

Ipsos MORI April 2018 Political Monitor

Topline Results

27th April 2018

Fieldwork: 20th – 24th April 2018

Technical Details

Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 20th – 24th April 2018. 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

Our headline indicator takes 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). 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 (745)

	Q1a/b Apr %	Q1a/b Mar %
Conservative	41	43
Labour	40	42
Liberal Democrats (Lib Dem)	10	6
Scottish/Welsh Nationalist	4	5
Green Party	2	2
UK Independence Party	2	2
Other	1	*
Conservative lead (±%)	+1	+1
<i>Would not vote</i>	*	*
<i>Undecided</i>	4	5
<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 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	38
Labour	42
Liberal Democrats (Lib Dem)	10
Scottish/Welsh Nationalist	3
Green Party	3
UK Independence Party	2
Other	1
Conservative lead (±%)	-4
<i>Would not vote</i>	8
<i>Undecided</i>	8
<i>Refused</i>	*

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	66
9	6
8	4
7	3
6	3
5	6
4	2
3	2
2	1
1 – absolutely certain not to vote	7
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 Vince Cable is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Apr '18	30	63	8	-33
<i>Mar '18</i>	30	62	9	-32
May (Q4) Apr '18	38	55	7	-17
<i>Mar '18</i>	41	52	7	-11
Corbyn (Q5) Apr '18	32	59	10	-27
<i>Mar '18</i>	37	52	10	-15
Cable (Q6) Apr '18	28	35	37	-7
<i>Mar '18</i>	25	37	38	-12

- 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) Apr '18	340	60	33	7	+27
<i>Mar '18</i>	386	56	34	10	+22
May (Q4) Apr '18	340	77	19	4	+56
<i>Mar '18</i>	386	74	22	4	+52
Corbyn (Q5) Apr '18	325	60	34	6	+26
<i>Mar '18</i>	318	71	26	3	+45

Economic Optimism Index

- Q7 **Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

	April %	March %
Improve	23	22
Stay the same	28	22
Get worse	46	54
Don't know	3	3
Ipsos MORI Economic Optimism Index (EOI)	-23	-32

Leader image

Q8 I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

	Jeremy Corbyn (Apr '18)	<i>Jeremy Corbyn (Sep '17)</i>	<i>Jeremy Corbyn (Sep '16)</i>	<i>Jeremy Corbyn (Sep '15)</i>	Theresa May (Apr '18)	<i>Theresa May (Sep '17)</i>	<i>Theresa May (Sep '16)</i>
A capable leader	32	38	24	32	46	45	68
Good in a crisis	25	30	18	23	43	40	52
Has sound judgement	31	40	30	32	41	36	56
Understands the problems facing Britain	47	52	44	49	50	49	61
Out of touch with ordinary people	39	32	44	39	64	66	43
Has got a lot of personality	39	47	32	41	16	21	37
Has a clear vision for Britain	45	47	38	47	44	45	55
Patriotic	44	46	49	37	73	72	75
More honest than most politicians	47	55	52	54	40	36	44
More style than substance	27	28	24	25	31	36	25
None of these	5	4	3	3	2	1	2
Don't know	4	3	6	9	1	2	4

Q9 On balance, do you agree or disagree that...

- a) Theresa May
- b) Jeremy Corbyn
- c) Ruth Davidson, the Leader of the Scottish Conservatives
- d) Michael Gove, Secretary of State for Environment, Food and Rural Affairs
- e) Boris Johnson, the Foreign Secretary
- f) Amber Rudd, the Home Secretary
- g) Gavin Williamson, the Secretary of State for Defence

...has what it takes to be a good Prime Minister?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't Know	Agree	Disagree
Theresa May Apr '18	16	28	7	19	28	3	44	47
<i>Jul '16</i>	23	32	10	11	16	7	55	27
<i>Jul '15</i>	7	21	18	17	25	11	28	42
<i>Jul '14</i>	8	22	13	19	29	10	30	48
Jeremy Corbyn Apr '18	14	16	6	15	43	5	30	58
<i>Jul '16</i>	11	12	6	18	50	3	23	68
<i>Jul '15</i>	6	11	19	15	21	28	17	36
Ruth Davidson Apr '18	10	19	13	13	16	28	29	29
Michael Gove Apr '18	4	8	10	22	38	18	12	60
<i>Jul '15</i>	3	10	18	18	35	16	13	53
<i>Jul '14</i>	2	9	10	18	48	13	11	66
Boris Johnson Apr '18	7	10	5	19	53	6	17	72
<i>Jul '16</i>	11	10	5	22	48	4	21	70
<i>Jul '15</i>	13	19	11	21	31	6	32	52
<i>Jul '14</i>	12	20	9	20	34	5	32	54
Amber Rudd Apr '18	2	9	14	24	28	22	11	52
Gavin Williamson Apr '18	1	5	18	15	19	42	6	34