

POLITICAL RESEARCH ACROSS THE UK

May Day: Top 10 findings

On the back of May's Brexit agreement, cabinet resignations and a flurry of media coverage on the topic, FTI Consulting conducted research to help clients understand UK public opinion and voter perspective.

In just 2 hours after starting the research, we were able to collect the opinions of 1,012 respondents online, representative of UK adult general population (15th November 2018 from 3pm to 5pm).

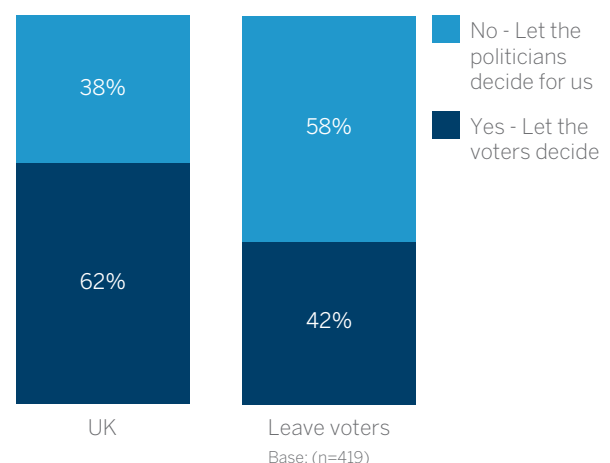
Below are our top 10 findings from this research, delving into the possible scenarios, forecasts and repercussions of a 'People's Vote' and a potential UK General Election, based on behavioural and psychological profiling (i.e. voter turnout) as the political debate in the UK continues to show little sign of abating.

Lightning poll conducted online in 2 hours with n=1,012 respondents representative of the UK adult general population.

#1. Support for a 'People's Vote'

62% of the UK want a second referendum; dubbed the 'People's Vote', to decide what the UK's relationship with the EU should be. Those who voted 'Leave' in 2016 are less enthusiastic however, with 58% claiming that the politicians should decide, not the people.

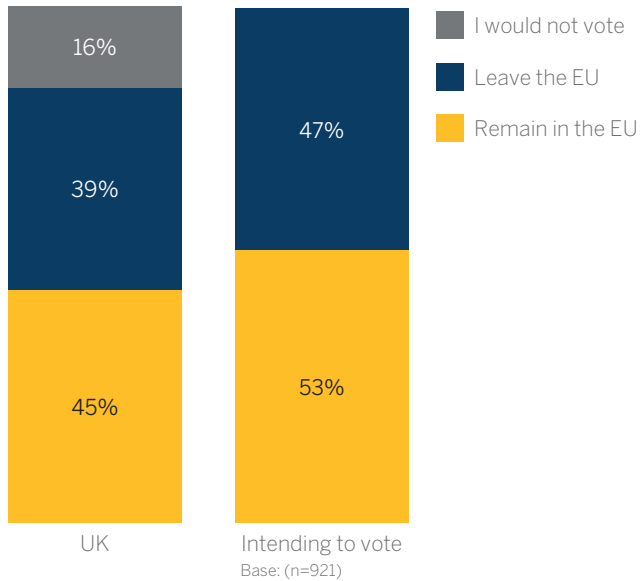
Q. Do you think there should be another referendum to decide what the UK's relationship with the EU should be?



#2. The pendulum swings, but will the voters?

If there was a 'People's Vote': 53% would vote 'Remain in the EU'. However, this is based on 84% claiming they would actually vote. Moreover, 33% say they could still change their mind.

