Ipsos MORI

POLITICAL MONITOR
APRIL 2017

GE2017

April 2017
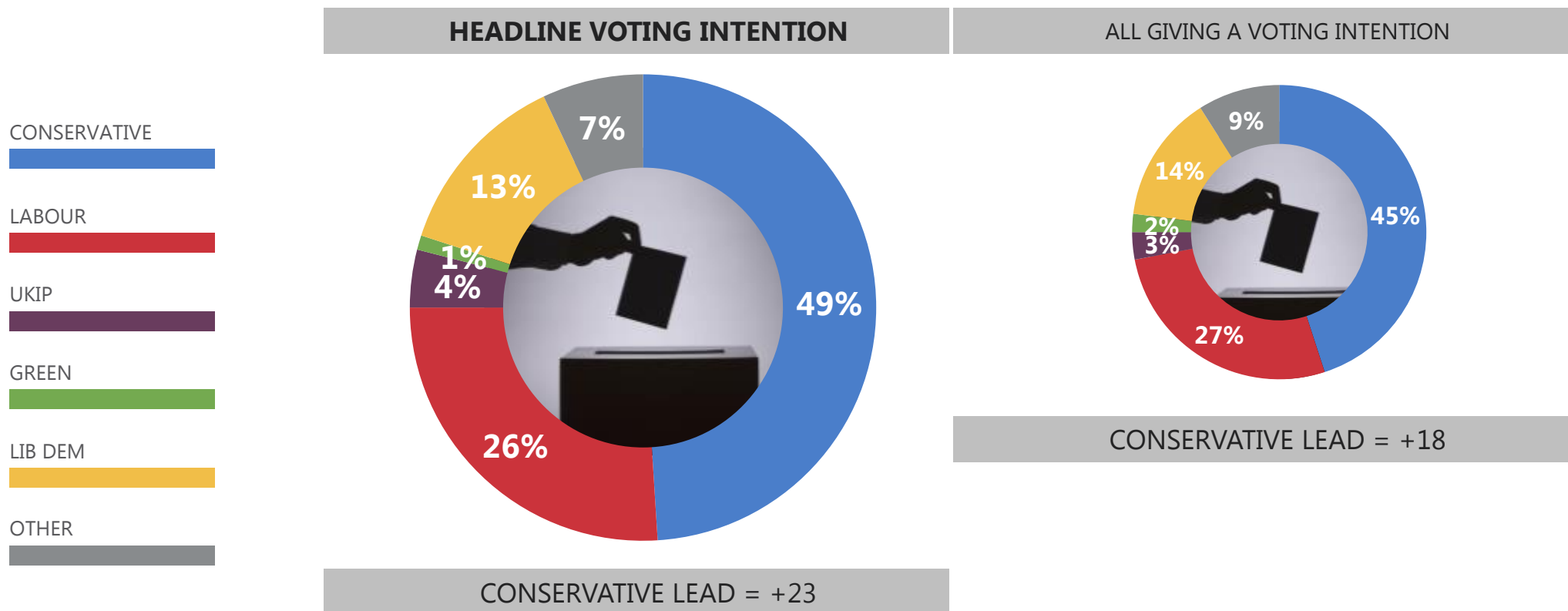
VOTING INTENTIONS

Voting Intention

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

CONSERVATIVE

LABOUR

UKIP

GREEN

LIB DEM

OTHER

HEADLINE VOTING INTENTION

49%
26%
4%
1%
13%
7%

CONSERVATIVE LEAD = +23

ALL GIVING A VOTING INTENTION

45%
27%
3%
2%
14%
9%

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.
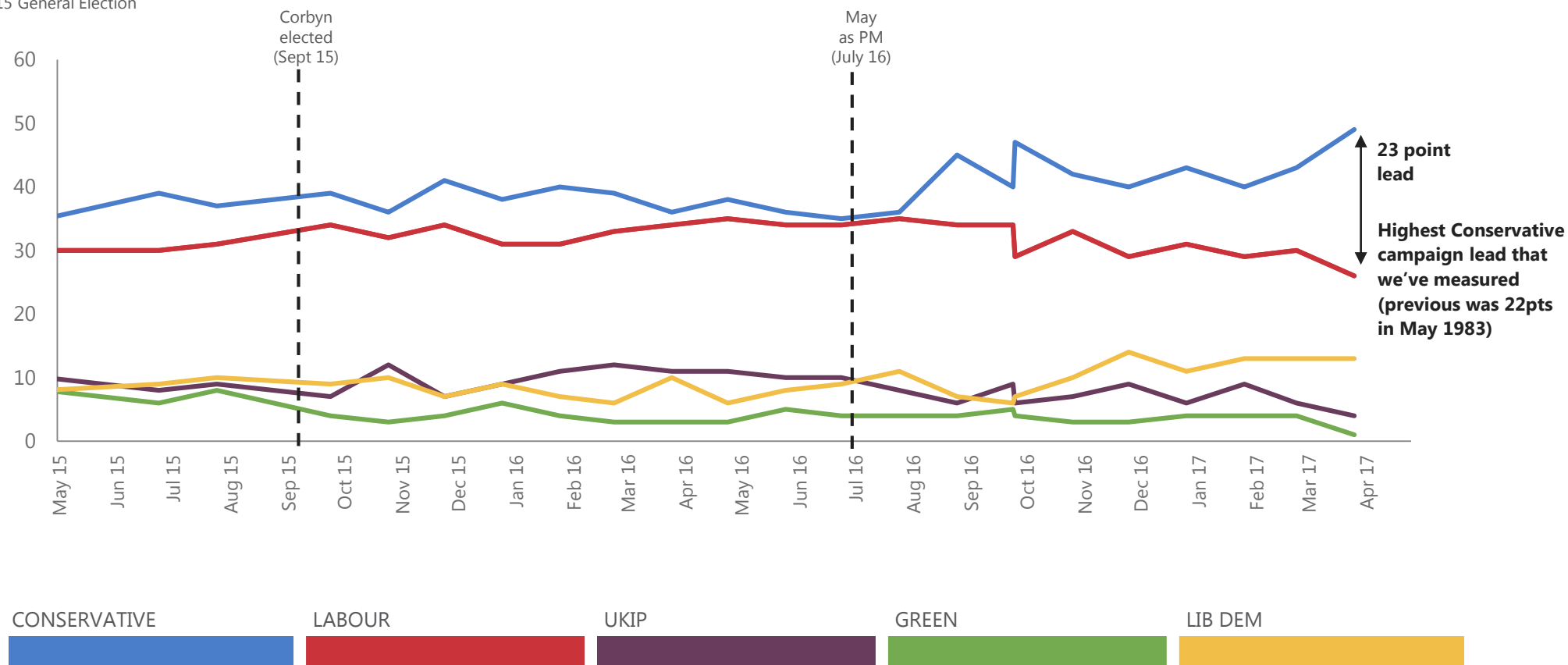
Source: Ipsos MORI Political Monitor

Ipsos MORI

Headline voting intention: Since 2015 General Election

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

2015 General Election

Corbyn elected (Sept 15)

May as PM (July 16)

23 point lead

Highest Conservative campaign lead that we've measured (previous was 22pts in May 1983)

CONSERVATIVE   LABOUR   UKIP   GREEN   LIB DEM

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
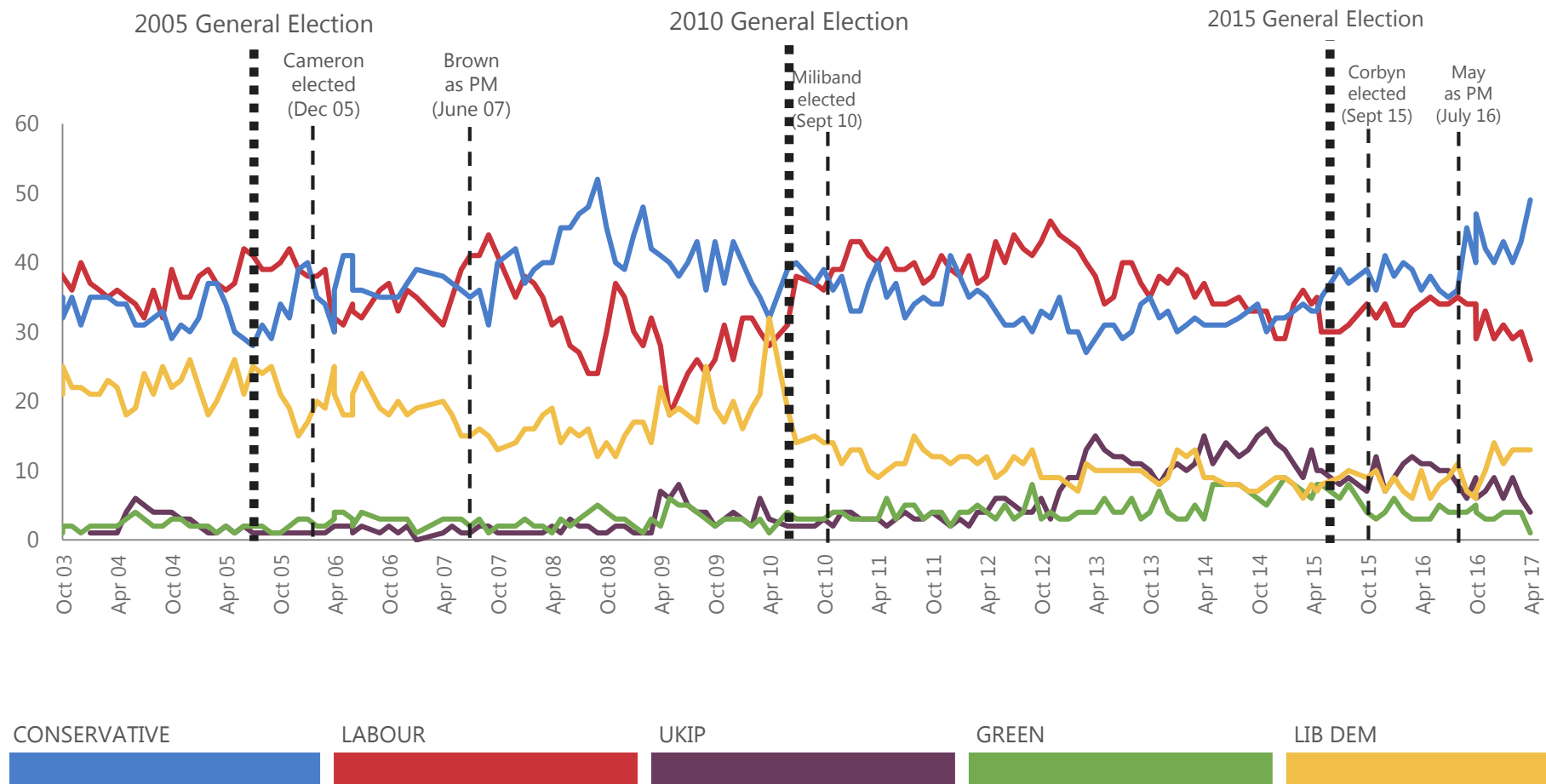
Source: Ipsos MORI Political Monitor

Ipsos MORI

Headline voting intention: October '03 – April '17

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

2005 General Election

Cameron elected (Dec 05)

Brown as PM (June 07)

2010 General Election

Miliband elected (Sept 10)

2015 General Election

Corbyn elected (Sept 15)

May as PM (July 16)

CONSERVATIVE   LABOUR   UKIP   GREEN   LIB DEM

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

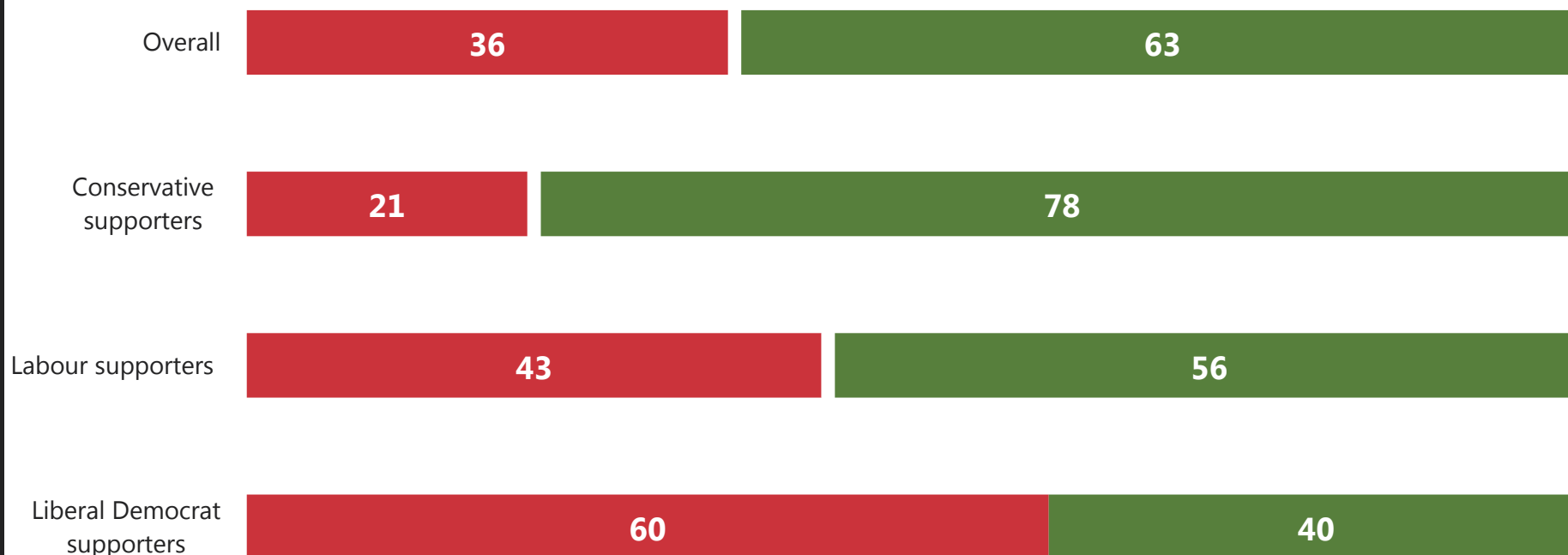Source: Ipsos MORI Political Monitor

Ipsos MORI

April 2017

Voting decisions

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?

