

2015

POLITICAL MONITOR



2015

VOTING INTENTIONS

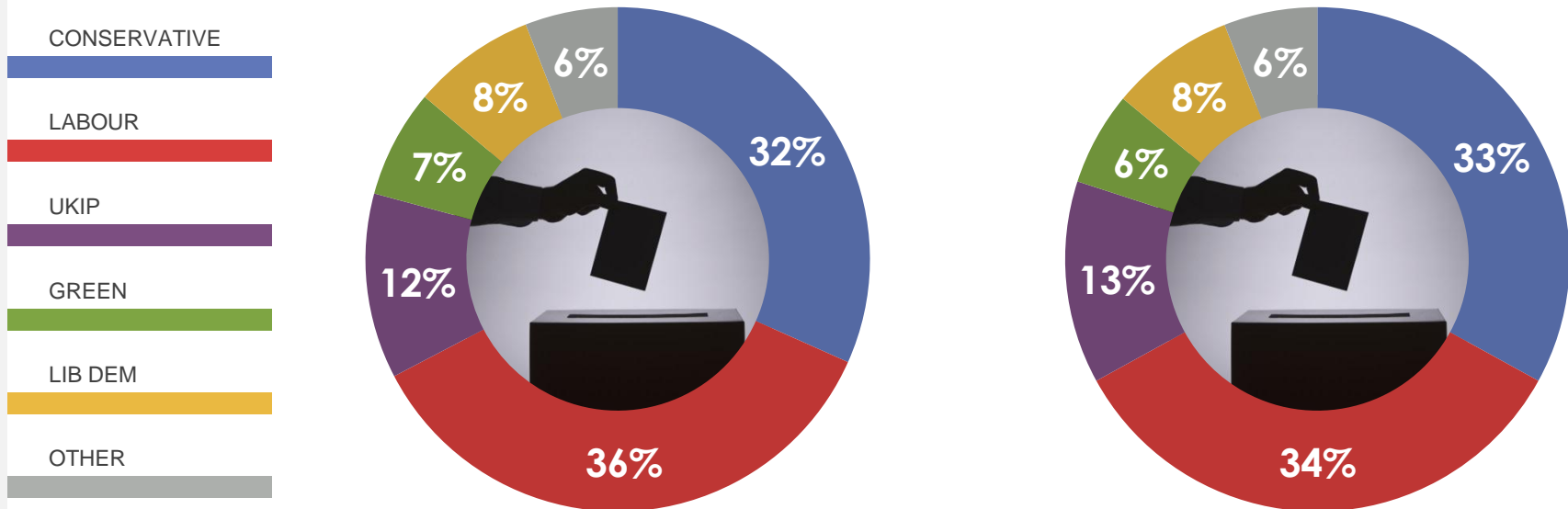
Voting Intention: All giving an opinion vs. those “certain to vote”

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

3

All giving a voting intention: 83%

All certain to vote: 60%



Conservative lead = -4

Conservative lead = -1

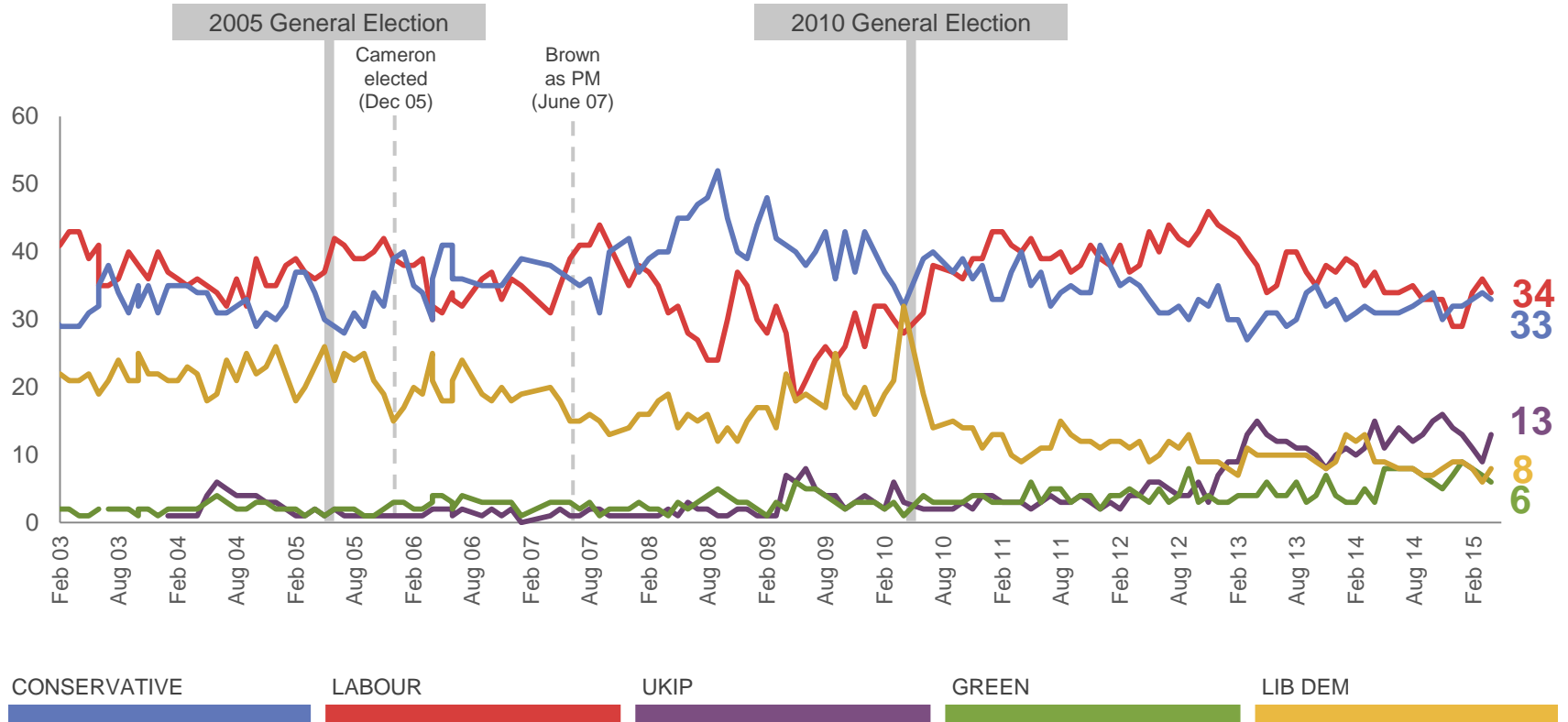
Base: 1,025 British adults 18+, 8th -11th March 2015, all certain to vote = 657

Source: Ipsos MORI Political Monitor

Voting Intention: February '03 – March '15 (all certain to vote)

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

4



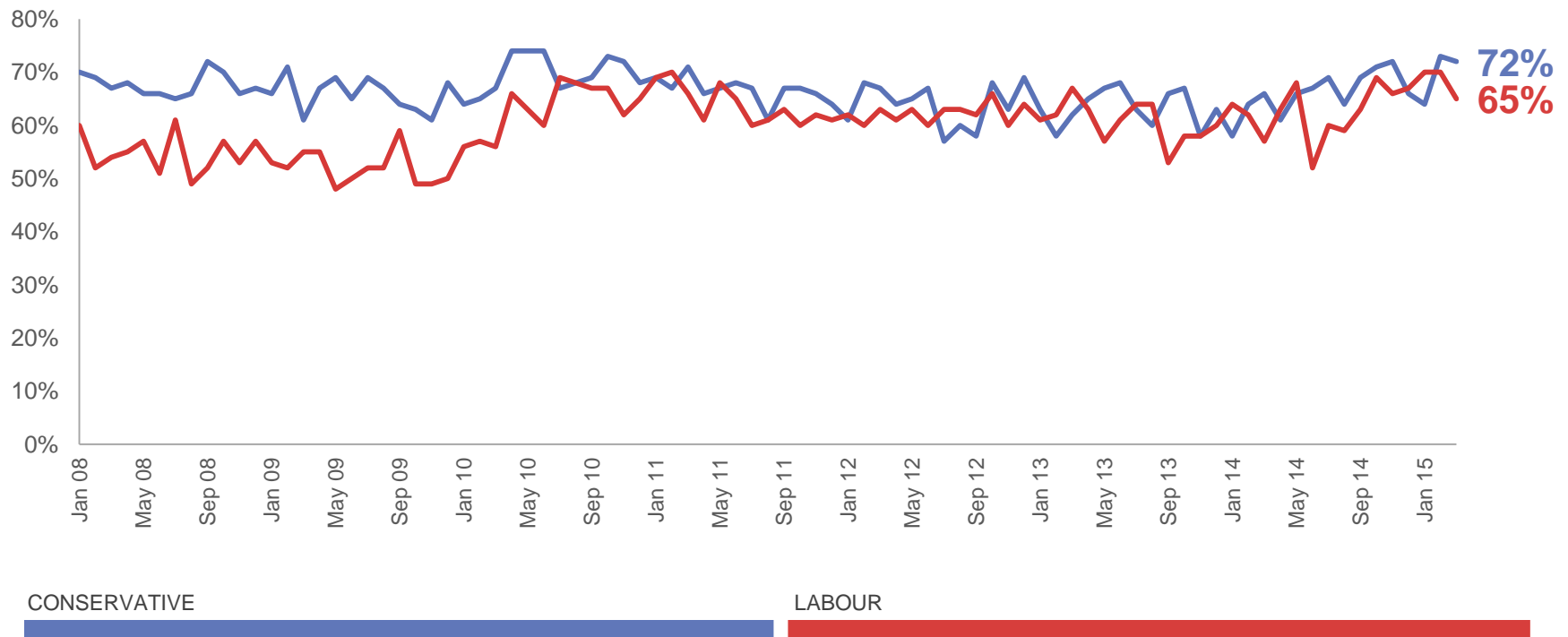
Base: c.1,000 British adults certain to vote each month through February 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

How certain are Labour and Conservative supporters in their intention to vote? Jan '08 to March '15

% OF SUPPORTERS "ABSOLUTELY CERTAIN TO VOTE"

