

Ipsos MORI

September 2016 POLITICAL MONITOR



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September 2016

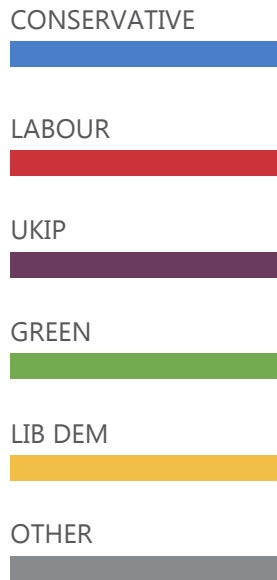
VOTING INTENTIONS



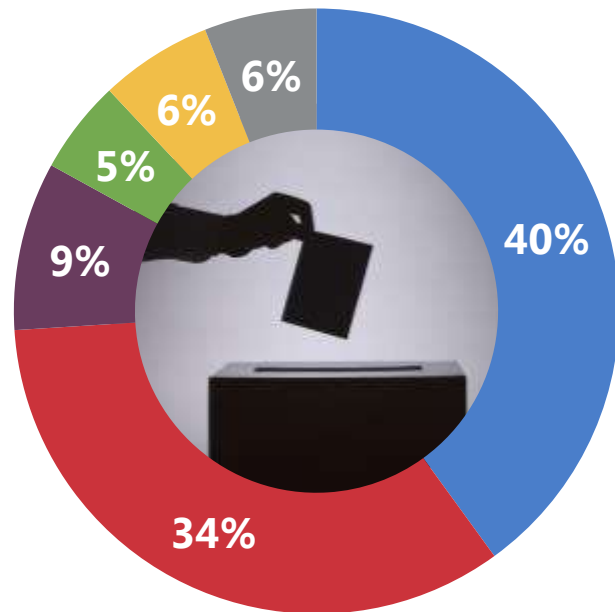
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Voting Intention

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

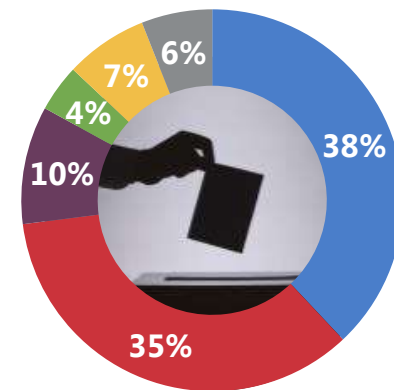


HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +6

ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = +3

Base: 1,000 British adults 18+, 10th – 14th September 2016 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 758. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE.

Source: Ipsos MORI Political Monitor

September 2016

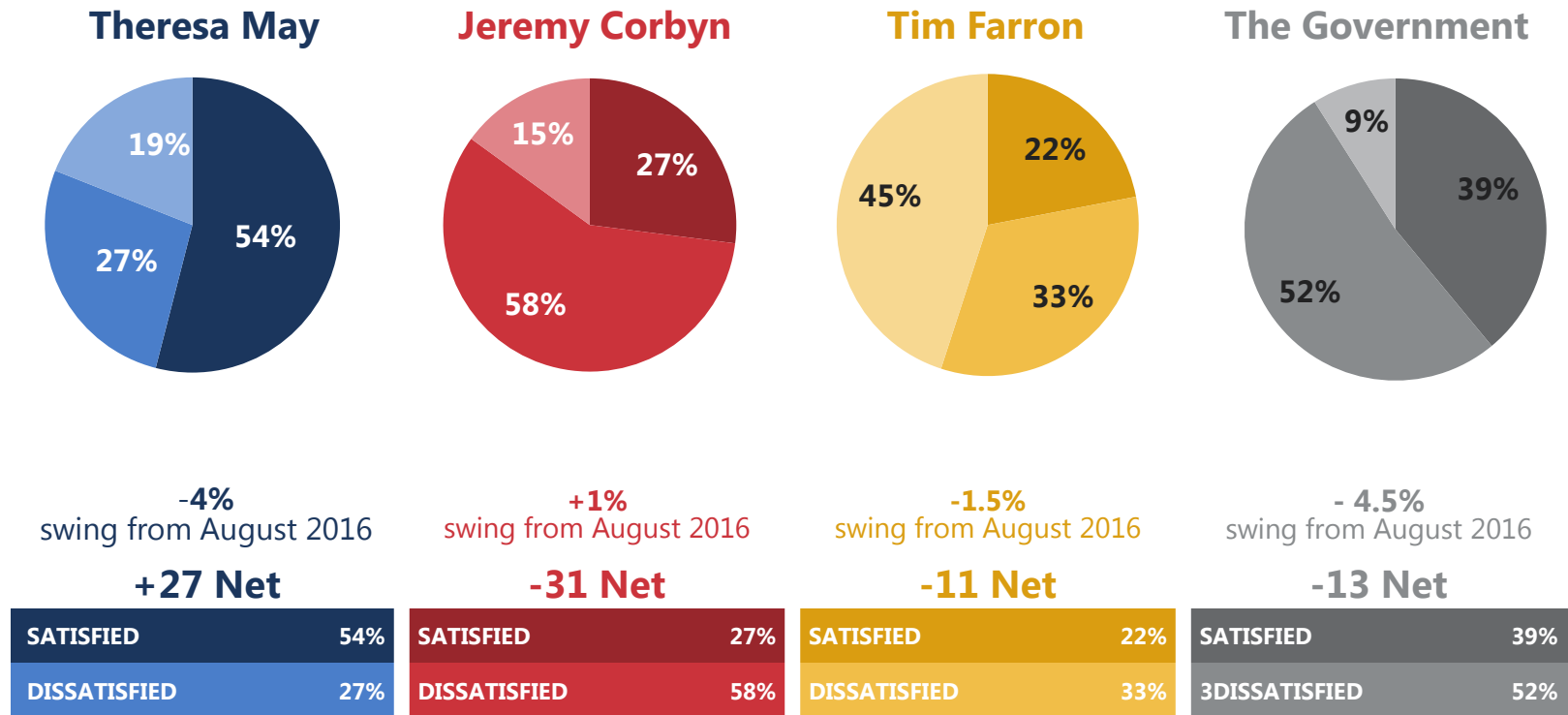
SATISFACTION WITH THE
GOVERNMENT AND
PARTY LEADERS



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Satisfaction with leaders and the Government

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 ?

