



Ipsos MORI

POLITICAL MONITOR

2017 Election Final Poll



2017 Election Final Poll

VOTING

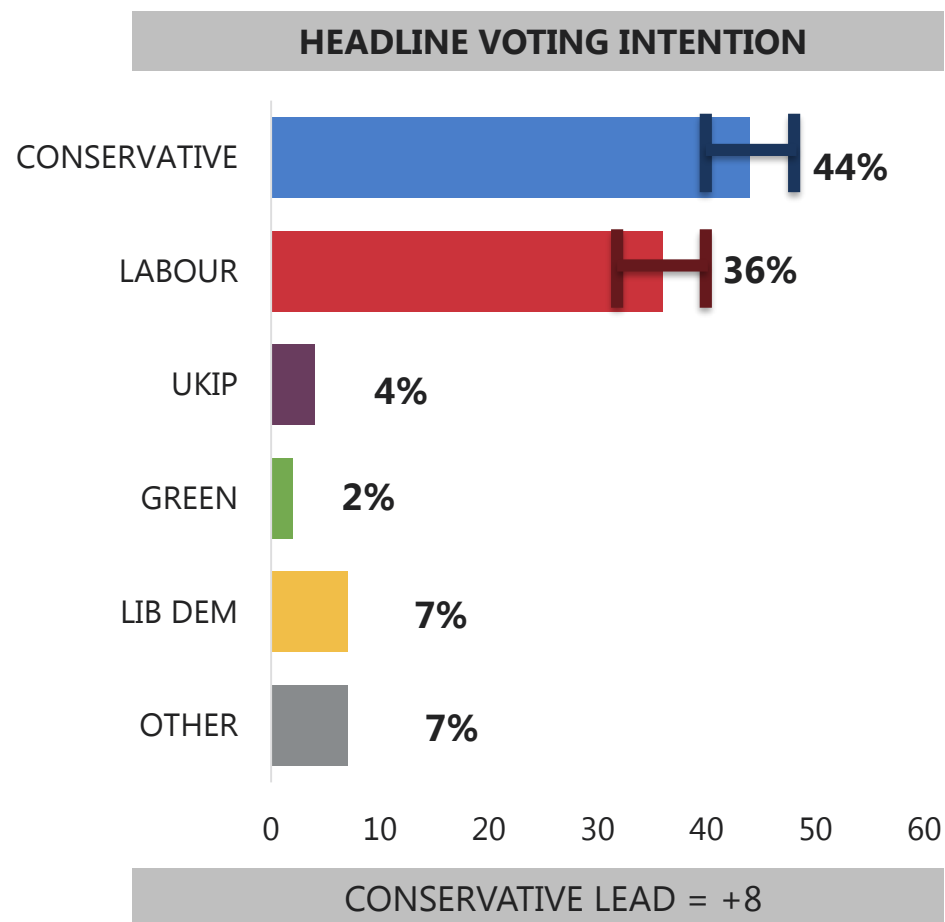
INTENTIONS



Ipsos MORI

Voting Intention

HOW DO YOU INTEND TO VOTE IN THE GENERAL ELECTION?