	May change mind	Definitely decided
Overall	36	63
Conservative supporters	21	78
Labour supporters	43	56
Liberal Democrat supporters	60	40

MAY CHANGE MIND   DEFINITELY DECIDED

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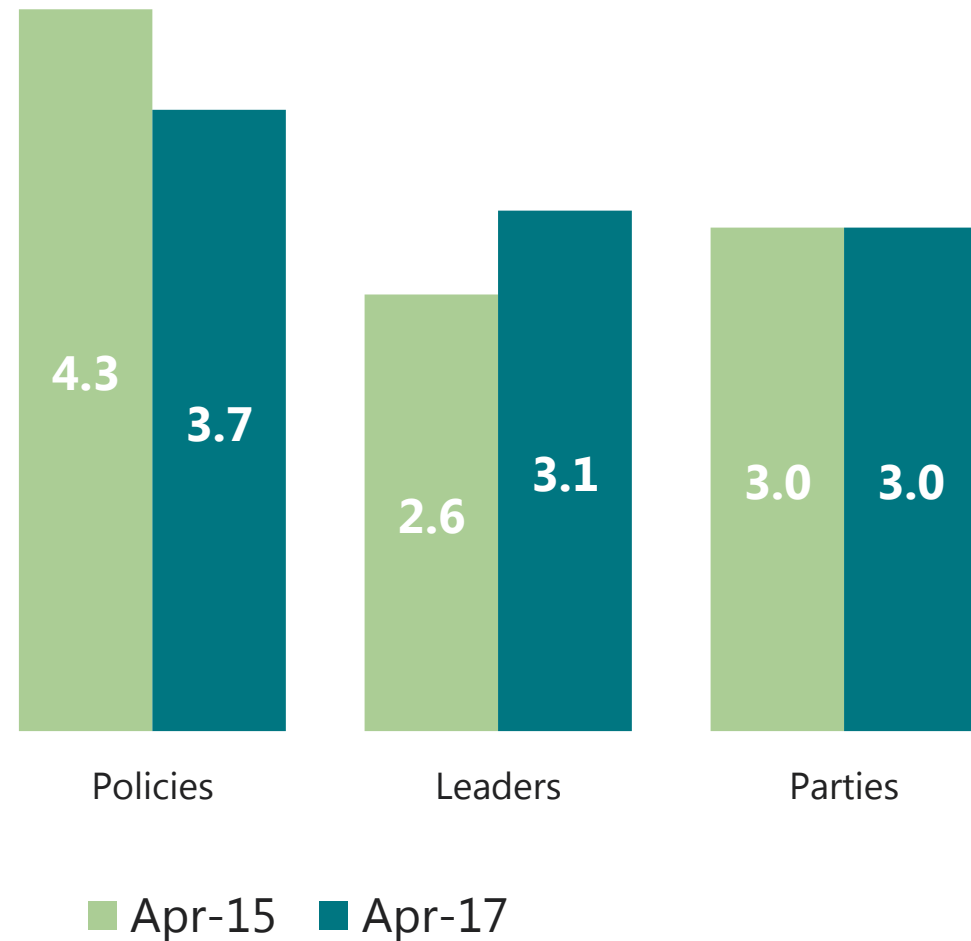
Source: Ipsos MORI Political Monitor

Ipsos MORI

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

Apr-15   Apr-17

	Policies	Leaders	Parties
Apr-15	4.3	2.6	3.0
Apr-17	3.7	3.1	3.0

Ipsos MORI

Base: All giving a General Election voting intention 859 British adults 18+, 21st – 25th 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.

LEADERS   POLICIES   PARTY
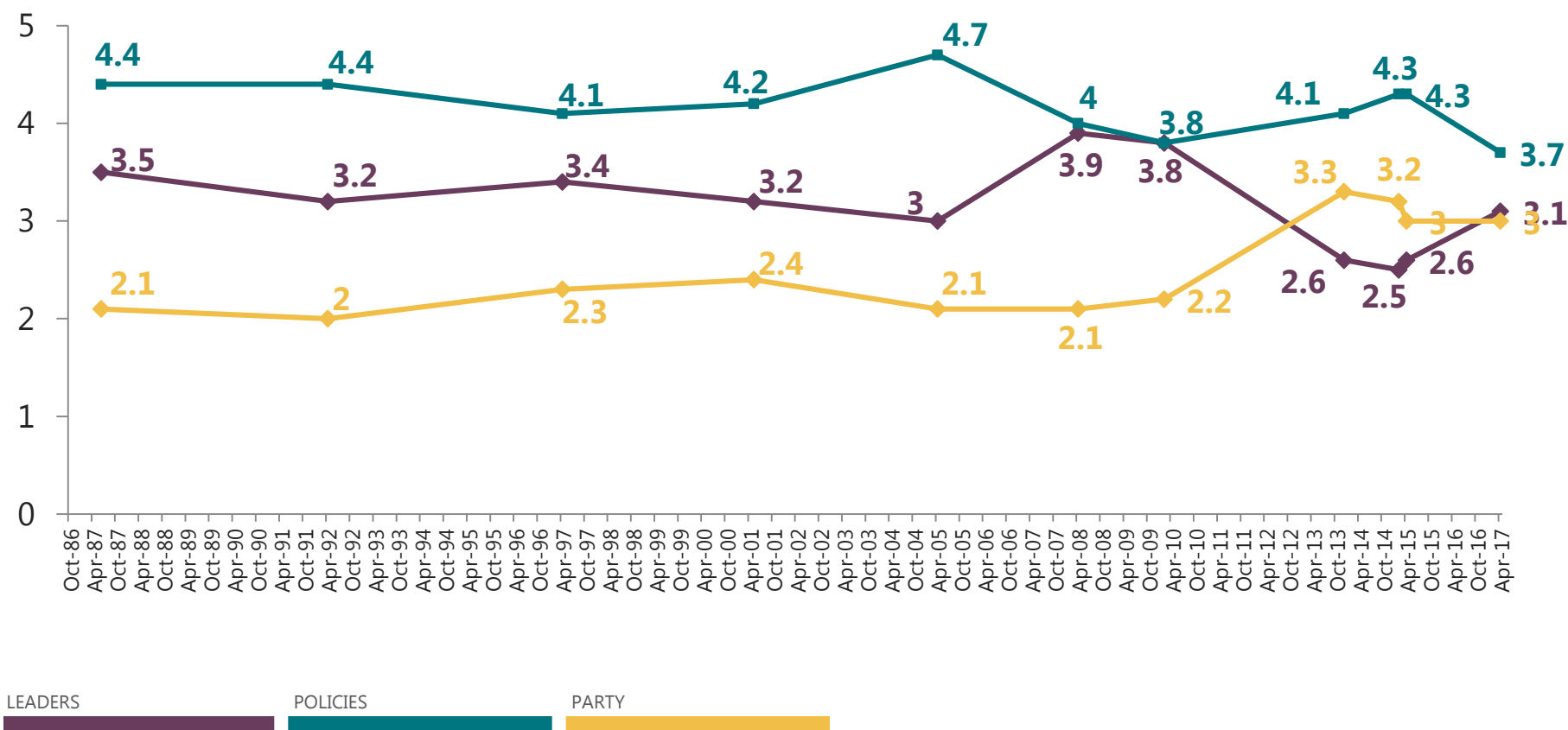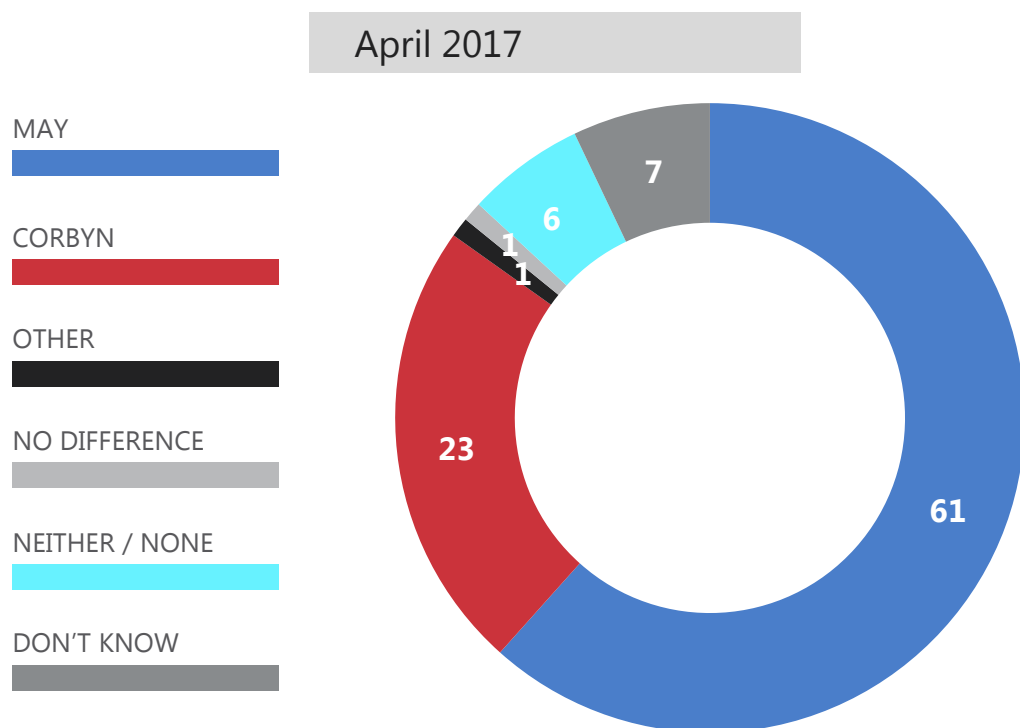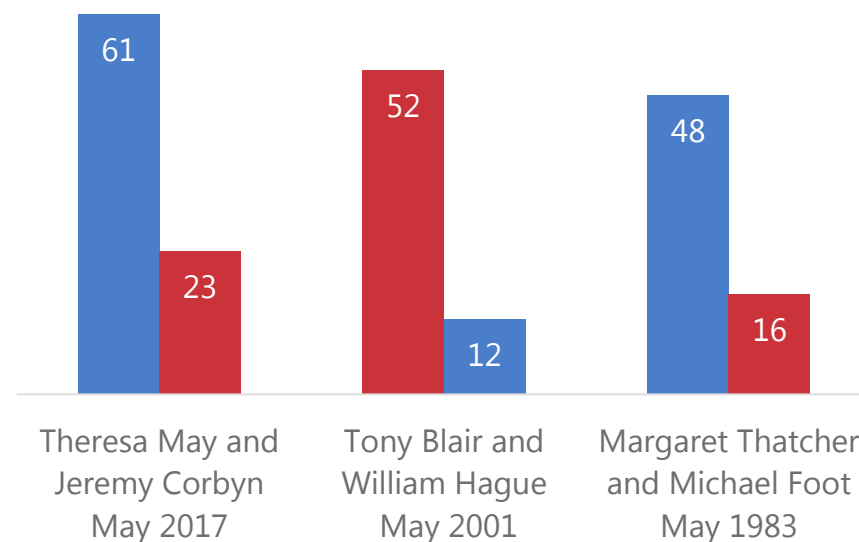
Ipsos MORI

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?

