Ipsos MORI August 2016 Political Monitor

Topline Results

16 August 2016

Fieldwork: 13th – 15th August 2016

Technical Details

Ipsos MORI interviewed a representative sample of 1,017 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 13th – 15th August 2016. 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 in "peacetime" (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. 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 is carrying out an internal review into improving the accuracy of our polls. As an interim measure, 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. As our internal review continues, however, and as we learn from the British Polling Council's own enquiry, we anticipate we will 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 <u>will</u> 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.+4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far 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 (772)	Q1a/b %
Conservative	45
Labour	34
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	6
Other	1
Conservative lead (+%)	**+11**
Would not vote	1
Undecided	5
Refused	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 in more recent years however, there have been differing turnout levels among the supporters of the various parties.

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?**

	%
Conservative	41
Labour	36
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	7
Other	1
Conservative lead (+%)	**+5**
Would not vote	8
Undecided	6
Refused	1

Certainty of voting

Q2 **And how likely would you be to vote in an immediate 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	69
9	5
8	6
7	4
6	3
5	6
4	1
3	+
2	1
1 – absolutely certain not to vote	5
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 Tim Farron is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	**Net satisfaction**
	%	%	%	**±**
Government (Q3)	41	45	14	**-4**
May (Q4)	54	19	27	**+35**
Corbyn (Q5)	25	58	17	**-33**
Farron (Q6)	22	30	48	**-8**

BASE: PARTY SUPPORTERS ONLY

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?**

*Base: All party supporters (*Government is based on Conservative supporters)*

	Base	Satisfied %	Dissatisfied %	Don't know %	**Net satisfaction ±**
Government* (Q3)	*(368)*	70	15	15	**+55**
May (Q4)	*(368)*	76	4	20	**+72**
Corbyn (Q5)	*(301)*	39	47	14	**-8**
Farron (Q6)	*(83)*	61	15	24	**+46**