

Ipsos MORI November 2017 Political Monitor

Topline Results

30th November 2017

Fieldwork: 24th November – 28th November 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 24th November – 28th 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 (785)

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

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 | 38 |
| Labour | 40 |
| Liberal Democrats (Lib Dem) | 9 |
| Scottish/Welsh Nationalist | 6 |
| Green Party | 3 |
| UK Independence Party | 4 |
| Other | 1 |
| Conservative lead (±%) | -2 |
| <i>Would not vote</i> | 8 |
| <i>Undecided</i> | 3 |
| <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 | 69 |
| 9 | 5 |
| 8 | 7 |
| 7 | 5 |
| 6 | 1 |
| 5 | 4 |
| 4 | * |
| 3 | 2 |
| 2 | 1 |
| 1 – absolutely certain not to vote | 6 |
| Don't know | * |

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) Nov '17 | 26 | 67 | 6 | -41 |
| Oct '17 | 30 | 59 | 11 | -29 |
| May (Q4) Nov '17 | 32 | 59 | 9 | -27 |
| Oct '17 | 37 | 53 | 11 | -16 |
| Corbyn (Q5) Nov '17 | 42 | 49 | 9 | -7 |
| Oct '17 | 42 | 45 | 14 | -3 |
| Cable (Q6) Nov '17 | 27 | 39 | 35 | -12 |
| Oct '17 | 26 | 33 | 42 | -7 |

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- 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)*

| | | Satisfied | Dissatisfied | Don't know | Net satisfaction |
|--------------------------------|------------|-----------|--------------|------------|------------------|
| | Base | % | % | % | ± |
| Government (Q3) Nov '17 | 336 | 48 | 44 | 8 | -4 |
| Oct '17 | 356 | 59 | 29 | 12 | +30 |
| May (Q4) Nov '17 | 336 | 59 | 32 | 9 | +27 |
| Oct '17 | 356 | 72 | 23 | 5 | +49 |
| Corbyn (Q5) Nov '17 | 348 | 72 | 21 | 7 | +51 |
| Oct '17 | 349 | 71 | 21 | 8 | +50 |

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?**

| | October % | November % |
|---|------------|------------|
| Improve | 19 | 15 |
| Stay the same | 24 | 24 |
| Get worse | 51 | 58 |
| Don't know | 6 | 3 |
| Ipsos MORI Economic Optimism Index (EOI) | -32 | -43 |

Budget reaction

Q8 On balance, do you agree or disagree with the following statement.

a) In the long term, this government's policies will improve the state of Britain's economy?

| | Mar' 2012 % | Mar' 2015 % | Nov' 2015 % | Mar'2016 % | Mar'2017 % | Nov' 2017 % |
|------------|----------------|----------------|----------------|---------------|---------------|------------------------|
| Agree | 46 | 53 | 48 | 43 | 44 | 41 |
| Disagree | 47 | 39 | 47 | 49 | 50 | 54 |
| Don't know | 6 | 7 | 5 | 8 | 7 | 4 |

b) In the long term, this government's policies will improve the state of Britain's public services?

| | Oct' 2013 % | Mar' 2015 % | Aug' 2015 % | Nov' 2015 % | Nov' 2017 % |
|------------|----------------|----------------|----------------|----------------|------------------------|
| Agree | 35 | 33 | 37 | 27 | 30 |
| Disagree | 59 | 60 | 56 | 67 | 64 |
| Don't know | 6 | 7 | 6 | 5 | 6 |

Q9 Can you tell me whether you are satisfied or dissatisfied with the way Philip Hammond is doing his job as Chancellor of the Exchequer?

| | Clarke December 1993 % | Brown July 1997 % | Darling March 2008 % | Osborne June 2010 % | Osborne March 2016 % | Hammond November 2016 % | Hammond March 2017 | Hammond November 2017 % |
|--------------|---------------------------------|----------------------------|-------------------------------|------------------------------|-------------------------------|----------------------------------|--------------------------|--|
| Satisfied | 31 | 52 | 28 | 40 | 27 | 39 | 34 | 36 |
| Dissatisfied | 49 | 20 | 44 | 23 | 60 | 28 | 46 | 45 |
| Don't know | 20 | 28 | 28 | 37 | 13 | 34 | 20 | 19 |

