

### Ipsos MORI Political Monitor - October 2016

Table 1

#### Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Total Voting	829	744	625	596	736	722	689	642	24	429	400	213	293	323	79	135	127	166	133	190	84	232	236	155	206	468	361	867
Conservative	370	344	296	281	343	338	317	300	9	195	174	64	125	180	20	45	38	88	70	110	48	108	116	71	74	224	146	376
	45%	46%	47%	47%	47%	47%	46%	47%	36% <b>s</b>	45%	44%	30%	43%	56%	25% <b>s</b>	33%	30%	53%	52%	58%	58%	47%	49%	46%	36%	48%	40%	43%
Labour	262	220	181	176	219	212	204	190	12	121	141	93	98	71	40	53	58	40	27	45	24	72	74	36	79	147	115	274
	32%	30%	29%	30%	30%	29%	30%	30%	51% <b>s</b>	28%	35%	43%	33%	22%	51% <b>s</b>	39%	46%	24%	20%	23%	28%	31%	31%	23%	39%	31%	32%	32%
Liberal Democrats (Lib Dem)	60	56	44	42	51	51	48	44	*	33	27	17	23	20	3	14	14	9	8	12	4	25	16	10	9	41	19	84
	7%	8%	7%	7%	7%	7%	7%	7%	* <b>s</b>	8%	7%	8%	8%	6%	7%	4% <b>s</b>	10%	11%	5%	6%	6%	11%	7%	6%	4%	9%	5%	10%
Scottish Nationalist	35	33	29	27	35	35	35	29	-	23	12	9	12	14	2	8	2	10	10	4	1	15	7	4	9	22	14	43
	4%	4%	5%	4%	5%	5%	5%	5%	- <b>s</b>	5%	3%	4%	4%	4%	2% <b>s</b>	6%	2%	6%	7%	2%	1%	6%	3%	3%	5%	5%	4%	5%
Plaid Cymru	5	5	5	5	5	5	5	5	-	3	2	-	5	*	-	-	3	1	*	-	-	-	-	5	-	-	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	- <b>s</b>	1%	*	-	2%	*	- <b>s</b>	-	2%	1%	*	-	-	-	-	3%	-	-	-	1%
Green Party	31	30	26	22	31	31	31	27	-	15	16	14	12	6	11	3	7	5	4	1	-	4	11	8	8	15	16	31
	4%	4%	4%	4%	4%	4%	4%	4%	- <b>s</b>	3%	4%	7%	4%	2%	14% <b>s</b>	2%	5%	3%	3%	1%	-	2%	5%	5%	4%	3%	4%	4%
UKIP	55	45	39	39	48	46	45	42	3	32	23	10	16	29	-	10	3	13	13	16	7	6	7	21	21	14	41	45
	7%	6%	6%	7%	7%	6%	7%	7%	11% <b>s</b>	7%	6%	5%	5%	6%	9%	- <b>s</b>	7%	2%	8%	10%	9%	3%	3%	13%	10%	3%	11%	5%
British National Party	7	6	2	2	3	2	2	2	1	4	3	5	2	1	2	4	2	-	-	1	-	1	2	*	4	3	4	6
	1%	1%	*	*	*	*	*	*	3% <b>s</b>	1%	1%	3%	1%	*	2% <b>s</b>	3%	1%	-	-	*	-	*	1%	*	2%	1%	1%	1%
Other	4	4	2	2	2	2	2	2	-	2	2	2	1	2	2	-	1	-	2	*	-	-	3	-	2	3	2	5
	1%	1%	*	*	*	*	*	*	- <b>s</b>	1%	*	1%	*	1%	2% <b>s</b>	-	1%	-	1%	*	-	-	1%	-	1%	1%	*	1%
"Conservative Lead over Labour"	108	124	115	105	123	126	113	110	-4	74	34	-29	28	109	-21	-8	-20	48	43	66	25	36	42	36	-5	77	30	102
	13%	17%	18%	18%	17%	17%	16%	17%	-15% <b>s</b>	17%	8%	-13%	9%	34%	-26% <b>s</b>	-6%	-16%	29%	32%	35%	30%	15%	18%	23%	-3%	17%	8%	12%
Undecided	78	47	28	31	55	54	46	35	7	27	51	29	23	27	11	18	14	9	10	17	10	15	17	28	18	33	46	65
	8%	5%	4%	5%	7%	7%	6%	5%	9% <b>s</b>	5%	10%	11%	6%	7%	11% <b>s</b>	10%	8%	5%	6%	7%	9%	6%	6%	13%	7%	6%	10%	6%
Would not vote	86	53	8	9	20	15	11	9	47	49	37	26	25	34	8	18	19	6	9	25	11	13	20	32	22	32	54	70
	8%	6%	1%	1%	2%	2%	1%	1%	60% <b>s</b>	10%	7%	10%	7%	9%	8% <b>s</b>	11%	11%	3%	6%	11%	10%	5%	7%	15%	9%	6%	12%	7%
Refused	22	18	13	10	19	19	19	13	-	2	21	5	12	6	5	-	8	3	*	6	3	7	9	1	5	17	6	14
	2%	2%	2%	2%	2%	2%	3%	2%	- <b>s</b>	*	4%	2%	3%	2%	4% <b>s</b>	-	5%	2%	*	3%	2%	3%	3%	*	2%	3%	1%	1%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 2

#### Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Total Voting	829	370	262	60	55	460	568	430	372	457	329	430	84	376	277	288	144	114	259	565	276	197	268	285	110	706	79	307	213	43	63	181	377	258	867	
Conservative	370 45%	370 100%	-	-	-s	-s	-	65%	86%	46%	43%	77%	17%	38%	47%	49%	56%	30%	25%	27%	53%	37%	42%	50%	46%	34%	47%	25%	90%	5%	15% <b>s</b>	35% <b>s</b>	50%	46%	40%	376 43%
Labour	262 32%	-	262 100%	-	-	262 57%	-	-	109 29%	153 33%	39 12%	210 49%	28 33%	106 28%	69 25%	68 24%	70 49%	52 45%	122 47%	137 24%	99 36%	80 40%	82 31%	81 28%	47 43%	227 32%	19 24%	13 4%	182 86%	3 7% <b>s</b>	3 4% <b>s</b>	49 27%	122 32%	88 34%	274 32%	
Liberal Democrats (Lib Dem)	60 7%	-	-	60 100% <b>s</b>	-s	60 13%	60 11%	60 14%	29 8%	31 7%	10 3%	45 10%	6 7%	32 9%	34 12%	14 5%	9 6%	3 2%	12 4%	47 8%	9 3%	7 3%	16 6%	35 12%	14 13%	56 8%	2 3%	8 3%	8 4%	32 74% <b>s</b>	2 3% <b>s</b>	10 5%	14 4%	36 14%	84 10%	
Scottish Nationalist	35 4%	-	-	-	-	35 8%	35 6%	-	14 4%	21 5%	8 2%	26 6%	4 4%	15 4%	9 3%	13 4%	6 6%	7 5%	13 4%	22 4%	35 13%	-	-	-	-	-	35 45%	3 1%	* *-s	* ** <b>s</b>	5 3%	16 4%	12 5%	43 5%		
Plaid Cymru	5 1%	-	-	-	-	5 1%	5 1%	-	5 1%	* *	3 1%	2 *	-	5 1%	3 1%	2 1%	-	-	-	5 1%	-	-	5 2%	-	-	-	-	-	1 -s	-	-	-	3 -s	2 *	3 1%	
Green Party	31 4%	-	-	-	-	31 7%	31 6%	-	16 4%	15 3%	4 1%	25 6%	7 9%	17 4%	12 4%	6 2%	10 7%	3 2%	13 5%	18 3%	6 2%	6 3%	8 3%	17 6%	8 7%	31 4%	-	1 *	5 2%	1 3% <b>s</b>	2 3% <b>s</b>	2 1%	14 4%	11 4%	31 4%	
UKIP	55 7%	-	-	-	55 100% <b>s</b>	55 12%	55 10%	-	23 6%	32 7%	12 4%	38 9%	4 5%	24 6%	10 4%	23 8%	5 3%	17 15%	22 9%	33 6%	18 7%	18 9%	18 7%	19 7%	4 4%	52 7%	-	4 1%	5 2%	* 1% <b>s</b>	34 54% <b>s</b>	22 12%	30 8%	3 1%	45 5%	
British National Party	7 1%	-	-	-	-	7 1%	7 1%	-	2 1%	5 1%	-	7 2%	3 4%	1 *	3 1%	1 *	-	4 3%	4 1%	4 1%	3 1%	3 1%	5 2%	-	-	7 -s	-	-	-	-s	-s	3 2%	3 1%	1 *	6 1%	
Other	4 1%	-	-	-	-	4 1%	4 1%	-	2 *	3 1%	1 *	3 1%	1 1%	1 *	1 *	1 1%	2 1%	1 1%	3 1%	2 *	3 1%	1 *	1 *	1 *	-	2 2%	2 2%	1 *	-	-	-	-	3 -s	1 -s	5 1%	
"Conservative Lead over Labour"	108 13%	370 100%	-262 -100%	0 0% <b>s</b>	0 0% <b>s</b>	-262 -57%	370 65%	370 86%	64 17%	44 10%	214 65%	-135 -31%	4 5%	70 19%	68 24%	92 32%	-28 -19%	-23 -20%	-51 -20%	160 28%	4 2%	3 2%	52 19%	52 18%	-9 -9%	103 15%	1 1%	262 86%	-171 -80%	3 8% <b>s</b>	20 31% <b>s</b>	42 23%	51 13%	15 6%	102 12%	
Undecided	78 8%	-	-	-	-	-	-	-	35 8%	43 8%	32 8%	37 7%	11 10%	35 8%	16 5%	26 8%	23 11%	11 8%	34 10%	43 6%	27 8%	21 9%	17 5%	34 9%	9 6%	71 8%	6 6%	7 2%	7 3%	3 7% <b>s</b>	8 9% <b>s</b>	16 7%	43 9%	17 6%	65 6%	
Would not vote	86 8%	-	-	-	-	-	-	-	34 7%	52 9%	10 3%	64 12%	10 9%	28 6%	15 5%	24 7%	32 16%	14 10%	46 13%	39 6%	22 7%	16 7%	28 9%	36 10%	11 8%	74 8%	6 7%	9 3%	12 5%	3 7% <b>s</b>	13 16% <b>s</b>	28 12%	43 9%	13 4%	70 7%	
Refused	22 2%	-	-	-	-	-	-	-	9 2%	14 2%	9 2%	8 2%	4 3%	9 2%	3 1%	9 3%	7 3%	3 2%	10 3%	13 2%	9 3%	8 3%	3 1%	11 3%	2 1%	22 2%	1 1%	4 1%	-	-	-	-	10 4%	12 2%	1 *	14 1%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
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### Ipsos MORI Political Monitor - October 2016

Table 3

#### Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All 9/10 certain to vote, and always/usually vote/it depends (at Q20 General Election vote frequency)

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	749	749	749	697	749	749	749	749	-	415	334	118	263	368	32	86	122	141	158	210	86	238	244	130	137	482	267	749
Weighted Total	673	673	673	622	673	673	673	673	-	337	336	150	243	279	47	103	104	139	115	164	69	209	205	128	131	415	258	749
Total Voting	625	625	625	580	625	625	625	625	-	327	297	141	222	261	44	97	93	130	107	154	66	195	188	115	126	383	242	707
Conservative	296	296	296	278	296	296	296	296	-	159	137	49	95	152	15	34	28	67	55	97	42	98	91	56	50	189	107	314
	47%	47%	47%	48%	47%	47%	47%	47%	-s	49%	46%	35%	43%	58%	34%	35%	30%	52%	51%	63%	63%	50%	49%	49%	40%	49%	44%	44%
Labour	181	181	181	168	181	181	181	181	-	78	104	54	73	55	15	40	40	33	18	37	19	53	56	22	50	109	72	212
	29%	29%	29%	29%	29%	29%	29%	29%	-s	24%	35%	39%	33%	21%	33%	41%	43%	25%	17%	24%	28%	27%	30%	19%	40%	29%	30%	30%
Liberal Democrats (Lib Dem)	44	44	44	42	44	44	44	44	-	29	15	11	20	14	3	8	12	8	8	6	3	20	16	7	2	36	8	74
	7%	7%	7%	7%	7%	7%	7%	7%	-s	9%	5%	8%	9%	5%	7%	6%	8%	13%	6%	7%	4%	11%	8%	6%	1%	9%	3%	10%
Scottish Nationalist	29	29	29	26	29	29	29	29	-	19	10	6	9	14	-	6	2	7	10	4	1	13	6	2	7	20	9	39
	5%	5%	5%	5%	5%	5%	5%	5%	-s	6%	3%	4%	4%	5%	-s	6%	2%	5%	9%	3%	2%	7%	3%	2%	5%	5%	4%	6%
Plaid Cymru	5	5	5	5	5	5	5	5	-	3	2	-	5	*	-	-	3	1	*	-	-	-	-	5	-	-	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	-	2%	*	-s	-s	3%	1%	*	-	-s	-	-	4%	-	-	-	2%
Green Party	26	26	26	21	26	26	26	26	-	14	12	12	8	6	10	2	4	4	4	1	-	4	8	8	6	12	14	26
	4%	4%	4%	4%	4%	4%	4%	4%	-s	4%	4%	9%	4%	2%	23%	2%	5%	3%	4%	1%	-s	2%	5%	7%	5%	3%	6%	4%
UKIP	39	39	39	37	39	39	39	39	-	23	16	7	12	20	-	7	2	10	12	8	1	6	7	16	11	13	26	34
	6%	6%	6%	6%	6%	6%	6%	6%	-s	7%	5%	5%	5%	8%	-s	7%	3%	7%	11%	5%	2%	3%	4%	13%	8%	3%	11%	5%
British National Party	2	2	2	2	2	2	2	2	-	1	2	2	-	-	2	1	-	-	-	-	-	-	2	-	-	2	-	2
	*	*	*	*	*	*	*	*	-s	*	1%	2%	-	-	4%	1%	-	-	-	-	-	-	1%	-	-	-	1%	*
Other	2	2	2	2	2	2	2	2	-	2	-	-	1	1	-	-	1	-	1	*	-	-	1	-	1	1	1	3
	*	*	*	*	*	*	*	*	-s	*	-	-	-	-	-s	-s	1%	-	1%	-	-s	-	1	-	-	1%	*	*
"Conservative Lead over Labour"	115	115	115	110	115	115	115	115	0	82	33	-6	23	98	*	-6	-12	35	37	61	23	45	35	35	*	80	35	102
	18%	18%	18%	19%	18%	18%	18%	18%	0%	25%	11%	-4%	10%	37%	*s	-6%	-13%	27%	34%	39%	35%	23%	19%	30%	*	21%	14%	14%
Undecided	28	28	28	24	28	28	28	28	-	5	23	3	14	11	-	3	8	6	8	3	-	10	6	11	1	16	12	29
	4%	4%	4%	4%	4%	4%	4%	4%	-s	1%	7%	2%	6%	4%	-s	3%	8%	4%	7%	2%	-s	5%	3%	8%	1%	4%	5%	4%
Would not vote	8	8	8	8	8	8	8	8	-	4	3	7	-	1	3	3	-	-	-	1	1	-	7	1	-	7	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	4%	-	*	7%	3%	-	-	-	1	2%	-	3%	1%	-	2%	*	1%
Refused	13	13	13	10	13	13	13	13	-	*	12	-	7	6	-	-	3	3	-	6	3	4	5	1	3	9	4	9
	2%	2%	2%	2%	2%	2%	2%	2%	-s	*	4%	-	3%	2%	-s	-s	3%	2%	-	4%	4%	2%	2%	*	2%	2%	1%	1%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 4

#### Q/V(POL).1A/1B/2 Combined Voting Intention

Base : All 9/10 certain to vote, and always/usually vote/it depends (at Q20 General Election vote frequency)

