

2016

POLITICAL MONITOR

29.01.2016



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

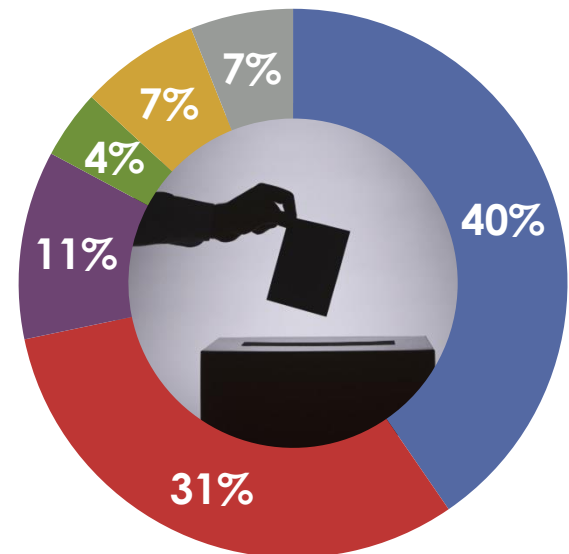
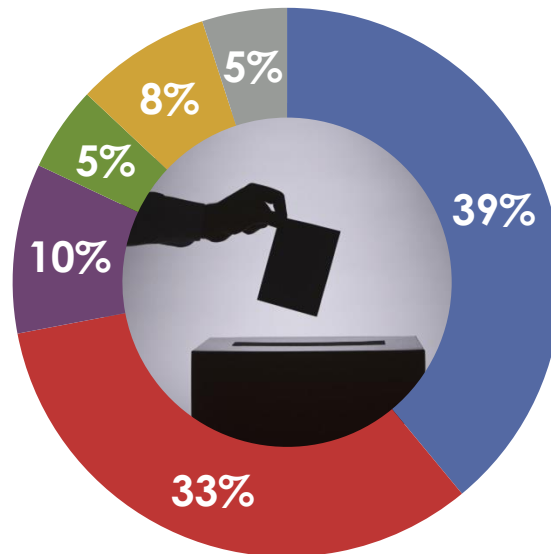
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +6

Conservative lead = +9

Base: 1,027 British adults 18+, 23rd – 25th January 2016 ; Headline Voting Intention: 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

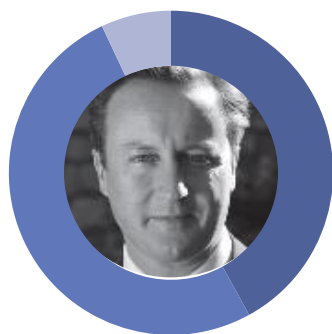
2016

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



+2.5%
swing from December
2015

-9 Net

SATISFIED	42%
DISSATISFIED	51%



-0.5%
swing from December
2015

-18 Net

SATISFIED	31%
DISSATISFIED	49%



-1.5%
swing from December
2015

-18 Net

SATISFIED	31%
DISSATISFIED	49%



-1.5%
swing from December
2015

-10 Net

SATISFIED	22%
DISSATISFIED	32%



-1.5%
swing from December
2015

-20 Net

SATISFIED	36%
DISSATISFIED	56%

Base: 1,027 British adults 18+, 23rd – 25th January 2016. . Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

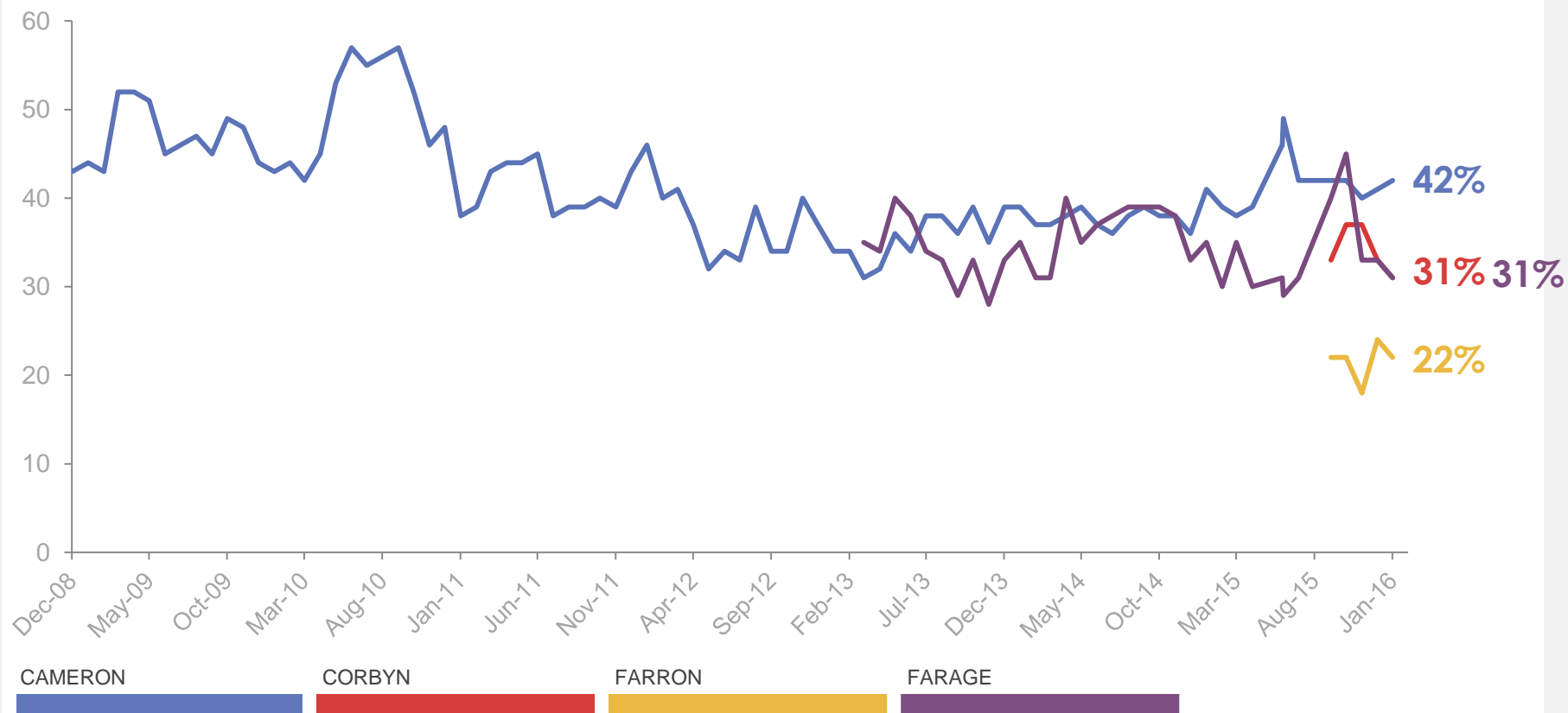
Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Dec'8 – Jan'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

