

July 2019

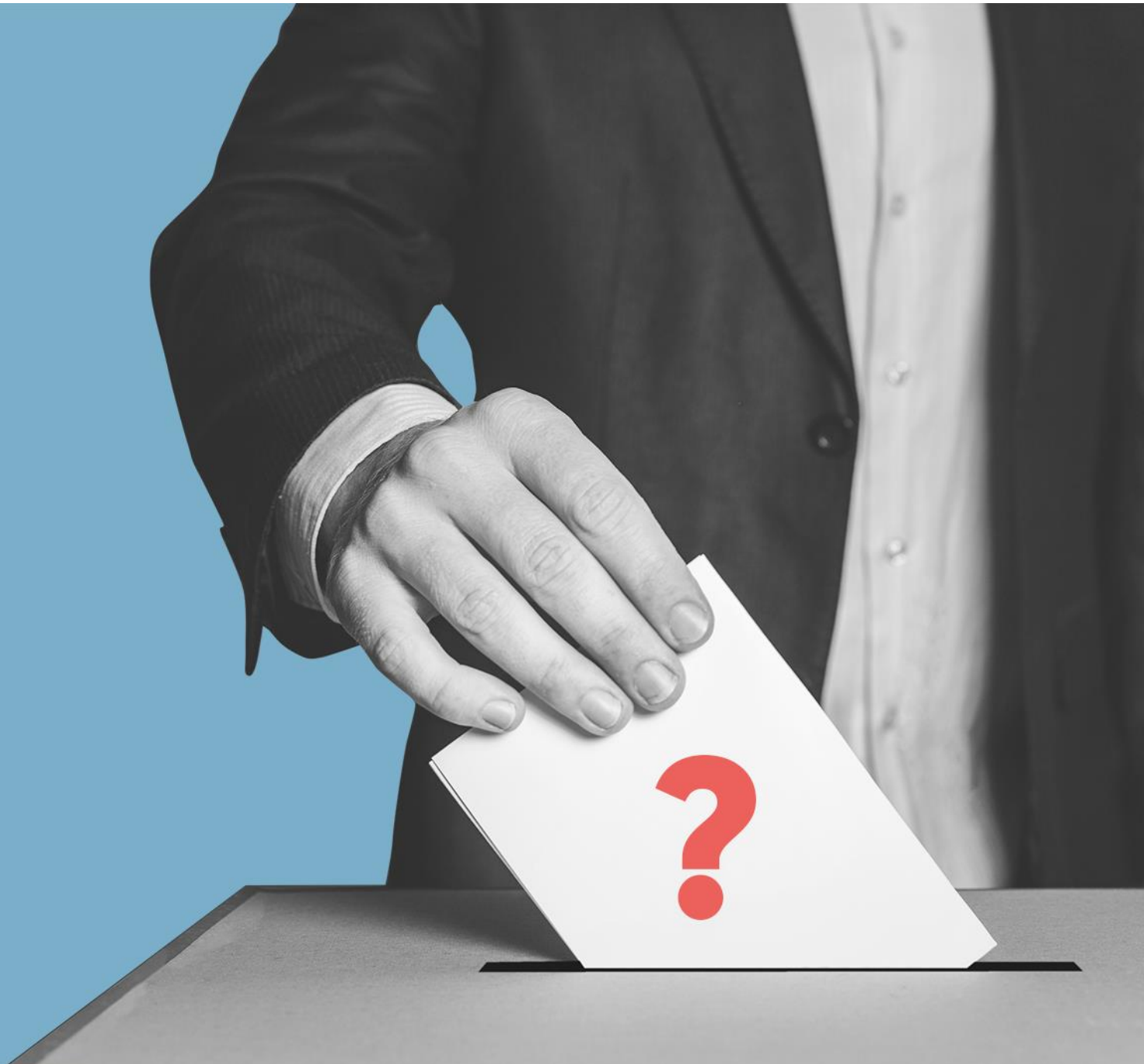
POLITICAL MONITOR



Ipsos MORI

July 2019

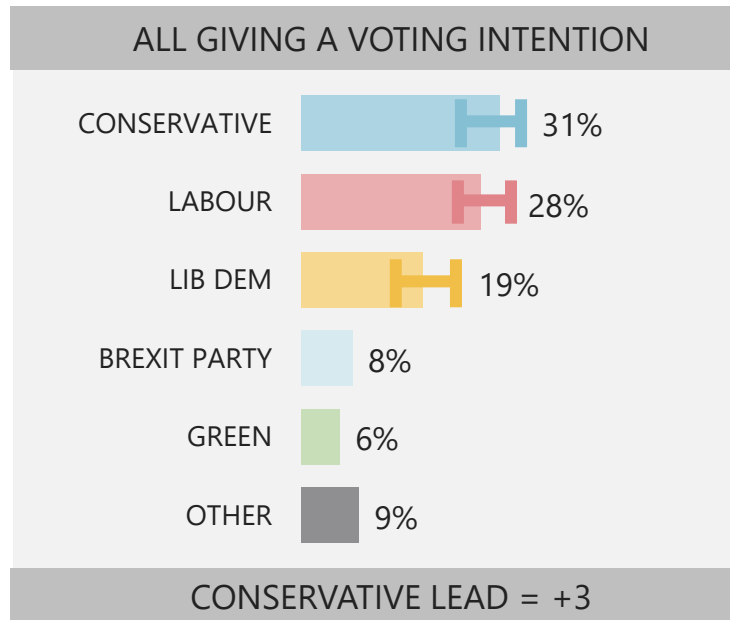
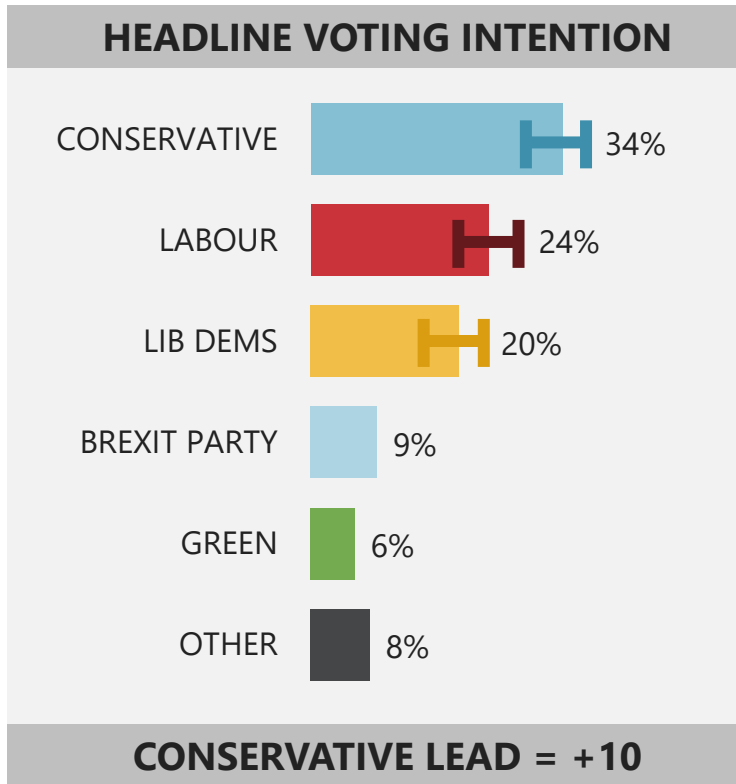
VOTING INTENTIONS



Ipsos MORI

Voting Intention: July 2019

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

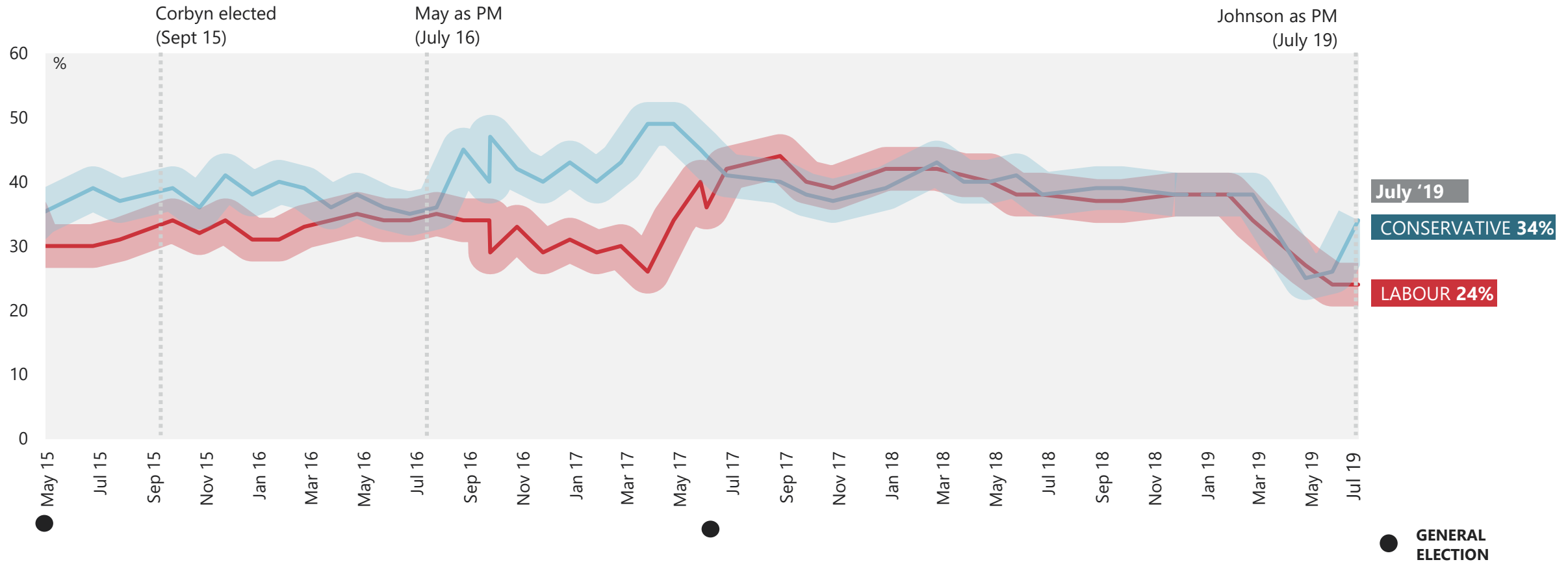


Base: 1,007 British adults 18+, 26 – 30 July 2019; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 759 Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos MORI Political Monitor