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s		Other qualif-ication s	Degree +
Unweighted Total	749	314	212	74	34	393	495	388	337	412	280	407	164	261	241	323	95	77	172	564	252	165	216	281	98	621	87	291	208	63	46	119	290	336	749
Weighted Total	673	296	181	44	39	329	443	341	332	341	271	337	71	331	228	261	111	68	179	489	224	163	205	244	83	573	61	277	161	36	57	140	312	215	749
Total Voting	625	296	181	44	39	329	443	341	307	318	259	312	59	311	220	242	96	62	158	462	203	145	199	223	79	529	58	272	160	34	46	125	286	206	707
Conservative	296	296	-	-	-	-	296	296	139	157	214	49	20	148	108	133	36	18	54	241	80	67	106	110	31	267	13	245	6	6	14	71	137	86	314
	47%	100%	-	-s	-s	-	67%	87%	45%	49%	83%	16%	34%	48%	49%	55%	37%	29%	34%	52%	39%	46%	53%	49%	40%	51%	22%	90%	4%	18%	30%	57%	48%	42%	44%
Labour	181	-	181	-	-	181	-	-	82	99	15	159	20	77	52	56	42	29	71	108	67	54	59	55	29	154	14	10	139	3	3	34	82	65	212
	29%	-	100%	-s	-s	55%	-	-	27%	31%	6%	51%	34%	25%	24%	23%	44%	47%	45%	23%	33%	37%	29%	25%	37%	29%	24%	4%	87%	8%	6%	27%	29%	32%	30%
Liberal Democrats (Lib Dem)	44	-	-	44	-	44	44	44	28	16	9	29	6	26	27	13	3	*	4	40	9	7	7	28	10	42	2	8	7	23	-	3	11	31	74
	7%	-	-	100%	-s	14%	10%	13%	9%	5%	4%	9%	10%	8%	12%	5%	3%	1%	2%	9%	4%	5%	4%	13%	13%	8%	4%	3%	4%	68%	-s	2%	4%	15%	10%
Scottish Nationalist	29	-	-	-	-	29	29	-	12	17	6	23	3	13	9	13	3	4	6	22	29	-	-	-	-	-	29	3	*	-	*	5	14	7	39
	5%	-	-	-s	-s	9%	6%	-	4%	5%	2%	7%	6%	4%	4%	5%	3%	6%	4%	5%	14%	-	-	-	-	-s	50%	1%	*	-s	*	4%	5%	3%	6%
Plaid Cymru	5	-	-	-	-	5	5	-	5	*	3	2	-	5	3	2	-	-	5	-	-	-	5	-	-	-	-	-	1	-	-	-	3	2	3
	1%	-	-	-s	-s	1%	1%	-	2%	*	1%	1%	-	2%	1%	1%	-s	-s	-	1%	-	-	2%	-	-s	-s	-	-	1%	-s	-s	-	1%	1%	*
Green Party	26	-	-	-	-	26	26	-	16	10	3	21	5	17	11	6	7	2	9	17	4	4	7	15	7	26	-	1	4	1	-	2	10	10	26
	4%	-	-	-s	-s	8%	6%	-	5%	3%	1%	7%	9%	5%	5%	3%	8%	2%	6%	4%	2%	3%	3%	7%	8%	5%	-s	1%	2%	4%	-s	2%	4%	5%	4%
UKIP	39	-	-	-	39	39	39	-	22	17	8	26	3	24	8	18	5	8	12	27	12	12	14	13	1	36	-	3	2	*	30	10	26	3	34
	6%	-	-	-s	100%	12%	9%	-	7%	5%	3%	8%	5%	8%	4%	8%	5%	12%	8%	6%	6%	8%	7%	6%	1%	7%	-s	1%	1%	1%	65%	8%	9%	1%	5%
British National Party	2	-	-	-	2	2	2	-	2	-	-	2	2	1	2	-	1	1	2	-	2	2	1	-	2	-	-	-	-	-	-	2	1	2	*
	*	-	-	-s	-s	1%	1%	-	1%	-	-	1%	3%	*	1%	-	-s	1%	1%	*	1%	1%	*	-	-s	-s	-	-	-	-	-s	-	1%	*	*
Other	2	-	-	-	2	2	-	-	1	1	1	*	-	1	-	1	-	1	1	1	*	*	1	1	-	2	-	1	-	-	-	-	1	1	3
	*	-	-	-s	-s	*	*	-	*	*	*	*	-	*	-	*	-s	1%	*	*	*	*	1	1	-	-s	*	-s	*	-	-s	-	*	*	*
"Conservative Lead over Labour"	115	296	-181	0	0	-181	296	296	57	58	199	-109	*	71	56	77	-6	-11	-18	133	12	13	48	54	2	113	-1	235	-133	3	11	37	55	21	102
	18%	100%	-100%	0%	0%	-55%	67%	87%	18%	18%	77%	-35%	1%	23%	25%	32%	-7%	-18%	-11%	29%	6%	9%	24%	24%	3%	21%	-2%	86%	-83%	10%	24%	30%	19%	10%	14%
Undecided	28	-	-	-	-	-	-	-	15	13	7	14	7	14	6	10	8	3	10	17	10	7	5	12	3	24	3	5	1	2	6	4	17	7	29
	4%	-	-	-s	-s	-	-	-	4%	4%	3%	4%	9%	4%	3%	4%	7%	4%	6%	3%	5%	4%	3%	5%	3%	4%	5%	2%	1%	6%	11%	3%	5%	3%	4%
Would not vote	8	-	-	-	-	-	-	-	7	1	-	8	3	3	1	1	5	-	5	2	4	4	-	3	1	8	-	-	-	-	4	1	5	1	4
	1%	-	-	-s	-s	-	-	-	2%	*	-	2%	5%	1%	1%	*	5%	-s	3%	*	2%	3%	-	1%	1%	-s	-	-	-	8%	1%	2%	1%	1%	
Refused	13	-	-	-	-	-	-	-	4	9	5	3	2	3	-	8	2	3	5	8	7	7	-	6	*	12	1	*	-	-	-	9	3	*	9
	2%	-	-	-s	-s	-	-	-	1%	3%	2%	1%	3%	1%	-	3%	2%	4%	3%	2%	3%	4%	-	2%	s	2%	1%	*	-	-s	-s	6%	1%	*	1%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 5

Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		Total
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	772	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016	
Conservative	339 33%	320 37%	282 42%	269 42%	318 38%	316 39%	300 39%	286 41%	7 9% <sup>s</sup>	184 36%	155 30%	55 20%	114 32%	169 43%	20 19% <sup>s</sup>	36 21%	35 21%	79 43%	63 42%	106 44%	46 43%	100 37%	107 38%	63 29%	69 27%	207 38%	132 28%	347 34%	
Labour	217 21%	181 21%	158 23%	155 24%	188 23%	183 23%	176 23%	165 24%	11 13% <sup>s</sup>	103 20%	114 22%	86 32%	82 23%	48 12%	37 36% <sup>s</sup>	49 29%	48 28%	35 19%	14 9%	34 14%	18 16%	59 22%	60 21%	30 14%	68 27%	119 22%	98 21%	222 22%	
Liberal Democrats (Lib Dem)	46 5%	43 5%	39 6%	38 6%	39 5%	39 5%	39 6%	39 6%	* * <sup>s</sup>	29 6%	16 3%	12 5%	19 5%	15 4%	3 3% <sup>s</sup>	10 7%	11 4%	8 5%	8 3%	7 3%	3 2%	21 8%	12 4%	7 3%	6 2%	33 6%	13 3%	69 7%	
Scottish Nationalist	34 3%	33 4%	28 4%	26 4%	34 4%	34 4%	34 4%	28 4%	- - <sup>s</sup>	22 4%	12 2%	9 3%	12 3%	13 3%	2 2% <sup>s</sup>	8 4%	2 1%	10 6%	9 6%	4 2%	1 1%	15 6%	6 2%	4 2%	9 4%	21 4%	13 3%	40 4%	
Plaid Cymru	5 *	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	- - <sup>s</sup>	3 1%	2 *	- *	5 1%	* *	- - <sup>s</sup>	- *	3 2%	1 1%	* *	- -	- -	- -	- -	5 2%	- -	- -	5 -	3 1%	
Green Party	29 3%	28 3%	24 4%	22 3%	29 4%	29 4%	29 4%	25 4%	- - <sup>s</sup>	15 3%	14 3%	14 5%	11 3%	4 1%	11 11% <sup>s</sup>	3 2%	7 4%	5 2%	2 2%	1 1%	- -	4 2%	10 4%	6 3%	8 3%	15 3%	14 3%	29 3%	
UKIP	52 5%	43 5%	36 5%	36 6%	45 5%	43 6%	43 6%	39 6%	2 3% <sup>s</sup>	30 6%	22 4%	10 4%	16 4%	26 7%	- - <sup>s</sup>	10 6%	3 2%	13 7%	11 7%	16 7%	7 6%	6 2%	7 3%	21 9%	18 7%	14 2%	38 8%	41 4%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	- - <sup>s</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party (BNP)	6 1%	5 1%	2 *	2 *	2 *	2 *	2 *	2 *	- - <sup>s</sup>	3 1%	3 1%	5 2%	1 *	2 -	2 2% <sup>s</sup>	3 2%	1 1%	- -	- -	- -	- -	1 *	2 1%	- -	3 1%	3 *	3 1%	3 *	
Other	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	- - <sup>s</sup>	2 *	-	-	1 *	2 *	- - <sup>s</sup>	-	1 *	-	2 1%	-	-	-	1 *	-	2 1%	1 *	2 *	4 *	
Undecided	183 18%	133 15%	79 12%	76 12%	132 16%	127 16%	109 14%	88 13%	14 18% <sup>s</sup>	66 13%	117 23%	56 21%	52 15%	75 19%	22 21% <sup>s</sup>	35 20%	32 19%	20 11%	34 22%	41 17%	19 18%	38 14%	54 19%	50 23%	41 16%	92 17%	91 19%	174 17%	
Would not vote	79 8%	47 5%	4 1%	6 1%	17 2%	11 1%	7 1%	6 1%	44 56% <sup>s</sup>	46 9%	33 7%	23 8%	25 7%	31 8%	4 4% <sup>s</sup>	18 11%	19 11%	6 3%	9 6%	22 9%	11 10%	13 5%	17 6%	28 13%	22 9%	30 5%	49 11%	67 7%	
Refused	24 2%	24 3%	15 2%	12 2%	20 2%	20 3%	20 3%	15 2%	1 1% <sup>s</sup>	4 1%	21 4%	2 1%	15 4%	7 2%	- 2% <sup>s</sup>	8 5%	7 4%	* *	7 3%	3 3%	9 3%	6 2%	3 1%	6 2%	16 3%	9 2%	17 2%		

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 6

**Q.V/POL.1(A/B). How would you vote if there were a General Election tomorrow?**

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ications		Other qualif-ications	Degree +	
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Conservative	339	339	-	-	-	339	339	-	159	179	239	62	28	161	121	153	40	25	64	273	97	79	117	124	34	304	18	260	9	4	22	80	163	93	347	
	33%	92%	-	-s	-s	-	60%	79%	35%	32%	63%	11%	25%	36%	39%	44%	19%	17%	18%	41%	29%	33%	37%	34%	26%	35%	20%	80%	4%	8%	26%	34%	34%	32%	34%	
Labour	217	-	217	-	-	217	-	-	94	123	33	179	22	93	57	51	64	42	107	108	78	62	69	70	40	187	16	12	153	3	1	37	102	74	222	
	21%	-	83%	-s	-s	47%	-	-	21%	22%	9%	33%	20%	21%	18%	15%	31%	30%	31%	16%	23%	25%	22%	19%	30%	21%	18%	4%	66%	6%	1%	16%	22%	26%	22%	
Liberal Democrats (Lib Dem)	46	-	-	46	-	46	46	46	25	21	9	33	5	25	25	11	6	3	8	36	7	6	9	29	12	44	1	7	5	23	2	5	10	31	69	
	5%	-	-	76%	-s	10%	8%	11%	6%	4%	2%	6%	5%	5%	8%	3%	2%	2%	6%	2%	2%	3%	8%	9%	5%	2%	2%	2%	2%	47%	2%	2%	2%	11%	7%	
Scottish Nationalist	34	-	-	-	-	34	34	-	14	21	8	25	3	15	9	12	6	7	12	22	34	-	-	-	-	-	34	3	*	-	*	5	15	12	40	
	3%	-	-	-s	-s	7%	6%	-	3%	4%	2%	5%	3%	3%	3%	4%	3%	5%	4%	3%	10%	-	-	-	-	-	38%	1%	*	-s	*s	2%	3%	4%	4%	
Plaid Cymru	5	-	-	-	-	5	5	-	5	*	3	2	-	5	3	2	-	-	-	5	-	-	5	-	-	-	-	-	1	-	-	-	-	3	2	3
	*	-	-	-s	-s	1%	1%	-	1%	*	1%	*	-	1%	1%	1%	-	-	-	1%	-	-	2%	-	-	-	-	-	1%	-	-s	-s	-	1%	1%	*
Green Party	29	-	-	-	-	29	29	-	16	13	4	23	7	15	10	6	10	3	13	16	6	6	6	17	8	28	-	1	5	1	2	2	12	11	29	
	3%	-	-	-s	-s	6%	5%	-	4%	2%	1%	4%	7%	3%	3%	2%	5%	2%	4%	2%	2%	2%	5%	6%	3%	-	*	2%	3%	3%	3%	1%	3%	4%	3%	
UKIP	52	-	-	-	52	52	52	-	20	32	12	35	4	22	9	23	3	17	20	32	18	18	16	18	4	49	-	4	5	*	32	20	29	3	41	
	5%	-	-	-s	95%	11%	9%	-	5%	6%	3%	6%	3%	5%	3%	7%	1%	12%	6%	5%	5%	7%	5%	5%	3%	6%	-	1%	2%	*s	38%	8%	6%	1%	4%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	6	-	-	-	-	6	6	-	2	4	-	6	3	-	3	-	3	3	3	3	3	3	3	-	6	-	-	-	-	-	-	3	3	-	3	
	1%	-	-	-s	-s	1%	1%	-	*	1%	-	1%	2%	-	1%	-	-	2%	1%	*	1%	1%	1%	-	1%	-	-	-	-	-s	-s	1%	1%	-	*	
Other	2	-	-	-	-	2	2	-	2	1	1	1	1	1	1	-	1	1	2	2	1	1	1	-	2	-	1	-	-	-	-	1	1	-	4	
	*	-	-	-s	-s	1%	*	-	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	-	*	-	*	-	-s	-s	-	*	*	*	
Undecided	183	30	45	14	3	68	53	44	72	111	57	106	26	77	52	56	45	26	72	108	58	46	62	63	22	164	12	25	43	14	15	49	83	50	174	
	18%	8%	17%	24%	5%	15%	9%	10%	16%	20%	15%	20%	24%	17%	17%	16%	22%	18%	21%	16%	18%	19%	20%	17%	17%	19%	13%	8%	18%	29%	18%	21%	17%	17%	17%	
Would not vote	79	-	-	-	-	-	-	-	30	49	7	61	7	28	14	21	30	14	44	35	22	16	24	32	10	67	6	9	12	3	10	25	41	12	67	
	8%	-	-	-s	-s	-	-	-	7%	9%	2%	11%	6%	6%	4%	6%	15%	10%	13%	5%	7%	7%	8%	9%	8%	8%	7%	3%	5%	7%	12%	11%	9%	4%	7%	
Refused	24	1	-	-	*	1	2	1	11	13	8	9	4	8	7	12	2	3	5	19	9	7	4	11	2	22	2	5	-	-	-	10	13	1	17	
	2%	*	-	-s	*s	*	*	*	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	3%	3%	1%	3%	1%	2%	3%	2%	-	-s	-s	4%	3%	*	2%	

Fieldwork dates : 14th to 17th October 2016  
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### Ipsos MORI Political Monitor - October 2016

Table 7

#### Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	191	158	105	100	149	143	128	112	10	79	112	40	64	87	13	27	36	28	39	48	19	50	58	40	43	108	83	191
Weighted Total	207	156	94	88	152	148	129	103	15	70	138	59	67	82	24	35	40	27	34	48	22	48	60	53	47	108	100	191
Conservative	31	24	14	13	24	22	17	14	2	11	20	9	11	11	-	9	3	8	6	4	2	8	9	8	6	17	14	29
	15%	15%	15%	15%	16%	15%	13%	14%	12%	16%	14%	15%	17%	13%	-s	25%	7%	31%	19%	9%	10%	17%	15%	15%	12%	16%	14%	15%
Labour	45	39	24	22	32	30	28	26	2	18	27	6	16	23	3	3	11	5	13	10	6	13	14	6	12	27	17	52
	22%	25%	25%	25%	21%	20%	22%	25%	13%	26%	20%	11%	23%	28%	12%	10%	27%	18%	37%	21%	27%	27%	24%	11%	25%	25%	18%	27%
Liberal Democrats (Lib Dem)	14	13	6	4	12	12	9	6	-	4	10	4	4	6	-	4	3	1	*	5	1	4	4	3	3	8	6	15
	7%	8%	6%	4%	8%	8%	7%	6%	-s	5%	8%	7%	6%	7%	-s	12%	8%	4%	1%	12%	6%	8%	7%	6%	7%	7%	6%	8%
Scottish Nationalist	1	1	1	1	1	1	1	1	1	1	-	-	*	*	-	-	*	-	*	-	-	*	*	*	*	*	*	3
	*	1%	1%	1%	1%	1%	1%	1%	-s	1%	-	-s	1%	1%	-s	-s	1%	-s	1%	-s	-s	*s	1%	-s	1%	*	*s	2%
Plaid Cymru	-	-	-	-	-	-	-	-	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-
Green Party	2	2	2	-	2	2	2	2	-	-	2	-	1	2	-	-	-	1	2	-	-	-	1	2	-	1	2	2
	1%	1%	2%	-	1%	1%	1%	2%	-s	-s	2%	-s	1%	2%	-s	-s	-	2%	5%	-s	-s	-s	1%	3%	-s	*	2%	1%
UKIP	3	3	3	3	3	3	3	3	*	2	1	-	-	3	-	-	-	2	1	*	-	-	*	3	-	3	4	
	1%	2%	3%	3%	2%	2%	2%	3%	2%	3%	1%	-s	-s	4%	-s	-s	-s	7%	1%	1%	-s	-s	-s	1%	6%	-	3%	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	2	1	1	1	1	1	1	1	1	1	*	1	*	1	-	1	*	-	1	-	-	-	1	*	1	1	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	4%	2%	*	1%	1%	1%	-s	2%	1%	-s	-s	1%	-s	-s	1%	1%	1%	1%	1%	2%
Other	2	2	-	-	-	-	-	-	-	-	2	2	-	2	-	-	-	-	-	-	-	-	2	-	-	2	-	1
	1%	1%	-	-	-	-	-	-	-s	-s	1%	3%	-s	-s	8%	-s	-s	-s	-s	-s	-s	-s	3%	-s	-s	2%	-s	1%
Undecided	78	47	28	31	55	54	46	35	7	27	51	29	23	27	11	18	14	9	10	17	10	15	17	28	18	33	46	65
	38%	30%	30%	36%	36%	37%	36%	34%	47%	39%	37%	49%	34%	33%	46%	51%	35%	32%	29%	36%	44%	32%	29%	53%	38%	30%	46%	34%
Would not vote	7	7	3	3	3	3	3	3	3	3	3	3	-	3	3	-	-	-	-	3	-	-	2	4	-	2	4	3
	3%	4%	4%	4%	2%	2%	3%	3%	22%	5%	3%	6%	-s	4%	15%	-s	-s	-s	-s	7%	-s	-s	4%	8%	-s	2%	4%	2%
Refused	22	18	13	10	19	19	19	13	-	2	21	5	12	6	5	-	8	3	*	6	3	7	9	1	5	17	6	14
	11%	11%	14%	11%	13%	13%	15%	12%	-s	3%	15%	8%	17%	8%	19%	-s	21%	13%	*s	13%	12%	16%	16%	1%	10%	16%	6%	7%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 8

