



Ipsos MORI

# POLITICAL MONITOR

July 2017



# July 2017

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## VOTING INTENTIONS

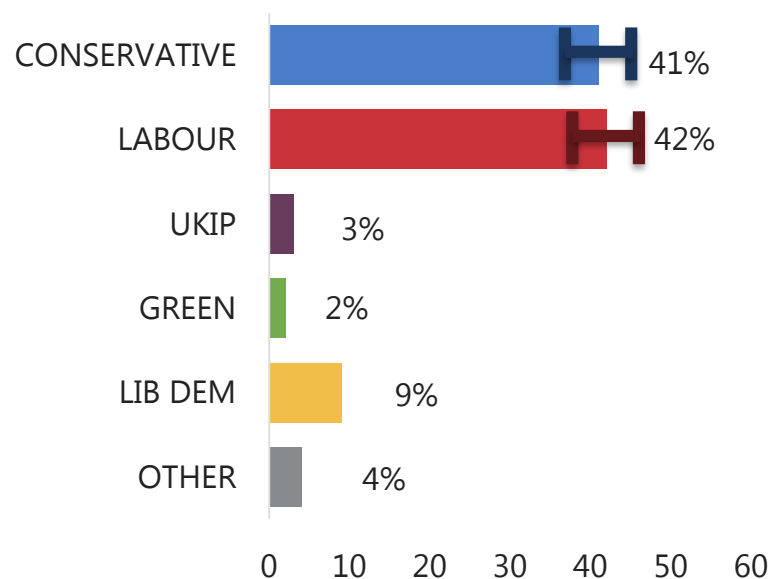


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# Voting Intention

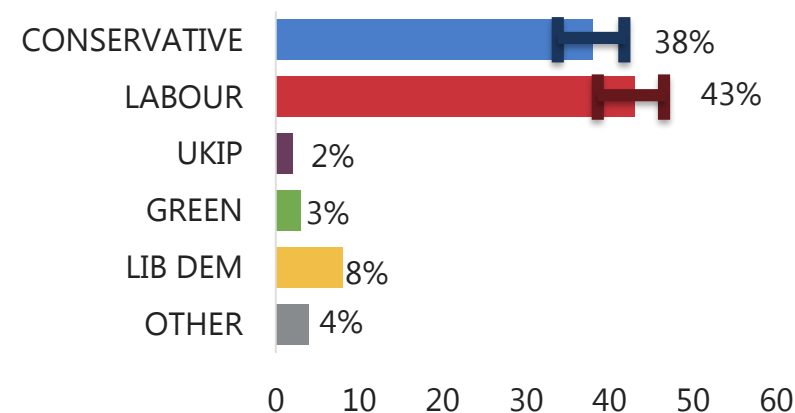
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

## HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = -1

## ALL GIVING A VOTING INTENTION



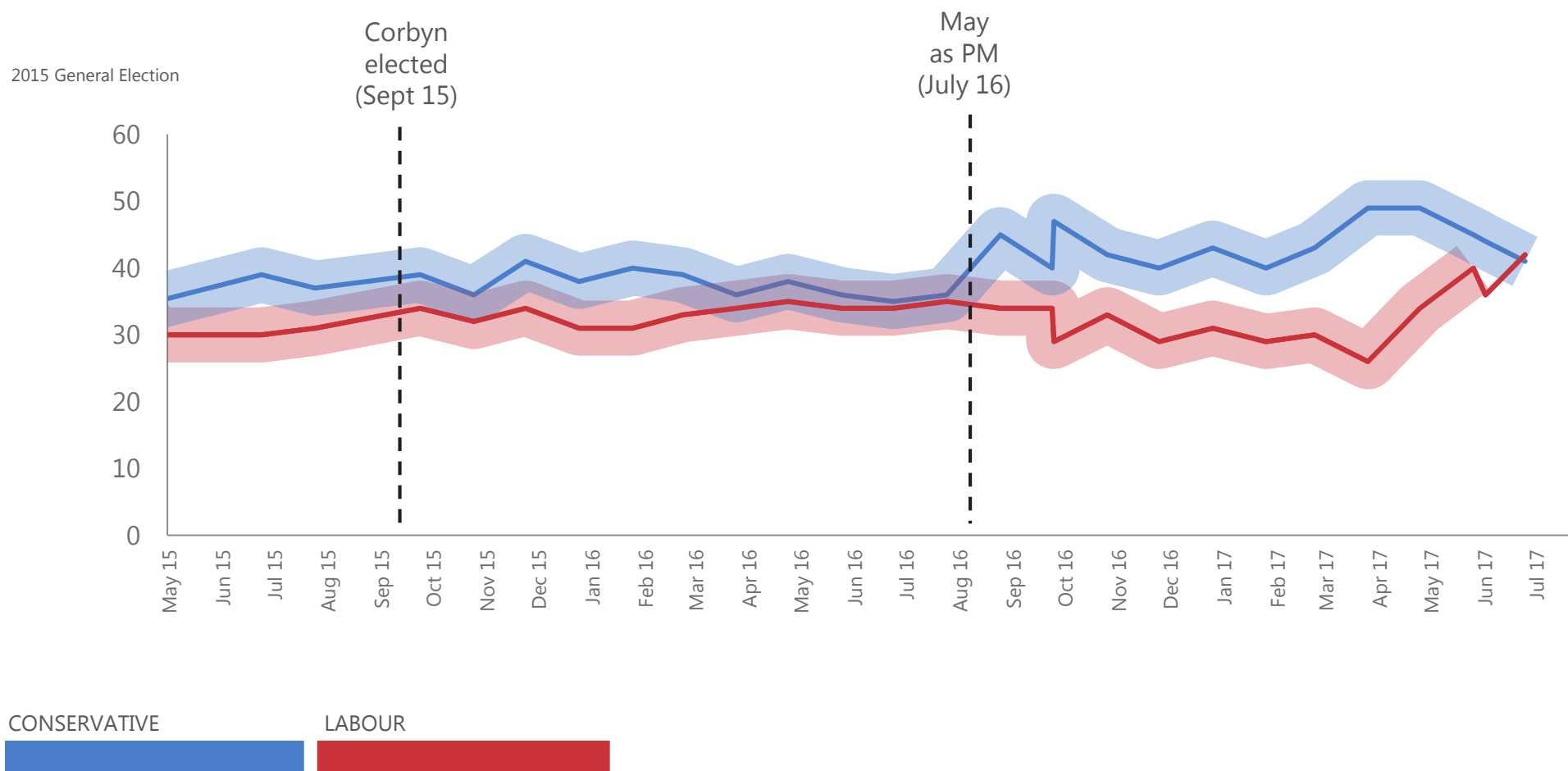
CONSERVATIVE LEAD = -5

Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 882. Margin of error is displayed at +/- 4%

