

October 2018

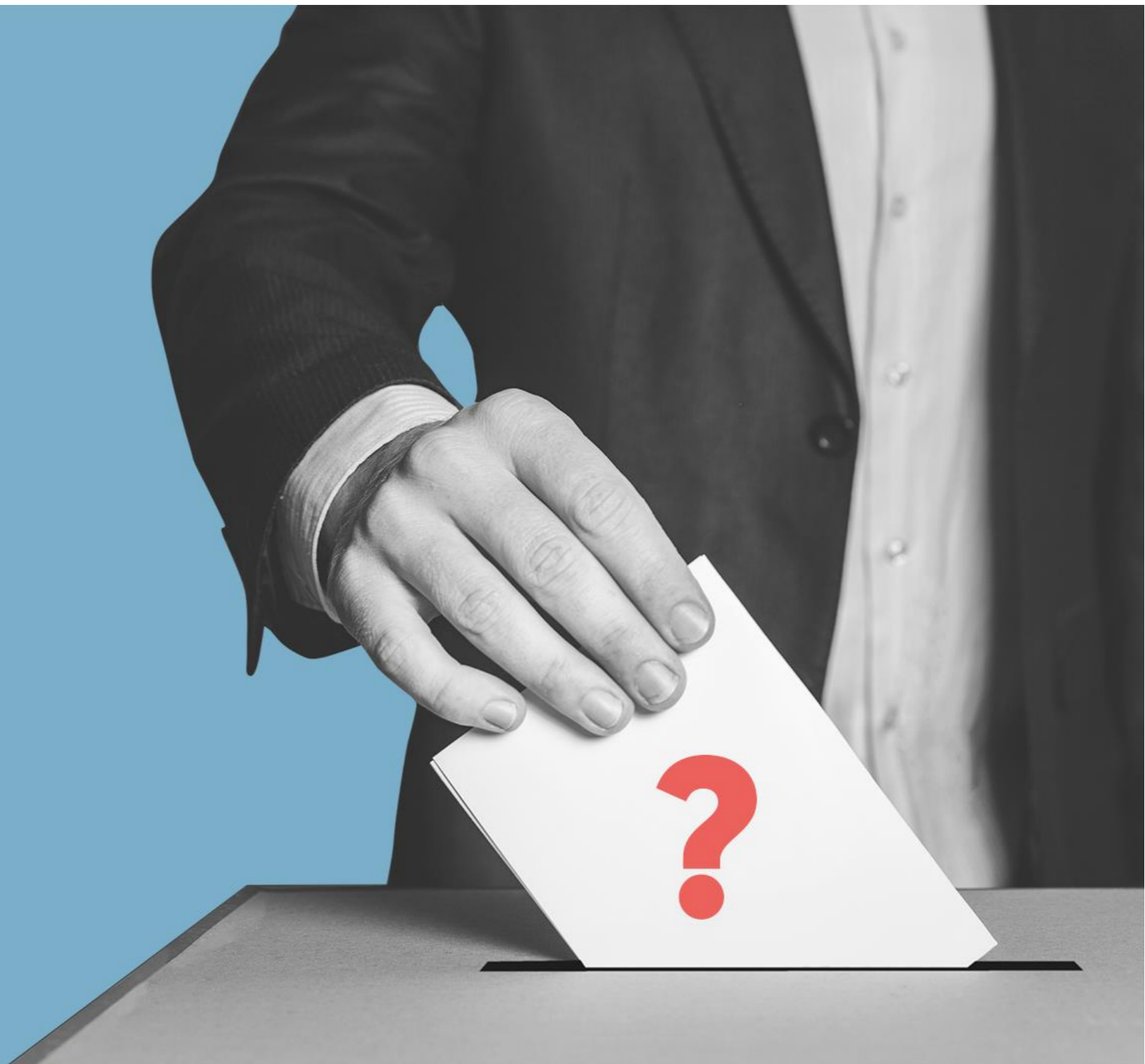
POLITICAL MONITOR



Ipsos MORI

October 2018

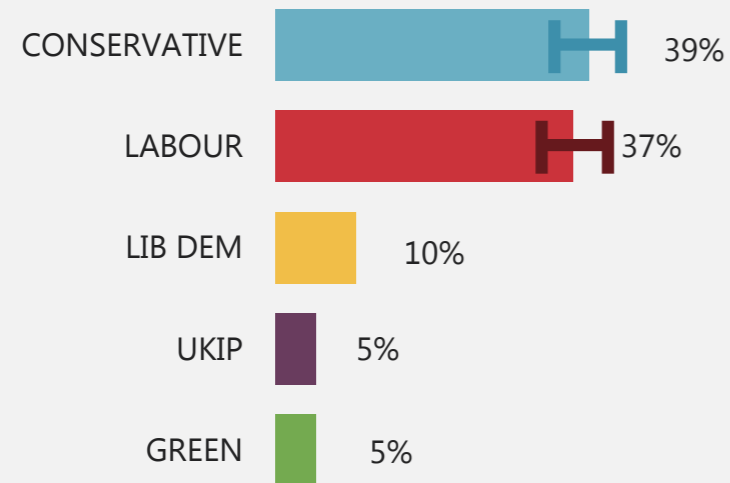
VOTING INTENTIONS



Voting Intention: October 2018

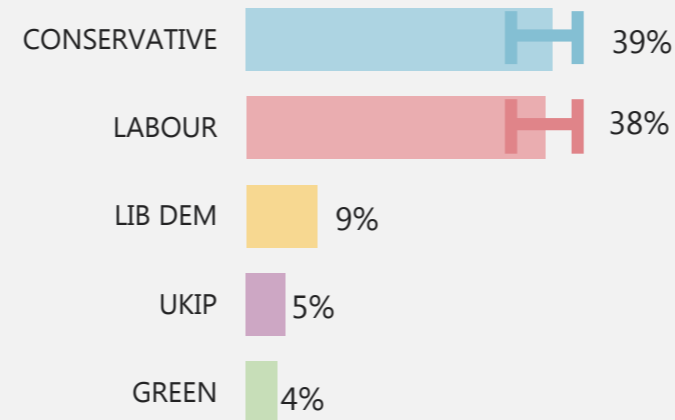
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +2

ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = +1

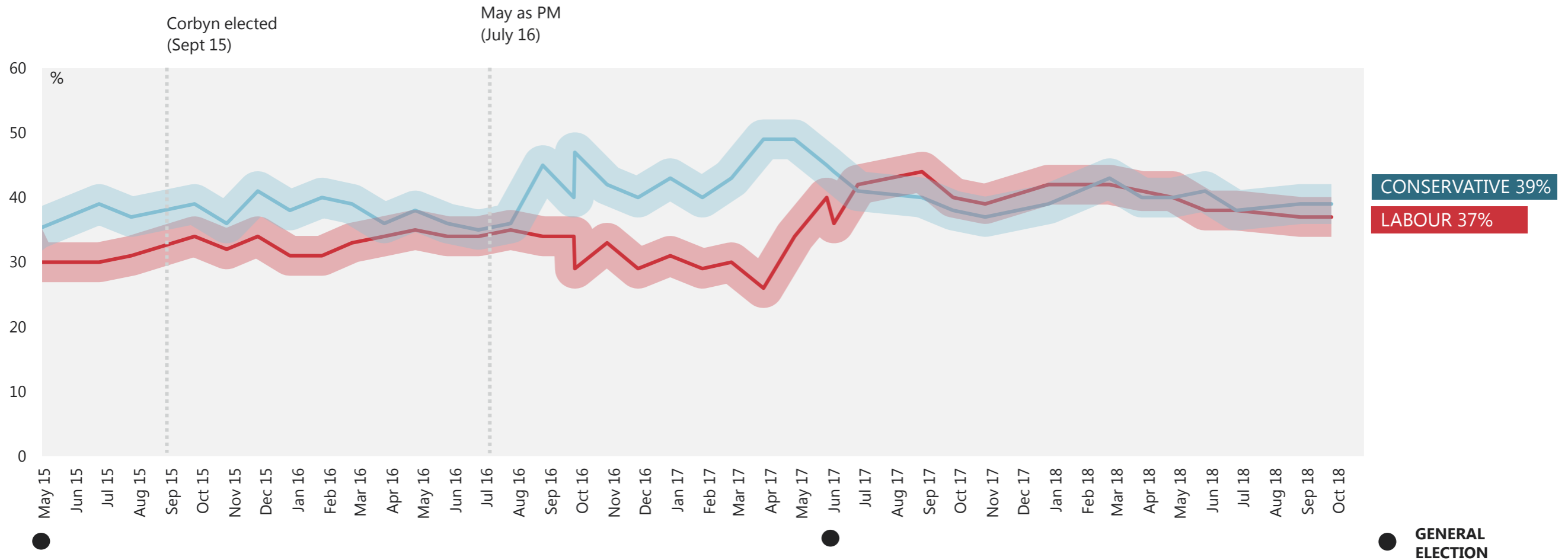


Base: 1044 British adults 18+, 19th– 22nd October 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 777 Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos MORI Political Monitor

