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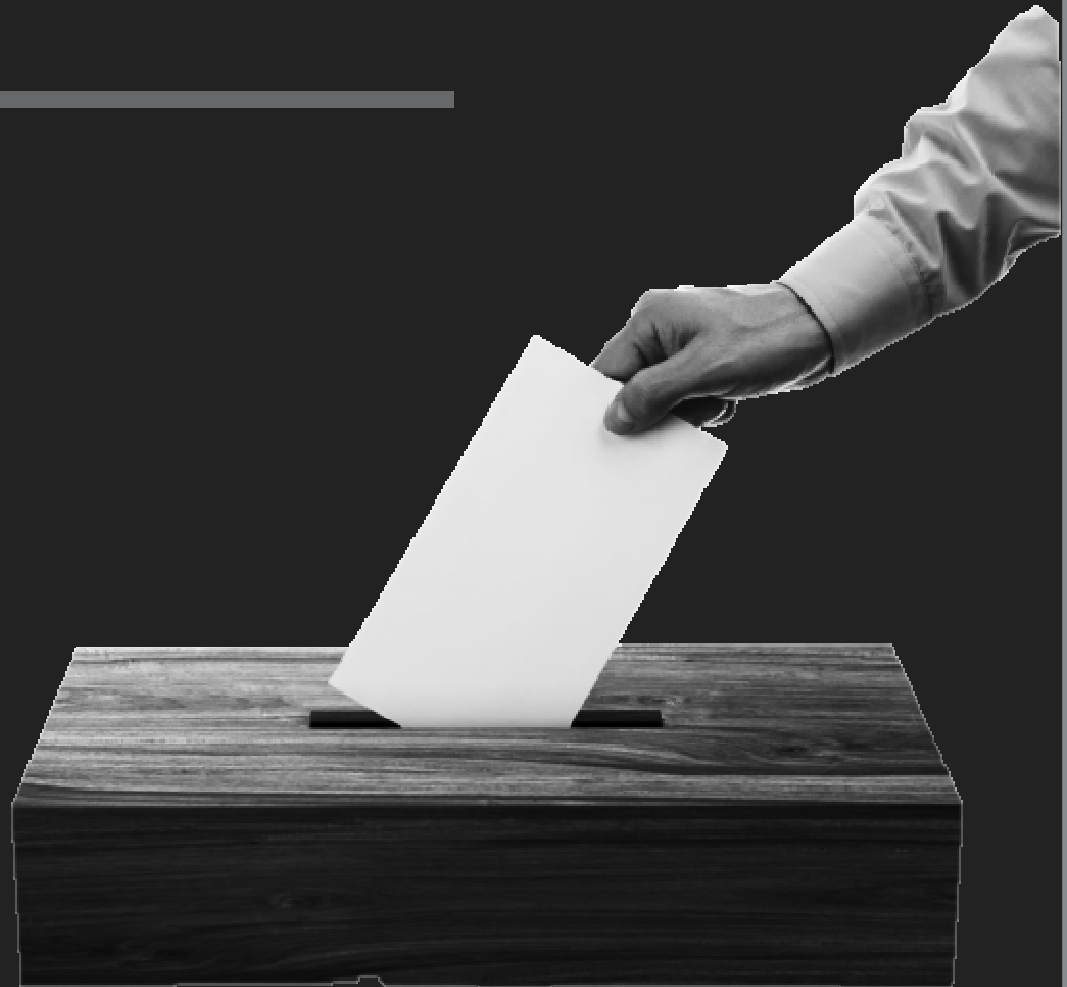
POLITICAL MONITOR

March
2018



March 2018

VOTING INTENTIONS

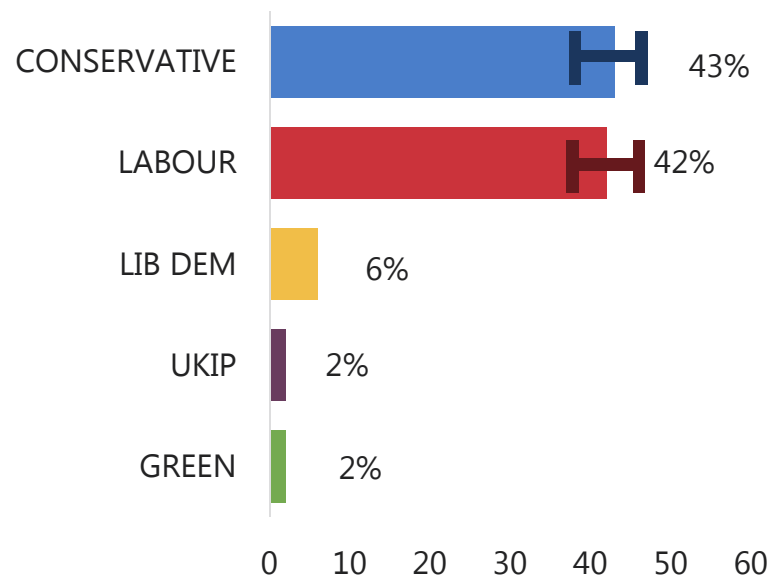


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Voting Intention

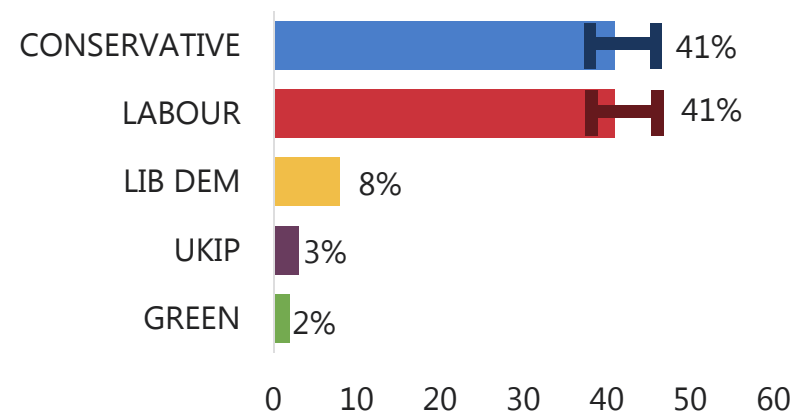
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

