

Ipsos MORI July 2017 Political Monitor

Topline Results

21st July 2017

Fieldwork: 14th- 18th July 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,071 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 14th – 18th July 2017. 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). Although we included an additional turnout overclaim adjustment during the 2017 General Election campaign we have gone back to pre-campaign/post-2015 methodology this month. 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.

Please also note that the ‘margin of error’ on these figures is c.±3-5% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is 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 (882) Q1a/b
%

Conservative	41
Labour	42
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	3
Green Party	2
UK Independence Party	3
Other	1
Conservative lead (\pm%)	-1
<i>Would not vote</i>	*
<i>Undecided</i>	3
<i>Refused</i>	1

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 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	38
Labour	43
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
Other	1
Conservative lead (\pm%)	-5
<i>Would not vote</i>	4
<i>Undecided</i>	4
<i>Refused</i>	2

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	76
9	3
8	5
7	2
6	1
5	4
4	1
3	1
2	2
1 – absolutely certain not to vote	5
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?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	28	64	8	-36
May (Q4)	34	59	7	-25
Corbyn (Q5)	44	45	11	-1

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

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government* (Q3)	373	59	31	10	+28
May (Q4)	373	66	27	7	+39
Corbyn (Q5)	401	75	19	6	+56

Economic Optimism Index

- Q6 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	14
Stay the same	28
Get worse	54
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	-40

Most Capable Prime Minister

- Q7 Who do you think would make the most capable Prime Minister, the Conservative's Theresa May, or Labour's Jeremy Corbyn?

	April 2017	May 2017	June 1 st 2017	June 7 th 2017	July 2017
	%	%	%	%	%
Theresa May	61	56	50	47	46
Jeremy Corbyn	23	29	35	36	38
Neither/none (not read out)	6	7	6	7	8
No Difference (not read out)	1	*	*	1	1
Other (not read out)	1	1	*	*	2
Don't know (not read out)	7	6	8	8	5