

2015

POLITICAL MONITOR



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

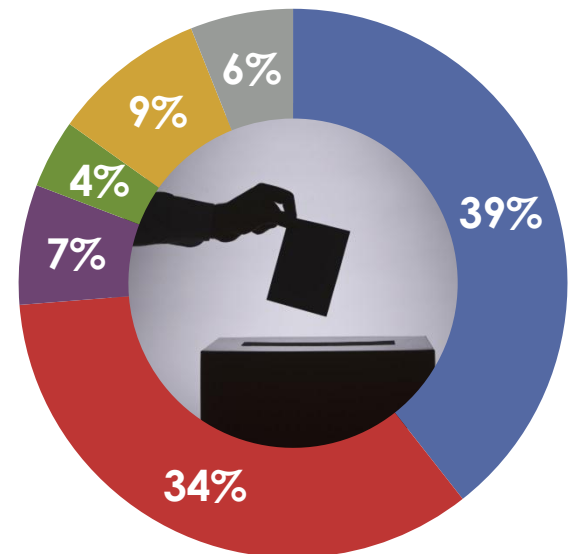
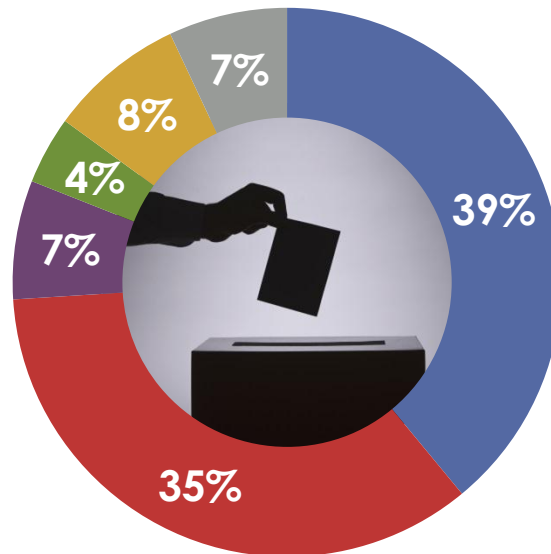
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +4

Conservative lead = +5

Base: 1,255 British adults 18+, 19th – 22nd September 2015, all 9/10 certain to vote and always/usually/it depends vote in General Elections = 941 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

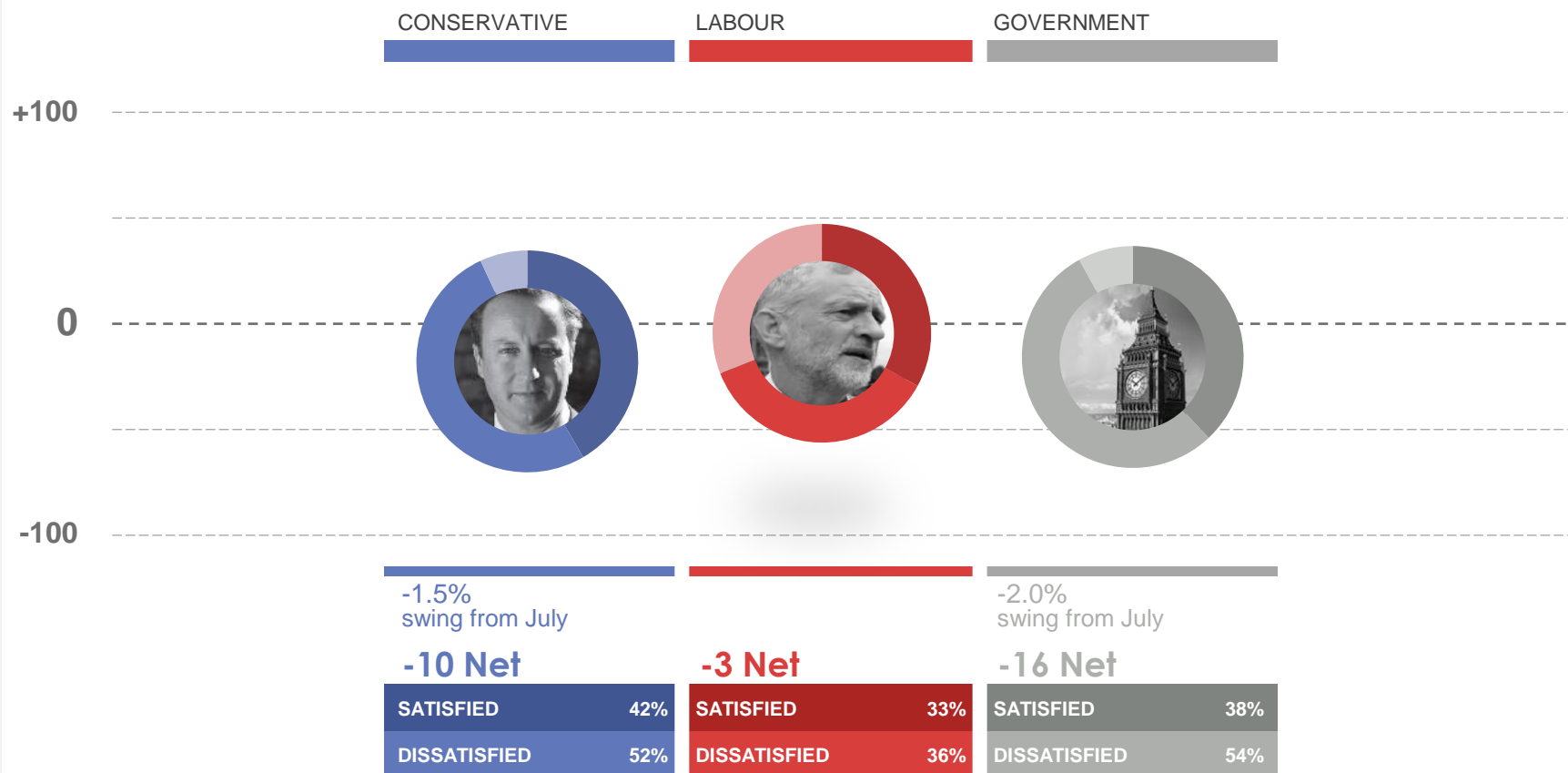
2015

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

5



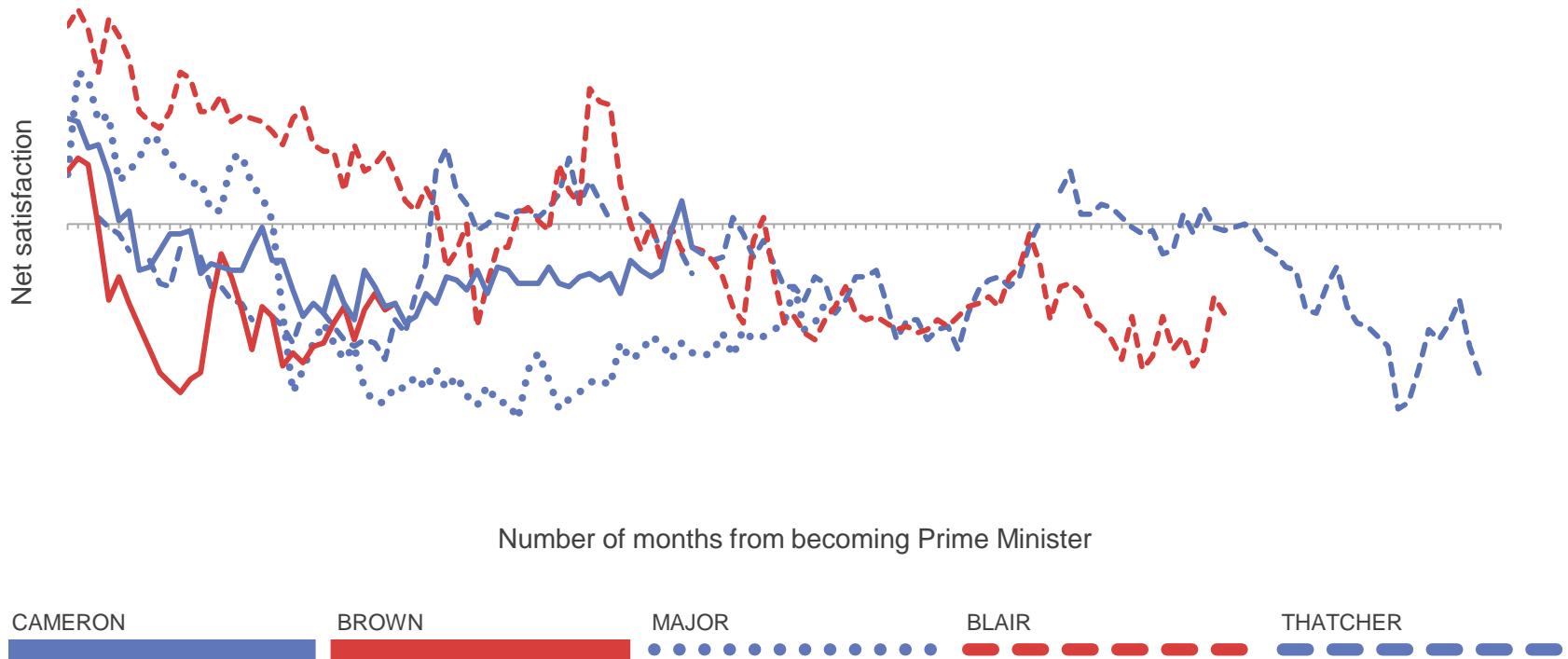
Base: 1,255 British adults 18+, 19th – 22nd September 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied” Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

AS PRIME MINISTER?

6



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)

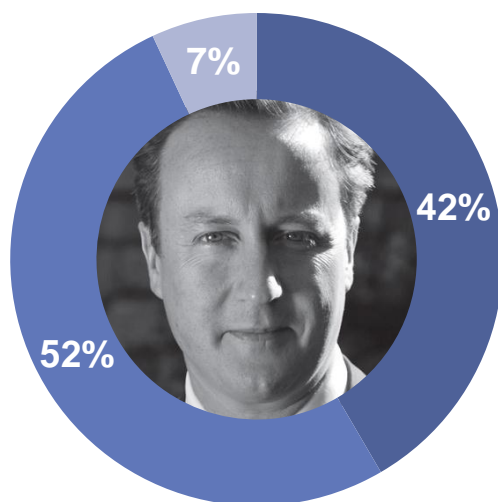
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

7

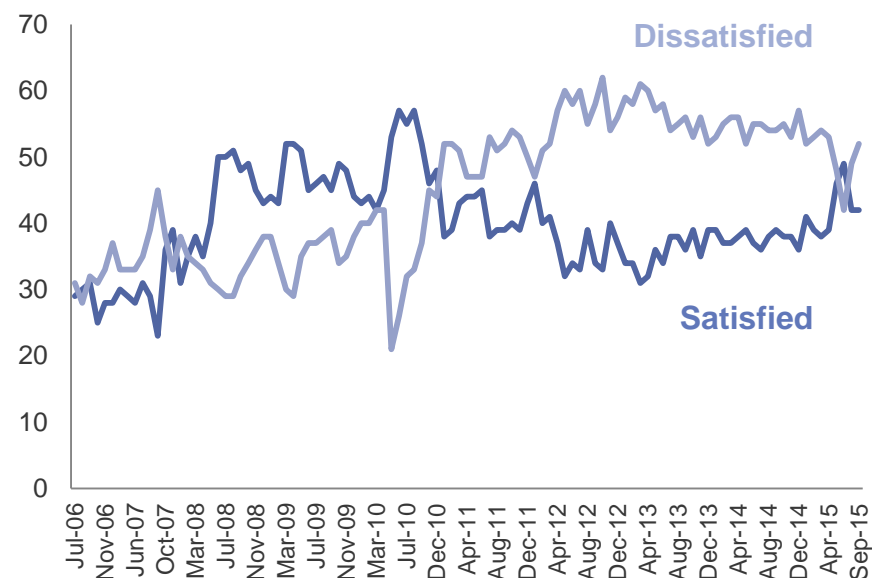
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

September 2015

July 2006 – September 2015



SATISFIED	42%
DISSATISFIED	52%
DON'T KNOW	7%
Net = -10	



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

Base: 1,255 British adults 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

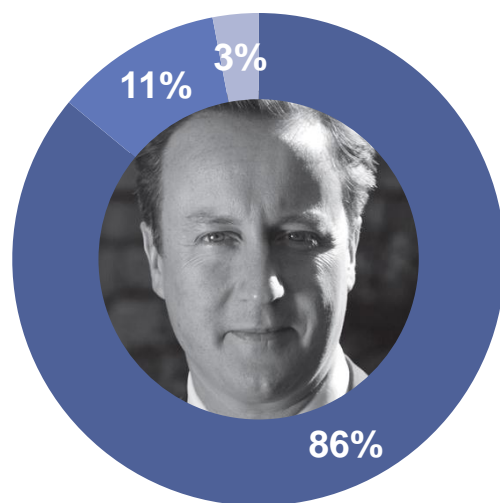
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

