

2015

POLITICAL MONITOR

21.12.2015



2015

VOTING INTENTIONS

Voting Intention

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

3

All giving a voting intention

Headline voting intention

CONSERVATIVE

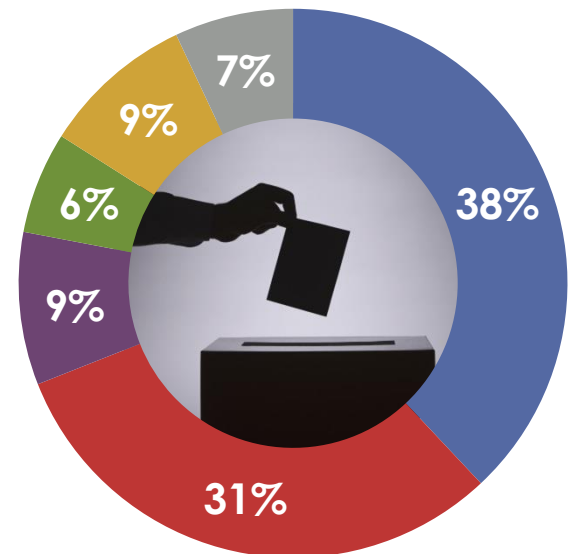
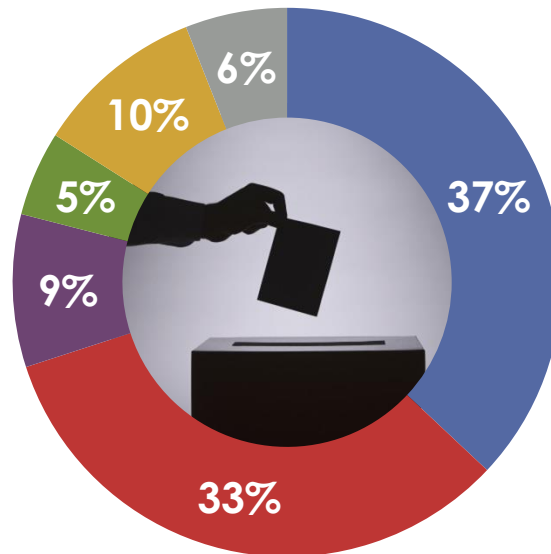
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +4

Conservative lead = +7

Base: 1,040 British adults 18+, 12th – 14th December all 9/10 certain to vote and always/usually/it depends vote in General Elections = 752. 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

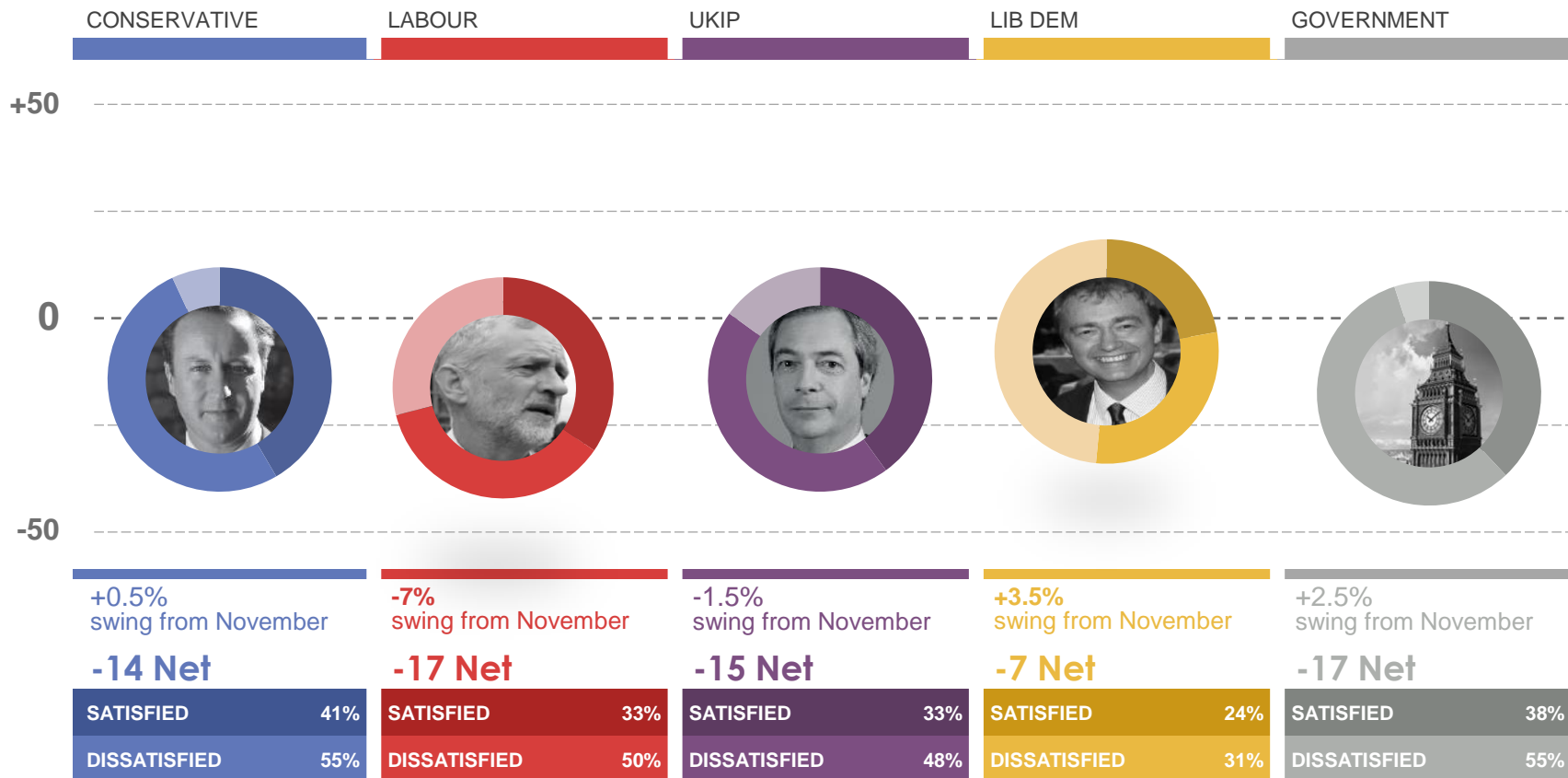
2015

SATISFACTION WITH THE GOVERNMENT 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 / LEADER OF THE LABOUR PARTY/LEADER OF THE LIBERAL DEMOCRATS / LEADER OF UKIP?

5



Base: 1,040 British adults 18+, 12th – 14th December 2015. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

