

Ipsos MORI General Election Campaign Tracker Topline Results

27th November 2019

Fieldwork: 22nd – 25th November 2019

Technical Details

Ipsos MORI conducted online fieldwork amongst a representative sample of 1,134 adults aged 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.

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?

	22-25 Nov 2019	<i>15-18 Nov 2019</i>	<i>8-11 Nov 2019</i>
	%	<i>%</i>	<i>%</i>
Healthcare/ NHS/ hospitals	62	60	54
Europe/ EU/Brexit	57	56	55
Crime and anti-social behaviour/ law and order	31	32	32
Care for older and disabled people	31	32	31
Protecting the environment/ climate change	29	30	27
Immigration	29	30	26
Managing the economy/ economic situation	28	30	26
Public services generally	28	28	23
Education/ schools	28	27	24
Housing	25	23	21
Inflation/rising cost of living	24	22	23
Poverty/Inequality	23	23	24
Pensions	23	21	21
Lack of faith in politicians/political parties/system of government	22	22	21
Taxation	21	21	20
Public transport/ roads	20	18	17
Benefits	19	20	19
Issues affecting families/children/childcare	15	16	13
Defence/ security/ foreign affairs	14	16	15
Unemployment	14	16	14
Animal welfare	13	14	14
Foreign/overseas aid	13	10	10
Scottish independence/devolution	5	5	5
Nothing – I won’t vote	3	3	3
Other	1	2	2
Don’t know	3	3	3

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?

	22-26 Nov 2019	<i>15-18 Nov 2019</i>	<i>8-11 Nov 2019</i>
	%	<i>%</i>	<i>%</i>
The Conservative party	25	26	26
The Labour party	23	22	19
The Liberal Democrats	9	9	12
The Brexit Party	7	6	8
The Green party	3	3	3
The Scottish National Party (SNP)*	3	2	3
Plaid Cymru*	*	1	*
Another party	1	*	1
Different parties are better on different policies	12	11	9
None of these	9	8	8
Don't know	9	11	10

* The Scottish National Party (SNP) were only shown to participants living in Scotland and Plaid Cymru were only shown to participants living in Wales

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

		Very favour- able	Fairly favour- able	Neither favourable nor unfavourable	Fairly unfavour- able	Very unfavour- able	Don't know	Favour- -able	Unfavour- -able	Net favour- able
		%	%	%	%	%	%	%	%	±
Jeremy Corbyn	22-25 Nov	11	12	14	14	45	3	24	59	-35
	<i>15-18 Nov</i>	<i>10</i>	<i>13</i>	<i>15</i>	<i>15</i>	<i>45</i>	<i>3</i>	<i>22</i>	<i>60</i>	<i>-38</i>
	<i>8-11 Nov</i>	<i>9</i>	<i>13</i>	<i>13</i>	<i>16</i>	<i>46</i>	<i>2</i>	<i>23</i>	<i>62</i>	<i>-39</i>
Boris Johnson	22-25 Nov	11	23	17	14	33	3	33	47	-14
	<i>15-18 Nov</i>	<i>13</i>	<i>22</i>	<i>16</i>	<i>13</i>	<i>32</i>	<i>3</i>	<i>36</i>	<i>45</i>	<i>-9</i>
	<i>8-11 Nov</i>	<i>15</i>	<i>22</i>	<i>17</i>	<i>12</i>	<i>32</i>	<i>3</i>	<i>36</i>	<i>44</i>	<i>-8</i>
Jo Swinson	22-25 Nov	4	15	25	18	31	6	19	50	-31
	<i>15-18 Nov</i>	<i>6</i>	<i>17</i>	<i>30</i>	<i>17</i>	<i>24</i>	<i>7</i>	<i>22</i>	<i>41</i>	<i>-19</i>

	8-11 Nov	6	18	27	16	27	6	24	44	-20
Nigel Farage	22-25 Nov	9	15	18	11	43	4	24	54	-30
	15-18 Nov	9	17	17	13	40	4	26	54	-28
	8-11 Nov	9	15	19	13	41	3	24	54	-30
Labour Party	22-25 Nov	14	16	16	15	36	3	30	51	-21
	15-18 Nov	13	16	16	15	36	3	29	52	-23
	8-11 Nov	11	15	17	18	36	3	26	55	-29
Conservative party	22-25 Nov	13	21	19	14	29	4	34	43	-9
	15-18 Nov	12	24	17	14	30	4	35	43	-8
	8-11 Nov	15	23	18	15	26	3	38	41	-3
Brexit Party	22-25 Nov	9	15	22	13	37	5	24	49	-25
	15-18 Nov	8	15	21	15	35	6	23	50	-27
	8-11 Nov	10	14	21	14	37	4	24	51	-27
Liberal Democrats	22-25 Nov	5	18	24	20	29	5	23	49	-26
	15-18 Nov	6	18	28	19	24	5	25	42	-17
	8-11 Nov	7	19	25	19	27	4	26	45	-19

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?

		A very good campaign	A fairly good campaign	A neither good nor bad campaign	A fairly bad campaign	A very bad campaign	Don't know	A good campaign	A bad campaign
		%	%	%	%	%	%	%	%
Labour Party	22-25 Nov	10	18	24	19	21	9	28	39
	15-18 Nov	9	16	23	23	19	10	25	42
	8-11 Nov	7	14	23	22	22	12	21	44
Conservative party	22-25 Nov	5	22	29	17	17	10	27	34

	15-18 Nov	7	20	27	18	17	11	27	35
	8-11 Nov	8	19	28	20	15	10	27	35
Brexit Party	22-25 Nov	4	15	29	18	22	12	19	40
	15-18 Nov	5	14	26	19	22	13	19	41
	8-11 Nov	6	12	32	17	19	14	19	36
Liberal Democrats	22-25 Nov	4	15	31	21	18	11	19	39
	15-18 Nov	4	16	35	18	15	12	20	33
	8-11 Nov	4	18	33	14	18	12	23	32

Q5/6 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?

	22-25 Nov %	15-18 Nov %	8-11 Nov %
A hung parliament with the Conservatives as the biggest party	32	30	33
A Conservative majority government	27	27	25
A Labour majority government	9	11	10
A hung parliament with Labour as the biggest party	10	11	9
A Liberal Democrat majority	*	*	1
A Brexit Party majority	1	1	1
A hung parliament with the Liberal Democrats as the biggest party	1	1	1
A hung parliament with the Brexit Party as the biggest party	*	-	1
Another result	1	2	1
Don't know	19	17	18
Hung parliament	43	43	44
Conservatives largest party	59	57	59
Labour largest party	19	22	20