



Ipsos MORI

POLITICAL MONITOR

April
2018



April 2018

VOTING INTENTIONS

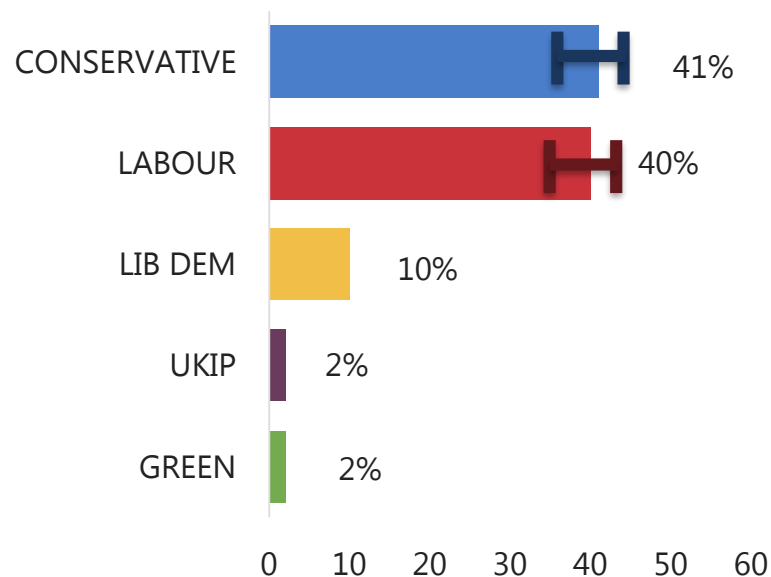


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Voting Intention

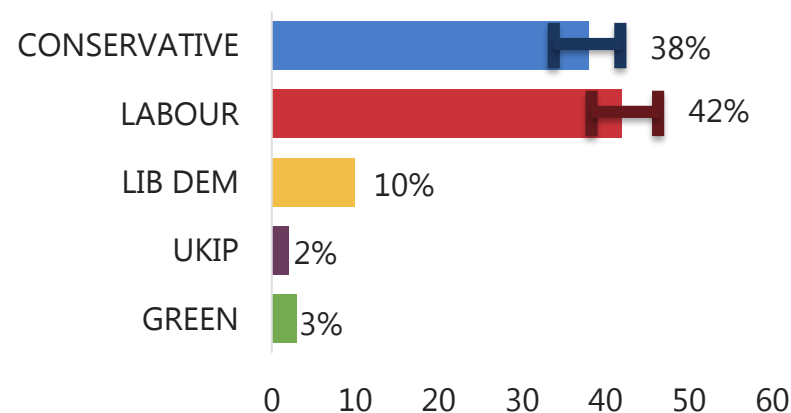
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +1

ALL GIVING A VOTING INTENTION



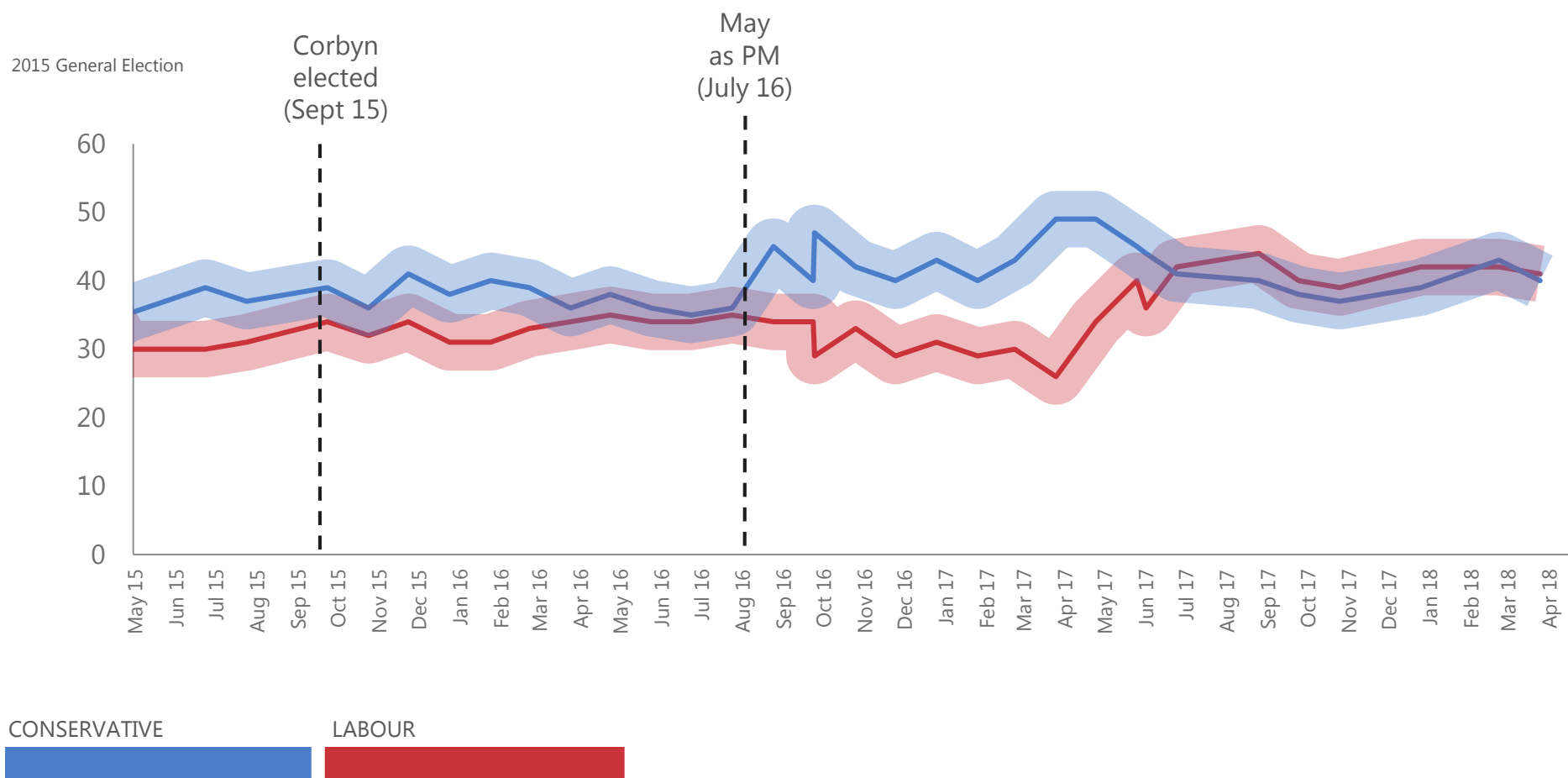
CONSERVATIVE LEAD = -4

Base: 1,004 British adults 18+, 20-24 April 2018; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 745. 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?



Source: Ipsos MORI Political Monitor

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



April 2018

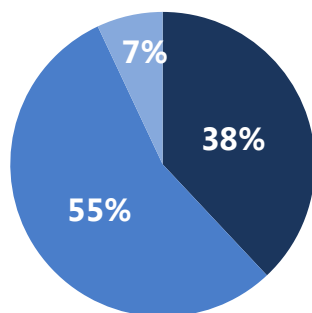
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



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

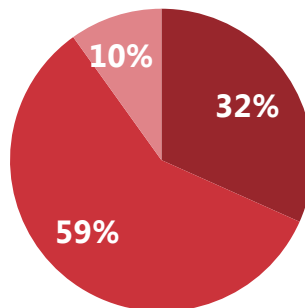


-3%
swing from March 2018

-17 Net

SATISFIED	38%
DISSATISFIED	55%

Jeremy Corbyn

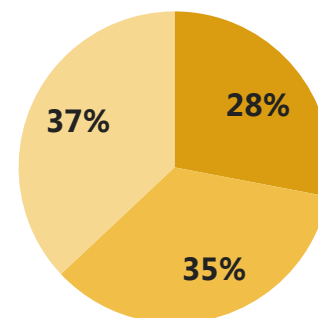


-6%
swing from March 2018

-27 Net

SATISFIED	32%
DISSATISFIED	59%

Vince Cable

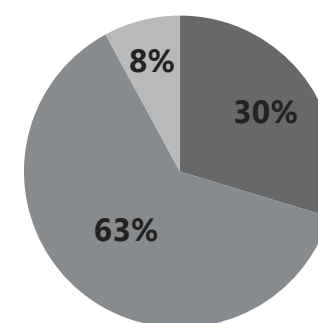


+2.5%
swing from March 2018

-7 Net

SATISFIED	28%
DISSATISFIED	35%

The Government



-0.5%
swing from March 2018

-33 Net

SATISFIED	30%
DISSATISFIED	63%

Base: 1,004 British adults 18+ 20-24 April 2018. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

