

Ipsos MORI October 2017 Political Monitor

Topline Results

3rd November 2017

Fieldwork: 27th October – 1st November 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,052 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 27th October – 1st November 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 (809)

	Q1a/b Oct %	Q1a/b Sep %
Conservative	38	40
Labour	40	44
Liberal Democrats (Lib Dem)	9	9
Scottish/Welsh Nationalist	5	4
Green Party	3	1
UK Independence Party	4	2
Other	1	*
Conservative lead (±%)	-2	-4
<i>Would not vote</i>	1	*
<i>Undecided</i>	2	6
<i>Refused</i>	2	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	37
Labour	39
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	5
Green Party	3
UK Independence Party	5
Other	1
Conservative lead (±%)	-2
<i>Would not vote</i>	9
<i>Undecided</i>	5
<i>Refused</i>	2

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	66
9	5
8	6
7	3
6	2
5	7
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) Oct '17	30	59	11	-29
Sep '17	30	60	9	-30
May (Q4) Oct '17	37	53	11	-16
Sep '17	37	54	10	-17
Corbyn (Q5) Oct '17	42	45	14	-3
Sep '17	43	46	10	-3
Cable (Q6) Oct '17	26	33	42	-7
Sep '17	30	31	39	-1

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- 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) Oct	356	59	29	12	+30
Sep '17	372	57	33	10	+24
May (Q4) Oct '17	356	72	23	5	+49
Sep '17	372	70	24	5	+46
Corbyn (Q5) Oct '17	349	71	21	8	+50
Sep '17	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?

	September %	October %
Improve	21	19
Stay the same	23	24
Get worse	52	51
Don't know	4	6
Ipsos MORI Economic Optimism Index (EOI)	-31	-32

Brexit

As you know, Britain voted to leave the European Union in a referendum last year.

Q8 Now that Britain has voted to leave the EU, to what extent do you think it will be better or worse for your own standard of living, or will it make no difference?

Asked in May 2016 as:

If Britain votes to leave the European Union, to what extent do you think it would be better or worse for your own standard of living, or would it make no difference?

	A lot better	A little better	Make no difference	A little worse	A lot worse	Don't know	Better	Worse
	%	%	%	%	%	%	%	%
Oct '17	8	12	41	23	13	4	20	36
Mar '17	8	10	40	20	17	5	18	37
Oct '16	13	11	24	24	25	4	24	49
July '16	9	12	39	24	12	4	21	36
May '16	7	11	46	19	10	7	18	29

Q9 Do you think that Theresa May has done a good job or a bad job at handling Britain's exit from the European Union?

	Good job %	Bad job %	Don't know %
October 2017	32	55	13
July 2017	35	55	10
March 2017	49	40	11
December 2016	51	35	14

Q10 Please tell me how confident, if at all, you are that Theresa May will get a good deal for Britain in negotiations with other European Union leaders?

	<i>% Cameron Feb' 2016</i>	<i>% May March 2017</i>	<i>% May July 2017</i>	<i>% May October 2017</i>
Very confident	5	11	6	5
Fairly confident	29	33	30	30
Not very confident	35	28	31	31
Not confident at all	27	23	29	29
Don't know	4	5	3	4
Confident	34	44	36	35
Not confident	62	51	60	60

* In Feb' 2016 this was asked as: Please tell me how confident, if at all, you are that David Cameron will get a good deal for Britain in negotiations with other European Union leaders?

Q11 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?

	<i>Oct '16 %</i>	<i>Jan '17 %</i>	<i>July '17 %</i>	<i>October '17 %</i>
Britain should prioritise having access to the European Single Market	45	44	49	49
Britain should prioritise having control over immigration	39	42	41	37
Neither (not read out)	4	3	2	3
Prioritise having both (not read out)	7	6	4	6
Don't know (not read out)	5	5	5	4