

# 2015

## POLITICAL MONITOR

23.10.2015



# 2015

## VOTING INTENTIONS

# Voting Intention

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

3

All giving a voting intention

Headline voting intention

CONSERVATIVE

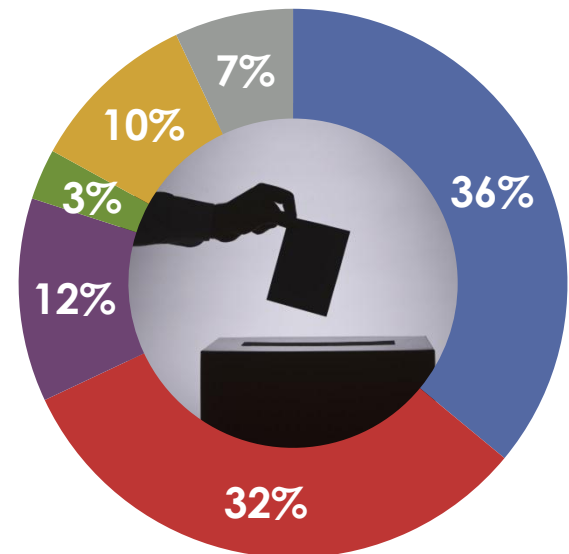
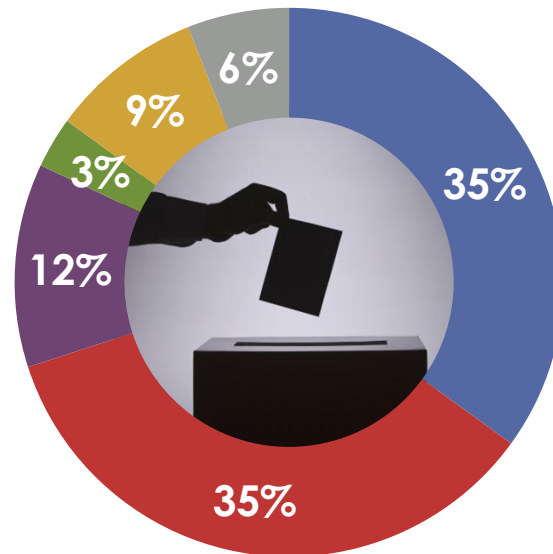
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = 0

Conservative lead = +4

Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015, all 9/10 certain to vote and always/usually/it depends vote in General Elections = 773. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE; this is an interim measure whilst our internal review is carried out.