April 2017

MAY

CORBYN

OTHER

NO DIFFERENCE

NEITHER / NONE

DON'T KNOW

61

23

7

6

1

1

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

| 61 | 23 | | 52 | 12 | | 48 | 16 |

Theresa May and Jeremy Corbyn May 2017

Tony Blair and William Hague May 2001

Margaret Thatcher and Michael Foot May 1983

Ipsos MORI

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)
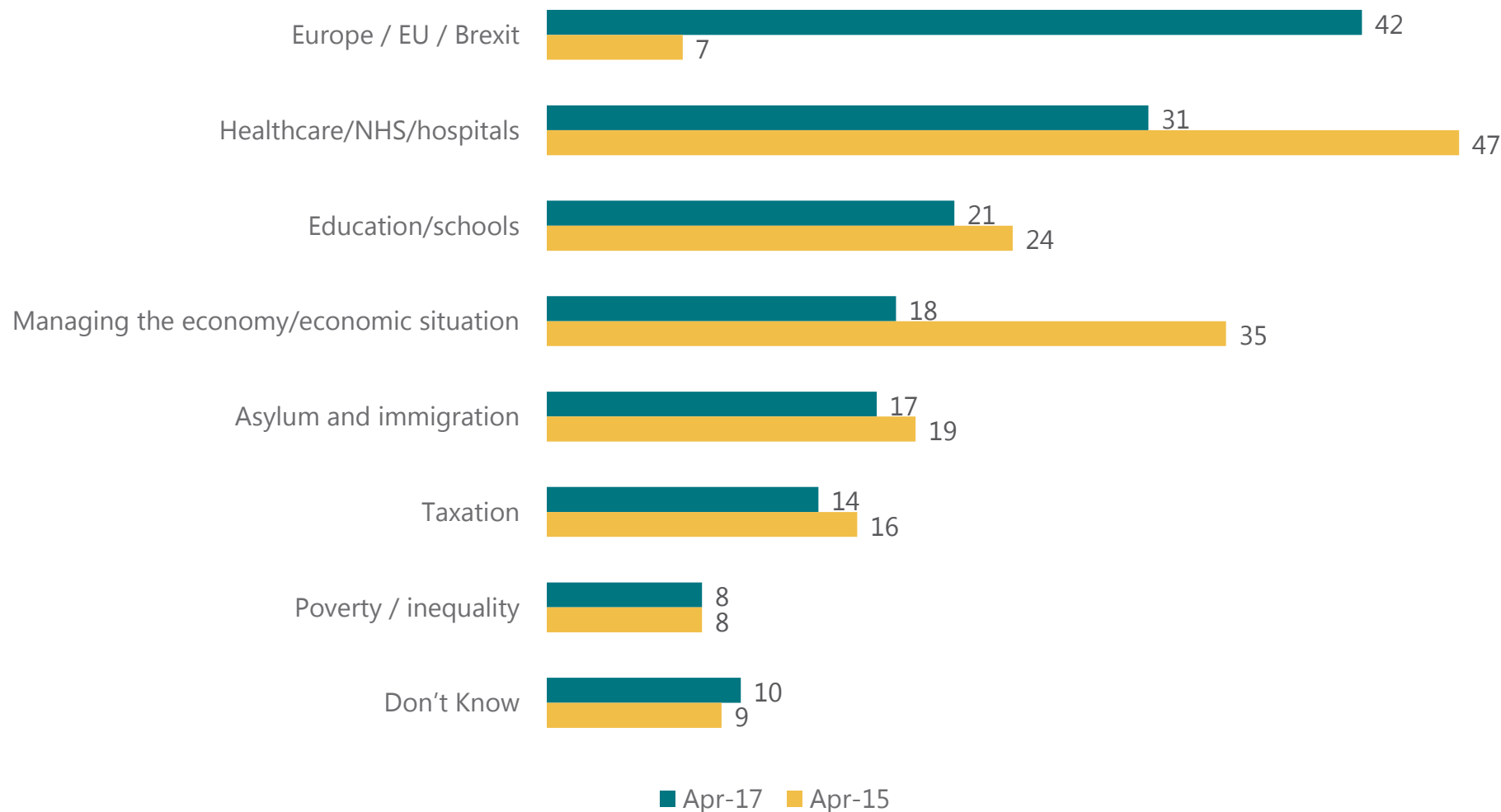
Issue	Apr-17	Apr-15
Europe / EU / Brexit	42	7
Healthcare/NHS/hospitals	31	47
Education/schools	21	24
Managing the economy/economic situation	18	35
Asylum and immigration	17	19
Taxation	14	16
Poverty / inequality	8	8
Don't Know	10	9

■ Apr-17 ■ Apr-15

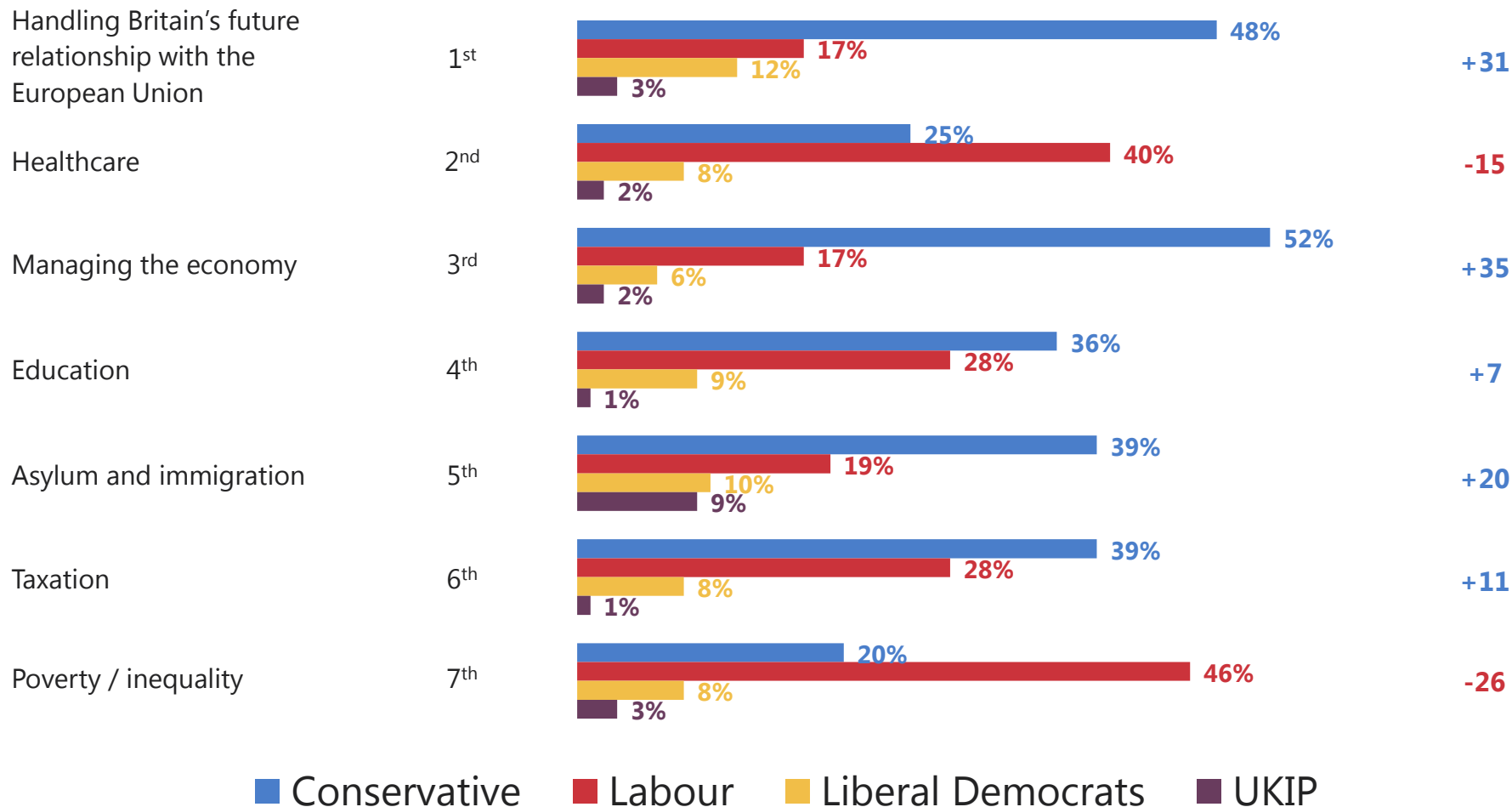Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Ipsos MORI

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?

	Importance ranking		Conservative lead

Handling Britain's future relationship with the European Union — 1st
- Conservative: 48%
- Labour: 17%
- Liberal Democrats: 12%
- UKIP: 3%
- Conservative lead: +31

Healthcare — 2nd
- Conservative: 25%
- Labour: 40%
- Liberal Democrats: 8%
- UKIP: 2%
- Conservative lead: -15

Managing the economy — 3rd
- Conservative: 52%
- Labour: 17%
- Liberal Democrats: 6%
- UKIP: 2%
- Conservative lead: +35

Education — 4th
- Conservative: 36%
- Labour: 28%
- Liberal Democrats: 9%
- UKIP: 1%
- Conservative lead: +7

Asylum and immigration — 5th
- Conservative: 39%
- Labour: 19%
- Liberal Democrats: 10%
- UKIP: 9%
- Conservative lead: +20

Taxation — 6th
- Conservative: 39%
- Labour: 28%
- Liberal Democrats: 8%
- UKIP: 1%
- Conservative lead: +11

Poverty / inequality — 7th
- Conservative: 20%
- Labour: 46%
- Liberal Democrats: 8%
- UKIP: 3%
- Conservative lead: -26