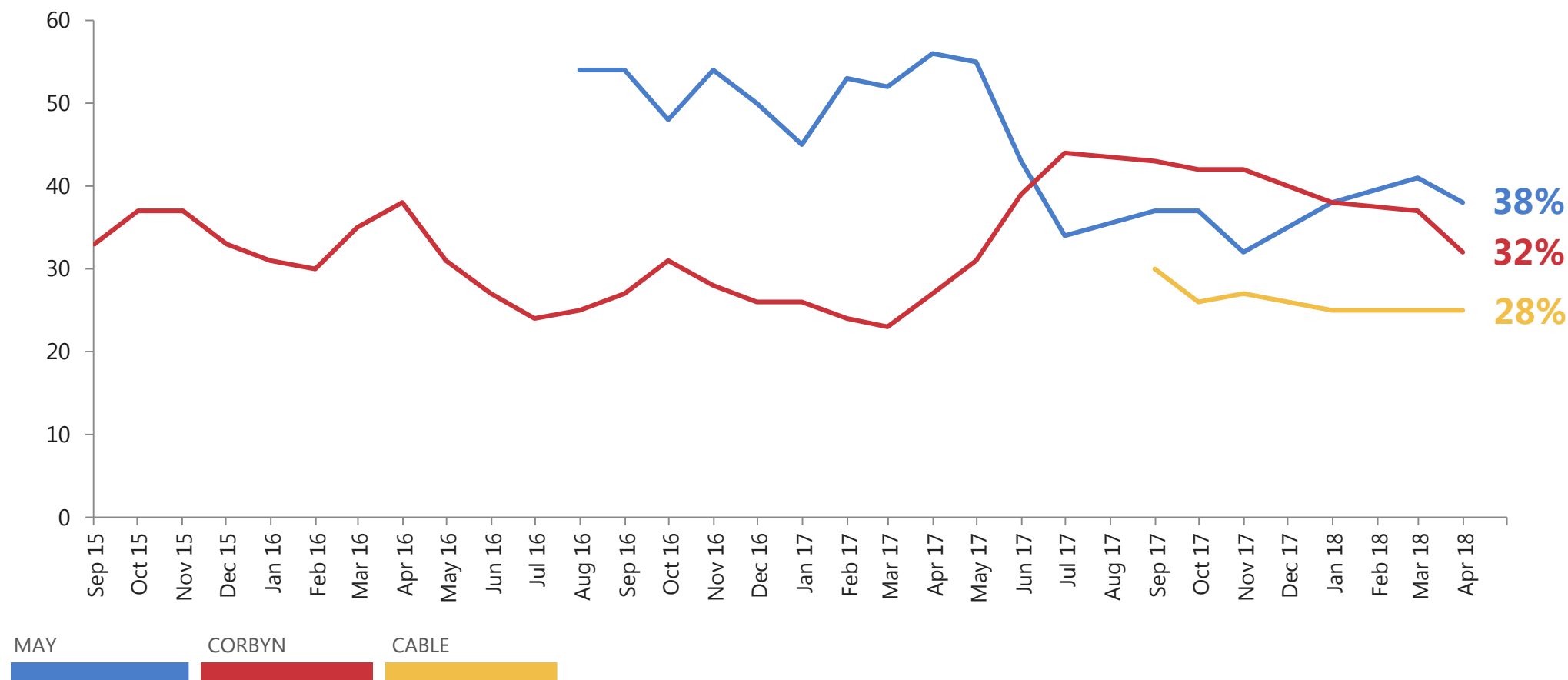
Source: Ipsos MORI Political Monitor



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Satisfaction with Party leaders Sept 2015 – Apr 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.

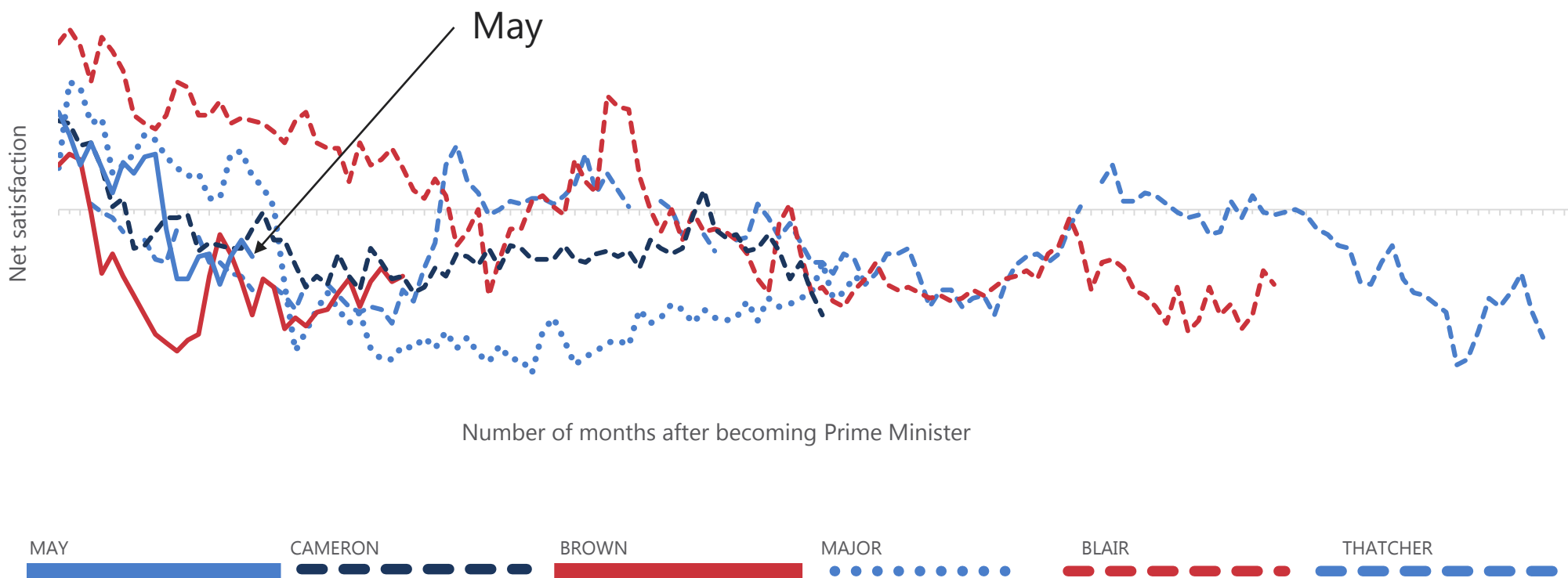
Source: Ipsos MORI Political Monitor



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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