5



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

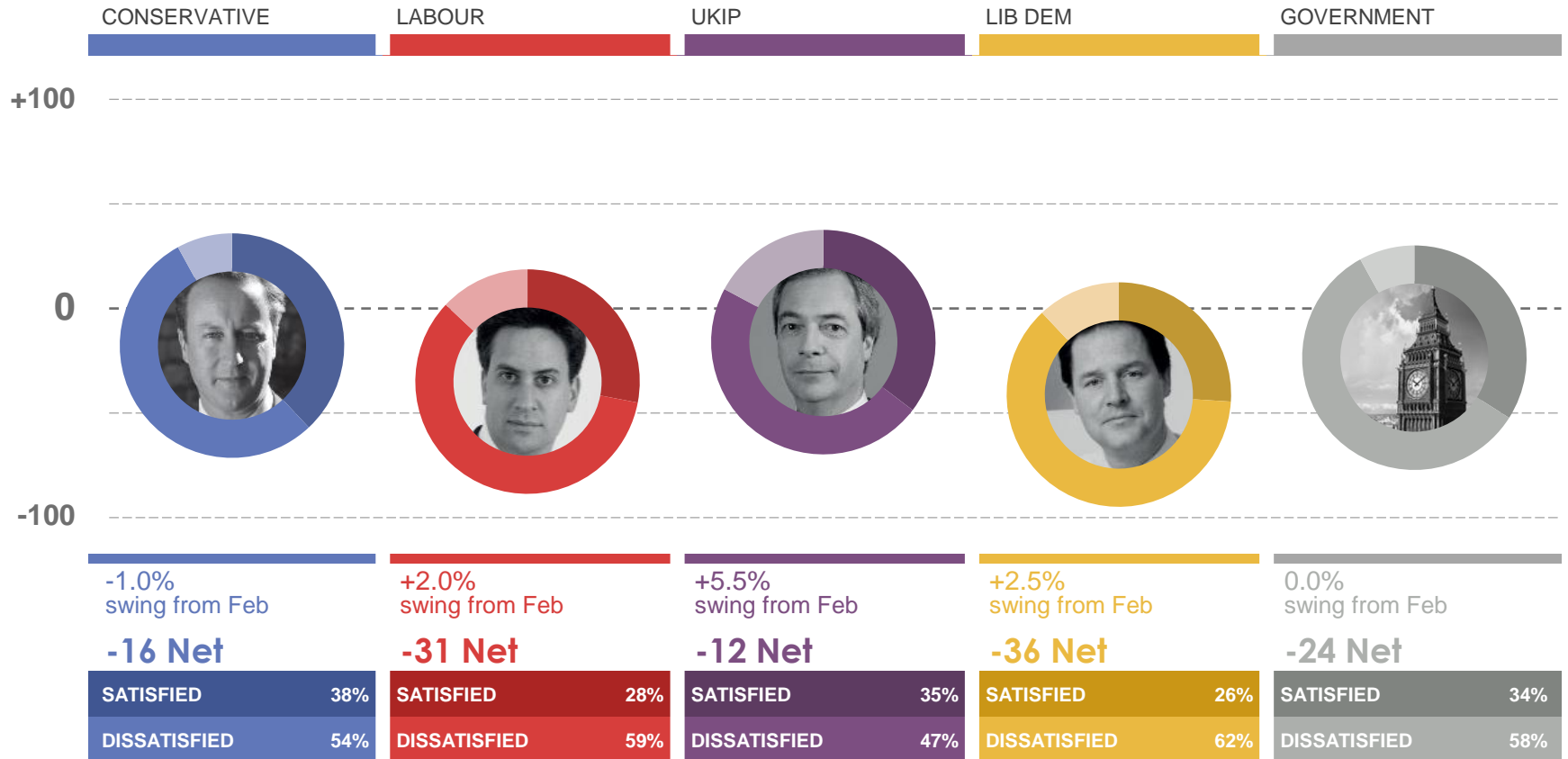
Source: Ipsos MORI Political Monitor

2015

SATISFACTION WITH THE COALITION 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 /DEPUTY PRIME MINISTER/LEADER OF THE LABOUR PARTY/UKIP?



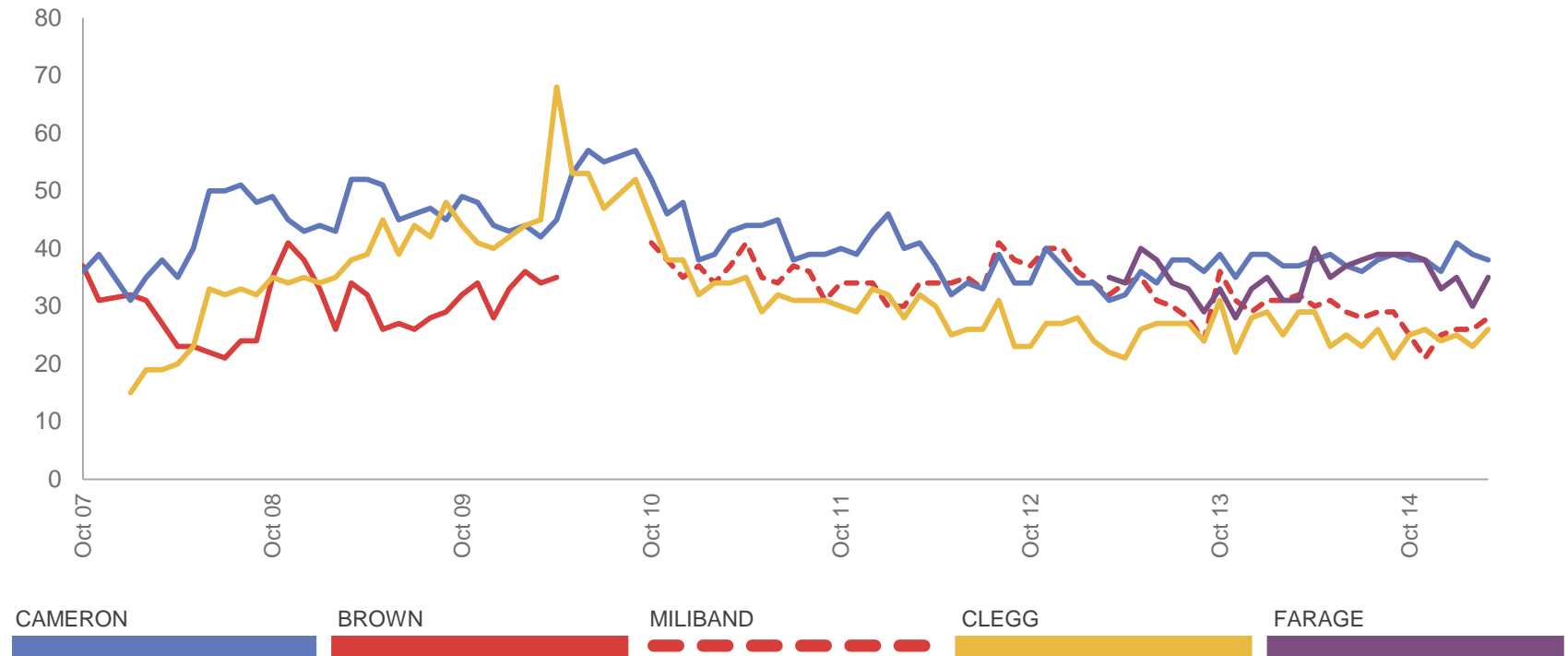
Base: 1,025 British adults 18+, 8th – 11th March 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied” Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders October '07 – March '15

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

8

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



Base: c.1,010 British adults each month

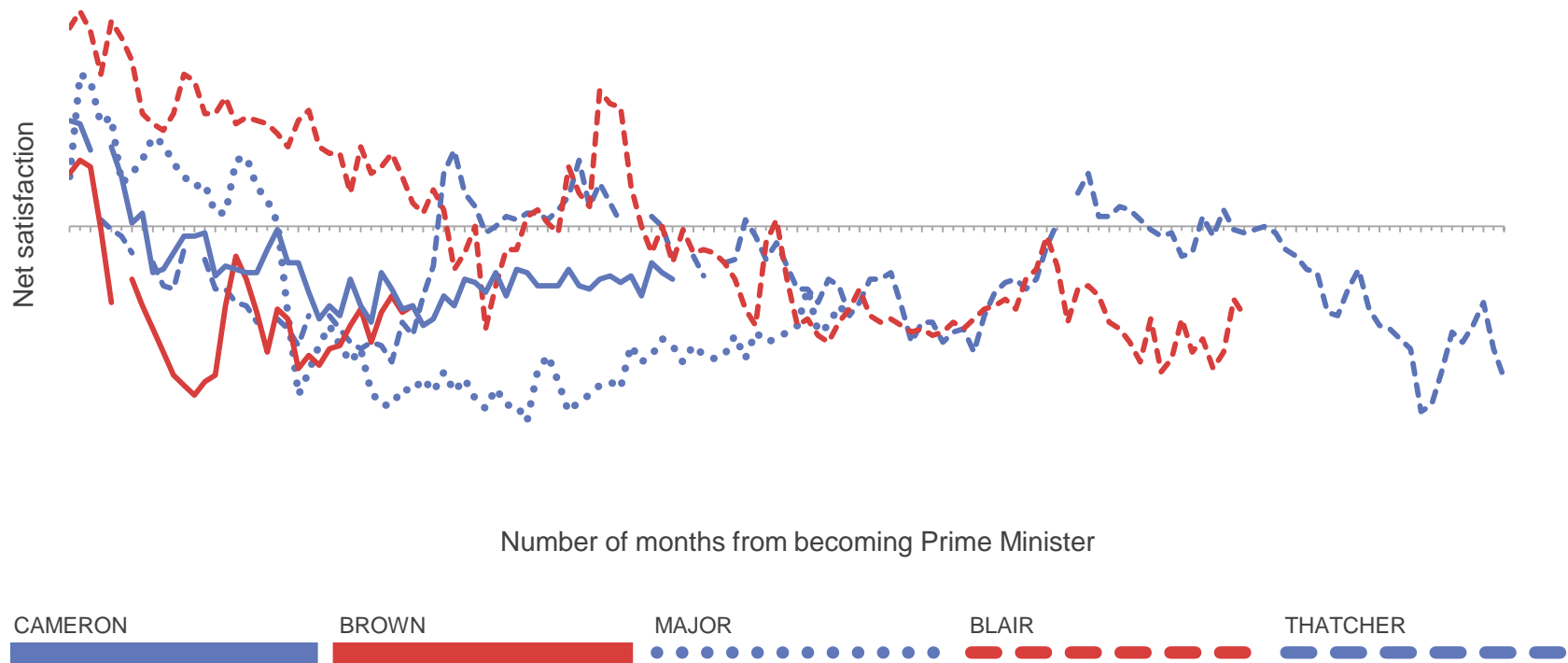
Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