■ Conservative   ■ Labour   ■ Liberal Democrats   ■ UKIP

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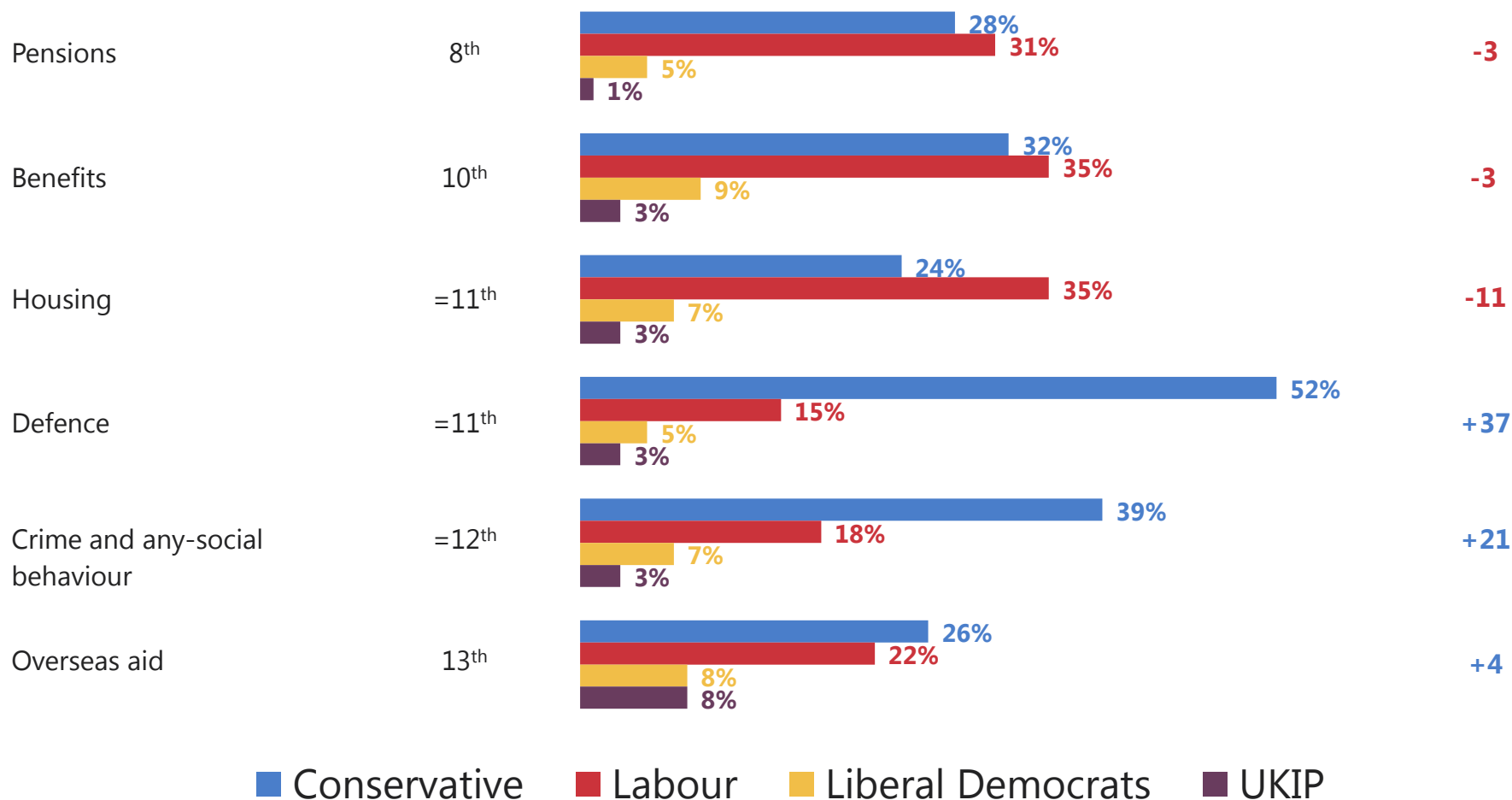
Source: Ipsos MORI Political Monitor
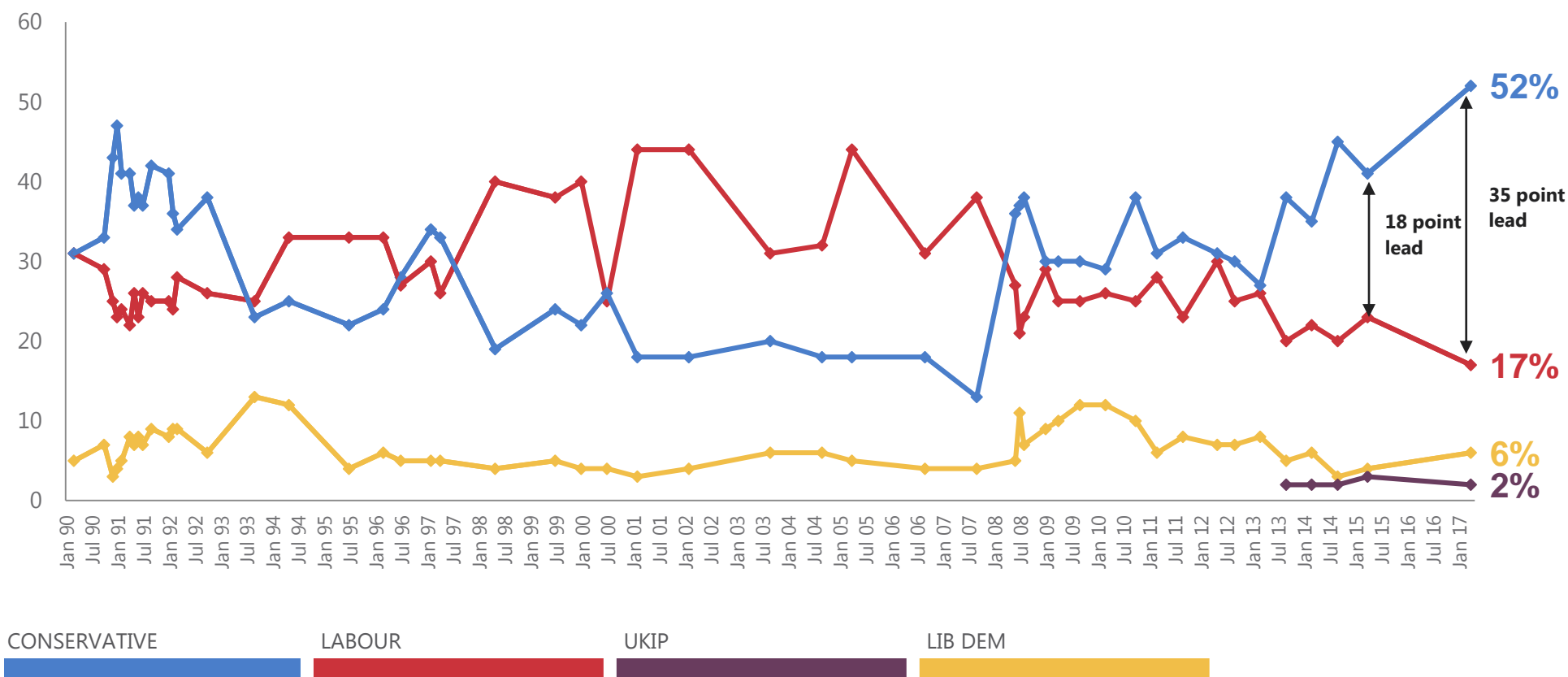
Ipsos MORI

Best party on other issues

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

	Importance ranking		Conservative lead
Pensions	8th	Conservative 28% / Labour 31% / Liberal Democrats 5% / UKIP 1%	-3
Benefits	10th	Conservative 32% / Labour 35% / Liberal Democrats 9% / UKIP 3%	-3
Housing	=11th	Conservative 24% / Labour 35% / Liberal Democrats 7% / UKIP 3%	-11
Defence	=11th	Conservative 52% / Labour 15% / Liberal Democrats 5% / UKIP 3%	+37
Crime and any-social behaviour	=12th	Conservative 39% / Labour 18% / Liberal Democrats 7% / UKIP 3%	+21
Overseas aid	13th	Conservative 26% / Labour 22% / Liberal Democrats 8% / UKIP 8%	+4

■ Conservative   ■ Labour   ■ Liberal Democrats   ■ UKIP

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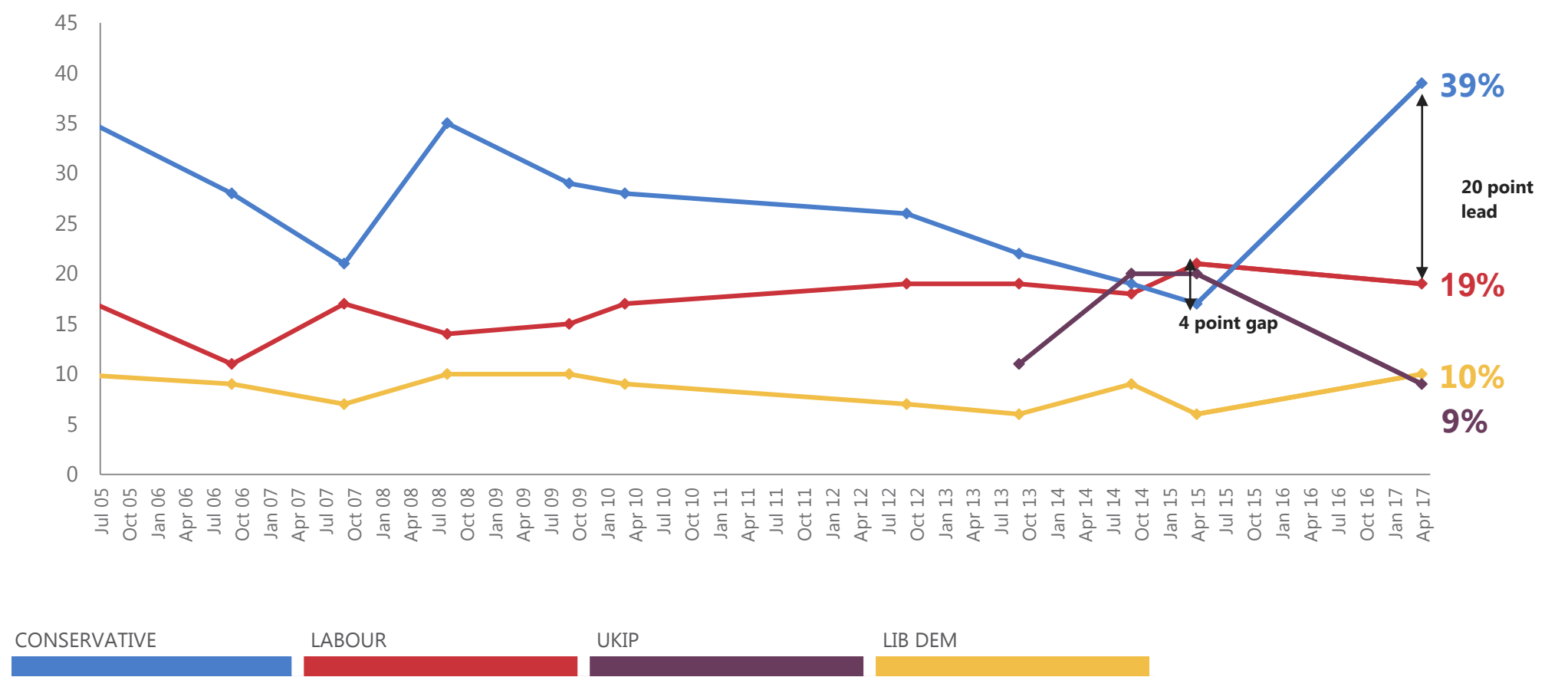
Source: Ipsos MORI Political Monitor

Ipsos MORI

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?
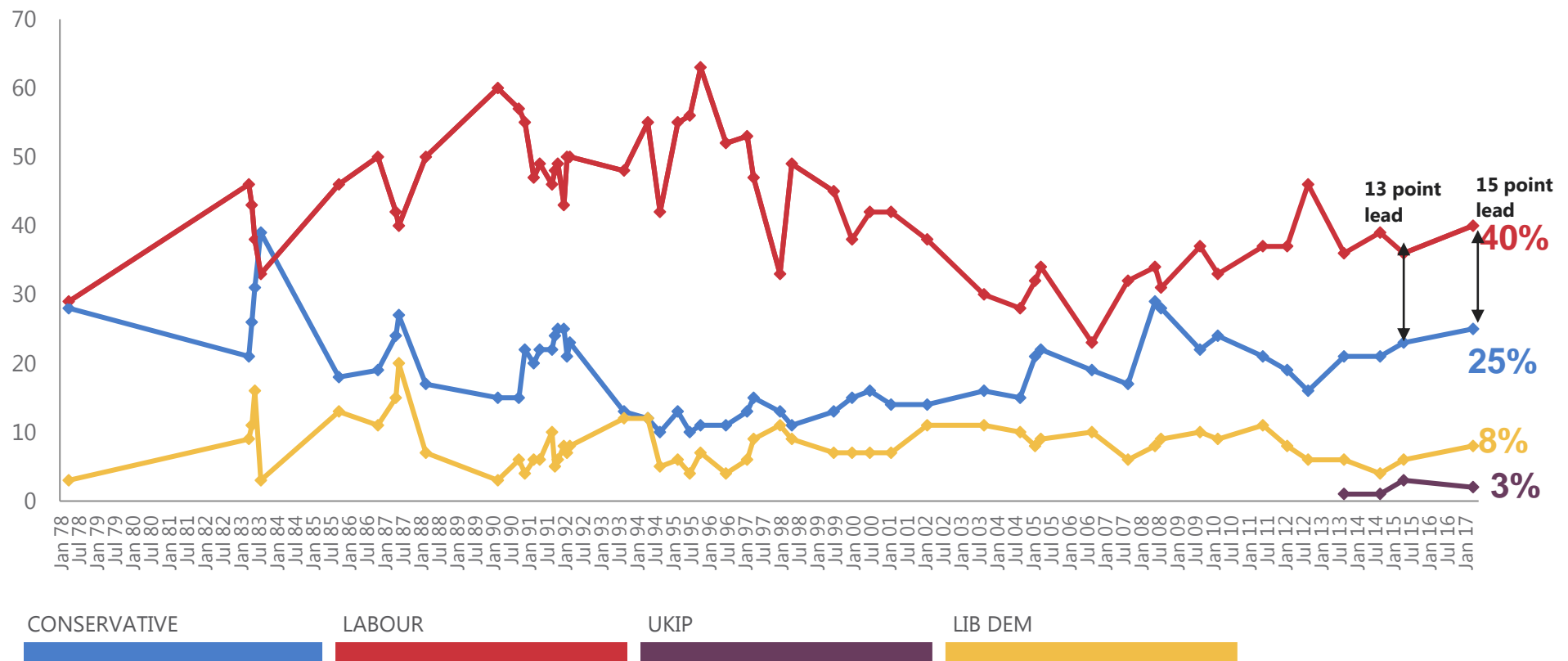
13 point lead

