

POLITICAL MONITOR

September 2014



Ipsos MORI

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**POLITICAL
MONITOR**

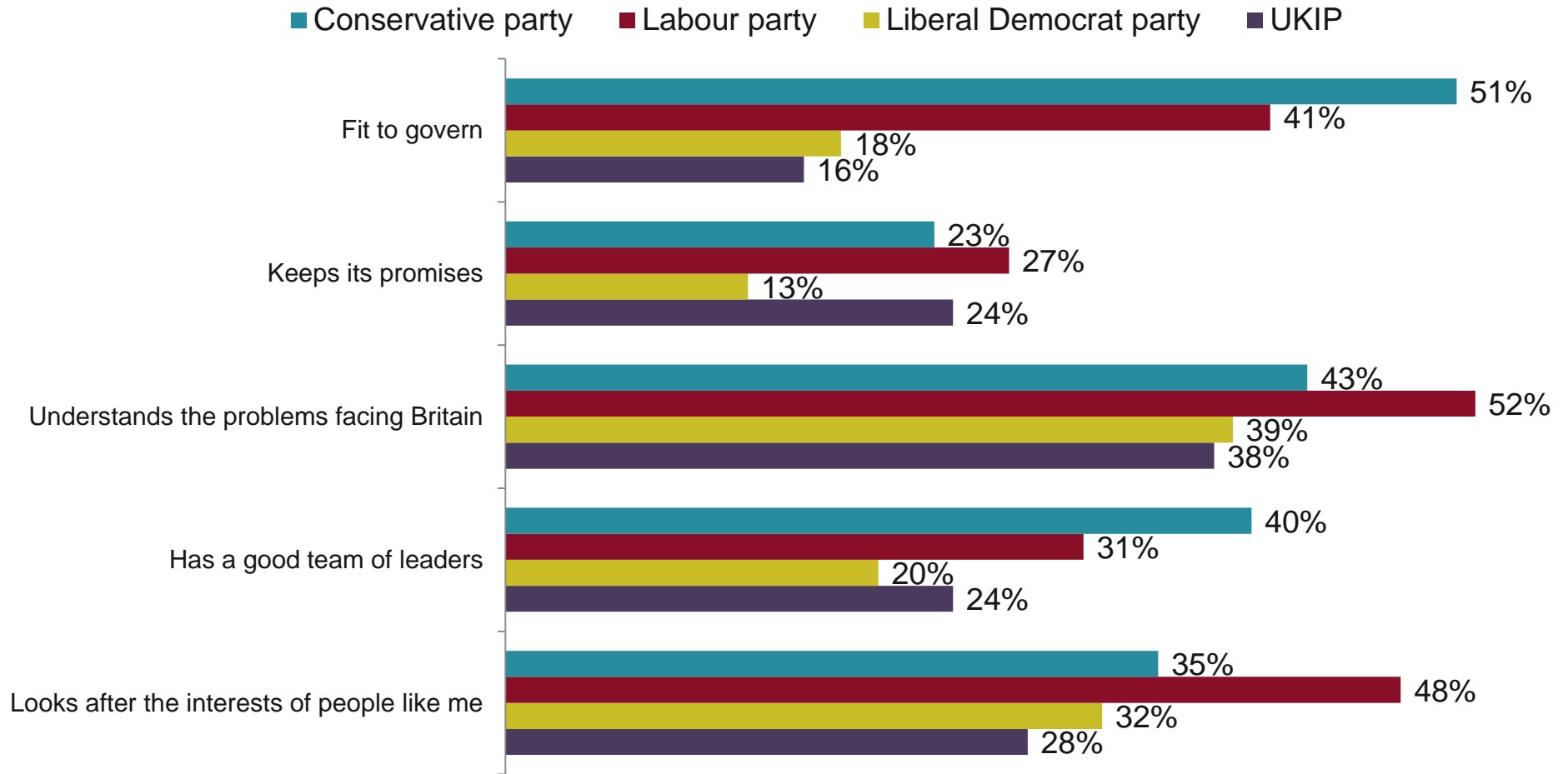
Ipsos

Party and leader image



Party image (1)

I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to...

