

# 2015

## POLITICAL MONITOR



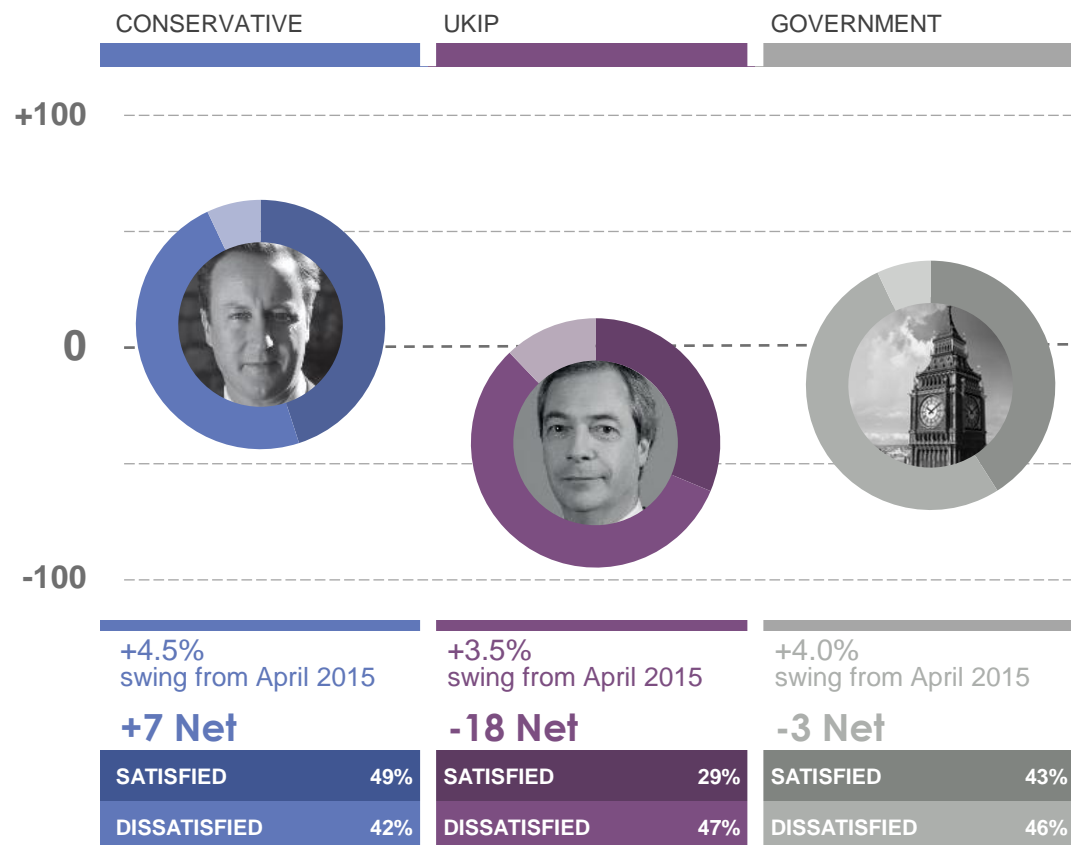
# 2015

## **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 UKIP?

3



Base: 1,005 British adults 18+, 14th – 16th June 2015. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

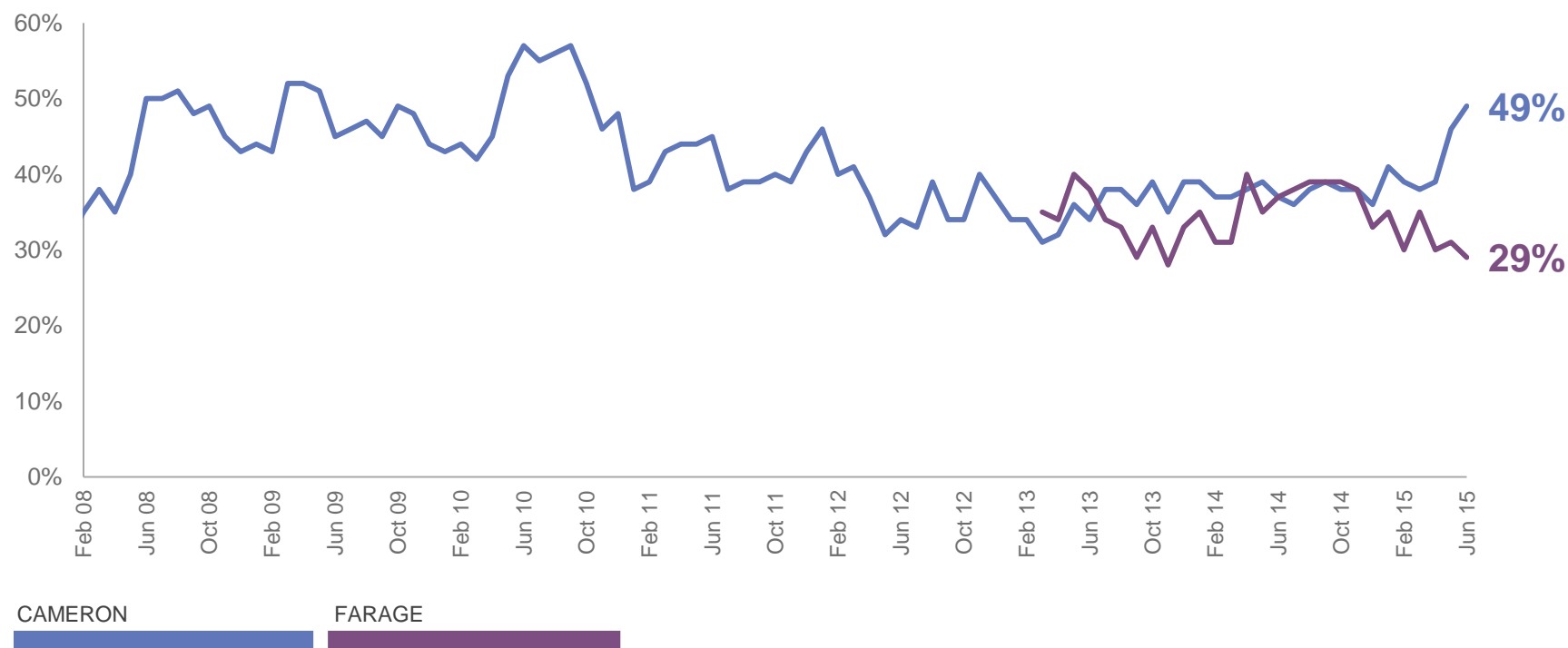
Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Feb '08 – June '15

