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Social Market  
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# *Ask the Expert* **The 2017 UK Election**

Speaker:

**Professor John Curtice**

Strathclyde University and NatCen Social Research  
Senior Fellow, 'The UK in a Changing Europe'

**@whatukthinks**

[whatukthinks.org/eu](http://whatukthinks.org/eu)

**@whatscotsthink**

[whatscotlandthinks.org](http://whatscotlandthinks.org)

Chair:

**James Kirkup**

Director, Social Market Foundation

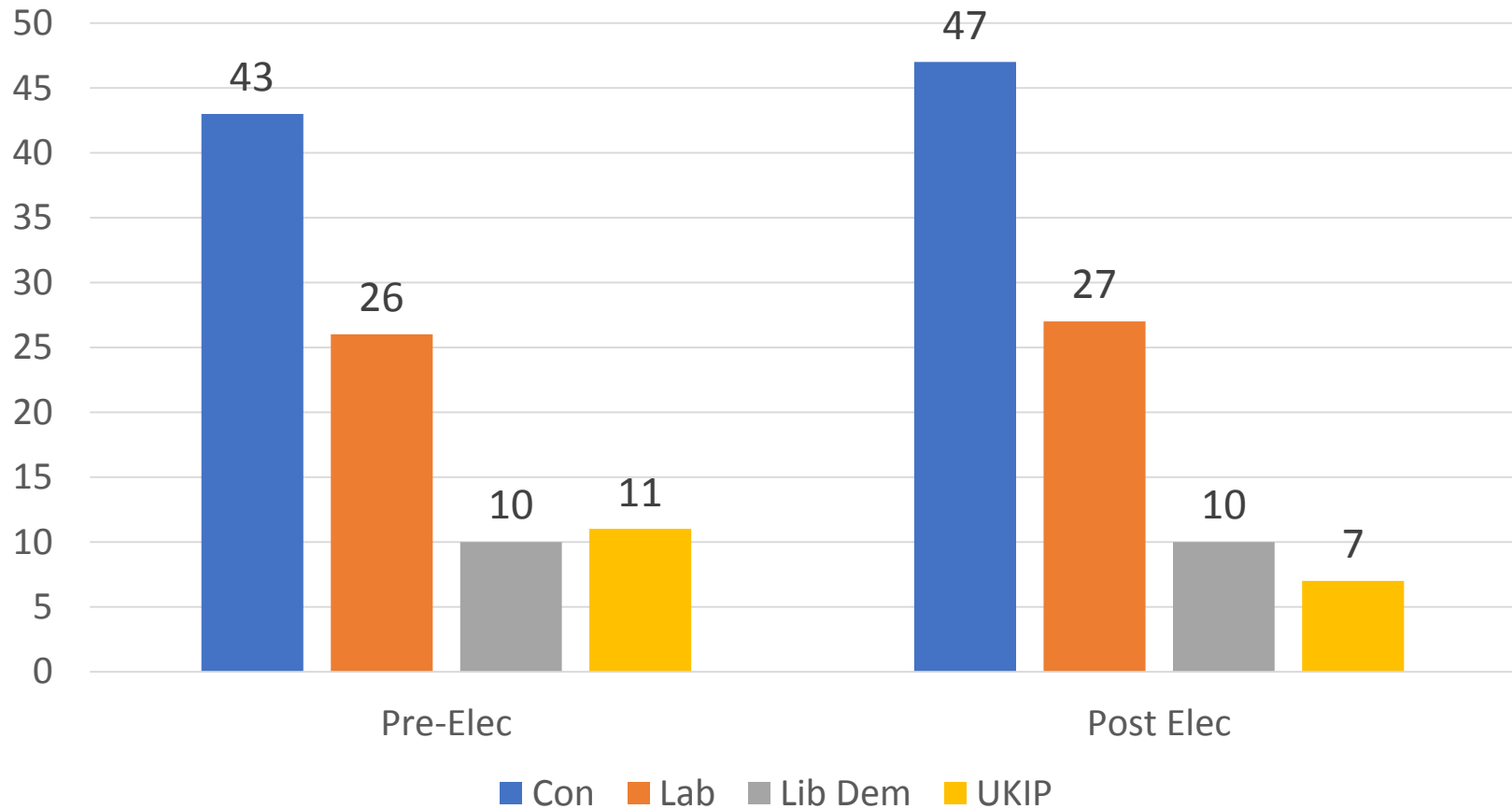
**@jameskirkup**



**#SMFask**

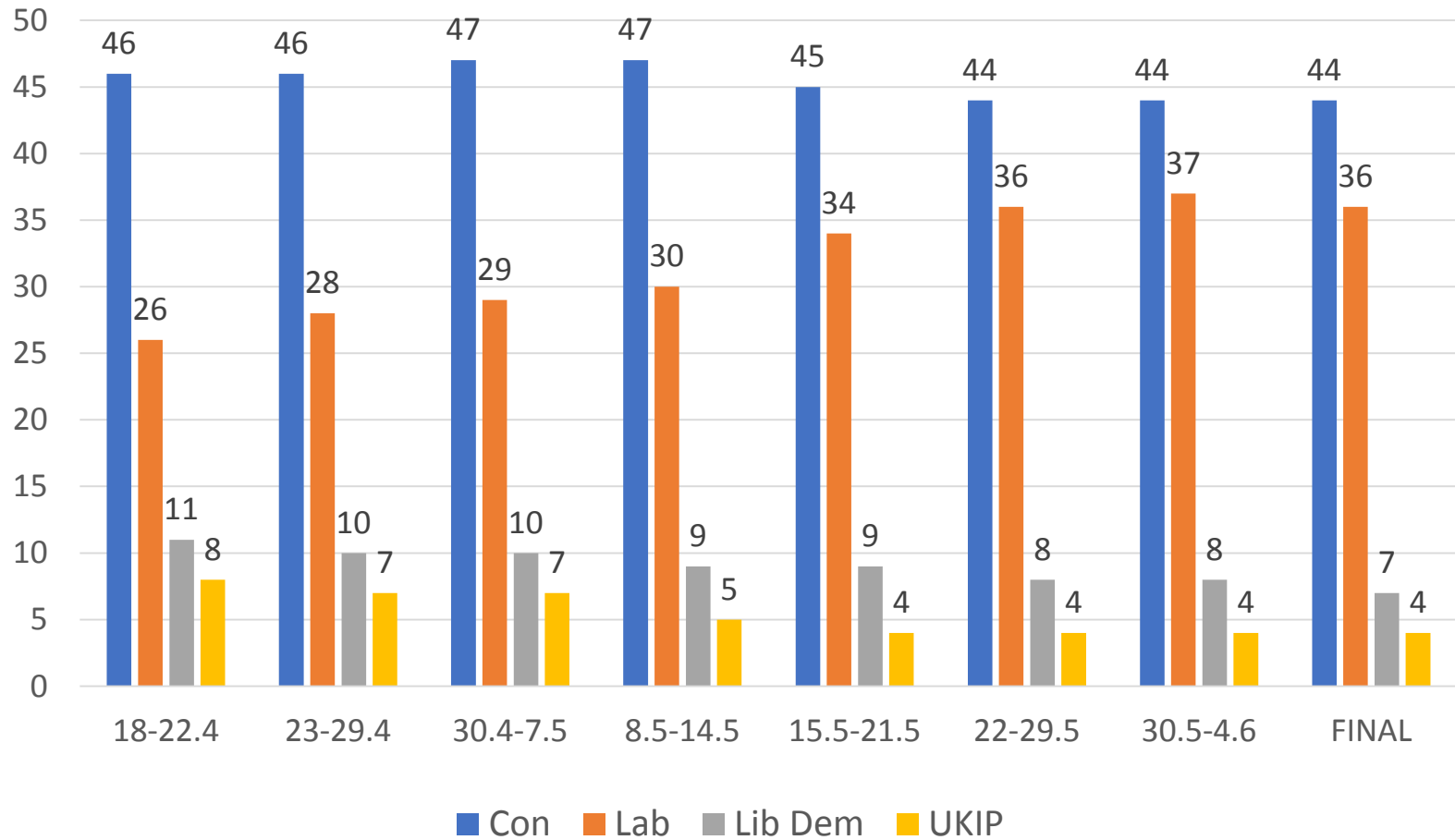