Headline voting intention: Since 2015 General Election

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



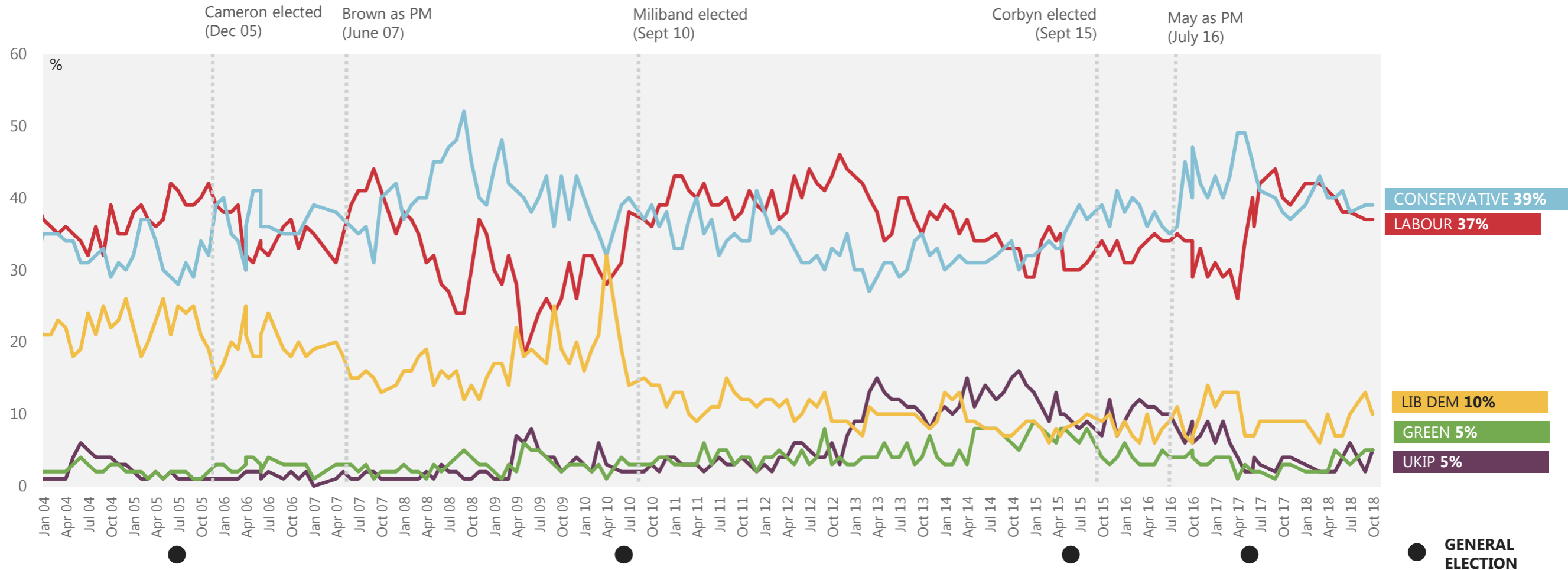
Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor



Headline voting intention: January '04 – October '18

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



Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor



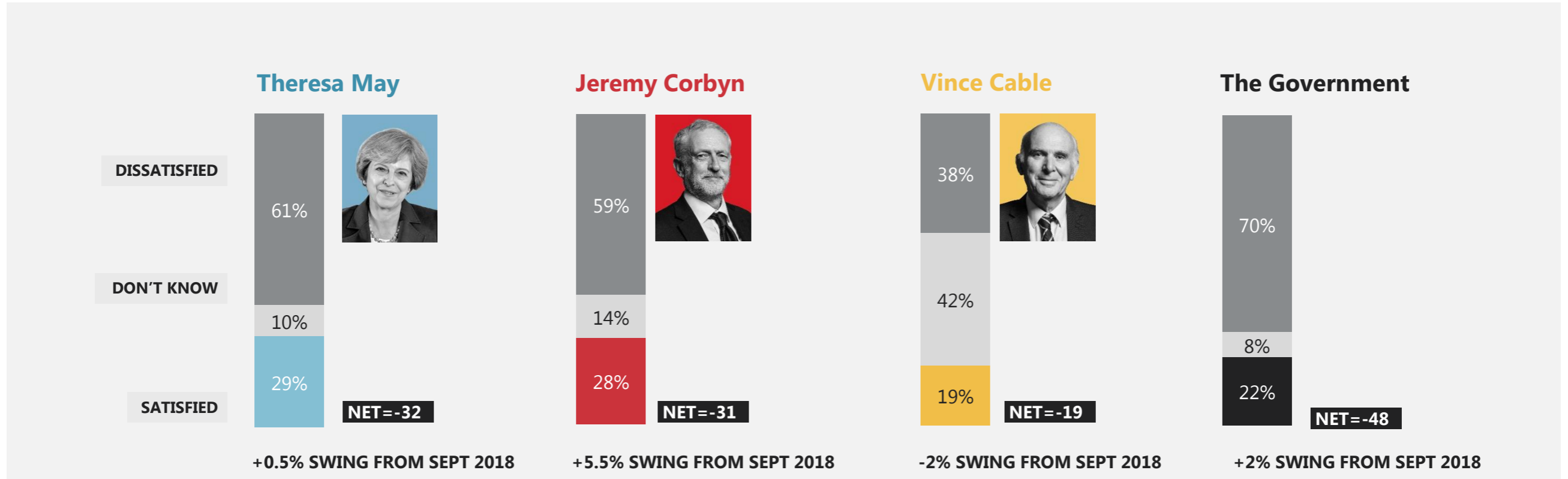
October 2018

**SATISFACTION
WITH GOVERNMENT
AND PARTY
LEADERS**



Satisfaction with leaders and the Government: October 2018

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY... IS RUNNING THE COUNTRY / DOING HIS/HER JOB AS PRIME MINISTER /LEADER OF THE LABOUR PARTY/LEADER OF THE LIBERAL DEMOCRATS?

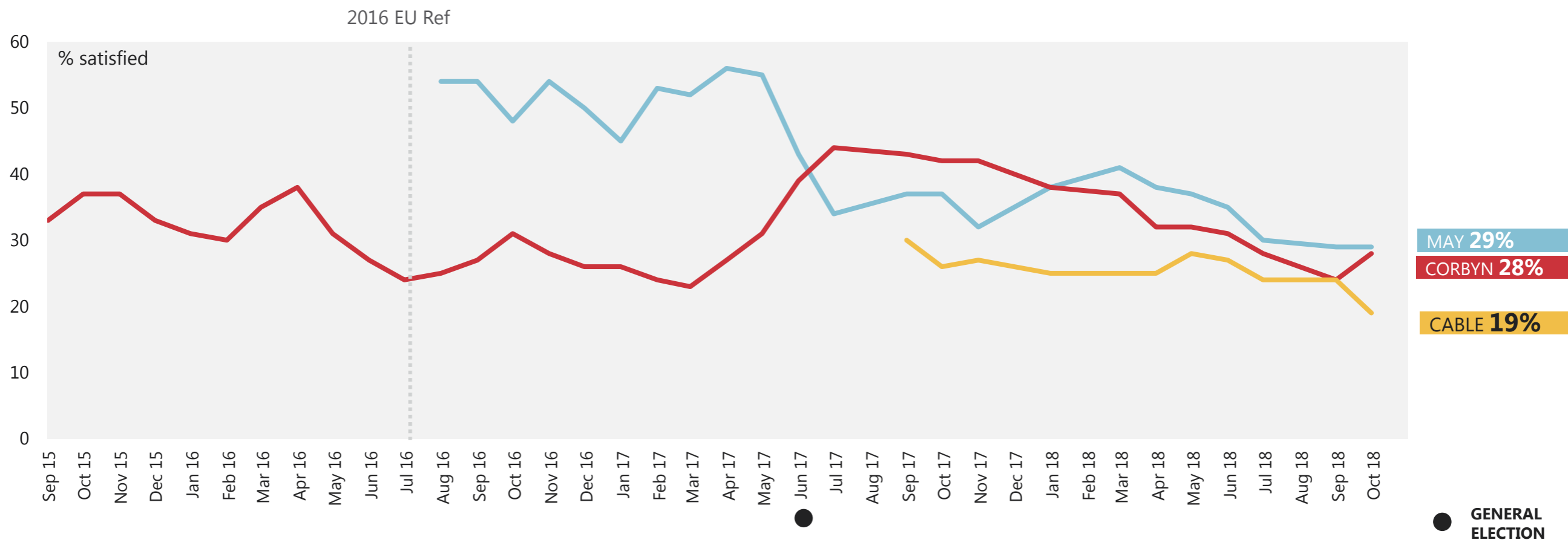


Base: 1044 British adults 18+ 19th - 22nd October 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders September 2015 – October 2018

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS PRIME MINISTER /LEADER OF THE LABOUR/LIB DEM PARTY?



