

POLITICAL MONITOR

October 2014



Ipsos MORI

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**POLITICAL
MONITOR**

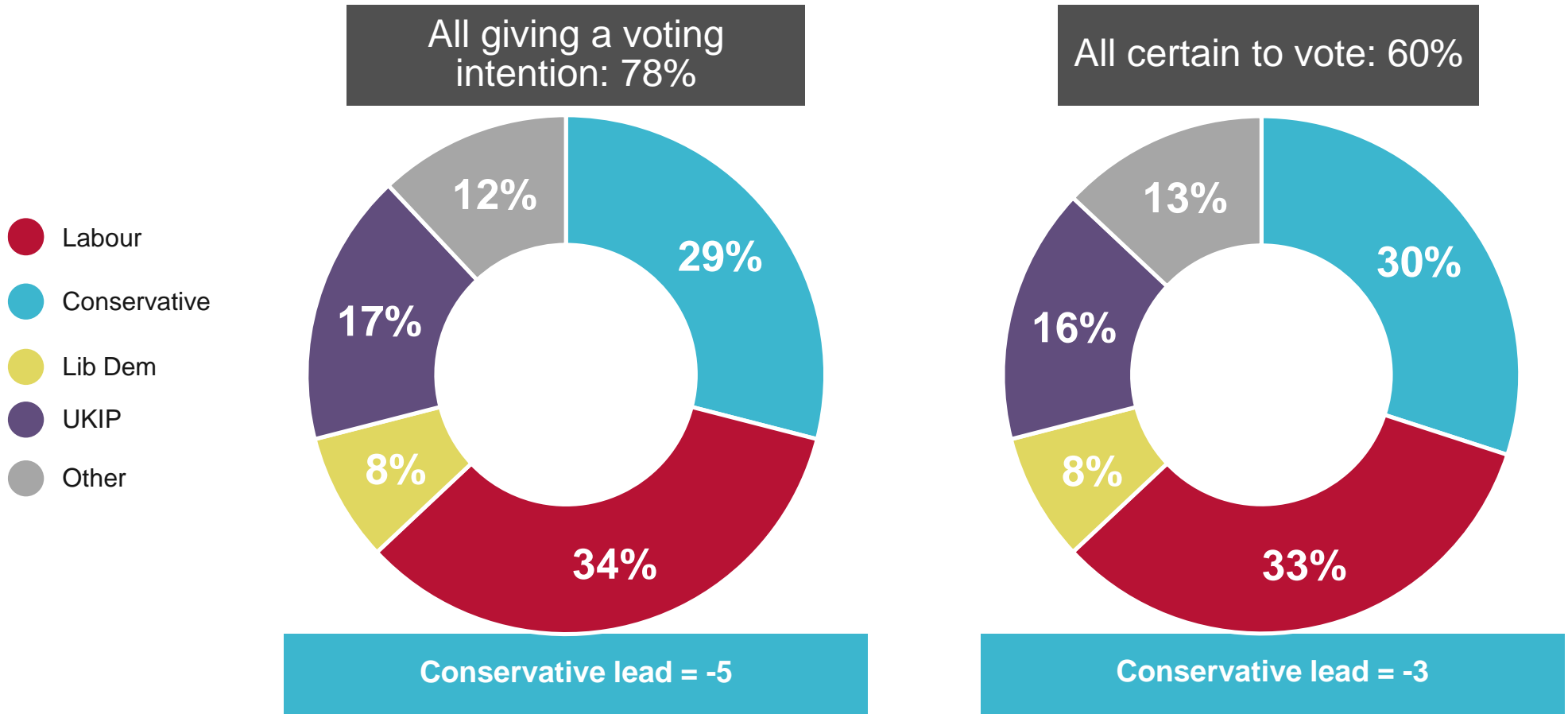
Ipsos

Voting Intentions



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

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

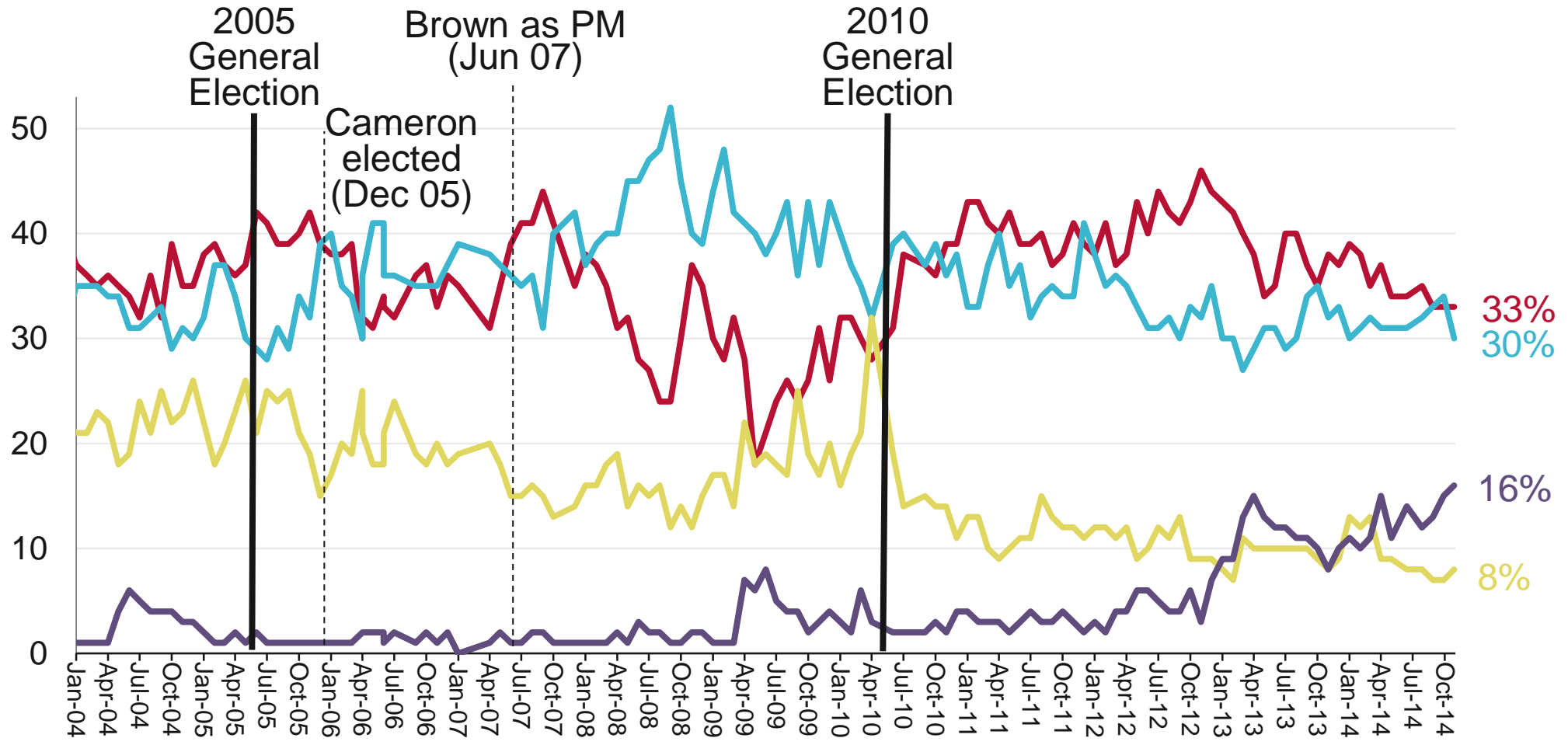


Base: 1,002 British adults 18+, 11th -14th October 2014, all certain to vote = 628

Source: Ipsos MORI Political Monitor

Voting Intentions January '04 – October '14 (all certain to vote)

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

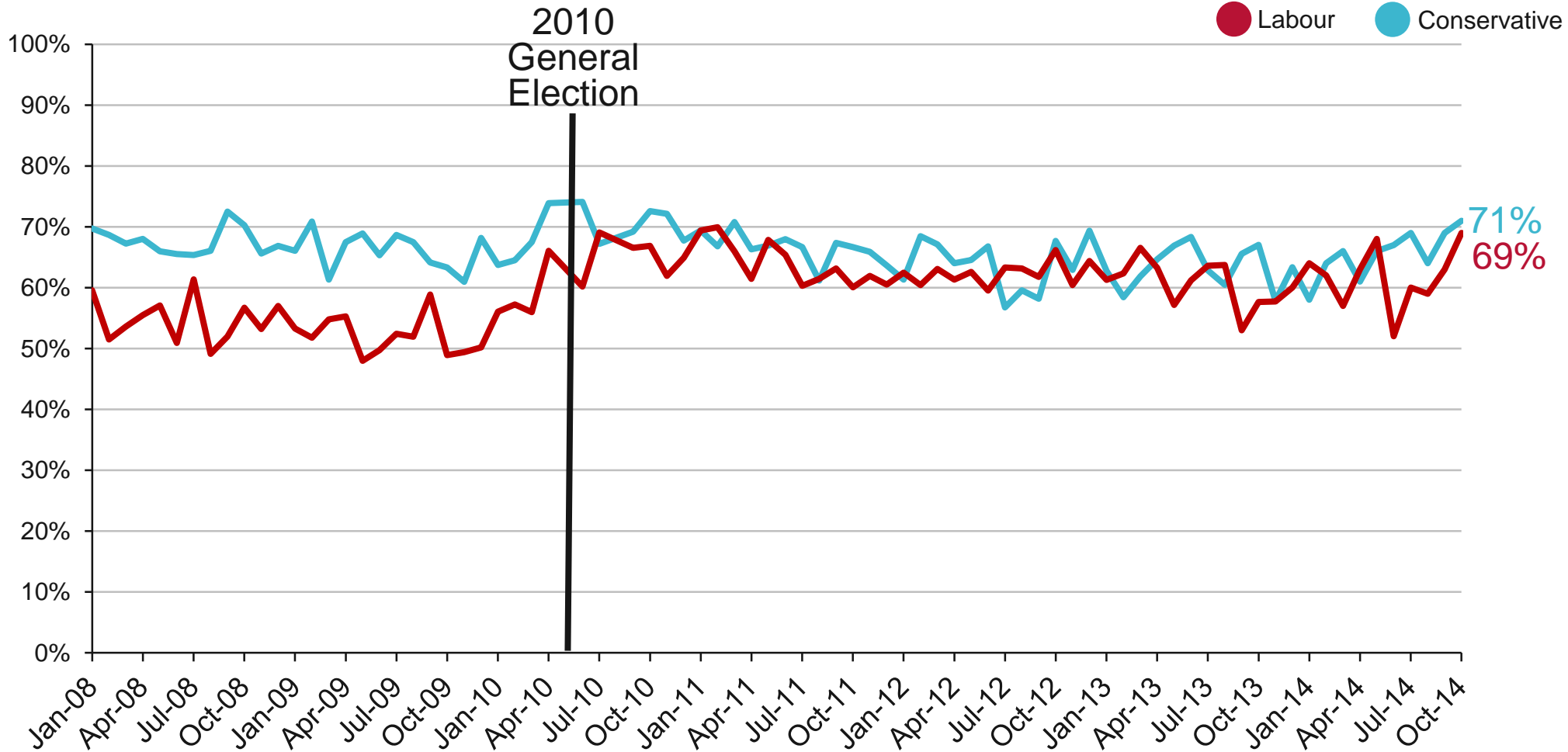


Base: c.1,000 British adults certain to vote each month through October 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

