

# Ipsos MORI

MAY 2016 POLITICAL MONITOR



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# May 2016

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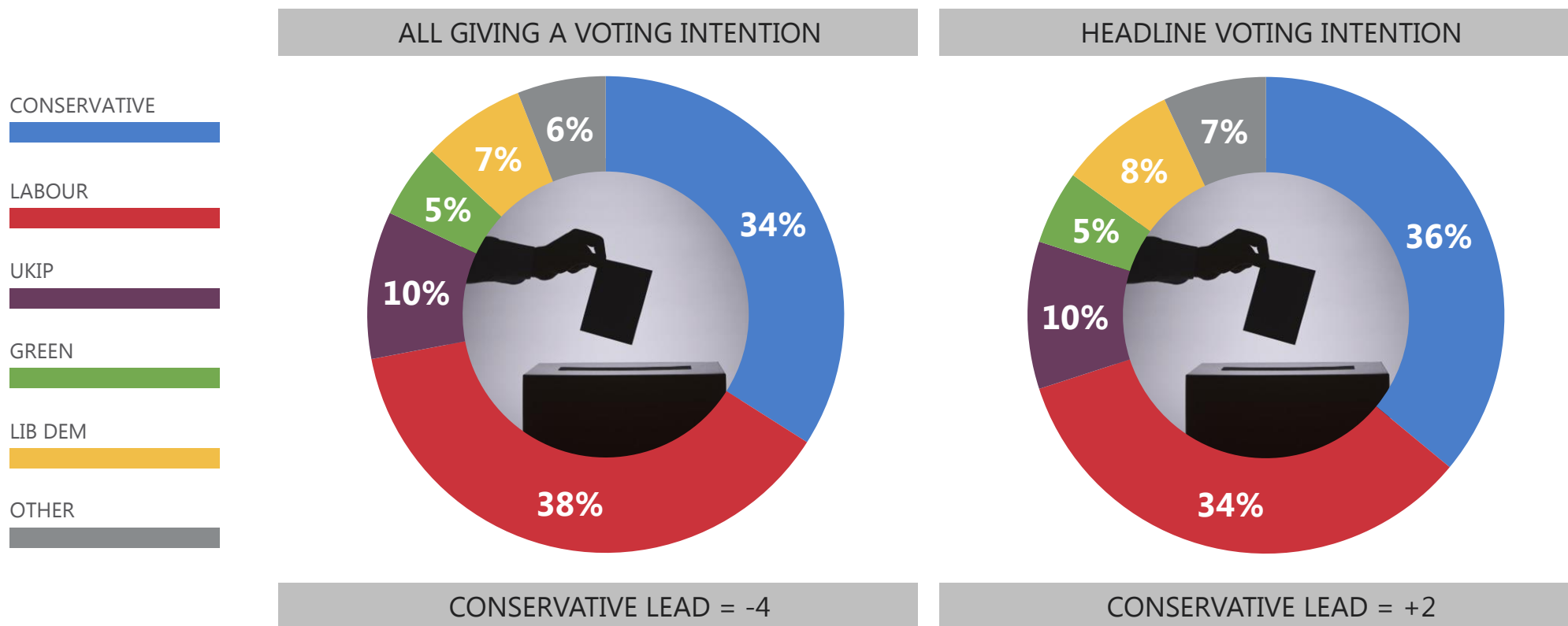
## VOTING INTENTIONS



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# Voting Intention

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



Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 725. 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

# May 2016

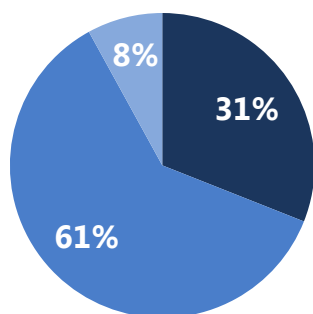
## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



# 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**

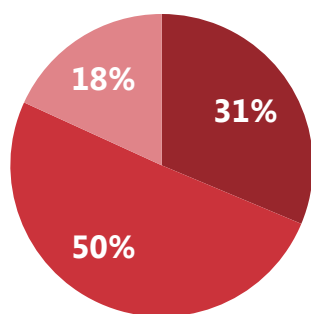


**-5.5%**  
swing from April 2016

**-30 Net**

SATISFIED	31%
DISSATISFIED	61%

**Jeremy Corbyn**

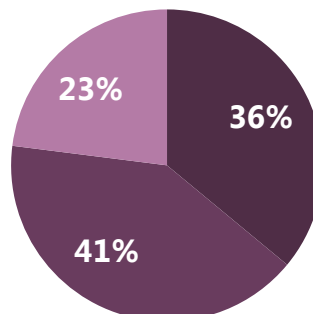


**-7%**  
swing from April 2016

**-19 Net**

SATISFIED	31%
DISSATISFIED	50%

**Nigel Farage**

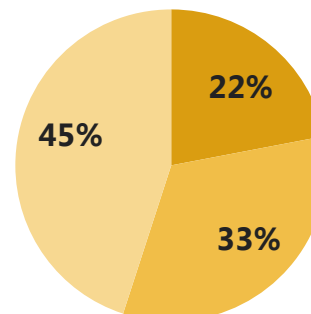


**+0.5%**  
swing from April 2016

**-5 Net**

SATISFIED	36%
DISSATISFIED	41%

**Tim Farron**

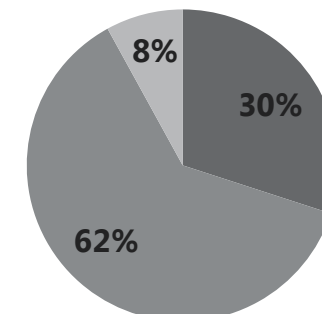


**-1.5%**  
swing from April 2016

**-11 Net**

SATISFIED	22%
DISSATISFIED	33%

**The Government**



**-3%**  
swing from April 2016

**-32 Net**

SATISFIED	30%
DISSATISFIED	62%

Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016. When asked about Nigel Farage and Tim Farron the sample was split sampled with 483 and 519 British adults 18+ asked about each respectively. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

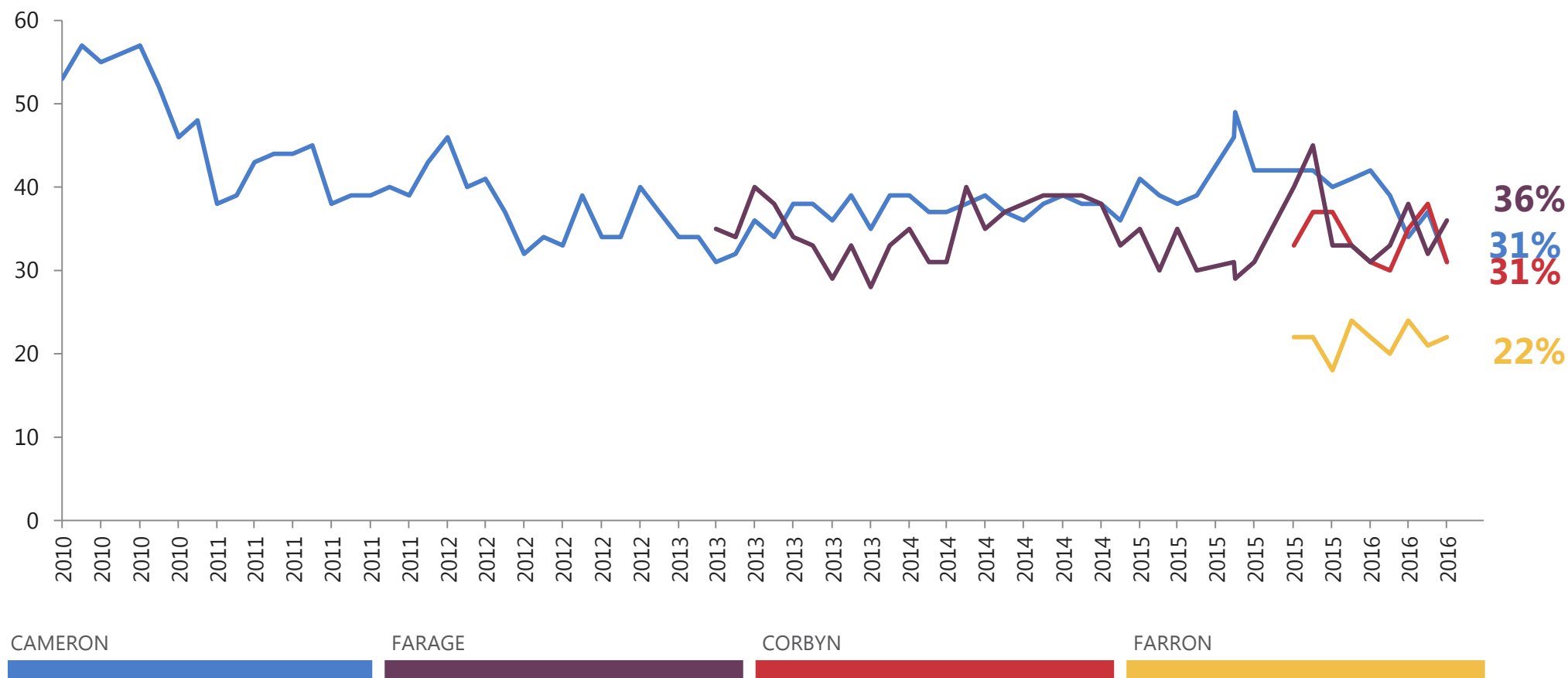
Source: Ipsos MORI Political Monitor



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# Satisfaction with Party leaders May 2010 – May '16