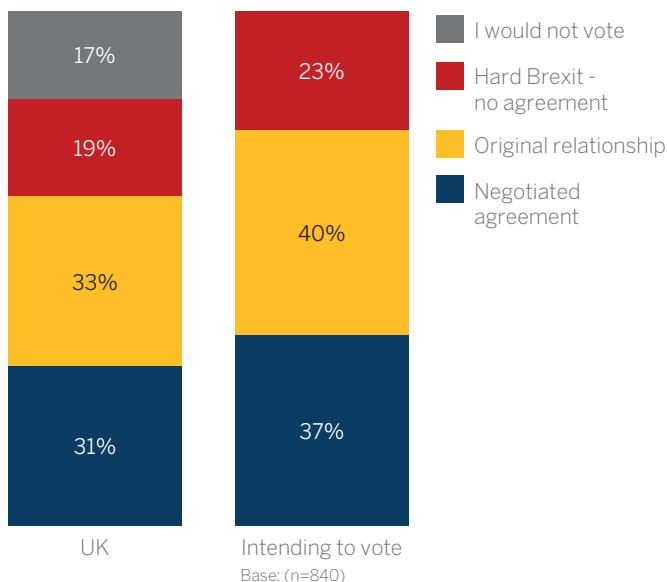
Q. If the same question and answers were offered again, how would you now vote on a referendum on the UK's relationship with the EU?



#3. Options on the ballot paper

If there was an option to vote in a second referendum: 33% would most want to retain the original relationship with the EU as opposed to 31% for the negotiated agreement. Just 19% would favour a Hard Brexit. When looking at the views of those who claim they would vote: 37% would choose the negotiated agreement; 40% EU membership; and 23% a Hard Brexit.

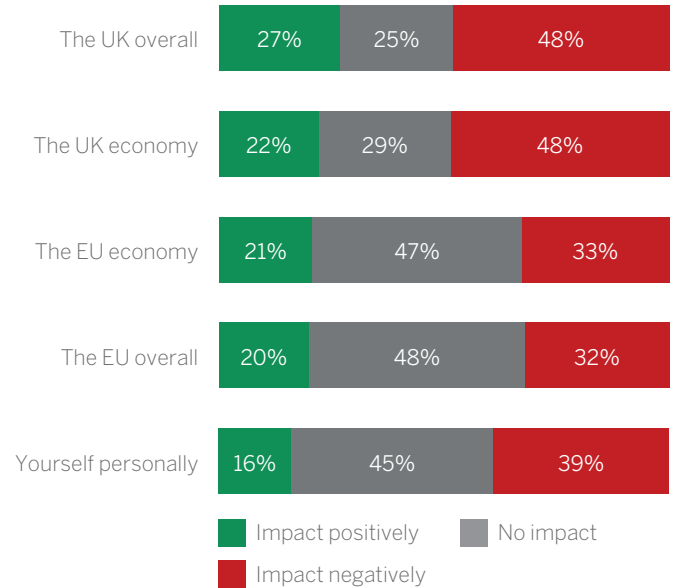
Q. If the following response options were offered, how would you now vote in a referendum on the UK's relationship with the EU?



#4. The impact of the Brexit agreement

48% think the Brexit agreement will negatively impact the UK and 32% think it will also harm the EU. From a personal perspective: 45% consider it won't impact them.

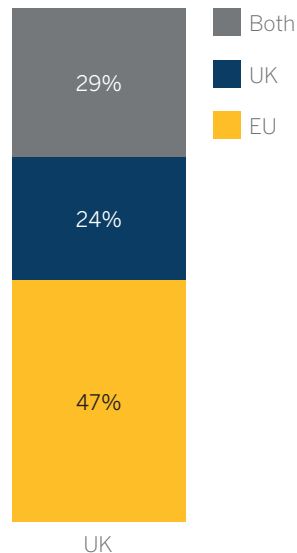
Q. Assuming it was implemented, how do you believe the agreement will impact the following overall?



#5. Which side 'won' the Brexit agreement?

The perception, on balance, across the UK is that the EU 'won' on the of the Brexit agreement (47%), whilst only a quarter (24%) think the UK can claim victory. That said, nearly a third (29%) feel that in fact both sides can hold their heads high and claim the win.

