



Ipsos MORI

# POLITICAL MONITOR MAY 2017



# May 2017

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VOTING

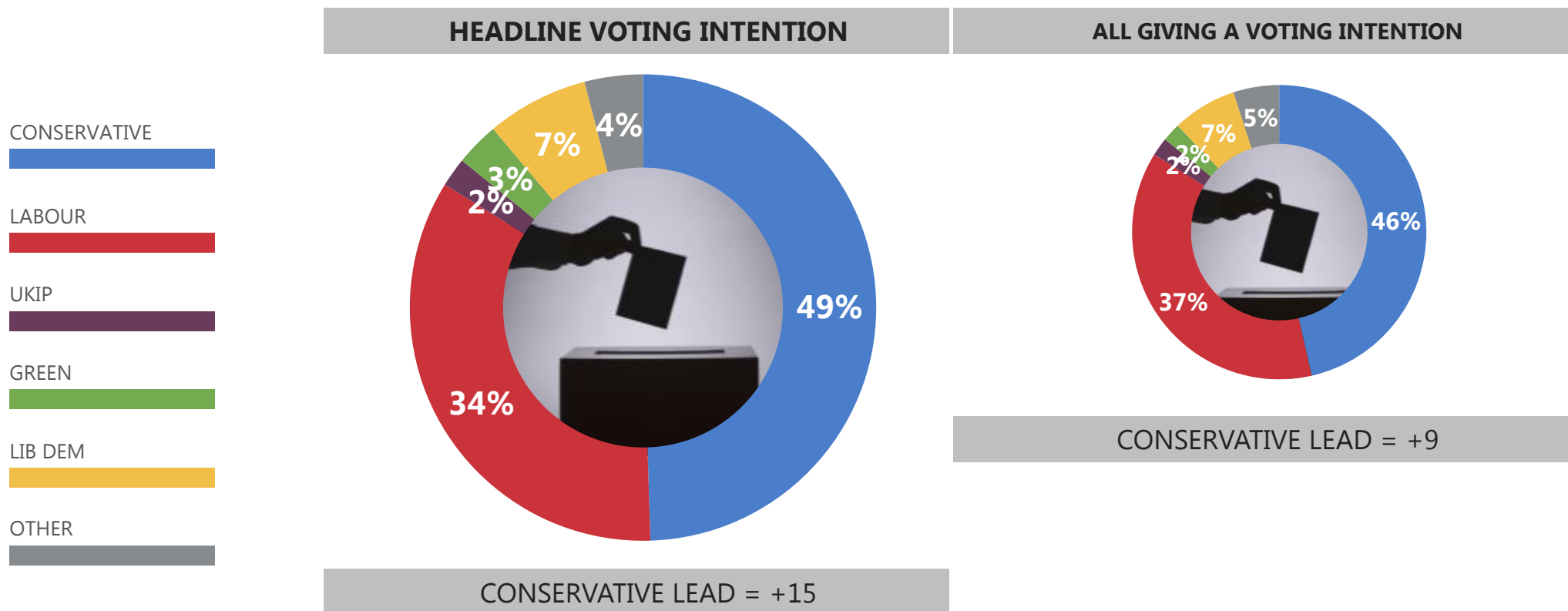
INTENTIONS



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# Voting Intention

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



Base: 1,053 British adults 18+, 15<sup>th</sup> – 17<sup>th</sup> May 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 786. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE.

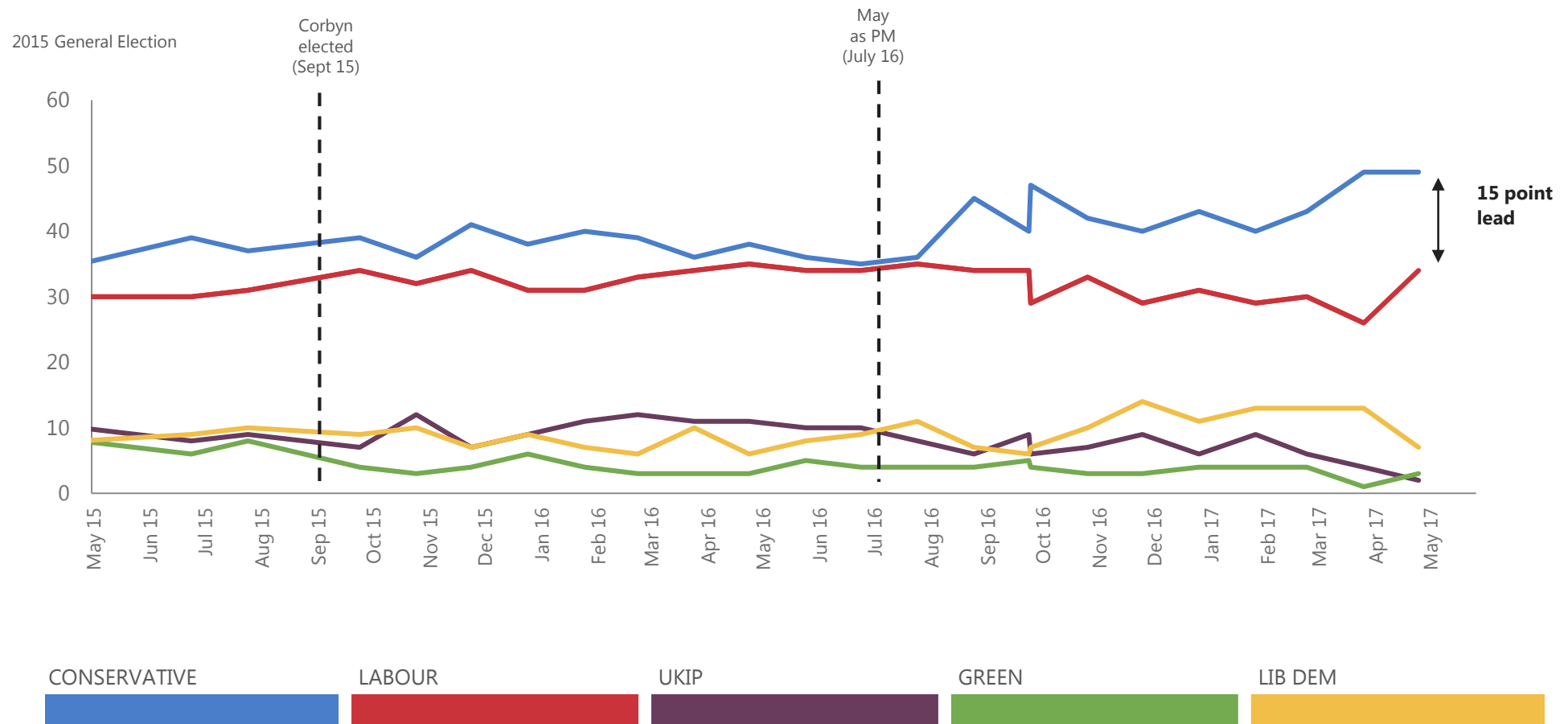
Source: Ipsos MORI Political Monitor



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# Headline voting intention: Since 2015 General Election

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"

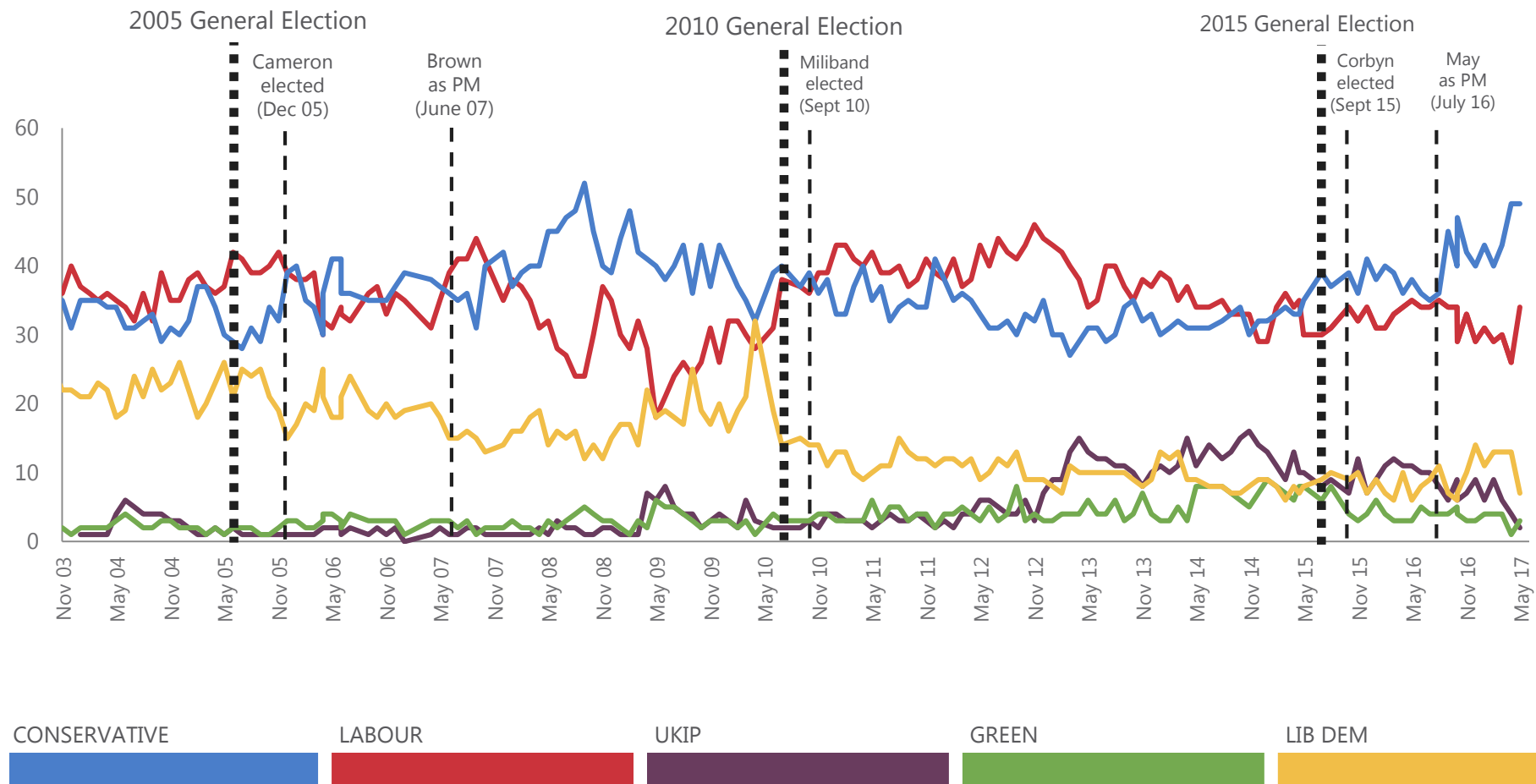
Source: Ipsos MORI Political Monitor



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# Headline voting intention: November '03 – May '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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# May 2017

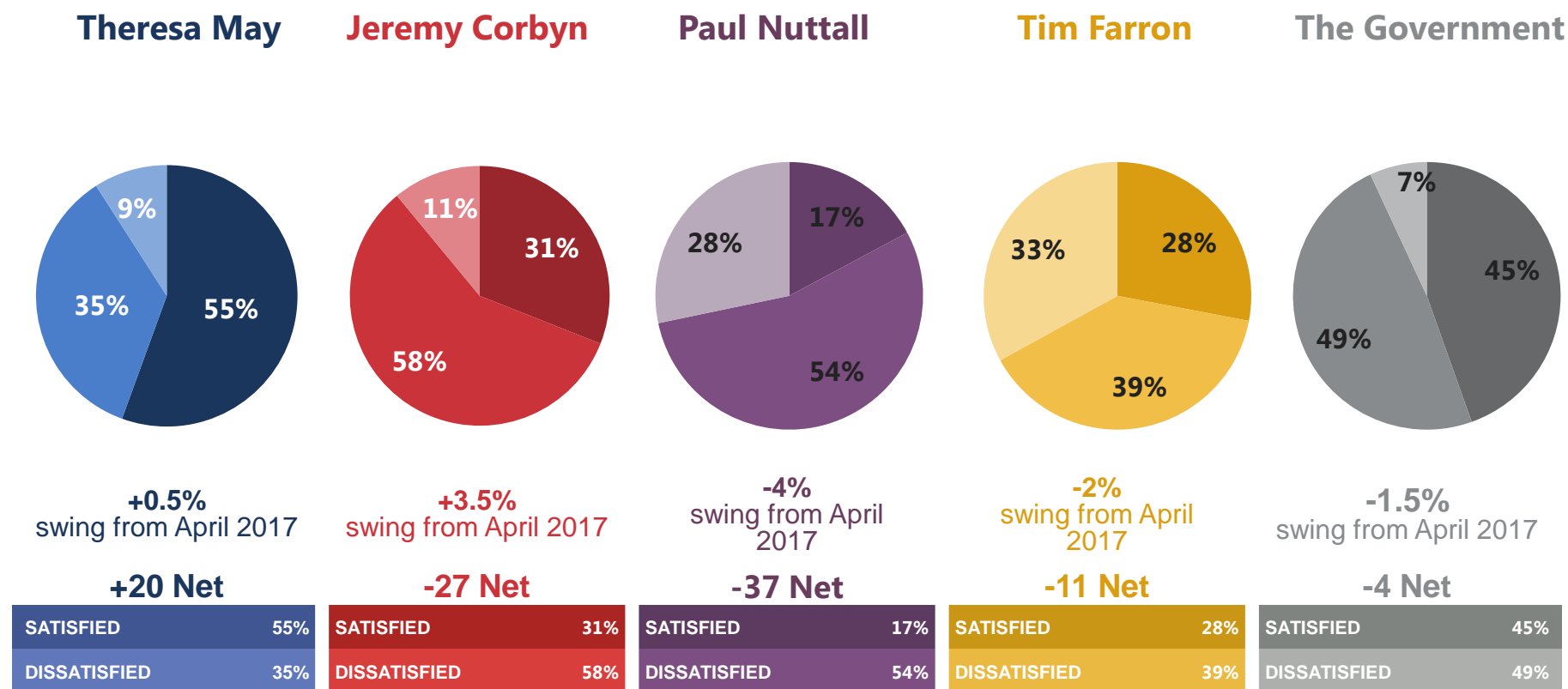
## SATISFACTION WITH THE GOVERNMENT AND PARTY LEADERS





# 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: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017 . Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