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

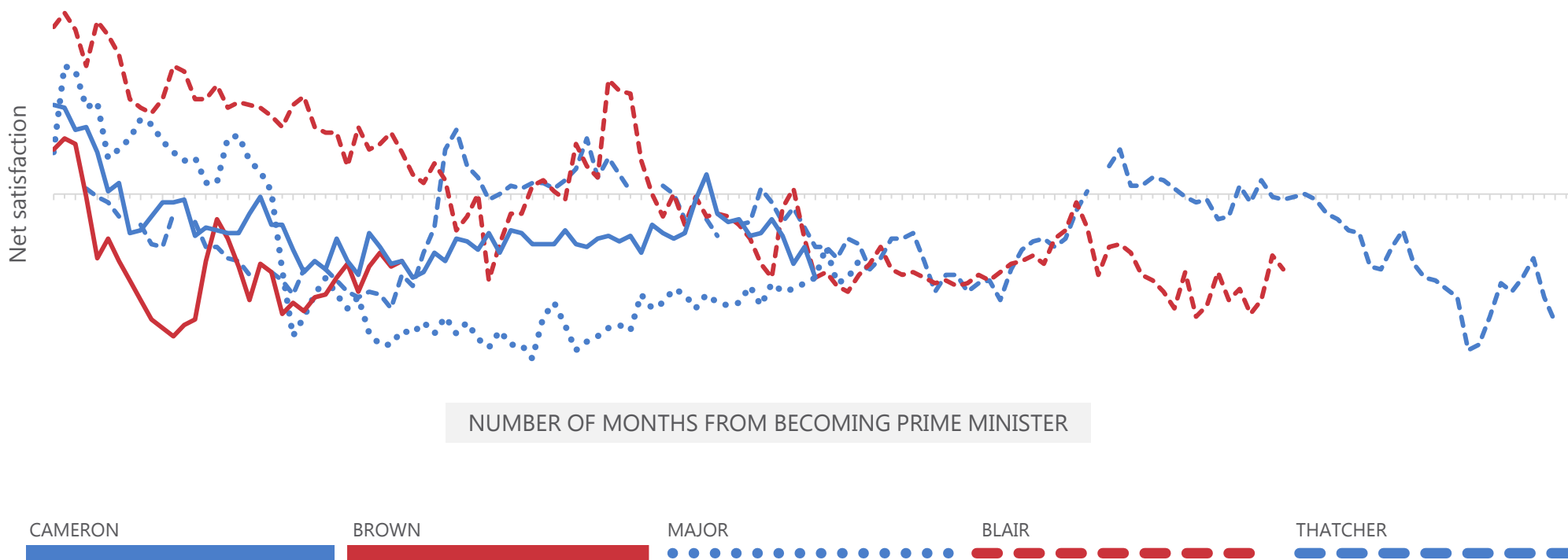


Base: c.1,000 British adults each month

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

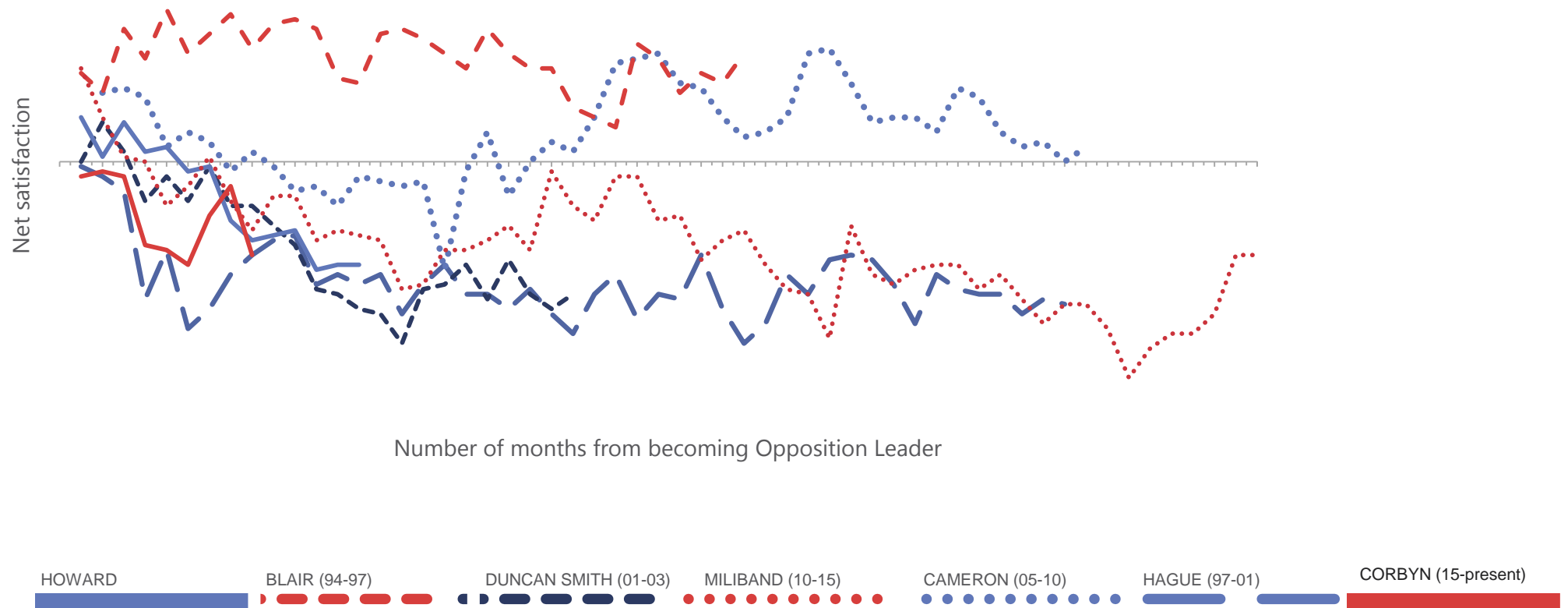
Source: Ipsos MORI Political Monitor



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# Net satisfaction with Opposition Leaders (1994 – 2015)

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



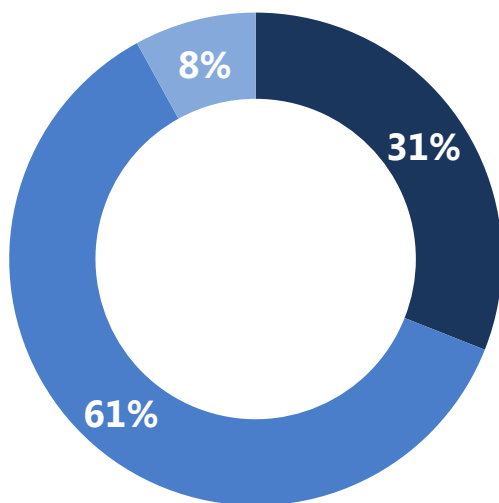
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# David Cameron (satisfaction)

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

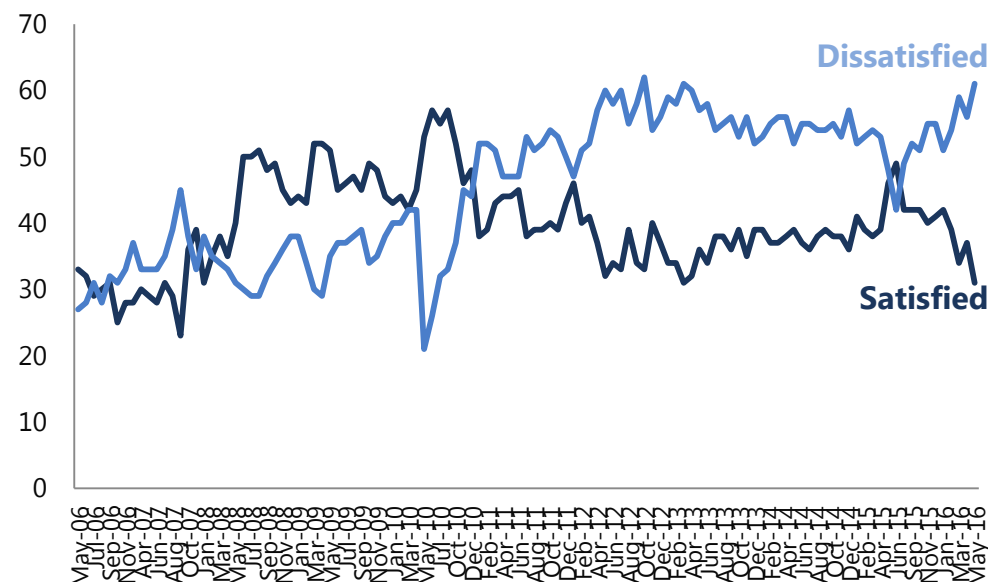
May 2016



SATISFIED	31%
DISSATISFIED	61%
DON'T KNOW	8%

Net = -30

May 2006 – May 2016



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

Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

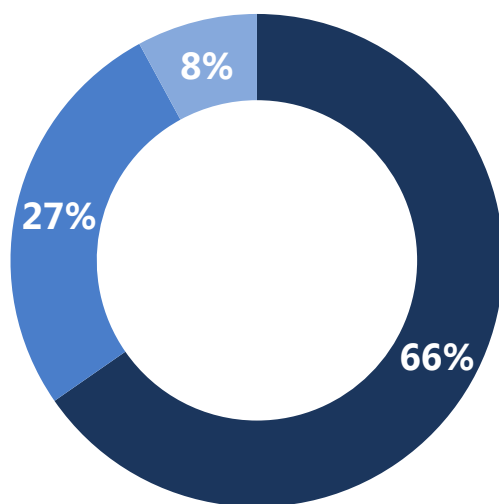


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# David Cameron (satisfaction among Tory supporters)

