

2015

POLITICAL MONITOR



2015

VOTING INTENTIONS

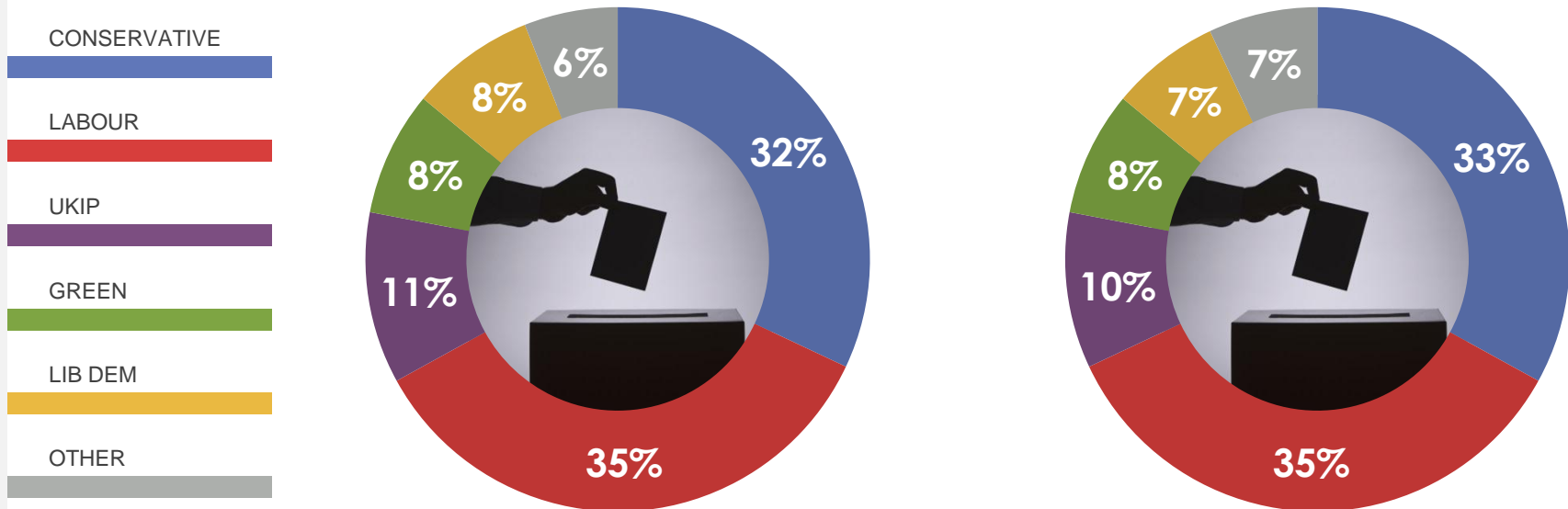
Voting Intention: All giving an opinion vs. those “certain to vote”

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

3

All giving a voting intention: 84%

All certain to vote: 68%



Conservative lead = -3

Conservative lead = -2

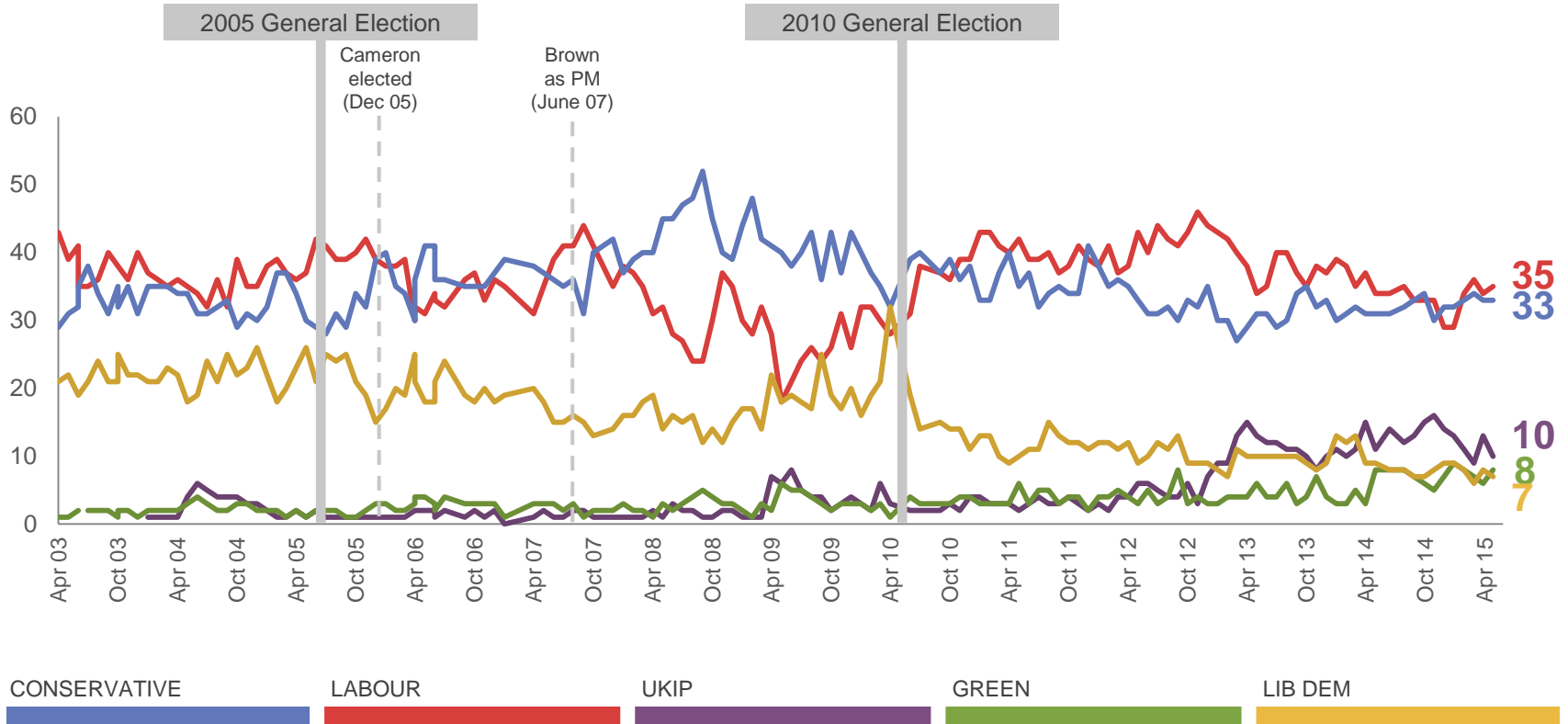
Base: 1,000 British adults 18+, 12th -15th April 2015, all certain to vote = 737