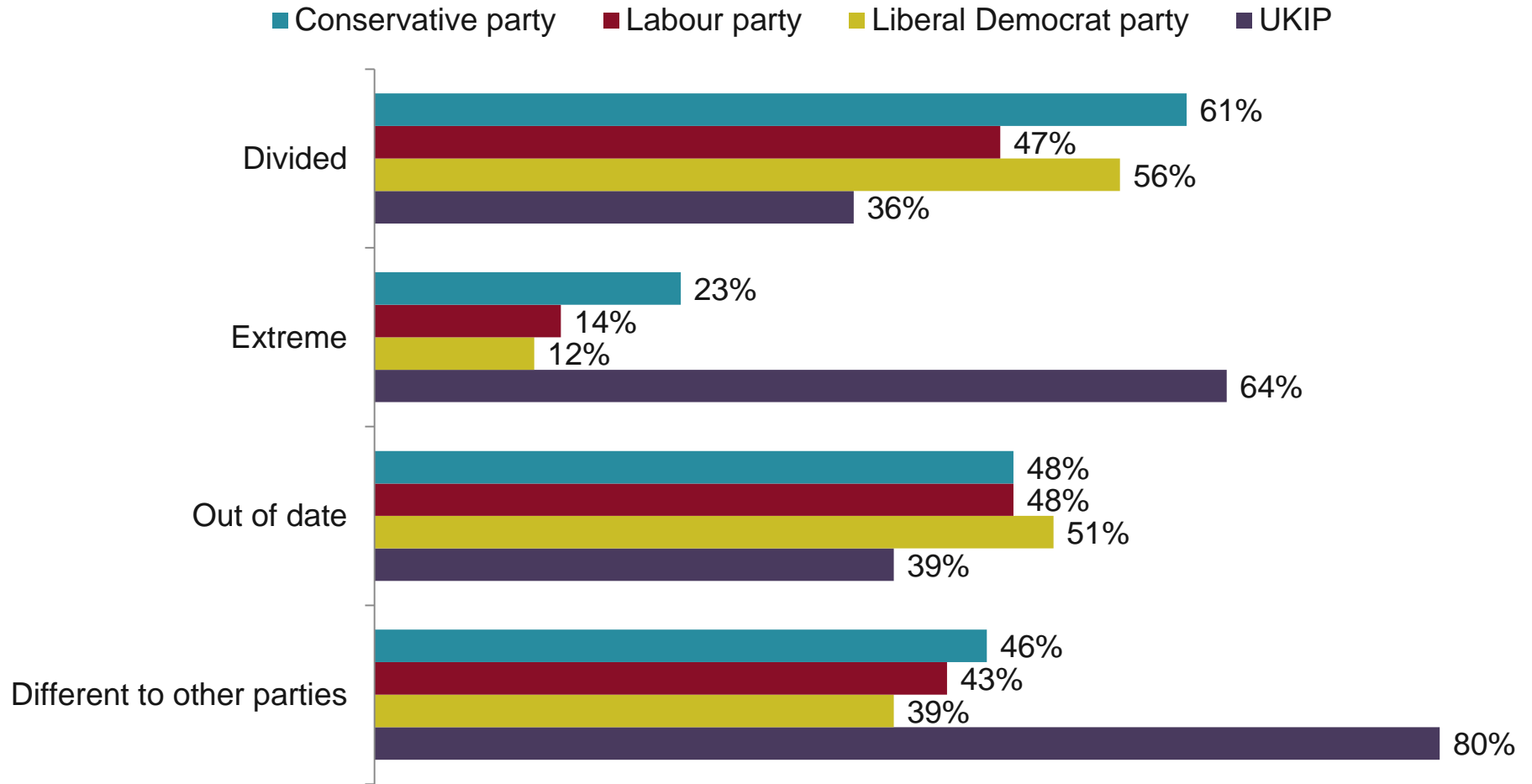


Base: 1,010 British adults 18+, 6th -9th September 2014. Split sample question for UKIP (514) and the Liberal Democrats (496)

Source: Ipsos MORI Political Monitor

Party image (2)

I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to...

