



Ipsos MORI

# POLITICAL MONITOR

July  
2018



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# July 2018

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## VOTING INTENTIONS

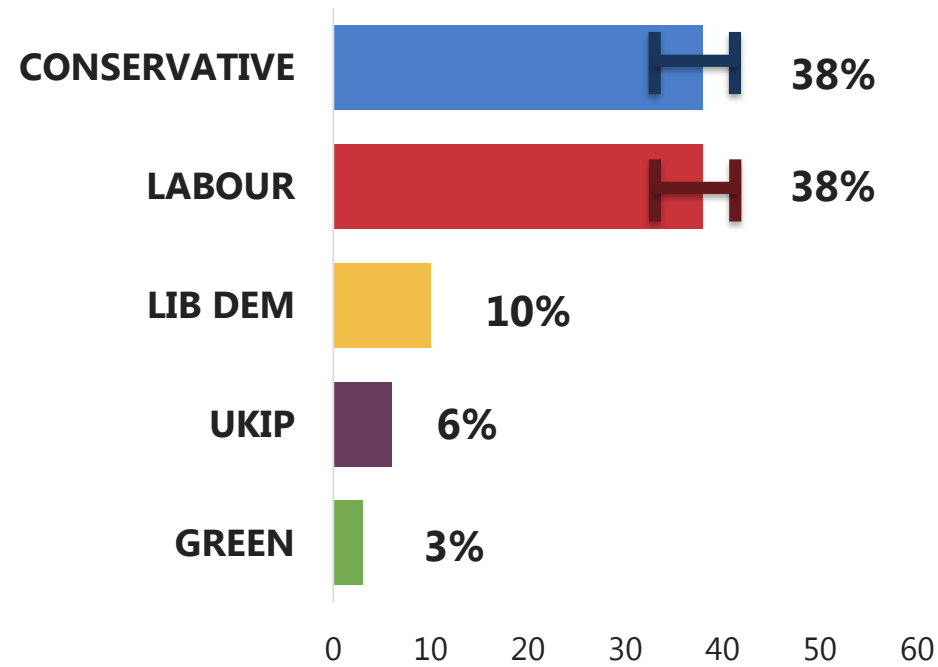


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# Voting Intention

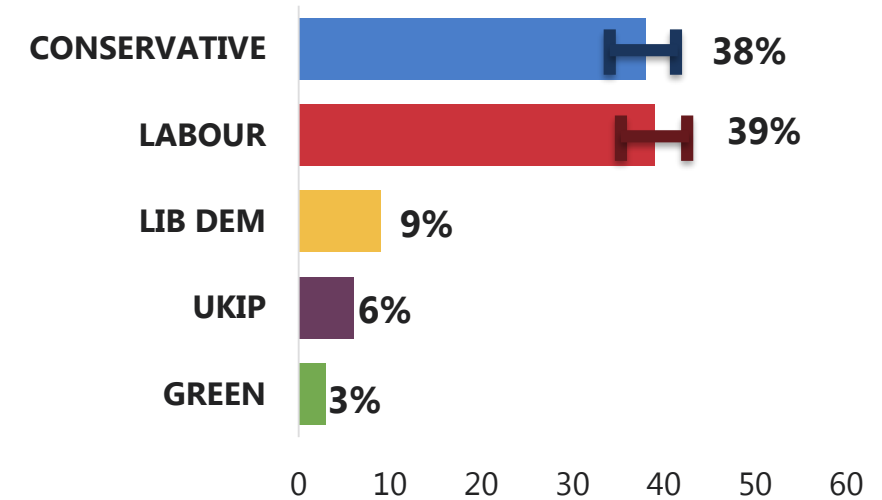
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

## HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = 0

## ALL GIVING A VOTING INTENTION



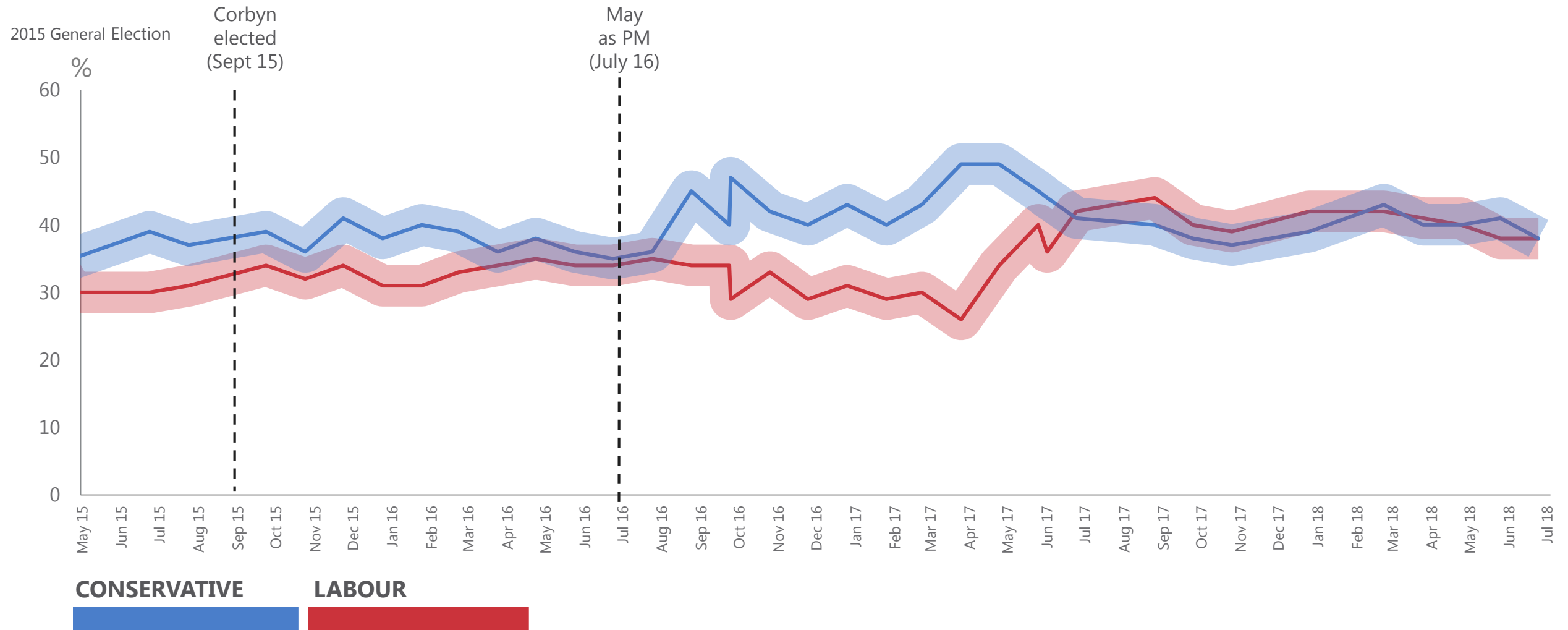
CONSERVATIVE LEAD = -1

Base: 1023 British adults 18+, 20th– 24th July 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 795. 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"

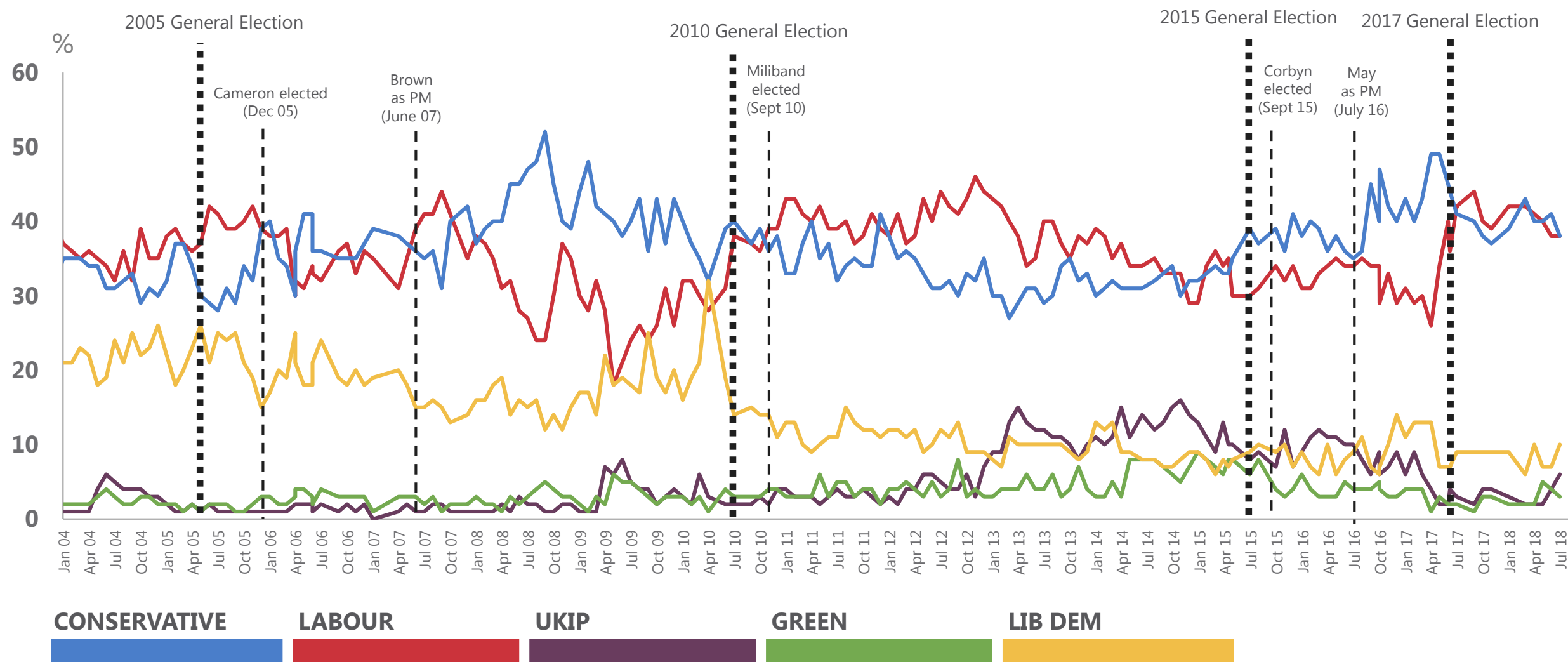
Source: Ipsos MORI Political Monitor



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# Headline voting intention: January '04 – July '18

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 2018

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## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS

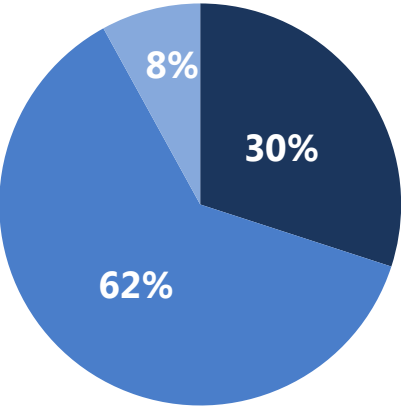




# Satisfaction with leaders and the Government

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?

