



Ipsos MORI

# POLITICAL MONITOR

## September 2018



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# September 2018

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## VOTING INTENTIONS

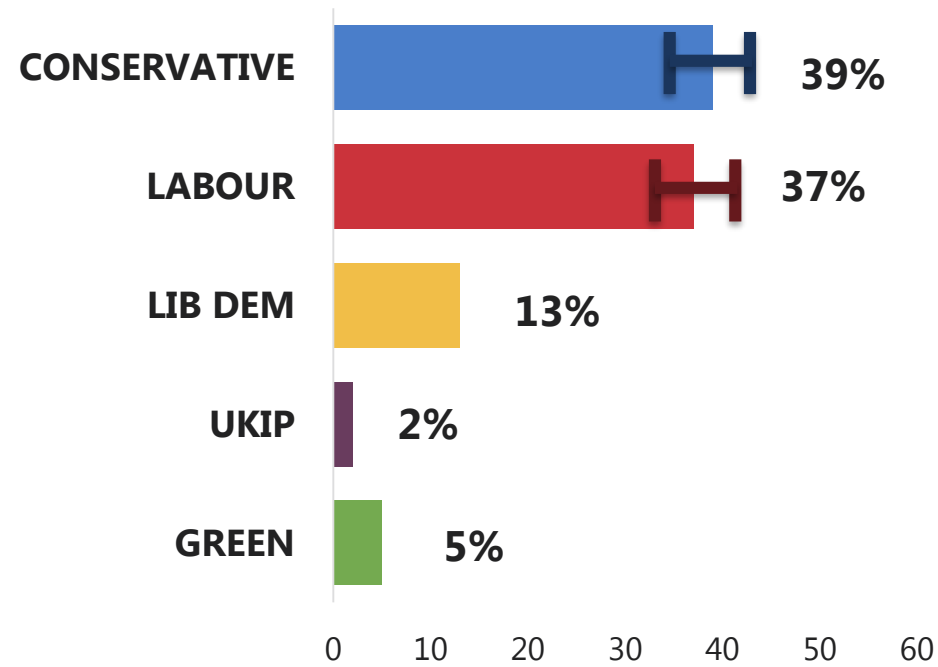


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# Voting Intention

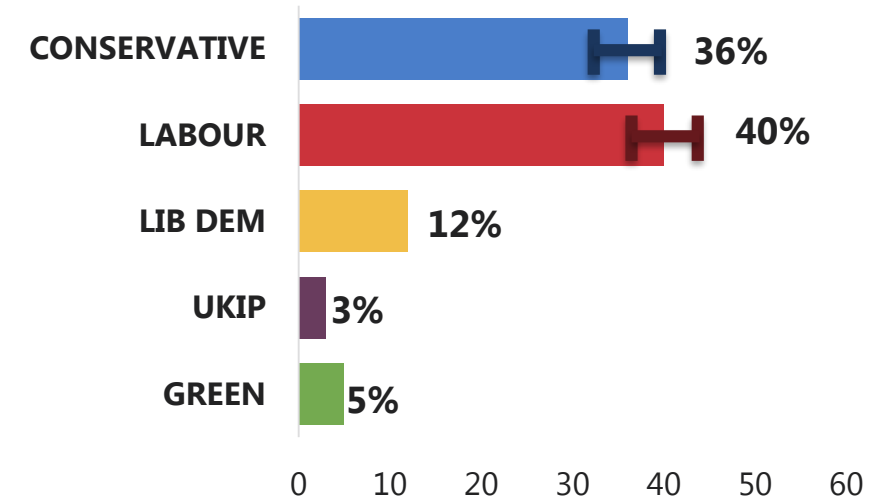
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

## HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +2

## ALL GIVING A VOTING INTENTION



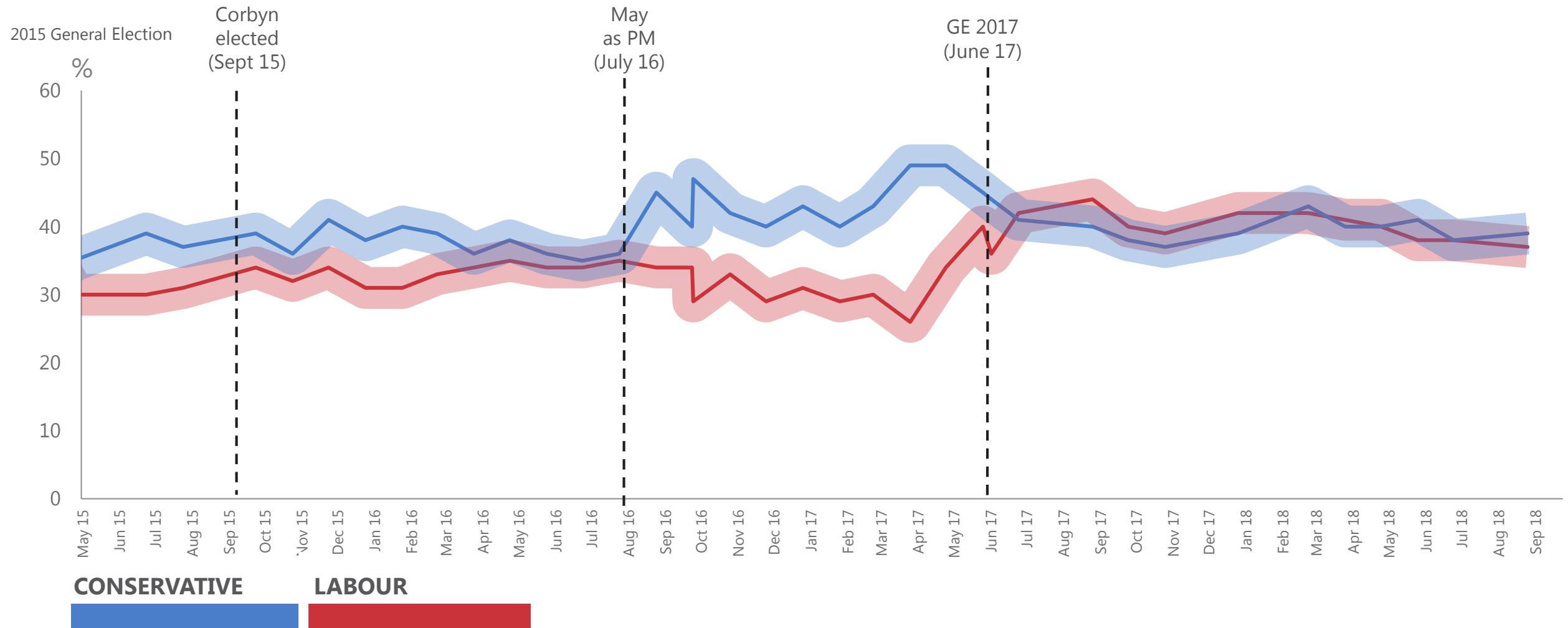
CONSERVATIVE LEAD = -4

Base: 1070 British adults 18+, 14th– 18th September 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 783. 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?

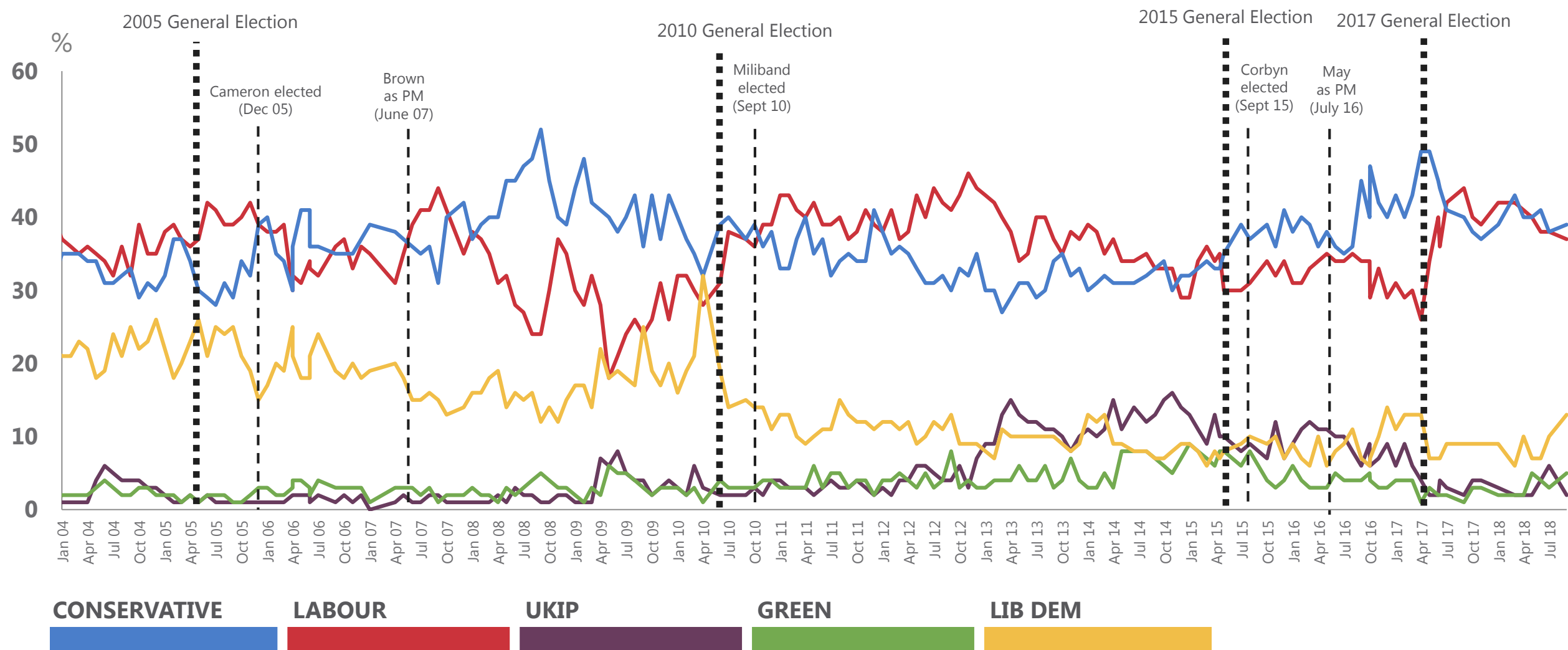


Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor

# Headline voting intention: January '04 – September '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

# September 2018

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## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS

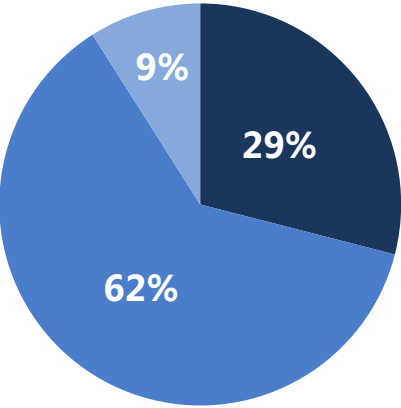




# Satisfaction with leaders and the Government

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?

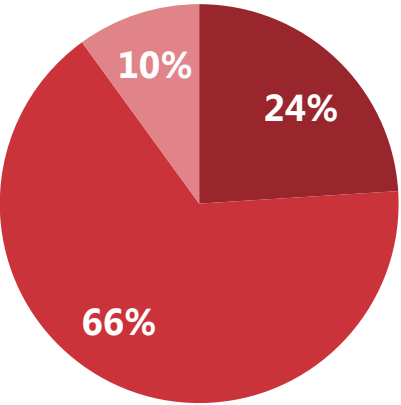
Theresa May



-0.5%  
swing from July 2018  
**-33 Net**

SATISFIED	29%
DISSATISFIED	62%

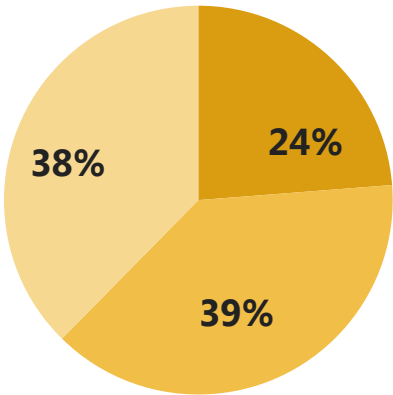
Jeremy Corbyn



-6%  
swing from July 2018  
**-42 Net**

SATISFIED	24%
DISSATISFIED	66%

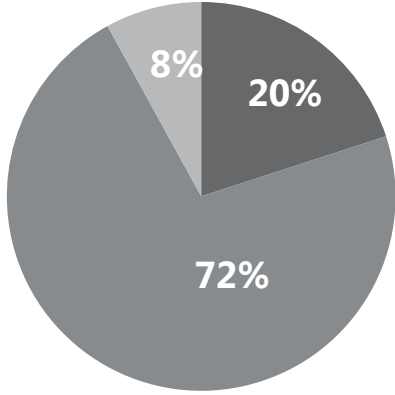
Vince Cable



+0.5%  
swing from July 2018  
**-15 Net**

SATISFIED	24%
DISSATISFIED	39%

The Government



-2.5%  
swing from July 2018  
**-52 Net**

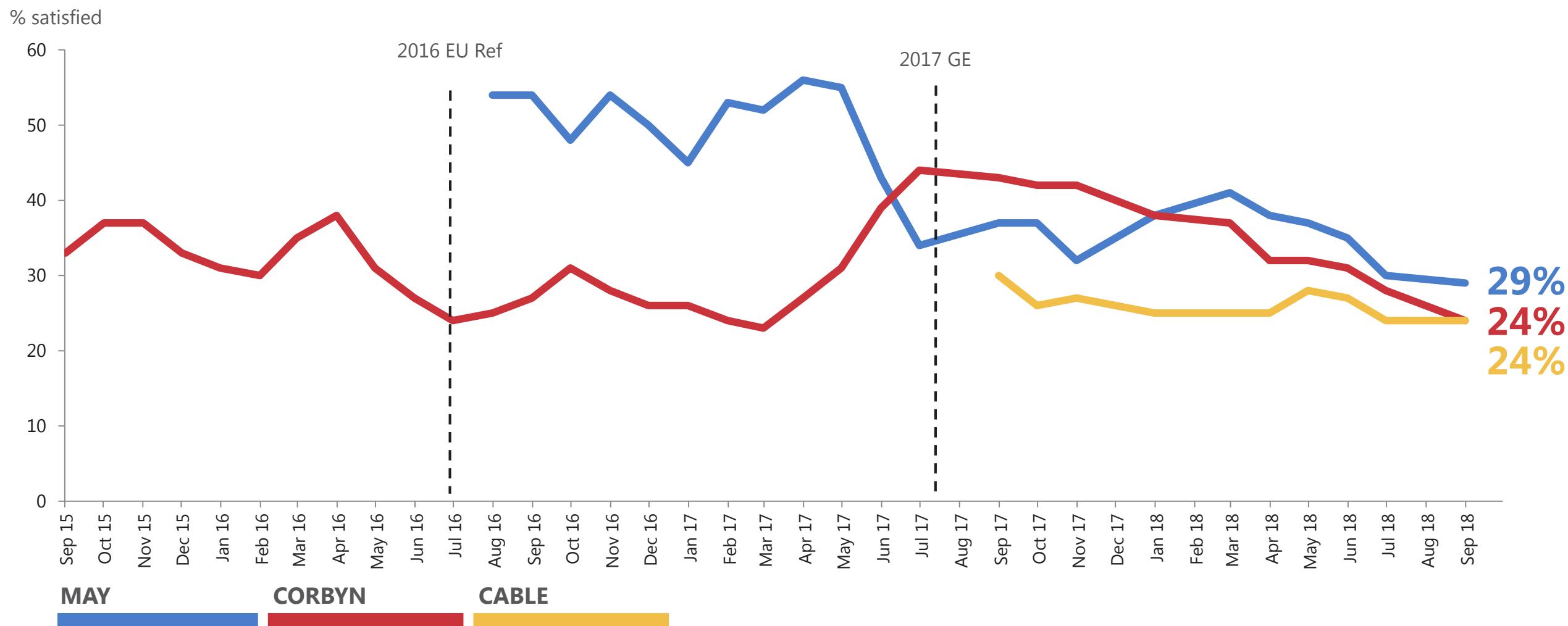
SATISFIED	20%
DISSATISFIED	72%

Base 1,070 British adults 18+ 14<sup>th</sup> –18th September 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Sept 2015 – Sept 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.



