

# Ipsos MORI

March 2017 POLITICAL MONITOR



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# March 2017

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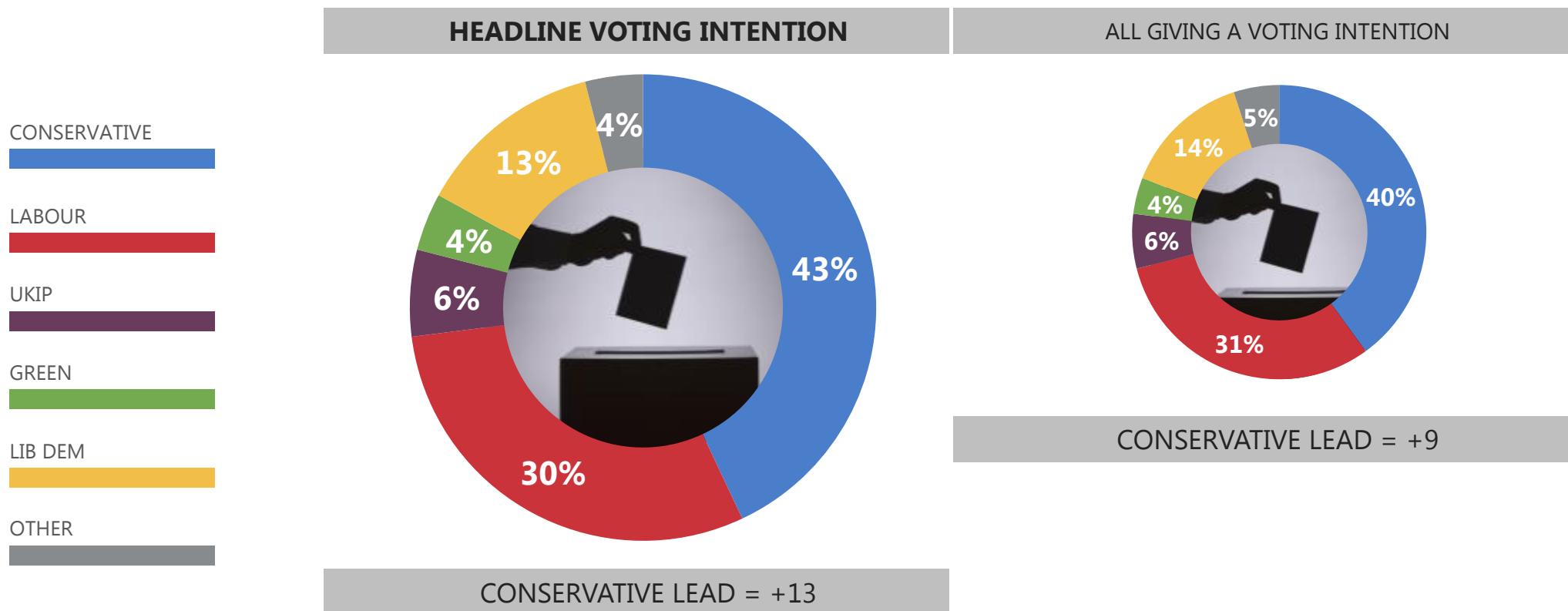
## VOTING INTENTIONS



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# Voting Intention

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

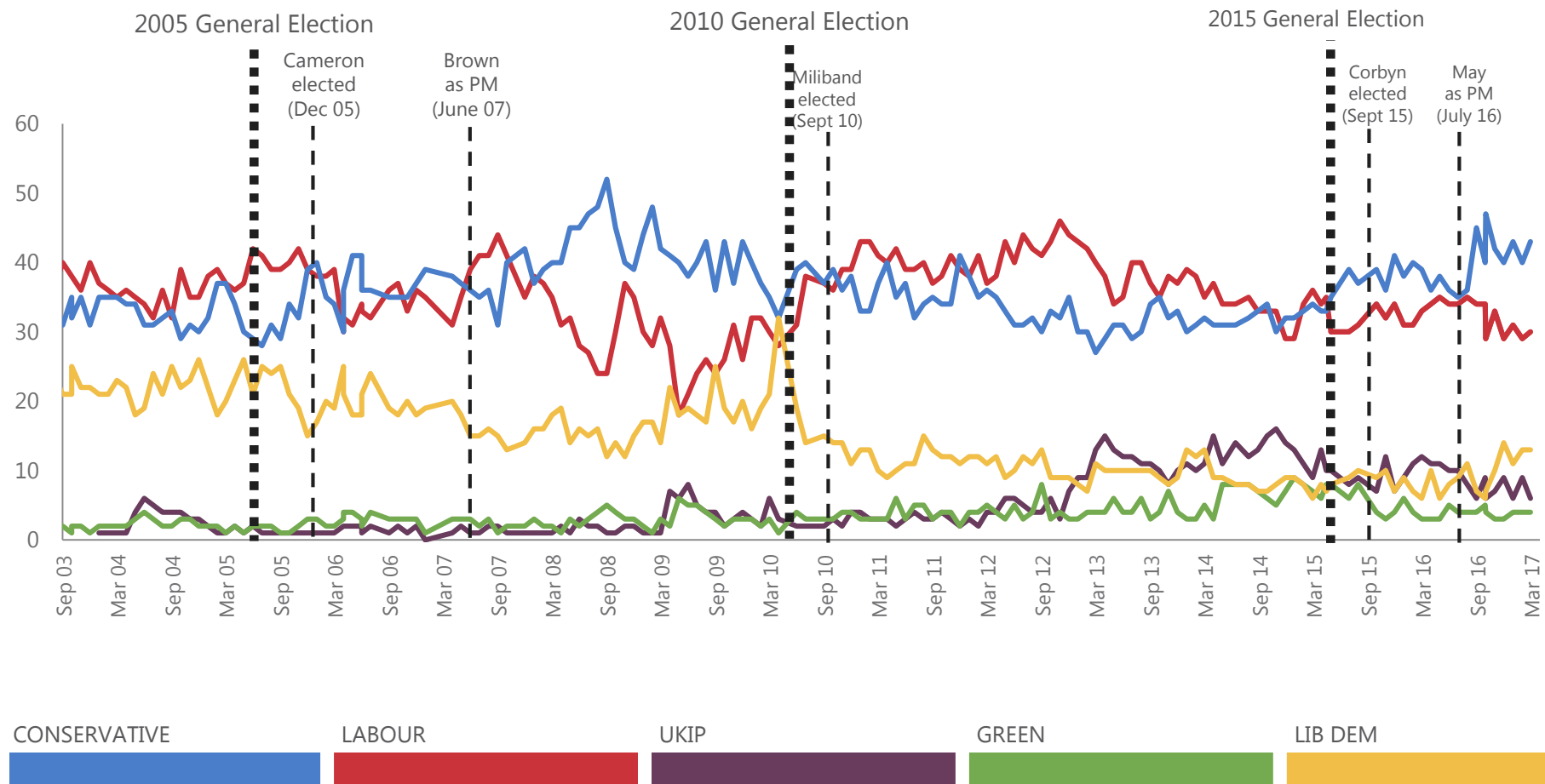


Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 745. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE.

Source: Ipsos MORI Political Monitor

# Headline voting intention: August '03 – March '17

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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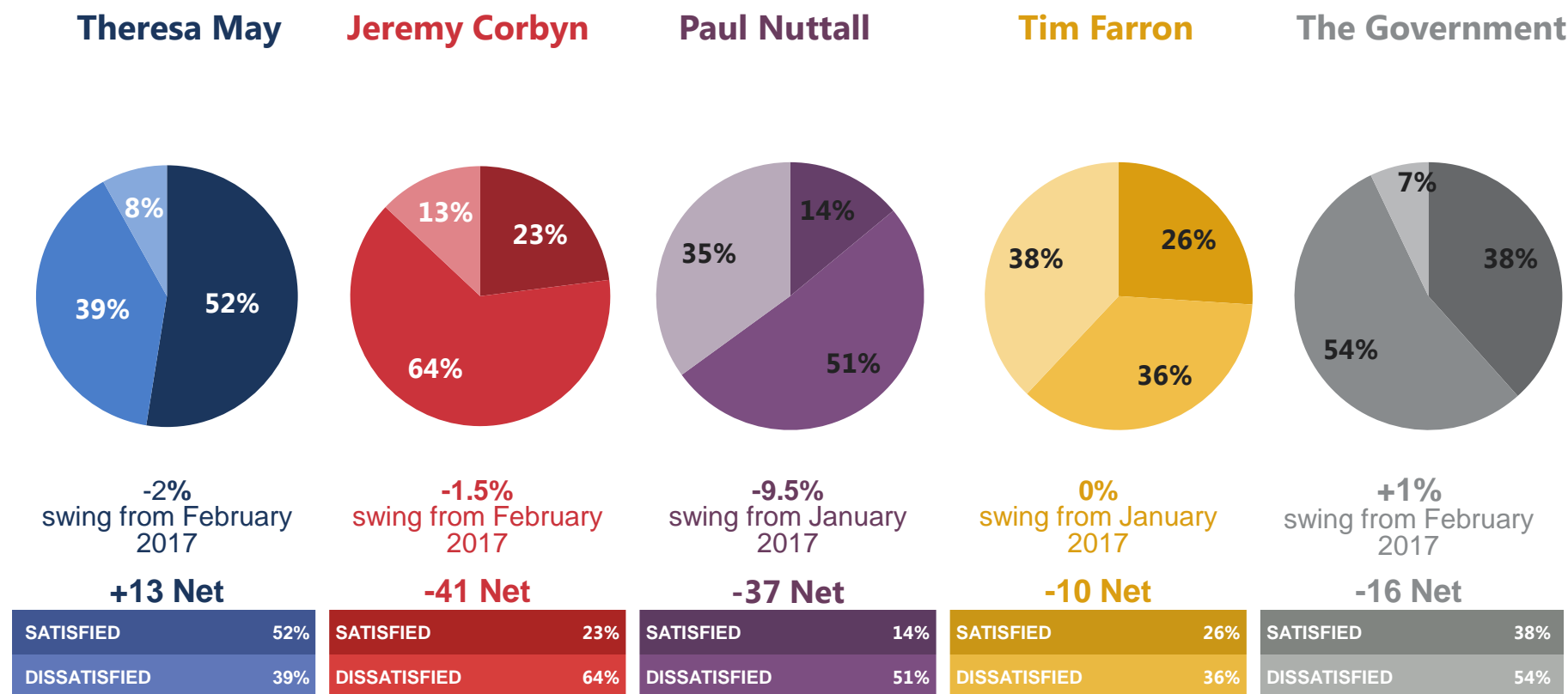
# March 2017