Source: Ipsos MORI Political Monitor

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

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

4



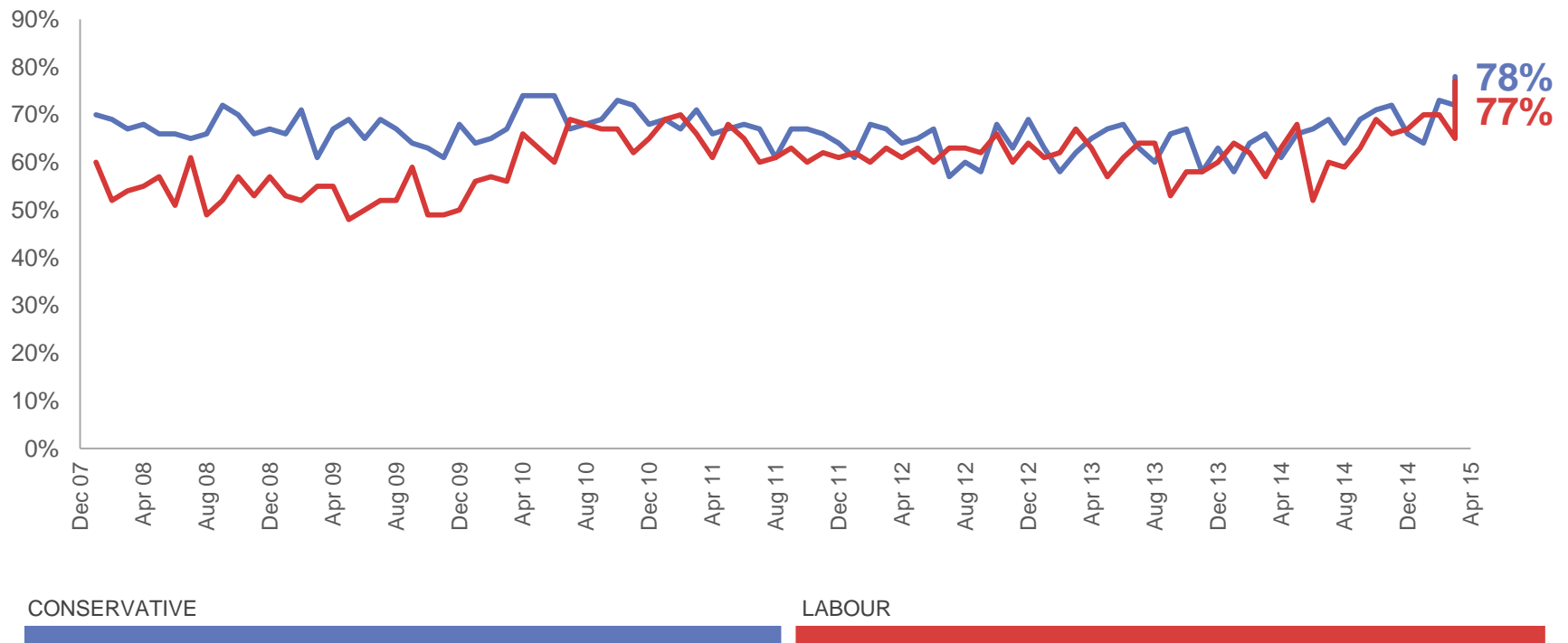
Base: c.1,000 British adults certain to vote each month through February 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

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

% OF SUPPORTERS "ABSOLUTELY CERTAIN TO VOTE"

5



Base: c.1,000 British adults each month

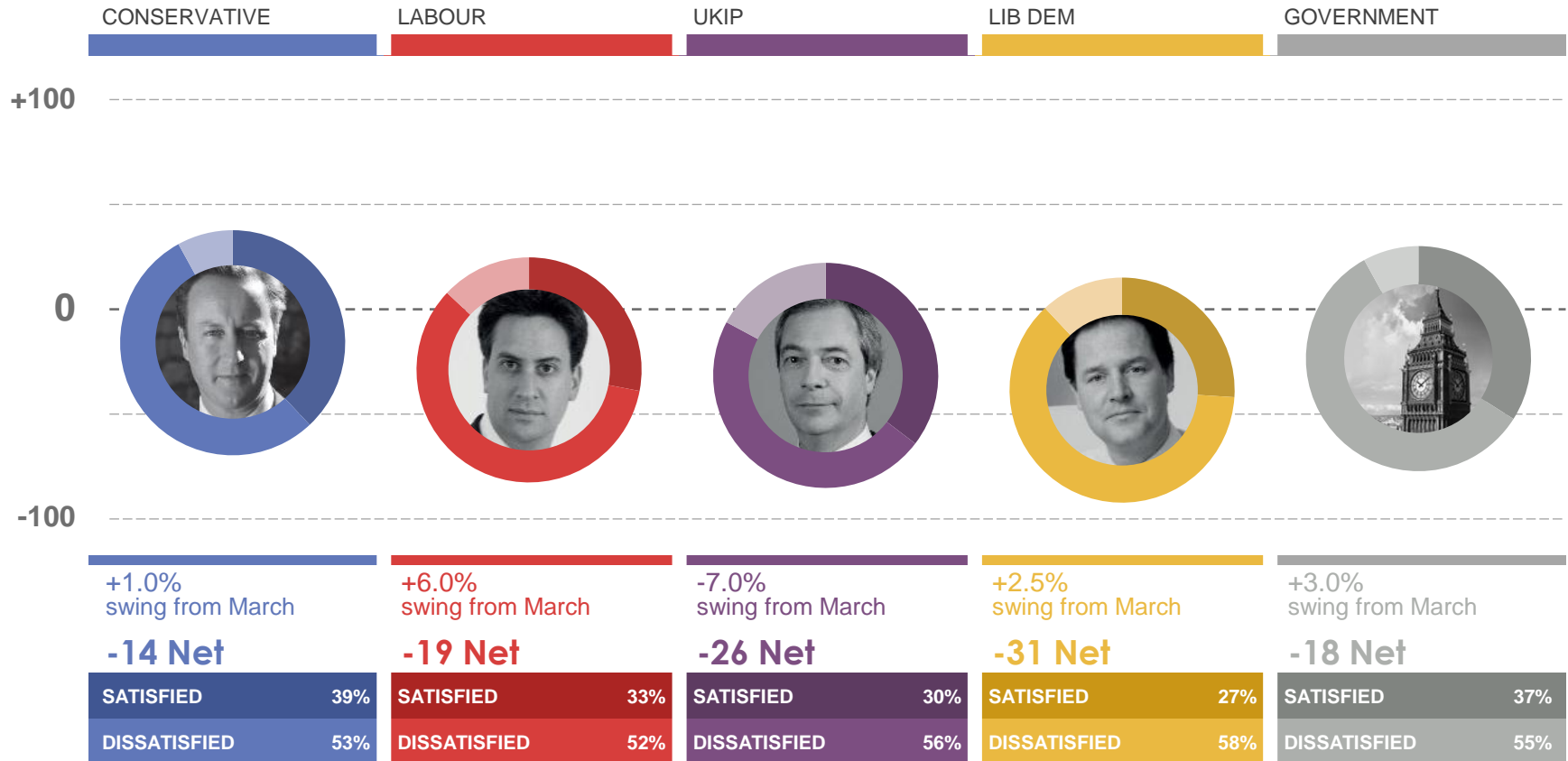
Source: Ipsos MORI Political Monitor

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: 1,000 British adults 18+, 12th – 15th April 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