How certain are Labour and Conservative supporters in their intention to vote? January '08 to October '14

% of supporters "Absolutely certain to vote"



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

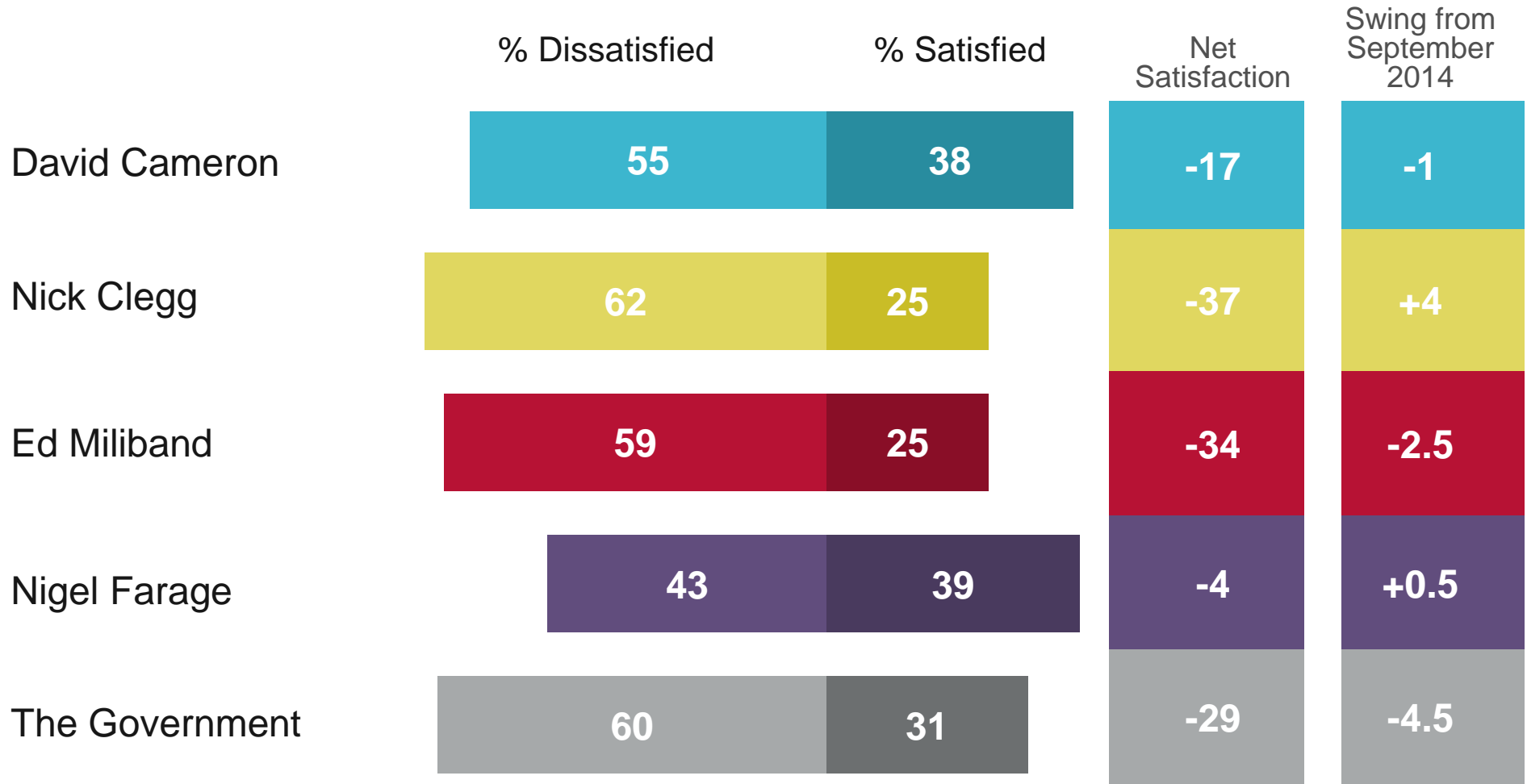
Source: Ipsos MORI Political Monitor

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?

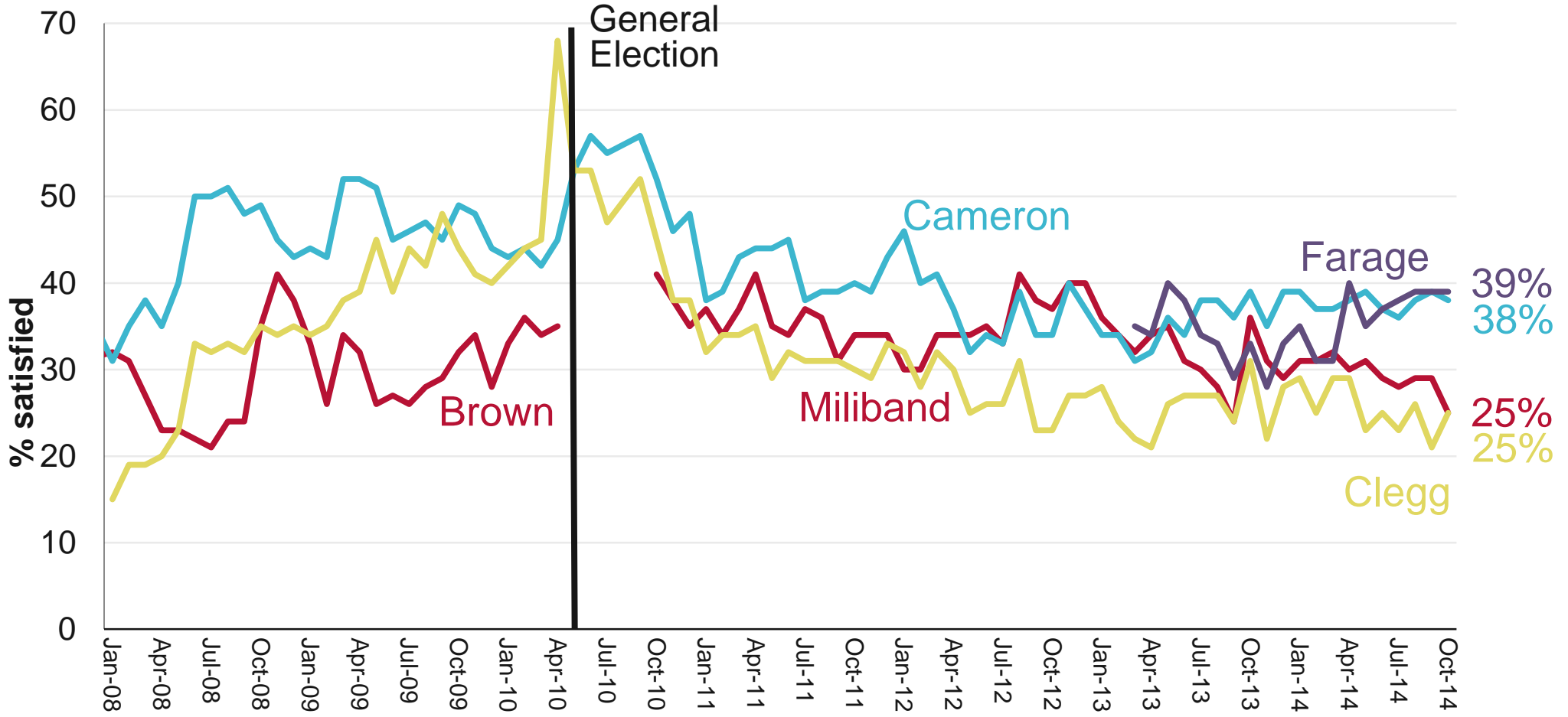


Base: 1,002 British adults 18+, 11th – 14th October 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders January '08 – October '14

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

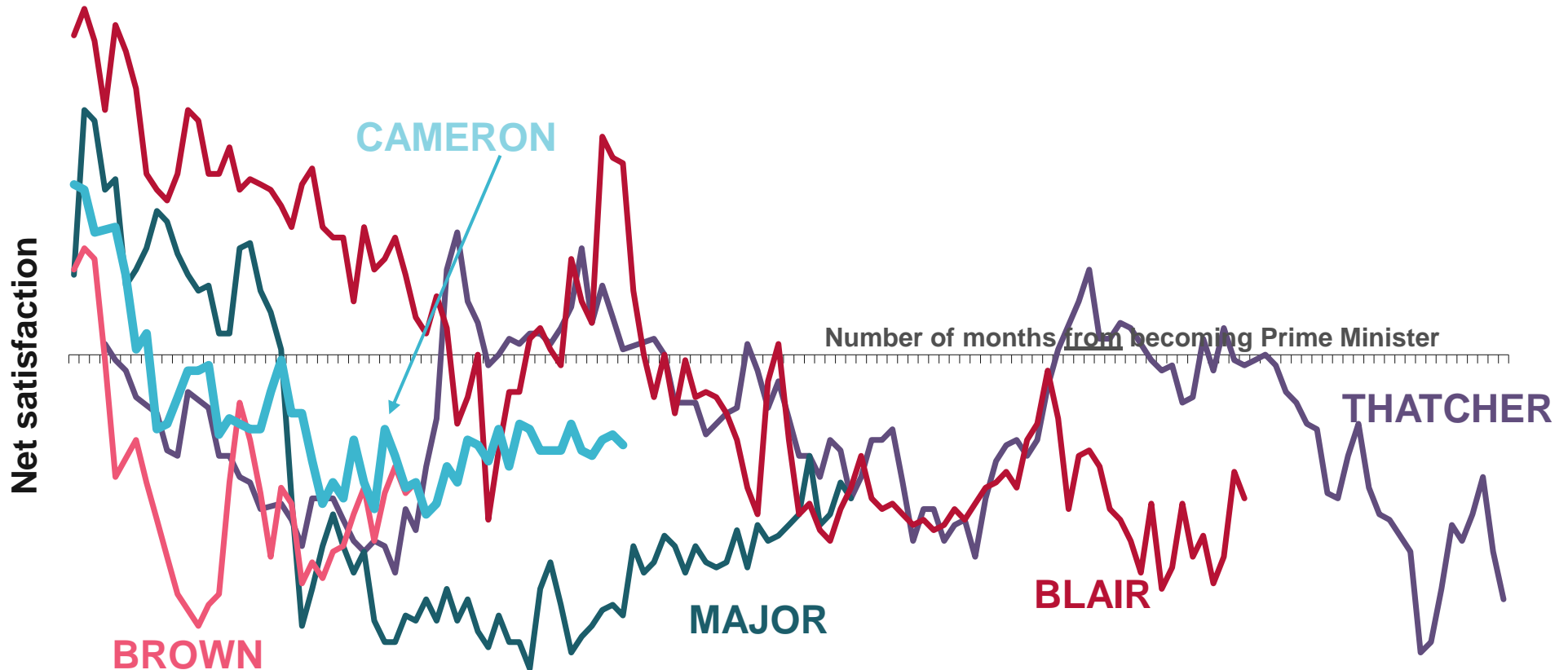


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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