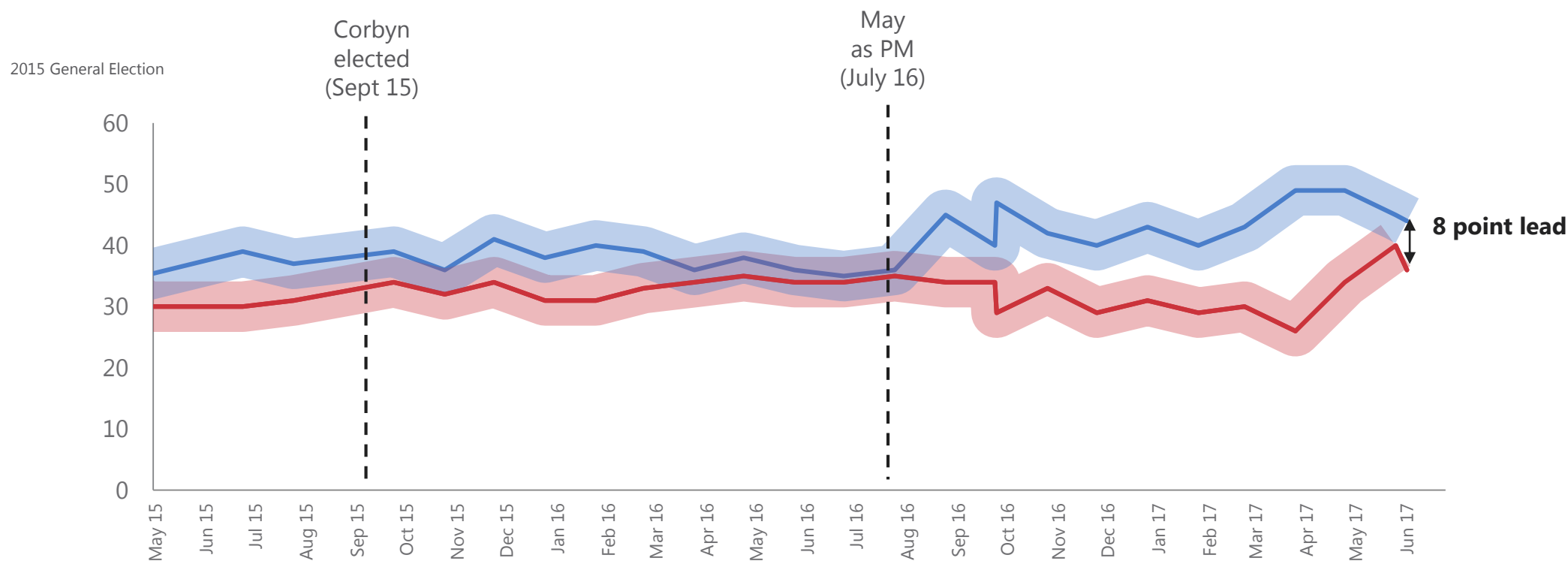


Base: 1,291 British adults 18+, 6th June – 7th June 2017 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections with overclaim adjustment and refusals allocation = 1077. Margin of error is displayed at +/- 4%

Source: Ipsos MORI Political Monitor

Headline voting intention: Since 2015 General Election

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



CONSERVATIVE

LABOUR

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"

