



Ipsos MORI

POLITICAL MONITOR APRIL 2017

A black and white photograph of the Elizabeth Tower (Big Ben) in London, viewed from a low angle looking up. The tower is partially obscured by a large circular graphic overlay divided into six colored segments: red, yellow, purple, blue, green, and orange. The text "GE2017" is overlaid in white on the lower part of the tower.

GE2017

April 2017

VOTING

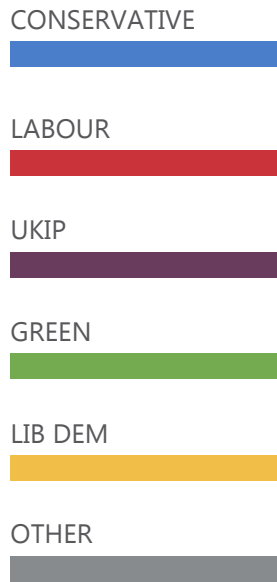
INTENTIONS



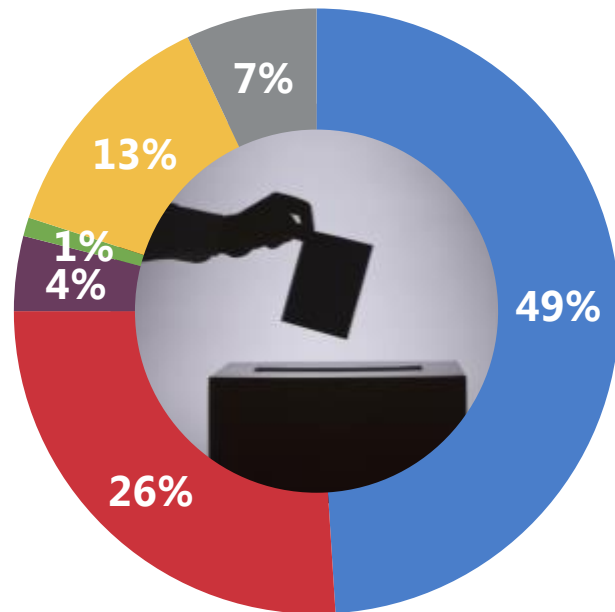
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Voting Intention

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

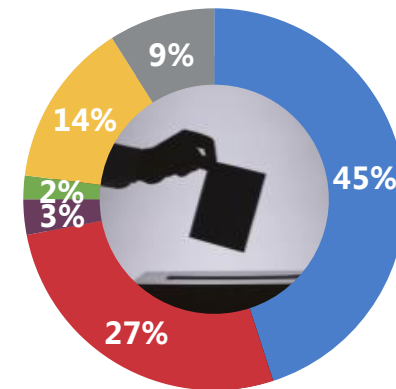


HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +23

ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = +18

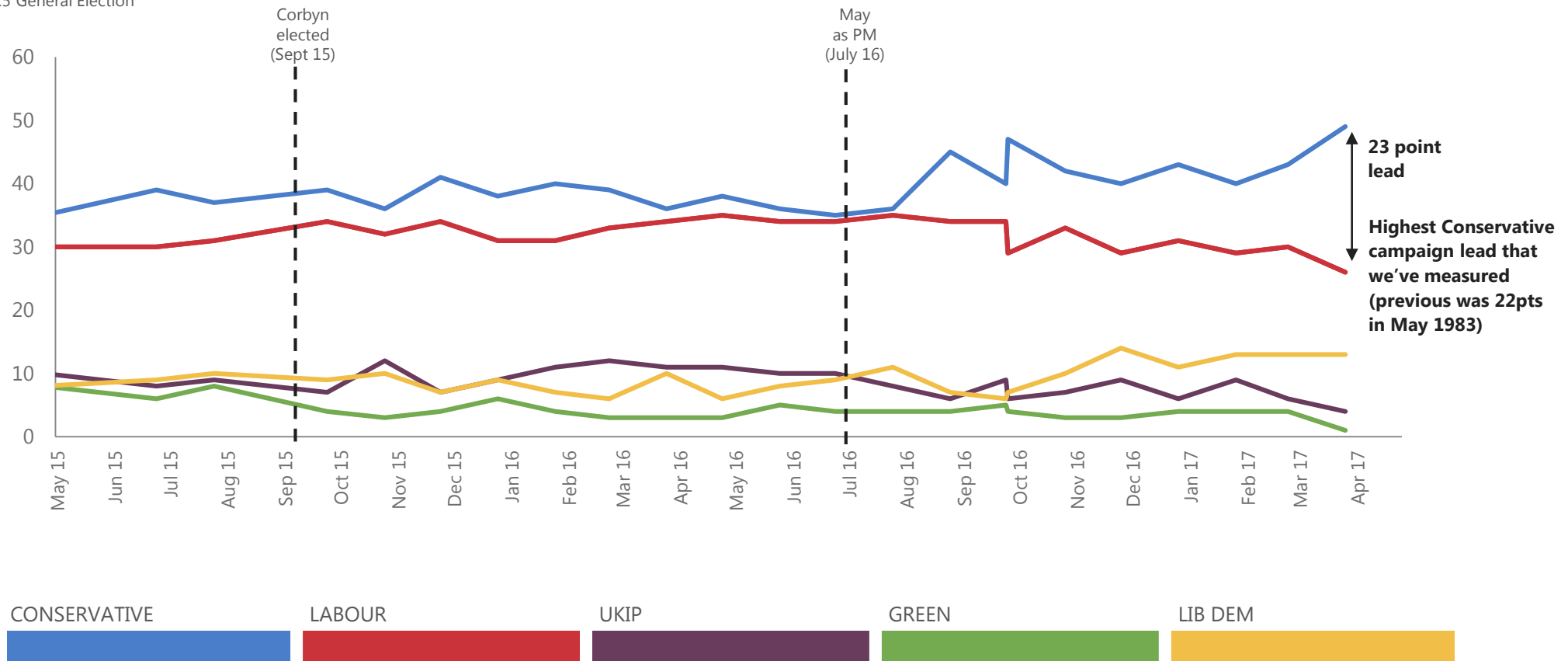
Base: 1,004 British adults 18+, 21st – 25th April 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 821. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE.

Source: Ipsos MORI Political Monitor

Headline voting intention: Since 2015 General Election

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

2015 General Election

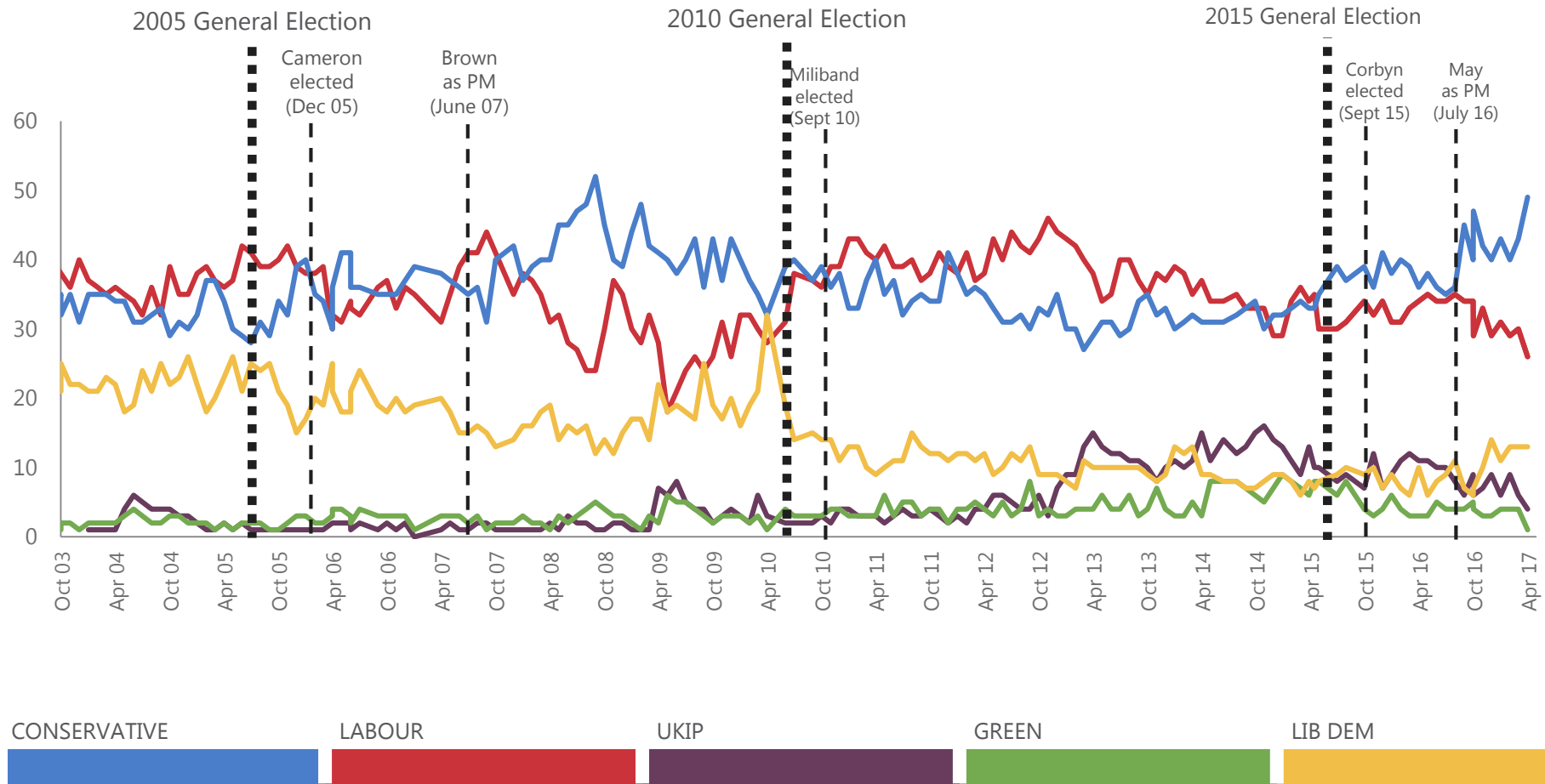


Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections"

Source: Ipsos MORI Political Monitor

Headline voting intention: October '03 – April '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

April 2017

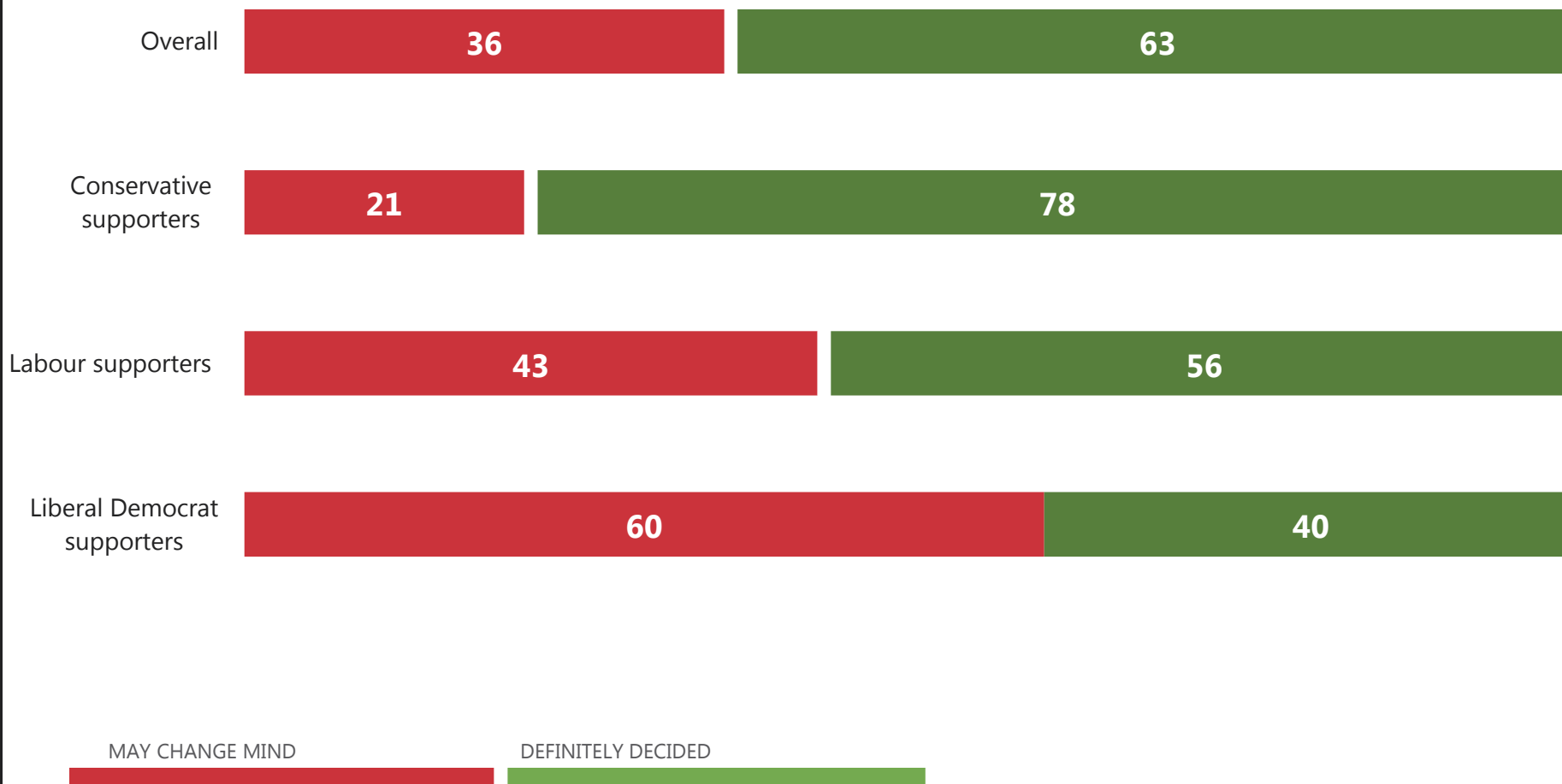
Voting decisions



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Labour and Lib Dem vote softer than Conservatives

HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE PARTY OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?



