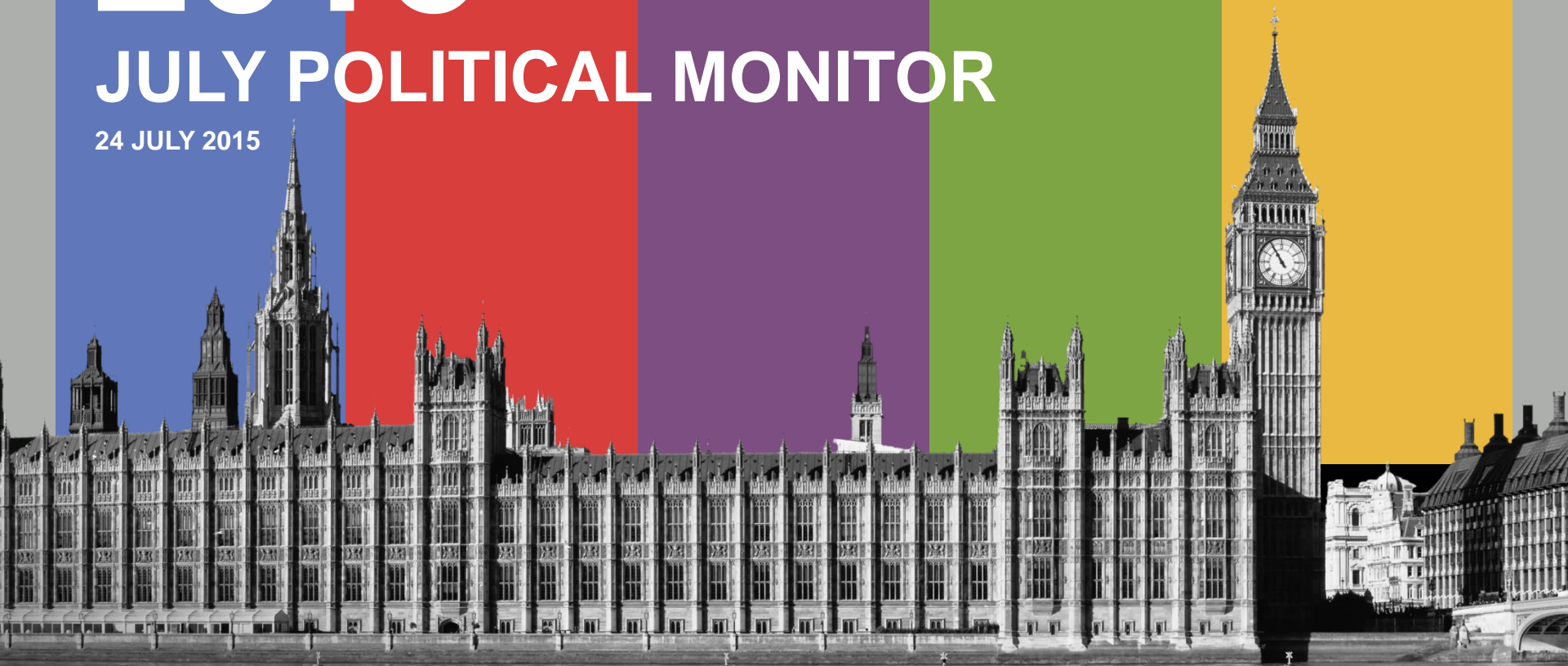


2015

JULY POLITICAL MONITOR

24 JULY 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

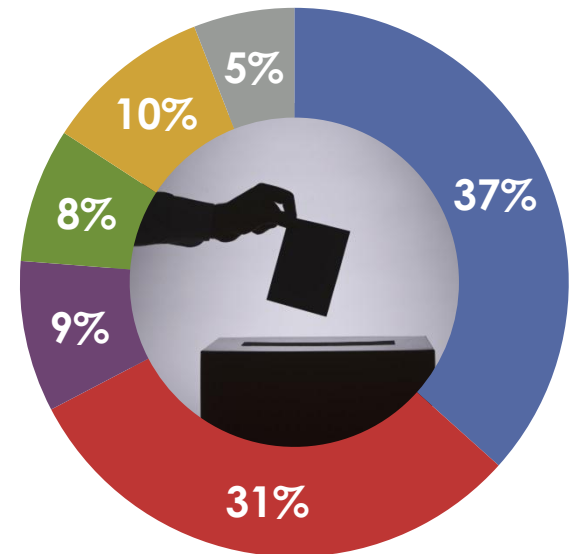
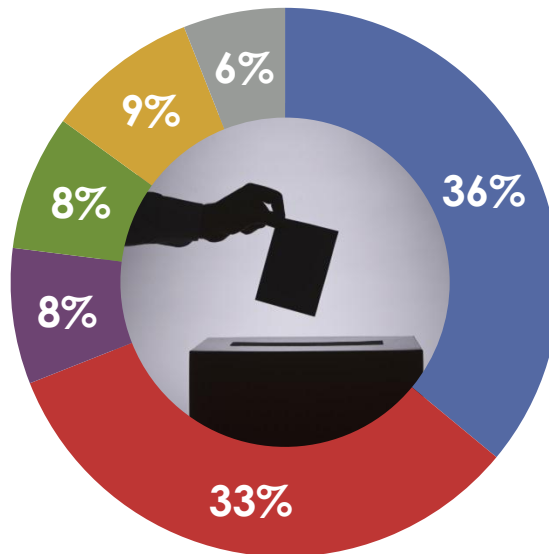
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +3

Conservative lead = +6

Base Base: 1,026 British adults 18+, 18th –20th July 2015, all 9/10 certain to vote and always/usually/it depends vote in General Elections = 748 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

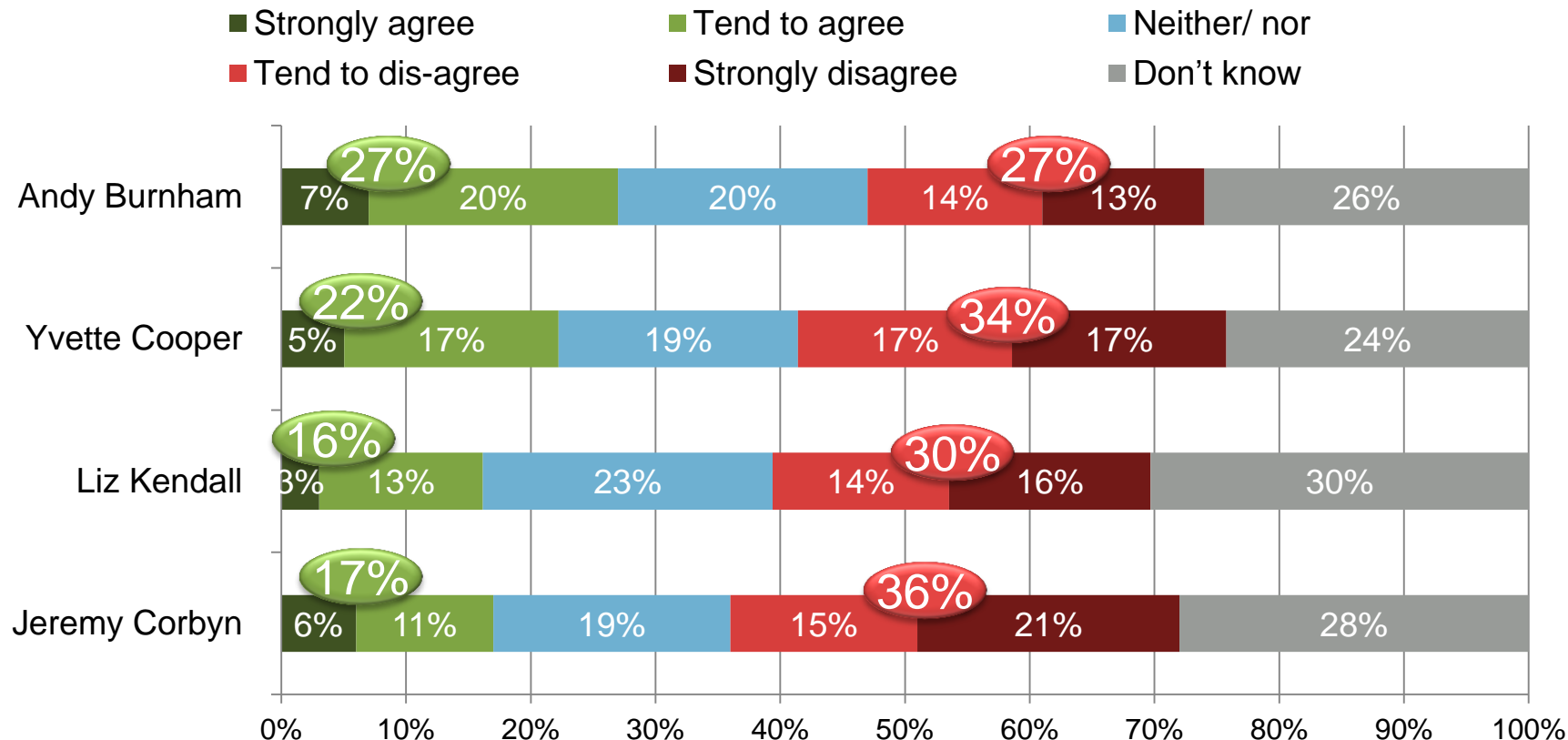
2015

FUTURE LEADERS?

