

## Ipsos MORI September 2017 Political Monitor

### Topline Results

21<sup>st</sup> September 2017

Fieldwork: 15<sup>th</sup>- 18<sup>th</sup> September 2017

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,023 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 15<sup>th</sup> – 18<sup>th</sup> September 2017. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, are filtered as discussed below. Data are based on all adults unless otherwise stated.

### Voting intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

#### **Voting intentions: headline indicator**

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

Please also note that the ‘margin of error’ on these figures is c.±3-5% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is more likely to fall at 30% than at the extreme ends of this range. This is especially important to keep in mind when calculating party lead figures.

Q1a **How would you vote if there were a General Election tomorrow?**  
IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

*Base: All 9-10 certain to vote and always/usually/depends vote in General Elections (810)*

	Q1a/b %
Conservative	40
Labour	44
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	4
Green Party	1
UK Independence Party	2
Other	*
<b>Conservative lead (<math>\pm</math>%)</b>	<b>-4</b>
<i>Would not vote</i>	*
<i>Undecided</i>	6
<i>Refused</i>	1

### Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a **How do you intend to vote in the General Election? Will you vote...?**  
IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

	%
Conservative	39
Labour	44
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	2
Other	*
<b>Conservative lead (<math>\pm</math>%)</b>	<b>-5</b>
<i>Would not vote</i>	7
<i>Undecided</i>	6
<i>Refused</i>	1

## Certainty of voting

- Q2 **And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?**

	%
10 – absolutely certain to vote	68
9	5
8	5
7	5
6	1
5	5
4	1
3	1
2	1
1 – absolutely certain not to vote	7
Don't know	1

## Satisfaction Ratings

### Satisfaction among general public aged 18+

- Q3 **Are you satisfied or dissatisfied with the way the Government is running the country?**
- Q4 **Are you satisfied or dissatisfied with the way Theresa May is doing her job as Prime Minister?**
- Q5 **Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?**
- Q6 **Are you satisfied or dissatisfied with the way Vince Cable is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	30	60	9	-30
May (Q4)	37	54	10	-17
Corbyn (Q5)	43	46	10	-3
Cable (Q6)	30	31	39	-1

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Theresa May is doing her job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?

Base: All party supporters (\*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	372	57	33	10	+24
May (Q4)	372	70	24	5	+46
Corbyn (Q5)	362	73	19	8	+54

## Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	%
Improve	21
Stay the same	23
Get worse	52
Don't know	4
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-31</b>

## Party Leaders

Q8 I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

	Jeremy Corbyn (Sept 2015)	Jeremy Corbyn (Sept 2016)	Jeremy Corbyn (Sept 2017)	David Cameron (Sept 2015)	Theresa May (Sept 2016)	Theresa May (Sept 2017)
	%	%	%	%	%	%
<b>Capable leader</b>	32	24	<b>38</b>	62	68	<b>45</b>
<b>Good in a crisis</b>	23	18	<b>30</b>	51	52	<b>40</b>
<b>Has sound judgement</b>	32	30	<b>40</b>	46	56	<b>36</b>
<b>Understands the problems facing Britain</b>	49	44	<b>52</b>	51	61	<b>49</b>
<b>Out of touch with ordinary people</b>	39	44	<b>32</b>	64	43	<b>66</b>
<b>Has got a lot of personality</b>	41	32	<b>47</b>	41	37	<b>21</b>
<b>Has a clear vision for Britain</b>	47	38	<b>47</b>	56	55	<b>45</b>
<b>Patriotic</b>	37	49	<b>46</b>	76	75	<b>72</b>
<b>More honest than most politicians</b>	54	52	<b>55</b>	30	44	<b>36</b>
<b>More style than substance</b>	25	24	<b>28</b>	45	25	<b>36</b>
None of these	3	3	<b>4</b>	2	2	<b>1</b>
Don't know	9	6	<b>3</b>	2	4	<b>2</b>

Q9 Which of these statements comes closest to your views of Theresa May, and the Conservative Party?

	September 2015 (David Cameron) %	September 2016 %	September 2017 %
I like Theresa May and I like the Conservative Party	31	32	<b>25</b>
I like Theresa May but I do not like the Conservative Party	13	28	<b>13</b>
I do not like Theresa May but I like the Conservative Party	10	6	<b>13</b>
I do not like Theresa May and I do not like the Conservative Party	42	27	<b>43</b>
Don't Know	4	7	<b>5</b>
<b>Like Theresa May</b>	44	60	<b>38</b>
<b>Like the Conservative Party</b>	41	38	<b>38</b>
<b>Do not like Theresa May</b>	52	33	<b>56</b>
<b>Do not like the Conservative Party</b>	55	55	<b>56</b>

Q10 Which of these statements comes closest to your views of Jeremy Corbyn, leader of the Labour Party, and the Labour Party?

	September 2015	September 2016	September 2017
	%	%	%
I like Jeremy Corbyn and I like the Labour Party	23	23	33
I like Jeremy Corbyn but I do not like the Labour Party	14	14	13
I do not like Jeremy Corbyn but I like the Labour Party	17	23	21
I do not like Jeremy Corbyn and I do not like the Labour Party	38	31	27
Don't Know	9	8	5
<b>Like Jeremy Corbyn</b>	37	37	46
<b>Like the Labour Party</b>	40	46	54
<b>Do not like Jeremy Corbyn</b>	55	54	48
<b>Do not like the Labour Party</b>	52	45	40

Q11 Please tell me to what extent, if at all, you agree or disagree with the following statement:  
The Labour Party should change its leader before the next general election

	June 2014	October 2015	July 2016	September 2017
	%	%	%	%
Strongly agree	27	30	50	31
Tend to agree	22	12	16	12
Neither agree nor disagree	16	21	6	12
Tend to disagree	16	12	10	20
Strongly disagree	14	19	15	23
Don't know	4	6	3	2
<b>Agree</b>	49	42	66	43
<b>Disagree</b>	30	31	25	43

Q12 Please tell me to what extent, if at all, you agree or disagree with the following statement:  
**The Conservative Party should change its leader before the next general election**

	June 2014	October 2015	<b>September 2017</b>
	%	%	%
Strongly agree	14	22	<b>29</b>
Tend to agree	13	17	<b>16</b>
Neither agree nor disagree	21	25	<b>16</b>
Tend to disagree	21	13	<b>17</b>
Strongly disagree	26	19	<b>21</b>
Don't know	4	5	<b>2</b>
<b>Agree</b>	27	39	<b>45</b>
<b>Disagree</b>	37	32	<b>38</b>