8

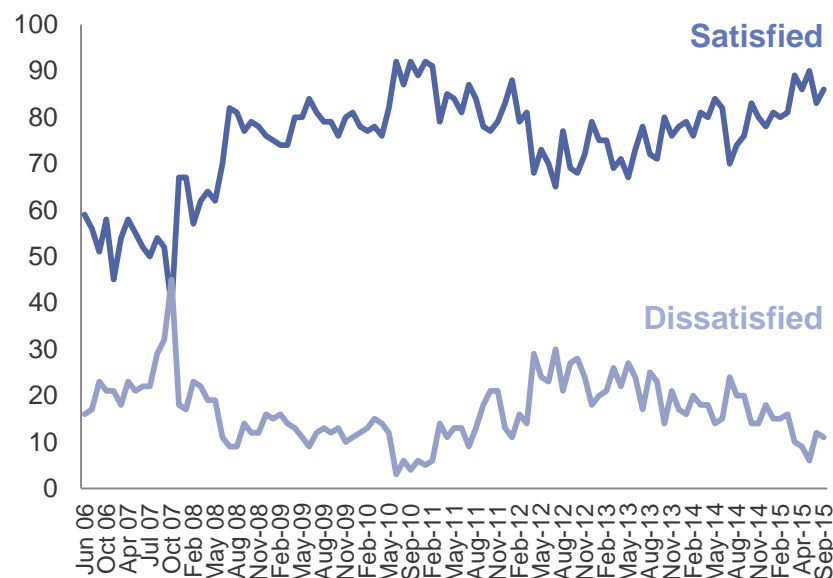
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

September 2015

May 2006 – September 2015



SATISFIED	86%
DISSATISFIED	11%
DON'T KNOW	3%
Net = +65	



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

Base: 395 Conservative supporters 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

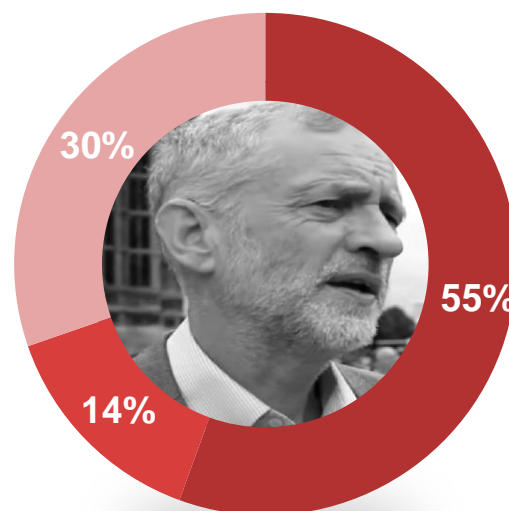
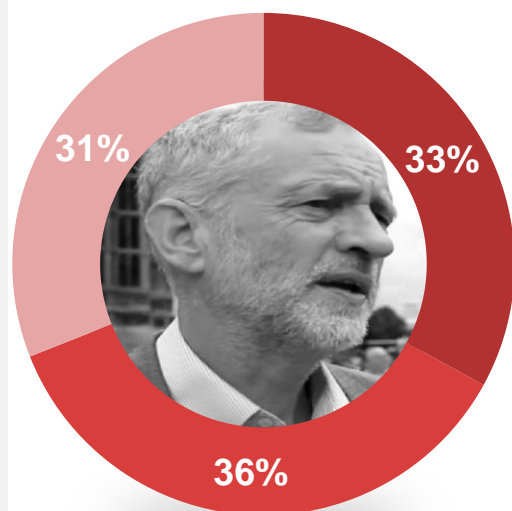
Jeremy Corbyn (satisfaction)

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

9

September 2015

Labour supporters only



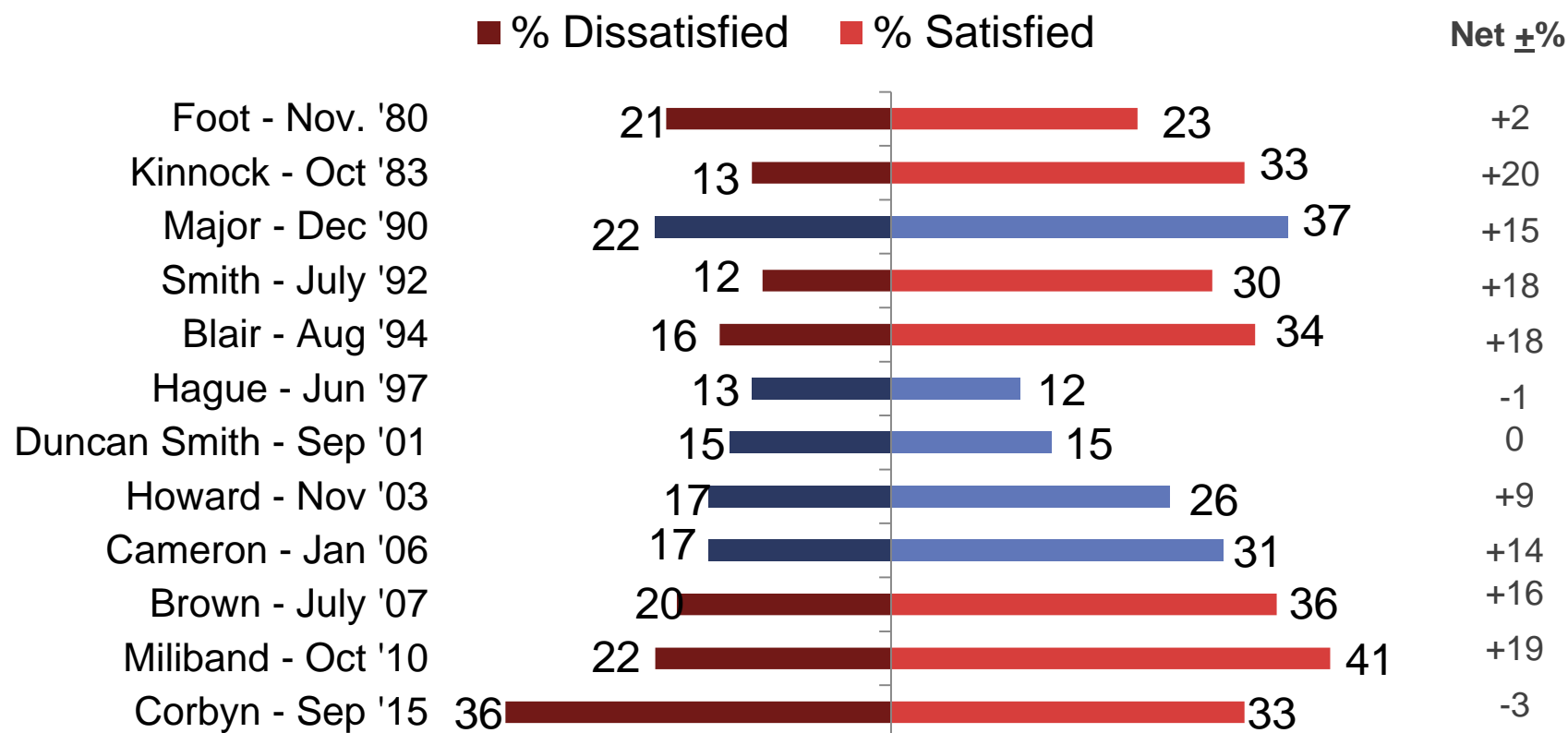
Base: 1,255 British adults; 408 Labour supporters 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Con and Lab leaders' first Ipsos MORI ratings

HOW SATISFIED ARE DISSATISFIED ARE YOU WITH THE WAY IS DOING THEIR JOB AS PRIME MINISTER/LEADER OF THE XX PARTY?

10



c. 1,000 British adults aged 18+ each month

Source: Ipsos MORI Political Monitor

2015

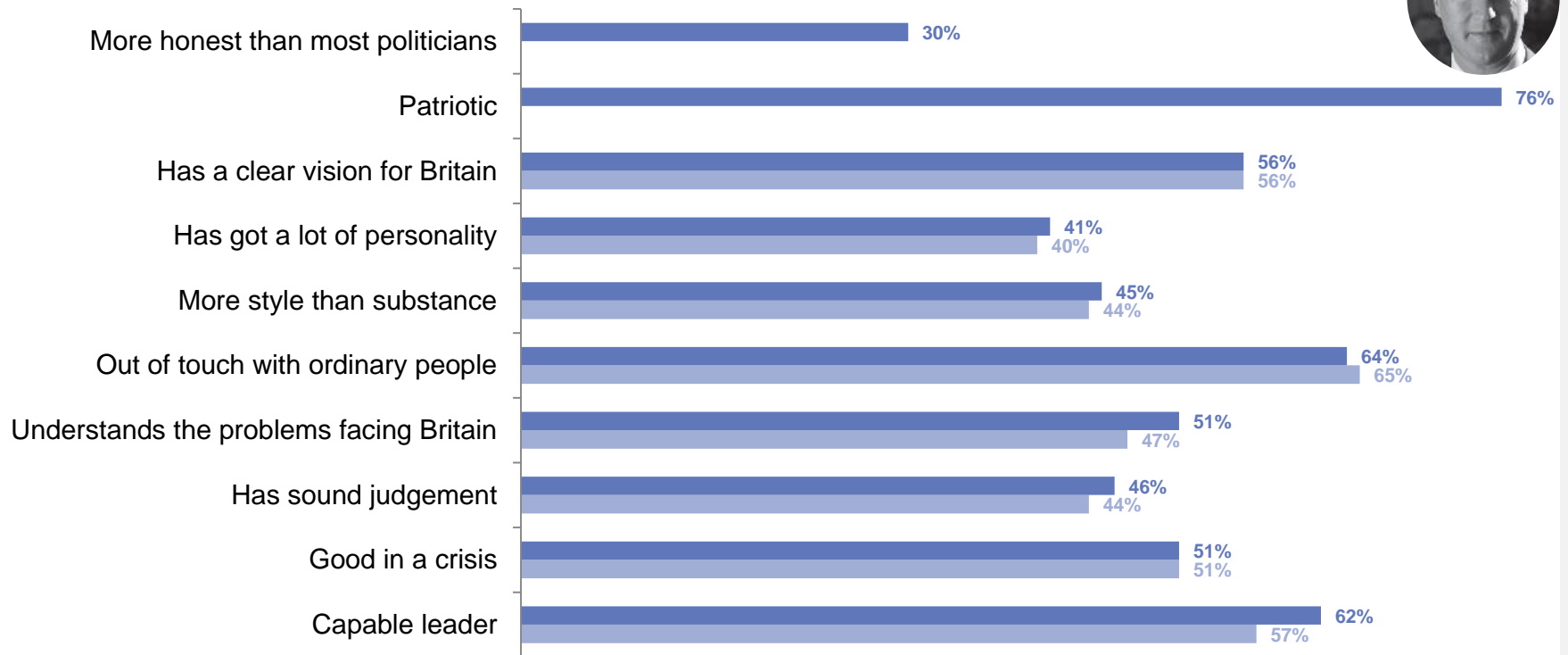
LEADER IMAGE

Leader Image – David Cameron

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS.

12

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO DAVID CAMERON?