## 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 UKIP /LEADER OF THE LIBERAL DEMOCRATS ?

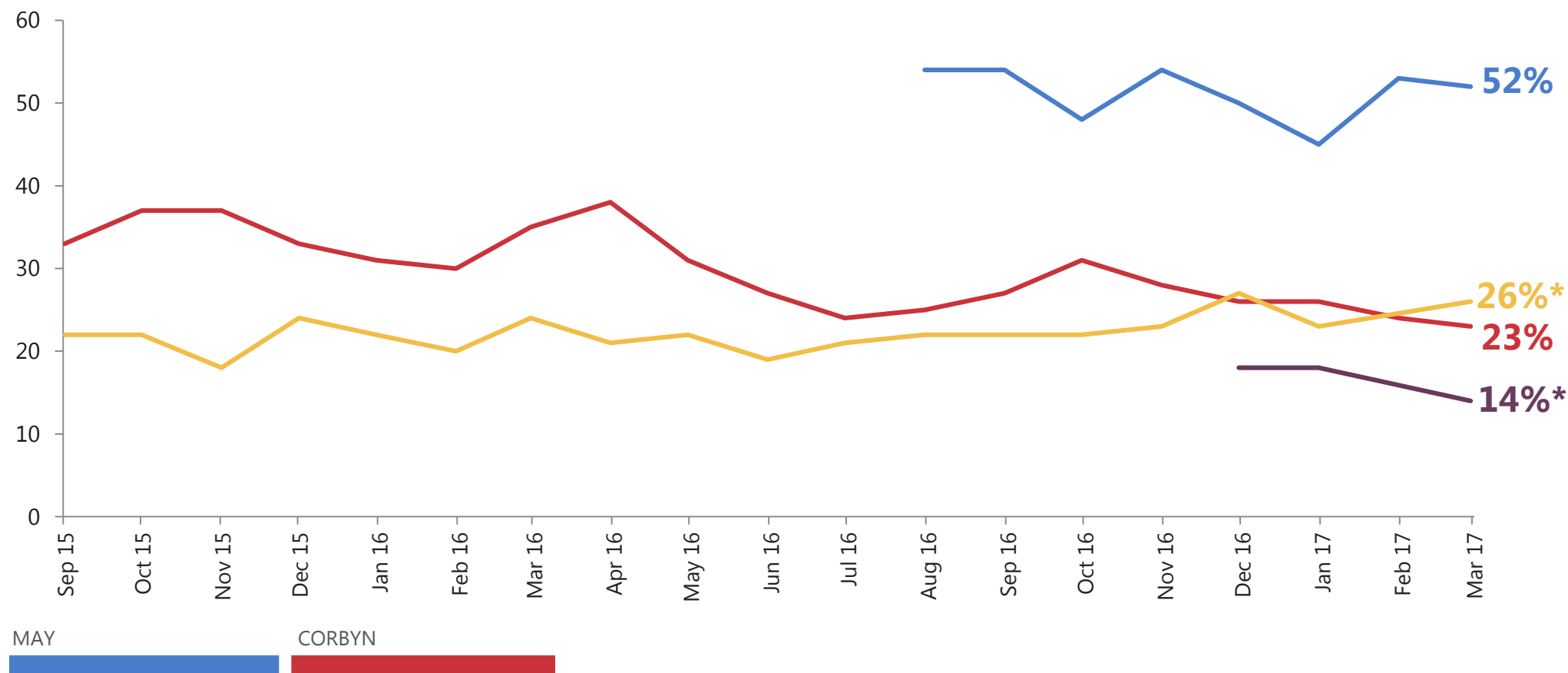


Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017 . Paul Nuttall and Tim Farron were asked on a split sample 517 and 515 British adults 18+ respectively. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

# Satisfaction with Party leaders Sept 2015 – Mar 2017

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS ... ?



Base: c.1,000 British adults each month. In February 2016 data for Paul Nuttall and Tim Farron was not collected

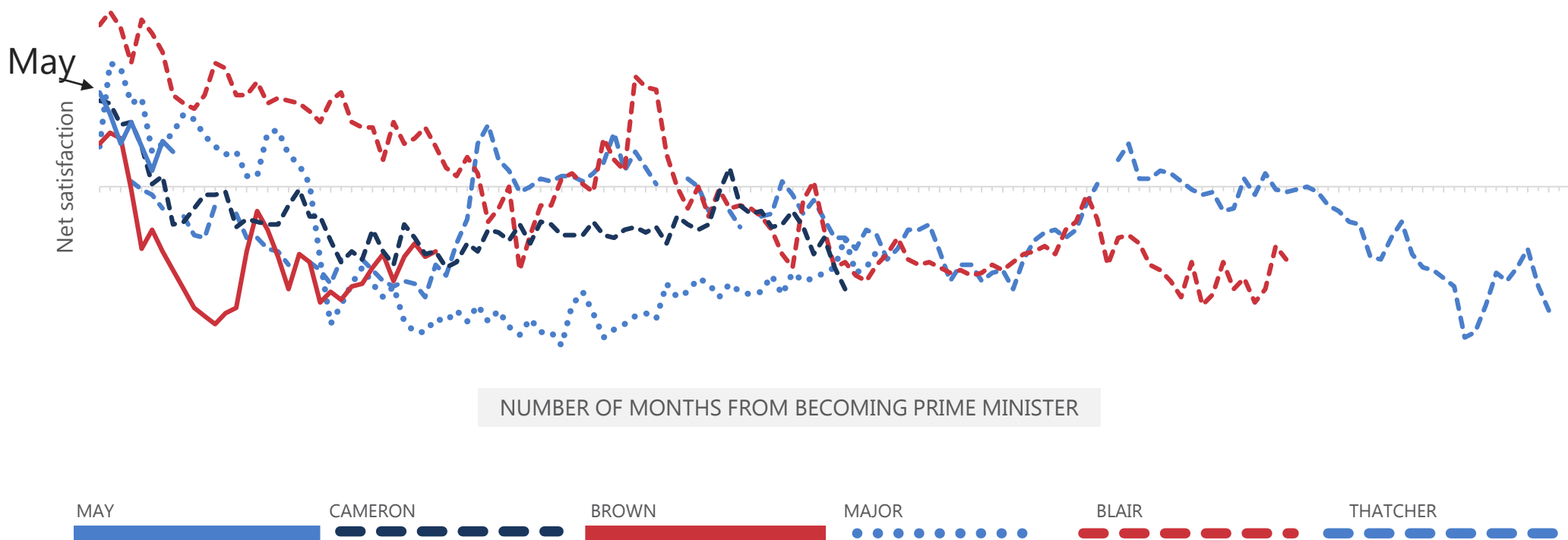
Source: Ipsos MORI Political Monitor



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# Net satisfaction with Prime Ministers

