

# POLITICAL MONITOR

July 2014



**Ipsos MORI**

**Contacts:** Bobby.Duffy@ipsos.com  
Gideon.Skinner@ipsos.com

020 7347 3000

**POLITICAL  
MONITOR**

**Ipsos**

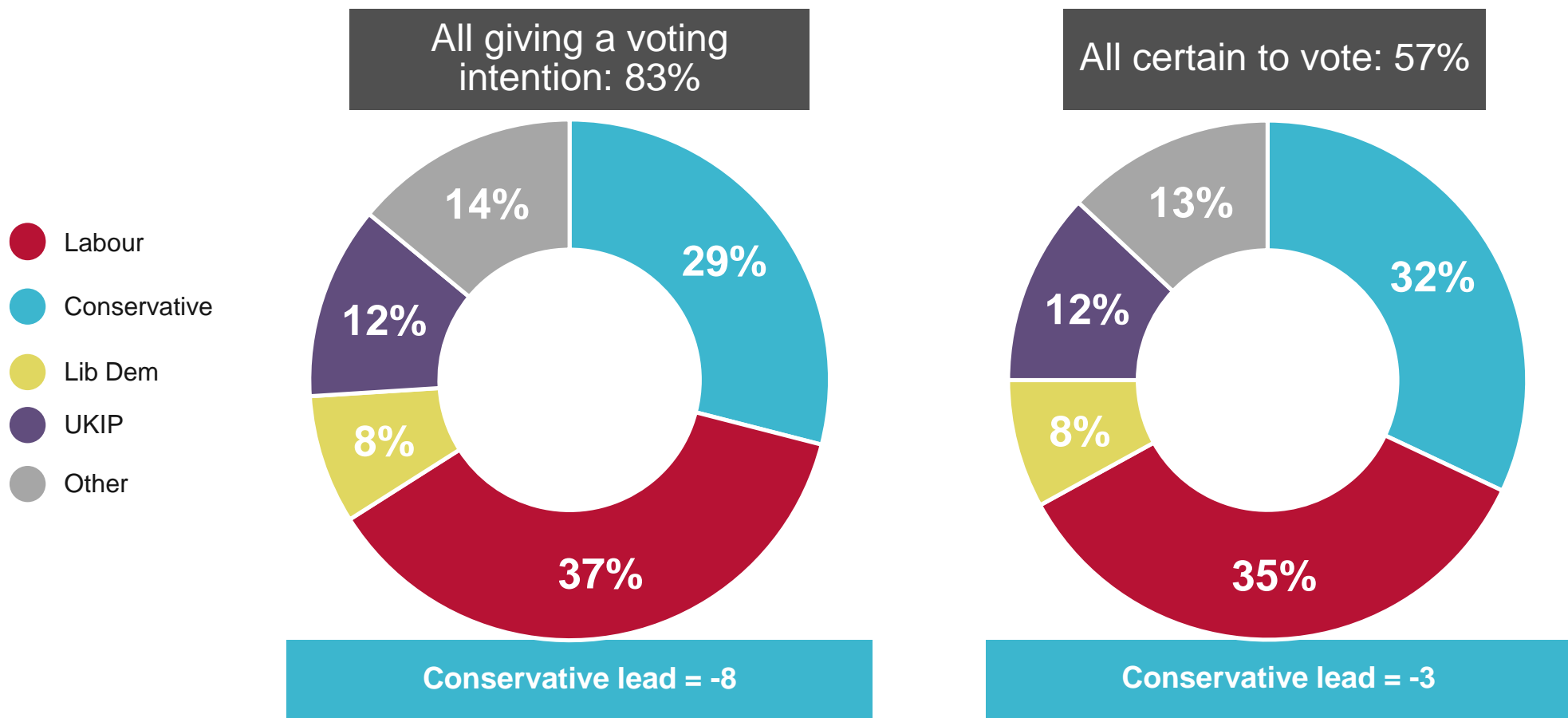
# Voting Intentions



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

3

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



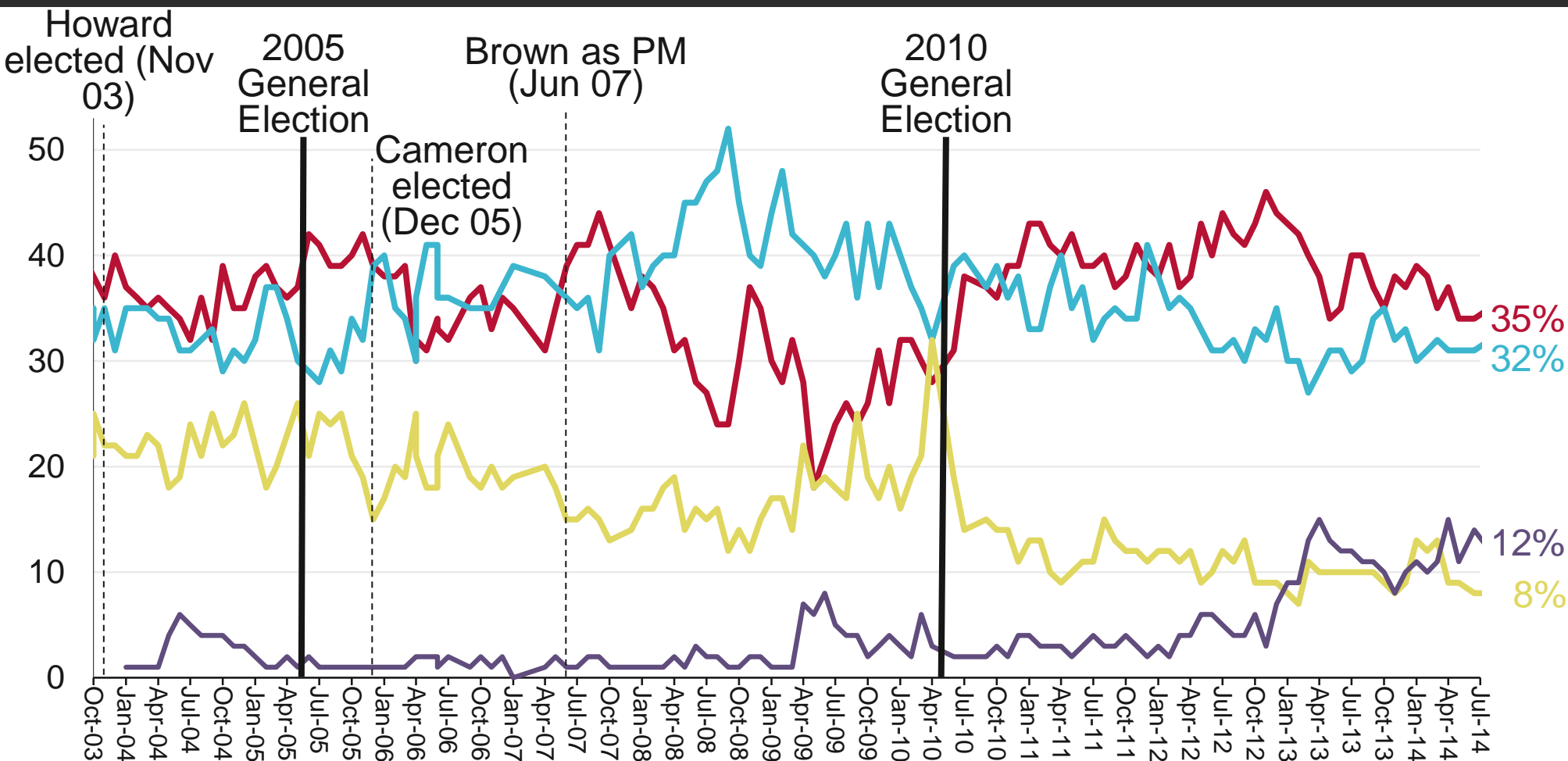
Base: 1,000 British adults 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014, all certain to vote = 598

Source: Ipsos MORI Political Monitor

# Voting Intentions October '03 – July '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 July 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

