



Ipsos MORI

# POLITICAL MONITOR

September  
2017



# September 2017

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## VOTING INTENTIONS

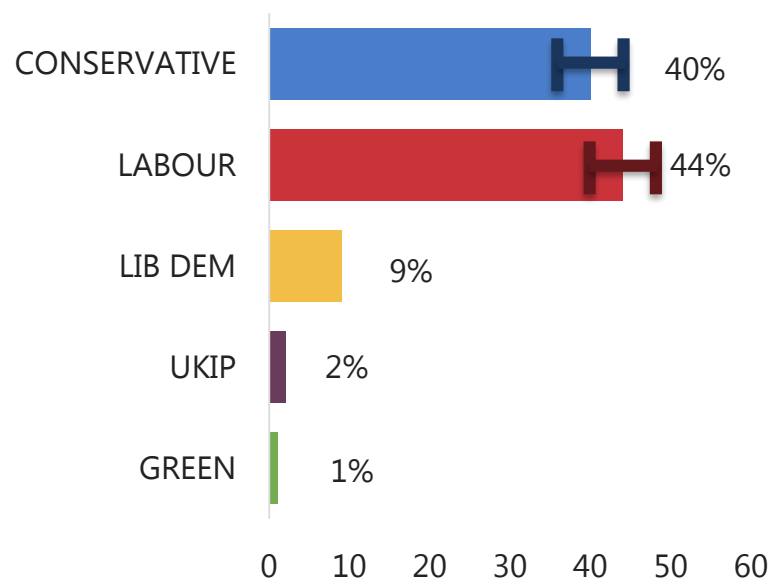


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# Voting Intention

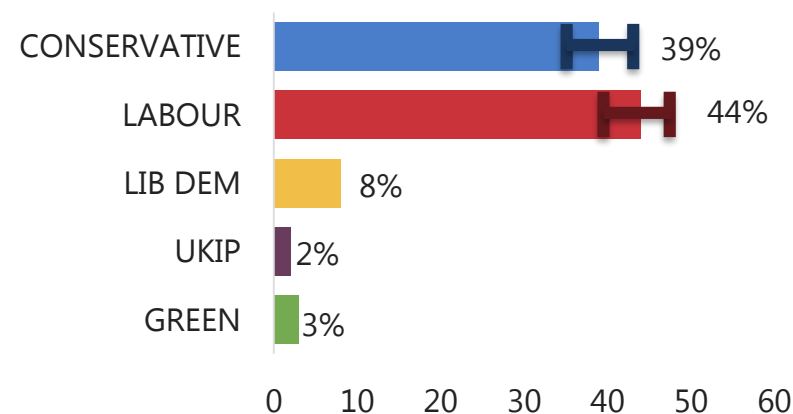
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

## HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = -4

## ALL GIVING A VOTING INTENTION



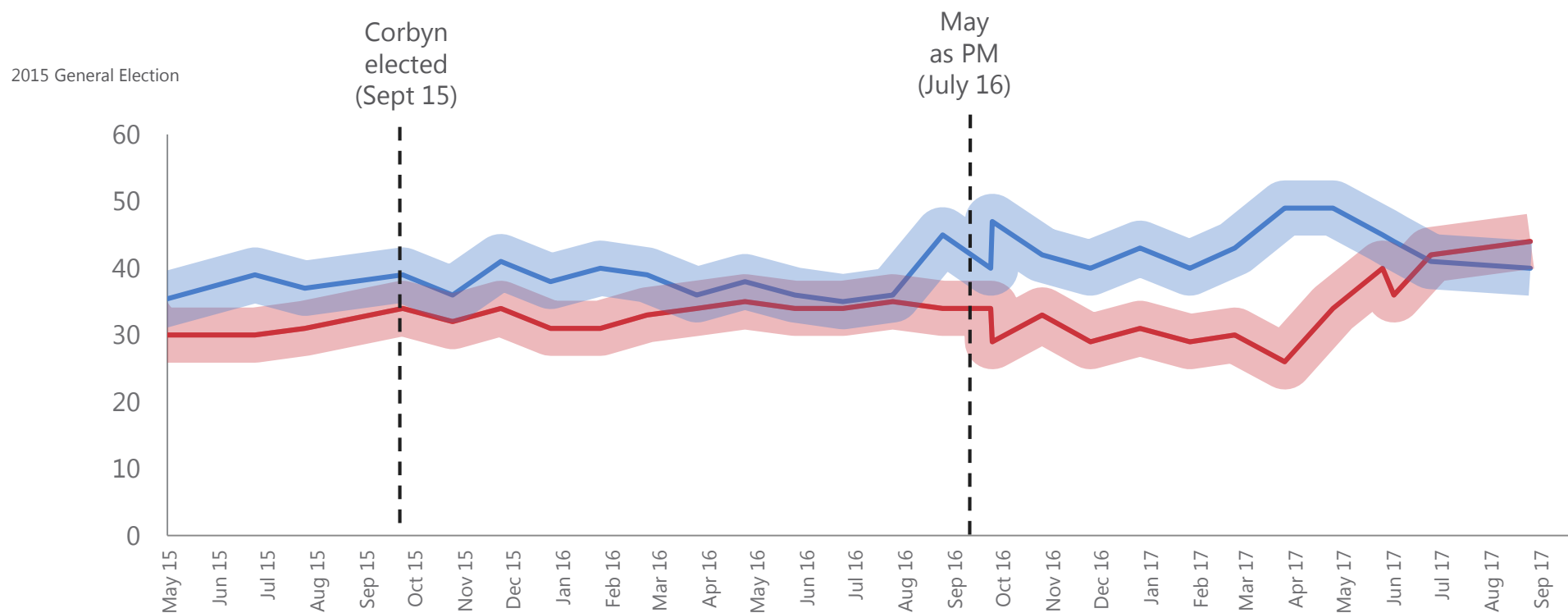
CONSERVATIVE LEAD = -5

Base: 1,023 British adults 18+, 15<sup>th</sup>– 18<sup>th</sup> September 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 810. 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?



CONSERVATIVE

LABOUR

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"

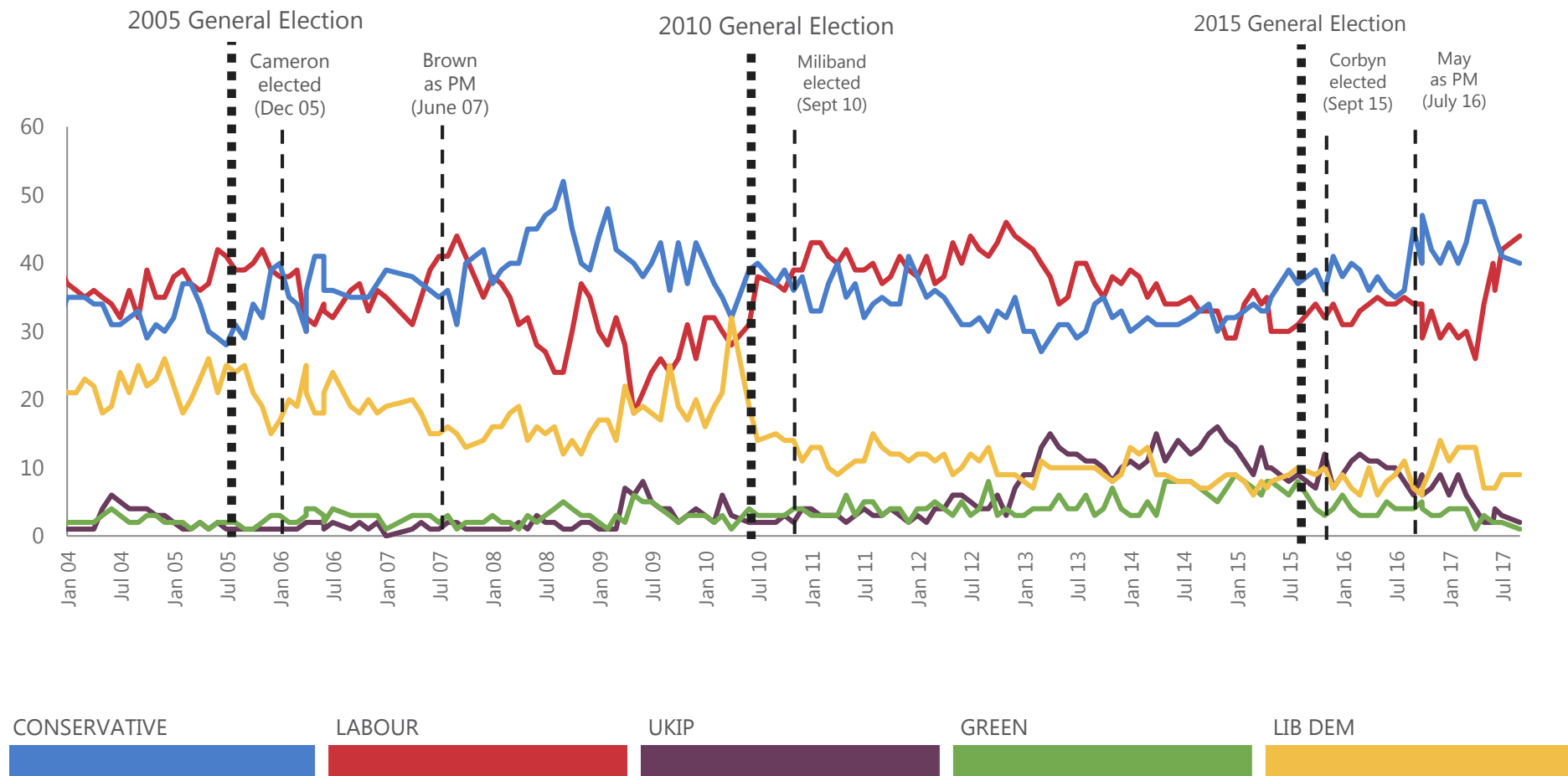
Source: Ipsos MORI Political Monitor



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# Headline voting intention: January '04 – September '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