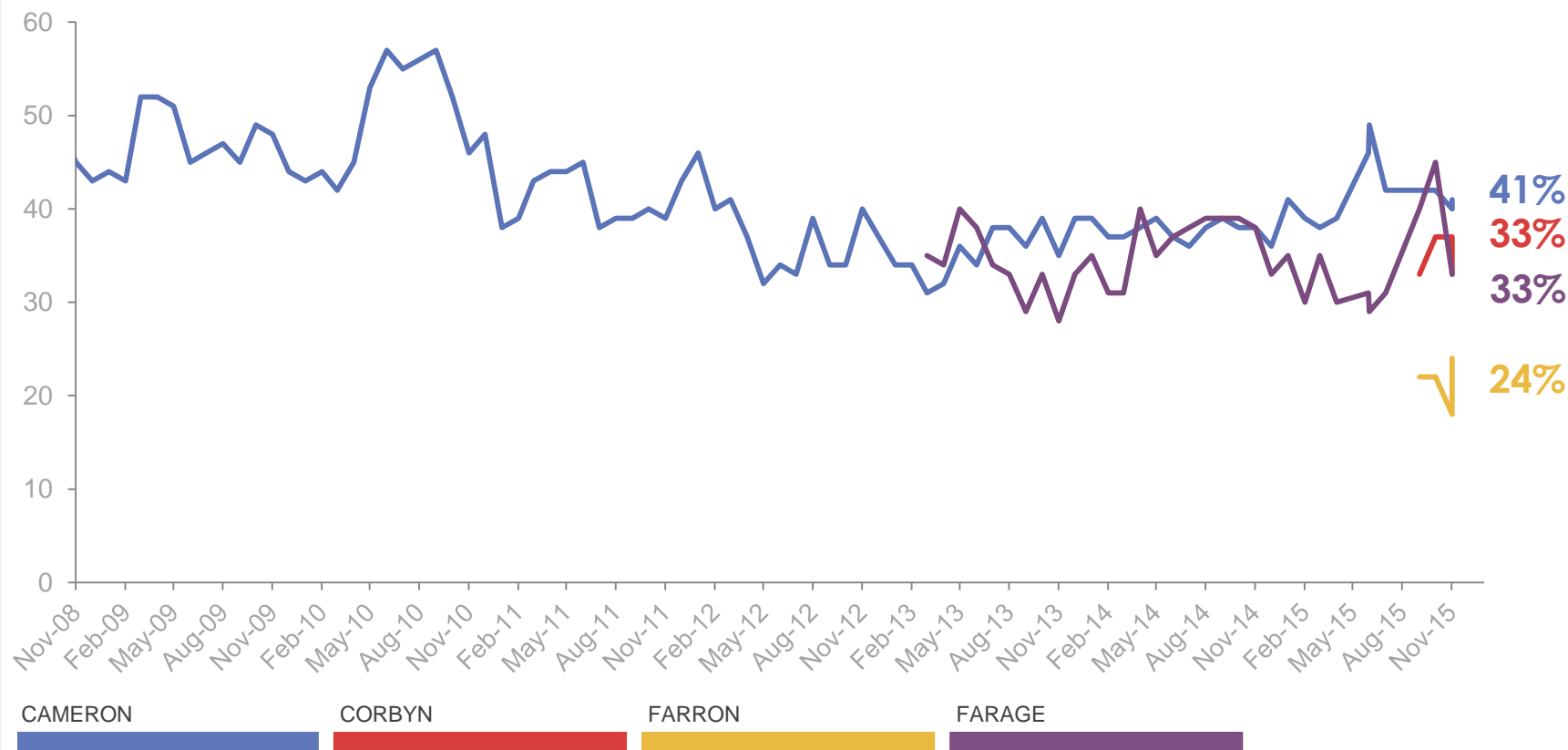
Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Nov'8 – Nov'15

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

6

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



Base: c.1,000 British adults each month

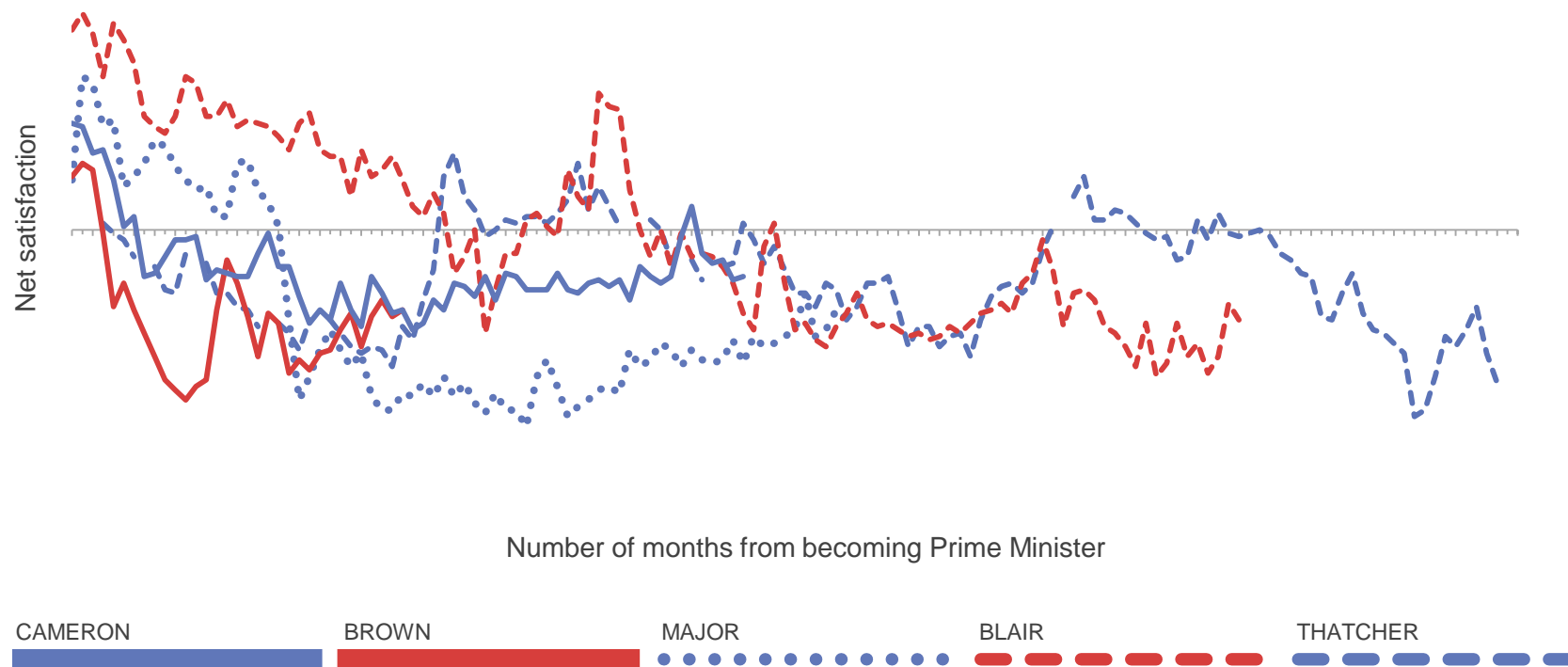
Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

AS PRIME MINISTER?

7



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)

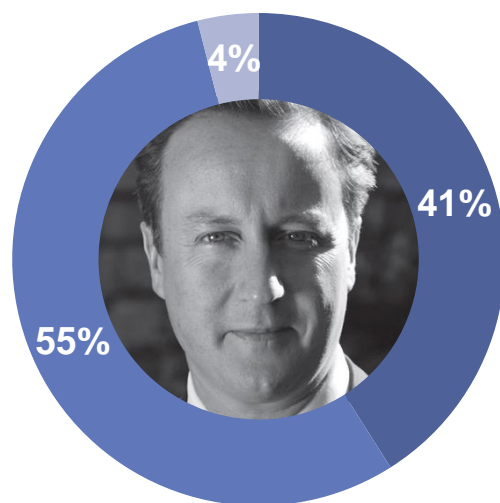
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

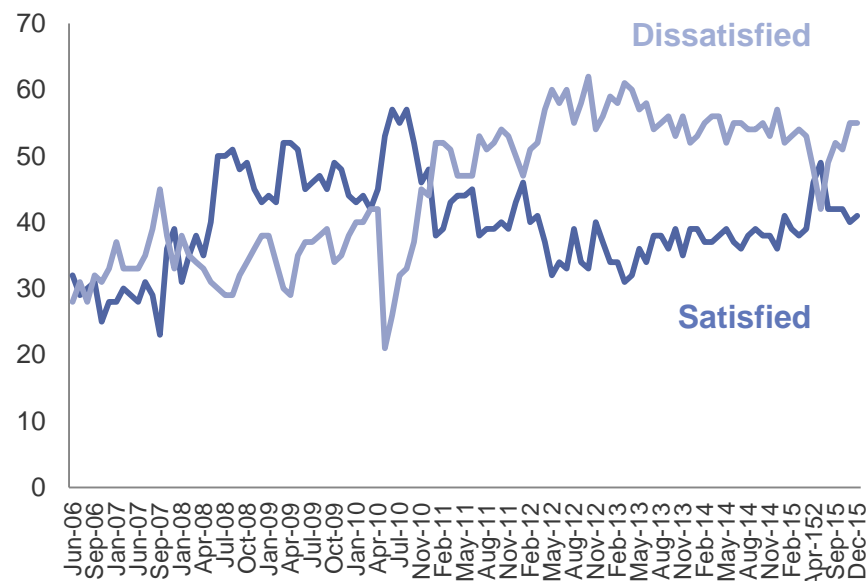
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

