



# POLITICAL MONITOR

November 2014

**Ipsos MORI**

**Contacts:** Bobby.Duffy@ipsos.com  
Gideon.Skinner@ipsos.com  
Harry.Carr@ipsos.com

020 7347 3000

**POLITICAL  
MONITOR**

**Ipsos**

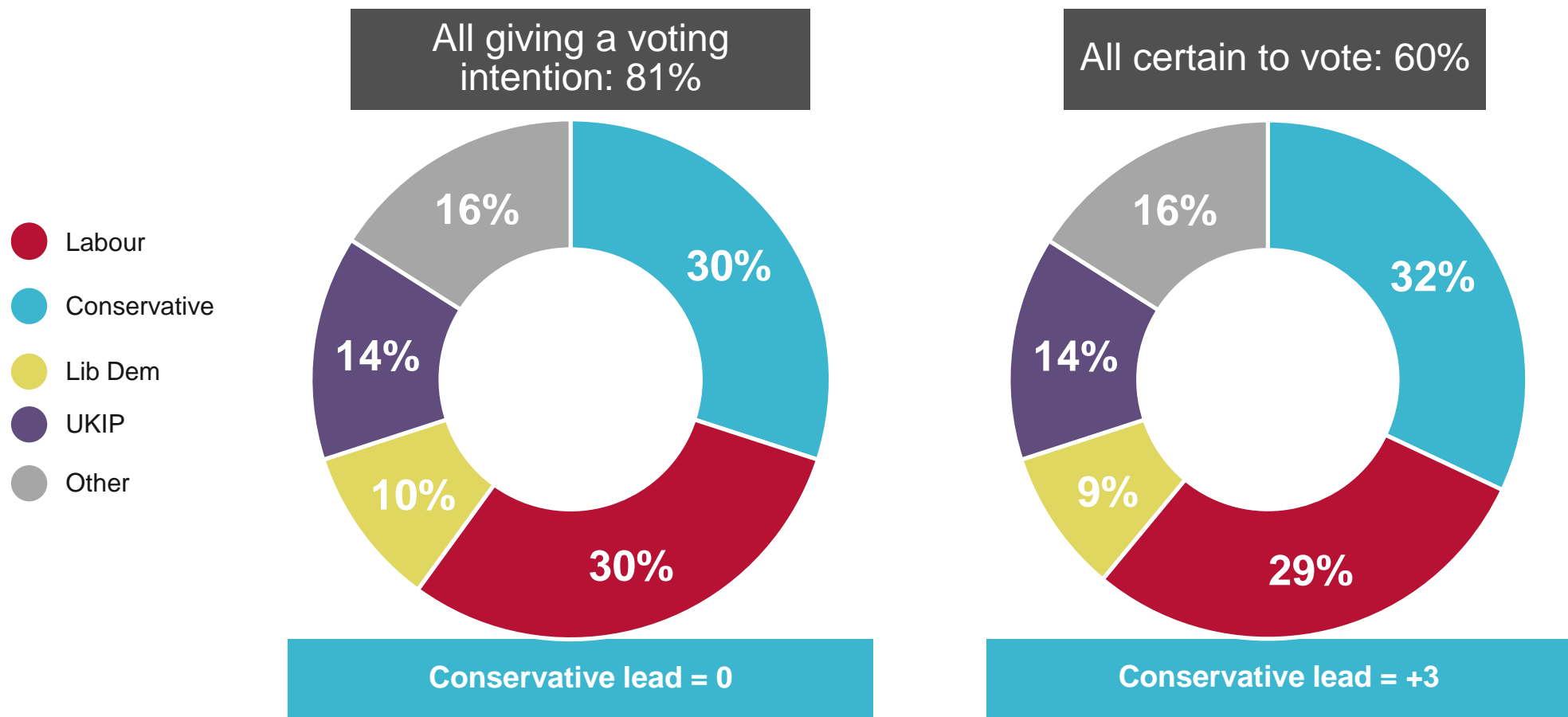
# Voting Intentions



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

3

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



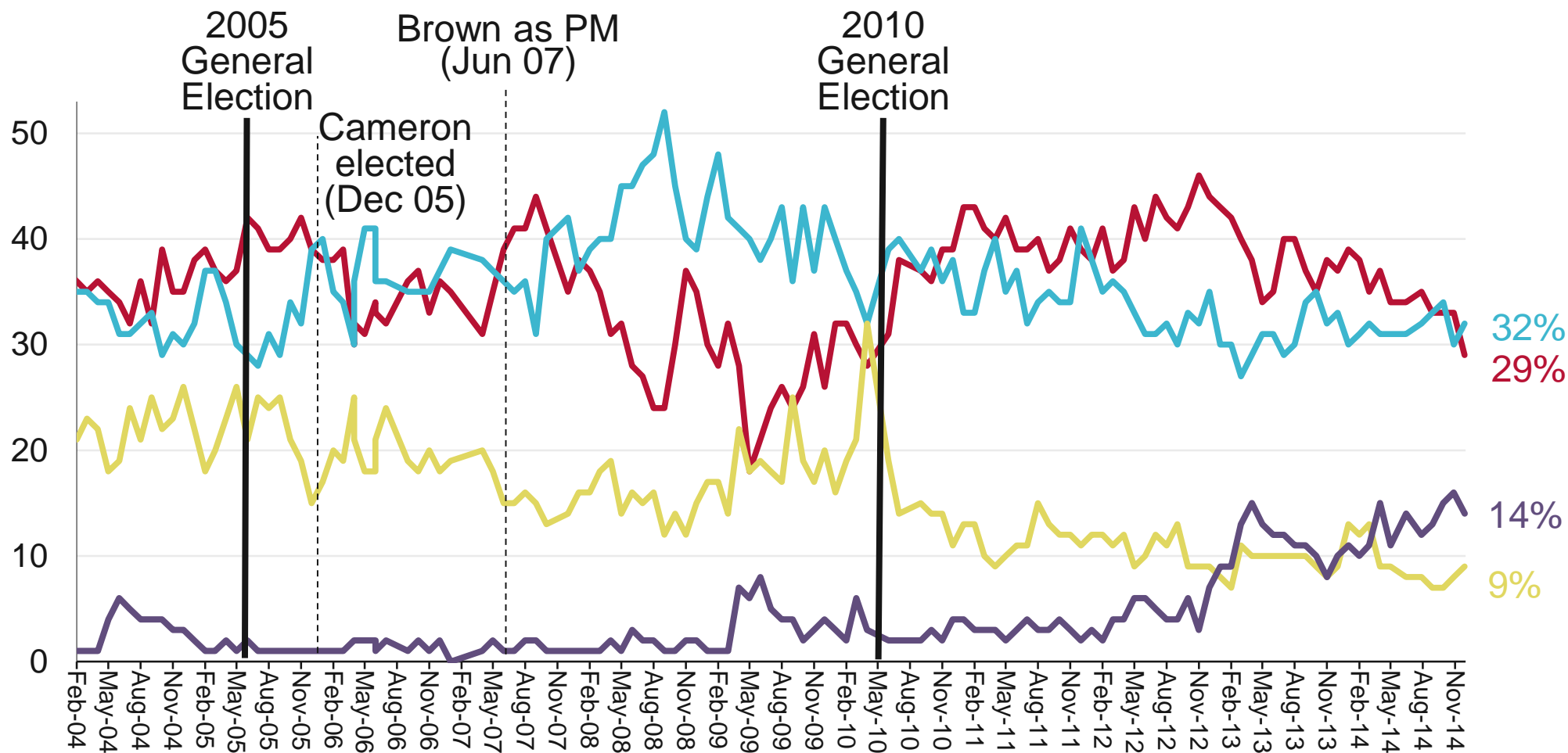
Base: 1,011 British adults 18+, 8<sup>th</sup> -10<sup>th</sup> November 2014, all certain to vote = 642

Source: Ipsos MORI Political Monitor

# Voting Intentions February '04 – November '14 (all certain to vote)

4

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



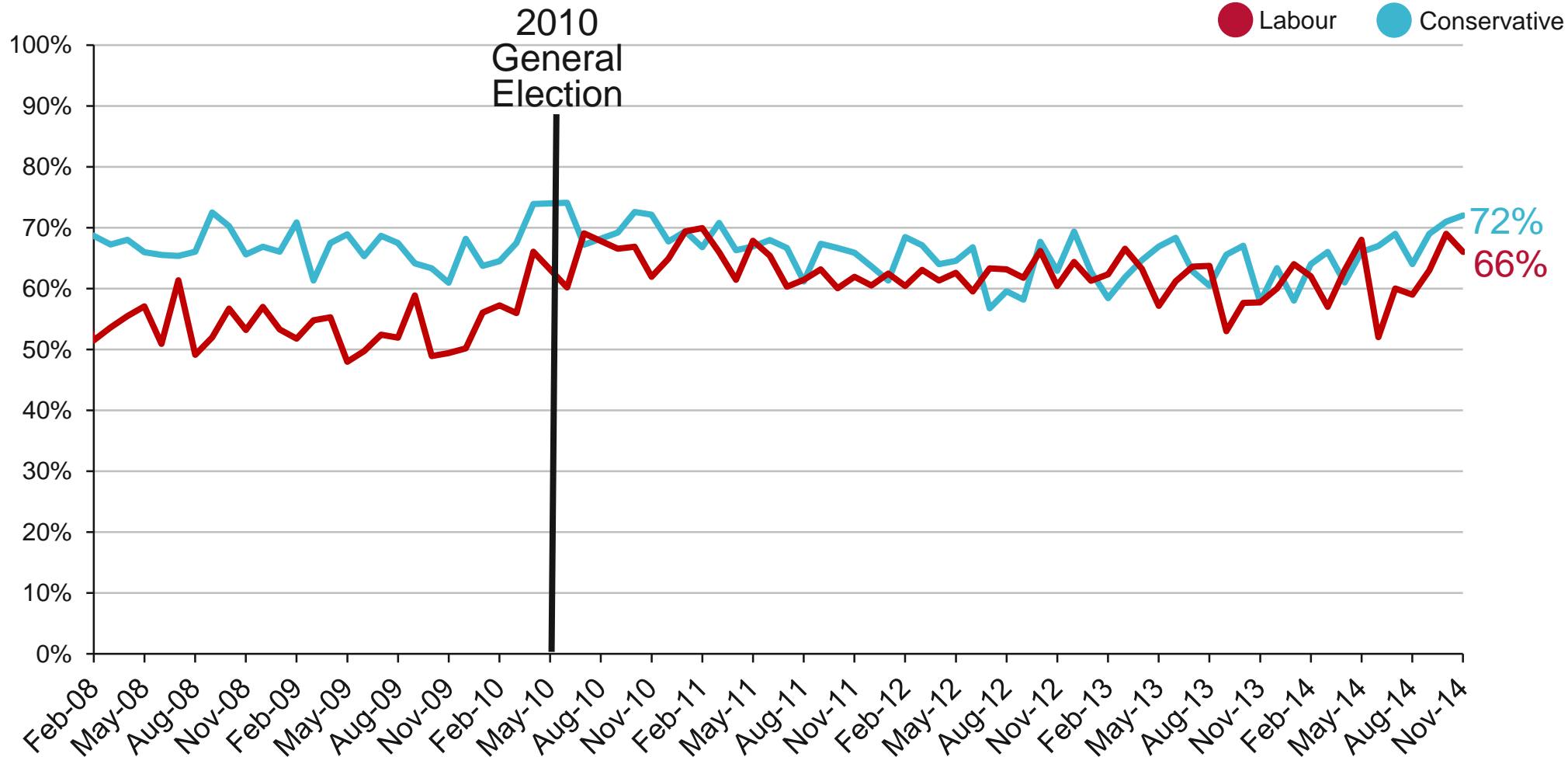
Base: c.1,000 British adults certain to vote each month through November 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