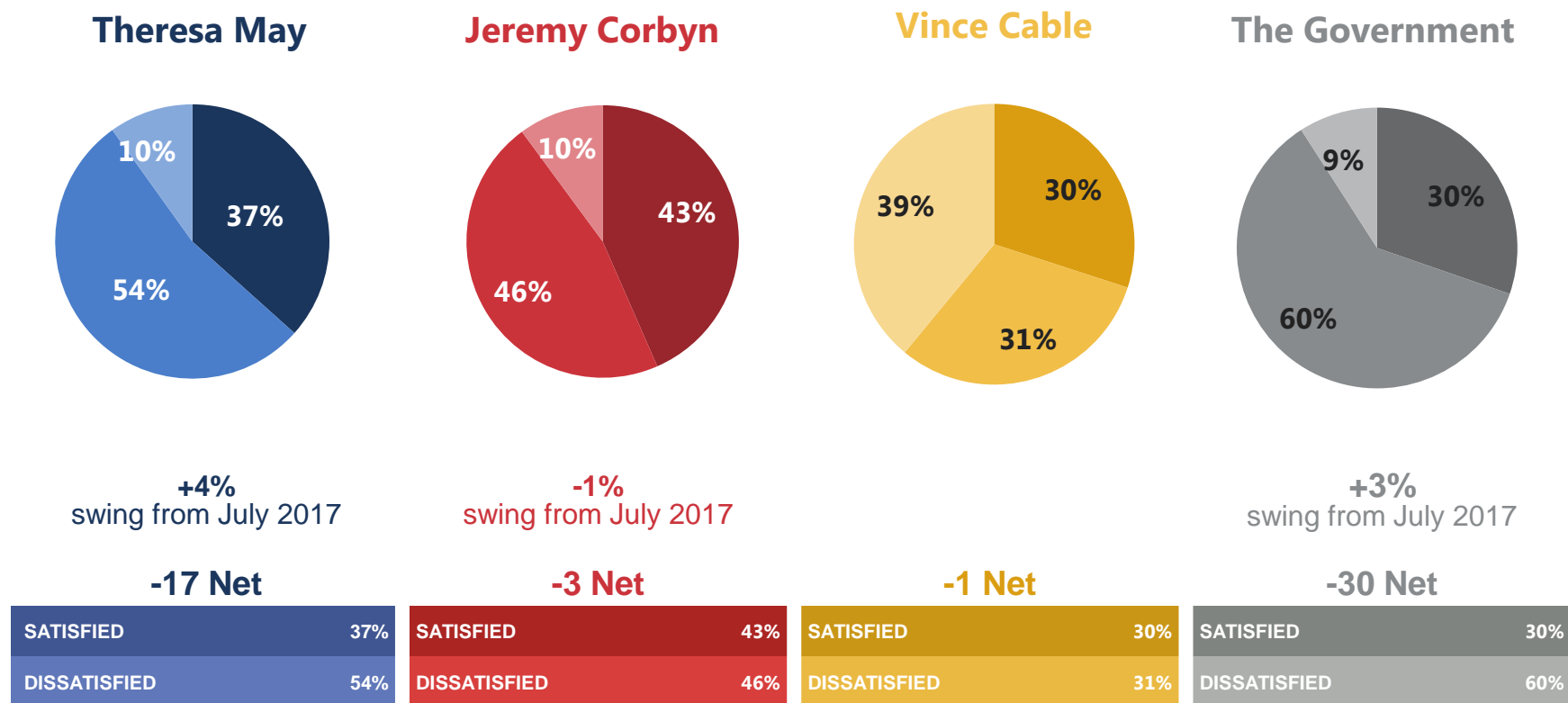
# September 2017

## 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/LEADER OF THE LIBERAL DEMOCRATS?



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

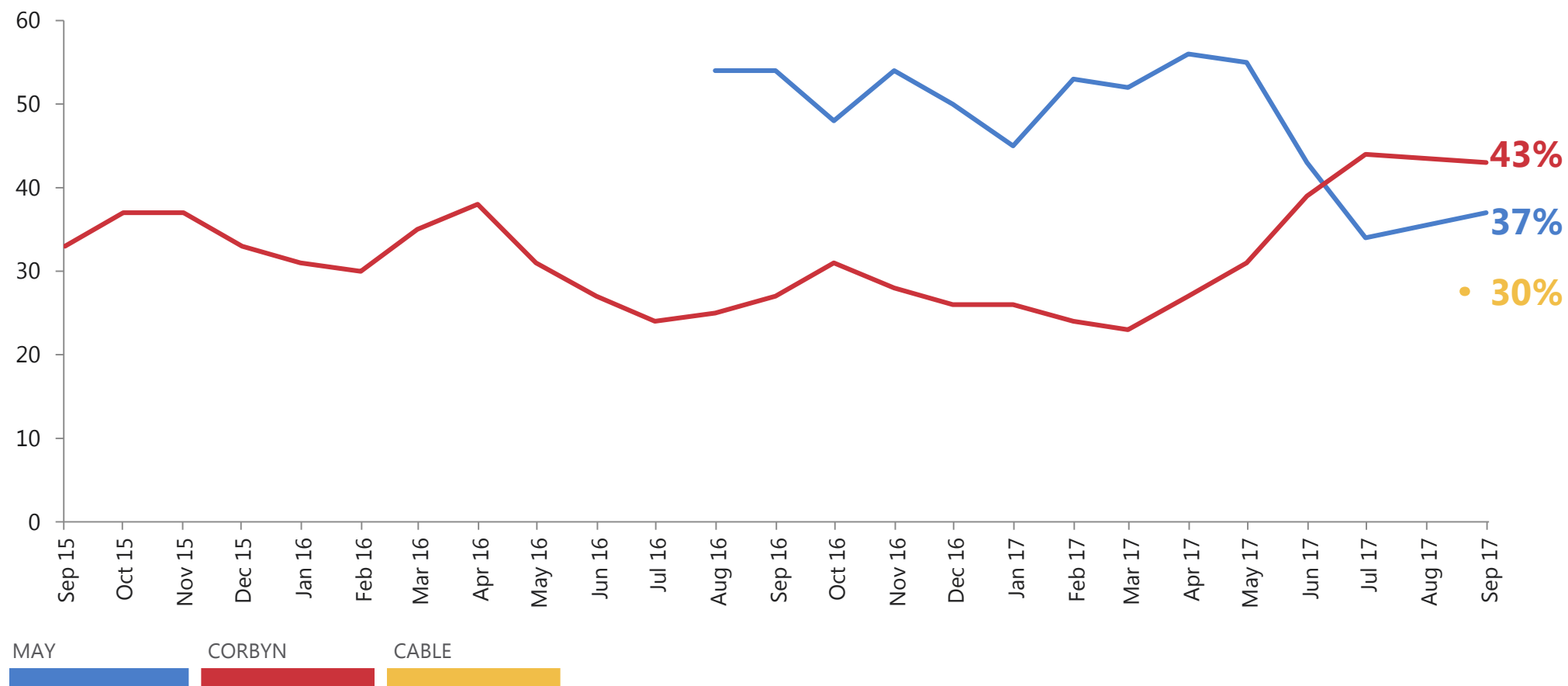
Source: Ipsos MORI Political Monitor



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# Satisfaction with Party leaders Sept 2015 – Sept 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.

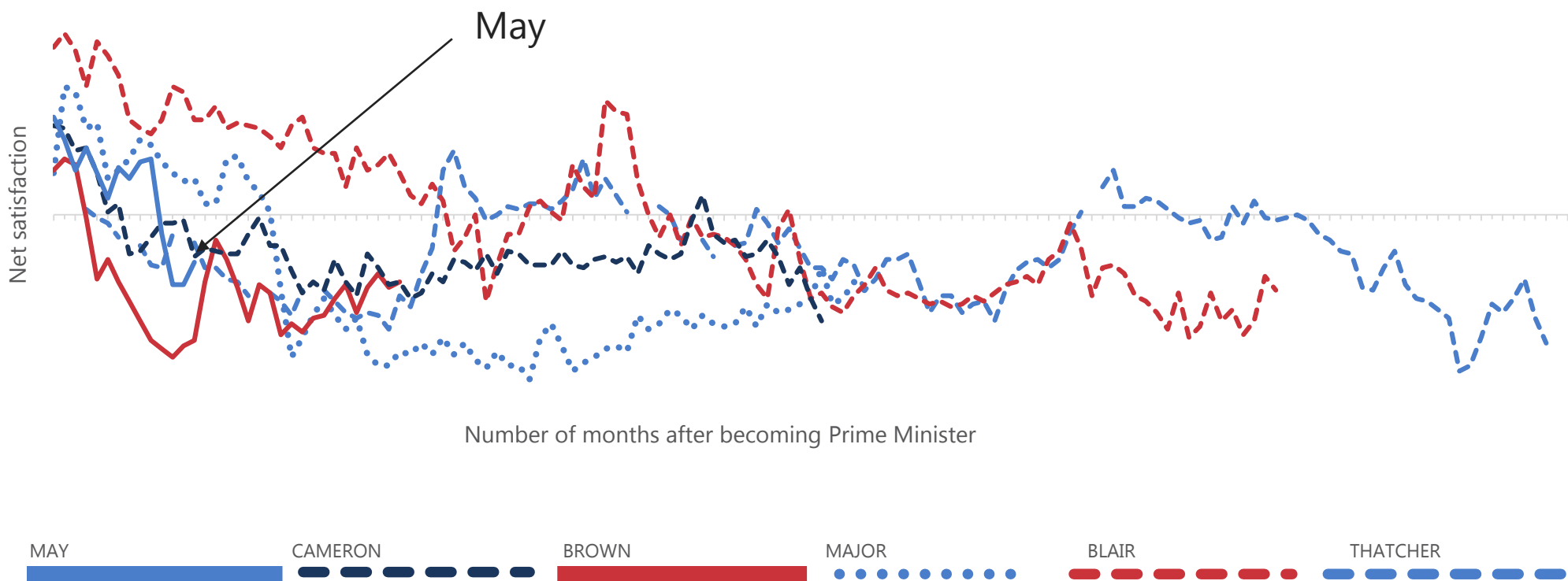
Source: Ipsos MORI Political Monitor



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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