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%

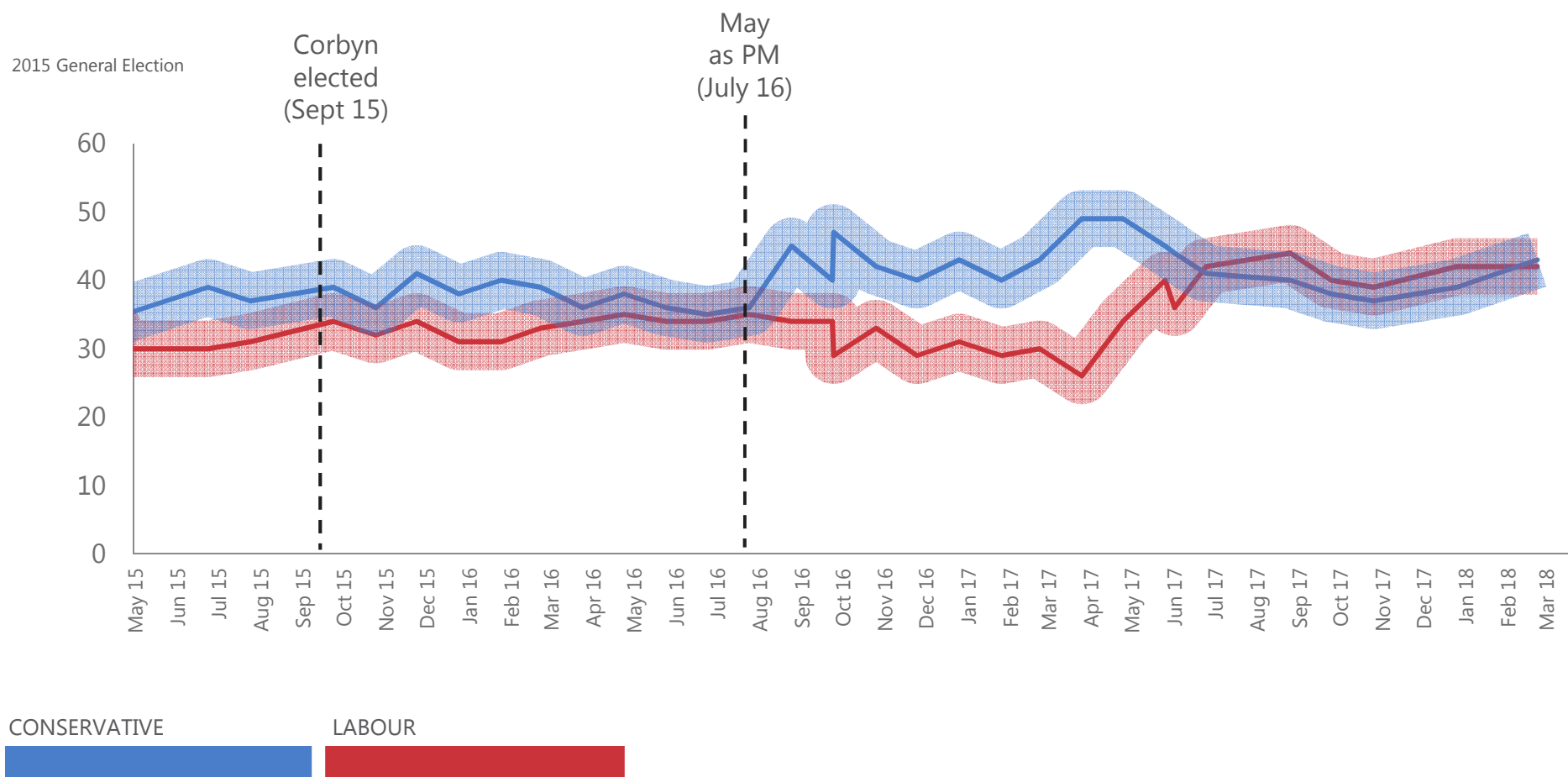
Source: Ipsos MORI Political Monitor



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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"

