

# POLITICAL MONITOR

May 2014



**Ipsos MORI**

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**POLITICAL  
MONITOR**

**Ipsos**

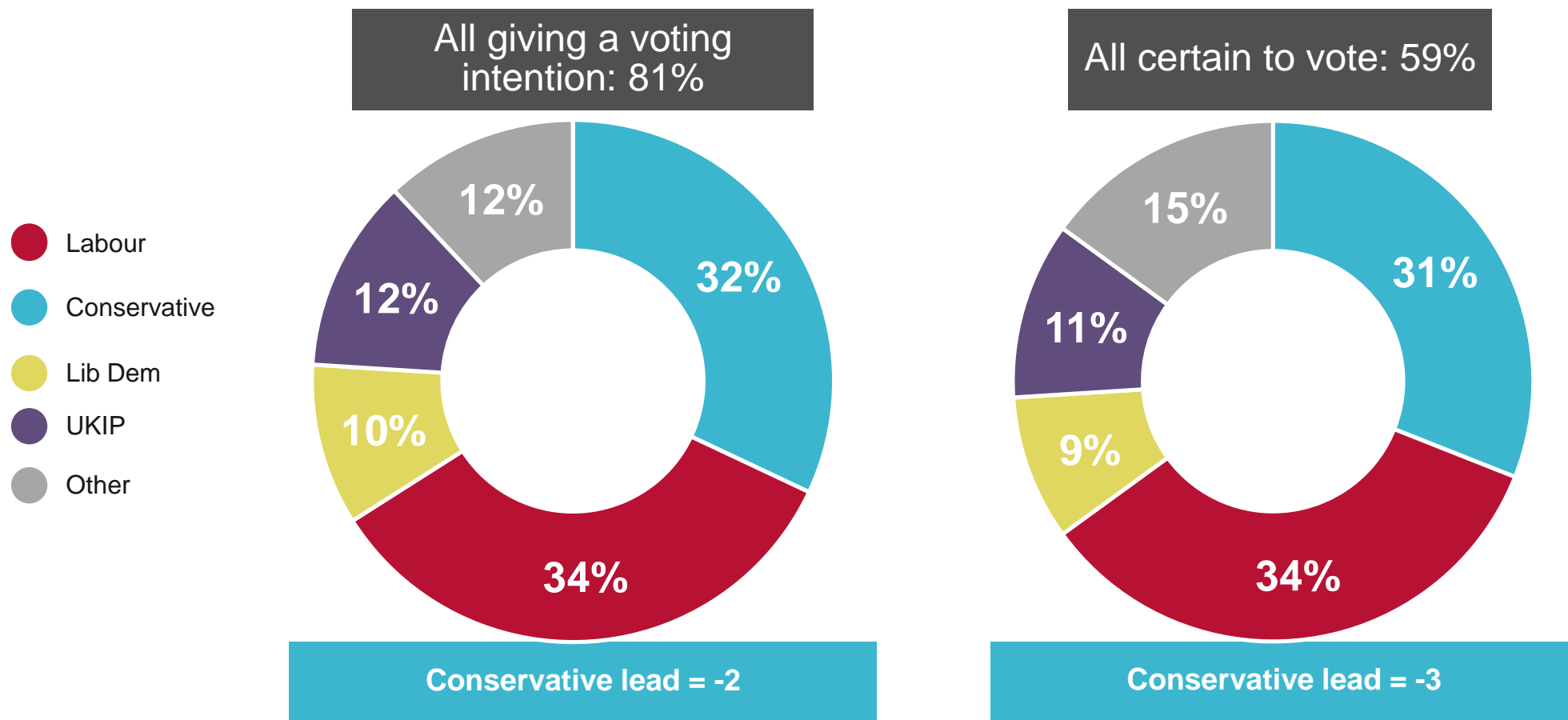
# Voting Intentions



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

3

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



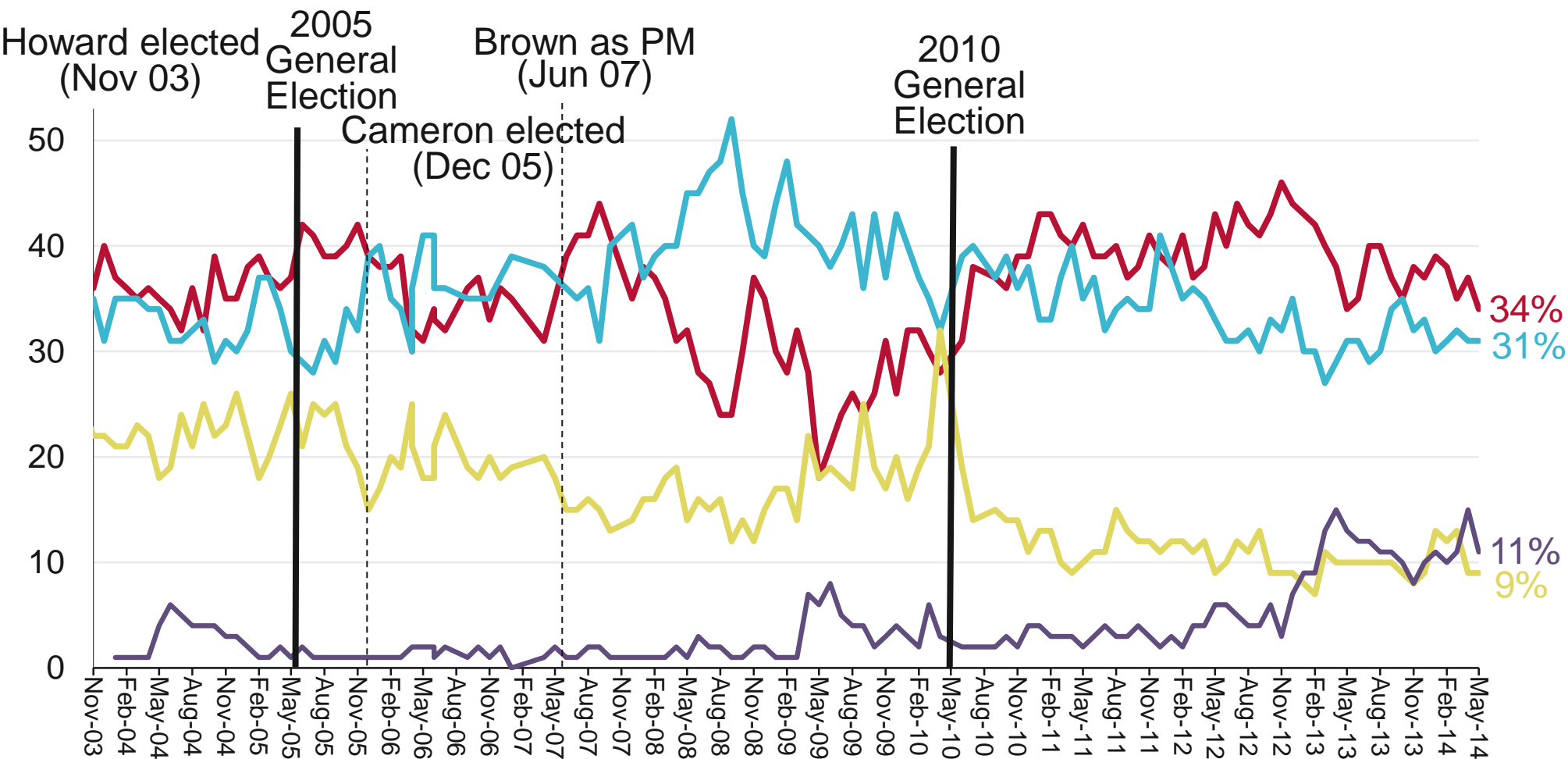
Base: 1,003 British adults 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014, all certain to vote = 589

Source: Ipsos MORI Political Monitor

# Voting Intentions November '03 – May '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 June 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

