

Ipsos MORI March 2017 Political Monitor

Topline Results

15 March 2017

Fieldwork: 10th – 14th March 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,032 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 10th – 14th March 2017. 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 in “peacetime” (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

In recent years, Ipsos MORI’s headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters’ likelihood to vote, Ipsos MORI has carried out an internal review into improving the accuracy of our polls. As a result, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take 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). This method would have given us the most accurate results in the 2015 General Election. 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 far 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 (745) Q1a/b %

Conservative	43
Labour	30
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	6
Other	*
Conservative lead (±%)	+13
<i>Would not vote</i>	1
<i>Undecided</i>	5
<i>Refused</i>	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 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?**
IF UNDECIDED OR REFUSED AT Q1a

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

	%
Conservative	40
Labour	31
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	5
Green Party	4
UK Independence Party	6
Other	*
Conservative lead (±%)	+9
<i>Would not vote</i>	9
<i>Undecided</i>	9
<i>Refused</i>	1

Certainty of voting

- Q2 And how likely would you be to vote in an immediate 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	62
9	5
8	7
7	4
6	2
5	6
4	1
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	*

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 Tim Farron is doing his job as leader of the Liberal Democrats? *(NB Split sampled)*
- Q7 Are you satisfied or dissatisfied with the way Paul Nuttall is doing his job as leader of UKIP, the UK Independence Party? *(NB Split sampled)*

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	38	54	7	-16
May (Q4)	52	39	8	+13
Corbyn (Q5)	23	64	13	-41
Farron (Q6) <i>(base:515)</i>	26	36	38	-10
Nuttall (Q7) <i>(base:517)</i>	14	51	35	-37

BASE: PARTY SUPPORTERS ONLY

- 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)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	349	74	16	10	+58
May (Q4)	349	90	7	4	+83
Corbyn (Q5)	270	42	52	6	-10

Economic Optimism Index

- Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	%
Improve	22
Stay the same	24
Get worse	50
Don't know	4
Ipsos MORI Economic Optimism Index (EOI)	-28

Budget

- Q9 On balance do you agree or disagree with the following statement?
In the long term, this government's policies will improve the state of Britain's economy?

	Mar' 2012	Mar' 2015	Nov' 2015	Mar'2016	Mar'2017
Agree	46	53	48	43	44
Disagree	47	39	47	49	50
Don't know	6	7	5	8	7

- Q10 Can you tell me whether you are satisfied or dissatisfied with the way Philip Hammond is doing his job as Chancellor of the Exchequer?

	Hammond November 2016 %	Hammond March 2017 %
Satisfied	39	34
Dissatisfied	28	46
Don't know	34	20

Q11 As you may know, the Government announced its 2017 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....?

	Good thing %	Bad thing %	Don't know %
For you personally (March 2017)	33	39	28
March 2016	35	40	24
July 2015	45	38	17
April 2014	43	35	22
For the country (March 2017)	38	42	21
March 2016	30	53	17
July 2015	46	44	10
April 2014	48	33	19

Brexit

Q18 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 (March 2017)	36	52	12
December 2016	33	53	14
November 2016	37	48	15
Theresa May (March 2017)	49	40	11
December 2016	51	35	14

Q19 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?

	% David Cameron Feb' 2016	% Theresa May Mar' 2017
Very confident	5	11
Fairly confident	29	33
Not very confident	35	28
Not confident at all	27	23
Don't know	4	5
Confident	34	44
Not confident	62	51

* In Feb' 2016 this was asked as: Please tell me how confident, if at all, you are that David Cameron will get a good deal for Britain in negotiations with other European Union leaders?

Q20 In a speech about the upcoming negotiations over Britain’s exit from and future relationship with the European Union, Theresa May said “no deal for Britain is better than a bad deal for Britain.” To what extent, if at all, do you agree or disagree with this statement?

	%
Strongly agree	26
Tend to agree	26
Neither agree nor disagree	8
Tend to disagree	17
Strongly disagree	18
Don't know	6
Agree	52
Disagree	35

Q21 In the negotiations over Britain’s future relationship with the European Union, how important, if at all, do you think it is for the British government to achieve each of the following, or do you think the government should not try to achieve this?

	Essential %	Very important %	Fairly important %	Not very important %	Not at all important %	Should not try to achieve this %	Don't know %	Essential / very important %
For Britain to make no further contributions to the EU budget after Britain leaves	18	25	20	15	6	8	7	43
For Britain to remain in the single market	15	28	25	14	5	6	7	43
For Britain to have full control over its immigration policy	27	34	19	9	3	5	2	61

Q22 Now that Britain has voted to leave the EU, to what extent do you think it will be better or worse for your own standard of living, or will it make no difference?

	May '16	July '16 %	Oct' 2016 %	Mar' 2017 %
A lot better	7	9	13	8
A little better	11	12	11	10
Make no difference	46	39	24	40
A little worse	19	24	24	20
A lot worse	10	12	25	17
Don't know	7	4	4	5
Better	18	21	24	18
Worse	29	36	49	37