15 point lead

40%

25%
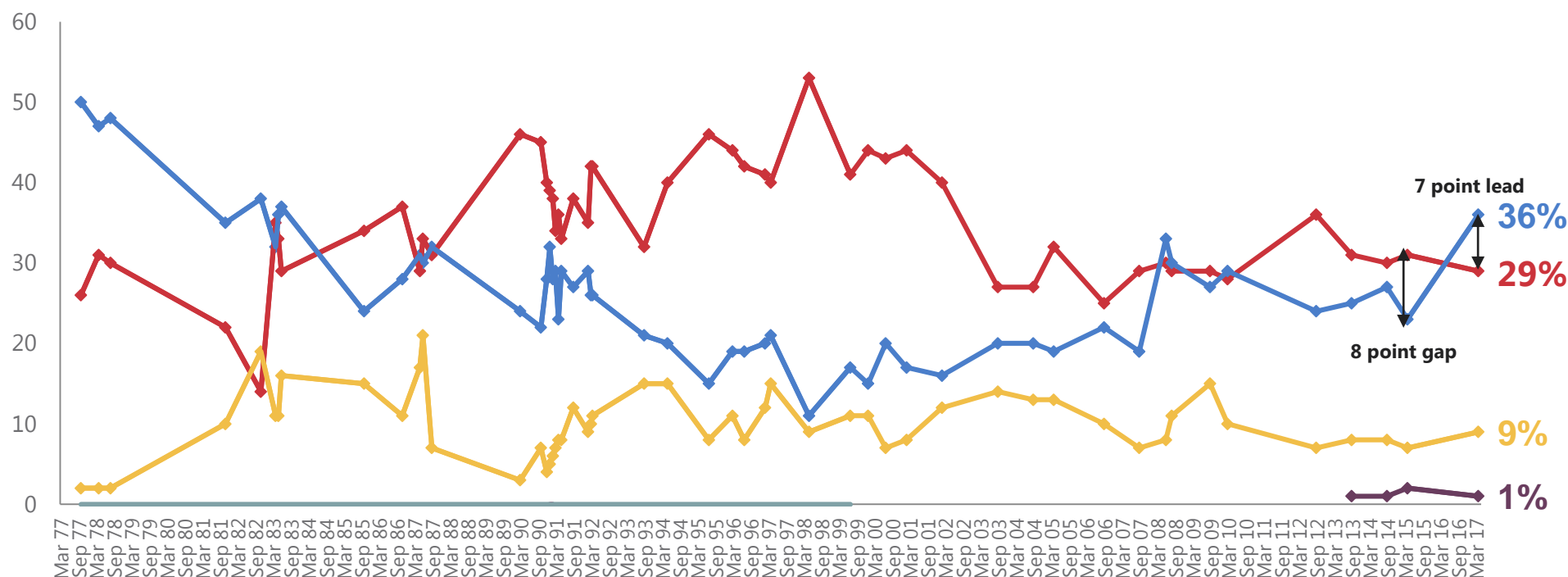
8%

3%

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

Ipsos MORI

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?

CONSERVATIVE   LABOUR   UKIP   LIB DEM

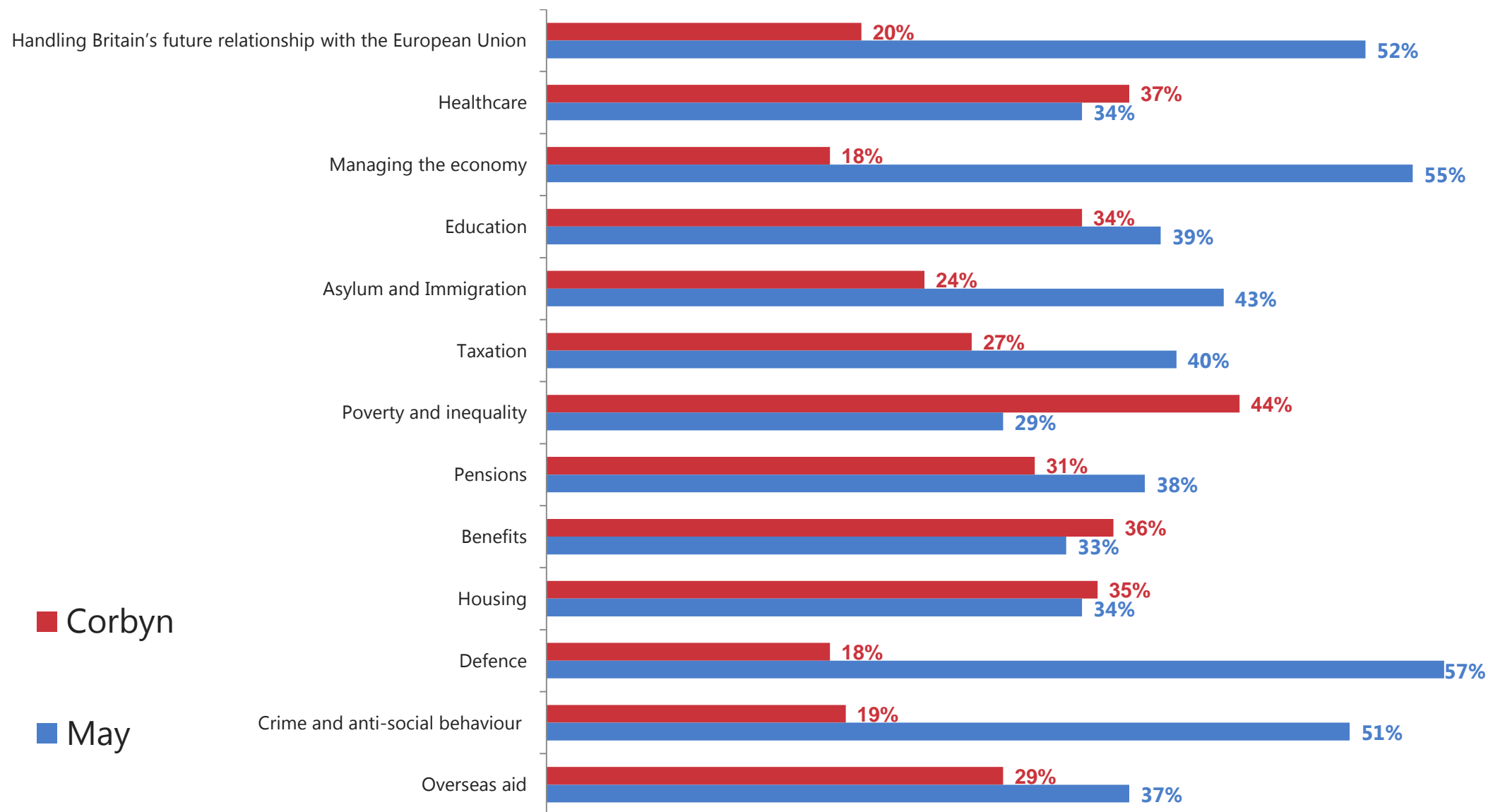Base: Each area was asked of approximately half the sample c.500 British adults 18+ 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Ipsos MORI

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?

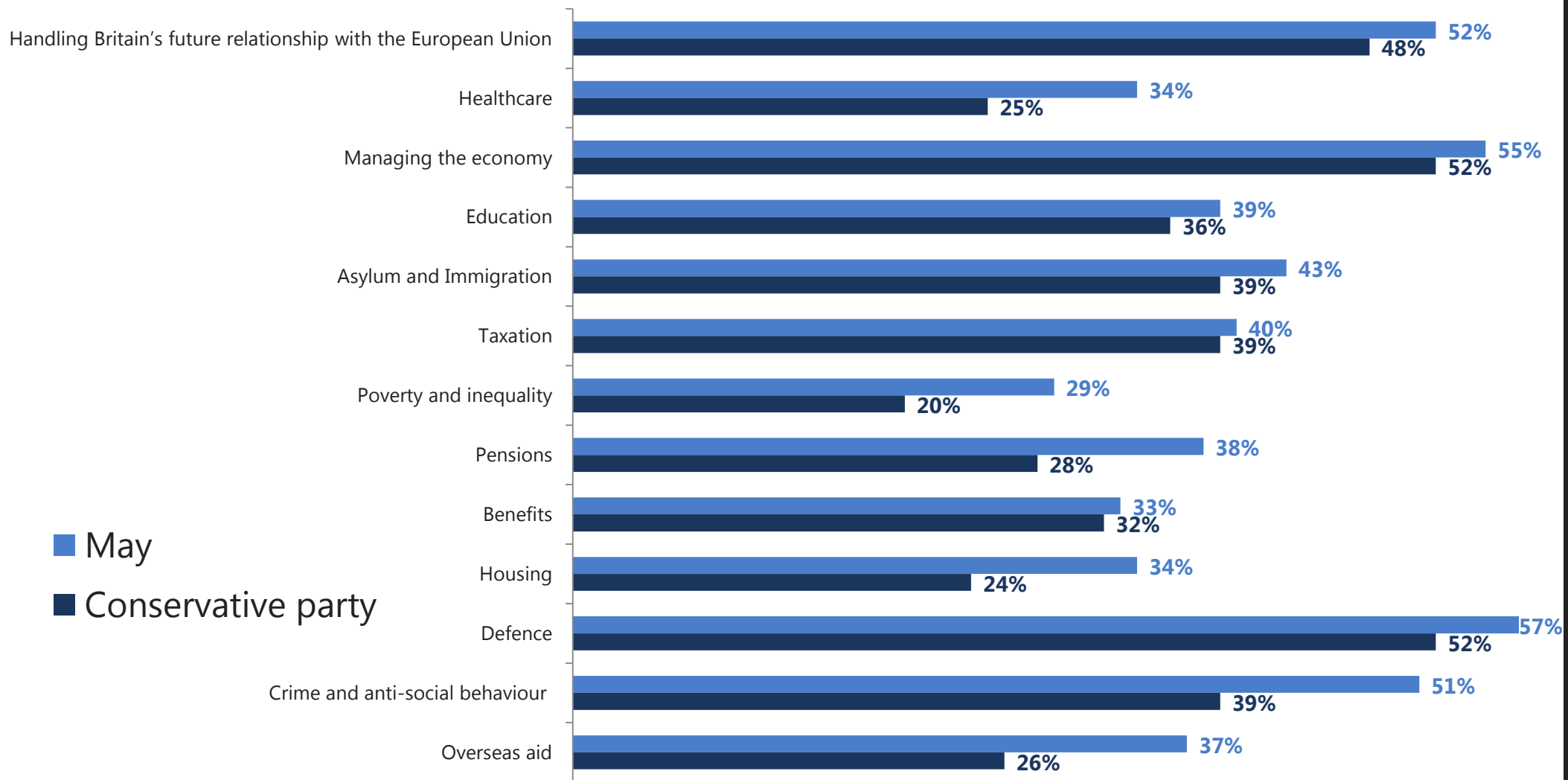**CONSERVATIVE**   **LABOUR**   **UKIP**   **LIB DEM**

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

Source: Ipsos MORI Political Monitor

Ipsos MORI

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?

