

# 2016

## POLITICAL MONITOR

18.02.2016



# 2016

## 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

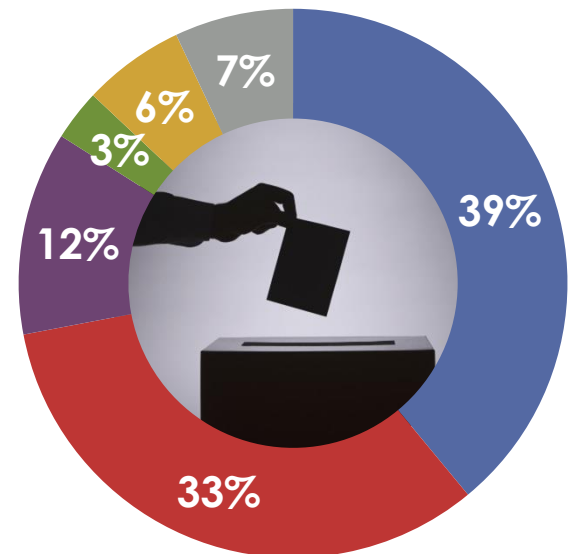
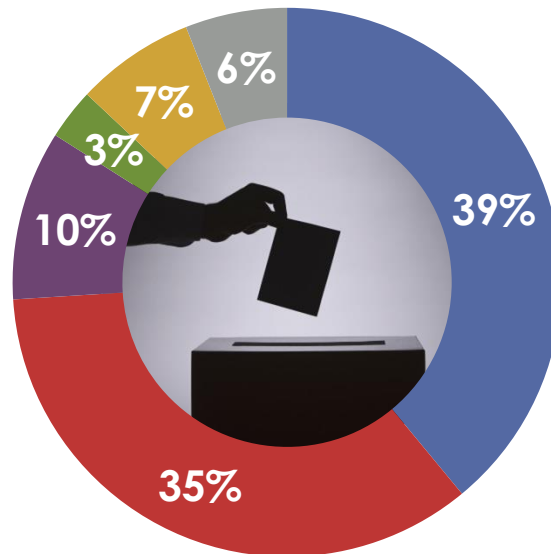
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +4

Conservative lead = +6

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 724. 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

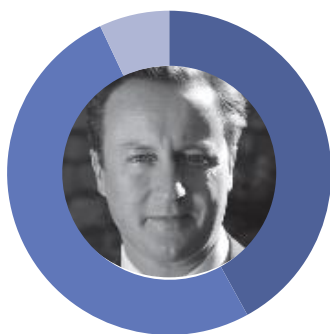
# 2016

## **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



-3%  
swing from January 2016

**-15 Net**

SATISFIED	39%
DISSATISFIED	54%



-1.5%  
swing from January 2016

**-21 Net**

SATISFIED	30%
DISSATISFIED	51%



+1.5%  
swing from January 2016

**-15 Net**

SATISFIED	33%
DISSATISFIED	48%



-2%  
swing from January 2016

**-14 Net**

SATISFIED	20%
DISSATISFIED	34%



-3%  
swing from January 2016

**-26 Net**

SATISFIED	34%
DISSATISFIED	60%

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

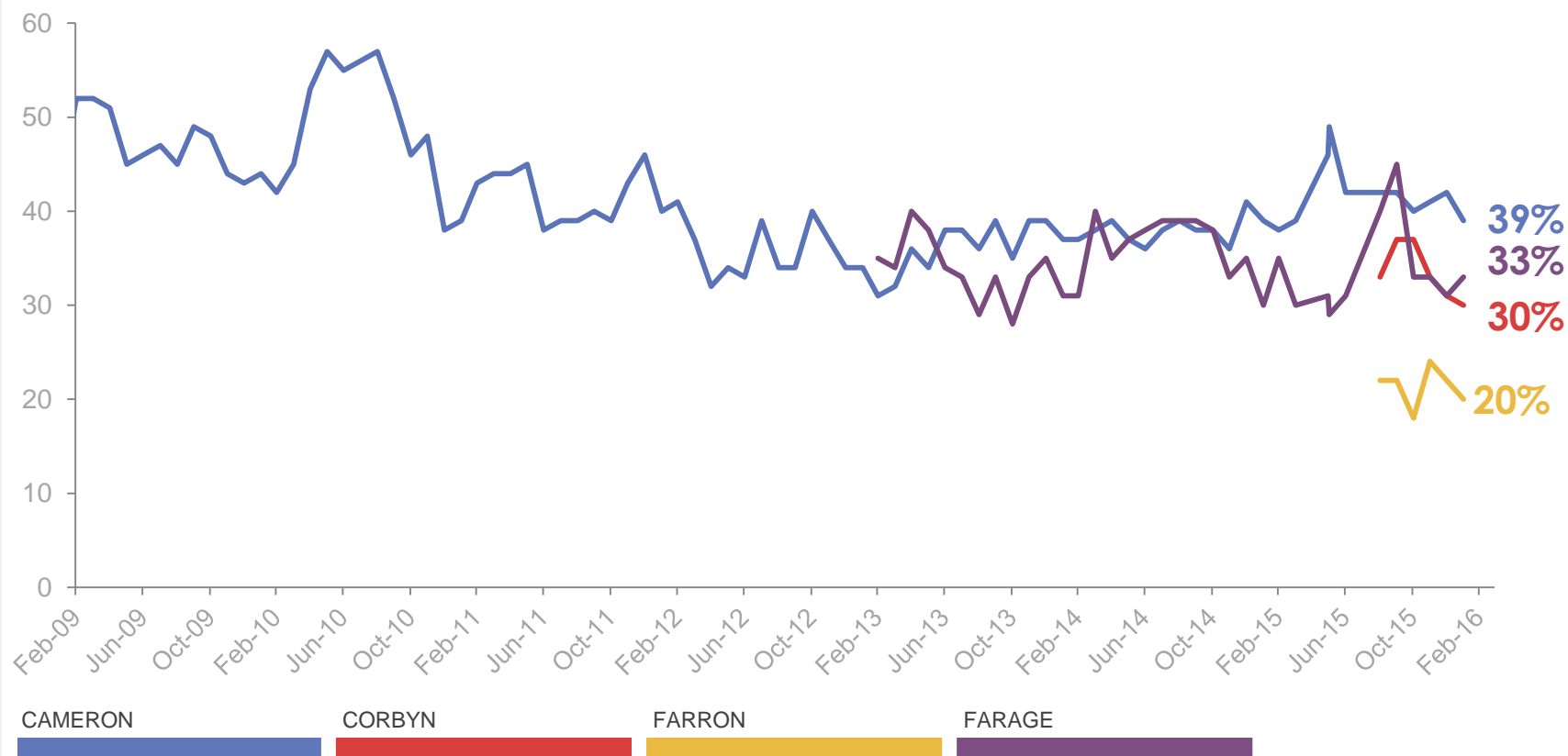
Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Feb'09 – Feb'16