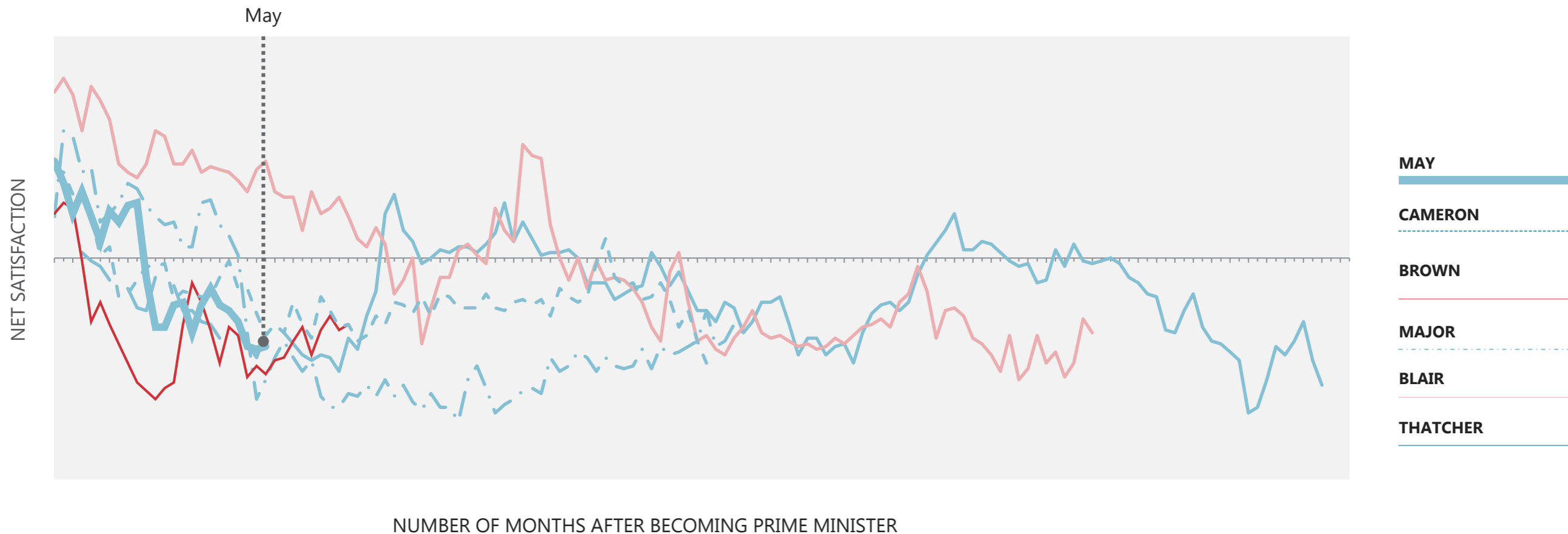
Base: c.1,000 British adults each month.

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers (1979-2018)

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

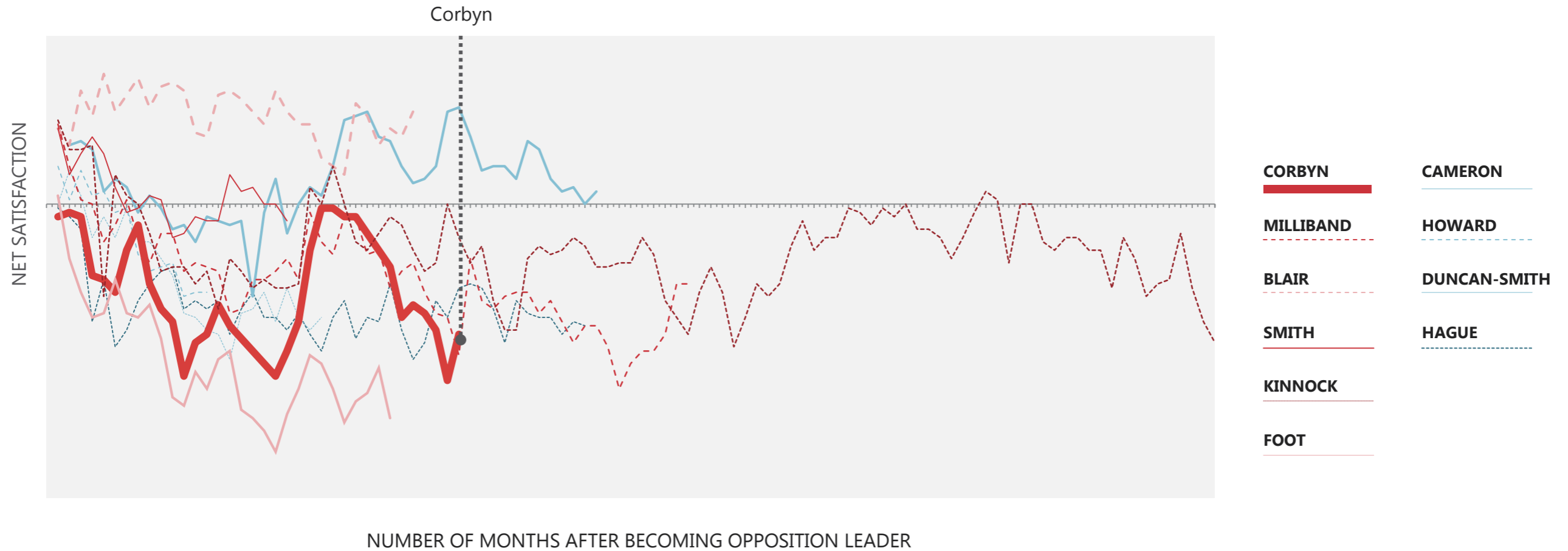
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Net satisfaction with Opposition Leaders (1980 – 2018)

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

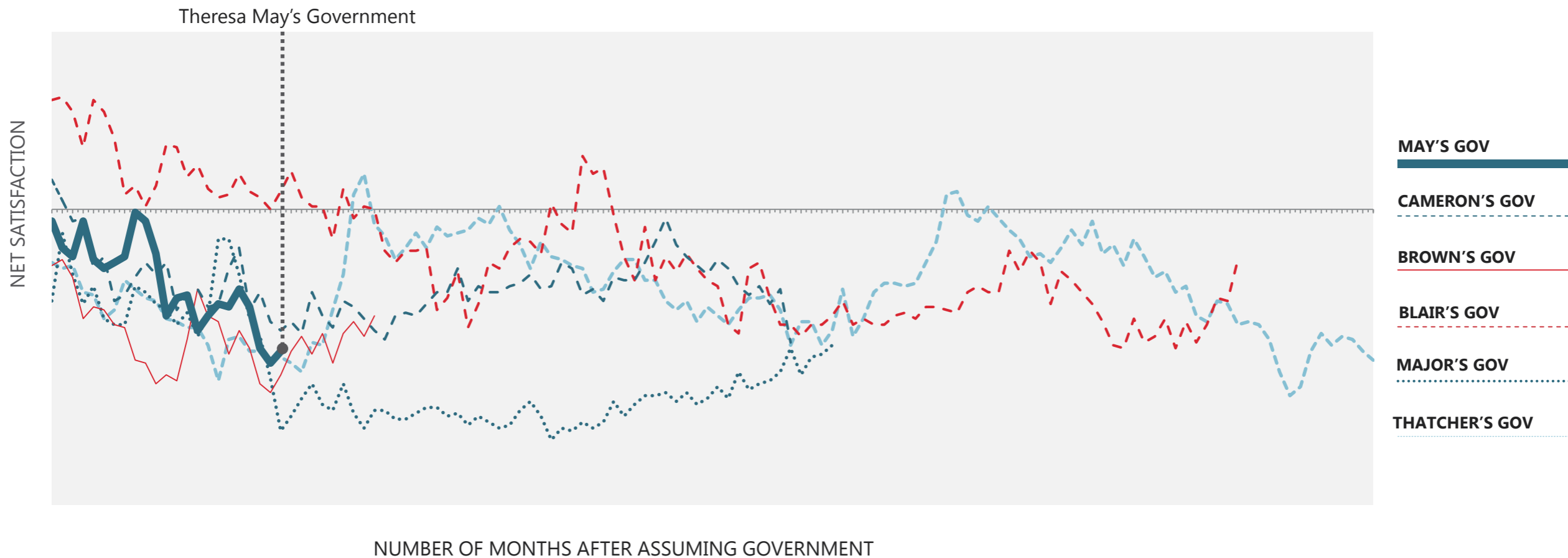
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Net satisfaction with the Government (1979 – 2018)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY THE GOVERNMENT IS RUNNING THE COUNTRY?