9

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

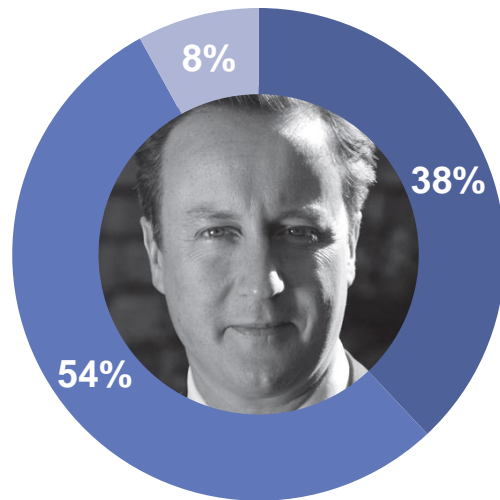
David Cameron (satisfaction)

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

10

AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

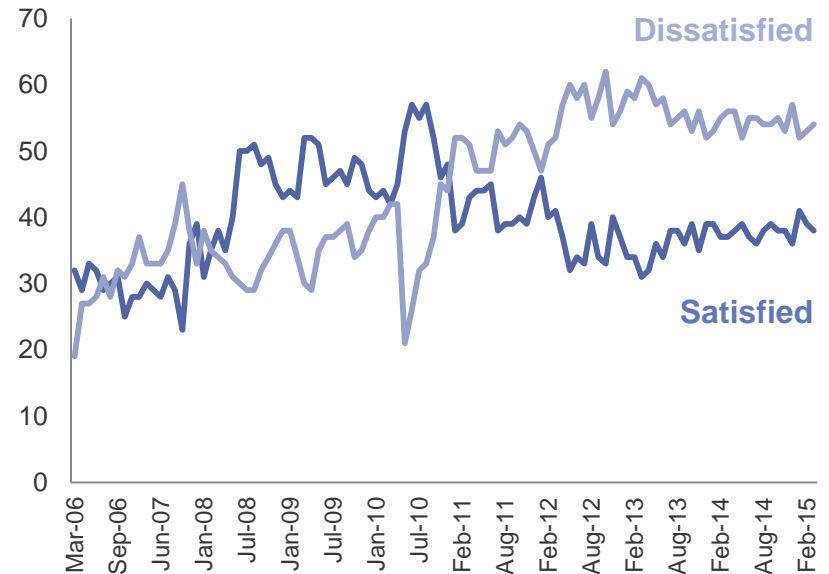
March 2015



SATISFIED	38%
DISSATISFIED	54%
DON'T KNOW	8%

Net = -16

March 2006 – March 2015



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

Base: 1,025 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

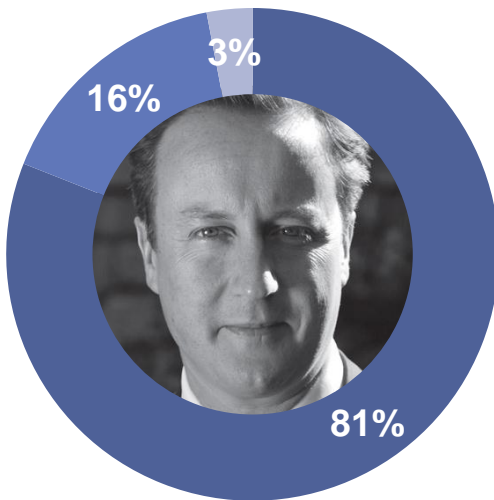
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

11

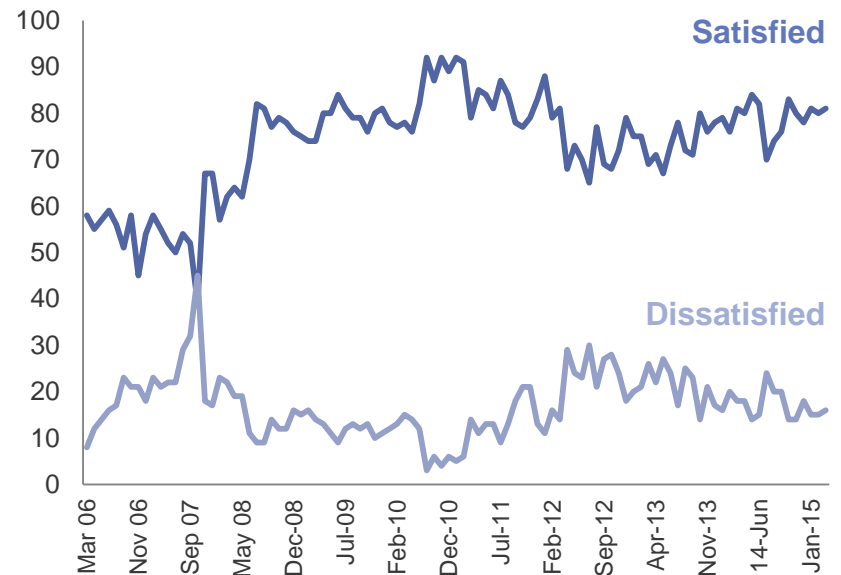
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

March 2015

March 2006 – March 2015



SATISFIED	81%
DISSATISFIED	16%
DON'T KNOW	3%
Net = +65	



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

Base: 265 Conservative supporters 18+, 8th -11th March 2015

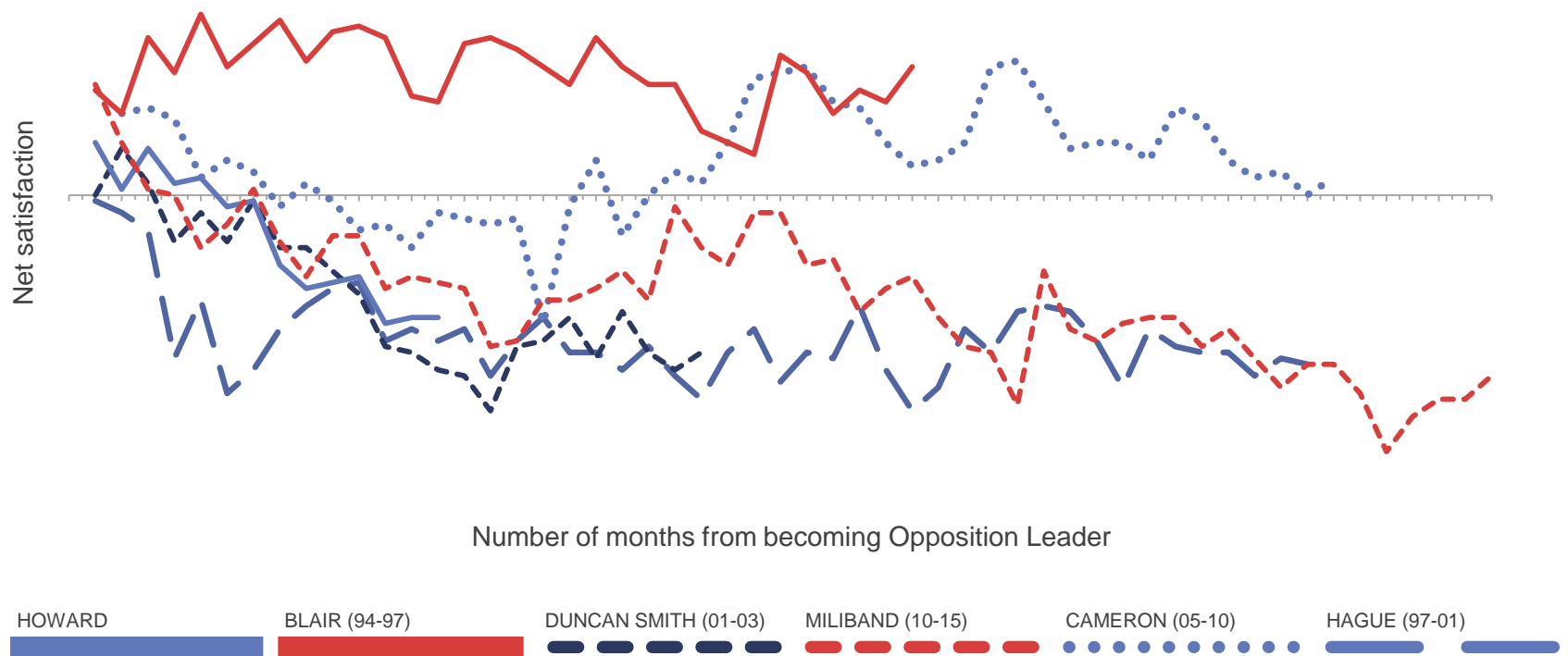
Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2015)

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

12

AS LEADER OF THE ... PARTY?



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

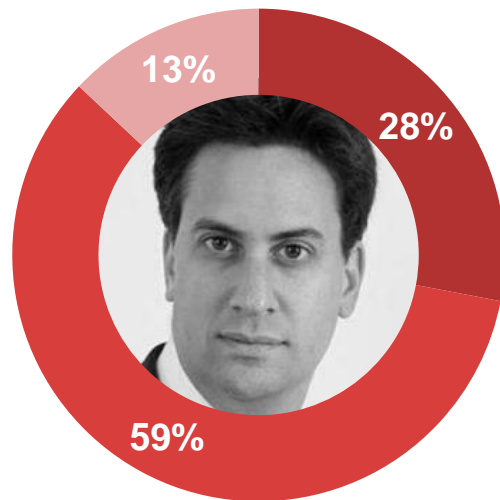
Ed Miliband (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ED MILIBAND IS DOING HIS JOB

13

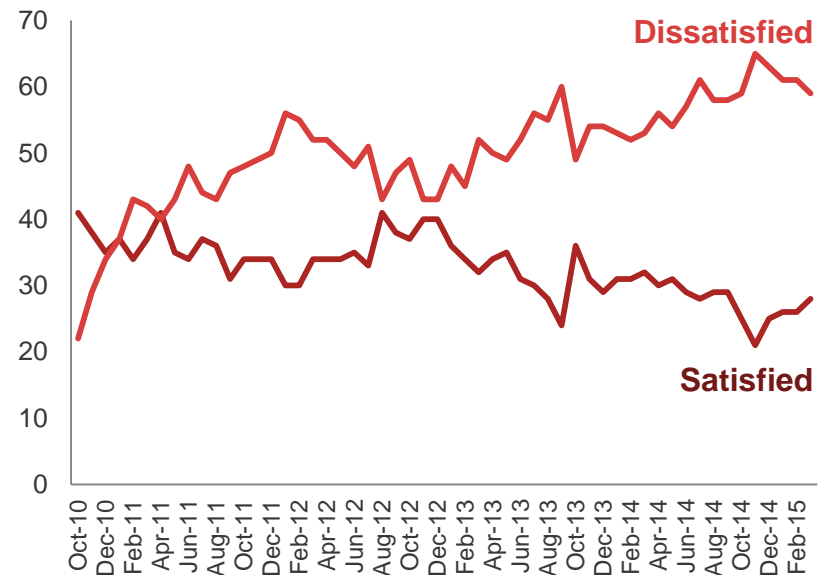
AS LEADER OF THE LABOUR PARTY?

