

# IPSOS MORI CAMPAIGN TRACKER

NOVEMBER 2019



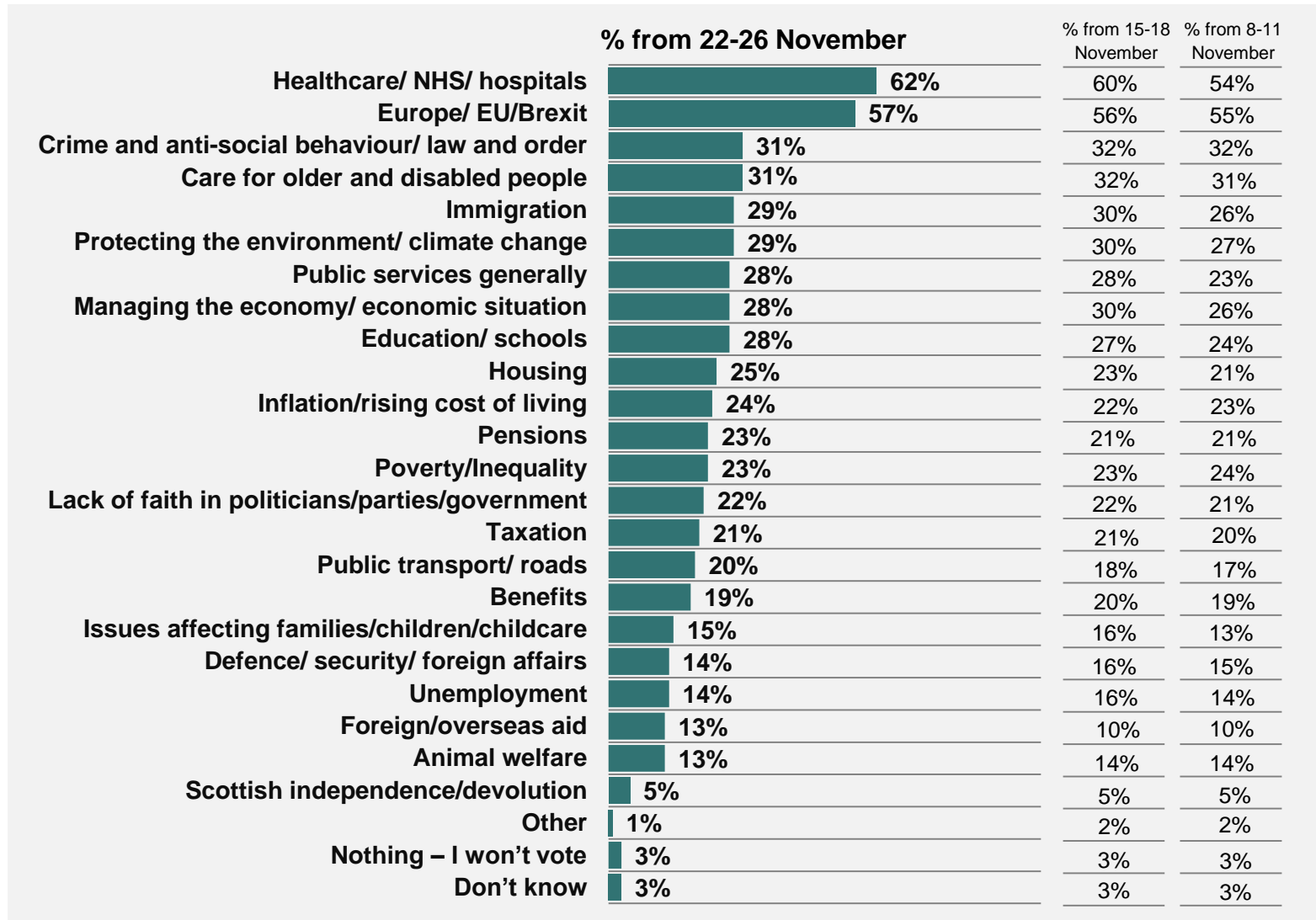
Ipsos MORI





# Which issues will help decide your vote?

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,134 Online British adults 18+, 22-25 November 2019

