

# March 2016

POLITICAL MONITOR



Ipsos MORI

# 2016

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VOTING

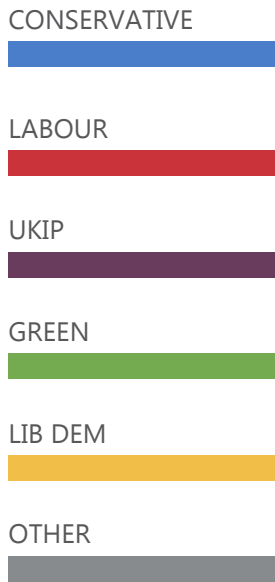
INTENTIONS



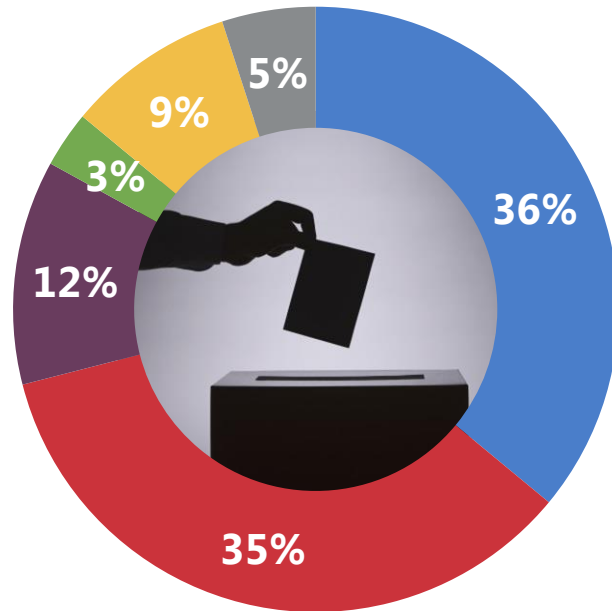
Ipsos MORI

# Voting Intention

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

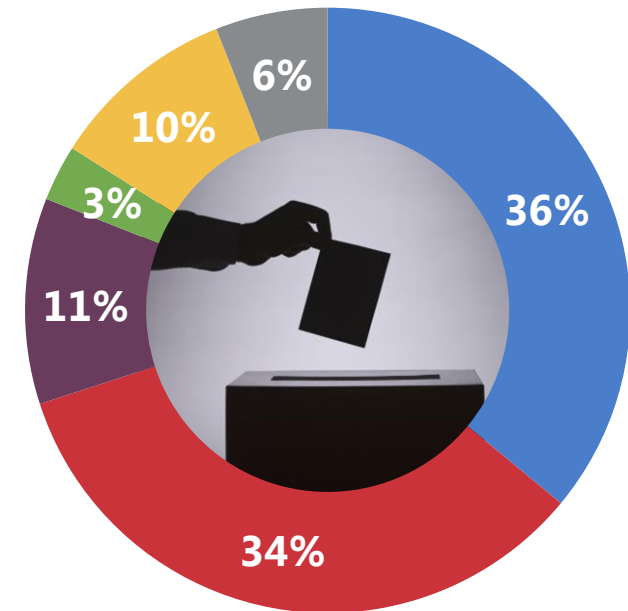


ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = +1

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +2

Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 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

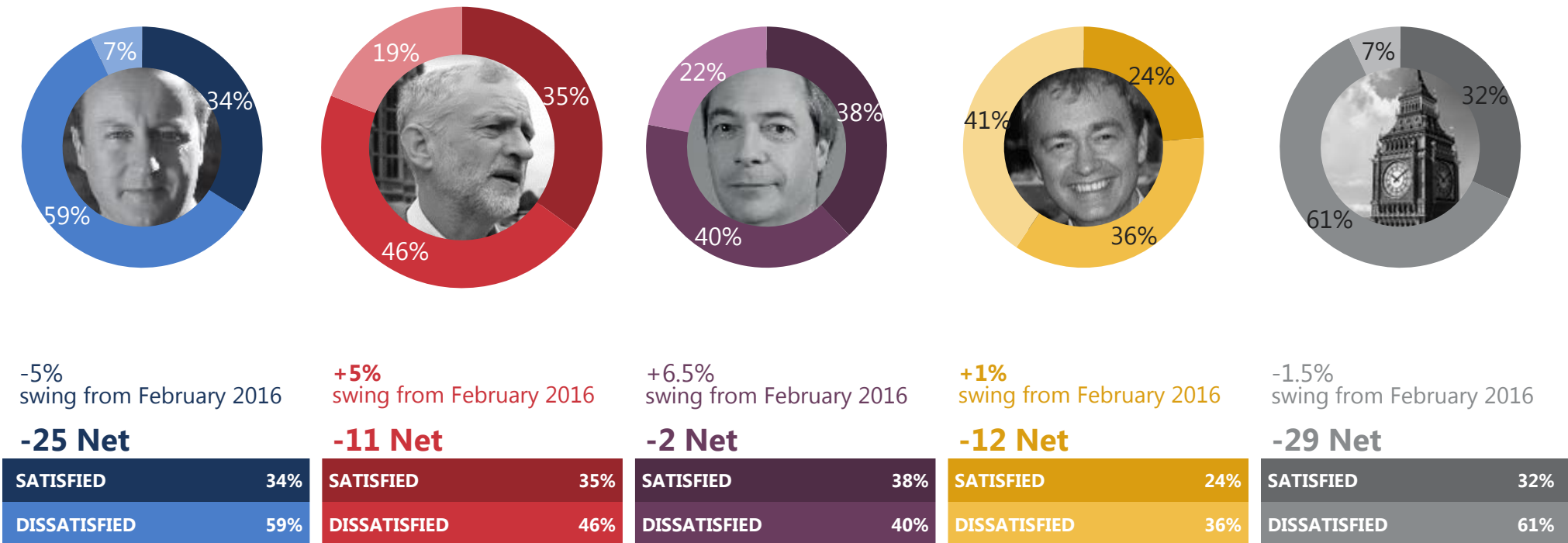
SATISFACTION WITH THE  
GOVERNMENT AND  
PARTY LEADERS



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# Satisfaction with leaders and the Government

ARE YOU SATISFIED OR DISSATISFIED 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?

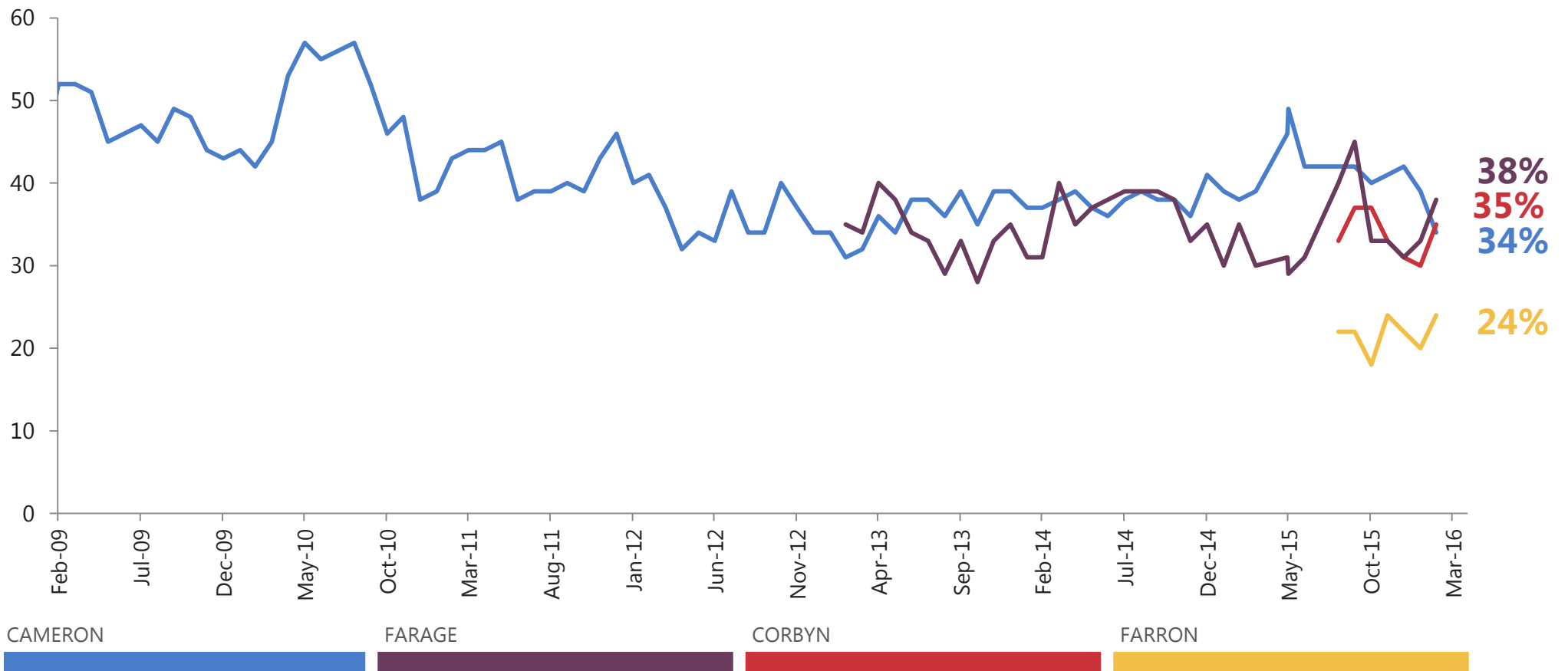


Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016 When asked about Nigel Farage and Tim Farron the sample was split sampled with 521 and 502 British adults 18+ asked about each respectively. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

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

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS ... ?