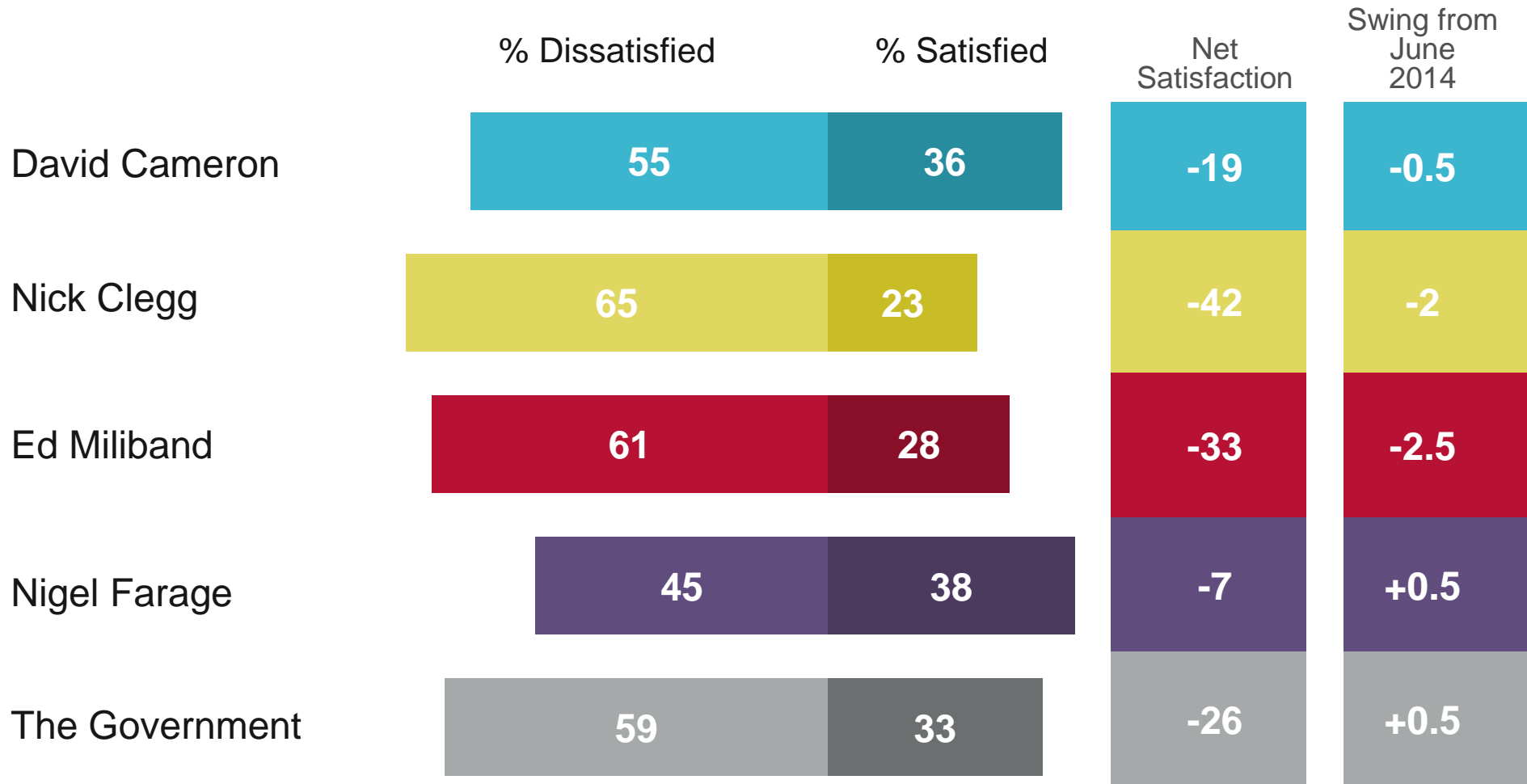
# Satisfaction with the Coalition and Party Leaders



# 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?*

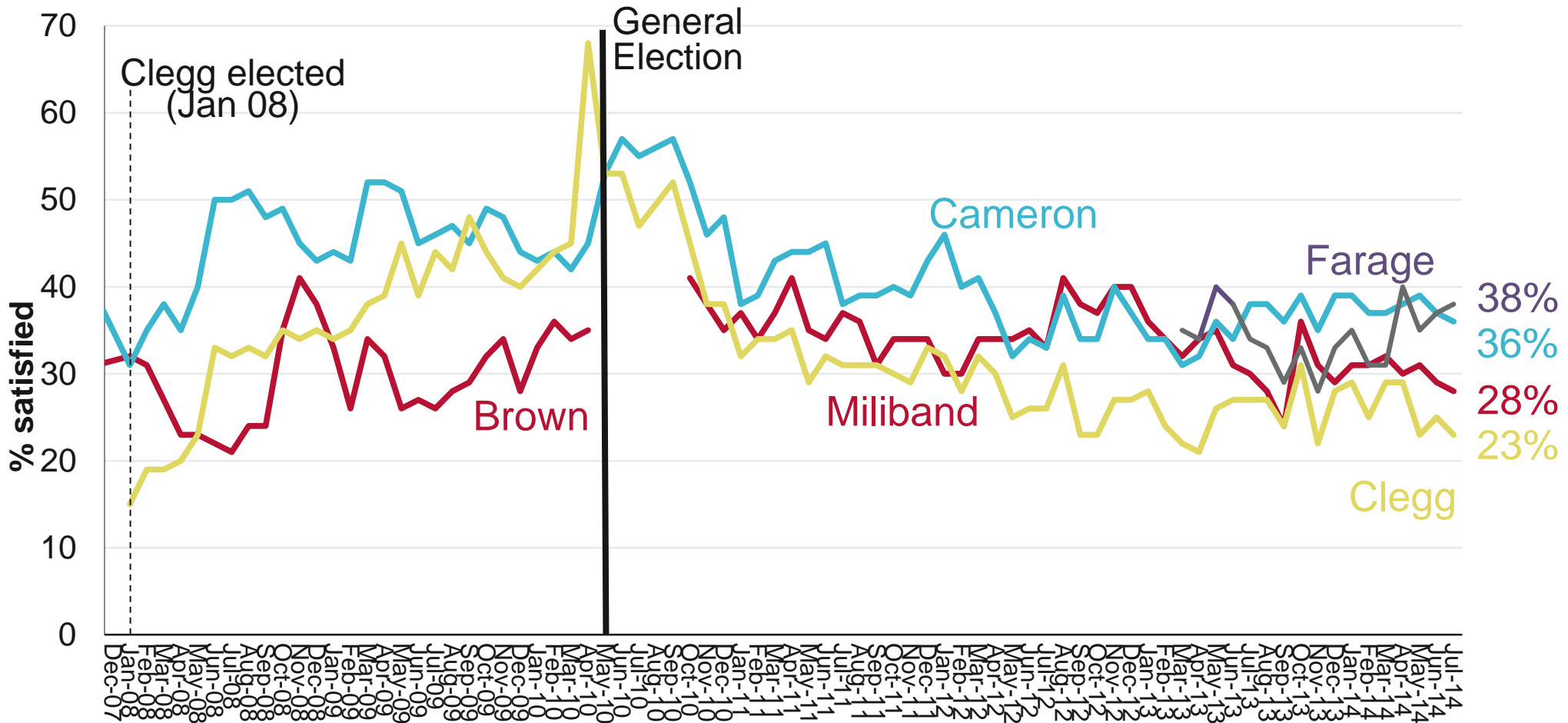


Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders December '07 – July '14

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



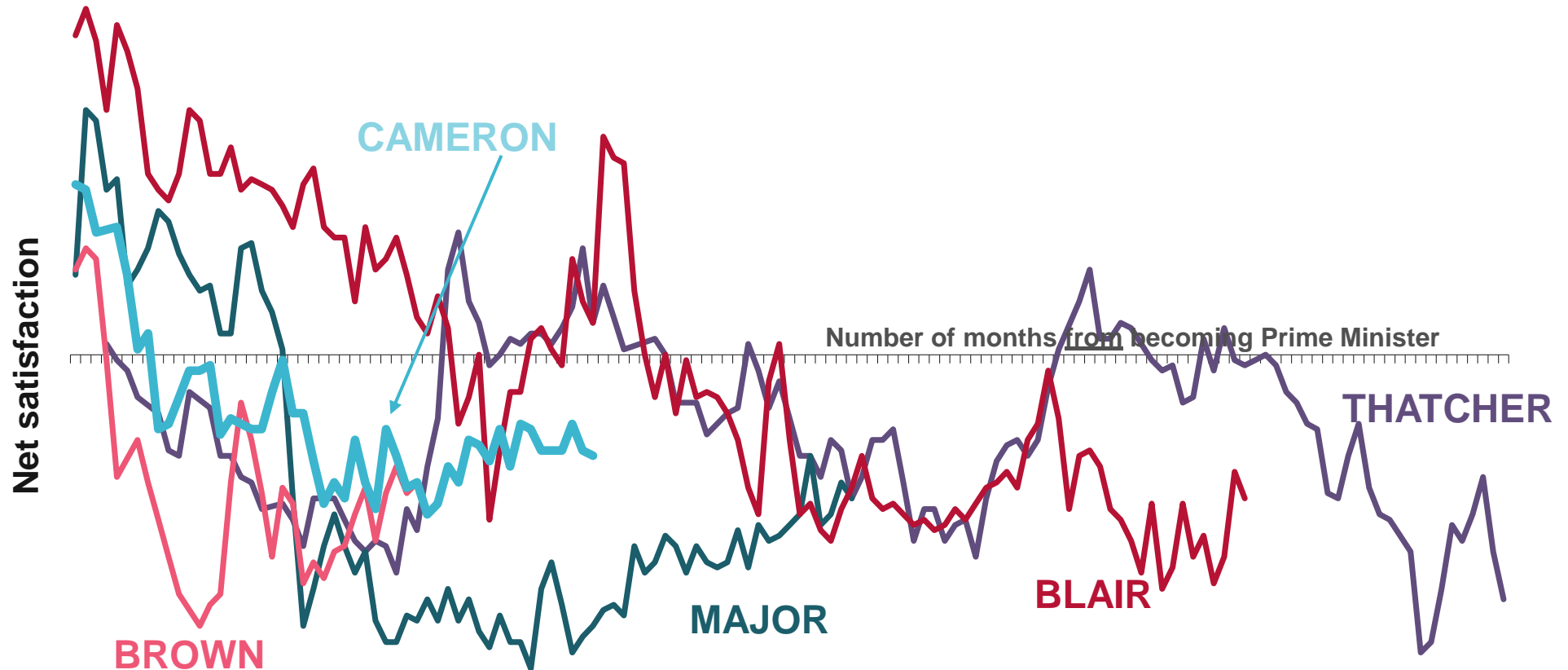
Base: c.1,000 British adults each month

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 July 2008 was collected via face-to-face methodology; data collected from July 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

