

# POLITICAL MONITOR

September 2014



**Ipsos MORI**

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**POLITICAL  
MONITOR**

**Ipsos**

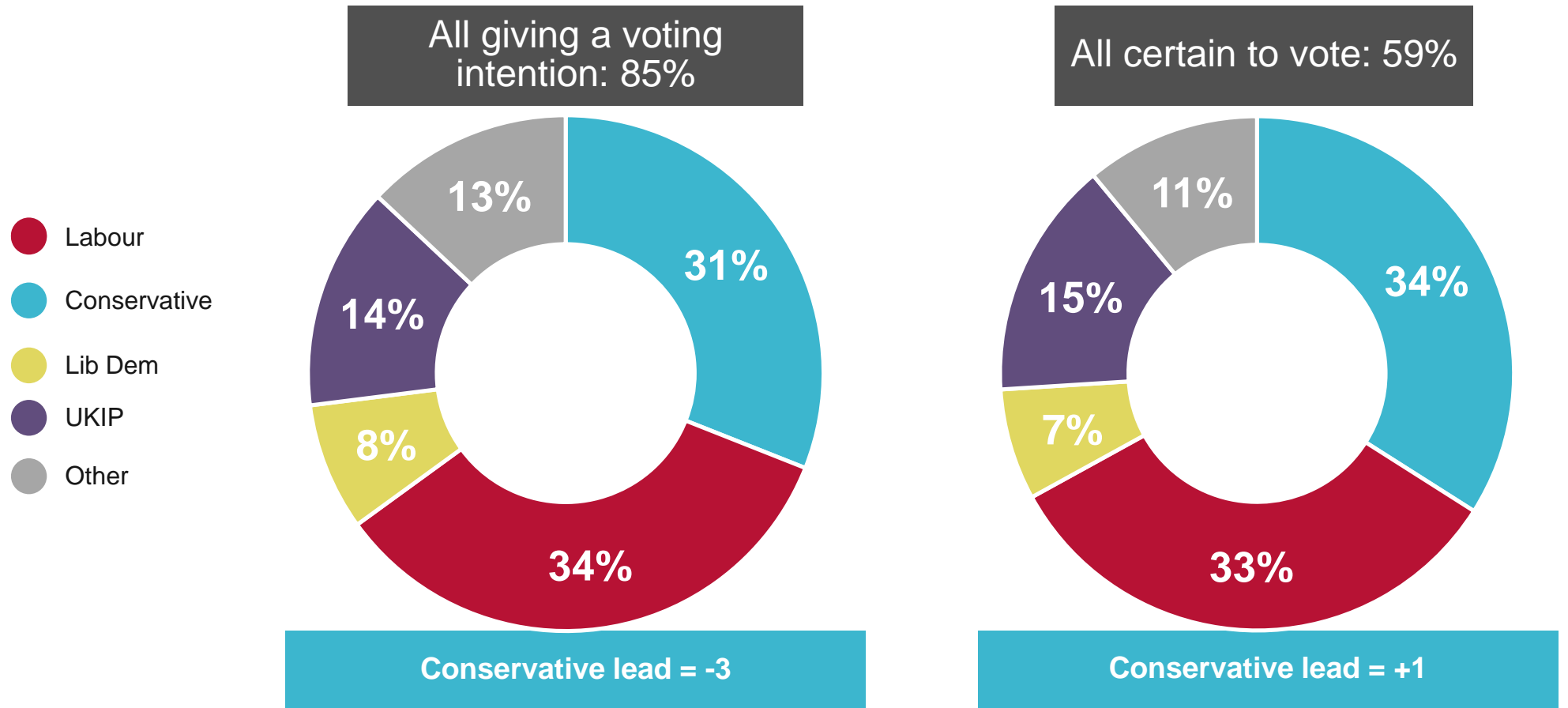
# Voting Intentions



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

3

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



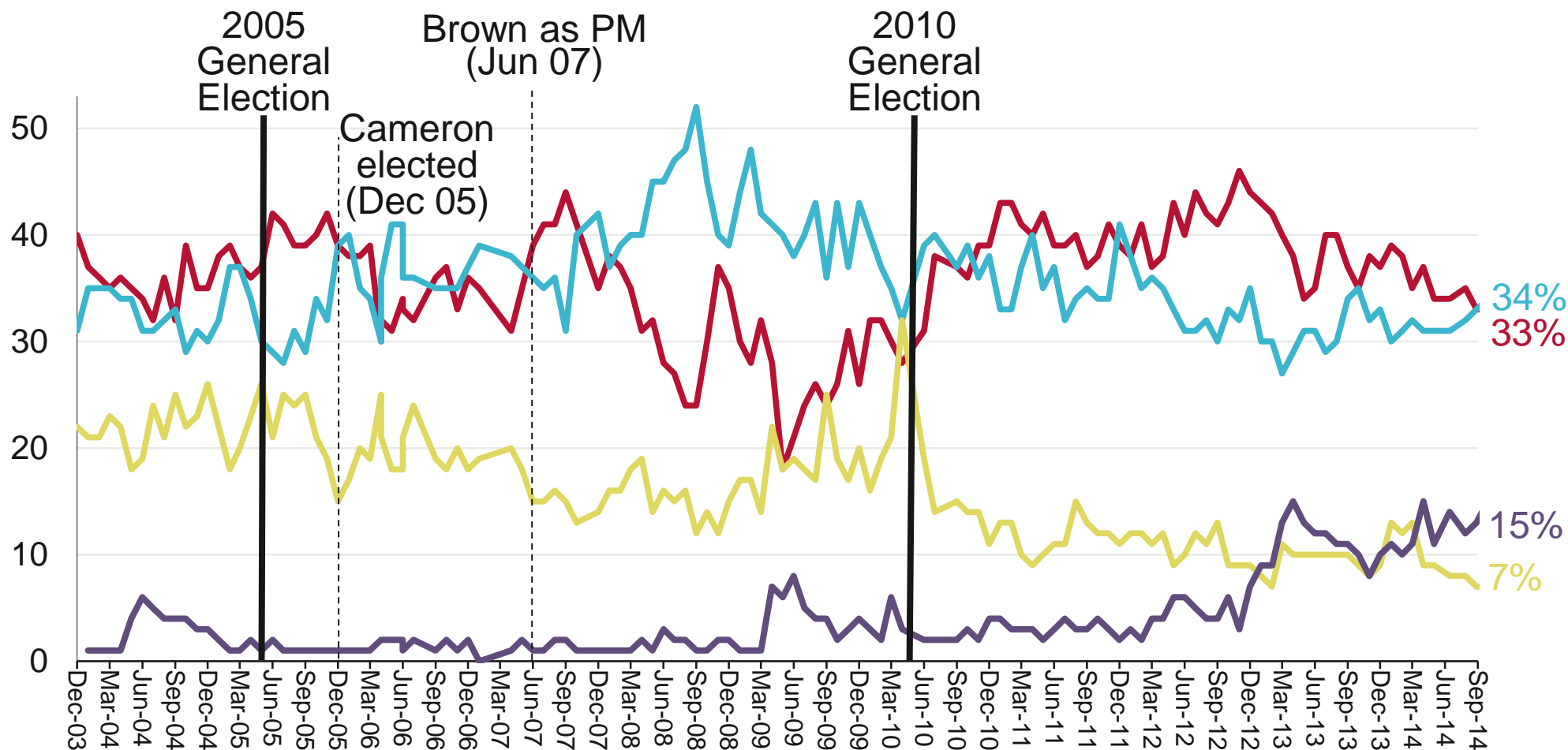
Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014, all certain to vote = 631

Source: Ipsos MORI Political Monitor

# Voting Intentions December '03 – September '14 (all certain to vote)

4

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



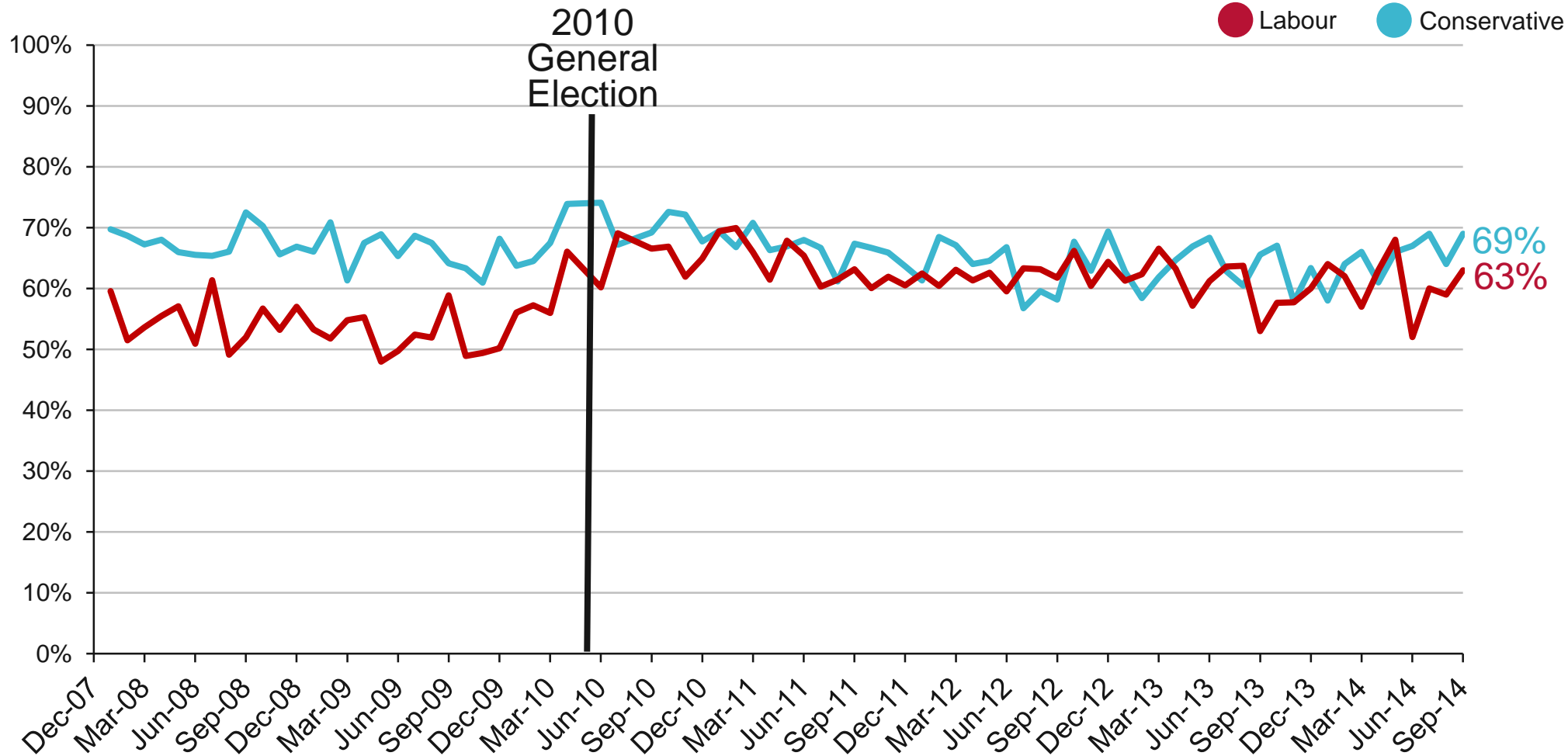
Base: c.1,000 British adults certain to vote each month through September 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

