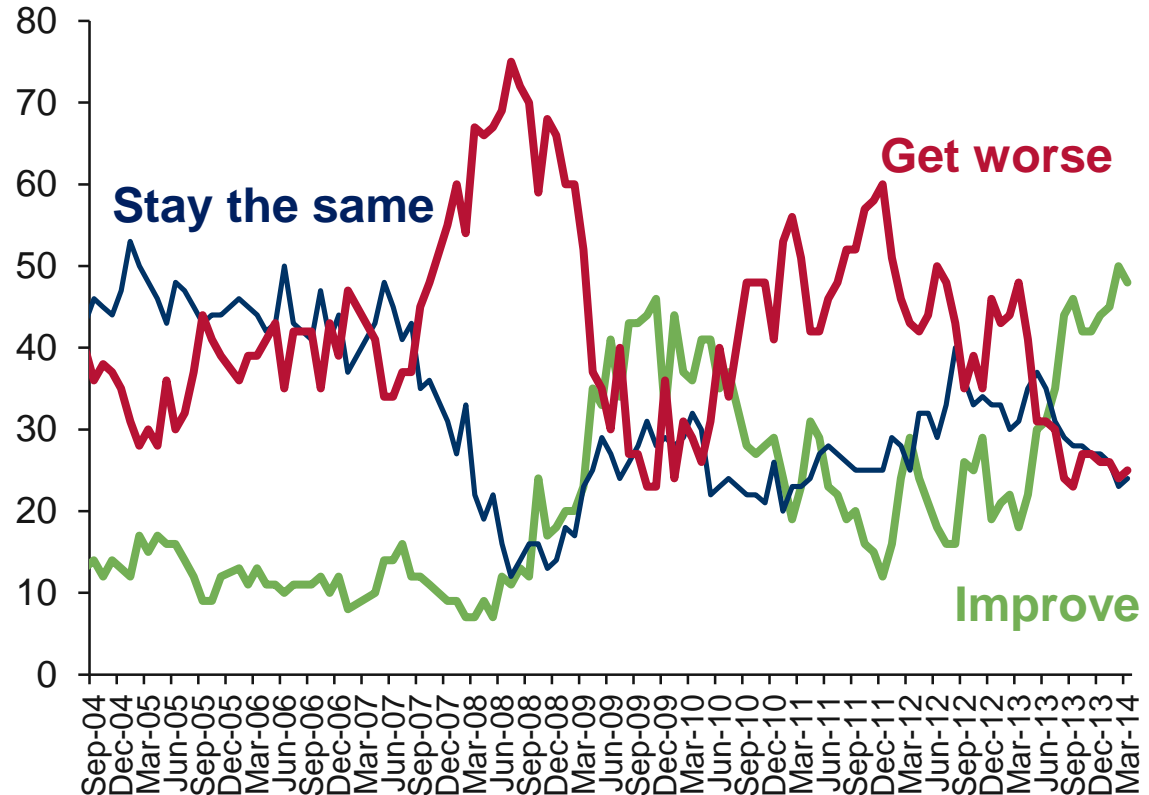
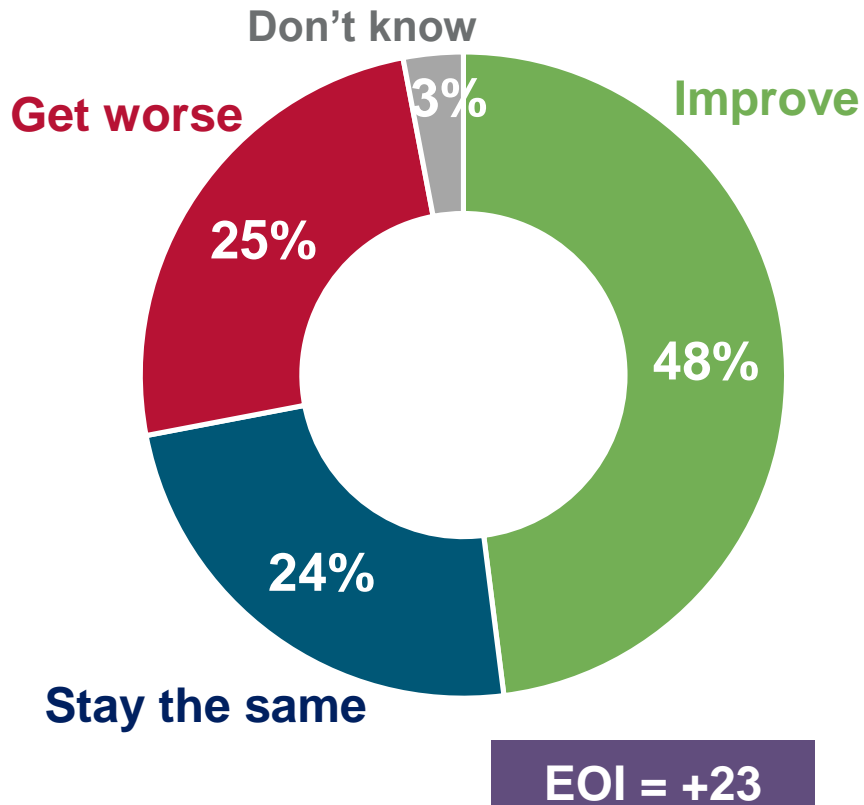