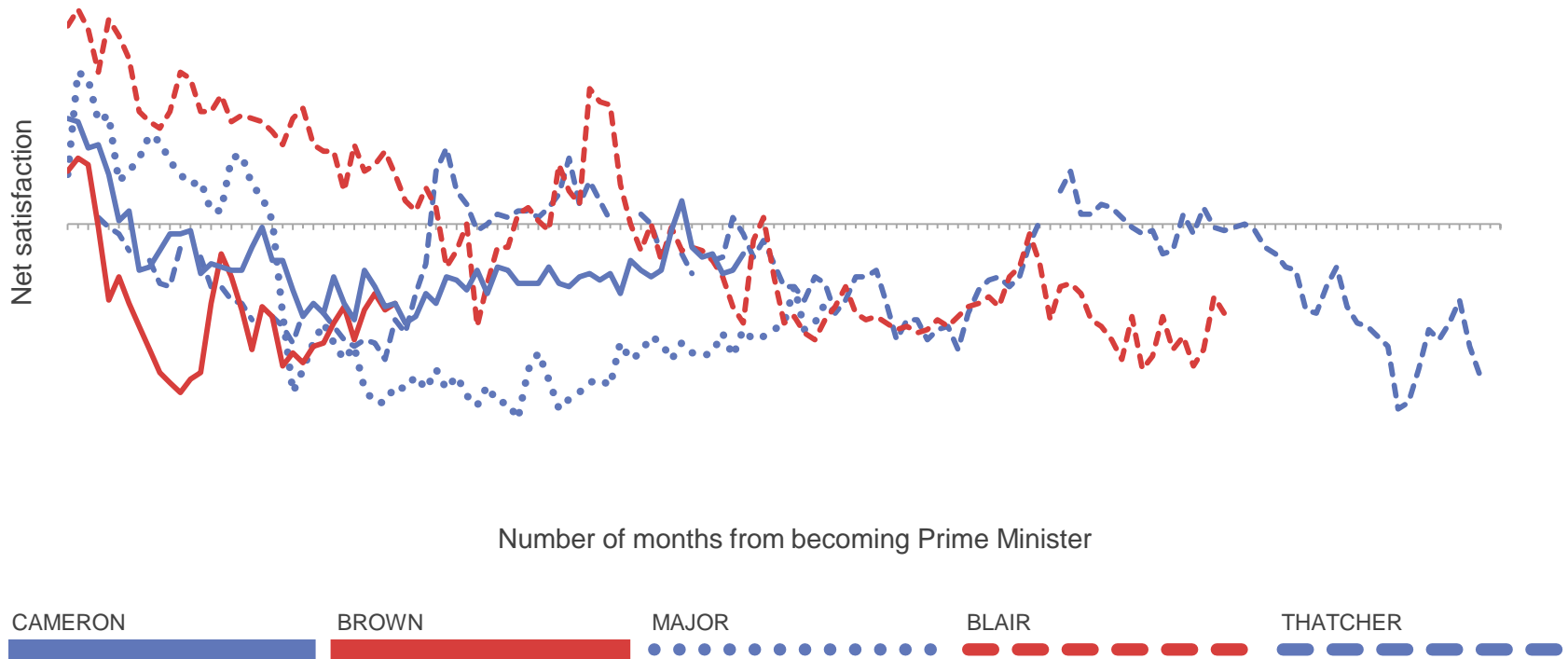
Source: Ipsos MORI Political Monitor

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)

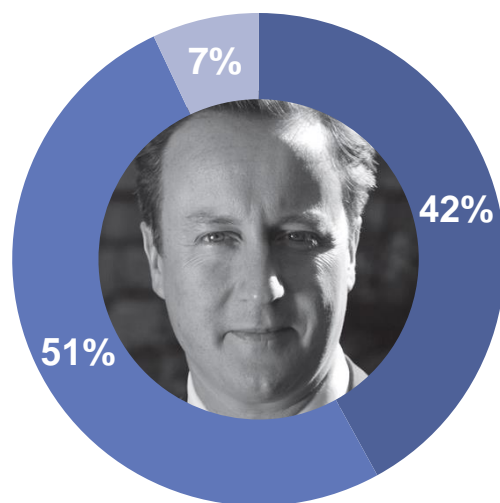
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

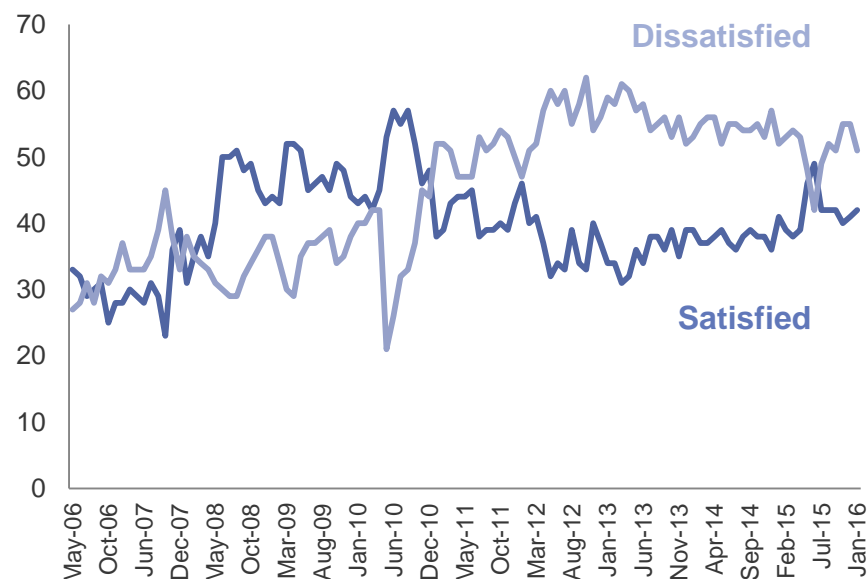
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

January 2016

August 2006 – January 2016



SATISFIED	42%
DISSATISFIED	51%
DON'T KNOW	7%
Net = -9	



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

Base: 1,027 British adults 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

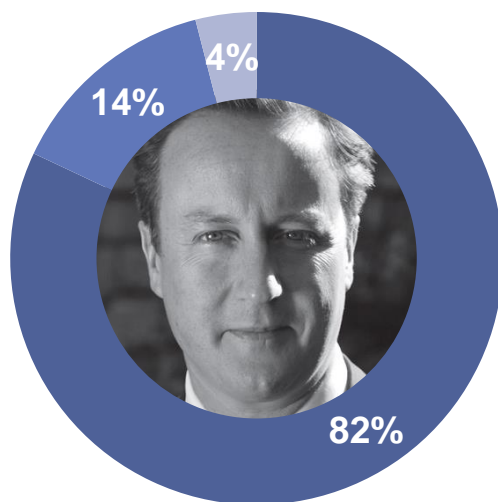
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

9

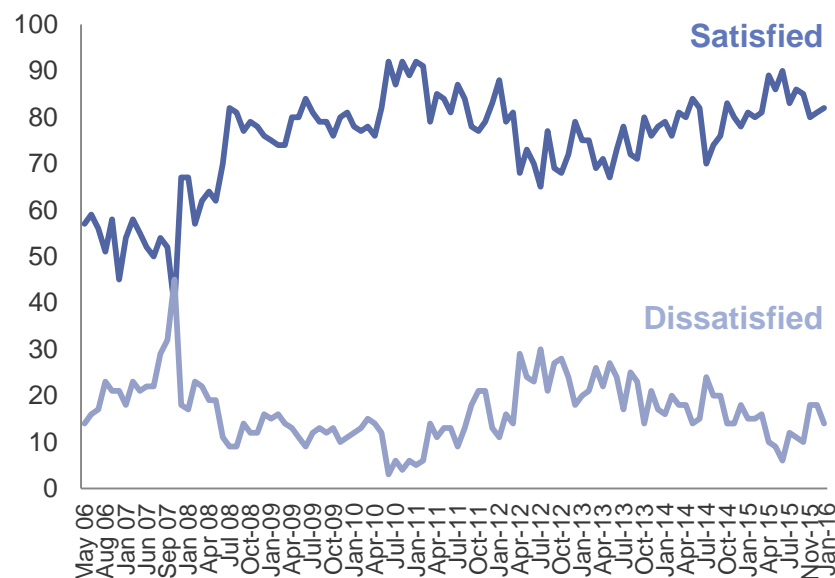
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

January 2016

July 2006 – January 2016



SATISFIED	82
DISSATISFIED	14
DON'T KNOW	4
Net = +68	



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

Base: 332 Conservative supporters 18+ 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

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

10

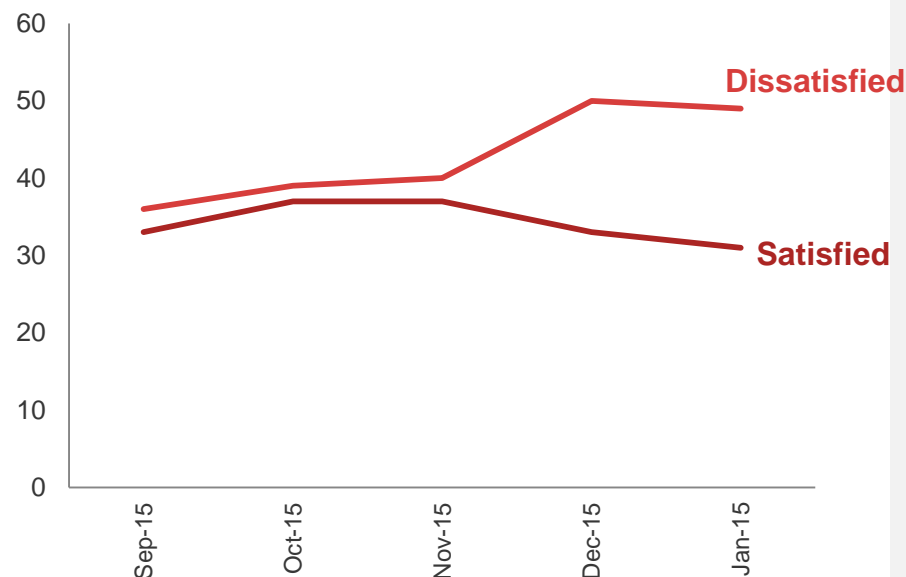
AS LEADER OF THE LABOUR PARTY?

