

POLITICAL MONITOR

April 2014



Ipsos MORI

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**POLITICAL
MONITOR**

Ipsos

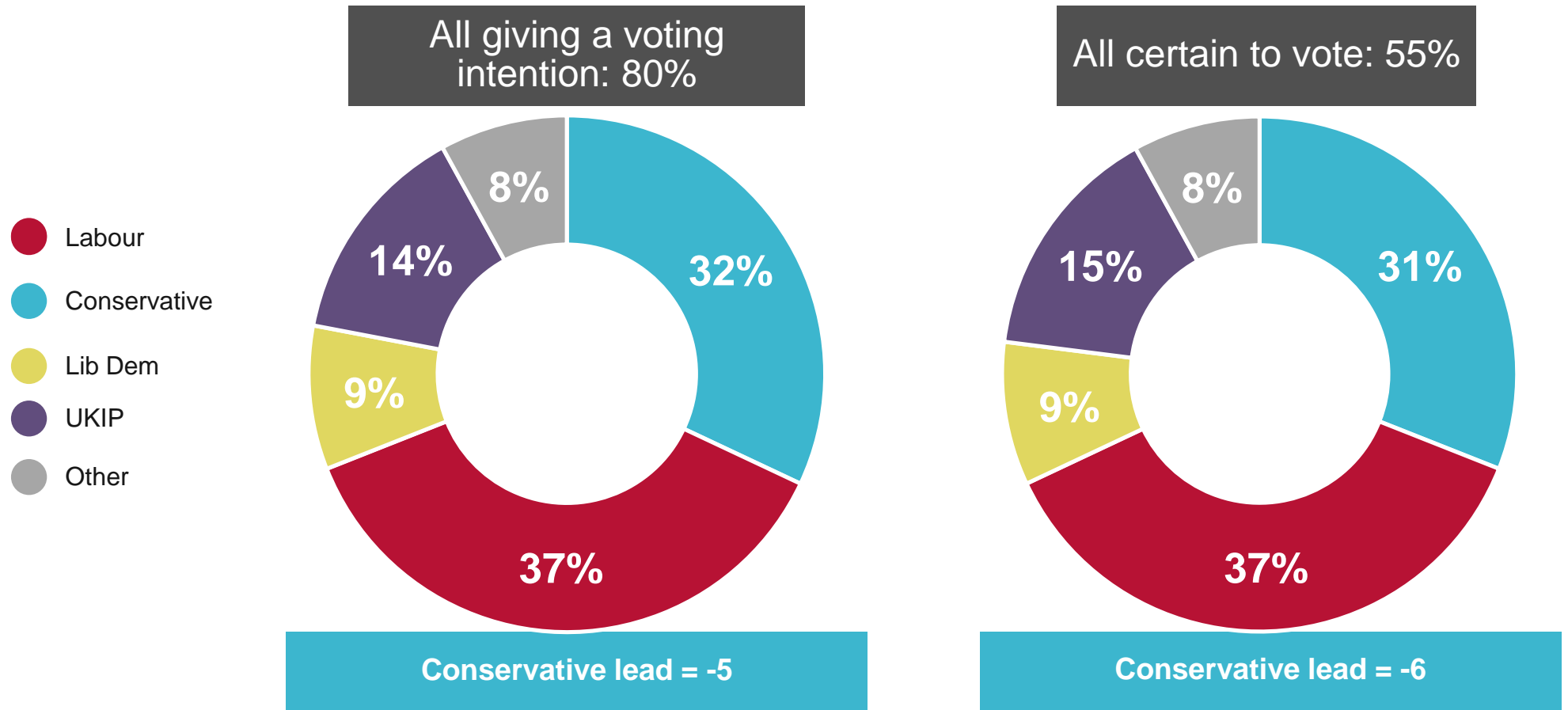
Voting Intentions



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

3

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



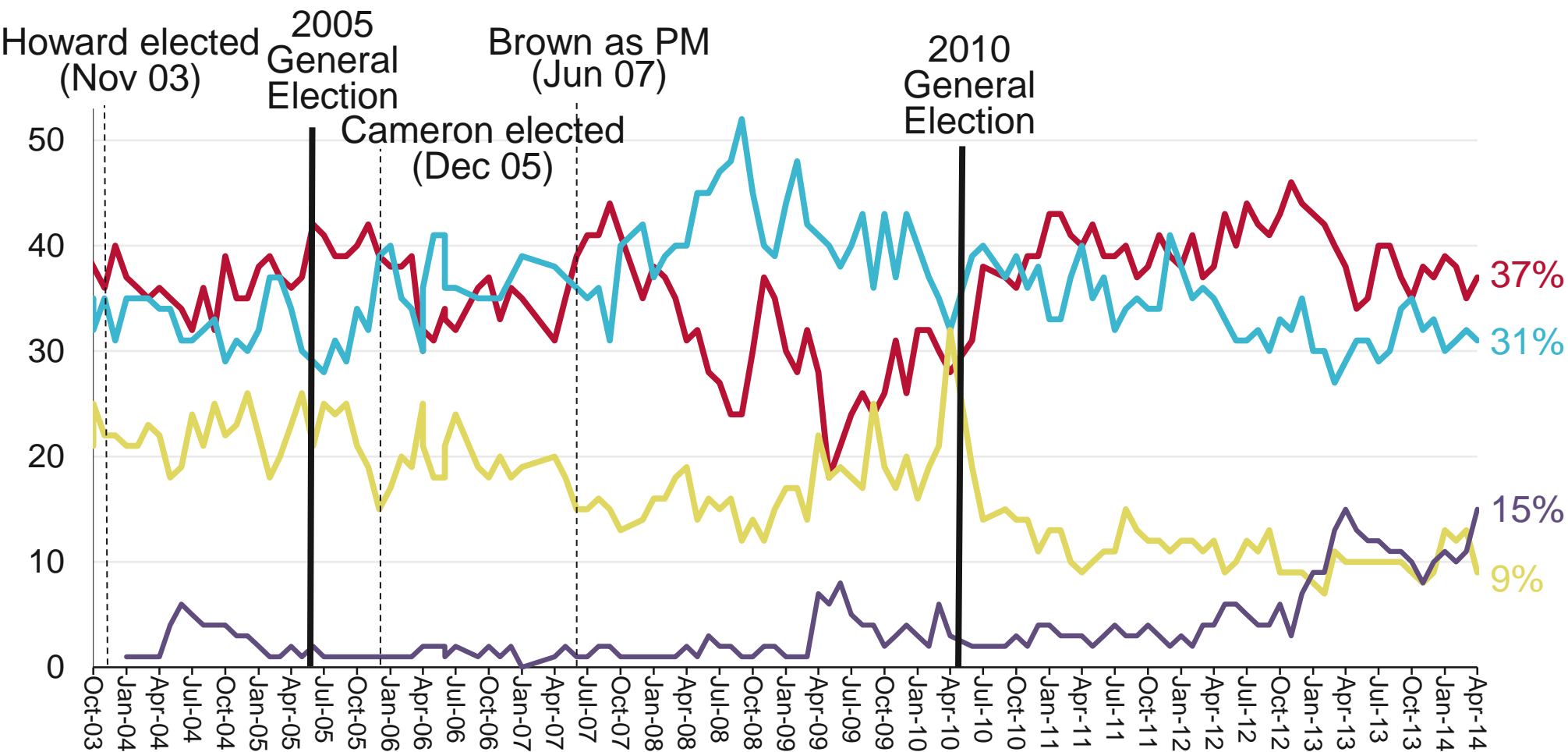
Base: 1,002 British adults 18+, 5th -7th April 2014, all certain to vote = 585

Source: Ipsos MORI Political Monitor

Voting Intentions September '03 – April '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?

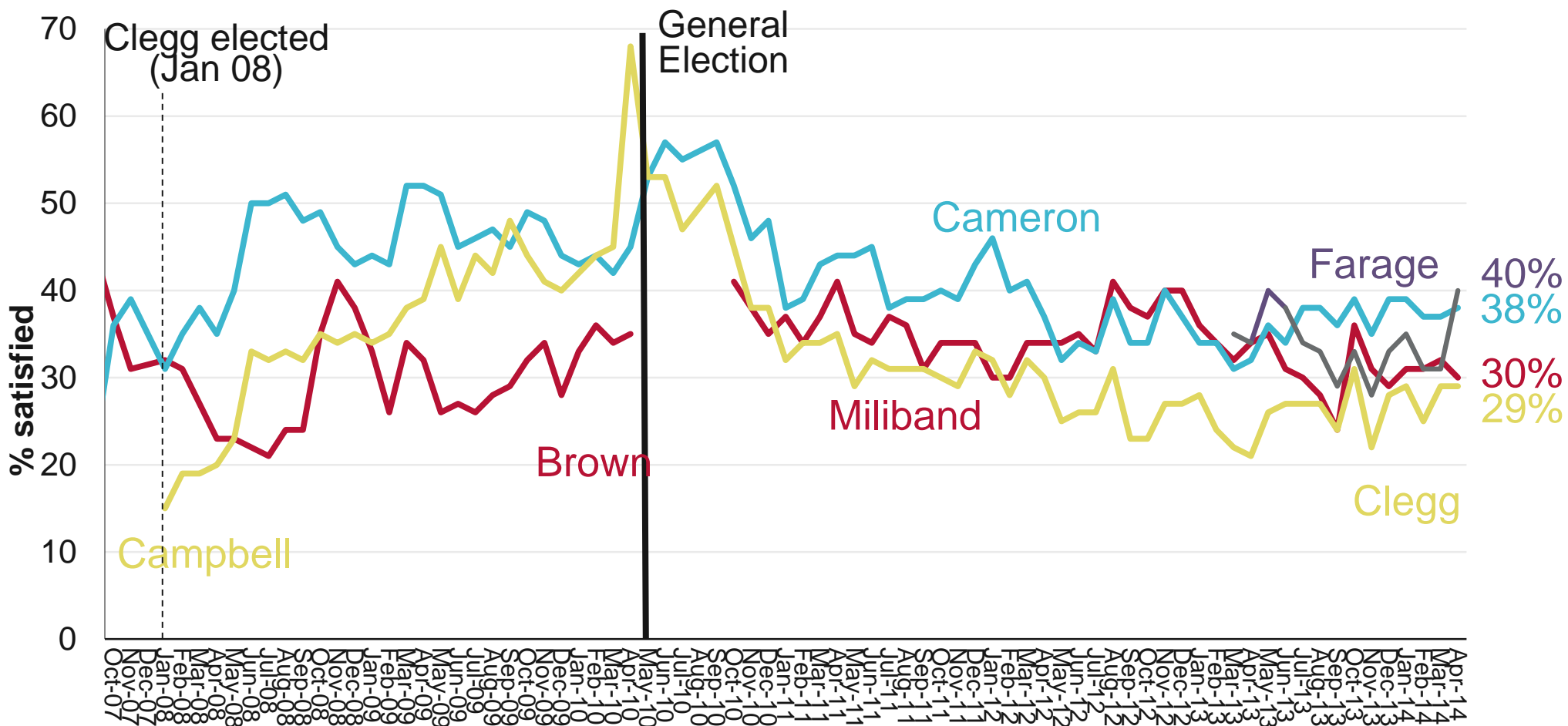


Base: 1,002 British adults 18+, 5th – 7th April 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders September '07 – April '14