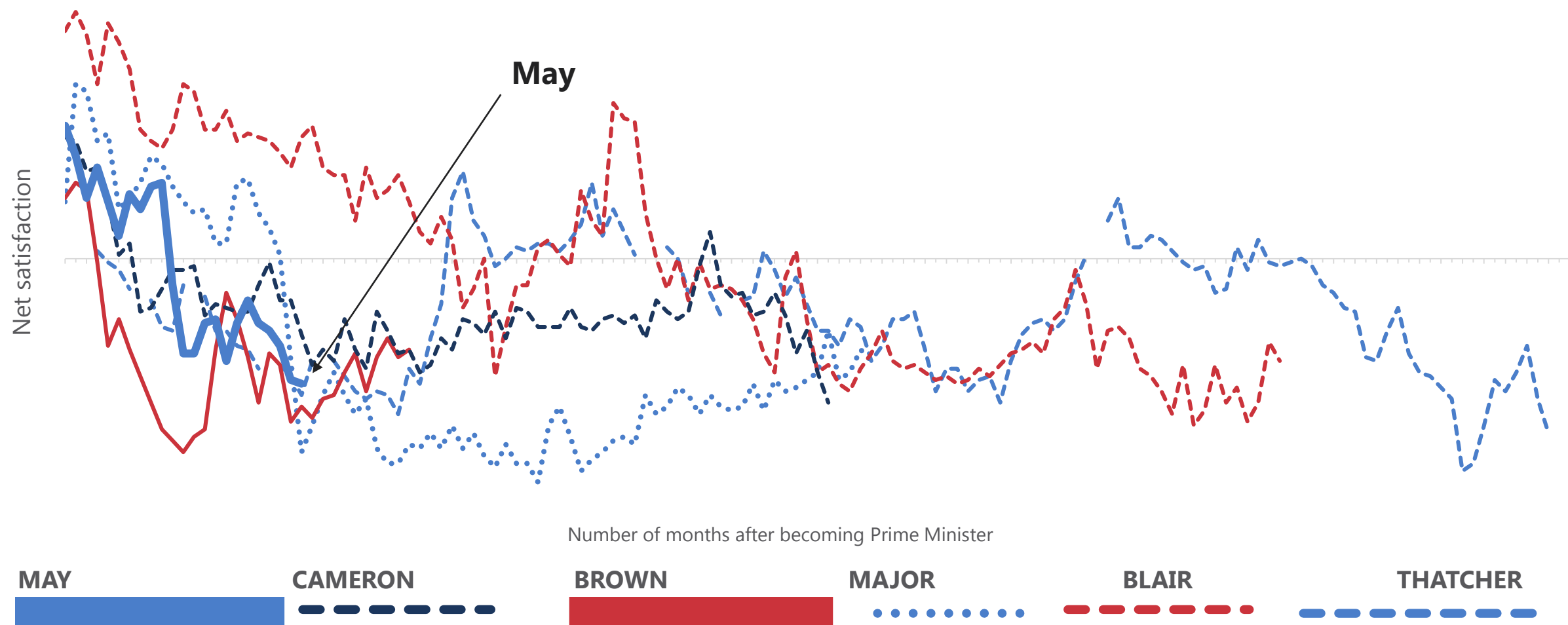
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Source: Ipsos MORI Political Monitor



# Net satisfaction with Prime Ministers (1979-2018)

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

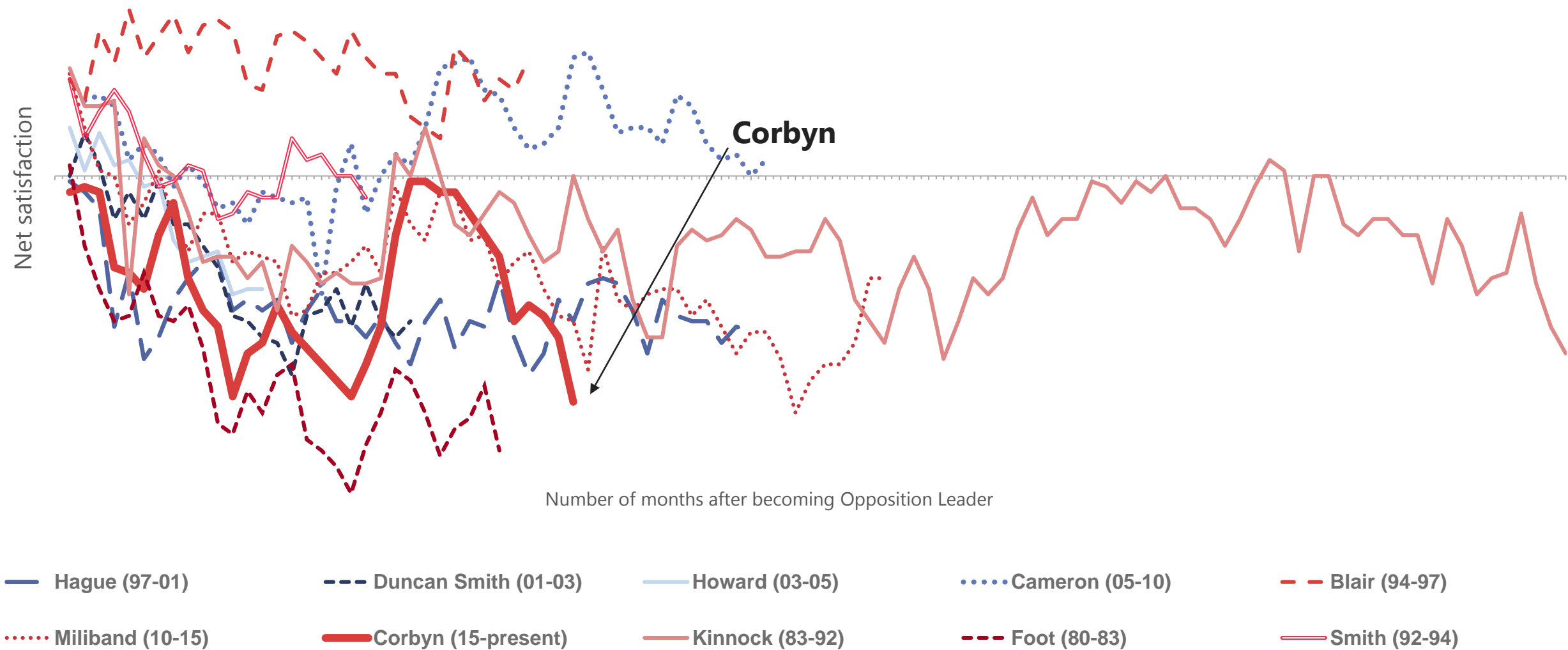
Source: Ipsos MORI Political Monitor



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# Net satisfaction with Opposition Leaders (1980 – 2018)

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



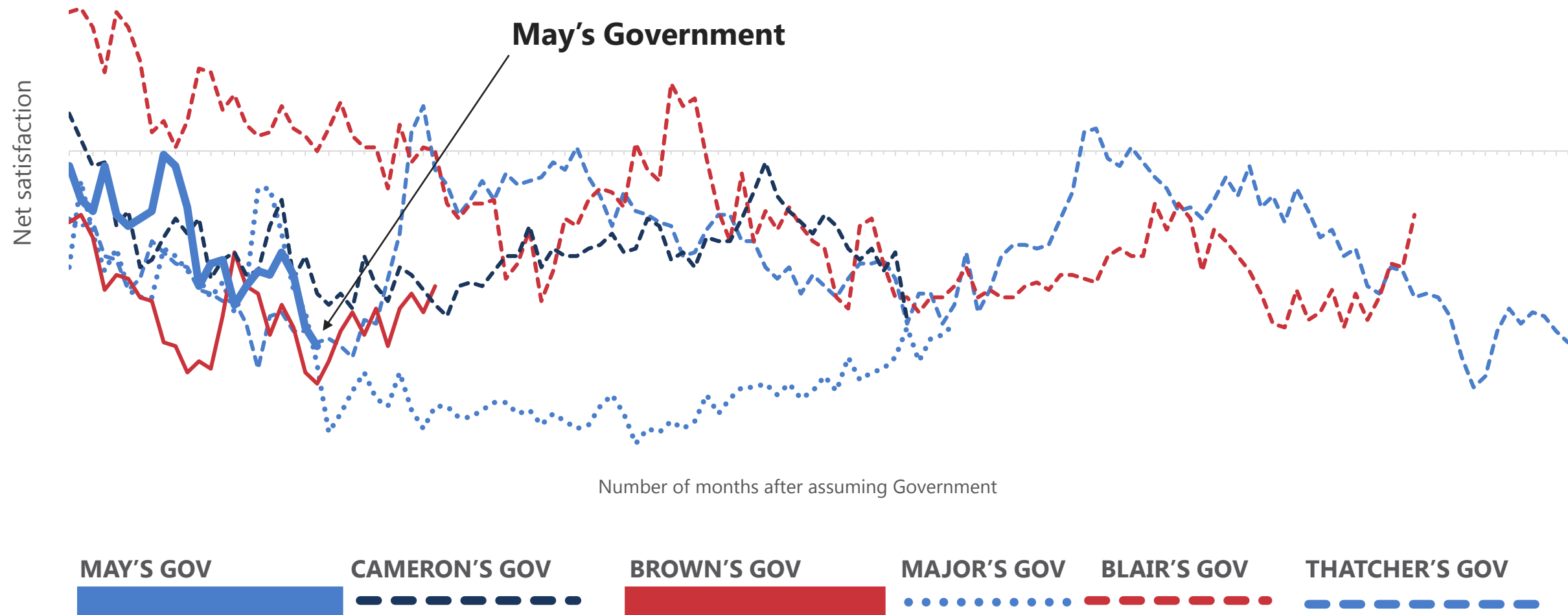
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

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

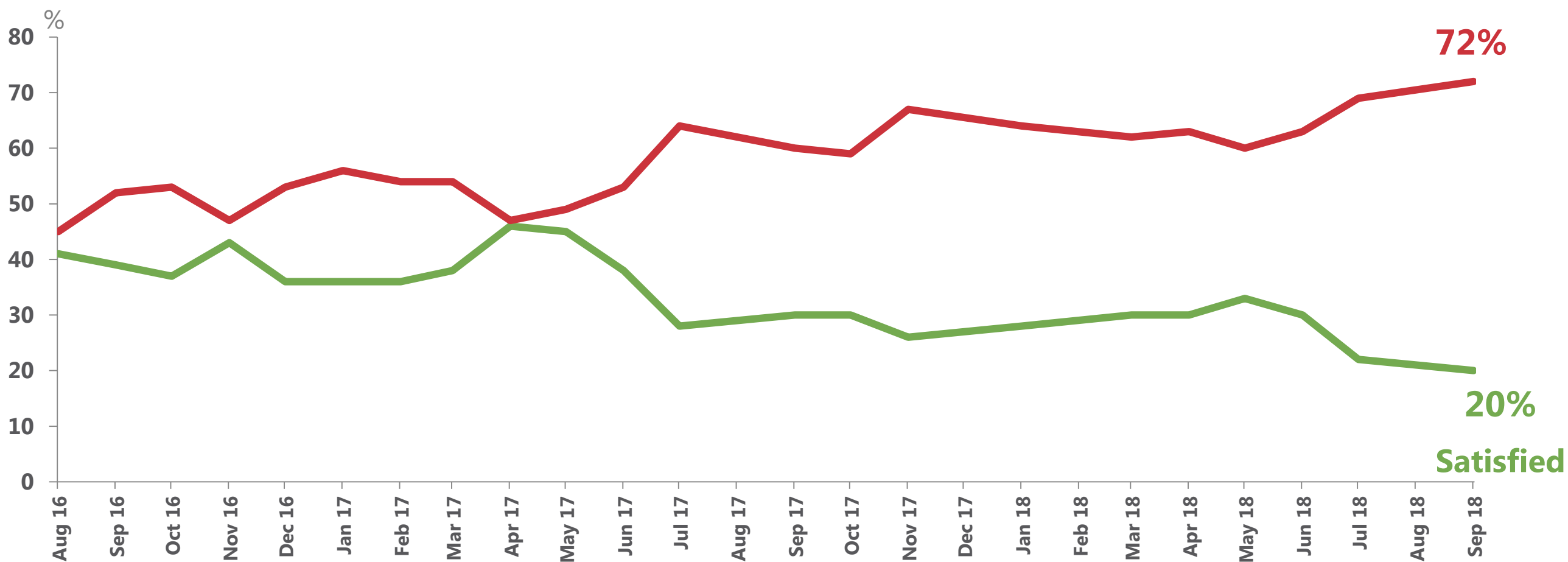
Source: Ipsos MORI Political Monitor

# Satisfaction with Theresa May's Government

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

August 2016 – September 2018

Theresa May  
becomes PM



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

Source: Ipsos MORI Political Monitor

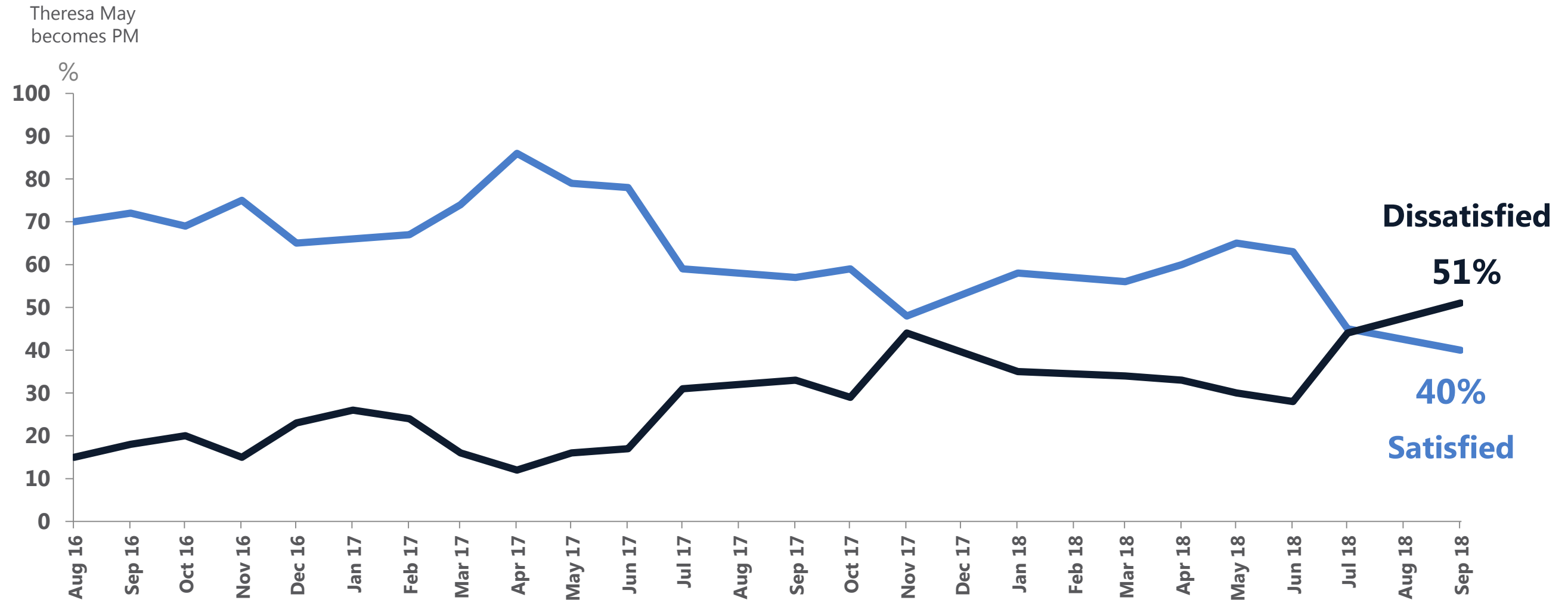


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# Satisfaction with Theresa May's Government (amongst Conservative supporters)

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

August 2016 – September 2018



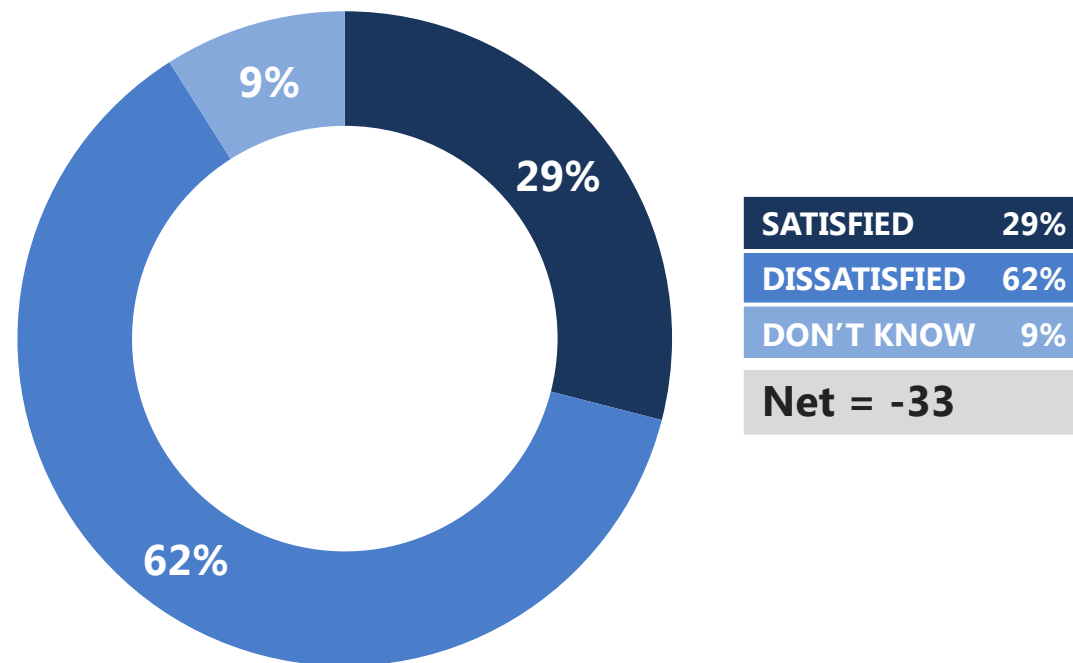
Base: c. 300-400 Conservative supporters each month.