December 2015

August 2006 – December 2015



SATISFIED	41%
DISSATISFIED	55%
DON'T KNOW	4%
Net = -14	



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

Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

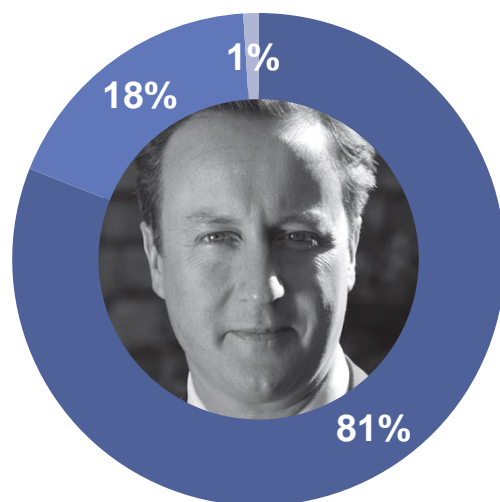
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

9

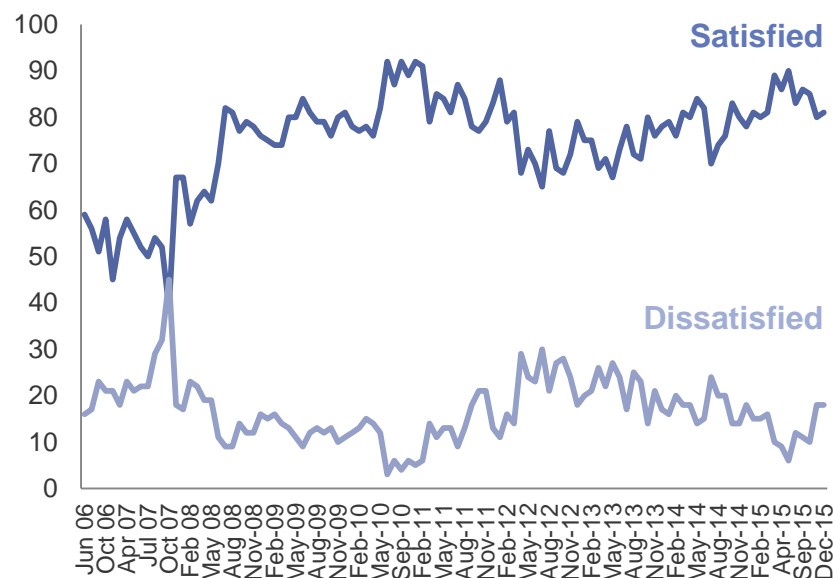
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

December 2015

July 2006 – December 2015



SATISFIED	81%
DISSATISFIED	18%
DON'T KNOW	1%
Net = +63	



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

Base: 327 Conservative supporters 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

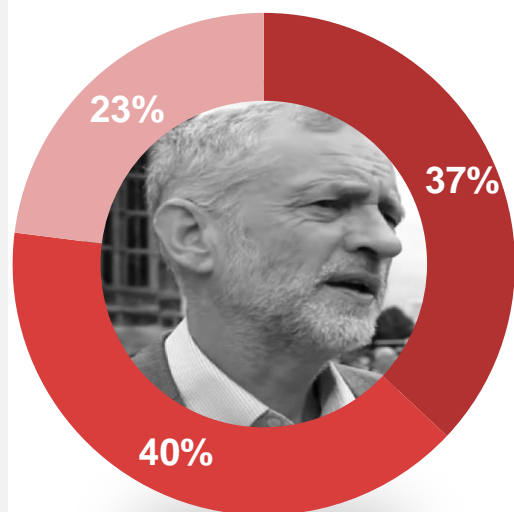
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMEY CORBYN IS DOING HIS JOB

10

AS LEADER OF THE LABOUR PARTY?

November 2015

December 2015



SATISFIED	37%
DISSATISFIED	40%
DON'T KNOW	23%

Net = -3



SATISFIED	33%
DISSATISFIED	50%
DON'T KNOW	17%

Net = -17

Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

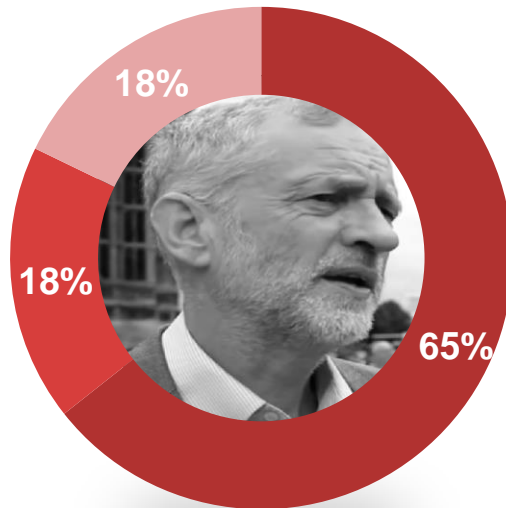
Jeremy Corbyn (satisfaction among Labour supporters)

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

11

November 2015

December 2015



SATISFIED	65%
DISSATISFIED	18%
DON'T KNOW	18%
Net = +47	



SATISFIED	56%
DISSATISFIED	28%
DON'T KNOW	16%
Net = +28	

Base: 310 Labour supporters 14th – 17th November and 328 Labour supporters 12th – 14th December 2015

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

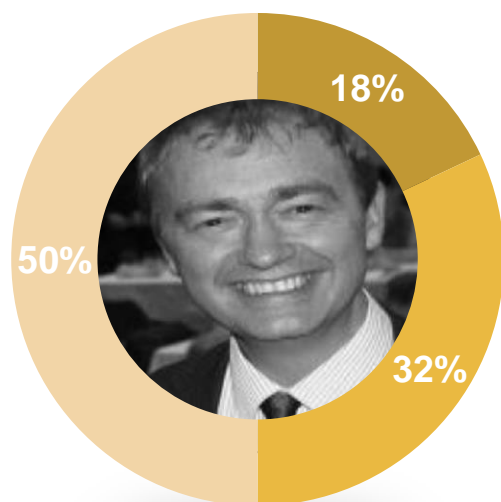
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

12

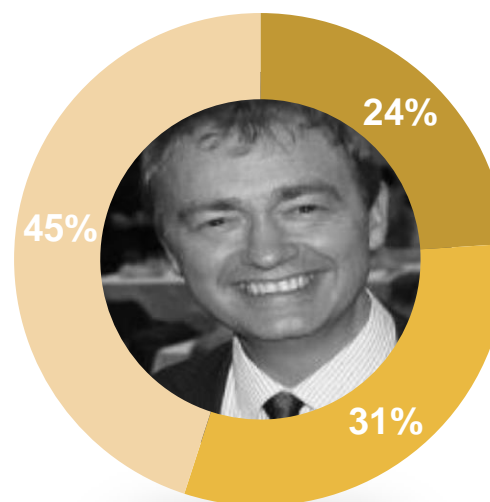
AS LEADER OF THE LIBERAL DEMOCRATS?

