

Ipsos MORI

July 2016 POLITICAL MONITOR



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July 2016

VOTING

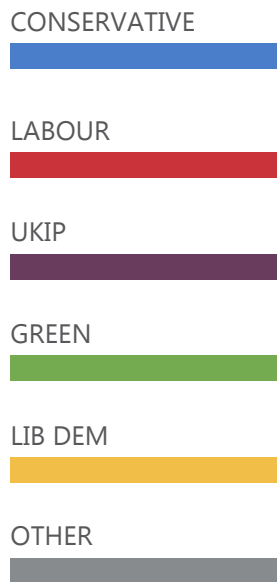
INTENTIONS



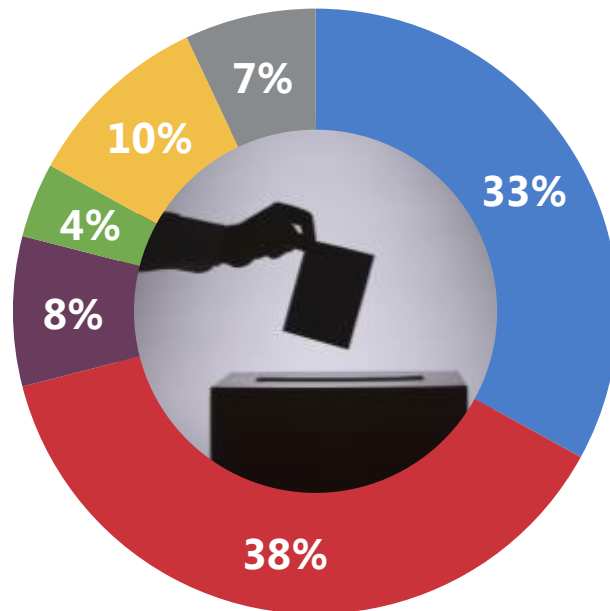
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Voting Intention

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

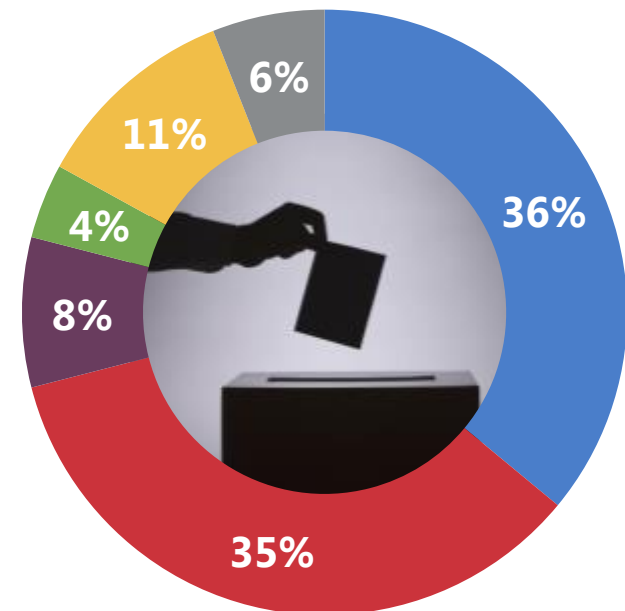


ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = -5

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +1

Base: 1,021 British adults 18+, 9th – 11th July 2016 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 764. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE; this is an interim measure whilst our internal review is carried out.

Source: Ipsos MORI Political Monitor

July 2016

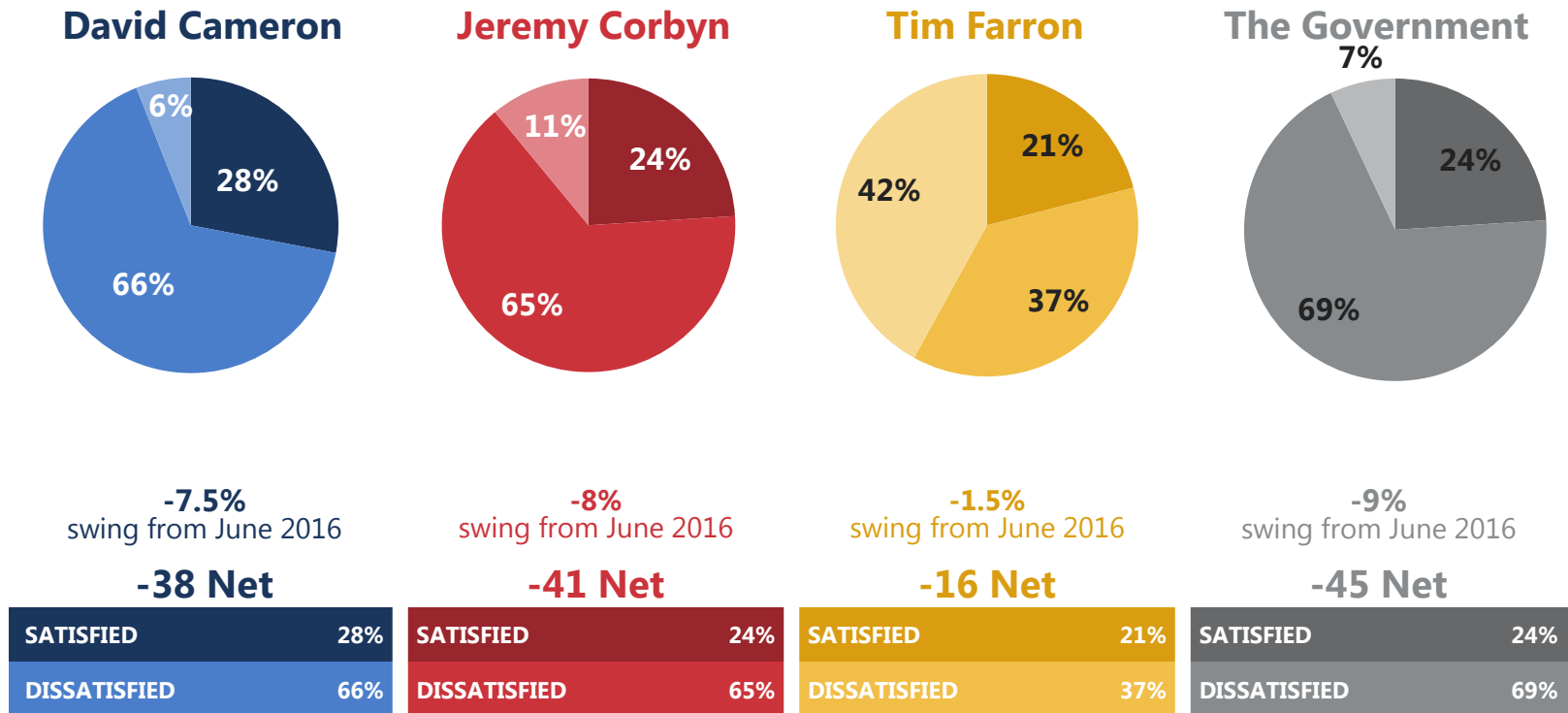
SATISFACTION WITH THE
GOVERNMENT AND
PARTY LEADERS



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Satisfaction with leaders and the Government