Headline voting intention: Since 2015 General Election

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



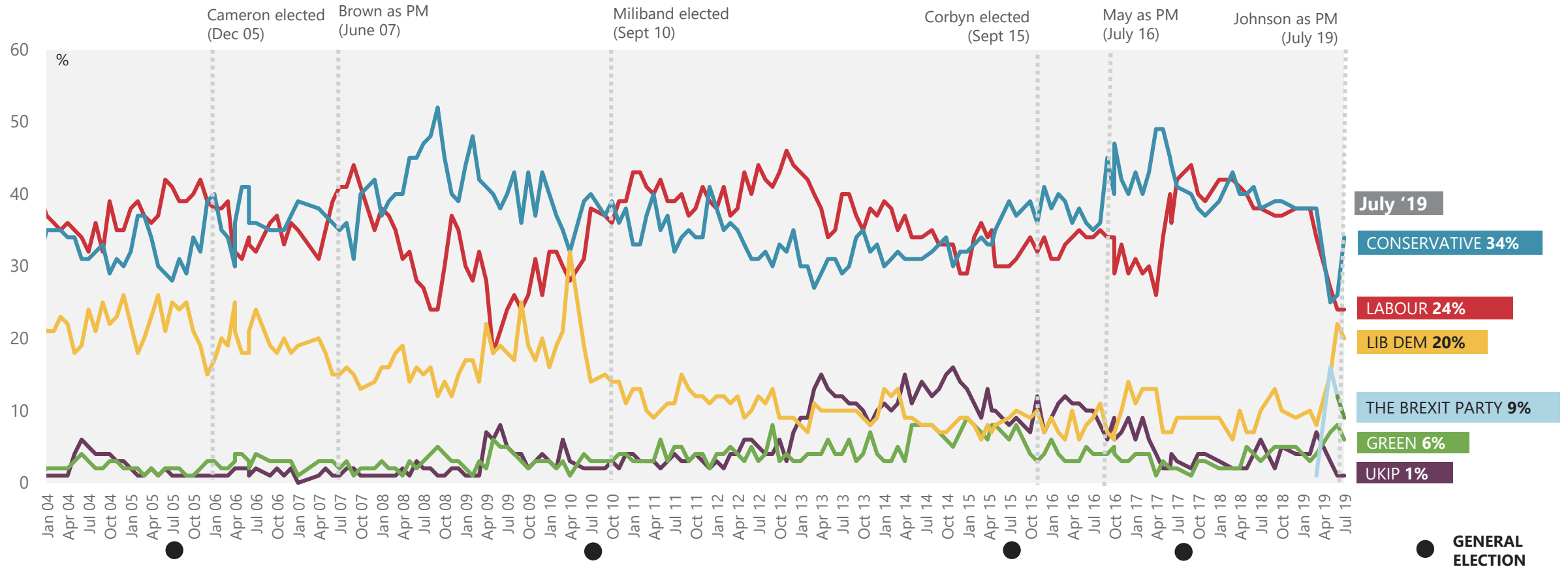
Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor



Headline voting intention: January '04 – July '19

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. Note small change in methodology in approach to prompting Brexit Party in July 2019"

Source: Ipsos MORI Political Monitor

Certainty to vote

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?

10/10 CERTAIN TO VOTE IN A GENERAL ELECTION

Among Conservative Party supporters



Among Labour Party supporters



Base: c.200-400 party supporters each month



Source: Ipsos MORI Political Monitor

July 2019

**SATISFACTION
WITH GOVERNMENT
AND PARTY
LEADERS**

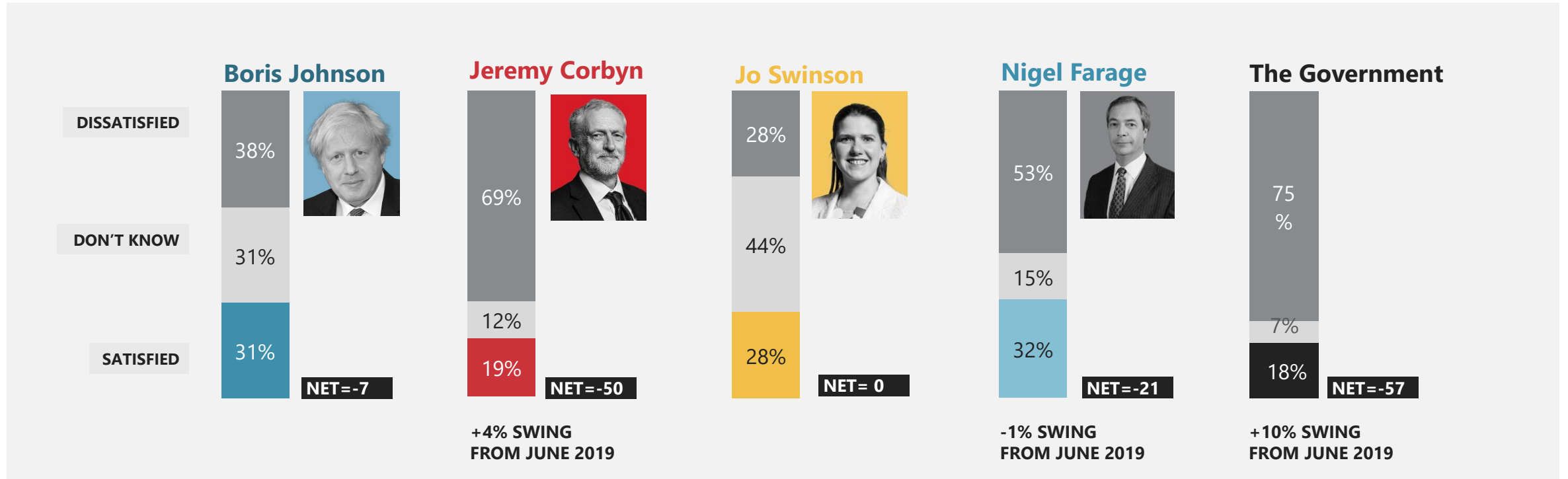


Ipsos MORI

Satisfaction with leaders and the Government: July 2019

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/ LEADER OF THE BREXIT PARTY?



Base: 1,007 British adults 18+ 26-30 July 2019. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

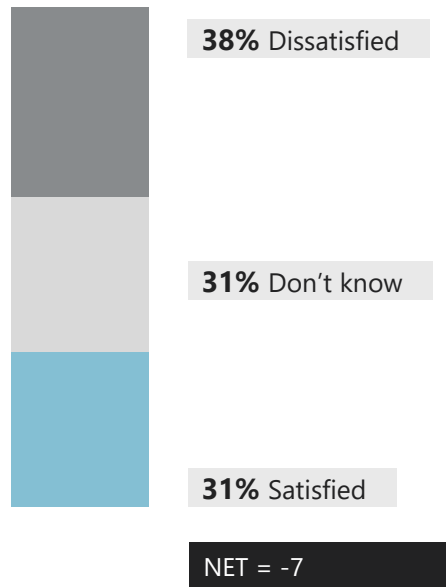
Source: Ipsos MORI Political Monitor

Boris Johnson | Satisfaction

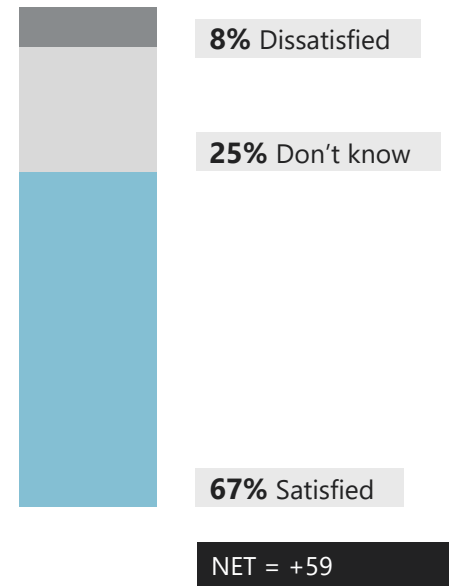
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY BORIS JOHNSON IS DOING HIS JOB AS PRIME MINISTER?



July 2019 (Among all)



July 2019 (Conservative party supporters)

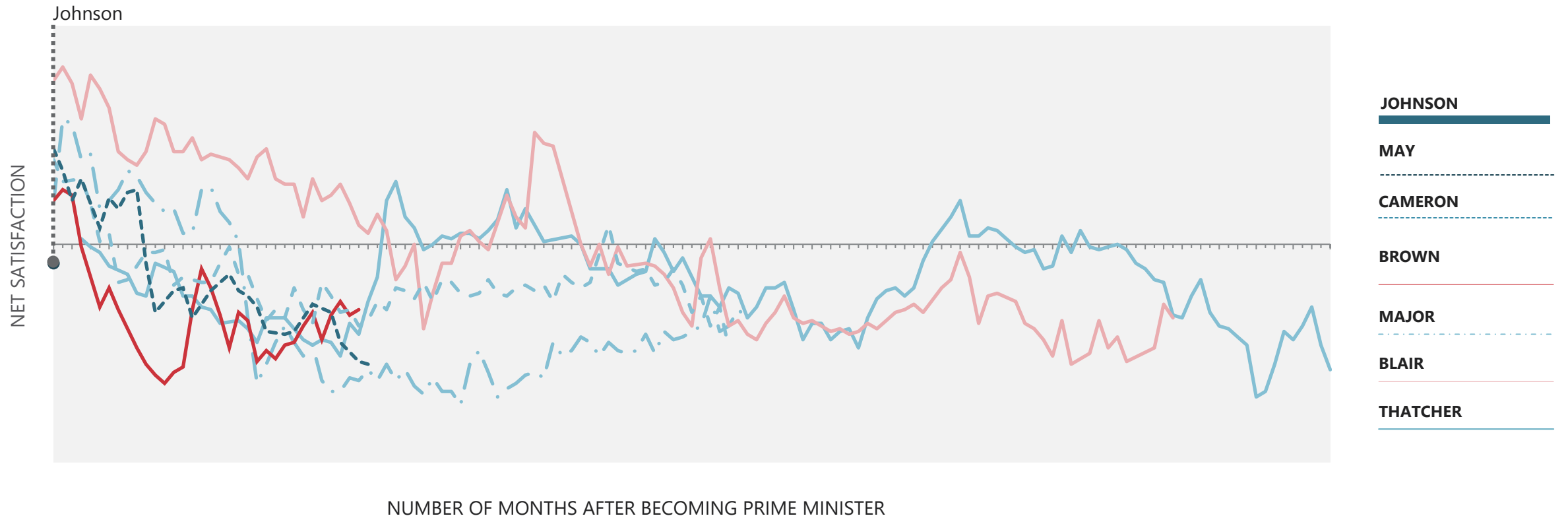


Base: 1,007 British adults 18+, 323 Conservative party supporters, 26-30 July 2019

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979-2019)

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

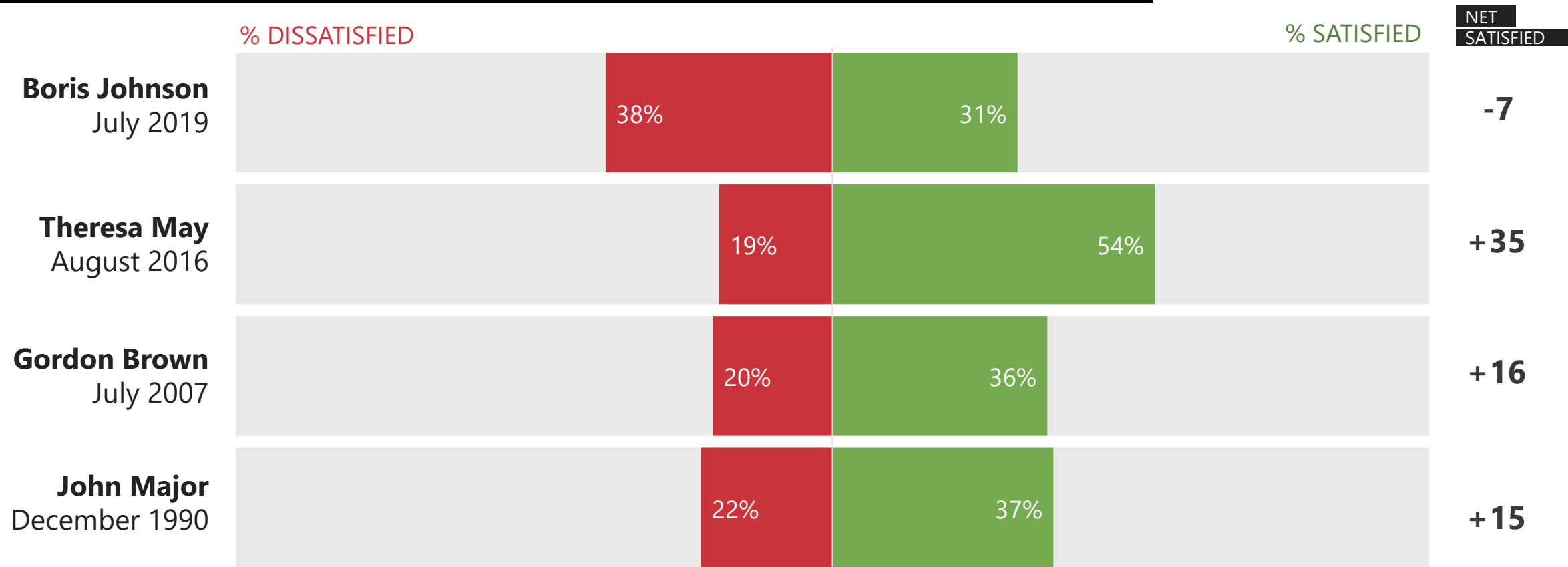
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Satisfaction with the Prime Minister | First Ipsos MORI ratings after becoming PM