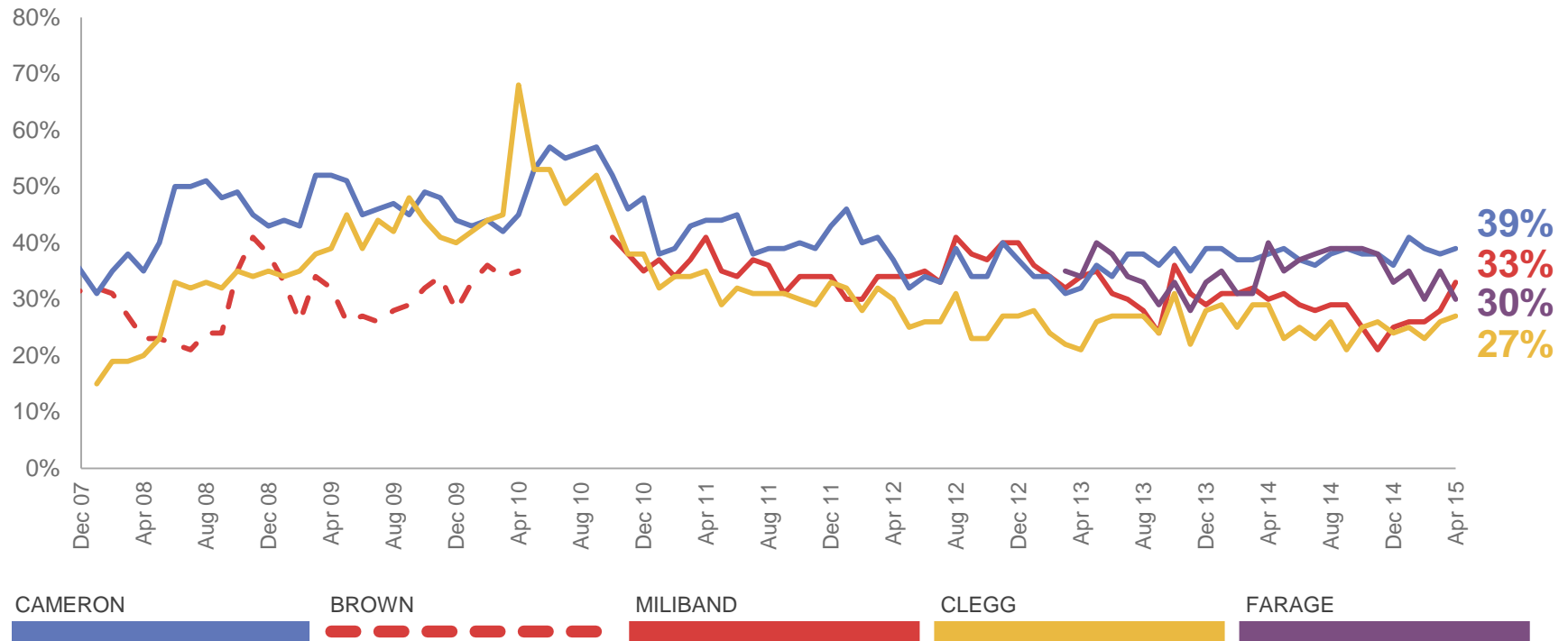
Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders December '07 – April '15

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

8

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



Base: c.1,000 British adults each month

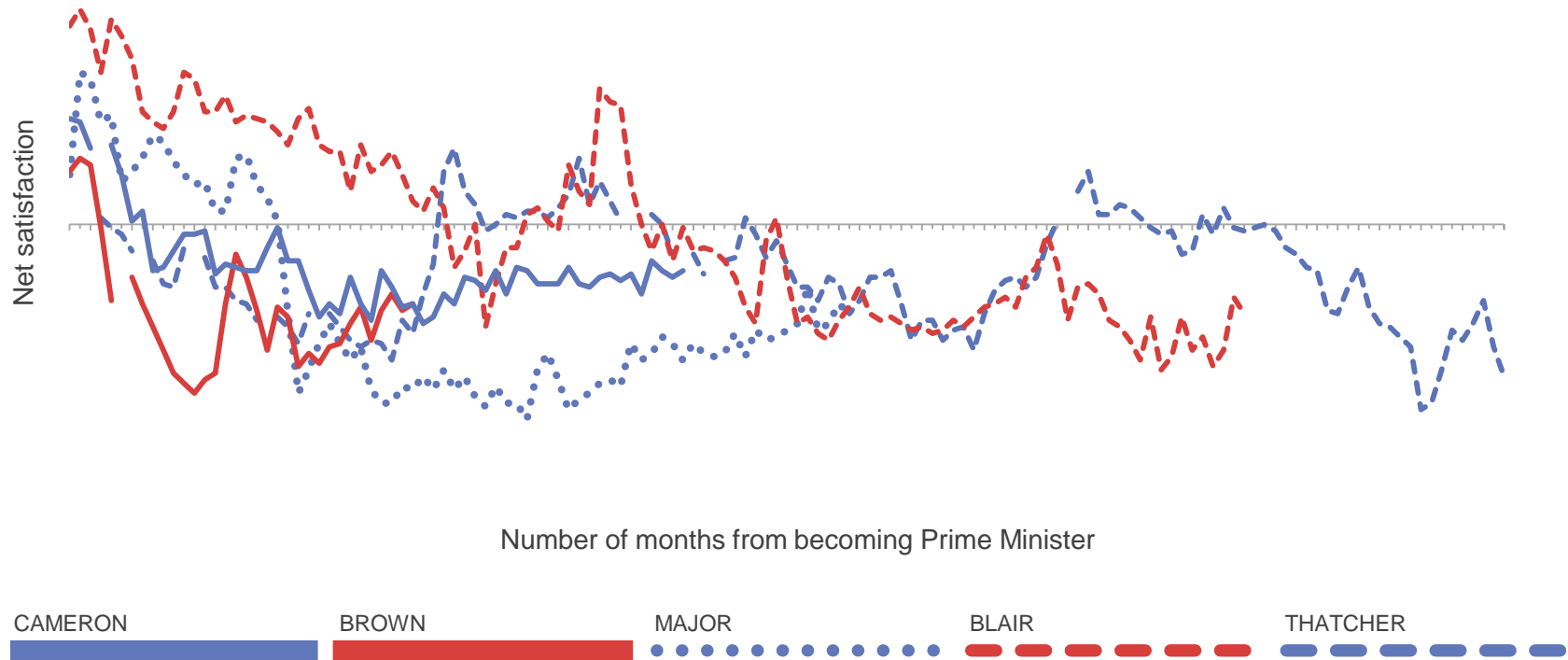
Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

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

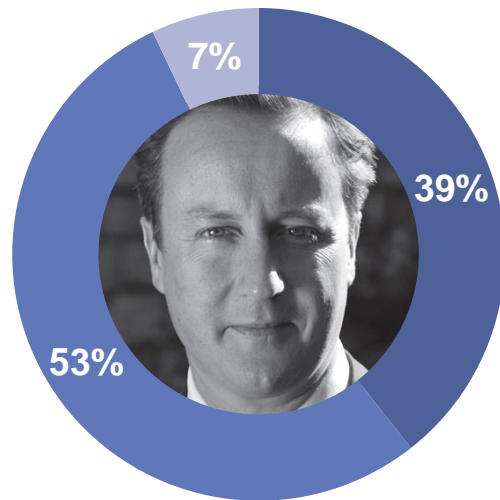
David Cameron (satisfaction)