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

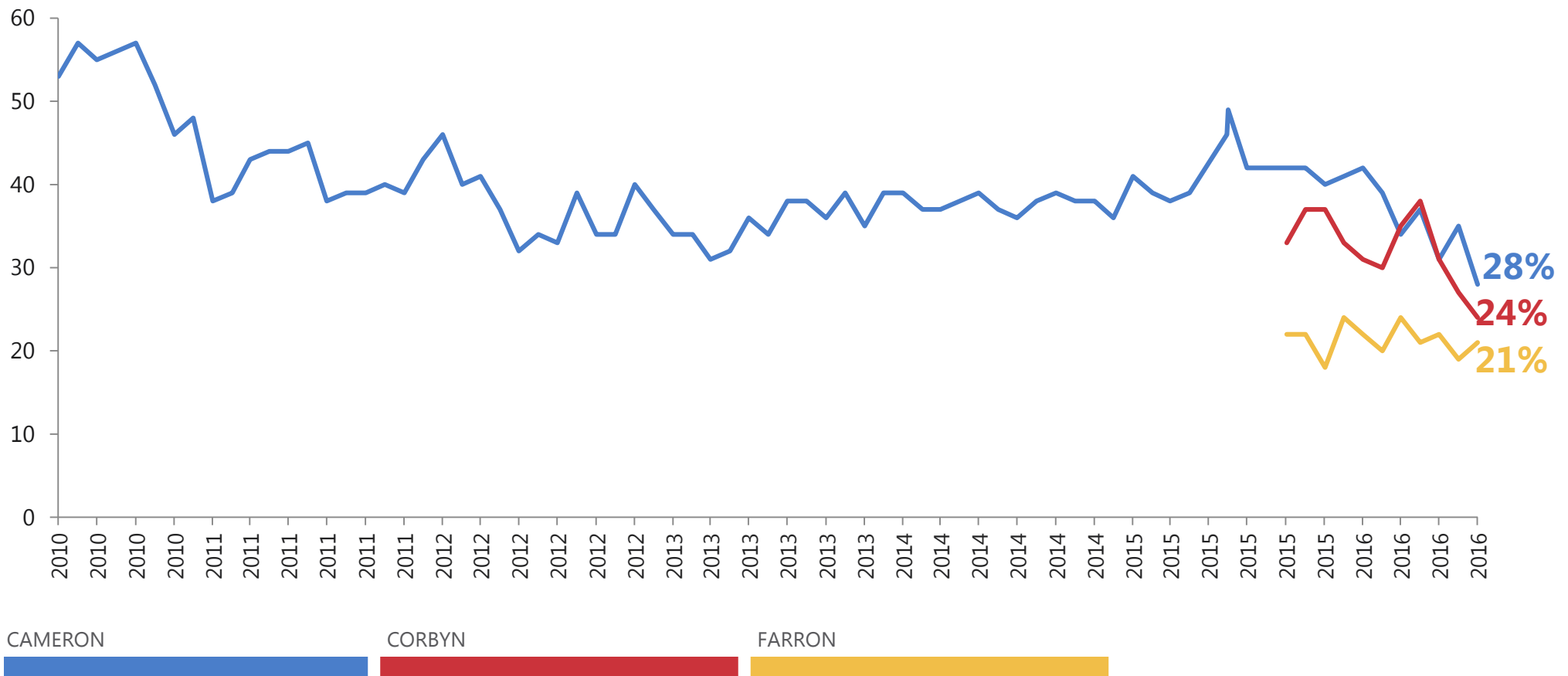


Base: 1,021 British adults 18+, 9th – 11th July 2016. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders May 2010 – July '16

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS ... ?



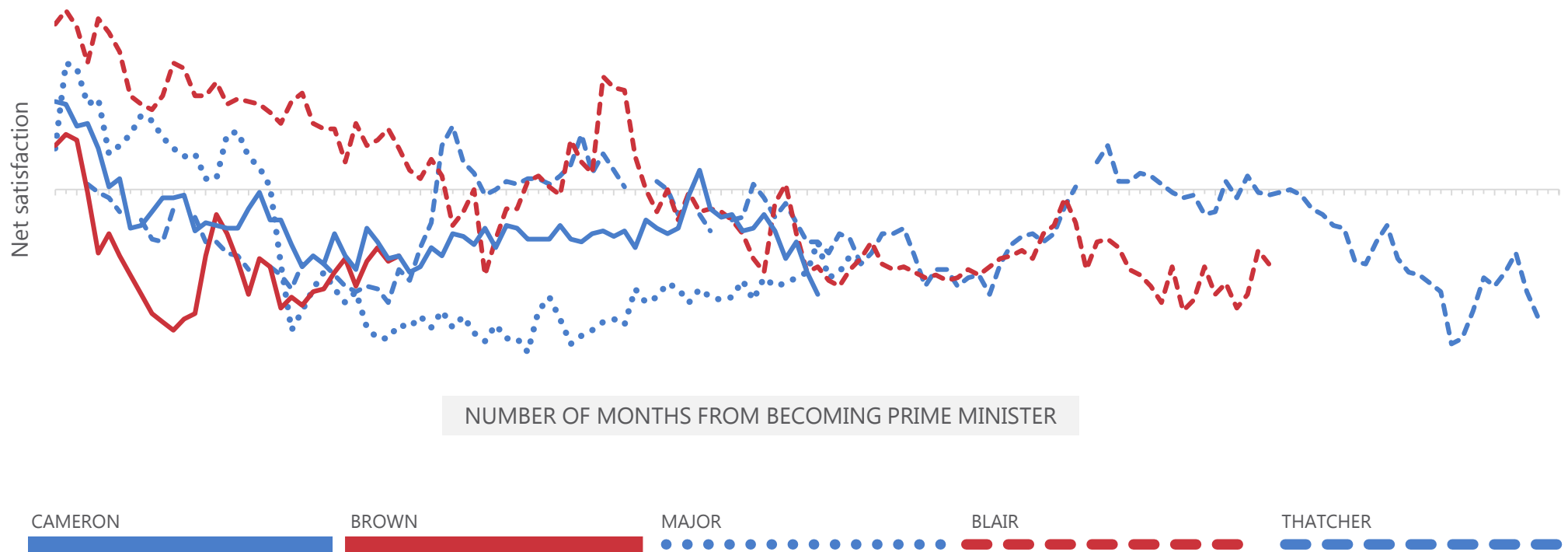
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Net satisfaction with Prime Ministers

