



Ipsos MORI

POLITICAL MONITOR

January
2018



January 2018

VOTING INTENTIONS

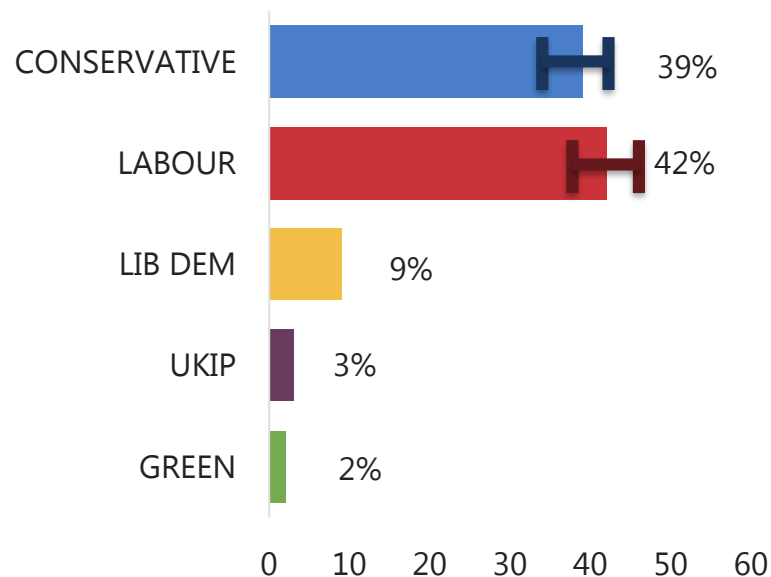


Ipsos MORI

Voting Intention

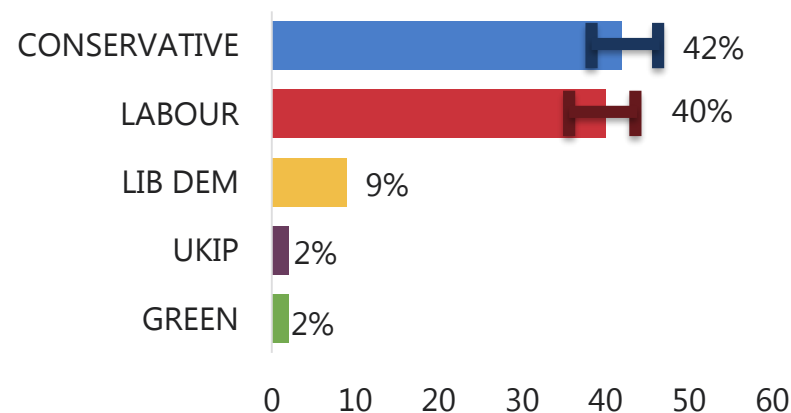
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = -3

ALL GIVING A VOTING INTENTION



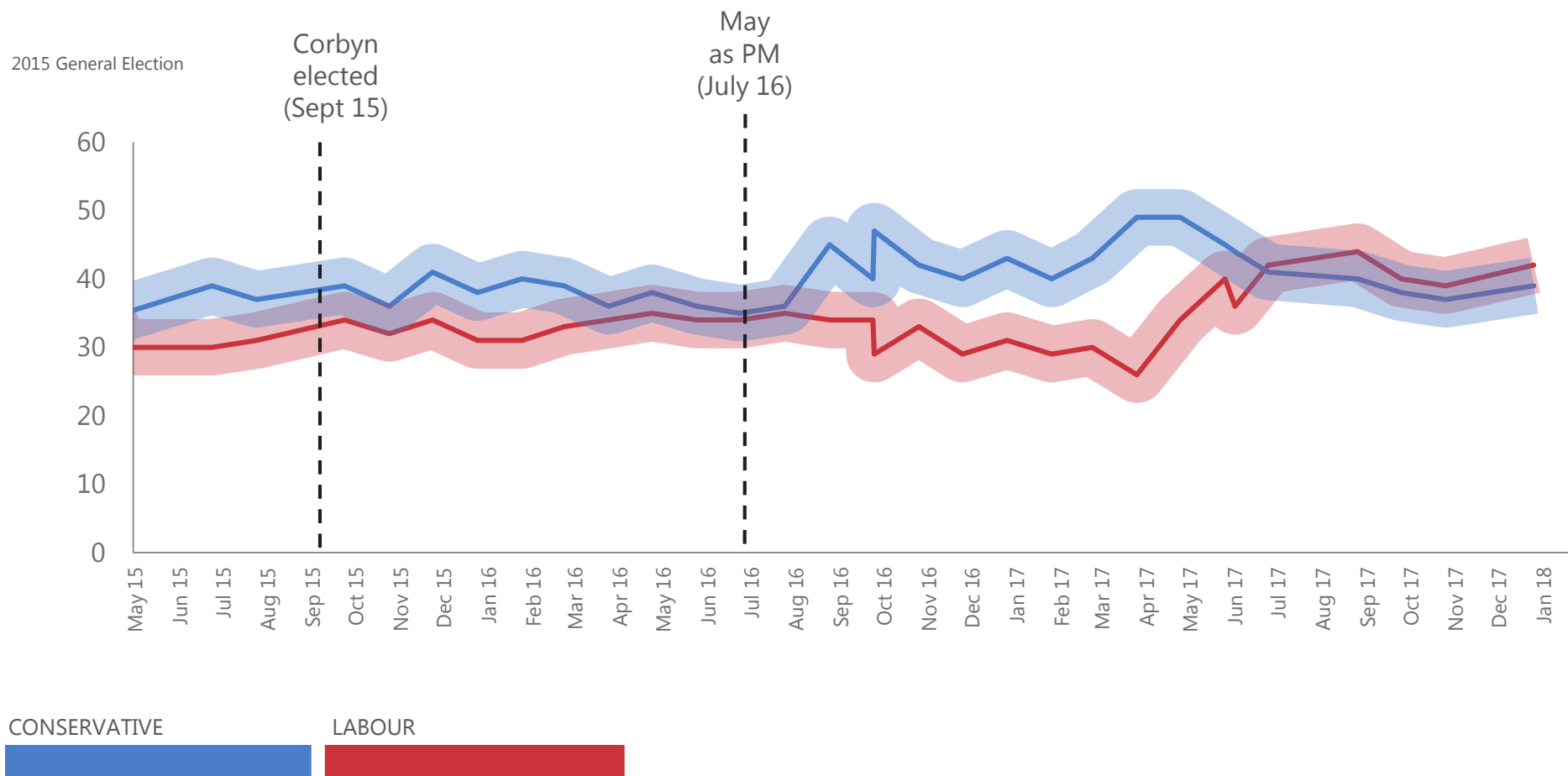
CONSERVATIVE LEAD = +2

Base: 1,031 British adults 18+, 19th January – 23rd January 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 817. 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?