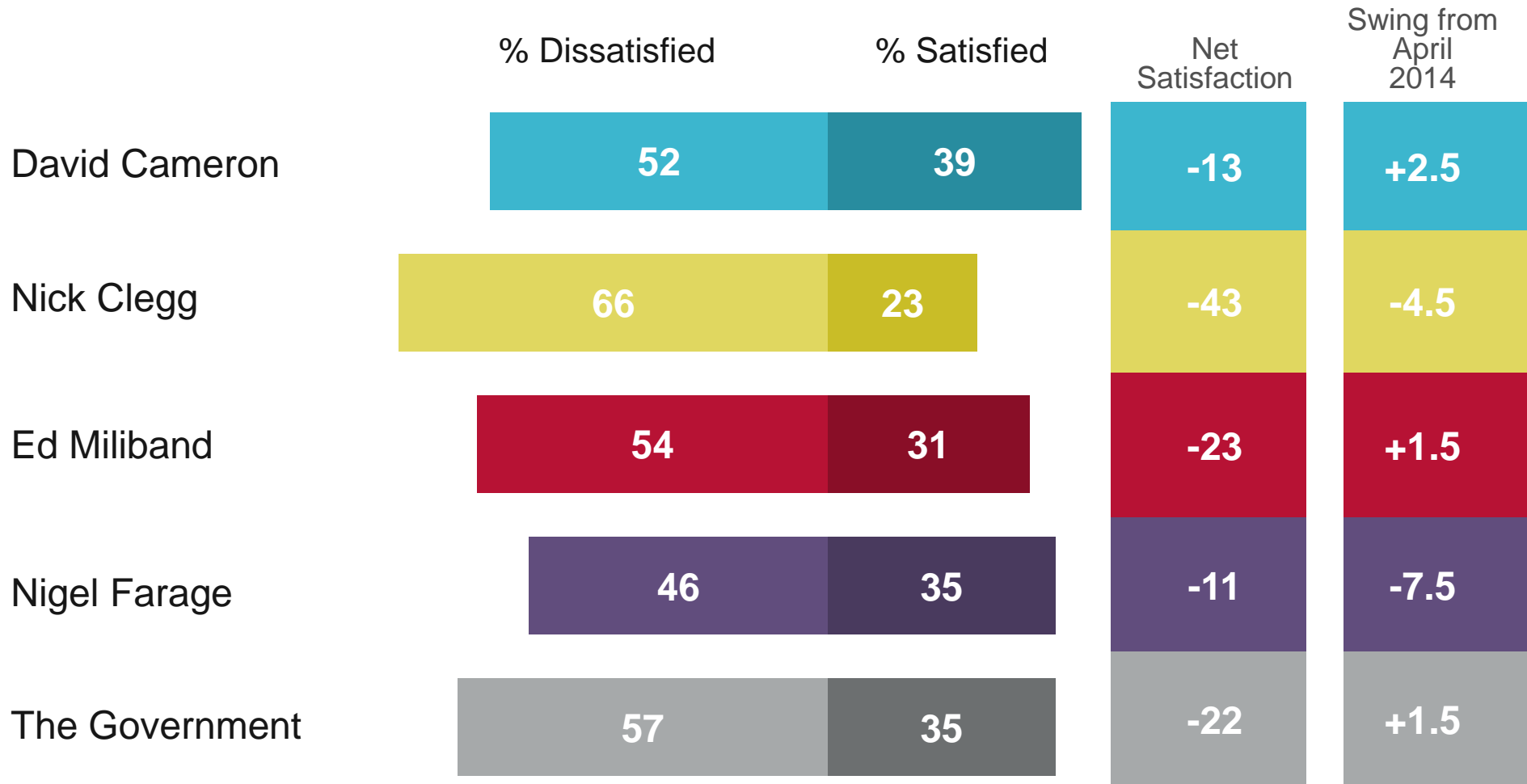
# Satisfaction with the Coalition and Party Leaders



# 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?*

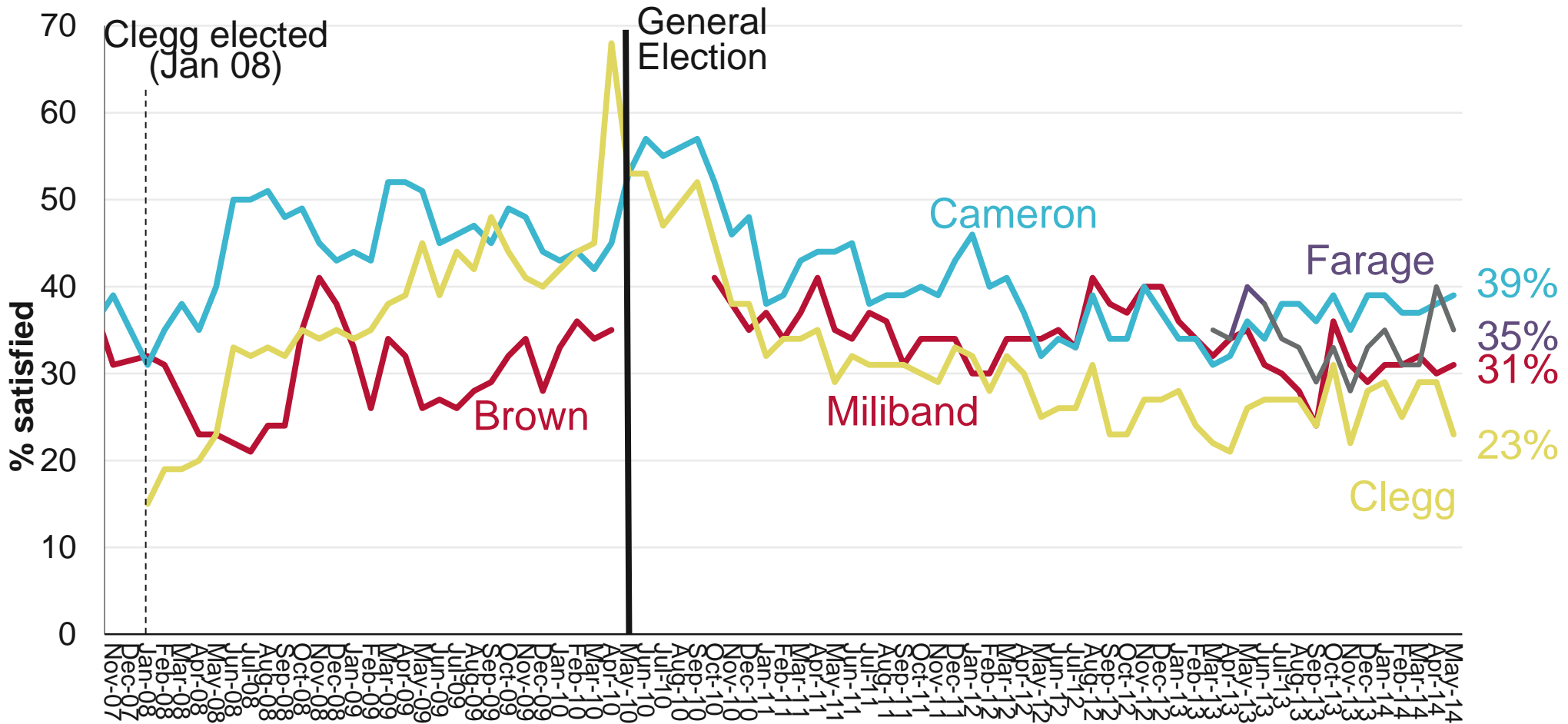


Base: 1,003 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> May 2014. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders November '07 – May '14