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

Base: c.1,000 British adults each month

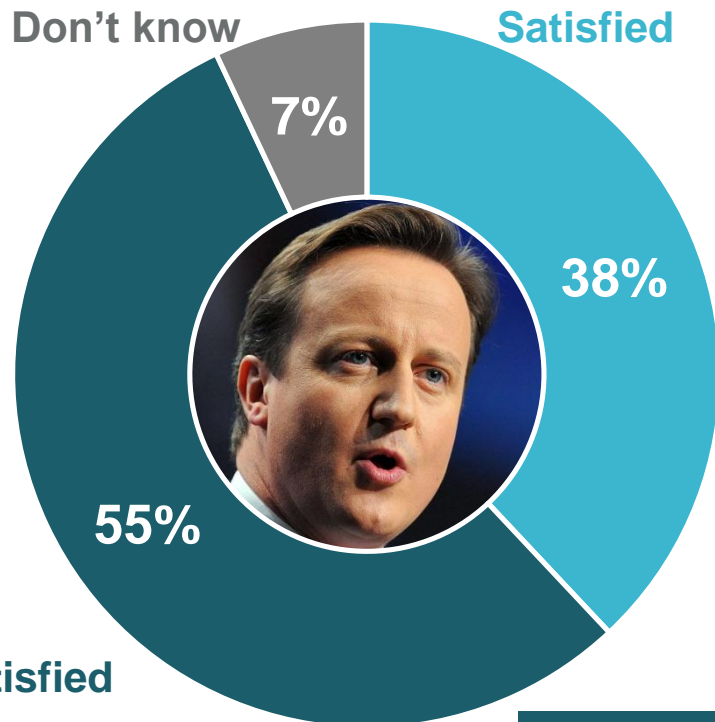
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

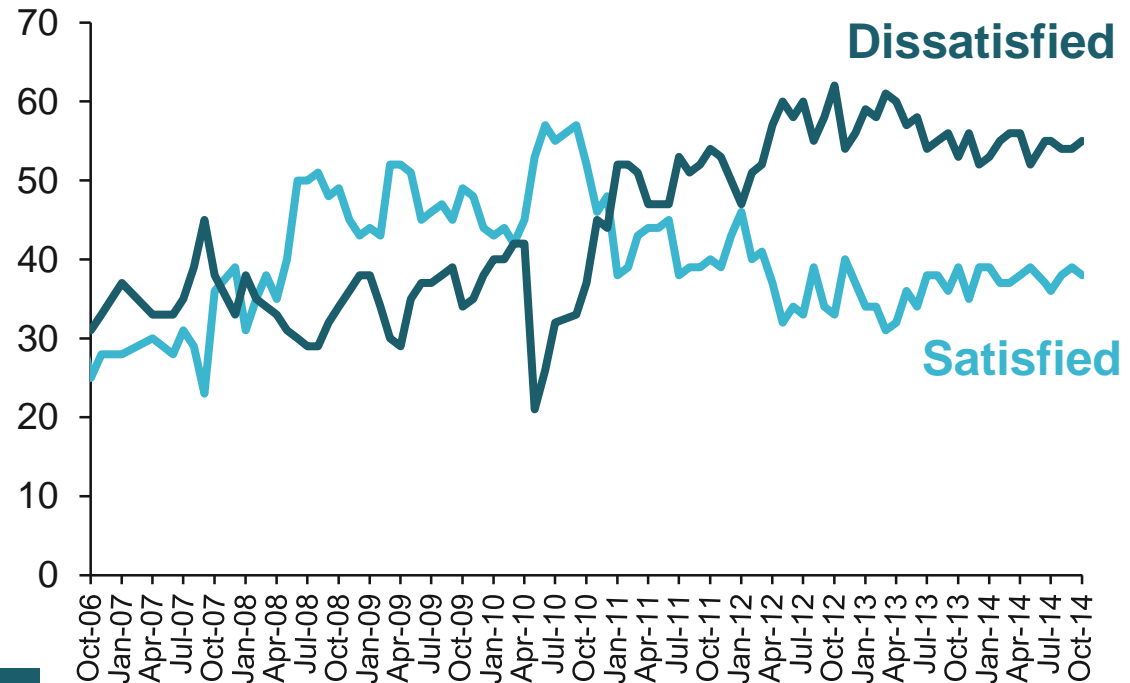
Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?

October 2014

October 2006 – October 2014



Net = -17



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

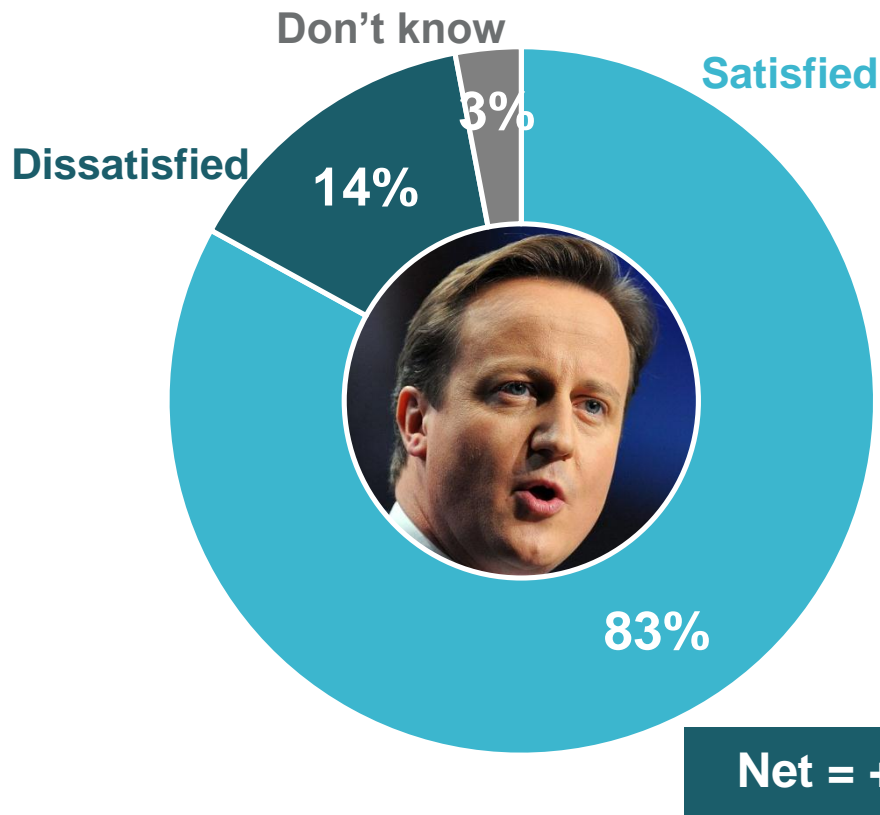
Base: 1,002 British adults 18+, 11th – 14th October 2014

Source: Ipsos MORI Political Monitor

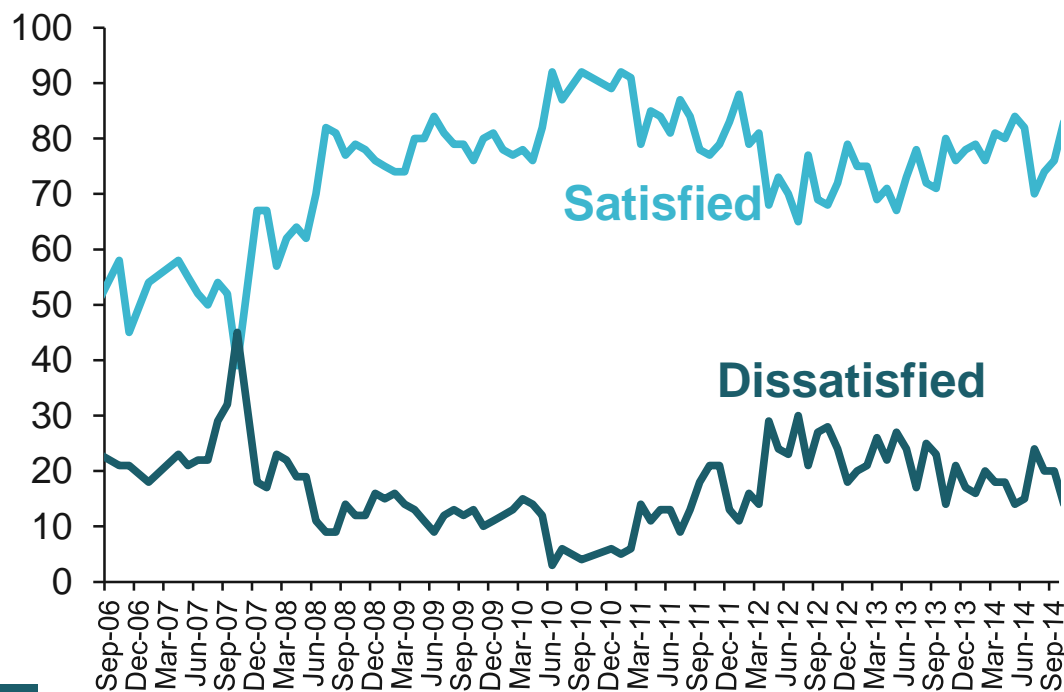
David Cameron (satisfaction among Tory supporters)