SEPTEMBER 2015

APRIL 2015

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

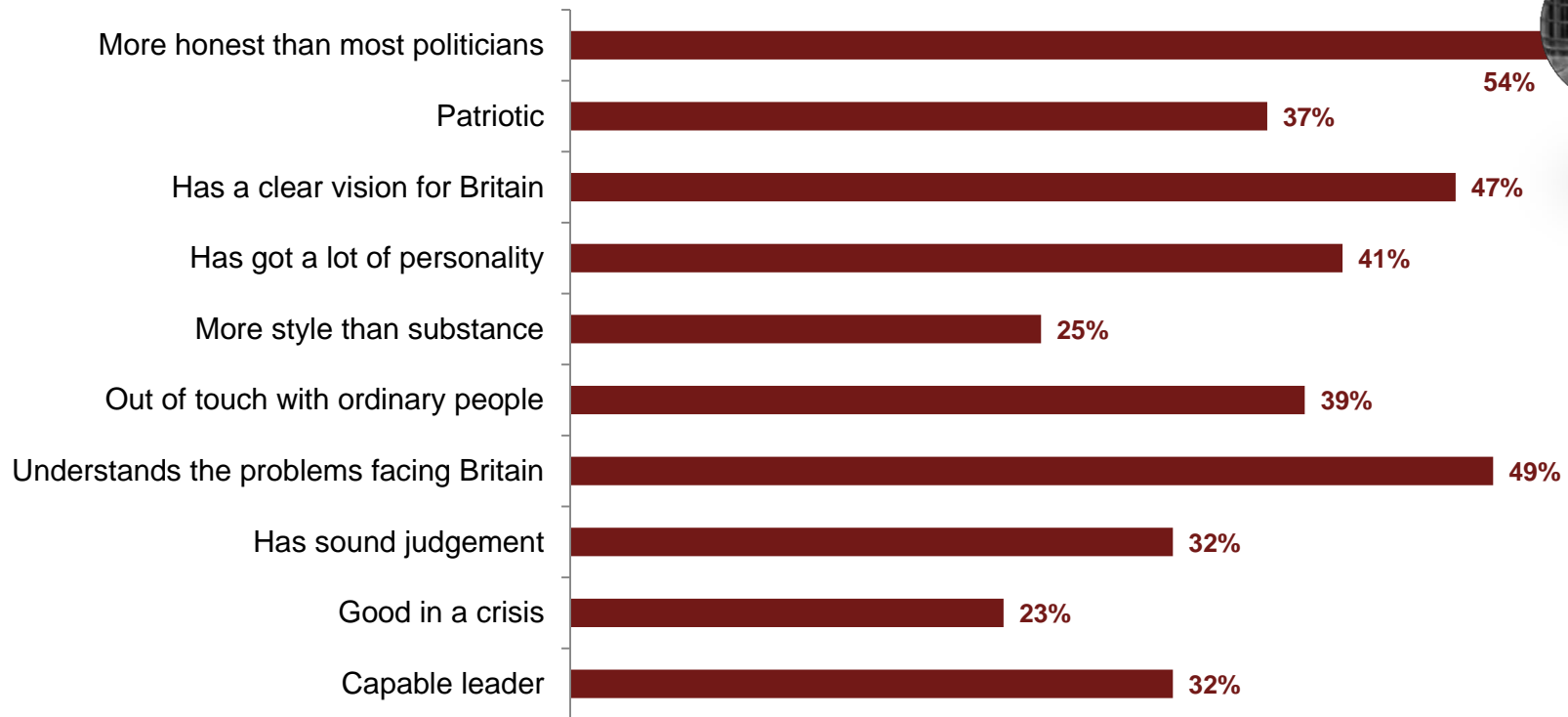
Source: Ipsos MORI Political Monitor

Leader Image – Jeremy Corbyn

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS.

13

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO JEREMY CORBYN?



SEPTEMBER 2015

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

2015

PARTIES AND THEIR LEADERS

Leaders and their parties – David Cameron

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

15

...DAVID CAMERON AND THE CONSERVATIVE PARTY?

September 2015

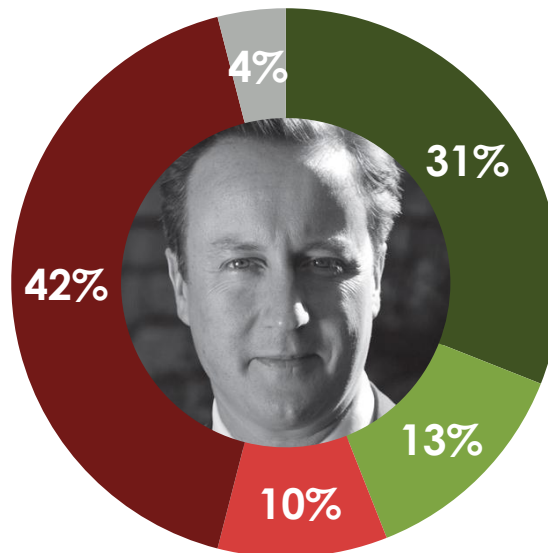
I LIKE HIM AND I
LIKE HIS PARTY

I LIKE HIM BUT I DO
NOT LIKE HIS
PARTY

I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Total like him

Total do not like him

Total like his party

Total do not like his party

**Cameron & the
Conservative Party**

%

**Change
since
March
2015**

**September
2015**

Total like him	44	+5
Total do not like him	52	-2
Total like his party	41	+11
Total do not like his party	55	-5

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

Leaders and their parties – Jeremy Corbyn

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

16

...JEREMY CORBYN AND THE LABOUR PARTY?

September 2015

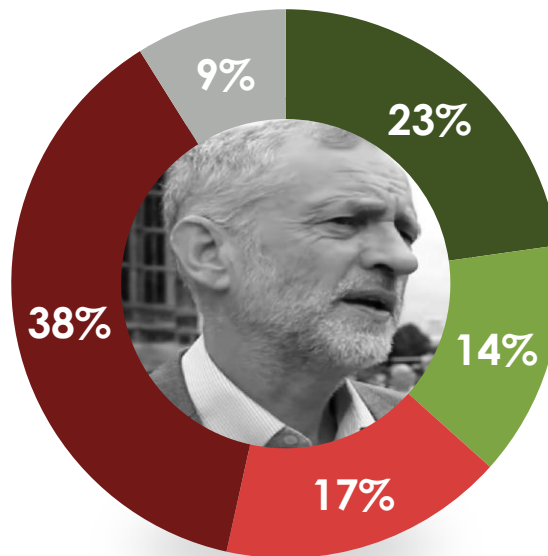
I LIKE HIM AND I
LIKE HIS PARTY

I LIKE HIM BUT I DO
NOT LIKE HIS
PARTY

I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Corbyn & the
Labour Party

%

September
2015

Total like him

37

Total do not like him

55

Total like his party

40

Total do not like his party

52

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

2015

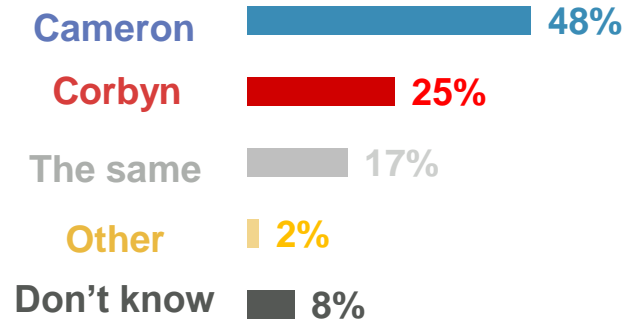
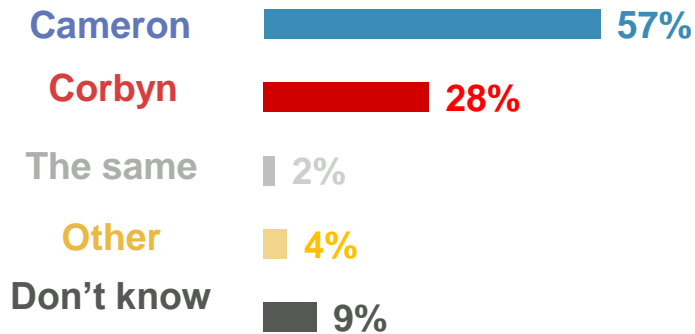
MOST CAPABLE PM

Most capable PM

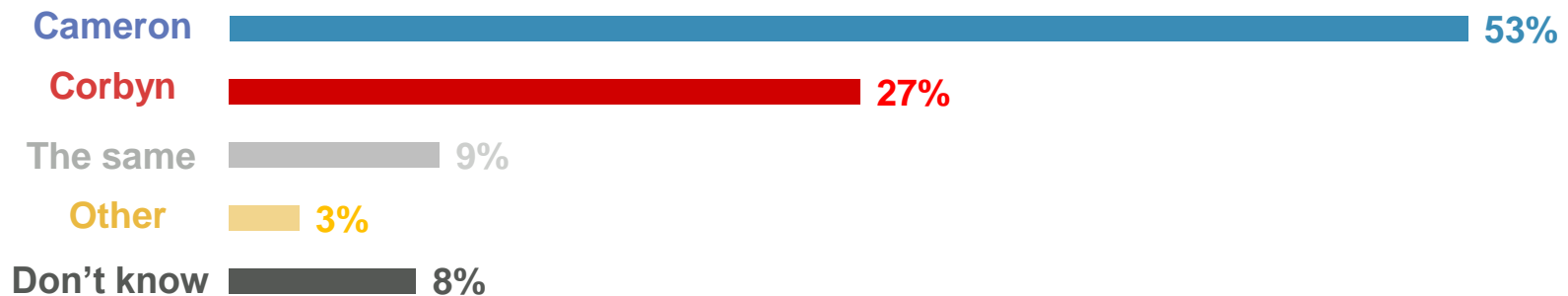
VERSION 1: WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, DAVID CAMERON OR JEREMY CORBYN?

VERSION 2: WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, DAVID CAMERON OR JEREMY CORBYN OR ARE THEY THE SAME?

18



COMBINED



Base: Split-sample: 632 British adults 18+ v1, 623 v2, 19th – 22nd September 2015.

Source: Ipsos MORI Political Monitor

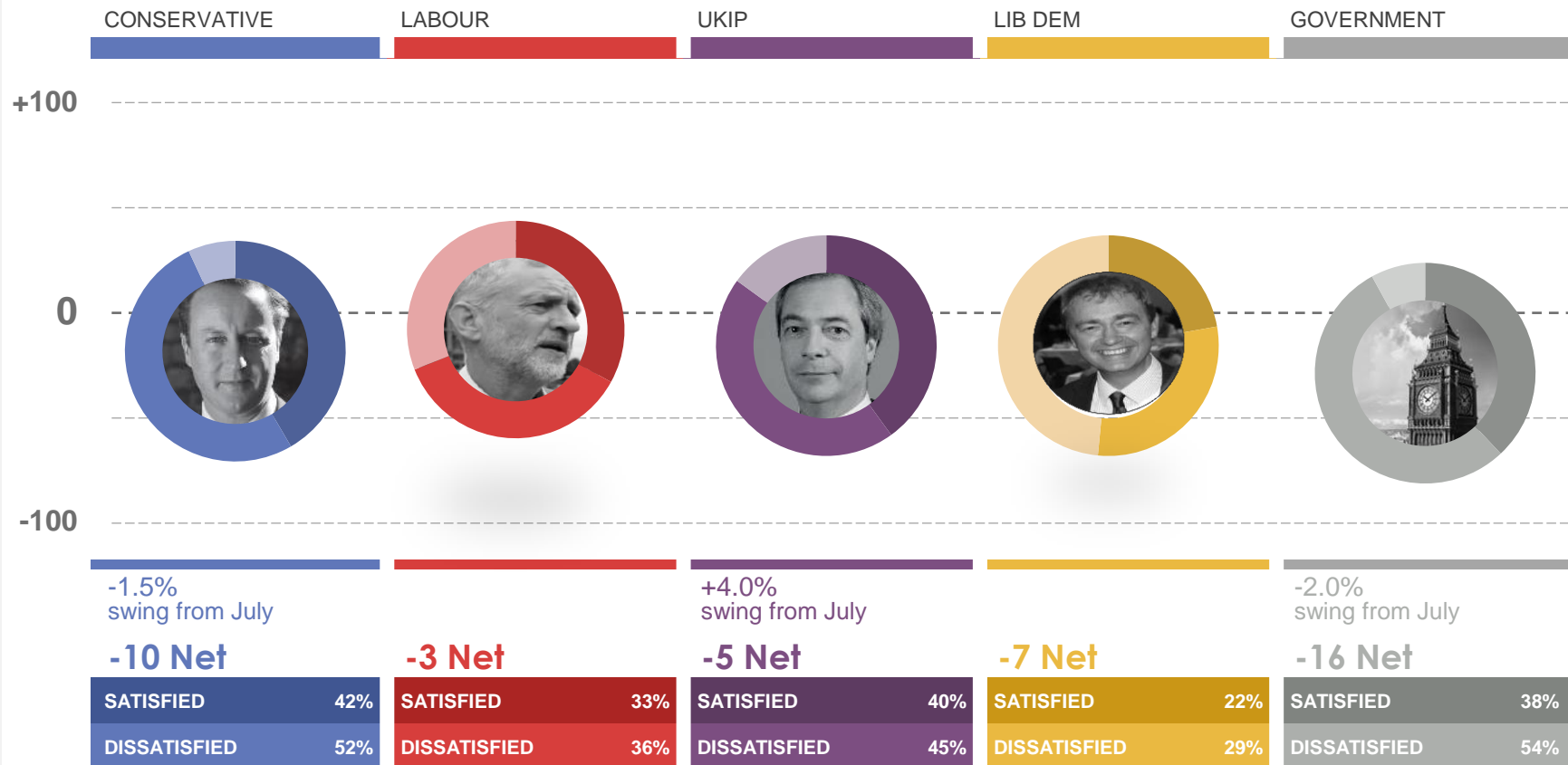
2015

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 THE LIBERAL DEMOCRATS / LEADER OF UKIP?