7 point lead

36%

29%

8 point gap

9%

1%

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

Ipsos MORI

May most trusted leader on most issues

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

Issue	Corbyn	May
Handling Britain's future relationship with the European Union	20%	52%
Healthcare	37%	34%
Managing the economy	18%	55%
Education	34%	39%
Asylum and Immigration	24%	43%
Taxation	27%	40%
Poverty and inequality	44%	29%
Pensions	31%	38%
Benefits	36%	33%
Housing	35%	34%
Defence	18%	57%
Crime and anti-social behaviour	19%	51%
Overseas aid	29%	37%

■ Corbyn
■ May

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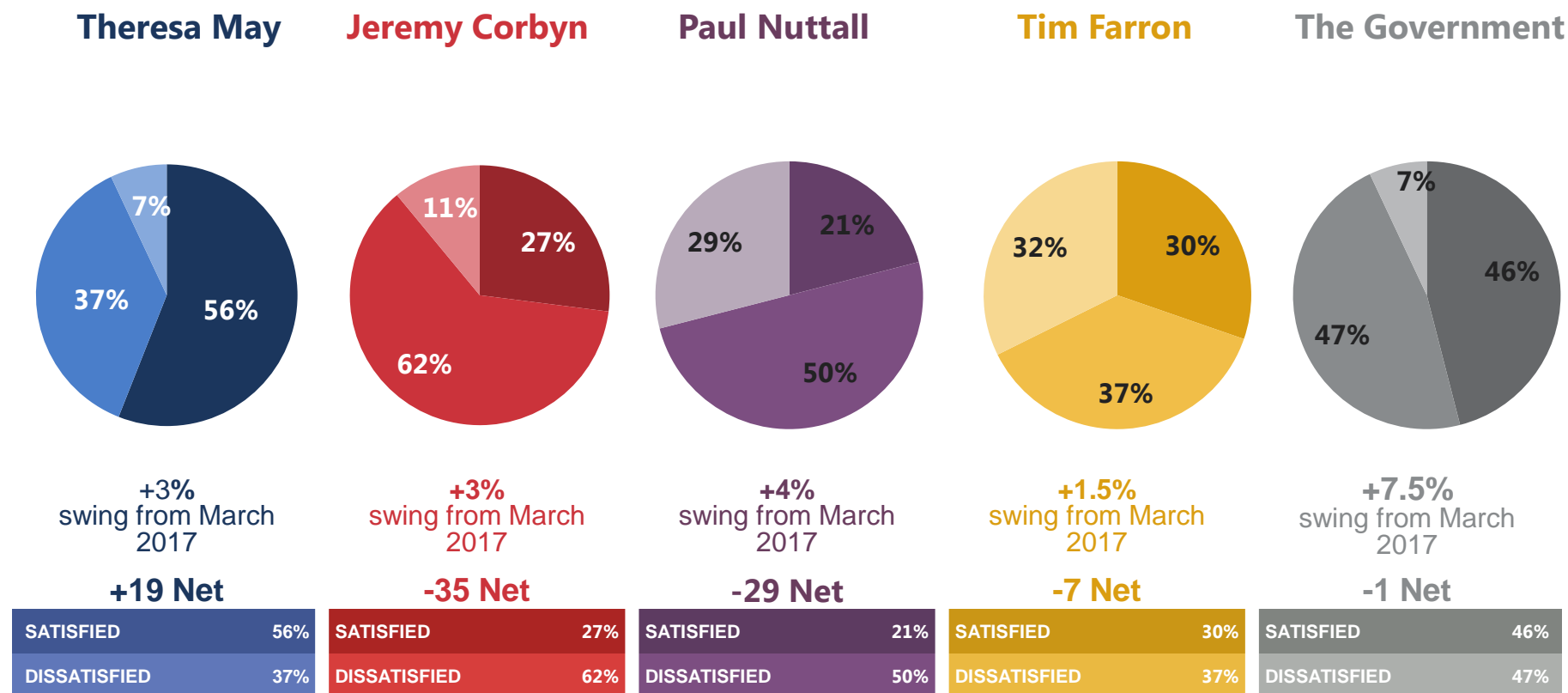
Source: Ipsos MORI Political Monitor

Ipsos MORI

May outperforms Conservative party on many issues

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

Issue	May	Conservative party
Handling Britain's future relationship with the European Union	52%	48%
Healthcare	34%	25%
Managing the economy	55%	52%
Education	39%	36%
Asylum and Immigration	43%	39%
Taxation	40%	39%
Poverty and inequality	29%	20%
Pensions	38%	28%
Benefits	33%	32%
Housing	34%	24%
Defence	57%	52%
Crime and anti-social behaviour	51%	39%
Overseas aid	37%	26%

■ May
■ Conservative 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

Ipsos MORI

Corbyn's ratings similar to Labour on most issues

WHICH PARTY LEADER DO YOU TRUST MOST ON......
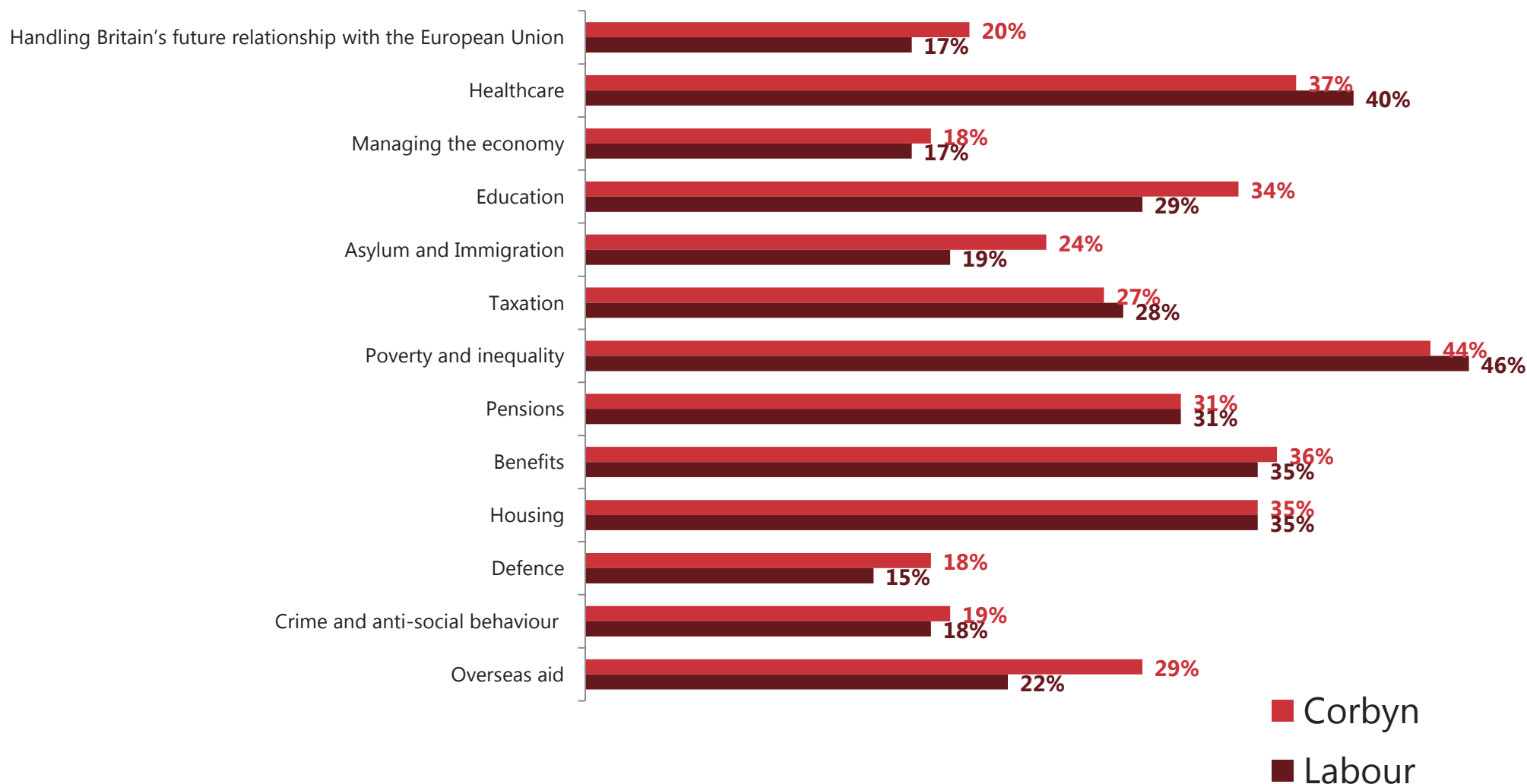
Issue	Corbyn	Labour
Handling Britain's future relationship with the European Union	20%	17%
Healthcare	37%	40%
Managing the economy	18%	17%
Education	34%	29%
Asylum and Immigration	24%	19%
Taxation	27%	28%
Poverty and inequality	44%	46%
Pensions	31%	31%
Benefits	36%	35%
Housing	35%	35%
Defence	18%	15%
Crime and anti-social behaviour	19%	18%
Overseas aid	29%	22%

■ Corbyn
■ Labour

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

Source: Ipsos MORI Political Monitor

Ipsos MORI

April 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 ?

Theresa May	Jeremy Corbyn	Paul Nuttall	Tim Farron	The Government

Theresa May
7%
37%
56%

+3%
swing from March 2017

+19 Net

SATISFIED	56%
DISSATISFIED	37%

Jeremy Corbyn
11%
27%
62%

+3%
swing from March 2017

-35 Net

SATISFIED	27%
DISSATISFIED	62%

Paul Nuttall
29%
21%
50%

+4%
swing from March 2017

-29 Net

SATISFIED	21%
DISSATISFIED	50%

Tim Farron
32%
30%
37%

+1.5%
swing from March 2017

-7 Net

SATISFIED	30%
DISSATISFIED	37%

The Government
7%
47%
46%

+7.5%
swing from March 2017

-1 Net

SATISFIED	46%
DISSATISFIED	47%

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

Ipsos MORI

Satisfaction with Party leaders Sept 2015 – Aprl 2017

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

56% (MAY)
30% (FARRON)
27% (CORBYN)
21% (NUTTALL)

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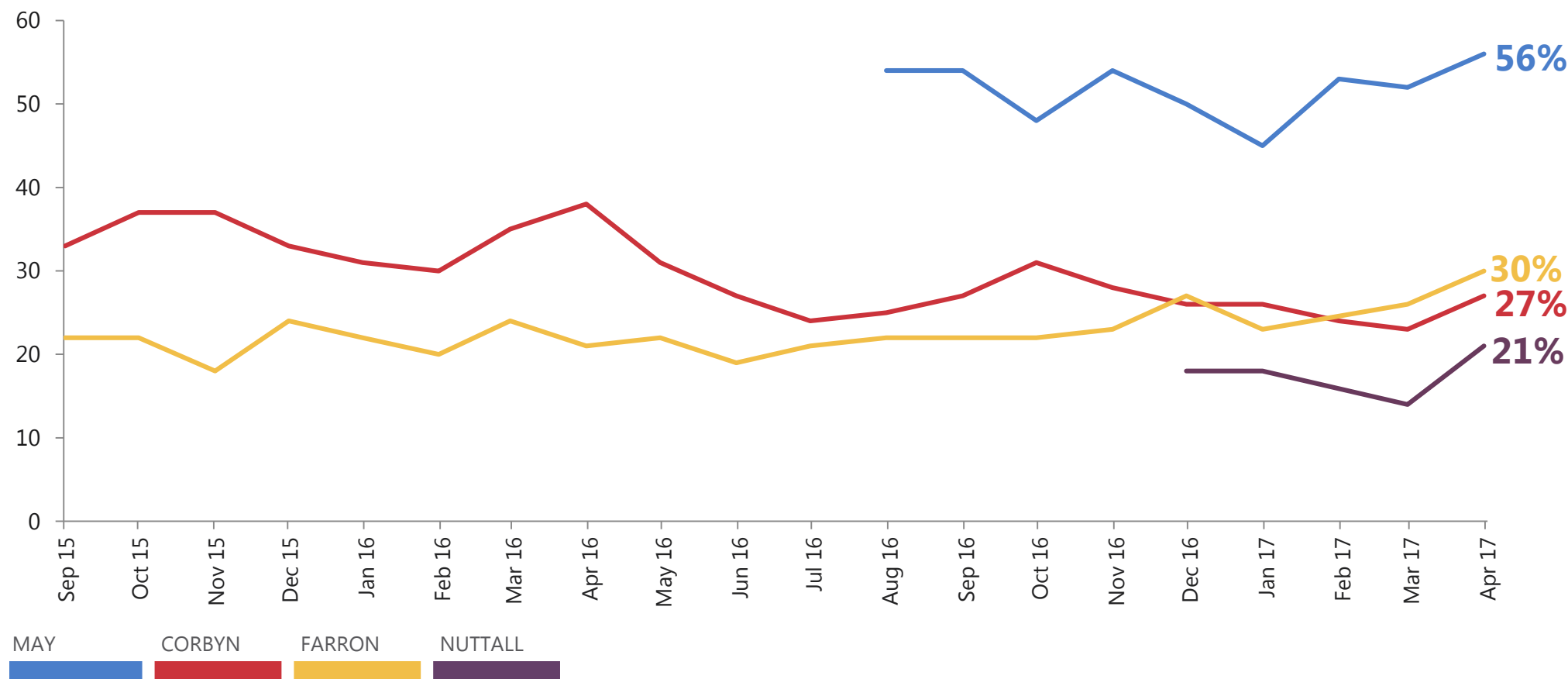
Base: c.1,000 British adults each month. In February 2016 data for Paul Nuttall and Tim Farron was not collected