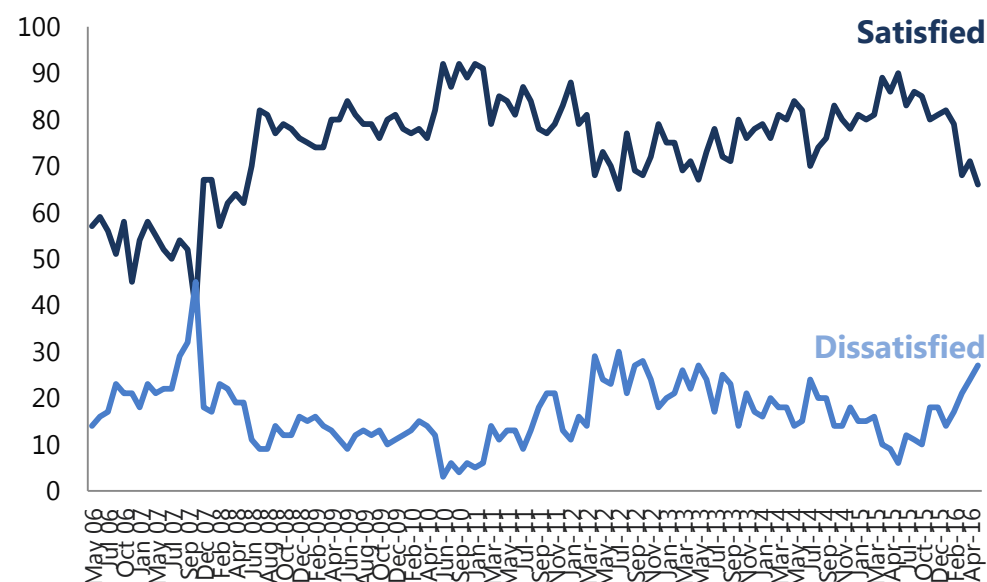
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY/AS PRIME MINISTER?

May 2016



SATISFIED	66%
DISSATISFIED	27%
DON'T KNOW	8%
Net = +39	

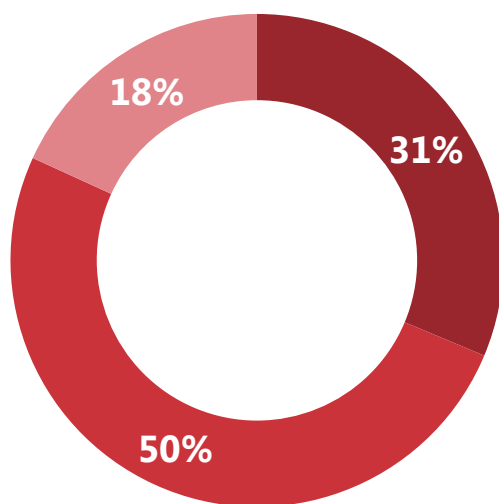
May 2006 – May 2016



# Jeremy Corbyn (satisfaction)

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

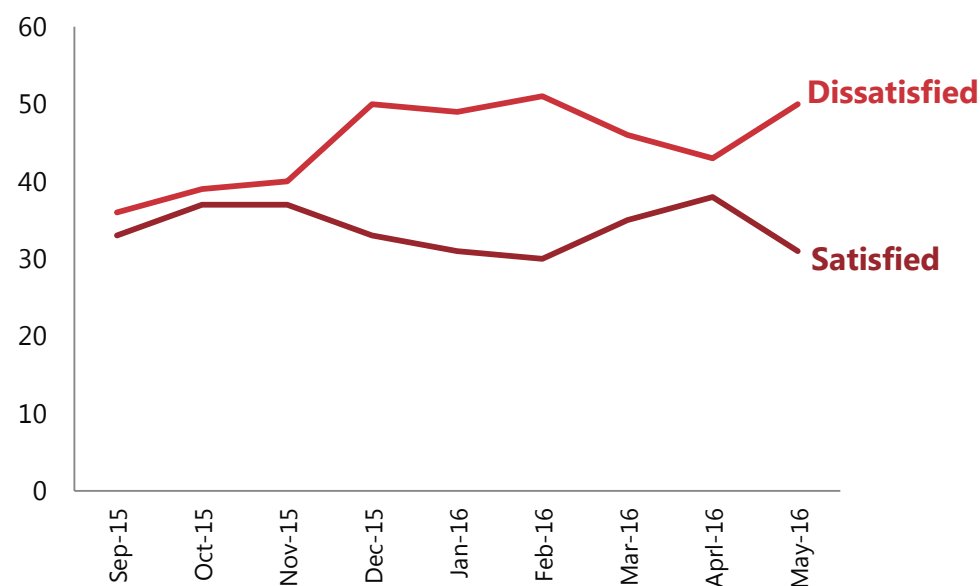
May 2016



SATISFIED	31%
DISSATISFIED	50%
DON'T KNOW	18%

Net = -19

September 2015 – May 2016



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

Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

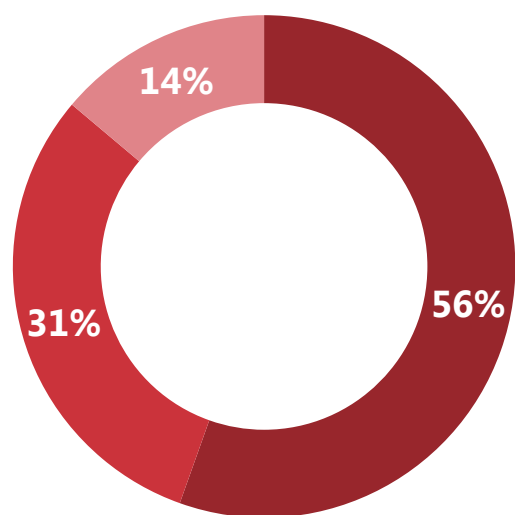


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# Jeremy Corbyn (satisfaction amongst Labour supporters)

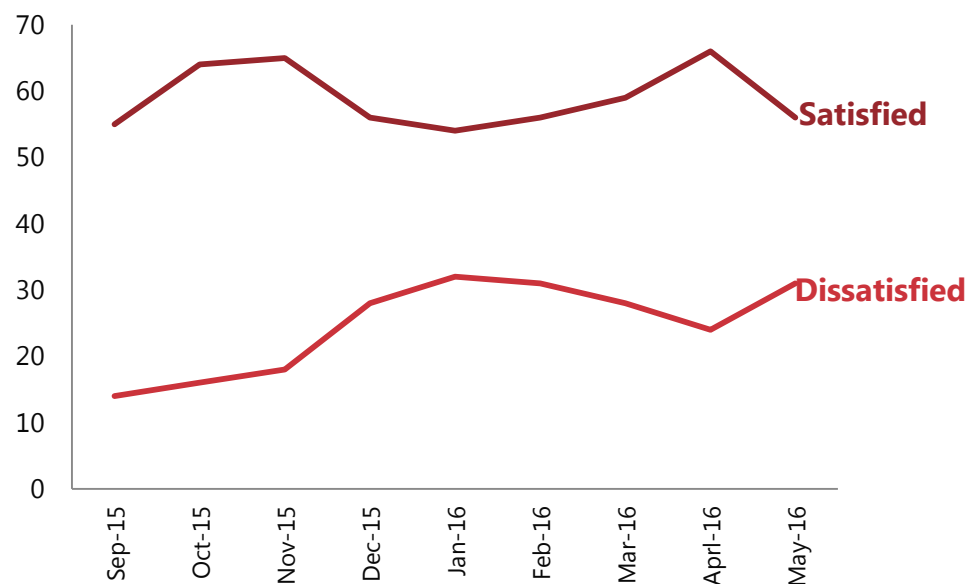
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

May 2016



SATISFIED	56%
DISSATISFIED	31%
DON'T KNOW	14%
Net = +25	

September 2015 – May 2016



Base: 336 Labour supporters 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

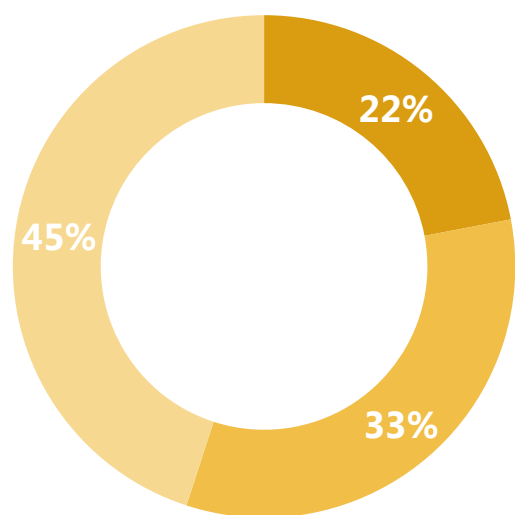


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# Tim Farron (satisfaction)

