

## Ipsos MORI October Political Monitor

### Topline Results

Fieldwork: 17<sup>th</sup> October- 19<sup>th</sup> October 2015

#### Technical Details

Ipsos MORI interviewed a representative sample of 1021 adults aged 18+ across Great Britain. Interviews were conducted by telephone 17th October- 19th October 2015. 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, those who are not absolutely certain to vote. 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 in "peacetime" (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. Voting intentions should be read in conjunction with other political indicators.

#### **Voting intentions: headline indicator**

In recent years, Ipsos MORI's headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters' likelihood to vote, Ipsos MORI is carrying out an internal review into improving the accuracy of our polls. As an interim measure, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take 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). This method would have given us the most accurate results in the 2015 General Election. As our internal review continues, however, and as we look to learn from the British Polling Council's own enquiry, we anticipate we will 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.

Please also note that the 'margin of error' on these figures is c.±4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far more likely to fall at 30% than at the extreme ends of this range. 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 773*

	Q1a/b %
Conservative	36
Labour	32
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	6
Green Party	3
UK Independence Party	12
Other	1
<b>Conservative lead (<math>\pm</math>%)</b>	<b>+4</b>
<i>Would not vote</i>	1
<i>Undecided</i>	3
<i>Refused</i>	3

### 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 in more recent years however, there have been differing turnout levels among the supporters of the various parties.

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?**

	%
Conservative	35
Labour	35
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	5
Green Party	3
UK Independence Party	12
Other	1
<b>Conservative lead (<math>\pm</math>%)</b>	<b>0</b>
<i>Would not vote</i>	8
<i>Undecided</i>	5
<i>Refused</i>	2

### Certainty of voting

Base: 1,021 British adults 18+

Q2 And how likely would you be to vote in an immediate 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	63
9	7
8	7
7	4
6	2
5	5
4	1
3	2
2	1
1 – absolutely certain not to vote	7
Don't know	1

### Satisfaction Ratings

#### Satisfaction among general public aged 18+

Base: 1,021 British adults 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 David Cameron is doing his 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 Tim Farron is doing his jobs as leader of the Liberal Democrats?
- Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job leader of UKIP, the UK Independence Party?

Base: 1,021 British adults 18+:

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	38	57	6	-19
Cameron (Q4)	42	51	7	-9
Corbyn (Q5)	37	39	25	-2
Farron (Q6)	22	27	51	-5
Farage (Q7)	45	37	18	+8

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way David Cameron is doing his 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 Tim Farron is doing his jobs as leader of the Liberal Democrats?
- Q7 Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of UKIP, the UK Independence Party?

Base: All party supporters (\*Government is based on Conservative supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government* (Q3)	321	75	19	6	<b>+56</b>
Cameron (Q4)	321	85	10	4	<b>+75</b>
Corbyn (Q5)	311	64	16	21	<b>+48</b>
Farron** (Q6)	80	61	14	25	<b>+47</b>
Farage** (Q7)	83	91	6	2	<b>+85</b>

\*\*Due to small base sizes please treat with caution

**Leadership**

Q18. Please tell me to what extent, if at all, you agree or disagree with the following statements?

Base: 1,021 British adults 18+

	The Labour Party should change their leader before the next general election in 2020		The Liberal Democrats should change their leader before the next general election in 2020 <i>(split sample: base 520)</i>		The Conservatives should change their leader before the next general election in 2020		The UK Independence Party should change their leader before the next general election in 2020 <i>(split sample: base 511)</i>
	Jun '14 %	Oct '15 %	Jun '14 %	Oct '15 %	Jun '14 %	Oct '15 %	Oct '15 %
Strongly agree	27	<b>30</b>	28	<b>16</b>	14	<b>22</b>	<b>15</b>
Tend to agree	22	<b>12</b>	16	<b>11</b>	13	<b>17</b>	<b>10</b>
Neither agree nor disagree	16	<b>21</b>	22	<b>36</b>	21	<b>25</b>	<b>33</b>
Tend to disagree	16	<b>12</b>	14	<b>12</b>	21	<b>13</b>	<b>14</b>
Strongly disagree	14	<b>19</b>	14	<b>10</b>	26	<b>19</b>	<b>17</b>
Don't know	4	<b>6</b>	5	<b>15</b>	4	<b>5</b>	<b>11</b>
<b>Agree</b>	<b>49</b>	<b>42</b>	<b>44</b>	<b>27</b>	<b>27</b>	<b>39</b>	<b>25</b>
<b>Disagree</b>	<b>30</b>	<b>31</b>	<b>28</b>	<b>22</b>	<b>47</b>	<b>32</b>	<b>31</b>