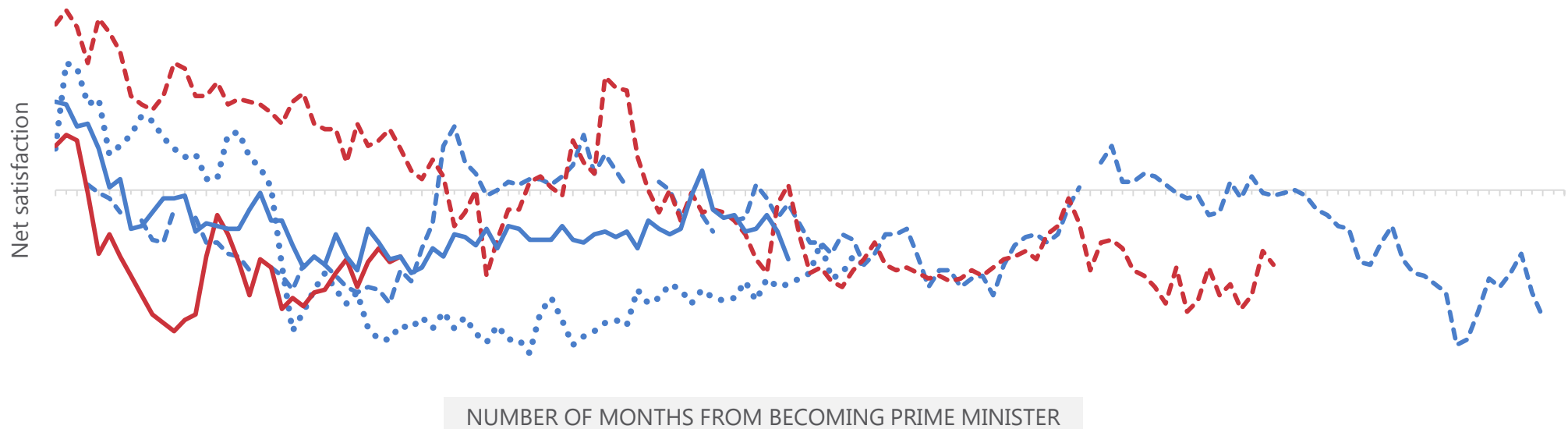
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers

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

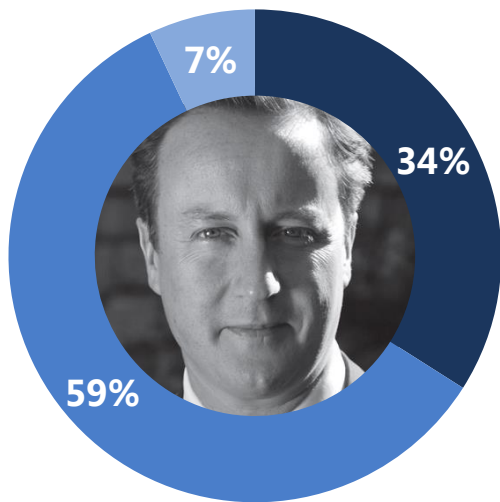
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction)

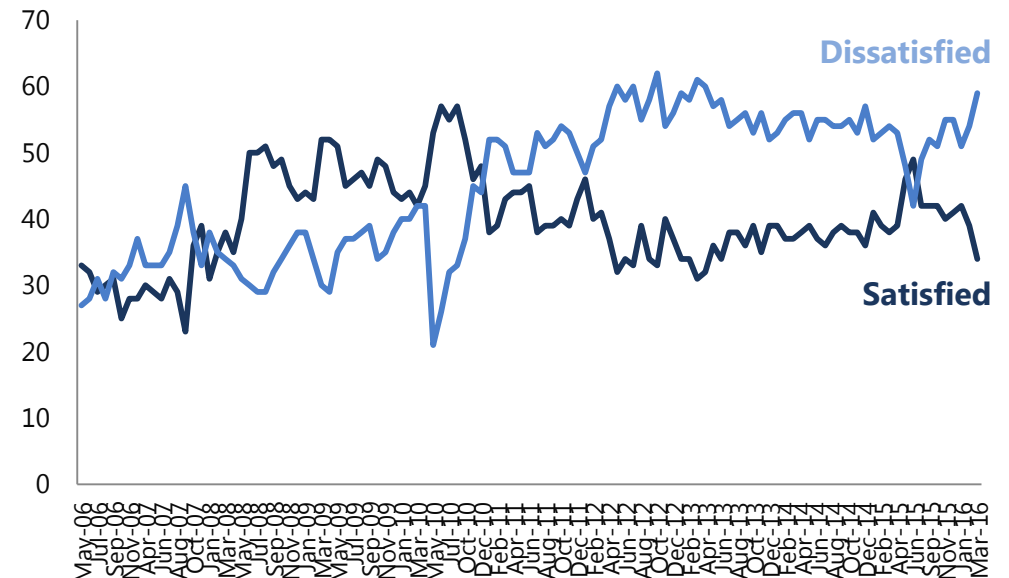
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY / AS PRIME MINISTER?

March 2016



<b>SATISFIED</b>	<b>34%</b>
<b>DISSATISFIED</b>	<b>59%</b>
<b>DON'T KNOW</b>	<b>7%</b>
<b>Net = -25</b>	

MAY 2006 –March 2016



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

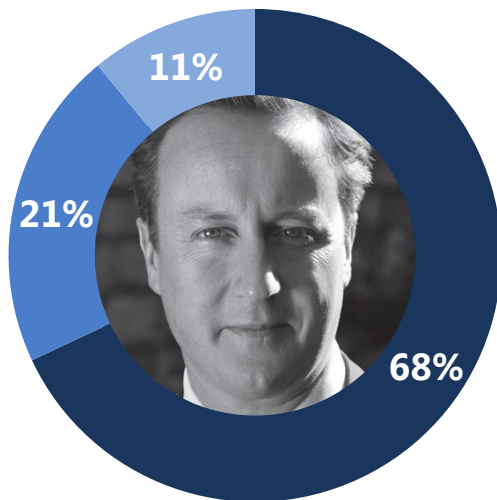
Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

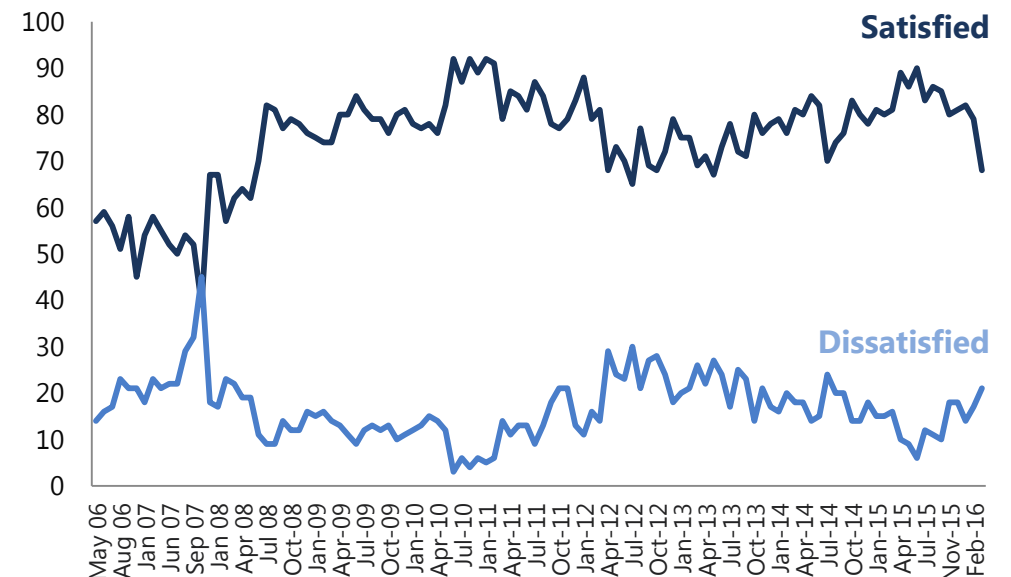
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY/AS PRIME MINISTER?