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

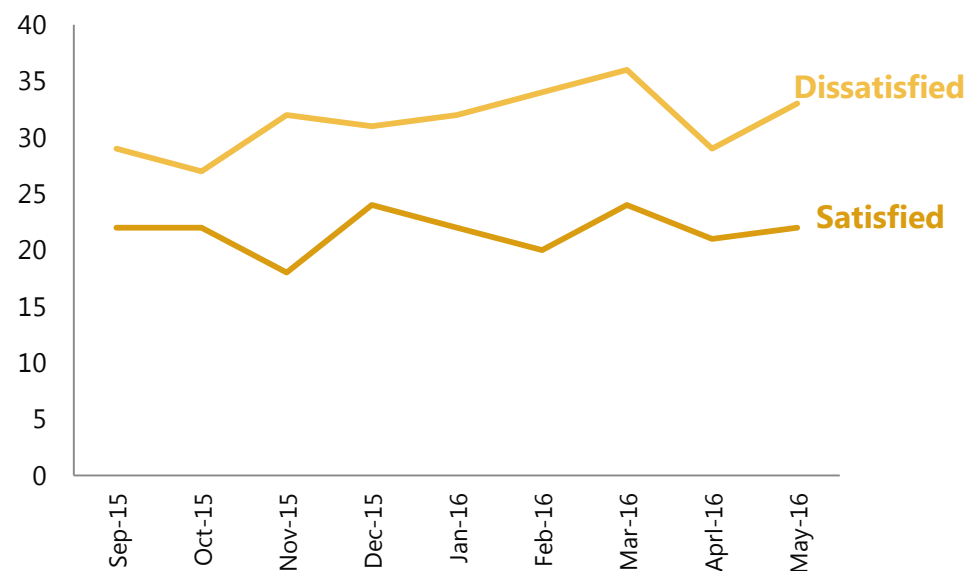
May 2016



SATISFIED	22%
DISSATISFIED	33%
DON'T KNOW	45%

Net = -11

September 2015 – May 2016



Base: 483 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

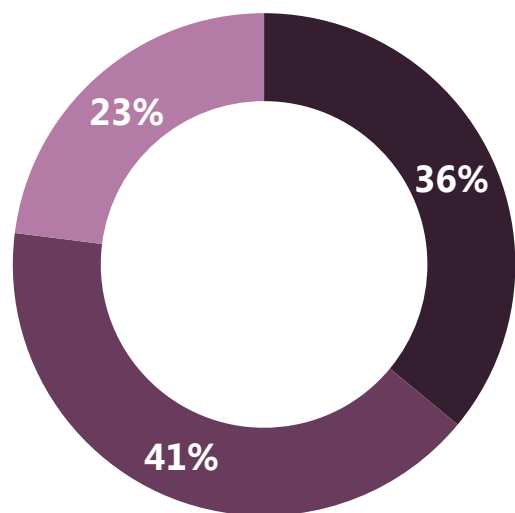


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# Nigel Farage (satisfaction)

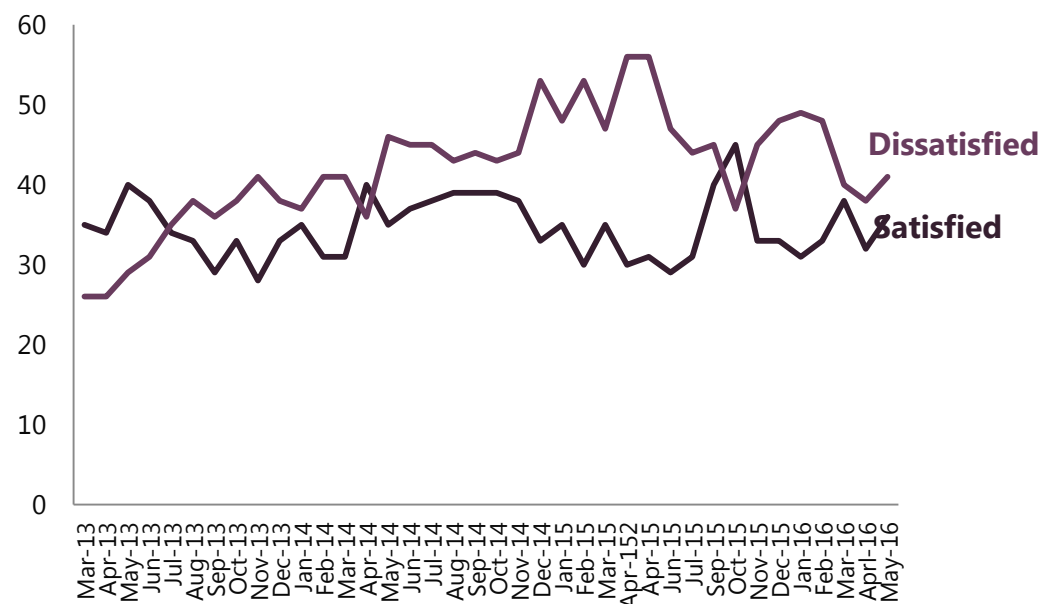
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

May 2016



SATISFIED	36%
DISSATISFIED	41%
DON'T KNOW	23%
Net = -5	

March 2013 – May 2016



Base: 519 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor



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# May 2016

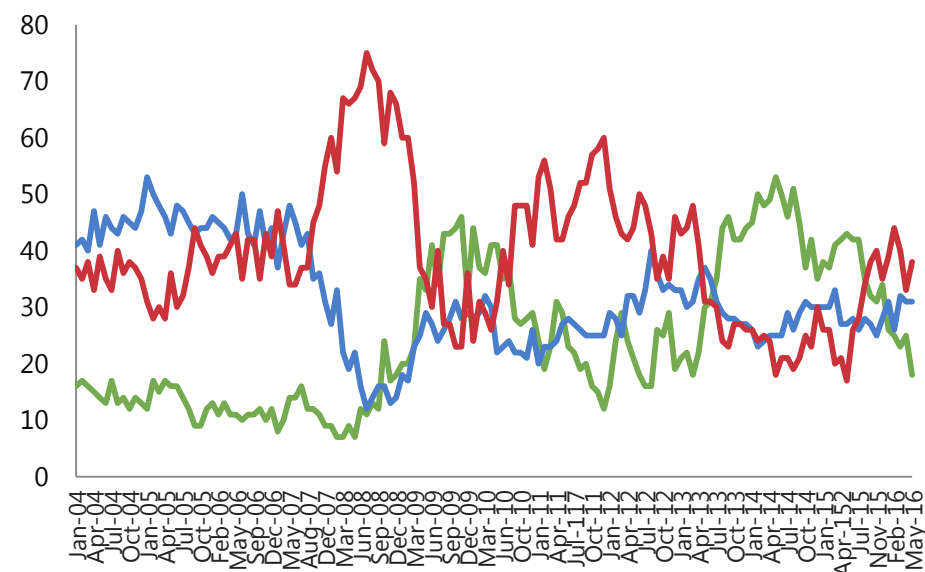
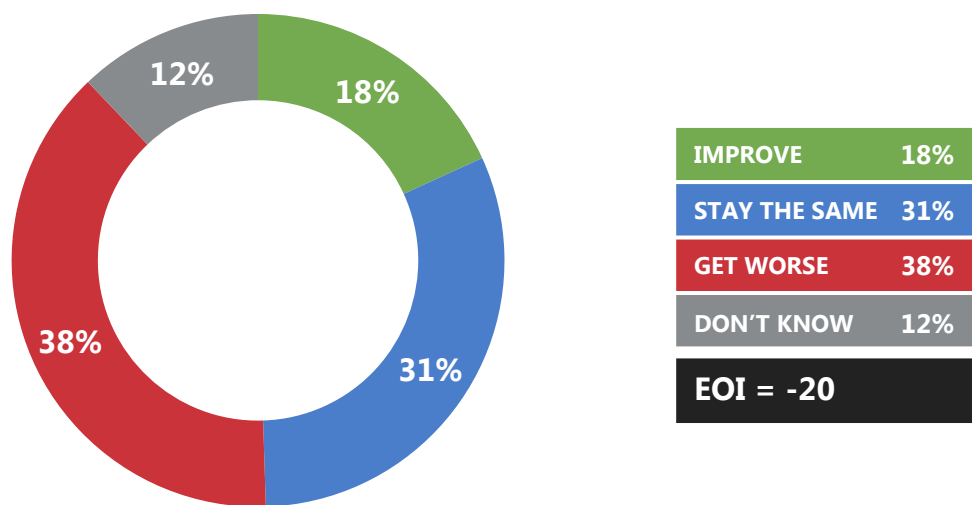
## ECONOMIC OPTIMISM