# How certain are Labour and Conservative supporters in their intention to vote? February '08 to November '14

5

## % of supporters "Absolutely certain to vote"



Base: c.1,000 British adults certain to vote each month through November 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

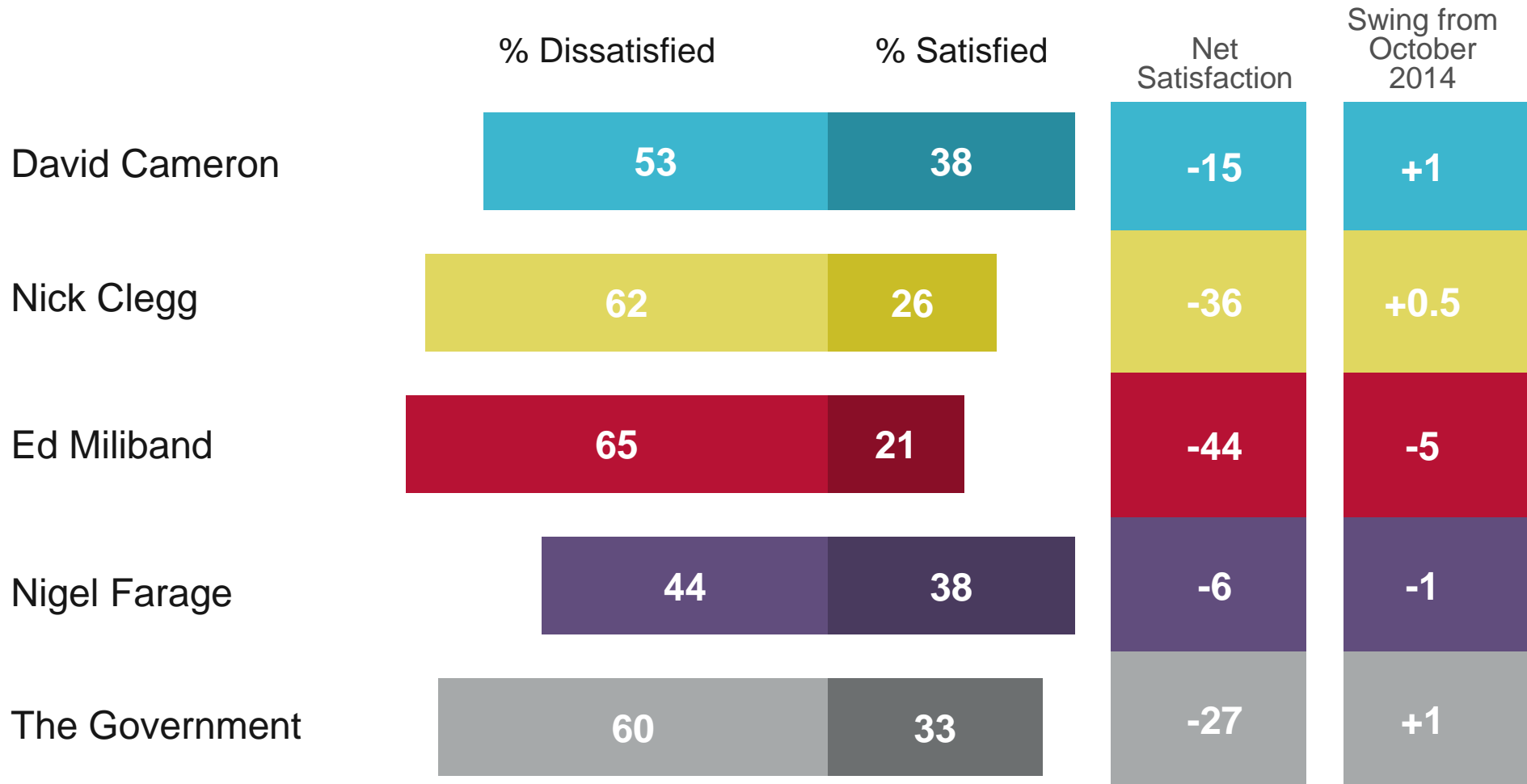
# Satisfaction with the Coalition and Party Leaders



# Satisfaction with leaders and the Government

7

*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?*

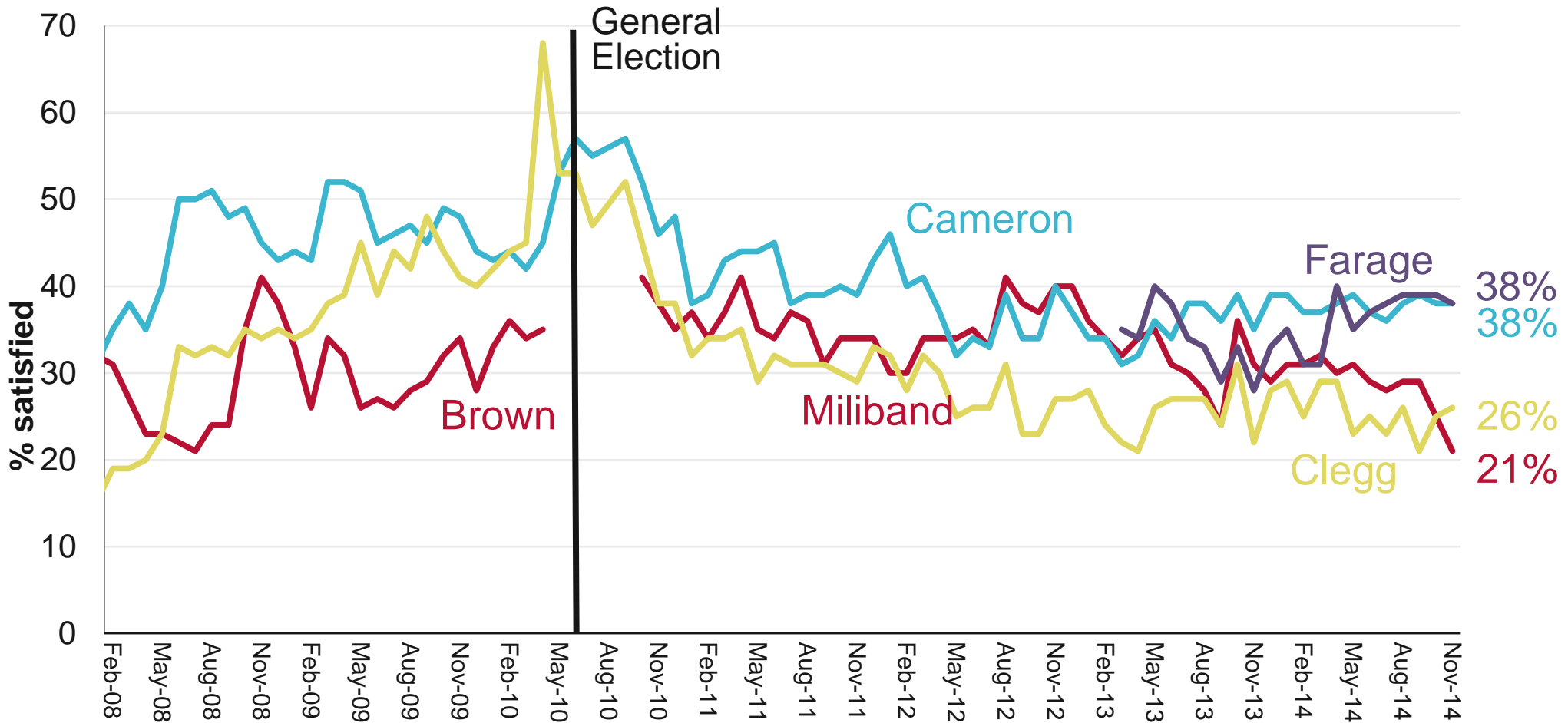


Base: 1,011 British adults 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders February '08 – November '14