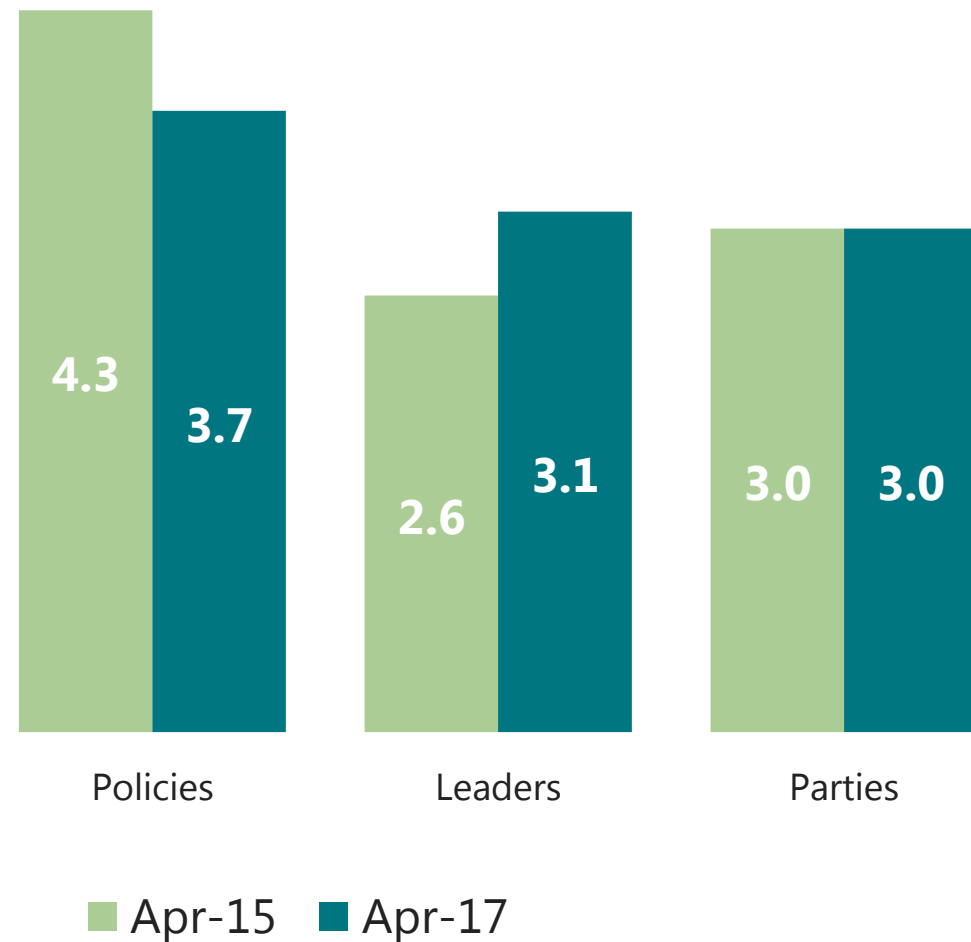
Base: All giving a General Election Voting intention 859 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Vote drivers – the political triangle

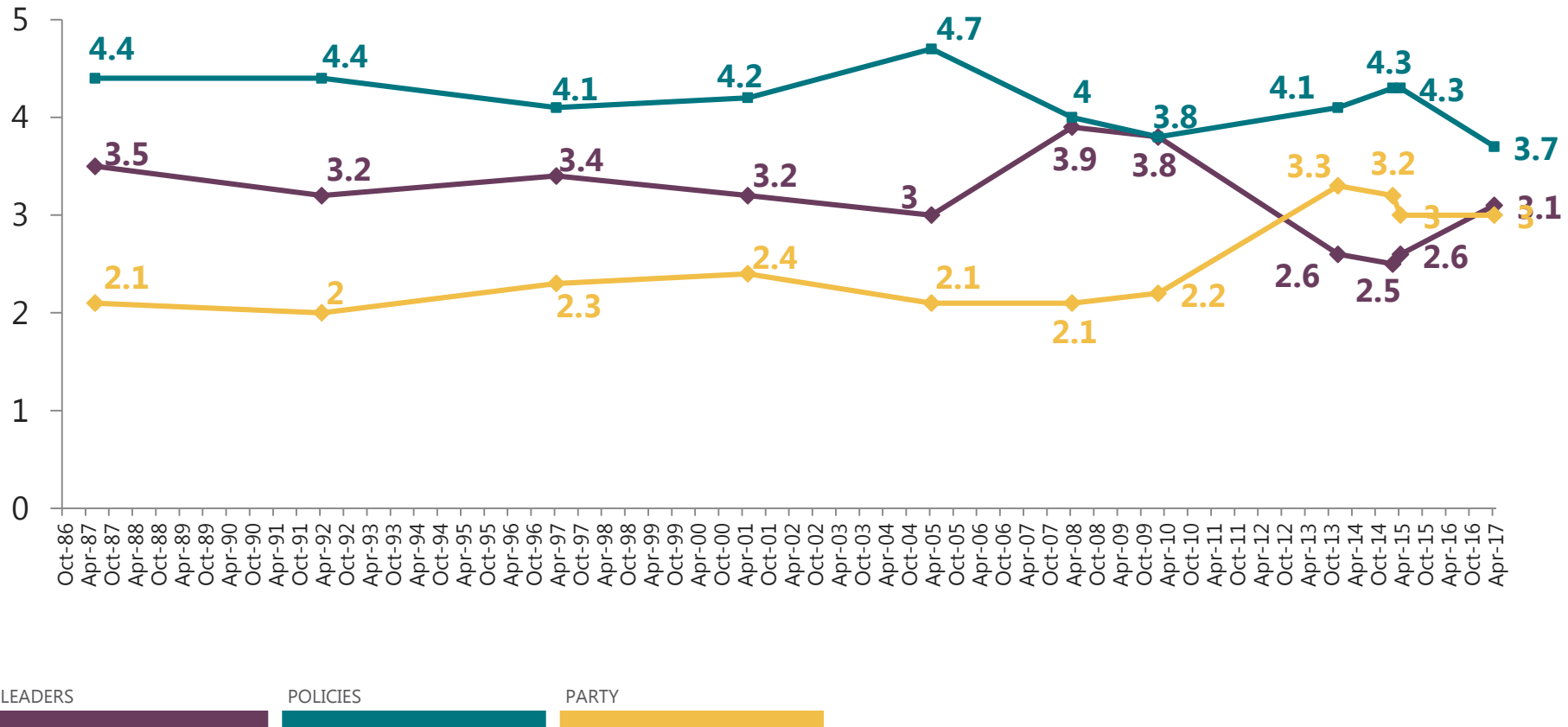
I want you to think about what it is that most attracted you to party. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Mean score – April 2015 - April 2017



What drives voters – leader, party, or policy?

IF YOU HAD A TOTAL OF TEN POINTS TO ALLOCATE ACCORDING TO HOW IMPORTANT EACH OF THESE WAS TO YOU, HOW MANY POINTS WOULD YOU ALLOCATE TO THE LEADERS OF THE PARTY YOU INTEND VOTING FOR, HOW MANY TO ITS POLICIES, AND HOW MANY TO THE PARTY AS A WHOLE? PLEASE BEAR IN MIND THAT THE TOTAL OF ALL YOUR POINTS SHOULD ADD UP TO TEN.

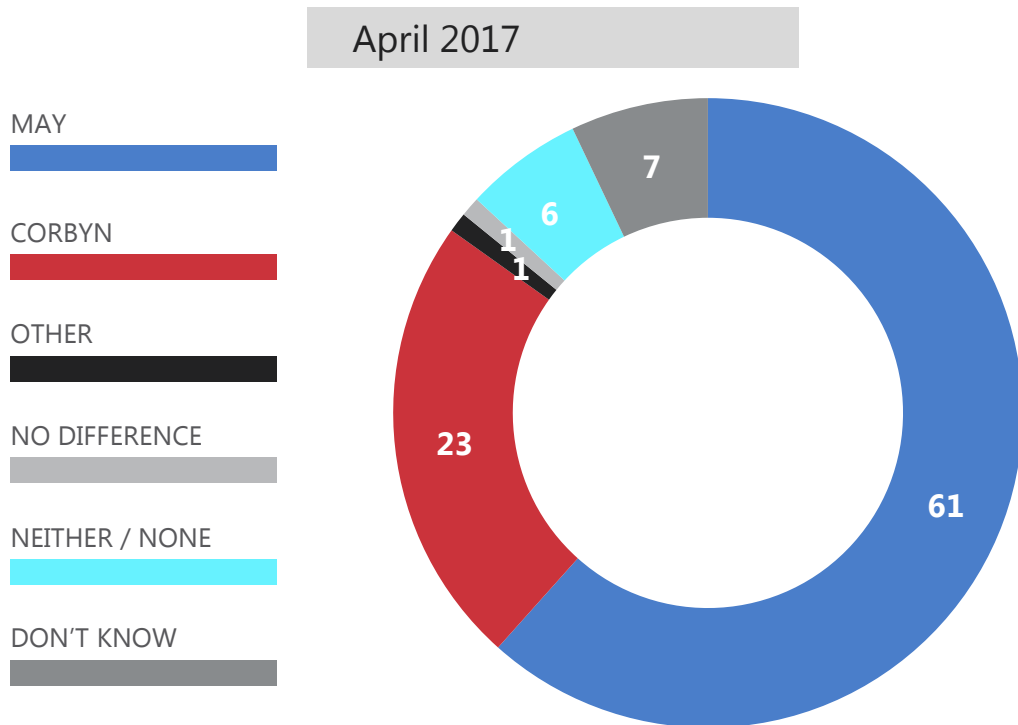


Base: All giving a General Election Voting intention 859 British adults 18+, 21st – 25th April 2017

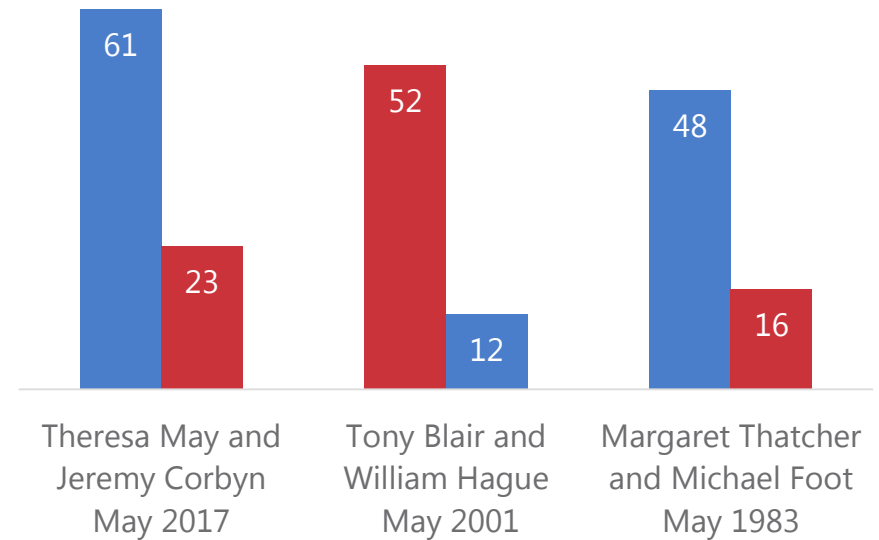
Source: Ipsos MORI Political Monitor

Most capable Prime Minister

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, THE CONSERVATIVE'S THERESA MAY, OR LABOUR'S JEREMY CORBYN?