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

October 2014



October 2006 – October 2014



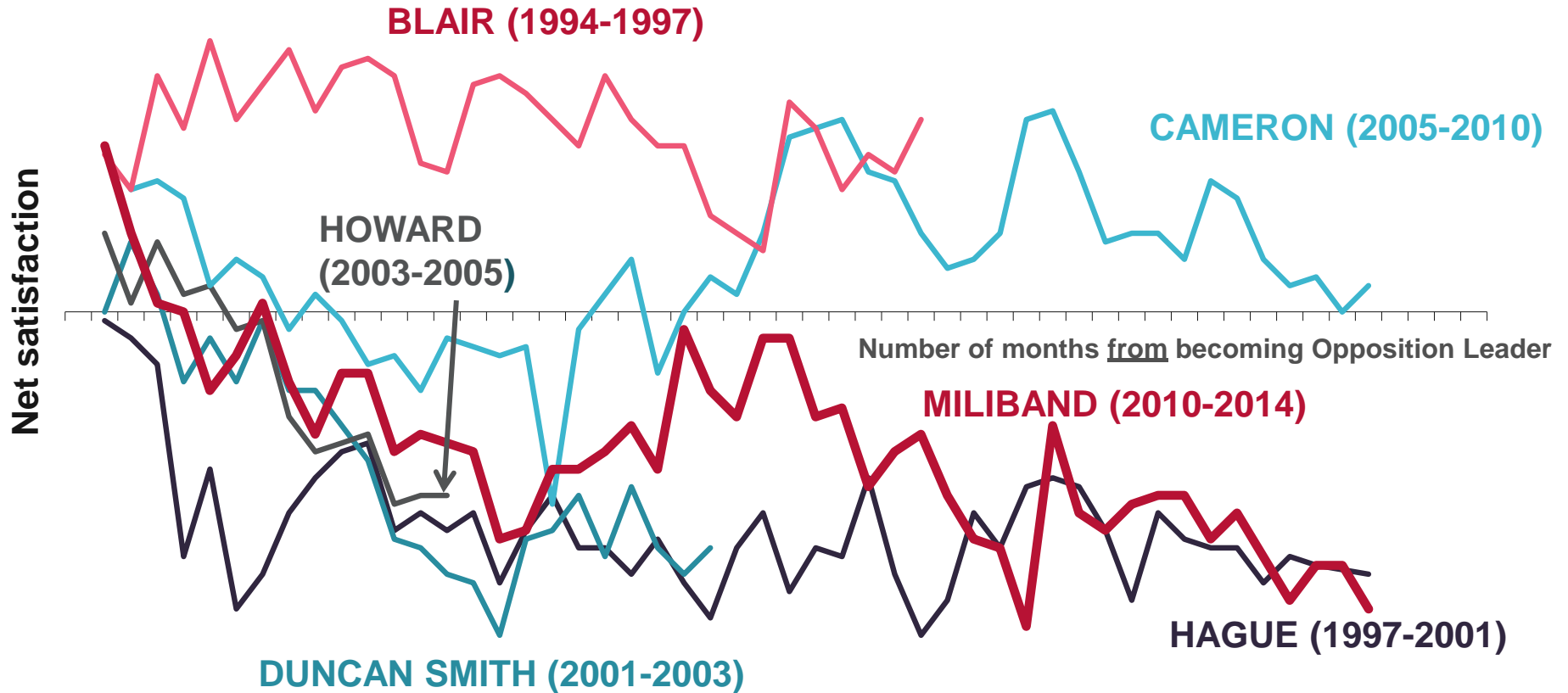
Note: Data collected prior to October 2008 was collected via face-to-face methodology; data collected from October 2008 was via telephone

Base: 231 Conservative supporters 18+, 11th -14th October 2014

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2014)

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



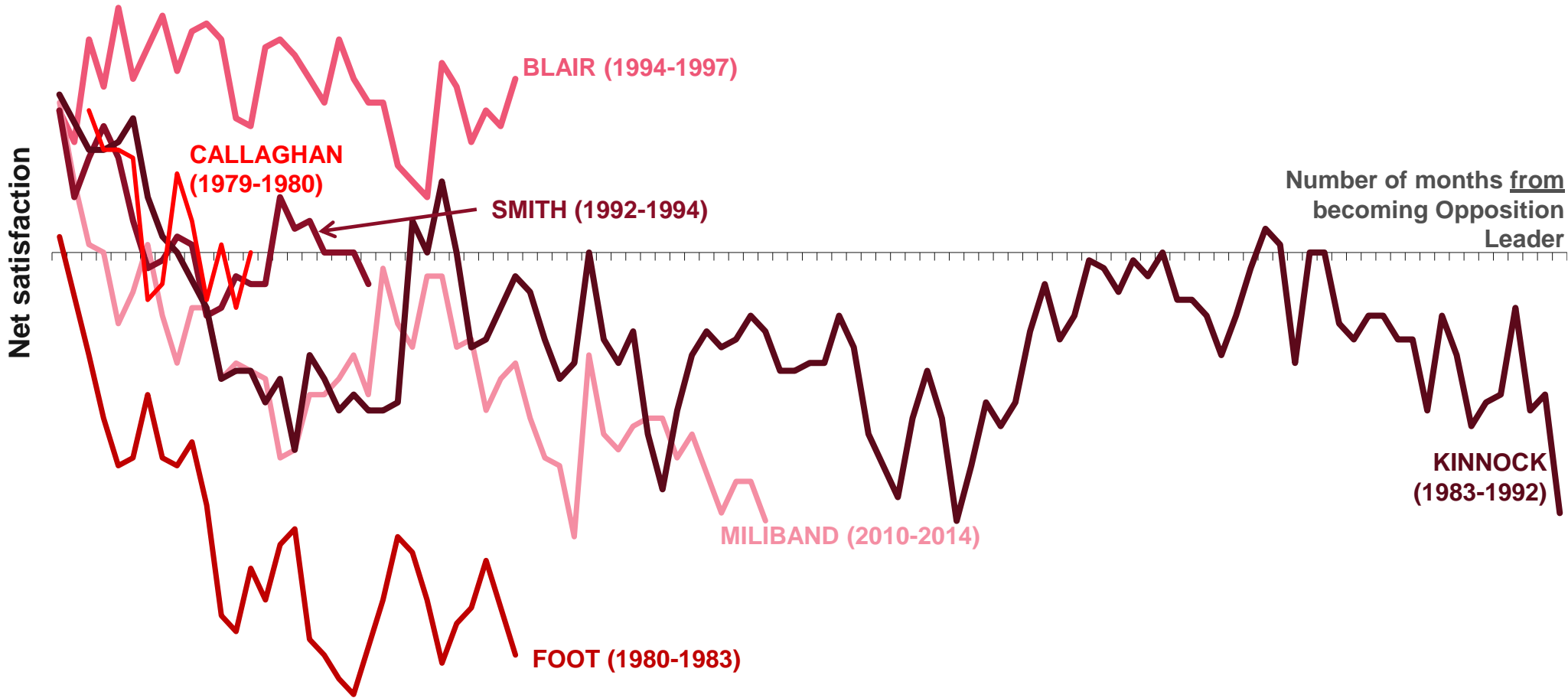
Note: Data collected prior to October 2008 was collected via face-to-face methodology; data collected from October 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (Labour)

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

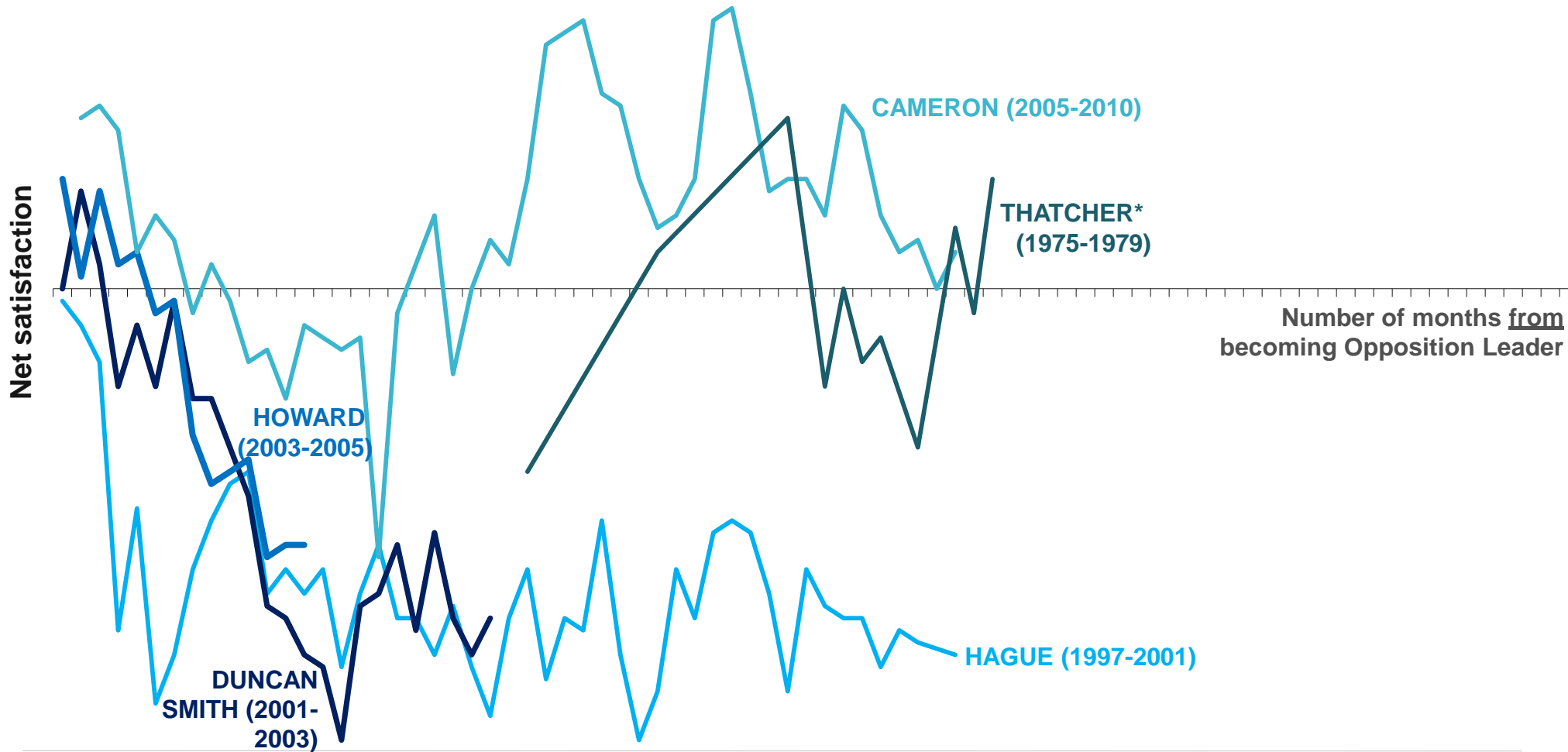


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (Conservatives)