Source: Ipsos MORI Political Monitor

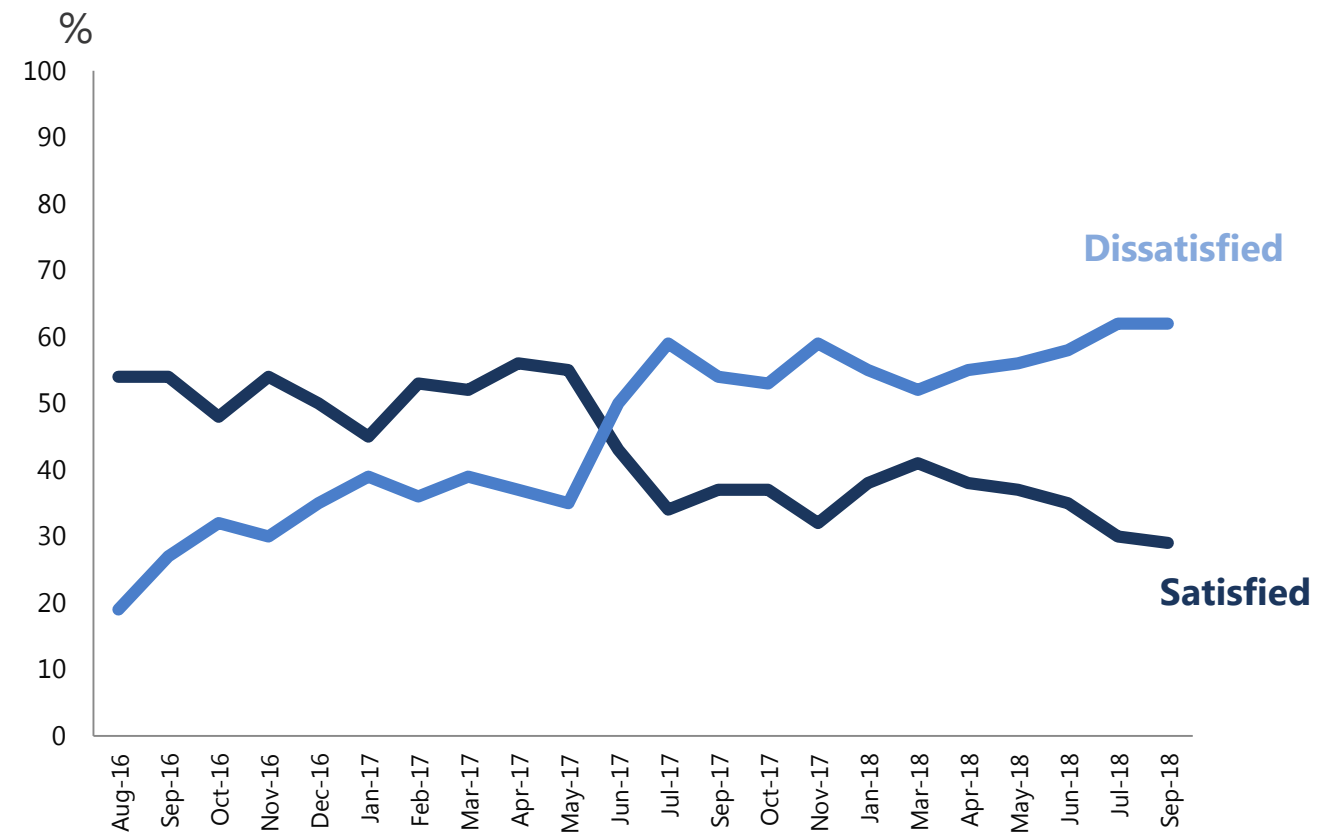
# Theresa May (satisfaction)

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

September 2018



August 2016 – September 2018



Base: 1072 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

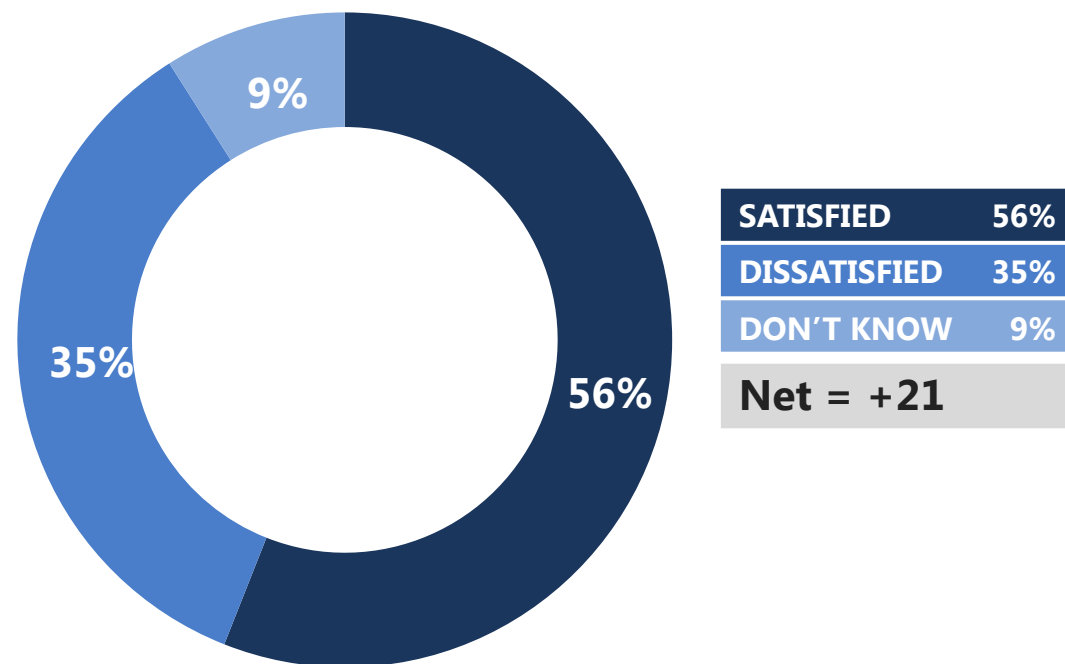
Source: Ipsos MORI Political Monitor



# Theresa May (satisfaction amongst Conservative supporters)

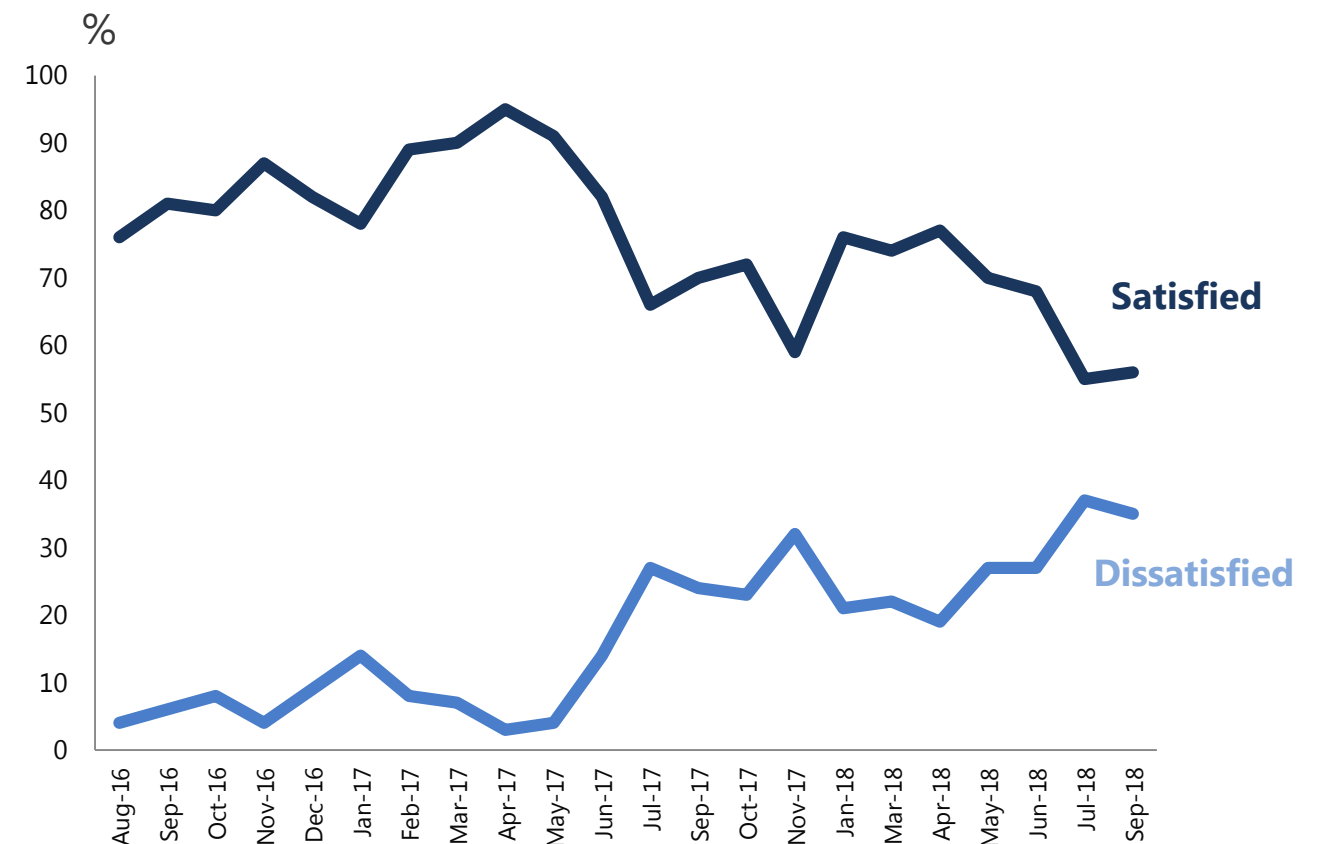
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

September 2018



Base: 334 Conservative supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

August 2016 – September 2018

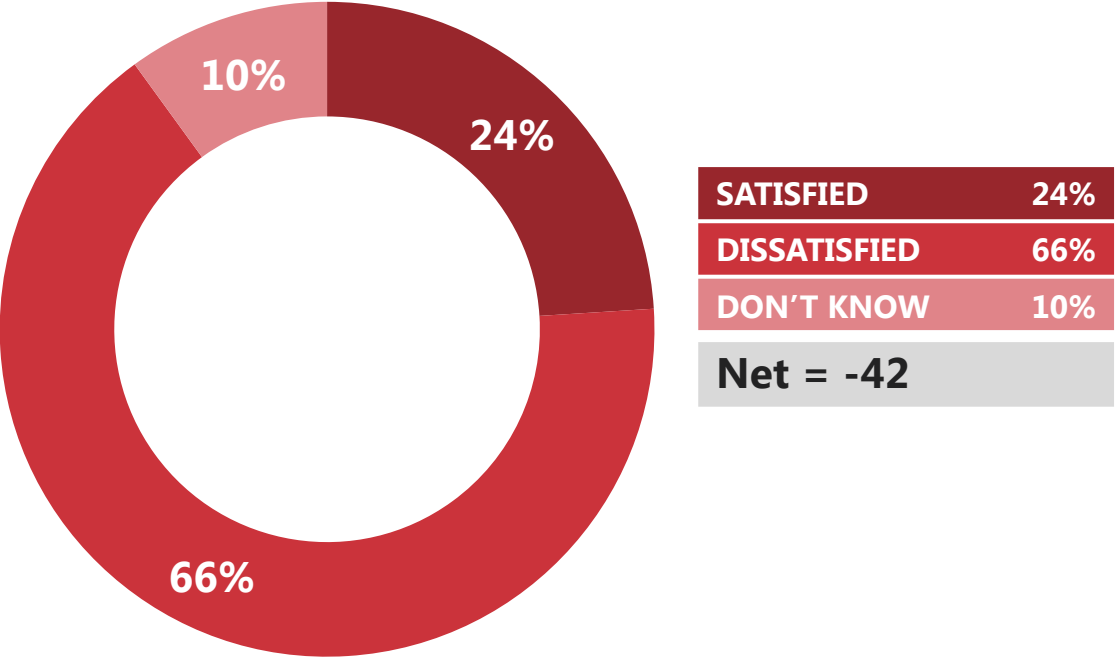


Source: Ipsos MORI Political Monitor

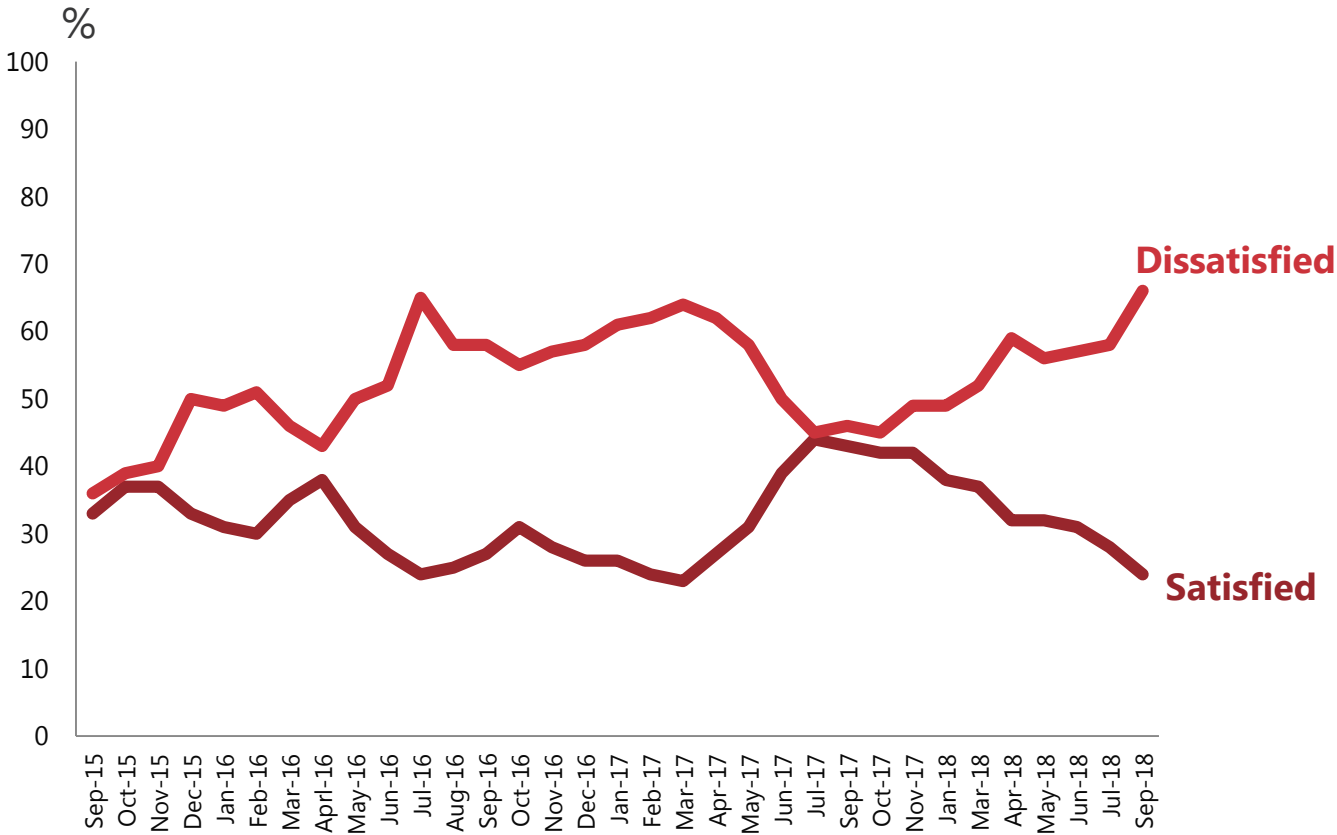
# Jeremy Corbyn (satisfaction)