# Which issues will help decide your vote? By party

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

## Top ten issues for 2017 Conservative voters

	% from 22-26 November	% from 15-18 November	% from 8-11 November
Europe/ EU/Brexit	70%	69%	68%
Healthcare/ NHS/ hospitals	65%	58%	55%
Immigration	41%	46%	38%
Crime	40%	38%	41%
Care for older and disabled people	36%	35%	30%
Economy	35%	40%	33%
Public services generally	27%	25%	19%
Taxation	26%	22%	22%
Inflation/rising cost of living	25%	17%	22%
Lack of faith in politicians/parties/gov	24%	24%	20%

## Top ten issues for 2017 Labour voters

	% from 22-26 November	% from 15-18 November	% from 8-11 November
Healthcare/ NHS/ hospitals	72%	68%	65%
Europe/ EU/Brexit	51%	47%	49%
Public services generally	40%	31%	29%
Housing	39%	34%	29%
Poverty/Inequality	38%	33%	39%
Environment/ climate change	37%	33%	29%
Education	37%	33%	32%
Care for older and disabled people	33%	33%	33%
Benefits	28%	29%	30%
Crime	27%	29%	27%

Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,134 Online British adults 18+, 2017 Conservative party voters (331), 2017 Labour party voters (346) 22-25 November 2019

# Which issues will help decide your vote? Leave vs Remain

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

## Top ten issues for those who voted leave in 2016 EU Referendum

	% from 22-26 November	% from 15-18 November	% from 8-11 November
Europe/ EU/Brexit	65%	63%	64%
Healthcare/ NHS/ hospitals	64%	62%	55%
Immigration	49%	49%	43%
Crime	38%	39%	43%
Care for older and disabled people	38%	35%	35%
Pensions	29%	24%	26%
Managing the economy	29%	31%	28%
Lack of faith in politicians/parties/gov	25%	26%	22%
Inflation/rising cost of living	25%	23%	24%
Public services generally	25%	26%	23%

## Top ten issues for those who voted remain in 2016 EU Referendum

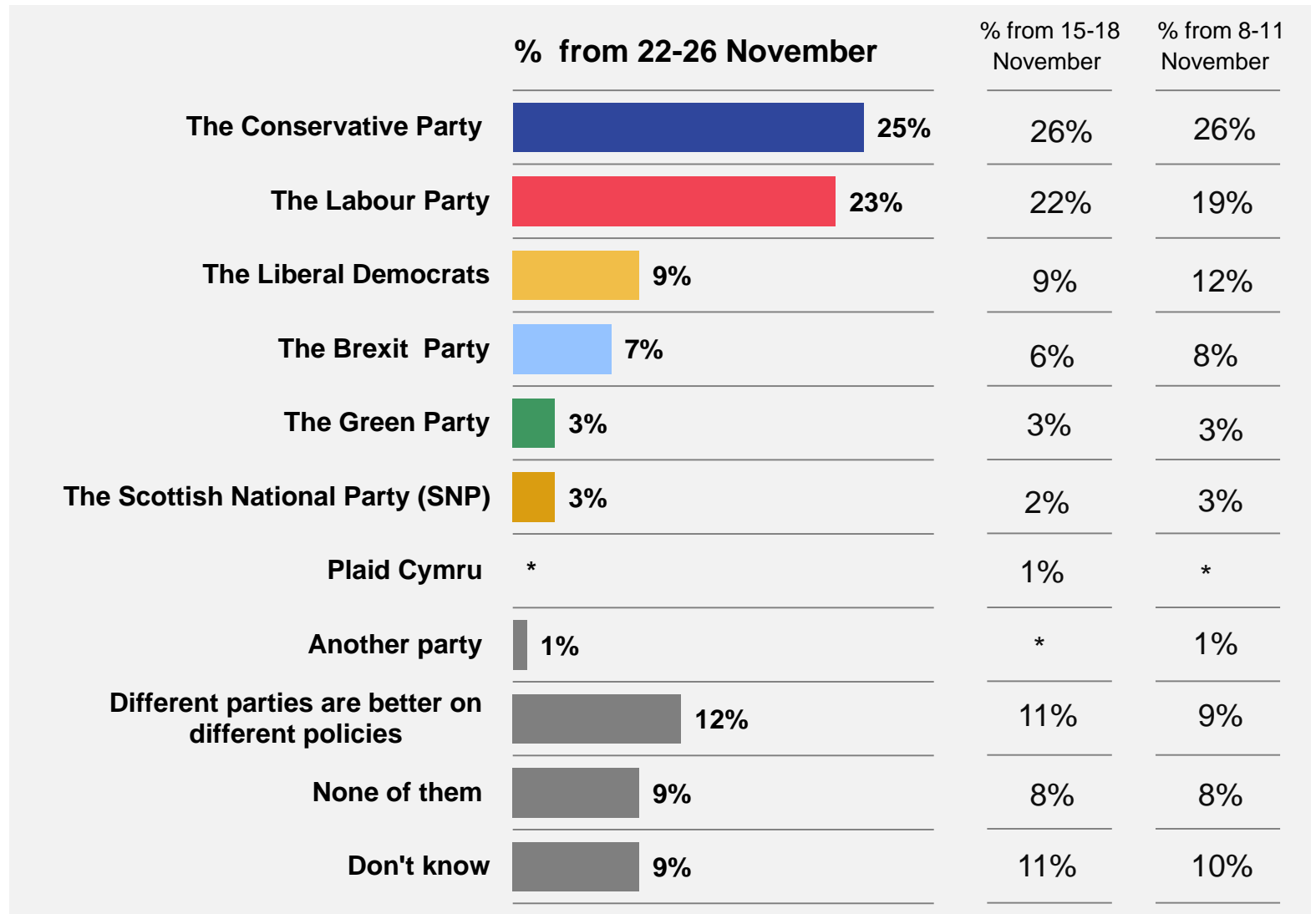
	% from 22-26 November	% from 15-18 November	% from 8-11 November
Healthcare/ NHS/ hospitals	66%	64%	61%
Europe/ EU/Brexit	57%	59%	58%
Environment/ climate change	40%	39%	34%
Education/ schools	36%	31%	29%
Public services generally	36%	34%	29%
Managing the economy	33%	34%	31%
Poverty/Inequality	29%	29%	33%
Crime	28%	30%	26%
Care for older and disabled people	28%	36%	32%
Housing	28%	24%	24%