November 2015

December 2015



SATISFIED	18%
DISSATISFIED	32%
DON'T KNOW	50%
Net = -15	



SATISFIED	24%
DISSATISFIED	31%
DON'T KNOW	45%
Net = -7	

Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction among Liberal Democrat supporters)

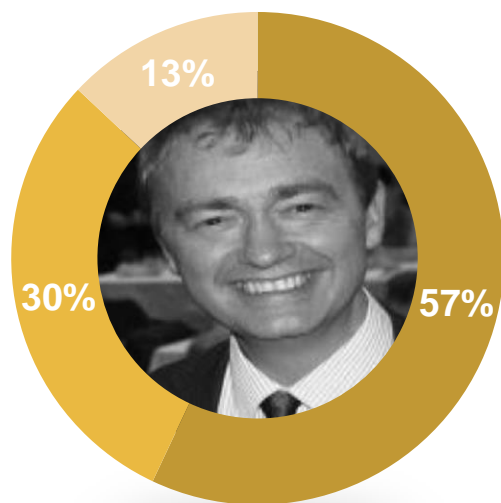
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

13

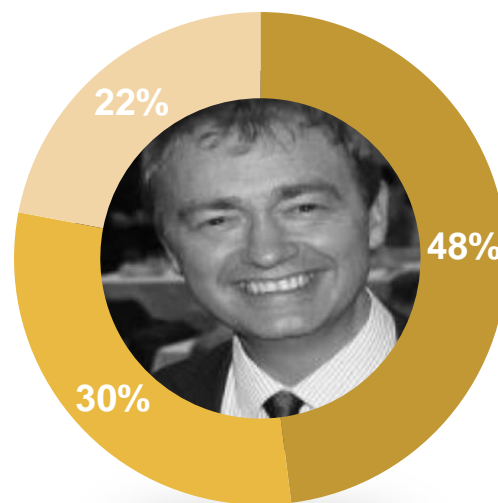
AS LEADER OF THE LIBERAL DEMOCRATS?

November 2015 (Lib Dem supporters only)

December 2015 (Lib Dem supporters only)



SATISFIED	57%
DISSATISFIED	30%
DON'T KNOW	13%
Net = +27	



SATISFIED	48%
DISSATISFIED	30%
DON'T KNOW	22%
Net = +18	

Base: 80 Lib Dem supporters 18+ 14th – 17th November and 79 Lib Dem supporters 18+, 12-14 December 2015
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

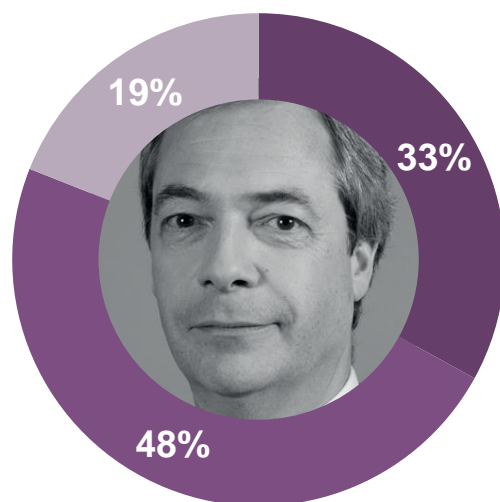
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

14

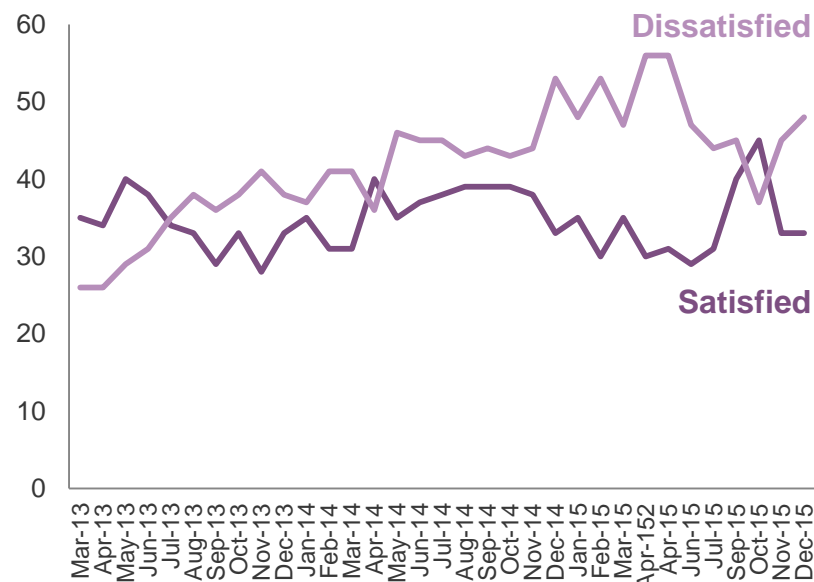
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

December 2015

March 2013 – December 2015



SATISFIED	33%
DISSATISFIED	48%
DON'T KNOW	19%
Net = -15	



Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

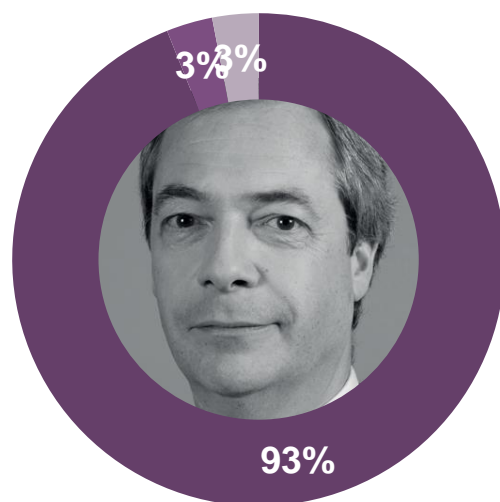
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

15

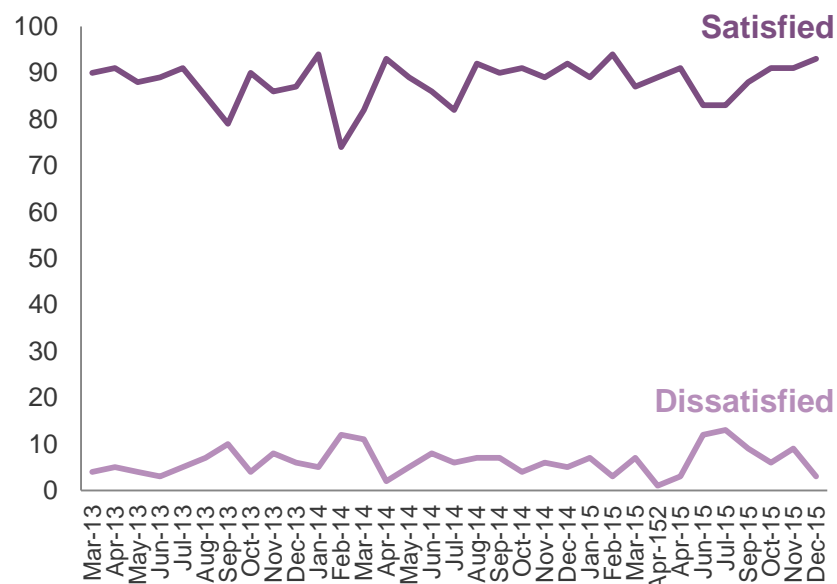
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

December 2015

March 2013 – December 2015



SATISFIED	93%
DISSATISFIED	3%
DON'T KNOW	3%
Net = +90	



Base: 61 UKIP supporters 18+, 12th – 14th December
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

2015

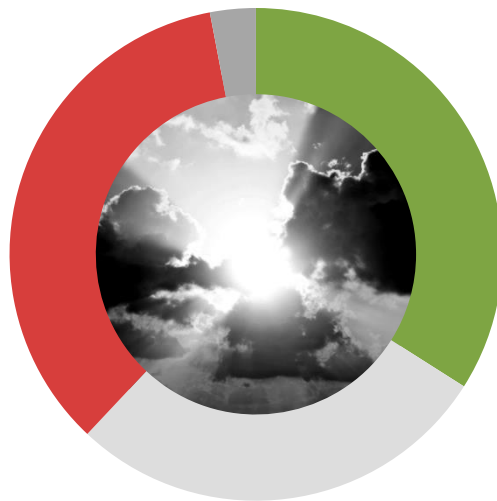
ECONOMIC OPTIMISM

Economic Optimism Index

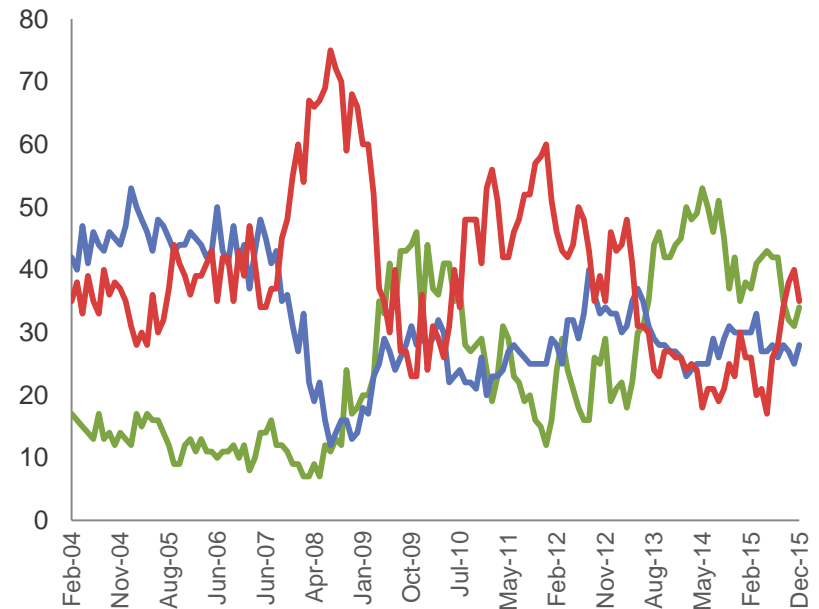
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

