



Ipsos MORI

POLITICAL MONITOR

March 2018



March 2018

VOTING

INTENTIONS

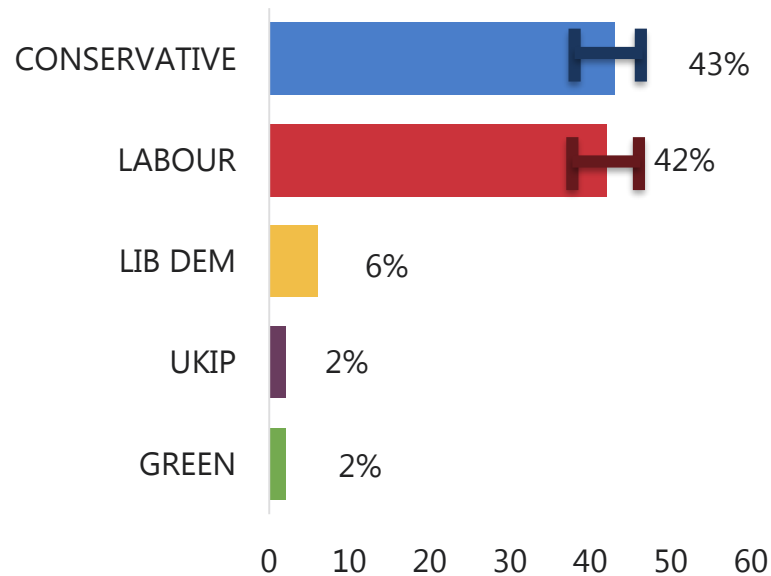


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Voting Intention

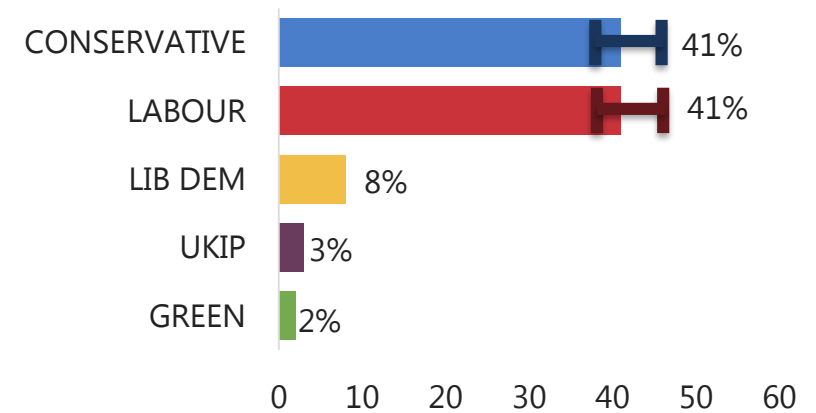
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +1

ALL GIVING A VOTING INTENTION



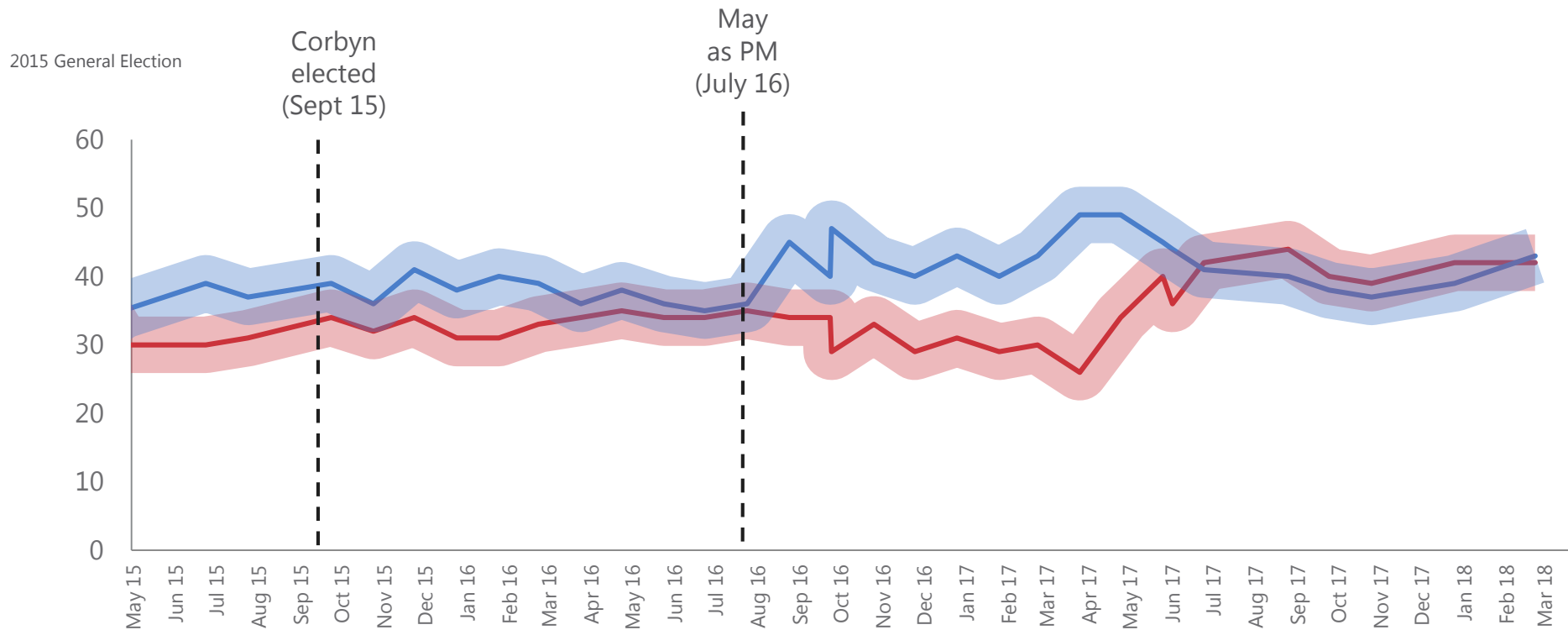
CONSERVATIVE LEAD = 0

Base: 1,012 British adults 18+, 2nd March – 7th March 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 782. 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?



CONSERVATIVE

LABOUR

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"

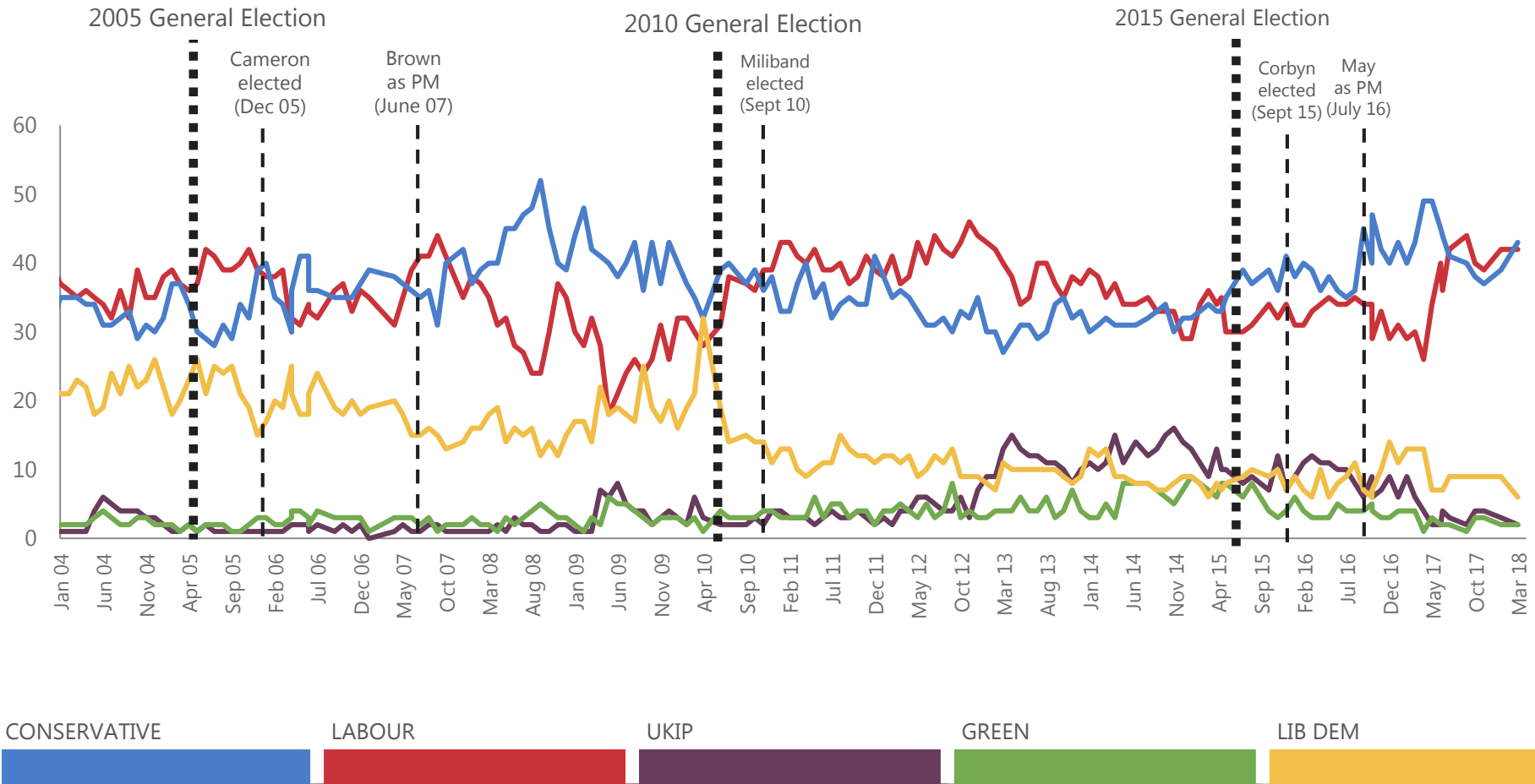
Source: Ipsos MORI Political Monitor



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Headline voting intention: January '04 – March '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

