

2015

POLITICAL MONITOR



2015

VOTING INTENTIONS

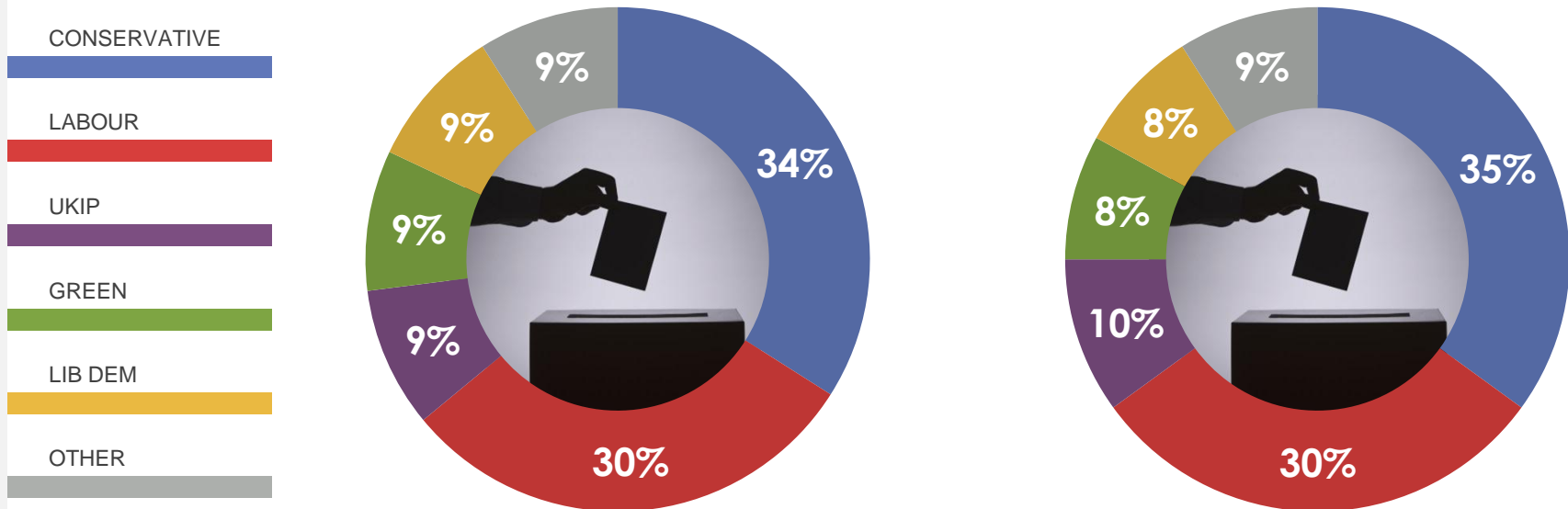
Voting Intention: All giving an opinion vs. those “certain to vote”

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

3

All giving a voting intention: 83%

All certain to vote: 74%



Conservative lead = +4

Conservative lead = +5

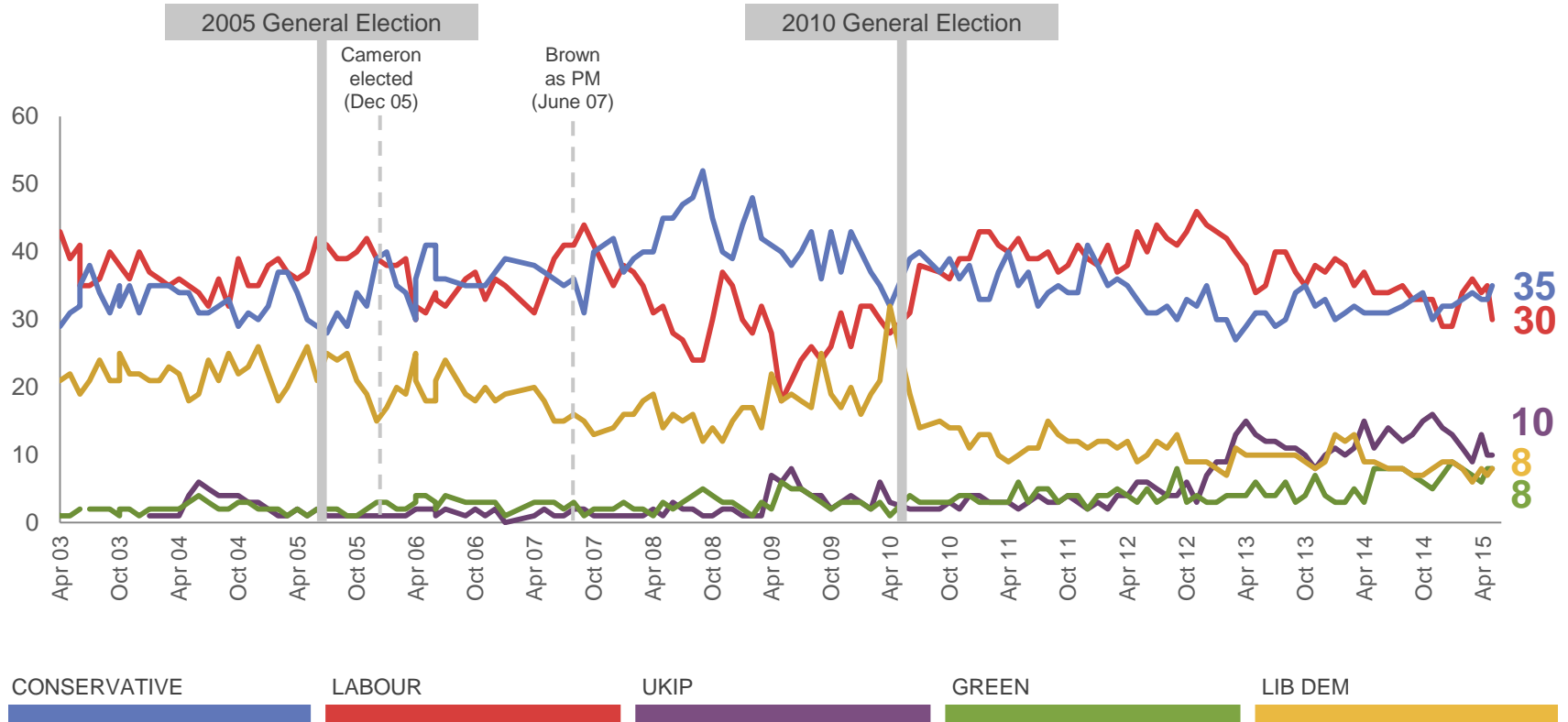
Base: 1,010 British adults 18+, 26th -29th April 2015, all certain to vote = 791

Source: Ipsos MORI Political Monitor

Voting Intention: April '03 – April '15 (all certain to vote)