March 2015



SATISFIED	28%
DISSATISFIED	59%
DON'T KNOW	13%
Net = -31	

October 2010 – March 2015



Base: 1,025 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

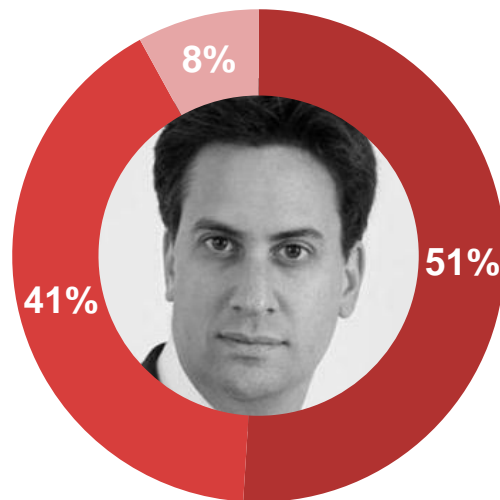
Ed Miliband (satisfaction among Labour supporters)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ED MILIBAND IS DOING HIS JOB

14

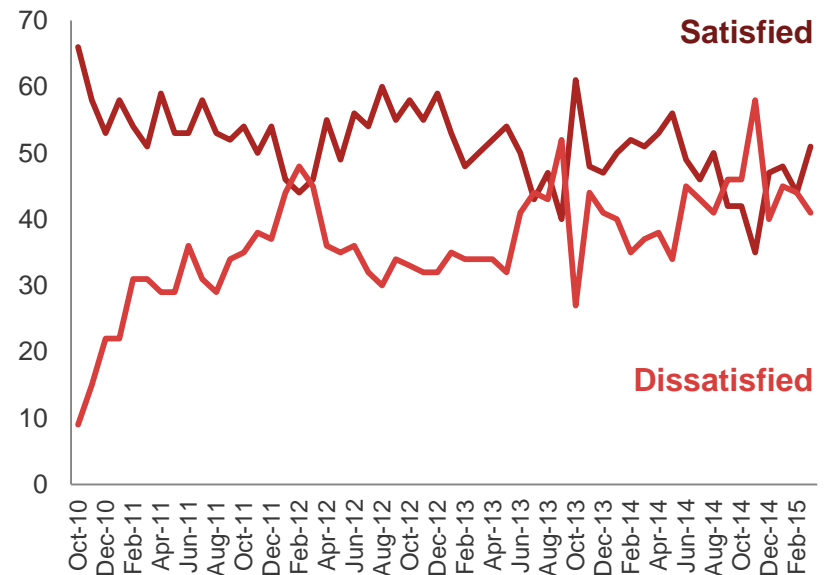
AS LEADER OF THE LABOUR PARTY?

March 2015



SATISFIED	51%
DISSATISFIED	41%
DON'T KNOW	8%
Net = +10	

October 2010 – March 2015



Base: 285 Labour supporters 18+, 8th – 10th February 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

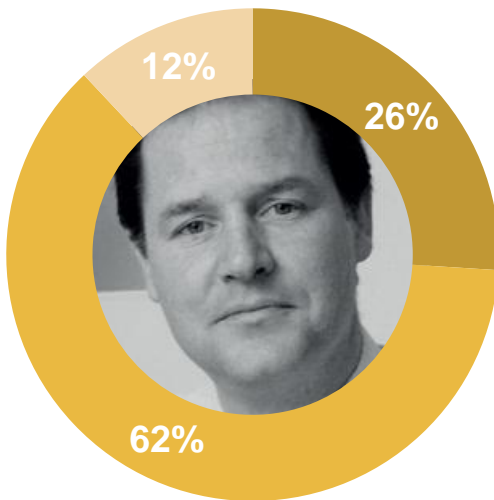
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

15

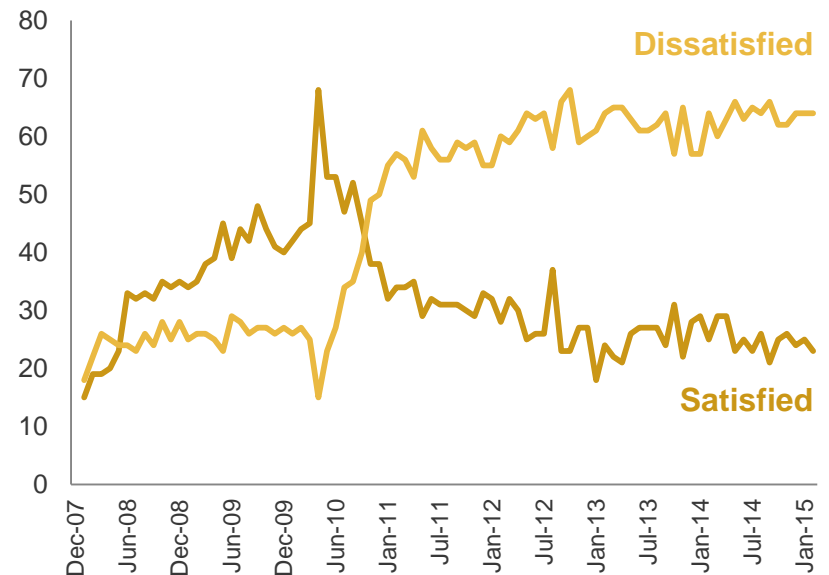
AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

March 2015

January 2008 – March 2015



SATISFIED	26%
DISSATISFIED	62%
DON'T KNOW	12%
Net = -36	



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

Base: 1,010 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

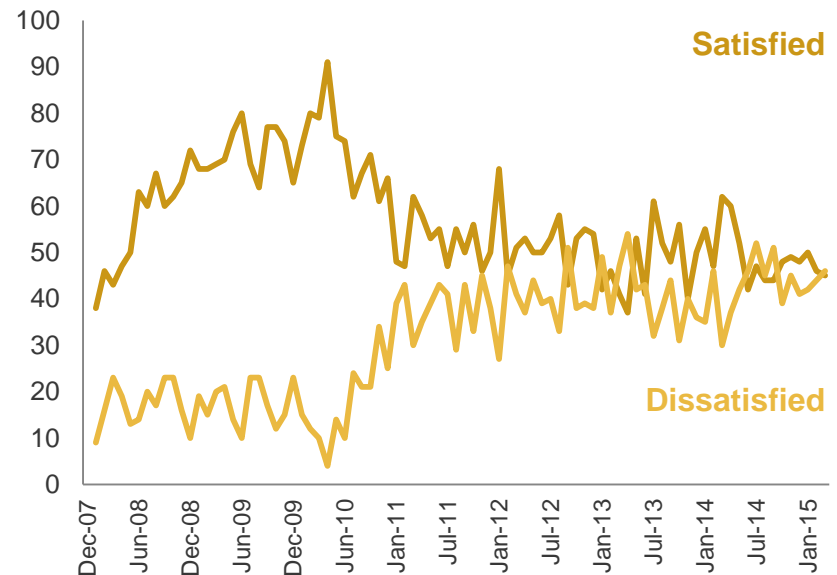
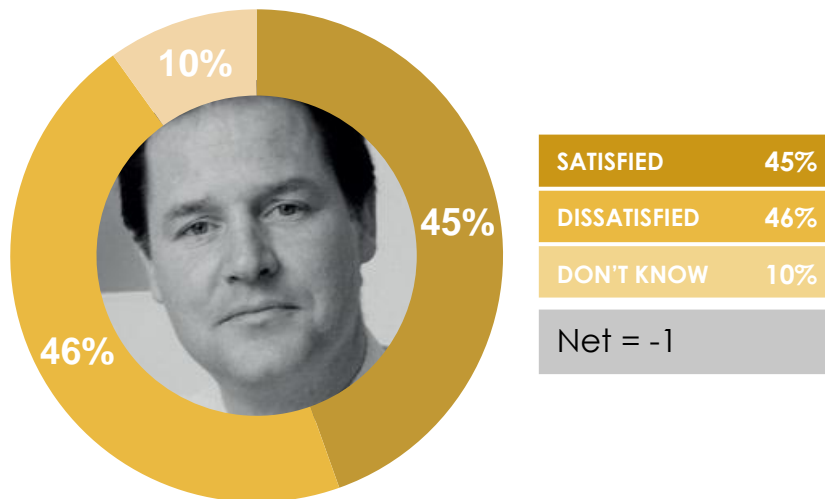
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

16

AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

March 2015

January 2008 – March 2015



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

Base: 66 Liberal Democrat supporters 18+, 8th – 11th March 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

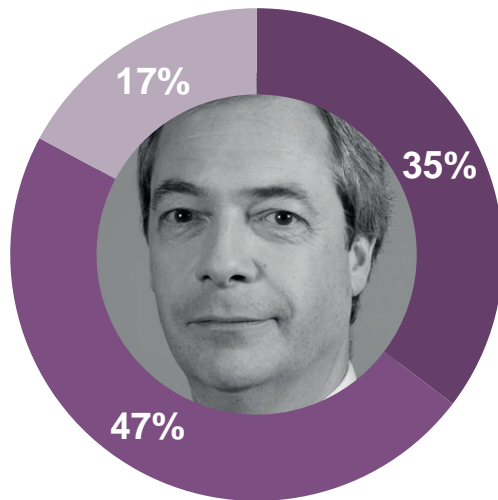
Nigel Farage (satisfaction)