Base: 1,134 Online British adults 18+, 2016 Leave voters (421), 2016 Remain voters (535), 22-25 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

# Which party has the best policies?

Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?

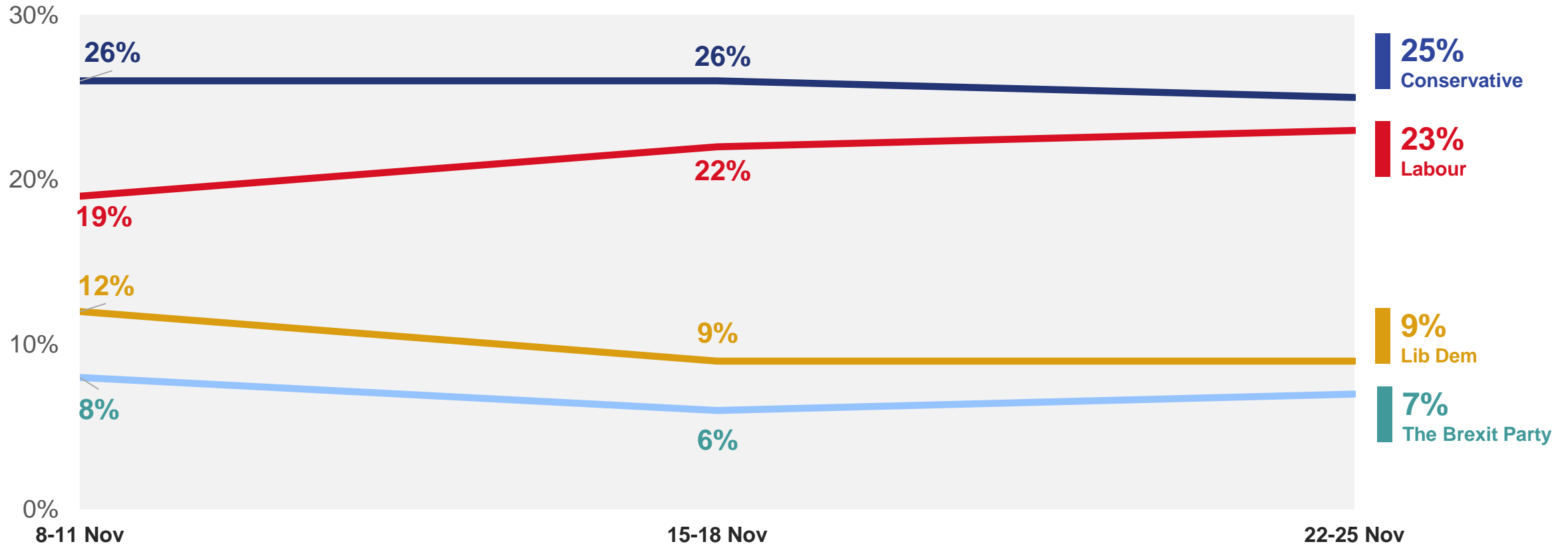


Base: 1,134 Online British adults 18+, 22-25 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