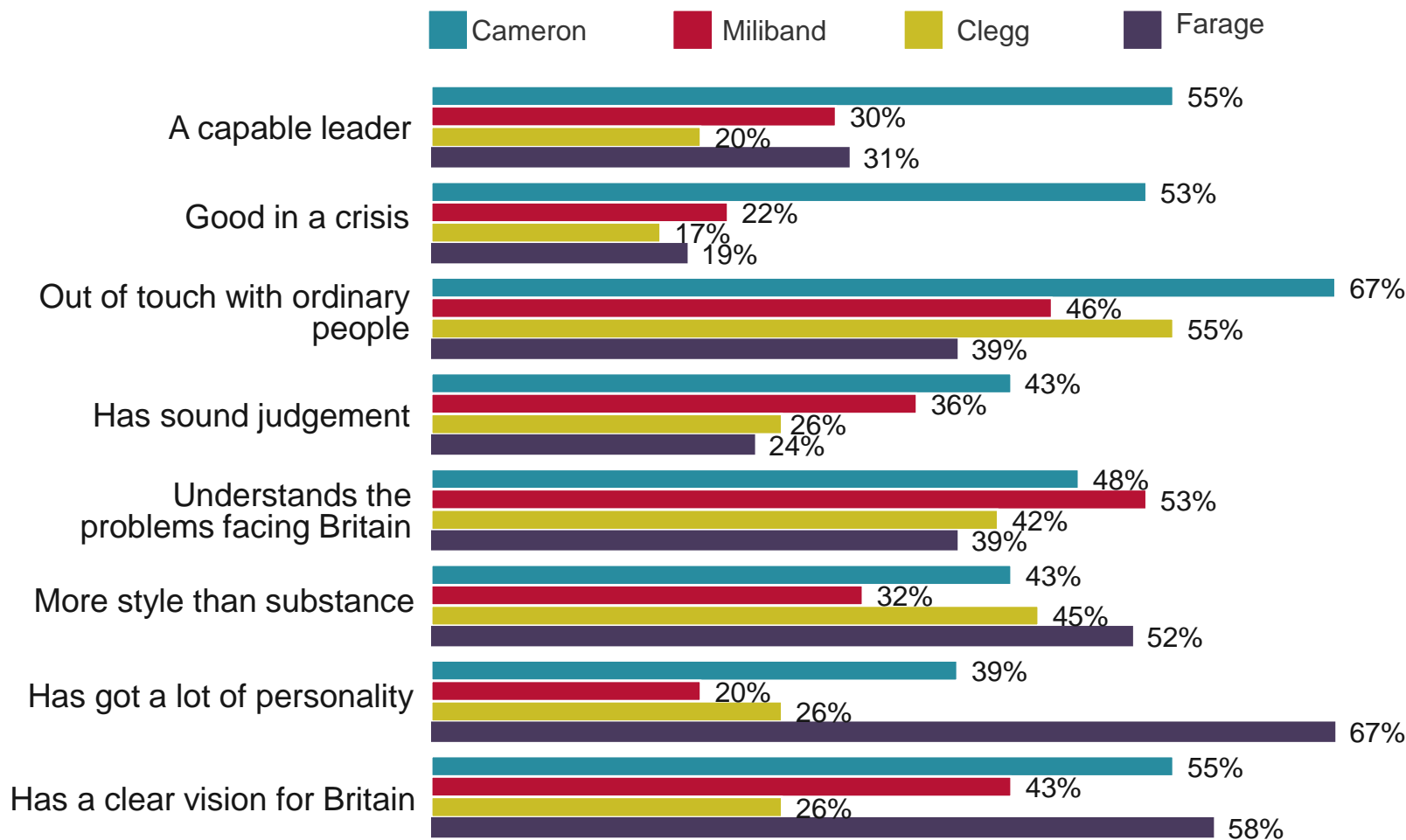


Base: 1,010 British adults 18+, 6th -9th September 2014. Split sample question for UKIP (514) and the Liberal Democrats (496)