March 2018

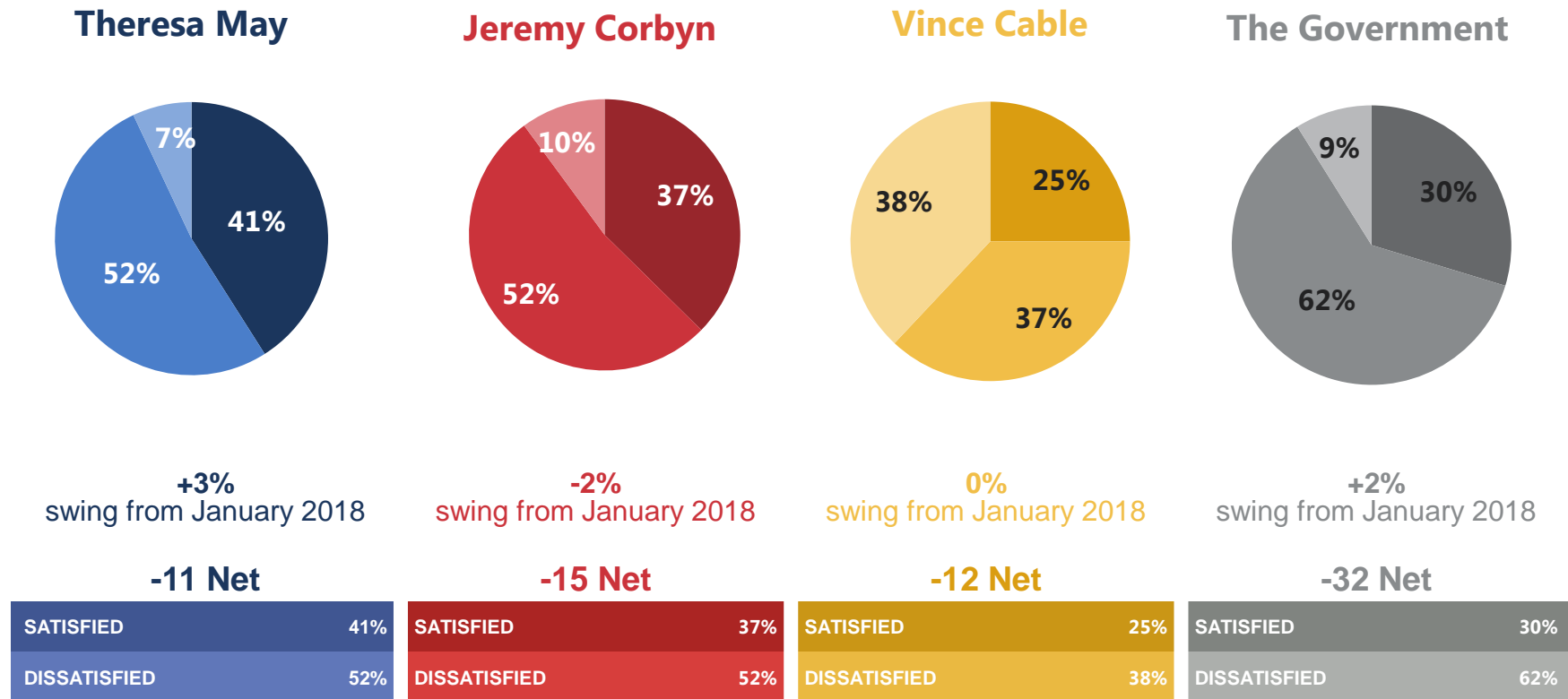
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



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Satisfaction with leaders and the Government

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

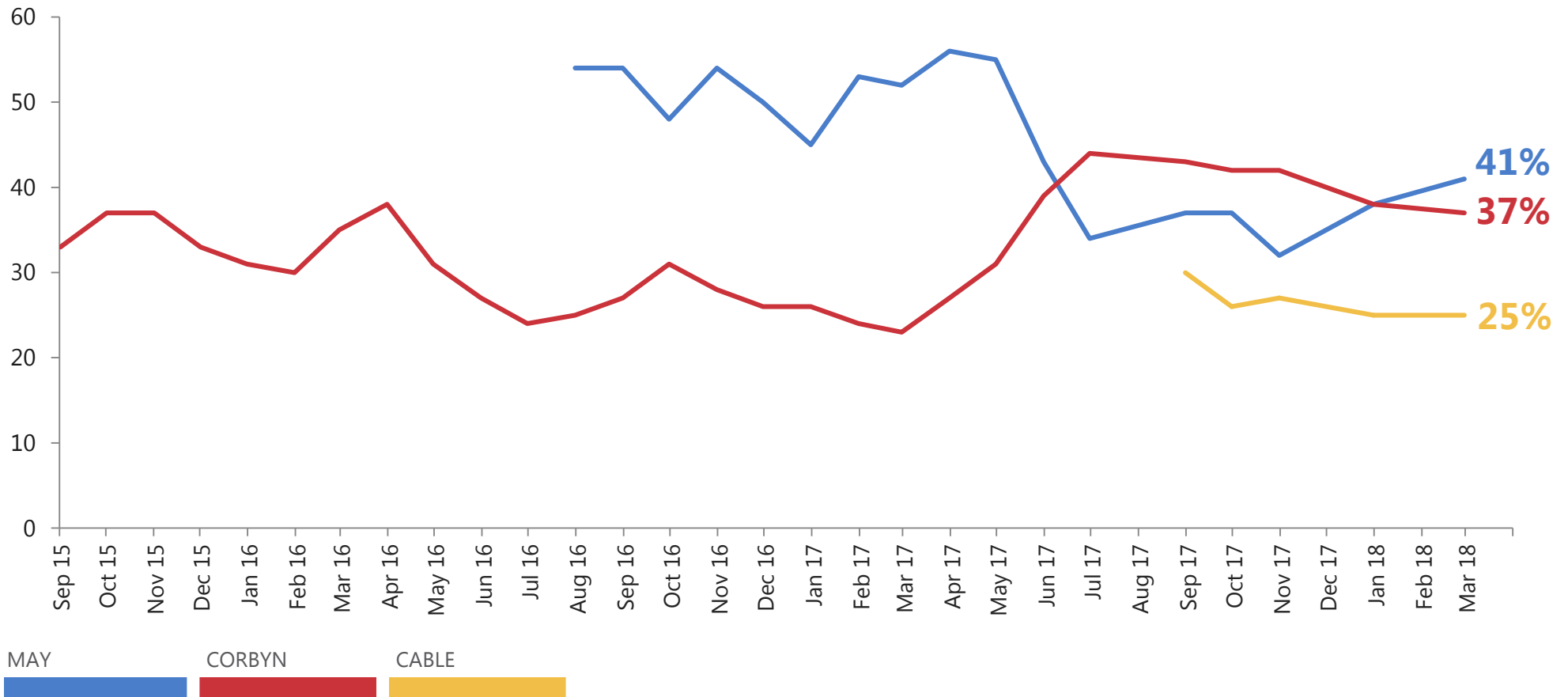


Base: 1,012 British adults 18+ 2nd March – 7th March 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Sept 2015 – Mar 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?

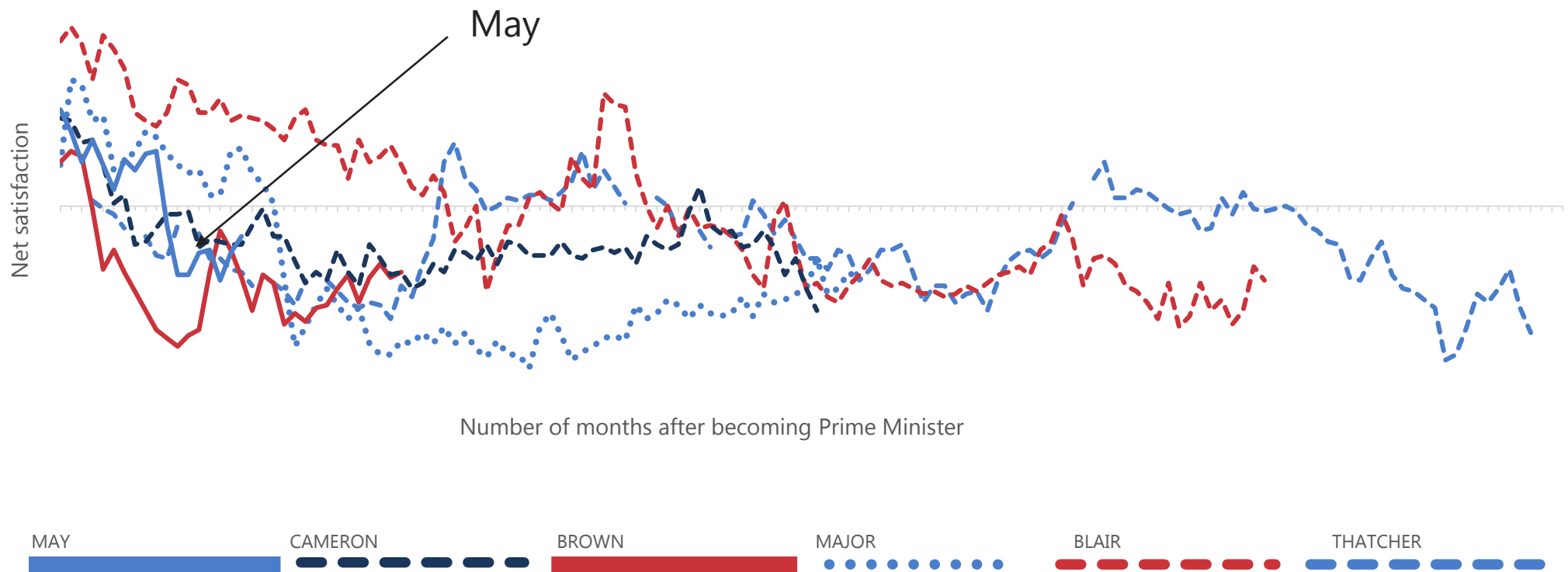


Base: c.1,000 British adults each month.

Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979-2018)

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



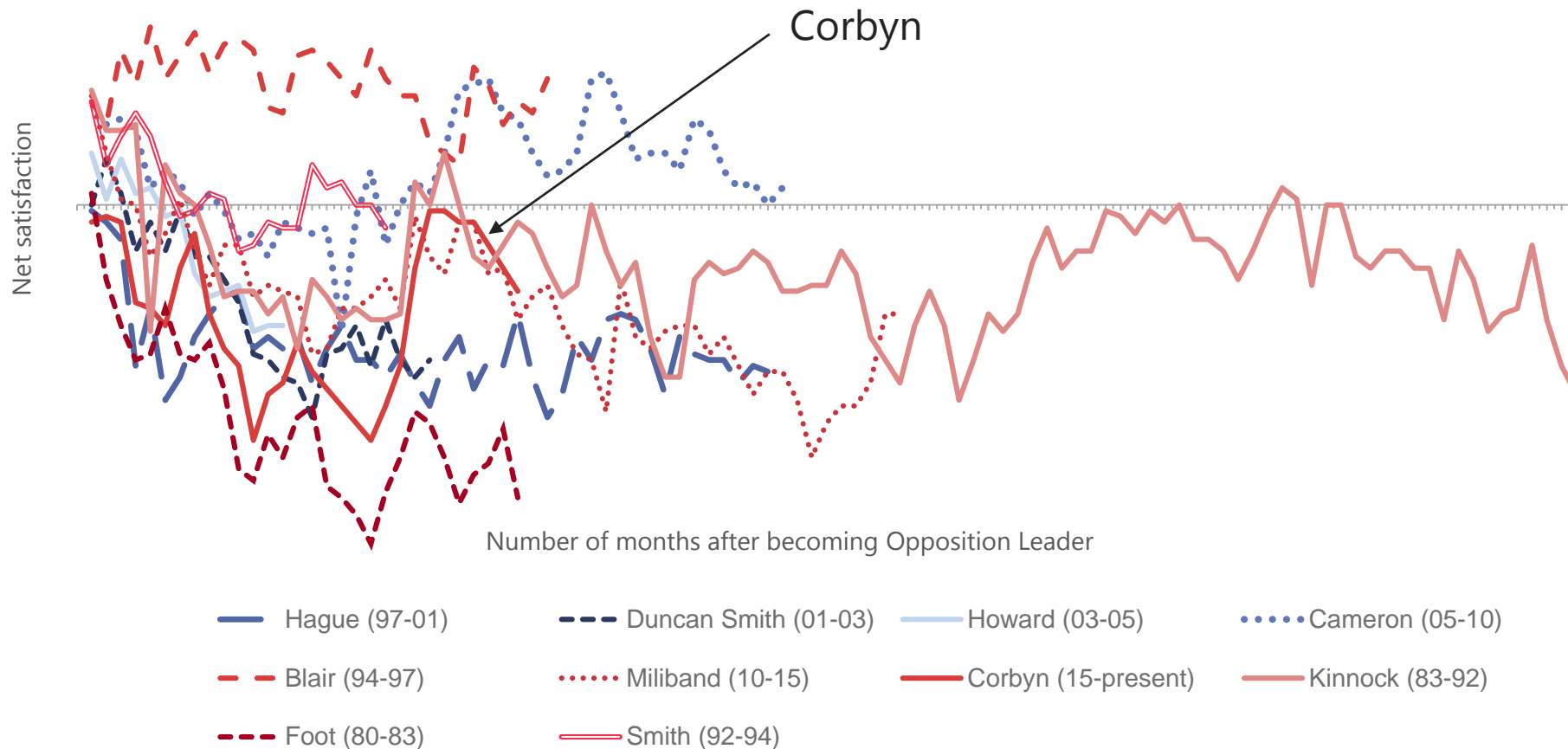
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

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

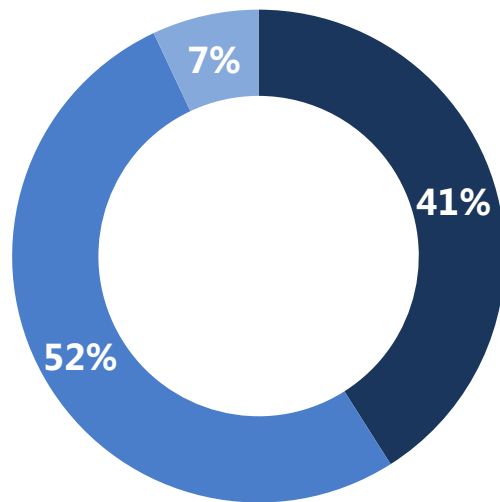
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction)

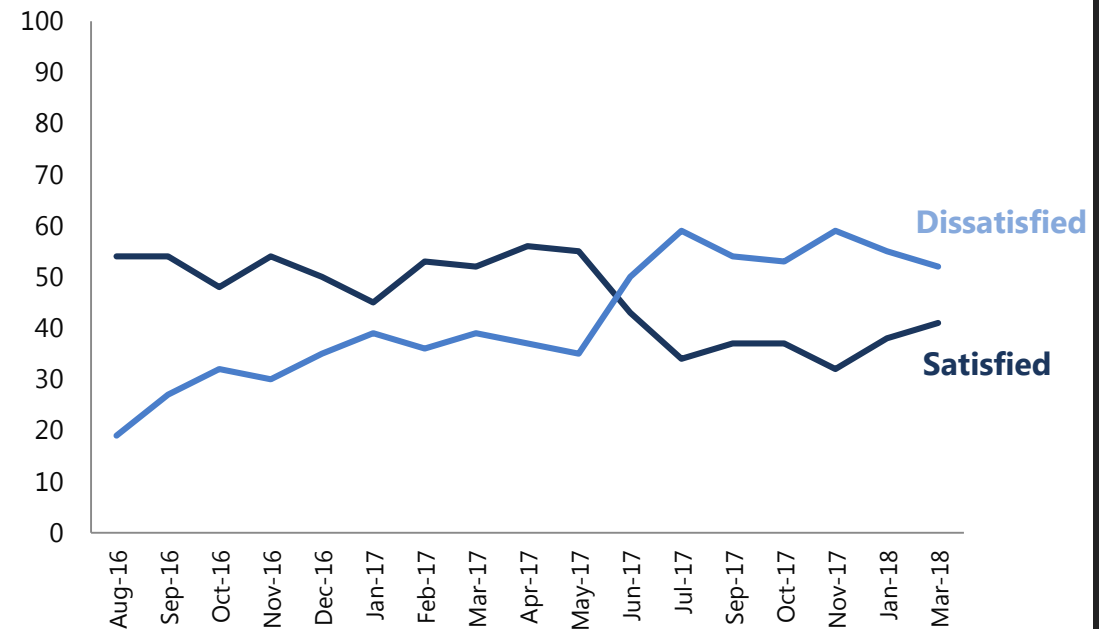
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

March 2018



SATISFIED	41%
DISSATISFIED	52%
DON'T KNOW	7%
Net = -11	

August 2016 – March 2018



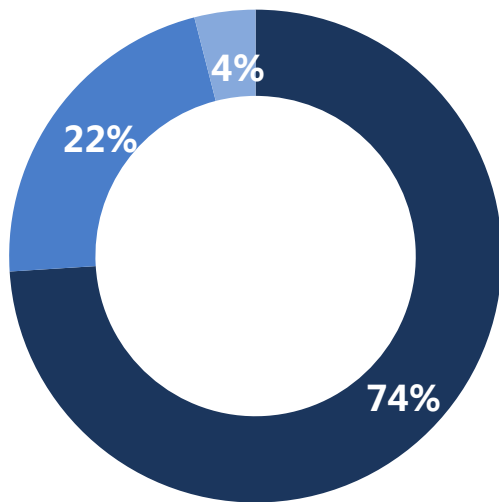
Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction amongst Conservative supporters)

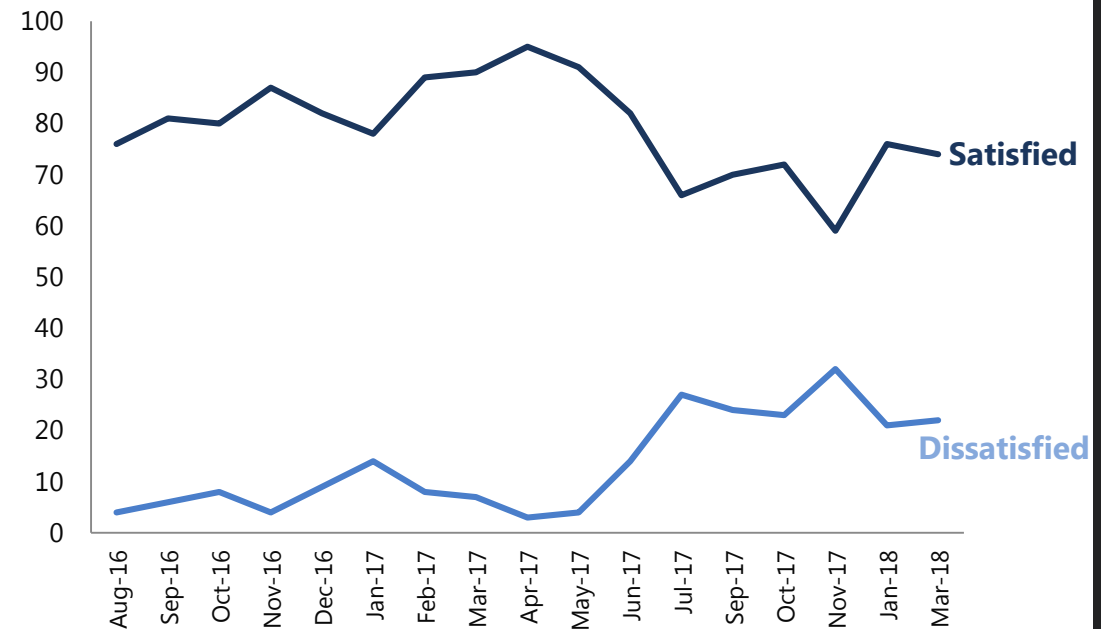
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

March 2018



SATISFIED	74%
DISSATISFIED	22%
DON'T KNOW	4%
Net = +52	

August 2016 – March 2018



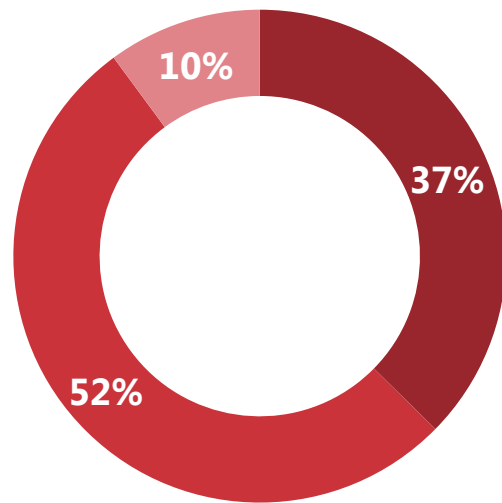
Base: 386 Conservative supporters 18+ , 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