20



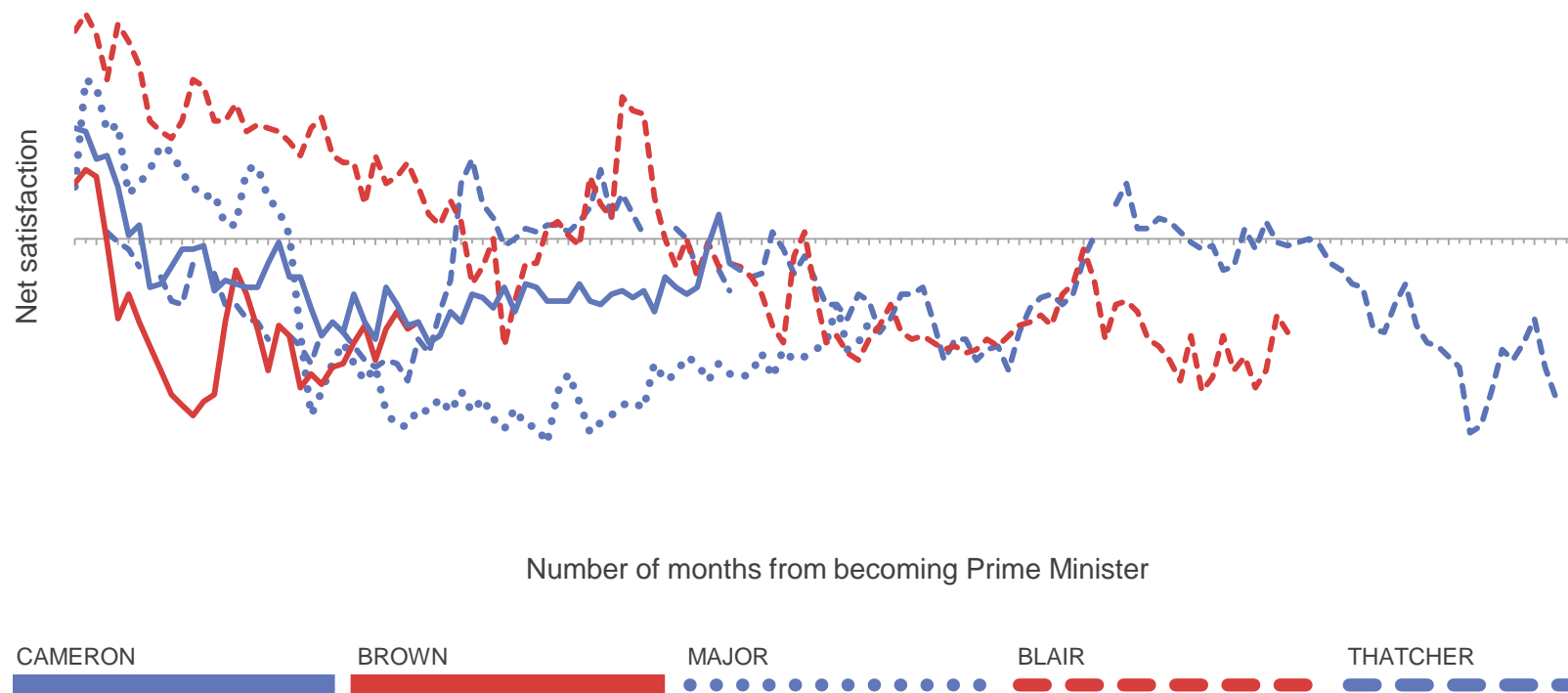
Base: 1,255 British adults 18+, 19th – 22nd September 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied” Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

AS PRIME MINISTER?

21



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)

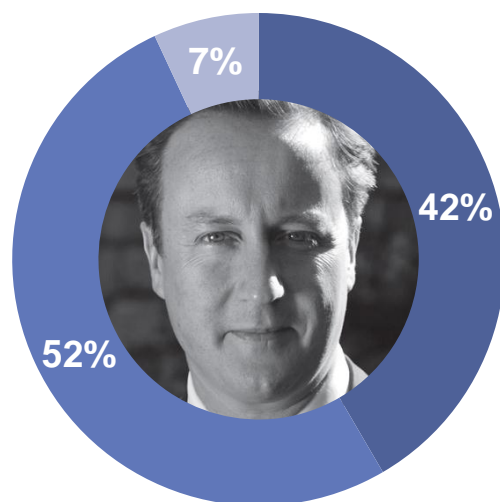
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

22

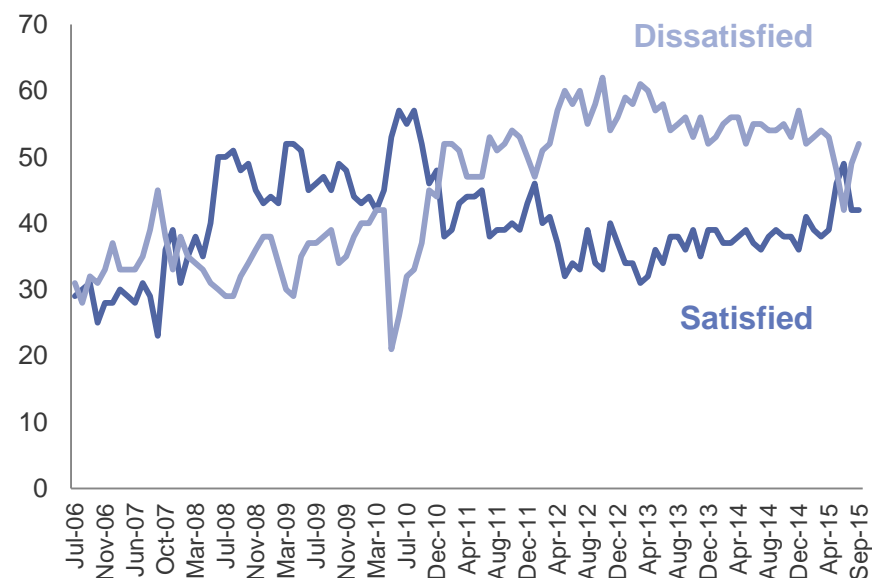
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

September 2015

July 2006 – September 2015



SATISFIED	42%
DISSATISFIED	52%
DON'T KNOW	7%
Net = -10	



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

Base: 1,255 British adults 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

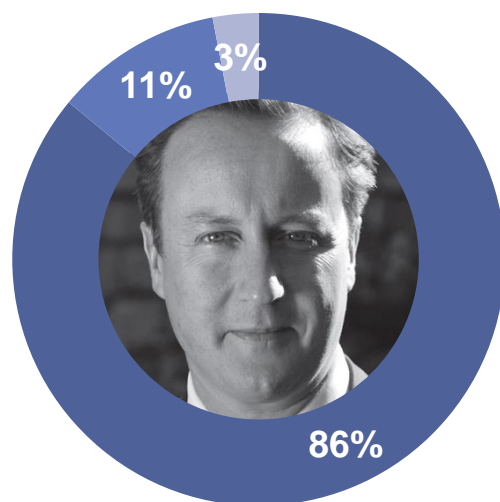
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

23

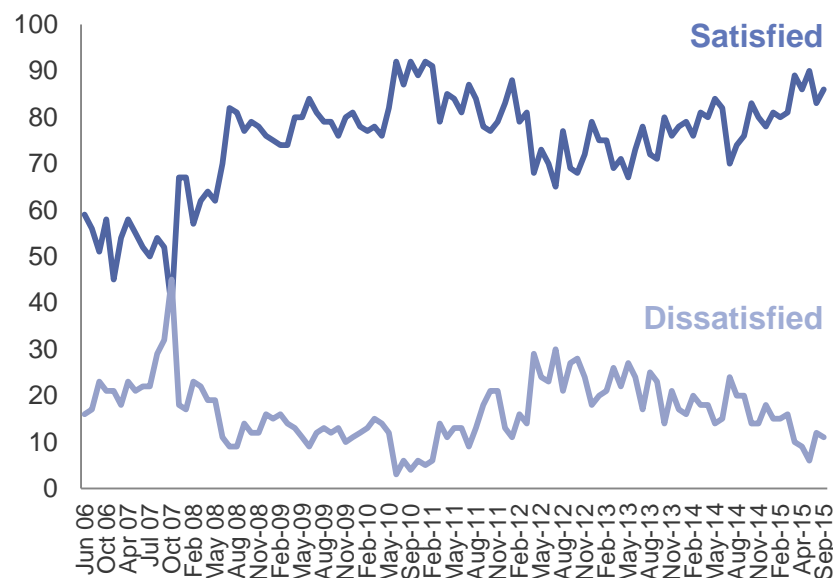
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

September 2015

May 2006 – September 2015



SATISFIED	86%
DISSATISFIED	11%
DON'T KNOW	3%
Net = +65	



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

Base: 395 Conservative supporters 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

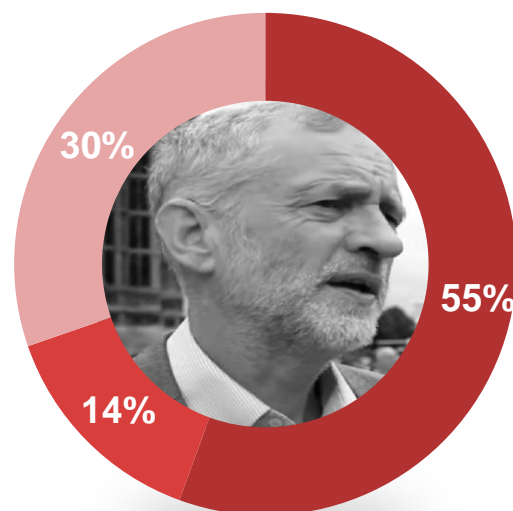
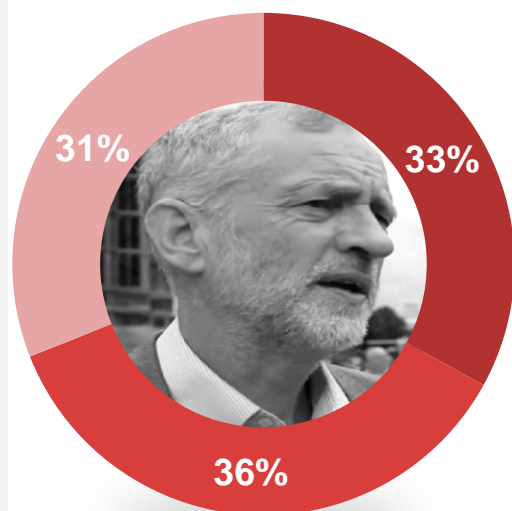
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMEY CORBYN IS DOING HIS JOB

24

AS LEADER OF THE LABOUR PARTY?

September 2015

Labour supporters only



Base: 1,255 British adults; 408 Labour supporters 18+, 18th –20th July 2015

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

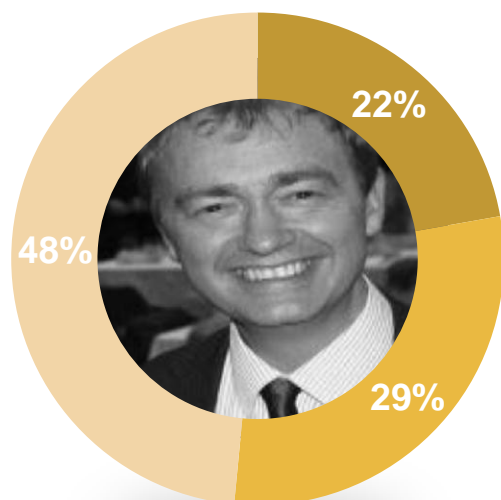
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB

25

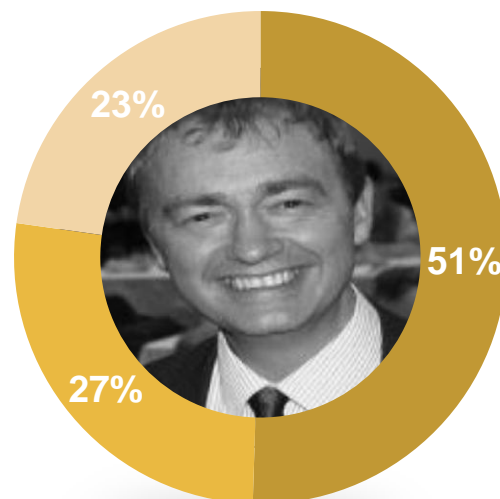
AS LEADER OF THE LIBERAL DEMOCRATS?

