

October 2018

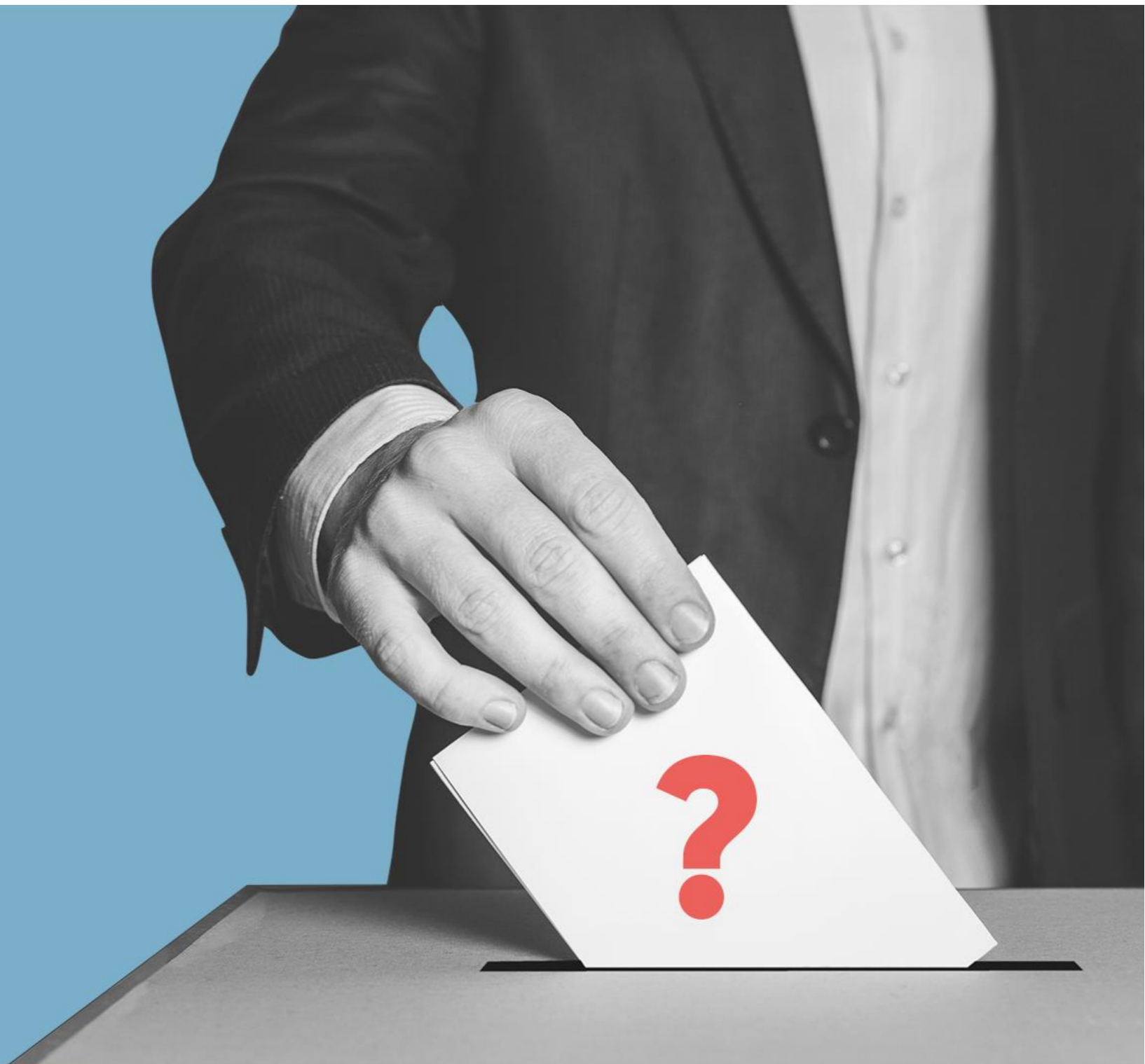
# POLITICAL MONITOR



Ipsos MORI

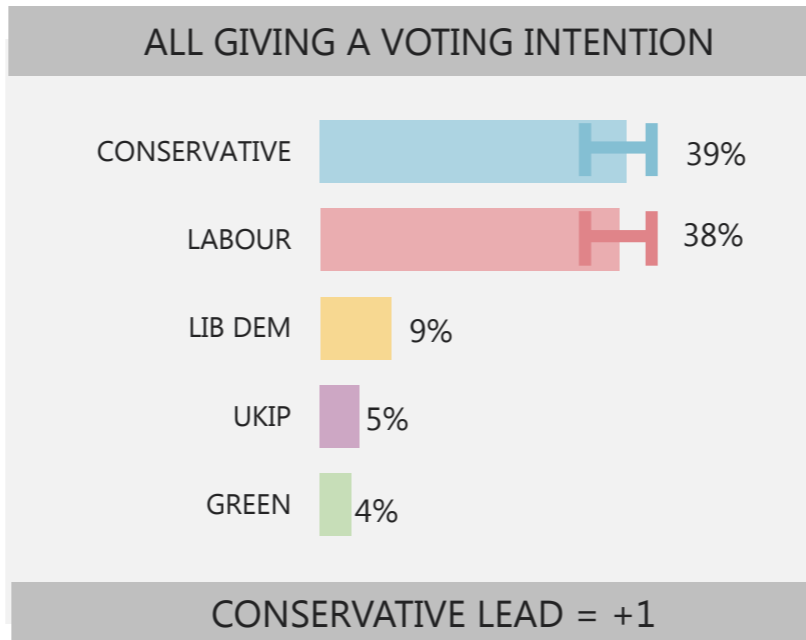
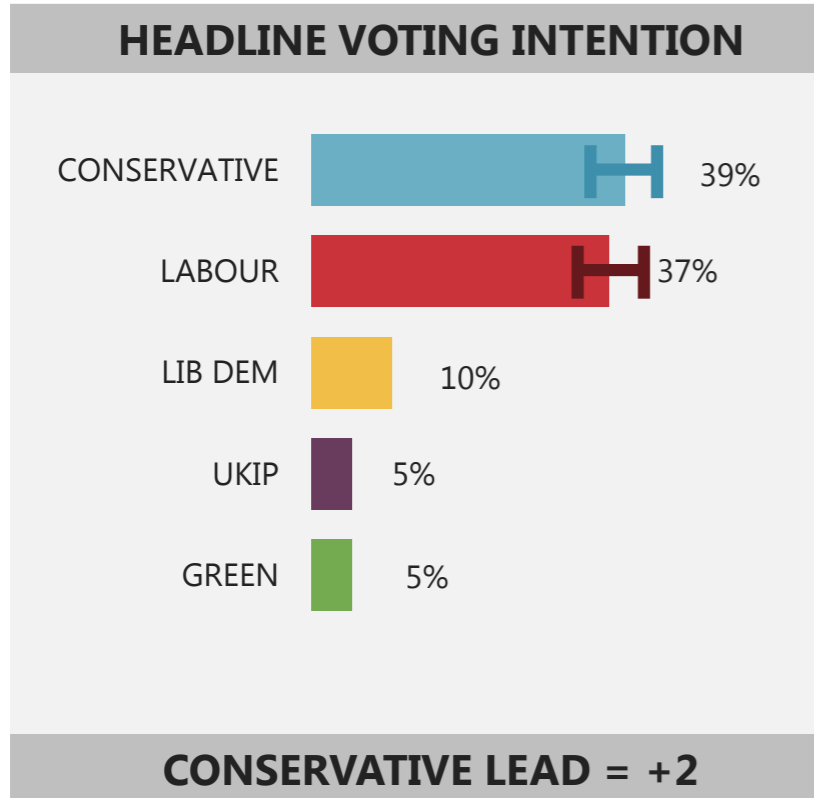
**October 2018**

# VOTING INTENTIONS



# Voting Intention: October 2018

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

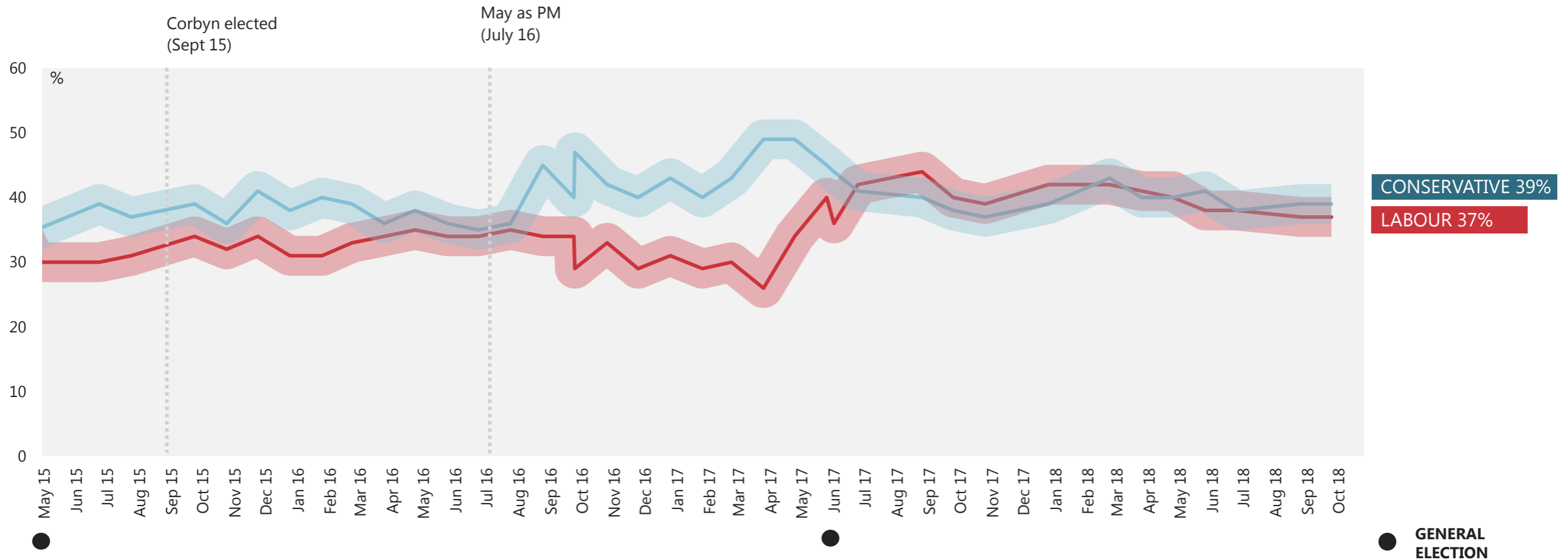


**Base:** 1044 British adults 18+, 19<sup>th</sup>– 22<sup>nd</sup> October 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 777 Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. 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.

Source: Ipsos MORI Political Monitor

# Headline voting intention: Since 2015 General Election

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

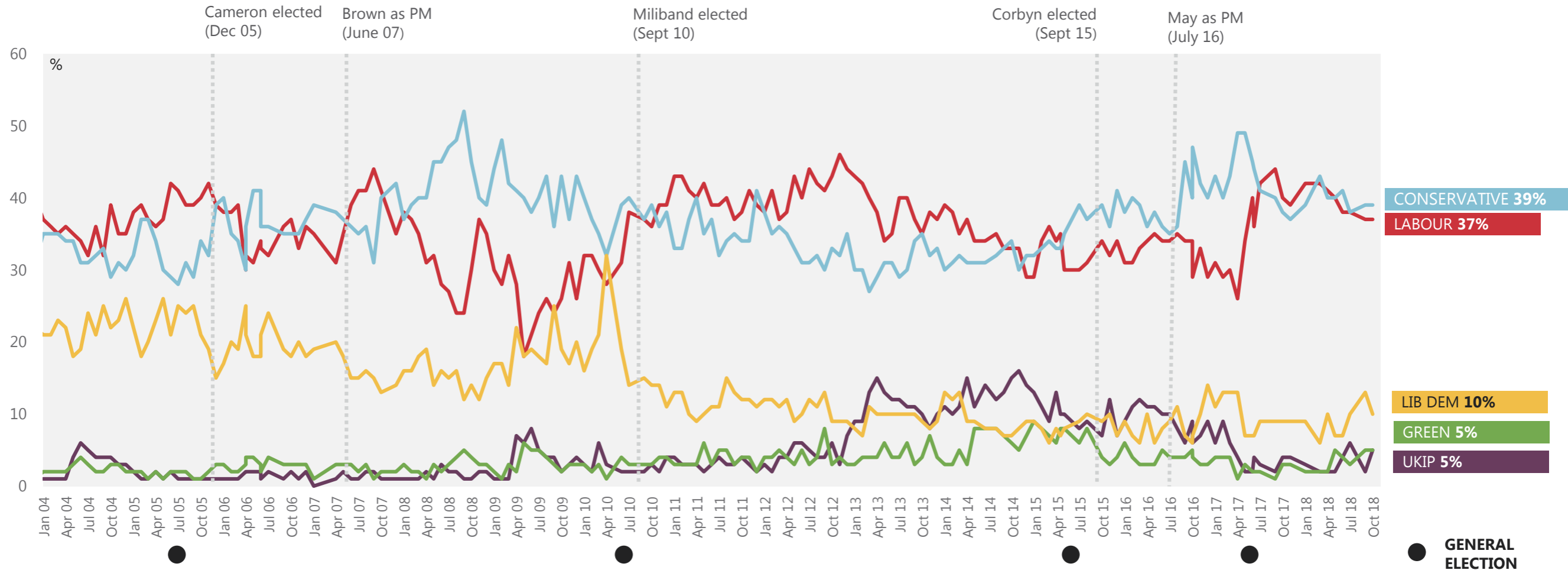


Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor

# Headline voting intention: January '04 – October '18

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?



Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor



**October 2018**

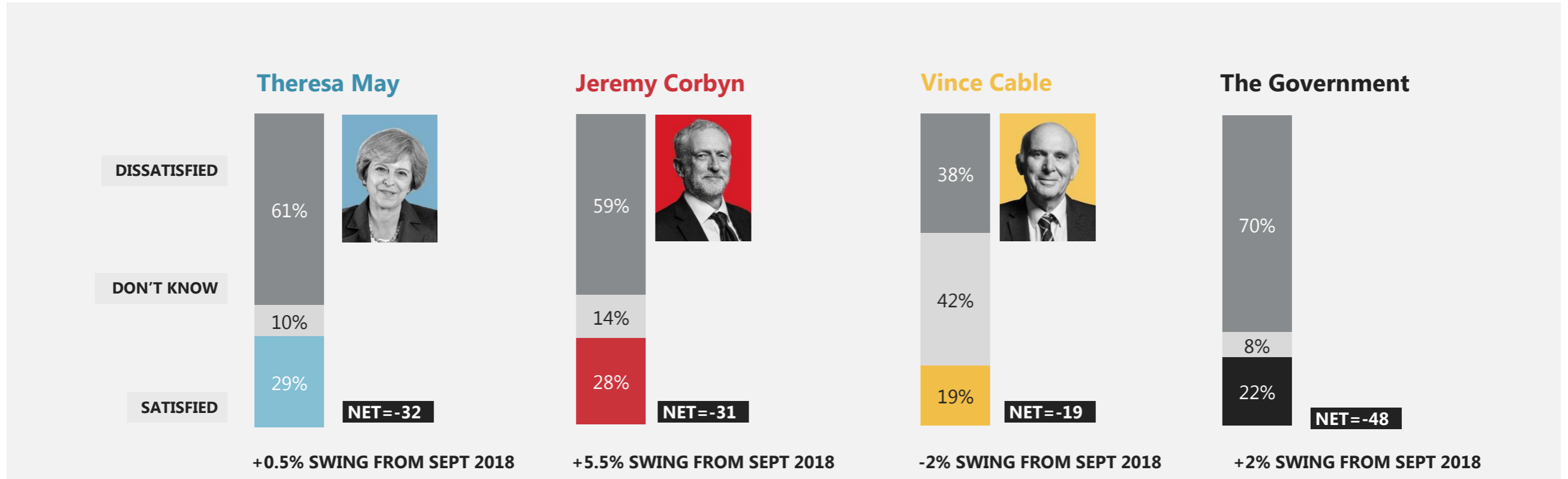
**SATISFACTION  
WITH GOVERNMENT  
AND PARTY  
LEADERS**



**Ipsos MORI**

# Satisfaction with leaders and the Government: October 2018

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY... IS RUNNING THE COUNTRY / DOING HIS/HER JOB AS PRIME MINISTER /LEADER OF THE LABOUR PARTY/LEADER OF THE LIBERAL DEMOCRATS?

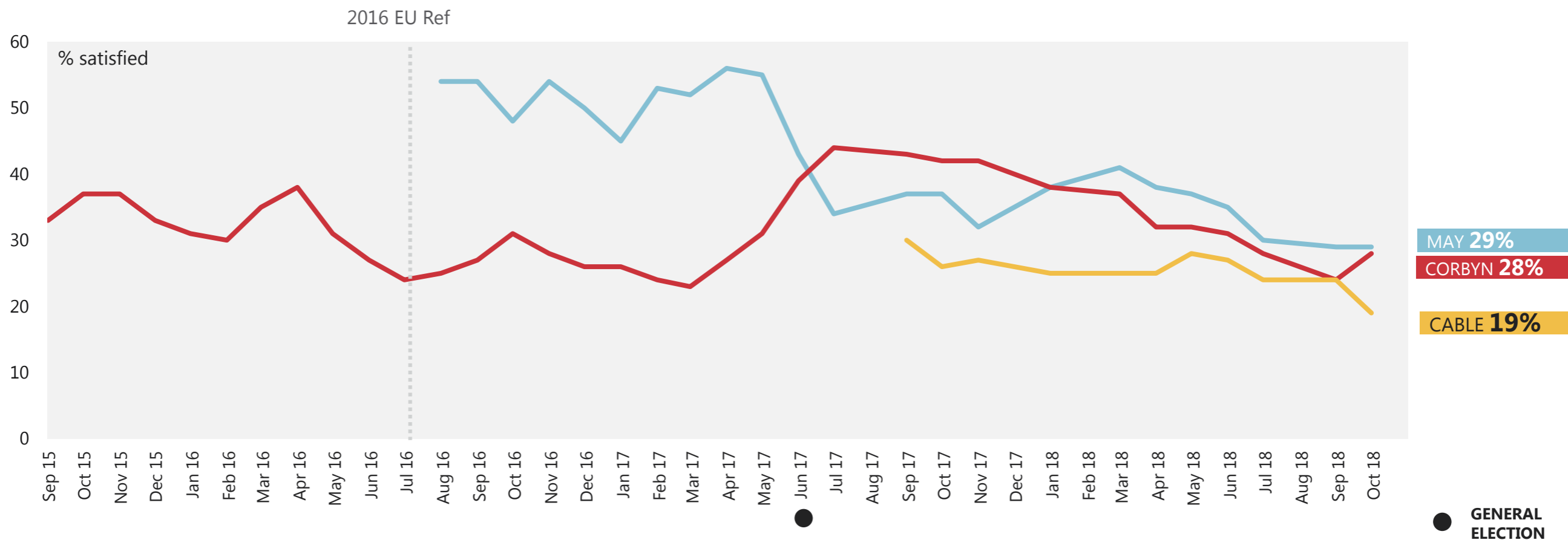


Base: 1044 British adults 18+ 19<sup>th</sup> - 22<sup>nd</sup> October 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders September 2015 – October 2018

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS PRIME MINISTER /LEADER OF THE LABOUR/LIB DEM PARTY?



Base: c.1,000 British adults each month.

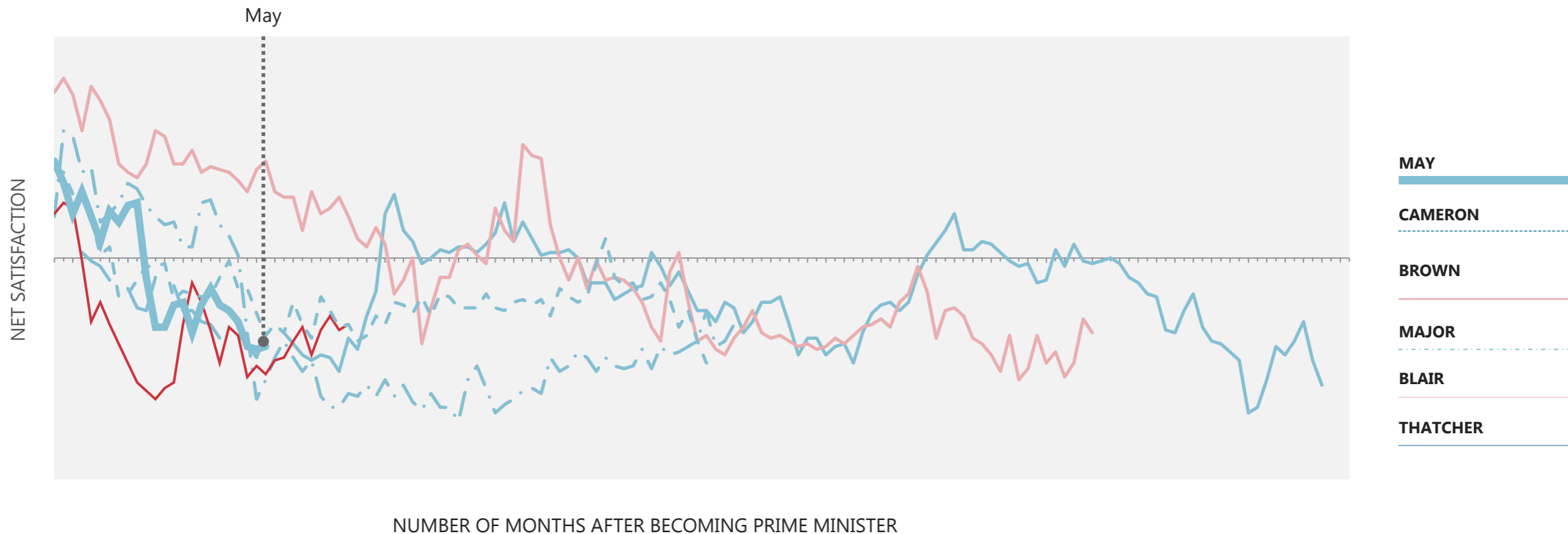
Source: Ipsos MORI Political Monitor





# Net satisfaction with Prime Ministers (1979-2018)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS PRIME MINISTER?



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

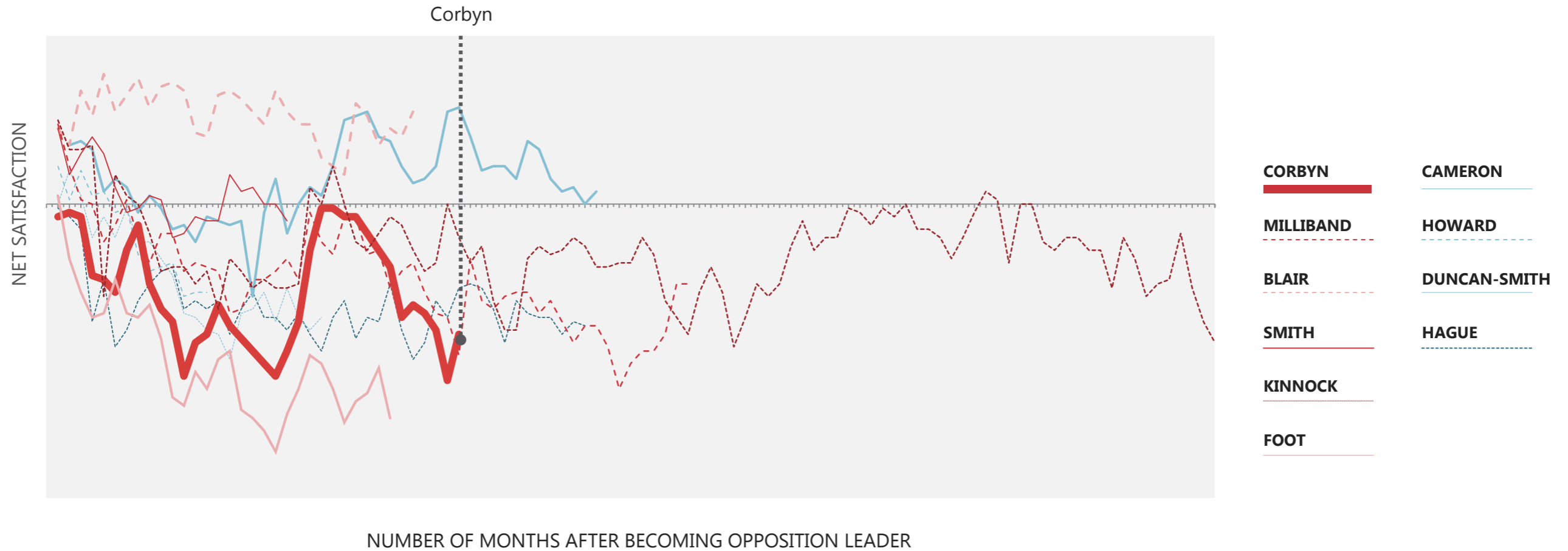
**Base:** c.1,000 British adults each month

**Source:** Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1980 – 2018)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS JOB AS LEADER OF THE ... PARTY?