Highest ratings for May, Thatcher and Blair that we've measured

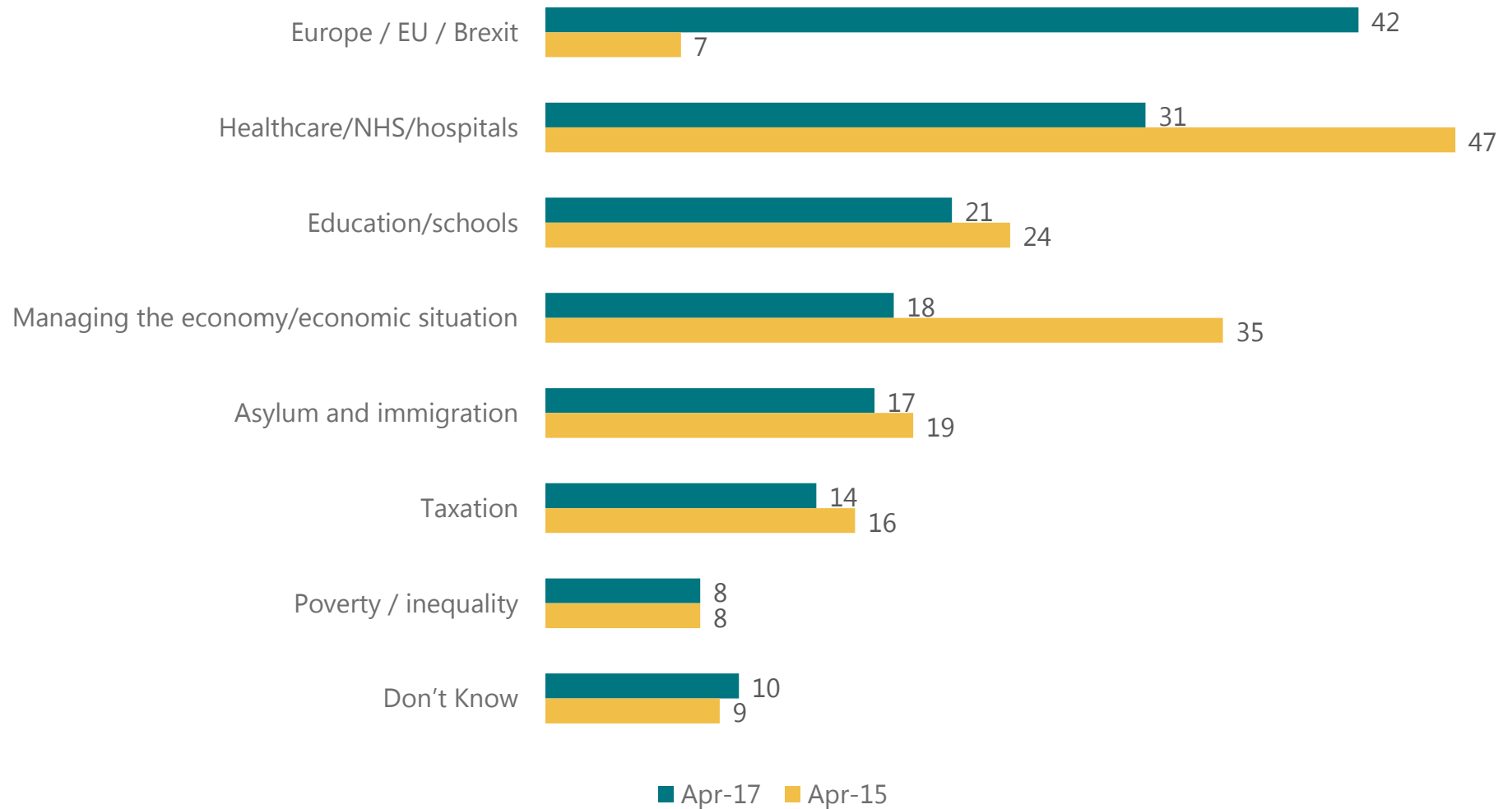


Base: 1,004 British adults 18+, 21st – 25th April 2017 *In May 2015 asked as: Who do you think would make the most capable Prime Minister, David Cameron, Ed Miliband or Nick Clegg?

Source: Ipsos MORI Political Monitor

Most important issues to the vote

LOOKING AHEAD TO THE NEXT GENERAL ELECTION, WHICH, IF ANY, ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH PARTY TO VOTE FOR?* (UNPROMPTED)

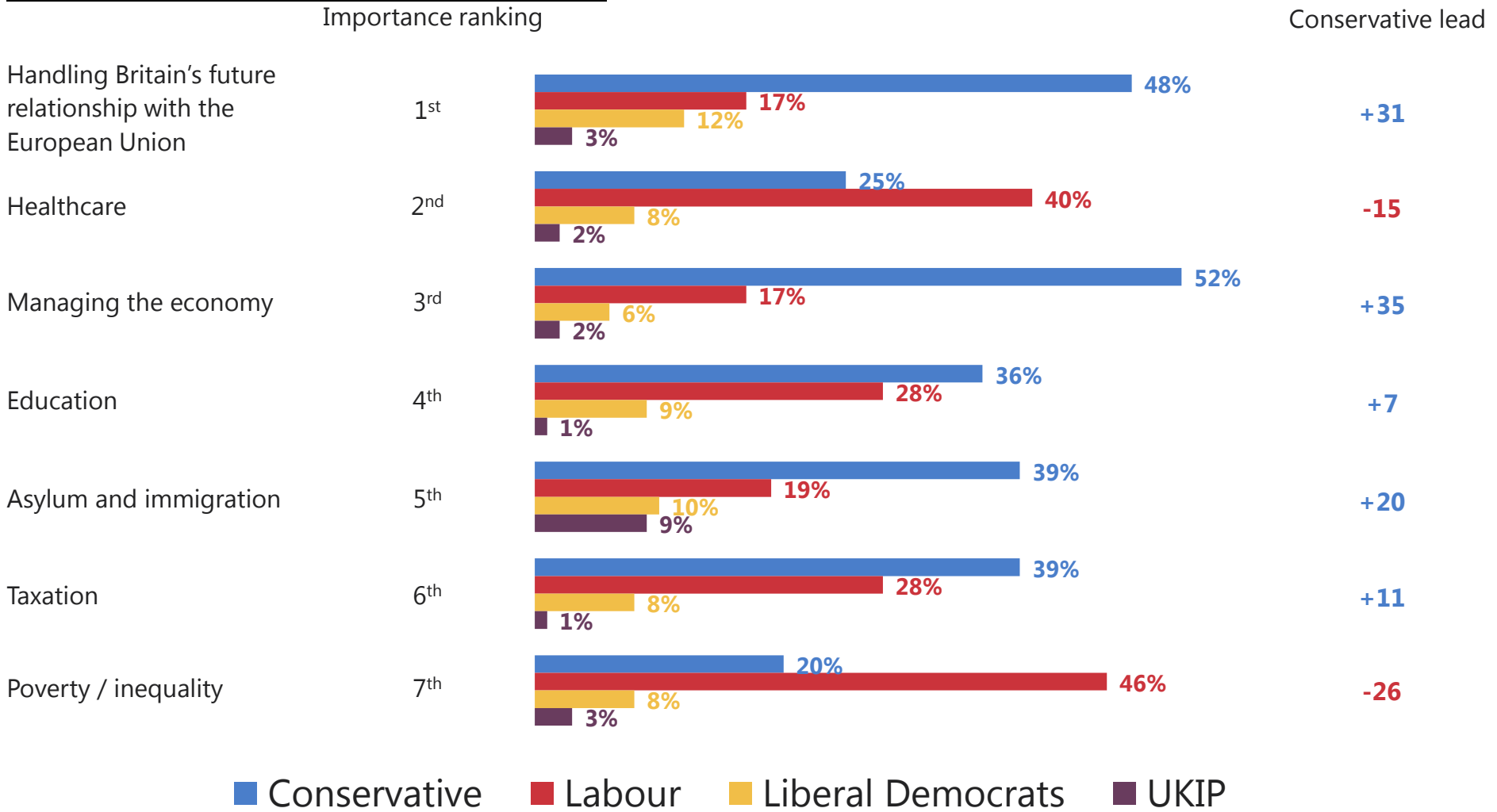


Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Conservatives lead on four out of five issues most important to voters

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON... THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



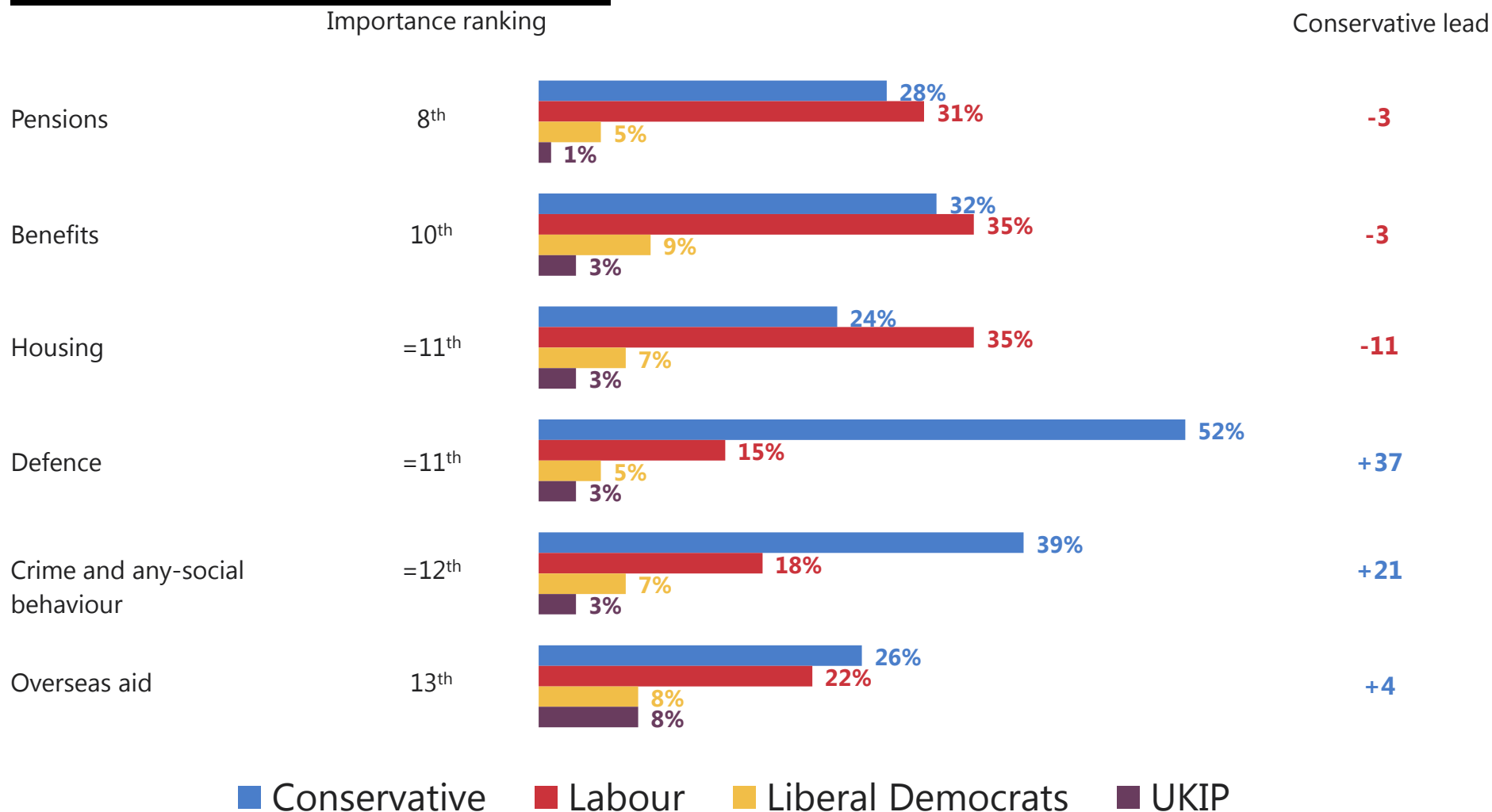
Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st - 25th April 2017