Future Prime Ministers? – Labour contenders

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER

5



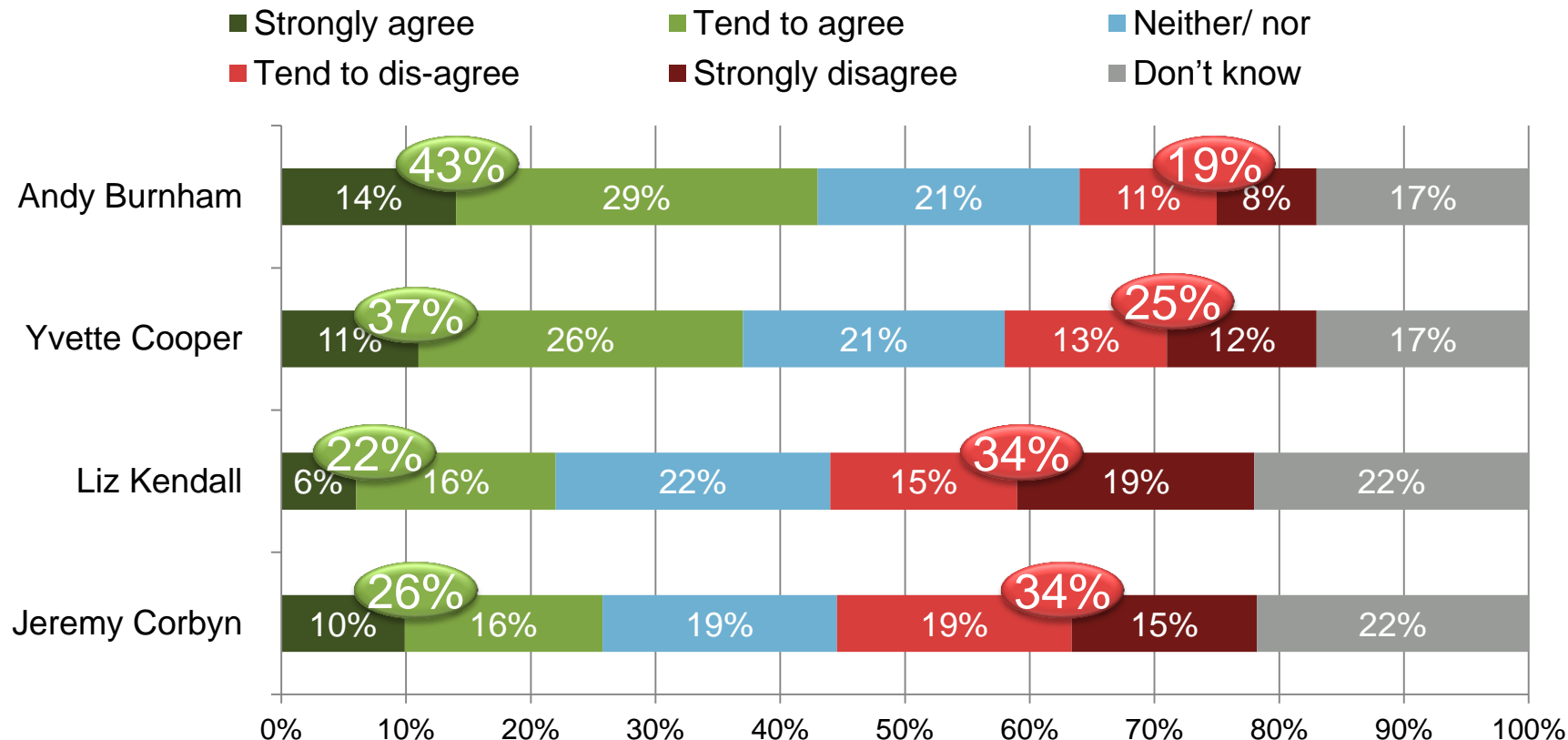
Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Future Prime Ministers? (among Labour Supporters)

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER

6



Base: 299 Labour supporters 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

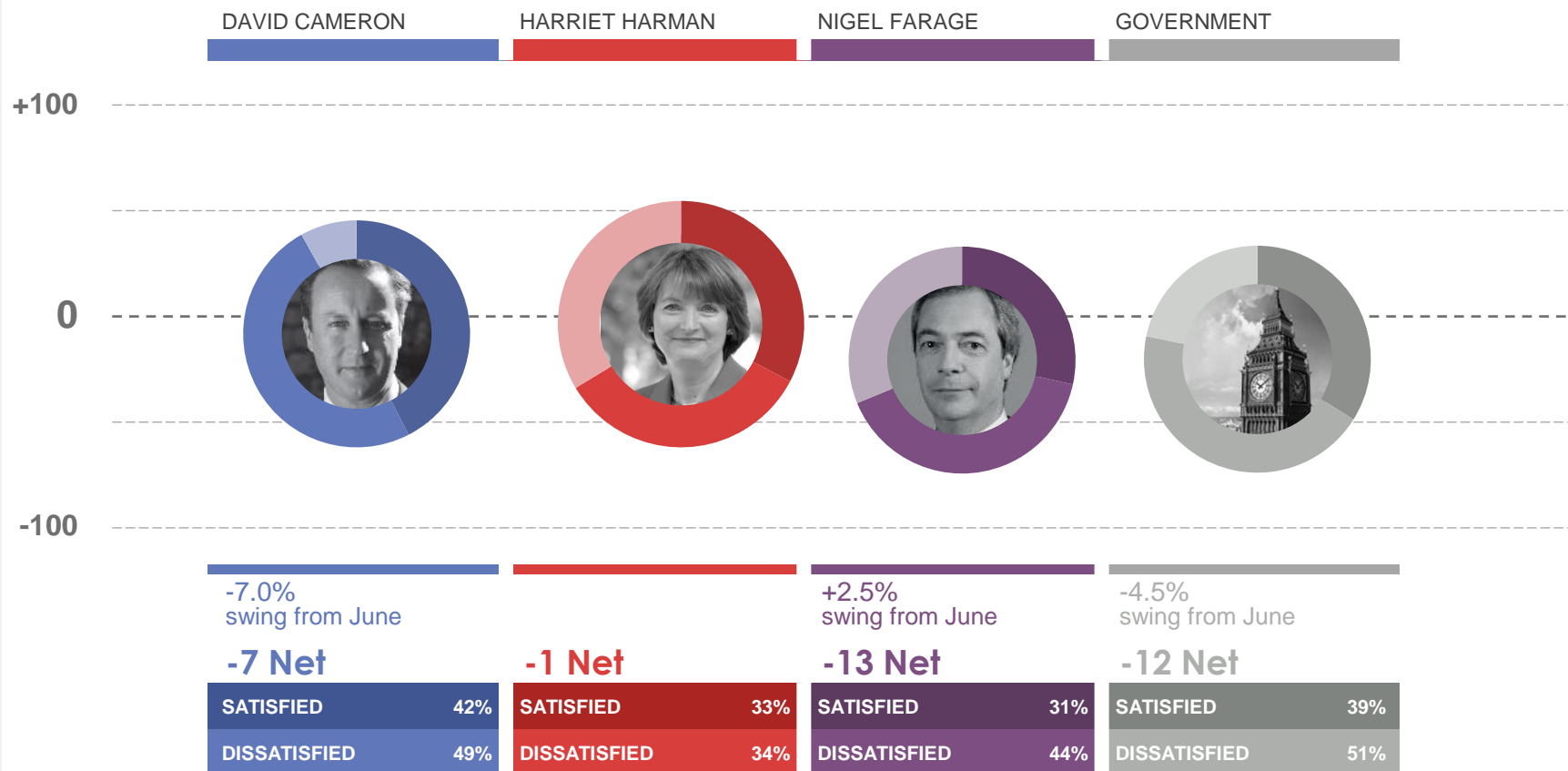
2015

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 /ACTING LEADER OF THE LABOUR PARTY/LEADER OF UKIP?

8



Base: 1,026 British adults 18+, 18th –20th July 2015. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

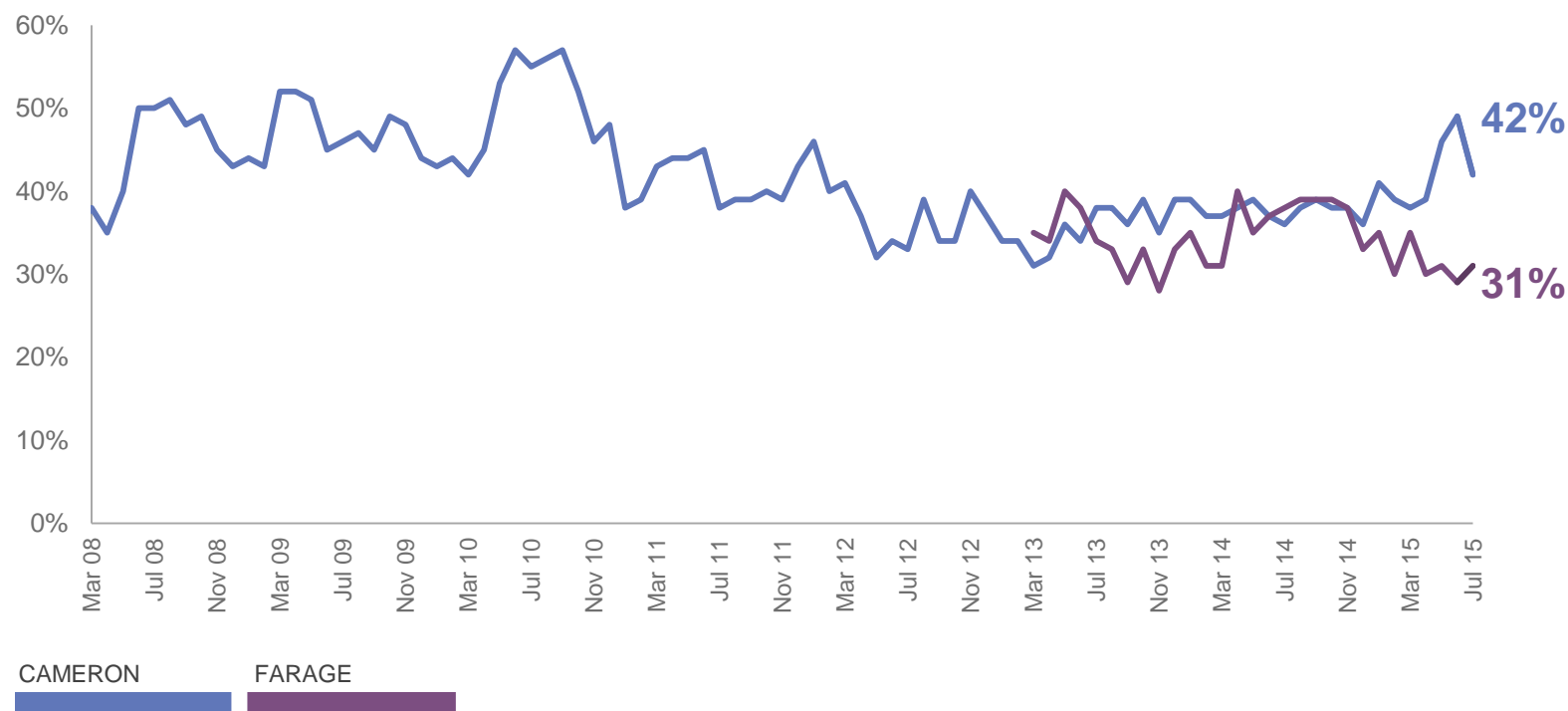
Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Feb '08 – July '15