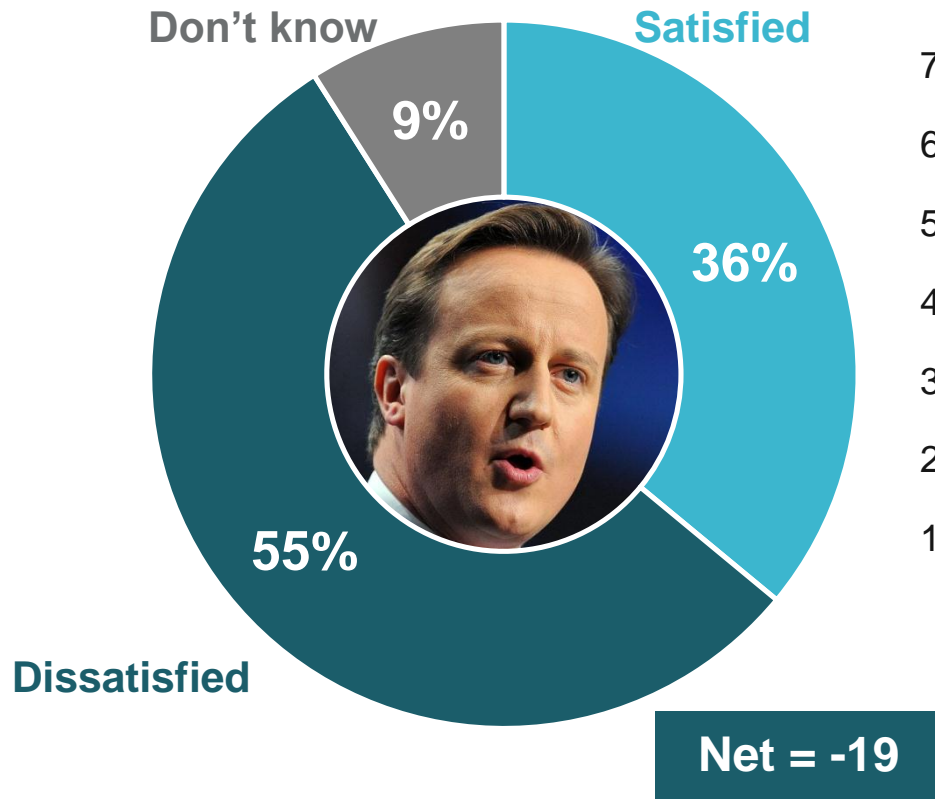


# David Cameron (satisfaction)

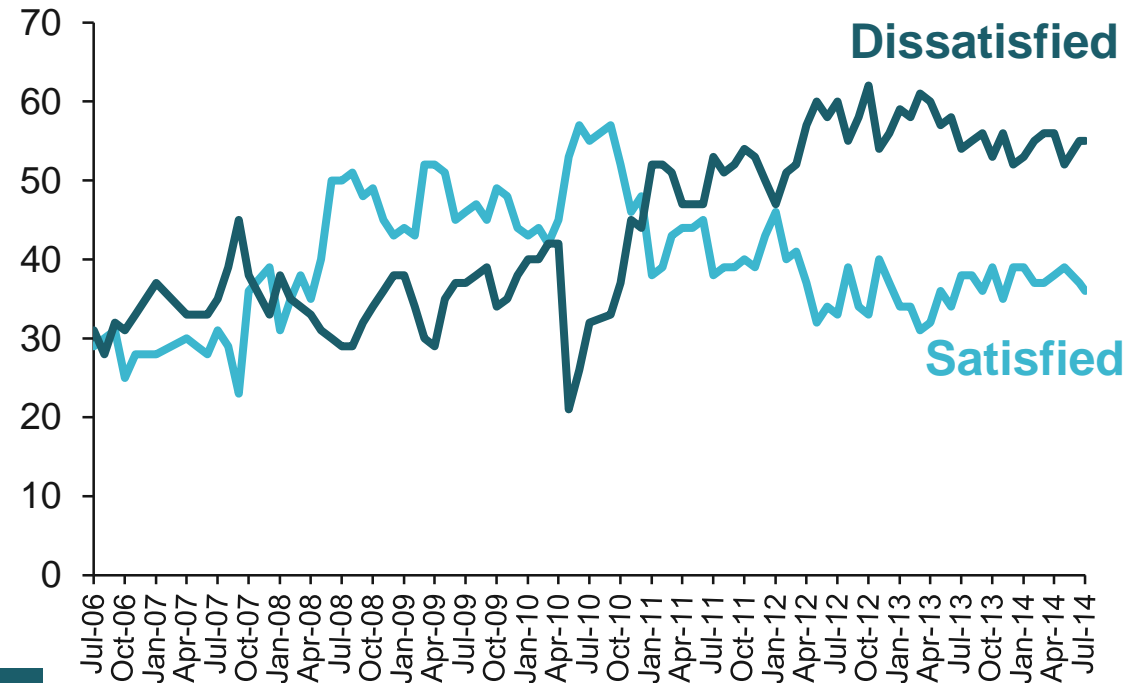
9

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

July 2014



July 2006 – July 2014



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

Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

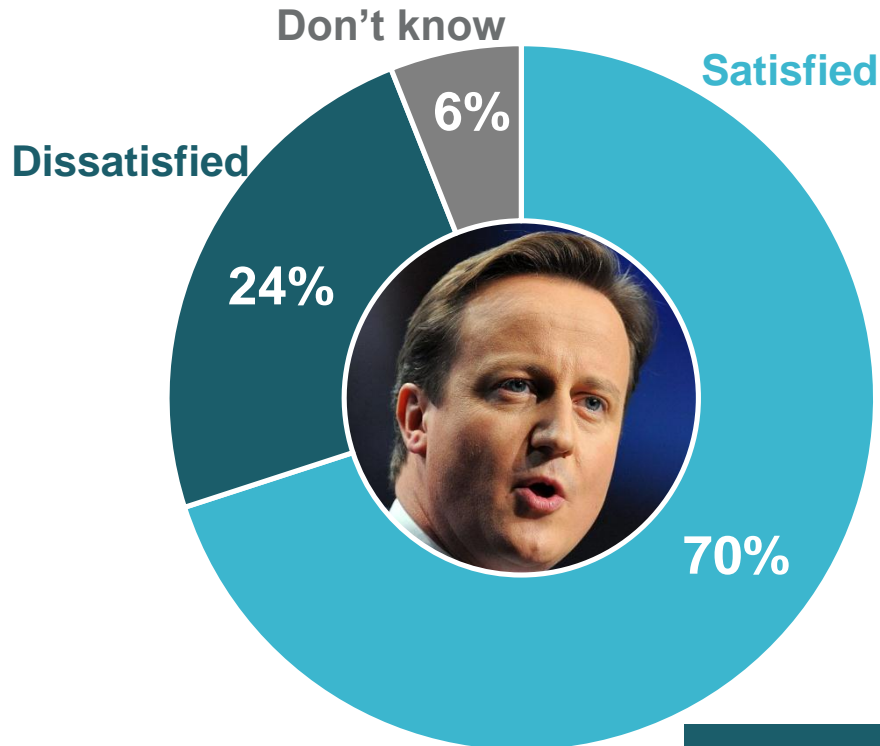
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

10

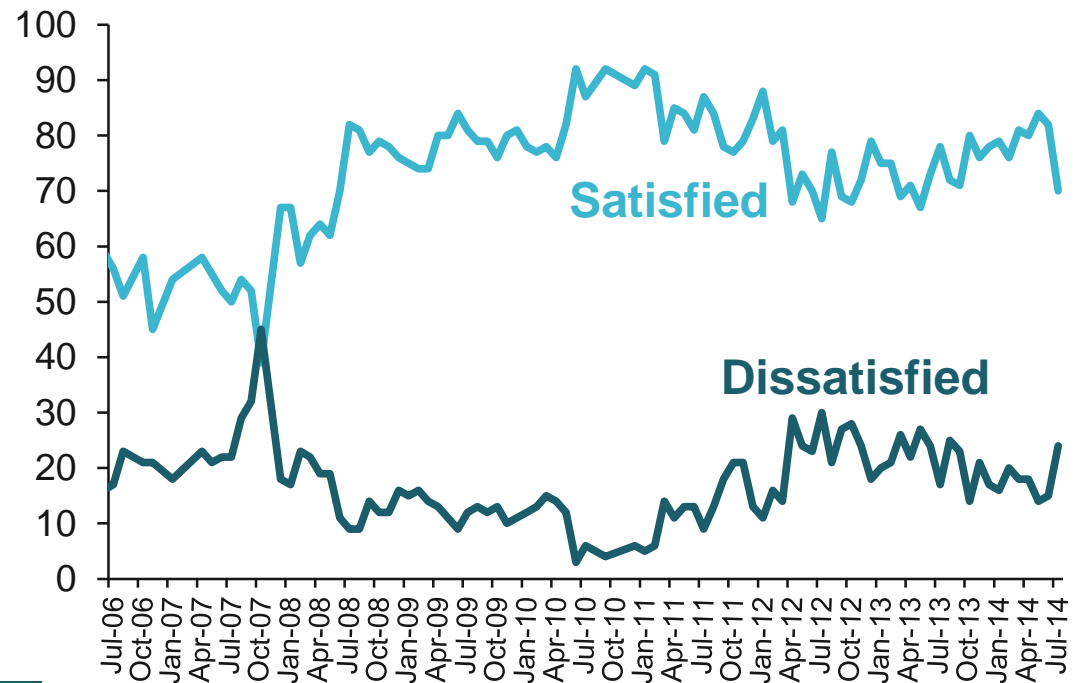
*Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?*