September 2015

Lib Dem supporters only



SATISFIED	22%
DISSATISFIED	29%
DON'T KNOW	48%
Net = -7	



SATISFIED	51%
DISSATISFIED	27%
DON'T KNOW	23%
Net = +24	

Base: 1,255 British adults 18+, 103 Lib Dem supporters 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

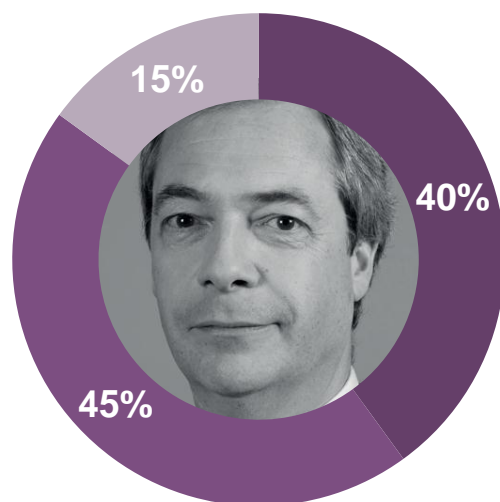
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

26

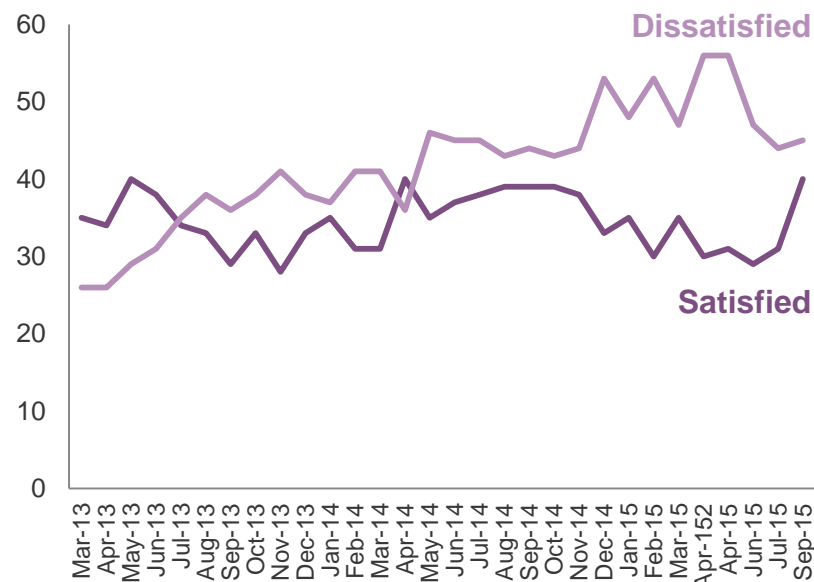
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

September 2015

March 2013 – September 2015



SATISFIED	40%
DISSATISFIED	45%
DON'T KNOW	15%
Net = -5	



Base: 1,255 British adults 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

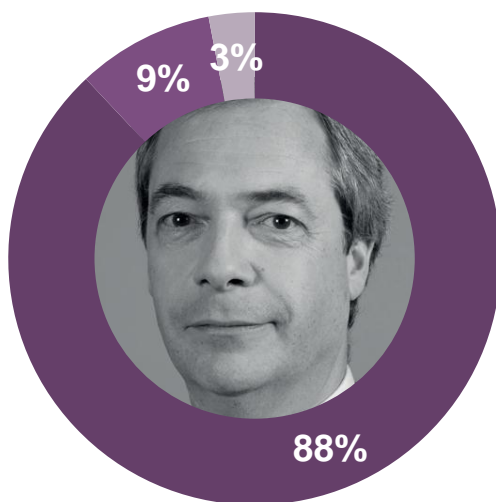
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

27

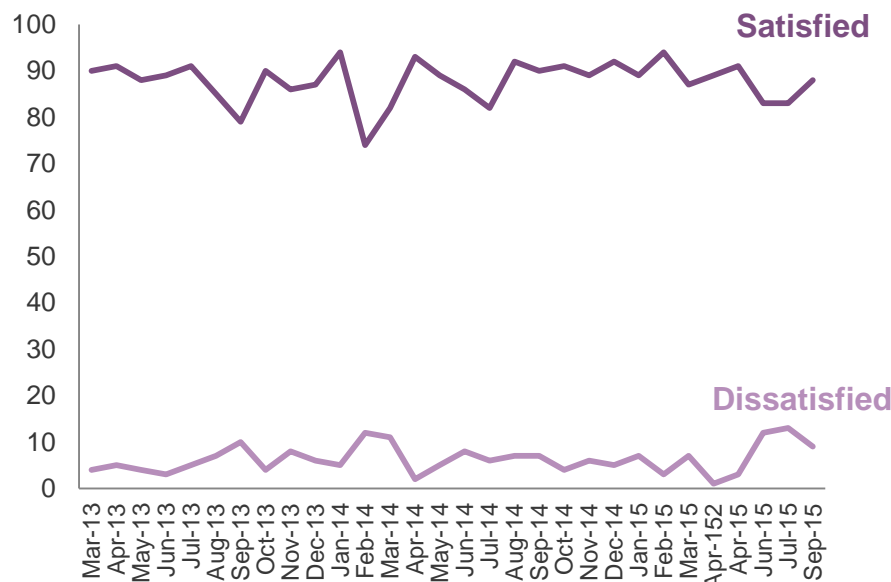
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

September 2015

March 2013 – September 2015



SATISFIED	88%
DISSATISFIED	9%
DON'T KNOW	3%
Net = +79	



Base: 70 UKIP supporters 18+, 19th – 22nd September 2015

Source: Ipsos MORI Political Monitor

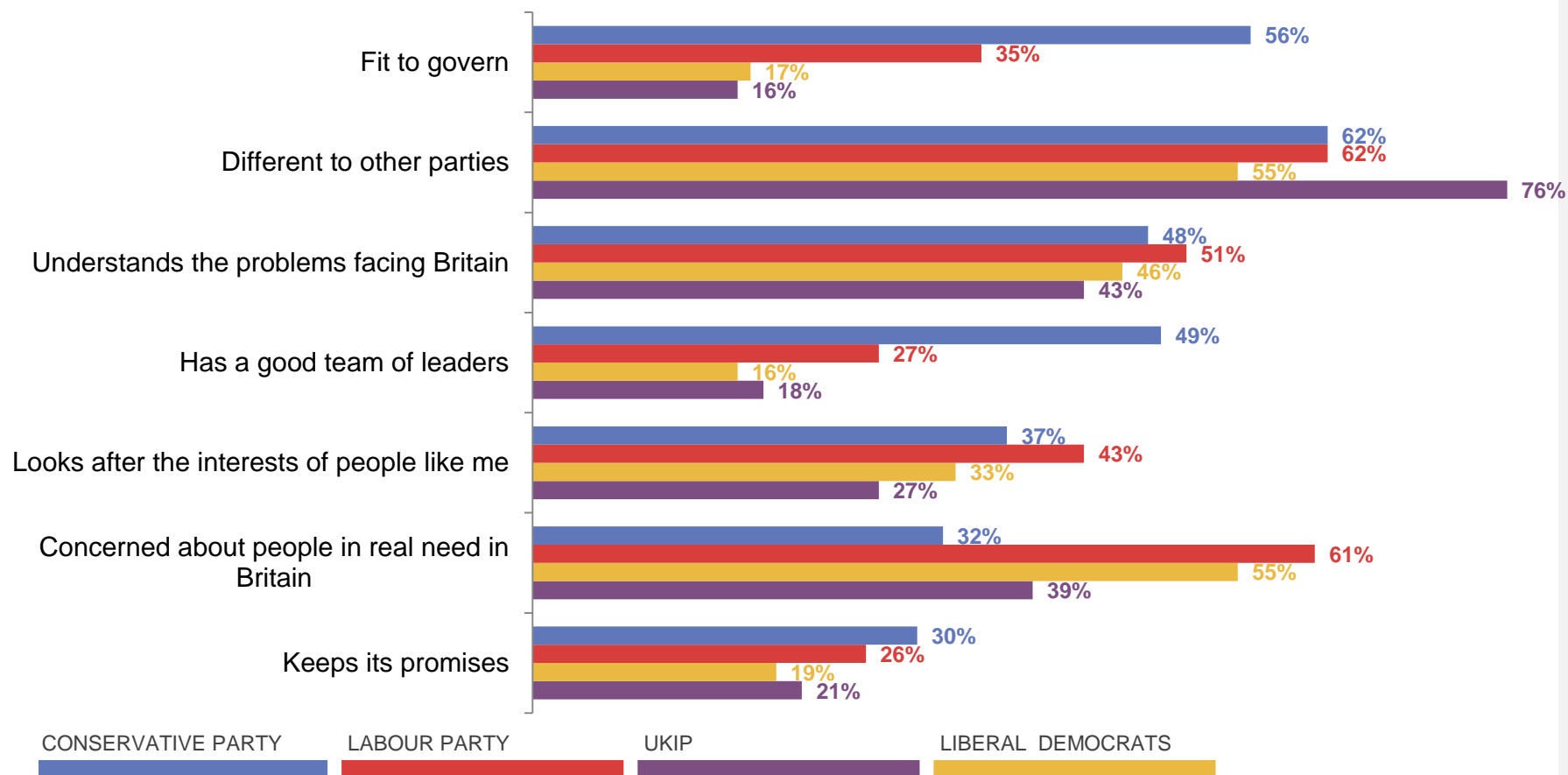
2015

PARTY IMAGE

Party image – positive traits

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO...

29



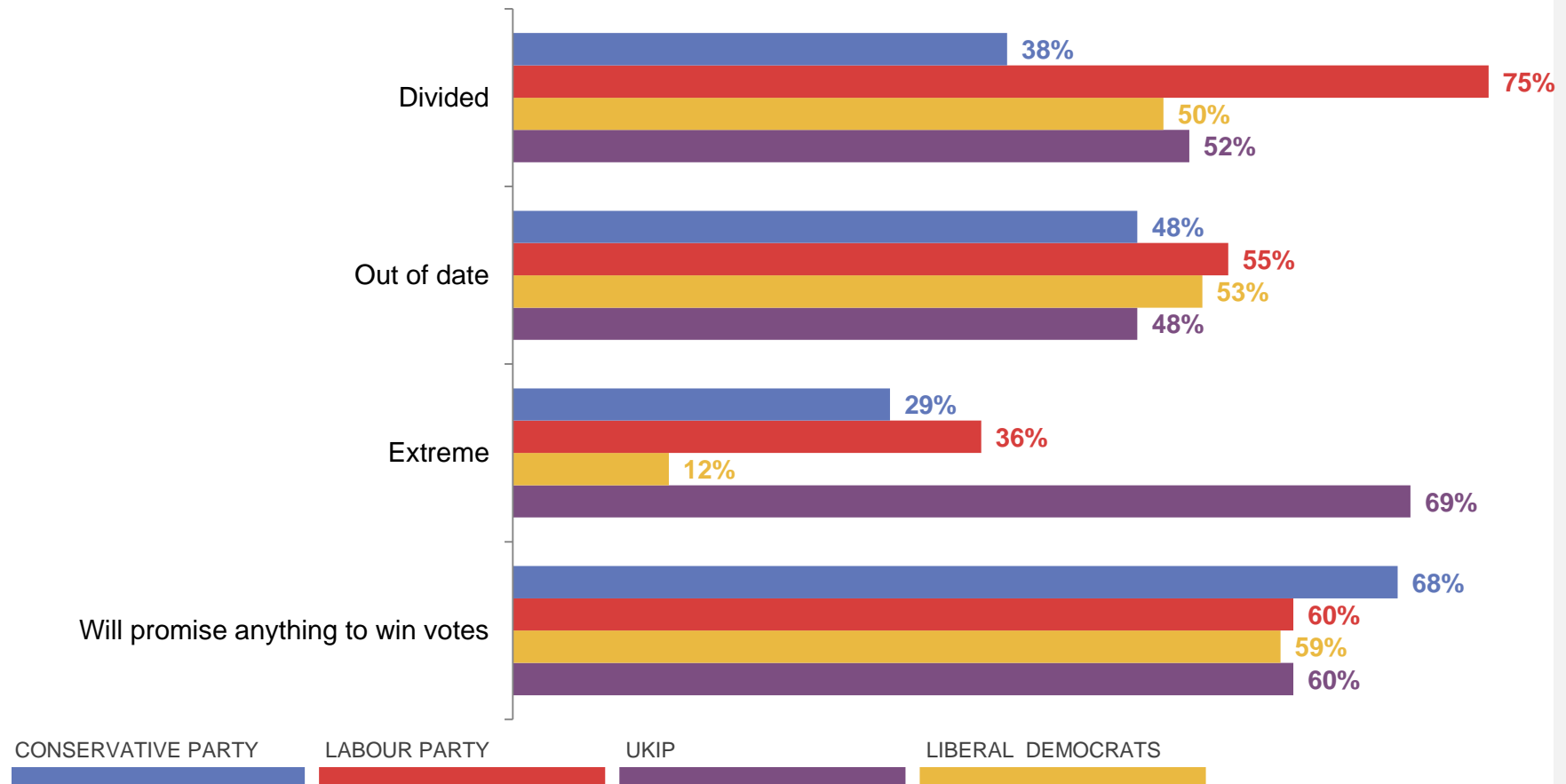
Base: 1,255 British adults 18+, 19th – 22nd September 2015. Split sample for UKIP (623) and Liberal Democrats (632)

Source: Ipsos MORI Political Monitor

Party image – negative traits

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO...