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



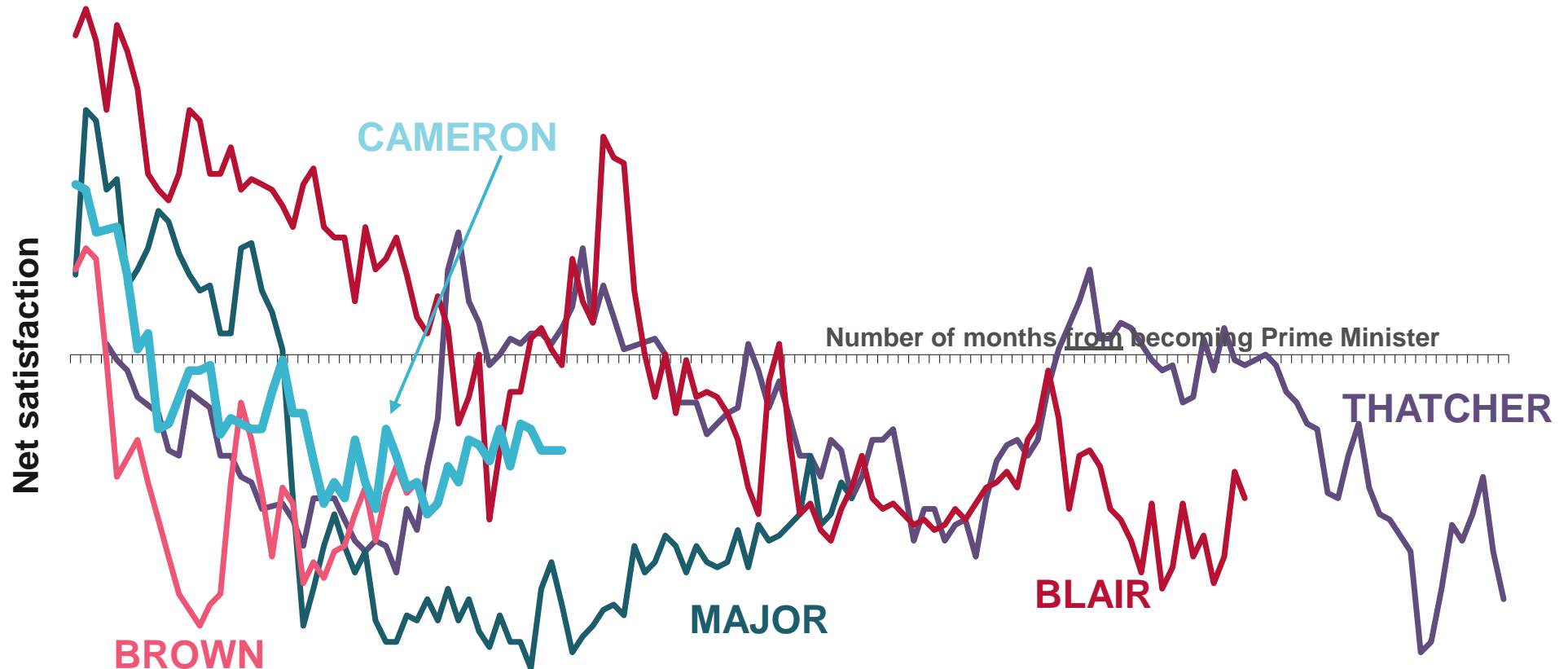
Base: c.1,000 British adults each month

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

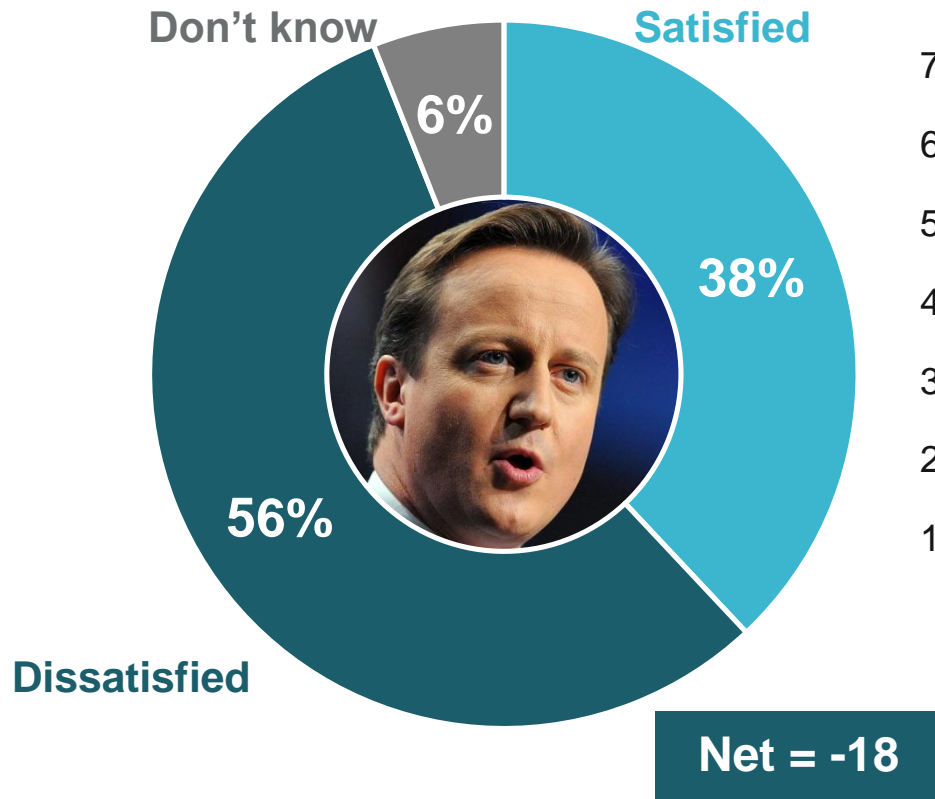
Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

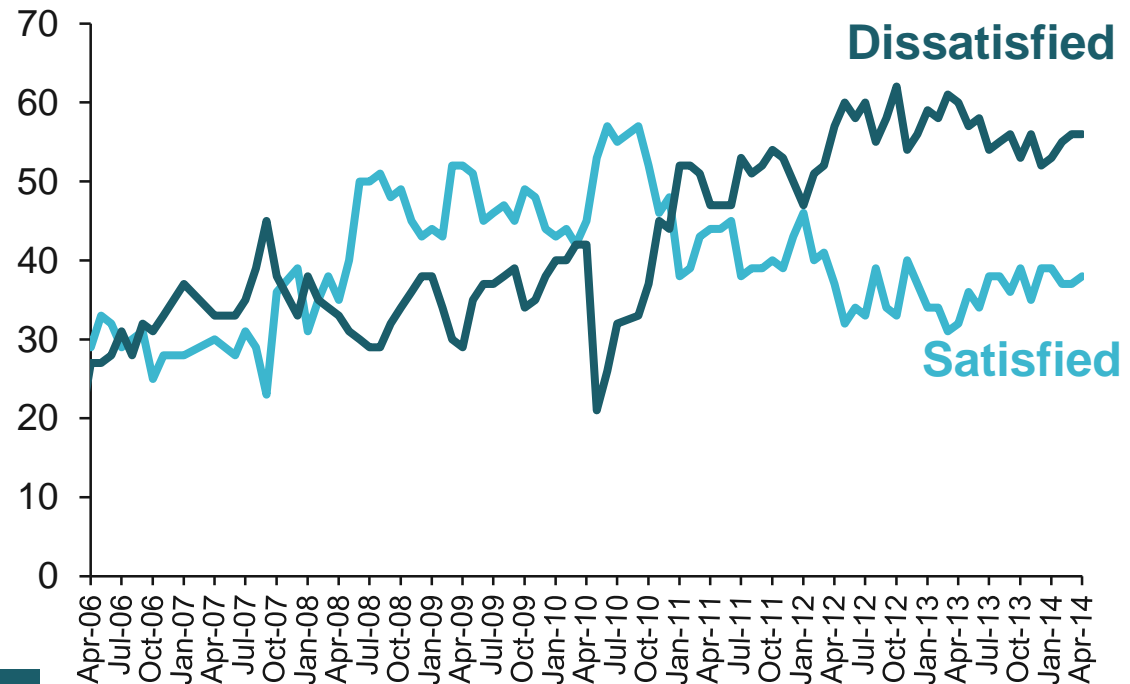
9

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

April 2014



April 2006 – April 2014



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

Base: 1,002 British adults 18+, 5th – 7th April 2014

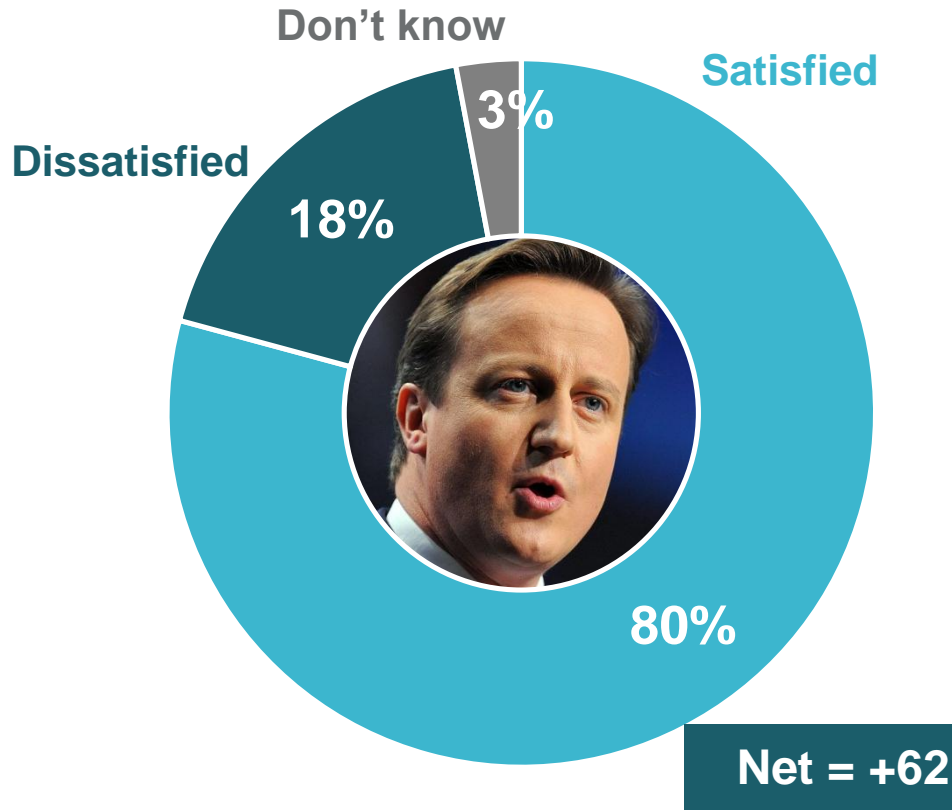
Source: Ipsos MORI Political Monitor

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?

April 2014



April 2006 – April 2014



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

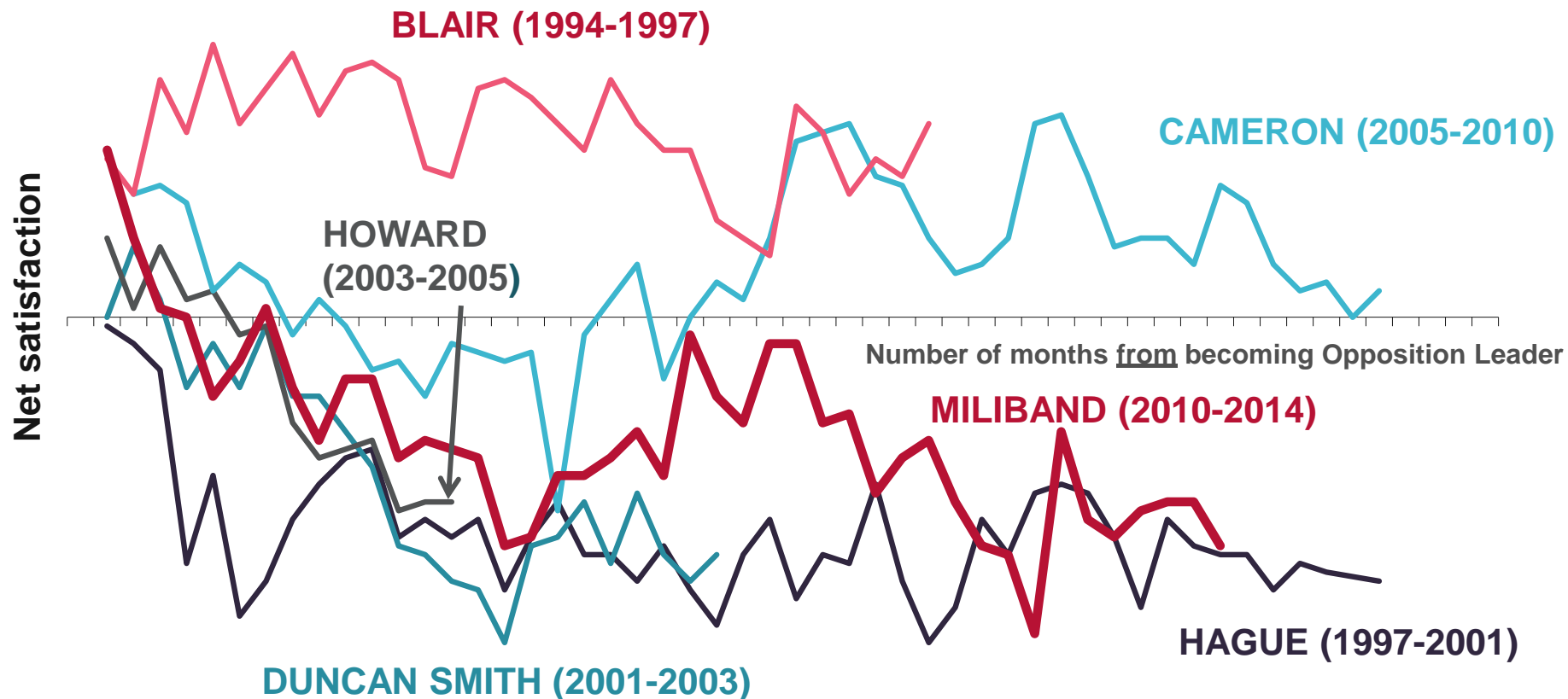
Base: 230 Conservative supporters 18+, 5th -7th April 2014

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?



