

Table Names	Table Filters
0001 Q1. 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?	All Adults online aged 18+ in Great Britain
0002 Q2. Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?	All Adults online aged 18+ in Great Britain
0003 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary	All Adults online aged 18+ in Great Britain
0004 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults online aged 18+ in Great Britain
0005 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults online aged 18+ in Great Britain
0006 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults online aged 18+ in Great Britain
0007 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults online aged 18+ in Great Britain
0008 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults online aged 18+ in Great Britain
0009 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults online aged 18+ in Great Britain
0010 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults online aged 18+ in Great Britain
0011 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults online aged 18+ in Great Britain
0012 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults online aged 18+ in Great Britain
0013 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults online aged 18+ in Great Britain
0014 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults online aged 18+ in Great Britain
0015 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults online aged 18+ in Great Britain
0016 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults online aged 18+ in Great Britain
0017 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults online aged 18+ in Great Britain
0018 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0019 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0020 Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - Summary	All Adults online aged 18+ in Great Britain
0021 Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Conservative Party	All Adults online aged 18+ in Great Britain
0022 Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Labour Party	All Adults online aged 18+ in Great Britain
0023 Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Brexit Party	All Adults online aged 18+ in Great Britain
0024 Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0025 Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	All Adults online aged 18+ in Great Britain

Q1. 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?
All Adults online aged 18+ in Great Britain

	Total	Gender		Age										Social grade				Region										Urban / Rural		Marital Status				Education		Employment status			General Election 2017 vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-44	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Widowed/ Divorced/ Separated	Non graduate	Working	Not working	Conserved voter	Labour	Lib Dem	Other	Remain	Leave													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)												
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	238	261	154	56	91	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421											
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	236	260	153	56	98	924	210	697	294	144	349	785	661	443	351	318	90	158	463	488											
Healthcare/ NHS/ hospitals	699	325	374	162	225	313	52	110	109	116	113	200	181	211	161	146	178	190	157	89	34	51	574	125	447	158	95	216	483	396	303	229	228	50	84	305	314											
	62%	59%	64%	51%	59%	72%	42%	56%	60%	58%	66%	76%	60%	67%	60%	52%	66%	64%	60%	58%	61%	52%	62%	60%	64%	56%	62%	62%	57%	68%	65%	72%	55%	59%	66%	64%												
Europe/ EU/Brexit	645	315	331	143	218	274	49	94	101	127	97	178	187	180	120	152	148	163	151	96	35	52	539	106	415	147	84	205	440	377	268	245	162	50	97	265	317											
	57%	60%	54%	45%	60%	64%	40%	64%	39%	48%	56%	63%	57%	68%	62%	59%	51%	54%	55%	58%	63%	63%	51%	58%	51%	59%	50%	58%	54%	59%	56%	55%	61%	70%	51%	50%	62%	57%										
Education/ schools	320	148	172	99	106	115	38	61	55	52	46	68	71	100	68	60	97	70	72	48	12	21	265	53	205	77	38	125	195	207	113	63	117	22	34	166	103											
	28%	27%	30%	31%	28%	27%	30%	31%	30%	28%	27%	30%	31%	30%	28%	27%	30%	28%	28%	31%	21%	22%	29%	26%	29%	26%	26%	26%	26%	25%	30%	25%	23%	37%	24%	22%	36%	21%										
Protecting the environment/ climate change	330	153	177	78	112	140	28	50	46	66	46	94	99	100	67	65	79	84	70	53	21	23	263	67	202	81	47	128	202	176	154	77	119	41	40	185	106											
	29%	28%	30%	24%	29%	33%	22%	26%	25%	33%	27%	30%	32%	32%	28%	23%	29%	28%	27%	34%	30%	27%	28%	32%	29%	28%	31%	37%	26%	25%	35%	22%	37%	46%	26%	40%	22%											
Managing the economy/ economic situation	318	165	153	58	106	154	16	41	48	58	53	101	107	105	57	49	76	97	66	39	21	19	249	69	196	67	55	119	199	168	150	122	82	35	42	152	139											
	28%	30%	26%	18%	28%	36%	13%	21%	26%	29%	31%	38%	35%	33%	24%	17%	28%	33%	25%	25%	38%	20%	27%	33%	28%	23%	39%	34%	25%	24%	34%	35%	26%	39%	27%	33%	29%											
Care for older and disabled people	353	158	195	50	98	205	19	31	32	66	78	128	103	101	75	74	80	90	92	41	24	27	280	73	228	64	61	105	248	164	189	126	106	25	45	130	184											
	31%	29%	34%	13%	21%	48%	13%	22%	28%	33%	40%	49%	46%	43%	32%	32%	30%	30%	30%	27%	41%	28%	30%	33%	30%	32%	43%	30%	32%	24%	43%	36%	33%	28%	38%	38%												
Crime and anti-social behaviour/ law and order	346	187	160	71	114	161	21	50	54	61	53	108	93	107	72	76	79	97	67	54	22	28	280	67	210	80	56	95	251	194	152	141	85	21	47	128	184											
	31%	34%	27%	22%	30%	37%	17%	30%	30%	31%	41%	31%	34%	31%	27%	29%	33%	26%	30%	35%	40%	28%	30%	32%	30%	27%	39%	27%	32%	28%	34%	40%	27%	23%	30%	28%	38%											
Public services generally	320	152	168	57	104	159	19	38	62	42	57	102	95	106	58	62	91	79	68	38	15	30	266	54	195	74	51	105	215	162	158	96	126	30	34	167	124											
	28%	27%	29%	18%	27%	37%	15%	20%	34%	21%	23%	34%	31%	33%	25%	22%	28%	28%	27%	34%	30%	27%	28%	26%	28%	25%	36%	30%	27%	23%	36%	27%	40%	34%	30%	25%												
Housing	282	126	156	99	96	87	37	62	39	56	37	50	67	83	60	72	67	74	70	42	8	21	240	41	154	101	27	85	197	171	110	57	123	22	30	132	106											
	25%	23%	27%	31%	25%	20%	30%	13%	22%	28%	22%	19%	23%	26%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%											
Immigration	326	185	142	55	111	160	19	35	36	76	57	103	76	83	69	98	79	81	69	50	17	29	267	59	203	64	60	63	263	175	151	143	64	16	59	62	241											
	29%	33%	24%	17%	29%	37%	13%	18%	20%	38%	33%	40%	25%	26%	30%	30%	29%	27%	27%	33%	30%	30%	29%	28%	29%	28%	29%	22%	42%	18%	34%	43%	20%	38%	38%	13%	49%											
Poverty/inequality	257	123	134	70	95	92	32	47	42	53	45	67	77	56	57	73	56	60	32	16	30	213	44	153	68	37	96	161	160	97	17	122	19	40	133	88												
	23%	22%	23%	22%	25%	21%	18%	24%	23%	27%	27%	18%	22%	24%	24%	20%	27%	19%	23%	21%	28%	21%	23%	21%	23%	21%	22%	23%	25%	28%	21%	23%	22%	11%	38%	21%	26%	29%										
Inflation/rising cost of living	267	126	141	80	96	91	34	46	42	54	32	59	68	68	78	52	69	64	51	32	22	30	213	54	163	67	37	68	199	167	100	87	70	25	41	101	121											
	24%	23%	24%	25%	25%	21%	27%	24%	23%	27%	19%	23%	22%	22%	28%	19%	25%	22%	20%	21%	22%	20%	21%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%											
Pensions	260	109	151	33	62	165	13	21	29	34	80	85	76	82	52	50	59	68	58	36	23	17	219	41	169	42	50	71	190	134	126	82	80	17	31	83	142											
	23%	20%	26%	10%	16%	38%	10%	16%	17%	14%	47%	32%	25%	26%	22%	18%	22%	23%	28%	24%	40%	18%	24%	20%	24%	20%	24%	35%	20%	24%	19%	28%	23%	20%	20%	18%	29%											
Taxation	213	126	187	71	79	82	26	45	36	43	29	53	77	65	51	39	54	57	61	31	6	24	203	30	134	62	37	76	157	152	81	92	63	12	32	99	102											
	21%	21%	18%	22%	21%	19%	21%	23%	21%	20%	21%	20%	21%	20%	21%	14%	20%	19%	24%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%											
Lack of faith in politicians/political parties/system of government	250	138	112	43	85	123	11	32	32	53	41	81	72	70	45	63	72	62	58	23	17	18	190	60	166	44	40	75	176	135	116	86	57	21	42	99	124											
	22%	25%	19%	13%	22%	28%	9%	16%	17%	26%	24%	31%	24%	22%	19%	22%	27%	21%	22%	15%	31%	18%	21%	28%	24%	15%	28%	21%	22%	19%	26%	24%	18%	24%	27%	21%	25%											
Public transport/ roads	222	117	105	46	75	101	20	26	40	35	40	61	68	69	39	47	63	52	39	13	13	185	38	118	60	38	78	149	126	96	64	80	17	33	95	101												
	20%	21%	18%	14%	20%	23%	16%	13%	22%	17%	23%	23%	22%	22%	17%	17%	23%	18%	20%	19%	24%	14%	20%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%												
Benefits	211	87	124	72	67	73	25	47	31	36	31	42	50	51	39	71	55	60	50	26	7	13	176	35	112	73	26	54	157	102	109	36	88	24	35	94	88											
	19%	16%	21%	22%	17%	17%	20%	24%	17%	18%	18%	10%	16%	17%	17%	22%	20%	20%	19%	17%	12%	14%	19%	17%	10%	16%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%												
Issues affecting families/children/children	169	63	106	49	64	55	13	36	29	36	22	34	49	52	37	30	50	36	41	19	9	13	144	25	112	30	27	52	117	108	61	35	64	11	24	78	63											
	15%	11%	18%	15%	17%	13%	11%	18%	16%	18%	13%	16%	17%	16%	11%	18%	12%	16%	13%	17%	13%	16%	16%	12%	16%	10%	15%	16%	14%	10%	20%	12%	15%	17%	13%													
Unemployment	183	73	99	77	40																																											

Ipsos MORI Campaign Tracker - Wave 3
Public
22-25 November 2019
Adults online aged 18+ in GB