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

10

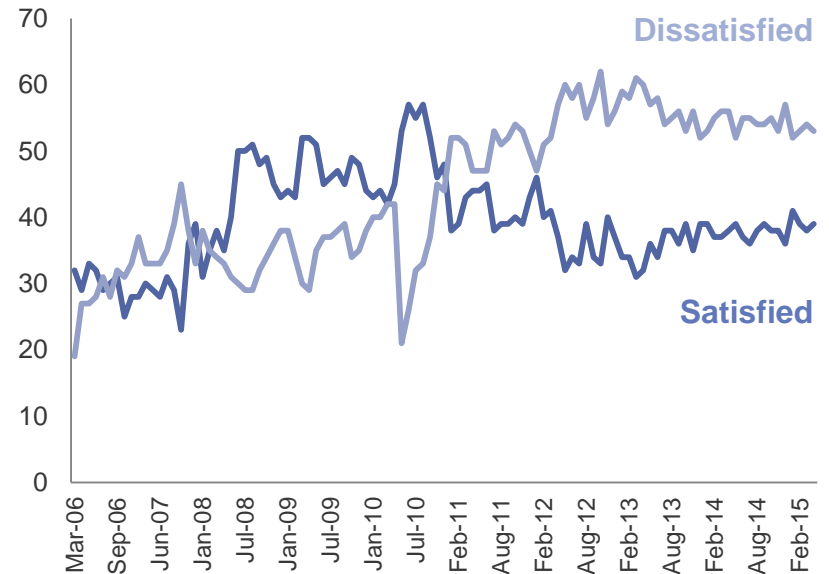
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

April 2015



SATISFIED	39%
DISSATISFIED	53%
DON'T KNOW	7%
Net = -14	

April 2006 – April 2015



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

Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

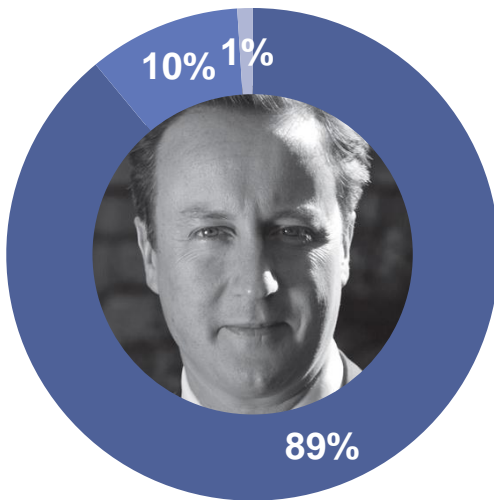
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

11

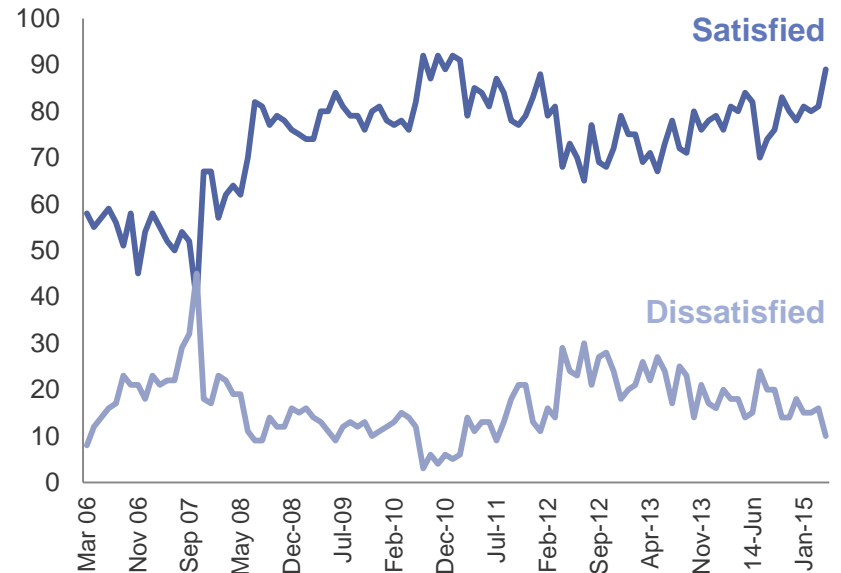
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

April 2015

April 2006 – April 2015



SATISFIED	89%
DISSATISFIED	10%
DON'T KNOW	1%
Net = +79	



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

Base: 280 Conservative supporters 18+, 12th -15th April 2015

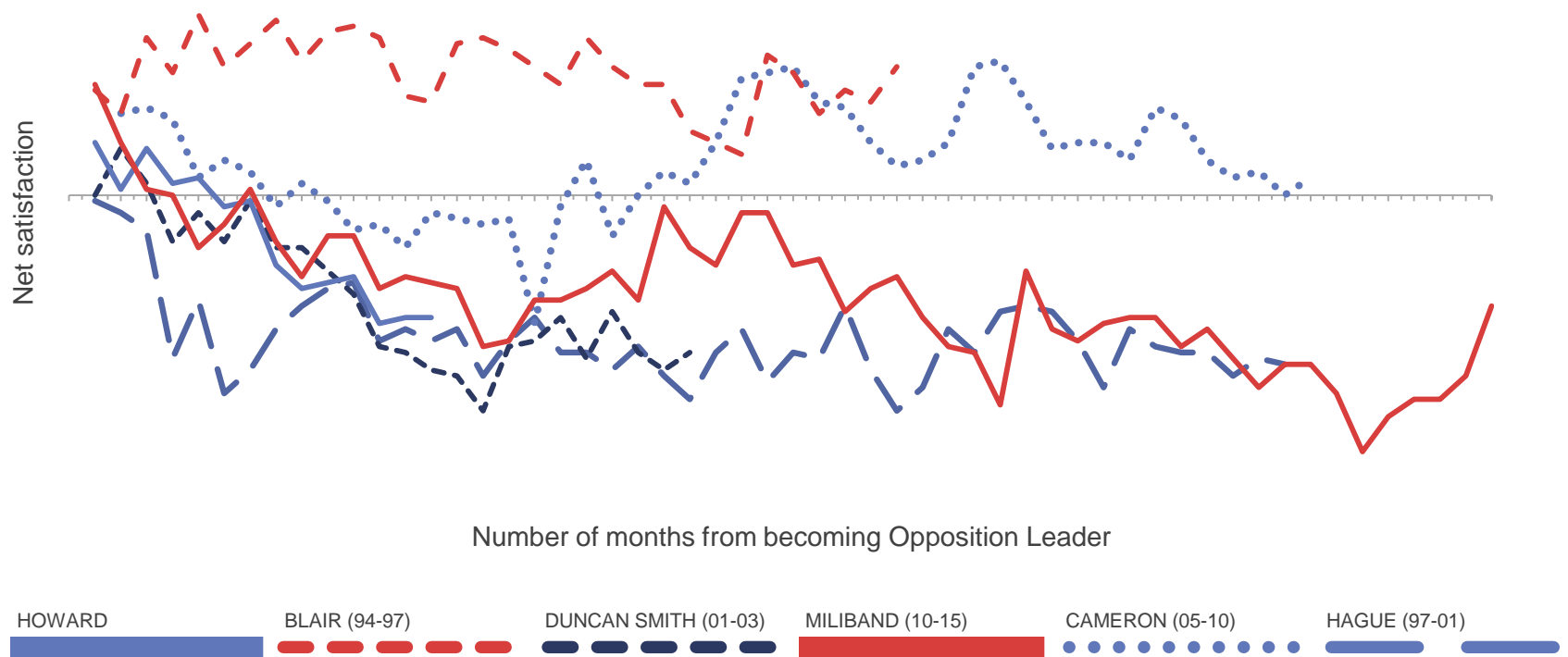
Source: Ipsos MORI Political Monitor

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

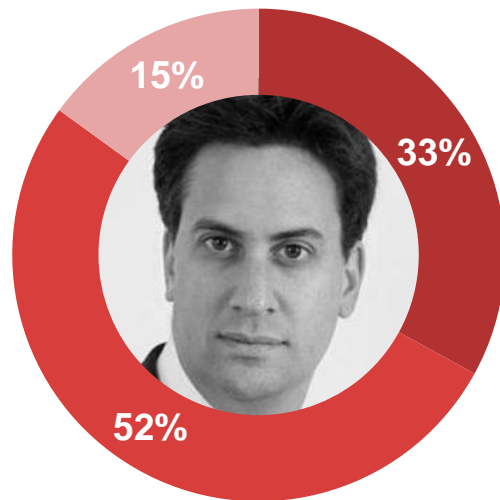
Ed Miliband (satisfaction)