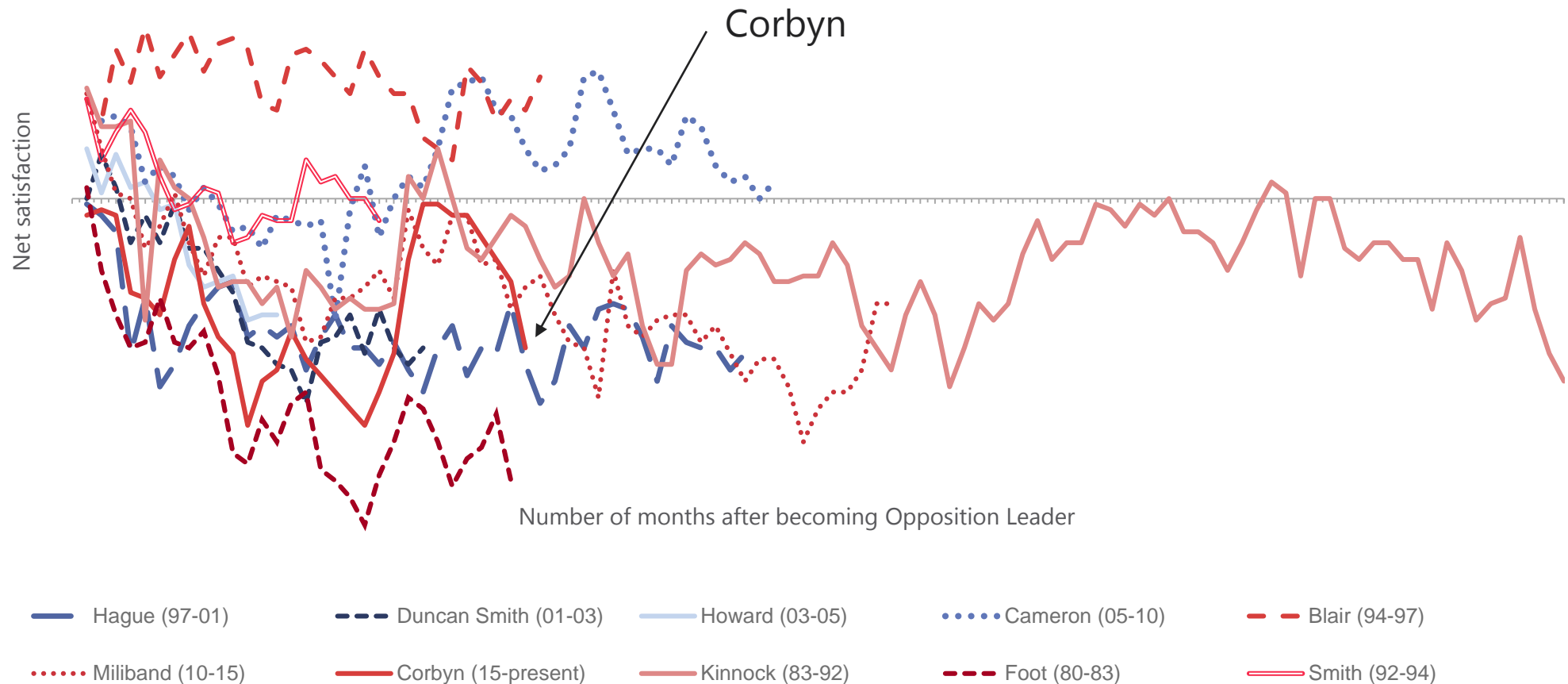
Source: Ipsos MORI Political Monitor



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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

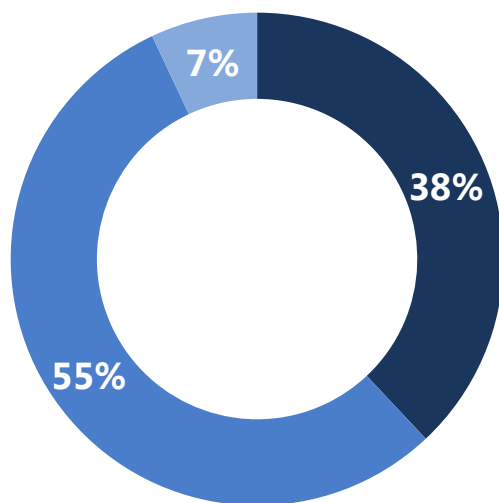


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Theresa May (satisfaction)

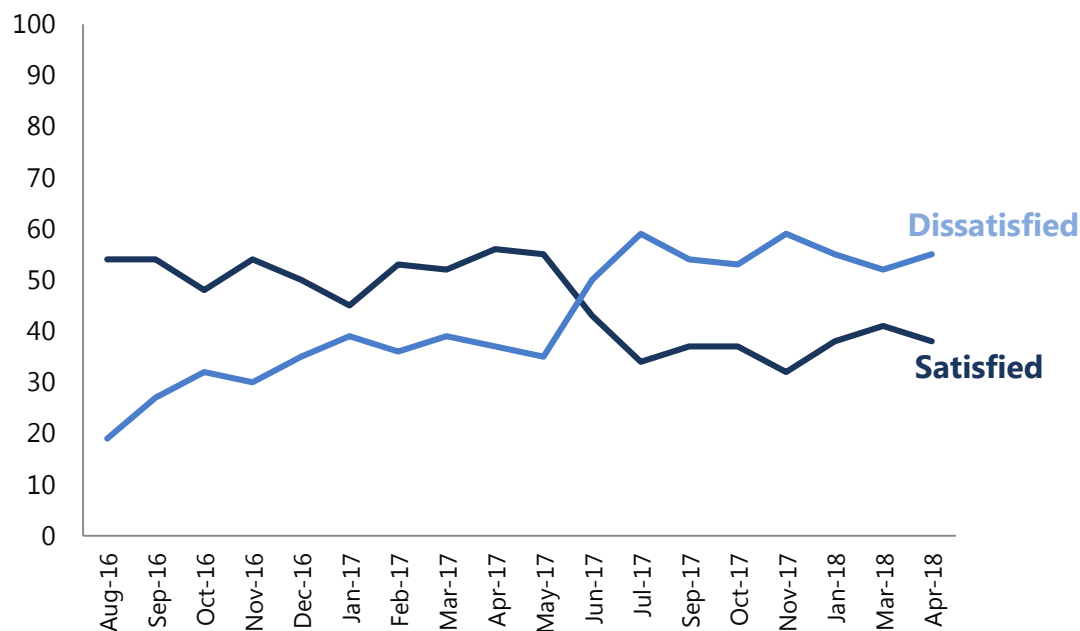
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

April 2018



SATISFIED	38%
DISSATISFIED	55%
DON'T KNOW	7%
Net = -17	

August 2016 – April 2018



Base: 1,004 British adults 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor

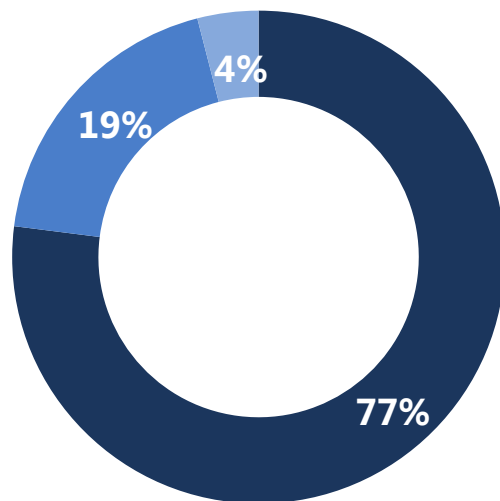


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Theresa May (satisfaction amongst Conservative supporters)

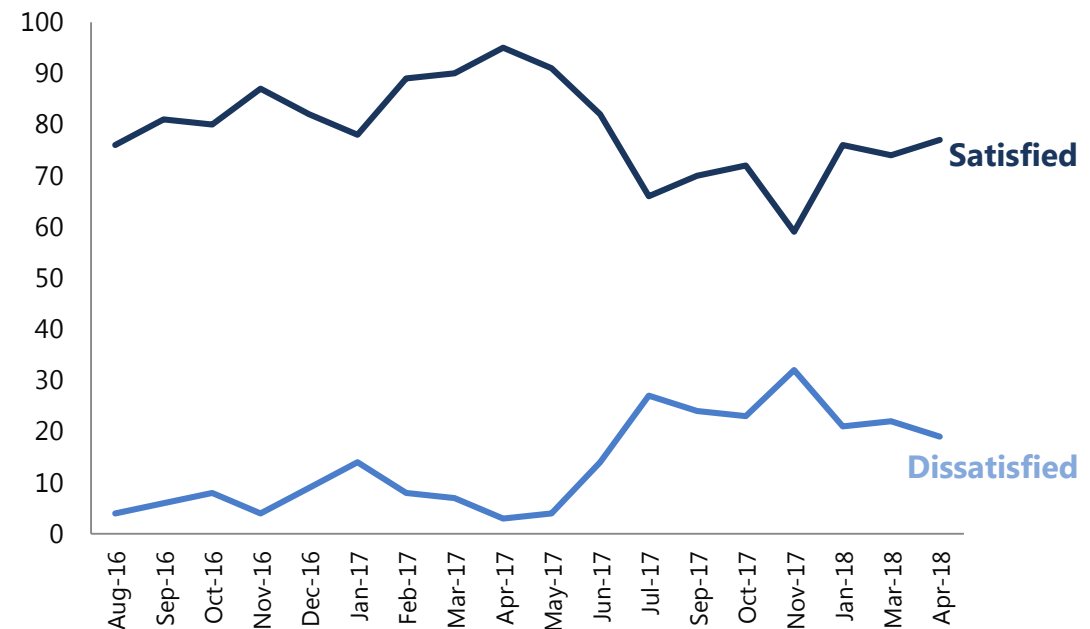
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