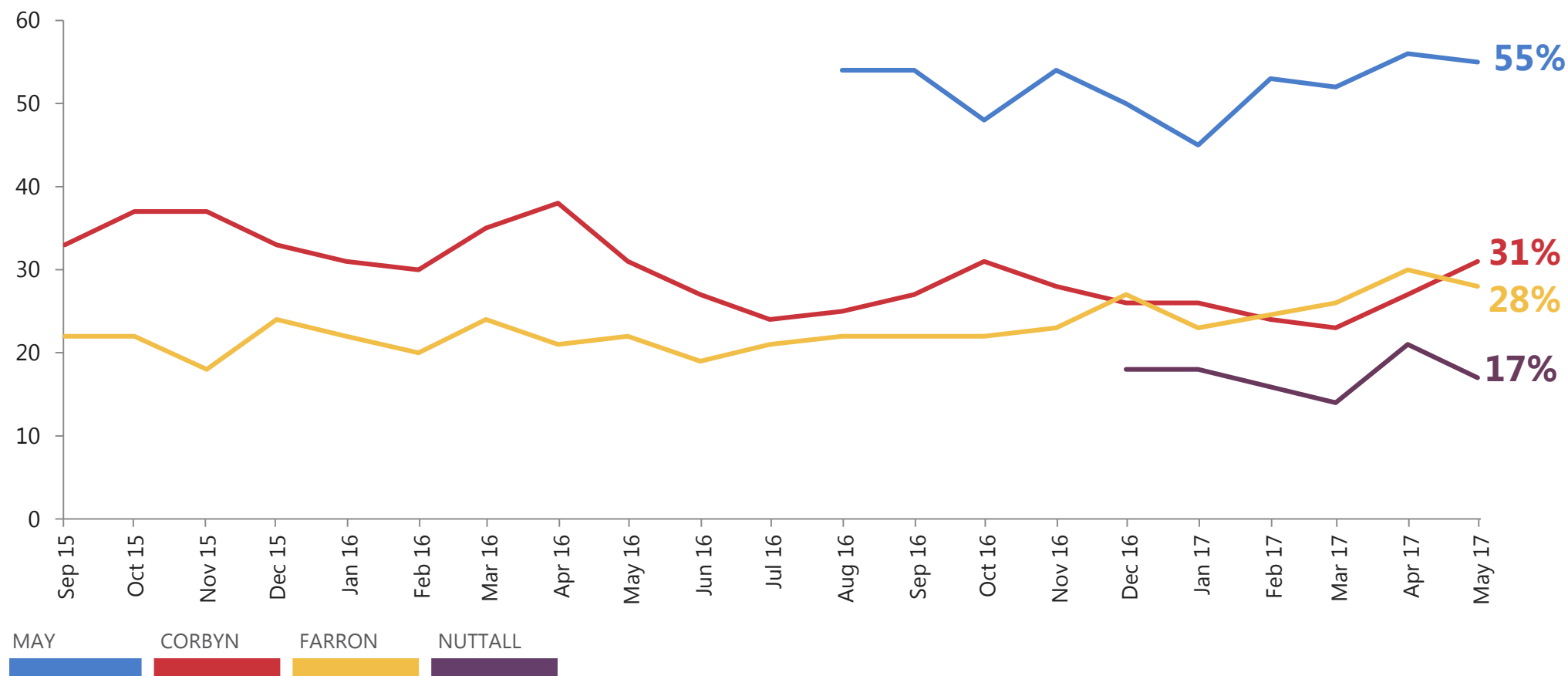
Source: Ipsos MORI Political Monitor



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# Satisfaction with Party leaders Sept 2015 – May 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 2015 and 2016 data for Paul Nuttall and Tim Farron was not collected

Source: Ipsos MORI Political Monitor

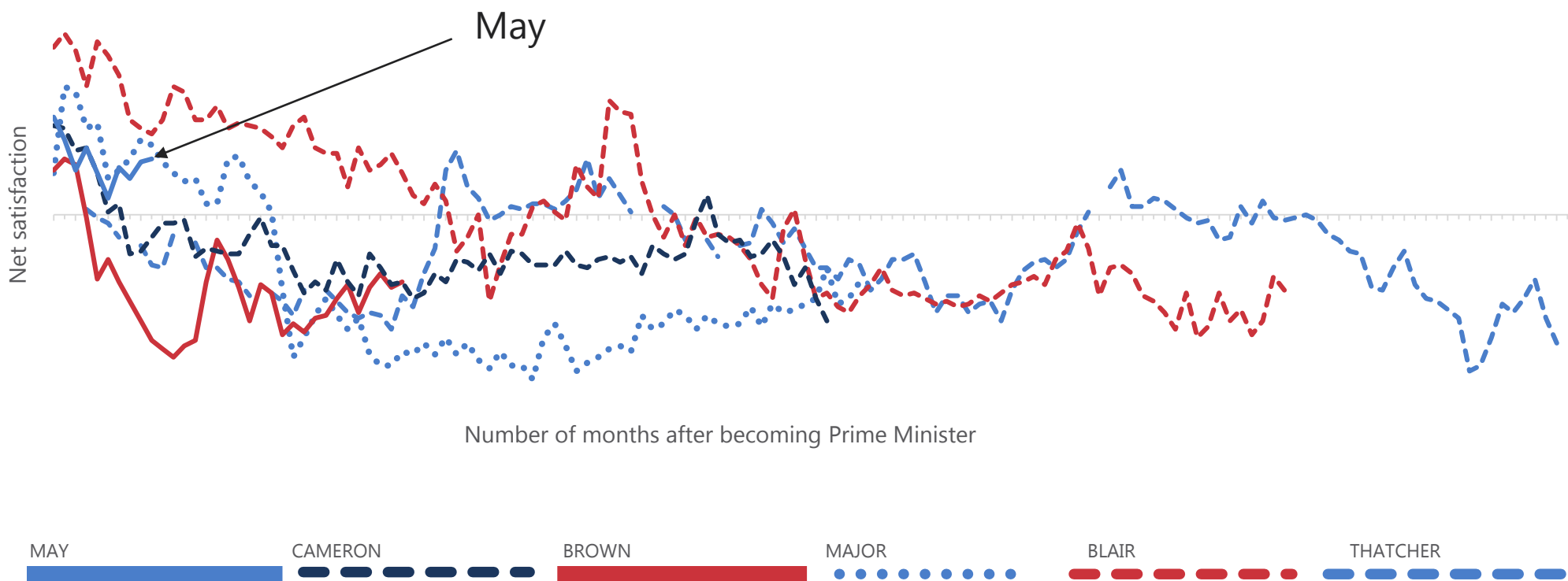


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# Net satisfaction with Prime Ministers

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

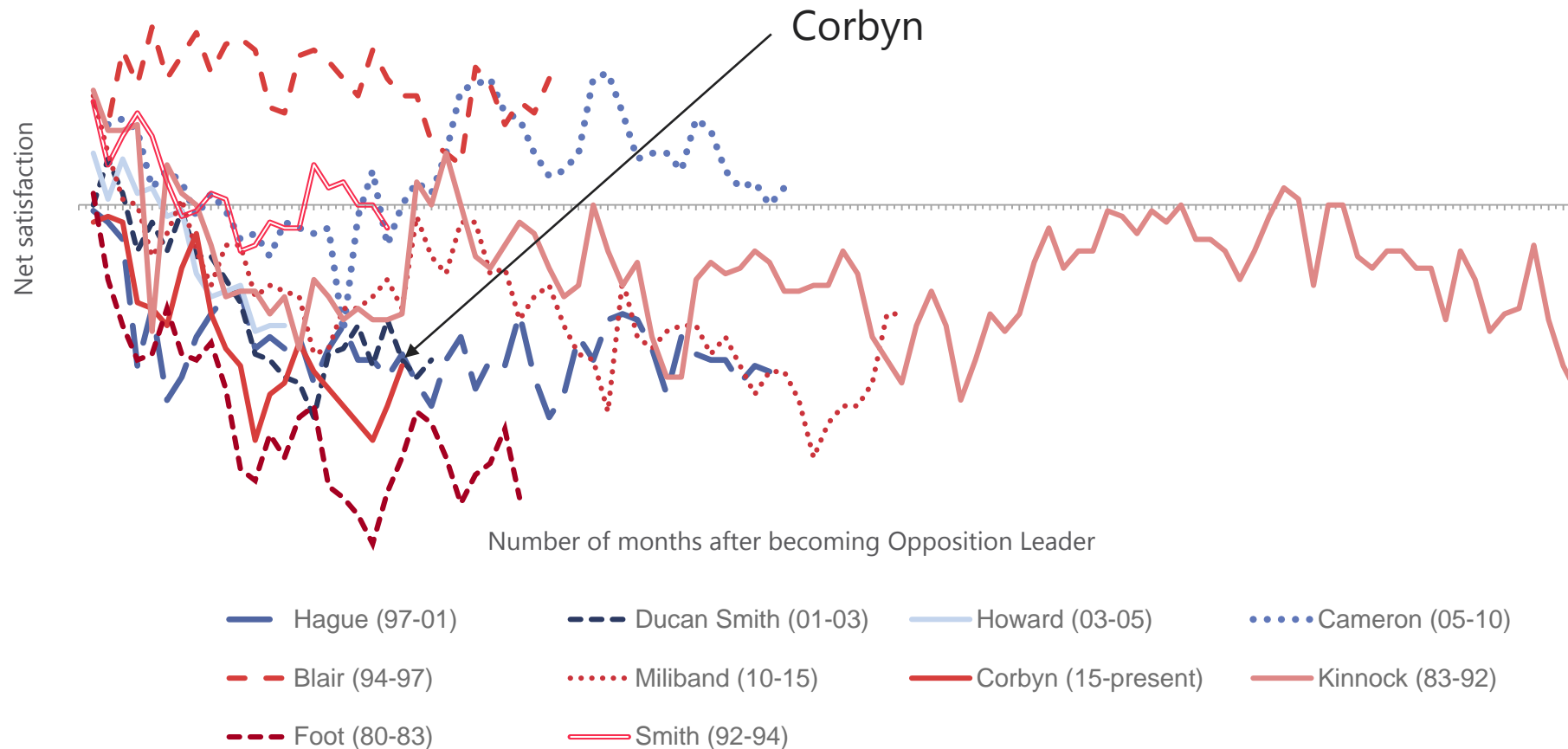
Source: Ipsos MORI Political Monitor



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# Net satisfaction with Opposition Leaders (1980 – 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

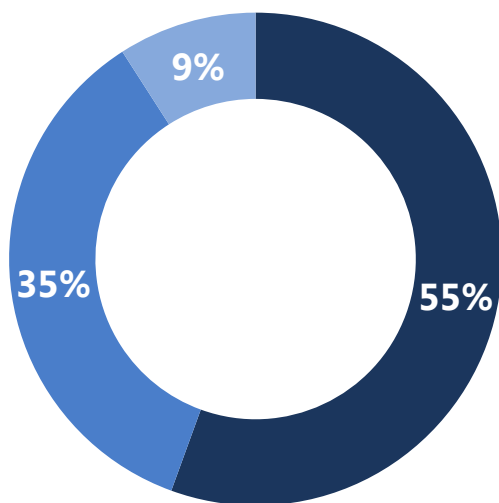


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# Theresa May (satisfaction)

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

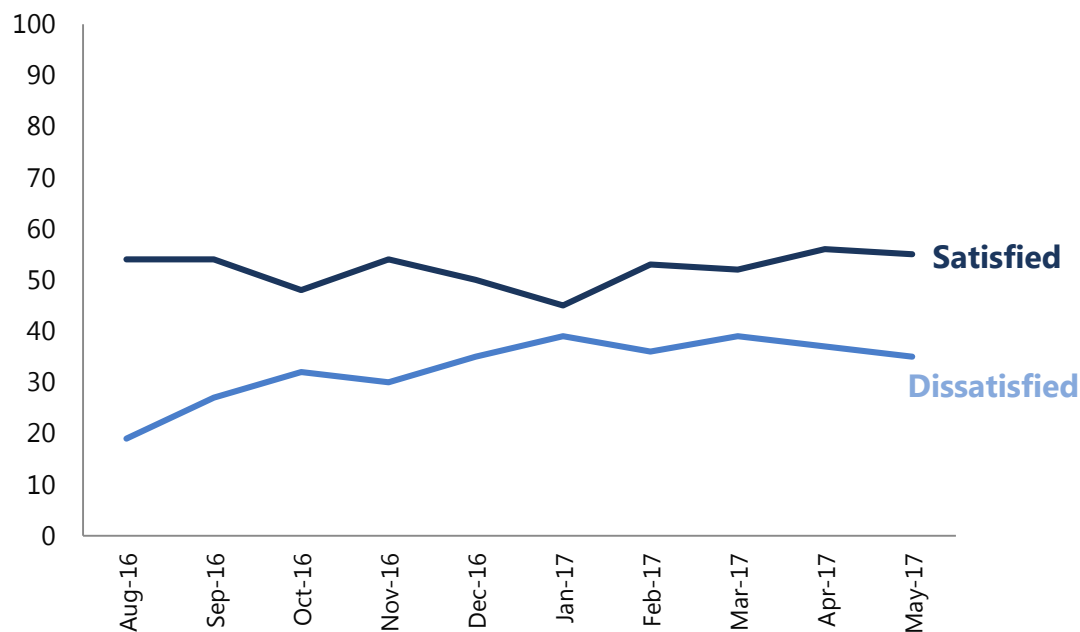
May 2017



SATISFIED	55%
DISSATISFIED	35%
DON'T KNOW	9%

Net = +20

August 2016 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

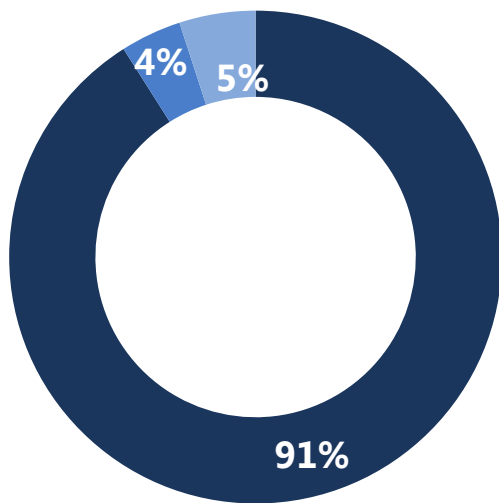


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# Theresa May (satisfaction amongst Conservative supporters)

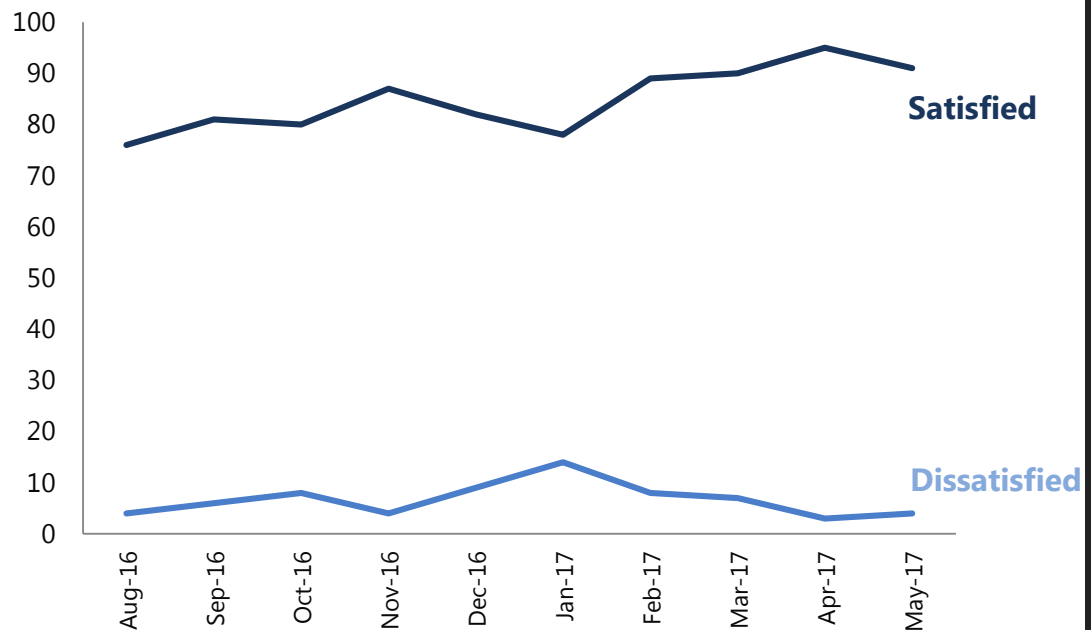
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY THERESA MAY IS DOING HER JOB AS PRIME MINISTER?