**@esrc @SMFthinktank**

# The First Campaign Movement



Based on ComRes, ICM, YG, and Opinium Polls

# The Campaign Polls



# The Result

	% vote (GB)	Change since 2015	Seats (UK)	Change since 2015
Conservatives	43.5	+5.8	318	-13
Labour	41.0	+9.8	262	+30
Liberal Democrats	7.6	-0.5	12	+4
UKIP	1.9	-11.0	0	-1
Greens	1.7	-2.6	1	n/c
Others	4.3	-1.9	58	-20

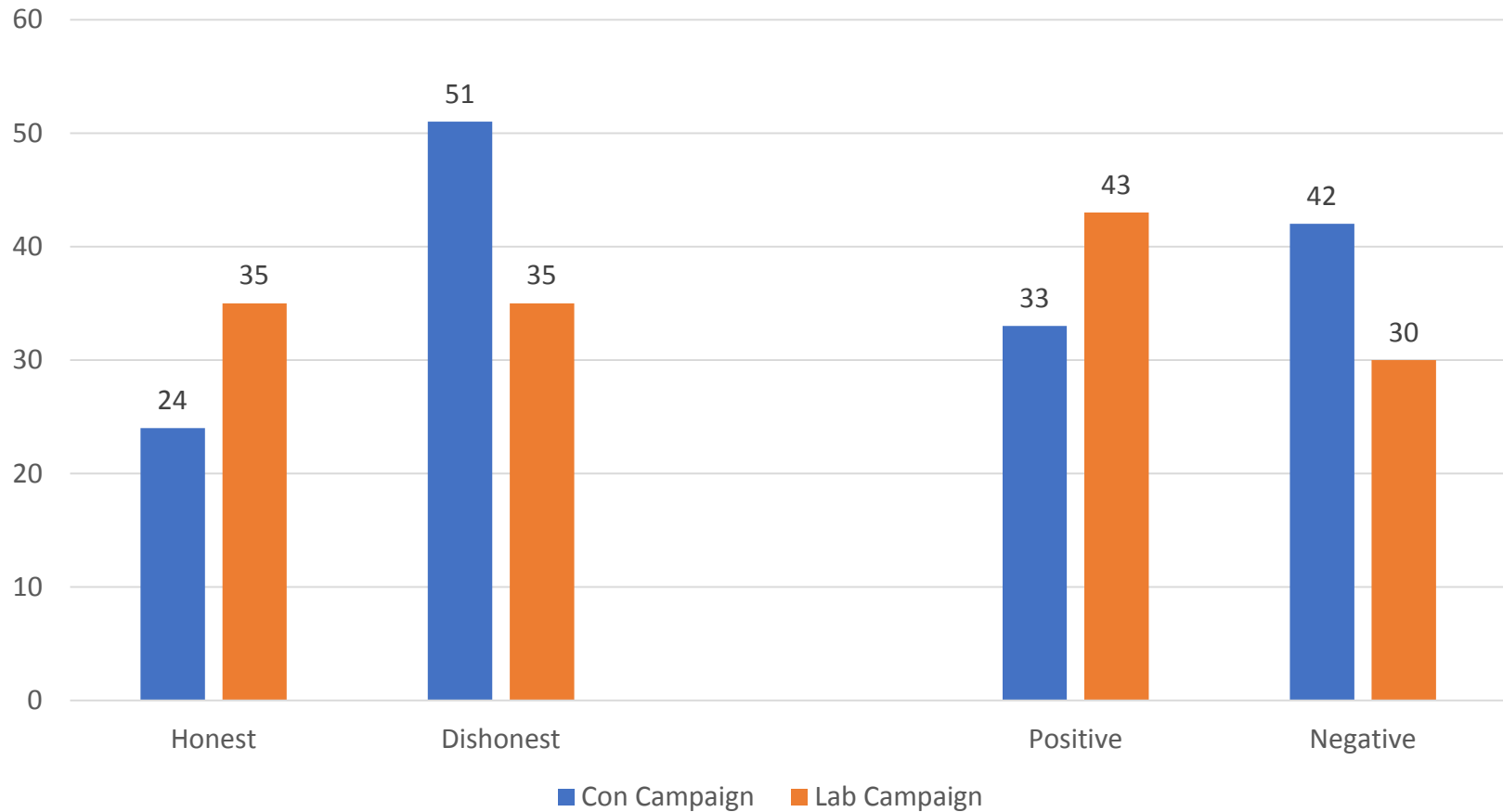
# The Result in Scotland

	% vote	Change since 2015	Seats	Change since 2015
SNP	36.9	-13.1	35	-21
Conservatives	28.6	+13.7	13	+12
Labour	27.1	+2.8	7	+6
Liberal Democrats	6.8	-0.8	4	+3
Others	0.7	-2.6	0	n/c

