

2015

POLITICAL MONITOR

20.11.2015



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

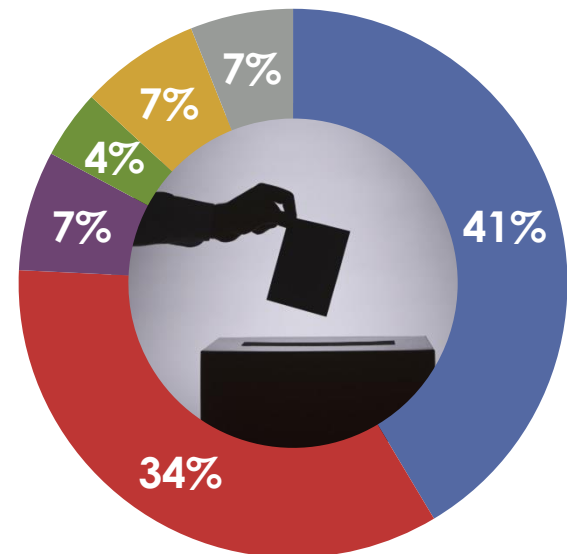
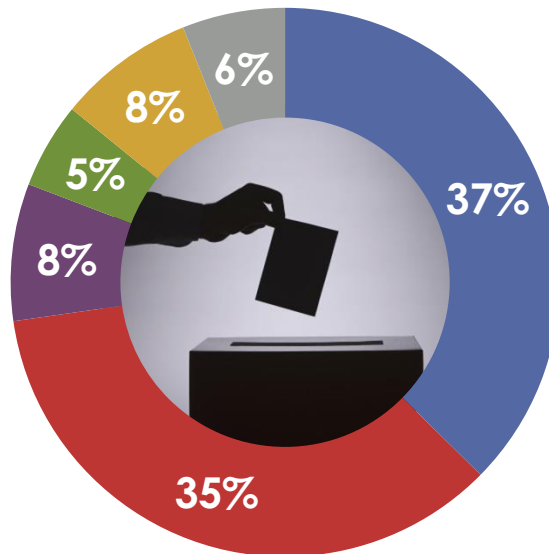
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +2

Conservative lead = +7

Base: 1,021 British adults 18+, 14th – 17th November all 9/10 certain to vote and always/usually/it depends vote in General Elections = 760. 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

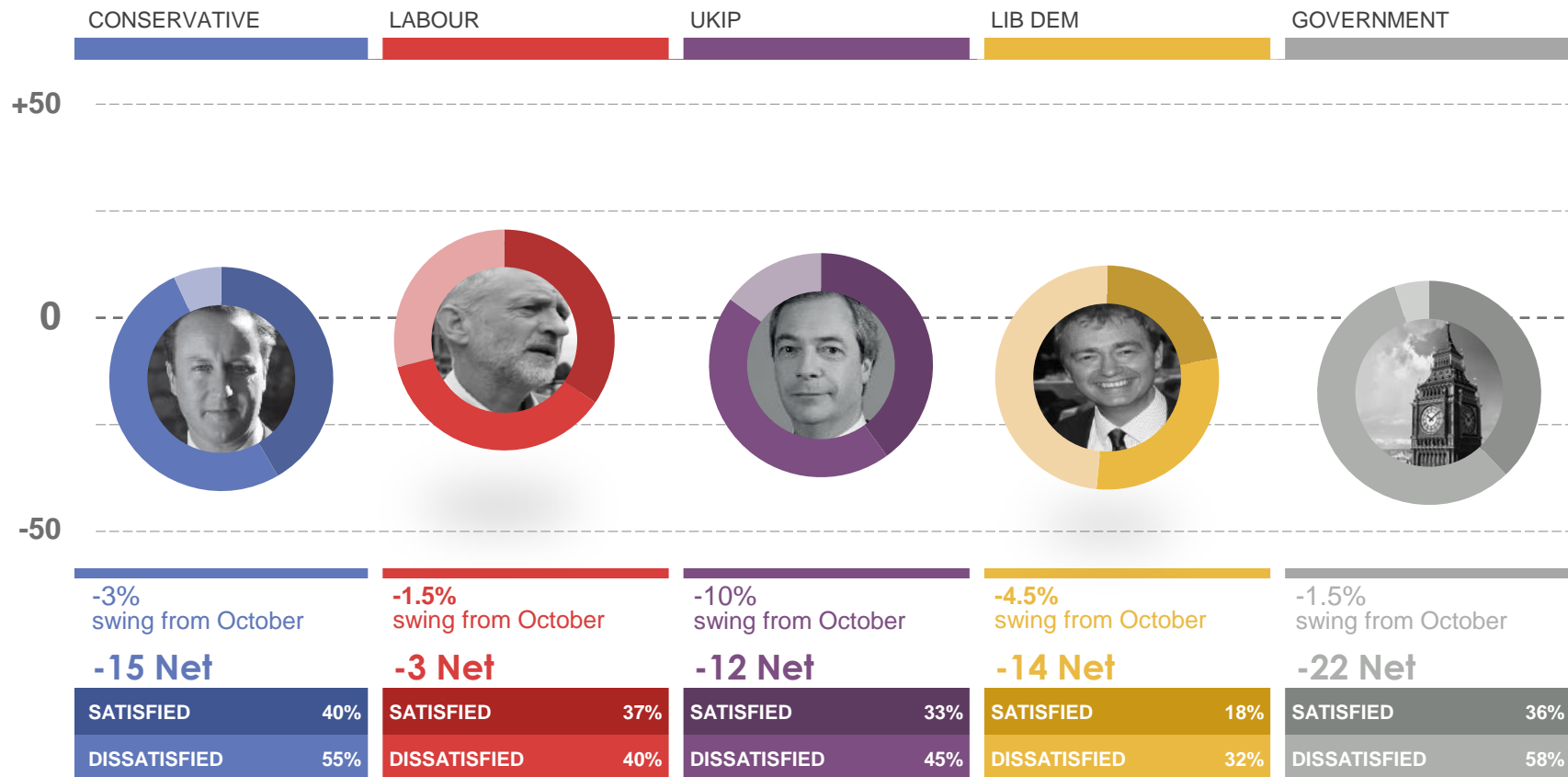
2015

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: 1,021 British adults 18+, 14th – 17th November 2015. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