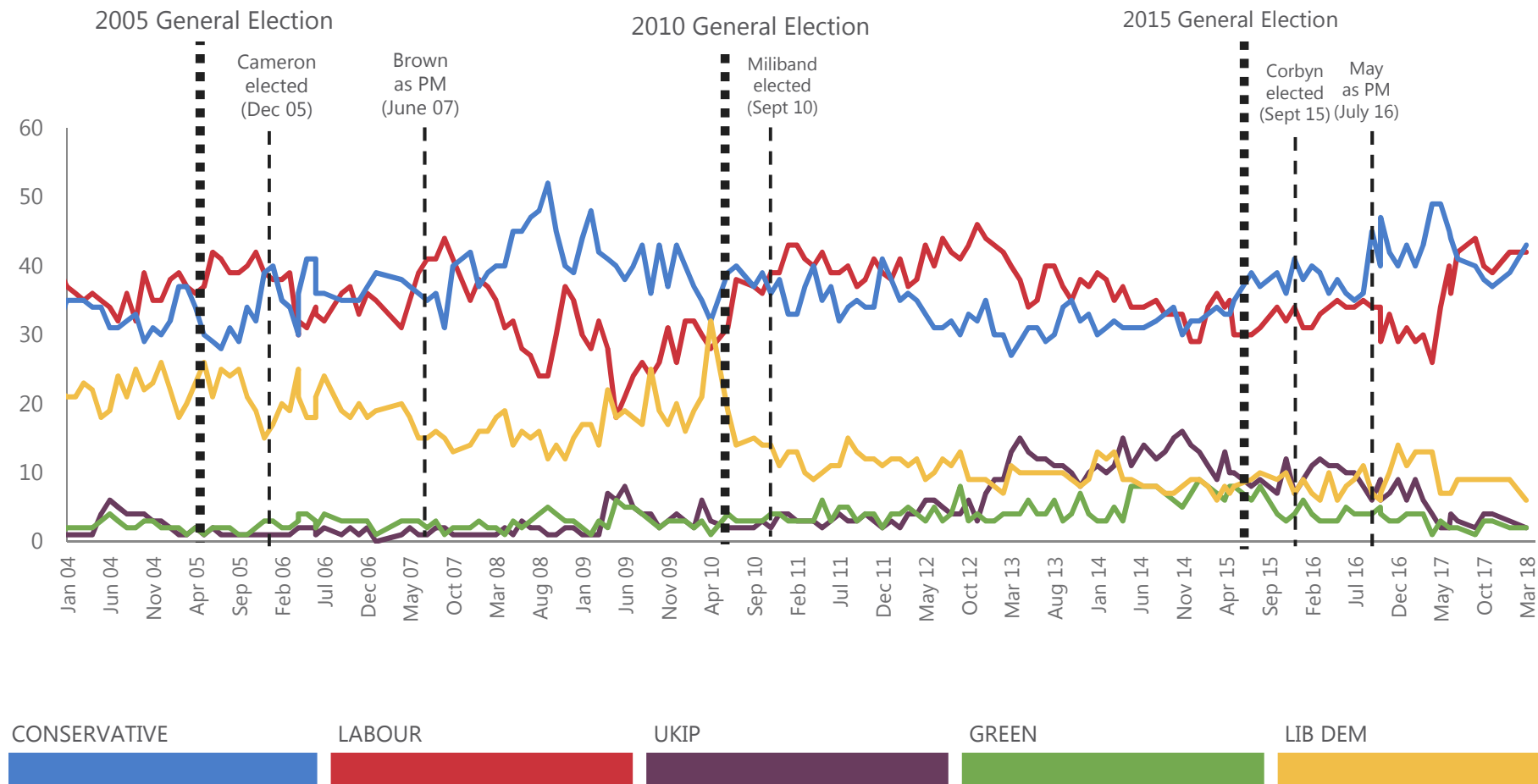
Source: Ipsos MORI Political Monitor



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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



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March 2018

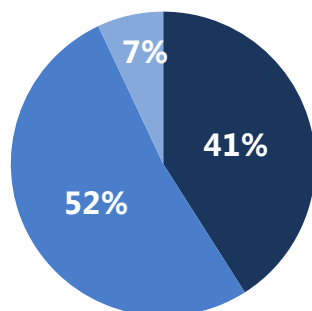
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