Q2. Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?
All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488	
The Labour party	257	121	136	114	78	65	53	61	37	41	32	33	69	67	57	65	76	72	55	35	9	10	225	32	148	93	17	96	162	170	88	7	202	10	10	165	58	
	23%	22%	23%	36% EF	20%	15%	43% UKL	31% UKL	20%	20%	19%	13%	23%	21%	24% *	23%	28%	24%	21%	23%	16%	10%	24%	15%	21%	32%	12%	27%	21%	25%	20%	2%	64% fhi	11%	6%	36%	12%	
The Conservative party	279	170	109	55	77	147	23	32	32	44	47	99	73	92	54	59	59	73	69	34	21	22	214	65	171	59	48	66	213	155	124	218	15	5	23	65	191	
	25%	31% C	19%	17%	20%	34% DE	19%	16%	18%	22%	28% HI	38% GHJ	24%	29%	23%	21%	22%	25%	27%	22%	37% Q*	22%	23%	31%	25%	20%	33% Z*	19%	27%	22%	28%	62% ghi	5%	6%	14%	14%	39%	
The Liberal Democrats	107	49	58	32	36	39	11	21	19	17	13	26	36	25	21	25	27	30	29	14	5	3	90	17	68	24	16	50	57	61	46	21	25	46	5	83	12	
	9%	9%	10%	10%	9%	9%	9%	11%	11%	8%	8%	10%	12%	8%	9% *	9%	10%	10%	11%	9% *	8% *	3% *	10%	8%	10%	8%	11% *	14% c	7%	9%	10%	6%	8%	51% fg*	3%	18%	2%	
The Brexit Party	76	44	32	25	23	28	8	18	5	18	15	13	15	18	18	26	26	23	12	11	-	4	69	7	47	20	9	16	60	48	28	22	13	1	31	8	63	
	7%	8%	5%	8%	6%	6%	6%	9% I	3%	9% I	9%	5%	5%	6%	8% *	9%	9%	8%	5%	7% *	-	4% *	7%	3%	7%	7%	6% *	5%	8%	7%	6%	6%	4%	1% *	19% fgh	2%	13%	
The Green party	35	18	17	18	12	5	6	12	2	10	2	3	11	16	4	3	12	6	6	9	*	1	31	4	22	12	1	19	16	26	9	2	8	-	20	19	6	
	3%	3%	3%	6% F	3%	1%	5%	6% IKL	1%	5%	1%	1%	4%	5% P	2% *	1%	4%	2%	2%	6% *	*	1% *	3%	2%	3%	4%	1% *	5% c	2%	4%	2%	*	2%	-	12% fgh	4%	1%	
The Scottish National Party (SNP)	34	18	15	8	14	12	1	6	8	6	5	7	10	5	10	9	-	-	-	-	-	34	28	6	22	9	3	11	22	19	14	-	1	-	30	22	9	
	3%	3%	3%	2%	4%	3%	1%	3%	5%	3%	3%	3%	3%	2%	4% *	3%	-	-	-	-	-	34% QRSTU*	3%	3%	3%	3%	2% *	3%	3%	3%	3%	-	*	-	19% fgh	5%	2%	
Plaid Cymru	2	-	2	2	-	-	*	2	-	-	-	-	*	-	-	2	-	-	-	-	2	-	2	-	*	-	2	*	2	*	2	*	2	-	-	*	-	
	*	-	*	1%	-	-	*	1%	-	-	-	-	*	-	- *	1%	-	-	-	-	4% QRST*	-	*	-	*	-	1% V*	*	*	*	*	*	1%	-	-	*	-	
Another party	7	1	6	3	3	1	1	2	1	2	-	1	2	1	-	4	1	*	6	*	-	-	7	-	2	3	2	2	5	5	2	-	-	*	7	1	5	
	1%	*	1%	1%	1%	*	1%	1%	1%	1%	-	*	1%	*	- *	1%	*	*	2% R	*	-	-	1%	-	*	1%	2% *	1%	1%	1%	1%	-	-	*	4% fg	*	1%	
Different parties are better on different policies	136	44	92	21	54	61	6	16	29	25	30	31	38	43	27	28	36	39	27	19	9	7	106	30	87	33	16	43	93	80	57	49	25	11	14	44	74	
	12%	8%	16% B	7%	14% D	14% D	4%	8%	16% GH	13% G	18% GH	12%	13%	14%	12% *	10%	13%	13%	10%	13% *	16% *	7% *	11%	14%	12%	11%	11% *	12%	12%	12%	13%	14% g	8%	12% *	9%	10%	15% j	
None of these	103	54	50	22	33	48	12	11	18	15	15	33	25	19	30	28	16	27	22	19	5	14	83	20	67	23	13	24	79	61	43	20	17	6	10	28	37	
	9%	10%	9%	7%	9%	11%	9%	5%	10%	8%	9%	13%	8%	6%	13% N*	10%	6%	9%	9%	12% *	9% *	14% Q*	9%	9%	10%	8%	9% *	7%	10%	9%	10%	6%	5%	6% *	6%	6%	8%	
Don't know	97	35	62	19	52	26	4	15	30	22	11	15	24	30	12	31	20	24	34	12	5	3	68	29	64	17	16	22	75	66	31	12	10	8	27	31		
	9%	6%	11% B	6%	14% DF	6%	3%	8%	17% GHLK	11% G	6%	6%	8%	9%	5% *	11%	7%	8%	13% V	8% *	9% *	3% *	7%	14% W	9%	6%	11% *	6%	10%	10%	7%	3%	3%	10% fg*	5%	6%	6%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J/K,L,M,N/O,P,Q/R,S,T/U/V,W,X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3
Public
22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary
All Adults online aged 18+ in Great Britain

	Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?							
	Jeremy Corbyn, Leader of the Labour party (A)	Boris Johnson, Leader of the Conservative party (B)	Jo Swinson, Leader of the Liberal Democrats (C)	Nigel Farage, Leader of the Brexit Party (D)	The Labour Party (E)	The Conservative party (F)	The Brexit Party (G)	The Liberal Democrats (H)
Unweighted base	1134	1134	1134	1134	1134	1134	1134	1134
Weighted base	1134	1134	1134	1134	1134	1134	1134	1134
Very favourable (2)	129 11% CH	121 11% CH	47 4% CH	107 9% CH	157 14% ACDGH	143 13% BCDGH	101 9% CH	60 5% CH
Fairly favourable (1)	138 12% ACDEGH	258 23% ACDEGH	167 15% ACDEGH	169 15% ACDEGH	181 16% A	240 21% ACDEG	169 15% ACDEG	203 18% AC
Neither favourable nor unfavourable (0)	164 14% ABDEF	189 17% ABDEF	286 25% ABDEF	204 18% A	183 16% A	217 19% A	250 22% ABDE	267 24% ABDEF
Fairly unfavourable (-1)	155 14% ABDEFG	156 14% ABDEFG	209 18% ABDEFG	130 11% D	172 15% D	160 14% D	146 13% D	222 20% ABDEFG
Very unfavourable (-2)	509 45% BCEFGH	375 33% F	353 31% F	484 43% BCEFGH	403 36% CFH	330 29% CFH	415 37% BCFH	329 29% BCFH
Don't know	39 3% ABDEFGH	35 3% ABDEFGH	72 6% ABDEFGH	40 4% ABDEFGH	38 3% ABDEFGH	43 4% ABDEFGH	53 5% ABDEFGH	52 5% ABDEFGH

Net: Favourable	267 24% C	379 33% ACDGH	214 19% C	275 24% C	338 30% ACDGH	383 34% ACDGH	270 24% C	263 23% C
Net: Unfavourable	664 59% BCEFGH	531 47% F	562 50% F	615 54% BFGH	575 51% F	491 43% F	561 49% F	551 49% F
Mean	-0.71	-0.37 ACDG	-0.61	-0.66	-0.44 ACD	-0.27 ABCDGH	-0.56 D	-0.51 AC

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	129	73	57	71	36	23	32	39	14	22	14	9	28	31	37	34	41	30	26	20	6	7	119	11
	11%	13%	10%	22% EF	9%	5%	26% IJKL	20% IJKL	8%	11% L	8%	3%	9%	10%	16% *	12%	15%	10%	10%	13% *	10% *	8% *	13% X	5%
Fairly favourable (1)	138	58	80	62	45	31	32	30	29	16	14	18	44	43	13	37	32	45	19	24	4	13	116	22
	12%	10%	14%	19% EF	12%	7%	26% HJKL	15% L	16%	8%	8%	7%	15% O	14% O	6% *	13%	12%	15% S	7%	16% S*	7% *	13% *	13% *	10%
Neither favourable nor unfavourable (0)	164	64	100	63	57	44	23	41	30	28	19	25	44	47	30	44	35	40	39	23	7	21	134	30
	14%	12%	17% B	20% F	15%	10%	18% L	21% KL	16%	14%	11%	10%	14%	15%	13% *	16%	13%	14%	15%	15% *	12% *	21% *	15% *	14%
Fairly unfavourable (-1)	155	79	76	36	67	52	10	25	38	29	22	30	47	43	35	29	43	40	37	17	7	12	133	22
	14%	14%	13%	11%	18% D	12%	8%	13%	21% GL	14%	13%	11%	15%	14%	15% *	10%	16%	13%	14%	11% *	13% *	12% *	14% *	11%
Very unfavourable (-2)	509	275	234	72	160	277	25	47	61	99	98	179	131	138	113	126	112	133	129	61	30	45	389	120
	45%	50% C	40%	22%	42% D	64% DE	20%	24%	33% G	49% GHI	58% GHI	68% GHU	43%	44%	48% *	45%	41%	45%	50%	40% *	53% *	46% *	42% W	57%
Don't know	39	5	34	17	17	5	3	14	10	7	4	1	9	13	6	10	10	8	10	8	2	1	33	5
	3%	1%	6% B	5% F	4% F	1%	2%	7% L	5% L	4% L	2%	*	3%	4%	2% *	4%	4%	3%	4%	5% *	4% *	1% *	4% *	3%

Net: Favourable	267	130	137	133	81	54	64	68	43	38	27	27	72	74	50	72	73	75	45	44	10	21	235	33
	24%	24%	24%	41% EF	21% F	13%	51% HIJKL	35% IJKL	24% L	19% L	16%	10%	24%	23%	21% *	25%	27% S	25%	17%	29% S*	17% *	21% *	25% X	16%
Net: Unfavourable	664	354	309	108	227	329	36	72	99	128	119	209	178	182	148	155	154	172	166	78	37	57	522	142
	59%	64% C	53%	34%	59% D	76% DE	28%	37%	54% GH	64% GH	71% GHI	80% GHU	59%	58%	64% *	55%	57%	58%	64% T	51% *	67% *	58% *	56% W	68%
Mean	-0.71	-0.78	-0.64	0.08	-0.74	-1.24	0.29	-0.06	-0.59	-0.87	-1.07	-1.35	-0.71	-0.71	-0.77	-0.65	-0.58	-0.69	-0.90	-0.51	-0.97	-0.76	-0.63	-1.07
				EF	F		UKL	UKL	KL	L					*		S			S*	*	*	X	

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	381	524	361	525	240	621	298	506
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	338	575	383	491	270	561	263	551
Very favourable (2)	129 11%	66 9%	55 19% BD	9 6% *	47 13%	83 11%	89 13%	40 9%	6 2%	101 32% IKL	2 3% *	11 7% I	79 17% N	35 7%	120 36% P	4 1%	18 5%	100 20% Q	15 6%	101 18% S	36 14%	71 13%
Fairly favourable (1)	138 12%	76 11%	49 17% B	12 8% *	57 16% F	81 10%	95 14%	44 10%	11 3%	81 25% IKL	9 10% I*	19 12% I	91 20% N	24 5%	118 35% P	5 1%	22 6%	101 21% Q	15 5%	98 18% S	57 22% V	39 7%
Neither favourable nor unfavourable (0)	164 14%	96 14%	50 17%	19 13% *	61 18%	103 13%	113 16%	51 11%	19 5%	44 14% I	23 26% U*	25 16% I	76 16% N	45 9%	46 14% P	15 3%	19 5%	76 15% Q	18 7%	74 13% S	44 17% V	35 6%
Fairly unfavourable (-1)	155 14%	113 16% D	35 12% D	6 5% *	49 14%	106 13%	95 14%	60 14%	29 8%	52 16% I	24 26% I*	22 14%	78 17%	58 12%	41 12%	80 14%	39 10%	82 17% Q	33 12%	98 17%	55 21% V	58 11%
Very unfavourable (-2)	509 45%	323 46% C	91 31%	95 66% BC*	125 36%	384 49% E	269 39%	240 54% G	282 80% JKL	38 12%	28 31% J*	78 49% JK	128 28%	320 66% M	10 3%	469 82% O	280 73% R	130 27%	185 69% T	186 33%	70 27% U	347 63% U
Don't know	39 3%	23 3%	13 4%	2 2% *	10 3%	29 4%	30 4%	8 2%	4 1%	3 1%	4 4% *	4 2%	11 2%	6 1%	3 1%	1 *	5 1%	2 *	3 1%	3 1%	1 1%	2 *

Net: Favourable	267 24%	142 20%	105 36% BD	21 14% *	104 30% F	164 21%	184 27% H	84 19%	17 5%	182 57% IKL	12 13% I*	30 19% I	170 37% N	58 12%	238 70% P	10 2%	41 11%	201 41% Q	30 11%	200 36% S	93 35% V	110 20%
Net: Unfavourable	664 59%	436 63% C	126 43%	102 71% C*	174 50%	489 62% E	363 53%	300 68% G	311 89% JKL	89 28%	52 57% J*	100 63% J	206 44%	378 78% M	51 15%	549 96% O	319 83% R	212 43%	219 81% T	283 51%	125 48%	405 73% U
Mean	-0.71	-0.82 D	-0.20 BD	-1.19 *	-0.44 F	-0.83	-0.54 H	-0.96	-1.64	0.49 IKL	-0.76 I*	-0.89 I	-0.18 N	-1.26	0.89 P	-1.75	-1.43	-0.08 Q	-1.35	-0.30 S	-0.26 V	-1.04