# Economic Optimism Index

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?*

March 2014



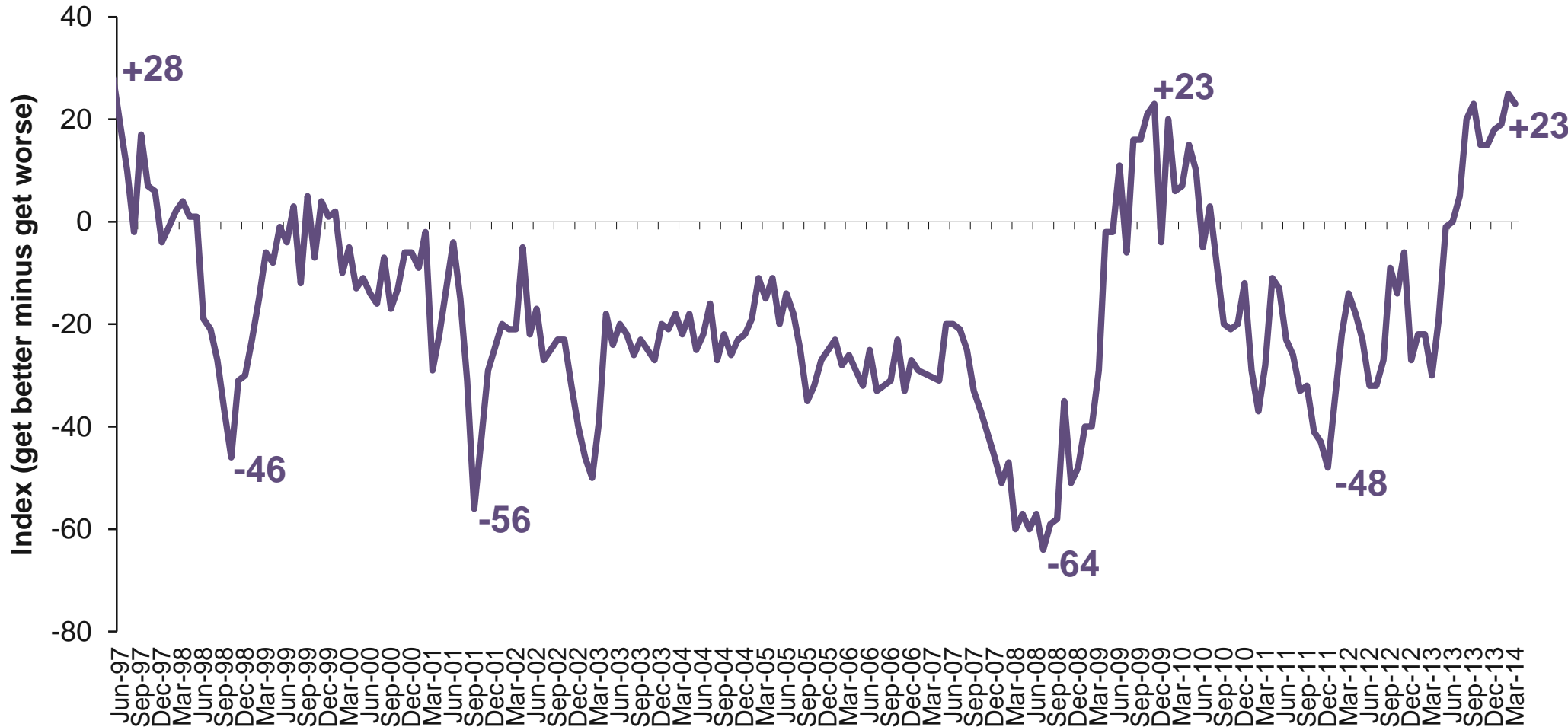
Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