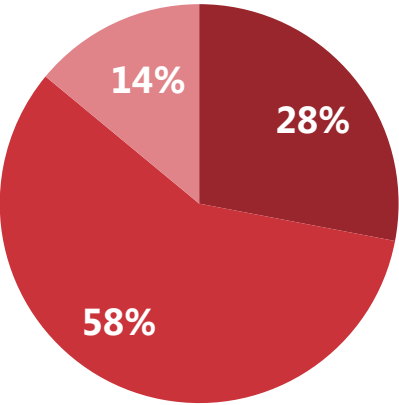
Theresa May



-4.5%  
swing from June 2018  
**-32 Net**

SATISFIED	30%
DISSATISFIED	62%

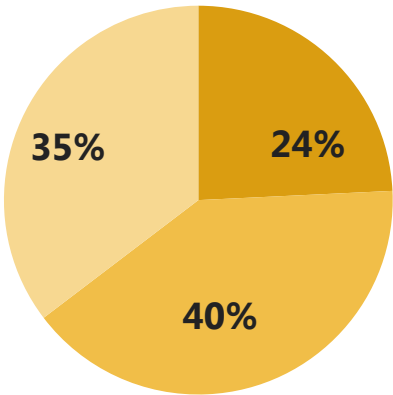
Jeremy Corbyn



-2%  
swing from June 2018  
**-30 Net**

SATISFIED	28%
DISSATISFIED	58%

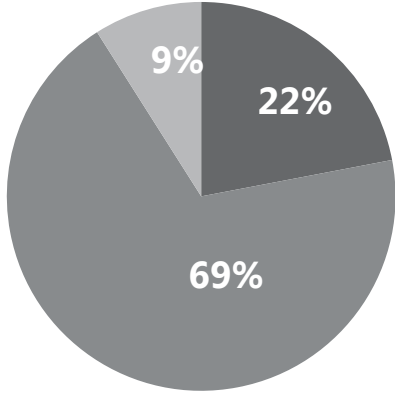
Vince Cable



-4.5%  
swing from June 2018  
**-16 Net**

SATISFIED	24%
DISSATISFIED	40%

The Government



-7%  
swing from June 2018  
**-47 Net**

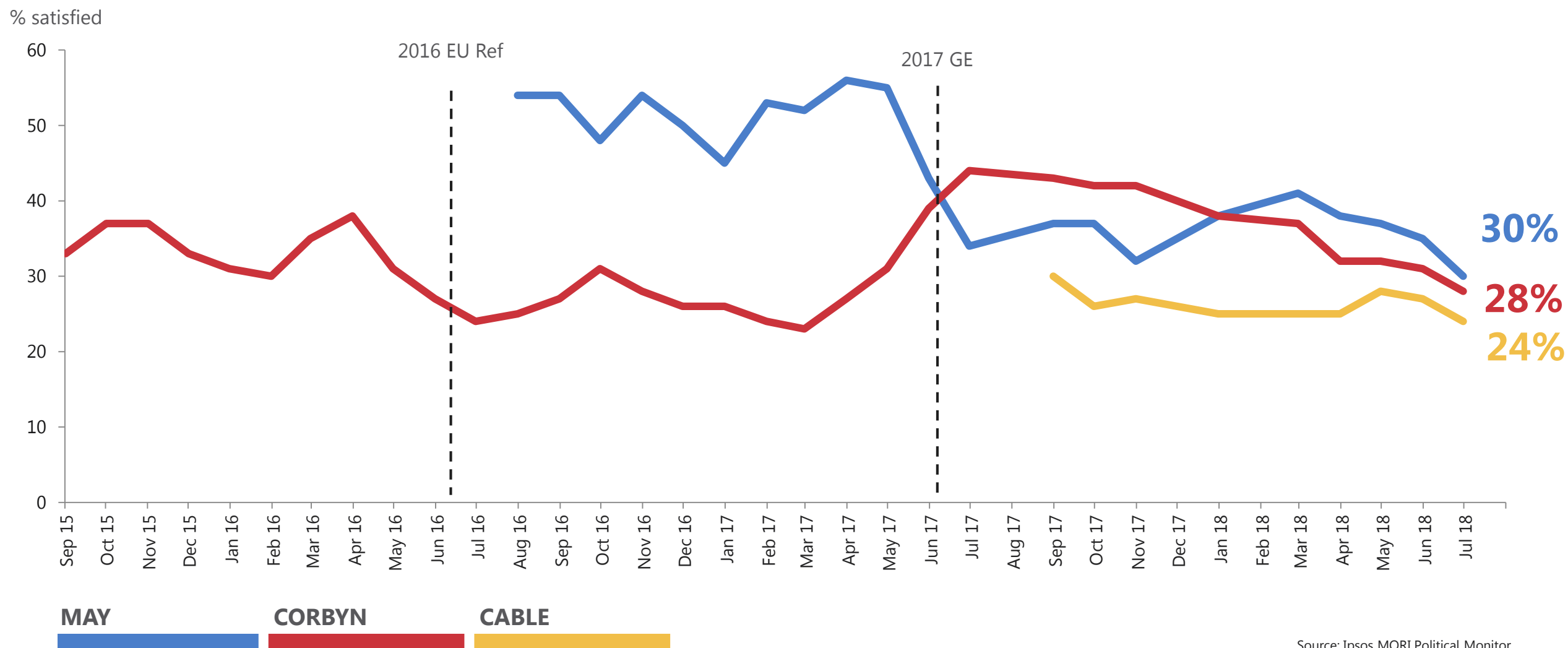
SATISFIED	22%
DISSATISFIED	69%

Base 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Sept 2015 – July 2018

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



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

Source: Ipsos MORI Political Monitor

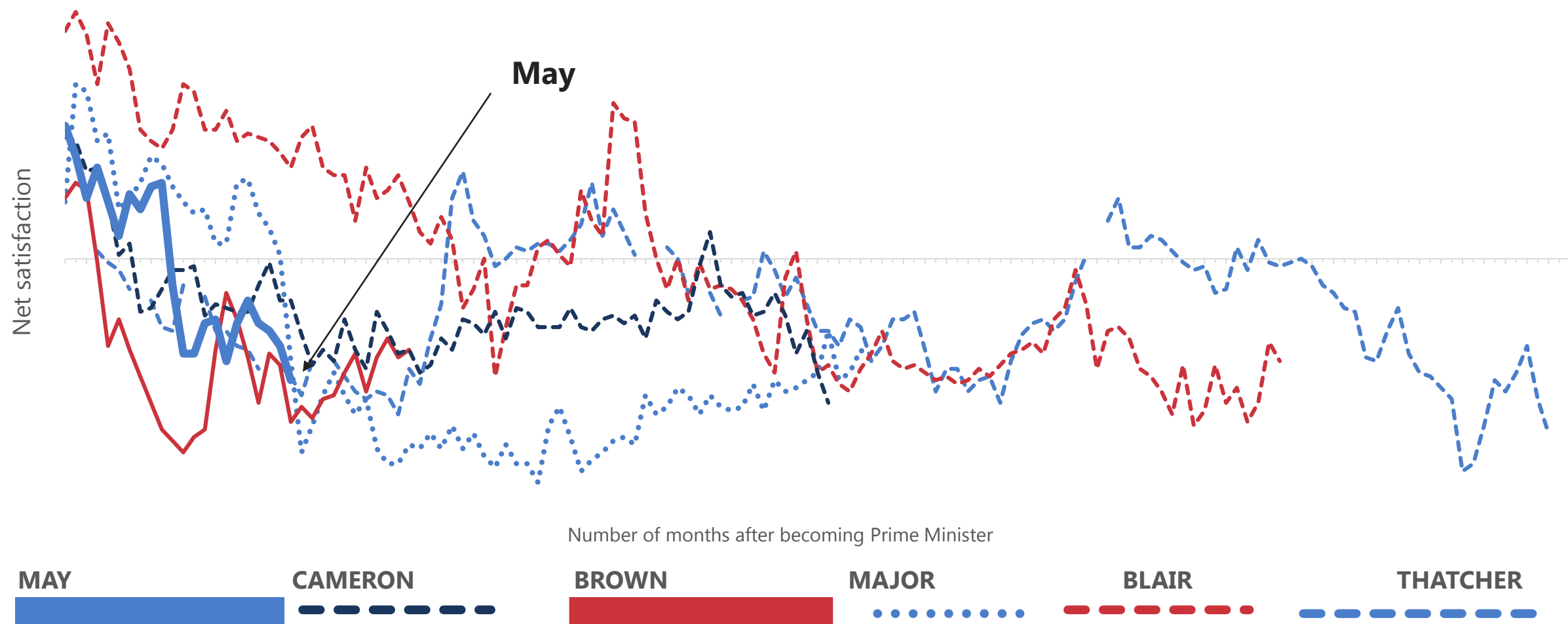


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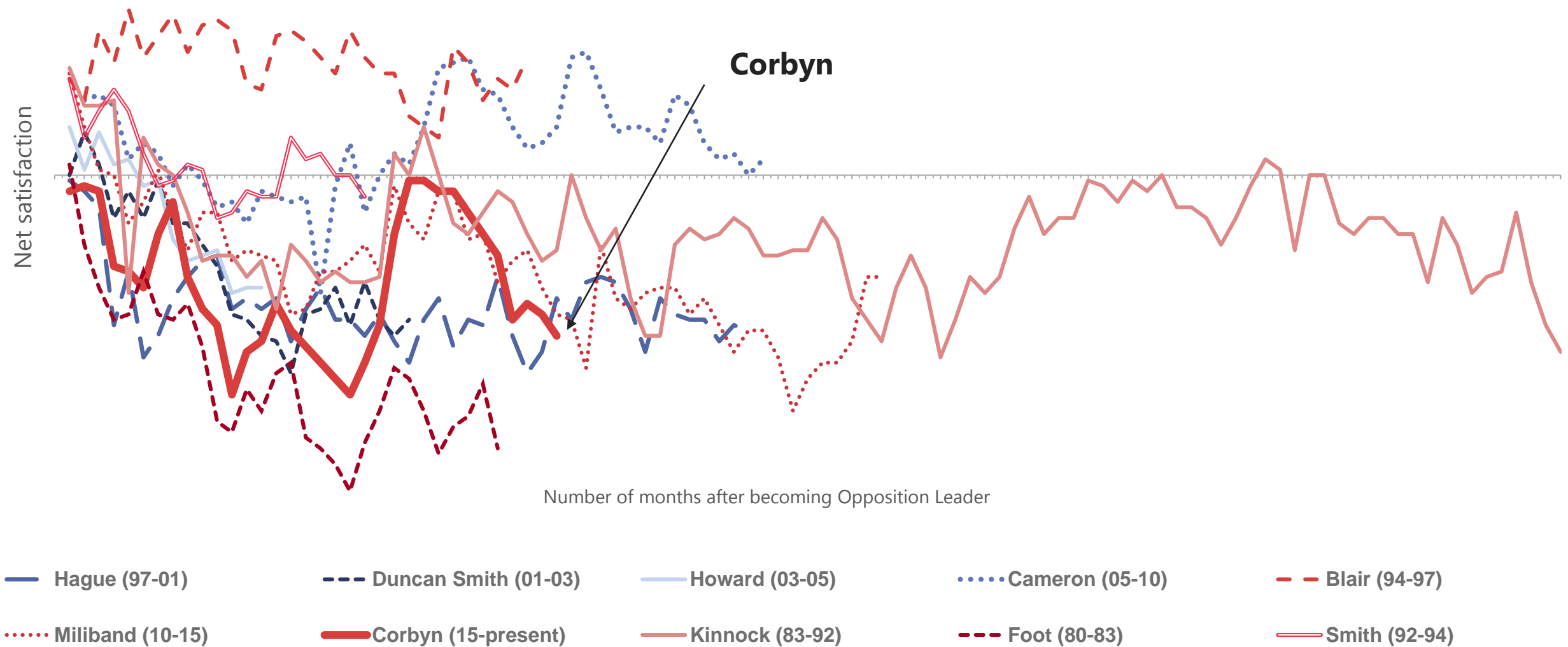
# Net satisfaction with Prime Ministers (1979-2018)

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



# Net satisfaction with Opposition Leaders (1980 – 2018)

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



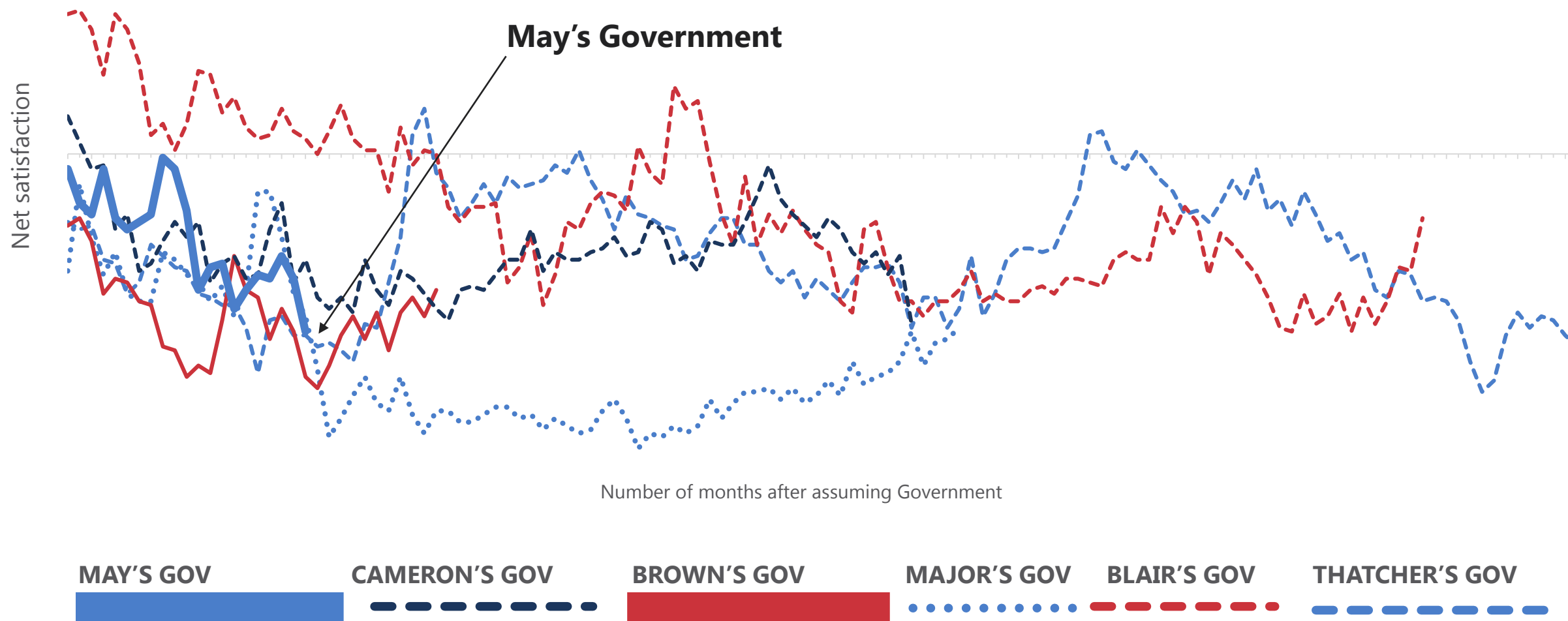
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with the Government (1979-2018)

ARE YOU SATISFIED OR DISSATISFIED 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

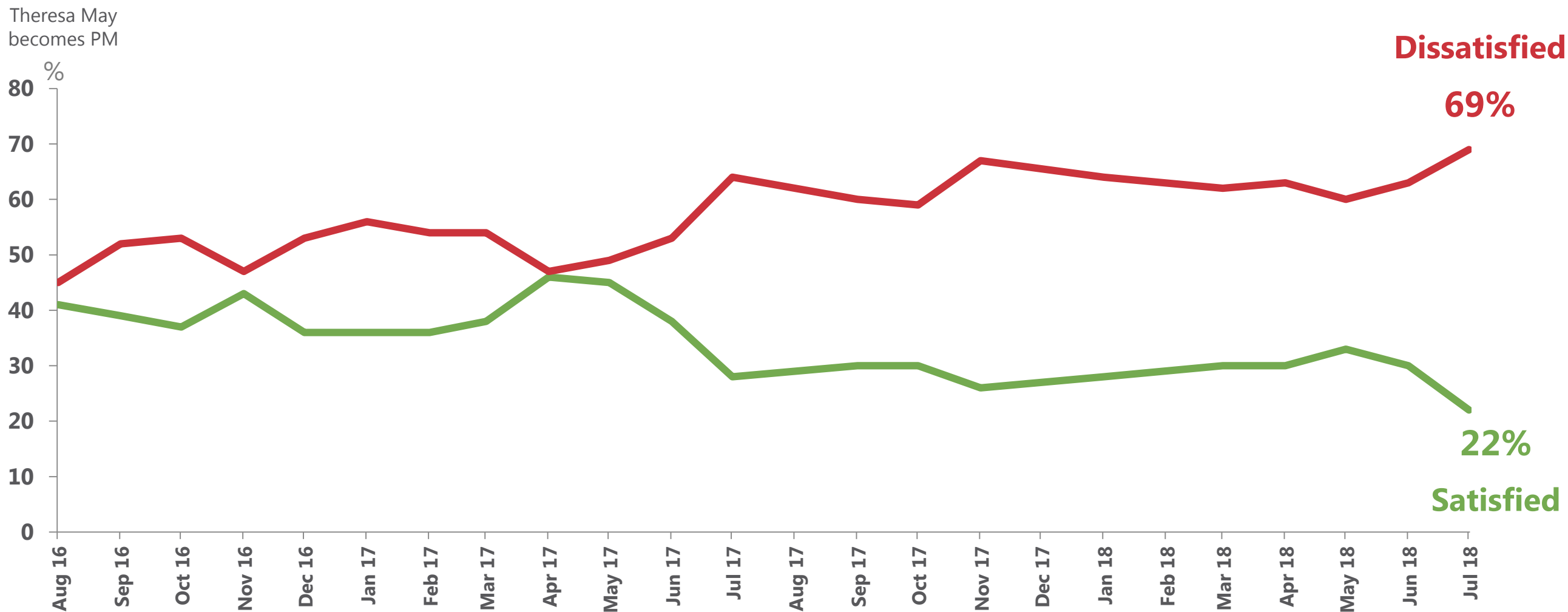
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Satisfaction with Theresa May's Government