Source: Ipsos MORI Political Monitor

# Headline voting intention: Since 2015 General Election

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

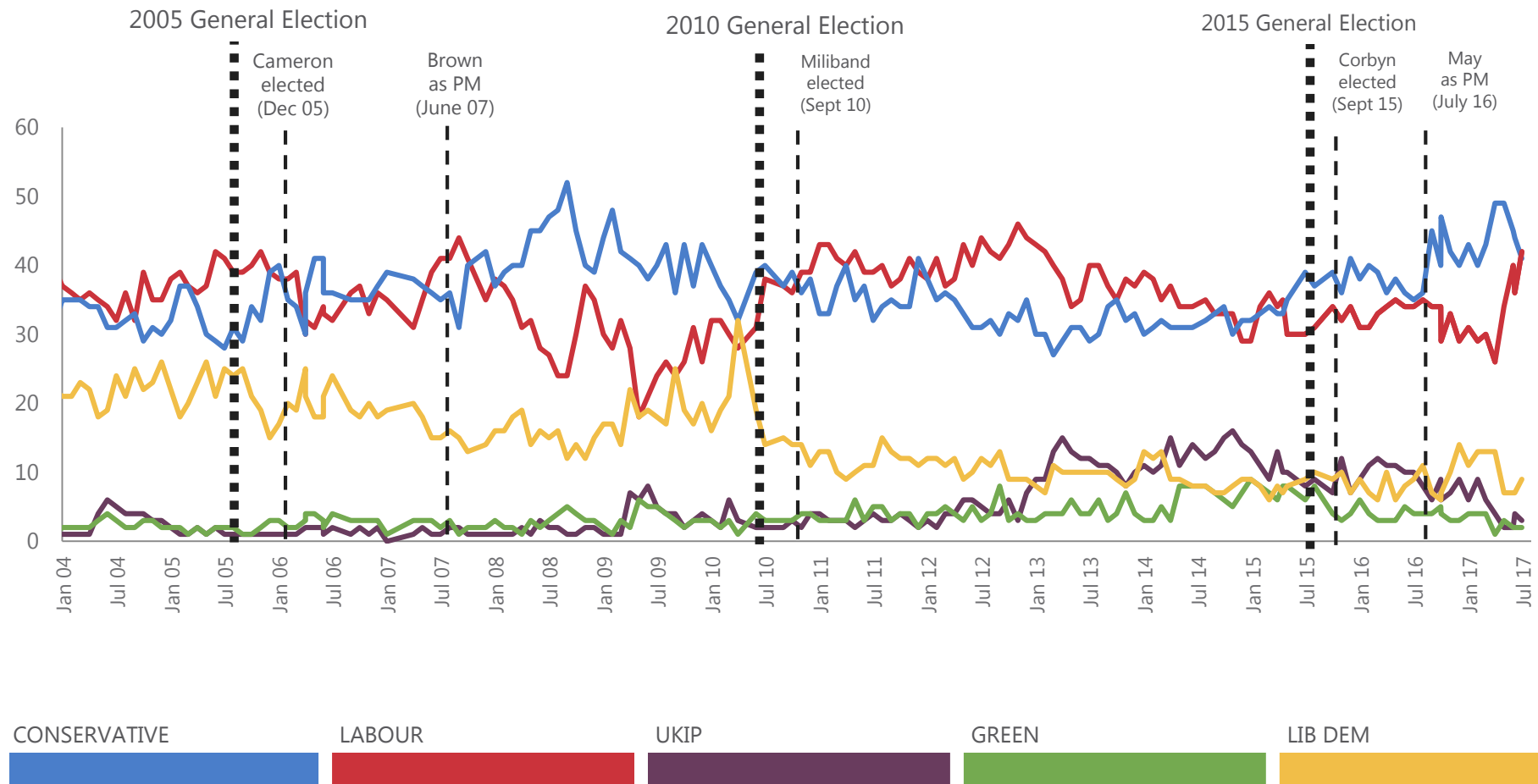


Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor

# Headline voting intention: January '04 – July '17

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"

Source: Ipsos MORI Political Monitor

# July 2017

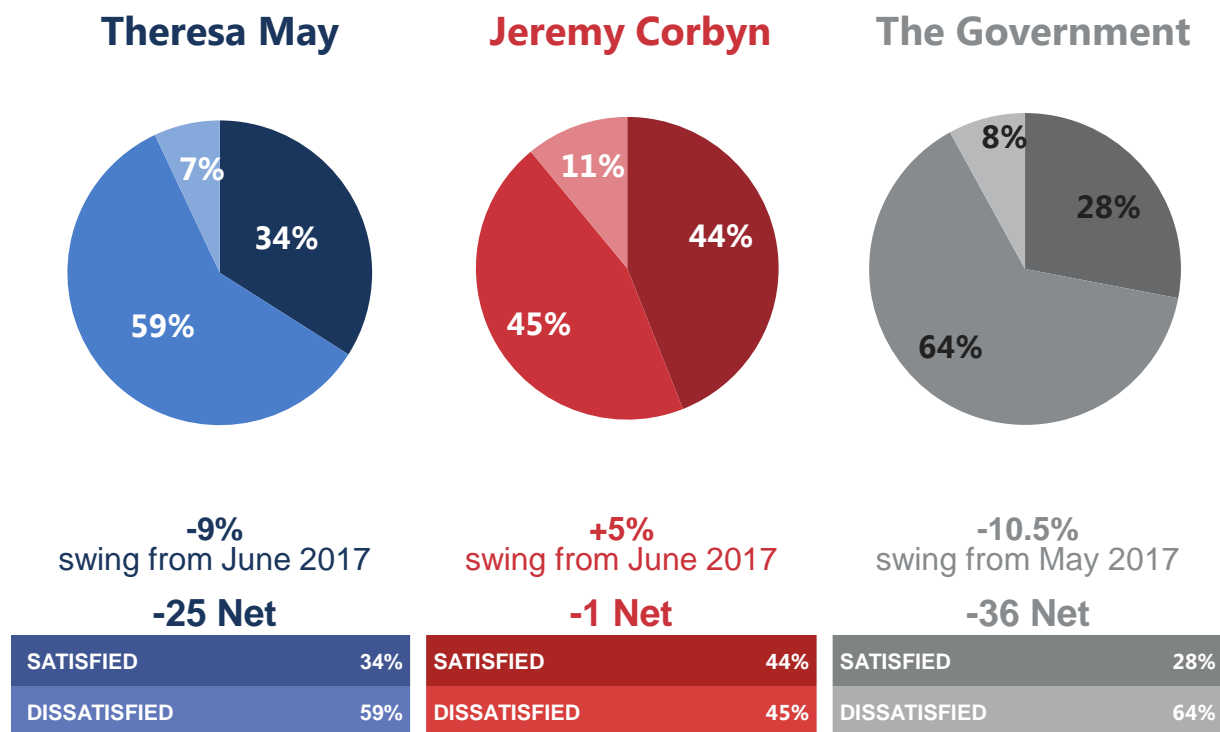
## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS