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

13

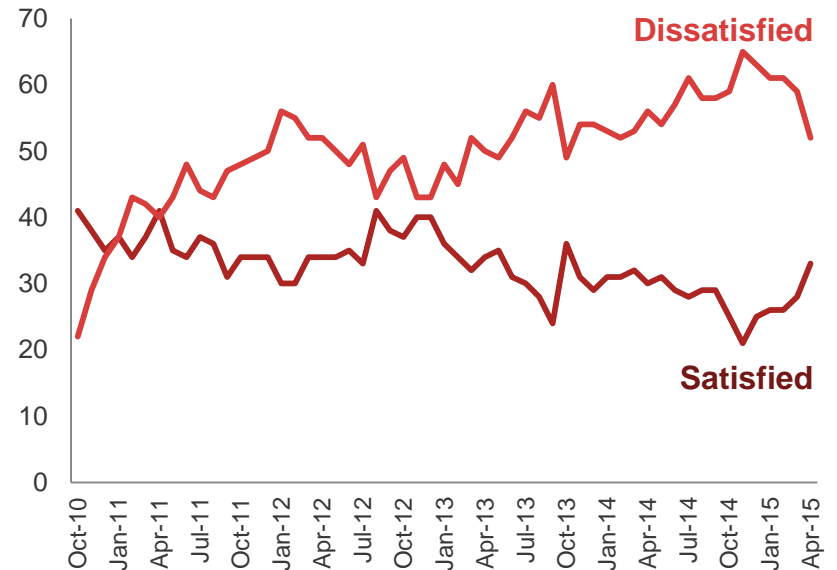
AS LEADER OF THE LABOUR PARTY?

April 2015



SATISFIED	33%
DISSATISFIED	52%
DON'T KNOW	15%
Net = -19	

October 2010 – April 2015



Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

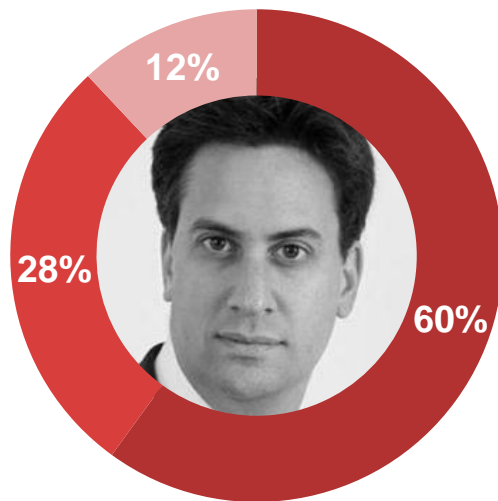
Ed Miliband (satisfaction among Labour supporters)

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

14

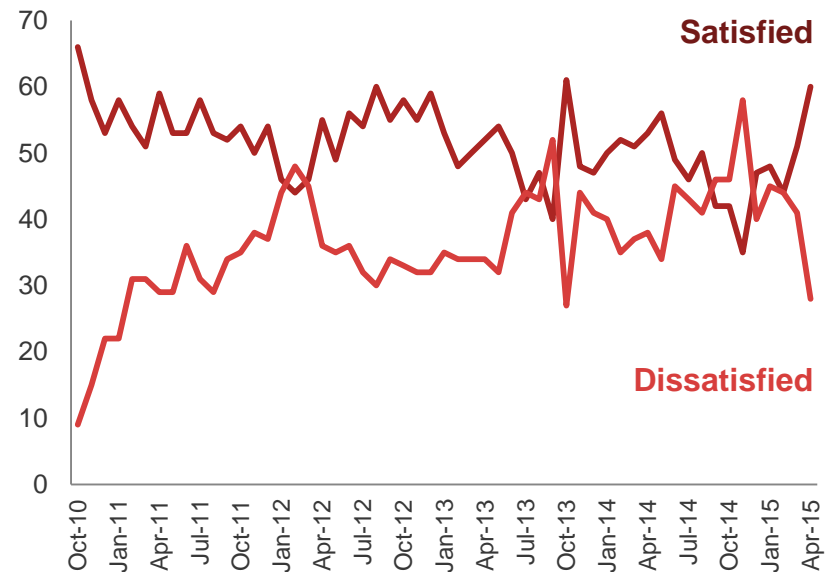
AS LEADER OF THE LABOUR PARTY?

April 2015



SATISFIED	60%
DISSATISFIED	28%
DON'T KNOW	12
Net = +32	

October 2010 – April 2015



Base: 296 Labour supporters 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

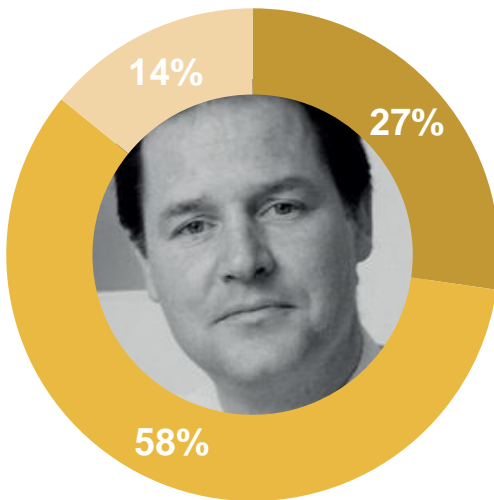
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

15

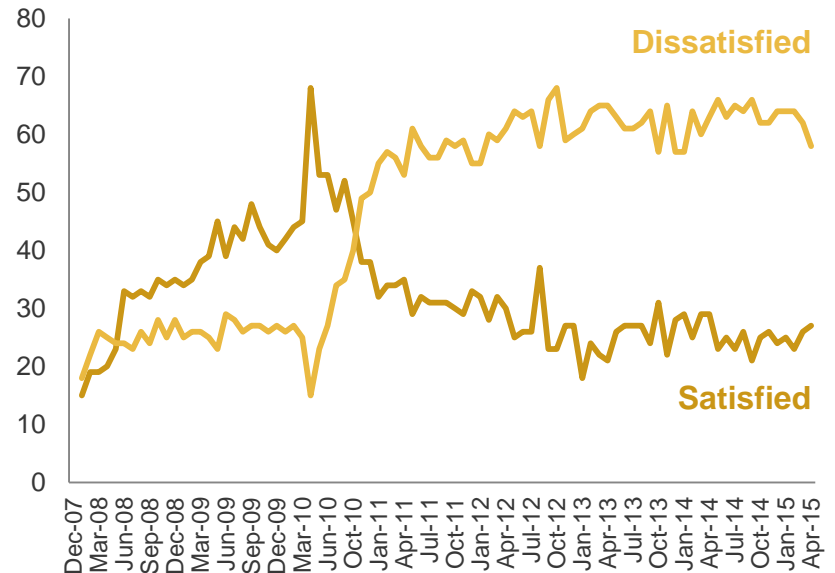
AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

