

October 2019

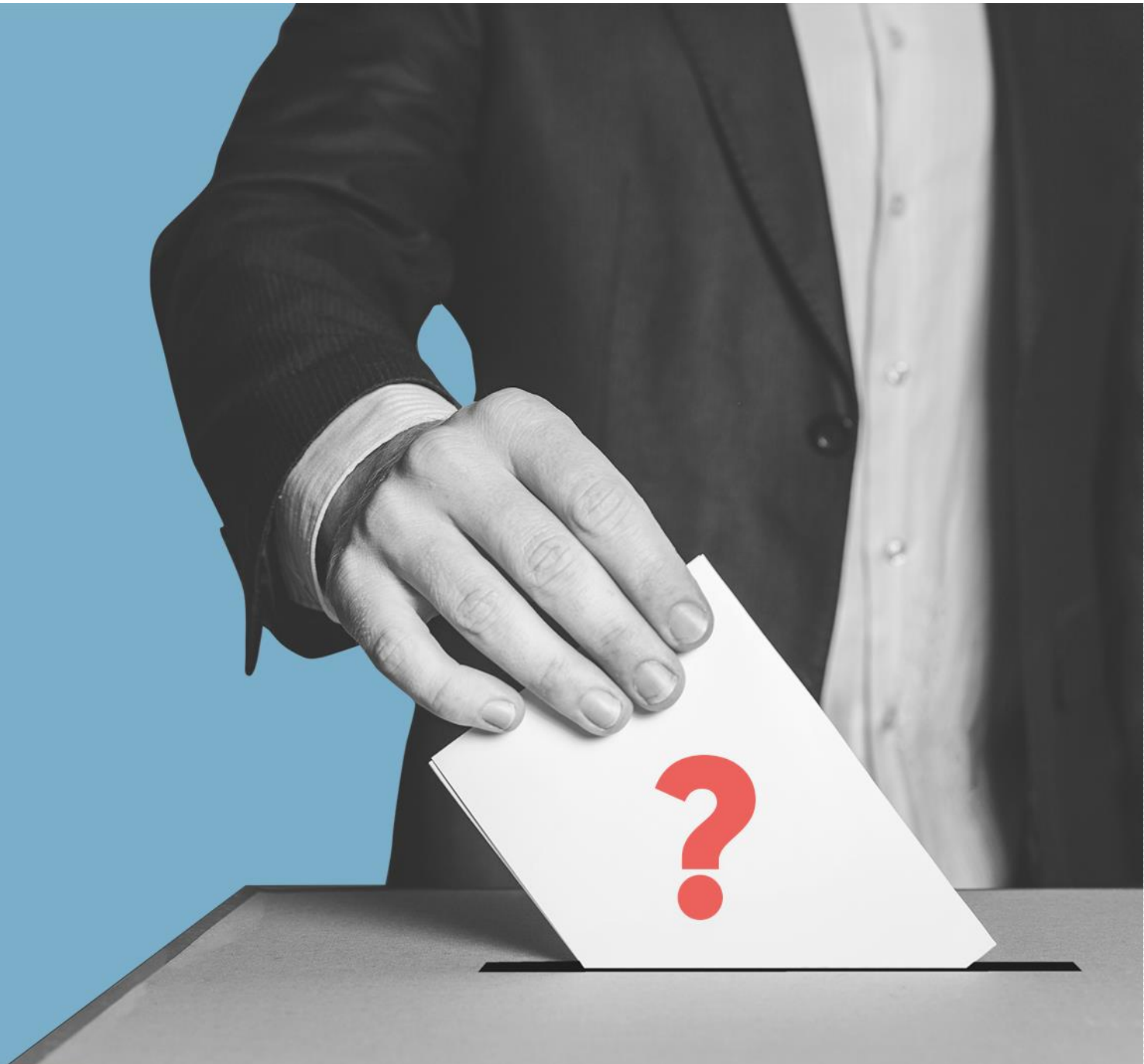
POLITICAL MONITOR



Ipsos MORI

**October 2019**

# VOTING INTENTIONS

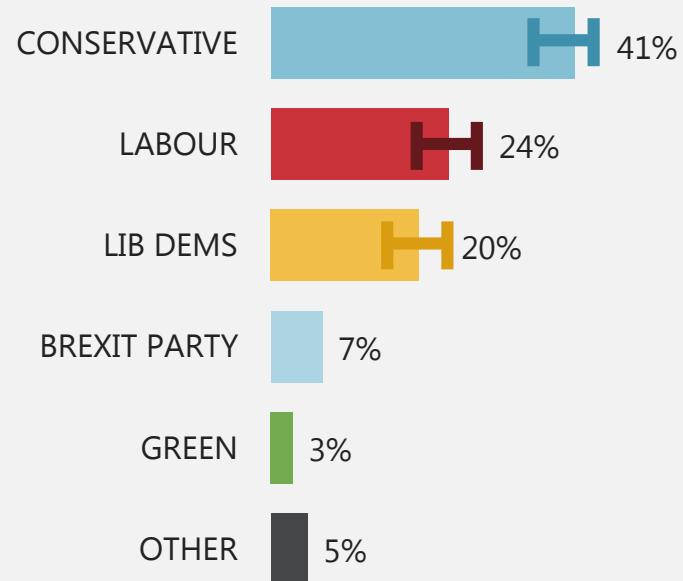


Ipsos MORI

# Voting Intention: October 2019

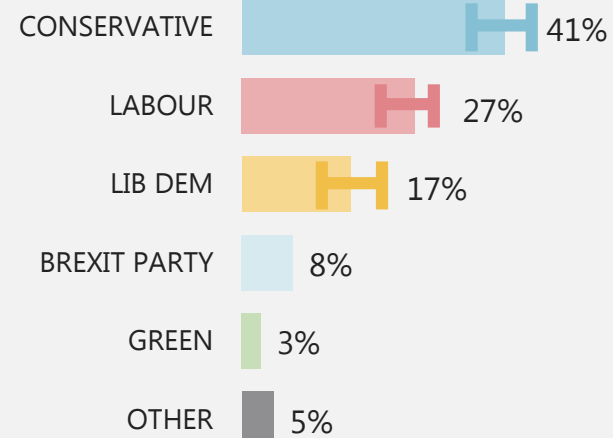
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

## HEADLINE VOTING INTENTION



**CONSERVATIVE LEAD = +17**

## ALL GIVING A VOTING INTENTION



**CONSERVATIVE LEAD = +14**

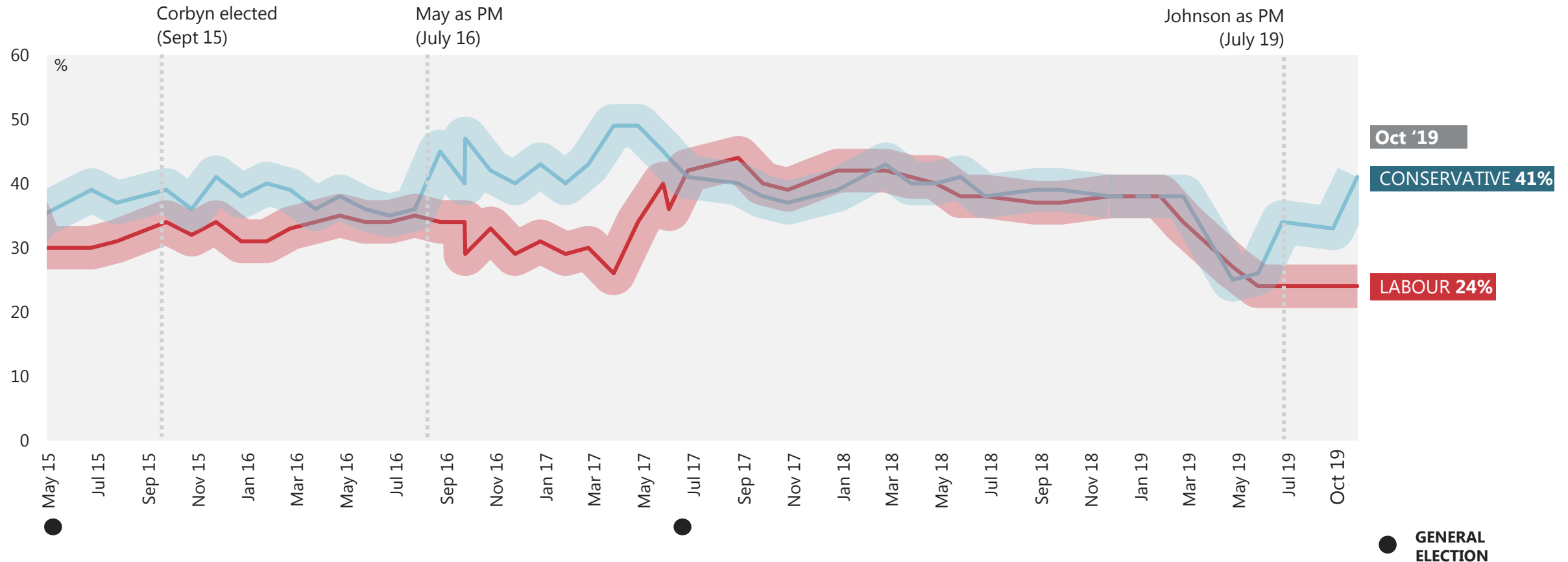


**Base:** 1,001 British adults 18+, 25-28 October 2019; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 791 Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