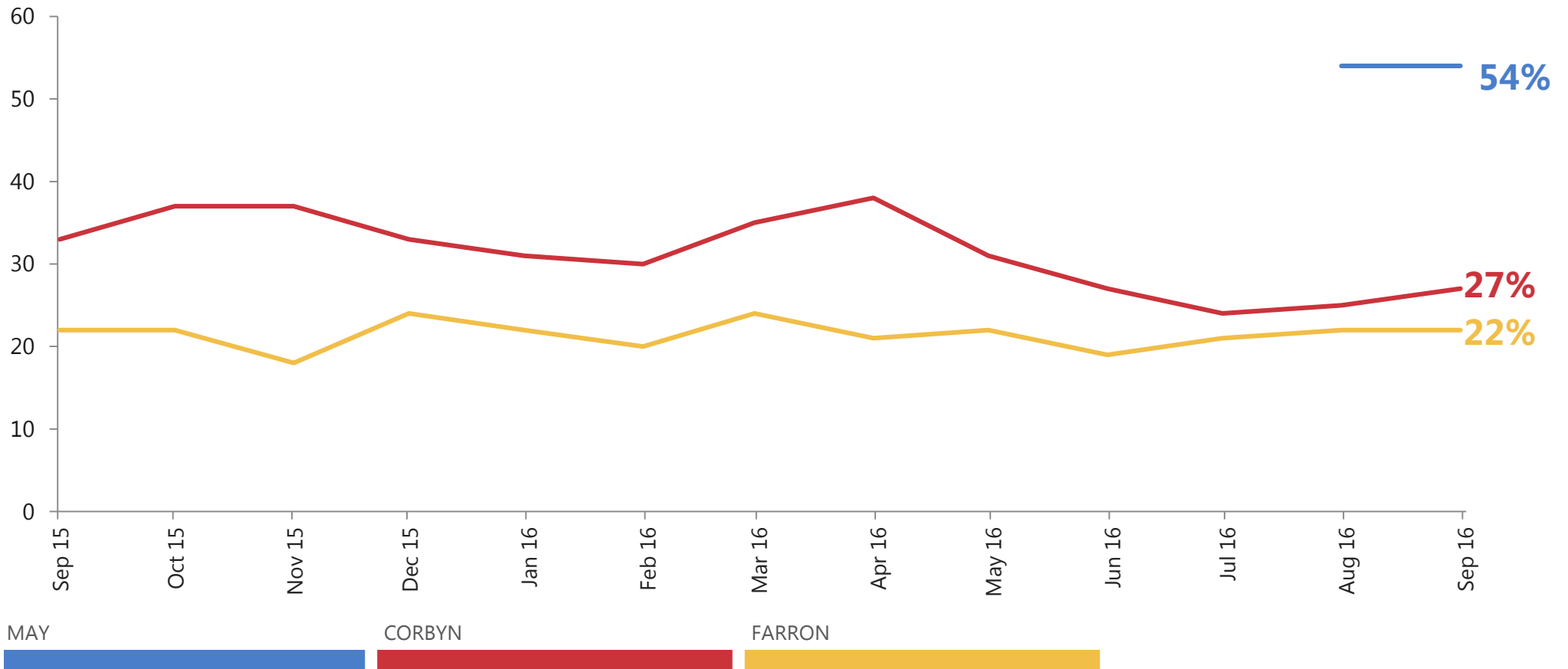


Base: 1,000 British adults 18+, 10th – 14th September 2016 . Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Sept 2015 – August '16

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

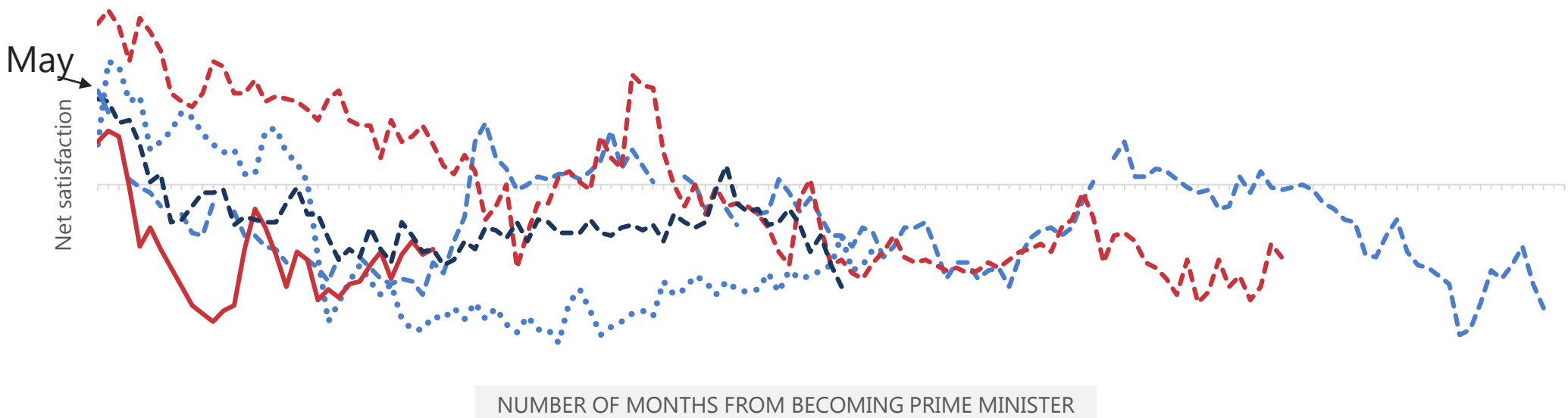


Base: c.1,000 British adults each month

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?