#### Q.V/POL.2. Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s		Other qualif-ication s	Degree +	
Unweighted Total	191	29	52	15	4	80	57	44	74	117	44	120	50	54	56	68	30	30	60	124	63	46	59	69	28	165	17	33	48	17	8	41	79	69	191	
Weighted Total	207	31	45	14	3	69	55	45	83	124	65	116	30	86	59	68	48	29	77	127	68	53	66	74	24	186	15	30	43	14	15	59	95	51	191	
Conservative	31	31	-	-	-	31	31	14	17	14	13	4	16	16	8	3	4	7	23	6	4	17	8	3	27	2	16	3	2	*	11	9	11	29		
	15%	100%	-s	-s	-s	56%	69%	16%	14%	22%	11%	13%	18%	26%	12%	6%	13%	9%	18%	9%	8%	25%	11%	13%	14%	12%	54%	6%	16%	1%	18%	10%	21%	15%		
Labour	45	-	45	-	-	45	-	-	14	30	6	32	6	13	12	17	6	9	15	29	21	18	14	10	7	41	3	2	29	*	1	12	19	14	52	
	22%	-s	100%	-s	-s	65%	-s	-s	17%	25%	10%	27%	21%	15%	19%	25%	12%	32%	20%	23%	31%	35%	21%	14%	29%	22%	6%	67%	2%	9%	20%	20%	28%	27%		
Liberal Democrats (Lib Dem)	14	-	-	14	-	14	14	14	4	10	*	12	1	8	8	3	3	-	3	11	2	1	6	6	2	12	1	1	3	8	-	5	4	5	15	
	7%	-s	-s	100%	-s	21%	26%	31%	5%	8%	1%	11%	2%	9%	14%	4%	7%	-s	4%	9%	3%	2%	9%	8%	8%	7%	6%	5%	8%	59%	-s	9%	4%	10%	8%	
Scottish Nationalist	1	-	-	-	-	1	1	-	*	*	-	1	*	*	*	*	*	*	*	*	1	-	-	-	-	1	-	-	-	-	-	-	1	*	3	
	*	-s	-s	-s	-s	1%	2%	-s	1%	*	1%	2%	-s	*s	1%	-s	2%	1%	*	*	1%	-s	-s	-s	-s	-s	6%	-s	-s	-s	-s	-s	1%	*s	2%	
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-
Green Party	2	-	-	-	-	2	2	-	2	2	2	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	-	1	-	-	-	2	-	2	-	2
	1%	-s	-s	-s	-s	3%	4%	-s	-s	2%	-s	2%	-s	2%	4%	-s	-s	-s	-s	2%	-s	-s	3%	-s	-s	1%	-s	-s	1%	-s	-s	-s	-s	2%	-s	1%
UKIP	3	-	-	-	3	3	3	-	2	1	-	3	*	2	*	*	2	*	2	1	*	*	2	1	*	3	-	-	-	-	2	2	1	-	4	
	1%	-s	-s	-s	100%	4%	5%	-s	2%	1%	-s	2%	1%	2%	1%	*s	4%	1%	3%	*	*s	1%	3%	1%	2%	2%	-s	-s	-s	-s	17%	4%	1%	-s	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-
British National Party	2	-	-	-	-	2	2	-	1	1	-	2	*	1	*	1	-	1	1	1	-	-	2	-	2	-	-	-	-	-	-	-	-	1	3	
	1%	-s	-s	-s	-s	3%	3%	-s	1%	1%	-s	2%	1%	1%	1%	-s	3%	1%	1%	1%	-s	-s	3%	-s	-s	1%	-s	-s	-s	-s	-s	-s	-s	-s	3%	2%
Other	2	-	-	-	-	2	2	-	2	2	2	2	-	-	2	2	2	2	2	2	2	2	2	2	2	2	-	-	-	-	2	-	2	-	1	
	1%	-s	-s	-s	-s	3%	3%	-s	-s	2%	-s	2%	-s	-s	-s	4%	-s	2%	-	-	3%	-s	-s	-s	-s	-s	13%	-s	-s	-s	-s	-s	2%	-s	1%	
Undecided	78	-	-	-	-	-	-	-	35	43	32	37	11	35	16	26	23	11	34	43	27	21	17	34	9	71	6	7	7	3	8	16	43	17	65	
	38%	-s	-s	-s	-s	-s	-s	-s	42%	35%	49%	32%	37%	41%	27%	39%	47%	39%	44%	34%	40%	40%	26%	47%	35%	38%	40%	24%	17%	23%	52%	27%	45%	34%	34%	
Would not vote	7	-	-	-	-	-	-	-	3	3	3	3	-	1	3	2	-	2	4	4	-	-	3	3	1	7	-	-	-	-	3	3	2	1	3	
	3%	-s	-s	-s	-s	-s	-s	-s	4%	3%	5%	3%	12%	-s	2%	5%	5%	-s	3%	3%	-s	-s	5%	5%	4%	-s	-s	-s	-s	21%	5%	2%	2%	2%		
Refused	22	-	-	-	-	-	-	-	9	14	9	8	4	9	3	9	7	3	10	13	9	8	3	11	2	22	1	4	-	-	-	10	12	1	14	
	11%	-s	-s	-s	-s	-s	-s	-s	11%	11%	14%	7%	12%	11%	6%	14%	15%	10%	13%	10%	13%	15%	5%	14%	8%	12%	4%	12%	-s	-s	-s	17%	12%	1%	7%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
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### Ipsos MORI Political Monitor - October 2016

Table 9

**Q.2/POLSC. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?**

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
1 - Absolutely certain not to vote	78 8%	42 5%	-	-	-	-	-	-	78 100%	33 7%	45 9%	22 8%	26 8%	30 8%	5 5%	17 10%	18 10%	9 5%	8 5%	22 9%	11 10%	7 2%	16 6%	26 12%	30 12%	22 4%	56 12%	67 7%
2	10 1%	6 1%	-	-	-	-	-	-	-s	-	10 2%	3 1%	1 *	6 2%	-s	3 2%	1 1%	-	5 3%	2 1%	-	4 1%	2 1%	1 *	4 2%	5 1%	5 1%	6 1%
3	18 2%	9 1%	-	-	-	-	-	-	-s	13 2%	6 1%	8 3%	4 1%	7 2%	8 8%	-	*	4 2%	1 1%	5 2%	4 4%	3 1%	10 3%	1 1%	4 2%	13 2%	5 1%	12 1%
4	10 1%	2 *	-	-	-	-	-	-	-s	2 *	9 2%	7 3%	2 *	2 *	7 7%	-	-	2 1%	2 1%	*	-	2 1%	7 2%	-	2 1%	8 2%	2 *	7 1%
5	58 6%	33 4%	-	-	-	-	-	-	-s	32 6%	25 5%	16 6%	20 6%	22 6%	5 4%	11 7%	15 9%	5 3%	8 5%	14 6%	6 5%	10 4%	12 4%	16 7%	20 8%	22 4%	36 8%	44 4%
6	20 2%	16 2%	-	-	20 2%	-	-	-	-s	14 3%	6 1%	4 1%	10 3%	6 2%	4 4%	-	4 2%	6 3%	1 1%	5 2%	*	6 2%	4 1%	8 4%	1 1%	10 2%	10 2%	16 2%
7	46 5%	29 3%	-	-	46 6%	46 6%	-	-	-s	23 4%	23 5%	18 7%	17 5%	11 3%	6 6%	12 7%	11 7%	6 3%	5 3%	6 3%	5 3%	10 4%	11 4%	14 7%	10 4%	22 4%	24 5%	32 3%
8	66 7%	49 6%	-	-	66 8%	66 8%	66 9%	-	-s	35 7%	31 6%	23 8%	23 6%	20 5%	8 8%	15 9%	14 8%	9 5%	6 4%	15 6%	10 9%	10 4%	8 3%	16 7%	32 13%	18 3%	48 10%	51 5%
9	52 5%	51 6%	51 8%	-	52 6%	52 6%	52 7%	52 8%	-s	20 4%	32 6%	14 5%	19 5%	19 5%	7 7%	7 4%	12 7%	7 4%	9 6%	10 4%	3 3%	7 3%	20 7%	13 6%	12 5%	27 5%	26 6%	56 6%
10 - Absolutely certain to vote	646 64%	622 72%	622 92%	646 100%	646 78%	646 80%	646 84%	646 92%	-s	330 65%	316 62%	155 57%	227 64%	264 68%	53 52%	102 60%	93 55%	134 73%	107 70%	158 66%	66 62%	206 77%	191 68%	120 55%	129 52%	397 72%	249 53%	716 70%
Don't know	10 1%	3 *	-	-	-	-	-	-	-s	6 1%	4 1%	4 1%	3 1%	3 1%	-s	4 2%	*	3 2%	1 1%	2 1%	2 2%	3 1%	2 1%	1 *	5 2%	4 1%	6 1%	8 1%
Refused	*	-	-	-	-	-	-	-	-s	*	-	-	*	-	-s	*	-	-	-	-	-	-	*	-	-	*	-	1 *
Mean	8.34	8.88	9.92	10.00	9.52	9.60	9.76	9.92	1.00	8.46	8.22	8.05	8.45	8.45	7.82	8.19	8.01	8.86	8.63	8.33	8.16	9.04	8.54	7.93	7.73	8.78	7.82	8.69

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
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### Ipsos MORI Political Monitor - October 2016

Table 10

**Q.2/POLSC. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?**

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions								Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
1 - Absolutely certain not to vote	78	9	12	*	3	16	12	9	29	50	16	57	8	24	9	21	24	24	48	30	25	18	29	24	3	66	7	6	17	2	6	28	37	10	67	
	8%	2%	5%	*s	5% <b>s</b>	3%	2%	2%	6%	9%	4%	11%	8%	5%	3%	6%	11%	17%	14%	5%	7%	8%	9%	7%	3%	8%	7%	2%	7%	5% <b>s</b>	8% <b>s</b>	12%	8%	4%	7%	
2	10	2	2	-	-	2	2	2	2	8	2	4	1	1	-	6	1	3	4	6	2	2	7	1	1	10	-	2	2	1	-	2	7	1	6	
	1%	1%	1%	-s	-s	*	*	1%	*	1%	*	1%	1%	*	-	2%	1%	2%	1%	1%	1%	1%	2%	*	1%	1%	-	1%	1%	2% <b>s</b>	-s	1%	1%	*	1%	
3	18	6	4	1	-	7	8	6	6	12	5	13	-	6	6	5	8	-	8	11	6	5	7	5	1	16	2	2	8	-	1	4	11	4	12	
	2%	2%	2%	1% <b>s</b>	-s	2%	1%	1%	1%	2%	1%	2%	-	1%	2%	1%	4%	-	2%	2%	2%	2%	2%	1%	*	2%	2%	1%	3%	-s	2% <b>s</b>	2%	2%	1%	1%	
4	10	-	4	1	-	5	2	1	1	9	3	7	-	1	2	2	3	3	6	4	4	4	2	4	4	10	-	-	2	-	*	3	7	*	7	
	1%	-	1%	2% <b>s</b>	-s	1%	*	*	*	2%	1%	1%	-	*	1%	1%	2%	2%	2%	1%	1%	2%	1%	3%	1%	-	-	-	1%	-s	*s	1%	2%	*	1%	
5	58	8	20	5	-	30	18	13	22	35	27	25	8	21	13	15	16	14	29	28	14	14	23	21	6	57	-	8	9	2	4	20	18	15	44	
	6%	2%	8%	8% <b>s</b>	-s	6%	3%	3%	5%	6%	7%	5%	7%	5%	4%	4%	8%	10%	8%	4%	4%	6%	7%	6%	4%	7%	-	2%	4%	5% <b>s</b>	4% <b>s</b>	8%	4%	5%	4%	
6	20	4	7	-	2	10	7	4	8	12	6	13	2	8	13	6	-	2	2	18	11	8	3	5	3	17	3	5	10	*	-	5	13	1	16	
	2%	1%	3%	-s	4% <b>s</b>	2%	1%	1%	2%	2%	2%	2%	1%	2%	4%	2%	-	1%	*	3%	3%	3%	1%	1%	2%	2%	3%	2%	4%	*s	-s	2%	3%	*	2%	
7	46	21	8	3	1	12	25	25	17	29	15	24	6	22	16	11	11	7	18	27	16	8	16	14	4	36	8	5	7	4	5	11	21	14	32	
	5%	6%	3%	6% <b>s</b>	1% <b>s</b>	3%	4%	6%	4%	5%	4%	4%	6%	5%	5%	3%	5%	5%	5%	4%	5%	3%	5%	4%	3%	4%	9%	2%	3%	9% <b>s</b>	6% <b>s</b>	5%	4%	5%	5%	
8	66	17	14	3	3	30	33	20	26	40	24	37	10	25	22	13	20	11	30	35	25	15	16	26	11	53	10	16	13	3	7	15	31	20	51	
	7%	5%	5%	5% <b>s</b>	6% <b>s</b>	7%	6%	5%	6%	7%	6%	7%	9%	6%	7%	4%	9%	8%	9%	5%	6%	7%	6%	5%	7%	8%	6%	11%	5%	6%	6% <b>s</b>	8% <b>s</b>	6%	7%	7%	5%
9	52	19	14	3	3	27	32	22	23	29	21	22	6	26	18	18	7	9	16	36	19	14	12	22	9	46	5	13	12	1	2	10	24	19	56	
	5%	5%	5%	5% <b>s</b>	6% <b>s</b>	6%	6%	5%	5%	5%	6%	4%	6%	6%	6%	5%	3%	6%	5%	5%	6%	6%	4%	6%	7%	5%	6%	4%	5%	3% <b>s</b>	3% <b>s</b>	4%	5%	6%	6%	
10 - Absolutely certain to vote	646	281	176	42	39	315	420	323	314	332	260	329	68	311	212	248	115	66	181	460	211	154	200	235	83	552	57	268	152	34	55	133	303	202	716	
	64%	76%	67%	69% <b>s</b>	71% <b>s</b>	68%	74%	75%	70%	59%	69%	61%	63%	69%	68%	71%	56%	46%	52%	70%	63%	63%	63%	64%	63%	63%	62%	82%	66%	70% <b>s</b>	66% <b>s</b>	56%	64%	70%	70%	
Don't know	10	2	-	3	4	7	9	5	1	9	2	9	*	1	-	3	3	4	7	3	1	1	1	8	6	10	-	-	-	3	6	1	3	8		
	1%	1%	-	4% <b>s</b>	8% <b>s</b>	2%	2%	1%	*	2%	*	2%	*	*	-	1%	1%	3%	2%	1%	*	1%	*	2%	5%	1%	-	*	-	-s	4% <b>s</b>	3%	*	1%	1%	
Refused	*	-	-	-s	-s	-	-	-	*	-	-	*	-	-	*	-	-	-	-	*	-	-	*	*	*	-	-	-	-	-s	-s	-	-	*	1	
	*	-	-	-s	-s	-	-	-	*	-	-	*	-	-	*	-	-	-	-	*	-	-	*	*	*	-	-	-	-	-s	-s	-	-	*	*	
Mean	8.34	9.16	8.57	9.05	9.16	8.80	9.14	9.14	8.68	8.07	8.74	8.07	8.46	8.75	8.83	8.67	7.79	7.21	7.55	8.75	8.38	8.32	8.10	8.52	8.77	8.31	8.54	9.36	8.38	8.72	8.54	7.80	8.30	8.92	8.69	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01  
 \*Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 11

## Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Satisfied	379	319	271	260	326	320	305	281	16	202	178	89	129	162	43	46	58	71	65	97	37	108	107	86	78	215	164	354
	37%	37%	40%	40%	39%	39%	40%	40%	20% <sup>s</sup>	40%	35%	33%	37%	41%	42% <sup>s</sup>	27%	34%	39%	43%	41%	34%	40%	38%	40%	31%	39%	35%	35%
Dissatisfied	540	463	337	329	425	412	388	351	57	270	270	169	189	181	55	114	93	97	71	111	57	143	148	108	141	291	249	568
	53%	54%	50%	51%	51%	51%	51%	50%	72% <sup>s</sup>	53%	53%	62%	54%	46%	54% <sup>s</sup>	67%	55%	53%	46%	46%	53%	54%	52%	50%	56%	53%	53%	56%
Don't know	96	80	65	57	79	78	72	66	6	35	61	15	34	48	4	11	18	16	17	31	14	16	27	22	31	43	53	94
	9%	9%	10%	9%	10%	10%	9%	9%	8% <sup>s</sup>	7%	12%	5%	10%	12%	4% <sup>s</sup>	6%	11%	9%	11%	13%	13%	6%	10%	10%	12%	8%	11%	9%
Net satisfied	-161	-145	-66	-68	-99	-92	-83	-70	-41	-68	-92	-80	-61	-20	-13	-68	-35	-26	-6	-14	-20	-35	-41	-21	-63	-76	-85	-214
	-16%	-17%	-10%	-11%	-12%	-11%	-11%	-10%	-52% <sup>s</sup>	-13%	-18%	-29%	-17%	-5%	-12% <sup>s</sup>	-40%	-21%	-14%	-4%	-6%	-18%	-13%	-14%	-10%	-25%	-14%	-18%	-21%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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## Ipsos MORI Political Monitor - October 2016

Table 12

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	UKIP	No qualif-ications	Other qualif-ications	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Satisfied	379	253	39	10	12	76	290	263	169	210	379	-	34	185	129	142	70	37	107	271	114	89	125	140	43	340	25	208	34	10	27	95	184	94	354	
	37%	69%	15%	16%	21%	16%	51%	61%	38%	37%	100%	-	31%	41%	41%	41%	34%	26%	31%	41%	34%	37%	40%	38%	33%	39%	27%	64%	15%	20%	32%	40%	39%	33%	35%	
Dissatisfied	540	75	210	45	38	355	220	120	242	298	-	540	67	228	156	161	126	92	218	317	192	133	165	184	76	449	59	81	186	34	51	116	248	167	568	
	53%	20%	80%	75%	68%	77%	39%	28%	54%	53%	-	100%	61%	51%	50%	46%	61%	65%	62%	48%	57%	55%	52%	50%	58%	52%	65%	25%	80%	69%	61%	49%	52%	58%	56%	
Don't know	96	41	13	6	6	29	57	47	39	58	-	-	8	36	26	45	10	13	24	71	28	21	26	42	13	83	7	38	12	5	6	25	43	28	94	
	9%	11%	5%	9%	10%	6%	10%	11%	9%	10%	-	-	7%	8%	8%	13%	5%	9%	7%	11%	8%	9%	8%	11%	10%	9%	8%	12%	5%	11%	8%	11%	9%	10%	9%	
Net satisfied	-161	178	-171	-35	-26	-280	70	143	-73	-88	379	-540	-33	-43	-28	-19	-56	-55	-111	-47	-78	-43	-39	-44	-33	-109	-34	127	-152	-24	-24	-21	-64	-73	-214	
	-16%	48%	-66%	-59%	-47%	-61%	12%	33%	-16%	-16%	100%	-100%	-30%	-10%	-9%	-5%	-27%	-39%	-32%	-7%	-23%	-18%	-12%	-12%	-25%	-13%	-38%	39%	-66%	-49%	-29%	-9%	-13%	-25%	-21%	

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

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## Ipsos MORI Political Monitor - October 2016

Table 13

Q6. Are you satisfied or dissatisfied with the way Theresa May is doing her job as Prime Minister?

