

Ipsos MORI March 2020 Political Monitor Topline Results

19th March 2020

Fieldwork: 13th – 16th March 2020

Technical Details

Ipsos MORI interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 13th – 16th March 2020. 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.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party’s support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Q1 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 (713)

13th – 16th
March 2020

31st January –
3rd February
2020

	%	%
Conservative	52	47
Labour	30	30
Liberal Democrats (Lib Dem)	9	11
Scottish National Party/Plaid Cymru	5	5
Green Party	4	5
The Brexit Party	*	1
Other	*	1
Conservative lead (+%)	+22	+17
<i>Would not vote</i>	1	*
<i>Undecided</i>	4	3
<i>Refused</i>	1	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 would you vote if there were a General Election tomorrow?

Q1b Which party are you most inclined to support?

	%
Conservative	51
Labour	31
Liberal Democrats (Lib Dem)	8
Scottish National Party/Plaid Cymru	5
Green Party	4
The Brexit Party	*
Other	*
Conservative lead (+%)	+20
<i>Would not vote</i>	6
<i>Undecided</i>	7
<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	64
9	5
8	6
7	5
6	2
5	6
4	1
3	1
2	*
1 – absolutely certain not to vote	7
Don't know	2

Satisfaction Ratings

Satisfaction among general public aged 18+

- Q8 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q9 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q10 Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q8) Mar '20	48	41	10	+7
<i>Feb '20</i>	<i>40</i>	<i>50</i>	<i>10</i>	<i>-10</i>
Johnson (Q9) Mar '20	52	38	9	+14
<i>Feb '20</i>	<i>47</i>	<i>44</i>	<i>9</i>	<i>+3</i>
Corbyn (Q10) Mar '20	19	68	14	-49
<i>Feb '20</i>	<i>16</i>	<i>75</i>	<i>9</i>	<i>-59</i>

- Q8 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q9 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q10 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)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q8) Mar '20	411	78	13	10	+65
Feb '20	413	74	18	8	+56
Johnson (Q9) Mar '20	411	87	9	4	+78
Feb '20	413	88	7	5	+81
Corbyn (Q10) Mar '20	284	41	51	8	-10
Feb '20	278	30	64	6	-34

Economic Optimism Index

- Q13 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Mar '20 %	Feb '20 %
Improve	15	29
Stay the same	13	21
Get worse	69	42
Don't know	3	7
Ipsos MORI Economic Optimism Index (EOI)	-54	-13

Q7 Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer? (only selected trends shown – see www.ipsos-mori.com for full list)

	Satisfied %	Dissatisfied %	Don't know %
Clarke December 1993	31	49	20
Brown July 1997	52	20	28
Darling March 2008	28	44	28
Osborne June 2010	40	23	37
Osborne March 2016	27	60	13
Hammond Nov 2016	39	28	34
Hammond March 2017	34	46	20
Hammond Nov 2017	36	45	19
Hammond Nov 2018	30	43	27
Sajid Javid Oct 2019	37	32	30
Sunak March 2020	45	17	37

Base: Conservative party supporters (411)

	Satisfied %	Dissatisfied %	Don't know %
Osborne June 2010	64	7	29
Osborne March 2016	58	31	10
Hammond Nov 2016	61	12	27
Hammond March 2017	60	26	14
Hammond Nov 2017	62	22	17
Hammond Nov 2018	51	31	18
Sajid Javid Oct 2019	66	9	25
Sunak March 2020	63	7	30

Q8 As you may know, the Government announced its 2020 budget this week/ last week. From what you know or have heard, do you think the Budget proposals are a good thing or a bad thing....?

- a) for you personally
- b) for the country

	Good thing %	Bad thing %	Don't know %
For you personally (March 2020)	45	24	31
November 2017	35	36	29
March 2017	33	39	28
March 2016	35	40	24
July 2015	45	38	17
April 2014	43	35	22

April 2012	25	60	16
For the country (March 2020)	54	22	25
November 2017	41	38	21
March 2017	38	42	21
March 2016	30	53	17
July 2015	46	44	10
April 2014	48	33	19
April 2012	33	53	14

Coronavirus

Q9 Overall, how well or badly do you think each of the following have handled the coronavirus outbreak so far? If you do not know who the person is, please say so.

	Very well	Fairly well	Neither well nor badly	Fairly badly	Very badly	Don't know	Don't know who they are	Very/fairly well	Very/fairly badly	Net well
	%	%	%	%	%	%	%	%	%	%
The Government	10	39	13	20	15	2	1	49	35	+14
Boris Johnson	13	34	13	17	21	2	1	47	38	+9
Matt Hancock, Secretary of State for Health and Social Care	7	32	15	15	8	7	15	39	23	+16
Rishi Sunak, Chancellor of the Exchequer	10	31	19	9	4	10	17	41	13	+28
Chris Whitty, the Chief Medical Officer for England	16	36	12	9	5	4	18	52	14	+38

Q10 When thinking about the different measures the Government has taken so far in order to tackle the coronavirus outbreak, which of the following statements comes closest to your view?