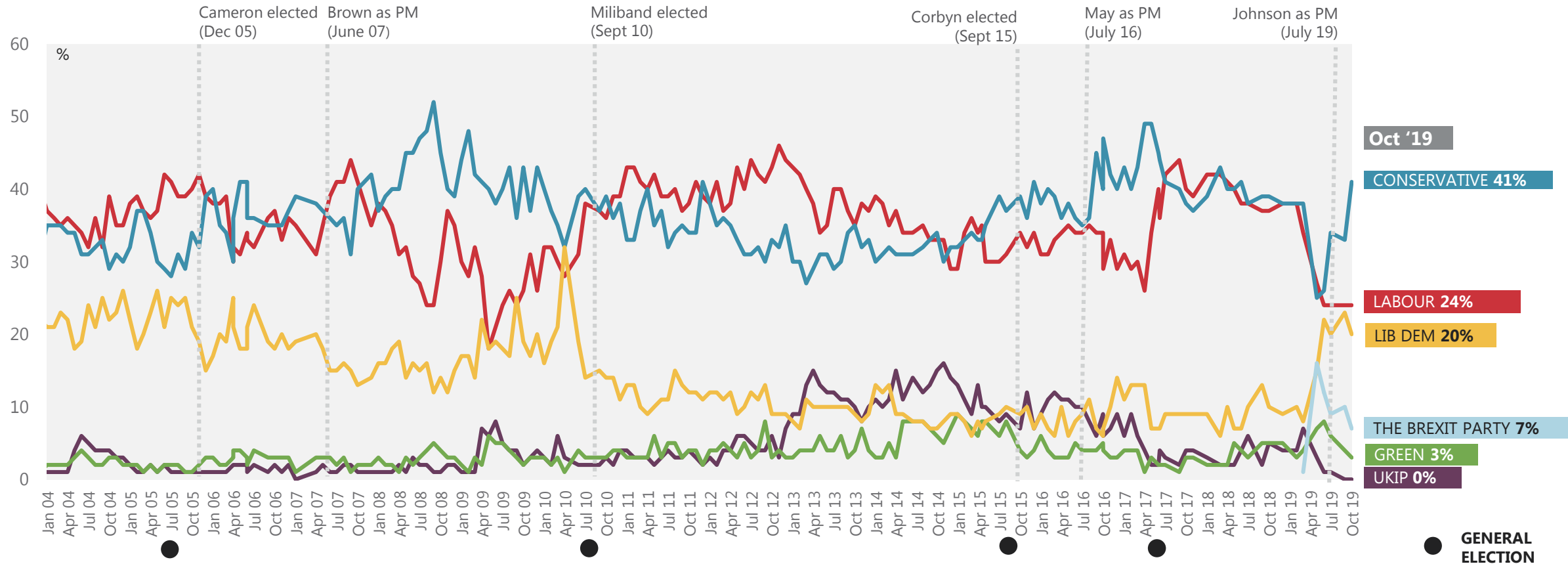
Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor



# Headline voting intention: January '04 – October '19

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. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor



**October 2019**

**SATISFACTION  
WITH GOVERNMENT  
AND PARTY  
LEADERS**

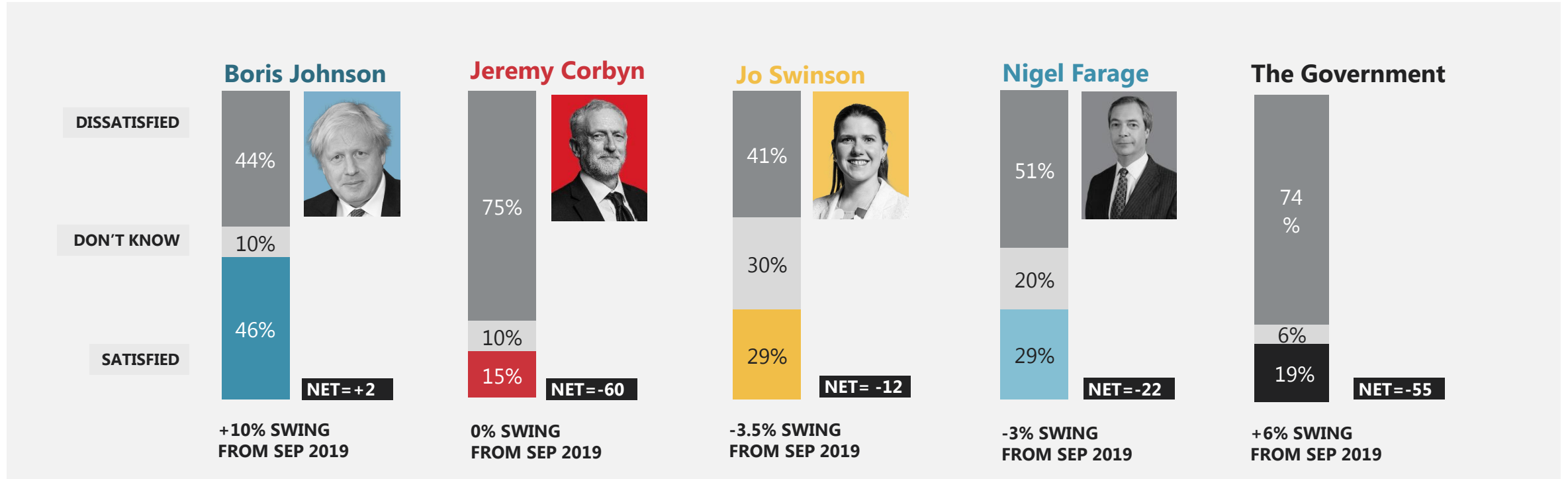


**Ipsos MORI**

# Satisfaction with leaders and the Government: October 2019

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/ LEADER OF THE BREXIT PARTY?



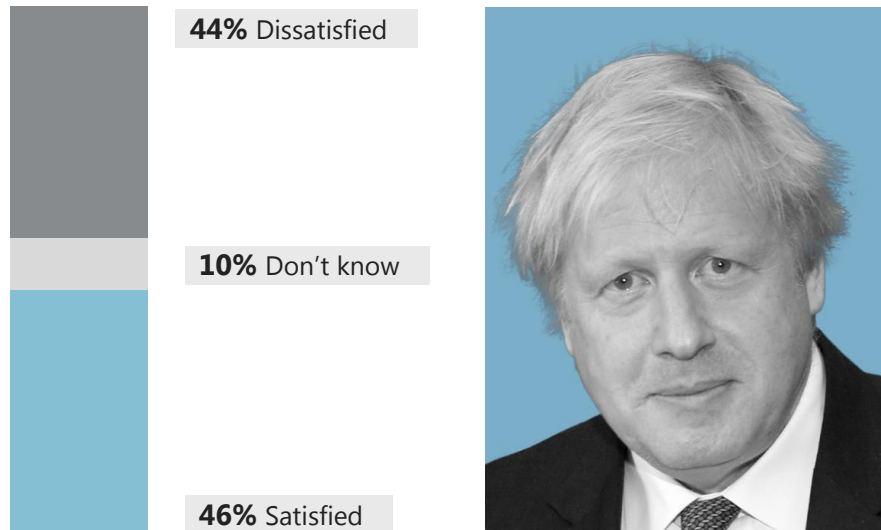
Base: 1,001 British adults 18+ 25-28 October 2019. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Boris Johnson Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY BORIS JOHNSON IS DOING HIS JOB AS PRIME MINISTER?

