

Ipsos MORI

APRIL 2016 POLITICAL MONITOR



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April 2016

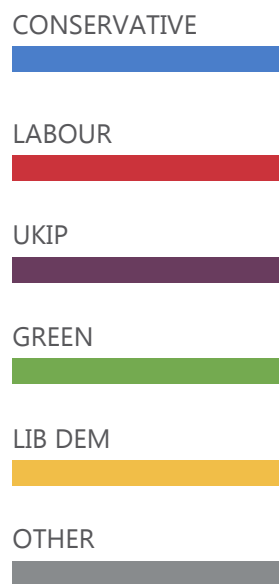
VOTING INTENTIONS



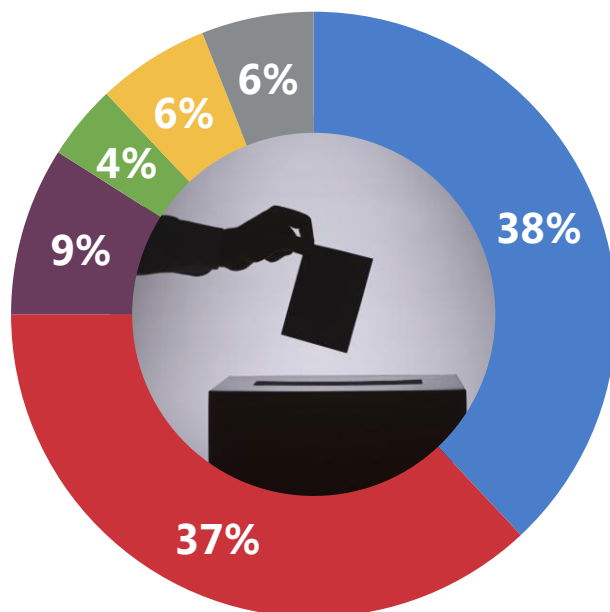
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Voting Intention

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

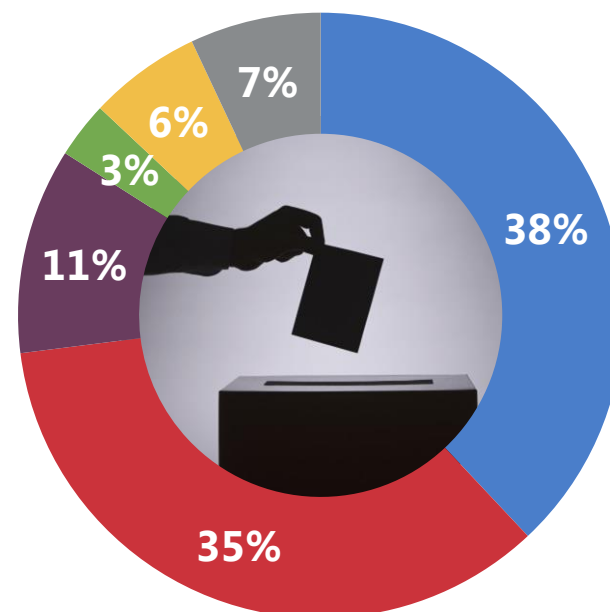


ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = +1

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +3

Base: 1,026 British adults 18+, 16th – 18th April 2016; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 781. 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

April 2016

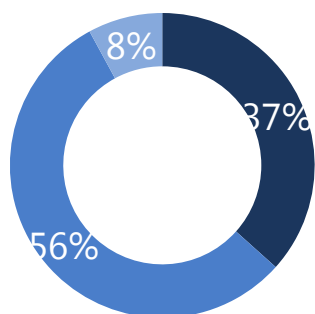
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



Satisfaction with leaders and the Government

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

David Cameron

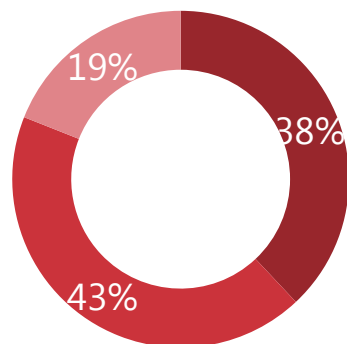


+3%
swing from March 2016

-19 Net

SATISFIED	37%
DISSATISFIED	56%

Jeremy Corbyn

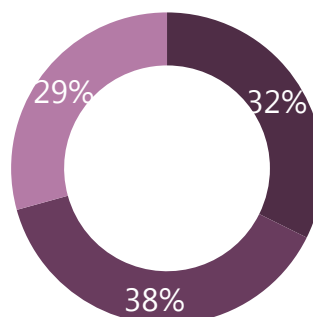


+3%
swing from March 2016

-5 Net

SATISFIED	38%
DISSATISFIED	43%

Nigel Farage

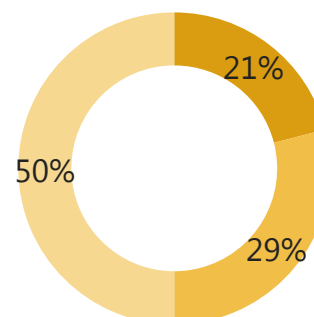


-2%
swing from March 2016

-6 Net

SATISFIED	32%
DISSATISFIED	38%

Tim Farron

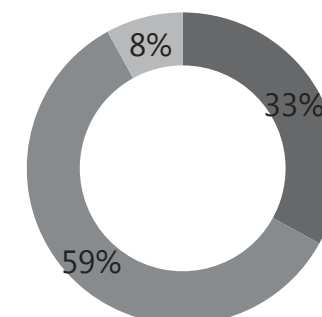


+2%
swing from March 2016

-8 Net

SATISFIED	21%
DISSATISFIED	29%

The Government



+1.5%
swing from February 2016

-26 Net

SATISFIED	33%
DISSATISFIED	59%

Base: 1,026 British adults 18+, 16th – 18th April 2016 When asked about Nigel Farage and Tim Farron the sample was split sampled with 509 and 517 British adults 18+ asked about each respectively. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

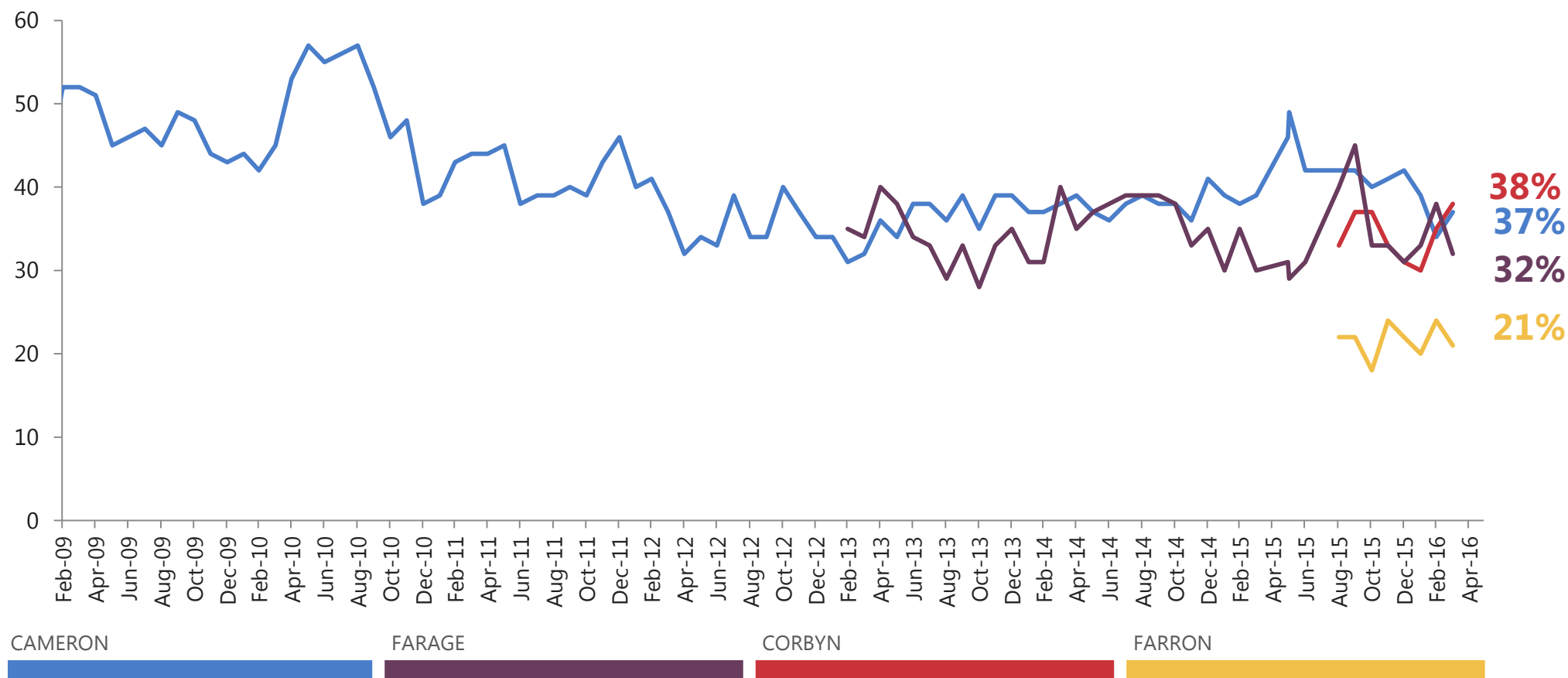
Source: Ipsos MORI Political Monitor



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Satisfaction with Party leaders Feb'09 – Apr'16

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS ... ?

