

POLITICAL MONITOR

December 2014



Ipsos MORI

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**POLITICAL
MONITOR**

Ipsos

The economy

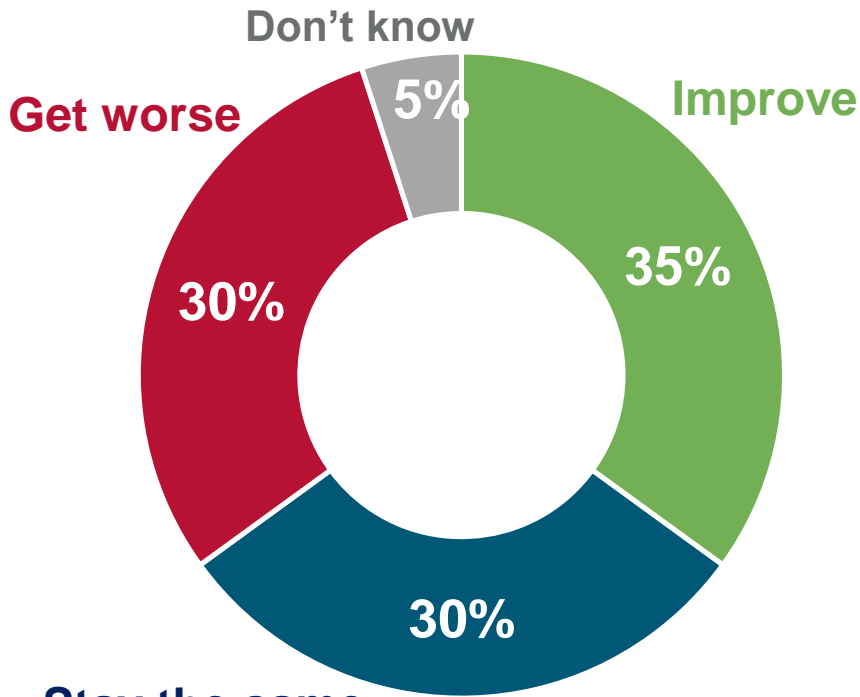
Public spending