Source: Ipsos MORI Political Monitor

Leader image

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



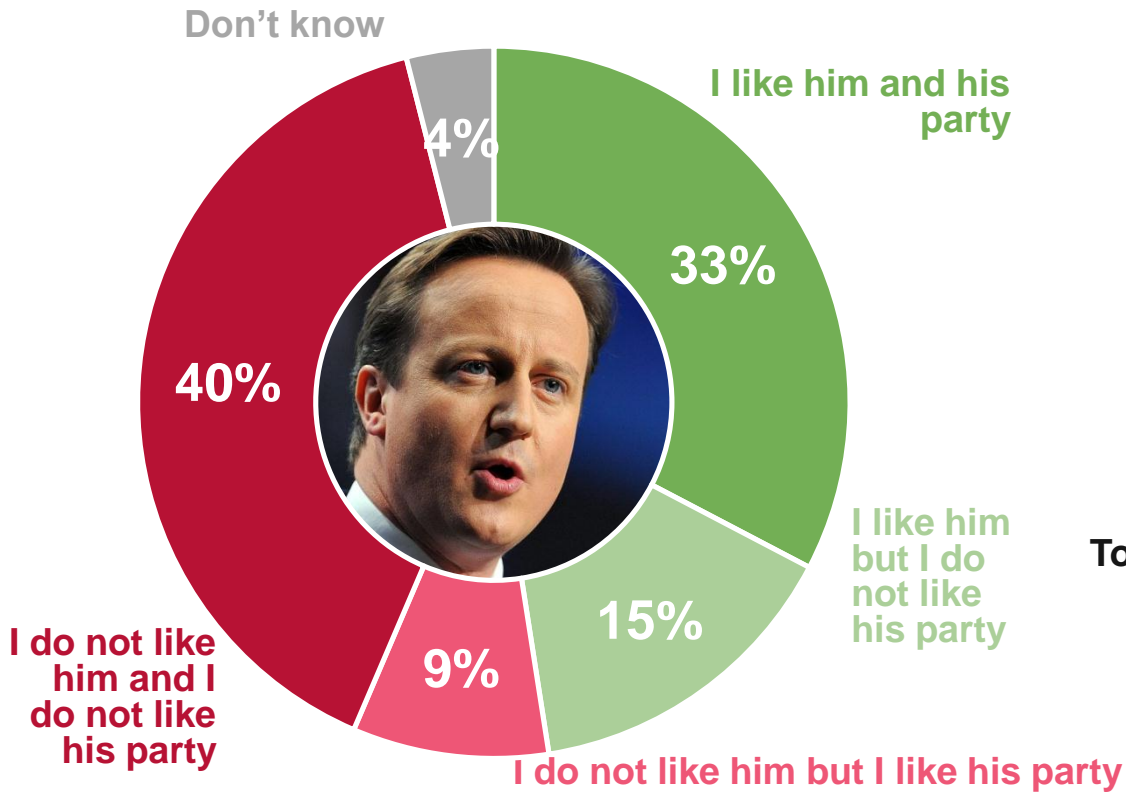
Base: 1,010 British adults 18+, 6th-9th September 2014
Split sample for Nick Clegg (496) and Nigel Farage (514)

Source: Ipsos MORI Political Monitor

Leaders and their parties- David Cameron

Which of these statements come closest to your view of David Cameron and the Conservative/ party?

September 2014



	Cameron & the Conservative Party	
	%	Change since August 2013
	September 2014	August 2013
Total like him	48	+5
Total do not like him	49	-3
Total like his party	42	+4
Total do not like his party	55	-2

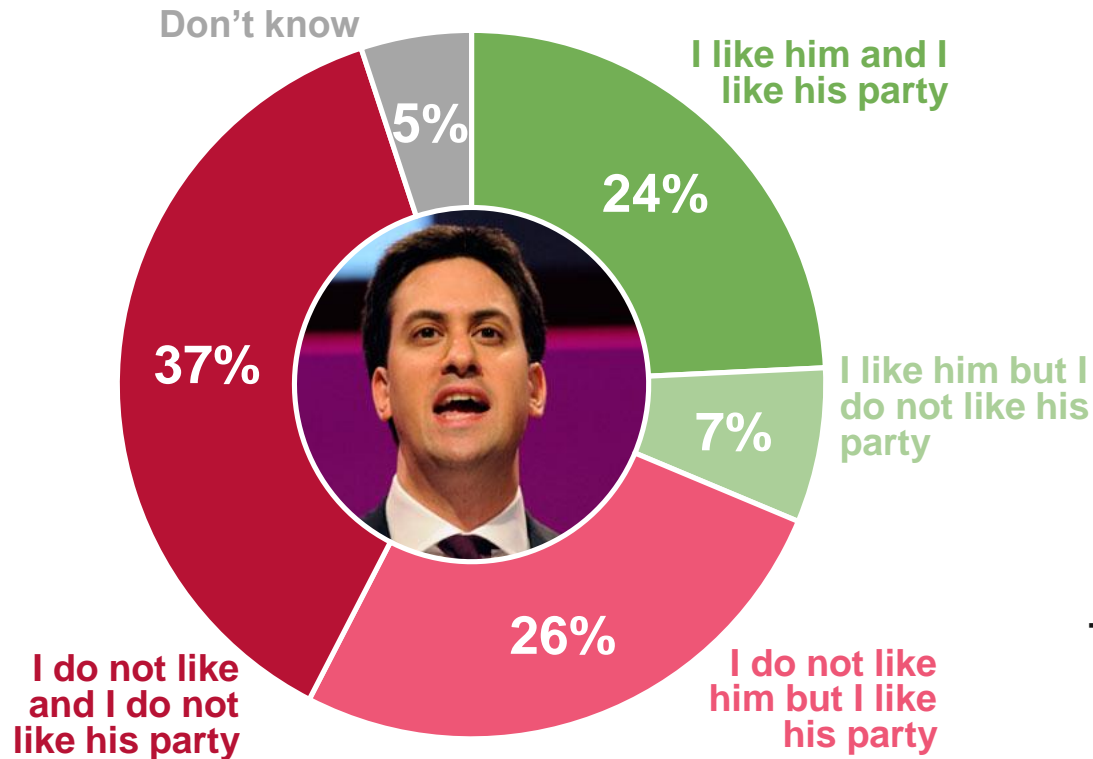
Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Leaders and their parties- Ed Miliband