30



Base: 1,255 British adults 18+, 19th – 22nd September 2015. Split sample for UKIP (623) and Liberal Democrats (632)

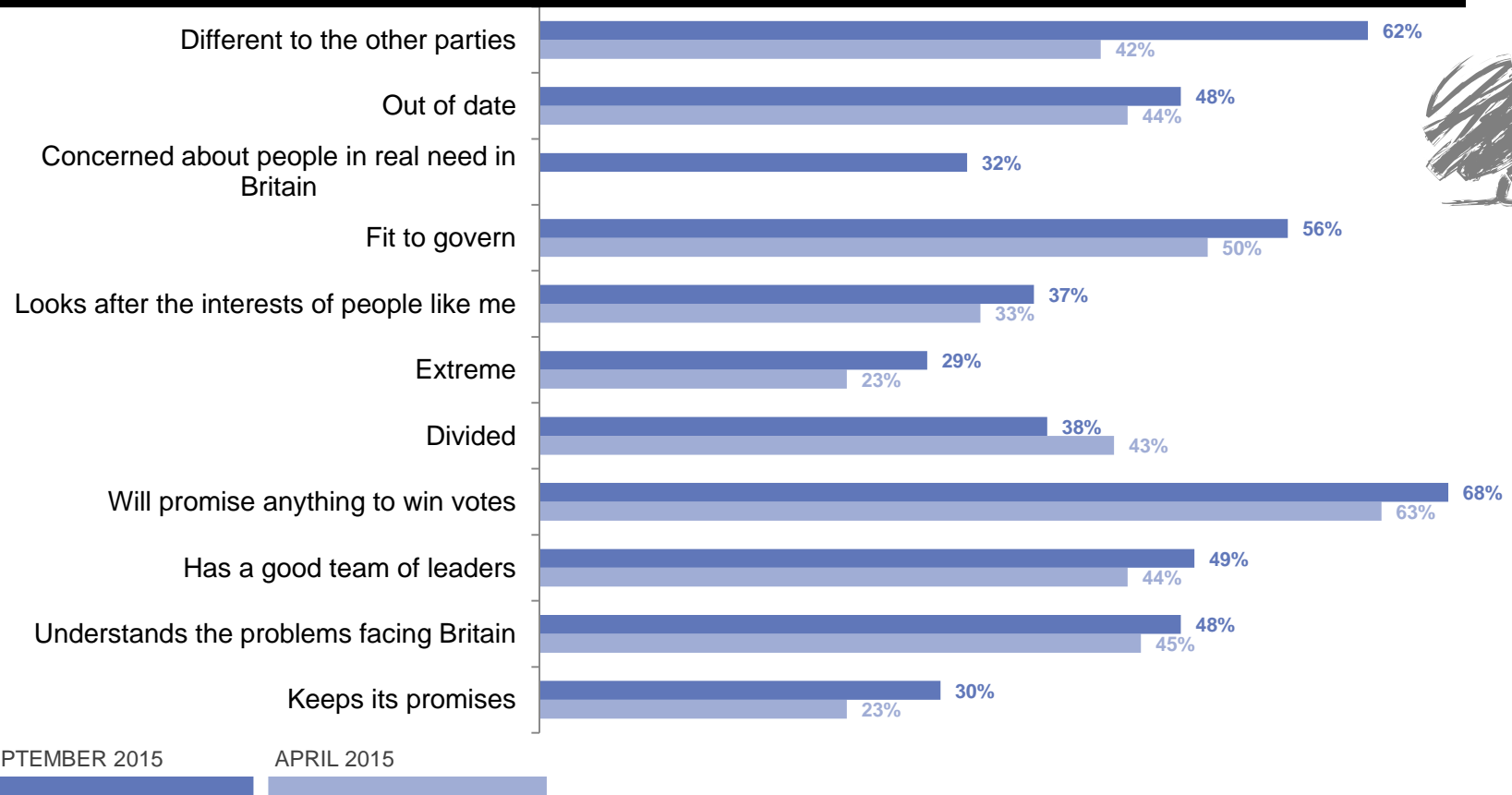
Source: Ipsos MORI Political Monitor

Party Image – the Conservative Party

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES.

31

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THE CONSERVATIVE PARTY?



Base: 1,255 British adults 18+, 19th – 22nd September 2015.

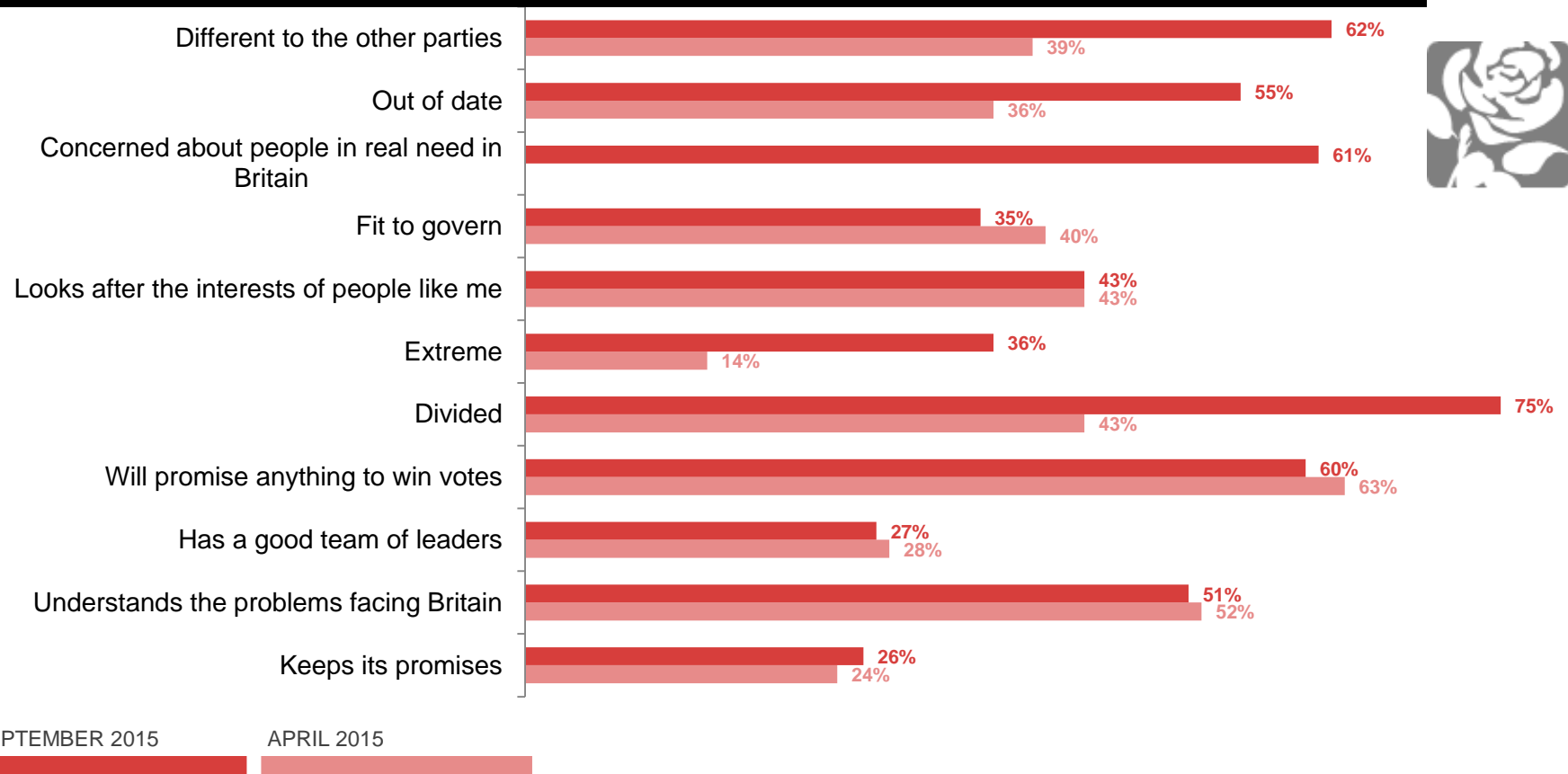
Source: Ipsos MORI Political Monitor

Party Image – the Labour Party

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES.

32

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THE LABOUR PARTY?



Base: 1,255 British adults 18+, 19th – 22nd September 2015.

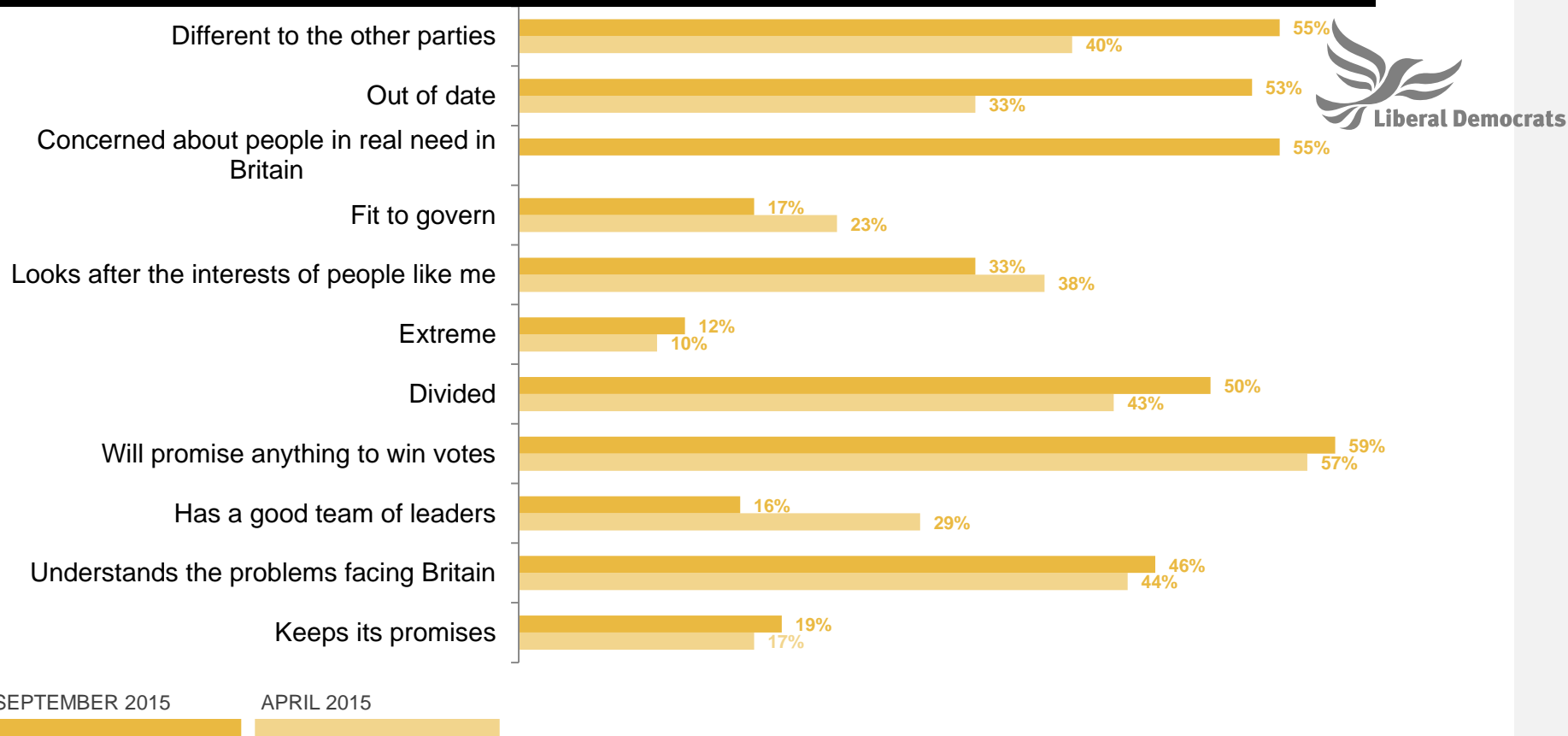
Source: Ipsos MORI Political Monitor

Party Image – the Liberal Democrats

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES.