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"

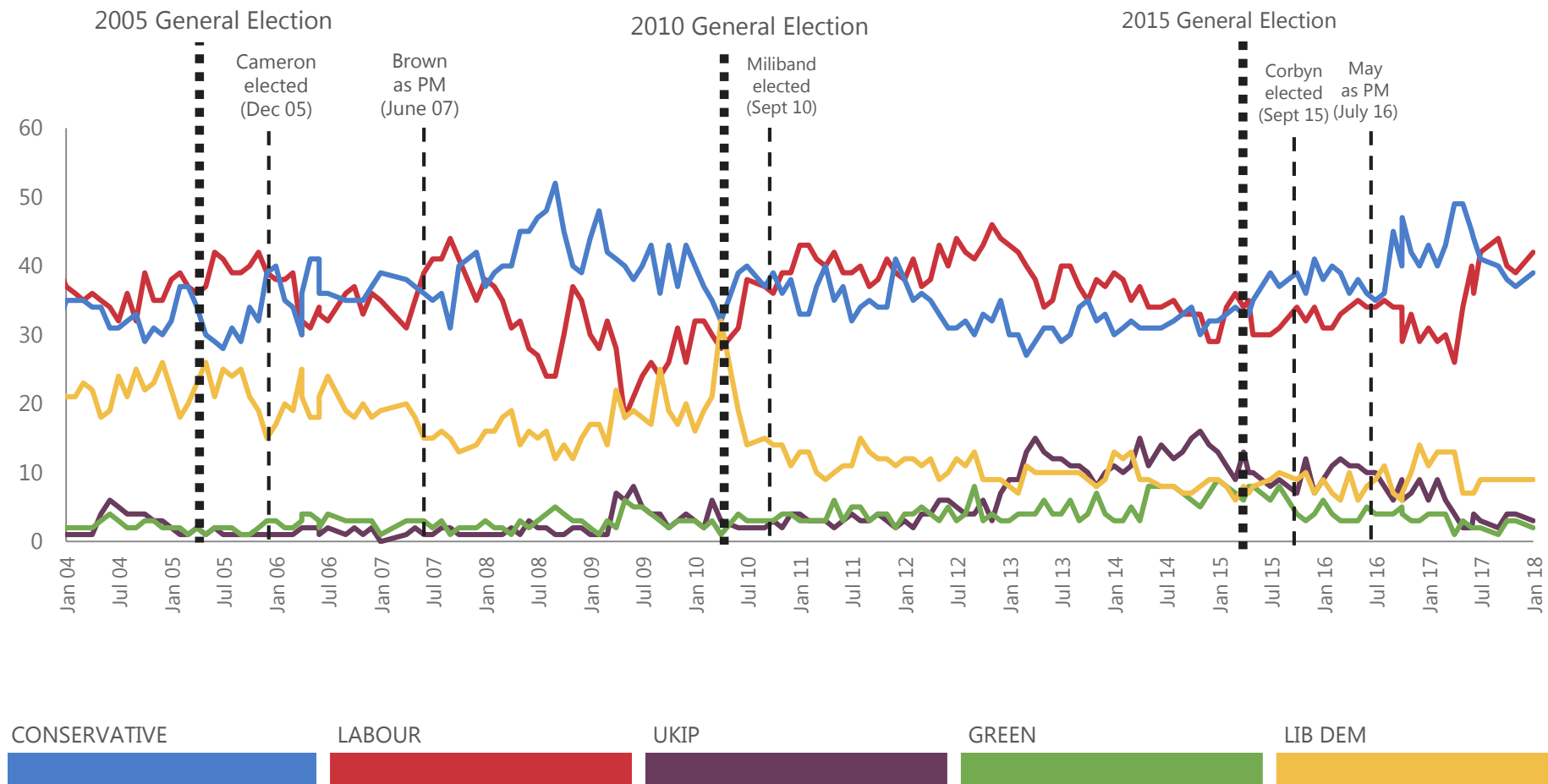
Source: Ipsos MORI Political Monitor



Ipsos MORI

Headline voting intention: January '04 – January '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

January 2018

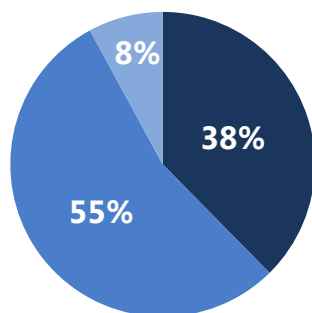
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



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?

Theresa May

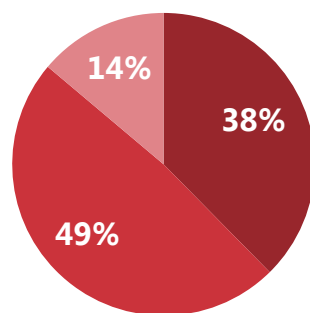


+5%
swing from November 2017

-17 Net

SATISFIED	38%
DISSATISFIED	55%

Jeremy Corbyn

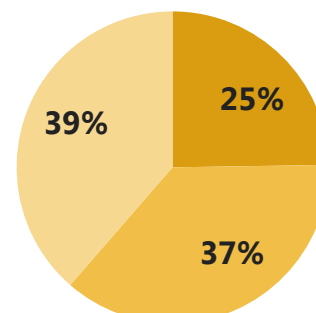


-2%
swing from November 2017

-11 Net

SATISFIED	38%
DISSATISFIED	49%

Vince Cable

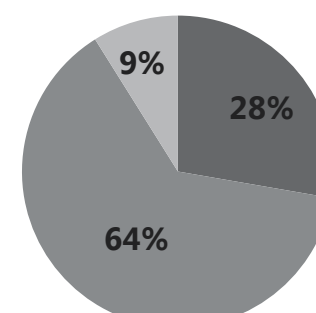


0%
swing from November 2017

-12 Net

SATISFIED	25%
DISSATISFIED	37%

The Government



+2.5%
swing from November 2017

-36 Net

SATISFIED	28%
DISSATISFIED	64%

Base: 1,031 British adults 18+ 19th January – 23rd January 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

