

Ipsos MORI

October 2016 POLITICAL MONITOR



Ipsos MORI

October 2016

VOTING

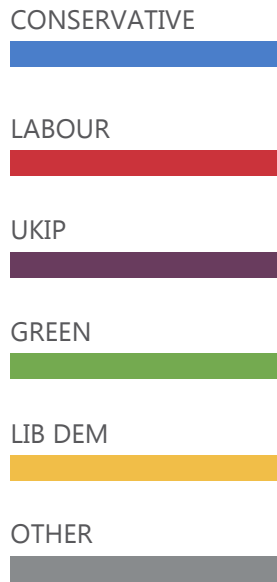
INTENTIONS



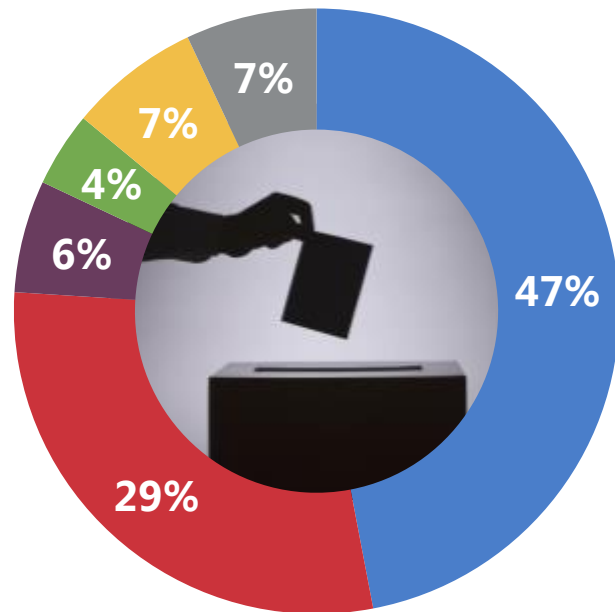
Ipsos MORI

Voting Intention

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

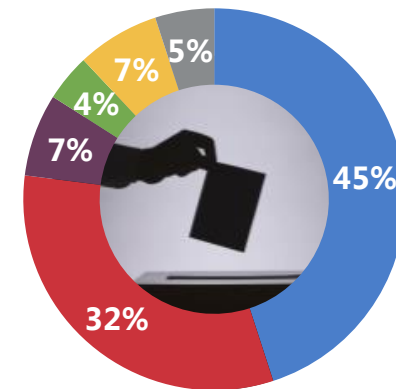


HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +18

ALL GIVING A VOTING INTENTION



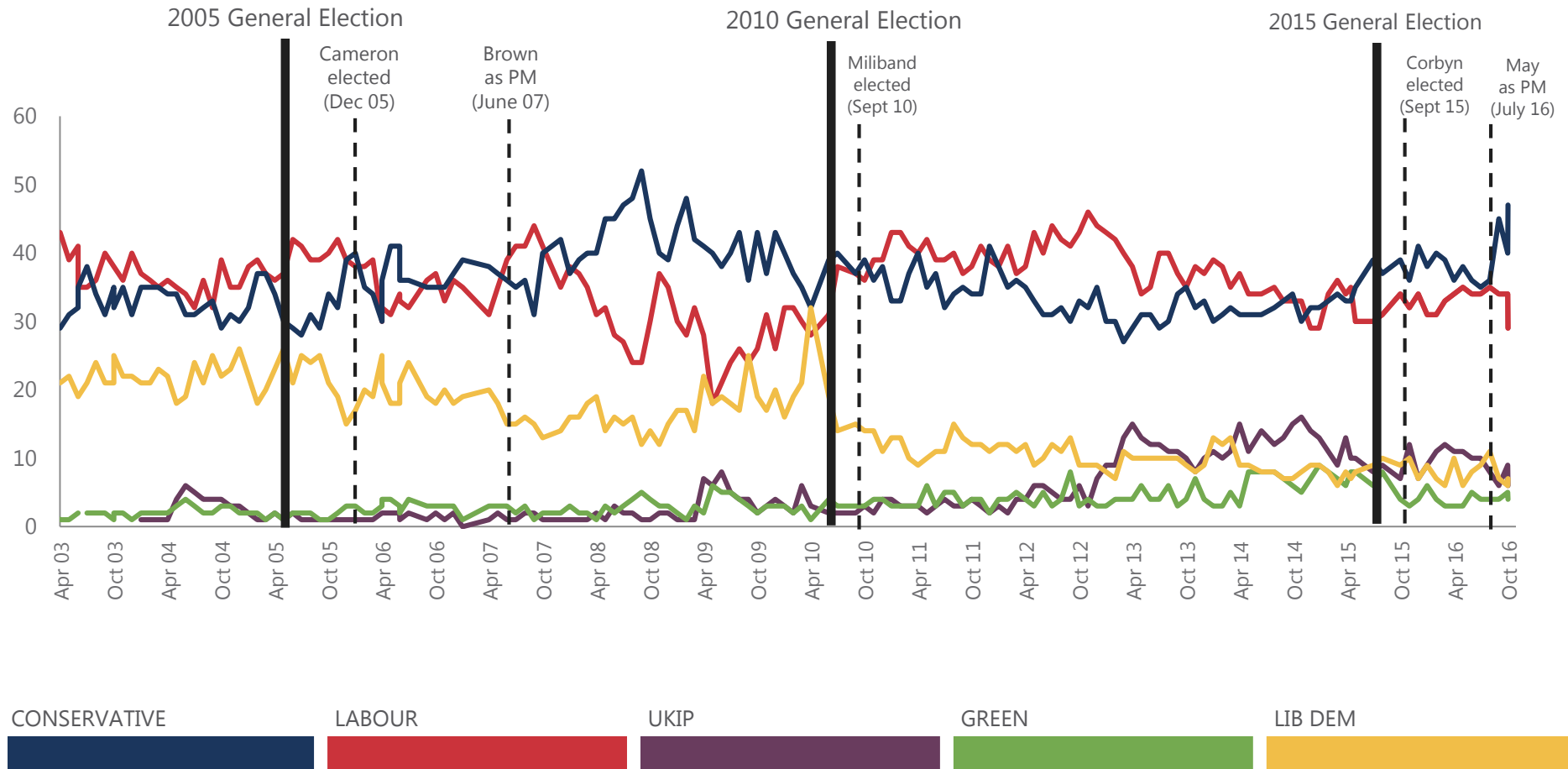
CONSERVATIVE LEAD = +13

Base: 1,016 British adults 18+, 14th – 17th October 2016 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 749. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE.

Source: Ipsos MORI Political Monitor

Headline voting intention: April '03 – Oct '16

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



Base: c. 700 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

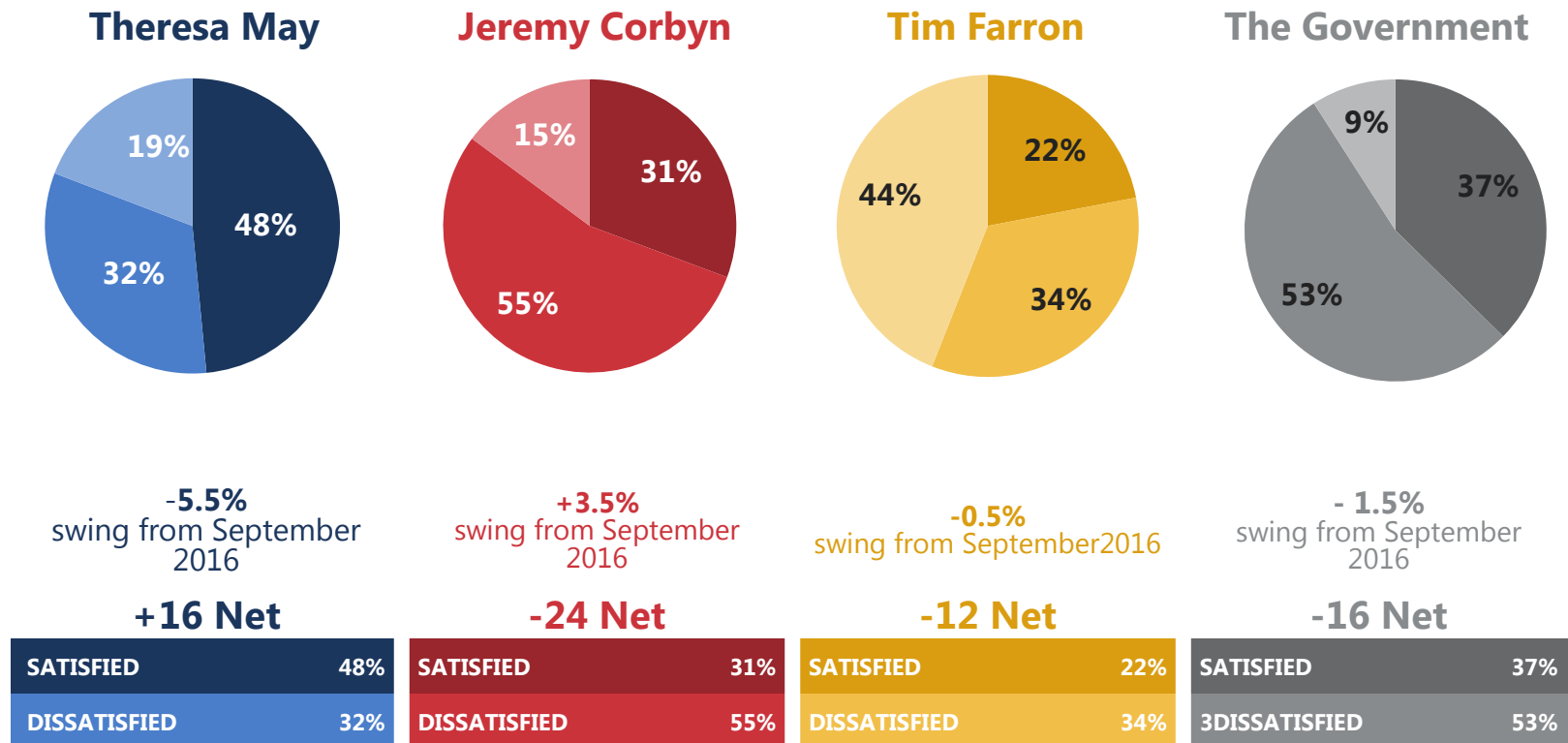
October 2016

SATISFACTION WITH THE
GOVERNMENT AND
PARTY LEADERS



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 ?

