

2015

POLITICAL MONITOR



2015

LABOUR'S LEADERSHIP ELECTION

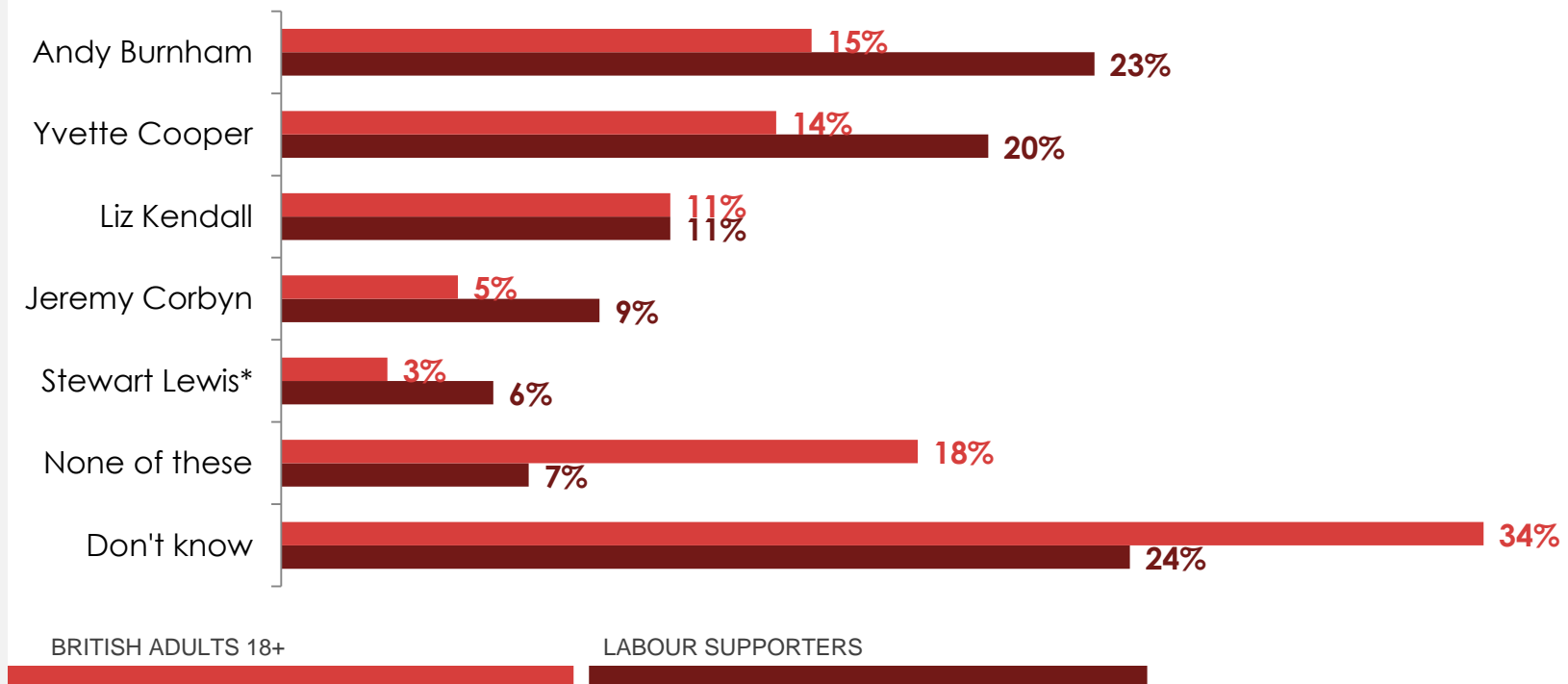
Who would Britons like to see lead the Labour Party?

AS YOU MAY KNOW, THE LABOUR PARTY IS CURRENTLY IN THE PROCESS OF SELECTING A NEW PARTY LEADER.

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WHICH ONE OF THE FOLLOWING POLITICIANS I AM GOING TO READ OUT, IF ANY, WOULD YOU LIKE TO SEE LEAD THE LABOUR PARTY?