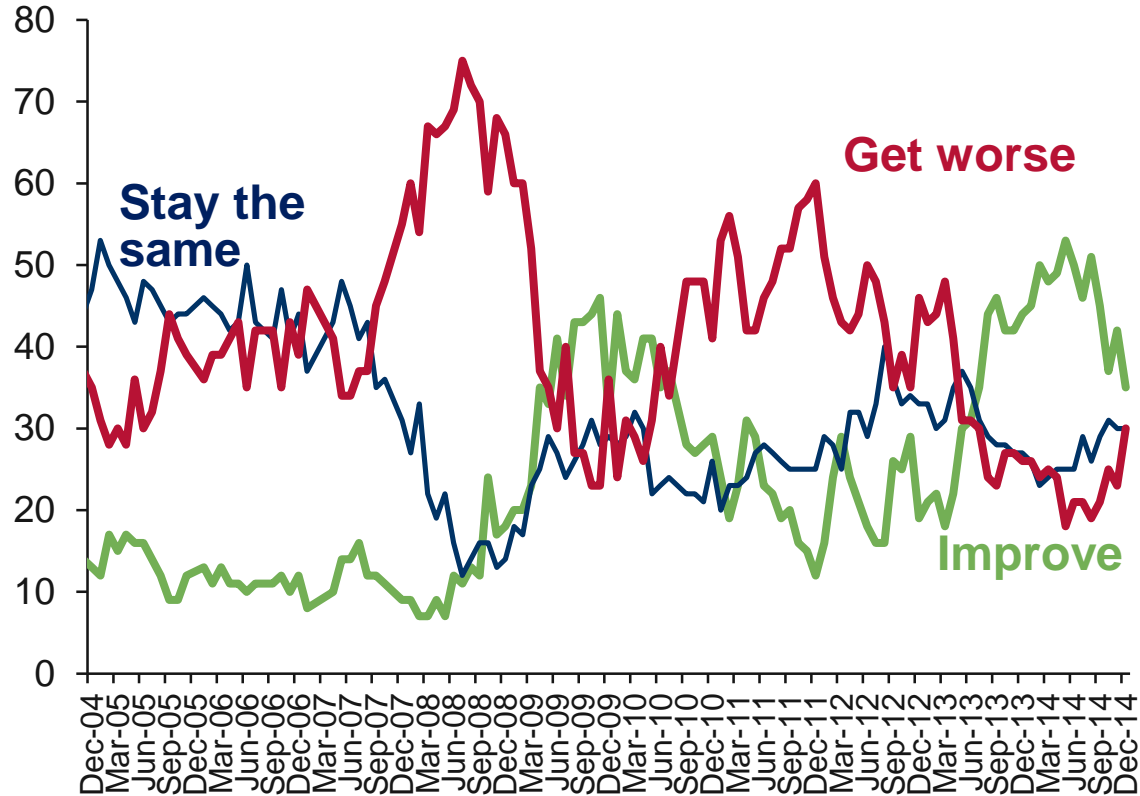
Economic Optimism Index

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

December 2014



EOI = +5

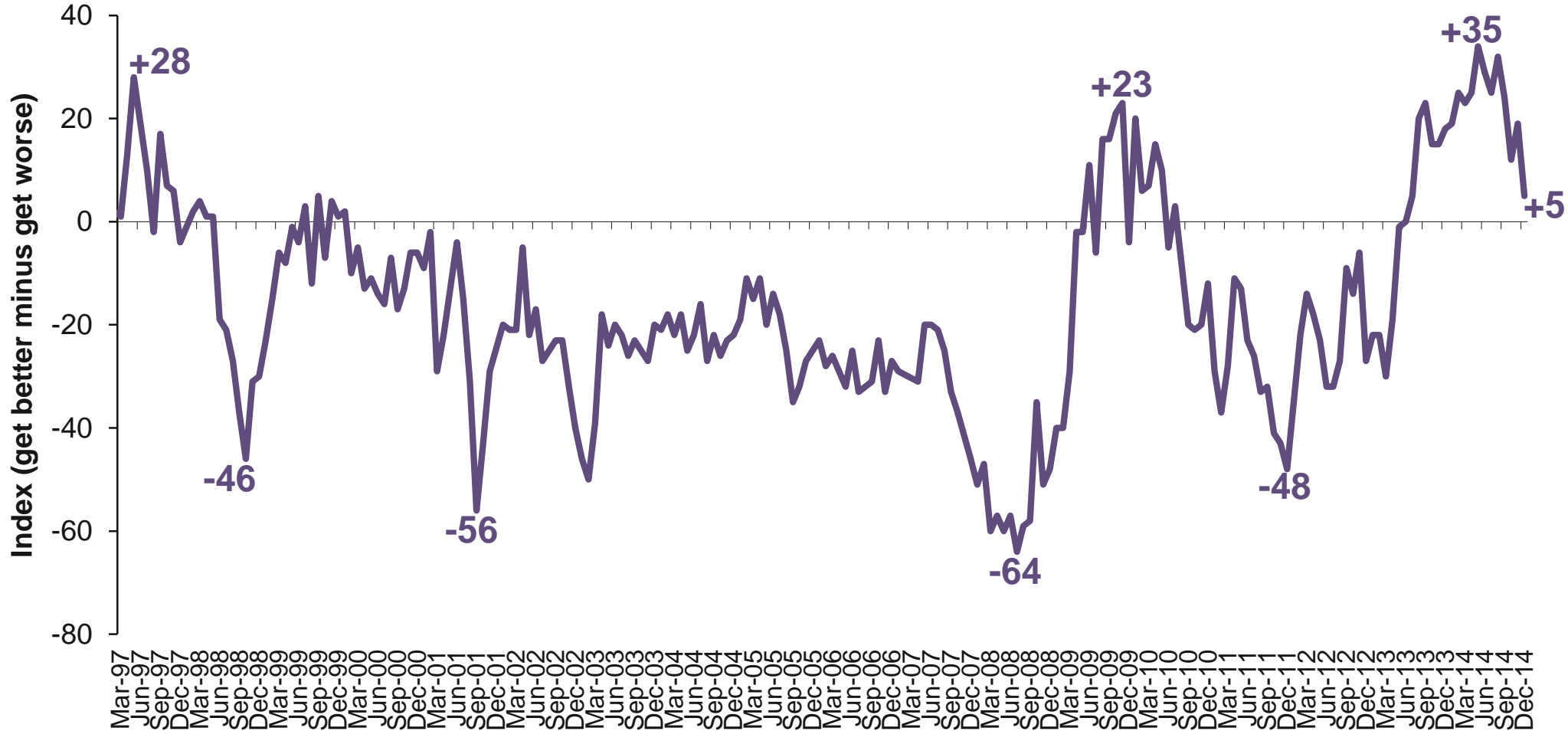


Base: 1,012 British adults 18+, 13th -15th December 2014

