

Ipsos MORI October 2018 Political Monitor Topline Results

29th October 2018

Fieldwork: 19th – 22nd October 2018

Technical Details

Ipsos MORI interviewed a representative sample of 1044 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 19th – 22nd October 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 (777)

	Q1a/b October %	Q1a/b September %
Conservative	39	39
Labour	37	37
Liberal Democrats (Lib Dem)	10	13
Scottish/Welsh Nationalist	5	3
Green Party	5	5
UK Independence Party	5	2
Other	*	1
Conservative lead (±%)	+2	+2
<i>Would not vote</i>	1	*
<i>Undecided</i>	3	3
<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	39
Labour	38
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	5
Other	*
Conservative lead (±%)	+1
<i>Would not vote</i>	11
<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	67
9	3
8	4
7	3
6	3
5	6
4	2
3	1
2	1
1 – absolutely certain not to vote	9
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 '18	22	70	8	-48
Sept '18	20	72	8	-52
May (Q4) Oct '18	29	61	10	-32
Sept '18	29	62	9	-33
Corbyn (Q5) Oct '18	28	59	14	-31
Sept '18	24	66	10	-42
Cable (Q6) Oct '18	19	38	42	-19
Sept '18	24	39	38	-15

- 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 %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q3) Oct '18	351	47	47	6	0
Sept '18	334	40	51	9	-11
May (Q4) Oct '18	351	57	37	5	+20
Sept '18	334	56	35	9	+21
Corbyn (Q5) Oct '18	324	59	32	8	+27
Sept '18	359	48	44	8	+4

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?

	Oct '18 %	Sept '18 %
Improve	14	15
Stay the same	21	19
Get worse	61	59
Don't know	5	7
Ipsos MORI Economic Optimism Index (EOI)	-47	-44

The Budget

- 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 '12 %	Mar '15 %	Nov '15 %	Mar '16 %	Mar '17 %	Nov '17 %	Oct '18 %
Agree	46	53	48	43	44	41	35
Disagree	47	39	47	49	50	54	56
Don't know	6	7	5	8	7	4	9

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

	Oct '13 %	Mar '15 %	Aug '15 %	Nov '15 %	Nov '17 %	Oct '18 %
Agree	35	33	37	27	30	26
Disagree	59	60	56	67	64	66
Don't know	6	7	6	5	6	8

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?

	Satisfied %	Dissatisfied %	Don't know %
Clarke December 1993	31	49	20
Brown July 1997	52	20	28
Darling March 2008	28	44	28
Osborne June 2010	40	23	37
Osborne March 2016	27	60	13
Hammond Nov '16	39	28	34
Hammond March 2017	34	46	20
Hammond Nov '17	36	45	19
Hammond Oct '18	30	43	27

Base: Conservative party supporters (351)

	Satisfied %	Dissatisfied %	Don't know %
Osborne June 2010	64	7	29
Osborne March 2016	58	31	10
Hammond Nov '16	61	12	27
Hammond March 2017	60	26	14
Hammond Nov '17	62	22	17
Hammond Oct '18	51	31	18

Q10a I'd now 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?

b) And which one of the following, if any, do you think the government will do?

	The Government <u>should</u> %	The Government <u>will</u> %
Increase spending on public services, even if that means higher taxes or more government borrowing	66	24
Keep spending on public services at the current level	20	36
Reduce spending on public services, to allow for tax cuts or less government borrowing	8	33
Don't know	6	7

Q11 To what extent, if at all, do you support or oppose each of the following policies?

	Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Support %	Oppose %
Charge 20% VAT on fees for attending private school	34	20	15	11	15	5	54	26
Cut tax relief on pensions savings, by charging 20% tax on money saved into pensions which is currently tax free for most people	9	7	9	17	54	4	16	71
Cancel plans to increase the tax threshold for higher earners, which would mean people earning between £43,000 and £50,000 a year would not get a planned tax cut	27	19	13	14	22	5	46	36
End free TV licences for over 75s	21	12	9	8	50	1	33	58

Brexit

I'd now like to ask you some questions about the ongoing negotiations on Britain's future relationship with the European Union after it leaves in March next year.

Q12 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 '18	8	10	32	20	23	6	18	43
Oct '17	8	12	41	23	13	4	20	36
Mar '17	8	10	40	20	17	5	18	37
Oct '16	13	11	24	24	25	4	24	49
July '16	9	12	39	24	12	4	21	36
May '16	7	11	46	19	10	7	18	29

Q13 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 all %	Don't know %	Confident %	Not confident %
Oct '18	2	17	35	43	3	19	78
Sep '18	4	24	37	33	2	28	70
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

Base: Conservative party supporters (351)

	Very confident	Fairly confident	Not very confident	Not confident at all	Don't know	Confident	Not confident
	%	%	%	%	%	%	%
Oct '18	4	30	41	23	2	34	64
<i>Sep '18</i>	<i>7</i>	<i>38</i>	<i>40</i>	<i>13</i>	<i>2</i>	<i>45</i>	<i>53</i>
<i>Jul '18</i>	<i>7</i>	<i>40</i>	<i>39</i>	<i>12</i>	<i>3</i>	<i>47</i>	<i>51</i>
<i>Jun '18</i>	<i>11</i>	<i>45</i>	<i>32</i>	<i>11</i>	<i>2</i>	<i>56</i>	<i>43</i>
<i>May '18</i>	<i>10</i>	<i>57</i>	<i>23</i>	<i>9</i>	<i>1</i>	<i>67</i>	<i>32</i>
<i>Mar '18</i>	<i>16</i>	<i>51</i>	<i>23</i>	<i>10</i>	<i>1</i>	<i>67</i>	<i>33</i>
<i>Oct '17</i>	<i>12</i>	<i>54</i>	<i>22</i>	<i>8</i>	<i>4</i>	<i>66</i>	<i>30</i>
<i>Jul '17</i>	<i>14</i>	<i>59</i>	<i>15</i>	<i>11</i>	<i>2</i>	<i>73</i>	<i>26</i>

Q14 Regardless of how you voted in the EU referendum, do you believe Britain's exit from the European Union is working out better or worse, or about the same as you expected?

	Better	About the same as expected	Worse	Don't know
	%	%	%	%
Oct '18	4	43	49	4
<i>May '18</i>	<i>4</i>	<i>24</i>	<i>37</i>	<i>33</i>

Q15 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 most to blame?

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

Base: Conservative party supporters (351)

%

The UK Government	26
The European Union	58
Conservative MPs	23
The Labour Party	23
Other opposition parties	14
Brexit campaigners	22
Remain campaigners	22
No-one	1
Other	3
Don't know	3

Base: Labour party supporters (324)

%

The UK Government	43
The European Union	21
Conservative MPs	50
The Labour Party	9
Other opposition parties	11
Brexit campaigners	48
Remain campaigners	11
No-one	*
Other	4
Don't know	5