May 2017



SATISFIED	91%
DISSATISFIED	4%
DON'T KNOW	5%
Net = +87	

August 2016 – May 2017



Base: 362 Conservative supporters 18+ , 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

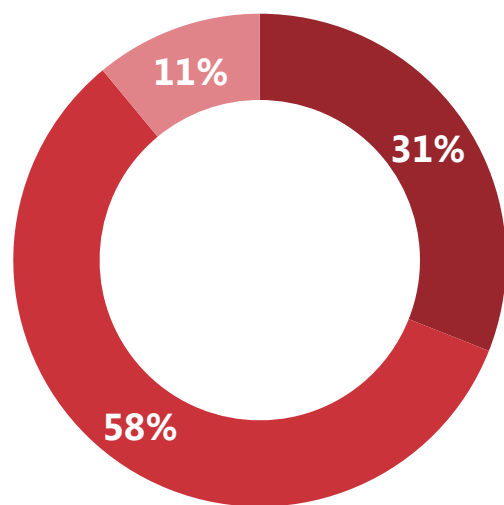


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# Jeremy Corbyn (satisfaction)

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

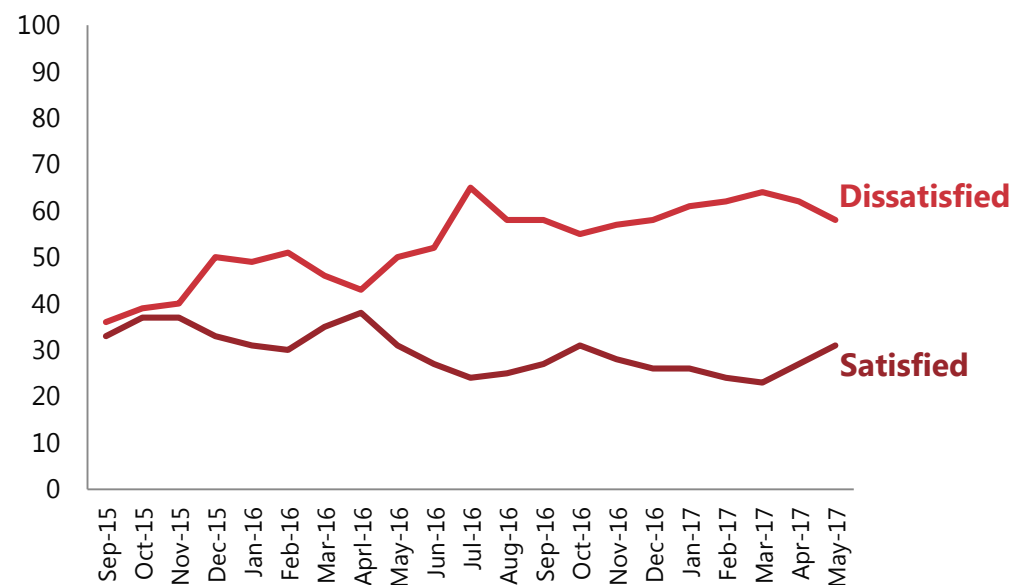
May 2017



SATISFIED	31%
DISSATISFIED	58%
DON'T KNOW	11%

Net = -27

September 2015 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

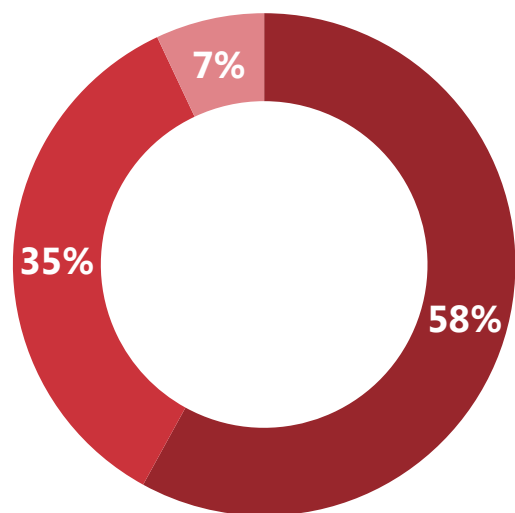


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# Jeremy Corbyn (satisfaction amongst Labour supporters)

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

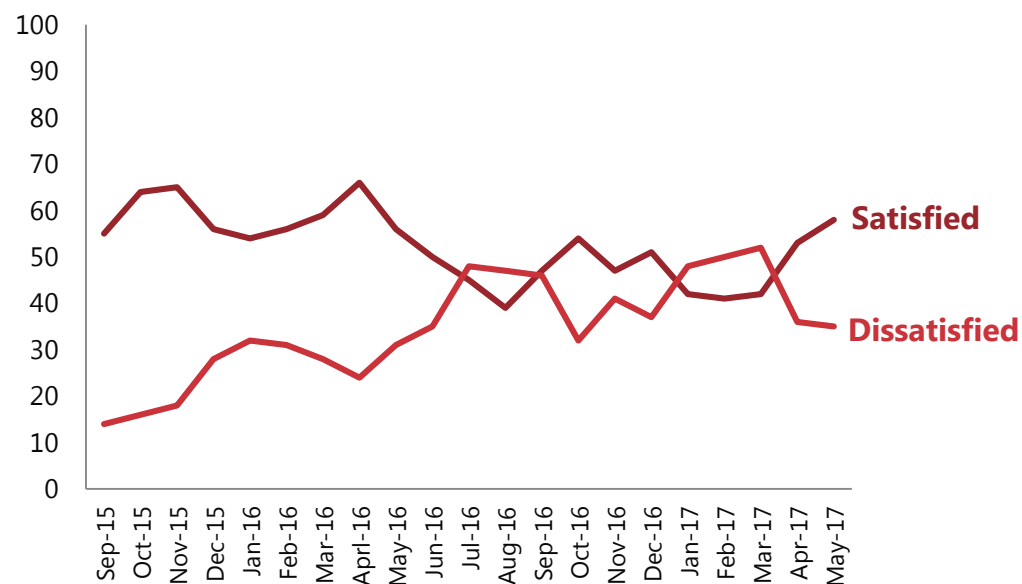
May 2017



SATISFIED	58%
DISSATISFIED	35%
DON'T KNOW	7%

Net = +23

September 2015 – May 2017



Base: 323 Labour supporters 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

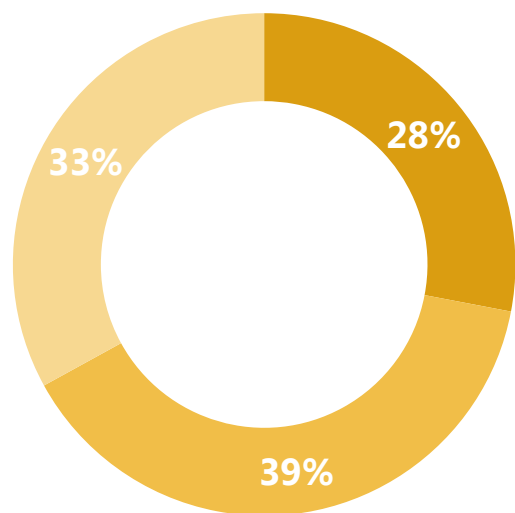


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# Tim Farron (satisfaction)

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

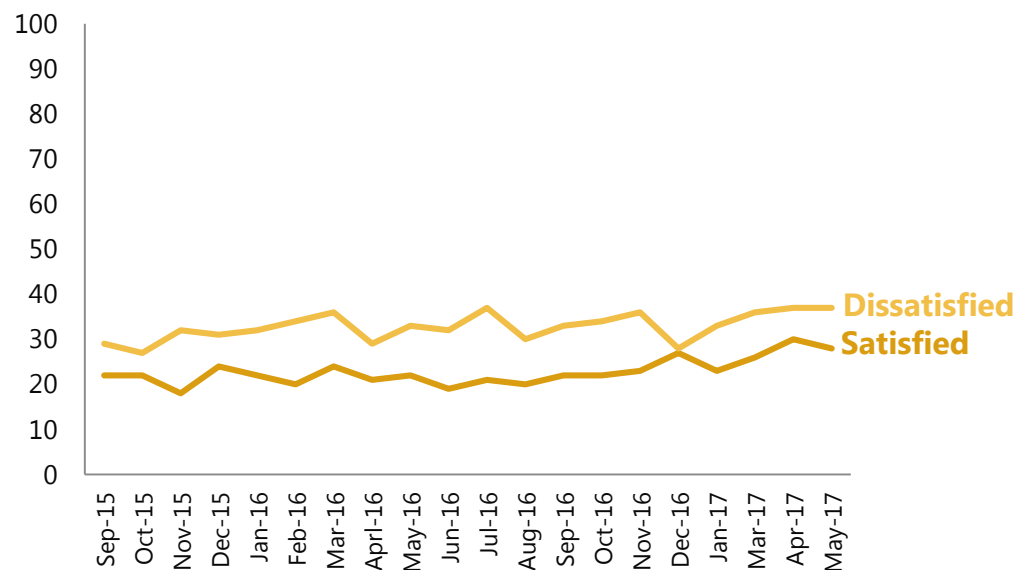
May 2017



SATISFIED	28%
DISSATISFIED	39%
DON'T KNOW	33%

Net = -11

September 2015 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor



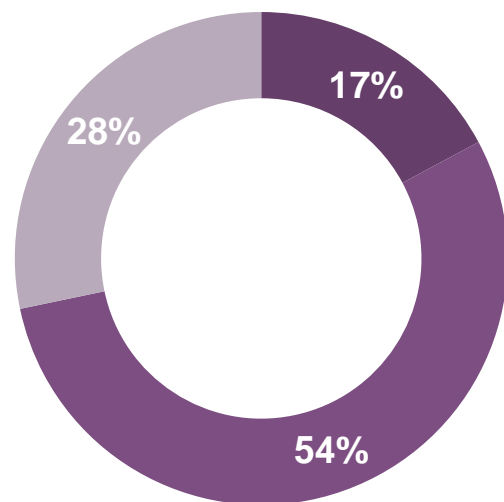
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# Paul Nuttall (satisfaction)

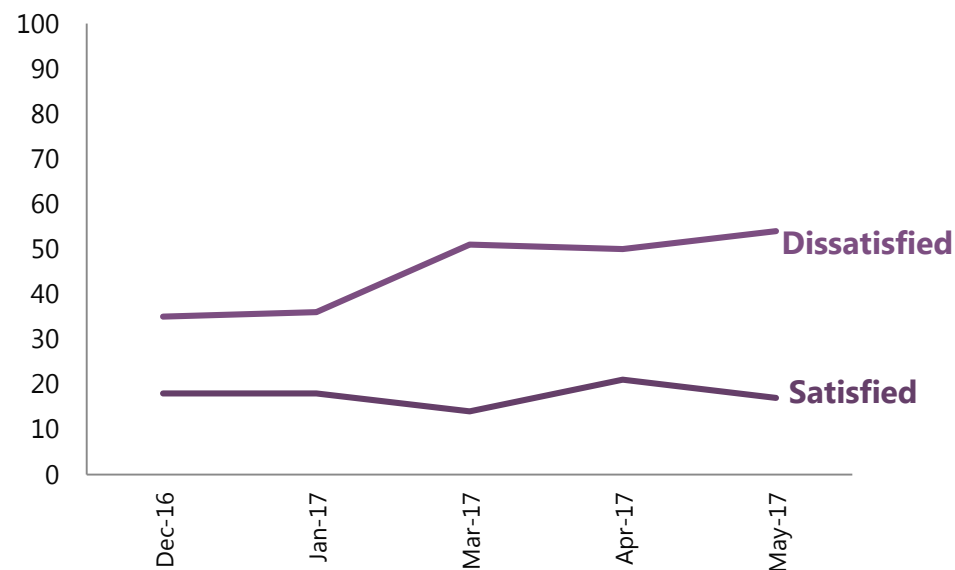
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY PAUL NUTTALL IS DOING HIS JOB AS LEADER OF UKIP, THE UK INDEPENDENCE PARTY?