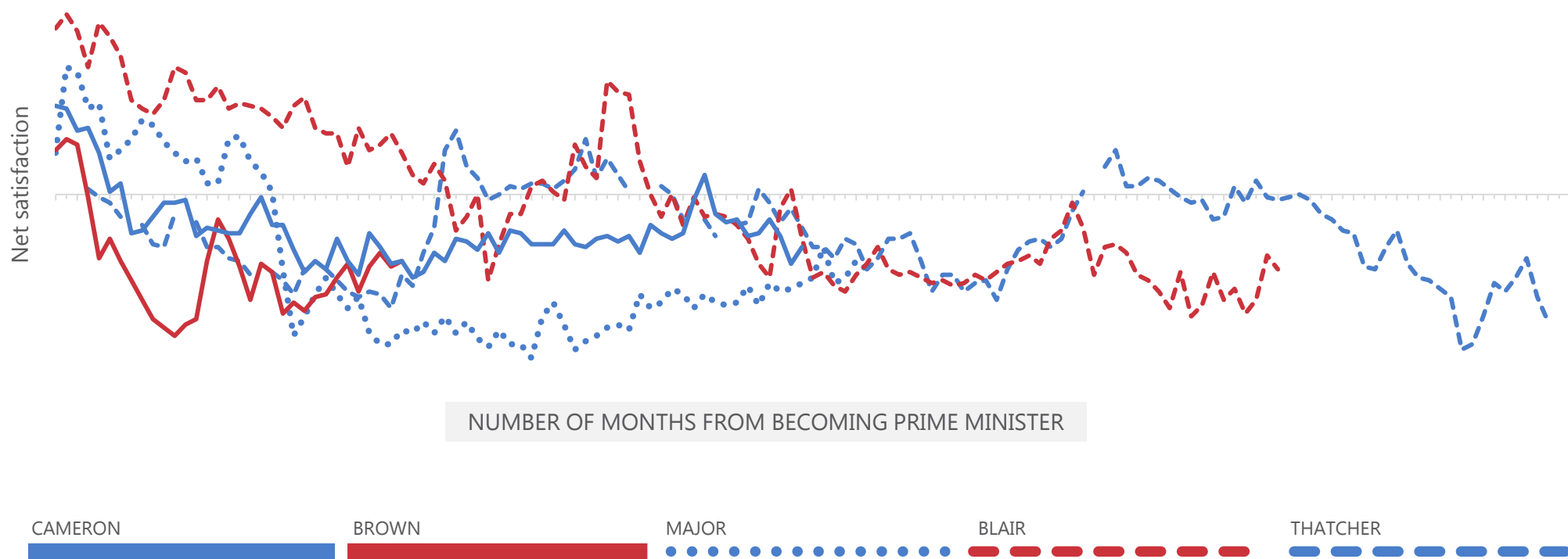


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

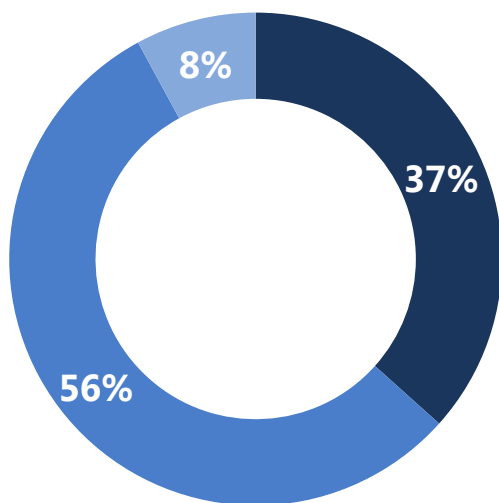


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David Cameron (satisfaction)

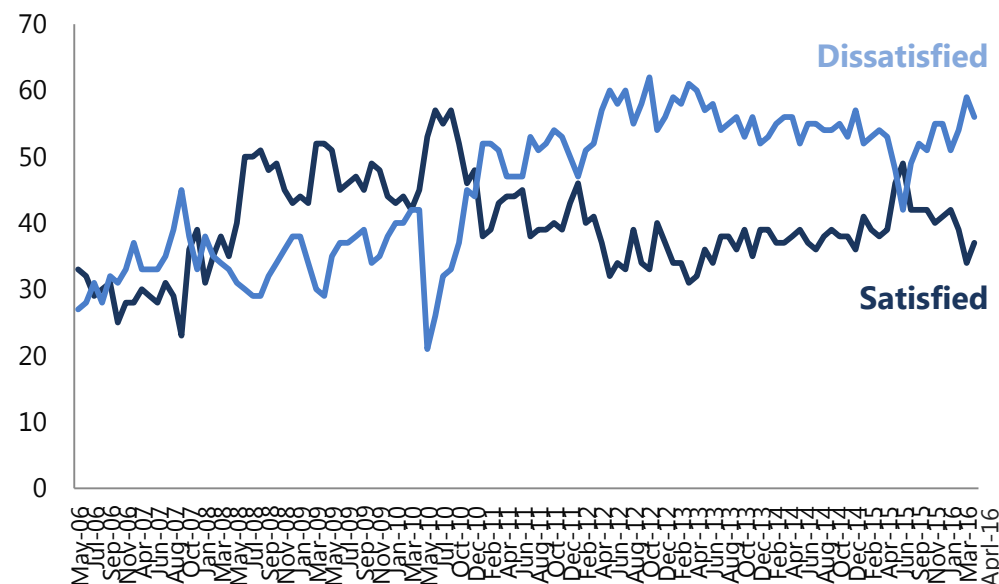
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY / AS PRIME MINISTER?

April 2016



SATISFIED	37%
DISSATISFIED	56%
DON'T KNOW	8%
Net = -19	

May 2006 – April 2016



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

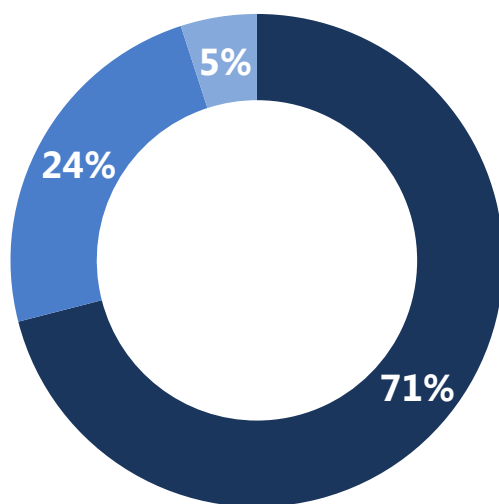
Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

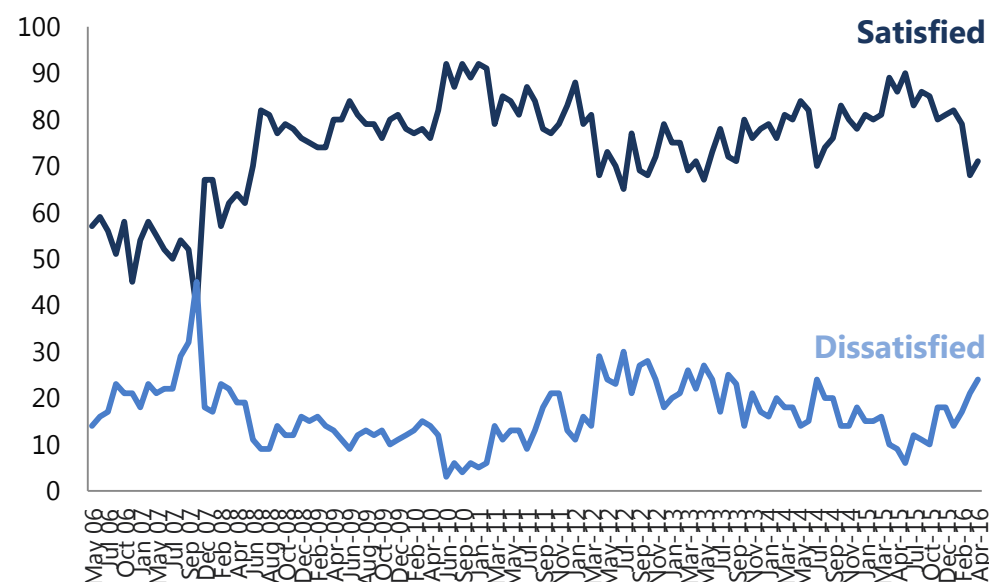
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY/AS PRIME MINISTER?

April 2016



SATISFIED	71%
DISSATISFIED	24%
DON'T KNOW	5%
Net = +47	

May 2006 – April 2016



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

Base: 317 Conservative supporters 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

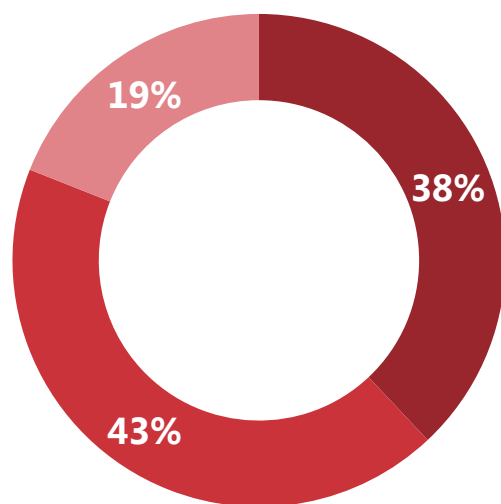


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Jeremy Corbyn (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

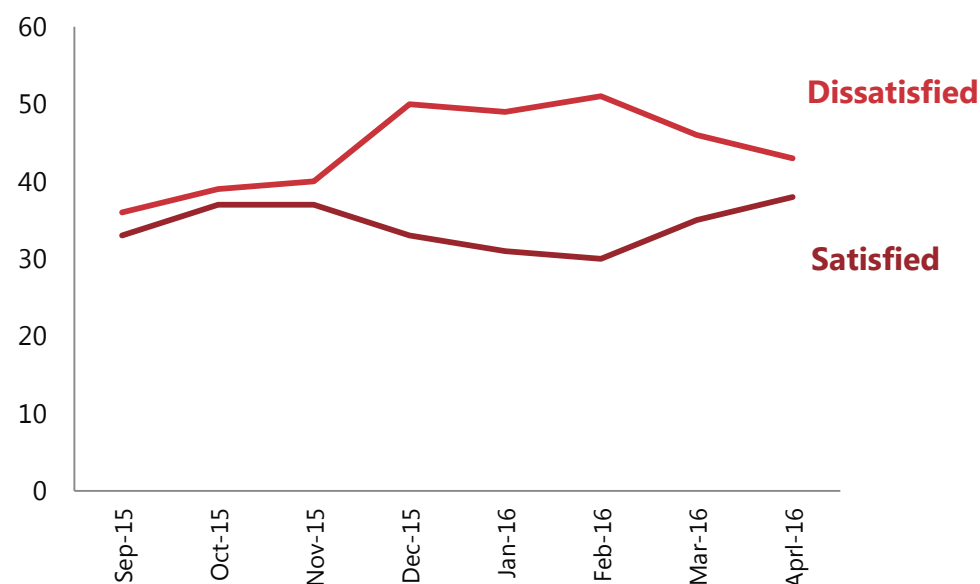
April 2016



SATISFIED	38%
DISSATISFIED	43%
DON'T KNOW	19%

Net = -5

September 2015 – April 2016



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

Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

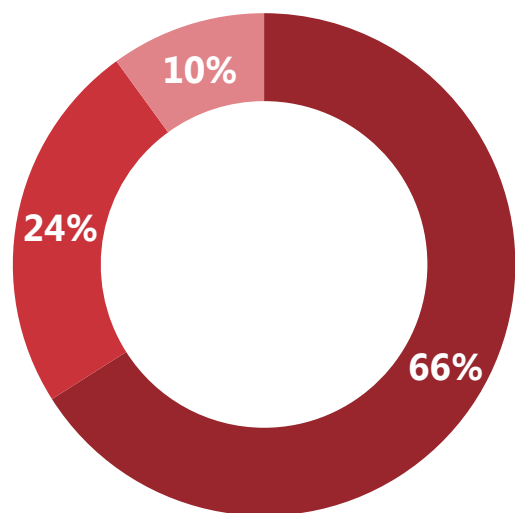


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Jeremy Corbyn (satisfaction amongst Labour supporters)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