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

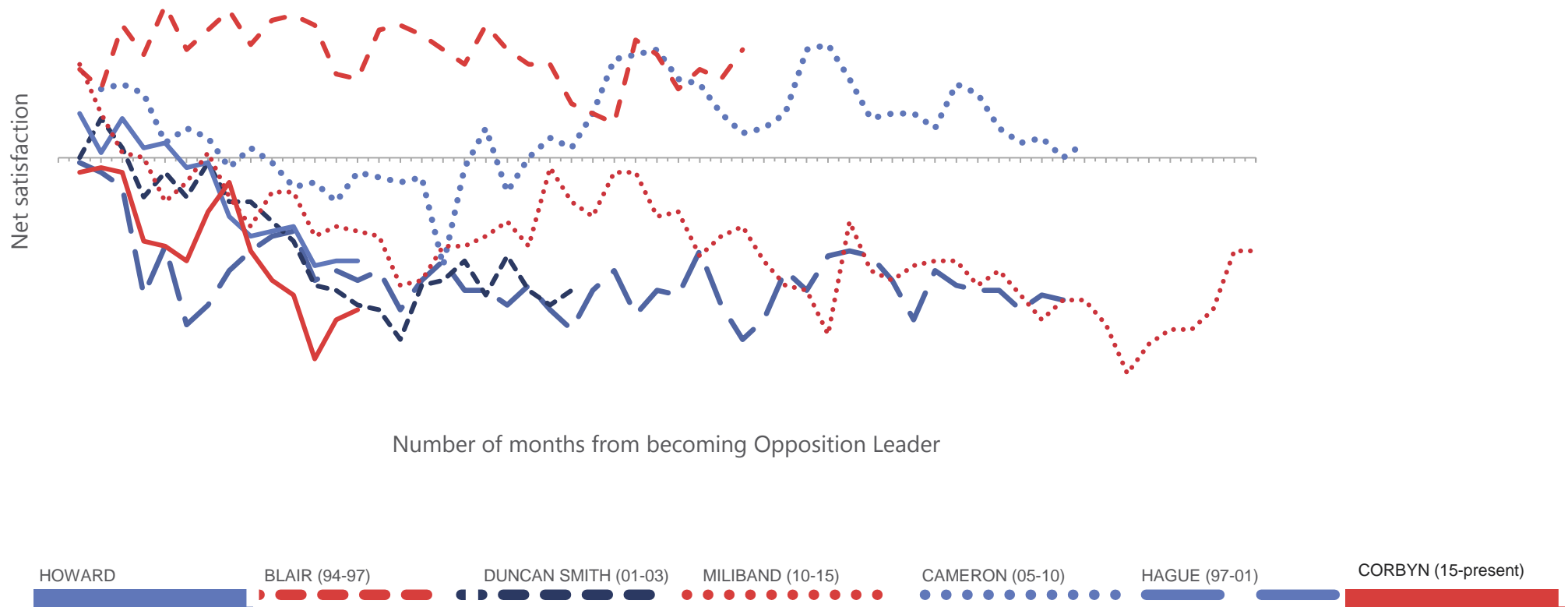
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Net satisfaction with Opposition Leaders (1994 – 2016)

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

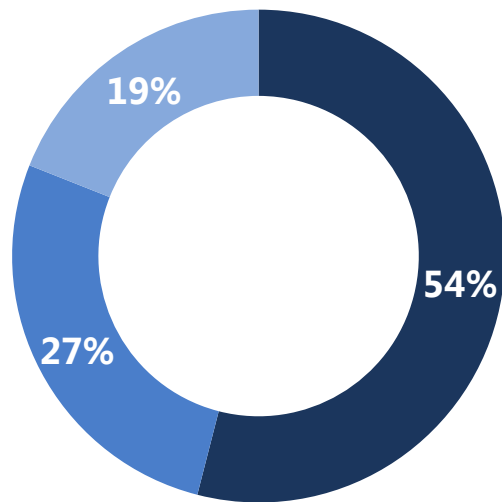
Source: Ipsos MORI Political Monitor



Theresa May (satisfaction)

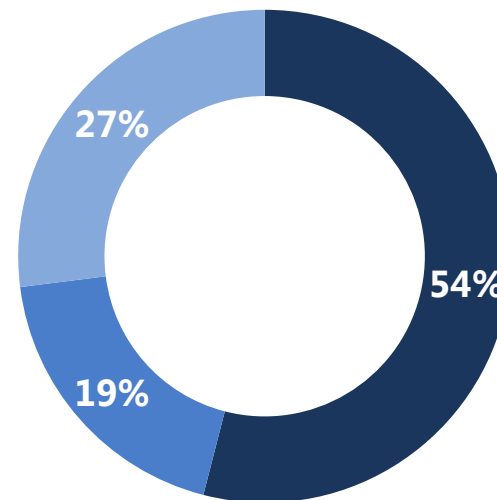
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

September 2016



SATISFIED	54%
DISSATISFIED	27%
DON'T KNOW	19%
Net = +27	

August 2016



SATISFIED	54%
DISSATISFIED	19%
DON'T KNOW	27%
Net = +35	

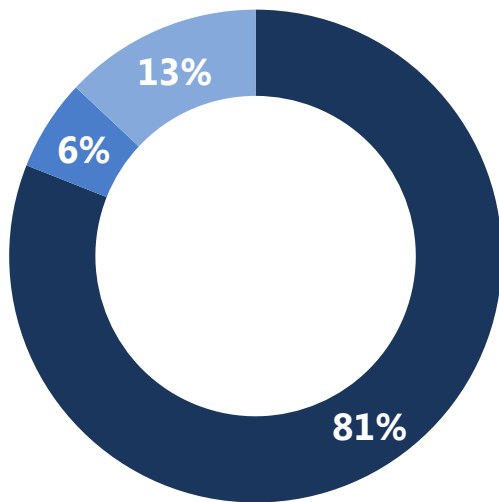
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction amongst Conservative supporters)

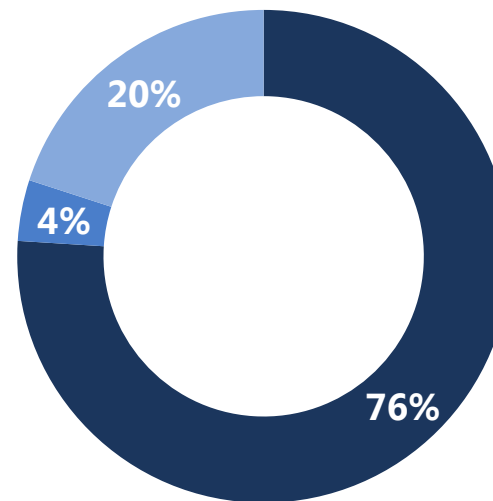
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

September 2016



SATISFIED	81%
DISSATISFIED	6%
DON'T KNOW	13%
Net = +75	

August 2016



SATISFIED	76%
DISSATISFIED	4%
DON'T KNOW	20%
Net = +72	

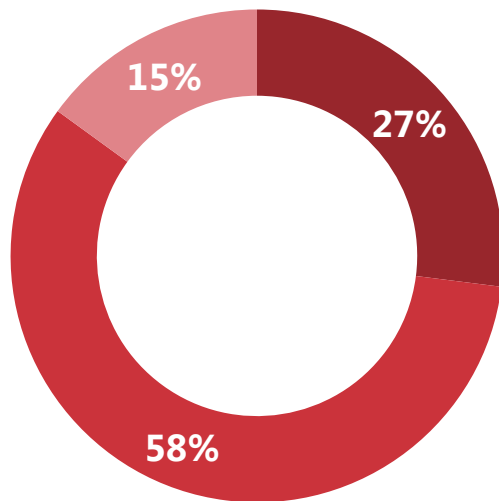
Base: 345 Conservative supporters 18+ 10th – 14th September and 368 Conservative supporters 18+, 13th – 15th August 2016