January 2016

September 2015 – January 2016



SATISFIED	31
DISSATISFIED	49
DON'T KNOW	20
Net = -18	



Base: 1,027 British adults 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

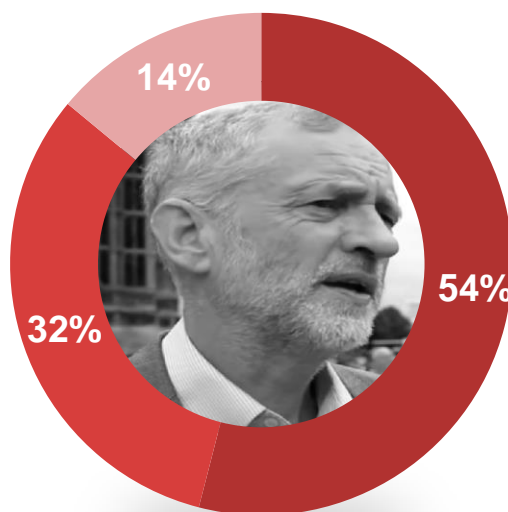
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMEY CORBYN IS DOING HIS JOB

11

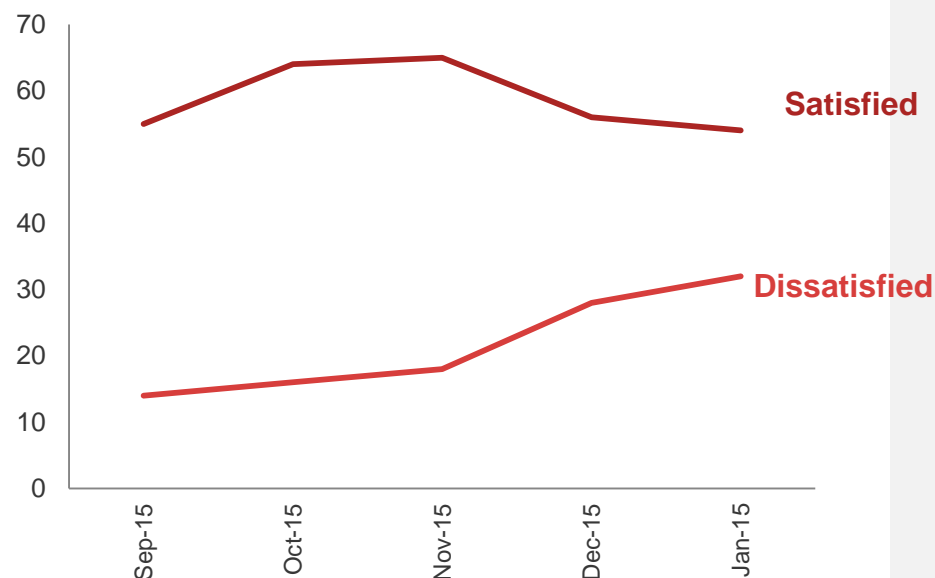
AS LEADER OF THE LABOUR PARTY?

January 2016

September 2015 – January 2016



SATISFIED	54%
DISSATISFIED	32%
DON'T KNOW	14%
Net = +22	



Base: 306 Labour supporters 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

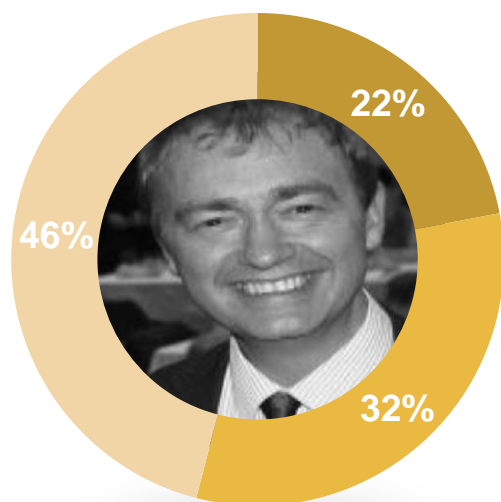
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

12

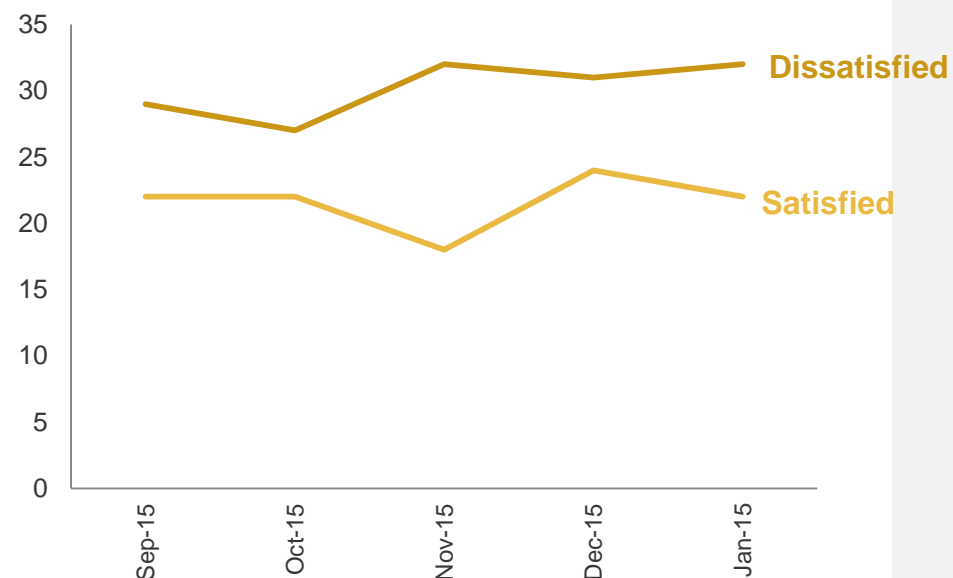
AS LEADER OF THE LIBERAL DEMOCRATS?

January 2016

September 2015 – January 2016



SATISFIED	22%
DISSATISFIED	32%
DON'T KNOW	46%
Net = -10	



Base: 1,027 British adults 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

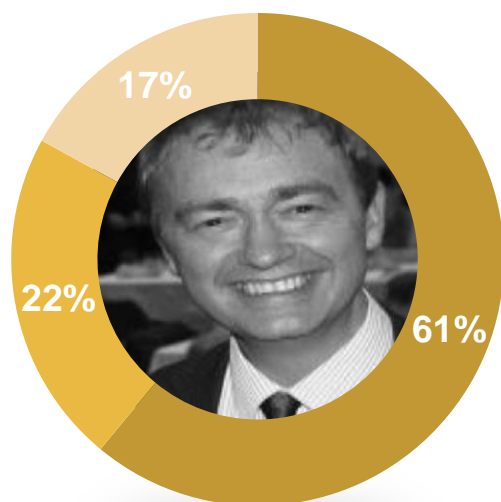
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

13

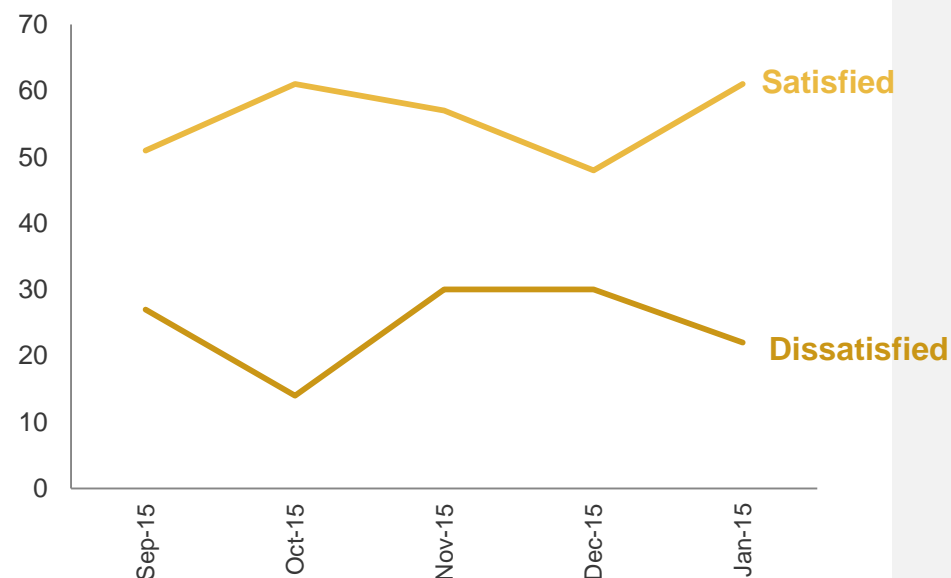
AS LEADER OF THE LIBERAL DEMOCRATS?

