

## Ipsos MORI May 2016 Political Monitor

### Topline Results

18 May 2016

Fieldwork: 14<sup>th</sup> – 16<sup>th</sup> May 2016

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,002 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 14<sup>th</sup> – 16<sup>th</sup> May 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 look to 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 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.±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 (725)* Q1a/b %

Conservative	36
Labour	34
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	6
Green Party	5
UK Independence Party	10
Other	1
<b>Conservative lead (+%)</b>	<b>+2</b>
<i>Would not vote</i>	1
<i>Undecided</i>	2
<i>Refused</i>	1

### 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	34
Labour	38
Liberal Democrats (Lib Dem)	7
Scottish/Welsh Nationalist	5
Green Party	5
UK Independence Party	10
Other	1
<b>Conservative lead (+%)</b>	<b>-4</b>
<i>Would not vote</i>	7
<i>Undecided</i>	9
<i>Refused</i>	2

**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	58
9	7
8	6
7	5
6	2
5	7
4	1
3	3
2	1
1 – absolutely certain not to vote	8
Don't know	2

**Europe**

Q8a. **As you may know the United Kingdom will have a referendum on its membership of the European Union on the 23<sup>rd</sup> of June this year. How will you vote on the question:**

**Should the United Kingdom remain a member of the European Union or leave the European Union?**

	%
Remain a member of the European Union	48
Leave the European Union	35
Undecided	14
Would not vote	3
Refused	*

**Combined voting intention**

Q8a AS ABOVE

IF REFUSED/UNDECIDED AT Q3A (INTRODUCED MARCH 2016)

Q8b. **Which way would you be most inclined to vote**

	%
Remain a member of the European Union	55
Leave the European Union	37
Undecided	5
Would not vote	3
Refused	*

In March 2016 Ipsos MORI changed the question wording on this trend question and introduced a 'squeeze' this reduces the comparability of these results, and therefore the below trend data is supplied for indicative comparisons.

	Oct 2015 (498)	Dec 2015 (529)	Jan 2016 (513)	Feb 2016 (497)	March 2016	April 2016	May 2016
Remain a member of the European Union	52	58	55	54	49	49	<b>55</b>
Leave the European Union	36	32	36	36	41	39	<b>37</b>
Don't know/ undecided/ would not vote	12	10	9	10	10	12	<b>8</b>

Q9 And how likely would you be to vote in an immediate referendum on British membership of the European Union, 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	7
8	4
7	5
6	2
5	4
4	*
3	*
2	*
1 – absolutely certain not to vote	5
Don't know	2

Q10. As you may know, there will be a referendum on Britain's membership of the European Union by 2017. Have you definitely decided to vote for Britain to remain / leave the European Union or is there a chance you may change your mind before you vote?

Base: all expressing an opinion on how they will vote

	%	%	%	%	%	%
	Oct '15 (918)	Jan '16 (919)	Feb '16 (897)	Mar '16 (928)	Apr '16 (927)	May '16 (926)
Definitely decided	57	58	63	64	69	<b>73</b>
May change mind	40	39	35	33	28	<b>25</b>
Don't know	3	3	2	3	3	<b>2</b>

Q12. Looking ahead to the Referendum on Britain's membership of the European Union on June 23<sup>rd</sup>, which, if any, issues do you think will be very important to you in helping you decide which way to vote?

	%
The impact on Britain's economy	33
The number of immigrants coming into Britain	28
Britain's ability to make its own laws	15
Britain's ability to trade with countries in the European Union	10
The cost of EU immigration on Britain's welfare system	9
The impact on British jobs	9
The impact on the rights of British workers	8
Cost of EU membership fees	7
Britain's relationship with other countries	7
The number of refugees coming to Britain to claim asylum	7
Impact on public services/housing	7
The impact on British national security	6
The ability to travel in the European Union	6
Britain's status in the world	6
Regulations by the European Union on British businesses	5
Nothing/none	7
Don't know	13

Q13 If Britain votes to leave the European Union, to what extent do you think it would be better or worse for each of the following, or would it make no difference?

	A lot better	A little better	Make no difference	A little worse	A lot worse	Don't know	Better	Worse
	%	%	%	%	%	%	%	%
Britain's economy over the next five years	11	15	15	25	24	9	<b>26</b>	<b>49</b>
Britain's economy over the next ten to twenty years	22	17	11	20	15	16	<b>39</b>	<b>35</b>
Britain's public services	16	16	34	12	14	8	<b>32</b>	<b>26</b>
Britain's national security	18	11	31	17	17	8	<b>29</b>	<b>34</b>
Britain's influence in the world	11	8	32	20	23	7	<b>19</b>	<b>43</b>
Britain's ability to make decisions in its own best interests	39	20	15	11	9	7	<b>59</b>	<b>20</b>
Your own standard of living	7	11	46	19	10	7	<b>18</b>	<b>29</b>

HALF THE SAMPLE WITH PREAMBLE, HALF THE SAMPLE WITHOUT

Q14A/B The Prime Minister, David Cameron, recently gave a speech saying that a vote to leave the European Union might put at risk the peace and stability of Europe. However, Boris Johnson, the former Mayor of London, has said this is not a powerful argument, and that peace in Europe is down to NATO.

If Britain leaves the EU, do you think it would be better or worse for peace and stability in Europe, or would it make no difference?

<i>Base:</i>	<i>With preamble</i> % (483)	<i>Without preamble</i> % (519)
A lot better	2	4
A little better	3	4
Make no difference	58	55
A little worse	16	20
A lot worse	15	14
Don't know	6	3
<b>Better</b>	<b>5</b>	<b>8</b>
<b>Worse</b>	<b>31</b>	<b>34</b>

Q17. Which two or three of the following, if any, do you believe have most impact on people's everyday lives?

	%
Local councils	62
The Government	55
Westminster Parliament	29
European Union	26
Civil service	20
Scottish Parliament	5
National Assembly for Wales	3
Don't know	3