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

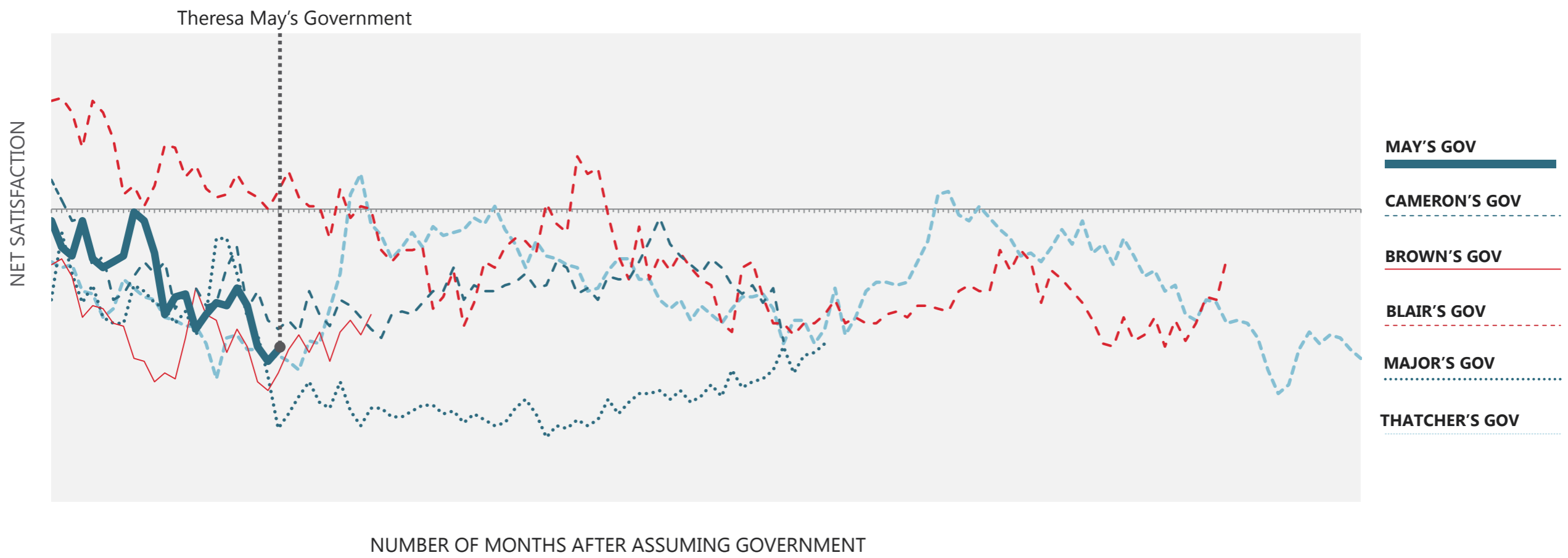
**Base:** c.1,000 British adults each month

**Source:** Ipsos MORI Political Monitor



# Net satisfaction with the Government (1979 – 2018)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY THE GOVERNMENT IS RUNNING THE COUNTRY?



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

**Base:** c.1,000 British adults each month

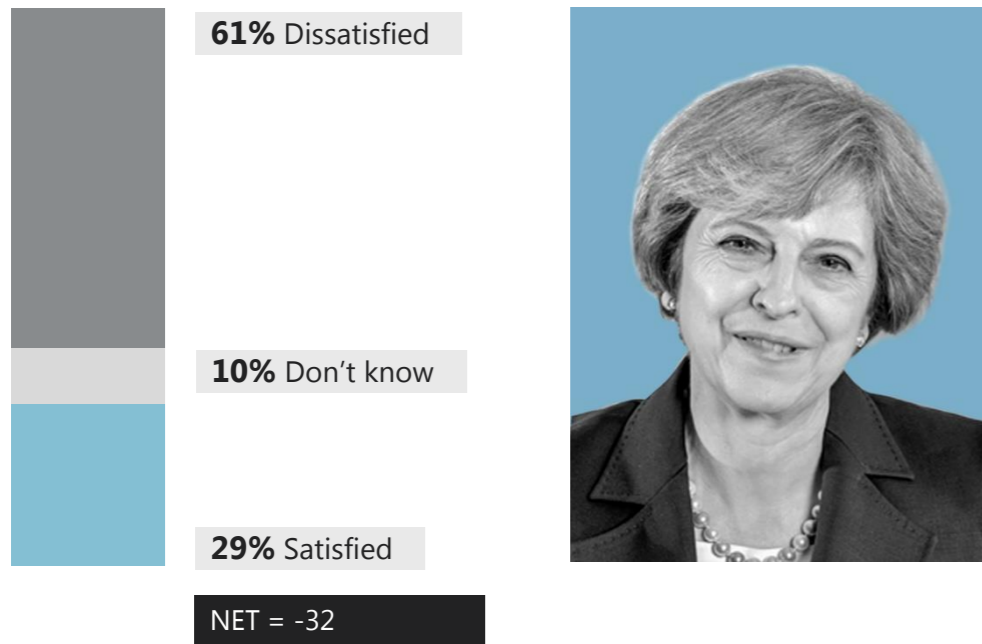
**Source:** Ipsos MORI Political Monitor



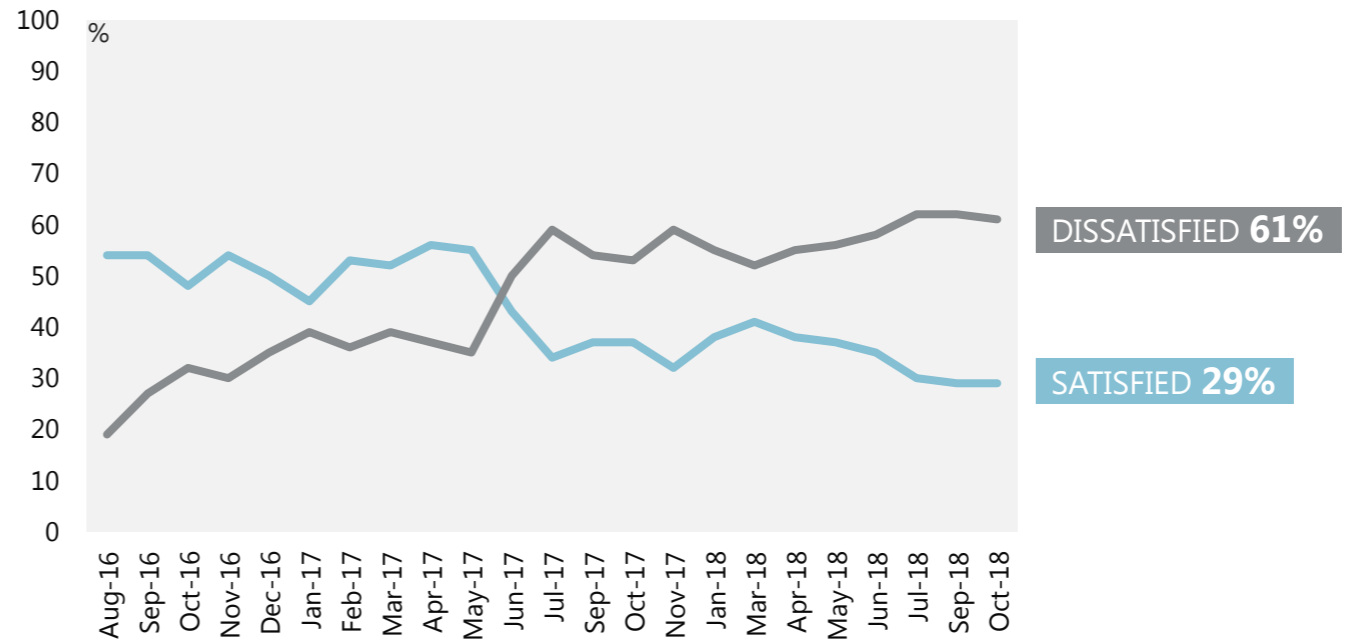
# Theresa May Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

October 2018



August 2016 – October 2018



Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

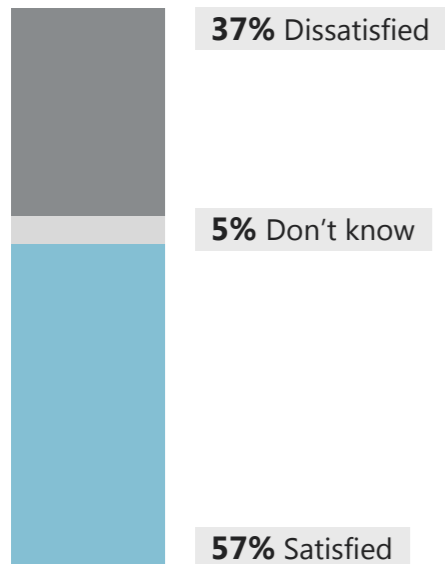


Source: Ipsos MORI Political Monitor

# Theresa May | Satisfaction amongst Conservative supporters

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

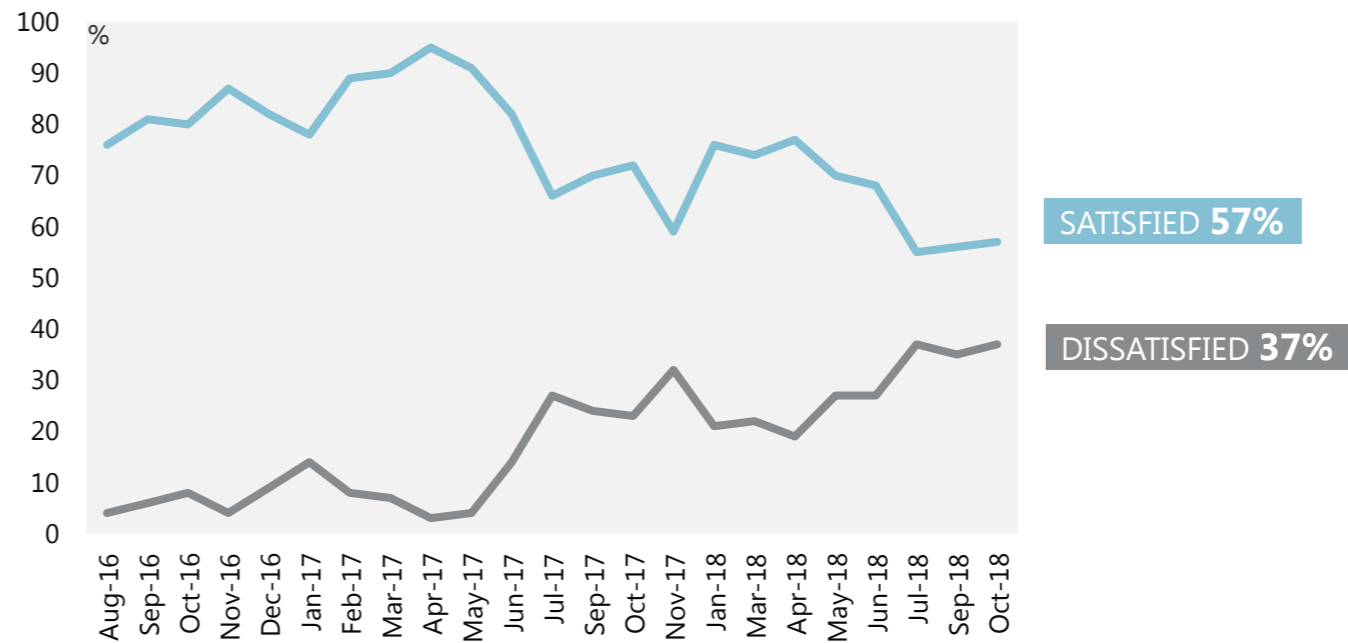
October 2018



NET = +20



August 2016 – October 2018



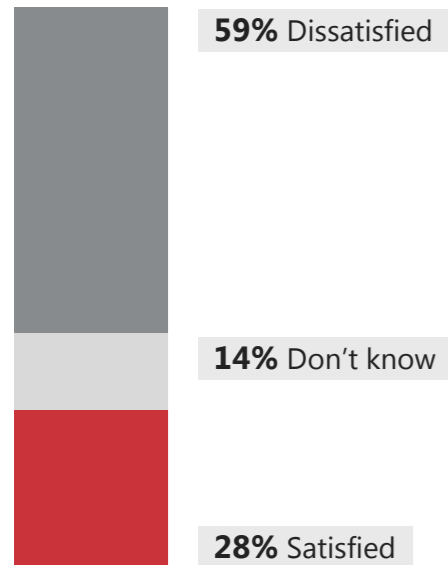
Base: 351 Conservative supporters 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