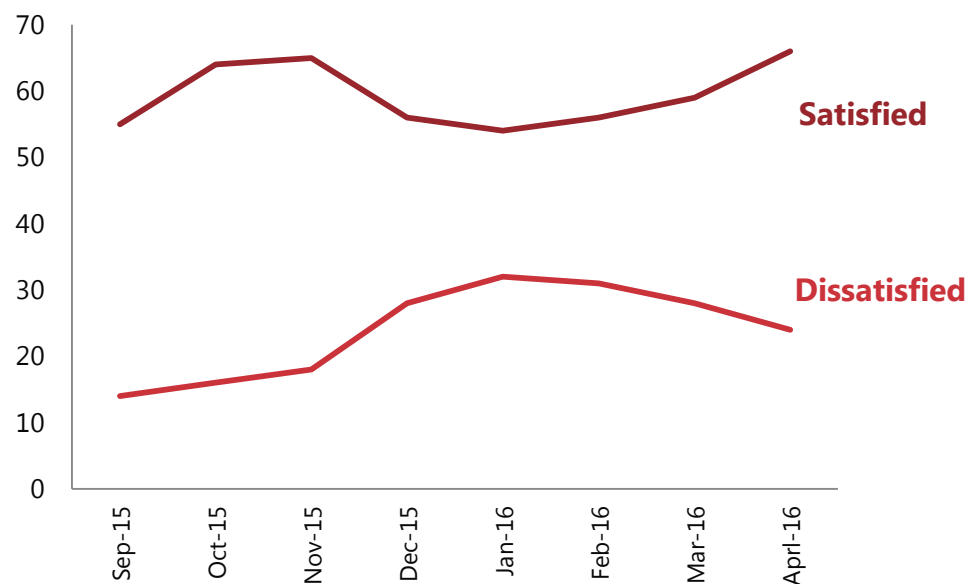
April 2016



SATISFIED	66%
DISSATISFIED	24%
DON'T KNOW	10%

Net = +42

September 2015 – April 2016



Base: 336 Labour supporters 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

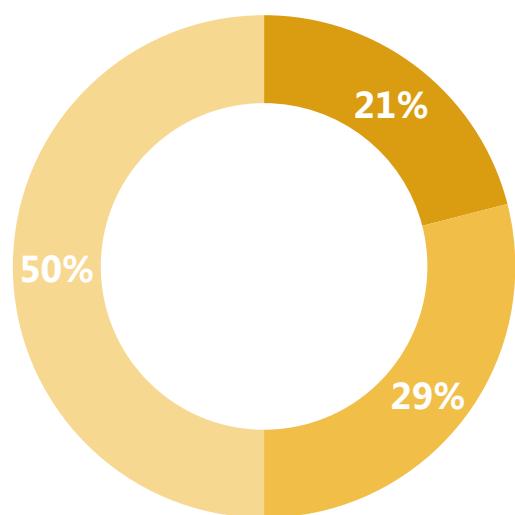


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Tim Farron (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

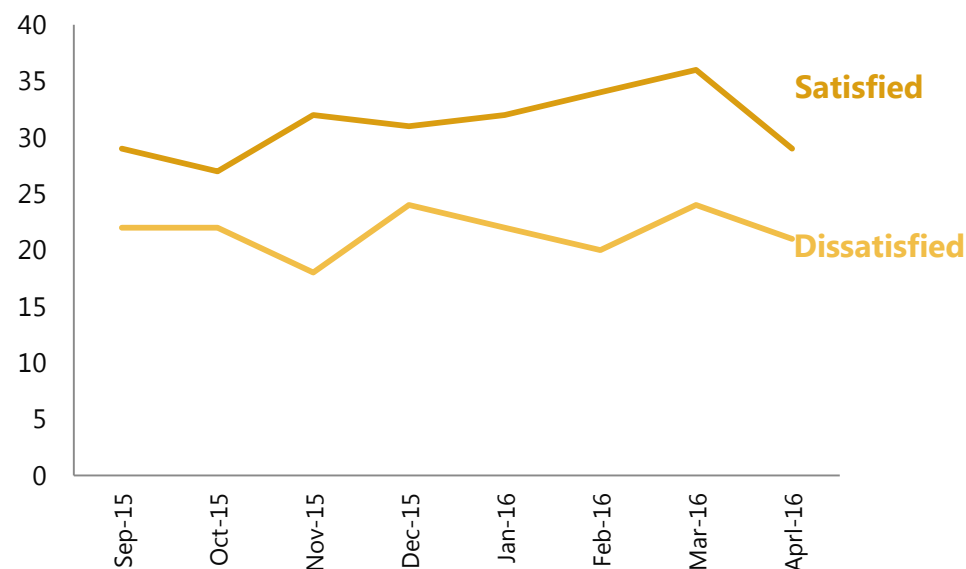
April 2016



SATISFIED	21%
DISSATISFIED	29%
DON'T KNOW	50%

Net = -8

September 2015 – April 2016



Base: 517 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

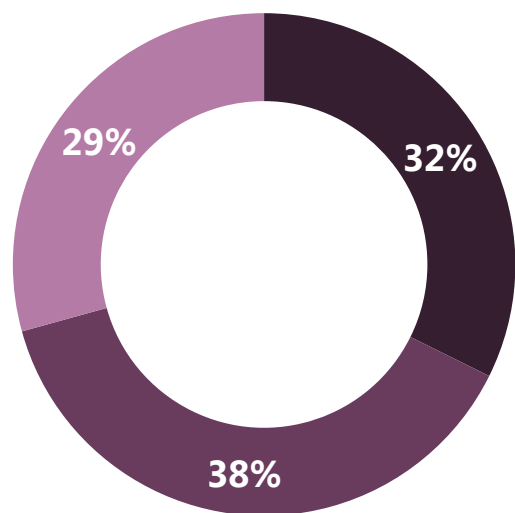


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Nigel Farage (satisfaction)

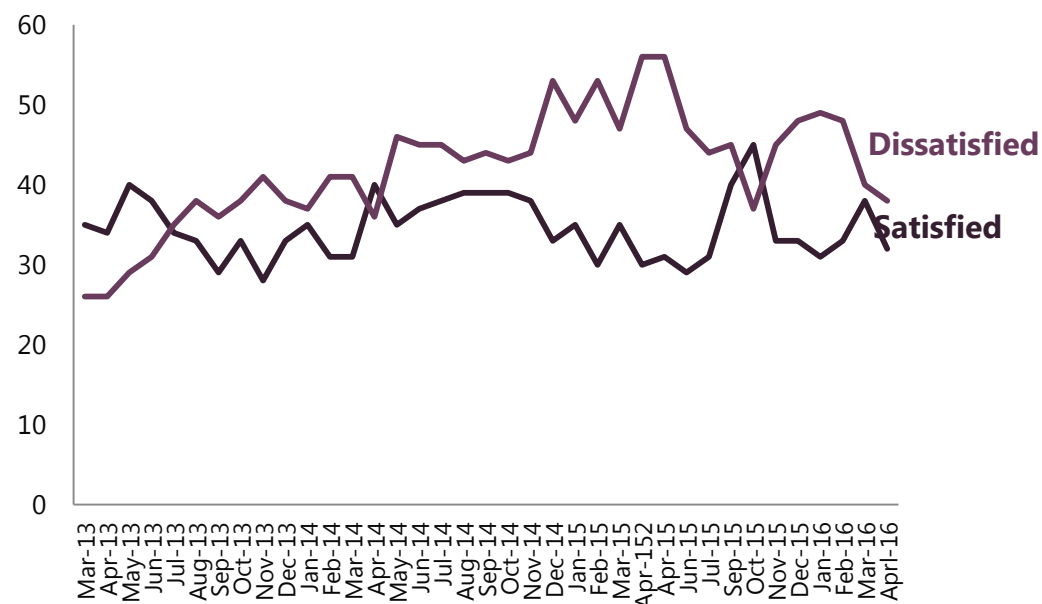
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