# How certain are Labour and Conservative supporters in their intention to vote? January '08 to September '14

5

## % of supporters "Absolutely certain to vote"



Base: c.1,000 British adults certain to vote each month through September 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

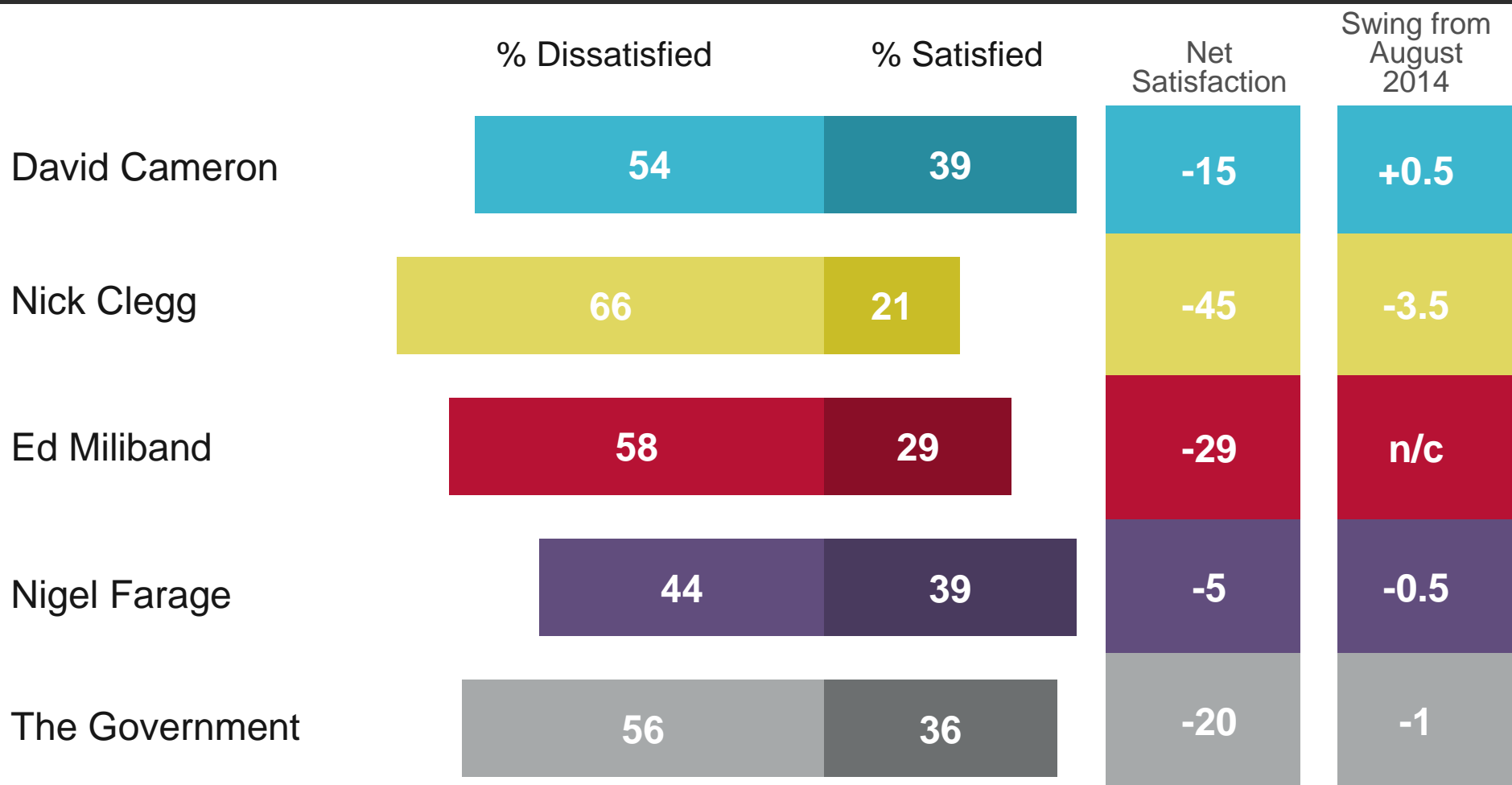
# Satisfaction with the Coalition and Party Leaders



# Satisfaction with leaders and the Government

7

*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?*

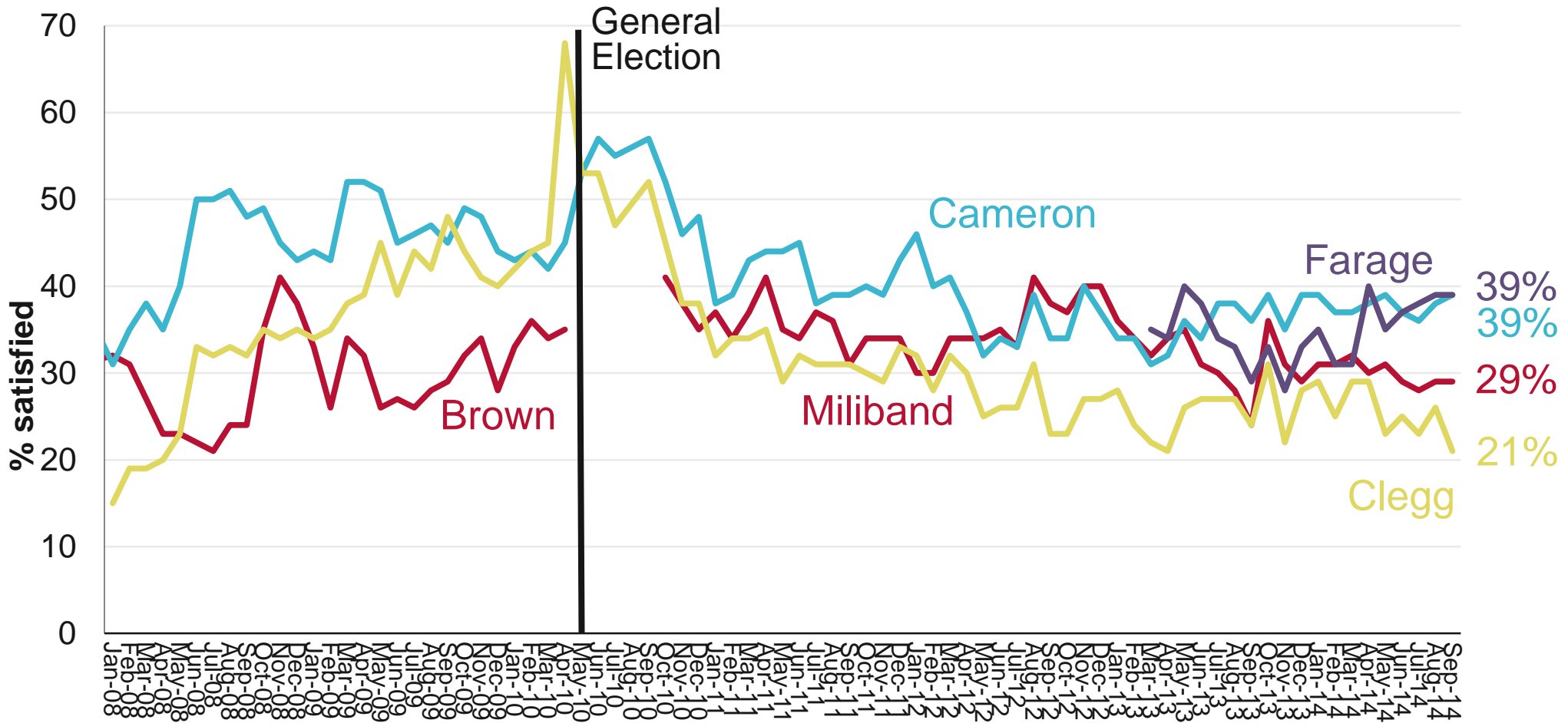


Base: 1,010 British adults 18+, 6<sup>th</sup> – 9<sup>th</sup> September 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders January '08 – September '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