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

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

9



Base: c.1,026 British adults each month

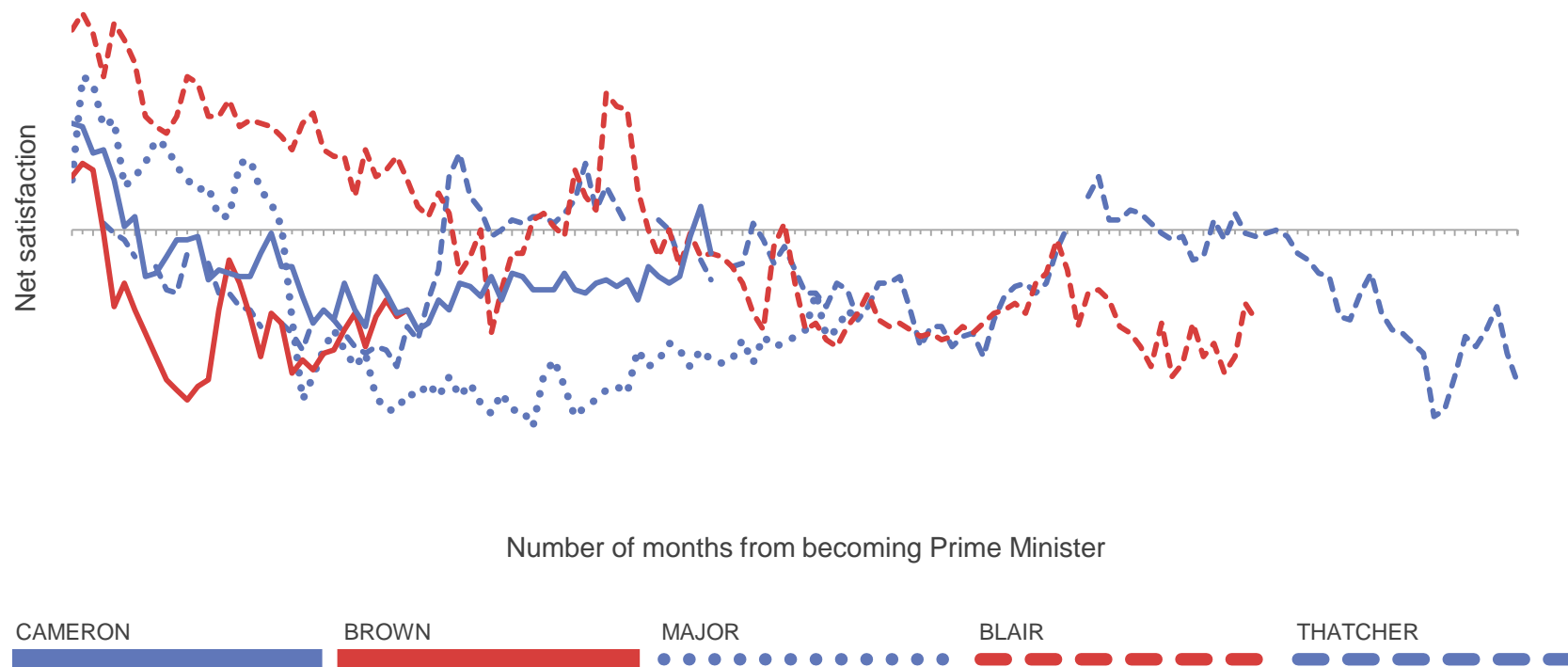
Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

AS PRIME MINISTER?

10



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

Base: c.1,026 British adults each month

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction)

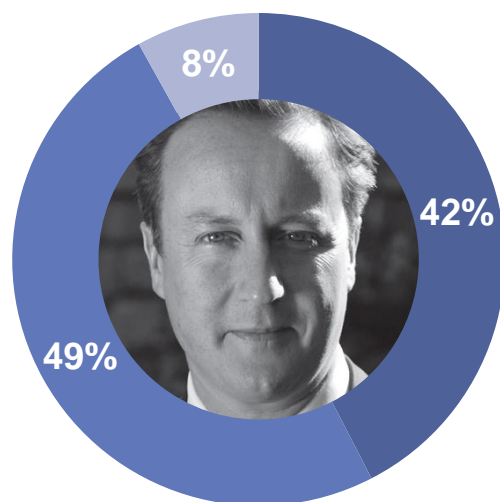
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

11

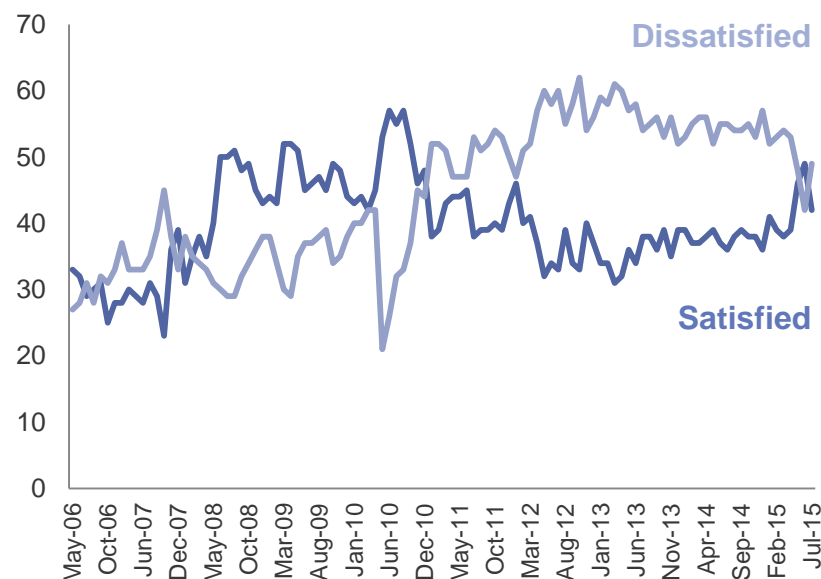
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

July 2015

May 2006 – July 2015



SATISFIED	42%
DISSATISFIED	49%
DON'T KNOW	8%
Net = -7	



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

Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

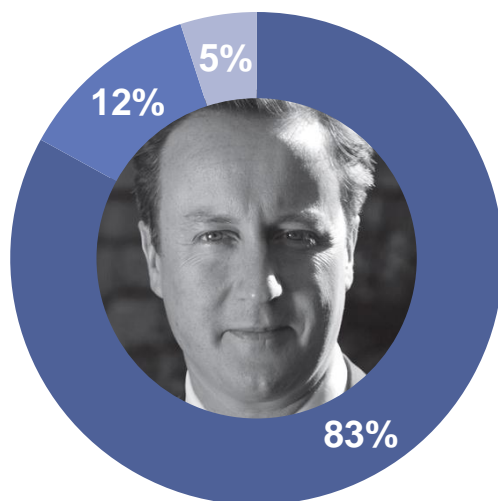
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

12

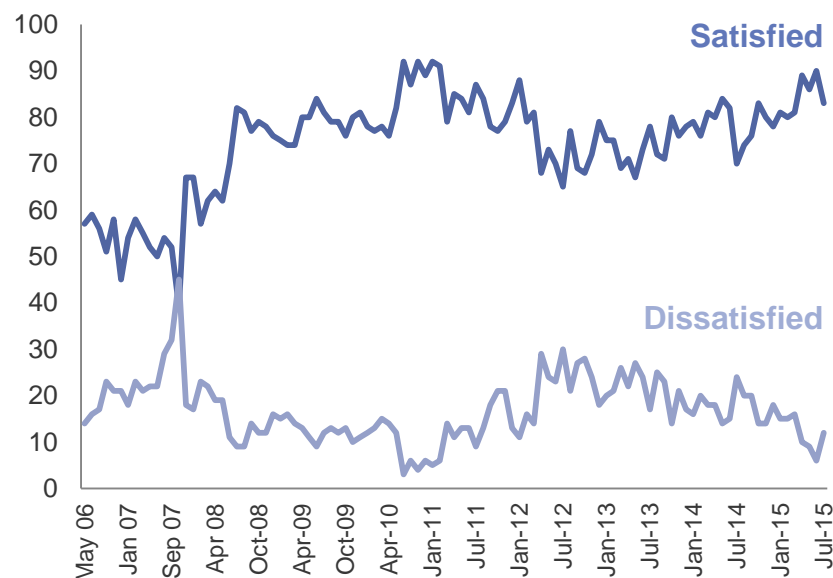
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

July 2015

May 2006 – July 2015



SATISFIED	83%
DISSATISFIED	12%
DON'T KNOW	5%
Net = +71	



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

Base: 312 Conservative supporters 18+, 18th -20th July 2015

Source: Ipsos MORI Political Monitor

Harriet Harman (satisfaction)

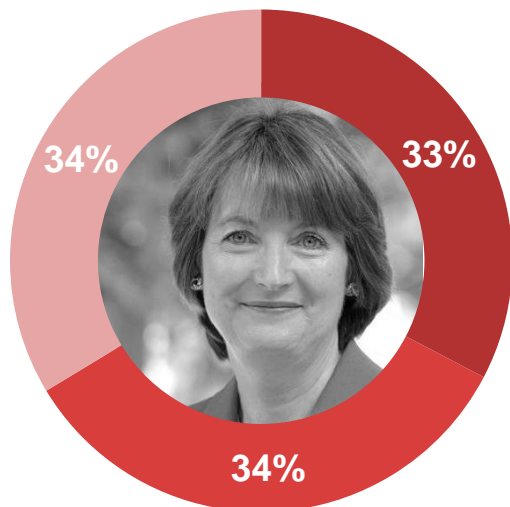
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY HARRIET HARMAN IS DOING HER JOB

13

AS ACTING LEADER OF THE LABOUR PARTY?