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



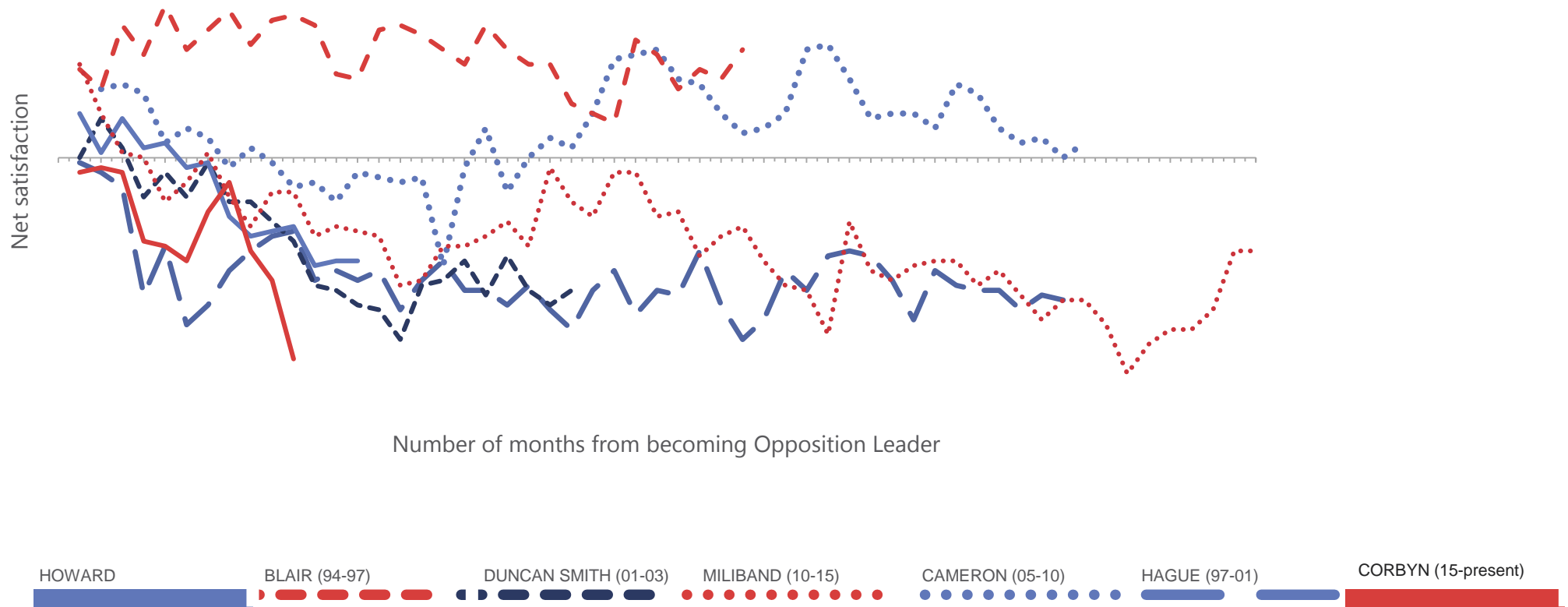
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1994 – 2016)

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

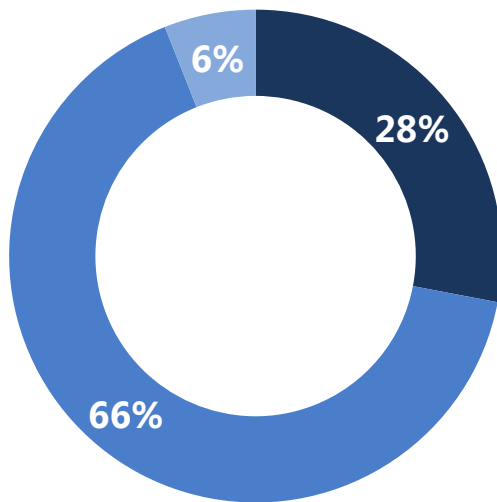


David Cameron (satisfaction)

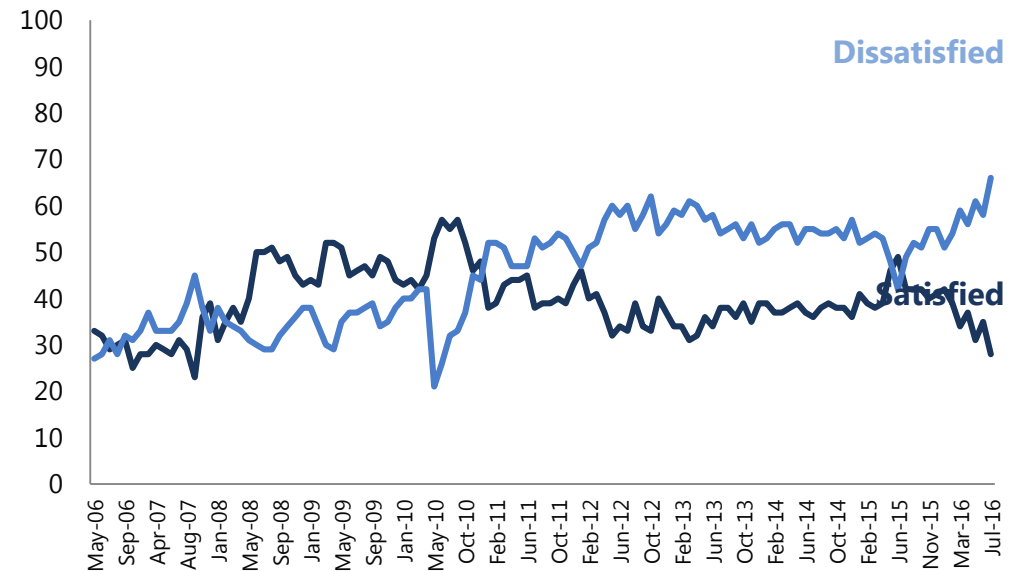
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY / AS PRIME MINISTER?

July 2016

May 2006 – July 2016



SATISFIED	28%
DISSATISFIED	66%
DON'T KNOW	6%
Net = -38	



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

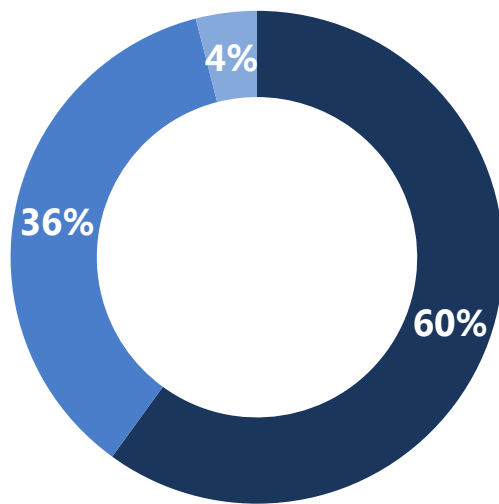
Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

David Cameron (satisfaction among Tory supporters)

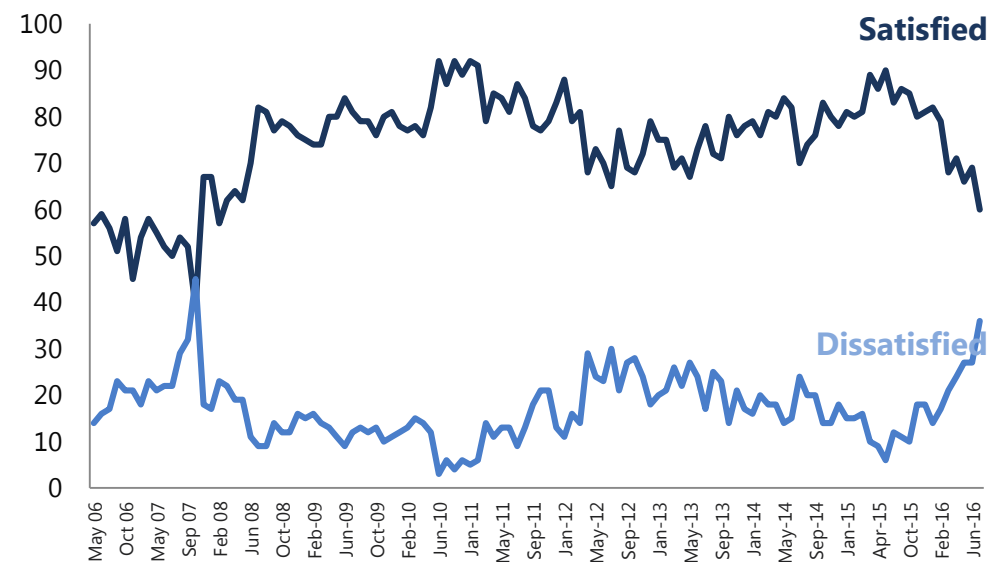
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY DAVID CAMERON IS DOING HIS JOB AS LEADER OF THE CONSERVATIVE PARTY/AS PRIME MINISTER?