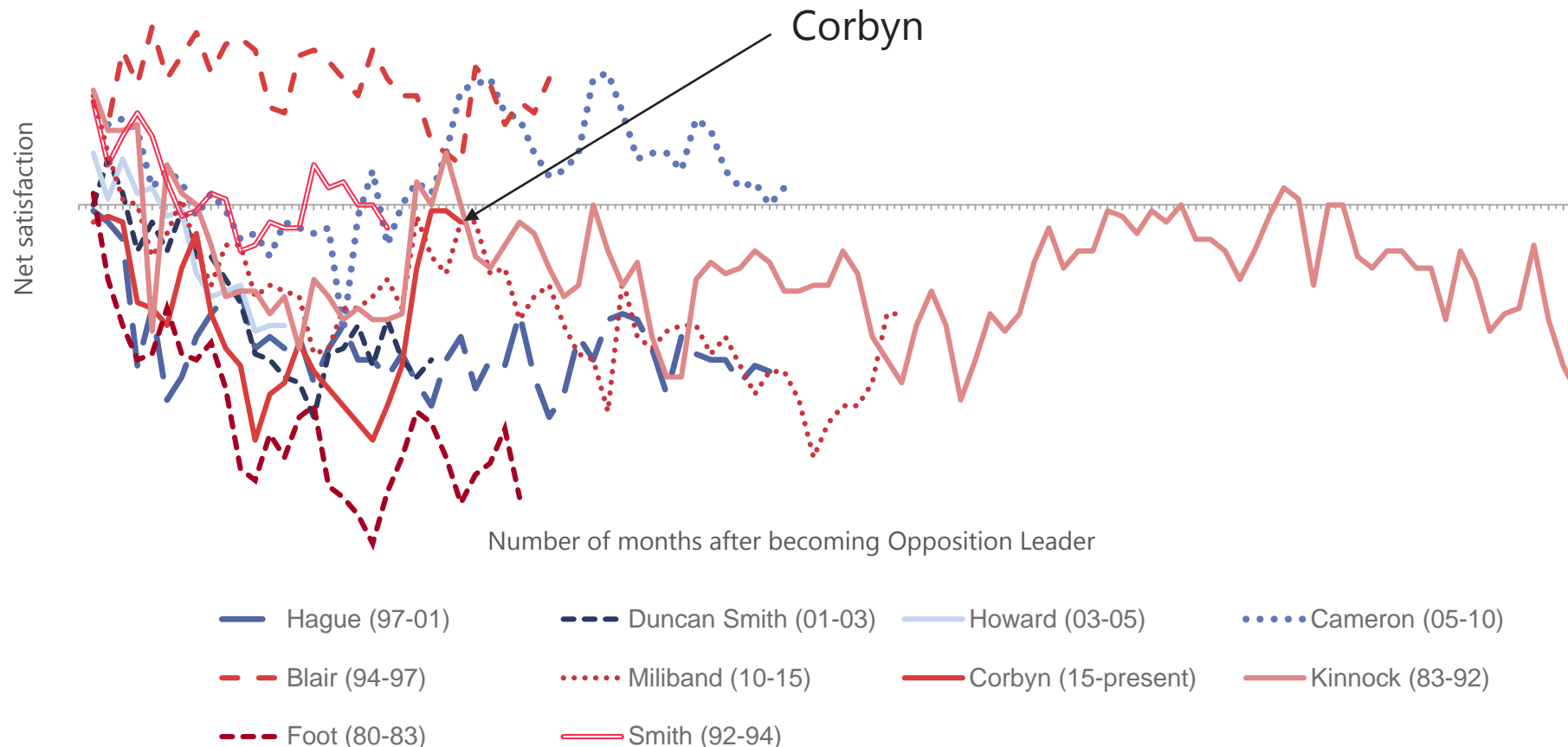
Source: Ipsos MORI Political Monitor



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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

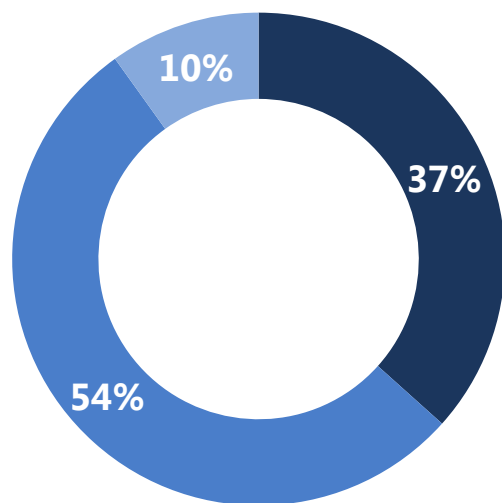


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# Theresa May (satisfaction)

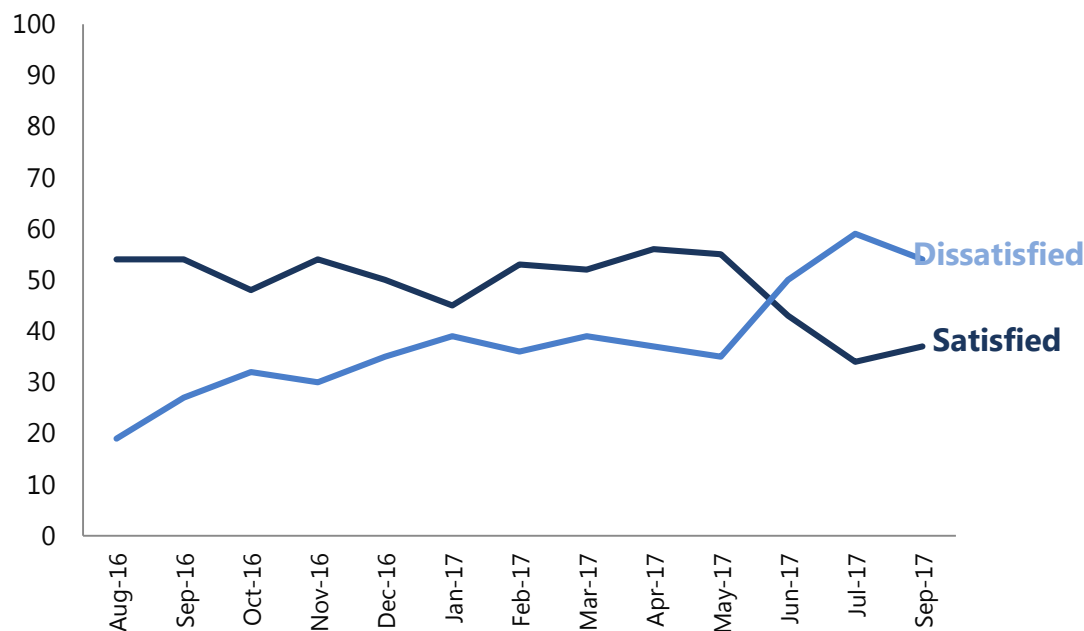
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

September 2017



SATISFIED	37%
DISSATISFIED	54%
DON'T KNOW	10%
Net = -17	

August 2016 – September 2017



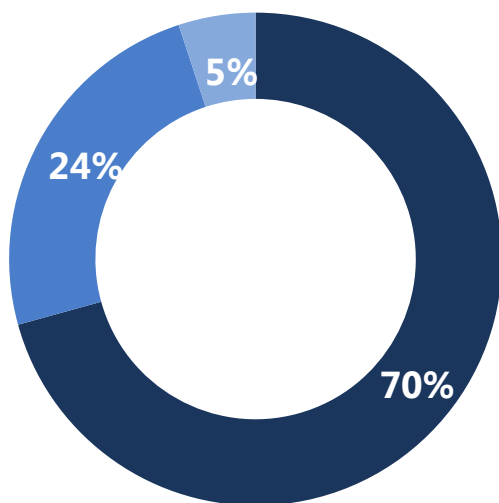
Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

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?

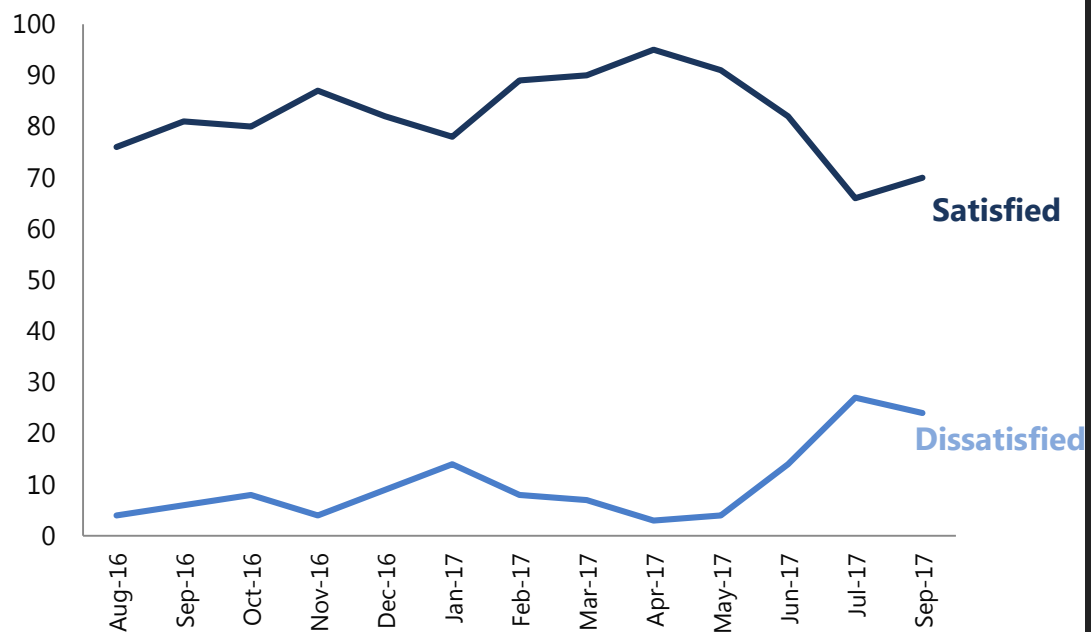
September 2017



SATISFIED	70%
DISSATISFIED	24%
DON'T KNOW	5%

Net = +46

August 2016 – September 2017



Base: 372 Conservative supporters 18+ , 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