April 2016



SATISFIED	32%
DISSATISFIED	38%
DON'T KNOW	29%
Net = -6	

March 2013 – April 2016



Base: 509 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor



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April 2016

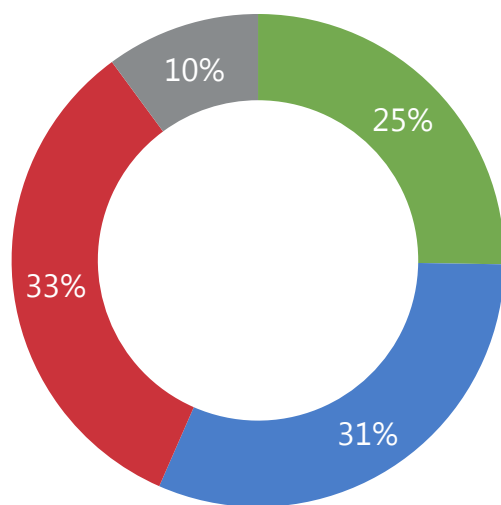
ECONOMIC OPTIMISM



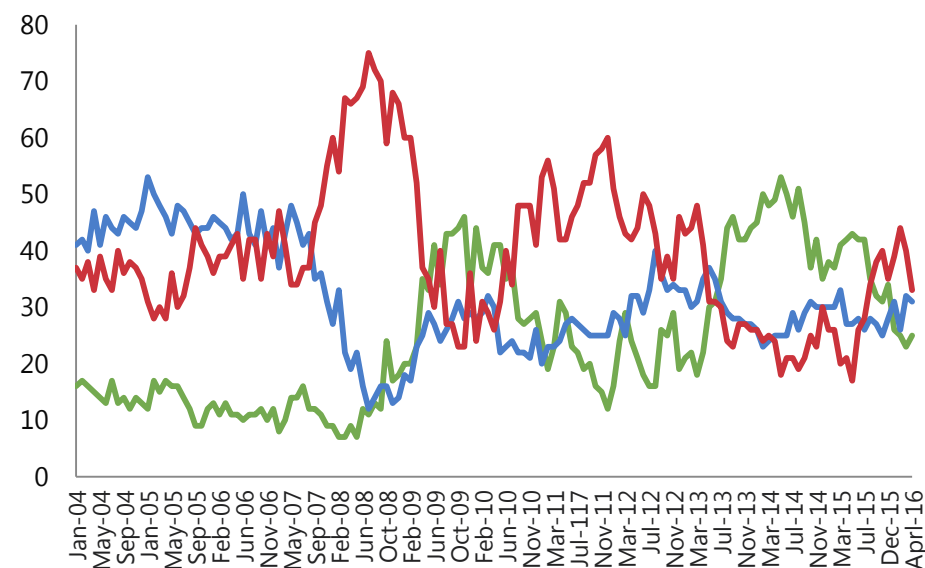
Economic Optimism Index

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

April 2016



IMPROVE	25%
STAY THE SAME	31%
GET WORSE	33%
DON'T KNOW	10%
EOI = -8	

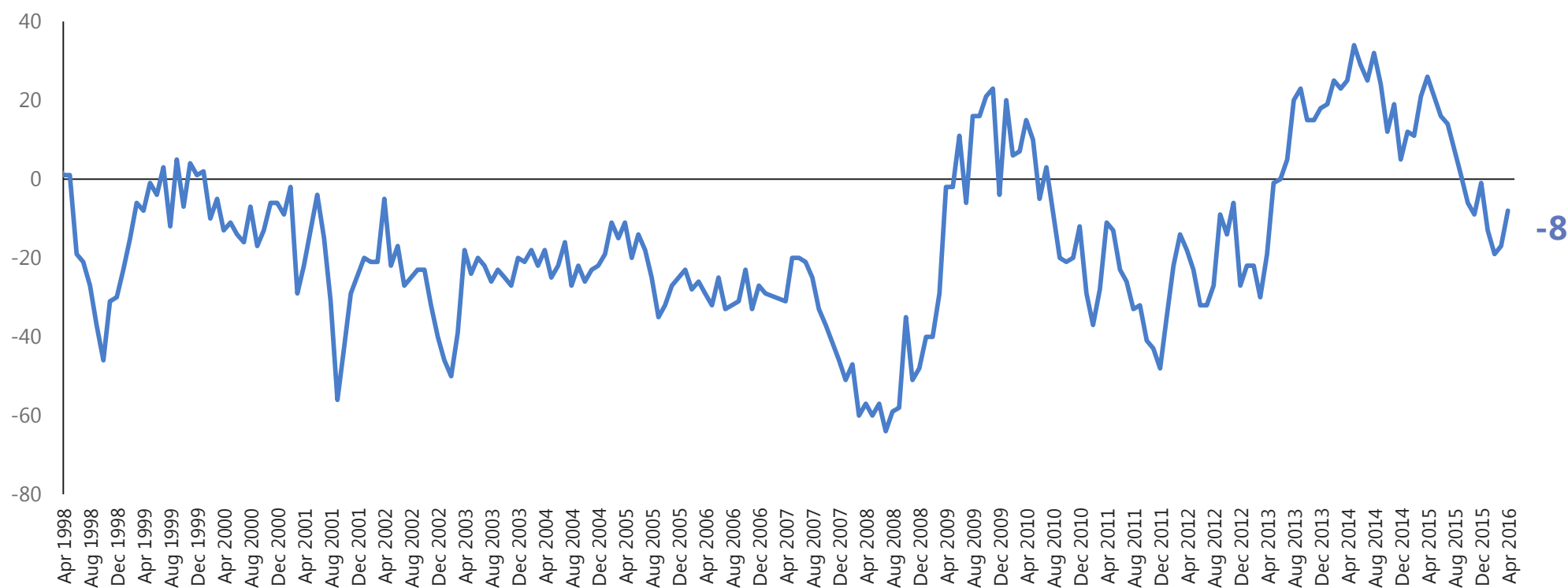


Base: 1,026 British adults 18+, 16th – 18th April 2016

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?



Base: 1,026 British adults 18+, 16th – 18th April 2016

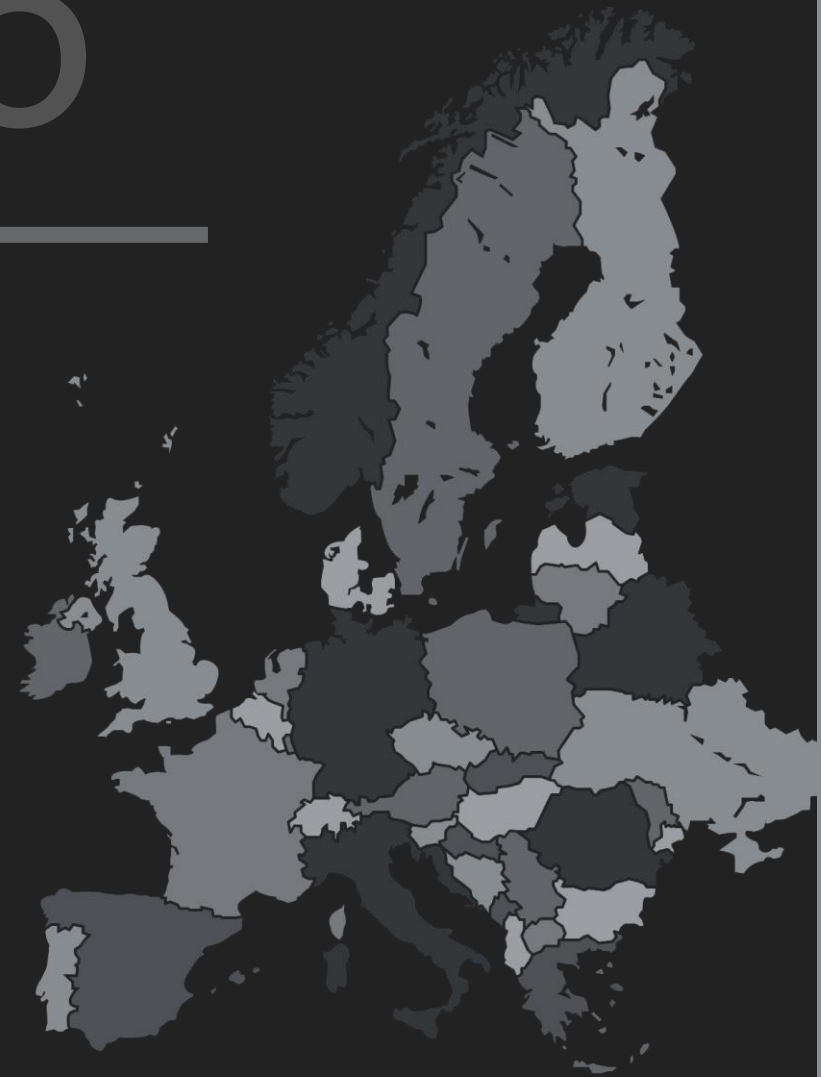
Source: Ipsos MORI Political Monitor



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April 2016

EUROPE



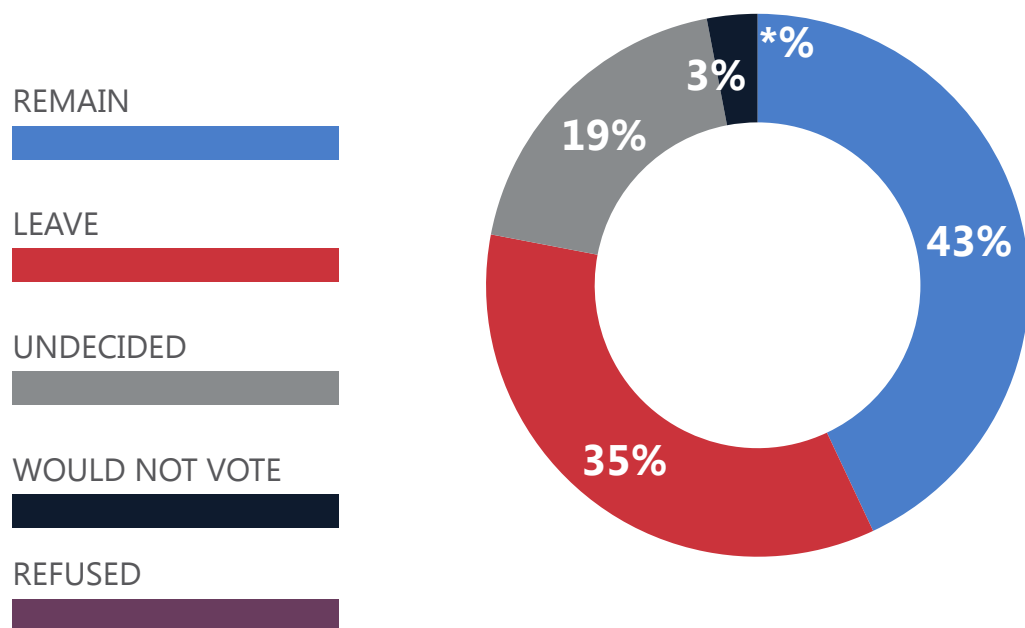
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European Referendum voting intention

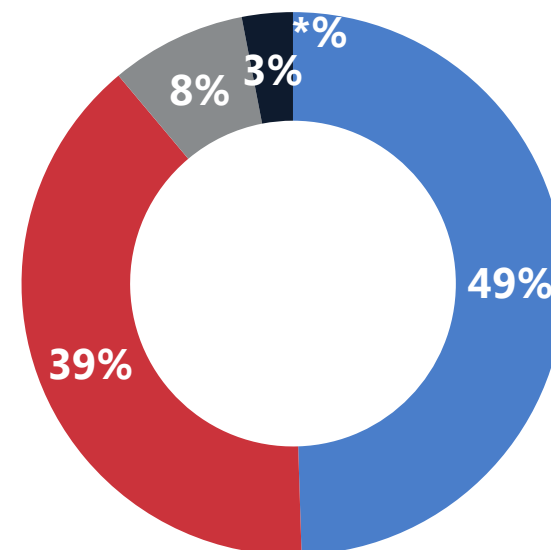
QA) AS YOU MAY KNOW THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23RD OF JUNE THIS YEAR. HOW WILL YOU VOTE ON THE QUESTION – SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

QB) TO ALL UNDECIDED/REFUSED) WHICH WAY WOULD YOU BE MOST INCLINED TO VOTE?