# The Policy Ledger

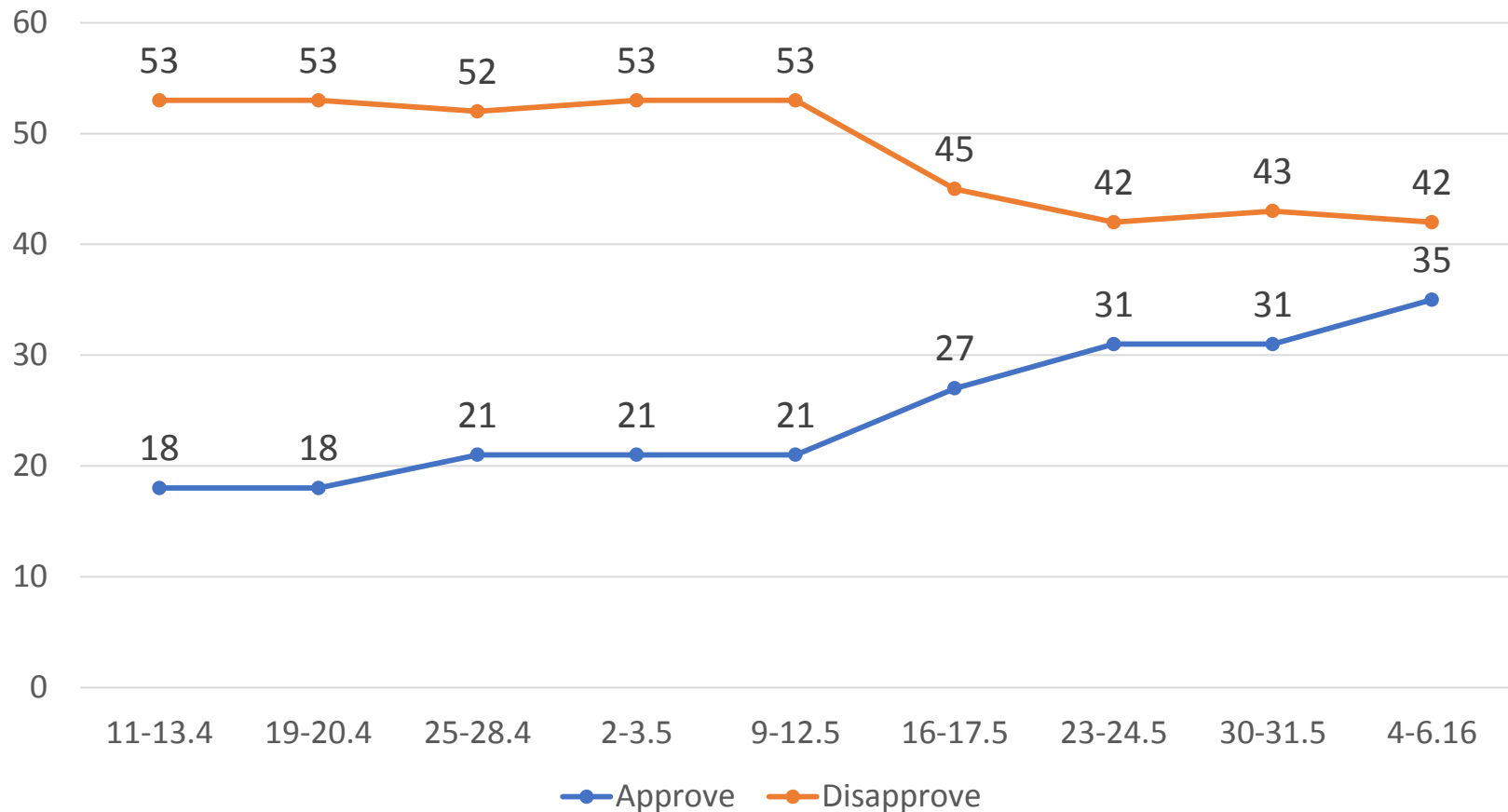
	Good idea	Wrong Priority		Good idea	Wrong Priority
Non EU pay NHS	70	19	Capping rents	65	20
60% min wage	61	17	Inc Tax > £80K	58	26
Means test WFP	49	34	Scrap tuition fees	49	36
Immig Pay	37	40	Nationalisation	46	35
Social care*	35	40	Up Business Tax	35	42
Dble lock*	30	49	No No EU	31	40
End school lunch	23	53			

# A Matter of Tone?



Source: YouGov 30-31.5.17

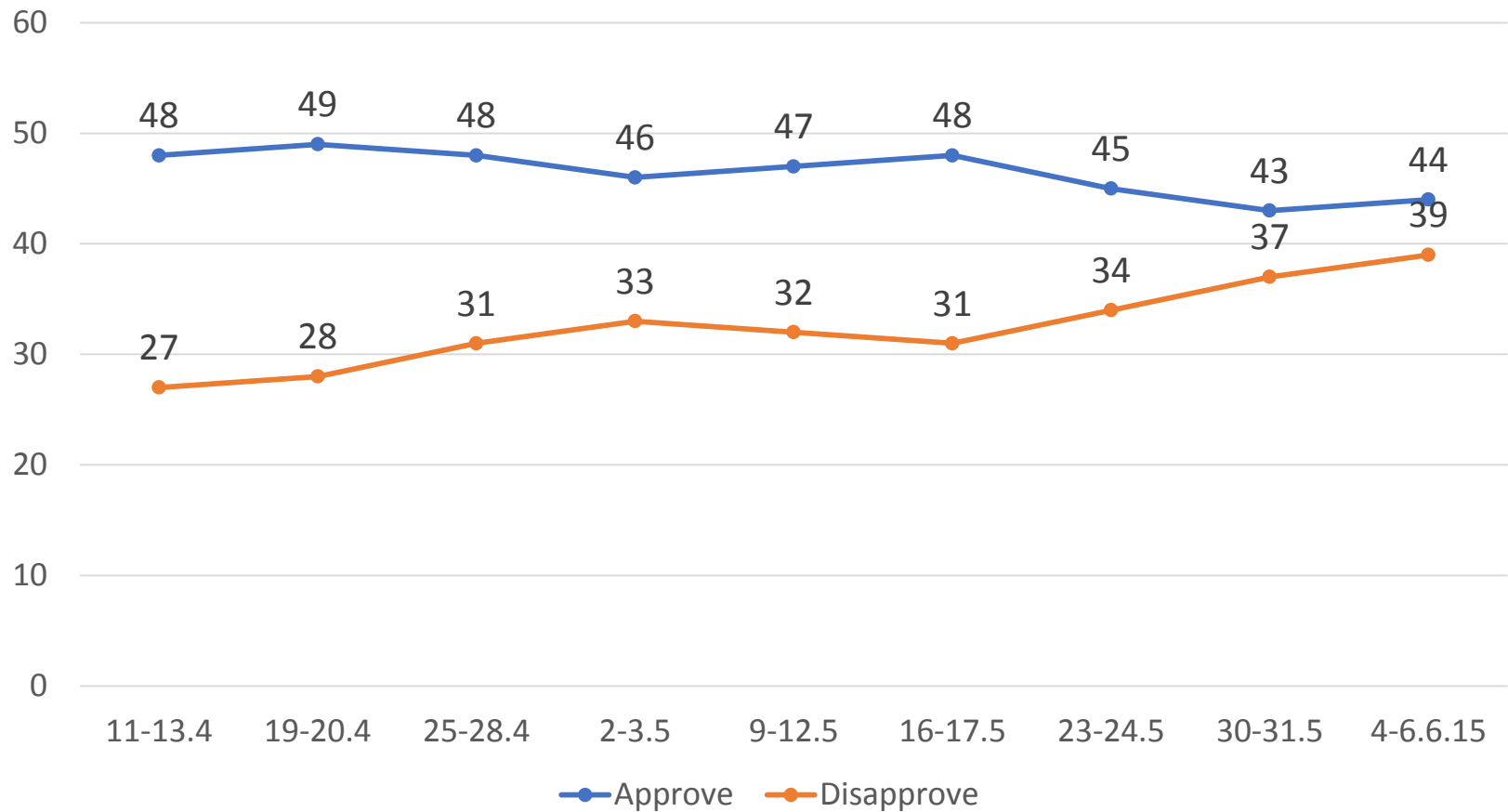
# Maybe Mr Corbyn's Not Quite So Bad After All?