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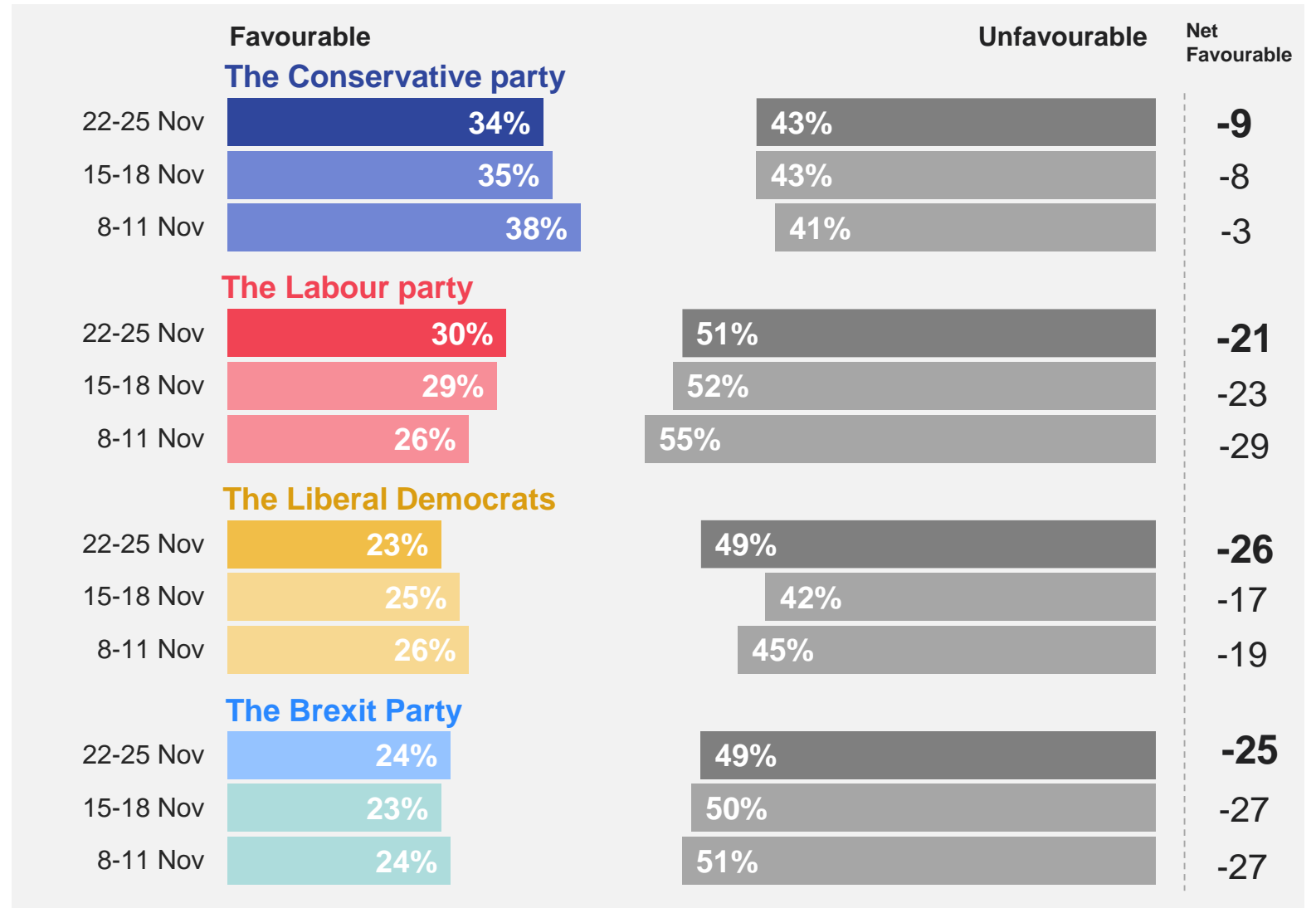