QA) ALL GIVING A VOTING INTENTION



QA/B COMBINED) ALL GIVING A VOTING INTENTION

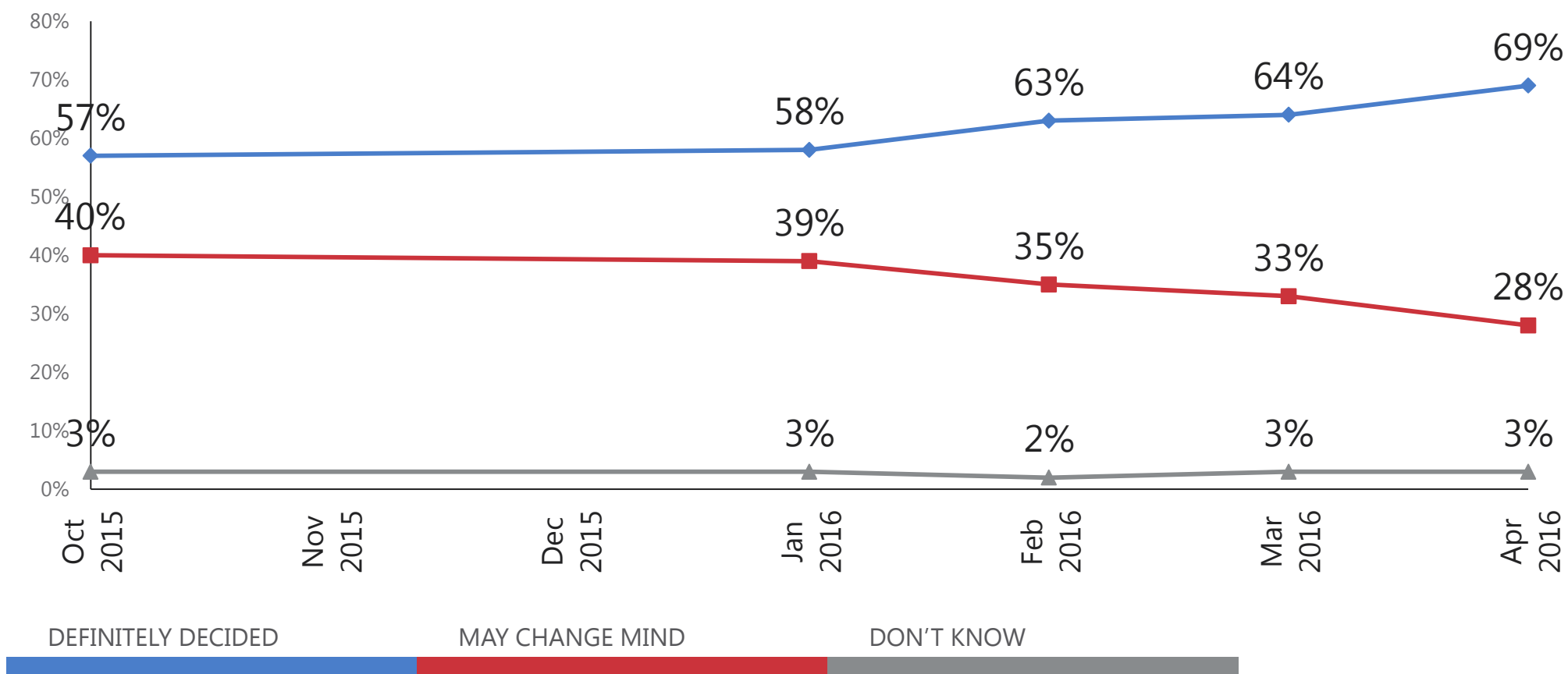


Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

Have the EU referendum voters decided yet?

HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO REMAIN / LEAVE THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?



Base: All expressing an opinion on how they will vote 927 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

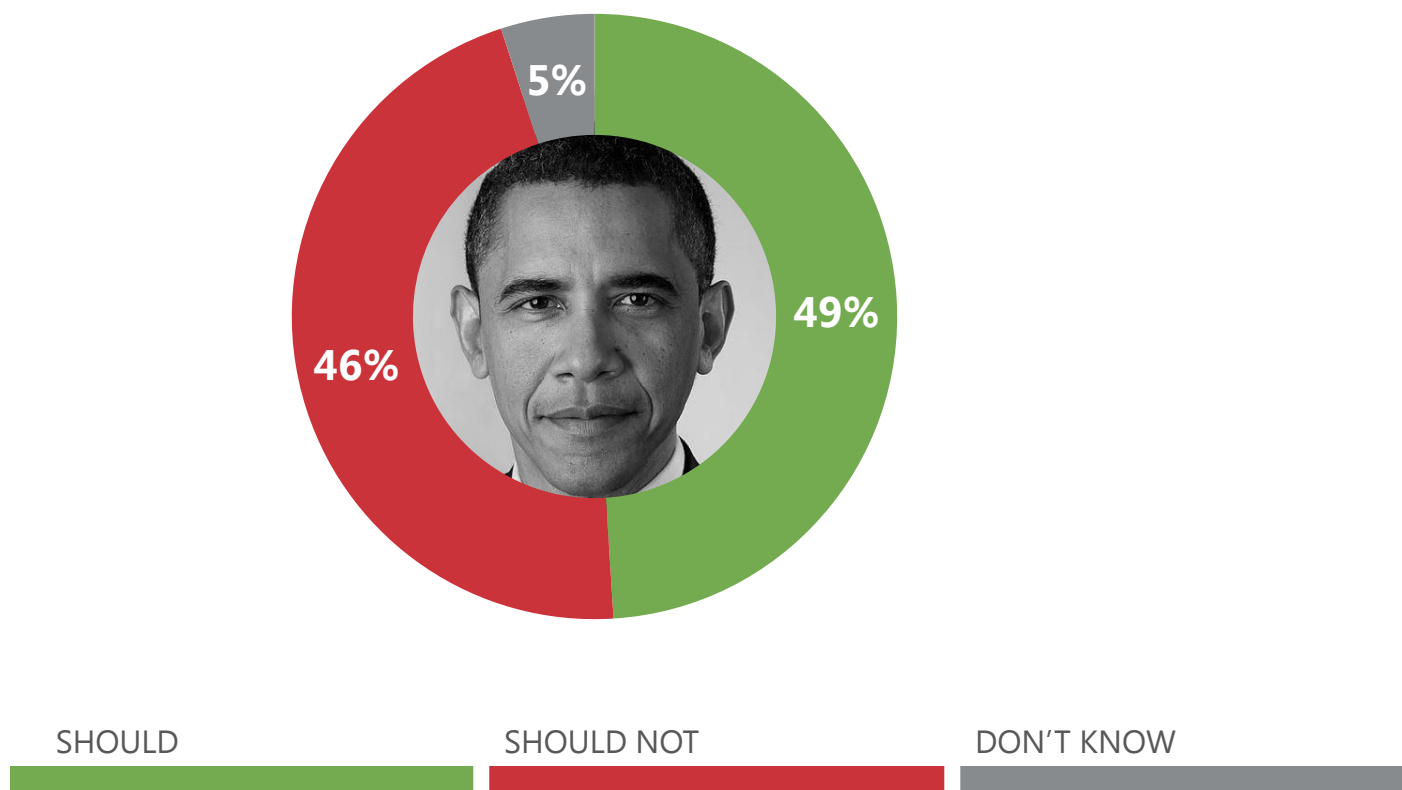


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Britons' views on President Obama's intervention

AS YOU MAY KNOW, THE PRESIDENT OF THE UNITED STATES, BARACK OBAMA, WILL BE VISITING BRITAIN IN THE COMING DAYS. HE IS EXPECTED TO SAY IN REGARDS TO THE REFERENDUM ON BRITISH MEMBERSHIP OF THE EU THAT IT IS A MATTER FOR THE BRITISH PEOPLE TO DECIDE, BUT THAT THE UNITED STATES SUPPORTS A STRONG UK IN THE EUROPEAN UNION.

DO YOU THINK HE SHOULD OR SHOULD NOT EXPRESS A VIEW ON WHETHER THE UNITED KINGDOM SHOULD STAY IN THE EU?

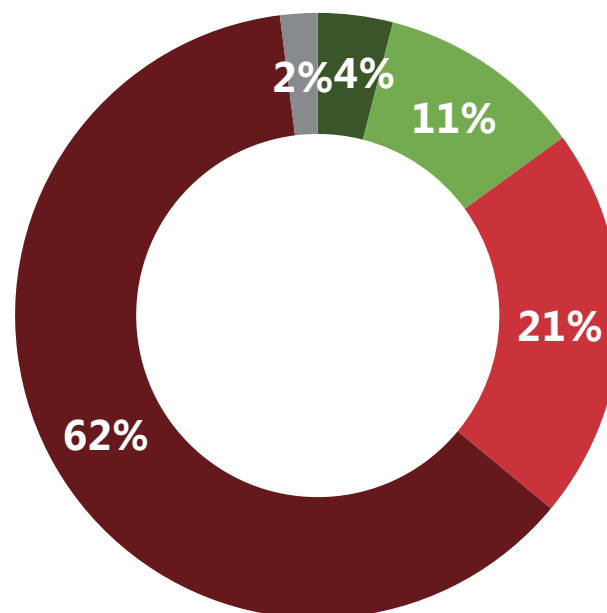


Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor
Image: Pete Souza, Obama-Biden Transition Project (2008)

Importance of Obama's statement

AND HOW IMPORTANT, IF AT ALL, WILL PRESIDENT OBAMA'S VIEW BE ON HOW YOU DECIDE TO VOTE ON THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EU?