Source: Ipsos MORI Political Monitor



Best party on other issues

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON... THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

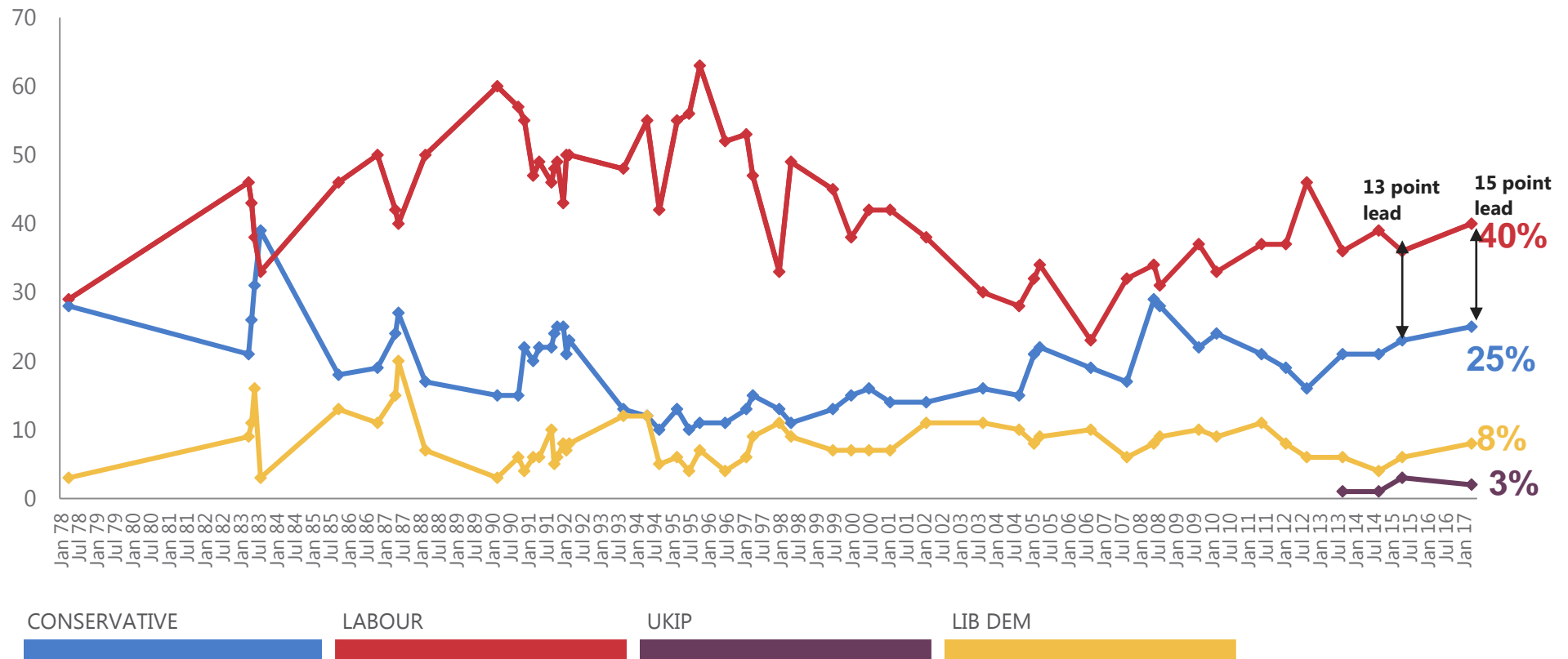


Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Labour keep lead on healthcare

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON HEALTHCARE, THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

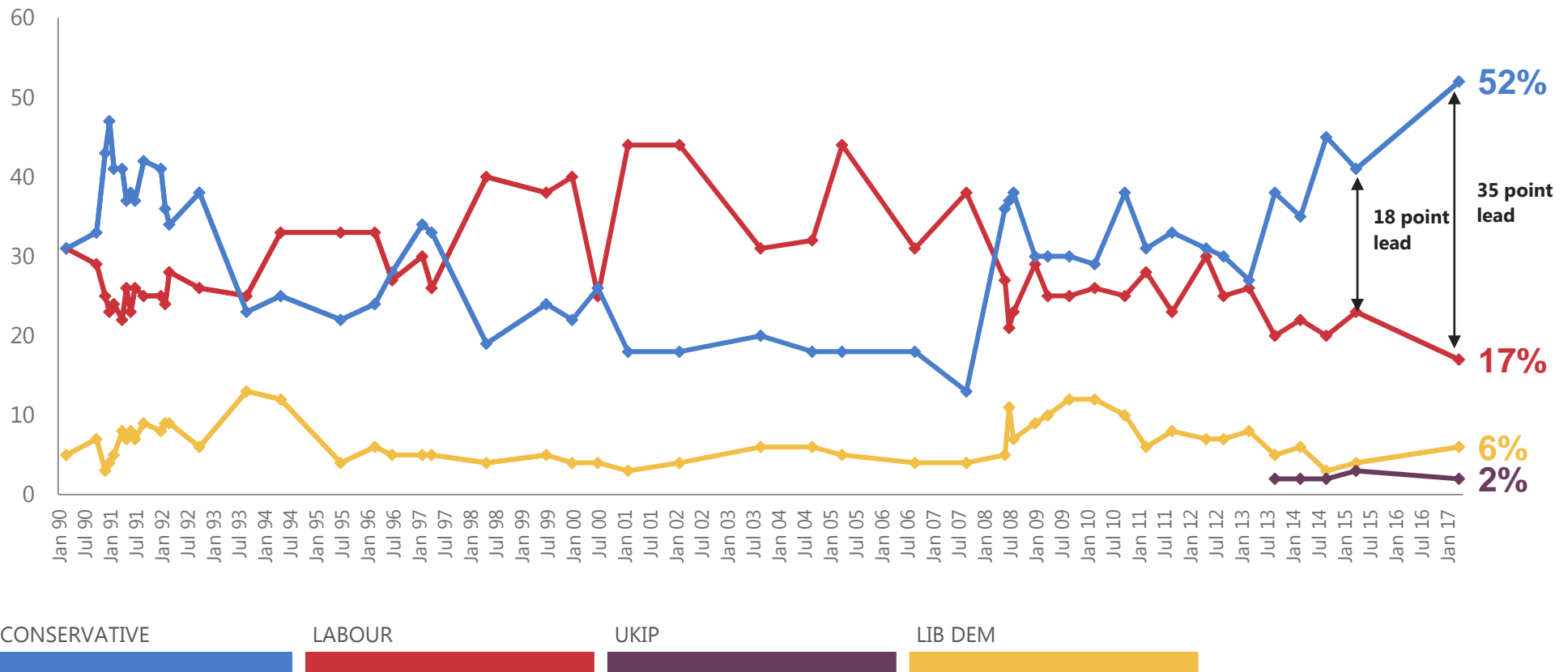


Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Conservatives' best rating since 1990 on economic policies

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON MANAGING THE ECONOMY, THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

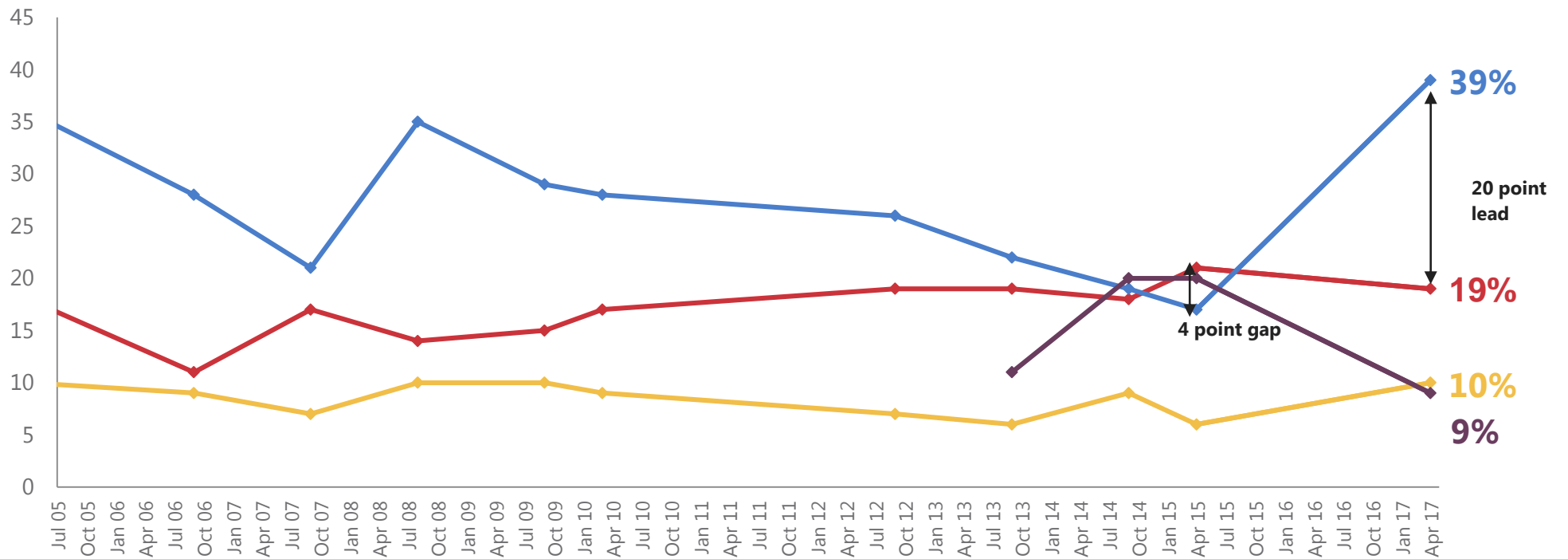


Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Conservatives' best ratings on asylum/immigration since 2005

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON ASYLUM AND IMMIGRATION, THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



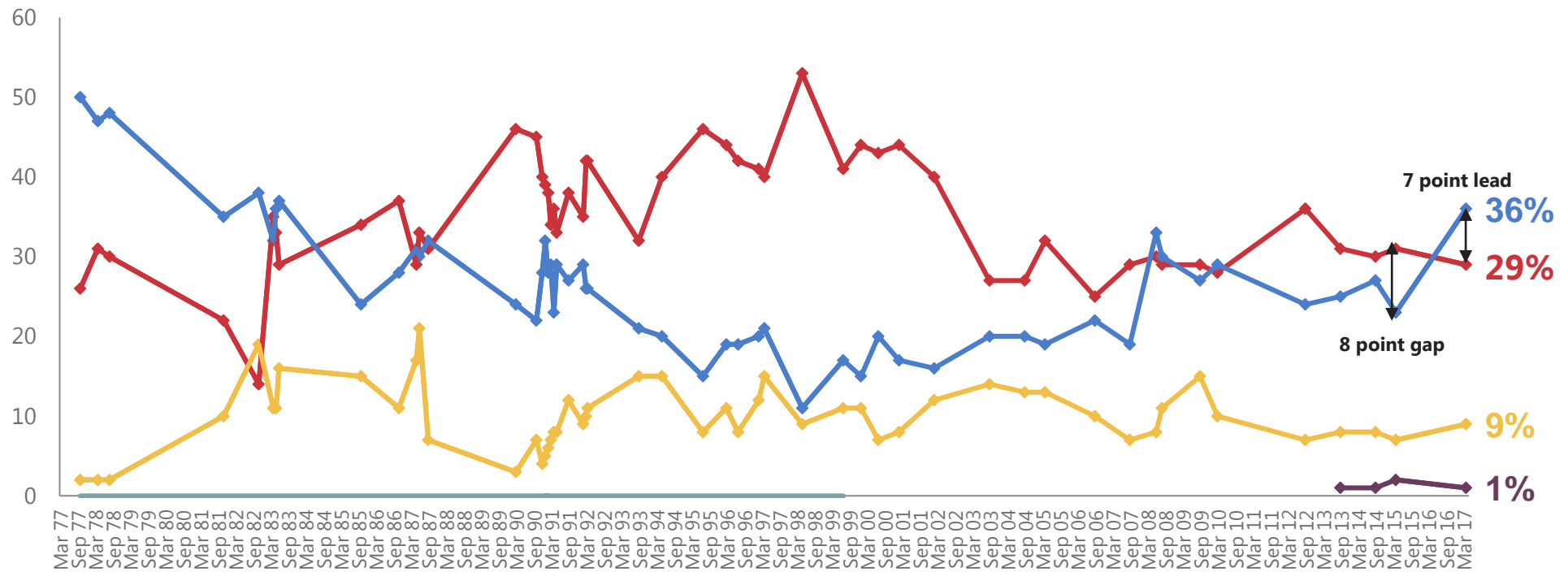
Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor



Conservatives' best ratings on education since 1983

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON EDUCATION, THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?