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

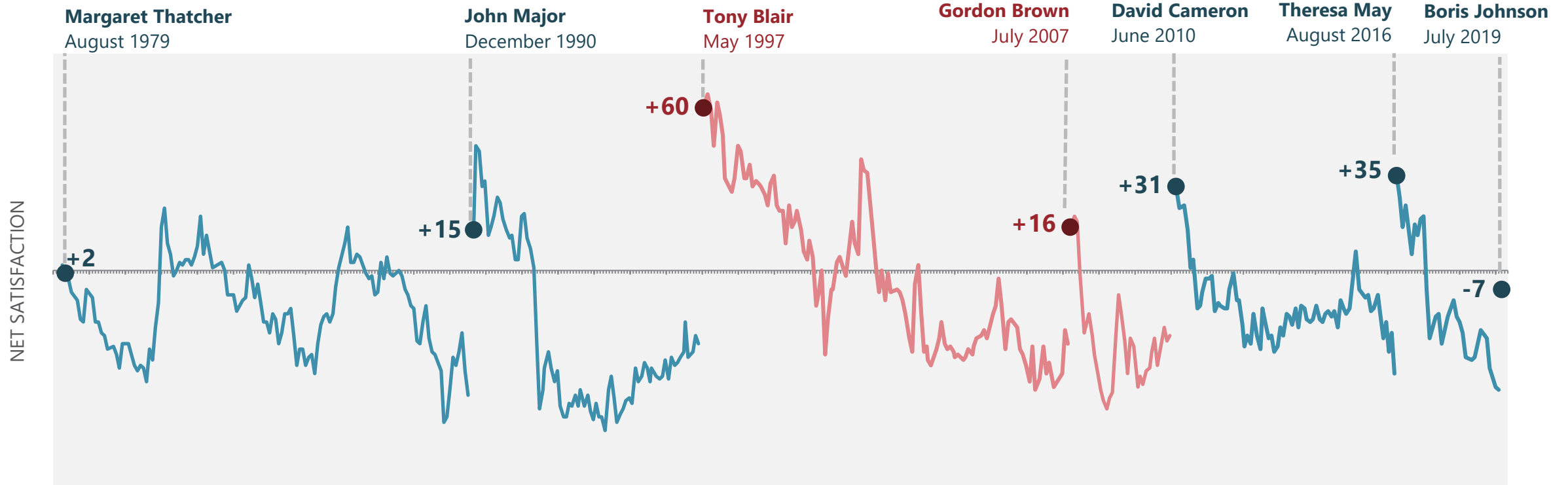
Source: Ipsos MORI Political Monitor

Base: c.1,000 British adults each month



Net satisfaction with the Prime Minister (1979 – 2019)

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

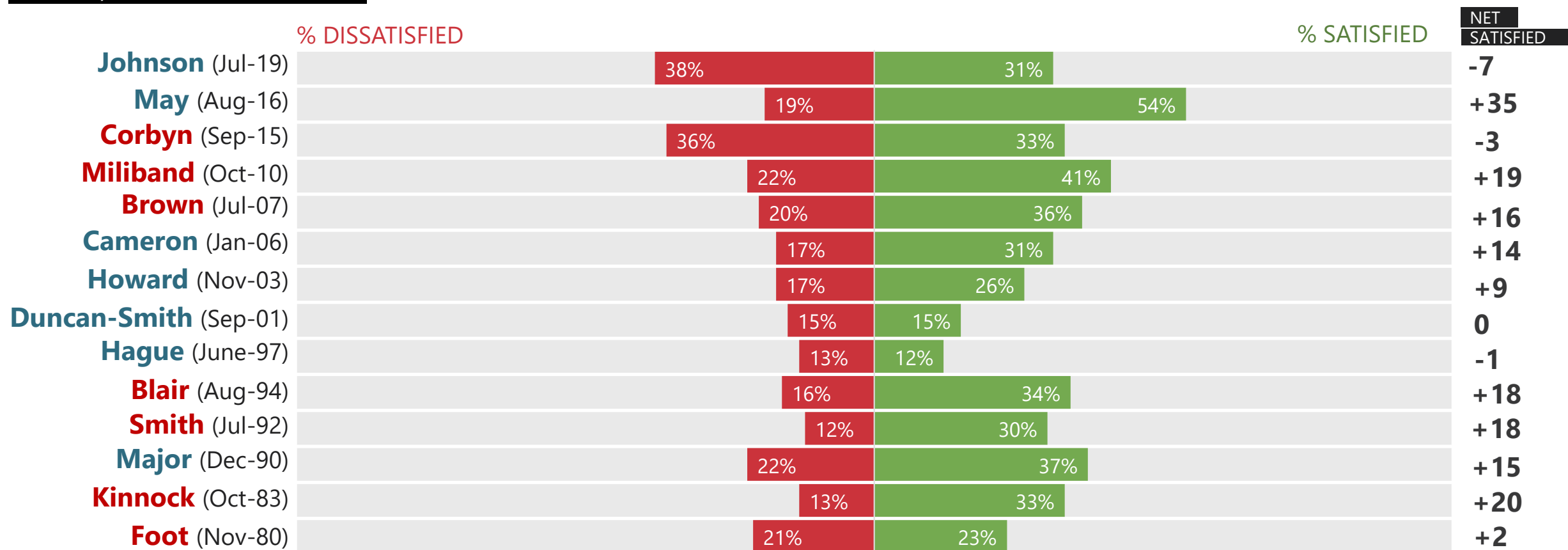
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Satisfaction with party leaders | First Ipsos MORI ratings

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



Note: Data was collected within a month of each individual becoming part leader. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

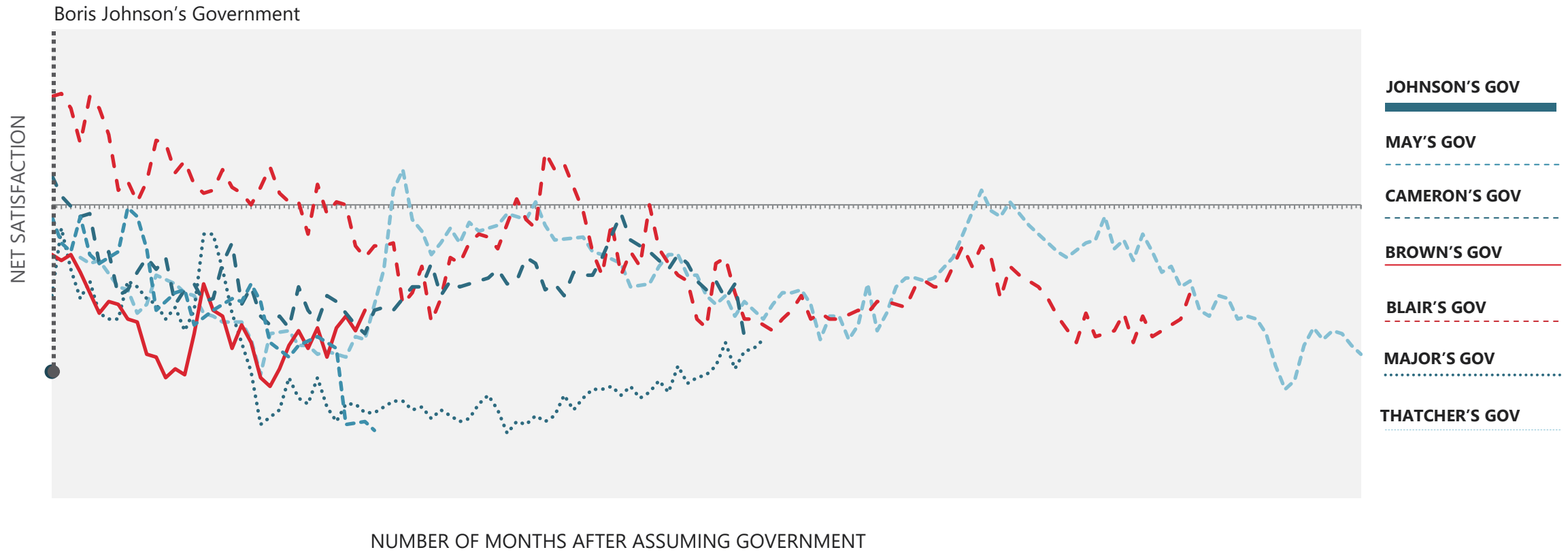
Source: Ipsos MORI Political Monitor

Base: c.1,000 British adults each month



Net satisfaction with the Government (1979 – 2019)

HOW SATISFIED OR DISSATISFIED ARE YOU 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

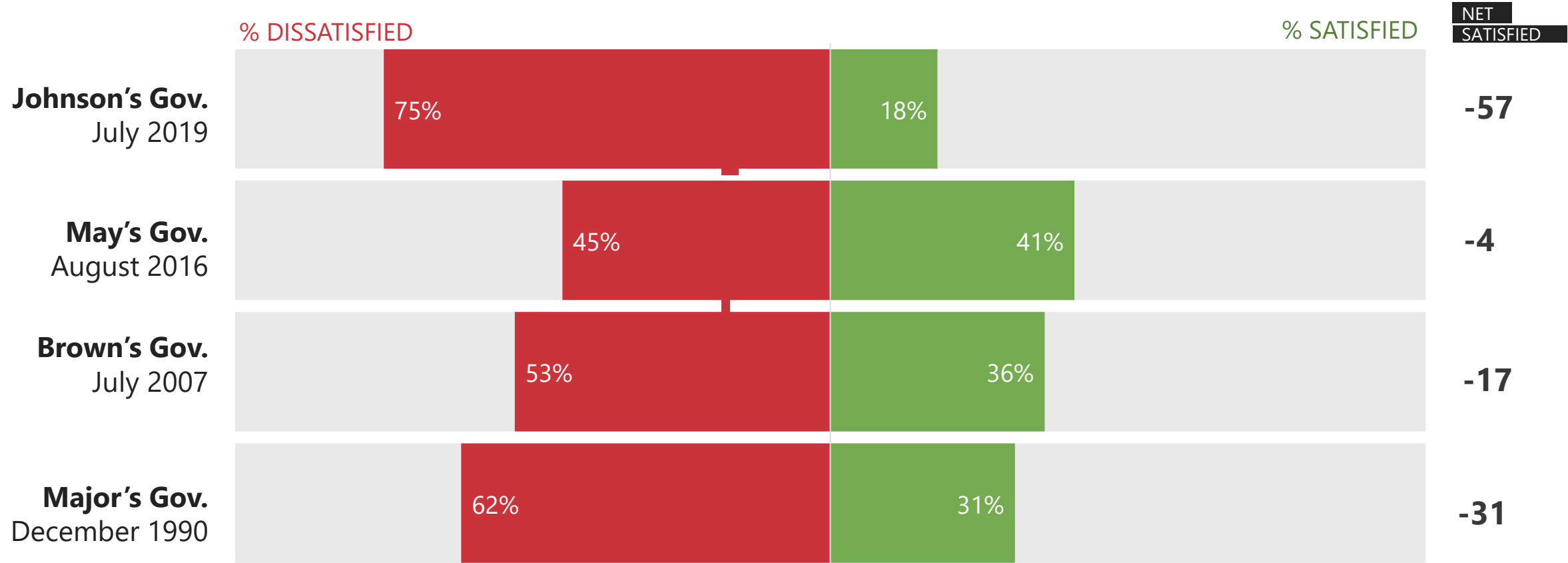
Source: Ipsos MORI Political Monitor



Satisfaction with the Government

First Ipsos MORI ratings

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



Note: Data was collected within a month of each Prime Minister taking office, apart from Margaret Thatcher who became PM in May 1979 but the first Ipsos MORI political monitor did not run until August 1979. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

