

## Ipsos MORI October 2017 Political Monitor

### Topline Results

6<sup>th</sup> November 2017

Fieldwork: 27<sup>th</sup> 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: 27<sup>th</sup> 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)*

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

|                                              | <b>%</b>  |
|----------------------------------------------|-----------|
| Conservative                                 | 37        |
| Labour                                       | 39        |
| Liberal Democrats (Lib Dem)                  | 11        |
| Scottish/Welsh Nationalist                   | 5         |
| Green Party                                  | 3         |
| UK Independence Party                        | 5         |
| Other                                        | 1         |
| <b>Conservative lead (<math>\pm</math>%)</b> | <b>-2</b> |
| <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 | <b>30</b> | <b>59</b>    | <b>11</b>  | <b>-29</b>       |
| Sep '17                 | 30        | 60           | 9          | -30              |
| May (Q4) Oct '17        | <b>37</b> | <b>53</b>    | <b>11</b>  | <b>-16</b>       |
| Sep '17                 | 37        | 54           | 10         | -17              |
| Corbyn (Q5) Oct '17     | <b>42</b> | <b>45</b>    | <b>14</b>  | <b>-3</b>        |
| Sep '17                 | 43        | 46           | 10         | -3               |
| Cable (Q6) Oct '17      | <b>26</b> | <b>33</b>    | <b>42</b>  | <b>-7</b>        |
| Sep '17                 | 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<br>% | Dissatisfied<br>% | Don't know<br>% | Net satisfaction<br>± |
|---------------------|------|----------------|-------------------|-----------------|-----------------------|
| 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<br>% | October<br>% |
|-------------------------------------------------|----------------|--------------|
| Improve                                         | 21             | 19           |
| Stay the same                                   | 23             | 24           |
| Get worse                                       | 52             | 51           |
| Don't know                                      | 4              | 6            |
| <b>Ipsos MORI Economic Optimism Index (EOI)</b> | <b>-31</b>     | <b>-32</b>   |

**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          | <b>20</b> | <b>36</b> |
| Mar '17  | 8            | 10              | 40                 | 20             | 17          | 5          | <b>18</b> | <b>37</b> |
| Oct '16  | 13           | 11              | 24                 | 24             | 25          | 4          | <b>24</b> | <b>49</b> |
| July '16 | 9            | 12              | 39                 | 24             | 12          | 4          | <b>21</b> | <b>36</b> |
| May '16  | 7            | 11              | 46                 | 19             | 10          | 7          | <b>18</b> | <b>29</b> |

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 % |
|---------------------|------------|-----------|--------------|
| <b>October 2017</b> | <b>32</b>  | <b>55</b> | <b>13</b>    |
| 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>%<br/>Cameron<br/>Feb' 2016</i> | <i>%<br/>May<br/>March 2017</i> | <i>%<br/>May<br/>July 2017</i> | <i>%<br/>May<br/>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                                 |
| <b>Confident</b>     | <b>34</b>                          | <b>44</b>                       | <b>36</b>                      | <b>35</b>                         |
| <b>Not confident</b> | <b>62</b>                          | <b>51</b>                       | <b>60</b>                      | <b>60</b>                         |

\* 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<br/>%</i> | <i>Jan '17<br/>%</i> | <i>July '17<br/>%</i> | <i>October '17<br/>%</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                        |

**Trump**

Q12 And as you may know Donald Trump was elected President of the United States in November last year. In your opinion, what effect has Donald Trump’s election had on America’s standing in the world? Has it...?

|                         | %<br>October 2017 |
|-------------------------|-------------------|
| Improved it a lot       | 2                 |
| Improved it a little    | 4                 |
| Made no difference      | 14                |
| Made it a little worse  | 29                |
| Made it a lot worse     | 49                |
| Don't know              | 2                 |
| <b><i>Improve</i></b>   | <b>6</b>          |
| <b><i>Got worse</i></b> | <b>78</b>         |