

IPSOS MORI CAMPAIGN TRACKER

NOVEMBER 2019

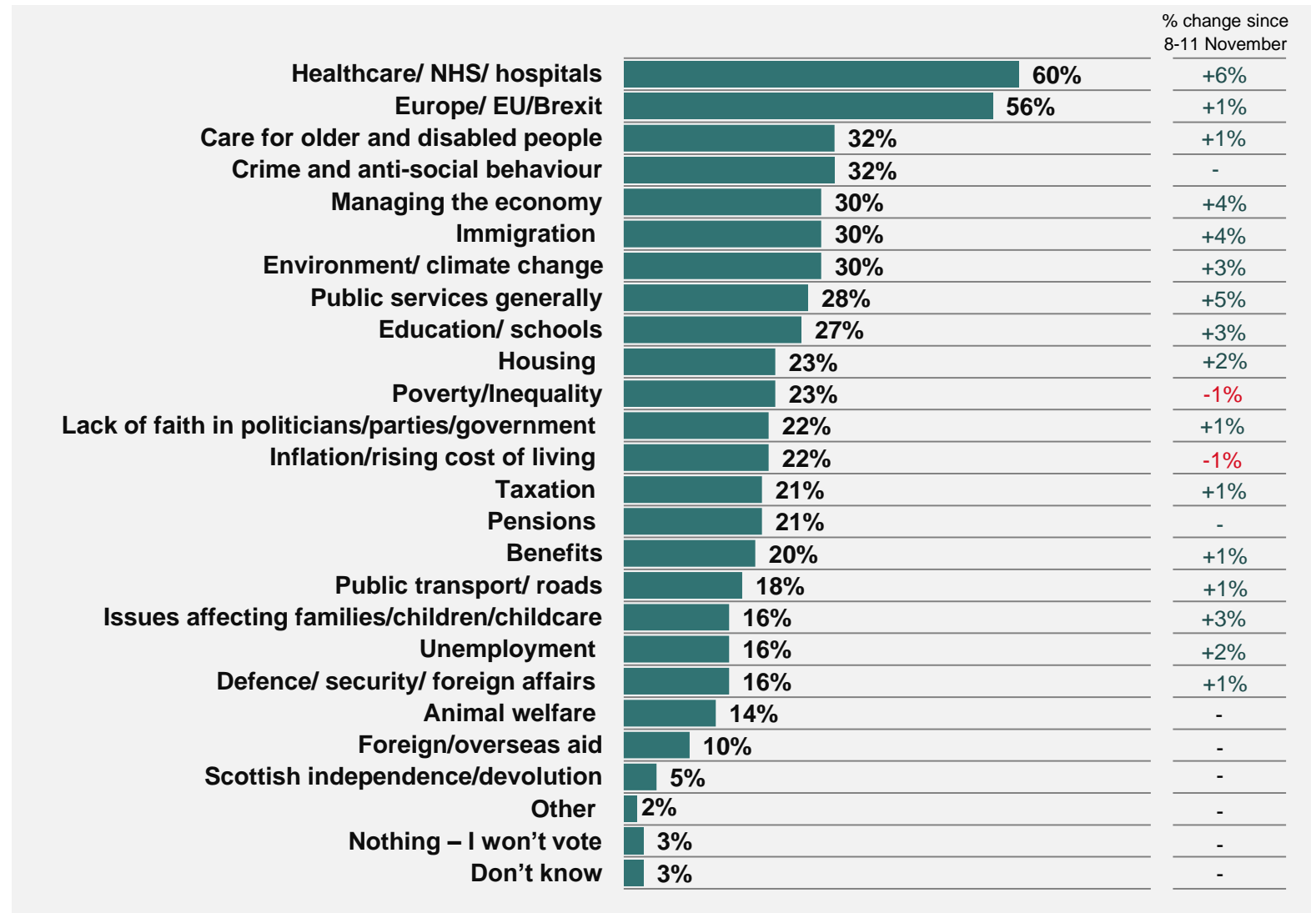


Ipsos MORI



Which issues will help decide your vote?