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



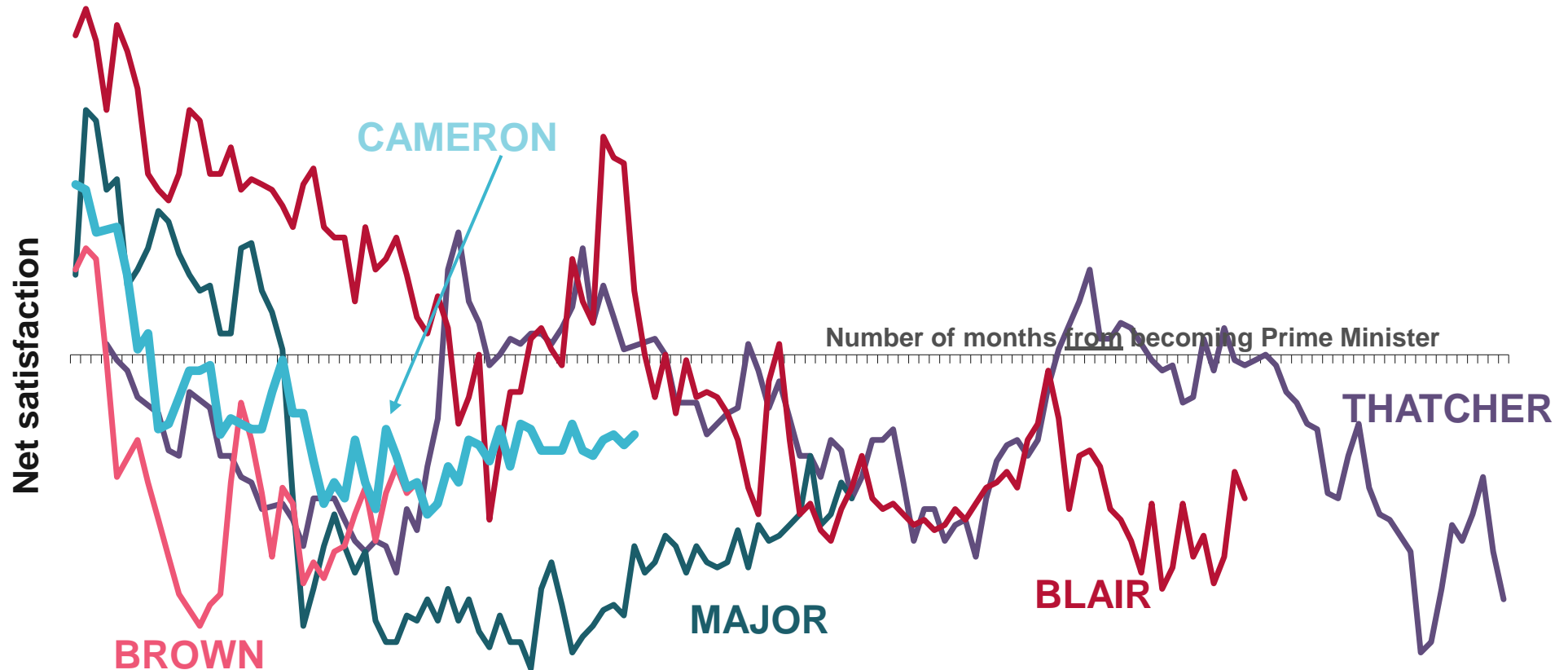
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers

9

*How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?*



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

Base: c.1,000 British adults each month

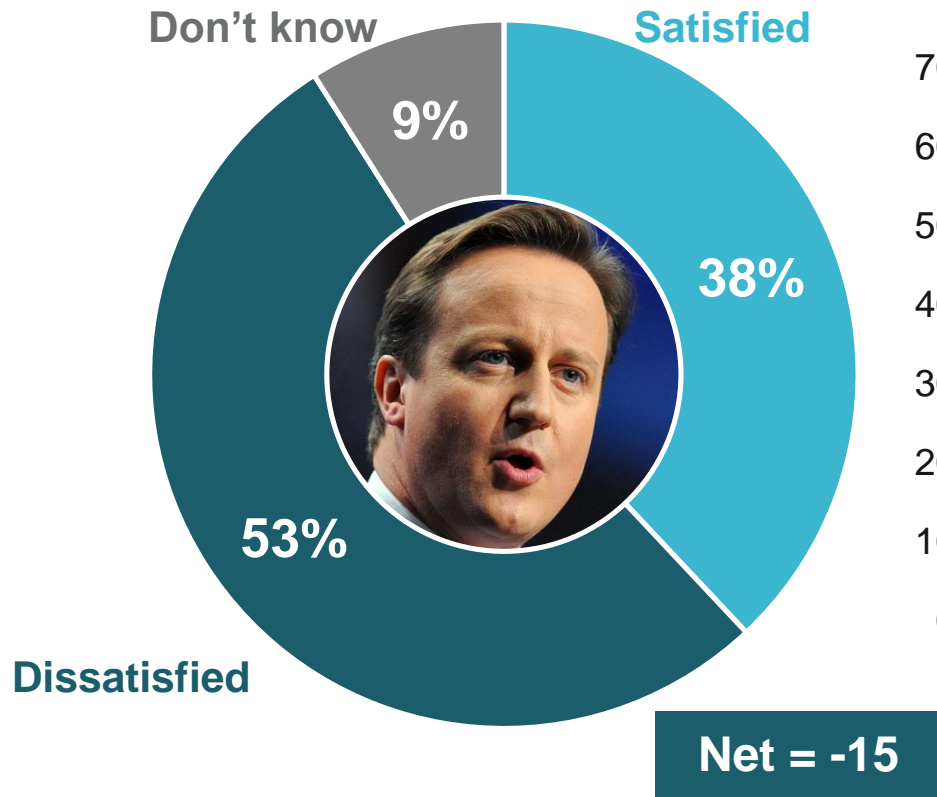
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction)

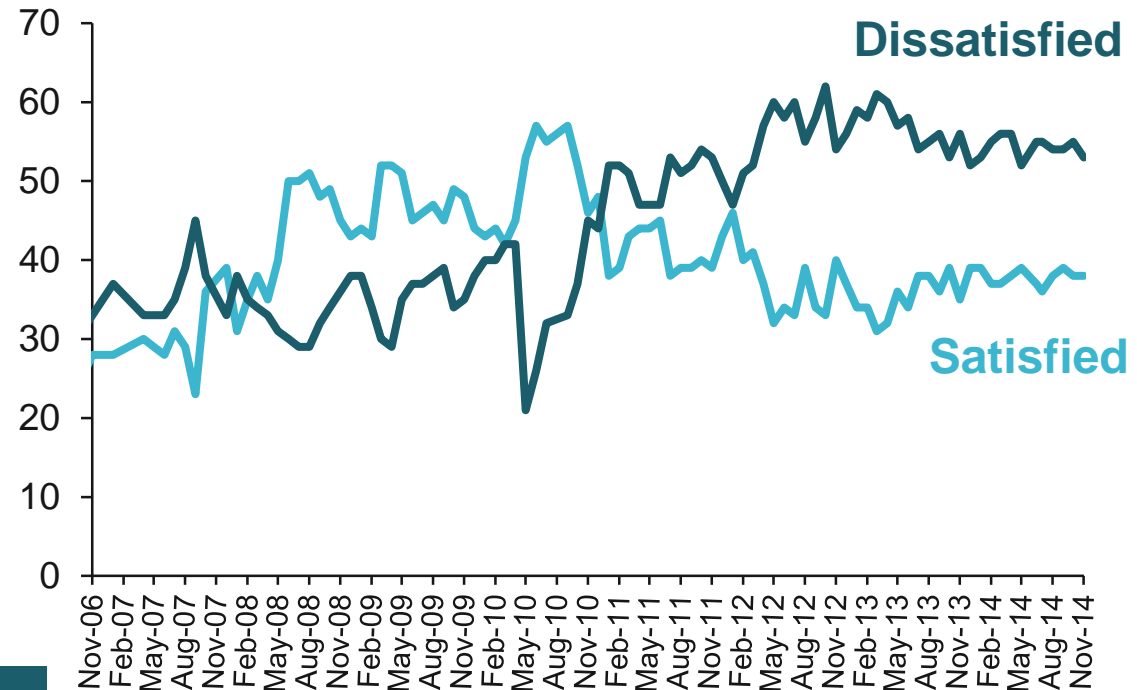
10

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

November 2014



November 2006 – November 2014



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

Base: 1,011 British adults 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014

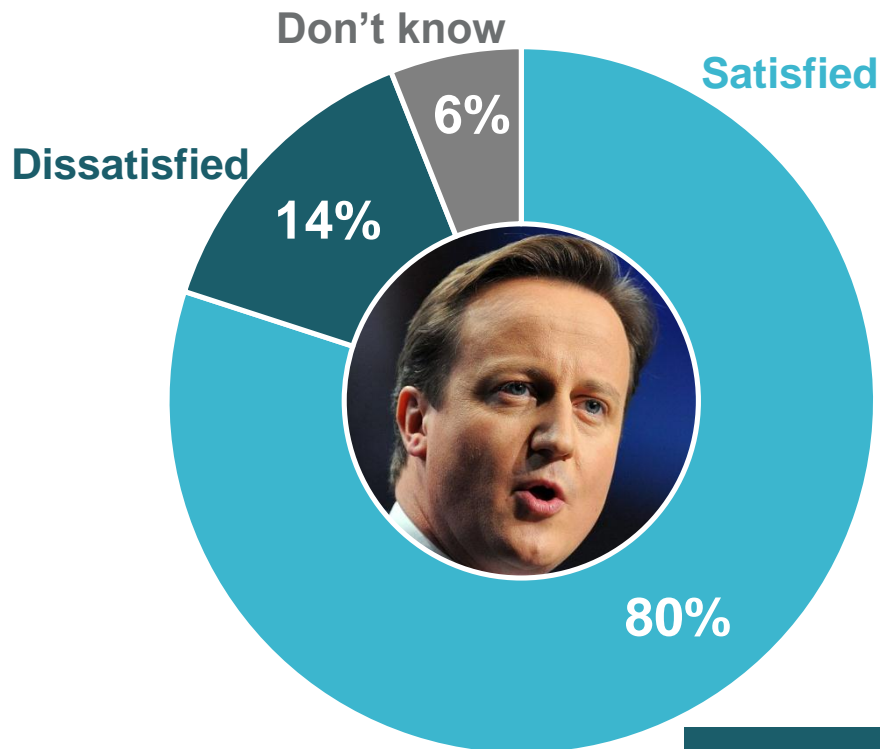
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