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

4



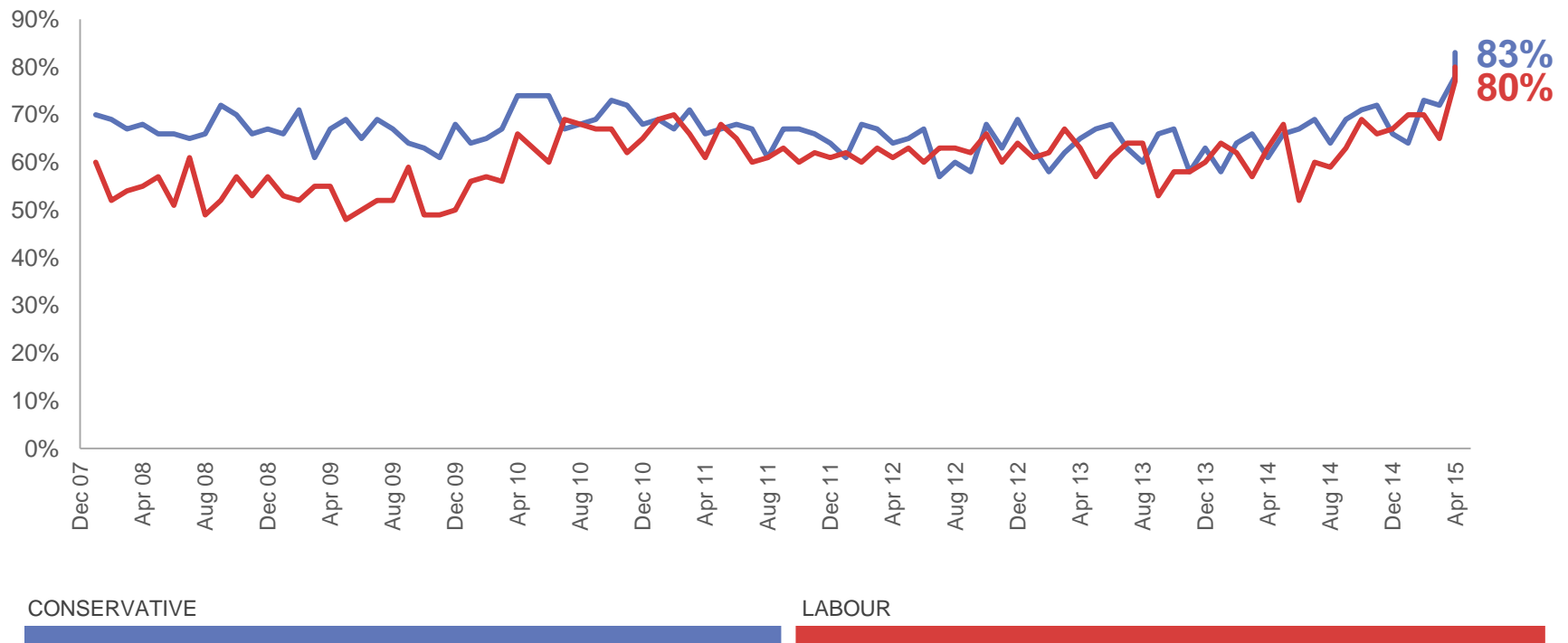
Base: c.1,000 British adults certain to vote each month through February 2008; c. 500 British adults thereafter

Source: Ipsos MORI Political Monitor

How certain are Labour and Conservative supporters in their intention to vote? Jan '08 to April '15

% OF SUPPORTERS "ABSOLUTELY CERTAIN TO VOTE"

5



Base: c.1,000 British adults each month

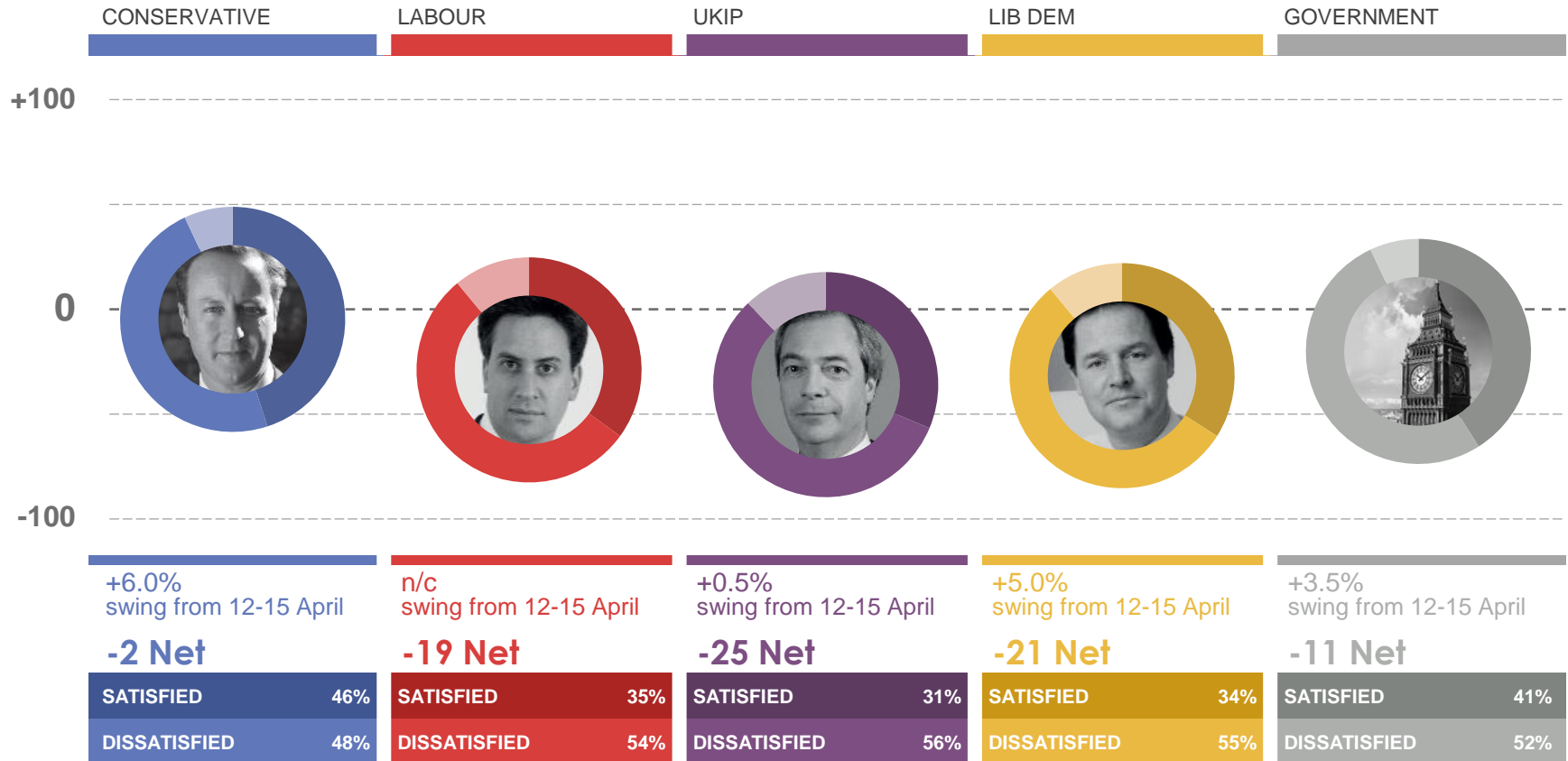
Source: Ipsos MORI Political Monitor

2015

SATISFACTION WITH THE COALITION 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 /DEPUTY PRIME MINISTER/LEADER OF THE LABOUR PARTY/UKIP?



Base: 1,010 British adults 18+, 26th – 29th April 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