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

August 2016 – July 2018



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

Source: Ipsos MORI Political Monitor

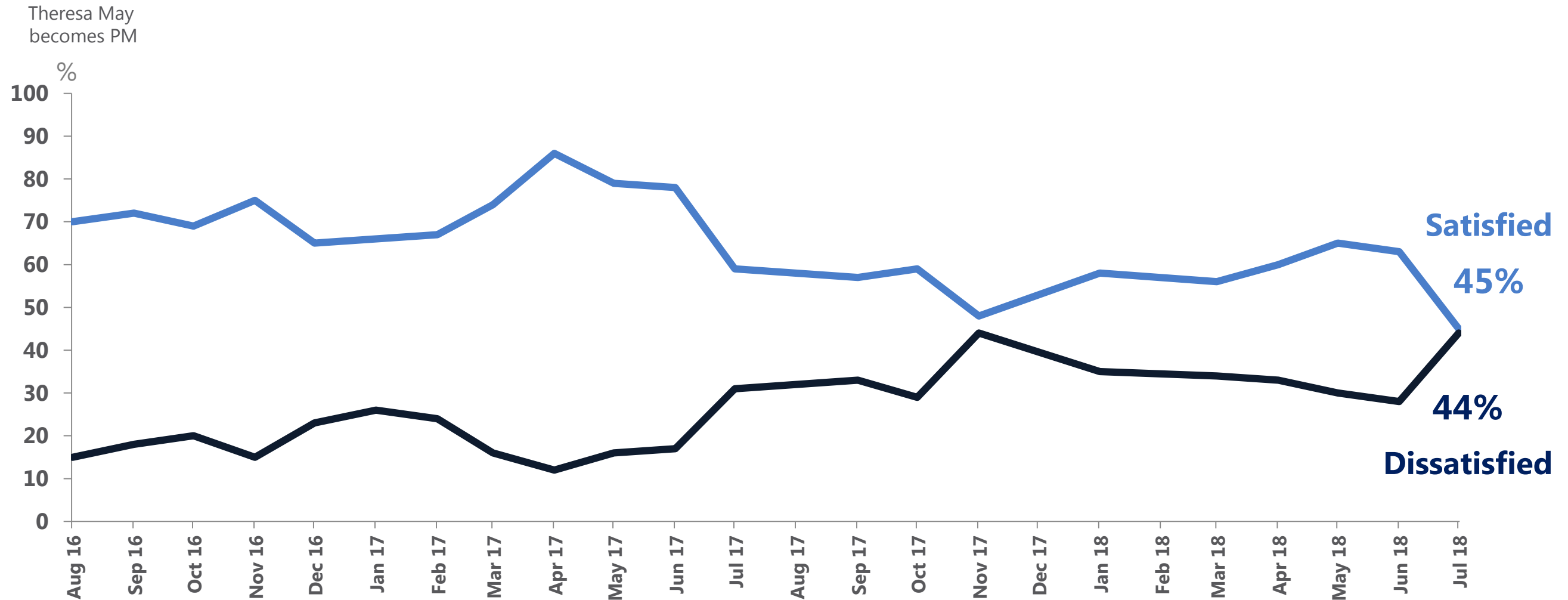


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# Satisfaction with Theresa May's Government (amongst Conservative supporters)

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

August 2016 – July 2018



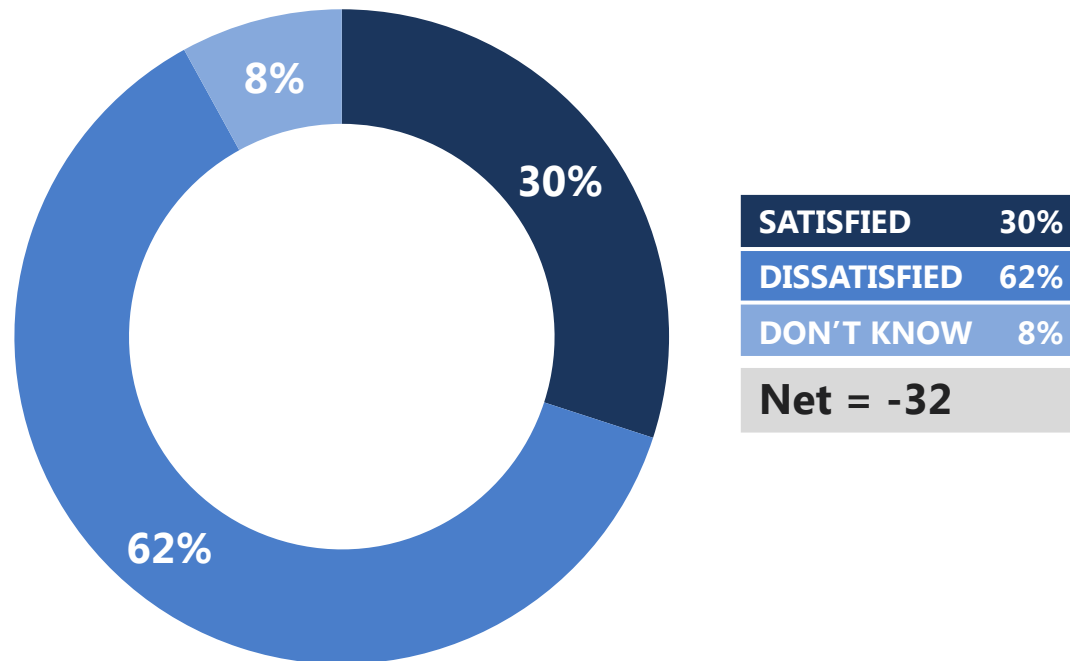
Base: c. 300-400 Conservative supporters each month.

Source: Ipsos MORI Political Monitor

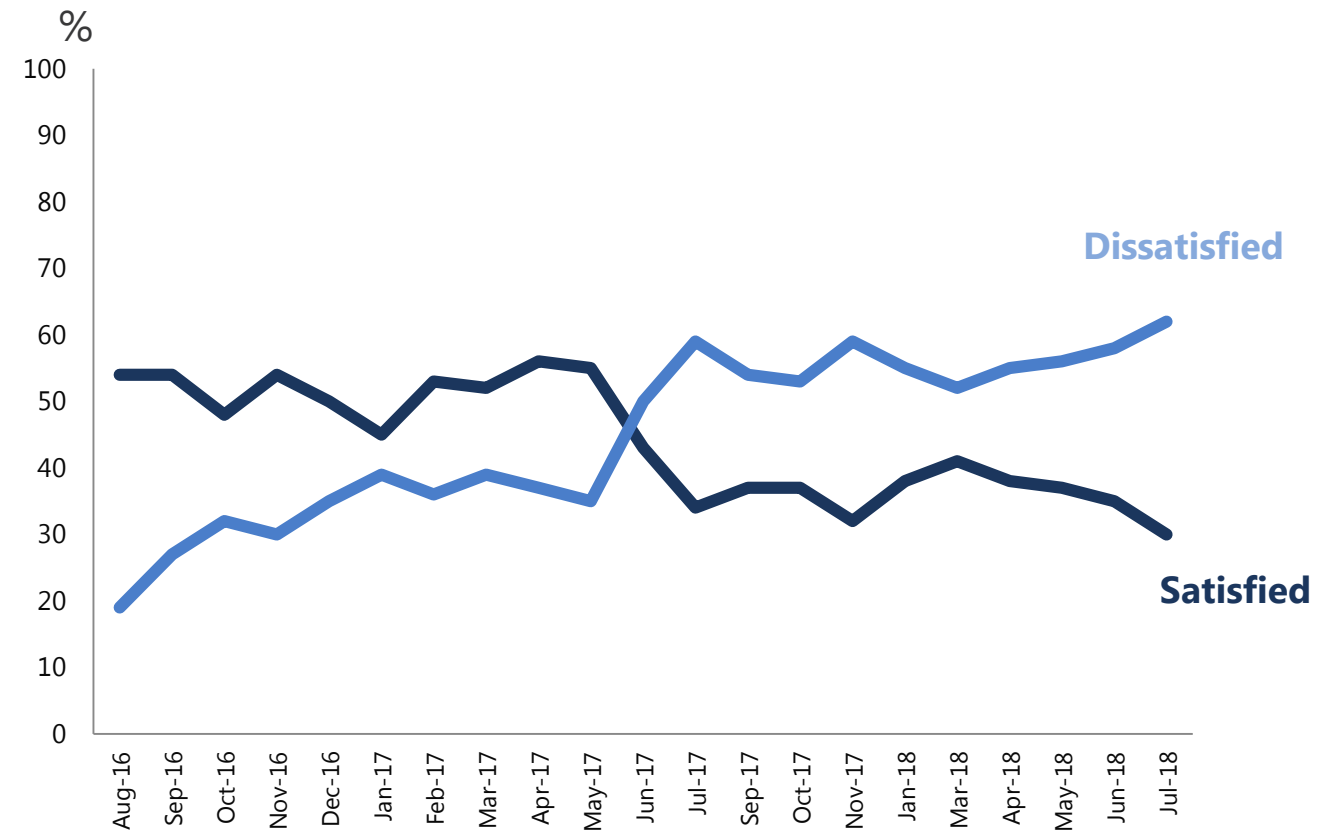
# Theresa May (satisfaction)

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

July 2018



August 2016 – July 2018



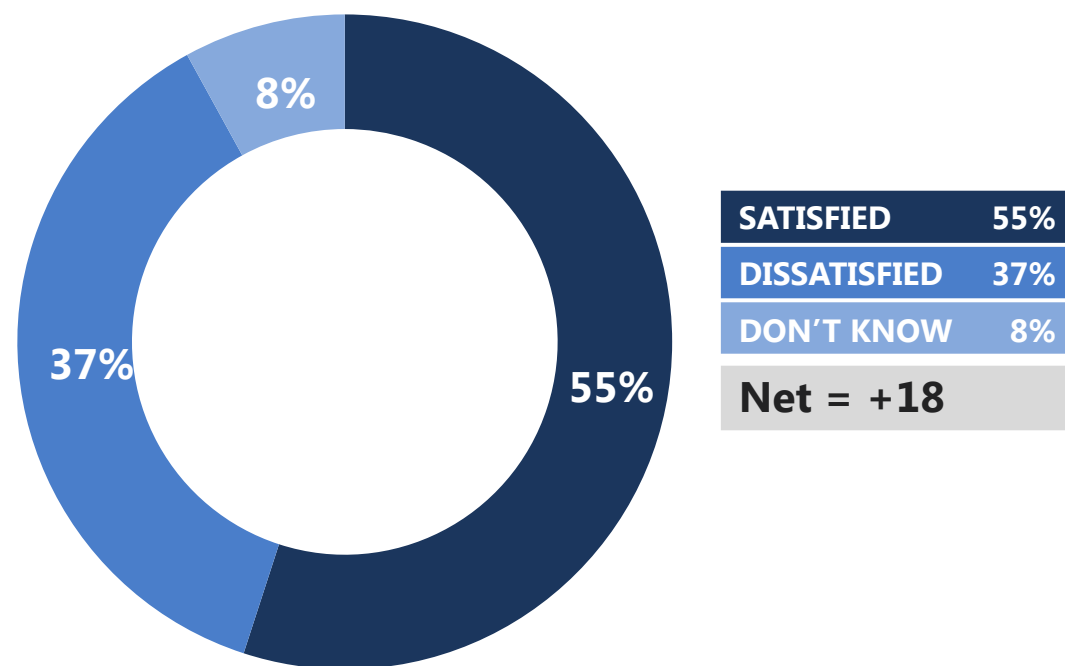
Base: 1026 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> June 2018.

Source: Ipsos MORI Political Monitor

# Theresa May (satisfaction amongst Conservative supporters)

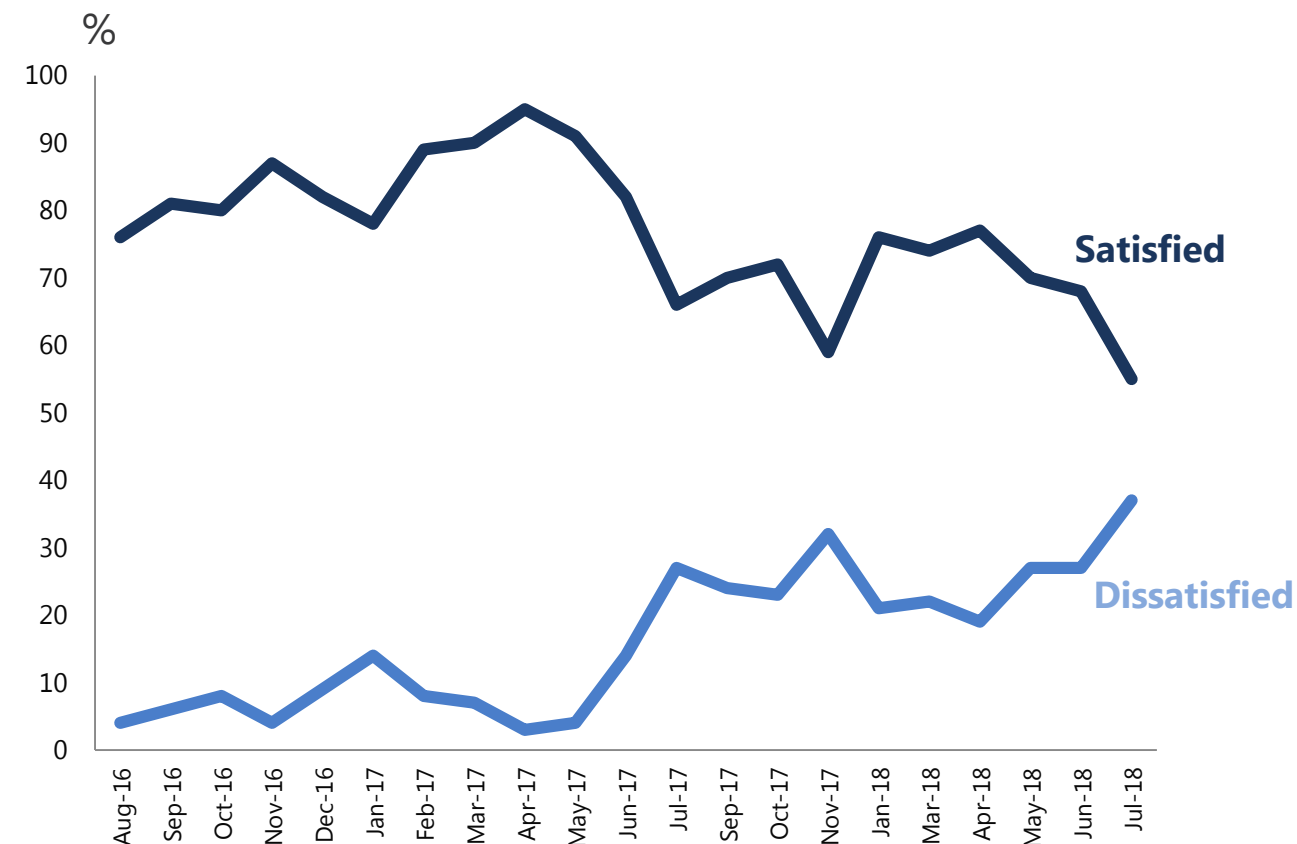
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

July 2018



Base: 382 Conservative supporters 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