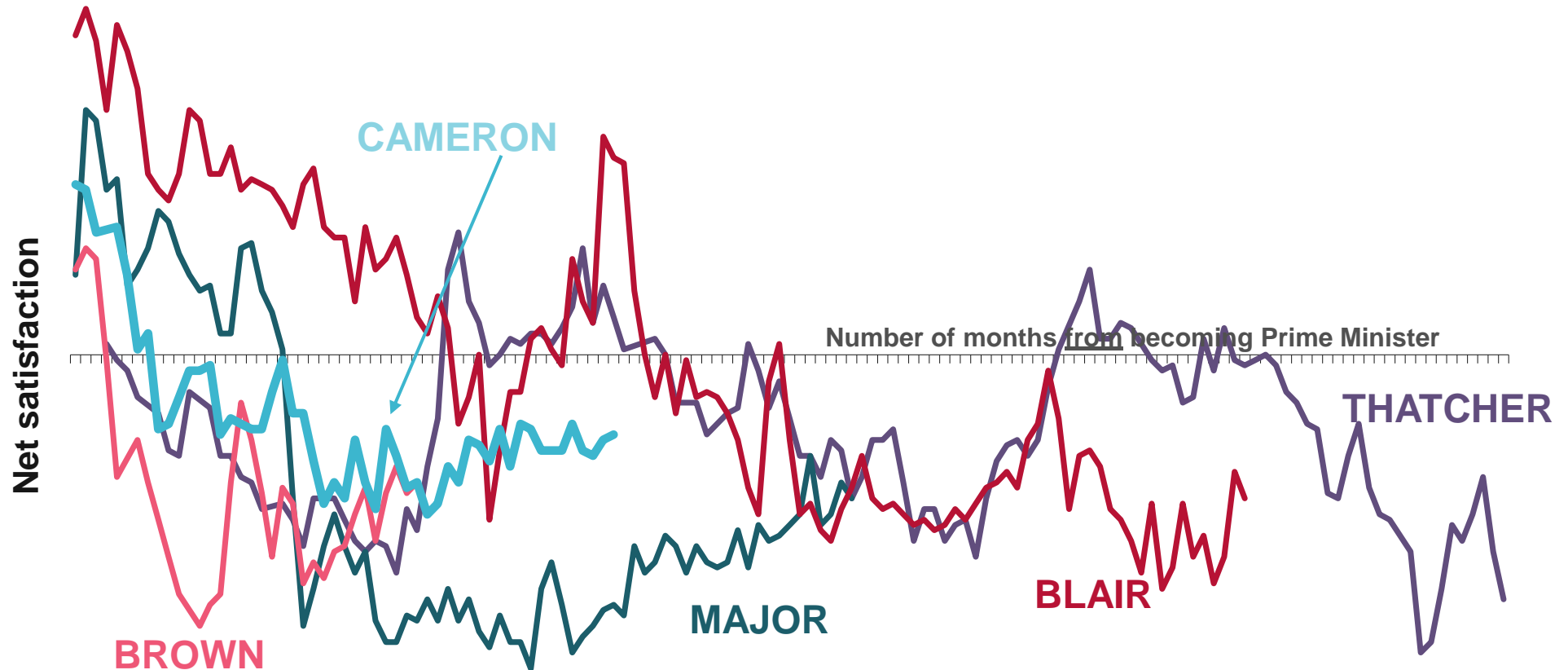
Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers

9

*How satisfied or dissatisfied are you with the way ... is doing his / her job as Prime Minister?*



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

Base: c.1,000 British adults each month

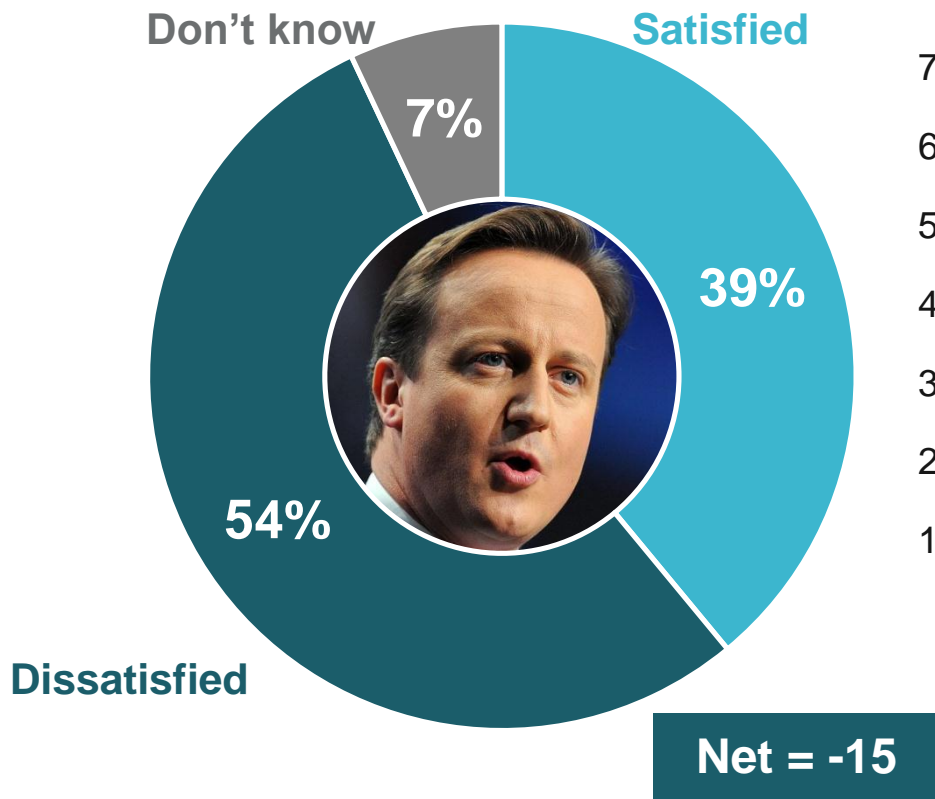
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction)

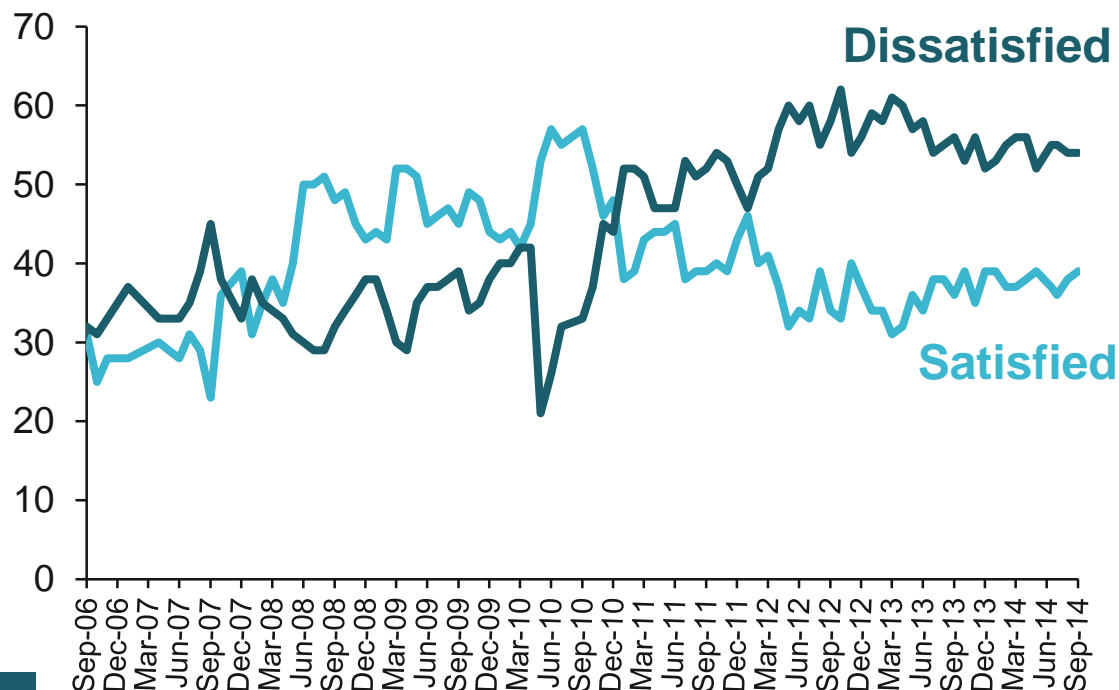
10

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

September 2014



September 2006 – September 2014



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

Base: 1,010 British adults 18+, 6<sup>th</sup> – 9<sup>th</sup> September 2014

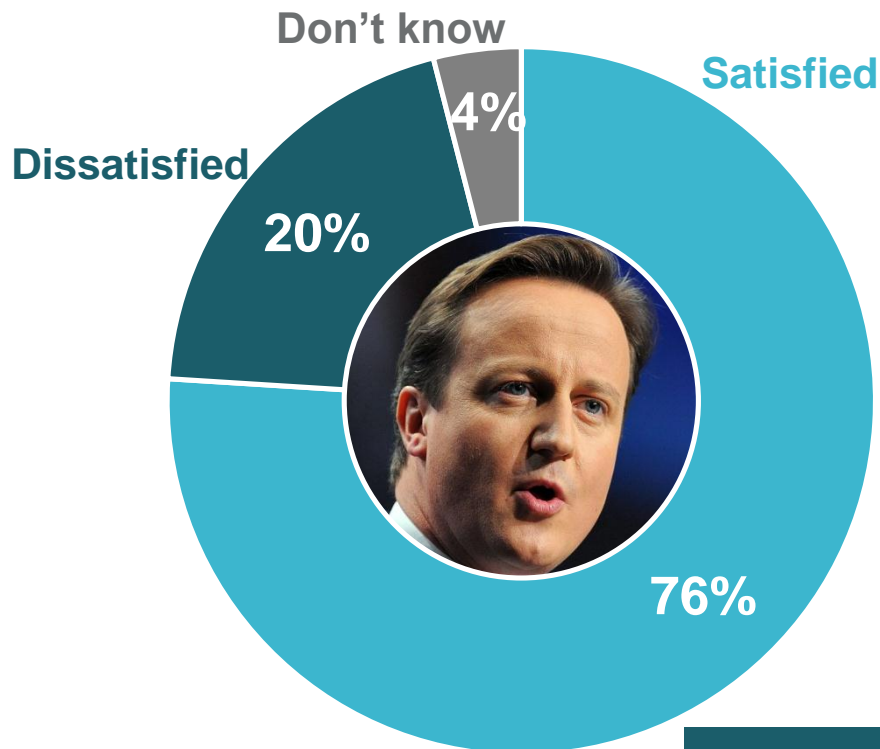
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