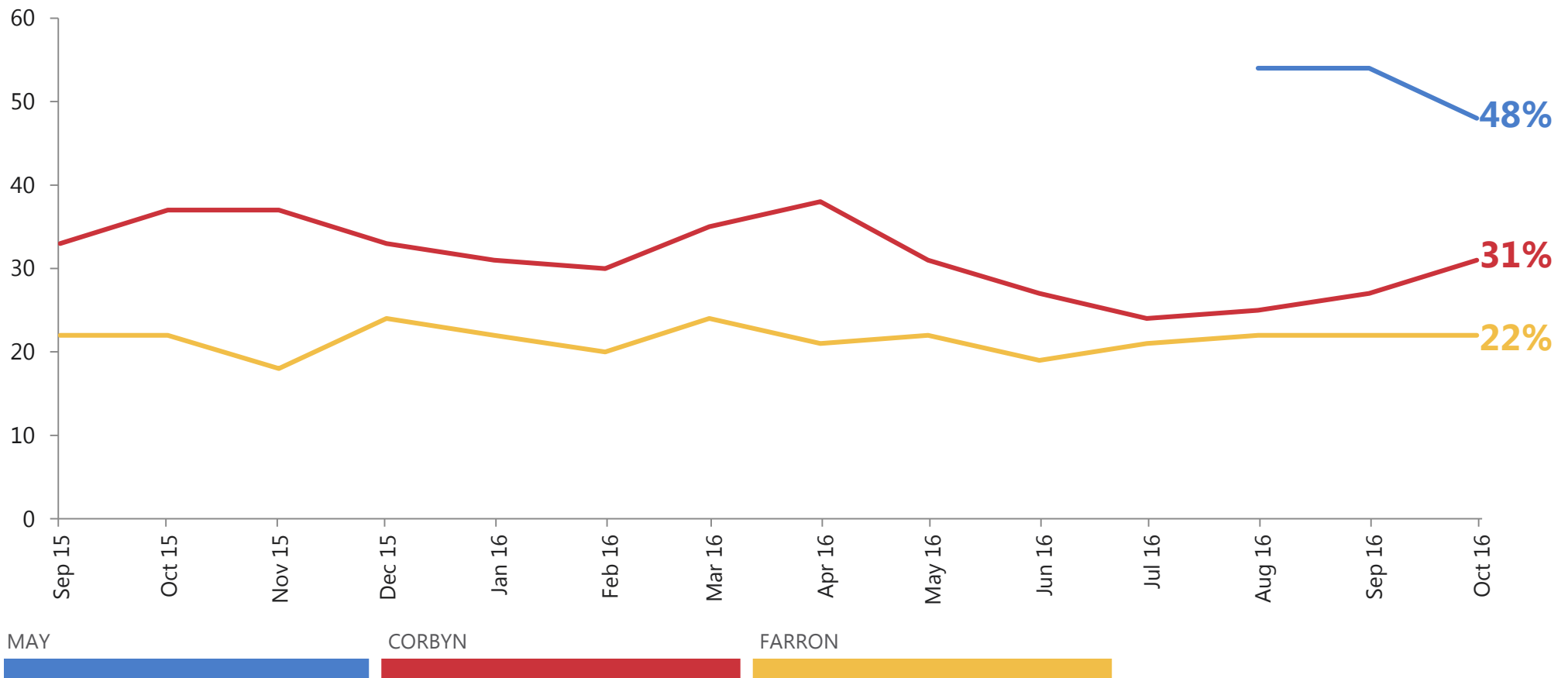


Base: 1,016 British adults 18+, 14th – 17th October 2016 . Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Sept 2015 – October '16

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

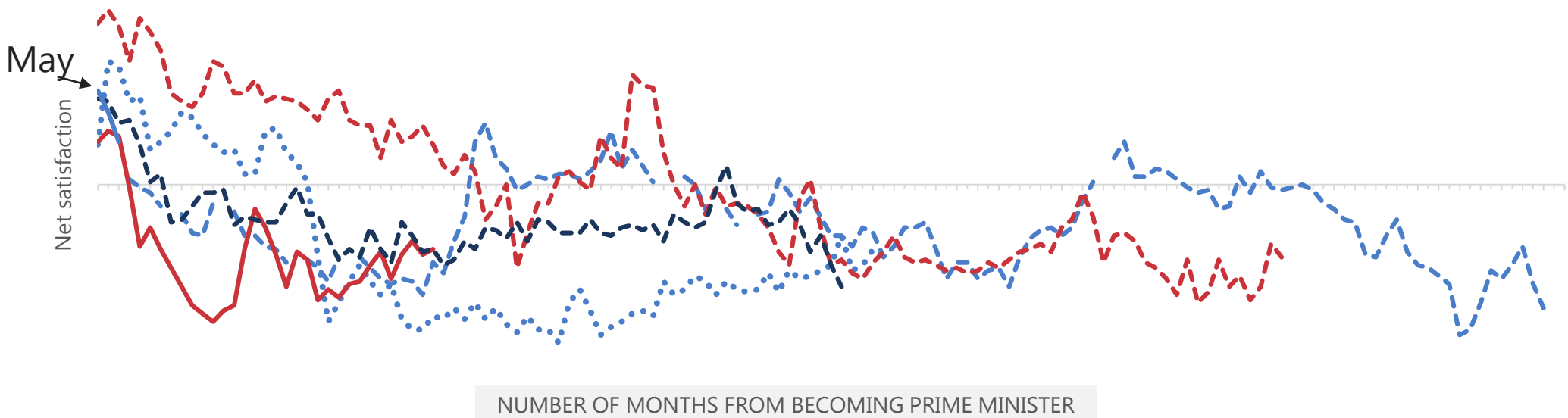


Base: c.1,000 British adults each month

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

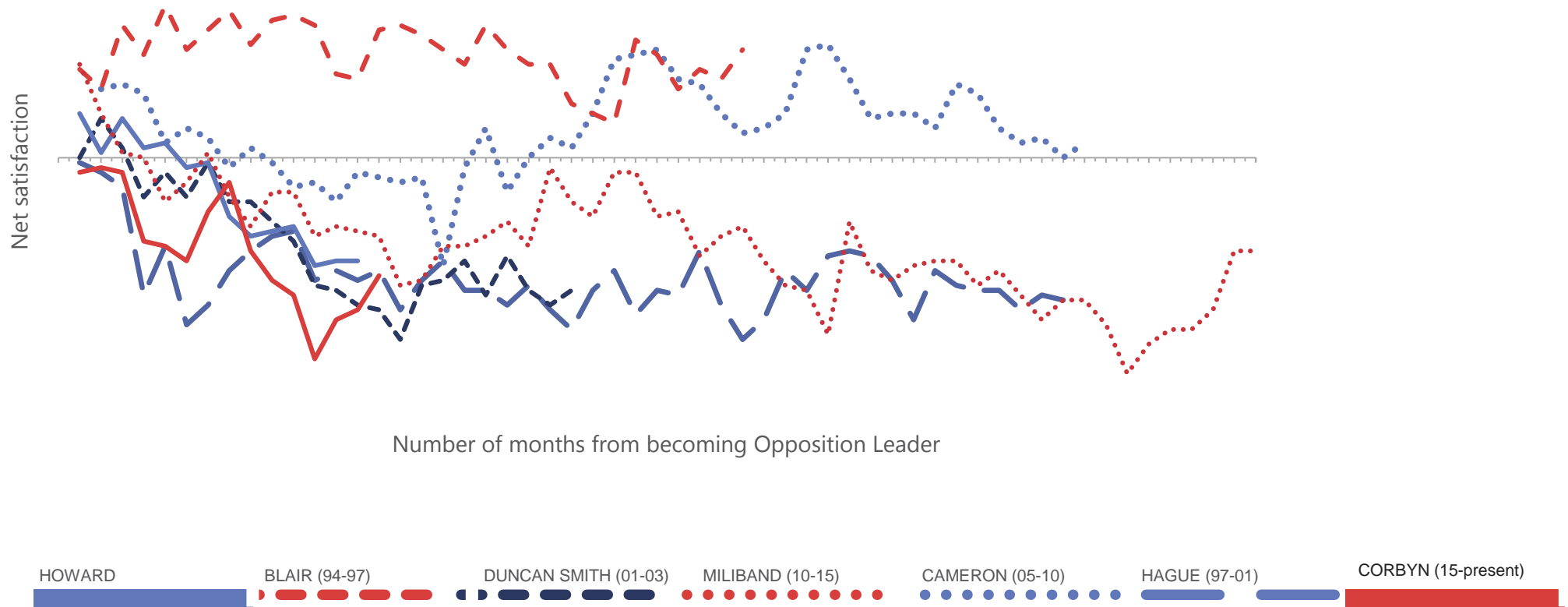
Base: c.1,000 British adults each month

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

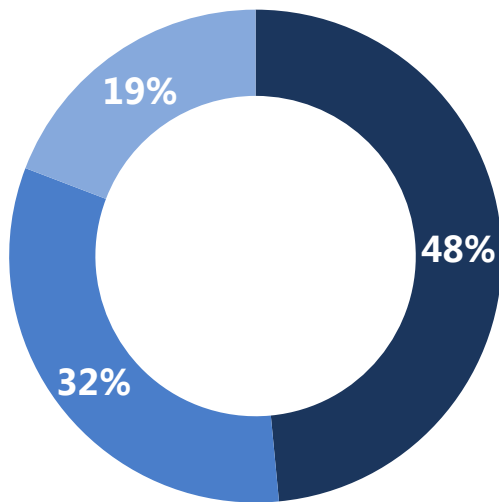


Theresa May (satisfaction)