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

September 2018



September 2015 – September 2018



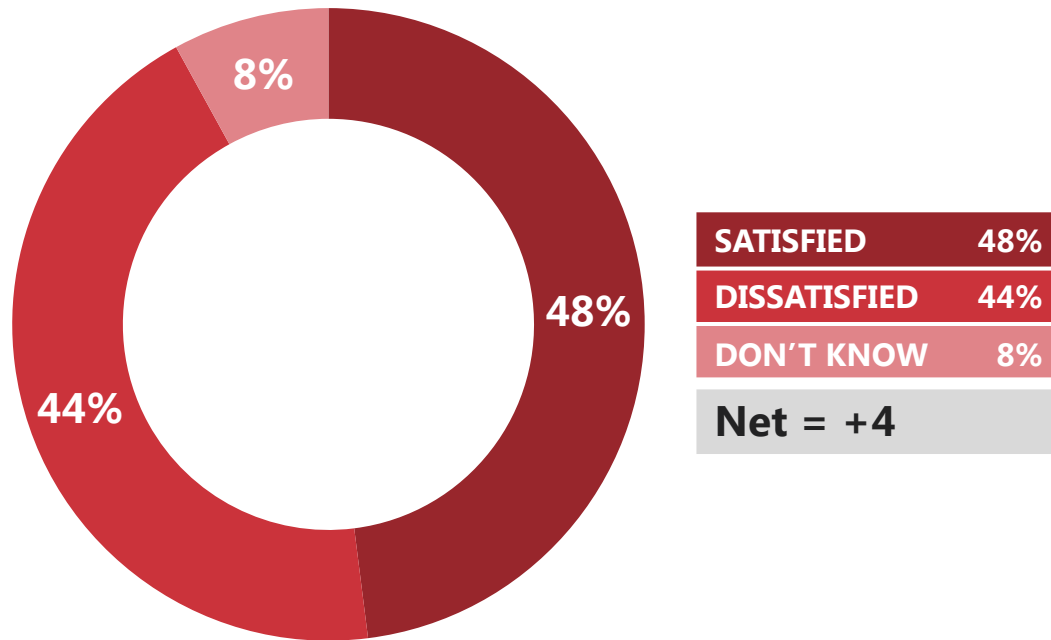
Base: 1072 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn (satisfaction amongst Labour supporters)

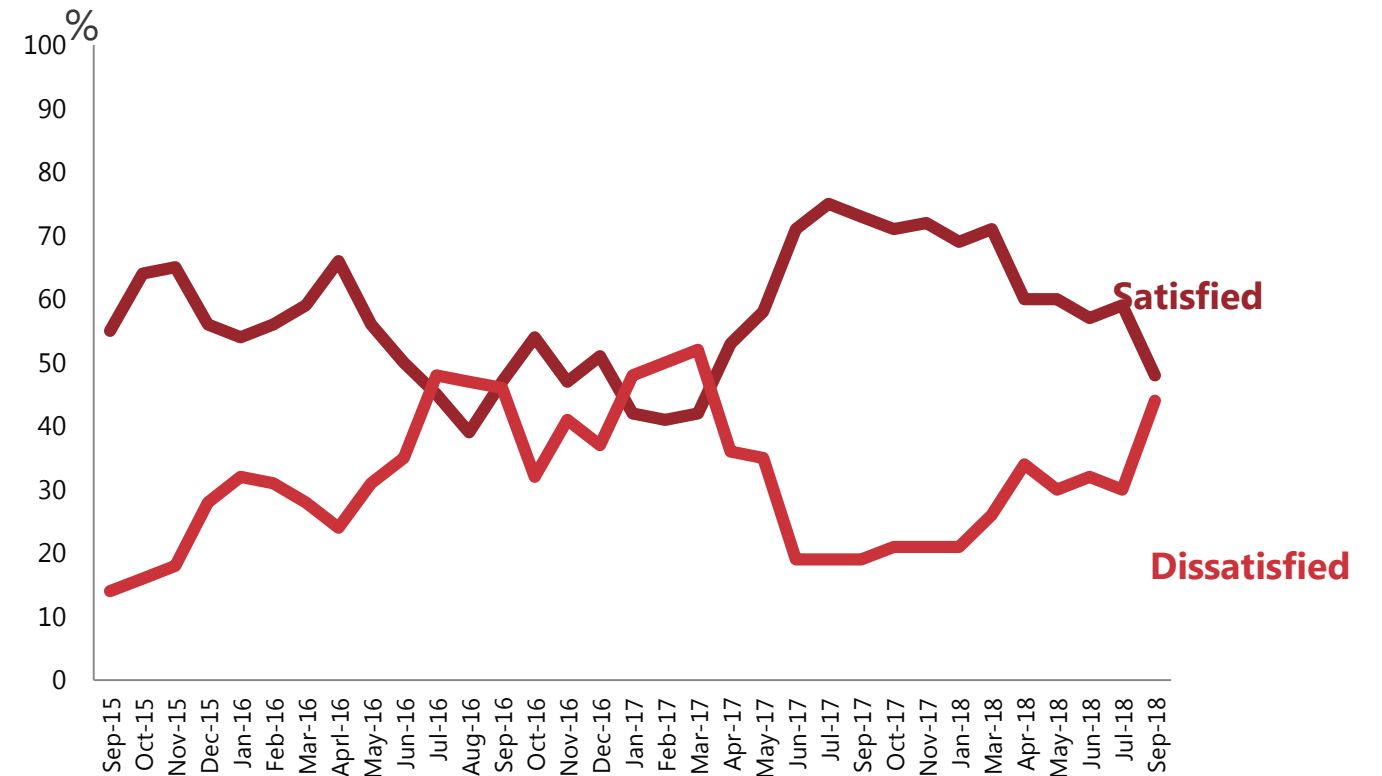
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

September 2018



Base: 359 Labour supporters 18+ 14<sup>th</sup> - 18<sup>th</sup> September 2018.

September 2015 – July 2018

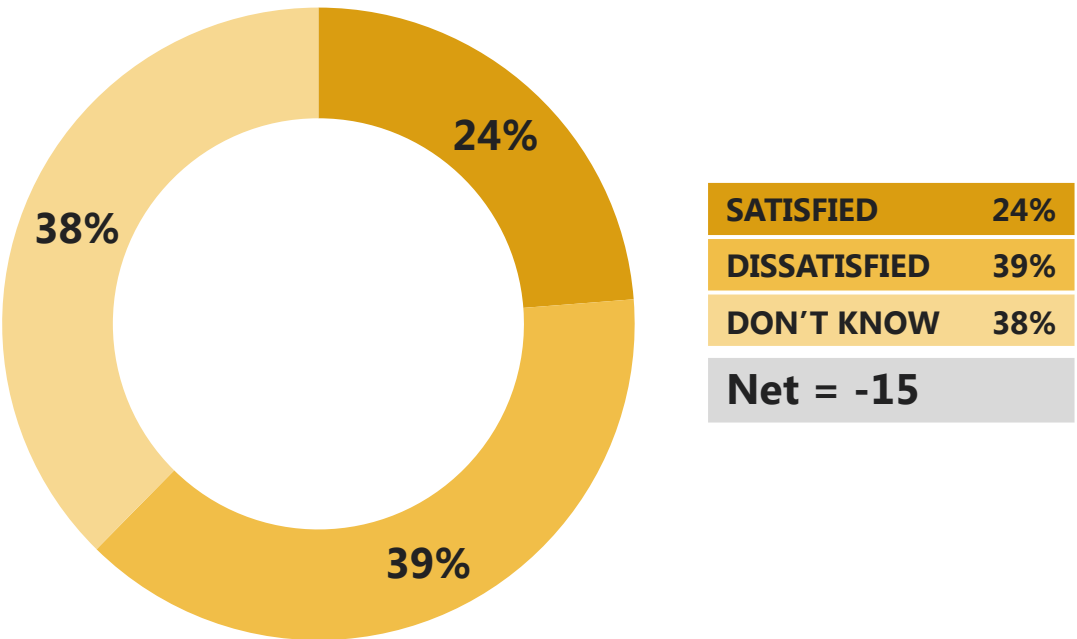


Source: Ipsos MORI Political Monitor

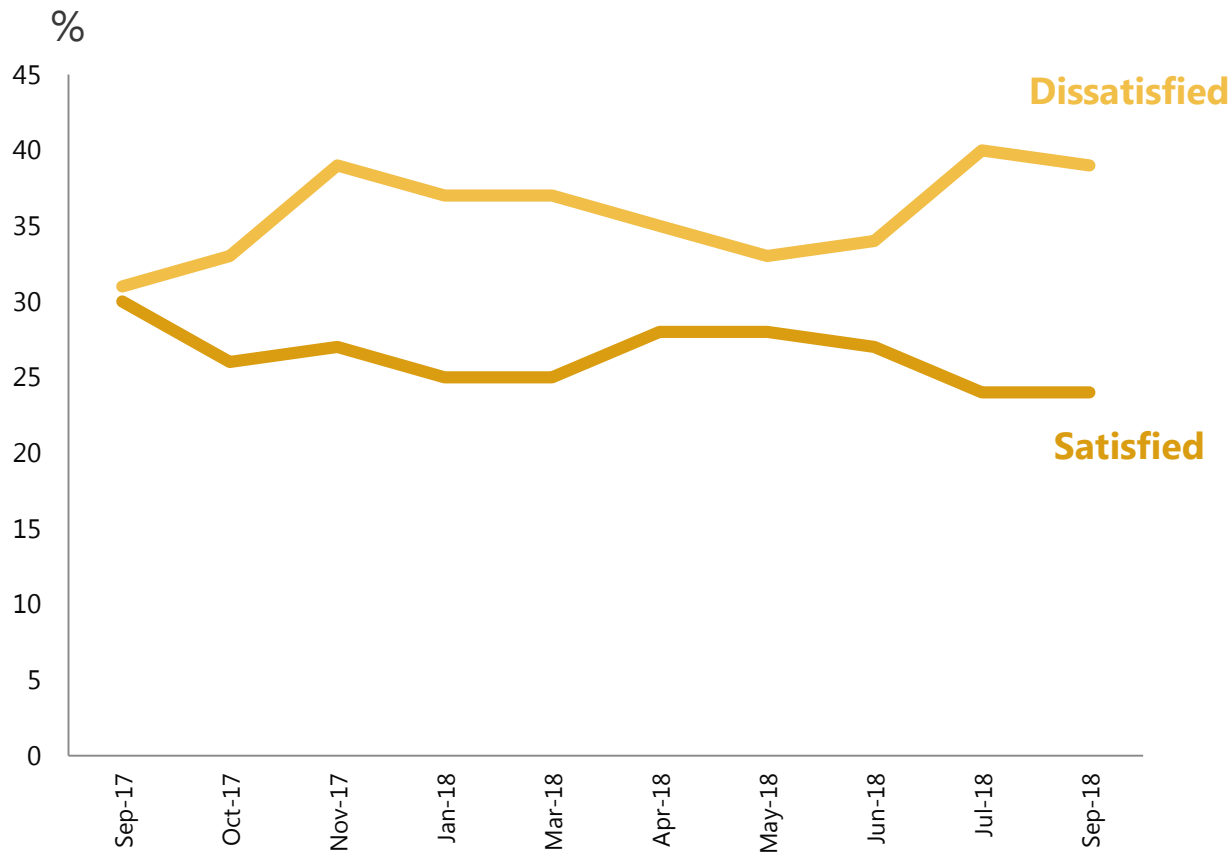
# Vince Cable (satisfaction)

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

September 2018



September 2017 – September 2018



Base: 1072 British adults 18+ 14<sup>th</sup> –18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# July 2018

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ECONOMIC

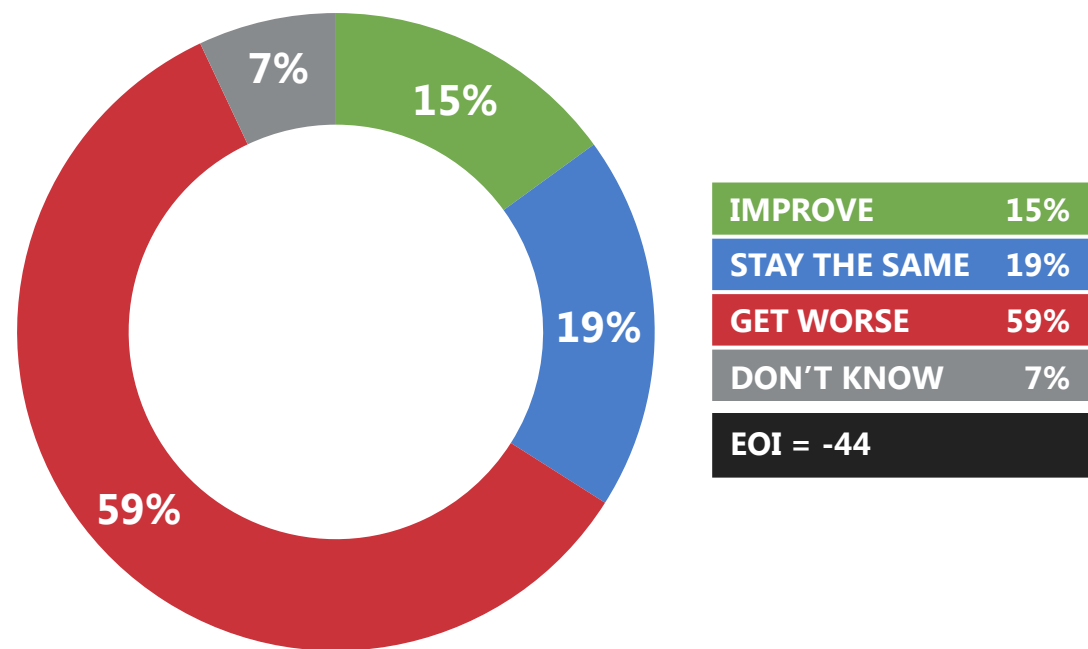
OPTIMISM



# Economic Optimism Index

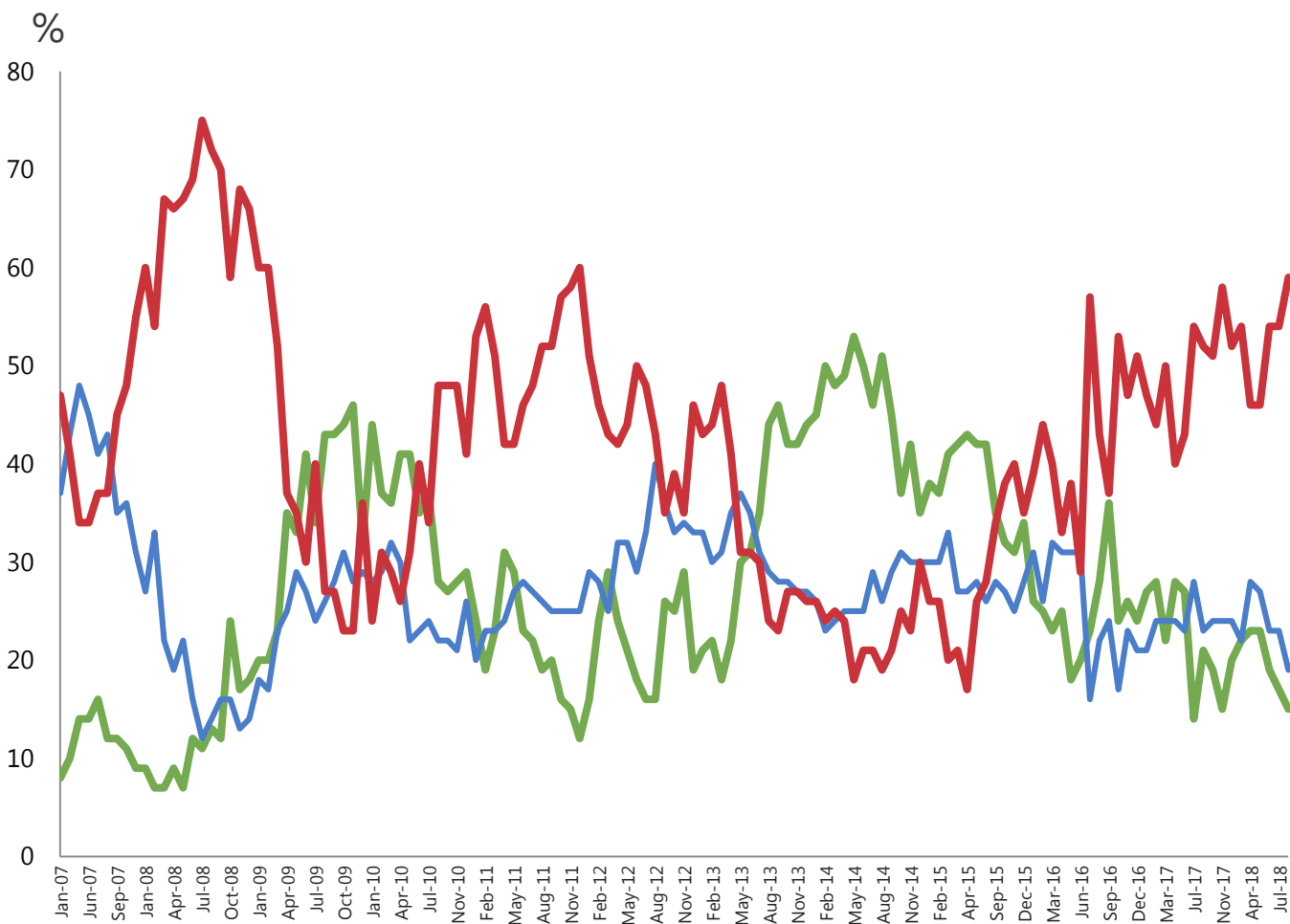
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