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

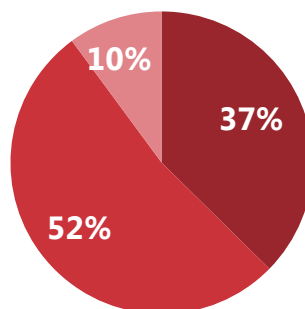


+3%
swing from January 2018

-11 Net

SATISFIED	41%
DISSATISFIED	52%

Jeremy Corbyn

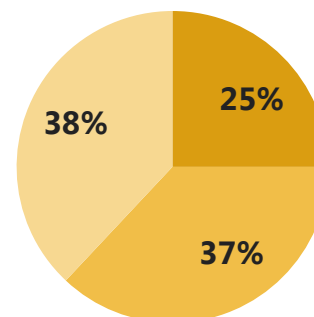


-2%
swing from January 2018

-15 Net

SATISFIED	37%
DISSATISFIED	52%

Vince Cable

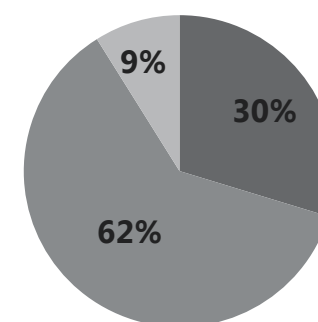


0%
swing from January 2018

-12 Net

SATISFIED	25%
DISSATISFIED	38%

The Government



+2%
swing from January 2018

-32 Net

SATISFIED	30%
DISSATISFIED	62%

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

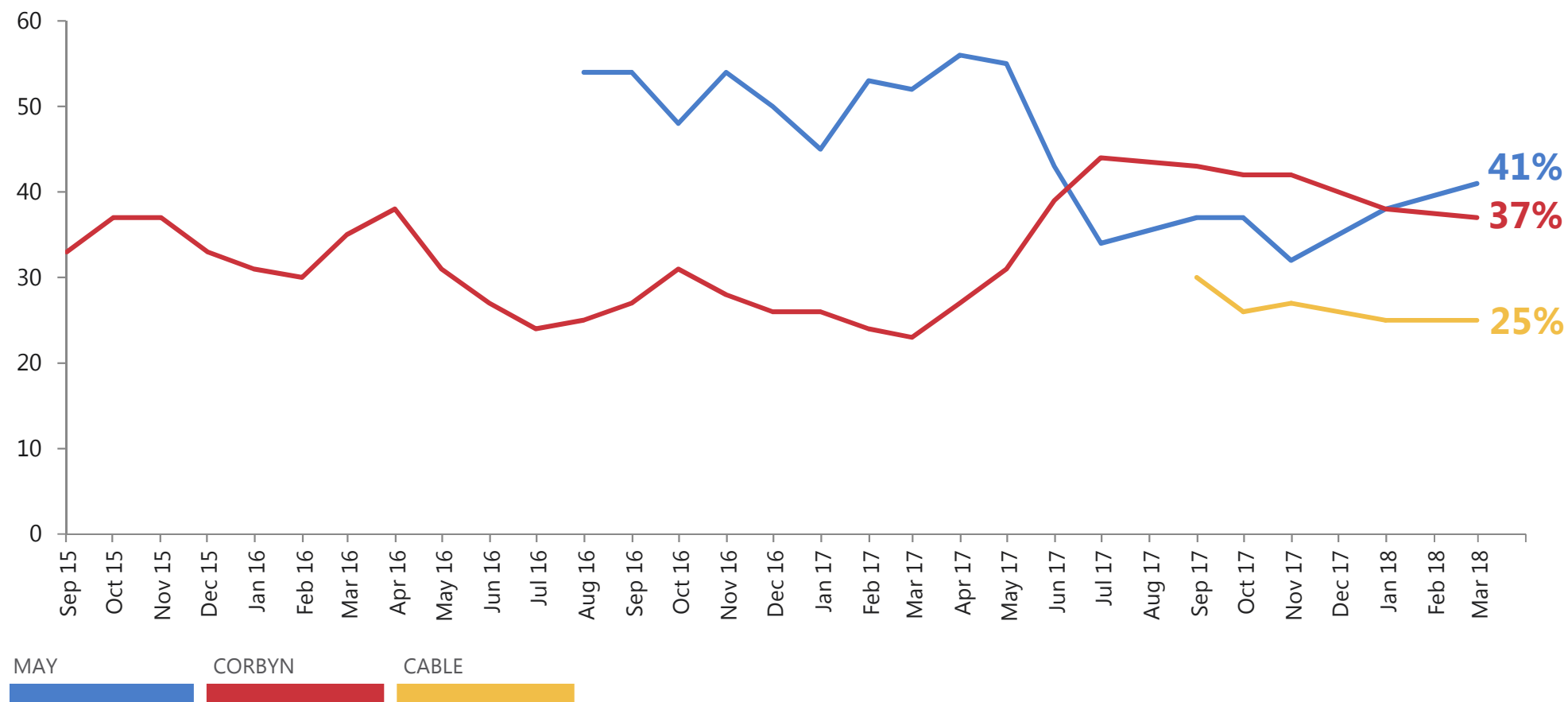
Source: Ipsos MORI Political Monitor



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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.

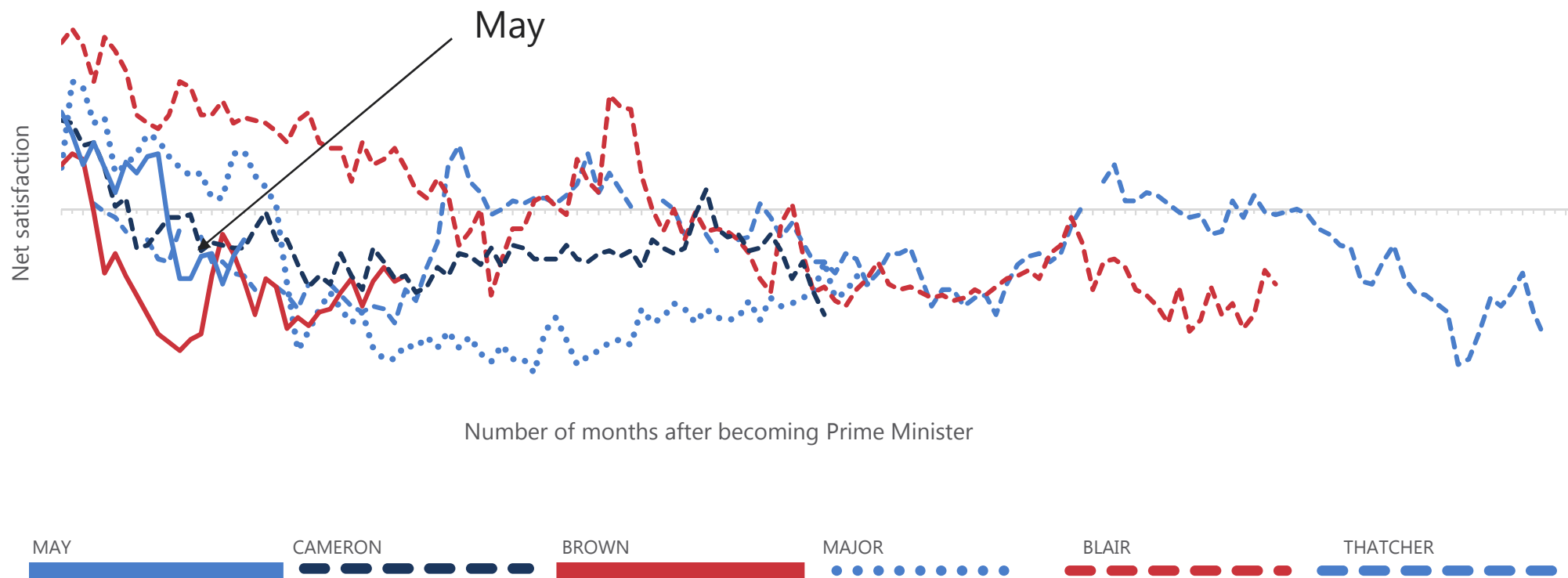
Source: Ipsos MORI Political Monitor



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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