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

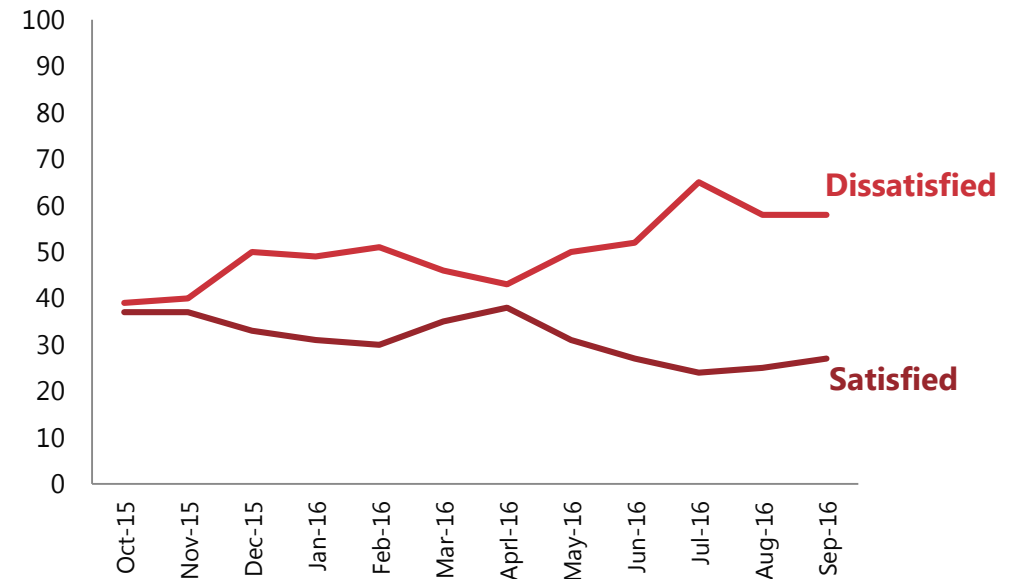
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

September 2016



SATISFIED	27%
DISSATISFIED	58%
DON'T KNOW	15%
Net = -31	

September 2015 – September 2016



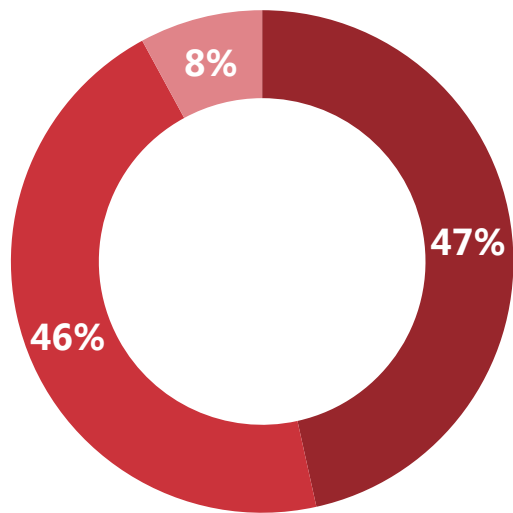
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction amongst Labour supporters)

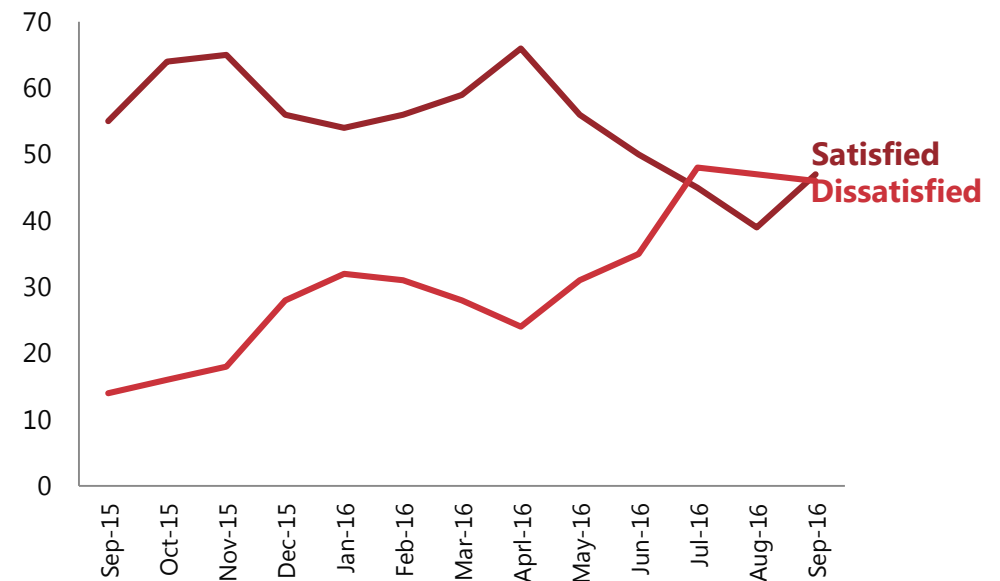
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

September 2016



SATISFIED	47%
DISSATISFIED	46%
DON'T KNOW	8%
Net = +1	

September 2015 – September 2016



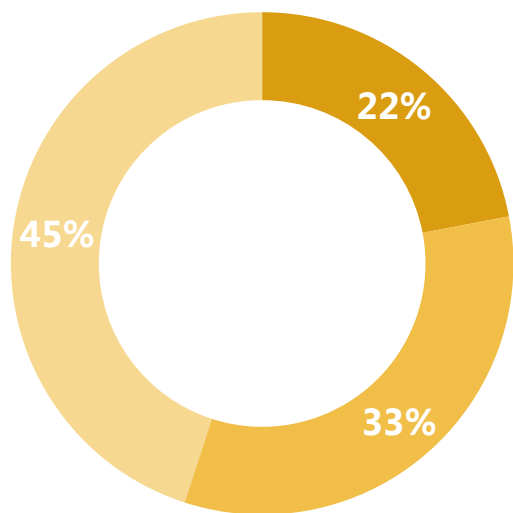
Base: 298 Labour supporters 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