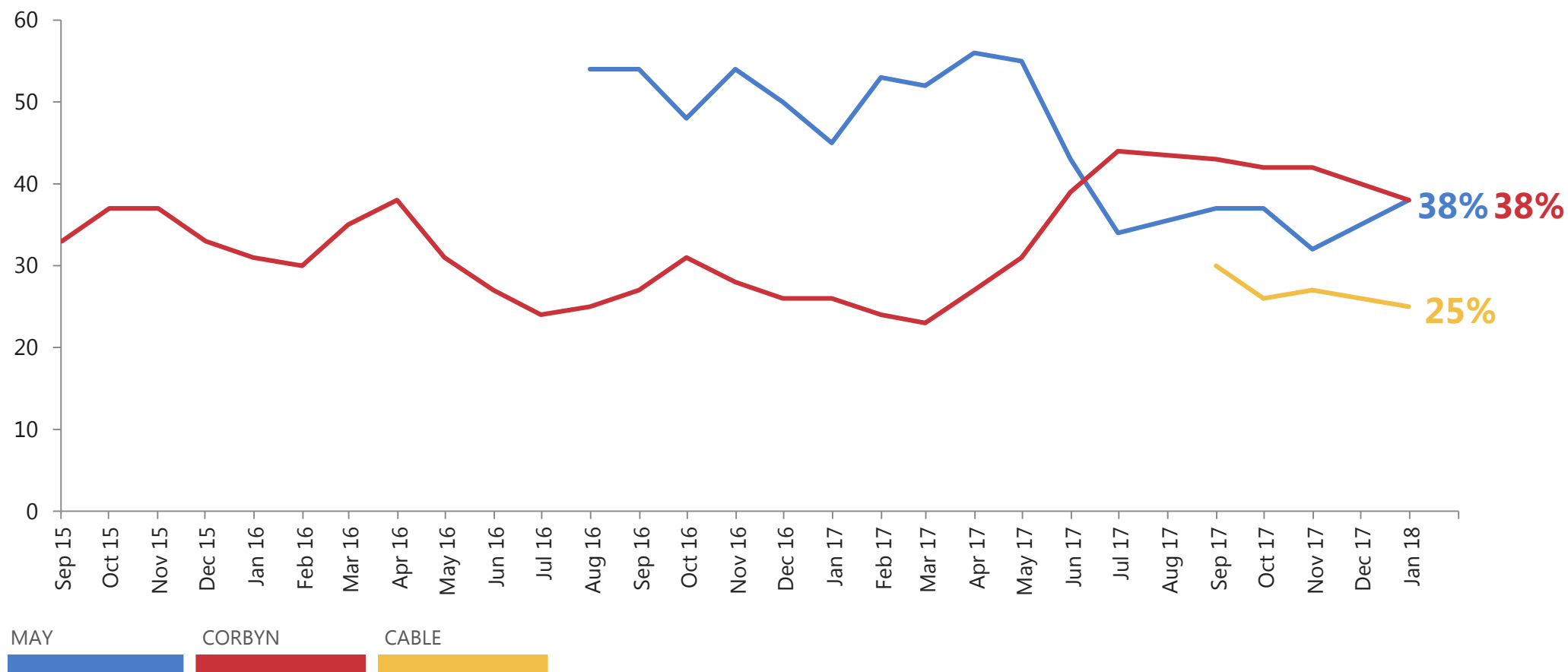
Source: Ipsos MORI Political Monitor



Ipsos MORI

Satisfaction with Party leaders Sept 2015 – Jan 2018

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

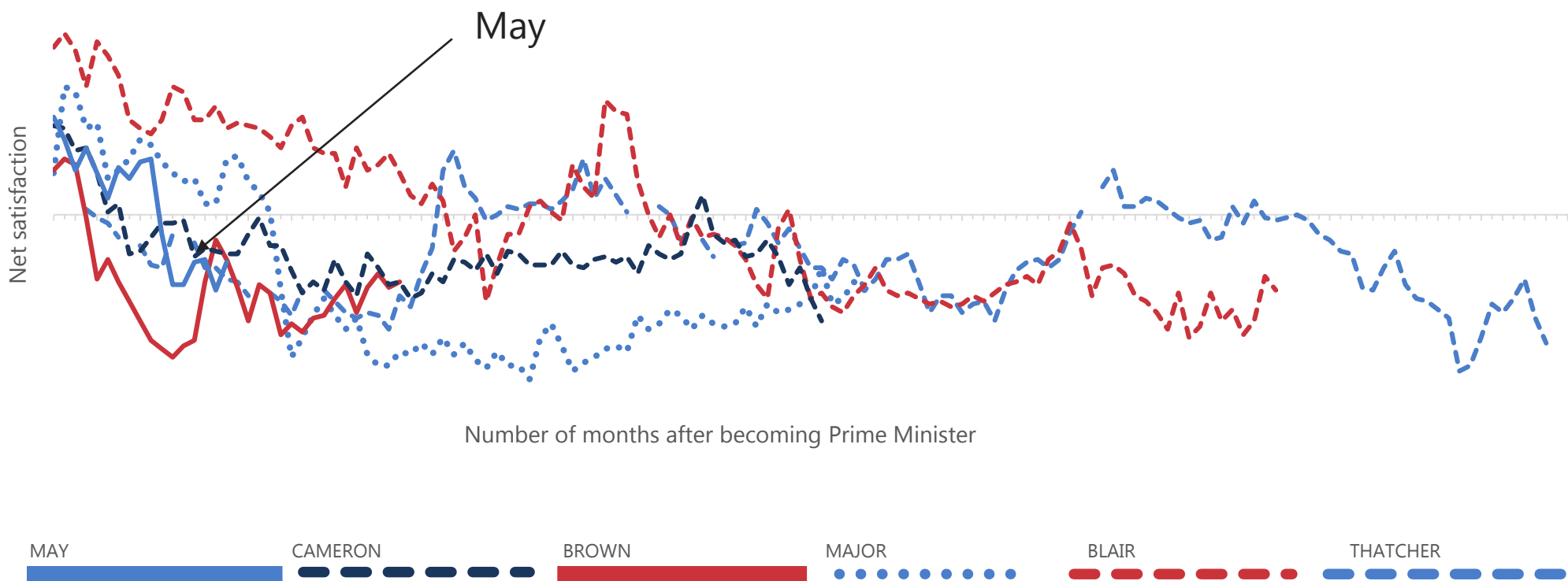


Base: c.1,000 British adults each month.