Source: Opinium



# And Maybe Mrs May's Not Quite So Good?



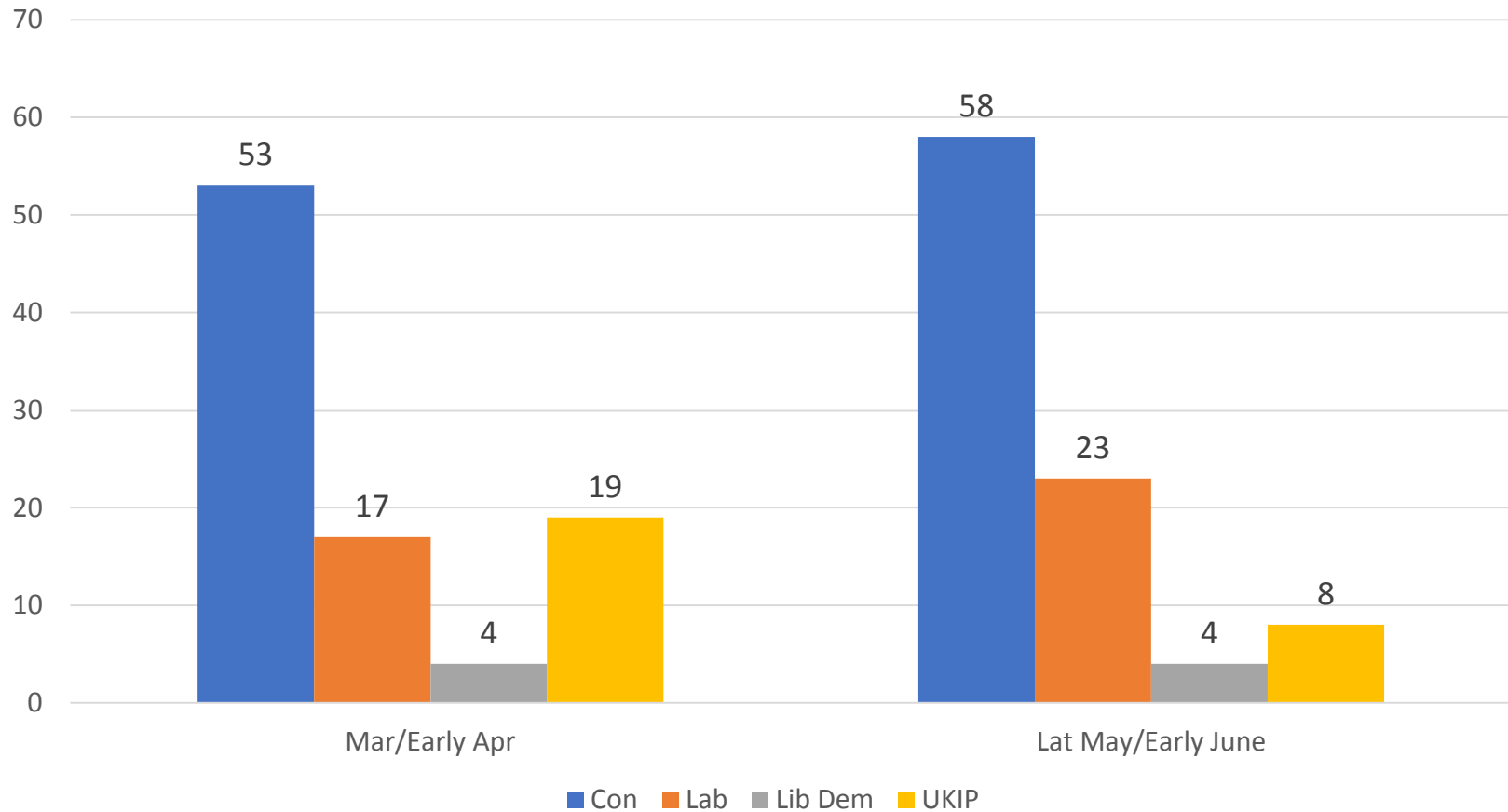
Source: Opinium

# A Growing Age Gap

	18-24		65+	
	Con	Lab	Con	Lab
Late April	26	41	66	14
Early June	22	59	59	23
Change	-4	+18	-7	+9

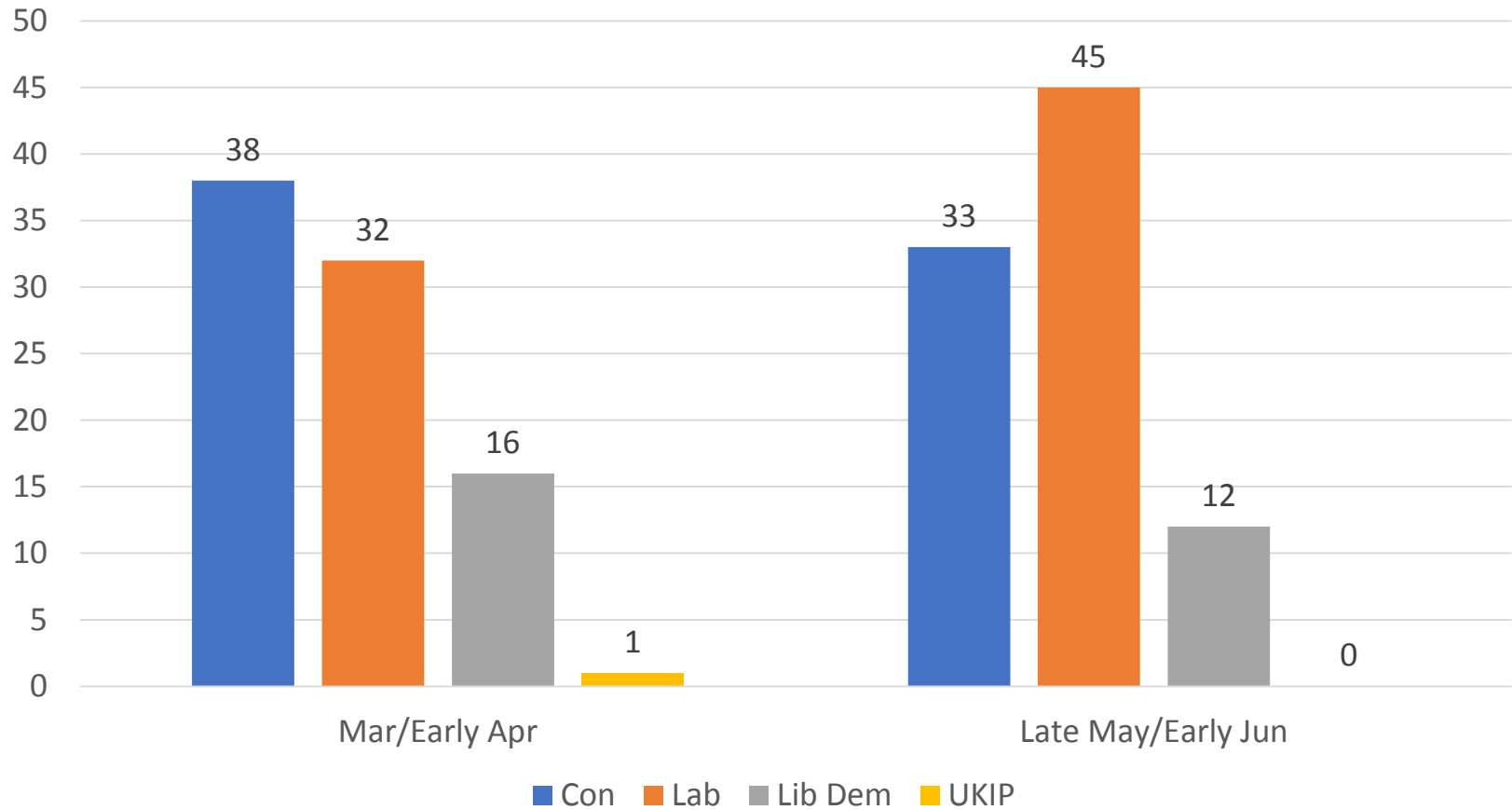
Sources: Average of ComRes, ICM, Kantar, ORB and YouGov polls