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

4

DOING HIS JOB AS PRIME MINISTER/LEADER OF UKIP?



Base: c.1,000 British adults each month

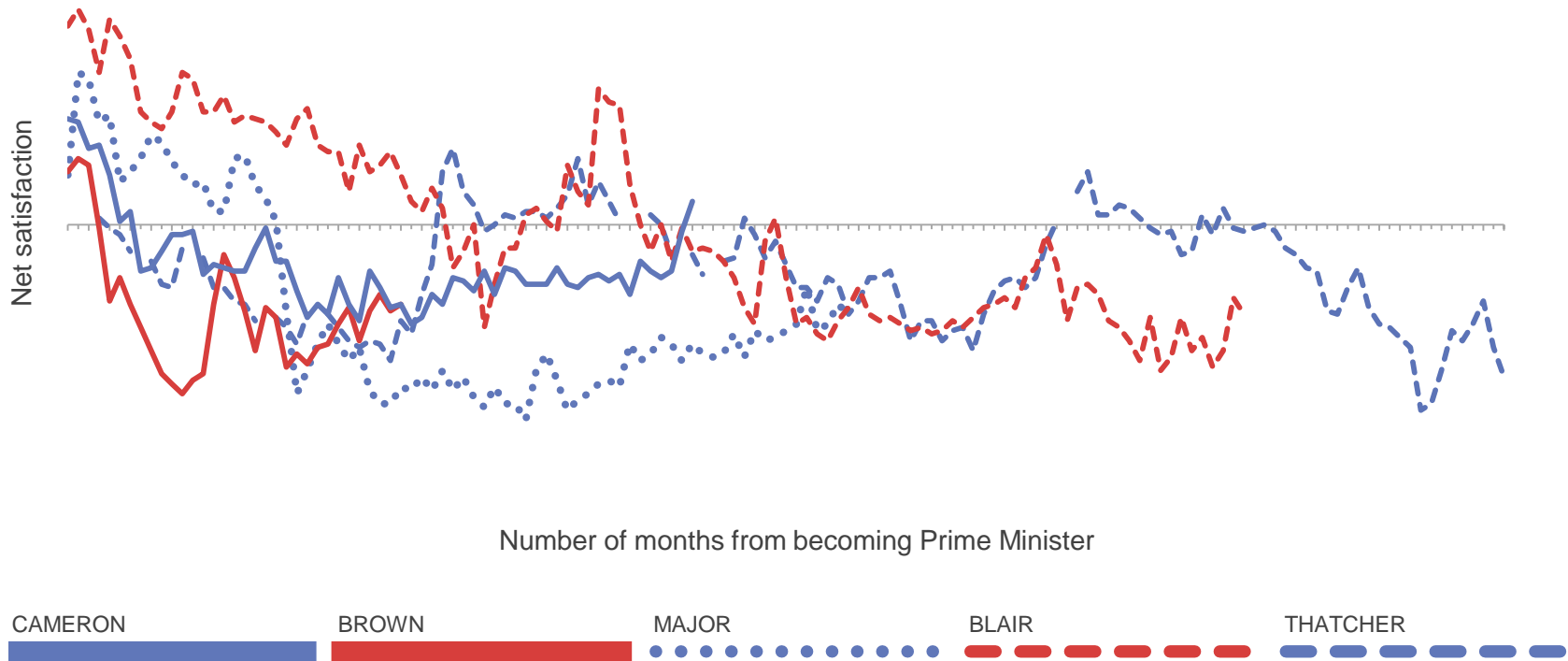
Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers

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

AS PRIME MINISTER?

