

Ipsos MORI July 2016 Political Monitor

Topline Results

13 July 2016

Fieldwork: 9th – 11th July 2016

Technical Details

Ipsos MORI interviewed a representative sample of 1,021 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 9th – 11th July 2016. 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 in “peacetime” (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

In recent years, Ipsos MORI’s headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters’ likelihood to vote, Ipsos MORI is carrying out an internal review into improving the accuracy of our polls. As an interim measure, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take 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). This method would have given us the most accurate results in the 2015 General Election. As our internal review continues, however, and as we learn from the British Polling Council’s own enquiry, we anticipate we will 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.±4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far 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 (764) Q1a/b %

Conservative	36
Labour	35
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	8
Other	*
Conservative lead (±%)	+1
<i>Would not vote</i>	1
<i>Undecided</i>	4
<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 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?**

	%
Conservative	33
Labour	38
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	8
Other	*
Conservative lead (±%)	-4
<i>Would not vote</i>	10
<i>Undecided</i>	7
<i>Refused</i>	1

Certainty of voting

Q2 **And how likely would you be to vote in an immediate 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	67
9	4
8	6
7	3
6	2
5	6
4	1
3	2
2	1
1 – absolutely certain not to vote	7
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 David Cameron is doing his 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?**
- Q6 **Are you satisfied or dissatisfied with the way Tim Farron is doing his jobs as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	24	69	7	-45
Cameron (Q4)	28	66	6	-38
Corbyn (Q5)	24	65	11	-41
Farron (Q6)	21	37	42	-16

BASE: PARTY SUPPORTERS ONLY

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way David Cameron is doing his 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?
- Q6 Are you satisfied or dissatisfied with the way Tim Farron is doing his jobs as leader of the Liberal Democrats?

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

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government* (Q3)	(292)	54	37	9	+17
Cameron (Q4)	(292)	60	36	4	+24
Corbyn (Q5)	(310)	45	48	7	-3
Farron (Q6)	(97)	38	49	14	-11

Economic Optimism Index

- Q7 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	23
Stay the same	16
Get worse	57
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	-34

Q8 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?

Asked in May as:

If Britain votes to leave the European Union, to what extent do you think it would be better or worse for each of the following, or would it make no difference?

		A lot better	A little better	Make no difference	A little worse	A lot worse	Don't know	Better	Worse
		%	%	%	%	%	%	%	%
Britain's economy over the next five years	July '16	17	21	9	24	25	5	38	49
	May '16	11	15	15	25	24	9	26	49
Britain's economy over the next ten to twenty years	July '16	33	22	11	14	10	11	55	24
	May '16	22	17	11	20	15	16	39	35
Britain's public services	July '16	14	18	27	16	20	5	32	36
	May '16	16	16	34	12	14	8	32	26
Britain's national security	July '16	17	15	33	16	15	5	32	31
	May '16	18	11	31	17	17	8	29	34
Britain's influence in the world	July '16	15	16	24	20	22	4	31	42
	May '16	11	8	32	20	23	7	19	43
Britain's ability to make decisions in its own best interests	July '16	39	20	16	10	11	4	59	21
	May '16	39	20	15	11	9	7	59	20
Your own standard of living	July '16	9	12	39	24	12	4	21	36
	May '16	7	11	46	19	10	7	18	29

Q9 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?

	A lot higher	A little higher	It will make no difference	A little lower	A lot lower	Don't know	Higher	Lower
	%	%	%	%	%	%	%	%
EU immigrants	4	3	41	32	17	3	7	49
Immigrants from countries outside the EU	5	9	51	17	13	5	14	30

Leaders

Q10 On balance, do you agree or disagree that.... has what it takes to be a good Prime Minister?

Base: 1,021 (July 2016); 1,026 (July 2015)

		Strongly agree	Tend to agree	Neither / nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Andrea Leadsom, Conservative MP and Minister of State for Energy	July 2016	7	11	15	19	32	17	18	51
	July 2015	7	21	18	17	25	11	28	42
Theresa May, Conservative MP and Home secretary	July 2016	23	32	10	11	16	7	55	27
	July 2015	7	21	18	17	25	11	28	42
Boris Johnson, Conservative MP and former London Mayor	July 2016	11	10	5	22	48	4	21	70
	July 2015	13	19	11	21	31	6	32	52

Q10 **On balance, do you agree or disagree that.... has what it takes to be a good Prime Minister?**

Base: All Conservative supporters - 292 (July 2016); 312 (July 2015)

		Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Andrea Leadsom, Conservative MP and Minister of State for Energy	July 2016	8	12	15	23	28	14	20	51
Theresa May, Conservative MP and Home secretary	July 2016	49	32	8	5	4	3	81	9
	July 2015	14	31	16	17	13	8	45	30
Boris Johnson, Conservative MP and former London Mayor	July 2016	9	14	6	29	39	3	23	68
	July 2015	20	27	8	26	16	3	47	42

Q10 **On balance, do you agree or disagree that.... has what it takes to be a good Prime Minister?**

Base: 1,021 (July 2016); 1,026 (July 2015)1,000 (July 2014)

		Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Angela Eagle, Labour MP and former Shadow Secretary for Business, Innovation and Skills	July 2016	6	15	15	19	21	24	21	40
Jeremy Corbyn, Leader of the Labour party	July 2016	11	12	6	18	50	3	23	68
	July 2015	6	11	19	15	21	28	17	36
Ed Miliband	July 2014	6	16	8	23	42	4	22	65

Q10

On balance, do you agree or disagree with the following statements:

Base: All Labour supporters 310 (July 2016); 299 (July 2015)

		Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Angela Eagle, Labour MP and former Shadow Secretary for Business, Innovation and Skills	July 2016	11	18	17	19	18	17	29	37
Jeremy Corbyn, Leader of the Labour party	July 2016	27	20	6	21	24	2	47	45
	July 2015	10	16	19	19	15	22	26	34
Ed Miliband	July 2014	17	34	10	21	15	3	51	36

Q11

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?

	All %	All Conservative supporters (292) %
Andrea Leadsom	13	10
Theresa May	55	82
Neither of them	22	2
Other	1	1
Don't know	8	5

Q12 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

	Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
July '16	50	16	6	10	15	3	66	25
Oct '15	30	12	21	12	19	6	42	31