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

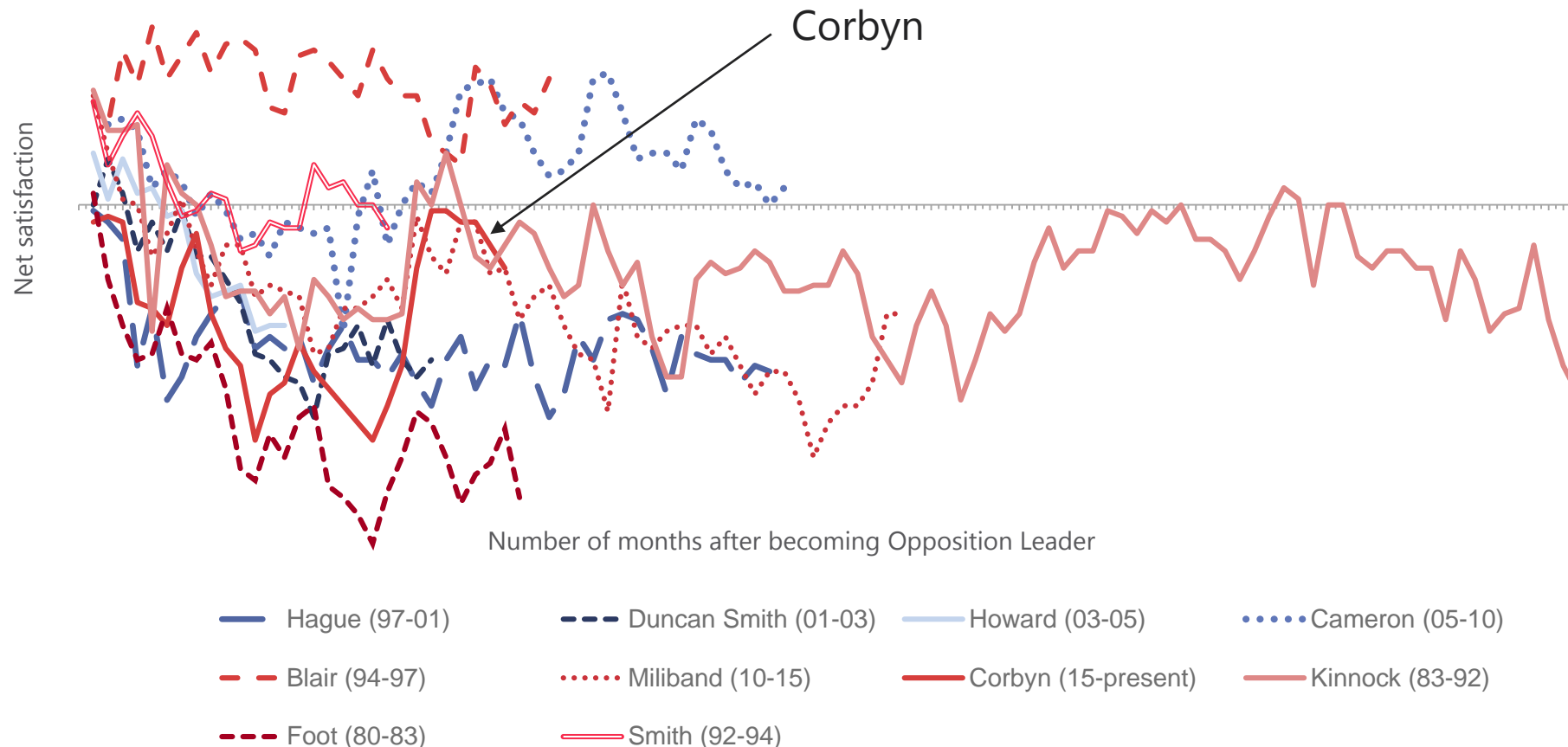
Source: Ipsos MORI Political Monitor



Ipsos MORI

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

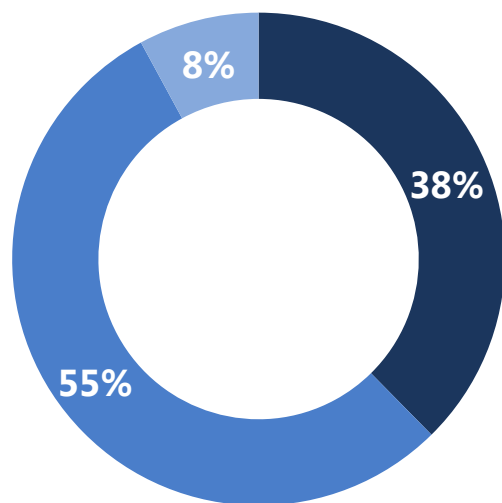


Ipsos MORI

Theresa May (satisfaction)

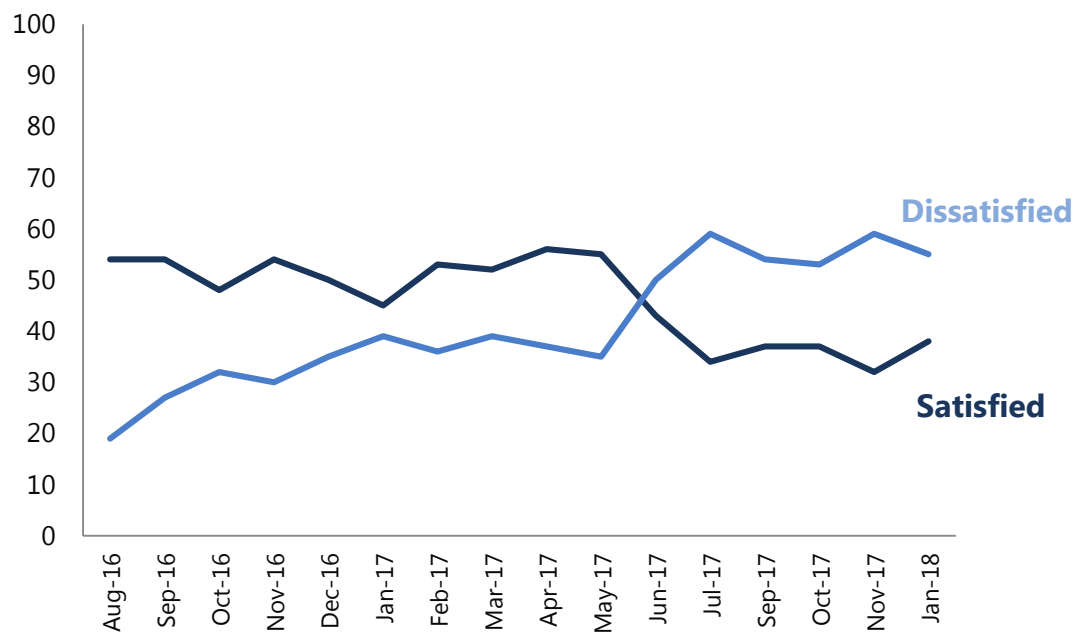
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

January 2018



SATISFIED	38%
DISSATISFIED	55%
DON'T KNOW	8%
Net = -17	

August 2016 – January 2018



Base: 1,031 British adults 18+ 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor

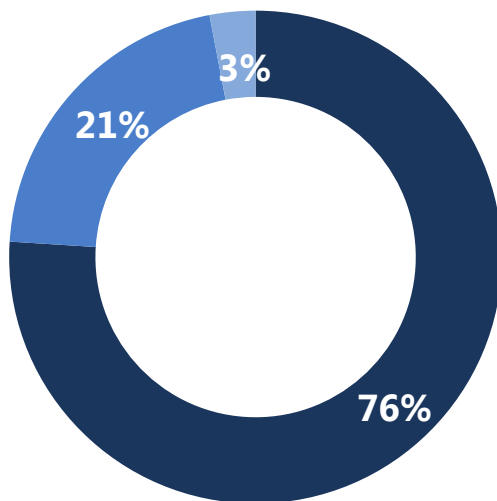


Ipsos MORI

Theresa May (satisfaction amongst Conservative supporters)

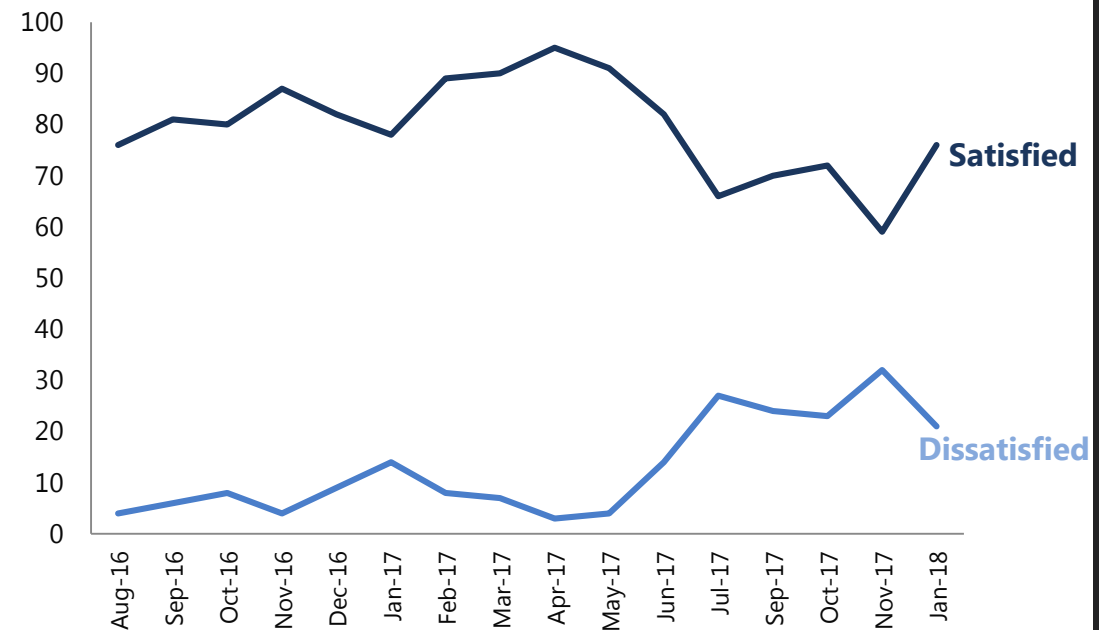
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

January 2018



SATISFIED	76%
DISSATISFIED	21%
DON'T KNOW	3%
Net = +55	

August 2016 – January 2018



Base: 405 Conservative supporters 18+ , 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor

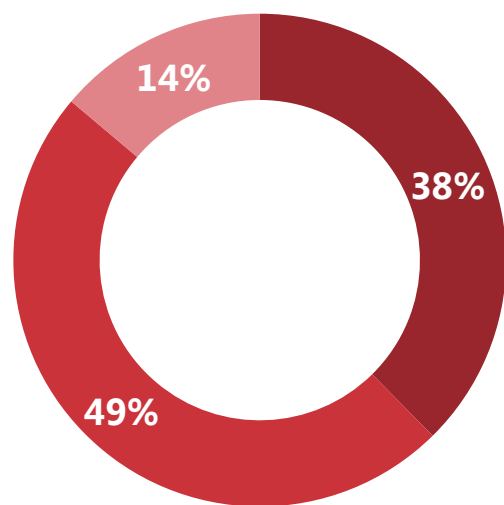


Ipsos MORI

Jeremy Corbyn (satisfaction)

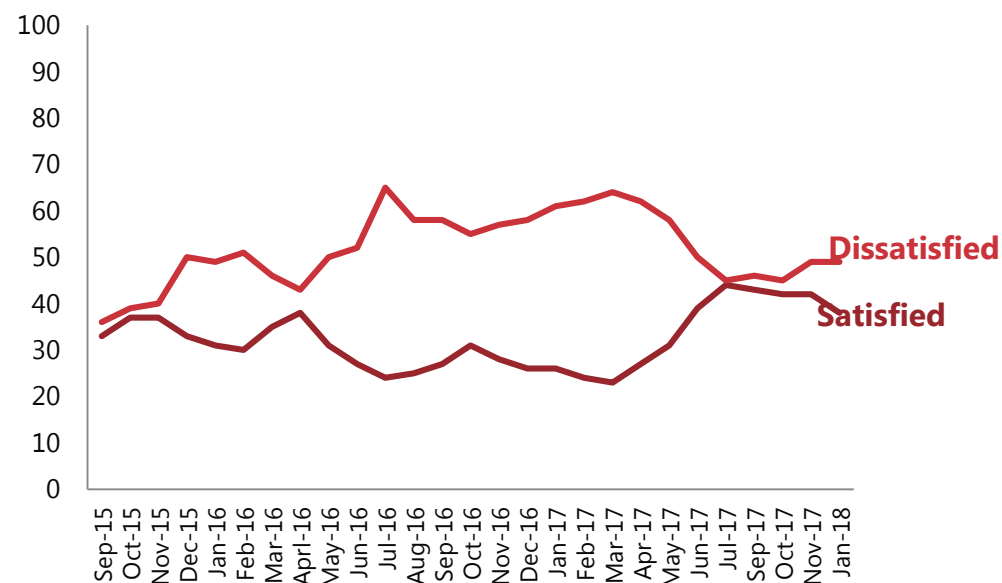
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

January 2018



SATISFIED	38%
DISSATISFIED	49%
DON'T KNOW	14%
Net = -11	

September 2015 – January 2018



Base: 1,031 British adults 18+ 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor

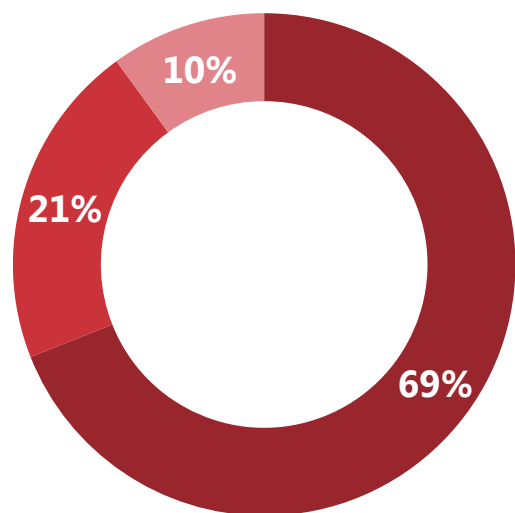


Ipsos MORI

Jeremy Corbyn (satisfaction amongst Labour supporters)