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

17

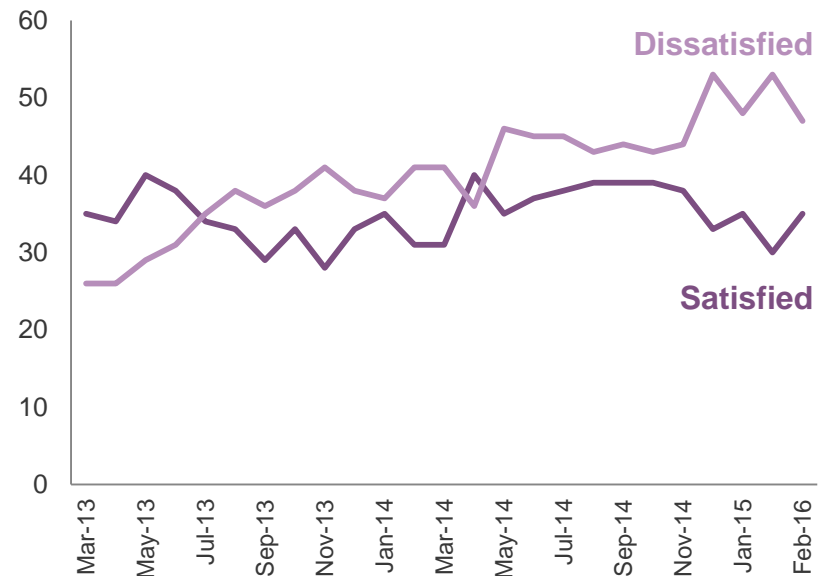
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

March 2015



SATISFIED	35%
DISSATISFIED	47%
DON'T KNOW	17%
Net = -12	

March 2013 – March 2015



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

Base: 1,025 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

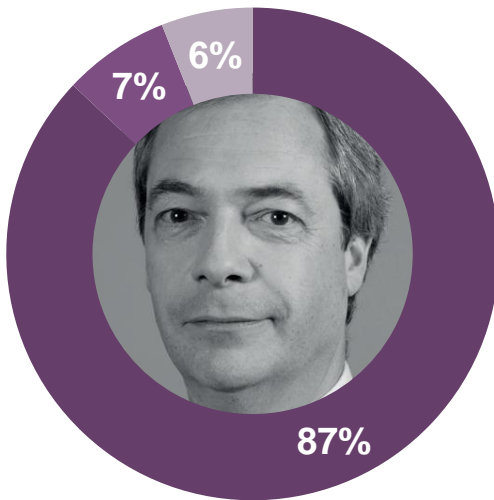
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

18

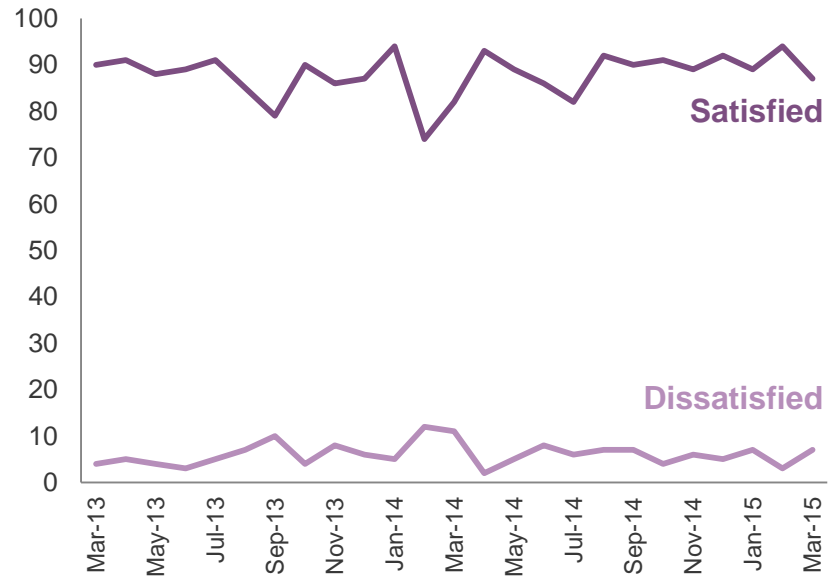
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

March 2015

March 2013 – March 2015



SATISFIED	87%
DISSATISFIED	7%
DON'T KNOW	6%
Net = +91	



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

Base: 105 UKIP supporters, 8th -11th March 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

2015

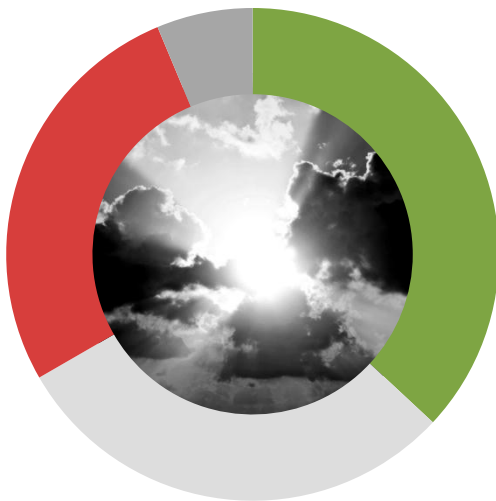
ECONOMIC OPTIMISM

Economic Optimism Index

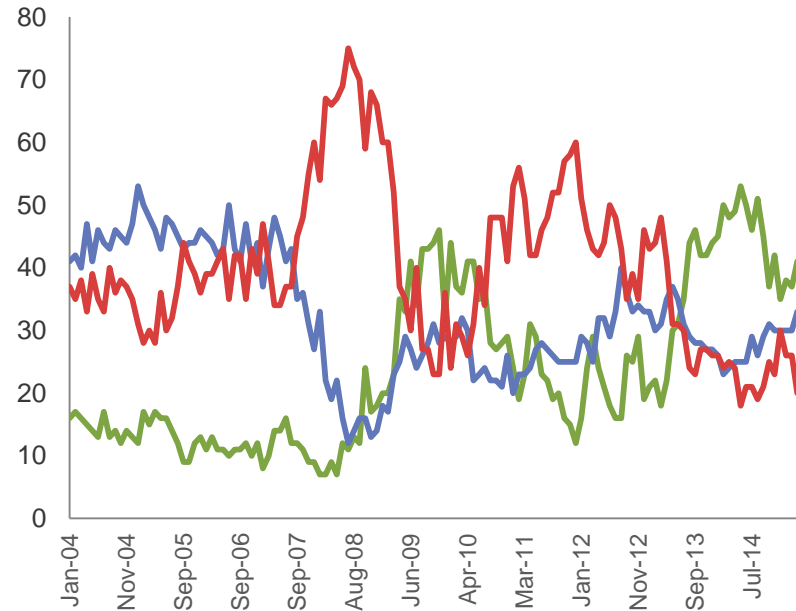
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

20

March 2015



IMPROVE	41%
STAY THE SAME	33%
GET WORSE	20%
DON'T KNOW	7%
EOI = +21	



Base: 1,025 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

The Ipsos MORI Economic Optimism Index

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL

IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

21



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

2015

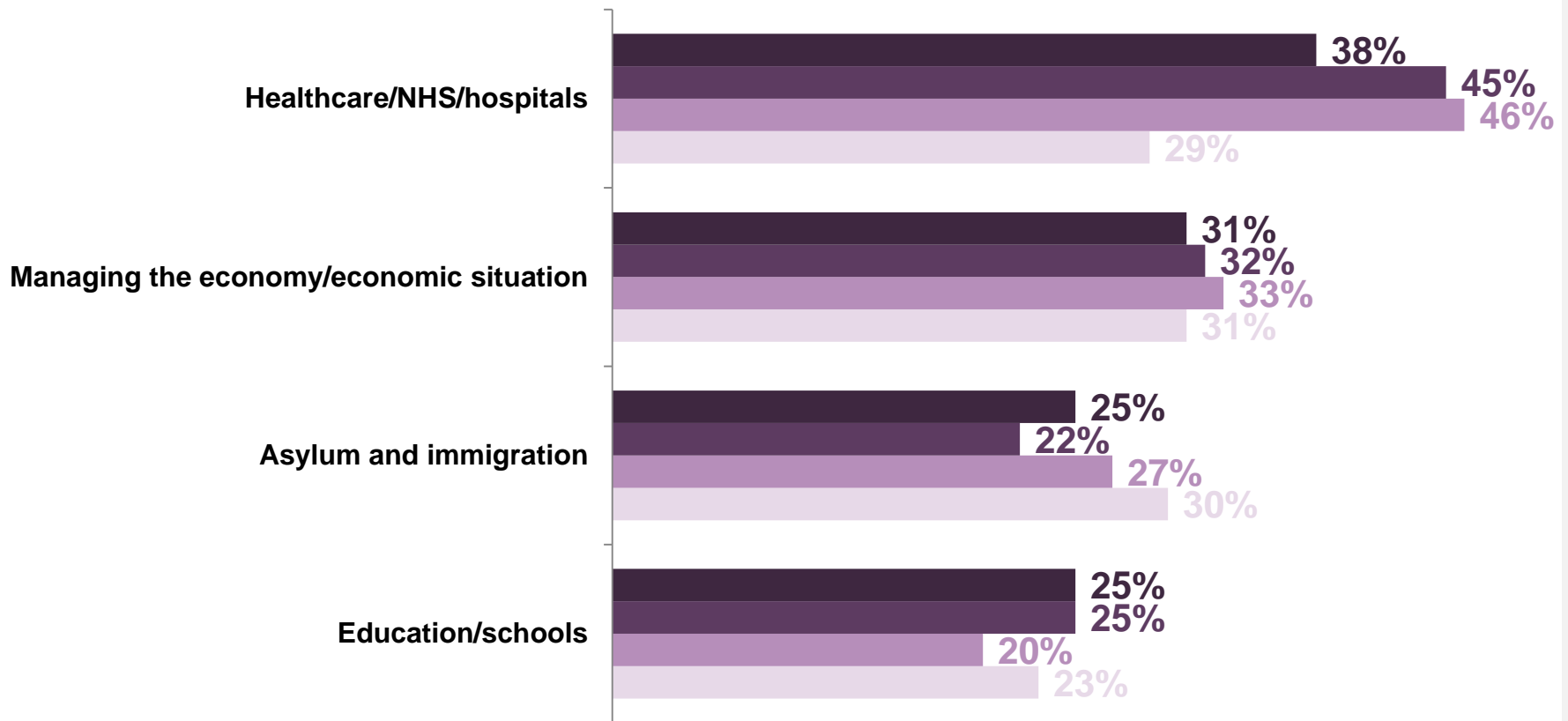
VOTING DECISIONS

Which issues will be very important when voters cast their ballots? Top four issues

LOOKING AHEAD TO THE NEXT GENERAL ELECTION, WHICH, IF ANY ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH PARTY TO VOTE FOR?