July 2015

Labour supporters only



Base: 1,026 British adults; 299 Labour supporters 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

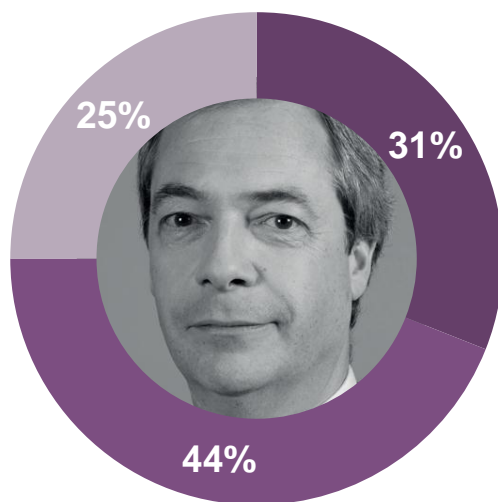
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

14

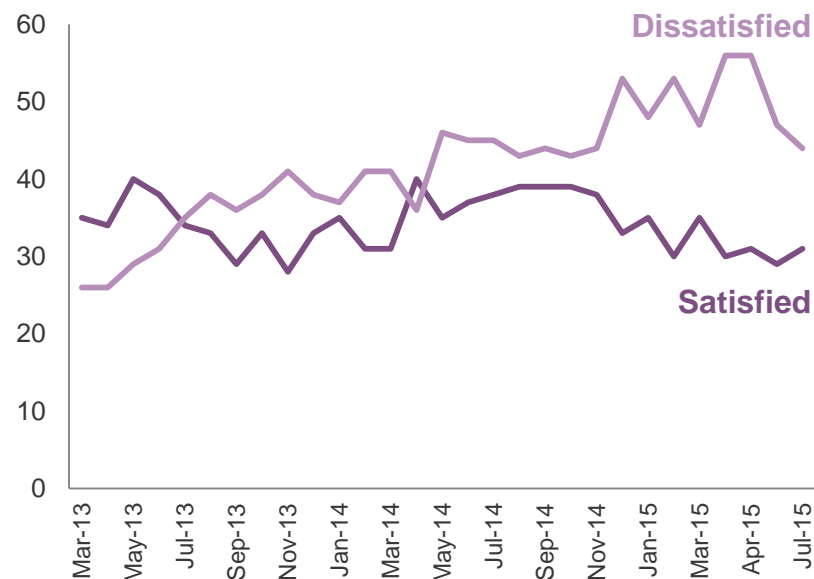
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

July 2015

March 2013 – July 2015



SATISFIED	31%
DISSATISFIED	44%
DON'T KNOW	25%
Net = -13	



Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

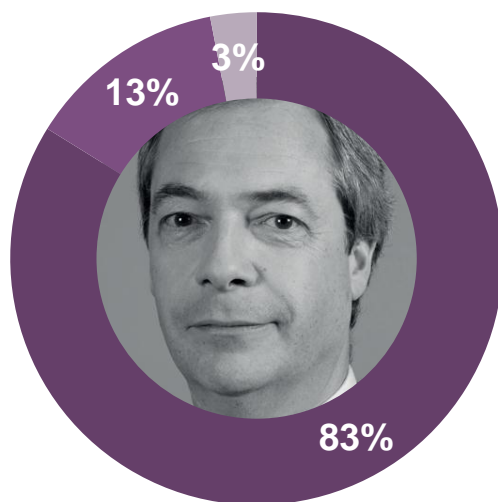
Nigel Farage (satisfaction)

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

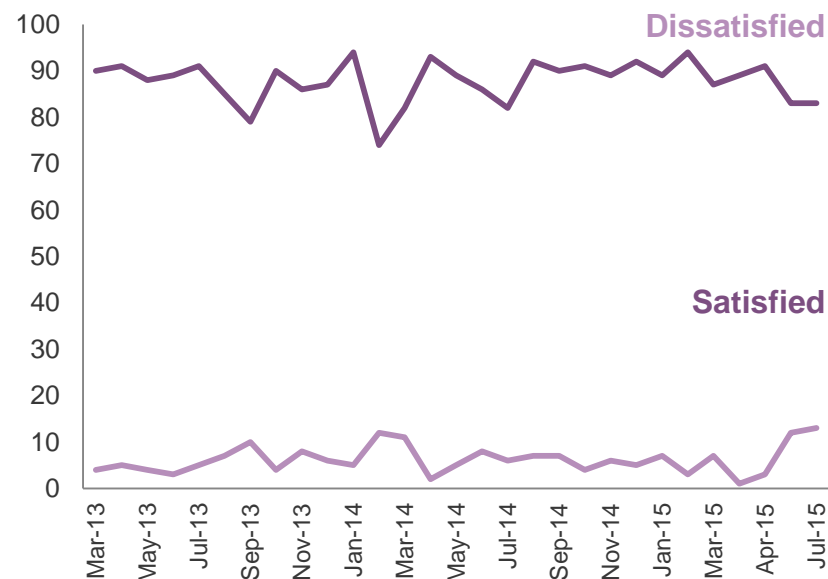
15

July 2015

March 2013 – July 2015



SATISFIED	83%
DISSATISFIED	13%
DON'T KNOW	3%
Net = +70	



Base: 67 UKIP supporters 18+, 18th–20th July 2015

Source: Ipsos MORI Political Monitor

2015

ECONOMIC OPTIMISM

Economic Optimism Index

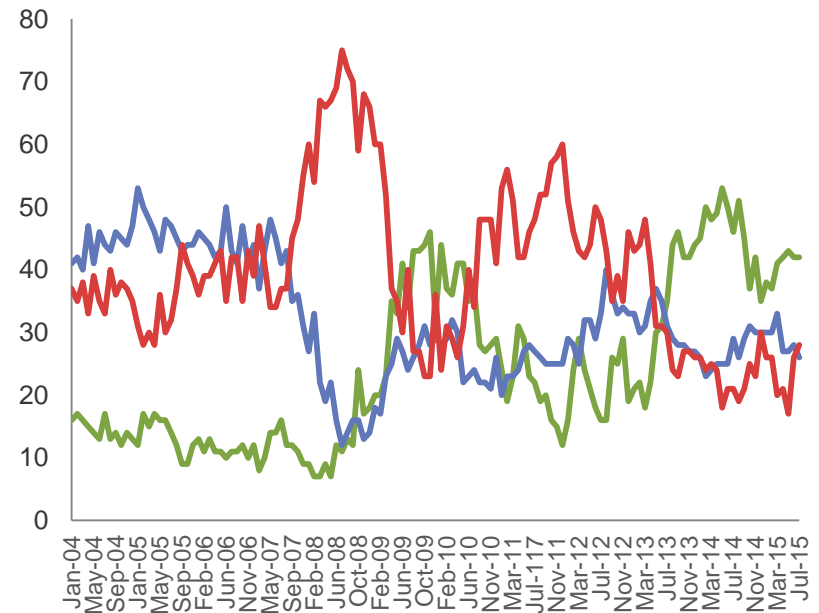
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

17

July 2015



IMPROVE	42%
STAY THE SAME	26%
GET WORSE	28%
DON'T KNOW	4%
EOI = +14	



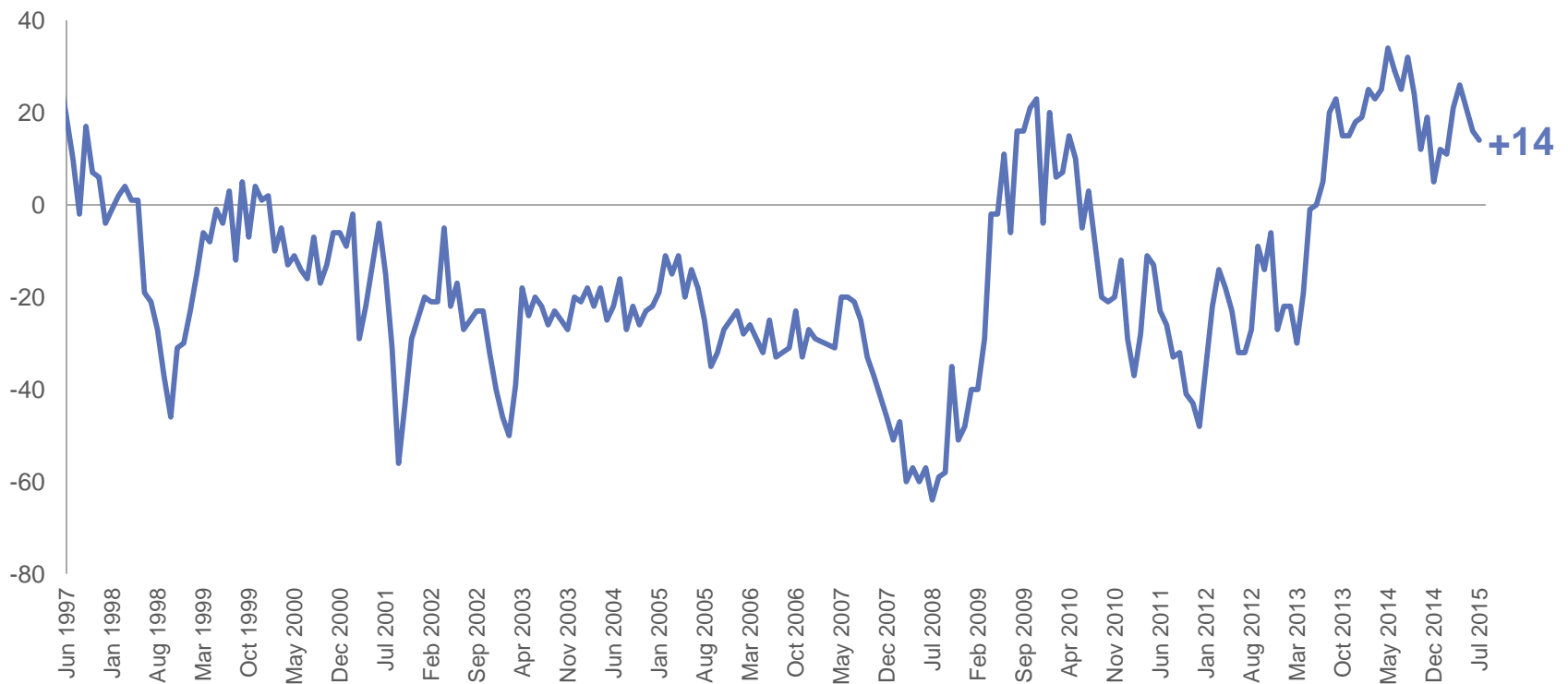
Base: 1,026 British adults 18+, 18th –20th July 2015