17

December 2015



IMPROVE	34%
STAY THE SAME	28%
GET WORSE	35%
DON'T KNOW	3%
EOI = -1	



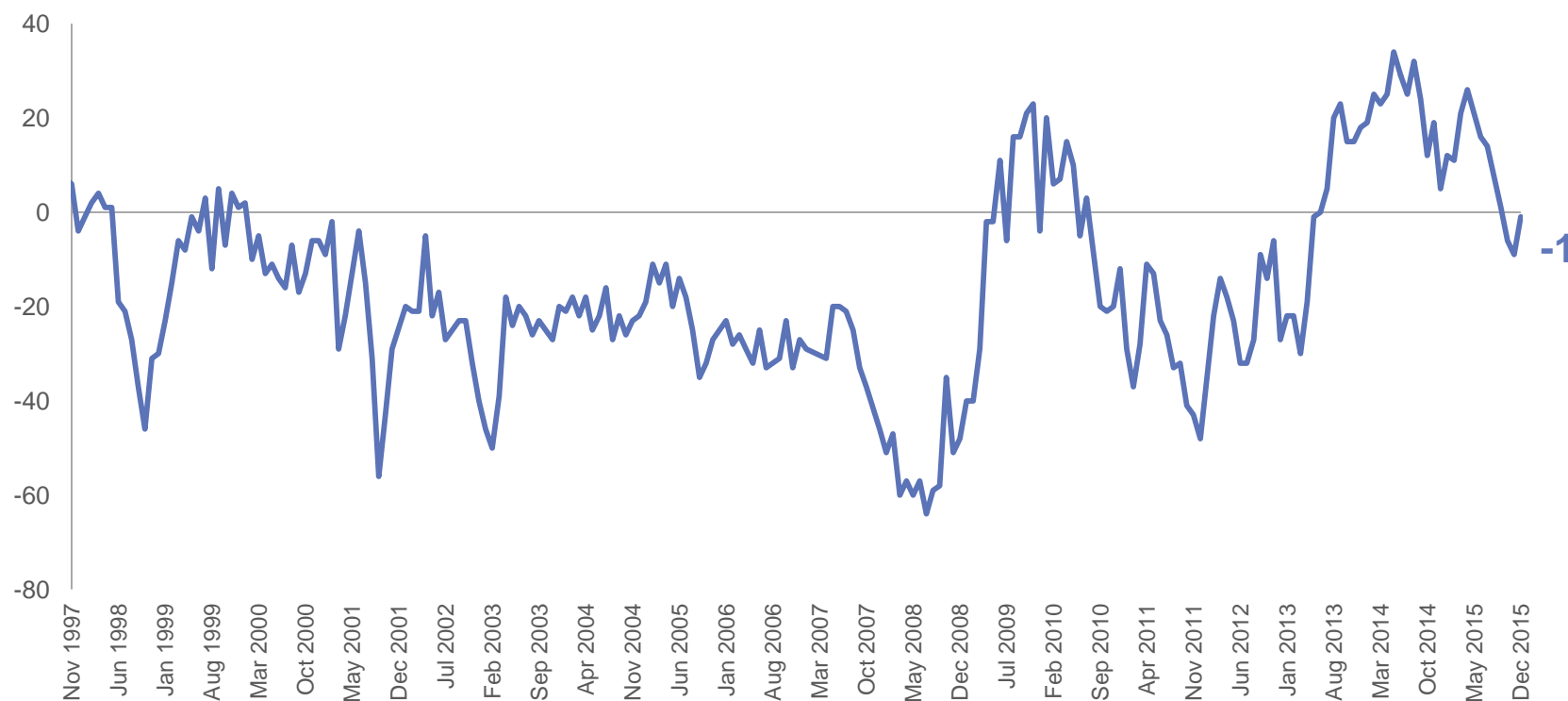
Base: 1,040 British adults 18+, 12th – 14th December

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?

18



Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

2015

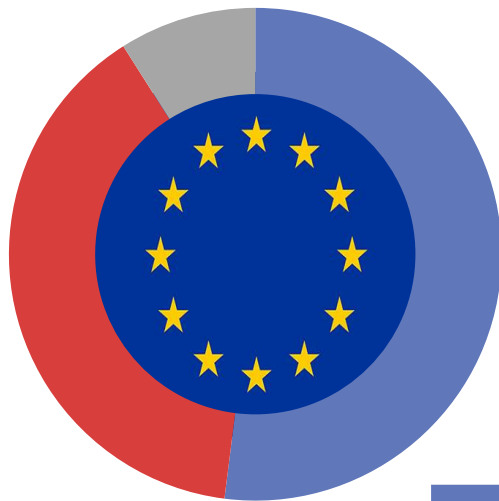
EUROPE

European referendum

IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?