CONSERVATIVE

LABOUR

UKIP

LIB DEM

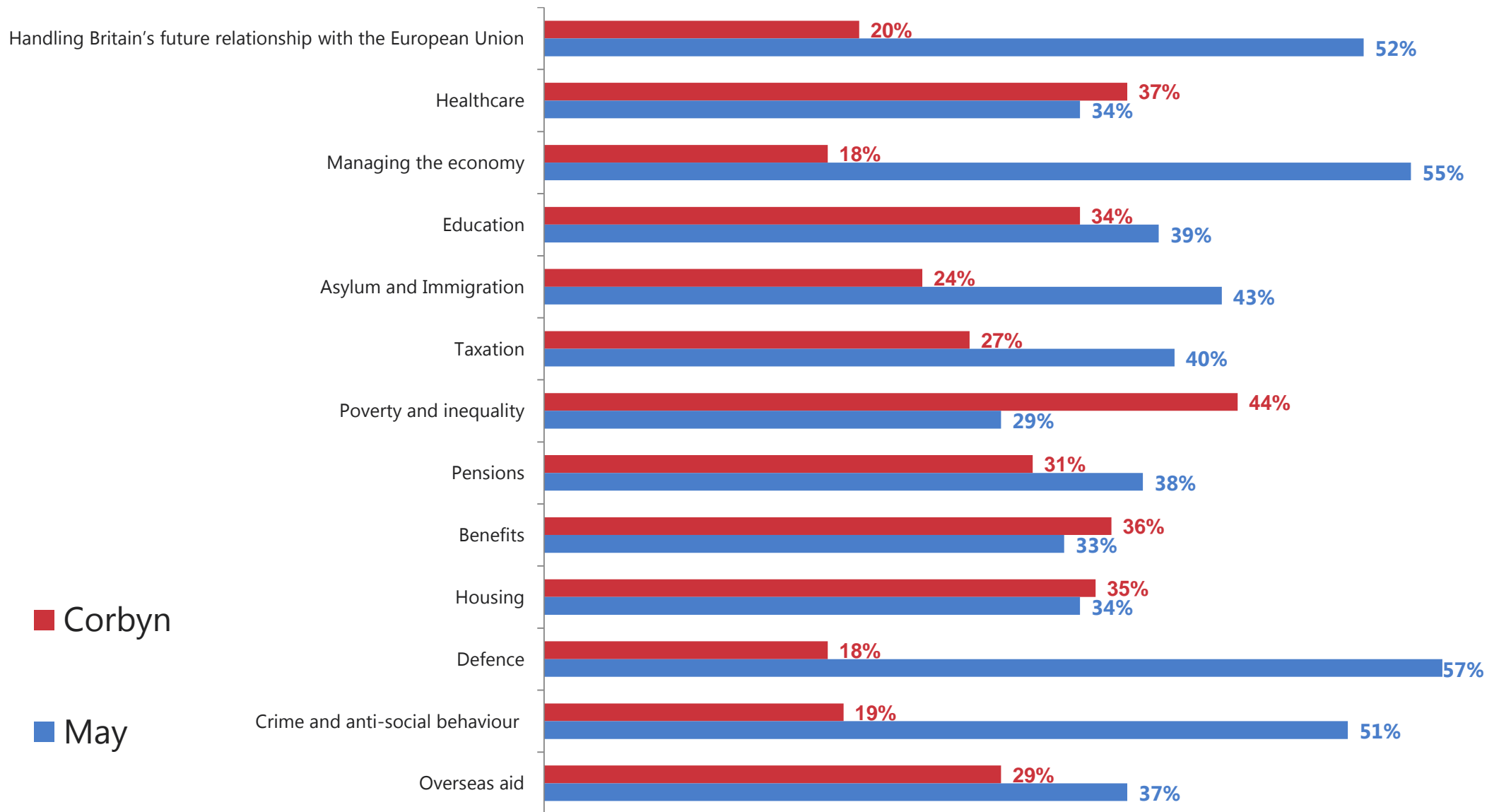
Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor



May most trusted leader on most issues

WHICH PARTY LEADER DO YOU TRUST MOST ON.....

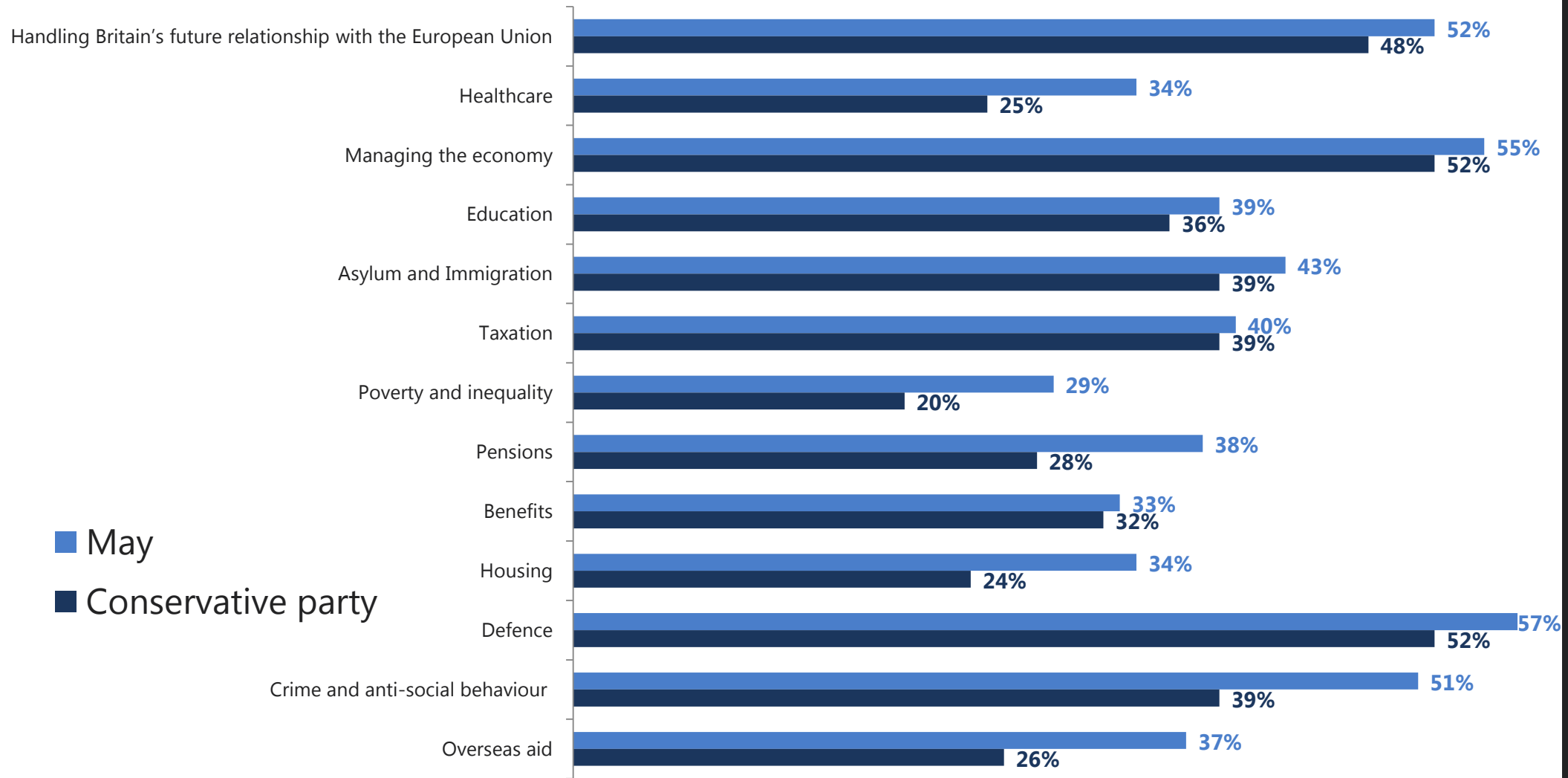


Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

May outperforms Conservative party on many issues

WHICH PARTY LEADER DO YOU TRUST MOST ON.....

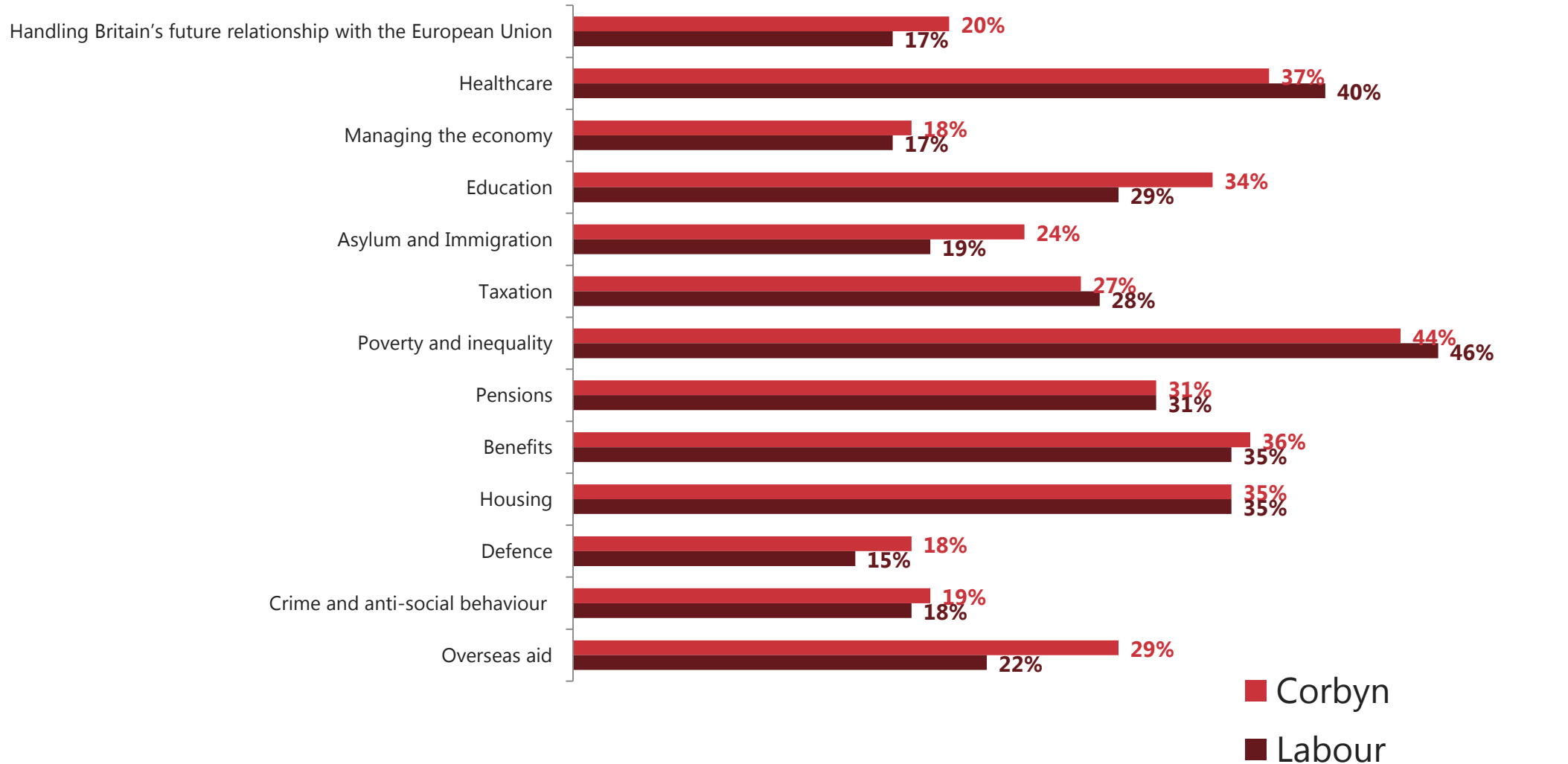


Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Corbyn's ratings similar to Labour on most issues

WHICH PARTY LEADER DO YOU TRUST MOST ON.....



Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

April 2017

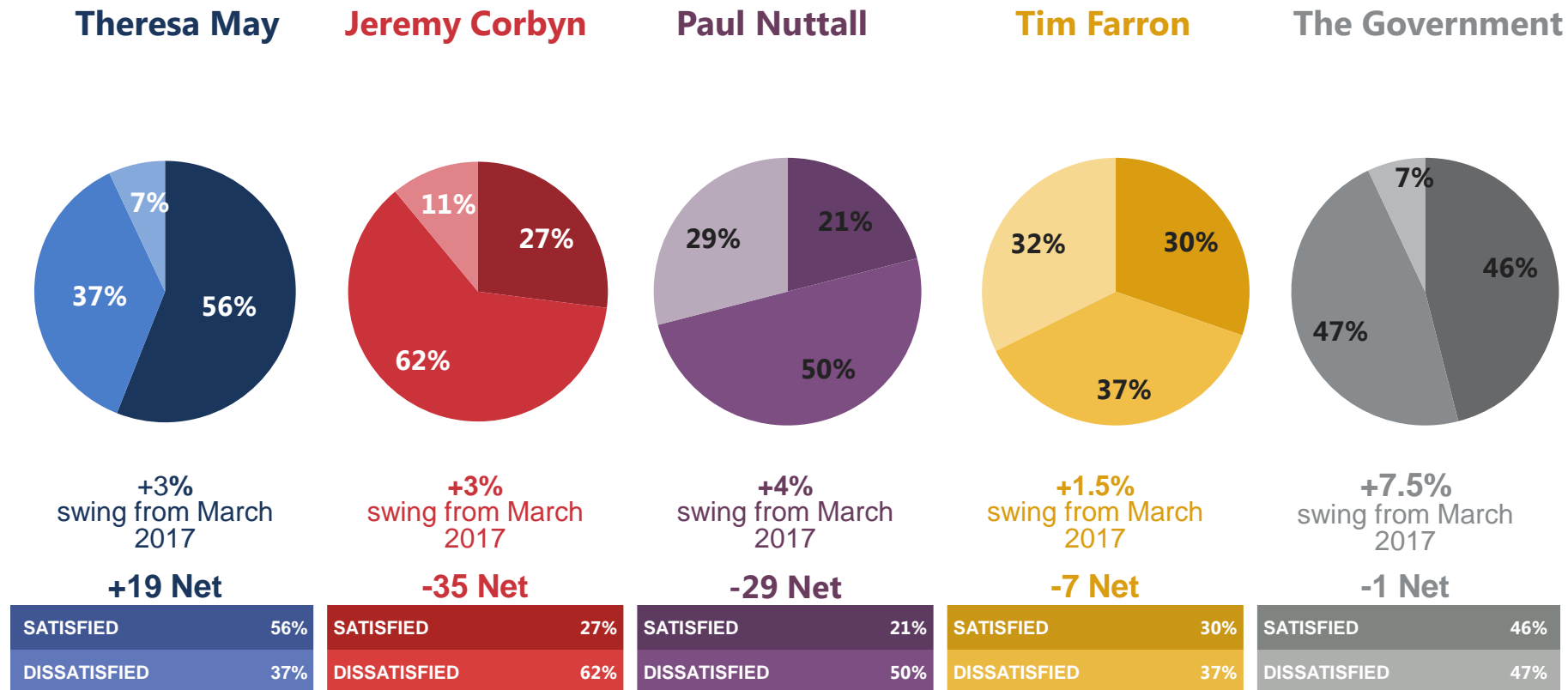
SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS



Ipsos MORI

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 ?

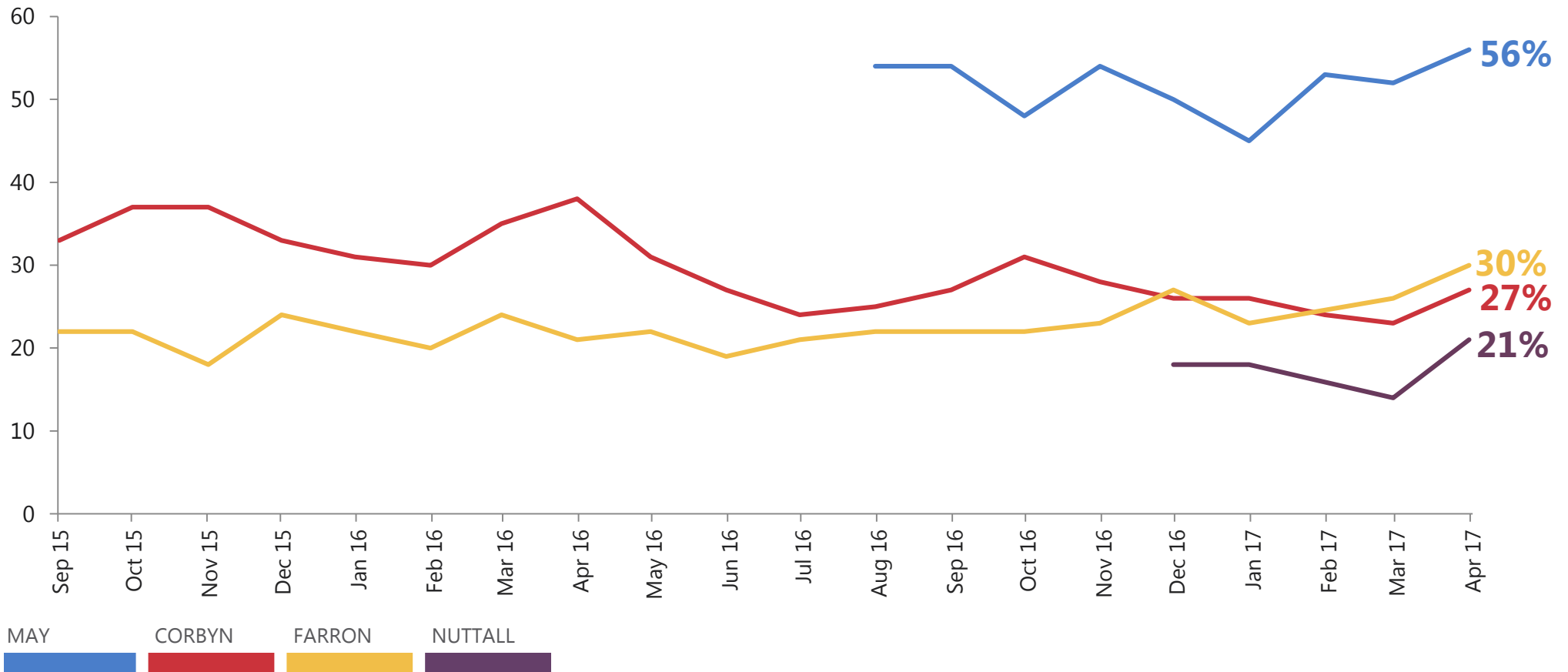


Base: 1,004 British adults 18+, 21st – 25th April 2017 . Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Satisfaction with Party leaders Sept 2015 – April 2017

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

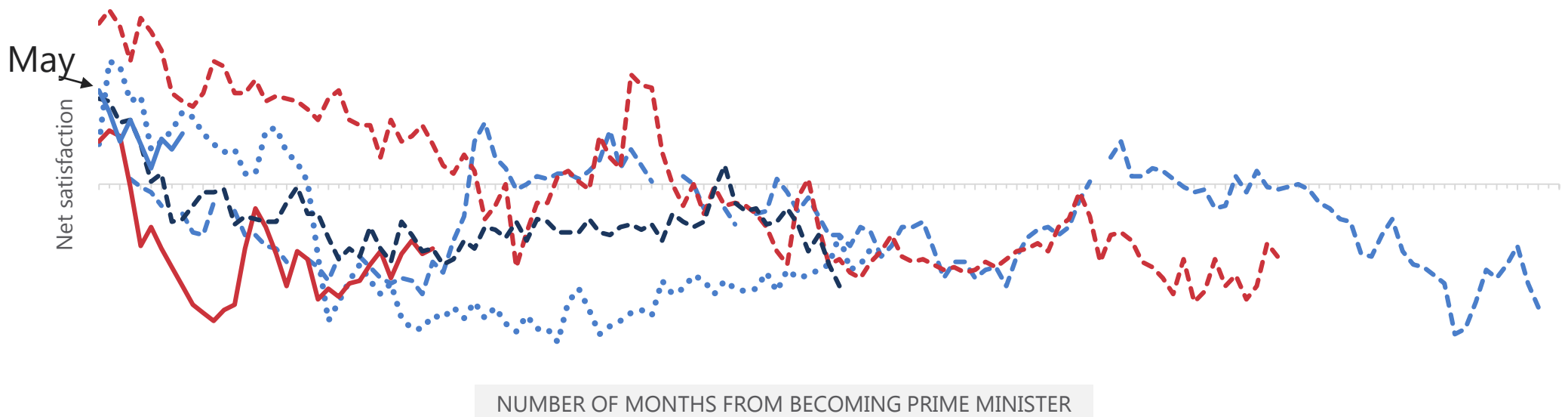


Base: c.1,000 British adults each month. In February 2016 data for Paul Nuttall and Tim Farron was not collected

Source: Ipsos MORI Political Monitor

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

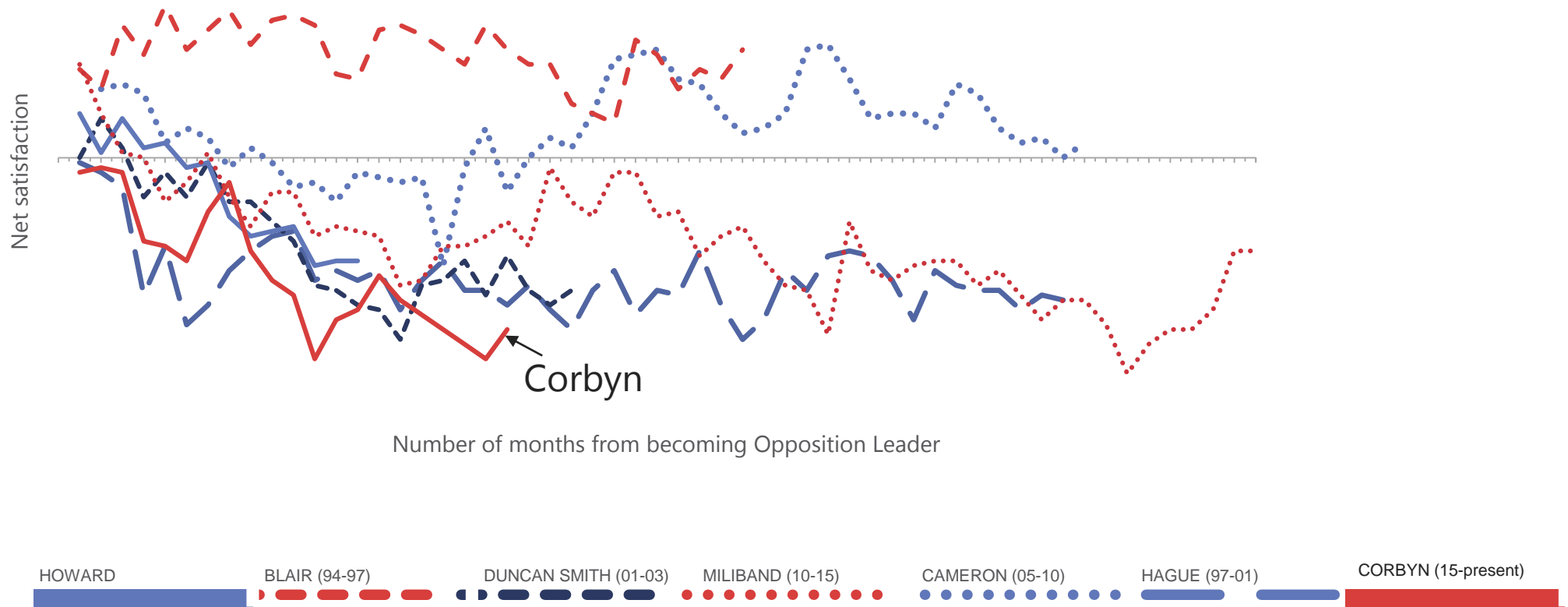
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor