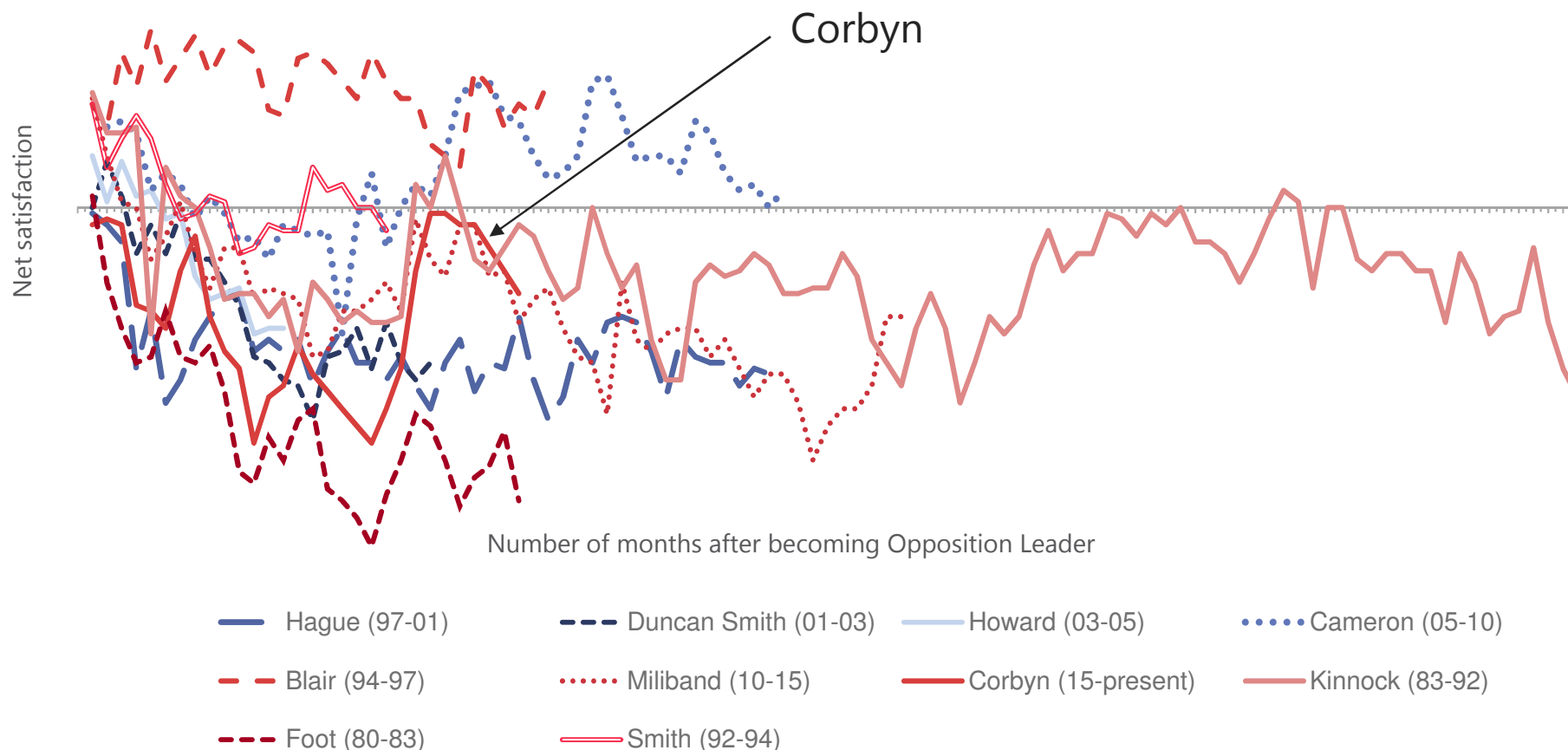
Source: Ipsos MORI Political Monitor



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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

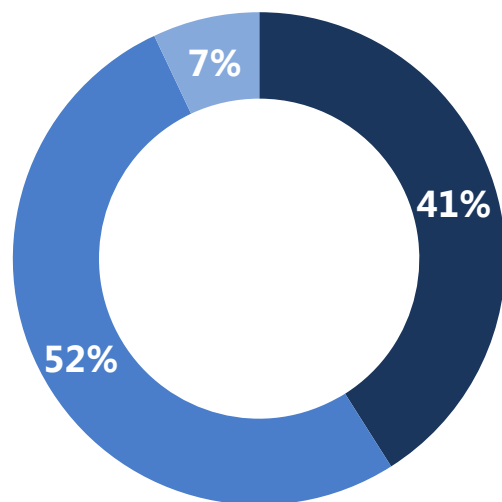


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Theresa May (satisfaction)

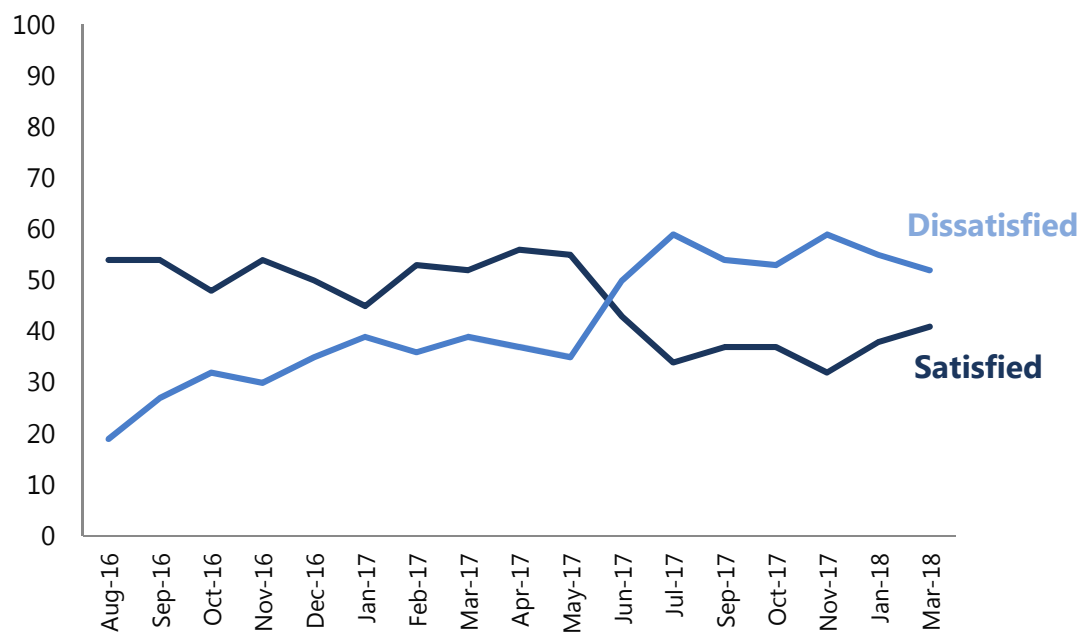
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

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

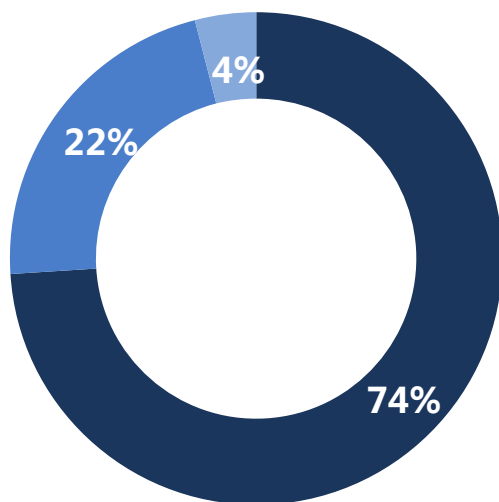


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Theresa May (satisfaction amongst Conservative supporters)