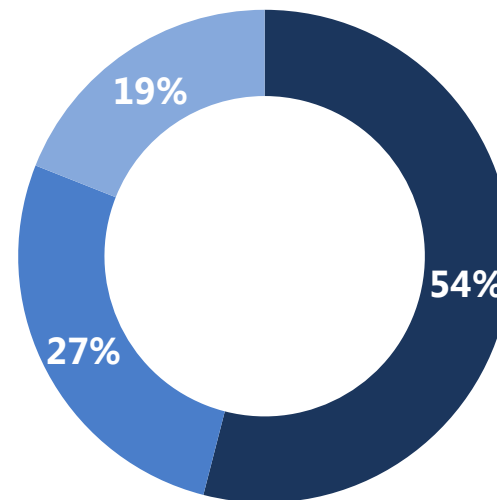
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

October 2016

September 2016



SATISFIED	48%
DISSATISFIED	32%
DON'T KNOW	19%
Net = +16	



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

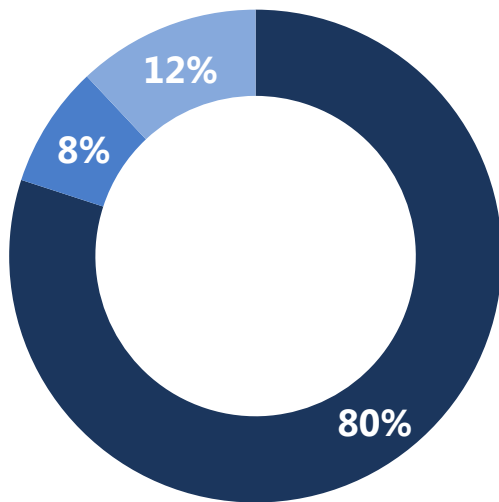
Base: 1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction amongst Conservative supporters)

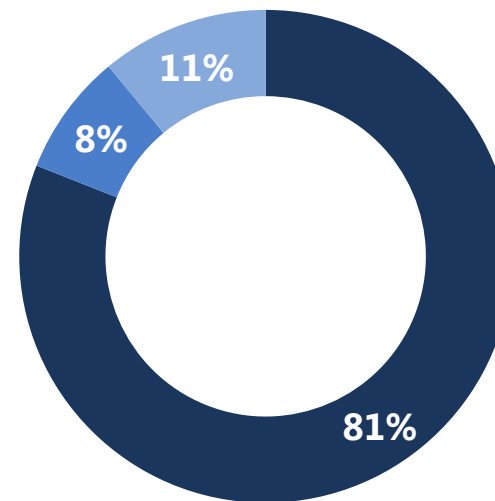
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

October 2016



SATISFIED	80%
DISSATISFIED	8%
DON'T KNOW	12%
Net = +72	

September 2016



SATISFIED	81%
DISSATISFIED	6%
DON'T KNOW	11%
Net = +75	

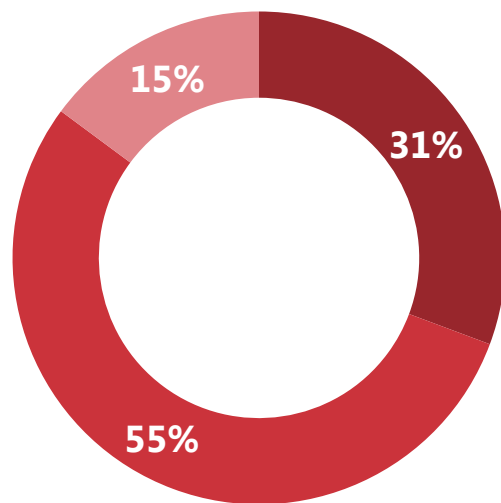
Base: 376 Conservative supporters 18+ 14th – 17th October 2016 and 345 Conservative supporters 18+ 10th – 14th September

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

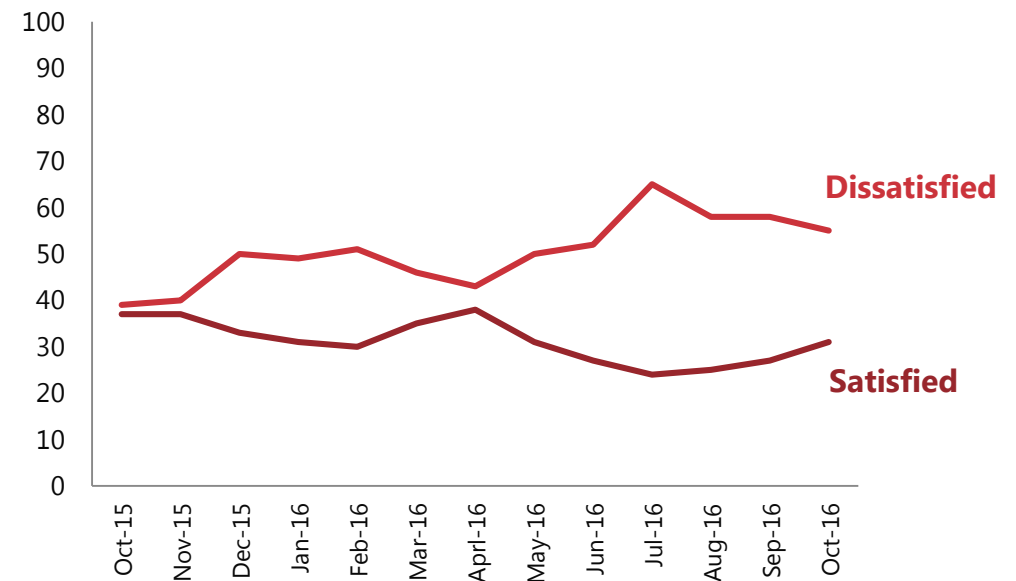
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

October 2016



SATISFIED	31%
DISSATISFIED	55%
DON'T KNOW	15%
Net = -24	

September 2015 – October 2016



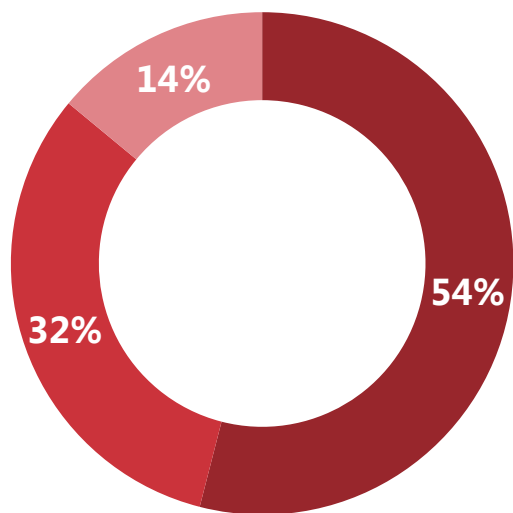
1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction amongst Labour supporters)

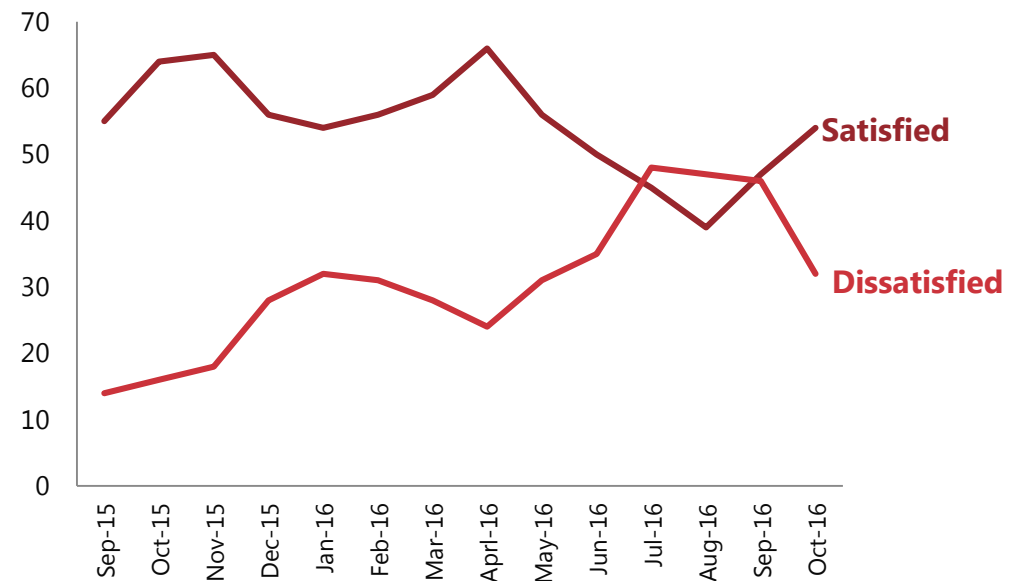
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

