

## Ipsos MORI April 2016 Political Monitor

### Topline Results

19 April 2016

Fieldwork: 16<sup>th</sup> – 18<sup>th</sup> April 2016

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,026 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 16<sup>th</sup> – 18<sup>th</sup> April 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 (781)* Q1a/b %

Conservative	38
Labour	35
Liberal Democrats (Lib Dem)	6
Scottish/Welsh Nationalist	7
Green Party	3
UK Independence Party	11
Other	*
<b>Conservative lead (±%)</b>	<b>+3</b>
<i>Would not vote</i>	2
<i>Undecided</i>	4
<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 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	38
Labour	37
Liberal Democrats (Lib Dem)	6
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	9
Other	*
<b>Conservative lead (+%)</b>	<b>+1</b>
<i>Would not vote</i>	7
<i>Undecided</i>	6
<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	65
9	6
8	7
7	5
6	1
5	6
4	*
3	2
2	1
1 – absolutely certain not to vote	6
Don't know	1

**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?**

	%
Improve	25
Stay the same	31
Get worse	33
Don't know	10
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-8</b>

**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	43
Leave the European Union	35
Undecided	19
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	49
Leave the European Union	39
Undecided	8
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	Dec'2015 (529)	Jan' 2016 (513)	Feb' 2016 (497)	March' 2016	<b>April' 2016</b>
Remain a member of the European Union	52	58	55	54	49	<b>49</b>
Leave the European Union	36	32	36	36	41	<b>39</b>
Don't know/ undecided/ would not vote	12	10	9	10	10	<b>12</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	70
9	5
8	7
7	3
6	1
5	6
4	1
3	1
2	*
1 – absolutely certain not to vote	3
Don't know	1

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)	<b>Apr' 16 (927)</b>
Definitely decided	57	58	63	64	<b>69</b>
May change mind	40	39	35	33	<b>28</b>
Don't know	3	3	2	3	<b>3</b>

Q11a. 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?

Q11b. An which of these issues, if any, that you mentioned is the most important to you in helping you decide which way to vote?

	<i>All %</i>	<i>Most imp %</i>
The impact on Britain’s economy	32	18
The number of immigrants coming into Britain	27	14
Britain’s ability to make its own laws	14	7
The cost of EU immigration on Britain’s welfare system	12	4
Britain’s ability to trade with countries in the European Union	11	4
The impact on British jobs	11	3
Cost of EU membership fees	9	2
The impact on the rights of British workers	8	2
Regulations by the European Union on British businesses	8	1
The impact on British national security	8	2
Britain’s relationship with other countries	7	1
The number of refugees coming to Britain to claim asylum	7	1
The ability to travel in the European Union	6	1
The impact on me personally	6	1
Impact on public services/housing	5	1
Britain’s status in the world	5	1
The ability of British citizens to live and work in other European Union countries	5	*
Nothing/none	10	10
Don’t know	8	12

Q12 You said that you would vote for the UK to remain in/leave the EU. Now thinking about the issue you said was most important to you, if you were persuaded that on that issue it would be best for Britain to leave/stay in the EU, how likely, if at all, would you be to change your mind and vote to leave/remain in the EU?

Base: All who would vote to remain in the EU/leave the EU and give an important reason

	Remain % (457)	Leave % (327)
Would definitely change my vote	7	5
Would probably change my vote	27	21
Would probably not change my vote	25	20
Would definitely not change my vote	36	50
Don’t know	4	4
<b>Definitely/probably would change vote</b>	<b>34</b>	<b>26</b>
<b>Definitely/probably would not change vote</b>	<b>61</b>	<b>70</b>