

We Said Sleepless Nights for Theresa May

Time for Some Clarity

The day after Theresa May called this General Election we said it wasn't going to be as simple for her as the polls were suggesting.

What we were seeing was a much more volatile electorate. We have talked to lots of people over the last year, whose allegiances are clearly changing and these shifts are difficult to track, both for the people themselves and for market researchers.

Often through frustration with how the world appears to be changing around them and the impact on their lives, people appear to be more prepared and empowered to 'overturn apple carts'.

The Brexit referendum last year and Trump's victory among significant events, seems to be giving people permission to challenge traditional perceptions and behaviour.

Labour's campaign looks to have played to that sense of frustration and feeling 'dispossessed'.

Mind the Gap

When Theresa May called this election she said that following Brexit, 'Westminster was divided and the country united'. This is the opposite of what we had been seeing. This morning, with this election result, she must see that as well. She must have had a lot of sleepless nights already and probably has plenty more to come.

Perhaps we'll sleep a bit easier too, with the re-affirmation that in-depth qualitative research can go behind the numbers and show us how people are feeling and might behave.

While being all smug and saying "I told you so", we should flag that we said this election would be a single issue one, about Brexit. Labour's Manifesto blew that notion out of the water and Brexit was hardly mentioned!

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