Which of these statements come closest to your view of Ed Miliband and the Labour party?

September 2014



	Miliband & the Labour Party	
	%	
	<u>September 2014</u>	<u>Change since August 2013</u>
Total like him	31	+1
Total do not like him	63	NC
Total like his party	50	+1
Total do not like his party	44	NC

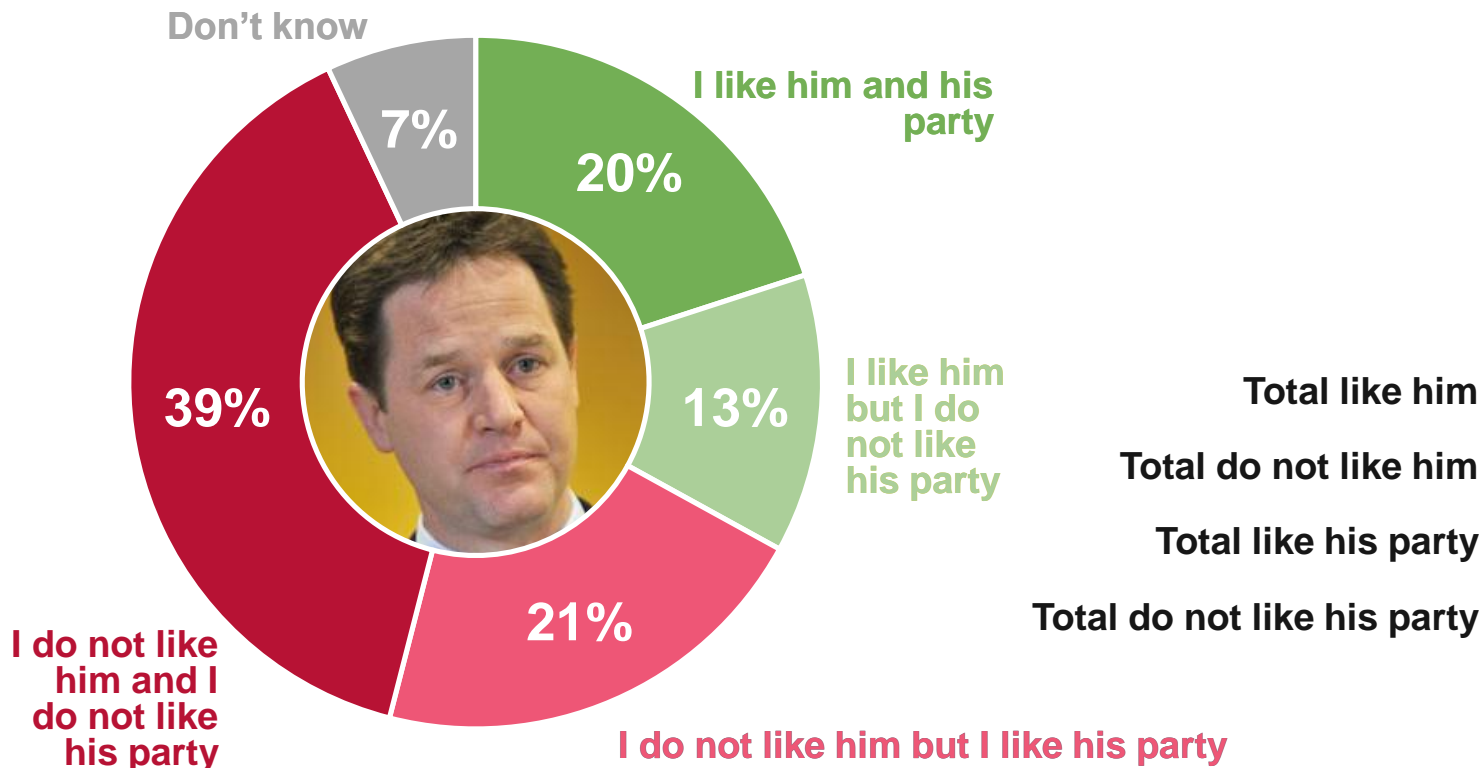
Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Leaders and their parties- Nick Clegg