11

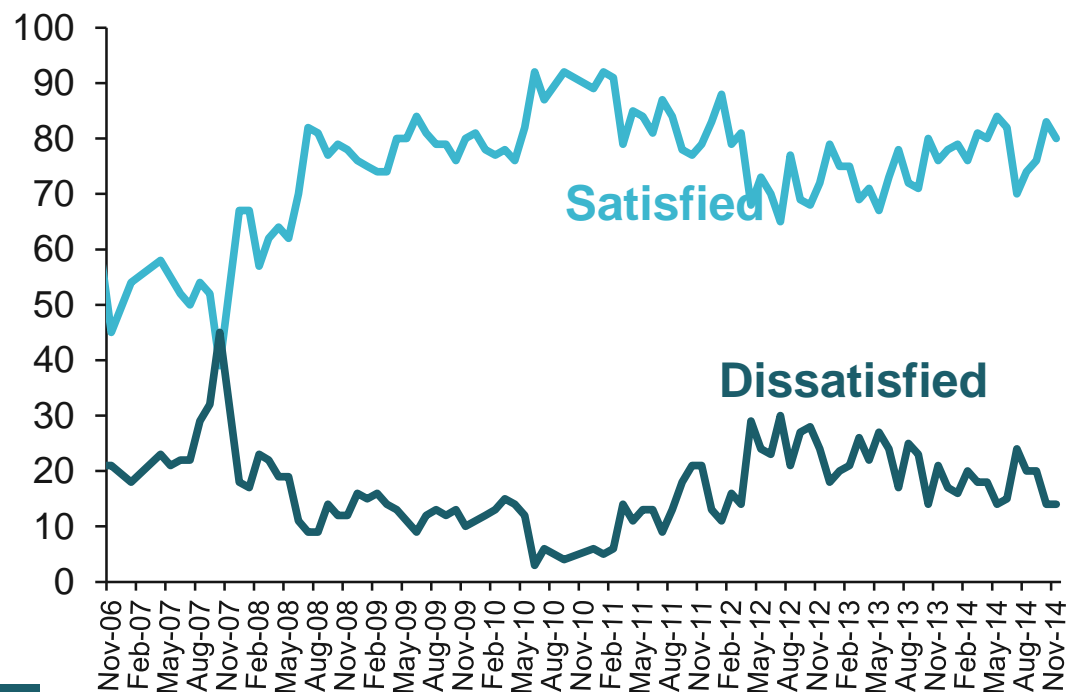
*Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?*

November 2014



**Net = +66**

November 2006 – November 2014



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

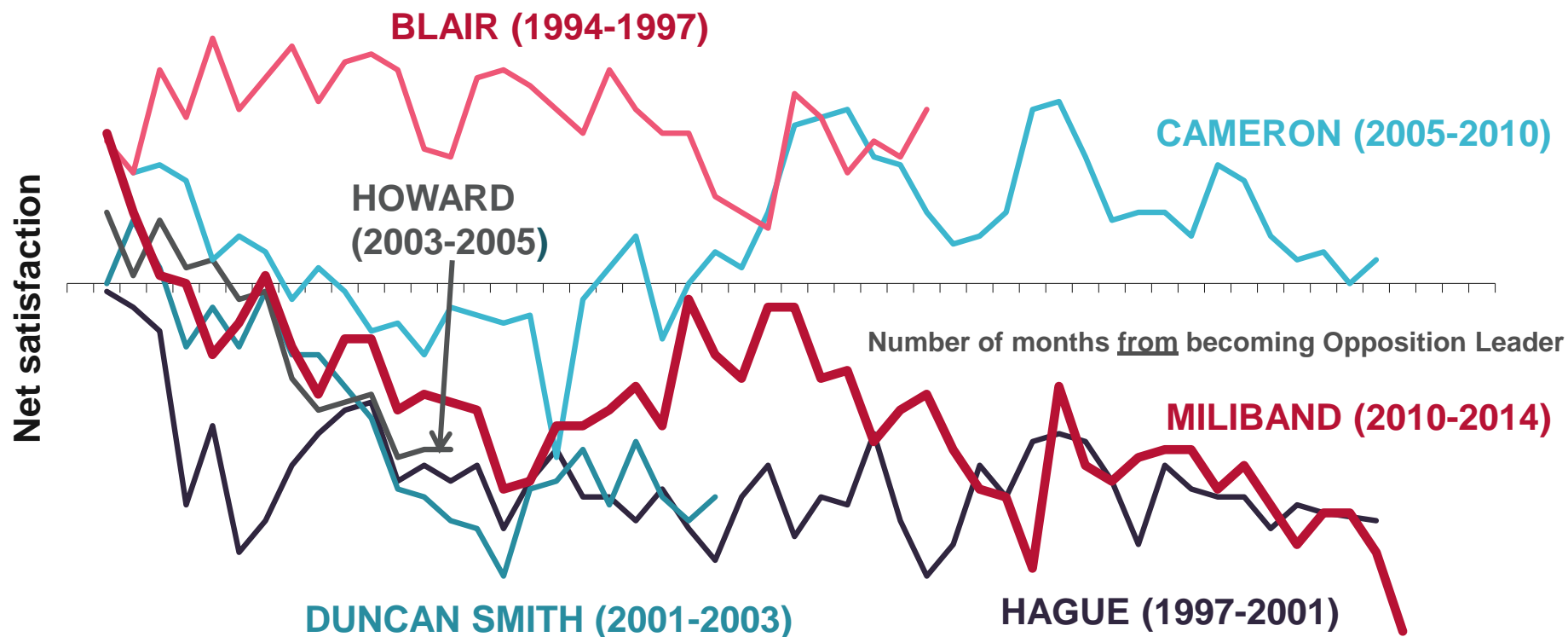
Base: 265 Conservative supporters 18+, 8<sup>th</sup> -10<sup>th</sup> November 2014

Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (1994 – 2014)

12

*How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?*



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

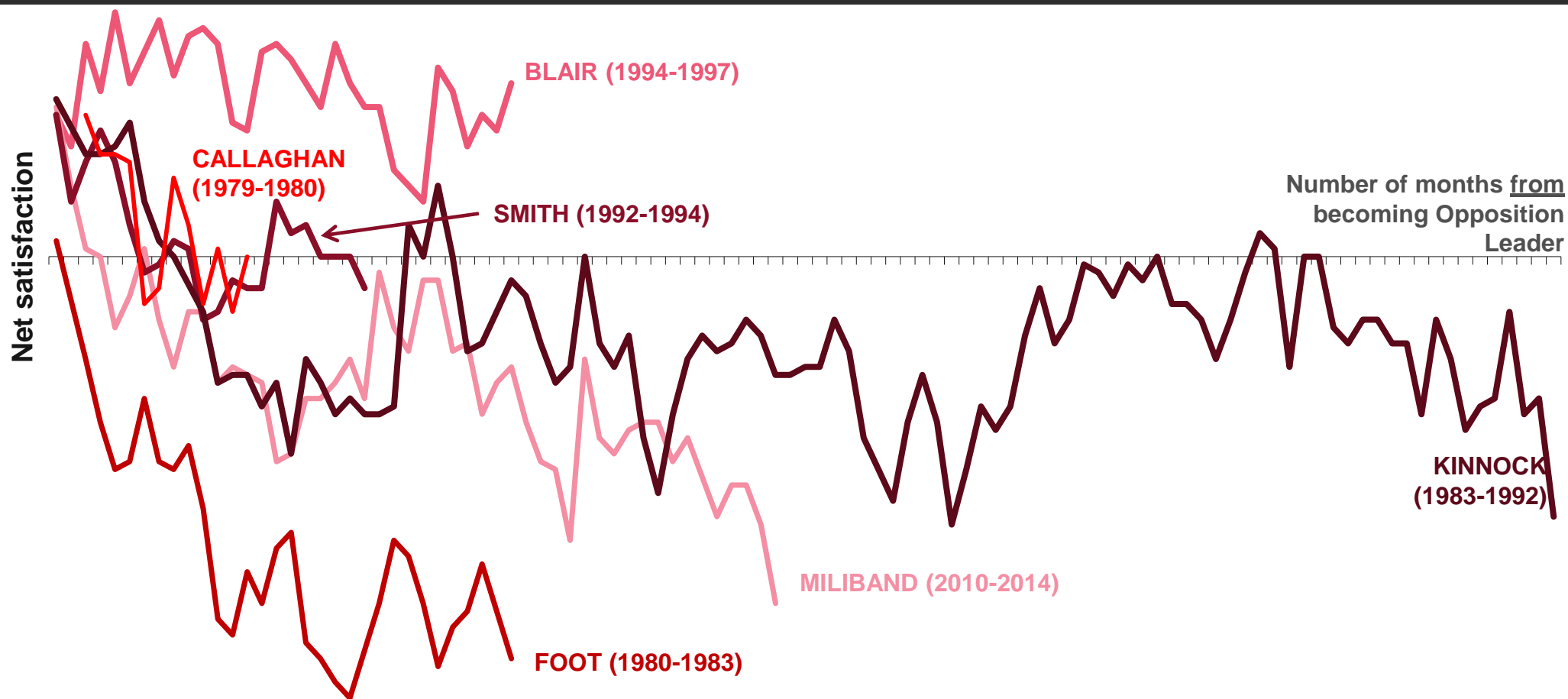
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (Labour)