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

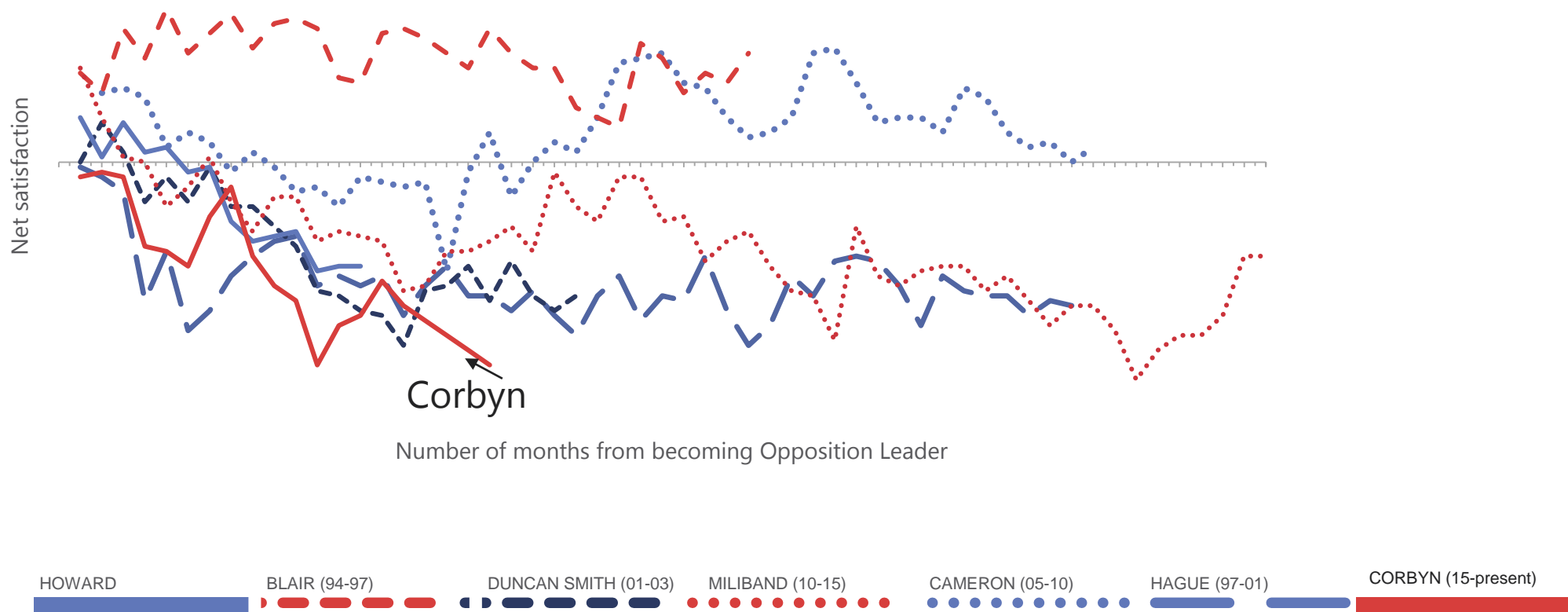


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# Net satisfaction with Opposition Leaders (1994 – 2017)

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

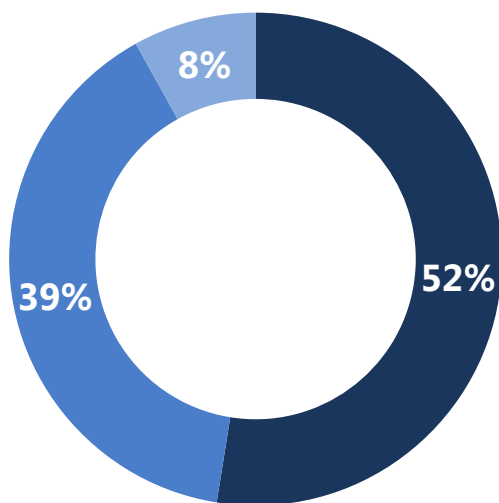


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# Theresa May (satisfaction)

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

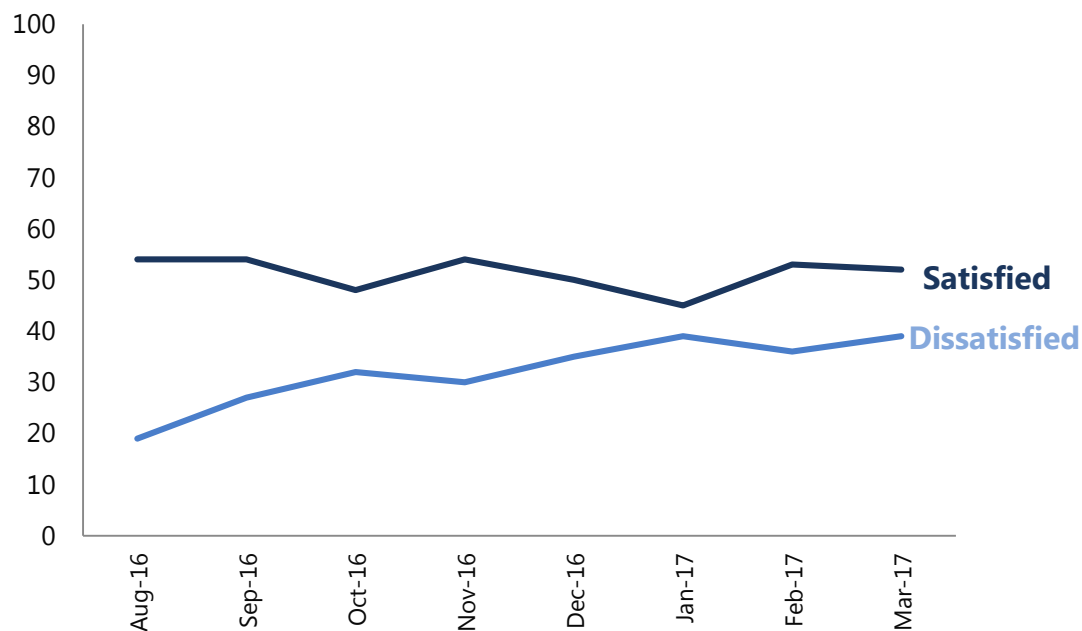
March 2017



SATISFIED	52%
DISSATISFIED	39%
DON'T KNOW	8%

Net = +13

August 2016 – March 2017



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

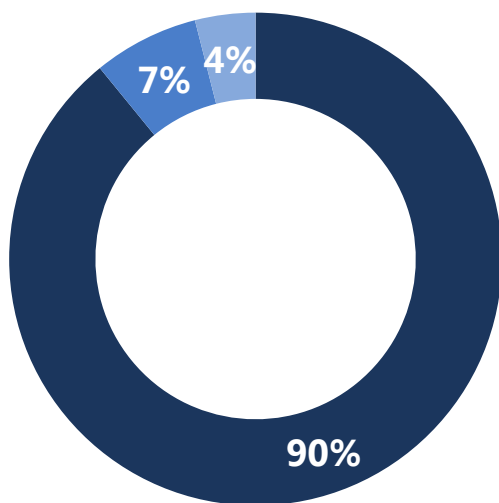


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# Theresa May (satisfaction amongst Conservative supporters)

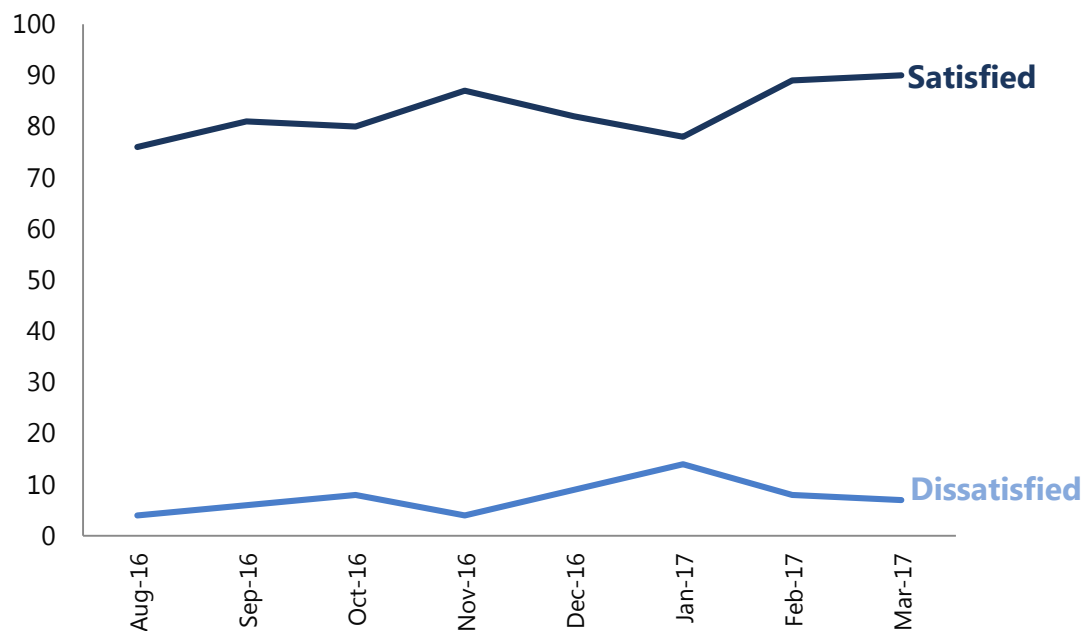
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

March 2017



SATISFIED	90%
DISSATISFIED	7%
DON'T KNOW	4%
Net = +83	

August 2016 – March 2017



Base: 349 Conservative supporters 18+ , 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

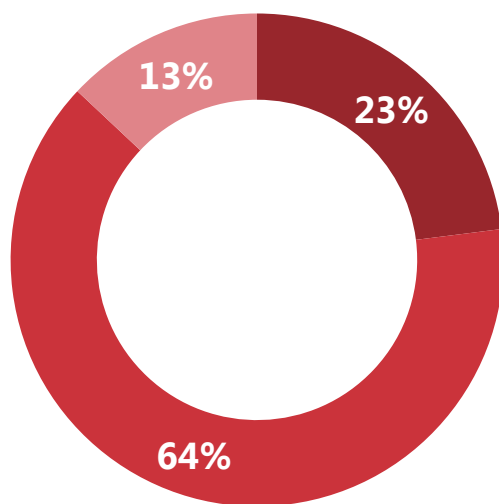


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# Jeremy Corbyn (satisfaction)