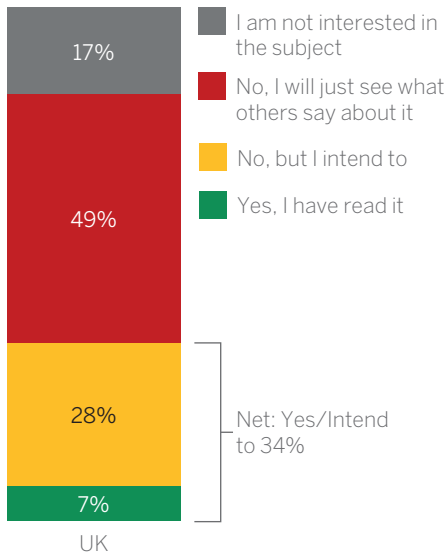
Q. What is your perception as to who won on the back of this UK and EU Brexit agreement?



#6. Reading the Brexit agreement

As of Thursday 15th November, 7% claim to have read the 500+ page withdrawal agreement. A further 28% claim that they intend to, whilst 49% won't, but instead will form their opinion based on what others say about it.

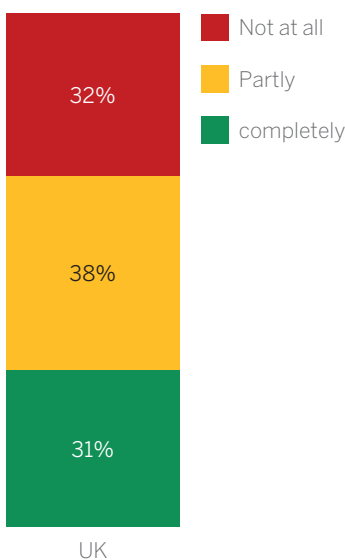
Q. Have you read the official 500+ page UK and EU agreement on Brexit?



#7. Impact of negotiations on voting behaviour

69% claim the UK's actions and negotiation on Brexit have impacted how they would vote in a General Election.

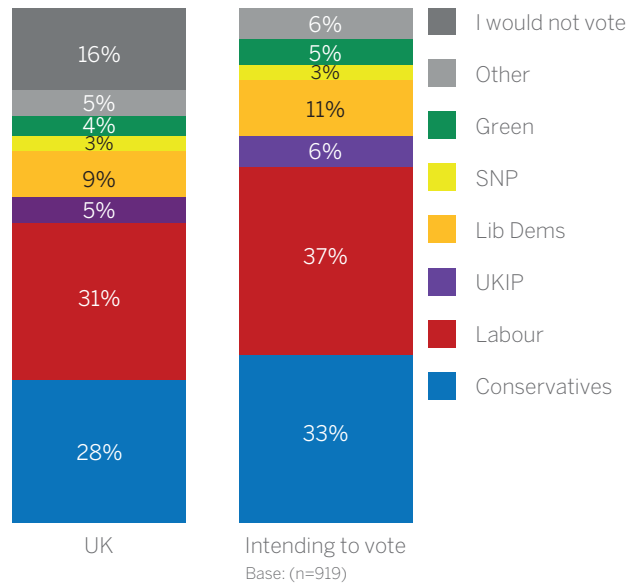
Q. How much of an impact has the UK government's actions and negotiation on EU membership (Brexit) to date impacted who would you vote for?



#8. Voting behaviour & potential to swing if there was another UK General Election

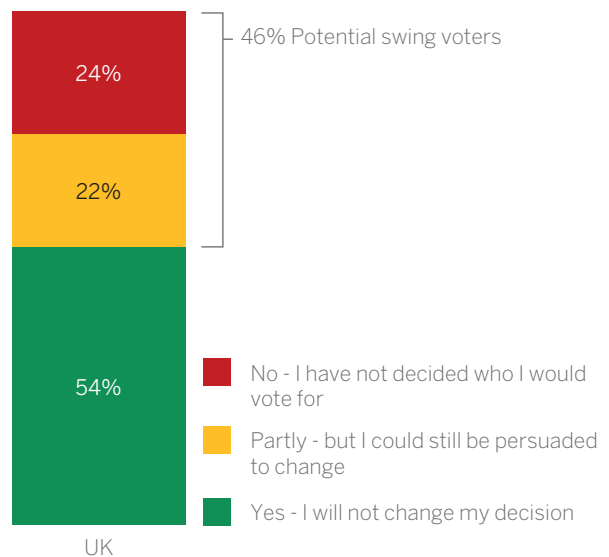
Labour are now leading the popular vote 37.9% (however, it's down 2.8% compared to 2017), compared to Conservatives 33.4% (down 9.2%). Lib Dems has increased to 10.7% (up 3.3%) and UKIP 5.5% (up 4%). This is with 84.1% claiming they would vote (+15.4% more voting than in 2017).