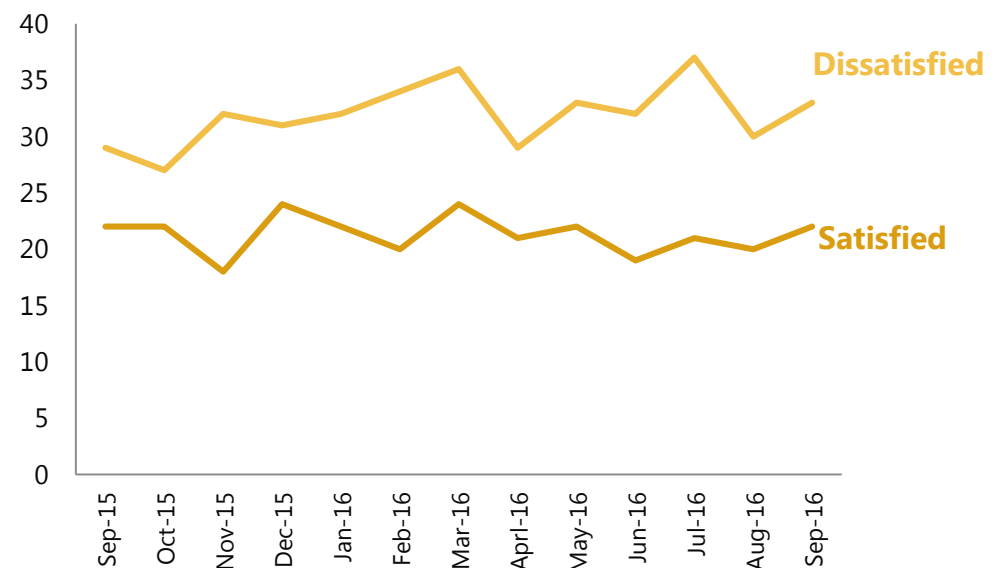
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

September 2016



SATISFIED	22%
DISSATISFIED	33%
DON'T KNOW	45%
Net = -11	

September 2015 – September 2016



Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

September 2016

ECONOMIC OPTIMISM

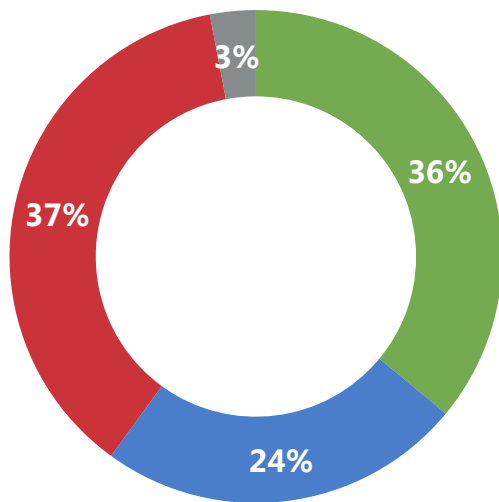


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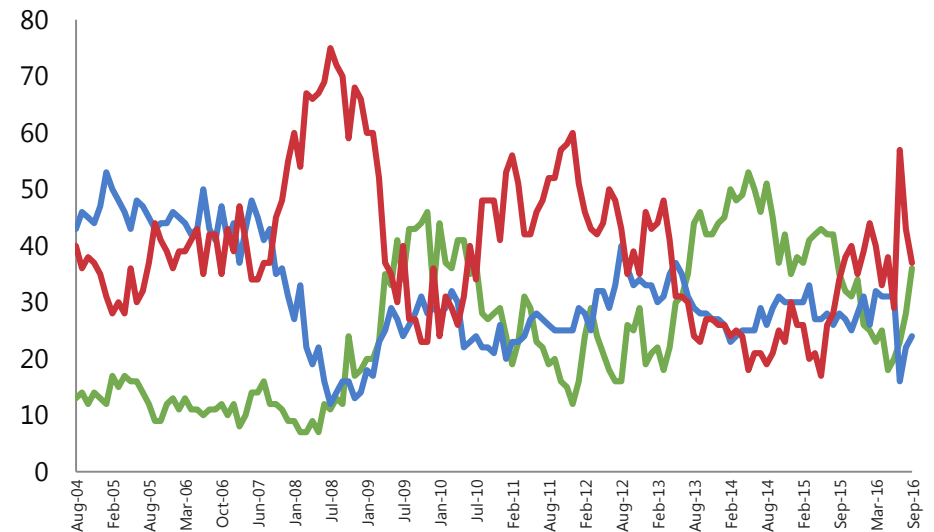
Economic Optimism Index

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

September 2016



IMPROVE	36%
STAY THE SAME	24%
GET WORSE	37%
DON'T KNOW	3%
EOI = -1	

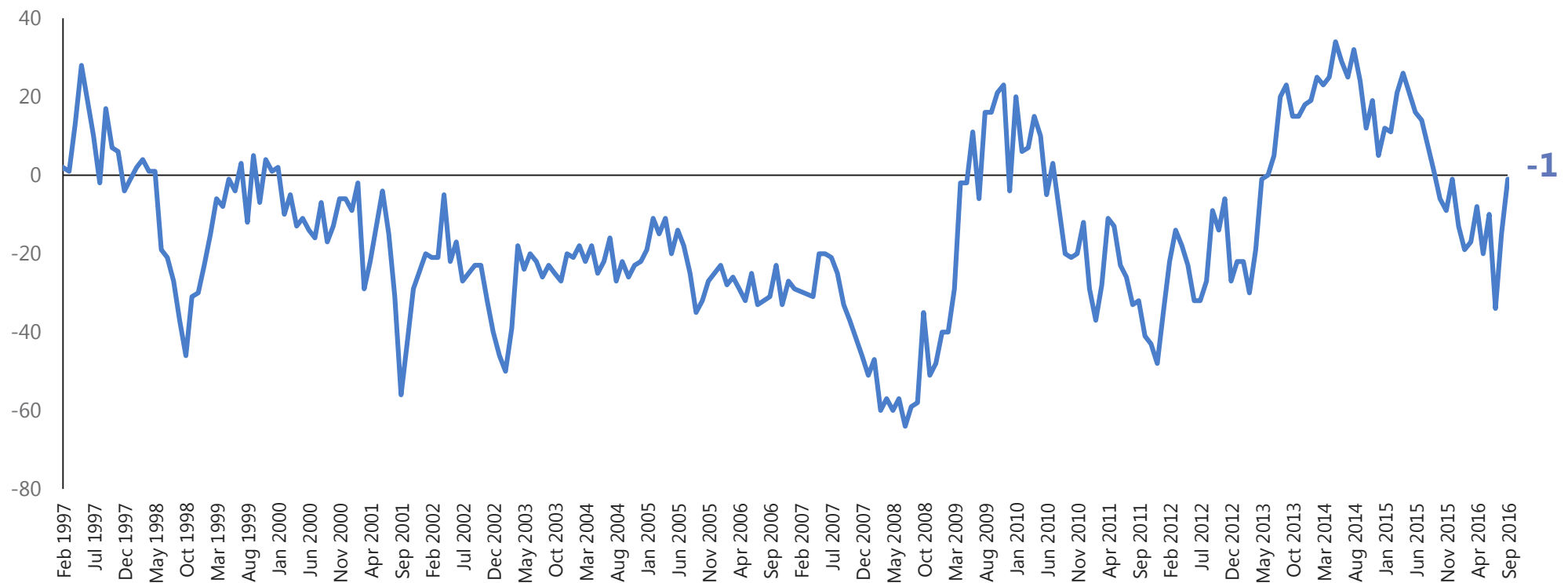


Base: 1,000 British adults 18+, 10th – 14th September 2016

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?