# 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?

May 2016



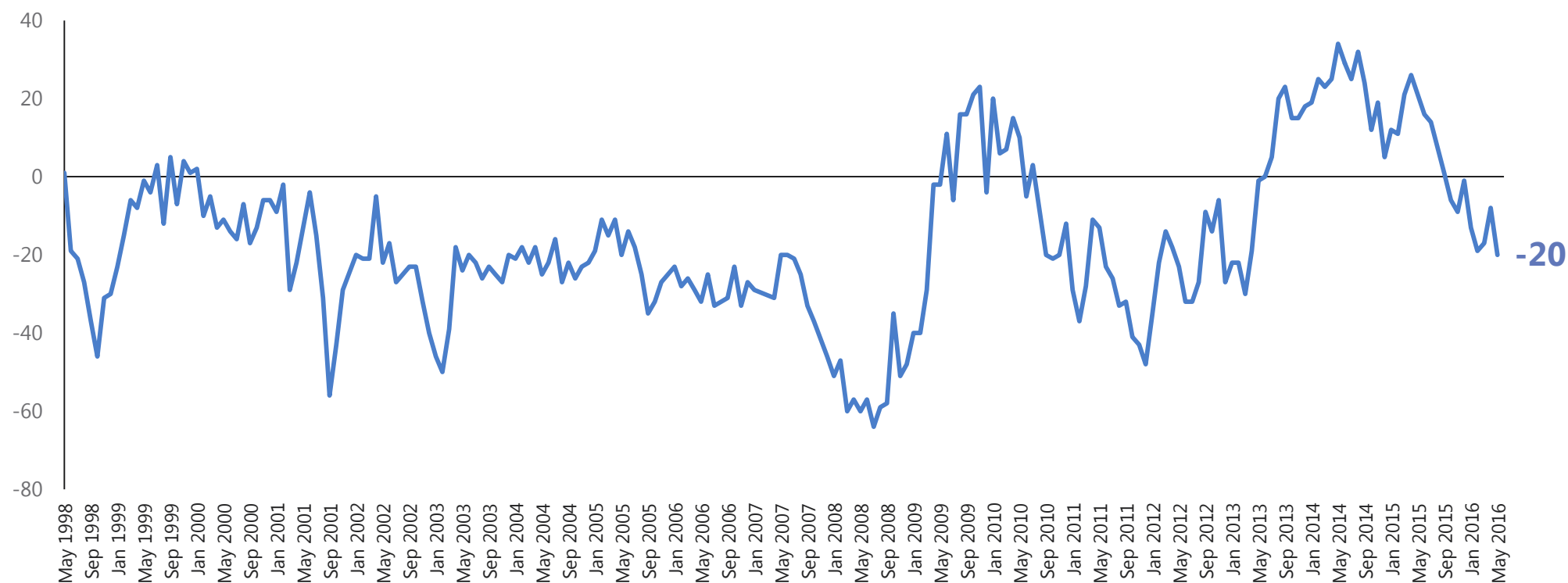
Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

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: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

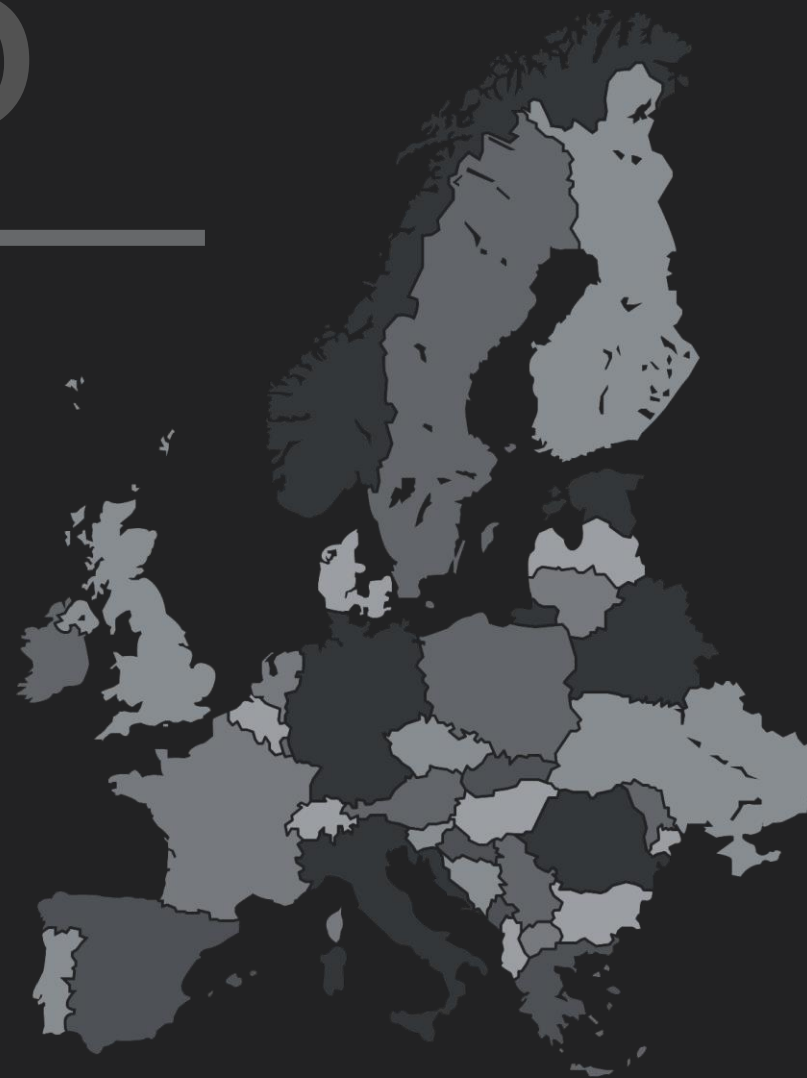


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# May 2016

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## EUROPE



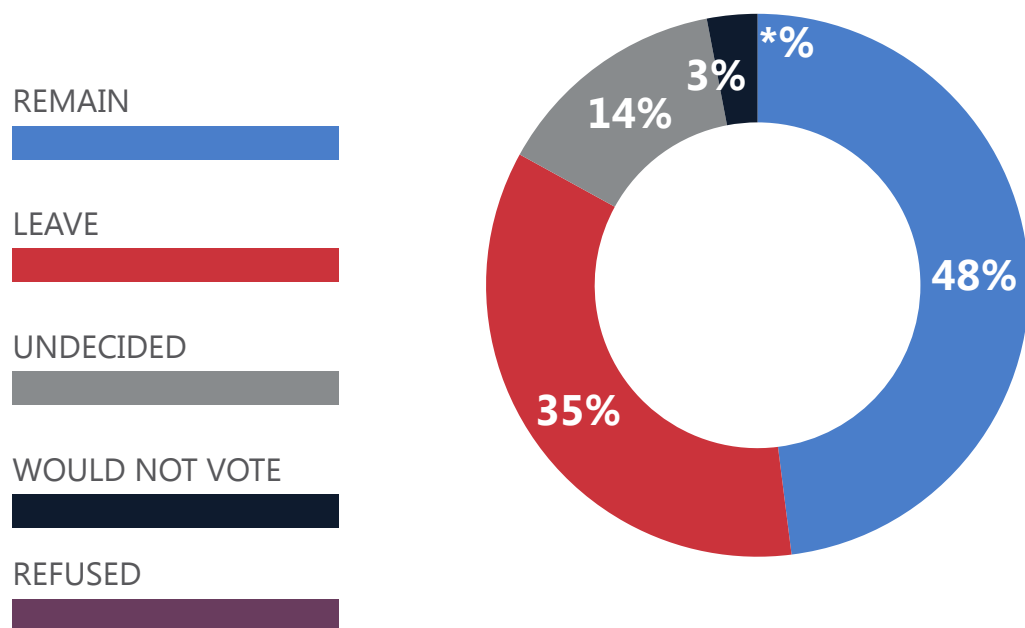
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# European Referendum voting intention

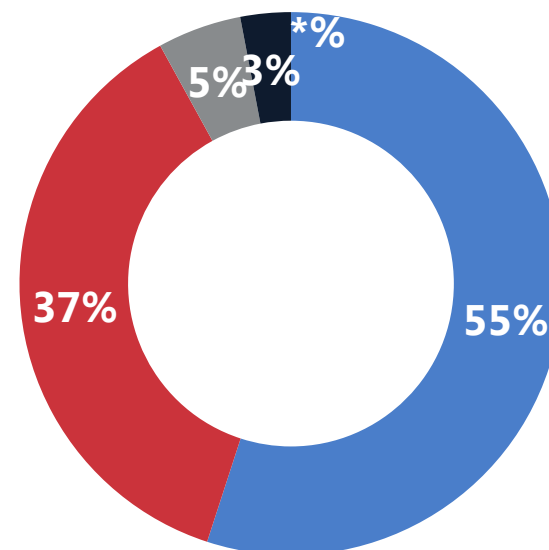
QA) AS YOU MAY KNOW THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23<sup>RD</sup> OF JUNE THIS YEAR. HOW WILL YOU VOTE ON THE QUESTION – SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