VERY IMPORTANT

FAIRLY IMPORTANT

NOT VERY
IMPORTANT

NOT AT ALL
IMPORTANT

DON'T KNOW

Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

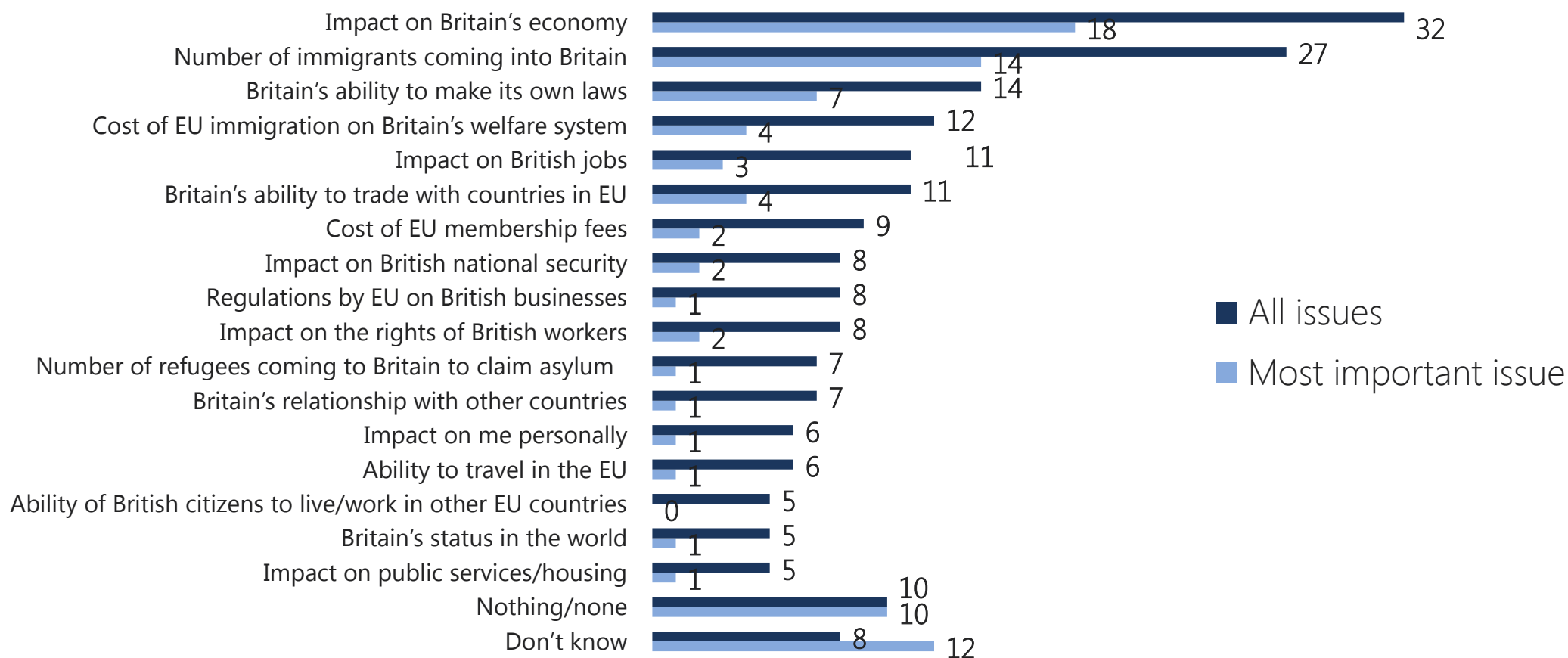


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Issues important to EU voting

LOOKING AHEAD TO THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION ON JUNE 23RD, WHICH, IF ANY, ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH WAY TO VOTE? AND WHICH OF THESE ISSUES, IF ANY, THAT YOU MENTIONED IS THE MOST IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH WAY TO VOTE?

Unprompted – top responses only



Base: 1,026 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

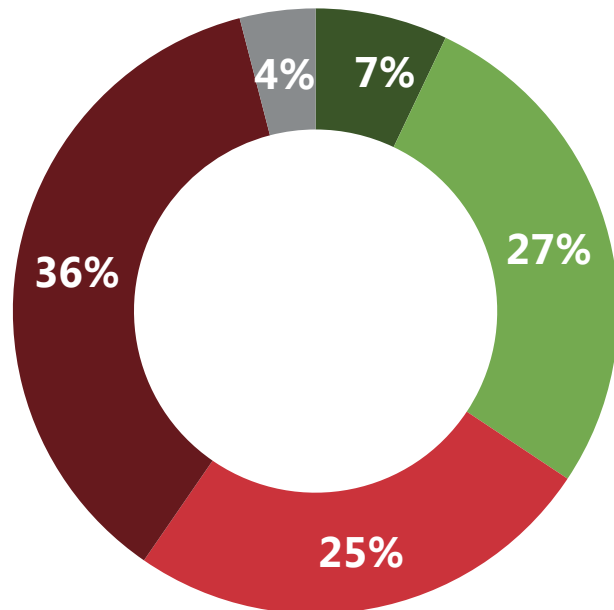


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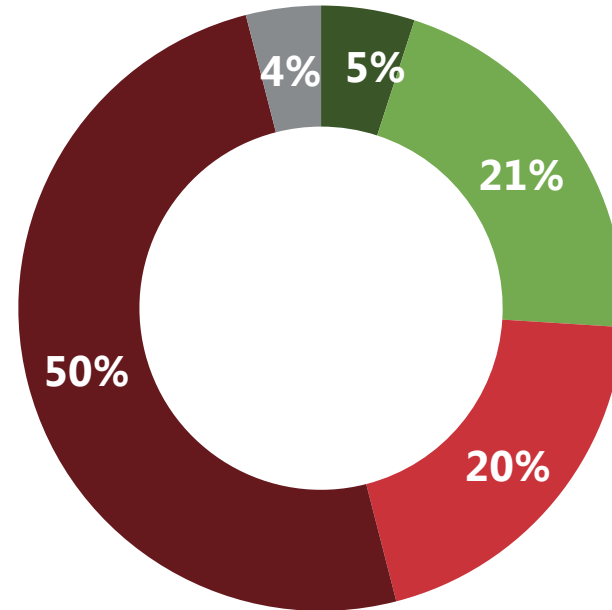
Could people be persuaded to change their vote?

YOU SAID THAT YOU WOULD VOTE FOR THE UK TO REMAIN IN/LEAVE THE EU. NOW THINKING ABOUT THE ISSUE YOU SAID WAS MOST IMPORTANT TO YOU, IF YOU WERE PERSUADED THAT ON THAT ISSUE IT WOULD BE BEST FOR BRITAIN TO LEAVE/STAY IN THE EU, HOW LIKELY, IF AT ALL, WOULD YOU BE TO CHANGE YOUR MIND AND VOTE TO LEAVE/REMAIN IN THE EU?

Remain voters



Leave voters



WOULD DEFINITELY
CHANGE MY VOTE

WOULD PROBABLY
CHANGE MY VOTE

WOULD PROBABLY NOT
CHANGE MY VOTE

WOULD DEFINITELY NOT
CHANGE MY VOTE

DON'T KNOW

Base: British adults 18+ expressing an EU voting intention and an important reason (457 remain supporters, 327 leave), 16th – 18th April 2016

Source: Ipsos MORI Political Monitor



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2016

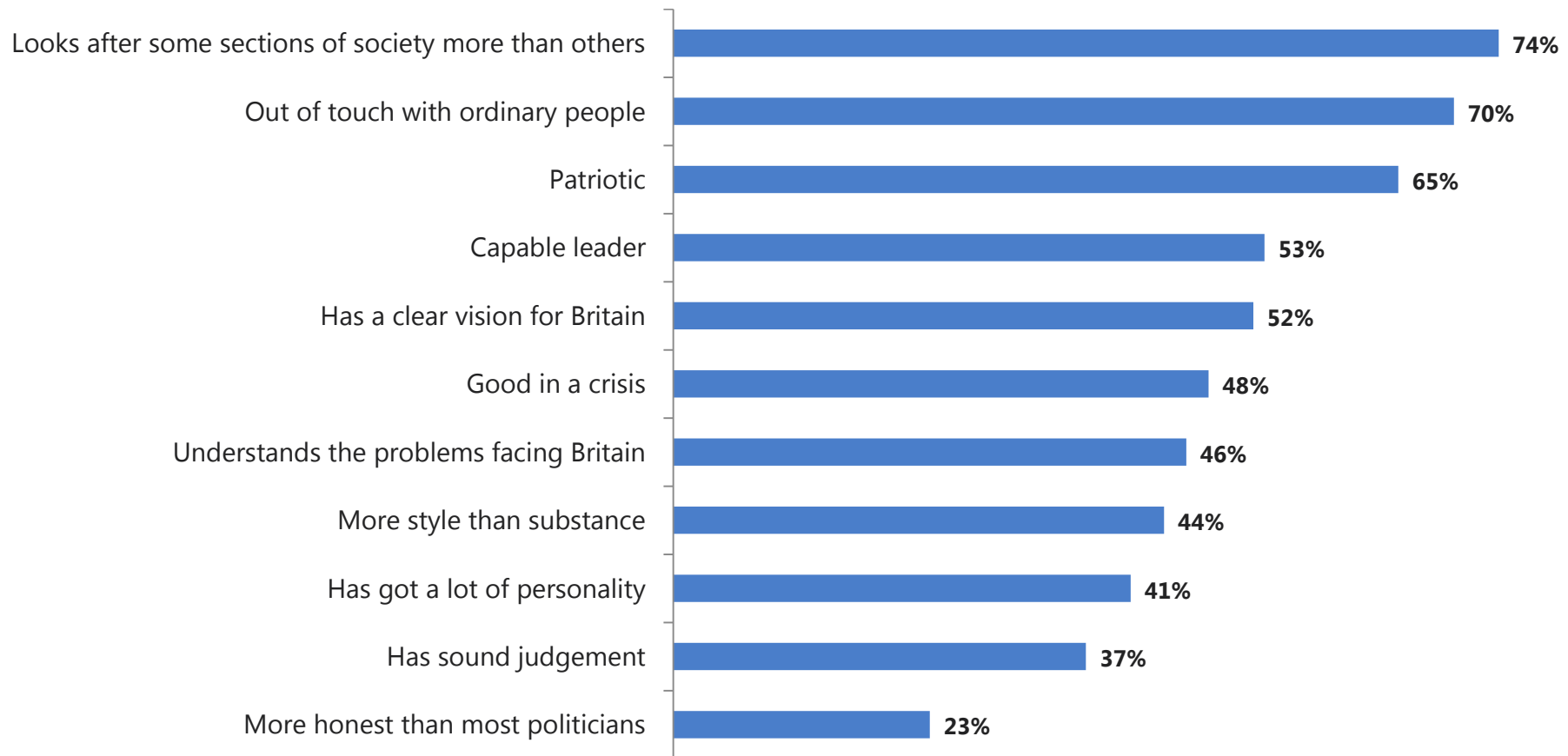
LEADER IMAGE



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Leader image – David Cameron

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO DAVID CAMERON?



