

Ipsos MORI May 2017 Political Monitor

Topline Results

19th May 2017

Fieldwork: 15th- 17th May 2017

Technical Details

Ipsos MORI interviewed a representative sample of 1,053 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 15th – 17th May 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 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 (786) Q1a/b %

Conservative	49
Labour	34
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	2
Other	*
Conservative lead (±%)	+15
<i>Would not vote</i>	*
<i>Undecided</i>	5
<i>Refused</i>	4

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 do you intend to vote in the General Election? Will you vote...?**
IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

	%
Conservative	46
Labour	37
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	4
Green Party	2
UK Independence Party	2
Other	1
Conservative lead (±%)	+9
<i>Would not vote</i>	4
<i>Undecided</i>	6
<i>Refused</i>	5

Certainty of voting

Q2 **And how likely would you be to vote in the 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	77
9	5
8	6
7	1
6	1
5	3
4	*
3	2
2	*
1 – absolutely certain not to vote	4
Don't know	*

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)	45	49	7	-4
May (Q4)	55	35	9	+20
Corbyn (Q5)	31	58	11	-28
Farron (Q6)	28	39	33	-11
Nuttall (Q7)	17	54	28	-37

- 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)	370	79	16	5	+63
May (Q4)	370	91	4	5	+87
Corbyn (Q5)	323	58	35	7	+23

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	27
Stay the same	23
Get worse	43
Don't know	8
Ipsos MORI Economic Optimism Index (EOI)	-16

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 907)

	Overall		Conservative supporters		Labour supporters		Lib Dem supporters	
	April 2017 %	May 2017 %	April 2017 (401) %	May 2017 (370) %	April 2017 (219) %	May 2017 (323) %	April 2017 (129) %	May 2017 (93) %
Definitely decided	63	67	78	77	56	57	40	51
May change mind	36	32	21	22	43	42	60	44
Don't know	1	1	*	1	1	1	0	4

Q10 If you do change your mind about voting for this party, which party would you vote for instead?
Base: All those who may change their mind in Q9 268

	May 2015 %	May 2017 %
Conservative	14	24
Labour	20	12
UKIP	14	7
Green	10	10
Lib Dem	17	20
Other	*	*
None/would not vote	3	1
Don't Know/refused	22	23

Issues

Q13 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)

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

	March 2015 %	April 2015 %	April 2017 %	May 2017 %
Healthcare/NHS/hospitals	38	47	31	43
Europe / EU / Brexit	8	7	42	42
Education/schools	25	24	21	22
Managing the economy/economic situation	31	35	18	16
Asylum and immigration	25	19	17	12
Taxation	10	16	14	12
Don't Know	10	9	10	9

Q14 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 %	May 2017 %
David Cameron	42	Theresa May	61	56
Ed Miliband	27	Jeremy Corbyn	23	29
Don't know	25	Neither/none	6	7
		No Difference	1	*
		Other (not read out)	1	1
		Don't know (not read out)	7	6

	May 2005 %		May 2010 %
Tony Blair	40	David Cameron	33
Michael Howard	21	Gordon Brown	29
Don't know	23	Don't know	8

Parties and Leaders

Q15 Which political party do you think...?

	Cons %	Lab %	Lib Dems %	UKIP %	None of these %	Other %	Don't know %
Has the best policies for the country as a whole?							
May 2017	43	31	5	1	5	3	13
Jan 2016	35	25	4	6	10	4	15
April 2014	29	27	8	12	8	-	15
February 2010	29	27	16	-	9	6	13
Has the best team of leaders to deal with the country's problems?							
May 2017	53	21	2	*	8	1	15
Jan 2016	43	16	2	4	16	3	16
June 2014	34	23	2	5	16	4	15
February 2010	34	29	9	-	11	4	13
Would be best at looking after the interests of people like you?							
May 2017	40	35	5	1	4	5	9
Jan 2016	33	29	5	8	9	5	10
April 2014	29	31	8	12	9	-	12
September 2009	30	26	17	-	9	9	9

Is the most clear and united about what its policies should be?							
May 2017	52	16	5	3	7	6	12
Jan 2016	33	13	5	11	15	8	15
June 2014	27	17	3	19	15	6	13
April 2014	23	18	6	25	12	-	15
Do you trust the most to get the right balance between how much rich and poor people pay in tax?							
May 2017	33	38	5	1	10	2	11

Q16 And at which of the following annual income levels, if any, would you describe someone as “rich”?

	%
£25,000	2
£40,000	9
£80,000	37
£150,000	26
More than £150,000	23
None of them	1
Don't know	2

Q17 If a Conservative government is elected after the next General Election, do you think it will or will not...?

	Will %	Will not %	Don't know %
Increase income tax			
May 2017	54	33	13
March 1997	56	32	11
Improve welfare state services			
May 2017	33	57	10
March 1997	16	73	11
Get a good deal for Britain in negotiations with the European Union			
May 2017	60	29	11
Help to improve your own standard of living			
May 2017	31	59	10
March 1997	25	66	9
Keep its promises			
May 2017	41	50	8
March 1997	18	70	11

Q18 If a Labour government is elected after the next General Election, do you think it will or will not...?

	Will %	Will not %	Don't know %
Increase income tax			
May 2017	70	19	10
March 1997	66	20	14
Improve welfare state services			
May 2017	66	28	6
March 1997	66	23	11
Get a good deal for Britain in negotiations with the European Union			
May 2017	31	57	12
Help to improve your own standard of living			
May 2017	36	57	7
March 1997	33	53	14
Keep its promises			
May 2017	35	55	10
March 1997	39	47	14

Q20 Do you agree or disagree that...

(a) Labour is ready to form the next government?

	Dec 1994 %	Jan 1996 %	April 1997 %	May 2011 %	April 2013 %	Nov 2014 %	Feb 2015 %	May 2016 %	May 2017 %
Strongly agree									12
Tend to agree									18
Neither agree nor disagree									6
Tend to disagree									17
Strongly disagree									43
Don't Know									4
Agree	66	56	55	31	29	23	33	27	30
Disagree	25	33	33	57	58	61	52	63	60

(b) Jeremy Corbyn is ready to be Prime Minister?

	April 1997 % (Tony Blair)	May 2011 % (Ed Miliband)	Feb 2015 % (Ed Miliband)	May 2016 % (Jeremy Corbyn)	May 2017 % (Jeremy Corbyn)
Strongly agree					14
Tend to agree					17
Neither agree nor disagree					4
Tend to disagree					14
Strongly disagree					46
Don't Know					5
Agree	53	17	21	22	31
Disagree	28	69	63	65	60

Q21 What do you think will be the outcome of the forthcoming General Election?

Q22 And what is your preferred outcome of the forthcoming General Election?

	Expected outcome Q21 %	Preferred outcome Q22 %
Conservative overall majority of more than 100 seats	42	33
Conservative overall majority under 100 seats	28	12
Conservatives being the biggest party but having no overall majority	7	3
Labour being the biggest party but having no overall majority	2	5
Labour overall majority of under 100 seats	4	7
Labour overall majority of more than 100 seats	6	20
Liberal Democrat victory	*	4
Other	1	5
Don't Know	10	12