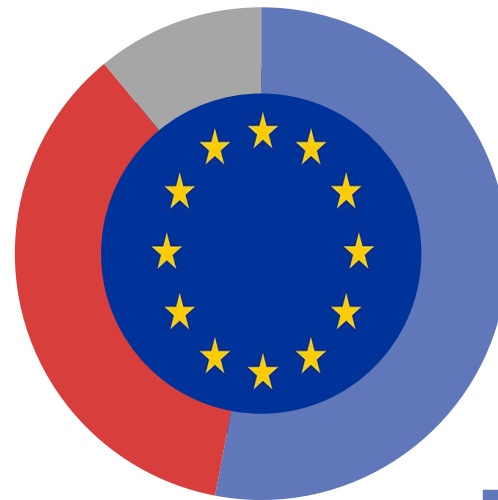
20

October 2015



STAY IN	52%
GET OUT	39%
DON'T KNOW	9%

December 2015



STAY IN	53%
GET OUT	36%
DON'T KNOW	11%

Base: 511 British adults 18+, 12th – 14th December

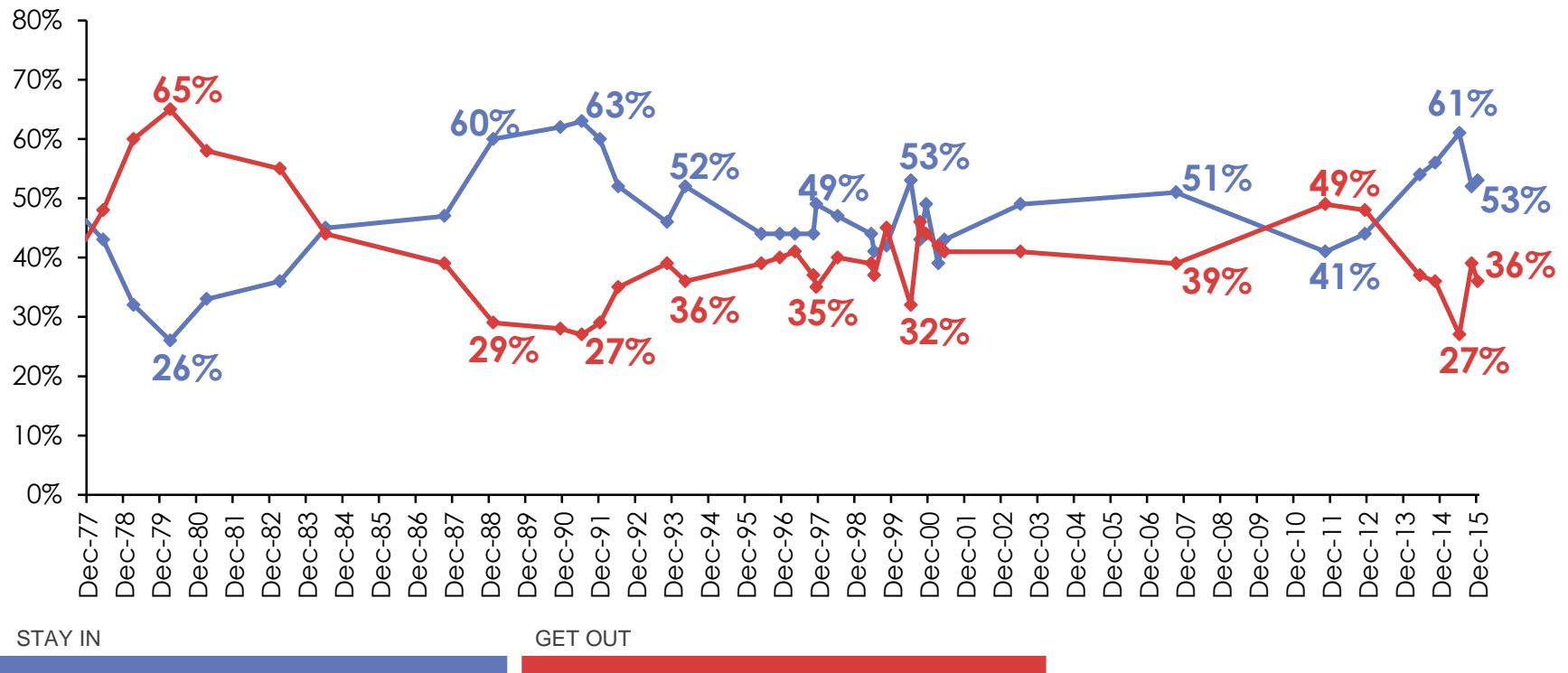
Source: Ipsos MORI Political Monitor

Should Britain vote to leave the European Union?

Trend since 1977

IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?

21



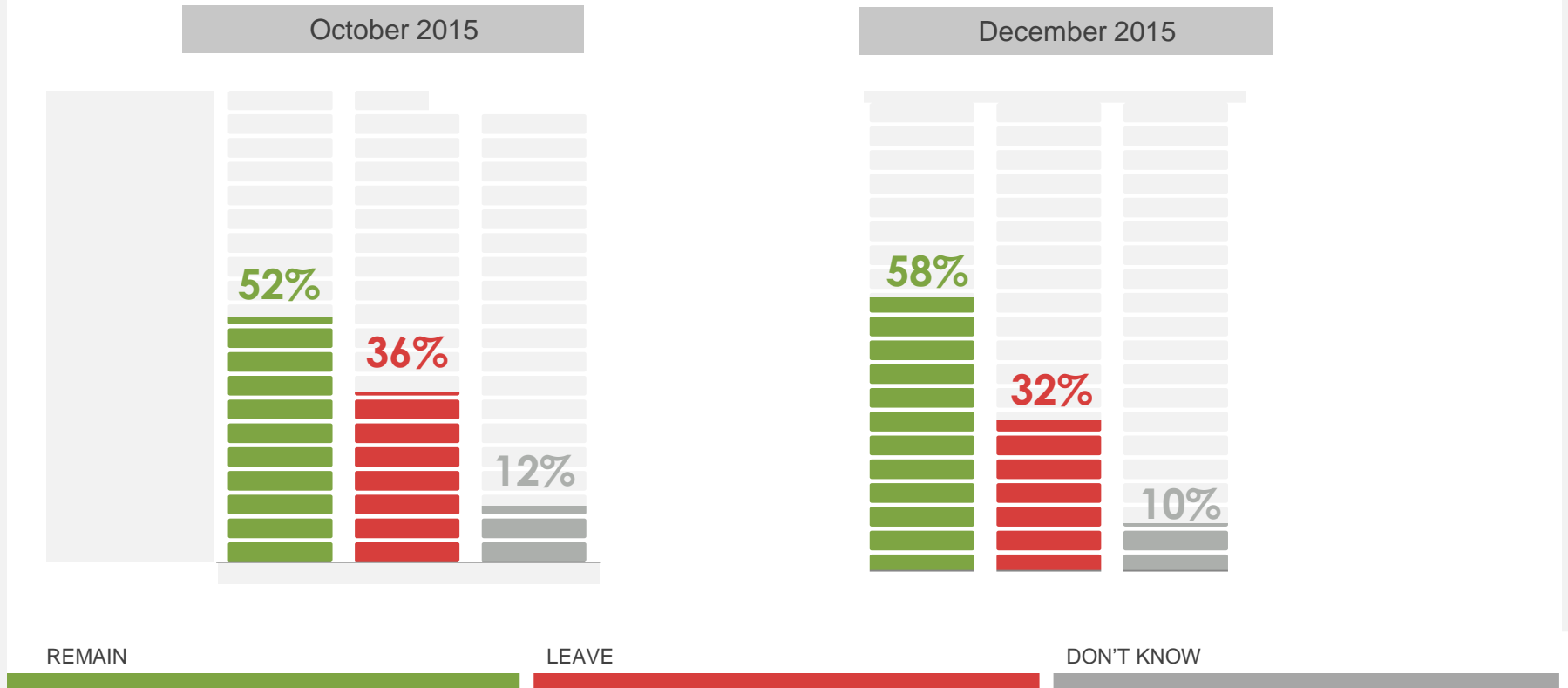
Base: 511 British adults 18+, 17th – 19th October 2015

Source: Ipsos MORI Political Monitor

EU Referendum question: Should the UK remain a member of the EU?

SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE
EUROPEAN UNION?

22



Base: 529 British adults 18+, 12th – 14th December

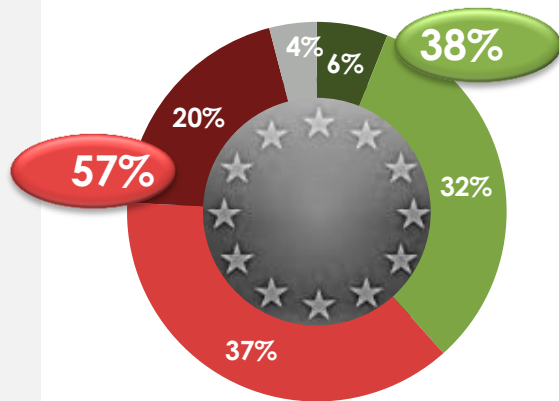
Source: Ipsos MORI Political Monitor

Confidence in Cameron's ability to get a good EU deal for Britain

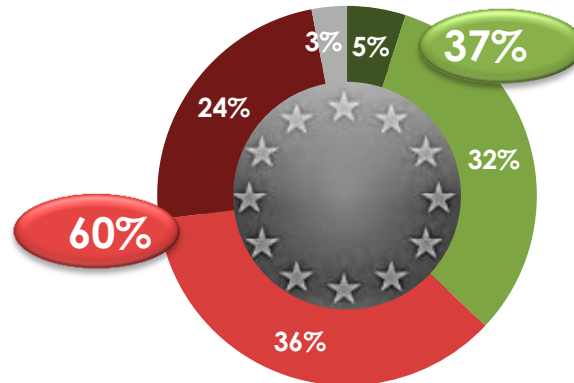
PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT DAVID CAMERON WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN LEADERS?

