

Ipsos MORI October 2016 Political Monitor

Topline Results

21 October 2016

Fieldwork: 14th – 17th October 2016

Technical Details

Ipsos MORI interviewed a representative sample of 1,016 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 14th – 17th October 2016. 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 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 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 (749) Q1a/b %

Conservative	47
Labour	29
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	6
Other	*
Conservative lead (±%)	+18
<i>Would not vote</i>	1
<i>Undecided</i>	4
<i>Refused</i>	2

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	45
Labour	32
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	7
Other	1
Conservative lead (±%)	+13
<i>Would not vote</i>	8
<i>Undecided</i>	8
<i>Refused</i>	2

Certainty of voting

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	64
9	5
8	7
7	5
6	2
5	6
4	1
3	2
2	1
1 – absolutely certain not to vote	8
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 Tim Farron is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	37	53	9	-16
May (Q4)	48	32	19	+16
Corbyn (Q5)	31	55	15	-24
Farron (Q6)	22	34	44	-12

BASE: PARTY SUPPORTERS ONLY

- 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 Tim Farron is doing his job as leader of the Liberal Democrats?

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

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	376	69	20	11	+49
May (Q4)	376	80	8	12	+72
Corbyn (Q5)	274	54	32	14	+22
Farron** (Q6)	84	57	32	11	+25

**Due to small base size please treat with caution

Economic Optimism Index

- Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Improve	24
	Stay the same	17
	Get worse	53
	Don't know	5
Ipsos MORI Economic Optimism Index (EOI)		-29

Party Questions

Q10 I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to...
(Liberal Democrats base:533; UKIP base:483)

	Lab (Sept 2015)	Lab (Oct 2016)	Con (Sept 2015)	Con (Oct 2016)	Lib Dem* (Sept 2015)	Lib Dem* (Oct 2016)	UKIP *(Sept 2015)	UKIP *(Oct 2016)
	%	%	%	%	%	%	%	%
Keeps its promises	26	23	30	26	19	18	21	25
Understands the problems facing Britain	51	41	48	48	46	34	43	30
Has a good team of leaders	27	21	49	47	16	15	18	11
Will promise anything to win votes	60	57	68	65	59	55	60	61
Divided	75	82	38	52	50	35	52	64
Extreme	36	38	29	27	12	9	69	57
Looks after the interests of people like me	43	33	37	38	33	29	27	18
Fit to govern	35	26	56	53	17	18	16	11
Out of date	55	61	48	45	53	46	48	55
Different to the other parties	62	59	62	53	55	45	76	69
Concerned about people in real need in Britain	61	56	32	37	55	42	39	29
None of these	1	1	*	1	2	4	2	4
Don't know	2	2	2	3	6	12	5	5

Brexit

As you may know, Britain voted to leave the European Union in a referendum held in June this year.

Q11 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 as:
If Britain votes to leave the European Union, to what extent do you think it would be better or worse for each of the following, or would it make no difference?

	May '16	July '16	Oct '16
	%	%	%
A lot better	7	9	13
A little better	11	12	11
Make no difference	46	39	24
A little worse	19	24	24
A lot worse	10	12	25
Don't know	7	4	4
Better	18	21	24
Worse	29	36	49

Q12 **And as you may know there has been much discussion on what Britain’s relationship with the European Union should be after it leaves. Some say Britain should prioritise having access to the European Single Market while others think Britain should prioritise having control over immigration. What do you think Britain should prioritise?**

	%
Britain should prioritise having access to the European Single Market	45
Britain should prioritise having control over immigration	39
Neither	4
Prioritise having both	7
Don't know	5

Q13a **Recently the value of the British Pound has decreased compared with other currencies. On balance, do you think the fall in the Pound is a good thing or a bad thing for Britain, or does it make no difference?**

Q13b **Recently the value of the British Pound has decreased compared with other currencies. This is likely to mean imports to Britain from other countries will become more expensive, while British exports to other countries will be more competitive. On balance, do you think the fall in the Pound is a good thing or a bad thing for Britain, or does it make no difference?**

	Q13a % Base (483)	Q13b % Base (533)
Good thing	14	18
Bad thing	55	47
Makes no difference	26	30
Don't know	5	5