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

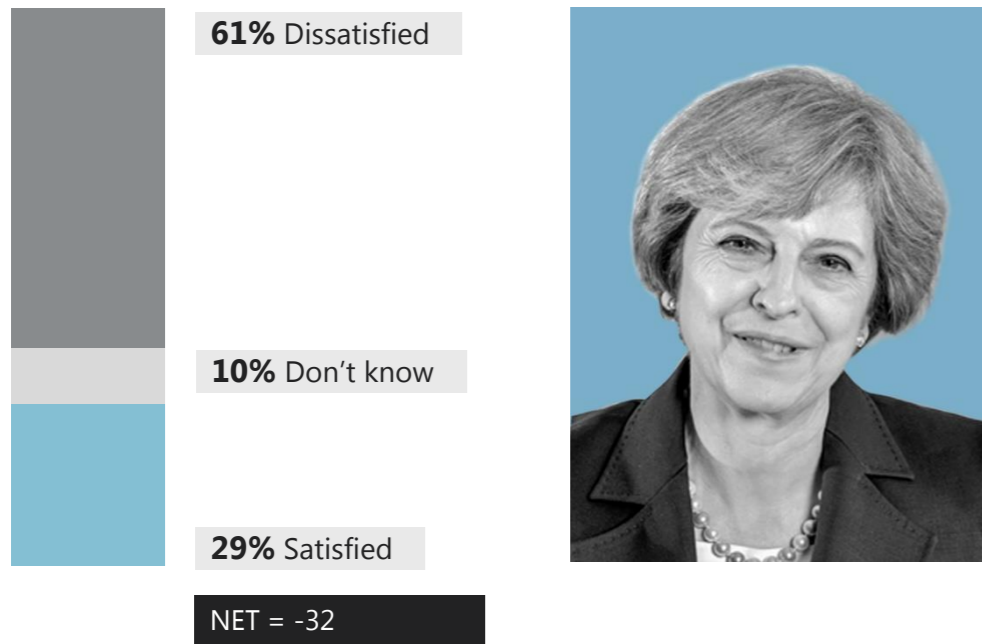
Source: Ipsos MORI Political Monitor



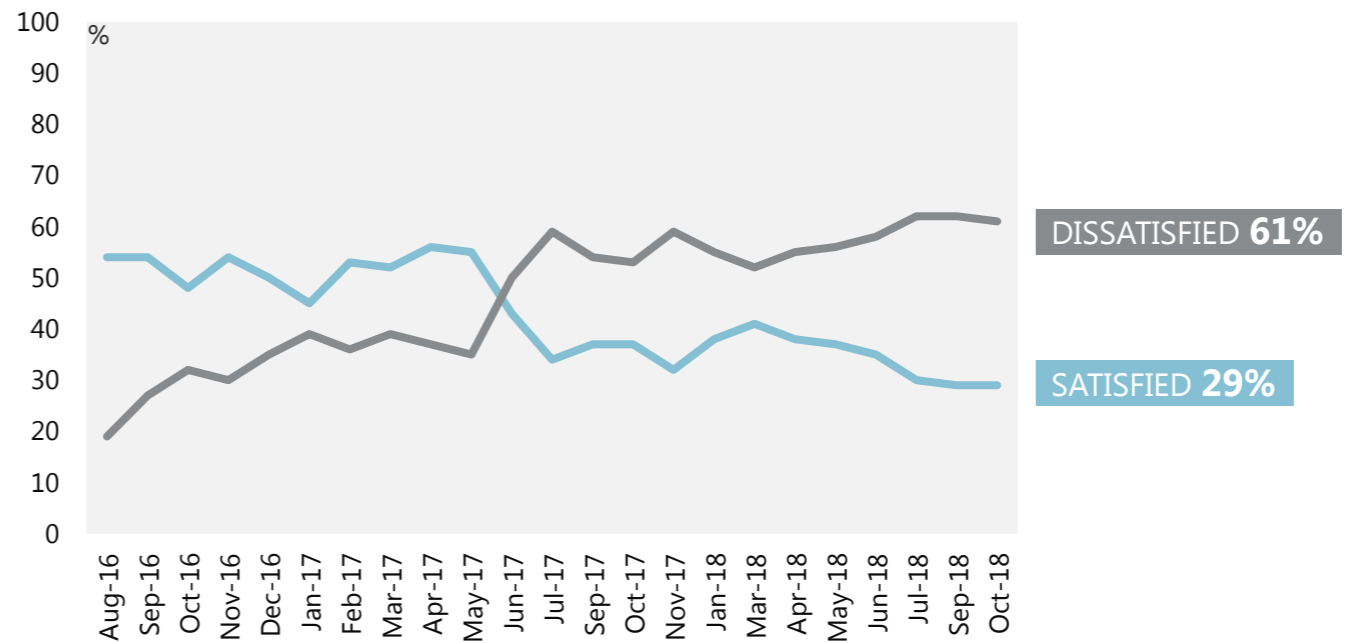
Theresa May Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

October 2018



August 2016 – October 2018



Base: 1044 British adults 18+ 19th – 22nd October 2018

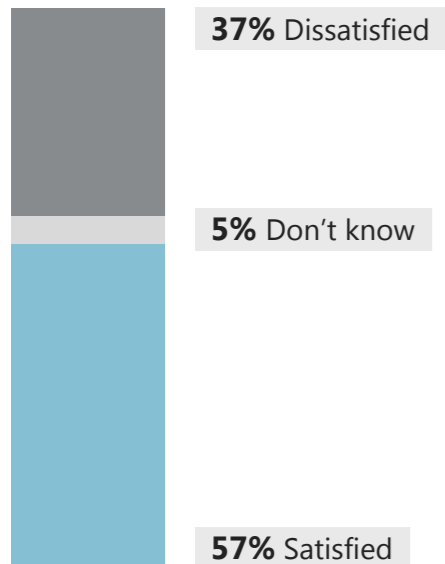


Source: Ipsos MORI Political Monitor

Theresa May | Satisfaction amongst Conservative supporters

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

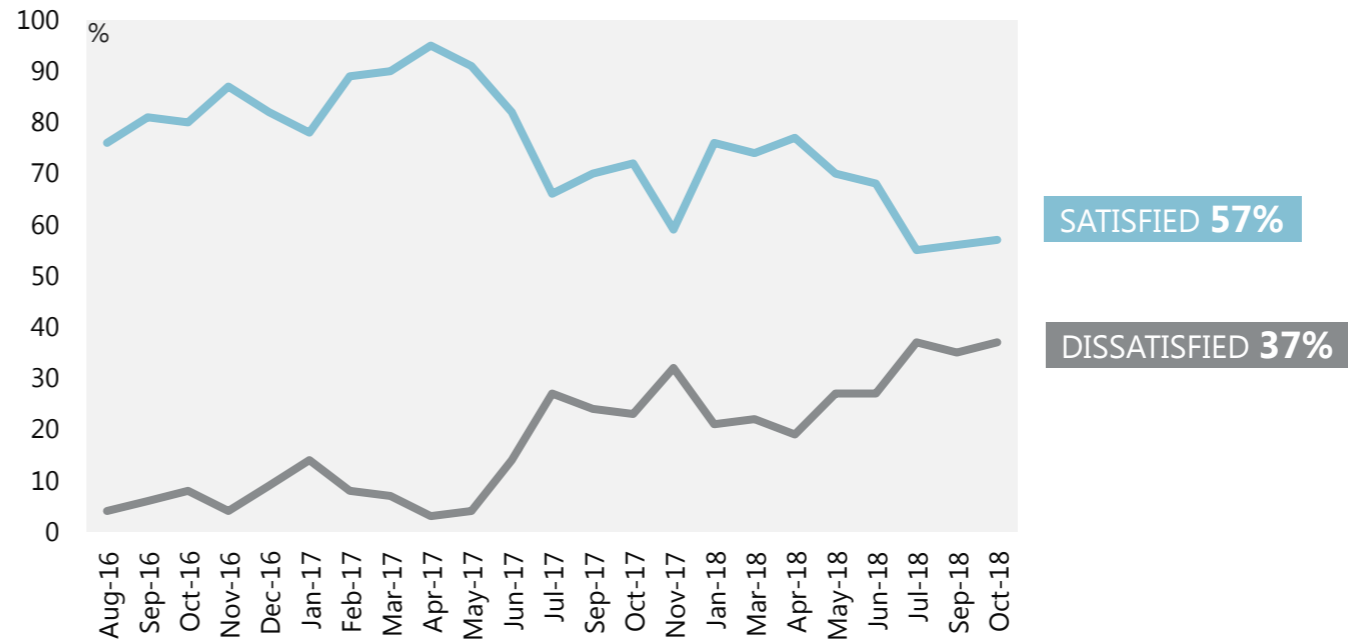
October 2018



NET = +20



August 2016 – October 2018



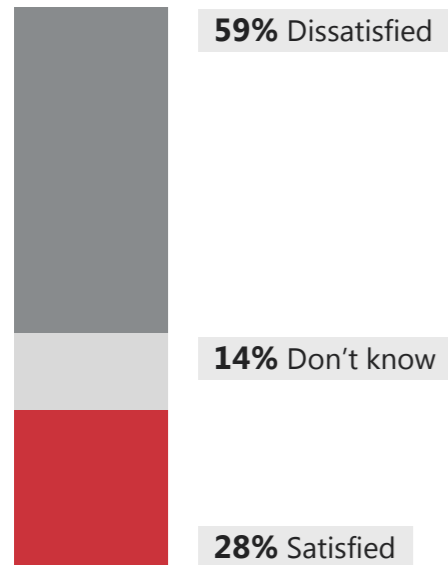
Base: 351 Conservative supporters 18+ 19th – 22nd October 2018

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?