Q. Who would you most likely vote for if there was another UK General Election?



However, a huge 46% claim they could still change their mind (potential swing voters), but past behaviour shows approximately half won't vote at all.

Q. Do you know how you would vote if there was another UK General Election?



#9. Likelihood of political events by March 2019

50% think Theresa May will be deposed and replaced by another Conservative MP before the end of March 2019, with 30% believing a UK General Election will be called. The latter is perceived to be more likely than a 'People's Vote' on the UK's relationship with the EU, which stands at 25%.

Q. Which of the following do you think is likely before the end of March 2019?

The PM Theresa May will be deposed and replaced by another Conservative MP



A UK General Election will be called



There will be a second referendum on the UK's relationship with the EU



None of the above



Research methodology

This research was conducted online by FTI Consulting's Strategy and Research Team, from 3pm to 5pm on Thursday 15th November 2018, with n=1,012 of the UK adult population (18+ years).

Results were weighted in terms of age, gender, location and voting behaviour in the 2017 UK General Election and the 2016 EU Referendum to ensure representativeness of the UK population, in accordance with UK census and Electoral Commission data.

Please note that the standard convention for rounding has been applied and consequently some totals may not add up to 100%.

Further information on the results and methodology can be obtained by emailing dan.healy@fticonsulting.com

Dan Healy
Head of Strategy & Research
+44 (0)20 3727 1239
dan.healy@fticonsulting.com

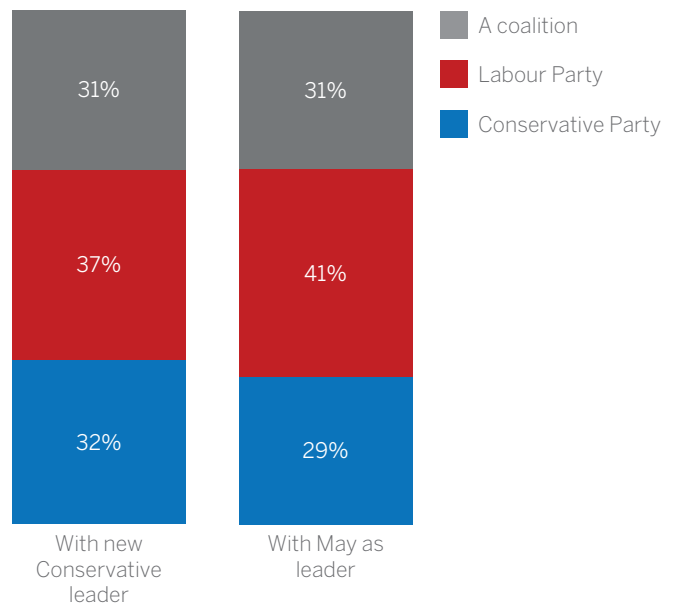
James Condon
Director
+44 (0)20 3727 1104
james.condon@fticonsulting.com

Carole Moyne
Snr Consultant
+44 (0)20 3727 1095
carole.moyne@fticonsulting.com

#10. General Election outcome with different Conservative leaders

Boris Johnson is the preferred replacement (17% across the UK and 25% with previous Conservative voters at the GE) and Jacob Rees-Mogg the distant second most popular choice (8% across the UK and 16% with Conservative voters). If this new leader was in place, 32% believe the Conservatives would win the next GE, compared to 29% if May remained as the PM – in summary: a change in Conservative leadership is not expected to dramatically change the outcome of an election.

Q. Who do you think will win the next UK General Election if your preferred leader of the Conservative Party was in place?



EXPERTS WITH IMPACT

About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

The views expressed in this article are those of the author(s) and not necessarily the views of FTI Consulting, its management, its subsidiaries, its affiliates, or its other professionals.