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

# Parties' policies on the economy

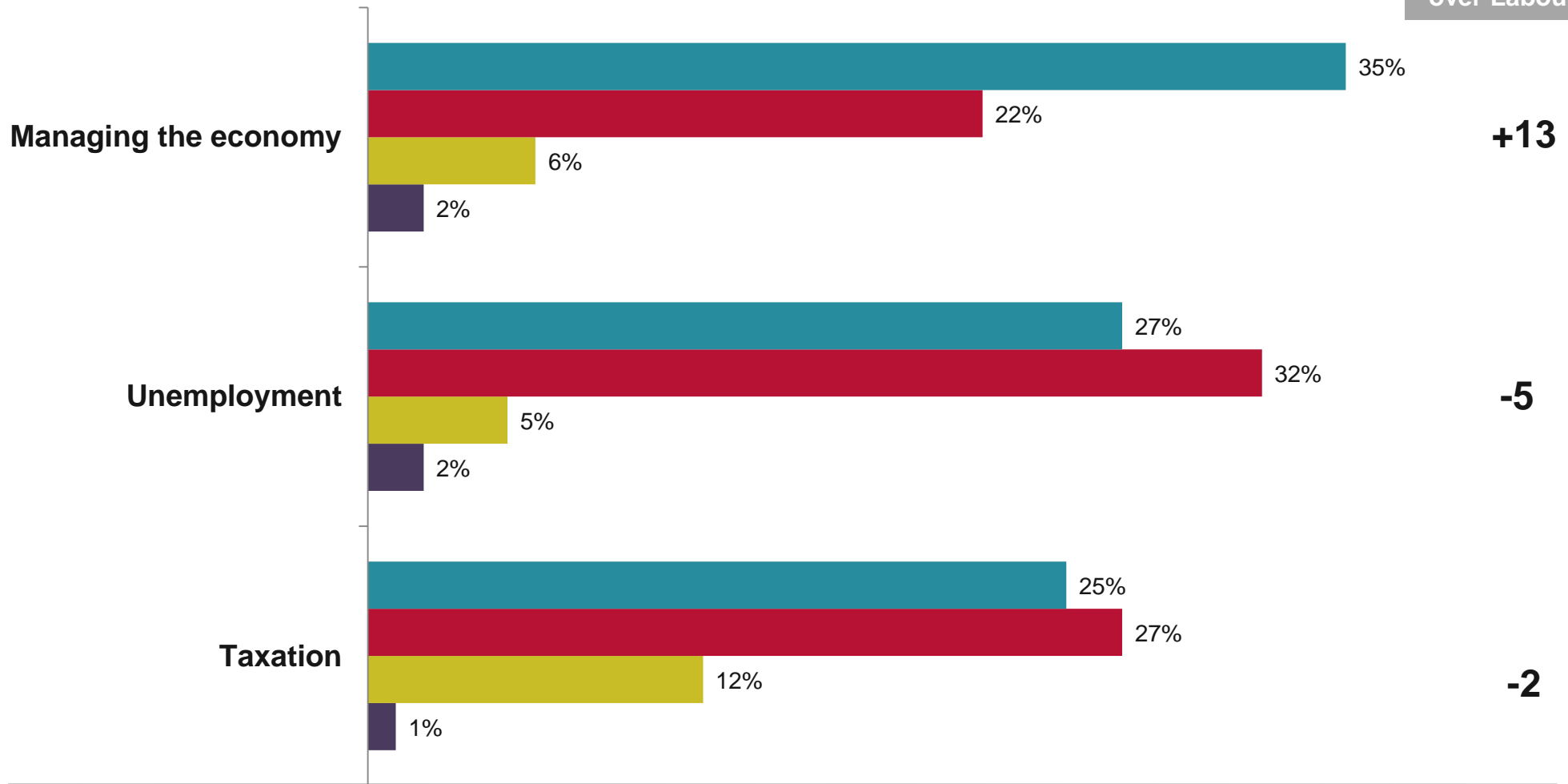


# Which party has the best policies on ... ?

21

■ Conservative party ■ Labour party ■ Liberal Democrat party ■ UKIP

Conservative lead over Labour

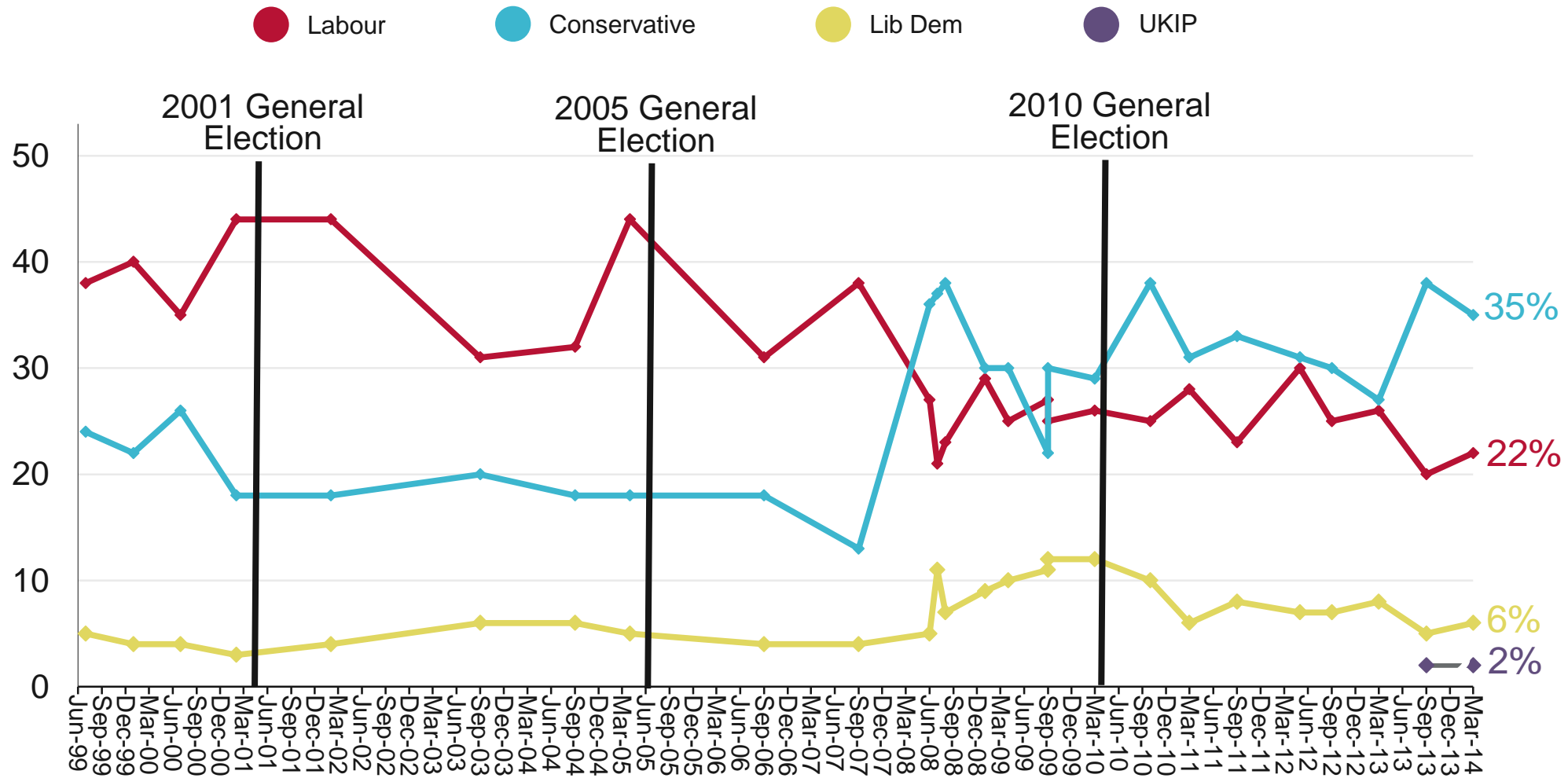


Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

Source: Ipsos MORI Political Monitor

# Which party has the best policies on managing the economy? Trend

22

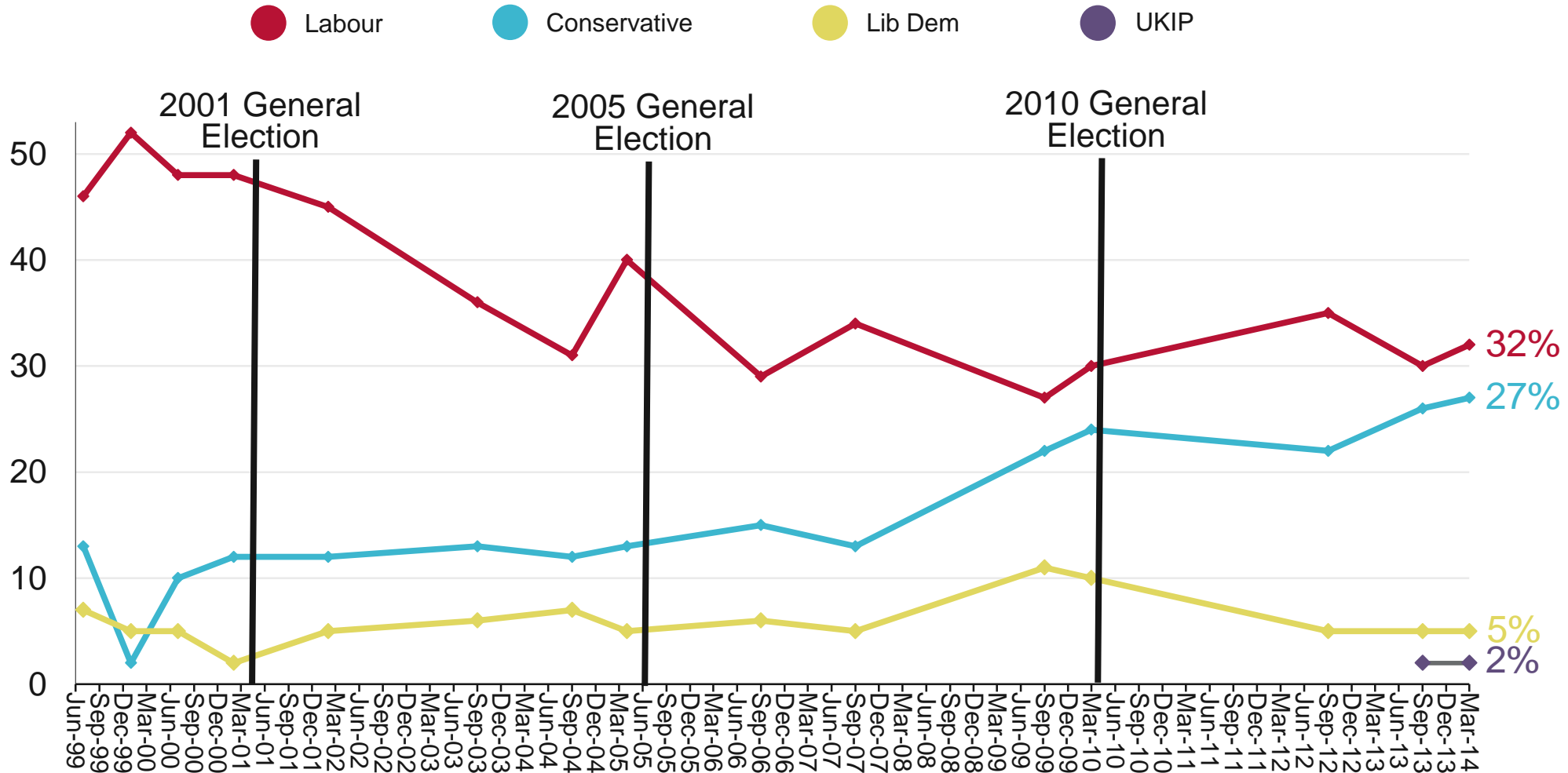


Base: c.1,000 British adults each time

Source: Ipsos MORI Political Monitor

# Which party has the best policies on unemployment? Trend

23



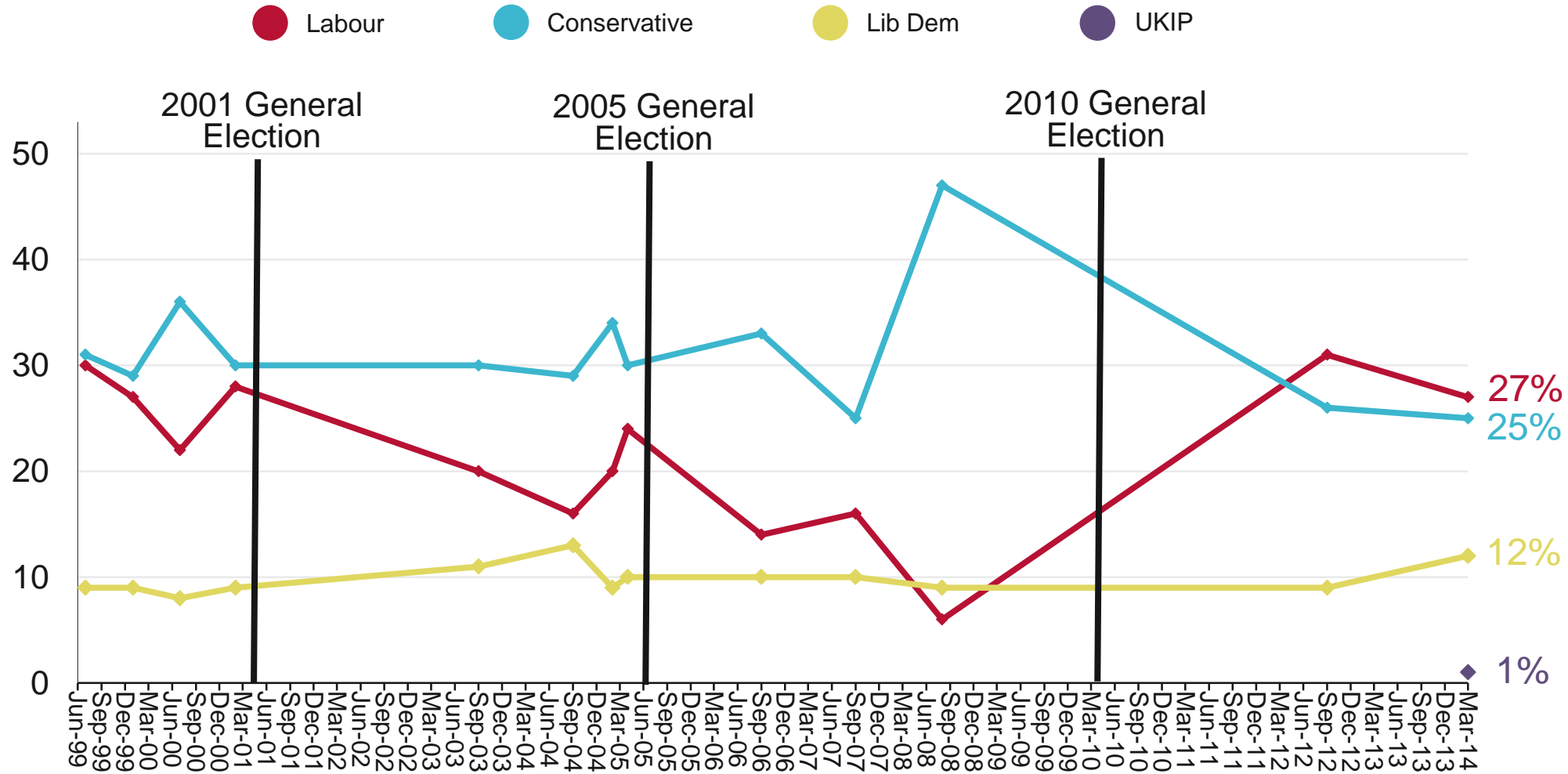