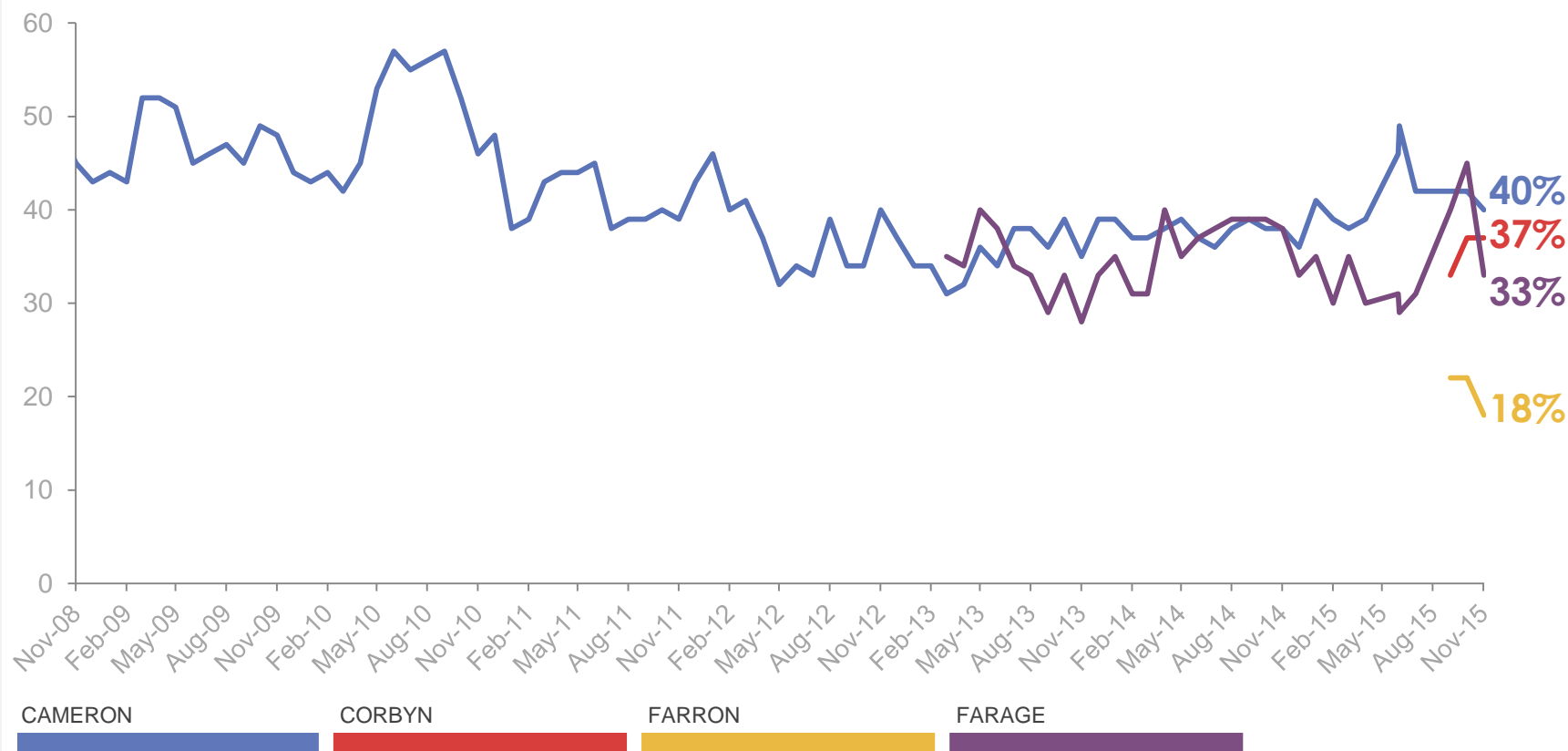
Source: Ipsos MORI Political Monitor

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

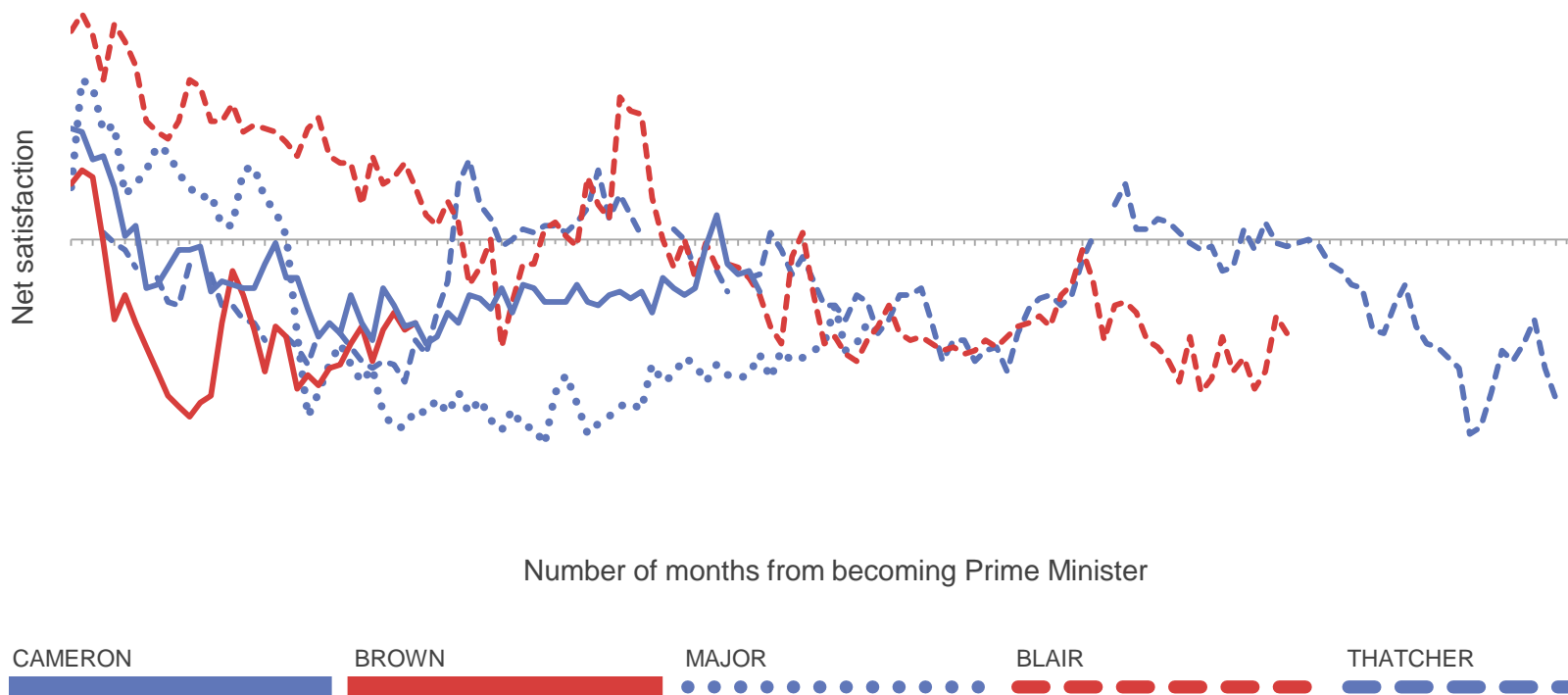
Source: Ipsos MORI Political Monitor

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)

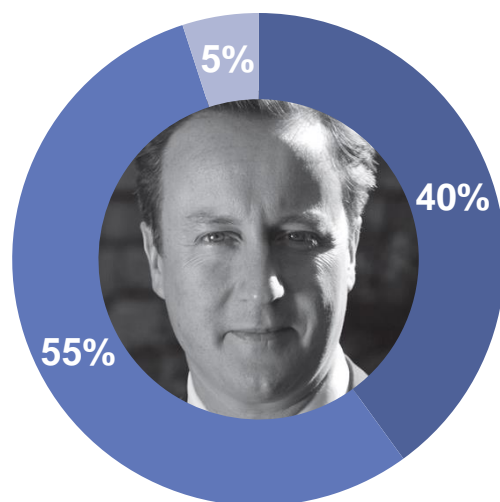
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

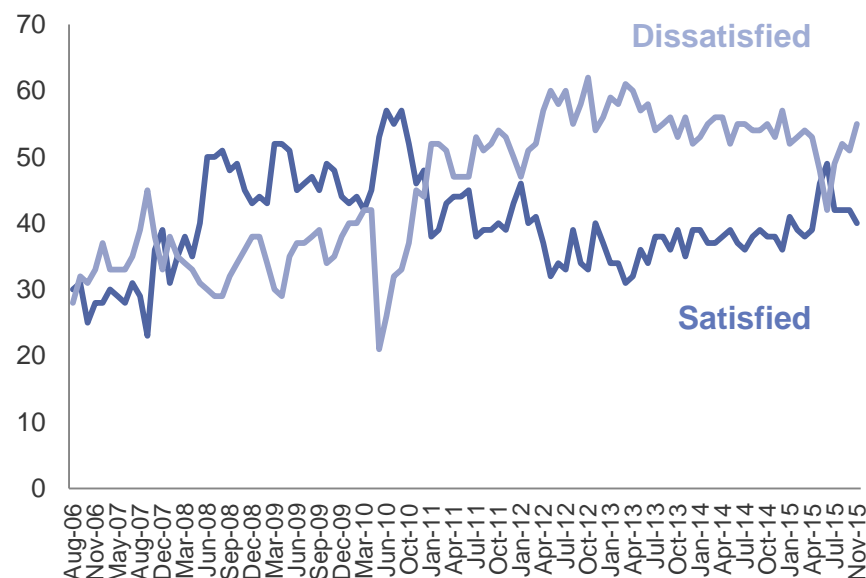
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

November 2015

August 2006 – November 2015



| | |
|--------------|-----|
| SATISFIED | 40% |
| DISSATISFIED | 55% |
| DON'T KNOW | 5% |
| 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: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

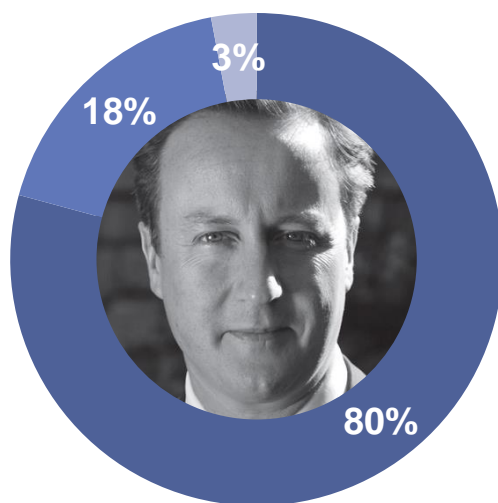
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

9

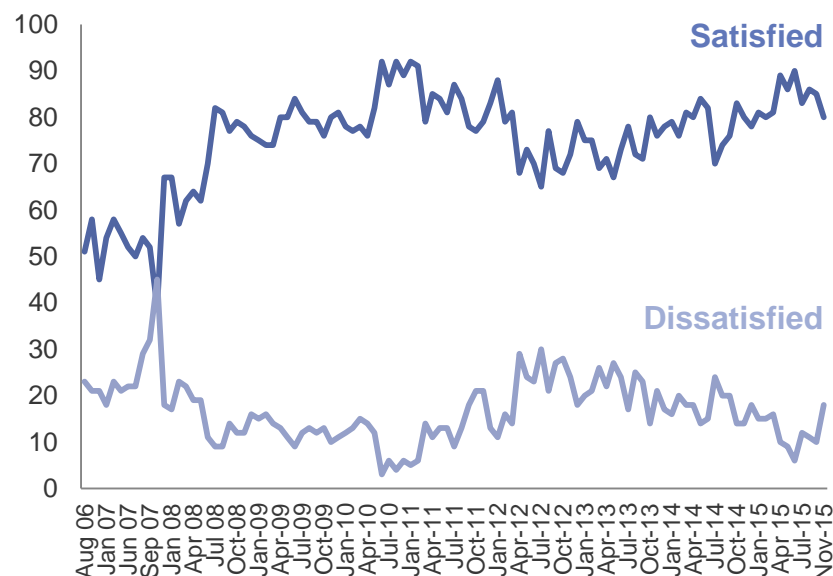
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

October 2015

July 2006 – November 2015



| | |
|--------------|-----|
| SATISFIED | 80% |
| DISSATISFIED | 18% |
| DON'T KNOW | 3% |
| 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: 307 Conservative supporters 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

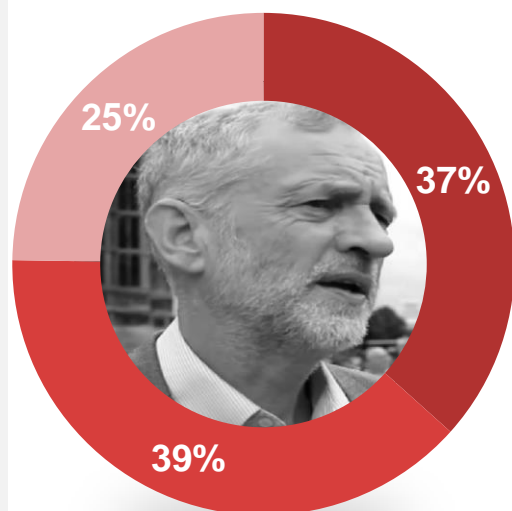
Jeremy Corbyn (satisfaction)

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

10

AS LEADER OF THE LABOUR PARTY?

October 2015



| | |
|--------------|-----|
| SATISFIED | 37% |
| DISSATISFIED | 39% |
| DON'T KNOW | 25% |
| Net = -2 | |

November 2015



| | |
|--------------|-----|
| SATISFIED | 37% |
| DISSATISFIED | 40% |
| DON'T KNOW | 23% |
| Net = -3 | |

Base: 1,021 British adults 18+, 14th – 17th November and 1,021 British adults 18+, 17th – 19th October 2015

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

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

11

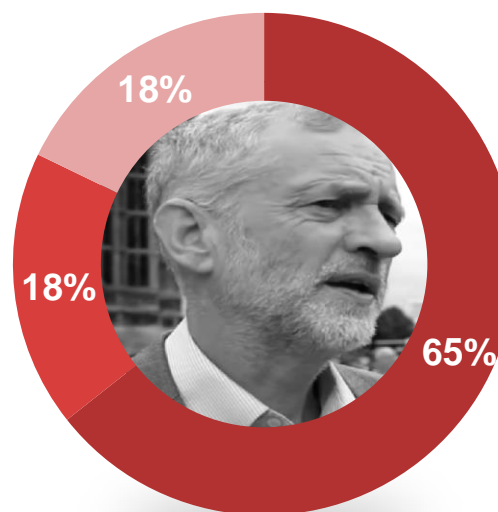
AS LEADER OF THE LABOUR PARTY?