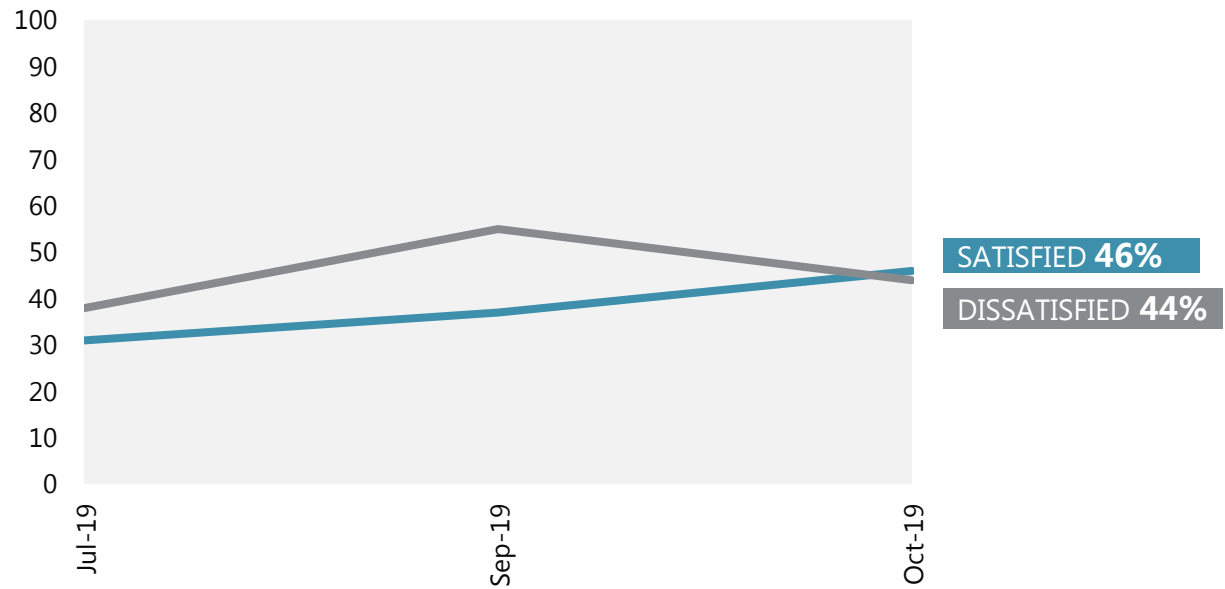
October 2019



NET = +2



July 2019 – October 2019



Base: 1,001 British adults 18+, 25-28 October 2019

Source: Ipsos MORI Political Monitor

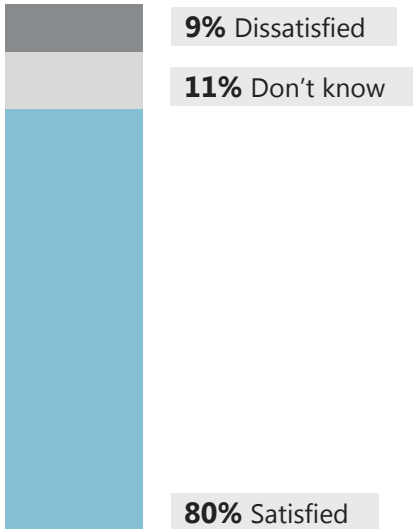


# Boris Johnson

# Satisfaction among Conservative supporters

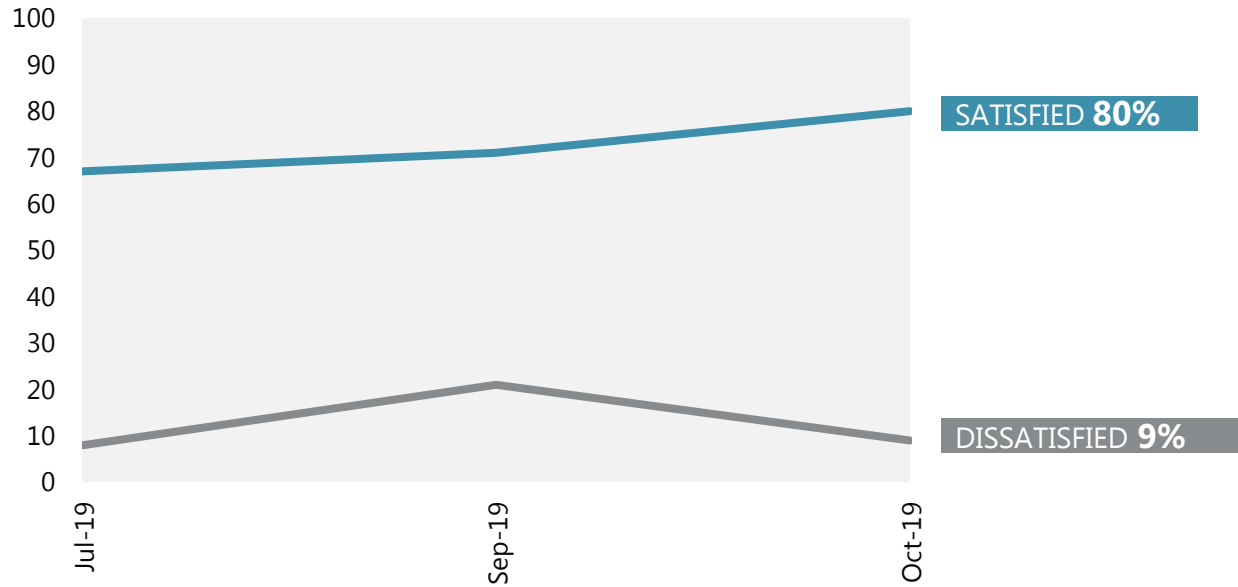
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY BORIS JOHNSON IS DOING HIS JOB AS PRIME MINISTER?

October 2019



NET = +71

July 2019 – October 2019



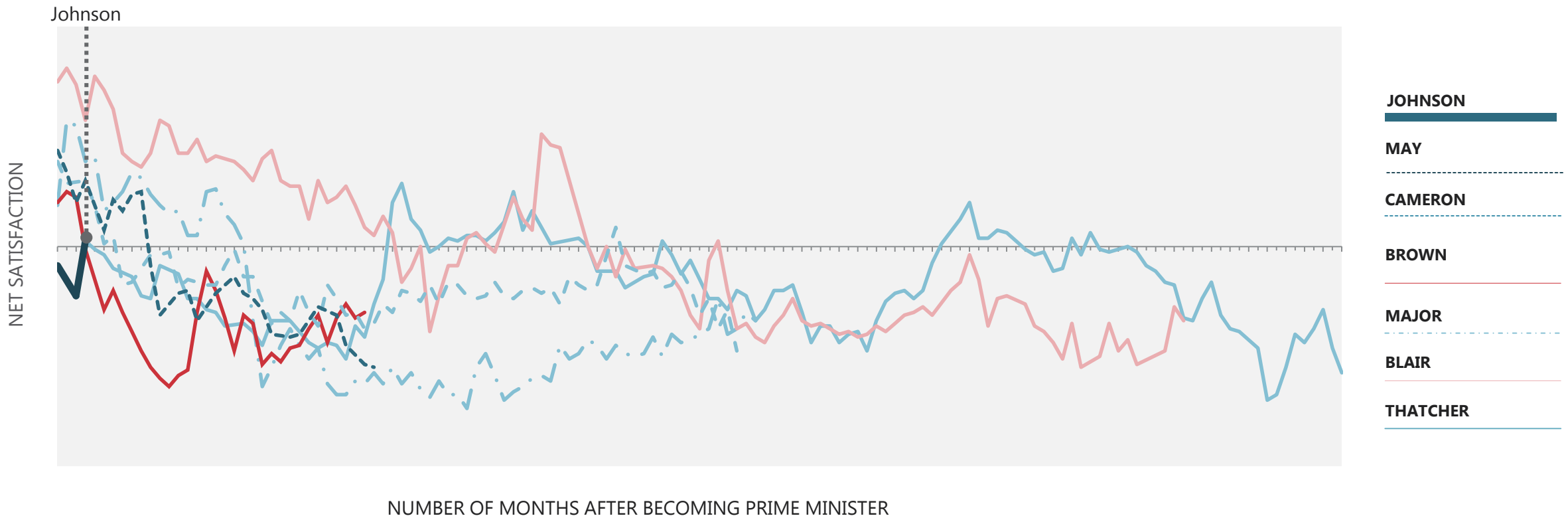
Base: 369 Conservative party supporters 18+, 25-28 October 2019

Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979-2019)

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

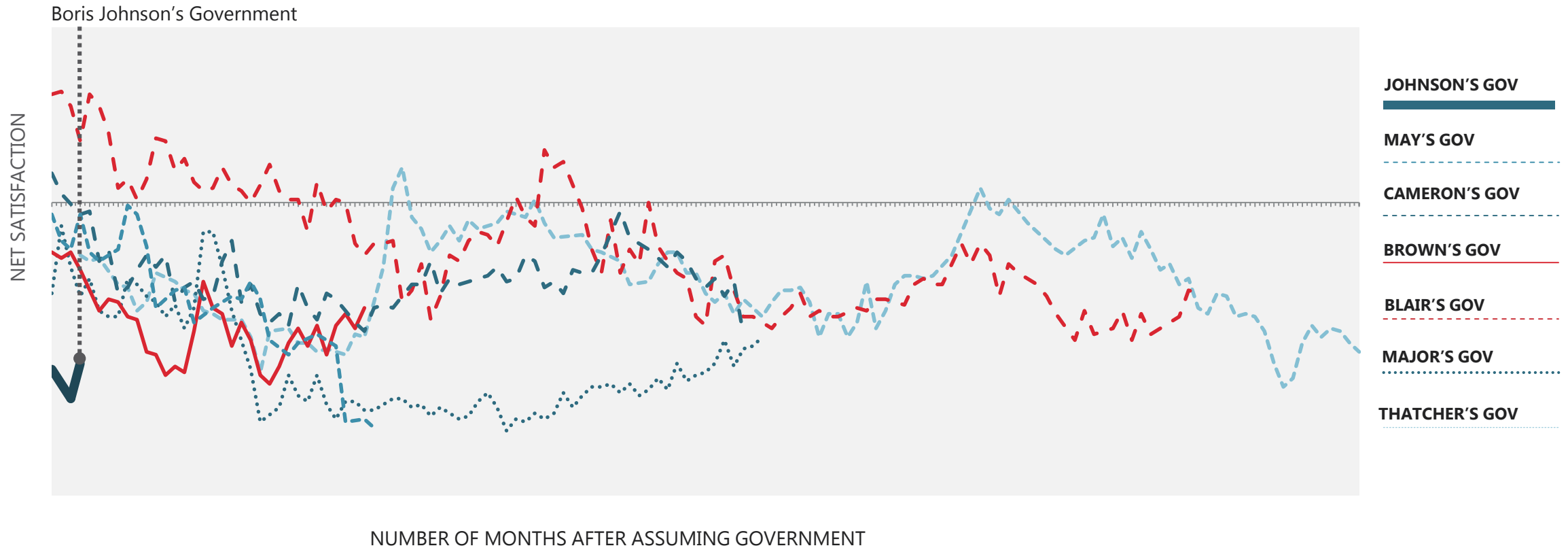
**Base:** c.1,000 British adults each month

**Source:** Ipsos MORI Political Monitor



# Net satisfaction with the Government (1979 – 2019)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY THE GOVERNMENT IS RUNNING THE COUNTRY?



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

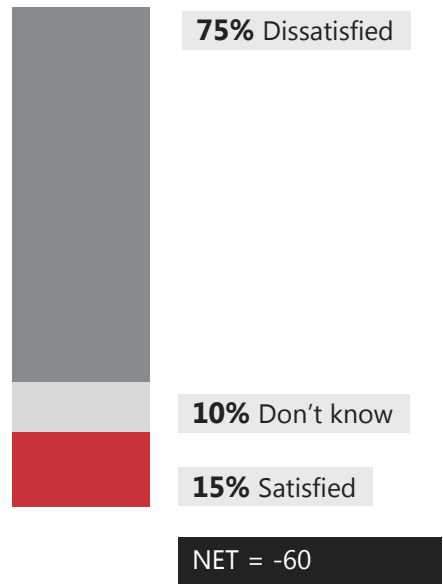
**Base:** c.1,000 British adults each month