August 2016 – July 2018



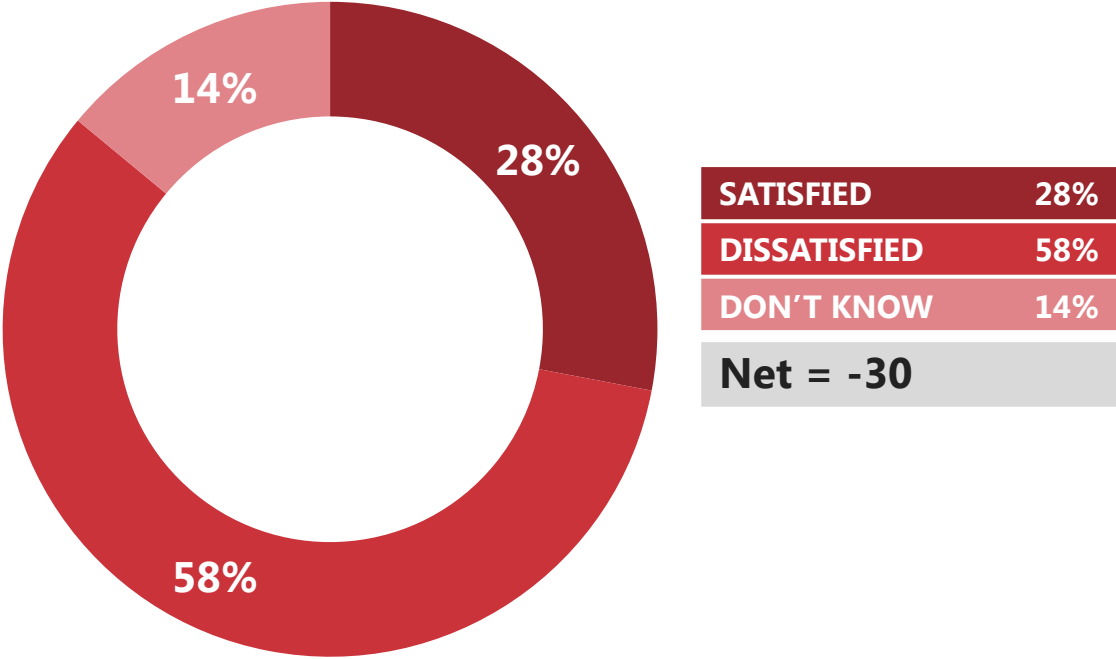
Source: Ipsos MORI Political Monitor



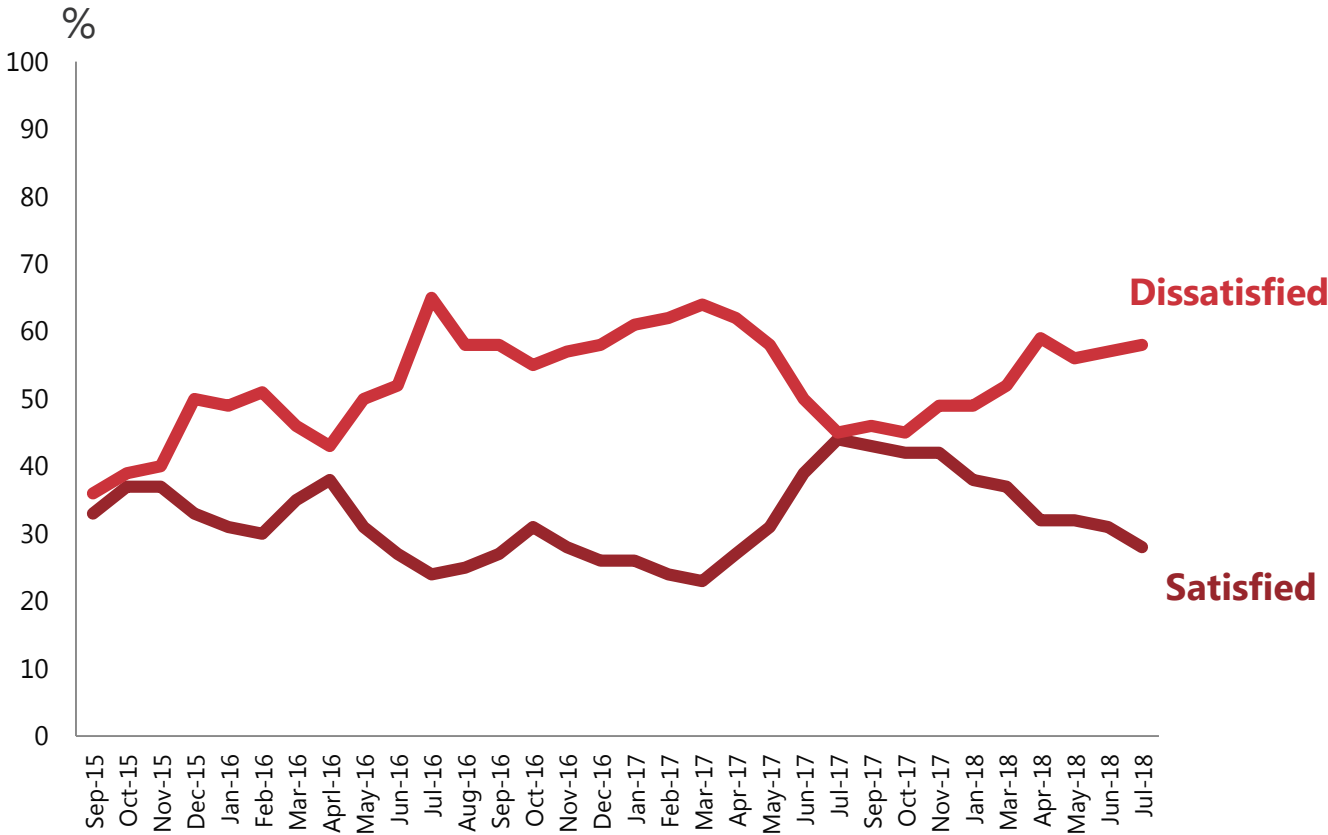
# Jeremy Corbyn (satisfaction)

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

July 2018



September 2015 – July 2018



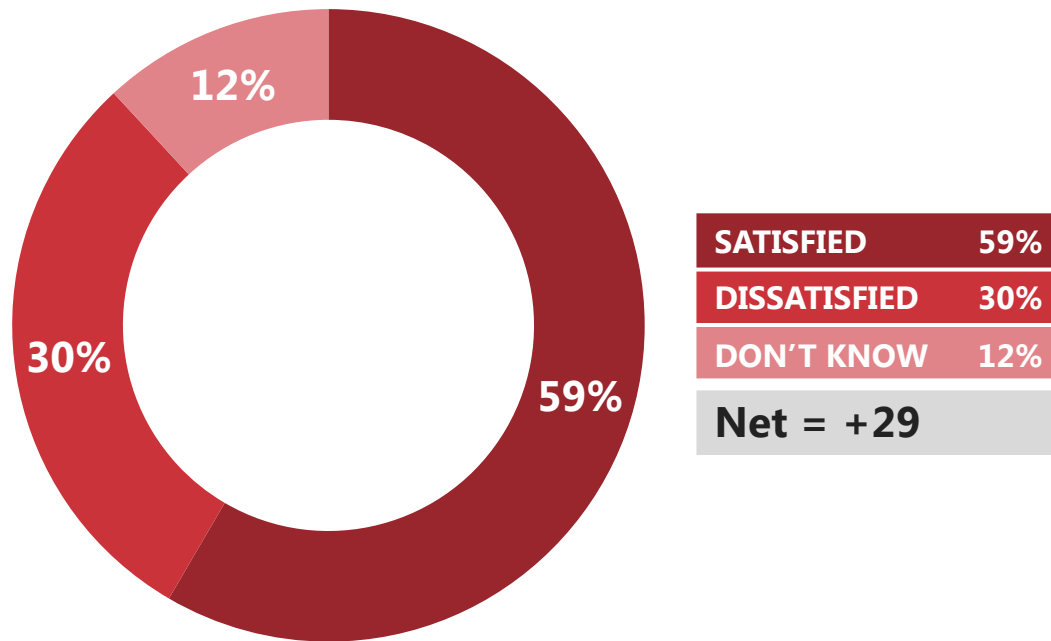
Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction amongst Labour supporters)

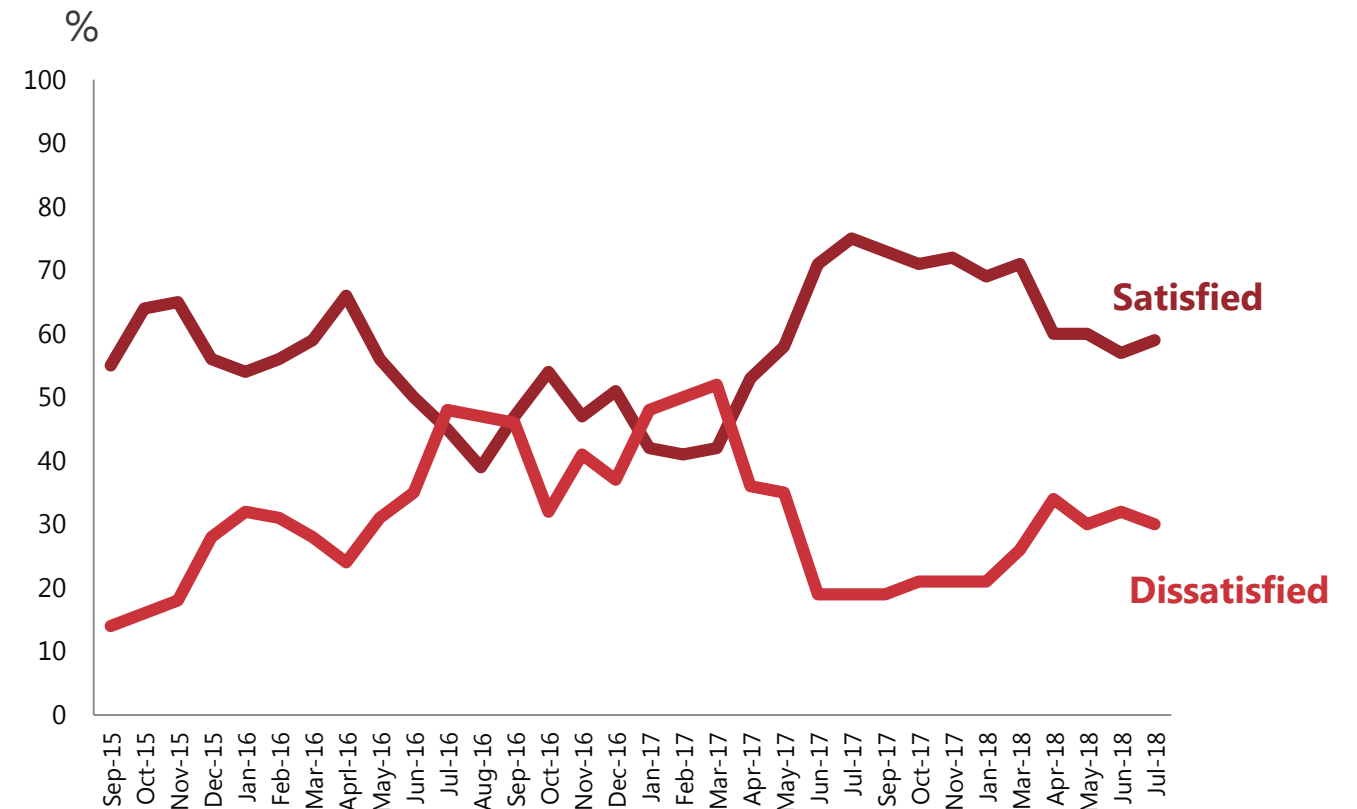
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

July 2018



Base: 302 Labour supporters 18+ 20<sup>th</sup> -24<sup>th</sup> July 2018.

September 2015 – July 2018

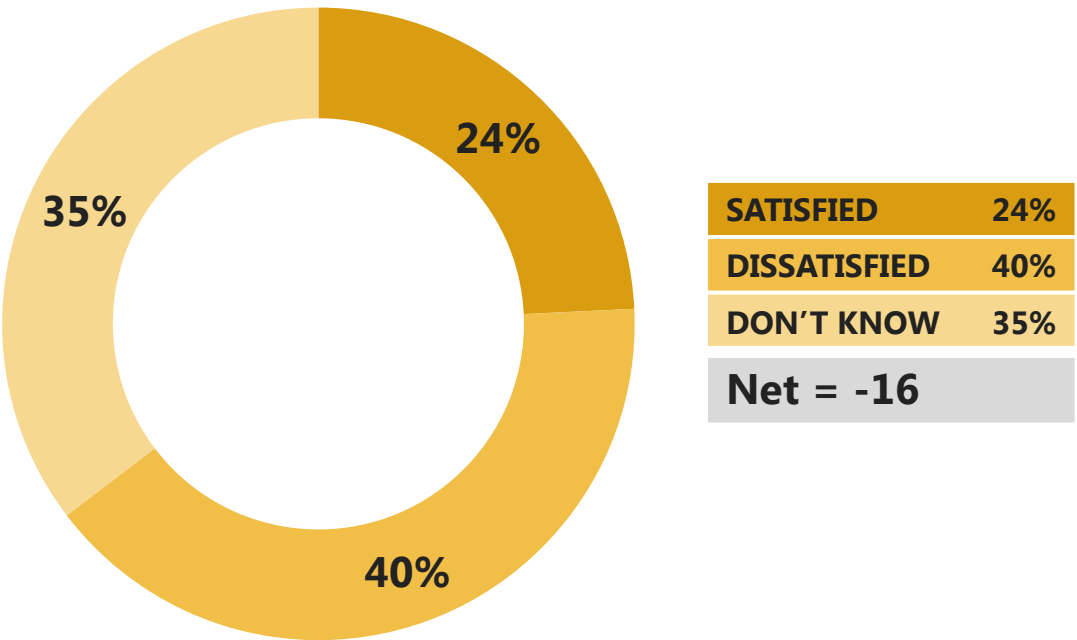


Source: Ipsos MORI Political Monitor

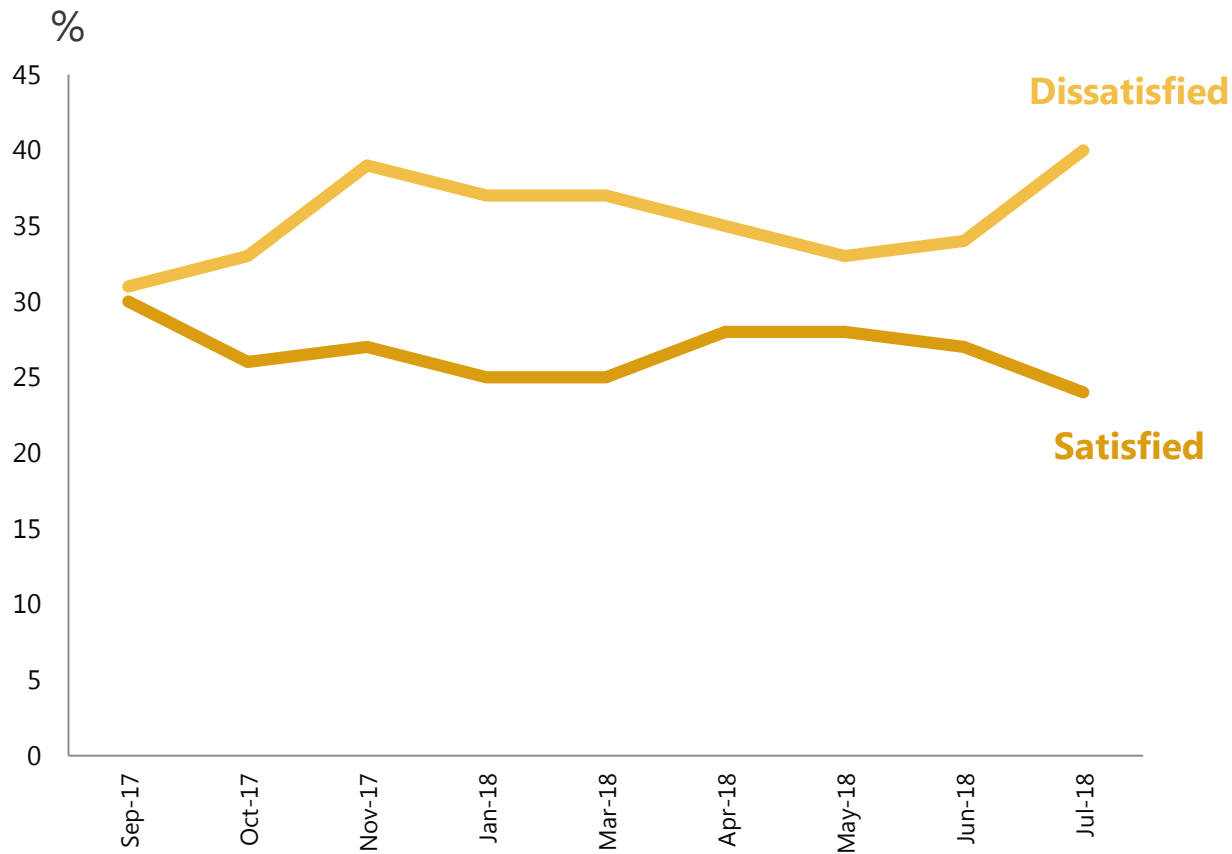
# Vince Cable (satisfaction)