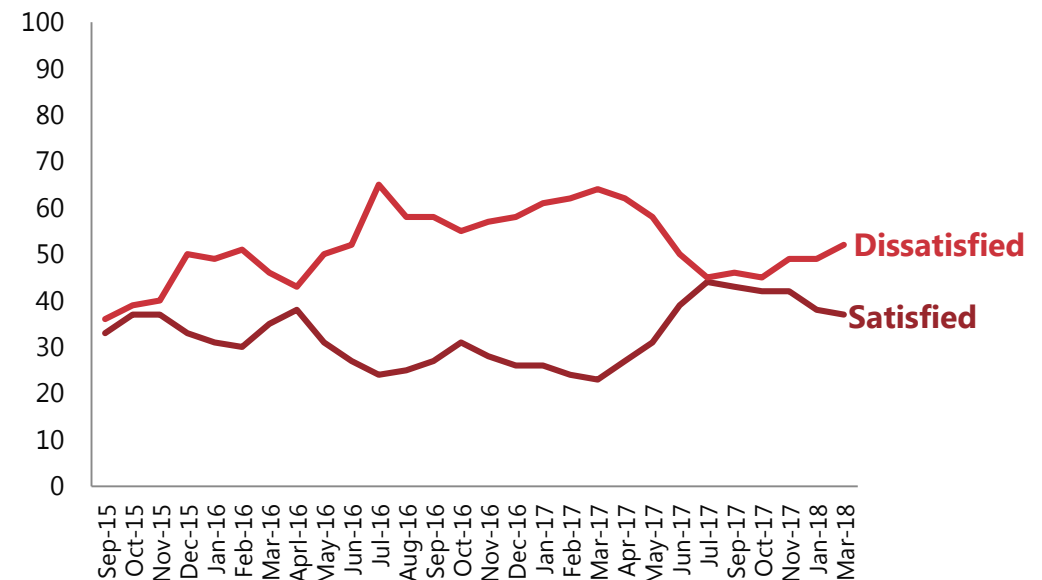
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

March 2018



SATISFIED	37%
DISSATISFIED	52%
DON'T KNOW	10%
Net = -15	

September 2015 – March 2018



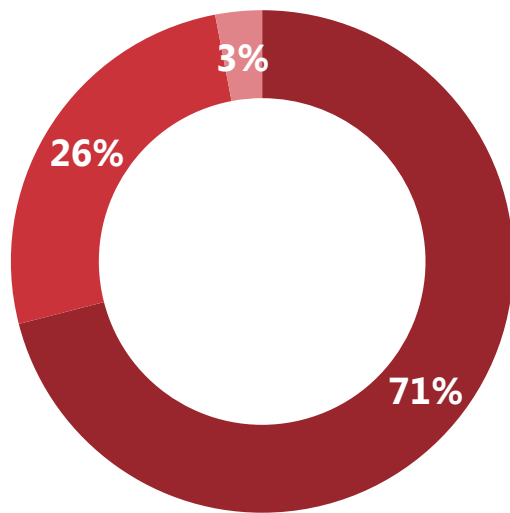
Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction amongst Labour supporters)

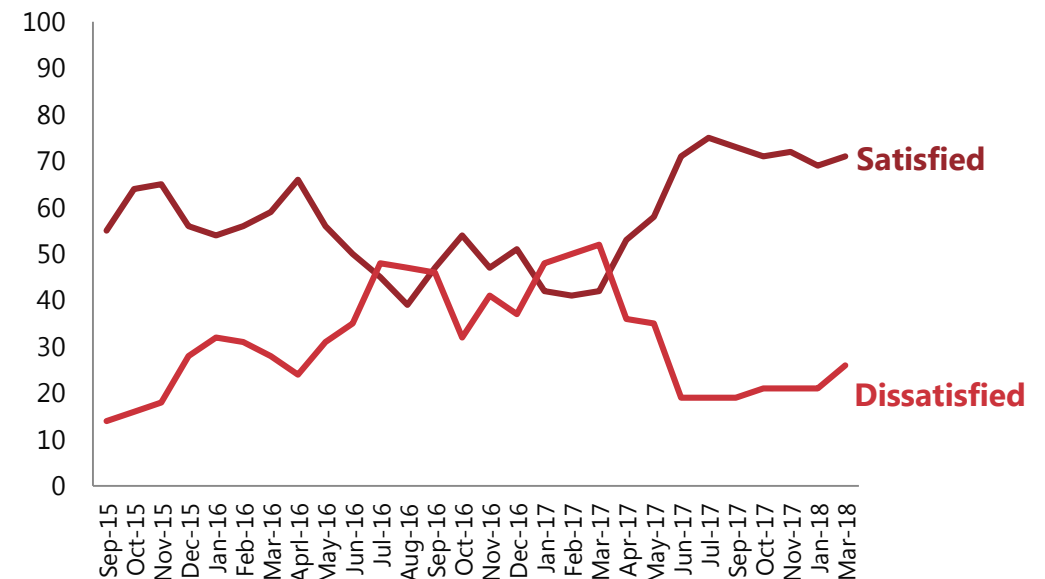
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

March 2018



SATISFIED	71%
DISSATISFIED	26%
DON'T KNOW	3%
Net = +45	

September 2015 – March 2018



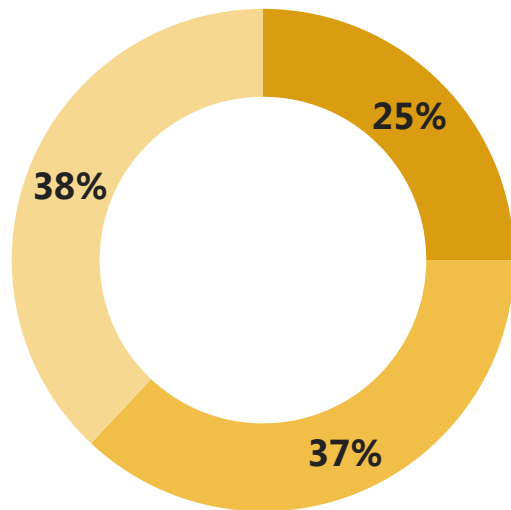
Base: 318 Labour supporters 18+ , 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Vince Cable (satisfaction)

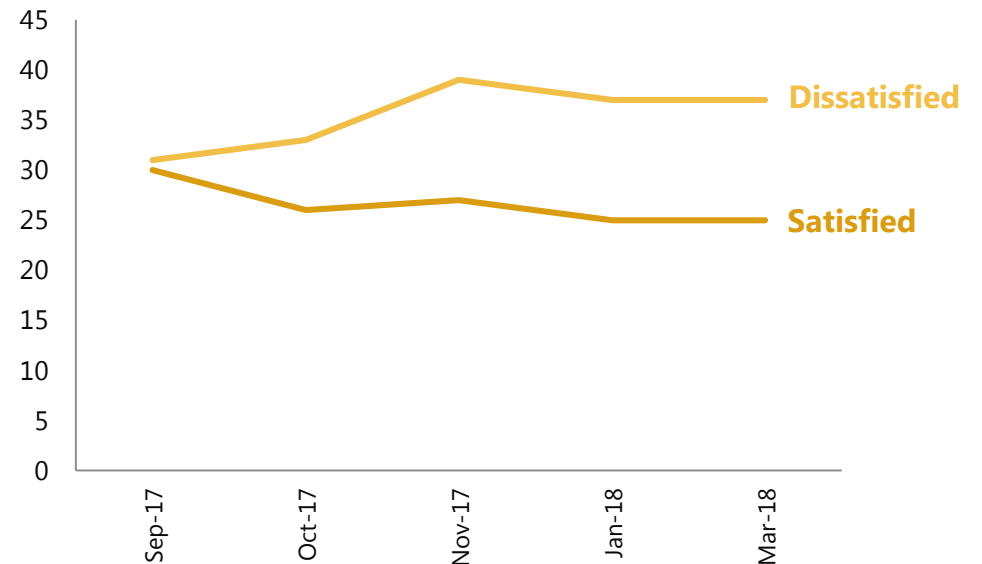
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY VINCE CABLE IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

March 2018



SATISFIED	25%
DISSATISFIED	37%
DON'T KNOW	38%
Net = -12	

September 2017 – March 2018



Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

March 2018

ECONOMIC OPTIMISM

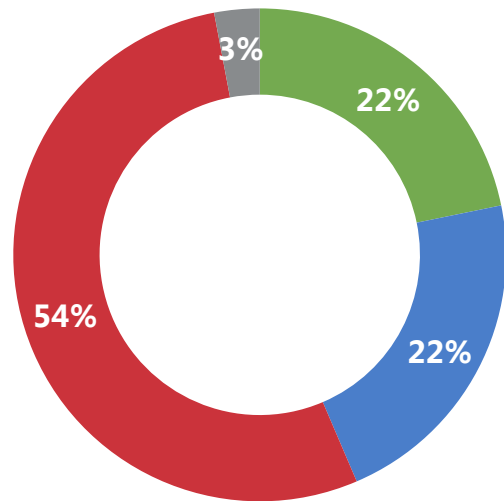


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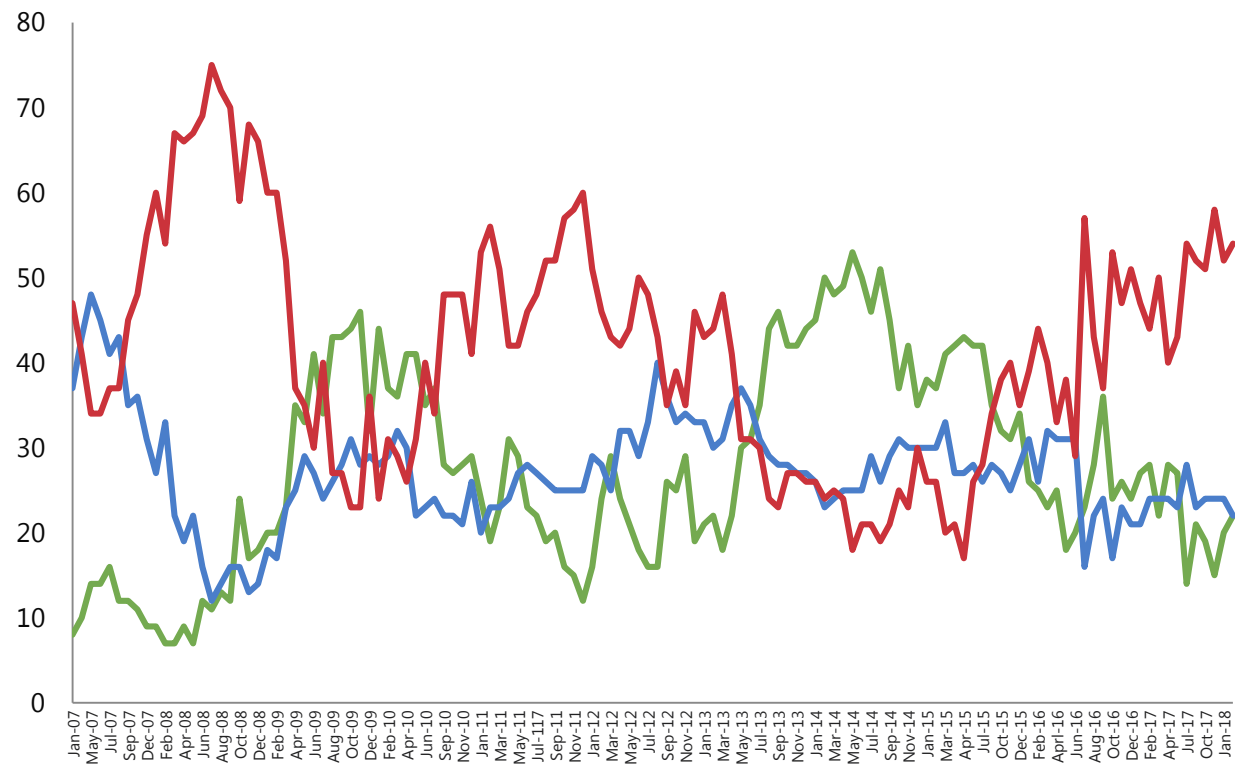
Economic Optimism Index