**Source:** Ipsos MORI Political Monitor

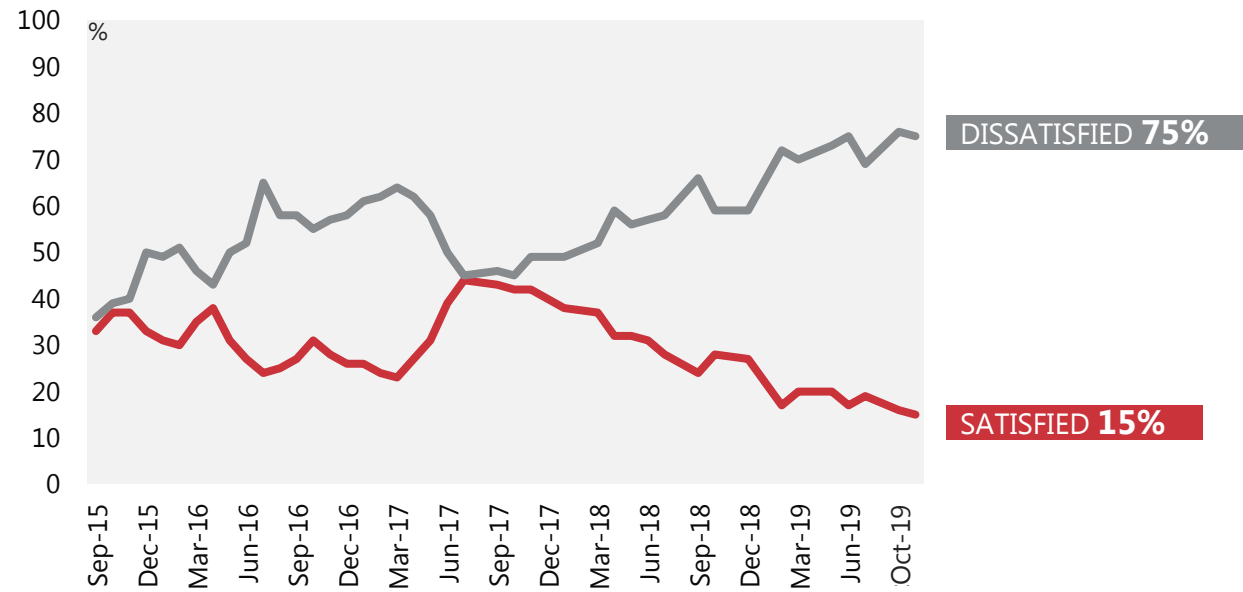
# Jeremy Corbyn Satisfaction

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

October 2019



September 2015 – October 2019



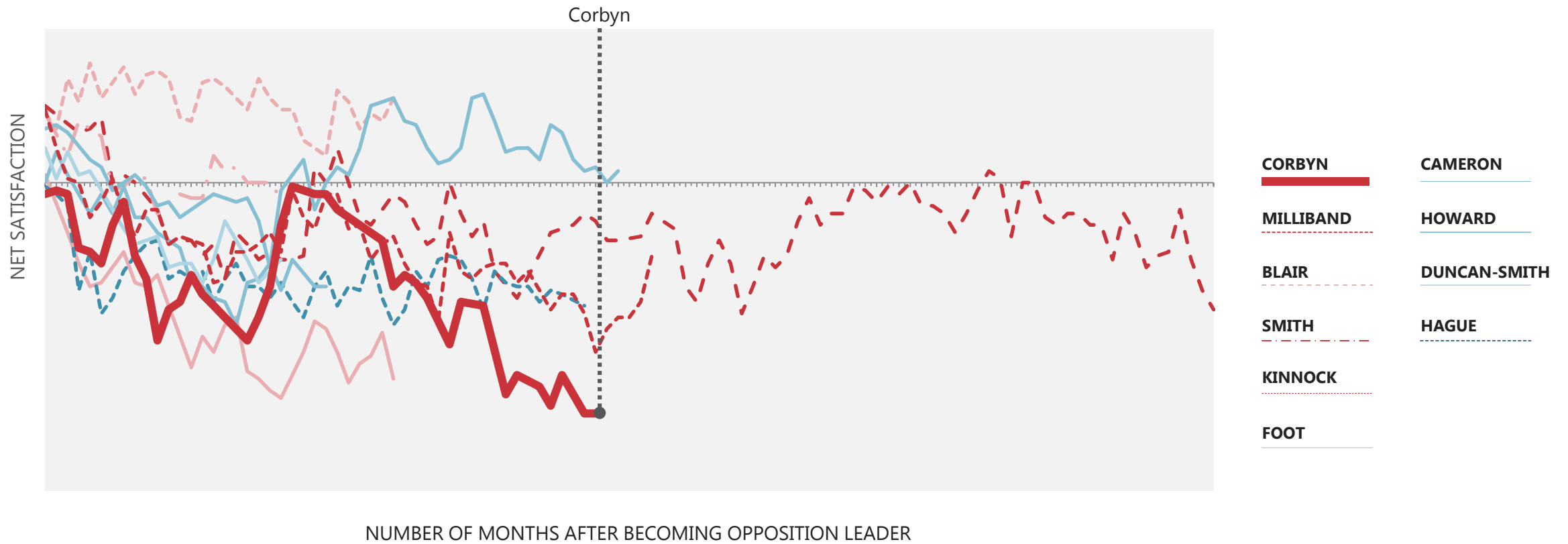
Base: 1,001 British adults 18+ 25-28 October 2019

Source: Ipsos MORI Political Monitor



# Net satisfaction with Opposition Leaders (1980 – 2019)

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS JOB AS LEADER OF THE ... PARTY?



**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

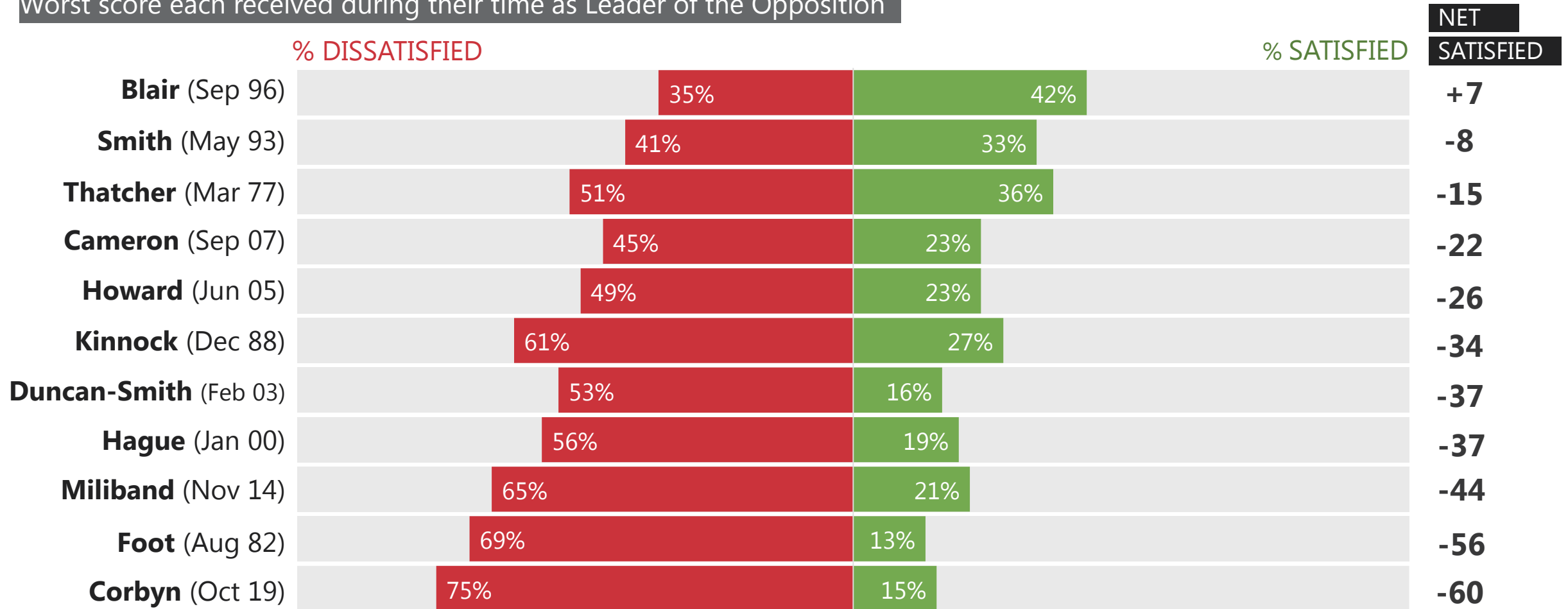
**Source:** Ipsos MORI Political Monitor



# Satisfaction with Leader of the Opposition

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS JOB AS LEADER OF THE ... PARTY?

Worst score each received during their time as Leader of the Opposition



**Note:** Data was collected within a month of each Prime Minister taking office, apart from Margaret Thatcher who became PM in May 1979 but the first Ipsos MORI political monitor did not run until August 1979. 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

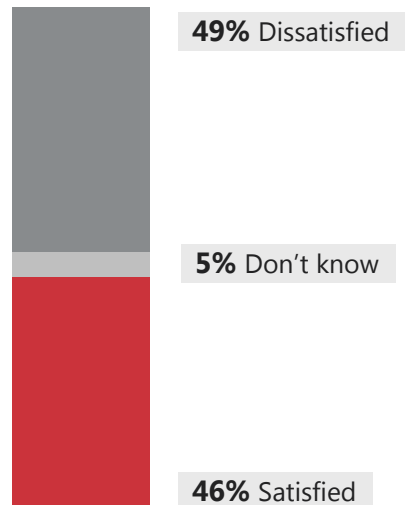
**Source:** Ipsos MORI Political Monitor