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

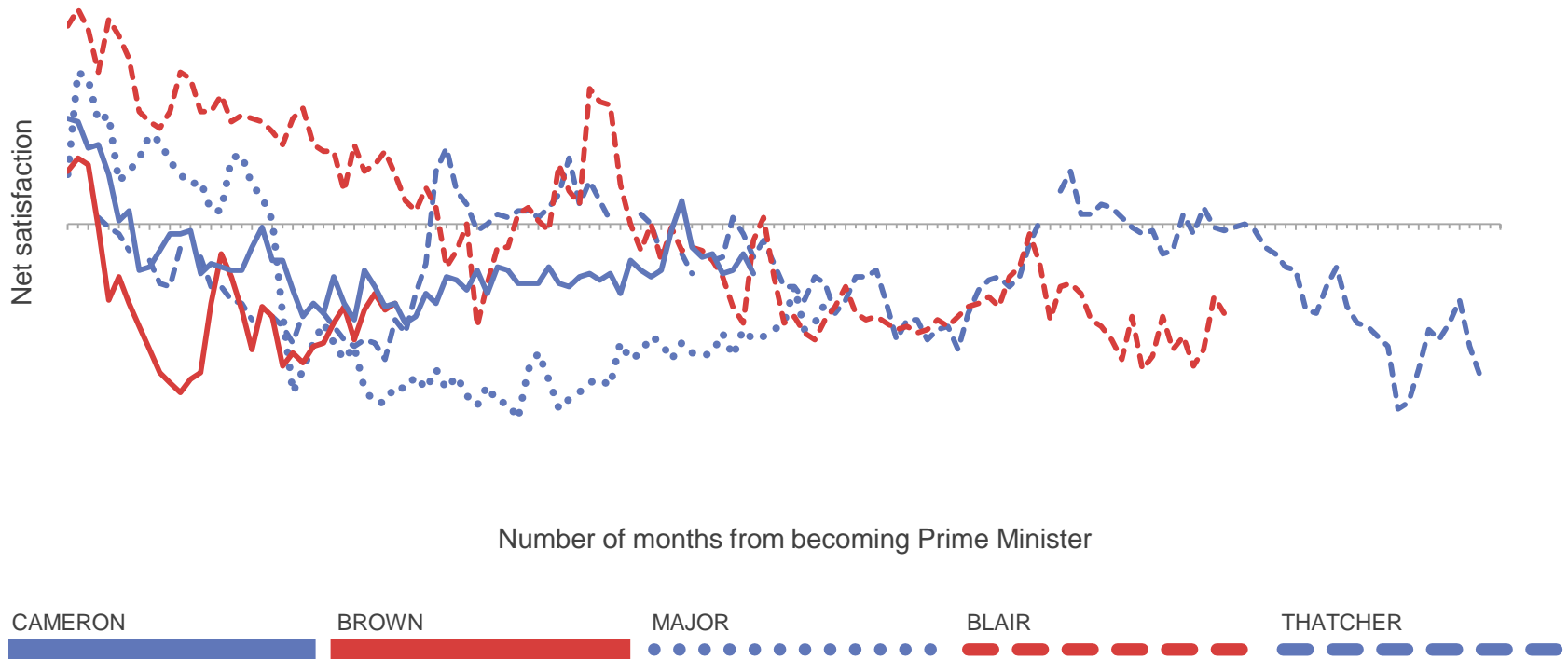
Source: Ipsos MORI Political Monitor

# 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)

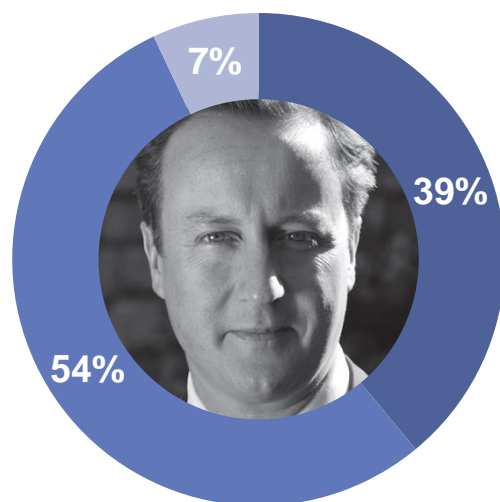
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

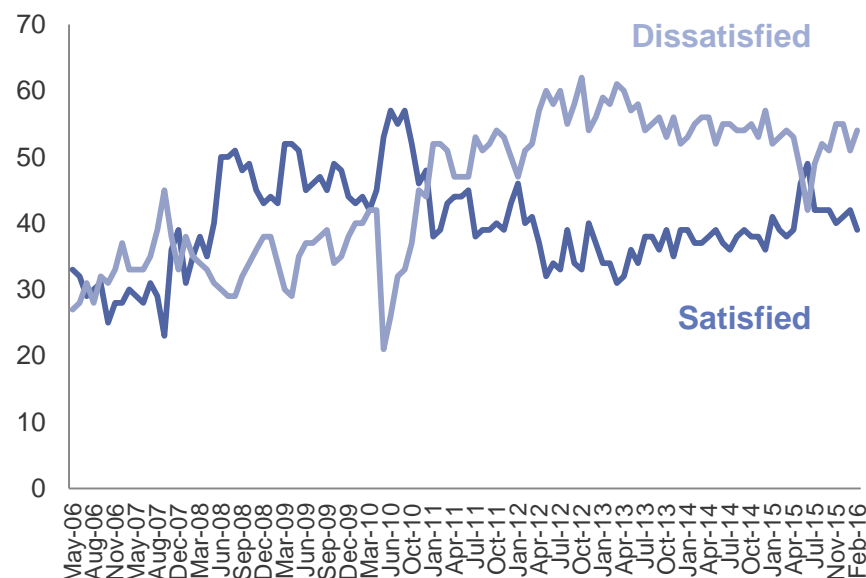
February 2016

May 2006 – February 2016



SATISFIED	39%
DISSATISFIED	54%
DON'T KNOW	7%

Net = -15



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

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor



# David Cameron (satisfaction among Tory supporters)

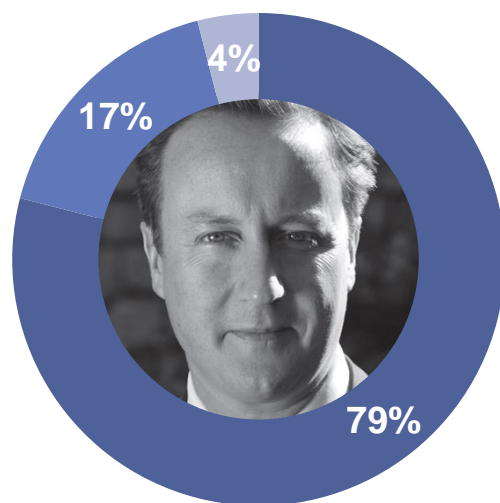
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

9

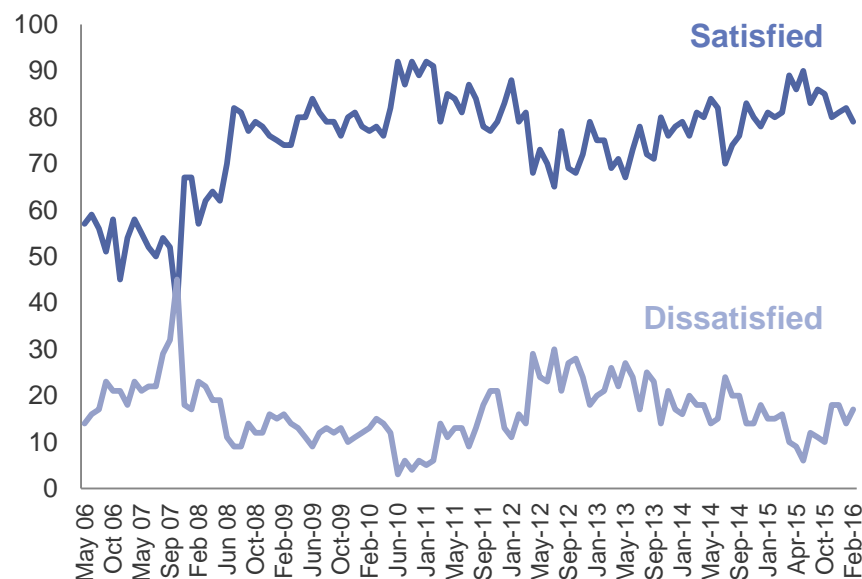
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

February 2016

May 2006 – February 2016



SATISFIED	79%
DISSATISFIED	17%
DON'T KNOW	4%
Net = +62	



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

Base: 319 Conservative supporters 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction)

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

10

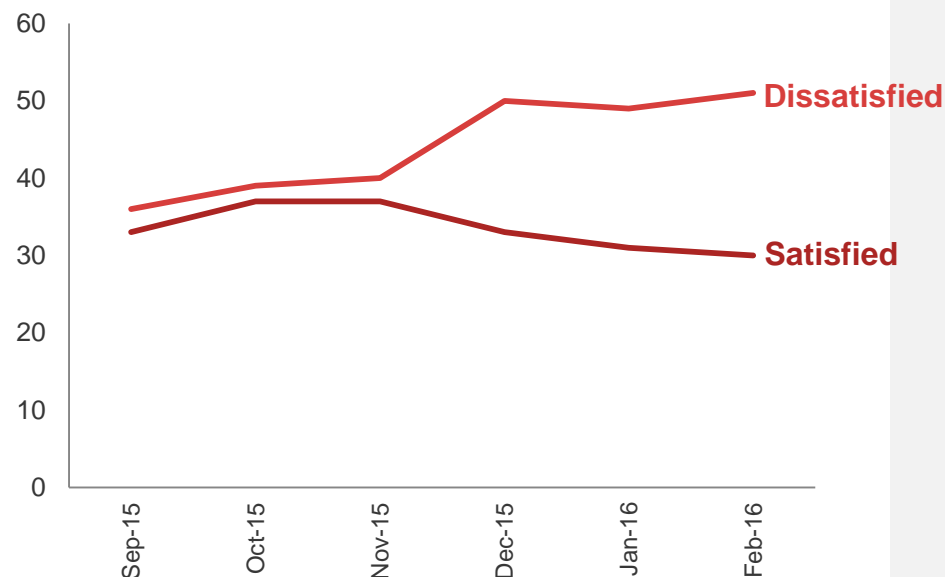
AS LEADER OF THE LABOUR PARTY?