July 2014



**Net = +46**

July 2006 – July 2014



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

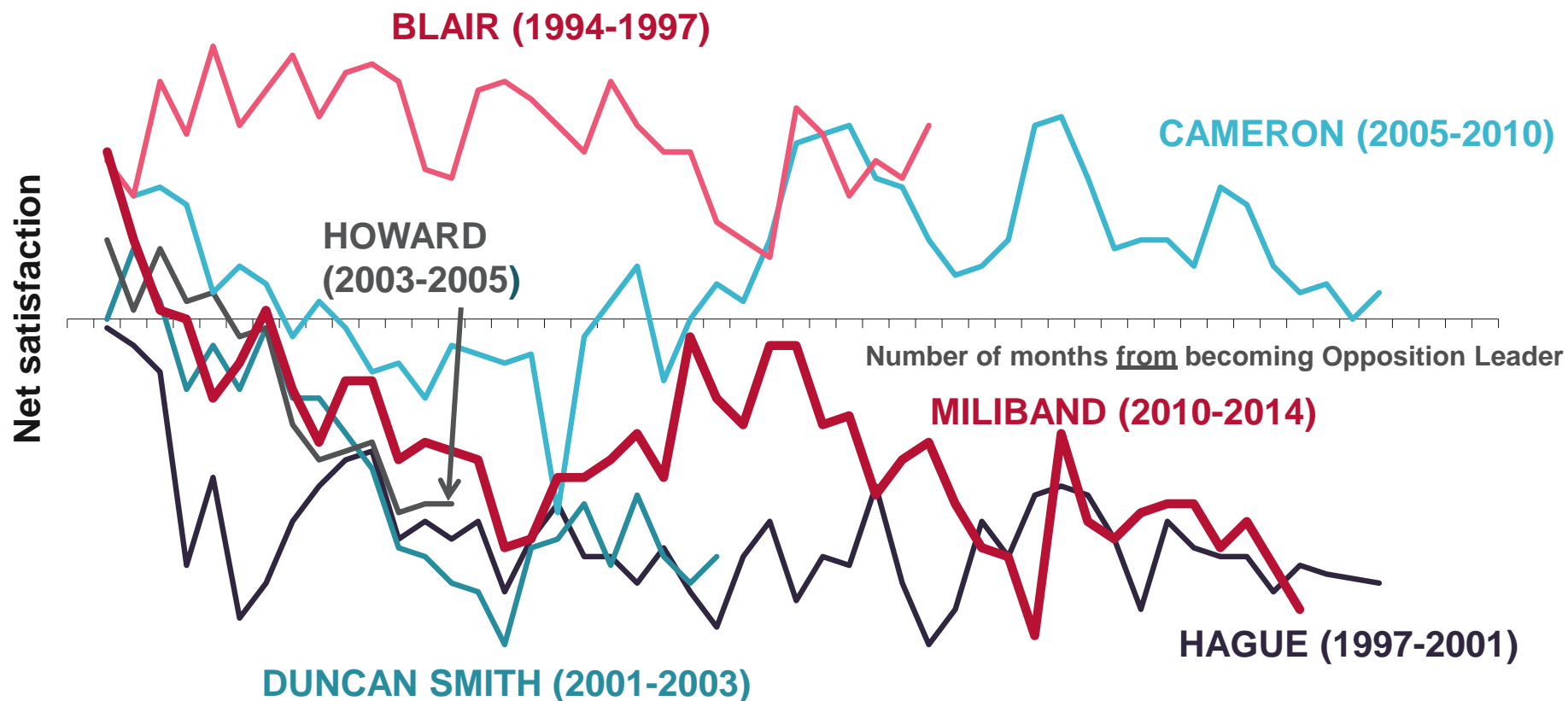
Base: 242 Conservative supporters 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014

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 July 2008 was collected via face-to-face methodology; data collected from July 2008 was via telephone

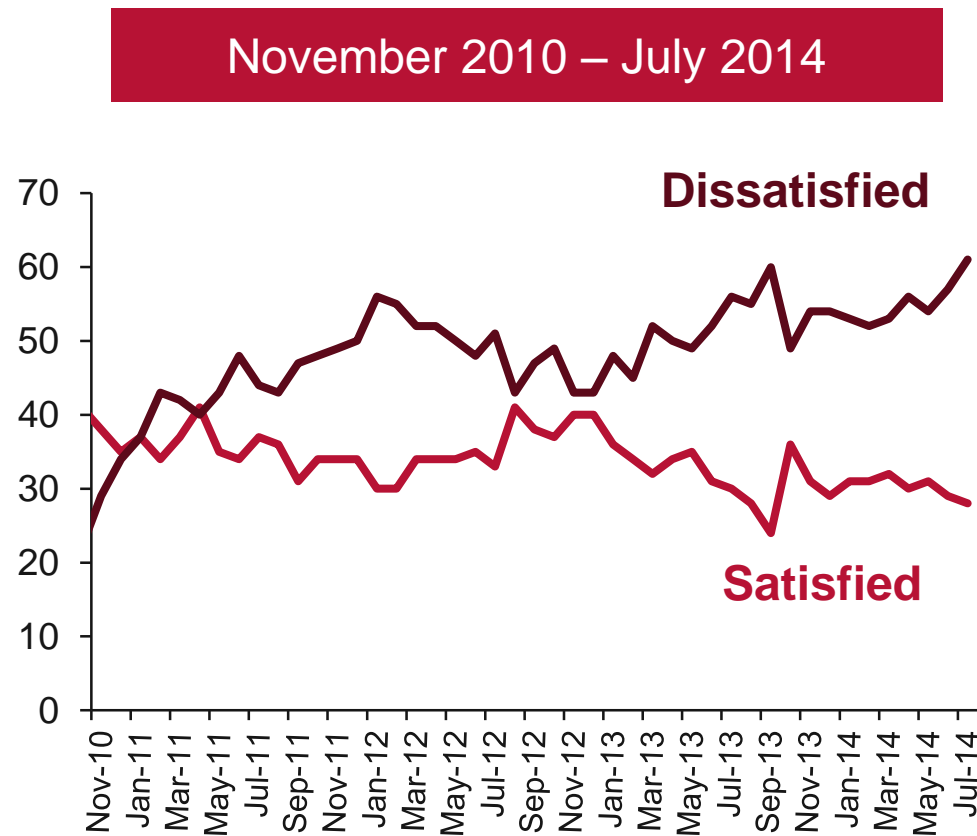
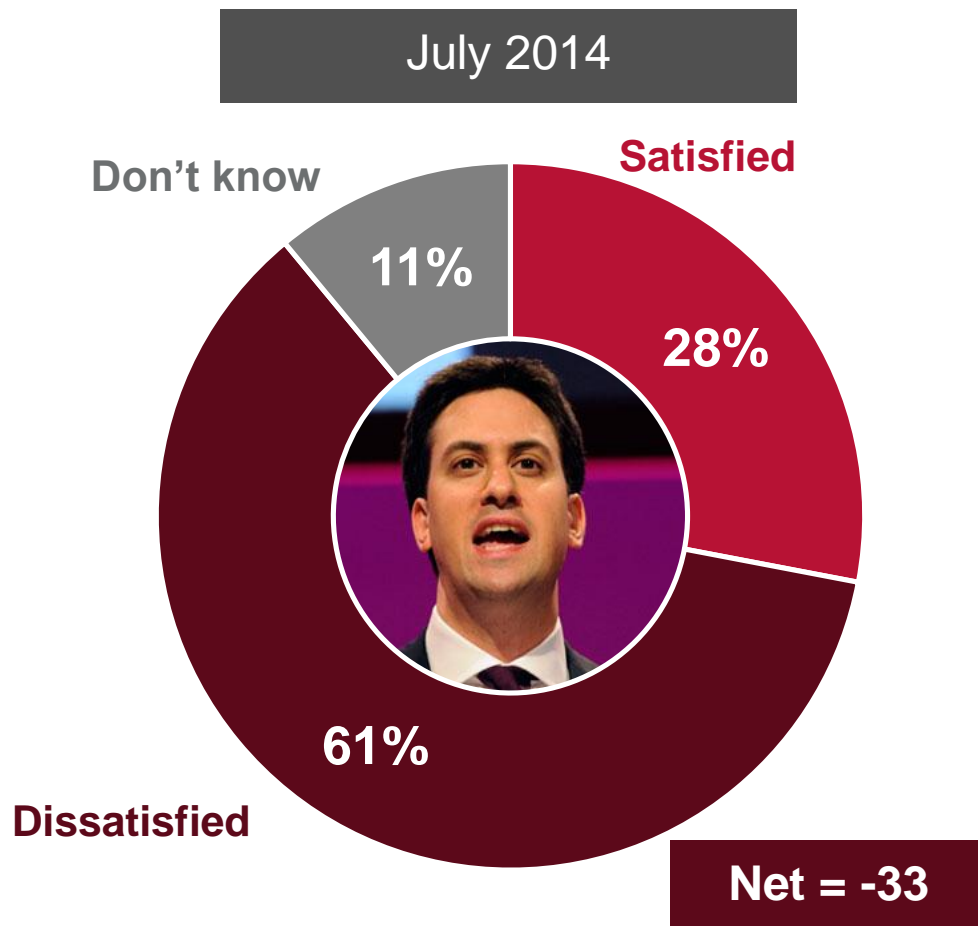
Base: c.1,000 British adults each month

