

## Ipsos MORI September 2018 Political Monitor Topline Results

20<sup>th</sup> September 2018

Fieldwork: 14<sup>th</sup> – 18<sup>th</sup> September 2018

### Technical Details

Ipsos MORI interviewed a representative sample of 1,070 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 14<sup>th</sup> – 18<sup>th</sup> September 2018. 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.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party’s support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. 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 (783)

	Q1a/b September %	Q1a/b July %
Conservative	39	38
Labour	37	38
Liberal Democrats (Lib Dem)	13	10
Scottish/Welsh Nationalist	3	5
Green Party	5	3
UK Independence Party	2	6
Other	1	1
<b>Conservative lead (±%)</b>	<b>+2</b>	<b>0</b>
<i>Would not vote</i>	*	*
<i>Undecided</i>	3	5
<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	36
Labour	40
Liberal Democrats (Lib Dem)	12
Scottish/Welsh Nationalist	3
Green Party	5
UK Independence Party	3
Other	1
<b>Conservative lead (±%)</b>	<b>-4</b>
<i>Would not vote</i>	7
<i>Undecided</i>	5
<i>Refused</i>	*

**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	<b>64</b>
9	<b>4</b>
8	<b>7</b>
7	<b>3</b>
6	<b>3</b>
5	<b>5</b>
4	<b>2</b>
3	<b>4</b>
2	<b>1</b>
1 – absolutely certain not to vote	<b>7</b>
Don't know	<b>1</b>

**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?

	Sept '18 %	July '18 %
Improve	<b>15</b>	17
Stay the same	<b>19</b>	23
Get worse	<b>59</b>	54
Don't know	<b>7</b>	6
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-44</b>	-37

**Brexit**

Q14 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?

	Very confident %	Fairly confident %	Not very confident %	Not confident at %	Don't know %	<b>Confident %</b>	<b>Not confident %</b>
<b>Sep '18</b>	<b>4</b>	<b>24</b>	<b>37</b>	<b>33</b>	<b>2</b>	<b>28</b>	<b>70</b>
Jul '18	4	21	36	36	3	25	72
Jun '18	5	25	34	33	2	30	67
May '18	5	29	33	30	3	34	63
Mar '18	6	31	28	31	4	37	59
Oct '17	5	30	31	29	4	35	60
Jul '17	6	30	31	29	3	36	60
Mar '17	11	33	28	23	5	44	51

**Q15 And if Jeremy Corbyn was Prime Minister, how confident, if at all, would you be that he would get a good deal for Britain in negotiations with other European Union leaders?**

	Very confident %	Fairly confident %	Not very confident %	Not confident at %	Don't know %	<b>Confident</b> %	<b>Not confident</b> %
<b>Sep '18</b>	<b>4</b>	<b>24</b>	<b>25</b>	<b>42</b>	<b>5</b>	<b>28</b>	<b>67</b>
<i>Mar '18</i>	<i>5</i>	<i>28</i>	<i>29</i>	<i>34</i>	<i>5</i>	<i>33</i>	<i>63</i>
<i>Jul '17</i>	<i>6</i>	<i>23</i>	<i>29</i>	<i>38</i>	<i>5</i>	<i>29</i>	<i>67</i>

**Q16 And if Boris Johnson was Prime Minister, how confident, if at all, would you be that he would get a good deal for Britain in negotiations with other European Union leaders?**

	Very confident %	Fairly confident %	Not very confident %	Not confident at %	Don't know %	<b>Confident</b> %	<b>Not confident</b> %
<b>Sep '18</b>	<b>9</b>	<b>24</b>	<b>20</b>	<b>44</b>	<b>3</b>	<b>33</b>	<b>64</b>