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

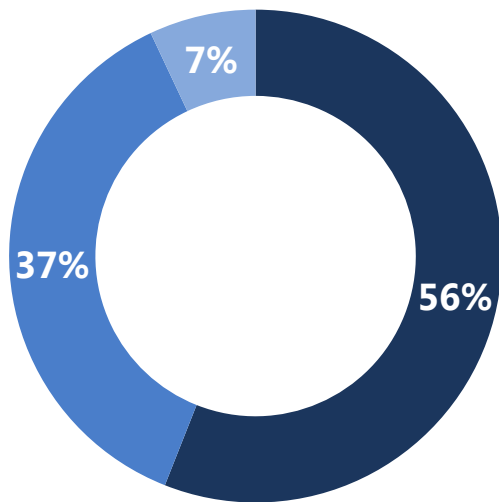
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction)

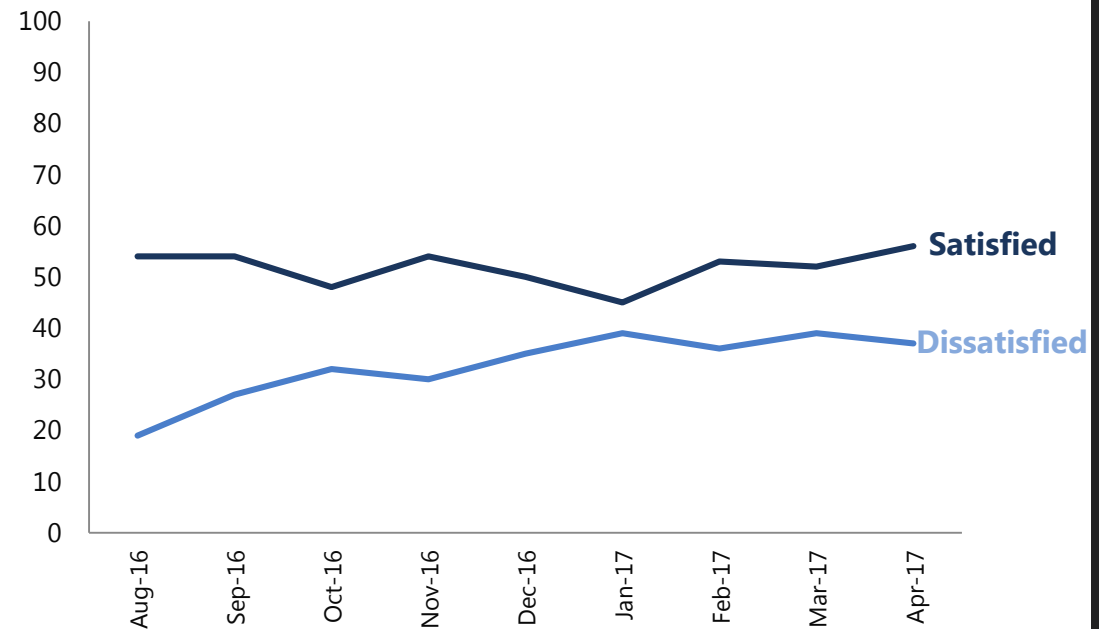
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

April 2017



SATISFIED	56%
DISSATISFIED	37%
DON'T KNOW	7%
Net = +19	

August 2016 – April 2017



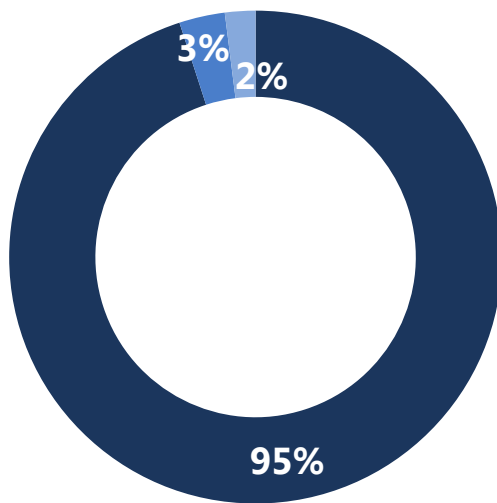
Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Theresa May (satisfaction amongst Conservative supporters)

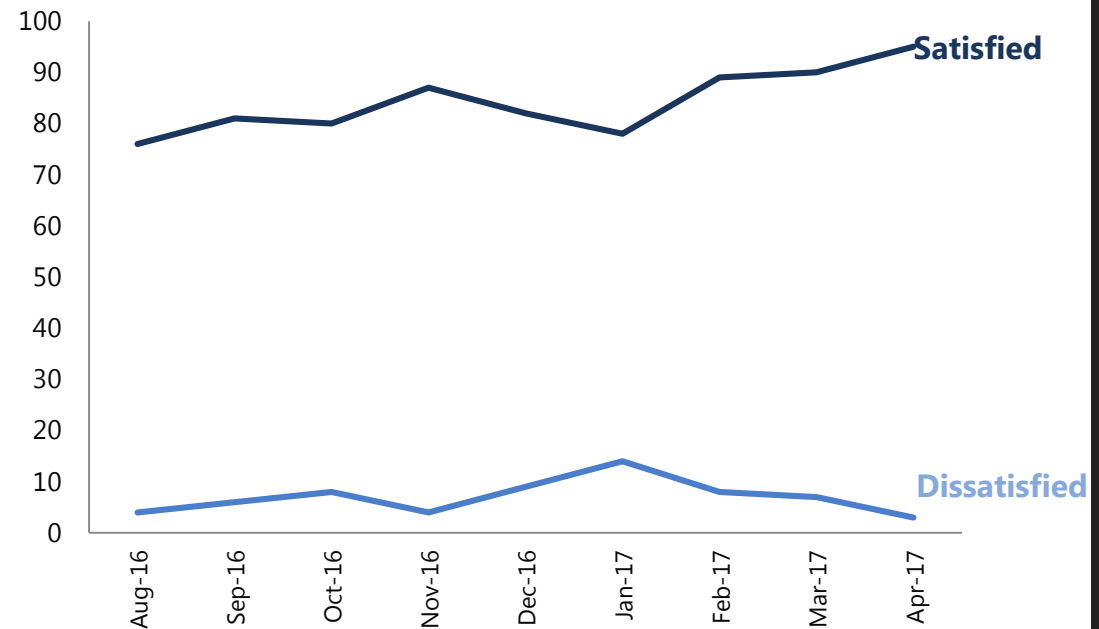
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

April 2017



SATISFIED	95%
DISSATISFIED	3%
DON'T KNOW	2%
Net = +92	

August 2016 – April 2017



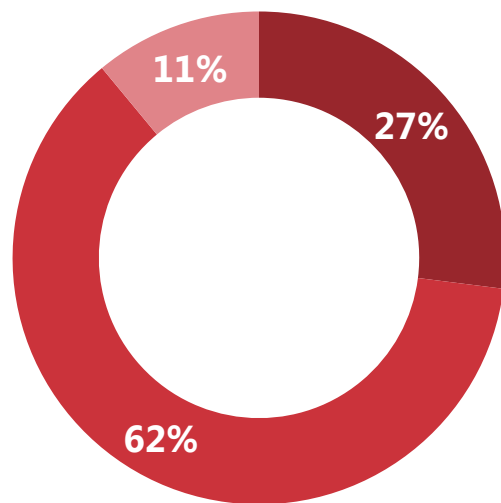
Base: 401 Conservative supporters 18+ , 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction)

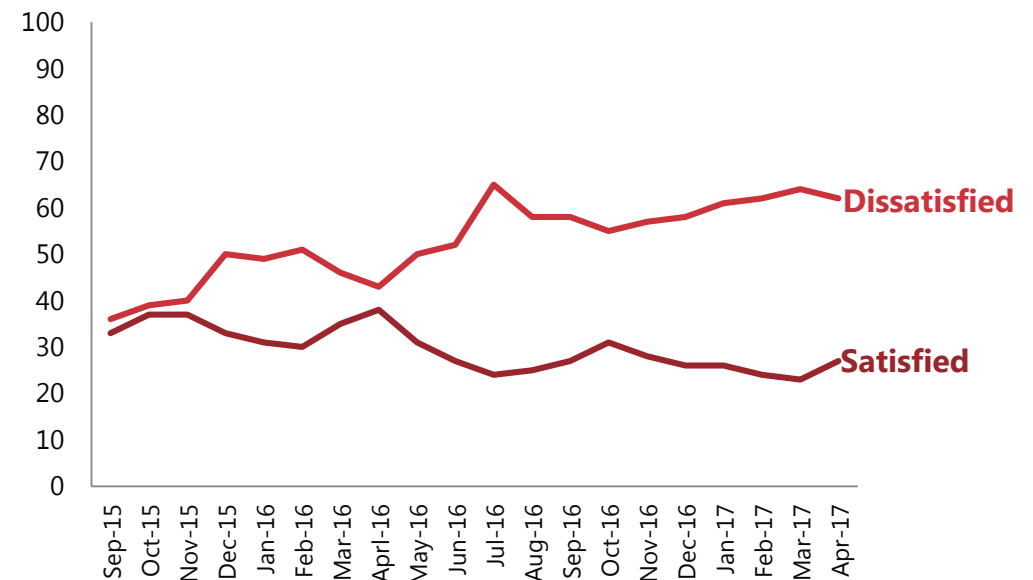
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

April 2017



SATISFIED	27%
DISSATISFIED	62%
DON'T KNOW	11%
Net = -35	

September 2015 – April 2017



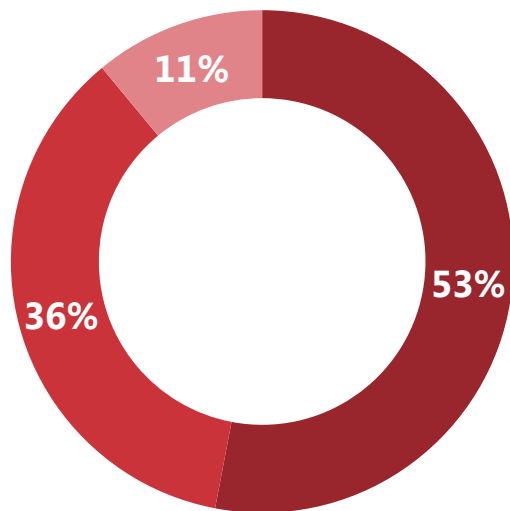
Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Jeremy Corbyn (satisfaction amongst Labour supporters)

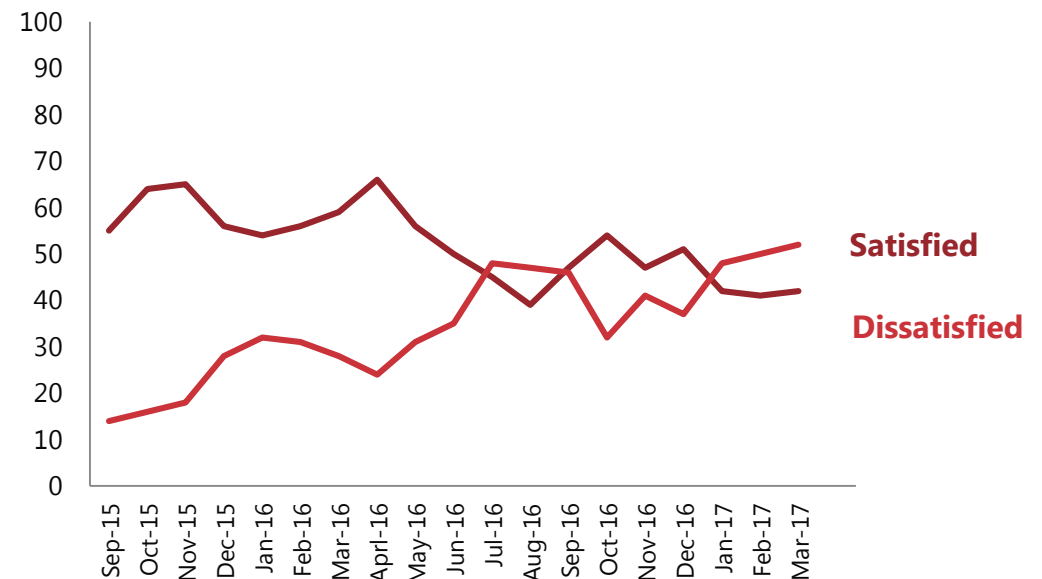
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY JEREMY CORBYN IS DOING HIS JOB AS LEADER OF THE LABOUR PARTY?