June 2015



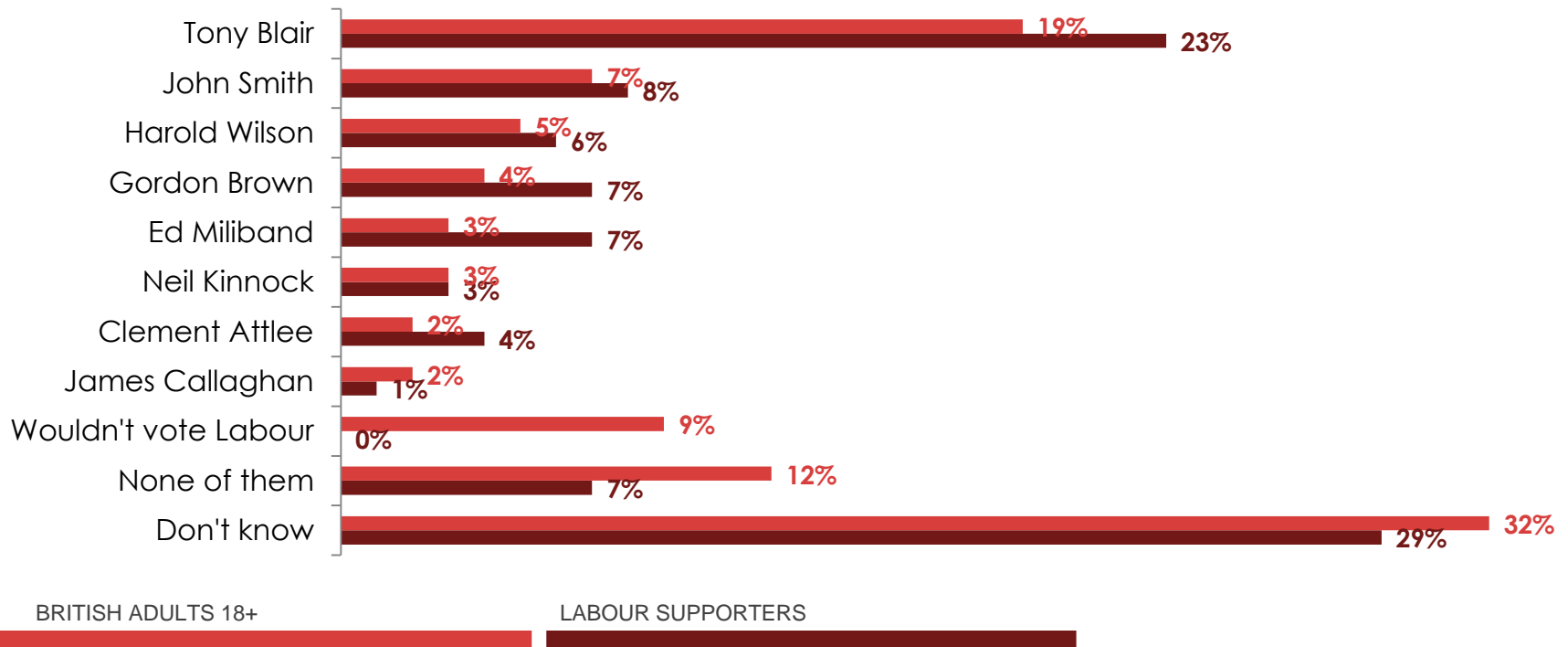
Base: 1,005 British adults 18+, 275 Labour supporters 14th -16th June 2015
*Red herring

Source: Ipsos MORI

Which past Labour leader should the new leader most be like?

AND STILL THINKING ABOUT THE LABOUR LEADERSHIP CONTEST, WHICH PAST LABOUR LEADER, IF ANY, SHOULD THE NEXT LEADER MOST RESEMBLE TO MAKE YOU MORE LIKELY TO VOTE FOR THE LABOUR PARTY?

June 2015



Base: 1,005 British adults 18+, 14th -16th June 2015
Only showing Labour leaders with 2% or more of mentions. Please see computer tables for full results

Source: Ipsos MORI

2015

VOTING INTENTIONS

Voting Intention

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

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All giving a voting intention

Headline voting intention

CONSERVATIVE

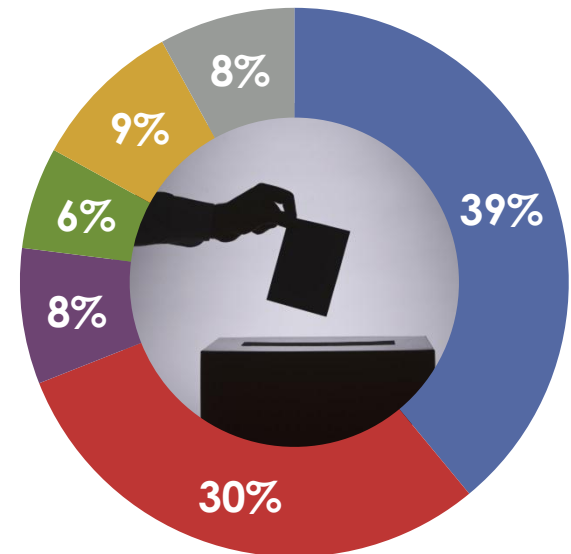
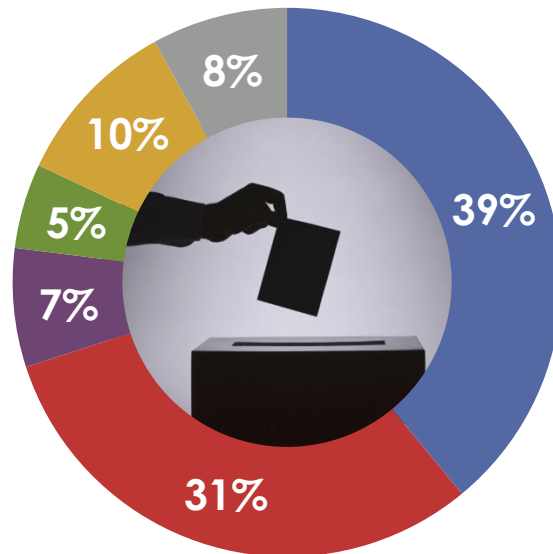
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +8

Conservative lead = +9

Base: 1,005 British adults 18+, 14th -16th June 2015, all 9/10 certain to vote and always/usually/it depends vote in General Elections = 742. 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

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