January 2016 (Lib Dem supporters only)

September 2015 – January 2016



SATISFIED	61%
DISSATISFIED	22%
DON'T KNOW	17%
Net = +39	



Base: 72 Liberal Democrat supporters 18+, 23rd – 25th January 2016.
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

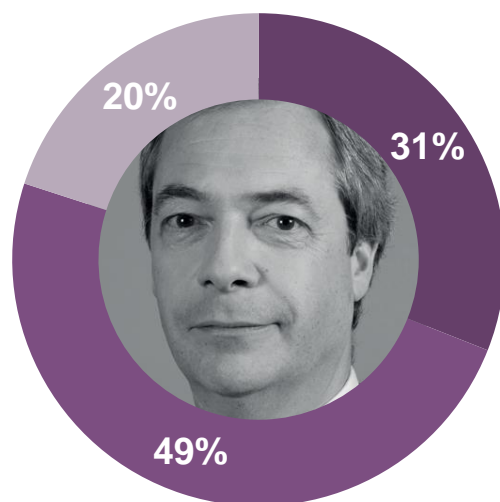
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

14

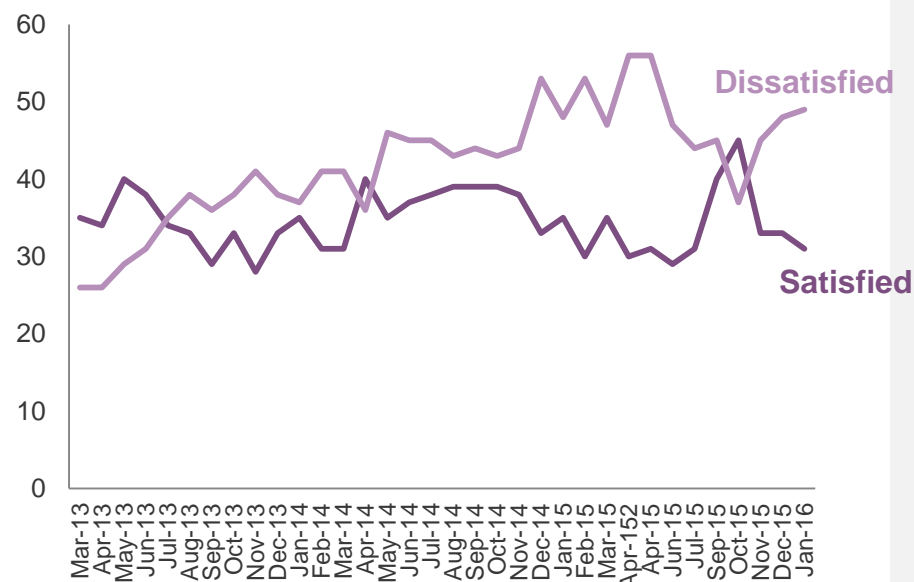
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

January 2016

March 2013 – January 2016



SATISFIED	31%
DISSATISFIED	49%
DON'T KNOW	20%
Net = -18	



Base: 1,027 British adults 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

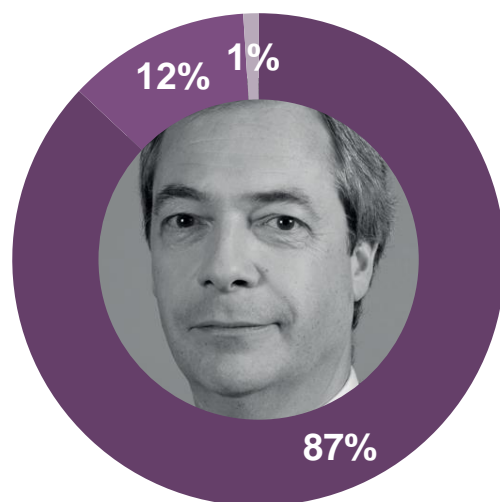
Nigel Farage (satisfaction)

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

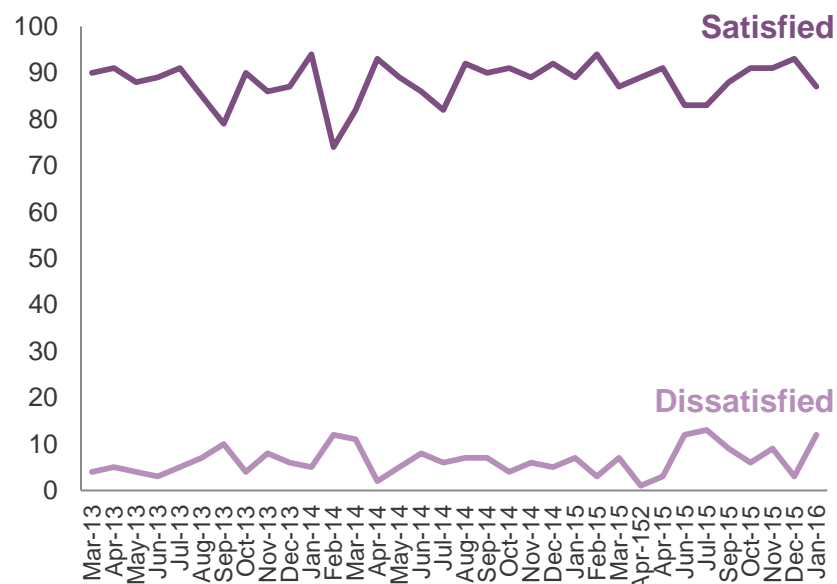
15

January 2016

March 2013 – January 2016



SATISFIED	87%
DISSATISFIED	12%
DON'T KNOW	1%
Net = +75	



Base: 67 UKIP supporters 18+, 23rd – 25th January 2016.
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

2016

ECONOMIC OPTIMISM

Economic Optimism Index

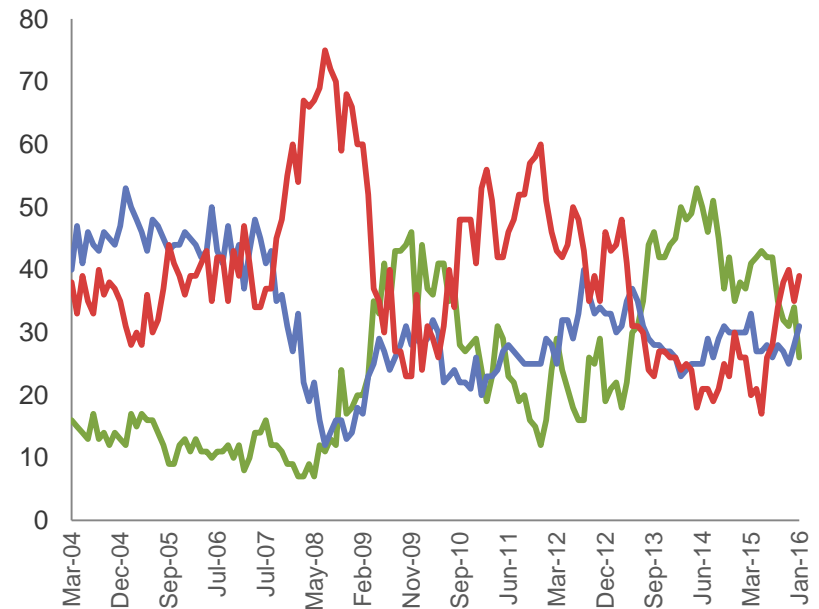
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