23

● September 2014 ● January 2015 ● February 2015 ● March 2015



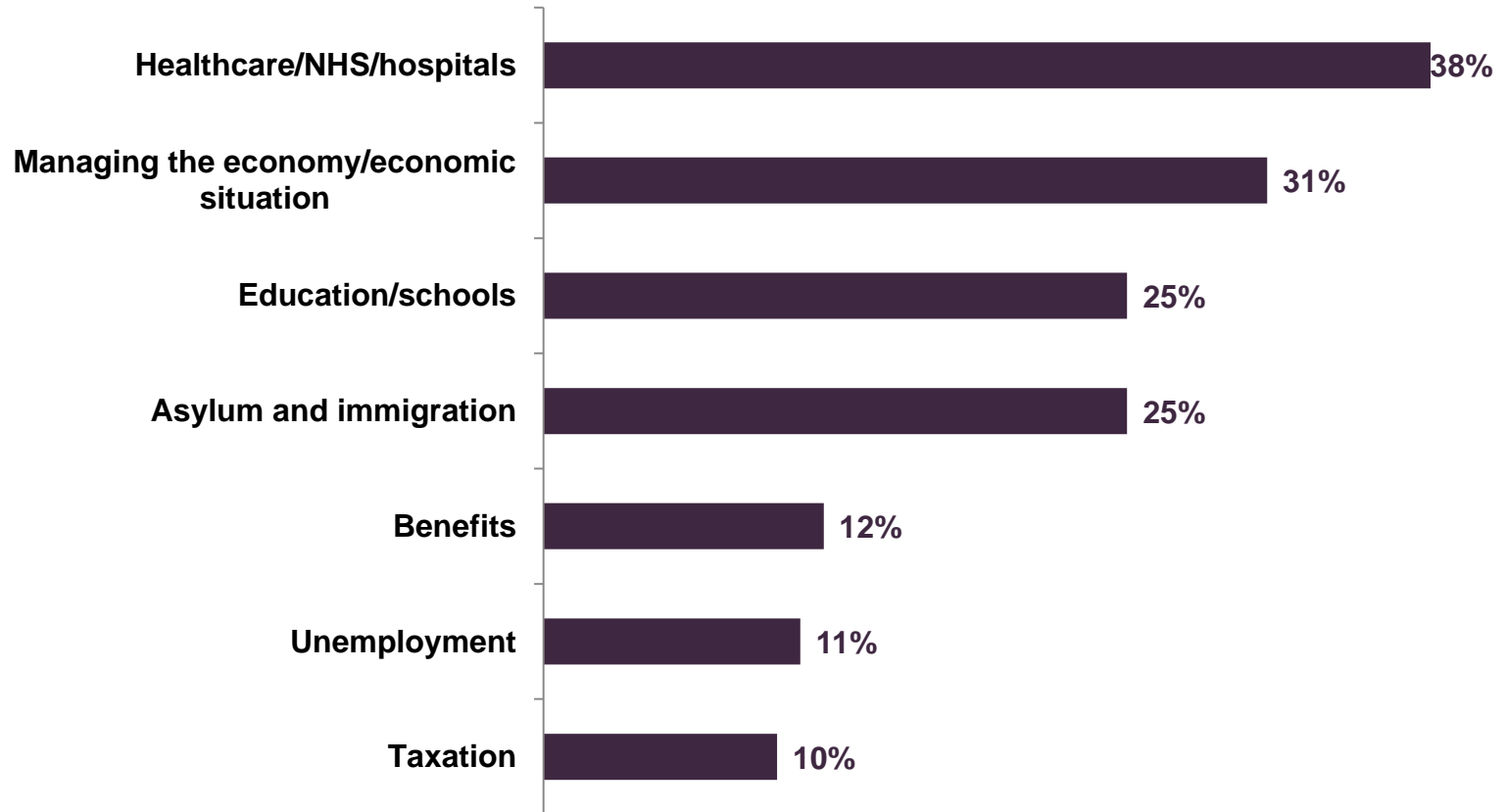
Base: 848 British adults 18+ giving a voting intention, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

Which issues will be very important when voters cast their ballots?

LOOKING AHEAD TO THE NEXT GENERAL ELECTION, WHICH, IF ANY ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH PARTY TO VOTE FOR?

24



Base: 848 British adults 18+ giving a voting intention, 8th -11th March 2015
Only showing answers above 10%; see computer tables for full results

Source: Ipsos MORI Political Monitor

2015

THE GOVERNMENT & THE ECONOMY

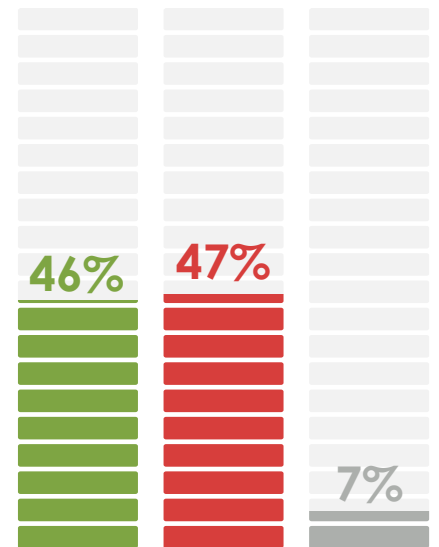
Will the government's policies improve the economy?

ON BALANCE, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

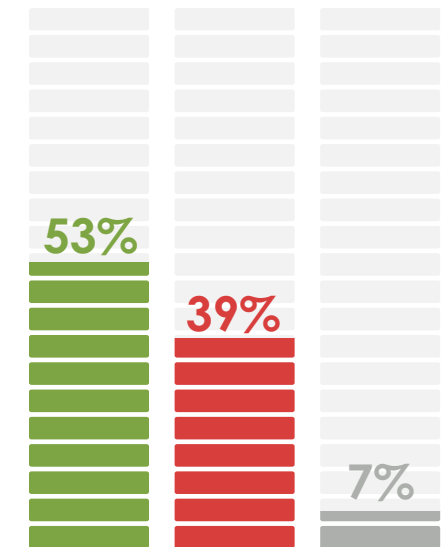
26

IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S ECONOMY

March 2012



March 2015



AGREE

DISAGREE

DON'T KNOW

Base: 1,025 British adults 18+, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

Will the government's policies improve public services?

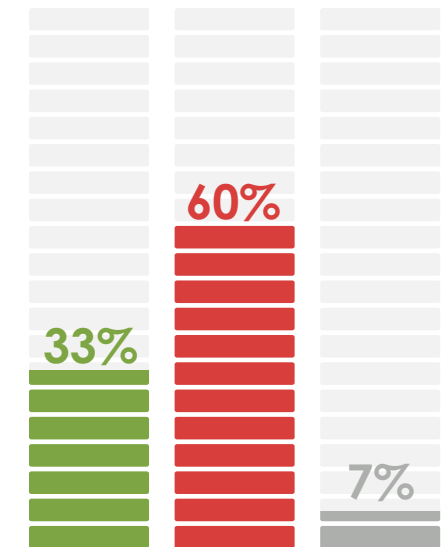
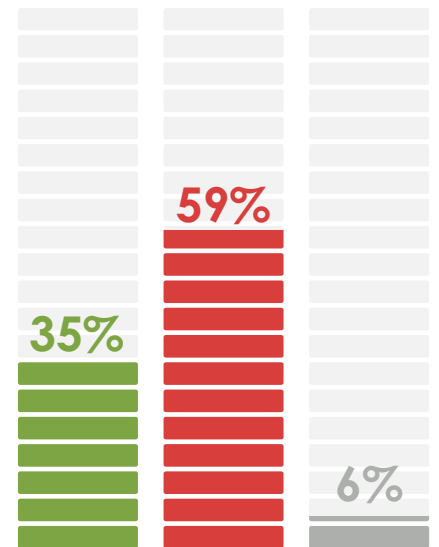
ON BALANCE, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

27

IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE BRITAIN'S PUBLIC SERVICES

October 2013

March 2015



AGREE

DISAGREE

DON'T KNOW

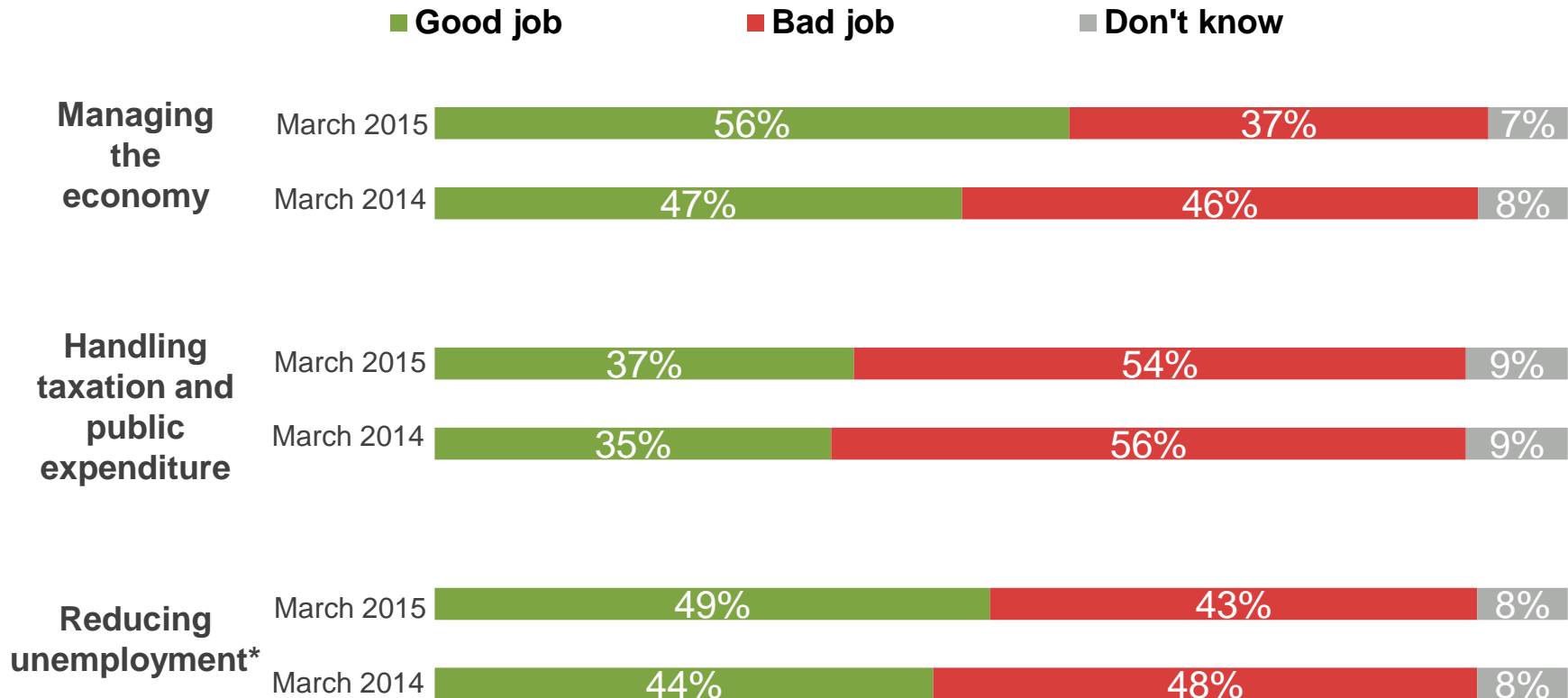
Base: 1,025 British adults 18+, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

Has the government done a good job on the economy in general?