October 2015



| | |
|--------------|-----|
| SATISFIED | 64% |
| DISSATISFIED | 16% |
| DON'T KNOW | 21% |
| Net = +48 | |

November 2015



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

Base: 310 Labour supporters 14th – 17th November and 311 Labour supporters 17th – 19th October 2015

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

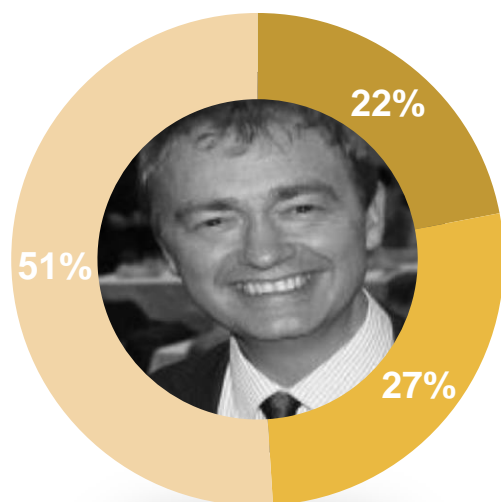
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

12

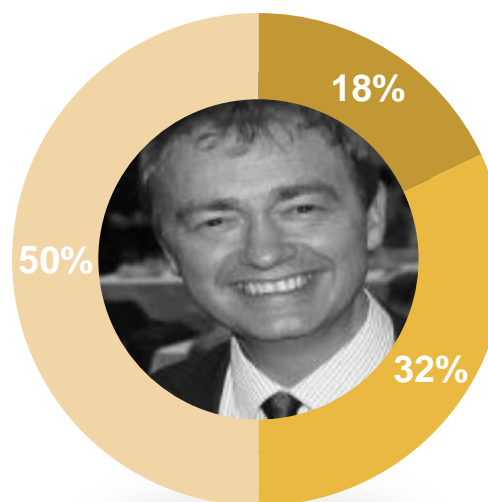
AS LEADER OF THE LIBERAL DEMOCRATS?

October 2015

November 2015



| | |
|--------------|-----|
| SATISFIED | 22% |
| DISSATISFIED | 27% |
| DON'T KNOW | 51% |
| Net = -5 | |



| | |
|--------------|-----|
| SATISFIED | 18% |
| DISSATISFIED | 32% |
| DON'T KNOW | 50% |
| Net = -14 | |

Base: 1,021 British adults 18+, 14th – 17th November and 1,021 British adults 18+, 17th – 19th October 2015

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

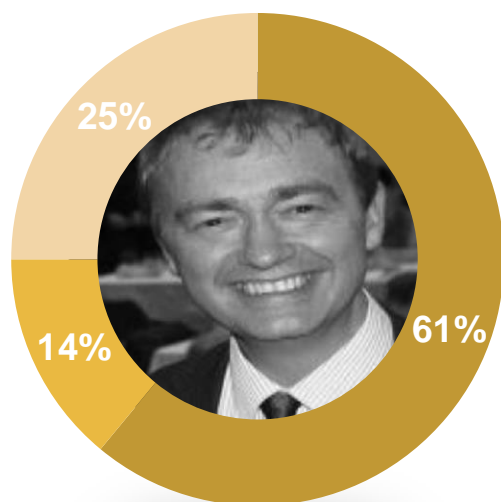
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

13

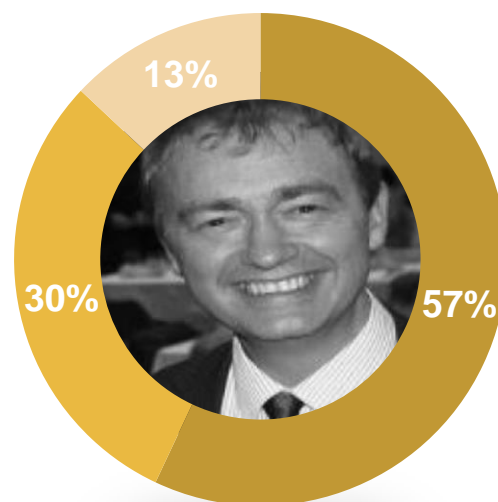
AS LEADER OF THE LIBERAL DEMOCRATS?

October 2015 (Lib Dem supporters only)

November 2015 (Lib Dem supporters only)



| | |
|--------------|-----|
| SATISFIED | 61% |
| DISSATISFIED | 14% |
| DON'T KNOW | 25% |
| Net = +47 | |



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

Base: 80 Lib Dem supporters 18+ 14th – 17th November and 80 Lib Dem supporters 18+, 17th – 19th October 2015
N.B. small base size, indicative only.

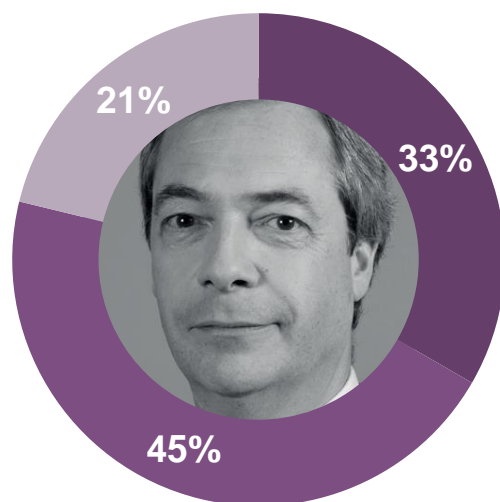
Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

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

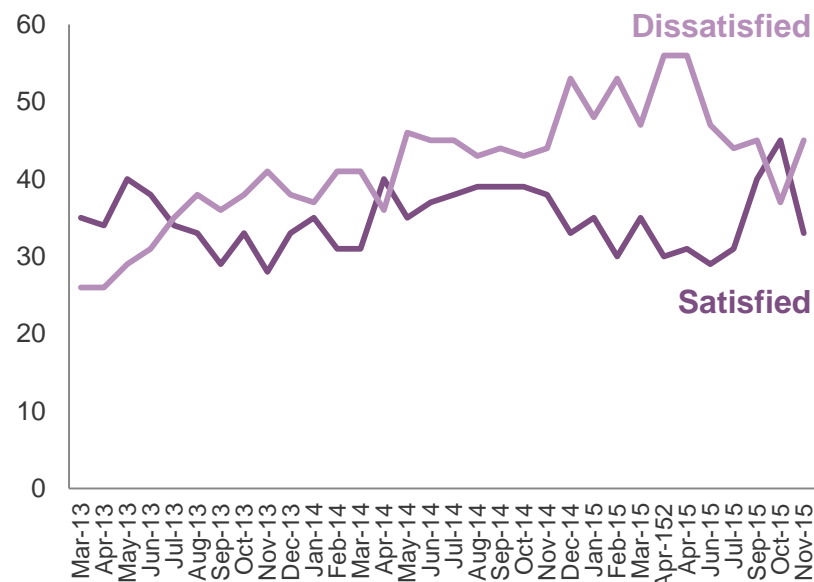
14

November 2015



| | |
|--------------|-----|
| SATISFIED | 33% |
| DISSATISFIED | 45% |
| DON'T KNOW | 21% |
| Net = -12 | |

March 2013 – November 2015



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

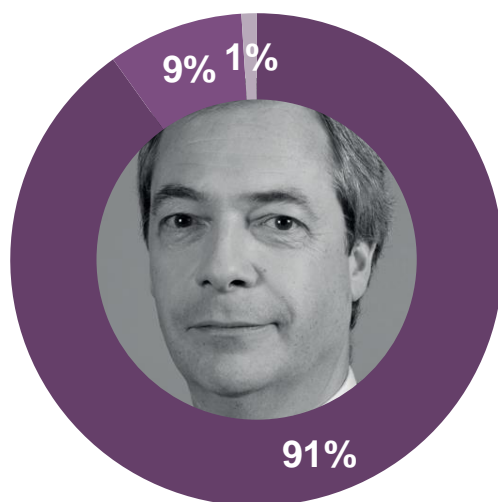
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

15

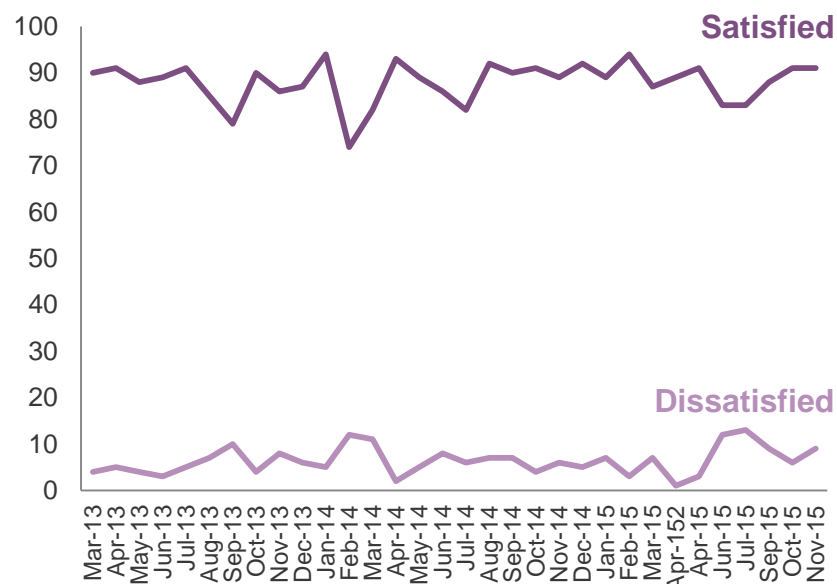
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

November 2015

March 2013 – November 2015



| | |
|--------------|-----|
| SATISFIED | 91% |
| DISSATISFIED | 9% |
| DON'T KNOW | 1% |
| Net = +82 | |



Base: 71 UKIP supporters 18+, 14th – 17th November
N.B. small base size, indicative only.