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

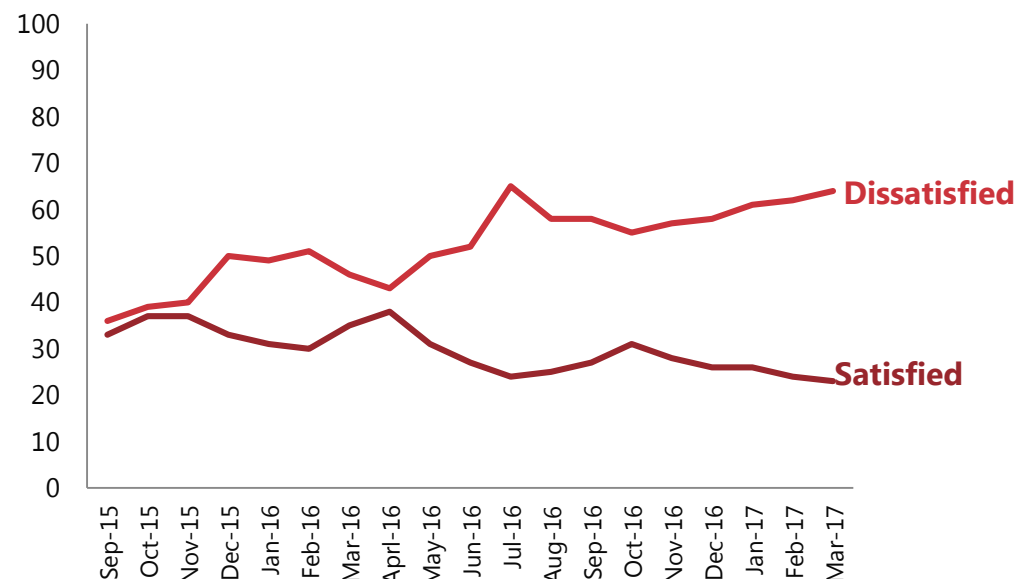
March 2017



SATISFIED	23%
DISSATISFIED	64%
DON'T KNOW	13%

Net = -41

September 2015 – March 2017



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

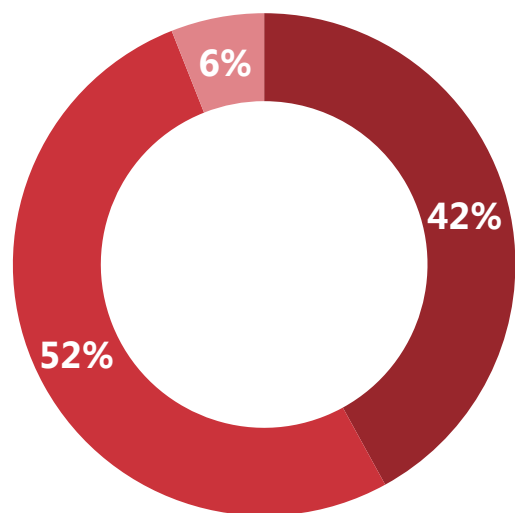


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# Jeremy Corbyn (satisfaction amongst Labour supporters)

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

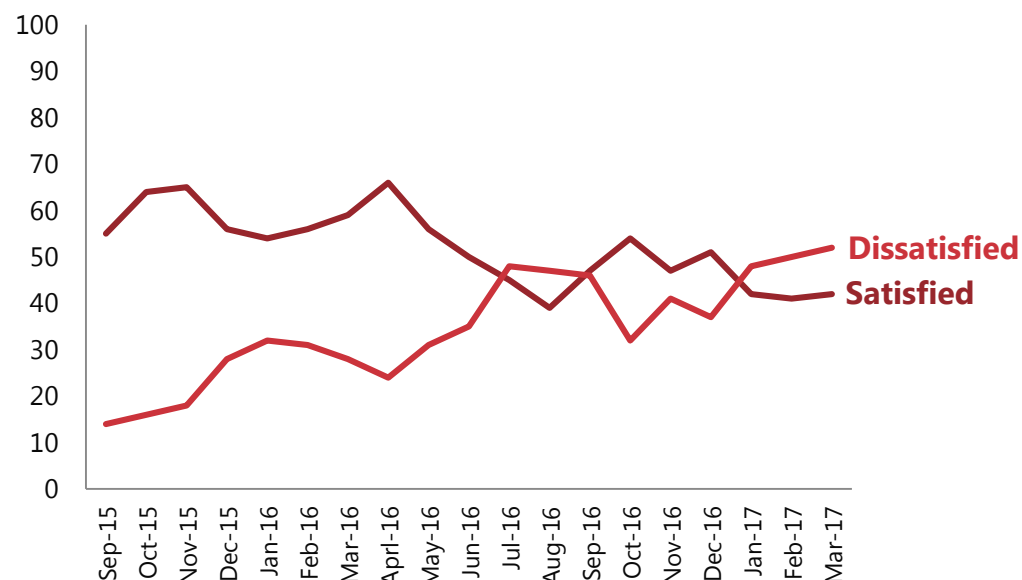
March 2017



SATISFIED	42%
DISSATISFIED	52%
DON'T KNOW	6%

Net = -10

September 2015 – March 2017



Base: 270 Labour supporters 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

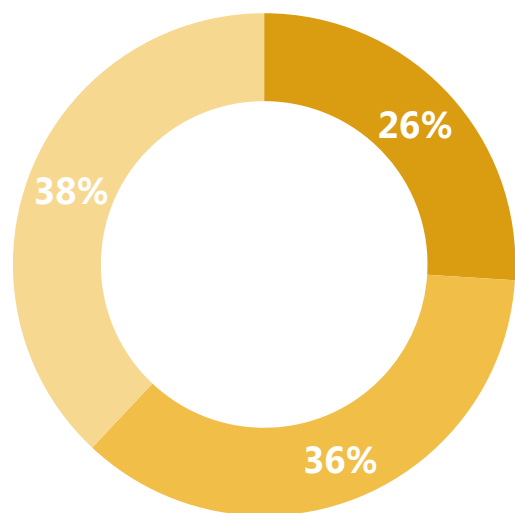


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# Tim Farron (satisfaction)

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

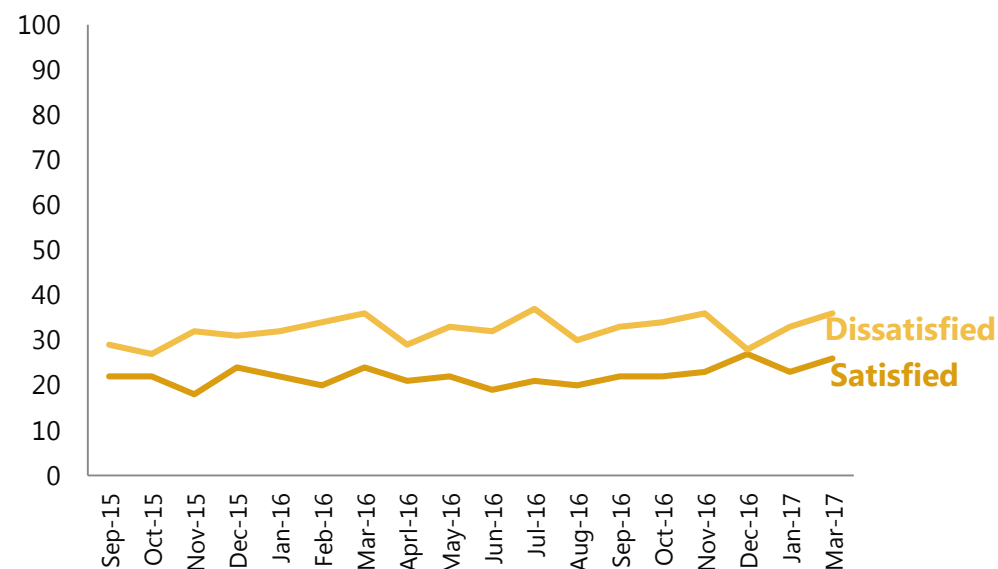
March 2017



SATISFIED	26%
DISSATISFIED	36%
DON'T KNOW	38%

Net = -10

September 2015 – March 2017



Base: 515 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

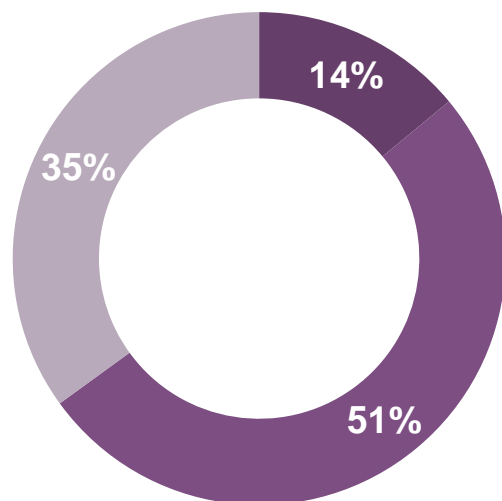


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# Paul Nuttall(satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY PAUL NUTTALL IS DOING HIS JOB AS LEADER OF UKIP, THE UK INDEPENDENCE PARTY?