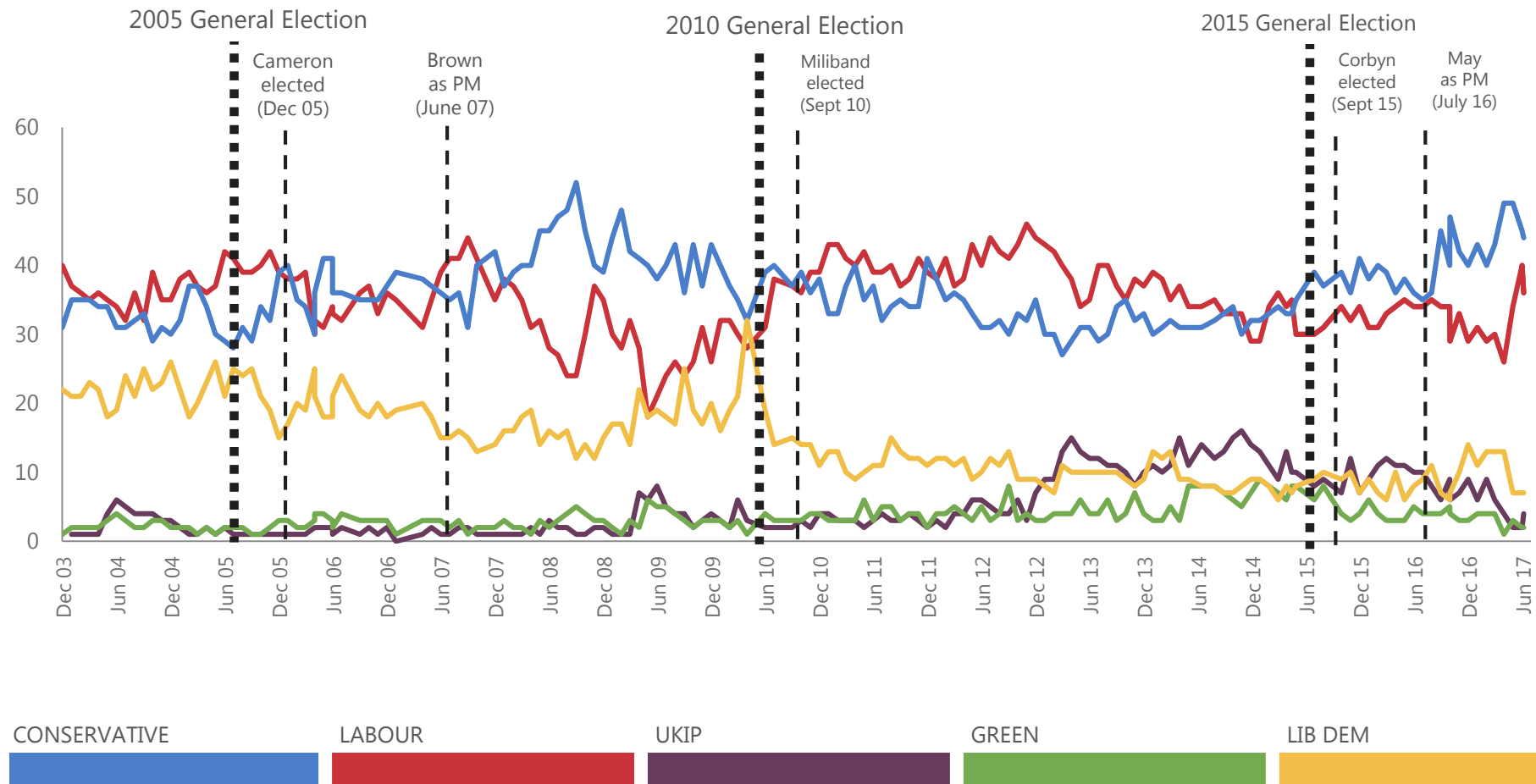
Source: Ipsos MORI Political Monitor



Ipsos MORI

Headline voting intention: December '03 – June '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"