February 2016

September 2015 – February 2016



SATISFIED	30%
DISSATISFIED	51%
DON'T KNOW	19%
Net = -21	



Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction)

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

11

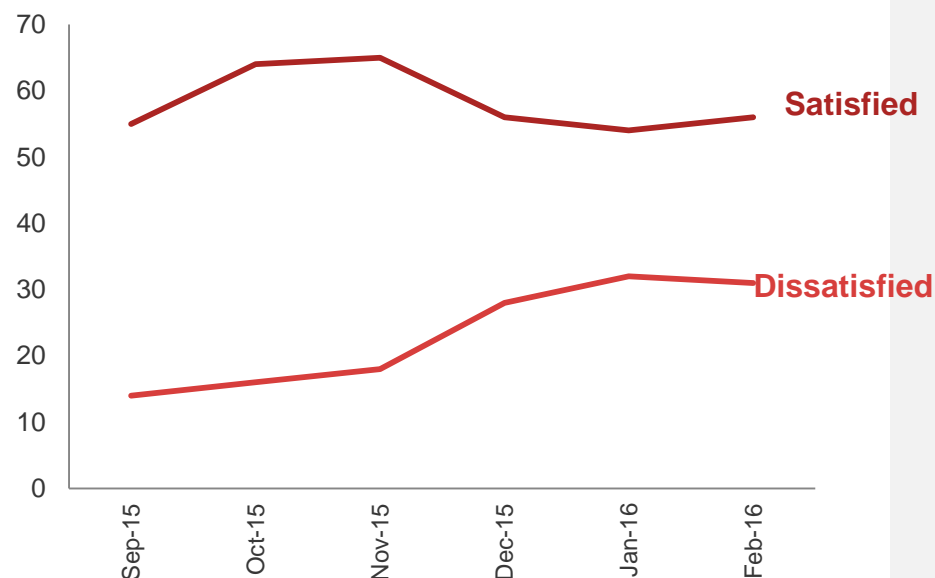
AS LEADER OF THE LABOUR PARTY?

February 2016

September 2015 – February 2016



SATISFIED	56%
DISSATISFIED	31%
DON'T KNOW	13%
Net = +25	



Base: 299 Labour supporters 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016.

Source: Ipsos MORI Political Monitor

# Tim Farron (satisfaction)

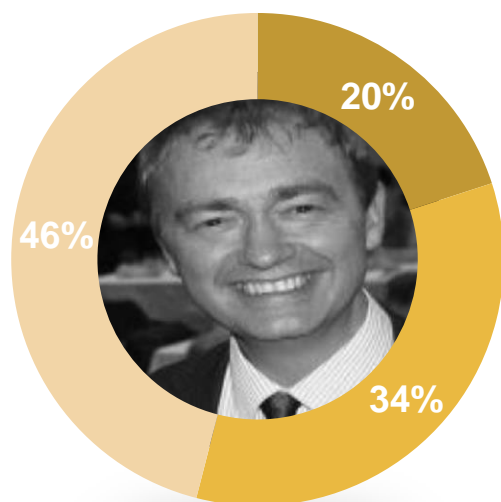
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

12

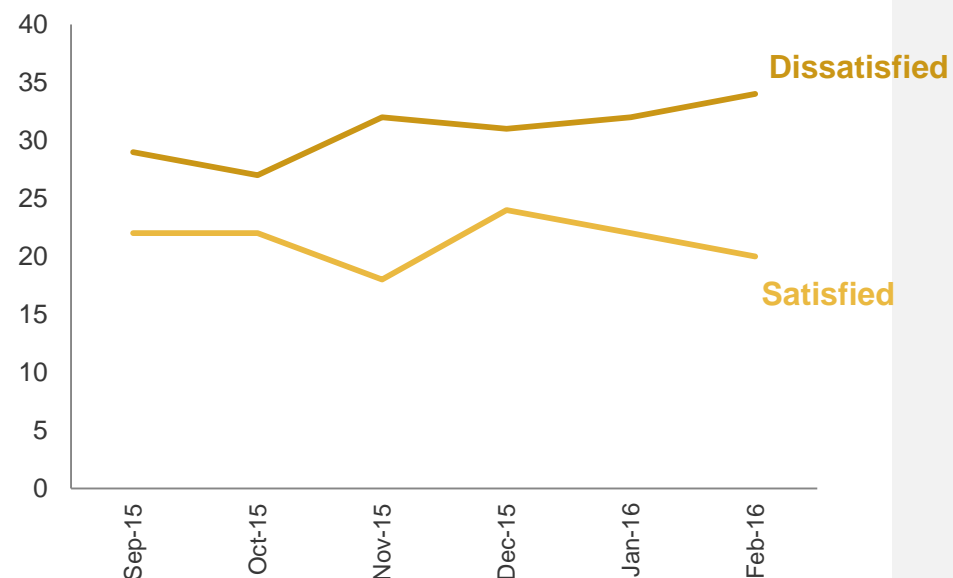
AS LEADER OF THE LIBERAL DEMOCRATS?

February 2016

September 2015 – February 2016



SATISFIED	20%
DISSATISFIED	34%
DON'T KNOW	46%
Net = -14	



Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

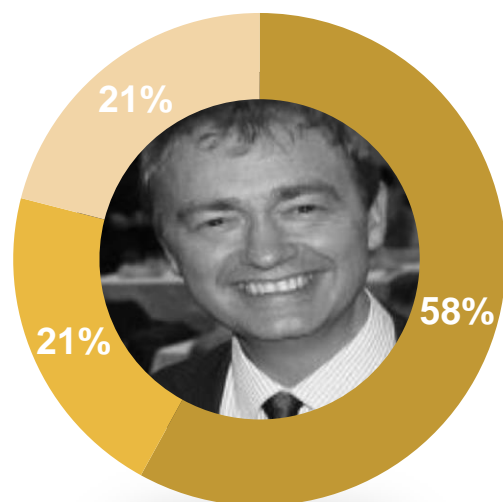
# Tim Farron (satisfaction)

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

13

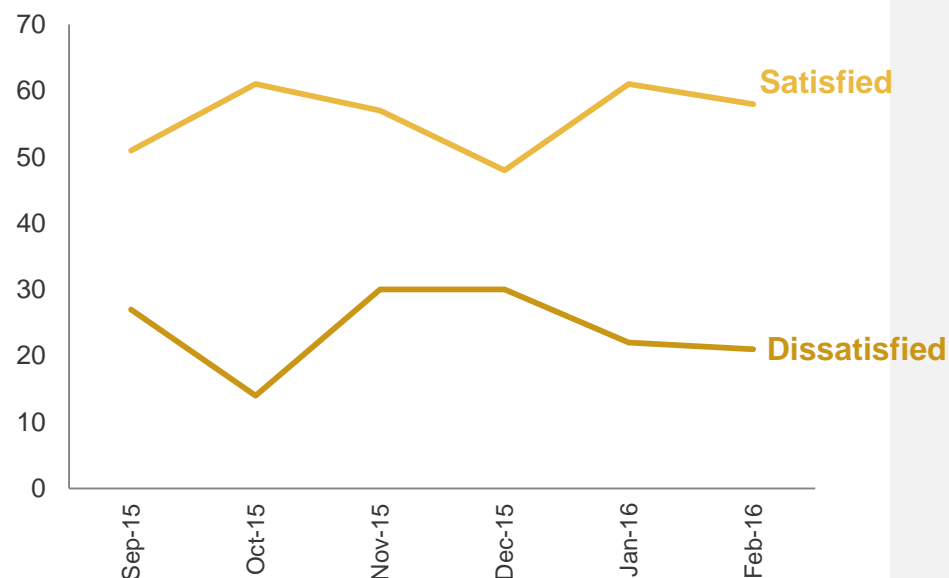
AS LEADER OF THE LIBERAL DEMOCRATS?

February 2016



SATISFIED	58%
DISSATISFIED	21%
DON'T KNOW	21%
Net = +37	

September 2015 – February 2016



Base: 74 Liberal Democrat supporters 18+, 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016  
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

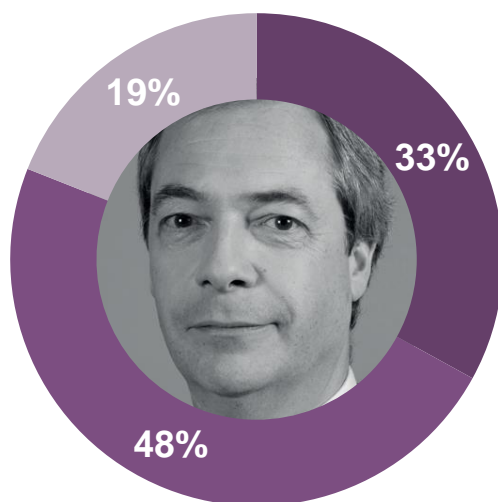
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

14

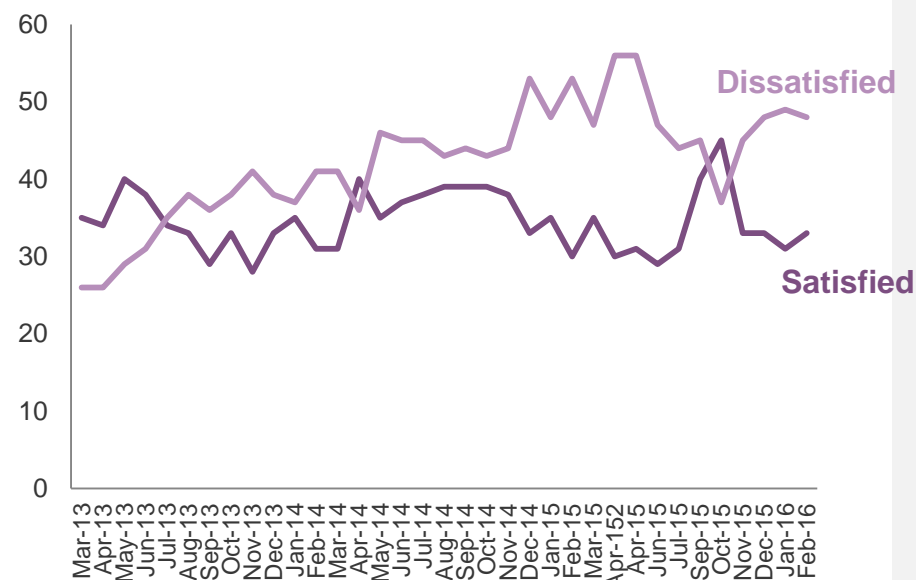
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