Base : All

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Satisfied	492 48%	426 49%	348 52%	330 51%	415 50%	409 50%	385 50%	355 51%	28 36% <b>s</b>	247 49%	245 48%	101 37%	164 46%	228 58%	50 48% <b>s</b>	51 30%	69 41%	94 51%	86 56%	142 59%	61 57%	124 47%	141 50%	105 49%	121 48%	265 48%	226 49%	494 49%
Dissatisfied	327 32%	279 32%	221 33%	215 33%	267 32%	260 32%	244 32%	231 33%	29 38% <b>s</b>	174 34%	153 30%	117 43%	123 35%	88 22%	36 35% <b>s</b>	80 47%	60 36%	63 34%	37 24%	50 21%	26 25%	94 35%	95 33%	64 29%	74 30%	189 34%	138 30%	352 35%
Don't know	197 19%	158 18%	104 15%	101 16%	149 18%	142 17%	136 18%	112 16%	21 26% <b>s</b>	86 17%	111 22%	56 20%	66 19%	76 19%	17 16% <b>s</b>	39 23%	39 23%	27 15%	29 19%	46 19%	19 18%	48 18%	47 17%	47 22%	55 22%	95 17%	102 22%	170 17%
Net satisfied	165 16%	146 17%	127 19%	115 18%	148 18%	149 18%	141 18%	124 18%	-1 -1% <b>s</b>	73 14%	91 18%	-16 -6%	41 12%	140 36%	13 13% <b>s</b>	-29 -17%	10 6%	31 17%	49 32%	91 38%	35 33%	30 11%	47 16%	42 19%	46 19%	76 14%	88 19%	142 14%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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## Ipsos MORI Political Monitor - October 2016

Table 14

Q6. Are you satisfied or dissatisfied with the way Theresa May is doing her job as Prime Minister?

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	UKIP	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016
Satisfied	492	295	71	15	25	127	351	310	195	296	337	104	50	207	154	206	78	52	130	359	145	113	178	169	57	438	32	242	66	16	46	128	246	110	494
	48%	80%	27%	25%	46%	28%	62%	72%	43%	52%	89%	19%	46%	46%	49%	59%	38%	36%	37%	55%	43%	47%	56%	46%	43%	50%	35%	74%	29%	33%	55%	54%	52%	38%	49%
Dissatisfied	327	29	152	33	18	248	126	63	159	168	13	305	31	159	96	89	83	56	139	185	121	77	81	125	49	268	44	42	131	22	15	63	134	123	352
	32%	8%	58%	55%	33%	54%	22%	15%	35%	30%	4%	56%	28%	36%	31%	26%	40%	39%	40%	28%	36%	32%	26%	34%	37%	31%	48%	13%	56%	45%	18%	27%	28%	42%	35%
Don't know	197	45	39	12	12	85	91	57	95	102	29	131	28	82	62	53	45	35	80	115	67	53	58	72	26	167	15	42	35	11	23	44	95	57	170
	19%	12%	15%	20%	22%	18%	16%	13%	21%	18%	8%	24%	26%	18%	20%	15%	22%	25%	23%	17%	20%	22%	18%	20%	19%	16%	13%	15%	22%	27%	19%	20%	20%	17%	
Net satisfied	165	265	-82	-18	7	-122	225	247	36	128	324	-201	19	48	58	117	-5	-4	-9	175	24	36	97	44	8	170	-12	199	-64	-6	31	66	112	-13	142
	16%	72%	-31%	-30%	13%	-26%	40%	58%	8%	23%	85%	-37%	18%	11%	18%	34%	-2%	-3%	-3%	26%	7%	15%	31%	12%	6%	19%	-13%	61%	-28%	-12%	37%	28%	24%	-4%	14%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

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### Ipsos MORI Political Monitor - October 2016

Table 15

Base : All  
 (SEP15)Q5. Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour Party?

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Satisfied	311 31%	267 31%	229 34%	221 34%	271 33%	270 33%	258 34%	236 34%	20 26% <sup>s</sup>	162 32%	149 29%	124 45%	107 30%	80 20%	42 41% <sup>s</sup>	82 48%	56 33%	51 28%	30 20%	49 21%	24 23%	80 30%	85 30%	72 33%	74 30%	165 30%	146 31%	289 28%
Dissatisfied	554 55%	484 56%	372 55%	352 54%	454 55%	440 54%	416 54%	382 55%	41 52% <sup>s</sup>	277 55%	277 54%	101 37%	188 53%	264 68%	41 40% <sup>s</sup>	60 35%	75 45%	113 62%	106 70%	159 66%	62 58%	160 60%	154 55%	101 47%	139 55%	314 57%	239 51%	599 59%
Don't know	151 15%	111 13%	72 11%	74 11%	106 13%	101 12%	91 12%	81 12%	17 22% <sup>s</sup>	68 13%	83 16%	48 18%	56 16%	47 12%	19 18% <sup>s</sup>	29 17%	37 22%	19 10%	16 11%	31 13%	21 19%	28 10%	43 15%	44 20%	37 15%	70 13%	81 17%	128 13%
Net satisfied	-243 -24%	-216 -25%	-143 -21%	-130 -20%	-182 -22%	-171 -21%	-158 -21%	-146 -21%	-21 -27% <sup>s</sup>	-115 -23%	-128 -25%	23 8%	-81 -23%	-185 -47%	1 1% <sup>s</sup>	22 13%	-19 -11%	-62 -34%	-76 -50%	-109 -46%	-38 -36%	-80 -30%	-69 -24%	-29 -14%	-64 -26%	-149 -27%	-94 -20%	-310 -31%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 16

Base : All  
 (SEP15)Q5. Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour Party?

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016
Satisfied	311	75	140	5	16	192	127	80	148	163	119	181	29	158	89	85	89	44	133	174	116	85	100	95	38	264	32	74	100	11	20	53	156	99	289
	31%	20%	54%	9%	29%	42%	22%	19%	33%	29%	31%	34%	27%	35%	28%	24%	43%	31%	38%	26%	35%	35%	32%	26%	29%	30%	35%	23%	43%	21%	24%	22%	33%	34%	28%
Dissatisfied	554	259	85	45	31	202	377	304	234	320	216	279	57	229	194	224	70	64	134	417	177	131	168	209	63	478	46	230	107	31	48	144	237	160	599
	55%	70%	32%	75%	55%	44%	66%	71%	52%	56%	57%	52%	53%	51%	62%	64%	34%	45%	38%	63%	53%	54%	53%	57%	48%	55%	51%	71%	46%	62%	57%	61%	50%	55%	59%
Don't know	151	36	37	10	8	65	64	45	67	84	44	80	22	62	29	39	47	35	82	68	41	27	49	62	31	130	13	22	25	8	16	38	80	31	128
	15%	10%	14%	16%	15%	14%	11%	11%	15%	15%	12%	15%	21%	14%	9%	11%	23%	25%	24%	10%	12%	11%	15%	17%	24%	15%	15%	7%	11%	17%	19%	16%	17%	11%	13%
Net satisfied	-243	-184	55	-39	-15	-10	-250	-224	-86	-157	-97	-98	-28	-71	-105	-138	19	-20	-1	-243	-61	-46	-68	-114	-25	-215	-14	-156	-8	-20	-27	-92	-81	-62	-310
	-24%	-50%	21%	-66%	-26%	-2%	-44%	-52%	-19%	-28%	-26%	-18%	-26%	-16%	-34%	-40%	9%	-14%	*	-37%	-18%	-19%	-21%	-31%	-19%	-25%	-16%	-48%	-3%	-41%	-33%	-39%	-17%	-21%	-31%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



### Ipsos MORI Political Monitor - October 2016

Table 17  
**FARRON/(AUG15)Q6. Are you satisfied or dissatisfied with the way Tim Farron is doing his job as leader of the Liberal Democrats?**

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Satisfied	224 22%	189 22%	163 24%	159 25%	193 23%	188 23%	185 24%	168 24%	9 12% <b>s</b>	130 26%	94 18%	70 26%	68 19%	86 22%	26 26% <b>s</b>	44 26%	42 25%	25 14%	33 22%	54 22%	25 24%	68 25%	64 23%	53 24%	39 16%	132 24%	92 20%	265 26%
Dissatisfied	341 34%	304 35%	228 34%	215 33%	273 33%	266 33%	249 33%	231 33%	33 43% <b>s</b>	189 37%	152 30%	60 22%	136 39%	145 37%	26 26% <b>s</b>	33 19%	51 30%	86 47%	57 37%	88 37%	30 28%	90 34%	88 31%	76 35%	87 35%	178 32%	163 35%	336 33%
Don't know	451 44%	369 43%	282 42%	273 42%	365 44%	356 44%	331 43%	301 43%	36 46% <b>s</b>	188 37%	263 52%	143 52%	148 42%	159 41%	49 48% <b>s</b>	94 55%	76 45%	73 40%	62 41%	97 40%	52 49%	109 41%	130 46% <b>s</b>	87 40%	125 50%	239 43%	212 45%	415 41%
Net satisfied	-117 -12%	-115 -13%	-65 -10%	-56 -9%	-80 -10%	-78 -10%	-64 -8%	-63 -9%	-24 -31% <b>s</b>	-59 -12%	-58 -11%	10 4%	-68 -19%	-59 -15%	* * <b>s</b>	10 6%	-8 -5%	-60 -33%	-24 -16%	-35 -15%	-5 -4%	-22 -8%	-23 -8%	-23 -11%	-48 -19%	-46 -8%	-71 -15%	-71 -7%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 18  
**FARRON/(AUG15)Q6. Are you satisfied or dissatisfied with the way Tim Farron is doing his job as leader of the Liberal Democrats?**

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure						GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s		Degree +
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016
Satisfied	224	82	57	34	7	111	136	116	100	124	93	110	23	106	85	64	55	18	73	149	73	63	65	86	38	202	10	80	57	20	9	44	99	77	265
	22%	22%	22%	57% <sup>s</sup>	12% <sup>s</sup>	24%	24%	27%	22%	22%	24%	20%	21%	24%	27%	18%	27%	13%	21%	23%	22%	26%	21%	23%	29%	23%	11%	24%	25%	40% <sup>s</sup>	11% <sup>s</sup>	19%	21%	27%	26%
Dissatisfied	341	144	62	19	29	141	223	163	160	181	128	195	32	150	112	128	47	52	99	240	100	65	99	142	35	294	35	118	66	18	46	89	158	91	336
	34%	39%	24%	32% <sup>s</sup>	53% <sup>s</sup>	31%	39%	38%	36%	32%	34%	36%	30%	33%	36%	37%	23%	36%	28%	36%	30%	27%	31%	39%	27%	34%	39%	36%	29%	36% <sup>s</sup>	55% <sup>s</sup>	38%	33%	31%	33%
Don't know	451	144	143	7	19	208	209	150	190	261	158	235	54	193	114	156	104	72	177	270	160	114	152	138	59	376	46	129	109	12	29	103	217	122	415
	44%	39%	55%	11% <sup>s</sup>	35% <sup>s</sup>	45%	37%	35%	42%	46%	42%	43%	49%	43%	36%	45%	51%	51%	51%	41%	48%	47%	48%	38%	45%	43%	50%	39%	47%	24% <sup>s</sup>	35% <sup>s</sup>	44%	46%	42%	41%
Net satisfied	-117	-62	-5	15	-22	-30	-87	-46	-60	-57	-36	-84	-9	-44	-27	-64	8	-34	-26	-91	-27	-2	-34	-56	2	-92	-25	-38	-9	2	-37	-45	-59	-14	-71
	-12%	-17%	-2%	25% <sup>s</sup>	-41% <sup>s</sup>	-7%	-15%	-11%	-13%	-10%	-9%	-16%	-9%	-10%	-9%	-18%	4%	-24%	-7%	-14%	-8%	-1%	-11%	-15%	2%	-11%	-28%	-12%	-4%	5% <sup>s</sup>	-44% <sup>s</sup>	-19%	-12%	-5%	-7%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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## Ipsos MORI Political Monitor - October 2016

Table 19  
**Q.8 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 : All

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total	
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Improve	245 24%	209 24%	166 25%	161 25%	205 25%	200 25%	189 25%	172 25%	18 22% <sup>s</sup>	114 22%	132 26%	68 25%	66 19%	112 29%	22 22% <sup>s</sup>	46 27%	27 16%	39 21%	36 24%	75 31%	32 29%	50 19%	71 25%	58 27%	66 26%	121 22%	124 27%	212 21%
Stay the same	177 17%	147 17%	120 18%	113 18%	147 18%	142 17%	135 18%	122 17%	9 11% <sup>s</sup>	95 19%	82 16%	51 19%	62 17%	64 16%	33 32% <sup>s</sup>	18 11%	29 17%	33 18%	28 18%	36 15%	22 21%	57 21%	29 10%	42 20%	49 19%	86 16%	91 20%	171 17%
Get worse	543 53%	474 55%	369 55%	353 55%	447 54%	437 54%	411 54%	382 55%	45 57% <sup>s</sup>	278 55%	265 52%	141 52%	212 60%	190 49%	44 43% <sup>s</sup>	97 57%	104 62%	108 59%	87 57%	103 43%	40 37%	152 57%	171 61%	103 47%	117 47%	324 59%	220 47%	594 58%
Don't know	50 5%	33 4%	18 3%	19 3%	32 4%	32 4%	30 4%	23 3%	8 10% <sup>s</sup>	21 4%	30 6%	13 5%	12 4%	25 6%	3 3% <sup>s</sup>	10 6%	9 5%	3 2%	1 1%	24 10%	14 13%	8 3%	11 4%	13 6%	19 7%	19 3%	32 7%	39 4%
<b>Net improve</b>	<b>-298</b> <b>-29%</b>	<b>-265</b> <b>-31%</b>	<b>-203</b> <b>-30%</b>	<b>-192</b> <b>-30%</b>	<b>-242</b> <b>-29%</b>	<b>-236</b> <b>-29%</b>	<b>-223</b> <b>-29%</b>	<b>-210</b> <b>-30%</b>	<b>-27</b> <b>-34%<sup>s</sup></b>	<b>-164</b> <b>-32%</b>	<b>-134</b> <b>-26%</b>	<b>-73</b> <b>-27%</b>	<b>-147</b> <b>-42%</b>	<b>-78</b> <b>-20%</b>	<b>-22</b> <b>-22%<sup>s</sup></b>	<b>-51</b> <b>-30%</b>	<b>-77</b> <b>-46%</b>	<b>-69</b> <b>-38%</b>	<b>-50</b> <b>-33%</b>	<b>-28</b> <b>-12%</b>	<b>-8</b> <b>-7%</b>	<b>-102</b> <b>-38%</b>	<b>-100</b> <b>-36%</b>	<b>-44</b> <b>-20%</b>	<b>-52</b> <b>-21%</b>	<b>-202</b> <b>-37%</b>	<b>-96</b> <b>-21%</b>	<b>-382</b> <b>-38%</b>

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%

<sup>s</sup>=Where unweighted base sizes smaller than 100, please note results are indicative only

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## Ipsos MORI Political Monitor - October 2016

Table 20

Q.8 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 : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Improve	245	133	30	3	23	71	174	136	106	139	133	85	21	107	64	85	54	42	96	149	76	62	74	96	27	223	14	107	35	2	31	62	128	51	212	
	24%	36%	12%	5%	41%	15%	31%	32%	24%	25%	35%	16%	19%	24%	21%	24%	26%	29%	27%	23%	23%	26%	23%	26%	21%	26%	15%	33%	15%	3%	37%	26%	27%	18%	21%	
Stay the same	177	86	40	4	8	60	105	90	67	109	102	62	20	72	46	79	29	21	50	125	52	40	65	60	21	162	12	66	28	5	17	44	94	38	171	
	17%	23%	15%	7%	14%	13%	19%	21%	15%	19%	27%	12%	18%	16%	15%	23%	14%	15%	14%	19%	16%	16%	21%	16%	19%	14%	20%	12%	10%	20%	19%	20%	13%	17%		
Get worse	543	136	184	48	21	311	263	184	265	278	122	369	65	255	188	169	113	69	181	357	188	129	168	187	76	443	59	145	166	37	36	105	238	190	594	
	53%	37%	70%	79%	39%	68%	46%	43%	59%	49%	32%	68%	59%	57%	60%	49%	55%	48%	52%	54%	56%	53%	53%	51%	58%	51%	65%	45%	72%	76%	43%	45%	50%	66%	58%	
Don't know	50	15	7	5	3	18	26	20	11	39	22	24	4	15	13	15	11	11	22	28	18	12	9	23	7	44	6	8	3	6	1	24	14	10	39	
	5%	4%	3%	9%	5%	4%	4%	5%	2%	7%	6%	4%	3%	3%	4%	4%	5%	8%	6%	4%	5%	5%	3%	6%	6%	5%	6%	2%	1%	11%	1%	10%	3%	4%	4%	
Net improve	-298	-3	-154	-45	1	-240	-90	-48	-159	-139	11	-283	-44	-147	-124	-84	-59	-26	-85	-208	-112	-67	-94	-91	-49	-220	-45	-39	-132	-36	-5	-43	-110	-139	-382	
	-29%	-1%	-59%	-75%	2%	-52%	-16%	-11%	-35%	-25%	3%	-52%	-40%	-33%	-40%	-24%	-29%	-19%	-24%	-32%	-34%	-28%	-30%	-25%	-37%	-25%	-50%	-12%	-57%	-72%	-6%	-18%	-23%	-48%	-38%	

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

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## Ipsos MORI Political Monitor - October 2016

Table 21

**(OCT16)Q10(a). Which of these, if any, do you think apply to the Labour Party?****Q10(a). 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 the Labour Party?**