13

*How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?*



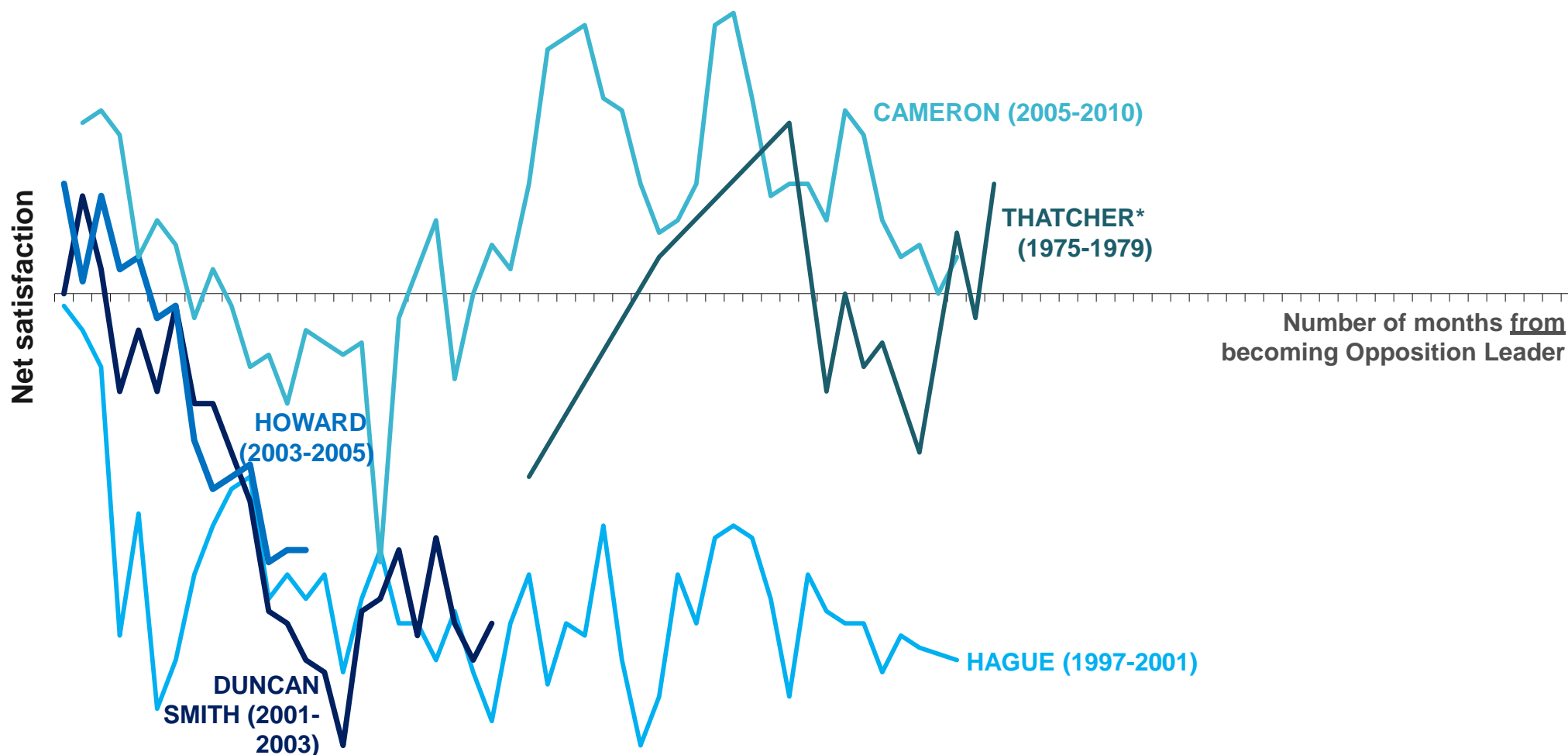
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (Conservatives)

14

*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

\*Thatcher data starts in March 1977 (i.e. 25 months after becoming Conservative leader)

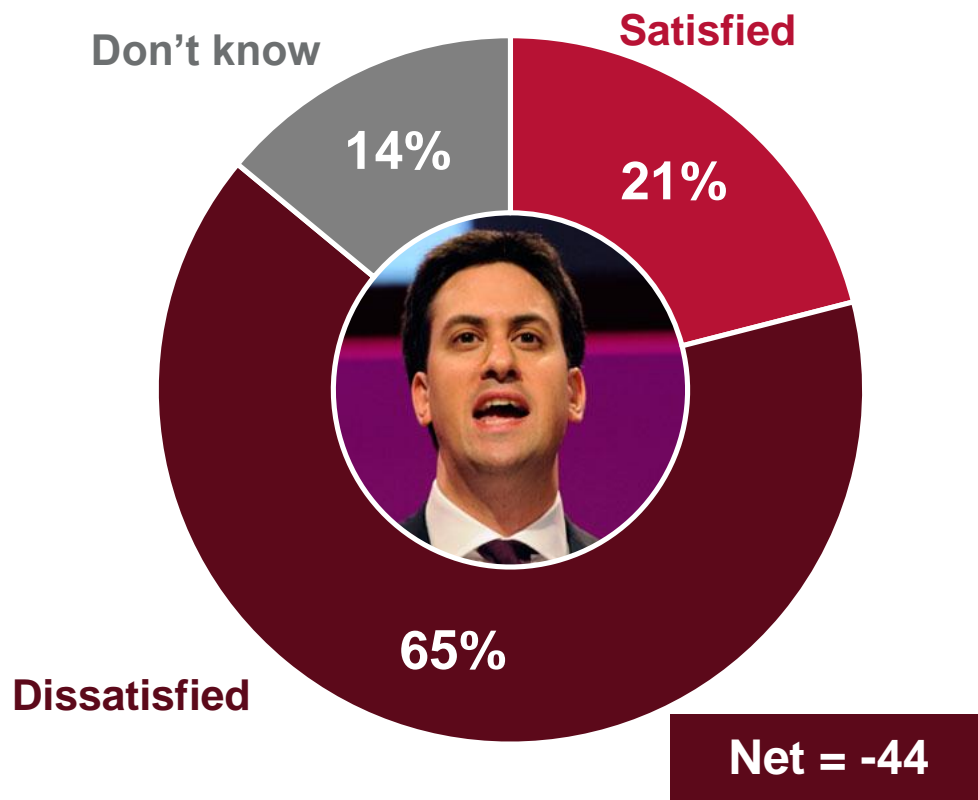
Source: Ipsos MORI Political Monitor

# Ed Miliband (satisfaction)

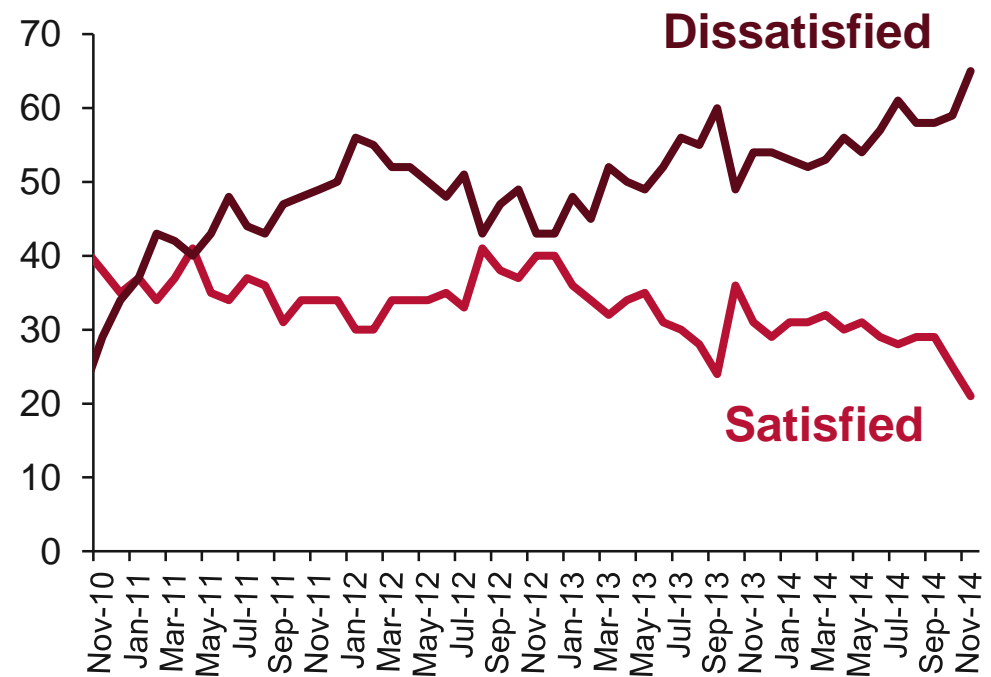
15

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

November 2014



November 2010 – November 2014



Base: 1,011 British adults 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014

