

Ipsos MORI September Political Monitor

Leaders and Parties

Topline Results

Fieldwork: 6-9 September 2014

Technical Details

Ipsos MORI interviewed a representative sample of 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone 6th – 9th September 2014. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, those who are not absolutely certain to vote. Data are based on all adults unless otherwise stated.

Q13 **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+

	<i>Labour (Sept 2013)</i>	Labour (Sept 2014)	<i>Conserv -ative (Sept 2013)</i>	Conserv- ative (Sept 2014)	<i>Lib Dem* (Sept 2013)</i>	Lib Dem* (Sept 2014)	<i>UKIP* (Sept 2013)</i>	UKIP* (Sept 2014)
	%	%	%	%	%	%	%	%
Keeps its promises	25	27	26	23	15	13	24	24
Understands the problems facing Britain	55	52	44	43	44	39	41	38
Has a good team of leaders	27	31	39	40	27	20	21	24
Divided	62	47	57	61	62	56	28	36
Looks after the interests of people like me	43	48	30	35	30	32	27	28
Fit to govern	38	41	48	51	17	18	14	16
Out of date	50	48	50	48	46	51	41	39
Different to the other parties	50	43	52	46	46	39	73	80
Extreme	NA	14	NA	23	NA	12	NA	64
None of these	2	3	2	2	4	5	2	2
Don't know	3	3	4	3	6	5	13	3

*SPLIT SAMPLE: Base c.500 British adults 18+

Q14 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+

	Ed Miliband (Sept 2013)	Ed Miliband (Sept 2014)	David Cameron (Sept 2013)	David Cameron (Sept 2014)	Nick Clegg* (Sept 2013)	Nick Clegg* (Sept 2014)	Nigel Farage* (Sept 2013)	Nigel Farage* (Sept 2014)
	%	%	%	%	%	%	%	%
A capable leader	28	30	53	55	24	20	28	31
Good in a crisis	20	22	47	53	18	17	16	19
Has sound judgement	32	36	40	43	27	26	19	24
Understands the problems facing Britain	52	53	50	48	39	42	36	39
Out of touch with ordinary people	49	46	70	67	56	55	36	39
More style than substance	41	32	52	43	51	45	46	52
Has got a lot of personality	19	20	40	39	25	26	49	67
Has a clear vision for Britain	NA	43	NA	55	NA	26	NA	58
None of these	2	5	1	1	2	5	3	4
Don't know	5	4	2	2	6	6	19	6

*SPLIT SAMPLE: Base c.500 British adults 18+

Q15a Which of these statements comes closest to your views of Ed Miliband and the Labour Party?

Base: 1,010 British adults 18+

	August 2013	Sept 2014
	%	%
I like Ed Miliband and I like the Labour Party	23	24
I like Ed Miliband but I do not like the Labour Party	7	7
I do not like Ed Miliband but I like the Labour Party	26	26
I do not like Ed Miliband and I do not like the Labour Party	37	37
Don't Know	8	5
Like Ed Miliband	30	31
Like the Labour Party	49	50
Do not like Ed Miliband	63	63
Do not like the Labour Party	44	44

Q15b Which of these statements comes closest to your views of David Cameron and the Conservative Party?

Base: 1,010 British adults 18+

	August 2013 %	September 2014 %
I like David Cameron and I like the Conservative Party	27	33
I like David Cameron but I do not like the Conservative Party	16	15
I do not like David Cameron but I like the Conservative Party	11	9
I do not like David Cameron and I do not like the Conservative Party	41	40
Don't Know	5	4
Like David Cameron	43	48
Like the Conservative Party	38	42
Do not like David Cameron	52	49
Do not like the Conservative Party	57	55

Q15c Which of these statements comes closest to your views of Nick Clegg and the Liberal Democrat Party?

Base: 1,010 British adults 18+

	August 2013 %	September 2014 %
I like Nick Clegg and I like Liberal Democrat Party	22	20
I like Nick Clegg but I do not like Liberal Democrat Party	11	13
I do not like Nick Clegg but I like the Liberal Democrat Party	21	21
I do not like Nick Clegg and I do not like the Liberal Democrat Party	36	39
Don't Know	10	7
Like Nick Clegg	33	33
Like the Liberal Democrat Party	43	41
Do not like Nick Clegg	57	60
Do not like the Liberal Democrat Party	47	52

Q15d Which of these statements comes closest to your views of Nigel Farage and UKIP?

Base: 1,010 British adults 18+

I like Nigel Farage and I like UKIP	21
I like Nigel Farage but I do not like UKIP	11
I do not like Nigel Farage but I like UKIP	8
I do not like Nigel Farage and I do not like UKIP	52
Don't Know	9
Like Nigel Farage	32
Like UKIP	29
Do not like Nigel Farage	60
Do not like UKIP	63