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



September 2016

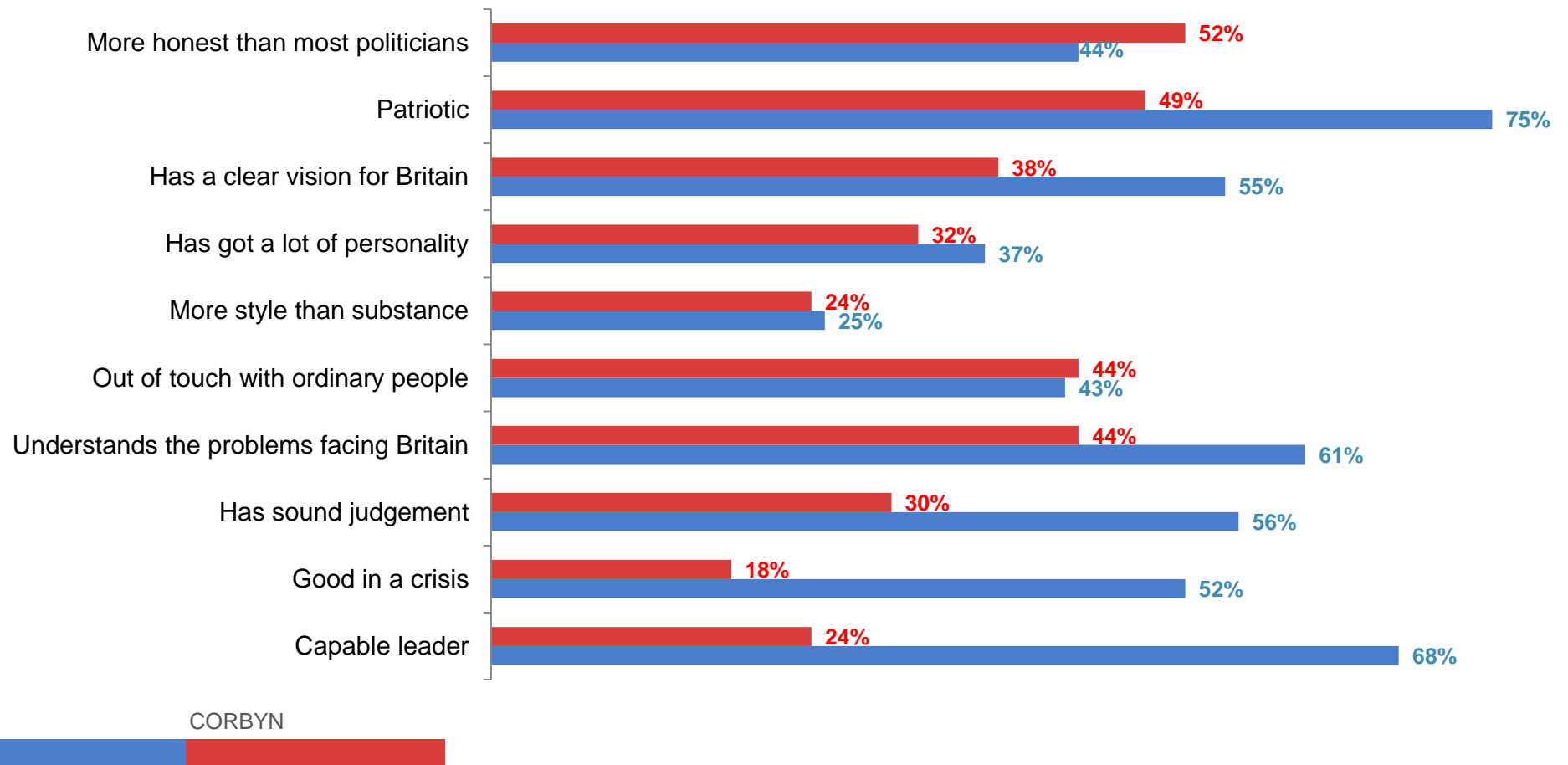
Leader image



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Leader Image – Jeremy Corbyn and Theresa May