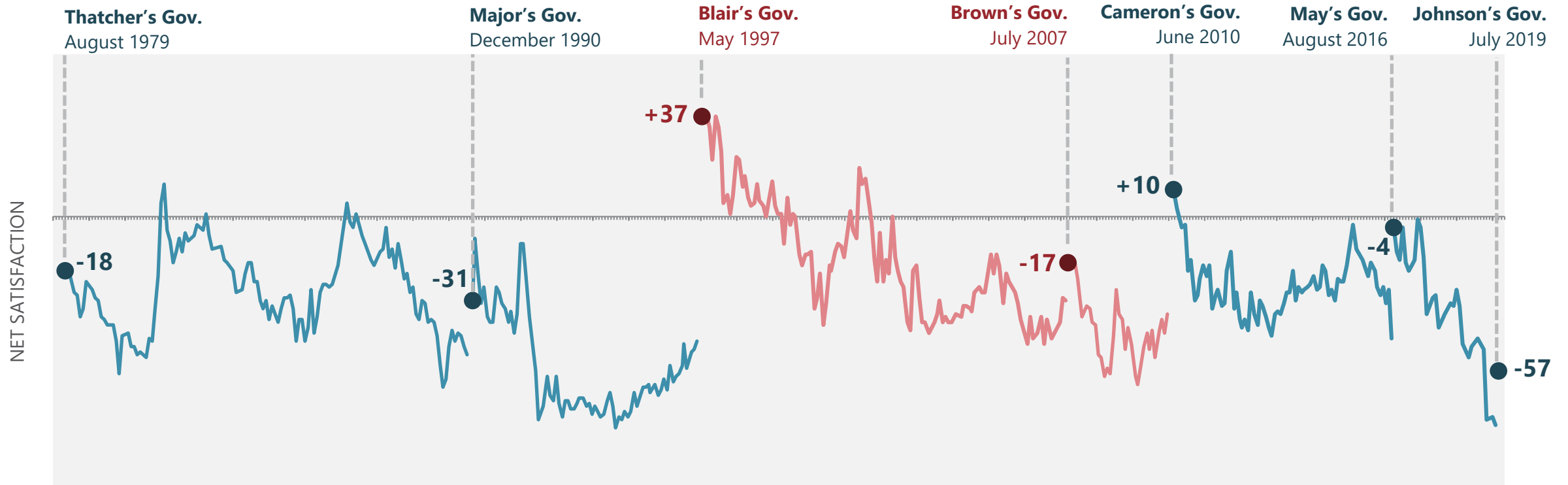
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



Net satisfaction with the Government (1979 – 2019)

HOW SATISFIED OR DISSATISFIED ARE YOU 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

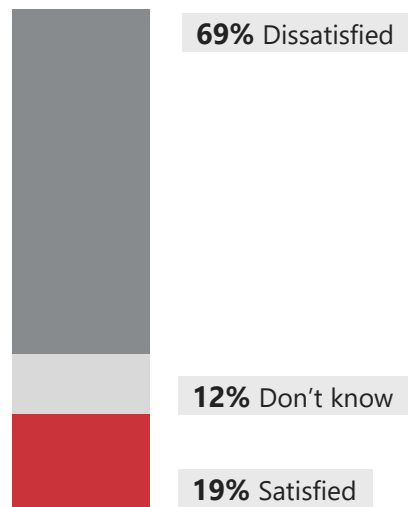
Source: Ipsos MORI Political Monitor



Jeremy Corbyn Satisfaction

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

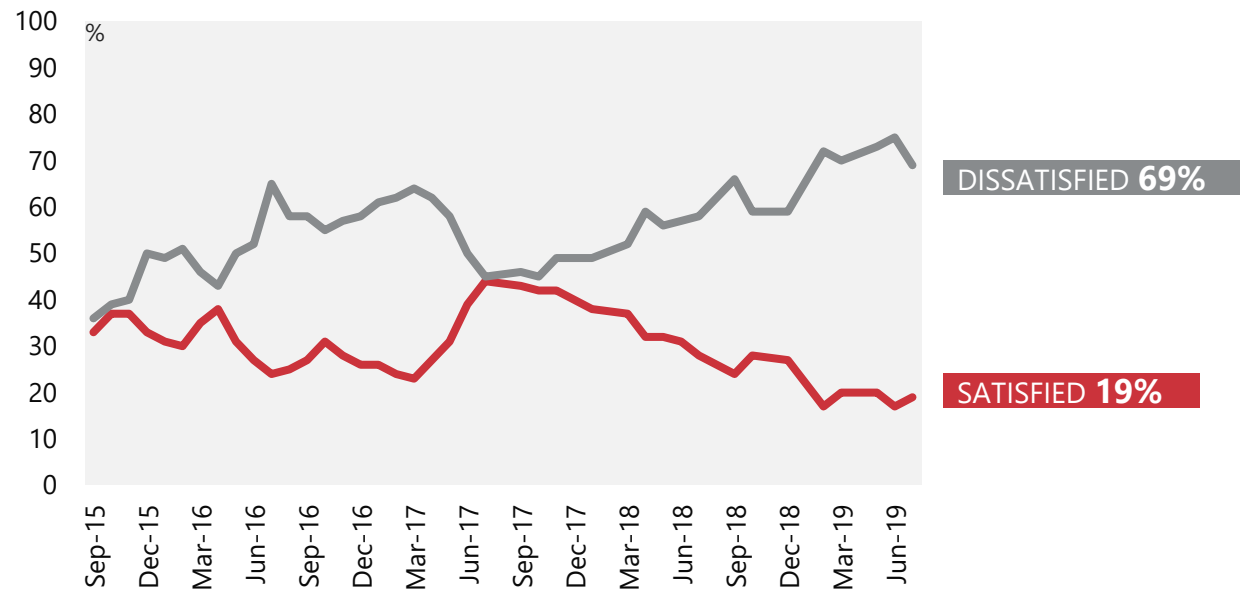
July 2019



NET = -50



September 2015 – July 2019



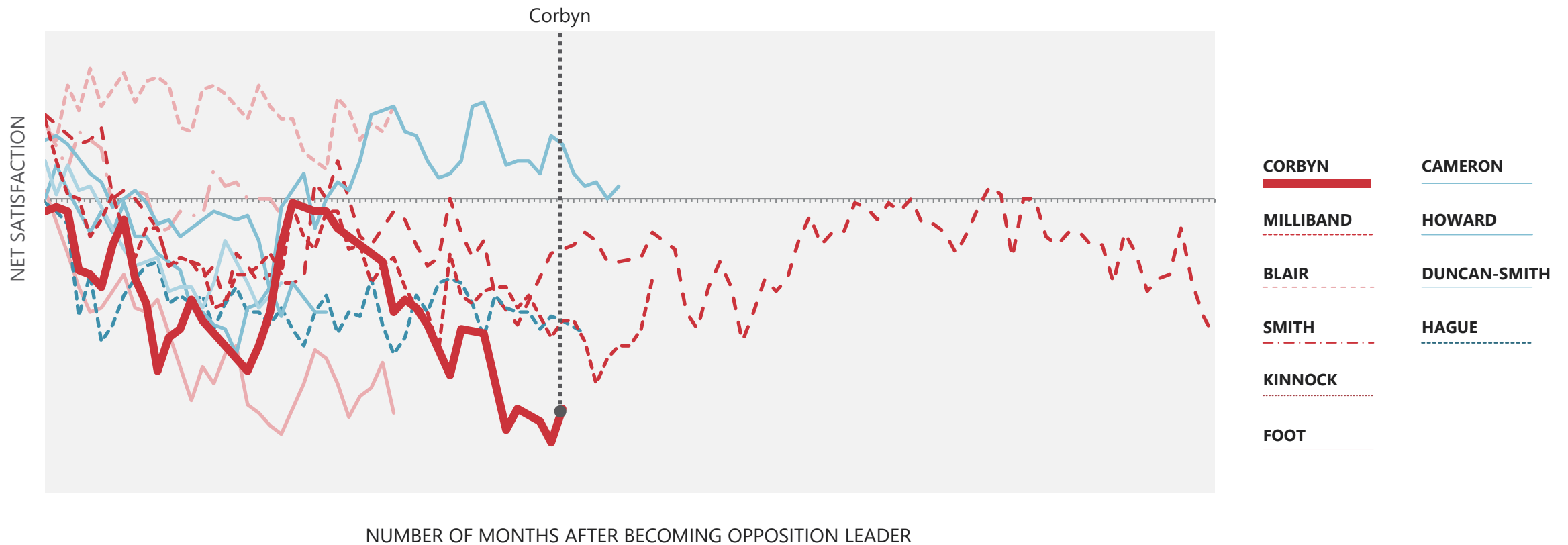
Base: 1,007 British adults 18+ 26-30 July 2019



Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1980 – 2019)

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

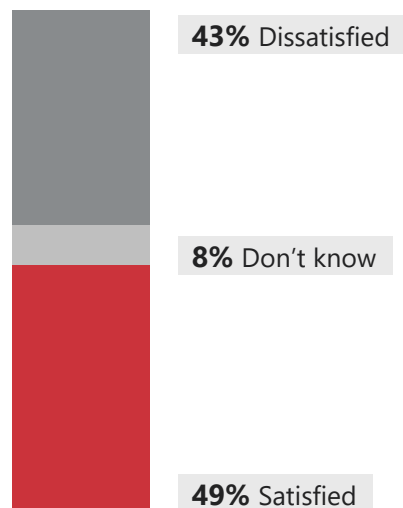
Source: Ipsos MORI Political Monitor



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?