March 2016



<b>SATISFIED</b>	<b>68%</b>
<b>DISSATISFIED</b>	<b>21%</b>
<b>DON'T KNOW</b>	<b>11%</b>
<b>Net = +47</b>	

MAY 2006 –March 2016



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

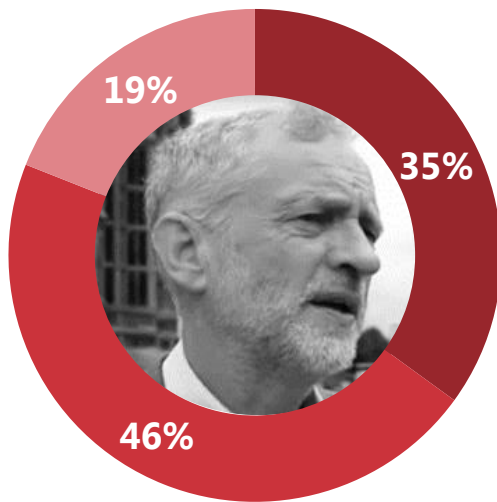
Base: 297 Conservative supporters 18+ 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction)

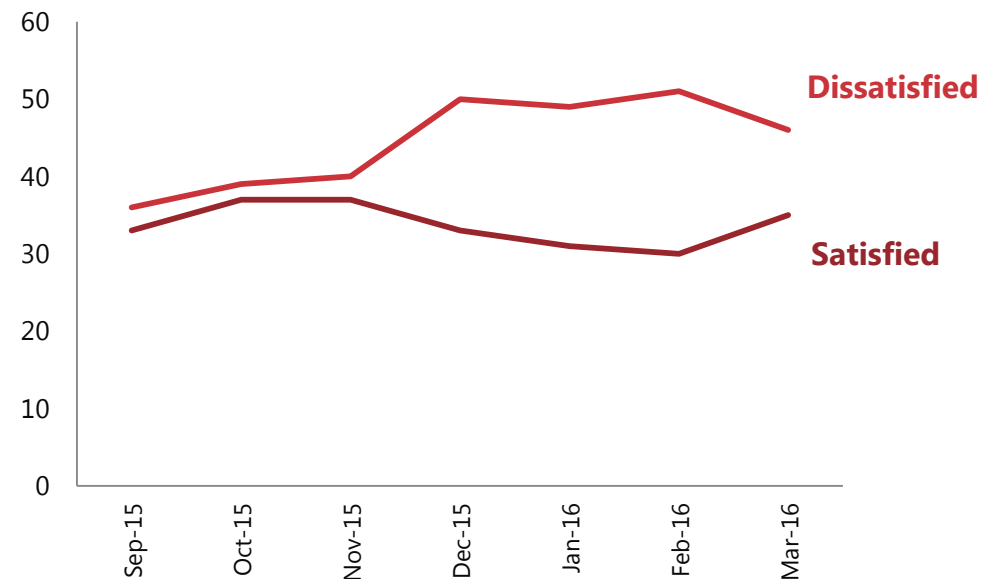
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

March 2016



<b>SATISFIED</b>	<b>35%</b>
<b>DISSATISFIED</b>	<b>46%</b>
<b>DON'T KNOW</b>	<b>19%</b>
Net = -11	

SEPTEMBER 2015 – March 2016



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

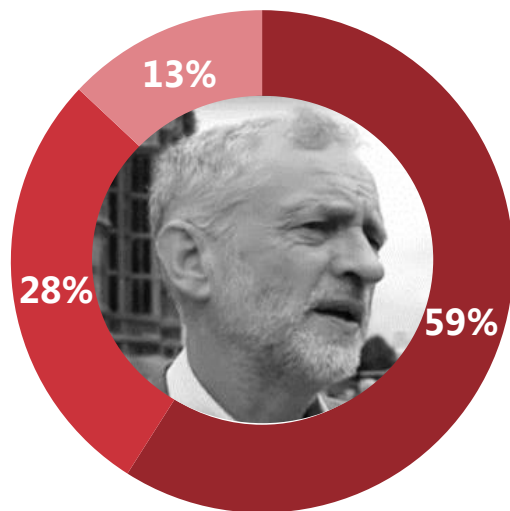
Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction amongst Labour supporters)

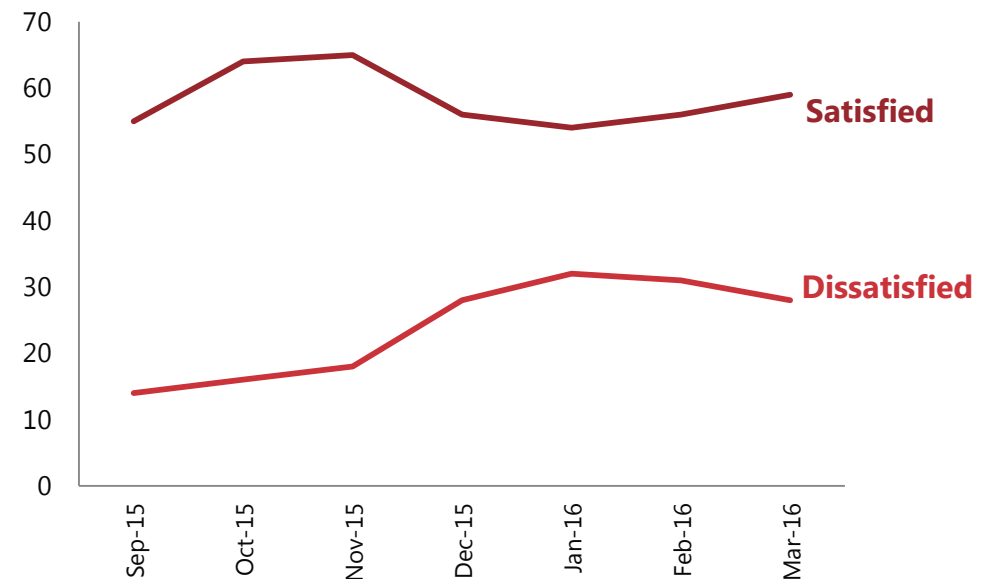
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

March 2016



<b>SATISFIED</b>	<b>59%</b>
<b>DISSATISFIED</b>	<b>28%</b>
<b>DON'T KNOW</b>	<b>13%</b>
Net = -21	

SEPTEMBER 2015 – March 2016



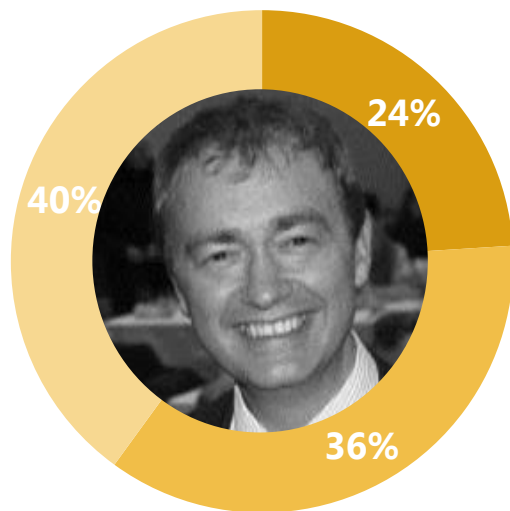
Base: 303 Labour supporters 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# Tim Farron (satisfaction)

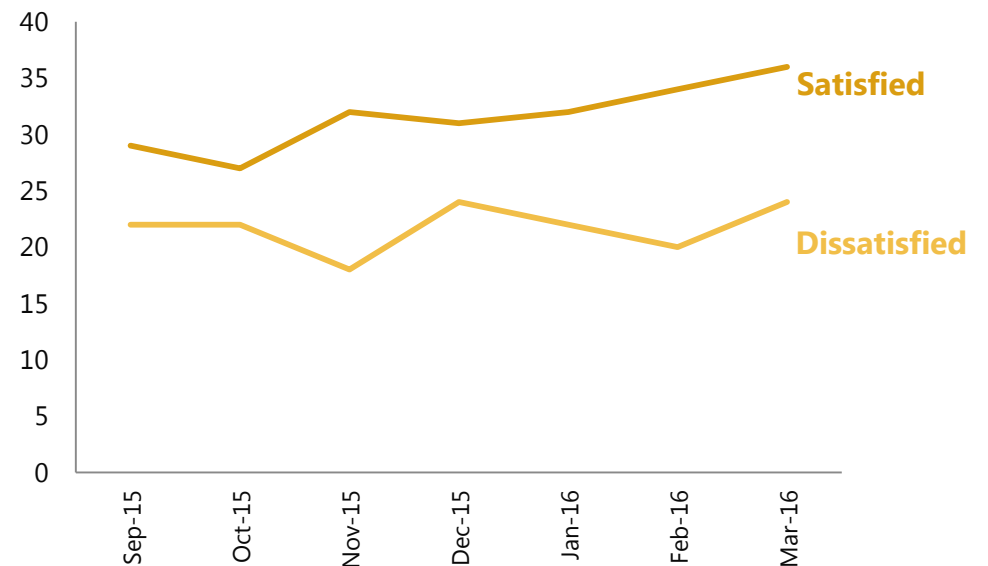
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