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

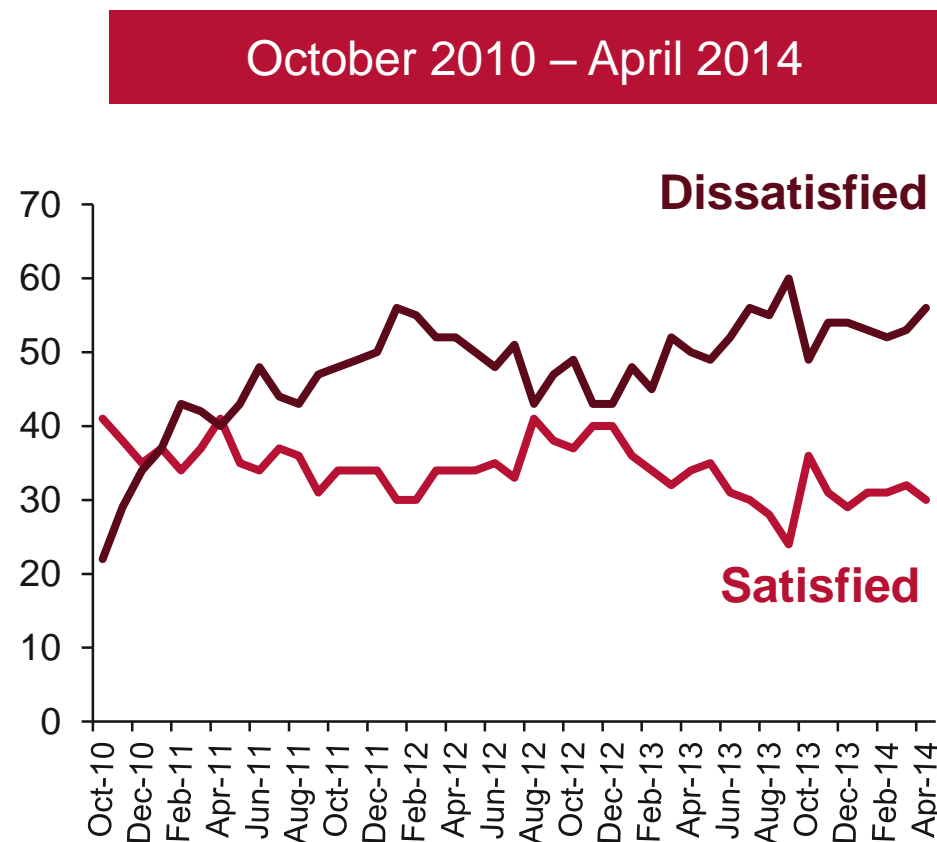
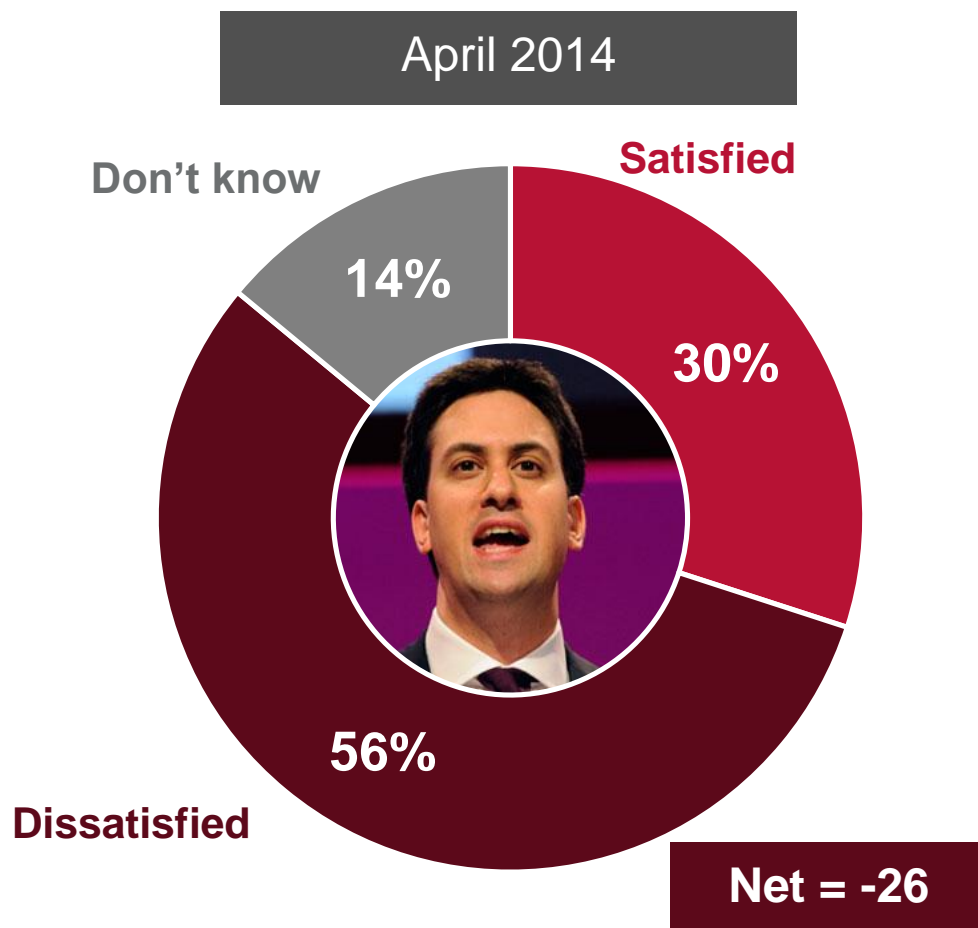
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction)

12

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



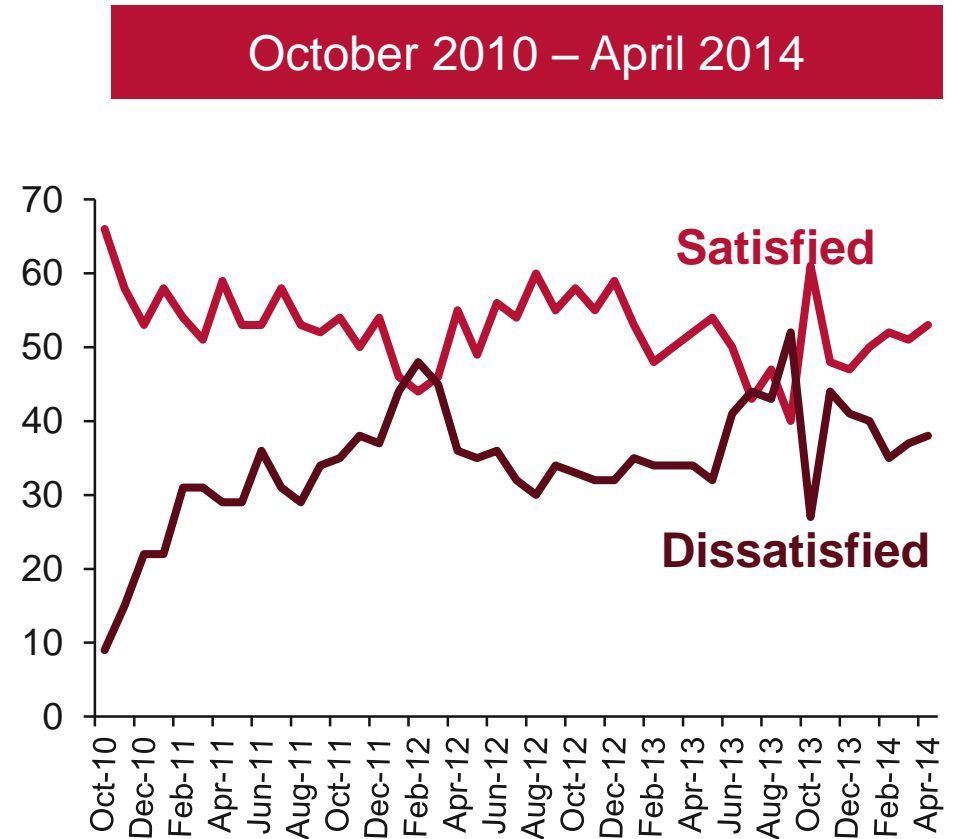
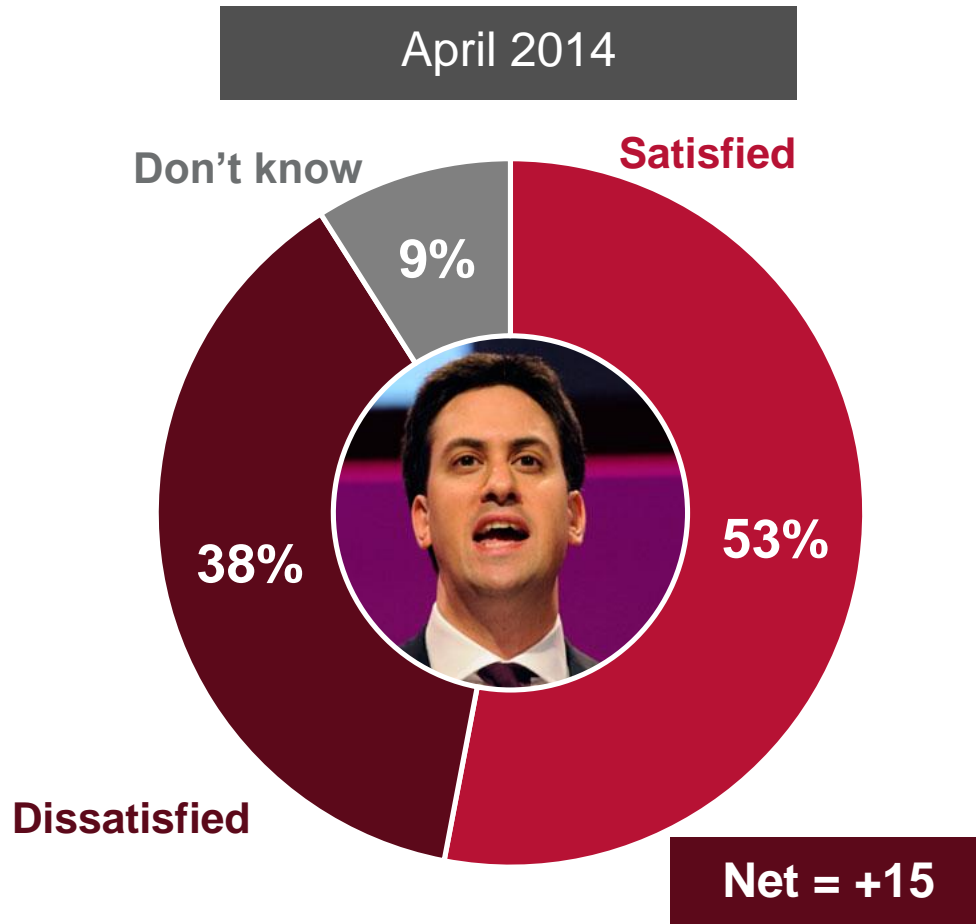
Base: 1,002 British adults 18+, 5th -7th April 2014

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: 312 Labour supporters 18+, 5th – 7th April 2014

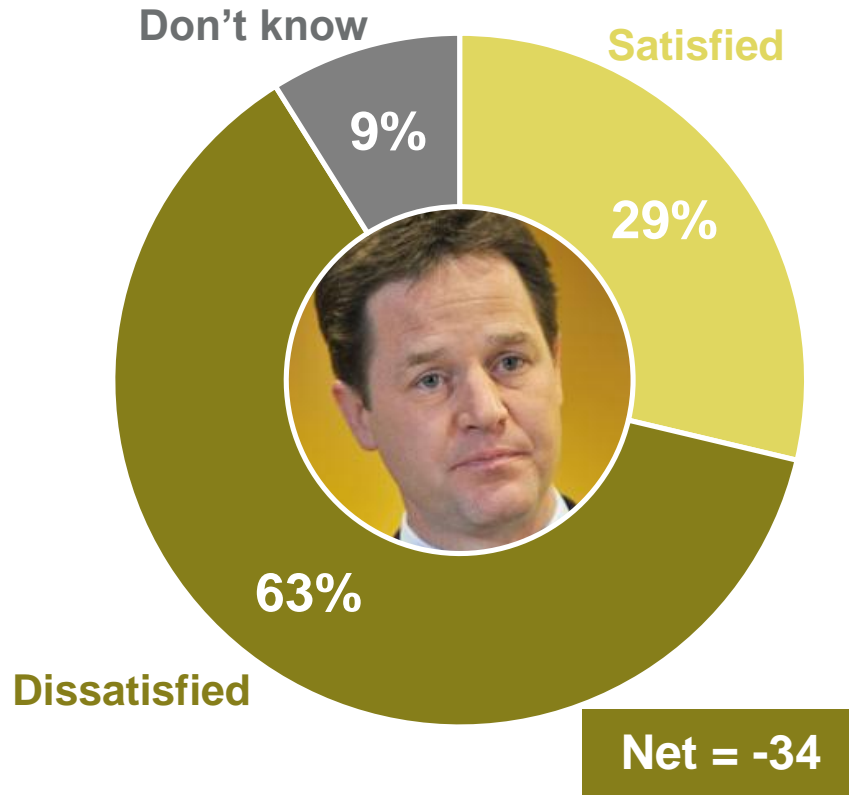
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