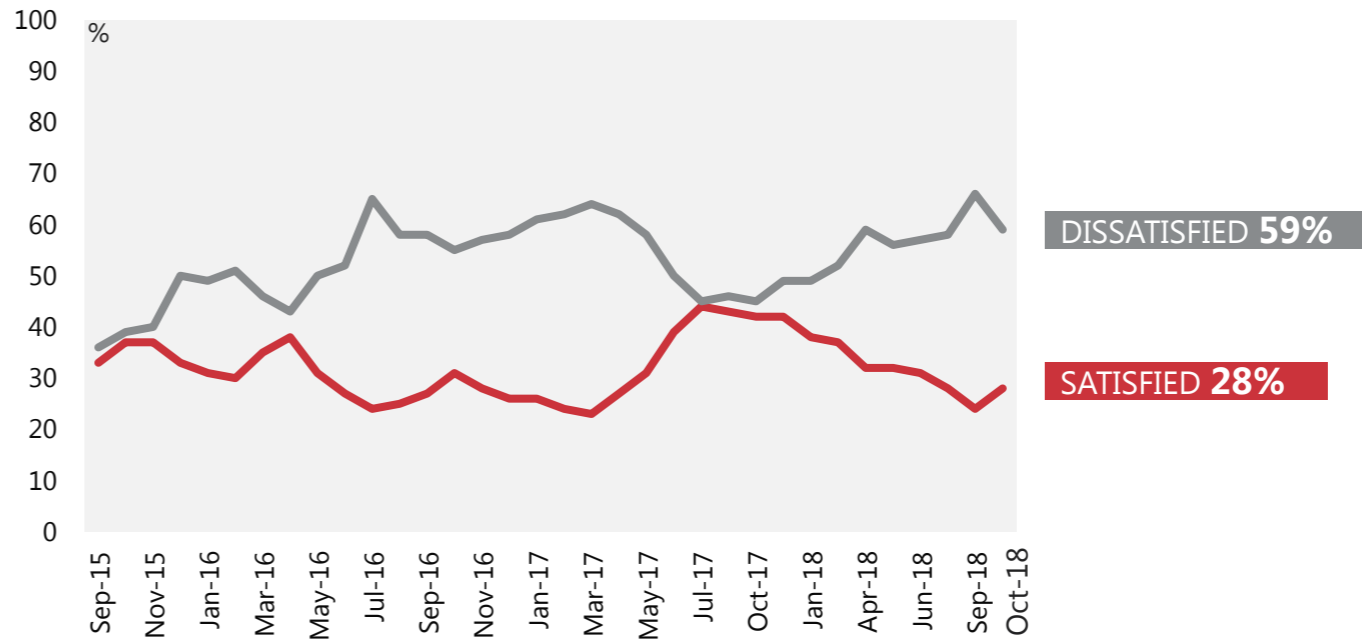
October 2018



NET = -31



September 2015 – October 2018



Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

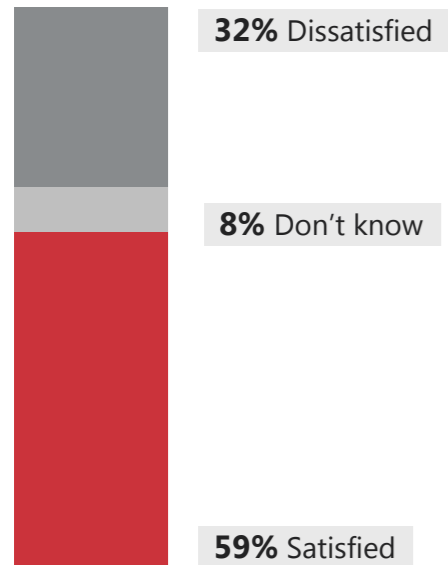


Source: Ipsos MORI Political Monitor

# Jeremy Corbyn Satisfaction amongst Labour supporters

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

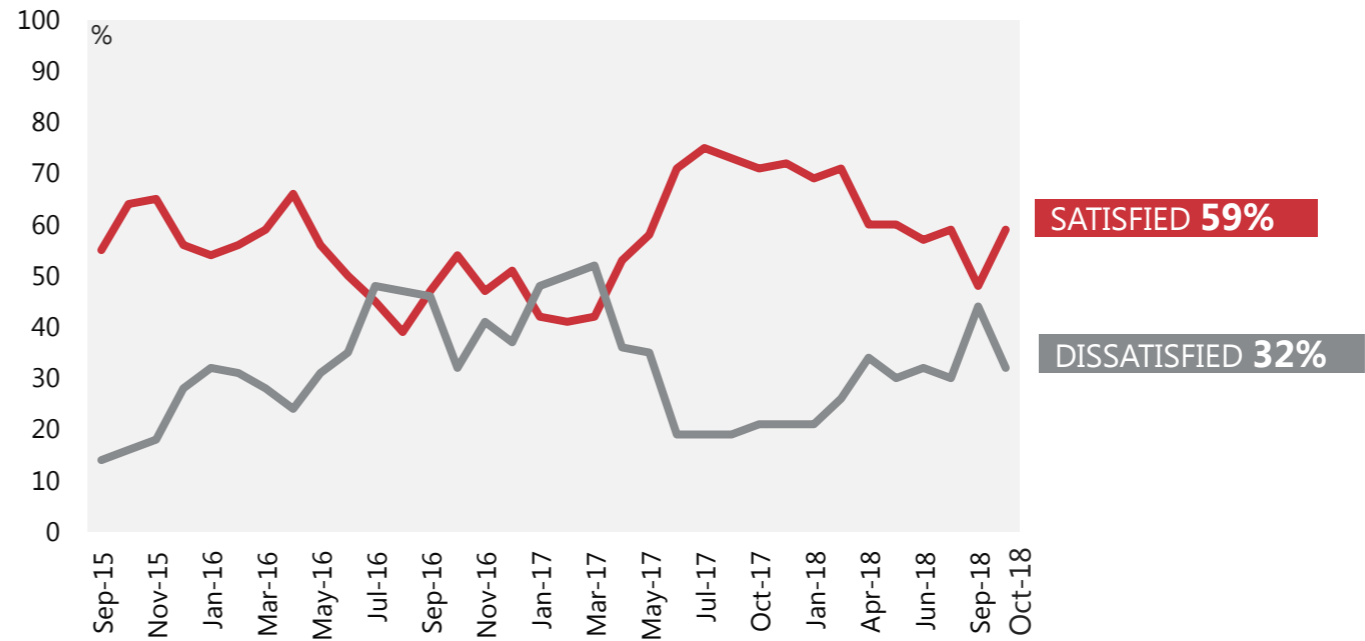
October 2018



NET = +27



September 2015 – October 2018



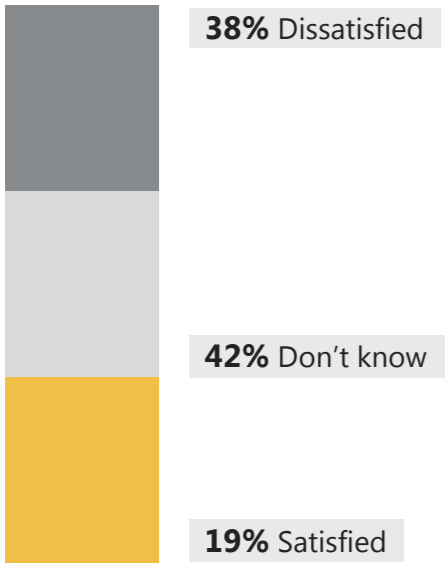
Base: 324 Labour supporters 18+ 19th – 22nd October 2018

Source: Ipsos MORI Political Monitor

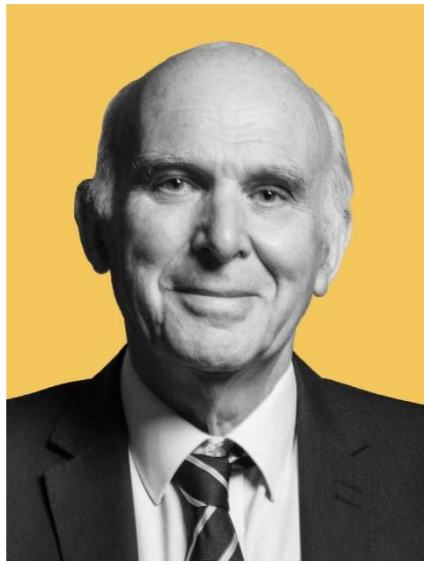
# Vince Cable Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY VINCE CABLE IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

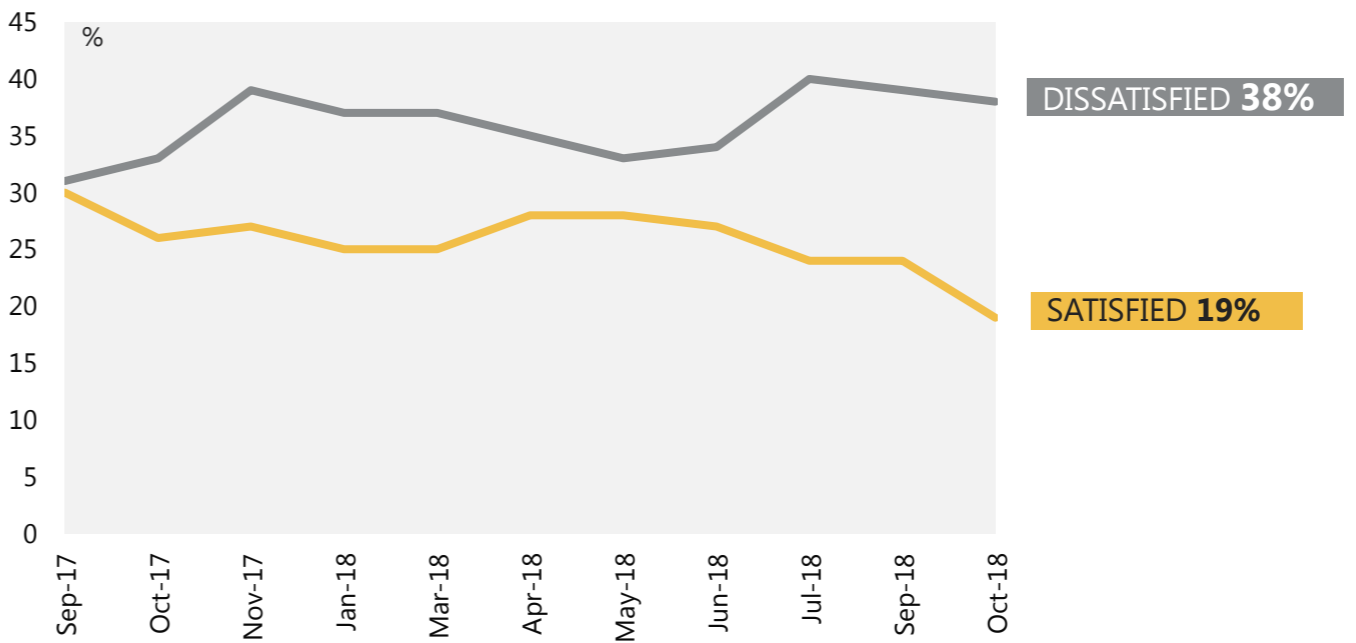
October 2018



NET = -19



September 2017 – October 2018



Base: 1044 British adults 18+ 19th – 22nd October 2018



Source: Ipsos MORI Political Monitor



October 2018

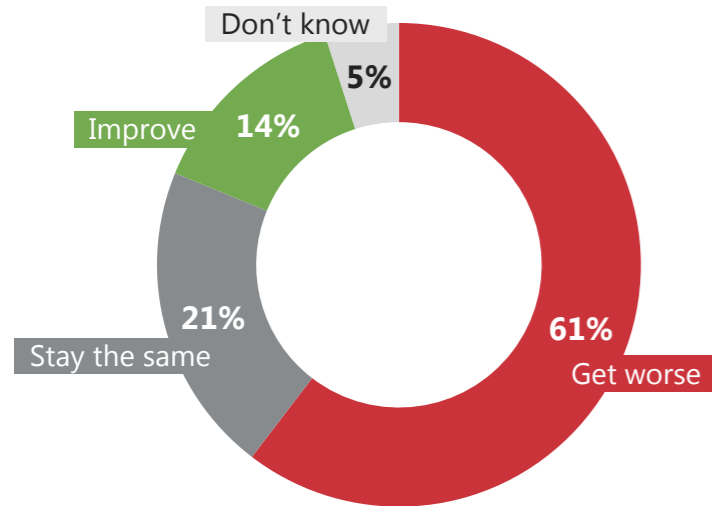
# ECONOMIC OPTIMISM



# Economic Optimism Index

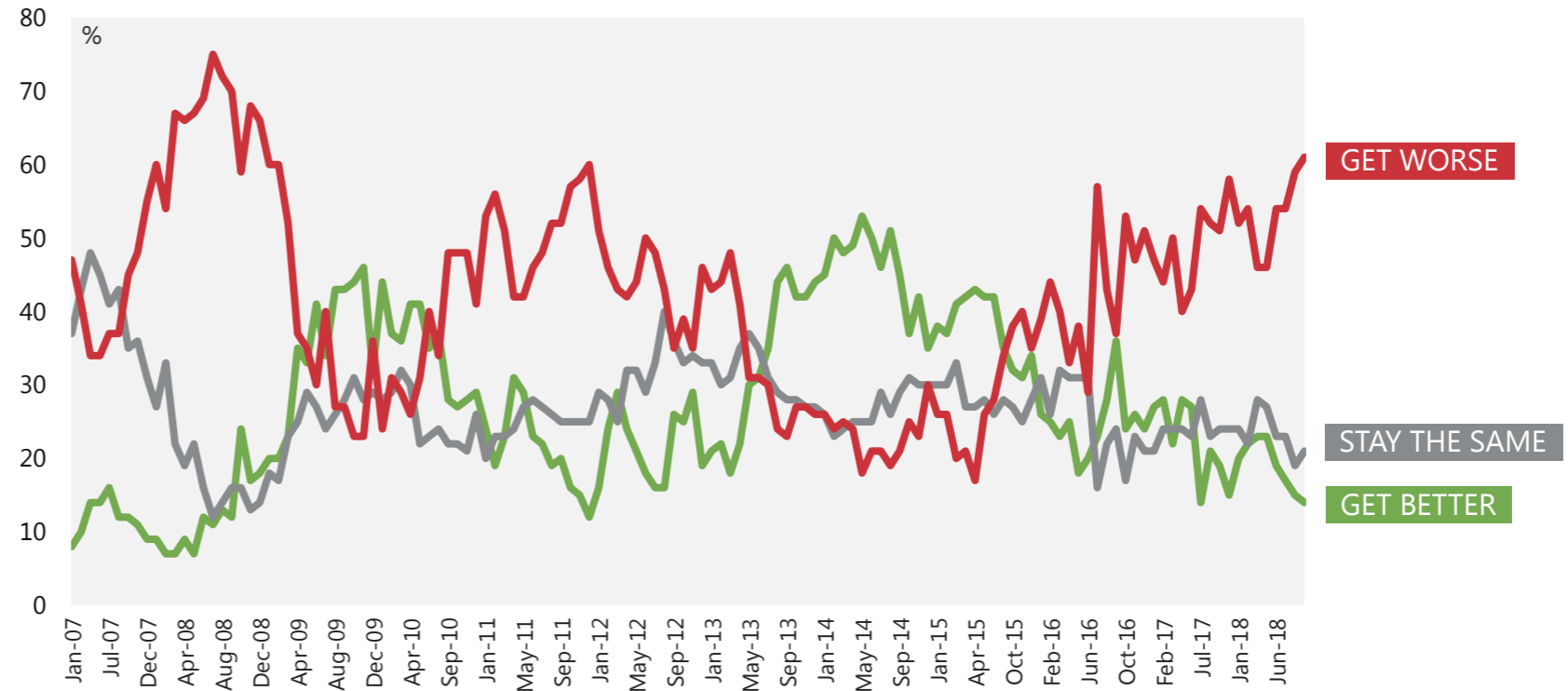
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