Base: 1,134 Online British adults 18+, 22-25 November 2019

Source: Ipsos MORI Political Monitor

# Favourability towards the parties:

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

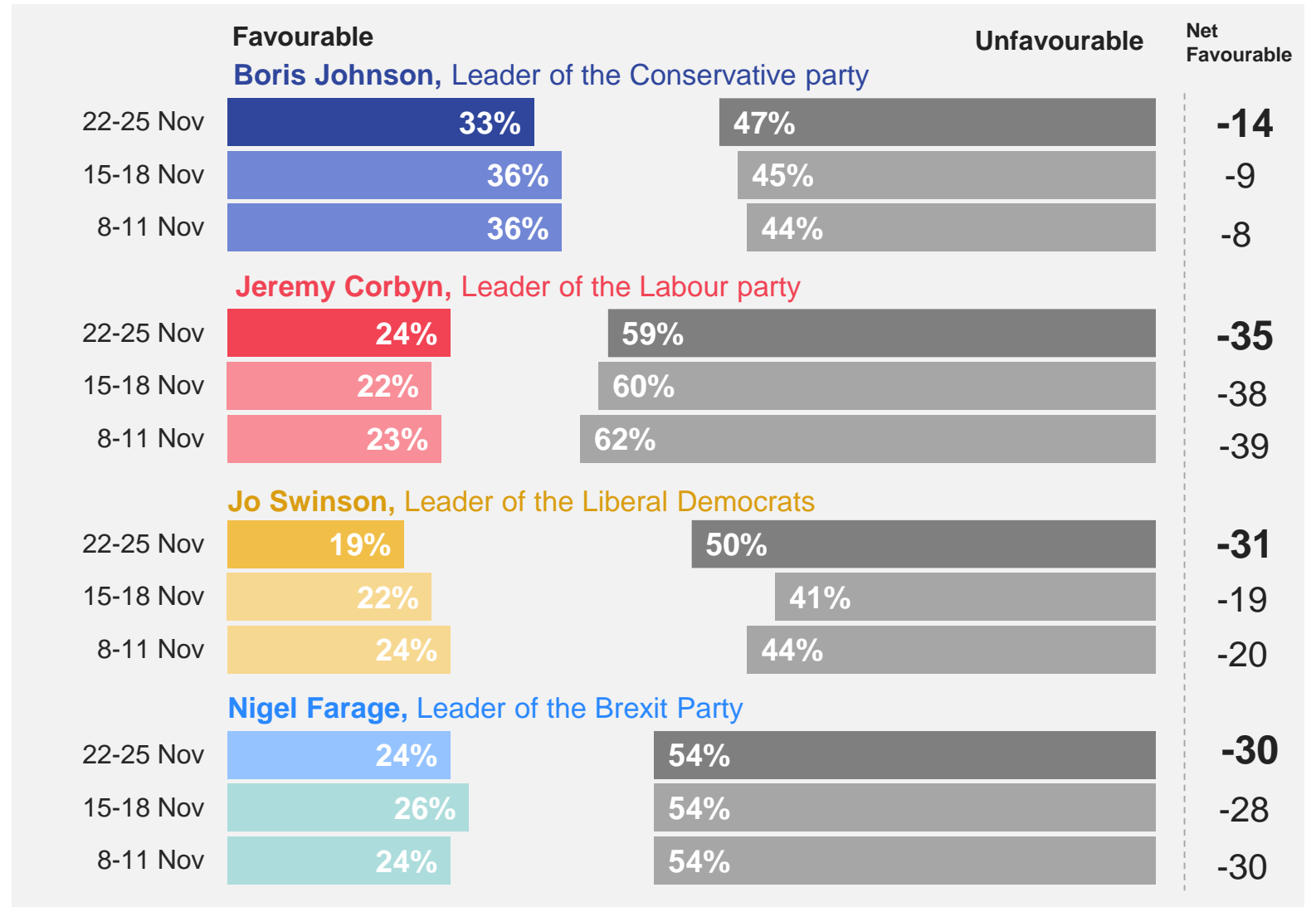


Base: 1,134 Online British adults 18+, 22-25 November 2019.