April 2015

January 2008 – April 2015



SATISFIED	27%
DISSATISFIED	58%
DON'T KNOW	14%
Net = -31	



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

Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

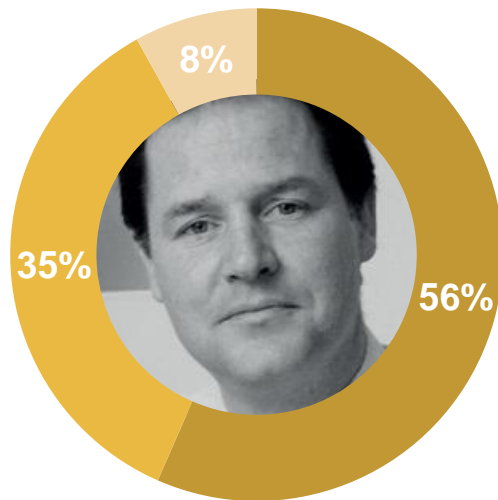
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

16

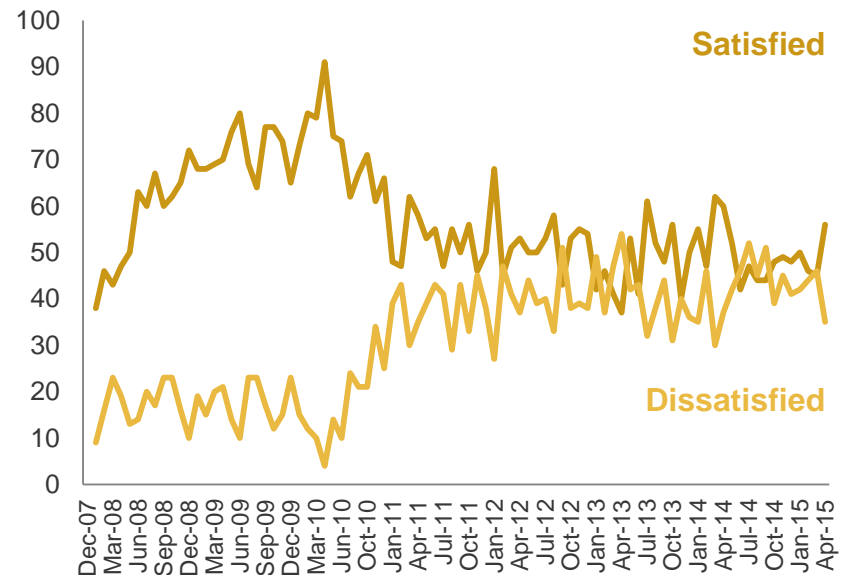
AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

April 2015

January 2008 – April 2015



SATISFIED	56%
DISSATISFIED	35%
DON'T KNOW	8%
Net = +21	



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

Base: 76 Liberal Democrat supporters 18+, 12th – 15th April 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

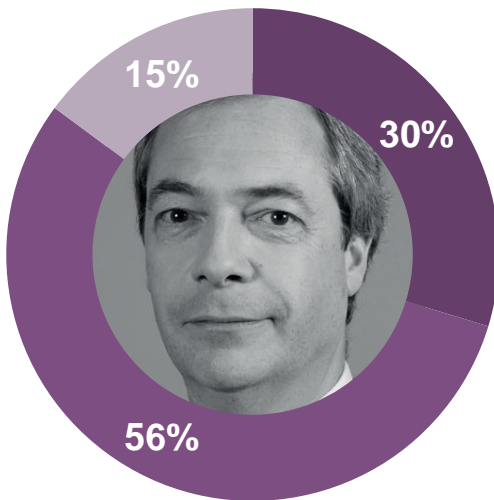
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

17

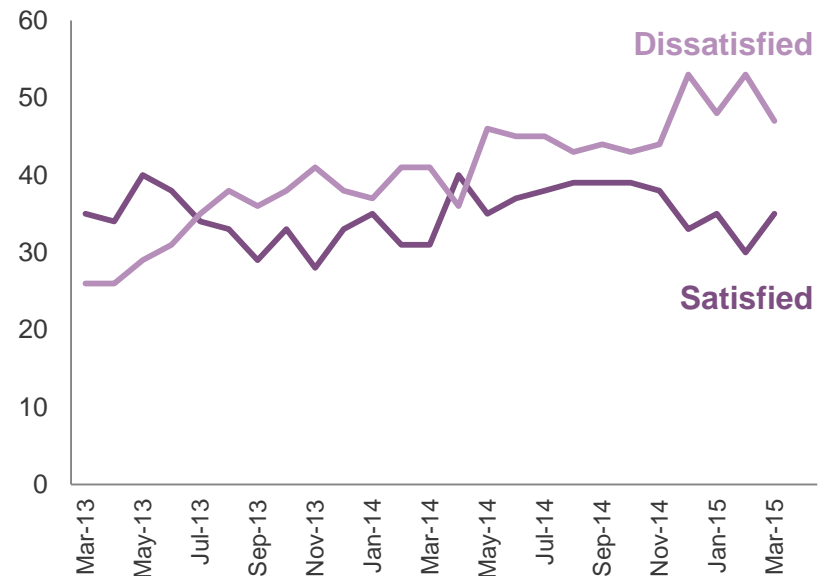
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

April 2015

April 2013 – April 2015



SATISFIED	30%
DISSATISFIED	56%
DON'T KNOW	15%
Net = -26	



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

Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

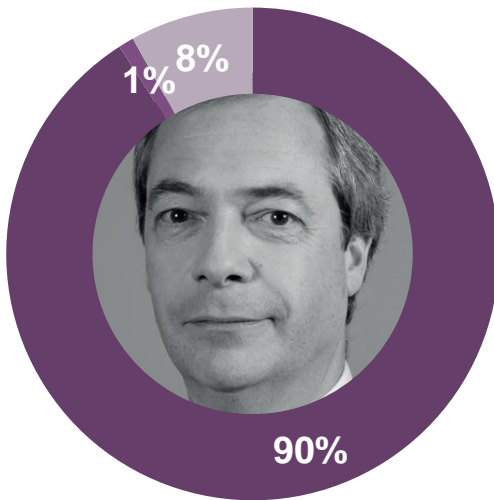
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