October 2018



EOI = -47

January 2007 - October 2018



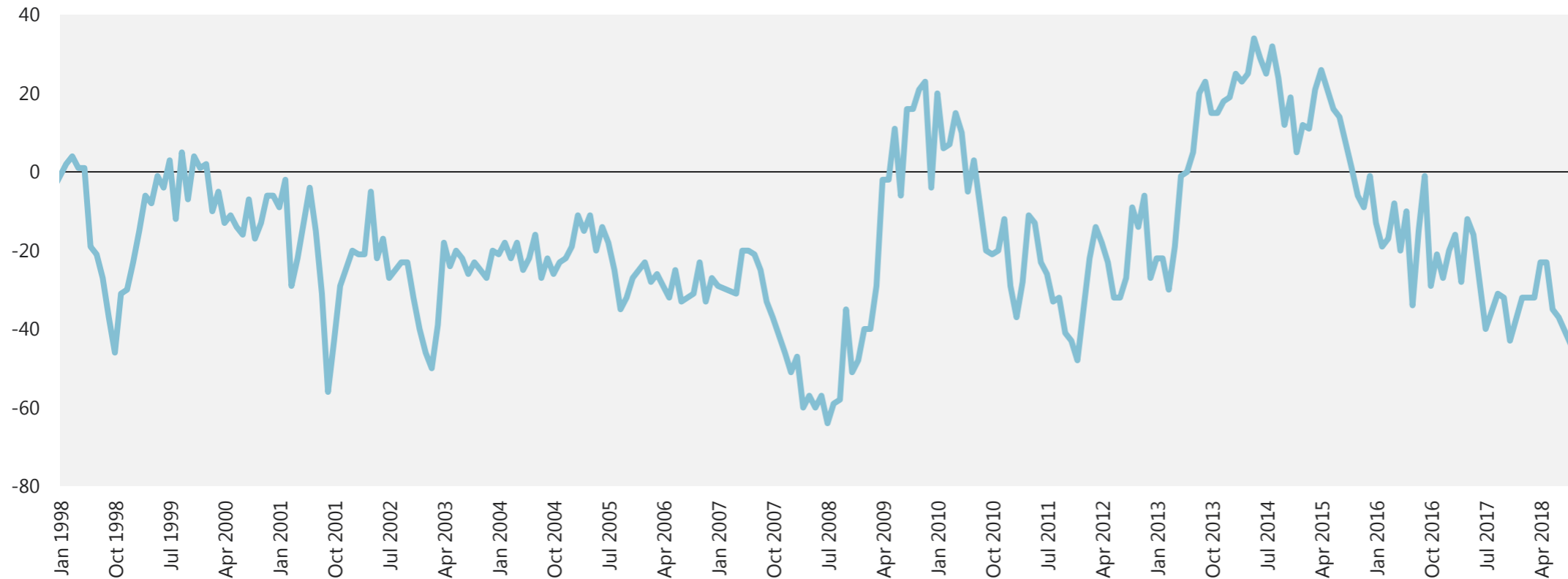
Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018



Source: Ipsos MORI Political Monitor

# Economic Optimism Index – 1998-2018

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?



**NET OPTIMISM = -47**

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



**October 2018**

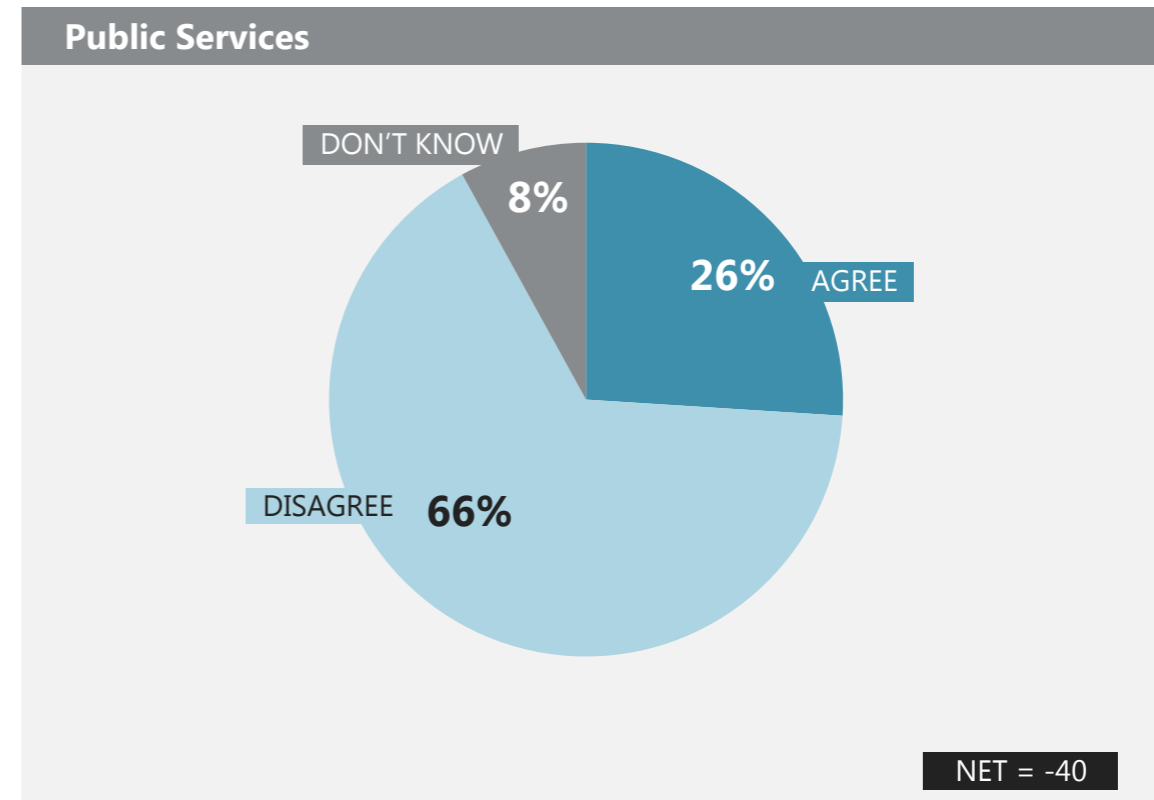
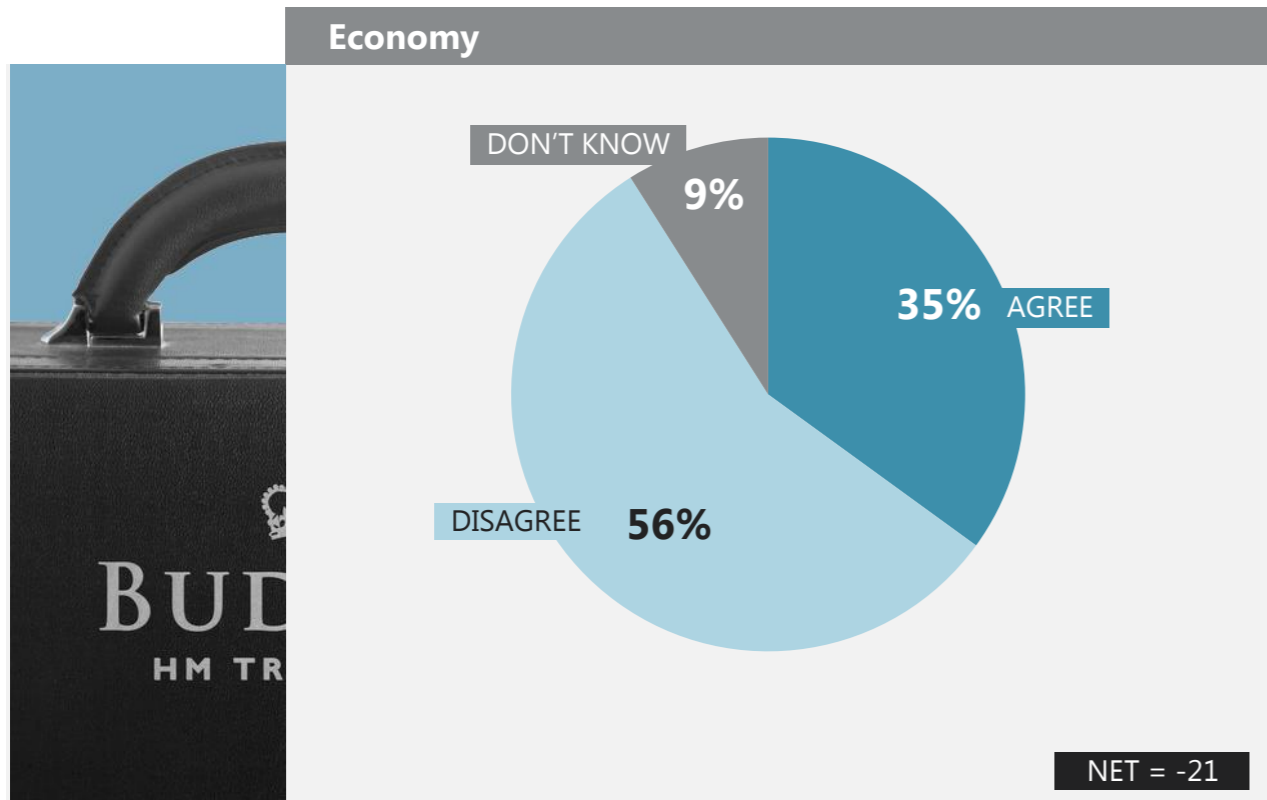
**BUDGET**



# Impact of Government's policies

# Economy and Public Services

ON BALANCE DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S ... ECONOMY/PUBLIC SERVICES?

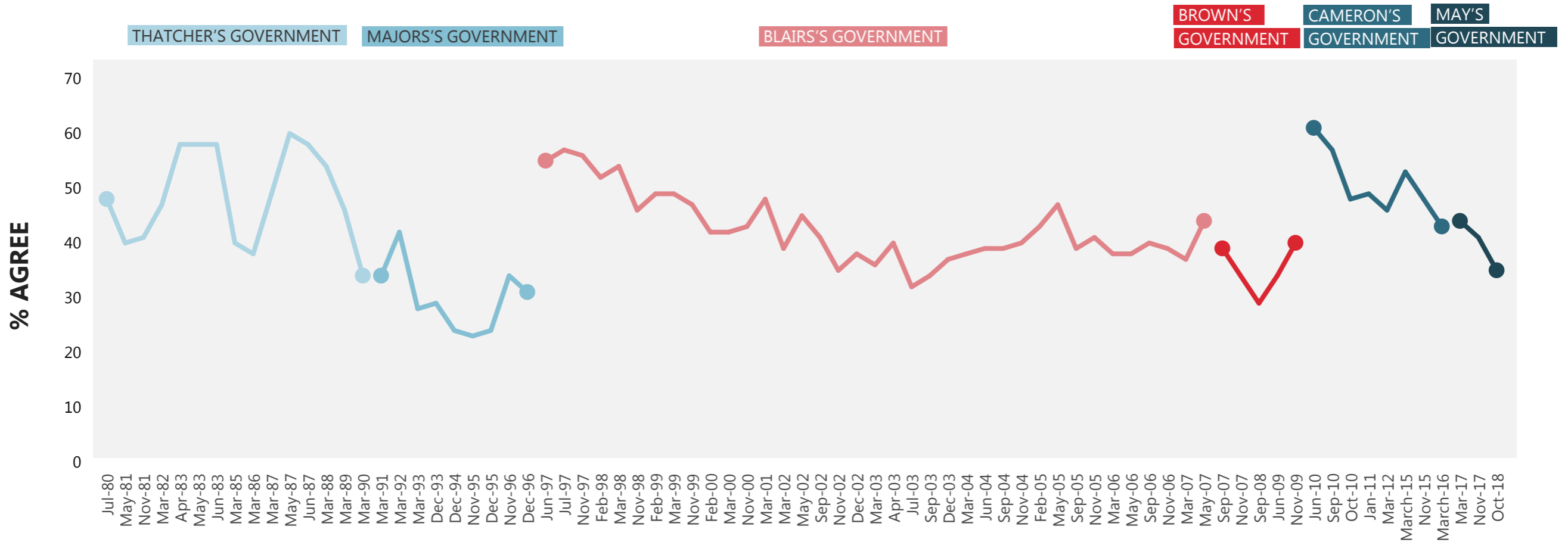


Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor

# Impact of Government's policies on the state of Britain's economy

ON BALANCE DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S ECONOMY?