11

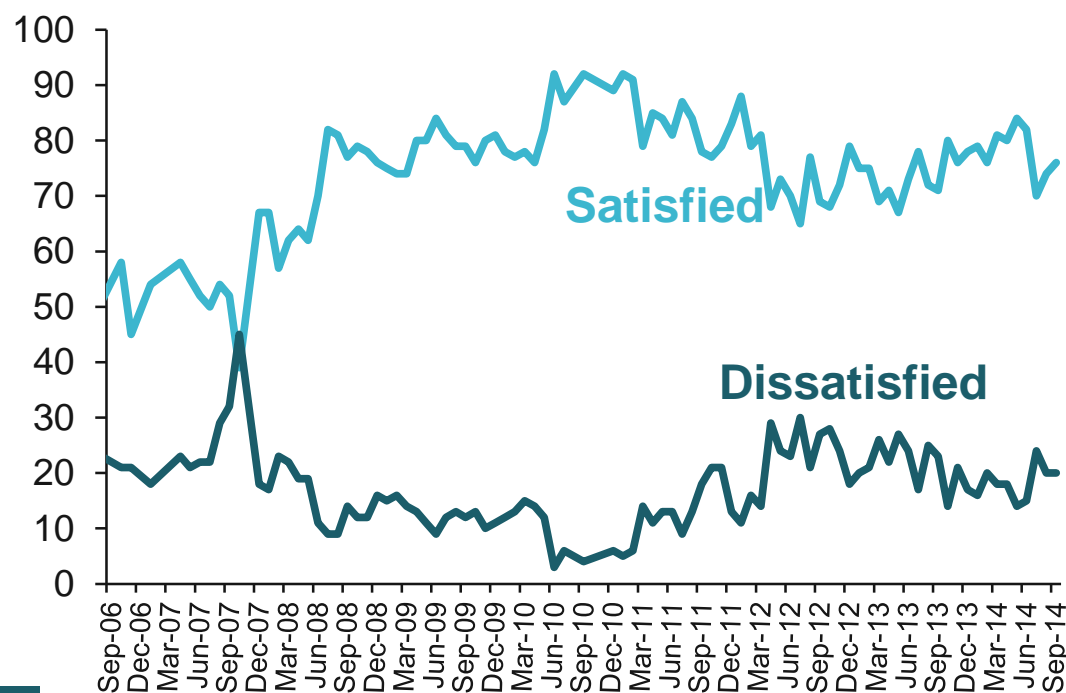
*Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party/ as Prime Minister?*

September 2014



**Net = +56**

September 2006 – September 2014



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

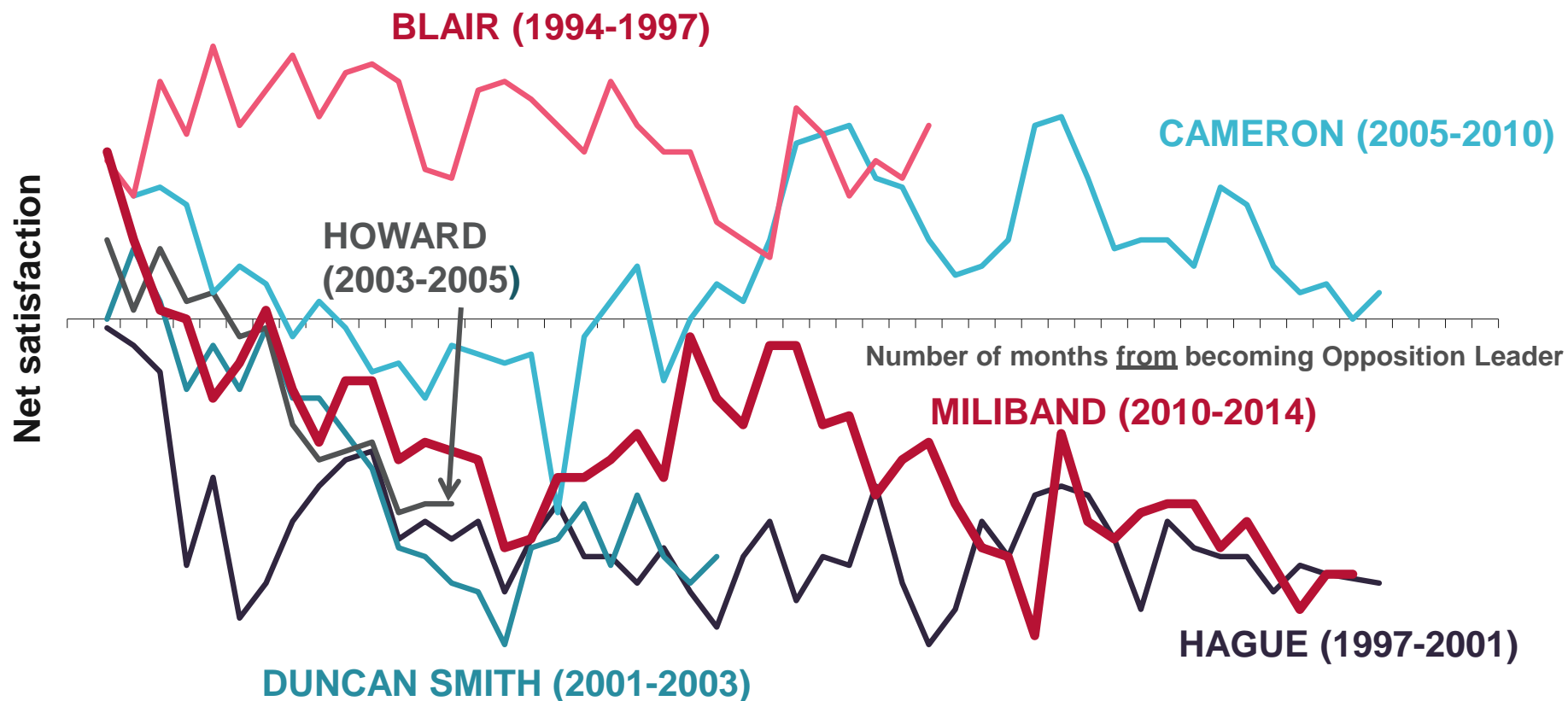
Base: 254 Conservative supporters 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (1994 – 2014)