February 2016

March 2013 – February 2016



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



Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

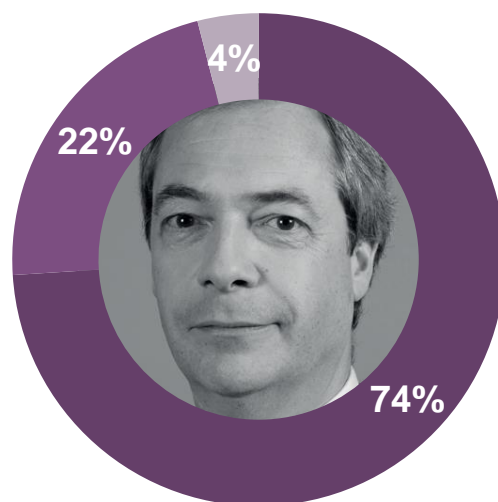
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

15

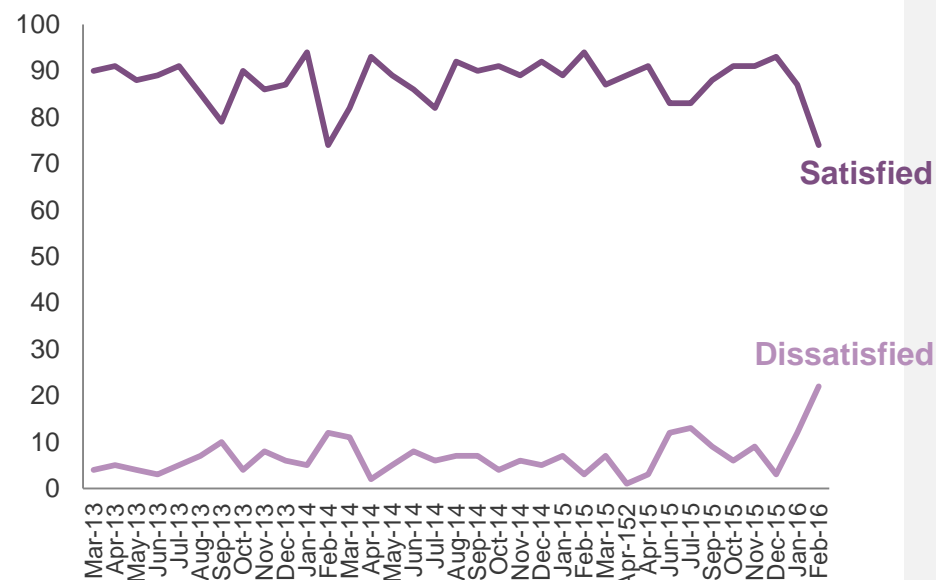
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

February 2016

March 2013 – February 2016



SATISFIED	74%
DISSATISFIED	22%
DON'T KNOW	4%
Net = +52	



Base: 73 UKIP supporters 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016  
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

# 2016

## ECONOMIC OPTIMISM



# Economic Optimism Index

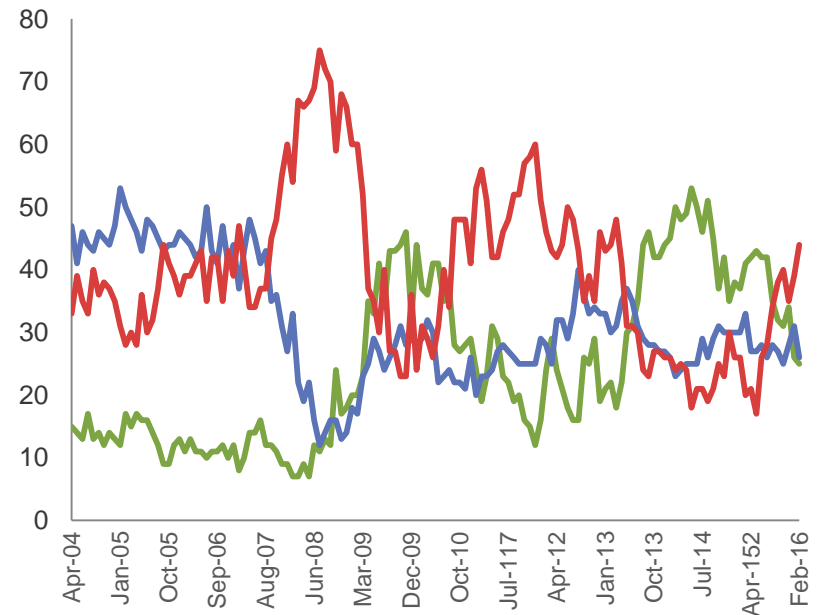
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL  
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

17

February 2016



IMPROVE	25%
STAY THE SAME	26%
GET WORSE	44%
DON'T KNOW	5%
EOI = -19	



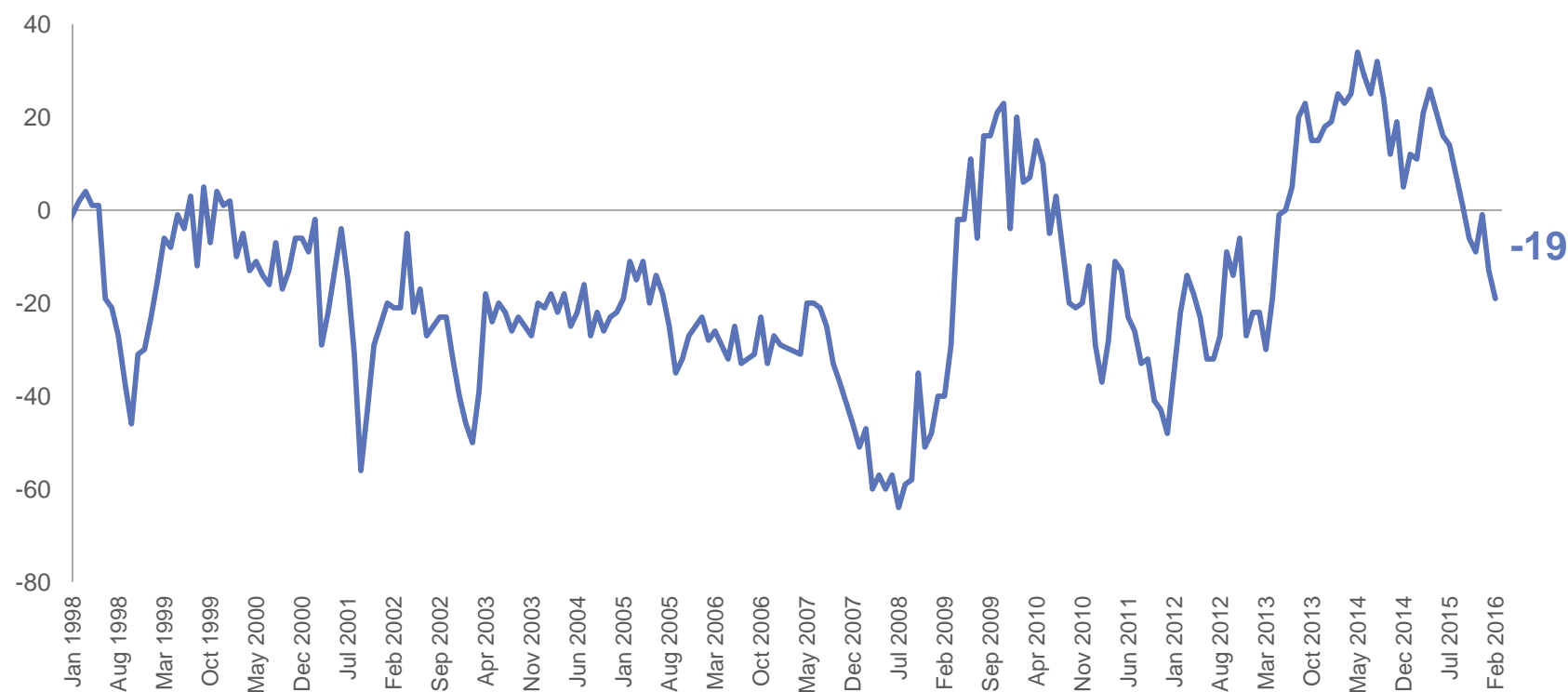
Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

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?