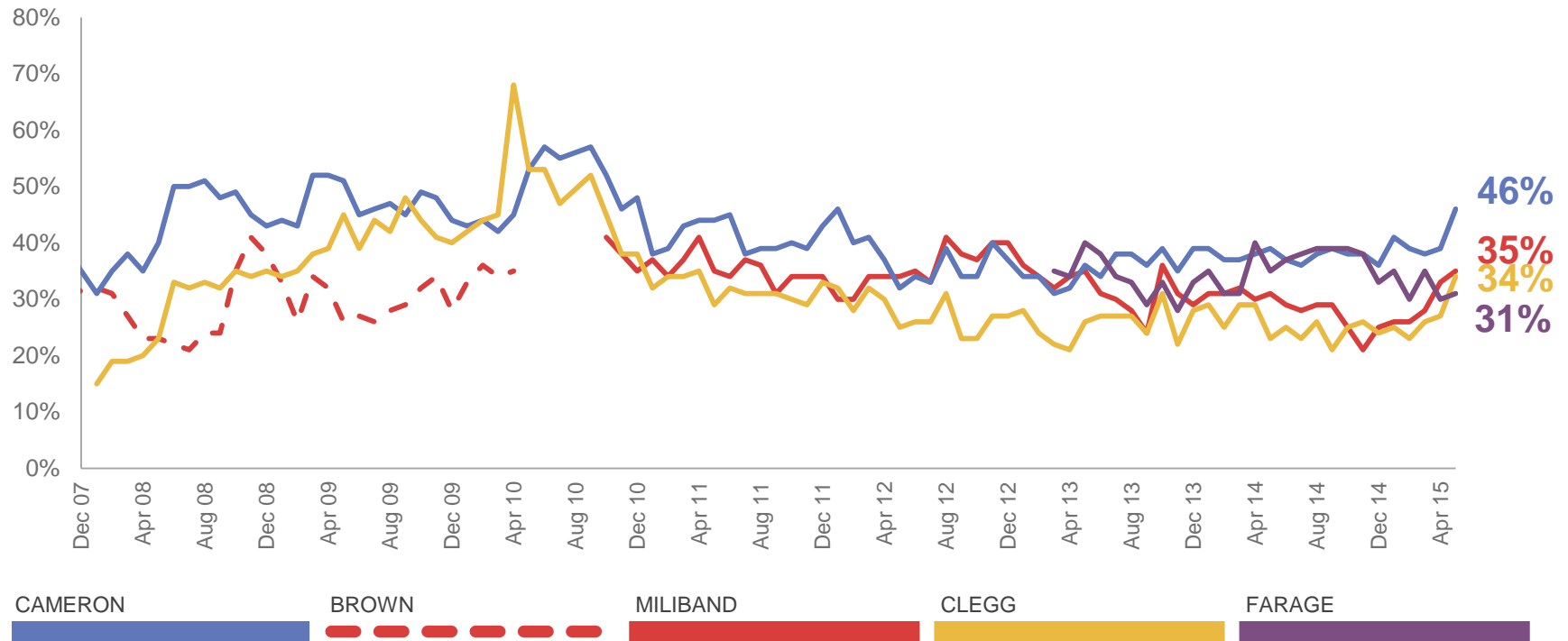
Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders December '07 – April '15

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

8

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



Base: c.1,000 British adults each month

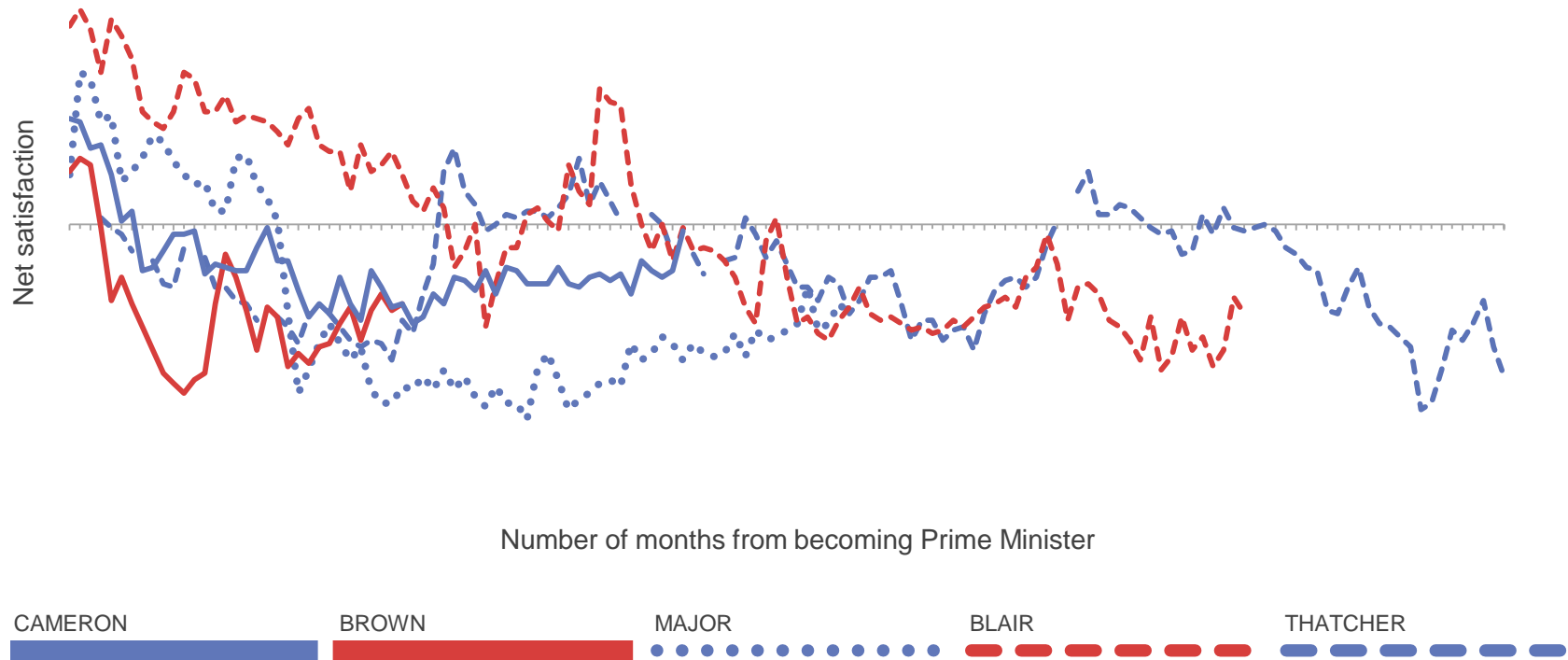
Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers

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

9

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

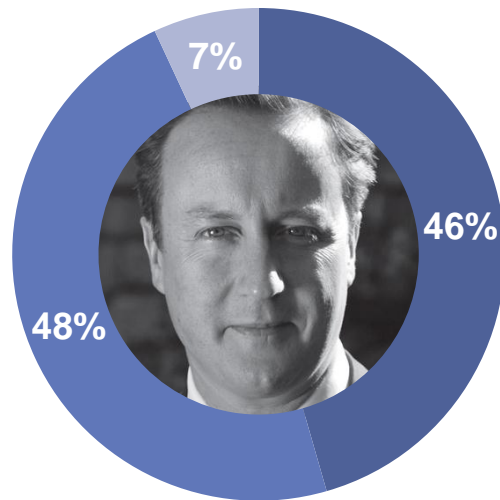
David Cameron (satisfaction)

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

10

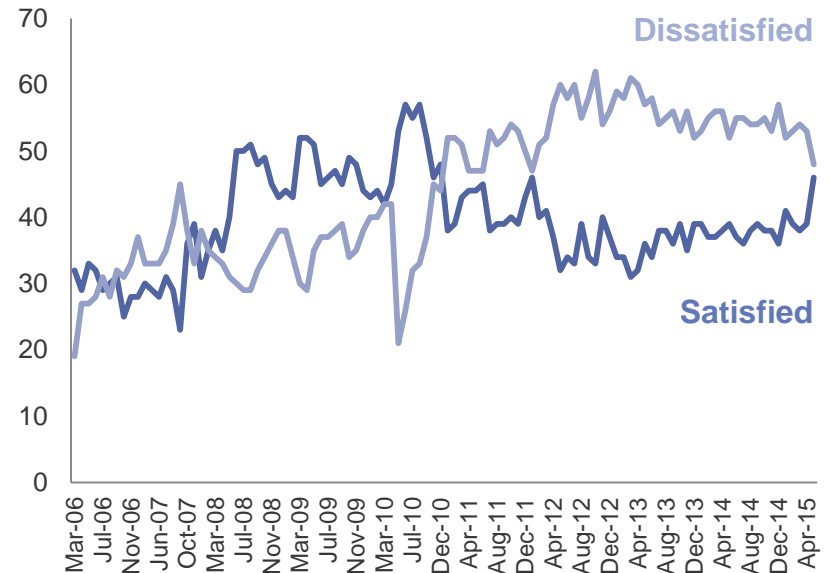
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

April 2015



SATISFIED	46%
DISSATISFIED	48%
DON'T KNOW	7%
Net = -2	

March 2006 – April 2015



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

Base: 1,010 British adults 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

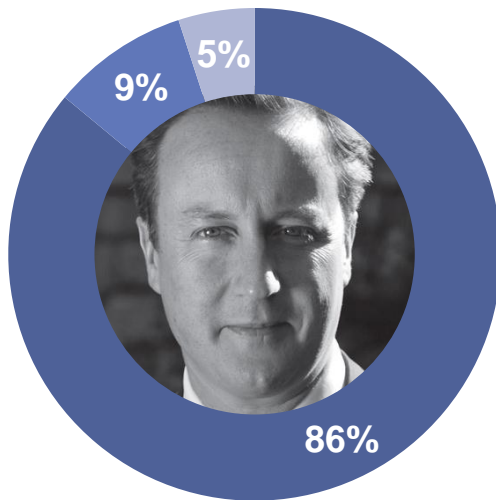
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