July 2016



SATISFIED	60%
DISSATISFIED	36%
DON'T KNOW	4%
Net = +24	

May 2006 – July 2016



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

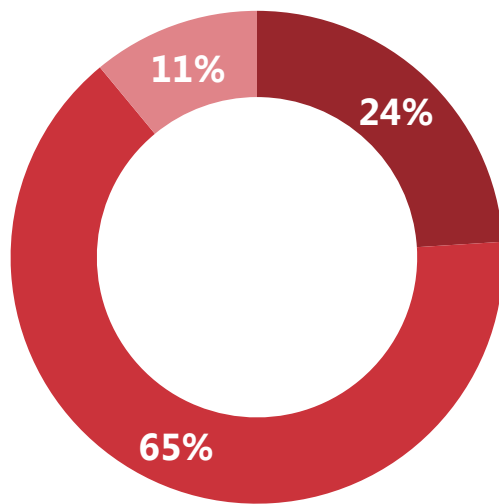
Base: 292 Conservative supporters Base 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

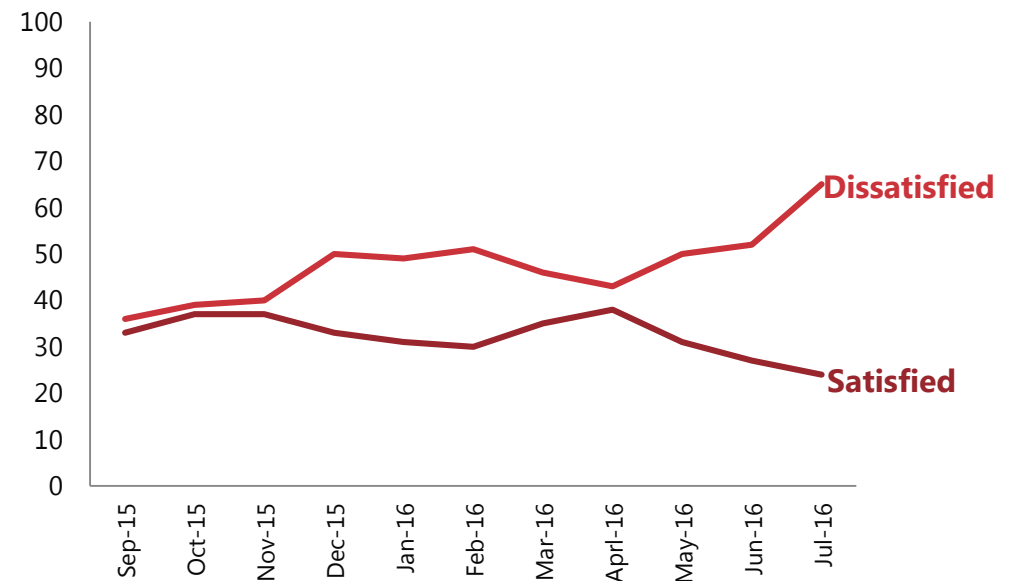
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

July 2016



SATISFIED	24%
DISSATISFIED	65%
DON'T KNOW	11%
Net = -41	

September 2015 – July 2016



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

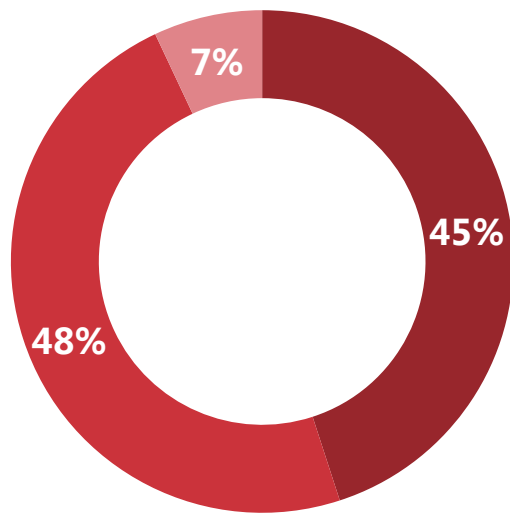
Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction amongst Labour supporters)

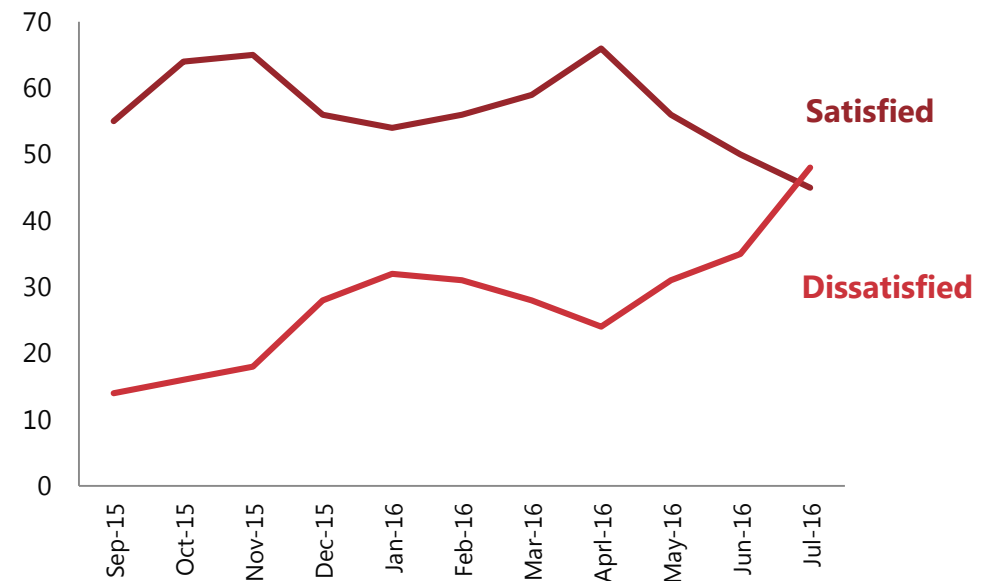
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