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age							Social Class						UnWgt Total				
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1		C2	DE	ABC1	C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Keeps its promises	229 23%	194 22%	158 24%	159 25%	195 23%	194 24%	184 24%	166 24%	10 13% <b>s</b>	114 22%	116 23%	78 29%	91 26%	61 16%	30 29% <b>s</b>	48 28%	53 31%	38 21%	19 13%	41 17%	19 18%	66 25%	62 22%	44 20%	57 23%	128 23%	101 22%	246 24%
Understands the problems facing Britain	413 41%	349 41%	277 41%	266 41%	344 41%	336 41%	321 42%	289 41%	21 27% <b>s</b>	190 37%	223 44%	137 50%	151 43%	125 32%	58 47% <b>s</b>	79 46%	87 52%	64 35%	40 26%	85 35%	40 37%	118 44%	106 38%	84 39%	105 42%	224 41%	189 41%	425 42%
Has a good team of leaders	209 21%	169 20%	126 19%	120 19%	159 19%	155 19%	148 19%	128 18%	20 25% <b>s</b>	100 20%	109 21%	93 34%	64 18%	53 14%	32 31% <b>s</b>	61 35%	40 24%	24 13%	17 11%	36 15%	22 20%	47 17%	51 18%	44 20%	68 27%	98 18%	111 24%	193 19%
Will promise anything to win votes	577 57%	490 57%	377 56%	355 55%	459 55%	447 55%	416 54%	386 55%	59 75% <b>s</b>	275 54%	302 59%	123 45%	196 56%	258 66%	43 42% <b>s</b>	80 47%	83 49%	113 61%	94 62%	164 69%	71 66%	133 50%	152 54%	135 62%	156 62%	286 52%	291 62%	542 53%
Divided	831 82%	743 86%	592 86%	561 87%	712 86%	694 86%	649 85%	606 87%	47 59% <b>s</b>	437 86%	394 77%	204 75%	290 82%	338 86%	78 76% <b>s</b>	126 74%	129 77%	161 88%	138 91%	200 84%	85 79%	240 90%	240 85%	164 76%	187 75%	480 87%	351 75%	859 85%
Extreme	383 38%	354 41%	278 41%	269 42%	334 40%	323 40%	310 41%	288 41%	20 25% <b>s</b>	195 38%	188 37%	55 20%	134 38%	194 50%	24 23% <b>s</b>	31 18%	47 28%	88 48%	76 50%	118 49%	50 47%	101 38%	115 41%	64 30%	103 41%	216 39%	167 36%	402 40%
Looks after the interests of people like me	335 33%	282 33%	220 32%	210 32%	273 33%	263 32%	254 33%	228 33%	19 24% <b>s</b>	159 31%	177 35%	118 43%	126 36%	91 23%	49 48% <b>s</b>	69 41%	68 40%	58 32%	33 21%	58 24%	35 33%	91 34%	93 33%	68 31%	83 33%	184 33%	151 32%	353 35%
Fit to govern	263 26%	220 26%	172 25%	167 26%	215 26%	209 26%	201 26%	174 25%	15 19% <b>s</b>	119 24%	144 28%	113 41%	86 24%	64 16%	31 31% <b>s</b>	81 48%	52 31%	34 18%	21 14%	43 18%	24 22%	68 25%	69 24%	60 28%	66 26%	137 25%	126 27%	253 25%
Concerned about people in real need in Britain	568 56%	494 57%	408 61%	389 60%	486 59%	476 59%	457 60%	422 60%	25 32% <b>s</b>	298 59%	270 53%	169 62%	212 60%	187 48%	59 58% <b>s</b>	110 65%	113 67%	99 54%	73 48%	114 48%	52 48%	172 65%	165 58%	111 51%	120 48%	337 61%	231 61%	612 60%
Out of date	621 61%	556 64%	451 67%	423 65%	518 62%	511 63%	487 64%	459 66%	49 62% <b>s</b>	325 64%	296 58%	115 42%	219 62%	288 74%	38 37% <b>s</b>	76 45%	87 52%	132 72%	116 76%	173 72%	71 66%	171 64%	172 61%	130 60%	150 60%	342 62%	279 60%	628 62%
Different to the other parties	595 59%	515 60%	418 62%	401 62%	500 60%	486 60%	461 60%	429 61%	30 38% <b>s</b>	337 66%	258 51%	157 57%	198 56%	240 61%	59 58% <b>s</b>	98 57%	86 51%	112 61%	94 62%	146 61%	71 66%	168 63%	188 67%	109 50%	130 52%	356 65%	239 51%	655 64%
None of these	14 1%	9 1%	6 1%	6 1%	10 1%	9 1%	9 1%	7 1%	1 2% <b>s</b>	5 1%	9 2%	- -	9 3%	5 1%	- - <b>s</b>	- -	3 2%	6 3%	- -	5 2%	2 2%	3 1%	3 1%	4 2%	4 2%	6 1%	8 2%	12 1%
Don't know	24 2%	15 2%	8 1%	11 2%	13 2%	13 2%	13 2%	11 2%	6 8% <b>s</b>	7 1%	16 3%	9 3%	7 2%	8 2%	4 4% <b>s</b>	5 3%	6 4%	1 *	4 2%	4 2%	3 3%	- -	4 1%	7 3%	13 5%	4 1%	20 4%	18 2%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

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## Ipsos MORI Political Monitor - October 2016

Table 22

(OCT16)Q10(a). Which of these, if any, do you think apply to the Labour Party?  
Q10(a). 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 the Labour Party?

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s		Degree +
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016
Keeps its promises	229	52	116	19	1	149	86	71	105	124	82	138	29	105	68	61	63	35	98	130	82	62	59	88	40	202	20	40	103	9	8	45	97	87	246
	23%	14%	44%	32% <sup>s</sup>	2% <sup>s</sup>	33%	15%	17%	23%	22%	22%	26%	27%	23%	22%	18%	30%	25%	28%	20%	25%	25%	19%	24%	30%	23%	22%	12%	45%	18% <sup>s</sup>	9% <sup>s</sup>	19%	21%	30%	24%
Understands the problems facing Britain	413	86	186	31	13	267	167	118	191	222	128	258	44	196	123	122	103	61	164	245	148	112	127	138	61	354	36	82	154	23	14	73	198	135	425
	41%	23%	71%	52% <sup>s</sup>	24% <sup>s</sup>	58%	29%	27%	42%	39%	34%	48%	40%	44%	39%	35%	50%	43%	47%	37%	44%	46%	40%	38%	46%	41%	39%	25%	66%	46% <sup>s</sup>	17% <sup>s</sup>	31%	42%	47%	42%
Has a good team of leaders	209	26	118	5	9	149	58	32	89	120	71	131	20	92	46	53	61	46	107	99	86	62	59	64	25	177	24	17	87	6	10	43	121	46	193
	21%	7%	45%	8% <sup>s</sup>	17% <sup>s</sup>	32%	10%	7%	20%	21%	19%	24%	18%	21%	15%	15%	29%	33%	31%	15%	26%	25%	19%	18%	19%	20%	27%	5%	38%	13% <sup>s</sup>	12% <sup>s</sup>	18%	25%	16%	19%
Will promise anything to win votes	577	248	99	31	40	207	356	278	243	334	242	273	53	254	157	225	95	95	190	383	175	123	200	201	62	485	53	208	81	32	69	152	306	115	542
	57%	67%	38%	51% <sup>s</sup>	72% <sup>s</sup>	45%	63%	65%	54%	59%	64%	50%	48%	57%	50%	65%	46%	67%	55%	57%	53%	51%	63%	55%	47%	56%	58%	64%	35%	64% <sup>s</sup>	82% <sup>s</sup>	65%	64%	40%	53%
Divided	831	335	201	58	50	377	510	392	377	454	314	436	81	386	267	303	162	93	255	570	265	190	262	305	110	710	75	300	178	45	75	186	388	242	859
	82%	91%	77%	96% <sup>s</sup>	90% <sup>s</sup>	82%	90%	91%	84%	80%	83%	81%	74%	86%	86%	87%	79%	65%	73%	86%	79%	78%	83%	83%	84%	81%	83%	92%	77%	91% <sup>s</sup>	89% <sup>s</sup>	79%	82%	84%	85%
Extreme	383	203	55	27	23	129	277	230	158	224	174	167	32	160	111	172	48	49	97	282	129	92	118	136	41	330	37	173	63	22	36	97	185	95	402
	38%	55%	21%	45% <sup>s</sup>	43% <sup>s</sup>	28%	49%	53%	35%	40%	46%	31%	30%	36%	36%	49%	23%	34%	28%	43%	39%	38%	37%	37%	31%	38%	41%	53%	27%	45% <sup>s</sup>	43% <sup>s</sup>	41%	39%	33%	40%
Looks after the interests of people like me	335	61	175	20	8	227	113	82	145	190	101	213	36	146	99	91	90	51	140	190	123	95	102	111	56	292	28	55	146	17	11	64	161	110	353
	33%	17%	67%	34% <sup>s</sup>	15% <sup>s</sup>	49%	20%	19%	32%	34%	27%	39%	33%	33%	32%	26%	44%	35%	40%	29%	37%	39%	32%	30%	42%	33%	30%	17%	63%	34% <sup>s</sup>	14% <sup>s</sup>	27%	34%	38%	35%
Fit to govern	263	29	150	14	14	203	83	43	114	149	67	187	30	125	56	73	88	43	131	129	90	63	83	90	41	220	26	20	109	9	13	44	130	86	253
	26%	8%	57%	23% <sup>s</sup>	25% <sup>s</sup>	44%	15%	10%	25%	26%	18%	35%	27%	28%	18%	21%	43%	30%	38%	20%	27%	26%	26%	25%	31%	25%	29%	6%	47%	19% <sup>s</sup>	16% <sup>s</sup>	19%	27%	30%	25%
Concerned about people in real need in Britain	568	164	206	55	21	331	289	220	275	294	204	322	61	274	191	176	132	64	196	367	201	149	183	184	87	486	52	146	184	40	29	102	259	199	612
	56%	44%	79%	92% <sup>s</sup>	39% <sup>s</sup>	72%	51%	51%	61%	52%	54%	60%	56%	61%	61%	51%	64%	45%	56%	56%	60%	61%	58%	50%	66%	56%	57%	45%	79%	81% <sup>s</sup>	35% <sup>s</sup>	43%	55%	69%	60%
Out of date	621	295	85	42	45	219	430	337	282	339	263	290	63	277	196	252	96	74	170	449	192	140	201	228	72	531	52	254	93	30	64	165	291	152	628
	61%	80%	32%	70% <sup>s</sup>	81% <sup>s</sup>	48%	76%	78%	63%	60%	69%	54%	58%	62%	63%	73%	46%	52%	49%	68%	57%	57%	64%	62%	54%	61%	57%	78%	40%	61% <sup>s</sup>	77% <sup>s</sup>	70%	61%	53%	62%
Different to the other parties	595	229	180	44	35	298	347	273	267	327	235	317	59	268	179	215	117	80	197	394	190	138	190	216	85	512	52	197	157	34	40	133	270	182	655
	59%	62%	69%	73% <sup>s</sup>	64% <sup>s</sup>	65%	61%	64%	59%	58%	62%	59%	55%	60%	57%	62%	57%	56%	57%	60%	57%	57%	60%	59%	65%	59%	57%	60%	68%	69% <sup>s</sup>	48% <sup>s</sup>	56%	57%	63%	64%
None of these	14	6	3	-	-	3	6	6	-	14	7	6	-	-	6	3	2	3	4	9	5	5	1	8	2	13	*	5	3	-	1	3	8	3	12
	1%	2%	1%	-s	-s	1%	1%	1%	-	2%	2%	1%	-	-	2%	1%	1%	2%	1%	1%	2%	2%	*	2%	2%	2%	*	2%	1%	-s	2% <sup>s</sup>	1%	2%	1%	1%
Don't know	24	4	1	*	-	6	10	5	5	19	5	13	8	1	4	9	9	19	5	8	8	8	7	1	23	1	4	-	-	-	2	10	6	6	18
	2%	1%	*	*s	-s	1%	2%	1%	1%	3%	1%	2%	7%	*	*	1%	4%	7%	5%	1%	3%	3%	2%	2%	1%	3%	1%	1%	-	-s	3% <sup>s</sup>	4%	1%	2%	2%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI

### Ipsos MORI Political Monitor - October 2016

Table 23  
**(OCT16)Q10(b). Which of these, if any, do you think apply to the Conservative Party?**  
**Q10(b). 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 the Conservative Party?**

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age							Social Class						UnWgt Total				
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1		C2	DE	ABC1	C2DE
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Keeps its promises	265 26%	231 27%	199 30%	194 30%	229 28%	228 28%	217 28%	205 29%	17 22% <b>s</b>	150 30%	115 23%	56 20%	84 24%	125 32%	22 21% <b>s</b>	34 20%	38 22%	46 25%	43 28%	82 35%	38 35%	73 27%	80 28%	63 29%	49 20%	153 28%	112 24%	280 28%
Understands the problems facing Britain	488 48%	430 50%	351 52%	337 52%	421 51%	411 51%	390 51%	362 52%	22 28% <b>s</b>	244 48%	245 48%	102 37%	166 47%	220 56%	44 43% <b>s</b>	58 34%	79 47%	87 47%	74 48%	146 61%	64 59%	138 52%	155 55%	97 45%	99 40%	293 53%	195 42%	494 49%
Has a good team of leaders	475 47%	423 49%	346 51%	328 51%	413 50%	404 50%	378 49%	351 50%	23 29% <b>s</b>	244 48%	231 45%	106 39%	163 46%	206 53%	47 46% <b>s</b>	58 34%	70 41%	93 51%	76 50%	130 54%	60 56%	137 51%	143 51%	96 44%	99 39%	280 51%	195 42%	477 47%
Will promise anything to win votes	662 65%	568 66%	454 68%	429 66%	539 65%	528 66%	506 67%	466 67%	53 67% <b>s</b>	336 66%	326 64%	160 59%	241 68%	261 67%	59 58% <b>s</b>	101 59%	115 68%	127 69%	112 74%	149 62%	65 60%	173 65%	186 66%	138 64%	165 66%	359 65%	303 65%	658 65%
Divided	524 52%	458 53%	347 52%	330 51%	427 51%	415 51%	393 51%	360 52%	40 51% <b>s</b>	269 53%	255 50%	119 44%	169 48%	235 60%	55 54% <b>s</b>	64 38%	76 45%	94 51%	97 64%	138 58%	62 58%	141 53%	144 51%	111 51%	128 51%	285 52%	239 51%	560 55%
Extreme	271 27%	220 26%	169 25%	165 26%	217 26%	215 27%	210 27%	180 26%	19 24% <b>s</b>	136 27%	135 26%	78 29%	86 24%	106 27%	31 30% <b>s</b>	48 28%	45 27%	41 22%	37 25%	69 29%	36 34%	67 25%	73 26%	50 23%	81 32%	139 25%	131 28%	292 29%
Looks after the interests of people like me	385 38%	334 39%	281 42%	267 41%	336 40%	329 41%	311 41%	286 41%	20 25% <b>s</b>	208 41%	176 35%	81 30%	131 37%	173 44%	34 33% <b>s</b>	48 28%	63 37%	68 37%	62 41%	111 46%	54 50%	114 43%	116 41%	73 34%	81 32%	230 42%	154 33%	382 38%
Fit to govern	535 53%	483 56%	395 59%	377 58%	470 57%	462 57%	435 57%	401 57%	20 25% <b>s</b>	292 58%	243 48%	129 47%	180 51%	226 58%	49 48% <b>s</b>	79 46%	78 46%	102 56%	86 56%	140 59%	60 56%	151 57%	173 61%	104 48%	107 43%	324 59%	211 45%	552 54%
Concerned about people in real need in Britain	373 37%	326 38%	262 39%	254 39%	322 39%	315 39%	298 39%	268 38%	21 27% <b>s</b>	187 37%	187 37%	79 29%	124 35%	170 43%	31 31% <b>s</b>	48 28%	56 33%	68 37%	53 35%	116 49%	60 56%	110 41%	105 37%	82 38%	77 31%	214 39%	159 34%	374 37%
Out of date	459 45%	387 45%	299 44%	288 43%	360 43%	350 44%	335 44%	318 45%	44 56% <b>s</b>	229 45%	229 45%	134 49%	164 47%	160 41%	44 43% <b>s</b>	90 53%	78 46%	86 47%	74 49%	86 36%	38 36%	120 45%	122 43%	96 44%	121 48%	241 44%	217 47%	459 45%
Different to the other parties	541 53%	469 54%	382 57%	363 56%	461 56%	451 56%	431 56%	394 56%	24 31% <b>s</b>	296 58%	245 48%	128 47%	163 46%	250 64%	55 53% <b>s</b>	73 43%	65 38%	99 54%	86 57%	164 69%	75 70%	133 50%	165 58%	104 48%	139 56%	298 54%	243 52%	587 58%
None of these	14 1%	8 1%	6 1%	3 *	10 1%	9 1%	7 1%	6 1%	1 2% <b>s</b>	3 1%	11 2%	5 2%	5 2%	3 1%	5 5% <b>s</b>	- -	4 2%	2 1%	* *	3 1%	1 1%	* *	1 1%	3 1%	9 4%	2 *	12 3%	10 1%
Don't know	27 3%	15 2%	6 1%	9 1%	14 2%	14 2%	12 2%	9 1%	9 11% <b>s</b>	12 2%	15 3%	14 5%	11 3%	2 *	5 5% <b>s</b>	9 5%	9 5%	2 1%	2 1%	1 1%	- -	4 2%	12 6%	10 4%	4 1%	22 1%	19 2%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 24  
**(OCT16)Q10(b). Which of these, if any, do you think apply to the Conservative Party?**  
**Q10(b). 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 the Conservative Party?**