April 2017



SATISFIED	53%
DISSATISFIED	36%
DON'T KNOW	11%
Net = +17	

September 2015 – April 2017



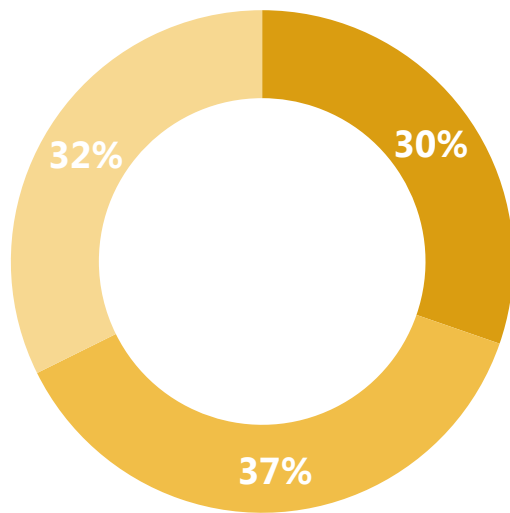
Base: 219 Labour supporters 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction)

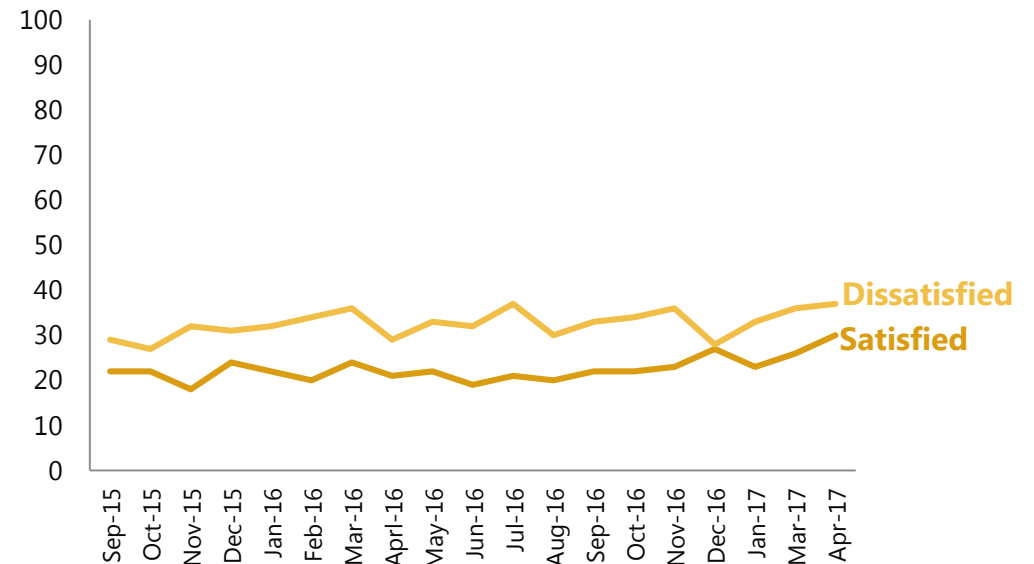
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY TIM FARRON IS DOING HIS JOB AS LEADER OF THE LIBERAL DEMOCRATS?

April 2017



SATISFIED	30%
DISSATISFIED	37%
DON'T KNOW	32%
Net = -7	

September 2015 – April 2017



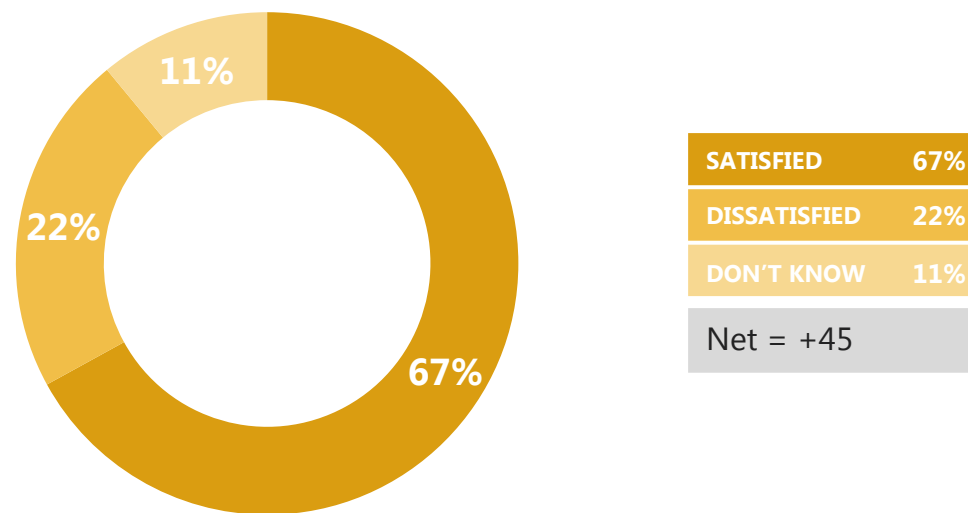
Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Tim Farron (satisfaction among Lib Dem supporters)

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

April 2017



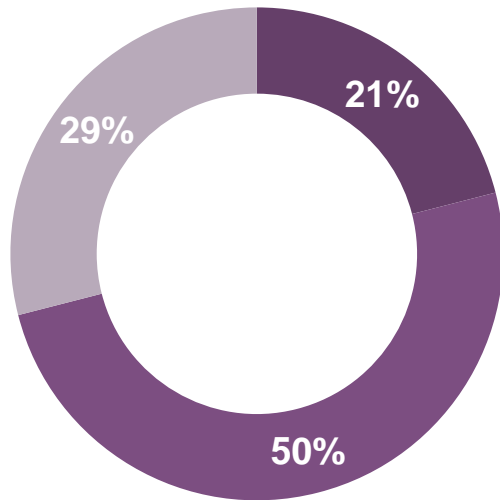
Base: 129 Liberal Democrat supporters 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Paul Nuttall(satisfaction)

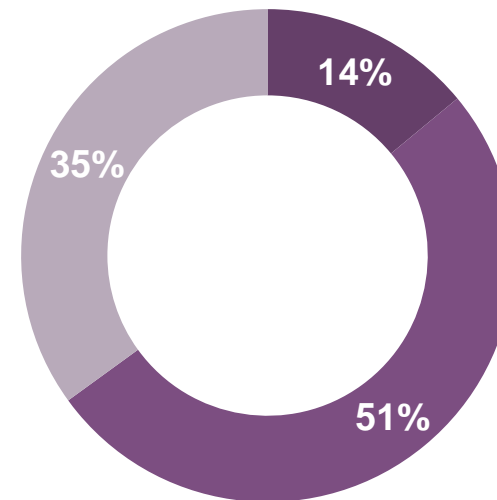
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY PAUL NUTTALL IS DOING HIS JOB AS LEADER OF UKIP, THE UK INDEPENDENCE PARTY?

April 2017



SATISFIED	21%
DISSATISFIED	50%
DON'T KNOW	29%
Net = -29	

March 2017



SATISFIED	14%
DISSATISFIED	51%
DON'T KNOW	35%
Net = -37	

Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

April 2017

ECONOMIC OPTIMISM

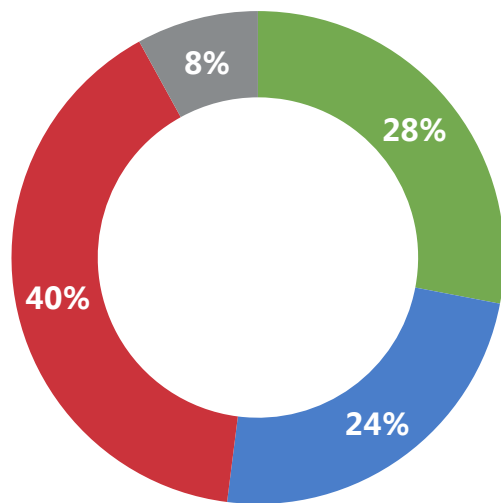


Ipsos MORI

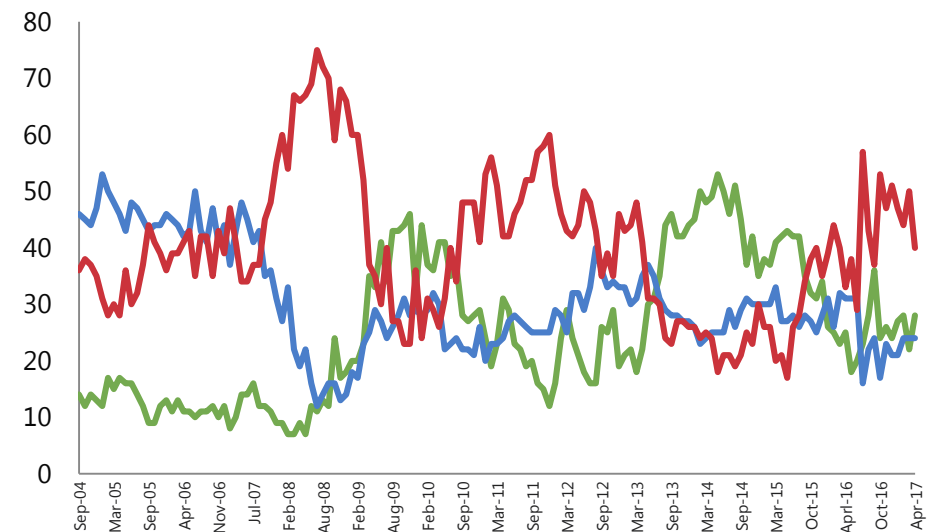
Economic Optimism Index

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

April 2017



IMPROVE	28%
STAY THE SAME	24%
GET WORSE	40%
DON'T KNOW	8%
EOI = -12	

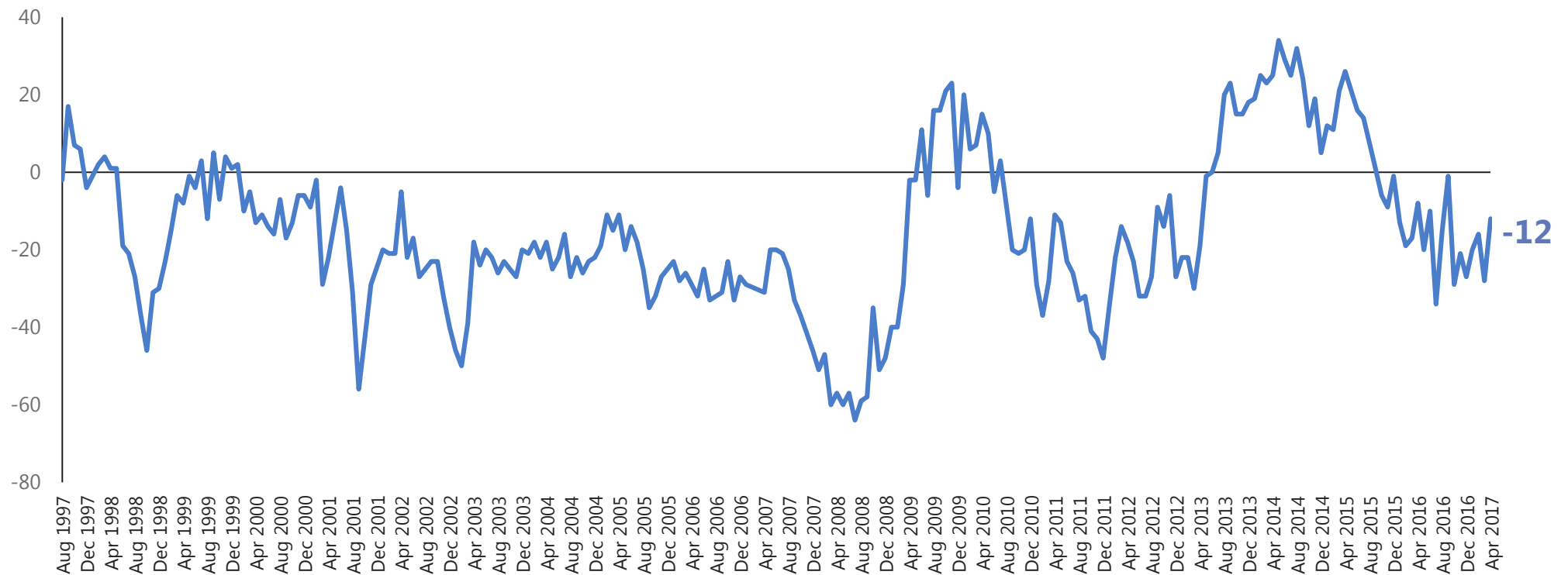


Base: 1,004 British adults 18+, 21st – 25th April 2017

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





Ipsos MORI

POLITICAL MONITOR APRIL 2017

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