

Ipsos MORI November Political Monitor

Topline Results

Fieldwork: 8-10 November 2014

Technical Details

Ipsos MORI interviewed a representative sample of 1,011 adults aged 18+ across Great Britain. Interviews were conducted by telephone 8-10 November 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.

Economy

Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	%
Improve	42
Stay the same	30
Get worse	23
Don't know	5
Ipsos MORI Economic Optimism Index (EOI)	+19

Q9 Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 months?

	Nov '08 %	April '09 %	March '11 %	Nov '13 %	Nov '14 %
Improve	14	17	14	23	25
Stay the same	45	51	37	42	52
Get worse	39	30	48	33	22
Don't know	2	2	3	3	2
Personal Economic Optimism Index	-25	-13	-34	-10	+3

Q10. As you may know, according to official statistics the UK economy has grown by about 3% compared to the same time last year. What impact, if any, do you feel this growth in the economy has had on you and your family's standard of living so far?

	Nov '13*	Nov '14
	%	%
A great deal	3	3
A fair amount	11	14
Not very much	36	31
Not at all	48	49
Don't know	1	2
A great deal/fair amount	14	17
Not very much/not at all	84	80

Asked as: "As you may know, according to official statistics the UK economy has grown by about 1.5% compared to the same time last year. What impact, if any, do you feel this growth in the economy has had on you and your family's standard of living so far?"

Q11. And what impact, if any, do you think the growth in the economy will have on you and your family's standard of living over the next 12 months?

	Nov '13	Nov '14
	%	%
A great deal	4	4
A fair amount	15	18
Not very much	44	42
Not at all	33	33
Don't know	3	4
A great deal/fair amount	19	22
Not very much/none at all	77	75