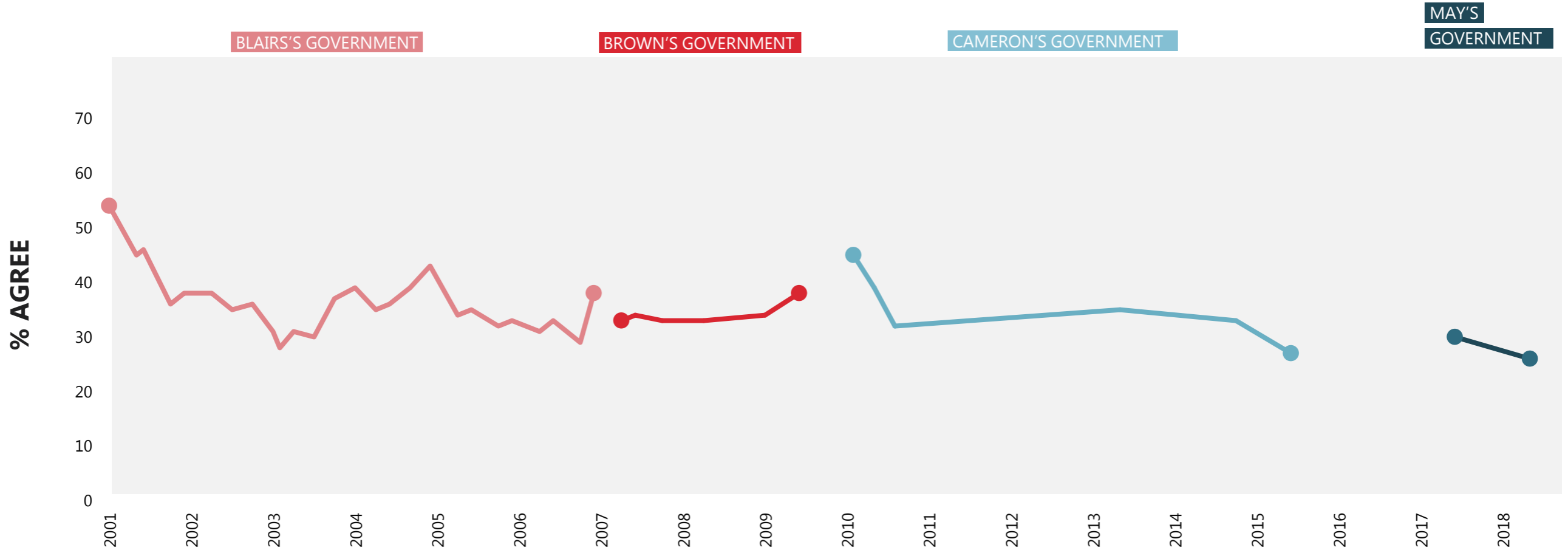
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



# Impact of Government's policies on the state of Britain's public services

ON BALANCE DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: IN THE LONG TERM, THIS GOVERNMENT'S POLICIES WILL IMPROVE THE STATE OF BRITAIN'S PUBLIC SERVICES



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

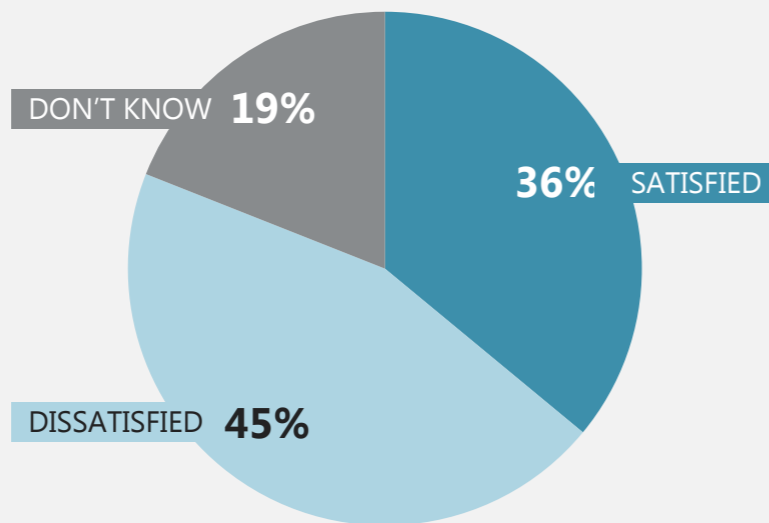


# Phillip Hammond Satisfaction

CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY PHILLIP HAMMOND IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

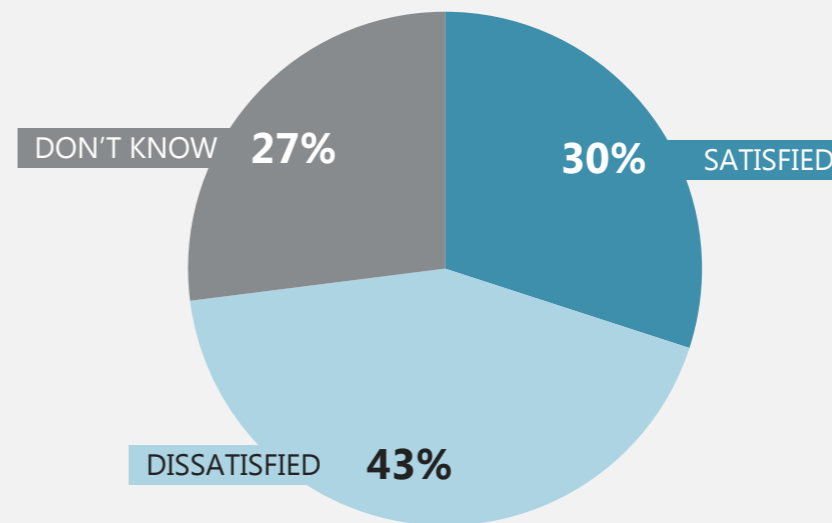


November 2018



NET = -9

October 2017



NET = -13

Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018



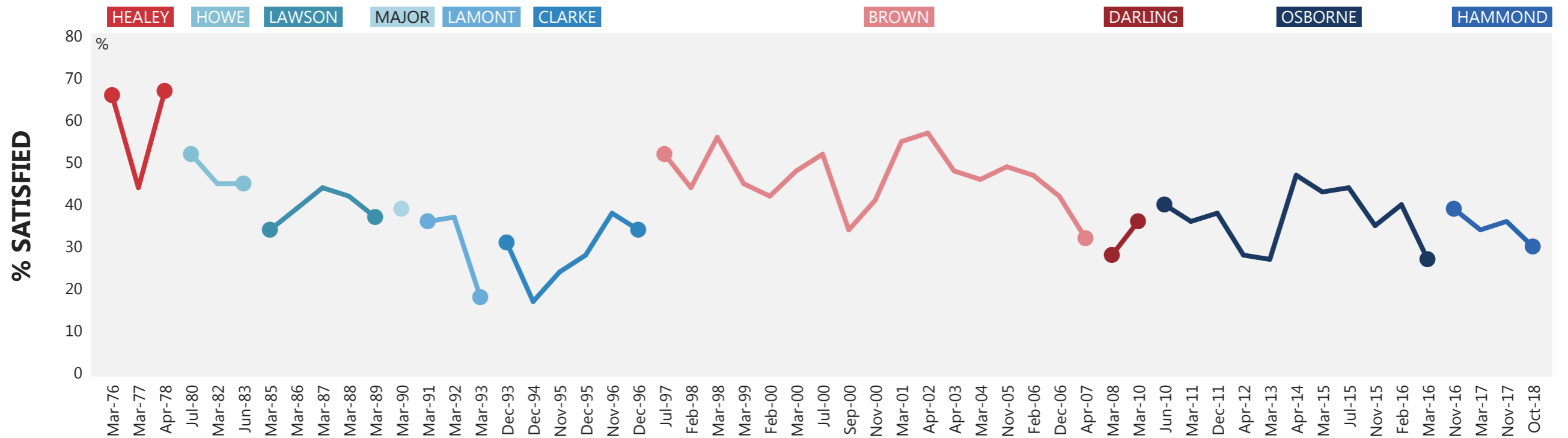
Source: Ipsos MORI Political Monitor



# Chancellor of the Exchequer Satisfaction

March 1976 – October 2018

CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY PHILLIP HAMMOND IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?



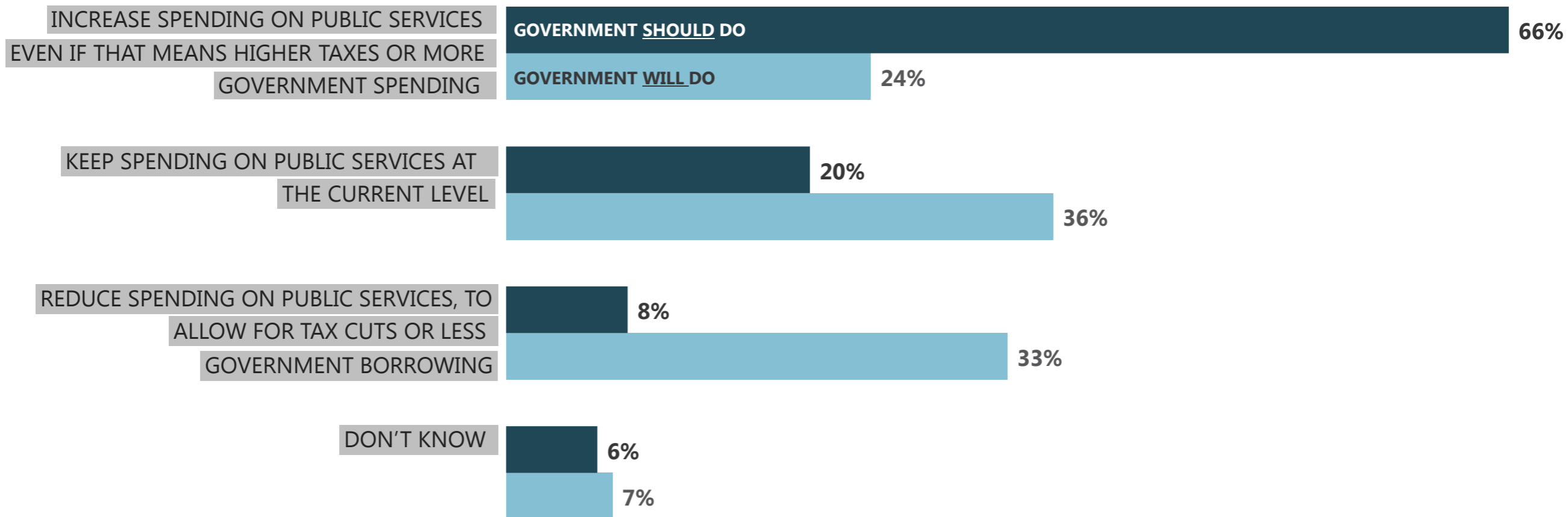
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



# Government spending: increase, maintain or reduce?

I'D LIKE YOU TO THINK ABOUT HOW MUCH THE GOVERNMENT SPENDS ON PUBLIC SERVICES, WHICH IS FUNDED BY TAXATION OR GOVERNMENT BORROWING. WHICH OF THE FOLLOWING OPTIONS, IF ANY, DO YOU THINK THE GOVERNMENT SHOULD DO? AND WHICH OF THE FOLLOWING, IF ANY, DO YOU THINK THE GOVERNMENT WILL DO?



Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

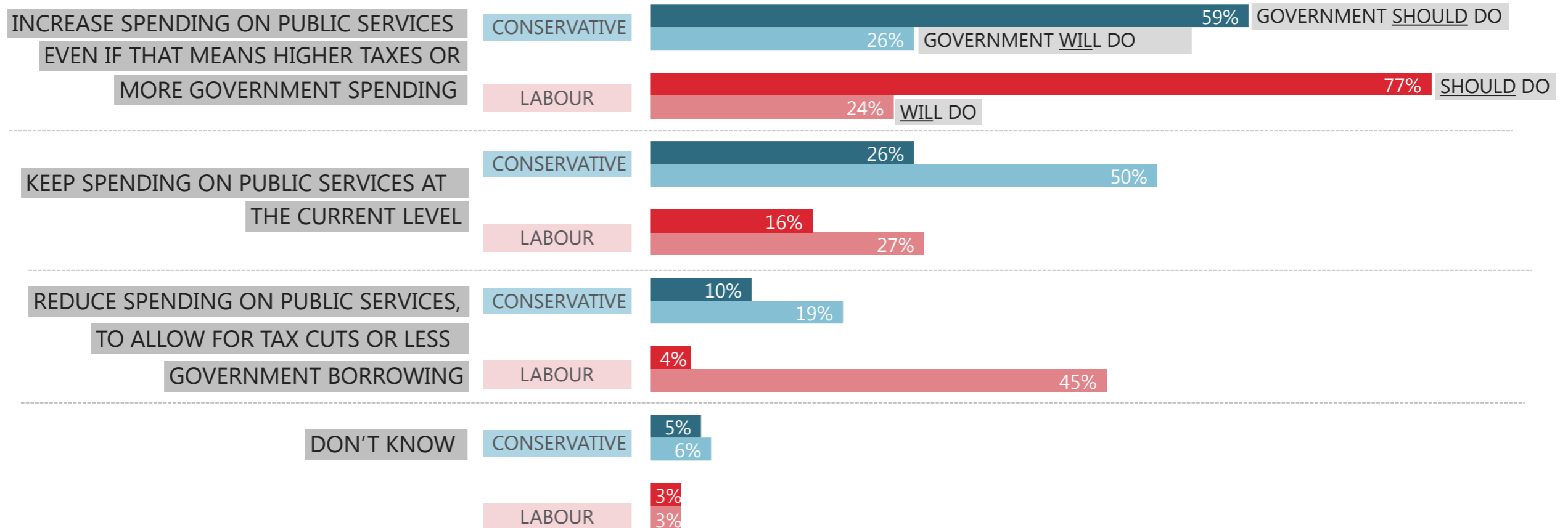
Source: Ipsos MORI Political Monitor



# Government spending: increase, maintain or reduce?

## Party support

I'D LIKE YOU TO THINK ABOUT HOW MUCH THE GOVERNMENT SPENDS ON PUBLIC SERVICES, WHICH IS FUNDED BY TAXATION OR GOVERNMENT BORROWING. WHICH OF THE FOLLOWING OPTIONS, IF ANY, DO YOU THINK THE GOVERNMENT SHOULD DO? AND WHICH OF THE FOLLOWING, IF ANY, DO YOU THINK THE GOVERNMENT WILL DO?