March 2016



SATISFIED	24%
DISSATISFIED	36%
DON'T KNOW	40%
Net = -12	

SEPTEMBER 2015 – March 2016



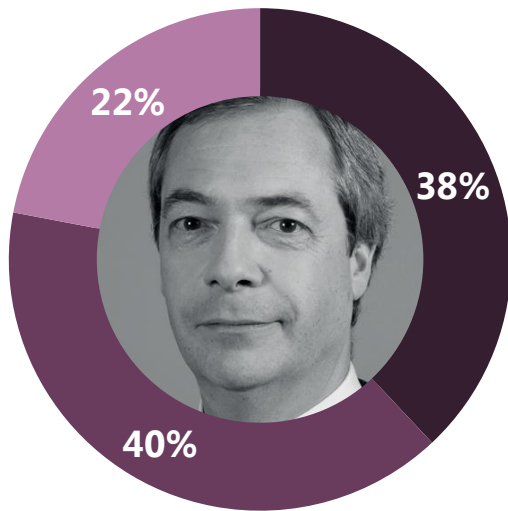
Base: 502 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

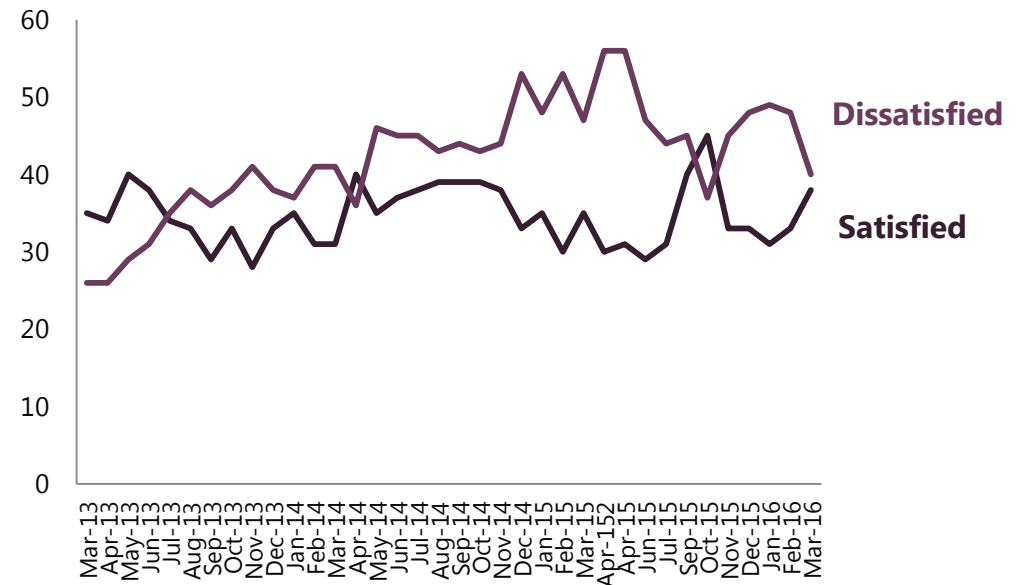
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

March 2016



<b>SATISFIED</b>	<b>38%</b>
<b>DISSATISFIED</b>	<b>40%</b>
<b>DON'T KNOW</b>	<b>22%</b>
Net = -2	

MARCH 2013 – March 2016



Base: 521 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# 2016

## ECONOMIC OPTIMISM

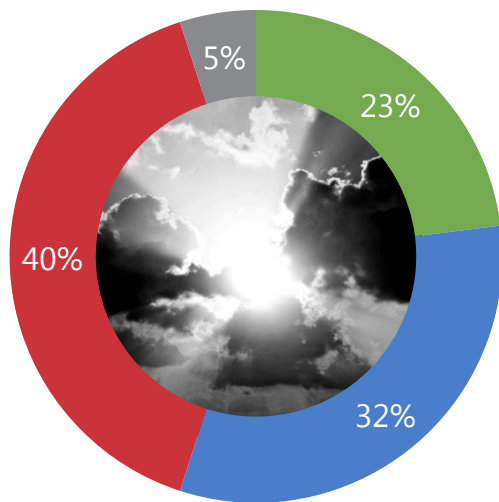


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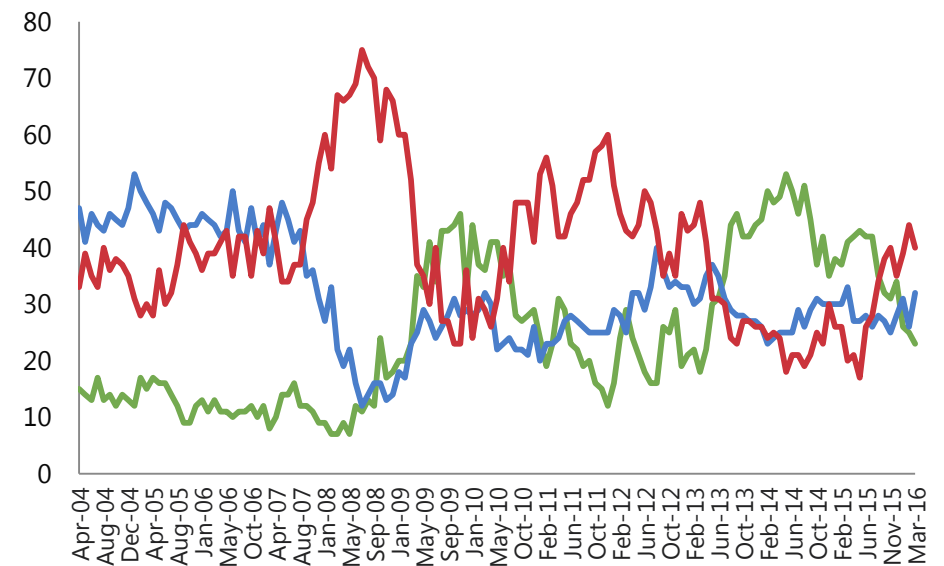
# Economic Optimism Index

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

March 2016



IMPROVE	23%
STAY THE SAME	32%
GET WORSE	40%
DON'T KNOW	5%
<b>EOI = -17</b>	

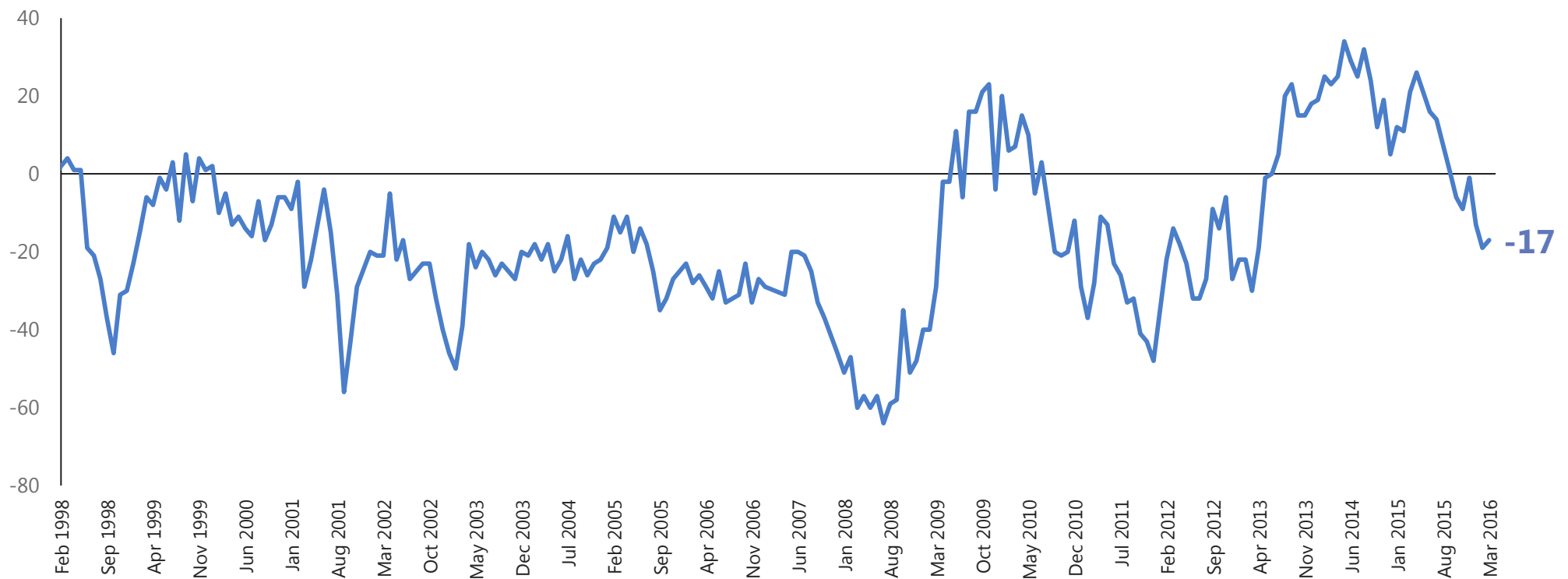


Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

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?



Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

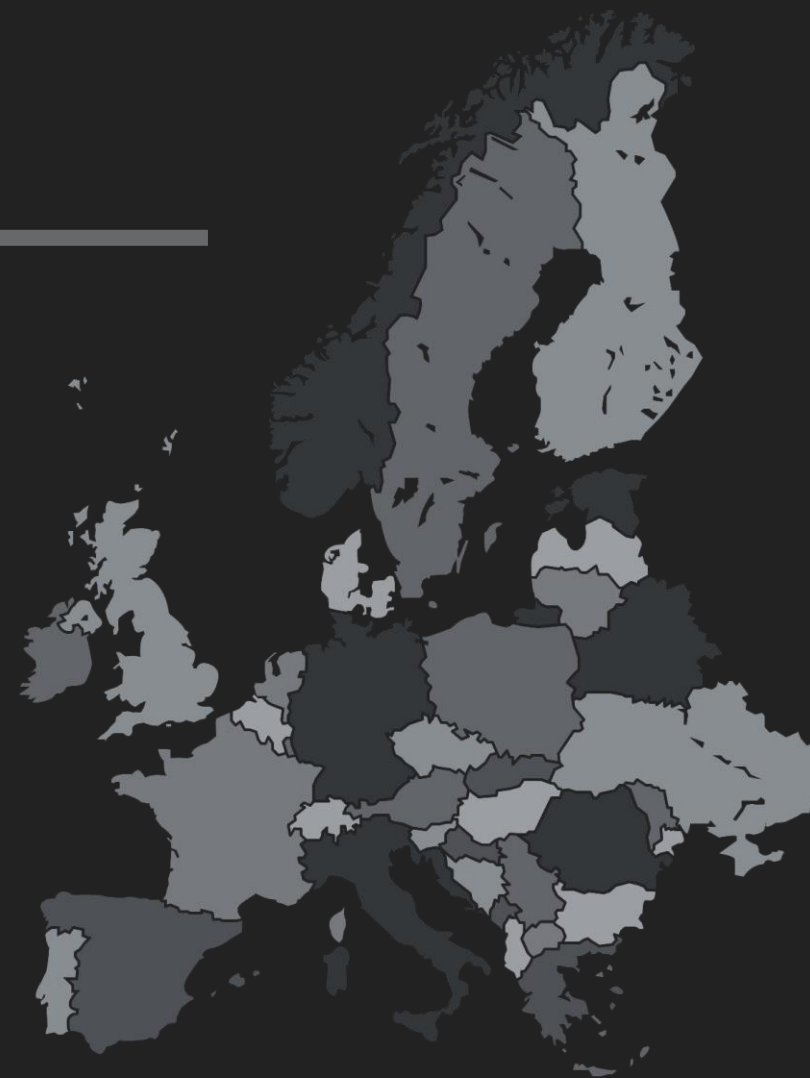
Source: Ipsos MORI Political Monitor



# 2016

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## EUROPE



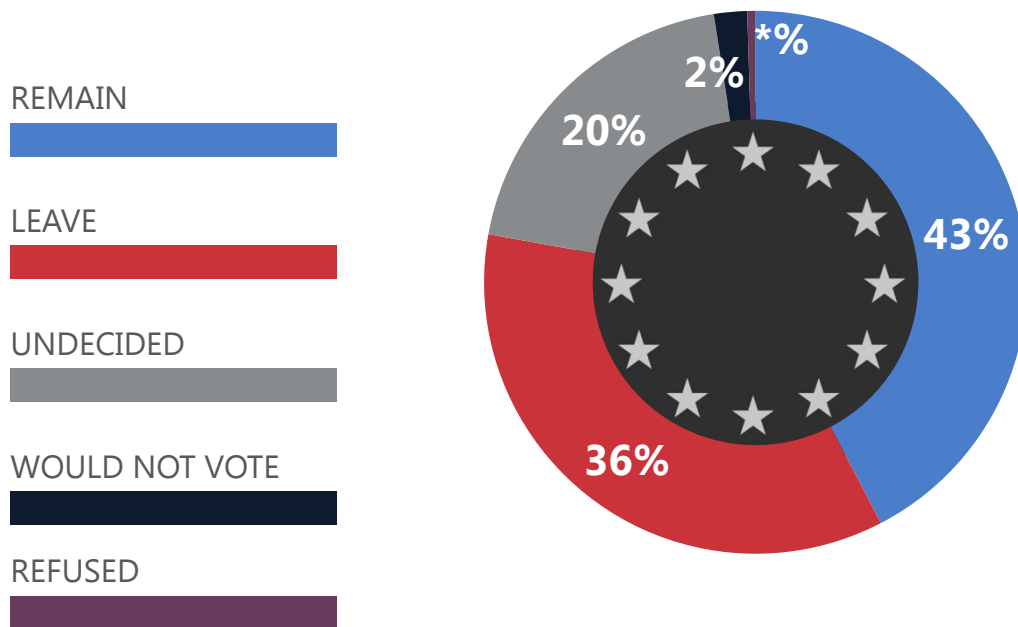
Ipsos MORI

# European Referendum voting intention

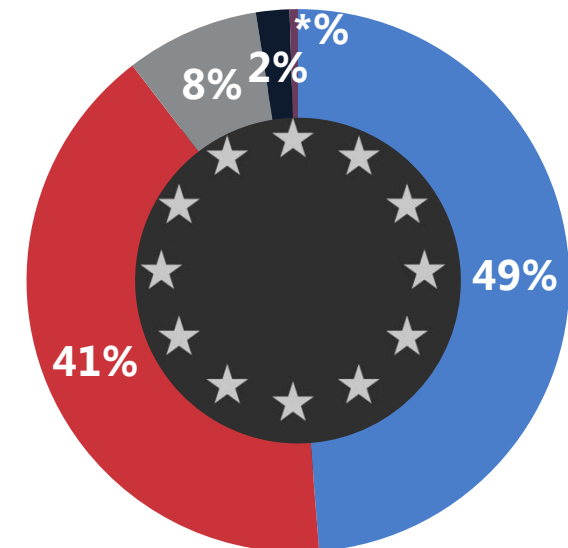
QA) AS YOU MAY KNOW THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23<sup>RD</sup> OF JUNE THIS YEAR. HOW WILL YOU VOTE ON THE QUESTION – SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

QB TO ALL UNDECIDED/REFUSED) WHICH WAY WOULD YOU BE MOST INCLINED TO VOTE?