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions					Past vote (2015 General Election)				Qualifications			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s		Other qualif-ication s	Degree +	
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Keeps its promises	265	183	28	13	11	61	215	196	118	147	186	57	33	114	79	103	51	31	82	182	78	60	95	92	39	233	18	141	32	7	17	70	113	74	280	
	26%	50%	11%	21% <b>s</b>	20% <b>s</b>	13%	38%	46%	26%	26%	49%	11%	31%	25%	25%	30%	25%	22%	24%	28%	23%	25%	30%	25%	29%	27%	20%	43%	14%	15% <b>s</b>	21% <b>s</b>	30%	24%	26%	28%	
Understands the problems facing Britain	488	282	73	23	27	148	357	304	211	277	295	146	50	219	147	197	90	52	141	343	154	118	161	173	63	429	35	235	75	18	40	120	232	126	494	
	48%	76%	28%	38% <b>s</b>	49% <b>s</b>	32%	63%	71%	47%	49%	78%	27%	46%	49%	47%	57%	44%	36%	41%	52%	46%	49%	51%	47%	48%	49%	39%	72%	32%	36% <b>s</b>	48% <b>s</b>	51%	49%	44%	49%	
Has a good team of leaders	475	277	67	25	24	134	344	303	207	268	300	125	42	218	158	192	71	48	120	350	140	106	173	163	51	420	33	228	72	22	42	113	233	122	477	
	47%	75%	25%	42% <b>s</b>	43% <b>s</b>	29%	61%	70%	46%	47%	79%	23%	39%	49%	51%	55%	35%	34%	34%	53%	42%	44%	55%	45%	38%	48%	37%	70%	31%	44% <b>s</b>	51% <b>s</b>	48%	49%	42%	47%	
Will promise anything to win votes	662	172	214	44	46	362	319	216	311	351	191	418	62	314	200	228	136	93	230	428	220	152	219	223	88	553	67	157	191	36	68	158	307	185	658	
	65%	47%	82%	73% <b>s</b>	83% <b>s</b>	79%	56%	50%	69%	62%	50%	77%	57%	70%	64%	66%	66%	65%	65%	66%	66%	66%	63%	69%	61%	67%	63%	74%	48%	82%	73% <b>s</b>	81% <b>s</b>	67%	65%	64%	65%
Divided	524	151	149	43	34	276	279	195	215	309	145	329	55	214	161	193	99	67	166	354	188	135	158	178	70	448	52	141	148	28	46	124	256	134	560	
	52%	41%	57%	72% <b>s</b>	62% <b>s</b>	60%	49%	45%	48%	55%	38%	61%	51%	48%	52%	55%	48%	47%	48%	54%	56%	56%	50%	49%	53%	51%	57%	43%	64%	57% <b>s</b>	55% <b>s</b>	53%	54%	46%	55%	
Extreme	271	27	121	29	16	199	105	55	106	165	38	211	23	105	59	84	67	58	125	143	97	62	85	89	34	216	35	27	97	17	19	76	109	80	292	
	27%	7%	46%	48% <b>s</b>	30% <b>s</b>	43%	18%	13%	24%	29%	10%	39%	21%	23%	19%	24%	33%	40%	36%	22%	29%	26%	27%	24%	26%	25%	38%	8%	42%	35% <b>s</b>	22% <b>s</b>	32%	23%	28%	29%	
Looks after the interests of people like me	385	270	45	14	11	77	302	285	167	218	274	74	28	184	121	158	67	37	103	279	113	91	133	139	50	348	21	225	44	15	19	93	171	114	382	
	38%	73%	17%	24% <b>s</b>	20% <b>s</b>	17%	53%	66%	37%	38%	72%	14%	25%	41%	39%	45%	32%	26%	30%	42%	34%	38%	42%	38%	38%	40%	24%	69%	19%	31% <b>s</b>	23% <b>s</b>	39%	36%	40%	38%	
Fit to govern	535	316	83	28	23	157	390	344	253	282	314	160	52	257	189	208	93	42	136	397	158	127	180	197	68	479	31	271	79	24	51	117	248	160	552	
	53%	86%	32%	47% <b>s</b>	42% <b>s</b>	34%	69%	80%	56%	50%	83%	30%	48%	57%	61%	60%	45%	30%	39%	60%	47%	52%	57%	54%	52%	55%	34%	83%	34%	48% <b>s</b>	61% <b>s</b>	50%	52%	55%	54%	
Concerned about people in real need in Britain	373	249	41	11	15	76	284	260	150	223	248	90	37	162	112	154	72	34	106	266	110	87	130	134	45	336	23	214	44	8	21	95	175	96	374	
	37%	67%	15%	18% <b>s</b>	28% <b>s</b>	16%	50%	61%	33%	39%	65%	17%	34%	36%	36%	44%	35%	24%	30%	40%	33%	36%	41%	37%	34%	38%	25%	66%	19%	16% <b>s</b>	25% <b>s</b>	40%	37%	33%	37%	
Out of date	459	84	163	38	34	281	203	123	211	247	78	342	51	201	116	144	110	85	194	260	151	109	144	163	65	384	43	73	140	29	40	101	225	124	459	
	45%	23%	62%	64% <b>s</b>	62% <b>s</b>	61%	36%	29%	47%	44%	21%	63%	47%	45%	37%	41%	53%	59%	56%	39%	45%	45%	46%	45%	50%	44%	47%	23%	61%	58% <b>s</b>	48% <b>s</b>	43%	47%	43%	45%	
Different to the other parties	541	233	133	36	32	239	339	270	217	324	232	263	51	216	147	215	100	75	175	362	189	135	166	186	77	464	55	199	121	28	43	141	235	151	587	
	53%	63%	51%	61% <b>s</b>	58% <b>s</b>	52%	60%	63%	48%	57%	61%	49%	47%	48%	47%	62%	49%	52%	50%	55%	57%	55%	52%	51%	58%	53%	60%	61%	52%	56% <b>s</b>	51% <b>s</b>	60%	49%	52%	58%	
None of these	14	2	4	-	-	8	6	2	7	7	3	10	2	3	5	3	2	4	6	7	4	4	1	8	2	14	-	2	3	-	-	3	5	5	10	
	1%	1%	2%	-s	-s	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	*	2%	1%	2%	-	1%	1%	-s	-s	1%	1%	2%	1%	
Don't know	27	2	4	*	-	10	8	2	12	15	2	18	8	7	4	2	13	8	21	6	8	8	6	13	2	26	1	2	-	1	2	6	14	7	19	
	3%	*	2%	*s	-s	2%	1%	*	3%	3%	1%	3%	8%	2%	1%	1%	6%	6%	6%	1%	2%	3%	2%	4%	2%	3%	1%	1%	-	3% <b>s</b>	3% <b>s</b>	3%	3%	2%	2%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only



### Ipsos MORI Political Monitor - October 2016

Table 25  
**(OCT16)Q10(c). Which of these, if any, do you think apply to the Liberal Democrat Party?**  
**Q10(c). 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 the Liberal Democrat Party?**

Base : Approximately half the sample

	Total (Weighted)	Likelihood to vote								Gender		Age								Social Class						UnWgt Total		
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	533	470	398	380	458	452	430	407	35	291	242	90	171	272	26	64	80	91	112	160	69	144	168	96	125	312	221	533
Weighted Total	522	443	351	338	432	427	395	363	36	253	269	121	174	227	30	90	77	97	90	137	62	117	146	118	141	263	259	533
Keeps its promises	93 18%	78 18%	64 18%	64 19%	77 18%	77 18%	75 19%	68 19%	4 11%	49 19%	44 16%	24 20%	33 19%	36 16%	5 16%	19 21%	17 21%	17 17%	14 16%	21 16%	15 25%	27 23%	18 12%	22 19%	27 19%	44 17%	49 19%	94 18%
Understands the problems facing Britain	176 34%	159 36%	132 38%	124 37%	151 35%	150 35%	141 36%	133 37%	5 15%	100 39%	76 28%	46 38%	62 36%	67 30%	14 47%	32 35%	38 50%	24 25%	27 30%	40 29%	19 31%	52 44%	50 34%	40 34%	34 24%	102 39%	74 29%	214 40%
Has a good team of leaders	79 15%	71 16%	64 18%	60 18%	73 17%	72 17%	67 18%	65 18%	2 6%	39 15%	40 15%	22 18%	30 17%	27 12%	4 14%	18 20%	16 21%	13 13%	6 7%	21 15%	13 21%	14 12%	22 15%	17 15%	25 17%	36 14%	42 16%	86 16%
Will promise anything to win votes	289 55%	254 57%	194 55%	179 53%	240 56%	240 56%	217 55%	197 54%	23 63%	140 55%	149 55%	53 44%	96 55%	140 62%	11 38%	41 46%	39 50%	57 59%	58 64%	82 60%	39 63%	61 52%	83 57%	61 51%	84 59%	144 55%	144 56%	271 51%
Divided	184 35%	162 36%	120 34%	107 32%	150 35%	150 35%	135 34%	124 34%	13 37%	73 29%	111 41%	33 28%	48 27%	103 45%	10 33%	23 26%	20 26%	27 28%	38 42%	65 47%	28 45%	35 30%	49 34%	40 34%	59 34%	84 42%	100 32%	171 32%
Extreme	49 9%	40 9%	30 8%	30 9%	38 9%	38 9%	33 8%	30 8%	2 7%	25 10%	25 9%	5 5%	14 8%	30 13%	2 5%	4 4%	3 4%	11 11%	19 12%	11 14%	11 17%	6 5%	14 9%	12 10%	18 13%	20 8%	30 11%	52 10%
Looks after the interests of people like me	153 29%	138 31%	118 34%	111 32%	136 32%	136 32%	129 33%	121 33%	2 5%	87 34%	66 24%	38 31%	61 35%	54 24%	7 22%	31 34%	38 49%	24 24%	20 22%	34 25%	16 26%	49 42%	40 27%	36 30%	28 20%	89 34%	64 25%	174 33%
Fit to govern	92 18%	74 17%	68 19%	66 20%	77 18%	77 18%	74 19%	70 19%	2 6%	48 19%	44 16%	33 28%	30 17%	29 13%	5 18%	28 31%	12 16%	18 18%	7 7%	22 16%	15 24%	22 19%	23 16%	21 18%	26 19%	45 17%	47 18%	94 18%
Concerned about people in real need in Britain	217 42%	198 45%	166 47%	156 46%	194 45%	194 45%	187 47%	169 47%	4 10%	120 48%	97 36%	50 42%	80 46%	87 38%	15 50%	35 39%	43 55%	37 38%	33 37%	54 39%	24 38%	67 57%	58 40%	45 38%	47 33%	125 48%	92 36%	255 48%
Out of date	239 46%	212 48%	161 46%	148 44%	199 46%	199 46%	186 47%	165 45%	17 46%	116 46%	123 46%	43 36%	79 46%	116 51%	17 55%	27 30%	29 38%	50 52%	46 51%	70 52%	26 42%	47 40%	66 45%	55 47%	71 50%	113 43%	126 49%	240 45%
Different to the other parties	235 45%	202 46%	177 50%	164 49%	199 46%	199 47%	193 49%	181 50%	10 27%	124 49%	110 41%	49 40%	79 45%	107 47%	19 63%	30 33%	37 47%	42 44%	41 46%	66 48%	32 52%	58 50%	59 40%	52 44%	66 47%	117 45%	117 45%	257 48%
None of these	22 4%	17 4%	12 3%	12 3%	16 4%	14 3%	14 4%	13 3%	1 4%	8 3%	14 5%	4 3%	8 5%	10 4%	* 1%	3 4%	4 5%	4 4%	2 2%	8 6%	5 9%	6 5%	3 2%	7 6%	5 3%	10 4%	12 5%	23 4%
Don't know	64 12%	44 10%	33 9%	34 10%	49 11%	47 11%	41 10%	35 10%	9 26%	28 11%	36 14%	19 16%	19 11%	26 11%	5 18%	14 15%	10 14%	9 9%	11 12%	15 11%	8 13%	11 9%	18 13%	19 16%	17 12%	29 11%	35 14%	61 11%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 26  
**(OCT16)Q10(c). Which of these, if any, do you think apply to the Liberal Democrat Party?**  
**Q10(c). 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 the Liberal Democrat Party?**

Base : Approximately half the sample

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s		Degree +
Unweighted Total	533	195	139	52	22	259	315	247	211	322	177	297	113	162	143	233	71	70	141	376	183	129	152	198	75	449	54	175	121	47	31	107	215	208	533
Weighted Total	522	199	123	34	27	224	300	232	221	301	188	268	50	222	141	206	91	77	169	347	181	131	150	191	71	442	50	171	100	29	43	140	245	132	533
Keeps its promises	93	26	15	17	3	45	55	43	38	55	40	46	7	47	28	34	21	9	30	63	18	10	25	50	17	79	8	28	7	11	4	22	44	28	94
	18%	13%	12%	50%	13%	20%	18%	18%	17%	18%	21%	17%	14%	21%	20%	17%	23%	12%	18%	18%	10%	8%	17%	26%	25%	18%	16%	16%	7%	37%	9%	16%	18%	21%	18%
Understands the problems facing Britain	176	60	41	26	9	87	106	86	84	92	61	94	17	88	59	58	28	29	57	117	51	40	52	73	25	159	11	54	34	18	15	38	78	58	214
	34%	30%	33%	78%	32%	39%	35%	37%	38%	31%	32%	35%	34%	40%	42%	28%	30%	37%	33%	34%	28%	30%	35%	38%	35%	36%	22%	32%	33%	63%	36%	27%	32%	44%	40%
Has a good team of leaders	79	22	26	9	7	48	45	31	37	42	28	44	6	40	28	27	11	13	24	54	28	24	21	29	13	69	4	17	17	6	9	21	35	22	86
	15%	11%	21%	25%	27%	22%	15%	13%	17%	14%	15%	16%	12%	18%	20%	13%	12%	16%	14%	16%	16%	19%	14%	15%	19%	16%	8%	10%	17%	20%	21%	15%	14%	17%	16%
Will promise anything to win votes	289	106	67	10	14	117	156	116	121	168	102	150	25	126	70	125	52	38	90	195	104	71	82	103	38	241	33	93	57	12	33	85	144	56	271
	55%	53%	55%	29%	53%	52%	52%	50%	55%	56%	54%	56%	50%	57%	50%	61%	57%	49%	53%	56%	58%	54%	55%	54%	54%	54%	67%	55%	56%	40%	78%	61%	59%	42%	51%
Divided	184	75	38	12	7	67	104	87	61	122	70	90	14	66	41	85	31	24	55	126	55	43	49	80	25	164	11	59	32	14	16	66	87	29	171
	35%	38%	31%	35%	25%	30%	35%	37%	28%	41%	37%	34%	29%	30%	29%	41%	34%	30%	33%	36%	30%	33%	33%	42%	36%	37%	22%	35%	32%	49%	37%	47%	36%	22%	32%
Extreme	49	20	15	-	3	21	26	20	16	34	16	27	9	13	4	22	13	10	23	26	18	10	13	18	9	41	8	16	10	-	6	29	16	5	52
	9%	10%	13%	-s	13%	9%	9%	9%	7%	11%	8%	10%	17%	6%	3%	11%	14%	13%	14%	8%	10%	8%	9%	10%	12%	9%	16%	9%	10%	-s	14%	21%	6%	4%	10%
Looks after the interests of people like me	153	50	37	29	13	88	101	79	77	76	57	82	12	81	55	53	21	23	43	108	41	37	45	67	32	140	4	39	28	19	17	30	70	52	174
	29%	25%	30%	86%	47%	39%	34%	34%	35%	25%	30%	30%	24%	37%	39%	26%	23%	29%	26%	31%	22%	28%	30%	35%	45%	32%	8%	23%	28%	64%	39%	21%	20%	40%	33%
Fit to govern	92	25	19	20	10	56	61	45	36	56	29	55	8	44	31	33	13	15	28	64	18	16	33	41	18	84	1	19	10	13	10	23	44	25	94
	18%	12%	16%	59%	36%	25%	20%	19%	16%	19%	15%	21%	16%	20%	22%	16%	14%	19%	16%	19%	10%	13%	22%	21%	26%	19%	3%	11%	10%	43%	23%	16%	18%	19%	18%
Concerned about people in real need in Britain	217	83	42	33	12	108	148	116	99	118	87	111	17	109	72	80	40	23	63	152	58	41	65	94	40	188	17	67	39	23	19	47	92	77	255
	42%	42%	34%	98%	45%	48%	49%	50%	45%	39%	46%	41%	34%	49%	51%	39%	43%	30%	37%	44%	32%	31%	44%	49%	56%	43%	34%	39%	38%	79%	46%	33%	37%	58%	48%
Out of date	239	98	42	6	17	88	145	104	90	149	88	122	25	91	57	103	40	37	76	160	81	58	69	89	32	202	24	88	39	9	31	72	118	49	240
	46%	49%	34%	18%	62%	39%	48%	45%	41%	50%	46%	45%	50%	41%	40%	50%	43%	47%	45%	46%	45%	44%	46%	47%	45%	46%	47%	52%	39%	32%	72%	52%	48%	37%	45%
Different to the other parties	235	86	49	28	12	112	149	114	100	134	93	115	24	98	62	88	40	42	82	150	78	57	71	86	40	201	21	75	41	18	20	63	104	65	257
	45%	43%	40%	83%	43%	50%	50%	49%	45%	45%	49%	43%	47%	44%	44%	43%	44%	54%	49%	43%	43%	43%	47%	45%	55%	46%	43%	44%	41%	61%	47%	45%	42%	49%	48%
None of these	22	11	2	-	-	2	12	11	6	16	11	5	1	5	3	10	3	4	7	13	7	6	2	12	3	20	1	9	2	*	-	6	12	3	23
	4%	6%	1%	-s	-s	1%	4%	5%	3%	5%	6%	2%	2%	2%	2%	5%	3%	5%	4%	4%	4%	4%	1%	6%	4%	5%	3%	5%	2%	1%	-s	5%	5%	2%	4%
Don't know	64	21	25	-	1	29	26	21	22	42	22	35	8	21	15	20	17	11	28	35	23	17	21	20	7	54	6	17	13	3	22	29	13	61	
	12%	11%	20%	-s	5%	13%	9%	9%	10%	14%	12%	13%	17%	10%	11%	10%	19%	15%	17%	10%	13%	13%	14%	11%	9%	12%	11%	10%	13%	5%	7%	16%	12%	10%	11%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 27  
**(OCT16)Q10(d). Which of these, if any, do you think apply to the UK Independence Party?**  
**Q10. 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 the UK Independence Party?**