May 2017



SATISFIED	17%
DISSATISFIED	54%
DON'T KNOW	28%
Net = -37	

December 2016 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

# May 2017

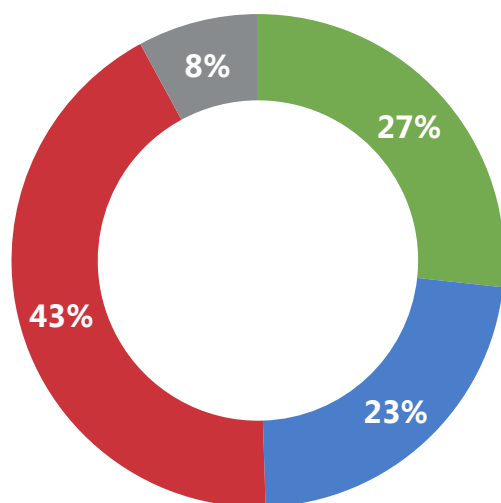
## ECONOMIC OPTIMISM



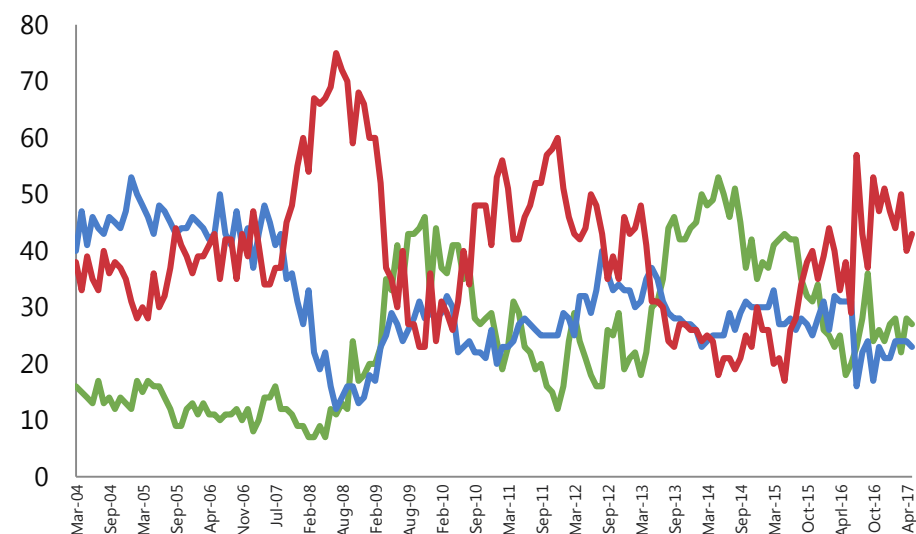
# Economic Optimism Index

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

May 2017



IMPROVE	27%
STAY THE SAME	23%
GET WORSE	43%
DON'T KNOW	8%
EOI = -16	

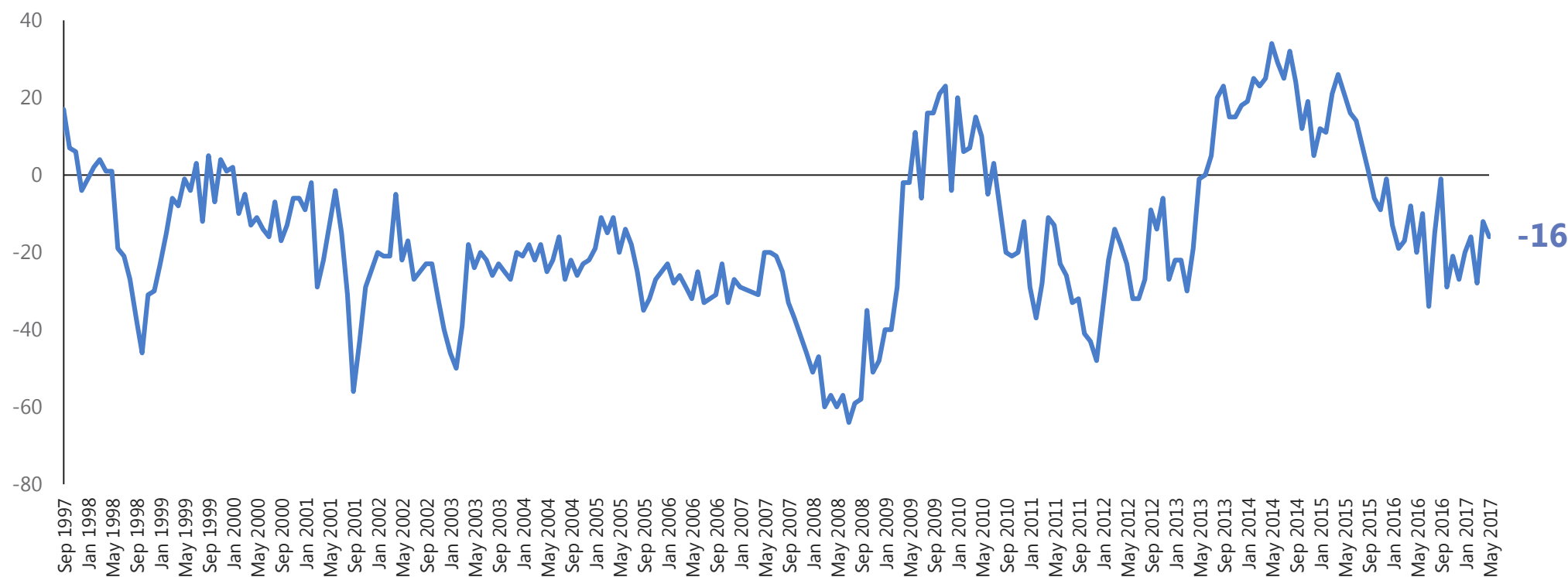


Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

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

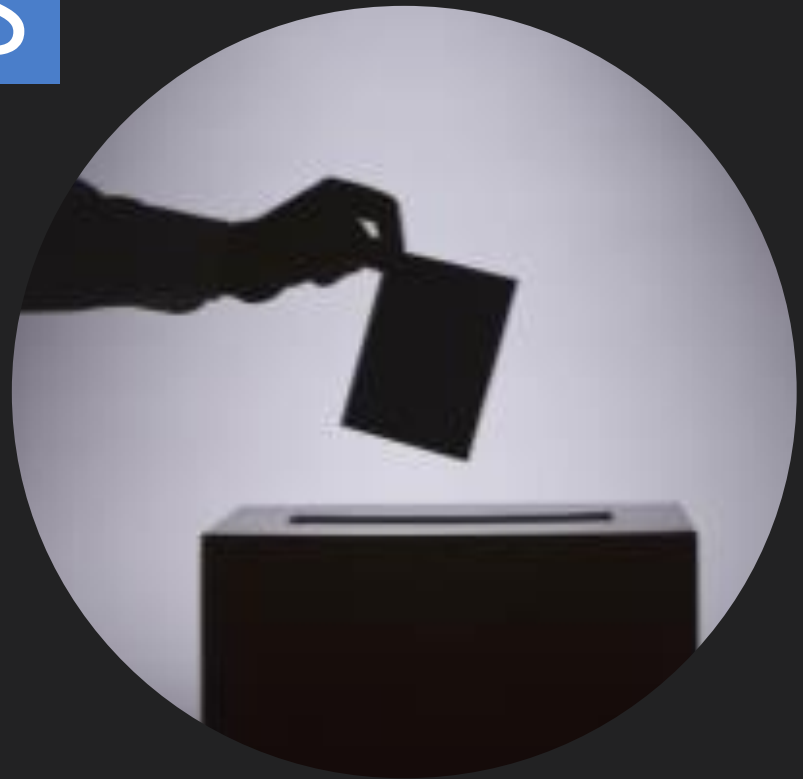


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# May 2017

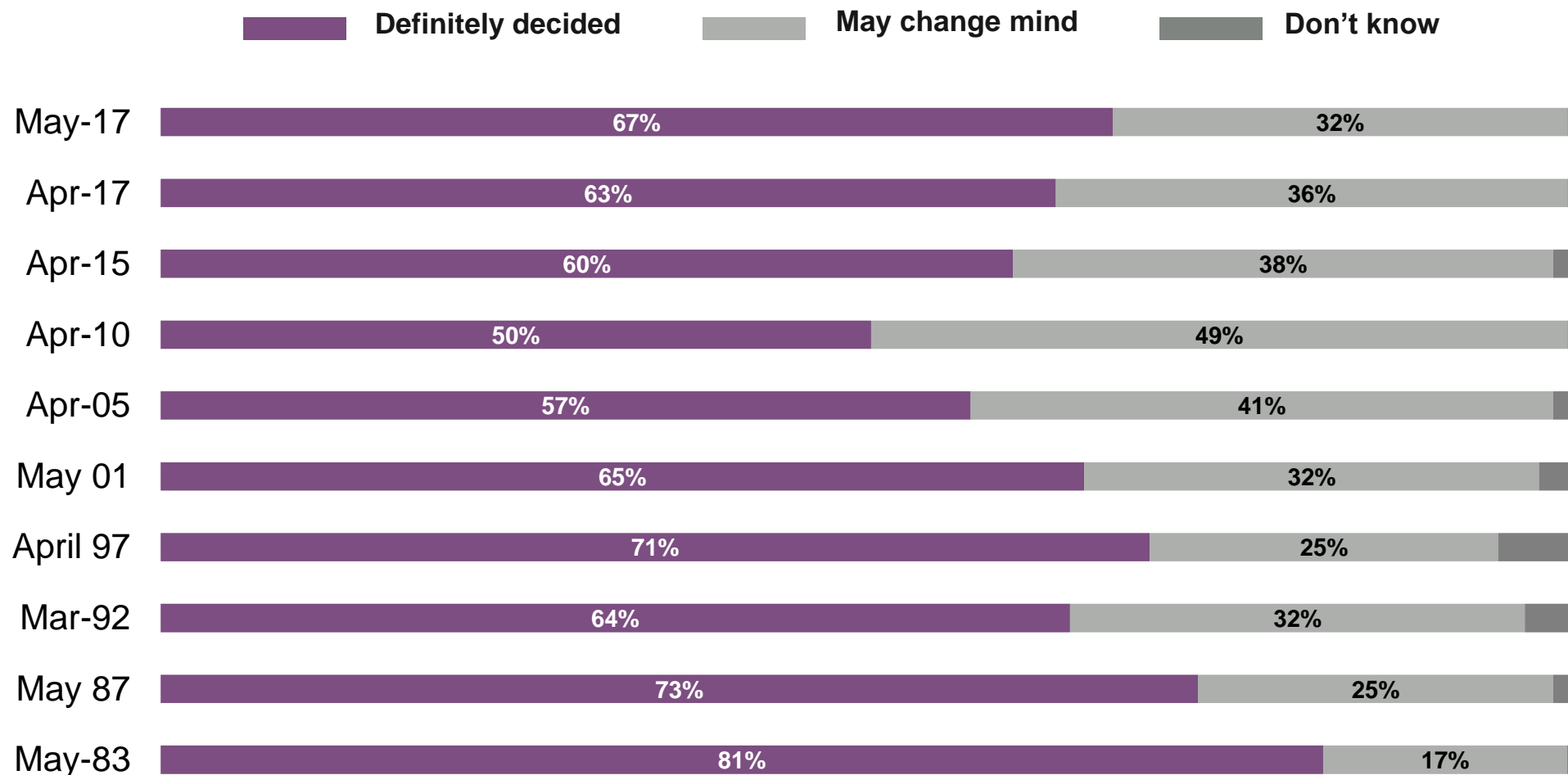
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## VOTING DECISIONS



# The majority of voters have made up their mind

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

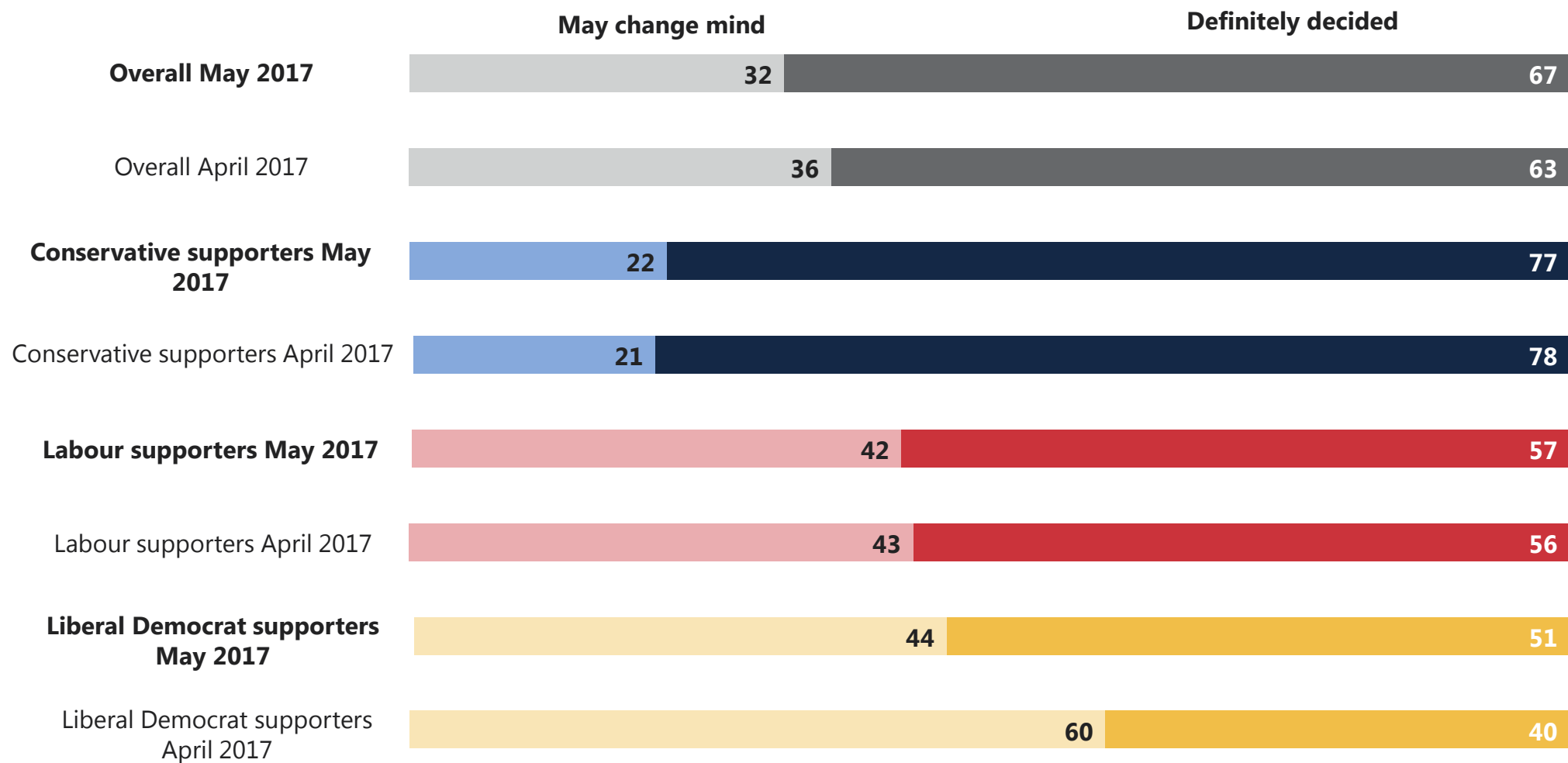


Base: All giving a General Election Voting intention 907 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

# 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 907 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

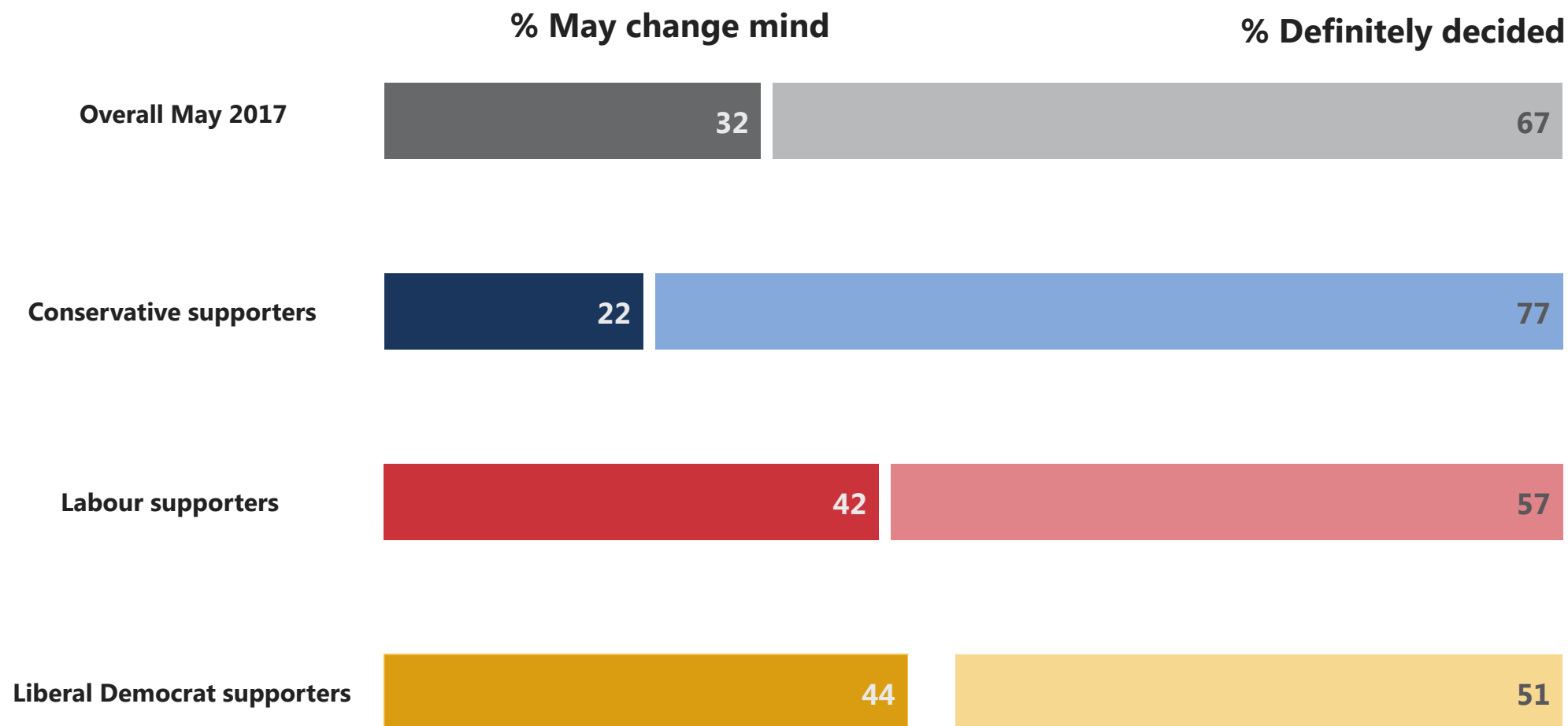


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# Labour and Lib Dem vote softer than Conservatives

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 907 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

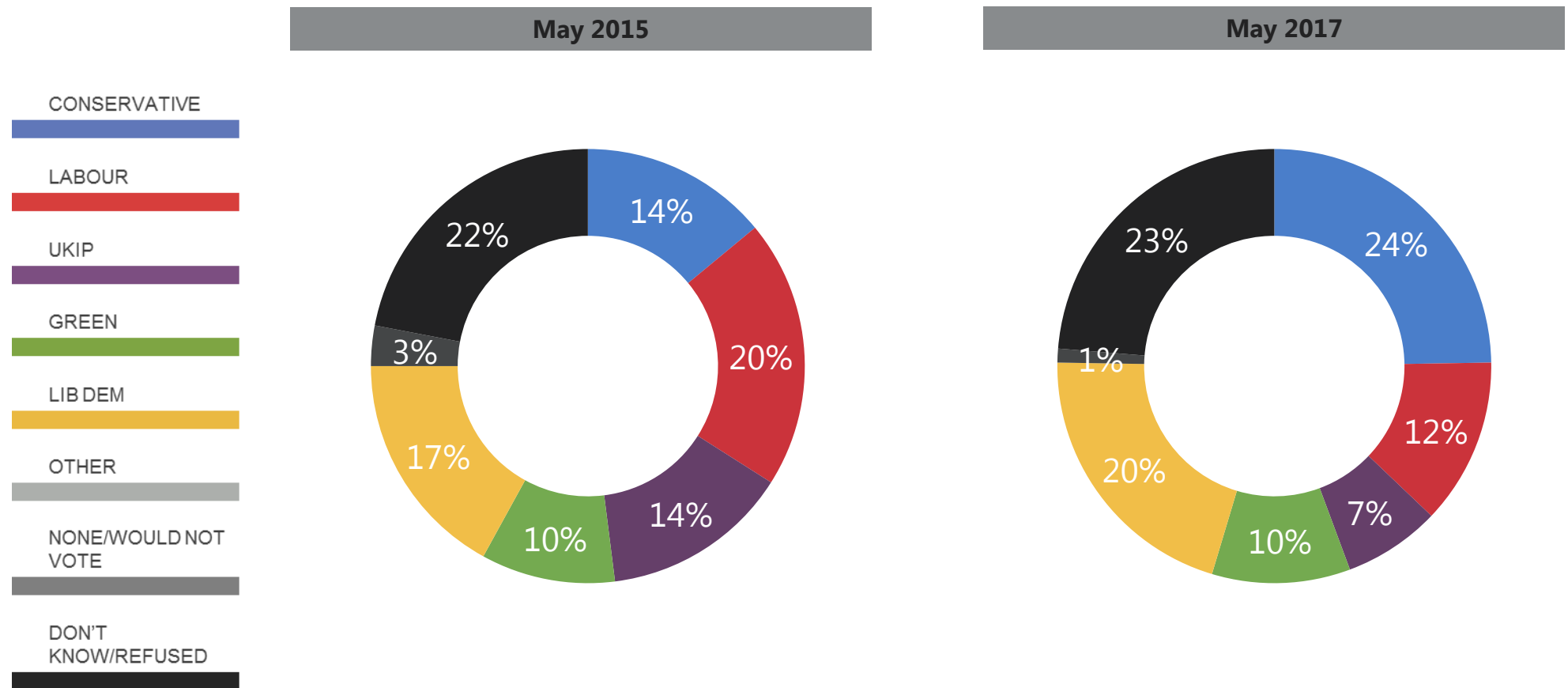
Source: Ipsos MORI Political Monitor



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# The Conservatives and Liberal Democrats are the most common second choice

IF YOU DO CHANGE YOUR MIND ABOUT VOTING FOR THIS PARTY, WHICH PARTY WOULD YOU VOTE FOR INSTEAD?