12

*How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?*



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

Base: c.1,000 British adults each month

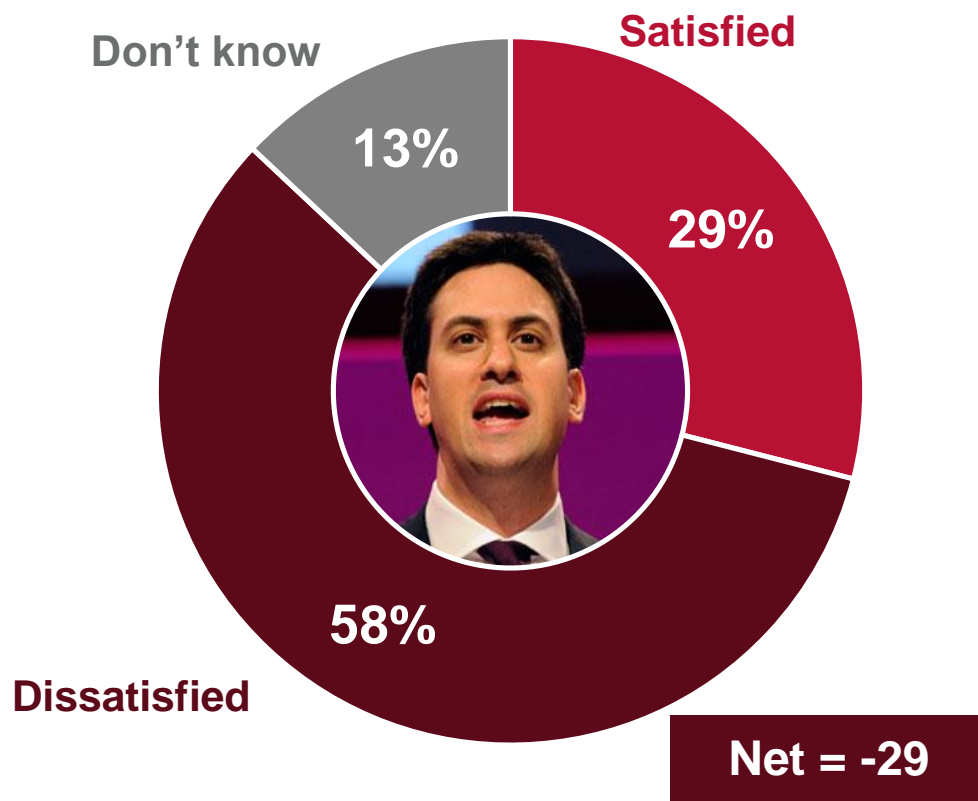
Source: Ipsos MORI Political Monitor

# Ed Miliband (satisfaction)

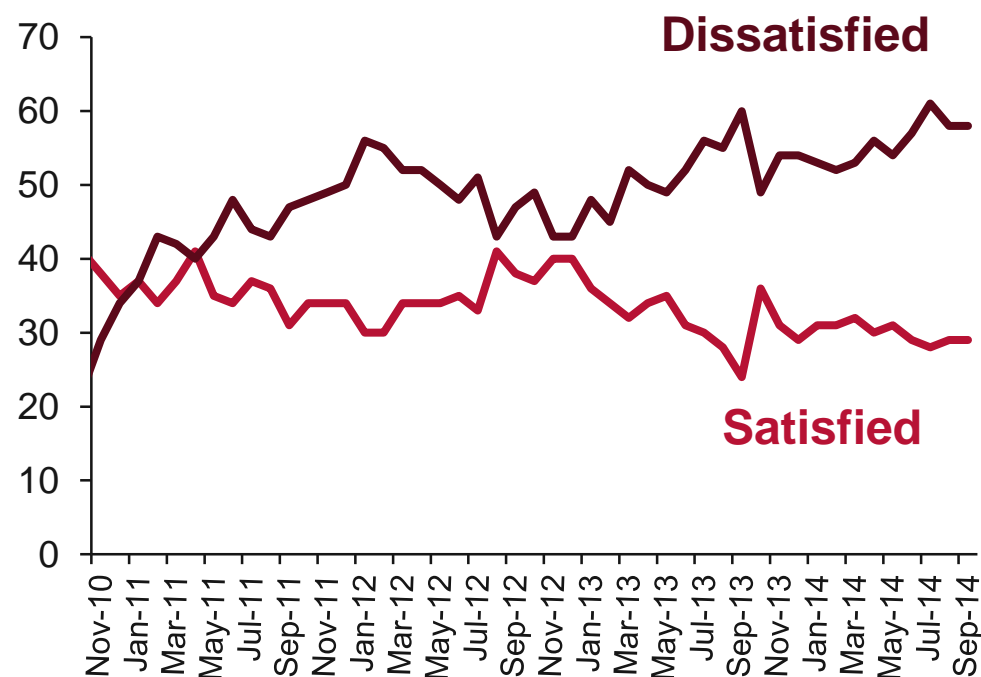
13

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

September 2014



November 2010 – September 2014



Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

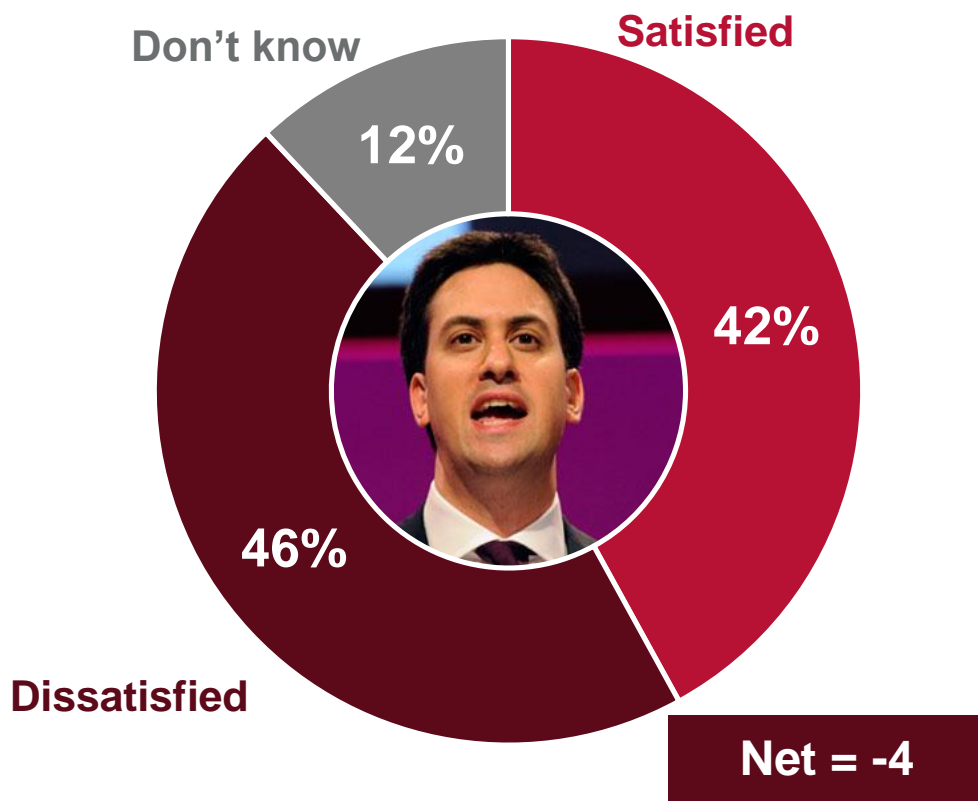
Source: Ipsos MORI Political Monitor

# Ed Miliband (satisfaction among Labour supporters)

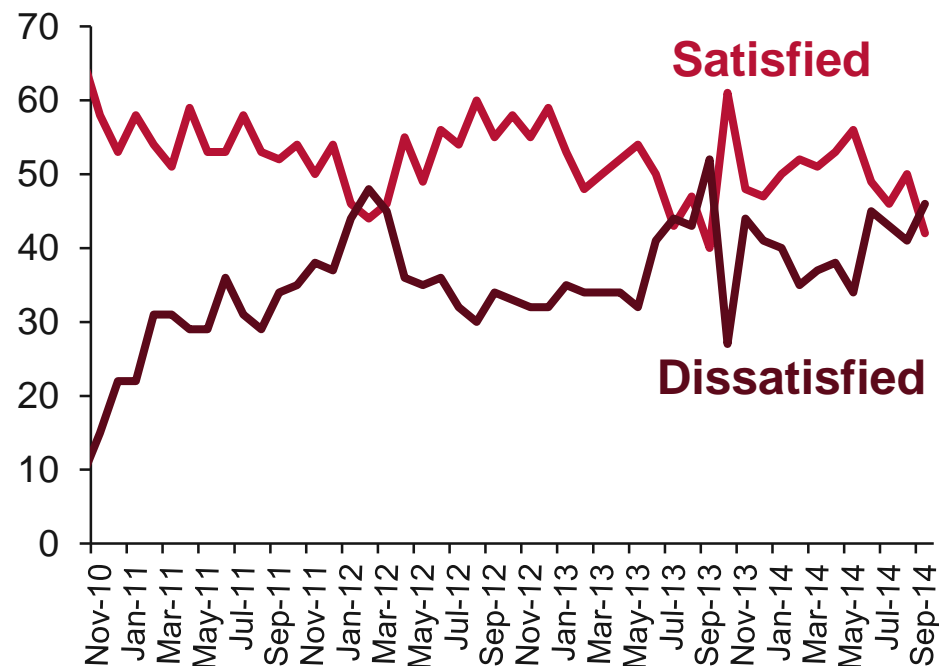
14

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

September 2014



November 2010 – September 2014



Base: 295 Labour supporters 18+, 6<sup>th</sup> – 9<sup>th</sup> September 2014

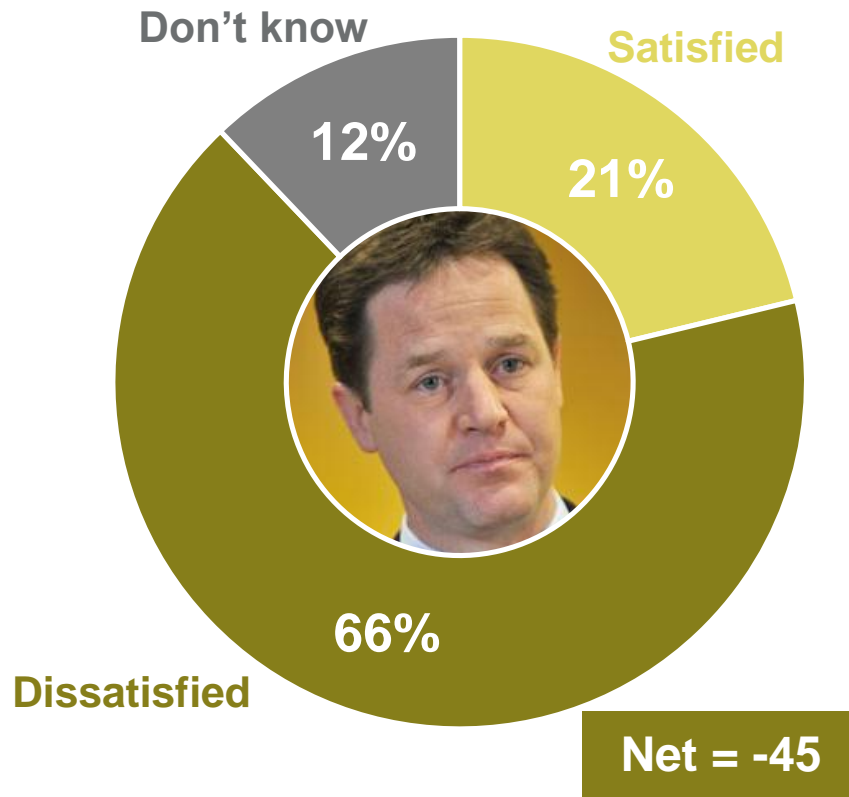
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction)