# Satisfaction with leaders and the Government

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY.... IS RUNNING THE COUNTRY / DOING HIS/HER JOB  
AS PRIME MINISTER /LEADER OF THE LABOUR PARTY?

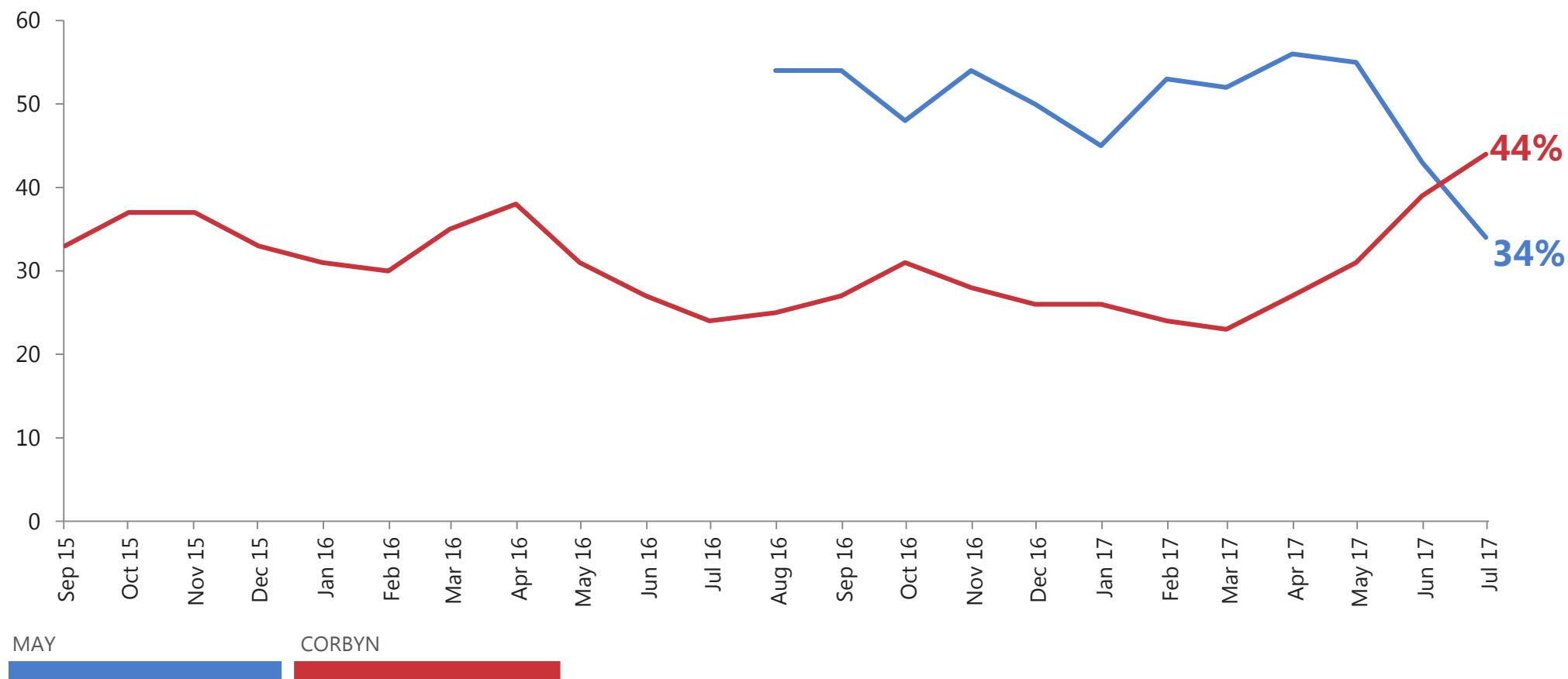


Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Sept 2015 – July 2017

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS PRIME MINISTER  
/LEADER OF THE LABOUR PARTY?