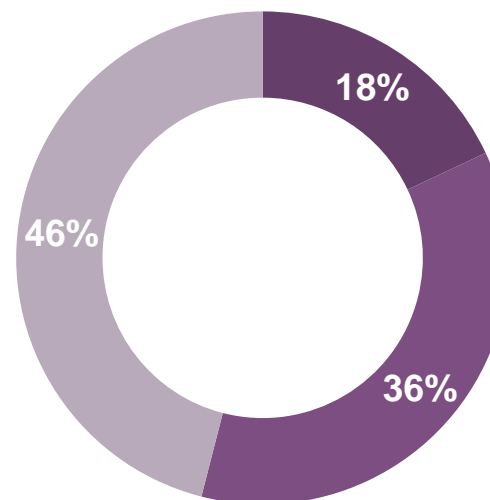
March 2017



SATISFIED	14%
DISSATISFIED	51%
DON'T KNOW	35%

Net = -37

January 2017



SATISFIED	18%
DISSATISFIED	36%
DON'T KNOW	46%

Net = -18

Base: 517 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor



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# March 2017

## ECONOMIC OPTIMISM

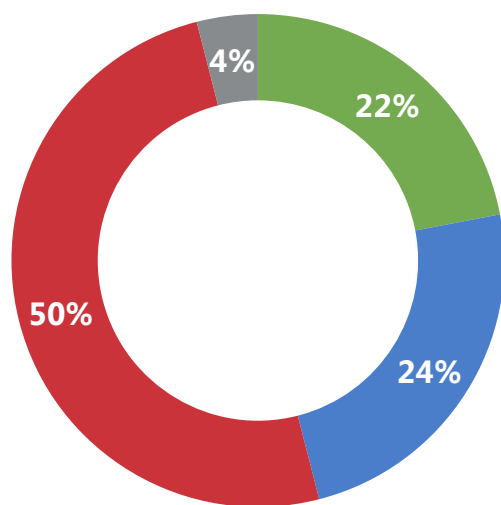




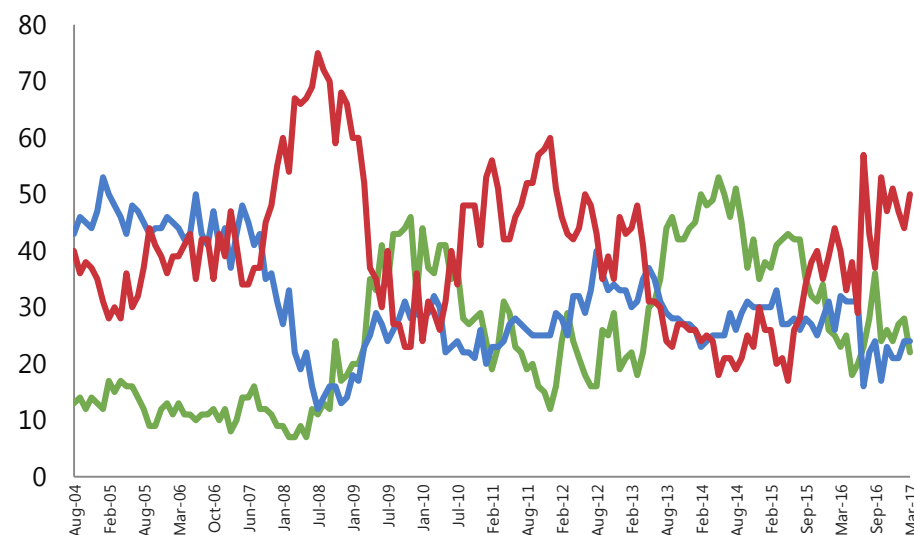
# Economic Optimism Index

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 2017



IMPROVE	22%
STAY THE SAME	24%
GET WORSE	50%
DON'T KNOW	4%
EOI = -28	

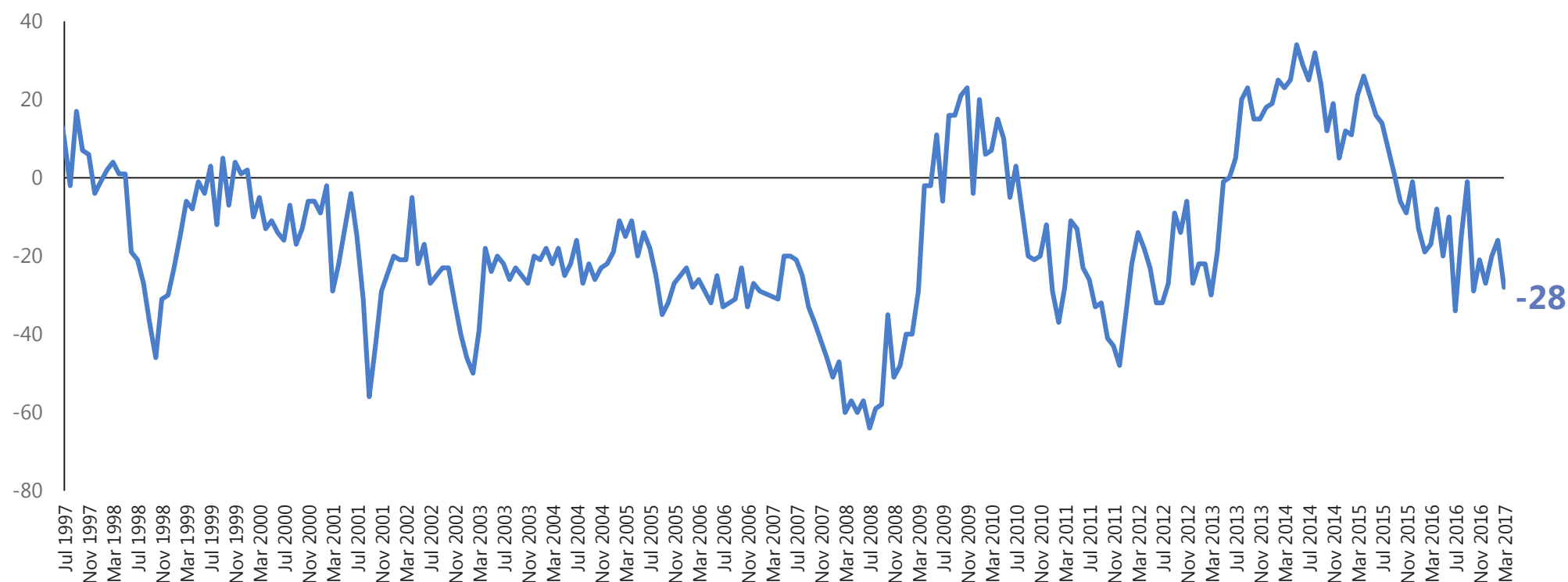


Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

# The Ipsos MORI 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?



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



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# March 2017

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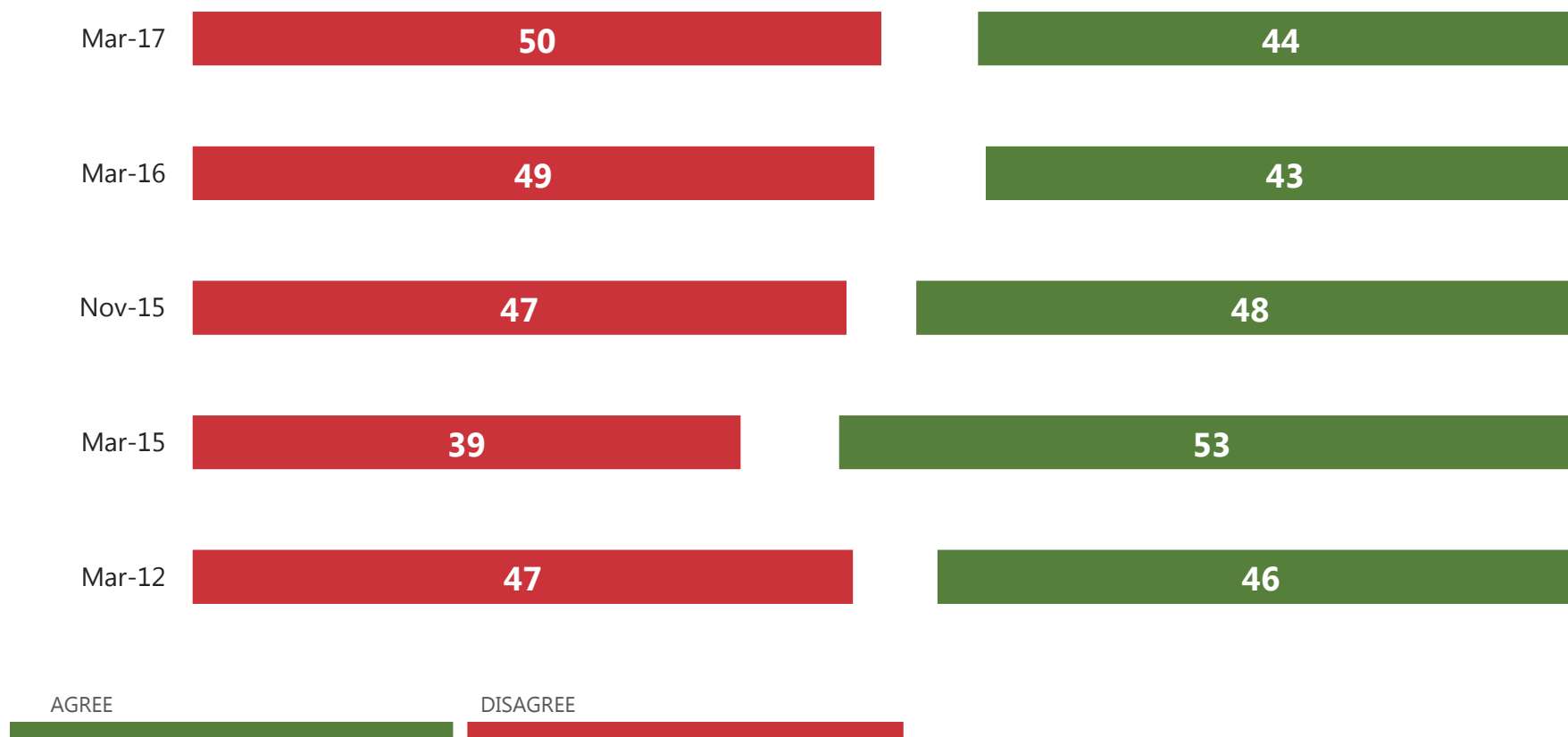
## Budget



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# Does the government have the right policies for Britain's economy?