17

January 2016



IMPROVE	26%
STAY THE SAME	31%
GET WORSE	39%
DON'T KNOW	4%
EOI = -13	



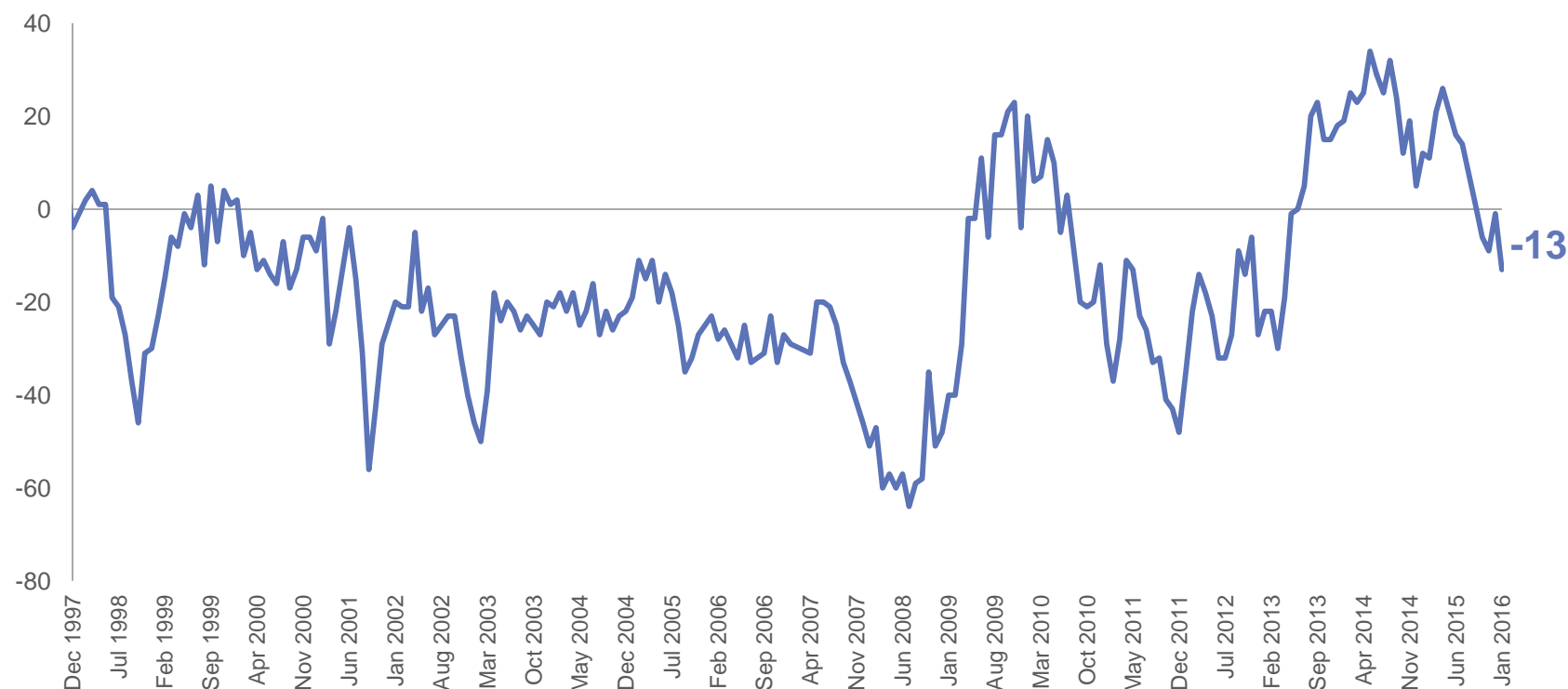
Base: 1,027 British adults 18+, 23rd – 25th January 2016.

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

Source: Ipsos MORI Political Monitor

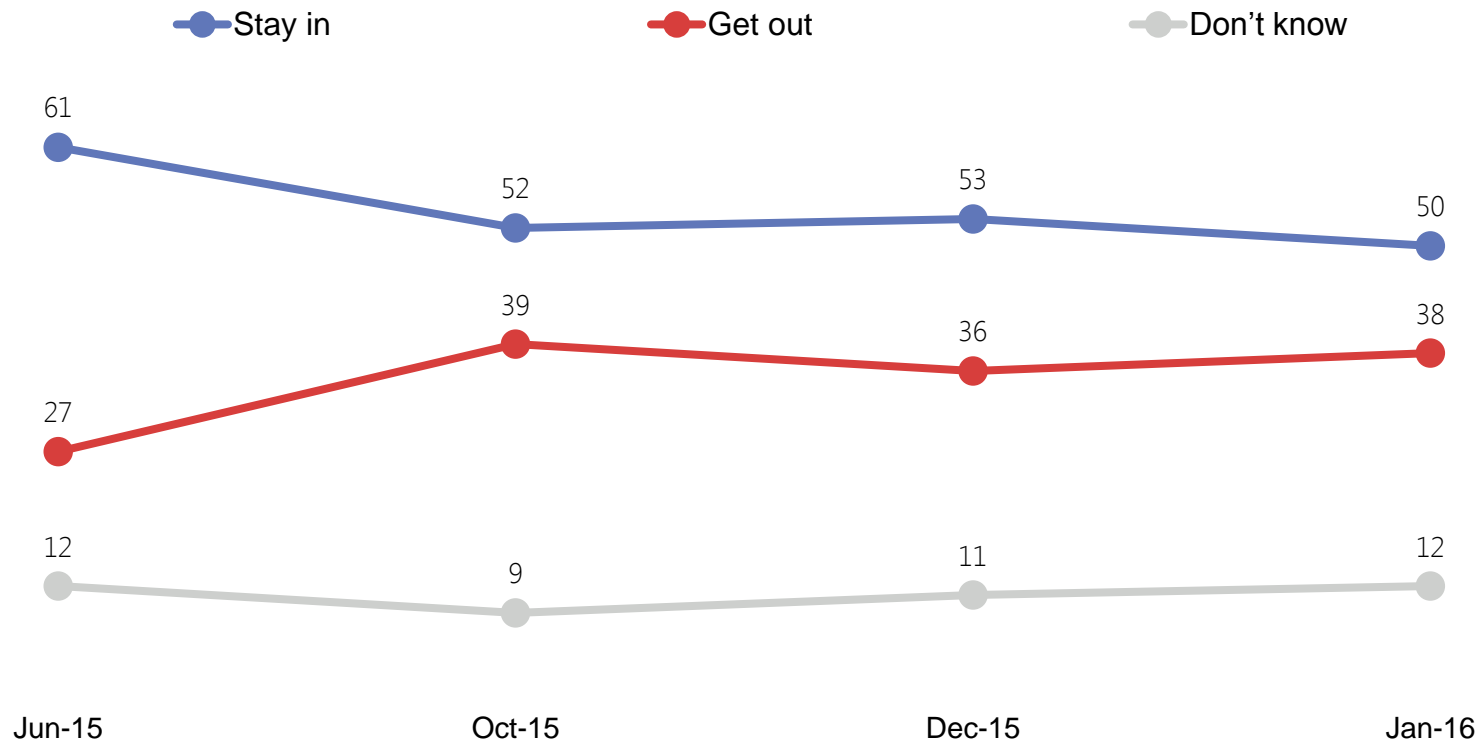
2016

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: 514 British adults 18+, 23rd – 25th January 2016.