Base: c.1,000 British adults each time

Source: Ipsos MORI Political Monitor

# Which party has the best policies on taxation?

## Trend

24



Base: c.1,000 British adults each time

Source: Ipsos MORI Political Monitor



# **Balls vs Osborne**

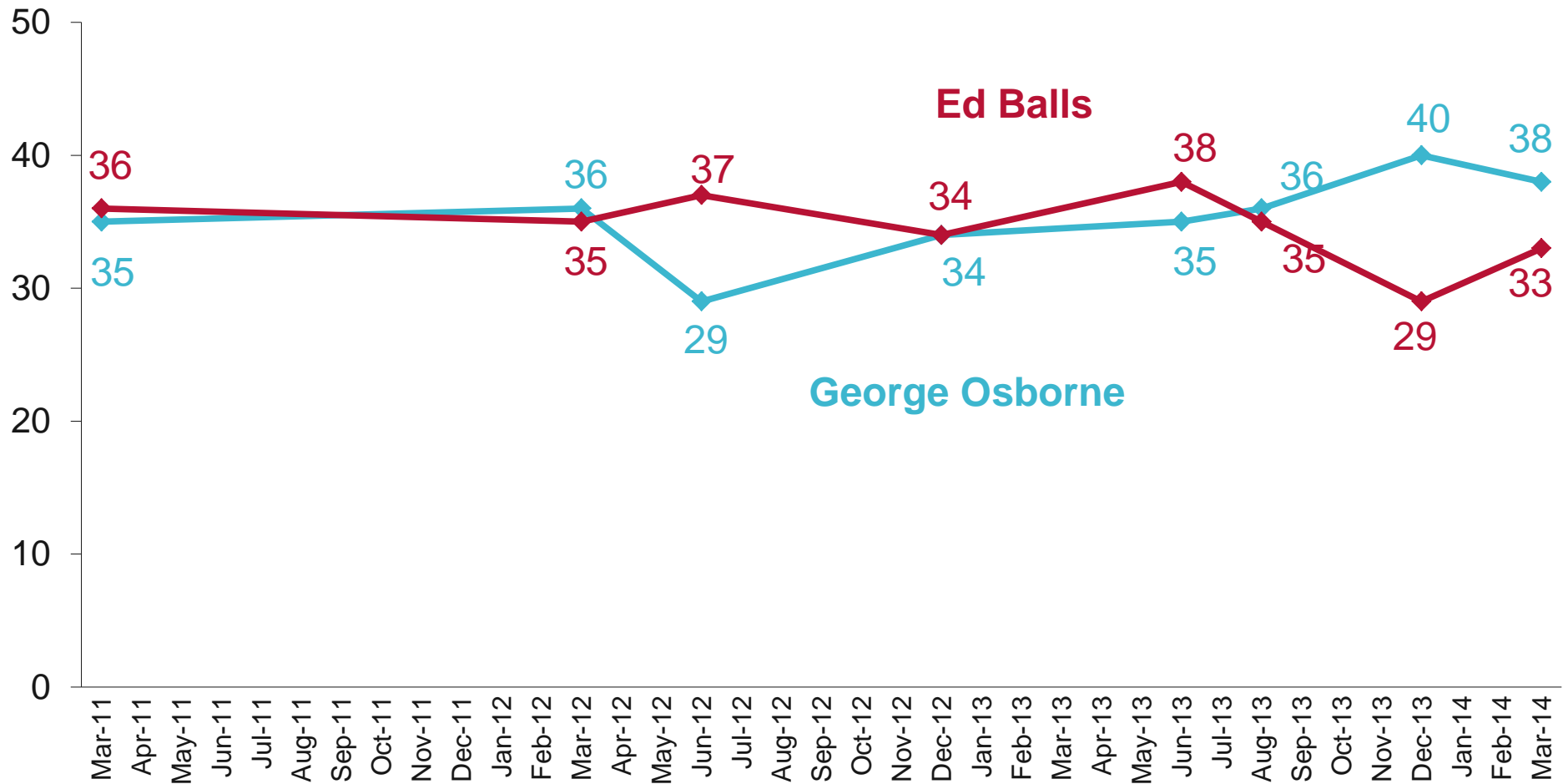
## **Competence of the government**



# Osborne vs. Balls - trend

26