October 2016



SATISFIED	54%
DISSATISFIED	32%
DON'T KNOW	14%
Net = +22	

September 2015 – October 2016



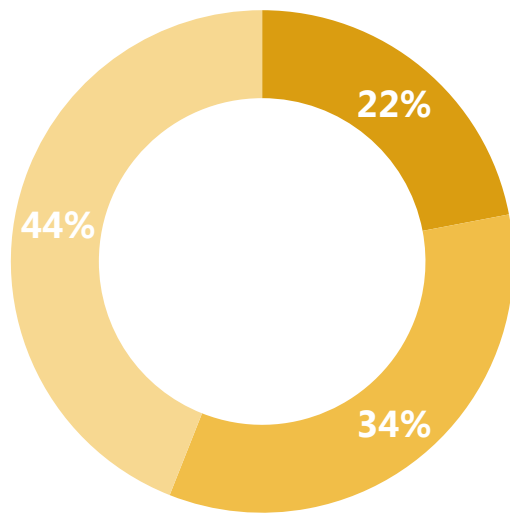
Base: 274 Labour supporters 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

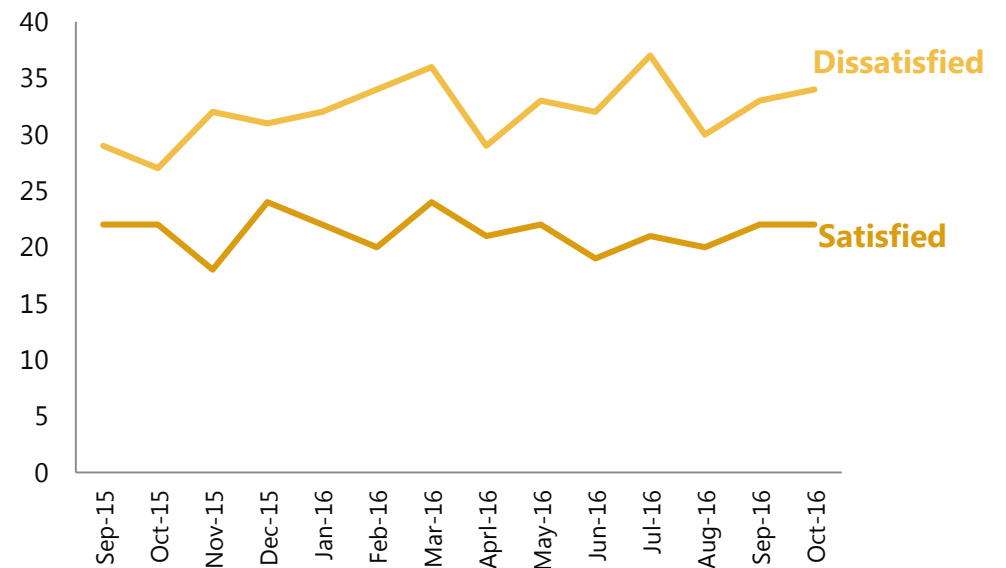
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

October 2016



SATISFIED	22%
DISSATISFIED	34%
DON'T KNOW	44%
Net = -12	

September 2015 – October 2016



1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

October 2016

ECONOMIC OPTIMISM

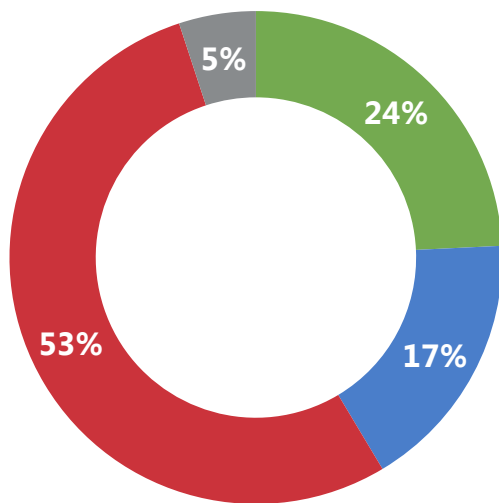


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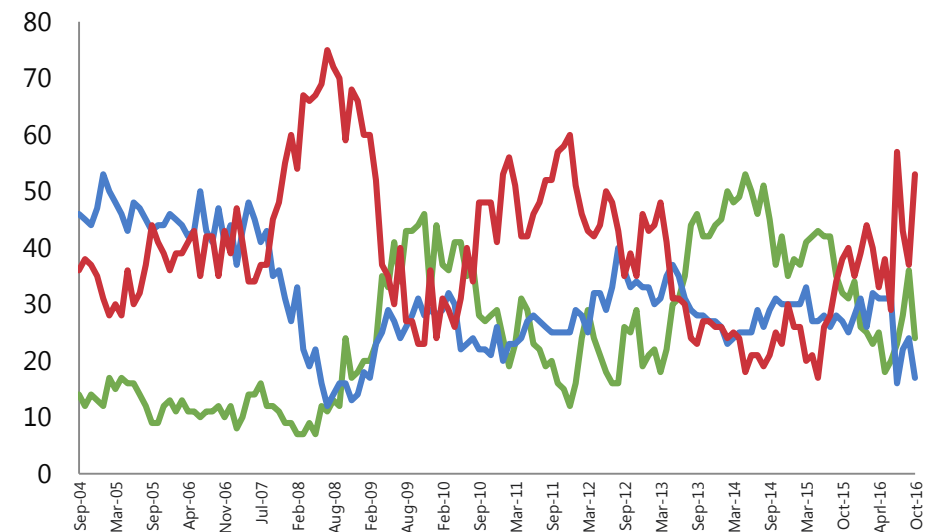
Economic Optimism Index