11

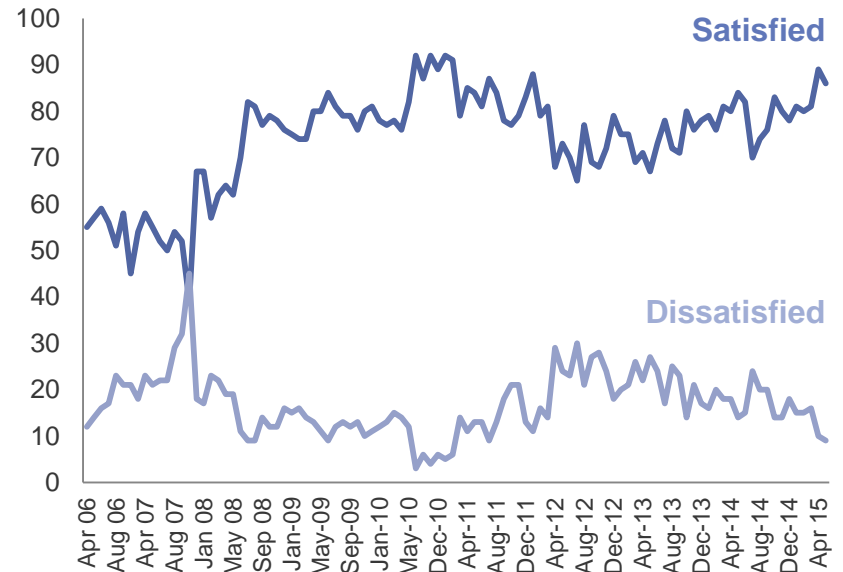
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

April 2015

April 2006 – April 2015



SATISFIED	86%
DISSATISFIED	9%
DON'T KNOW	5%
Net = +77	



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

Base: 309 Conservative supporters 18+, 26th -29th April 2015

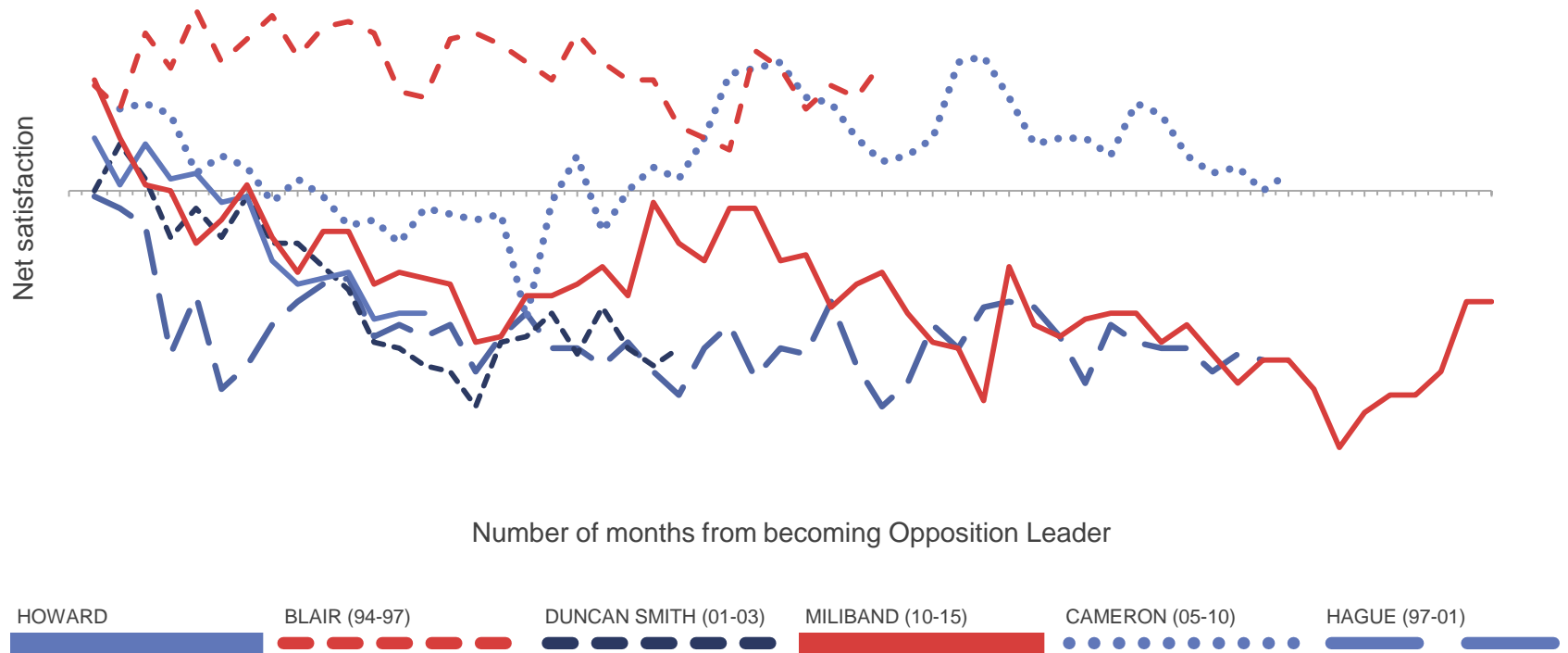
Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2015)

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

12

AS LEADER OF THE ... PARTY?



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

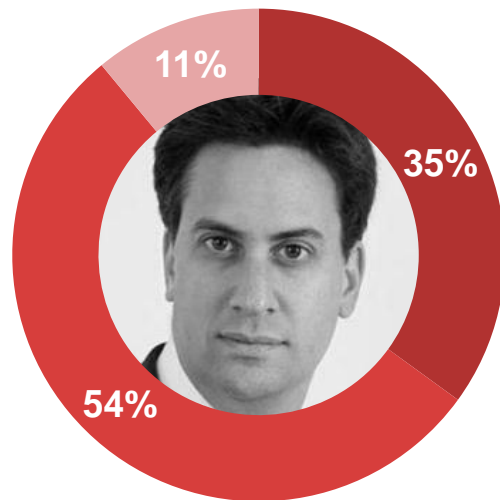
Ed Miliband (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ED MILIBAND IS DOING HIS JOB

13

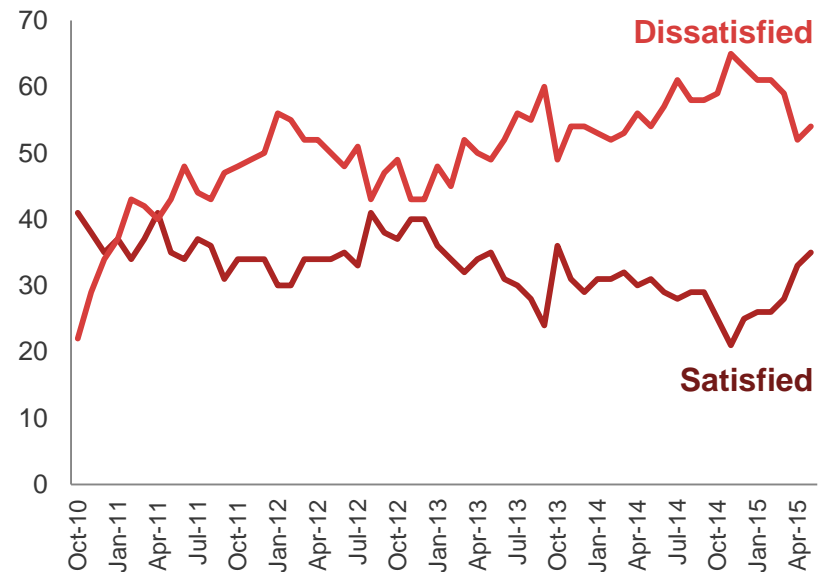
AS LEADER OF THE LABOUR PARTY?