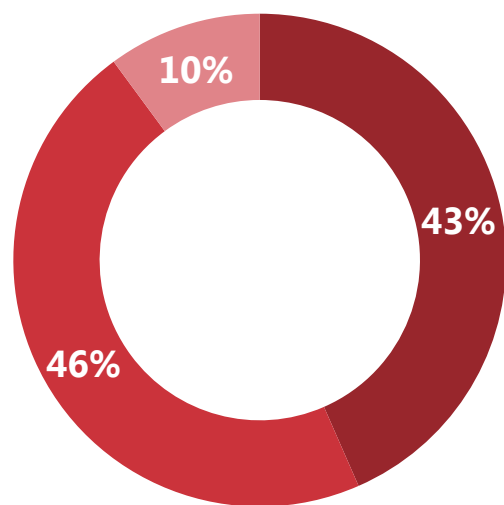


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# Jeremy Corbyn (satisfaction)

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

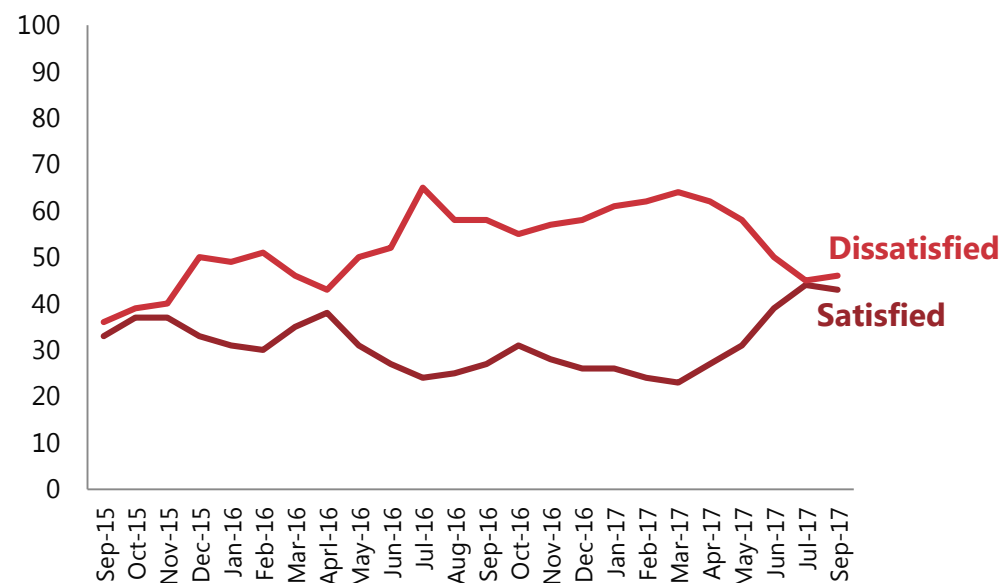
September 2017



SATISFIED	43%
DISSATISFIED	46%
DON'T KNOW	10%

Net = -3

September 2015 – September 2017



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

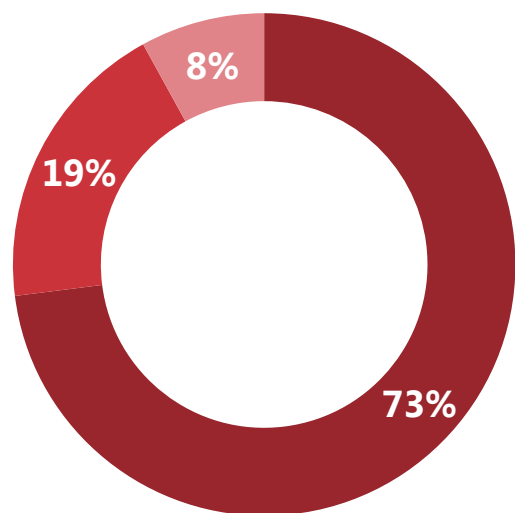


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# Jeremy Corbyn (satisfaction amongst Labour supporters)

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

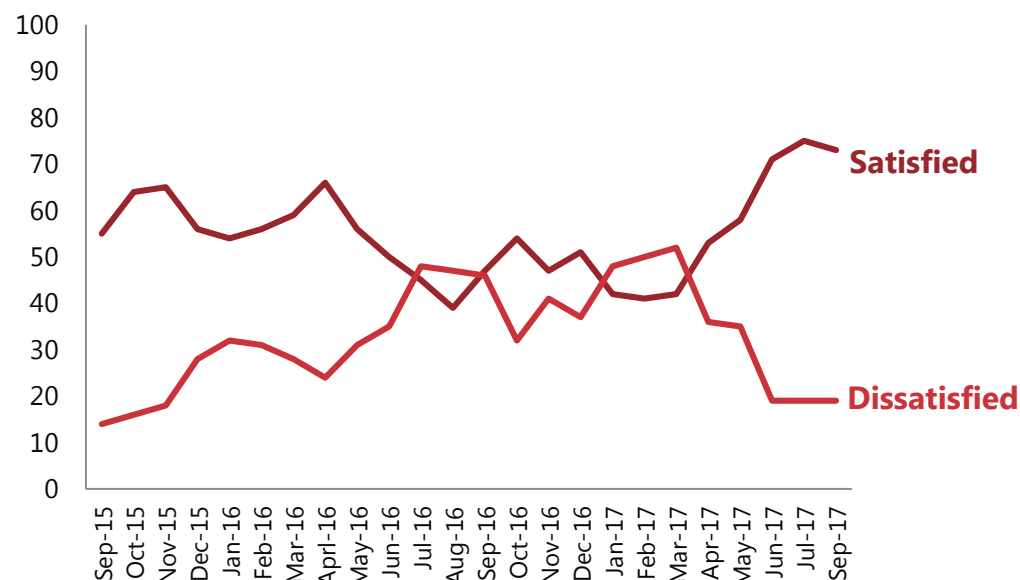
September 2017



SATISFIED	73%
DISSATISFIED	19%
DON'T KNOW	8%

Net = +54

September 2015 – September 2017



Base: 362 Labour supporters 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

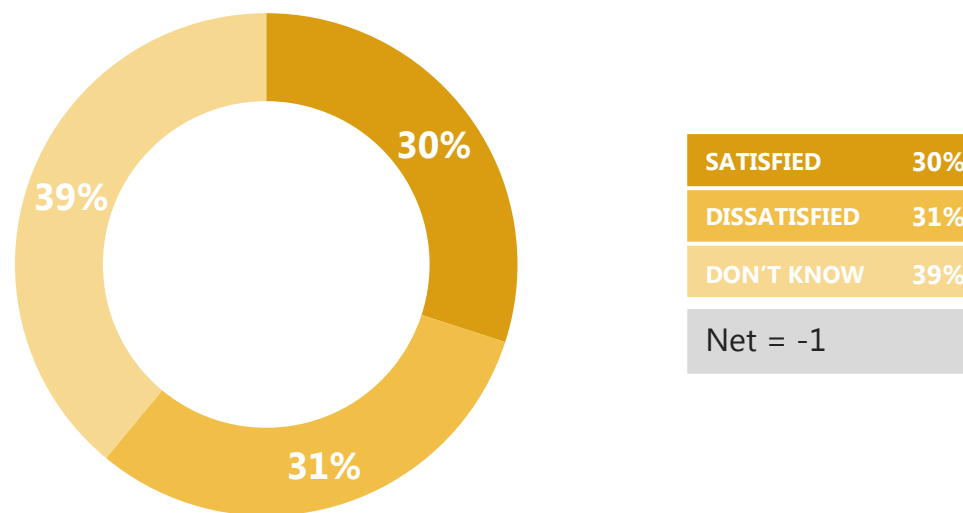


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# Vince Cable (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY VINCE CABLE IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

September 2017



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor



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# September 2017

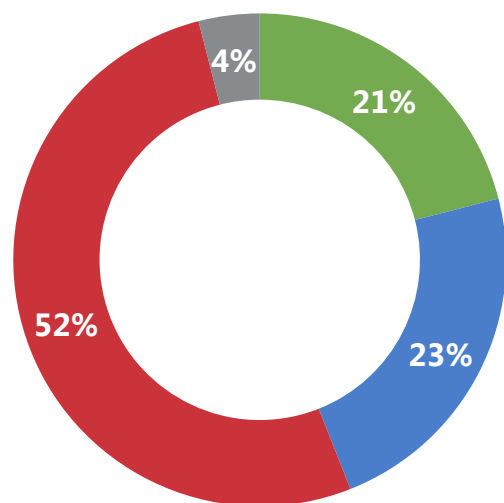
## ECONOMIC OPTIMISM



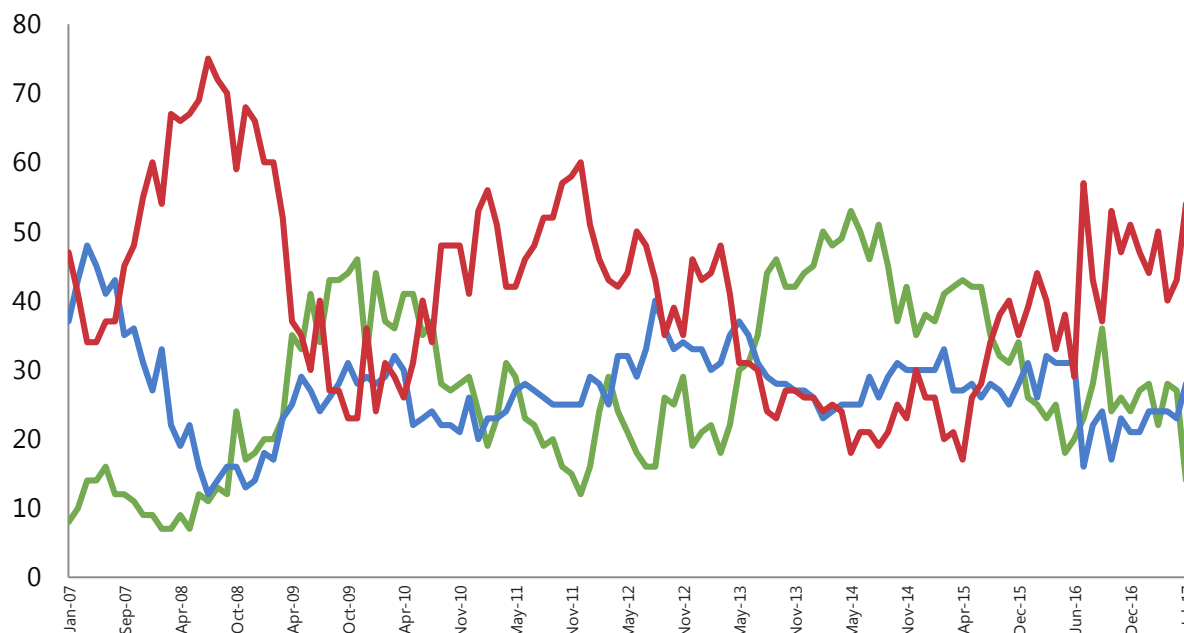
# Economic Optimism Index

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

September 2017



IMPROVE	21%
STAY THE SAME	23%
GET WORSE	52%
DON'T KNOW	4%
EOI = -31	



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor



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# Economic Optimism has been on downward trend since 2014