18



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

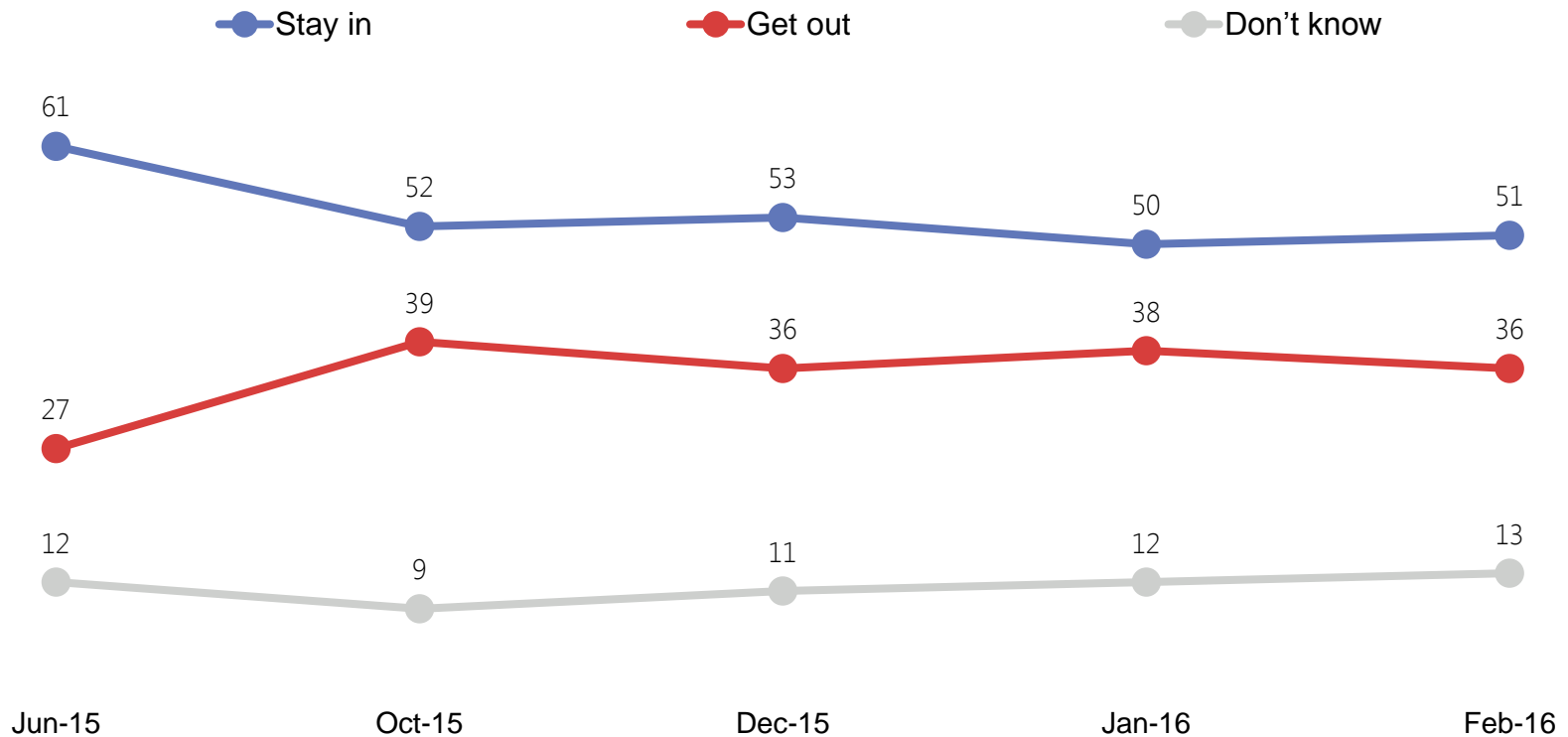
# 2016

## 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



Base: 504 British adults 18+, 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

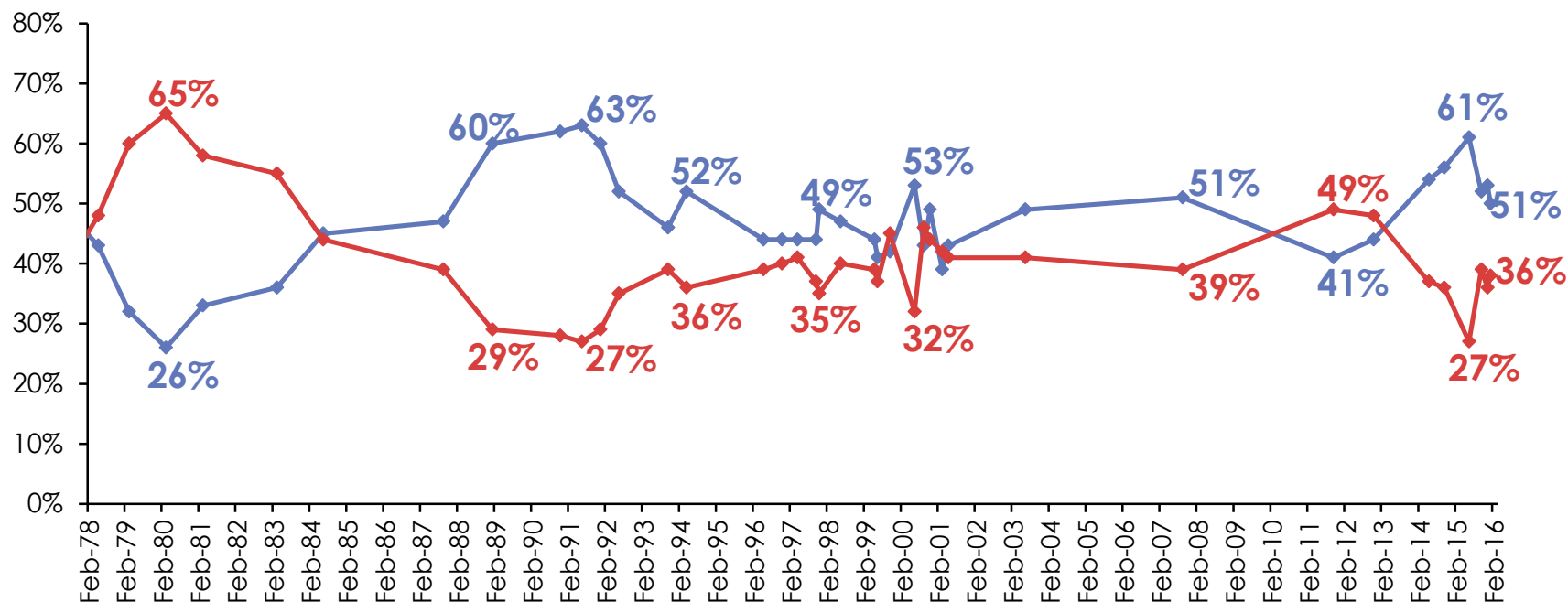
Source: Ipsos MORI Political Monitor

# 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



STAY IN

GET OUT

Base: 504 British adults 18+, 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

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?

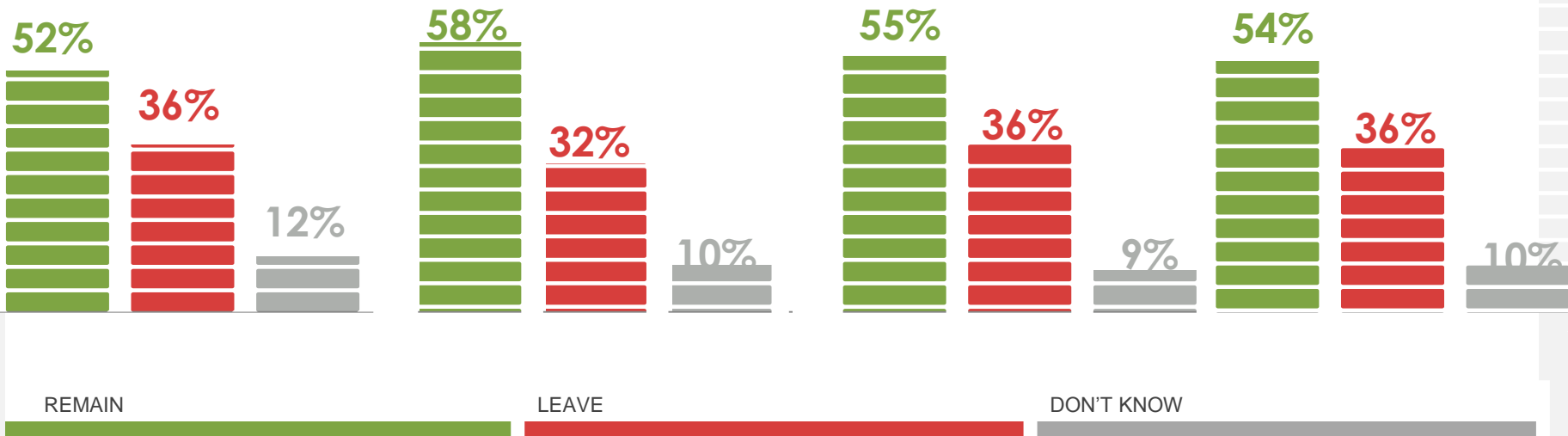
22

October 2015

December 2015

January 2016

February 2016



Base: 497 British adults 18+, 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

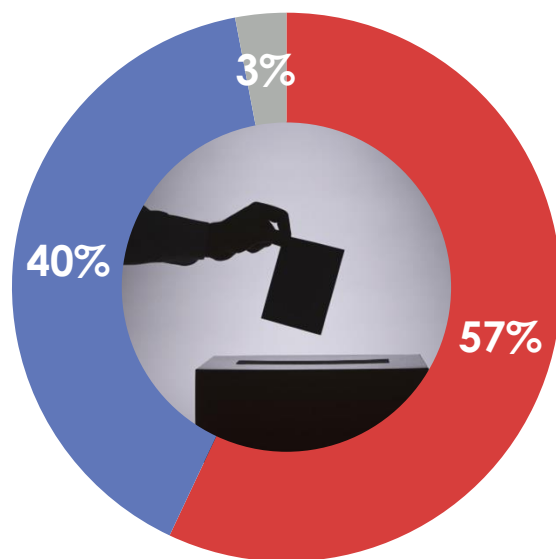
# Have the EU referendum voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017.