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



Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 15-18 November 2019

Which issues will help decide your vote? By party

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

Top ten issues for 2017 Conservative voters

		% change since 8-11 November
Europe/ EU/Brexit	69%	+1%
Healthcare/ NHS/ hospitals	58%	+3%
Immigration	46%	+8%
Managing the economy	40%	+7%
Crime and anti-social behaviour	38%	-3%
Care for older and disabled people	35%	+5%
Environment/ climate change	27%	+4%
Public services generally	25%	+6%
Pensions	24%	+1%
Lack of faith in politicians/parties/government	24%	+4%

Top ten issues for 2017 Labour voters

		% change since 8-11 November
Healthcare/ NHS/ hospitals	68%	+3%
Europe/ EU/Brexit	47%	-2%
Housing	34%	+5%
Poverty/Inequality	33%	-6%
Education/ schools	33%	+1%
Environment/ climate change	33%	+4%
Care for older and disabled people	33%	-
Public services generally	31%	+2%
Inflation/rising cost of living	29%	+5%
Crime and anti-social behaviour	29%	+2%

Base: 1,140 Online British adults 18+, 2017 Conservative party voters (340), 2017 Labour party voters (326) 15-18 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Which issues will help decide your vote? Leave vs Remain

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

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

		% change since 8-11 November
Europe/ EU/Brexit	63%	-1%
Healthcare/ NHS/ hospitals	62%	+7%
Immigration	49%	+6%
Crime	39%	-4%
Care for older and disabled people	35%	-
Managing the economy	31%	+3%
Lack of faith in politicians/parties/government	26%	+4%
Education/ schools	26%	+6%
Public services generally	26%	+3%
Pensions	24%	-2%

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

		% change since 8-11 November
Healthcare/ NHS/ hospitals	64%	+3%
Europe/ EU/Brexit	59%	+1%
Protecting the environment	39%	+5%
Care for older and disabled people	36%	+4%
Public services generally	34%	+5%
Managing the economy	34%	+3%
Education/ schools	31%	+2%
Crime	30%	+4%
Poverty/Inequality	29%	+4%
Taxation	25%	+7%

Base: 1,140 Online British adults 18+, those who voted leave (420), those who voted remain (539) 15-18 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Which issues will help decide your vote? By age

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

Top ten issues for those aged 18-34

Issue	%	% change since 8-11 November
Healthcare/ NHS/ hospitals	48%	+9%
Europe/ EU/Brexit	39%	+3%
Housing	27%	+5%
Benefits	25%	+3%
Education/ schools	24%	-2%
Immigration	22%	+4%
Crime	22%	+4%
Environment/ climate change	22%	+2%
Unemployment	21%	+1%
Taxation	20%	+2%

Top ten issues for those aged 35-54

Issue	%	% change since 8-11 November
Healthcare/ NHS/ hospitals	63%	+6%
Europe/ EU/Brexit	60%	-
Crime	34%	-2%
Public services generally	32%	+6%
Environment/ climate change	31%	+9%
Care for older and disabled people	30%	+5%
Immigration	30%	+2%
Managing the economy	29%	+3%
Education/ schools	28%	+2%
Inflation/rising cost of living	26%	+1%