Base: All registered who may change their mind (268), 5<sup>th</sup>-6<sup>th</sup> May 2015 and 15<sup>th</sup>-17<sup>th</sup> May 2017.

Source: Ipsos MORI Political Monitor



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# May 2017

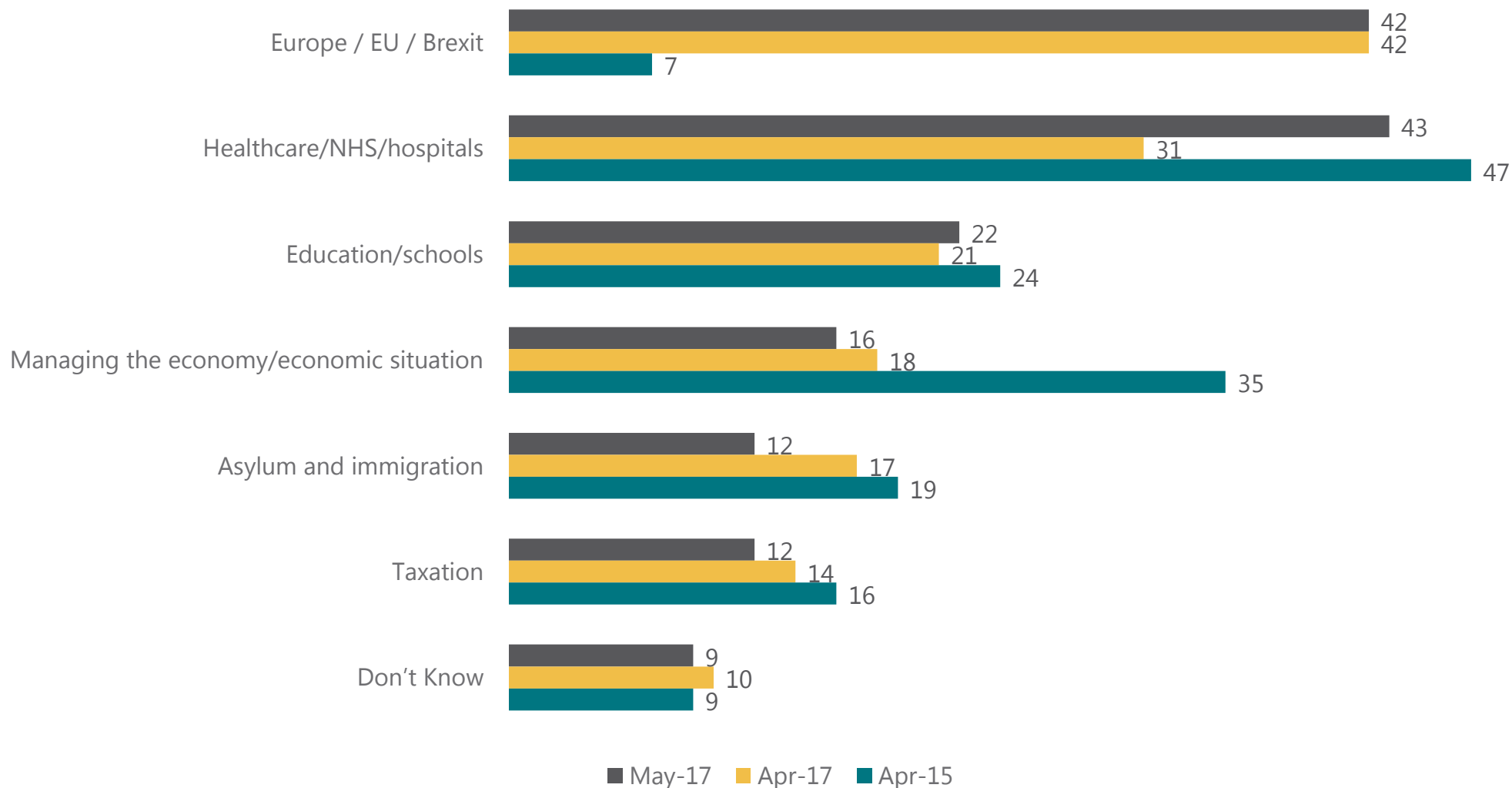
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## ISSUES



# NHS and Brexit are the two most important issues

LOOKING AHEAD TO THE 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: 1,053 British adults 18+, 21<sup>st</sup> – 25<sup>th</sup> April 2017

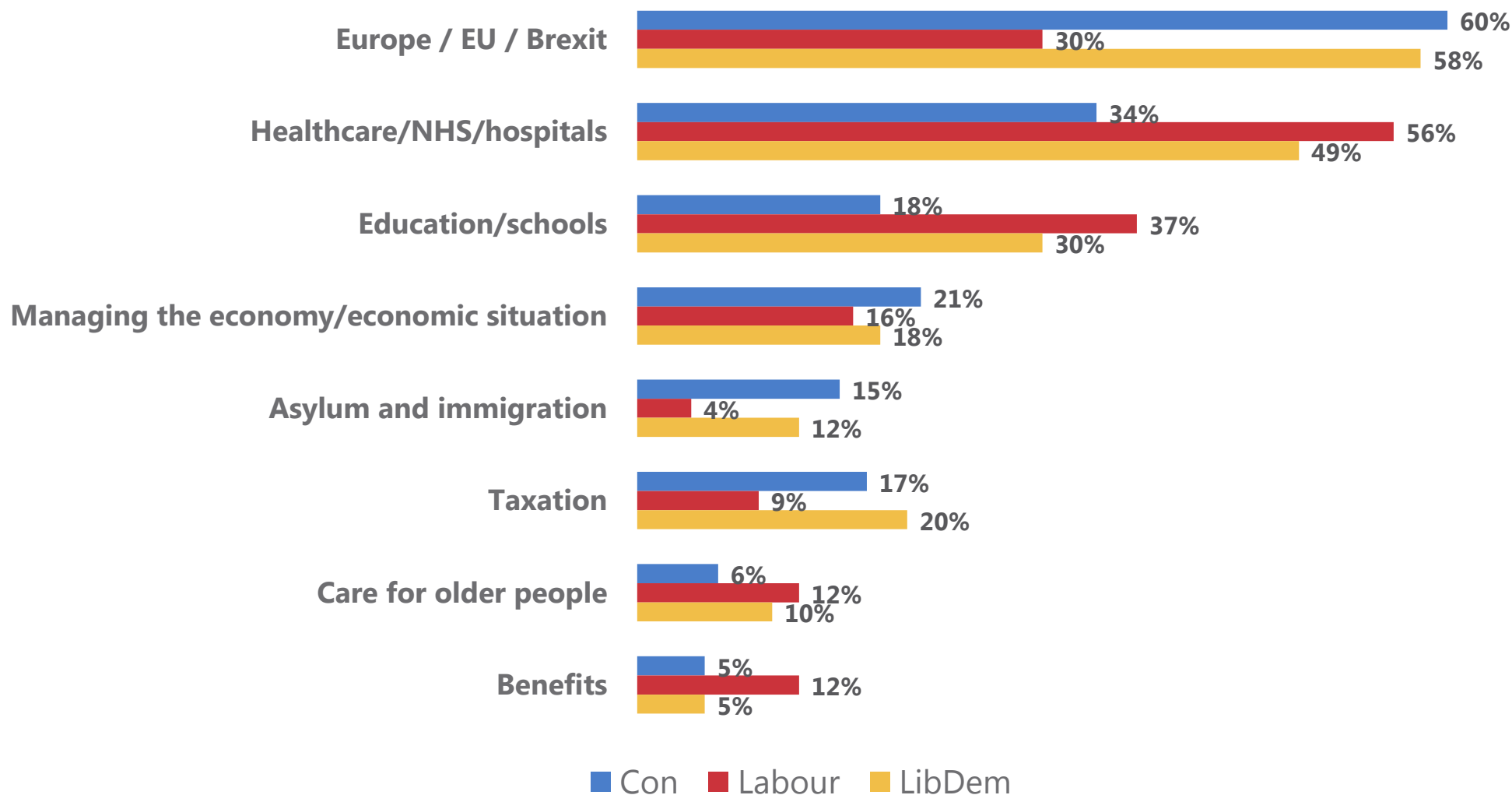
Source: Ipsos MORI Political Monitor



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# Most important issues by party

LOOKING AHEAD TO THE 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: 1,053 British adults 18+, 15-17 May 2015

Source: Ipsos MORI Political Monitor

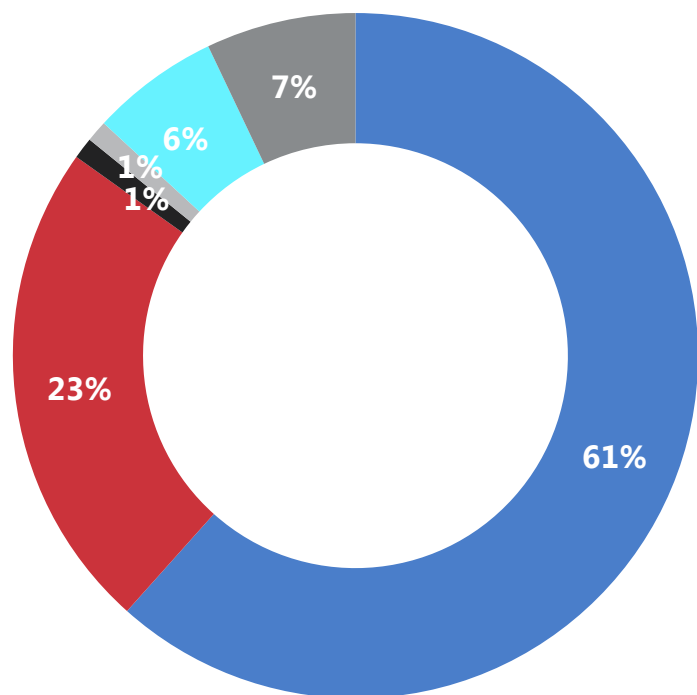


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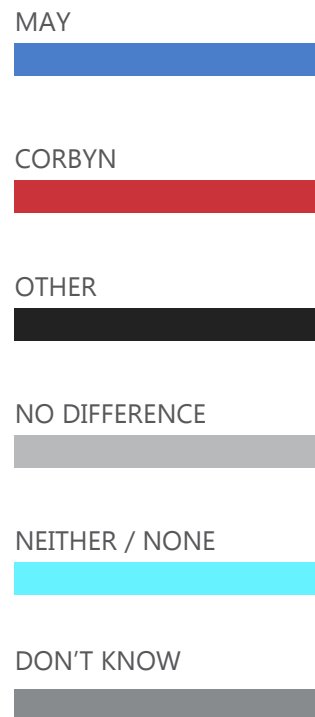
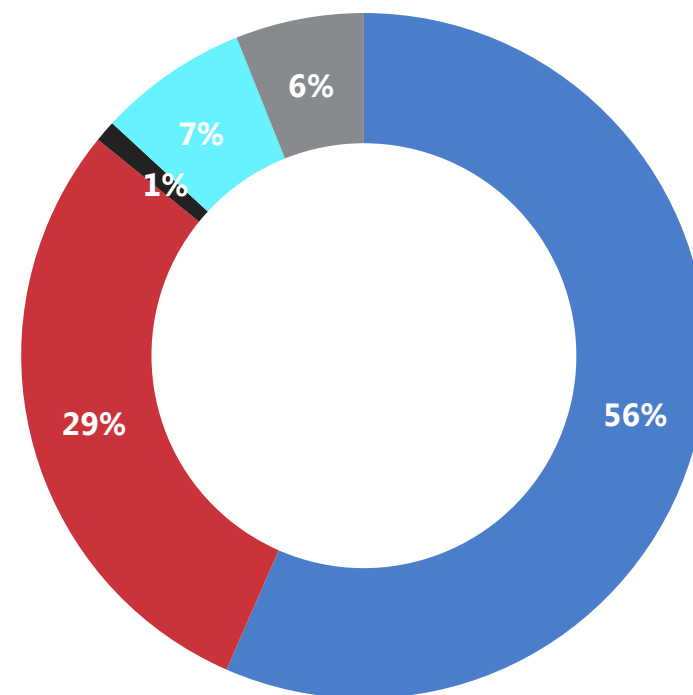
# Theresa May still leads as most capable Prime Minister