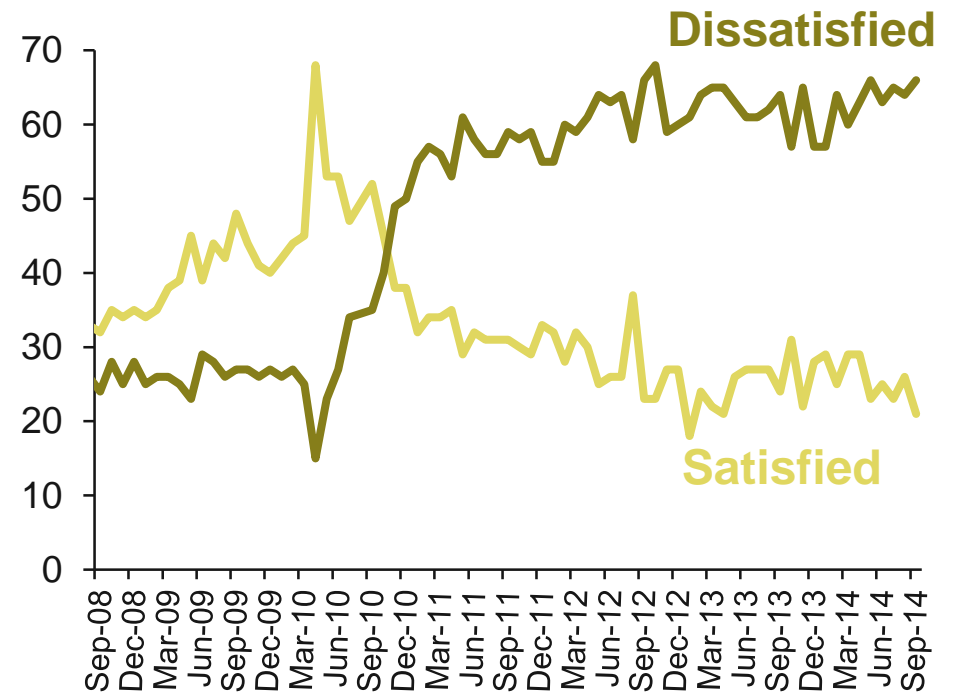
15

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

September 2014



September 2008 – September 2014



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

Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

Source: Ipsos MORI Political Monitor

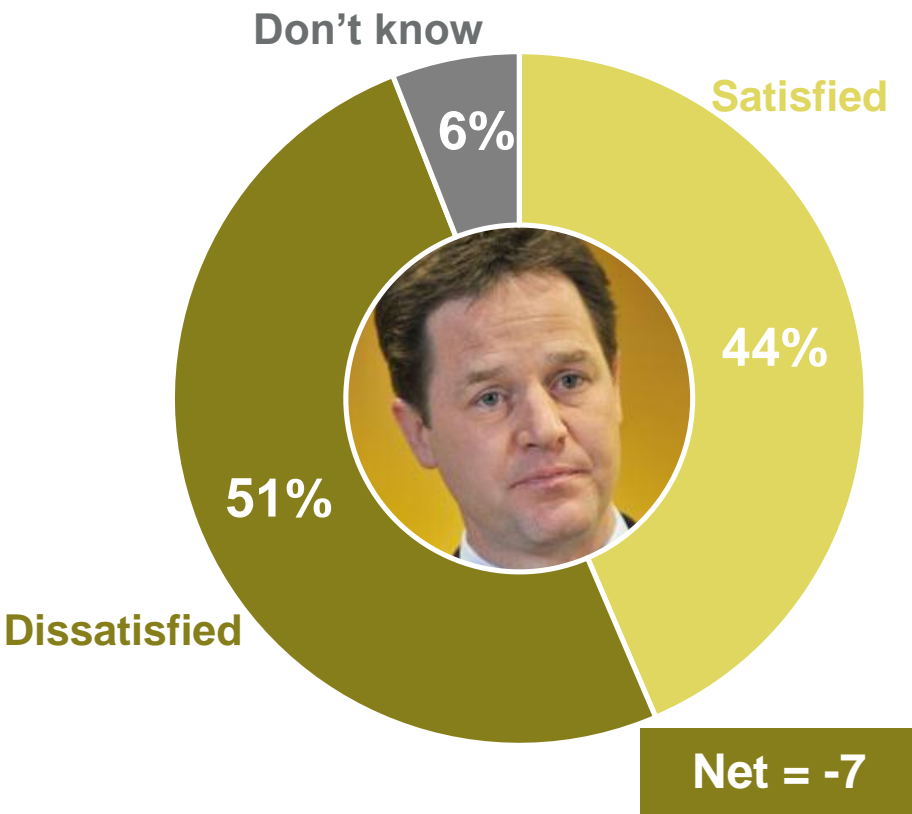
# Nick Clegg

## (satisfaction among Lib Dem supporters)

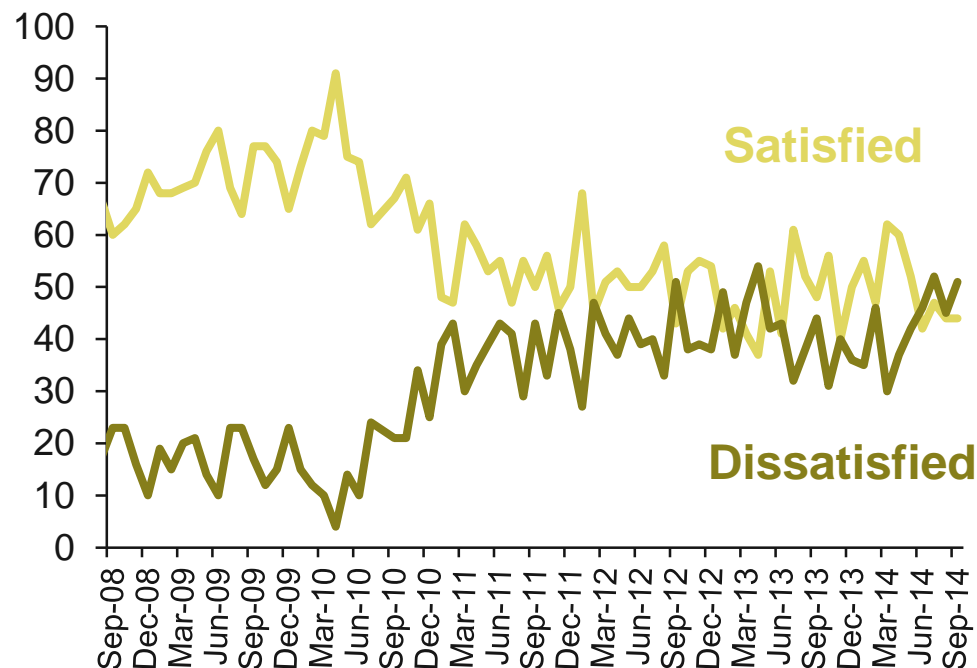
16

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

September 2014



September 2008 – September 2014



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

Base: 70 Liberal Democrat supporters 18+, 6<sup>th</sup> – 9<sup>th</sup> September 2014. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