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	121 11%	72 13% C	49 8%	28 9%	30 8%	63 15% E	10 8%	18 9%	7 4%	23 11% I	24 14% I	39 15% I	29 10%	41 13% O	12 5% *	39 14% O	23 9%	30 10%	39 15%	14 9% *	7 13% *	8 8% *	96 10%	25 12%
Fairly favourable (1)	258 23%	151 27% C	107 18%	54 17%	80 21%	125 29% DE	24 19%	30 16%	41 22%	39 19%	40 24%	84 32% GHI	61 20%	79 25%	61 26% *	57 20%	71 26%	69 23%	48 18%	37 25% *	14 24% *	19 20% *	201 22%	57 27%
Neither favourable nor unfavourable (0)	189 17%	84 15%	105 18%	51 16%	74 19%	64 15%	19 15%	32 16%	28 15%	46 23% L	35 20% L	30 11%	49 16%	57 18%	41 18% *	42 15%	48 18%	49 17%	47 18%	23 15% *	11 19% *	10 10% *	153 17%	36 17%
Fairly unfavourable (-1)	156 14%	66 12%	90 15%	47 15%	53 14%	56 13%	17 13%	30 15%	31 17%	22 11%	19 11%	38 14%	44 14%	34 11%	39 16% *	40 14%	38 14%	41 14%	32 12%	25 16% *	3 6% *	17 17% *	129 14%	26 13%
Very unfavourable (-2)	375 33%	176 32%	200 34%	128 40% F	129 34%	118 27%	52 42% KL	75 39% L	65 36%	65 32%	48 28%	70 27%	116 38% N	93 29%	74 32% *	92 33%	84 31%	98 33%	80 31%	50 33% *	20 35% *	44 44% *	317 34%	59 28%
Don't know	35 3%	6 1%	30 5% B	13 4%	17 4% F	5 1%	3 3%	9 5% L	11 6% L	6 3%	5 3%	1 *	5 2%	12 4%	7 3% *	11 4%	7 3%	8 3%	14 5%	4 3% *	2 3% *	1 1% *	28 3%	7 3%

Net: Favourable	379 33%	223 40% C	156 27%	82 26%	110 29%	187 43% DE	34 27%	48 25%	48 26%	62 31%	64 38% HI	124 47% GHIJ	90 30%	119 38% M	73 31% *	96 34%	94 35%	99 34%	86 33%	51 33% *	21 37% *	28 28% *	297 32%	82 39%
Net: Unfavourable	531 47%	241 44%	290 50%	175 55% F	182 48%	174 40%	69 55% KL	106 54% KL	95 53% K	87 43%	66 39%	108 41%	160 53% N	127 40%	113 48% *	132 47%	122 45%	139 47%	112 43%	75 49% *	23 41% *	60 61% OS*	446 48%	85 41%
Mean	-0.37	-0.22 C	-0.52	-0.63	-0.47	-0.10 DE	-0.63	-0.62	-0.62	-0.34	-0.16 GHI	-0.06 GHI	-0.52	-0.20 M	-0.45 *	-0.33	-0.34	-0.38	-0.27	-0.40 *	-0.27 *	-0.70 *	-0.41	-0.18

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	381	524	361	525	240	621	298	506
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	338	575	383	491	270	561	263	551
Very favourable (2)	121 11%	79 11%	24 8%	17 12% *	30 8%	91 12%	66 10%	54 12%	90 26% JKL	9 3%	2 2% *	14 9% J	15 3%	100 21% M	14 4%	101 18% O	113 30% R	4 1%	73 27% T	20 4%	16 6%	87 16% U
Fairly favourable (1)	258 23%	162 23%	53 18%	43 30% C*	55 16%	203 26% E	145 21%	113 25%	140 40% JKL	32 10%	12 13% *	40 26% J	55 12%	171 35% M	29 9%	206 36% O	193 50% R	18 4%	119 44% T	65 12%	37 14%	165 30% U
Neither favourable nor unfavourable (0)	189 17%	117 17%	49 17%	23 16% *	49 14%	139 18%	134 19% H	55 12%	55 16%	31 10%	12 13% *	31 20% J	48 10%	96 20% M	27 8%	91 16% O	35 9%	43 9%	41 15% T	52 9%	27 10%	84 15%
Fairly unfavourable (-1)	156 14%	98 14%	40 14%	18 12% *	52 15%	104 13%	97 14%	59 13%	37 11%	42 13%	21 23% IL*	18 11%	81 17% N	48 10%	53 16%	74 13%	26 7%	85 17% Q	22 8%	96 17% S	57 22% V	49 9%
Very unfavourable (-2)	375 33%	219 31%	116 40% B	40 28% *	154 44% F	221 28%	221 32%	154 35%	26 8%	200 63% IKL	41 45% I*	54 34% I	254 55% N	66 14%	215 64% P	97 17%	15 4%	339 69% Q	14 5%	324 58% S	125 47% V	165 30%
Don't know	35 3%	22 3%	10 3%	3 2% *	8 2%	27 3%	27 4%	8 2%	3 1%	4 1%	3 3% *	1 * *	10 2%	5 1%	1 *	6 1%	2 *	2 *	1 1%	4 1%	1 1%	1 *

Net: Favourable	379 33%	241 35% C	78 26%	60 42% C*	85 24%	294 37% E	212 31%	167 38%	230 66% JKL	41 13%	14 15% *	55 35% JK	70 15%	272 56% M	43 13%	307 54% O	307 80% R	21 4%	192 71% T	84 15%	53 20%	253 46% U
Net: Unfavourable	531 47%	317 45%	157 53% D	57 40% *	206 59% F	325 41%	318 46%	213 48%	63 18%	242 76% IL	62 68% IL*	71 45% I	335 72% N	114 23%	267 79% P	171 30%	40 10%	424 86% Q	36 13%	421 75% S	182 69% V	213 39%
Mean	-0.37	-0.32 C	-0.60	-0.14 C*	-0.72	-0.21 E	-0.39	-0.33	0.66 JKL	-1.25	-0.99 *	-0.36 JK	-1.11	0.40 M	-1.26	0.25 O	0.96 R	-1.51	0.80 T	-1.15	-0.91	-0.07 U

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	47 4%	27 5%	20 3%	26 8% EF	13 3%	9 2%	10 8% KL	16 8% KL	5 3%	8 4%	1 1%	7 3%	15 5%	10 3%	5 2% *	18 6%	12 5%	8 3%	9 3%	10 7% *	1 3% *	7 7% *	42 5%	6 3%
Fairly favourable (1)	167 15%	78 14%	89 15%	47 15%	61 16%	60 14%	18 14%	29 15%	43 24% JK	18 9%	23 13%	37 14%	50 17%	49 16%	38 16% *	30 10%	46 17%	38 13%	38 15%	29 19% *	8 14% *	8 8% *	139 15%	28 13%
Neither favourable nor unfavourable (0)	286 25%	123 22%	163 28%	110 34% EF	97 25%	80 18%	43 35% IKL	66 34% IKL	41 22%	57 28%	32 19%	47 18%	79 26%	77 24%	56 24% *	74 26%	56 21%	88 30% Q	68 26%	39 25% *	15 27% *	21 22% *	226 24%	60 29%
Fairly unfavourable (-1)	209 18%	104 19%	105 18%	49 15%	68 18%	92 21%	22 17%	28 14%	36 20%	31 16%	33 19%	59 22%	61 20%	74 23% P	36 16% *	38 13%	45 16%	55 19%	53 20%	26 17% *	7 13% *	23 24% *	178 19%	31 15%
Very unfavourable (-2)	353 31%	206 37% C	147 25%	57 18%	114 30% D	182 42% DE	23 18%	35 18%	38 21%	76 38% GHI	73 43% GHI	109 42% GHI	83 27%	85 27%	84 36% *	101 36% N	92 34%	88 30%	77 29%	38 25% *	22 39% *	37 37% *	281 30%	72 34%
Don't know	72 6%	17 3%	55 9% B	32 10% F	30 8% F	10 2%	10 8% L	22 11% KL	18 10% L	11 6% L	8 5%	3 1%	16 5%	21 7%	13 6% *	22 8%	20 7%	20 7%	16 6%	12 8% *	2 4% *	3 3% *	58 6%	14 7%

Net: Favourable	214 19%	105 19%	110 19%	73 23%	74 19%	68 16%	28 22% J	45 23% J	48 26% JK	26 13%	24 14%	44 17%	65 21%	59 19%	43 19% *	47 17%	59 22%	46 16%	47 18%	39 26% R*	9 16% *	15 15% *	181 20%	34 16%
Net: Unfavourable	562 50%	309 56% C	252 43%	107 33%	182 48% D	273 63% DE	44 35%	62 32%	75 41%	107 53% GHI	105 62% GHI	168 64% GHI	144 47%	158 50%	121 52% *	139 49%	137 50%	142 48%	130 50%	63 41% *	29 52% *	60 61% T*	459 50%	102 49%
Mean	-0.61	-0.71	-0.51 B	-0.23 EF	-0.59 F	-0.90	-0.25 JKL*	-0.21 JKL	-0.37 JKL	-0.78	-0.94	-0.87	-0.51	-0.59	-0.71 *	-0.68	-0.63	-0.64	-0.62	-0.37 *	-0.76 *	-0.79 *	-0.60	-0.69

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	381	524	361	525	240	621	298	506
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	338	575	383	491	270	561	263	551
Very favourable (2)	47 4%	27 4%	18 6%	2 1% *	22 6% F	25 3%	30 4%	17 4%	10 3%	18 6%	8 9% I*	7 4%	24 5%	18 4%	26 8% P	18 3%	12 3%	31 6%	13 5%	28 5%	39 15% V	5 1%
Fairly favourable (1)	167 15%	97 14%	48 17%	21 15% *	74 21% F	93 12%	102 15%	65 15%	38 11%	46 15%	35 39% UL*	24 15%	116 25% N	34 7%	63 19% P	69 12%	46 18%	88 18%	28 10%	116 21% S	119 45% V	22 4%
Neither favourable nor unfavourable (0)	286 25%	162 23%	97 33% BD	27 19% *	84 24%	202 26%	199 29% H	88 20%	67 19%	73 23%	26 29% *	27 17%	128 28% N	89 18%	94 28% P	102 18%	70 18%	116 24%	36 13%	141 25% S	68 26% V	44 8%
Fairly unfavourable (-1)	209 18%	132 19%	45 15%	32 22% *	77 22% F	132 17%	125 18%	84 19%	73 21%	74 23%	12 13% *	30 19%	98 21%	85 18%	70 21%	110 19%	72 19%	99 20%	38 14%	122 22% S	21 8%	146 27% U
Very unfavourable (-2)	353 31%	231 33% C	65 22%	57 40% C*	75 22% E	278 35% E	181 26%	172 39% G	159 45% JK	92 29% K	4 4% *	64 41% JK	77 17%	243 50% M	70 21%	262 46% O	176 46% R	131 27%	147 54% T	135 24%	6 2%	329 60% U
Don't know	72 6%	47 7%	19 6%	5 4% *	16 5%	55 7%	55 8% H	17 4%	4 1%	15 5% I	5 5% *	5 3%	21 4%	19 4%	14 4%	14 2%	7 2%	25 5% Q	7 3%	19 3%	10 4% V	4 1%