QA) ALL GIVING A VOTING INTENTION



QA/B COMBINED) ALL GIVING A VOTING INTENTION

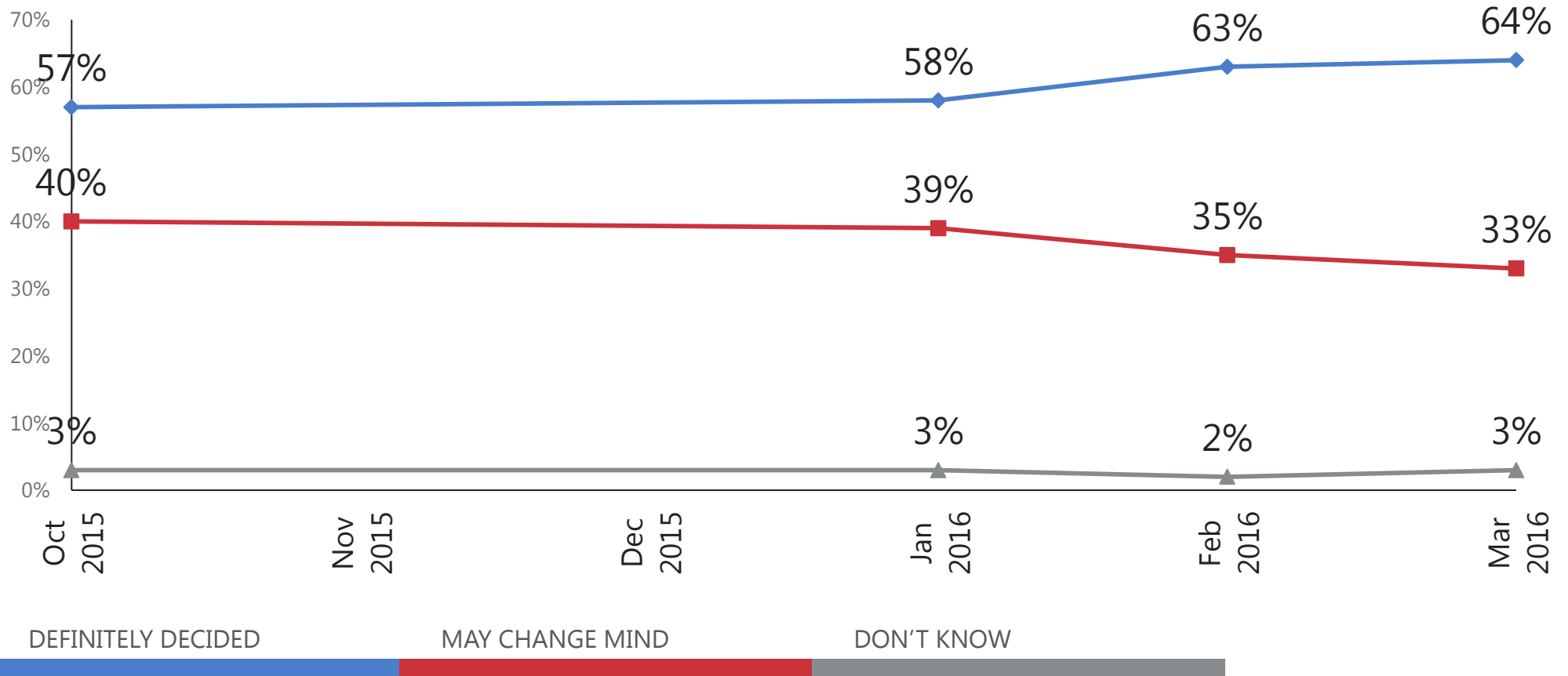


Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# Have the EU referendum voters decided yet?

HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO REMAIN / LEAVE THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?



Base: All expressing an opinion on how they will vote 928 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

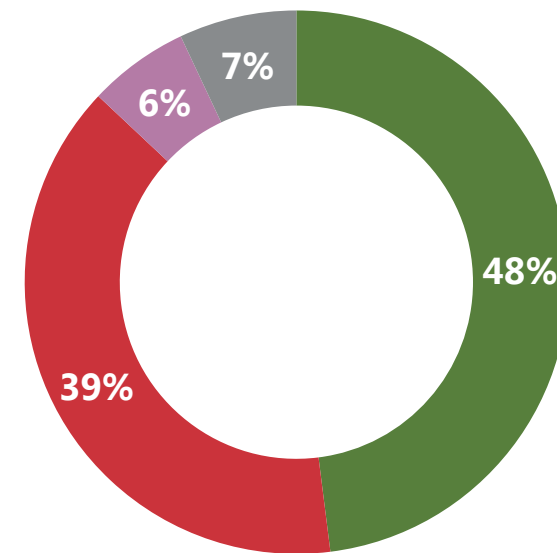
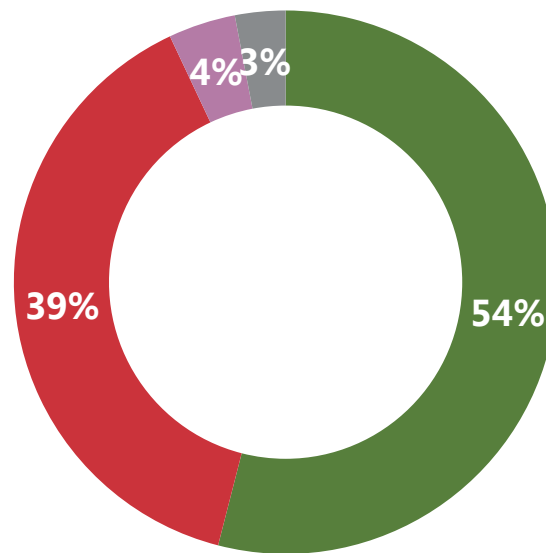
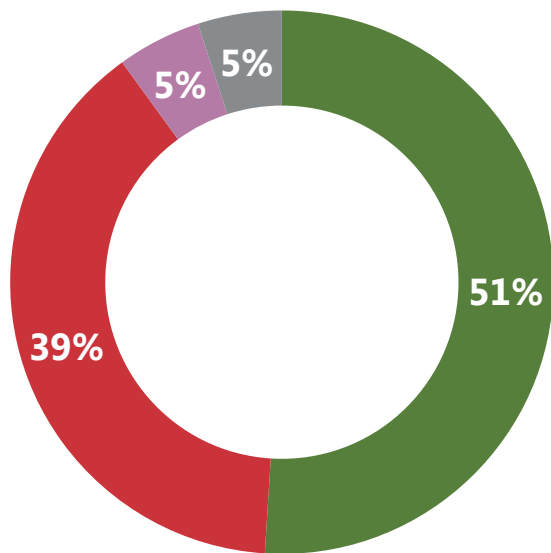
# Are voters hopeful or fearful for the future?

WHICH OF THESE HAS BEEN MORE IMPORTANT IN YOUR DECISION TO VOTE TO REMAIN IN / LEAVE THE EUROPEAN UNION? BECAUSE YOU ARE HOPEFUL FOR THE FUTURE IF THE REMAIN IN / LEAVE SIDE WINS, OR BECAUSE YOU ARE FEARFUL FOR THE FUTURE IF THE REMAIN IN / LEAVE SIDE LOSES?

All expressing an opinion on how they will vote

All voting Remain

All voting Leave



HOPEFUL FOR THE FUTURE

FEARFUL FOR THE FUTURE

NEITHER

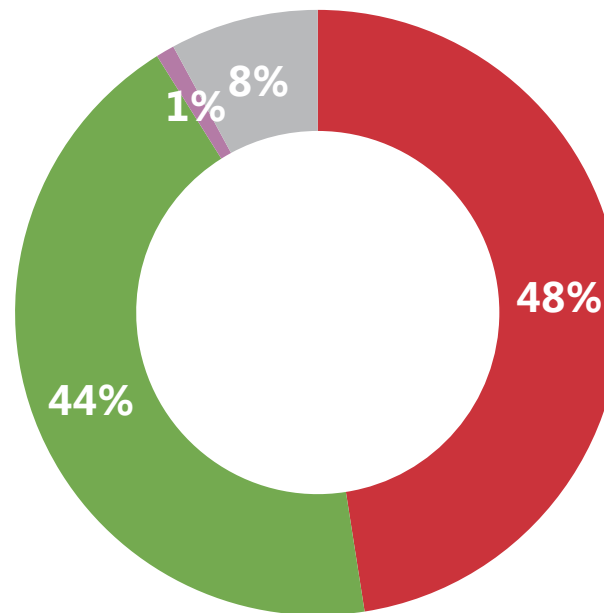
DON'T KNOW

Base: All expressing an opinion on how they will vote 928 British / All saying Remain (541) and all saying Leave (387) adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# What future for David Cameron?

AS YOU MAY KNOW DAVID CAMERON IS CAMPAIGNING FOR BRITAIN TO REMAIN WITHIN THE EUROPEAN UNION. IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, DO YOU THINK THAT DAVID CAMERON SHOULD RESIGN AS PRIME MINISTER OR SHOULD HE CONTINUE BEING PRIME MINISTER?