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

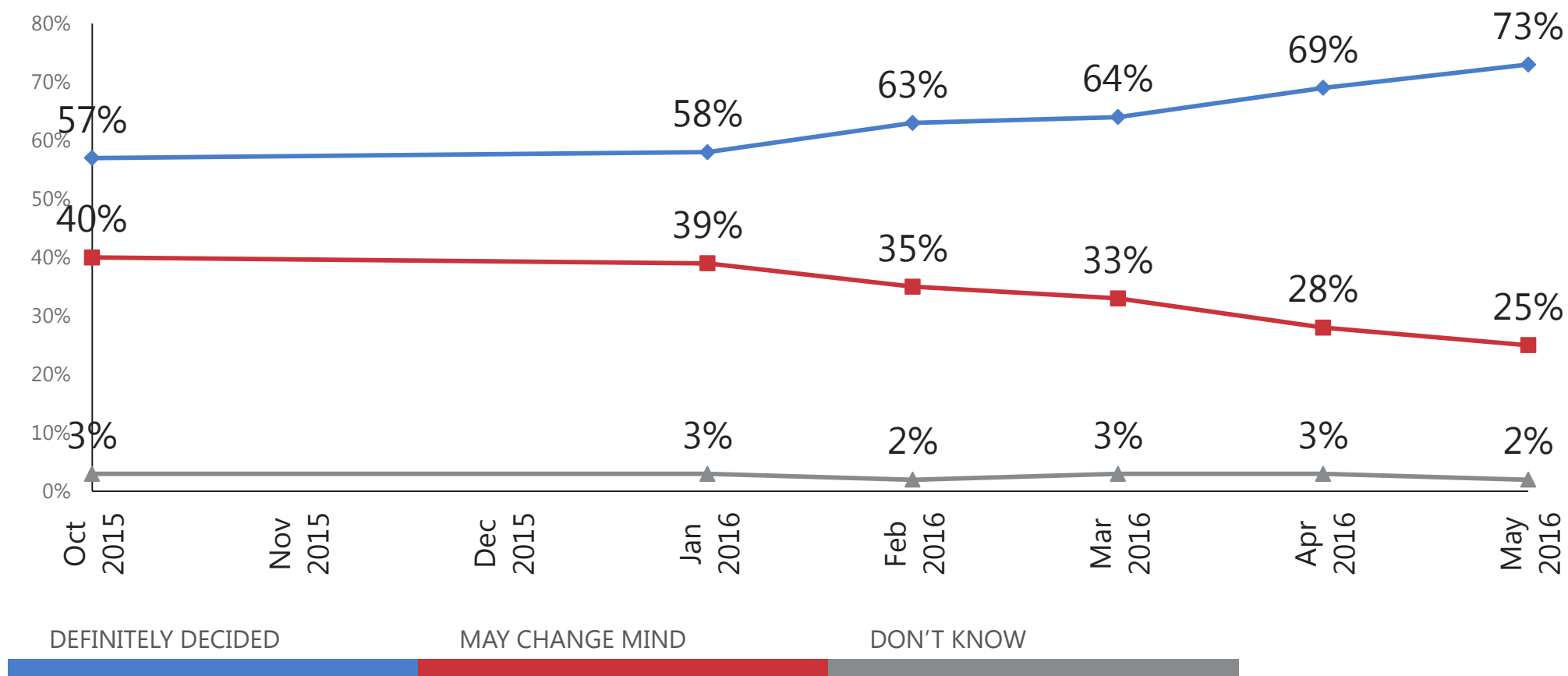


Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

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 926 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

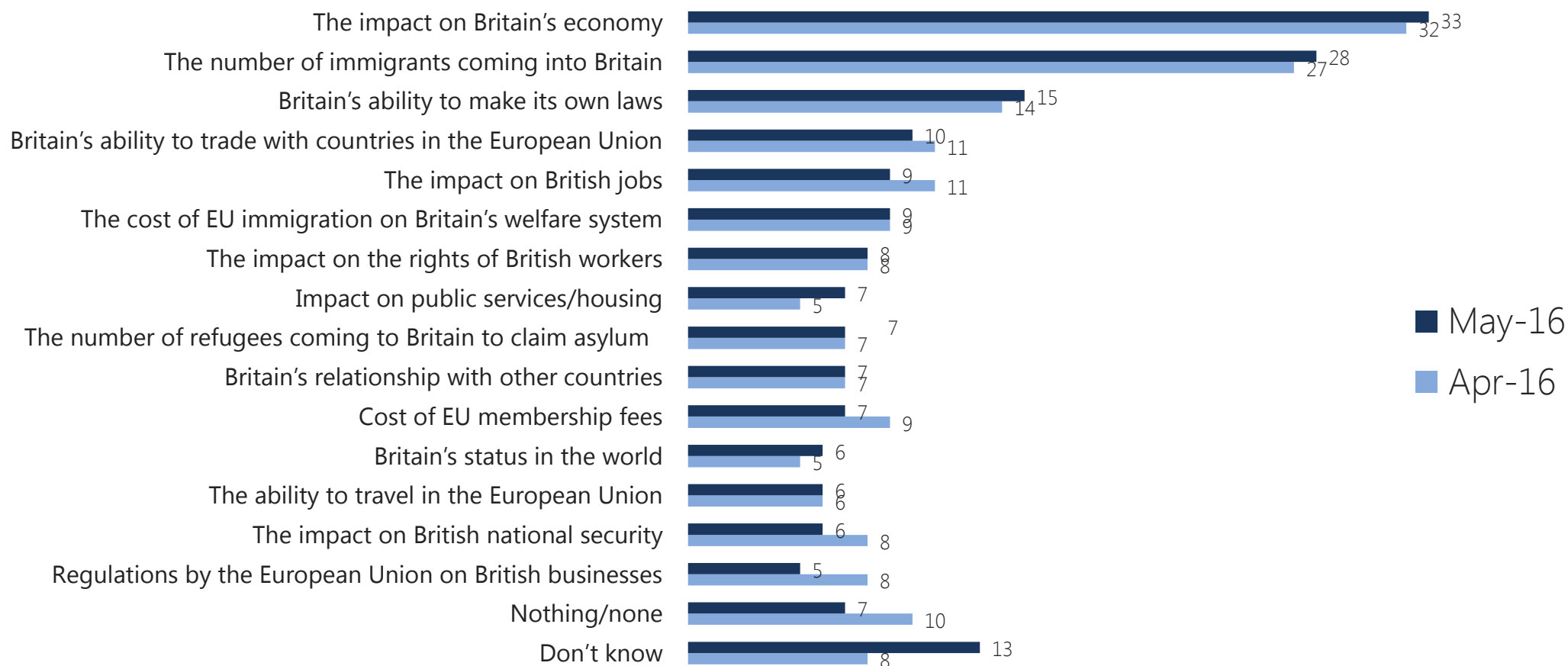


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# Issues important to EU voting

LOOKING AHEAD TO THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION ON JUNE 23<sup>RD</sup>, 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

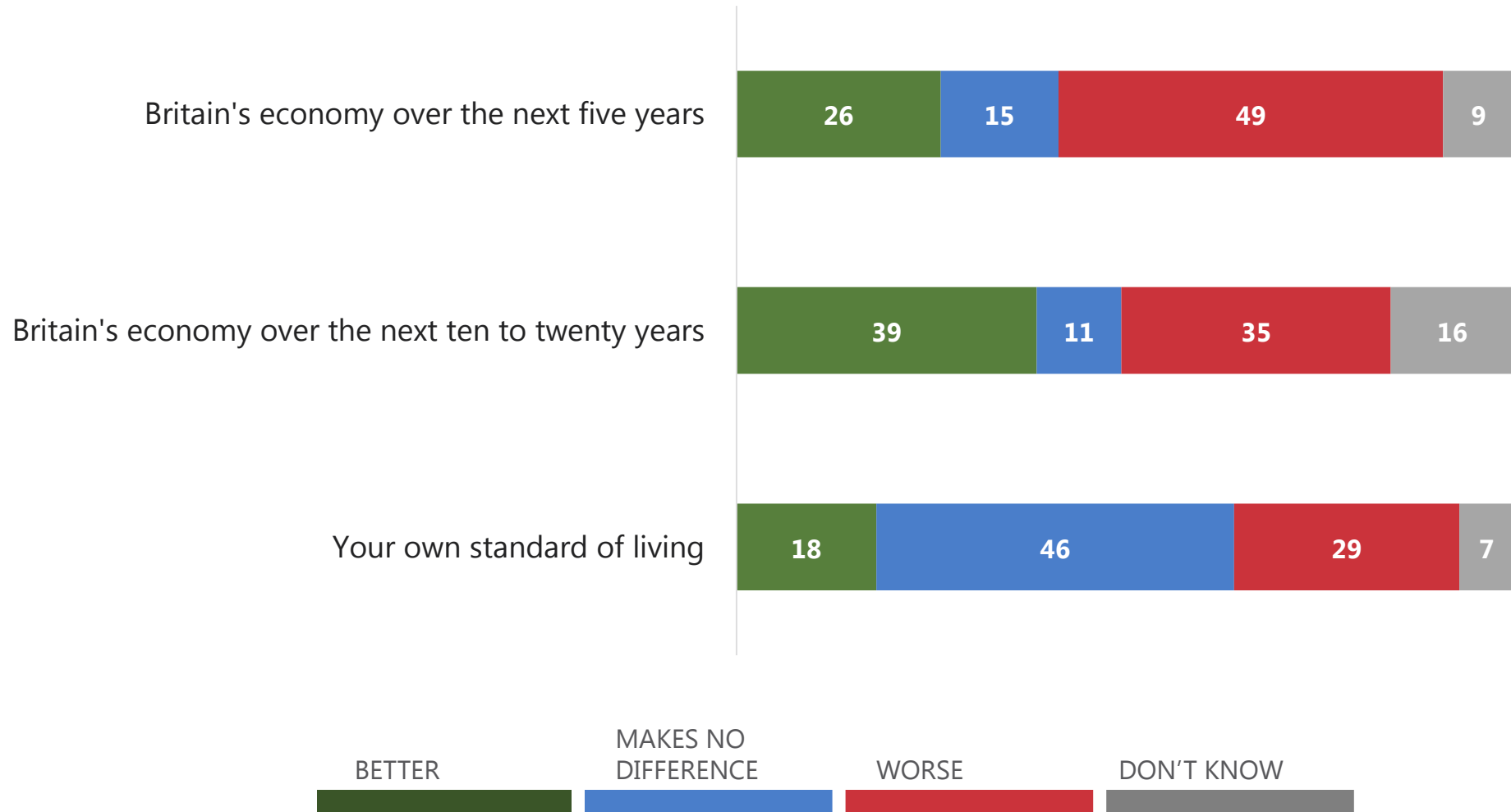


Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

# Impact of Brexit on economy and standard of living

IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WOULD BE BETTER OR WORSE FOR EACH OF THE FOLLOWING, OR WOULD IT MAKE NO DIFFERENCE?