5



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)

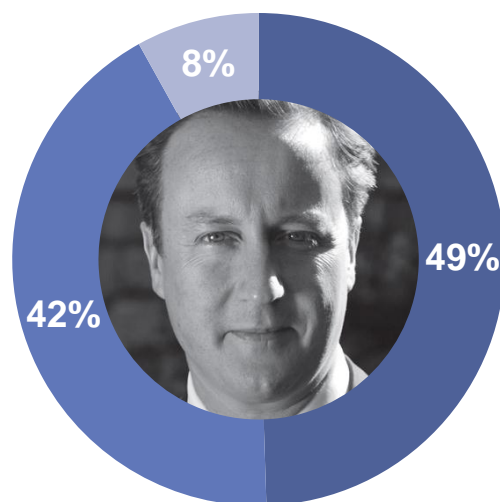
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

6

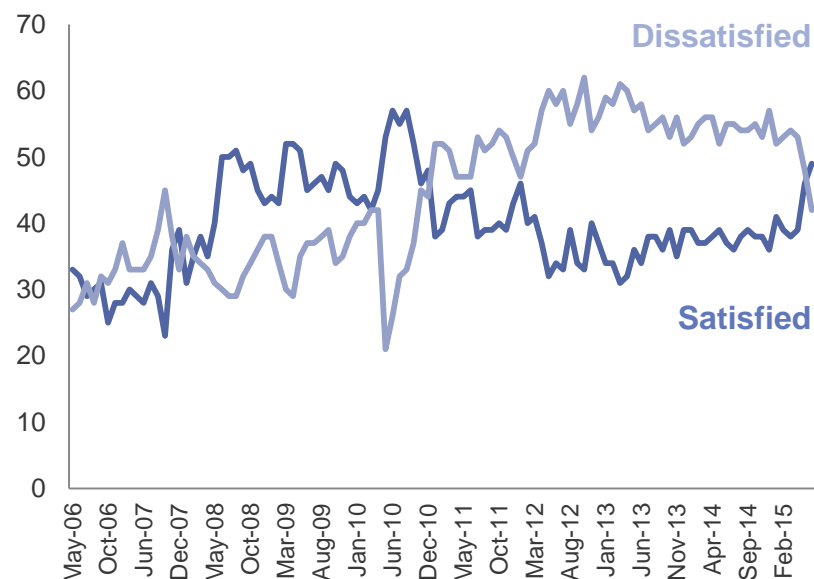
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

June 2015

May 2006 – June 2015



SATISFIED	49%
DISSATISFIED	42%
DON'T KNOW	7%
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: 1,005 British adults 18+, 14th – 16th June 2015

Source: Ipsos MORI Political Monitor

# David Cameron (satisfaction among Tory supporters)

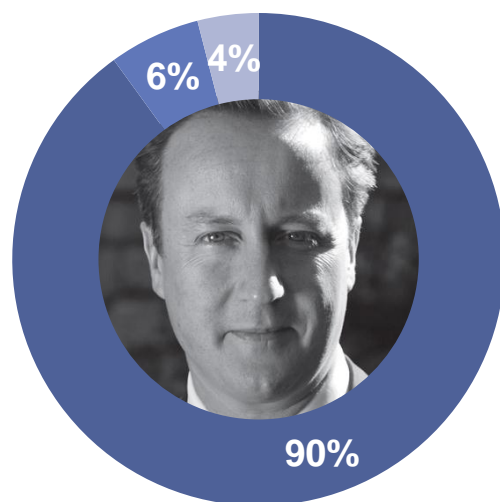
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB

7

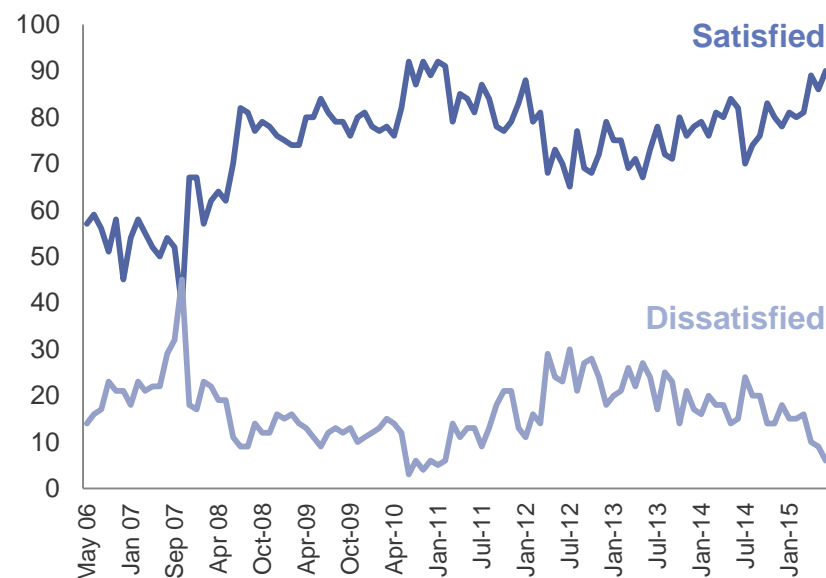
AS LEADER OF THE CONSERVATIVE PARTY/ AS PRIME MINISTER?