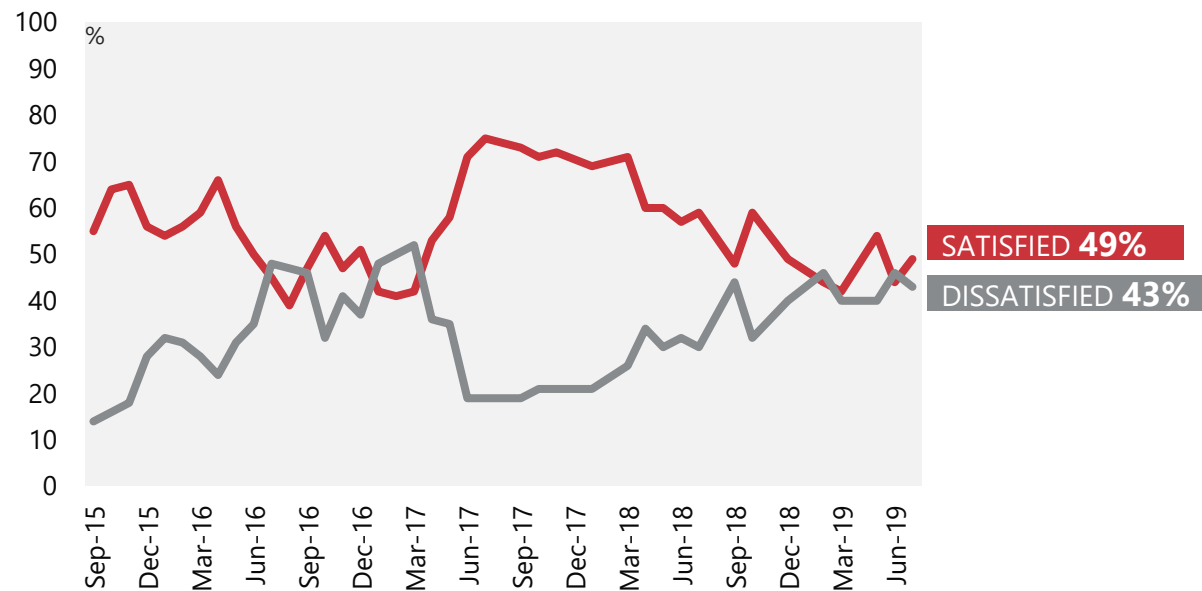
July 2019



NET = +6



September 2015 – July 2019



Base: 197 Labour supporters 18+ 26-30 July 2019



Source: Ipsos MORI Political Monitor

July 2019

ECONOMIC OPTIMISM

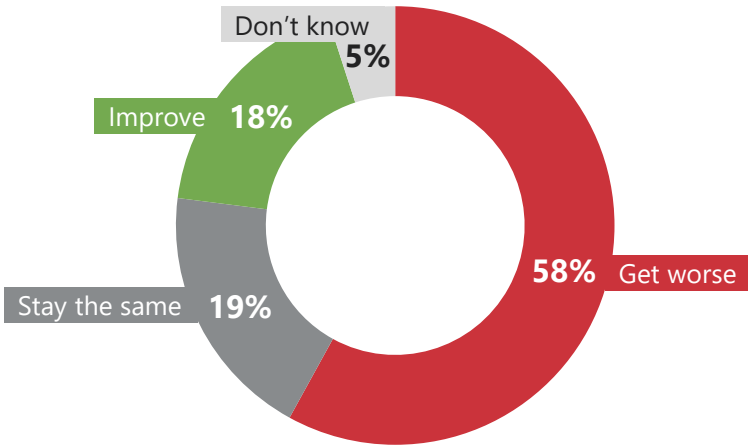


Ipsos MORI

Economic Optimism Index

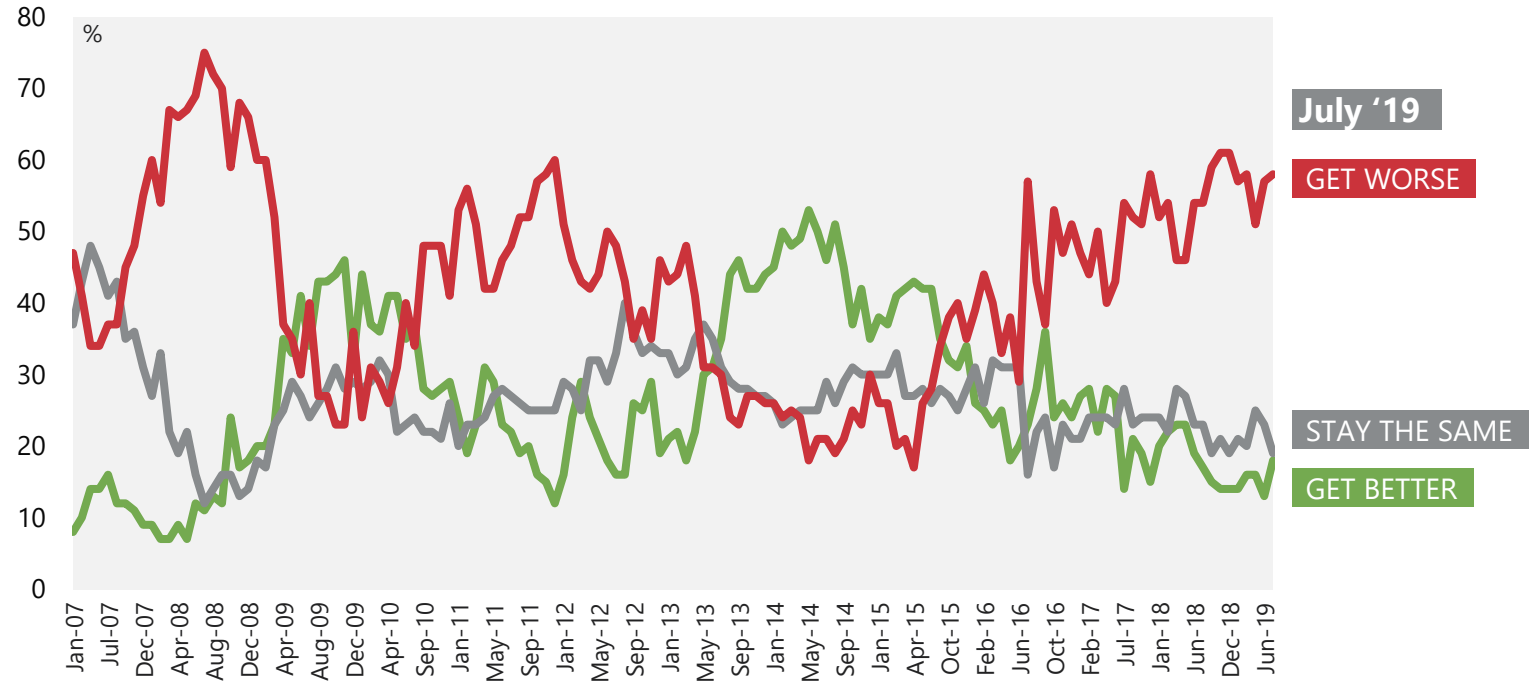
DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

July 2019



EOI = -40

January 2007 – July 2019



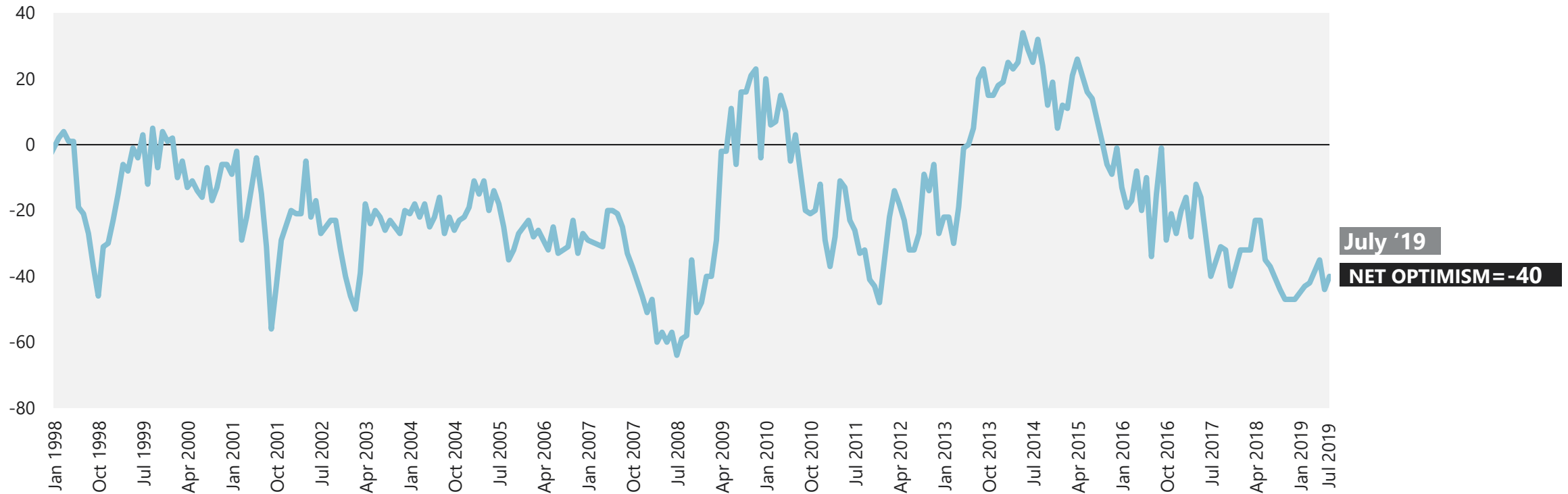
Base: 1,007 British adults 18+ 26-30 July 2019



Source: Ipsos MORI Political Monitor

Economic Optimism Index – 1998-2019

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 2019

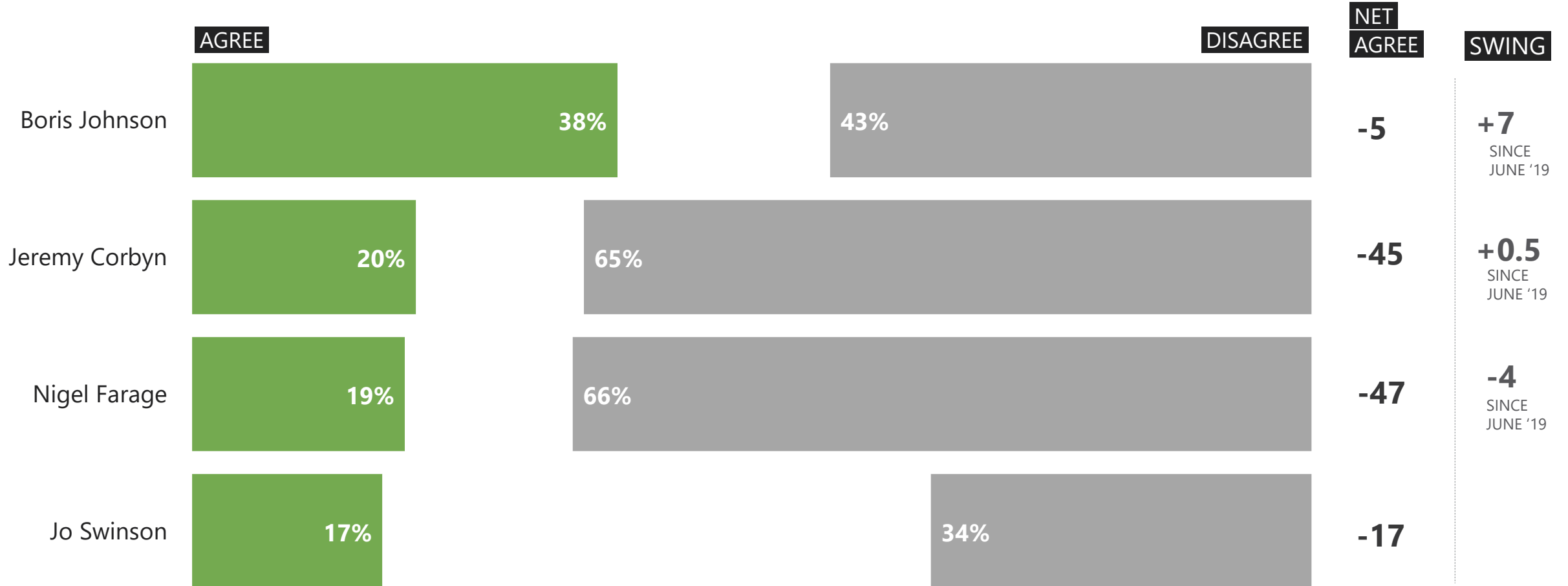
PARTY LEADERS



Ipsos MORI

Prime Minister material?