18

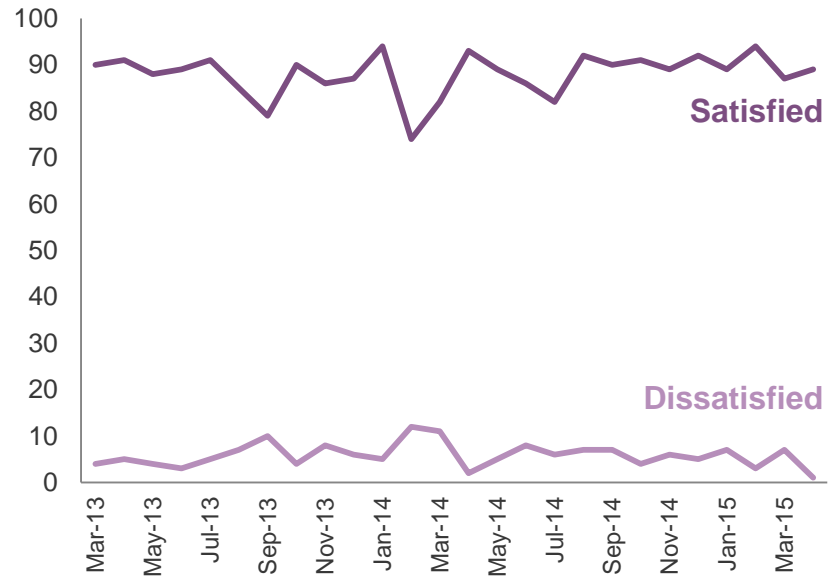
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

April 2015

April 2013 – April 2015



SATISFIED	90%
DISSATISFIED	1%
DON'T KNOW	8%
Net = +89	



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

Base: 89 UKIP supporters, 12th -15th April 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

2015

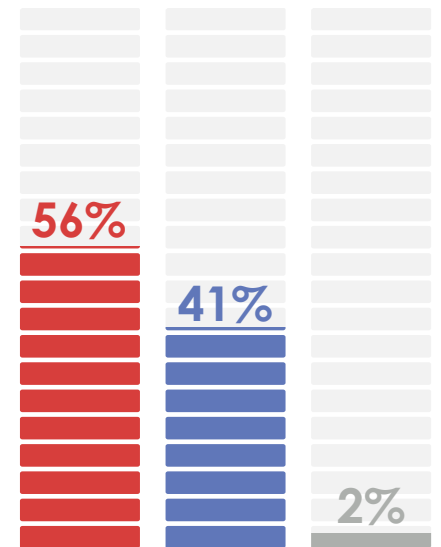
VOTING DECISIONS

Have the voters decided yet?

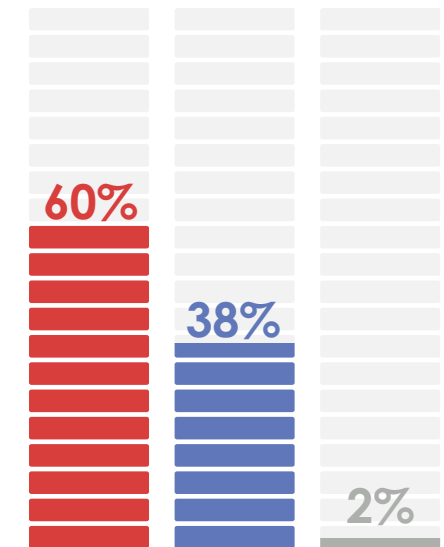
HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

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March 2015



April 2015



DEFINITELY DECIDED

MAY CHANGE MIND

DON'T KNOW

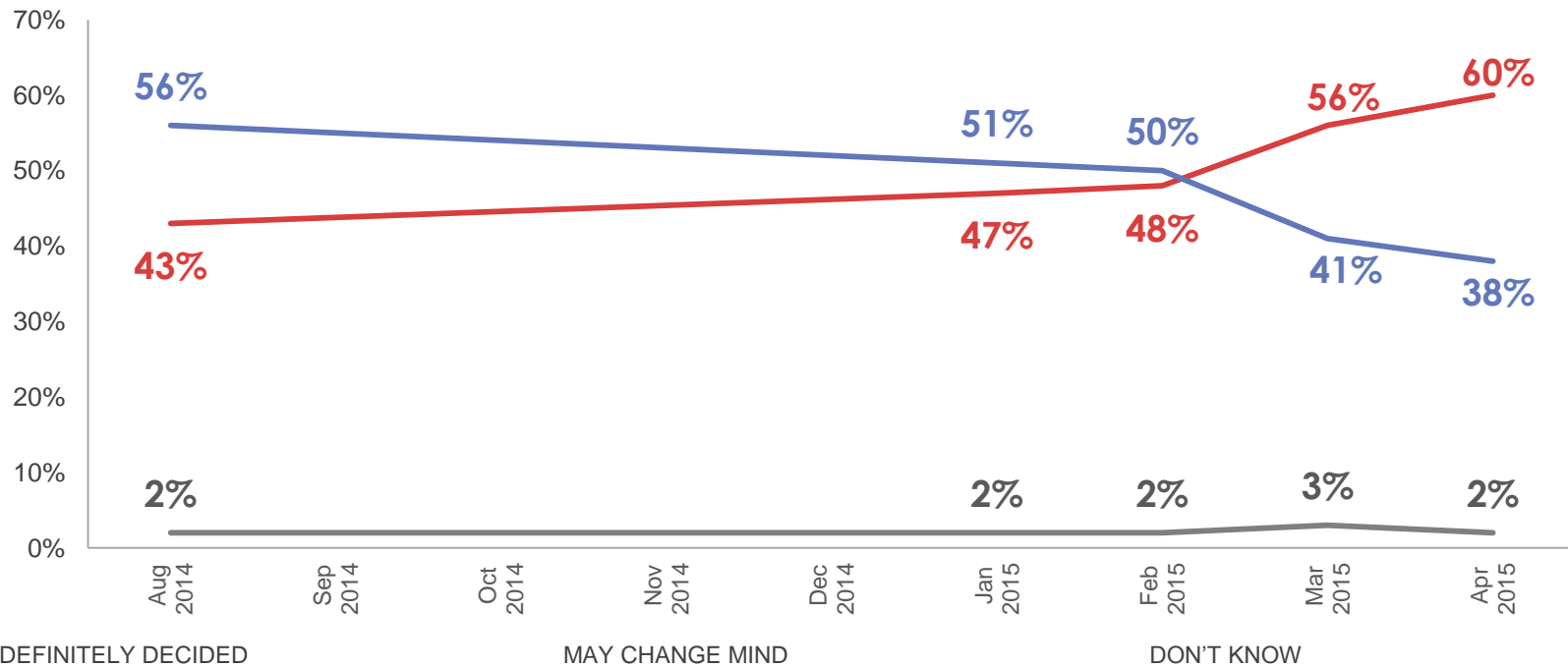
Base: 879 British adults 18+ giving a voting intention, 12th -15th April 2015