June 2015

May 2006 – June 2015



SATISFIED	90%
DISSATISFIED	6%
DON'T KNOW	4%
Net = +84	



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

Base: 329 Conservative supporters 18+, 14th -16th June 2015

Source: Ipsos MORI Political Monitor

# Nigel Farage (satisfaction)

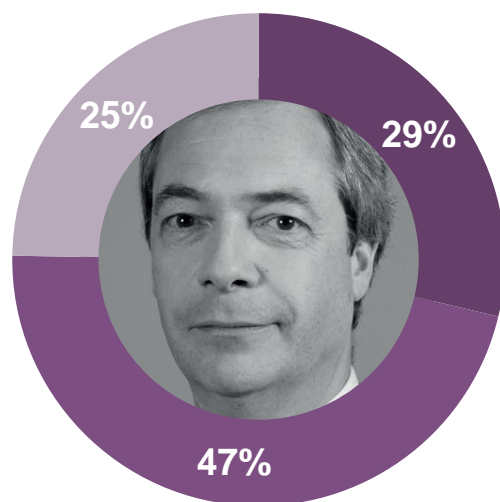
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

8

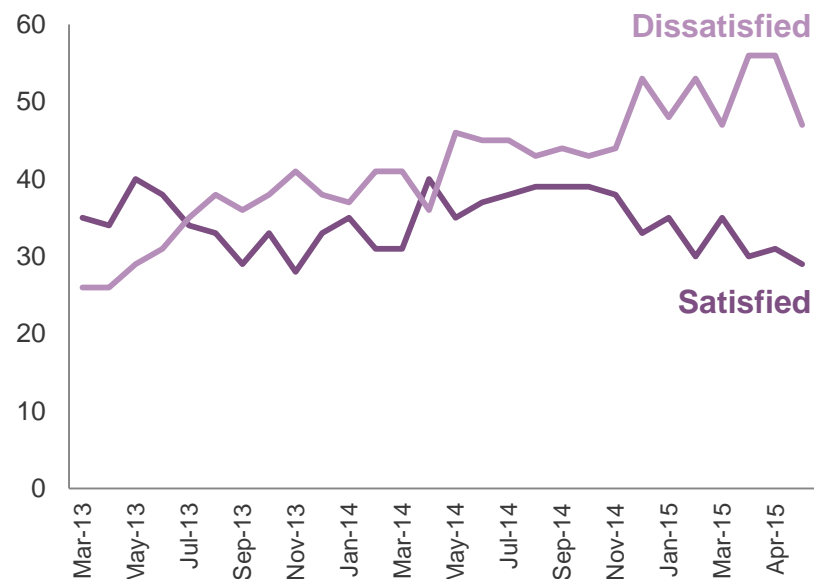
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

June 2015

March 2013 – June 2015



SATISFIED	29%
DISSATISFIED	47%
DON'T KNOW	25%
Net = -18	



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

Base: 1,005 British adults 18+, 14th – 16th June 2015

Source: Ipsos MORI Political Monitor



# Nigel Farage (satisfaction among UKIP supporters)

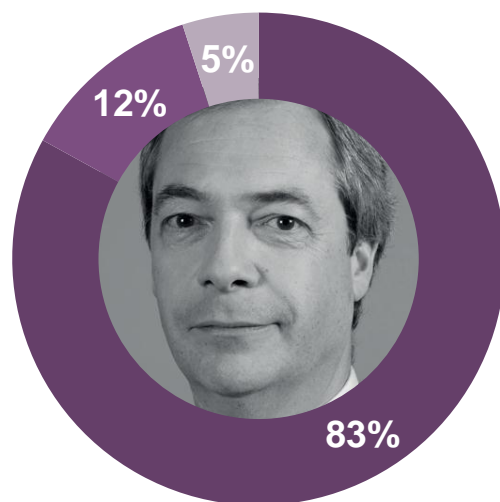
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY NIGEL FARAGE IS DOING HIS JOB

9

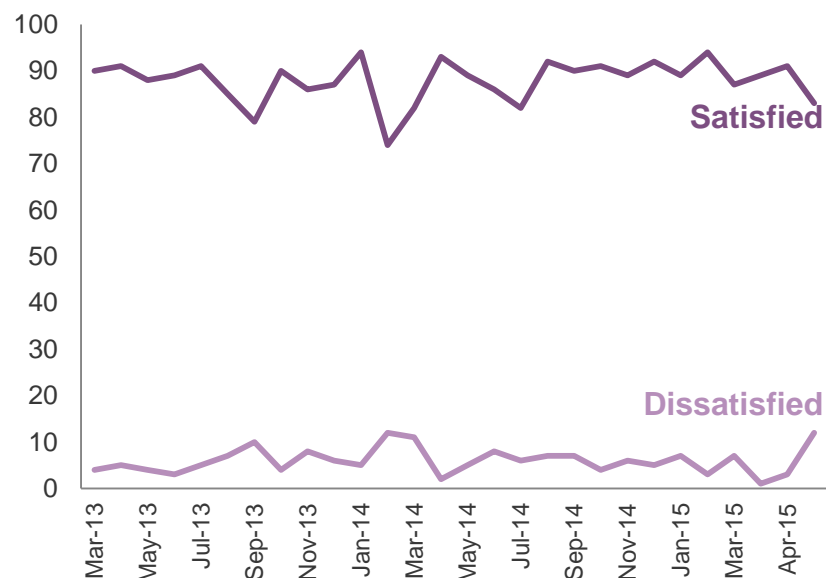
AS LEADER OF THE UNITED KINGDOM INDEPENDENCE PARTY?