April 2015



SATISFIED	35%
DISSATISFIED	54%
DON'T KNOW	11%
Net = -19	

October 2010 – April 2015



Base: 1,010 British adults 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

Ed Miliband (satisfaction among Labour supporters)

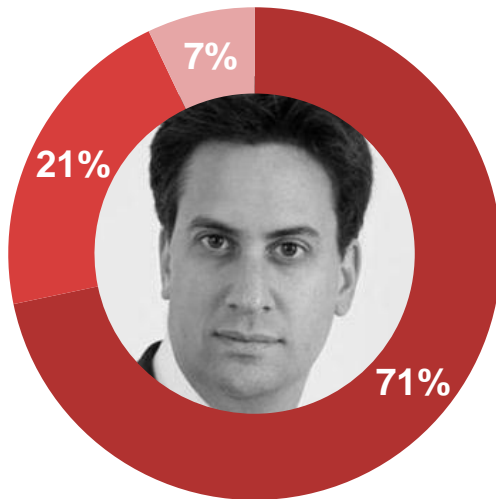
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ED MILIBAND IS DOING HIS JOB

14

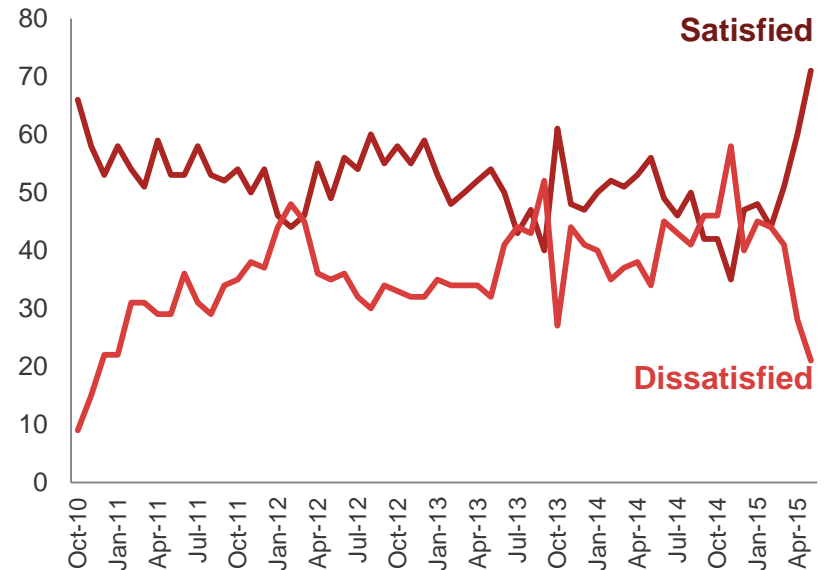
AS LEADER OF THE LABOUR PARTY?

April 2015

October 2010 – April 2015



SATISFIED	71%
DISSATISFIED	21%
DON'T KNOW	7%
Net = +50	



Base: 259 Labour supporters 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction)

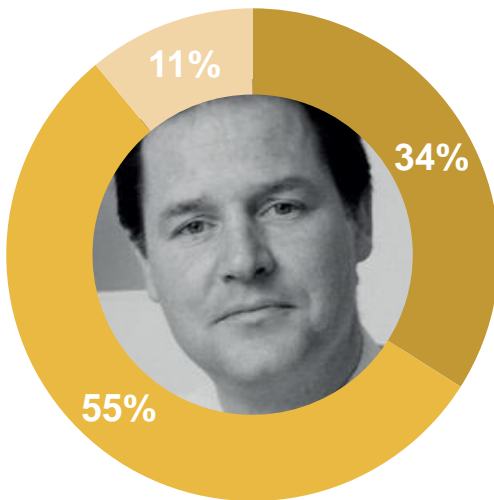
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

15

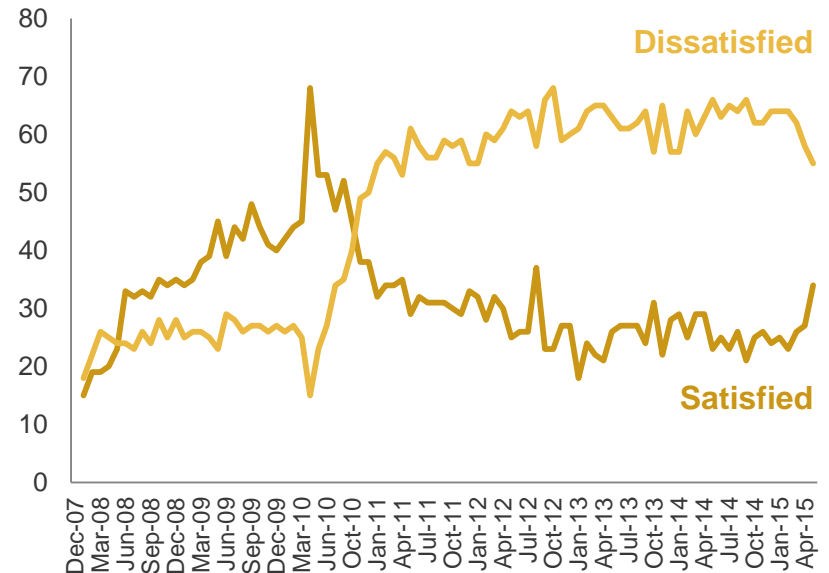
AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

April 2015

January 2008 – April 2015



SATISFIED	34%
DISSATISFIED	55%
DON'T KNOW	11%
Net = -21	



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

Base: 1,010 British adults 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

Nick Clegg (satisfaction among Lib Dem supporters)

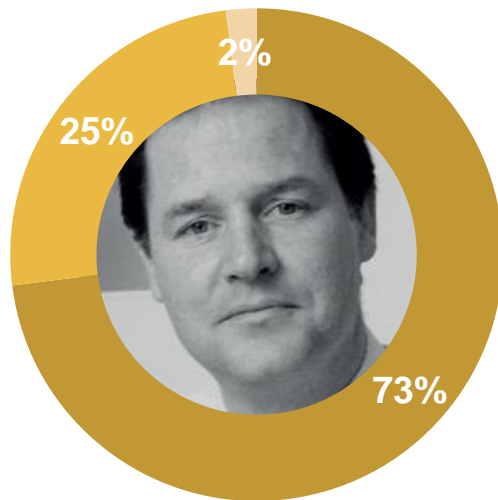
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NICK CLEGG IS DOING HIS JOB

16

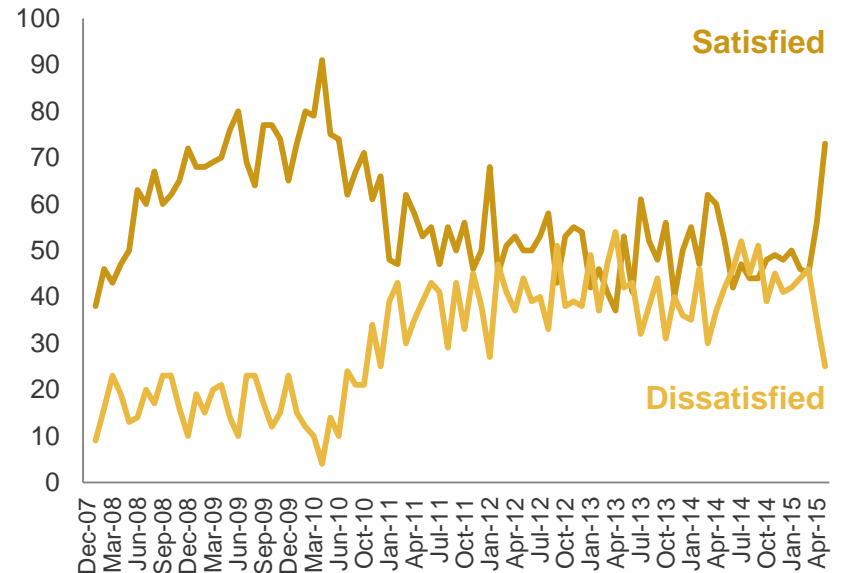
AS LEADER OF THE LIBERAL DEMOCRATS/ AS DEPUTY PRIME MINISTER?