Q10 Who do you think would make the most capable Chancellor, the Conservative's Phillip Hammond, or Labour's John McDonnell?

| | <i>Osborne vs Ed Balls March 2015 %</i> | <i>Osborne vs John McDonnell February 2016 %</i> | Hammond vs McDonnell November 2016 % | Hammond vs McDonnell November 2017 % |
|-----------------|---|--|--|---|
| Phillip Hammond | 41 | 46 | 46 | 41 |
| John McDonnell | 30 | 29 | 28 | 32 |
| Neither | 18 | 10 | 8 | 8 |
| Don't know | 10 | 15 | 18 | 19 |

Q11 And who do you think would make the most capable Chancellor, between these two Conservative's, Phillip Hammond, or Michael Gove?

| | Hammond vs Gove November 2017 % |
|-----------------|--|
| Phillip Hammond | 49 |
| Michael Gove | 19 |
| Neither | 11 |
| Don't know | 21 |

Q12 As you may know, the Government announced its 2017 budget this week/ last week [ON MONDAY]. From what you know or have heard, do you think the Budget proposals are a good thing or a bad thing....?

- a) for you personally
- b) for the country

| | Good thing % | Bad thing % | Don't know % |
|---|-----------------|----------------|-----------------|
| For you personally (November 2017) | 35 | 36 | 29 |
| March 2017 | 33 | 39 | 28 |
| March 2016 | 35 | 40 | 24 |
| July 2015 | 45 | 38 | 17 |
| April 2014 | 43 | 35 | 22 |
| April 2012 | 25 | 60 | 16 |
| For the country (November 2017) | 41 | 38 | 21 |
| March 2017 | 38 | 42 | 21 |
| March 2016 | 30 | 53 | 17 |
| July 2015 | 46 | 44 | 10 |
| April 2014 | 48 | 33 | 19 |
| April 2012 | 33 | 53 | 14 |

Party Image

Q13 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...

a) the Labour Party

b) the Conservative Party

| | <i>Lab (April 2015)</i> | <i>Lab (Sept 2015)</i> | <i>Lab (Oct 2016)</i> | <i>Lab (Nov 2017)</i> | <i>Con (April 2015)</i> | <i>Con (Sept 2015)</i> | <i>Con (Oct 2016)</i> | <i>Con (Nov 2017)</i> |
|---|---------------------------------|----------------------------|---------------------------|-------------------------------|-----------------------------|--------------------------------|-------------------------------|-------------------------------|
| | % | % | % | % | % | % | % | % |
| Keeps its promises | 24 | 26 | 23 | 25 | 23 | 30 | 26 | 22 |
| Understands the problems facing Britain | 52 | 51 | 41 | 54 | 45 | 48 | 48 | 40 |
| Has a good team of leaders | 28 | 27 | 21 | 31 | 44 | 49 | 47 | 27 |
| Will promise anything to win votes | 63 | 60 | 57 | 64 | 63 | 68 | 65 | 63 |
| Divided | 43 | 75 | 82 | 62 | 43 | 38 | 52 | 73 |
| Extreme | 14 | 36 | 38 | 37 | 23 | 29 | 27 | 28 |
| Looks after the interests of people like me | 43 | 43 | 33 | 45 | 33 | 37 | 38 | 32 |
| Fit to govern | 40 | 35 | 26 | 38 | 50 | 56 | 53 | 43 |
| Out of date | 36 | 55 | 61 | 47 | 44 | 48 | 45 | 58 |
| Different to the other parties | 39 | 62 | 59 | 64 | 42 | 62 | 53 | 55 |
| Concerned about people in real need in Britain | | 61 | 56 | 66 | | 32 | 37 | 28 |
| None of these | 2 | 1 | 1 | 1 | 3 | * | 1 | 1 |
| Don't know | 4 | 2 | 2 | 1 | 4 | 2 | 3 | 2 |