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

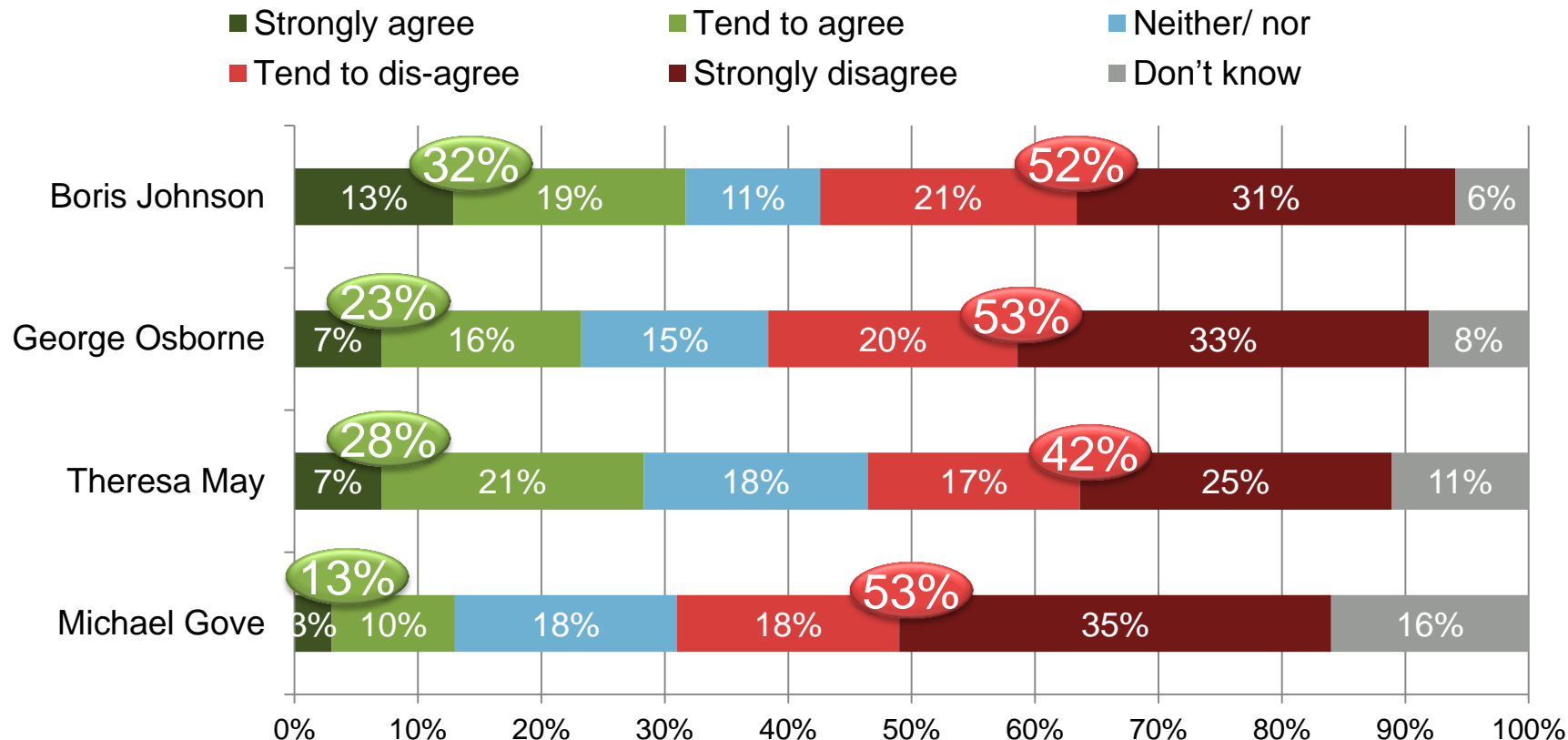
2015

FUTURE LEADERS?

Future Prime Ministers? – Conservative contenders

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER

20



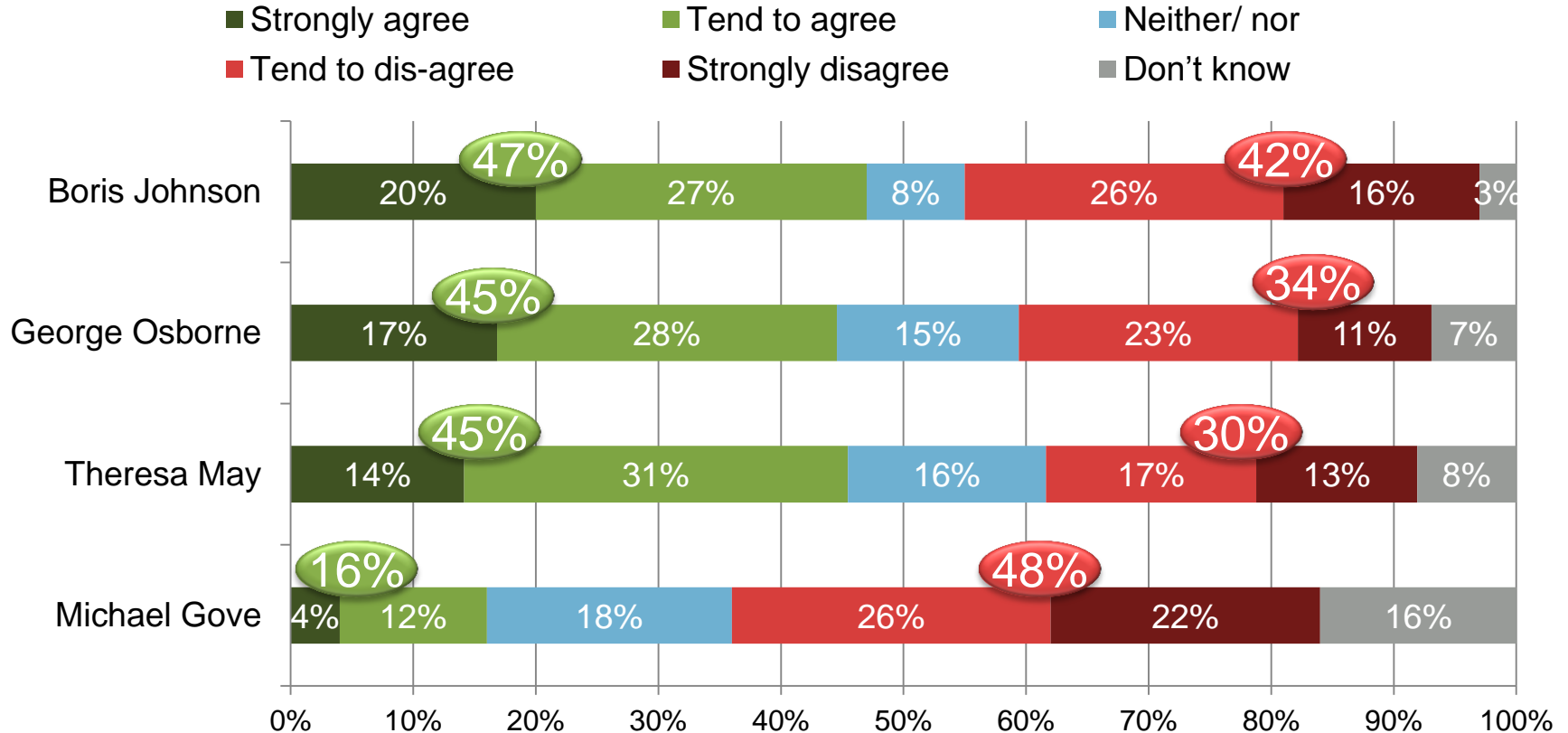
Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Future Prime Ministers? (among Conservative supporters)

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER

21



Base: 312 Conservative supporters 18+, 18th -20th July 2015

Source: Ipsos MORI Political Monitor

2015

SUMMER BUDGET

Satisfaction with George Osborne

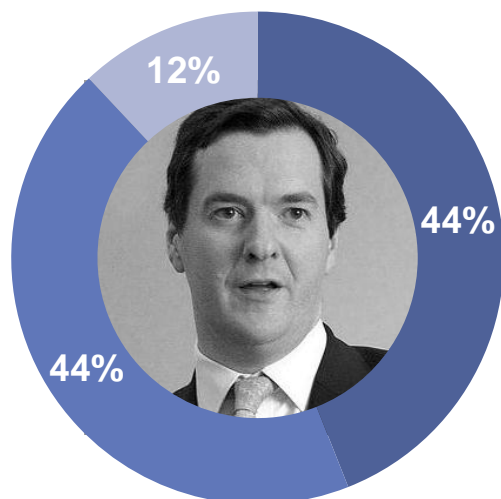
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY GEORGE OSBORNE IS DOING HIS JOB