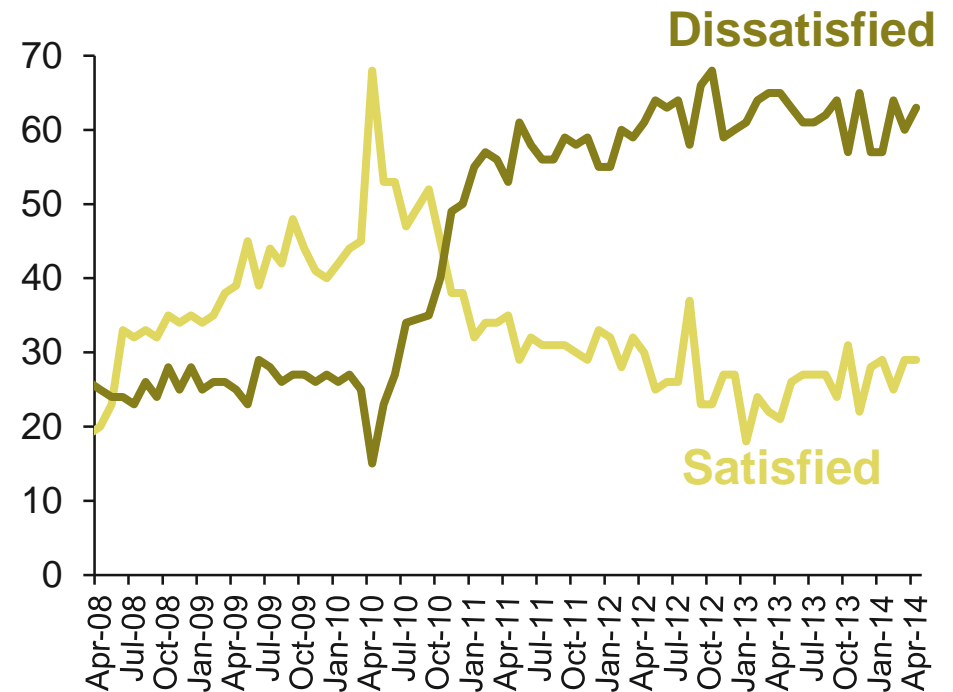
14

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

April 2014



April 2008 – April 2014



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

Base: 1,002 British adults 18+, 5th -7th April 2014

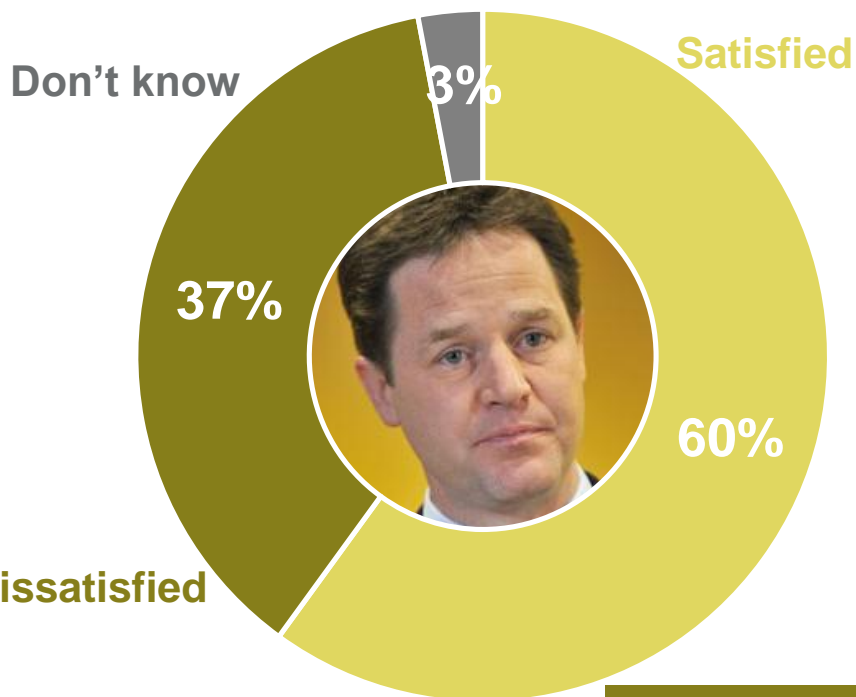
Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

15

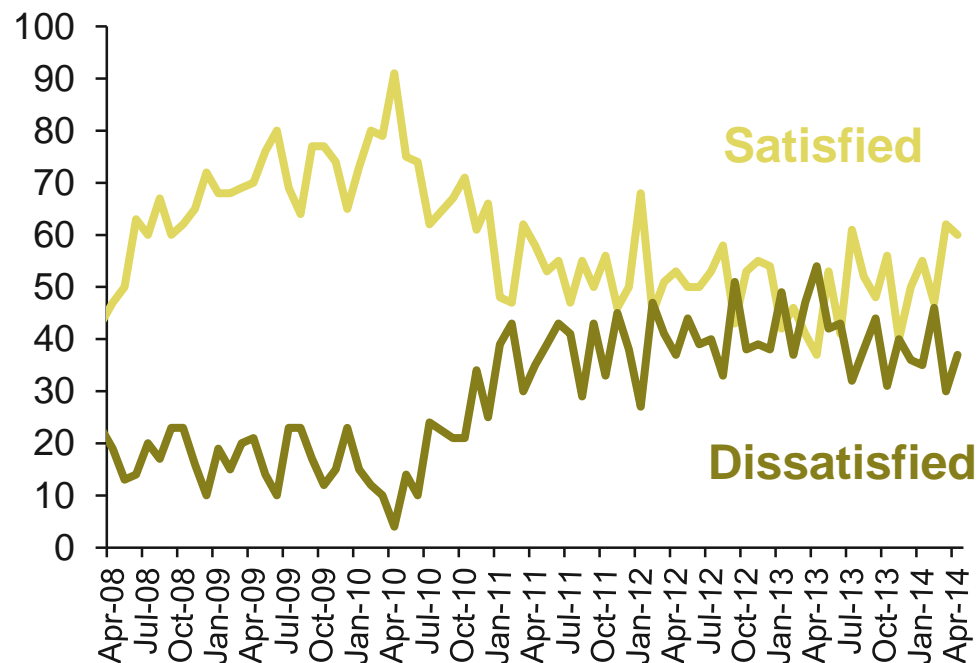
*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/
as Deputy Prime Minister?*

April 2014



Net = +23

April 2008 – April 2014



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

Base: 77 Liberal Democrat supporters 18+, 5th -7th April 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

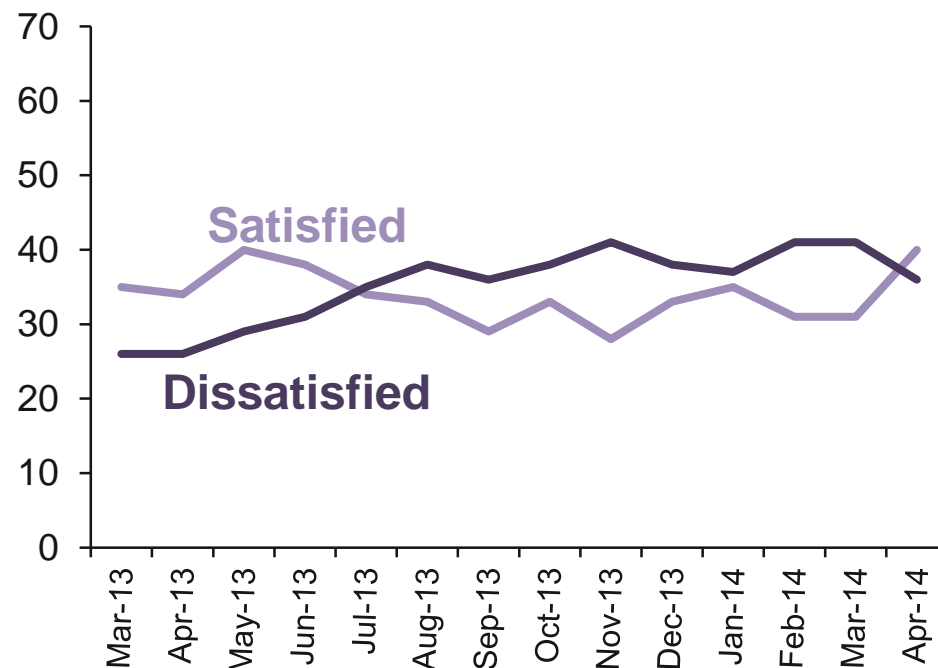
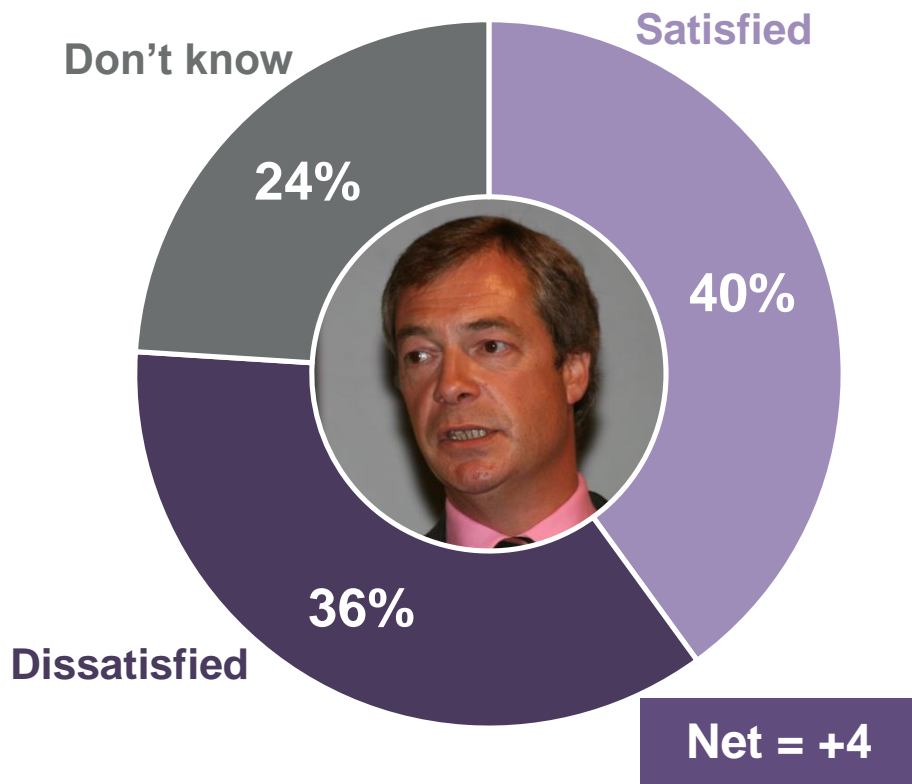
Nigel Farage (satisfaction)

16

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

All

March 2013 – April 2014



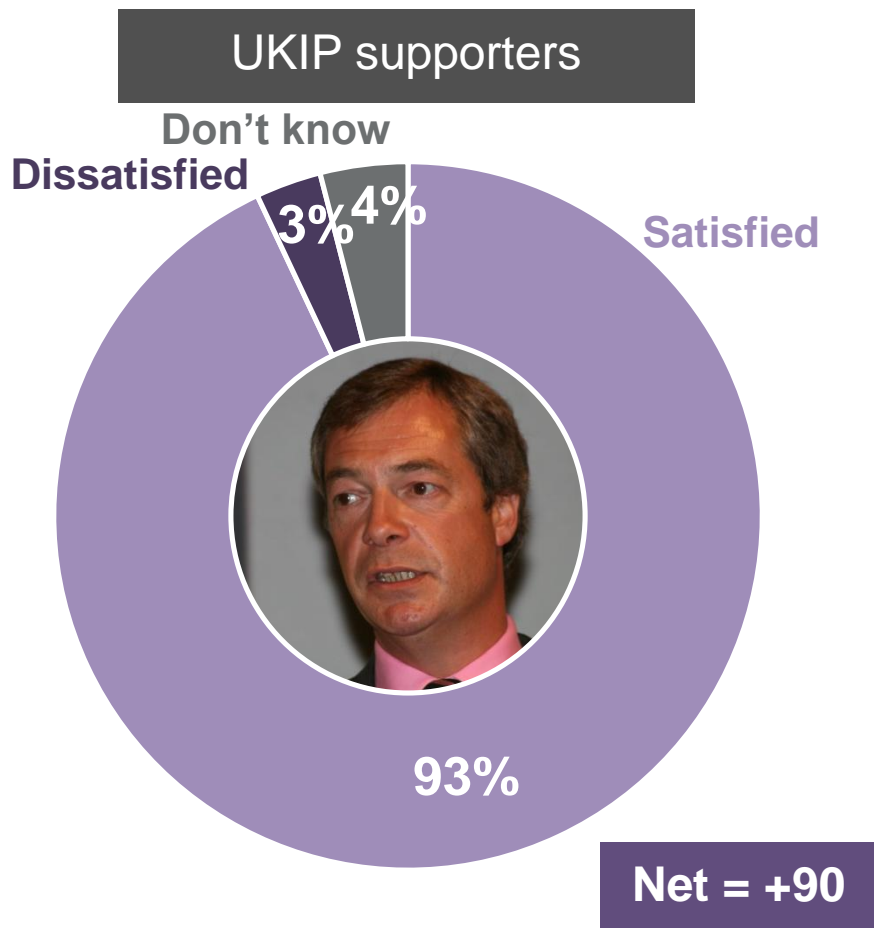
Base: 1,002 British adults 18+, 5th -7th April 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