Base: 1,002 British adults, aged 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

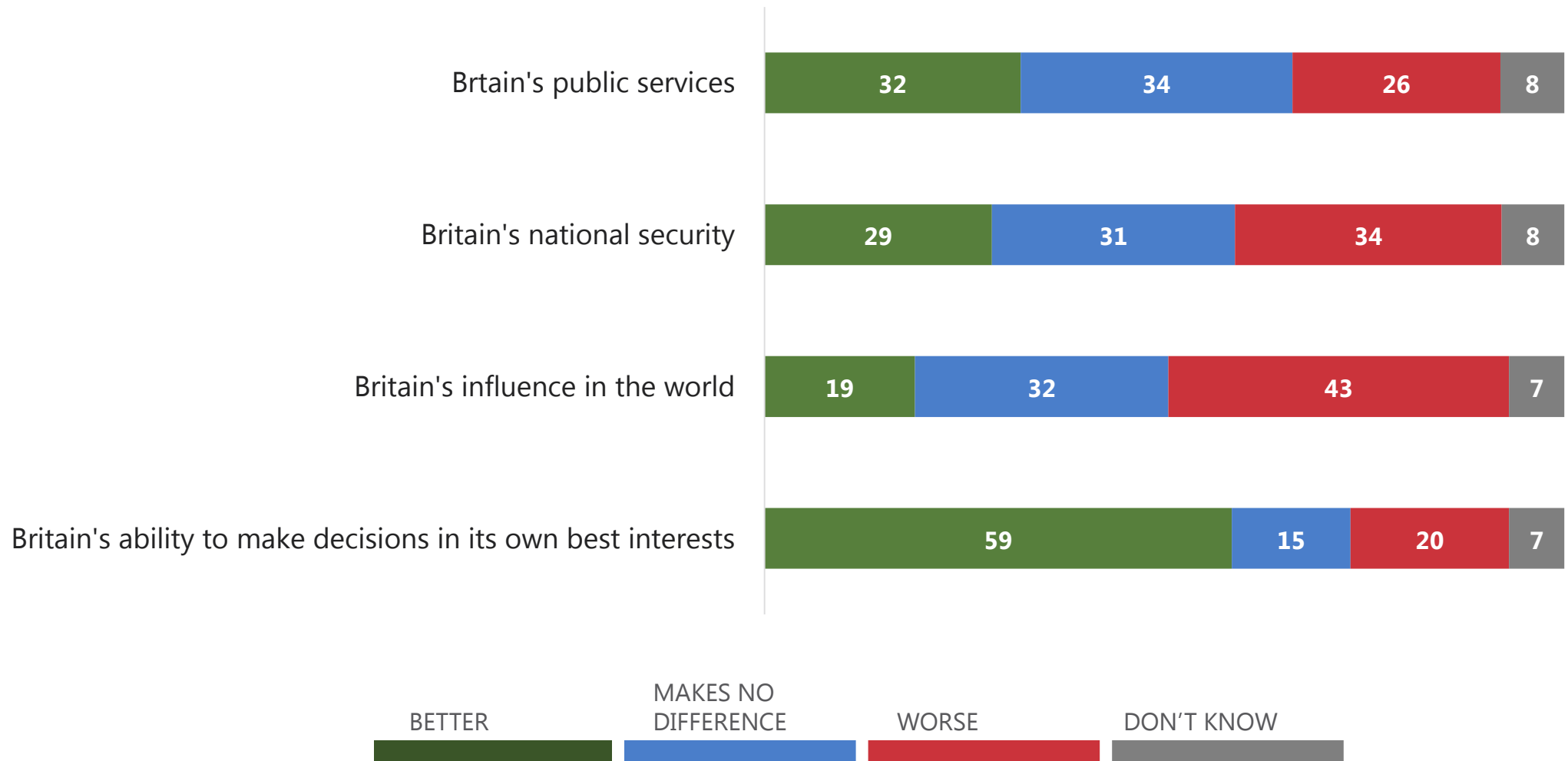
Source: Ipsos MORI Political Monitor



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# Impact of Brexit on other issues

IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WOULD BE BETTER OR WORSE FOR EACH OF THE FOLLOWING, OR WOULD IT MAKE NO DIFFERENCE?



Base: 1,002 British adults, aged 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

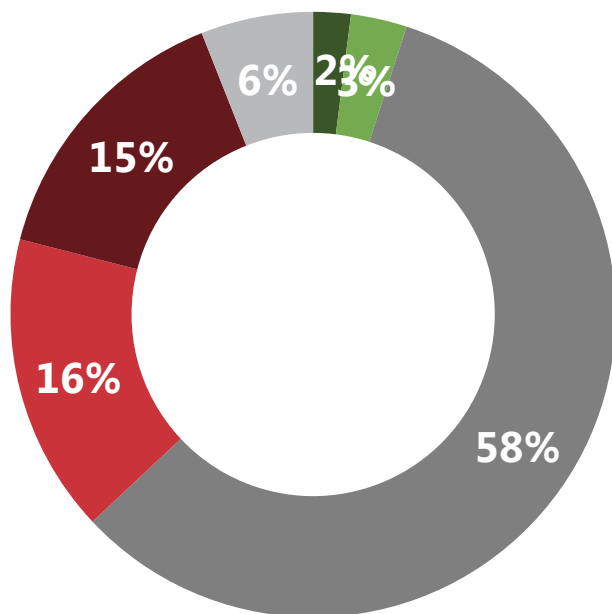


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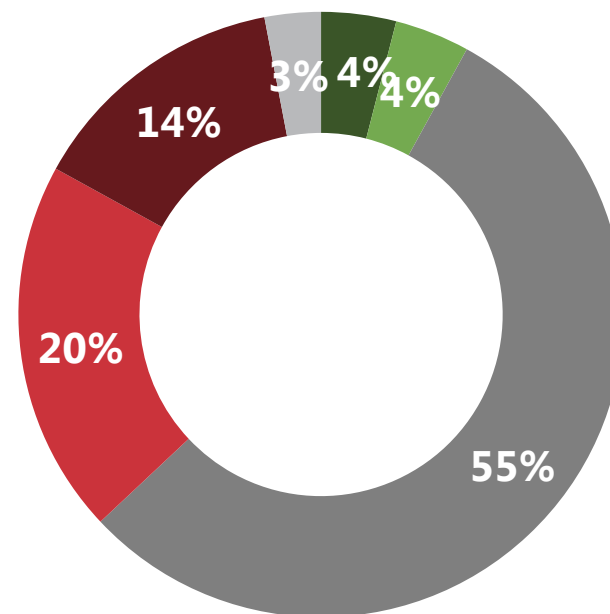
# Peace and stability after Brexit

**HALF SAMPLE SHOWN: THE PRIME MINISTER, DAVID CAMERON, RECENTLY GAVE A SPEECH SAYING THAT A VOTE TO LEAVE THE EUROPEAN UNION MIGHT PUT AT RISK THE PEACE AND STABILITY OF EUROPE. HOWEVER, BORIS JOHNSON, THE FORMER MAYOR OF LONDON, HAS SAID THIS IS NOT A POWERFUL ARGUMENT, AND THAT PEACE IN EUROPE IS DOWN TO NATO. IF BRITAIN LEAVES THE EU, DO YOU THINK IT WOULD BE BETTER OR WORSE FOR PEACE AND STABILITY IN EUROPE, OR WOULD IT MAKE NO DIFFERENCE?**

With introduction (483)



Without introduction (519)



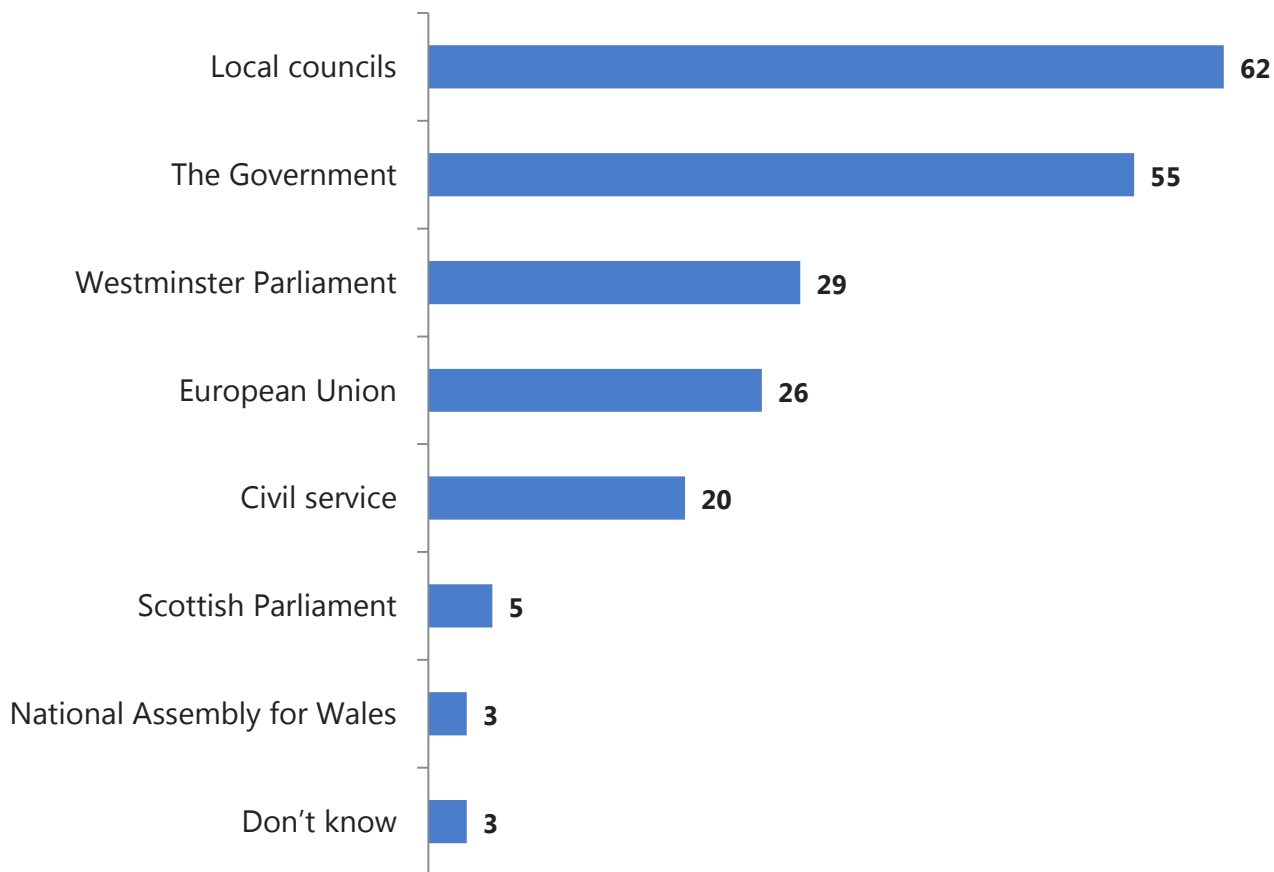
Base: bases on chart, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor



# Impact of different layers of government in everyday life

WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU BELIEVE HAVE MOST IMPACT ON PEOPLE'S EVERYDAY LIVES?



Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

# 2016

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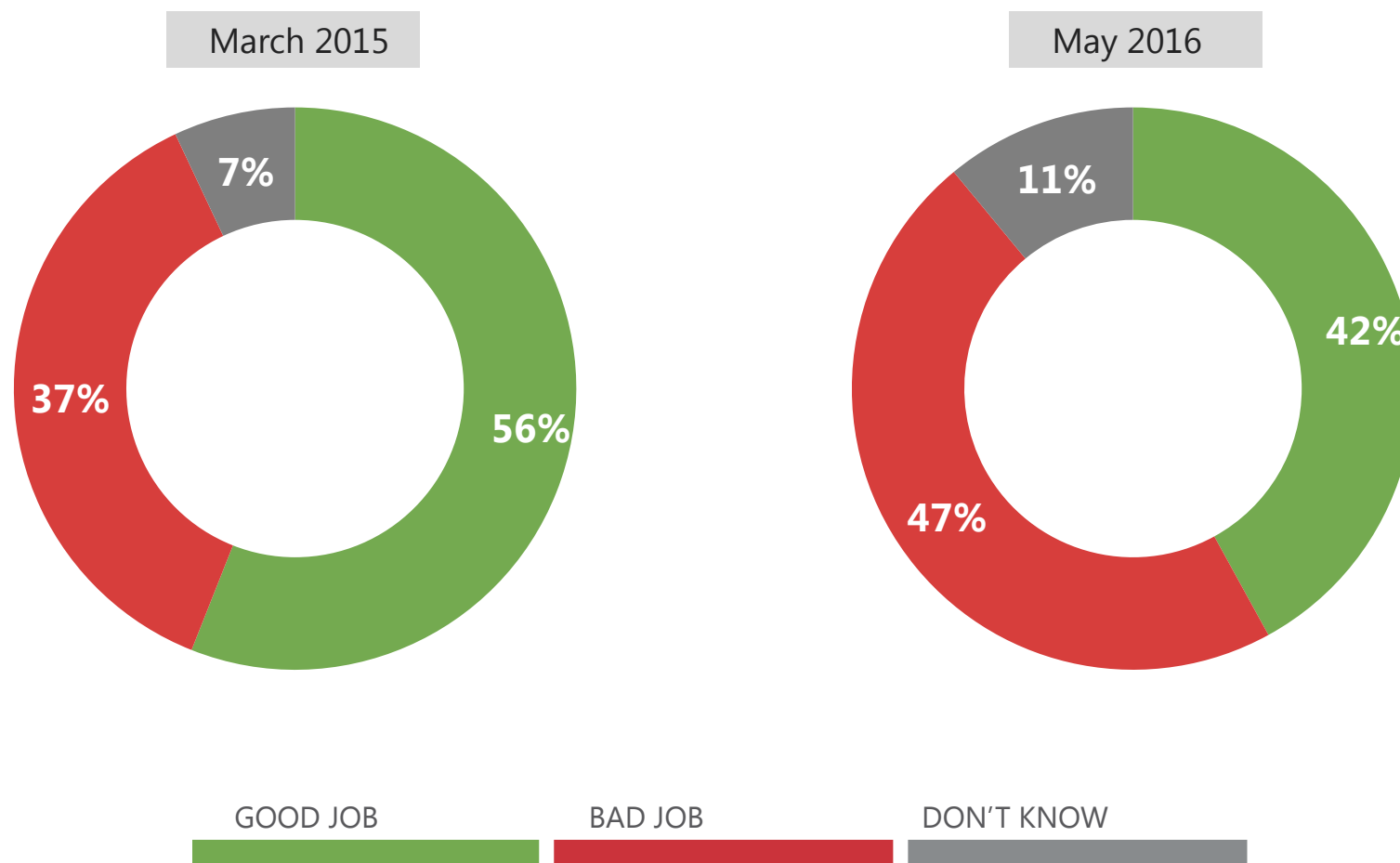
## THE ECONOMY



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# Government's Management of the Economy

SINCE IT WAS ELECTED LAST YEAR, DO YOU THINK THE GOVERNMENT HAS DONE A GOOD JOB OR A BAD JOB AT MANAGING THE ECONOMY?



Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor

# 2016

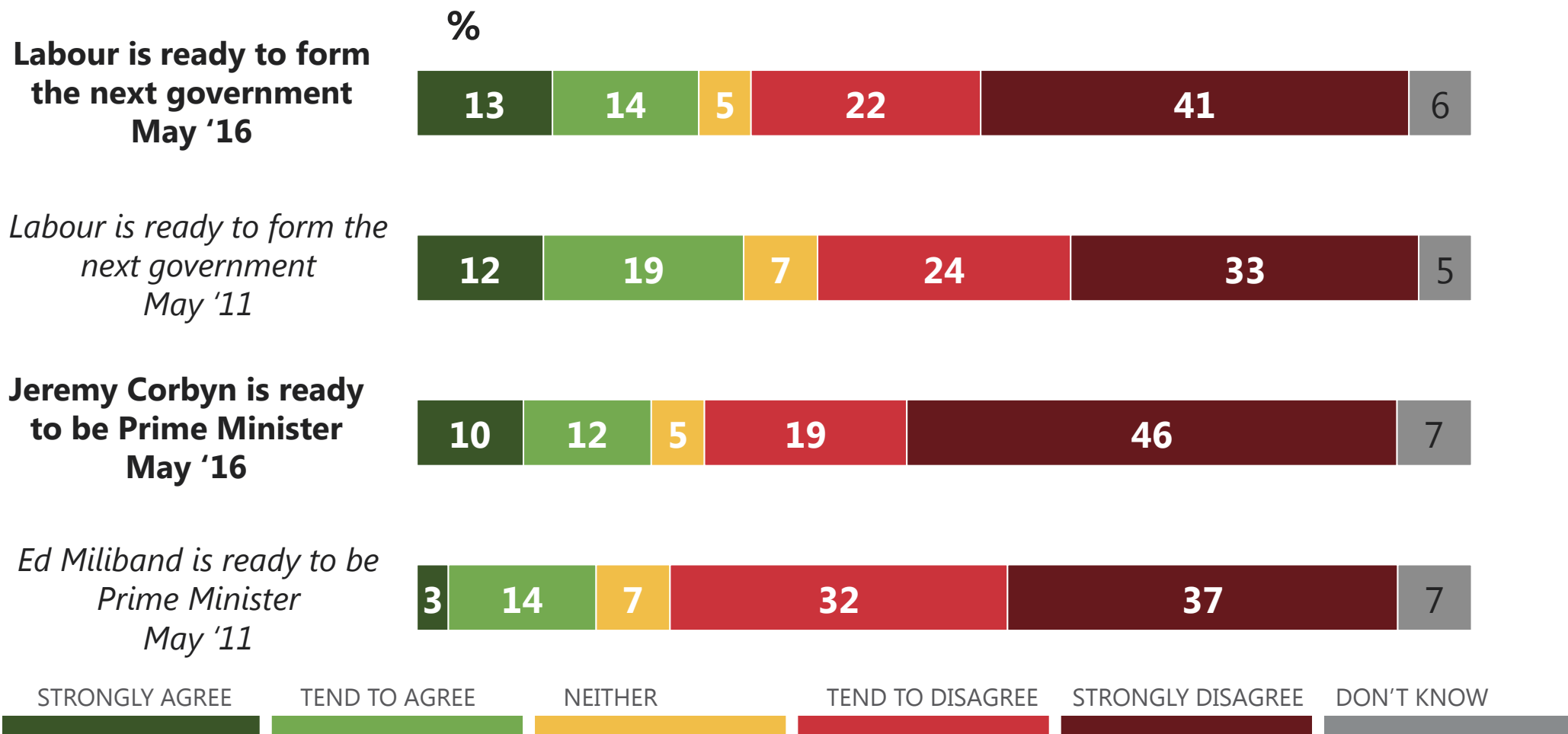
OPPOSITION READY FOR  
GOVERNMENT



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# Are Labour and Jeremy Corbyn ready for government?

DO YOU AGREE OR DISAGREE THAT...



Base: 1,002 British adults 18+, 14<sup>th</sup> – 16<sup>th</sup> May 2016

Source: Ipsos MORI Political Monitor



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# May 2016

## POLITICAL MONITOR



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