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

March 2018



IMPROVE	22%
STAY THE SAME	22%
GET WORSE	54%
DON'T KNOW	3%
EOI = -32	

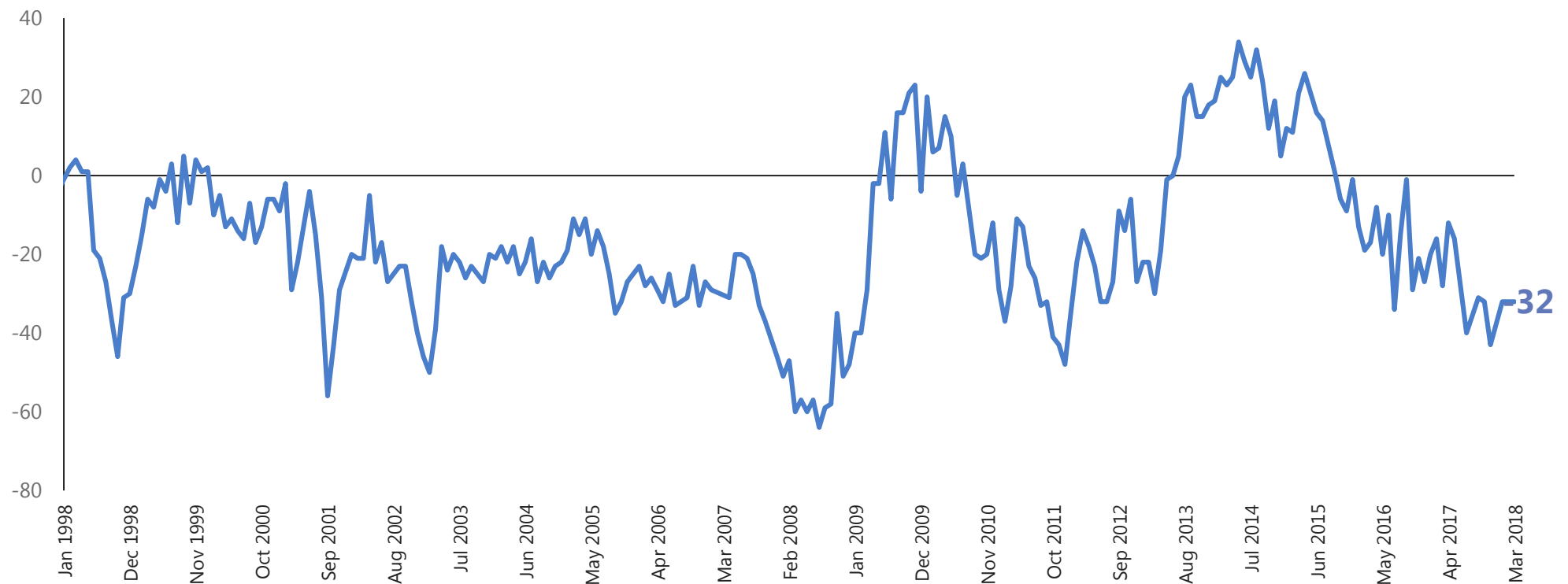


Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Consistent levels of economic pessimism since July 2017

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



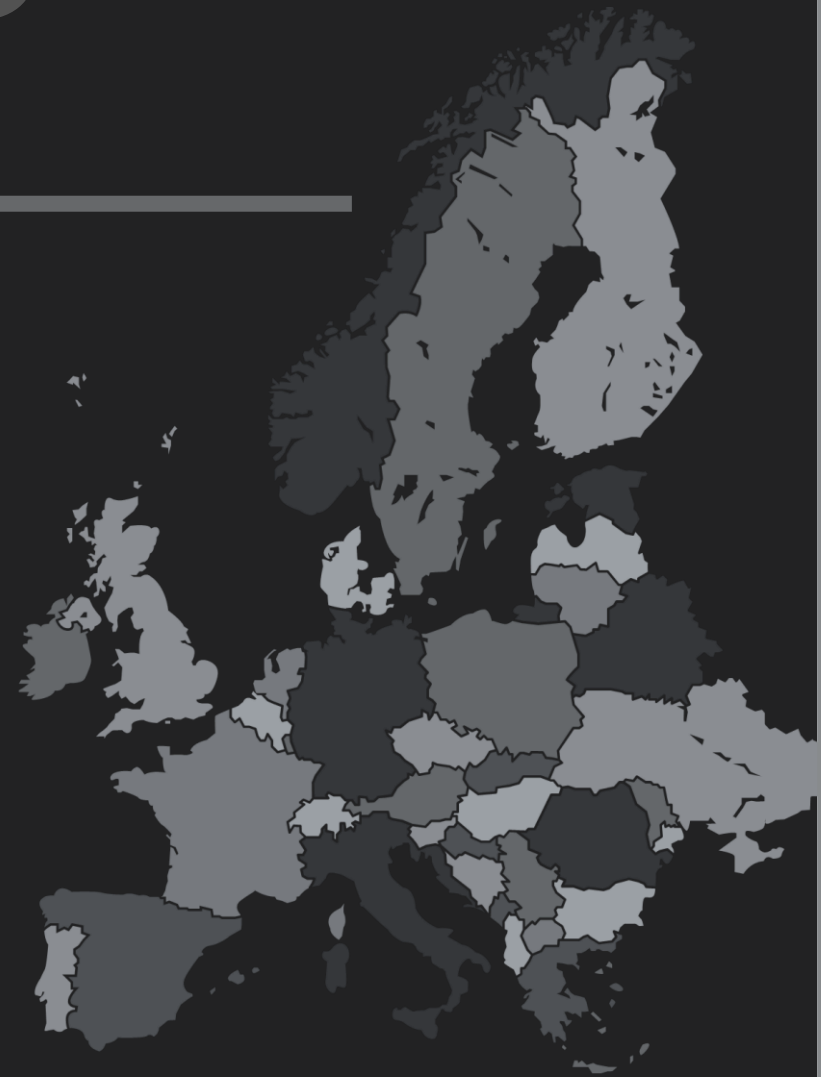
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



March 2018

Brexit



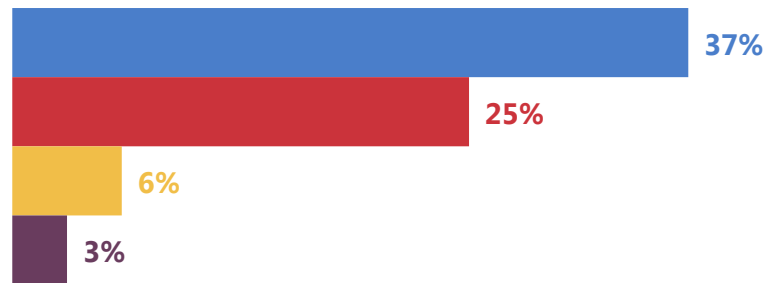
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Party with the best policies on handling Brexit

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?