	Mar-20 %
The measures the Government has taken go too far and not all are necessary	4
The measures the Government has taken are about right	42
The measures the Government has taken do not go far enough and more should be done	50
Don't know	3

Base: Conservative party supporters (411)

	Mar-20
	%
The measures the Government has taken go too far and not all are necessary	3
The measures the Government has taken are about right	60
The measures the Government has taken do not go far enough and more should be done	35
Don't know	2

Base: Labour party supporters (284)

	Mar-20
	%
The measures the Government has taken go too far and not all are necessary	5
The measures the Government has taken are about right	21
The measures the Government has taken do not go far enough and more should be done	72
Don't know	2

Q10.b As you may know, the government has advised people with mild symptoms, such as having a high temperature or continuous cough, to self-isolate and stay at home for 7 days, regardless of whether they have been tested for the coronavirus. How many people, if any, with mild symptoms do you think will follow this advice and self-isolate themselves for seven days?

	Mar-20
	%
All of them	2
Nearly all of them	14
More than half of them	23
Around half of them	25
Less than half of them	19
Hardly any of them	13
None of them	2
Don't know	1
More than half	39
Less than half	34

Q11 As you may know, this week's /last week's Budget included measures to help deal with the coronavirus outbreak. From what you know or have heard, how helpful, if at all, do you think these measures will be overall in tackling the coronavirus outbreak?

	Mar-20 %
Very helpful	10
Fairly helpful	55
Not very helpful	22
Not at all helpful	5
Don't know	8
Very/Fairly helpful	65
Not very/at all helpful	27

Base: Conservative party supporters (411)

	Mar-20 %
Very helpful	14
Fairly helpful	63
Not very helpful	15
Not at all helpful	2
Don't know	7
Very/Fairly helpful	77
Not very/at all helpful	17

Base: Labour party supporters (284)

	Mar-20 %
Very helpful	7
Fairly helpful	47
Not very helpful	29
Not at all helpful	11
Don't know	6
Very/Fairly helpful	54
Not very/at all helpful	40

Q12 And to what extent, if at all, do you support or oppose each of the following policies announced in the Budget to respond to the coronavirus outbreak?

	Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Strongly/ tend to support %	Strongly /tend to oppose %	Net support %
Suspending business rates for a year for companies such as shops, cinemas, restaurants and hotels with a rateable value of less than £51,000	60	22	9	2	3	4	82	5	+77
Providing a £5billion emergency response fund for the NHS and other public services	81	11	3	1	2	2	92	3	+89
Providing statutory sick pay for all those advised to self-isolate, even if they have not presented with symptoms	54	23	9	6	4	4	77	10	+67
Providing a £500 million hardship fund for councils in England to help vulnerable people in their areas	66	21	4	3	3	3	87	6	+81
Providing "business interruption" loans of up to £1.2million for small businesses	55	26	9	3	3	5	81	6	+75
Meeting the costs of up to two weeks' worth of sick pay payments for firms with fewer than 250 staff	64	20	6	3	3	3	84	6	+78

Q13 As you may know, the Bank of England recently announced it was cutting base interest rates from 0.75 to 0.25 per cent to help deal with the potential economic impact of the coronavirus outbreak. To what extent, if at all, do you support or oppose this interest rate cut?

	Mar-20 %
Strongly support	48
Tend to support	22
Neither support nor oppose	13
Tend to oppose	5
Strongly oppose	7
Don't know	6
Strongly/Tend to support	70
Strong/Tend to oppose	12
Net Support	+58

Q14 And would you support or oppose cancelling each of the following events in light of the coronavirus outbreak?

	Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Strongly/ tend to support %	Strongly/ tend to oppose %	Net support %
The FA Cup	57	18	8	4	10	3	75	14	+61
The remainder of the season for the main football leagues around Britain (such as the English Premier League, the English Football League and the Scottish Premier League)	56	17	8	6	11	2	73	17	+56
The UEFA European Football Championship	64	15	7	4	8	2	79	12	+67
The Wimbledon Tennis Championships	53	18	8	9	10	2	71	19	+52

14.b As you may know England was scheduled to hold local and mayoral elections on the 7th of May this year, but the government has announced these will now be postponed for a year due to the coronavirus. Do you support or oppose postponing these elections?

	Mar-20 %
Strongly support	50
Tend to support	22
Neither support nor oppose	7
Tend to oppose	9
Strongly oppose	11
Don't know	2
Strongly/Tend to support	72
Strong/Tend to oppose	20
Net Support	+52