Source: Ipsos MORI Political Monitor

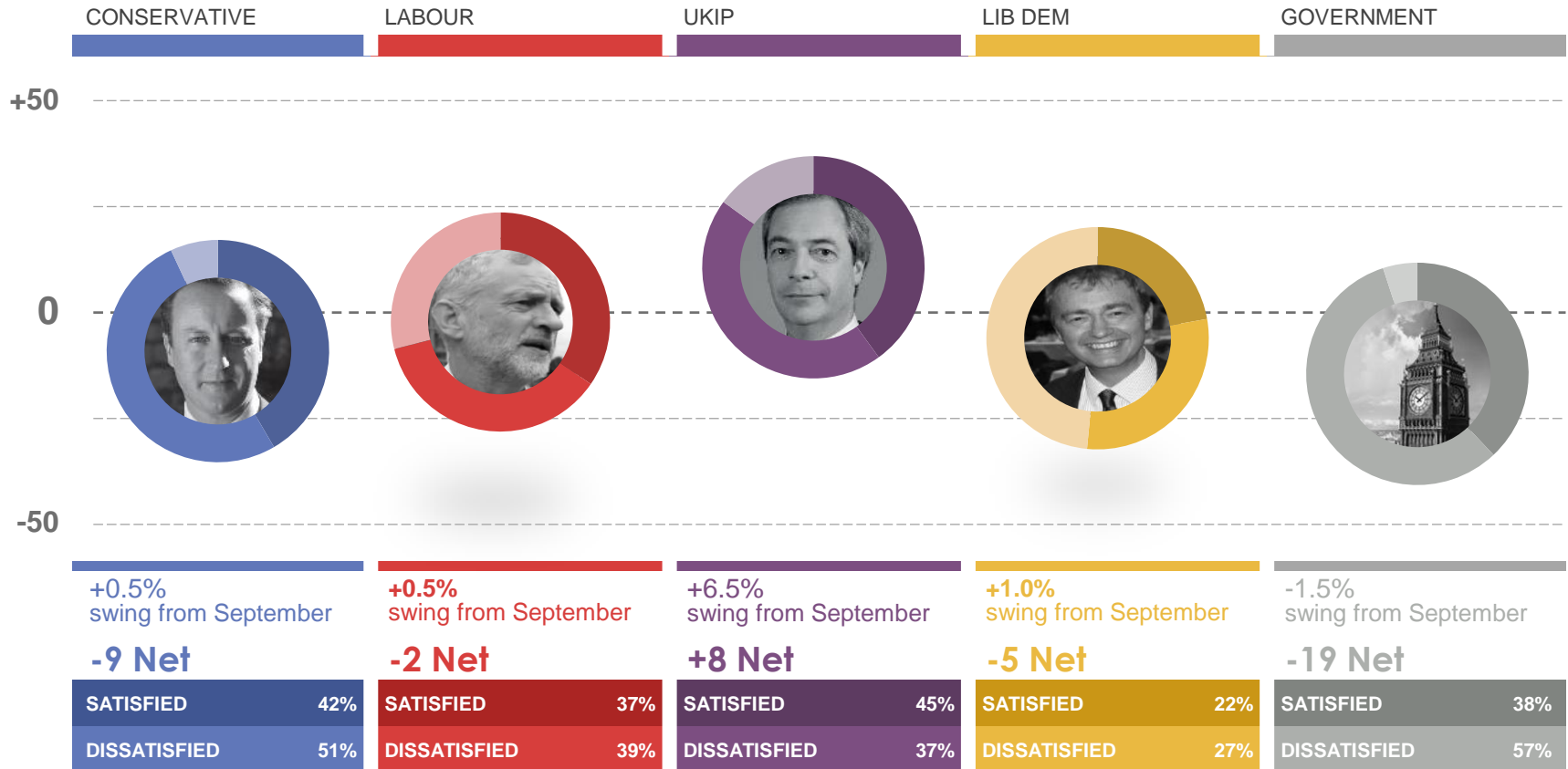
# 2015

## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS

# Satisfaction with leaders and the Government

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS PRIME MINISTER / ACTING LEADER OF THE LABOUR PARTY / LEADER OF THE LIBERAL DEMOCRATS / LEADER OF UKIP?