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

July 2018



September 2017 – July 2018



Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

Source: Ipsos MORI Political Monitor

# July 2018

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ECONOMIC

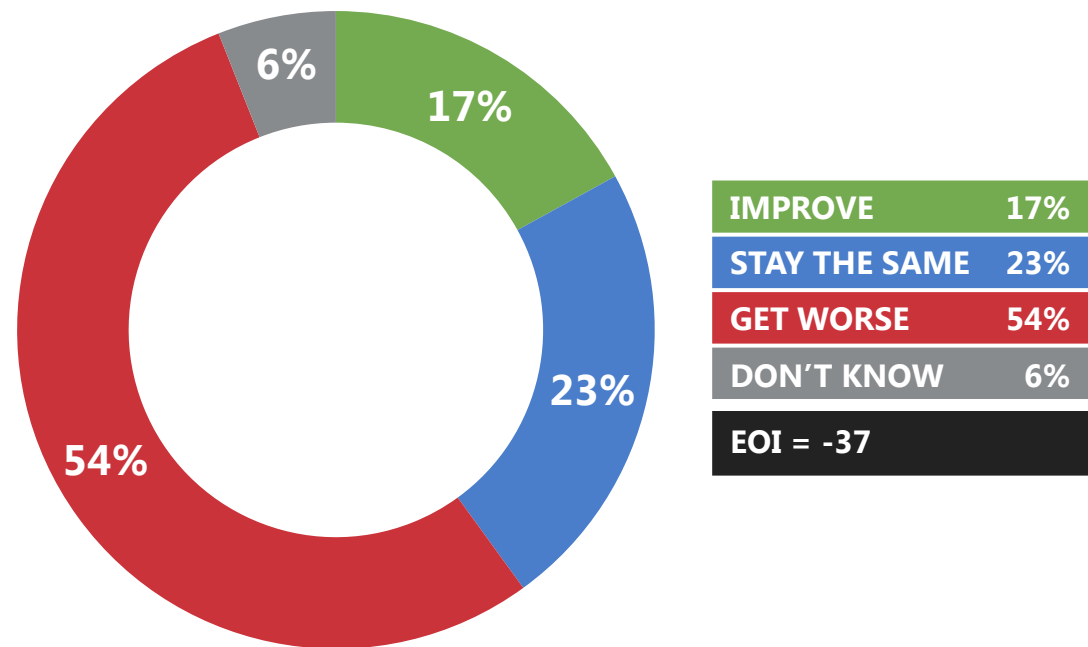
OPTIMISM



# Economic Optimism Index

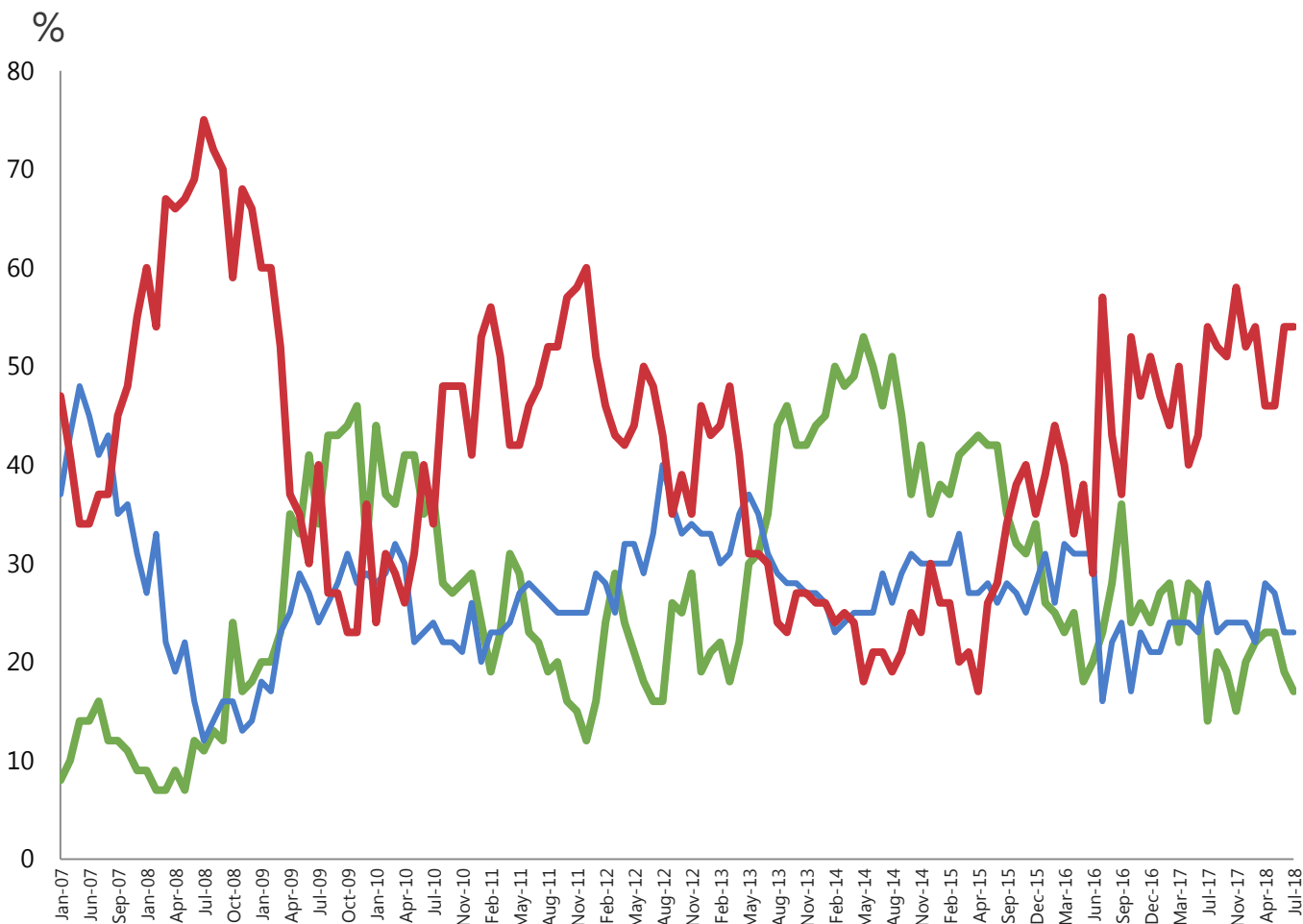
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

July 2018



Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

September 2007 – July 2018

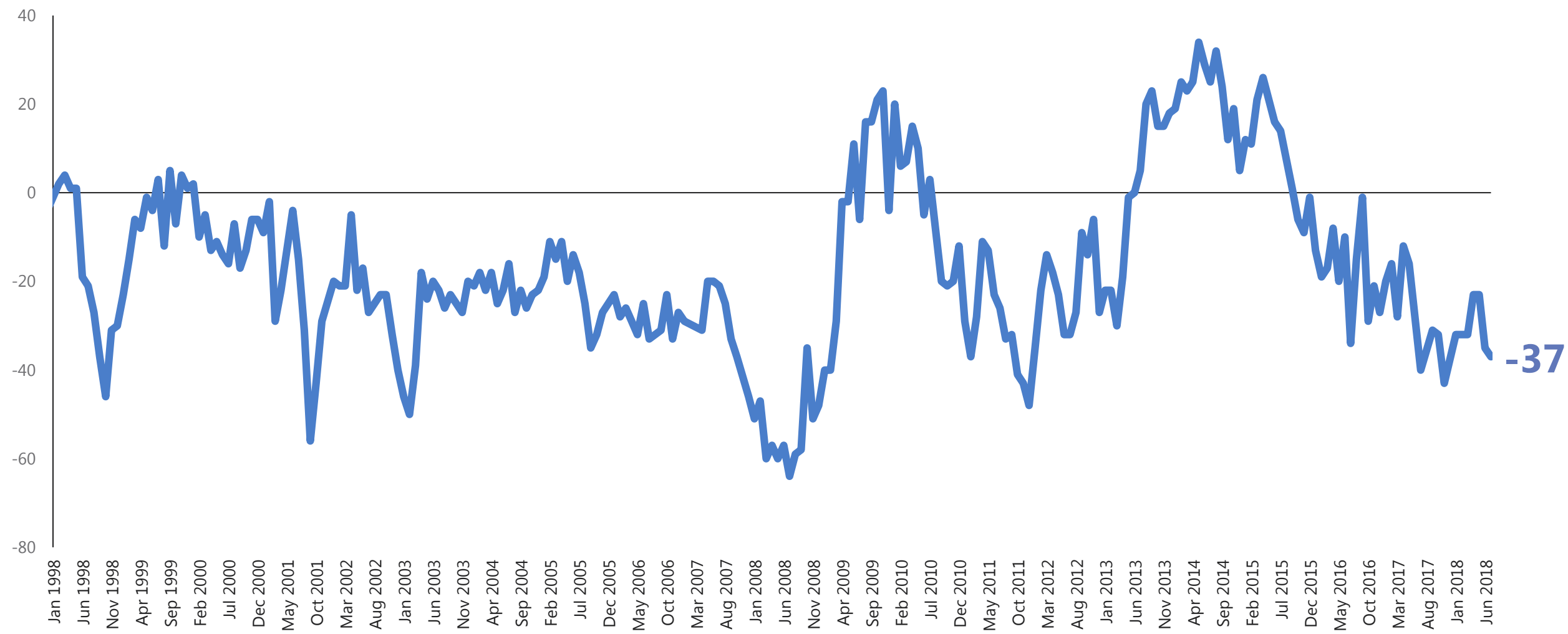


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Economic Optimism Index – 1998-2018

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

# July 2018

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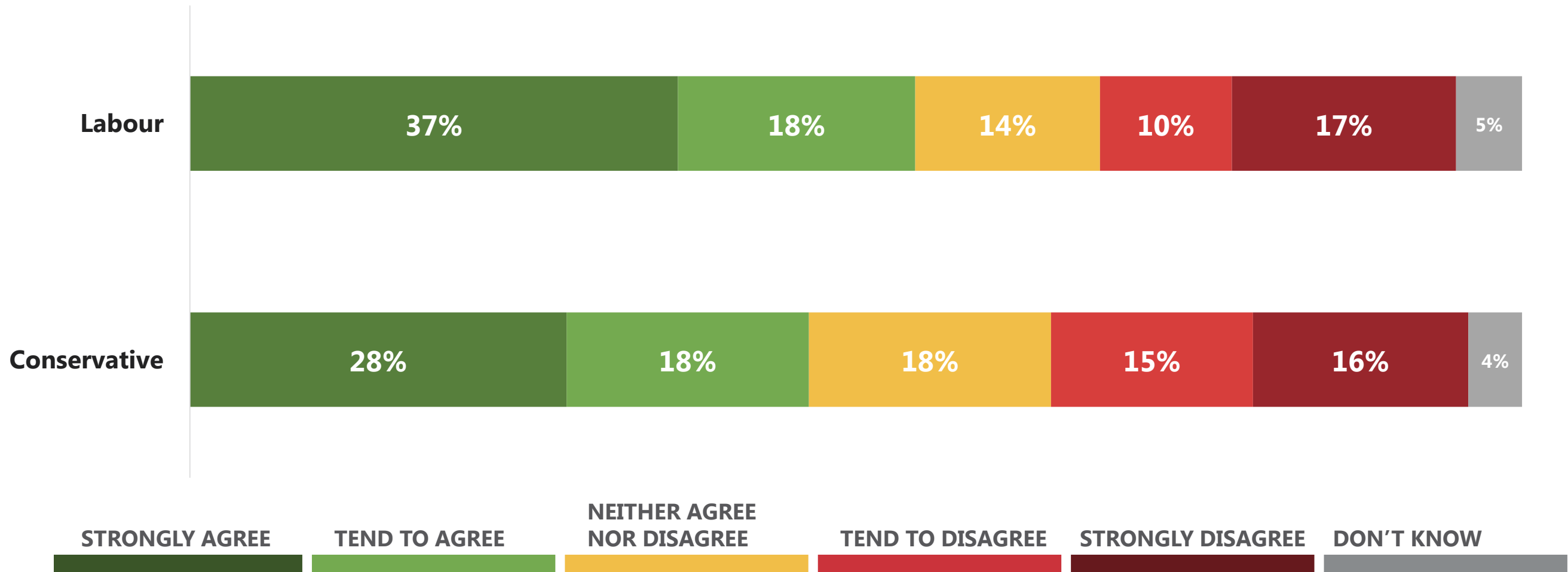
## Party leadership





# Party leadership change

PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: THE LABOUR PARTY/CONSERVATIVE PARTY SHOULD CHANGE ITS LEADER BEFORE THE NEXT GENERAL ELECTION