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



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

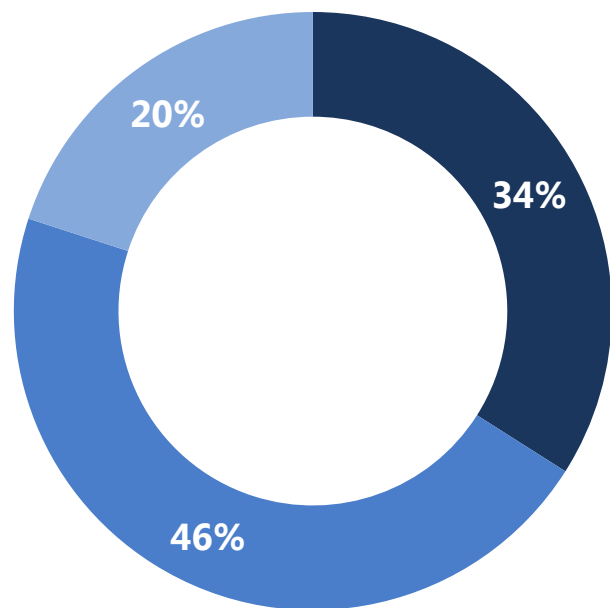


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# Phillip Hammond (satisfaction)

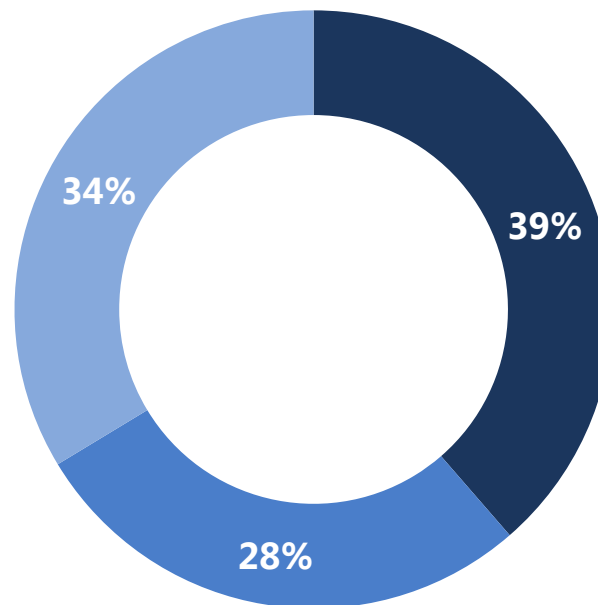
CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY PHILLIP HAMMOND IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

March 2017



SATISFIED	34%
DISSATISFIED	46%
DON'T KNOW	20%
Net = -12	

November 2016



SATISFIED	39%
DISSATISFIED	28%
DON'T KNOW	34%
Net = +11	

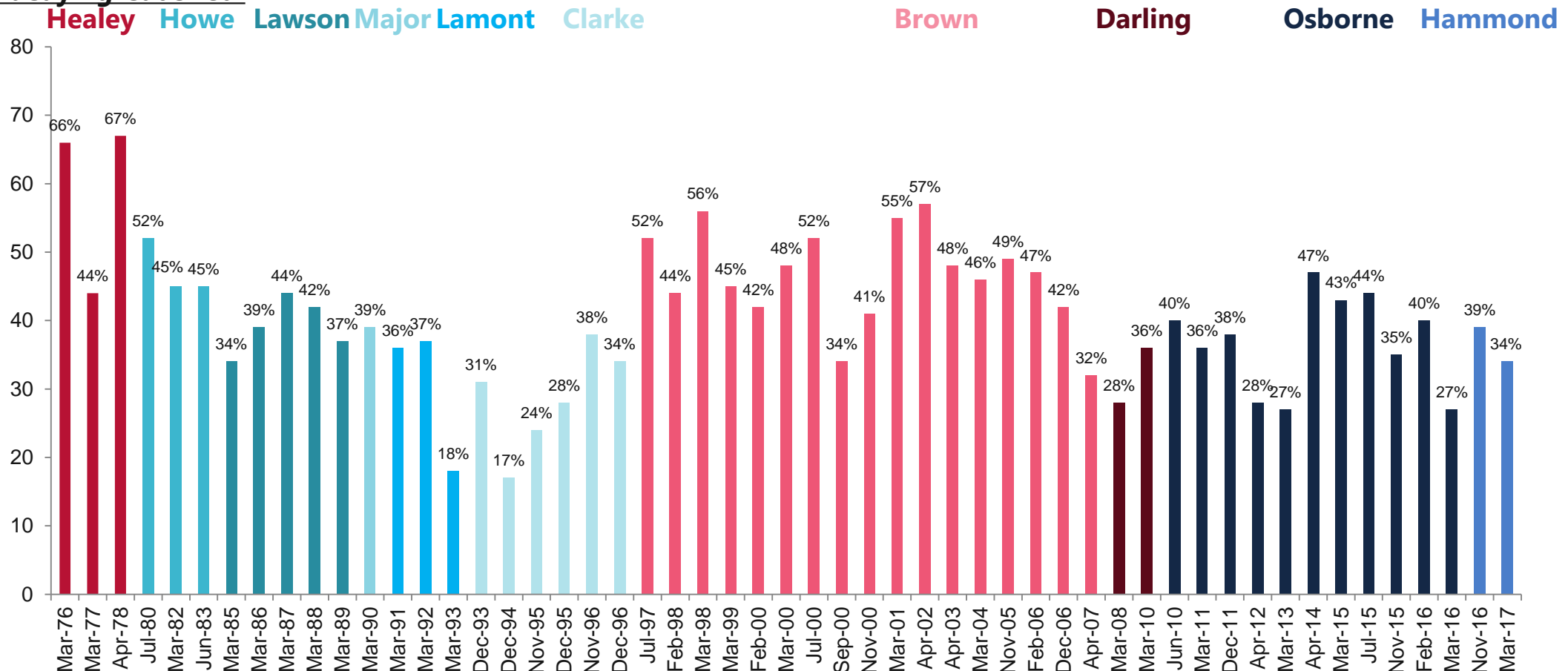
Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

# Satisfaction with the Chancellor - trends

CAN YOU TELL ME WHETHER YOU ARE SATISFIED OR DISSATISFIED WITH THE WAY PHILLIP HAMMOND IS DOING HIS JOB AS CHANCELLOR OF THE EXCHEQUER?

% saying 'satisfied'