Net: Favourable	214 19%	125 18%	67 23%	23 16% *	96 27% F	119 15%	132 19%	83 19%	47 14%	64 20%	44 48% UL*	31 20%	140 30% N	51 10%	90 27% P	87 15%	58 15%	120 24% Q	41 15%	144 26% S	158 60% V	28 5%
Net: Unfavourable	562 50%	363 52% C	110 38%	89 62% C*	152 44%	409 52% E	306 44%	256 58% G	233 66% JK	166 52% K	16 18% *	94 60% K	174 38%	328 67% M	140 41%	371 65% O	248 65% R	230 47%	185 69% T	257 46%	27 10%	475 86% U
Mean	-0.61	-0.68	-0.33 BD	-0.87 *	-0.33 F	-0.74	-0.51 H	-0.77	-0.96	-0.58 I	0.38 UL*	-0.79	-0.20 N	-1.07	-0.29 P	-0.94	-0.94	-0.45 Q	-1.06	-0.41 S	0.65 V	-1.41

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F, G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F, G/H,I/J/K/L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region							Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	
Very favourable (2)	107 9%	68 12% C	39 7%	35 11%	26 7%	46 11%	13 10%	23 12% I	7 4%	18 9%	17 10%	29 11% I	24 8%	36 12%	13 6% *	33 12%	28 10%	20 7%	27 11%	23 15% RU*	1 2% *	8 8% *	92 10%	14 7%	
Fairly favourable (1)	169 15%	92 17%	77 13%	31 10%	55 14%	82 19% D	14 11%	17 9%	15 8%	40 20% HI	24 14%	58 22% GHI	39 13%	41 13%	35 15% *	53 19%	39 14%	38 13%	36 14%	28 18% *	16 28% QRSV*	12 12% *	129 14%	40 19%	
Neither favourable nor unfavourable (0)	204 18%	95 17%	109 19%	72 22%	65 17%	68 16%	27 22%	45 23% L	33 18%	31 16%	33 20%	35 13%	48 16%	52 16%	48 20% *	57 20%	48 18%	65 22% T	49 19%	18 12% *	8 14% *	16 16% *	163 18%	41 20%	
Fairly unfavourable (-1)	130 11%	62 11%	68 12%	30 9%	46 12%	54 13%	15 12%	15 8%	26 14%	20 10%	21 13%	33 13%	38 13%	37 12%	24 10% *	30 11%	29 11%	46 15% S	18 7%	19 13% *	3 5% *	15 15% *	103 11%	27 13%	
Very unfavourable (-2)	484 43%	230 42%	254 44%	135 42%	172 45%	177 41%	52 41%	84 43%	87 48%	85 42%	70 41%	107 41%	146 48% P	136 43%	106 45% *	96 34%	113 42%	118 40%	119 46%	59 39% *	27 49% *	48 48% *	405 44%	79 38%	
Don't know	40 4%	7 1%	33 6% B	17 5% F	19 5% F	5 1%	4 3% L	12 6% L	12 7% L	6 3% L	5 3% L	- - L	7 2%	13 4%	8 3% *	12 4%	14 5%	9 3%	11 4%	5 4% *	1 2% *	- - *	32 3%	8 4%	

Net: Favourable	275 24%	160 29% C	116 20%	66 21%	81 21%	128 30% DE	27 22%	39 20%	22 12%	58 29% I	41 24% I	87 33% HI	63 21%	78 25%	49 21% *	86 31% M	67 25%	58 20%	63 24%	50 33% R*	17 30% *	20 20% *	221 24%	54 26%
Net: Unfavourable	615 54%	292 53%	323 56%	165 52%	218 57%	231 54%	67 54%	98 50%	113 62% H	105 52%	91 54%	140 53%	185 61% P	174 55% P	129 55% *	127 45%	143 53%	164 55%	137 53%	79 52% *	30 53% *	63 64% *	508 55%	106 51%
Mean	-0.66	-0.54 C	-0.77	-0.66	-0.78	-0.55	-0.65 I	-0.66 I	-1.01	-0.58 I	-0.63 I	-0.50 I	-0.83	-0.65	-0.76 *	-0.39 M	-0.62	-0.71	-0.66	-0.44 *	-0.72 *	-0.85 *	-0.67	-0.58

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	381	524	361	525	240	621	298	506
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	338	575	383	491	270	561	263	551
Very favourable (2)	107 9%	72 10%	27 9%	8 5% *	22 6%	85 11% E	61 9%	45 10%	42 12% JK	18 6%	2 2% *	39 25% UK	6 1%	95 19% M	15 5%	83 14% O	83 22% R	14 3%	98 36% T	4 1%	19 7%	82 15% U
Fairly favourable (1)	169 15%	114 16%	32 11%	23 16% *	34 10%	134 17% E	96 14%	72 16%	98 28% JKL	23 7%	8 9% *	25 16% J	20 4%	134 28% M	22 6%	130 23% O	111 29% R	29 6%	119 44% T	10 2%	27 10%	121 22% U
Neither favourable nor unfavourable (0)	204 18%	123 18%	59 20%	22 15% *	47 14%	157 20% E	128 19%	76 17%	77 22% J	29 9%	10 11% *	22 14%	41 9%	112 23% M	39 12%	101 18% O	84 22% R	34 7%	36 13% T	26 5%	18 7%	80 15% U
Fairly unfavourable (-1)	130 11%	67 10%	38 13%	25 17% B*	33 9%	97 12%	80 12%	50 11%	42 12%	27 9%	13 14% *	19 12%	59 13%	48 10%	30 9%	80 14%	44 12%	46 9%	9 3%	84 15% S	25 9%	64 12%
Very unfavourable (-2)	484 43%	299 43%	123 42%	63 44% *	202 58% F	282 36%	295 43%	189 43%	86 24%	218 69% IL	55 61% IL*	52 33%	325 70% N	94 19%	229 68% P	176 31%	56 15%	364 74% Q	7 2%	435 78% S	174 66% V	203 37%
Don't know	40 4%	21 3%	15 5%	3 2% *	10 3%	30 4%	30 4%	10 2%	6 2%	4 1%	3 3% *	2 1%	13 3%	4 1%	3 1%	4 1%	5 1%	4 1%	2 1%	2 *	2 1%	1 *

Net: Favourable	275 24%	187 27%	58 20%	31 21% *	56 16%	219 28% E	158 23%	118 27%	140 40% JK	41 13%	10 11% *	63 40% JK	26 6%	229 47% M	37 11%	213 37% O	194 51% R	42 9%	217 80% T	14 2%	46 17%	203 37% U
Net: Unfavourable	615 54%	367 53%	160 55%	88 61% *	235 67% F	379 48%	375 54%	239 54%	128 36%	245 77% IL	68 75% IL*	71 45%	384 83% N	142 29%	259 77% P	256 45%	100 26%	410 84% Q	16 6%	519 93% S	198 75% V	267 48%
Mean	-0.66	-0.60	-0.71	-0.80 *	-1.06	-0.47 E	-0.68	-0.61	-0.09 JK	-1.29	-1.27 *	-0.13 JK	-1.50	0.18 M	-1.30	-0.24 O	0.32 R	-1.48	1.09 T	-1.68	-1.17	-0.34 U

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	157 14%	84 15%	74 13%	71 22% EF	48 13%	38 9%	30 24% IJKL	41 21% IKL	19 11%	29 14%	18 11%	20 8%	44 15%	37 12%	36 16% *	40 14%	54 20% RV	36 12%	33 13%	22 14% *	6 10% *	7 7% *	141 15% X	16 8%
Fairly favourable (1)	181 16%	76 14%	105 18%	83 26% EF	49 13%	49 11%	37 30% IJKL	46 23% JL	31 17%	19 9%	24 14%	25 10%	47 16%	59 19% O	23 10% *	51 18%	38 14%	58 20%	34 13%	31 20% *	8 14% *	13 13% *	153 17%	28 13%
Neither favourable nor unfavourable (0)	183 16%	74 13%	109 19% B	63 20% F	78 20% F	42 10%	23 19% K	40 20% KL	40 22% KL	37 19% KL	15 9%	27 10%	52 17%	51 16%	43 19% *	37 13%	41 15%	51 17%	39 15%	23 15% *	8 15% *	20 20% *	153 17%	30 14%
Fairly unfavourable (-1)	172 15%	83 15%	88 15%	34 11%	71 19% D	66 15%	15 12%	19 10%	38 21% H	33 16%	33 20% H	33 13%	49 16%	53 17%	29 12% *	41 14%	39 14%	38 13%	41 16%	21 14% *	10 18% *	23 23% R*	137 15%	35 17%
Very unfavourable (-2)	403 36%	234 42% C	169 29%	54 17%	119 31% D	229 53% DE	18 14%	36 19%	43 24%	77 38% GHI	72 43% GHI	157 60% GHIJK	102 34%	105 33%	93 40% *	103 37%	90 33%	106 36%	100 38%	49 32% *	23 42% *	36 36% *	310 33%	94 45% W
Don't know	38 3%	3 1%	35 6% B	15 5% F	17 4% F	6 1%	1 1%	14 7% GL	11 6% L	6 3% L	6 4% L	- - -	8 3%	11 3%	9 4% *	10 4%	10 4%	8 3%	13 5%	6 4% *	1 2% *	- - *	31 3%	8 4%

Net: Favourable	338 30%	159 29%	179 31%	154 48% EF	97 25%	87 20%	67 54% IJKL	87 44% IJKL	50 27% L	48 24%	42 25%	45 17%	92 30%	97 31%	59 25% *	91 32%	92 34% V	93 32%	67 26%	53 35% *	14 24% *	20 20% *	294 32% X	44 21%
Net: Unfavourable	575 51%	317 57% C	258 44%	89 28%	190 50% D	296 69% DE	33 27%	55 28%	81 44% GH	110 55% GH	106 62% GHI	190 73% GHIJ	151 50%	158 50%	122 52% *	144 51%	129 47%	143 48%	140 54%	70 46% *	33 60% *	59 60% *	446 48%	128 61% W
Mean	-0.44	-0.56	-0.32 B	0.27 EF	-0.45 F	-0.94	0.37 IJKL	0.20 IJKL	-0.32 KL	-0.56 L	-0.72 L	-1.08	-0.40	-0.42	-0.53 *	-0.43	-0.28	-0.42	-0.57	-0.30 *	-0.68 *	-0.69 *	-0.36 X	-0.80

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	302	615	350	566	240	531	245	661
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	267	664	379	531	214	562	275	615
Very favourable (2)	157 14%	88 13%	59 20% BD	11 7% *	57 16%	101 13%	101 15%	57 13%	8 2%	122 38% IKL	3 3% *	8 5%	97 21% N	41 8%	136 51% P	14 2%	17 4%	133 25% Q	36 17%	83 15%	18 7%	124 20% U
Fairly favourable (1)	181 16%	110 16%	57 19% D	14 10% *	80 23% F	101 13%	115 17%	66 15%	19 5%	99 31% IL	18 19% I*	25 16% I	114 25% N	38 8%	102 38% P	36 5%	26 7%	135 25% Q	53 25% T	57 10%	19 7%	135 22% U
Neither favourable nor unfavourable (0)	183 16%	104 15%	61 21%	17 12% *	64 18%	118 15%	136 20% H	47 11%	21 6%	44 14% I	23 26% U*	32 20% I	77 17%	63 13%	18 7%	59 9%	28 7%	83 16% Q	37 17% T	47 8%	25 9%	91 15%
Fairly unfavourable (-1)	172 15%	114 16%	35 12%	23 16% *	50 14%	121 15%	122 18% H	50 11%	53 15%	30 9%	22 25% J*	23 15%	75 16%	66 14%	6 2%	154 23% O	57 15%	72 14%	37 17%	83 15%	40 15%	102 17%
Very unfavourable (-2)	403 36%	258 37% C	70 24%	75 52% BC*	88 25%	315 40% E	188 27%	215 48% G	246 70% JKL	19 6%	21 23% J*	68 43% JK	87 19%	274 56% M	4 1%	395 60% O	250 66% R	98 19%	50 23%	289 51% S	173 63% V	154 25%
Don't know	38 3%	24 3%	11 4%	3 2% *	10 3%	28 4%	28 4%	10 2%	4 1%	4 1%	4 5% *	1 1%	14 3%	5 1%	1 *	5 1%	* *	9 2%	1 *	3 *	- -	7 1%