June 2015

March 2013 – June 2015



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



Base: 61 UKIP supporters, 14th -16th June 2015. N.B. small base size indicative only

Source: Ipsos MORI Political Monitor

# 2015

## ECONOMIC OPTIMISM

# Economic Optimism Index

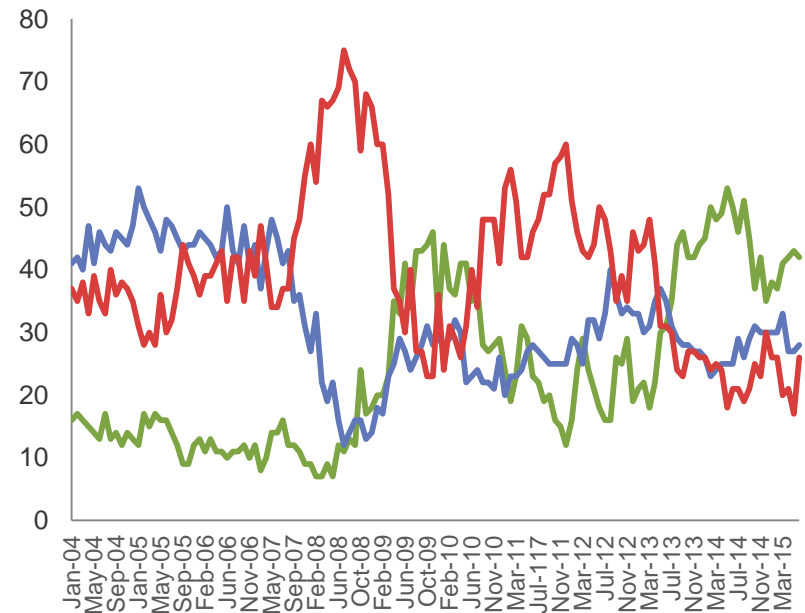
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL  
IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

11

June 2015



IMPROVE	42%
STAY THE SAME	28%
GET WORSE	26%
DON'T KNOW	4%
EOI = +16	



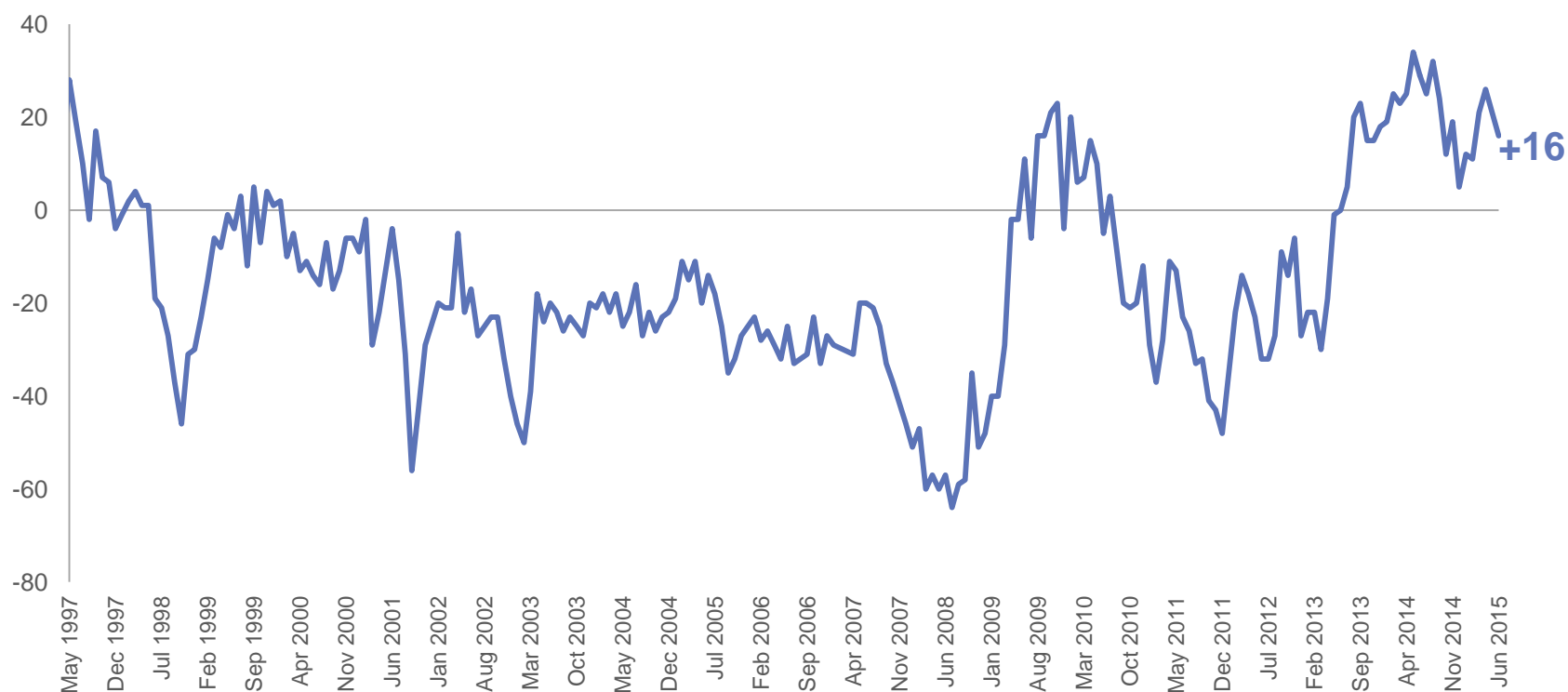
Base: 1,005 British adults 18+, 14th – 16th June 2015

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?