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



Base: 1,007 British adults 18+, 26-30 July 2019, Swing is calculated as the average of change in % "agree" and % "disagree"

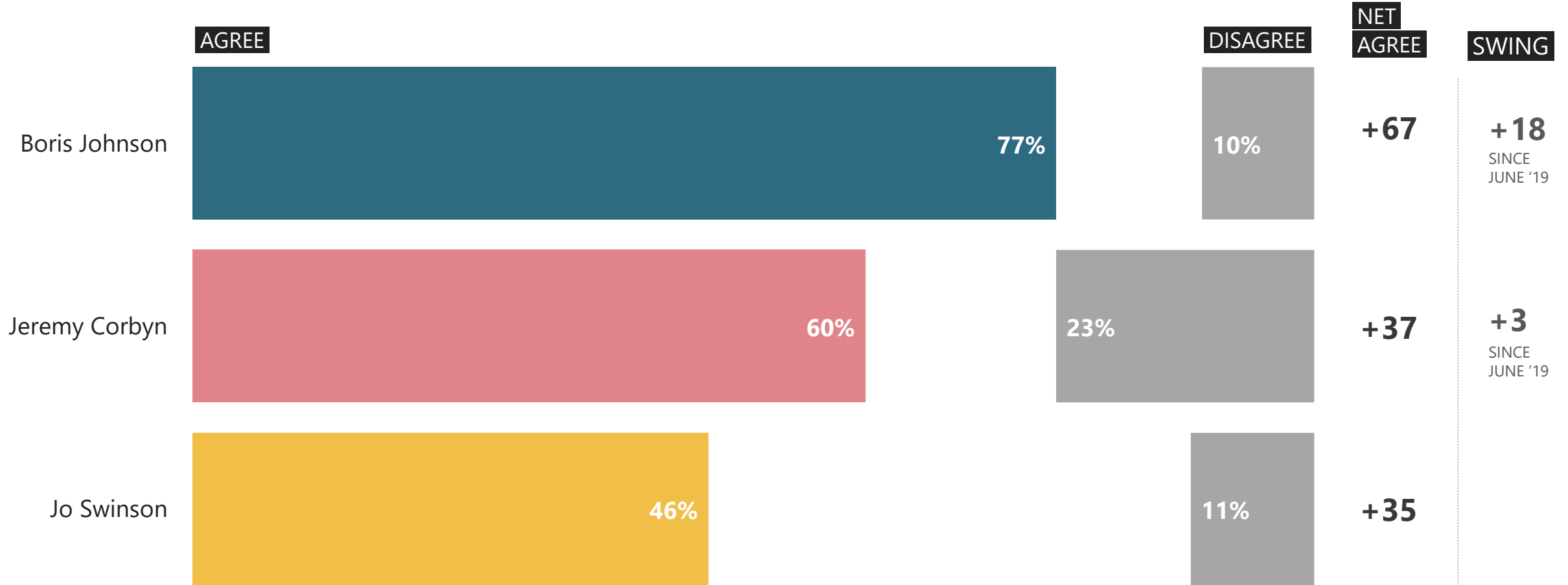
Source: Ipsos MORI Political Monitor



Prime Minister material?

Among own party supporters

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



Base: 323 Conservative party supporters, 197 Labour party supporters, 181 Lib Dem supporters, 26-30 July 2019, Swing is calculated as the average of change in % "agree" and % "disagree"

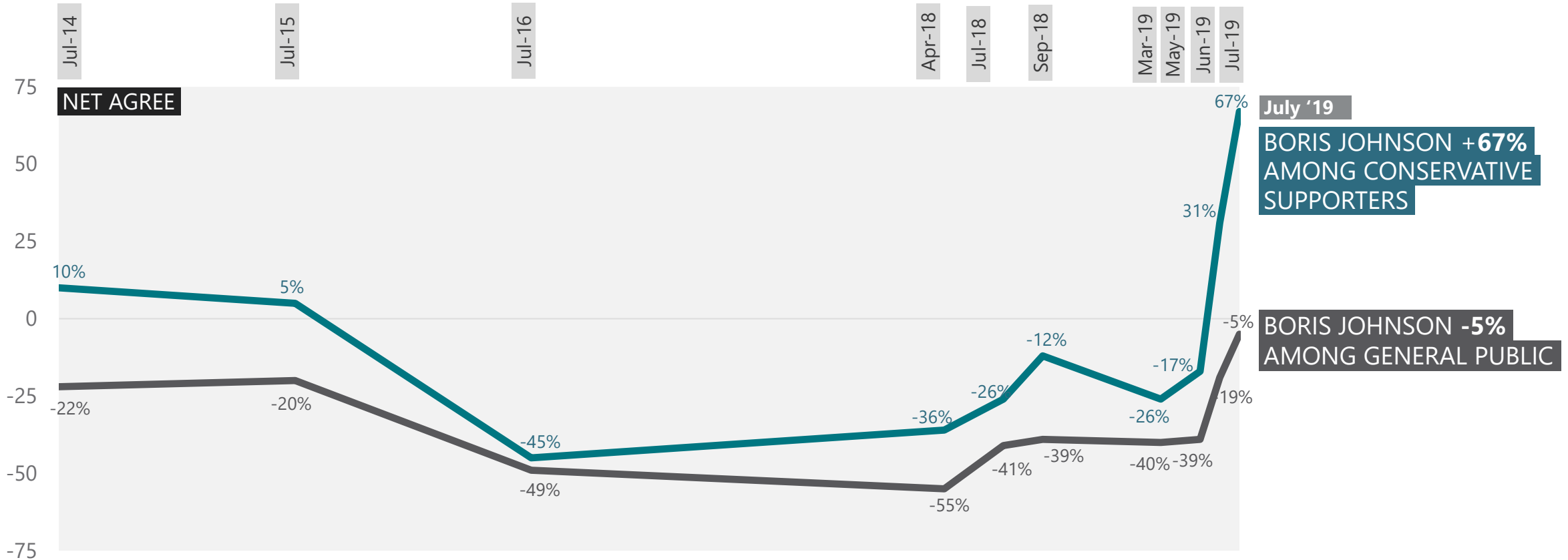
Source: Ipsos MORI Political Monitor



Prime Minister material?

Boris Johnson (2014-2019)

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



Base: c.1,000 British adults, c.200-300 Conservative Party supporters each month

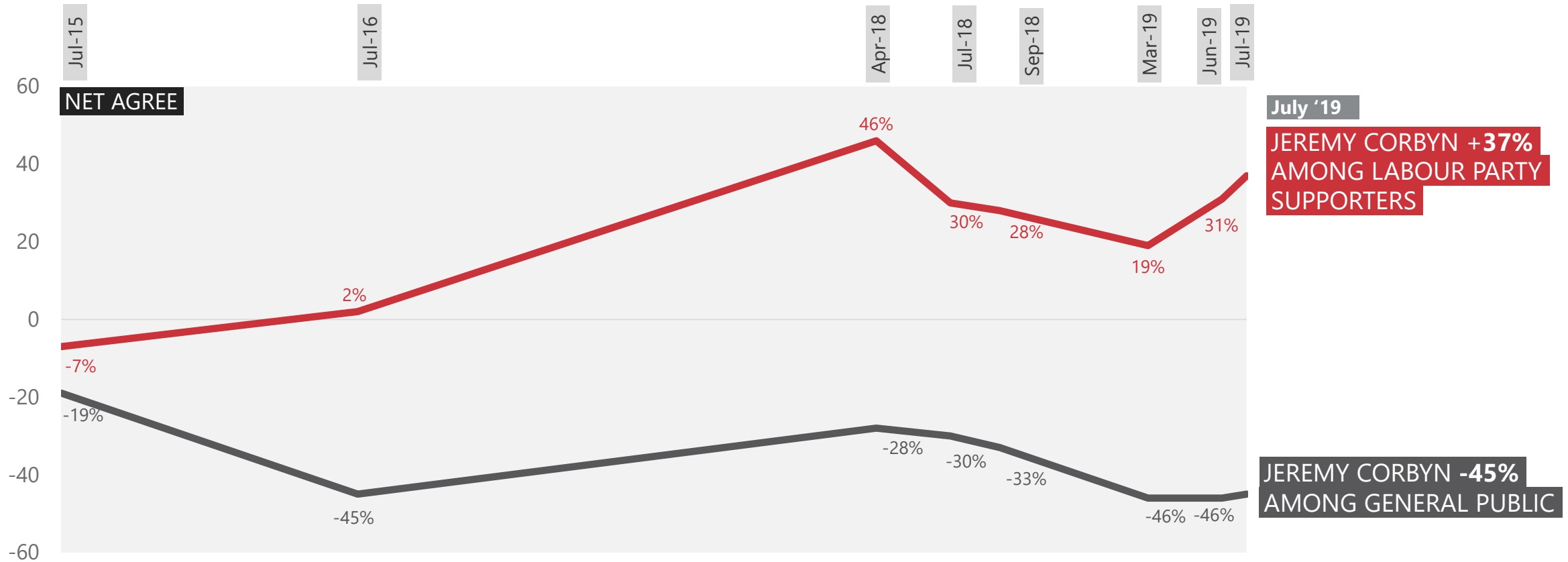
Source: Ipsos MORI Political Monitor



Prime Minister material?

Jeremy Corbyn (2015-2019)

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



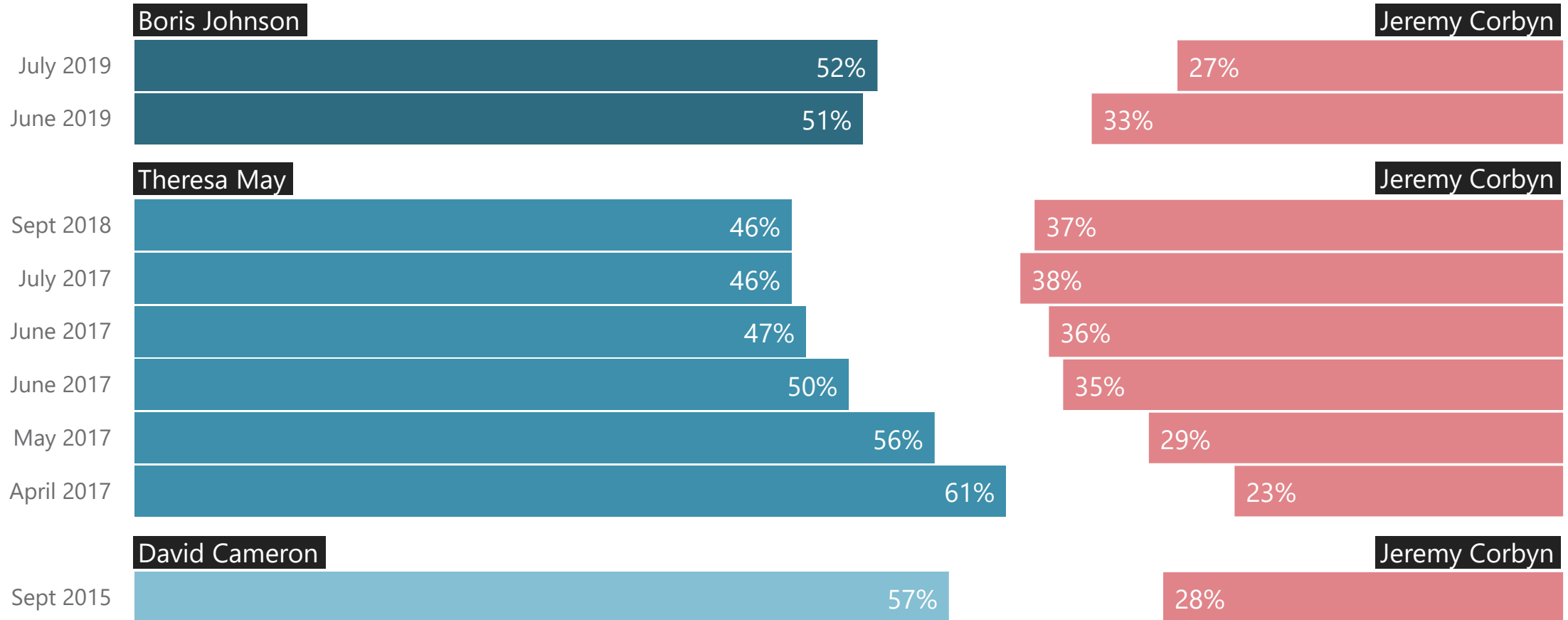
Base: c.1,000 British adults, c.200-300 Labour Party supporters each month