Net: Favourable	338 30%	197 28% D	116 39% BD	25 17% *	136 39% F	202 26%	216 31%	122 28%	27 8%	221 70% IKL	20 22% I*	33 21% I	210 45% N	79 16%	238 89% P	51 8%	43 11%	267 50% Q	90 42% T	140 25%	37 13%	259 42% U
Net: Unfavourable	575 51%	371 53% C	106 36%	98 68% BC*	138 40%	437 56% E	310 45%	264 60% G	299 85% JKL	48 15%	43 47% J*	92 58% J	162 35%	341 70% M	10 4%	549 83% O	307 81% R	171 32%	87 41%	371 66% S	213 77% V	256 42%
Mean	-0.44	-0.51 D	* BD	-0.98 *	-0.10 F	-0.59	-0.27 H	-0.69	-1.47	0.88 IKL	-0.47 I*	-0.76 I	0.13 N	-1.02	1.35 P	-1.33	-1.32	0.25 Q	-0.05 T	-0.78	-1.20	-0.05 U

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	143	88	55	38	29	76	17	21	7	22	19	57	33	48	21	40	32	32	34	23	13	9	106	37
	13%	16% C	9%	12%	8%	18% E	14% I	11% I	4%	11% I	11% I	22% HIJK	11%	15%	9% *	14%	12%	11%	13%	15% *	24% RV*	9% *	11%	18% W
Fairly favourable (1)	240	134	106	58	68	115	22	36	34	34	41	74	63	69	61	48	51	72	57	35	9	18	193	48
	21%	24% C	18%	18%	18%	27% DE	18%	18%	19%	17%	24%	28% J	21%	22%	26% *	17%	19%	24%	22%	23% *	15% *	18% *	21%	23%
Neither favourable nor unfavourable (0)	217	98	118	65	72	79	18	47	32	41	37	42	58	61	54	44	57	55	49	30	11	15	176	41
	19%	18%	20%	20%	19%	18%	14%	24% G	17%	20%	22%	16%	19%	19%	23% *	16%	21%	18%	19%	20% *	20% *	15% *	19%	19%
Fairly unfavourable (-1)	160	72	88	48	69	44	25	23	38	30	18	27	45	43	24	48	37	46	38	18	7	14	134	26
	14%	13%	15%	15%	18% F	10%	20% KL	12%	21% HKL	15%	10%	10%	15%	14%	10% *	17%	14%	16%	15%	12% *	13% *	15% *	15%	13%
Very unfavourable (-2)	330	155	175	91	127	112	38	53	59	68	50	62	96	82	69	82	84	82	69	41	14	41	281	50
	29%	28%	30%	29%	33%	26%	31%	27%	33%	34%	29%	24%	32%	26%	30% *	29%	31%	28%	26%	27% *	25% *	41% RS*	30%	24%
Don't know	43	6	37	20	17	6	5	15	11	6	5	1	8	12	5	18	11	9	13	6	2	2	35	8
	4%	1%	6% B	6% F	4% F	1%	4% L	8% L	6% L	3%	3%	*	3%	4%	2% *	6%	4%	3%	5%	4% *	3% *	2% *	4%	4%

Net: Favourable	383	222	161	96	97	190	39	57	41	56	60	131	96	118	82	88	83	104	91	57	22	26	298	85
	34%	40% C	28%	30%	25%	44% DE	31%	29%	23%	28%	35% I	50% GHIJK	32%	37%	35% *	31%	31%	35%	35%	37% *	39% *	27% *	32%	41%
Net: Unfavourable	491	227	264	139	196	156	63	76	98	98	68	88	141	126	93	131	120	128	107	59	21	55	415	76
	43%	41%	45%	43%	51% F	36%	50% L	39%	54% HKL	49% L	40%	34%	47%	40%	40% *	46%	44%	43%	41%	39% *	38% *	56% ST*	45%	36%
Mean	-0.27	-0.13	-0.41	-0.32	-0.54	*	-0.38	-0.28	-0.64	-0.45	-0.24	0.14	-0.37	-0.14	-0.26	-0.32	-0.34	-0.26	-0.21	-0.14	-0.01	-0.63	-0.33	-0.02
		C				DE		I			I	GHIJK	M		*					V*	*	*	W	

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	302	615	350	566	240	531	245	661
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	267	664	379	531	214	562	275	615
Very favourable (2)	143 13%	82 12%	35 12%	26 18% *	34 10%	109 14%	77 11%	66 15%	111 32% JKL	11 4%	1 1% *	10 6%	31 7%	105 21% M	17 6%	116 17% O	129 34% R	8 2%	20 9%	95 17% S	81 29% V	28 5%
Fairly favourable (1)	240 21%	155 22%	56 19%	29 20% *	62 18%	179 23%	133 19%	107 24%	134 38% JKL	24 8%	14 15% *	39 24% J	64 14%	157 32% M	24 9%	203 31% O	178 47% R	32 6%	38 18%	153 27% S	113 41% V	72 12%
Neither favourable nor unfavourable (0)	217 19%	133 19%	55 19%	28 20% *	56 16%	161 21%	153 22% H	64 14%	65 18% J	34 11%	17 19% *	31 19% J	75 16%	88 18%	23 9%	124 19% O	49 13%	59 11%	35 16%	81 14%	37 14%	98 16%
Fairly unfavourable (-1)	160 14%	106 15%	38 13%	17 12% *	49 14%	111 14%	109 16%	51 12%	29 8%	56 18% I	18 20% I*	20 13%	71 15%	52 11%	39 14%	91 14%	15 4%	108 20% Q	38 18% T	64 11%	25 9%	111 18% U
Very unfavourable (-2)	330 29%	193 28%	97 33%	41 29% *	138 40% F	192 24%	187 27%	144 32%	10 3%	186 59% IKL	36 40% I*	53 34% I	208 45% N	78 16%	162 61% P	120 18%	7 2%	316 59% Q	81 38%	166 30%	18 6%	300 49% U
Don't know	43 4%	28 4%	13 4%	2 2% *	10 3%	33 4%	31 5%	12 3%	1 * *	6 2%	4 5% I*	5 3% I	14 3%	8 2%	3 1%	9 1%	2 * *	8 2%	2 1%	2 * *	2 1%	7 1%

Net: Favourable	383 34%	237 34%	91 31%	55 38% *	96 27%	288 37% E	211 30%	173 39% G	246 70% JKL	36 11%	15 16% *	49 31% JK	95 20%	262 54% M	41 15%	319 48% O	307 81% R	40 8%	58 27%	248 44% S	194 70% V	100 16%
Net: Unfavourable	491 43%	299 43%	134 46%	58 40% *	187 54% F	303 39%	296 43%	195 44%	39 11%	242 76% IKL	54 60% I*	73 46% I	280 60% N	130 27%	201 75% P	212 32%	21 6%	424 80% Q	120 56% T	230 41%	42 15%	410 67% U
Mean	-0.27	-0.26	-0.37	-0.12 *	-0.58	-0.13 E	-0.30	-0.23	0.88 JKL	-1.22	-0.87 *	-0.44 J	-0.81	0.33 M	-1.16	0.16 O	1.08 R	-1.32	-0.58	-0.10 S	0.79 V	-0.96

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P/Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	101 9%	61 11%	40 7%	31 10%	26 7%	43 10%	12 10%	19 10%	7 4%	19 10%	14 8%	30 11% I	20 7%	32 10%	18 8% *	32 11%	20 7%	23 8%	21 8%	26 17% QRSU*	2 3% *	9 10% *	83 9%	18 9%
Fairly favourable (1)	169 15%	94 17%	75 13%	32 10%	60 16%	76 18% D	13 10%	20 10%	21 11%	39 20% GH	30 18%	46 18%	41 13%	44 14%	29 12% *	55 20%	51 19% V	35 12%	45 17% V	20 13% *	12 22% V*	5 5% *	142 15%	27 13%
Neither favourable nor unfavourable (0)	250 22%	116 21%	134 23%	77 24%	82 21%	91 21%	25 20%	52 26%	41 22%	41 20%	33 19%	58 22%	61 20%	57 18%	60 26% *	73 26%	53 19%	79 27% T	58 22%	25 16% *	14 24% *	22 22% *	198 21%	52 25%
Fairly unfavourable (-1)	146 13%	68 12%	78 13%	38 12%	44 11%	64 15%	21 17% H	17 9%	20 11%	24 12%	29 17% H	35 13%	43 14%	48 15%	29 12% *	26 9%	33 12%	46 16%	25 10%	20 13% *	4 8% *	17 17% *	111 12%	35 17%
Very unfavourable (-2)	415 37%	208 38%	207 36%	118 37%	149 39%	148 34%	47 37%	71 36%	80 44%	69 35%	58 34%	90 34%	130 43% P	122 39% P	86 37% *	77 27%	99 36%	100 34%	96 37%	53 35% *	22 40% *	45 46% *	346 37%	69 33%
Don't know	53 5%	6 1%	47 8% B	24 7% F	22 6% F	8 2%	7 6% L	17 9% L	13 7% L	8 4%	5 3%	3 1%	10 3%	14 4%	12 5% *	18 6%	15 6%	12 4%	15 6%	10 6% V*	1 2% *	- - *	44 5%	9 4%

Net: Favourable	270 24%	155 28% C	115 20%	64 20%	86 23%	120 28% D	25 20%	39 20%	28 15%	59 29% I	44 26% I	76 29% I	61 20%	75 24%	47 20% *	87 31% M	71 26%	59 20%	66 25%	46 30% V*	14 26% *	14 15% *	225 24%	45 21%
Net: Unfavourable	561 49%	276 50%	285 49%	156 49%	193 50%	212 49%	68 54%	88 45%	100 55%	93 46%	87 51%	125 48%	172 57% P	170 54% P	115 49% *	103 37%	132 49%	146 49%	121 47%	73 48% *	27 48% *	62 63% S*	457 49%	104 49%
Mean	-0.56	-0.49	-0.63	-0.60	-0.63	-0.47	-0.66 *	-0.56	-0.86	-0.44 I	-0.53	-0.42 I	-0.76	-0.61	-0.62 *	-0.23 MN	-0.55	-0.58	-0.53	-0.38 *	-0.60 *	-0.84 *	-0.56	-0.55

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	302	615	350	566	240	531	245	661
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	267	664	379	531	214	562	275	615
Very favourable (2)	101 9%	68 10%	26 9%	8 5% *	21 6%	81 10% E	57 8%	44 10%	47 13% JK	13 4%	1 1% *	34 21% JK	6 1%	86 18% M	13 5%	82 12% O	85 22% R	10 2%	12 6%	76 14% S	96 35% V	1 *
Fairly favourable (1)	169 15%	121 17% C	32 11%	15 11% *	28 8%	141 18% E	101 15%	68 15%	84 24% JK	26 8%	10 11% *	29 18% J	21 4%	133 27% M	17 6%	137 21% O	107 28% R	26 5%	29 14%	108 19% V	121 44% V	15 2%
Neither favourable nor unfavourable (0)	250 22%	148 21%	64 22%	38 27% *	63 18%	187 24% E	157 23%	93 21%	92 26% JK	39 12%	12 13% *	27 17%	48 10%	141 29% M	29 11%	151 23% O	98 26% R	61 11%	25 12%	111 20% S	45 16%	69 11%
Fairly unfavourable (-1)	146 13%	84 12%	37 13%	25 17% *	39 11%	107 14%	84 12%	62 14%	50 14%	32 10%	12 14% *	23 14%	70 15%	50 10%	23 8%	101 15% O	52 14%	62 12%	28 13%	69 12%	12 4%	113 18% U
Very unfavourable (-2)	415 37%	248 36%	116 39%	52 36% *	185 53% F	230 29%	257 37%	158 36%	71 20%	198 62% IL	50 55% IL*	45 29%	302 65% N	65 13%	177 66% P	182 27%	32 9%	359 68% Q	116 54% T	189 34%	2 1%	407 66% U
Don't know	53 5%	28 4%	19 7%	6 4% *	14 4%	40 5%	35 5%	18 4%	6 2%	10 3%	6 6% L*	1 1%	16 3%	11 2%	9 4%	11 2%	4 1%	14 3%	4 2%	8 2%	- -	11 2%