12



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# 2015

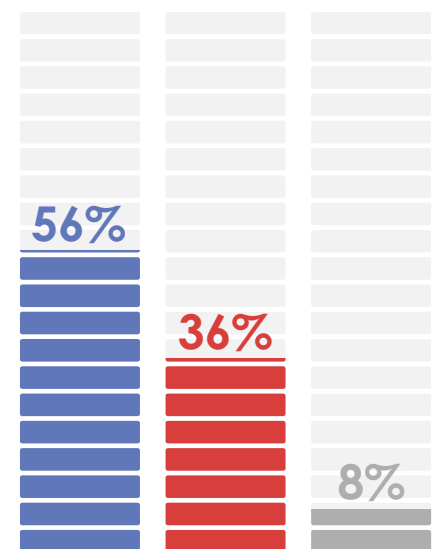
## EUROPE

# Should Britain vote to leave the European Union?

IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?

14

October 2014

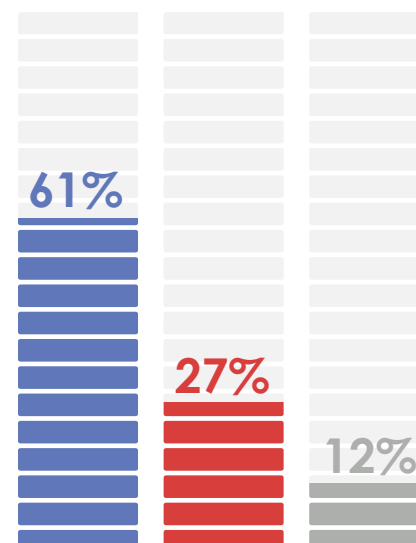


STAY IN

GET OUT

DON'T KNOW

June 2015



Base: 501 British adults 18+, 14th -16th June 2015

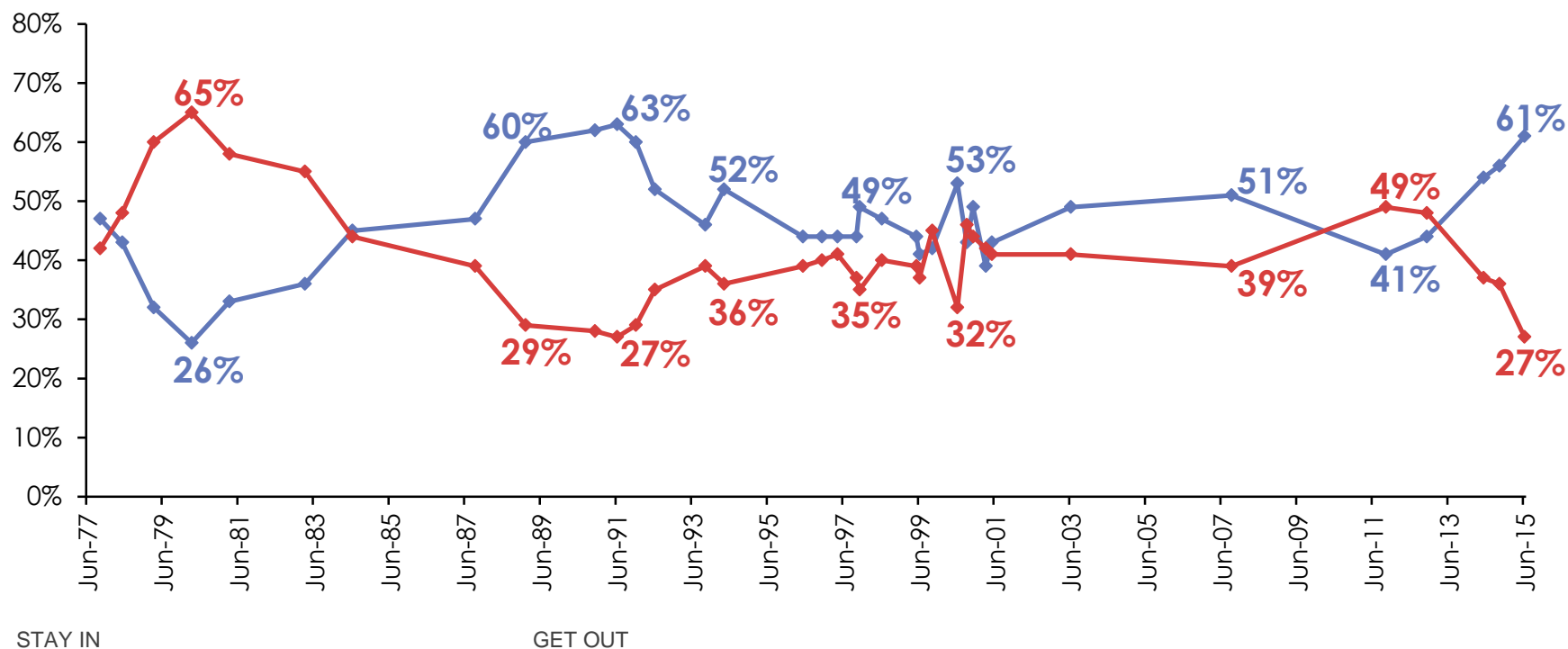
Source: Ipsos MORI Political Monitor

# Should Britain vote to leave the European Union?

## Trend since 1977

IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?