July 2016



SATISFIED	45%
DISSATISFIED	48%
DON'T KNOW	7%
Net = -3	

September 2015 – July 2016



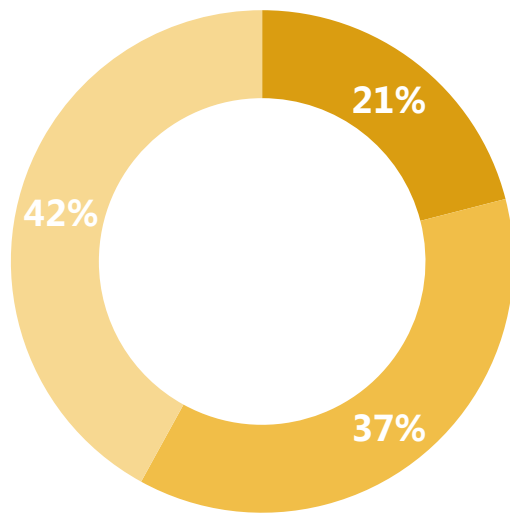
Base: 310 Labour supporters Base 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

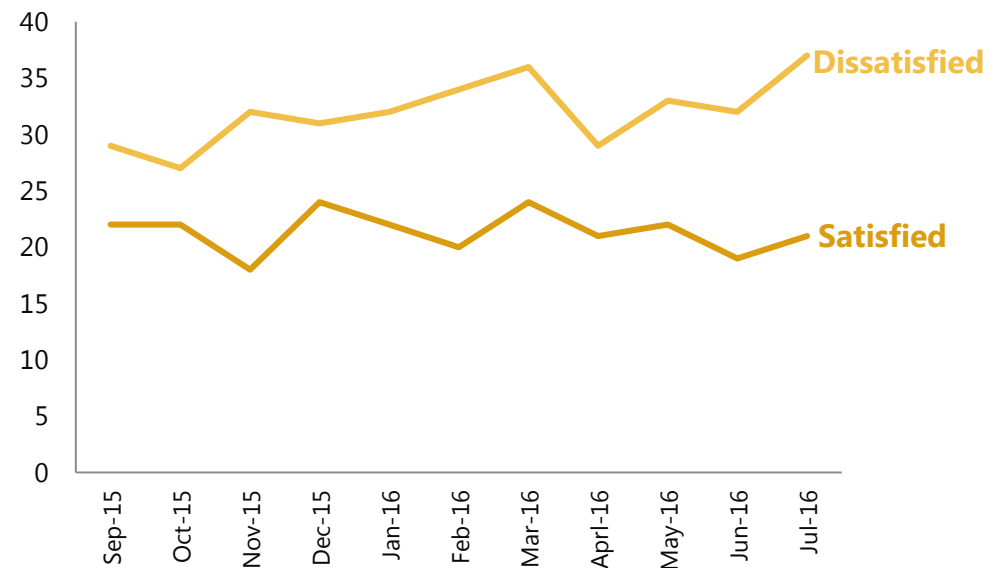
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

July 2016



SATISFIED	21%
DISSATISFIED	37%
DON'T KNOW	42%
Net = -16	

September 2015 – July 2016



Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

July 2016

ECONOMIC OPTIMISM

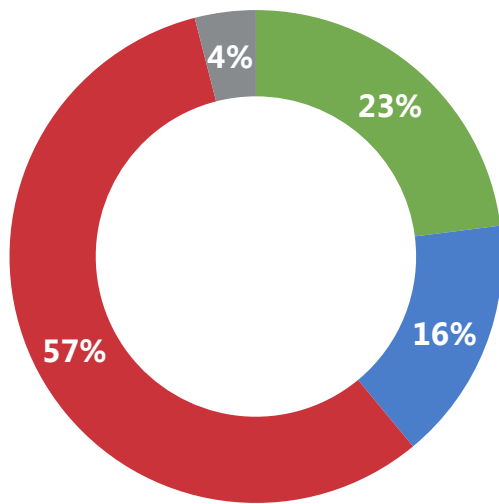


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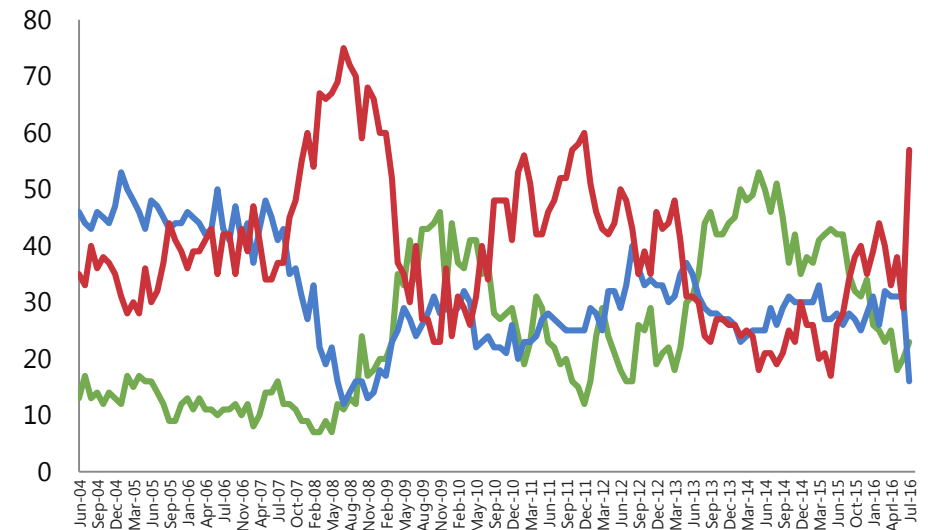
Economic Optimism Index

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 2016



IMPROVE	23%
STAY THE SAME	16%
GET WORSE	57%
DON'T KNOW	4%
EOI = -34	



Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

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?