SINCE IT WAS ELECTED IN MAY 2010, DO YOU THINK THE GOVERNMENT HAD DONE A GOOD JOB OR A BAD JOB AT...?

28



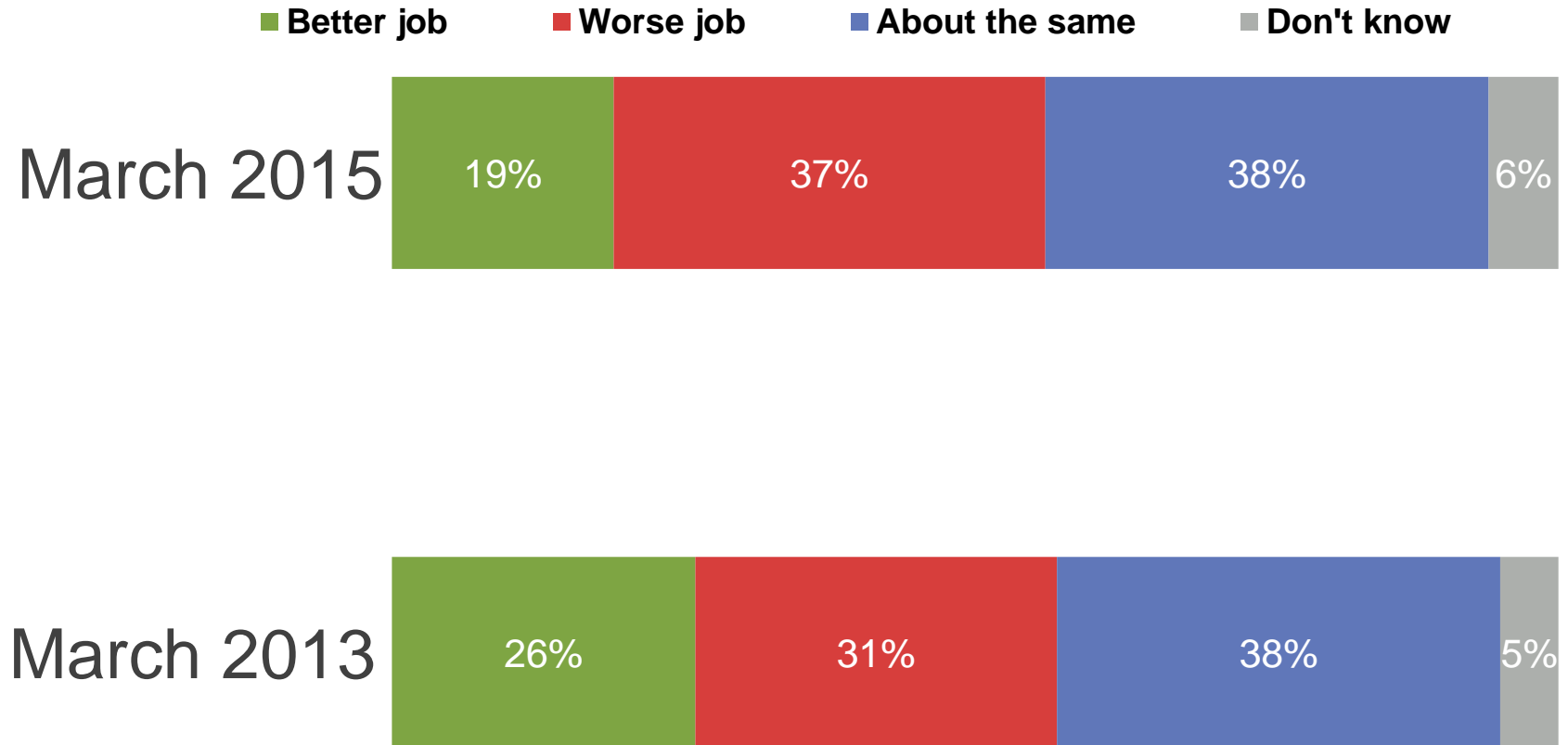
Base: 1,025 British adults 18+, 8th – 11th March 2015
*asked as 'keeping unemployment down' in March 2014

Source: Ipsos MORI Political Monitor

Would a Labour Government do a better job?

AND DO YOU THINK THAT A LABOUR GOVERNMENT WITH ED MILIBAND AS PRIME MINISTER AND ED BALLS AS CHANCELLOR OF THE EXCHEQUER WOULD DO A BETTER OR A WORSE JOB, OR ABOUT THE SAME, THAN THE PRESENT GOVERNMENT HAS DONE AT MANAGING THE ECONOMY?

29



Base: 1,025 British adults 18+, 8th – 11th March 2015

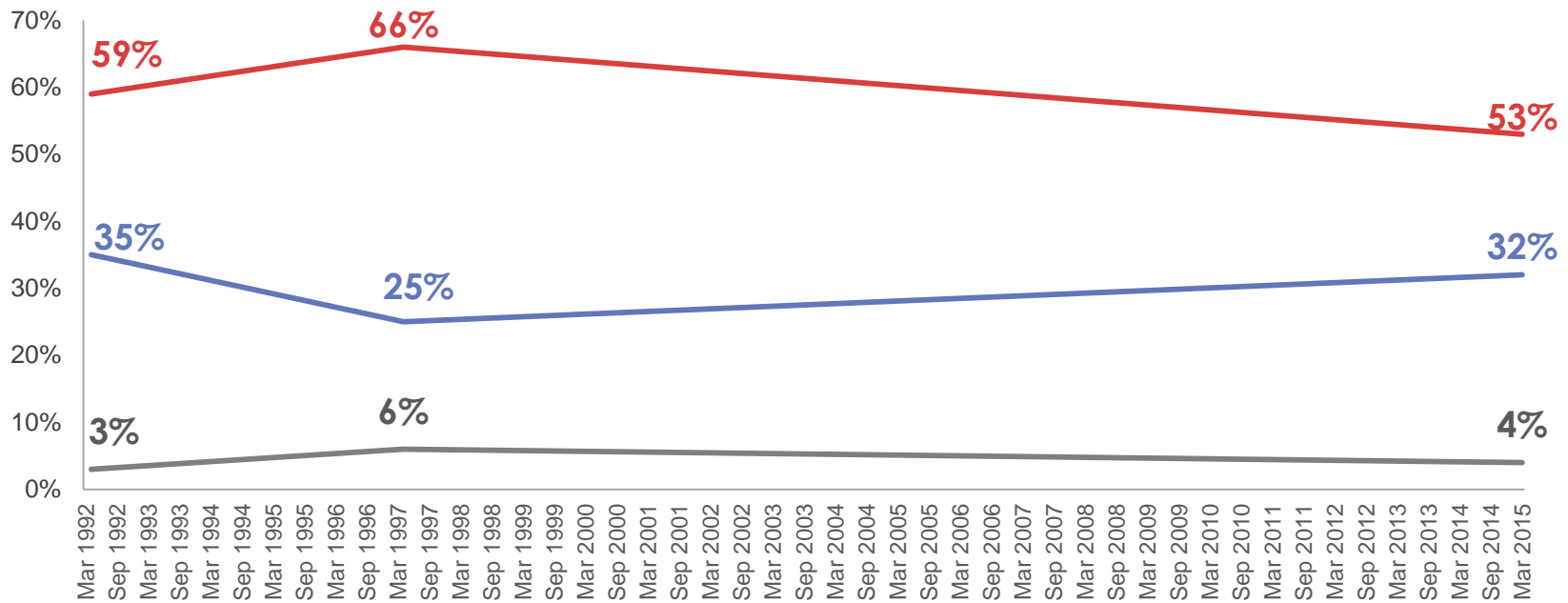
Source: Ipsos MORI Political Monitor

Does the Government deserve to win in May? Trend

WHICH OF THE STATEMENTS COMES CLOSEST TO YOUR OWN VIEW?