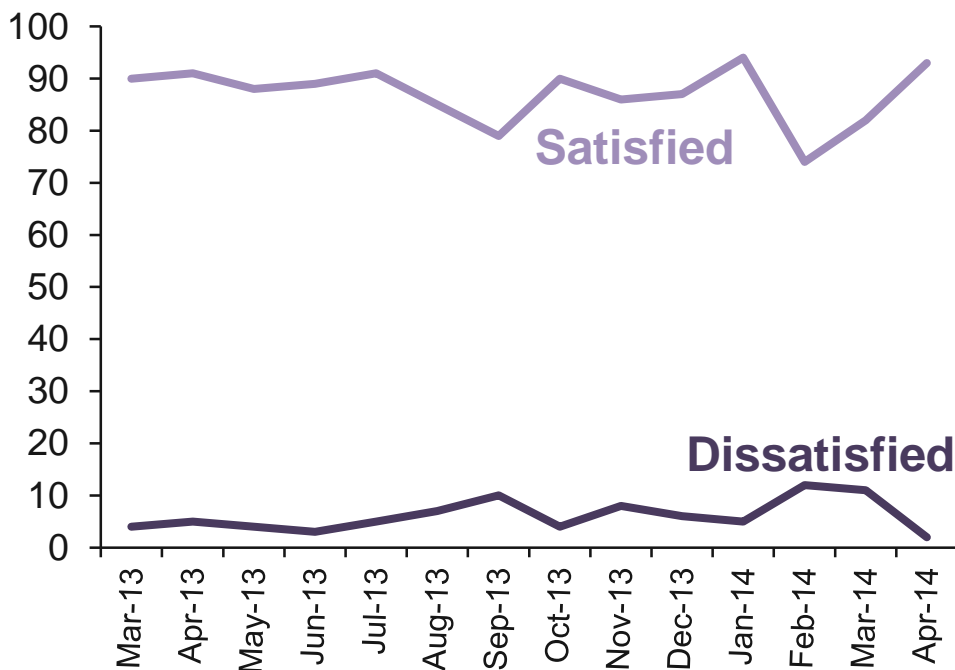
Nigel Farage (satisfaction among UKIP supporters)

17

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



March 2013 – April 2014



Base: 120 UKIP supporters, 5th -7th April 2014. N.B. small base size indicative only

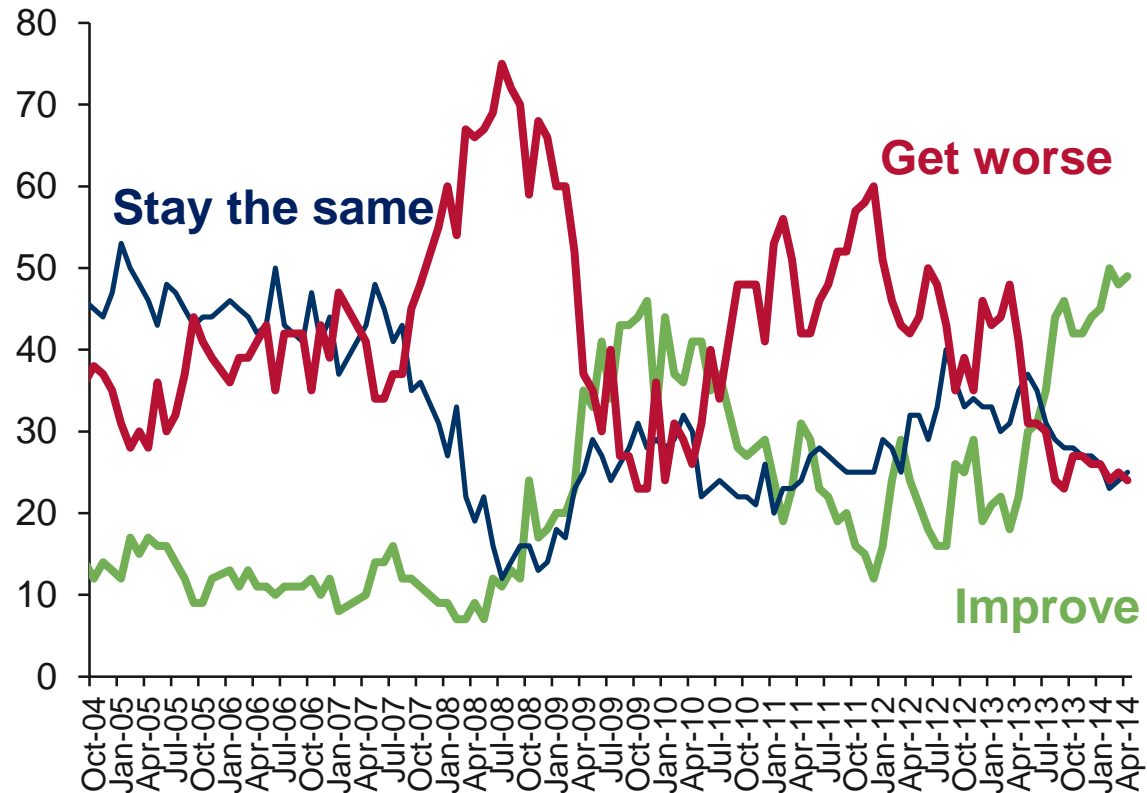
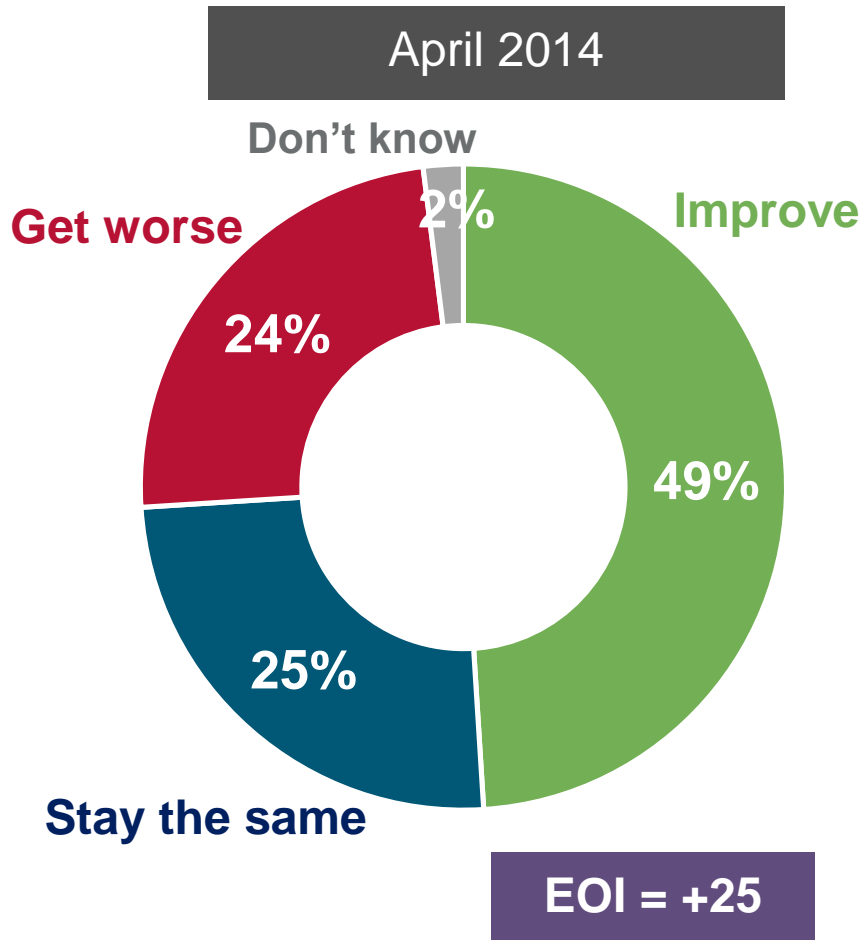
The economy



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?



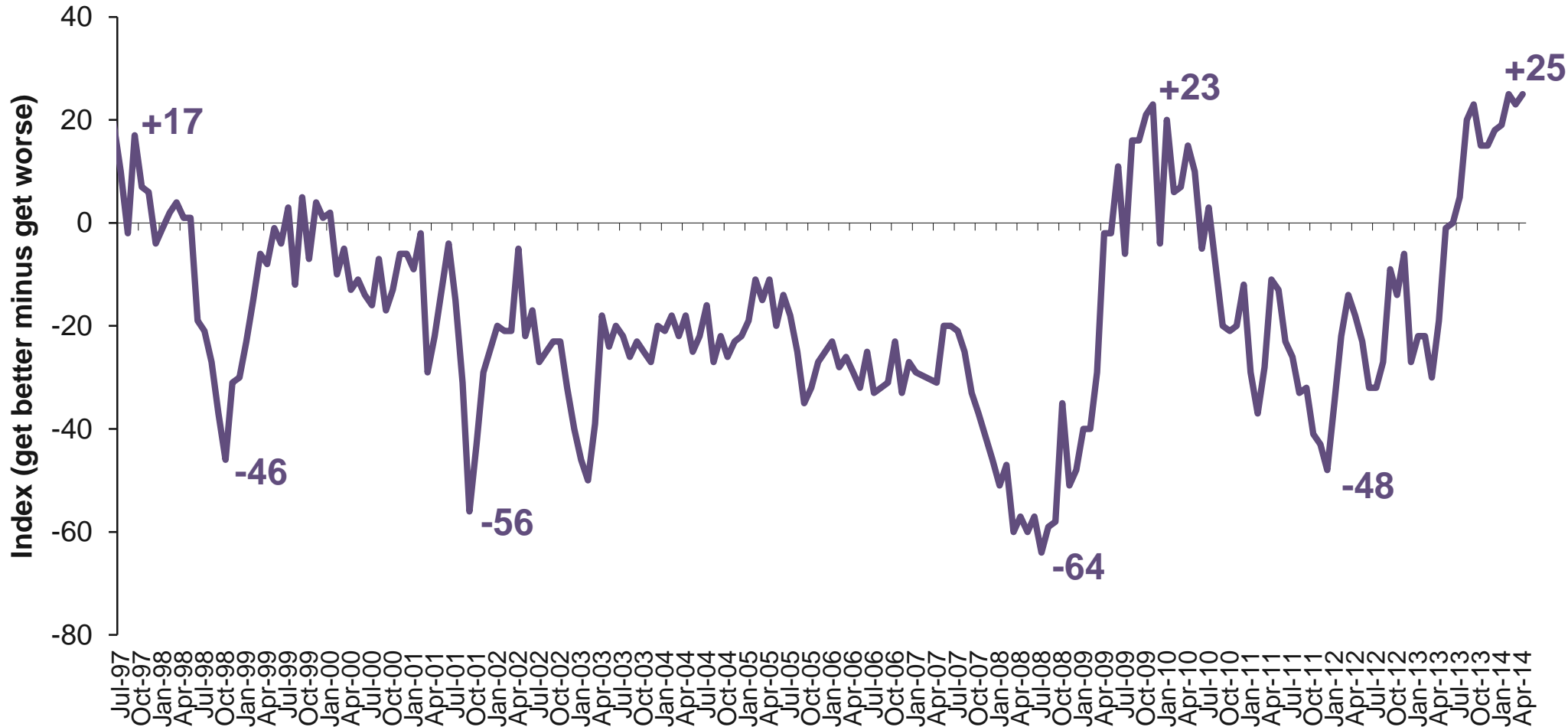
Base: 1,002 British adults 18+, 5th – 7th April 2014

Source: Ipsos MORI Political Monitor

The Ipsos MORI Economic Optimism Index

20

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

Post-Budget 2014 perceptions

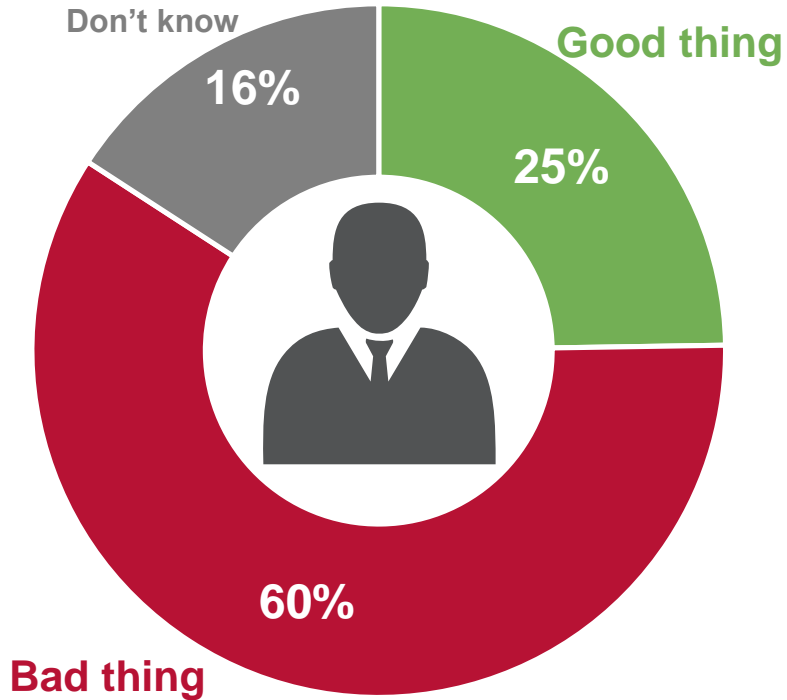


The Budget – a good thing for you personally?