September 2018



Base: 1072 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

September 2007 – September 2018



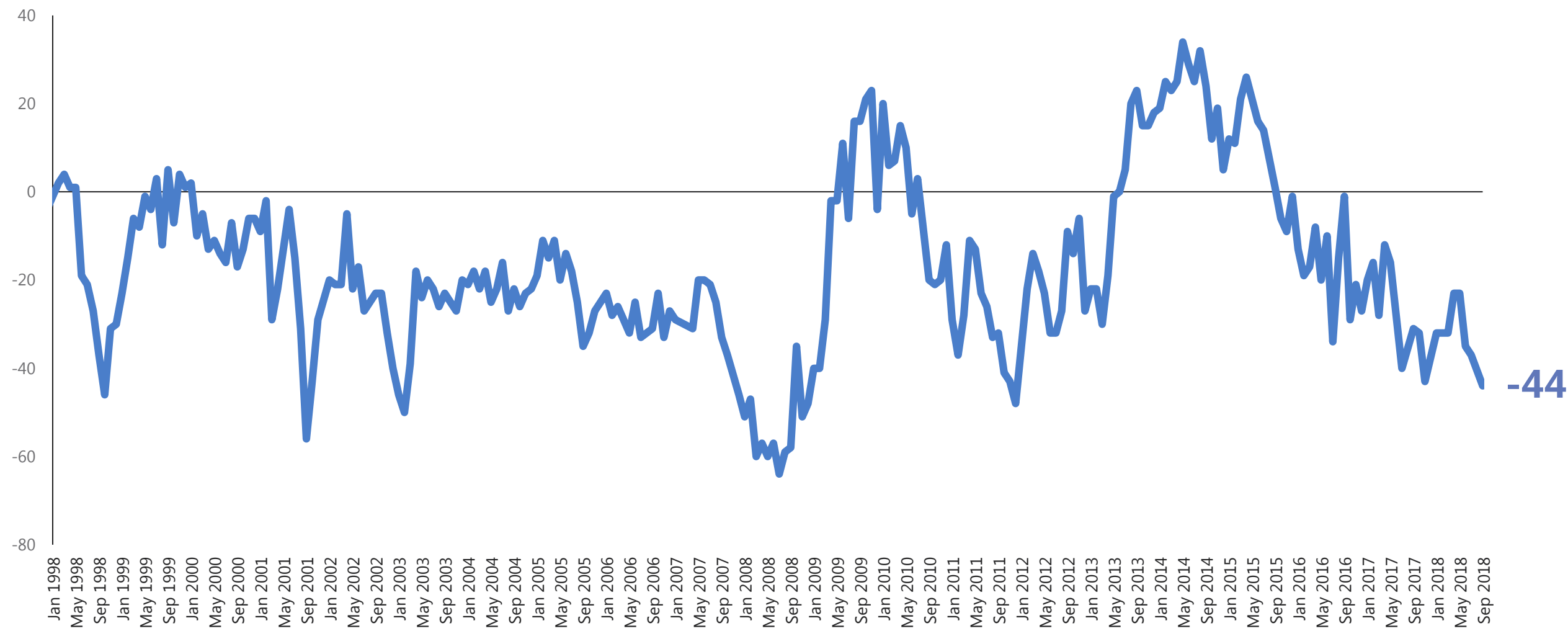
Base: c.1,000 British adults each month

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

# September 2018

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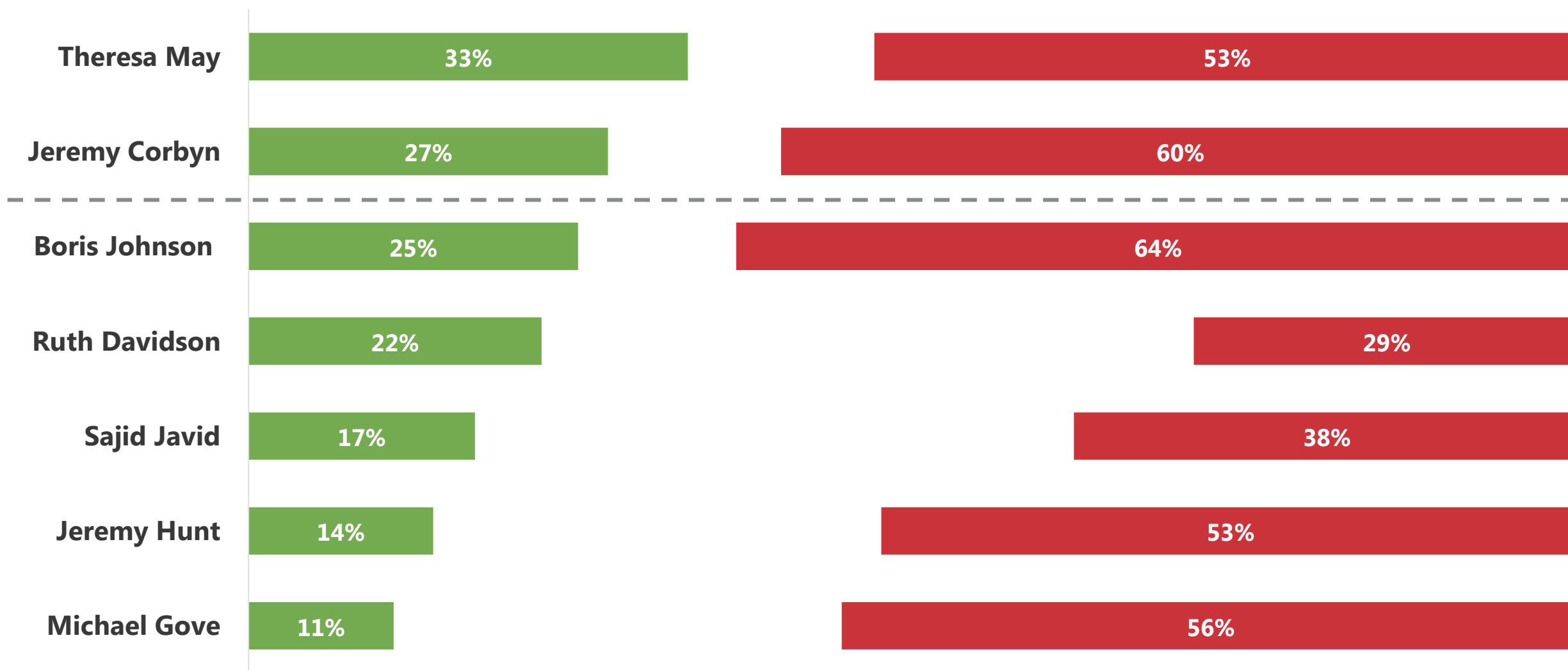
## Party Leadership



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# Prime Ministerial material?

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



Base: 1070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

AGREE

DISAGREE

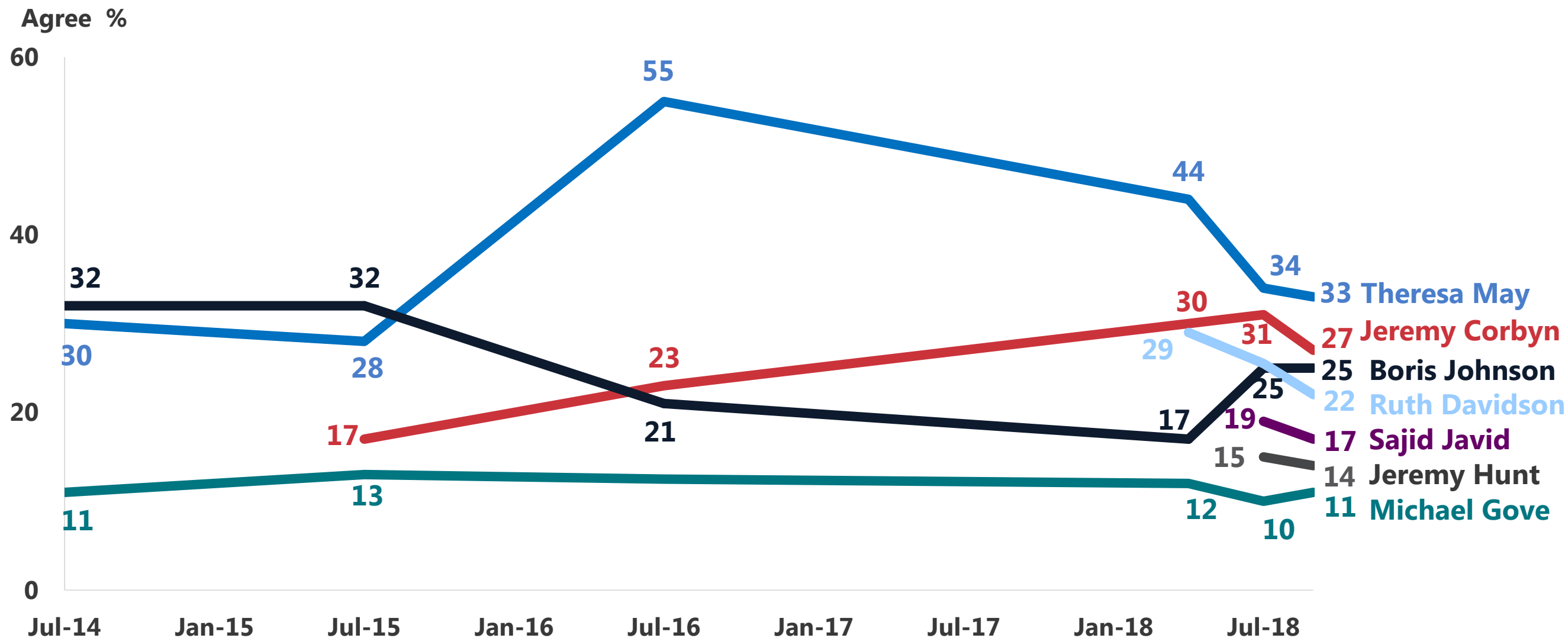
Source: Ipsos MORI Political Monitor



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# Prime Ministerial material?

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



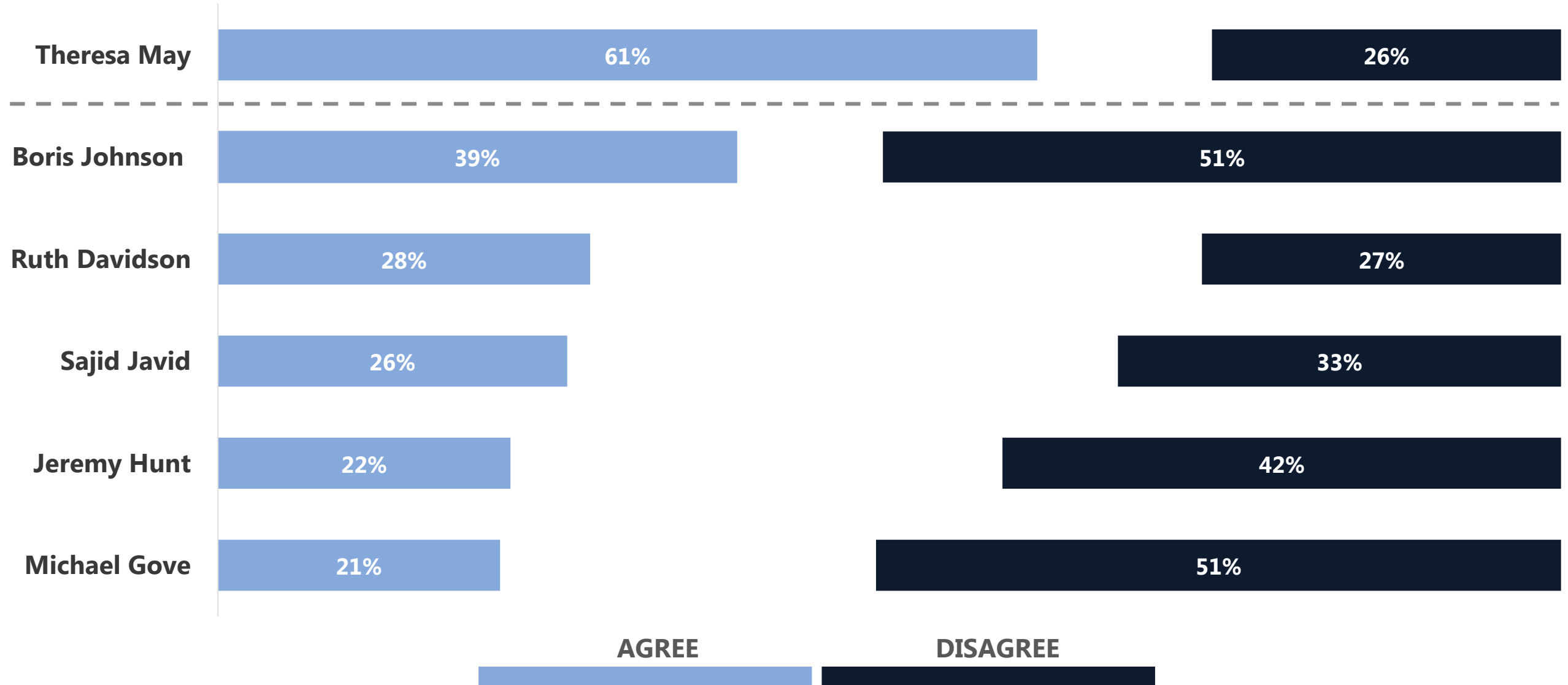
Base: c.1,000 British adults each month



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# Prime Ministerial material (amongst Conservative supporters)

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



Base: 334 Conservative supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.