30

“AT THIS ELECTION IT IS TIME FOR A CHANGE” OR “THE GOVERNMENT/CONSERVATIVES DESERVE TO WIN THE ELECTION”



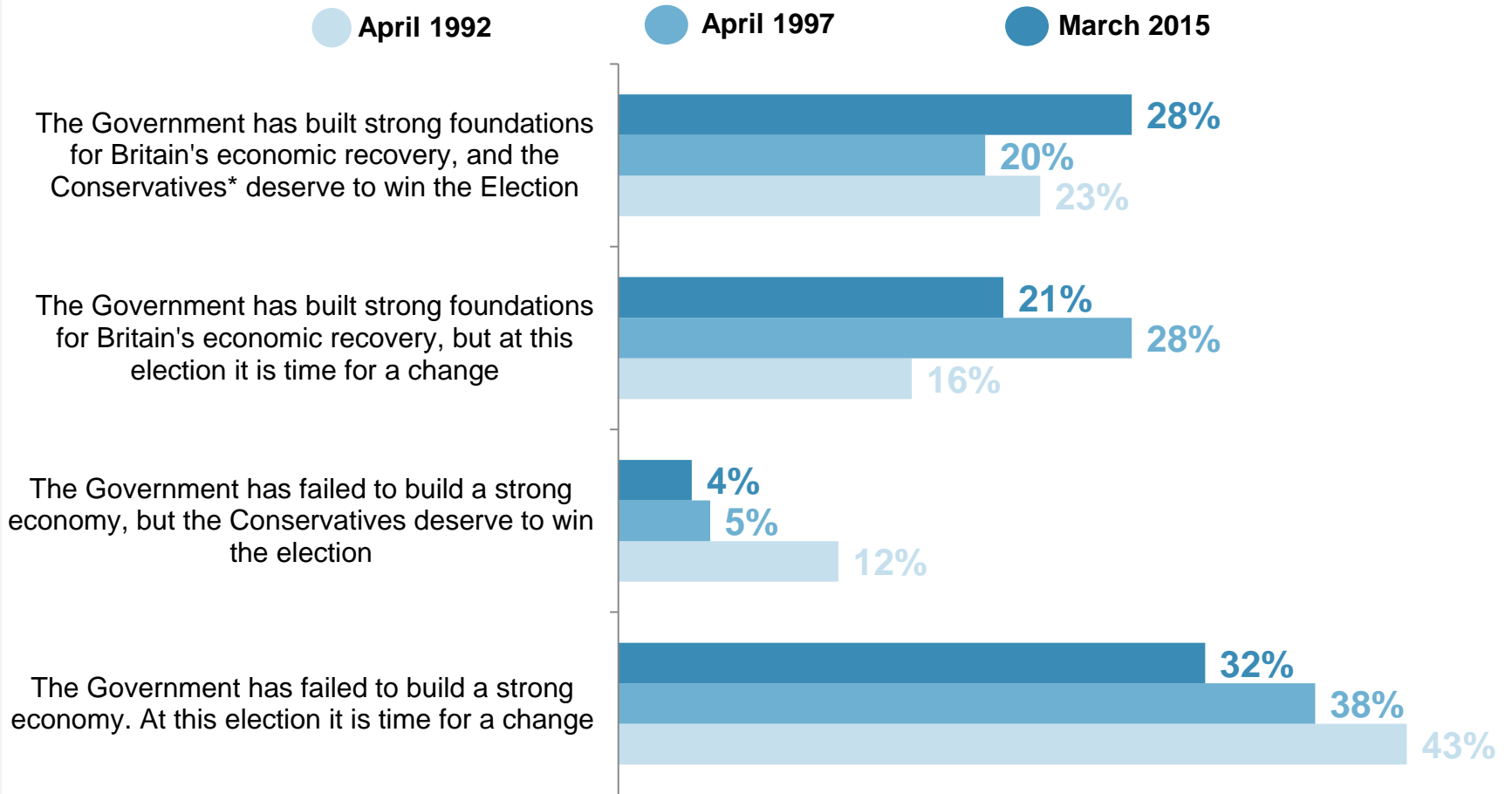
Base: 1,025 British adults 18+, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

Does the Government deserve to win in May?

WHICH OF THE STATEMENTS COMES CLOSEST TO YOUR OWN VIEW?

31



Base: 1,025 British adults 18+, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

2015

THE CHANCELLOR

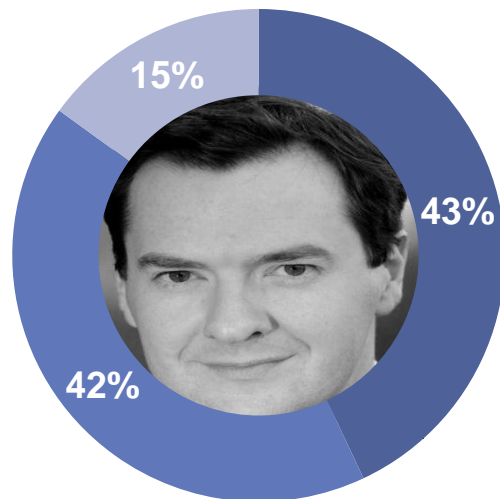
George Osborne (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY GEORGE OSBORNE IS DOING HIS JOB

33

AS CHANCELLOR OF THE EXCHEQUER?

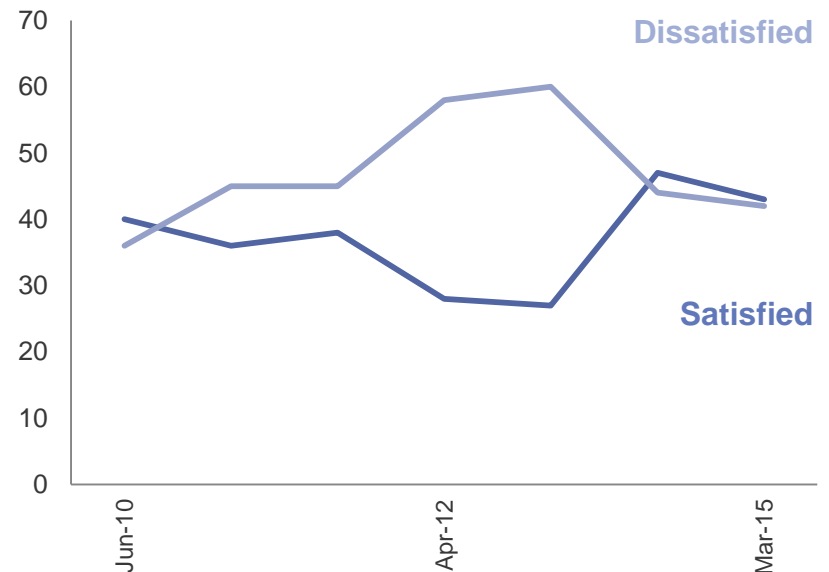
March 2015



SATISFIED	43%
DISSATISFIED	42%
DON'T KNOW	15%

Net = +1

June 2010 – March 2015



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

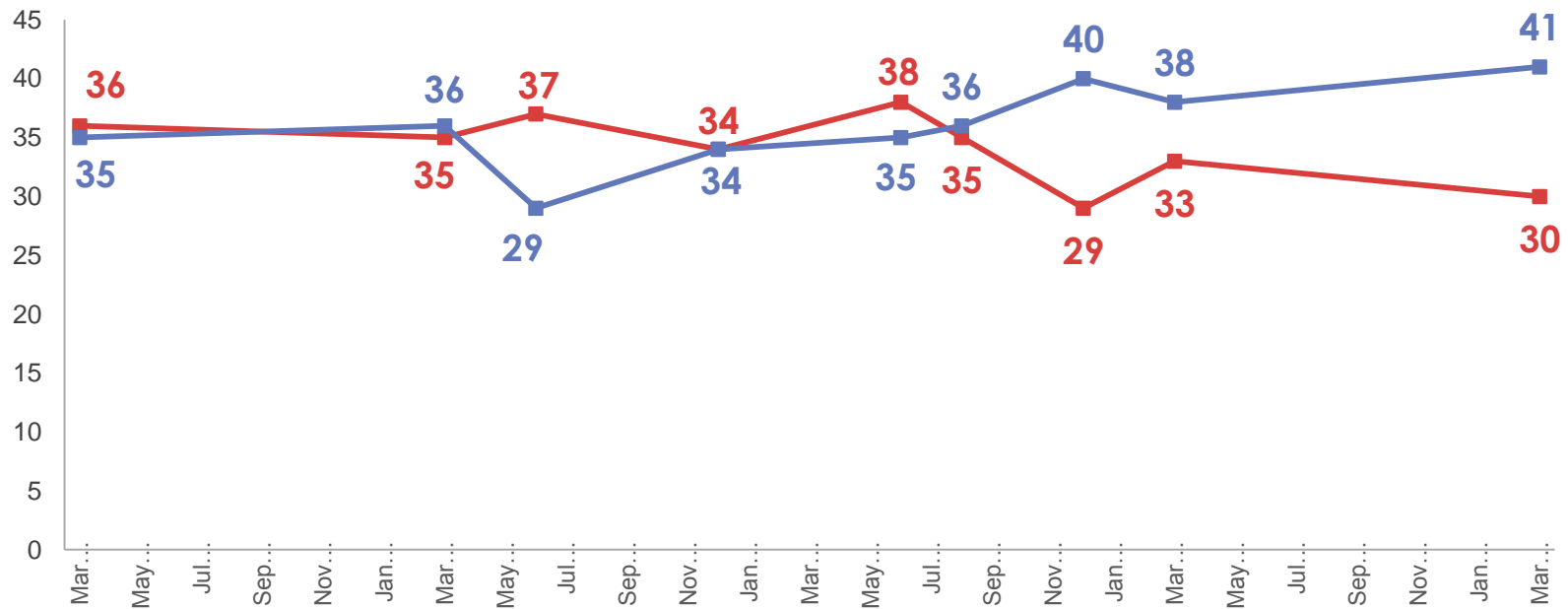
Base: 1,025 British adults 18+, 8th – 11th March 2015

Source: Ipsos MORI Political Monitor

Who would make the most capable Chancellor? Osborne vs Balls

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE CHANCELLOR, THE CONSERVATIVES' GEORGE OSBORNE OR LABOUR'S ED BALLS?

34



BALLS

OSBORNE

Base: 1,025 British adults 18+, 8th – 11th March 2015

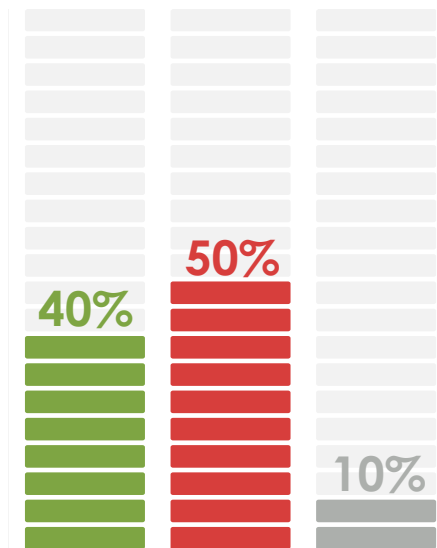
Source: Ipsos MORI Political Monitor

Should George Osborne announce tax cuts?

AS YOU MAY KNOW, THE CHANCELLOR WILL ANNOUNCE HIS LAST BUDGET BEFORE THE ELECTION ON 18TH MARCH. DO YOU THINK HE SHOULD OR SHOULD NOT ANNOUNCE TAX CUTS IN THAT BUDGET?

35

March 2015



HE SHOULD

HE SHOULD NOT

DON'T KNOW

Base: Asked as a split sample question. 517 British adults 18+ asked statement "Do you think he should or should not announce tax cuts", 508 asked statement "When thinking about the health of the economy and public services, do you think he should or should not announce tax cuts in that Budget?". Totals reported here are combined, 8th -11th March 2015

Source: Ipsos MORI Political Monitor

2015

POLITICAL MONITOR