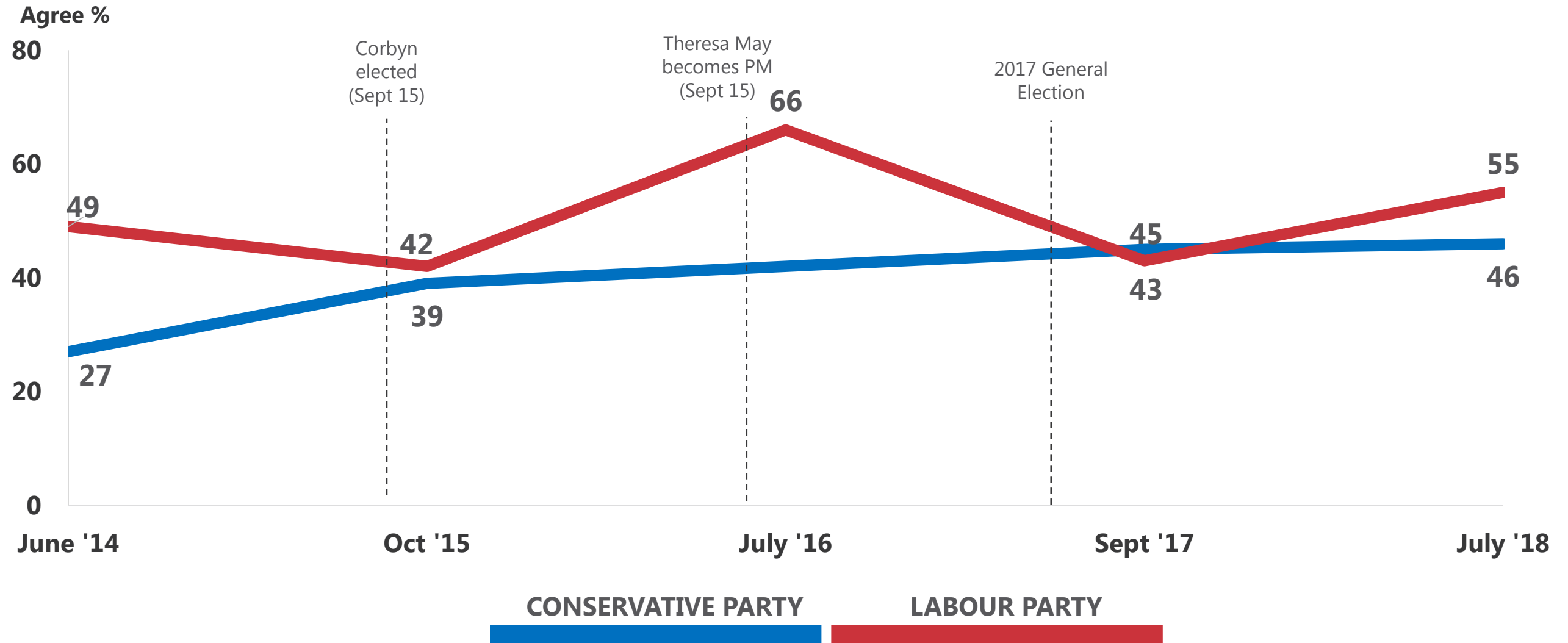


Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

Source: Ipsos MORI Political Monitor

# Party leadership change

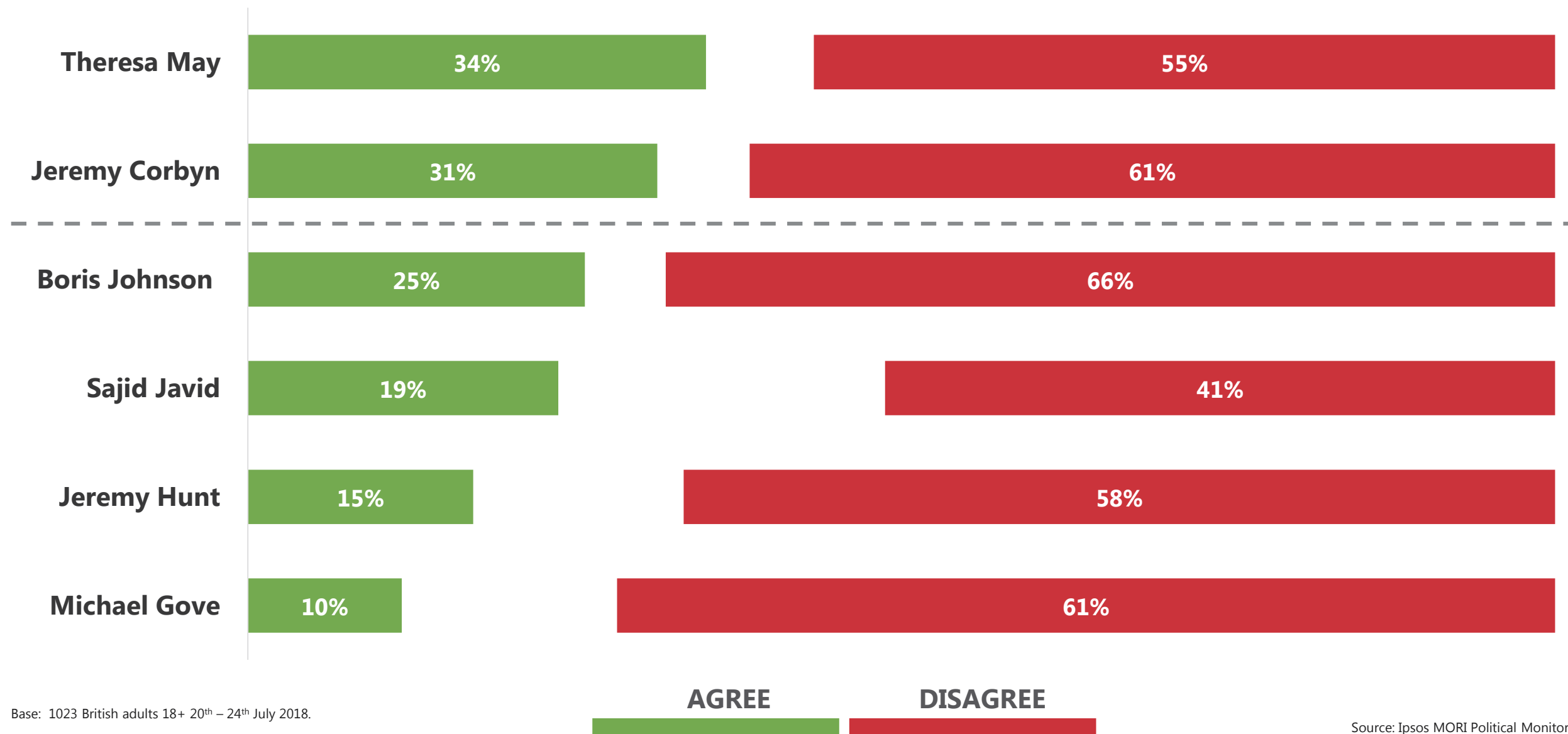
PLEASE TELL ME TO WHAT EXTENT, IF AT ALL, YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: THE LABOUR PARTY/CONSERVATIVE PARTY SHOULD CHANGE ITS LEADER BEFORE THE NEXT GENERAL ELECTION



Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

# Potential Prime Ministers

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER?

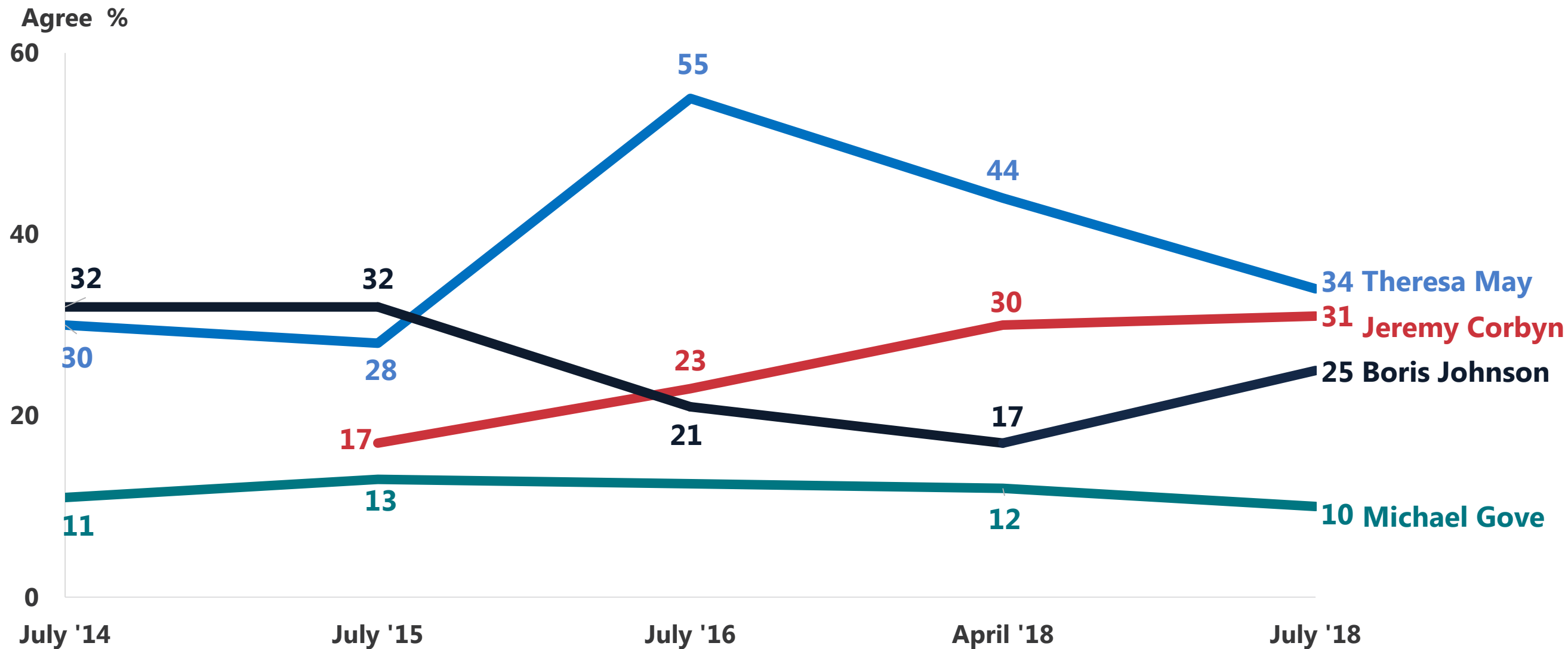


Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

Source: Ipsos MORI Political Monitor

# Potential Prime Ministers

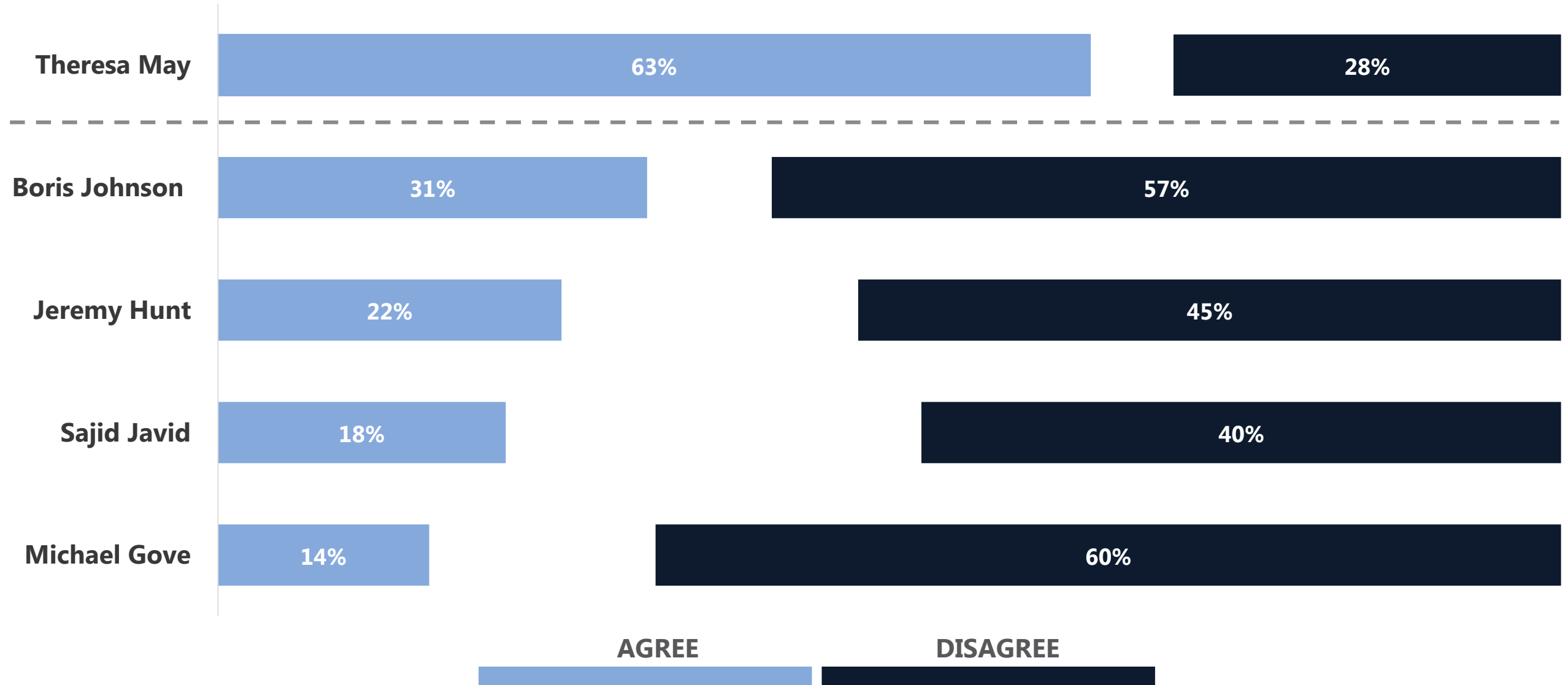
ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER?



Base: 382 Conservative supporters 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

# Potential Prime Ministers (amongst Conservative supporters)

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER



Base: 382 Conservative supporters 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

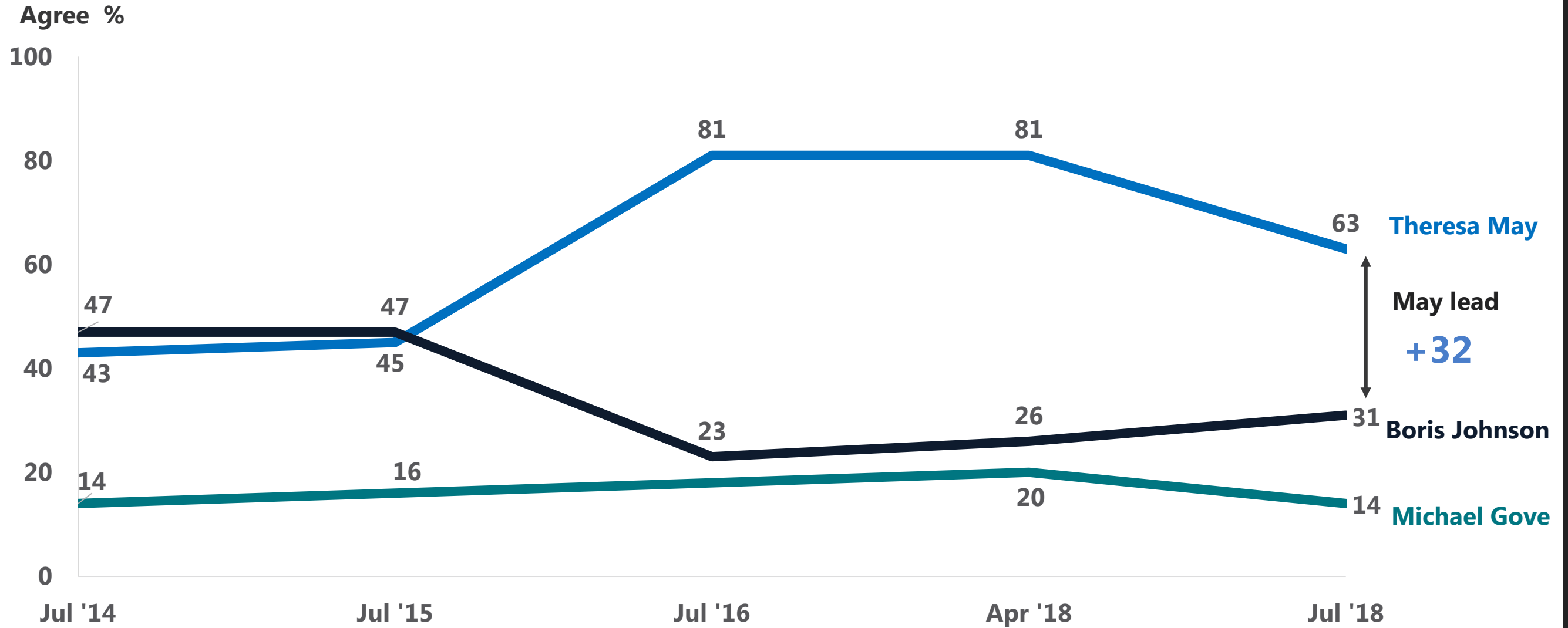


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Source: Ipsos MORI Political Monitor

# Potential Prime Ministers (amongst Conservative supporters)

ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER

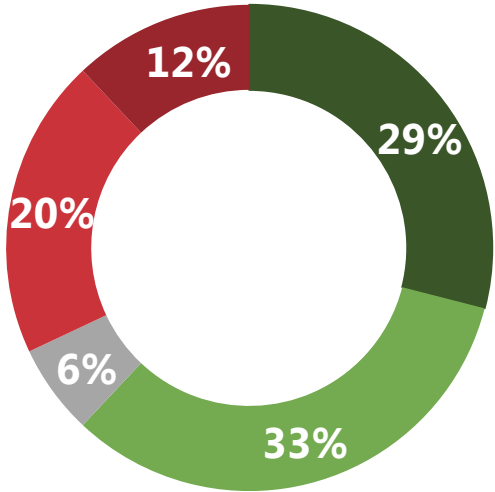


Base: Circa 300-400 Conservatives supporters each month. .