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



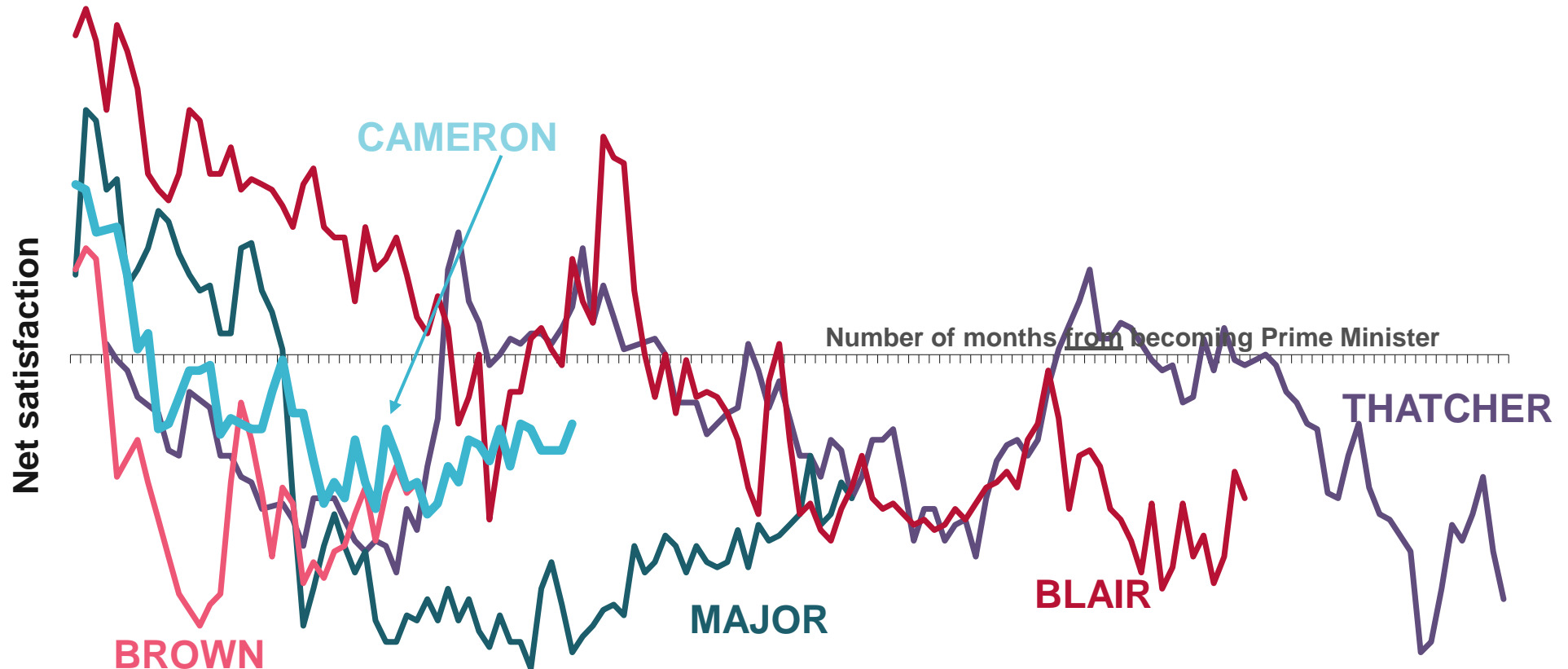
Base: c.1,000 British adults each month

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

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

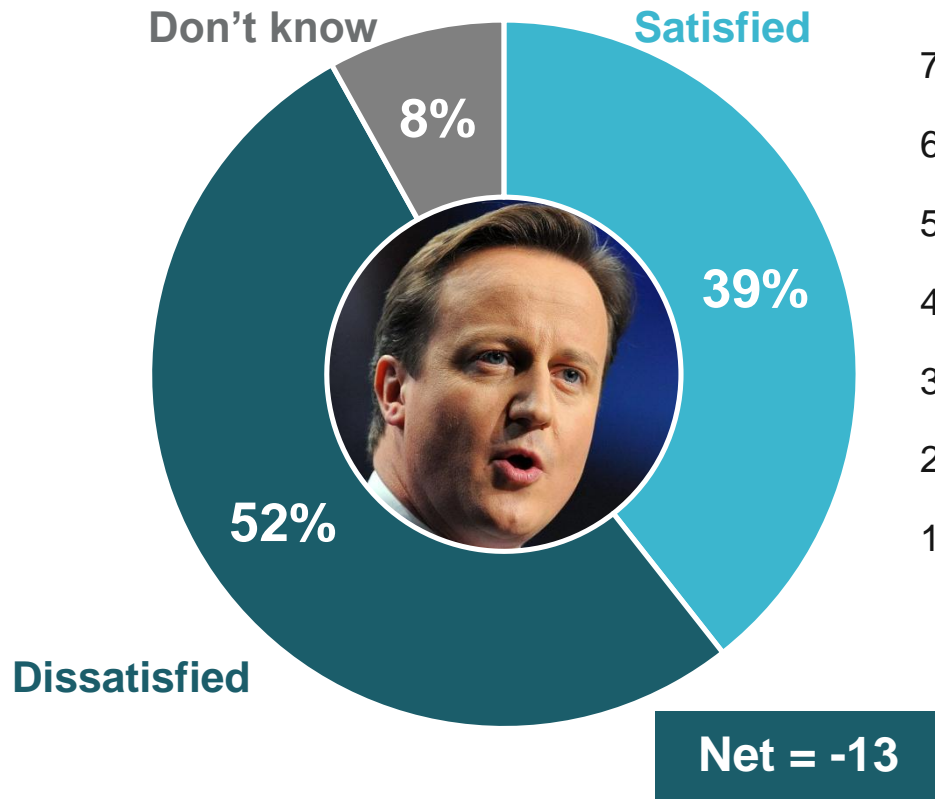


# David Cameron (satisfaction)

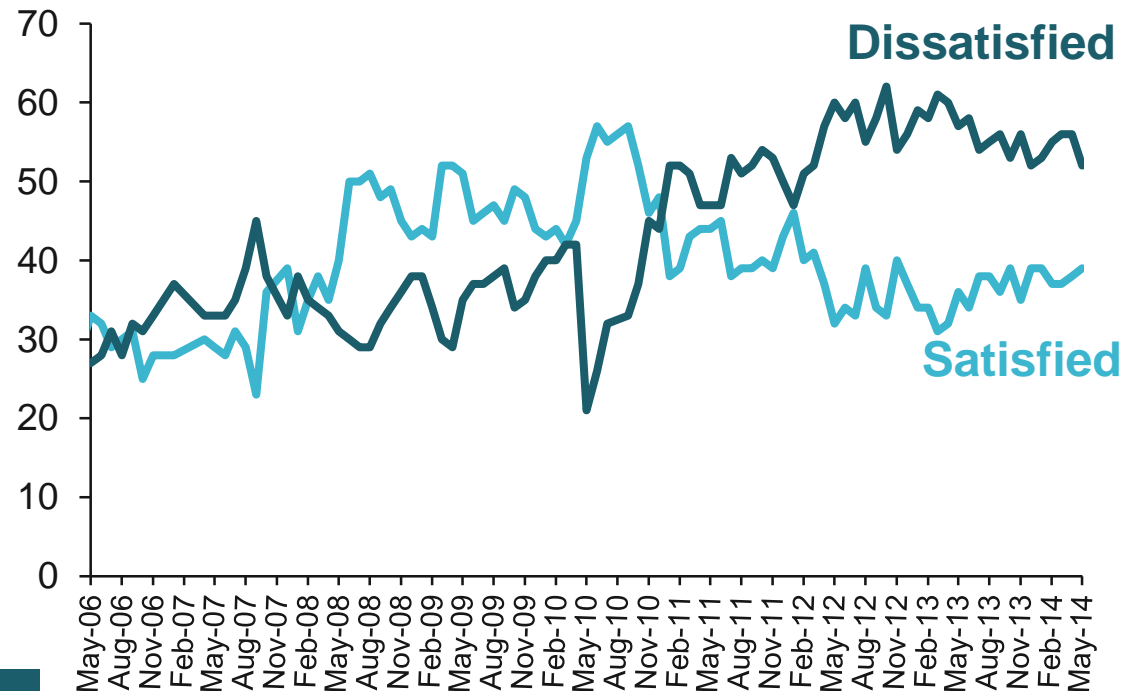
9

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

May 2014



May 2006 – May 2014



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

Base: 1,003 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> May 2014

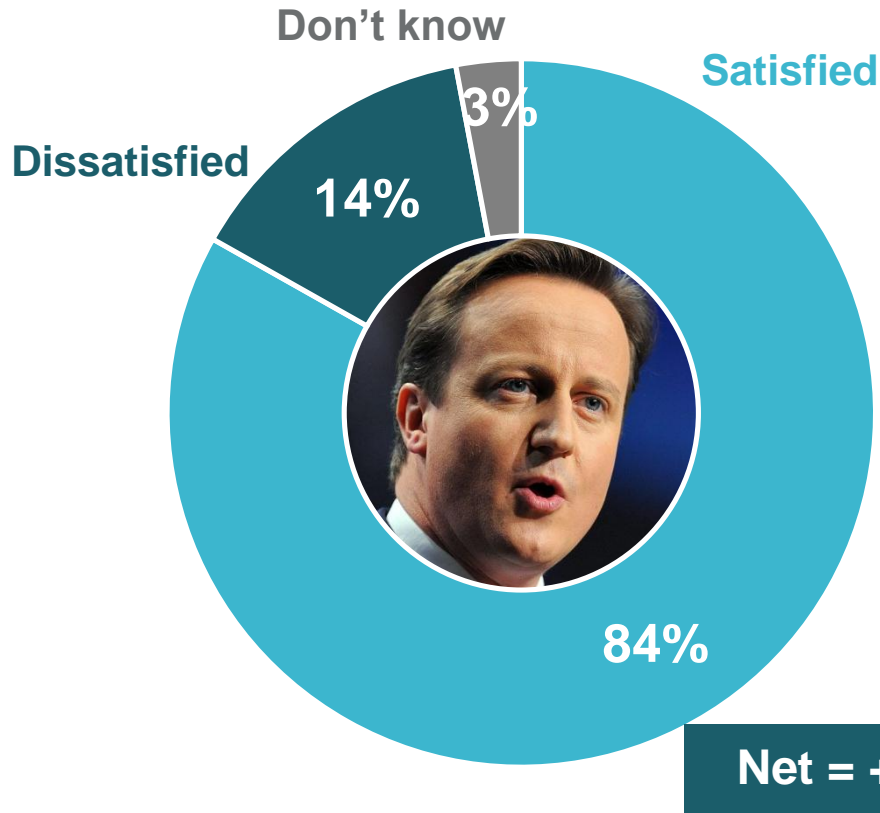
Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