Which of these statements come closest to your view of Nick Clegg and the Liberal Democrat party?

September 2014



Clegg & the Liberal Democrats		%	
	September 2014	Change since August 2013	
Total like him	33	NC	
Total do not like him	60	+3	
Total like his party	41	-2	
Total do not like his party	52	+5	

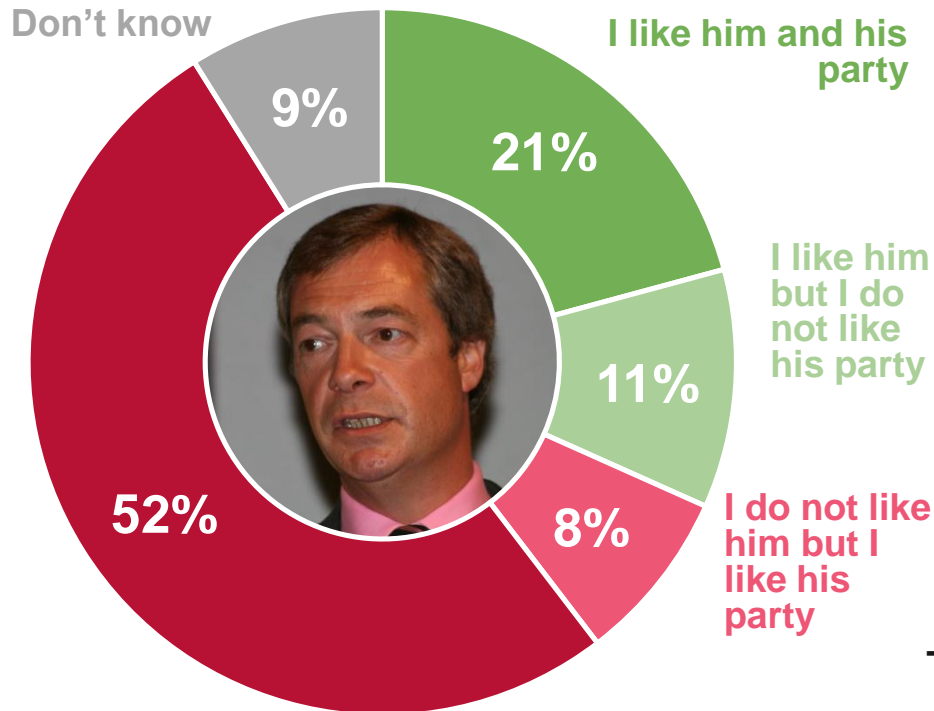
Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor

Leaders and their parties- Nigel Farage

Which of these statements come closest to your view of Nigel Farage and the United Kingdom Independence party?

September 2014



I do not like him and I do not like his party

Total like him
Total do not like him
Total like his party
Total do not like his party

Farage & UKIP	
	%
	<u>Change since August 2013</u>
<u>September 2014</u>	<u>September 2014</u>
Total like him	32 +5
Total do not like him	60 +10
Total like his party	29 +4
Total do not like his party	63 +11

Base: 1,010 British adults 18+, 6th -9th September 2014

Source: Ipsos MORI Political Monitor