Source: Ipsos MORI Political Monitor

2015

ECONOMIC OPTIMISM

Economic Optimism Index

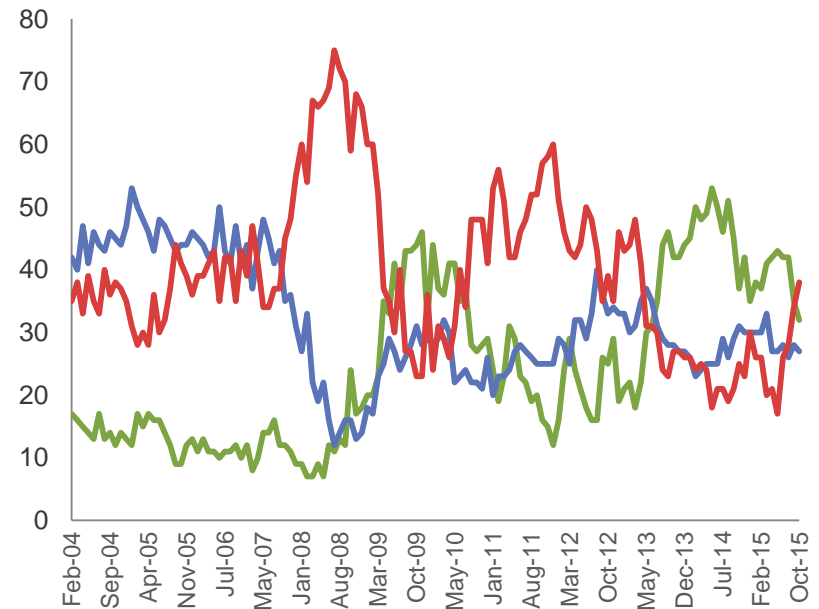
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

17

November 2015



| | |
|---------------|-----|
| IMPROVE | 31% |
| STAY THE SAME | 25% |
| GET WORSE | 40% |
| DON'T KNOW | 4% |
| EOI = -9 | |



Base: 1,021 British adults 18+, 14th – 17th November

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: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

2015

THE ECONOMY AND THE CHANCELLOR

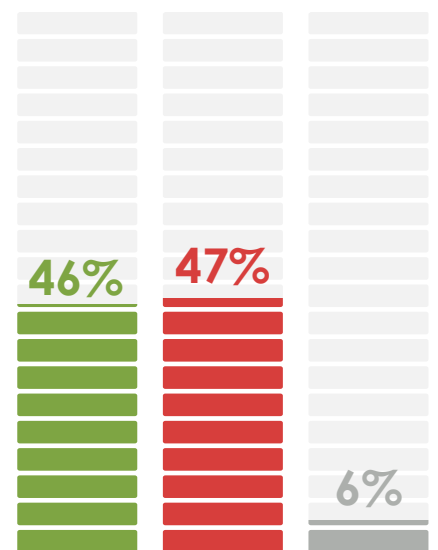
Will the government's policies improve the economy?

ON BALANCE, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

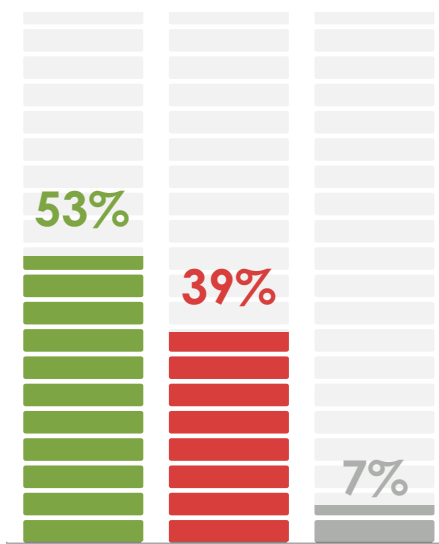
20

IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S ECONOMY

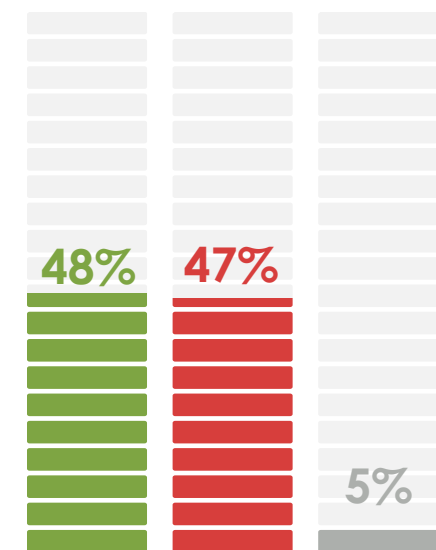
March 2012



March 2015



November 2015



AGREE

DISAGREE

DON'T KNOW

Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Satisfaction with George Osborne

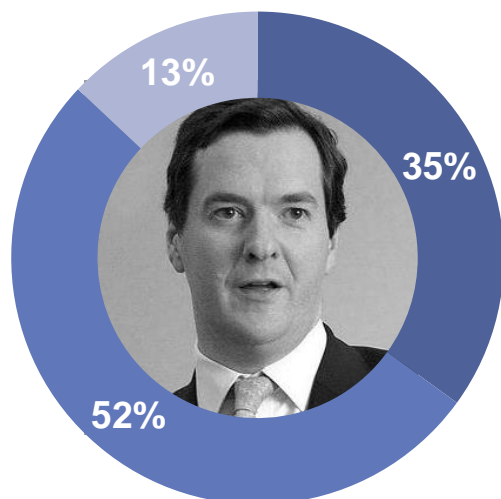
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY GEORGE OSBORNE IS DOING HIS JOB

21

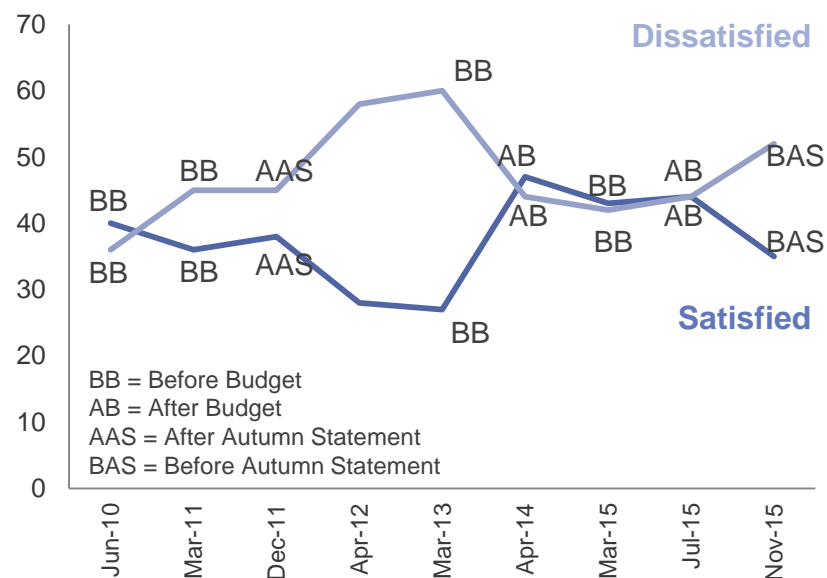
AS CHANCELLOR OF THE EXCHEQUER?

November 2015

June 2010 – November 2015



| | |
|--------------|-----|
| SATISFIED | 35% |
| DISSATISFIED | 52% |
| DON'T KNOW | 13% |
| Net = -17 | |



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Would Labour do a better job on the economy?

AND DO YOU THINK THAT A LABOUR GOVERNMENT WITH JEREMY CORBYN AS PRIME MINISTER AND JOHN MCDONNELL AS CHANCELLOR OF THE EXCHEQUER WOULD DO A BETTER OR WORSE JOB, OR ABOUT THE SAME, THAN THE PRESENT GOVERNMENT HAS DONE AT MANAGING THE ECONOMY?

22

November 2015-
Jeremy Corbyn and
John McDonnell

22%

41%

28%

9%

March 2015- Ed
Miliband and Ed Balls

19%

37%

38%

6%

March 2013- Ed
Miliband and Ed Balls

26%

31%

38%

5%

BETTER JOB

WORSE JOB

ABOUT THE SAME

DON'T KNOW

Base: 1,021 British adults 18+, 14th – 17th November

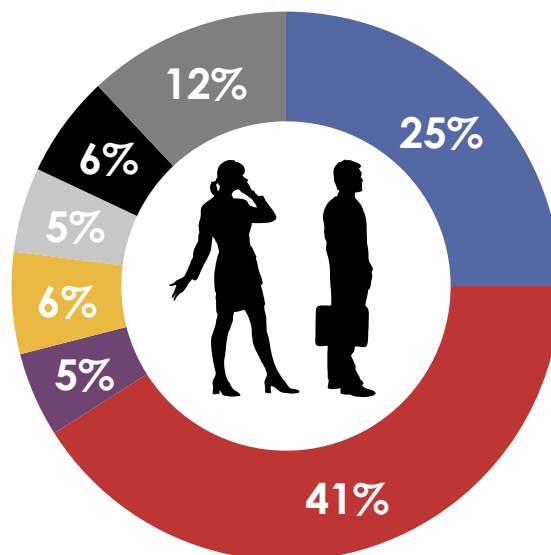
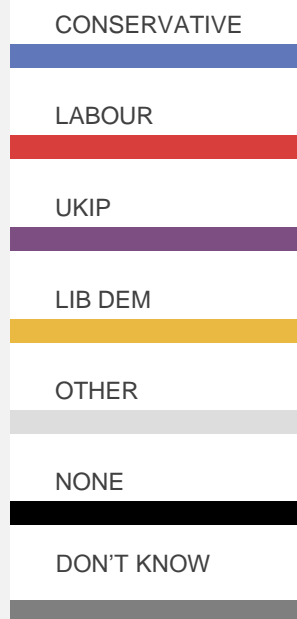
Source: Ipsos MORI Political Monitor

Which is the party of working people?

WHICH POLITICAL PARTY, IF ANY, DO YOU THINK WOULD BE THE BEST AT LOOKING AFTER THE INTERESTS OF WORKING PEOPLE?