Source: Ipsos MORI General Election 2019 Campaign Tracker

# Favourability towards party leaders:

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



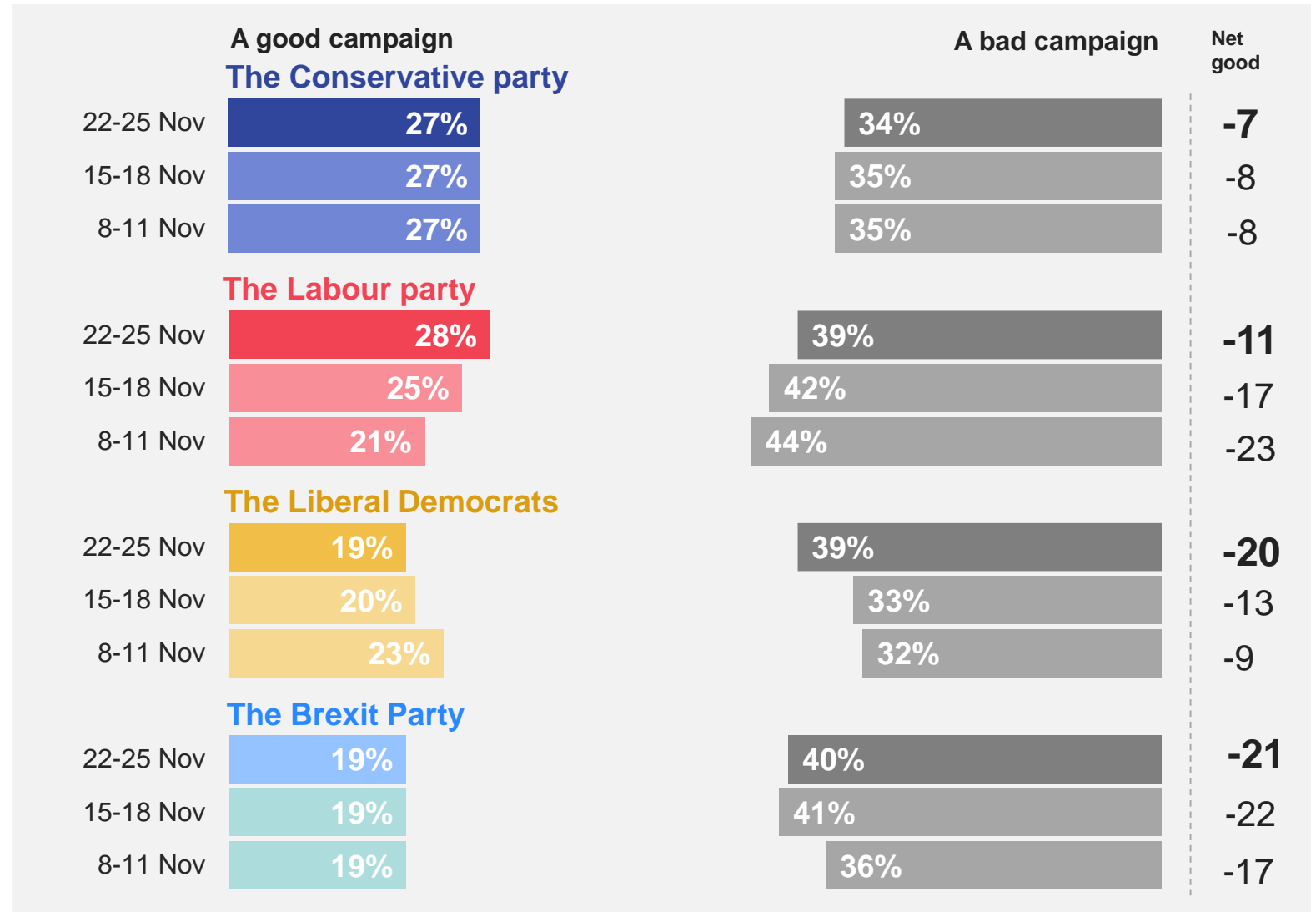
Base: 1,134 Online British adults 18+, 22-25 November 2019.

Source: Ipsos MORI General Election 2019 Campaign Tracker



# Who is having a good campaign?

And regardless of which party you support, on balance do you think each of the following have had a good or bad campaign since the General Election was announced at the end of October?