Top ten issues for those aged 55+

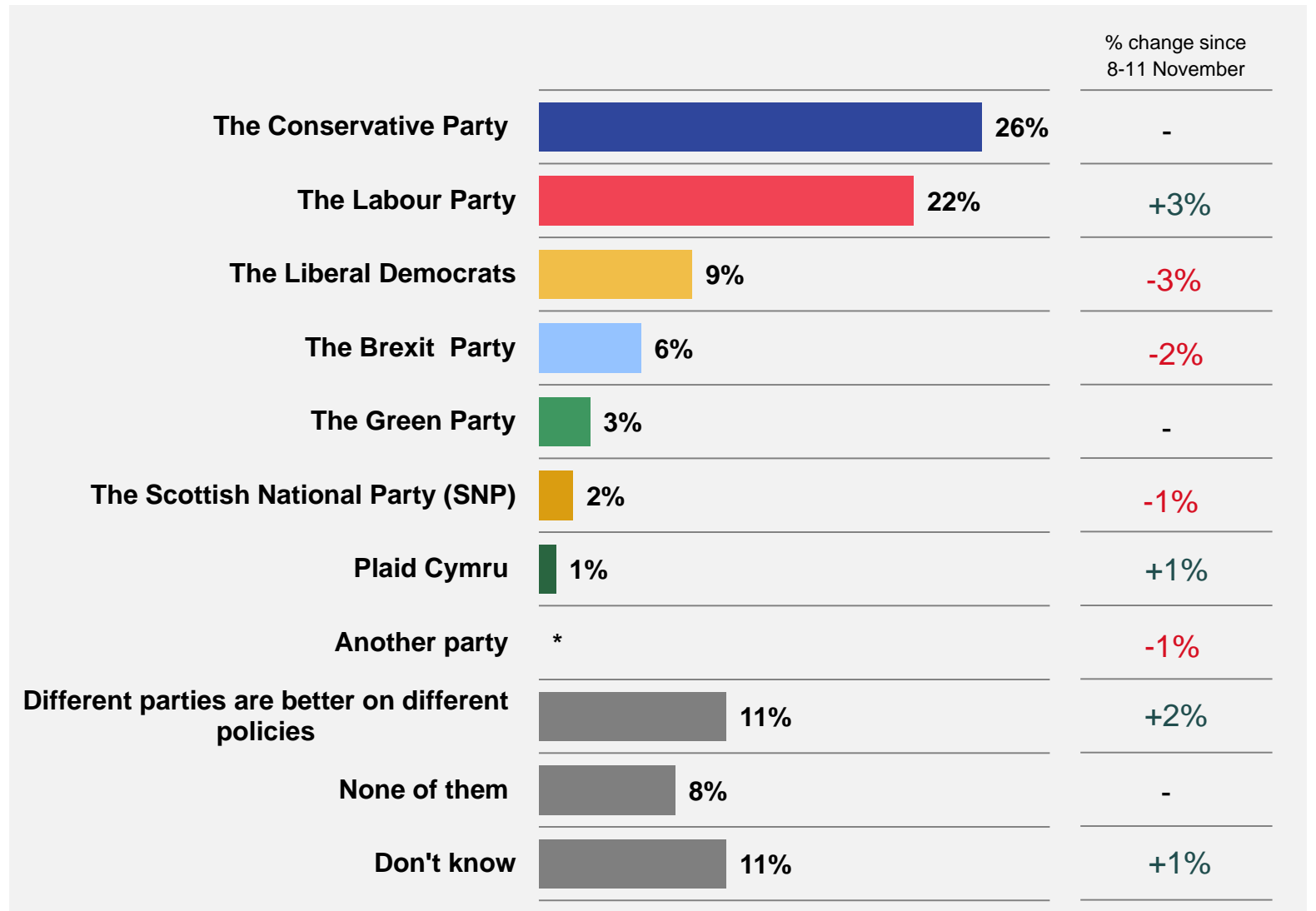
Issue	%	% change since 8-11 November
Healthcare/ NHS/ hospitals	66%	+2%
Europe/ EU/Brexit	65%	-
Care for older and disabled people	46%	-
Managing the economy	41%	+4%
Crime and anti-social behaviour	39%	-1%
Immigration	35%	+4%
Environment/ climate change	35%	-1%
Pensions	31%	-
Public services generally	31%	+2%
Lack of faith in politicians/parties/gov..	29%	-

Base: 1,140 Online British adults 18+, those aged 18-34 (364), 34-54 (402), 55+ (374) 15-18 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Which party has the best policies?