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

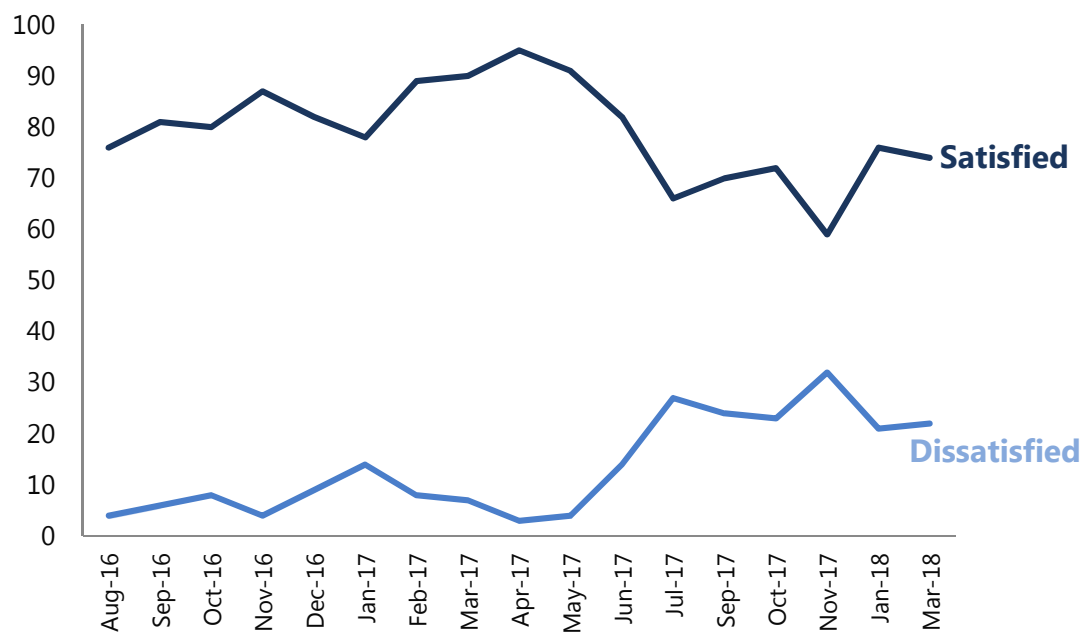
March 2018



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

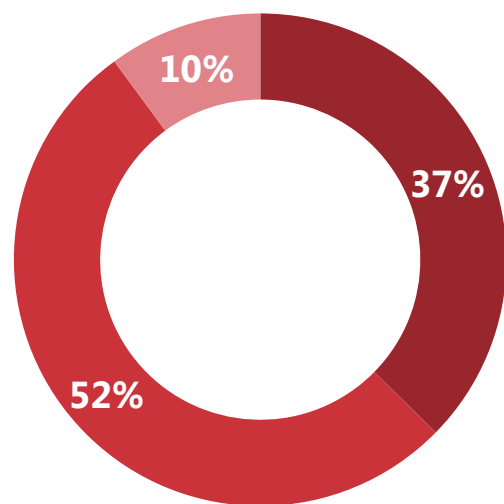


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Jeremy Corbyn (satisfaction)

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

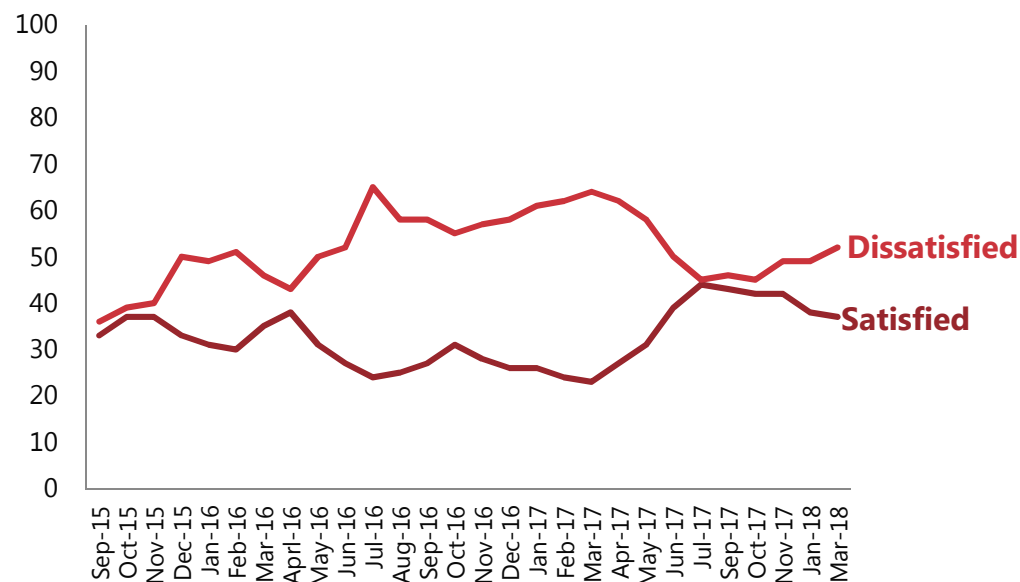
March 2018



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

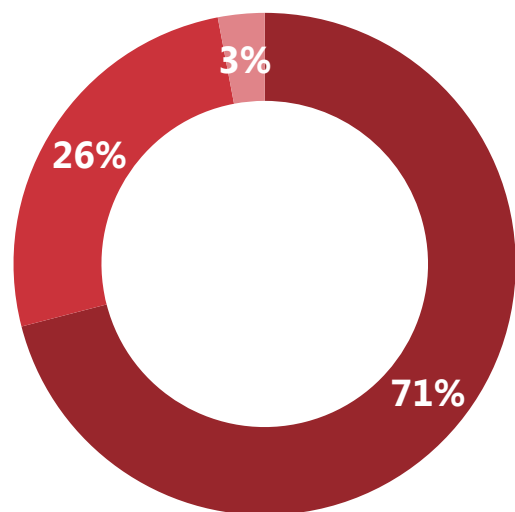


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Jeremy Corbyn (satisfaction amongst Labour supporters)