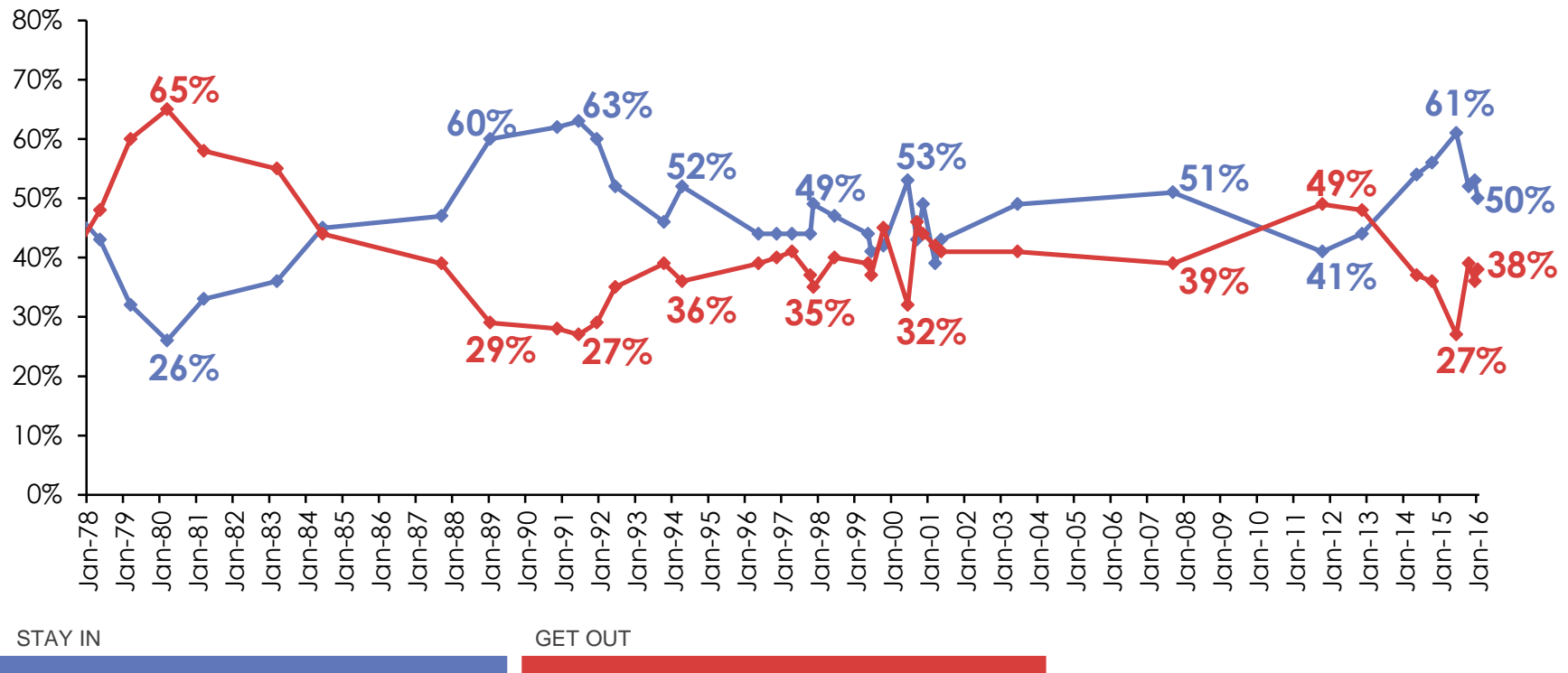
Source: Ipsos MORI Political Monitor

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



Base: 514 British adults 18+, 23rd – 25th January 2016.

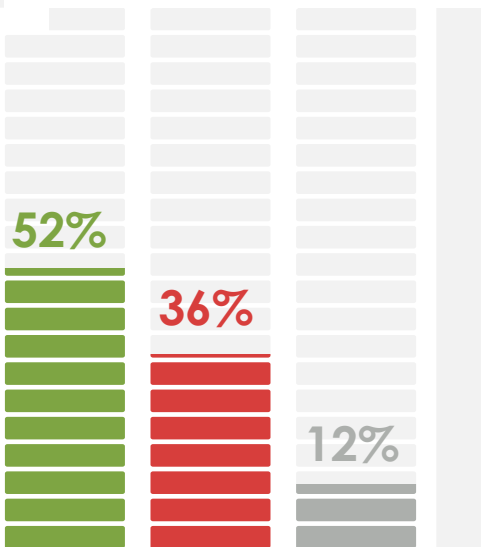
Source: Ipsos MORI Political Monitor

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

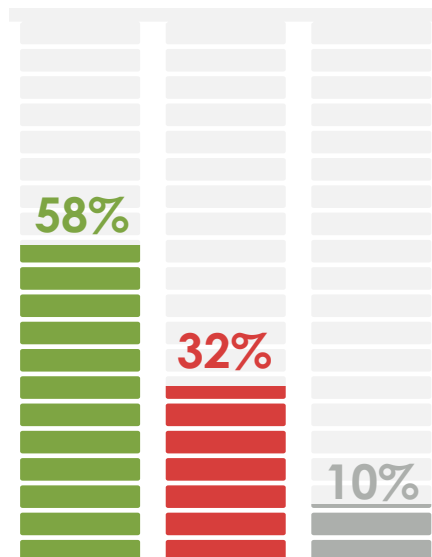
SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE
EUROPEAN UNION?

22

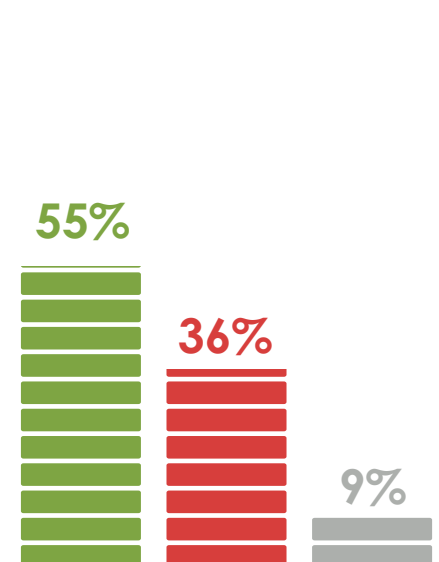
October 2015



December 2015



January 2016



REMAIN

LEAVE

DON'T KNOW

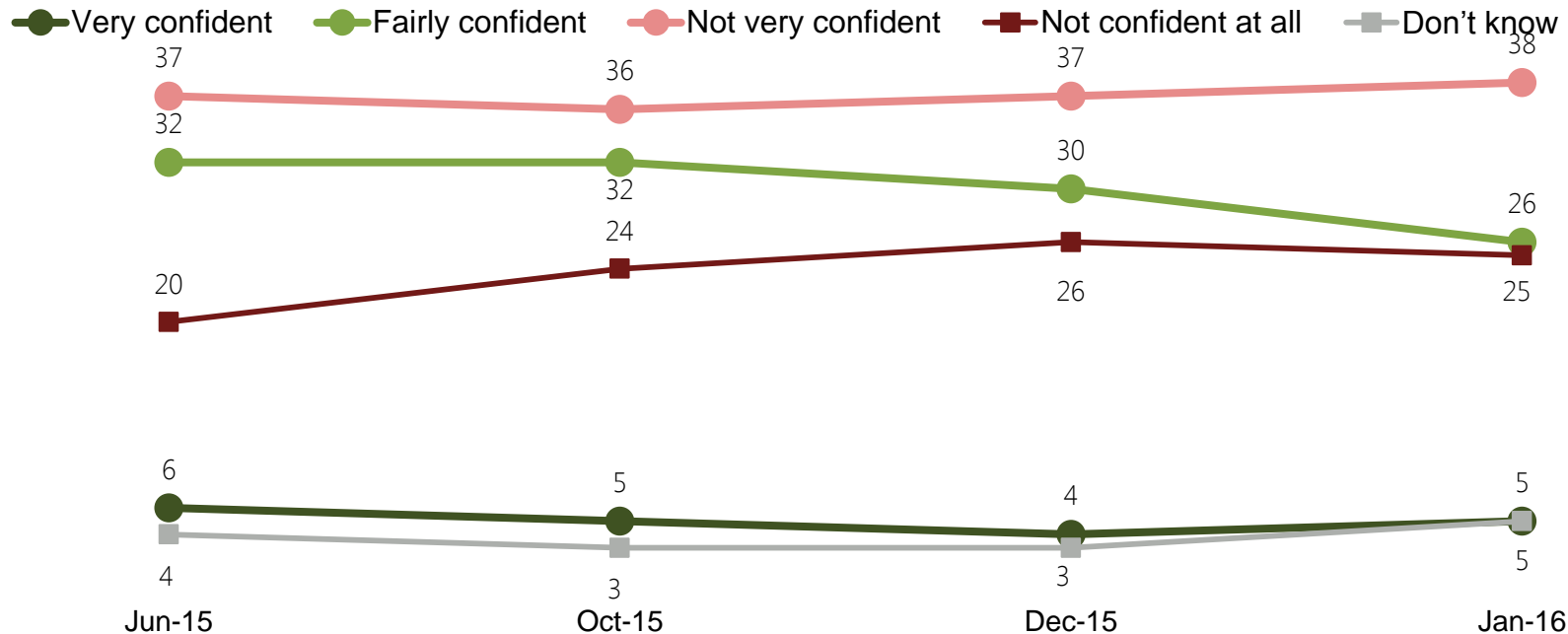
Base: 513 British adults 18+, 23rd – 25th January 2016.

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



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

Base: 1,027 British adults 18+, 23rd – 25th January 2016.