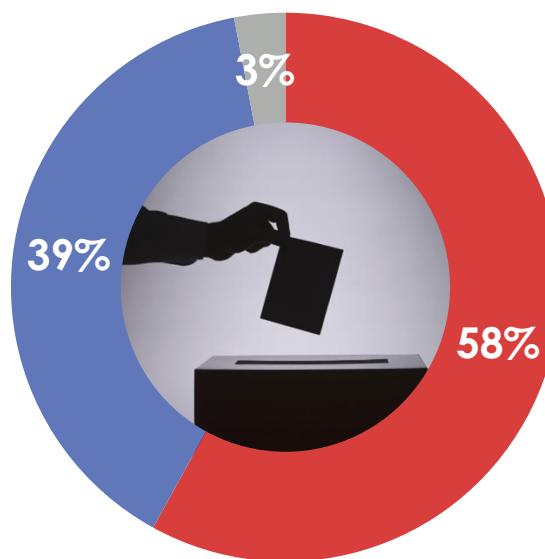
23

HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO [REFERENDUM VOTE AT Q9A/B – REMAIN/LEAVE] THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

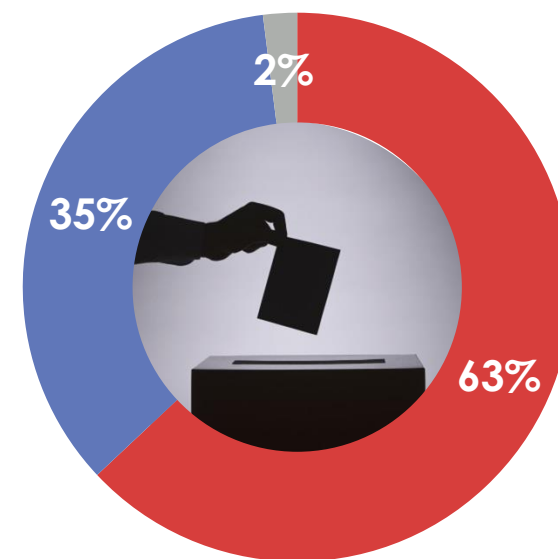
October 2015



January 2016



February 2016



DEFINITELY DECIDED

MAY CHANGE MIND

DON'T KNOW

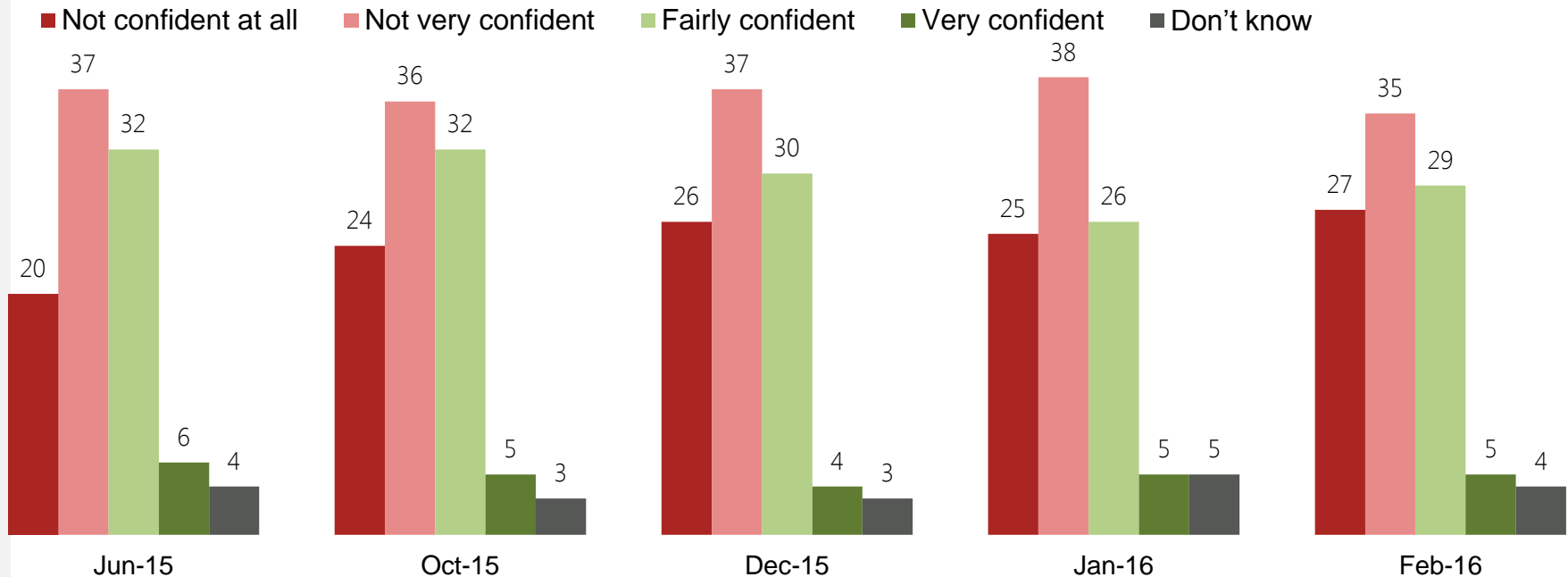
Base: All expressing an opinion on how they will vote: 897 British adults 18+13<sup>th</sup> – 16<sup>th</sup> February 2016  
919 British adults 18+, 23<sup>rd</sup> – 25<sup>th</sup> January 2016 918 British adults 18+ giving an opinion, 17<sup>th</sup> – 19<sup>th</sup> October 2015

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?

24



CONFIDENT	38	CONFIDENT	37	CONFIDENT	34	CONFIDENT	31	CONFIDENT	34
NOT CONFIDENT	57	NOT CONFIDENT	60	NOT CONFIDENT	63	NOT CONFIDENT	63	NOT CONFIDENT	62

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

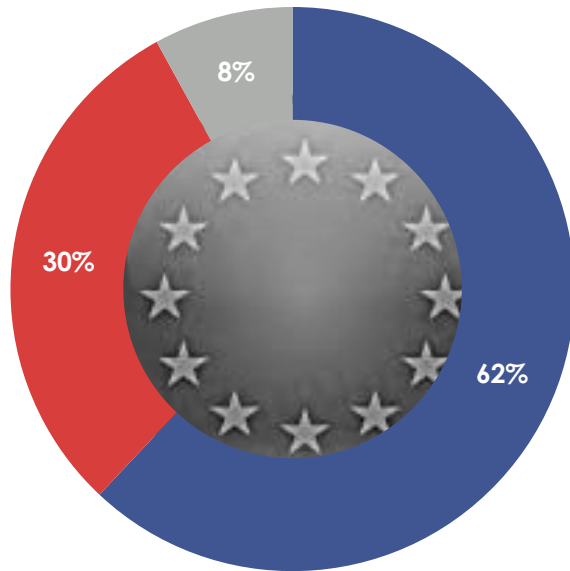


# Predicted outcome

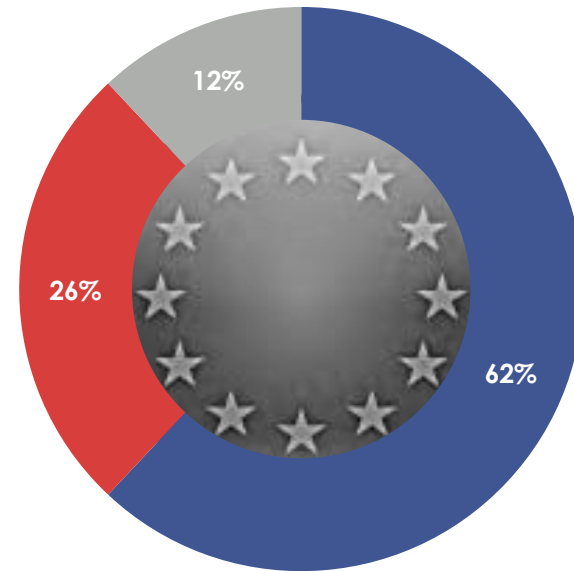
THINKING AHEAD TO THE REFERENDUM ON EUROPEAN UNION MEMBERSHIP, WHICH OF THE FOLLOWING OUTCOMES DO YOU THINK IS MOST LIKELY?