Source: Ipsos MORI Political Monitor

Have the voters decided yet? Trend

HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

21



Base: 879 British adults 18+ giving a voting intention, 12th -15th April 2015

Source: Ipsos MORI Political Monitor

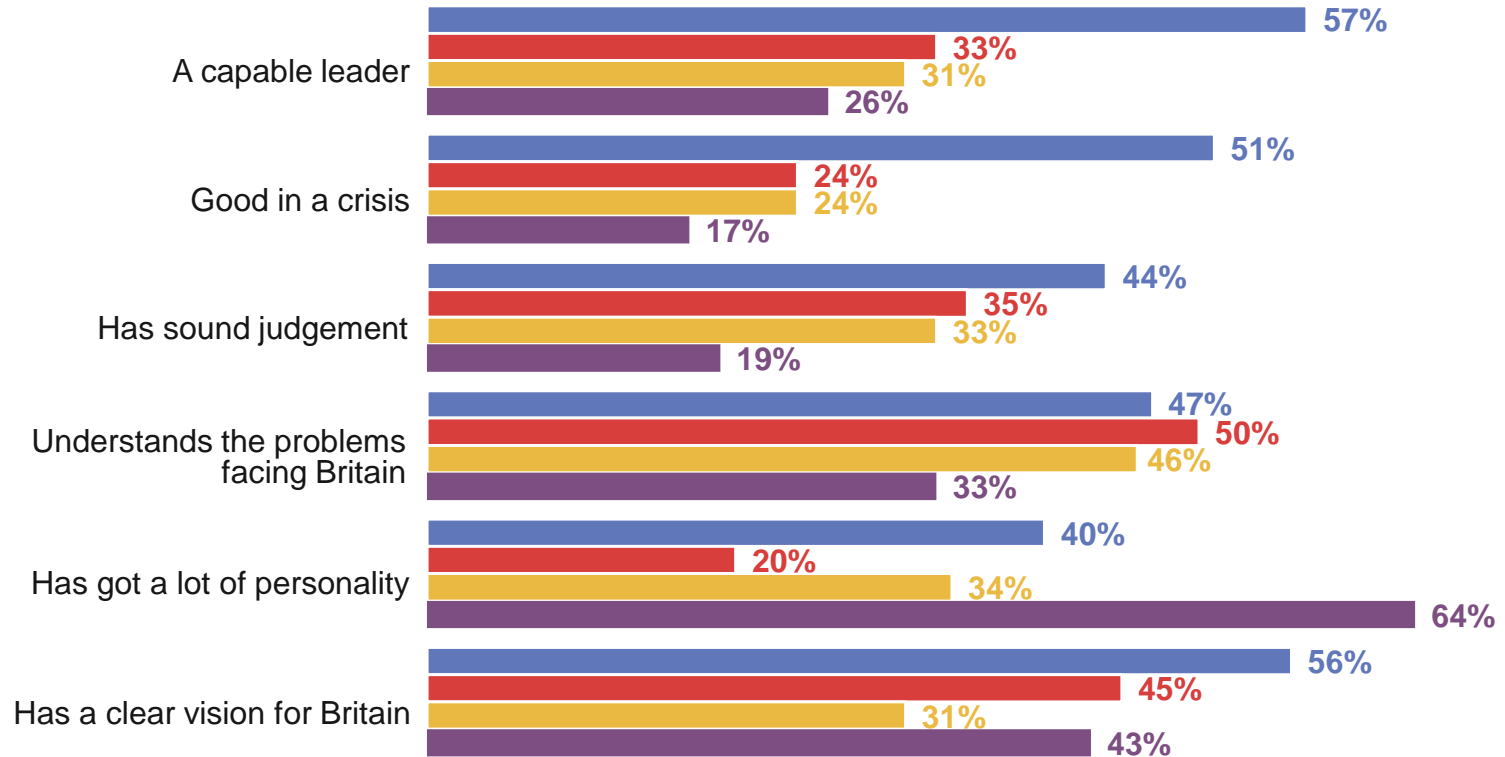
2015

LEADERS

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...

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DAVID CAMERON

ED MILIBAND

NIGEL FARAGE

NICK CLEGG

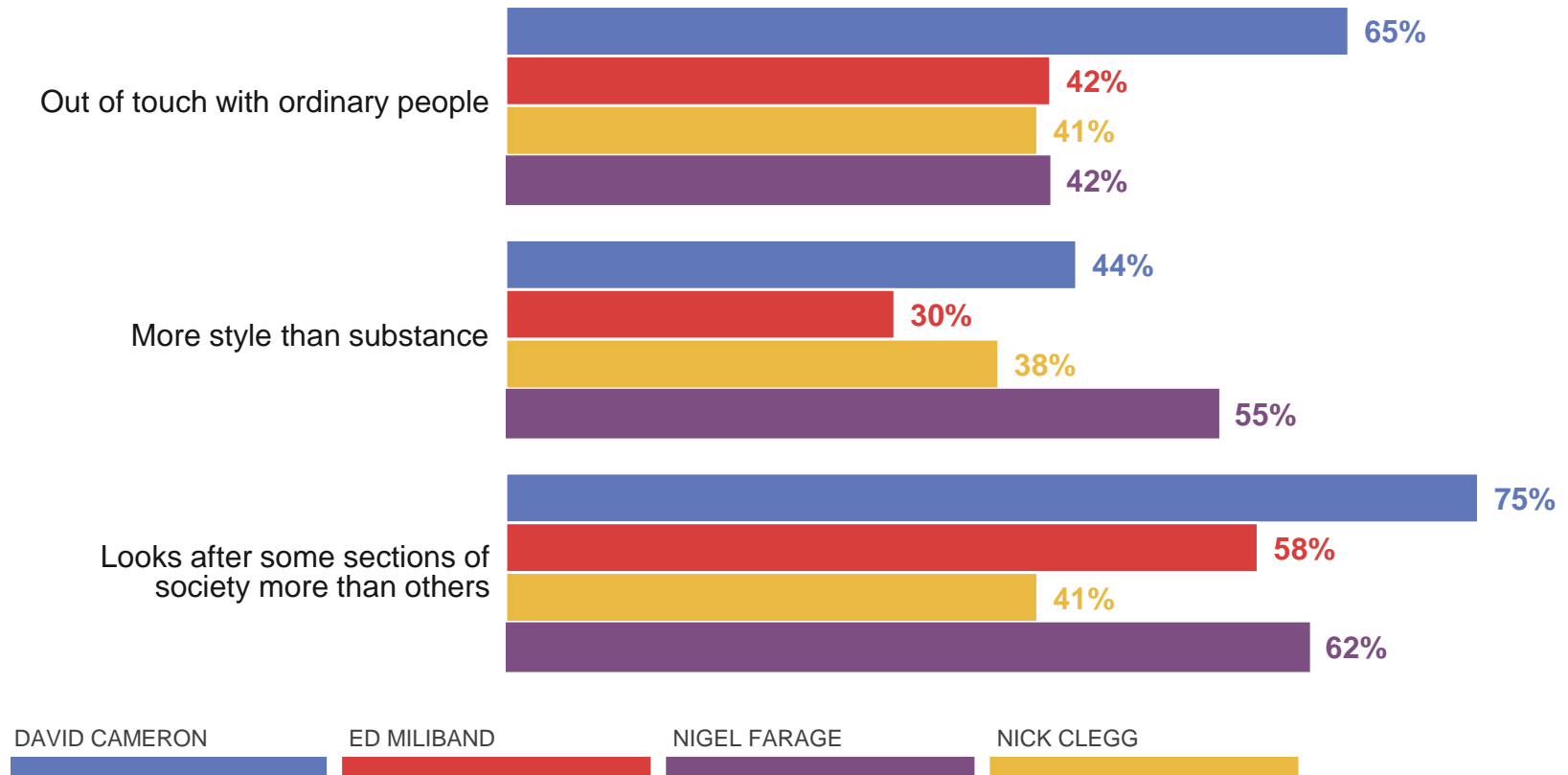
Base: 1,000 British adults 18+, 12th – 15th April 2015. Split sample for Farage (493) and Clegg (507)

Source: Ipsos MORI Political Monitor

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...

24



Base: 1,000 British adults 18+, 12th – 15th April 2015. Split sample for Farage (493) and Clegg (507)

Source: Ipsos MORI Political Monitor

2015

POLITICAL MONITOR