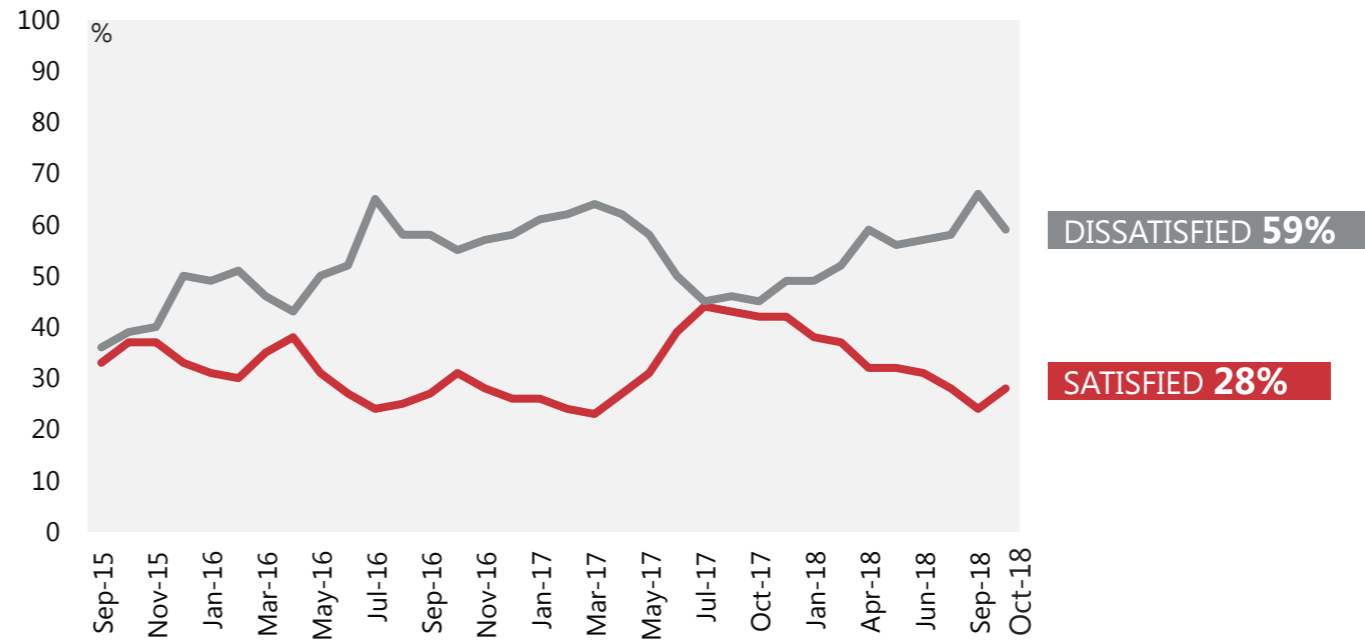
October 2018



NET = -31



September 2015 – October 2018



Base: 1044 British adults 18+ 19th – 22nd October 2018

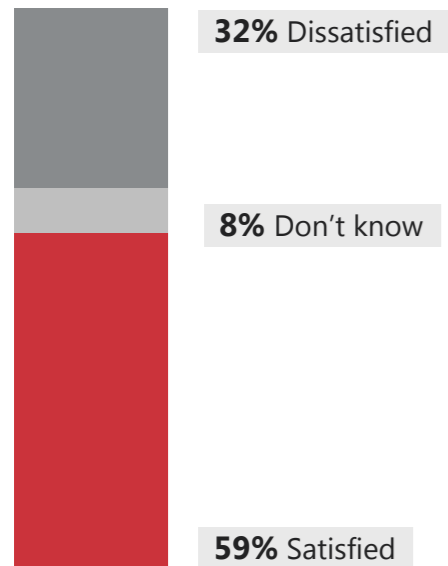


Source: Ipsos MORI Political Monitor

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?

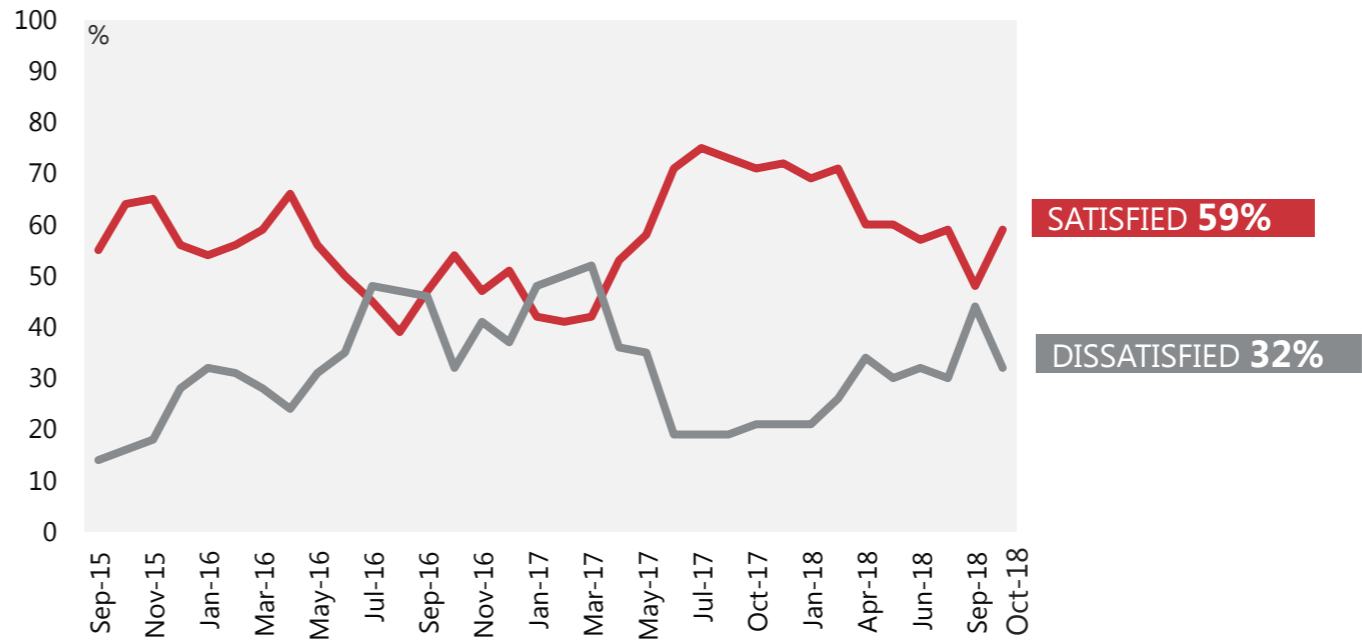
October 2018



NET = +27



September 2015 – October 2018



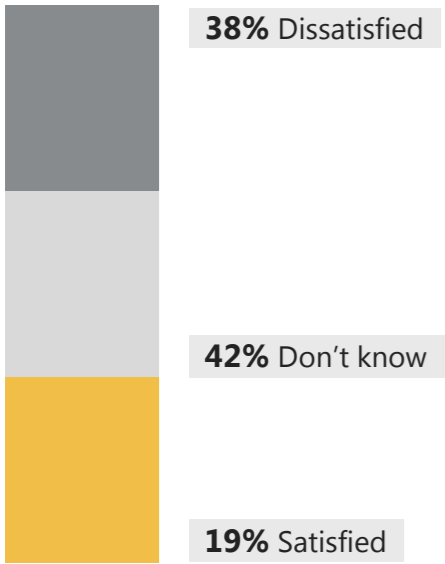
Base: 324 Labour supporters 18+ 19th – 22nd October 2018