Net: Favourable	270 24%	189 27% CD	58 20%	23 16% *	48 14%	222 28% E	158 23%	112 25%	132 37% JK	39 12%	11 12% *	62 40% JK	27 6%	220 45% M	30 11%	219 33% O	192 51% R	36 7%	41 19%	185 33% S	217 79% V	16 3%
Net: Unfavourable	561 49%	331 48%	153 52%	77 53% *	224 64% F	337 43%	341 49%	220 50%	122 35%	230 72% IL	62 69% IL*	68 43%	372 80% N	115 24%	200 75% P	283 43%	84 22%	421 79% Q	144 67% T	257 46%	14 5%	519 85% U
Mean	-0.56	-0.48	-0.68	-0.71 *	-1.01	-0.36 E	-0.58	-0.52	-0.04 JK	-1.22	-1.18 *	-0.11 JK	-1.43	0.26 M	-1.29	-0.25 O	0.43 R	-1.42	-0.98	-0.33 S	1.08 V	-1.51

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210
Very favourable (2)	60 5%	32 6%	29 5%	29 9% EF	16 4%	16 4%	11 9% JL	18 9% JL	11 6%	5 3%	8 5%	8 3%	22 7%	13 4%	7 3% *	18 7%	16 6%	13 4%	17 7%	10 6% *	3 4% *	2 2% *	52 6%	9 4%
Fairly favourable (1)	203 18%	82 15%	121 21% B	70 22% F	72 19%	61 14%	27 21% K	43 22% K	44 24% JK	28 14%	17 10%	44 17%	59 20%	59 19%	34 15% *	51 18%	46 17%	55 18%	50 19%	32 21% *	5 9% *	16 16% *	170 18%	33 16%
Neither favourable nor unfavourable (0)	267 24%	114 21%	154 26%	104 33% EF	91 24% F	72 17%	39 31% KL	65 33% IKL	38 21%	53 26% L	33 20%	39 15%	65 21%	93 30% MP	53 22% *	57 20%	58 21%	77 26%	56 22%	39 26% *	14 25% *	23 23% *	225 24%	43 20%
Fairly unfavourable (-1)	222 20%	107 19%	114 20%	39 12%	75 20% D	108 25% D	15 12%	24 12%	37 20%	38 19%	45 27% GH	63 24% GH	72 24% N	52 16%	47 20% *	51 18%	49 18%	61 21%	48 18%	27 18% *	14 24% *	23 24% *	169 18%	53 25%
Very unfavourable (-2)	329 29%	211 38% C	119 20%	51 16%	109 29% D	169 39% DE	25 20%	27 14%	38 21%	71 36% GHI	61 36% GHI	107 41% GHI	76 25%	86 27%	78 34% *	89 32%	87 32%	79 27%	74 29%	36 24% *	19 34% *	35 35% *	268 29%	62 29%
Don't know	52 5%	9 2%	44 8% B	27 8% F	19 5% F	6 1%	9 7% L	18 9% JKL	13 7% L	6 3%	5 3%	1 *	10 3%	13 4%	14 6% *	16 6%	16 6%	11 4%	15 6%	9 6% *	2 3% *	- - *	41 4%	11 5%

Net: Favourable	263 23%	114 21%	150 26%	99 31% EF	88 23%	77 18%	38 30% JK	61 31% JKL	55 30% JK	33 16%	25 15%	52 20%	81 27%	72 23%	41 18% *	69 25%	62 23%	68 23%	67 26%	41 27% *	8 14% *	18 18% *	222 24%	41 20%
Net: Unfavourable	551 49%	318 57% C	233 40%	90 28%	184 48% D	276 64% DE	40 32%	51 26%	75 41% H	109 54% GHI	107 63% GHI	170 65% GHI	148 49%	138 44%	126 54% *	140 50%	136 50%	140 47%	122 47%	63 41% *	33 58% *	58 59% T*	436 47%	115 55%
Mean	-0.51	-0.70	-0.32 B	-0.05 EF	-0.52 F	-0.83	-0.13 JKL*	0.01 JKL	-0.28 JKL	-0.73	-0.82	-0.83	-0.41	-0.46	-0.71 *	-0.53	-0.56	-0.48	-0.46	-0.34 *	-0.76 *	-0.74 *	-0.49	-0.64

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1134	701	305	128	555	579	777	357	331	346	93	153	535	421	302	615	350	566	240	531	245	661
Weighted base	1134	697	294	144	349	785	691	443	351	318	90	158	463	488	267	664	379	531	214	562	275	615
Very favourable (2)	60 5%	36 5%	18 6%	6 4% *	25 7%	35 4%	36 5%	24 6%	16 4%	15 5%	18 20% UL*	5 3%	34 7%	20 4%	25 9% P	30 5%	14 4%	40 8% Q	57 27% T	- -	15 6%	39 6%
Fairly favourable (1)	203 18%	122 18%	60 21%	20 14% *	92 26% F	111 14%	128 19%	75 17%	35 10%	71 22% I	47 52% UL*	24 15%	145 31% N	32 7%	68 25% P	95 14%	39 10%	142 27% Q	101 47% T	27 5%	30 11%	159 26% U
Neither favourable nor unfavourable (0)	267 24%	145 21%	99 34% BD	23 16% *	83 24%	184 23%	195 28% H	72 16%	65 18%	60 19%	11 12% *	33 21%	116 25% N	82 17%	58 22%	122 18%	71 19%	121 23%	29 13%	52 9%	24 9%	137 22% U
Fairly unfavourable (-1)	222 20%	137 20%	44 15%	41 29% C*	69 20%	153 19%	129 19%	92 21%	77 22% K	76 24% K	9 10% *	32 20%	92 20%	104 21%	53 20%	144 22%	76 20%	103 19%	20 9%	163 29% S	54 20%	126 20%
Very unfavourable (-2)	329 29%	226 32% C	53 18%	50 35% C*	67 19%	263 33% E	166 24%	163 37% G	154 44% JK	88 28% K	1 1% *	61 38% JK	61 13%	239 49% M	57 21%	260 39% O	176 47% R	110 21%	8 4%	313 56% S	149 54% V	141 23%
Don't know	52 5%	31 4%	19 6%	3 2% *	14 4%	39 5%	36 5%	16 4%	5 1%	8 3%	4 5% *	3 2%	15 3%	10 2%	6 2%	12 2%	3 1%	15 3%	- -	7 1%	2 1%	12 2%

Net: Favourable	263 23%	158 23%	78 27%	27 18% *	117 34% F	146 19%	164 24%	99 22%	51 14%	86 27% I	65 72% UL*	29 18%	179 39% N	53 11%	93 35% P	125 19%	53 14%	182 34% Q	158 74% T	27 5%	46 17%	198 32% U
Net: Unfavourable	551 49%	363 52% C	97 33%	91 63% C*	135 39%	416 53% E	295 43%	256 58% G	231 66% JK	164 51% K	10 11% *	92 59% K	153 33%	344 70% M	110 41%	405 61% O	253 67% R	213 40%	28 13%	475 85% S	203 74% V	267 43%
Mean	-0.51	-0.59	-0.20 BD	-0.77 *	-0.18 F	-0.67	-0.40 H	-0.69	-0.92	-0.48 I	0.84 UL*	-0.77	* N	-1.07	-0.19 P	-0.78	-0.96	-0.20 Q	0.84 T	-1.37	-1.07	-0.28 U

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P/Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3
Public

22-25 November 2019

Adults online aged 18+ in GB

Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Conservative Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488	
A very good campaign (2)	54 5%	33 6%	20 3%	22 7% E	7 2%	24 6% E	12 9% UK	11 5% I	* *	6 3%	4 2%	20 8% I	15 5%	17 6%	6 2% *	16 6%	10 4%	11 4%	19 7%	5 3%	3 6%	6 6% *	42 5%	11 5%	33 5%	11 4% *	10 7% *	15 4%	39 5%	33 5%	20 5%	38 11% gh	6 2%	1 1% *	8 5%	8 2%	42 9% j	
A fairly good campaign (1)	253 22%	127 23%	126 22%	62 19%	82 21%	109 25%	22 18%	40 20%	38 21%	44 22%	41 24%	69 26%	67 22%	71 23%	51 22% *	63 22%	74 27%	67 23%	52 20%	30 19%	13 24%	17 17%	208 23%	45 21%	158 23%	61 21%	34 23% *	67 19%	186 24%	157 23%	96 22%	129 37% ghi	35 11%	16 17% *	40 25% E	71 15% j	159 33% j	
A neither good nor bad campaign (0)	333 29%	163 30%	169 29%	105 33%	101 26%	127 29%	38 30%	68 35%	46 26%	54 27%	56 33%	71 27%	96 32%	92 29%	62 27% *	82 29%	77 28%	91 31% V	68 26%	61 40% SV*	20 37% V*	15 16%	259 28%	74 35%	211 30%	88 30%	34 24% *	102 29%	231 29%	196 28%	136 31%	127 36% g	74 23%	23 25% *	43 27%	124 27%	153 31%	
A fairly bad campaign (-1)	198 17%	95 17%	103 18%	48 15%	68 18%	82 19%	21 17%	26 13%	38 21%	31 15%	38 22%	44 17%	49 16%	51 16%	52 22% *	45 16%	56 21% T	47 16%	56 22% T	17 11% *	7 12% *	16 16%	172 19%	26 13%	122 18%	46 16%	30 21% *	69 20%	129 16%	121 17%	77 17%	22 6% f	86 27% f	28 31% I*	31 19% f	105 23% k	66 14%	
A very bad campaign (-2)	188 17%	102 18%	87 15%	59 18%	74 19% F	55 13%	27 21%	32 17%	33 18%	41 20%	21 13%	34 13%	51 17%	51 16%	38 16% *	49 17%	40 15%	48 16%	37 14%	25 16% *	9 17% *	30 30% QRST*	156 17%	33 16%	105 15%	62 21% *	21 15% *	76 22% c	113 14%	116 17%	73 16%	10 3%	106 33% fi	19 21% I*	31 20% f	128 28% k	34 7%	
Don't know	108 10%	33 6%	75 13% B	24 8%	51 13% DF	33 8%	6 4%	19 10%	26 14% GK	25 12% G	10 6%	24 9%	26 9%	33 10%	24 10% *	25 9%	14 5%	32 11% Q	28 11%	16 10% *	3 5% *	15 15% Q*	88 9%	21 10%	67 10%	26 9%	15 11% *	20 6% b	88 11% b	68 10%	41 9%	24 7%	11 3%	5 5% *	6 4%	28 6%	34 7%	
Net: Good campaign	307 27%	160 29%	146 25%	84 26%	89 23%	134 31% E	34 27%	50 26%	38 21%	51 25%	45 26%	89 34% i	82 27%	89 28%	57 24% *	79 28%	84 31%	78 26%	71 27%	35 23% *	17 30% *	23 23% *	251 27%	56 27%	191 27%	72 25%	43 30% *	82 23%	225 29%	190 28%	116 26%	167 48% ghi	41 13%	16 18% *	47 30% g	78 17%	201 41% j	
Net: Bad campaign	386 34%	197 35%	190 33%	107 33%	142 37%	137 32%	48 39%	59 30%	71 39%	72 36%	59 35%	78 30%	100 33%	102 32%	90 39% *	94 34%	96 35%	95 32%	93 36%	41 27% *	16 29% *	45 46% RT*	327 35%	59 28%	228 33%	108 37%	51 36% *	145 41% c	242 31%	237 34%	150 34%	32 9%	192 60% fi	46 51% I*	62 39% f	233 50% k	100 20%	
Mean	-0.21	-0.20	-0.22	-0.20	-0.36	-0.09 E	-0.25	-0.17	-0.42 *	-0.31	-0.20	-0.01 i	-0.20	-0.16	-0.32 *	-0.19	-0.16	-0.21	-0.17	-0.19 *	-0.10 *	-0.56 *	-0.23	-0.13	-0.17	-0.32	-0.15 *	-0.38 b	-0.13	-0.21	-0.21	0.50 ghi	-0.82	-0.56 *	-0.25 g	-0.63	0.24 j	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U,V,W/X,Y/Z/a,b/c,d/e,f/g/h,i/j,k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U,V,W,X,Y/Z/a,b/c,d/e,f/g/h,i/j,k Minimum Base: 30(**) Small Base: 100(*)

	Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October?			
	The Conservati ve Party (A)	The Labour Party (B)	The Brexit Party (C)	The Liberal Democrats (D)
Unweighted base	1134	1134	1134	1134
Weighted base	1134	1134	1134	1134
A very good campaign (2)	54 5%	109 10% ACD	49 4%	40 4%
A fairly good campaign (1)	253 22% CD	207 18%	171 15%	172 15%
A neither good nor bad campaign (0)	333 29% B	272 24%	328 29% B	350 31% B
A fairly bad campaign (-1)	198 17%	211 19%	202 18%	235 21%
A very bad campaign (-2)	188 17%	234 21% A	247 22% A	207 18%
Don't know	108 10%	101 9%	138 12% AB	130 11% AB

Net: Good campaign	307 27% CD	316 28% CD	219 19%	212 19%
Net: Bad campaign	386 34%	445 39% A	449 40% A	442 39% A
Mean	-0.21 CD	-0.25 CD	-0.43	-0.40

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488	
A very good campaign (2)	109	60	49	59	29	21	30	29	12	17	8	14	26	23	30	30	39	22	19	12	6	11	95	14	53	49	8	39	70	71	38	13	79	1	10	67	31	
	10%	11%	9%	18% EF	8%	5%	24% UKL	15% IKL	7%	8%	4%	5%	9%	7%	13% *	11%	14% RS	8%	7%	8%	10% *	11% *	10%	7%	8%	17% Ya	5% *	11%	9%	10%	9%	4%	25% fhi	2% *	6%	14% k	6%	
A fairly good campaign (1)	207	92	115	79	65	63	32	46	42	23	26	37	63	64	34	46	50	67	39	32	6	14	173	34	135	56	16	87	120	132	75	31	107	20	22	123	55	
	18%	17%	20%	25% EF	17%	15%	26% JKL	24% JL	23% J	12%	15%	14%	21%	20%	15% *	16%	18%	23%	15%	21%	10% *	14% *	19%	16%	19%	19%	11% *	25% c	15%	19%	17%	9%	34% fi	23% f*	14%	27% k	11%	
A neither good nor bad campaign (0)	272	130	142	89	99	84	33	56	41	58	36	49	77	75	69	50	61	75	65	32	18	21	217	55	172	74	25	91	181	189	83	78	73	24	36	119	103	
	24%	23%	24%	28% F	26%	20%	26% D	29%	22%	29% L	21%	19%	25%	24%	30% p*	18%	22%	25%	25%	21% *	32% *	22% *	23%	26%	25%	25%	18% *	26% e	23%	27% e	19%	22%	23%	26% *	23%	26%	21%	
A fairly bad campaign (-1)	211	104	107	24	76	111	6	18	40	36	55	57	59	62	30	59	61	44	56	25	7	17	170	41	135	38	38	67	144	116	95	84	27	32	37	84	108	
	19%	19%	18%	7% D	20% D	26% D	5% 9%	22% GH	18% GH	32% GHJ	22% GH	19%	20%	13% *	21%	23%	15% 16% *	21% 13% *	18% 18% *	21% 16% *	13% 18% *	17% 18% *	19% 18% *	19% 19% Z	13% 26% Z*	19% 26% 19%	18% 18%	17% 17%	21% 21%	24% g	8% g*	35% g	24% g	18%	22%			
A very bad campaign (-2)	234	133	101	49	62	123	21	29	20	41	37	86	52	59	51	72	48	54	57	41	15	20	186	48	142	51	41	42	192	113	121	122	23	8	48	42	161	
	21%	24% C	17%	15%	16%	29% DE	17%	15%	11%	20% I	33% I	22% GHJK	17%	19%	22% *	26% M	18%	18%	22%	27% *	28% *	20% *	20%	23%	20%	17%	29% Z*	12% a	24% b	16%	27% d	35% gh	7% gh	9% *	31% gh	9%	33% j	
Don't know	101	35	66	21	52	28	3	18	26	26	9	19	26	32	19	24	14	33	25	11	4	15	83	19	60	26	15	22	79	70	31	23	9	5	5	29	29	
	9%	6%	11% B	6% 6%	14% DF	7%	2%	9% G	14% GK	13% GK	5%	7%	8%	10%	8% *	9%	5%	11% Q	10%	7% *	8% *	16% Q*	9%	9%	9%	11% *	6%	10%	10%	7%	6%	3%	5% *	3%	6%	6%	6%	
Net: Good campaign	316	152	164	138	94	85	63	75	54	40	34	51	89	86	64	76	88	90	58	44	11	25	268	48	188	104	24	126	190	203	113	44	185	22	31	190	86	
	28%	27%	28%	43% EF	24%	20%	50% UKL	39% JKL	30%	20%	20%	19%	29%	27%	28% *	27%	33% S	30%	22%	29%	20% *	25% *	29%	23%	27% a	36% Ya	16% *	36% c	24%	29%	26%	13%	58% fhi	24% f*	20%	41% k	18%	
Net: Bad campaign	445	237	208	73	138	234	27	46	61	77	91	143	111	121	81	131	109	98	112	66	23	37	356	89	277	89	79	110	335	229	216	206	50	40	86	126	269	
	39%	43% C	36%	23% D	36% D	54% DE	21%	24%	34% G	38% GH	54% GHJ	55% GHJ	37%	38%	35% *	47% M	40%	33%	43%	43% *	41% *	38% *	39%	42%	40% Z	30% Z	55% YZ*	31% b	43% b	33%	49% d	59% g	16% g*	44% g*	54% g	27% j	55%	
Mean	-0.25	-0.31	-0.19	0.25 EF	-0.23 F	-0.62	0.37 UKL	0.16 JKL	-0.10 KL*	-0.35	-0.54	-0.68	-0.17	-0.25	-0.17 *	-0.38	-0.11	-0.15	-0.40	-0.35 *	-0.40 *	-0.25 *	-0.21	-0.39	-0.28 a	0.05 Ya	-0.69 *	0.04 c	-0.38	-0.11 e	-0.45	-0.82	0.62 fhi	-0.29 f*	-0.61	0.20 k	-0.68	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E,F,G,H/I,J/K,L,M/N/O,P,Q,R/S,T,U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E,F,G,H/I,J/K,L,M/N/O,P,Q,R/S,T,U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3
Public

22-25 November 2019

Adults online aged 18+ in GB

Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488	
A very good campaign (2)	49 4%	23 4%	26 4%	27 8% EF	7 2%	15 3%	10 8% UK	17 9% UK	3 1%	4 2%	3 2%	12 5%	10 3%	12 4%	13 6%	13 5%	16 6%	9 3%	9 3%	12 8% R*	*	2 2%	42 5%	7 3%	31 4%	16 5%	2 1% *	12 3%	36 5%	25 4%	23 5%	18 5%	8 2%	4 4%	16 10% E	5 1%	39 8% J	
A fairly good campaign (1)	171 15%	98 18% C	73 13%	47 15%	61 16%	64 15%	23 18%	23 12%	20 11%	40 20% I	23 13%	41 16%	42 14%	43 14%	25 11%	61 22% MNO	47 17%	34 11%	37 14%	27 18%	12 21%	14 14%	136 15%	35 17%	118 12%	36 12%	16 11% *	34 10%	137 15% b	107 14%	64 24% gh	86 34% g	31 10%	8 8% *	32 21% gh	29 6% J	127 26% J	
A neither good nor bad campaign (0)	328 29%	151 27%	178 31%	82 26%	102 27%	144 33%	22 17%	61 31% G	46 25%	56 28% G	59 35% G	84 32% G	88 29%	95 30%	63 27% *	83 29%	69 25%	99 34%	80 31%	36 23% *	20 36% *	24 25% *	259 28%	70 33%	218 31% Z	69 24%	42 29% *	93 27% c	236 30%	192 28%	136 31%	120 34% g	62 20%	23 25% *	52 33% E	101 22% k	176 36% J	
A fairly bad campaign (-1)	202 18%	107 19%	95 16%	63 20%	61 16%	78 18%	29 23% J	33 17%	35 19%	26 13%	36 21%	42 16%	56 19%	58 18%	50 21% *	38 13%	53 19%	53 18%	47 18%	31 20% *	5 10% *	13 13% *	167 18%	35 17%	108 15%	63 21%	31 22% *	76 22% c	126 16%	134 19%	68 15%	69 20%	59 19%	18 20% *	25 16%	111 24% k	65 13%	
A very bad campaign (-2)	247 22%	126 23%	121 21%	69 21%	92 24%	86 20%	30 24%	38 20%	45 25%	47 24%	30 18%	56 22%	75 25%	69 22%	47 20% *	56 20%	60 22%	62 21%	50 19%	36 24% *	12 21% *	26 27% *	208 23%	39 18%	144 21%	68 23%	35 25% *	95 27% c	152 19%	155 22%	92 21%	34 10%	129 41% fi	29 32% R*	25 16%	174 38% k	36 7%	
Don't know	138 12%	50 9%	88 15% B	33 10%	60 16%	45 10%	11 9%	22 11%	33 18% G	27 13%	19 11%	26 10%	32 10%	39 12%	36 16% *	30 11%	27 10%	39 13%	37 14%	10 7% *	6 11% *	19 19% T*	112 12%	25 12%	79 11%	42 14%	17 12% *	39 11%	98 13%	78 11%	60 14%	24 7%	28 9%	9 10% *	7 5%	43 9%	45 9%	
Net: Good campaign	219 19%	121 22%	98 17%	74 23%	67 18%	78 18%	33 26% IK	41 21%	23 13%	44 22% I	25 15%	53 20%	52 17%	55 17%	38 16% *	74 26% MN	63 23% R	43 14%	46 18%	40 26% R*	12 22% *	16 16% *	178 19%	41 20%	149 21%	52 18% *	18 13% *	46 13% b	173 22% b	132 19%	87 20%	104 30% gh	39 12%	12 13% *	48 31% gh	33 7% J	166 34% J	
Net: Bad campaign	449 40%	232 42%	216 37%	131 41%	153 40%	164 38%	60 48%	72 37%	80 44%	74 37%	66 39%	99 38%	131 43% P	126 40%	97 42% *	94 33%	113 42%	115 39%	97 37%	67 44% *	17 31% *	39 40% *	375 41%	74 35%	252 36%	131 45% Y	66 46% c	171 49% c	278 35%	289 42%	160 36%	103 29% fi	188 59% R*	47 52% R*	50 32% k	285 62% k	101 21%	
Mean	-0.43	-0.43	-0.43	-0.35	-0.53	-0.41	-0.41 *	-0.30 I	-0.67 *	-0.42	-0.45	-0.38 *	-0.53	-0.46	-0.47 *	-0.25 M	-0.38	-0.49	-0.42	-0.36 *	-0.33 **	-0.61 *	-0.45	-0.35	-0.35	-0.52	-0.64 *	-0.67	-0.32 b	-0.47	-0.37	-0.05 gh	-0.93	-0.74 *	-0.07 gh*	-1.00	0.16 J	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421	
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488	
A very good campaign (2)	40 4%	17 3%	23 4%	29 EF	10 F	1 *	8 6% KL	20 10% UKL	6 3% K	4 2%	- -	1 1%	12 4%	9 3%	2 1% *	17 6% O	14 5% S	7 3%	4 1%	12 8% RS*	1 3%	1 1%	36 4%	4 2%	23 3%	16 5%	1 1% *	15 4%	24 3%	28 4%	12 3%	4 1%	14 4% f	11 12% fg*	8 5% f	23 5%	11 2%	
A fairly good campaign (1)	172 15%	80 15%	92 16%	59 18% F	65 17%	48 11%	25 20%	34 18%	41 23% JKL	24 12%	19 11%	29 11%	51 17%	55 18%	29 13% *	37 13%	44 16%	39 13%	40 16%	27 17% *	9 17% *	13 13% *	143 16%	29 14%	90 13%	62 21% Y	20 14% *	75 21% c	98 17% e	121 12%	52 12%	35 10%	63 20% fi	33 36% fg*	17 11%	111 24% k	42 9%	
A neither good nor bad campaign (0)	350 31%	158 29%	192 33%	109 34%	114 30%	126 29%	50 40%	60 31%	51 28%	64 32%	53 31%	73 28%	88 29%	96 30%	81 35% *	85 30%	68 25%	100 34%	90 34%	42 28% *	21 37% *	29 30%	283 31%	66 32%	212 30%	97 33%	40 28% *	109 31%	241 31%	227 33%	122 28%	110 31%	89 28%	33 37% *	47 30%	159 34% k	132 27%	
A fairly bad campaign (-1)	235 21%	131 24%	105 18%	46 14%	65 17%	125 29% DE	13 11%	32 16%	30 16%	35 17%	47 28% GHJ	78 30% GHJ	78 26% P	73 23%	39 17%	45 16%	59 22%	57 19%	52 20%	36 24% *	11 20%	21 21% *	183 20%	52 25%	160 23% Z	41 14%	34 24% Z*	79 23%	156 20%	125 18%	110 25% d	86 24% h	83 26% h	8 9% *	31 20%	88 19%	126 26% j	
A very bad campaign (-2)	207 18%	128 23% C	79 14%	39 12%	70 18% D	98 23% D	16 13%	22 11%	28 15%	42 21% H	38 23% H	60 23% H	46 15%	46 15%	51 22% *	64 23% MN	60 22%	51 17%	43 16%	24 15% *	9 16% *	21 21% *	173 19%	34 16%	136 20% Z	39 13%	32 22% *	40 12%	166 21% b	106 15%	101 23% d	90 26% gh	52 16% h	1 1% *	45 29% gh	40 9% j	140 29% j	
Don't know	130 11%	40 7%	90 16% B	39 12% EF	58 15% F	32 7%	13 10%	26 14%	26 14%	32 16% KL	12 7%	21 8%	28 9%	36 12%	31 13% *	34 12%	26 10%	41 14%	31 12%	13 8% *	5 8% *	14 14% *	105 11%	25 12%	75 11%	39 13%	16 11% *	30 9%	99 13%	84 12%	45 10%	26 7%	18 6%	5 5% *	9 6%	43 9%	37 8%	
Net: Good campaign	212 19%	97 18%	115 20%	88 27% EF	75 20% F	50 11%	33 26% JKL	55 28% JKL	47 26% JKL	28 14%	19 11%	30 12%	64 21%	64 20%	31 13% *	54 19%	59 22%	46 16%	44 17%	38 25% *	11 19%	14 14% *	180 19%	33 16%	113 16%	78 27% Ya	22 15% *	90 26% c	122 16%	148 21% e	64 14%	39 11%	76 24% f	44 48% fg*	25 16%	134 29% k	53 11%	
Net: Bad campaign	442 39%	258 47% C	184 32%	84 26%	135 35% D	223 52% DE	30 24%	54 28%	58 32%	77 38% G	85 50% GHJ	138 53% GHJ	124 41%	119 38%	90 39% *	109 39%	119 44%	108 36%	95 37%	60 39% *	20 36% *	41 42% *	357 39%	86 41%	297 43% Z	80 27%	66 46% Z*	120 34%	323 41% b	231 33%	212 48% d	176 50% h	134 42% h	9 10% *	76 48% h	128 28%	266 55% j	
Mean	-0.40	-0.53	-0.26 B	-0.02 EF	-0.37 F	-0.68	-0.05 JKL*	-0.01 JKL	-0.21 JKL*	-0.52	-0.66	-0.69	-0.34	-0.33	-0.54 *	-0.41	-0.43	-0.41	-0.39	-0.24 *	-0.32 *	-0.55 *	-0.38	-0.45	-0.48	-0.10 Ya	-0.59 *	-0.17 c	-0.50	-0.26 e	-0.60	-0.69	-0.32 f	0.52 fg*	-0.59 *	-0.03 k	-0.76	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 3