25

October 2015



February 2016



BRITAIN WILL VOTE TO REMAIN A MEMBER  
OF THE EUROPEAN UNION

BRITAIN WILL VOTE TO LEAVE THE  
EUROPEAN UNION

DON'T KNOW

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

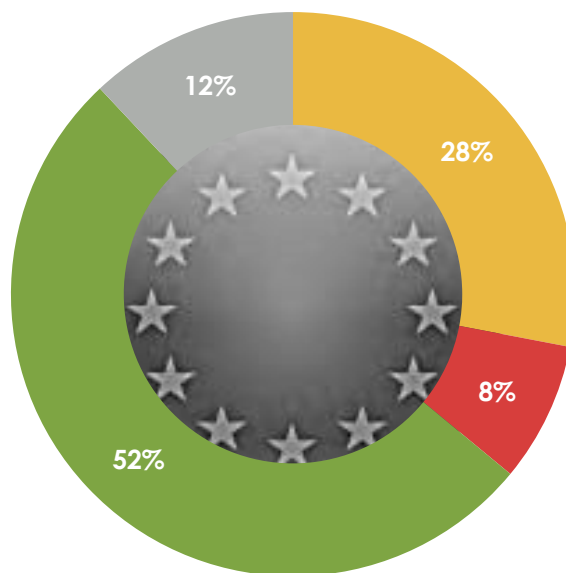
Source: Ipsos MORI Political Monitor

# Right time for a referendum?

DAVID CAMERON IS REPORTED TO BE PLANNING TO HOLD THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION ON JUNE 23<sup>RD</sup> THIS YEAR. DO YOU THINK THIS IS TOO EARLY, TOO LATE OR THE RIGHT TIME TO HOLD THE REFERENDUM?

26

February 2016



TOO EARLY

TOO LATE

THE RIGHT TIME

DON'T KNOW

Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

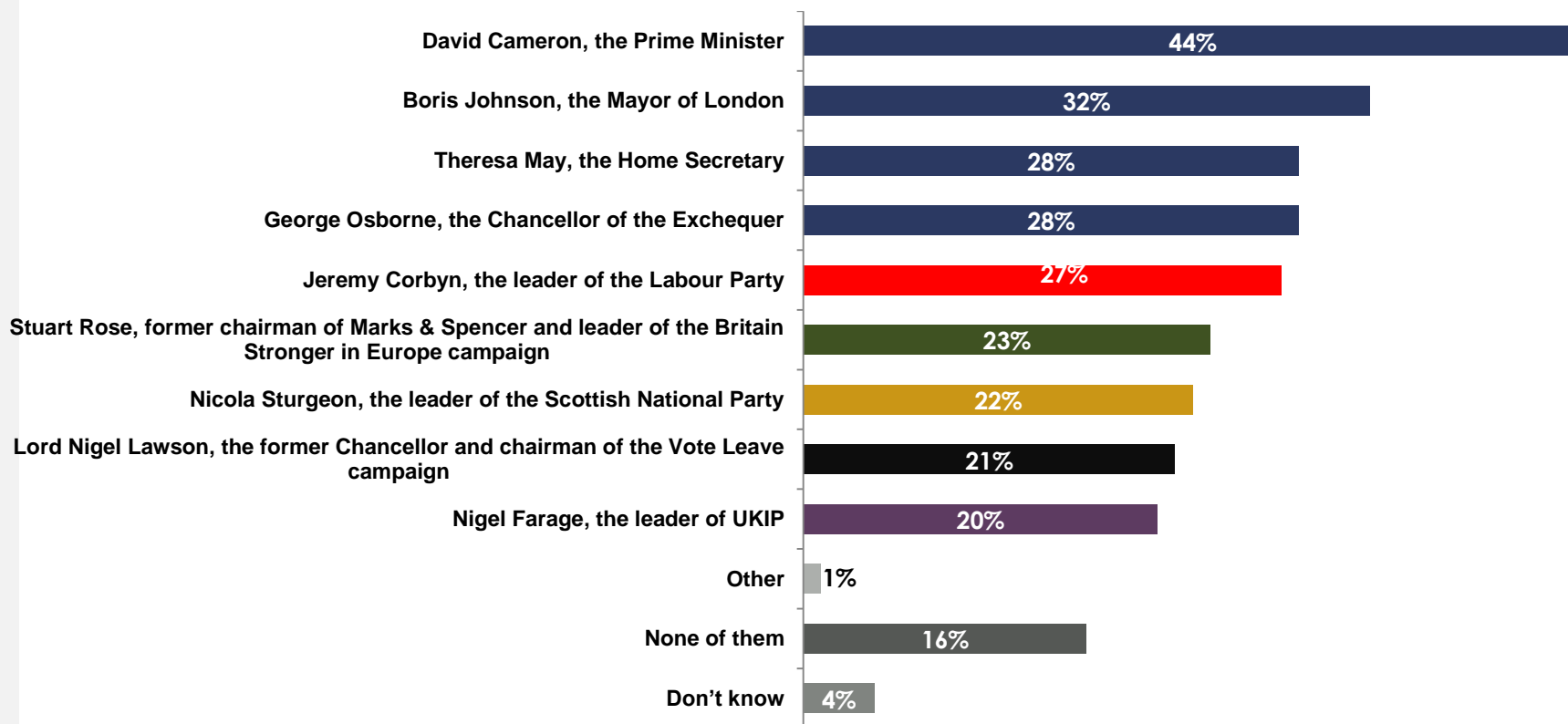
Source: Ipsos MORI Political Monitor

# Importance of individuals in deciding how to vote

WHO OF THE FOLLOWING, IF ANY, WILL BE IMPORTANT TO YOU IN DECIDING HOW TO VOTE IN THE REFERENDUM ON EUROPEAN UNION MEMBERSHIP? PLEASE CHOOSE ALL THAT APPLY

27

February 2016



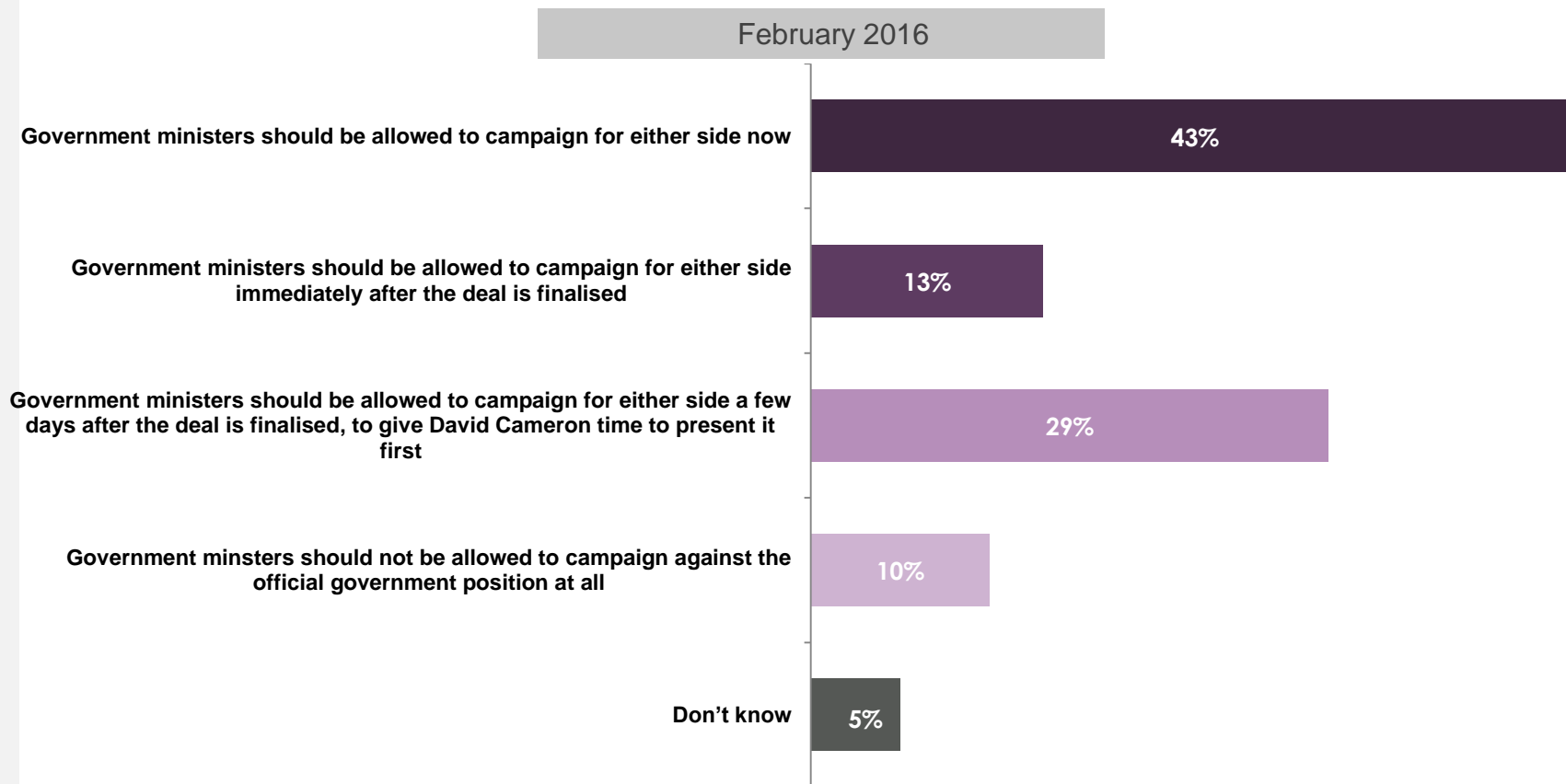
Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