23

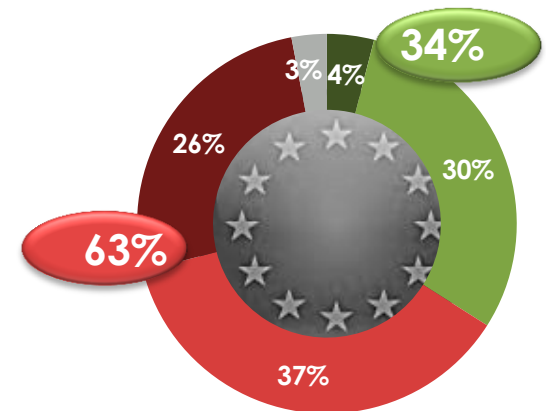
June 2015



October 2015



December 2015



VERY CONFIDENT

FAIRLY CONFIDENT

NOT VERY CONFIDENT

NOT AT ALL CONFIDENT

DON'T KNOW

Base: 1,040 British adults 18+, 12th – 14th December

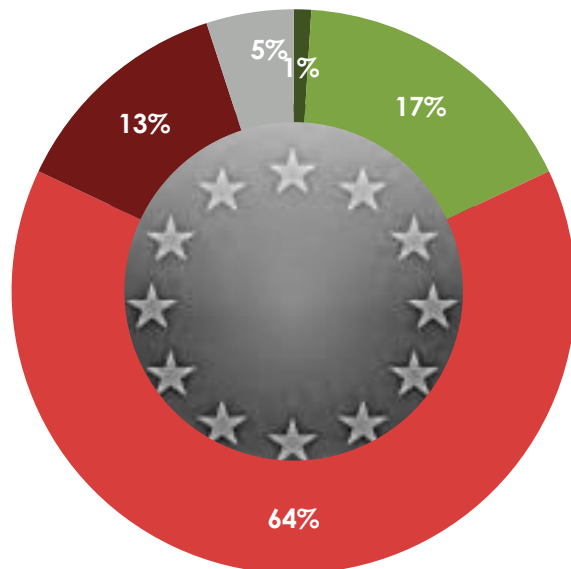
Source: Ipsos MORI

Will Cameron achieve his goals?

DO YOU THINK DAVID CAMERON WILL ACHIEVE ALL, MOST, A FEW, OR NONE OF HIS GOALS IN THE NEGOTIATIONS TO CHANGE BRITAIN'S RELATIONSHIP WITH THE EUROPEAN UNION?

24

December 2015



ALL MOST A FEW NONE DON'T KNOW

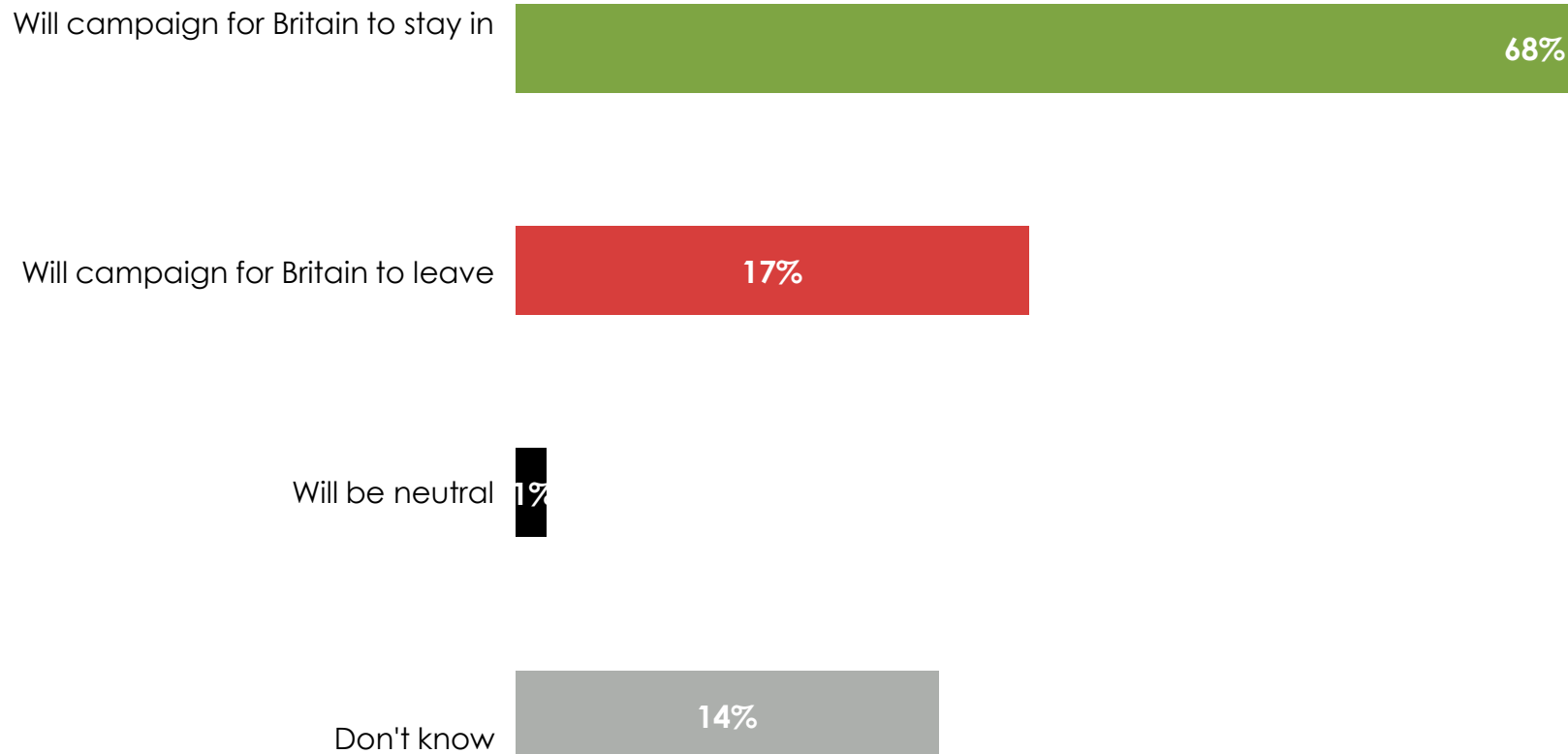
Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

What will Cameron do after the negotiations?

AND AFTER THE NEGOTIATIONS, DO YOU THINK DAVID CAMERON WILL CAMPAIGN FOR BRITAIN TO STAY IN THE EUROPEAN UNION IN THE REFERENDUM OR FOR BRITAIN TO LEAVE THE EUROPEAN UNION?

25



Base: 1,040 British adults 18+, 12th – 14th December

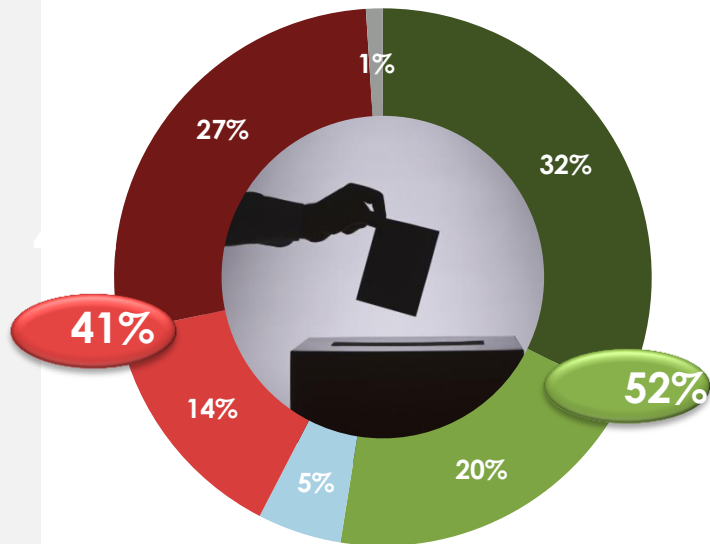
Source: Ipsos MORI Political Monitor

Voting rights

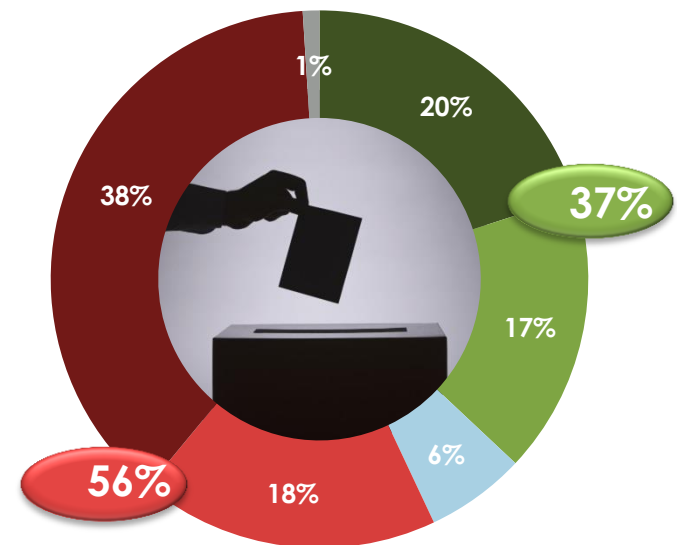
DO YOU SUPPORT OR OPPOSE [STATEMENT] IN THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION?