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

Source: Ipsos MORI Political Monitor

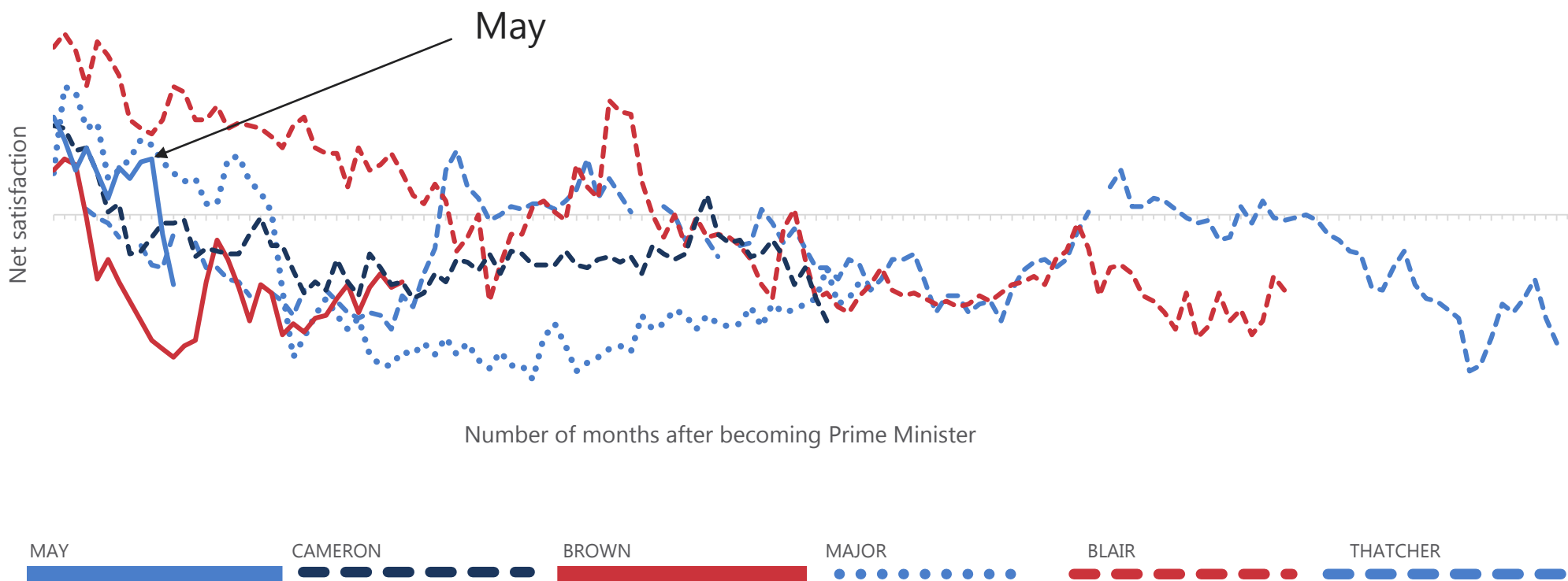


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# Net satisfaction with Prime Ministers

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

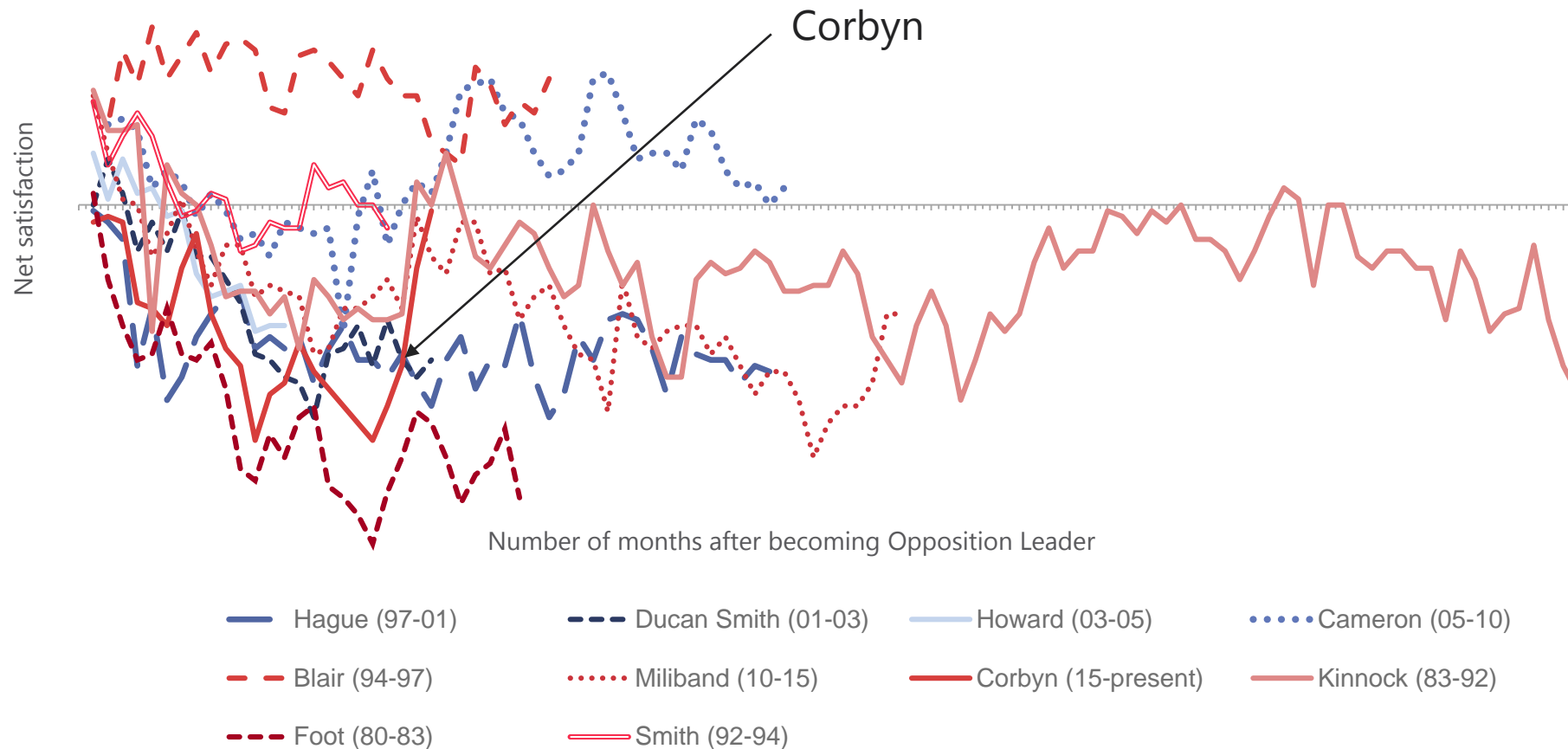
Source: Ipsos MORI Political Monitor



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# Net satisfaction with Opposition Leaders (1980 – 2017)

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

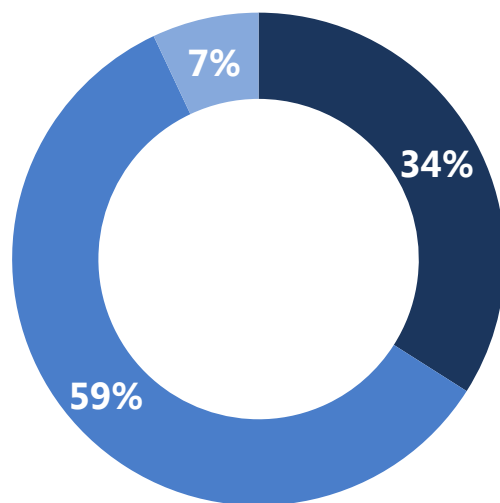


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# Theresa May (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