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

April 2017



May 2017

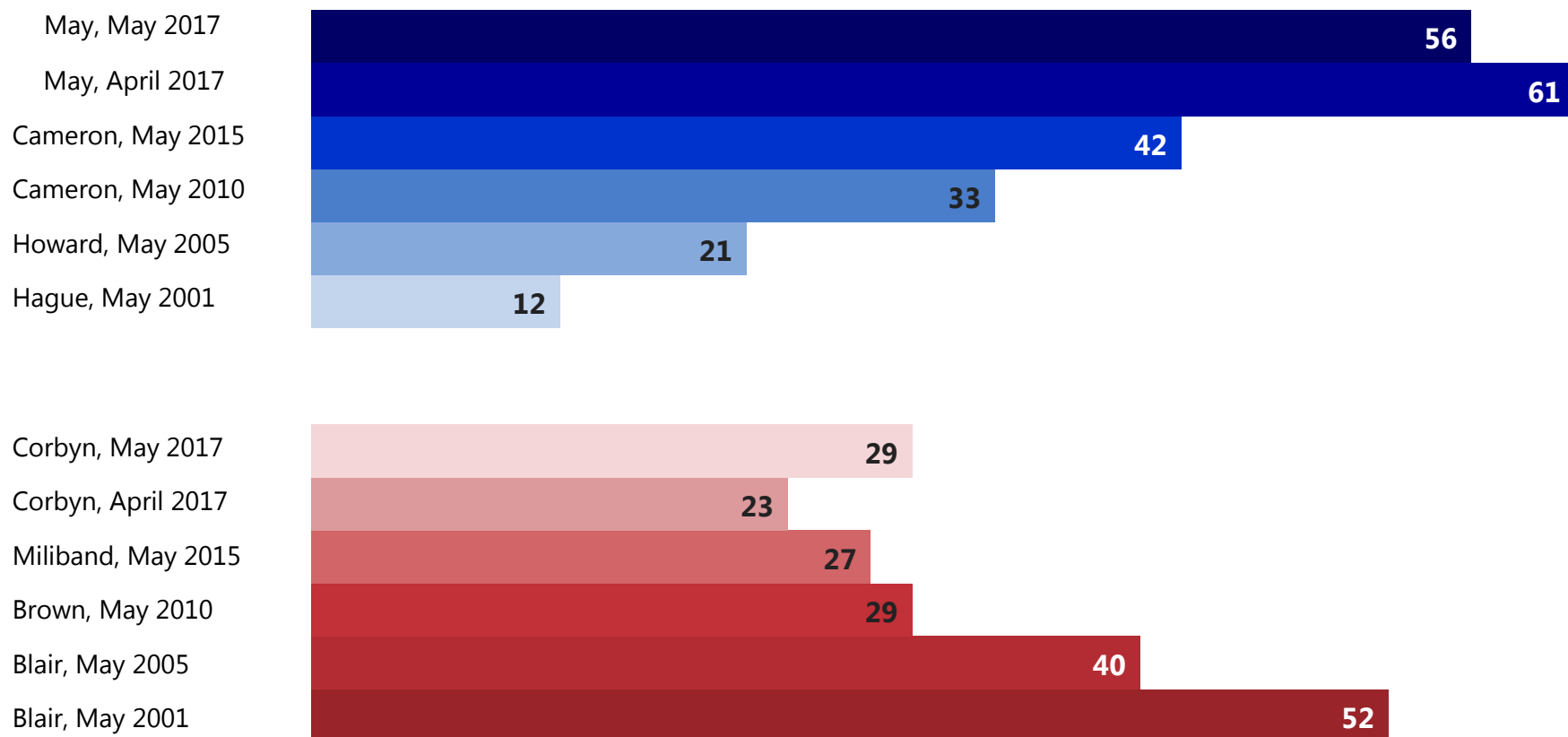


Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

# Most capable Prime Minister since 2001

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



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor



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# May 2017

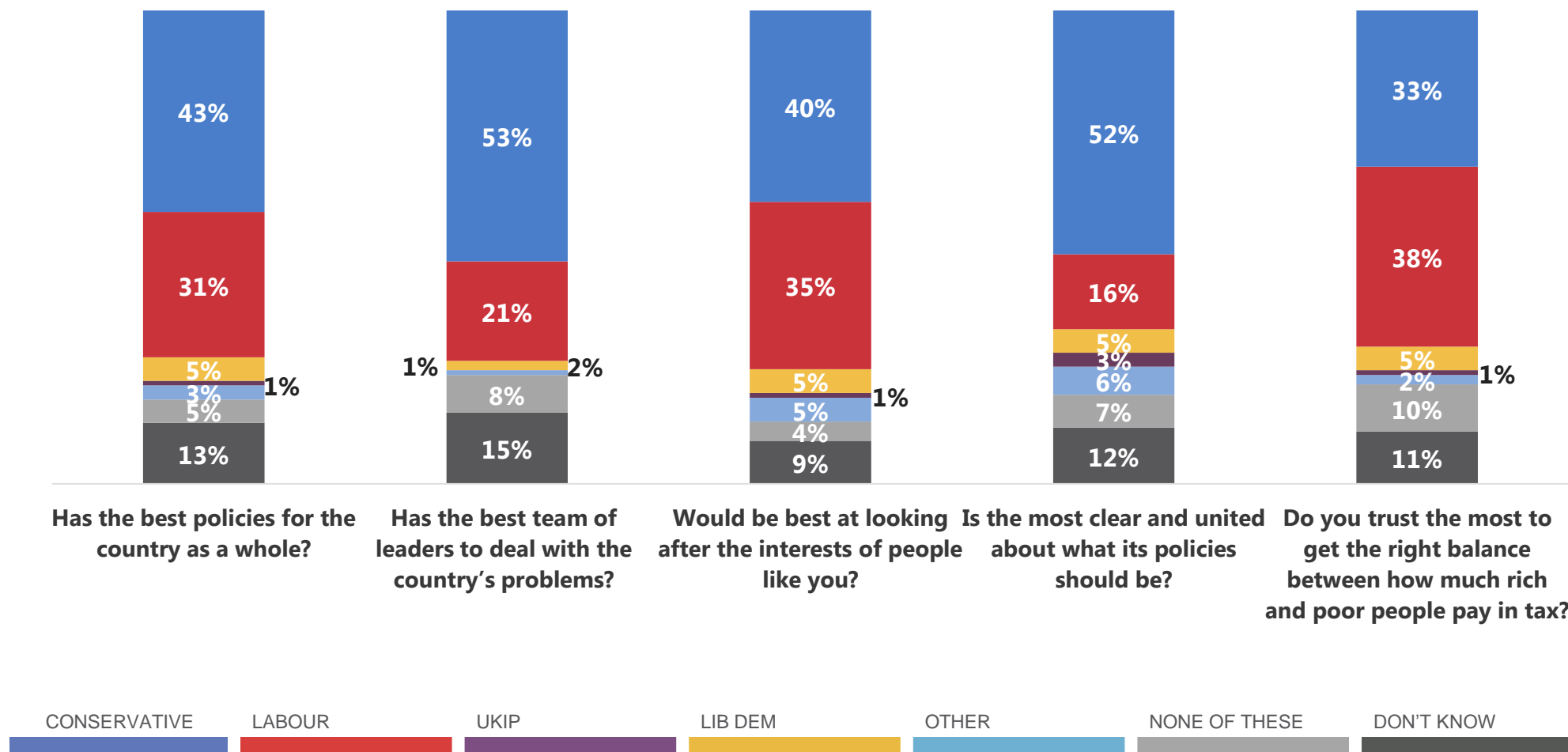
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## PARTIES AND LEADERS



# Conservatives strongest image on policies, leaders and unity – Labour trusted more on balancing the tax between rich and poor

## WHICH POLITICAL PARTY DO YOU THINK...



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

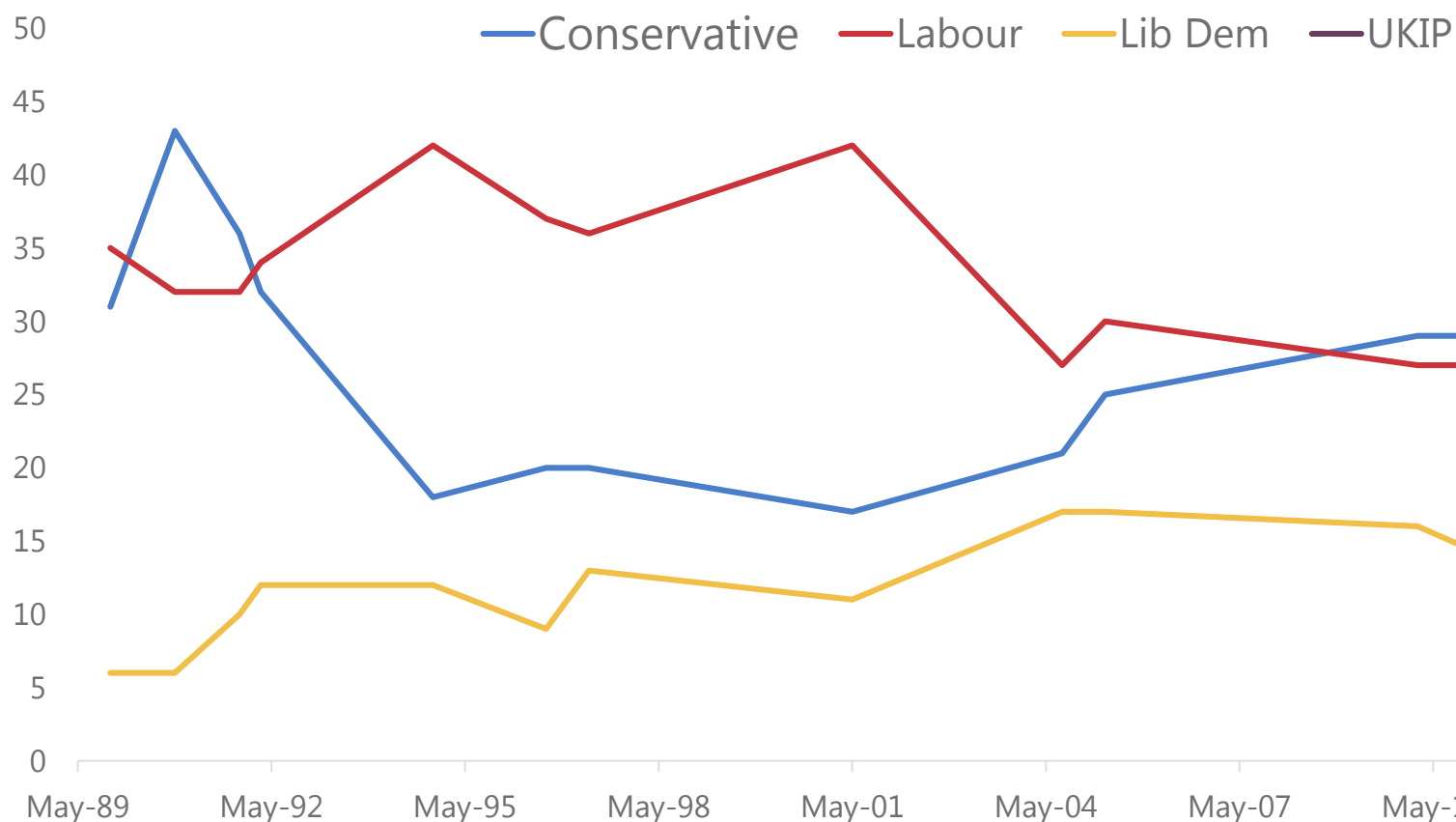


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# Conservatives equal top score on having best policies

WHICH POLITICAL PARTY DO YOU THINK... HAS THE BEST POLICIES FOR THE COUNTRY AS A WHOLE?

November 1989 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

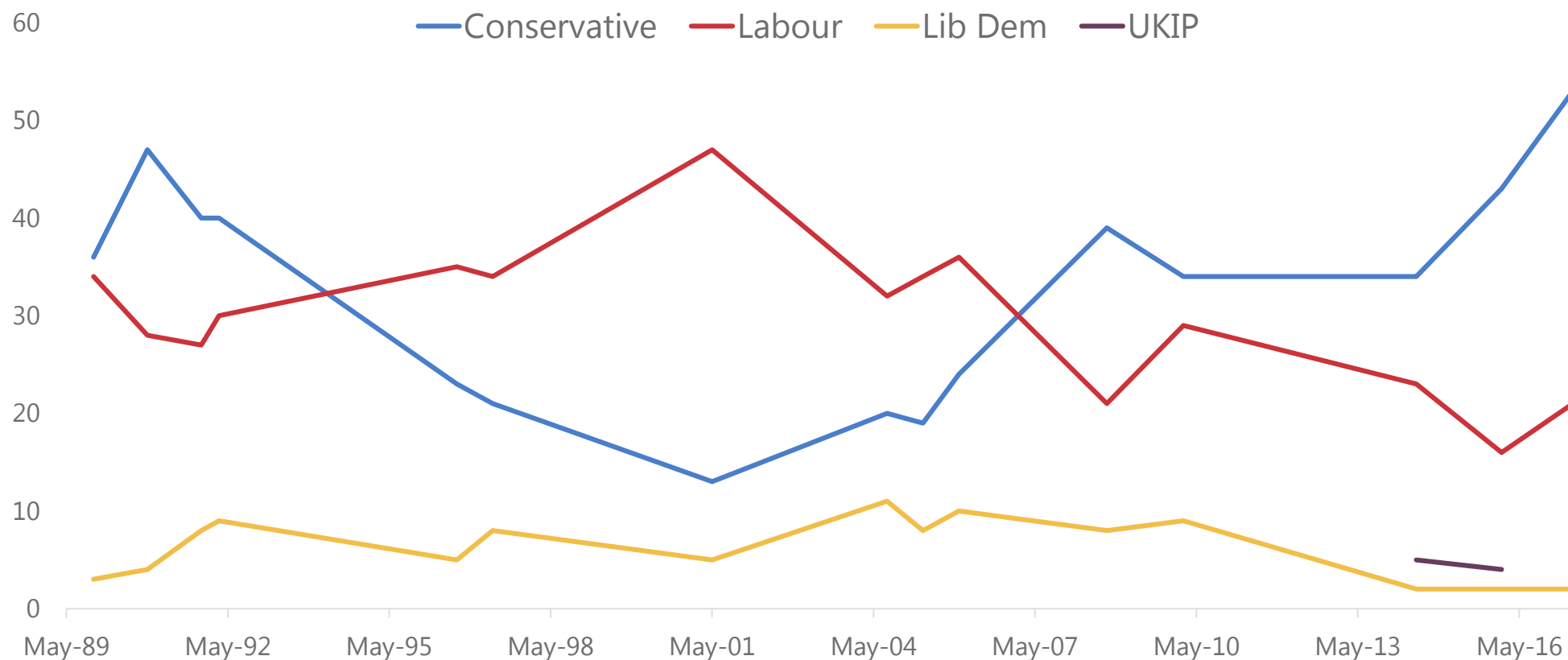


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# Record score for Conservatives on best team of leaders

WHICH POLITICAL PARTY DO YOU THINK... HAS THE BEST TEAM OF LEADERS TO DEAL WITH THE COUNTRY'S PROBLEMS?

November 1989 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

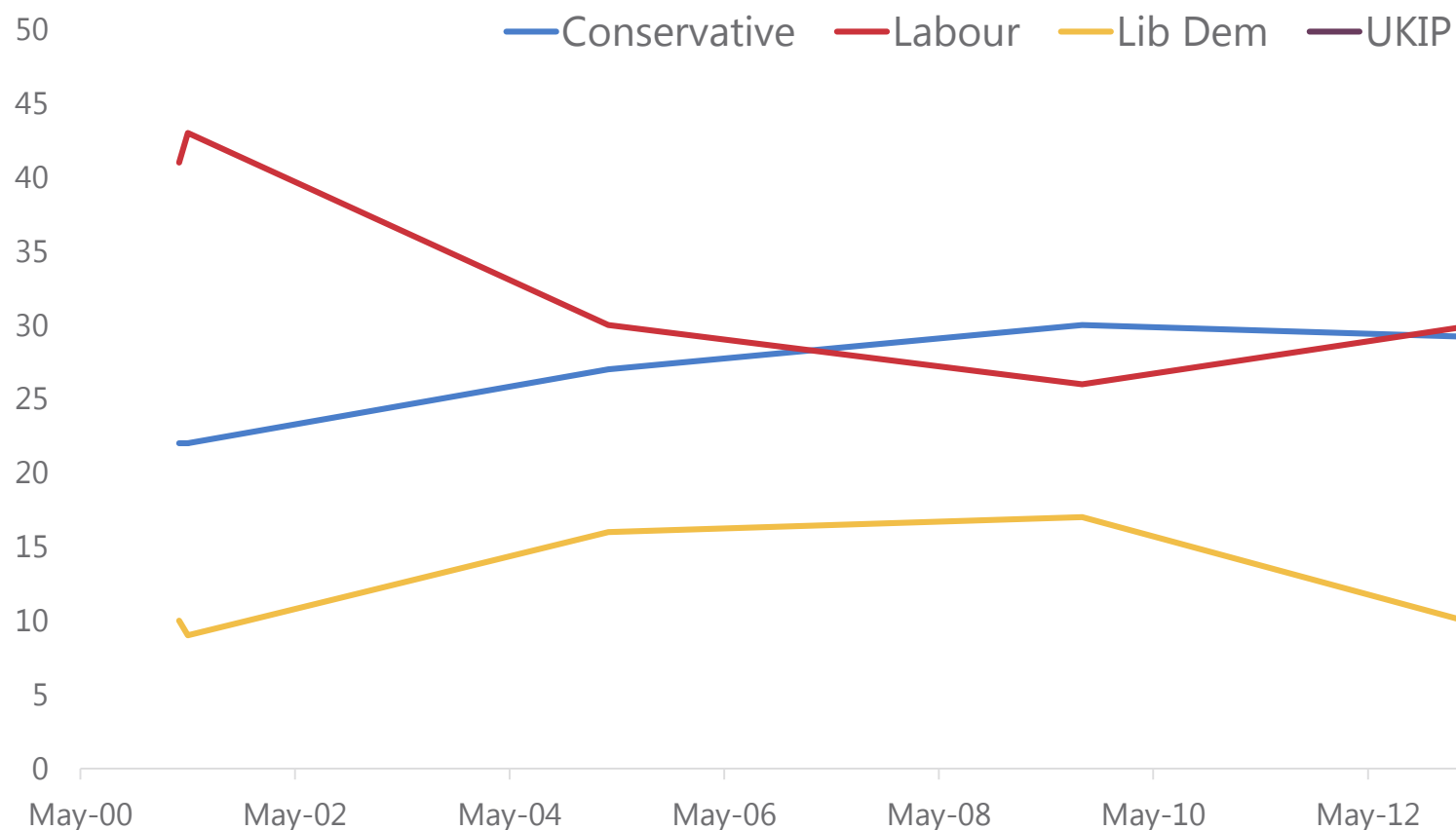


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# Gap closer between parties on looking after your interests

WHICH POLITICAL PARTY DO YOU THINK... WOULD BE THE BEST AT LOOKING AFTER THE INTERESTS OF PEOPLE LIKE YOU?