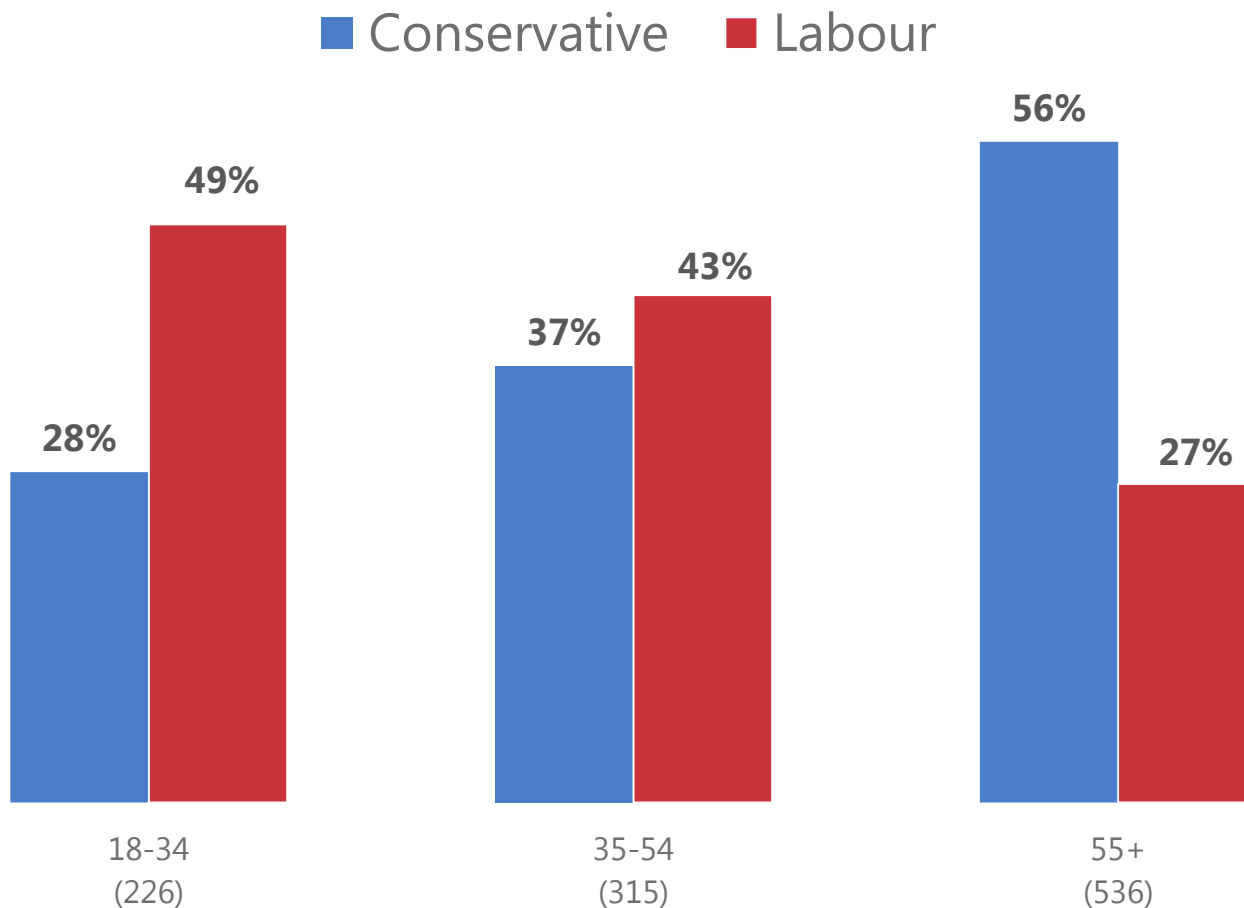
Source: Ipsos MORI Political Monitor



Ipsos MORI

Large differences in voting intention by age

HOW DO YOU INTEND TO VOTE IN THE GENERAL ELECTION?