23

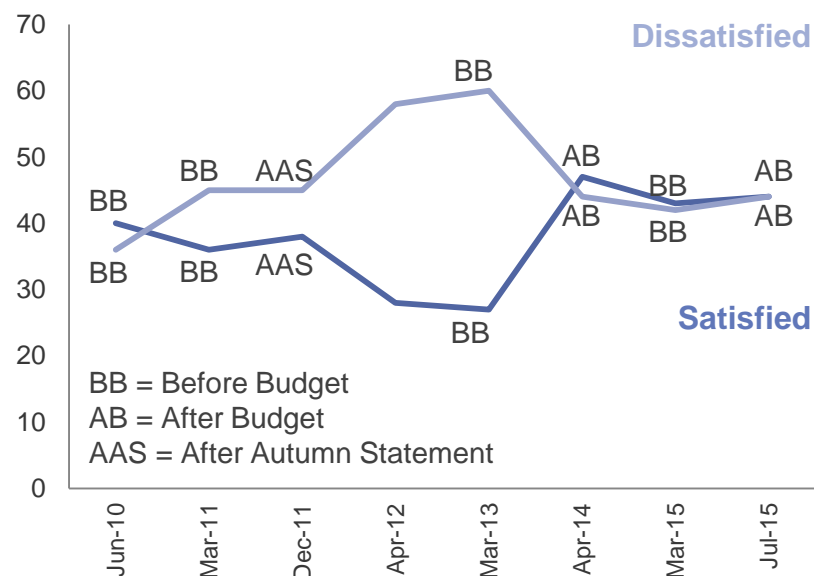
AS CHANCELLOR OF THE EXCHEQUER?

July 2015

June 2010 – July 2015



SATISFIED	44%
DISSATISFIED	44%
DON'T KNOW	12%
Net = 0	



Base: 1,026 British adults 18+, 18th –20th July 2015

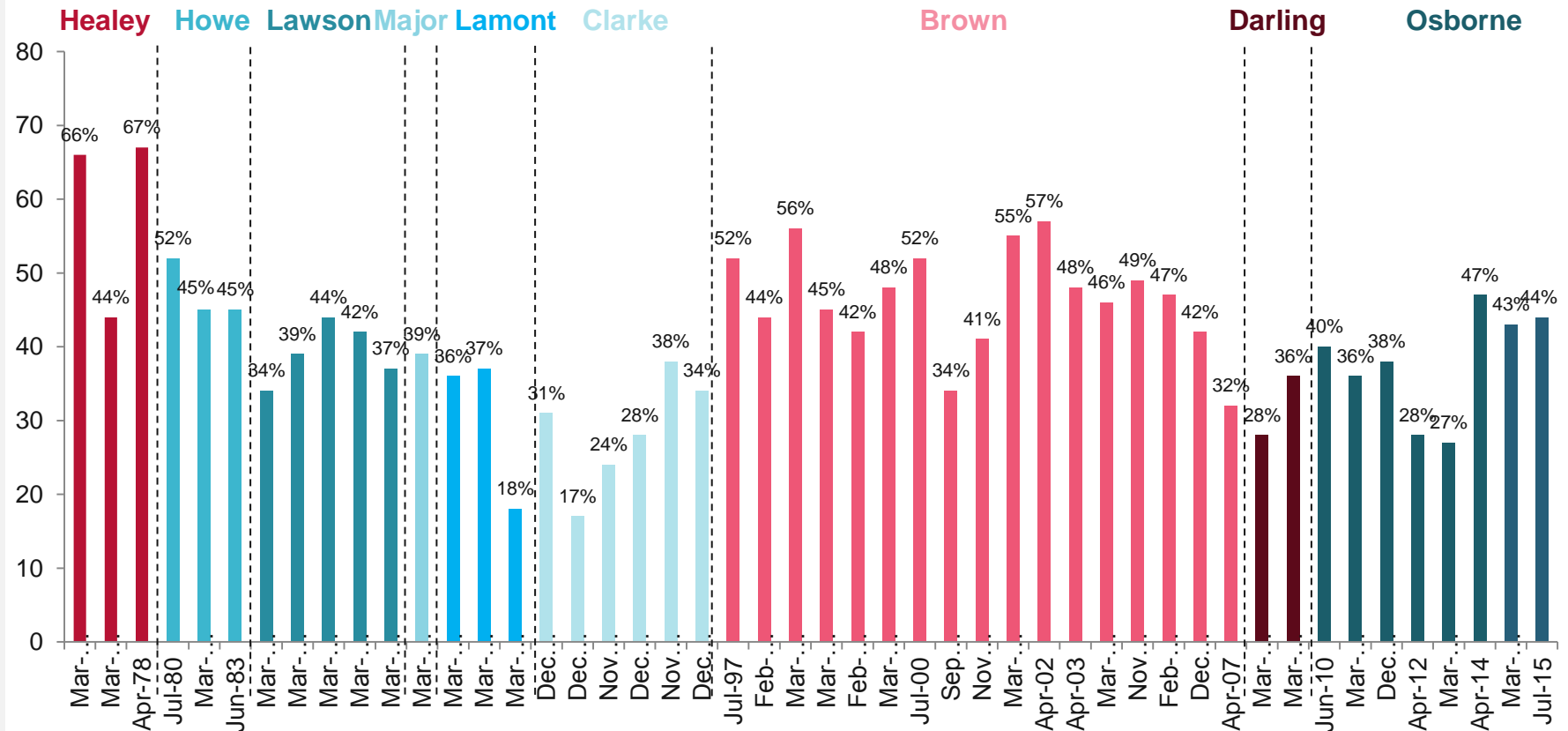
Source: Ipsos MORI Political Monitor

Satisfaction with chancellors – long term trend

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY XXX IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

24

% saying 'satisfied'



Base: c1,000 British adults aged 18+

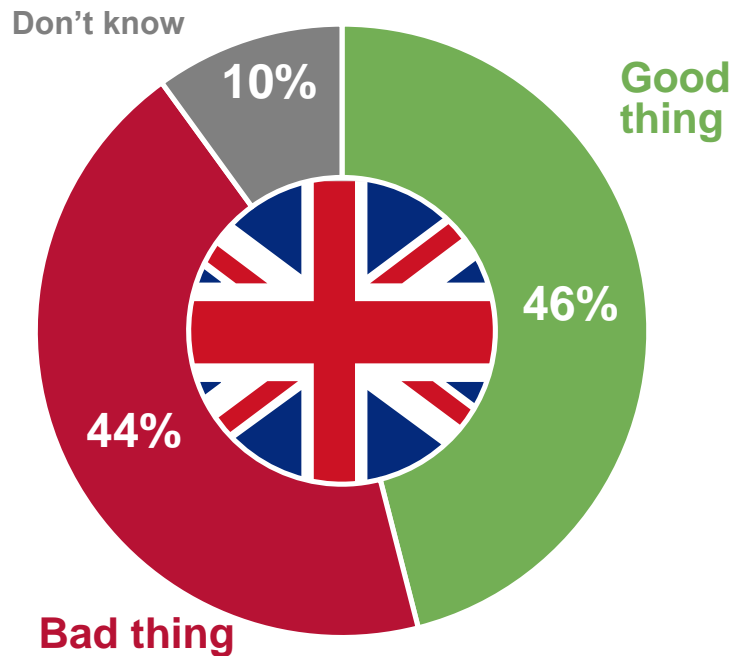
Source: Ipsos MORI Political Monitor

Summer Budget

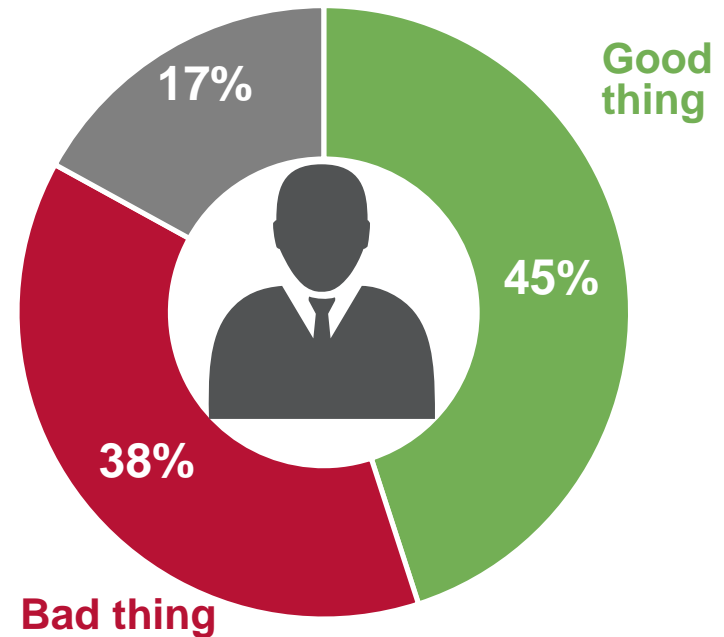
AS YOU MAY KNOW, THE GOVERNMENT RECENTLY ANNOUNCED ITS SUMMER 2015 BUDGET LAST WEEK. FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK THE BUDGET PROPOSALS ARE A GOOD THING OR A BAD THING....?