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

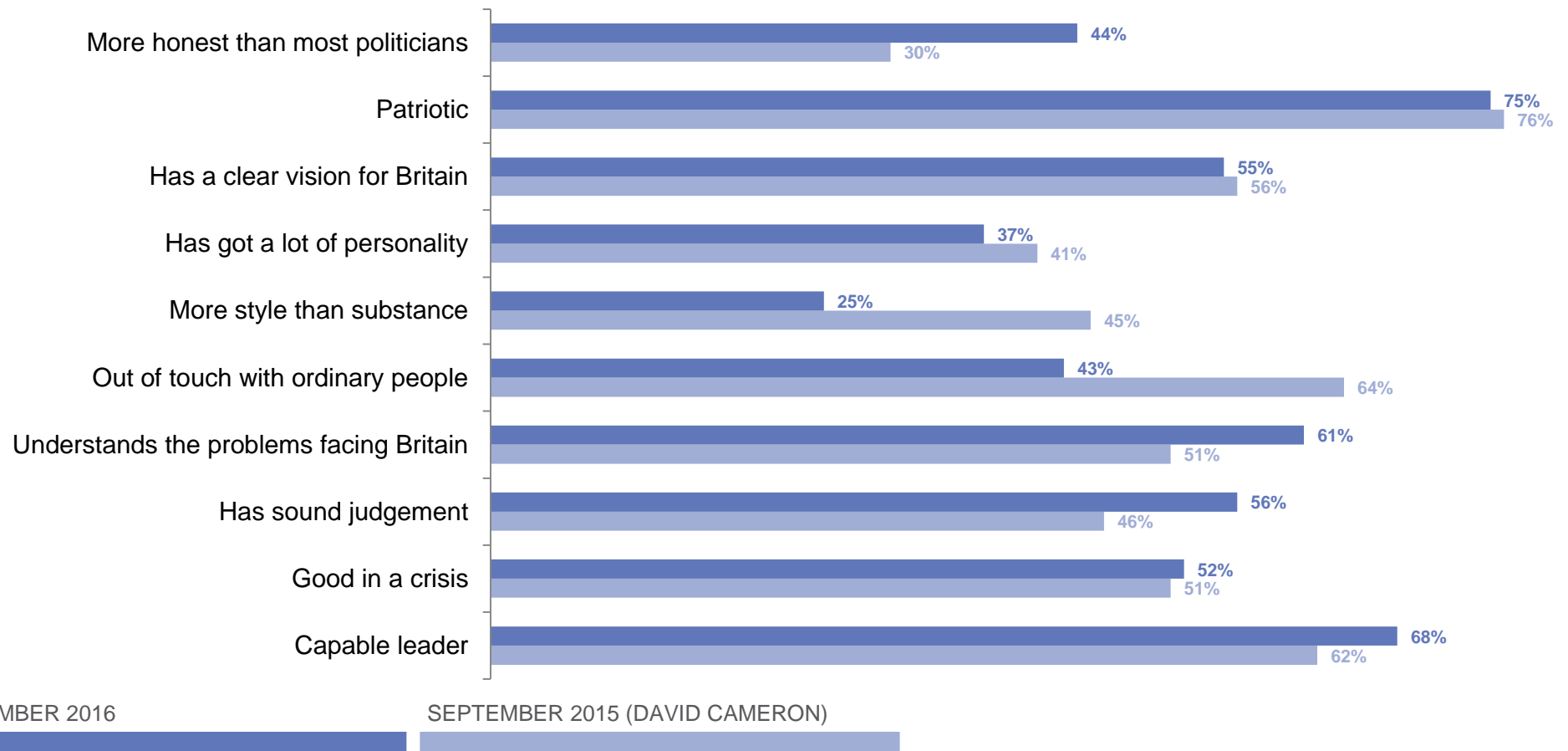


Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Leader Image – Theresa May

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

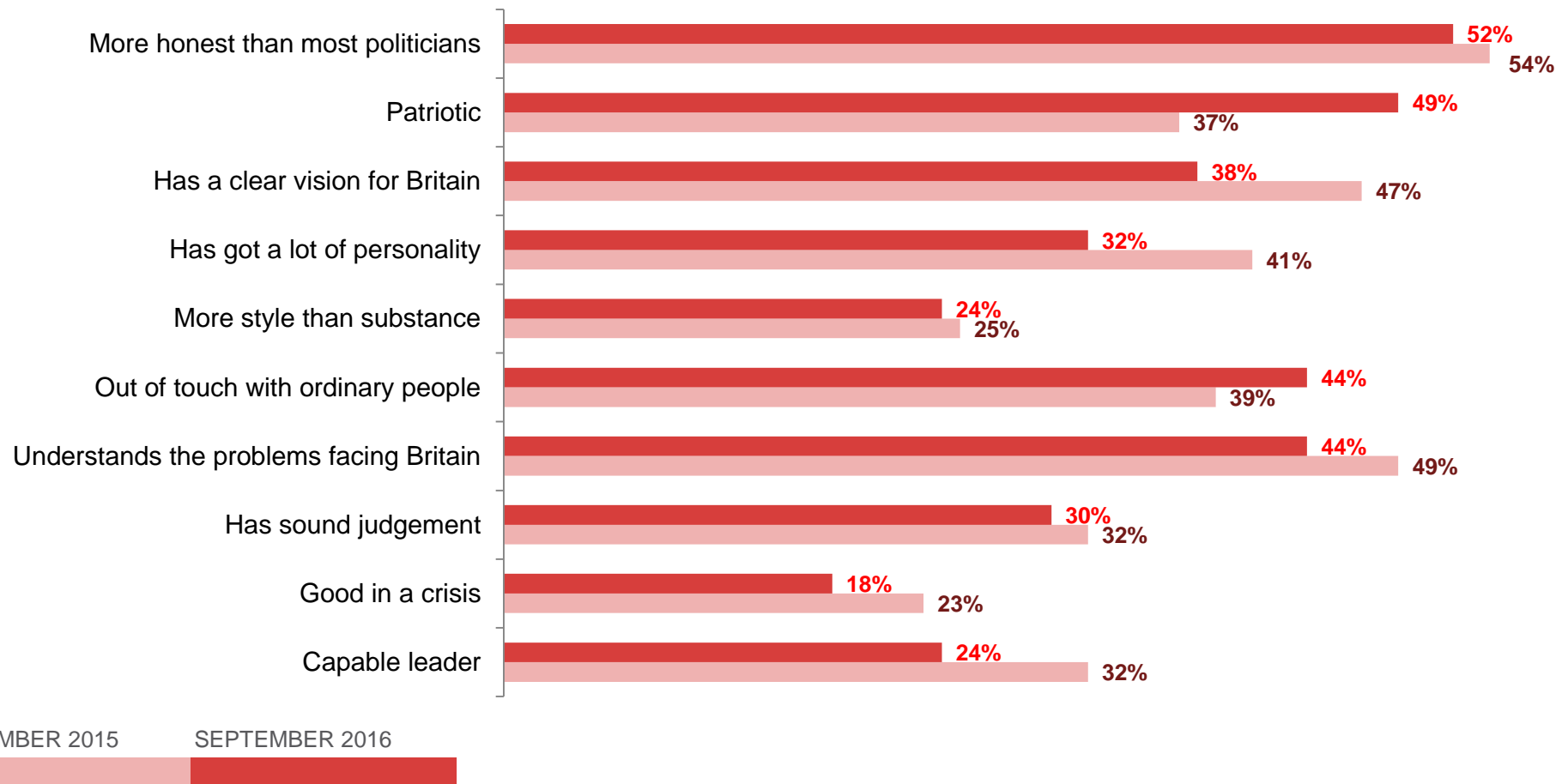


Base: 1,000 British adults 18+, 10th – 14th September 2016

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



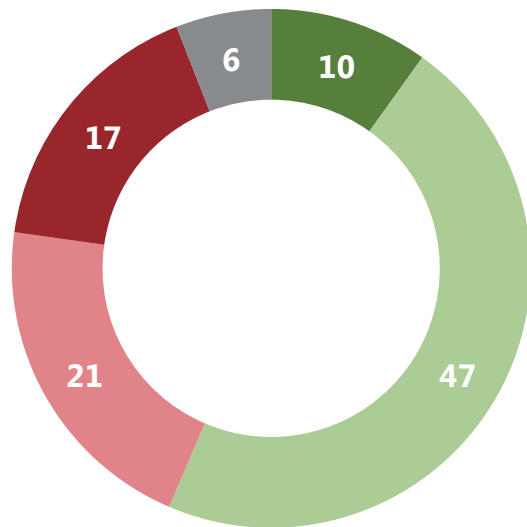
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

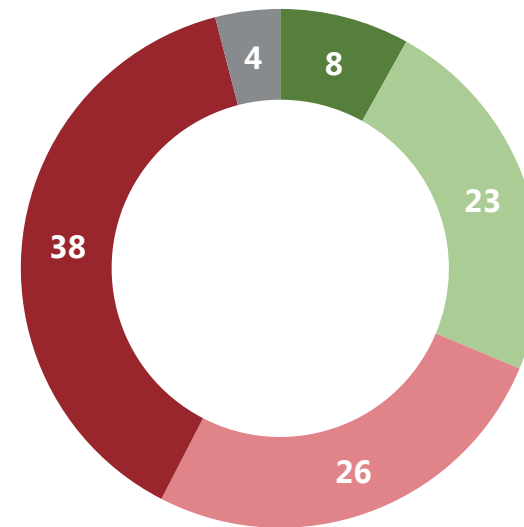
Immigration and Brexit

HOW MUCH, IF AT ALL, DO YOU TRUST TO MAKE THE RIGHT DECISIONS FOR BRITAIN ON IMMIGRATION?

