

## Ipsos MORI 2017 General Election Final Poll

### Topline Results

8th June 2017

Fieldwork: 6<sup>th</sup> June – 7<sup>th</sup> June 2017

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,291 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 6<sup>th</sup> June – 7<sup>th</sup> June 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.

In June 2017 our headline vote intention figures also now include an adjustment to respondents’ claimed level of turnout, based on BES validated vote figures by age and tenure from previous elections. This is to make some allowance for the evidence seen in previous elections that not everyone who says they are going to vote actually does so, and that the extent of this varies for different groups. As this is our final poll, we have also reallocated refusals in the voting intention question by newspaper readership, as is our standard practice in previous general elections.

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 do you intend to vote in the General Election?**

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, with over-claim adjustment and refusals allocation (1077)*

	Q1a/b %
Conservative	44
Labour	36
Liberal Democrats (Lib Dem)	7
Scottish National Party	5
Green Party	2
UK Independence Party	4
Other	1
<b>Conservative lead (<math>\pm</math>%)</b>	<b>+8</b>

**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	41
Labour	41
Liberal Democrats (Lib Dem)	7
Scottish National Party	4
Green Party	3
UK Independence Party	3
Other	1
<b>Conservative lead (<math>\pm</math>%)</b>	<b>0</b>
<i>Would not vote</i>	4
<i>Undecided</i>	6
<i>Refused</i>	6

## 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	79
9	4
8	4
7	1
6	1
5	3
4	*
3	*
2	*
1 – absolutely certain not to vote	6
Don't know	2

## 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 1152)

	Definitely decided (%)	May change mind (%)	Don't know (%)
Overall			
<b>June 7<sup>th</sup> 2017</b>	<b>80</b>	<b>19</b>	<b>1</b>
June 1 <sup>st</sup> 2017	78	20	2
May 2017	67	32	1
April 2017	63	36	1
Conservatives supporters			
<b>June 7<sup>th</sup> 2017 (413)</b>	<b>86</b>	<b>13</b>	<b>1</b>
June 1 <sup>st</sup> 2017 (267)	75	23	2
May 2017 (370)	77	22	1
April 2017 (401)	78	21	*
Labour supporters			
<b>June 7<sup>th</sup> 2017 (473)</b>	<b>80</b>	<b>19</b>	<b>1</b>
June 1 <sup>st</sup> 2017 (286)	76	21	3
May 2017 (323)	57	42	1
April 2017 (219)	56	43	1
Lib Dem supporters			
<b>June 7<sup>th</sup> 2017 (106)</b>	<b>65</b>	<b>33</b>	<b>2</b>
June 1 <sup>st</sup> 2017 (64)	46	48	6
May 2017 (93)	51	44	4
April 2017 (129)	40	60	0

**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 (205)*

	May 2015 %	May 2017 %	June 1 <sup>st</sup> 2017 %	June 7 <sup>th</sup> 2017 %
Conservative	14	24	22	<b>16</b>
Labour	20	12	23	<b>20</b>
UKIP	14	7	6	<b>9</b>
Green	10	10	6	<b>5</b>
Lib Dem	17	20	20	<b>18</b>
Other	*	*	2	<b>7</b>
None/would not vote	3	1	5	<b>3</b>
Don't Know/refused	22	23	14	<b>22</b>

**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 %	June 1 <sup>st</sup> 2017 %	June 7 <sup>th</sup> 2017 %
<i>David Cameron</i>	42	Theresa May	61	56	50	<b>47</b>
<i>Ed Miliband</i>	27	Jeremy Corbyn	23	29	35	<b>36</b>
<i>Don't know</i>	25	Neither/none	6	7	6	<b>7</b>
		No Difference	1	*	*	<b>1</b>
		Other (not read out)	1	1	*	*
		Don't know (not read out)	7	6	8	<b>8</b>

	May 2005 %
<i>Tony Blair</i>	40
<i>Michael Howard</i>	21
<i>Don't know</i>	23

	May 2010 %
<i>David Cameron</i>	33
<i>Gordon Brown</i>	29
<i>Don't know</i>	8