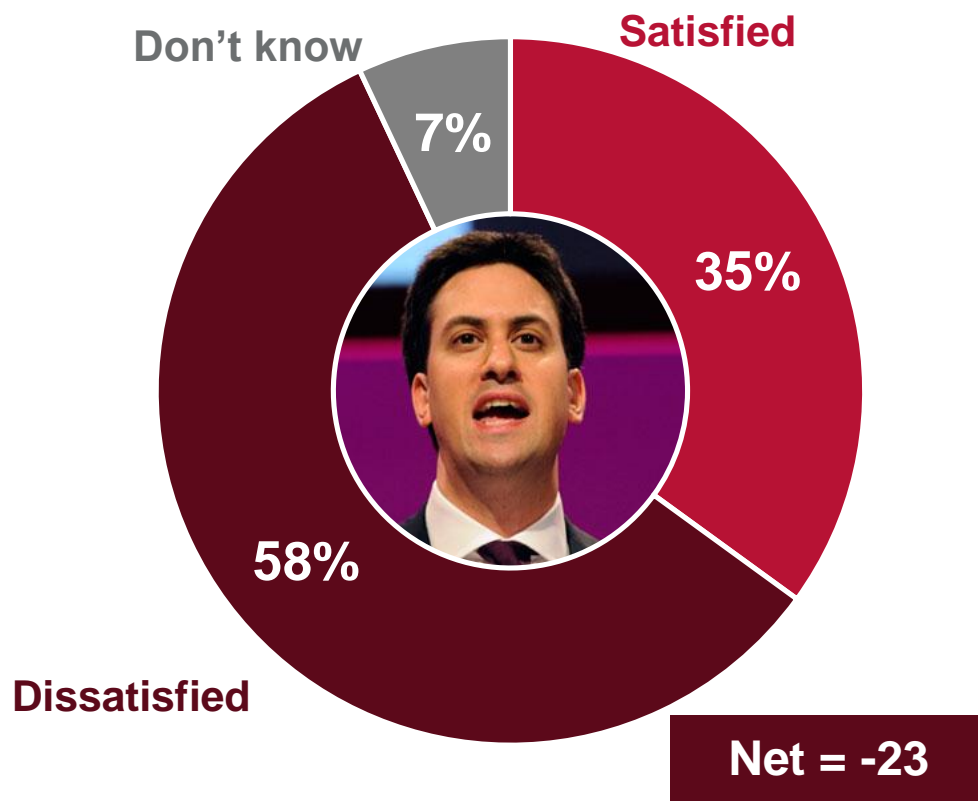
Source: Ipsos MORI Political Monitor

# Ed Miliband (satisfaction among Labour supporters)

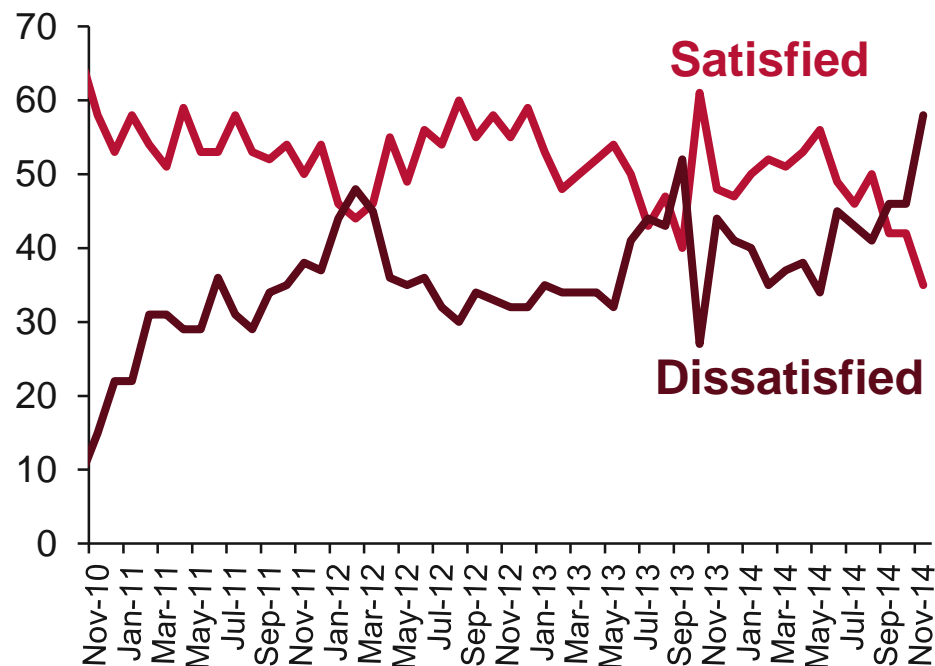
16

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

November 2014



November 2010 – November 2014



Base: 234 Labour supporters 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014

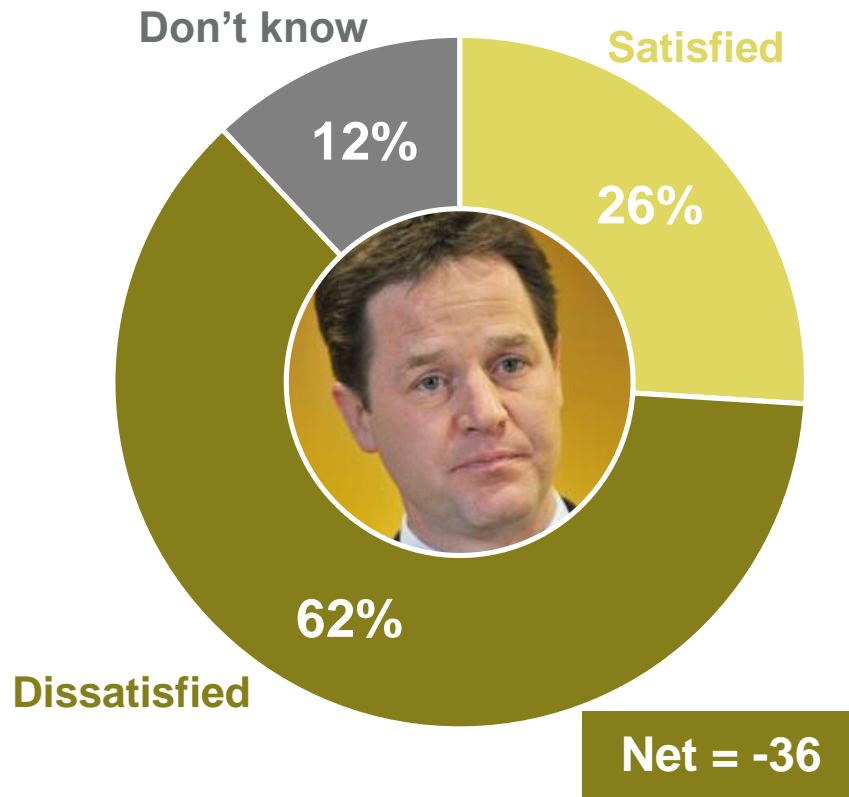
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction)

17

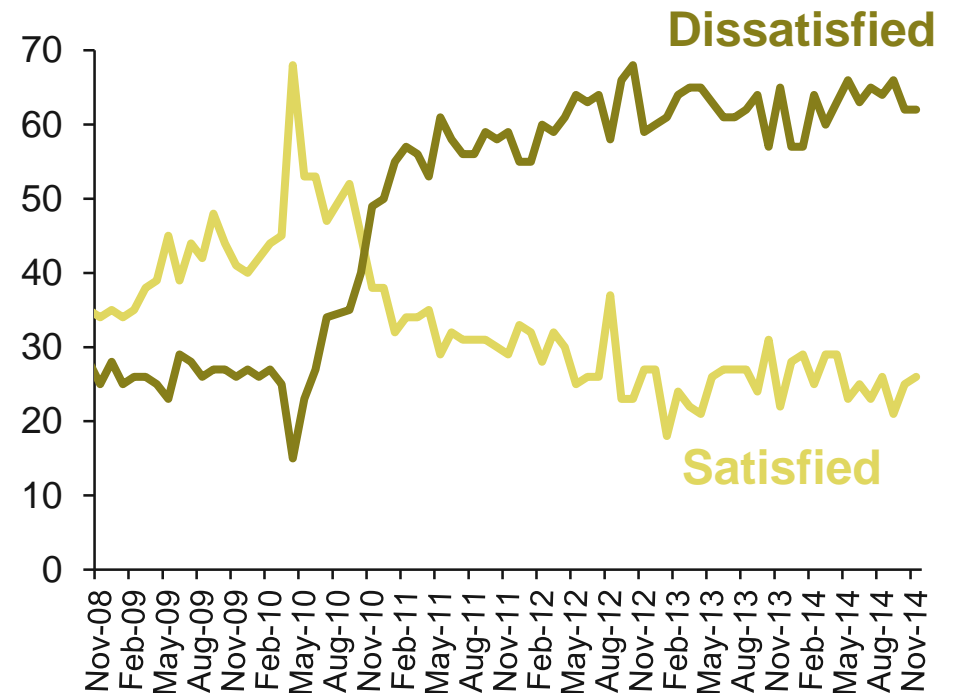
*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/  
as Deputy Prime Minister?*

November 2014



Base: 1,011 British adults 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014

November 2008 – November 2014



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

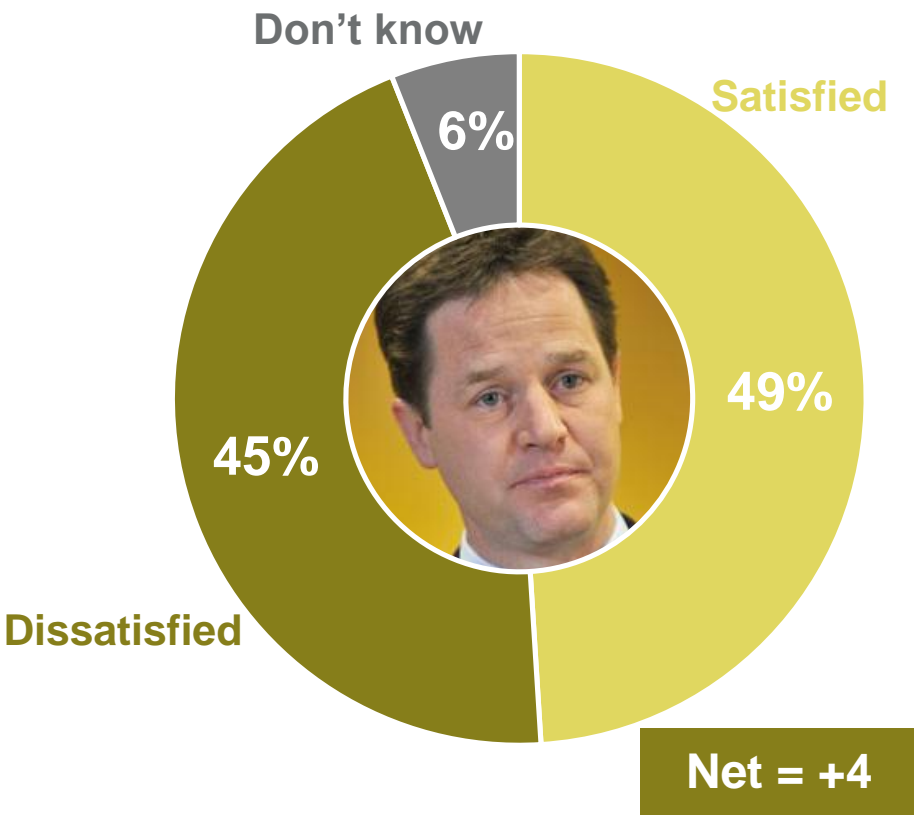
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction among Lib Dem supporters)