# 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?

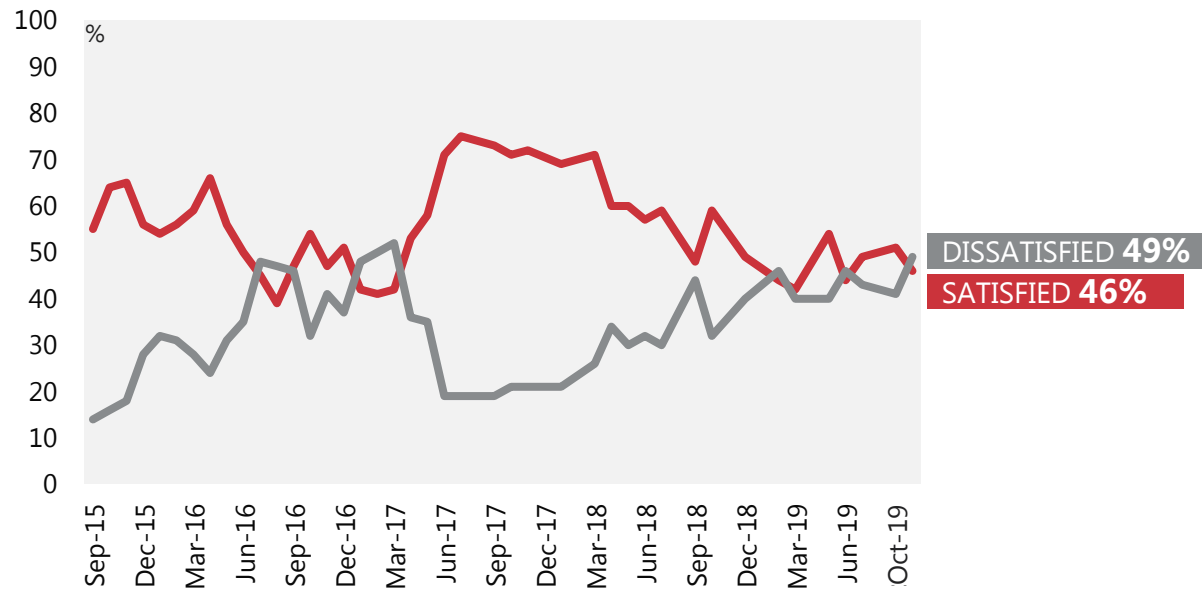
October 2019



NET = -3



September 2015 – October 2019



Base: 195 Labour supporters 18+ 25-28 October 2019

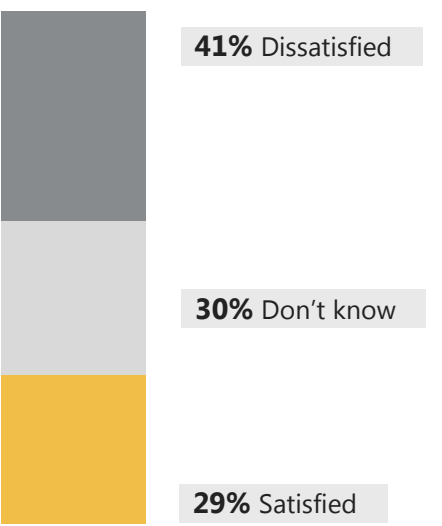


Source: Ipsos MORI Political Monitor

# Jo Swinson Satisfaction

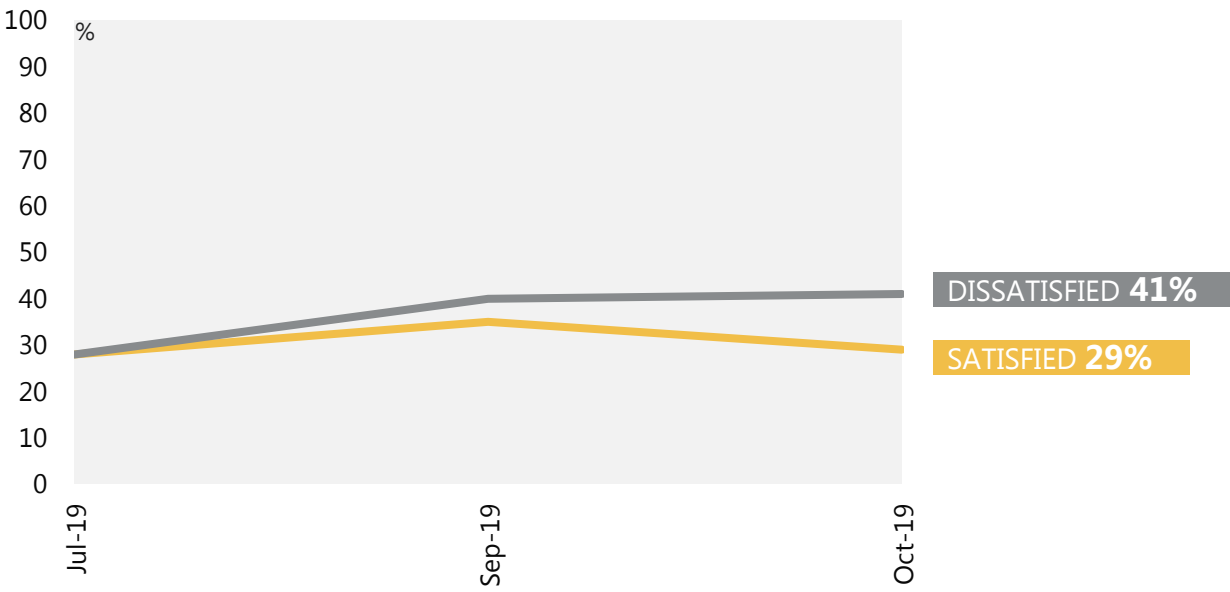
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JO SWINSON IS DOING HER JOB AS LEADER OF THE LIBERAL DEMOCRATS?

## October 2019



NET = -12

## July 2019 – October 2019



Base: 1,001 British adults 18+, 25-28 October 2019

Source: Ipsos MORI Political Monitor



October 2019

# ECONOMIC OPTIMISM

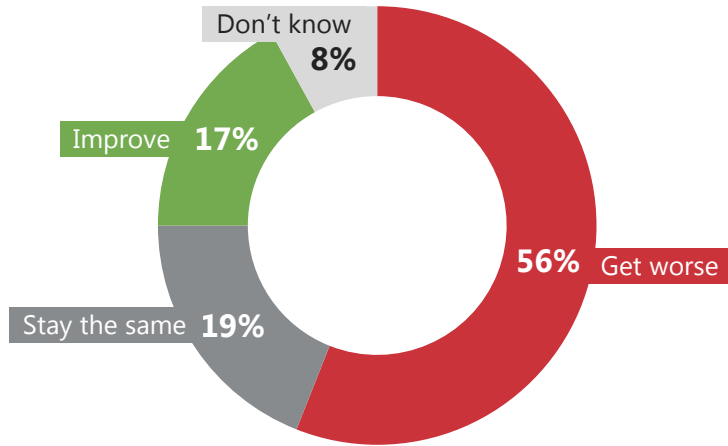


Ipsos MORI

# Economic Optimism Index

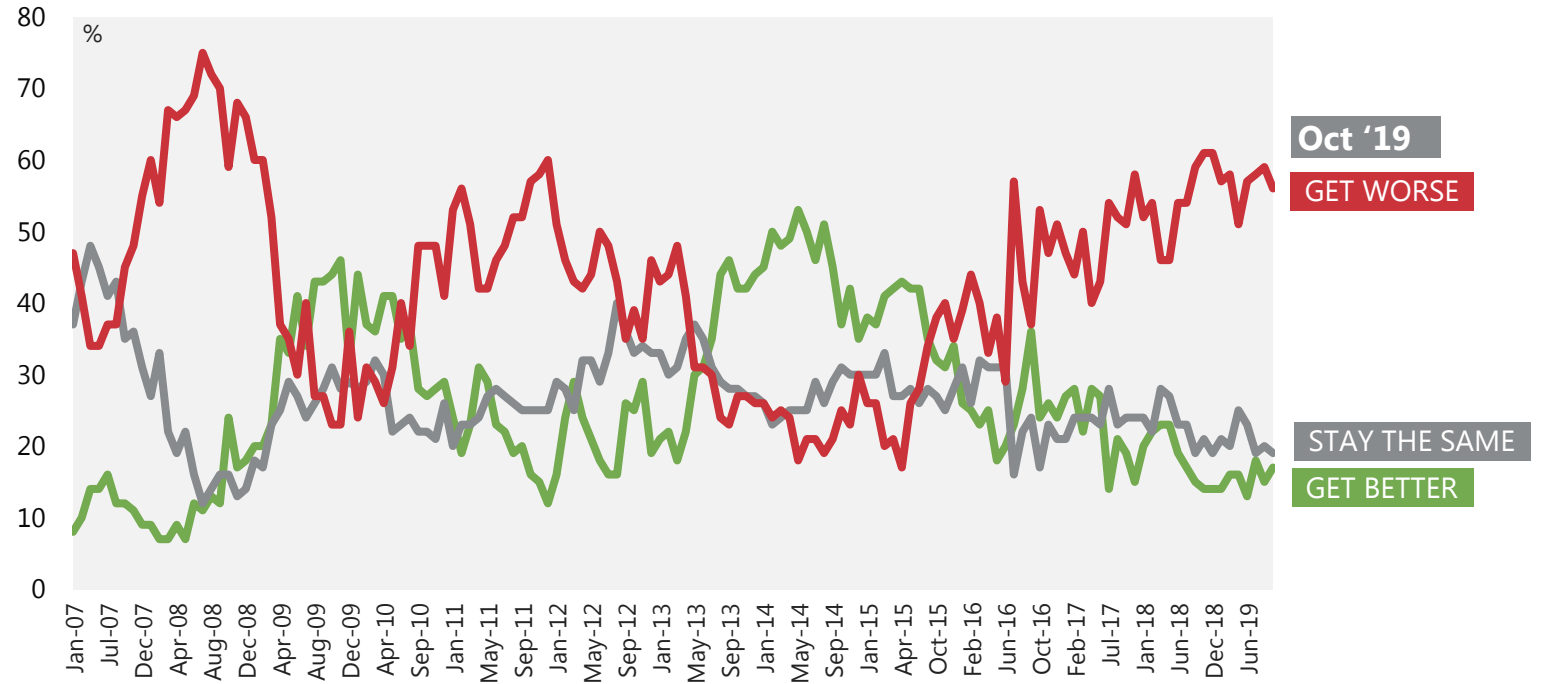
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

October 2019



EOI = -39

January 2007 – October 2019



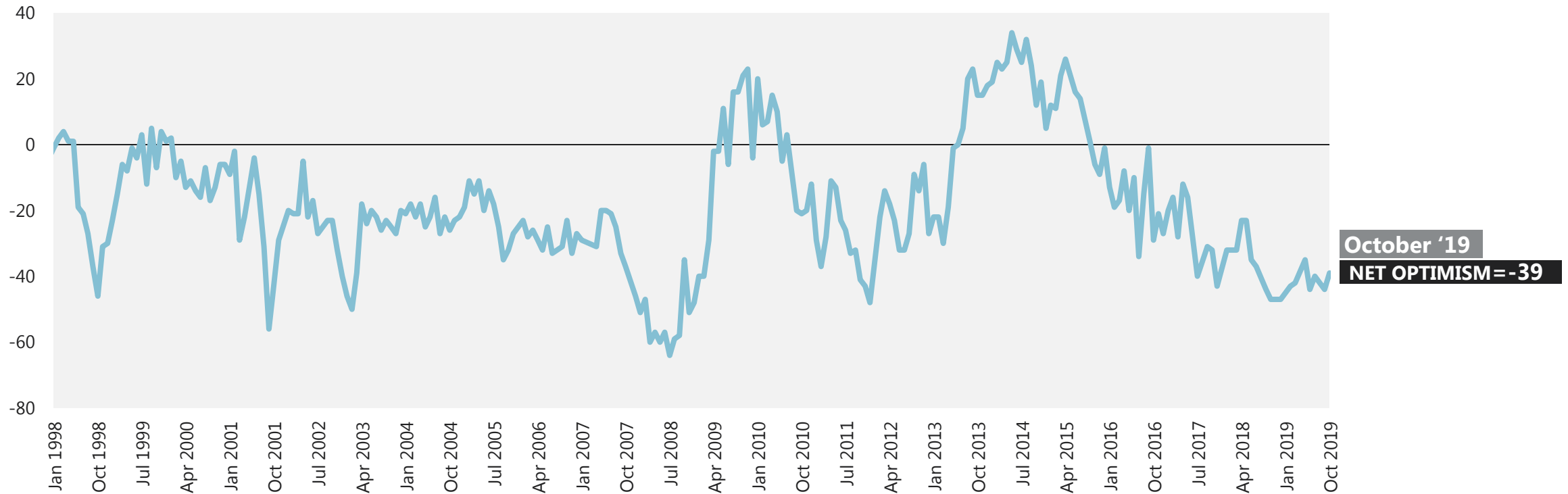
Base: 1,001 British adults 18+, 25-28 October 2019