Source: Ipsos MORI Political Monitor

Have the EU referendum voters decided yet?

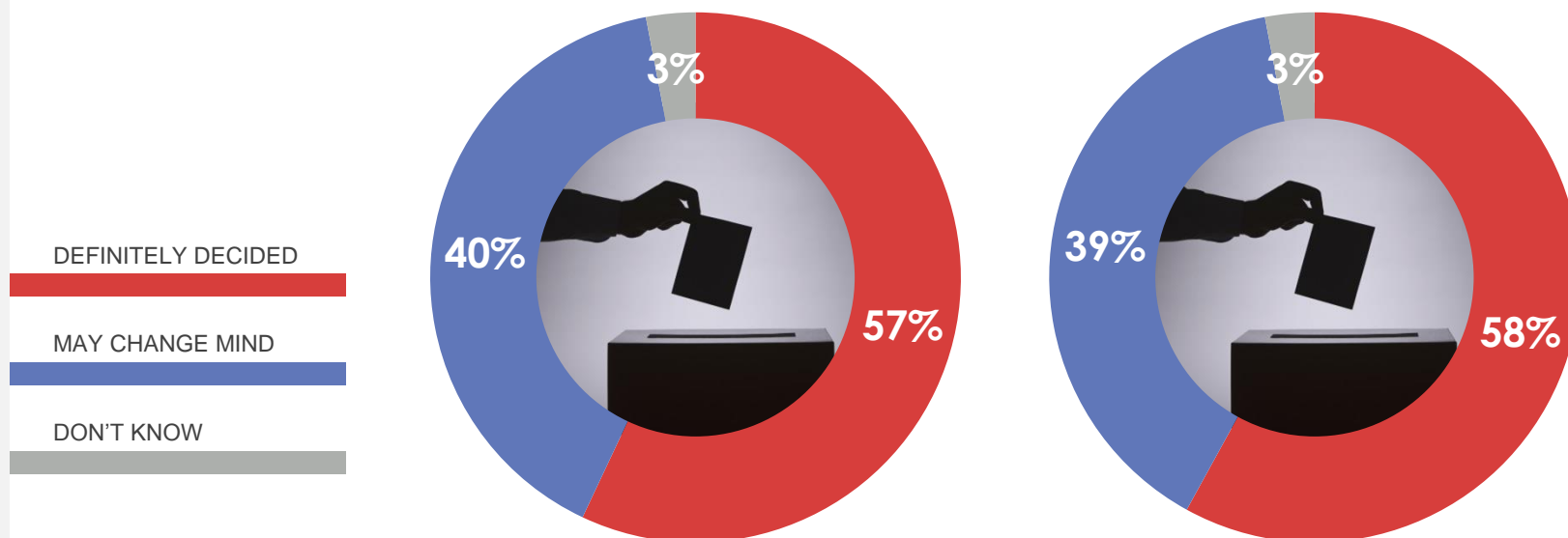
AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017.

24

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



Base: 919 British adults 18+, 23rd – 25th January 2016 and 918 British adults 18+ giving an opinion, 17th – 19th October 2015

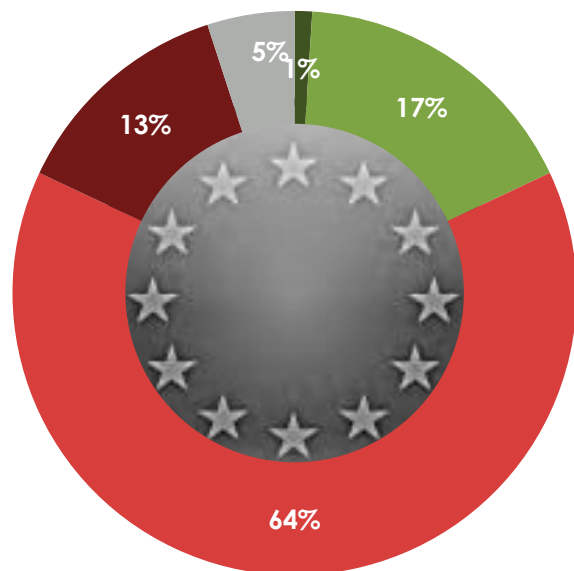
Source: Ipsos MORI Political Monitor

Will Cameron achieve his goals?

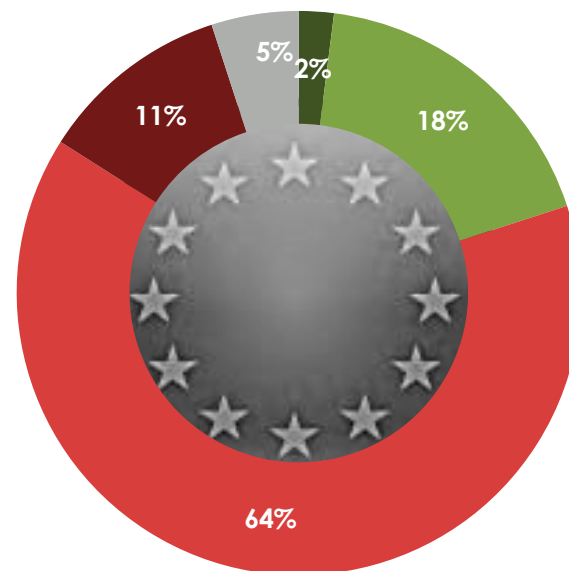
DO YOU THINK DAVID CAMERON WILL ACHIEVE ALL, MOST, A FEW, OR NONE OF HIS GOALS IN THE NEGOTIATIONS TO CHANGE BRITAIN'S RELATIONSHIP WITH THE EUROPEAN UNION?

25

December 2015



January 2016



ALL MOST A FEW NONE DON'T KNOW

Base: 1,027 British adults 18+, 23rd – 25th January 2016 and 1,040 British adults 18+, 12th – 14th December

Source: Ipsos MORI Political Monitor

2016

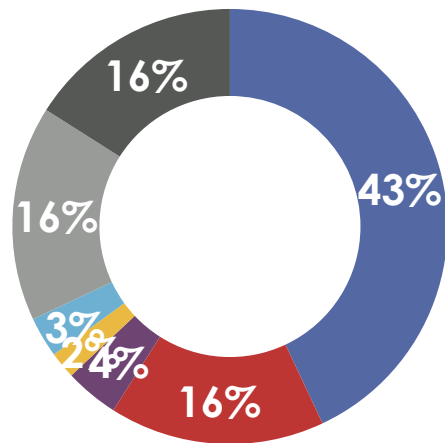
PARTY IMAGE

Parties and their leaders, and whether they look after the interests of people like you

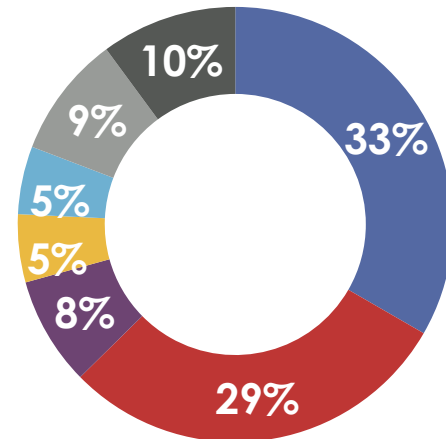
WHICH POLITICAL PARTY IF ANY DO YOU THINK.....

27

....has the best team of leaders to deal with the country's problems?



....would be best at looking after the interests of people like you



CONSERVATIVE

LABOUR

UKIP

LIB DEM

OTHER

NONE OF THESE

DON'T KNOW

Base: 1,027 British adults 18+, 23rd – 25th January 2016

Source: Ipsos MORI Political Monitor

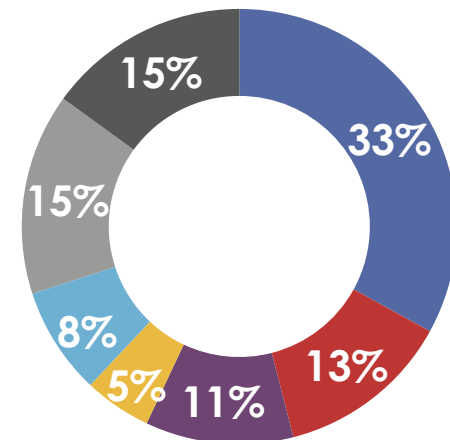
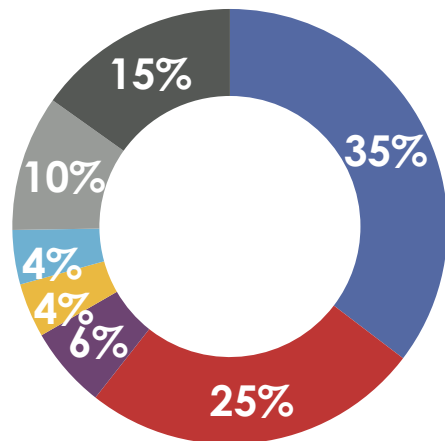
Parties and their policies

WHICH POLITICAL PARTY IF ANY DO YOU THINK.....