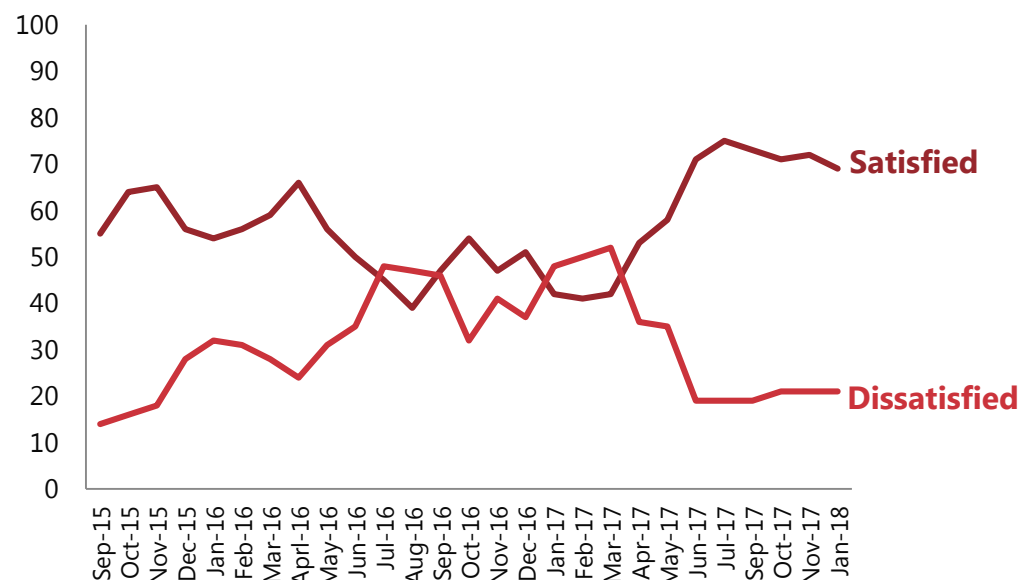
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

January 2018



SATISFIED	69%
DISSATISFIED	21%
DON'T KNOW	10%
Net = +48	

September 2015 – January 2018



Base: 336 Labour supporters 18+ , 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor

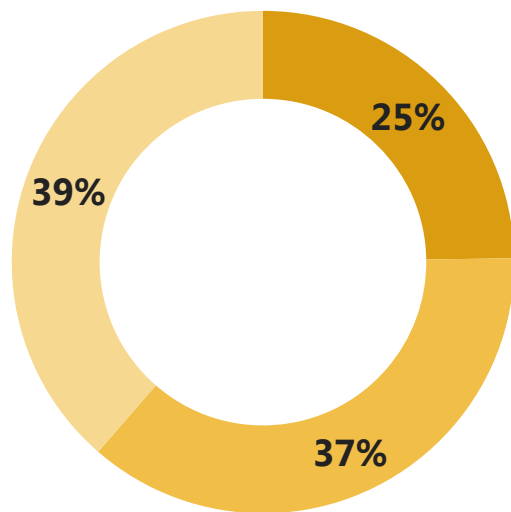


Ipsos MORI

Vince Cable (satisfaction)

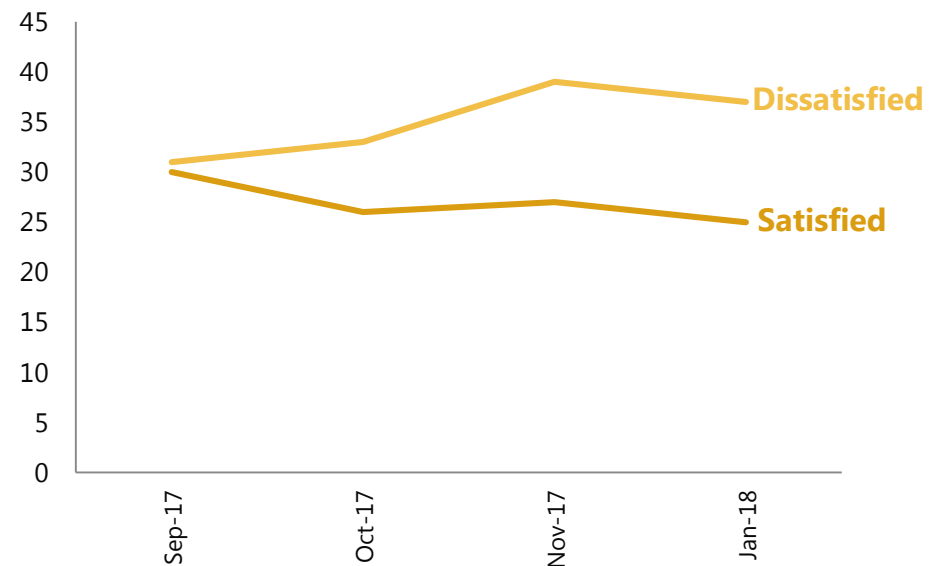
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY VINCE CABLE IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

January 2018



SATISFIED	25%
DISSATISFIED	37%
DON'T KNOW	39%
Net = -12	

September 2017 – January 2018



Base: 1,031 British adults 18+ 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor