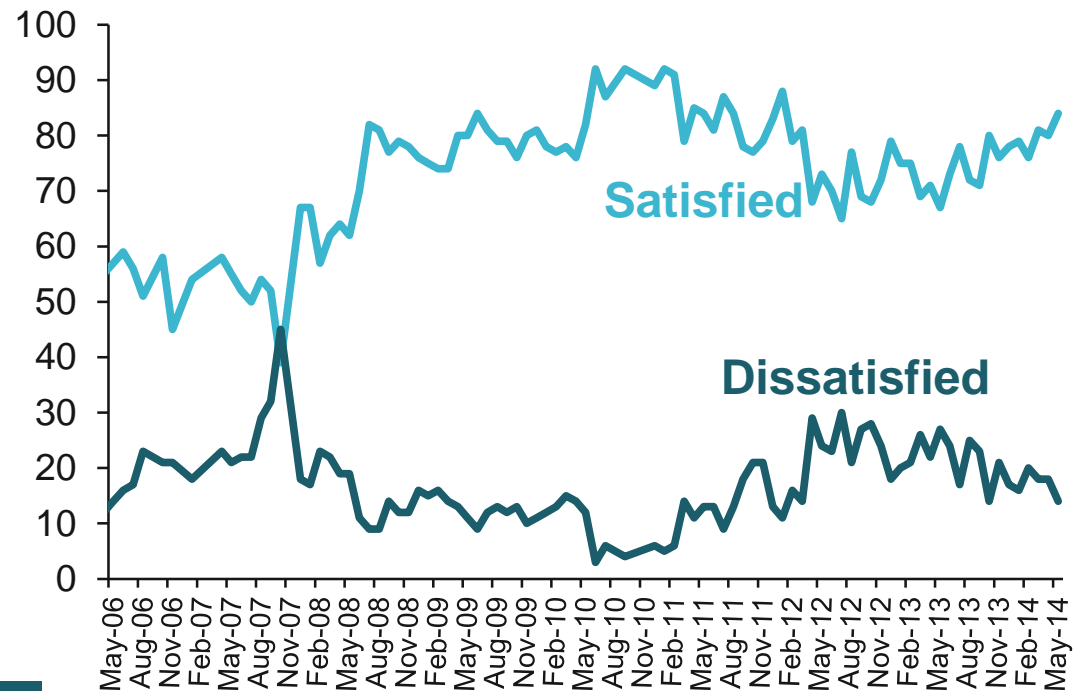
10

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

May 2014



May 2006 – May 2014



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

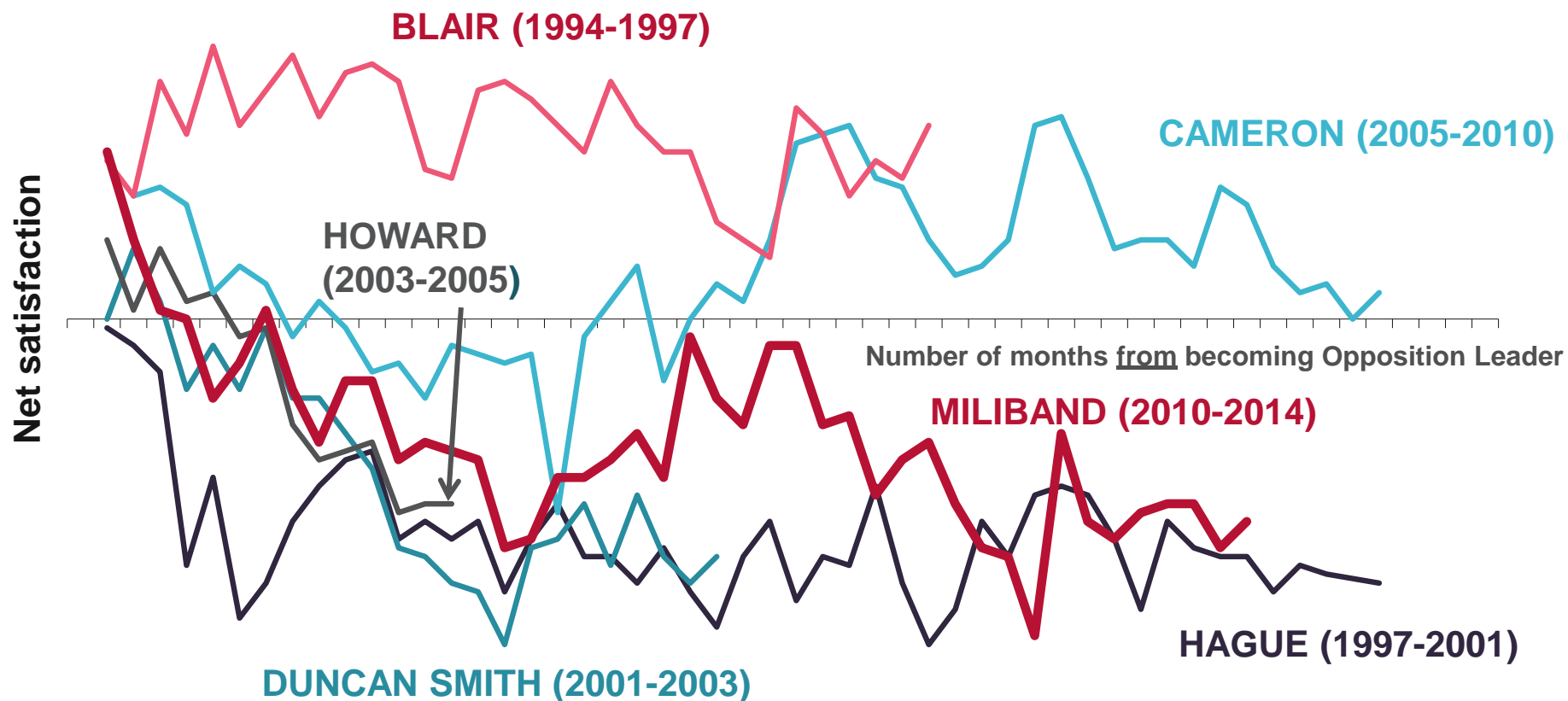
Base: 246 Conservative supporters 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014

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

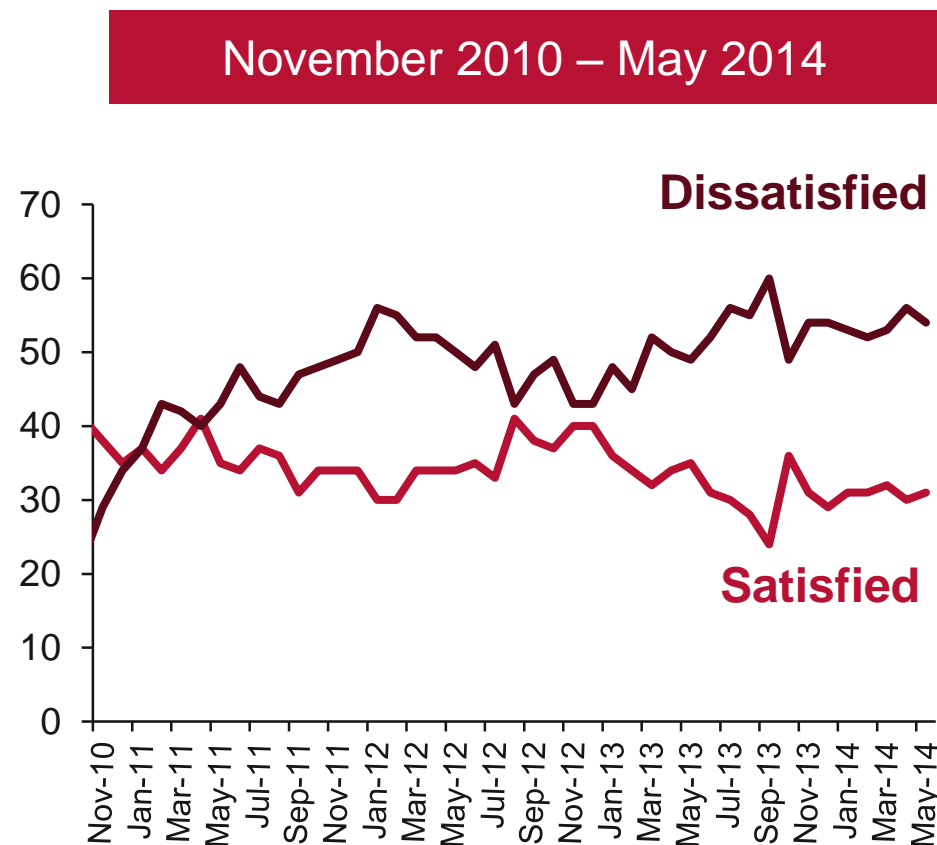
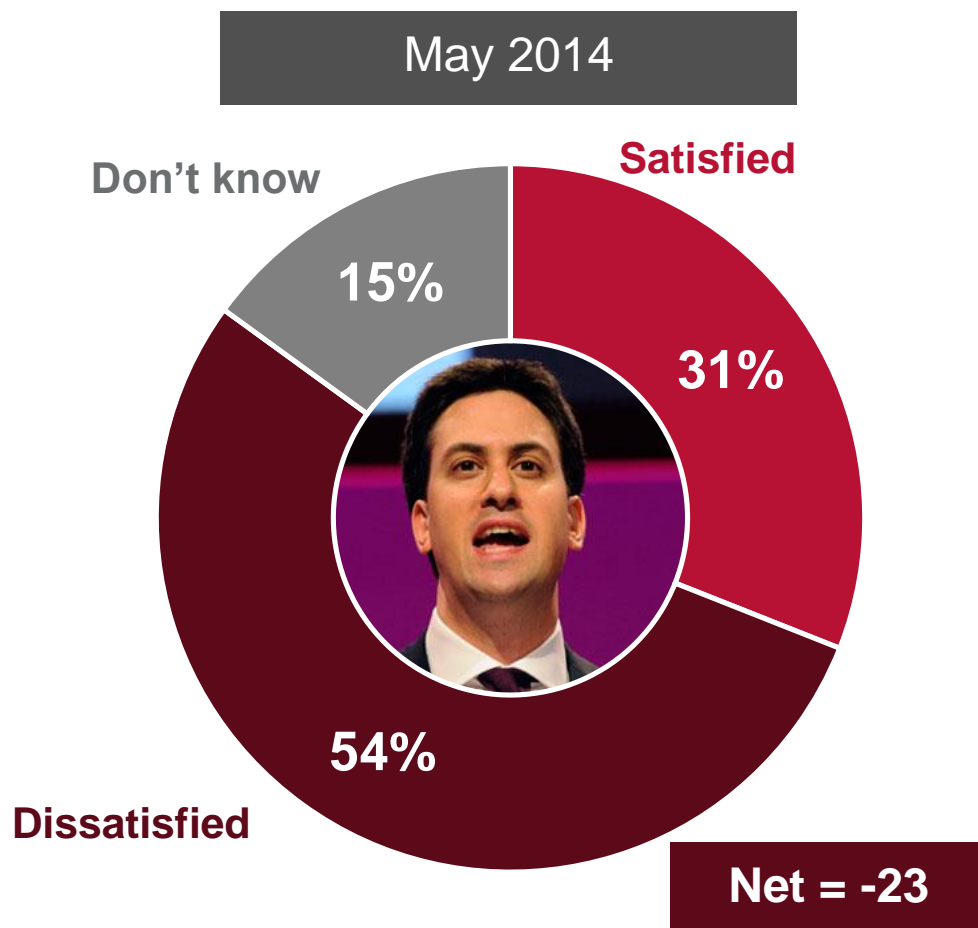
Base: c.1,000 British adults each month