15



Base: 501 British adults 18+, 14th -16th June 2015

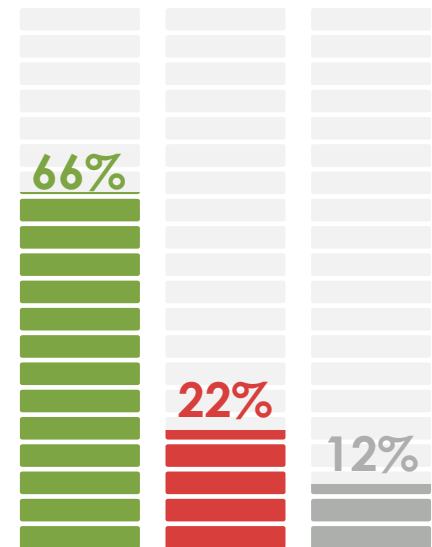
Source: Ipsos MORI Political Monitor

# EU Referendum question: Should the UK remain an EU member?

SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION?

16

June 2015



YES

NO

DON'T KNOW

Base: 504 British adults 18+, 14th -16th June 2015

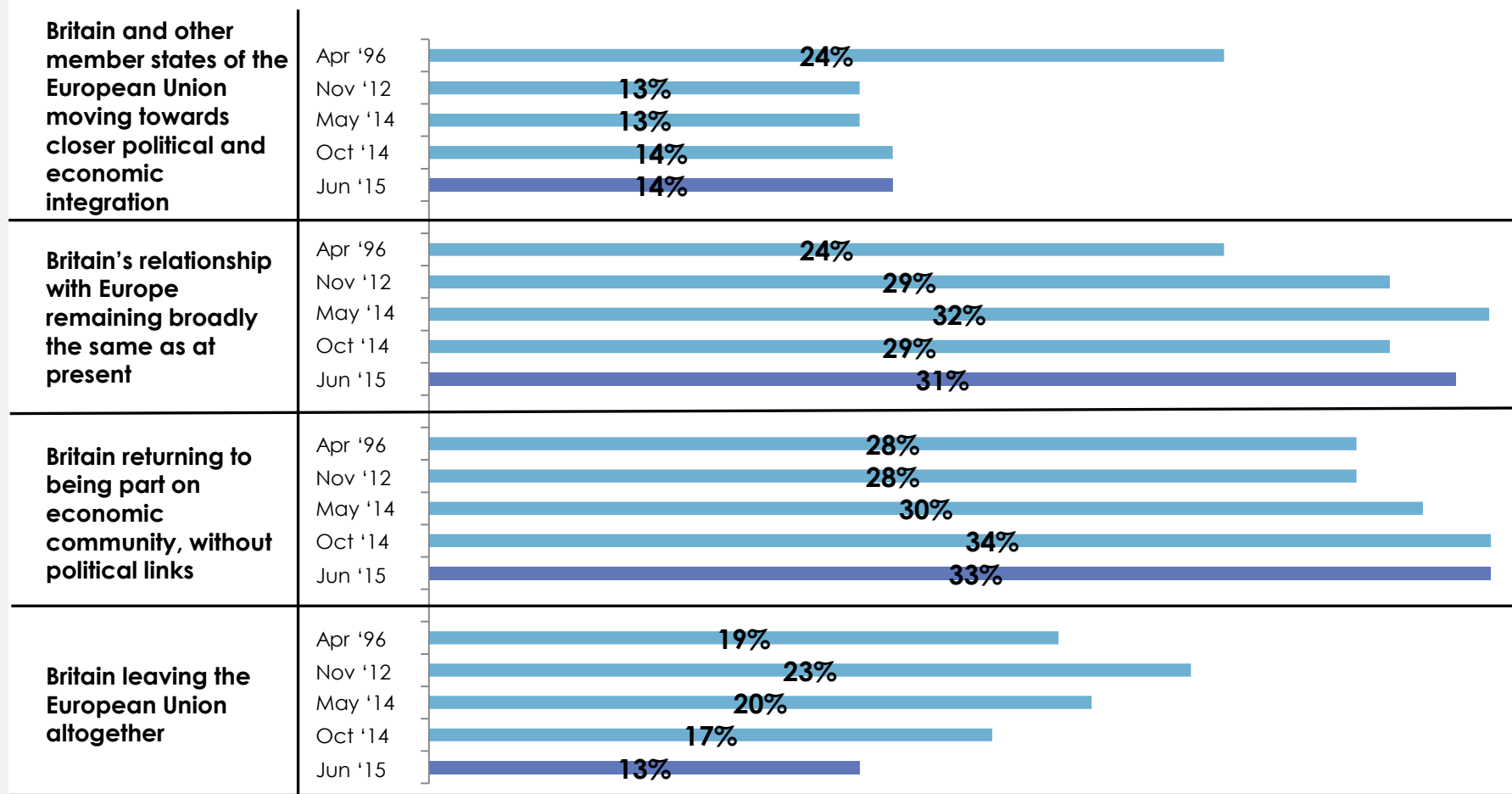
Source: Ipsos MORI Political Monitor



# Britain's future role in Europe

WHICH OF THE OPTIONS BEST DESCRIBES YOUR OWN PREFERENCE FOR BRITAIN'S FUTURE ROLE IN EUROPE?