Base: 1,026 British adults 18+, 16th – 18th April 2016

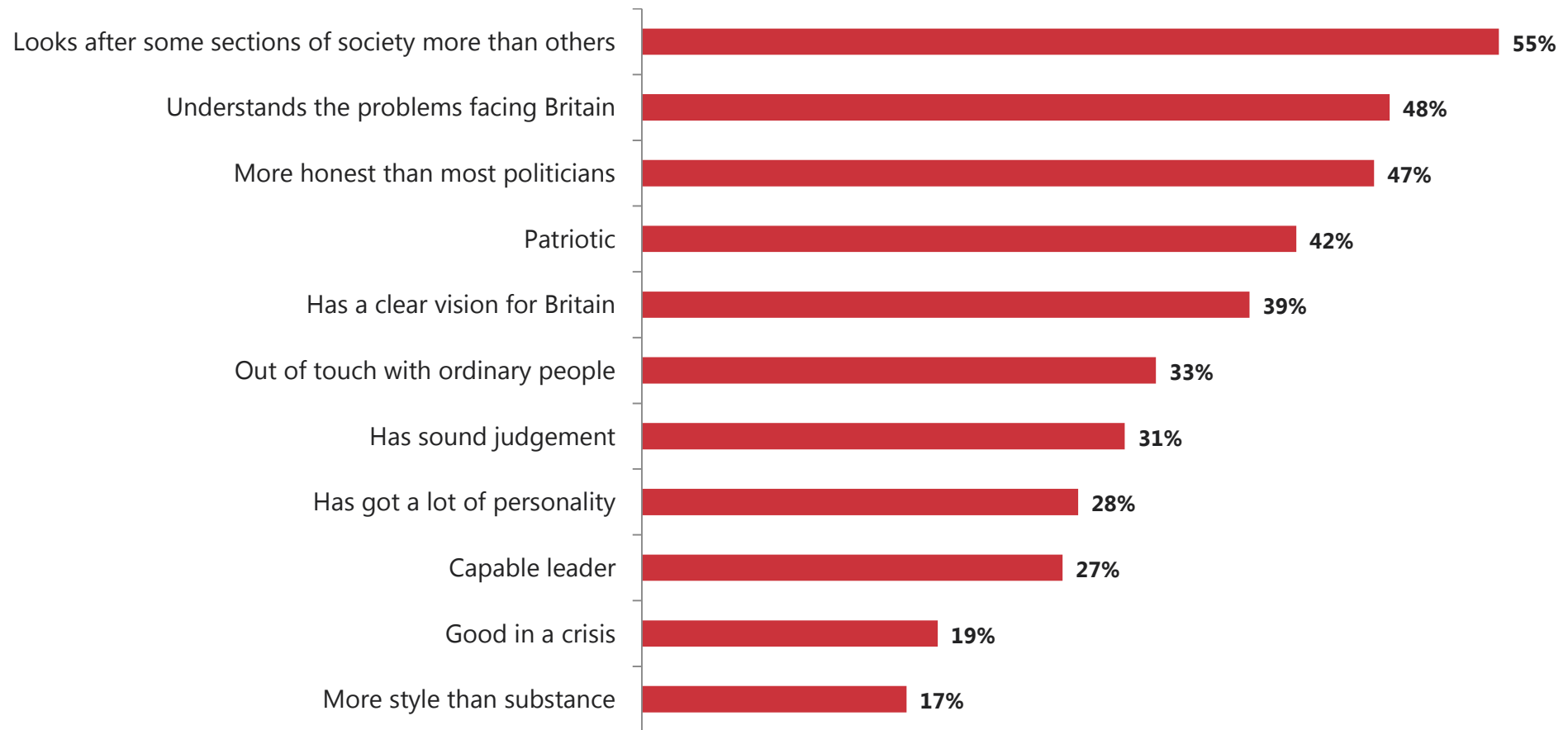
Source: Ipsos MORI Political Monitor



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Leader image – Jeremy Corbyn

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO JEREMY CORBYN?



Base: 1,026 British adults 18+, 16th – 18th April 2016

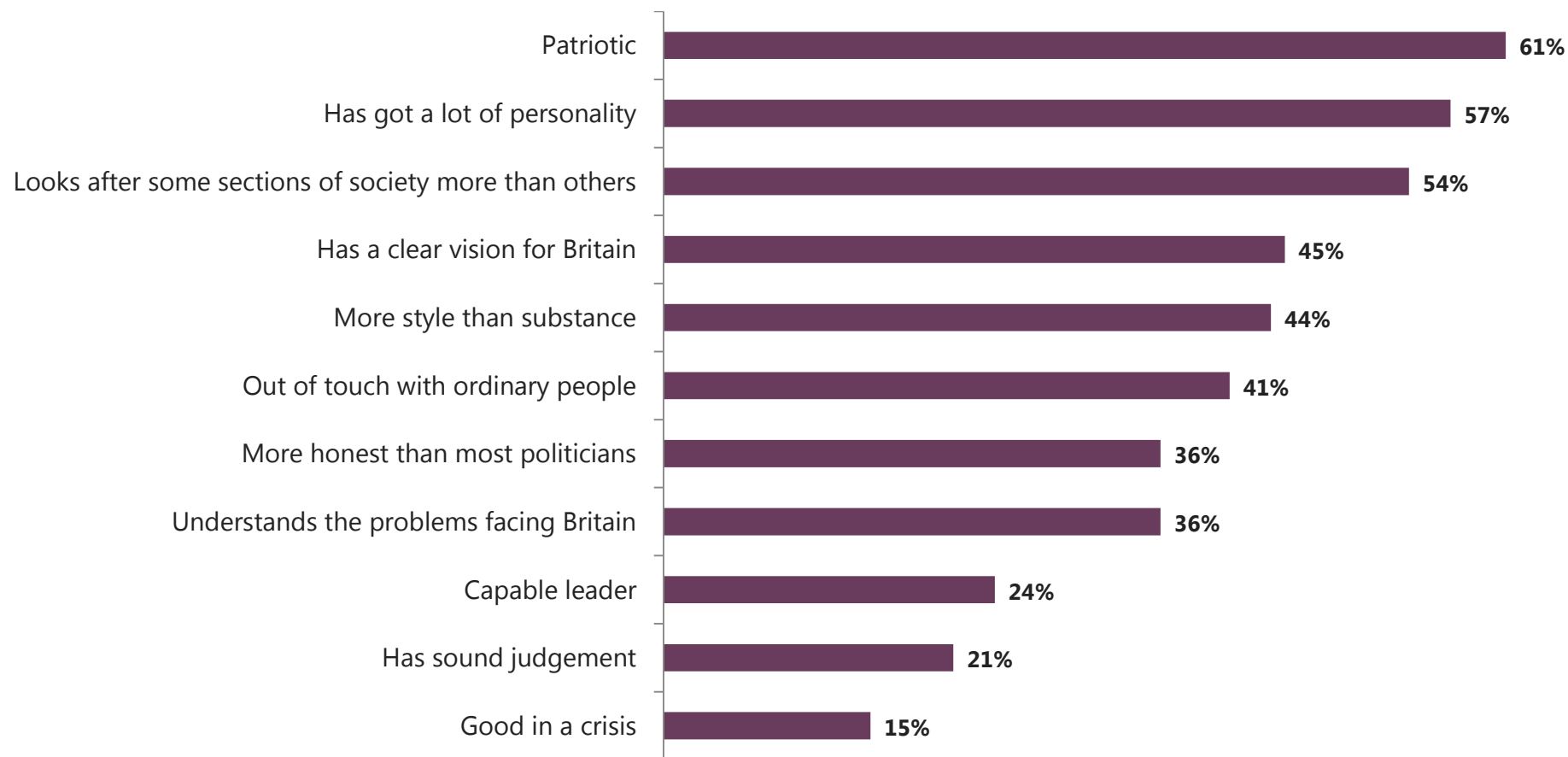
Source: Ipsos MORI Political Monitor



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Leader image – Nigel Farage

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO NIGEL FARAGE?