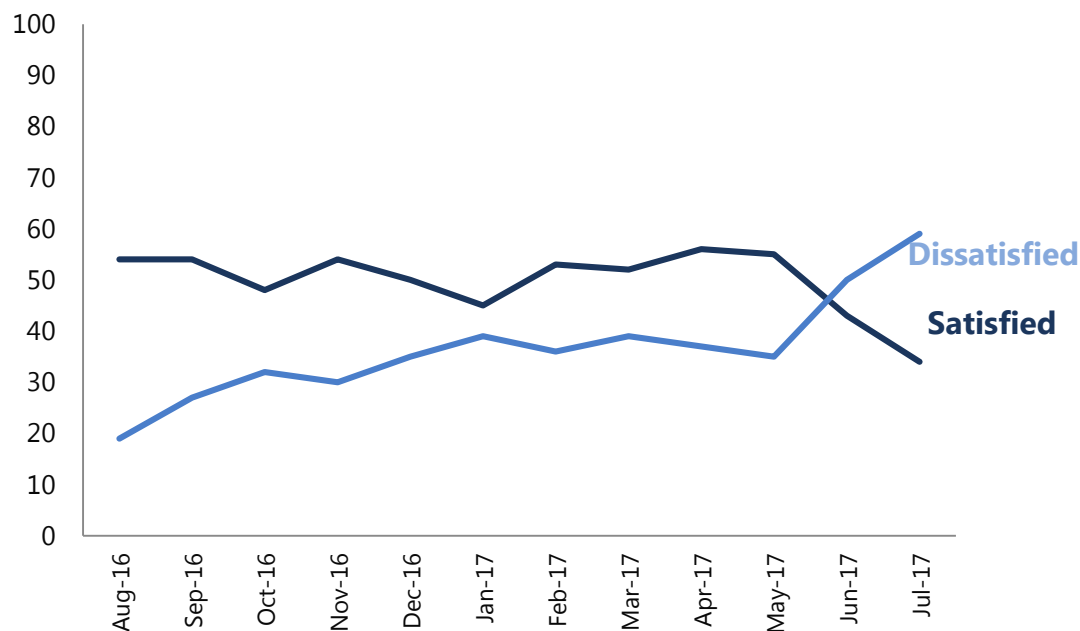
July 2017



|              |     |
|--------------|-----|
| SATISFIED    | 34% |
| DISSATISFIED | 59% |
| DON'T KNOW   | 7%  |

Net = -25

August 2016 – July 2017



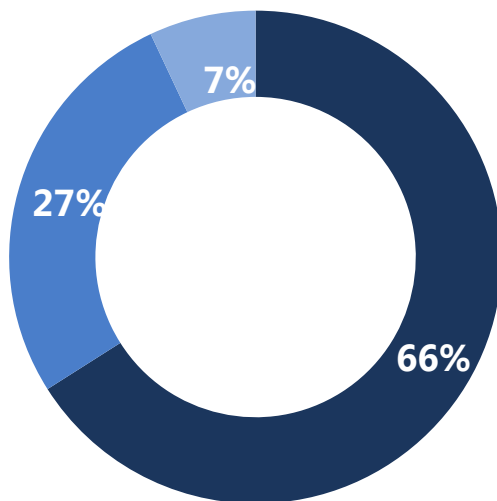
Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017

Source: Ipsos MORI Political Monitor

# Theresa May (satisfaction amongst Conservative supporters)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

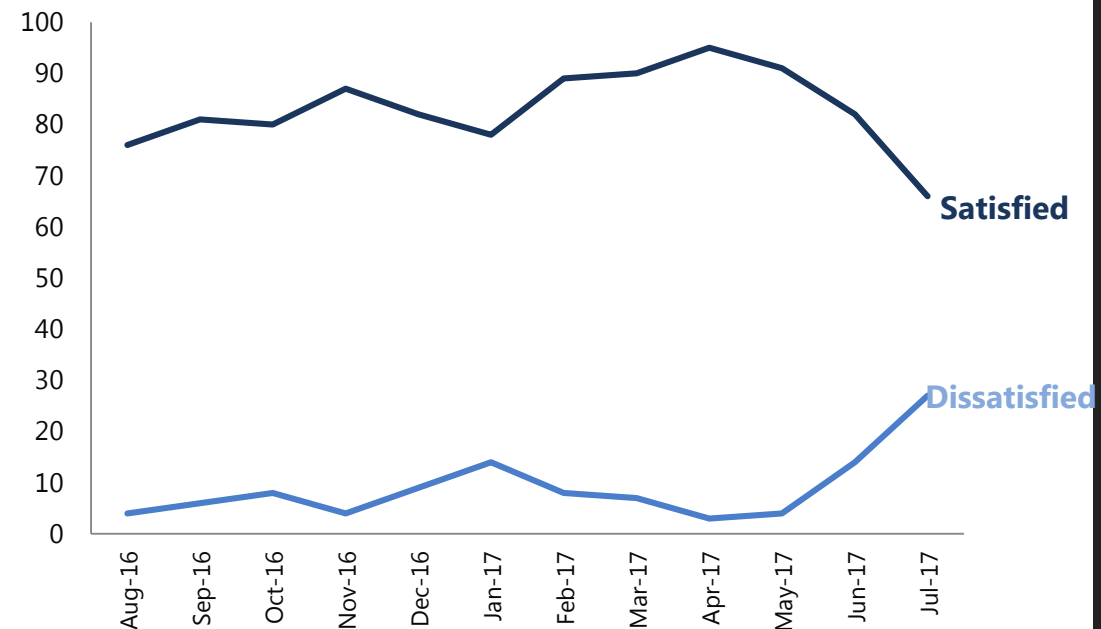
July 2017



|              |     |
|--------------|-----|
| SATISFIED    | 66% |
| DISSATISFIED | 27% |
| DON'T KNOW   | 7%  |

Net = +39

August 2016 – July 2017



Base: 373 Conservative supporters 18+ , 14<sup>th</sup> – 18<sup>th</sup> July 2017

Source: Ipsos MORI Political Monitor

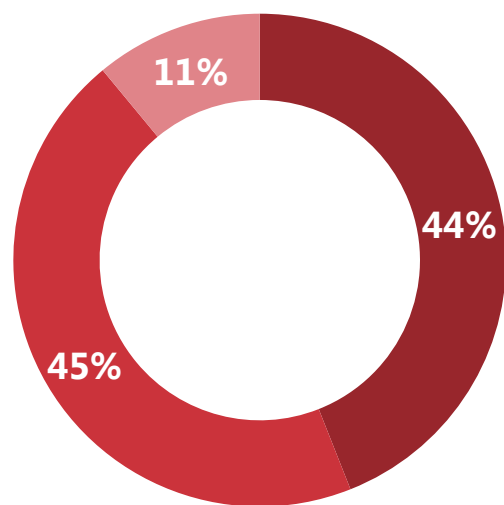


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# Jeremy Corbyn (satisfaction)