April 2015

January 2008 – April 2015



SATISFIED	73%
DISSATISFIED	25%
DON'T KNOW	2%
Net = +48	



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

Base: 84 Liberal Democrat supporters 18+, 26th – 29th April 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction)

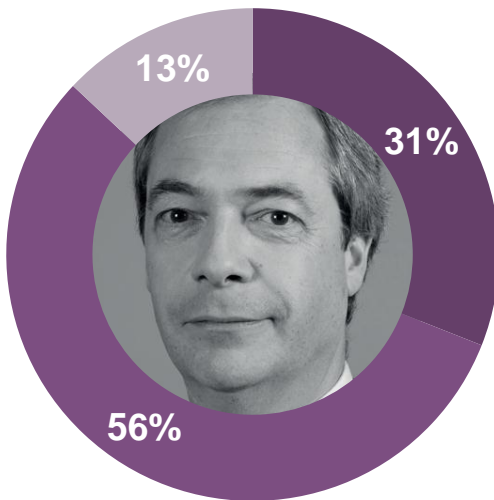
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

17

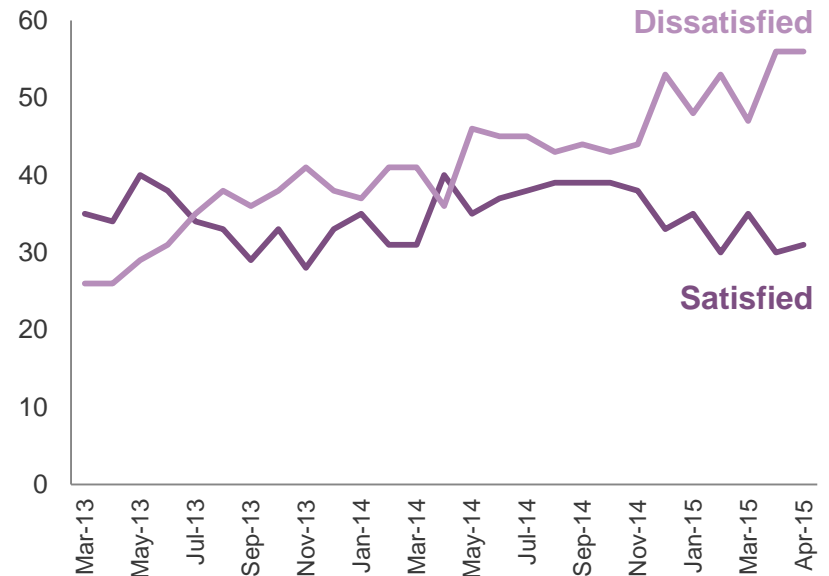
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

April 2015

March 2013 – April 2015



SATISFIED	31%
DISSATISFIED	56%
DON'T KNOW	13%
Net = -25	



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

Base: 1,010 British adults 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

Nigel Farage (satisfaction among UKIP supporters)

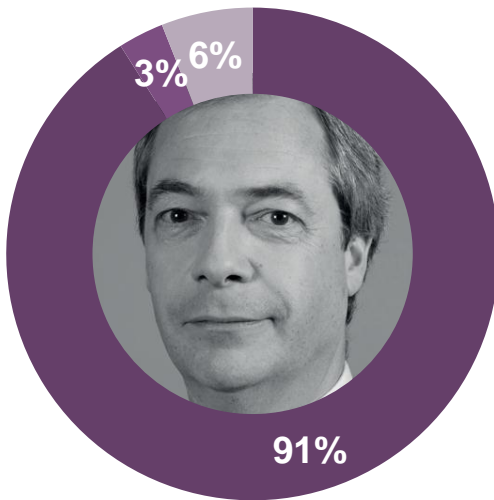
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

18

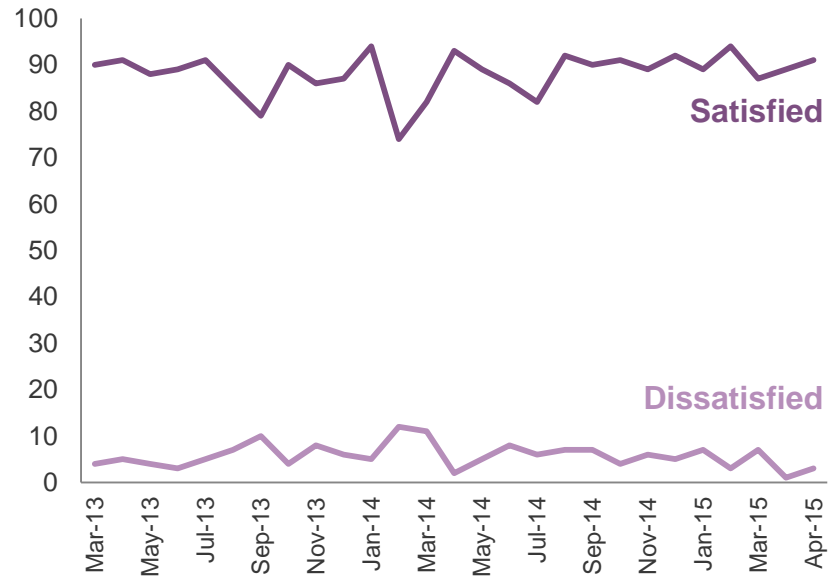
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

April 2015

March 2013 – April 2015



SATISFIED	91%
DISSATISFIED	3%
DON'T KNOW	6%
Net = +88	



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

Base: 93 UKIP supporters, 26th -29th April 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

2015

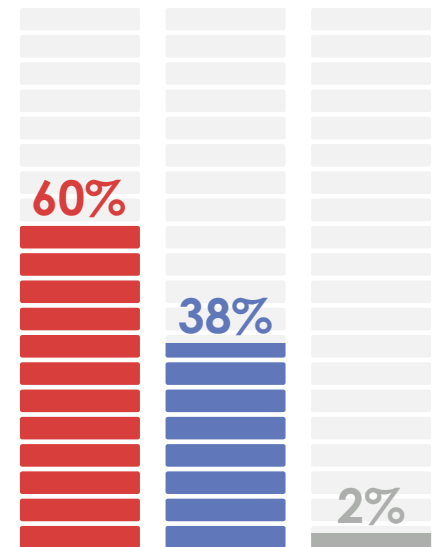
VOTING DECISIONS

Have the voters decided yet?

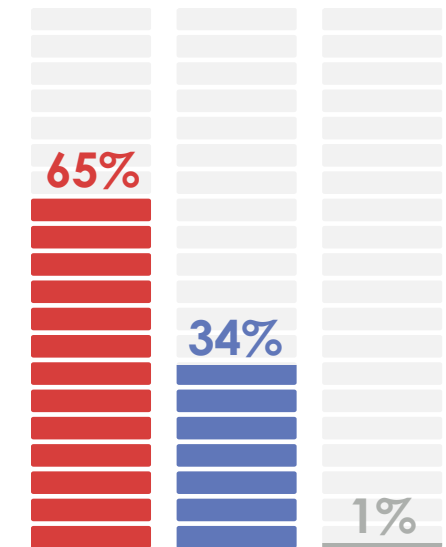
HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