23

November 2015



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

2015

THE DEFICIT AND PUBLIC SPENDING

Will the government's policies improve public services?

ON BALANCE, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

25

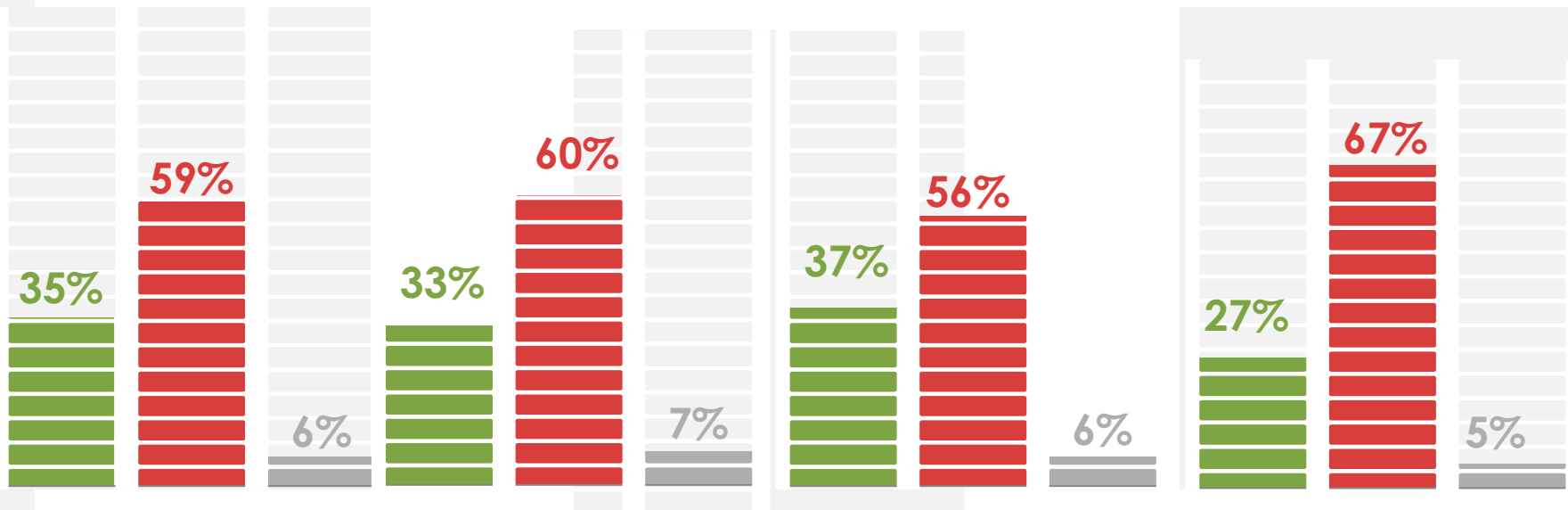
IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE BRITAIN'S PUBLIC SERVICES

October 2013

March 2015

August 2015

November 2015



AGREE

DISAGREE

DON'T KNOW

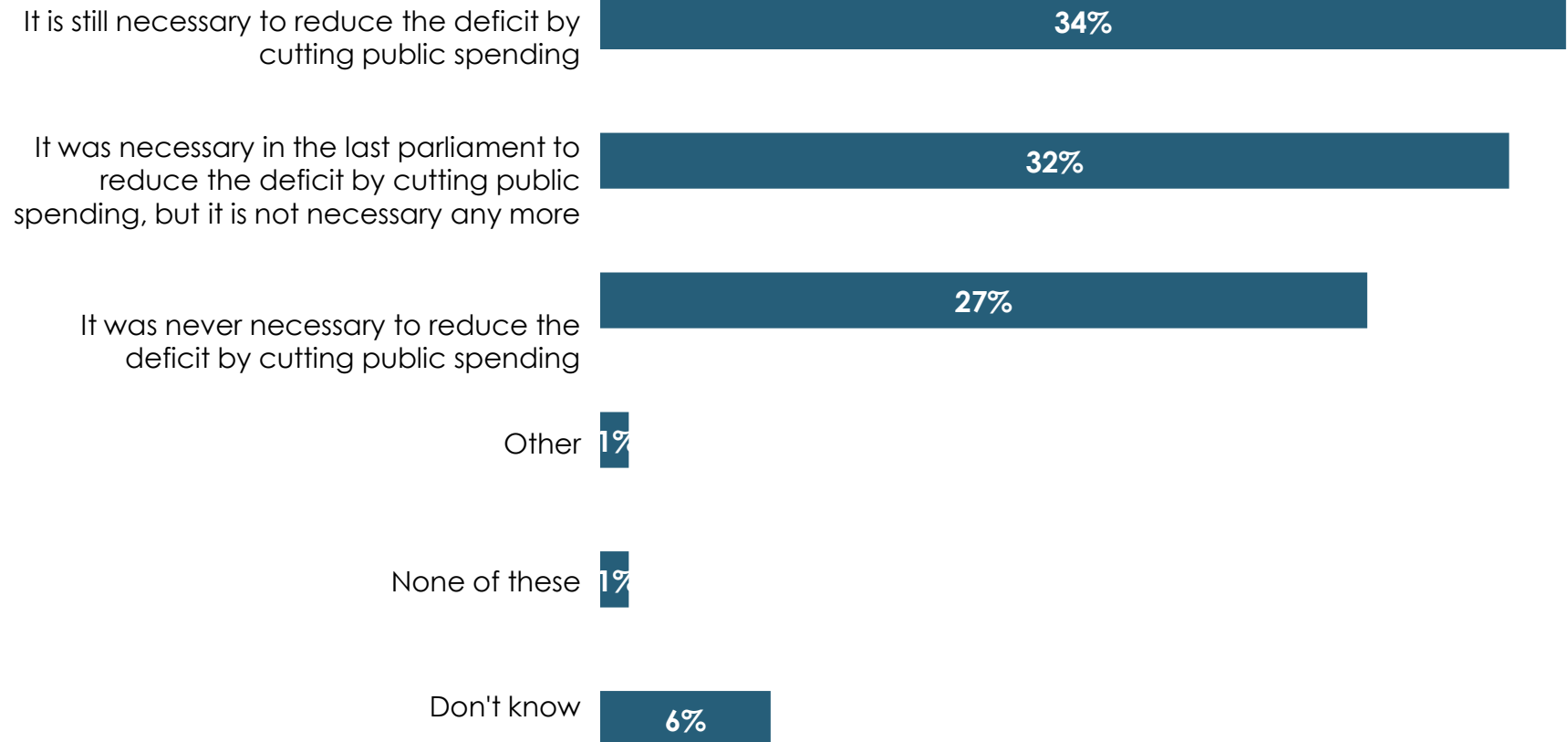
Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Own view of spending cuts

WHICH ONE OF THESE, IF ANY, COMES CLOSEST TO YOUR OPINION ON CUTTING PUBLIC SPENDING TO REDUCE THE DEFICIT?

26



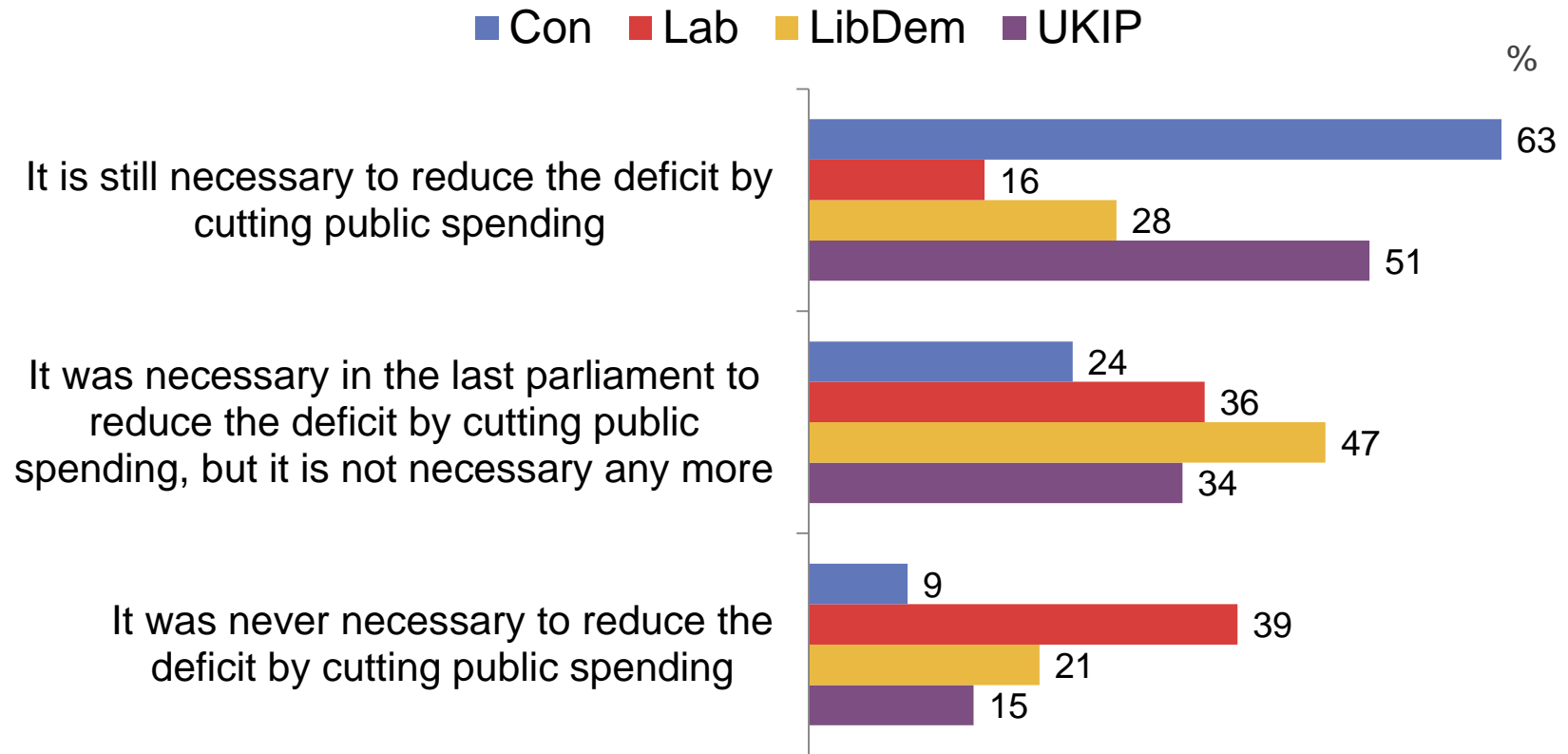
Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Different party supporters' attitudes to cuts

WHICH ONE OF THESE, IF ANY, COMES CLOSEST TO YOUR OPINION ON CUTTING PUBLIC SPENDING TO REDUCE THE DEFICIT?