Source: Ipsos MORI Political Monitor

Ipsos MORI

Net satisfaction with Prime Ministers

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY … IS DOING HIS/HER JOB AS PRIME MINISTER?
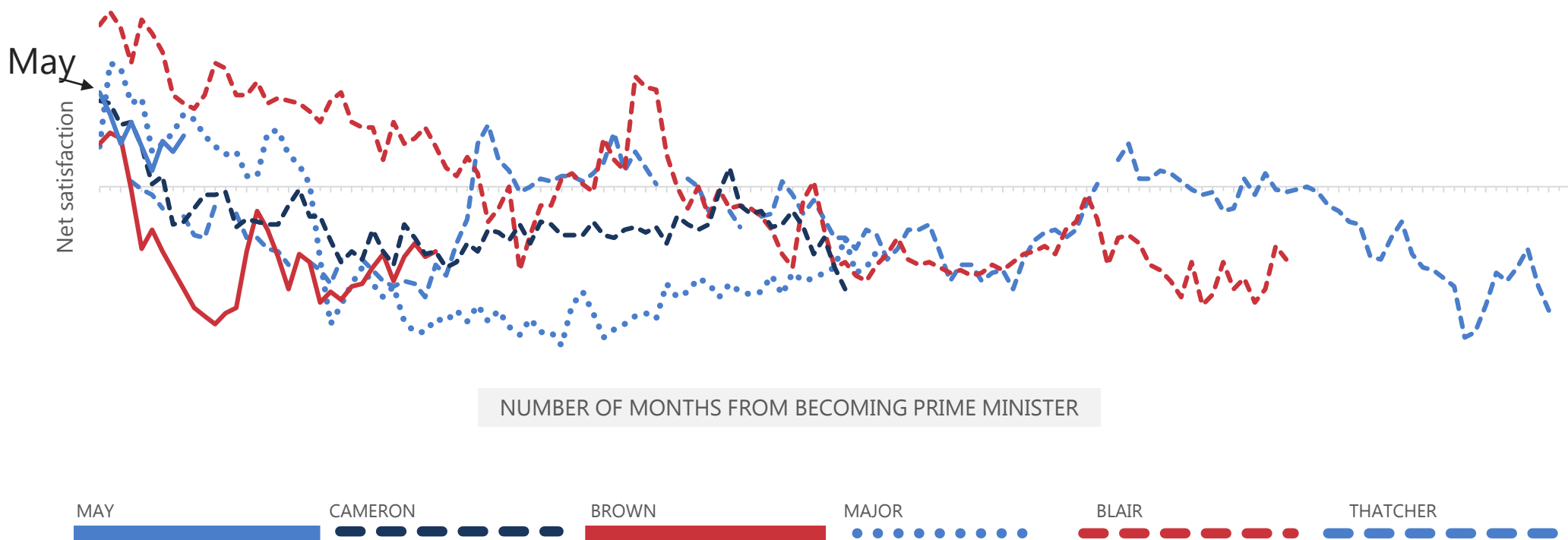
May

Net satisfaction

NUMBER OF MONTHS FROM BECOMING PRIME MINISTER

MAY   CAMERON   BROWN   MAJOR   BLAIR   THATCHER

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

Ipsos MORI

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?
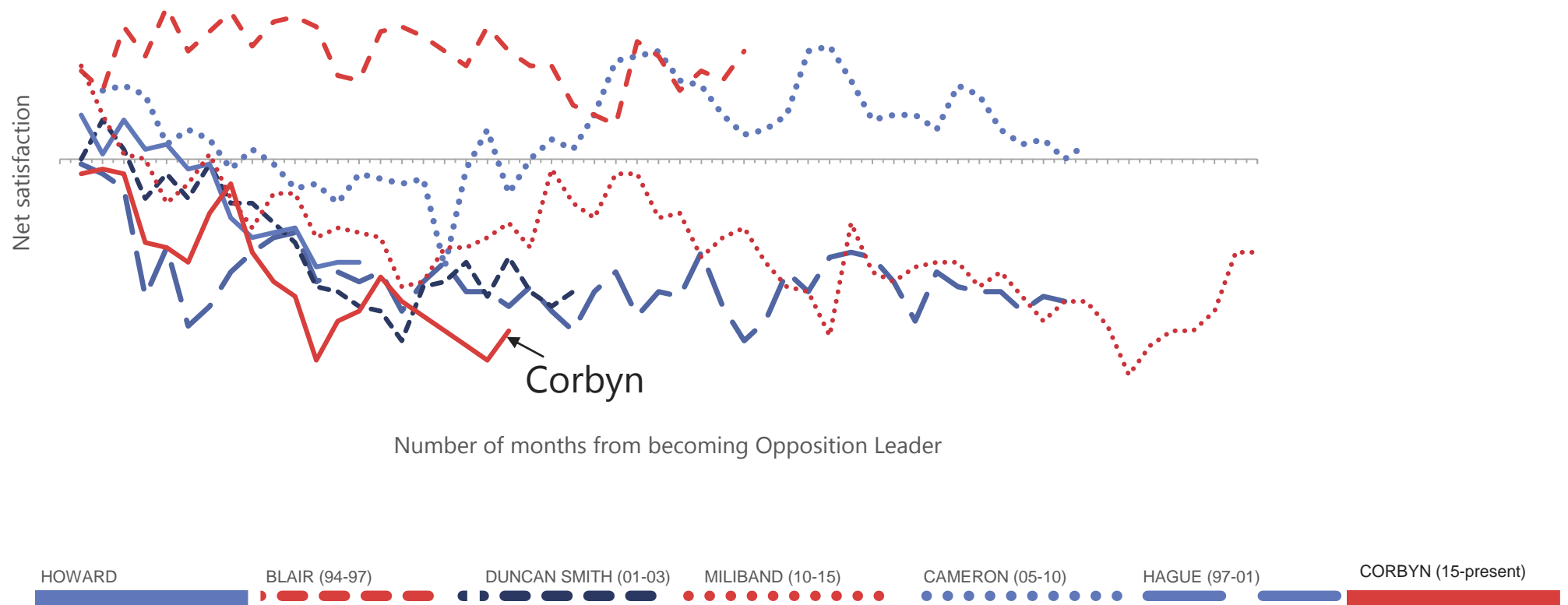
Net satisfaction

Corbyn

Number of months from becoming Opposition Leader

HOWARD   BLAIR (94-97)   DUNCAN SMITH (01-03)   MILIBAND (10-15)   CAMERON (05-10)   HAGUE (97-01)   CORBYN (15-present)

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

Ipsos MORI

Theresa May (satisfaction)

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?
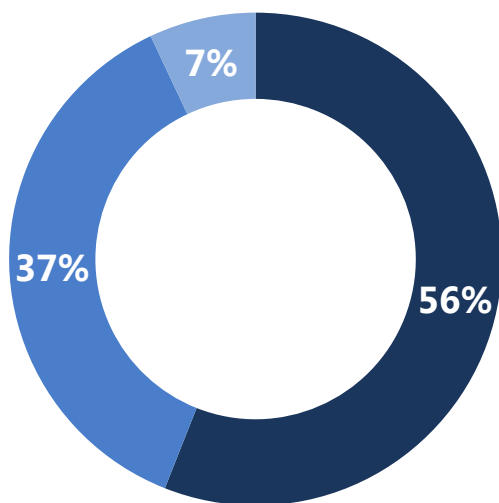
April 2017

SATISFIED	56%
DISSATISFIED	37%
DON'T KNOW	7%

Net = +19

August 2016 – April 2017
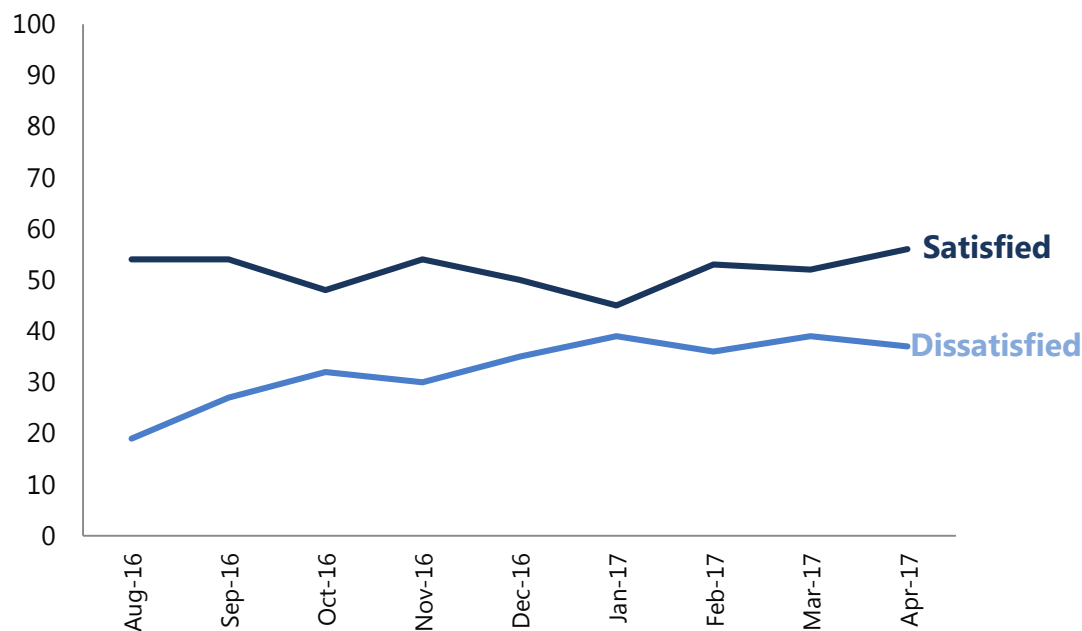
Base: 1,004 British adults 18+, 21st – 25th April 2017
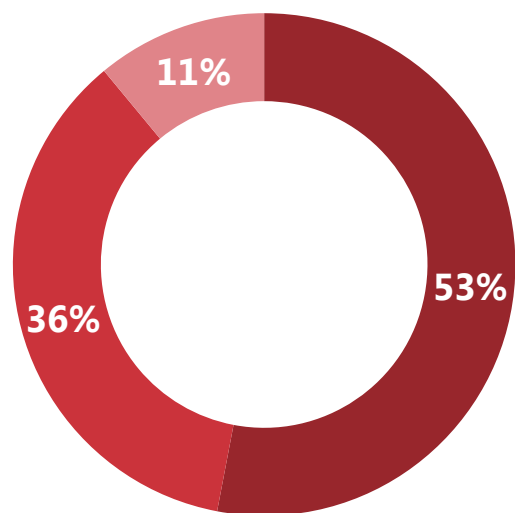
Source: Ipsos MORI Political Monitor

Ipsos MORI

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

3%
2%
95%
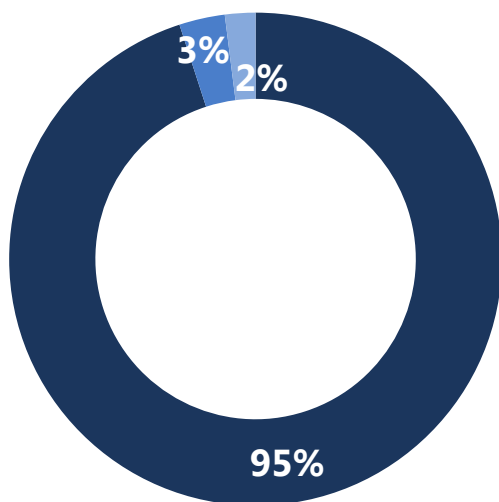
SATISFIED	95%
DISSATISFIED	3%
DON'T KNOW	2%

