

Ipsos MORI March 2018 Political Monitor

Topline Results

9th March 2018

Fieldwork: 2nd – 7th March 2018

Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 2nd – 7th March 2018. 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 should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes 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). We continually review our methods, and may 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.±3-5% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is 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 (782)

	Q1a/b Mar %	Q1a/b Jan %
Conservative	43	39
Labour	42	42
Liberal Democrats (Lib Dem)	6	9
Scottish/Welsh Nationalist	5	4
Green Party	2	2
UK Independence Party	2	3
Other	*	1
Conservative lead (±%)	+1	-3
<i>Would not vote</i>	*	*
<i>Undecided</i>	5	5
<i>Refused</i>	2	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 however, there have been differing turnout levels among the supporters of the various parties.

Q1a **How do you intend to vote in the General Election? Will you vote...?**
IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

	%
Conservative	41
Labour	41
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	4
Green Party	2
UK Independence Party	3
Other	1
Conservative lead (±%)	0
<i>Would not vote</i>	8
<i>Undecided</i>	8
<i>Refused</i>	1

Certainty of voting

- Q2 And how likely would you be to vote in the 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	70
9	3
8	6
7	3
6	2
5	5
4	2
3	1
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 Theresa May is doing her 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 Vince Cable is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Mar '18	30	62	9	-32
<i>Jan '18</i>	28	64	9	-36
May (Q4) Mar '18	41	52	7	-11
<i>Jan '18</i>	38	55	8	-17
Corbyn (Q5) Mar '18	37	52	10	-15
<i>Jan '18</i>	38	49	14	-11
Cable (Q6) Mar '18	25	37	38	-12
<i>Jan '18</i>	25	37	39	-12

- Q3 **Are you satisfied or dissatisfied with the way the Government is running the country?**
- Q4 **Are you satisfied or dissatisfied with the way Theresa May is doing her 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?**

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

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) Mar '18	386	56	34	10	+22
<i>Jan '18</i>	405	58	35	7	+23
May (Q4) Mar '18	386	74	22	4	+52
<i>Jan '18</i>	405	76	21	3	+55
Corbyn (Q5) Mar '18	318	71	26	3	+45
<i>Jan '18</i>	336	69	21	10	+48

Economic Optimism Index

- Q6 **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	January
	%	%
Improve	22	20
Stay the same	22	24
Get worse	54	52
Don't know	3	4
Ipsos MORI Economic Optimism Index (EOI)	-32	-32

Brexit

Q8 Which party do you think has the best policies on...[BELOW STATEMENT]... the Conservatives, Labour, Liberal Democrats or some other party?

		<i>Lab</i>	<i>Cons</i>	<i>Lib Dems</i>	<i>UKIP</i>	<i>SNP</i>	<i>Other</i>	<i>None</i>	Don't know
Handling Britain's future relationship with the European Union	Mar '18	25	37	6	3	1	4	8	15
	<i>Apr '17</i>	17	48	12	3	-	4	3	13
Managing the economy	Mar '18	25	41	4	*	1	5	7	16
	<i>Apr '17</i>	17	52	6	2	-	2	6	14
	<i>Apr '15</i>	23	41	4	3	-	7	6	16
For Britain's businesses	Mar '18	25	43	5	1	*	4	4	17

Q9 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?

	Good job	Bad job	Don't know
	%	%	%
The Government (Mar '18)	38	54	8
<i>Jul '17</i>	31	58	11
<i>Mar '17</i>	36	52	12
<i>Dec '16</i>	33	53	14
<i>Nov '16</i>	37	48	15
Theresa May (Mar '18)	43	50	7
<i>Oct '17</i>	32	55	13
<i>Jul '17</i>	35	55	10
<i>Mar '17</i>	49	40	11
<i>Dec '16</i>	51	35	14
Boris Johnson (Mar '18)	34	56	10
<i>Dec '16</i>	31	55	14
David Davis (Mar '18)	33	46	21
<i>Dec '16</i>	29	39	32
Philip Hammond (Mar '18)	30	45	25
Michael Gove (Mar '18)	26	50	24
Liam Fox (Mar '18)	32	41	28
Amber Rudd (Mar '18)	29	40	31
The European Union (Mar '18)	30	58	12

Q10 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?

	Very confident %	Fairly confident %	Not very confident %	Not confident at all %	Don't know %	Confident %	Not confident %
Mar '18	6	31	28	31	4	37	59
<i>Oct '17</i>	<i>5</i>	<i>30</i>	<i>31</i>	<i>29</i>	<i>4</i>	<i>35</i>	<i>60</i>
<i>Jul '17</i>	<i>6</i>	<i>30</i>	<i>31</i>	<i>29</i>	<i>3</i>	<i>36</i>	<i>60</i>
<i>Mar '17</i>	<i>11</i>	<i>33</i>	<i>28</i>	<i>23</i>	<i>5</i>	<i>44</i>	<i>51</i>

Q11 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?

	Very confident %	Fairly confident %	Not very confident %	Not confident at all %	Don't know %	Confident %	Not confident %
Mar '18	5	28	29	34	5	33	63
<i>Jul '17</i>	<i>6</i>	<i>23</i>	<i>29</i>	<i>38</i>	<i>5</i>	<i>29</i>	<i>67</i>

Q12 And which of the following do you think will be 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
Both	2
Neither	3
Don't know	9