April 2018



SATISFIED	77%
DISSATISFIED	19%
DON'T KNOW	4%
Net = +58	

August 2016 – April 2018



Base: 340 Conservative supporters 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor

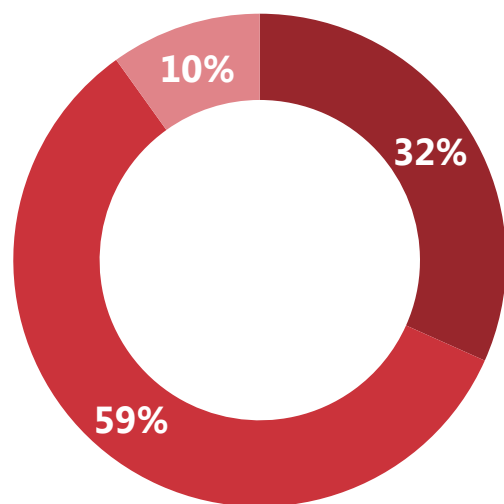


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Jeremy Corbyn (satisfaction)

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

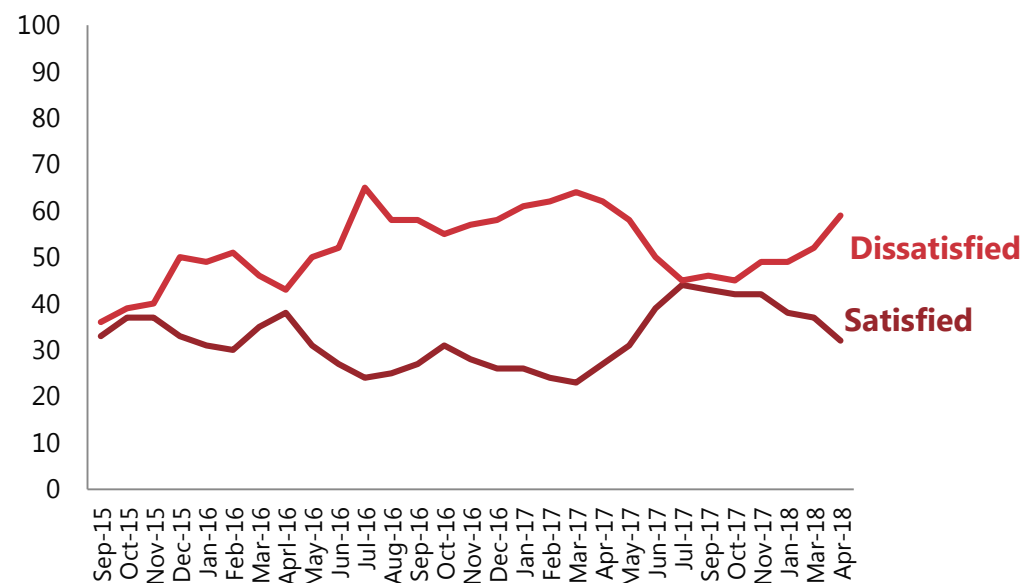
April 2018



SATISFIED	32%
DISSATISFIED	59%
DON'T KNOW	10%

Net = -27

September 2015 – April 2018



Base: 1,004 British adults 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor

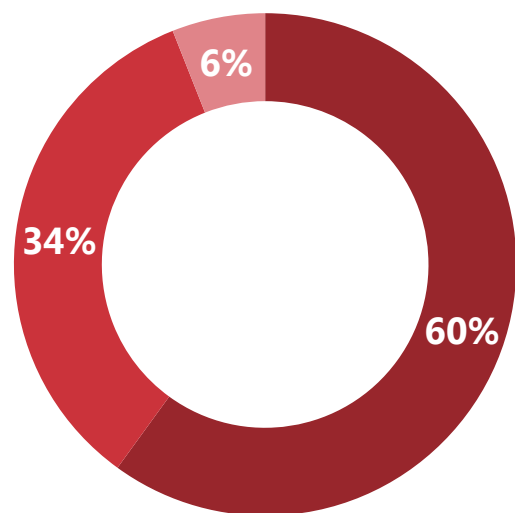


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Jeremy Corbyn (satisfaction amongst Labour supporters)

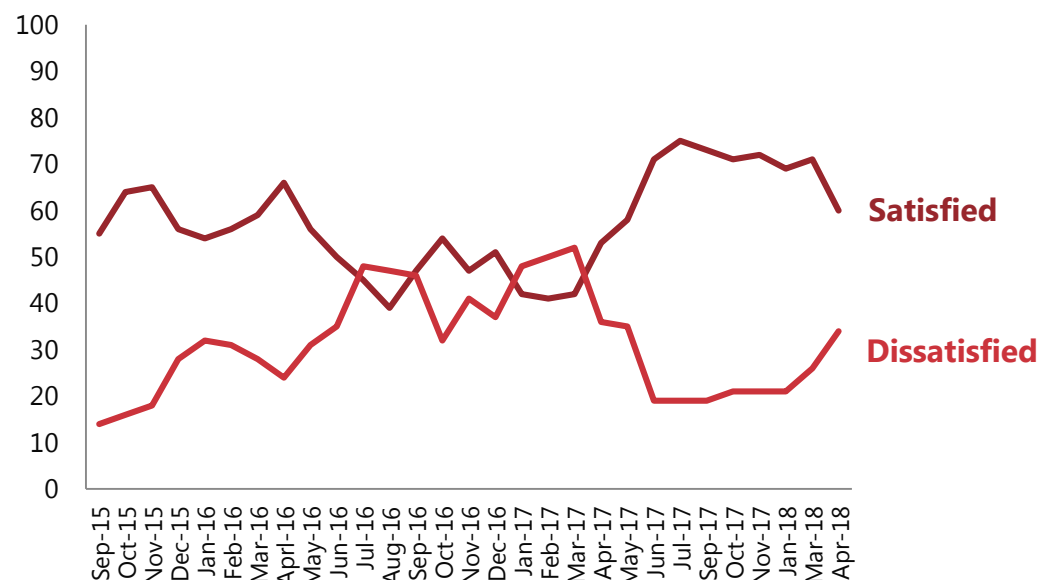
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

April 2018



SATISFIED	60%
DISSATISFIED	34%
DON'T KNOW	6%
Net = +26	

September 2015 – April 2018



Base: 325 Labour supporters 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor

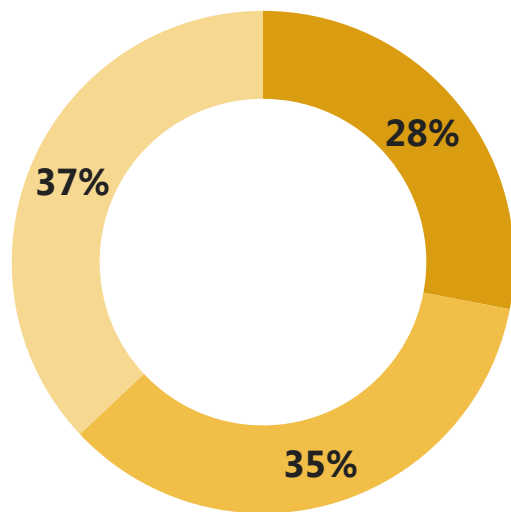


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Vince Cable (satisfaction)