5



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

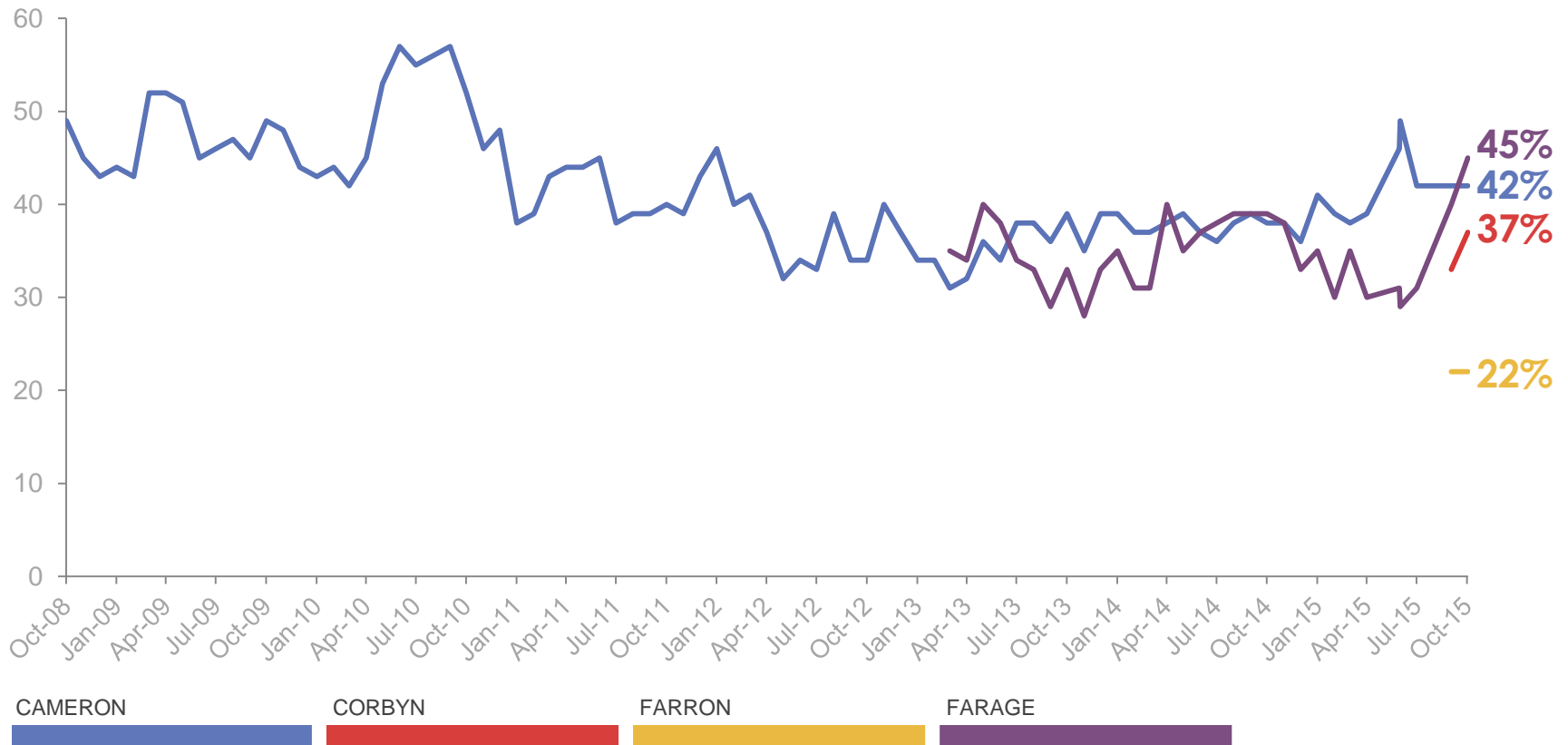
Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Oct '08 – Oct '15

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS

6

RUNNING THE COUNTRY / DOING HIS JOB AS ... ?