Base: 1,077 British adults 18+ 6th June – 7th June 2017

Source: Ipsos MORI Political Monitor



Ipsos MORI

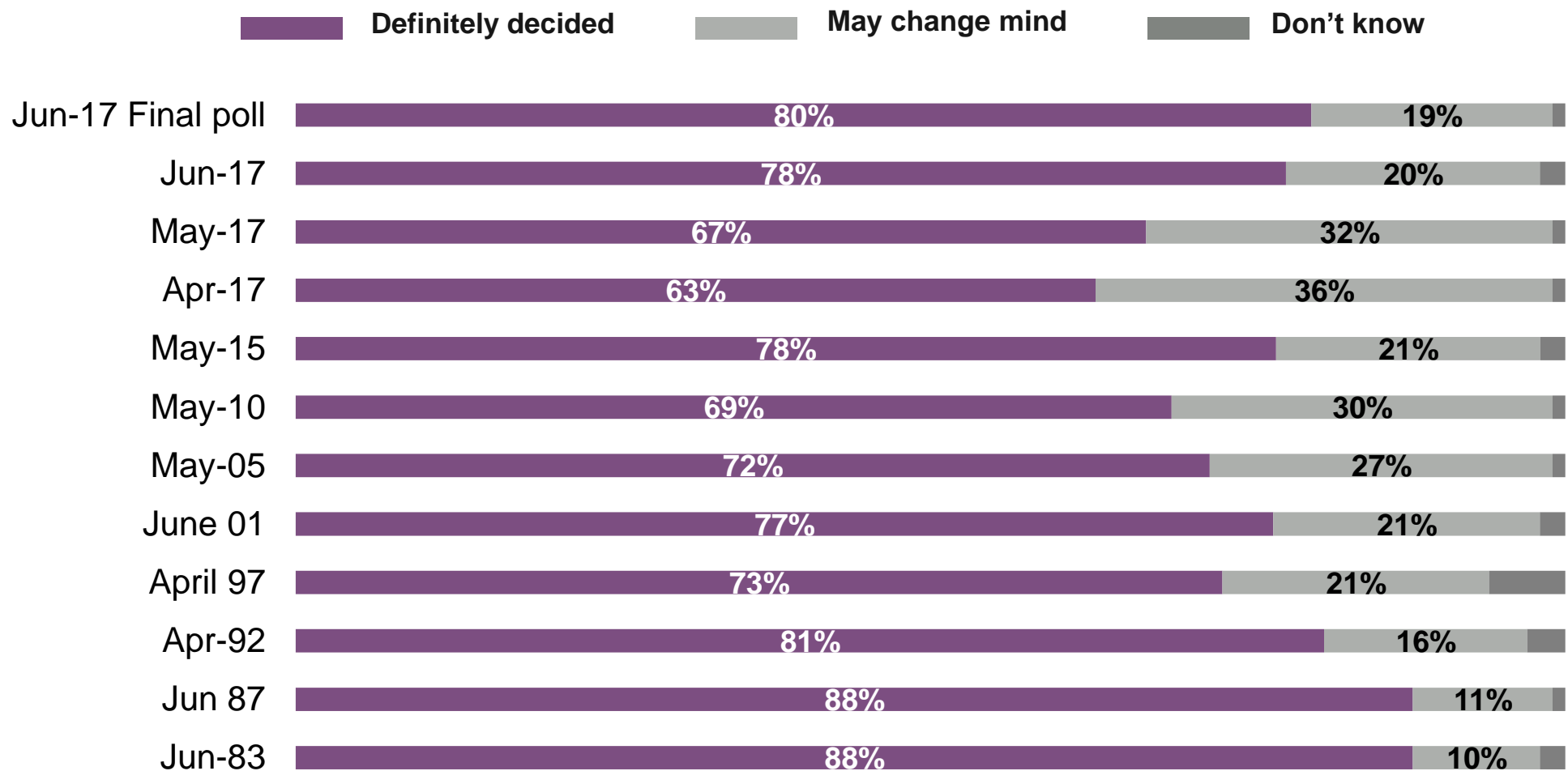
2017 Election Final Poll

VOTING DECISIONS



One in five of voters may still change 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 1,152 British adults 18+, 6th – 7th June 2017