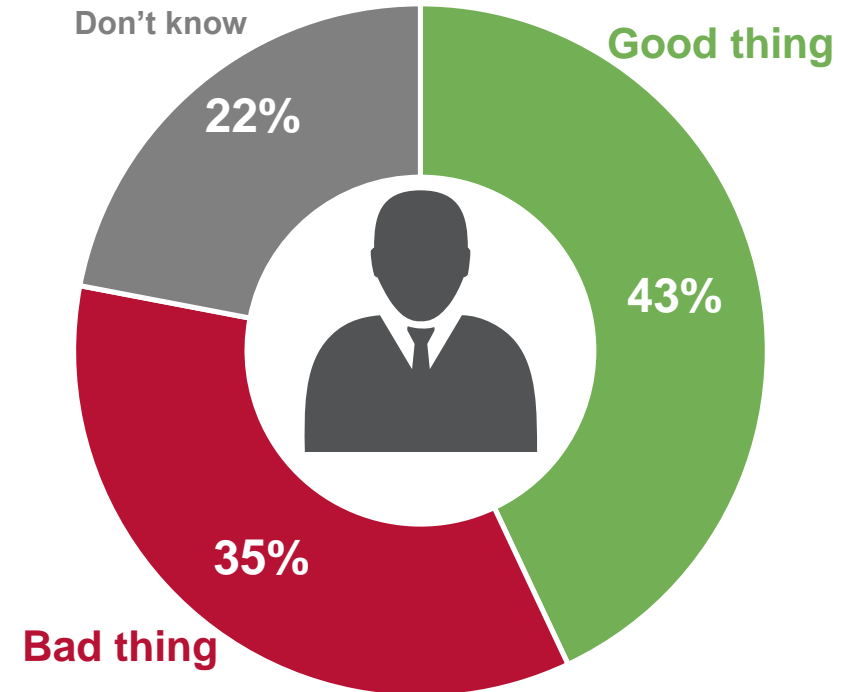
22

From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing...?

...for me personally
(April 2012)



...for me personally
(April 2014)



Base: 1,002 British adults 18+, 5th – 7th April 2014

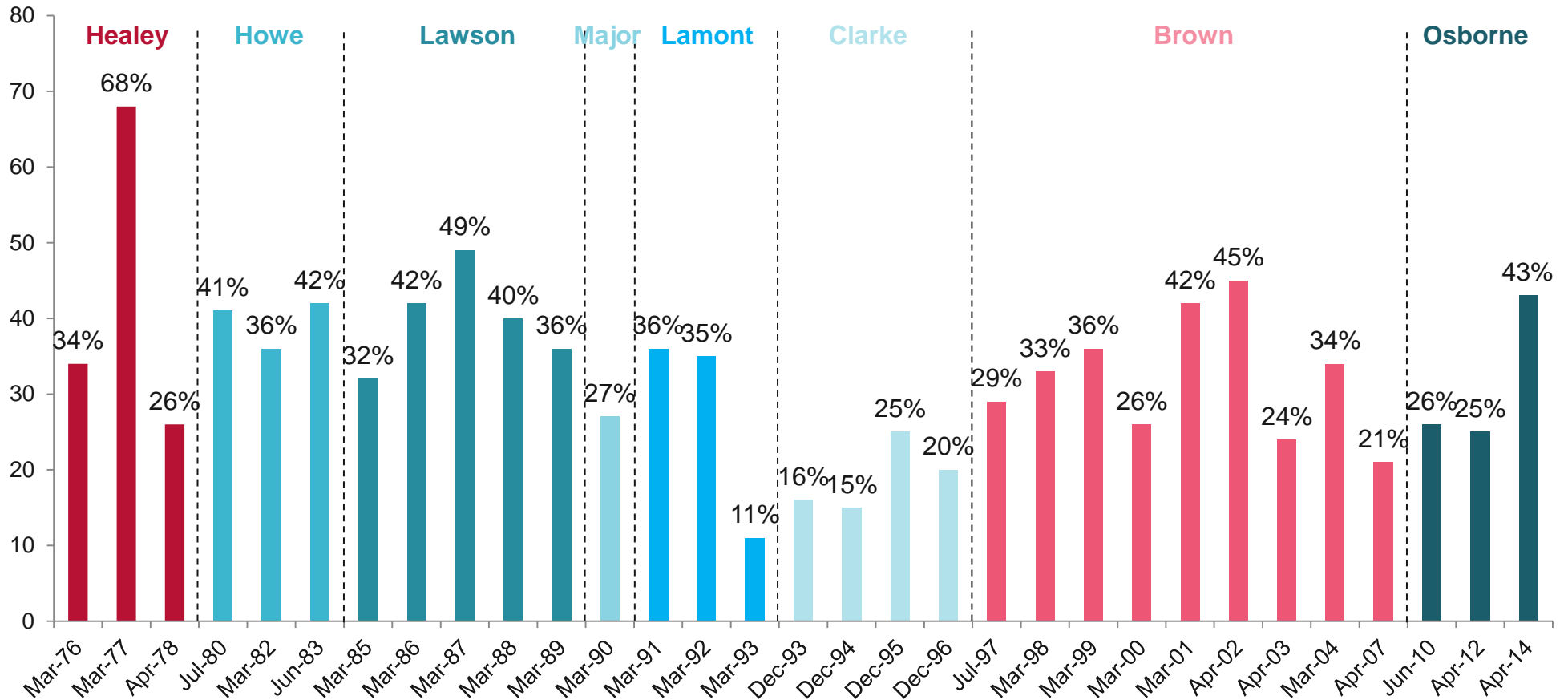
Source: Ipsos MORI Political Monitor

The Budget – a good thing for you personally?

23

From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing for you personally?

% saying 'good thing'



Base: 1,002 British adults 18+, 5th – 7th April 2014

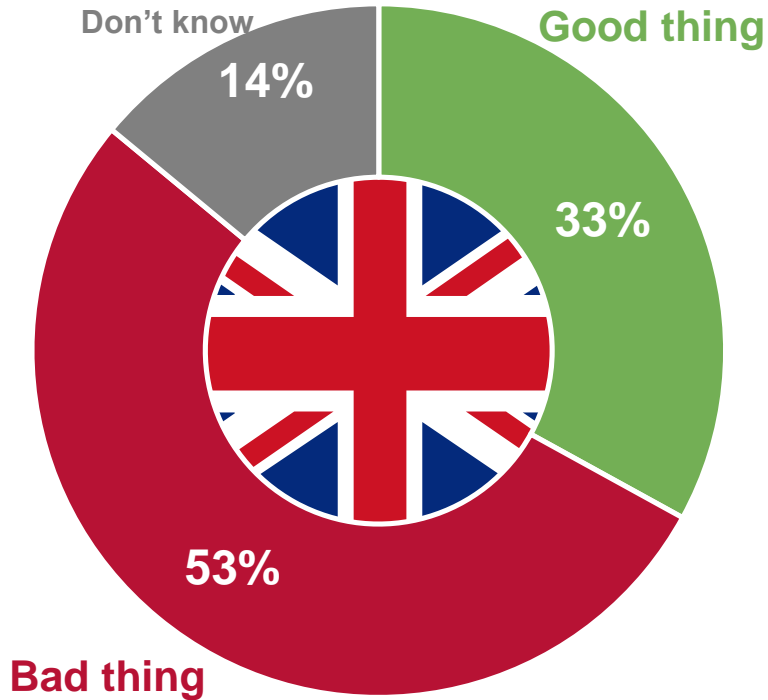
Source: Ipsos MORI Political Monitor

The Budget – a good thing for the country?

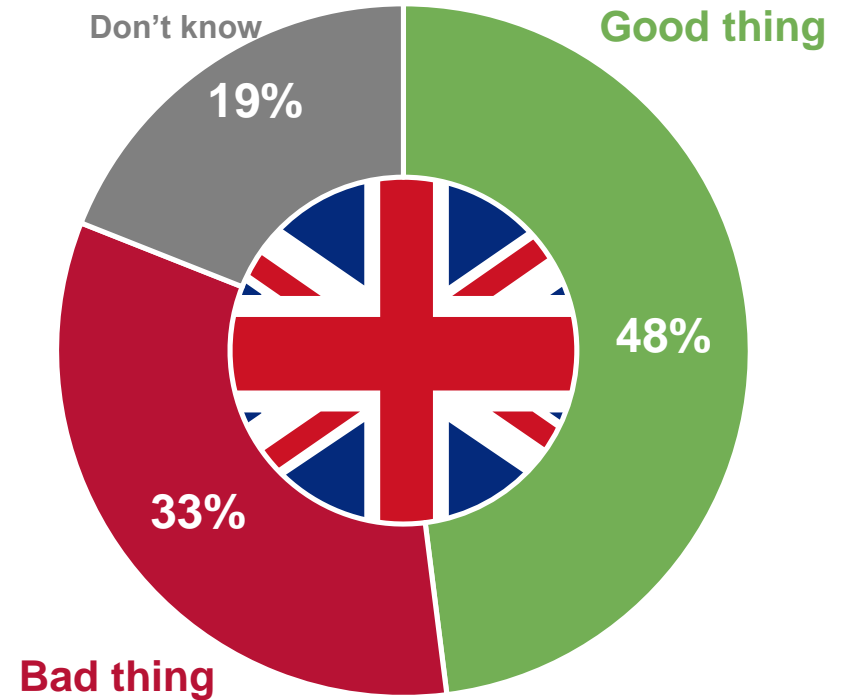
24

From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing...?

...for the country
(April 2012)



...for the country
(April 2014)



Base: 1,002 British adults 18+, 5th – 7th April 2014

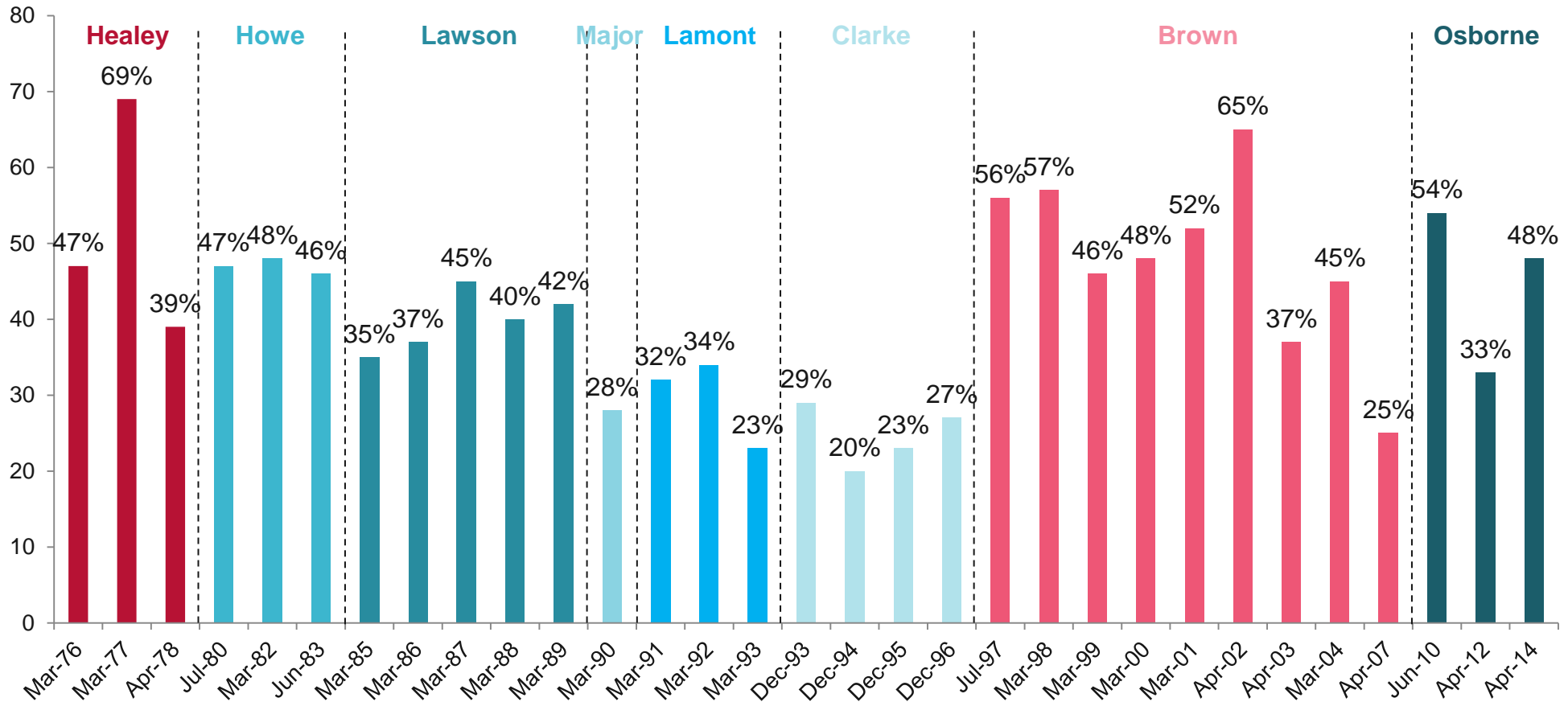
Source: Ipsos MORI Political Monitor

The Budget – a good thing for the country?