Base: c.1,000 British adults each month

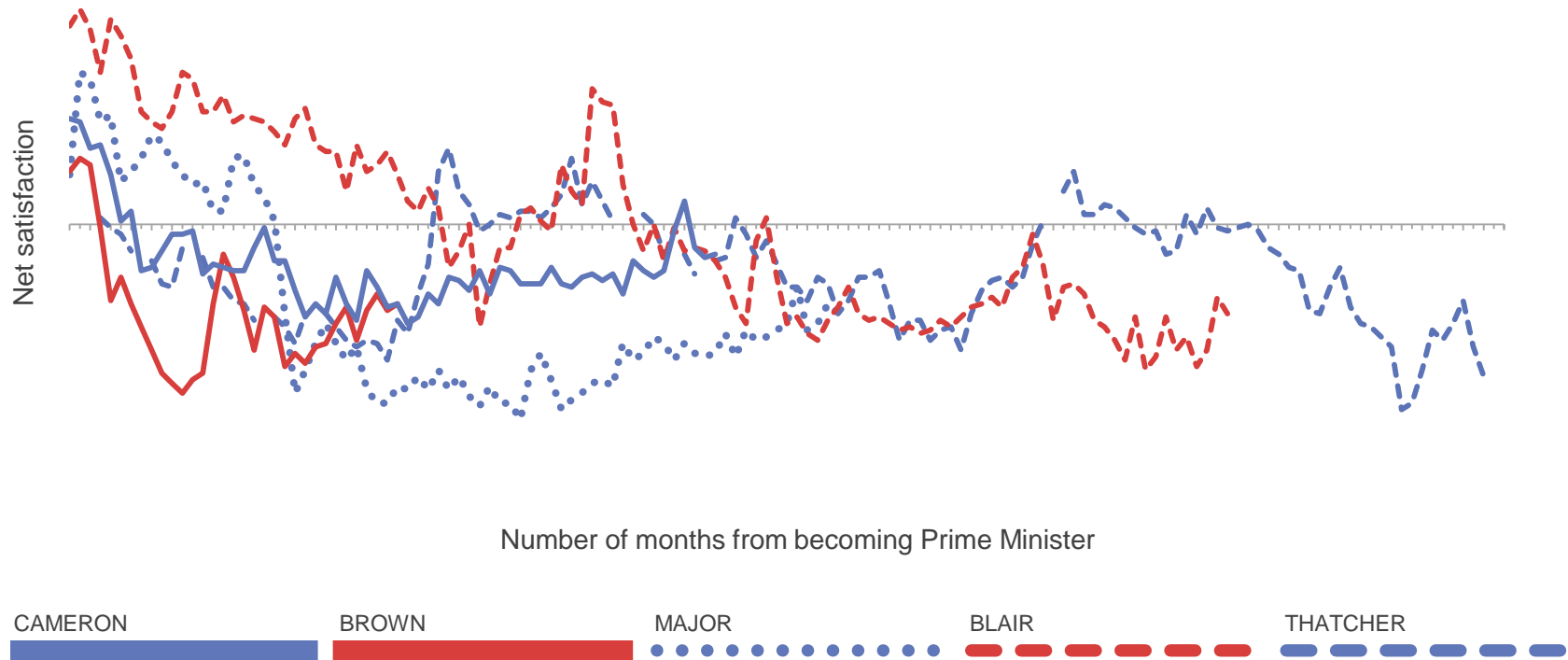
Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY... IS DOING HIS / HER JOB

7

AS PRIME MINISTER?



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

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

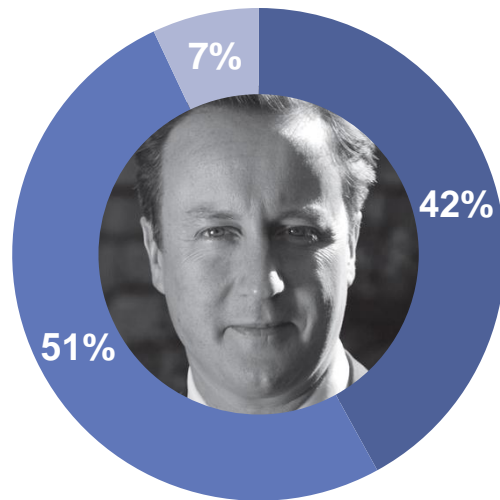
# David Cameron (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