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor



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# Budget reaction

**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....?**



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

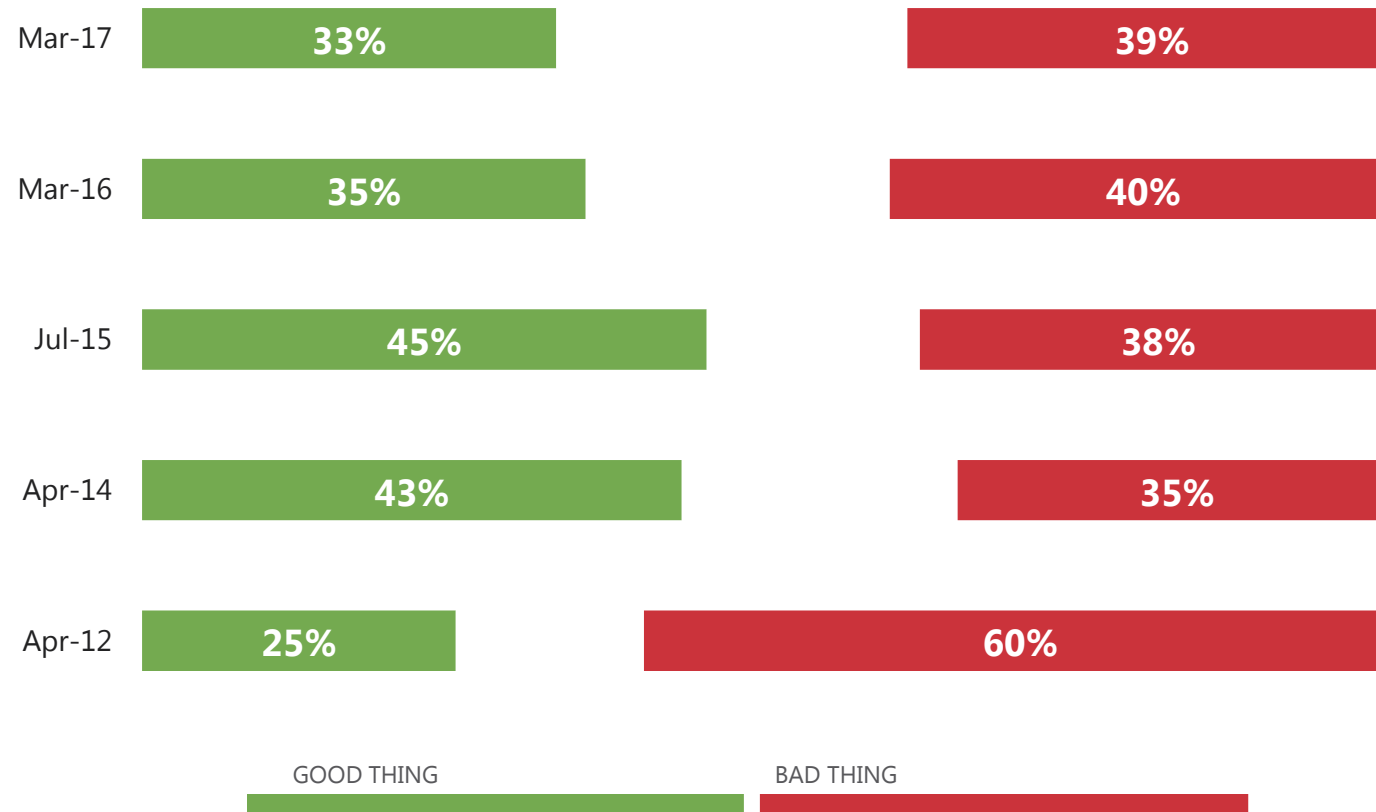


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# Budget reaction

**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....?**

## For you personally



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor



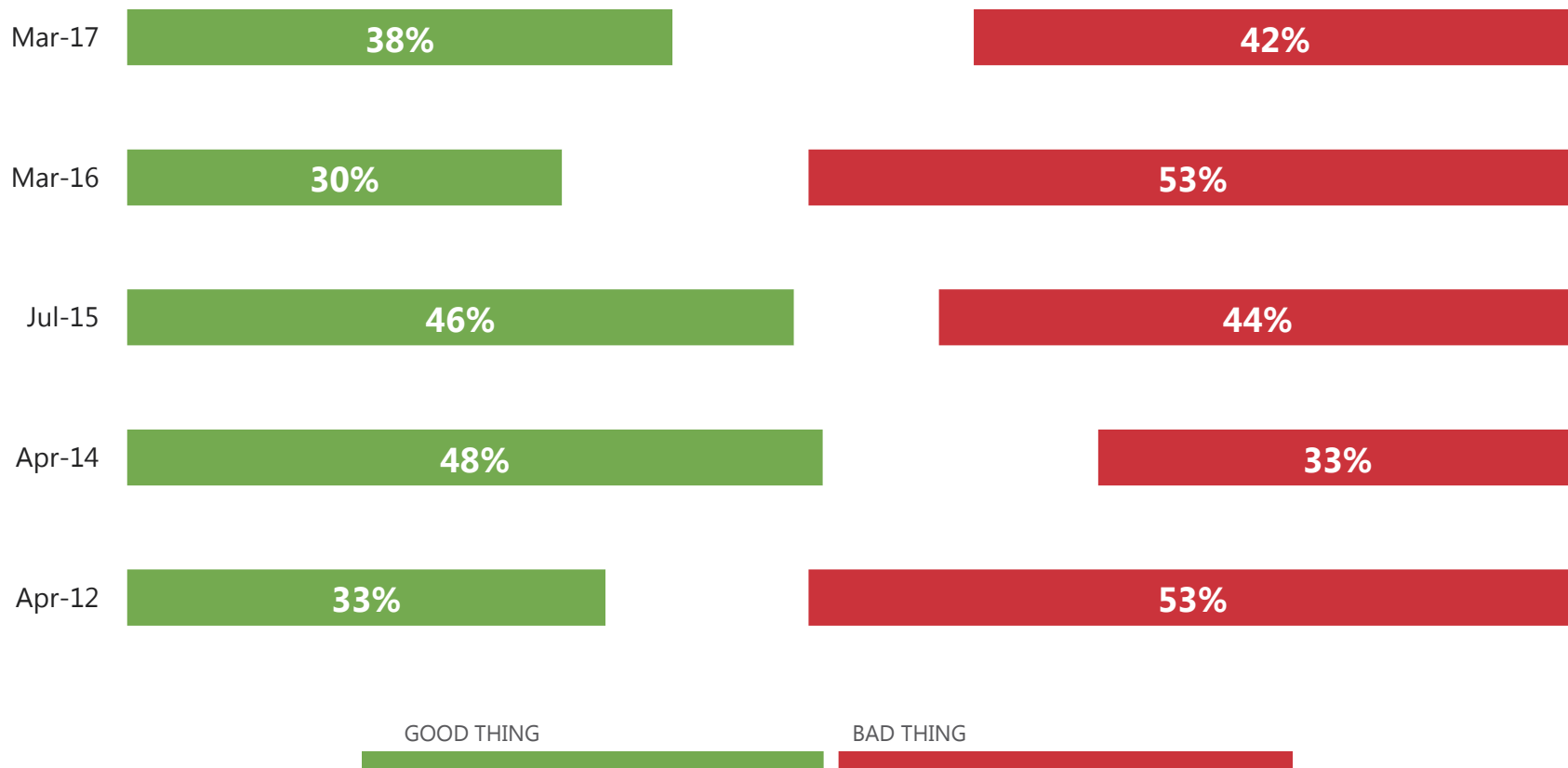
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# Budget reaction

**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....?**

## For the country



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

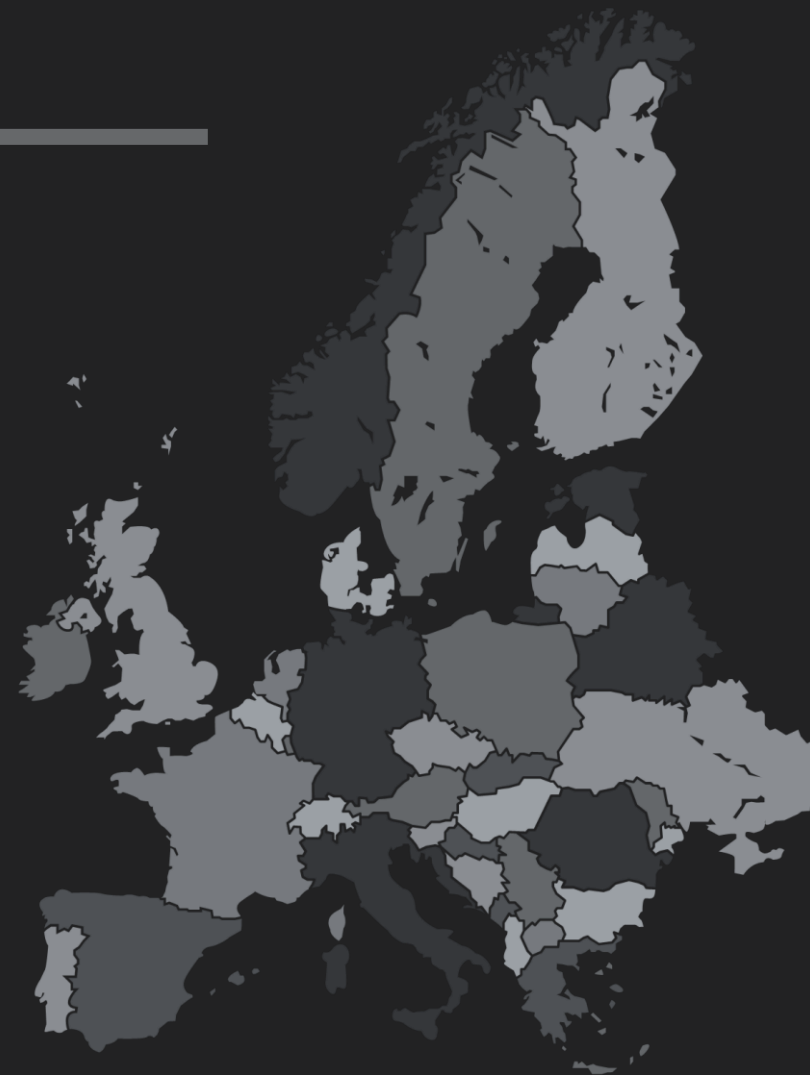


**Ipsos MORI**

# March 2017

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Brexit



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# Handling Britain's exit from the European Union

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

The Government March 2017

36%

52%

The Government (December 2016)

33

53

(The Government November 2016)

37%

48%

Theresa May March 2017

49%

40%

Theresa May (December 2016)