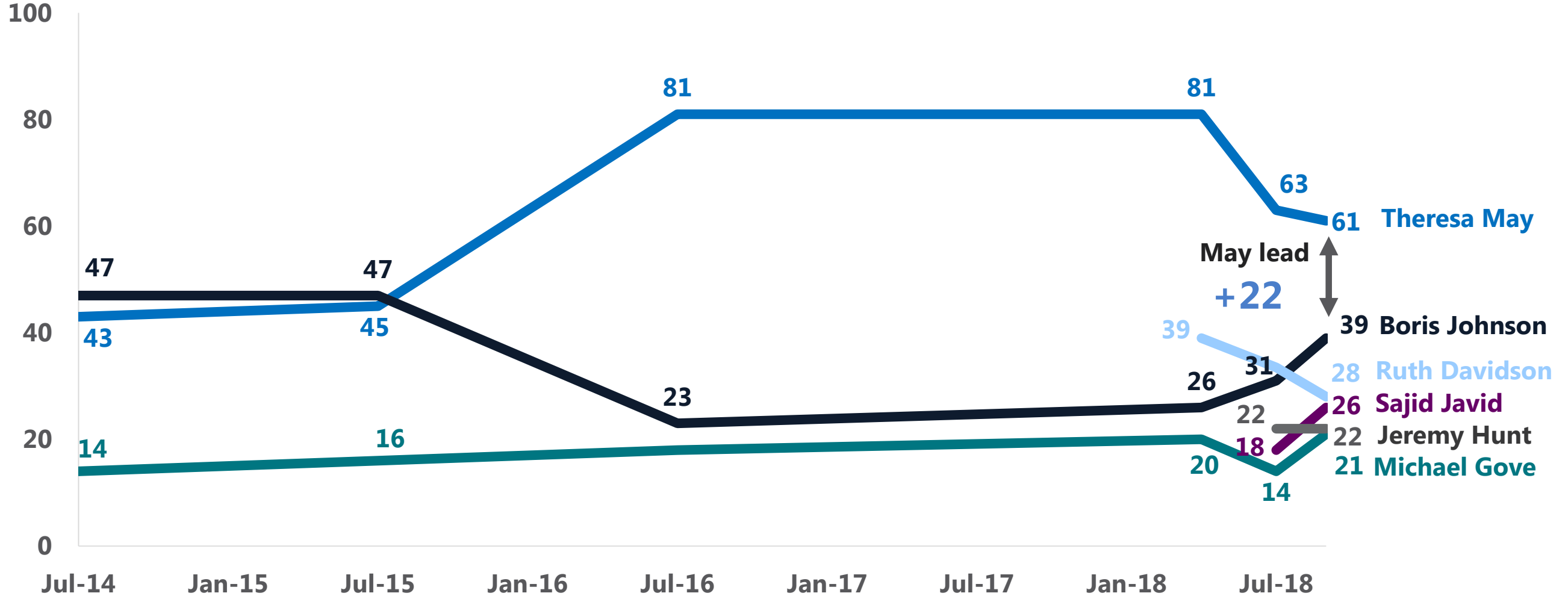
Ipsos MORI

Source: Ipsos MORI Political Monitor

# Prime Ministerial material (amongst Conservative supporters)

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

Agree %



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

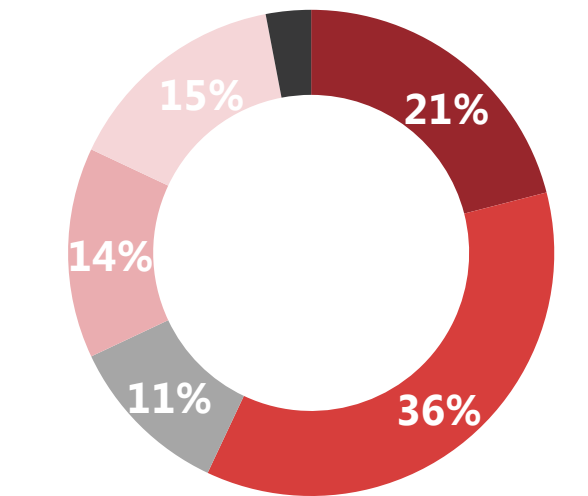
Source: Ipsos MORI Political Monitor



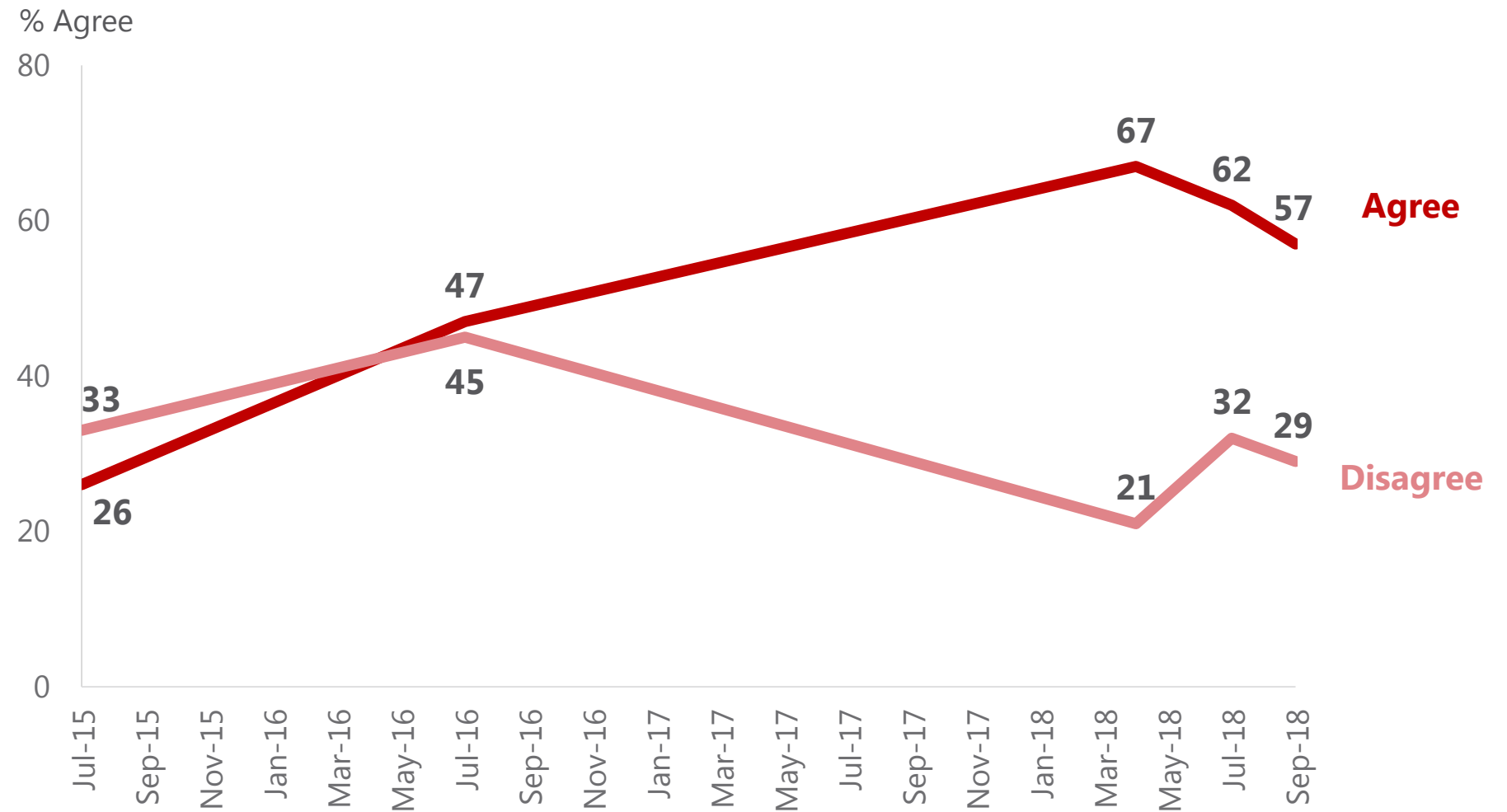
# Corbyn as Prime Minister (amongst Labour supporters)

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

September 2018



July 2015 – September 2018



Base: 359 Labour supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Base: c. 300 Labour supporters each month

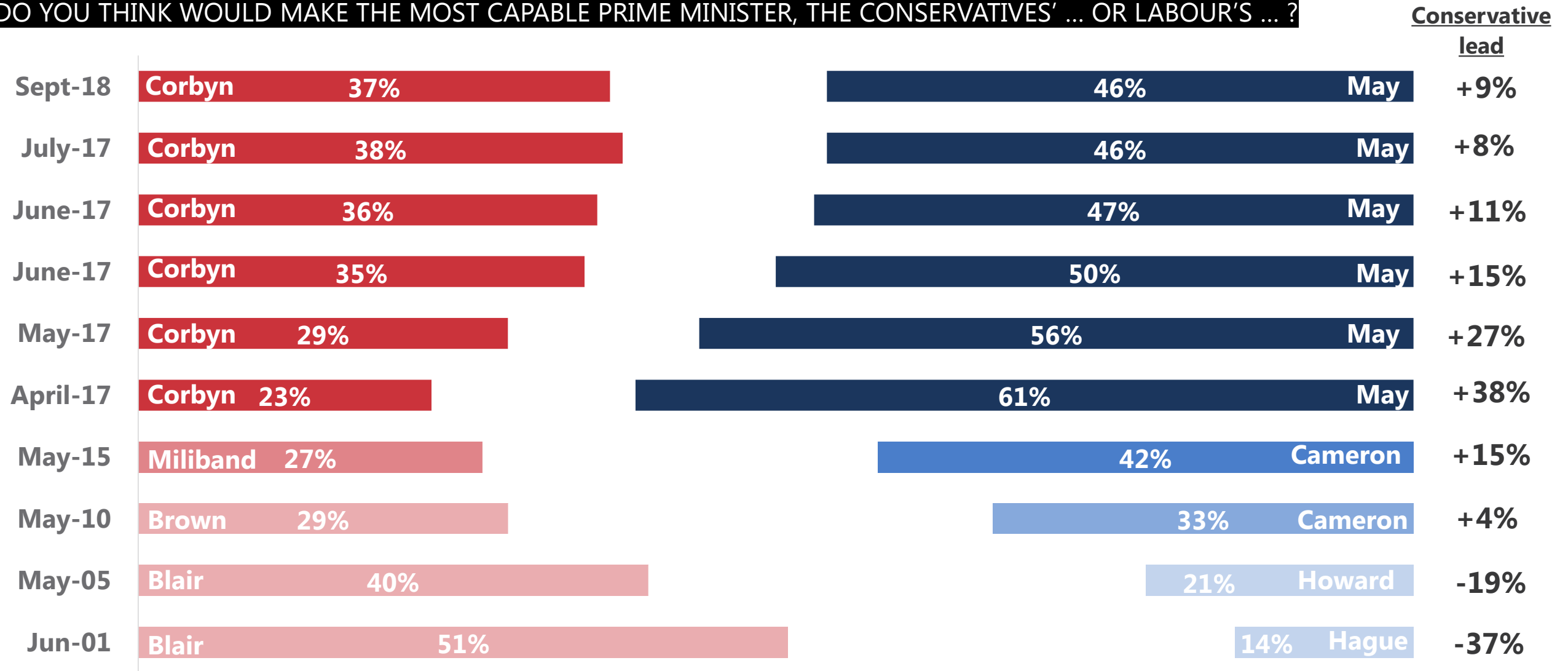


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Source: Ipsos MORI Political Monitor

# Most capable Prime Minister (since 2001)

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, THE CONSERVATIVES' ... OR LABOUR'S ... ?



Base: c1000 British adults each month

Source: Ipsos MORI Political Monitor



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# Most capable Prime Minister: May v Johnson

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, THERESA MAY, OR BORIS JOHNSON?

September 2018

**Theresa  
May** 57%

28% **Boris  
Johnson**

Theresa May lead: +29

Among Conservative party supporters

**Theresa  
May** 58%

33% **Boris  
Johnson**

Theresa May lead: +25

Base: 1,070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Base: 334 Conservative supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

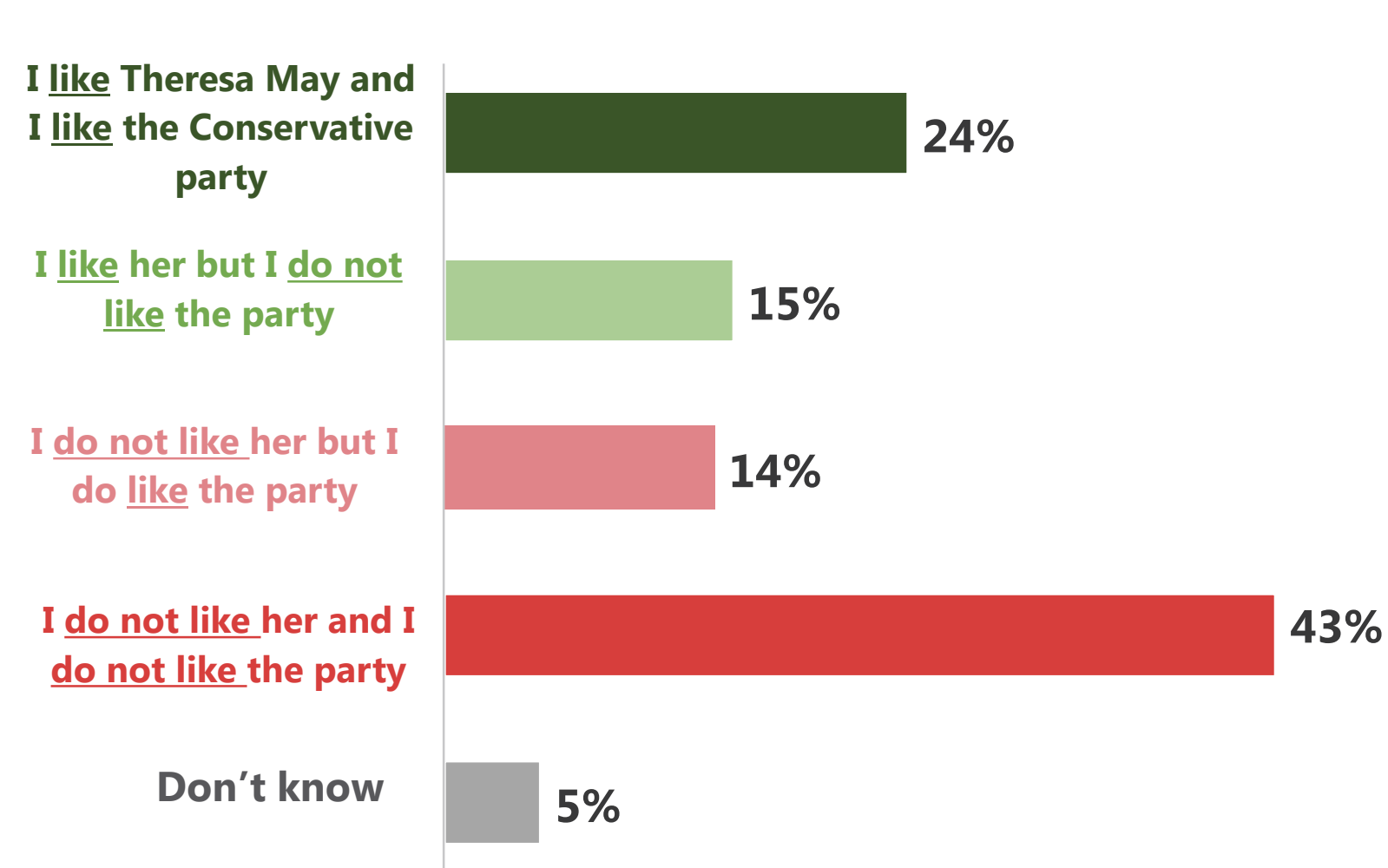
Source: Ipsos MORI Political Monitor



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# Theresa May and the Conservative party

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



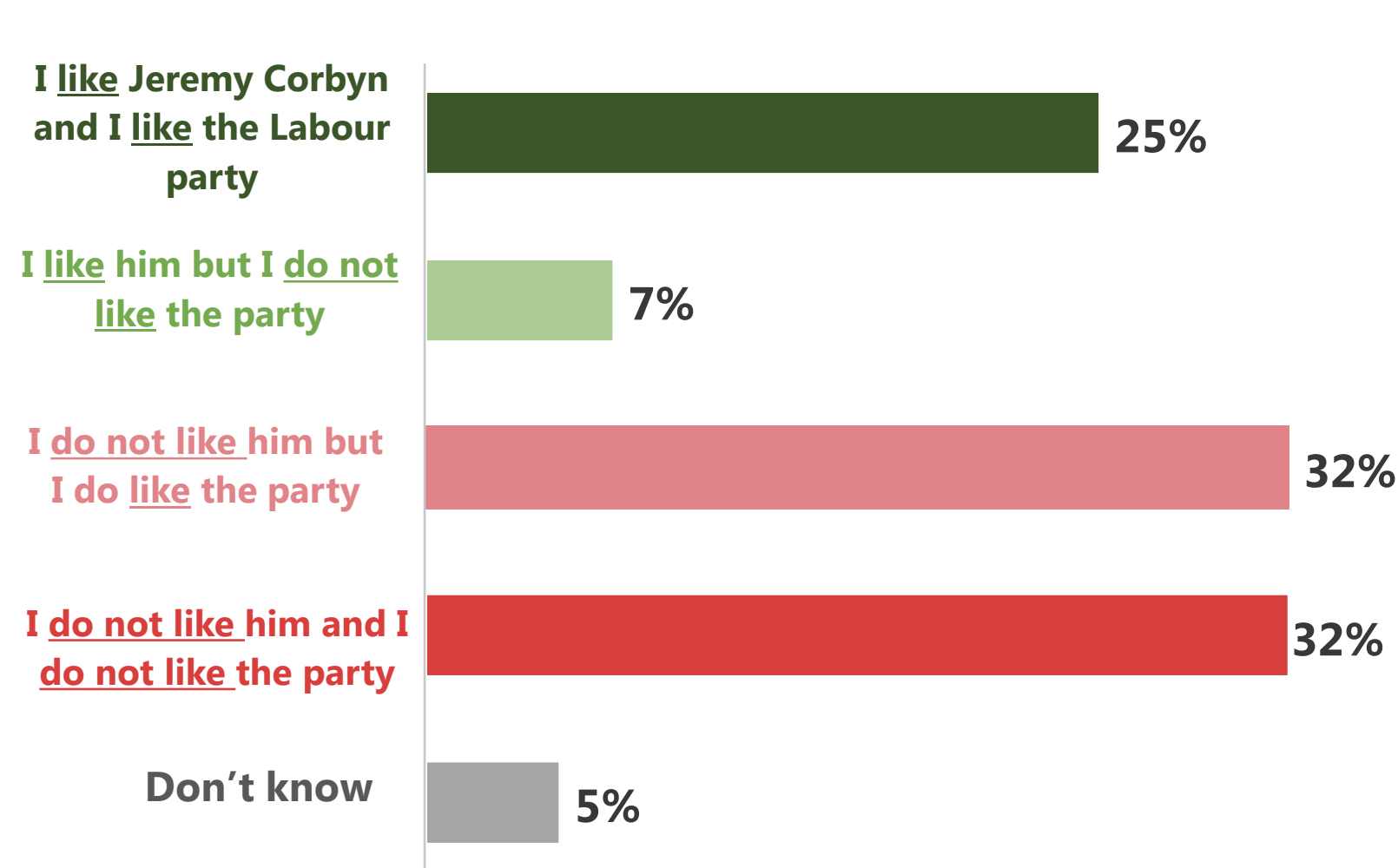
		Theresa May and the Conservative party %	
		Sept '17	Change since Sept '16
TOTALS	Like May	39%	+1
	Dislike May	57%	+1
	Like party	38%	0
	Dislike party	58%	+2

