

Ipsos MORI April 2017 Political Monitor

Topline Results

25 April 2017

Fieldwork: 21st – 25th April 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 21st – 25th April 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 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 (821) Q1a/b %

Conservative	49
Labour	26
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	6
Green Party	1
UK Independence Party	4
Other	2
Conservative lead (±%)	+23
<i>Would not vote</i>	-
<i>Undecided</i>	6
<i>Refused</i>	2

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	45
Labour	27
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	7
Green Party	2
UK Independence Party	3
Other	2
Conservative lead (±%)	+18
<i>Would not vote</i>	4
<i>Undecided</i>	9
<i>Refused</i>	2

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	74
9	5
8	6
7	2
6	2
5	3
4	*
3	1
2	*
1 – absolutely certain not to vote	6
Don't know	1

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?
- Q7 Are you satisfied or dissatisfied with the way Paul Nuttall is doing his job as leader of UKIP, the UK Independence Party?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	46	47	7	-1
May (Q4)	56	37	7	+19
Corbyn (Q5)	27	62	11	-35
Farron (Q6)	30	37	32	-7
Nuttall (Q7)	21	50	29	-29

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)	401	86	12	3	+74
May (Q4)	401	95	3	2	+92
Corbyn (Q5)	219	53	36	11	+17
Farron (Q6)	129	67	22	11	+45

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	28
Stay the same	24
Get worse	40
Don't know	8
Ipsos MORI Economic Optimism Index (EOI)	-12

Voting decisions

- Q9 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)

	Overall %	Conservative supporters (401) %	Labour supporters (219) %	LibDem supporters (129) %
Definitely decided	63	78	56	40
May change mind	36	21	43	60
Don't know	1	*	1	0

Q10 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.

(Base: All giving a General Election voting intention 859)

	Parties %	Policies %	Leaders %
Mean	3	3.7	3.1
April 2015 mean	3	4.3	2.6

Q11 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)

	March 2015 %	April 2015 %	April 2017 %
Europe / EU / Brexit	8	7	42
Healthcare/NHS/hospitals	38	47	31
Managing the economy/economic situation	31	35	18
Education/schools	25	24	21
Asylum and immigration	25	19	17
Taxation	10	16	14
Poverty / inequality	7	8	8
Don't Know	10	9	10

*Showing only answers above 8%; see computer tables for full results

Q12 Who do you think would make the most capable Prime Minister, the Conservative's Theresa May, or Labour's Jeremy Corbyn?

In May 2015 asked as: Who do you think would make the most capable Prime Minister, David Cameron, Ed Miliband or Nick Clegg?

	May 2015 %	April 2017 %
David Cameron	42	Theresa May 61
Ed Miliband	27	Jeremy Corbyn 23
Nick Clegg	6	Neither/none 6
Don't know	25	No Difference 1
		Other (not read out) 1
		Don't know (not read out) 7

Q13 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+

	Lab %	Con %	Lib Dems %	UKIP %	Other %	None %	Don't Know %	Con lead ±
Asylum and Immigration								
April 2017	19	39	10	9	4	4	16	+20
April 2015	21	17	6	20	11	8	17	-4
Crime and anti-social behaviour								
April 2017	18	39	7	3	2	7	24	+21
April 2015	21	28	5	3	6	8	28	+7
Education								
April 2017	29	36	9	1	4	3	18	+7
April 2015	31	23	7	2	9	6	20	-8
Healthcare								
April 2017	40	25	8	2	2	5	18	-15
April 2015	36	23	6	3	9	8	15	-13
Managing the economy								
April 2017	17	52	6	2	2	6	14	+35
April 2015	23	41	4	3	7	6	16	+18
Taxation								
April 2017	28	39	8	1	3	5	16	+11
April 2015	29	30	7	2	9	6	17	+1
Defence								
April 2017	15	52	5	3	2	2	21	+37
April 2015	17	28	5	5	12	7	26	+11
Benefits								
April 2017	35	32	9	3	2	4	16	-3
April 2015	30	27	6	3	7	6	20	-3
Housing								
April 2017	35	24	7	3	4	5	22	-11
April 2015	31	20	7	3	9	8	23	-11
Pensions								
April 2017	31	28	5	1	2	5	27	-3
April 2015	23	28	2	1	7	9	29	+5
Poverty and inequality								
April 2017	46	20	8	3	4	3	16	-26
April 2015	36	14	12	4	12	6	17	-22
Handling Britain's future relationship with the European Union								
	17	48	12	3	4	3	13	+31
Overseas aid								
	22	26	8	8	2	8	26	+4

Q14. Which party leader do you trust most on.....

Base: Each area was asked of approximately half the sample c.500 British adults 18+

	Jeremy Corbyn %	Theresa May %	Tim Farron %	Paul Nuttall %	Nicola Sturgeon %	Caroline Lucas or Jonathon Bartley %	Leanne Wood %	Other %	None %	Don't know %
Asylum and Immigration	24	43	6	3	2	1	*	*	10	11
Crime and anti-social behaviour	19	51	3	3	1	1	*	*	11	10
Education	34	39	6	1	2	1	*	*	9	9
Healthcare	37	34	5	2	3	1	*	*	11	6
Managing the economy	18	55	5	1	2	1	*	1	9	8
Taxation	27	40	5	2	2	1	*	*	12	11
Defence	18	57	3	1	1	1	*	*	9	9
Benefits	36	33	6	2	3	1	*	1	9	10
Housing	35	34	5	1	1	1	*	0	9	12
Pensions	31	38	4	1	1	1	*	0	12	13
Poverty and inequality	44	29	4	1	2	2	*	*	9	8
Handling Britain's future relationship with the European Union	20	52	6	2	2	1	*	1	9	8
Overseas aid	29	37	4	2	1	1	*	1	13	12