25

From what you know, or have heard, do you think the Budget proposals are a good thing or a bad thing for the country?

% saying 'good thing'



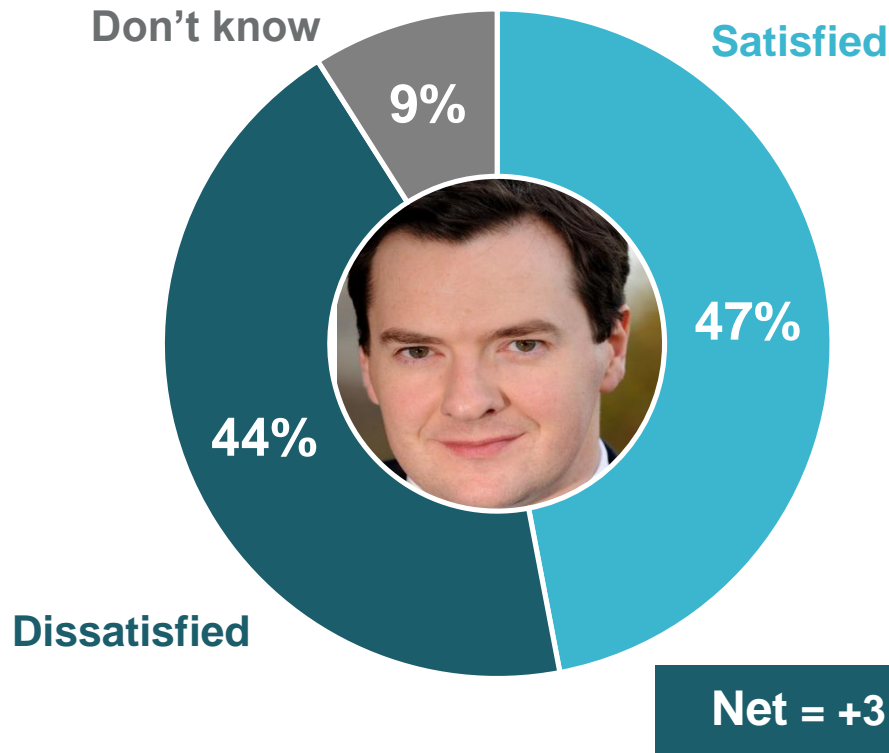
Base: 1,002 British adults 18+, 5th – 7th April 2014

Source: Ipsos MORI Political Monitor

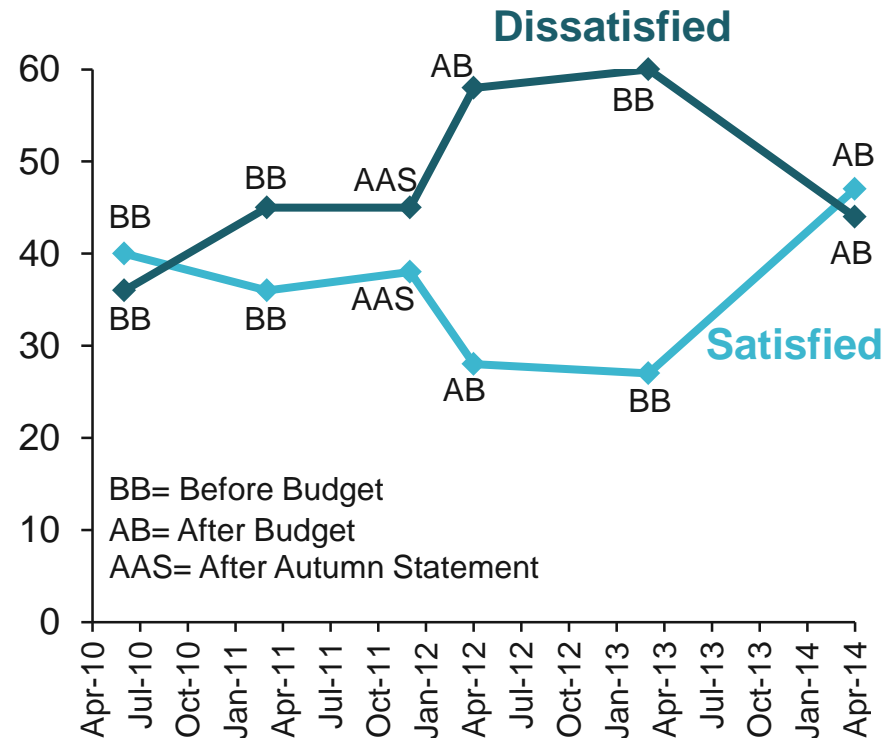
Satisfaction with George Osborne

Are you satisfied or dissatisfied with the way George Osborne is doing his job as Chancellor of the Exchequer?

April 2014



June 2010 – April 2014



Base: 1,002 British adults 18+, 5th – 7th April 2014

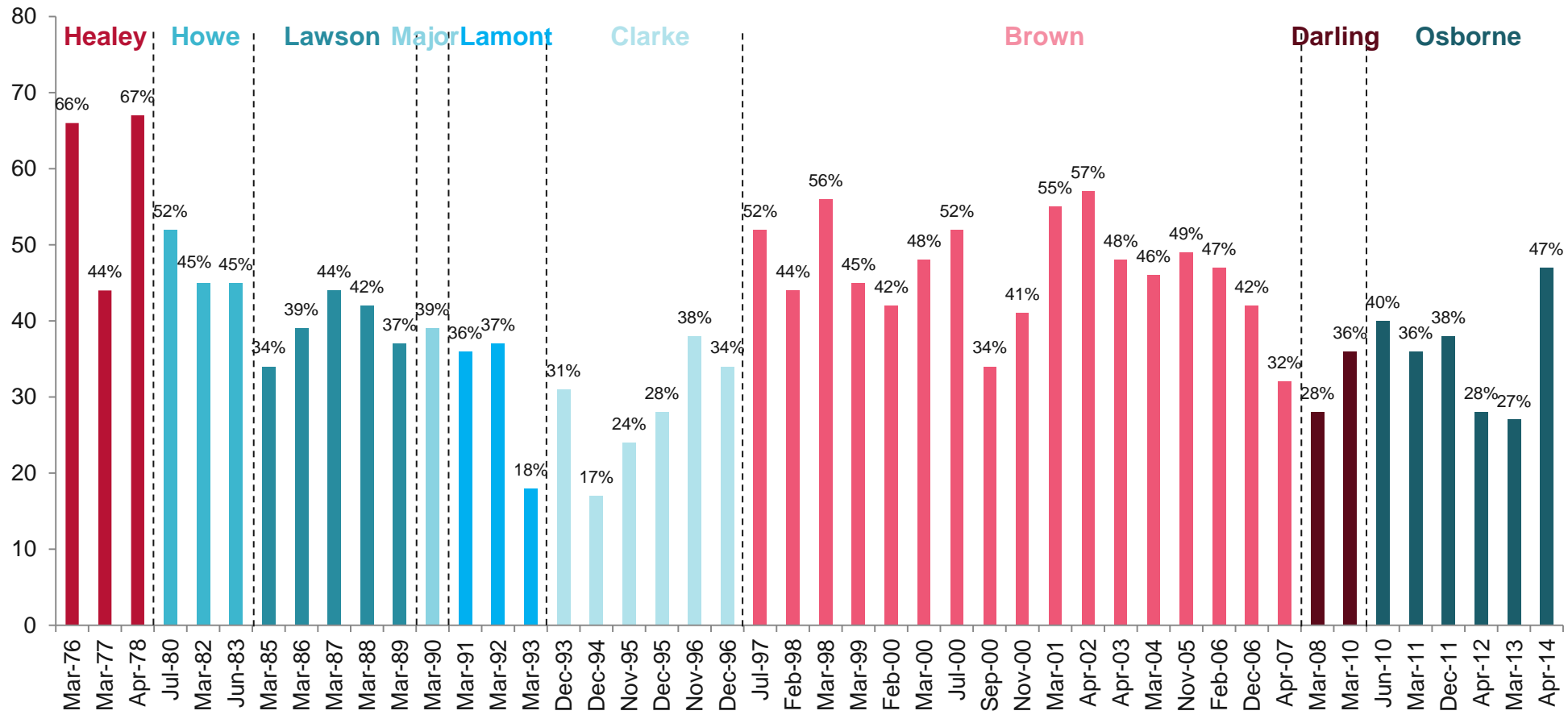
Ipsos MORI Political Monitor

Satisfaction with the chancellor- long term trend

27

Are you satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?

% saying 'satisfied'



Base: 1,002 British adults 18+, 5th – 7th April 2014

Source: Ipsos MORI Political Monitor

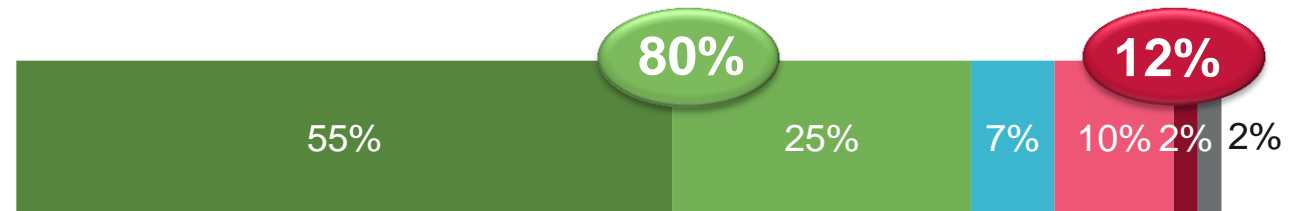
Is there a 'cost of living crisis'?

28

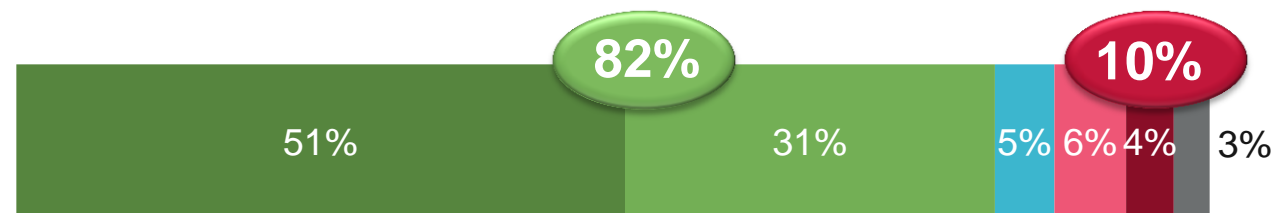
Some people believe/ Ed Miliband has said that despite recent growth in the UK economy, the cost of living has continued to rise for many people, creating a 'cost of living crisis'. To what extent, if at all, do you agree or disagree that there is currently a 'cost of living crisis' in the UK?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't Know

Some people believe that...



Ed Miliband has said that...