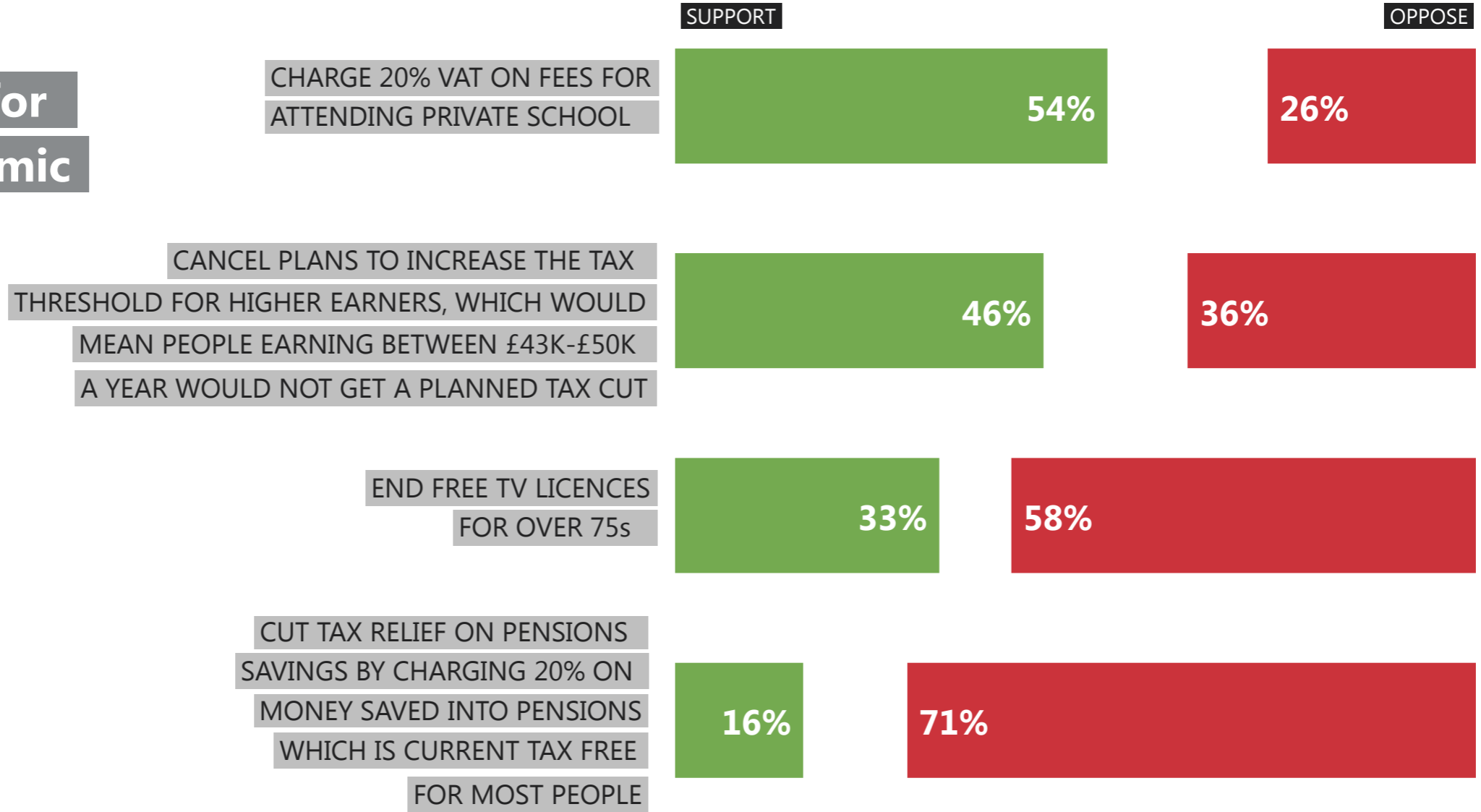


Base: 351 Conservative party supporters, 324 Labour party supporters, 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor

# Public support for potential economic policies

TO WHAT EXTENT, IF AT ALL, DO YOU SUPPORT OR OPPOSE EACH OR THE FOLLOWING POLICIES?



Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor





**October 2018**

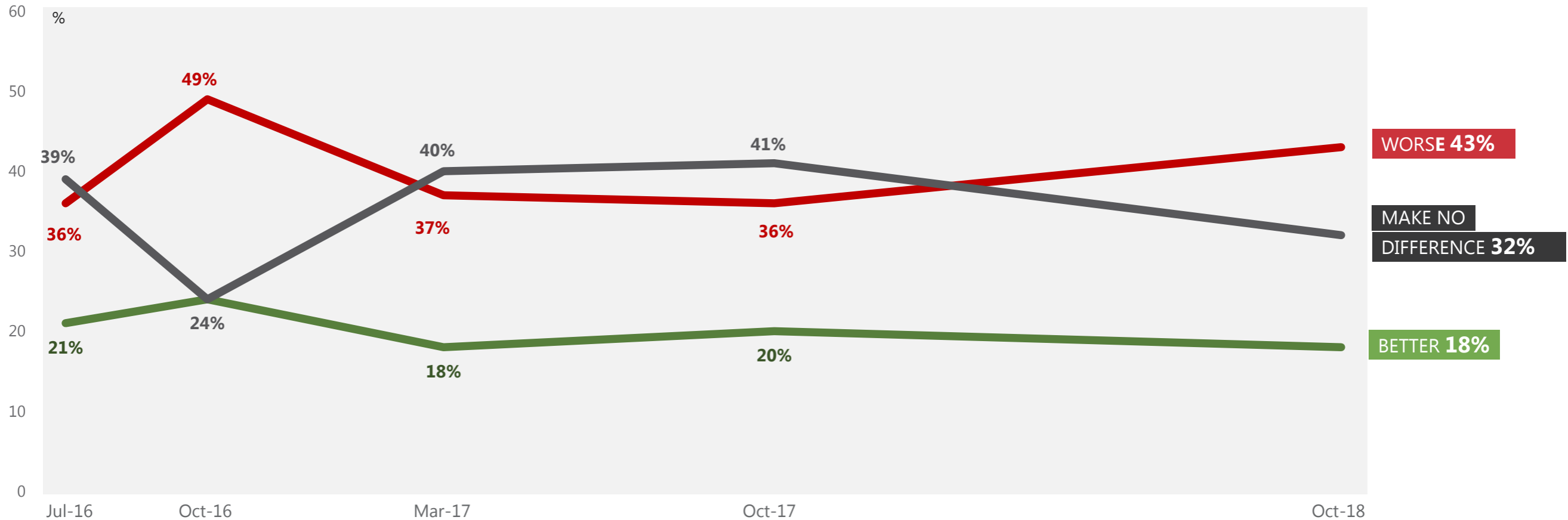
**BREXIT**



**Ipsos MORI**

# Brexit's impact on living standards

NOW THAT BRITAIN HAS VOTED TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR YOUR OWN STANDARD OF LIVING, OR WILL IT MAKE NO DIFFERENCE?



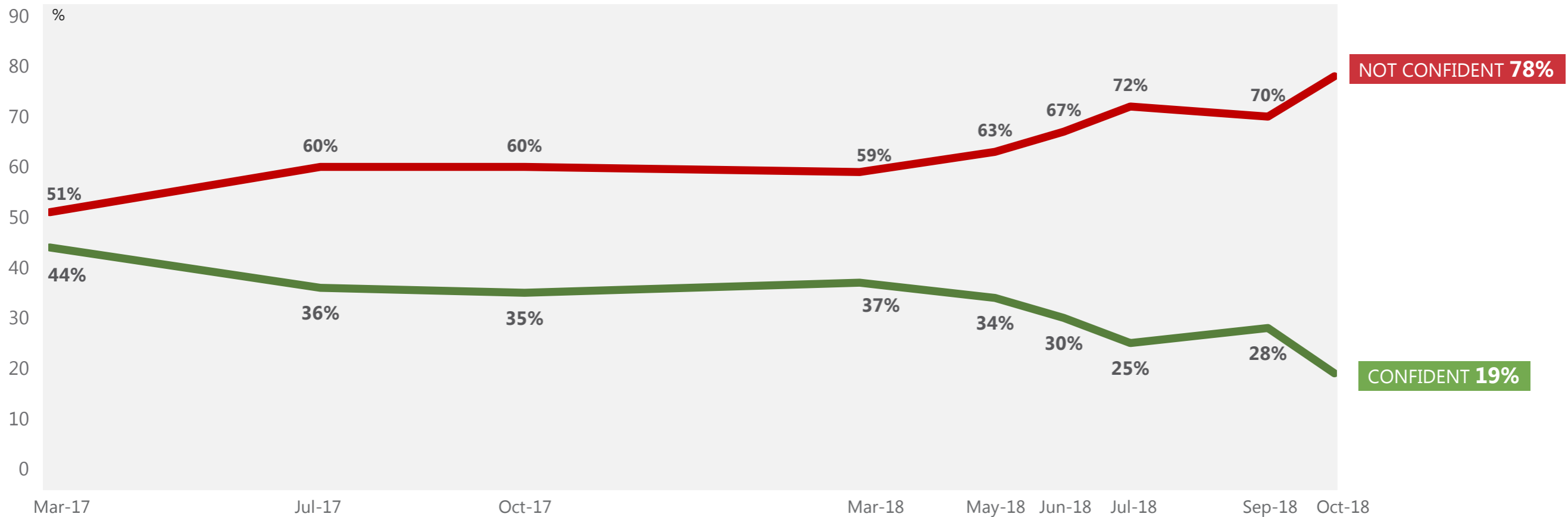
Base: c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor



# Confidence in May to get a good Brexit deal for Britain

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?



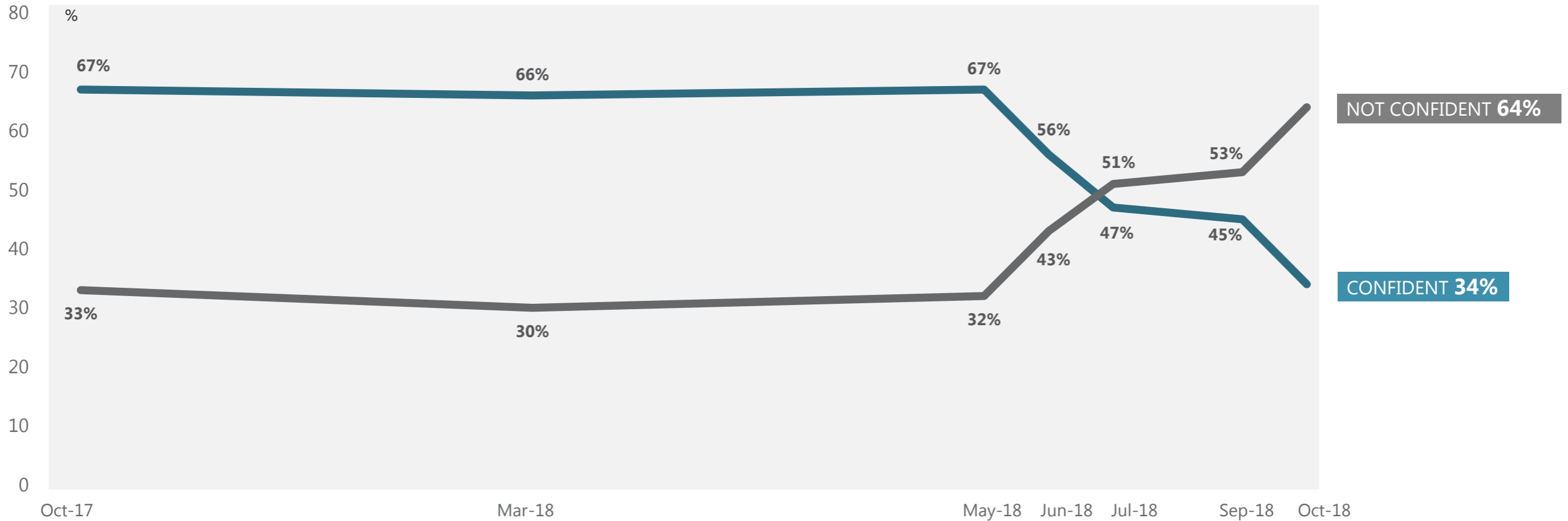
Base: c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor



# Confidence in May to get a good deal for Britain (amongst Conservative supporters)

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?