Source: Ipsos MORI Political Monitor

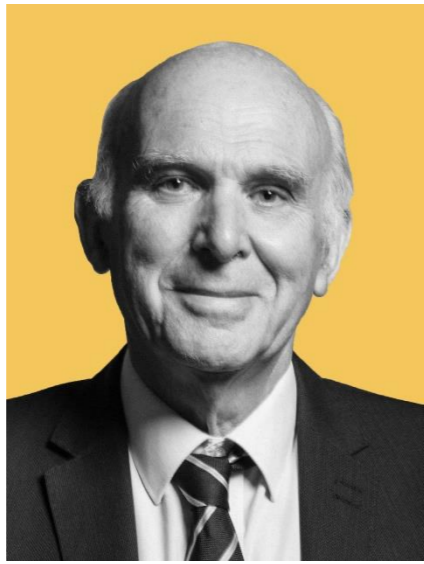
Vince Cable Satisfaction

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

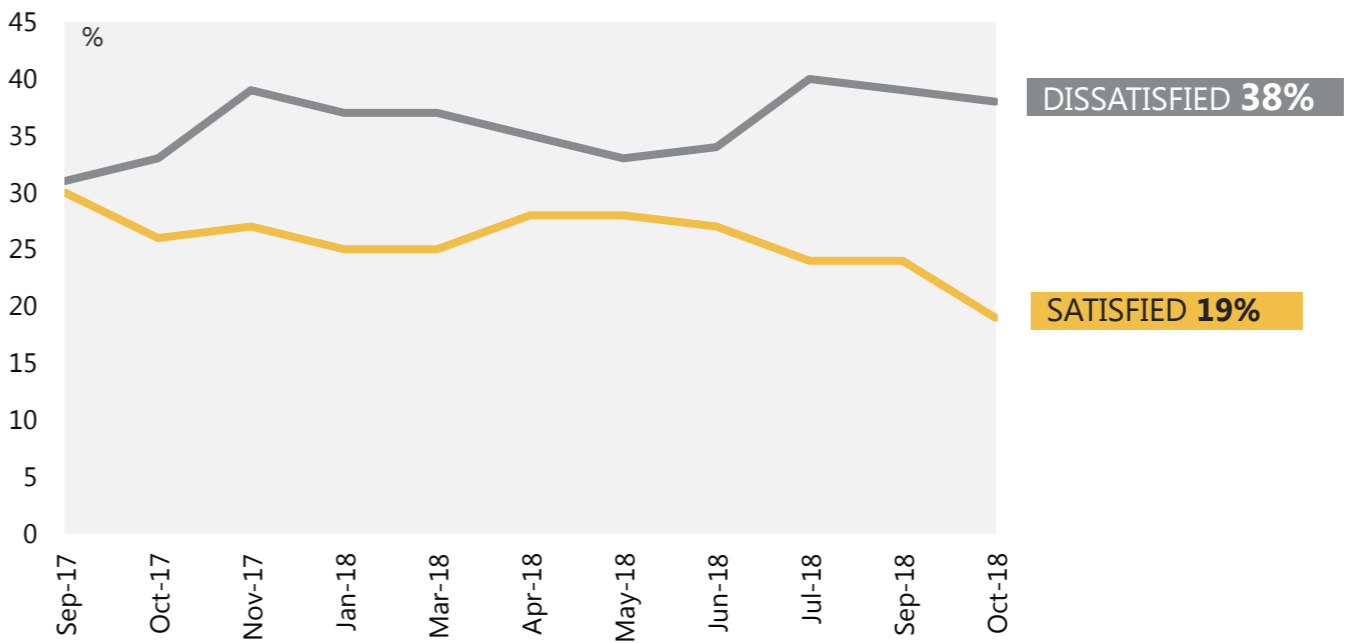
October 2018



NET = -19



September 2017 – October 2018



Base: 1044 British adults 18+ 19th – 22nd October 2018



Source: Ipsos MORI Political Monitor

October 2018

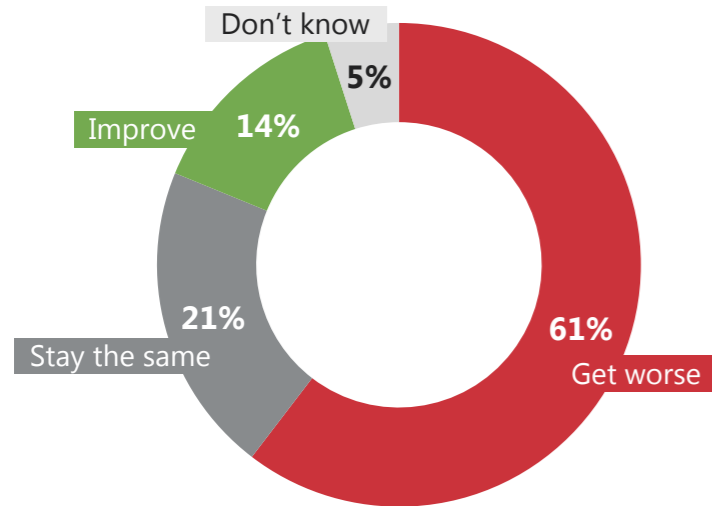
ECONOMIC OPTIMISM



Economic Optimism Index

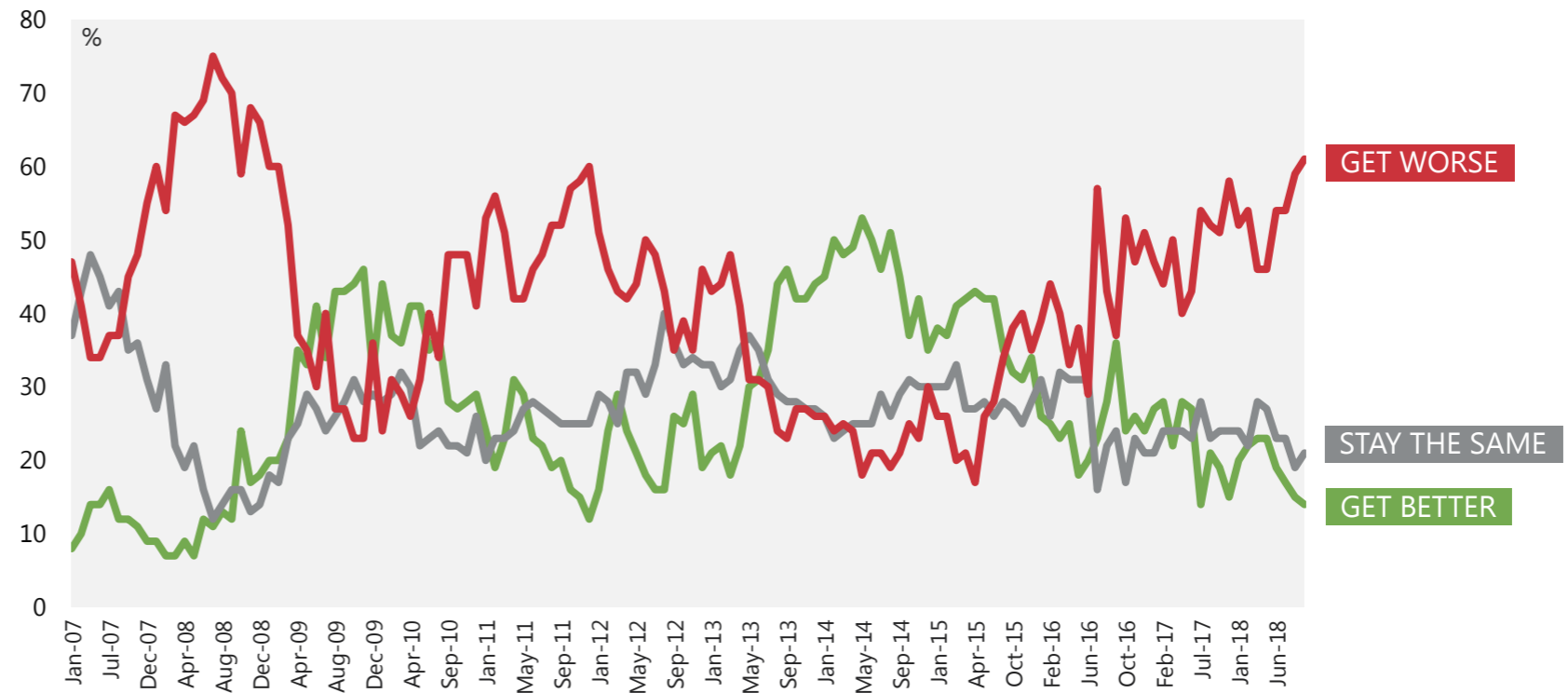
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

October 2018



EOI = -47

January 2007 - October 2018



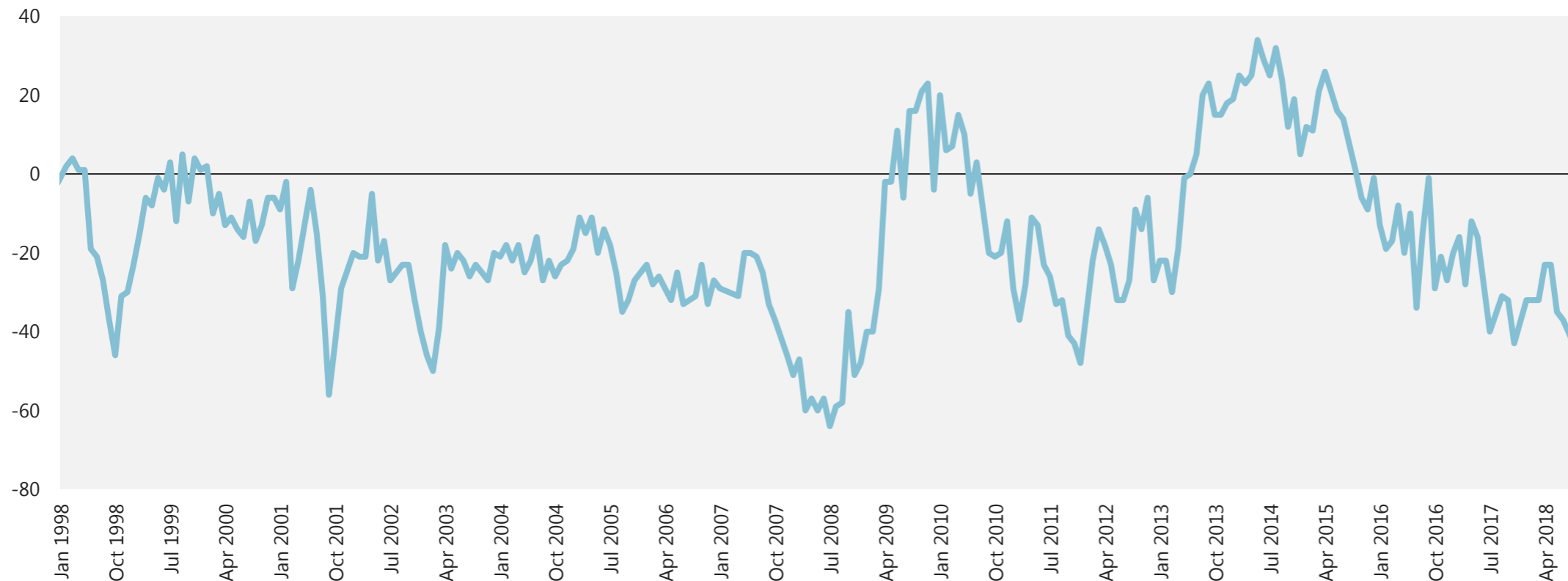
Base: 1044 British adults 18+ 19th – 22nd October 2018



Source: Ipsos MORI Political Monitor

Economic Optimism Index – 1998-2018

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



NET OPTIMISM = -47

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor





October 2018

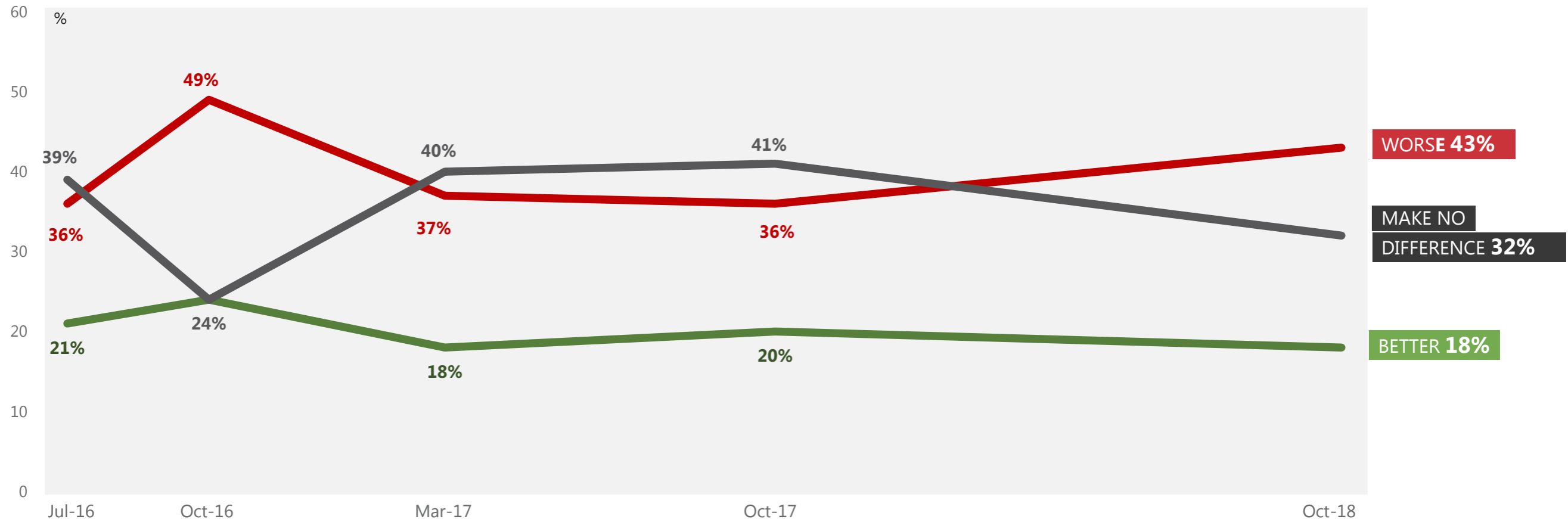
BREXIT



Ipsos MORI

Brexit's impact on living standards

NOW THAT BRITAIN HAS VOTED TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR YOUR OWN STANDARD OF LIVING, OR WILL IT MAKE NO DIFFERENCE?