Ipsos MORI

January 2018

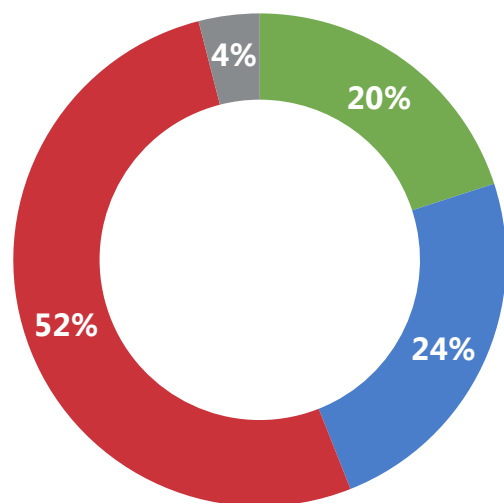
ECONOMIC OPTIMISM



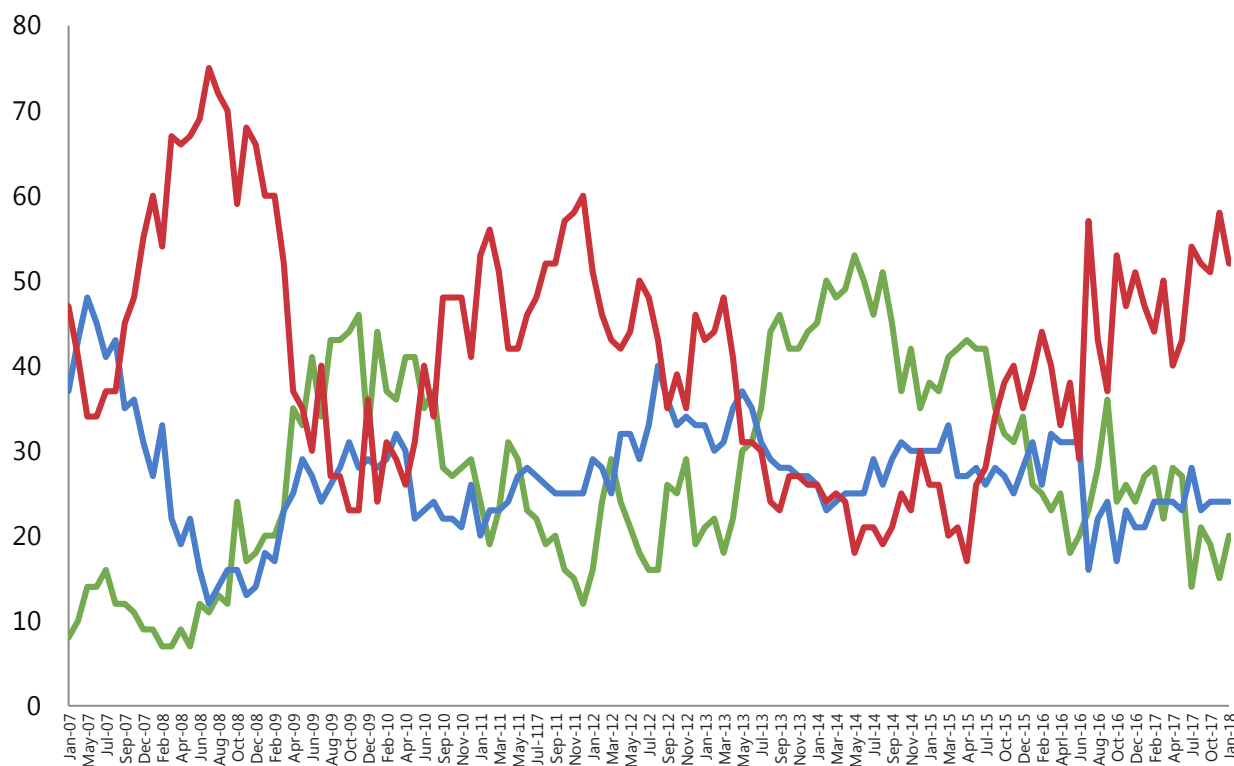
Economic Optimism Index

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

January 2018



IMPROVE	20%
STAY THE SAME	24%
GET WORSE	52%
DON'T KNOW	4%
EOI = -32	



Base: 1,031 British adults 18+ 19th January – 23rd January 2018

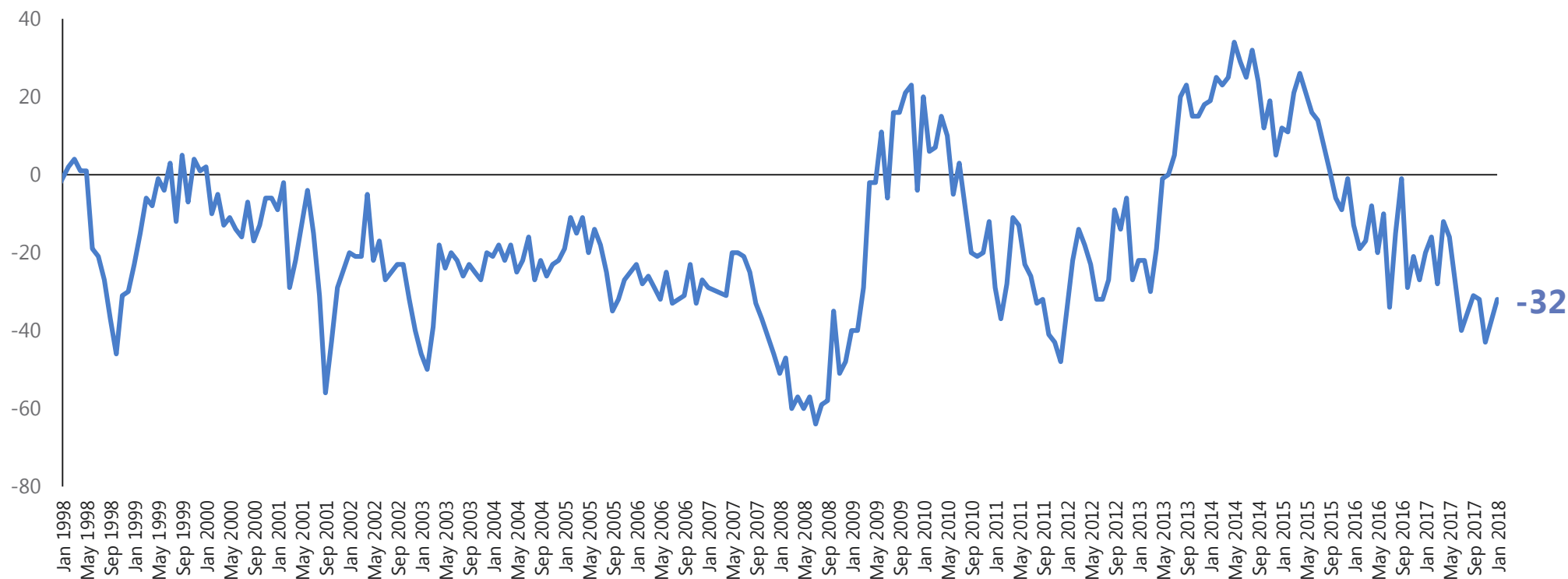
Source: Ipsos MORI Political Monitor



Ipsos MORI

Slight increase in optimism since November 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