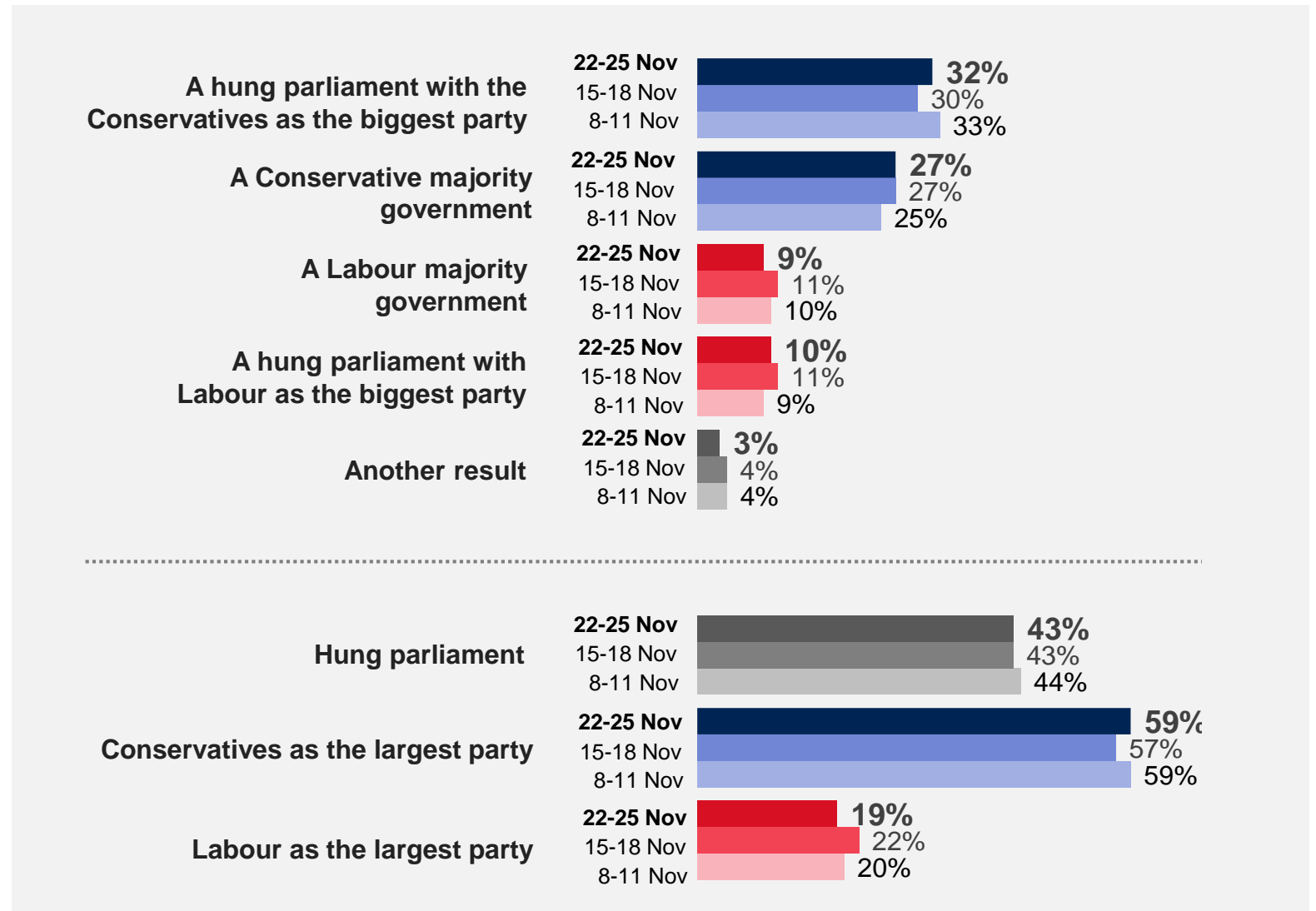
Base: 1,134 Online British adults 18+, 22-25 November 2019.

Source: Ipsos MORI General Election 2019 Campaign Tracker

# What will the election outcome be?

As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions.

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Base: 1,134 Online British adults 18+, 22-25 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

# Technical Note

**Ipsos MORI interviewed a representative sample of 1,134 adults 18+ across Great Britain. Interviews were conducted online: 22nd – 25th November 2019. Data are weighted by region, social grade, age, working status and education 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.**

**Questions are asked of the total sample of n=1,134 unless otherwise stated.**

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## GENERAL ELECTION 2019 CAMPAIGN TRACKER

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