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

October 2016



IMPROVE	24%
STAY THE SAME	17%
GET WORSE	53%
DON'T KNOW	5%
EOI = -29	

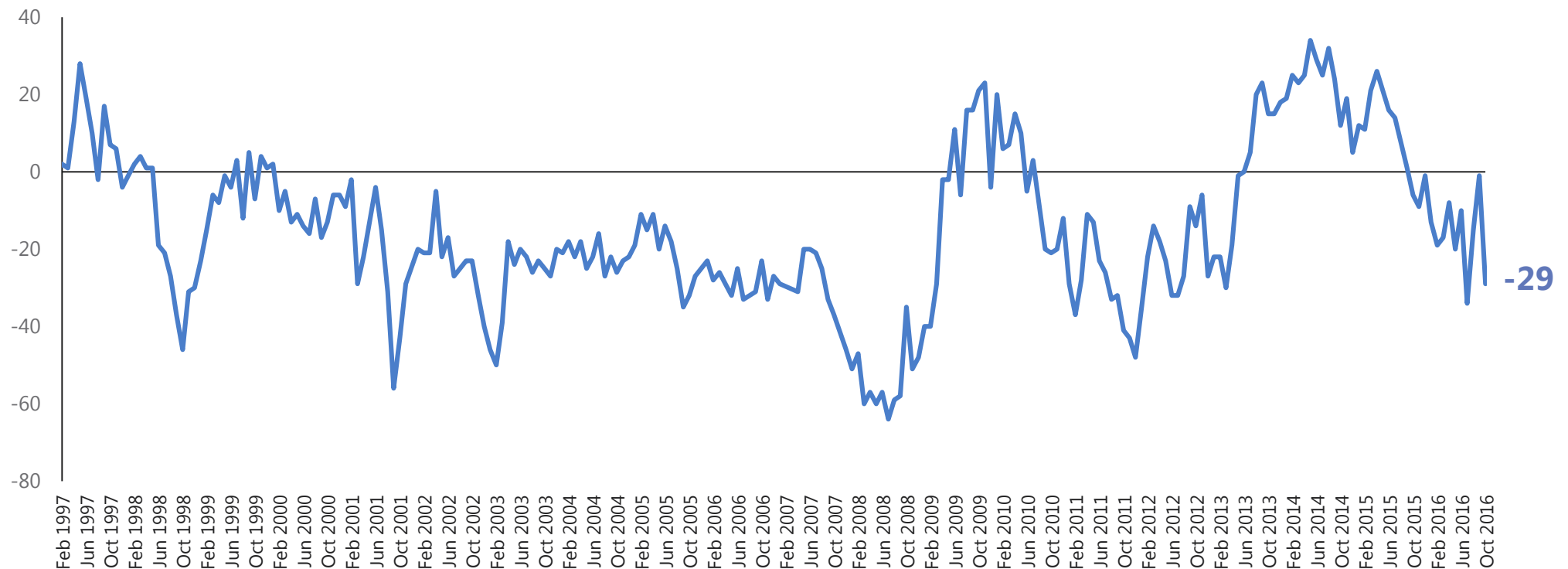


1,016 British adults 18+, 14th – 17th October 2016

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



October 2016

Impact of Brexit

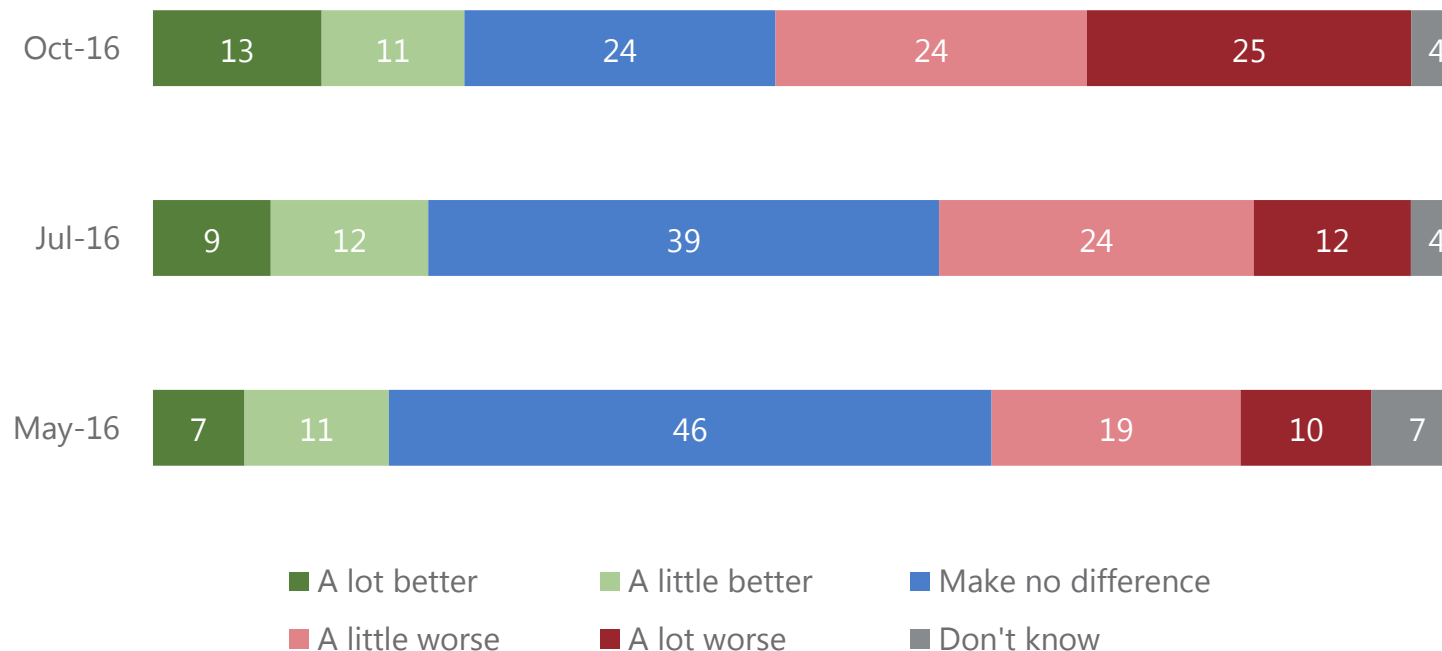


Brexit and standard of living

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

ASKED IN MAY AS:

IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WOULD BE BETTER OR WORSE FOR EACH OF THE FOLLOWING, OR WOULD IT MAKE NO DIFFERENCE?

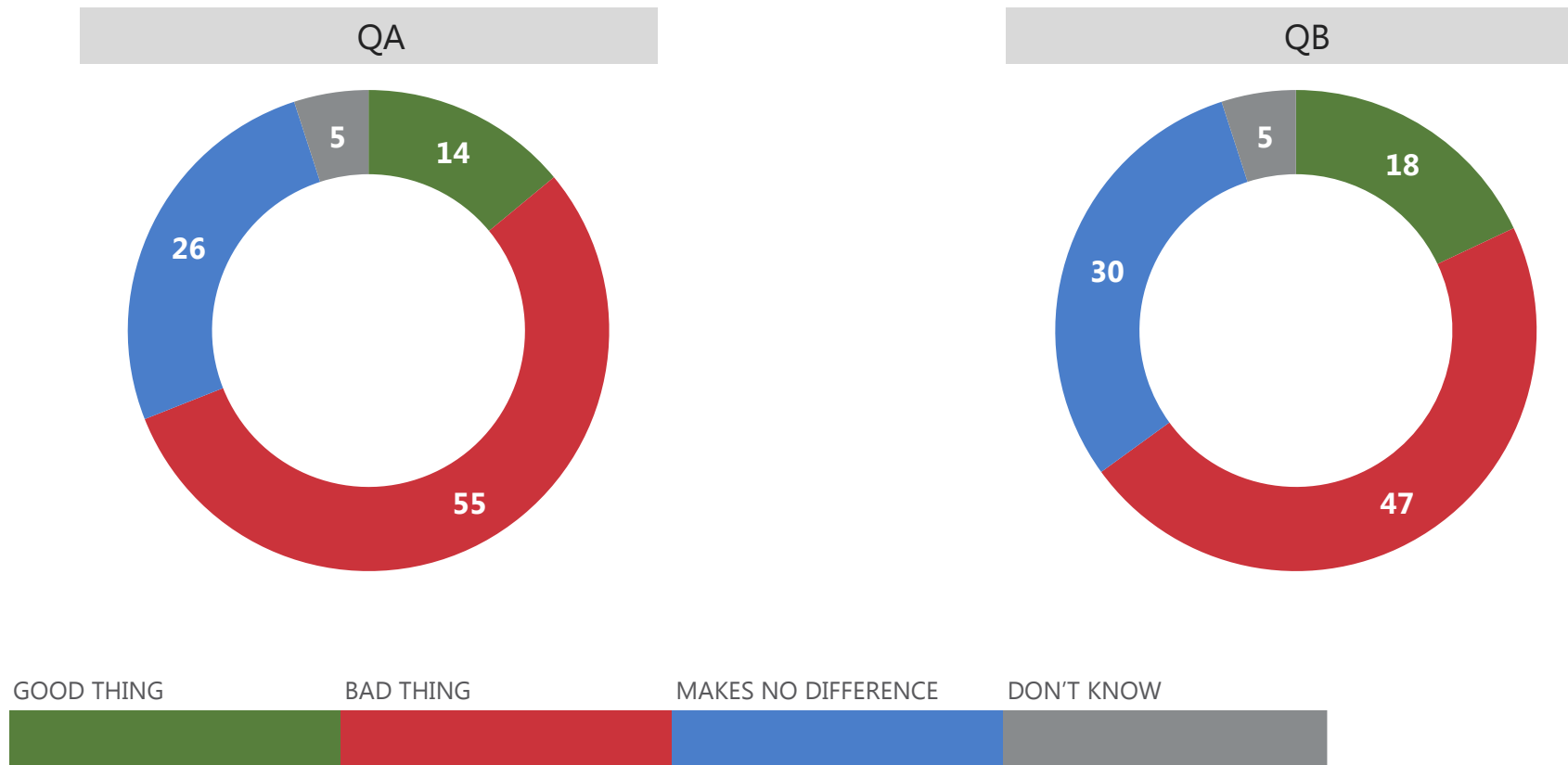


1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

The depreciation of the Pound (Split samples)

QA: RECENTLY THE VALUE OF THE BRITISH POUND HAS DECREASED COMPARED WITH OTHER CURRENCIES. (QB INCLUDES: THIS IS LIKELY TO MEAN IMPORTS TO BRITAIN FROM OTHER COUNTRIES WILL BECOME MORE EXPENSIVE, WHILE BRITISH EXPORTS TO OTHER COUNTRIES WILL BE MORE COMPETITIVE). ON BALANCE, DO YOU THINK THE FALL IN THE POUND IS A GOOD THING OR A BAD THING FOR BRITAIN, OR DOES IT MAKE NO DIFFERENCE?

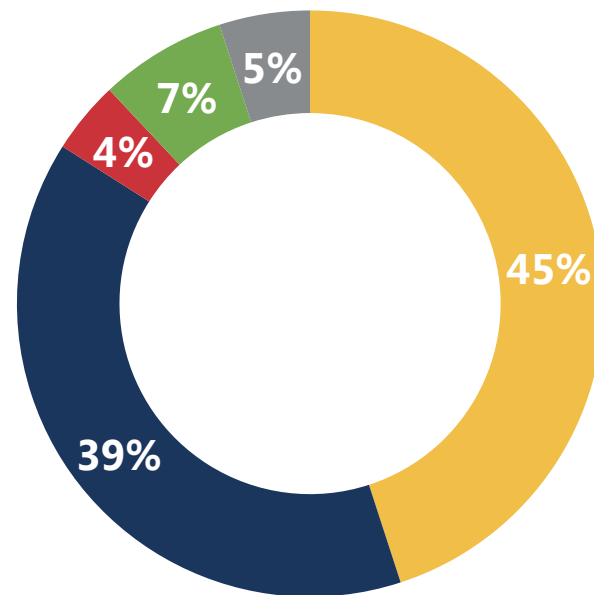


1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Should Britain prioritise single market access or control of immigration in its future relationship with the EU?

AND AS YOU MAY KNOW THERE HAS BEEN MUCH DISCUSSION ON WHAT BRITAIN'S RELATIONSHIP WITH THE EUROPEAN UNION SHOULD BE AFTER IT LEAVES. SOME SAY BRITAIN SHOULD PRIORITISE HAVING ACCESS TO THE EUROPEAN SINGLE MARKET WHILE OTHERS THINK BRITAIN SHOULD PRIORITISE HAVING CONTROL OVER IMMIGRATION. WHAT DO YOU THINK BRITAIN SHOULD PRIORITISE?