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)

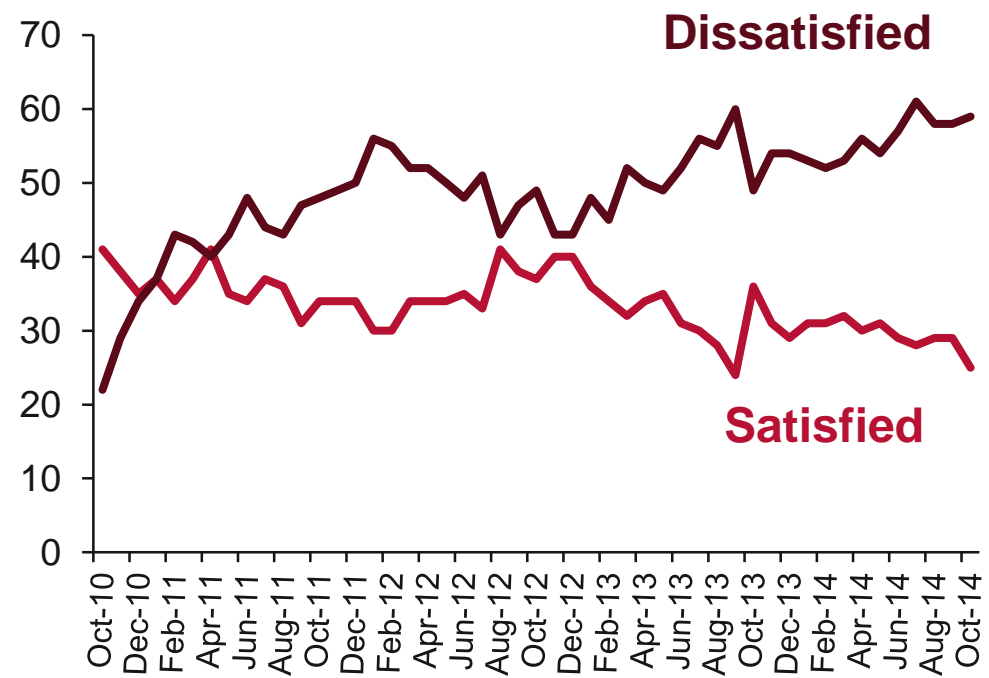
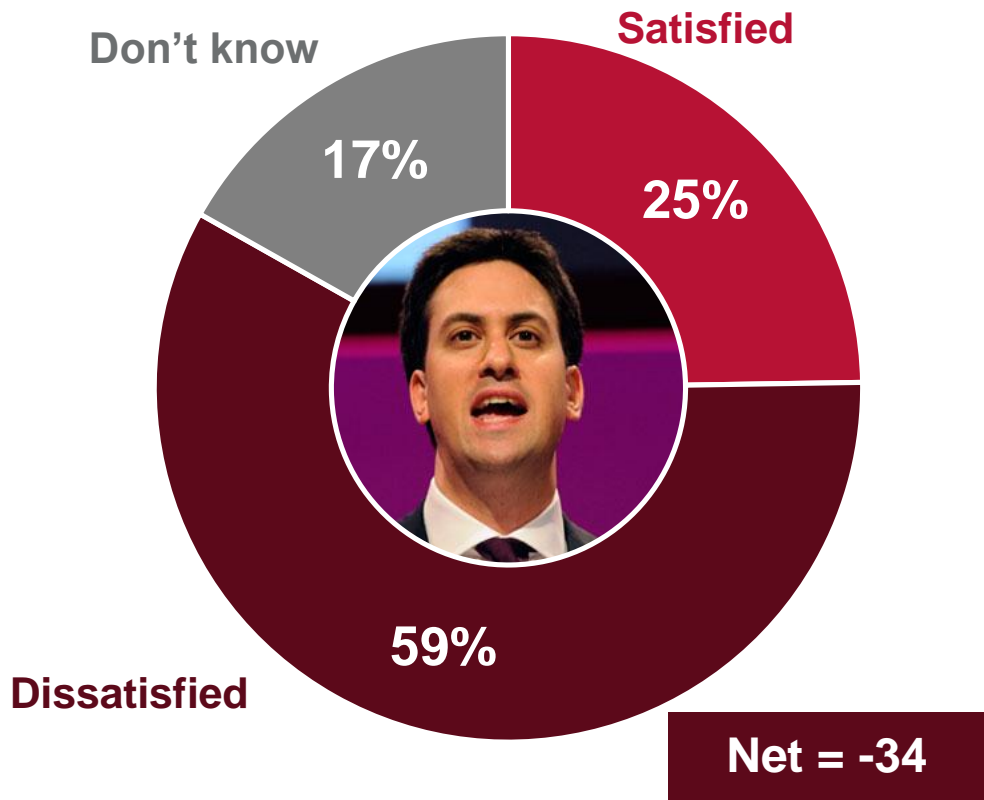
Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

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

October 2014

October 2010 – October 2014



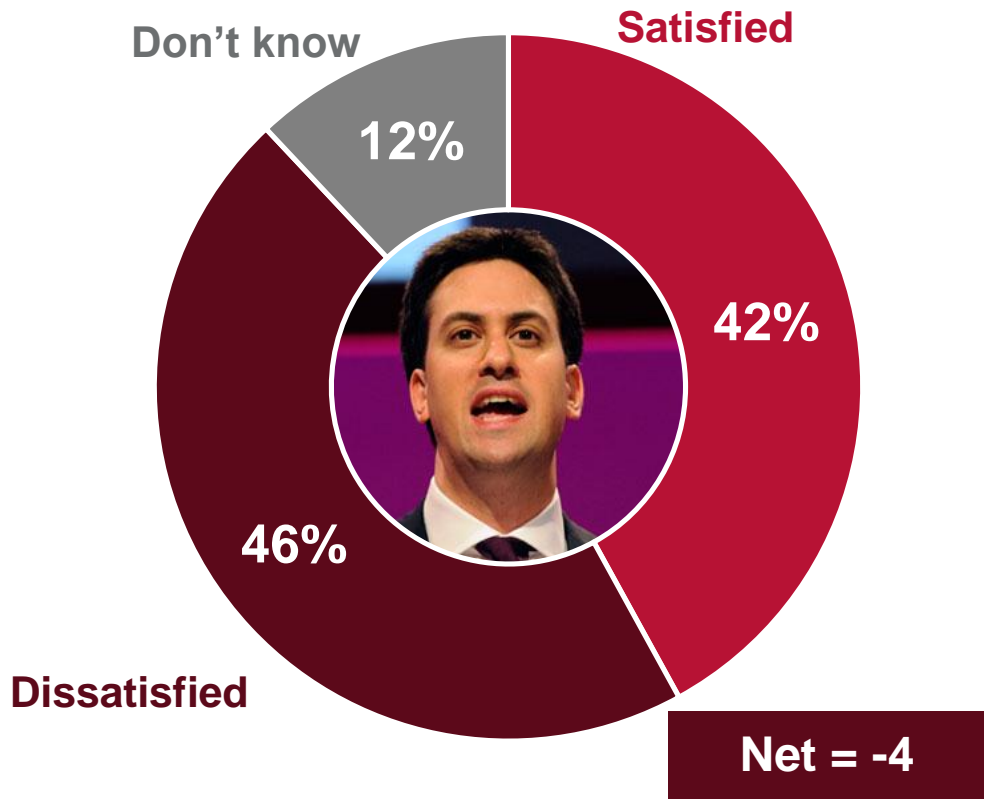
Base: 1,002 British adults 18+, 11th -14th October 2014

Source: Ipsos MORI Political Monitor

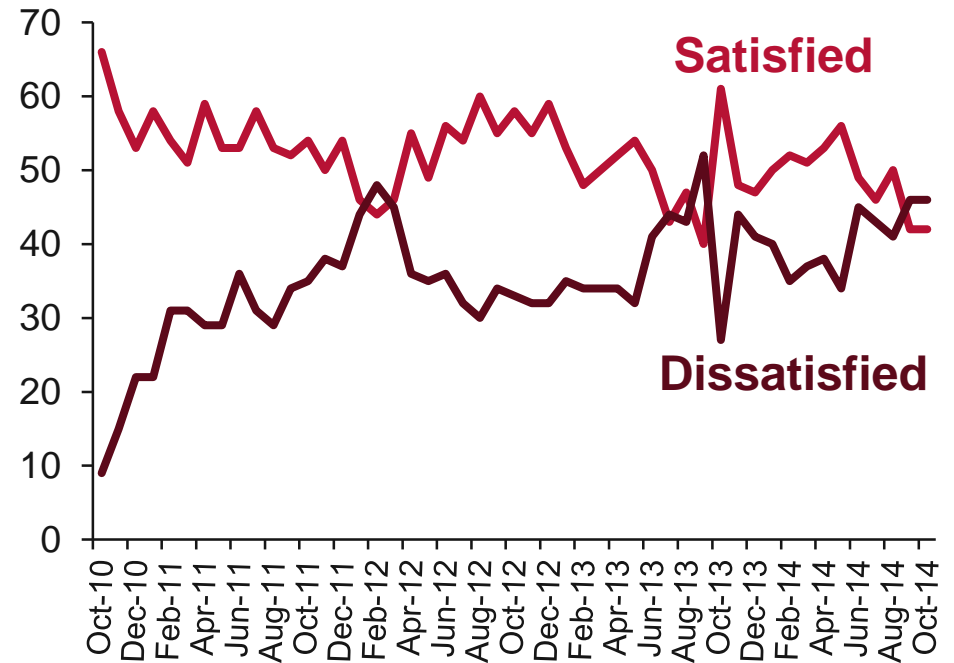
Ed Miliband (satisfaction among Labour supporters)

