How would you vote if there were a general election tomorrow?

**Headline Voting Intention**

- **Conservative**: 39%
- **Labour**: 37%
- **Lib Dem**: 10%
- **UKIP**: 5%
- **Green**: 5%

Conservative lead = +2

**All Giving a Voting Intention**

- **Conservative**: 39%
- **Labour**: 38%
- **Lib Dem**: 9%
- **UKIP**: 5%
- **Green**: 4%

Conservative lead = +1

Base: 1044 British adults 18+, 19th–22nd 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?

- Cameron elected (Dec 05)
- Brown as PM (June 07)
- Miliband elected (Sept 10)
- Corbyn elected (Sept 15)
- May as PM (July 16)

Conservative 39%
Labour 37%
Lib Dem 10%
Green 5%
UKIP 5%

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
Satisfaction with Government and Party Leaders

October 2018
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?

<table>
<thead>
<tr>
<th>Leader</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Don’t Know</th>
<th>Net</th>
<th>Swing from Sept 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theresa May</td>
<td>29%</td>
<td>61%</td>
<td>10%</td>
<td>-32</td>
<td>-0.5%</td>
</tr>
<tr>
<td>Jeremy Corbyn</td>
<td>28%</td>
<td>59%</td>
<td>14%</td>
<td>-31</td>
<td>+5.5%</td>
</tr>
<tr>
<td>Vince Cable</td>
<td>19%</td>
<td>38%</td>
<td>42%</td>
<td>-19</td>
<td>-2%</td>
</tr>
<tr>
<td>The Government</td>
<td>22%</td>
<td>70%</td>
<td>8%</td>
<td>-48</td>
<td>+2%</td>
</tr>
</tbody>
</table>
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?

2016 EU Ref

% satisfied

0 10 20 30 40 50 60


MAY 29%
CORBYN 28%
CABLE 19%

GENERAL ELECTION

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?

NUMBER OF MONTHS AFTER BECOMING OPPOSITION LEADER

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
How satisfied or dissatisfied are you with the way the government is running the country?

Net satisfaction with the Government (1979 – 2018)

Theresa May’s Government

NUMBER OF MONTHS AFTER ASSUMING GOVERNMENT

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

**October 2018**

61% Dissatisfied

10% Don't know

29% Satisfied

NET = -32

**August 2016 – October 2018**

Source: Ipsos MORI Political Monitor

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

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

<table>
<thead>
<tr>
<th>October 2018</th>
<th>August 2016 – October 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>37%</strong> Dissatisfied</td>
<td><strong>Satisfied 57%</strong></td>
</tr>
<tr>
<td><strong>5%</strong> Don’t know</td>
<td><strong>Dissatisfied 37%</strong></td>
</tr>
<tr>
<td><strong>57%</strong> Satisfied</td>
<td></td>
</tr>
</tbody>
</table>

**NET = +20**

*Base: 351 Conservative supporters 18+ – 19th – 22nd October 2018*

*Source: Ipsos MORI Political Monitor*
Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour Party?

**October 2018**

- **59%** Dissatisfied
- **14%** Don’t know
- **28%** Satisfied

**NET = -31**

**September 2015 – October 2018**

- **DISSATISFIED 59%**
- **SATISFIED 28%**

**Base:** 1044 British adults 18+ 19th – 22nd 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?

**Satisfaction amongst Labour supporters**

- **October 2018**
  - 32% Dissatisfied
  - 8% Don’t know
  - 59% Satisfied
  - **NET = +27**

- **September 2015 – October 2018**
  - **SATISFIED 59%**
  - **DISSATISFIED 32%**

**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

- 38% Dissatisfied
- 42% Don’t know
- 19% Satisfied
- NET = -19

September 2017 – October 2018

- DISSATISFIED 38%
- SATISFIED 19%

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**

- **Improve**: 14%
- **Stay the same**: 21%
- **Get worse**: 61%
- **Don’t know**: 5%

**EOI = -47**

**January 2007 - October 2018**

- **GET WORSE**
- **STAY THE SAME**
- **GET BETTER**

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

*Source: Ipsos MORI Political Monitor*
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