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



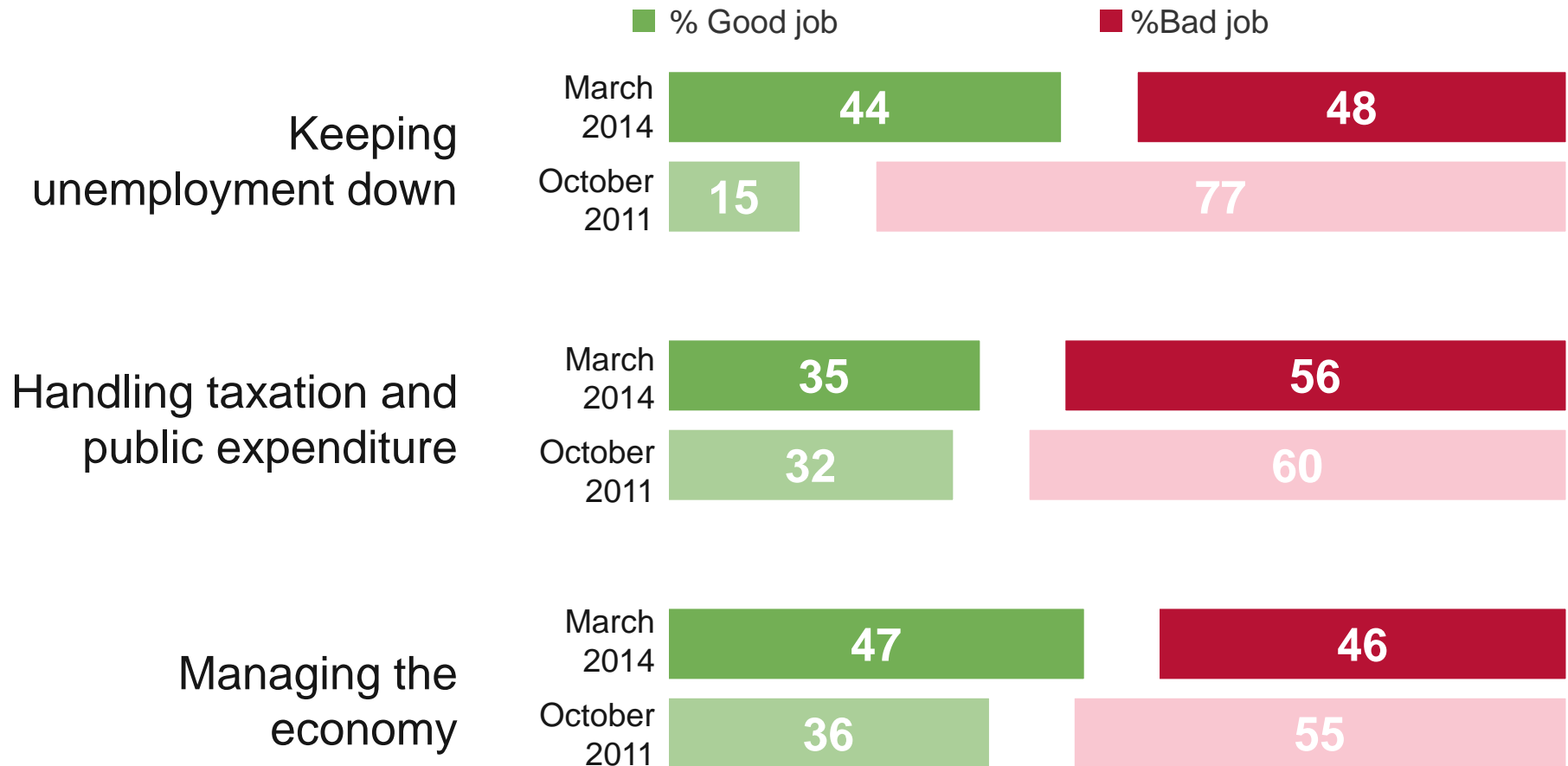
Base: c. 1,000 British adults each time

Source: Ipsos MORI Political Monitor

# Is the government doing a good job?

27

*Since it was elected in May 2010, do you think that the government has done a good job or a bad job at...?*