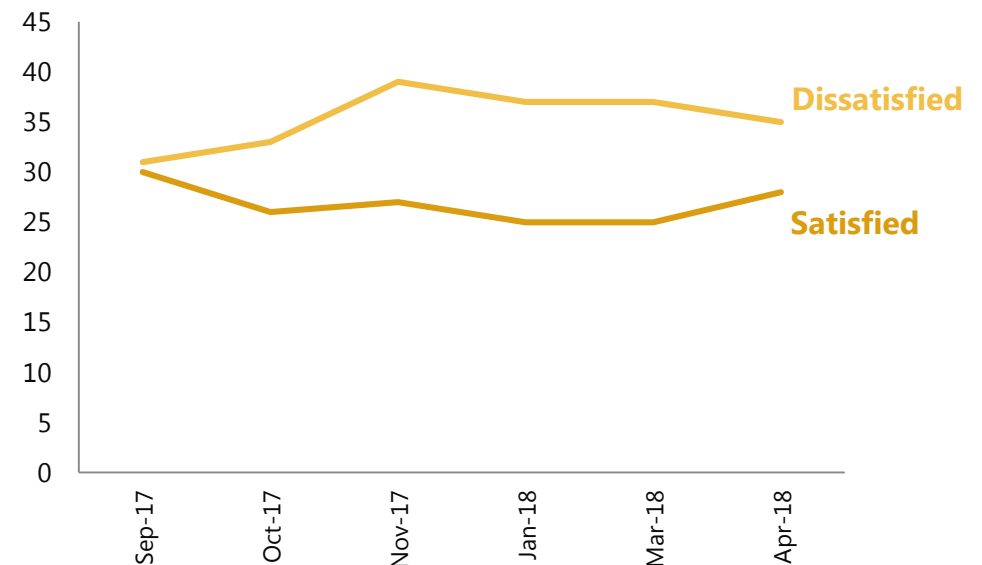
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY VINCE CABLE IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

April 2018



SATISFIED	28%
DISSATISFIED	35%
DON'T KNOW	37%
Net = -7	

September 2017 – April 2018



Base: 1,004 British adults 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor



Ipsos MORI

April 2018

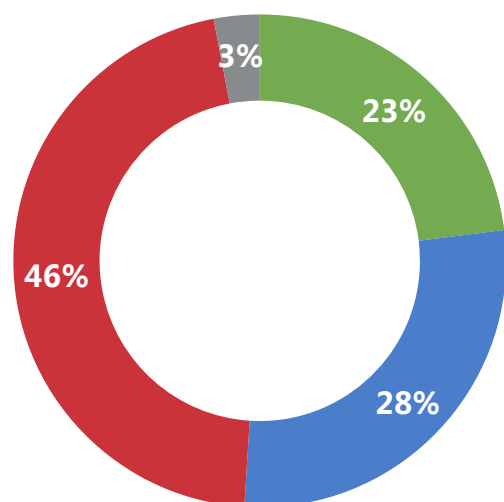
ECONOMIC OPTIMISM



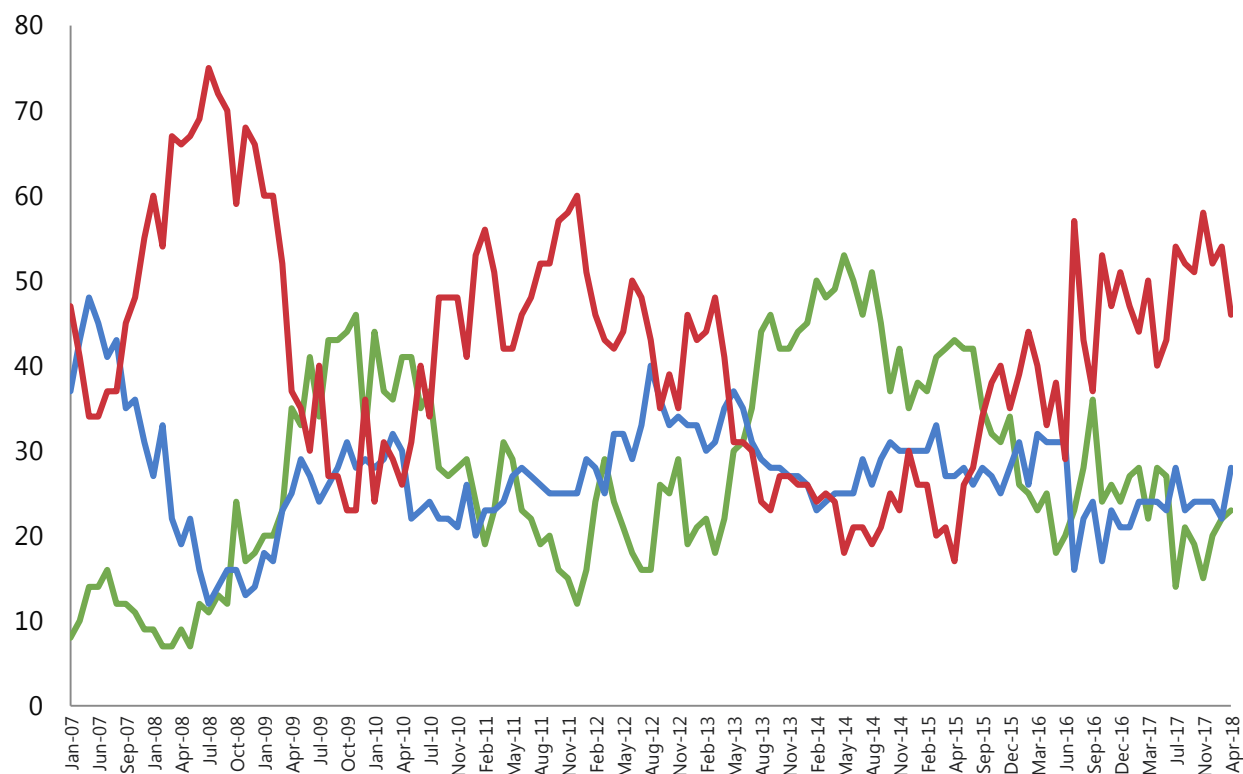
Economic Optimism Index

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

April 2018



IMPROVE	23%
STAY THE SAME	28%
GET WORSE	46%
DON'T KNOW	3%
EOI = -23	



Base: 1,004 British adults 18+ 20th April – 24th April 2018

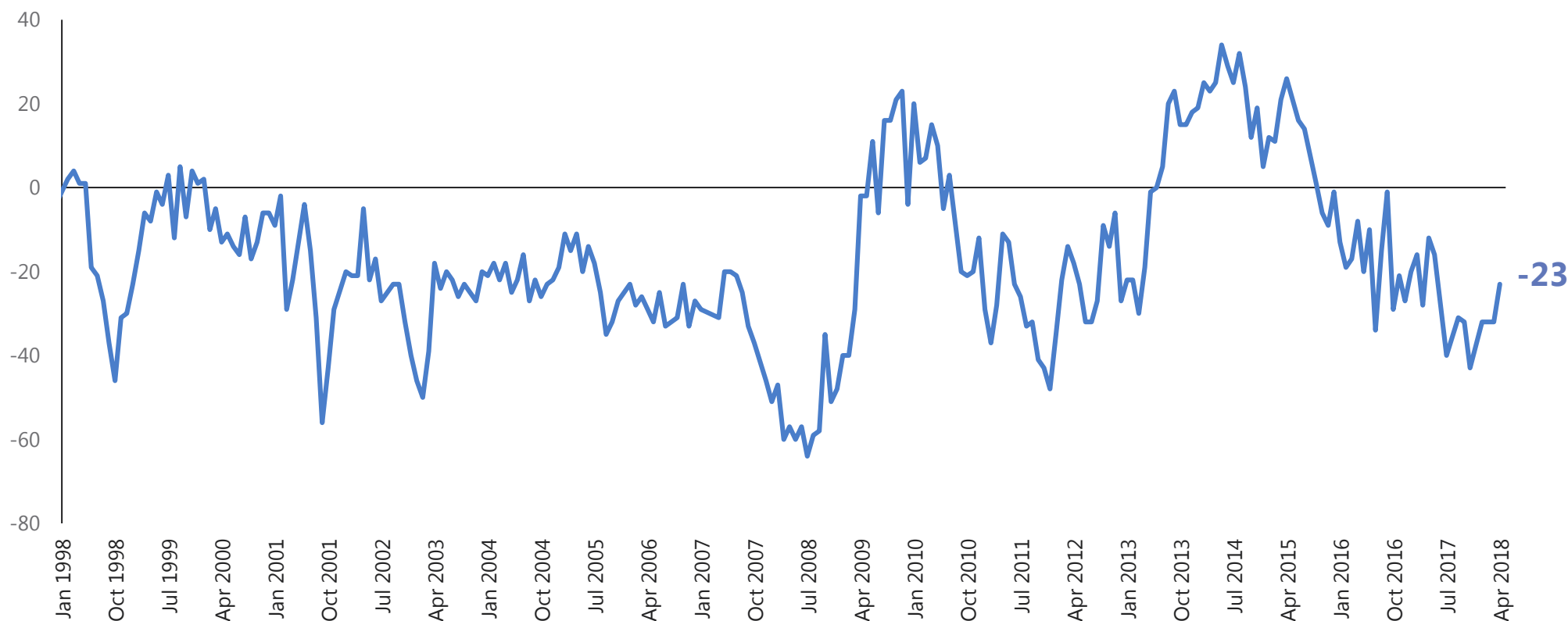
Source: Ipsos MORI Political Monitor



Ipsos MORI

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

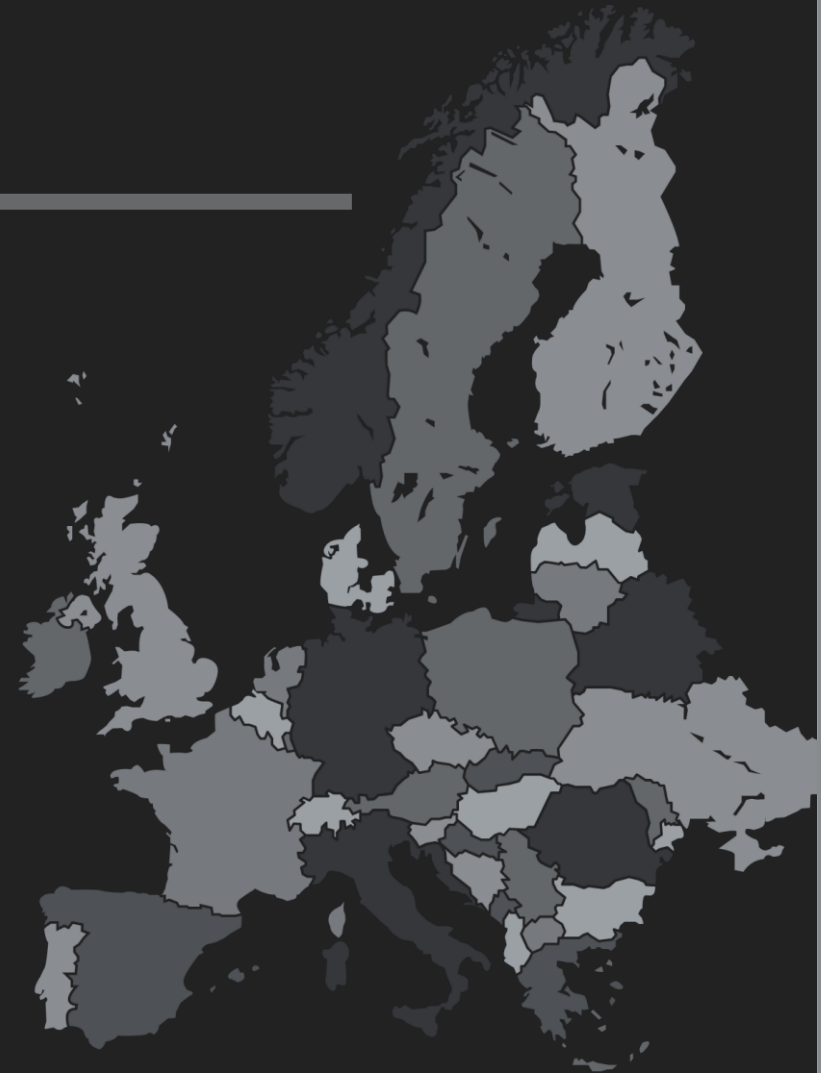
Source: Ipsos MORI Political Monitor



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April 2018

Leader Image

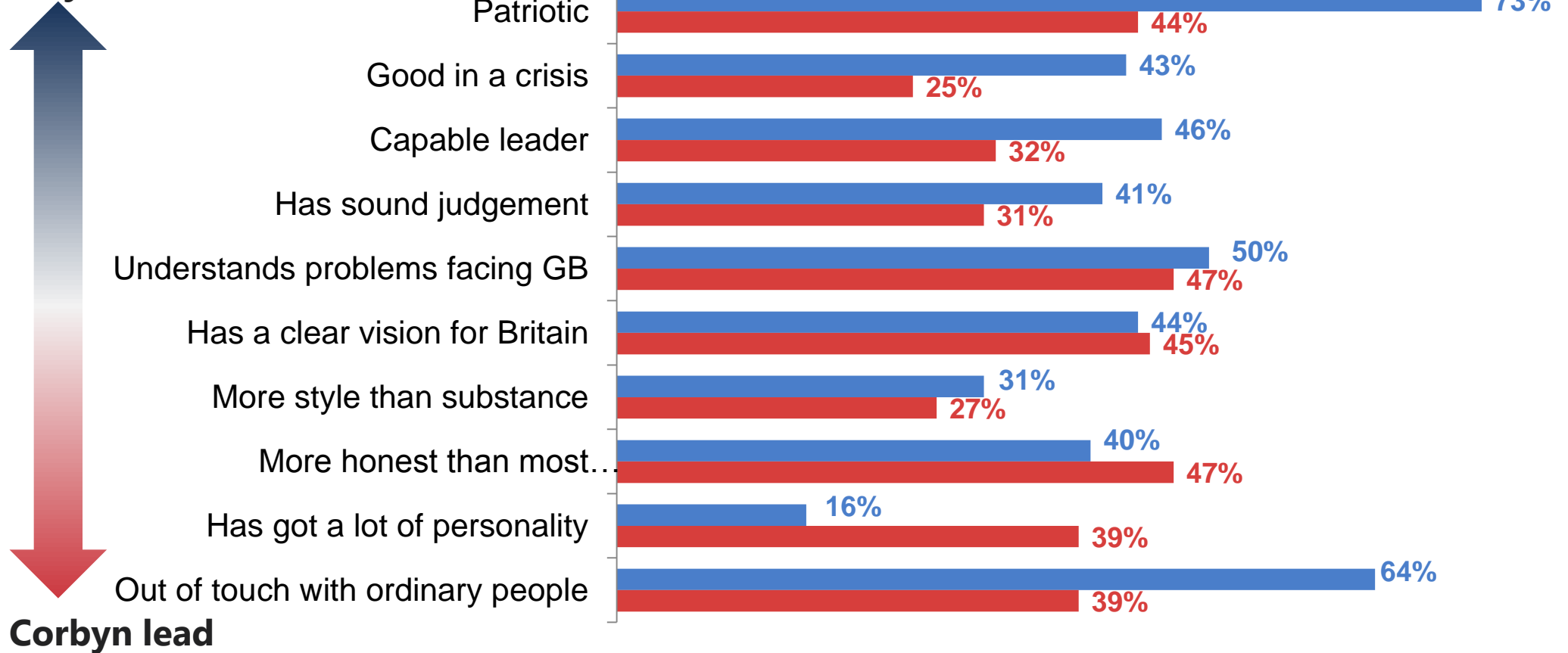


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Leader image: May vs Corbyn

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO?