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?*



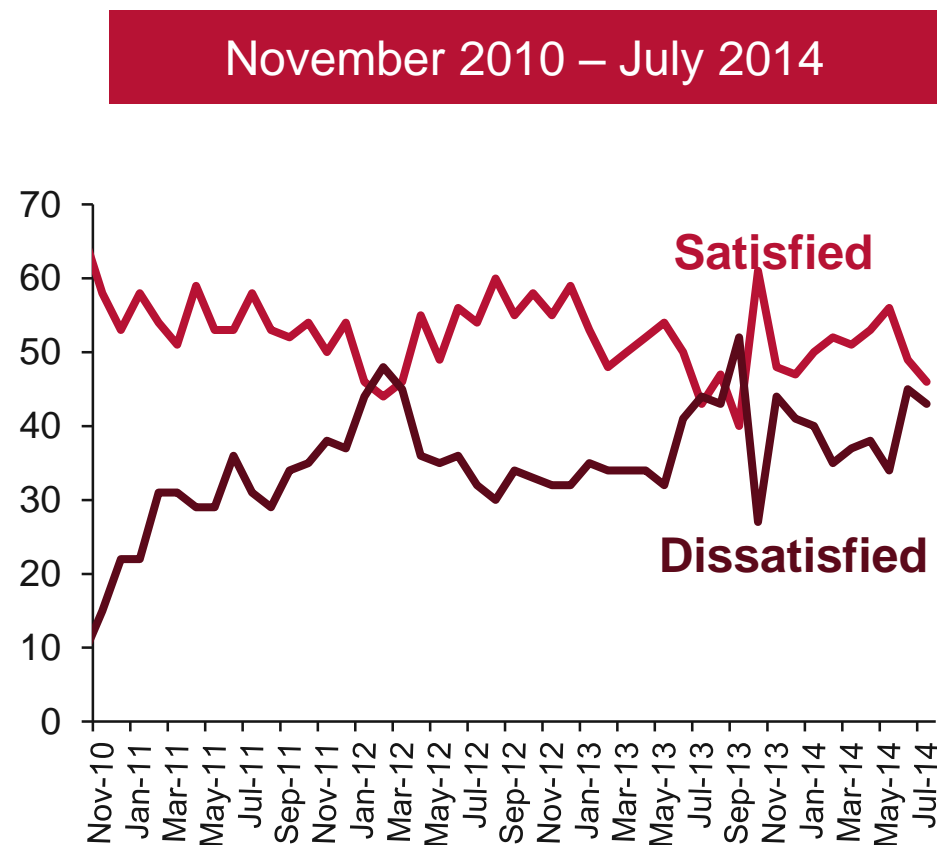
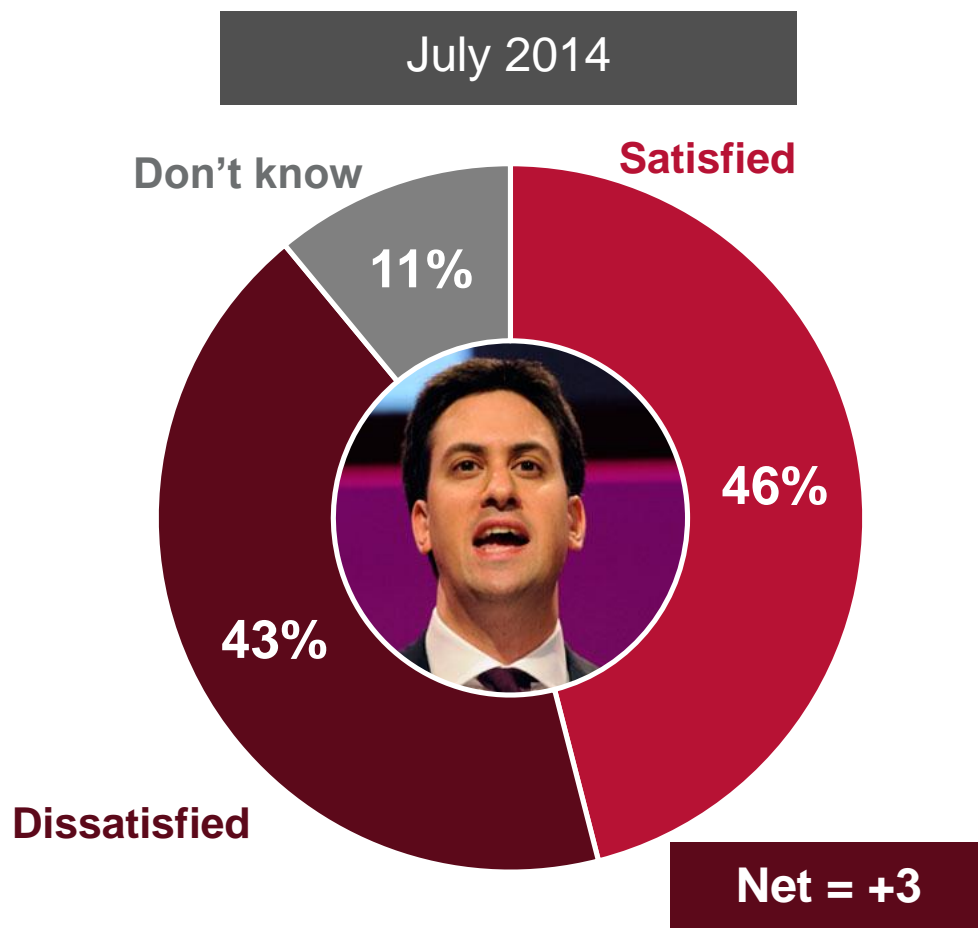
Base: 1,000 British adults 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014

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: 304 Labour supporters 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

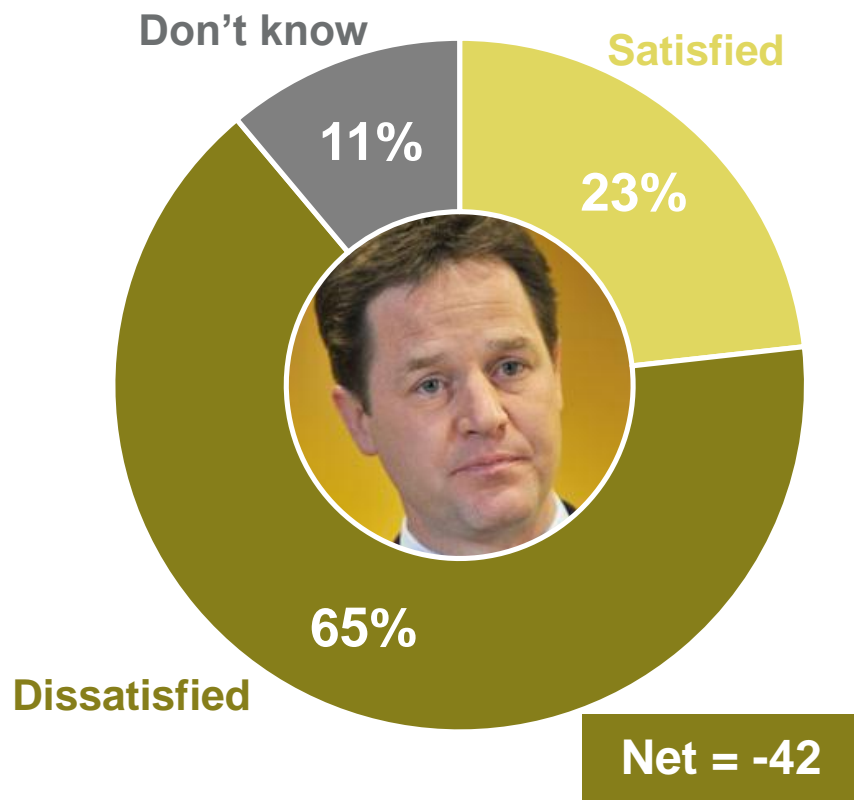
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction)

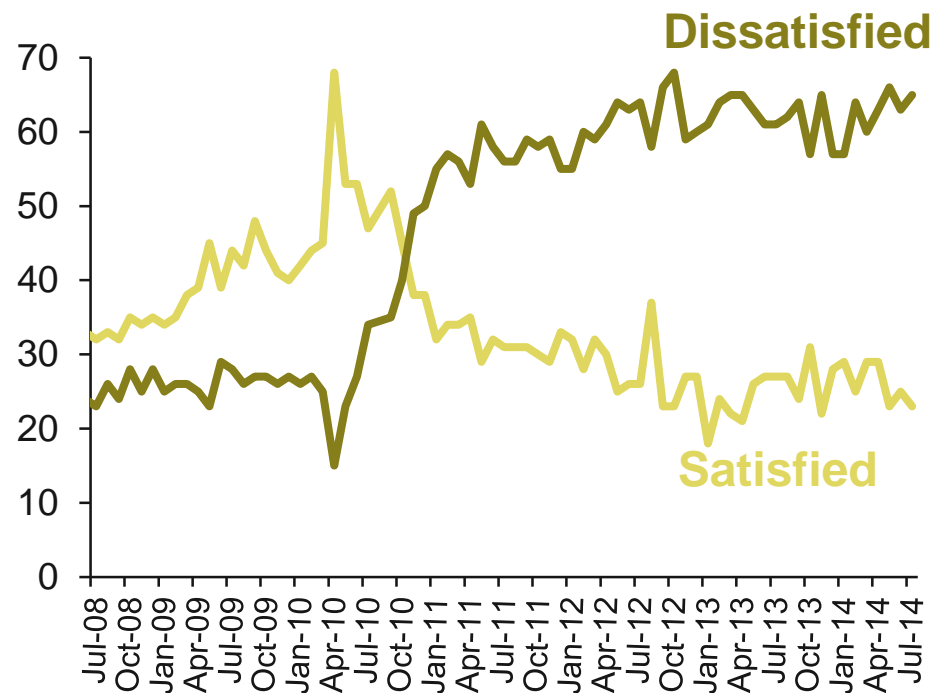
14

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

July 2014



July 2008 – July 2014



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

Base: 1,000 British adults 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014