Public

22-25 November 2019

Adults online aged 18+ in GB

Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region							Urban / Rural		Marital Status			Education		Employment status			General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conser- vative	Labour	Lib Dem	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)			
Unweighted base	1134	555	579	362	398	374	160	202	190	208	195	179	496	371	98	169	272	298	261	154	56	93	935	199	701	305	128	555	579	777	357	331	346	93	153	535	421			
Weighted base	1134	554	580	320	382	431	125	195	181	201	169	262	303	316	234	281	271	296	260	153	56	98	924	210	697	294	144	349	785	691	443	351	318	90	158	463	488			
A hung parliament with the Conservatives as the biggest party	363 32%	193 35%	170 29%	68 21%	131 34% D	164 38% D	24 19%	45 23%	62 34% GH	69 34% GH	64 38% GH	100 38% GH	110 36% P	110 35% P	73 31% +	70 25%	78 29%	105 36%	78 30%	53 35% +	14 24% +	35 36% +	297 32%	66 32%	239 34% Z	76 26% +	48 33% +	131 38% c	232 30%	212 31%	151 34%	131 37%	93 29%	34 38% +	49 31%	163 35%	165 34%			
A Conservative majority government	303 27%	180 33% C	122 21%	63 20%	101 26%	139 32% D	26 21%	37 19%	41 23%	60 30% H	47 28%	92 35% GHI	75 25%	90 28%	51 22% +	87 31%	78 29%	75 25%	71 27%	33 22% +	19 33% +	27 28% +	242 26%	61 27%	188 22%	66 22%	49 34% Z*	80 23%	222 28%	177 26%	126 28%	162 46% ghi	40 12%	15 16% +	48 31% gh	77 17%	188 39% j			
A hung parliament with Labour as the biggest party	113 10%	57 10%	56 10%	37 11%	38 10%	38 9%	12 9%	25 13%	18 10%	20 10%	19 11%	19 7%	32 10%	33 11%	25 11% +	23 8%	38 14% R	20 7%	27 11%	16 11% +	2 4% +	10 10% X	104 5%	9 10%	71 10%	29 9%	13 12% +	43 9%	70 11%	78 11%	35 8%	8 20% f	63 14% f*	13 13% f	20 16% f	72 17% k	28 6%			
A Labour majority government	106 9%	60 11%	46 8%	71 22% EF	27 7% F	9 2%	38 31% HIDL	32 17% UKL	10 6% K	16 8% K	1 1%	8 3%	36 12% N	20 6%	17 7% +	34 12% N	27 10%	28 10%	20 8%	20 13% +	5 9% +	6 6% +	91 10%	15 7%	44 6%	56 19% Ya	6 4% +	36 10%	71 9%	73 11%	33 7%	6 2% fhi	72 23% f	8 7% +	70 5% +	20 15% k	20 4%			
A hung parliament with the Liberal Democrats as the biggest party	6 1%	1 +	5 1%	2 +	4 1%	* +	- -	2 1%	4 2%	- -	* +	- -	* +	3 1%	2 1% +	2 1%	- -	1 +	6 2% Q	- -	- +	- +	6 1%	- -	4 1%	2 1%	* +	3 1%	4 +	6 1%	* +	1 +	1 +	2 2% +	- -	3 1% +	2 +			
A Brexit Party majority	6 1%	2 +	4 1%	2 1%	1 +	3 1%	- -	2 1%	1 1%	- -	2 1%	1 +	2 1%	- -	- +	4 1%	2 1%	- -	1 +	1 1%	- -	2 2% +	6 1%	- -	1 +	2 1%	3 2% Y*	- -	6 1%	1 +	5 1%	3 1%	- -	2 3% g*	- -	- -	5 1%			
A Liberal Democrat majority	5 +	2 +	3 1%	* +	3 1%	2 +	* -	- -	2 1%	1 +	* +	1 +	3 1%	* +	- +	2 1%	- -	2 1%	2 1%	- +	* 1%	- +	4 +	1 +	4 1%	- -	1 +	2 1%	3 +	3 +	2 1%	* +	1 +	3 3% fg*	* +	5 1%	- -			
A hung parliament with the Brexit Party as the biggest party	3 +	- -	3 1%	1 *	2 1%	- -	- -	1 *	- -	2 1%	- -	- -	1 *	- -	- +	2 1%	- -	- -	2 1%	1 +	- -	- +	3 +	- -	1 *	- +	2 2% Y*	- -	3 +	3 +	- -	- -	- -	- -	2 1% +	- -	2 +			
Other	11 1%	2 +	9 2%	8 3% EF	1 *	2 1%	1 1%	7 4% U	- -	1 *	1 *	2 1%	2 1%	4 1%	2 1%	3 1%	2 1%	1 +	1 1%	2 1%	5 9% QRSTV*	- +	8 1%	4 2%	4 1%	4 1%	3 2% +	5 1%	7 1%	4 1%	7 2%	1 +	6 2%	1 1% +	3 2% +	3 1%	2 1%			
Don't know	217 19%	56 10%	161 28% B	68 21%	74 19%	75 17%	24 19%	44 22%	42 23%	32 16%	35 21%	40 15%	44 14%	55 18%	63 27% M*	55 19%	47 17%	64 21%	51 20%	26 17% +	11 58% +	19 19% +	163 18%	54 26% W	139 20%	58 20%	20 14% +	49 14%	168 21% b	134 19%	83 19%	39 11%	42 13%	14 15% +	26 17%	70 15%	75 15%			

Net: Hung Parliament	486 43%	251 45%	234 40%	108 34%	176 46%	202 47% D	35 28%	72 37%	85 47% G	92 46% G	84 49% GH	118 45% G	142 47% P	146 46% P	100 43% +	97 34%	116 43%	126 42%	113 44%	70 46% +	16 28% +	45 46% +	410 44%	76 36%	316 45% Z	107 37%	63 44% +	177 51% c	309 39%	299 43%	187 42%	139 40%	158 50% f	49 54% +	71 45%	238 51% k	197 40%
Net: Labour as the largest party	219 19%	117 21%	102 18%	108 34% EF	65 17% F	47 11%	50 40% UKL	57 29% UKL	28 16%	37 18%	20 12%	26 10%	67 22%	53 17%	42 18% +	56 20%	65 24%	48 16%	47 18%	36 24% +	7 13% +	16 16% +	194 21% X	25 12%	115 17%	85 29% Ya	19 13% +	79 23%	140 18%	151 22% e	68 15%	14 4%	135 43% fhi	19 21% f*	28 18% f	142 31% k	48 10%
Net: Conservative as the largest party	666 59%	373 67% C	292 50%	131 41%	232 61% D	302 70% DE	50 40%	82 42%	104 57% GH	129 64% GH	111 65% GH	192 73% GHI	185 61%	200 63%	124 53% +	157 56%	156 58%	180 61%	149 57%	87 57% +	32 58% +	62 63% +	539 58%	127 61%	427 61% Z	142 48%	96 67% Z*	211 61%	454 58%	389 56%	277 62%	293 83% ghi	133 42%	49 54% +	98 62% g	240 52%	353 72% j

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A,B/C,D/E/F,G/H/I/J/K,L,M,N/O,P,Q/R/S/T/U/V,W/X,Y/Z/a,b,c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (SN): A,B/C,D/E/F,G/H/I/J/K,L,M,N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b,c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)