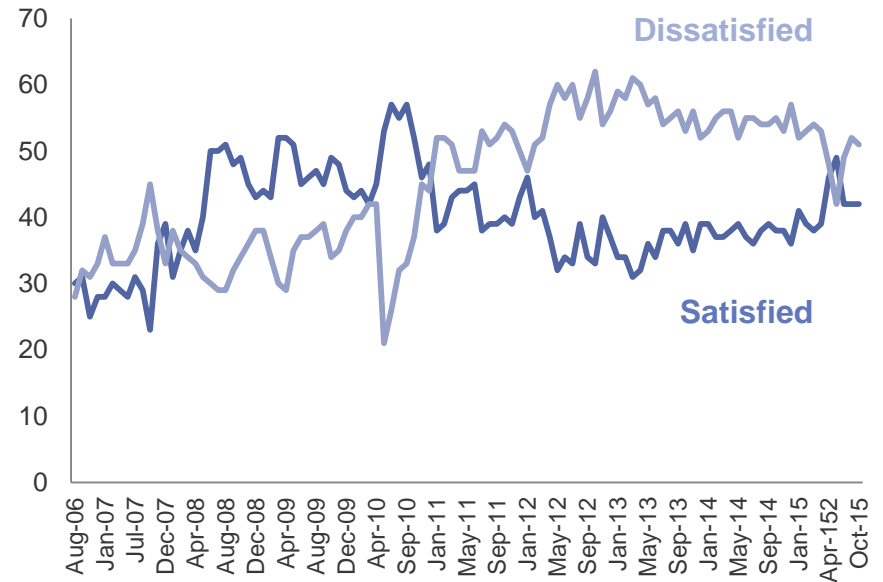
October 2015



SATISFIED	42%
DISSATISFIED	51%
DON'T KNOW	7%

Net = -9

August 2006 –October 2015



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

Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor



# David Cameron (satisfaction among Tory supporters)

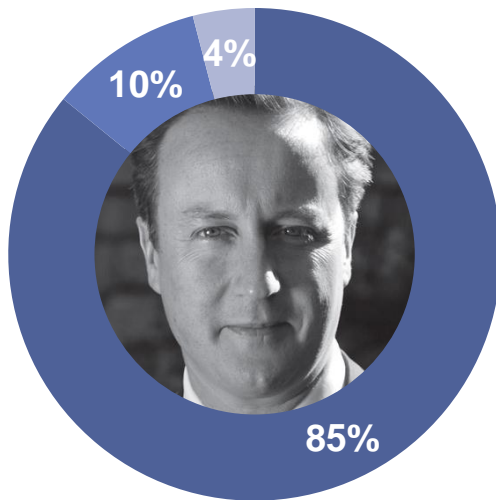
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

9

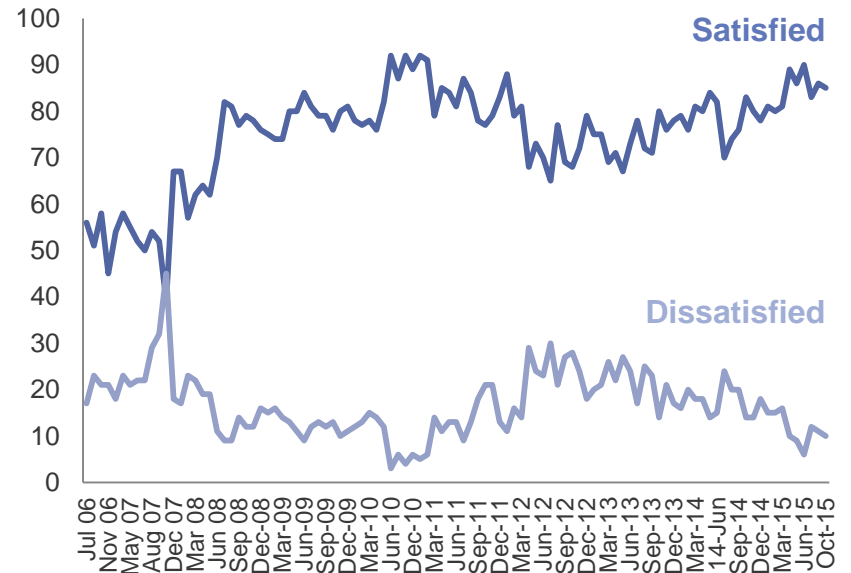
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

October 2015

July 2006 – October 2015



SATISFIED	85%
DISSATISFIED	10%
DON'T KNOW	4%
Net = +75	



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

Base: 321 Conservative supporters 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB

10

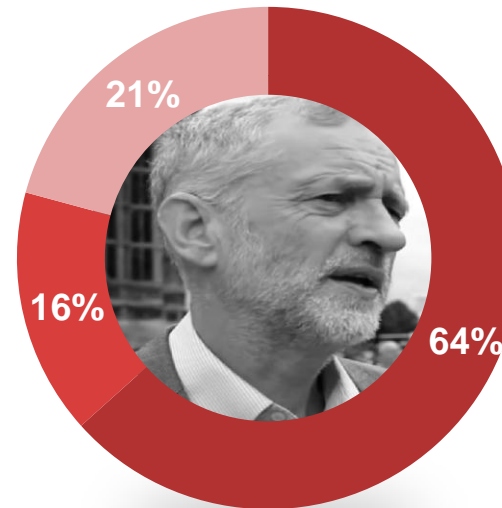
AS LEADER OF THE LABOUR PARTY?