BRITAIN SHOULD PRIORITISE HAVING ACCESS TO THE EUROPEAN SINGLE MARKET

BRITAIN SHOULD PRIORITISE HAVING CONTROL OVER IMMIGRATION

NEITHER

PRIORITISE HAVING BOTH

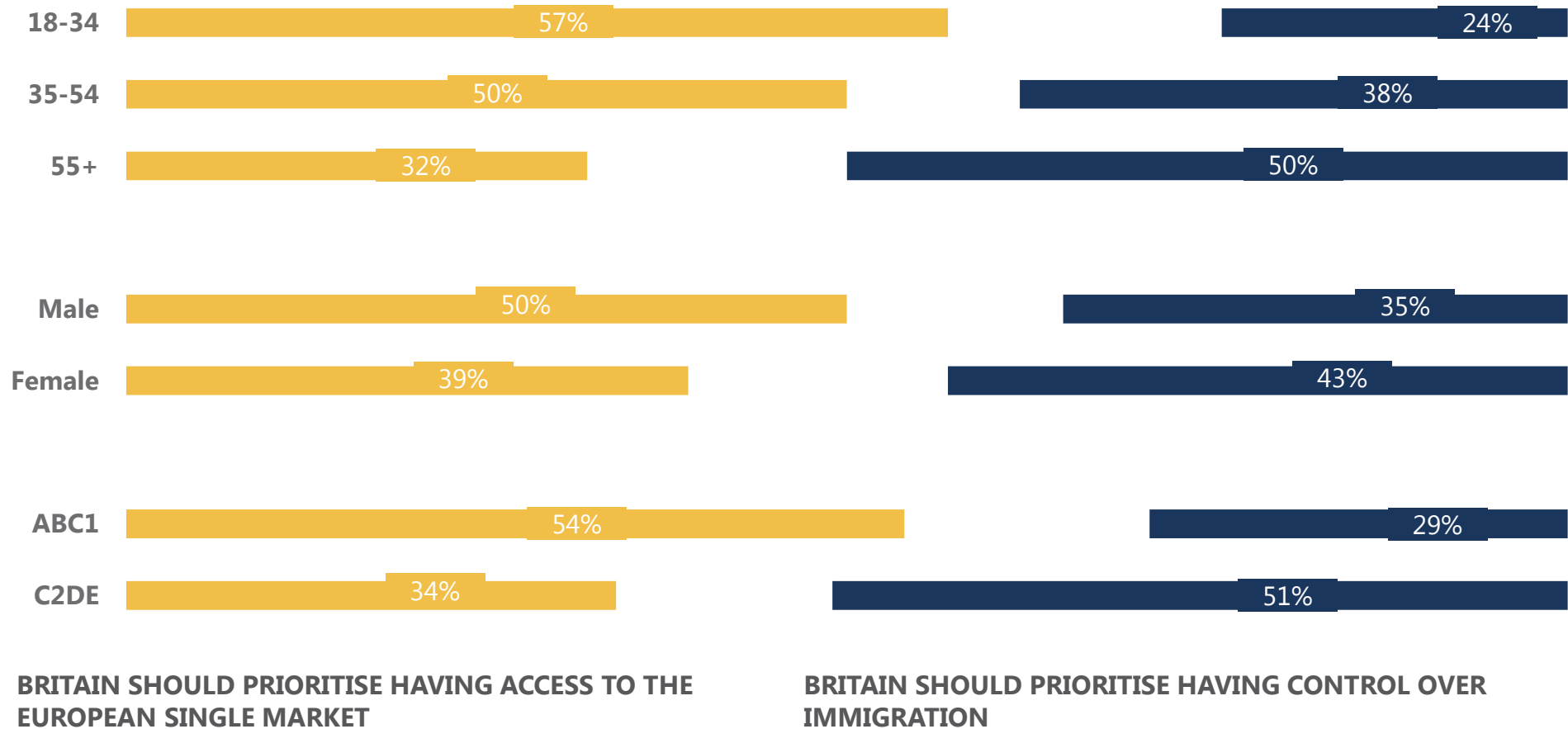
DON'T KNOW

1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

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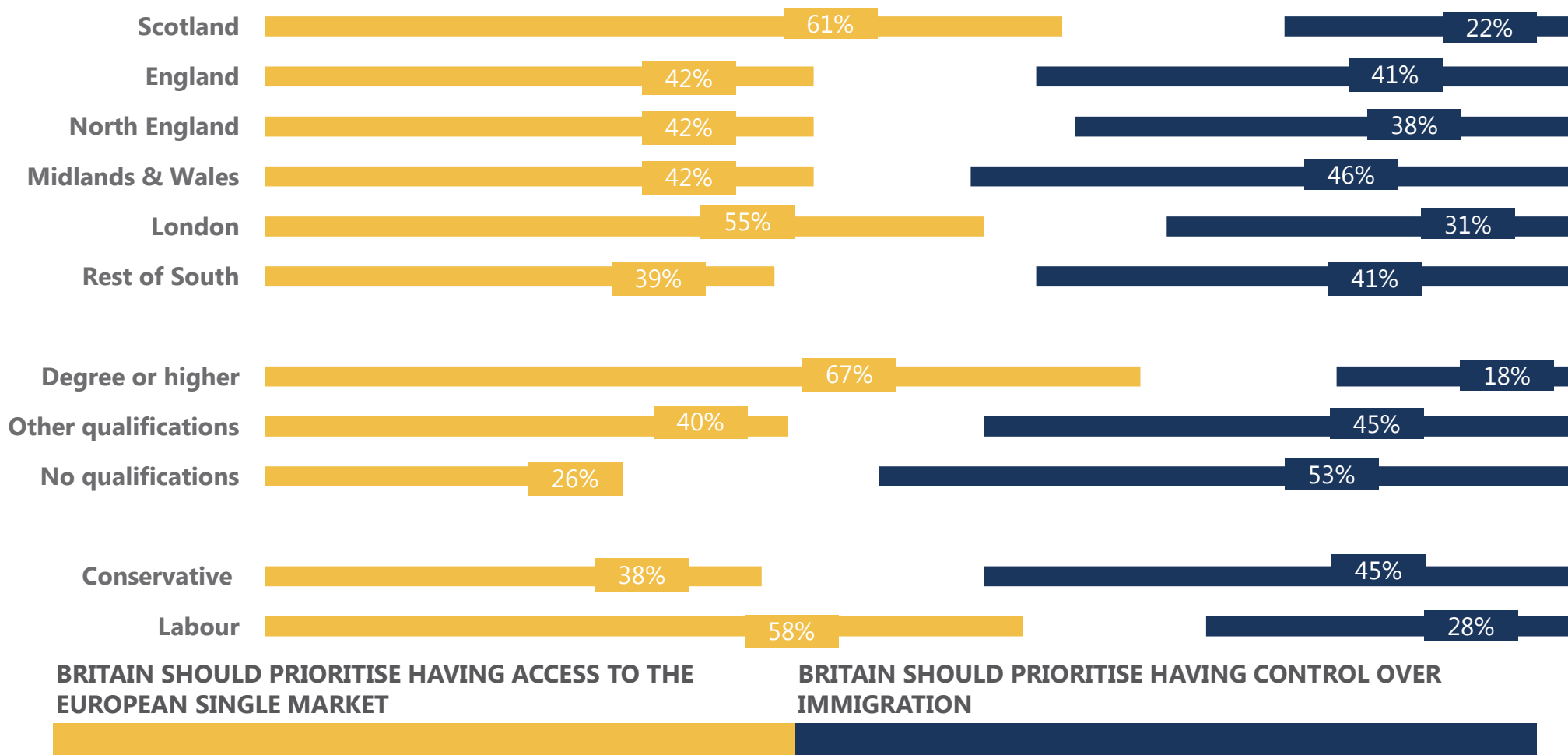


1,016 British adults 18+, 14th – 17th October 2016 *all subgroups have minimum base size of 100

Source: Ipsos MORI Political Monitor

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Source: Ipsos MORI Political Monitor

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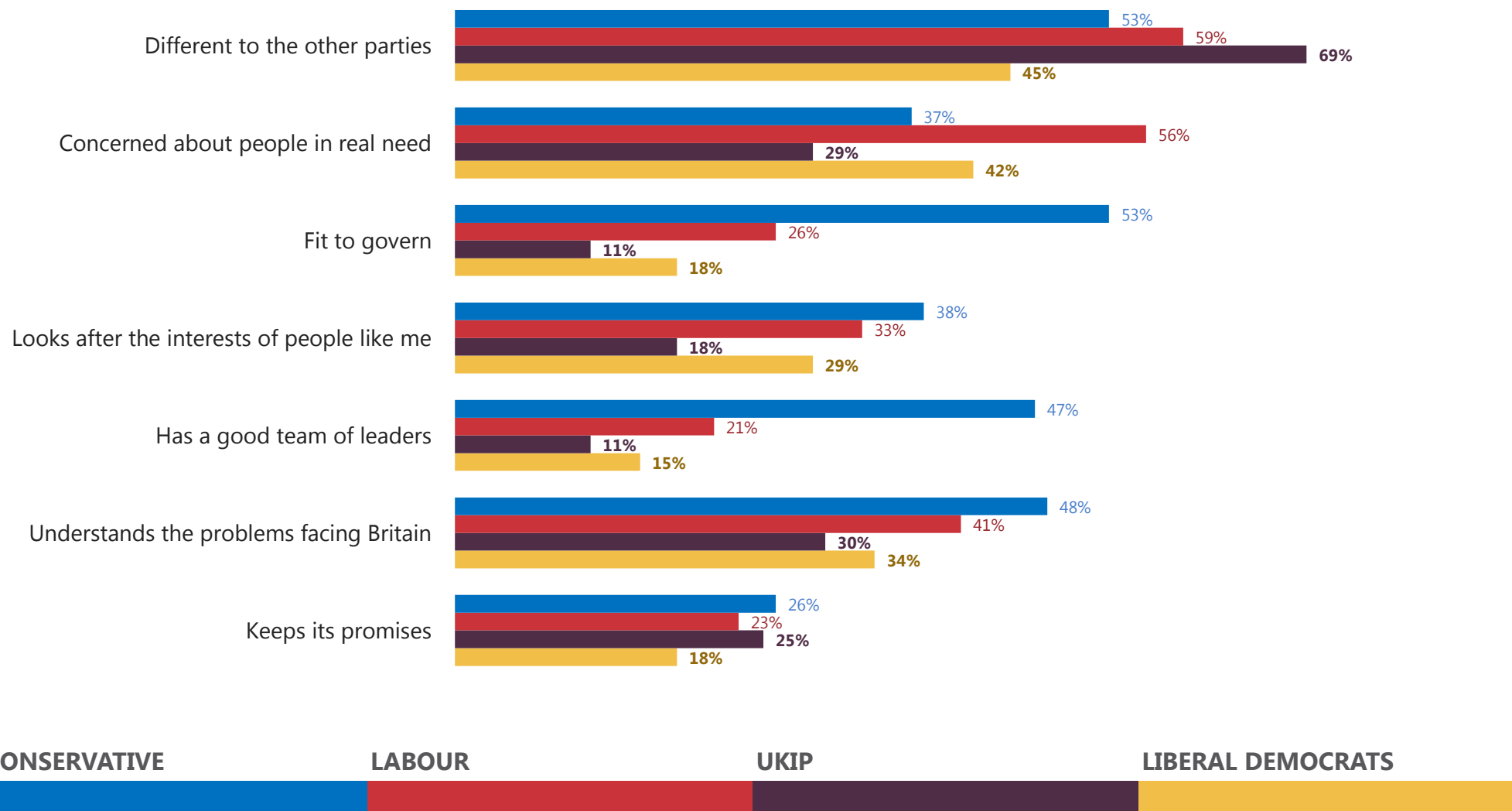
Party Image



Ipsos MORI

Positive attributes of party image

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...