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

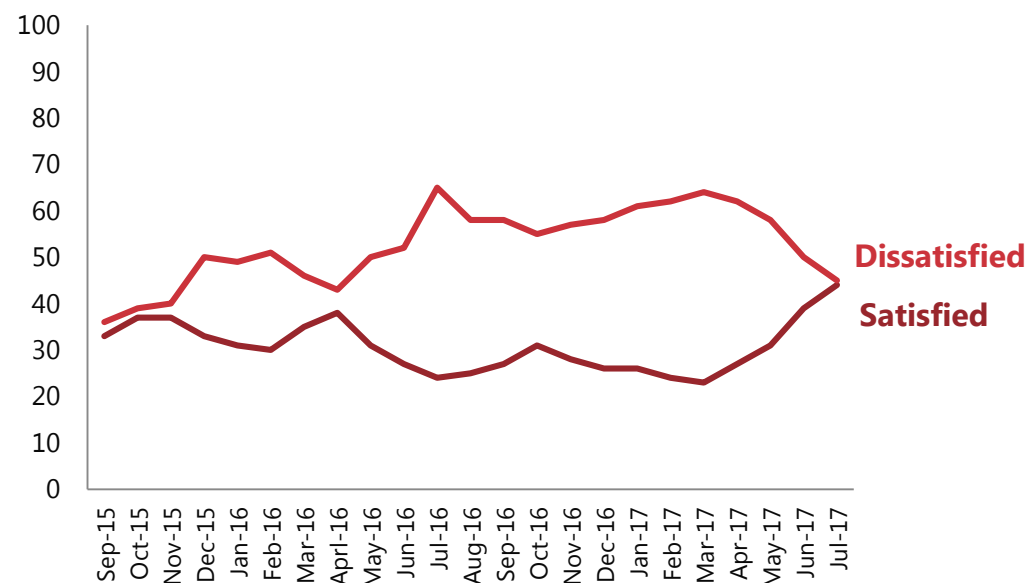
July 2017



|              |     |
|--------------|-----|
| SATISFIED    | 44% |
| DISSATISFIED | 45% |
| DON'T KNOW   | 11% |

Net = -1

September 2015 – July 2017



Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017

Source: Ipsos MORI Political Monitor

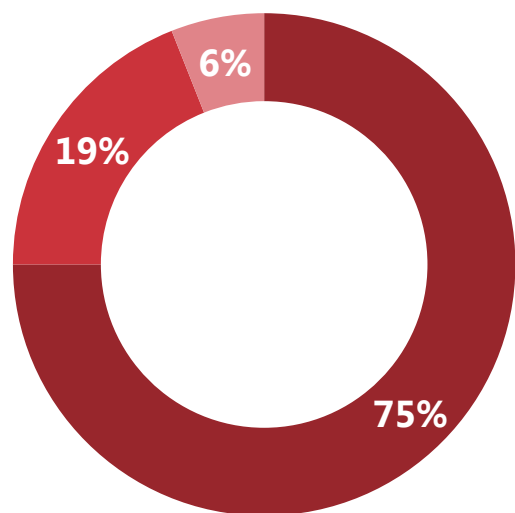


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# Jeremy Corbyn (satisfaction amongst Labour supporters)

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

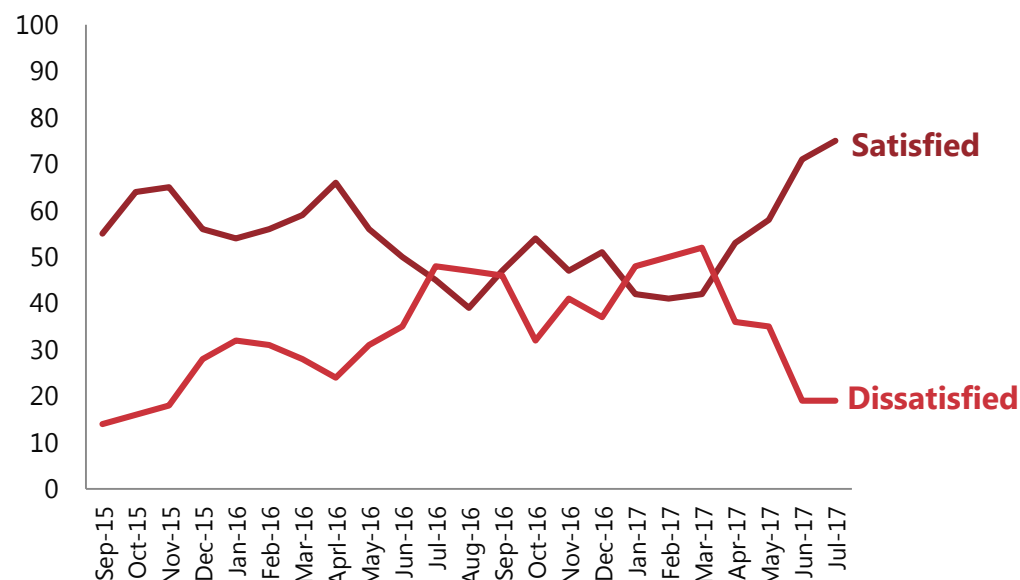
July 2017



|              |     |
|--------------|-----|
| SATISFIED    | 75% |
| DISSATISFIED | 19% |
| DON'T KNOW   | 6%  |

Net = +56

September 2015 – July 2017



Base: 401 Labour supporters 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017