Base: 1,070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# Jeremy Corbyn and the Labour party

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



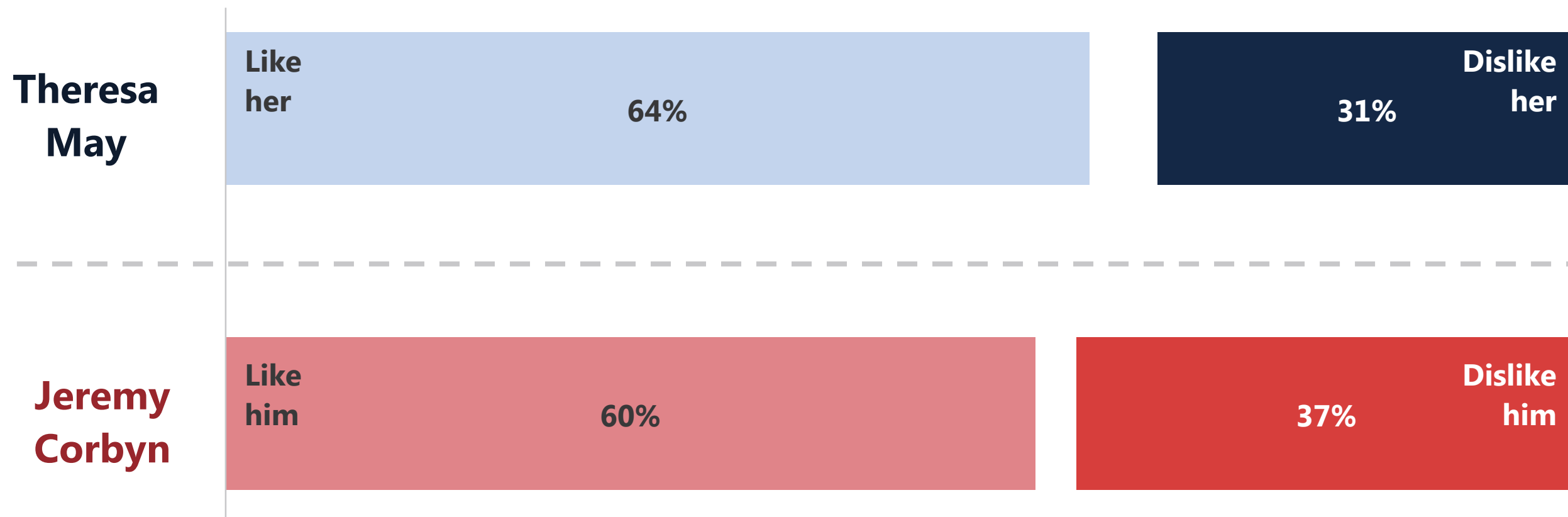
		Jeremy Corbyn and the Labour party %	
		Sept '17	Change since Sept '16
TOTALS	Like Corbyn	32%	-14
	Dislike Corbyn	64%	+16
	Like party	57%	+3
	Dislike party	39%	-1

Base: 1,070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# Leaders' ratings (among own party supporters)

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEW OF ... AND THE ... PARTY?

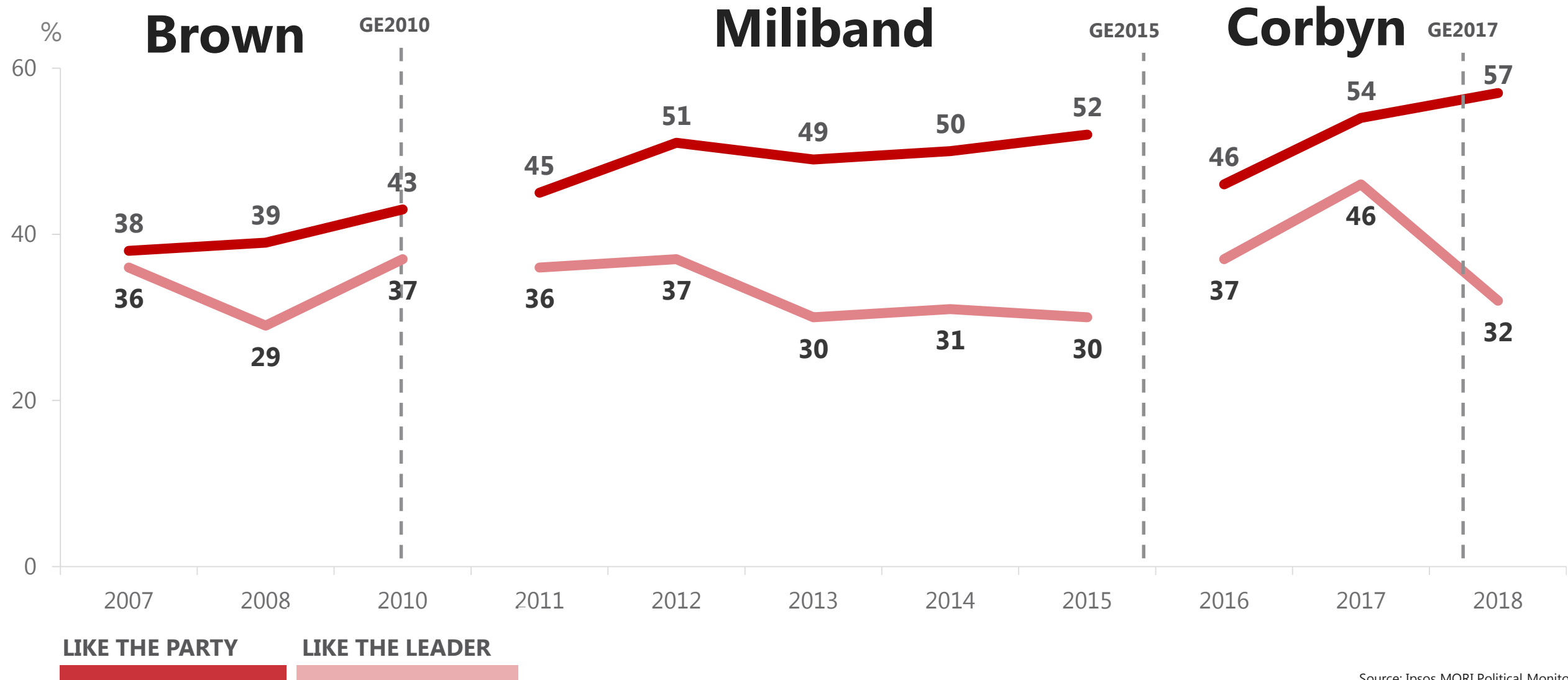


Source: Ipsos MORI Political Monitor



# Likeability of the Labour Party and its leaders

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



c. 1,000 British adults 18+

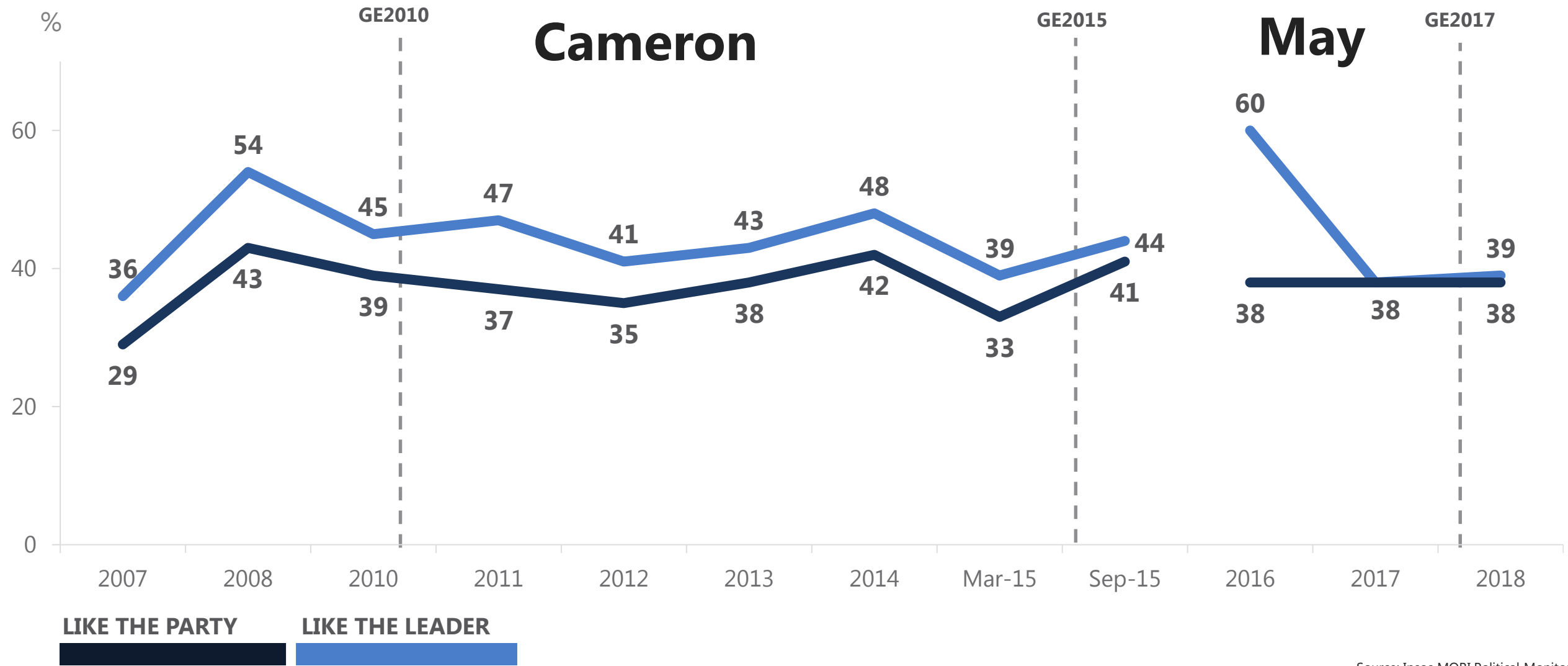


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Source: Ipsos MORI Political Monitor

# Likeability of the Conservative Party and its leaders

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



c. 1,000 British adults 18+

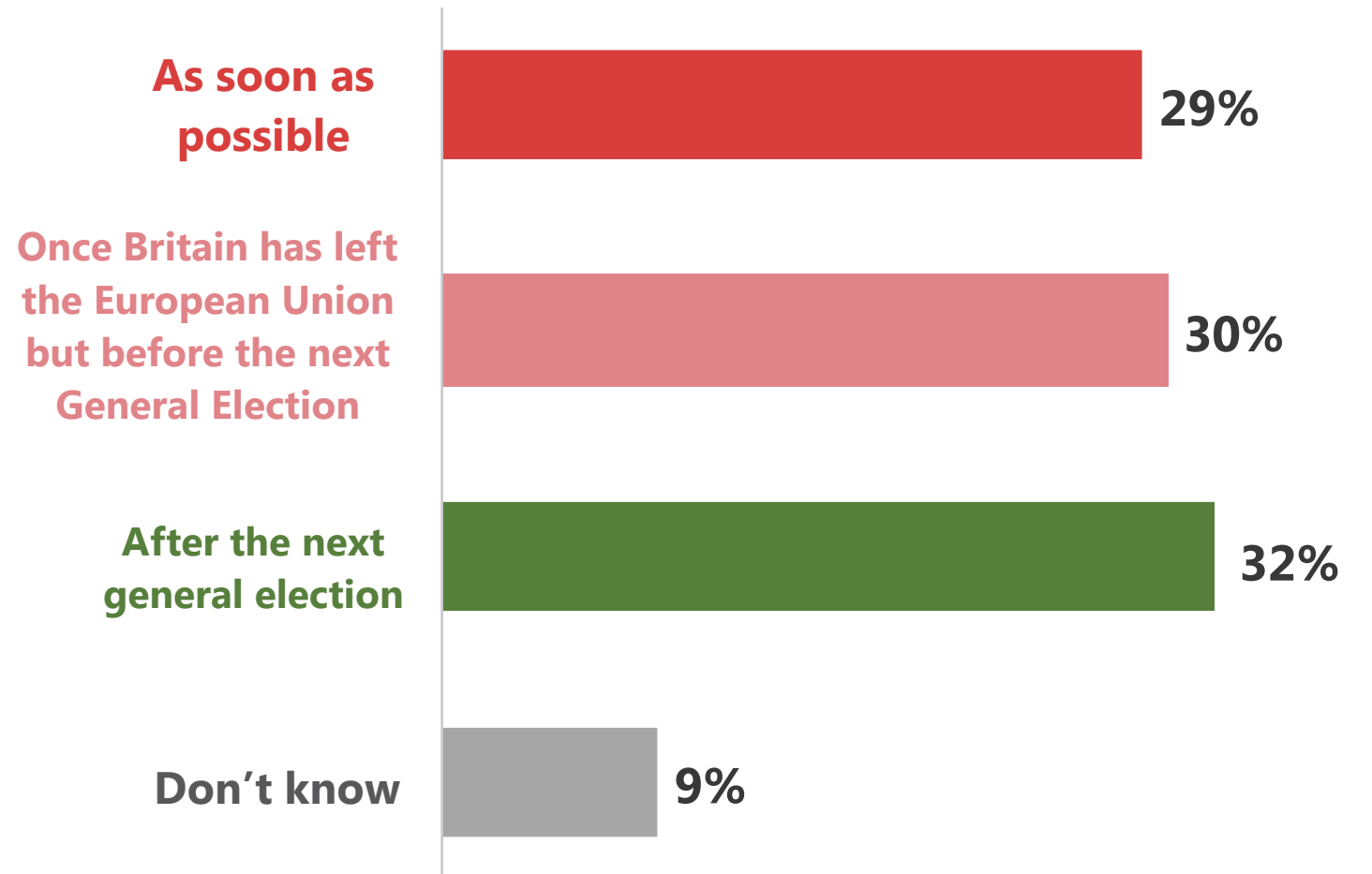


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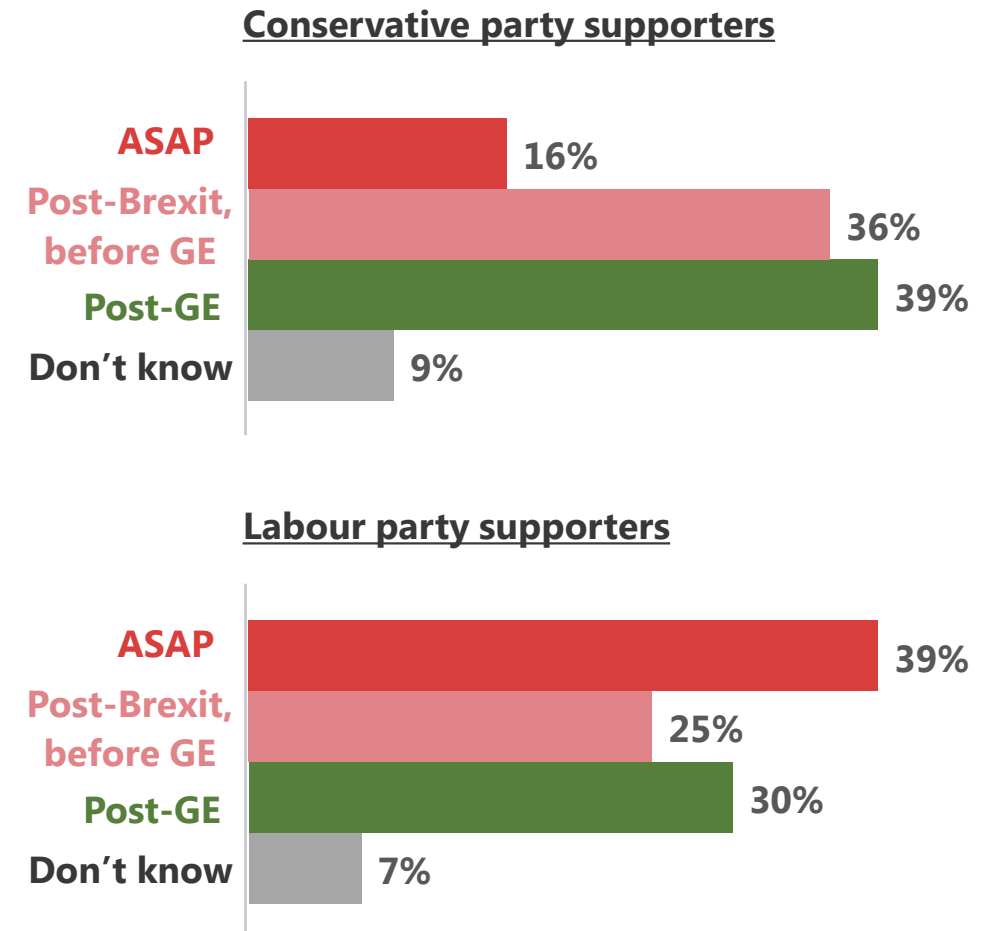
Source: Ipsos MORI Political Monitor

# When should Theresa May be replaced?

AND WHEN, IF AT ALL, DO YOU THINK THE CONSERVATIVE PARTY SHOULD CHANGE ITS LEADER?