Economic Optimism Index – 1998-2018

NET OPTIMISM = -47

Source: Ipsos MORI Political Monitor

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

**Economy**

- **AGREE**: 35%
- **DISAGREE**: 56%
- **DON’T KNOW**: 9%

**Public Services**

- **AGREE**: 26%
- **DISAGREE**: 66%
- **DON’T KNOW**: 8%

**Net:** -21

**Net:** -40

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

**Source:** Ipsos MORI Political Monitor
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?

Source: Ipsos MORI Political Monitor

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

Source: Ipsos MORI Political Monitor

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor
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**

- **Satisfied**: 36%
- **Dissatisfied**: 45%
- **Don't know**: 19%

**Net**: -9

**October 2017**

- **Satisfied**: 30%
- **Dissatisfied**: 43%
- **Don't know**: 27%

**Net**: -13

**Base**: 1044 British adults 18+ 19th – 22nd 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?

Source: Ipsos MORI Political Monitor

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor
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?

**Government spending: increase, maintain or reduce?**

**Government should do:**
- Increase spending on public services, even if that means higher taxes or more government spending: 66%
- Keep spending on public services at the current level: 20%
- Reduce spending on public services, to allow for tax cuts or less government borrowing: 8%
- Don’t know: 6%

**Government will do:**
- Increase spending on public services, even if that means higher taxes or more government spending: 24%
- Keep spending on public services at the current level: 36%
- Reduce spending on public services, to allow for tax cuts or less government borrowing: 33%
- Don’t know: 7%

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

**Source:** Ipsos MORI Political Monitor
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?

**Government spending: increase, maintain or reduce?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Conservative</th>
<th>Labour</th>
<th>Government Should Do</th>
<th>Government Will Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase spending on public services, even if that means higher taxes or more government spending</td>
<td>26%</td>
<td>24%</td>
<td>59%</td>
<td>77%</td>
</tr>
<tr>
<td>Keep spending on public services at the current level</td>
<td>26%</td>
<td>16%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Reduce spending on public services, to allow for tax cuts or less government borrowing</td>
<td>10%</td>
<td>4%</td>
<td>19%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Base: 351 Conservative party supporters, 324 Labour party supporters, 19th – 22nd 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?

- Charge 20% VAT on fees for attending private school: 54% support, 26% oppose
- Cancel plans to increase the tax threshold for higher earners, which would mean people earning between £43k–£50k a year would not get a planned tax cut: 46% support, 36% oppose
- End free TV licences for over 75s: 33% support, 58% oppose
- Cut tax relief on pensions savings by charging 20% on money saved into pensions which is current tax free for most people: 16% support, 71% oppose

Source: Ipsos MORI Political Monitor

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

Worse: 43%
Better: 18%
Make no difference: 32%

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?

May 2018
- Better: 4%
- About the same as expected: 24%
- Worse: 37%
- Don’t know: 33%

October 2018
- Better: 4%
- About the same as expected: 43%
- Worse: 49%
- Don’t know: 4%

Source: Ipsos MORI Political Monitor
Base: c.1,000 British adults each month
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?

- The European Union: 37%
- The UK Government: 36%
- Brexit campaigners: 32%
- The Labour Party: 16%
- Remain campaigners: 14%
- Other opposition parties: 10%
- Other: 3%
- No-one: 1%
- Don't know: 7%

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

<table>
<thead>
<tr>
<th>Entity</th>
<th>Conservative Party Supporters</th>
<th>Labour Party Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>The UK Government</td>
<td>26%</td>
<td>43%</td>
</tr>
<tr>
<td>The European Union</td>
<td>21%</td>
<td>58%</td>
</tr>
<tr>
<td>Conservative MPs</td>
<td>23%</td>
<td>50%</td>
</tr>
<tr>
<td>The Labour Party</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>Other opposition parties</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Brexit campaigners</td>
<td>22%</td>
<td>48%</td>
</tr>
<tr>
<td>Remain campaigners</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>No-one</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Other includes: the other opposition parties, the UK Government, the UK Parliament, the UK public, other, don’t know.

**Base:** 351 Conservative party supporters, 324 Labour party supporters, 19th – 22nd October 2018

**Source:** Ipsos MORI Political Monitor