Theresa May



Jeremy Corbyn



A GREAT DEAL

A FAIR AMOUNT

NOT VERY MUCH

NOT AT ALL

DON'T KNOW

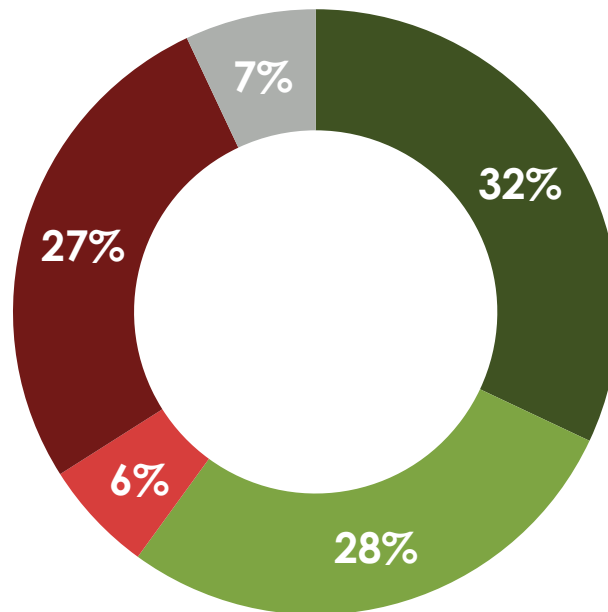
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Leaders and their parties – Theresa May

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF.. THERESA MAY AND THE CONSERVATIVE PARTY?

- I LIKE HER AND I LIKE THE PARTY
- I LIKE HER BUT I DO NOT LIKE THE PARTY
- I DO NOT LIKE HER BUT I LIKE THE PARTY
- I DO NOT LIKE HER AND I DO NOT LIKE THE PARTY
- DON'T KNOW



May & the Conservative Party

	%	
	<u>September 2016</u>	<u>Change since September 2015 (David Cameron)</u>
Total like her	60	+16
Total do not like her	33	-19
Total like the party	38	-3
Total do not like the party	55	0

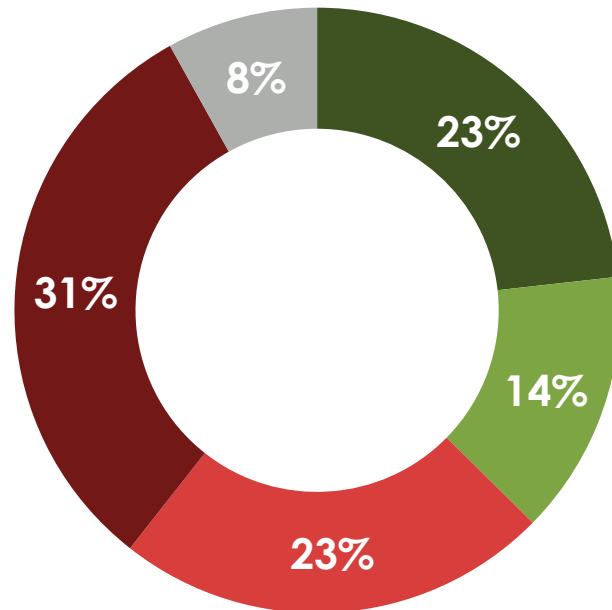
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Leaders and their parties – Jeremy Corbyn

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF... JEREMY CORBYN AND THE LABOUR PARTY?

- I LIKE HIM AND I LIKE THE PARTY
- I LIKE HIM BUT I DO NOT LIKE THE PARTY
- I DO NOT LIKE HIM BUT I LIKE THE PARTY
- I DO NOT LIKE HIM AND I DO NOT LIKE THE PARTY
- DON'T KNOW



Corbyn & the Labour Party

	%	
	<u>September 2016</u>	Change since September 2015
Total like him	37	0
Total do not like him	54	-1
Total like the party	46	+6
Total do not like the party	45	-7

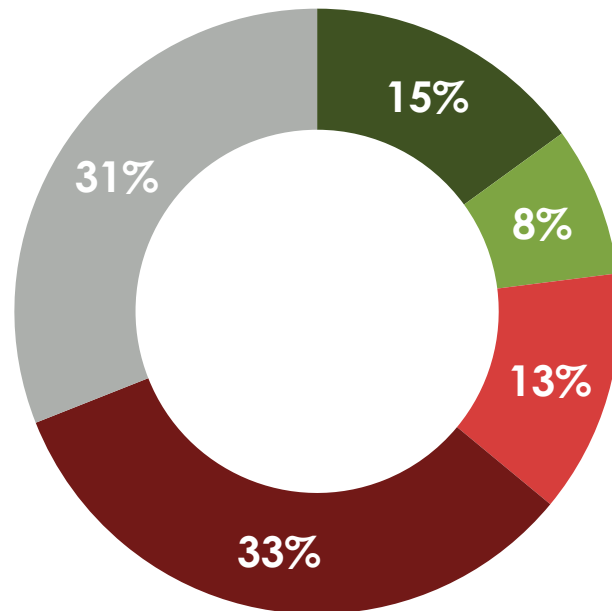
Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

Leaders and their parties – Tim Farron

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF... TIM FARRON AND THE LIBERAL DEMOCRAT PARTY?

- I LIKE HIM AND I LIKE THE PARTY
- I LIKE HIM BUT I DO NOT LIKE THE PARTY
- I DO NOT LIKE HIM BUT I LIKE THE PARTY
- I DO NOT LIKE HIM AND I DO NOT LIKE THE PARTY
- DON'T KNOW



Farron & the Liberal Democrat Party

	%	
	<u>September 2016</u>	Change since September 2015
Total like him	23	-1
Total do not like him	46	+2
Total like the party	28	0
Total do not like the party	41	+1

Base: 1,000 British adults 18+, 10th – 14th September 2016

Source: Ipsos MORI Political Monitor

September 2016

POLITICAL MONITOR



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