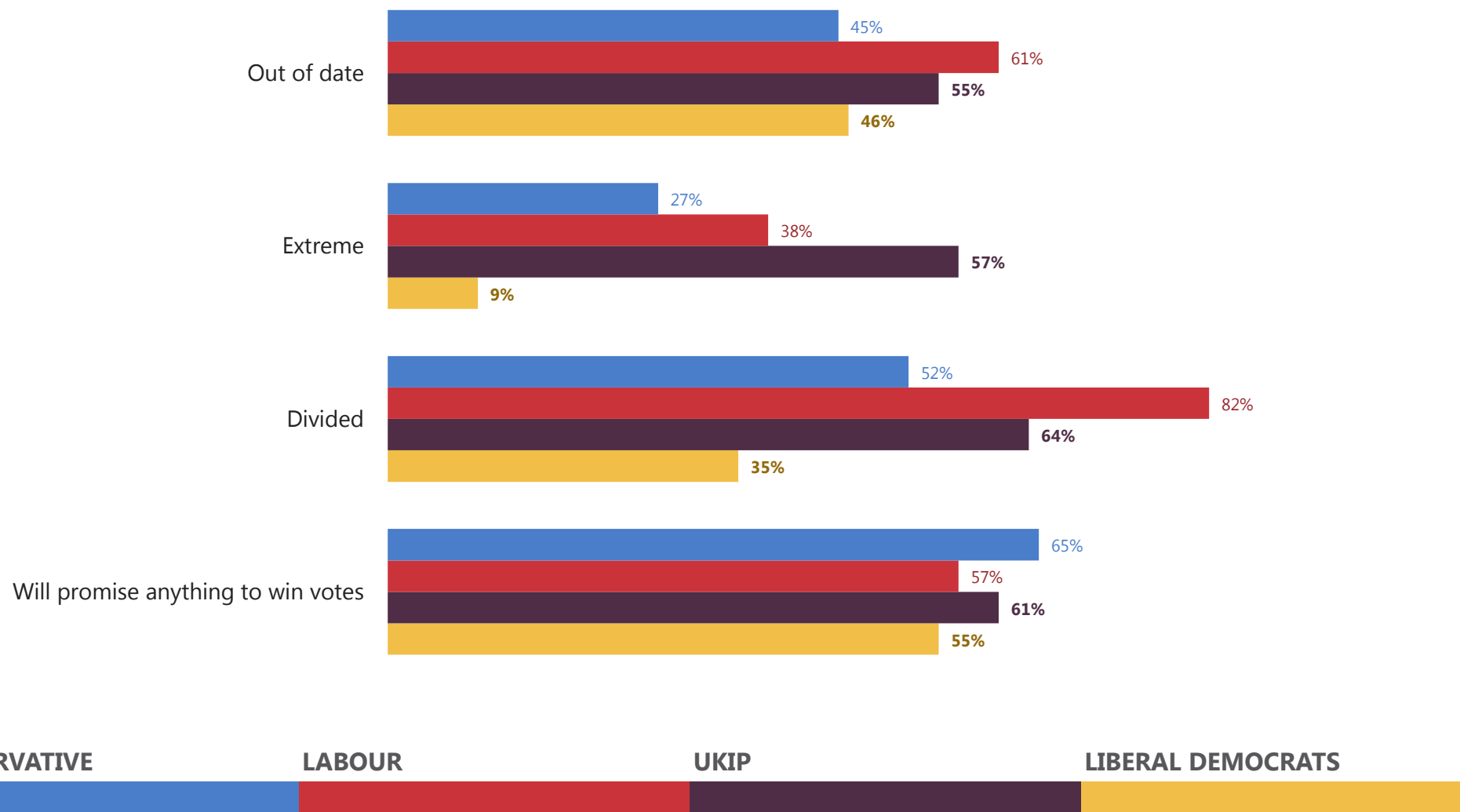


1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Negative attributes of party image

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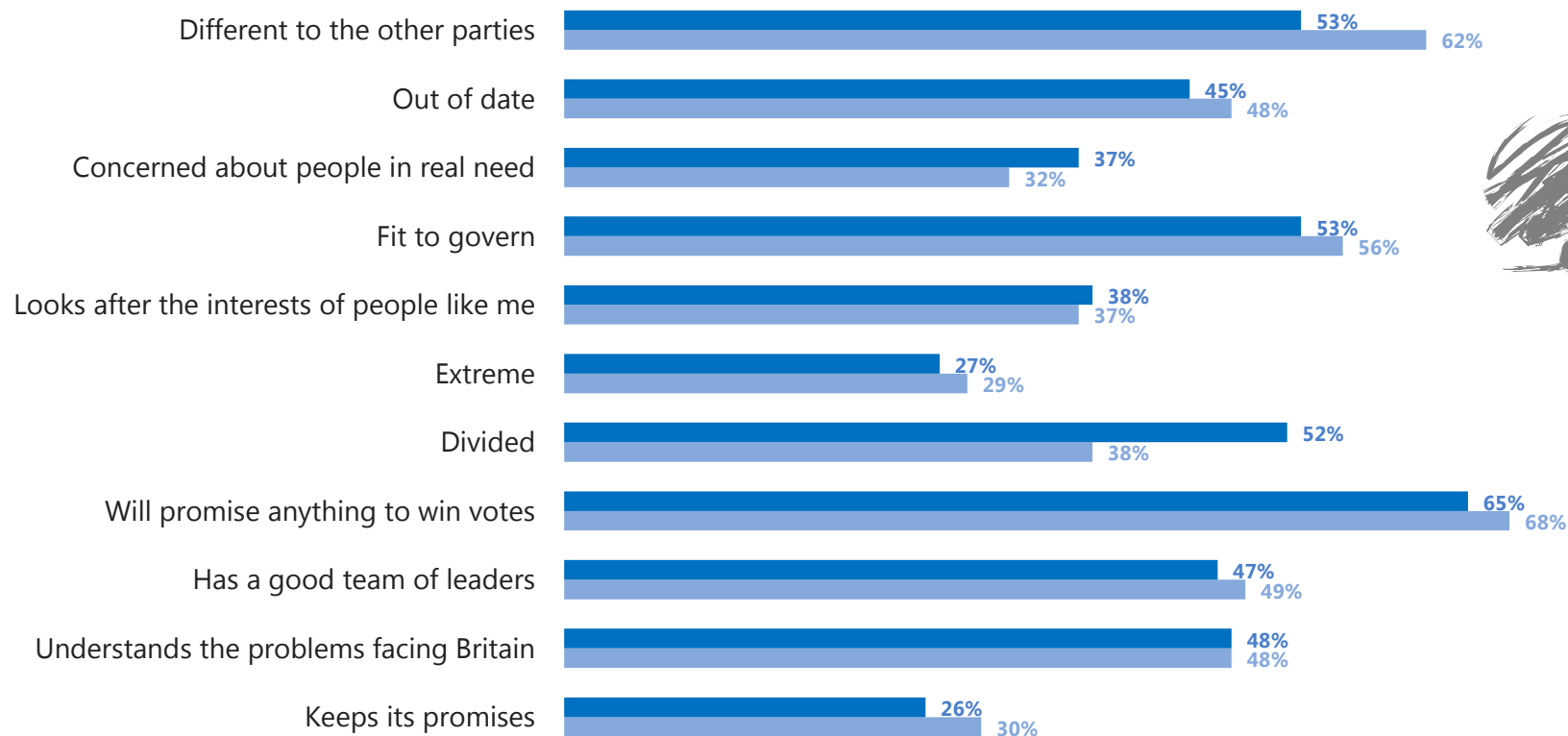


1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Conservative party image

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...