Net = +92

August 2016 – April 2017
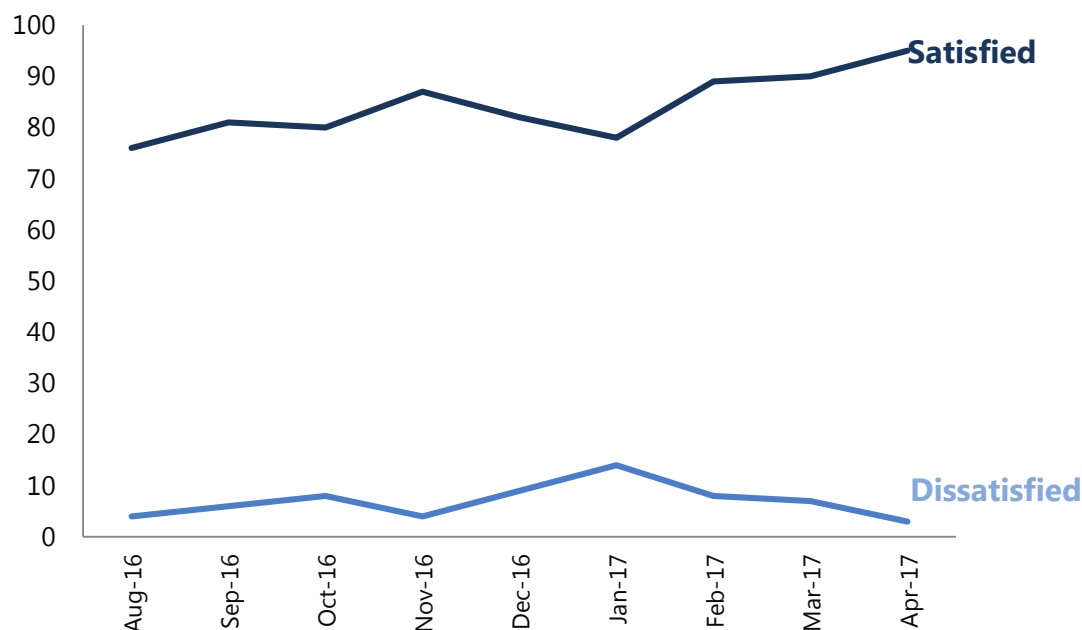
Satisfied

Dissatisfied

Ipsos MORI

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
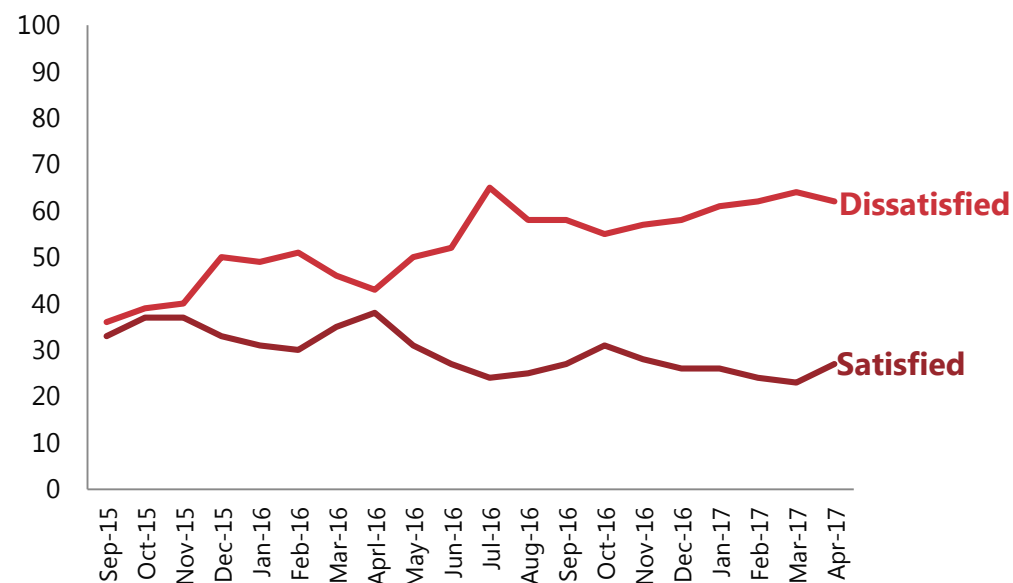
Source: Ipsos MORI Political Monitor

Ipsos MORI

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

Satisfied
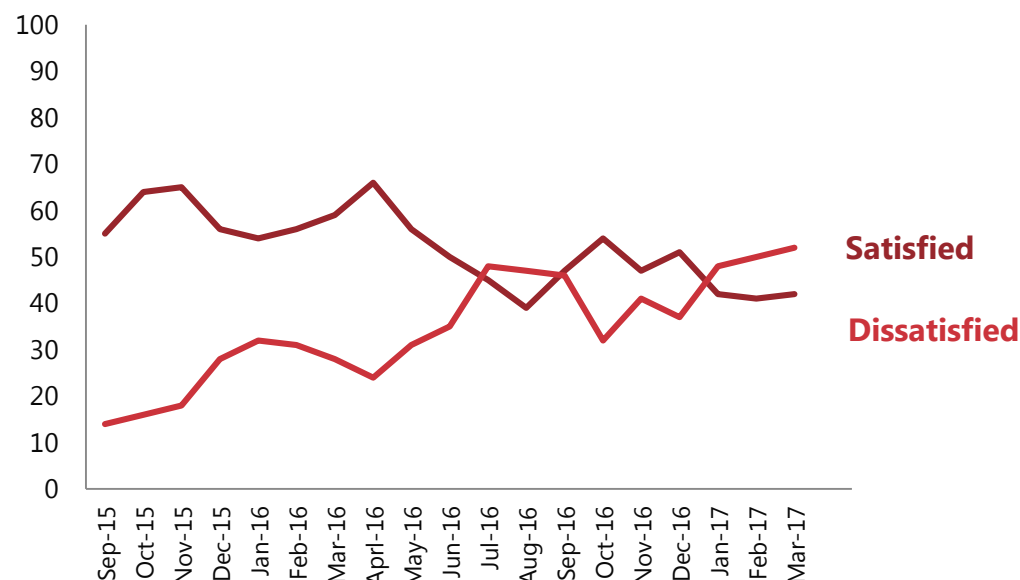
Dissatisfied

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

Source: Ipsos MORI Political Monitor

Ipsos MORI

Tim Farron (satisfaction)

April 2017

SATISFIED	30%
DISSATISFIED	37%
DON'T KNOW	32%

Net = -7

September 2015 – April 2017
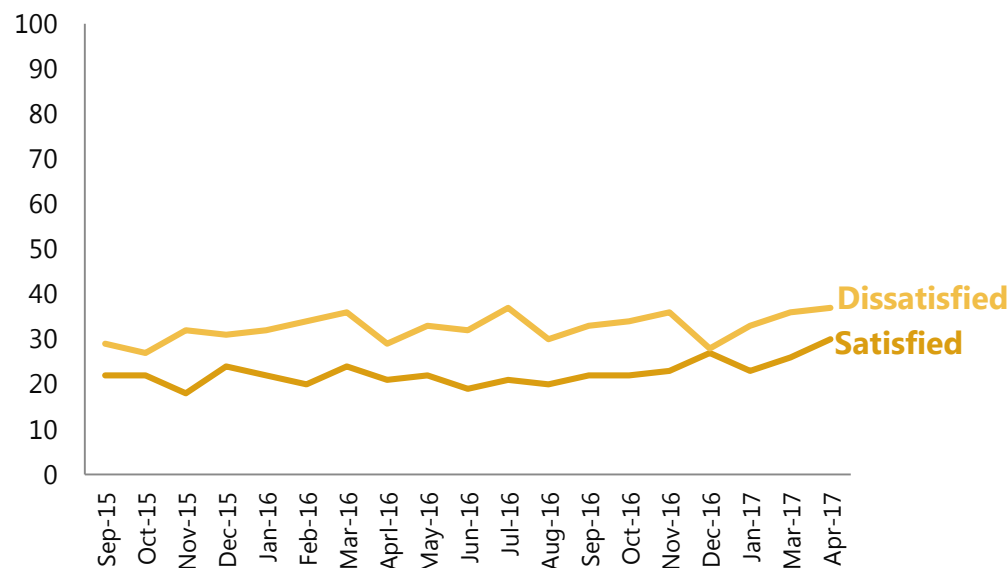
Base: 1,004 British adults 18+, 21st – 25th April 2017

Source: Ipsos MORI Political Monitor

Ipsos MORI

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
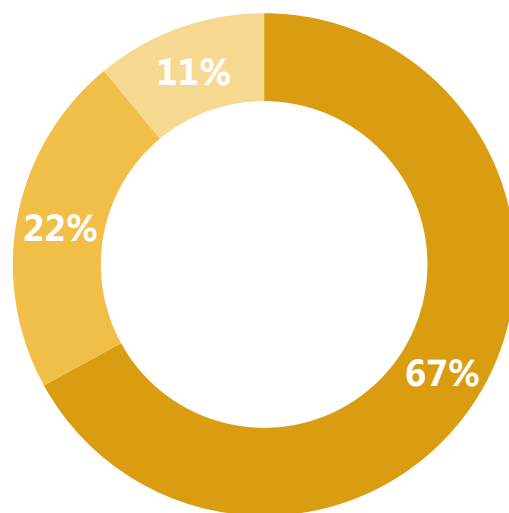
SATISFIED	67%
DISSATISFIED	22%
DON'T KNOW	11%

Net = +45

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

Source: Ipsos MORI Political Monitor

Ipsos MORI

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

29%

21%

50%
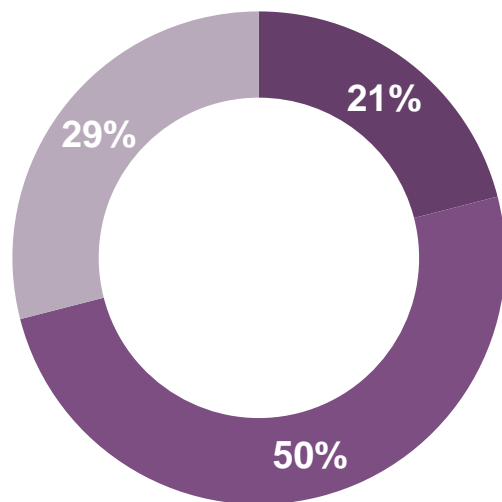
SATISFIED	21%
DISSATISFIED	50%
DON'T KNOW	29%

Net = -29

March 2017

35%

14%

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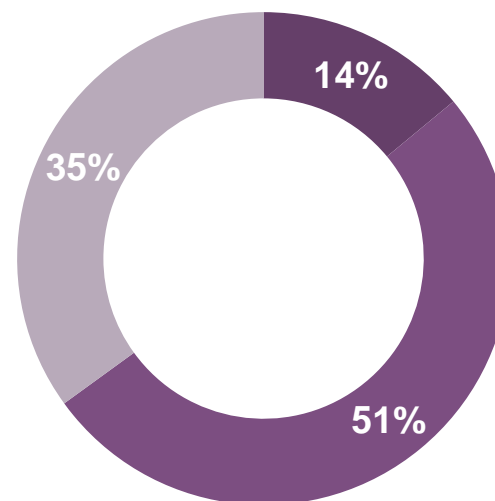
SATISFIED	14%
DISSATISFIED	51%
DON'T KNOW	35%

Net = -37

Ipsos MORI

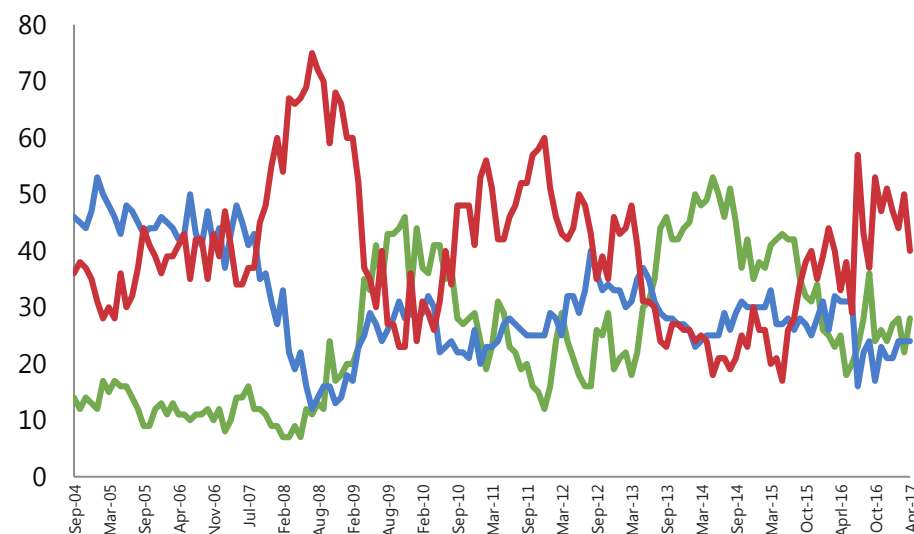# April 2017

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
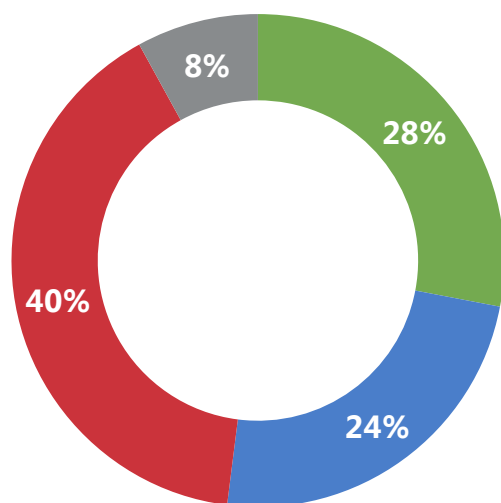
IMPROVE	28%
STAY THE SAME	24%
GET WORSE	40%
DON'T KNOW	8%

EOI = -12

Source: Ipsos MORI Political Monitor

Ipsos MORI

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