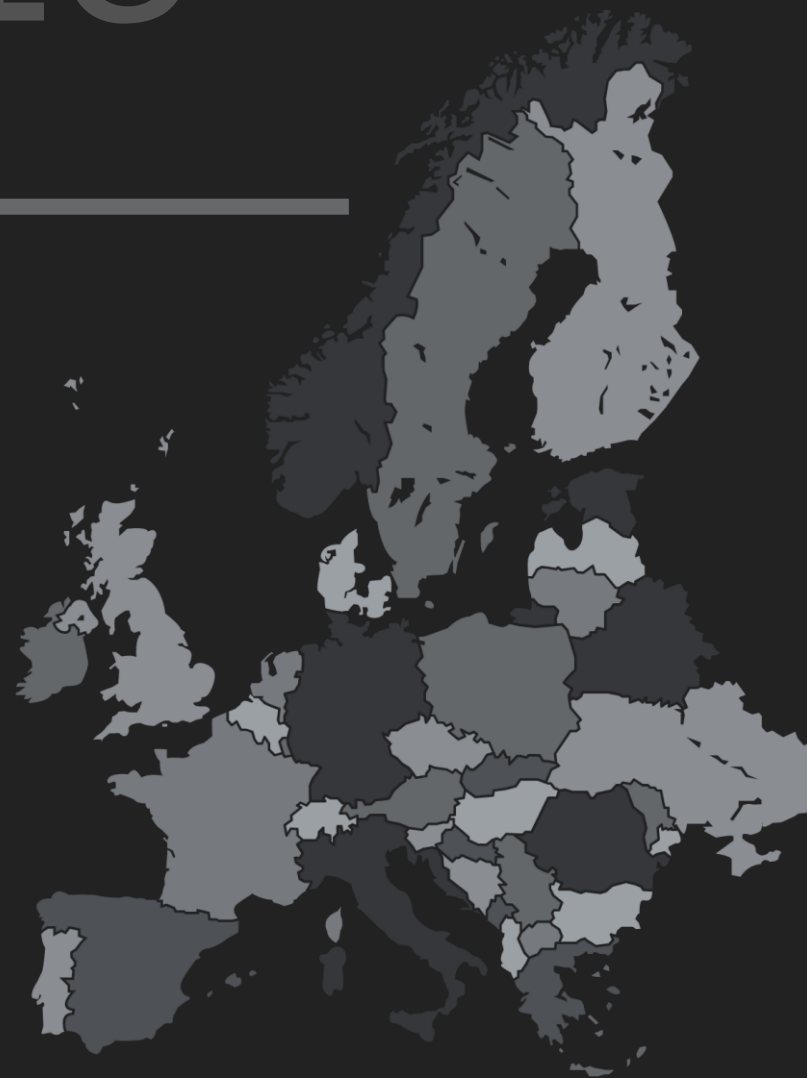
Source: Ipsos MORI Political Monitor



Ipsos MORI

January 2018

President Trump and the Royal Wedding



Majority think Trump should not be invited to Royal Wedding – though opposition falls if Obama is invited

As you may know, Prince Harry and Meghan Markle are going to get married in May. Looking forward to the Royal Wedding:

Do you think that American President Donald Trump should be, or should not be invited to attend the wedding?



Do you think that American President Donald Trump should be, or should not be invited to attend the wedding if former American President Barack Obama is invited?



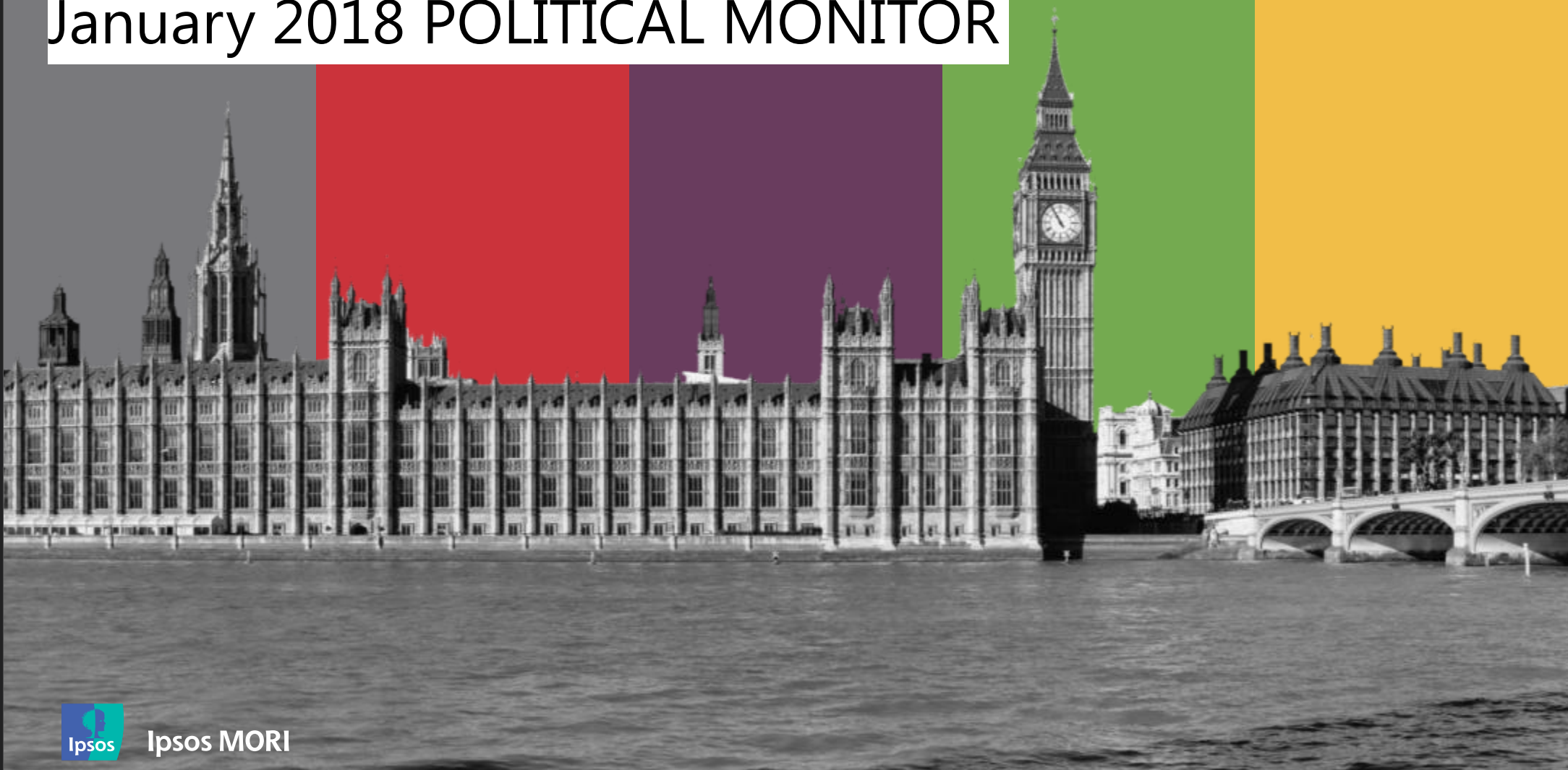
■ Should be invited ■ Should not be invited

Base: Split sampled- each question was asked of c.500 British adults 18+ 19th January – 23rd January 2018

Source: Ipsos MORI Political Monitor

Ipsos MORI

January 2018 POLITICAL MONITOR



Ipsos MORI