27



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI

Getting the balance right

WHICH PARTY, IF ANY, DO YOU THINK HAS THE BEST BALANCE BETWEEN CUTTING SPENDING TO REDUCE THE DEFICIT AND NOT DAMAGING PUBLIC SERVICES – THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS, UKIP OR SOME OTHER PARTY?

28

December 2014

November 2015

CONSERVATIVE

LABOUR

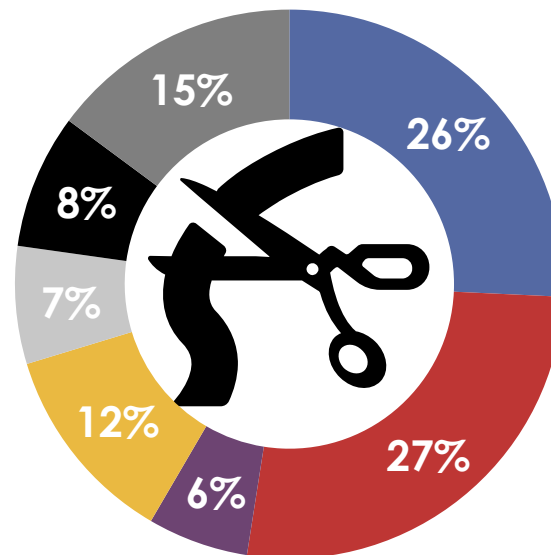
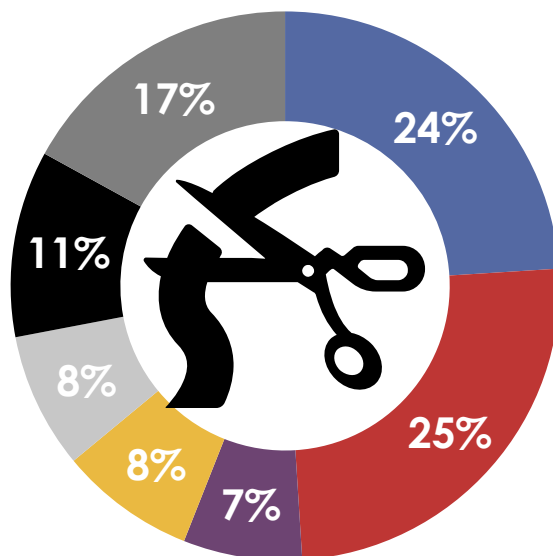
UKIP

LIB DEM

OTHER

NONE

DON'T KNOW



Base: 1,021 British adults 18+, 14th – 17th November

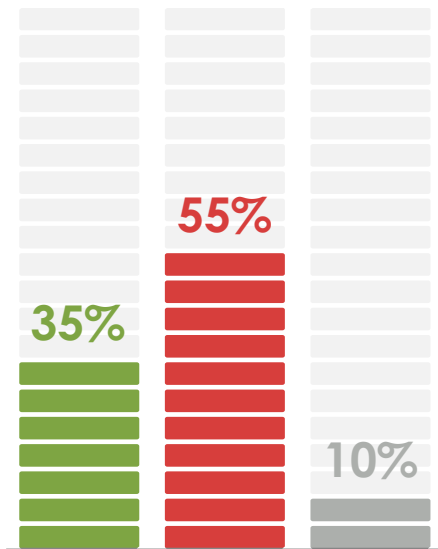
Source: Ipsos MORI Political Monitor

Spending cuts

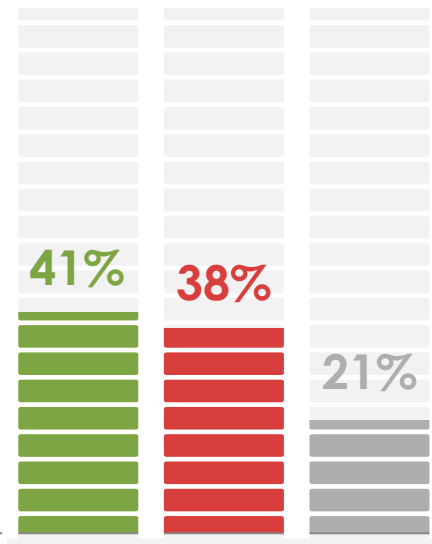
FROM WHAT YOU KNOW, DO YOU THINK THE GOVERNMENT HAS ON THE WHOLE MADE THE RIGHT DECISIONS OR THE WRONG DECISIONS ABOUT WHERE SPENDING CUTS SHOULD BE MADE?

29

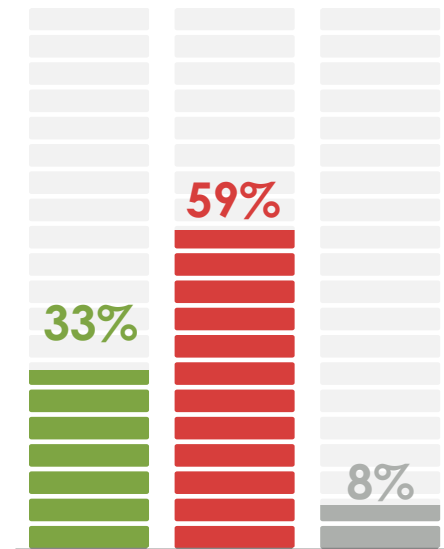
March 2010



October 2010



November 2015



RIGHT DECISIONS

WRONG DECISIONS

DON'T KNOW

Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

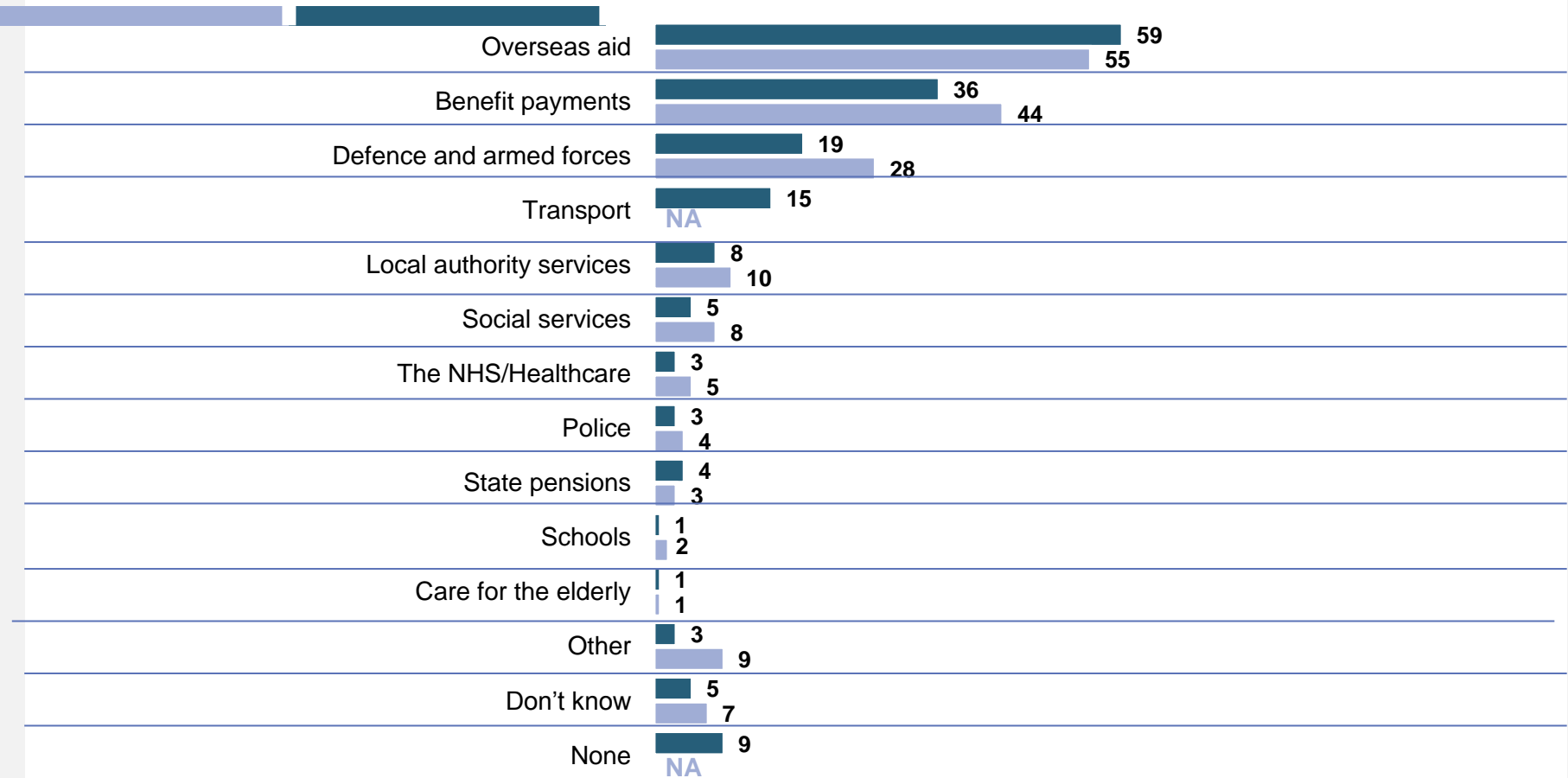
Areas where spending cuts should come from

IF THE GOVERNMENT WERE TO MAKE FURTHER CUTS IN SPENDING WHICH TWO OR THREE, IF ANY, OF THE FOLLOWING AREAS DO YOU THINK THE UK GOVERNMENT SHOULD CUT THE MOST MONEY FROM?