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

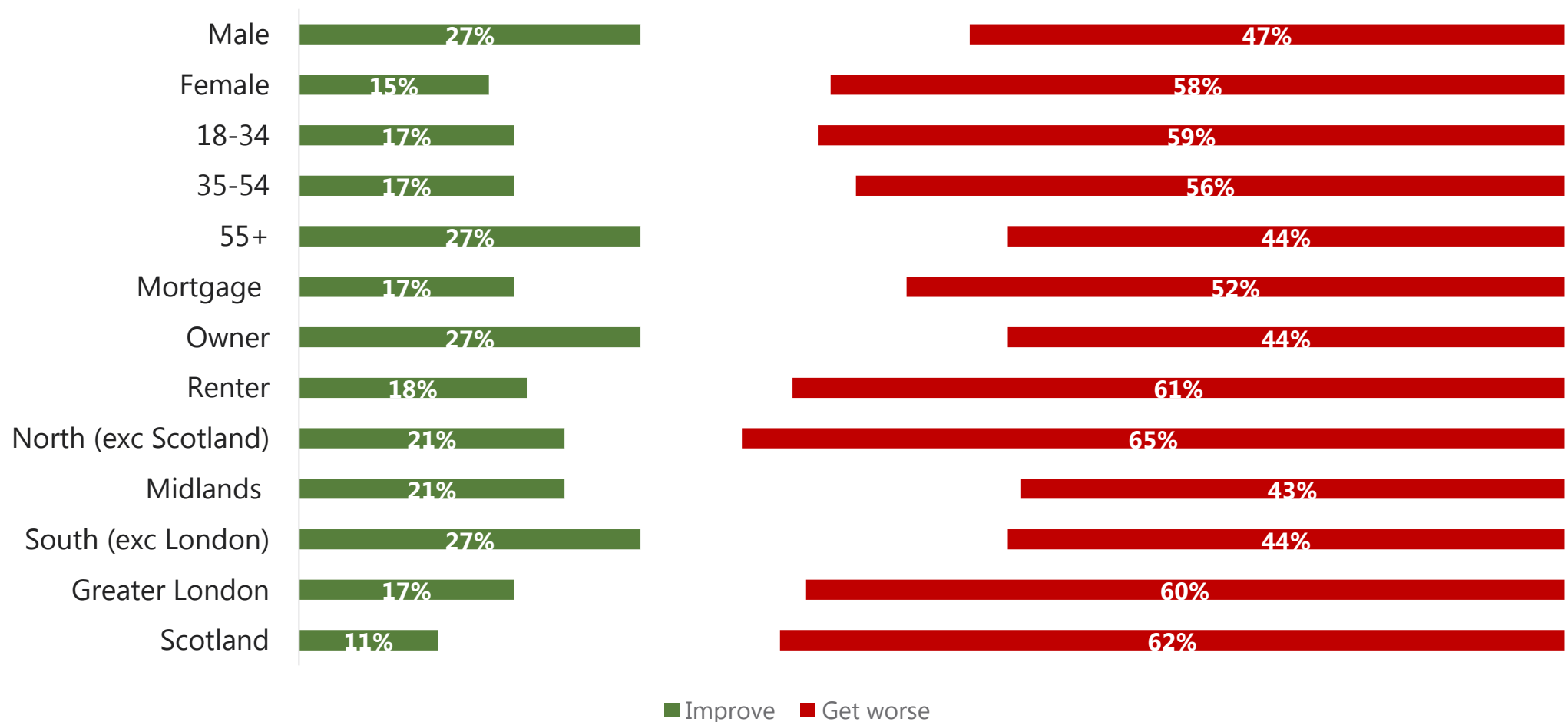
Source: Ipsos MORI Political Monitor



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# Men, homeowners, over 55's and Midlands/South are less pessimistic

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: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

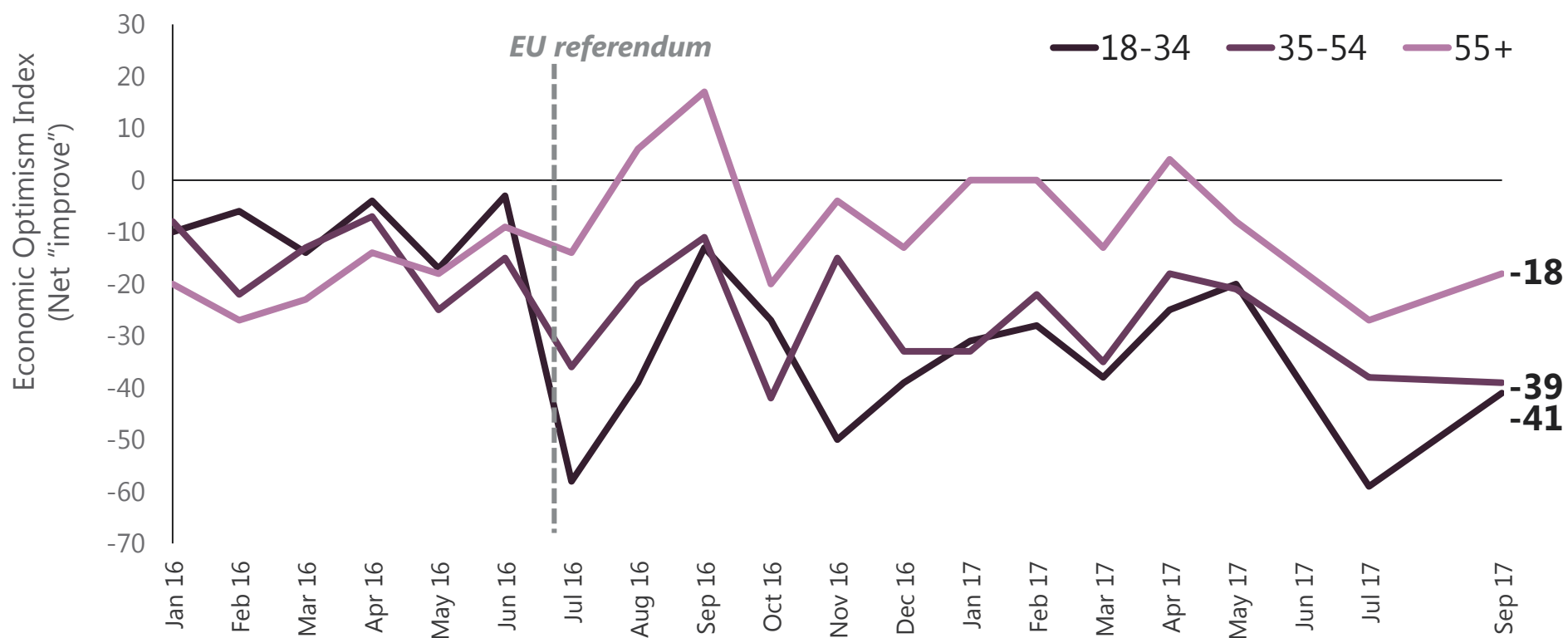
Source: Ipsos MORI Political Monitor



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# Age gap in economic optimism since EU referendum continues

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 18+ per month



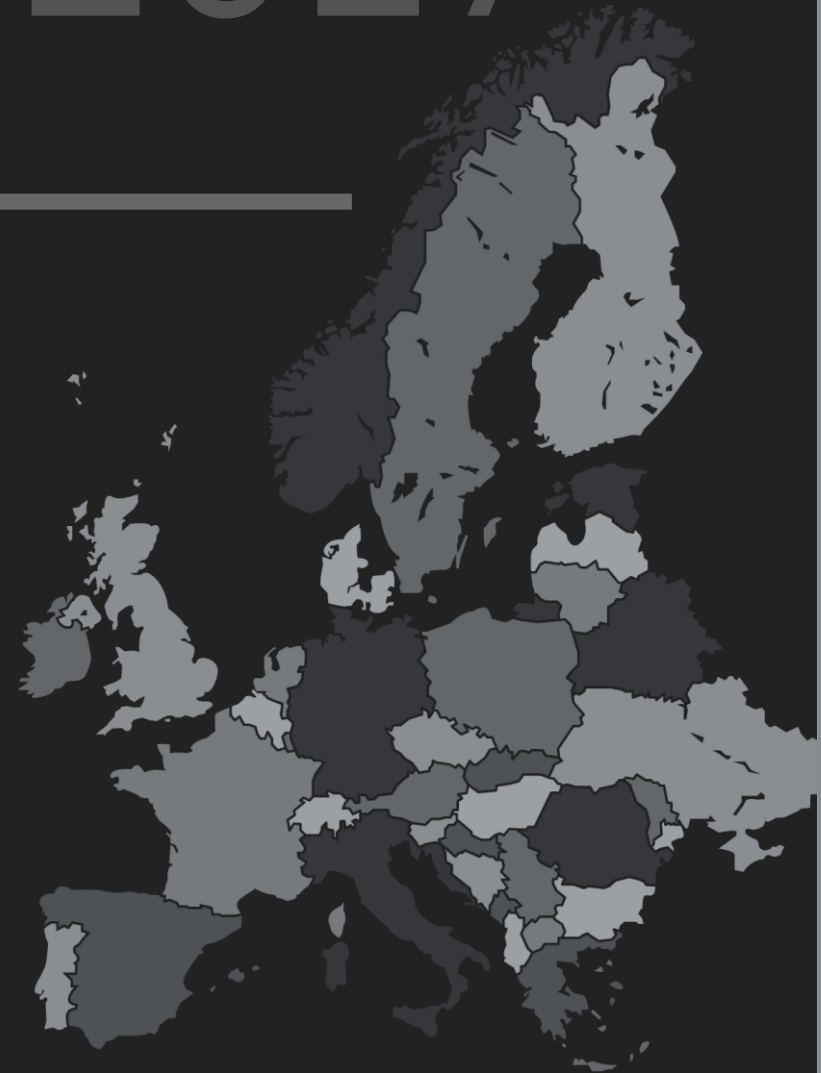
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# September 2017