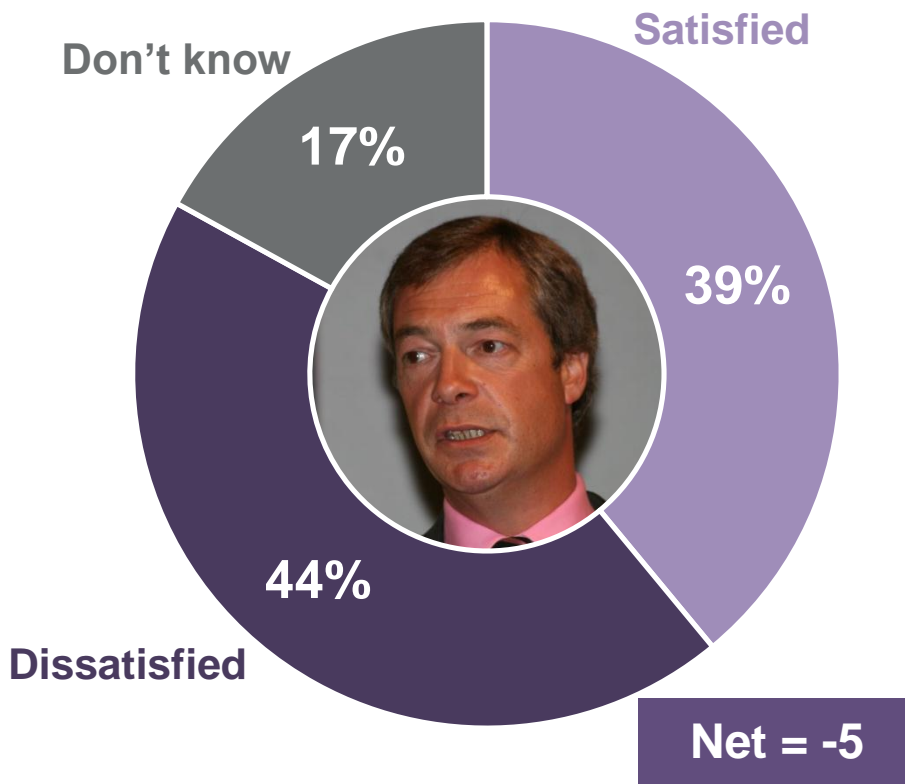


# Nigel Farage (satisfaction)

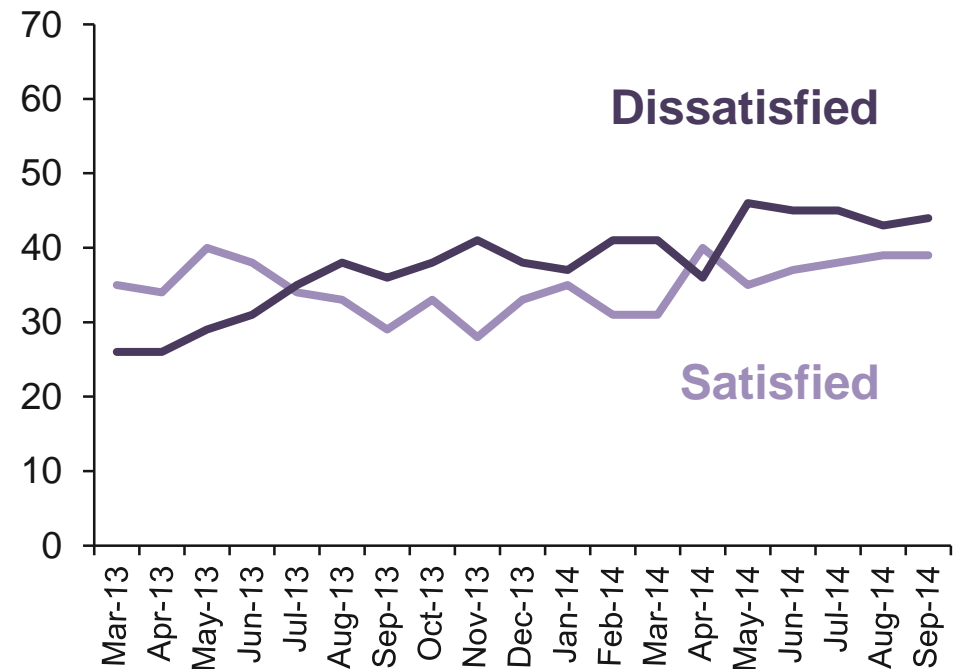
17

*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 – September 2014



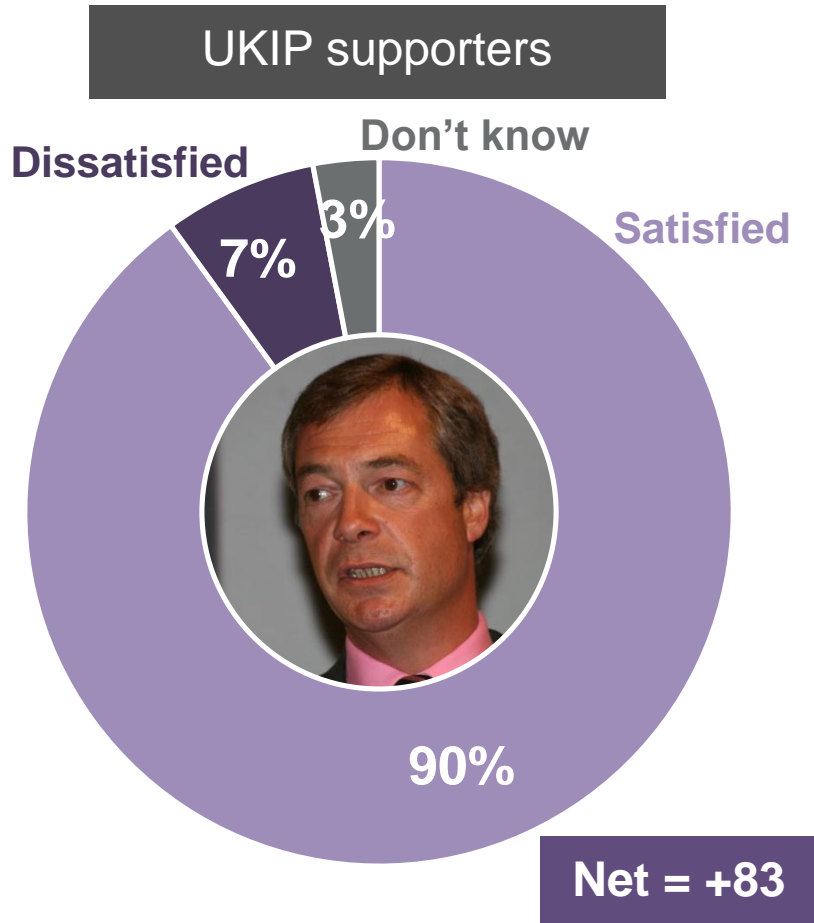
Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

Source: Ipsos MORI Political Monitor

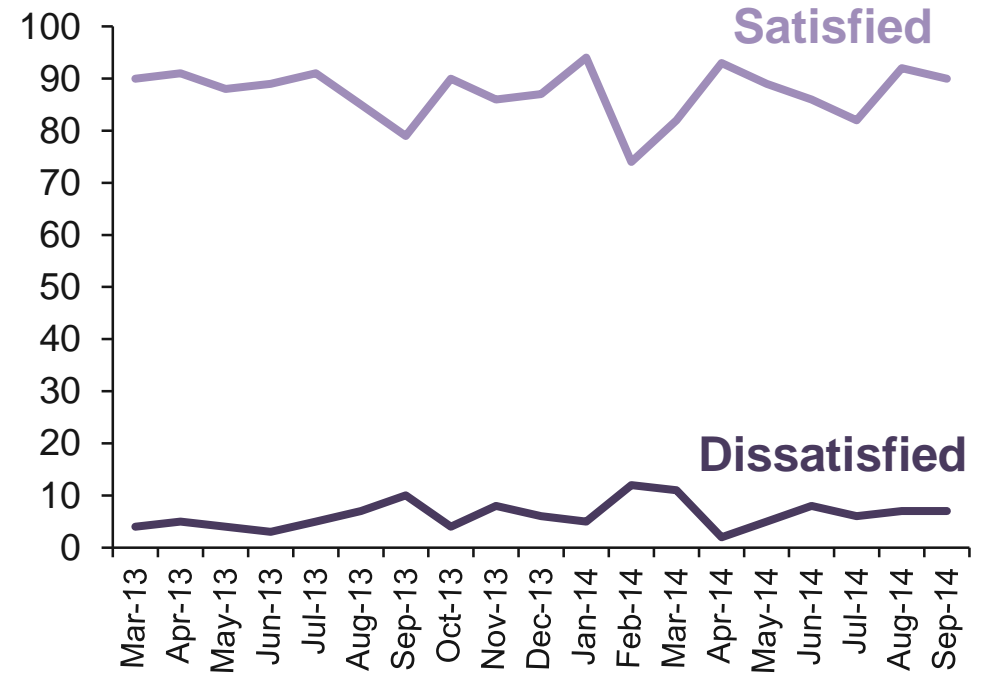
# Nigel Farage (satisfaction among UKIP supporters)

18

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



March 2013 – September 2014



Base: 127 UKIP supporters, 6<sup>th</sup> -9<sup>th</sup> September 2014. N.B. small base size indicative only

# The economy

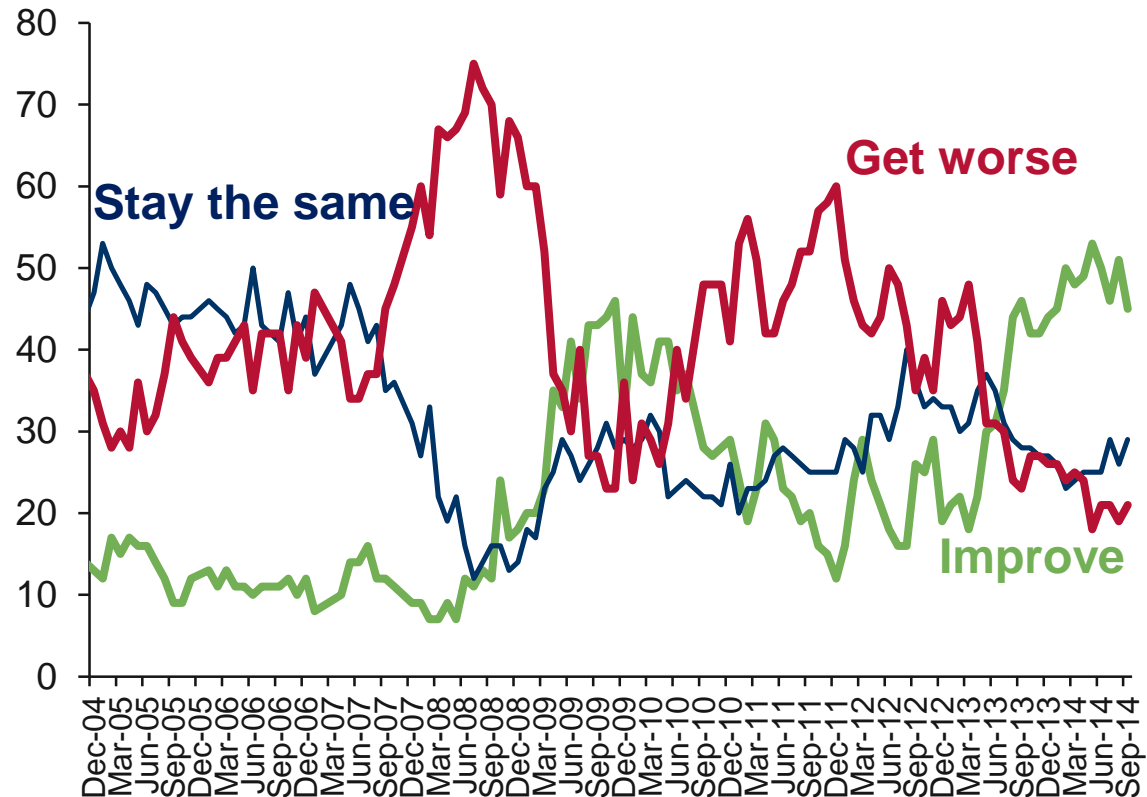
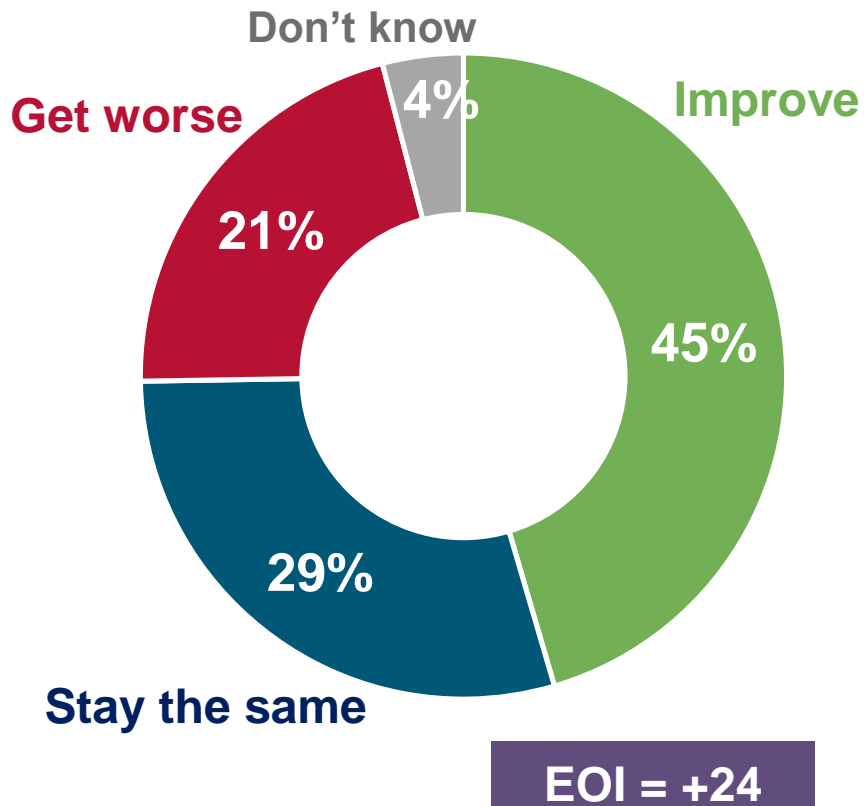