Source: Ipsos MORI Political Monitor



# Economic Optimism Index – 1998-2019

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor





**October 2019**

**BREXIT**



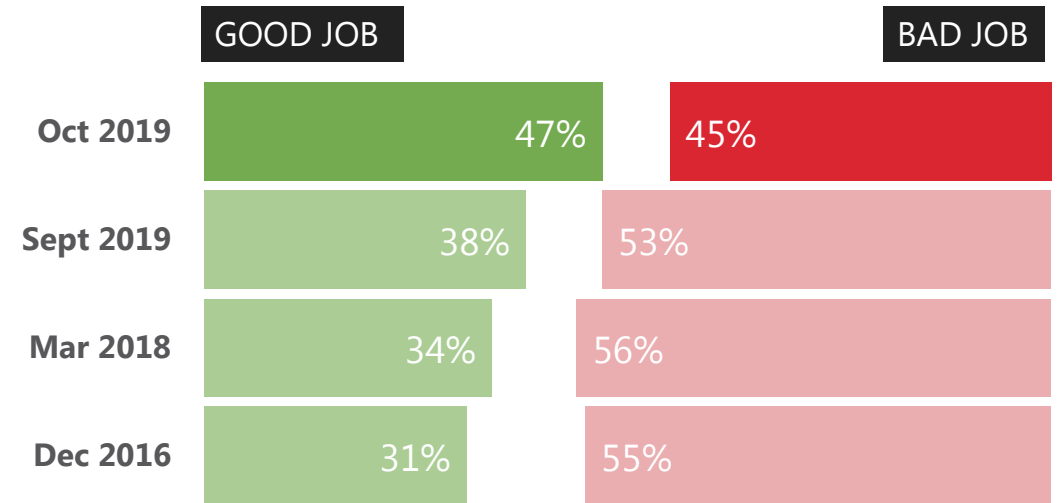
# Handling Britain's exit from the European Union

DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION?

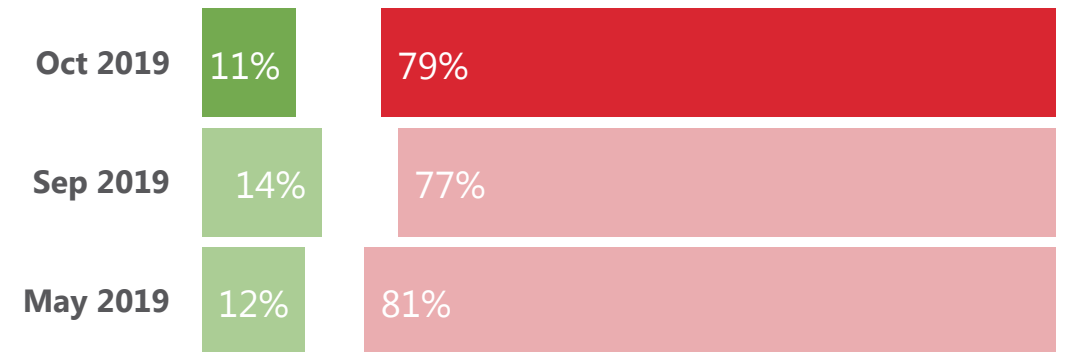
Base: 1,001 British adults 18+, 25-28 October 2019



BORIS JOHNSON



JEREMY CORBYN



Source: Ipsos MORI Political Monitor

# Handling Britain's exit from the European Union

## Among own party supporters

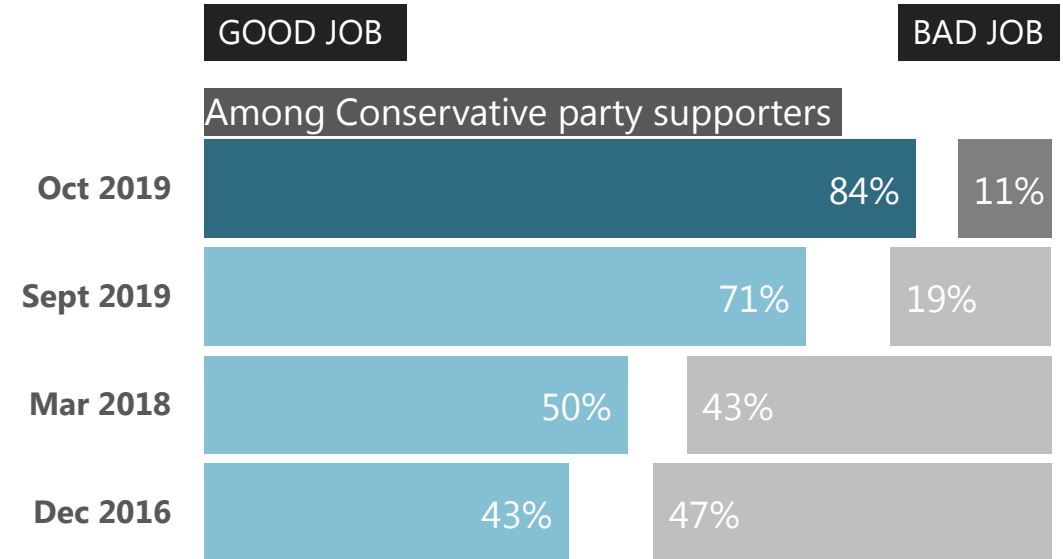
DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION?

Base: 1,001 British adults 18+, 25-28 October 2019

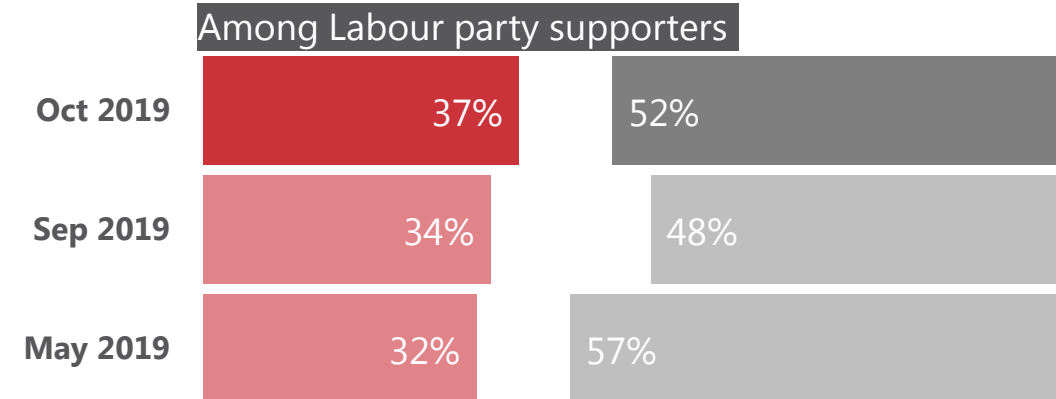


Source: Ipsos MORI Political Monitor

BORIS JOHNSON



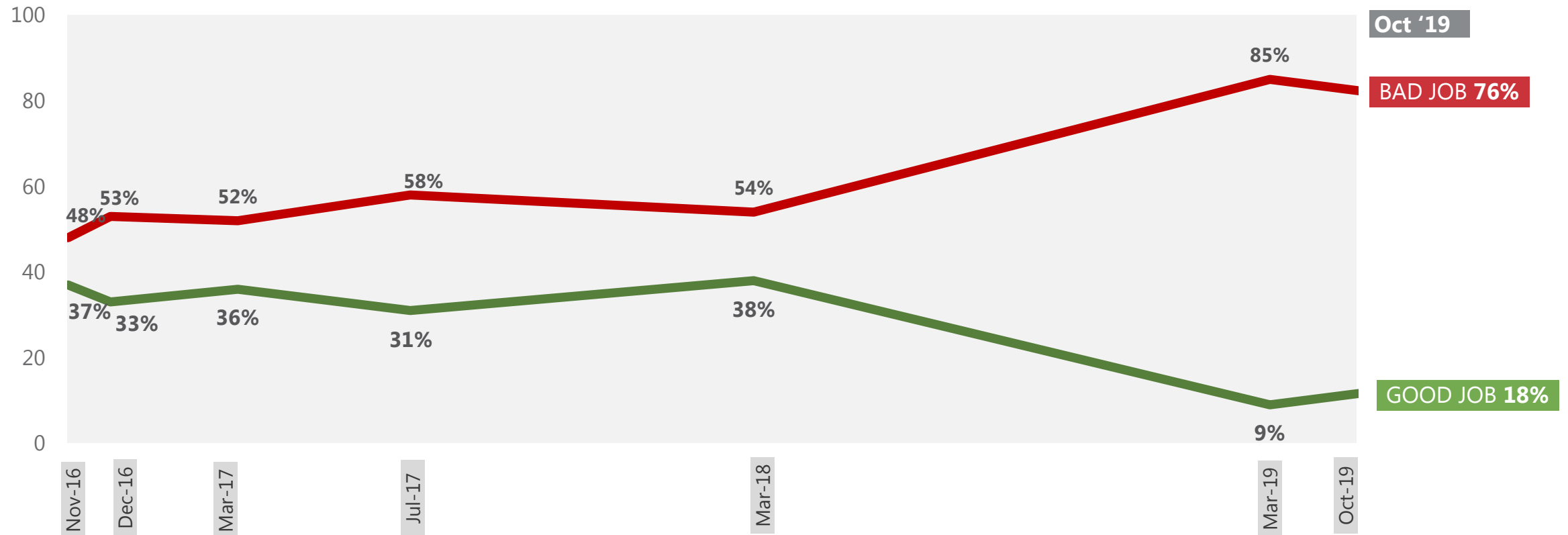
JEREMY CORBYN



# Handling Britain's exit from the European Union

## The Government

DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION?