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?*



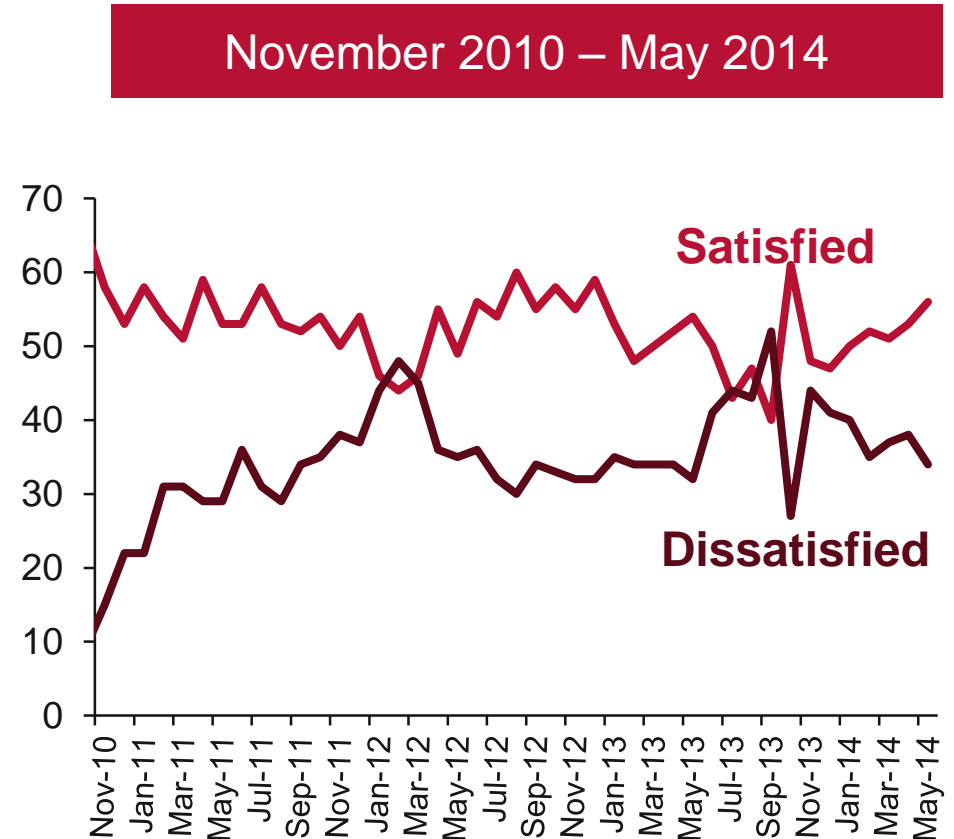
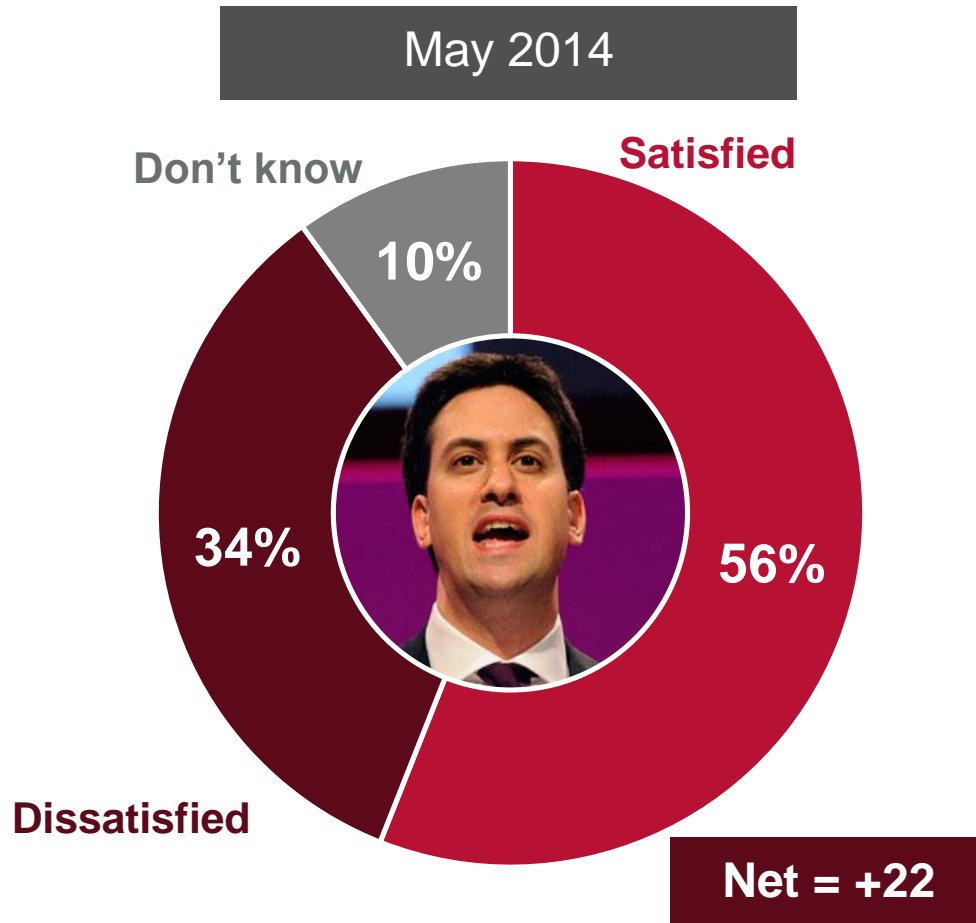
Base: 1,003 British adults 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014

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: 267 Labour supporters 18+, 10<sup>th</sup> – 12<sup>th</sup> May 2014