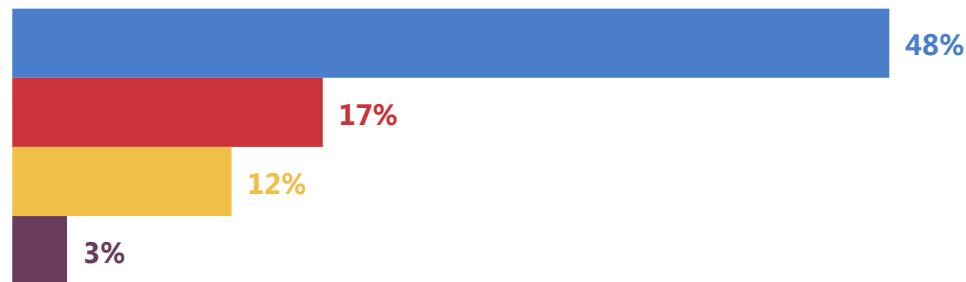
Conservative lead

March 2018



+12

April 2017



+31

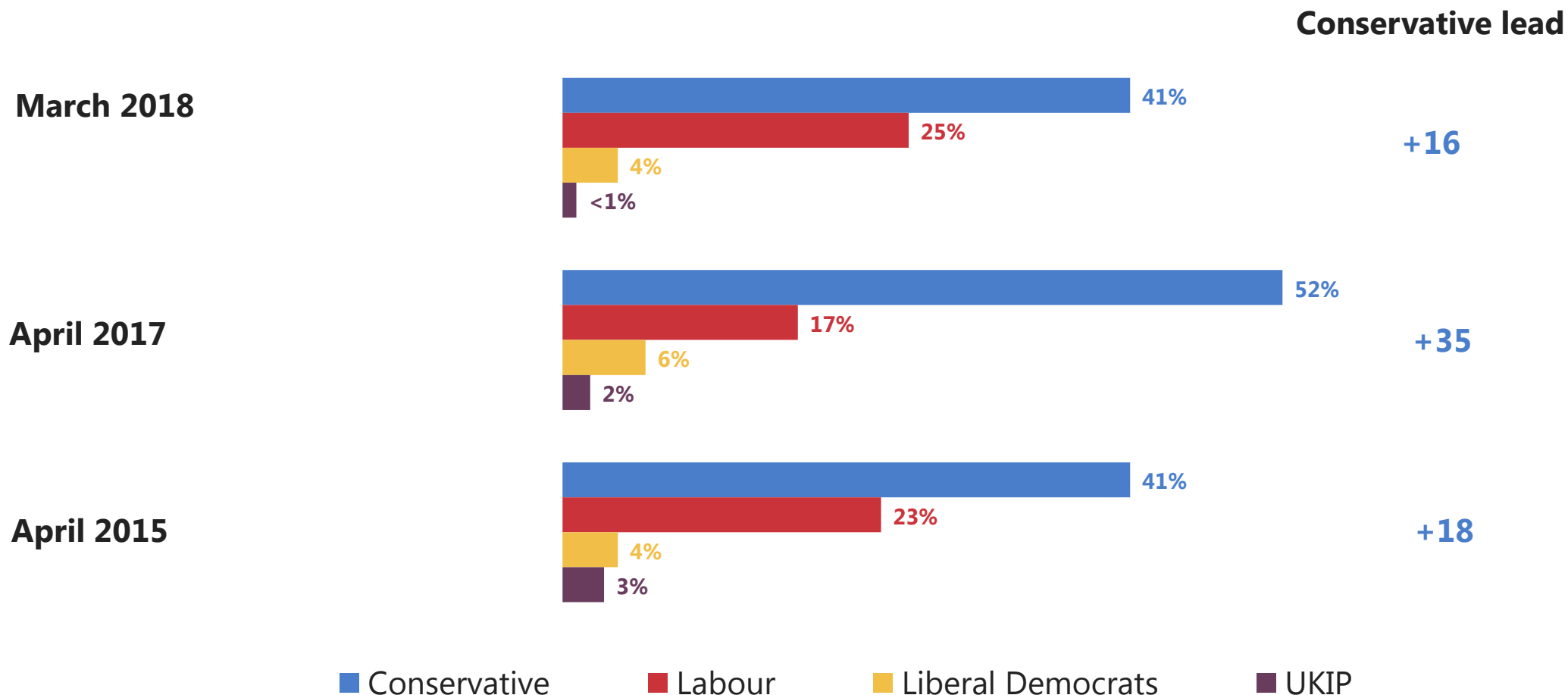
■ Conservative ■ Labour ■ Liberal Democrats ■ UKIP

Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Party with the best policies on managing the economy

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON MANAGING THE ECONOMY: THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

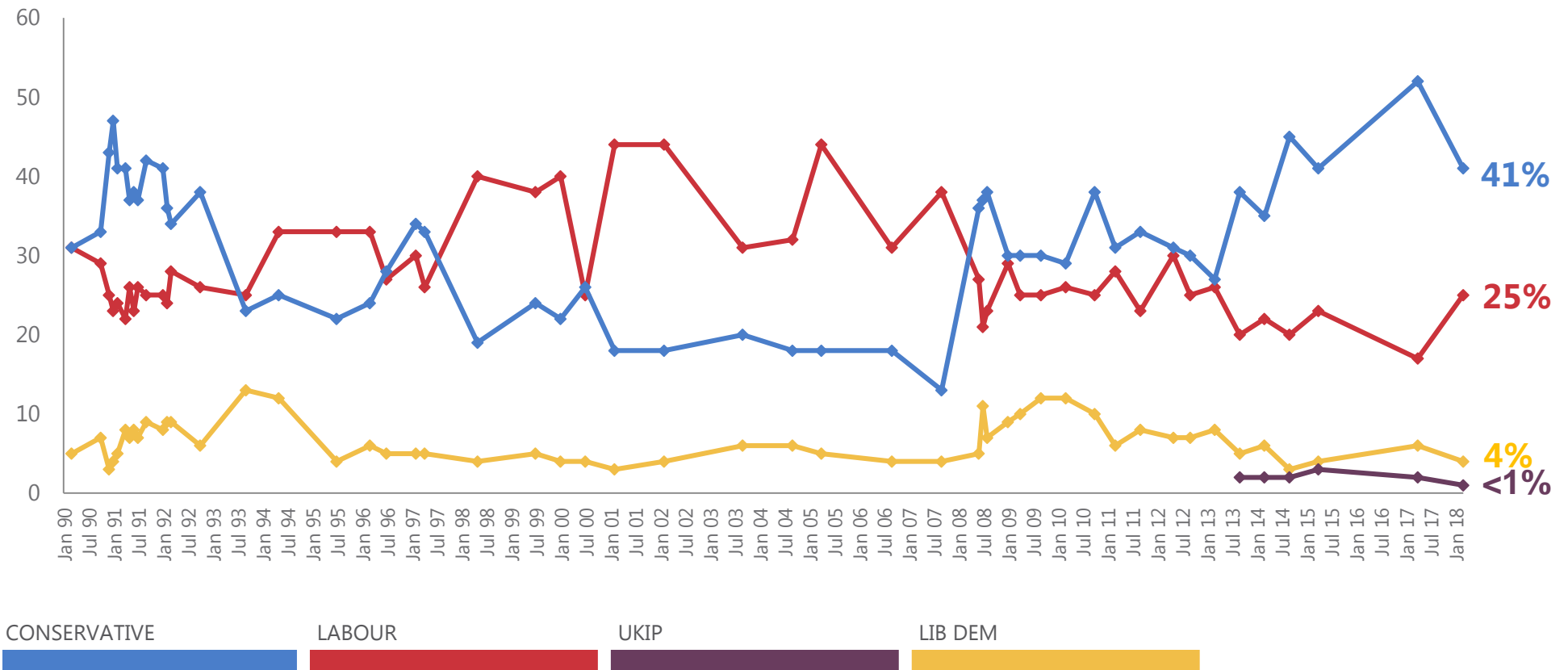


Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Party with the best policies on managing the economy 1990-2018

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON MANAGING THE ECONOMY, THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



Base: c.1,000 British adults each month

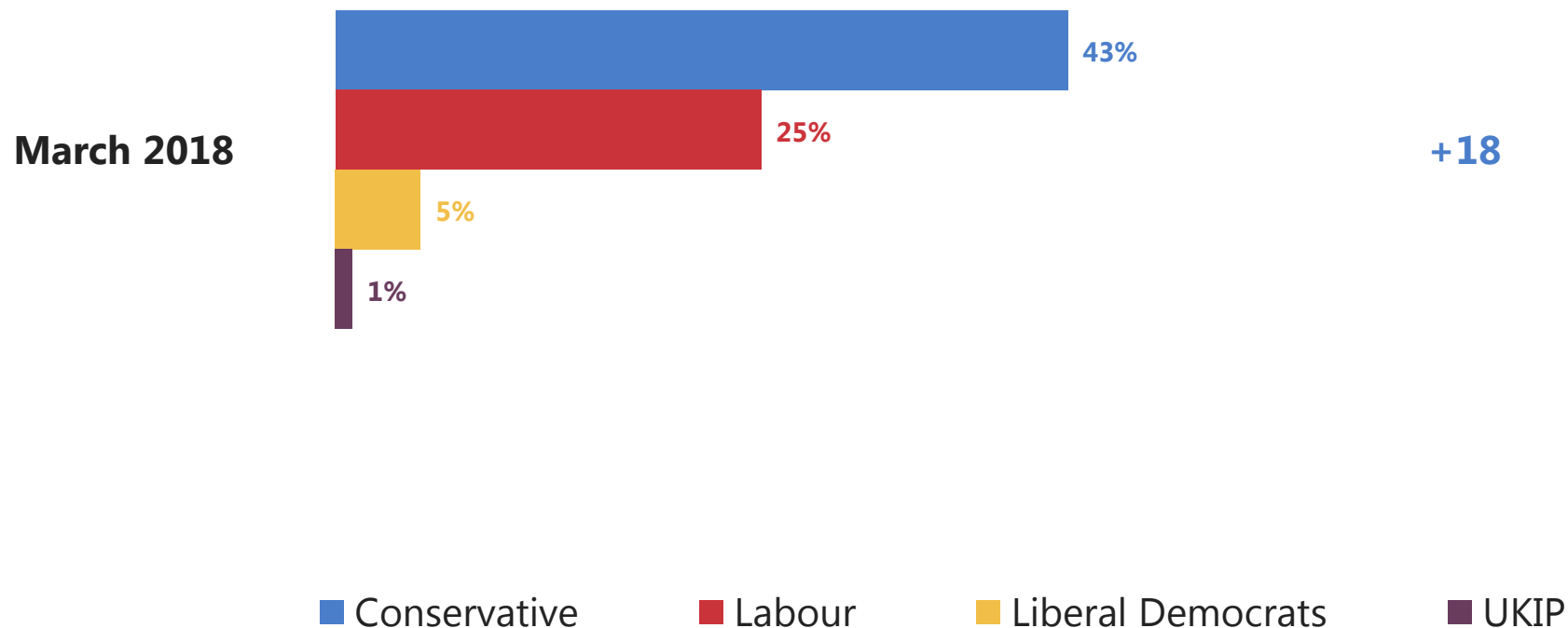
Source: Ipsos MORI Political Monitor



Party with the best policies for Britain's businesses

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES FOR BRITAIN'S BUSINESSES THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