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

October 2014



October 2010 – October 2014



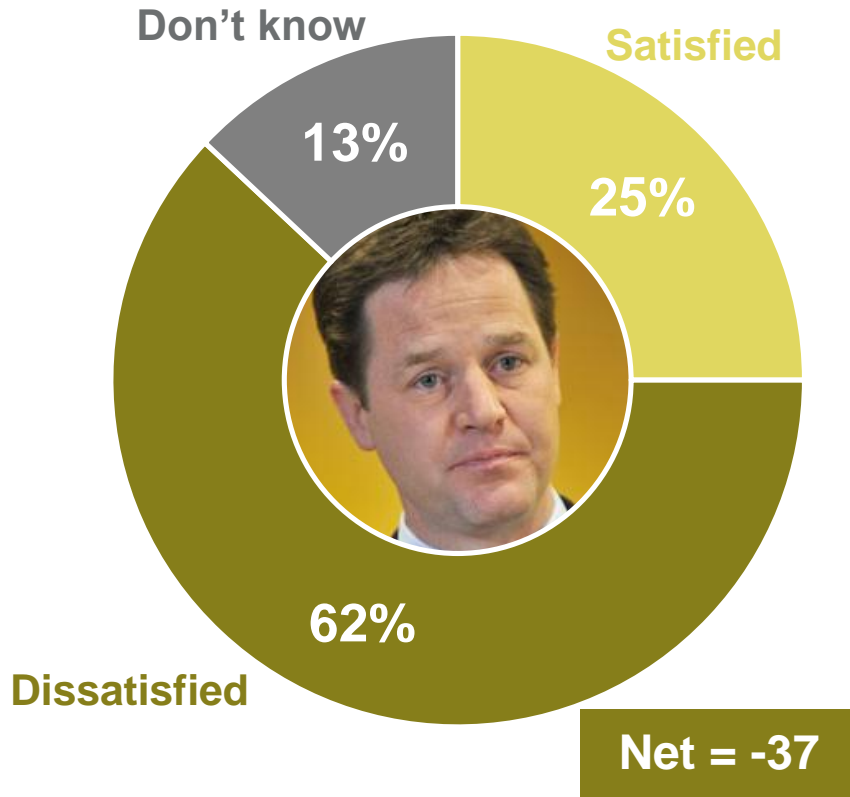
Base: 270 Labour supporters 18+, 11th – 14th October 2014

Source: Ipsos MORI Political Monitor

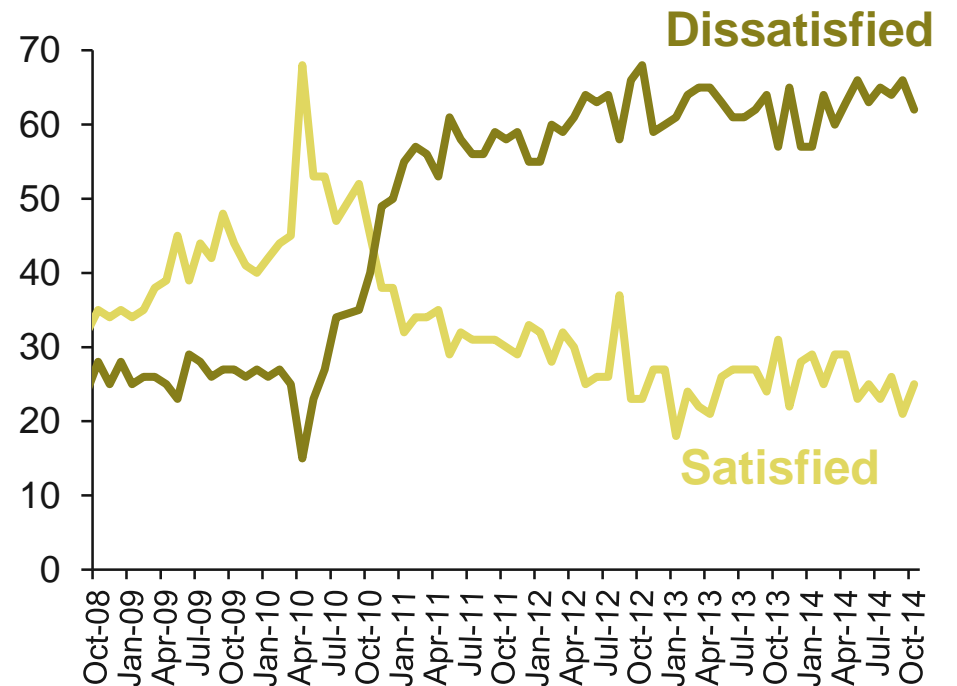
Nick Clegg (satisfaction)

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

October 2014



October 2008 – October 2014



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

Base: 1,002 British adults 18+, 11th -14th October 2014

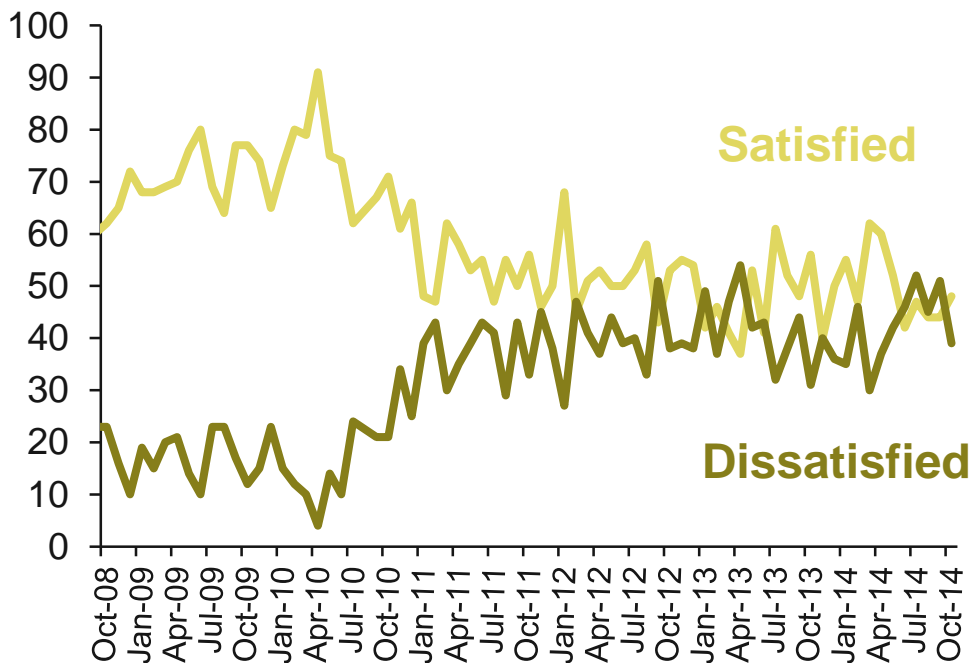
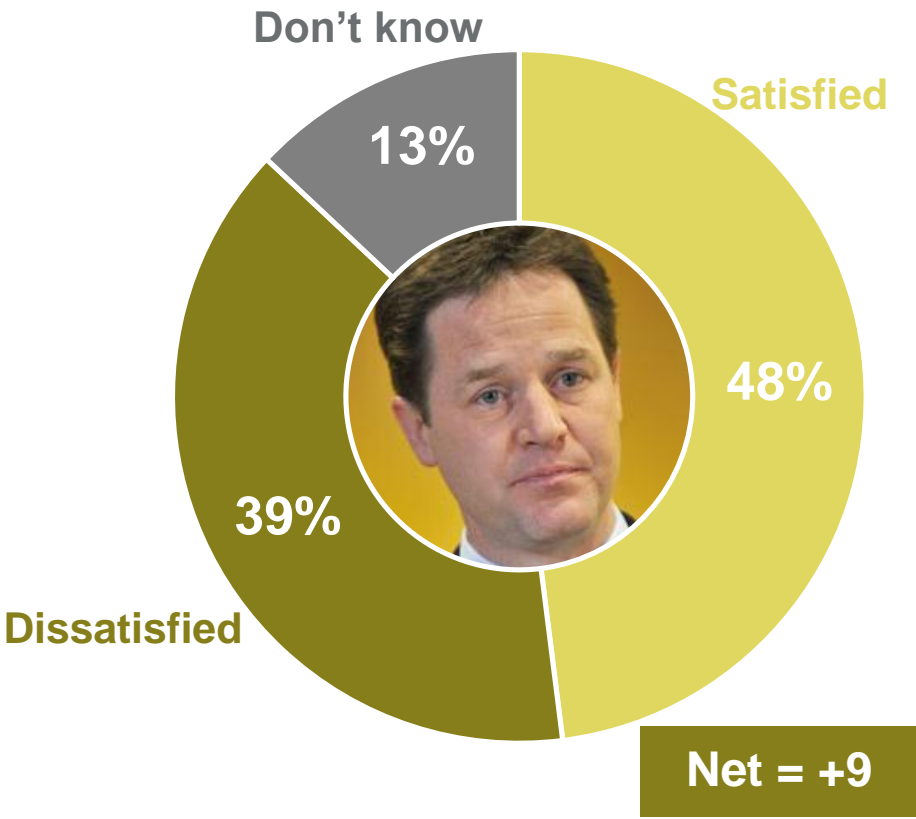
Source: Ipsos MORI Political Monitor

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?

October 2014

October 2008 – October 2014



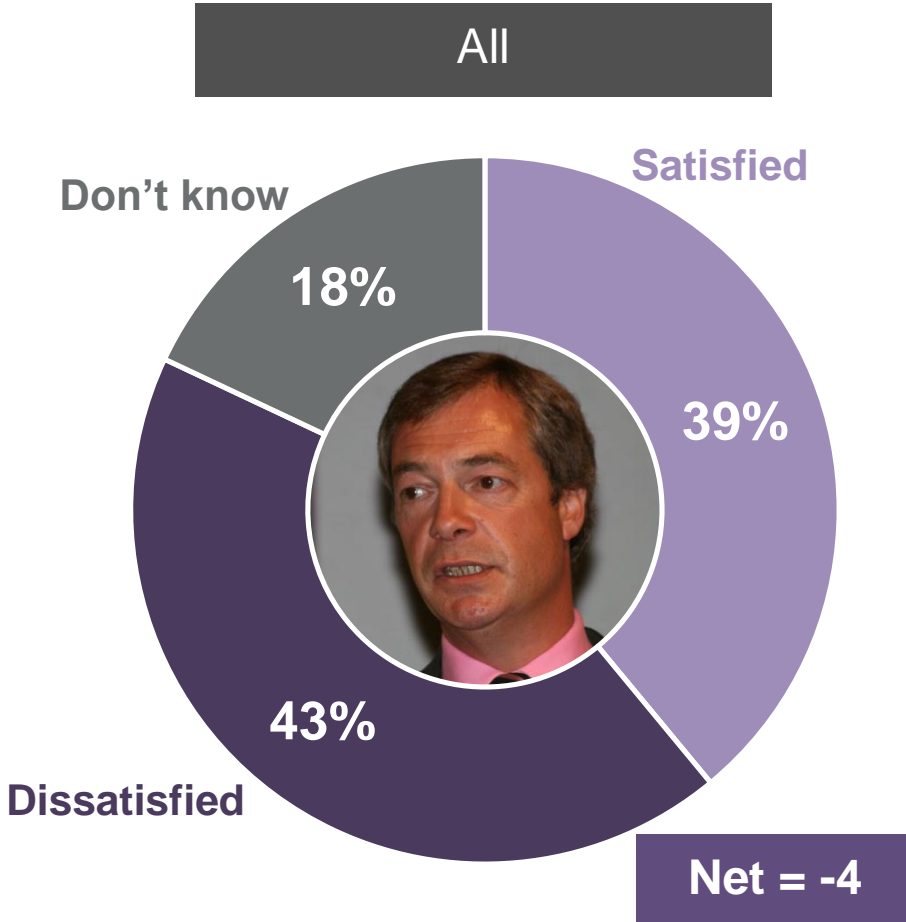
Note: Data collected prior to October 2008 was collected via face-to-face methodology; data collected from October 2008 was via telephone