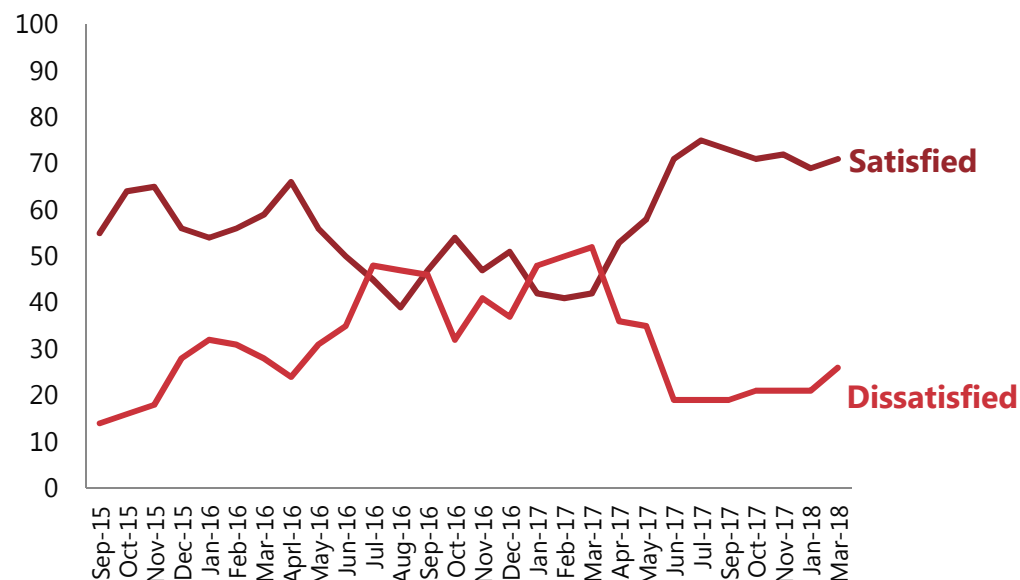
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

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

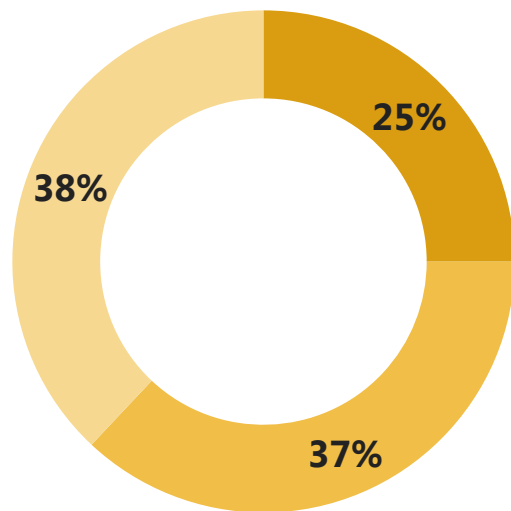


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Vince Cable (satisfaction)