Source: Ipsos MORI Political Monitor

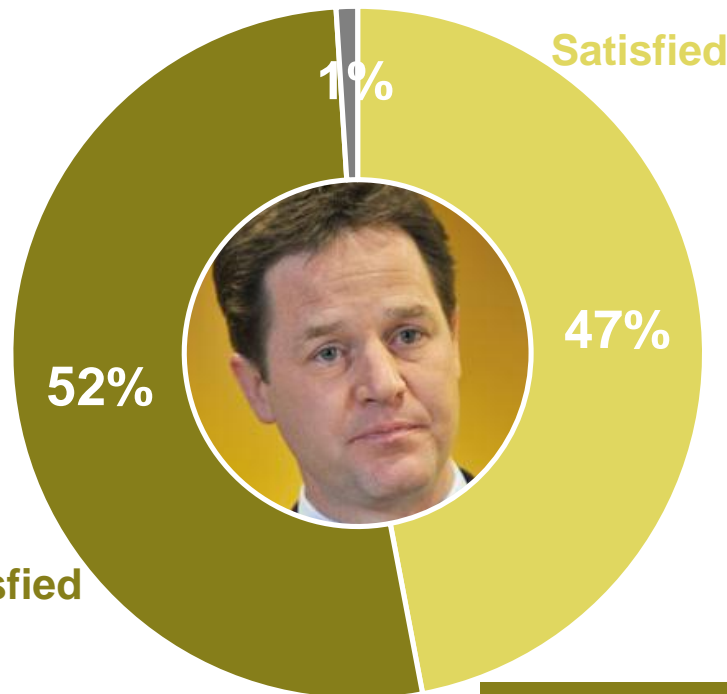
# Nick Clegg (satisfaction among Lib Dem supporters)

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?*

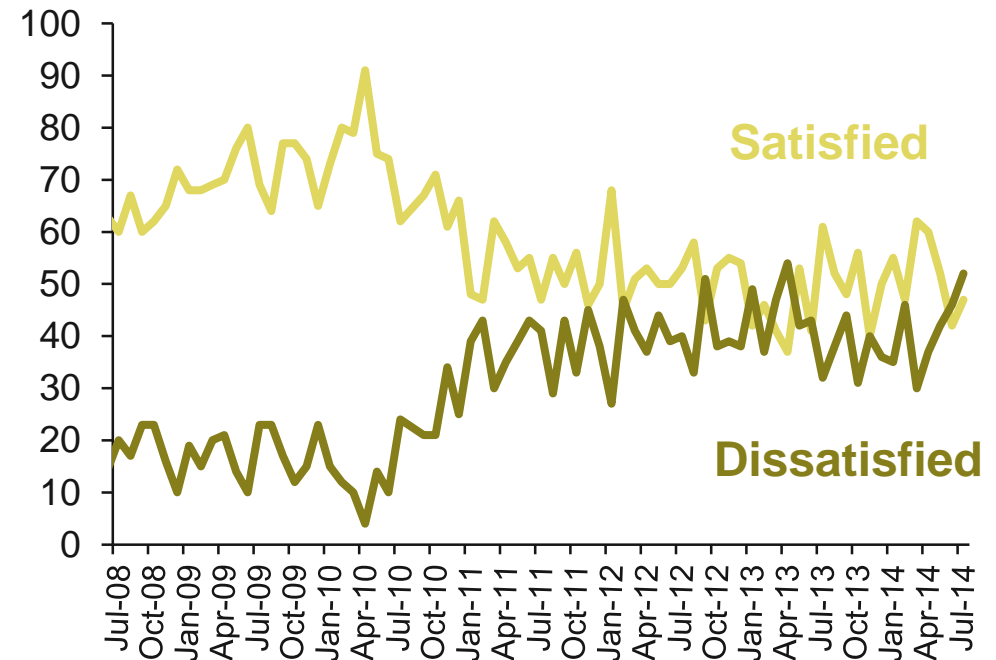
July 2014

Don't know



Net = -5

July 2008 – July 2014



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

Base: 65 Liberal Democrat supporters 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014. N.B. small base size indicative only

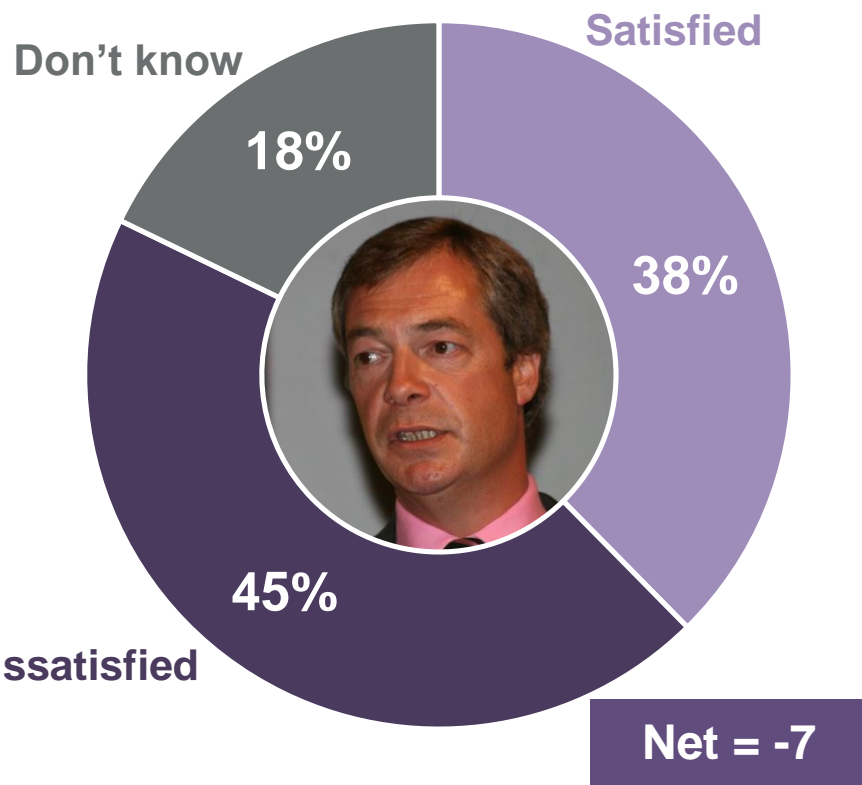
Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