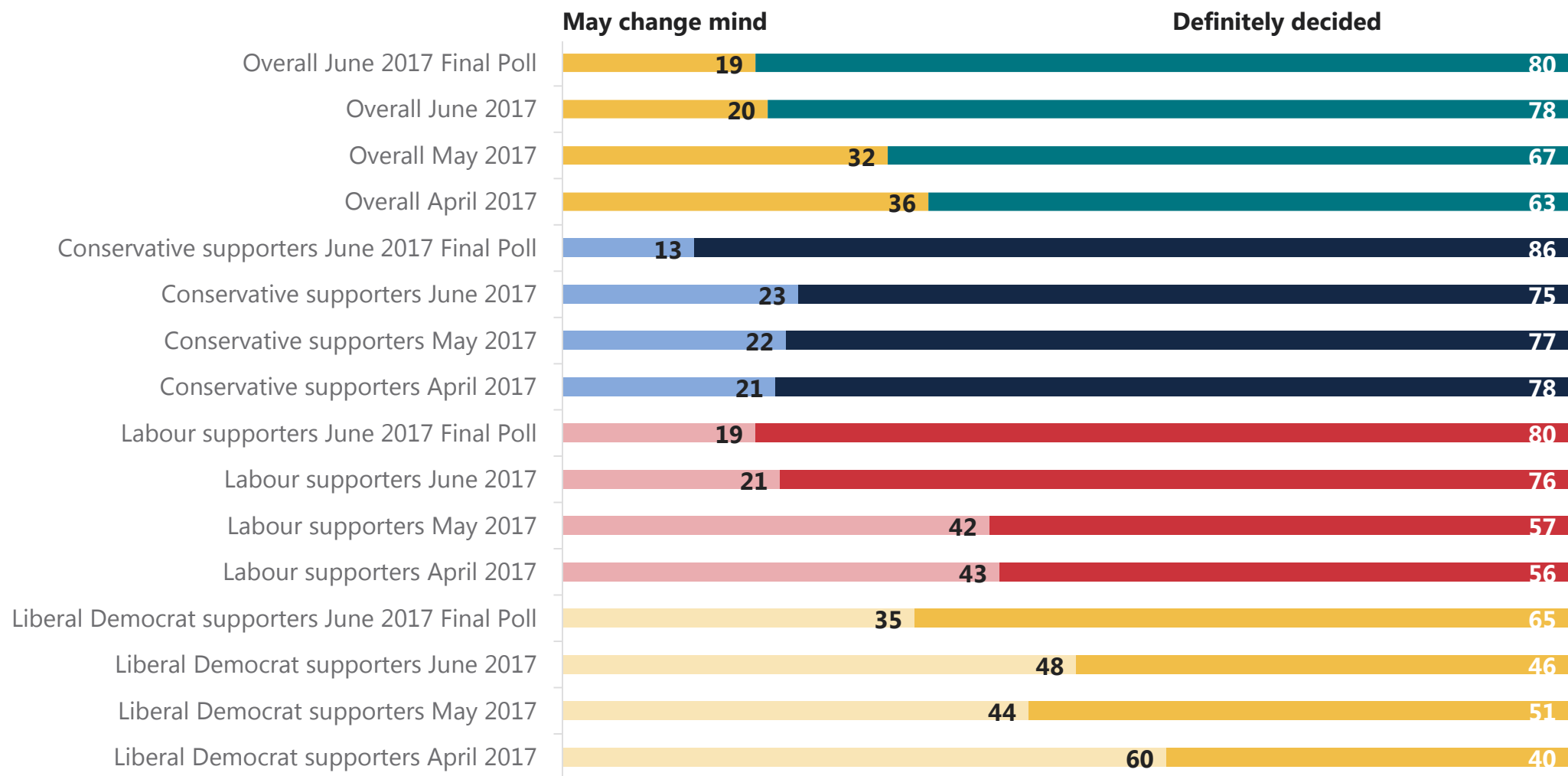
Source: Ipsos MORI Political Monitor



Ipsos MORI

Conservative support firmer than Labour

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 1,152 British adults 18+, 6th June – 7th June 2017