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

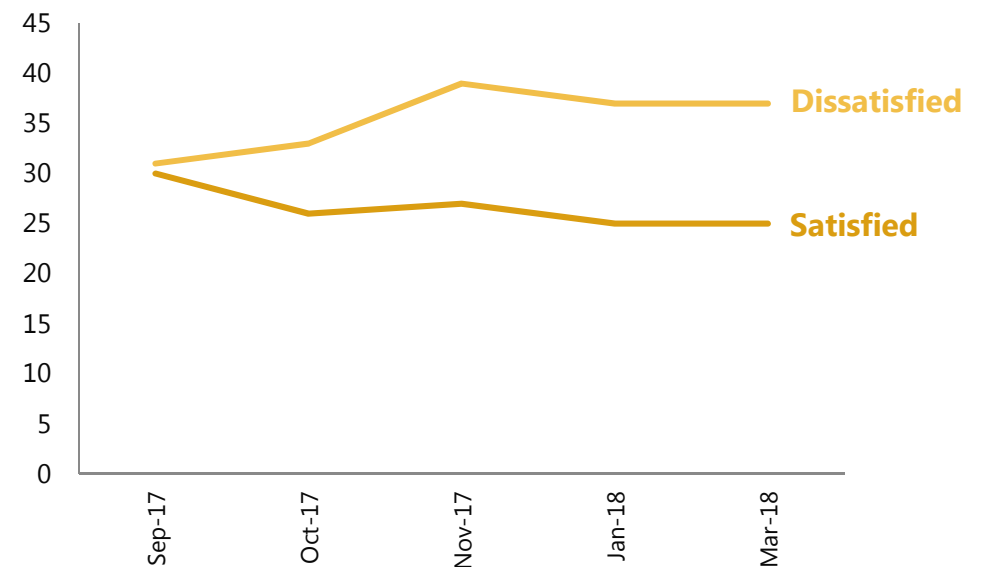
March 2018



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



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March 2018

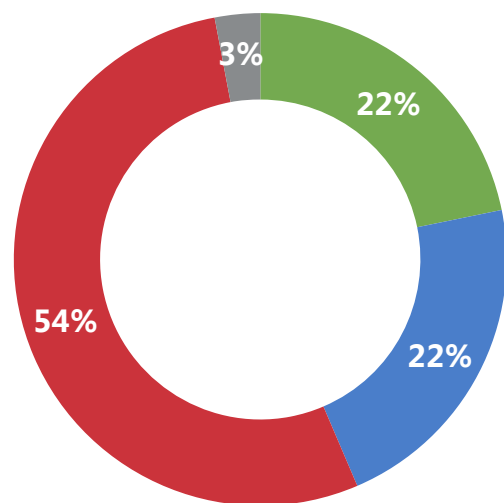
ECONOMIC OPTIMISM



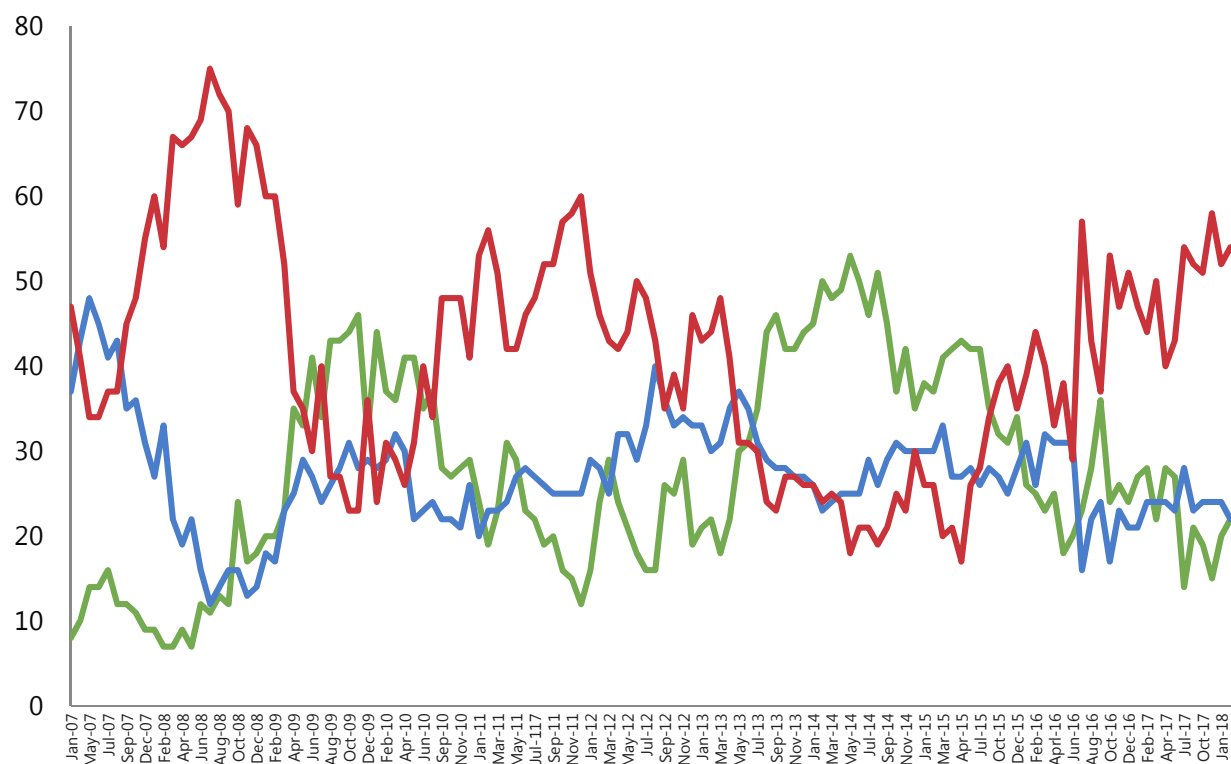
Economic Optimism Index

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

March 2018



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



Base: 1,0312 British adults 18+ 2nd March – 7th March 2018

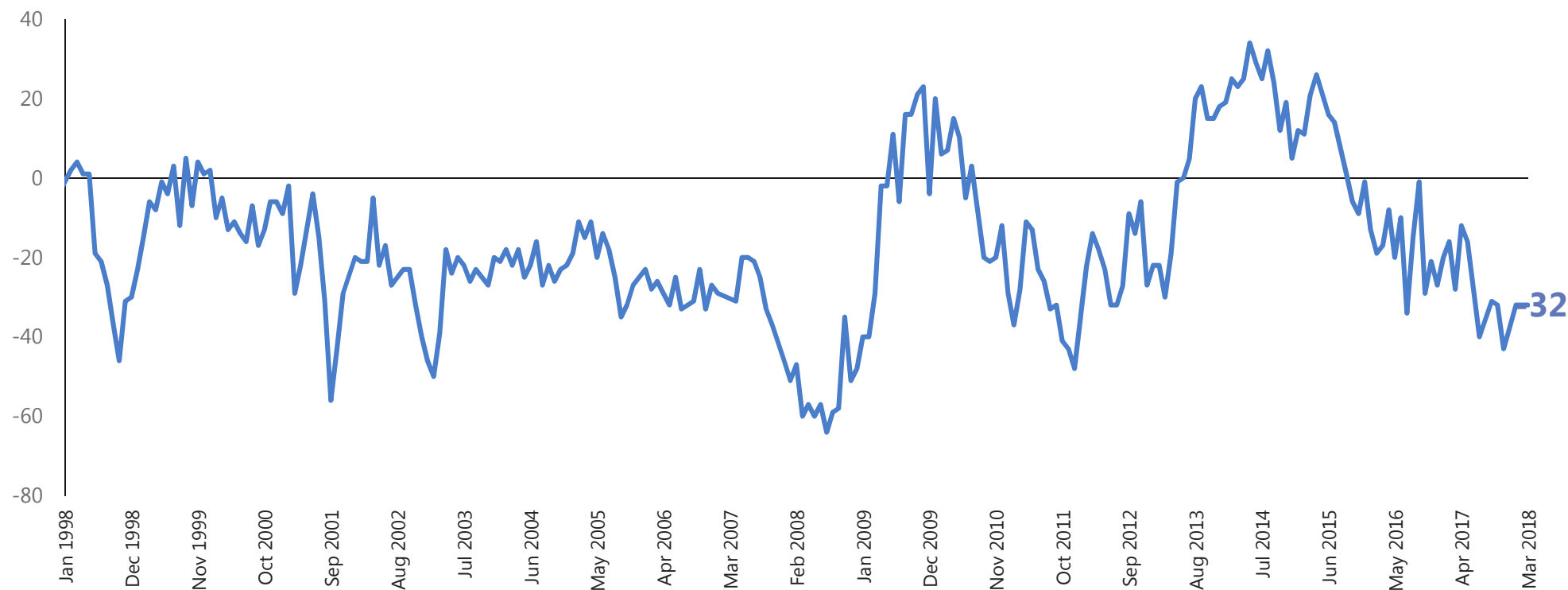
Source: Ipsos MORI Political Monitor



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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



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March 2018 POLITICAL MONITOR



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