33

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THE LIBERAL DEMOCRAT PARTY?



Base: 632 British adults 18+, 19th– 22nd September 2015

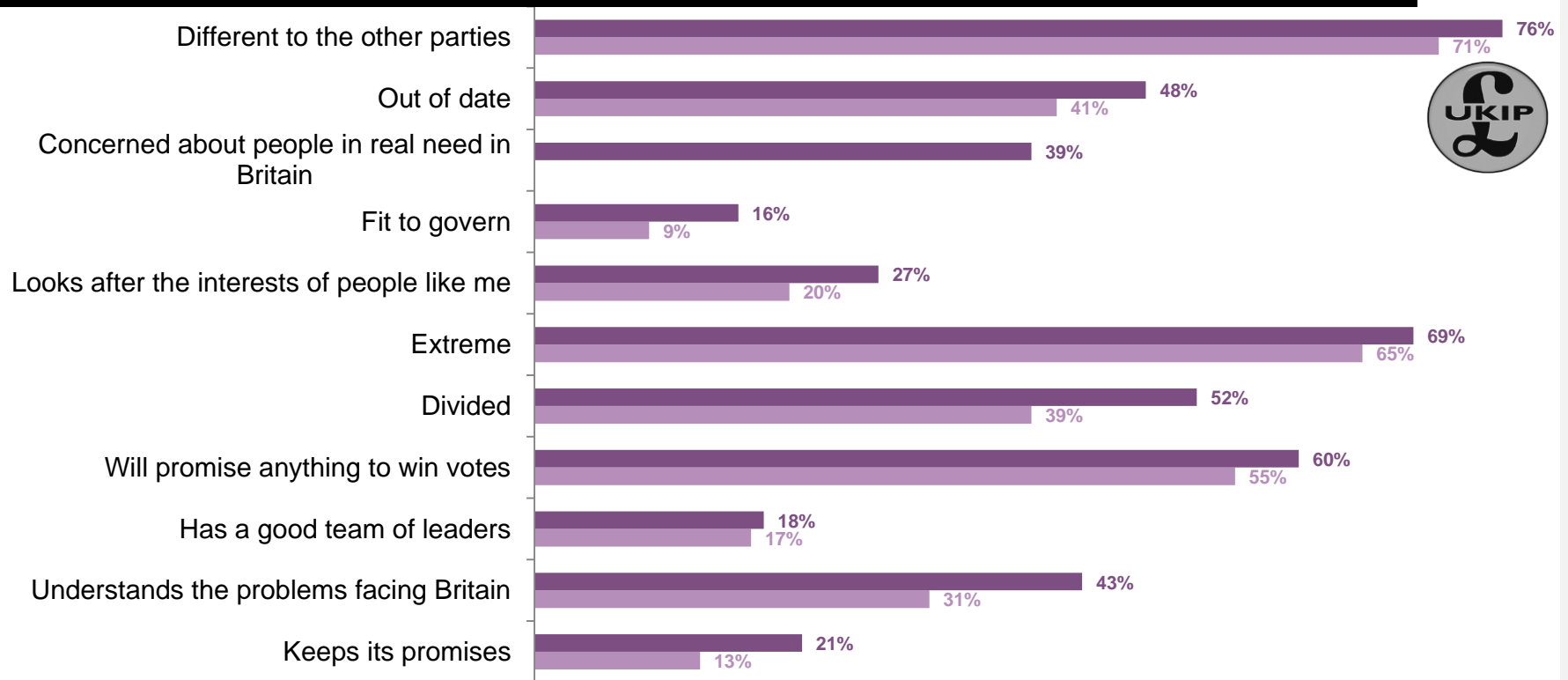
Source: Ipsos MORI Political Monitor

Party Image – UKIP

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICAL PARTIES.

34

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THE UK INDEPENDENCE PARTY?



SEPTEMBER 2015

APRIL 2015

Base: 623 British adults 18+, 19th – 22nd September 2015.

Source: Ipsos MORI Political Monitor

2015

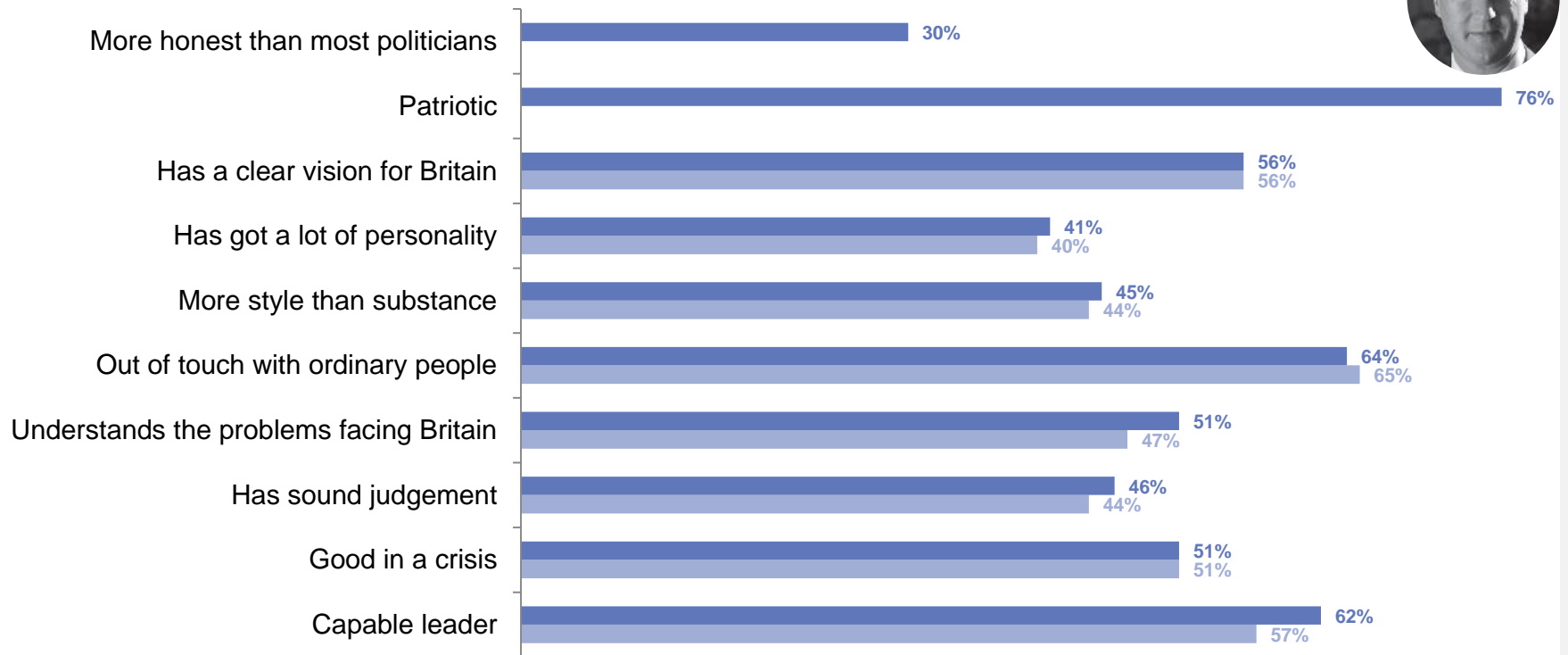
LEADER IMAGE

Leader Image – David Cameron

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS.

36

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO DAVID CAMERON?



SEPTEMBER 2015

APRIL 2015

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

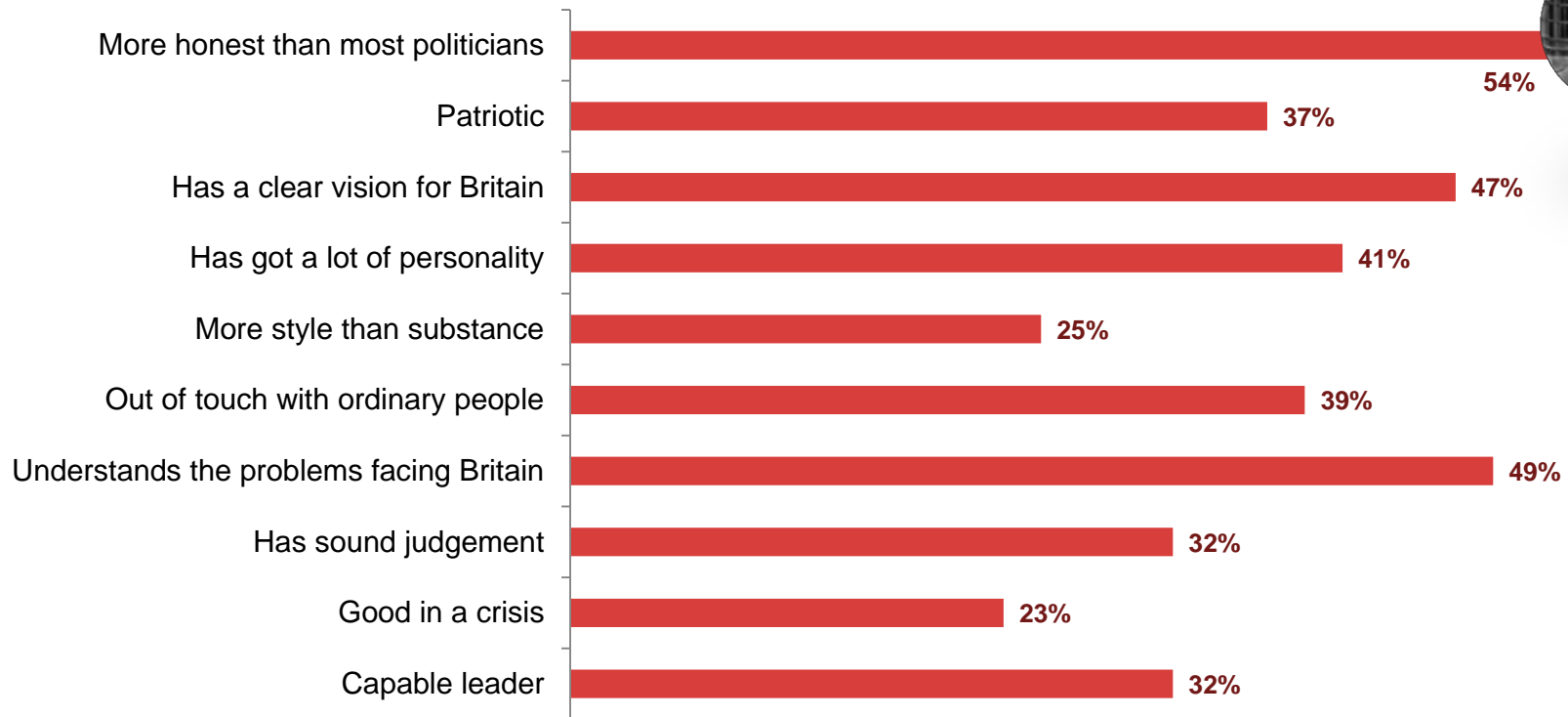
Source: Ipsos MORI Political Monitor

Leader Image – Jeremy Corbyn

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS.

37

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO JEREMY CORBYN?