30

MARCH 2013

NOVEMBER 2015



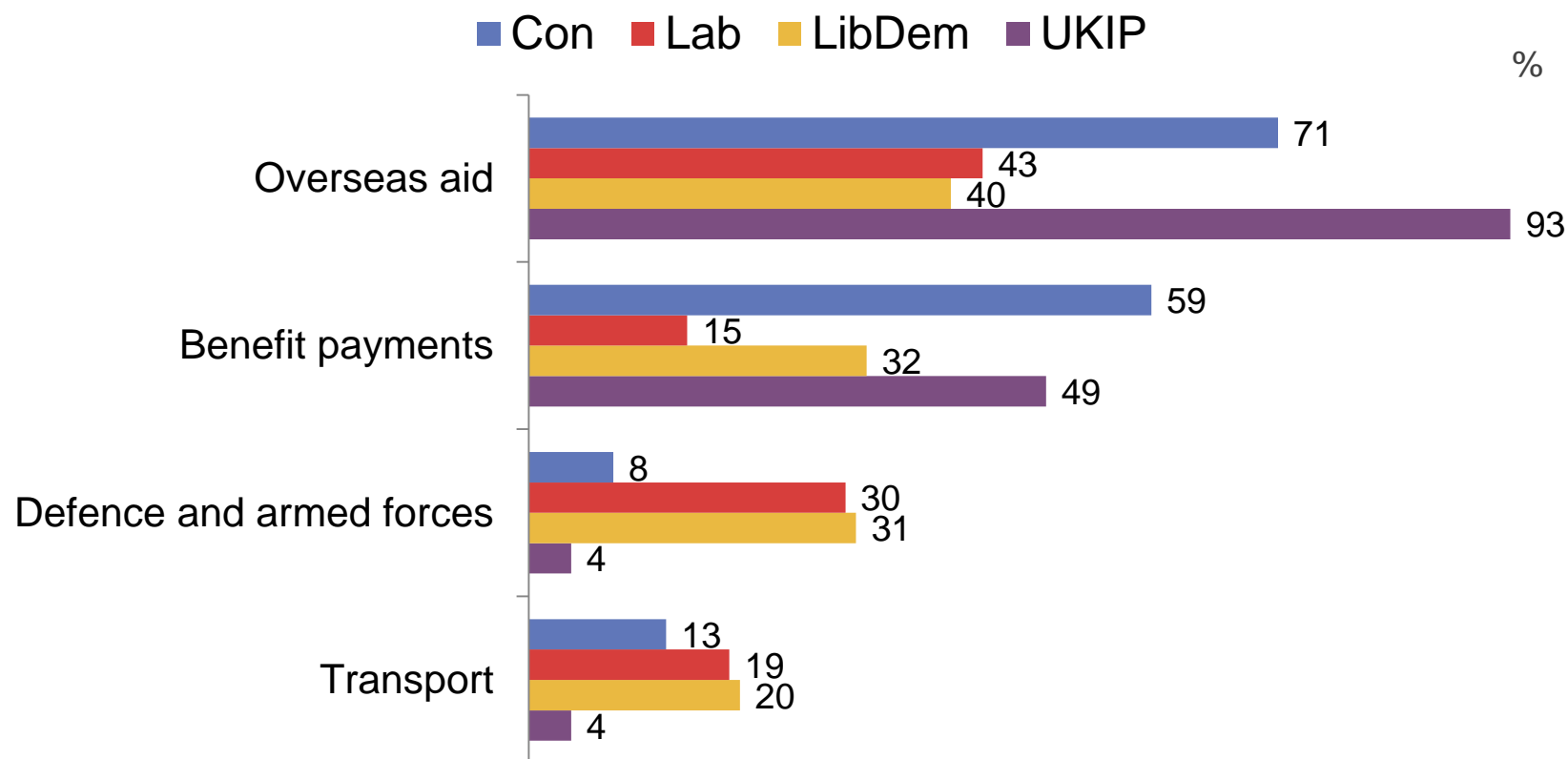
Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Different party supporters' priorities for cuts

IF THE GOVERNMENT WERE TO MAKE FURTHER CUTS IN SPENDING WHICH TWO OR THREE, IF ANY, OF THE FOLLOWING AREAS DO YOU THINK THE UK GOVERNMENT SHOULD CUT THE MOST MONEY FROM?

31



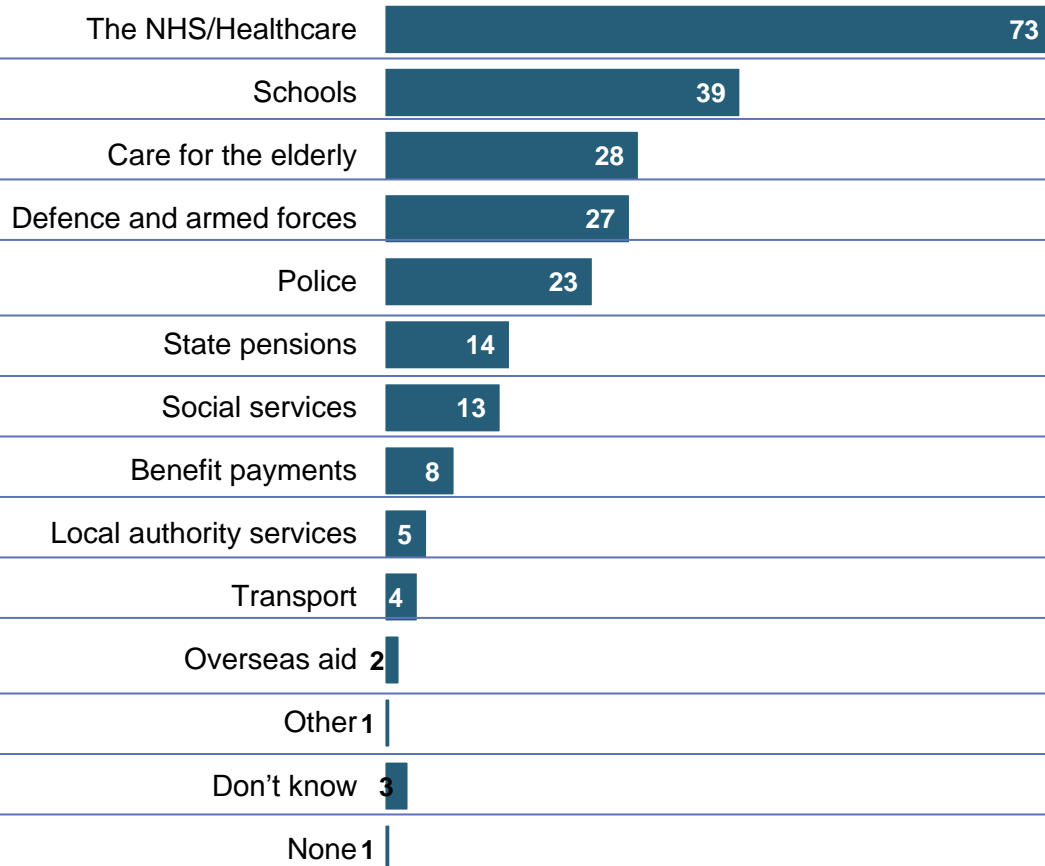
Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI

Areas which should be protected from spending cuts

AND WHICH TWO OR THREE, IF ANY, DO YOU THINK SHOULD BE MOST PROTECTED FROM CUTS?

32



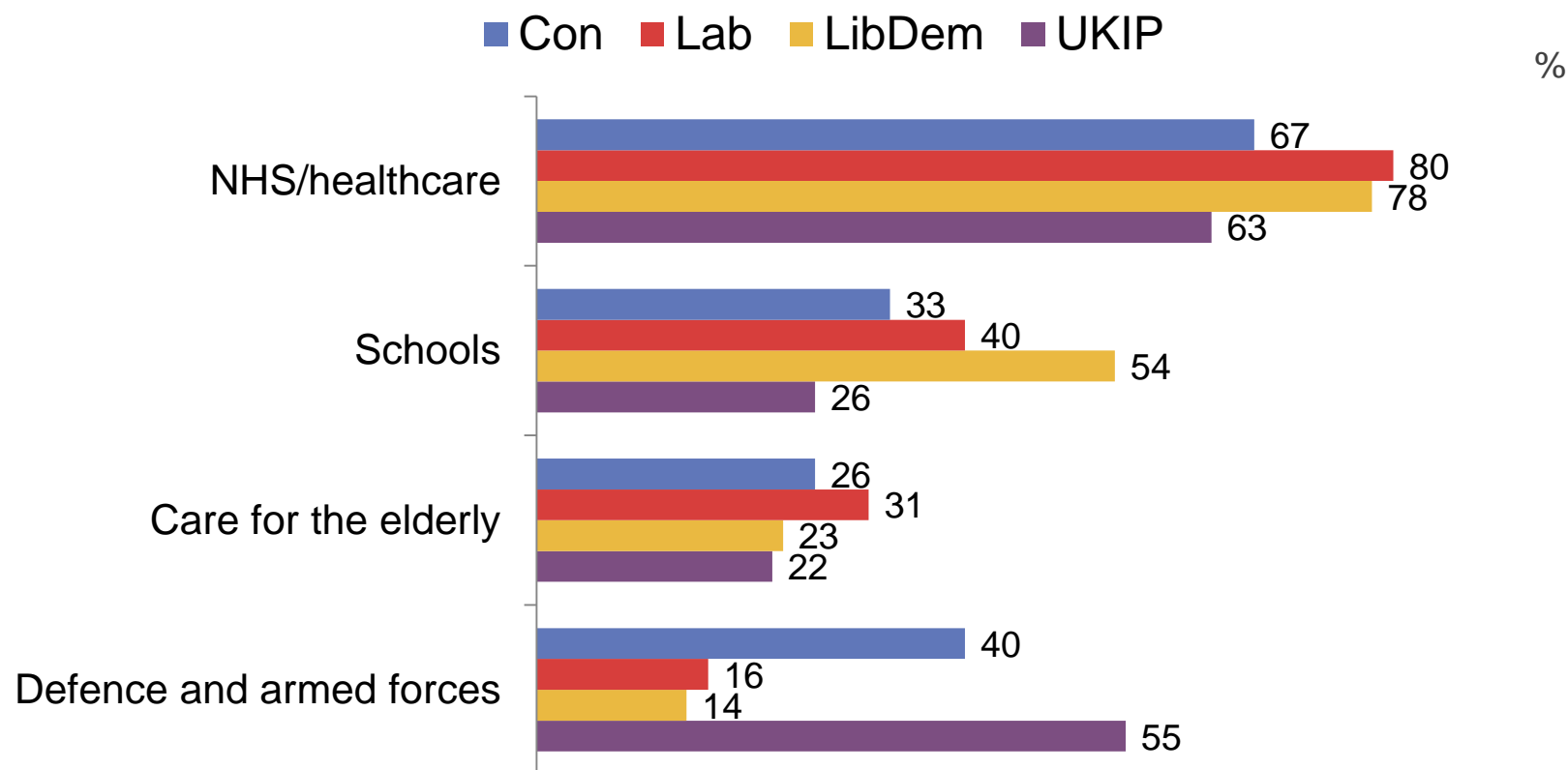
Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI Political Monitor

Different party supporters' priorities to protect from cuts

AND WHICH TWO OR THREE, IF ANY, DO YOU THINK SHOULD BE MOST PROTECTED FROM CUTS?