28

...has the best policies for the country as a whole?

...is most clear and united about what its policies should be



CONSERVATIVE

LABOUR

UKIP

LIB DEM

OTHER

NONE OF THESE

DON'T KNOW

Base: 1,027 British adults 18+, 23rd – 25th January 2016

Source: Ipsos MORI Political Monitor

2016

SHAREHOLDER DIVIDEND AND THE LIVING WAGE

Support for withholding shareholder dividend if do not pay the living wage. (Split Sample)

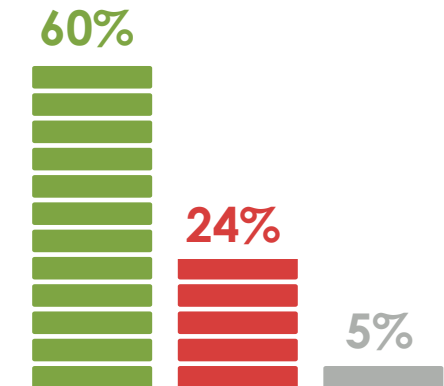
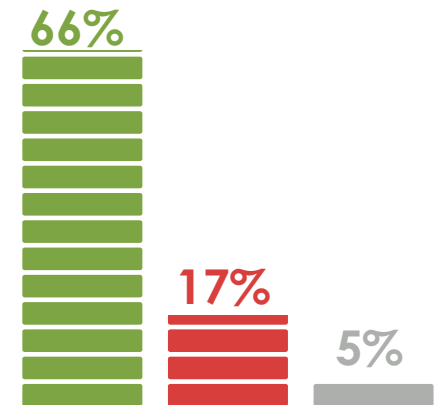
I'D NOW LIKE YOU TO THINK ABOUT THE LIVING WAGE. THE LIVING WAGE IS A SALARY WHICH IS HIGH ENOUGH FOR WORKERS TO HAVE A NORMAL STANDARD OF LIVING, MEANING THEY HAVE ENOUGH MONEY TO BE ABLE TO AFFORD EVERYDAY THINGS LIKE FOOD, TRANSPORT AND PAYING BILLS.

IT HAS BEEN PROPOSED [BY JEREMY CORBYN] THAT COMPANIES SHOULD BE BANNED FROM PAYING THEIR SHAREHOLDERS DIVIDENDS UNLESS THEIR STAFF EARN THE LIVING WAGE. PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU SUPPORT OR OPPOSE THIS IDEA?

30

A) Does not mention Jeremy Corbyn

B) Mentions Jeremy Corbyn



SUPPORT

OPPOSE

DON'T KNOW

Base: Split sample A) 514 B) 513 British adults aged 18+, 23rd – 25th January 2016

Source: Ipsos MORI

2016

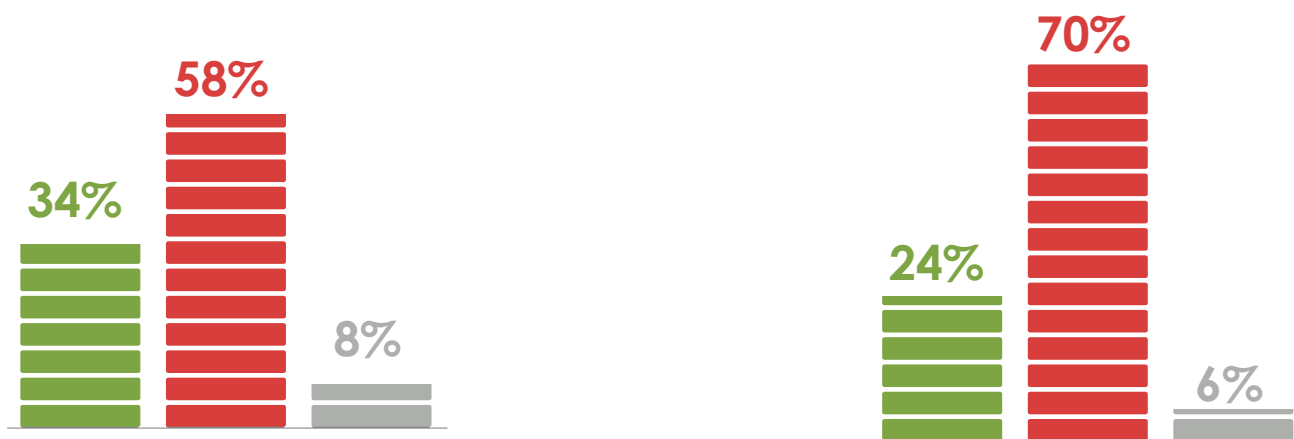
TRIDENT AND NUCLEAR WEAPONS

Support for nuclear disarmament (Split Sample)

32

A) Could you please tell me whether you support or oppose the following policy? Get rid of all nuclear weapons in Britain.

B) Could you please tell me whether you support or oppose the following policy? Get rid of all nuclear weapons in Britain even if other countries keep theirs.



SUPPORT

OPPOSE

DON'T KNOW

Base: Split sample A) 514 B) 513 British adults aged 18+, 23rd – 25th January 2016

Source: Ipsos MORI

Future of Britain's Trident submarines

33

AS YOU MAY KNOW THERE IS A DEBATE CURRENTLY ON WHETHER OR NOT BRITAIN SHOULD REPLACE ITS TRIDENT SUBMARINES WHICH ARE NEARING THE END OF THEIR LIFE. THESE ARE THE SUBMARINES FROM WHICH BRITAIN WERE TO LAUNCH NUCLEAR MISSILES IF IT WAS EVER TO DO SO
IN A RECENT INTERVIEW, JEREMY CORBYN, THE LABOUR LEADER, SAID IF THESE SUBMARINES ARE REPLACED THEY "DON'T HAVE TO HAVE NUCLEAR WARHEADS ON THEM". THIS WOULD MEAN THE SUBMARINES WOULD BE REPLACED BUT DO NOT CARRY NUCLEAR WEAPONS, ALTHOUGH THEY WOULD HAVE THE CAPABILITY TO DO SO.

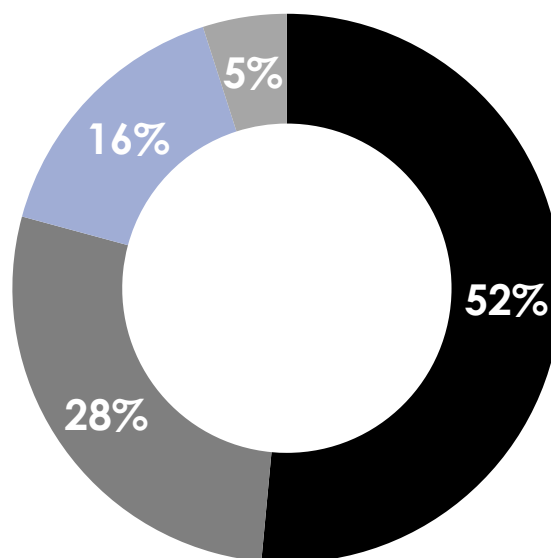
WHICH OF THE FOLLOWING, IF ANY, COMES CLOSEST TO YOUR VIEW ABOUT RENEWING BRITAIN'S TRIDENT SUBMARINES?

BUILD NEW SUBMARINES AND
HAVE THEM CARRY NUCLEAR
WARHEADS

BUILD NEW SUBMARINES BUT
DO NOT HAVE THEM CARRY
NUCLEAR WARHEADS

DO NOT BUILD NEW
SUBMARINES SO TO
DISCONTINUE THE TRIDENT
PROGRAMME

DON'T KNOW



Base: 1,027 British adults 18+, 23rd – 25th January 2016

Source: Ipsos MORI Political Monitor

2016

POLITICAL MONITOR