# Economic Optimism Index

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?*

September 2014



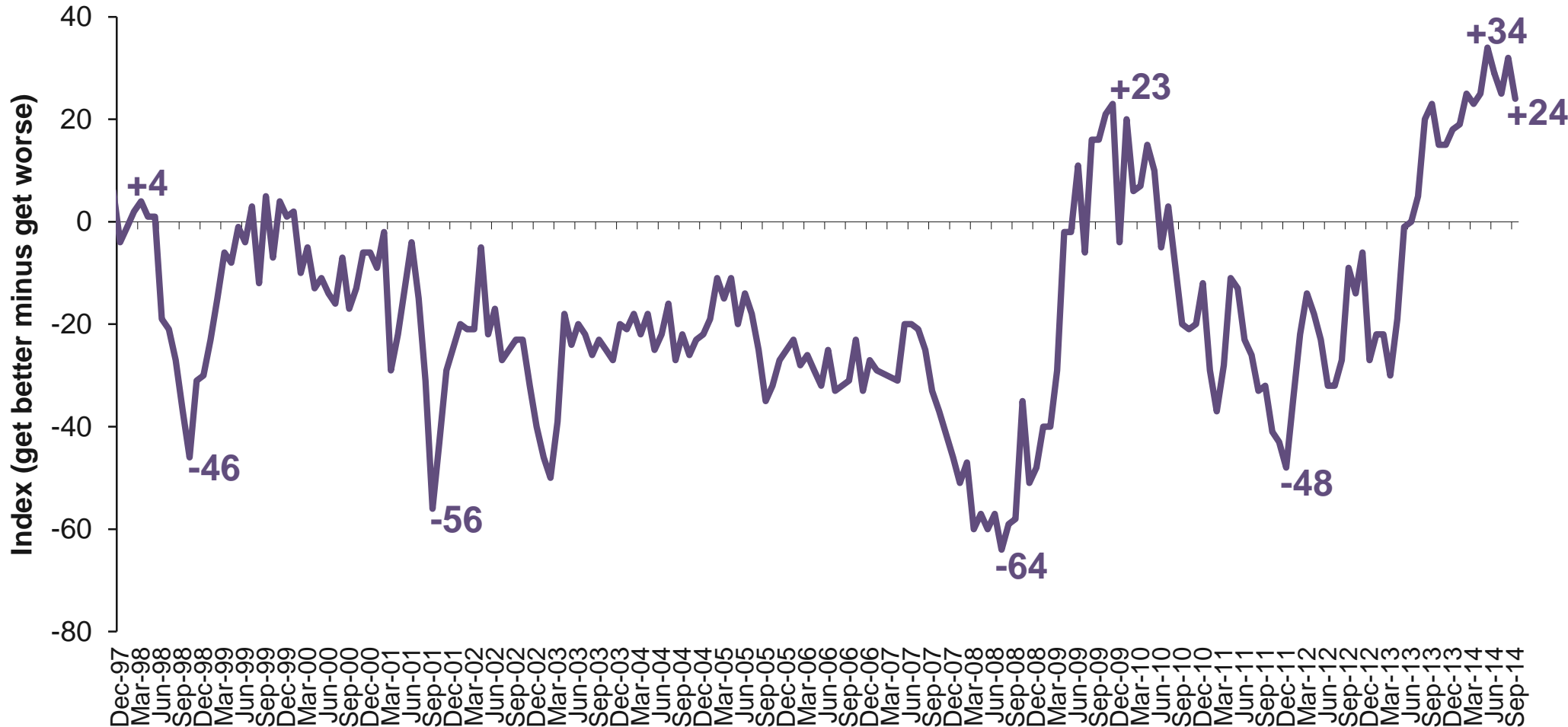
Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

Source: Ipsos MORI Political Monitor

# The Ipsos MORI Economic Optimism Index

21

*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

# UKIP

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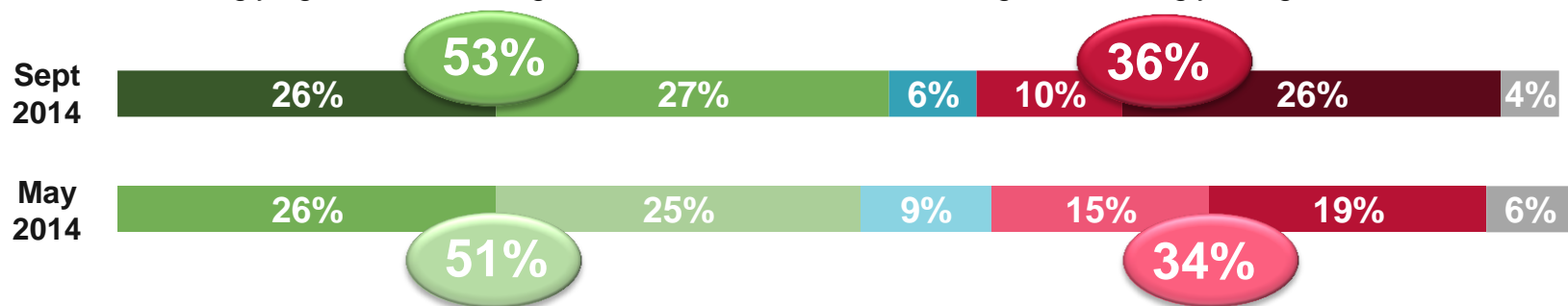
# The utility of voting UKIP

23

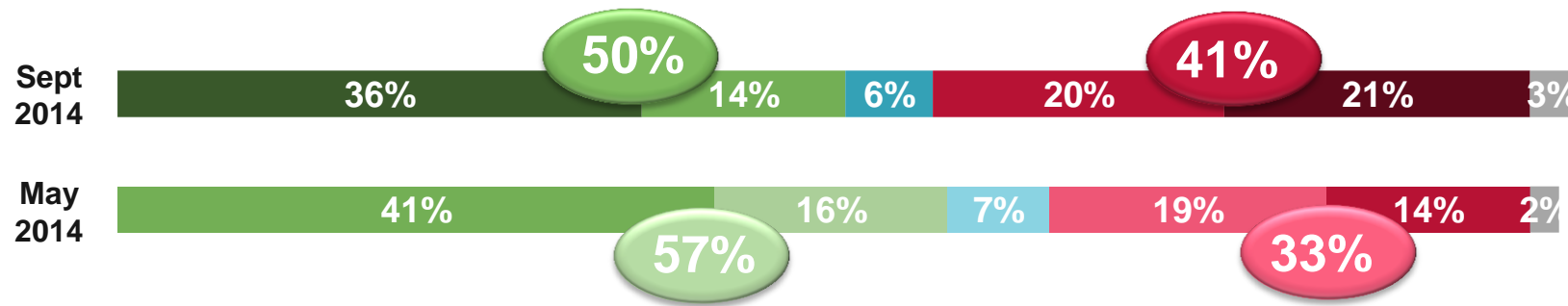
*On balance do you agree or disagree with the following statements?*

■ Strongly agree ■ Tend to agree ■ Neither/nor ■ Tend to disagree ■ Strongly disagree ■ Don't know

UKIP is highlighting important issues which other parties aren't taking seriously enough



A vote for UKIP in a General election is a wasted vote



I would like my local MP to leave his/her party and join UKIP



Base: 1,010 British adults 18+, 6<sup>th</sup> -9<sup>th</sup> September 2014

Source: Ipsos MORI Political Monitor