33



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI

2015

NEXT CONSERVATIVE LEADER

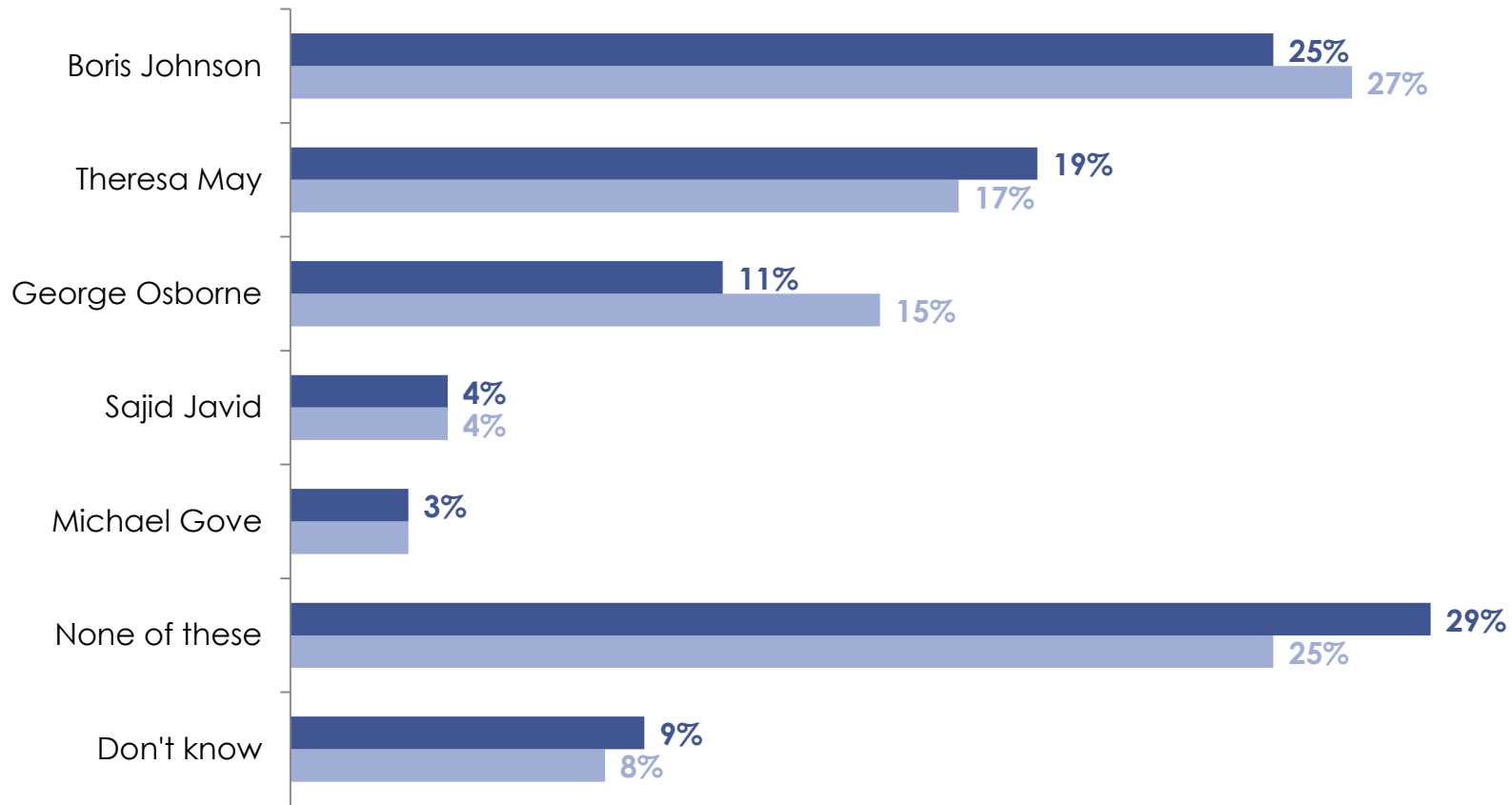
Next Conservative leader

AS YOU MAY KNOW, DAVID CAMERON HAS SAID THAT HE WILL STEP DOWN AS LEADER OF THE CONSERVATIVE PARTY BEFORE THE NEXT GENERAL ELECTION IN 2020. WHICH ONE OF THE FOLLOWING POLITICIANS I AM GOING TO READ OUT, IF ANY, WOULD MAKE YOU MOST LIKELY TO VOTE FOR THE CONSERVATIVE PARTY IF THEY WERE LEADER

35

SEPTEMBER 2015

NOVEMBER 2015



Base: 1,021 British adults 18+, 14th – 17th November

Source: Ipsos MORI

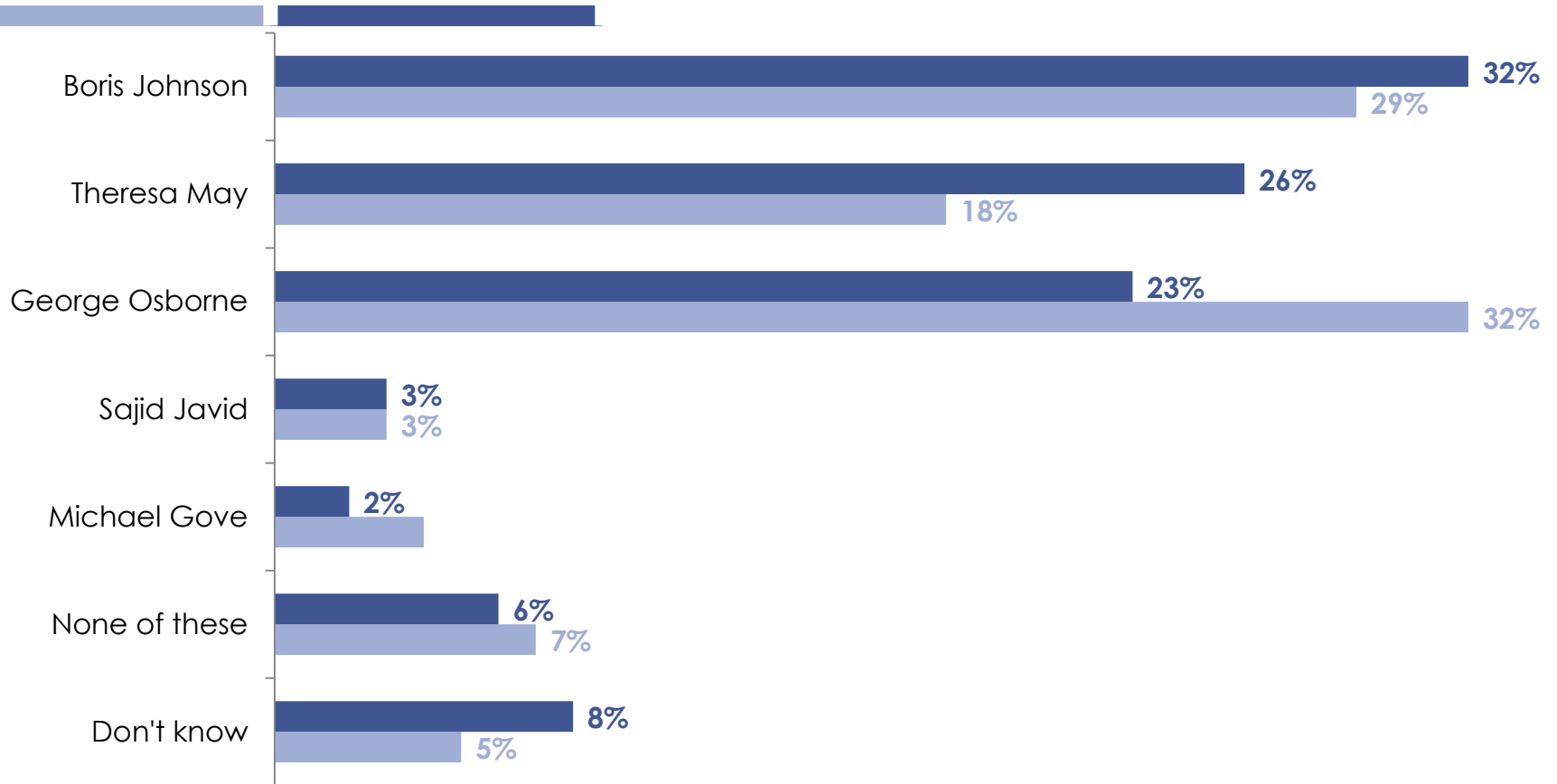
Next Conservative leader amongst Conservative supporters

AS YOU MAY KNOW, DAVID CAMERON HAS SAID THAT HE WILL STEP DOWN AS LEADER OF THE CONSERVATIVE PARTY BEFORE THE NEXT GENERAL ELECTION IN 2020. WHICH ONE OF THE FOLLOWING POLITICIANS I AM GOING TO READ OUT, IF ANY, WOULD MAKE YOU MOST LIKELY TO VOTE FOR THE CONSERVATIVE PARTY IF THEY WERE LEADER

36

SEPTEMBER 2015

NOVEMBER 2015



Base: 307 Conservative supporters 18+, 14th – 17th November

Source: Ipsos MORI

2015

POLITICAL MONITOR

