

## Ipsos MORI December 2016 Political Monitor

### Topline Results

21 December 2016

Fieldwork: 9<sup>th</sup> – 12<sup>th</sup> December 2016

#### Technical Details

Ipsos MORI interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 9<sup>th</sup> – 12<sup>th</sup> December 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 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.

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 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 (741)* Q1a/b %

Conservative	40
Labour	29
Liberal Democrats (Lib Dem)	14
Scottish/Welsh Nationalist	4
Green Party	3
UK Independence Party	9
Other	1
<b>Conservative lead (±%)</b>	<b>+11</b>
<i>Would not vote</i>	*
<i>Undecided</i>	3
<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	38
Labour	30
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	4
Green Party	4
UK Independence Party	10
Other	1
<b>Conservative lead (±%)</b>	<b>+8</b>
<i>Would not vote</i>	11
<i>Undecided</i>	5
<i>Refused</i>	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	63
9	5
8	6
7	4
6	3
5	6
4	2
3	1
2	1
1 – absolutely certain not to vote	8
Don't know	2

## 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? *(NB Split sampled)*
- Q7 Are you satisfied or dissatisfied with the way Paul Nuttall is doing his job as leader of UKIP, the UK Independence Party? *(NB Split sampled)*

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3)	36	53	11	-17
May (Q4)	50	35	15	+15
Corbyn (Q5)	26	58	16	-32
Farron (Q6) <i>(base: 508)</i>	27	28	45	-1
Nuttall (Q7) <i>(base: 495)</i>	18	35	47	-17

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?

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

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government* (Q3)	334	65	23	12	+42
May (Q4)	334	82	9	9	+73
Corbyn (Q5)	248	51	37	12	+14

## Economic Optimism Index

- Q8 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	24
Stay the same	21
Get worse	51
Don't know	5
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-27</b>

**Brexit**

Q11 Do you think each of the following has done a good job or a bad job at handling Britain’s exit from the European Union?

	Good job %	Bad job %	Don't know %
The Government	33	53	14
<i>The Government Nov 2016</i>	37	48	15
Theresa May	51	35	14
Boris Johnson, the Foreign Secretary	31	55	14
David Davis, Secretary of State for Exiting the European Union	29	39	32

Q12 How strongly do you agree or disagree with the following statements?

	Strongly agree %	Somewhat agree %	Neither agree nor disagree %	Somewhat disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
The Conservative party is divided on how to handle Britain’s exit from the European Union	36	31	9	10	7	7	67	17
The Labour party is divided on how to handle Britain’s exit from the European Union	37	27	8	9	10	9	64	19

**2017**

Q13 And looking ahead to 2017, do you think it will be a good year or bad year for each of the following?

	Good year %	Bad year %	Neither good nor bad year %	Don't know %
Theresa May	51	35	4	9
Jeremy Corbyn	21	66	2	10
Boris Johnson	40	48	3	9
Sadiq Khan, the Mayor of London	58	19	3	20
The Labour Party	23	65	4	8
The Conservative Party	43	41	5	10
The Liberal Democrat Party	39	41	4	16
The UK Independence Party	41	44	3	13
You and your family	72	16	7	5
The United States	28	59	3	10
The United Kingdom	45	43	6	6
The European Union	18	69	3	9