# The Evolution of the Leave Vote

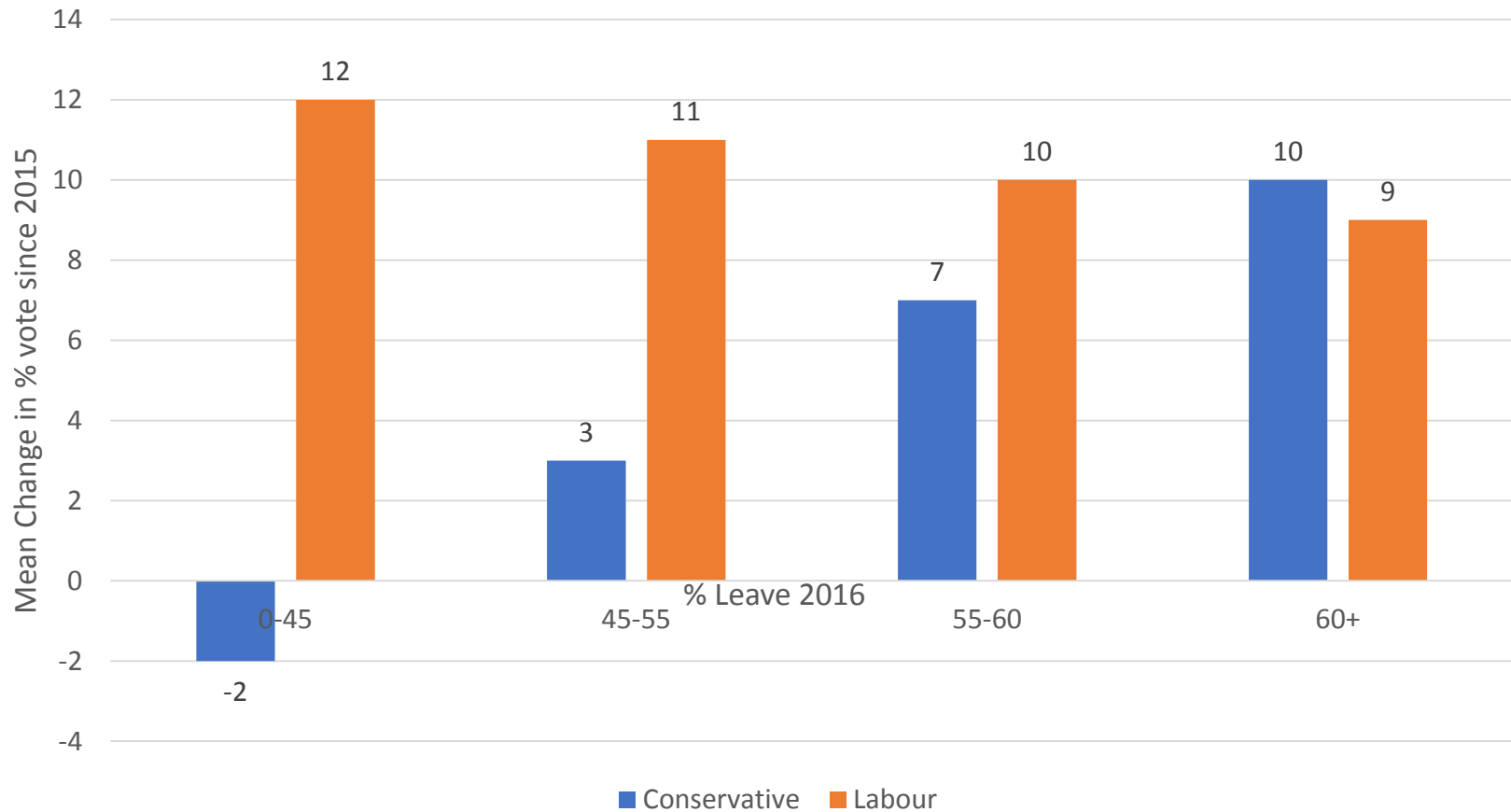


Source: ICM

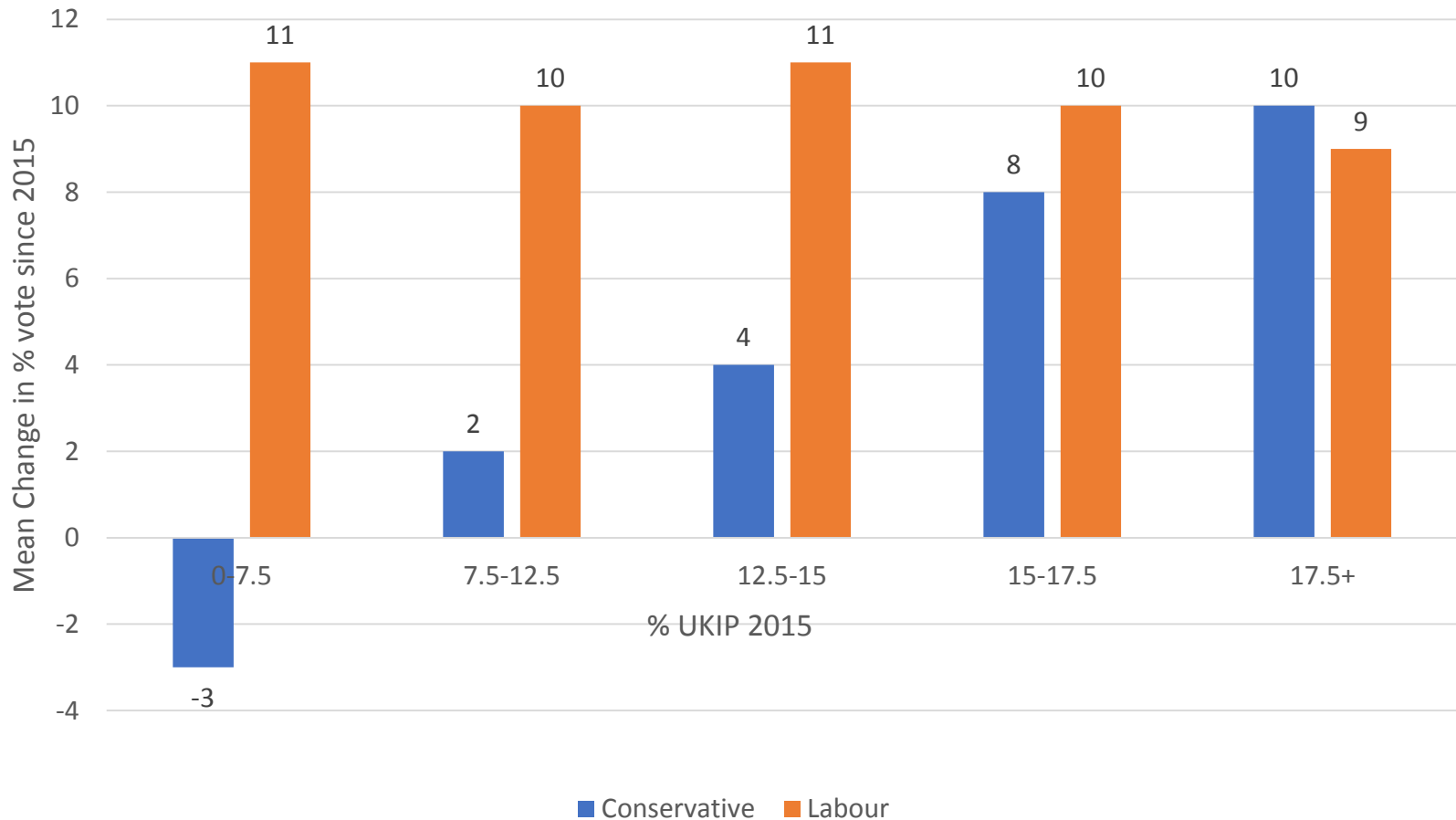
# The Evolution of the Remain Vote



# The Remain/Leave Divergence in England & Wales



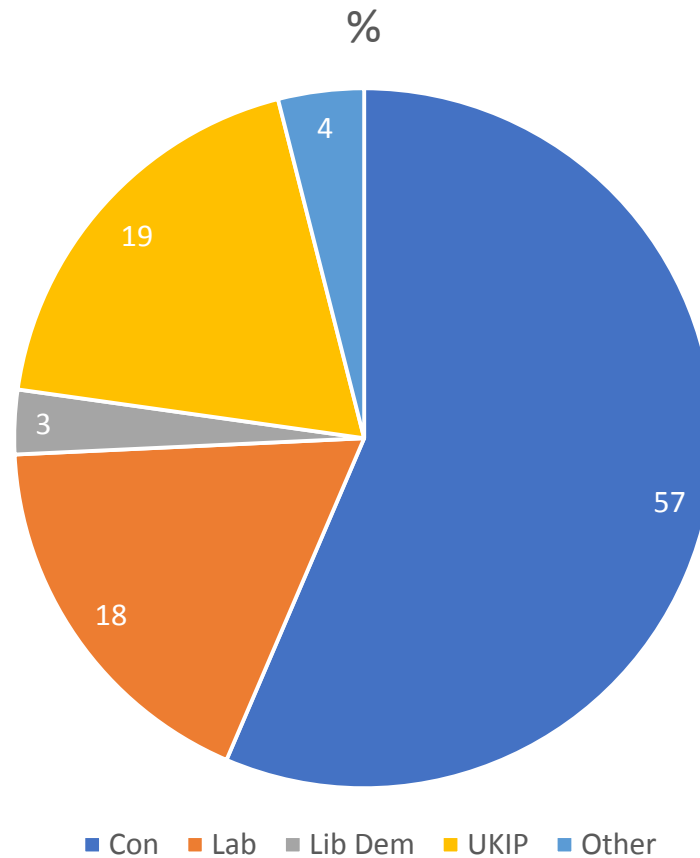