# Corbyn as Prime Minister (amongst Labour supporters)

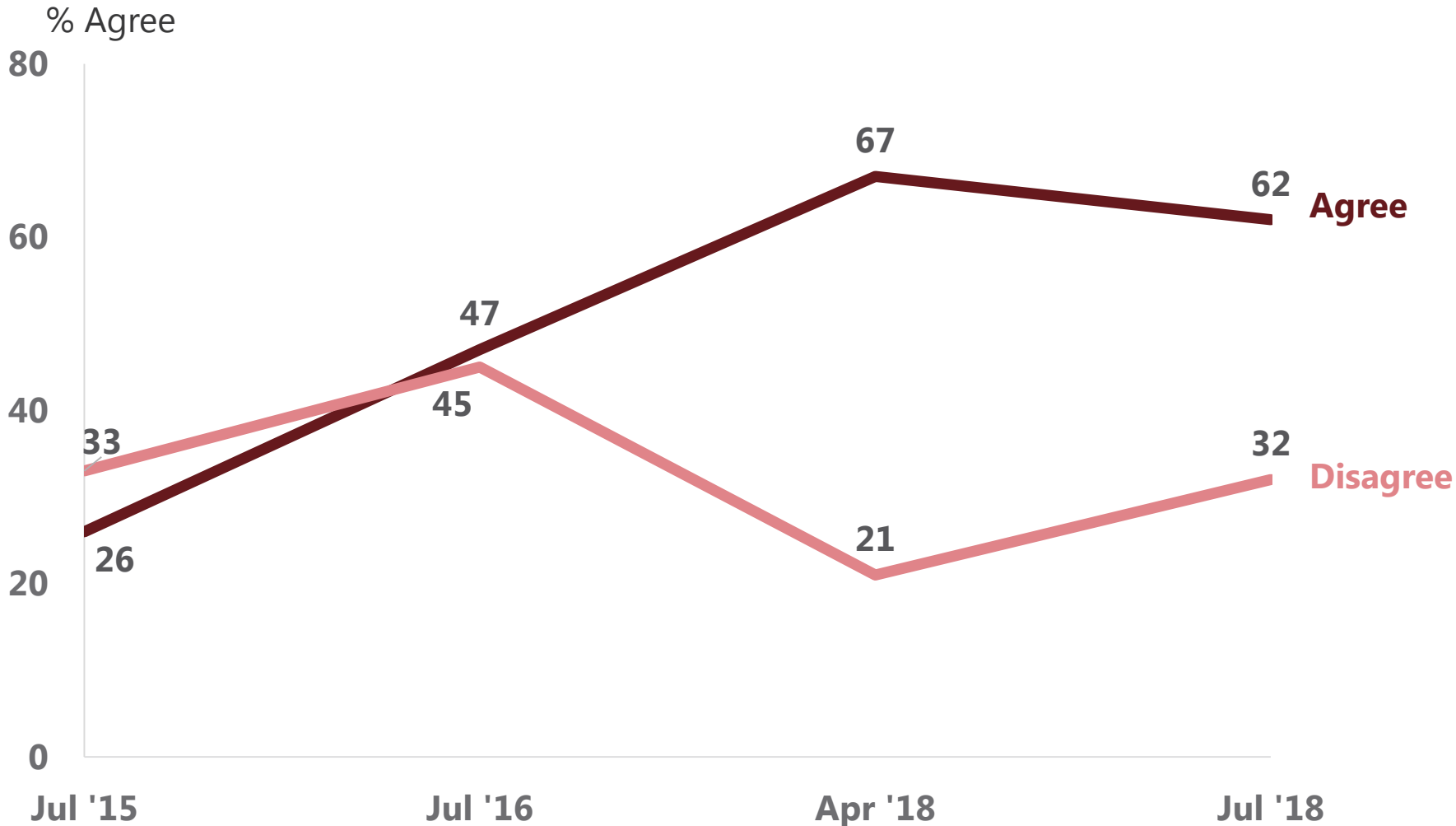
ON BALANCE, DO YOU AGREE OR DISAGREE THAT... HAS WHAT IT TAKES TO BE A GOOD PRIME MINISTER?

July 2018



Base: 302 Labour supporters 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

July 2015 – July 2018



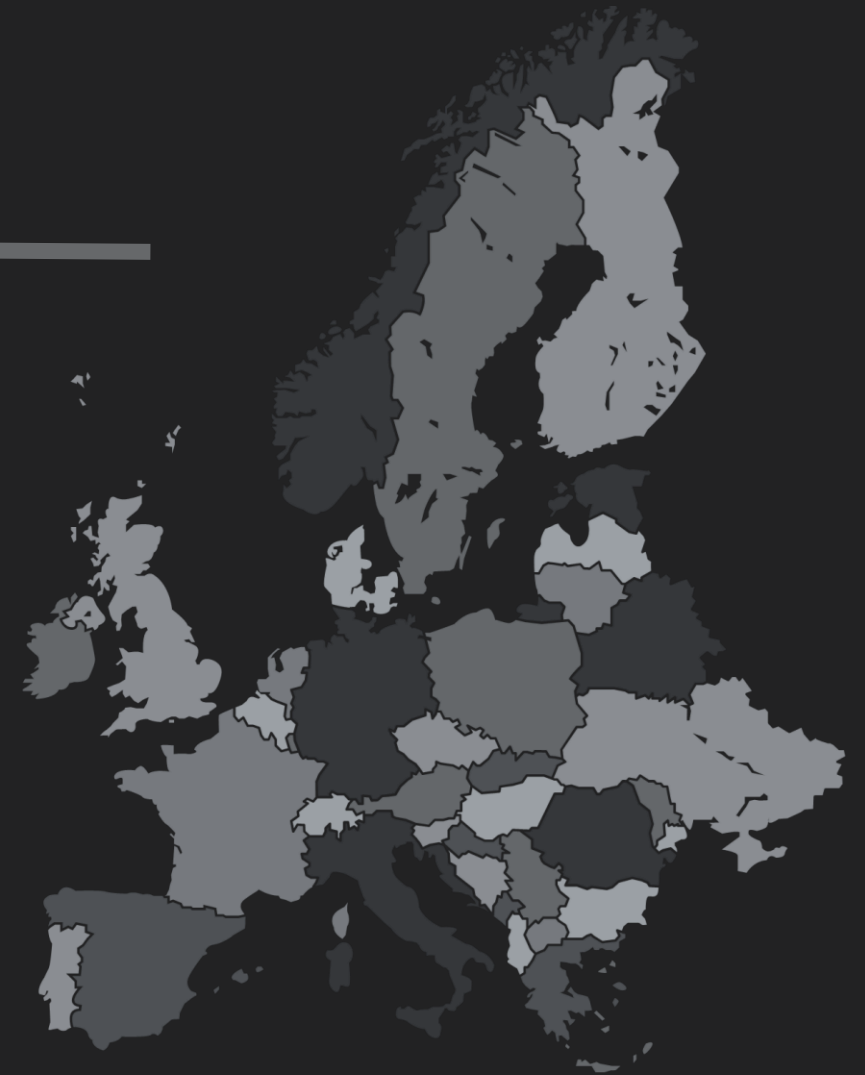
Base: c. 300 Labour supporters each month



# July 2018

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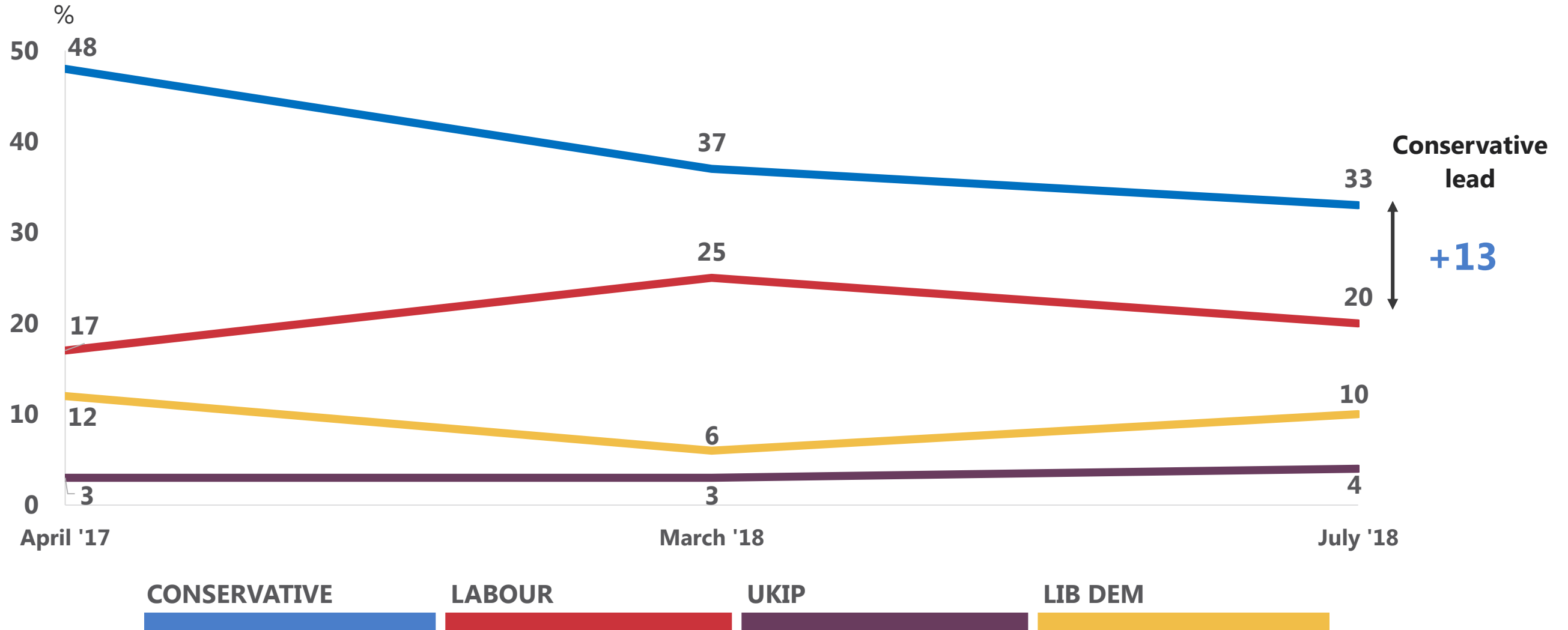
## Brexit



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# Party with the best policies on Britain's future with EU

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON HANDLING BRITAIN'S FUTURE RELATIONSHIP WITH THE EUROPEAN UNION: THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



Base: c. 1,000 British adults each month



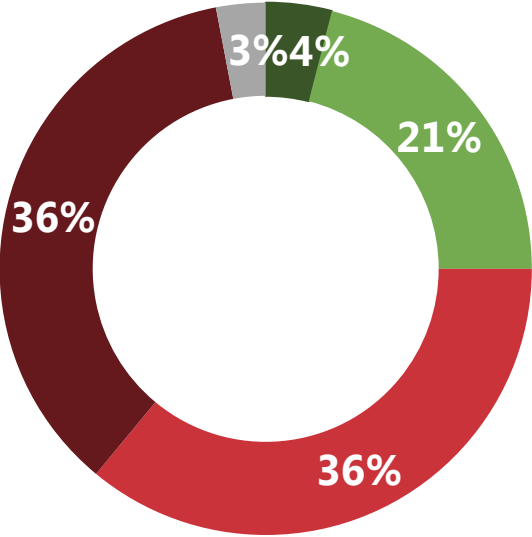
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Source: Ipsos MORI Political Monitor

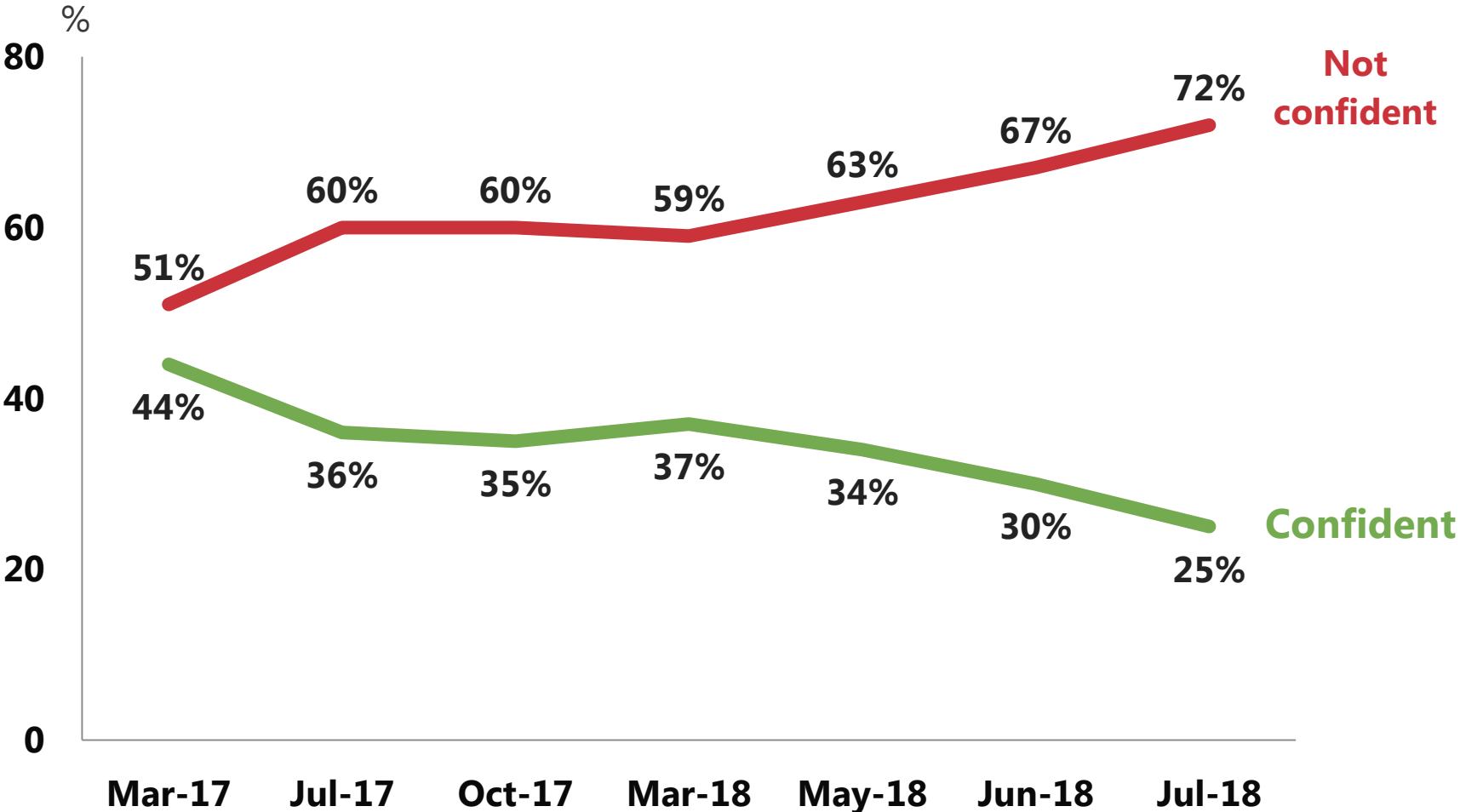
# Confidence in May to get a good deal for Britain

PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT THERESA MAY WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN UNION LEADERS?