51%

35%

GOOD JOB

BAD JOB



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

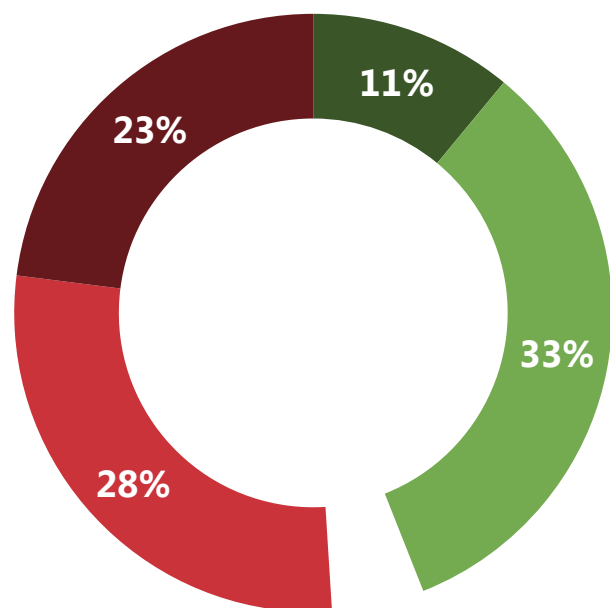
Source: Ipsos MORI Political Monitor

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# Confidence in May to get a good deal for Britain

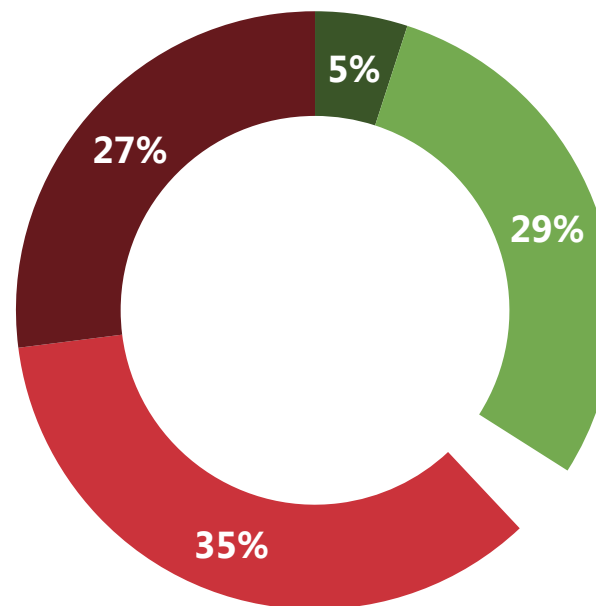
PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT THERESA MAY WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN UNION LEADERS?

Theresa May March 2017



Confident	44%
Not confident	51%

David Cameron February 2016



Confident	34%
Not confident	62%

VERY CONFIDENT

FAIRLY CONFIDENT

NOT VERY CONFIDENT

NOT CONFIDENT AT ALL

Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

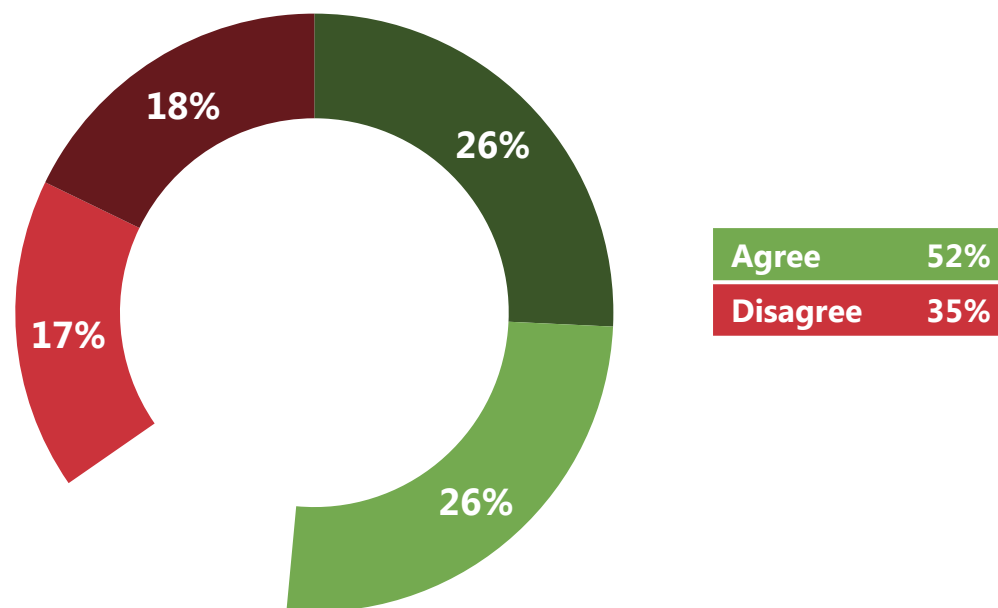
Source: Ipsos MORI Political Monitor



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# Is no deal better than a bad deal for Britain?

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

TEND TO AGREE

TEND TO DISAGREE

STRONGLY DISAGREE

Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor

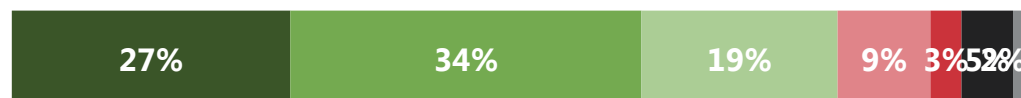


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# Priorities for Britain's future relationship with the EU

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?

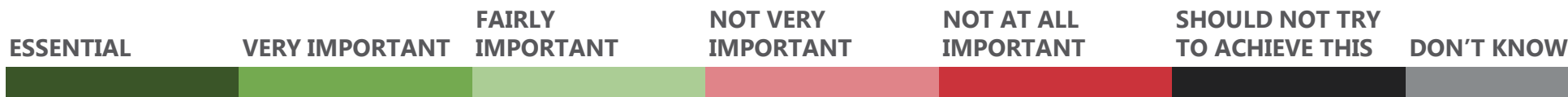
For Britain to have full control over its immigration policy



For Britain to remain in the single market



For Britain to make no further contributions to the EU budget after Britain leaves



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor



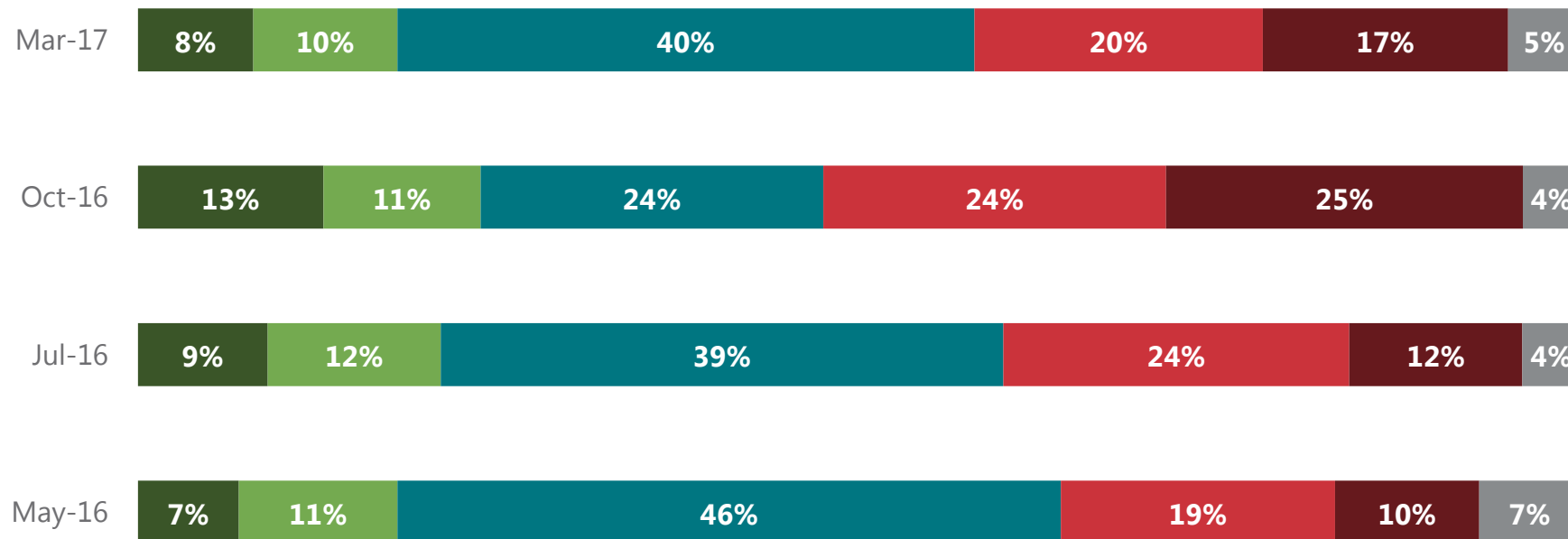
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# Brexit and standard of living

**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?**

**ASKED IN MAY AS:**

**IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WOULD BE BETTER OR WORSE FOR EACH OF THE FOLLOWING, OR WOULD IT MAKE NO DIFFERENCE?**



Base: 1,032 British adults 18+, 10<sup>th</sup> – 14<sup>th</sup> March 2017

Source: Ipsos MORI Political Monitor



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# March 2017

POLITICAL MONITOR



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