October 2015

Labour supporters only



SATISFIED	37%
DISSATISFIED	39%
DON'T KNOW	25%
Net = -2	



SATISFIED	64%
DISSATISFIED	16%
DON'T KNOW	21%
Net = +48	

Base: 1,021 British adults; 311 Labour supporters 18+, 17<sup>th</sup> –19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Tim Farron (satisfaction)

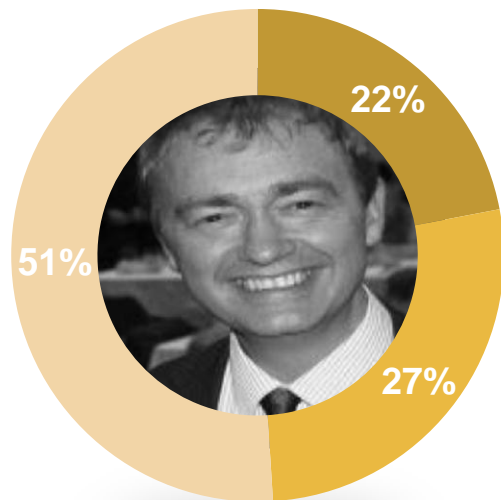
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

11

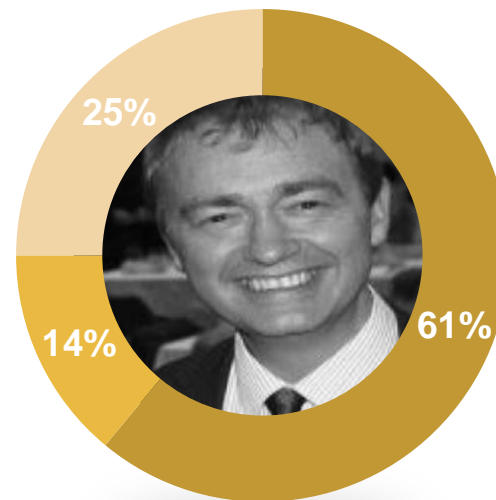
AS LEADER OF THE LIBERAL DEMOCRATS?

October 2015

Lib Dem supporters only



SATISFIED	22%
DISSATISFIED	27%
DON'T KNOW	51%
Net = -5	



SATISFIED	61%
DISSATISFIED	14%
DON'T KNOW	25%
Net = +47	

Base: 1,021 British adults 18+, 80 Lib Dem supporters 18+, 17th – 19th October 2015  
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