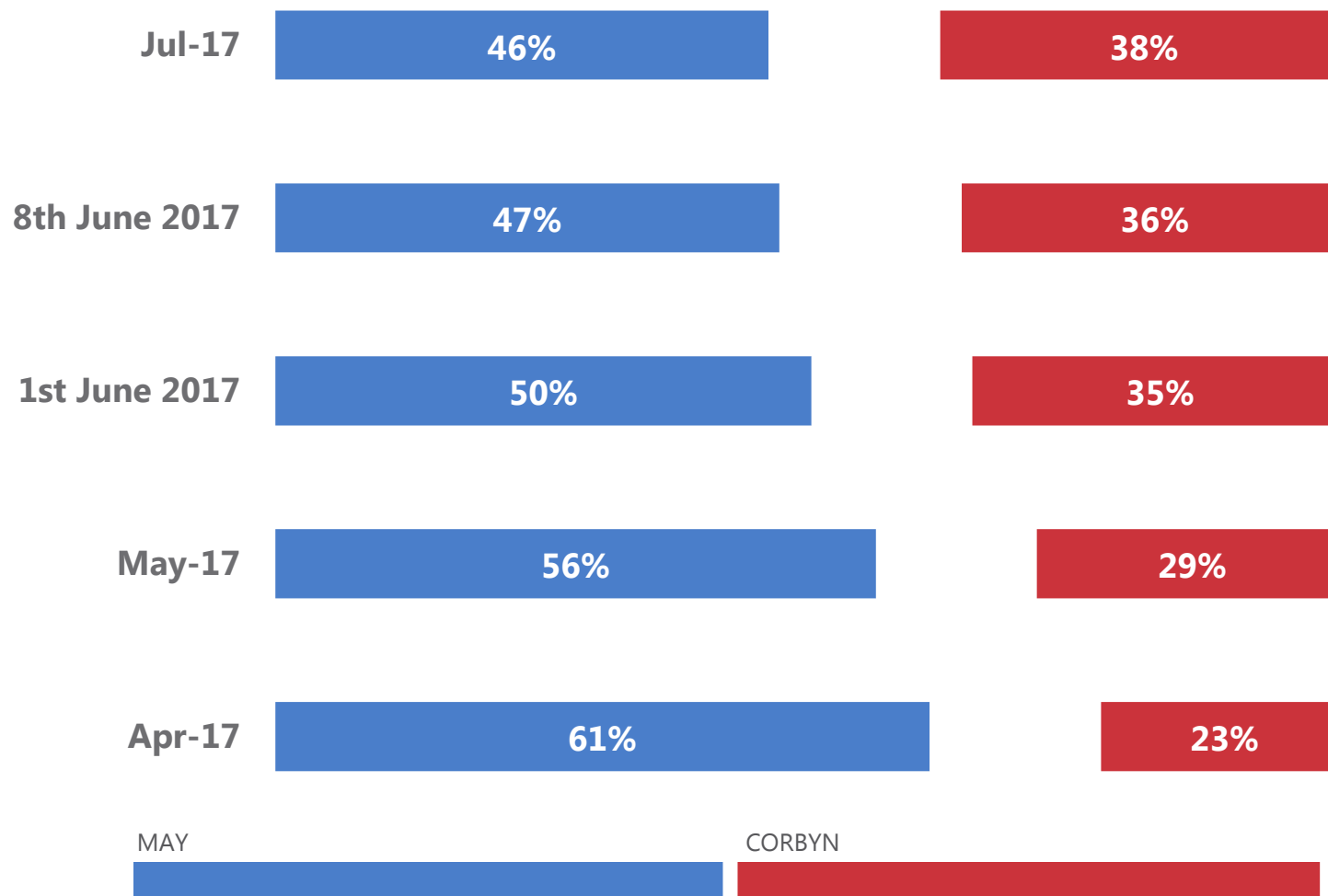
Source: Ipsos MORI Political Monitor



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# Most capable Prime Minister 2017

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, THE CONSERVATIVES' THERESA MAY, OR LABOUR'S JEREMY CORBYN?



Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017

Source: Ipsos MORI Political Monitor

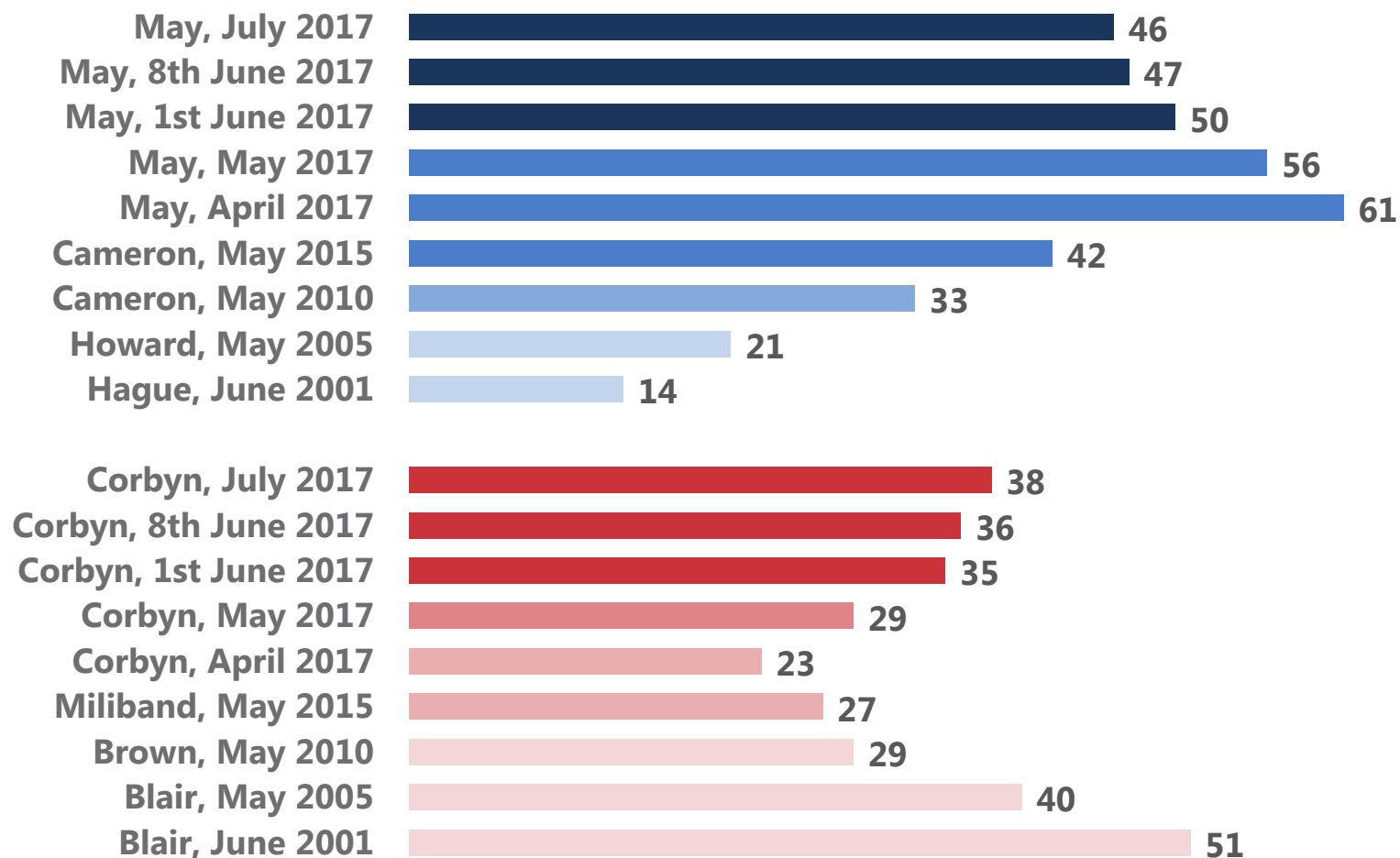


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# Most capable Prime Minister since 2001

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, THE CONSERVATIVES' THERESA MAY, OR LABOUR'S JEREMY CORBYN?