20

12-15th April 2015



26 -29th April 2015



DEFINITELY DECIDED

MAY CHANGE MIND

DON'T KNOW

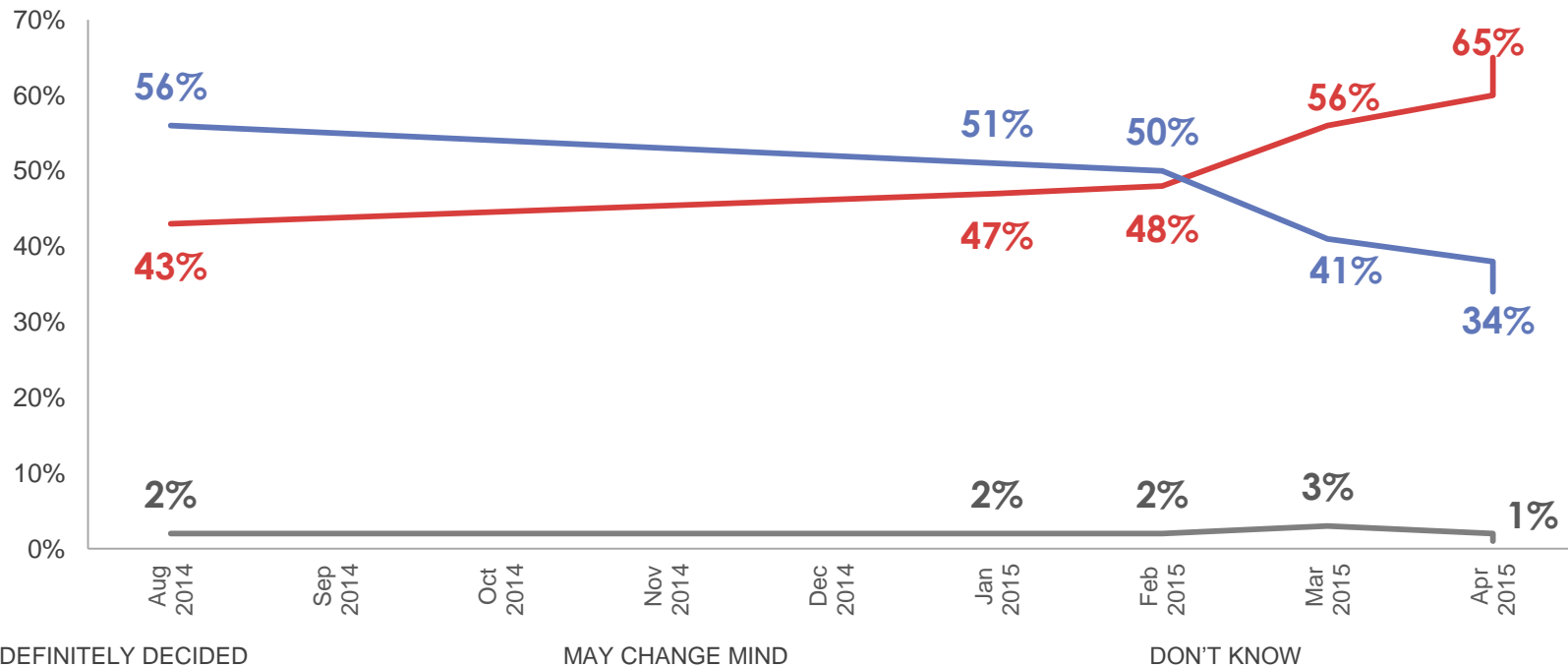
Base: 900 British adults 18+, 26th -29th April 2015

Source: Ipsos MORI Political Monitor

Have the voters decided yet? Trend

HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

21



Base: 900 British adults 18+, 26th -29th April 2015

Source: Ipsos MORI Political Monitor

2015

ELECTION OUTCOMES

Which Election outcome is the most likely?

AS YOU PROBABLY KNOW, THE GENERAL ELECTION MAY RESULT IN A CLEAR MAJORITY FOR ONE PARTY THAT CAN MAKE DECISIONS WITHOUT CONSULTING, OR IT MAY RESULT IN A HUNG PARLIAMENT WHERE NO PARTY HAS AN OVERALL MAJORITY SO PARTIES MUST COMPROMISE AND REACH AGREEMENT TO MAKE DECISIONS.

23

THINKING AHEAD TO THE NEXT GENERAL ELECTION WHICH OF THE FOLLOWING DO YOU THINK IS MOST LIKELY?

March 2010

April 2015

A CONSERVATIVE MAJORITY GOVERNMENT

A HUNG PARLIAMENT WITH THE CONSERVATIVES AS THE BIGGEST PARTY

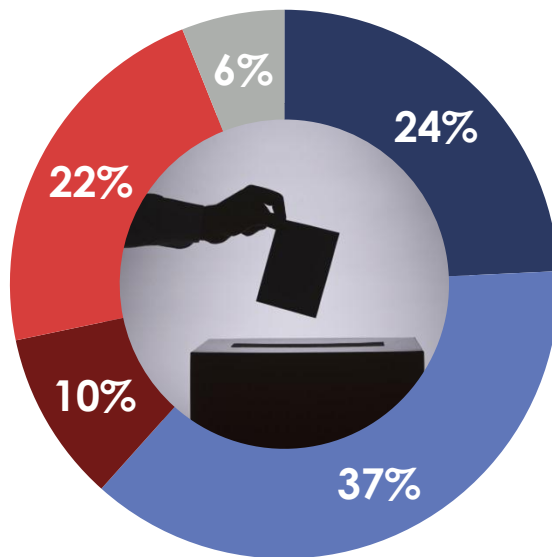
A LABOUR MAJORITY GOVERNMENT

A HUNG PARLIAMENT WITH LABOUR AS THE BIGGEST PARTY

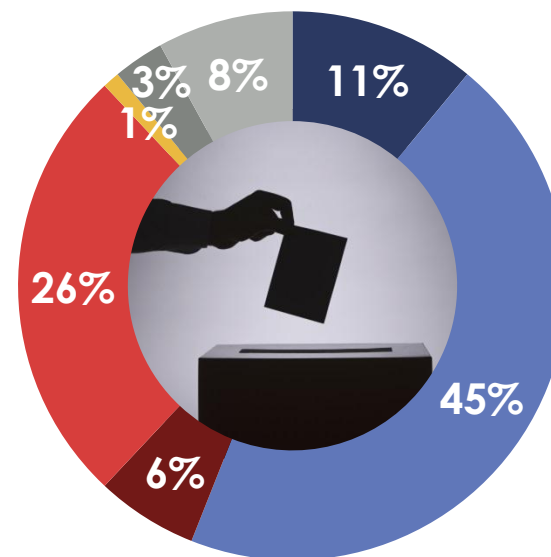
A HUNG PARLIAMENT WITH THE LIBERAL DEMOCRATS AS THE BIGGEST PARTY

OTHER

DON'T KNOW



Hung parliament: 59%



Hung parliament: 71%

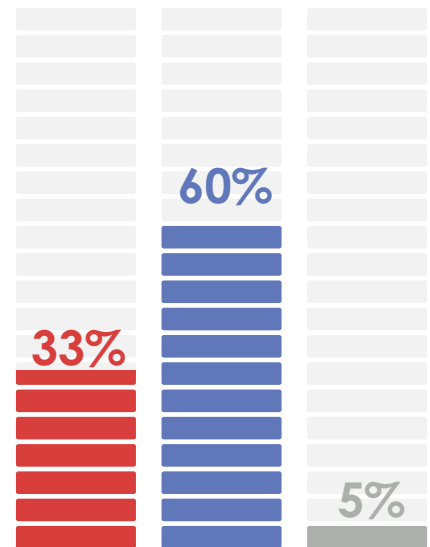
Base: 1,010 British adults 18+, 26th – 29th April 2015

Source: Ipsos MORI Political Monitor

In the event of a hung parliament, what's the preferred outcome?

IN THE EVENT OF A HUNG PARLIAMENT, WOULD YOU PREFER A MINORITY GOVERNMENT IN WHICH ONE SINGLE PARTY FORMS A GOVERNMENT EVEN THOUGH IT DOESN'T HAVE A MAJORITY, OR WOULD YOU PREFER TO SEE A COALITION IN WHICH TWO OR MORE PARTIES FORM A GOVERNMENT?