Source: Ipsos MORI Political Monitor



Most capable Prime Minister

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



Base: 1,007 British adults 18+, 26-30 July 2019



Source: Ipsos MORI Political Monitor

Changing party leader

The Labour Party

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

The Labour Party should change its leader before the next General Election



Source: Ipsos MORI Political Monitor

Base: 1,007 British adults 18+, 197 Labour party supporters 26-30 July 2019

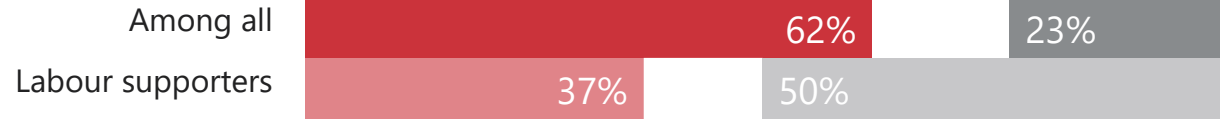


AGREE

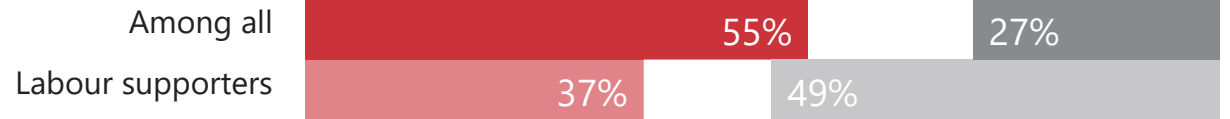
DISAGREE

JEREMY CORBYN

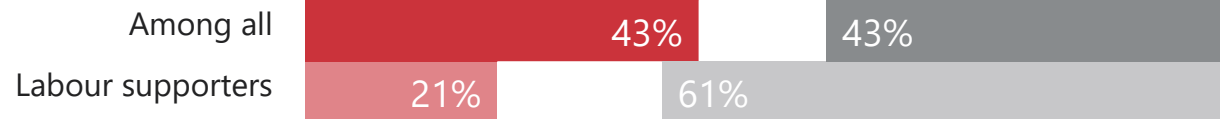
July 2019



July 2018



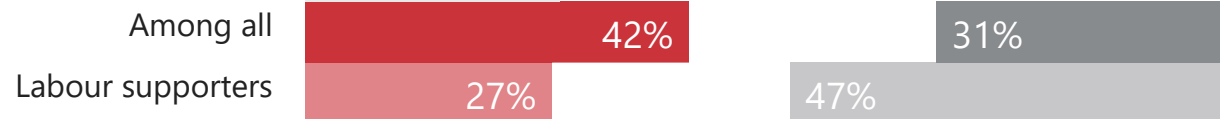
September 2017



July 2016

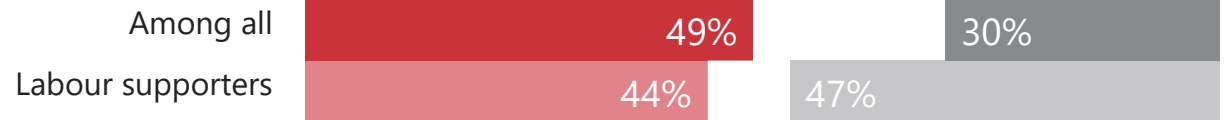


October 2015



ED MILIBAND

June 2014



Changing party leader

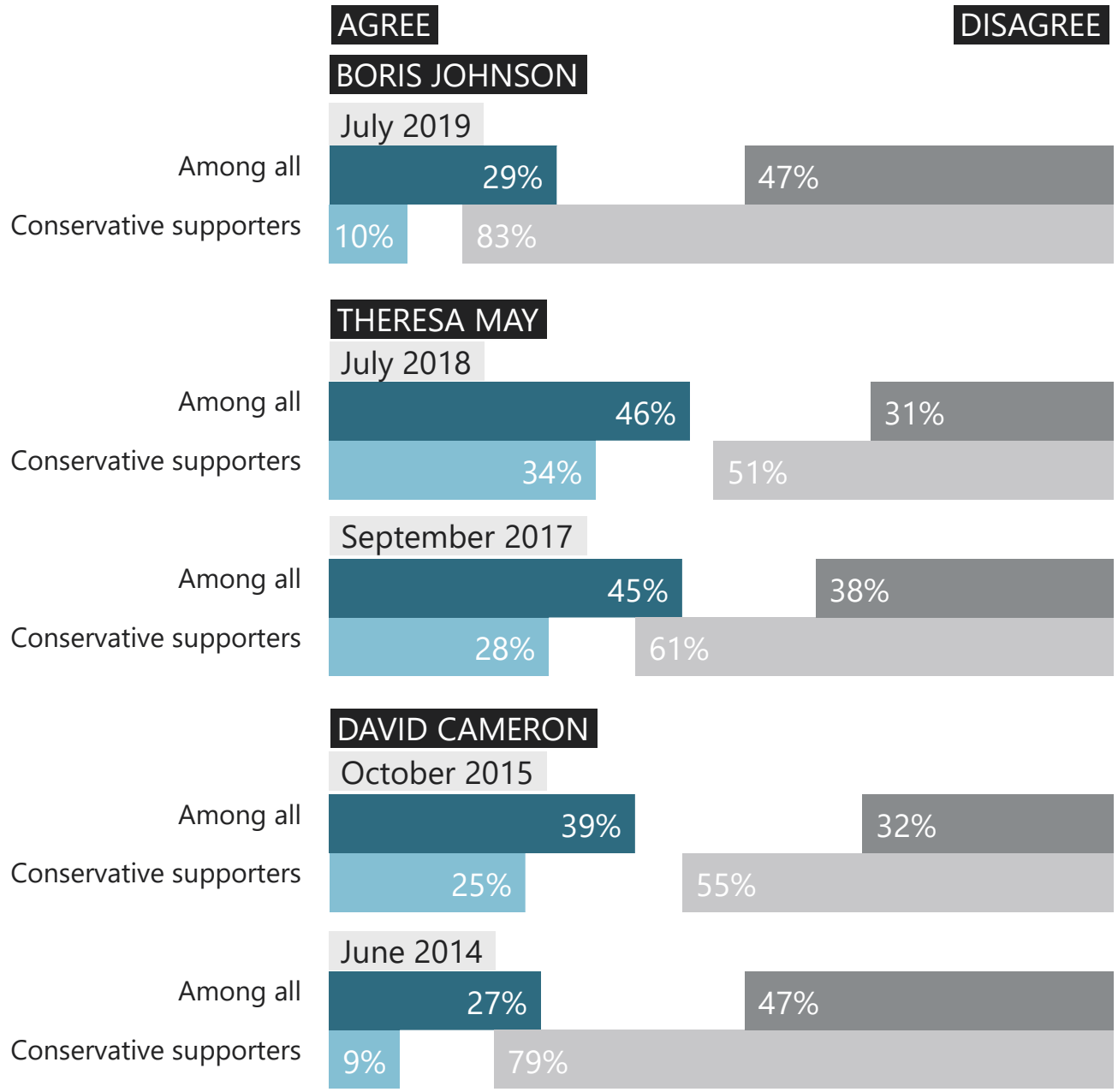
The Conservative Party

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

The Conservative Party should change its leader before the next General Election



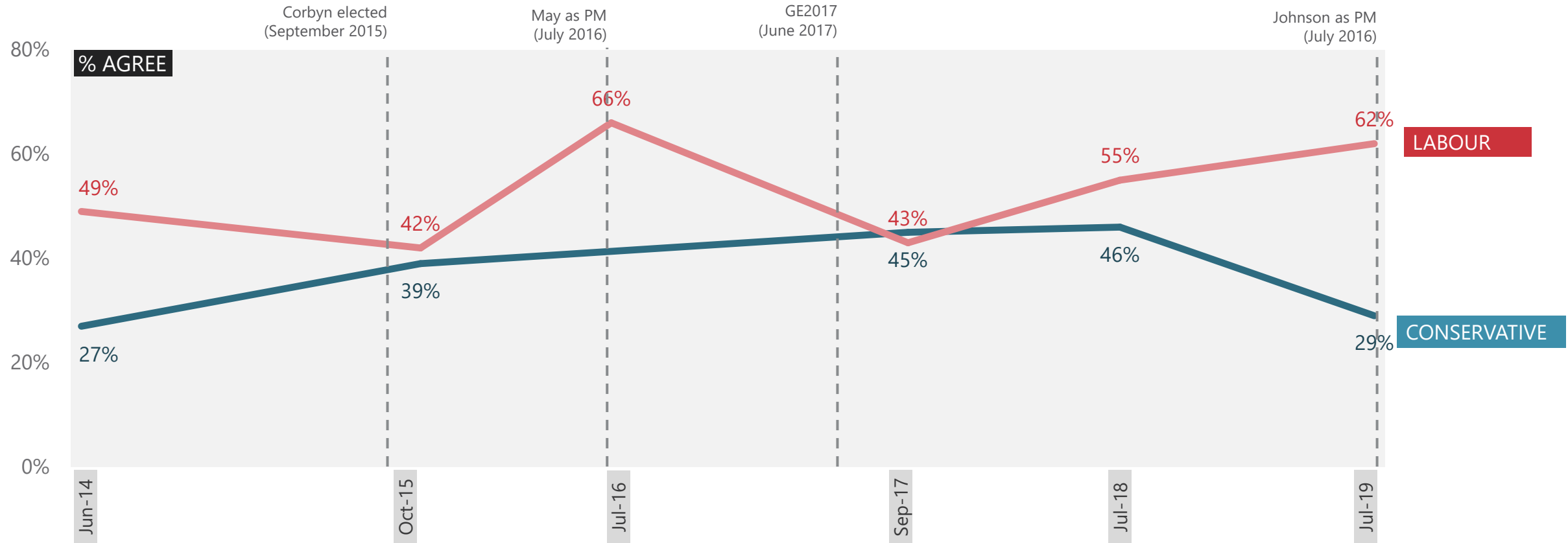
Source: Ipsos MORI Political Monitor
 Base: 1,007 British adults 18+, 323 Conservative party supporters, 26-30 July 2019



Changing Party leader

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

The Labour/Conservative party should change its leader before the next General Election



Base: 1,007 British adults 18+, 26-30 July 2019



Ipsos MORI

Source: Ipsos MORI Political Monitor

July 2019

BREXIT



Ipsos MORI

Confidence in Johnson getting a good Brexit deal for Britain

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

* Previously asked as 'if Boris Johnson were PM, how confident if at all, would you be that they would get a good deal for Britain in negotiations with EU other European leaders?'