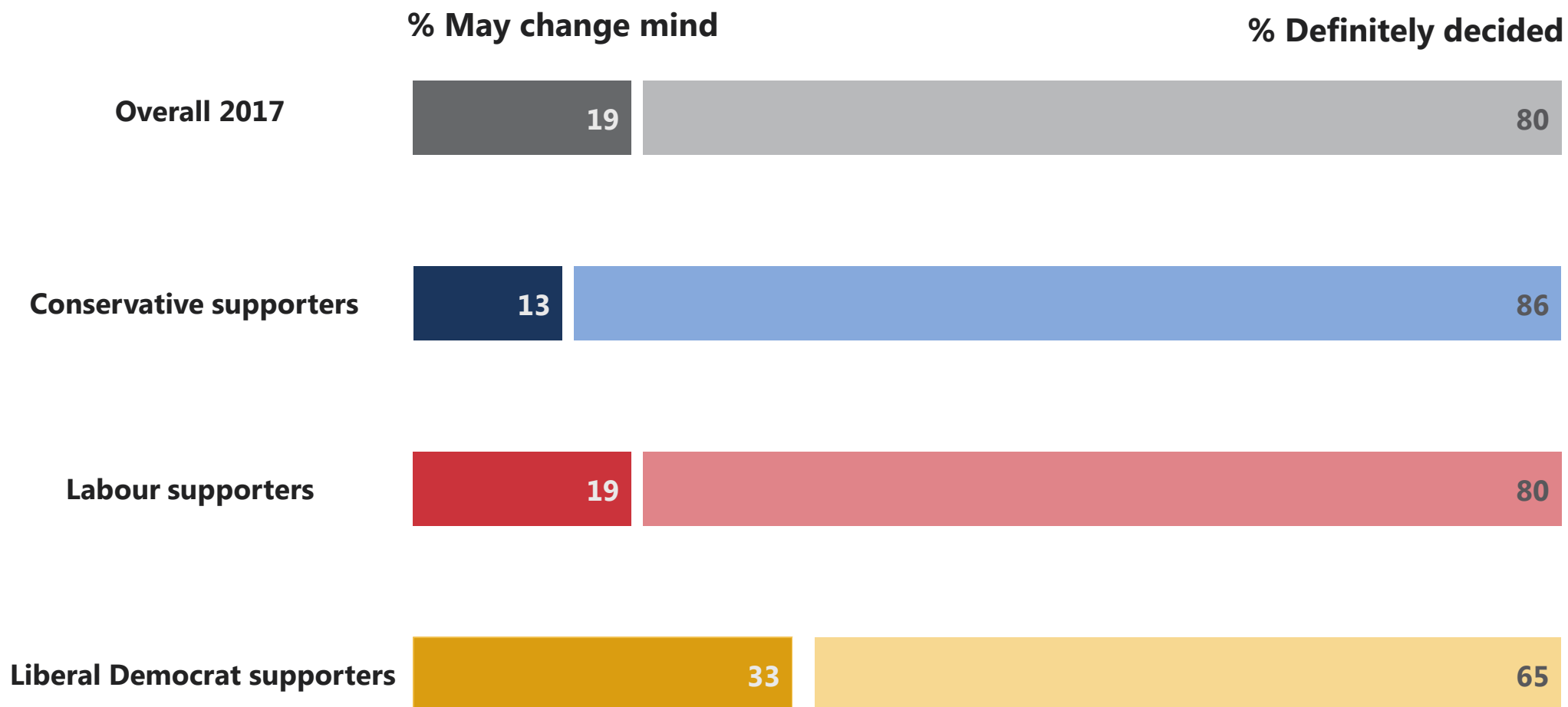
Source: Ipsos MORI Political Monitor



Ipsos MORI

Lib Dem vote softer than Conservatives and Labour

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 1,152 British adults 18+, 6th June – 7th June 2017

Source: Ipsos MORI Political Monitor

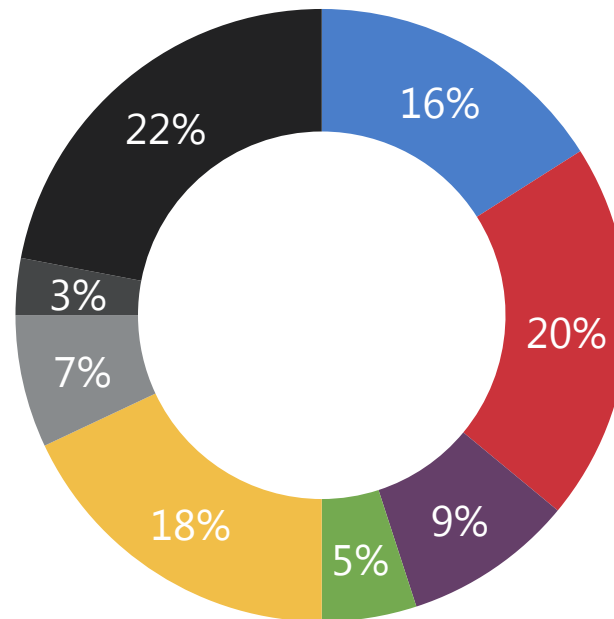


Ipsos MORI

Second choice split between three largest parties.