Base: 69 Liberal Democrat supporters 18+, 11th – 14th October 2014. N.B. small base size indicative only

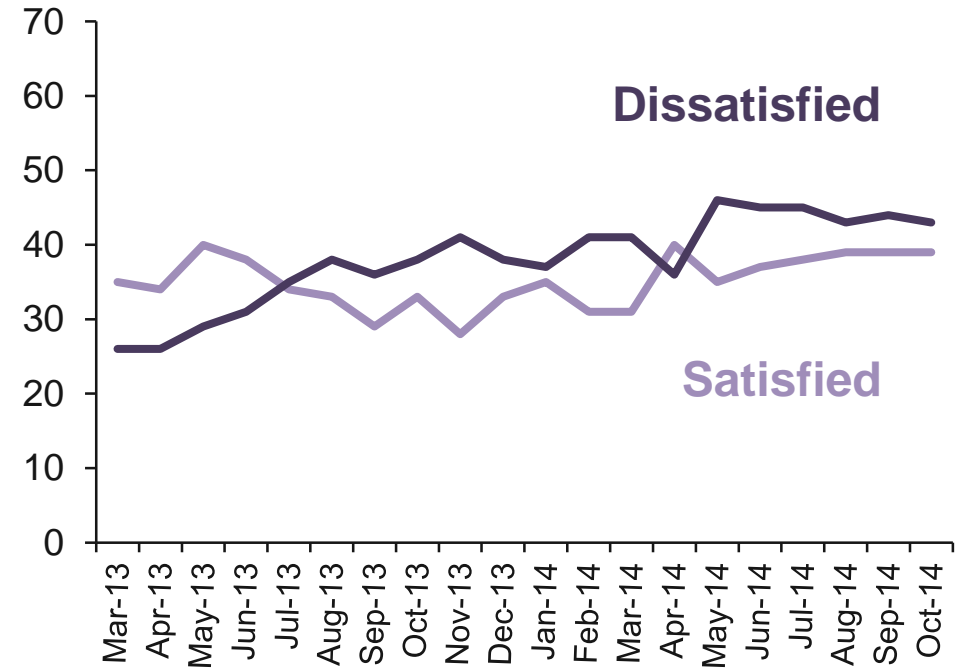
Source: Ipsos MORI Political Monitor

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?



March 2013 – October 2014

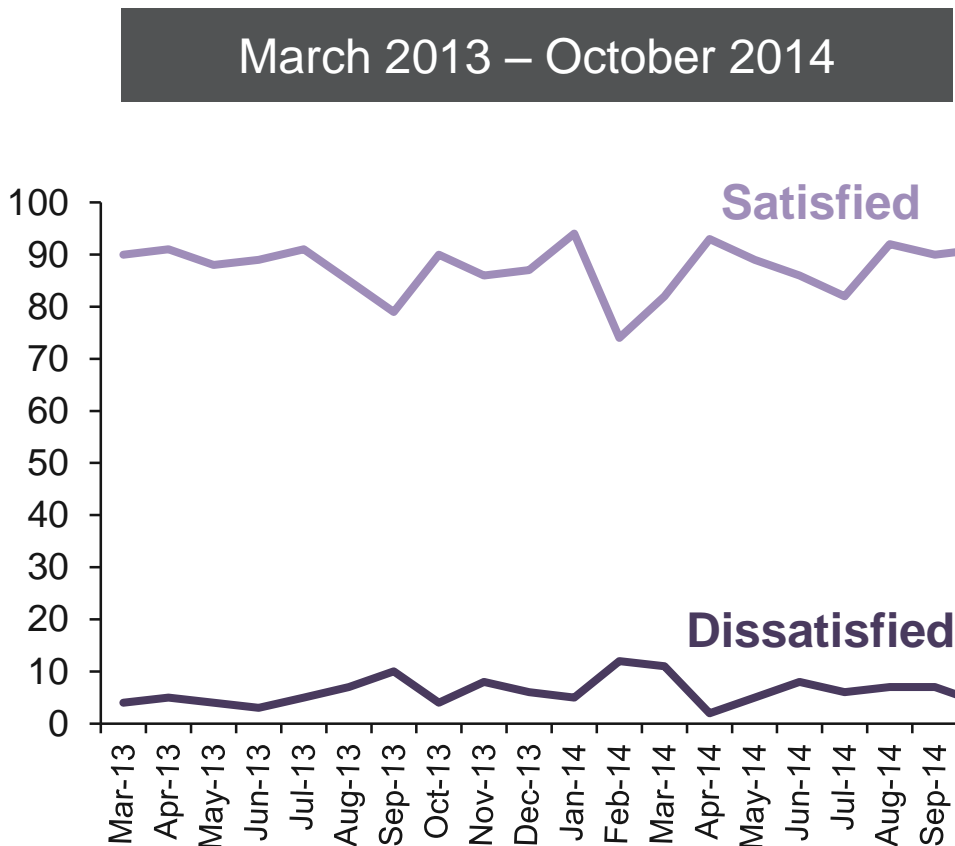
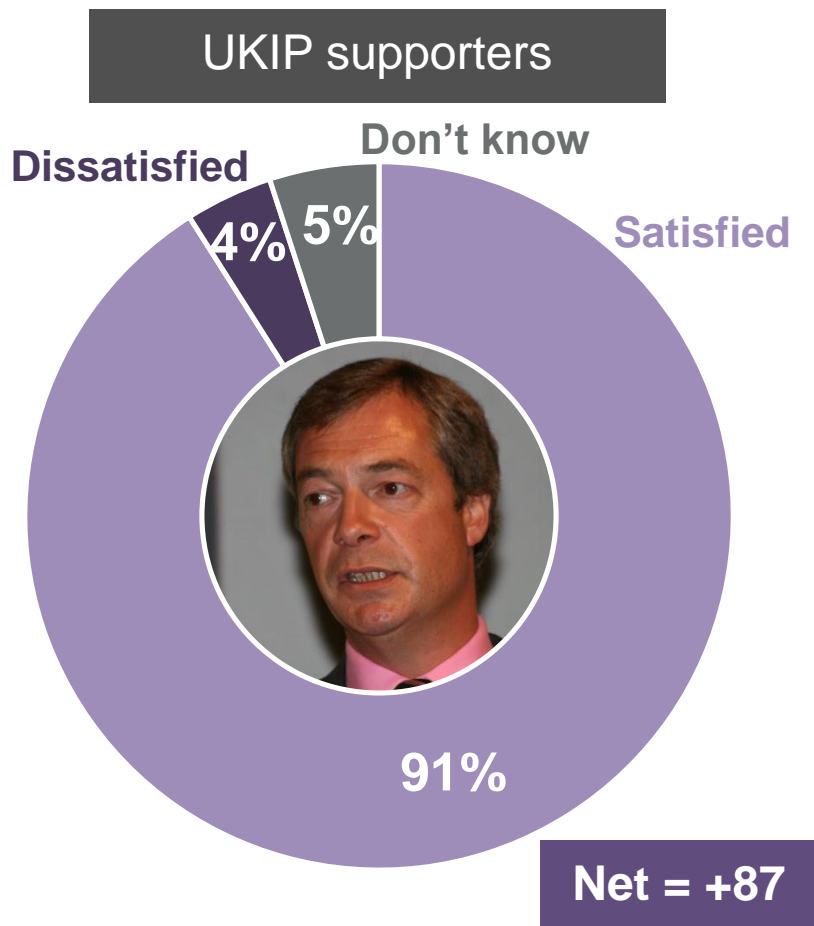