# Where There Once Was UKIP



# Remain/Leave in Ashcroft

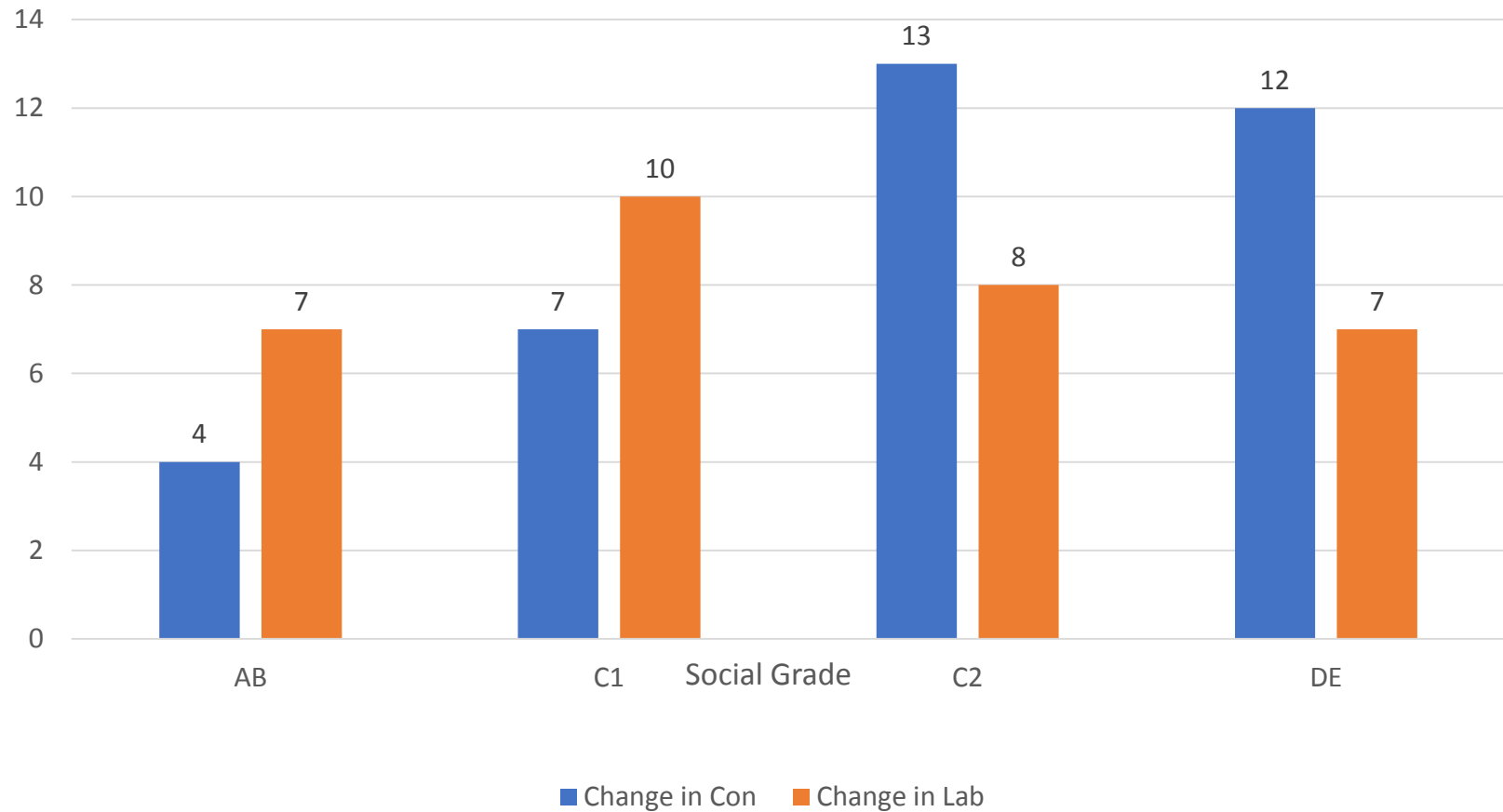
	Remain		Leave	
	Con	Lab	Con	Lab
2015 Recall	30	41	45	20
2017	25	51	60	25
Change	-5	+10	+15	+5