24



MINORITY GOVERNMENT

COALITION

DON'T KNOW

Base: 1,010 British adults 18+, 26th -29th April 2015

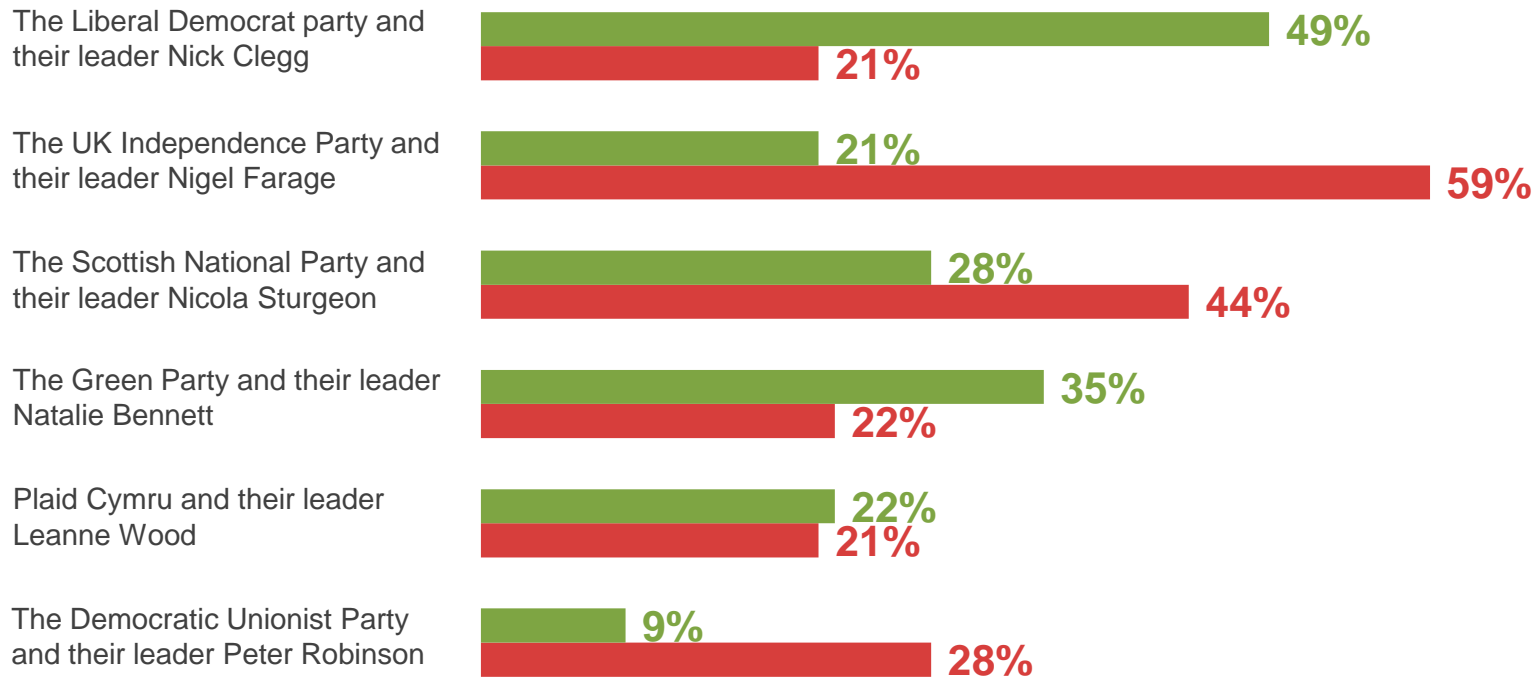
Source: Ipsos MORI Political Monitor

Preferred coalition partners

IF THERE IS A HUNG PARLIAMENT, AND THINKING ABOUT PARTIES OTHER THAN THE CONSERVATIVES AND LABOUR,

25

WHICH OF THE FOLLOWING PARTIES AND THEIR LEADER, IF ANY, WOULD YOU BE HAPPY/UNHAPPY TO SEE HAVING INFLUENCE OVER THE NEXT GOVERNMENT?



HAPPY

UNHAPPY

Base: 1,010 British adults 18+, 26th -29th April 2015

Source: Ipsos MORI Political Monitor

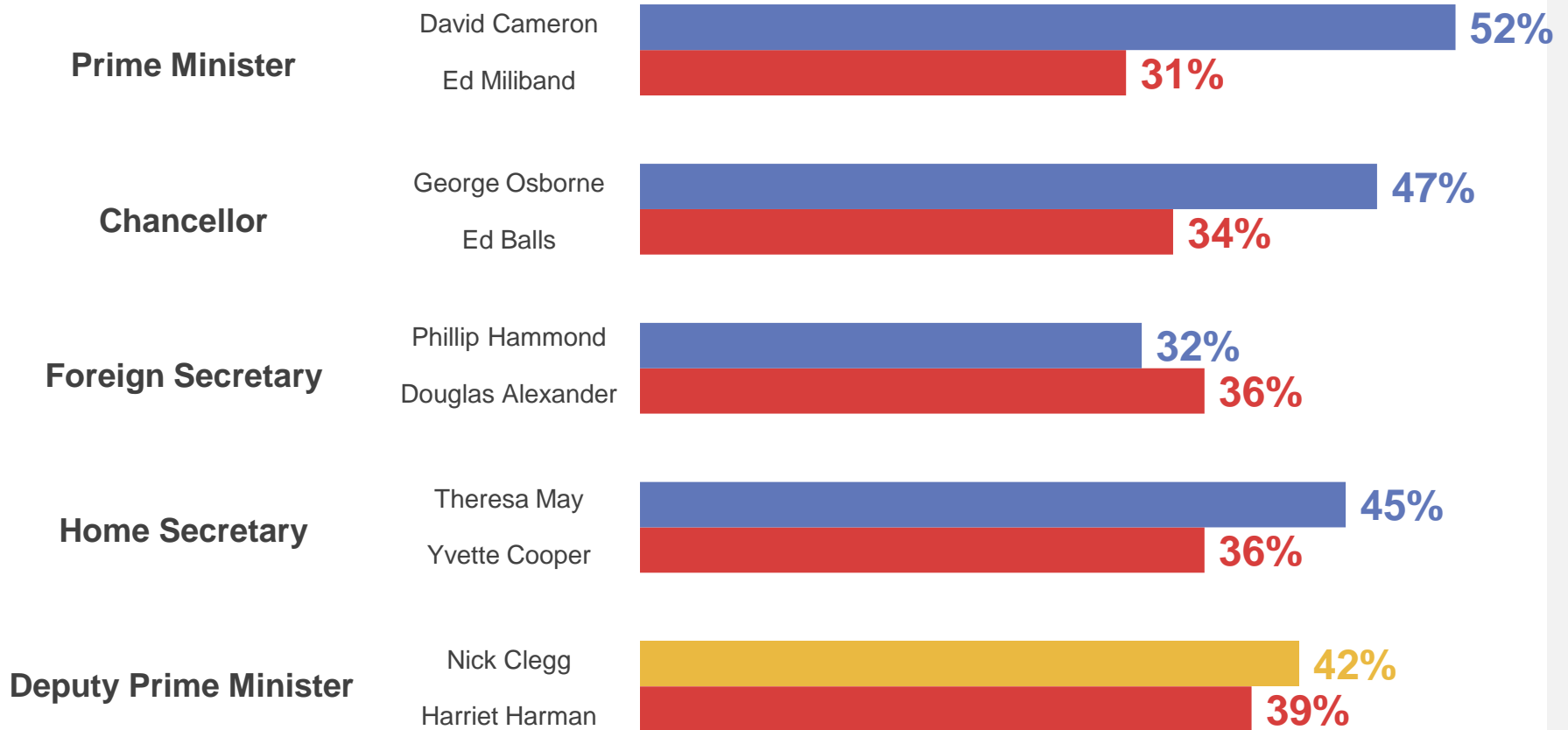
2015

PARTIES & GOVERNMENT

Britons' ideal Cabinet

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER/CHANCELLOR/FOREIGN SECRETARY/HOME SECRETARY/DEPUTY PRIME MINISTER

27



Base: 1,010 British adults 18+, 26th -29th April 2015

Source: Ipsos MORI Political Monitor

2015

POLITICAL MONITOR