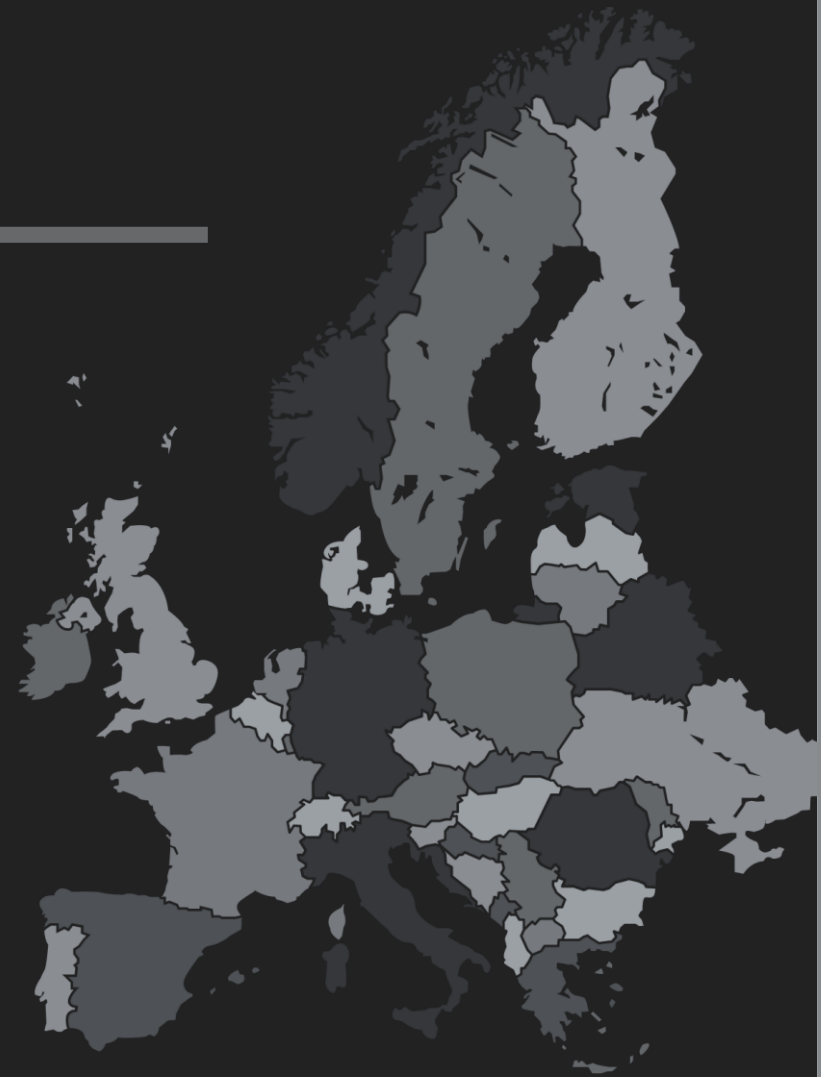


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

July 2016

EUROPE

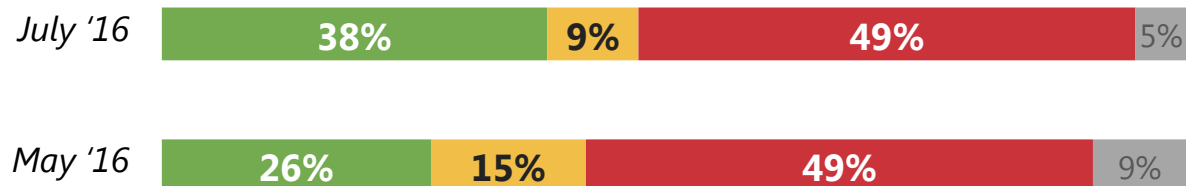


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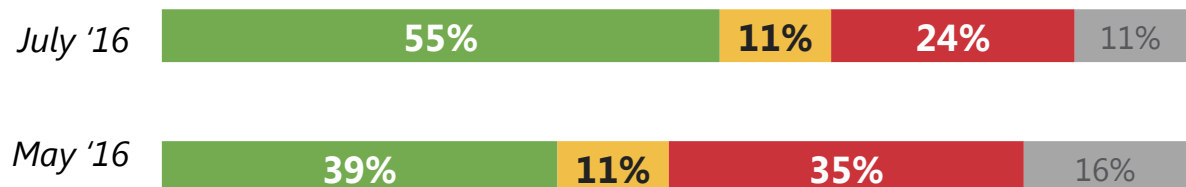
Impact of Brexit on economy and standard of living

NOW THAT BRITAIN HAS VOTED TO LEAVE THE EU, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR EACH OF FOLLOWING, OR WILL IT MAKE NO DIFFERENCE?

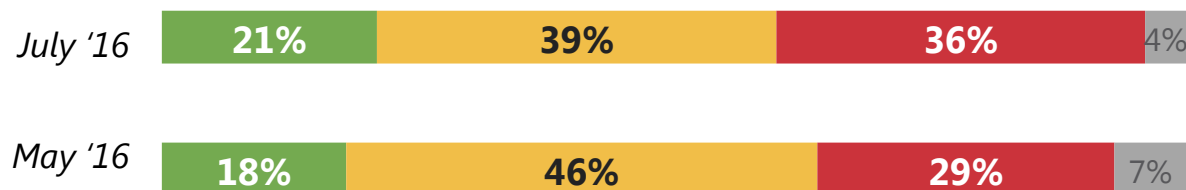
Britain's economy over the next five years



Britain's economy over the next ten to twenty years



Your own standard of living

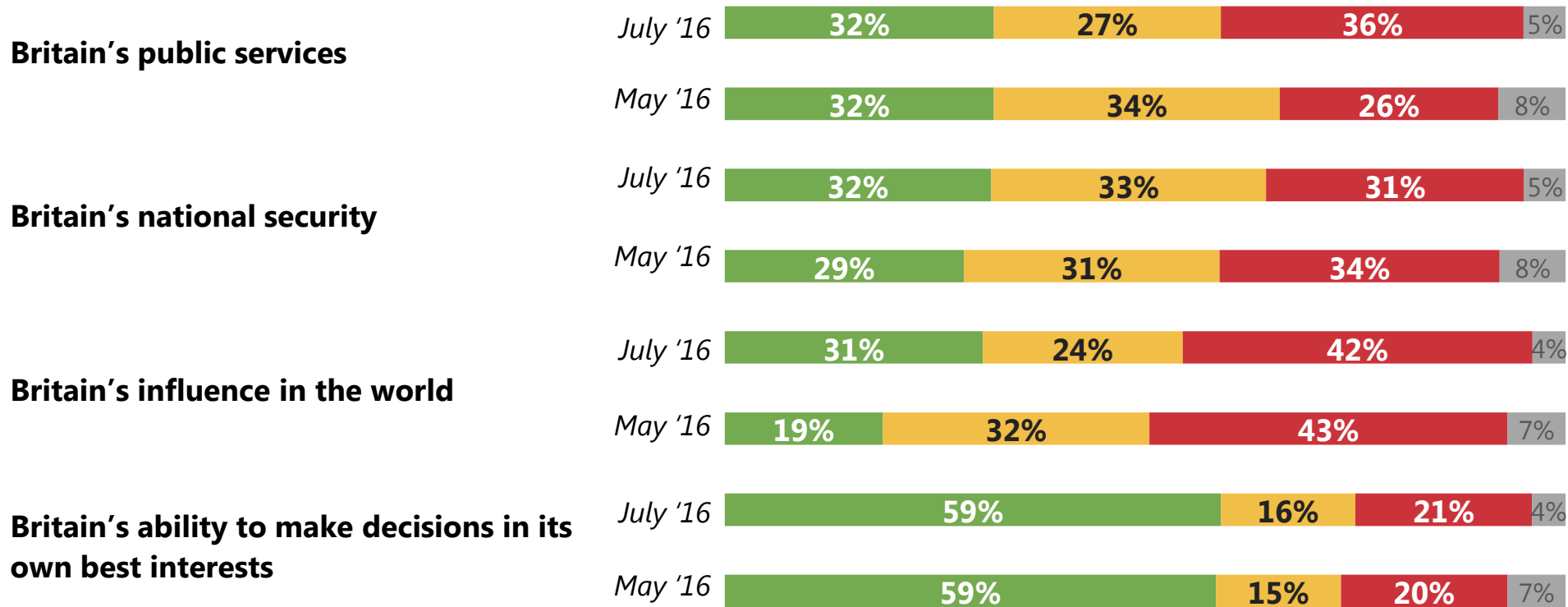


Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Impact of Brexit on other issues

NOW THAT BRITAIN HAS VOTED TO LEAVE THE EU, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR EACH OF FOLLOWING, OR WILL IT MAKE NO DIFFERENCE?