Base : Approximately half the sample

	Total (Weighted)	Likelihood to vote							Gender		Age							Social Class						UnWgt Total				
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1		C2	DE	ABC1	C2DE
Unweighted Total	483	432	351	336	413	403	393	365	32	272	211	103	174	206	36	67	88	86	86	120	50	142	147	92	102	289	194	483
Weighted Total	494	419	322	309	399	384	370	336	42	254	240	152	178	163	72	80	91	87	62	102	45	150	137	98	109	287	207	483
Keeps its promises	122 25%	97 23%	76 24%	74 24%	100 25%	94 25%	93 25%	80 24%	7 17%	70 27%	53 22%	32 21%	42 24%	48 29%	19 27%	13 16%	23 25%	20 23%	18 29%	30 29%	8 18%	37 25%	29 21%	30 30%	26 24%	66 23%	56 27%	105 22%
Understands the problems facing Britain	147 30%	117 28%	89 28%	88 29%	114 29%	110 29%	110 30%	95 28%	10 24%	84 33%	63 26%	35 23%	47 26%	65 40%	20 28%	15 18%	21 23%	26 29%	24 39%	41 41%	15 34%	39 26%	43 31%	35 36%	30 27%	82 29%	65 31%	143 30%
Has a good team of leaders	52 11%	29 7%	20 6%	23 7%	34 9%	33 9%	33 9%	24 7%	7 16%	25 10%	27 11%	23 15%	9 5%	20 12%	16 22%	7 9%	6 7%	3 3%	8 12%	12 12%	* 1%	6 4%	18 13%	17 17%	11 10%	24 8%	28 14%	44 9%
Will promise anything to win votes	301 61%	265 63%	208 65%	199 65%	246 62%	236 61%	228 62%	214 64%	27 64%	160 63%	140 59%	101 67%	109 61%	91 55%	40 55%	62 77%	55 60%	54 62%	30 49%	61 60%	28 62%	103 69%	79 58%	60 61%	59 54%	182 64%	118 57%	320 66%
Divided	315 64%	277 66%	221 69%	212 69%	251 63%	242 63%	241 65%	227 67%	30 72%	182 71%	133 56%	94 62%	118 67%	102 62%	43 59%	52 64%	53 58%	66 76%	43 69%	59 58%	25 54%	115 76%	93 68%	42 43%	65 59%	208 72%	107 52%	339 70%
Extreme	282 57%	247 59%	195 60%	188 61%	231 58%	221 58%	212 57%	202 60%	24 56%	145 57%	137 57%	99 65%	109 61%	73 45%	43 59%	57 71%	51 56%	58 67%	32 51%	41 41%	20 44%	100 67%	87 63%	47 48%	48 44%	187 65%	95 46%	296 61%
Looks after the interests of people like me	91 18%	73 17%	59 18%	57 18%	74 18%	71 18%	70 19%	60 18%	9 21%	57 23%	34 14%	21 14%	26 15%	44 27%	12 17%	8 11%	6 6%	20 23%	16 25%	29 28%	11 23%	19 13%	22 16%	28 28%	22 20%	42 15%	49 24%	96 20%
Fit to govern	53 11%	36 9%	27 8%	26 8%	38 9%	36 9%	36 10%	28 8%	3 7%	31 12%	22 9%	19 12%	9 5%	25 15%	8 12%	11 13%	7 8%	2 3%	13 21%	12 11%	3 7%	12 8%	13 9%	17 17%	12 11%	25 9%	28 14%	43 9%
Concerned about people in real need in Britain	144 29%	119 28%	90 28%	91 29%	116 29%	110 29%	109 29%	95 28%	11 26%	79 31%	65 27%	35 23%	44 25%	65 40%	20 28%	15 18%	17 31%	27 45%	28 45%	37 37%	20 44%	43 29%	43 31%	32 33%	26 23%	86 30%	58 28%	151 31%
Out of date	270 55%	237 56%	188 58%	177 57%	220 55%	212 55%	206 56%	192 57%	29 69%	144 57%	126 53%	101 66%	105 59%	64 39%	49 69%	52 64%	61 51%	44 51%	25 41%	39 38%	18 40%	87 58%	79 58%	51 52%	53 48%	166 58%	104 50%	274 57%
Different to the other parties	342 69%	292 70%	230 72%	224 72%	278 70%	265 69%	257 70%	237 71%	31 73%	190 75%	152 63%	99 65%	127 71%	115 70%	48 67%	51 64%	62 68%	65 74%	43 69%	73 71%	31 69%	114 76%	96 71%	70 72%	62 57%	210 73%	132 64%	360 75%
None of these	18 4%	16 4%	14 4%	14 5%	16 4%	14 4%	14 4%	- 4%	- s	5 2%	13 5%	2 1%	6 4%	9 6%	- s	2 3%	2 5%	4 5%	3 5%	7 6%	7 s	2 1%	3 2%	6 6%	7 7%	5 2%	13 6%	11 2%
Don't know	26 5%	19 5%	11 3%	8 3%	20 5%	20 5%	17 5%	12 4%	2 6%	5 2%	21 9%	6 4%	8 5%	12 8%	3 4%	2 3%	7 8%	1 1%	4 7%	8 8%	8 18%	3 2%	8 6%	6 7%	9 8%	11 4%	15 7%	19 4%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 28  
**(OCT16)Q10(d). Which of these, if any, do you think apply to the UK Independence Party?**  
**Q10. 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 the UK Independence Party?**

Base : Approximately half the sample

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions					Past vote (2015 General Election)				Qualifications			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s		Other qualif-ication s	Degree +	
Unweighted Total	483	181	135	32	23	232	278	213	218	265	177	271	109	164	169	165	79	63	142	334	155	104	155	173	57	406	51	159	142	25	33	79	191	206	483	
Weighted Total	494	171	139	26	28	236	268	197	229	265	191	272	59	226	170	142	115	65	180	313	153	111	166	175	60	430	41	155	132	20	41	96	230	157	483	
Keeps its promises	122 25%	56 33%	18 13%	6 22%	20 74%	49 21%	87 32%	62 31%	54 24%	68 26%	68 35%	48 18%	9 15%	57 25%	37 22%	54 38%	19 16%	13 20%	32 18%	90 29%	32 21%	27 24%	49 29%	41 23%	14 24%	113 26%	5 13%	51 33%	12 9%	2 9%	25 9%	24 25%	63 27%	31 20%	105 22%	
Understands the problems facing Britain	147 30%	67 39%	24 17%	7 29%	25 92%	64 27%	107 40%	74 38%	69 30%	78 29%	76 40%	59 22%	13 23%	69 31%	41 24%	58 41%	28 25%	19 30%	47 26%	99 32%	38 25%	28 26%	62 37%	47 27%	11 18%	131 30%	9 22%	54 35%	24 18%	*	26 1%	32 64%	81 34%	32 35%	143 20%	30%
Has a good team of leaders	52 11%	9 5%	19 14%	2 10%	7 25%	34 15%	25 9%	12 6%	18 8%	34 13%	29 15%	19 7%	13 22%	12 5%	15 6%	13 10%	14 21%	27 15%	25 8%	25 8%	15 10%	10 9%	17 10%	20 12%	9 16%	47 11%	5 11%	12 7%	12 9%	*	7 2%	11 18%	28 12%	9 6%	44 9%	
Will promise anything to win votes	301 61%	110 64%	92 66%	20 78%	10 36%	155 66%	173 66%	130 66%	138 60%	162 61%	118 62%	168 62%	33 56%	138 61%	106 62%	80 56%	66 58%	47 72%	113 63%	186 59%	99 65%	71 64%	105 63%	97 55%	41 67%	261 61%	28 68%	94 61%	87 67%	15 76%	18 55%	53 58%	134 58%	108 69%	320 66%	
Divided	315 64%	130 76%	82 59%	18 69%	14 51%	134 57%	183 68%	149 75%	156 68%	159 60%	125 65%	168 62%	34 58%	144 64%	116 68%	95 66%	65 57%	38 59%	103 57%	210 67%	90 59%	74 66%	101 61%	123 71%	52 86%	288 67%	16 39%	112 72%	91 69%	15 75%	26 64%	47 50%	147 64%	110 70%	339 70%	
Extreme	282 57%	100 59%	95 69%	20 75%	4 14%	145 62%	150 56%	120 61%	130 57%	152 57%	105 55%	166 61%	32 54%	133 59%	106 62%	73 51%	65 56%	37 56%	101 56%	179 57%	97 63%	75 68%	89 54%	96 55%	34 56%	247 57%	22 52%	96 62%	89 68%	16 78%	11 27%	38 40%	132 57%	103 66%	296 61%	
Looks after the interests of people like me	91 18%	41 24%	8 6%	2 8%	24 88%	40 17%	73 27%	43 22%	38 16%	53 20%	46 24%	37 13%	7 13%	44 19%	16 10%	45 31%	14 12%	16 24%	29 16%	61 20%	20 13%	15 14%	40 24%	30 17%	5 8%	80 19%	5 12%	28 18%	11 9%	1 4%	25 61%	24 25%	52 53%	15 10%	96 20%	
Fit to govern	53 11%	9 5%	16 11%	2 9%	18 64%	40 17%	33 12%	11 6%	22 10%	31 12%	23 12%	26 10%	6 10%	25 11%	10 6%	19 14%	16 14%	8 12%	23 13%	30 9%	15 10%	11 10%	23 14%	15 8%	6 10%	45 10%	4 11%	8 5%	6 5%	*	15 35%	13 13%	26 11%	10 6%	43 9%	
Concerned about people in real need in Britain	144 29%	66 39%	23 17%	4 15%	28 100%	59 25%	103 38%	70 36%	66 29%	78 29%	70 37%	61 22%	15 25%	65 29%	33 19%	61 43%	28 24%	22 34%	50 28%	94 30%	38 25%	29 26%	56 33%	50 29%	14 24%	131 30%	8 20%	58 37%	23 17%	4 22%	24 58%	32 34%	76 33%	32 20%	151 31%	
Out of date	270 55%	86 55%	91 66%	16 62%	6 23%	138 59%	133 50%	103 52%	141 61%	129 49%	87 46%	169 62%	38 64%	125 55%	115 68%	58 41%	65 56%	31 48%	96 53%	173 55%	90 59%	68 61%	83 50%	97 55%	46 76%	235 55%	23 55%	83 53%	91 69%	16 79%	6 14%	41 43%	126 55%	99 63%	274 57%	
Different to the other parties	342 69%	130 76%	92 66%	24 91%	28 100%	167 71%	206 77%	154 78%	165 72%	176 67%	147 77%	179 66%	35 59%	167 74%	123 72%	101 71%	74 64%	44 67%	117 65%	223 71%	102 67%	76 68%	125 75%	114 65%	40 66%	301 70%	27 64%	116 75%	94 72%	17 85%	31 76%	65 68%	153 67%	115 73%	360 75%	
None of these	18 4%	5 3%	9 6%	- -s	- -s	9 4%	5 2%	5 3%	13 2%	13 5%	7 4%	11 4%	1 1%	8 4%	6 4%	7 5%	3 3%	1 2%	5 3%	13 4%	3 2%	3 3%	4 2%	11 6%	- -s	18 4%	1 1%	6 4%	7 5%	- -s	1 3%	9 10%	2 1%	7 4%	11 2%	19 4%
Don't know	26 5%	3 2%	5 4%	1 2%	- -s	8 3%	6 2%	4 2%	6 3%	20 8%	9 5%	14 5%	5 8%	8 4%	3 2%	10 7%	11 10%	2 4%	13 7%	13 4%	15 10%	8 8%	6 4%	5 3%	2 4%	18 4%	7 16%	3 2%	3 2%	3 3%	1 2%	7 8%	12 5%	5 3%	19 4%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01  
 \*Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 29  
**Q11. 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?**

Base : All

	Total (Weighted)	Likelihood to vote							Gender		Age										Social Class						UnWgt Total		
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	Total
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016	
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016	
A lot better	131 13%	116 13%	86 13%	83 13%	105 13%	103 13%	94 12%	88 13%	14 17% <sup>s</sup>	60 12%	71 14%	31 11%	34 10%	66 17%	7 6% <sup>s</sup>	25 14%	6 3%	28 15%	31 21%	35 15%	11 11%	29 11%	37 13%	30 14%	35 14%	66 12%	65 14%	107 11%	
A little better	111 11%	96 11%	75 11%	75 12%	89 11%	88 11%	82 11%	76 11%	3 4% <sup>s</sup>	59 12%	52 10%	20 7%	34 10%	57 14%	- - <sup>s</sup>	20 12%	10 6%	23 13%	23 15%	34 14%	17 16%	21 8%	31 11%	26 12%	32 13%	52 9%	59 13%	105 10%	
Make no difference	245 24%	210 24%	167 25%	158 24%	203 24%	197 24%	192 25%	173 25%	25 32% <sup>s</sup>	108 21%	137 27%	48 18%	85 24%	112 29%	27 27% <sup>s</sup>	21 12%	56 33%	29 16%	37 24%	75 31%	35 33%	63 24%	54 19%	56 26%	71 29%	118 21%	127 27%	250 25%	
A little worse	240 24%	202 23%	161 24%	157 24%	205 25%	199 25%	181 24%	171 24%	15 19% <sup>s</sup>	134 26%	105 21%	76 28%	89 25%	74 19%	30 30% <sup>s</sup>	46 27%	44 24%	27 18%	47 20%	19 18%	82 31%	68 24%	47 22%	43 17%	150 27%	90 27%	234 23%		
A lot worse	250 25%	210 24%	166 25%	155 24%	196 24%	194 24%	184 24%	168 24%	19 24% <sup>s</sup>	132 26%	118 23%	83 30%	102 29%	66 17%	27 27% <sup>s</sup>	55 33%	46 27%	56 31%	30 19%	36 15%	16 15%	67 25%	85 30%	46 21%	52 21%	152 28%	99 21%	287 28%	
Don't know	39 4%	28 3%	19 3%	18 3%	31 4%	31 4%	31 4%	23 3%	3 4% <sup>s</sup>	13 3%	26 5%	14 5%	9 2%	17 4%	11 11% <sup>s</sup>	3 2%	5 3%	3 2%	5 3%	12 5%	8 8%	5 2%	7 3%	11 5%	16 6%	12 2%	27 6%	33 3%	
<b>Combinations - Summary net</b>																													
<b>Better</b>	242 24%	213 25%	161 24%	158 24%	195 23%	190 23%	177 23%	164 23%	17 21% <sup>s</sup>	119 23%	123 24%	52 19%	67 19%	123 31%	7 6% <sup>s</sup>	45 26%	16 10%	51 28%	54 36%	68 29%	29 27%	50 19%	68 24%	57 26%	68 27%	118 21%	124 27%	212 21%	
<b>Worse</b>	490 48%	412 48%	327 49%	312 48%	402 48%	393 48%	365 48%	339 49%	34 43% <sup>s</sup>	267 53%	223 44%	159 58%	191 54%	140 36%	58 56% <sup>s</sup>	102 60%	91 54%	100 54%	56 37%	83 35%	35 32%	149 56%	153 54%	93 43%	96 38%	302 55%	188 40%	521 51%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
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\*=Less than 0.5%

<sup>s</sup>=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 30  
**Q11. 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?**

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
A lot better	131	68	14	2	16	40	95	70	63	68	67	51	14	58	34	50	31	16	46	84	40	35	45	46	9	124	5	55	18	1	21	40	65	25	107	
	13%	19%	5%	3%	29%	9%	17%	16%	14%	12%	18%	9%	13%	13%	11%	14%	15%	11%	13%	13%	12%	14%	14%	13%	7%	14%	6%	17%	8%	3%	25%	17%	14%	9%	11%	
A little better	111	56	16	*	11	31	72	57	38	73	53	40	10	40	34	53	9	14	23	86	33	28	45	33	11	99	5	48	17	1	23	32	59	18	105	
	11%	15%	6%	*s	19%	7%	13%	13%	8%	13%	14%	7%	9%	9%	11%	15%	4%	10%	7%	13%	10%	12%	14%	9%	9%	11%	5%	15%	7%	1%	27%	14%	12%	6%	10%	
Make no difference	245	108	63	12	16	98	143	119	86	159	125	89	25	90	76	95	29	43	72	171	68	47	83	94	34	214	21	91	49	14	17	77	116	51	250	
	24%	29%	24%	20%	28%	21%	25%	28%	19%	28%	33%	17%	23%	20%	24%	27%	14%	30%	21%	26%	20%	19%	26%	26%	26%	25%	23%	28%	21%	28%	20%	33%	25%	17%	25%	
A little worse	240	77	69	16	8	114	122	92	124	115	79	139	23	124	93	70	46	30	76	163	95	70	67	78	25	201	25	77	69	12	18	36	113	85	234	
	24%	21%	26%	26%	15%	25%	21%	21%	28%	20%	21%	28%	21%	28%	30%	20%	22%	21%	22%	25%	29%	29%	21%	21%	19%	23%	28%	24%	30%	24%	21%	15%	24%	30%	23%	
A lot worse	250	54	94	30	-	158	118	84	124	126	42	198	32	118	68	67	79	33	112	135	85	54	66	99	45	198	31	48	75	21	3	40	103	101	287	
	25%	14%	36%	51%	-s	34%	21%	20%	28%	22%	11%	37%	29%	26%	22%	19%	38%	23%	32%	20%	25%	22%	21%	27%	34%	23%	34%	15%	32%	42%	3%	17%	22%	35%	28%	
Don't know	39	7	6	*	4	18	19	7	15	24	14	23	6	18	7	12	7	20	20	12	9	11	16	7	36	4	7	5	1	3	10	18	9	33		
	4%	2%	2%	1%	8%	4%	3%	2%	3%	4%	4%	4%	5%	4%	2%	4%	6%	5%	6%	3%	4%	4%	3%	4%	6%	4%	2%	2%	2%	4%	4%	4%	3%	3%		
<b>Combinations - Summary net</b>																																				
<b>Better</b>	242	125	29	2	27	71	166	127	100	141	120	91	24	98	67	103	40	29	69	170	73	63	90	79	21	223	10	103	35	2	43	72	124	43	212	
	24%	34%	11%	3%	49%	15%	29%	29%	22%	25%	32%	17%	22%	22%	22%	30%	19%	21%	20%	26%	22%	26%	28%	22%	16%	26%	11%	32%	15%	4%	52%	30%	26%	15%	21%	
<b>Worse</b>	490	130	163	46	8	272	239	176	248	242	121	337	55	243	161	137	125	63	188	298	180	124	133	177	70	399	56	125	144	33	20	76	216	186	521	
	48%	35%	62%	77%	15%	59%	42%	41%	55%	43%	32%	62%	50%	54%	52%	40%	61%	44%	54%	45%	54%	51%	42%	48%	53%	46%	62%	38%	62%	67%	24%	32%	46%	64%	51%	

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

### Ipsos MORI Political Monitor - October 2016

Table 31  
**Q12. 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?**

Base : All

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Britain should prioritise having access to the European Single Market	454 45%	390 45%	328 49%	314 49%	393 47%	386 48%	368 48%	340 49%	20 25%	253 50%	200 39%	156 57%	174 50%	123 32%	62 61%	94 55%	89 53%	86 47%	54 36%	69 29%	28 26%	146 55%	151 53%	79 36%	79 31%	296 54%	157 34%	536 53%
Britain should prioritise having control over immigration	397 39%	340 39%	245 36%	232 36%	309 37%	300 37%	276 36%	255 36%	42 53%	177 35%	219 43%	67 24%	133 38%	197 50%	19 19%	48 28%	63 38%	70 38%	79 52%	118 49%	49 46%	82 31%	75 26%	106 49%	134 54%	157 29%	240 51%	337 33%
Neither	41 4%	35 4%	31 5%	32 5%	35 4%	35 4%	35 5%	34 5%	3 3%	23 5%	18 3%	16 6%	15 4%	10 2%	1 1%	15 9%	6 4%	9 5%	1 1%	9 4%	6 5%	16 6%	9 3%	5 2%	11 5%	24 4%	16 3%	34 3%
Prioritise having both	75 7%	66 8%	45 7%	44 7%	60 7%	58 7%	53 7%	47 7%	8 10%	41 8%	34 7%	18 7%	20 6%	36 9%	8 8%	11 6%	5 3%	15 8%	14 9%	22 9%	10 10%	17 6%	24 9%	16 8%	17 7%	42 8%	33 7%	67 7%
Don't know	50 5%	32 4%	24 3%	24 4%	35 4%	33 4%	33 4%	24 3%	7 8%	12 2%	38 7%	16 6%	10 3%	25 6%	12 12%	4 2%	5 3%	4 2%	4 3%	21 9%	14 13%	7 2%	24 8%	11 5%	9 4%	31 6%	20 4%	42 4%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%  
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 32