Base: c. 350 Conservative party supporters each month

Source: Ipsos MORI Political Monitor

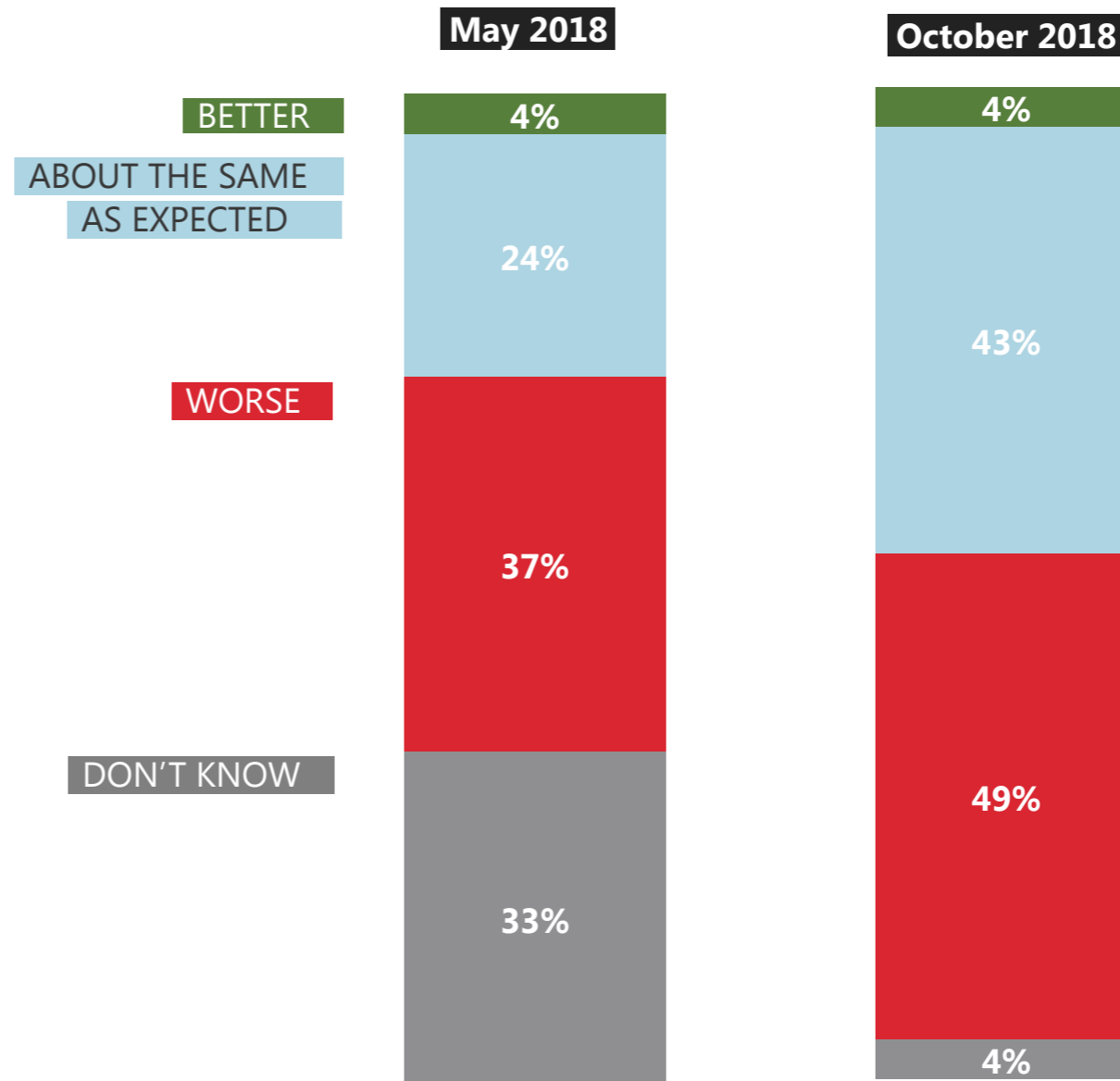




# Public perceptions of the Brexit process

REGARDLESS OF HOW YOU VOTED IN EU REFERENDUM, DO YOU BELIEVE THAT BRITAIN'S EXIT FROM THE EUROPEAN UNION IS WORKING OUT BETTER OR WORSE, OR ABOUT THE SAME AS YOU EXPECTED?

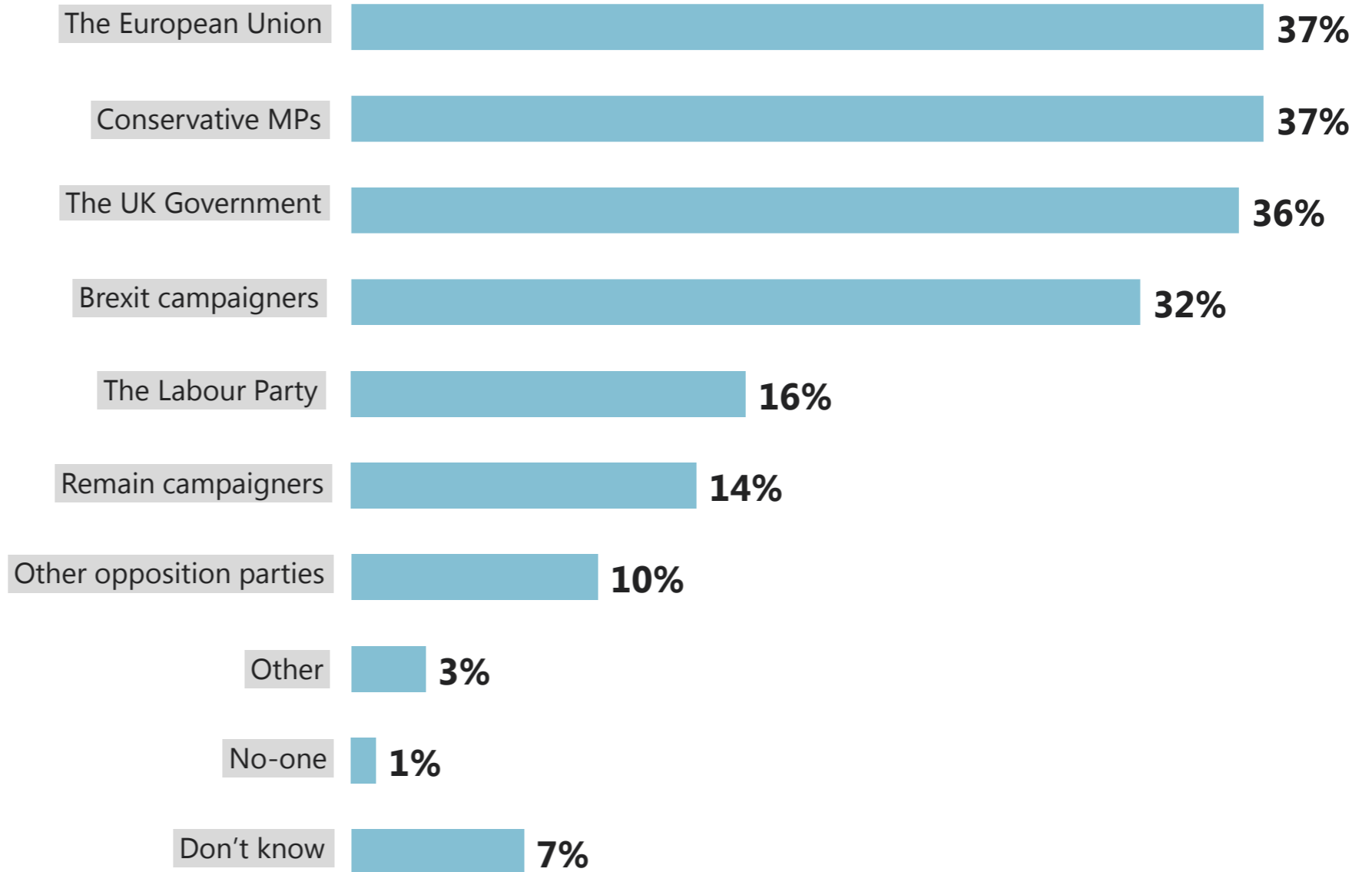
Base: c.1,000 British adults each month



Source: Ipsos MORI Political Monitor

# Attributing blame in the case of a no deal Brexit

AND IF BRITAIN AND OTHER EUROPEAN UNION LEADERS FAIL TO REACH AN AGREEMENT ON THE NEW TERMS OF BRITAIN'S FUTURE RELATIONSHIP WITH THE EU BY THE TIME BRITAIN LEAVES, WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU THINK WILL BE THE MOST TO BLAME?

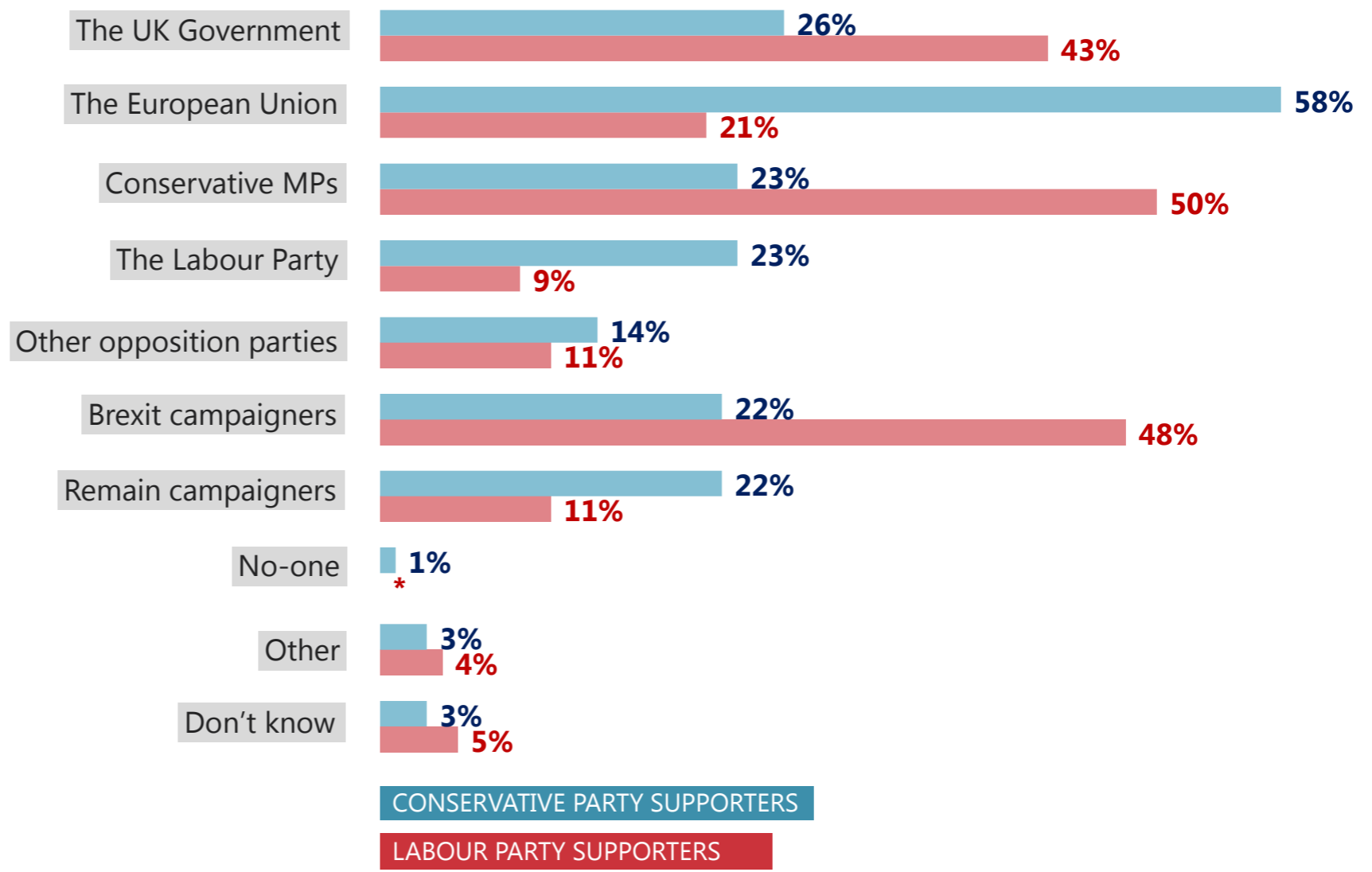


Base: 1044 British adults 18+ 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor

# Attributing blame in the case of a no deal Brexit

AND IF BRITAIN AND OTHER EUROPEAN UNION LEADERS FAIL TO REACH AN AGREEMENT ON THE NEW TERMS OF BRITAIN'S FUTURE RELATIONSHIP WITH THE EU BY THE TIME BRITAIN LEAVES, WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU THINK WILL BE THE MOST TO BLAME?



Base: 351 Conservative party supporters, 324 Labour party supporters, 19<sup>th</sup> – 22<sup>nd</sup> October 2018

Source: Ipsos MORI Political Monitor