Base: 509 British adults 18+, 16th – 18th April 2016

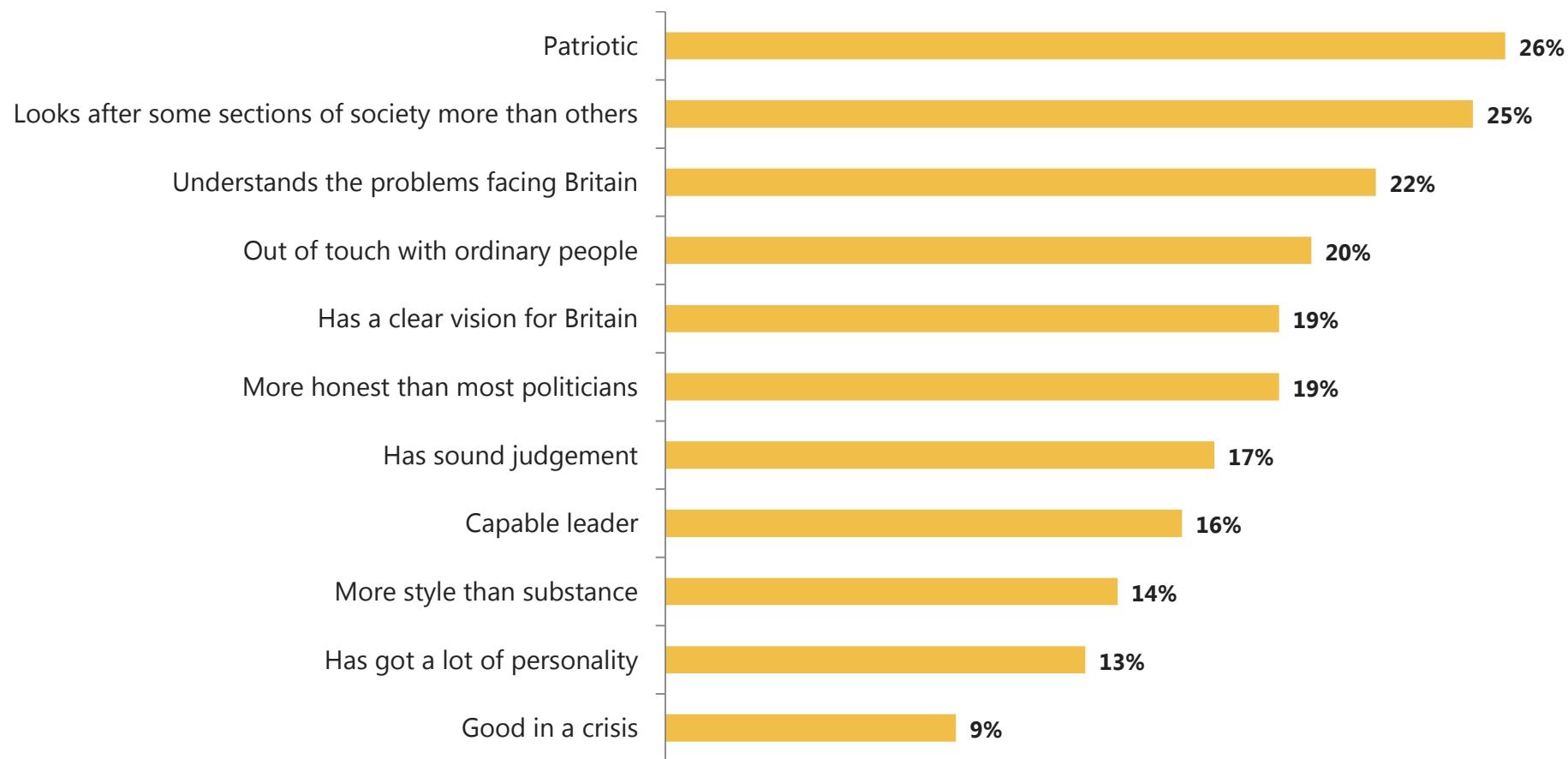
Source: Ipsos MORI Political Monitor



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Leader image – Tim Farron

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO TIM FARRON?

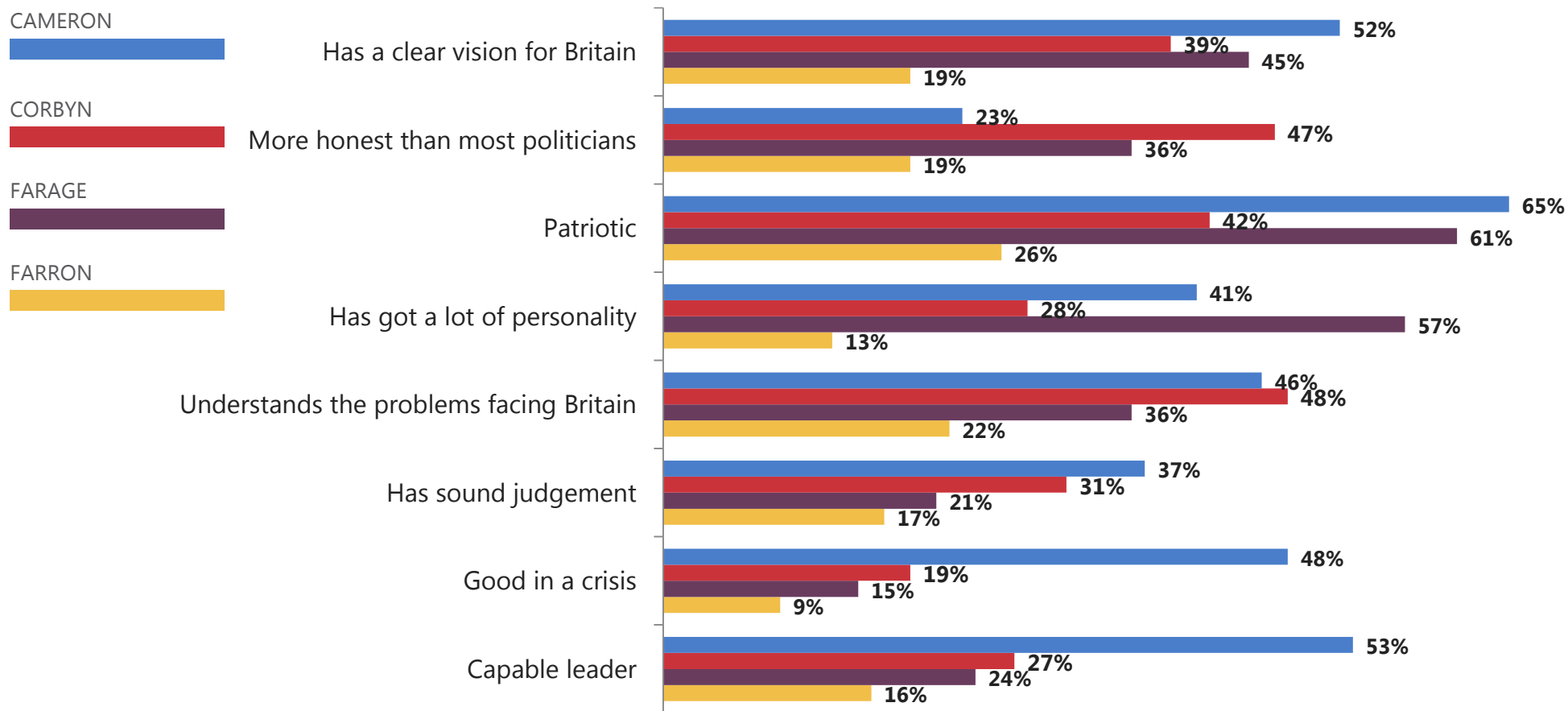


Base: 517 British adults 18+, 16th – 18th April 2016

Source: Ipsos MORI Political Monitor

Leader image – positive traits

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO DAVID CAMERON / JEREMY CORBYN / NIGEL FARAGE / TIM FARRON?



Base: 1,026 British adults 18+, 16th – 18th April 2016 for Cameron and Corbyn; 509 British adults 18+ for Farage; 517 British adults 18+ for Farron

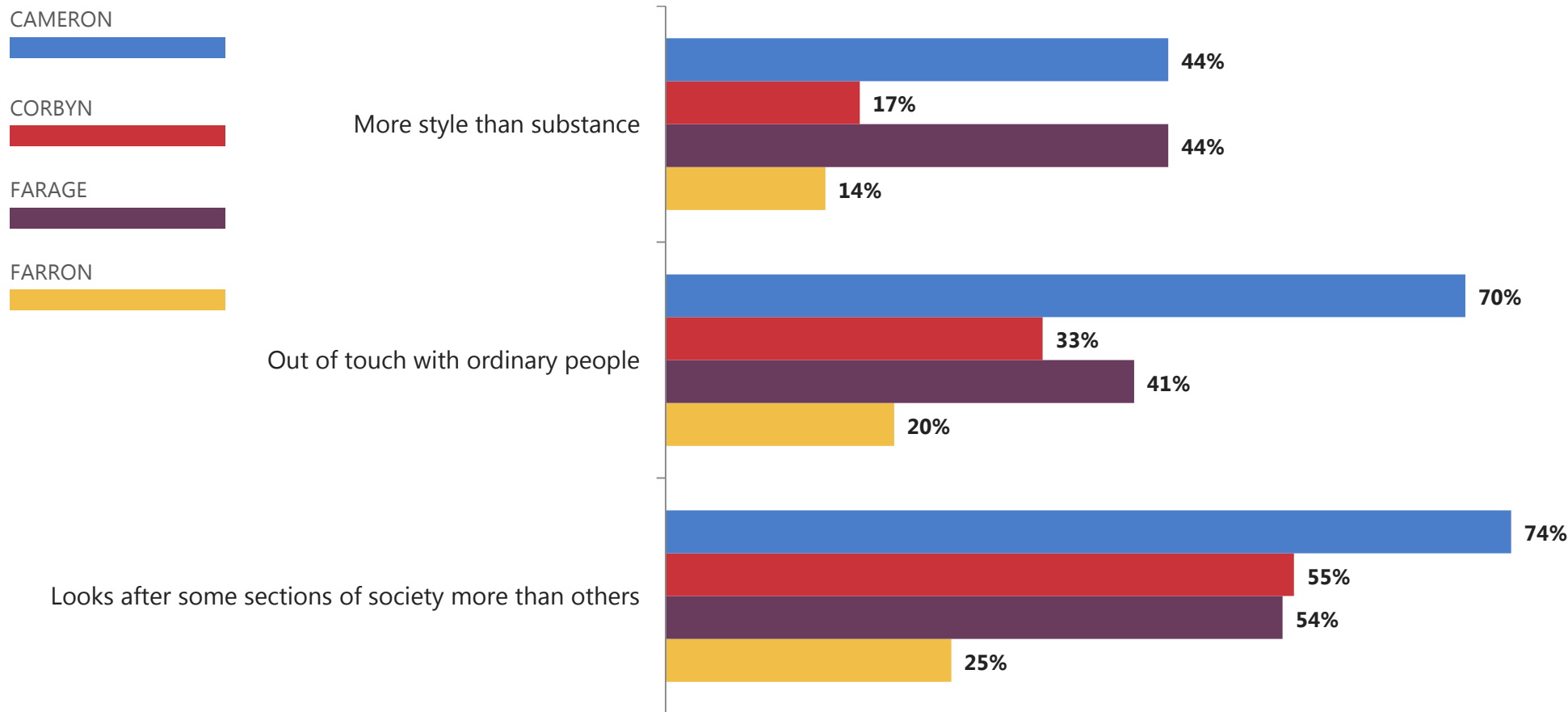
Source: Ipsos MORI Political Monitor



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Leader image – negative traits

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO DAVID CAMERON / JEREMY CORBYN / NIGEL FARAGE / TIM FARRON?



Base: 1,026 British adults 18+, 16th – 18th April 2016 for Cameron and Corbyn; 509 British adults 18+ for Farage; 517 British adults 18+ for Farron

Source: Ipsos MORI Political Monitor



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