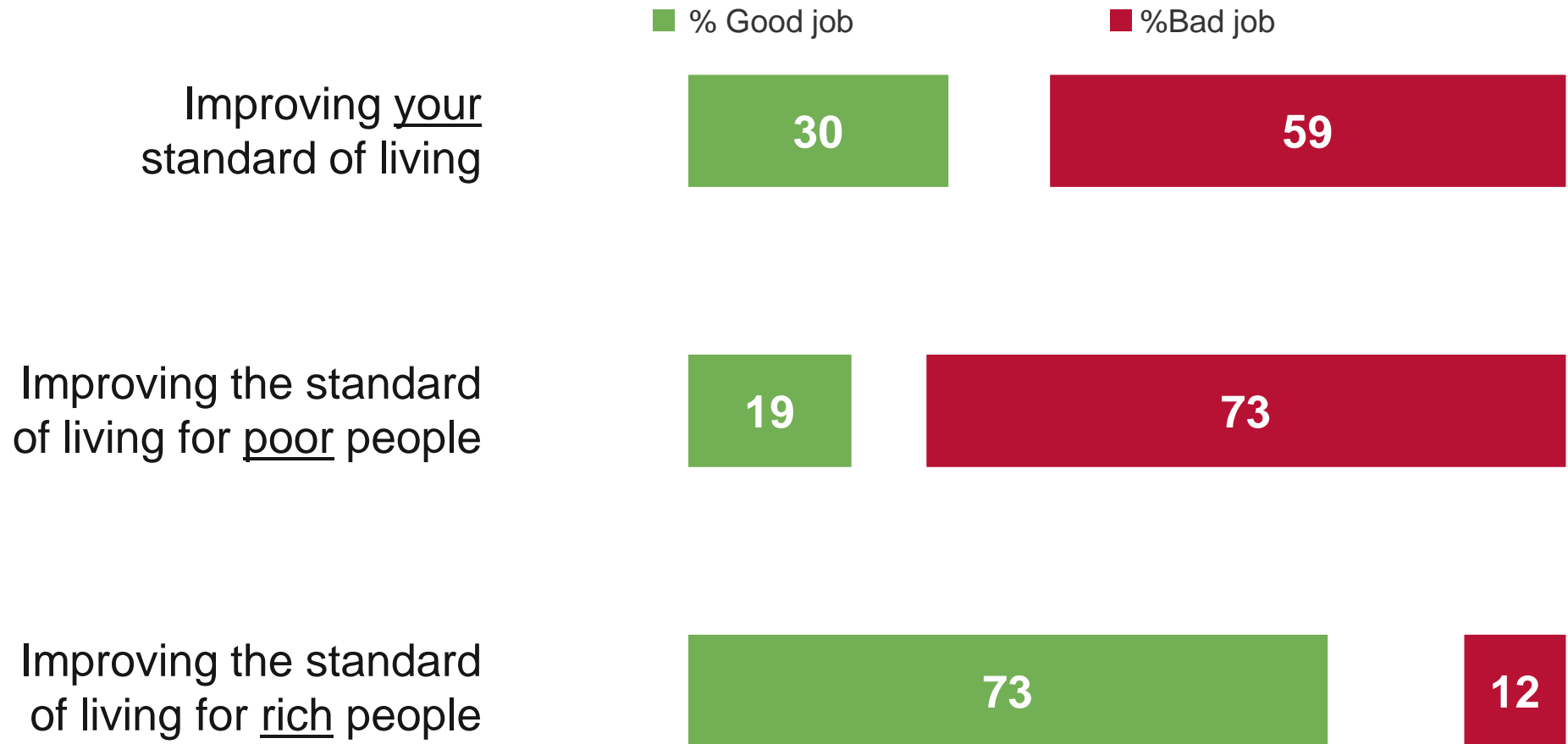
Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

Source: Ipsos MORI Political Monitor

# Is the government doing a good job at raising living standards?

28

*Since it was elected in May 2010, do you think that the government has done a good job or a bad job at...?*



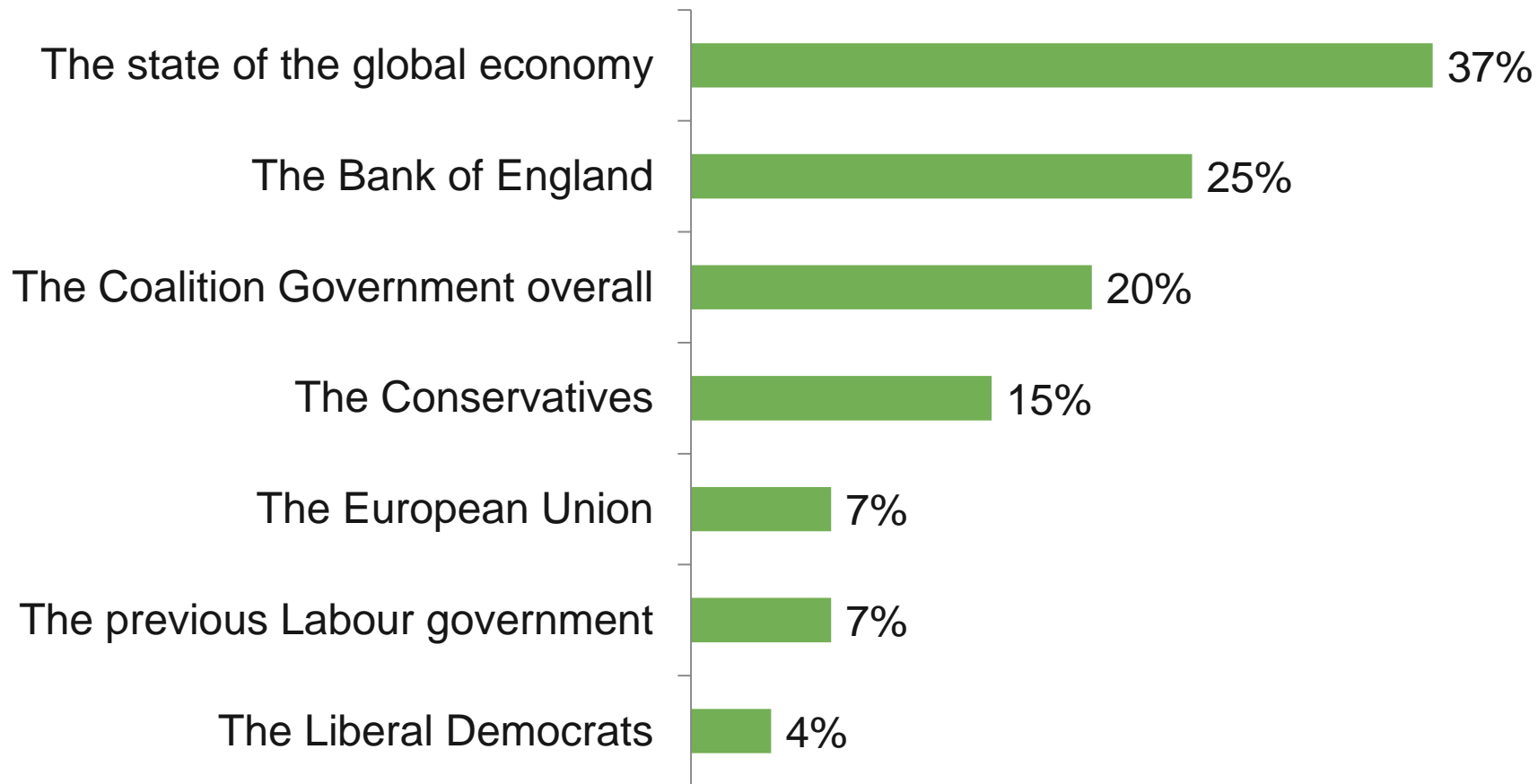
Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