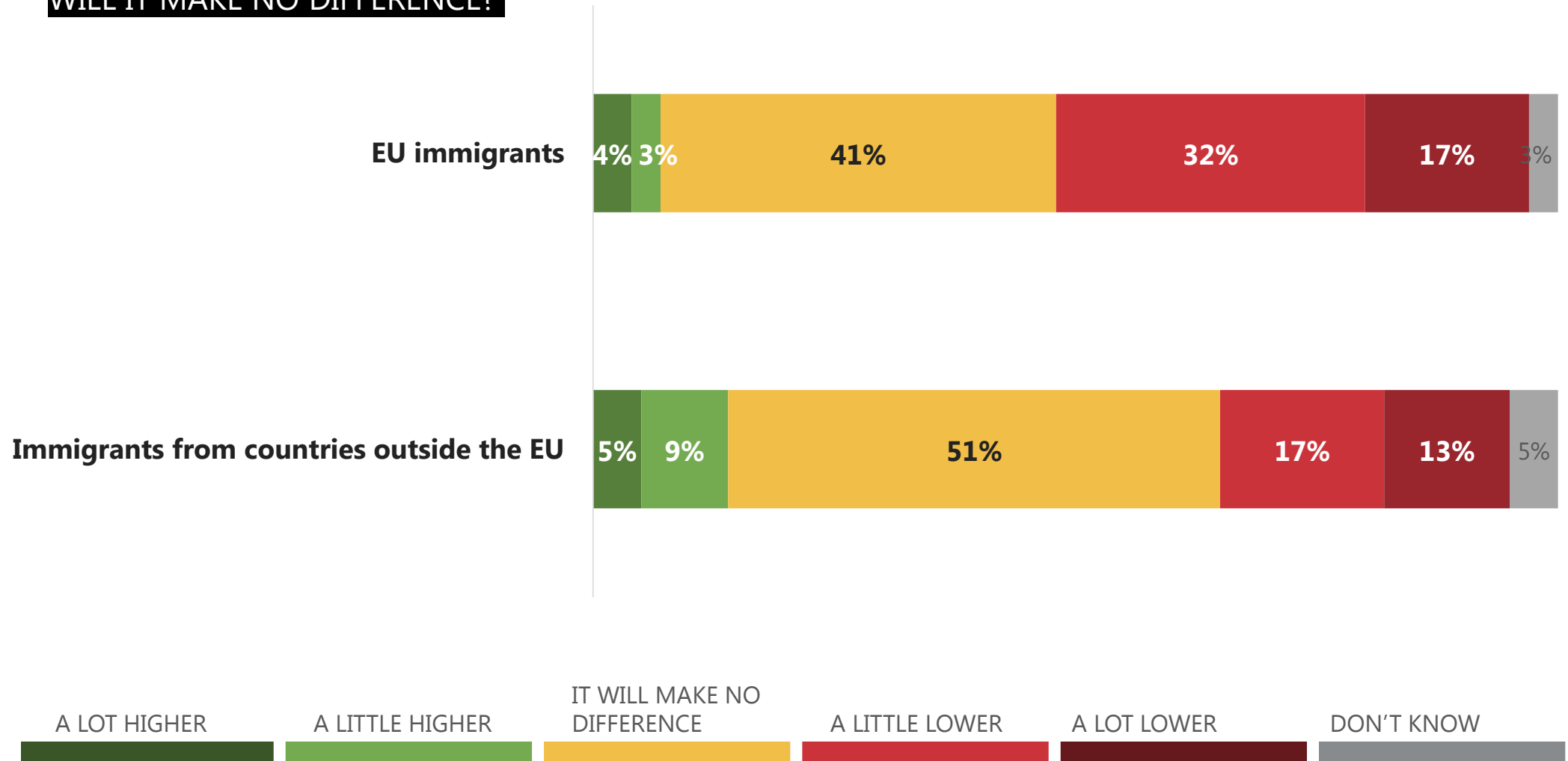
Base: 1,026 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor



Impact of Brexit on immigration numbers

AND NOW THAT BRITAIN HAS VOTED TO LEAVE THE EU, TO WHAT EXTENT DO YOU THINK THE NUMBER OF ... COMING TO THE UK WILL BE HIGHER OR LOWER THAN IF BRITAIN HAD VOTED TO REMAIN, OR WILL IT MAKE NO DIFFERENCE?



Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

July 2016

THE NEXT PRIME MINISTER



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Potential Prime Ministers?

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

Theresa May, Conservative MP and Home Secretary



Jeremy Corbyn, Leader of the Labour party



Angela Eagle, Labour MP and former Shadow Secretary for Business, Innovation and Skills



Boris Johnson, Conservative MP and former London Mayor



Andrea Leadsom, Conservative MP and Minister of State for Energy



■ Agree ■ Neither / nor ■ Disagree ■ Don't know

Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

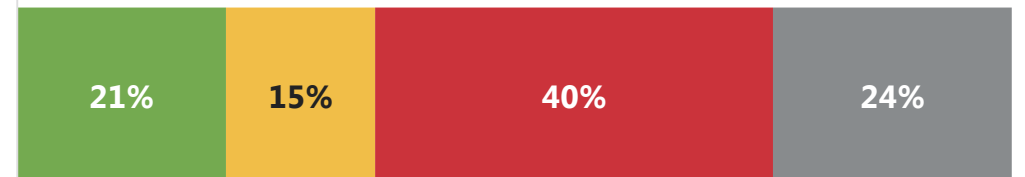
Potential Prime Ministers?

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

Jeremy Corbyn, Leader of the Labour party



Angela Eagle, Labour MP and former Shadow Secretary for Business, Innovation and Skills



