

Ipsos MORI September 2019 Political Monitor Topline Results

18th September 2019

Fieldwork: 13th- 16th September 2019

Technical Details

Ipsos MORI interviewed a representative sample of 1,006 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 13th – 16th September 2019. 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 (767)

	Q1a/b September %	Q1a/b July %
Conservative	33	34
Labour	24	24
Liberal Democrats (Lib Dem)	23	20
Scottish National Party/Plaid Cymru	4	5
Green Party	4	6
UK Independence Party	*	1
The Brexit Party	10	9
Other	1	2
Conservative lead (±%)	+9	+10
<i>Would not vote</i>	0	*
<i>Undecided</i>	6	3
<i>Refused</i>	*	*

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	32
Labour	24
Liberal Democrats (Lib Dem)	22
Scottish National Party/Plaid Cymru	4
Green Party	5
UK Independence Party	1
The Brexit Party	11
Other	1
Conservative lead (±%)	+8
<i>Would not vote</i>	8
<i>Undecided</i>	7
<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	66
9	6
8	4
7	3
6	1
5	6
4	1
3	3
2	1
1 – absolutely certain not to vote	7
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 18+

Are you satisfied or dissatisfied with the way Jo Swinson is doing her job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Swinson (Q6) Sept '19	35	40	25	-5
<i>July '19</i>	<i>28</i>	<i>28</i>	<i>44</i>	<i>0</i>

Among Liberal Democrat supporters (Base: 220)

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Swinson (Q6) Sept '19	79	12	9	+67
<i>July '19</i>	<i>69</i>	<i>9</i>	<i>22</i>	<i>+60</i>

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 '19	July '19
	%	%
Improve	15	18
Stay the same	20	19
Get worse	59	58
Don't know	6	5
Ipsos MORI Economic Optimism Index (EOI)	-44	-40