May lead



Base: 1,004 British adults 18+ 20th April – 24th April 2018

■ May ■ Corbyn

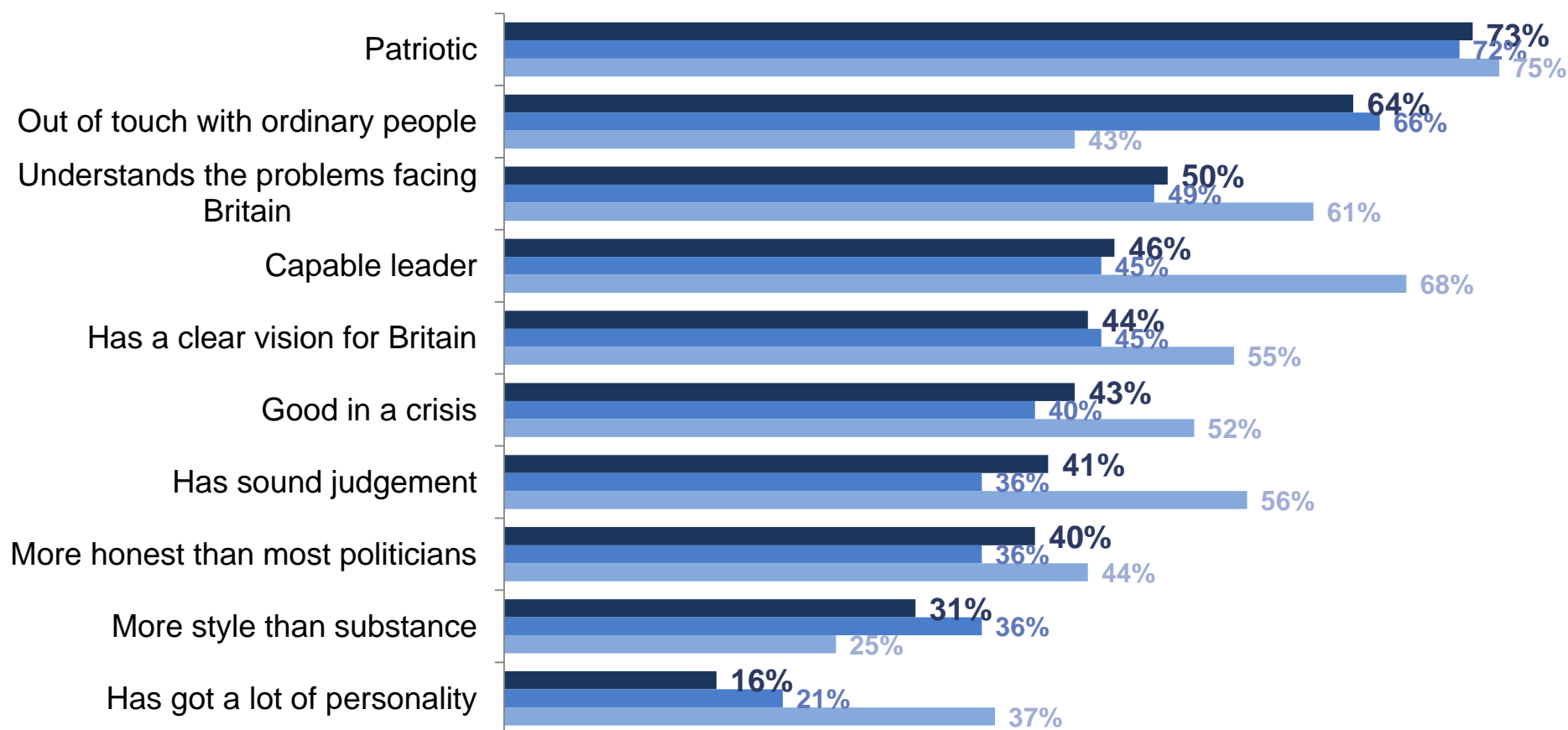
Source: Ipsos MORI Political Monitor



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May's image ratings similar to September 2017

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO THERESA MAY?



Base: 1,004 British adults 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor

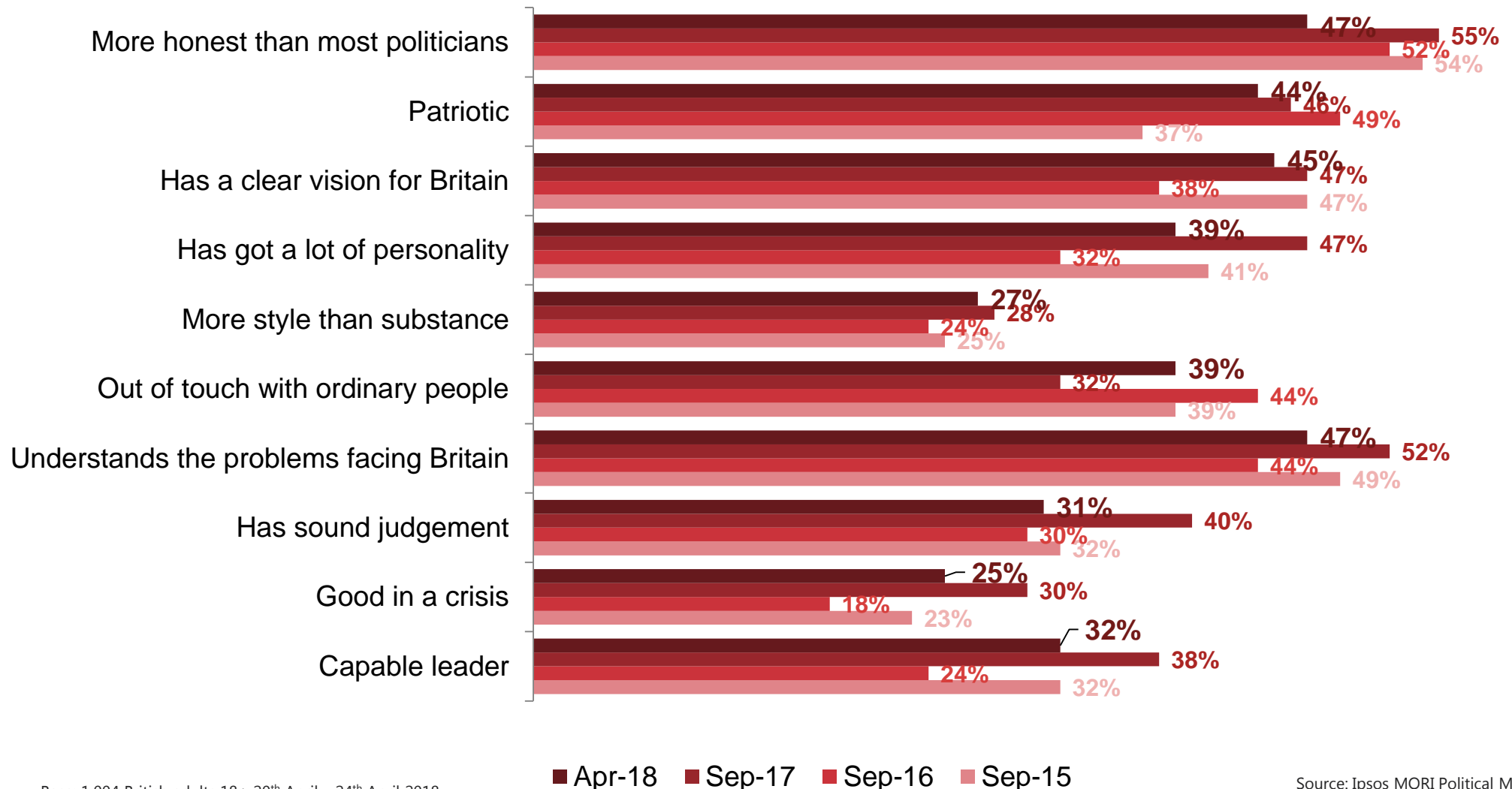


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■ Apr-18 ■ Sep-17 ■ Sep-16

Corbyn's image ratings have fallen since Sept 2017

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO JEREMY CORBYN?