RESIGN AS PRIME MINISTER

CONTINUE AS PRIME MINISTER

NEITHER

DON'T KNOW

Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# 2016

## CHANCELLOR

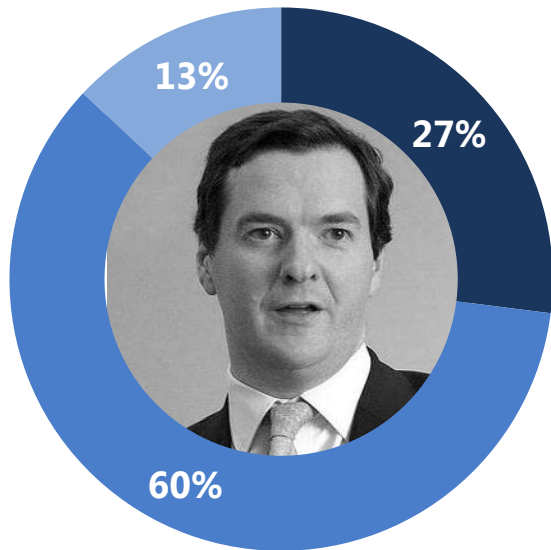


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# George Osborne (satisfaction)

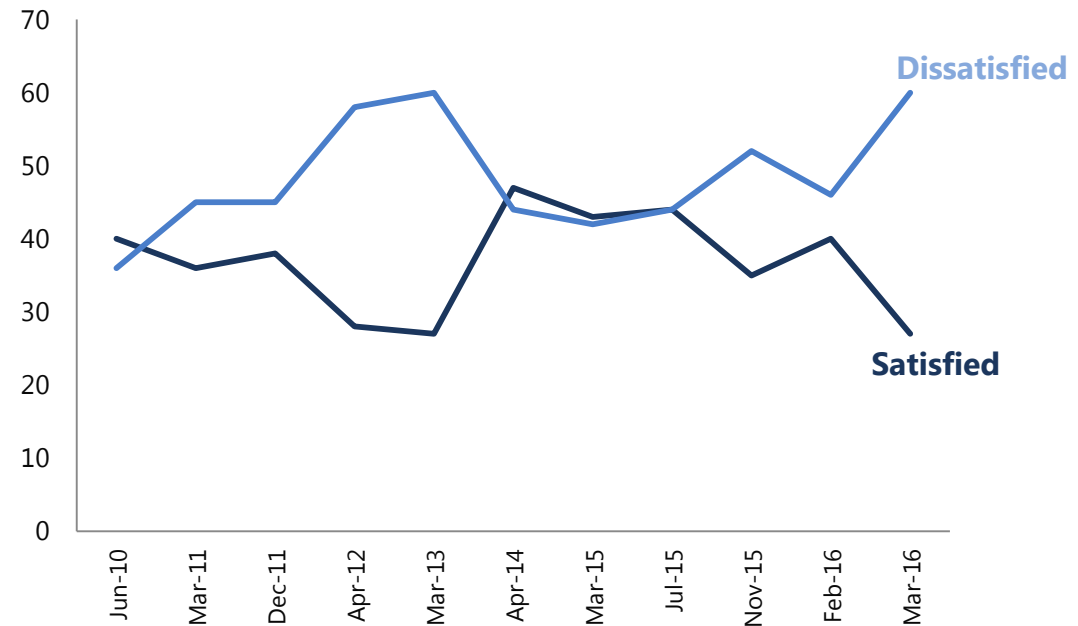
CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY GEORGE OSBORNE IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

March 2016



<b>SATISFIED</b>	<b>27%</b>
<b>DISSATISFIED</b>	<b>60%</b>
<b>DON'T KNOW</b>	<b>13%</b>
<b>Net = -33</b>	

JUNE 2010 –MARCH 2016



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

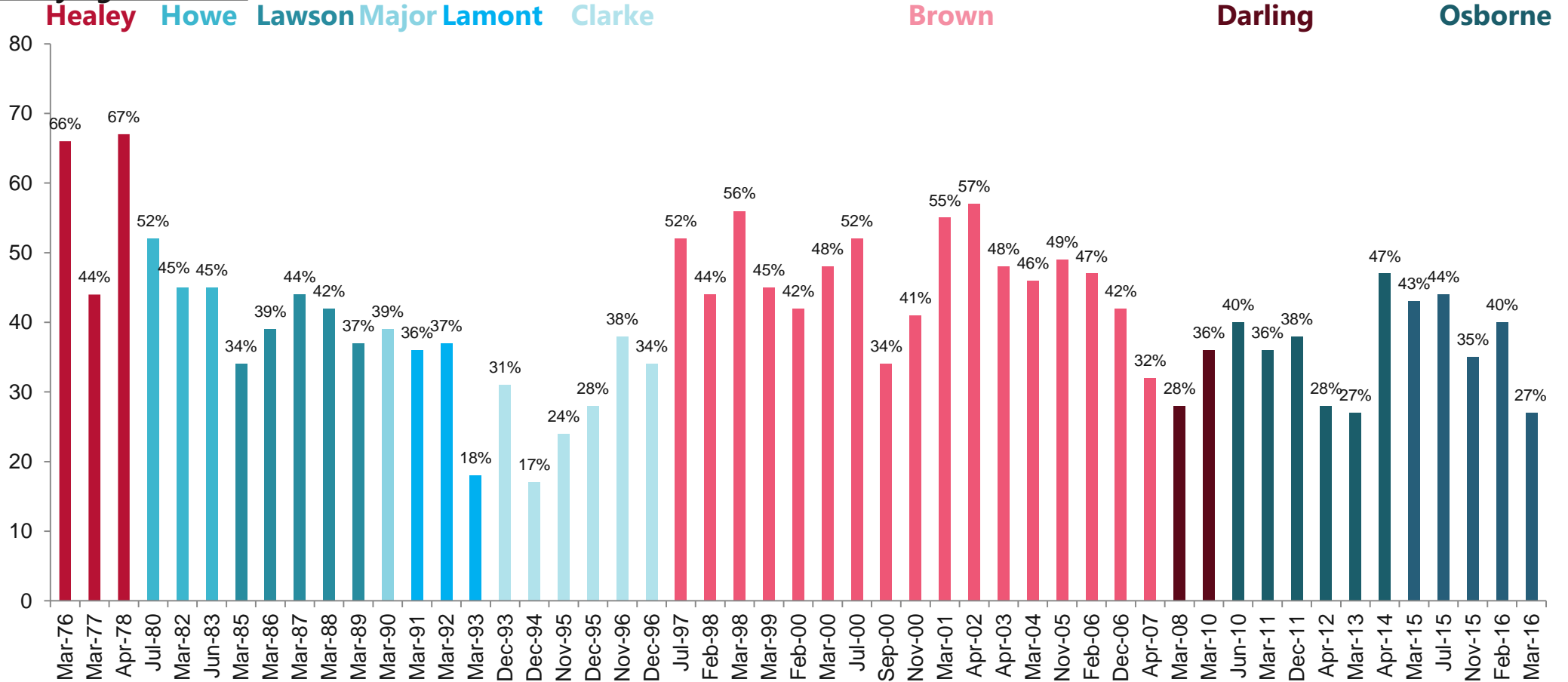
Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

# George Osborne (satisfaction)

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

% saying 'satisfied'



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

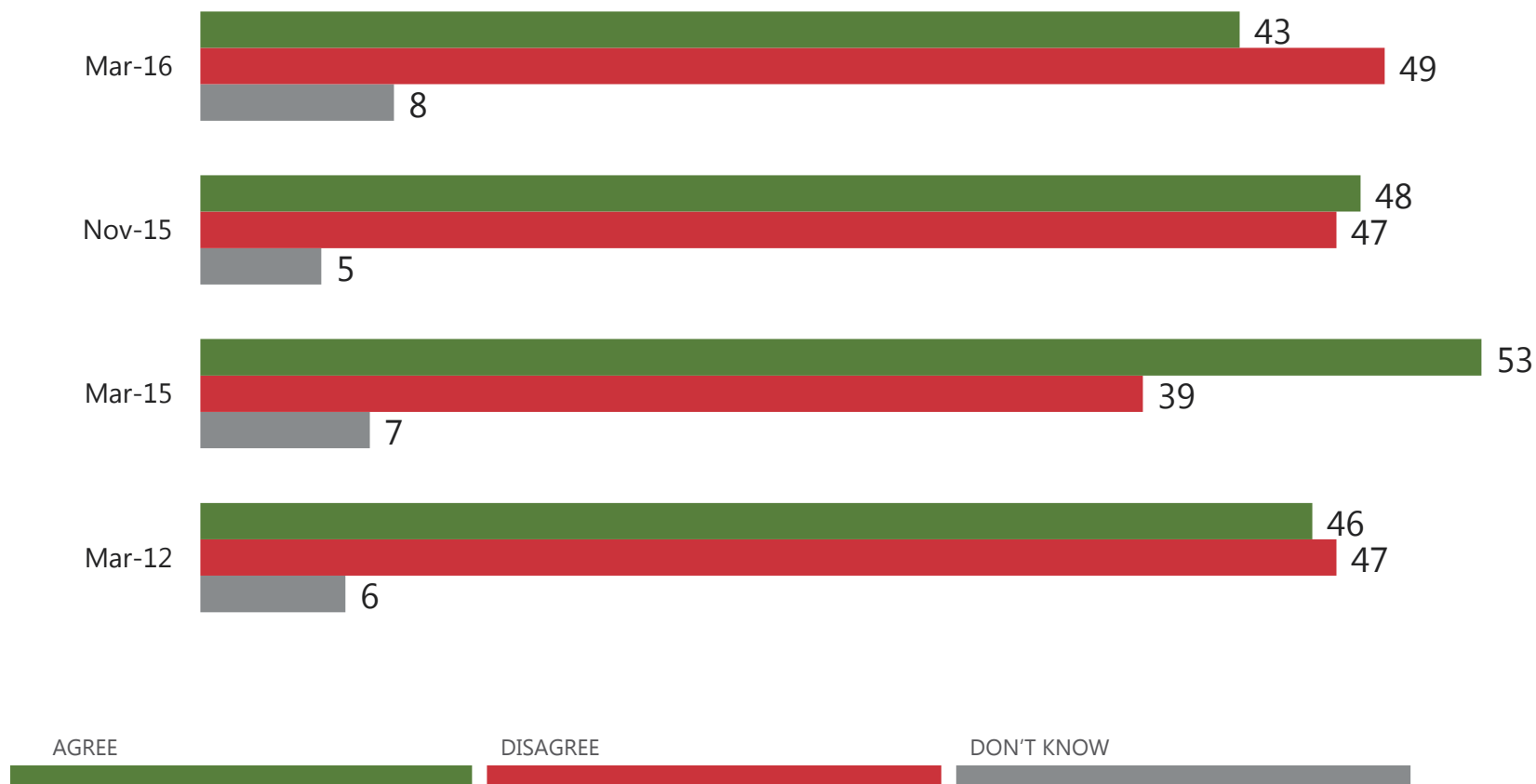
Base: 1,023 British adults 18+, 19th – 22nd March 2016