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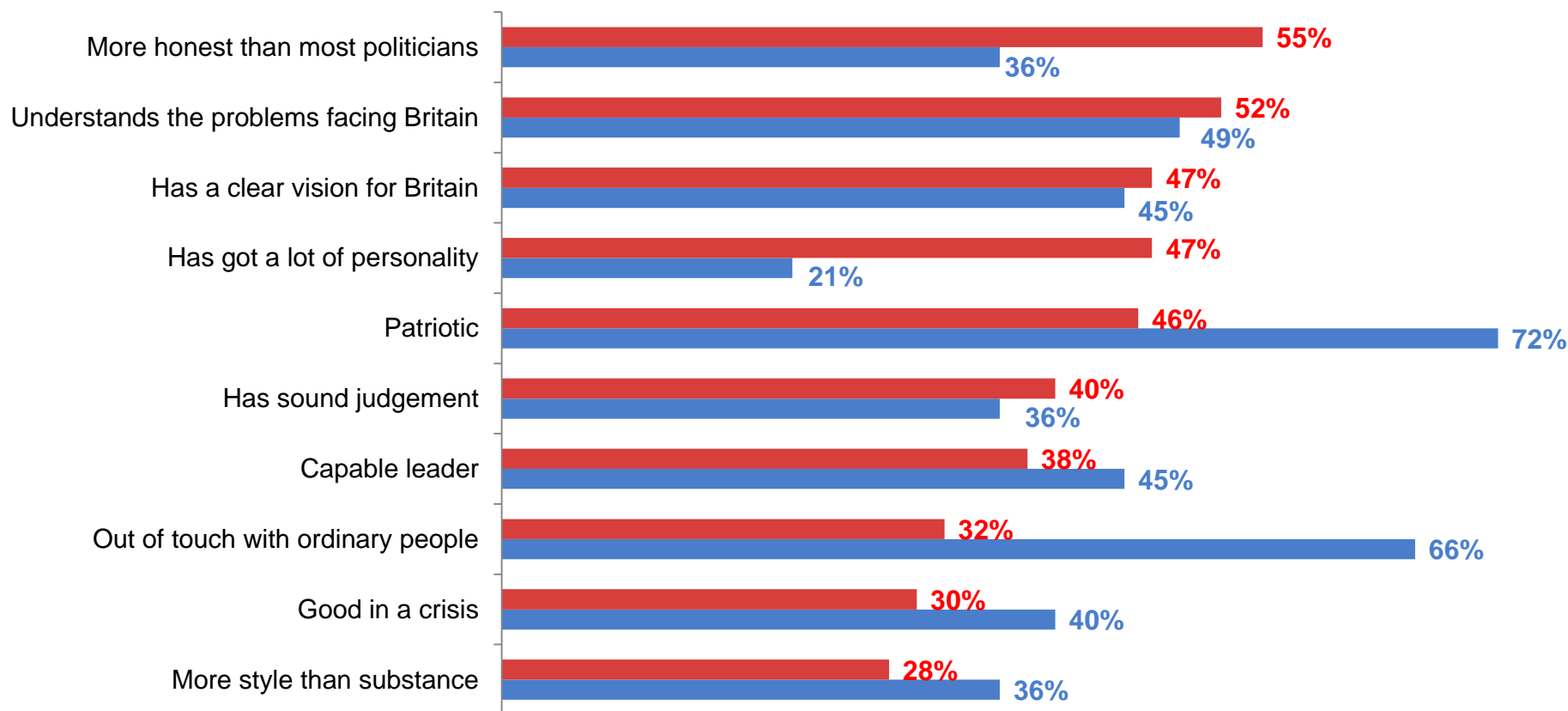
## Party Leaders



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# Corbyn leads on honesty, personality, and less out of touch, but May still ahead on capability and good in a crisis

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO .....?



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

■ Corbyn ■ May

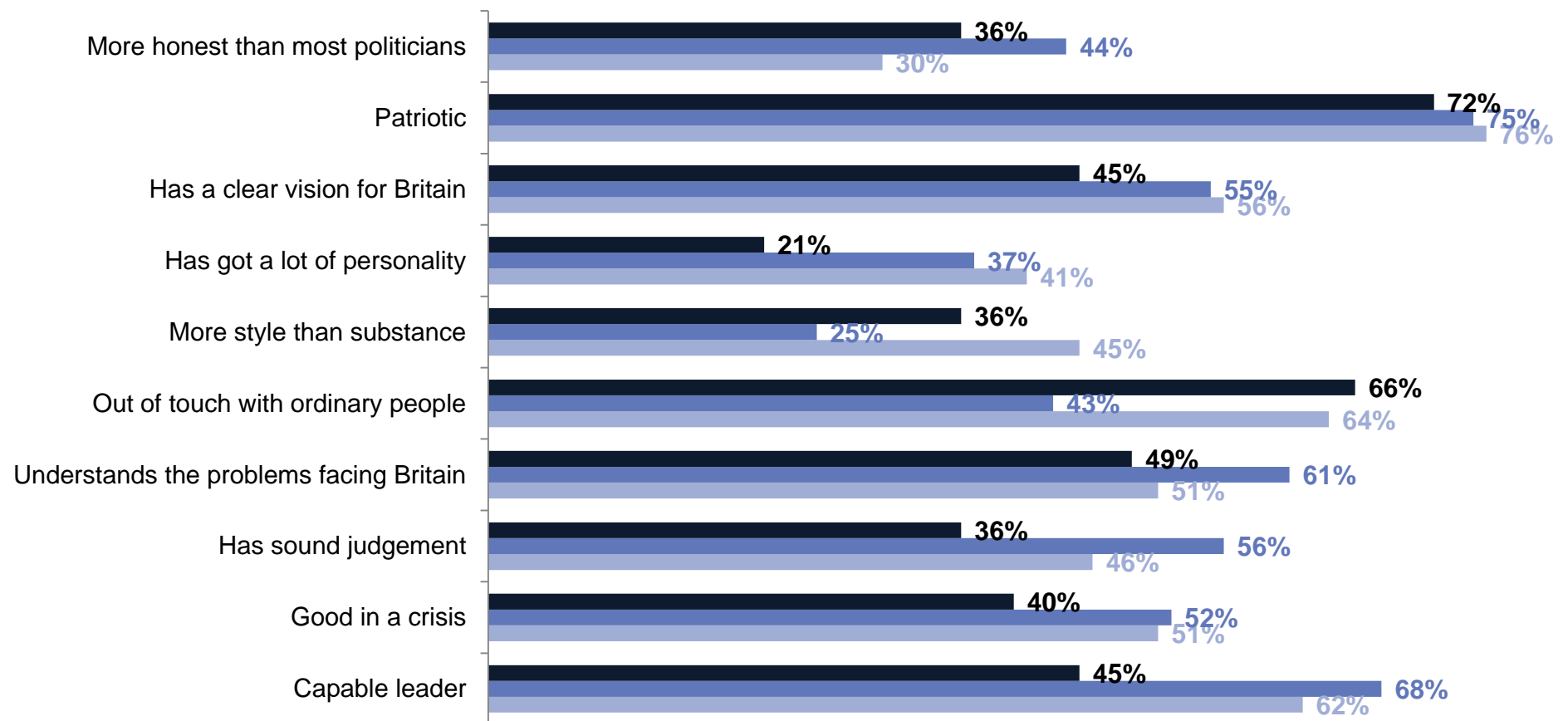
Source: Ipsos MORI Political Monitor



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# May's image ratings have worsened since last September

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THERESA MAY?



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

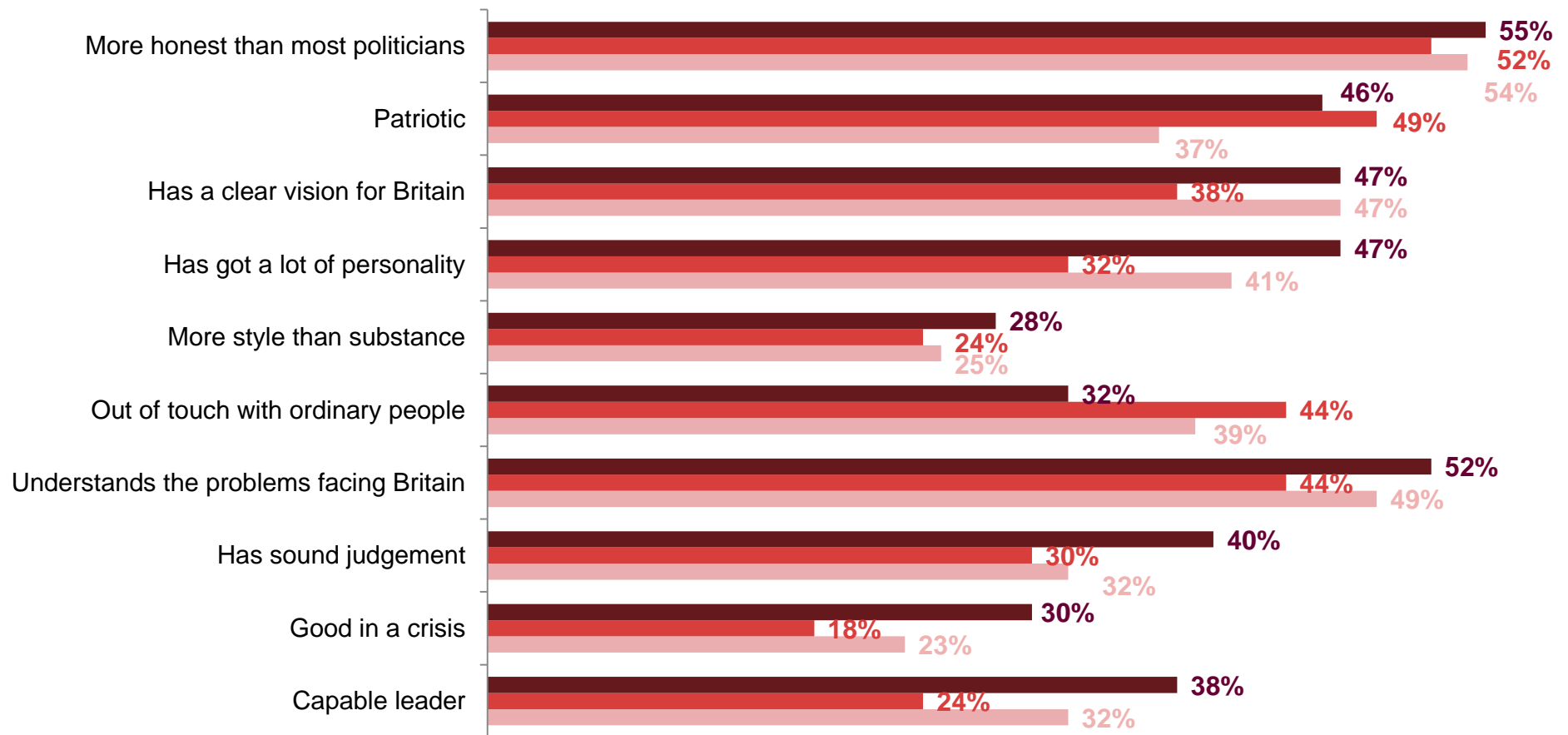


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■ Sep-17 ■ Sep-16 ■ Sep-15 (David Cameron)

# Corbyn's image ratings have improved since last September

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO JEREMY CORBYN?