April 2001 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

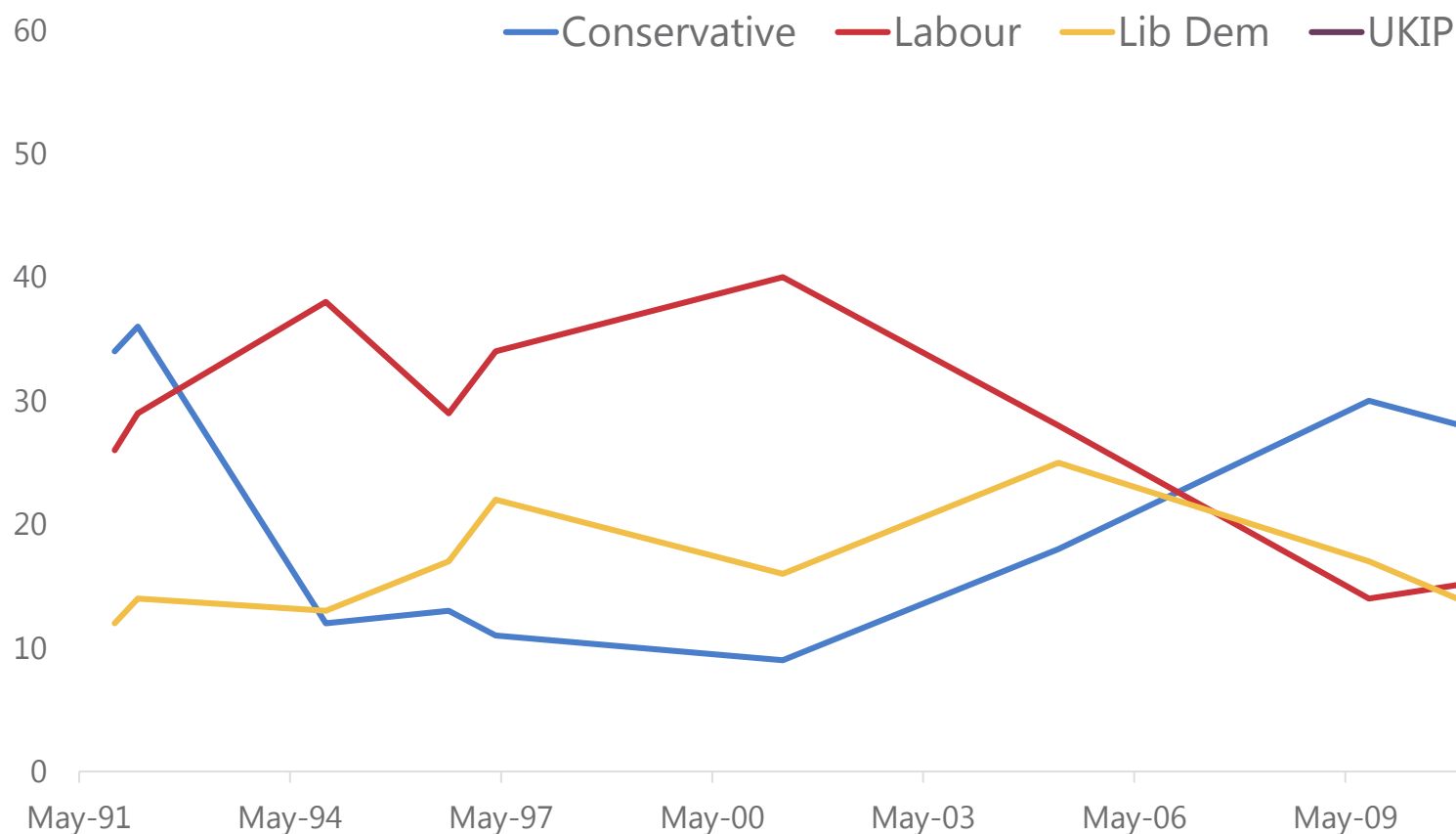


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# Conservatives also hit best score on most clear and united

WHICH POLITICAL PARTY DO YOU THINK... IS MOST CLEAR AND UNITED ABOUT WHAT ITS POLICIES SHOULD BE?

November 1991 – May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor



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# When do we become rich?

AT WHICH OF THE FOLLOWING ANNUAL INCOME LEVELS, IF ANY, WOULD YOU DESCRIBE SOMEONE AS "RICH"?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

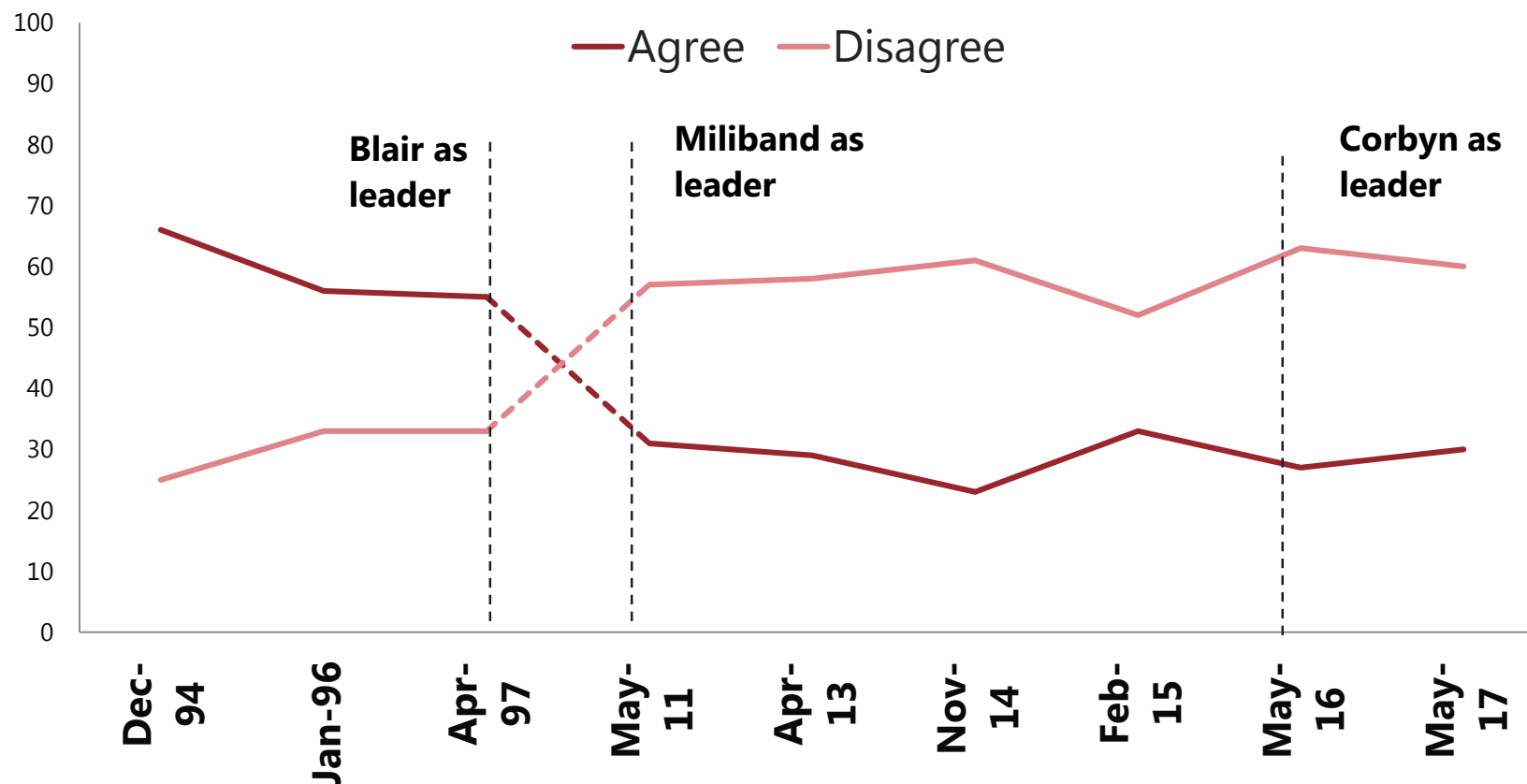


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# Labour's hasn't been seen as ready for government for several years

DO YOU AGREE OR DISAGREE THAT... LABOUR IS READY TO FORM THE NEXT GOVERNMENT?

December 1994– May 2017



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor

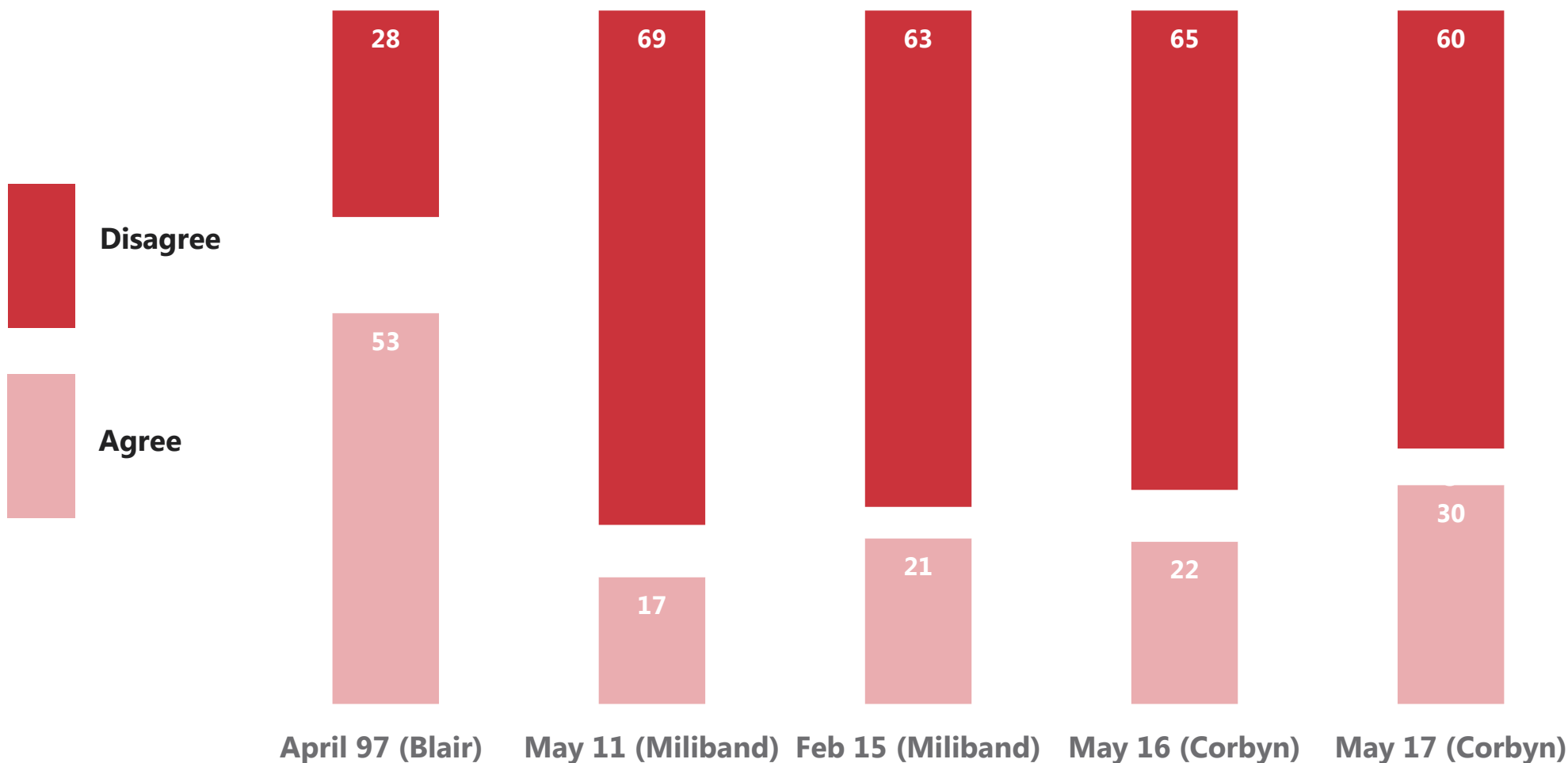


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# Only three in ten say Jeremy Corbyn ready to be PM

DO YOU AGREE OR DISAGREE THAT... JEREMY CORBYN IS READY TO BE PRIME MINISTER?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor



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# May 2017

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LIKELY

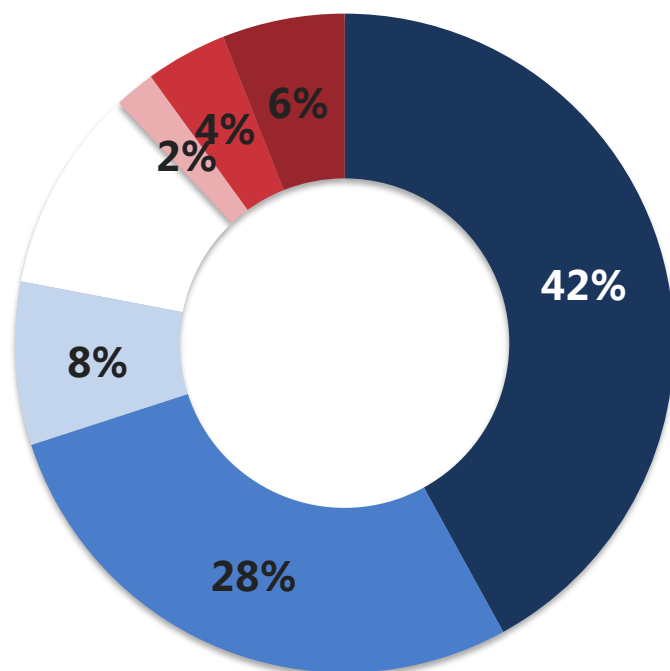
OUTCOME



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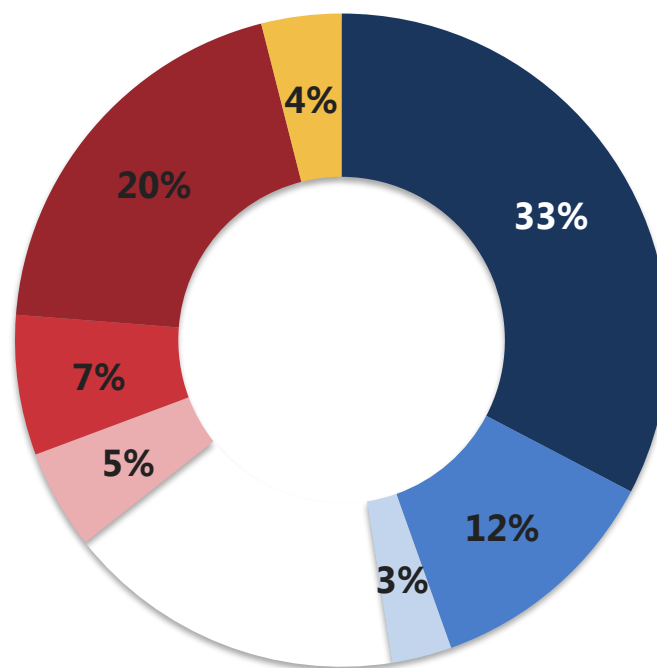
# Expected and preferred outcome of the General Election

WHAT DO YOU THINK WILL BE THE OUTCOME OF THE FORTHCOMING ELECTION?