Base: 1,007 British adults 18+, 323 Conservative party supporters, 26-30 July 2019

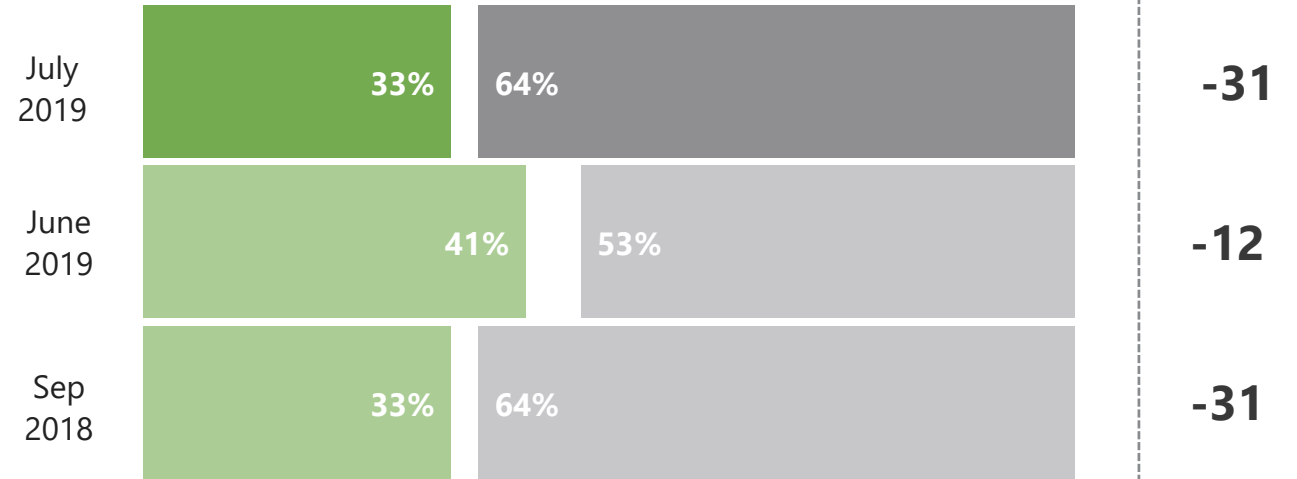


CONFIDENT

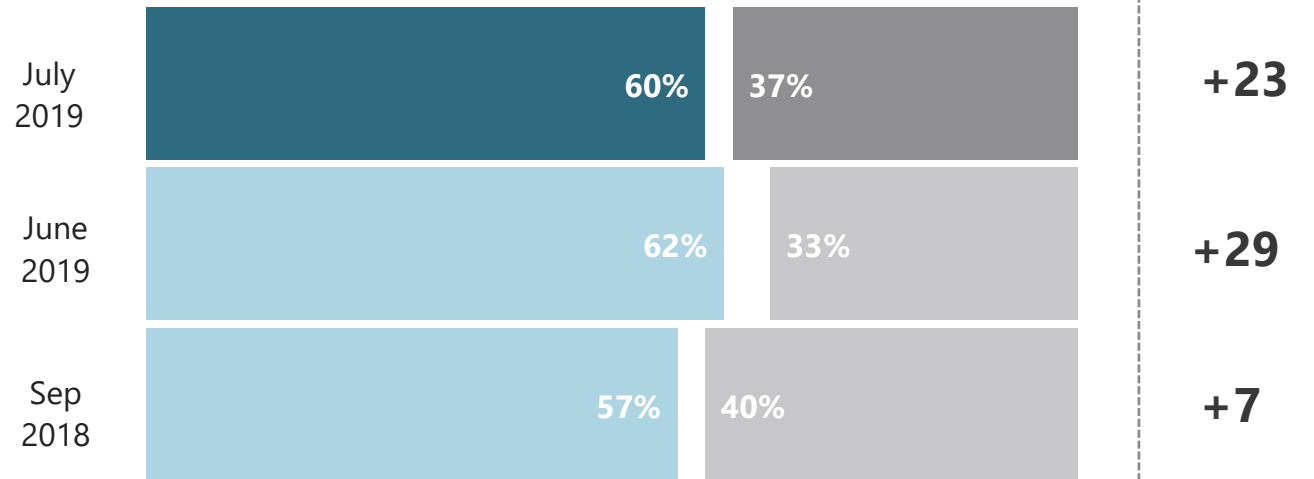
NOT CONFIDENT

NET CONFIDENT

Among all



Among Conservative supporters



Source: Ipsos MORI Political Monitor

Likelihood of the United Kingdom and European Union agreeing on a deal

AS YOU MAY KNOW, THE CURRENT DEADLINE FOR THE UNITED KINGDOM TO LEAVE THE EUROPEAN UNION IS OCTOBER 31ST THIS YEAR. HOW LIKELY OR UNLIKELY DO YOU THINK IT IS THAT....

The UK and the EU will have agreed the terms of the UK's departure from the European Union in time for the UK to leave by October 31st

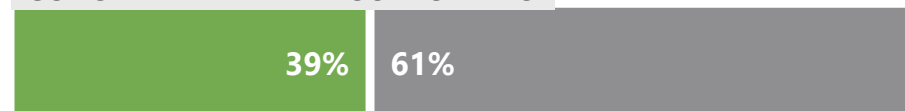
VERY/FAIRLY LIKELY

FAIRLY/VERY UNLIKELY

AMONG ALL



CONSERVATIVE PARTY SUPPORTERS



NON-CONSERVATIVE PARTY SUPPORTERS



If the UK and the EU cannot reach an agreement, the UK will still leave the European Union by October 31st

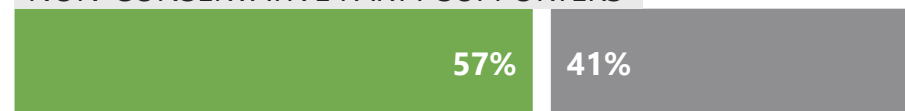
AMONG ALL



CONSERVATIVE PARTY SUPPORTERS



NON-CONSERVATIVE PARTY SUPPORTERS



Base: 1,007 British adults 18+, 323 Conservative party supporters, 566 Non-Conservative party supporters, 26-30 July 2019

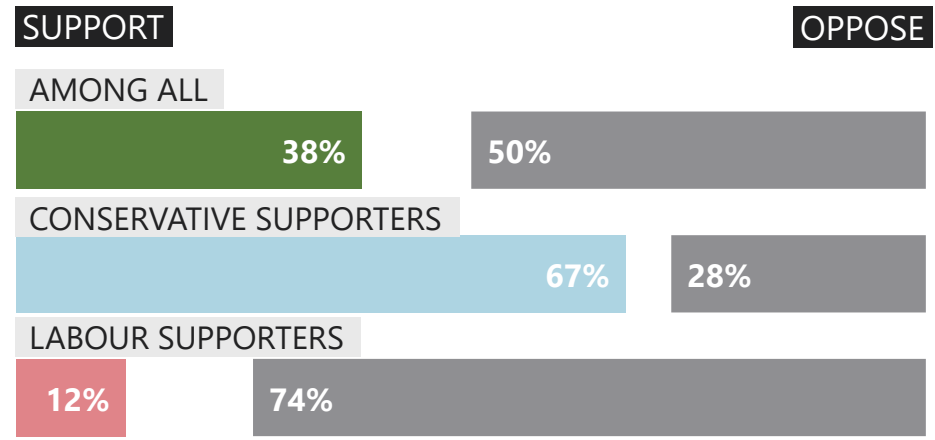


Source: Ipsos MORI Political Monitor

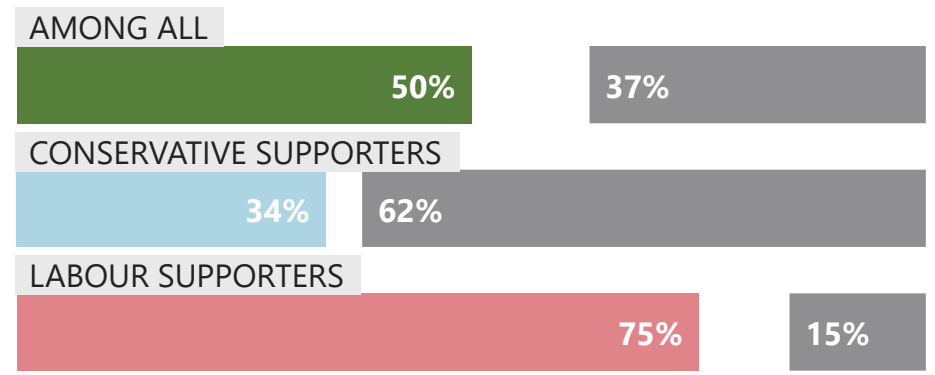
What should happen if the UK and EU cannot agree a deal?

IF THE UK AND THE EU CANNOT AGREE A DEAL ON THE TERMS OF THE UK'S DEPARTURE FROM THE EU BY OCTOBER 31ST, WOULD YOU SUPPORT OR OPPOSE...

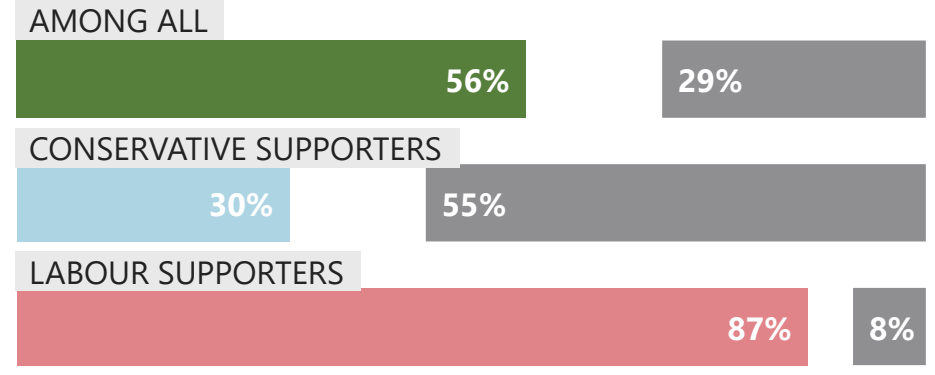
The UK leaving the European Union without a deal, sometimes referred to as a 'no deal Brexit'



Delaying the UK leaving the EU until a deal is agreed



Holding a General Election to elect a new Parliament



Base: 1,007 British adults 18+, 323 Conservative party supporters, 197 Labour party supporters, 26-30 July 2019

Source: Ipsos MORI Political Monitor



How well do people know what will happen if the UK leaves the European Union without a deal?

HOW WELL, IF AT ALL, WOULD YOU SAY THAT THE FOLLOWING PEOPLE KNOW WHAT WILL HAPPEN IF THE UK LEAVES THE EUROPEAN UNION WITHOUT A DEAL, SOMETIMES REFERRED TO AS A 'NO-DEAL BREXIT'?

Base: 1,007 British adults 18+, 26-30 July 2019



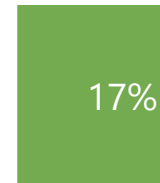
VERY/FAIRLY WELL

NOT/NOT AT ALL WELL

You personally



The British public as a whole



The UK government



UK politicians as a whole



Source: Ipsos MORI Political Monitor

Ipsos MORI

July 2019 Political Monitor

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