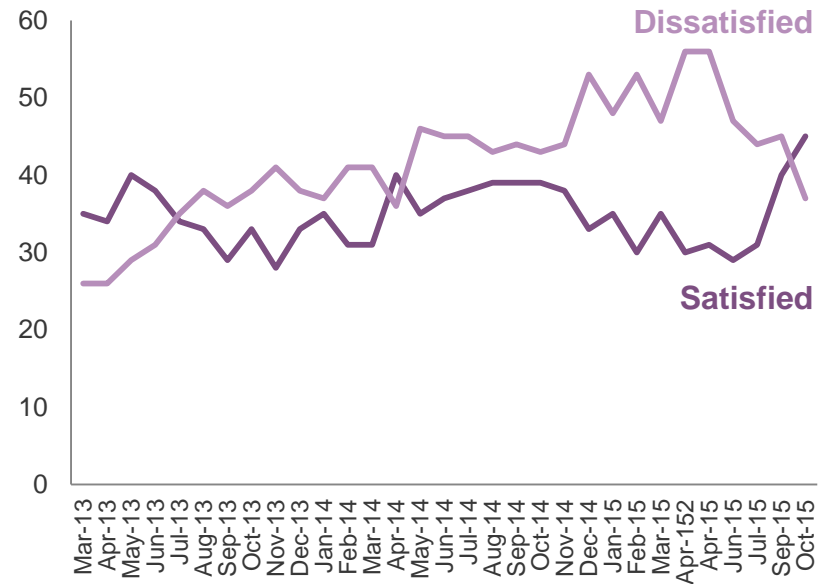
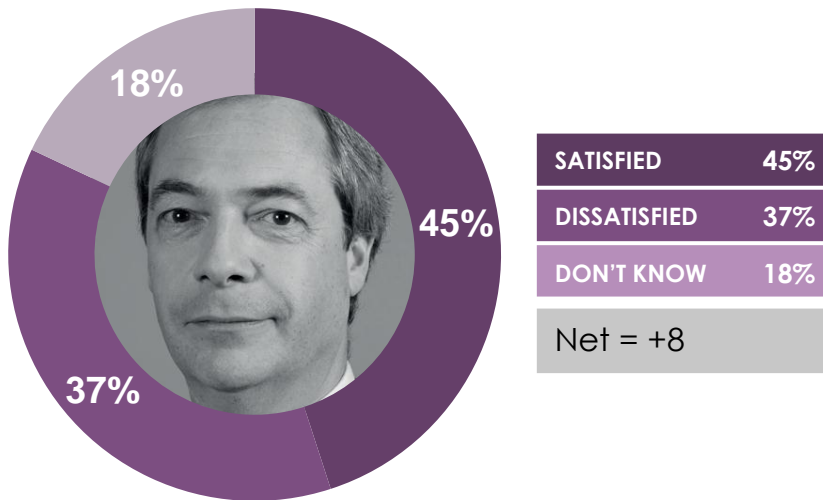
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

12

AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

October 2015

March 2013 – October 2015



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

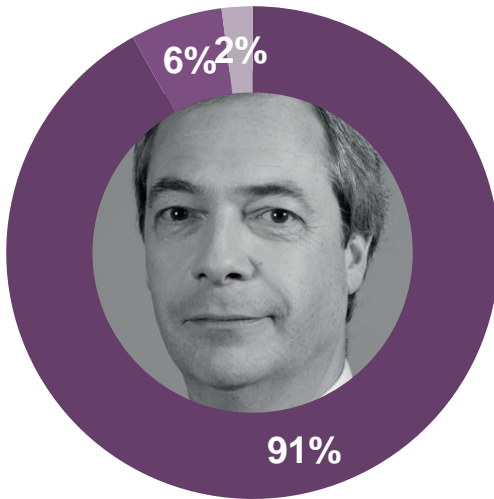
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

13

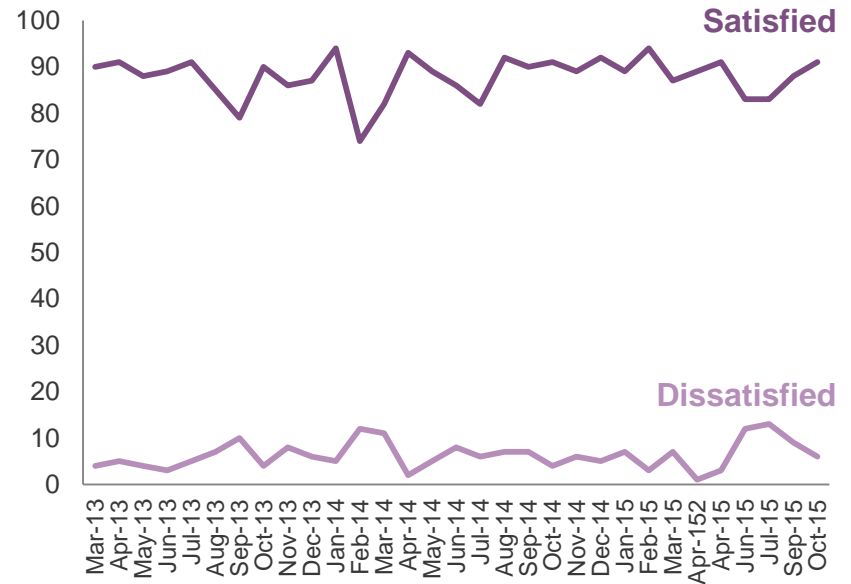
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