- Conservative overall majority of more than 100 seats
- Conservative overall majority under 100 seats
- Conservatives being the biggest party but having no overall majority
- Labour being the biggest party but having no overall majority
- Labour overall majority of under 100 seats
- Labour overall majority of more than 100 seats
- Liberal Democrat victory

WHAT IS YOUR PREFERRED OUTCOME OF THE FORTHCOMING GENERAL ELECTION?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

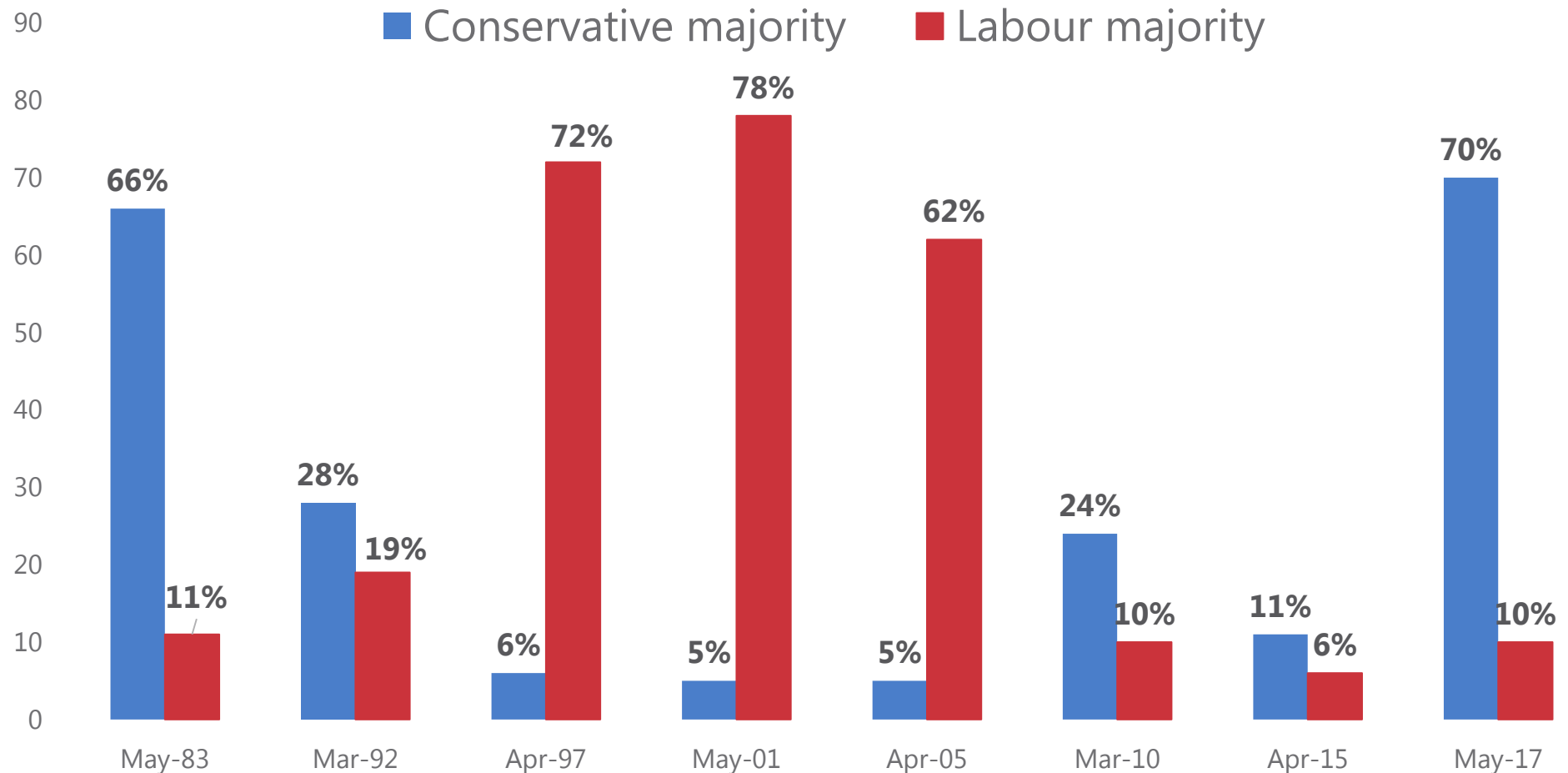
Source: Ipsos MORI Political Monitor



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# Expected outcome of the General Election

WHAT DO YOU THINK WILL BE THE OUTCOME OF THE FORTHCOMING ELECTION?



Note: Question wording and answer options have varied over the years so comparisons should be made carefully

Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

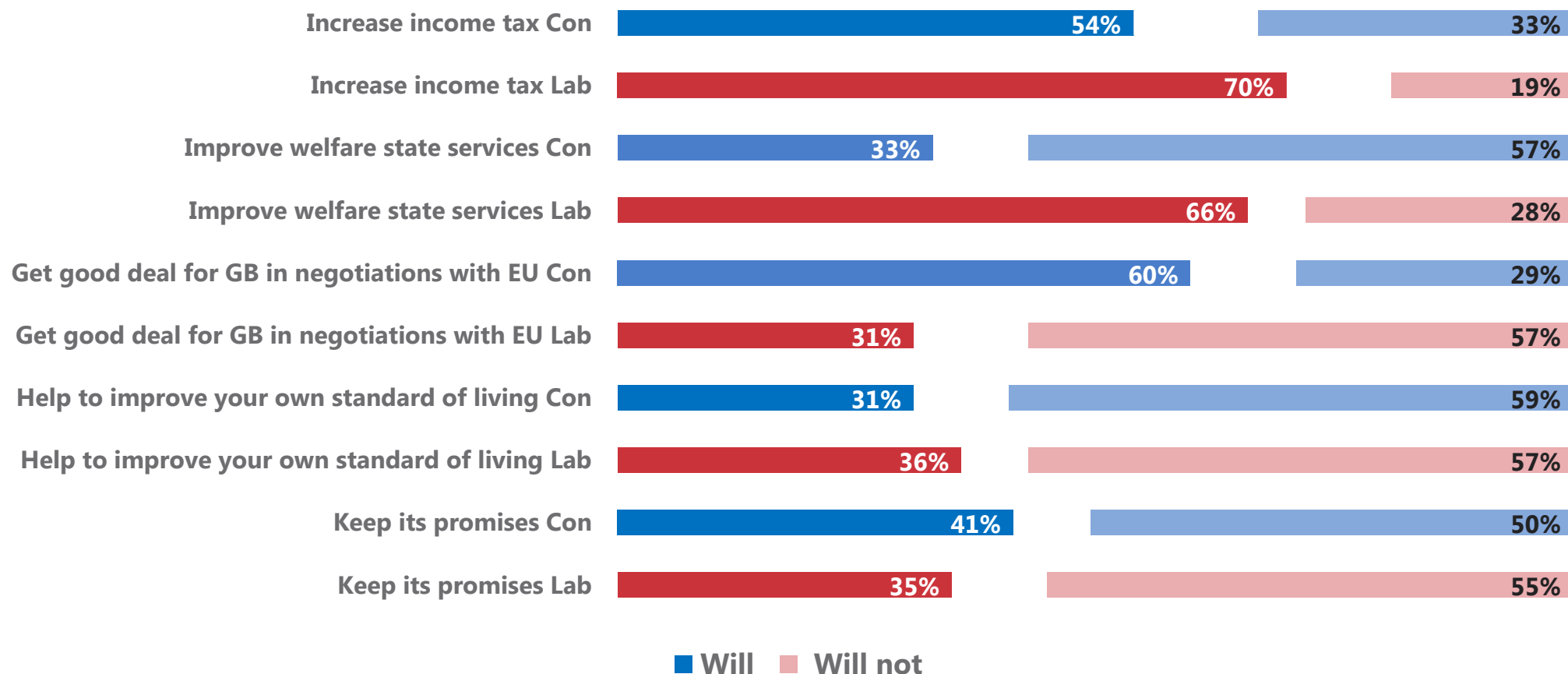
Source: Ipsos MORI Political Monitor



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# Expectations of a Conservative and Labour government

IF A CONSERVATIVE/LABOUR GOVERNMENT IS ELECTED AFTER THE NEXT GENERAL ELECTION, DO YOU THINK IT WILL OR WILL NOT...?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

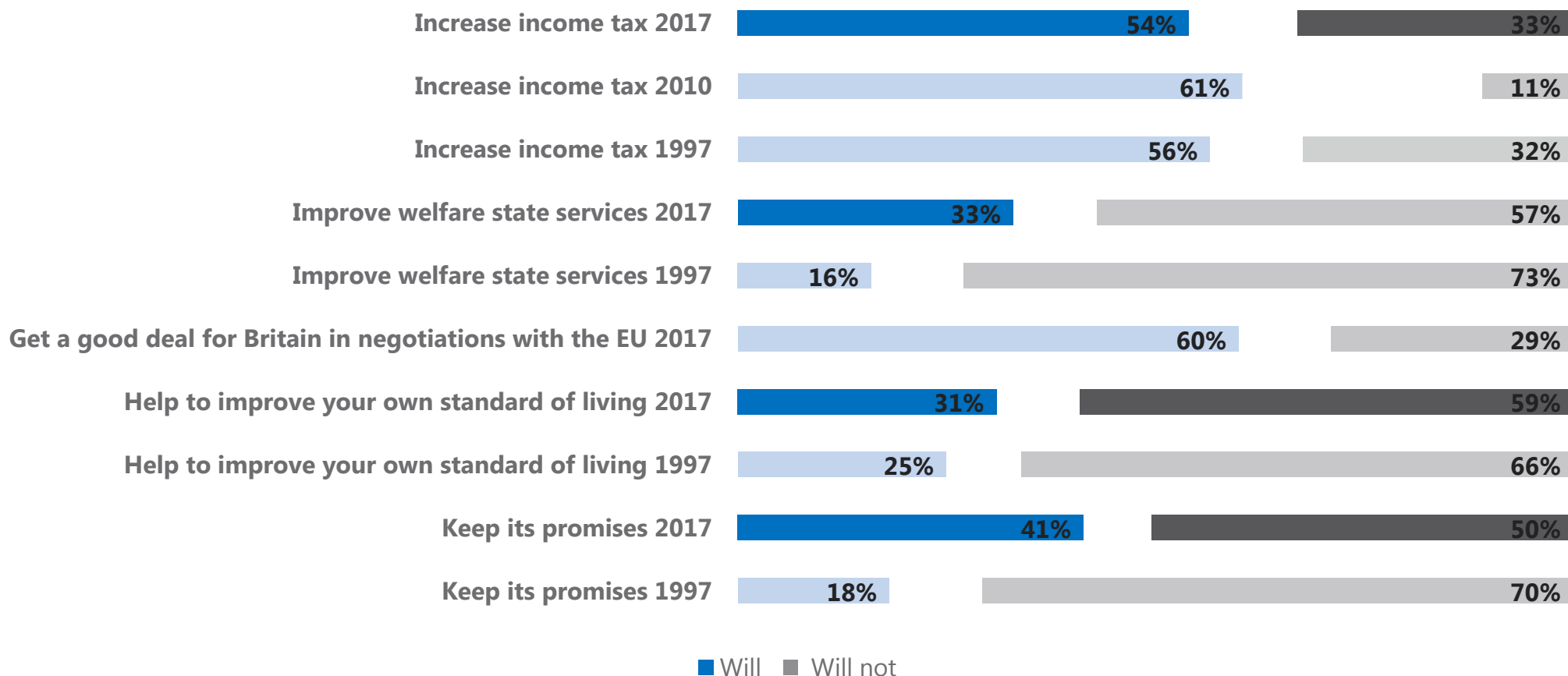
Source: Ipsos MORI Political Monitor



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# What do voters think a Conservative government would do?

IF A CONSERVATIVE GOVERNMENT IS ELECTED AFTER THE NEXT GENERAL ELECTION, DO YOU THINK IT WILL OR WILL NOT...?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

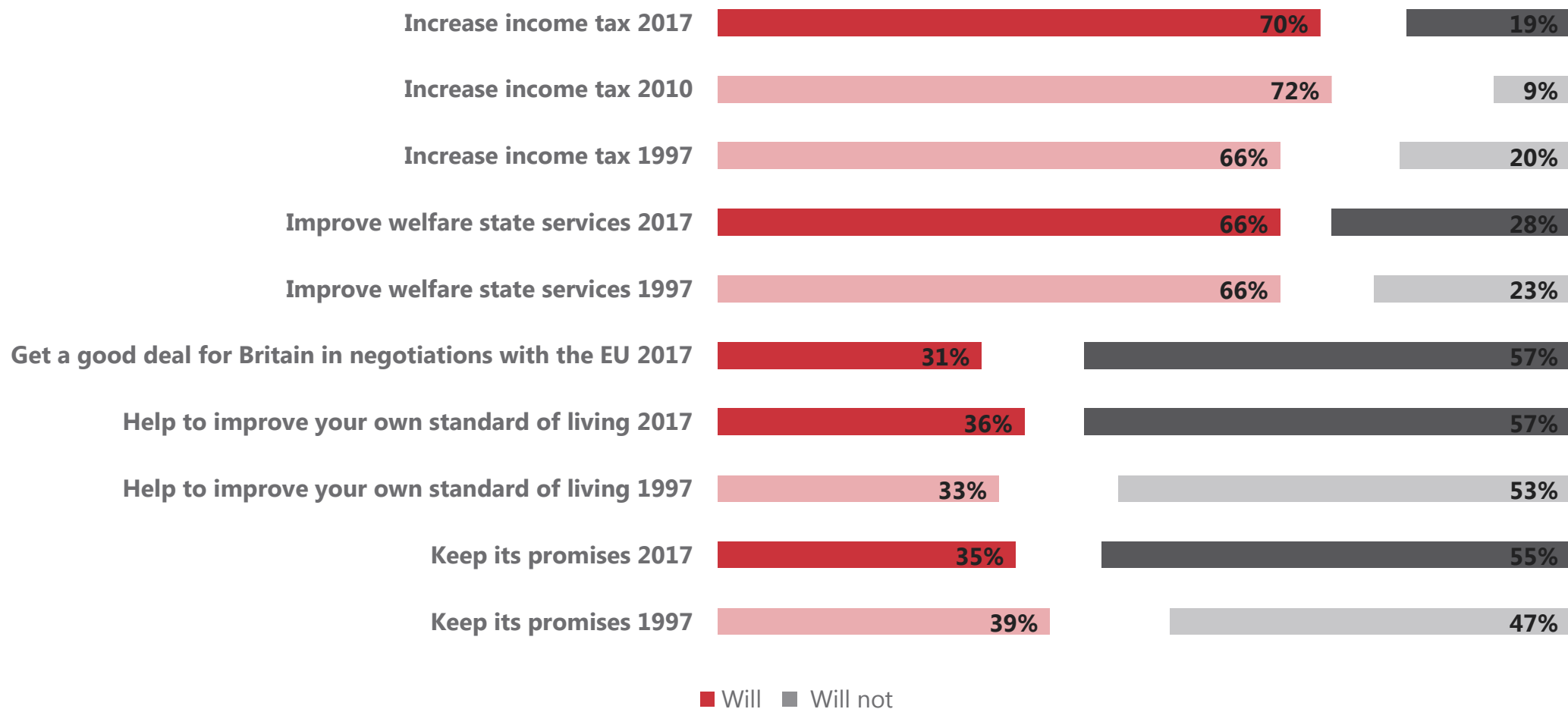
Source: Ipsos MORI Political Monitor



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# What do voters think a Labour government would do?

IF A LABOUR GOVERNMENT IS ELECTED AFTER THE NEXT GENERAL ELECTION, DO YOU THINK IT WILL OR WILL NOT...?



Base: 1,053 British adults 18+, 15<sup>th</sup>-17<sup>th</sup> May 2017

Source: Ipsos MORI Political Monitor



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# POLITICAL MONITOR MAY 2017