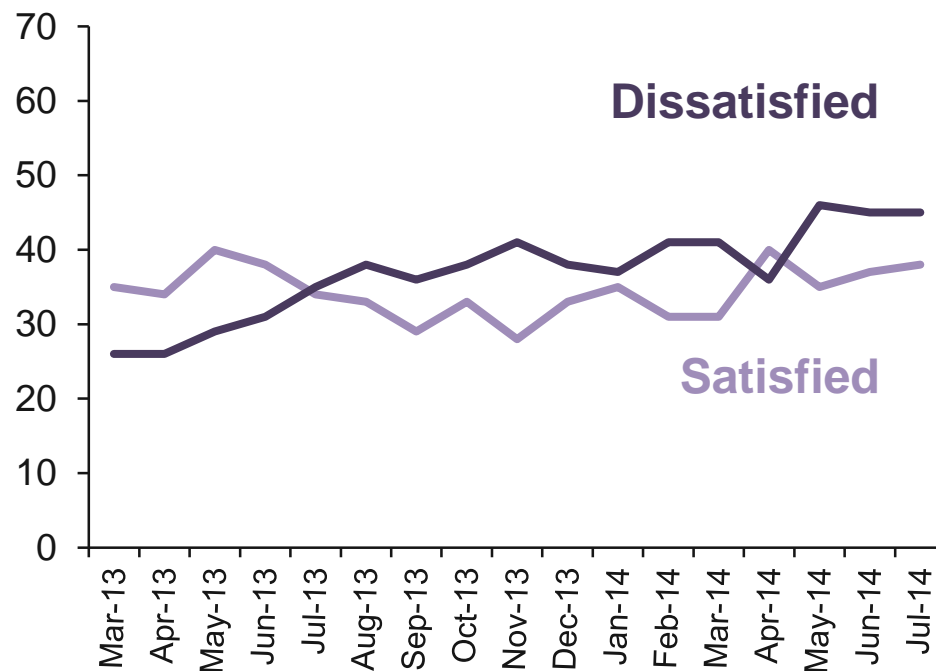
16

*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 – July 2014



Base: 1,000 British adults 18+, 12<sup>th</sup> -15<sup>th</sup> July 2014

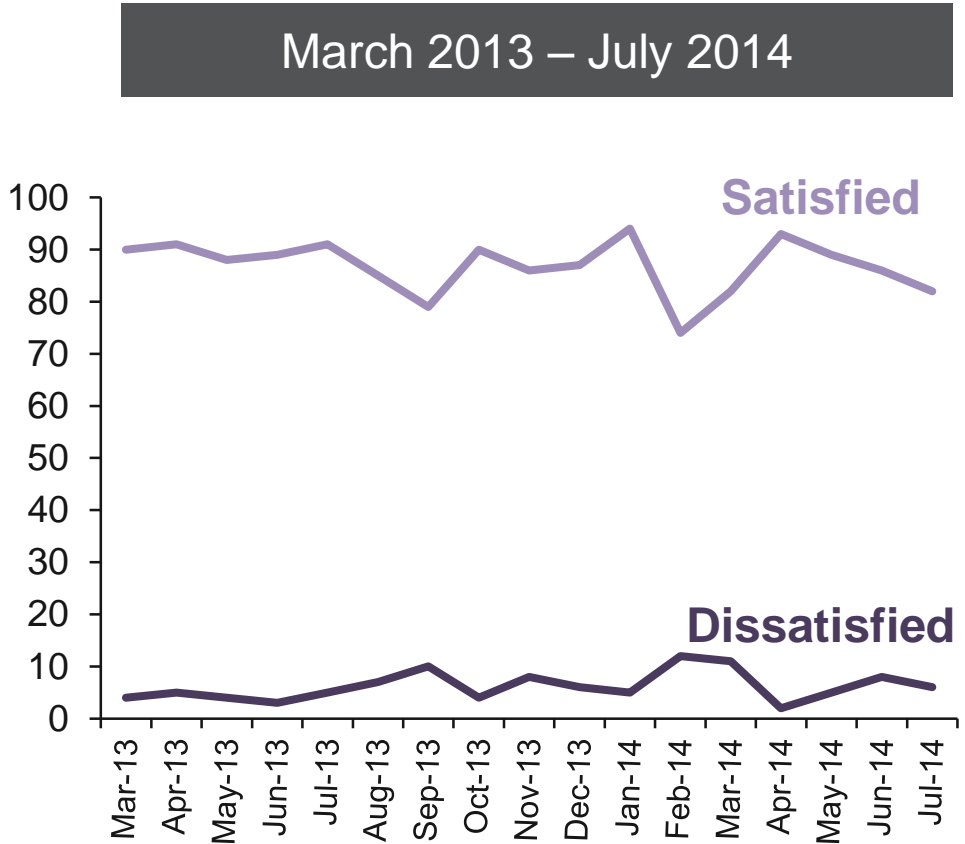
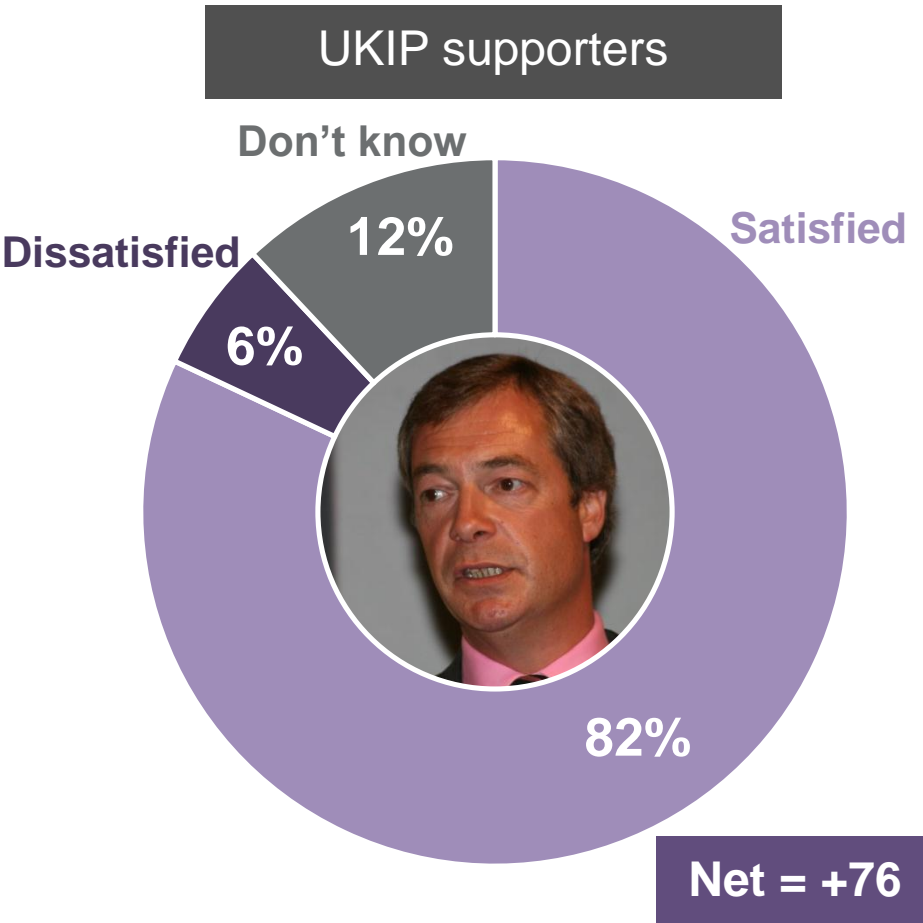
Source: Ipsos MORI Political Monitor



# 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?*



Base: 95 UKIP supporters, 12<sup>th</sup> -15<sup>th</sup> July 2014. N.B. small base size indicative only

# The economy

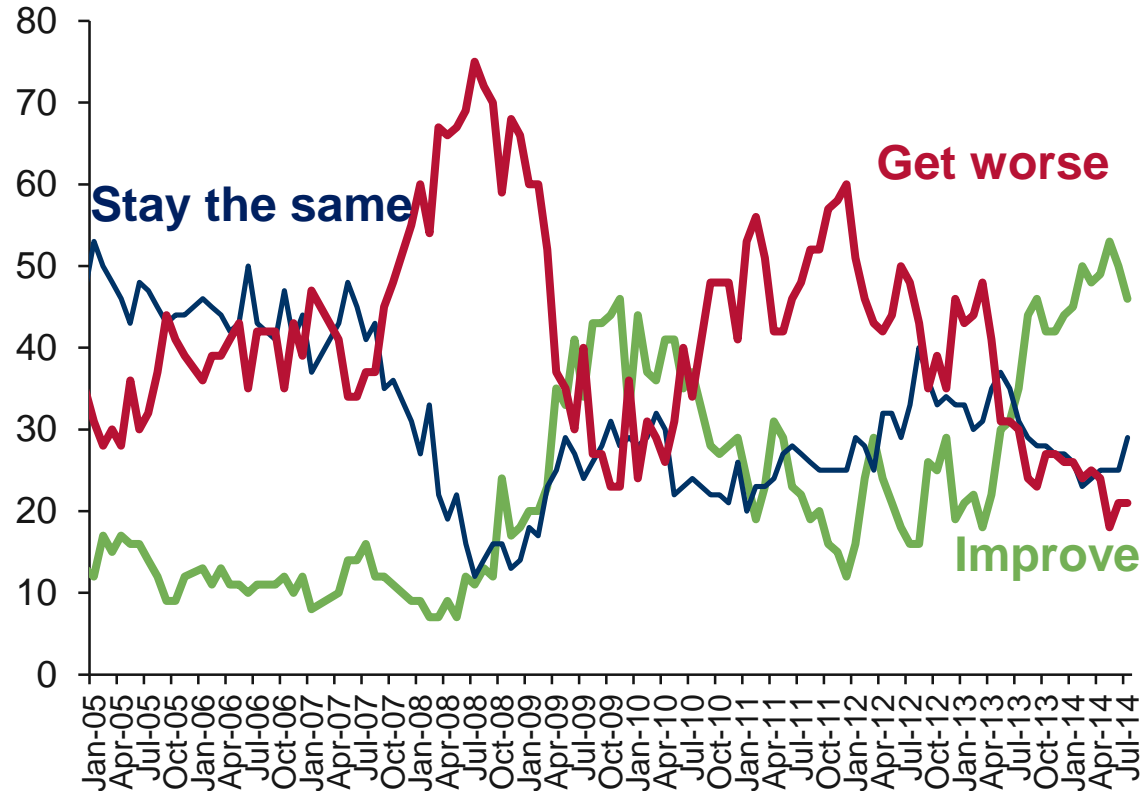
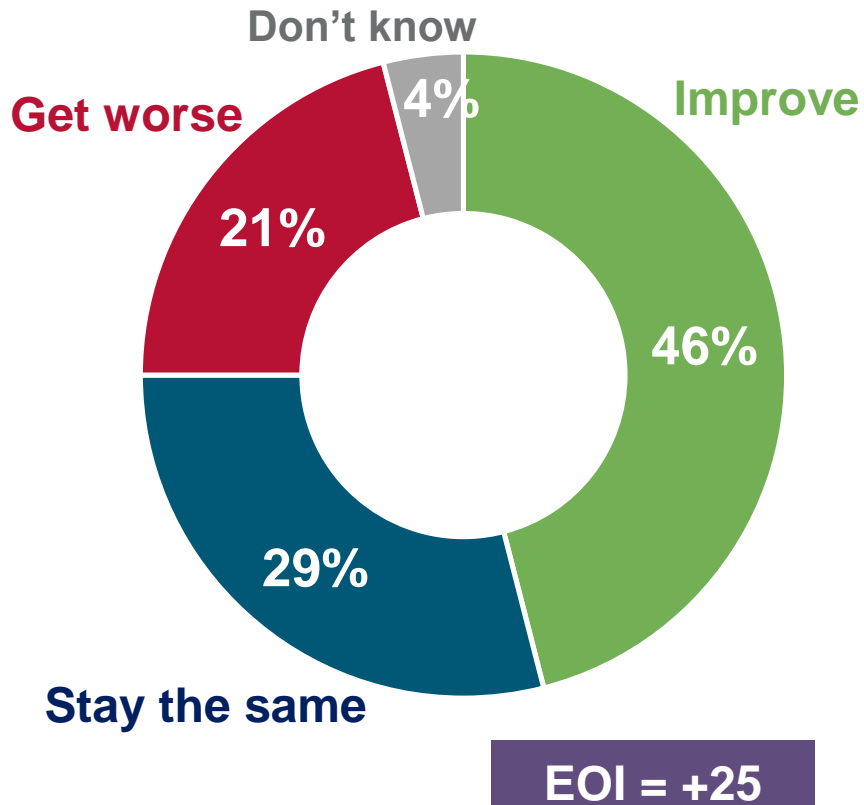