26

Giving 16 and 17 year olds the right to vote



Reducing the voting age from 18 to 16



STRONGLY
SUPPORT

TEND TO SUPPORT

NEITHER SUPPORT
NOR OPPOSE

TEND TO OPPOSE

STRONGLY OPPOSE

DON'T KNOW

Base: Split-sample: 504/536 British adults 18+, 12th – 14th December

Source: Ipsos MORI

2015

SYRIA / TERRORISM

Satisfaction with the way...is handling the Syrian crisis

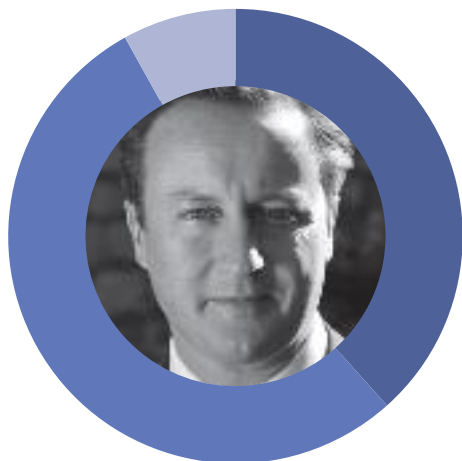
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY... IS HANDLING THE CRISIS IN SYRIA?

28

DAVID CAMERON

JEREMY CORBYN

HILARY BENN



-15 Net

SATISFIED	38%
DISSATISFIED	53%
DON'T KNOW	9%



-26 Net

SATISFIED	29%
DISSATISFIED	55%
DON'T KNOW	15%



-1 Net

SATISFIED	35%
DISSATISFIED	36%
DON'T KNOW	29%

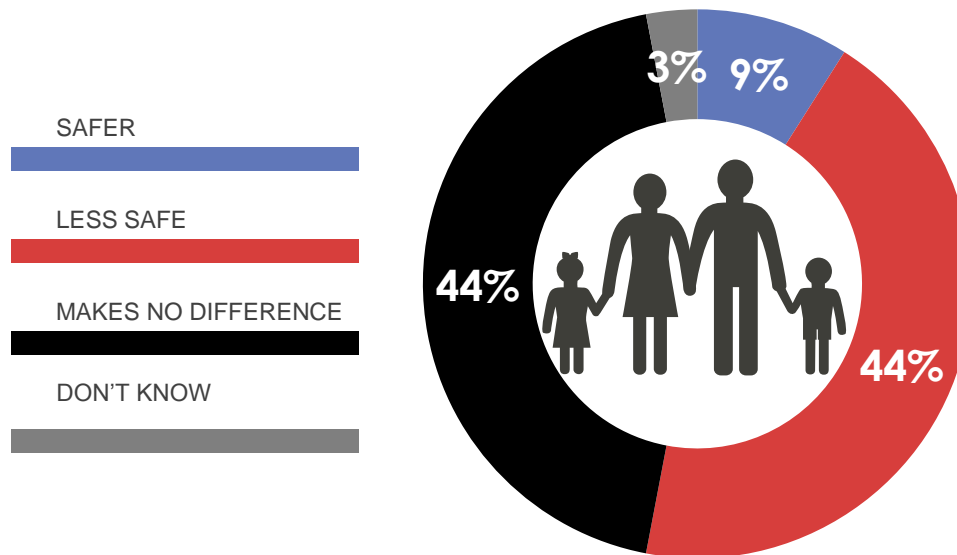
Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

Are the airstrikes making Britain a safer place?

AS YOU MAY KNOW, BRITAIN HAS RECENTLY LAUNCHED AIRSTRIKES AGAINST THE SO-CALLED ISLAMIC STATE IN SYRIA. DO YOU THINK THESE AIRSTRIKES WILL MAKE BRITAIN SAFER OR LESS SAFE FROM TERRORISM, OR WILL IT MAKE NO DIFFERENCE?

29



Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

2015

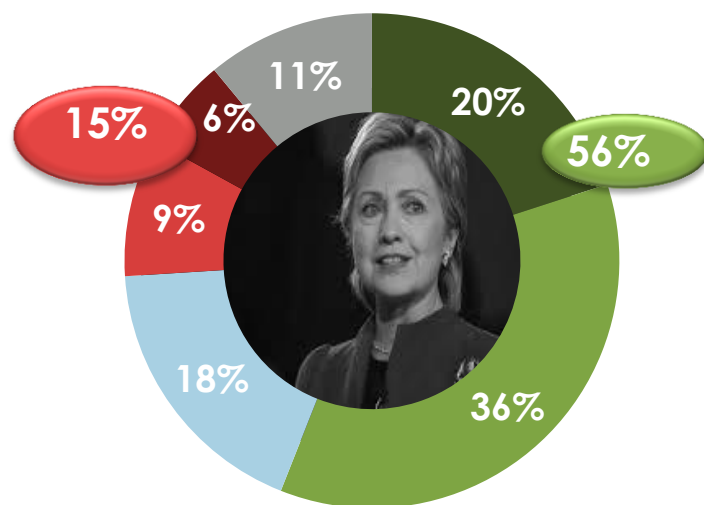
AMERICAN PRESIDENTIAL ELECTION

Support for potential US Presidential candidates

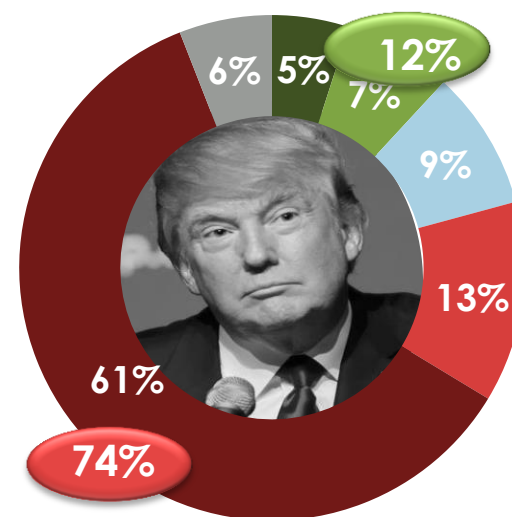
AS YOU MAY KNOW, THE US PRESIDENTIAL ELECTION IS BEING HELD NEXT YEAR. DONALD TRUMP IS CAMPAIGNING TO BE THE REPUBLICAN CANDIDATE, AND HILLARY CLINTON IS CAMPAIGNING TO BE THE DEMOCRAT CANDIDATE. DO YOU HAVE A FAVOURABLE OR UNFAVOURABLE OPINION OF..

31

Hillary Clinton



Donald Trump



VERY FAVOURABLE

FAIRLY
FAVOURABLE

NEITHER
FAVOURABLE NOR
UNFAVOURABLE

FAIRLY
UNFAVOURABLE

VERY
UNFAVOURABLE

DON'T KNOW

Base: 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI

2015

POLITICAL MONITOR