Base: c.1,000 British adults each month

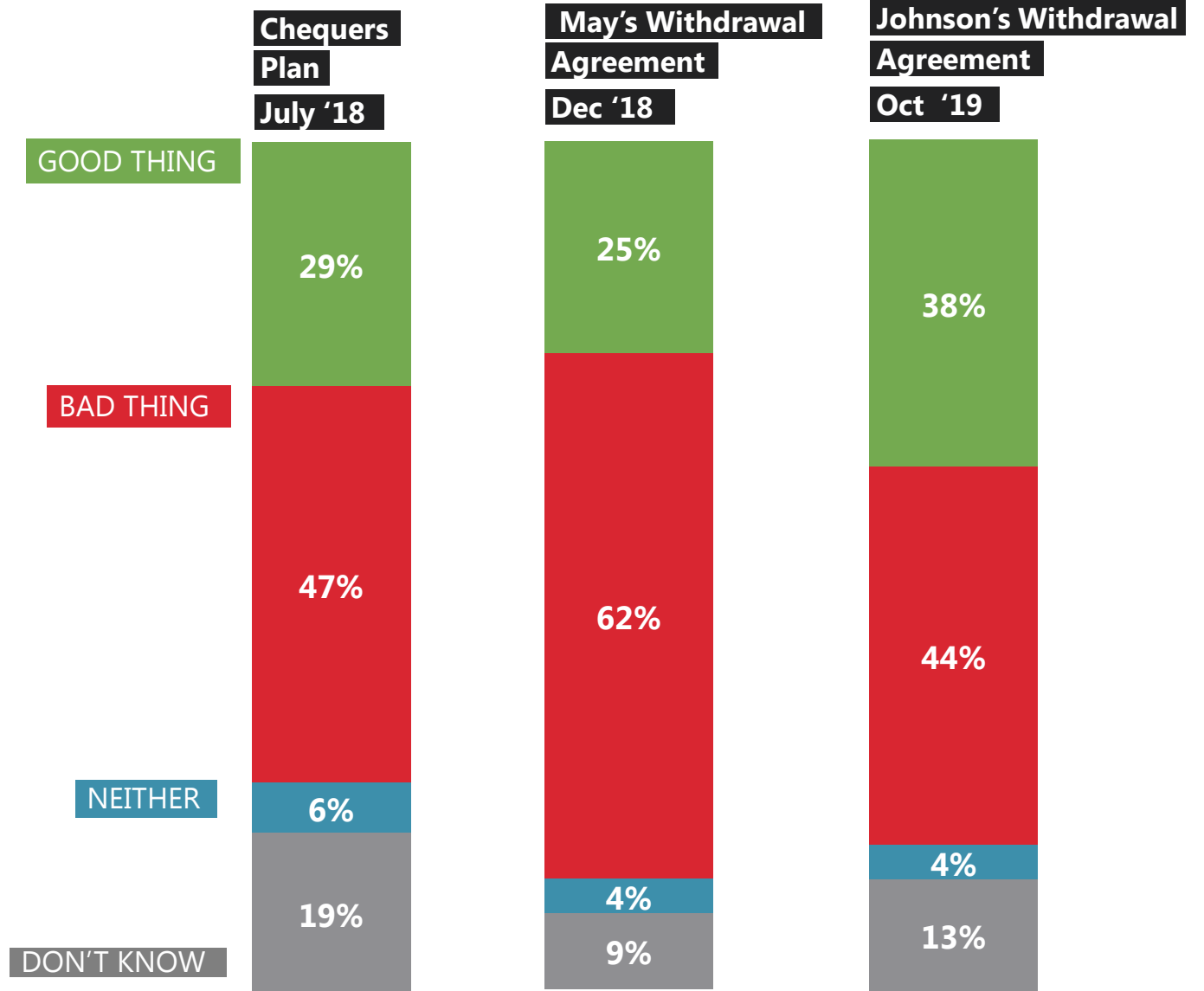


Source: Ipsos MORI Political Monitor

# Public opinion on the Withdrawal Agreement

AS YOU MAY KNOW, THE GOVERNMENT AND THE EUROPEAN UNION HAVE REACHED AN AGREEMENT ON THE TERMS OF BRITAIN'S WITHDRAWAL FROM THE EUROPEAN UNION. FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK IT WOULD BE A GOOD THING OR BAD THING FOR THE UK AS A WHOLE TO WITHDRAW FROM THE EU ON THESE TERMS?

*\*Chequers: And from what you know or have heard, do you think Theresa May's plan for Britain's future relationship with the European Union (also known as The Chequers plan) would be a good thing or bad thing for the UK as a whole?*



Base: 1,001 British adults 18+, 25-28 October 2019

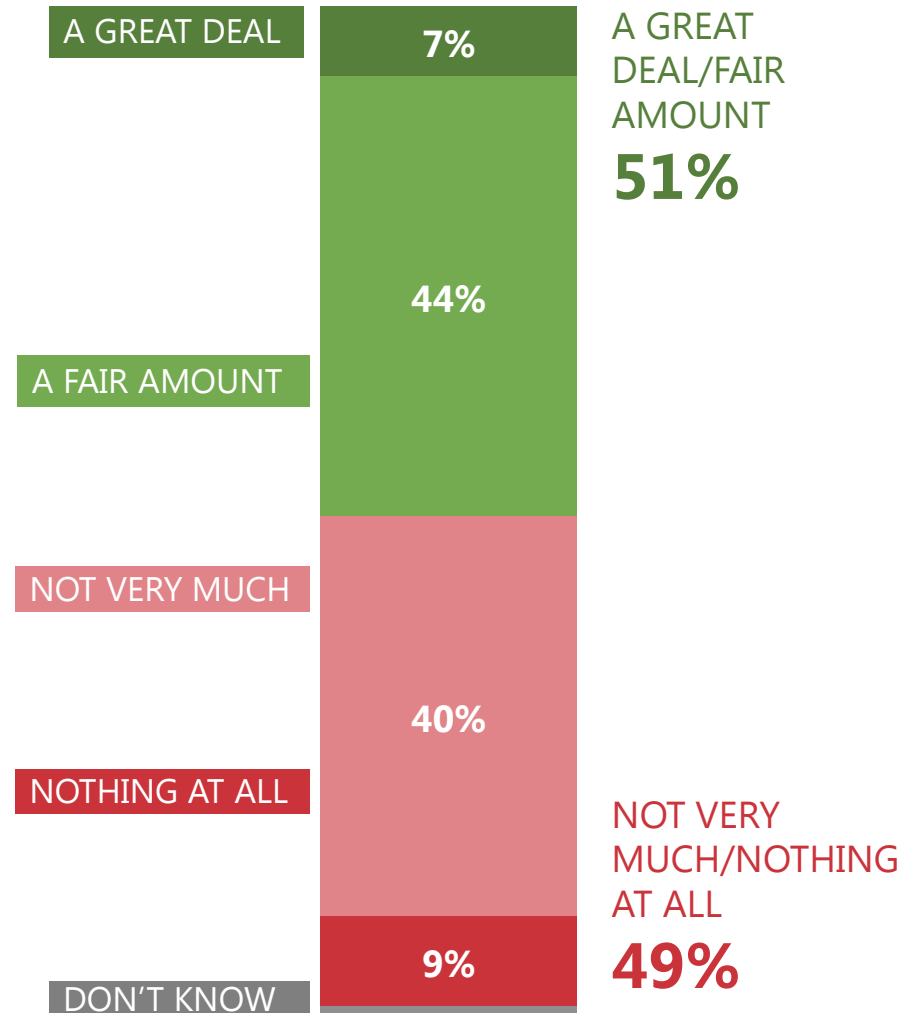


Source: Ipsos MORI Political Monitor



# Public knowledge of the Withdrawal Agreement

AND HOW MUCH, IF ANYTHING, WOULD YOU SAY YOU KNOW ABOUT THE PROPOSED AGREEMENT ON THE TERMS OF BRITAIN'S WITHDRAWAL FROM THE EUROPEAN UNION?