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?



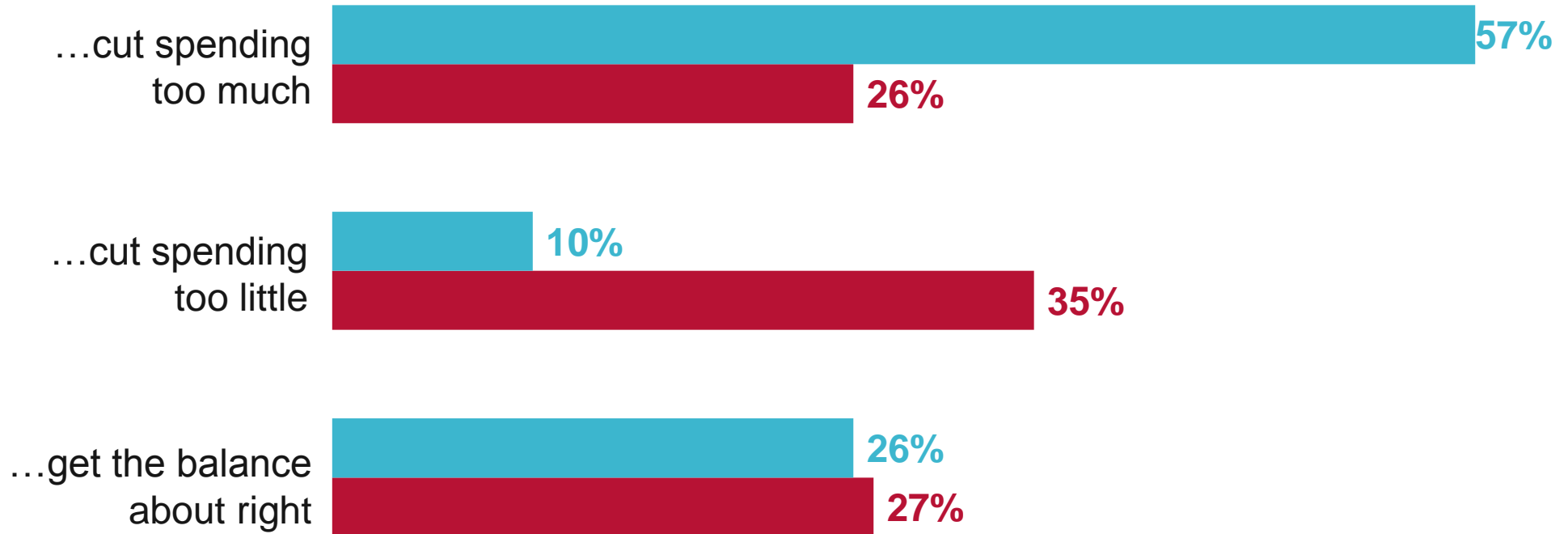
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Who has the best approach to cutting public spending?