SEPTEMBER 2015

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

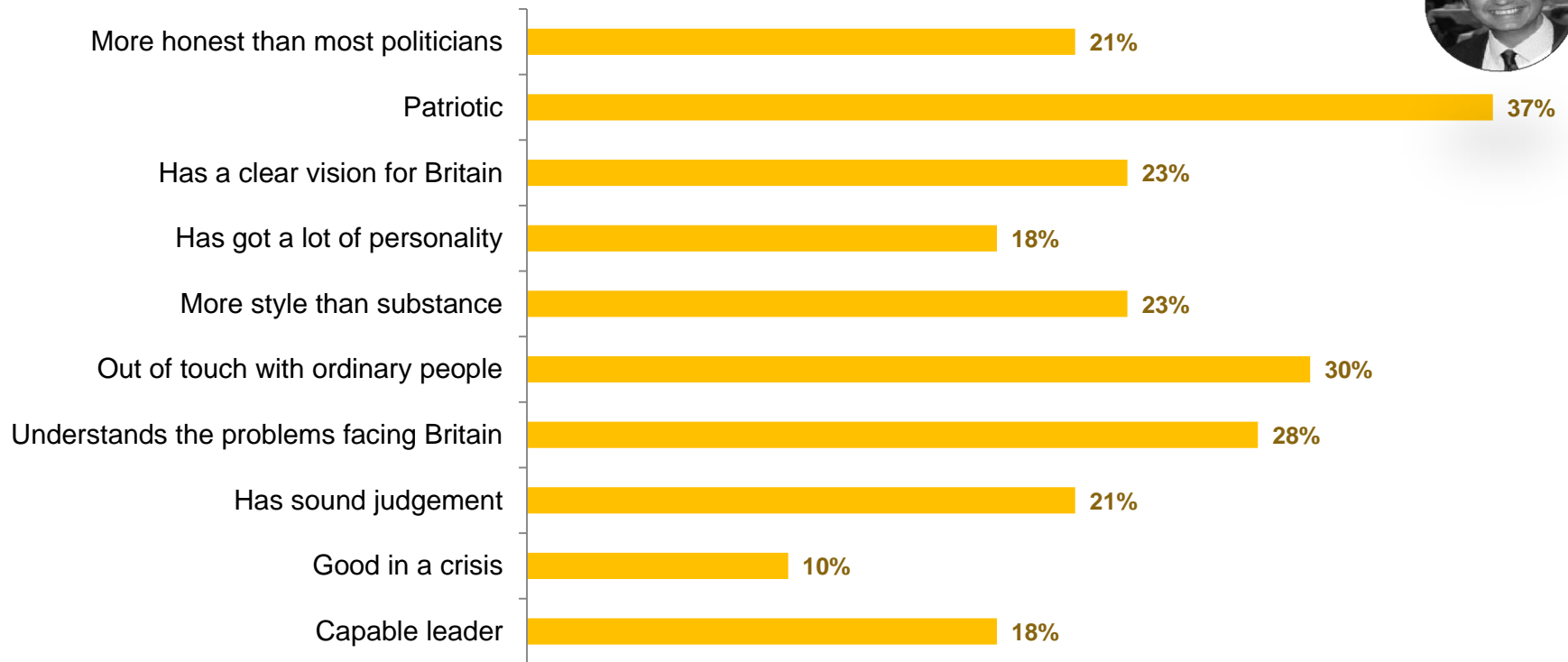
Source: Ipsos MORI Political Monitor

Leader Image – Tim Farron

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38

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO TIM FARRON?



SEPTEMBER 2015

Base: 632 British adults 18+, 19th– 22nd September 2015.

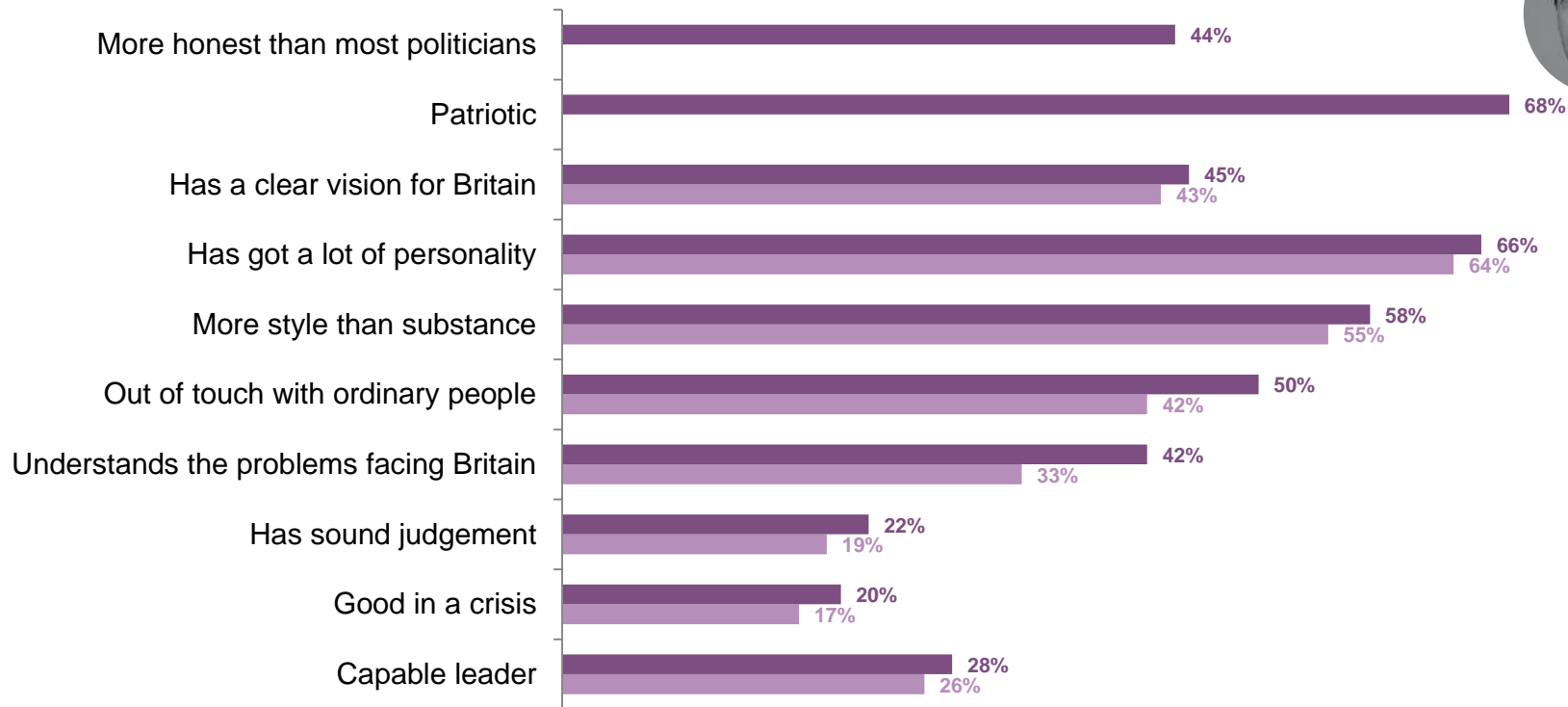
Source: Ipsos MORI Political Monitor

Leader Image – Nigel Farage

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39

WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO NIGEL FARAGE?



SEPTEMBER 2015

APRIL 2015

Base: 623 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

2015

PARTIES AND THEIR LEADERS

Leaders and their parties – David Cameron

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

41

...DAVID CAMERON AND THE CONSERVATIVE PARTY?

September 2015

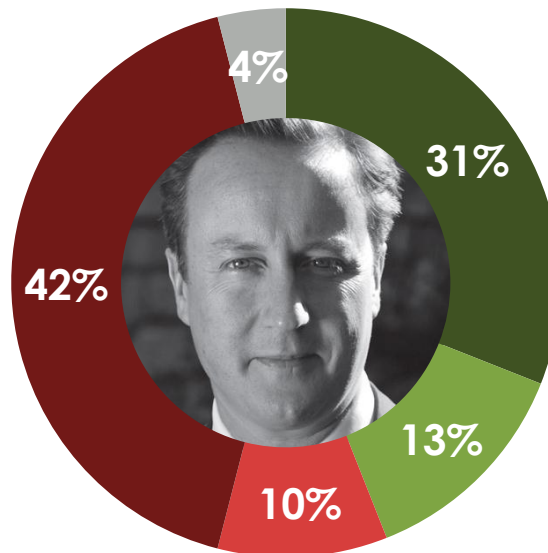
I LIKE HIM AND I
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I LIKE HIM BUT I DO
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I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Total like him

Total do not like him

Total like his party

Total do not like his party

Cameron & the
Conservative Party

%

Change
since
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Source: Ipsos MORI Political Monitor

Leaders and their parties – Jeremy Corbyn

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

42

...JEREMY CORBYN AND THE LABOUR PARTY?

September 2015

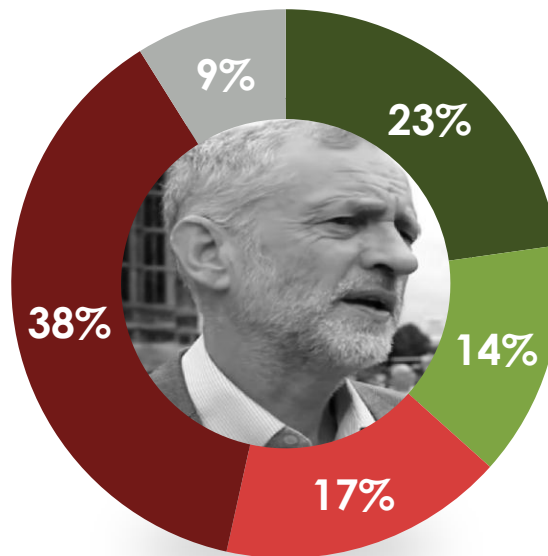
I LIKE HIM AND I
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I LIKE HIM BUT I DO
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PARTY

I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Corbyn & the
Labour Party

%

September
2015

Total like him

37

Total do not like him

55

Total like his party

40

Total do not like his party

52

Base: 1,255 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

Leaders and their parties – Tim Farron

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

43

...TIM FARRON AND THE LIBERAL DEMOCRATS?

September 2015

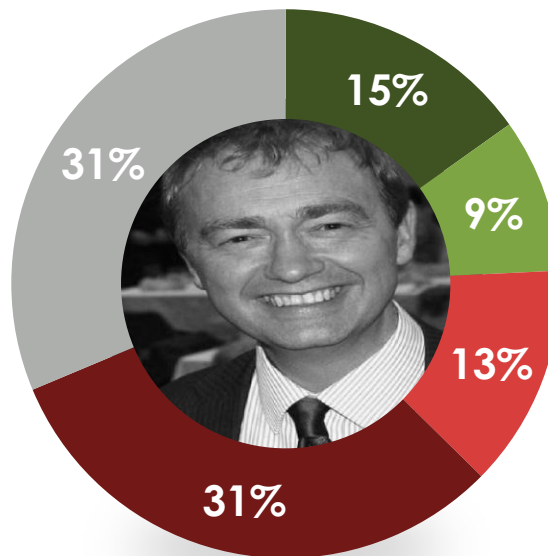
I LIKE HIM AND I
LIKE HIS PARTY

I LIKE HIM BUT I DO
NOT LIKE HIS
PARTY

I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Farron & the
Liberal
Democrats

%

September
2015

Total like him

24

Total do not like him

44

Total like his party

28

Total do not like his party

40

Base: 632 British adults 18+, 19th– 22nd September 2015.

Source: Ipsos MORI Political Monitor

Leaders and their parties – Nigel Farage

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF...

44

...NIGEL FARAGE AND THE UK INDEPENDENCE PARTY?

September 2015

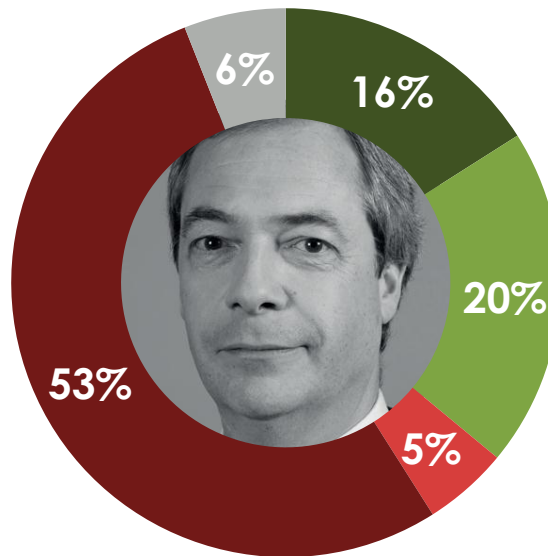
I LIKE HIM AND I
LIKE HIS PARTY

I LIKE HIM BUT I DO
NOT LIKE HIS
PARTY

I DO NOT LIKE HIM
BUT I LIKE HIS
PARTY

I DO NOT LIKE HIM
AND I DO NOT LIKE
HIS PARTY

DON'T KNOW



Total like him

Total do not like him

Total like his party

Total do not like his party

Farage & UKIP

	%	
		Change
September 2015		since March 2015
Total like him	36	+6
Total do not like him	58	-1
Total like his party	21	-4
Total do not like his party	73	+9

Base: 623 British adults 18+, 19th – 22nd September 2015.

Source: Ipsos MORI Political Monitor

2015

POLITICAL MONITOR