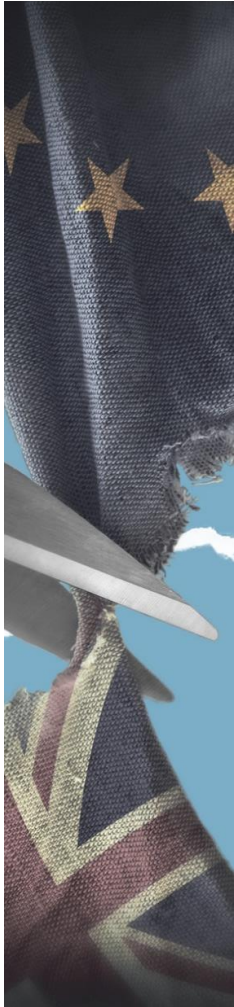


Base: 1,001 British adults 18+ 25-28 October 2018



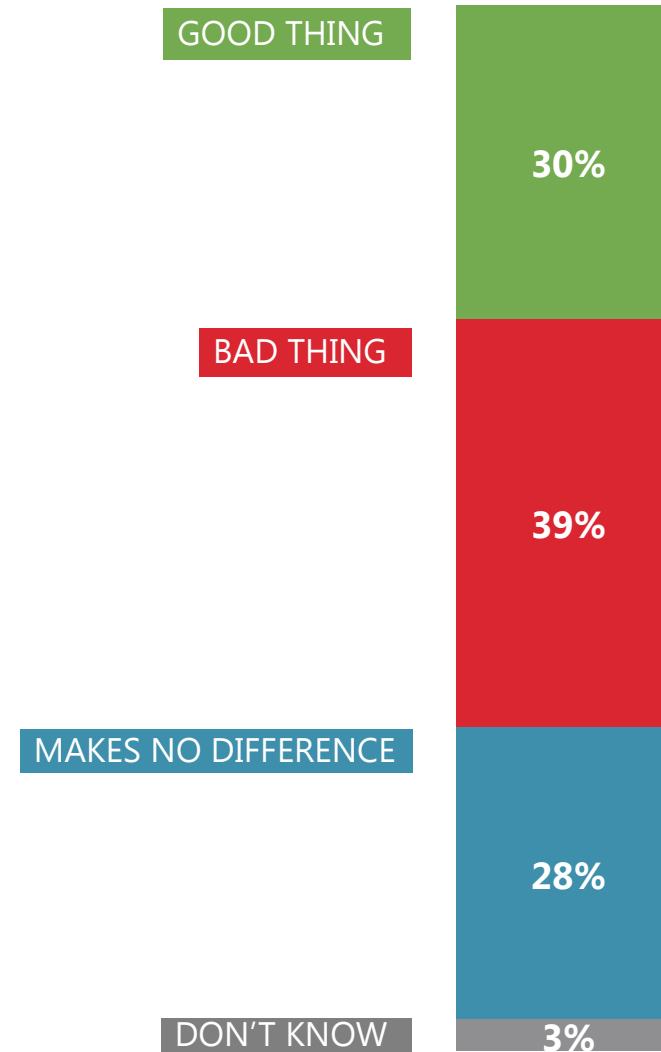
Ipsos MORI

Source: Ipsos MORI Political Monitor



# Impact of a Brexit extension beyond October 31st

AS YOU MAY KNOW, BRITAIN WAS SCHEDULED TO LEAVE THE EUROPEAN UNION ON OCTOBER 31<sup>ST</sup>. IF BRITAIN DOES NOT LEAVE THE EU ON OCTOBER 31<sup>ST</sup>, DO YOU THINK THAT WILL BE A GOOD THING OR A BAD THING FOR THE COUNTRY, OR WILL IT MAKE NO DIFFERENCE?



Base: 1,001 British adults 18+, 25-28 October 2019

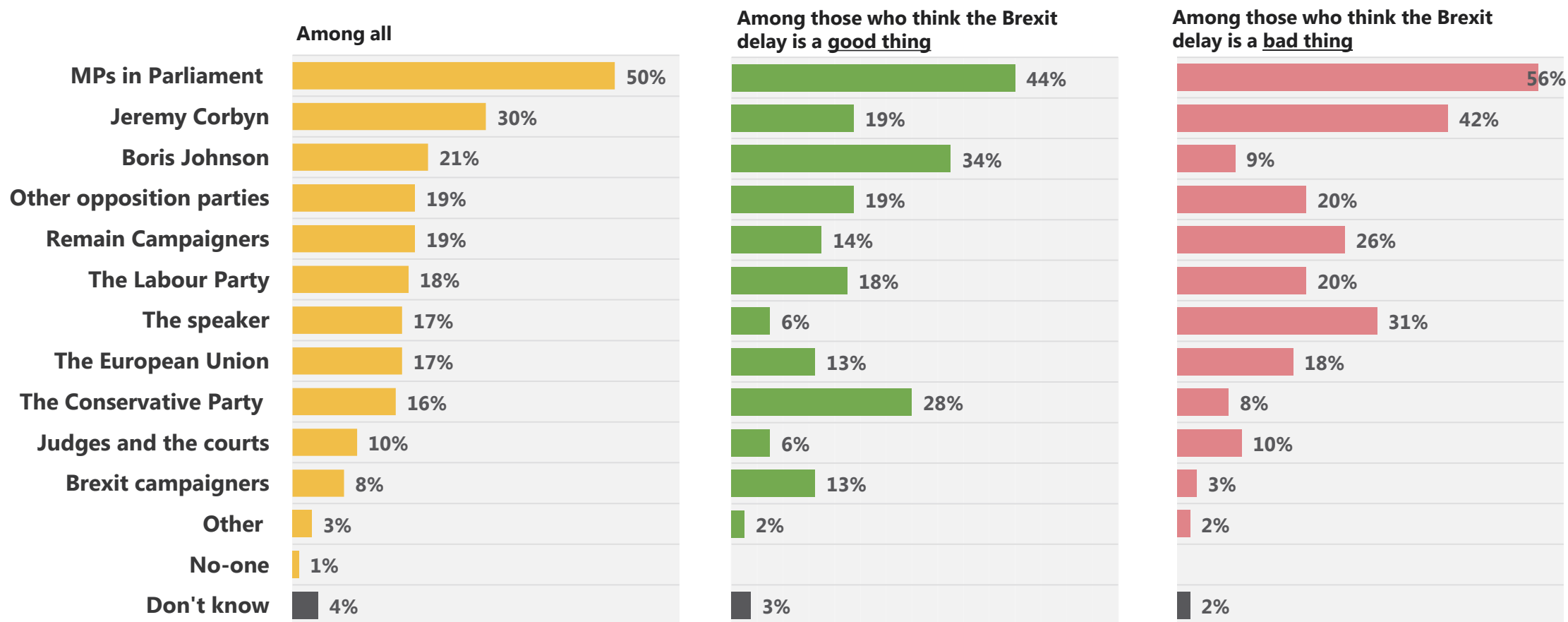


Source: Ipsos MORI Political Monitor



# Responsibility for delaying Britain leaving the European Union

AND IF BRITAIN DOES NOT LEAVE THE EUROPEAN UNION BY 31<sup>ST</sup> OF OCTOBER, WHICH TWO OR THREE OF THE FOLLOWING, IF ANY, DO YOU THINK WOULD BE MOST RESPONSIBLE FOR THIS DELAY?

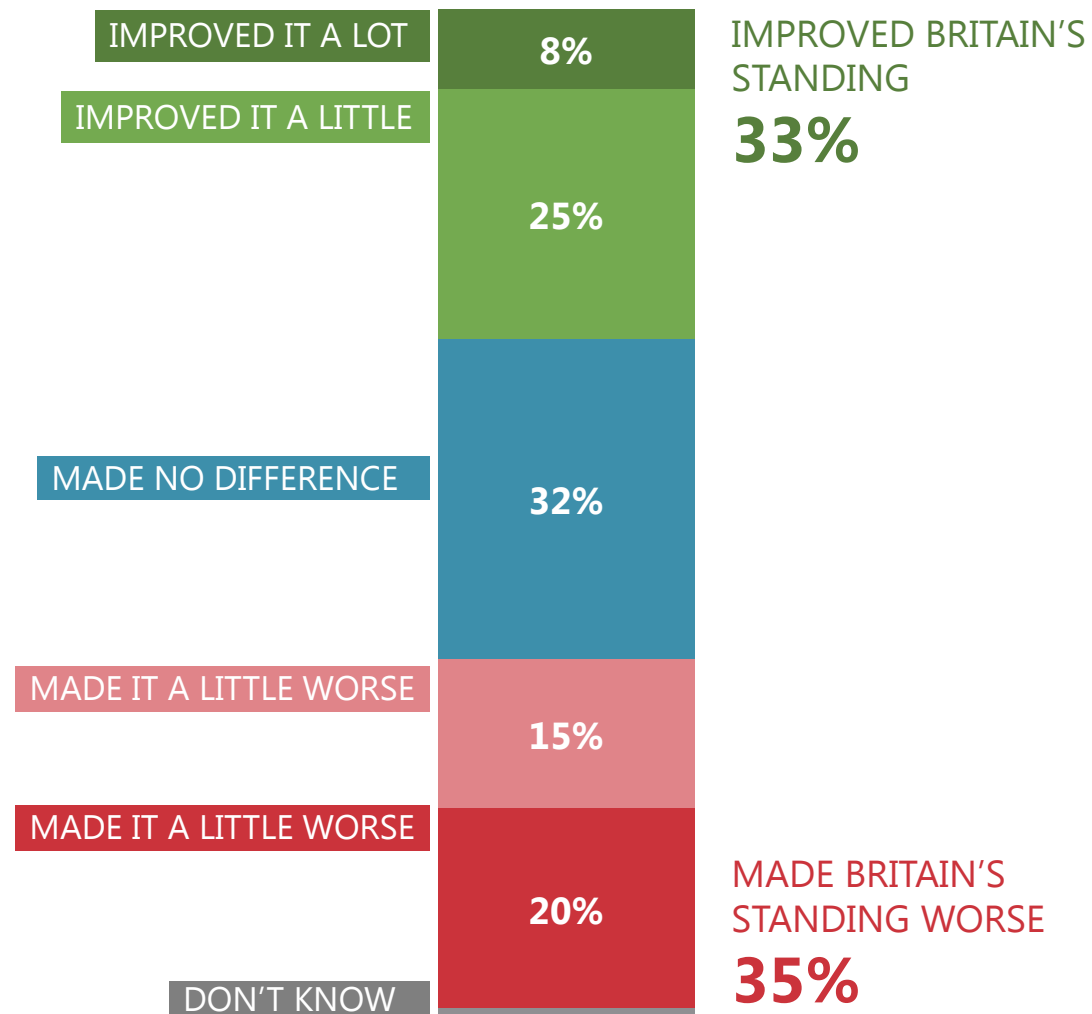


Base: 1,001 British adults 18+, 334 who think Brexit delay is a good thing, 389 who think Brexit delay is a bad thing, 25-28 October 2019

Source: Ipsos MORI Political Monitor

# Boris Johnson's impact on Britain's standing in the world

SINCE BORIS JOHNSON BECAME  
PRIME MINISTER, WHAT EFFECT, IF  
ANY, DO YOU THINK HE HAS HAD  
ON BRITAIN'S STANDING IN THE  
WORLD? DO YOU THINK HE HAS:



Base: 1,001 British adults 18+ 25-28 October 2018



Source: Ipsos MORI Political Monitor

# Ipsos MORI

**October 2019 Political Monitor**

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