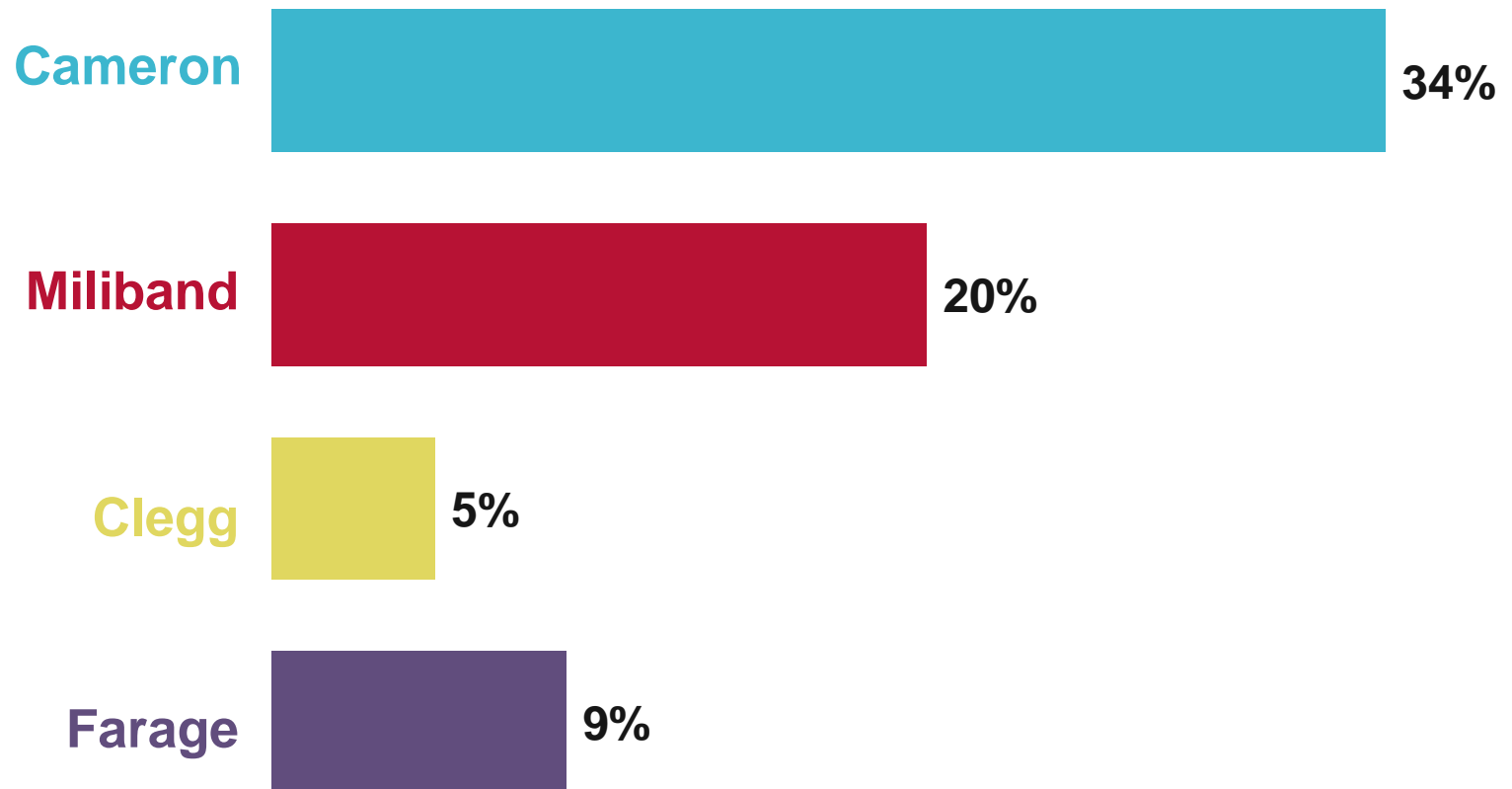
Best leader and best party



Which leader would make the most capable PM?

30

Who do you think would make the most capable Prime Minister...?



Base: 1,002 British adults 18+, 5th – 7th April 2014.

Ipsos MORI Political Monitor

Which leader would make the most capable PM?

Trend

31

Who do you think would make the most capable Prime Minister...?

	Cameron	Miliband (Brown in Feb 2010 & 2009)	Clegg	Farage
April 2014	34%	20%	5%	9%
April 2011	45%	25%	7%	N/A
Sept 2010	49%	19%	10%	N/A
Feb 2010	38%	29%	12%	N/A
Sept 2009	41%	24%	16%	N/A

Base: 1,002 British adults 18+, 5th – 7th April 2014.

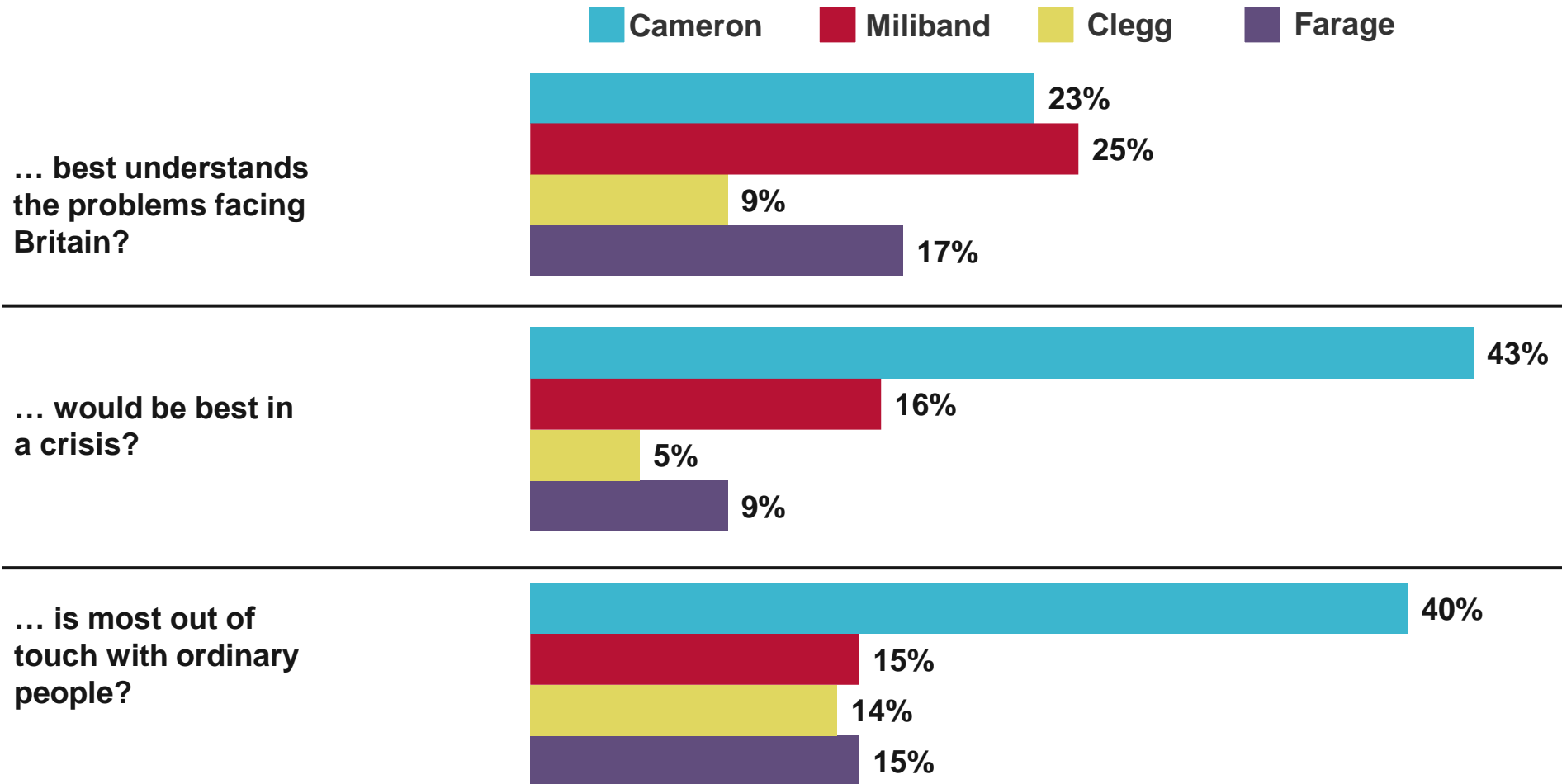
N.B: question not asked exactly same way (e.g. Farage added in 2014). Take caution when comparing trends.

Ipsos MORI Political Monitor

Leader image

32

Which leader do you think...



Base: 1,002 British adults 18+, 5th – 7th April 2014.

Ipsos MORI Political Monitor

Leader image- trend

33

Which leader do you think...

		Cameron	Miliband (Brown in 2009)	Clegg	Farage
... best understands the problems facing Britain	April 2014	23%	25%	9%	17%
	May 2013	27%	23%	8%	16%
	Sept 2009	33%	33%	15%	N/A
... would be best in a crisis?	April 2014	43%	16%	5%	9%
	Sept 2009	37%	34%	9%	N/A
... is most out of touch with ordinary people?	April 2014	40%	15%	14%	15%
	May 2013	48%	15%	10%	10%
	Sept 2009	28%	46%	10%	N/A

Base: 1,002 British adults 18+, 5th – 7th April 2014.

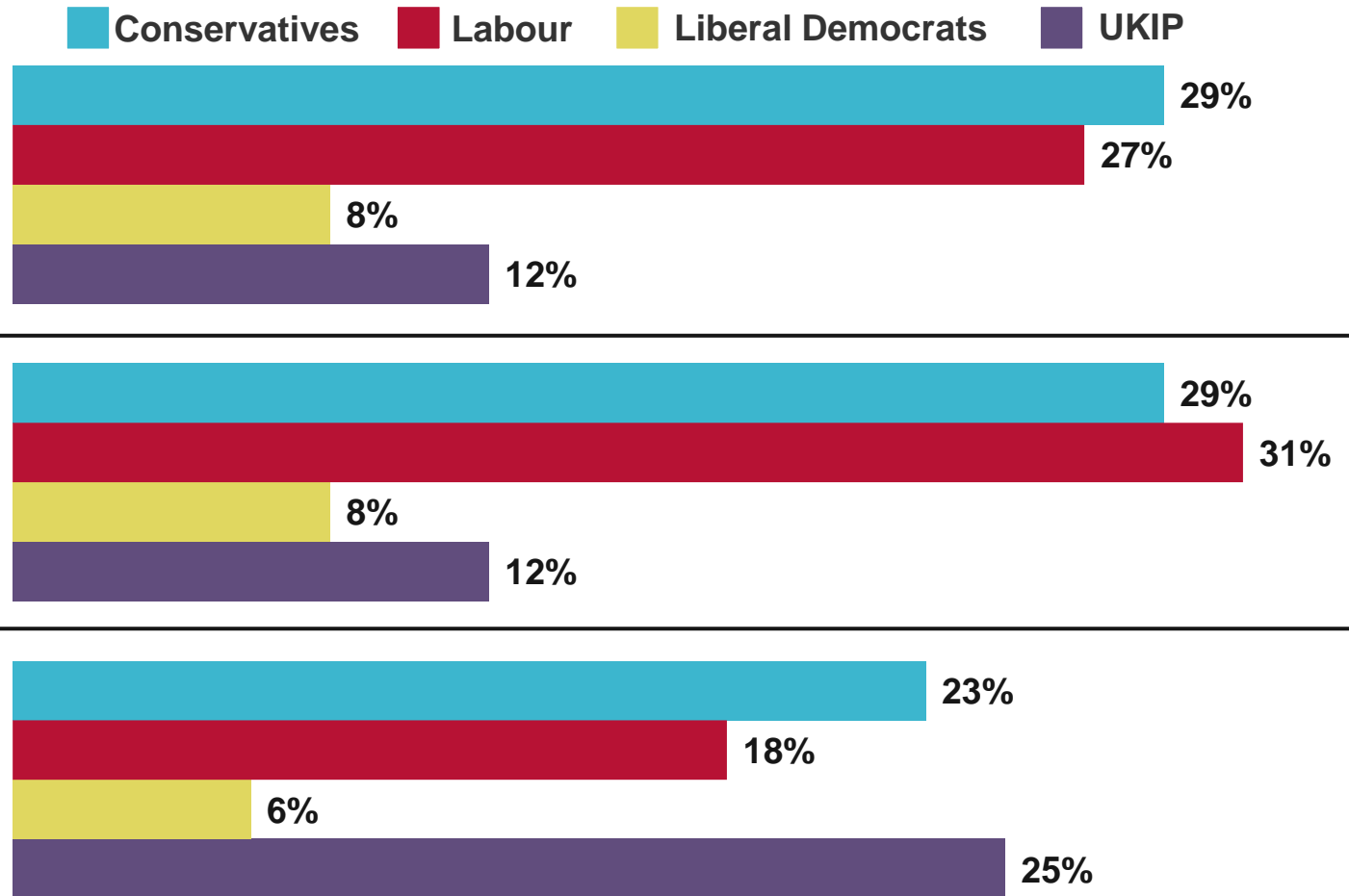
N.B: question not asked exactly same way (e.g. Farage added in 2013/14). Take caution when comparing trends.

Ipsos MORI Political Monitor

Party image

34

And which political party do you think...



Base: 1,002 British adults 18+, 5th – 7th April 2014.

Ipsos MORI Political Monitor

Party image- trend

35

And which political party do you think...

		Conservatives	Labour	Liberal Democrats	UKIP
... has the best policies for the country as a whole	April 2014	29%	27%	8%	16%
	Feb 2010	29%	27%	16%	N/A
... would be best at looking after the interests of people like you?	April 2014	29%	31%	8%	12%
	Sept 2009	30%	26%	17%	N/A
... is most clear about what its policies should be?	April 2014	23%	18%	6%	25%
	Sept 2009	30%	14%	17%	N/A

Base: 1,002 British adults 18+, 5th – 7th April 2014.

N.B: question not asked exactly same way (e.g. UKIP added in 2014). Take caution when comparing trends.

Ipsos MORI Political Monitor