Source: Ipsos MORI Political Monitor

# Who deserves the credit for a growing economy?

29

*As you may know, according to official statistics the UK economy grew by 1.8% in 2013. Which one or two of the following do you think deserve most credit for the growth in the UK economy?*



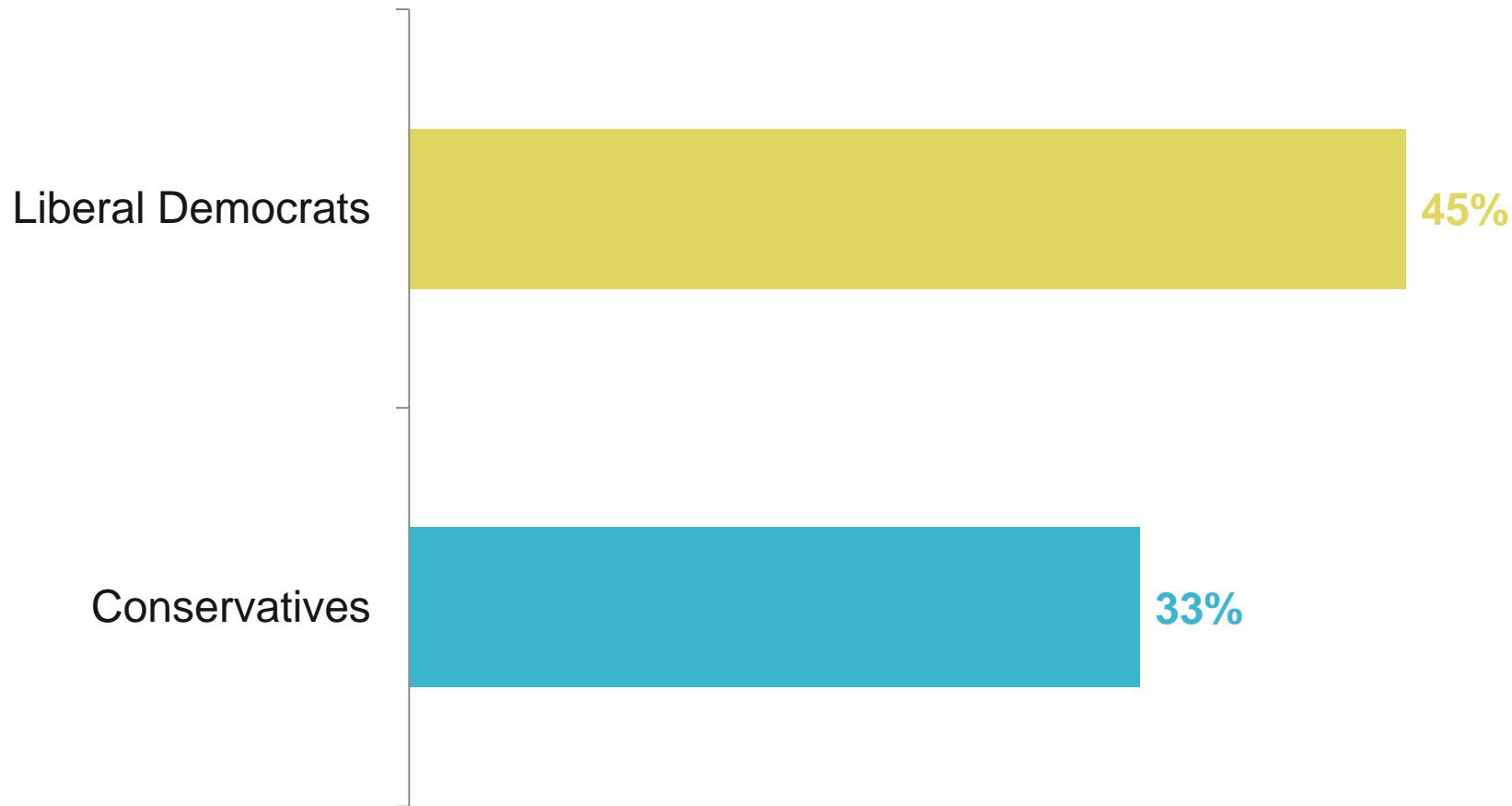
Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

Source: Ipsos MORI Political Monitor

# Who deserves the credit for raising the income tax threshold?

30

*As you may know, the amount people earn before they pay income tax has risen from £6,475 in 2010 to £10,000 from this April. Who, if anyone, do you think deserves most credit for this policy, the Conservatives or Liberal Democrats?*



Base: 1,000 British adults 18+, 8<sup>th</sup> – 12<sup>th</sup> March 2014

Source: Ipsos MORI Political Monitor