# Ministerial campaigning

AS YOU MAY KNOW, DAVID CAMERON HAS SAID THAT GOVERNMENT MINISTERS WILL BE ALLOWED TO CAMPAIGN FOR EITHER SIDE IN THE EU REFERENDUM, EVEN IF THEY ARE OPPOSED TO THE OFFICIAL GOVERNMENT POSITION, BUT THAT THEY MAY NOT DO SO UNTIL HIS NEGOTIATIONS TO CHANGE BRITAIN'S RELATIONSHIP WITH THE EU HAVE BEEN FINALISED. WHICH OF THESE STATEMENTS IS CLOSEST TO YOUR VIEW:

28



Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI Political Monitor

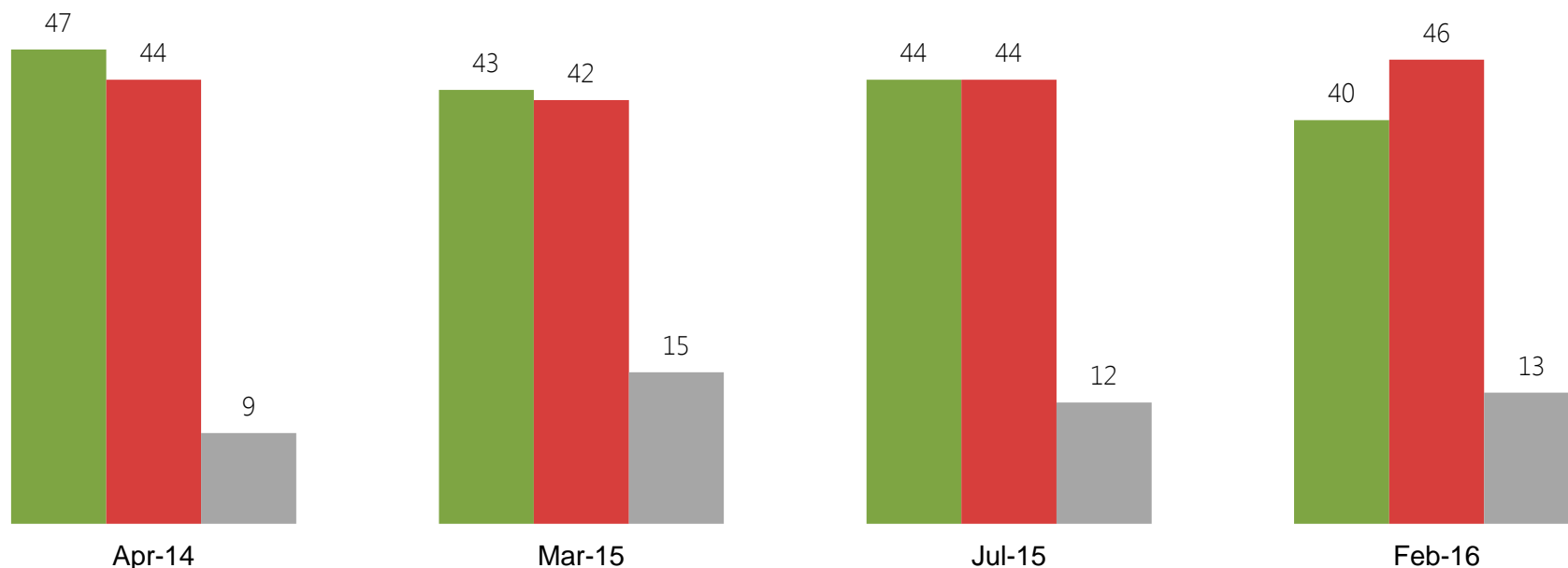
# 2016

## CHANCELLOR

# Satisfaction with George Osborne

CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY GEORGE OSBORNE IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

30



SATISFIED

DISSATISFIED

DON'T KNOW

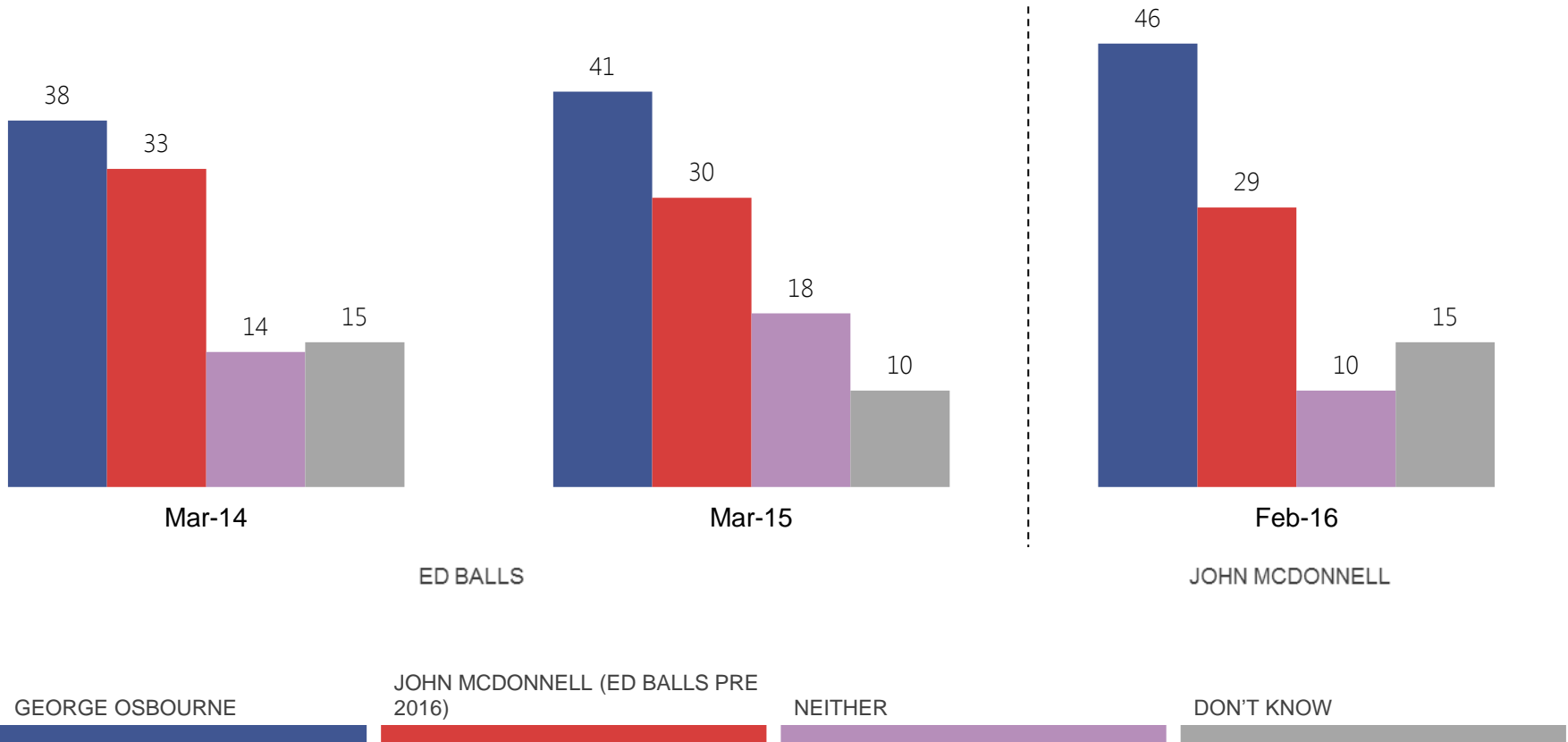
Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI

# Capability as Chancellor

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE CHANCELLOR, THE CONSERVATIVE'S GEORGE OSBOURNE, OR LABOUR'S JOHN MCDONNELL?

31



Base: 1,001 British adults 18+, 13<sup>th</sup> – 16<sup>th</sup> February 2016

Source: Ipsos MORI

# 2016

## POLITICAL MONITOR