**Q12. 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?**

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions							Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ications	Other qualif-ications	Degree +		
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016	
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016	
Britain should prioritise having access to the European Single Market	454	142	151	46	3	254	245	188	244	210	133	289	57	229	177	129	107	36	142	305	158	103	131	164	73	366	55	133	142	38	6	62	189	194	536	
	45%	38%	58%	76% <b>s</b>	6% <b>s</b>	55%	43%	44%	54%	37%	35%	54%	52%	51%	57%	37%	52%	41%	46%	47%	42%	42%	45%	55%	42%	61%	41%	61%	77% <b>s</b>	7% <b>s</b>	26%	40%	67%	53%		
Britain should prioritise having control over immigration	397	165	73	13	49	148	241	178	143	254	182	170	38	150	104	163	54	75	129	267	113	93	146	137	40	361	20	135	66	10	68	124	213	53	337	
	39%	45%	28%	21% <b>s</b>	89% <b>s</b>	32%	42%	42%	32%	45%	48%	31%	35%	34%	33%	47%	26%	53%	37%	40%	34%	38%	46%	38%	31%	41%	22%	41%	28%	20% <b>s</b>	81% <b>s</b>	53%	45%	18%	33%	
Neither	41	14	16	-	*	24	21	14	15	26	13	25	3	18	4	15	11	9	20	20	8	7	17	16	3	37	1	11	5	1	-	10	16	14	34	
	4%	4%	6%	-s	1% <b>s</b>	5%	4%	3%	3%	5%	3%	5%	3%	4%	1%	4%	5%	7%	6%	3%	2%	3%	5%	4%	2%	4%	2%	3%	2%	3% <b>s</b>	-s	4%	3%	5%	3%	
Prioritise having both	75	37	10	1	*	19	46	39	33	41	35	29	7	32	22	25	17	11	28	47	36	25	11	28	3	64	10	34	14	*	7	22	29	22	67	
	7%	10%	4%	2% <b>s</b>	*s	4%	8%	9%	7%	7%	9%	5%	6%	7%	7%	7%	8%	8%	8%	7%	11%	10%	3%	8%	2%	7%	11%	11%	6%	1% <b>s</b>	8% <b>s</b>	9%	6%	8%	7%	
Don't know	50	11	11	-	2	15	15	11	16	35	16	27	4	19	5	16	17	12	29	21	18	15	11	21	12	45	4	12	6	-	3	18	27	6	42	
	5%	3%	4%	-s	4% <b>s</b>	3%	3%	3%	3%	6%	4%	5%	4%	4%	1%	5%	8%	8%	8%	3%	5%	6%	4%	6%	9%	5%	4%	4%	2%	-s	4% <b>s</b>	7%	6%	2%	4%	

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI



## Ipsos MORI Political Monitor - October 2016

Table 33

**Q13(Total). Recently the value of the British Pound has decreased compared with other currencies.  
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?**

Base : All

	Total (Weighted )	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1016	902	749	716	871	855	823	772	67	563	453	193	345	478	62	131	168	177	198	280	119	286	315	188	227	601	415	1016
Weighted Total	1016	862	673	646	831	811	765	699	78	507	509	273	352	391	102	171	169	184	152	239	107	267	282	216	250	549	467	1016
Good thing	164 16%	144 17%	118 17%	119 18%	135 16%	131 16%	128 17%	120 17%	15 19% <b>s</b>	93 18%	70 14%	35 13%	52 15%	76 20%	14 14% <b>s</b>	21 12%	17 10%	35 19%	29 19%	47 20%	16 15%	45 17%	50 18%	39 18%	30 12%	95 17%	69 15%	171 17%
Bad thing	517 51%	425 49%	337 50%	327 51%	423 51%	415 51%	383 50%	354 51%	37 48% <b>s</b>	277 55%	239 47%	165 61%	196 56%	155 40%	60 58% <b>s</b>	106 62%	107 63%	90 49%	63 42%	92 38%	44 41%	159 60%	152 54%	107 50%	98 39%	311 57%	205 44%	543 53%
Makes no difference	285 28%	257 30%	191 28%	172 27%	230 28%	224 28%	212 28%	193 28%	20 26% <b>s</b>	116 23%	169 33%	60 22%	86 25%	139 35%	24 24% <b>s</b>	36 21%	36 21%	50 27%	57 37%	82 34%	40 37%	56 21%	72 25%	53 24%	106 42%	127 23%	158 34%	261 26%
Don't know	50 5%	36 4%	28 4%	28 4%	42 5%	41 5%	41 5%	32 5%	6 8% <b>s</b>	21 4%	30 6%	12 4%	17 5%	21 5%	4 4% <b>s</b>	8 4%	9 5%	9 5%	3 2%	18 8%	8 8%	7 3%	9 3%	17 8%	17 7%	16 3%	34 7%	41 4%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

\*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 34

**Q13(Total). Recently the value of the British Pound has decreased compared with other currencies.  
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?**

Base : All

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure						GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner-occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s		Degree +
Unweighted Total	1016	376	274	84	45	491	593	460	429	587	354	568	222	326	312	398	150	133	283	710	338	233	307	371	132	855	105	334	263	72	64	186	406	414	1016
Weighted Total	1016	370	262	60	55	460	568	430	450	566	379	540	109	449	311	348	206	143	349	659	334	243	316	366	132	872	91	326	232	49	84	236	474	289	1016
Good thing	164	87	25	5	11	47	109	92	72	92	90	56	13	77	50	69	21	23	44	119	36	24	67	61	16	143	12	80	27	7	18	36	87	35	171
	16%	24%	9%	8% <b>s</b>	20% <b>s</b>	10%	19%	21%	16%	16%	24%	10%	11%	17%	16%	20%	10%	16%	13%	18%	11%	10%	21%	17%	12%	16%	13%	24%	12%	14% <b>s</b>	22% <b>s</b>	15%	18%	12%	17%
Bad thing	517	129	180	47	23	302	251	175	267	250	135	342	65	259	174	142	122	74	195	316	190	131	144	183	76	424	59	117	161	37	29	94	224	191	543
	51%	35%	69%	78% <b>s</b>	42% <b>s</b>	66%	44%	41%	59%	44%	35%	63%	60%	58%	56%	41%	59%	52%	56%	48%	57%	54%	45%	50%	58%	49%	65%	36%	69%	75% <b>s</b>	35% <b>s</b>	40%	47%	66%	53%
Makes no difference	285	146	50	7	16	93	189	153	98	188	138	117	27	97	80	113	50	41	90	193	90	73	89	107	36	262	17	124	38	4	36	89	139	55	261
	28%	40%	19%	12% <b>s</b>	30% <b>s</b>	20%	33%	36%	22%	33%	36%	22%	25%	22%	26%	33%	24%	28%	26%	29%	27%	30%	28%	29%	27%	30%	18%	38%	17%	8% <b>s</b>	44% <b>s</b>	38%	29%	19%	26%
Don't know	50	8	8	1	5	19	19	9	13	38	18	26	4	16	7	24	14	5	19	31	18	14	17	15	4	43	4	4	6	2	-	17	24	8	41
	5%	2%	3%	2% <b>s</b>	9% <b>s</b>	4%	3%	2%	3%	7%	5%	5%	4%	4%	2%	7%	7%	4%	5%	5%	5%	6%	5%	4%	3%	5%	4%	1%	2%	4% <b>s</b>	- <b>s</b>	7%	5%	3%	4%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

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<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI

## Ipsos MORI Political Monitor - October 2016

Table 35

**Q13. Recently the value of the British Pound has decreased compared with other currencies.**

**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?**

Base : Approximately half the sample

	Total (Weighted)	Likelihood to vote							Gender		Age									Social Class						UnWgt Total		
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	533	470	398	380	458	452	430	407	35	291	242	90	171	272	26	64	80	91	112	160	69	144	168	96	125	312	221	533
Weighted Total	522	443	351	338	432	427	395	363	36	253	269	121	174	227	30	90	77	97	90	137	62	117	146	118	141	263	259	533
Good thing	96	85	71	71	79	78	76	72	9	52	44	19	30	47	1	18	7	23	16	31	13	21	26	29	20	46	49	95
	18%	19%	20%	21%	18%	18%	19%	20%	25% <b>s</b>	21%	16%	16% <b>s</b>	17%	20%	3% <b>s</b>	20% <b>s</b>	9% <b>s</b>	24% <b>s</b>	18%	22%	21% <b>s</b>	18%	17%	25% <b>s</b>	14%	18%	19%	18%
Bad thing	245	203	160	149	204	202	181	166	17	136	110	66	103	76	23	43	58	45	36	40	17	72	77	51	46	149	96	267
	47%	46%	45%	44%	47%	47%	46%	46%	47% <b>s</b>	54%	41%	54% <b>s</b>	59%	34%	74% <b>s</b>	48% <b>s</b>	75% <b>s</b>	47% <b>s</b>	40%	29%	28% <b>s</b>	61%	53%	43% <b>s</b>	32%	57%	37%	50%
Makes no difference	156	138	106	99	126	125	116	106	10	56	101	28	32	96	6	23	11	21	36	60	29	20	41	30	66	60	96	151
	30%	31%	30%	29%	29%	29%	29%	29%	28% <b>s</b>	22%	37%	23% <b>s</b>	18%	42%	19% <b>s</b>	25% <b>s</b>	14% <b>s</b>	22% <b>s</b>	40%	44%	47% <b>s</b>	17%	28%	26% <b>s</b>	47%	23%	37%	28%
Don't know	25	18	14	18	23	22	22	18	-	9	15	8	9	8	1	7	1	7	2	6	3	4	3	8	9	7	18	20
	5%	4%	4%	5%	5%	5%	6%	5%	-s	4%	6%	6% <b>s</b>	5%	4%	4% <b>s</b>	7% <b>s</b>	2% <b>s</b>	8% <b>s</b>	2%	4%	4% <b>s</b>	4%	2%	7% <b>s</b>	7%	3%	7%	4%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

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## Ipsos MORI Political Monitor - October 2016

Table 36

**Q13. Recently the value of the British Pound has decreased compared with other currencies. 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?**

Base : Approximately half the sample

	Total (Weighted)	Voting						Working status		Government		Work sector		Tenure					GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.			
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Total renter	Total owner-occupier	North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	Scot	Con	Lab	LD	UKIP		No qualif-ication s	Other qualif-ication s	Degree +
Unweighted Total	533	195	139	52	22	259	315	247	211	322	177	297	113	162	143	233	71	70	141	376	183	129	152	198	75	449	54	175	121	47	31	107	215	208	533
Weighted Total	522	199	123	34	27	224	300	232	221	301	188	268	50	222	141	206	91	77	169	347	181	131	150	191	71	442	50	171	100	29	43	140	245	132	533
Good thing	96 18%	45 23%	14 11%	5 15% <b>s</b>	3 11% <b>s</b>	24 11%	56 19%	50 22%	37 17%	58 19%	47 25%	37 14%	6 12%	43 19%	21 15%	45 22%	11 12% <b>s</b>	17 23% <b>s</b>	28 17%	67 19%	22 12%	16 12%	42 28%	31 16%	8 11% <b>s</b>	83 19%	6 12% <b>s</b>	43 25%	14 14%	6 20% <b>s</b>	10 23% <b>s</b>	29 20%	49 20%	18 14%	95 18%
Bad thing	245 47%	67 34%	76 62%	23 67% <b>s</b>	11 39% <b>s</b>	135 60%	126 42%	90 39%	138 62%	107 36%	65 35%	152 57%	28 56%	136 61%	87 62%	75 36%	45 50% <b>s</b>	34 43% <b>s</b>	79 47%	162 47%	94 52%	64 49%	62 41%	89 47%	39 55% <b>s</b>	195 44%	31 61% <b>s</b>	56 33%	66 66%	19 65% <b>s</b>	13 31% <b>s</b>	41 29%	118 48%	83 62%	267 50%
Makes no difference	156 30%	80 40%	29 23%	6 17% <b>s</b>	11 40% <b>s</b>	53 24%	105 35%	86 37%	37 17%	119 40%	69 37%	65 24%	13 27%	39 17%	29 21%	74 36%	29 32% <b>s</b>	23 29% <b>s</b>	52 31%	103 30%	54 30%	44 33%	41 27%	61 32%	23 33% <b>s</b>	143 32%	10 20% <b>s</b>	70 41%	19 19%	3 10% <b>s</b>	20 46% <b>s</b>	62 44%	67 27%	26 20%	151 28%
Don't know	25 5%	6 3%	4 3%	* 1% <b>s</b>	3 9% <b>s</b>	11 5%	13 4%	6 3%	8 4%	16 5%	7 4%	14 5%	3 5%	6 3%	4 3%	12 6%	6 6% <b>s</b>	4 5% <b>s</b>	10 6%	15 4%	11 6%	8 6%	5 3%	9 5%	1 2% <b>s</b>	21 5%	3 6% <b>s</b>	2 1%	2 2%	2 6% <b>s</b>	- - <b>s</b>	9 6%	11 5%	5 4%	20 4%

Fieldwork dates : 14th to 17th October 2016

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Source : Ipsos MORI J16-001363-01

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### Ipsos MORI Political Monitor - October 2016

Table 37  
**Q13. Recently the value of the British Pound has decreased compared with other currencies. 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?**

Base : Approximately half the sample (without the question text about imports and exports)

	Total (Weighted)	Likelihood to vote								Gender		Age										Social Class						UnWgt Total
		Always usually depends (Q20)	Always usually depends (Q20) AND 9/10 like-likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	483	432	351	336	413	403	393	365	32	272	211	103	174	206	36	67	88	86	86	120	50	142	147	92	102	289	194	483
Weighted Total	494	419	322	309	399	384	370	336	42	254	240	152	178	163	72	80	91	87	62	102	45	150	137	98	109	287	207	483
Good thing	68	59	47	48	56	53	53	48	6	41	27	16	22	30	13	3	10	11	14	16	3	24	24	10	9	48	19	76
	14%	14%	14%	15%	14%	14%	14%	14%	14%	16%	11%	11%	12%	18%	19%	4%	11%	13%	22%	16%	6%	16%	18%	10%	9%	17%	9%	16%
Bad thing	271	222	178	178	219	213	202	188	20	142	130	100	93	79	37	63	49	45	27	52	26	87	75	57	52	163	109	276
	55%	53%	55%	58%	55%	56%	54%	56%	48%	56%	54%	65%	52%	48%	51%	78%	53%	51%	44%	51%	58%	58%	55%	58%	48%	57%	53%	57%
Makes no difference	129	120	84	73	104	99	97	87	10	60	69	32	55	42	18	14	25	29	21	22	11	36	31	22	40	67	62	110
	26%	29%	26%	24%	26%	26%	26%	26%	24%	24%	29%	21%	31%	26%	25%	17%	28%	34%	34%	21%	24%	24%	23%	23%	37%	23%	30%	23%
Don't know	26	18	13	10	19	19	19	13	6	11	14	4	9	13	3	1	7	2	*	12	5	3	6	9	8	9	17	21
	5%	4%	4%	3%	5%	5%	5%	4%	14%	4%	6%	3%	5%	8%	4%	1%	8%	2%	1%	12%	12%	2%	5%	9%	7%	3%	8%	4%

Fieldwork dates : 14th to 17th October 2016  
 Respondent Type : GB Adults, General Public 18+ - Telephone  
 Source : Ipsos MORI J16-001363-01

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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

## Ipsos MORI Political Monitor - October 2016

Table 38

**Q13. Recently the value of the British Pound has decreased compared with other currencies. 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?**

Base : Approximately half the sample (without the question text about imports and exports)

	Total (Weighted)	Voting							Working status		Government		Work sector		Tenure							GOR Regions						Past vote (2015 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	UKIP	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satis-fied	Dis-satis-fied	Public	Private	Mort-gage	Owned out-right	Private renter	Social renter	Total renter	Total owner occup-ier	North	North excl. Scot.	Mid-lands	South	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	UKIP	No qualif-ication s	Other qualif-ication s	Degree +	
Unweighted Total	483	181	135	32	23	232	278	213	218	265	177	271	109	164	169	165	79	63	142	334	155	104	155	173	57	406	51	159	142	25	33	79	191	206	483
Weighted Total	494	171	139	26	28	236	268	197	229	265	191	272	59	226	170	142	115	65	180	313	153	111	166	175	60	430	41	155	132	20	41	96	230	157	483
Good thing	68 14%	42 24%	11 8%	- s	8 29% <b>s</b>	22 10%	53 20%	42 21%	35 15%	33 12%	43 22%	19 7%	6 11%	34 15%	29 17%	23 16%	10 9% <b>s</b>	5 8% <b>s</b>	15 9%	52 17%	13 9%	8 7%	24 15%	30 17%	8 14% <b>s</b>	60 14%	6 14% <b>s</b>	37 24%	14 10%	1 6% <b>s</b>	8 20% <b>s</b>	7 8% <b>s</b>	39 17%	17 11%	76 16%
Bad thing	271 55%	61 36%	103 74%	24 91% <b>s</b>	12 44% <b>s</b>	167 71%	125 47%	85 43%	129 56%	142 54%	70 36%	190 70%	37 63%	124 55%	87 51%	67 47%	76 66% <b>s</b>	40 62% <b>s</b>	116 65%	154 49%	96 63%	67 60%	82 49%	93 53%	37 62% <b>s</b>	229 53%	29 69% <b>s</b>	62 40%	95 72%	18 89% <b>s</b>	16 39% <b>s</b>	53 55% <b>s</b>	106 46%	108 69%	276 57%
Makes no difference	129 26%	66 39%	21 15%	2 6% <b>s</b>	5 19% <b>s</b>	39 17%	84 32%	67 34%	61 27%	68 26%	68 36%	52 19%	14 23%	58 26%	51 30%	39 28%	20 18% <b>s</b>	18 28% <b>s</b>	38 21%	90 29%	36 24%	30 27%	48 29%	45 26%	12 20% <b>s</b>	119 28%	6 16% <b>s</b>	55 35%	19 15%	1 4% <b>s</b>	17 41% <b>s</b>	28 29% <b>s</b>	72 31%	29 18%	110 23%
Don't know	26 5%	2 1%	4 3%	1 3% <b>s</b>	2 9% <b>s</b>	7 3%	6 2%	3 2%	4 2%	21 8%	11 6%	12 4%	2 3%	10 5%	4 2%	13 9%	8 7% <b>s</b>	2 2% <b>s</b>	10 5%	16 5%	7 5%	7 6%	12 7%	6 4%	3 4% <b>s</b>	22 5%	1 1% <b>s</b>	2 1%	4 3%	- s	- s	8 8% <b>s</b>	13 6%	3 2%	21 4%

Fieldwork dates : 14th to 17th October 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J16-001363-01

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