Source: Ipsos MORI Political Monitor



# Does the government have the right policies for Britain's economy?

ON BALANCE DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S ECONOMY



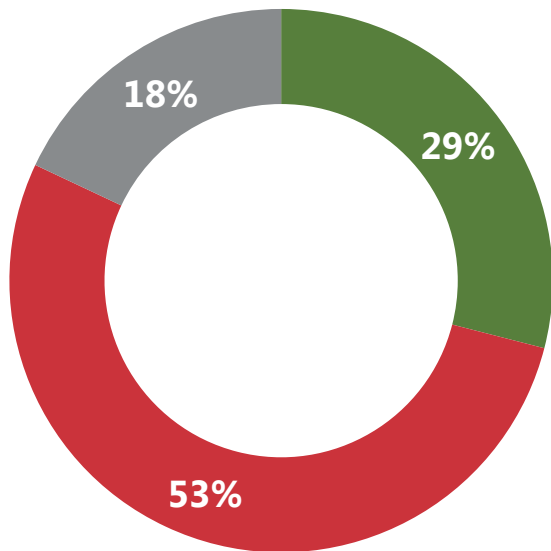
Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

Source: Ipsos MORI Political Monitor

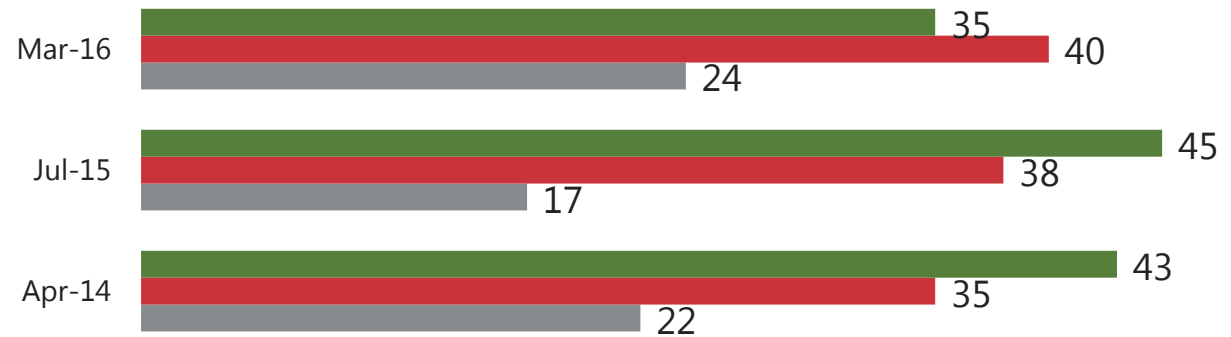
# Budget proposals

AS YOU MAY KNOW, THE GOVERNMENT ANNOUNCED ITS 2016 BUDGET LAST WEEK. FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK THE BUDGET PROPOSALS ARE A GOOD OR BAD THING...?

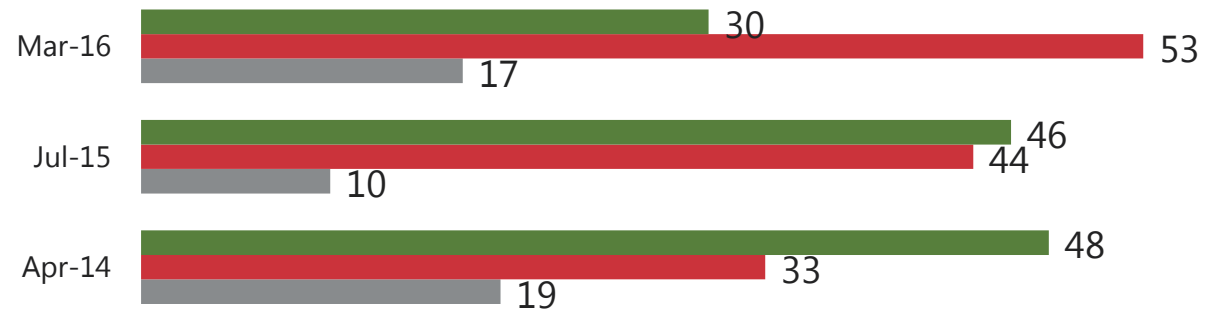
For the next generation



For you personally



For the country



GOOD THING

BAD THING

DON'T KNOW

Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016

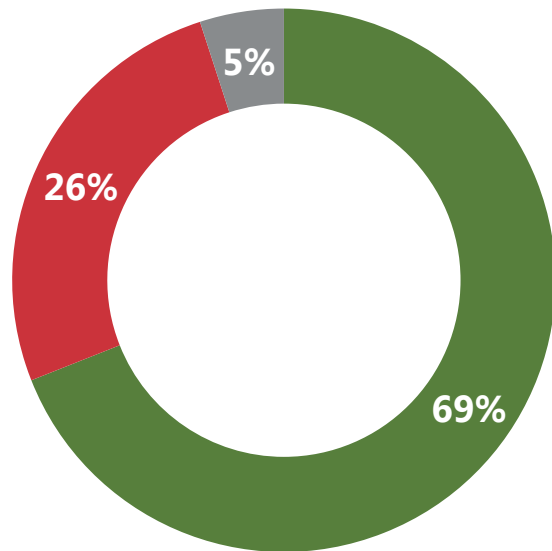


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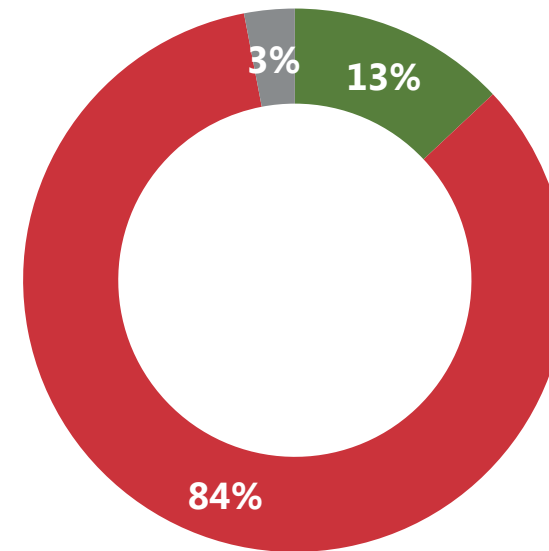
# Policy support

PLEASE CAN YOU TELL ME WHETHER YOU SUPPORT OR OPPOSE THE FOLLOWING POLICIES?

Putting a new tax on soft drinks high in sugar (for example, the tax on a standard sized can could be between 6-8p depending on the level of sugar)



Cutting disability benefits for those who need help with daily living, for example who need aids like specialist toilet seats or grab rails



SUPPORT

OPPOSE

DON'T KNOW

Base: 1,023 British adults 18+, 19<sup>th</sup> – 22<sup>nd</sup> March 2016



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