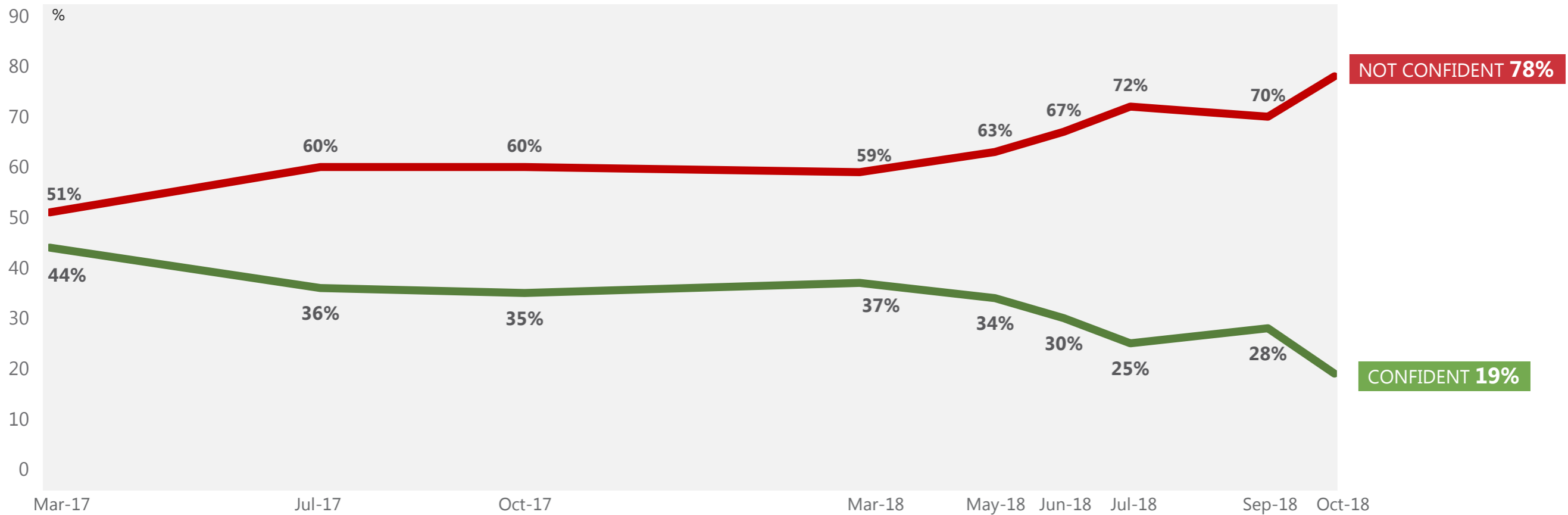
Base: c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor



Confidence in May to get a good Brexit deal for Britain

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



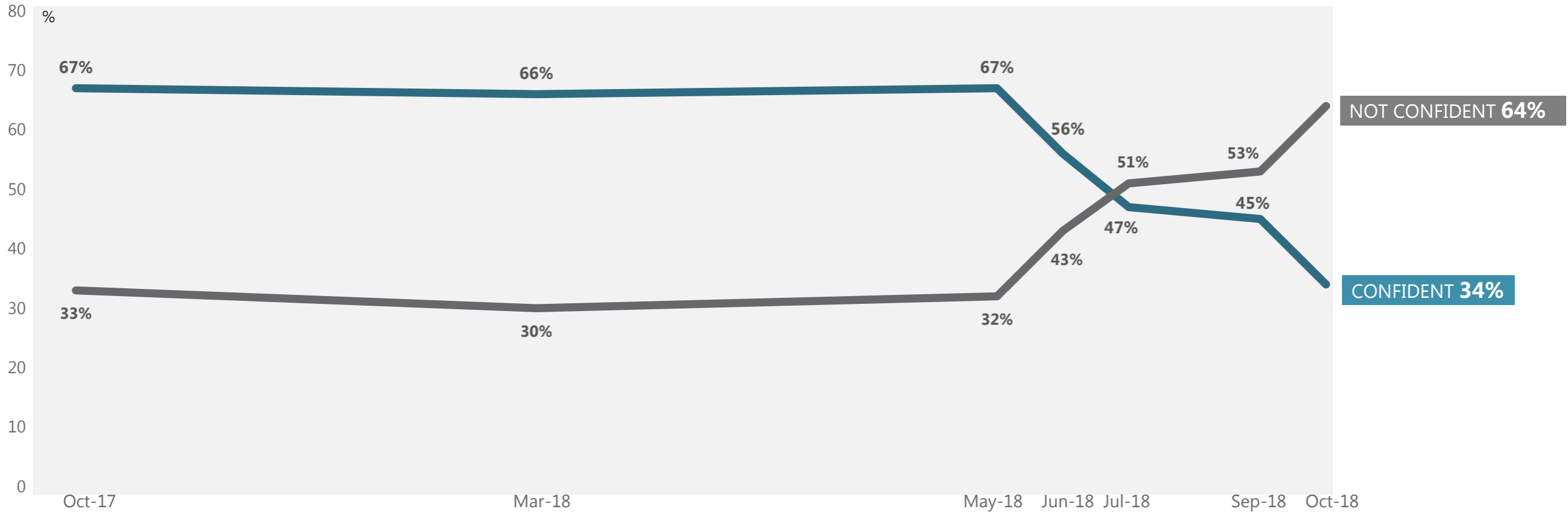
Base: c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor



Confidence in May to get a good deal for Britain (amongst Conservative supporters)

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



Base: c. 350 Conservative party supporters each month

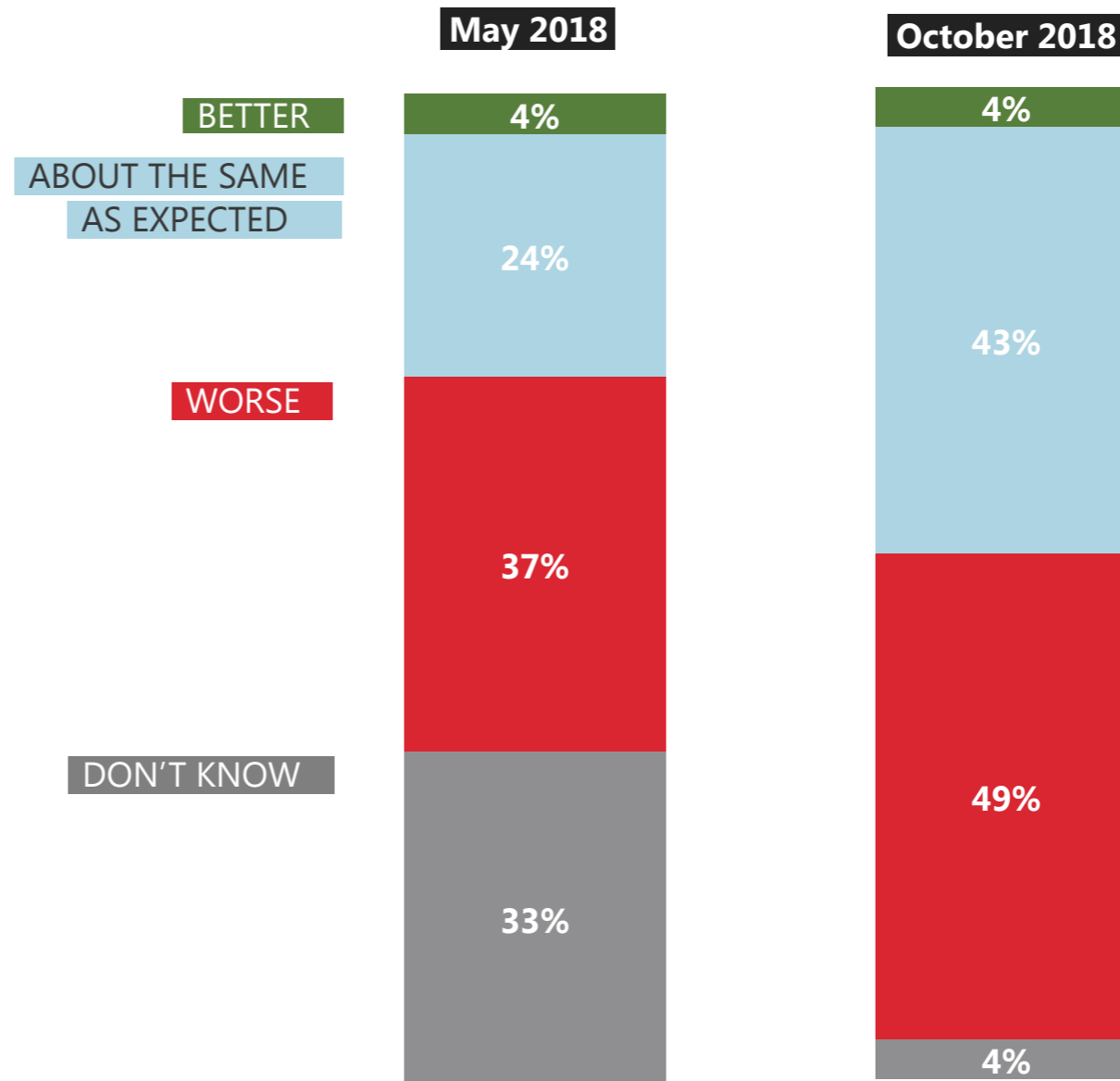
Source: Ipsos MORI Political Monitor



Public perceptions of the Brexit process

REGARDLESS OF HOW YOU VOTED IN EU REFERENDUM, DO YOU BELIEVE THAT BRITAIN'S EXIT FROM THE EUROPEAN UNION IS WORKING OUT BETTER OR WORSE, OR ABOUT THE SAME AS YOU EXPECTED?