July 2018



March 2017 – July 2018



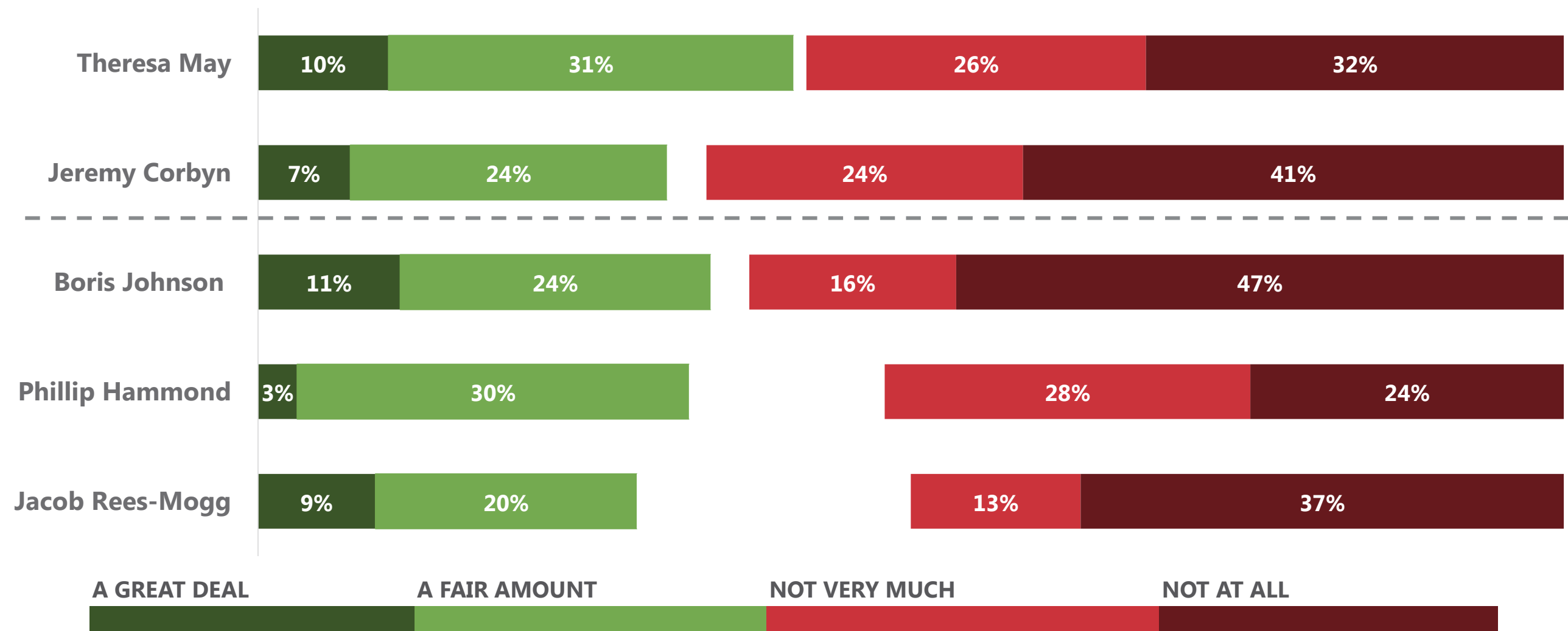
Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor

# The right decision maker for Brexit

HOW MUCH, IF AT ALL, DO YOU TRUST EACH OF THE FOLLOWING TO MAKE THE RIGHT DECISIONS FOR BRITAIN ABOUT ITS EXIT FROM THE EUROPEAN UNION?

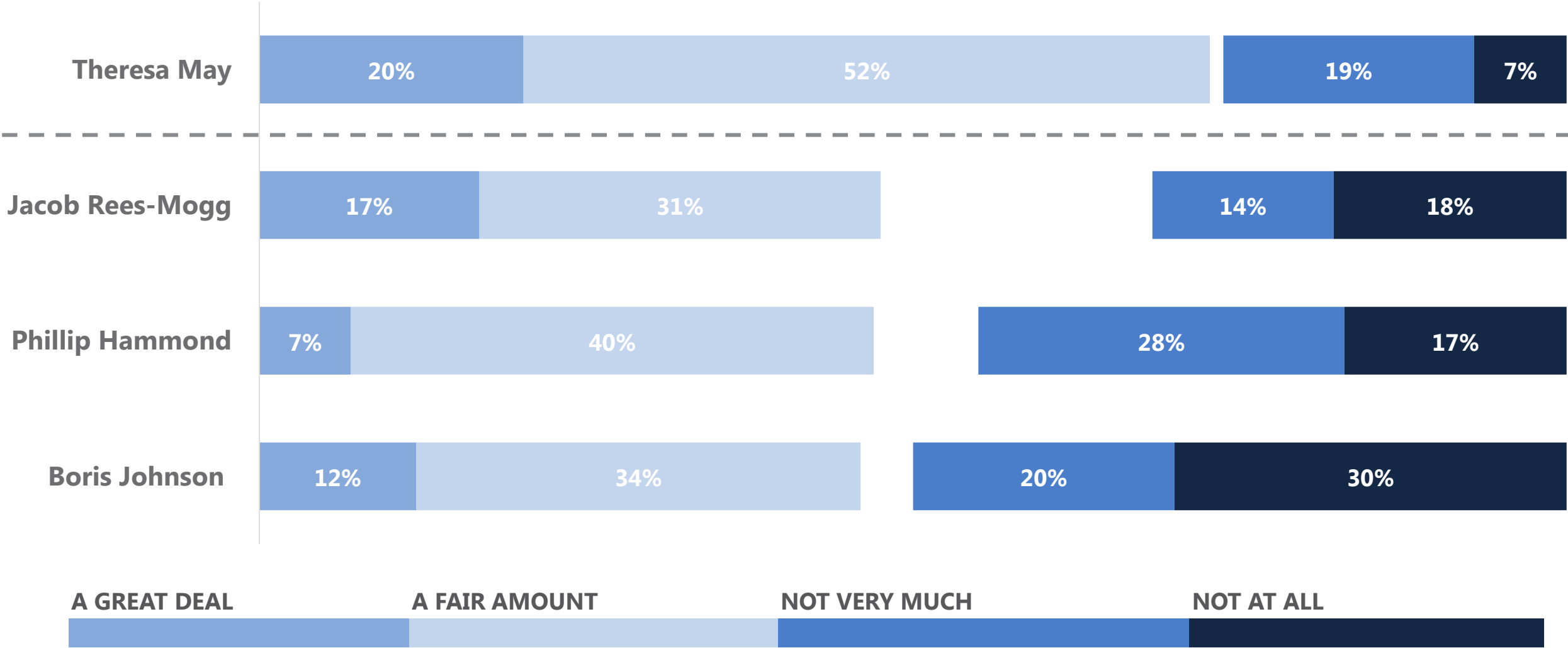


Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

Source: Ipsos MORI Political Monitor

# The right decision maker for Brexit (among Conservative supporters)

HOW MUCH, IF AT ALL, DO YOU TRUST EACH OF THE FOLLOWING TO MAKE THE RIGHT DECISIONS FOR BRITAIN ABOUT ITS EXIT FROM THE EUROPEAN UNION?

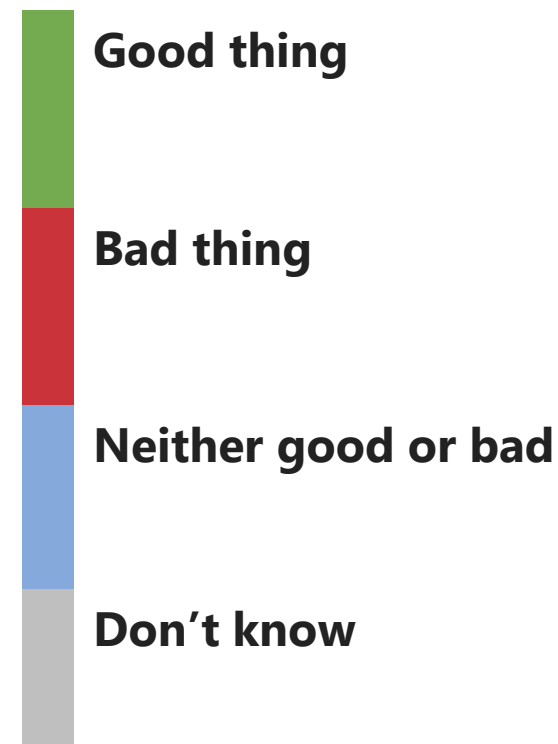
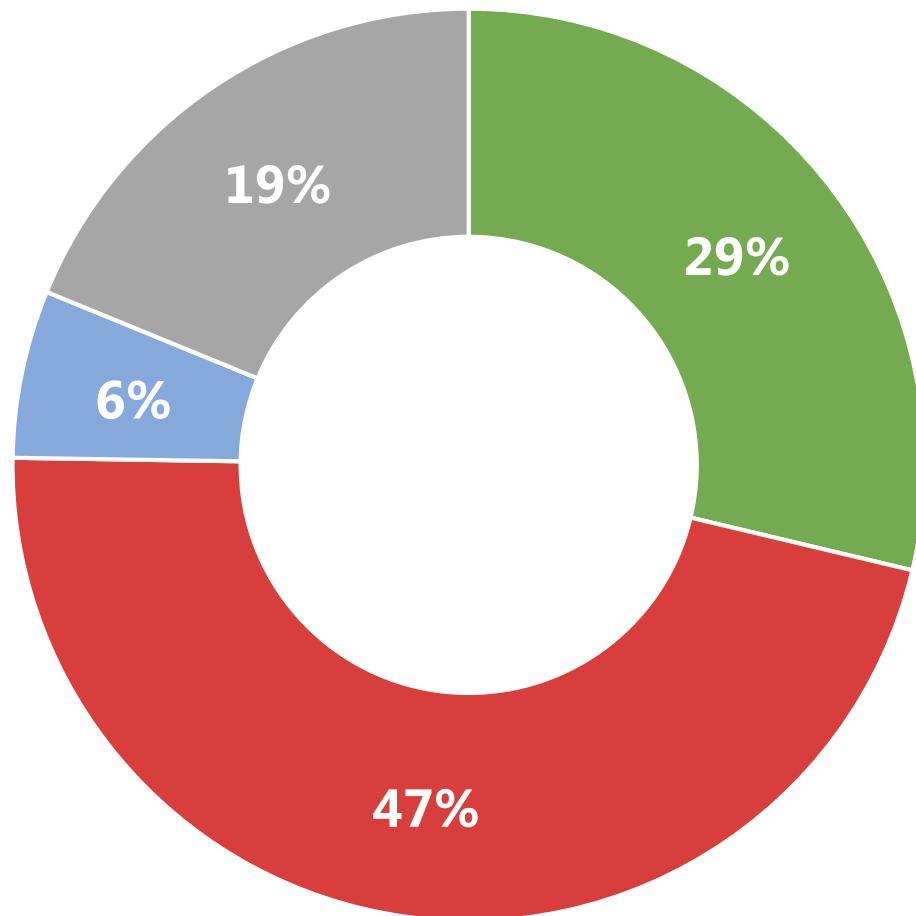


Base: 382 Conservative supporters 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

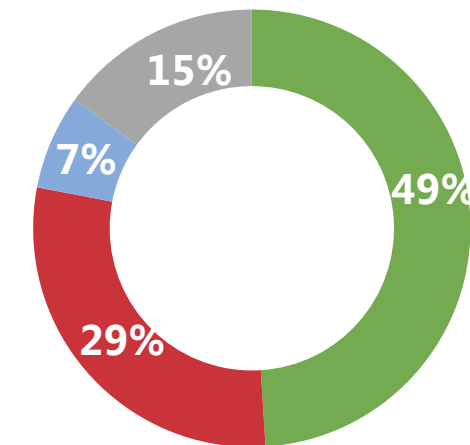
Source: Ipsos MORI Political Monitor

# Evaluating the Chequers Plan

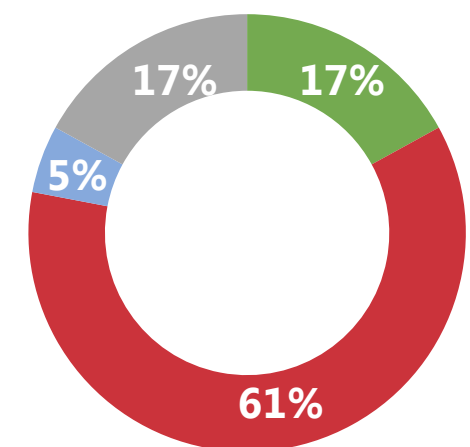
AND FROM WHAT YOU KNOW OR HAVE HEARD, DO YOU THINK THERESA MAY'S PLAN FOR BRITAIN'S FUTURE RELATIONSHIP WITH THE EUROPEAN UNION (ALSO KNOWN AS THE CHEQUERS PLAN) WOULD BE A GOOD THING OR BAD THING FOR THE UK AS A WHOLE?



Conservative supporters



Labour supporters



Base: 1023 British adults 18+ 20<sup>th</sup> – 24<sup>th</sup> July 2018.

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