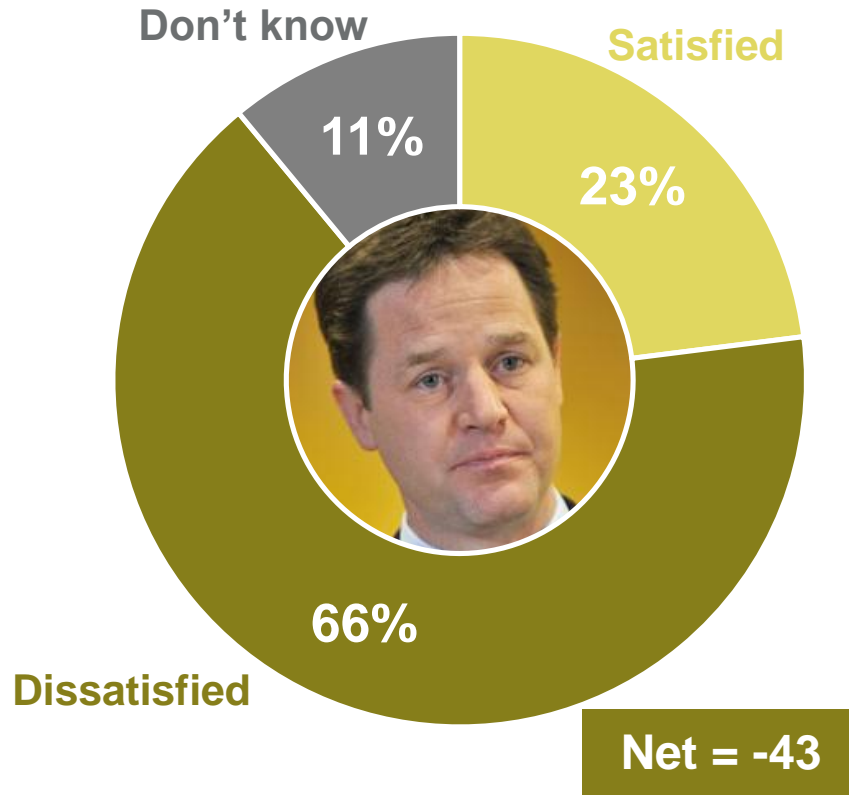
Source: Ipsos MORI Political Monitor

# Nick Clegg (satisfaction)

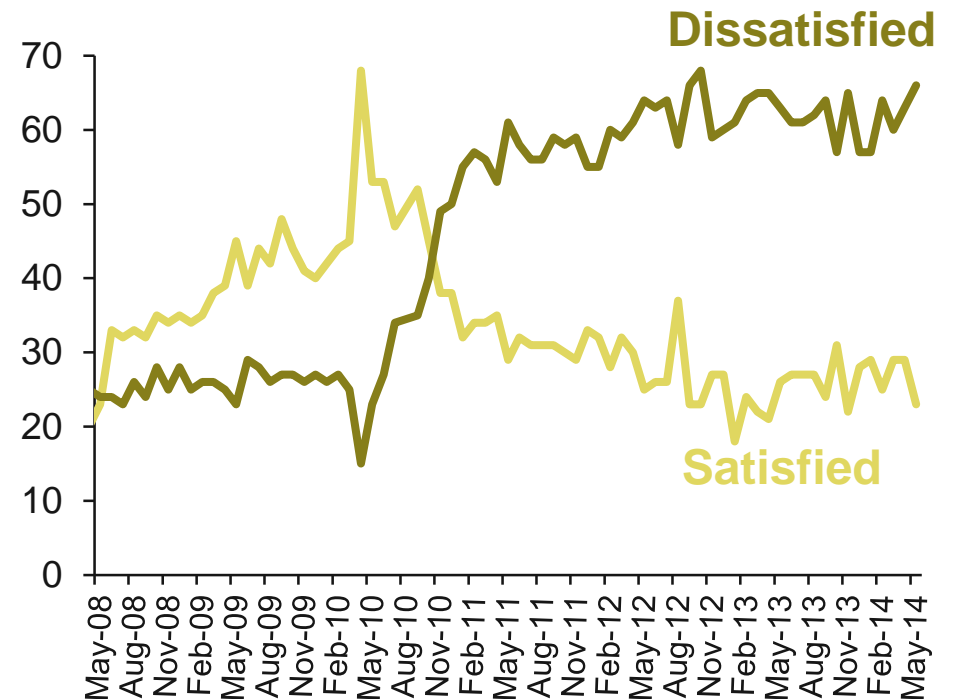
14

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

May 2014



May 2008 – May 2014



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

Base: 1,003 British adults 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014

Source: Ipsos MORI Political Monitor

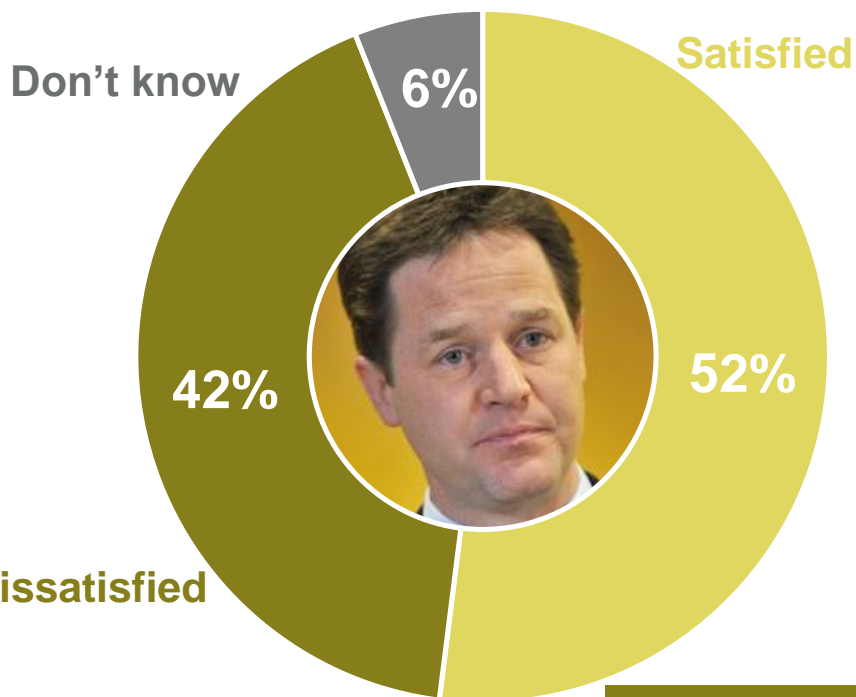
# Nick Clegg

## (satisfaction among Lib Dem supporters)

15

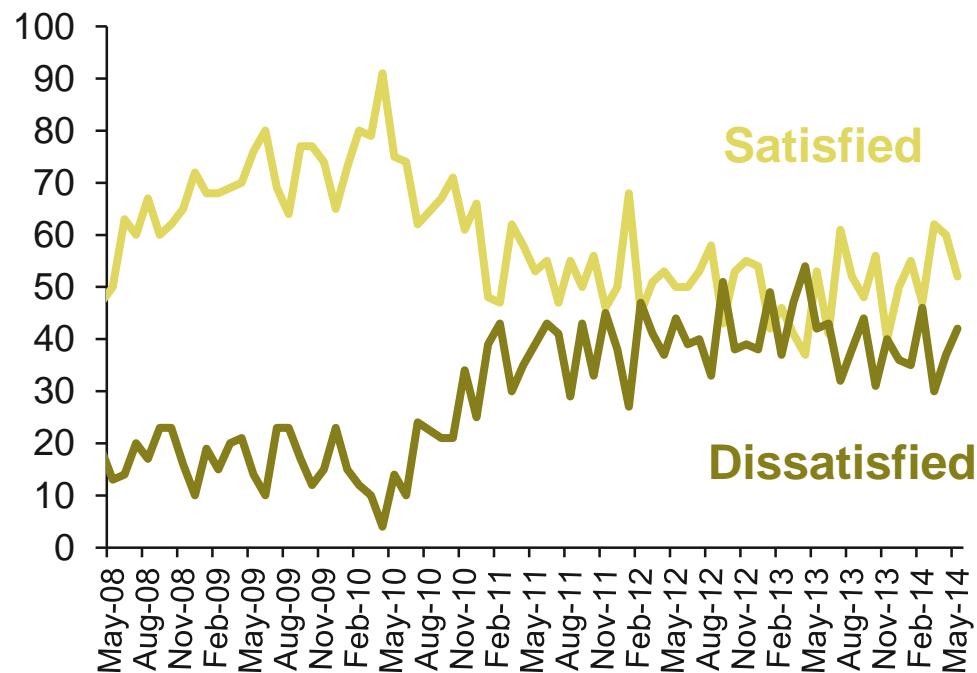
*Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats/ as Deputy Prime Minister?*

May 2014



**Net = +10**

May 2008 – May 2014



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

Base: 84 Liberal Democrat supporters 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014. N.B. small base size indicative only