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

June 2017



CONSERVATIVE

LABOUR

UKIP

GREEN

LIB DEM

OTHER

NONE / WOULD
NOT VOTE

DON'T KNOW /
REFUSED

Base: All who may change their mind (205), 6th June – 7th June 2017

Source: Ipsos MORI Political Monitor



Ipsos MORI

Most capable Prime Minister 2017

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

8th June Final Poll

47%

36%

1st June 2017

50%

35%

May-17

56%

29%

Apr-17

61%

23%

MAY

CORBYN

Base: 1,291 British adults 18+, 6th – 7th June 2017

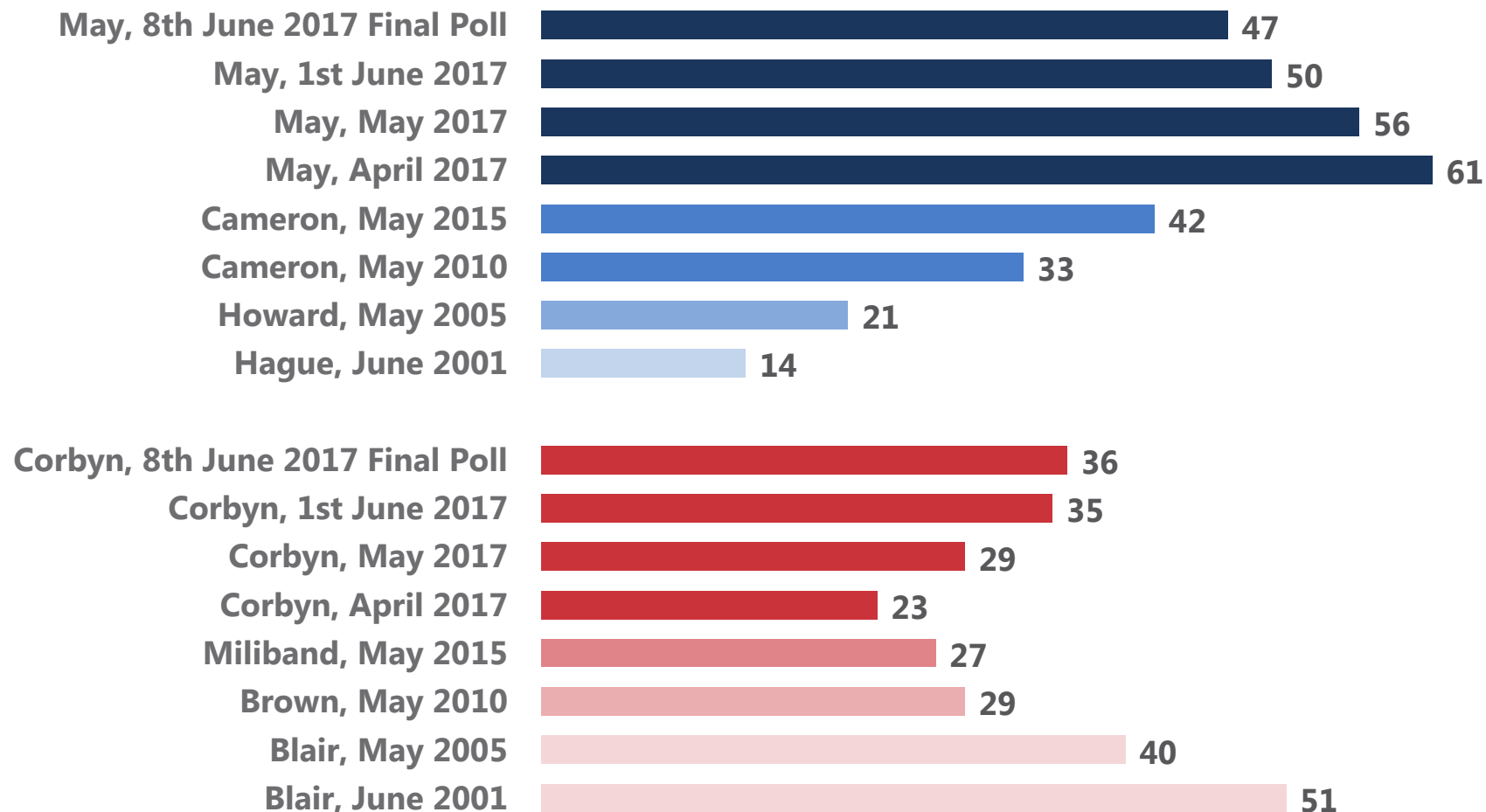
Source: Ipsos MORI Political Monitor



Ipsos MORI

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: c1,000 British adults each month

Source: Ipsos MORI Political Monitor



Ipsos MORI



Ipsos MORI

POLITICAL MONITOR

2017 Election Final Poll