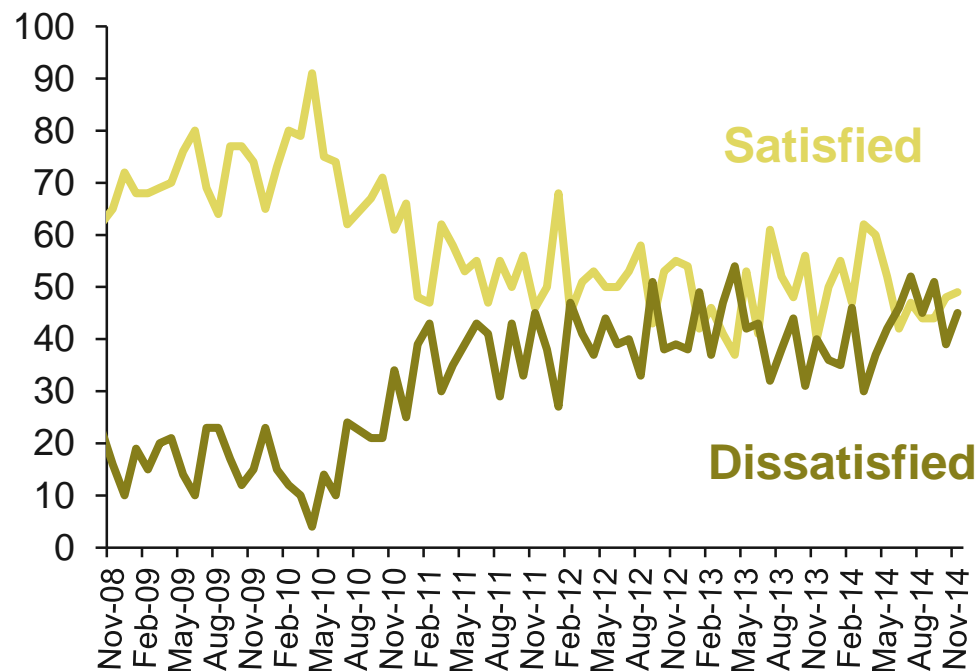
18

*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 2014



November 2008 – November 2014



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

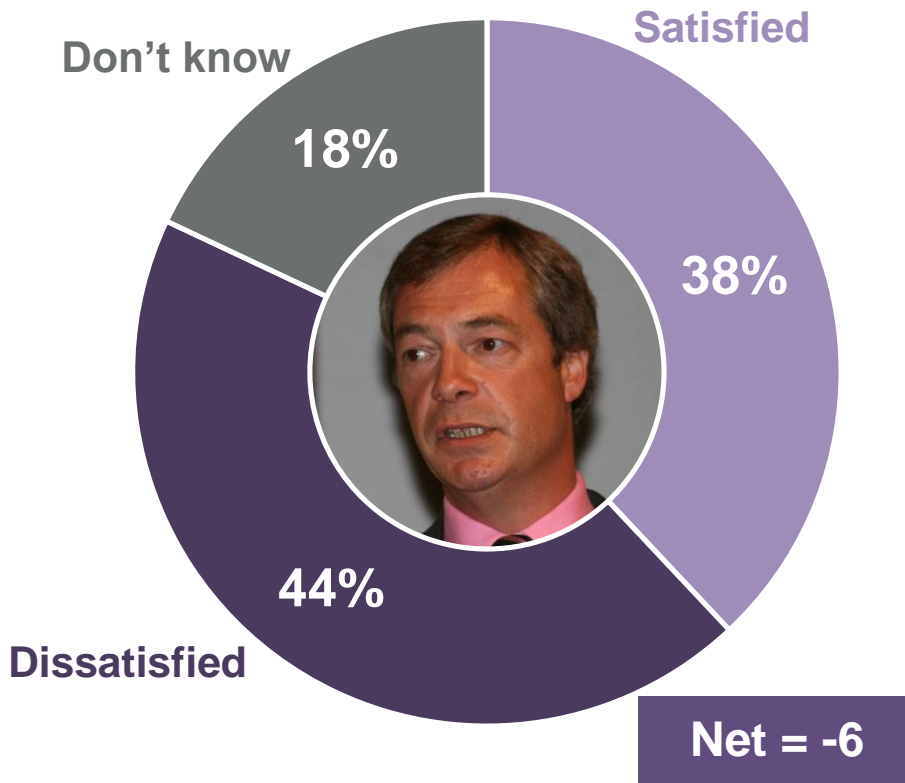
Base: 83 Liberal Democrat supporters 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

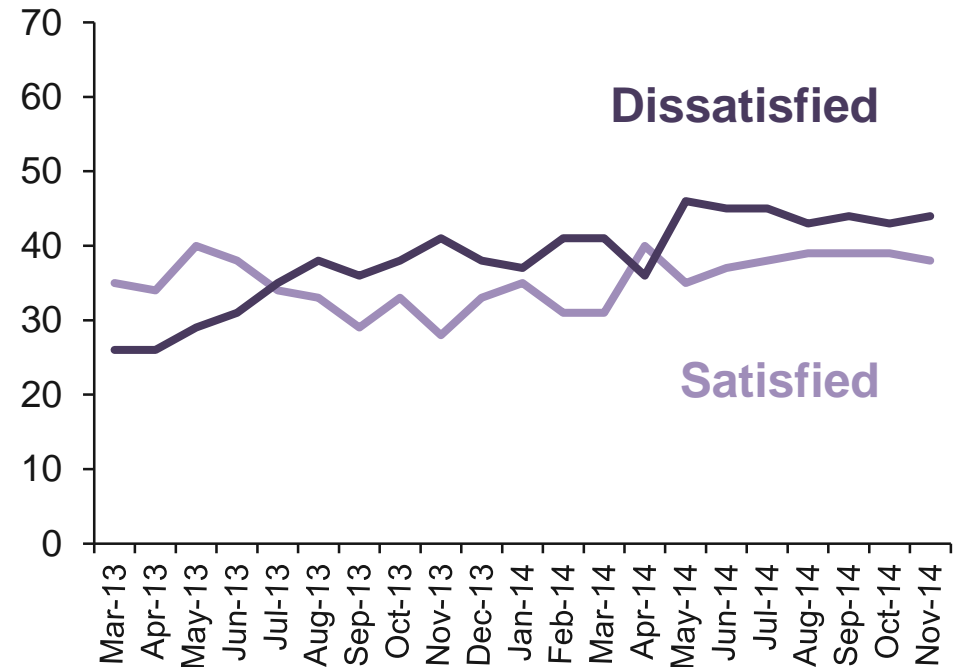
# Nigel Farage (satisfaction)

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

All



March 2013 – November 2014



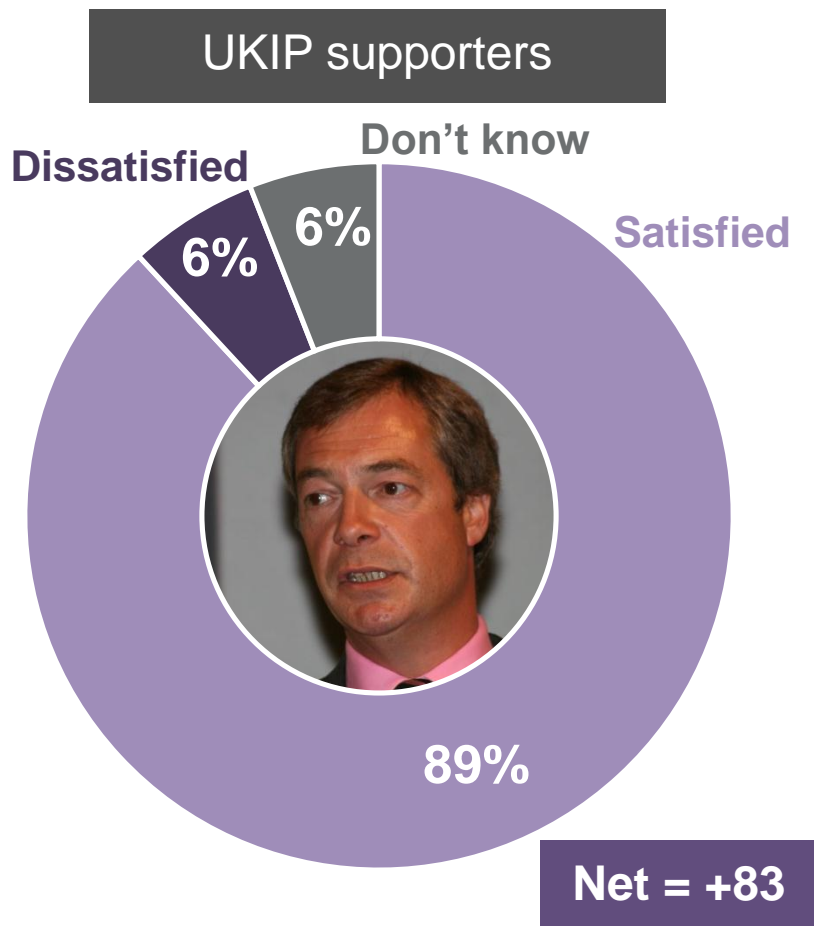
Base: 1,011 British adults 18+, 8<sup>th</sup> – 10<sup>th</sup> November 2014

Source: Ipsos MORI Political Monitor

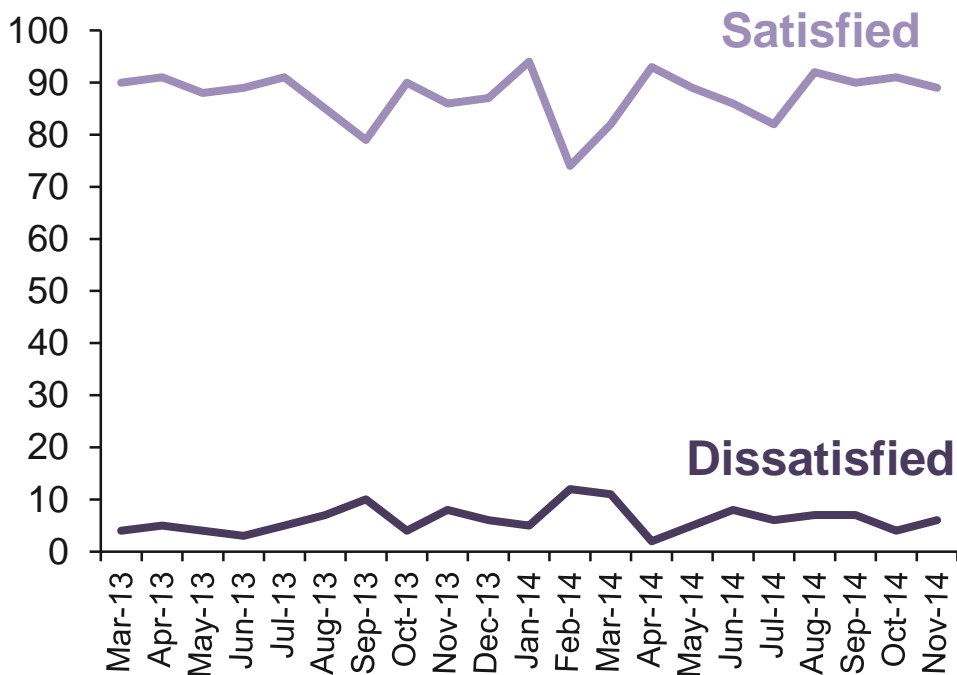
# Nigel Farage (satisfaction among UKIP supporters)

20

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



March 2013 – November 2014



Base: 124 UKIP supporters, 8<sup>th</sup> -10<sup>th</sup> November 2014.