Base: 1,004 British adults 18+ 20th April – 24th April 2018

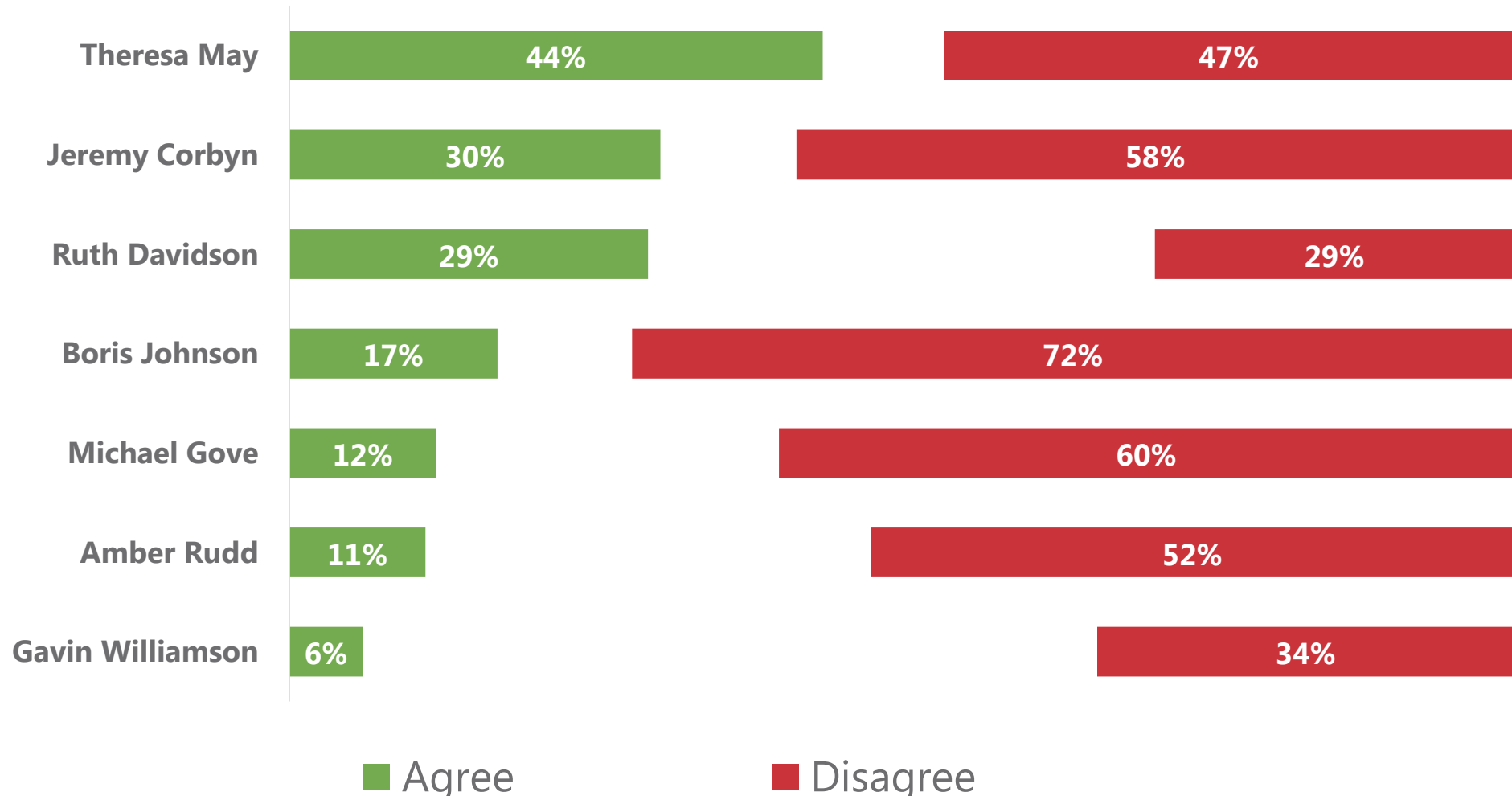
Source: Ipsos MORI Political Monitor



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Theresa May leads the field as having what it takes to be a good PM – Johnson and Gove have the most critics

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



Base: 1,004 British adults 18+ 20th April – 24th April 2018

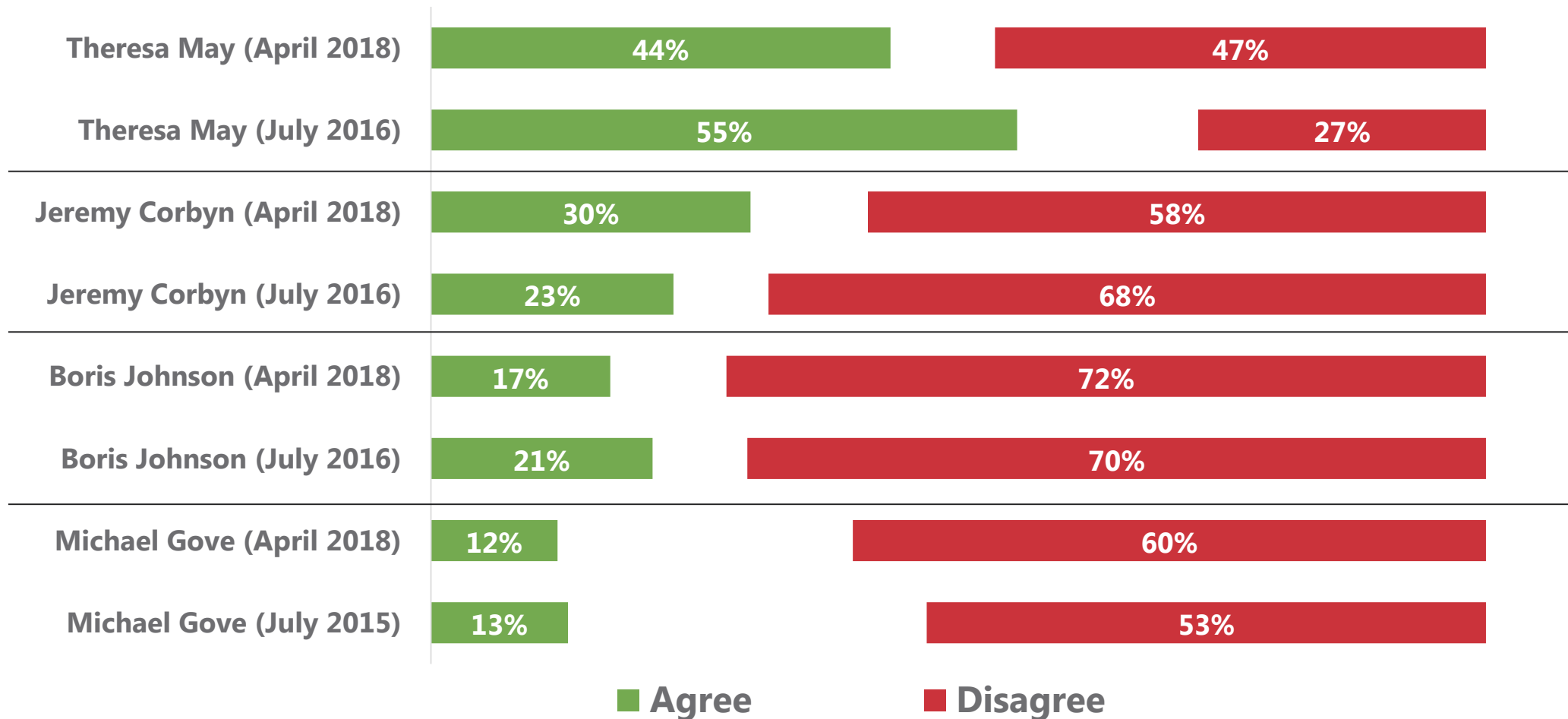
Source: Ipsos MORI Political Monitor



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Corbyn has closed the gap on May since 2016 as having what it takes to be a good PM – but is still behind

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



Base: 1,004 British adults 18+ 20th April – 24th April 2018

Source: Ipsos MORI Political Monitor



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