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor



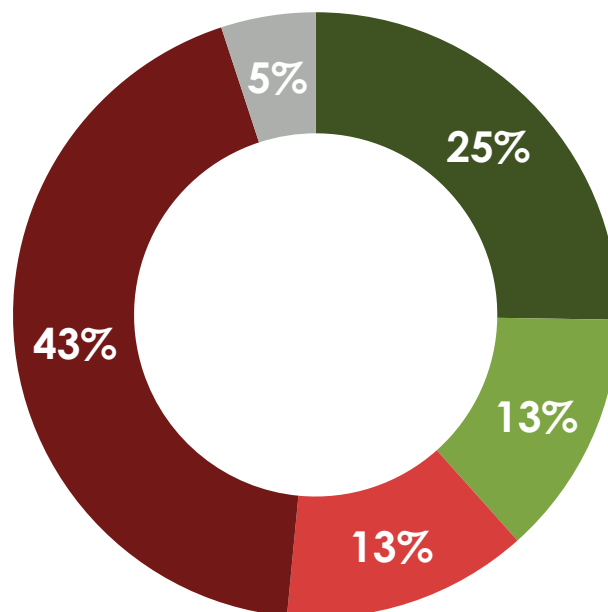
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■ Sep-17 ■ Sep-16 ■ Sep-15

# May's likeability ratings have fallen since Sept 2016

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF... THERESA MAY AND THE CONSERVATIVE PARTY?

- I LIKE HER AND I LIKE THE PARTY
- I LIKE HER BUT I DO NOT LIKE THE PARTY
- I DO NOT LIKE HER BUT I LIKE THE PARTY
- I DO NOT LIKE HER AND I DO NOT LIKE THE PARTY
- DON'T KNOW



## May & the Conservative Party

%

	<u>Sept 2017</u>	<u>Change since Sept 2016</u>
Total like her	38	-22
Total do not like her	56	+23
Total like the party	38	0
Total do not like the party	56	+1

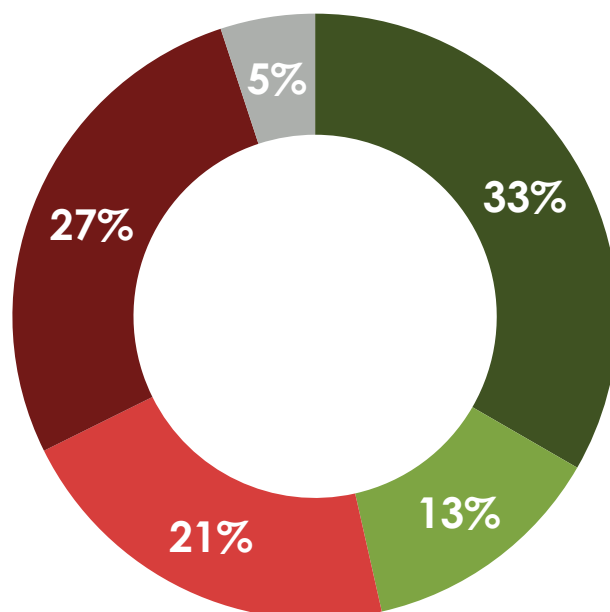
Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

# Corbyn and Labour party are more liked than a year ago

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF... JEREMY CORBYN AND THE LABOUR PARTY?

- I LIKE HIM AND I LIKE THE PARTY
- I LIKE HIM BUT I DO NOT LIKE THE PARTY
- I DO NOT LIKE HIM BUT I LIKE THE PARTY
- I DO NOT LIKE HIM AND I DO NOT LIKE THE PARTY
- DON'T KNOW



## Corbyn & the Labour Party

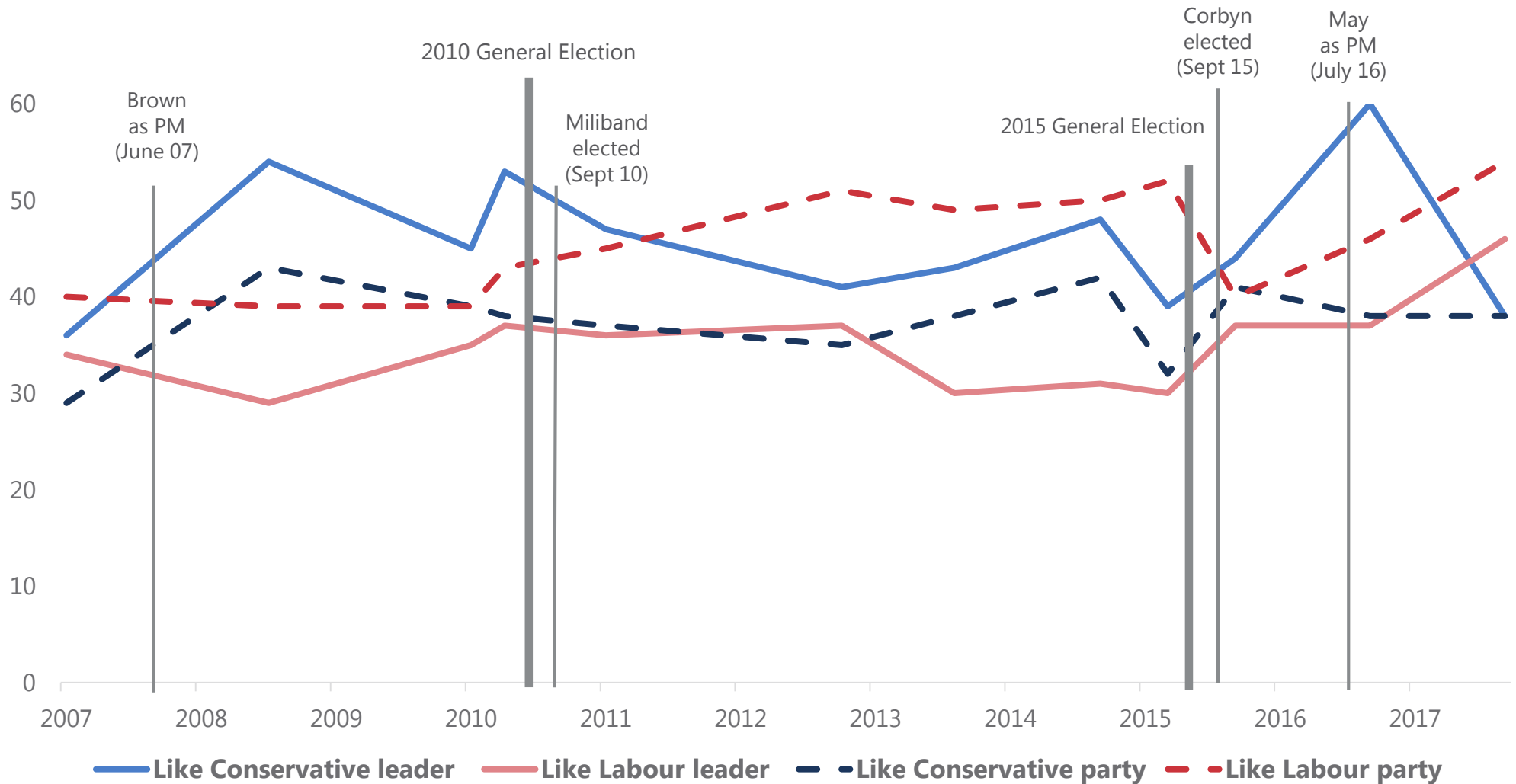
	%	
	<u>Sept 2017</u>	<u>Change since Sept 2016</u>
Total like him	46	+9
Total do not like him	48	-6
Total like the party	54	+8
Total do not like the party	40	-5

Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

# Likeability of leaders and their parties: 2007 - 2017

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF... JEREMY CORBYN/THERESA MAY AND THE LABOUR PARTY/THE CONSERVATIVE PARTY?