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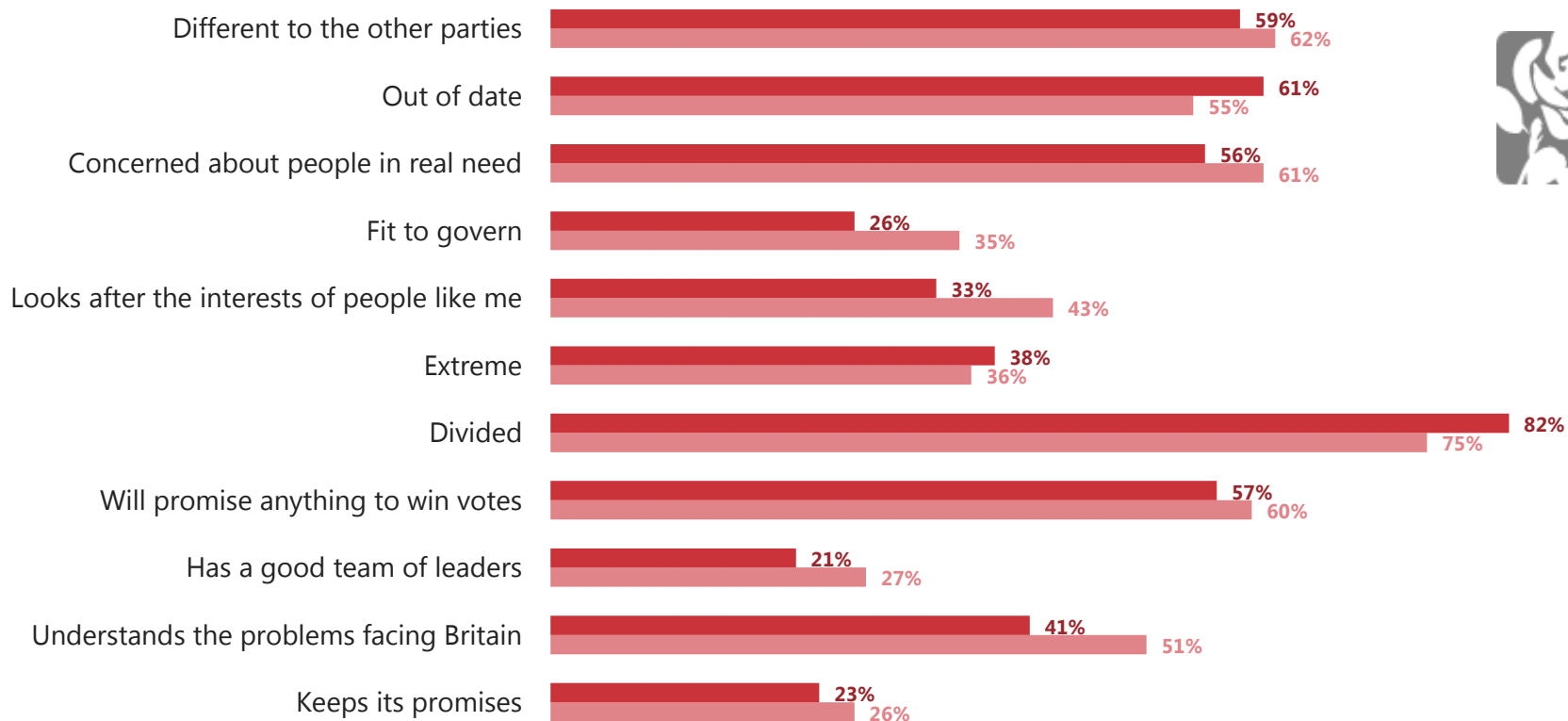
SEPTEMBER 2015

1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Labour party image

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...



OCTOBER 2016

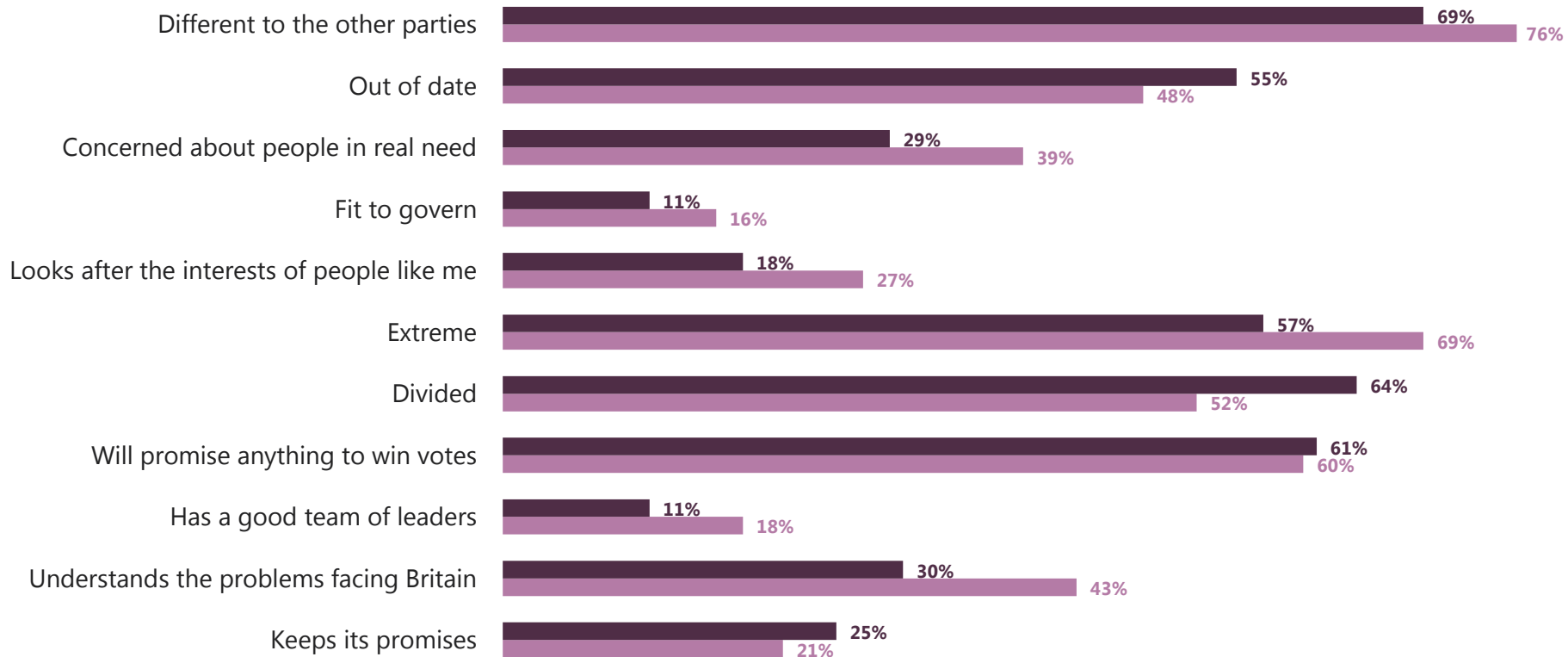
SEPTEMBER 2015

1,016 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

UKIP party image

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...



OCTOBER 2016

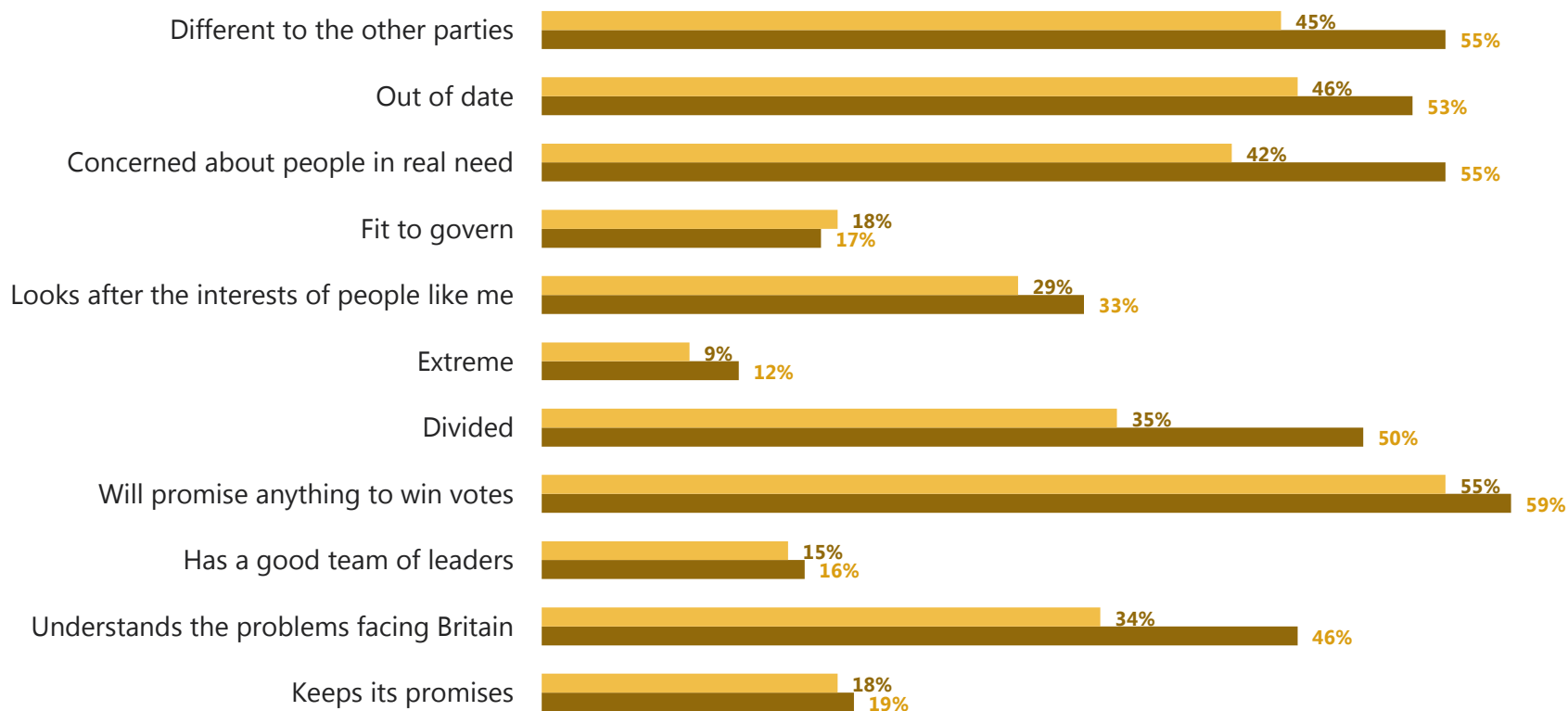
SEPTEMBER 2015

483 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

Liberal Democrats party image

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...



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SEPTEMBER 2015

533 British adults 18+, 14th – 17th October 2016

Source: Ipsos MORI Political Monitor

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