# The economy

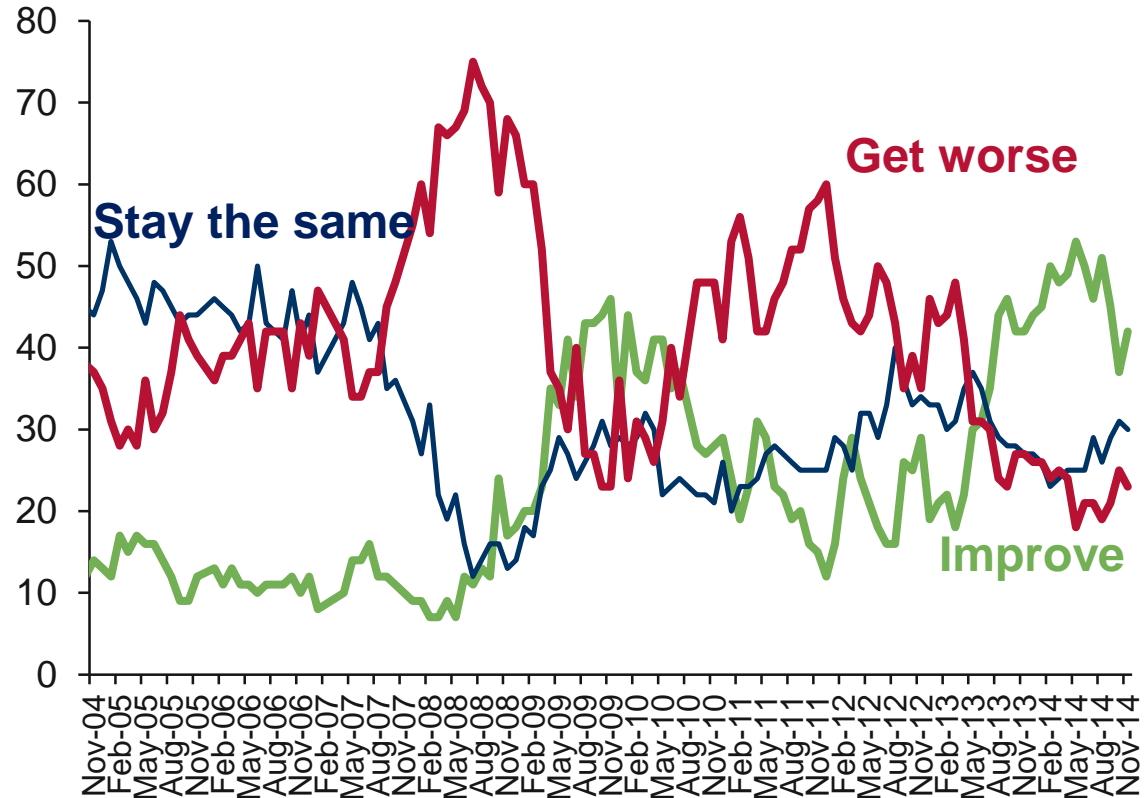
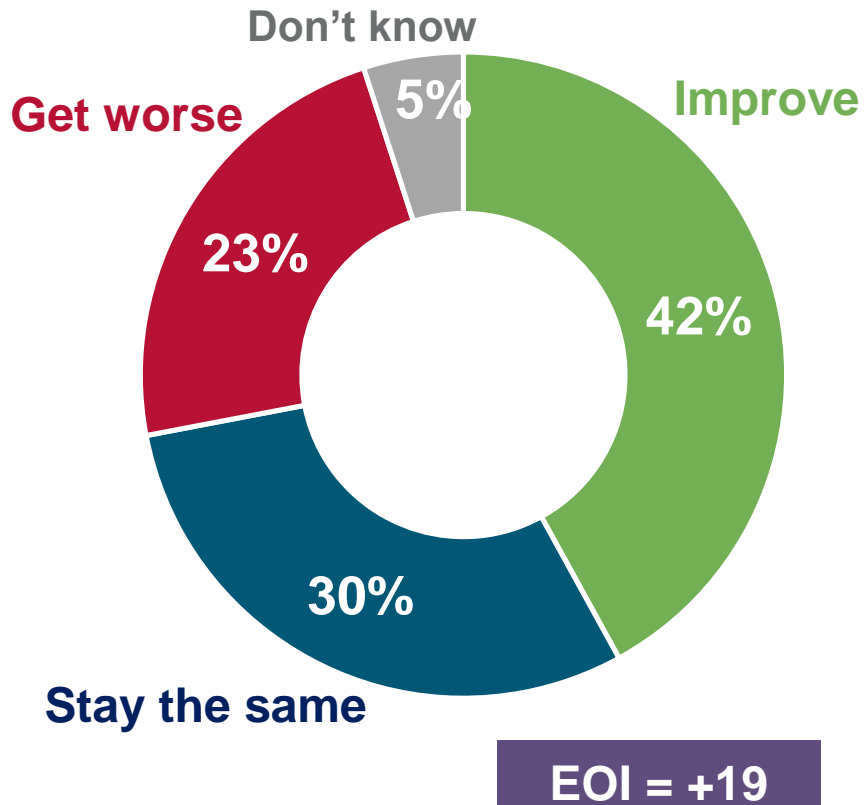


# Economic Optimism Index

22

*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 2014



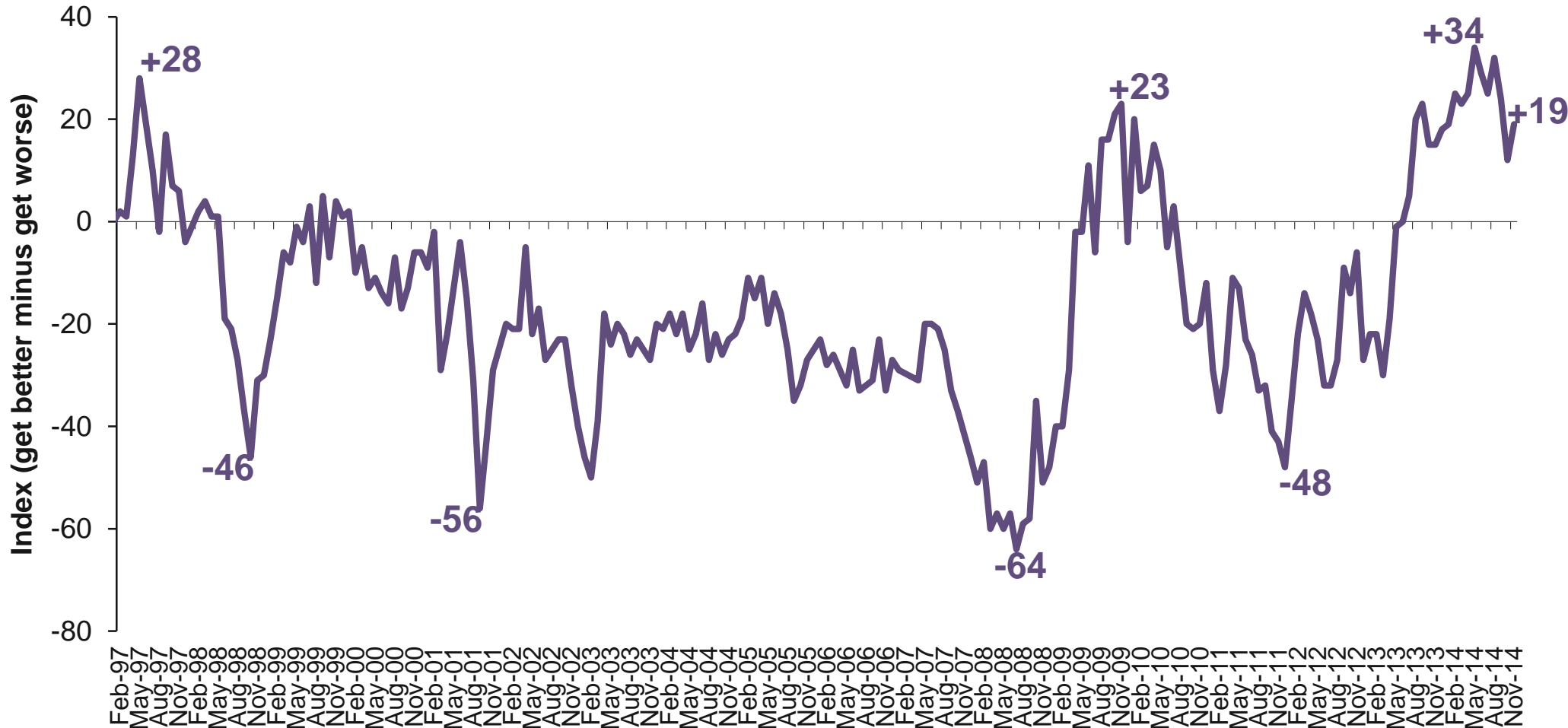
Base: 1,011 British adults 18+, 8<sup>th</sup> -10<sup>th</sup> November 2014

Source: Ipsos MORI Political Monitor

# The Ipsos MORI Economic Optimism Index

23

*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

# Confidence in leaders and parties



# Readiness of Labour and Ed Miliband for government

25

On balance, do you agree or disagree with the following statements:

Strongly agree    Tend to agree    Neither/nor  
Tend to disagree    Strongly disagree    Don't know

**Labour is ready to form the next government**

**Nov '14**



*Labour is ready to form the next government*

*June '14*



**Ed Miliband is ready to be Prime Minister**

**Nov '14**



*Ed Miliband is ready to be Prime Minister*

*June '14*



Base: 1,011 British adults 18+, 8-11 November 2014

Source: Ipsos MORI Political Monitor

# Other parties' readiness for coalition government

26

*On balance, do you agree or disagree with the following statements:*

■ Strongly agree    ■ Tend to agree    ■ Neither/nor  
■ Tend to disagree    ■ Strongly disagree    ■ Don't know

UKIP is ready to form part of a UK coalition government



Nigel Farage is ready to be a government minister



The Green Party is ready to form part of a UK coalition government



The SNP is ready to form part of a UK coalition government



Base: 1,011 British adults 18+, 8-11 November 2014

Source: Ipsos MORI Political Monitor