25

...for the country



...for you personally



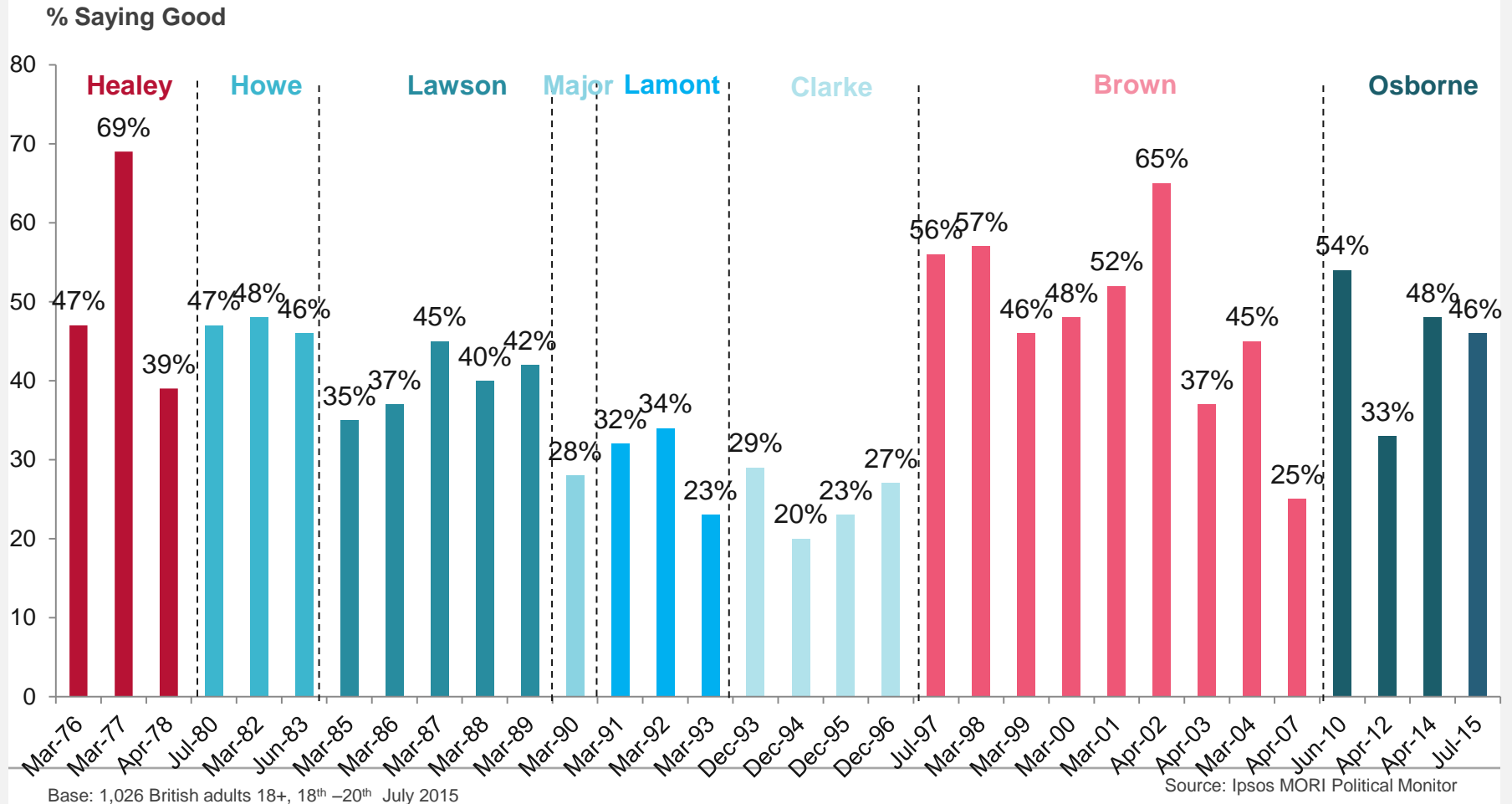
Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Is the 2015 budget seen as good for the country as previous ones?

AS YOU MAY KNOW, THE GOVERNMENT RECENTLY ANNOUNCED ITS SUMMER 2015 BUDGET LAST WEEK. FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK THE BUDGET PROPOSALS ARE A GOOD THING OR A BAD THING FOR THE COUNTRY?

26

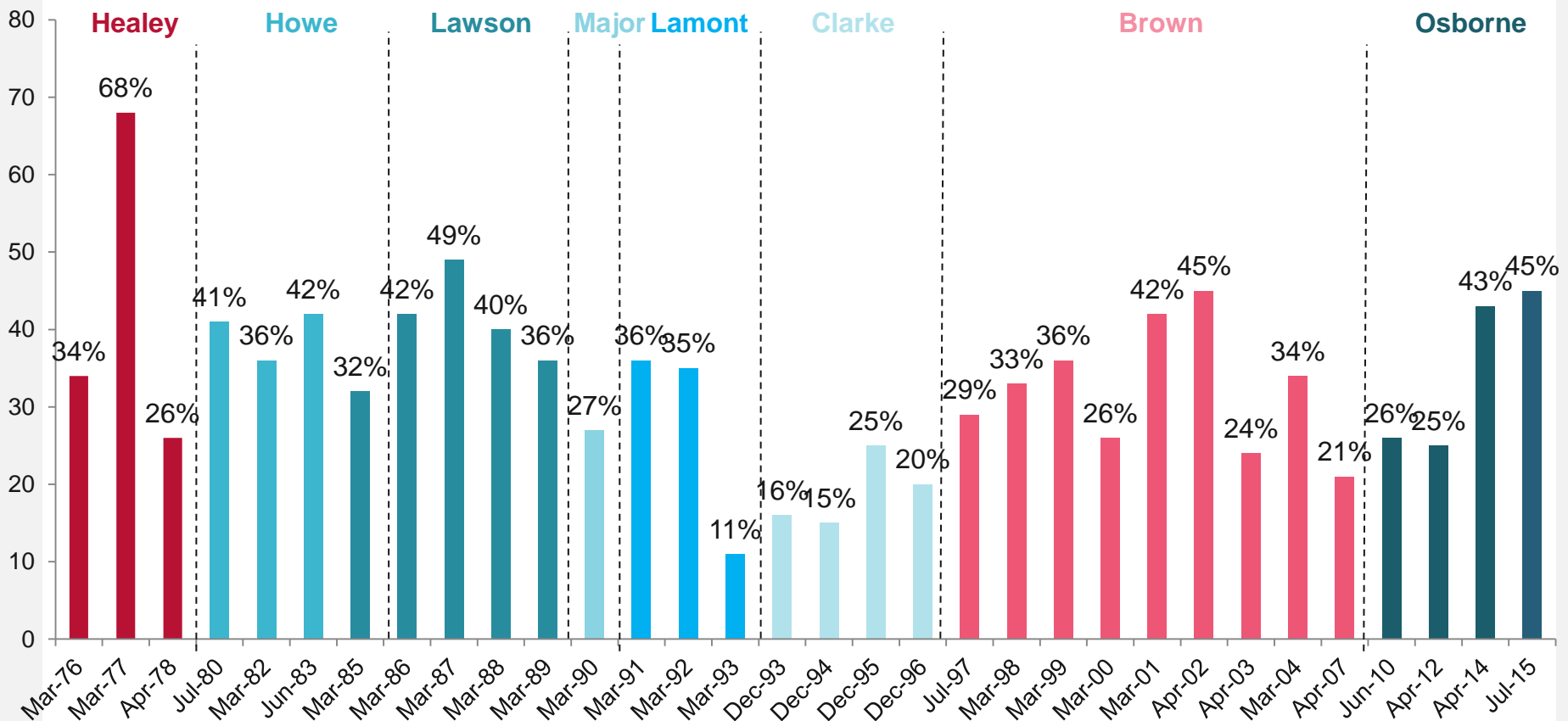


Is the 2015 budget seen as good for people personally as previous ones?

AS YOU MAY KNOW, THE GOVERNMENT ANNOUNCED ITS SUMMER 2015 BUDGET LAST WEEK. FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK THE BUDGET PROPOSALS ARE A GOOD THING OR A BAD THING FOR YOU PERSONALLY?

27

% Saying Good



Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

2015

AIRPORTS

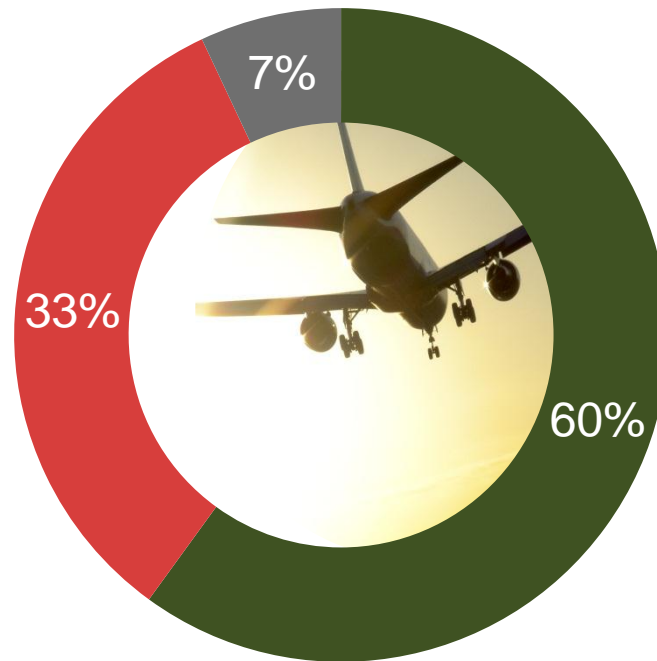
Support for increasing airport capacity

SOME PEOPLE SAY THAT BRITAIN'S AIRPORT CAPACITY SHOULD BE INCREASED IN THE NEXT FEW YEARS BY EITHER BUILDING A NEW AIRPORT OR EXPANDING EXISTING AIRPORTS. OTHER PEOPLE THINK IT SHOULD NOT BE INCREASED IN THE NEXT FEW YEARS. DO YOU THINK BRITAIN'S AIRPORT CAPACITY SHOULD OR SHOULD NOT BE INCREASED?