# Economic Optimism Index

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?*

July 2014



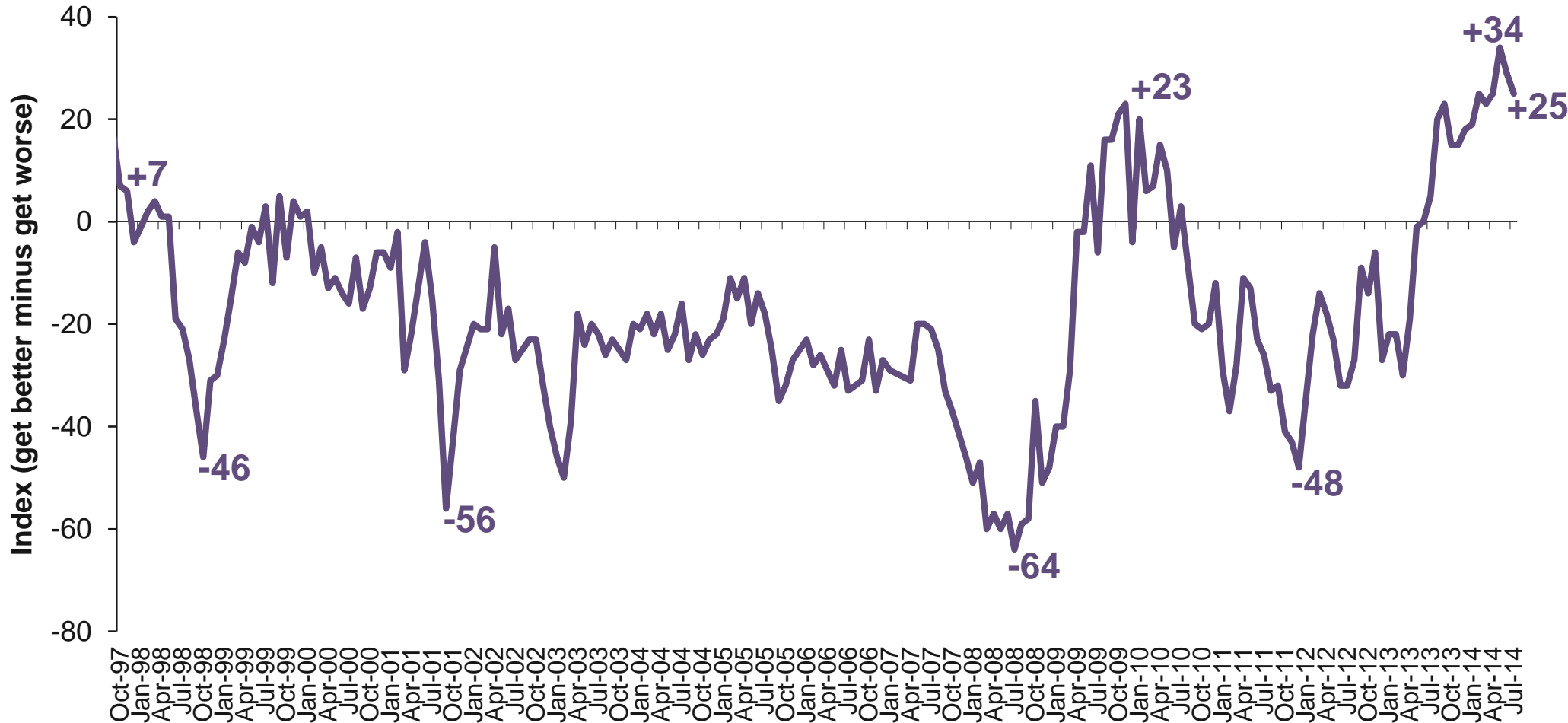
Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

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

# Leaders



# Perceptions of Cameron, Miliband, Clegg and Farage

22

*Which of these statements comes closest to your views of David Cameron/ Ed Miliband/ Nick Clegg/ Nigel Farage?*

	David Cameron	Nick Clegg	Ed Miliband	Nigel Farage
	%	%	%	%
I like him and I like his policies	29	15	19	21
I like him but I do not like his policies	15	23	14	12
I do not like him but I like his policies	7	8	12	6
I do not like him and I do not like his policies	43	41	43	43
Don't know	6	13	13	17
<b>Total like him</b>	<b>44</b>	<b>38</b>	<b>33</b>	<b>33</b>
<b>Total do not like him</b>	<b>50</b>	<b>49</b>	<b>55</b>	<b>49</b>
<b>Total like his policies</b>	<b>36</b>	<b>23</b>	<b>31</b>	<b>27</b>
<b>Total do not like his policies</b>	<b>58</b>	<b>64</b>	<b>57</b>	<b>55</b>

Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

Source: Ipsos MORI Political Monitor

# Perceptions of senior Conservatives: Johnson, Gove, Osborne and May

23

*Which of these statements comes closest to your views of London Mayor, Boris Johnson,/ Education Secretary, Michael Gove/ Chancellor, George Osborne/ Home Secretary, Theresa May*

	Boris Johnson		Michael Gove	George Osborne		Theresa May
	July '14	Dec '13	July '14	July '14	Dec '13	July '14
	%	%	%	%	%	%
I like him/her and I like his/her policies	41	39	17	23	19	29
I like him/her but I do not like his/her policies	17	20	5	7	8	11
I do not like him/her but I like his/her policies	4	5	8	12	17	5
I do not like him/her and I do not like his/her policies	19	18	46	42	37	30
Don't know	19	18	25	17	19	25
<b>Total like him/her</b>	<b>58</b>	<b>59</b>	<b>22</b>	<b>30</b>	<b>27</b>	<b>40</b>
<b>Total do not like him/her</b>	<b>23</b>	<b>23</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>35</b>
<b>Total like his/her policies</b>	<b>45</b>	<b>44</b>	<b>25</b>	<b>35</b>	<b>36</b>	<b>34</b>
<b>Total do not like his/her policies</b>	<b>36</b>	<b>38</b>	<b>51</b>	<b>49</b>	<b>45</b>	<b>41</b>

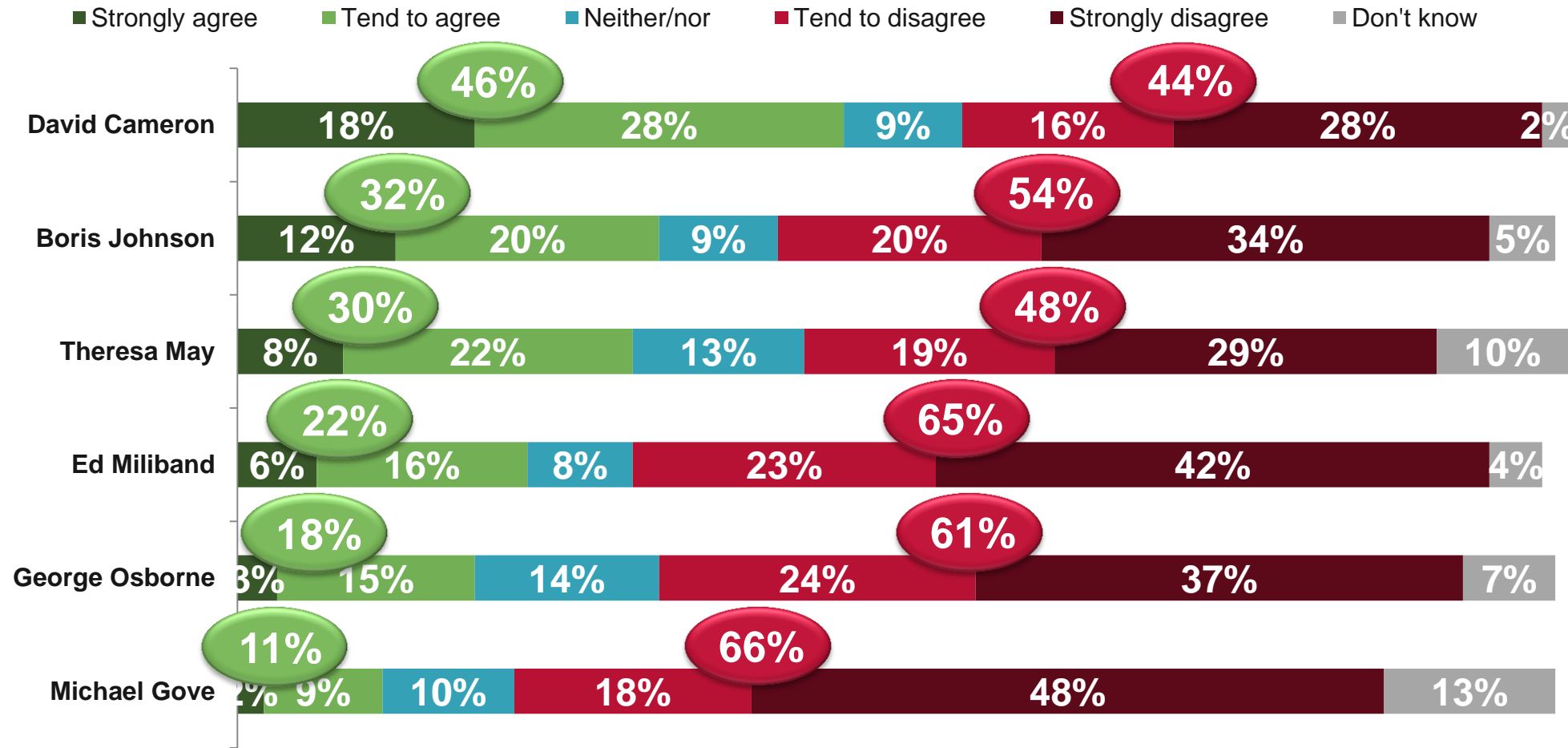
Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

Source: Ipsos MORI Political Monitor

# Who has what it takes to be a good Prime Minister?

24

*On balance do you agree or disagree with the following statements: David Cameron/ Ed Miliband/ Boris Johnson/ George Osborne/ Theresa May/ Michael Gove has what it takes to be a good Prime Minister?*



Base: 1,000 British adults 18+, 12<sup>th</sup> – 15<sup>th</sup> July 2014

Source: Ipsos MORI Political Monitor