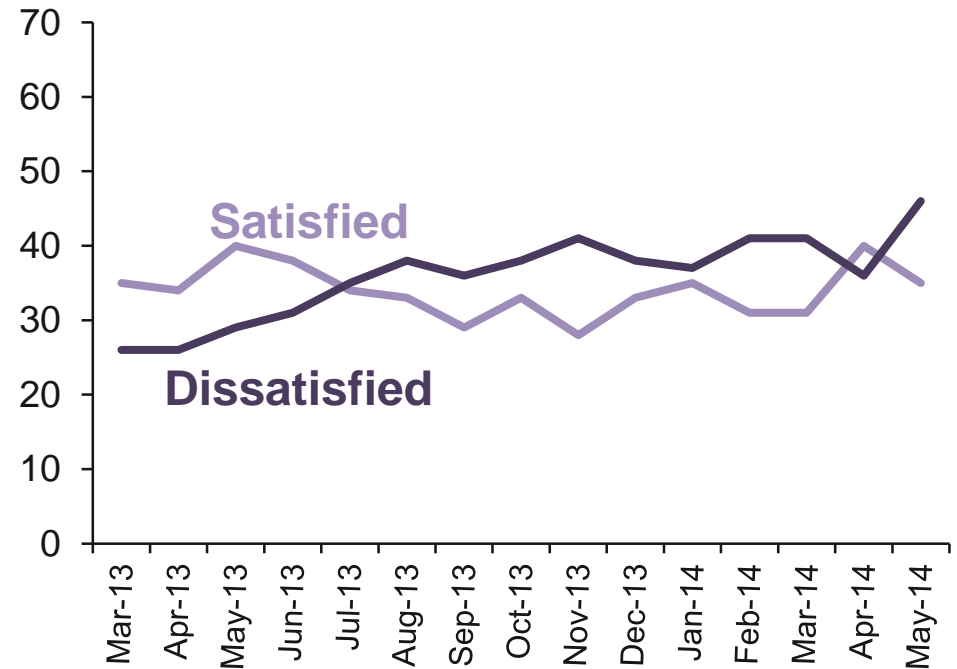
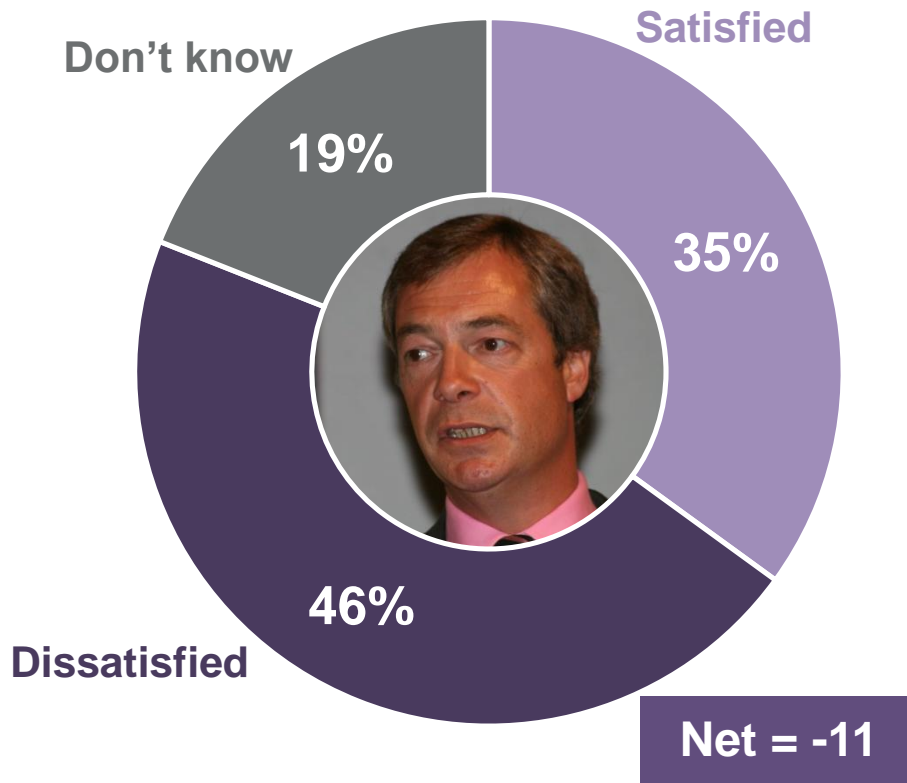
Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

*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 – May 2014



Base: 1,003 British adults 18+, 10<sup>th</sup> -12<sup>th</sup> May 2014

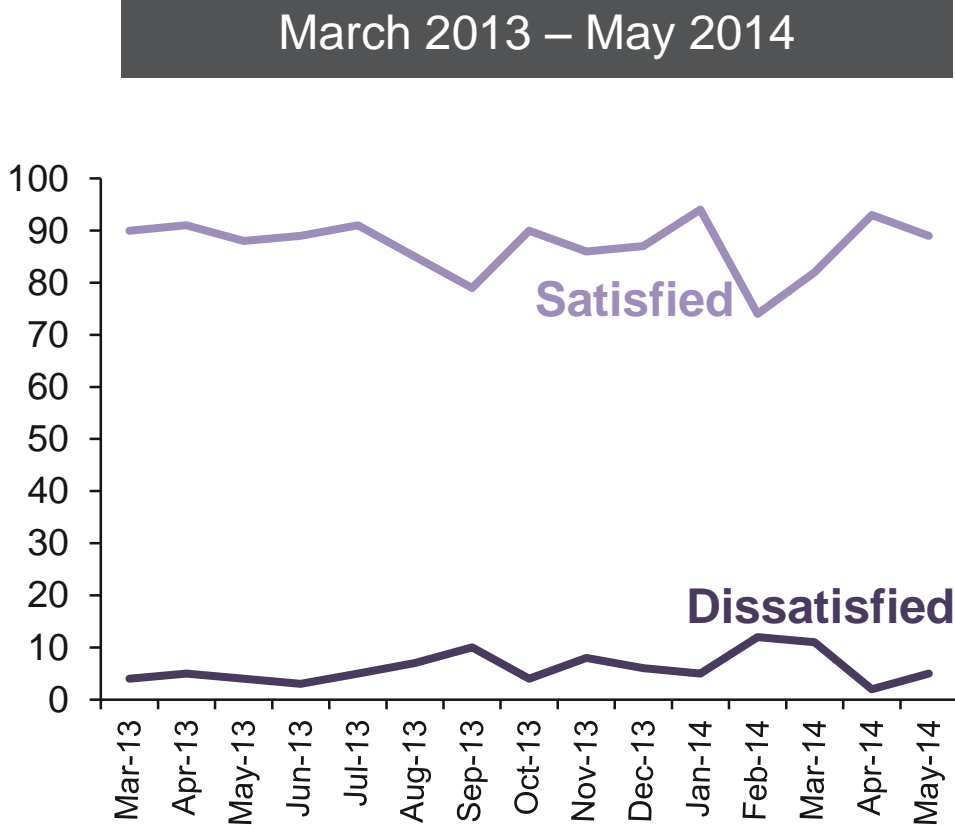
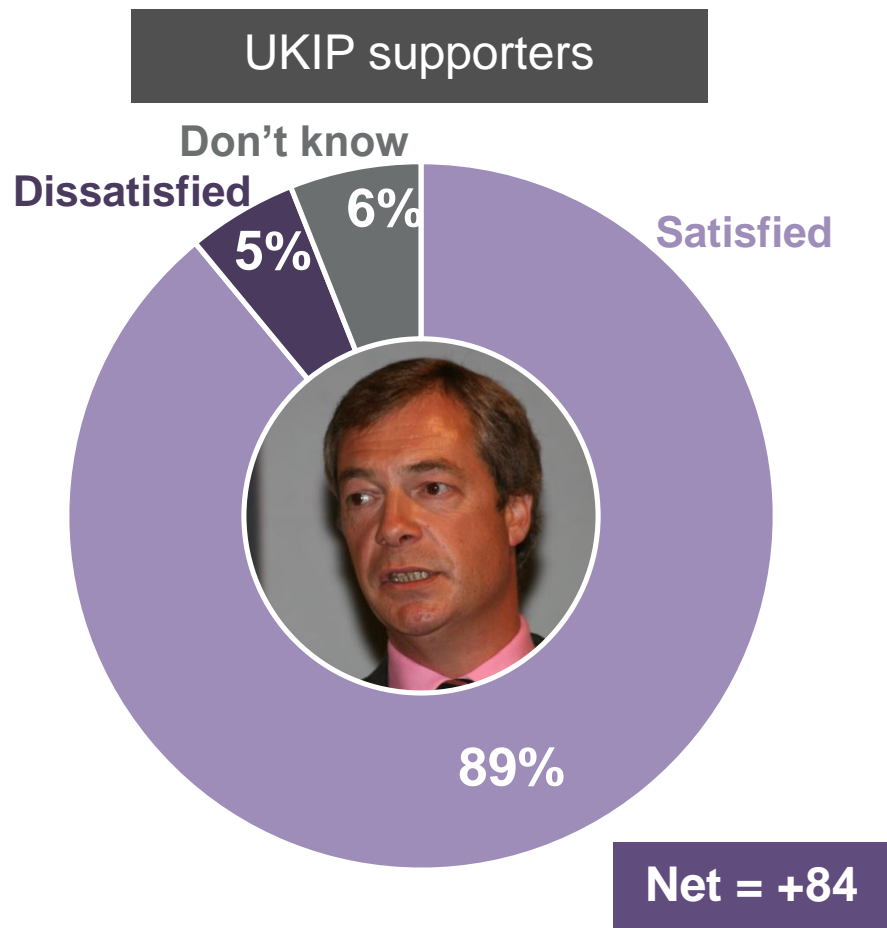
Source: Ipsos MORI Political Monitor



# 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: 93 UKIP supporters, 10<sup>th</sup> -12<sup>th</sup> May 2014. N.B. small base size indicative only