If the Conservative/Labour Party is in government after the next General Election, do you think they would...

● Conservatives ● Labour

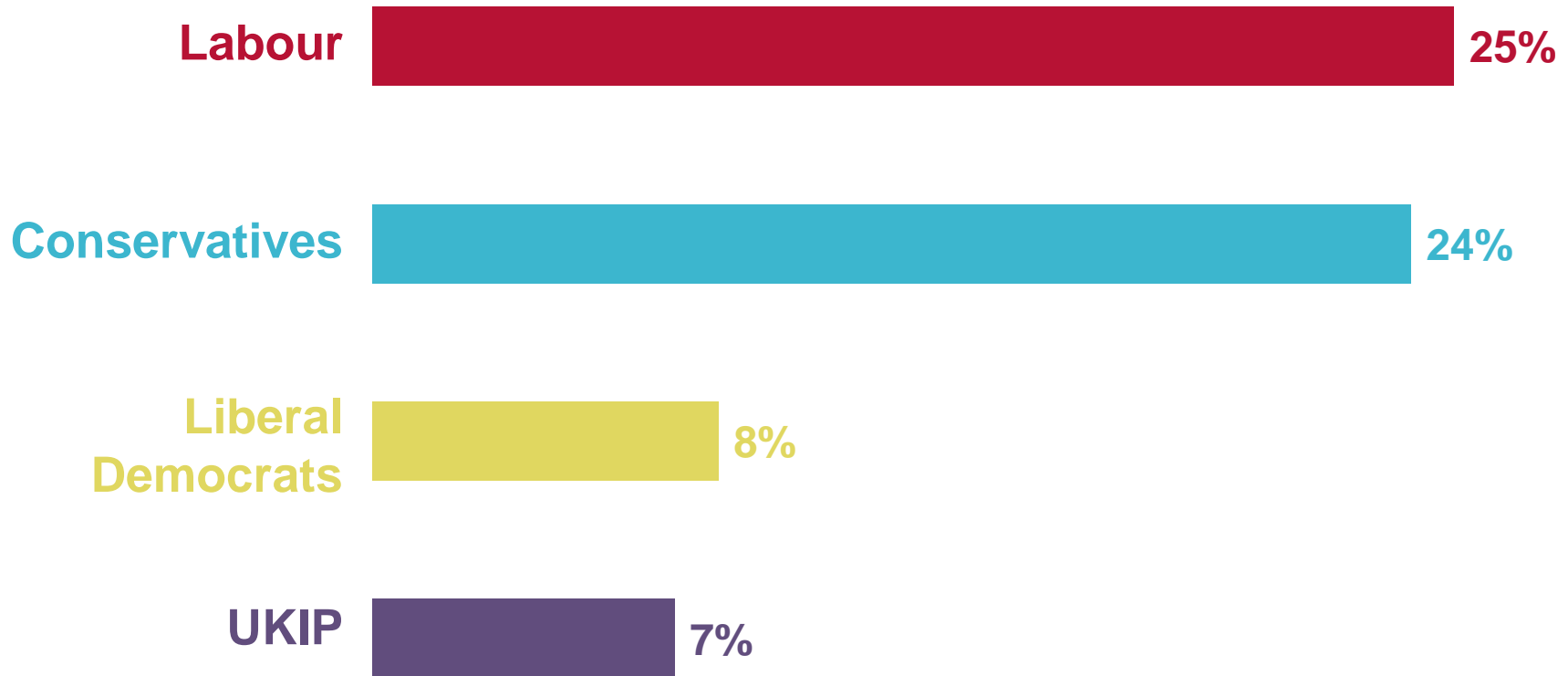


Base: 1,012 British adults 18+, 13th -15th December 2014

Source: Ipsos MORI Political Monitor

Who has the best approach to cutting public spending?

Which party, if any, do you think has the best balance between cutting spending to reduce the deficit and not damaging public services?



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Source: Ipsos MORI Political Monitor