Base: 1,070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.



Base: 334 Conservative supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

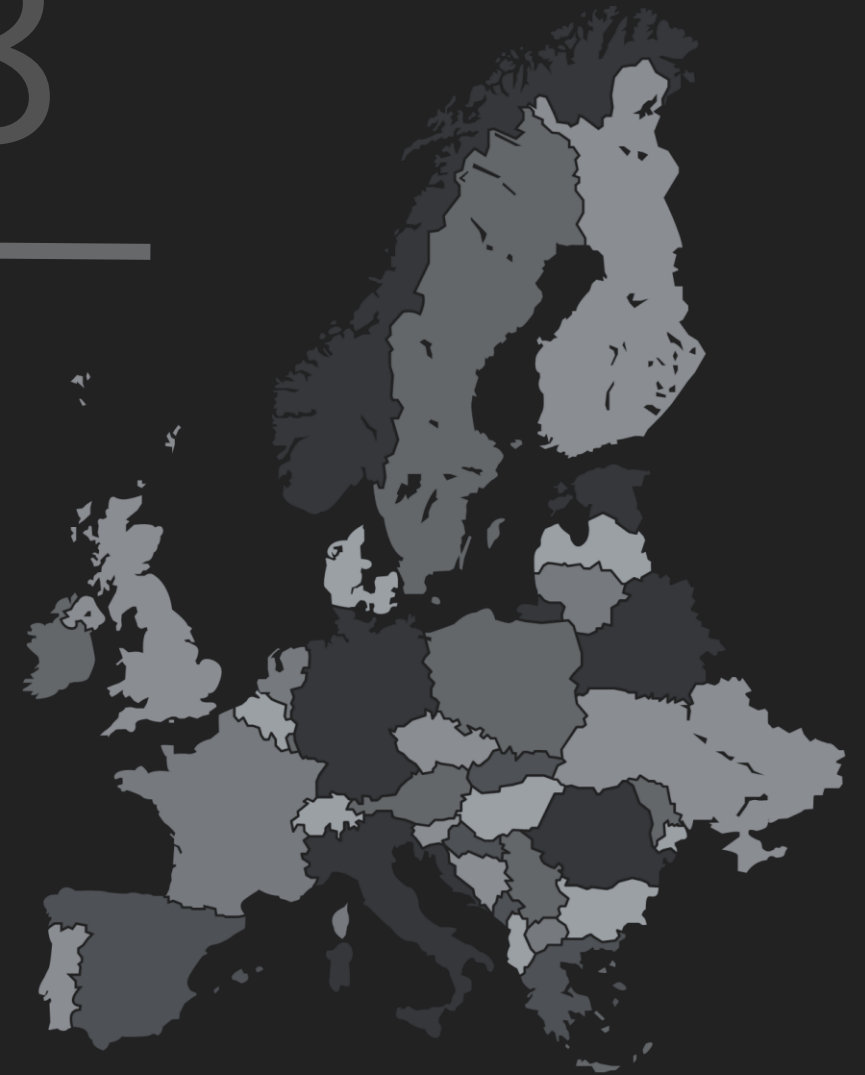
Base: 359 Labour supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# September 2018

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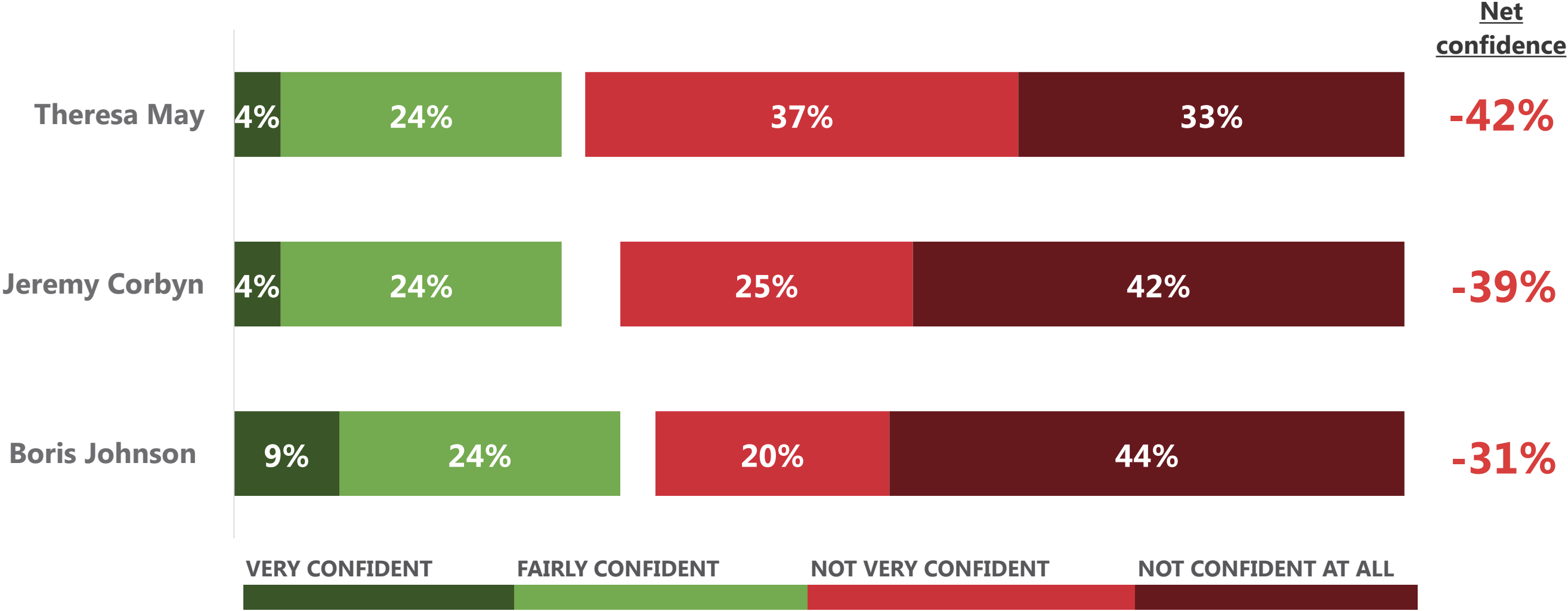
**Brexit**



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# Confidence leaders will deliver a good Brexit deal

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

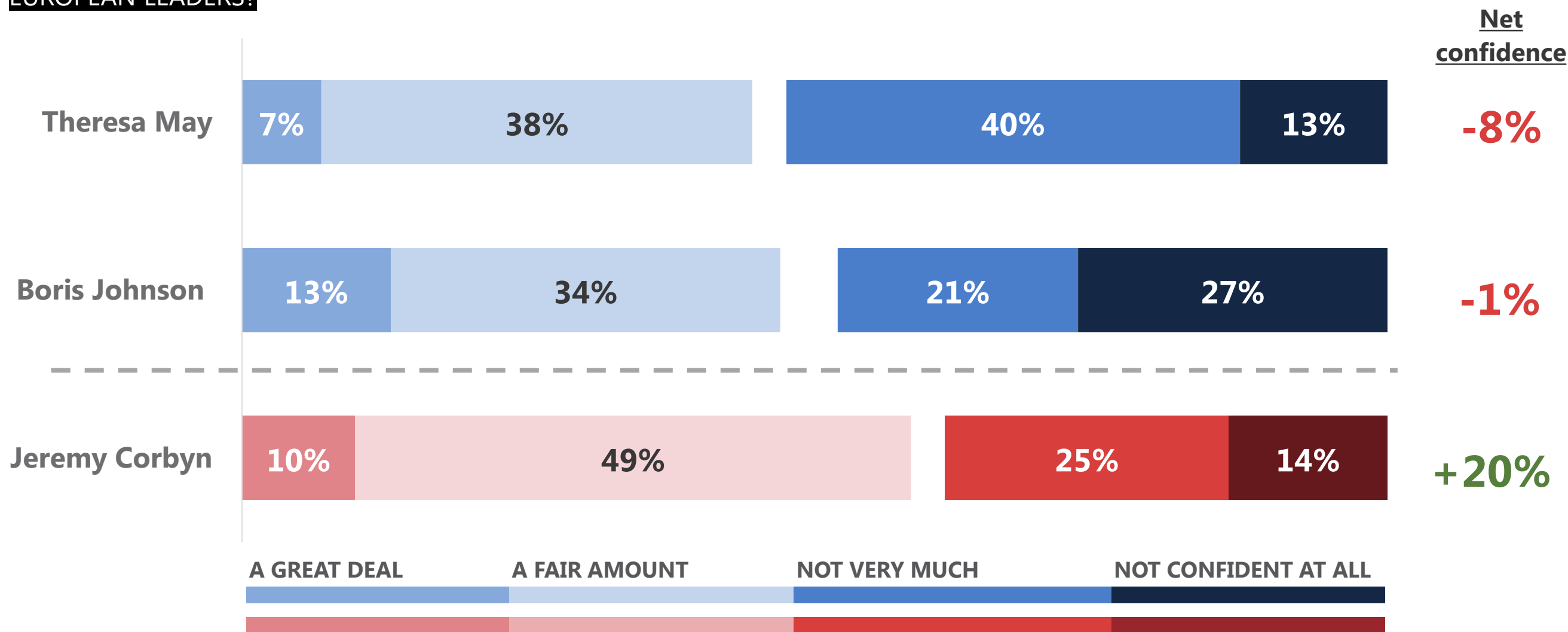


Base: 1070 British adults 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

Source: Ipsos MORI Political Monitor

# Who will get a good Brexit deal? (by own party supporters)

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



Base: 334 Conservative supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

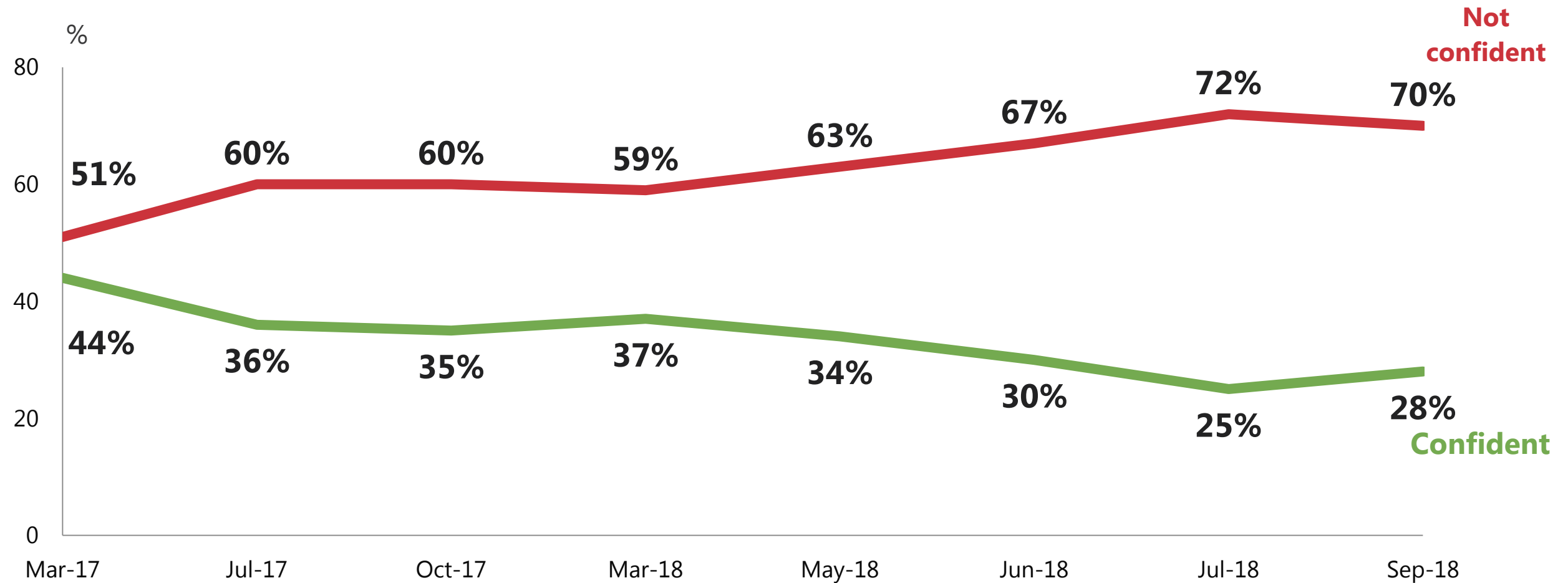
Base: 359 Labour supporters 18+ 14<sup>th</sup> – 18<sup>th</sup> September 2018.

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?

March 2017 – September 2018



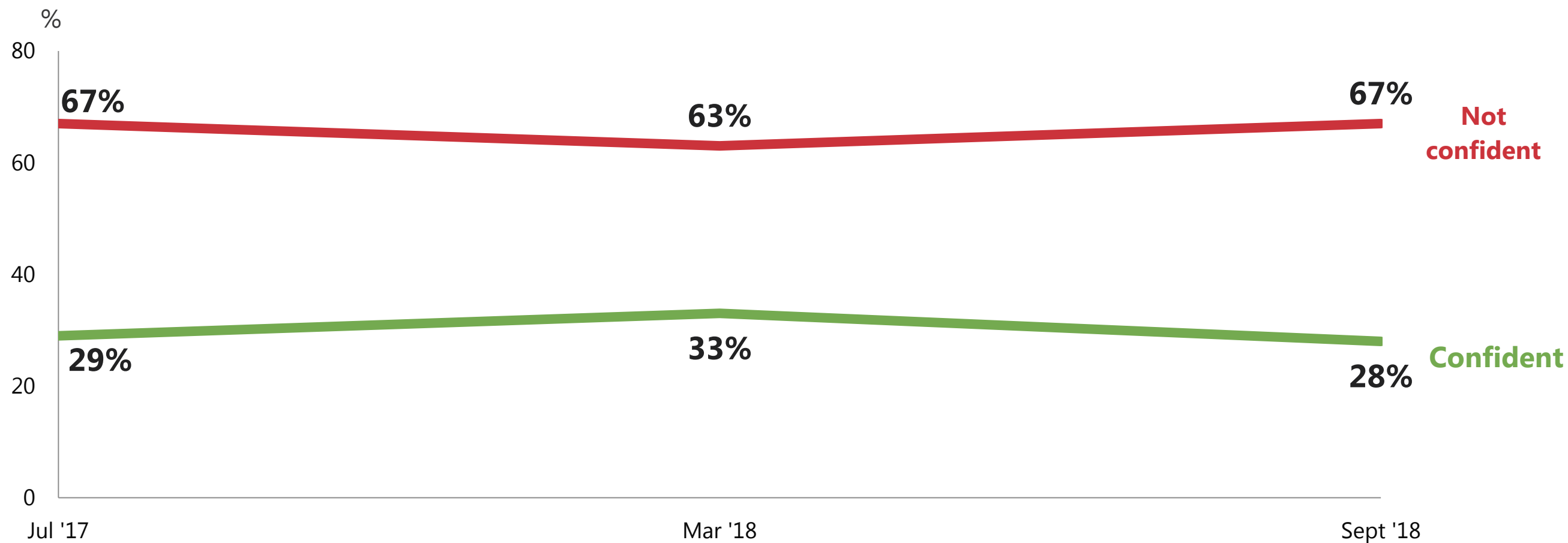
c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor

# Confidence in Corbyn to get a good deal for Britain

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

July 2017 – September 2018



c. 1,000 British adults 18+

Source: Ipsos MORI Political Monitor



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