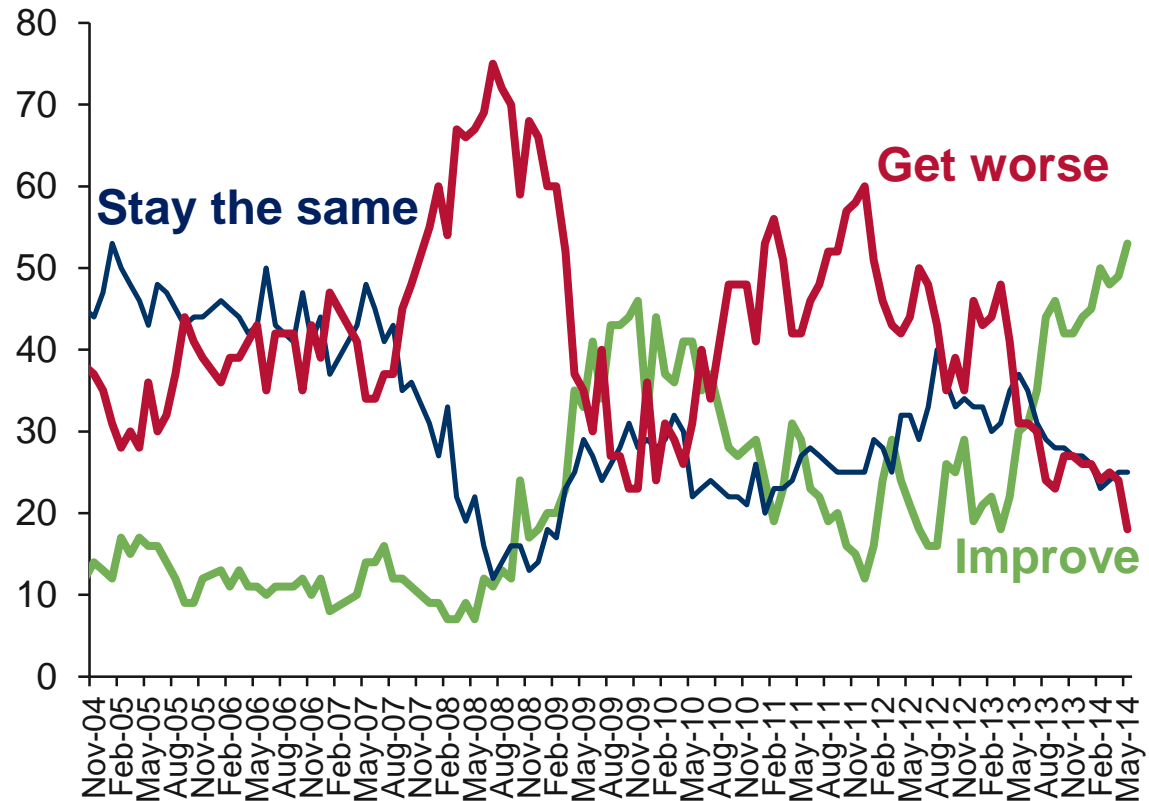
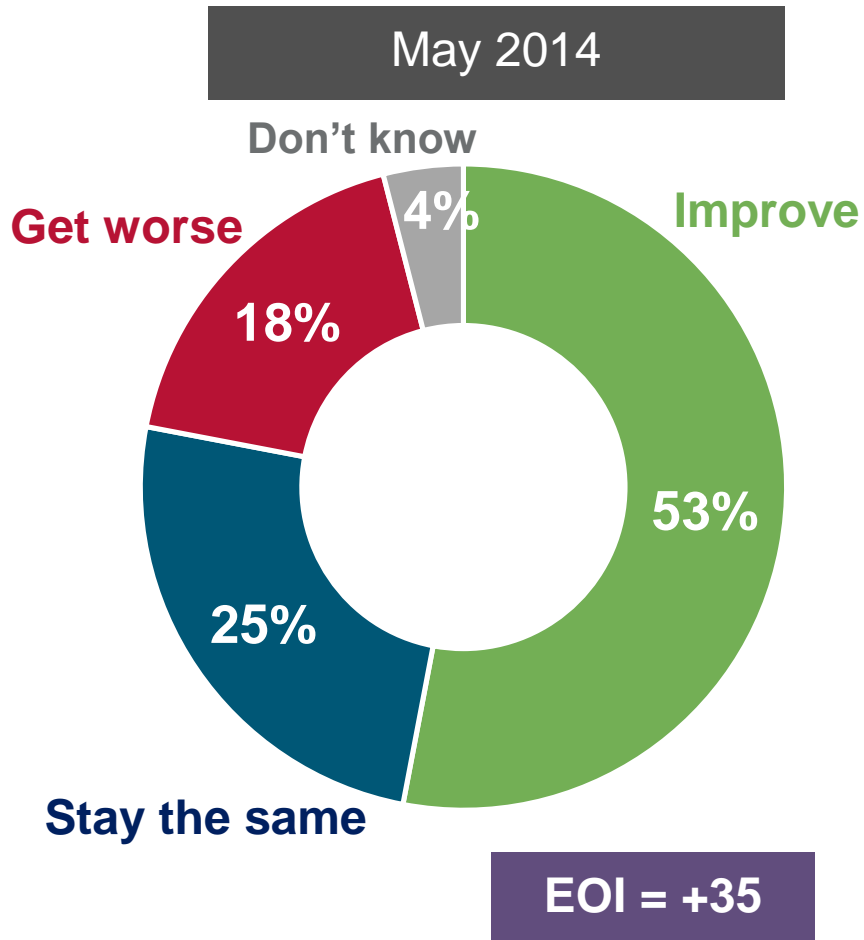
# The economy



# 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?*



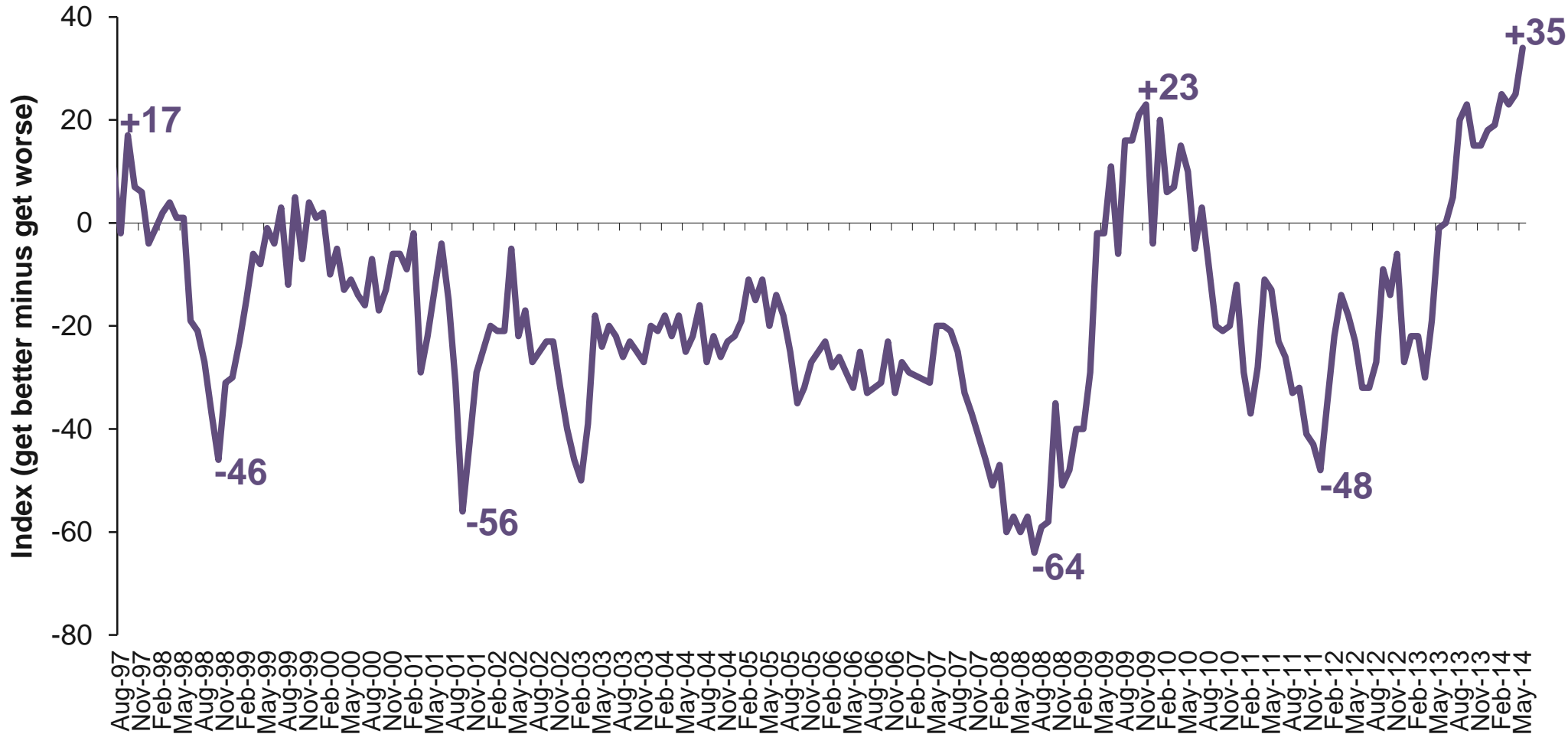
Base: 1,003 British adults 18+, 10<sup>th</sup> – 12<sup>th</sup> May 2014

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