# How The UKIP Vote Divided



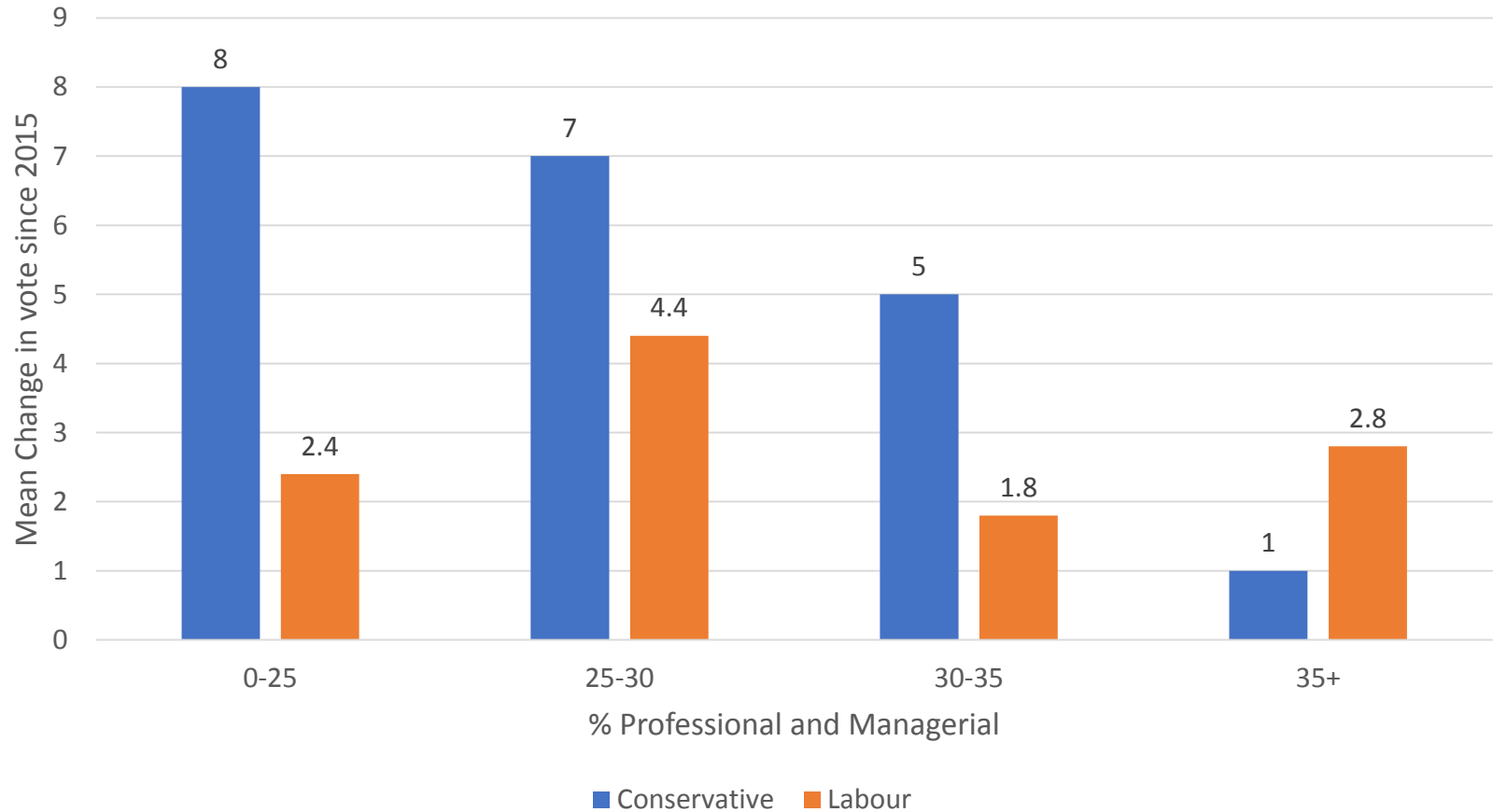


# A Changing Conservative Vote



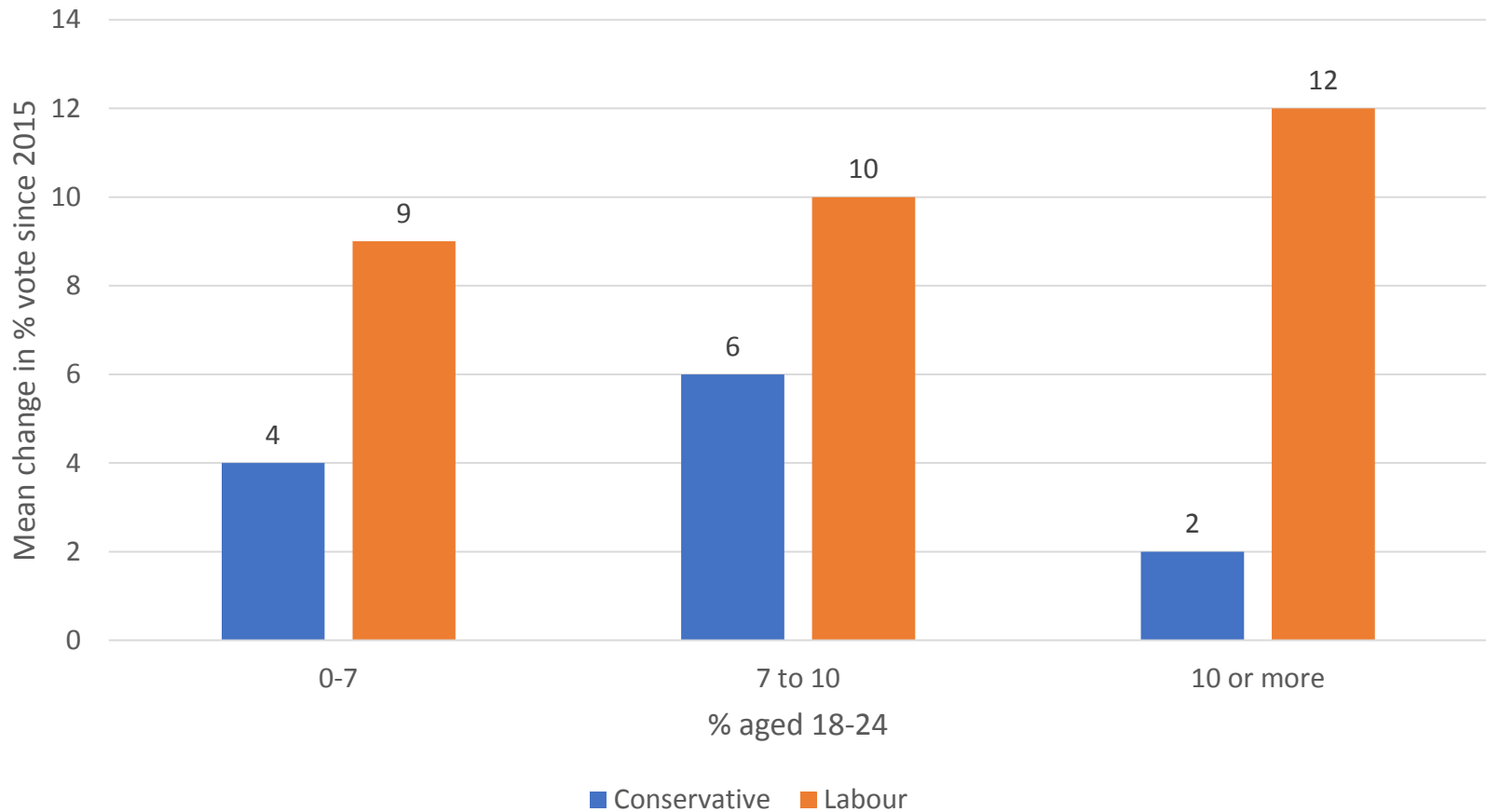
Derived from Lord Ashcroft Polls: 5-7.5.15 & 6-7.6.17

# In The Constituencies Too



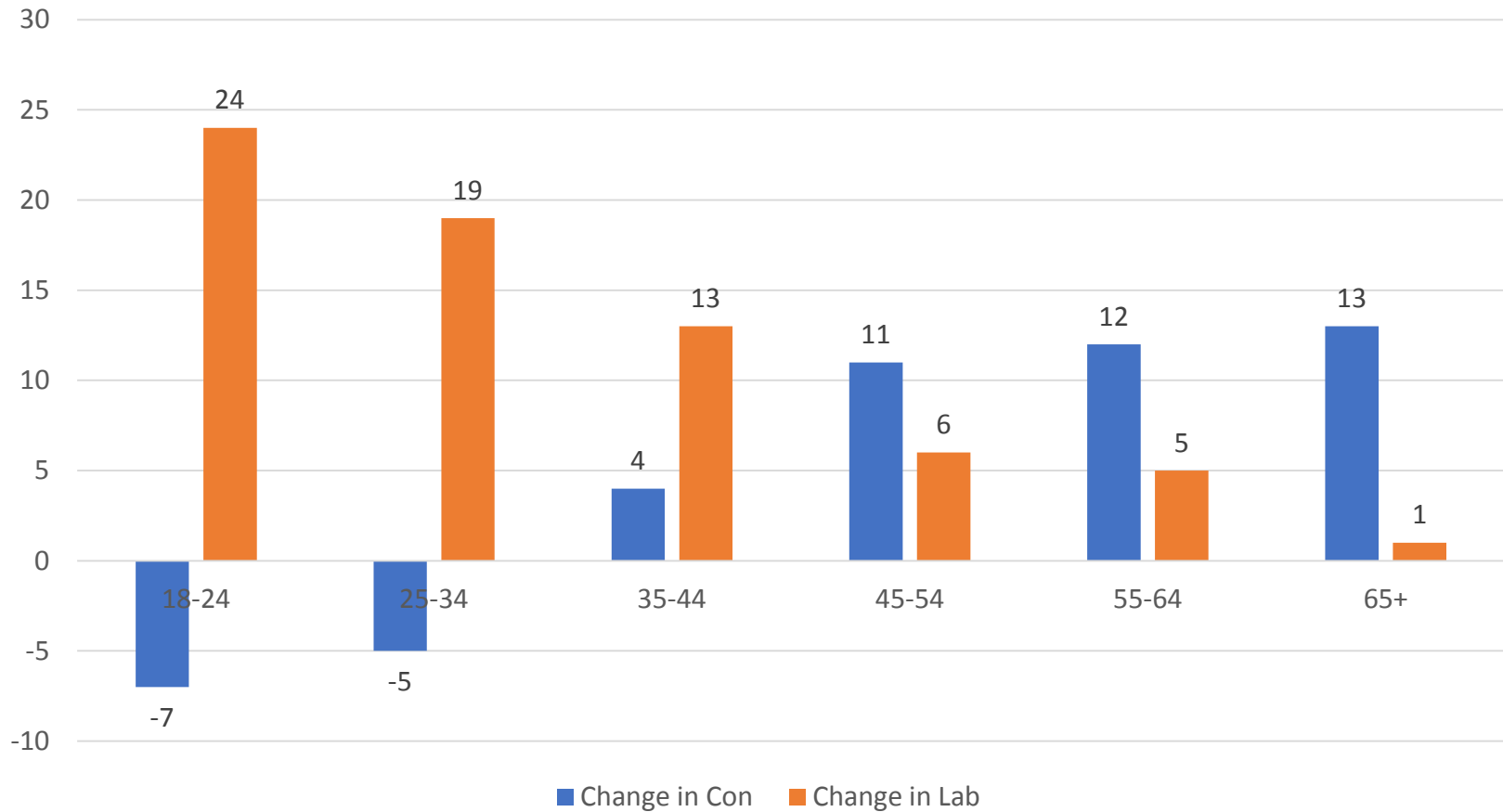
Seats in England & Wales only

# How The Age Profile of Constituencies Mattered



Seats in England & Wales only

# Generations Apart?



Derived from Lord Ashcroft Polls: 5-7.5.15 & 6-7.6.17

# Regional Variation

Swing Since 2015



Positive swing = net swing to Con; negative swing = net swing to Lab

# Milestones for 20??

Swing	Con %	Lab %	Con	Lab	Lib Dem	Nat	Other
+0.3	43.8	40.7	326	255	12	38	19
-1.25	42.25	42.25	298	286	14	33	19
-1.6	41.9	42.6	292	292	14	33	19
-4.9	38.6	45.9	259	327	15	30	19

# Summary

- Calling the election was always a bit of a gamble
- During the campaign Labour secured a record-breaking rise in support (from a record low)..
- ..thanks to a relatively popular manifesto and a re-evaluation of the leaders
- Labour won over younger voters and Remainers in particular
- Which overturned the advantage the Tories secured from (older, working class) Leavers and Ukipers
- Resulted in a blurring of some of the traditional social/geographical divisions of party support