October 2015

March 2013 – October 2015



SATISFIED	91%
DISSATISFIED	6%
DON'T KNOW	2%
Net = +85	



Base: 83 UKIP supporters 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015  
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

# 2015

## LEADERSHIP CHANGES

# Party Leadership Change?

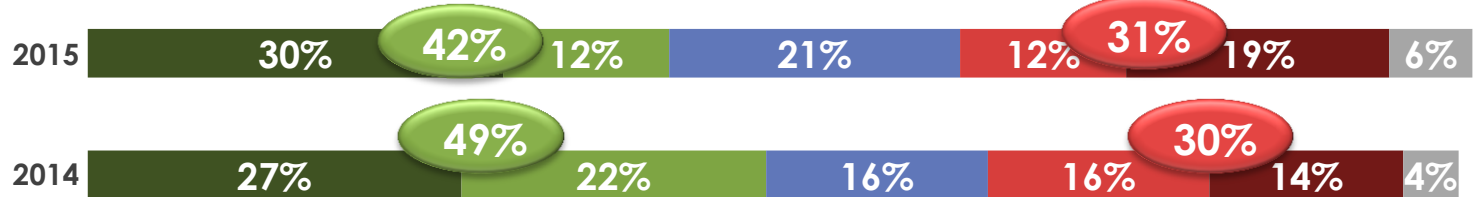
PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS:

15

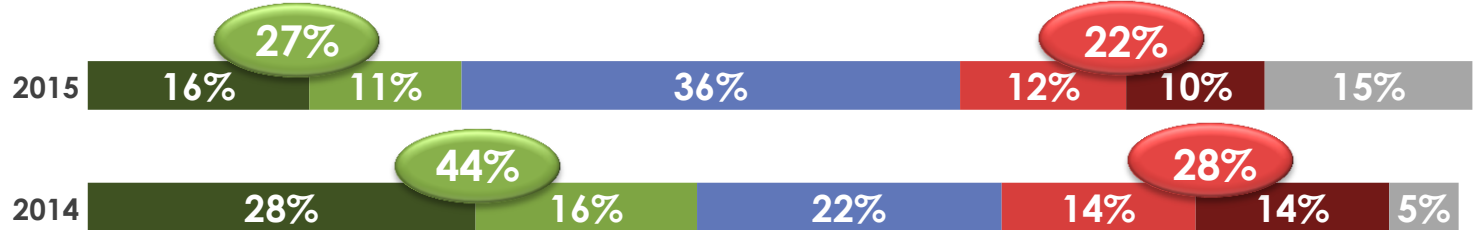
THE ... SHOULD CHANGE THEIR LEADER BEFORE THE NEXT GENERAL ELECTION IN 2020

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

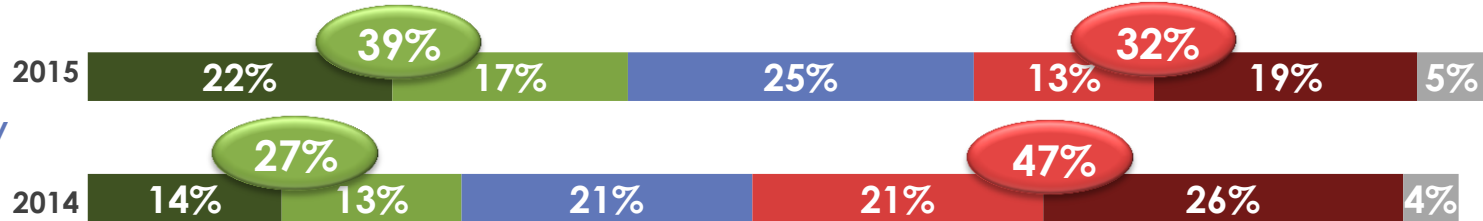
## Labour Party



## Liberal Democrats



## Conservative Party



## UK Independence Party



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015 (Liberal Democrat and UKIP each asked of half sample)  
 N.B. Question wording in 2014 was "The ... should change their leader before next year's general election"

Source: Ipsos MORI Political Monitor

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