Base: 1,002 British adults 18+, 11th -14th October 2014

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

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



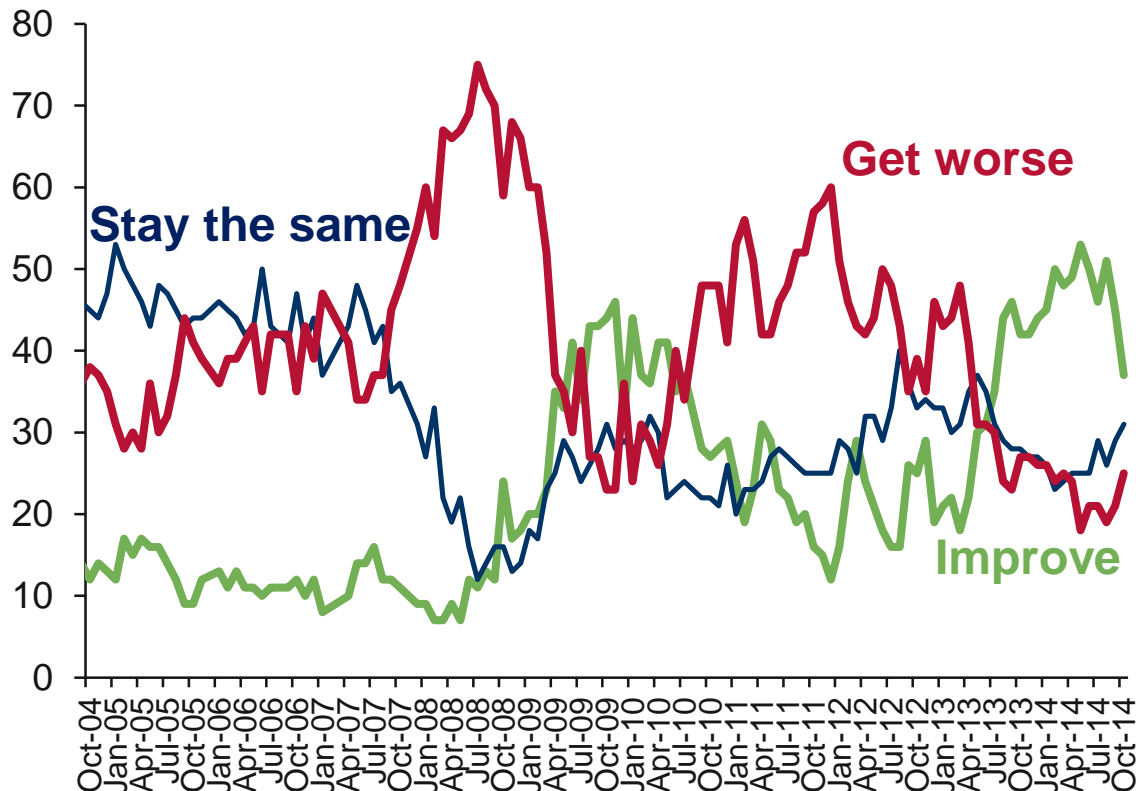
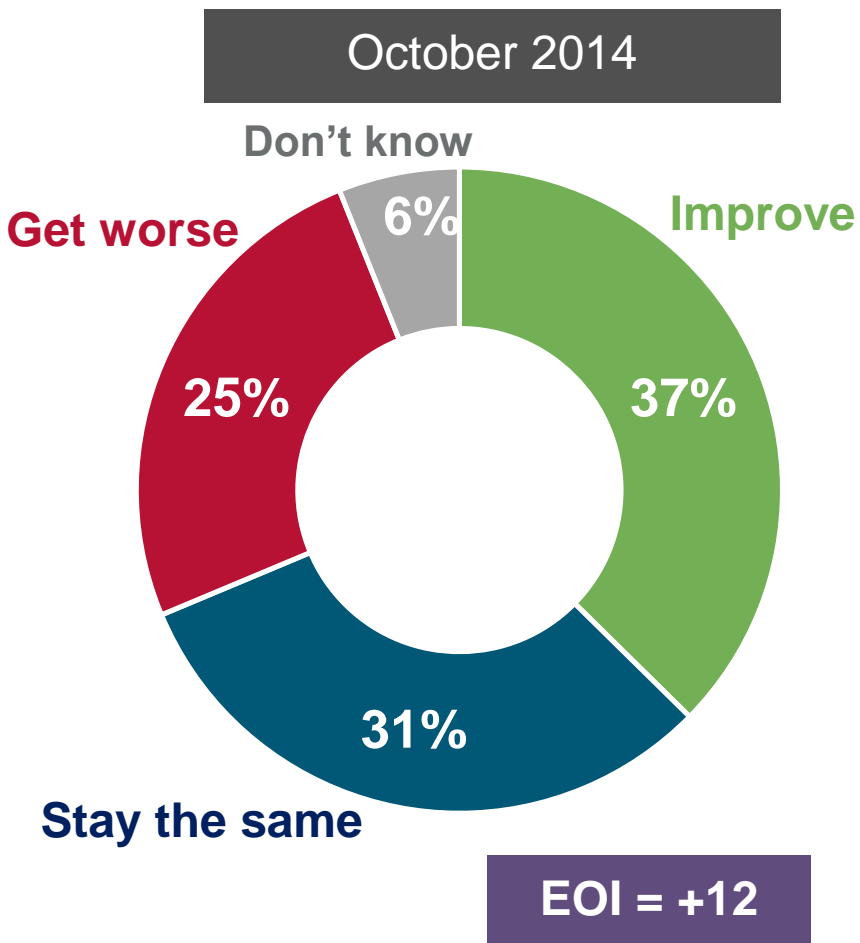
Base: 139 UKIP supporters, 11th -14th October 2014.

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?

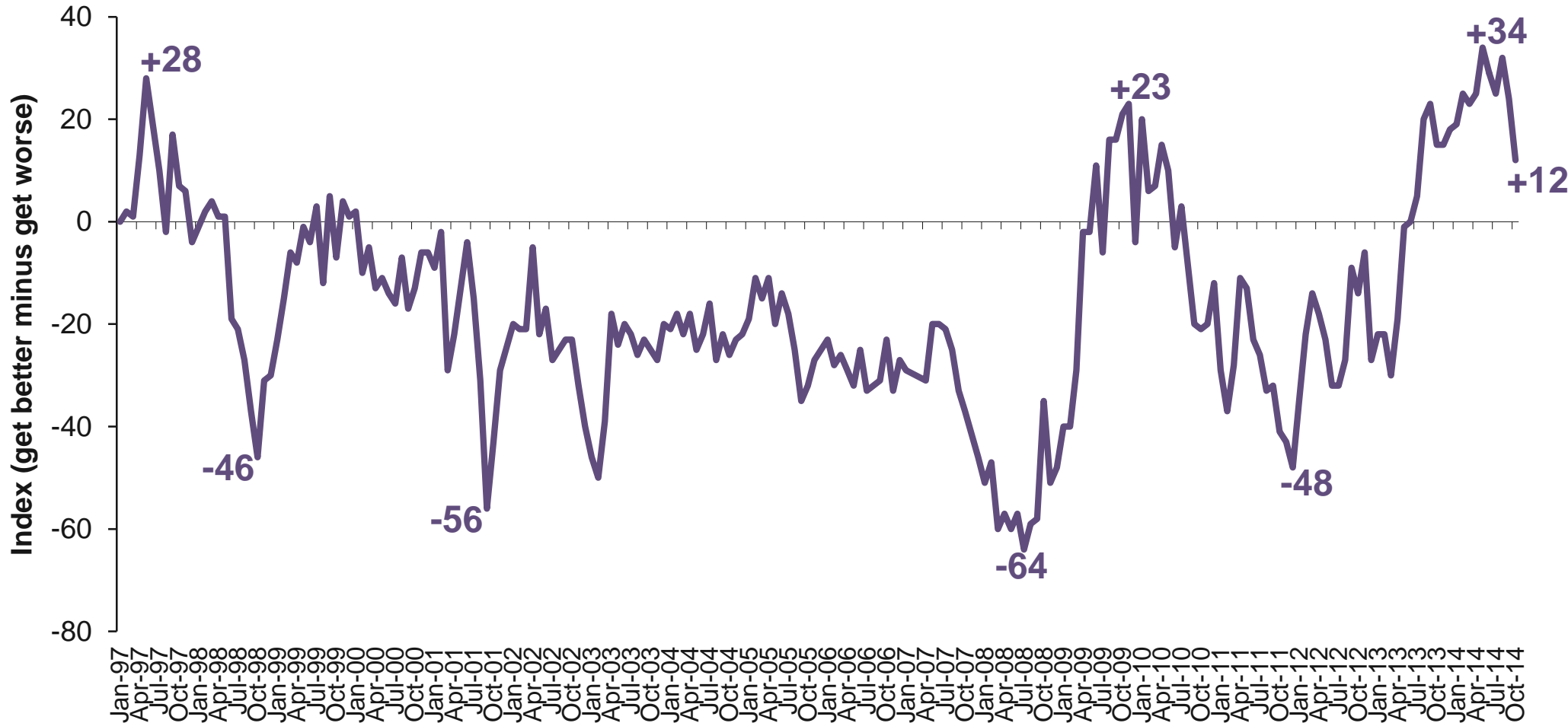


Base: 1,002 British adults 18+, 11th -14th October 2014

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

UKIP

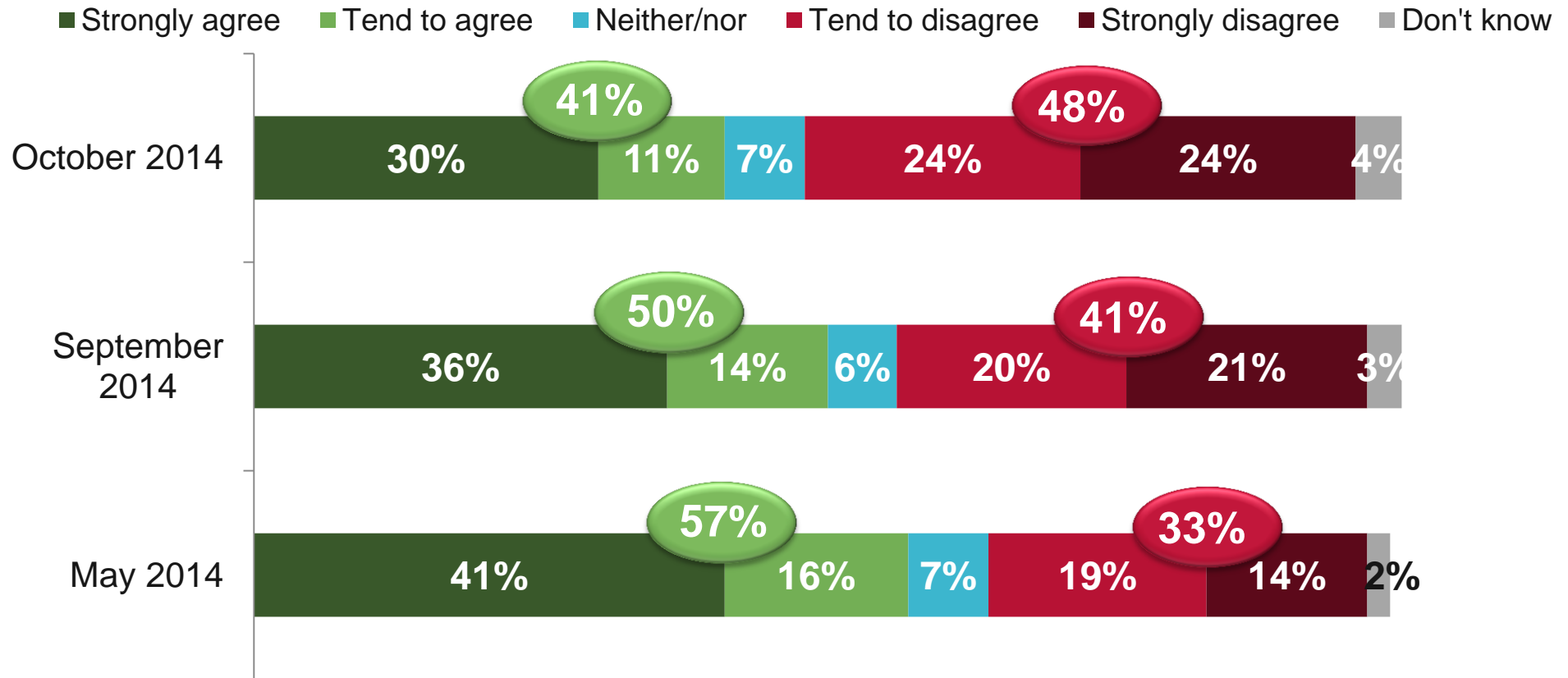


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The utility of voting UKIP

Please tell me to what extent you agree or disagree with the following statement...

"...a vote for UKIP in a general election is a wasted vote"



Base: 1,002 British adults 18+, 11th -14th October 2014

Source: Ipsos MORI Political Monitor