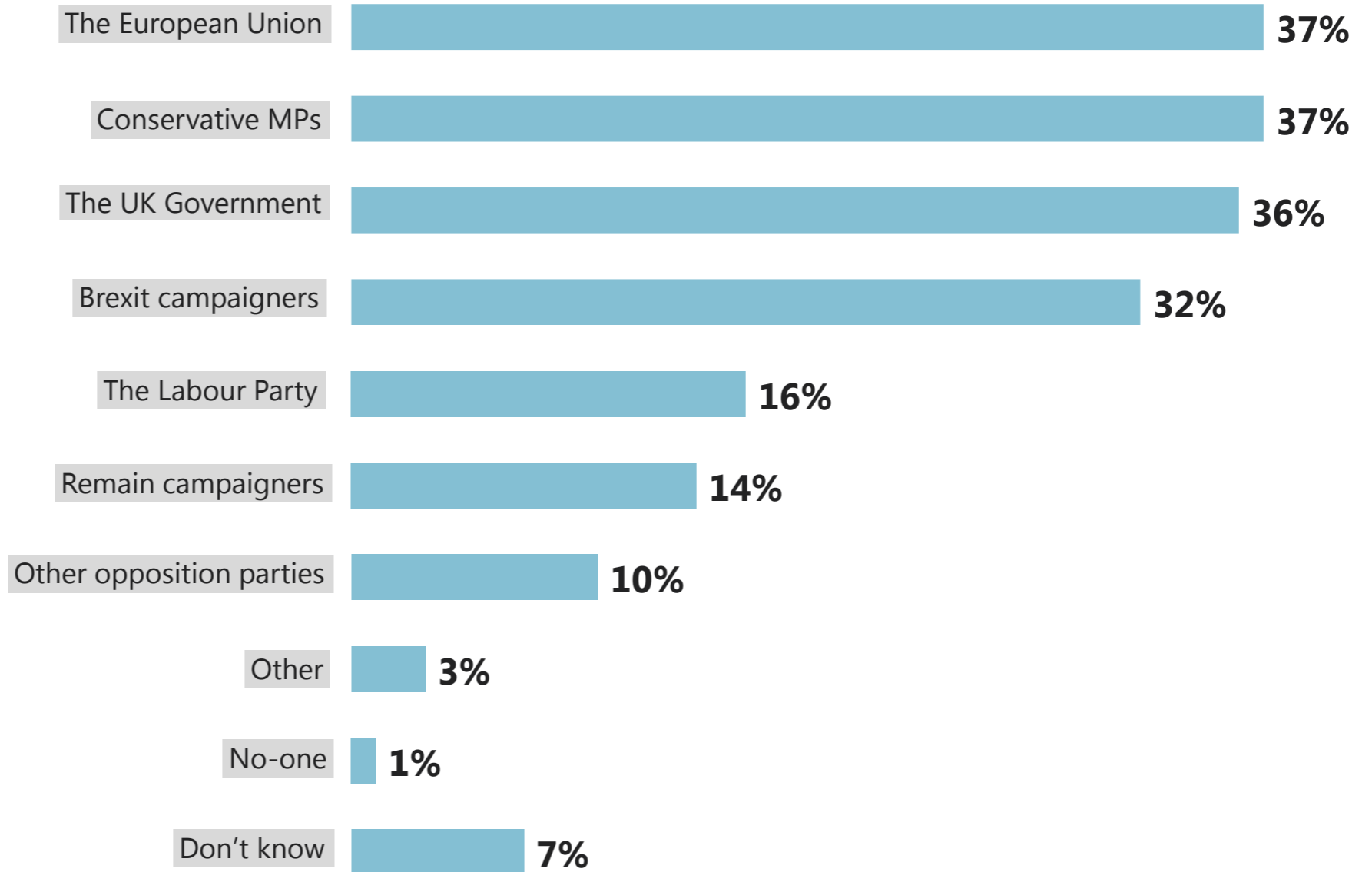
Base: c.1,000 British adults each month



Source: Ipsos MORI Political Monitor

Attributing blame in the case of a no deal Brexit

AND IF BRITAIN AND OTHER EUROPEAN UNION LEADERS FAIL TO REACH AN AGREEMENT ON THE NEW TERMS OF BRITAIN'S FUTURE RELATIONSHIP WITH THE EU BY THE TIME BRITAIN LEAVES, WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU THINK WILL BE THE MOST TO BLAME?

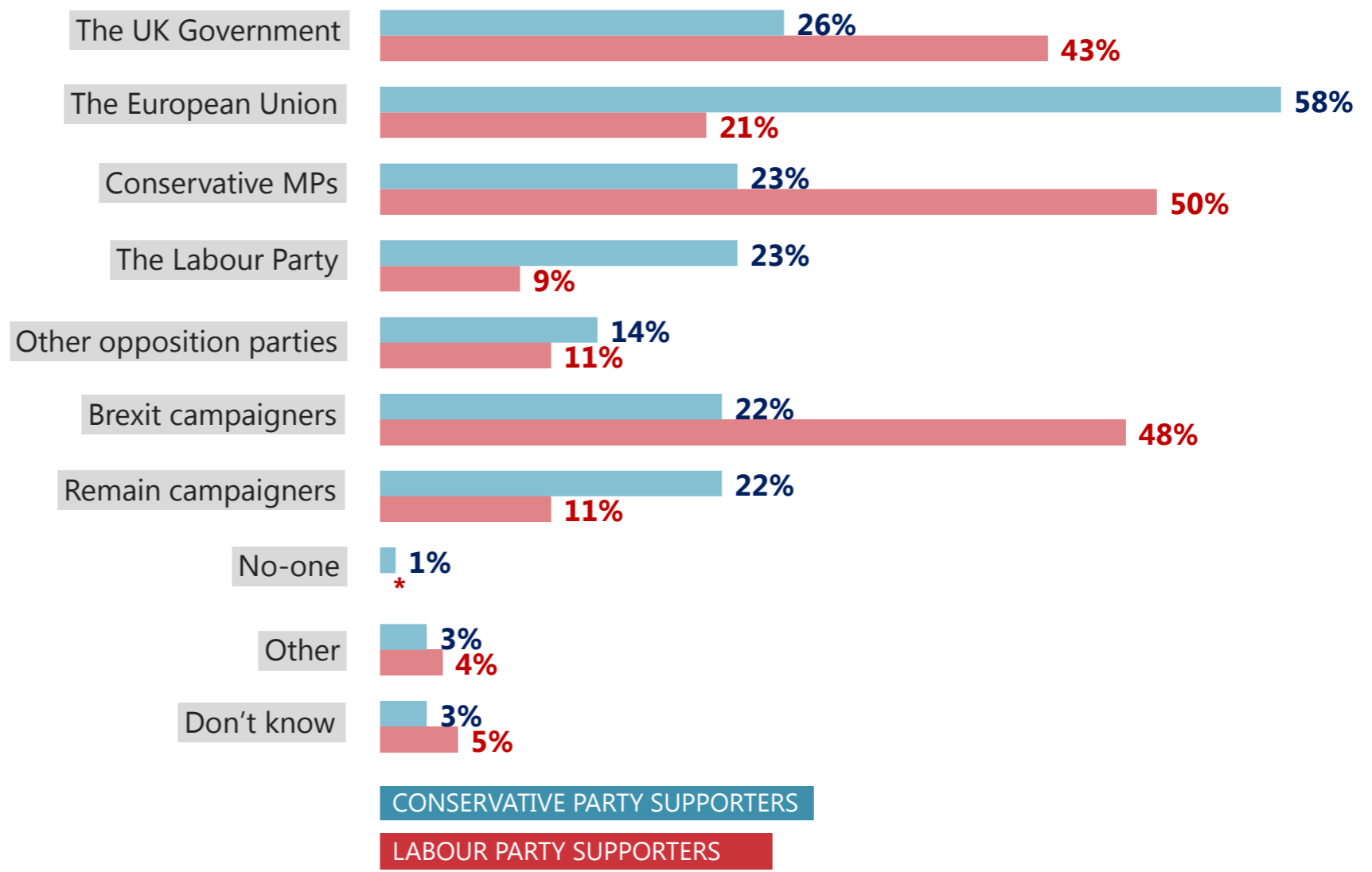


Base: 1044 British adults 18+ 19th – 22nd October 2018

Source: Ipsos MORI Political Monitor

Attributing blame in the case of a no deal Brexit

AND IF BRITAIN AND OTHER EUROPEAN UNION LEADERS FAIL TO REACH AN AGREEMENT ON THE NEW TERMS OF BRITAIN'S FUTURE RELATIONSHIP WITH THE EU BY THE TIME BRITAIN LEAVES, WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU THINK WILL BE THE MOST TO BLAME?



Base: 351 Conservative party supporters, 324 Labour party supporters, 19th – 22nd October 2018

Source: Ipsos MORI Political Monitor