Conservative lead

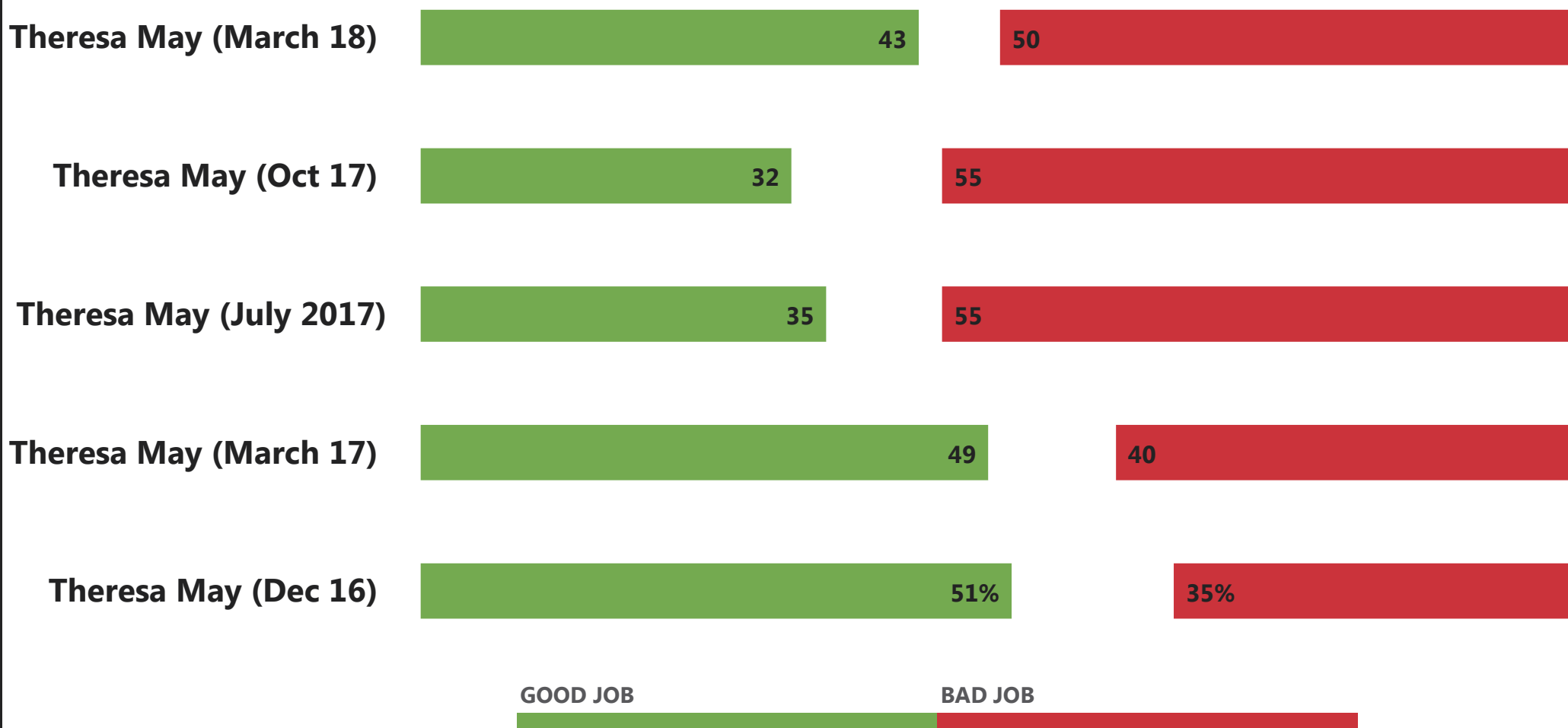


Base: 1,012 British adults 18+ 2nd March – 7th March 2018

Source: Ipsos MORI Political Monitor

Theresa May's handling of Britain's exit from the European Union

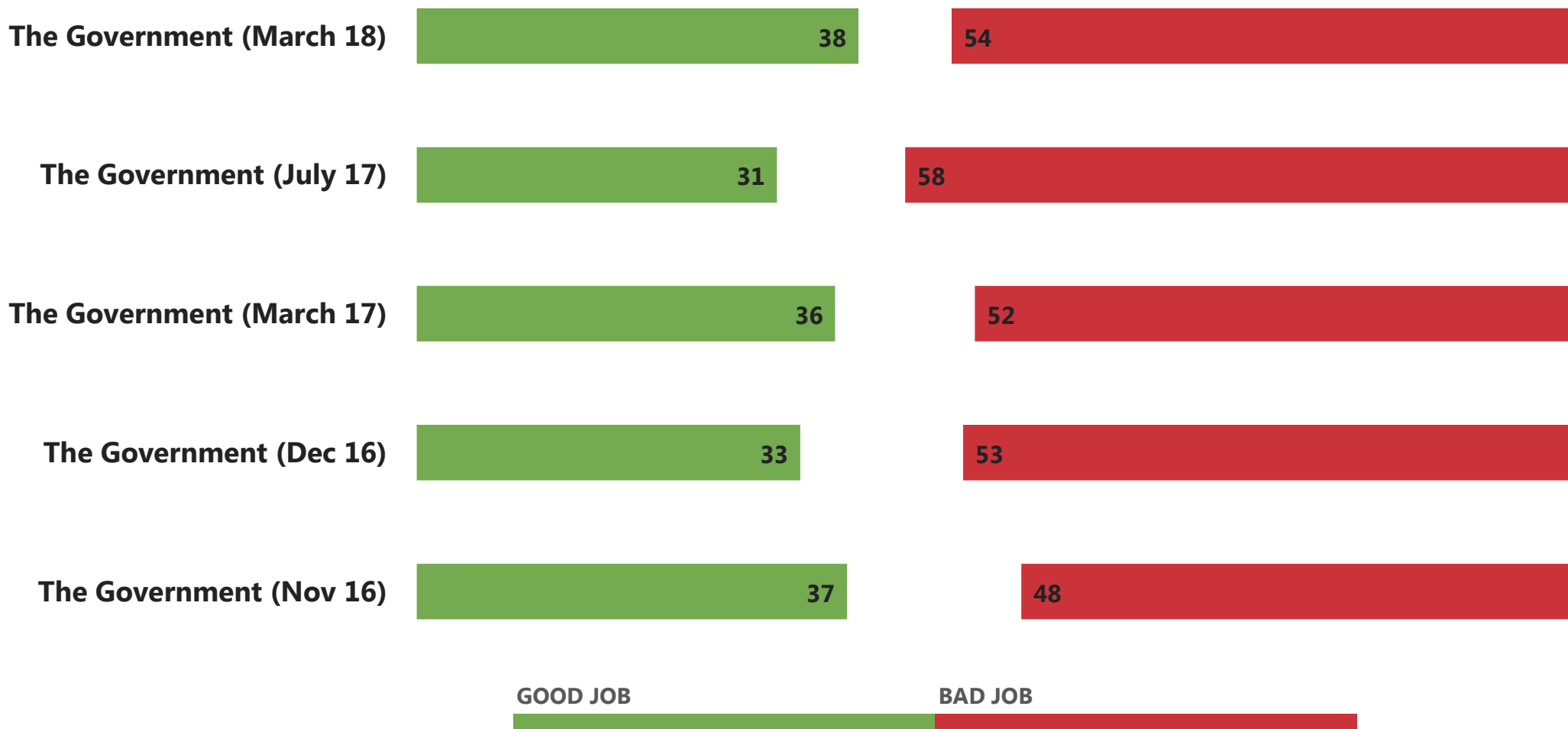
DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION



Base: c.1,000 British adults each month

The Government's handling of Britain's exit from the European Union

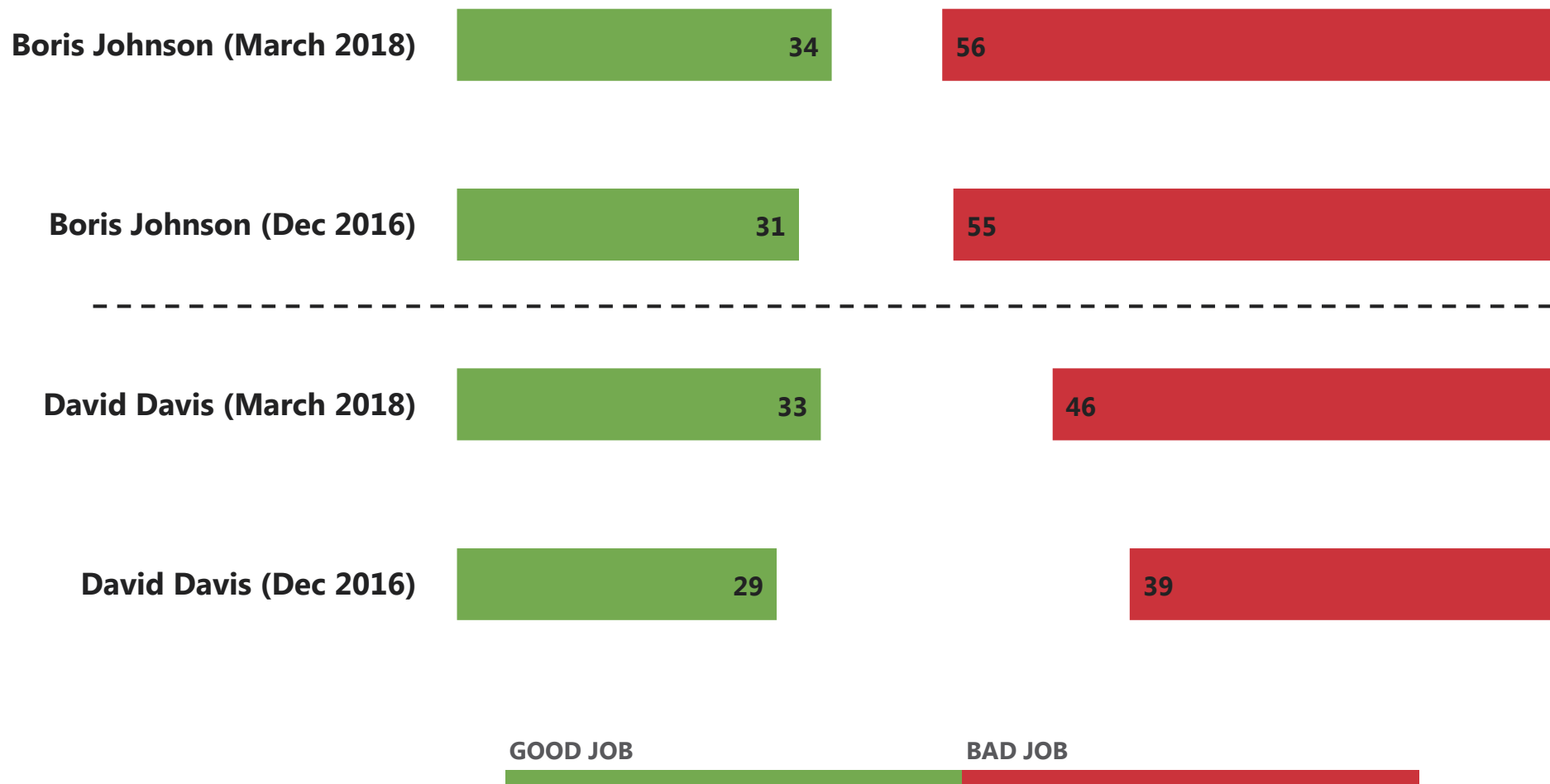
DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION



Base: c.1,000 British adults each month

Boris Johnson and David Davis' handling of Britain's exit from the European Union

DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION



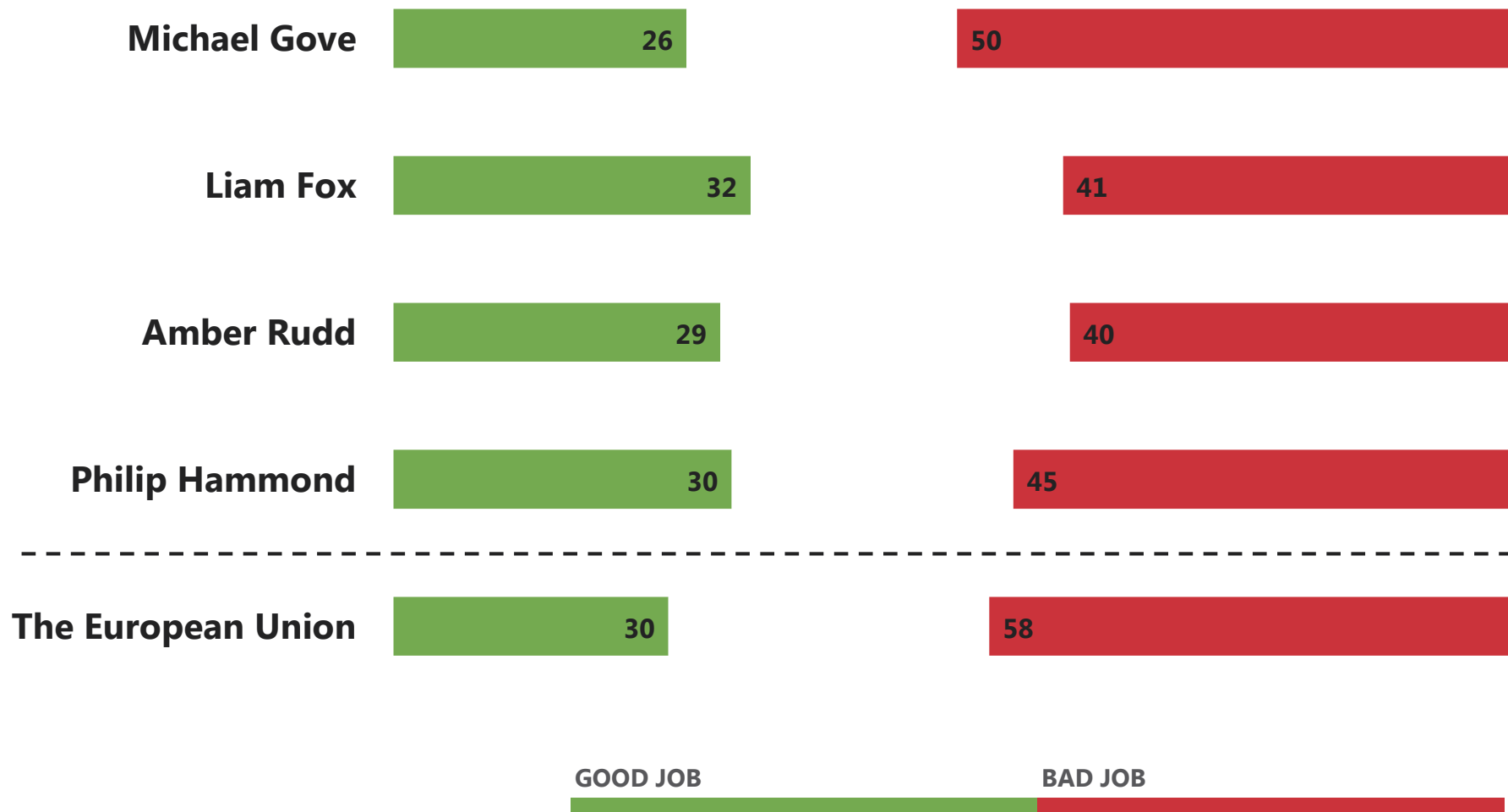
Base: c.1,000 British adults each month



Source: Ipsos MORI Political Monitor

Members of the cabinet and the EU's handling of Britain's exit from the European Union

DO YOU THINK EACH OF THE FOLLOWING HAS DONE A GOOD JOB OR A BAD JOB AT HANDLING BRITAIN'S EXIT FROM THE EUROPEAN UNION



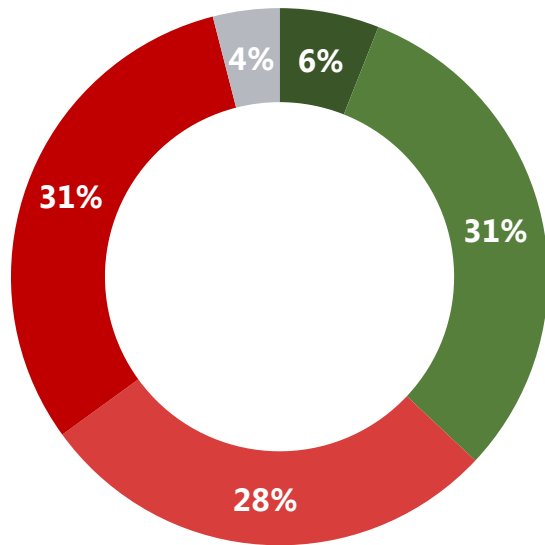
Base: c.1,000 British adults each month

May vs. Corbyn in confidence to get Britain a good deal from Brexit negotiations

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?

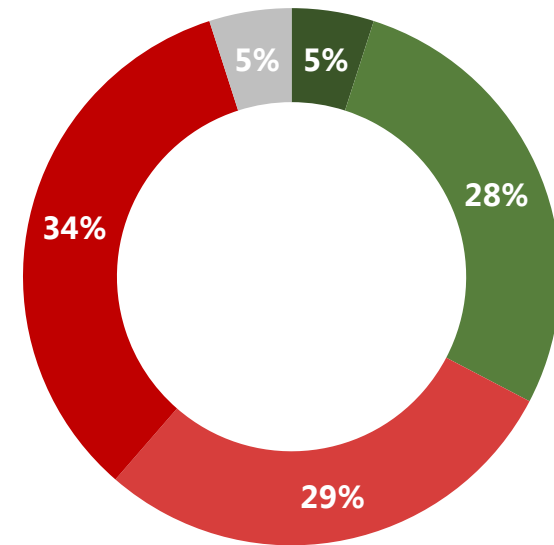
AND IF JEREMY CORBYN WAS PRIME MINISTER, HOW CONFIDENT, IF AT ALL, WOULD YOU BE THAT HE WOULD GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN UNION LEADERS?

Theresa May



- Very confident
- Fairly confident
- Not very confident
- Not confident at all
- Don't know

Jeremy Corbyn



- Very confident
- Fairly confident
- Not very confident
- Not confident at all
- Don't know

Base: 1,071 British adults 18+, 3rd – 8th March 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?

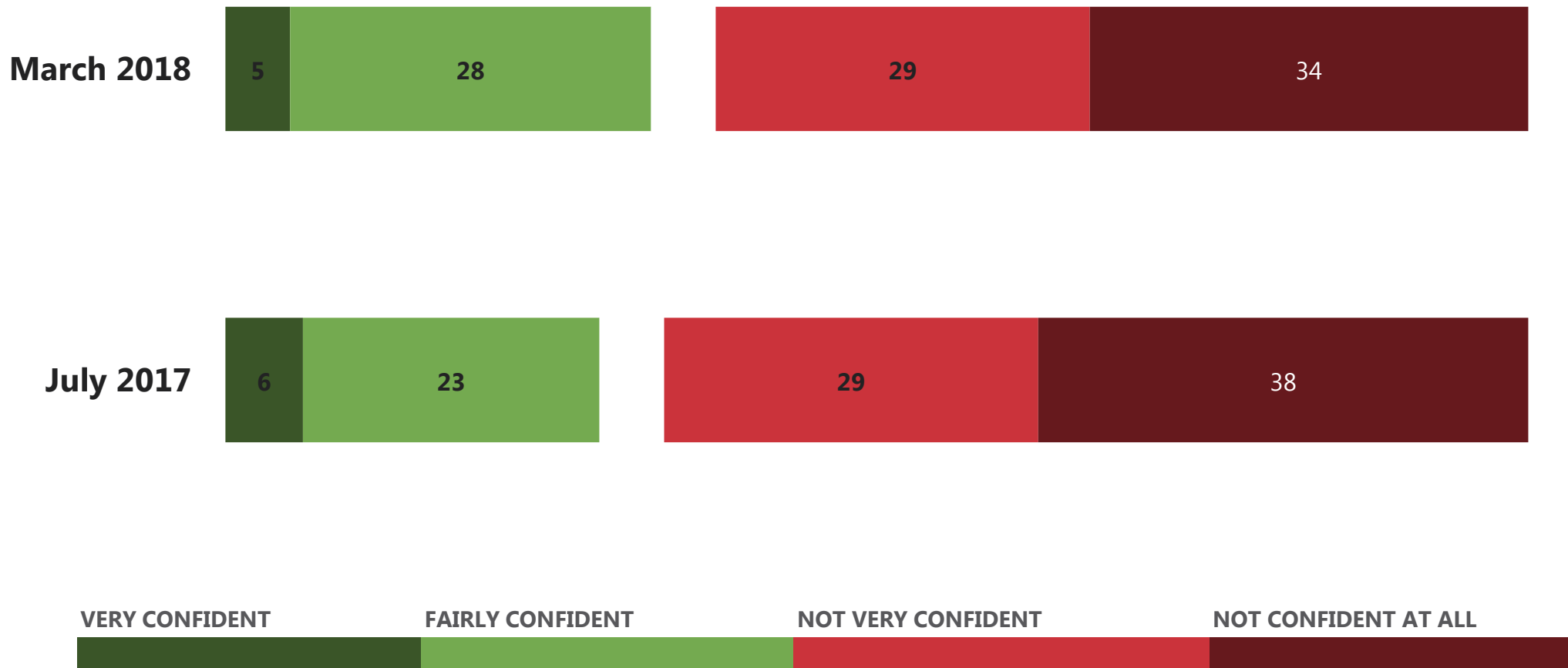


Base: 1,012 British adults 18+, 3rd – 8th March 2018

Source: Ipsos MORI Political Monitor

Confidence in Corbyn to get a good deal

AND IF JEREMY CORBYN WAS PRIME MINISTER, HOW CONFIDENT, IF AT ALL, WOULD YOU BE THAT HE WOULD GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN UNION LEADERS?



Base: 1,012 British adults 18+, 3rd – 8th March 2018

Source: Ipsos MORI Political Monitor

What's best for Britain's economy after Brexit

AND WHICH OF THE FOLLOWING DO YOU THINK WILL BE THE BEST FOR BRITAIN'S ECONOMY IN THE FIVE TO TEN YEARS AFTER BRITAIN LEAVES THE EUROPEAN UNION?

Maintaining free trade with the European Union, even if that means Britain won't be able to negotiate its own trade deals with countries outside the EU

36

Britain negotiating its own trade deals with countries outside the European Union, even if that means there will be barriers to trade with the EU

49

Base: 1,012 British adults 18+, 3rd – 8th March 2018

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