■ Agree ■ Neither / nor ■ Disagree ■ Don't know

Base: 1,021 British adults 18+, 9th – 11th July 2016

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

Theresa May, Conservative MP and Home Secretary



Boris Johnson, Conservative MP and former London Mayor



Andrea Leadsom, Conservative MP and Minister of State for Energy



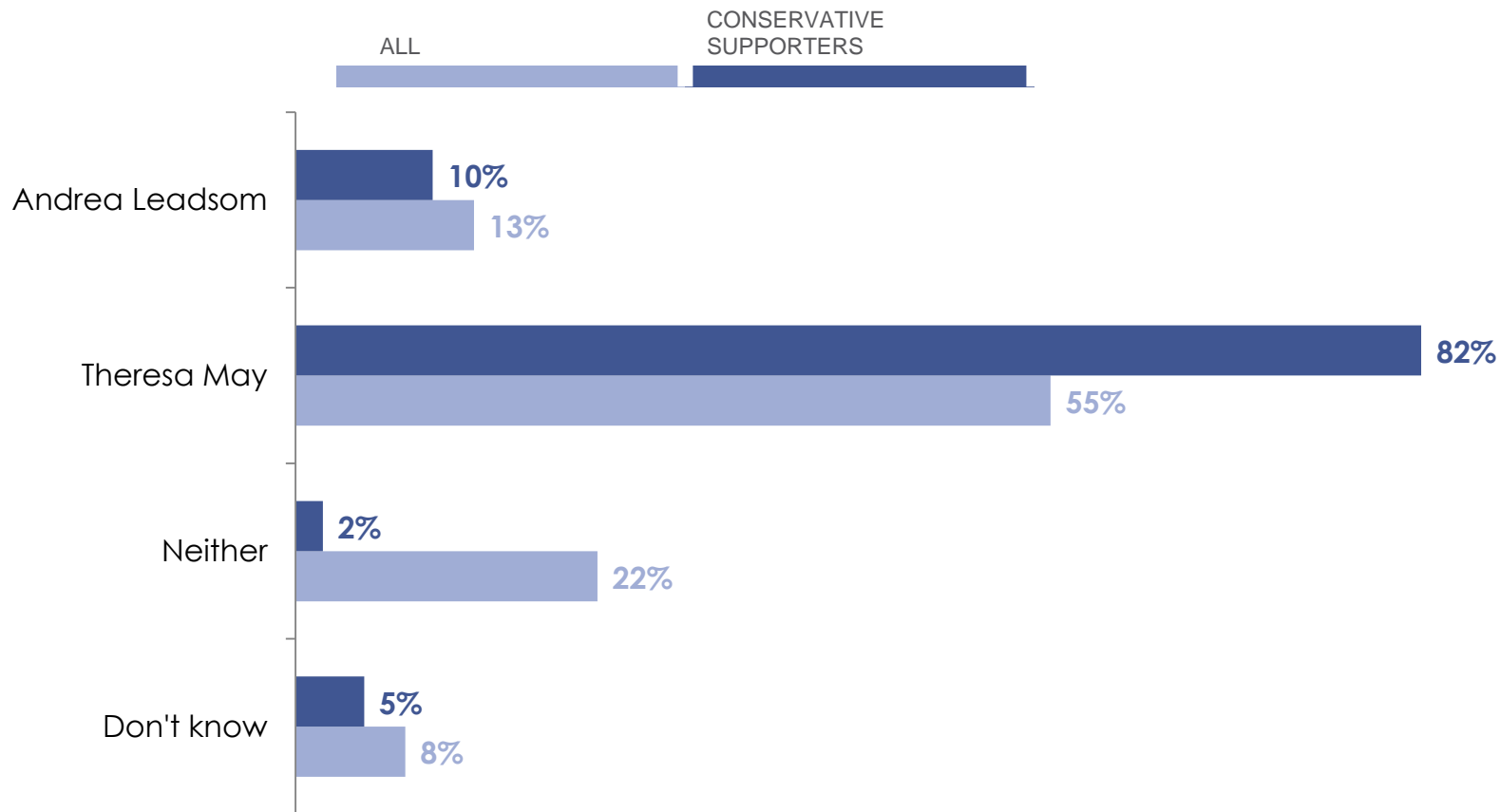
■ Agree ■ Neither / nor ■ Disagree ■ Don't know

Base: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Next Conservative leader

AS YOU MAY KNOW, DAVID CAMERON HAS SAID THAT HE WILL STEP DOWN AS LEADER OF THE CONSERVATIVE PARTY BY AUTUMN THIS YEAR. WHICH ONE OF THE FOLLOWING POLITICIANS I AM GOING TO READ OUT, IF ANY, WOULD MAKE YOU MOST LIKELY TO VOTE FOR THE CONSERVATIVE PARTY IF THEY WERE LEADER?



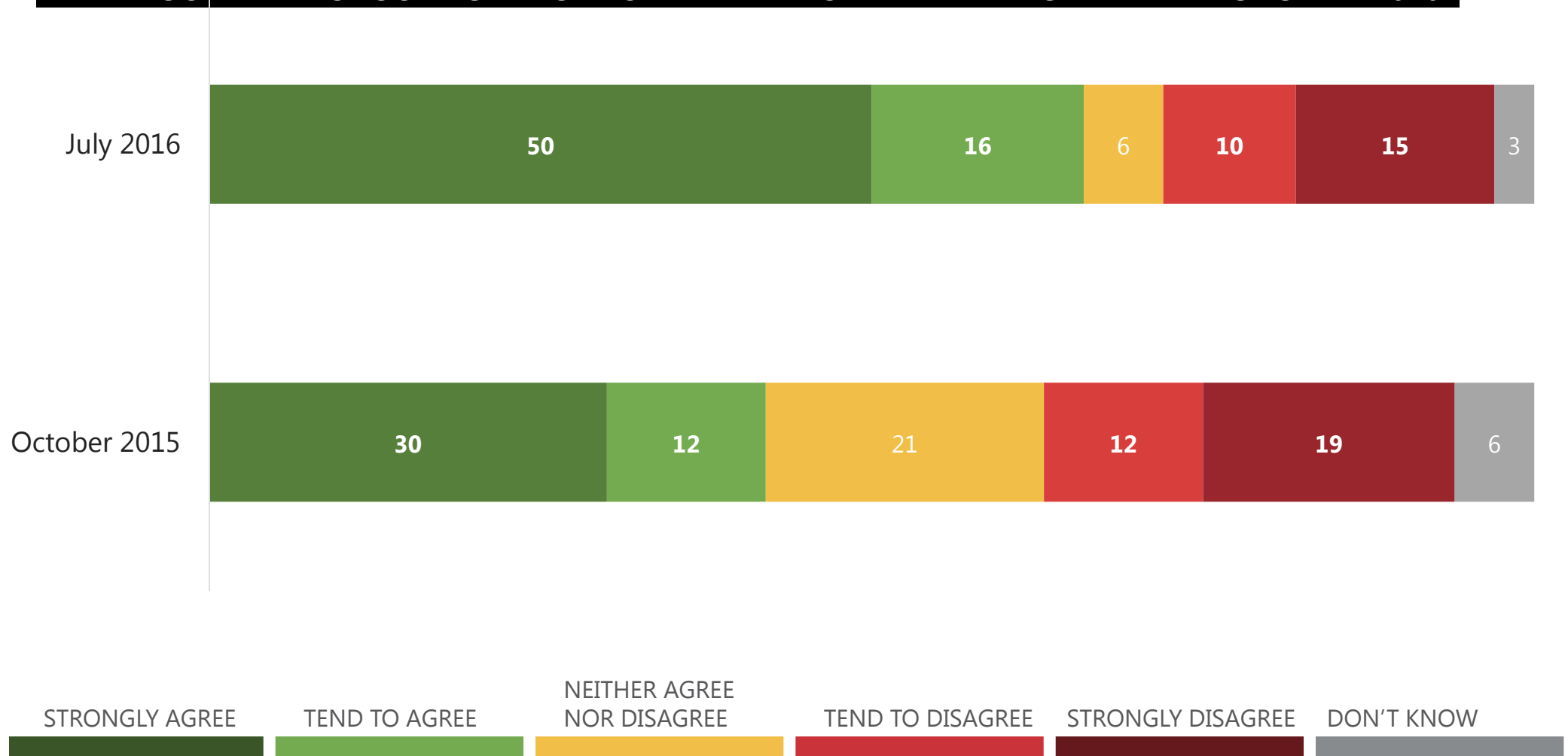
Base: 1,021 British adults; 292 Conservative supporters 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

Labour Party leadership change?

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: 1,021 British adults 18+, 9th – 11th July 2016

Source: Ipsos MORI Political Monitor

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POLITICAL MONITOR



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