

Ipsos MORI December Political Monitor

Economy

Topline Results

Fieldwork: 13-15 December 2014

Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13-15 December 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.

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	35
Stay the same	30
Get worse	30
Don't know	5
Ipsos MORI Economic Optimism Index (EOI)	+5

As you probably know, there is currently a debate about how much the government should cut public spending over the next few years to reduce the deficit without damaging public services.

Q12a. If the Conservative Party is in government after the next General Election, do you think they will...

	%
...cut spending too much	57
...cut spending too little	10
...get the balance about right	26
None of these	1
Don't think spending should be cut at all	*
Don't know	7

Q12b If the Labour Party is in government after the next General Election, do you think they will...

	%
...cut spending too much	26
...cut spending too little	35
...get the balance about right	27
None of these	2
Don't think spending should be cut at all	*
Don't know	10

Q12c Which party, if any, do you think has the best balance between cutting spending to reduce the deficit and not damaging public services – the Conservatives, Labour, Liberal Democrats, UKIP or some other party?

	%
Labour	25
Conservatives	24
Liberal Democrats	8
UKIP	7
Other	8
None	11
Do not think the deficit should be reduced	*
Don't know	17