29

July 2015

- Britain's airport capacity should be increased
- Britain's airport capacity should not be increased
- Don't know



Base: 1,026 British adults 18+, 18th –20th July 2015

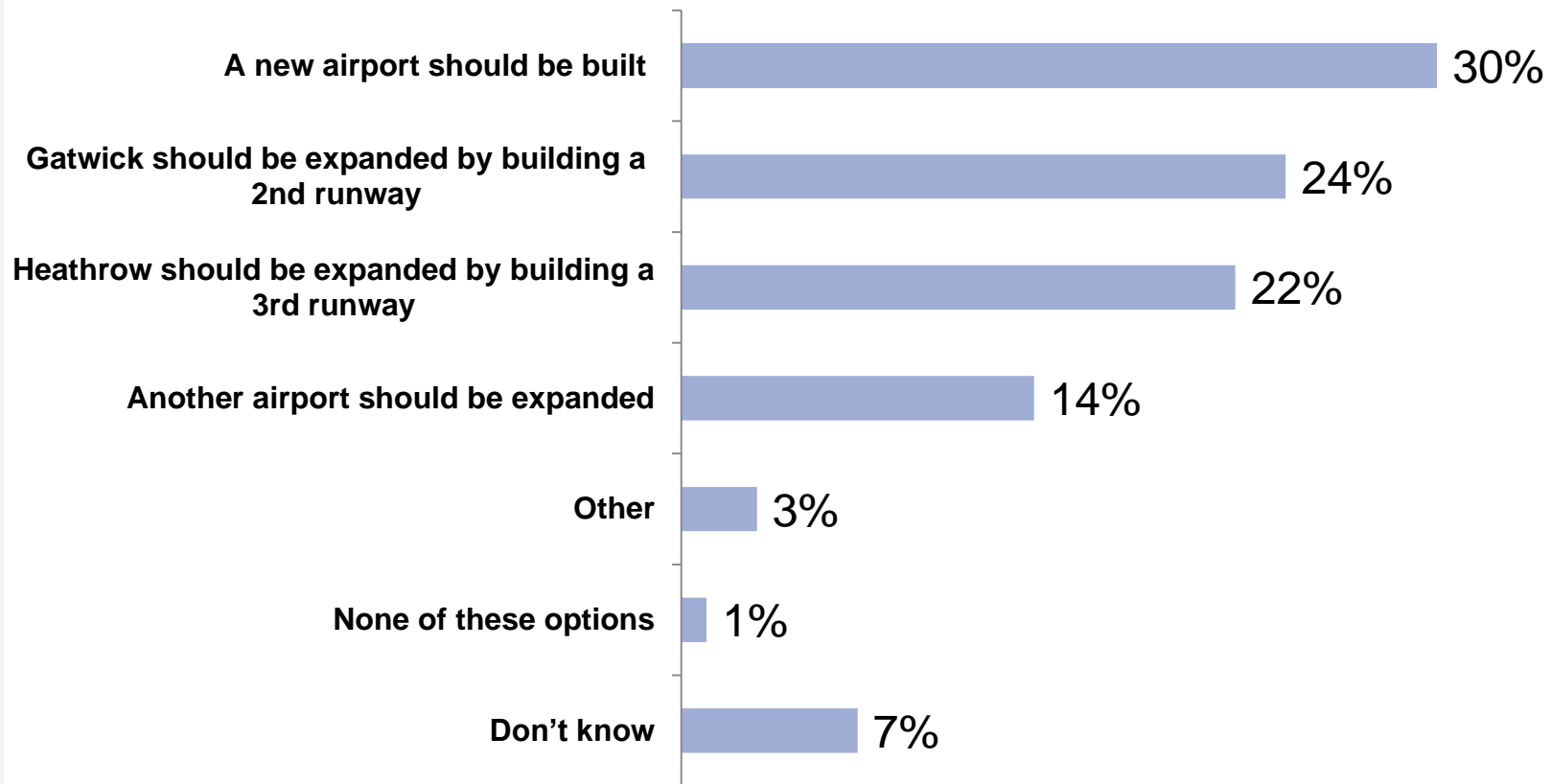
Source: Ipsos MORI

Airport expansion debate

AND WHICH ONE OF THE FOLLOWING DO YOU THINK IS THE BEST WAY OF INCREASING BRITAIN'S AIRPORT CAPACITY?

30

July 2015



Base: 635 saying airport capacity should be increased 18+, 18th –20th July 2015

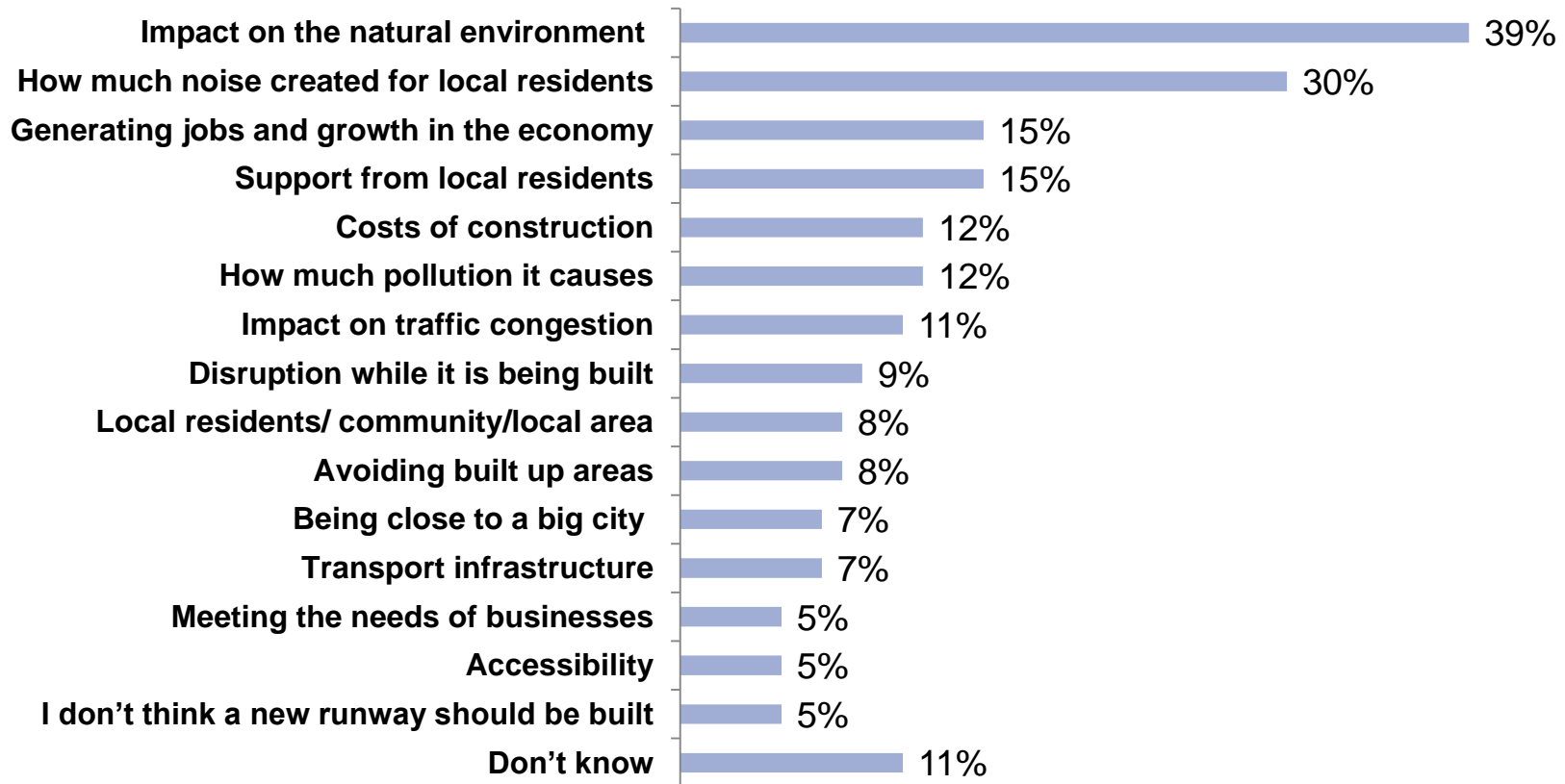
Source: Ipsos MORI

Considerations for new runway

WHEN DECIDING WHERE A NEW RUNWAY SHOULD BE BUILT, WHAT, IF ANY, ARE THE MOST IMPORTANT ISSUES THE GOVERNMENT SHOULD CONSIDER? WHAT ELSE?

31

July 2015



Base: 1,026 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI

2015

CONSTITUTIONAL ISSUES

English votes For English laws

AS YOU MAY KNOW, SCOTLAND HAS ITS OWN PARLIAMENT WHICH MAKES DECISIONS ABOUT ISSUES SUCH AS HEALTH AND EDUCATION. THIS IS NOT THE CASE IN ENGLAND WHERE ALL ISSUES ARE DECIDED BY MPS FROM ACROSS THE UK IN THE HOUSE OF COMMONS.

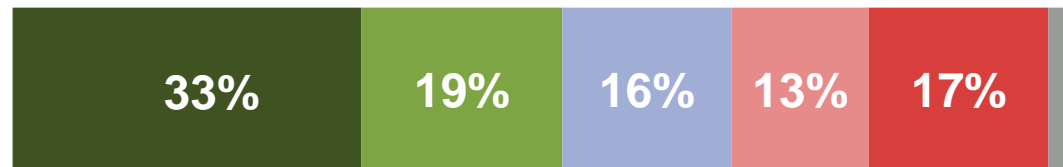
33

SPLIT SAMPLE BETWEEN STATEMENTS A AND B

TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE SUCH A CHANGE? WOULD YOU.....

■ Strongly support ■ Tend to support ■ Neither support not oppose ■ Tend to oppose ■ Strongly oppose ■ Don't know

a) Some people think that Scottish MPs should not be allowed to vote in the House of Commons on issues that have no direct impact on people in Scotland



b) The Government has proposed that English MPs should be allowed a veto in the House of Commons on issues that only have an impact on people in England.



Base: A and B asked of half the sample. 513 British adults 18+, 18th –20th July 2015

Source: Ipsos MORI

2015

POLITICAL MONITOR