Base: c1,000 British adults each month

Source: Ipsos MORI Political Monitor



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# July 2017

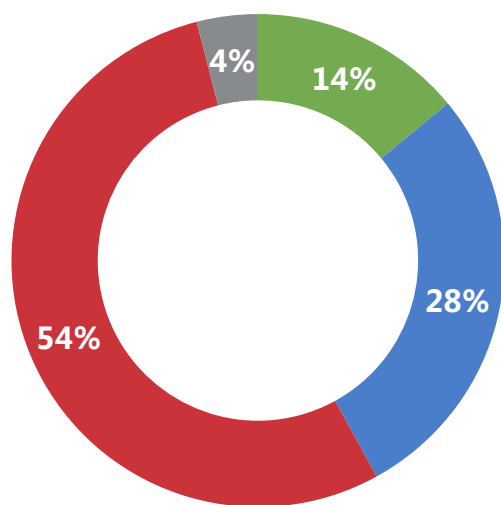
## ECONOMIC OPTIMISM



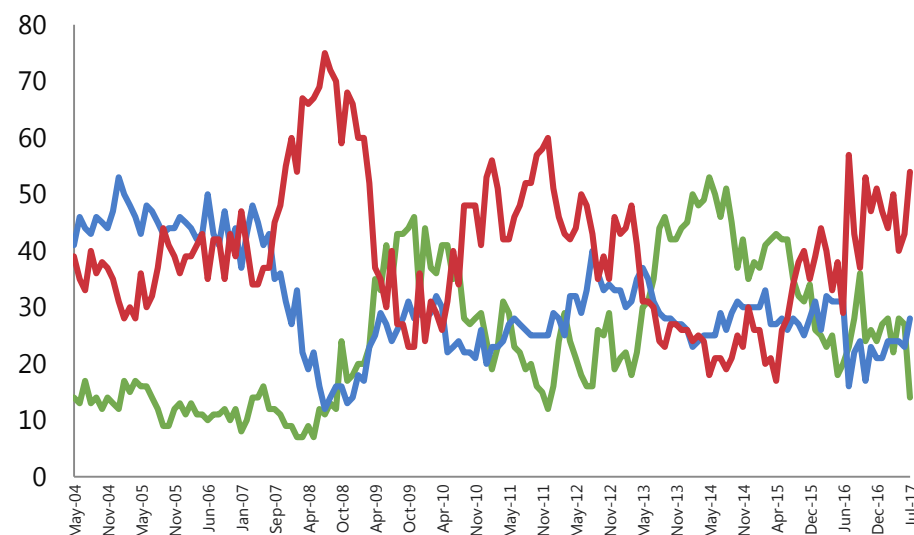
# Economic Optimism Index

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

July 2017



|               |     |
|---------------|-----|
| IMPROVE       | 14% |
| STAY THE SAME | 28% |
| GET WORSE     | 54% |
| DON'T KNOW    | 4%  |
| EOI = -40     |     |



Base: 1,071 British adults 18+, 14<sup>th</sup> – 18<sup>th</sup> July 2017

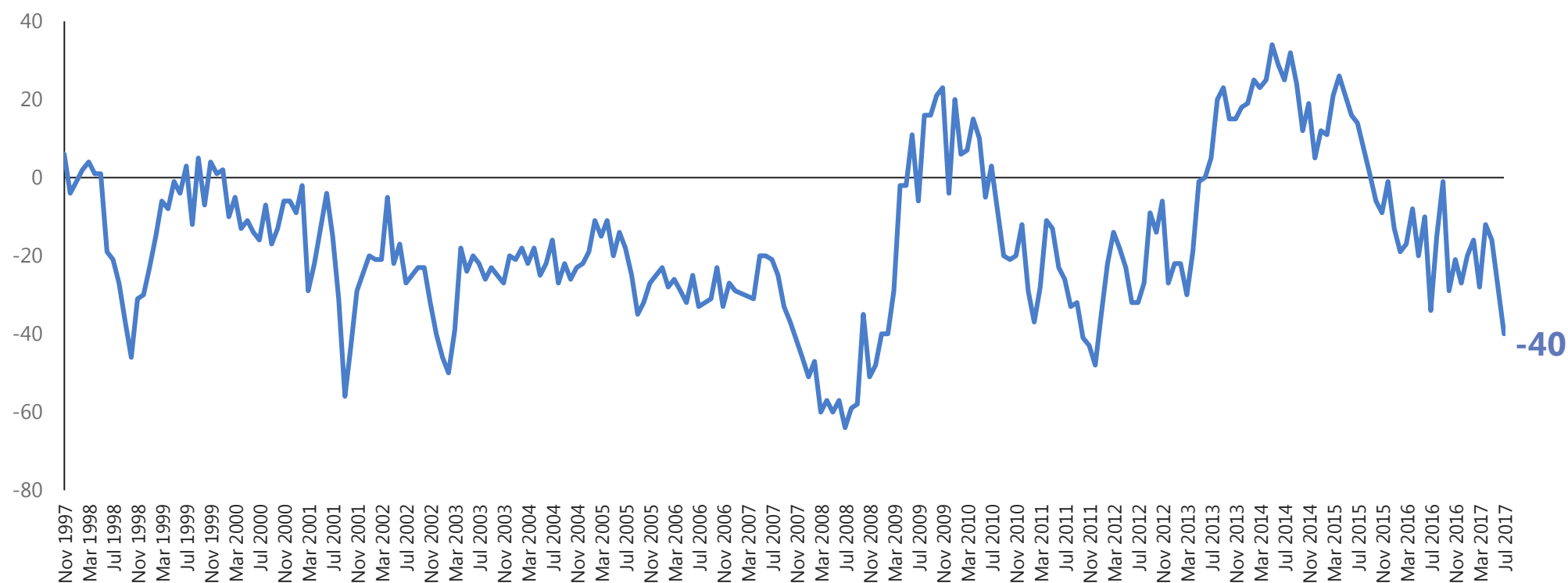
Source: Ipsos MORI Political Monitor



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# The 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?



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



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July 2017

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