17



Base: 1,005 British adults 18+, 14th -16th June 2015

Source: Ipsos MORI Political Monitor

# Confidence in Cameron's ability to get a good EU deal for Britain

PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT DAVID CAMERON WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN LEADERS?

18

November 2014

June 2015

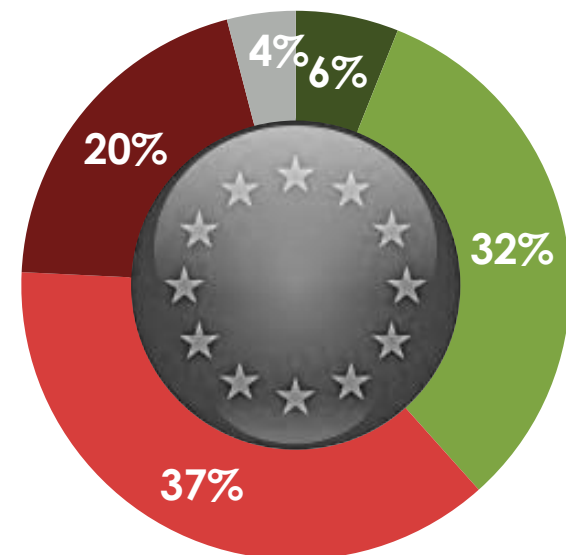
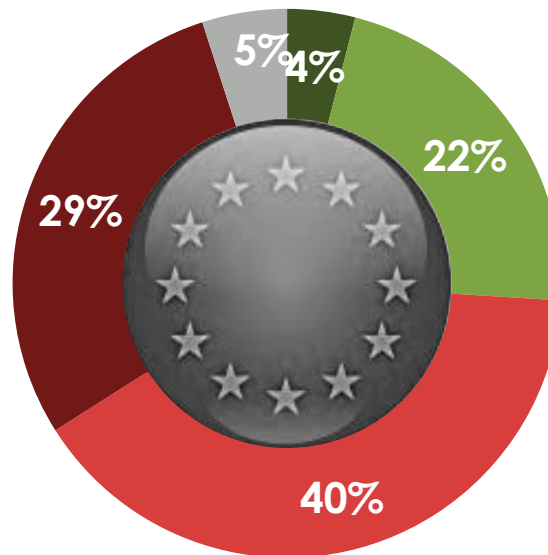
VERY CONFIDENT

FAIRLY CONFIDENT

NOT VERY  
CONFIDENT

NOT AT ALL  
CONFIDENT

NO OPINION



Base: 1,005 British adults 18+, 14th -16th June 2015

Source: Ipsos MORI

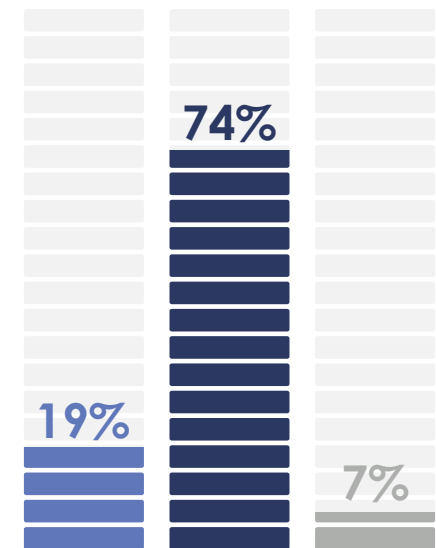
# Should all cabinet ministers have to keep to the government's position on the EU referendum?

AND STILL THINKING ABOUT A REFERENDUM ON BRITISH MEMBERSHIP OF THE EUROPEAN UNION, DO YOU THINK THAT ALL CABINET MINISTERS SHOULD BE REQUIRED TO SUPPORT THE OFFICIAL

GOVERNMENT POSITION ON BRITISH MEMBER OF THE EUROPEAN UNION, OR SHOULD THEY BE ALLOWED TO CAMPAIGN FOR THE POSITION THEY BELIEVE MOST, EVEN IT IT'S DIFFERENT TO THE GOVERNMENT'S POLICY?

19

June 2015



THEY SHOULD BE REQUIRED TO SUPPORT THE OFFICIAL GOVERNMENT POSITION

THEY SHOULD BE ALLOWED TO CAMPAIGN FOR THE POSITION THEY BELIEVE MOST

DON'T KNOW

Base: 1,005 British adults 18+, 14th -16th June 2015

Source: Ipsos MORI

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