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

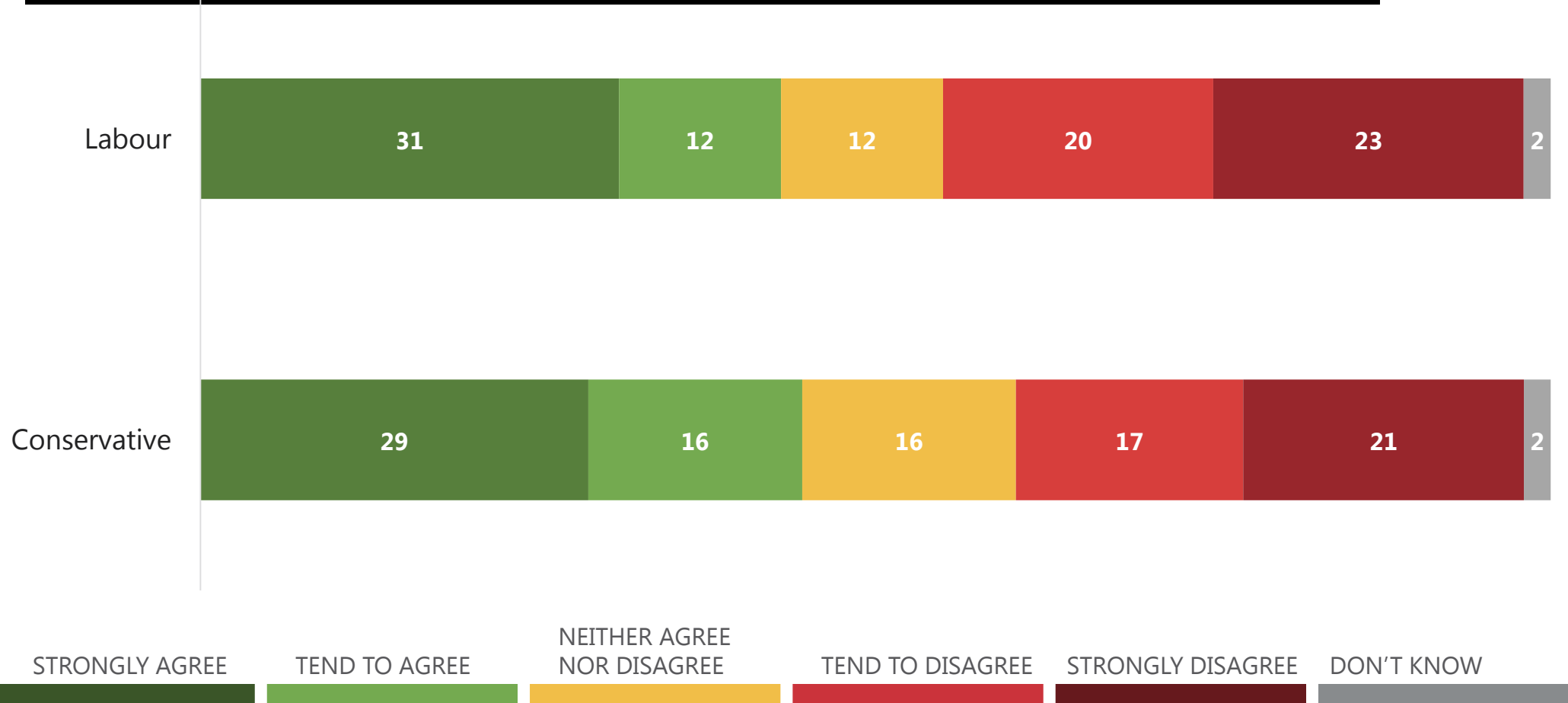


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# Just over four in ten think both parties should change leader before the next election

PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

THE XX PARTY SHOULD CHANGE ITS LEADER BEFORE THE NEXT GENERAL ELECTION IN 2020



Base: 1,023 British adults 18+, 15<sup>th</sup> – 18<sup>th</sup> September 2017

Source: Ipsos MORI Political Monitor

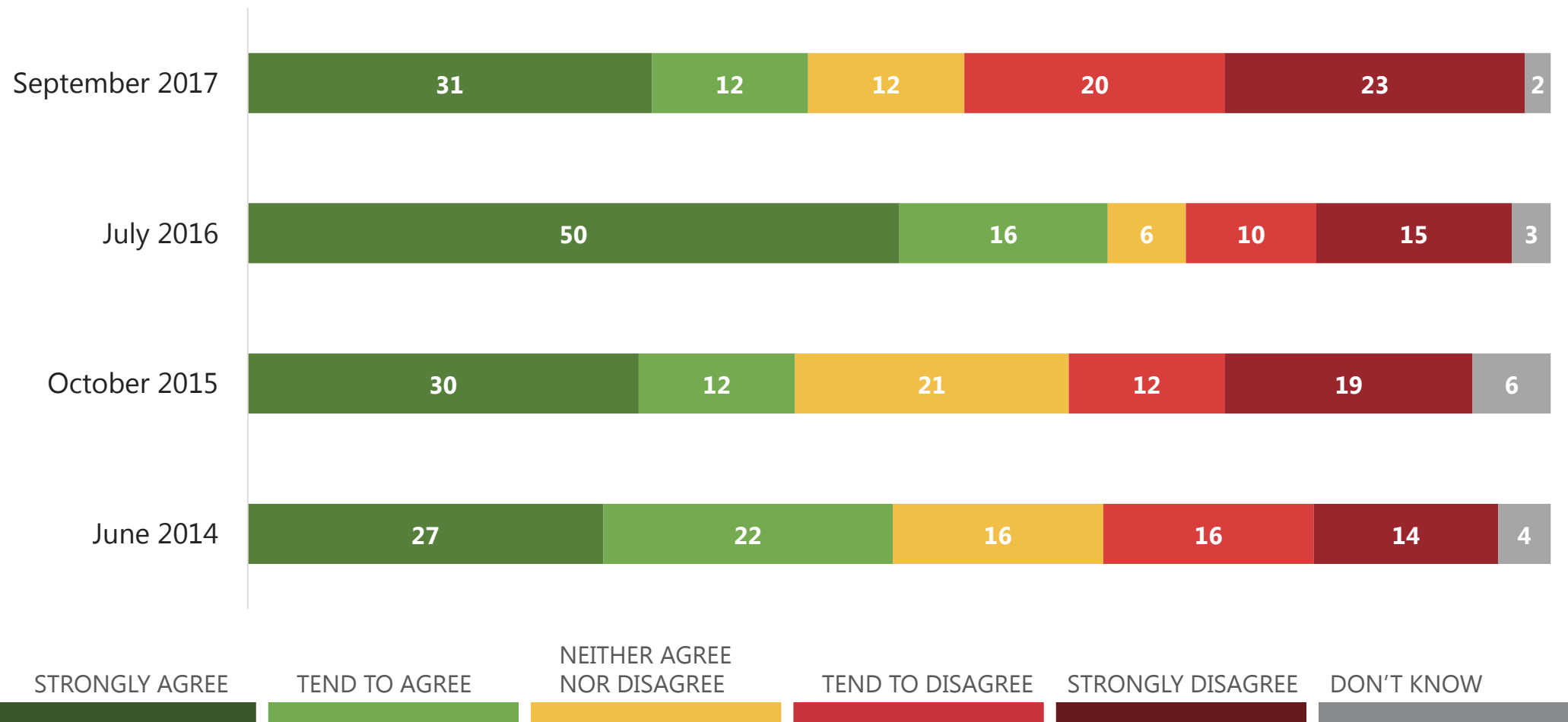


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# Fewer want Labour to change its leader than in July '16

PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

THE LABOUR PARTY SHOULD CHANGE ITS LEADER BEFORE THE NEXT GENERAL ELECTION IN 2020



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

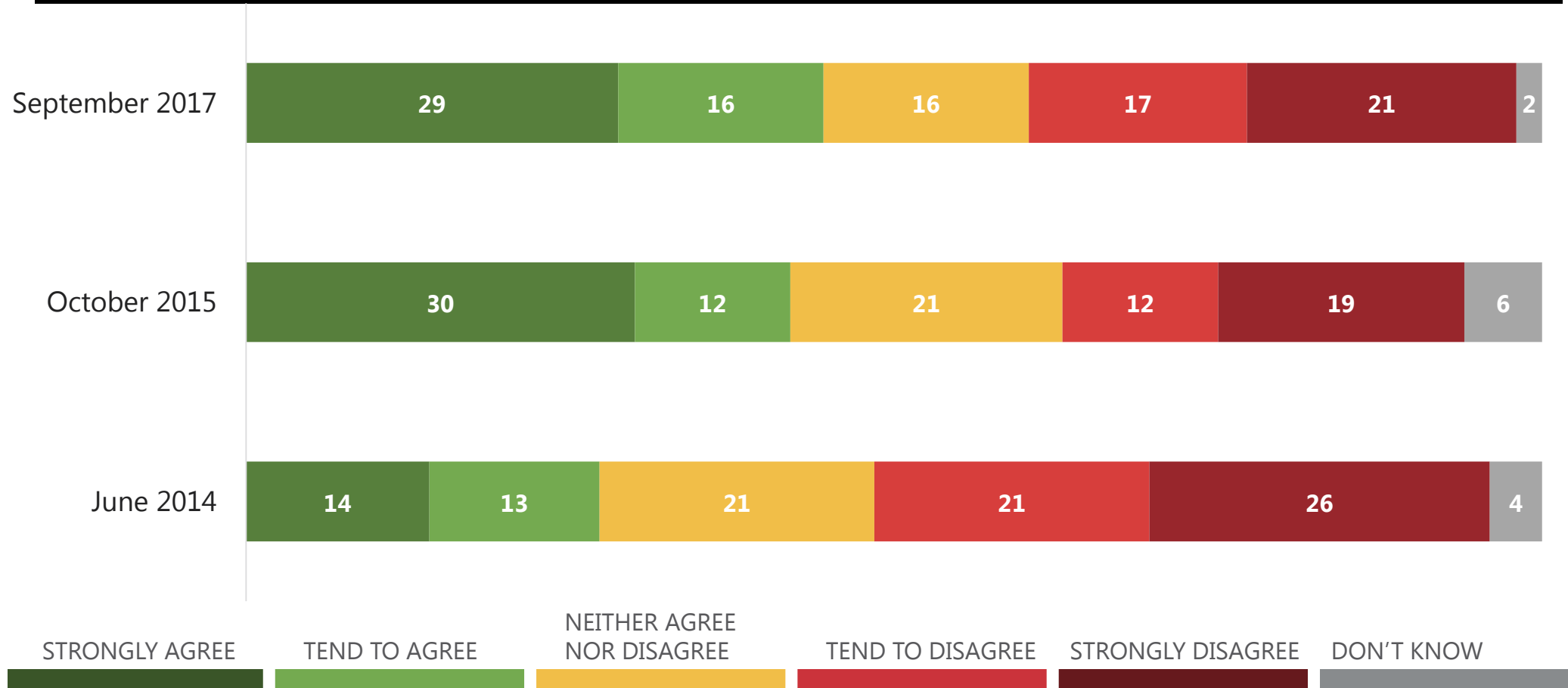


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# Similar number want the Conservatives to change their leader compared to October 2015

PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

THE CONSERVATIVE PARTY SHOULD CHANGE ITS LEADER BEFORE THE NEXT GENERAL ELECTION IN 2020



Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor



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September 2017 POLITICAL MONITOR



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