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

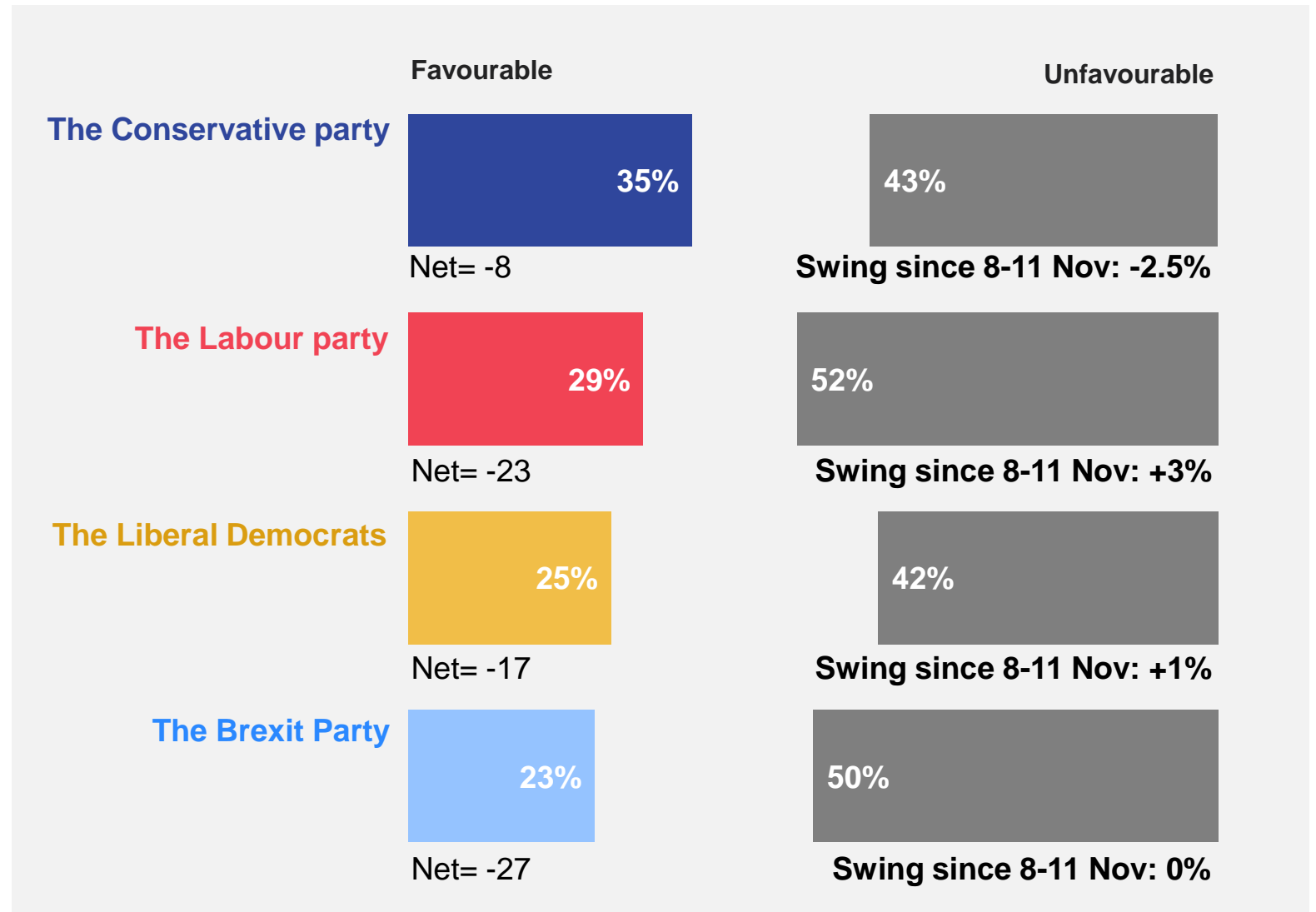


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 15-18 November 2019

Favourability towards the parties:

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

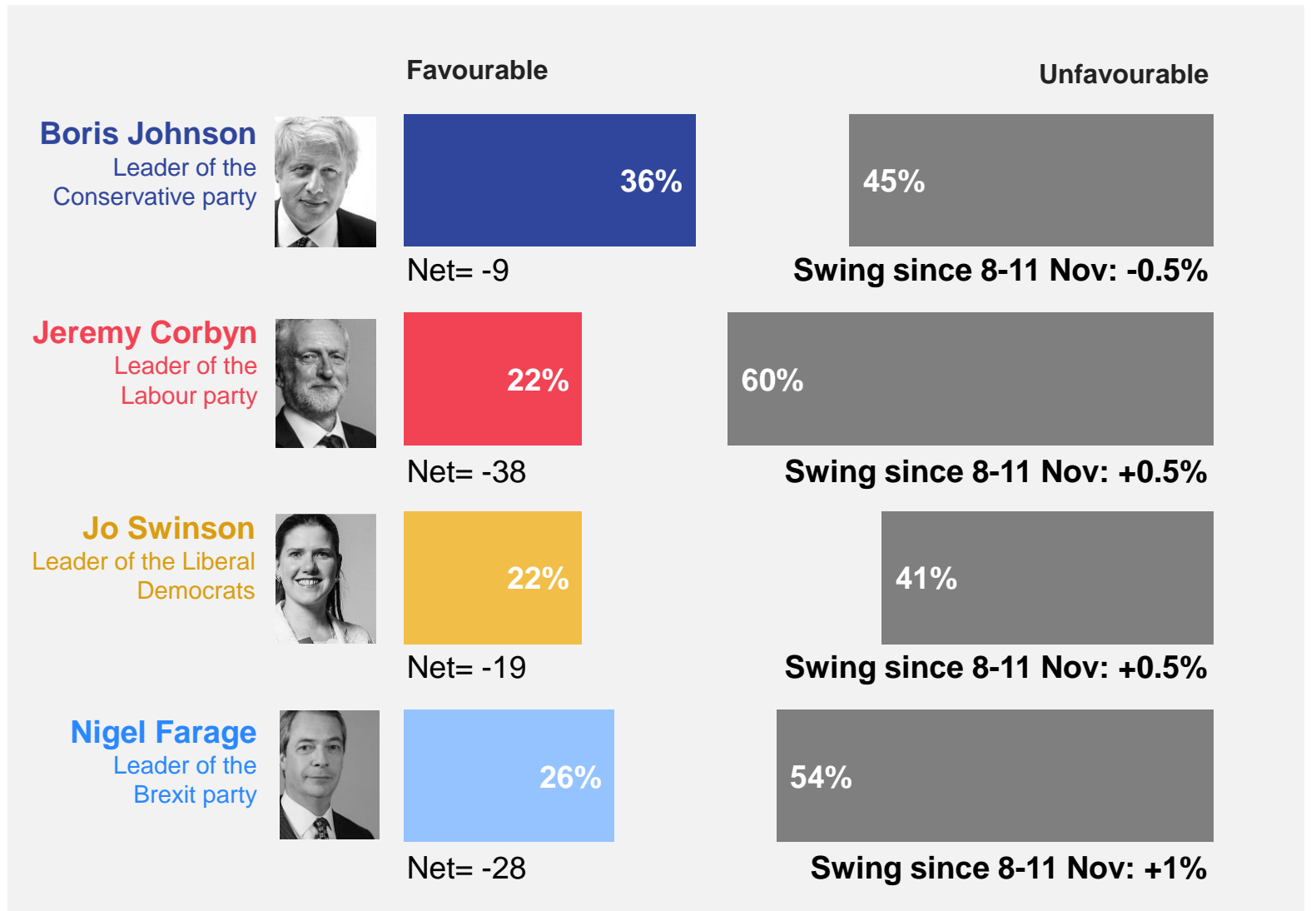


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 15-18 November 2019. Swing is calculated as the average of change in % "favourable" and % "unfavourable"

Favourability towards party leaders:

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

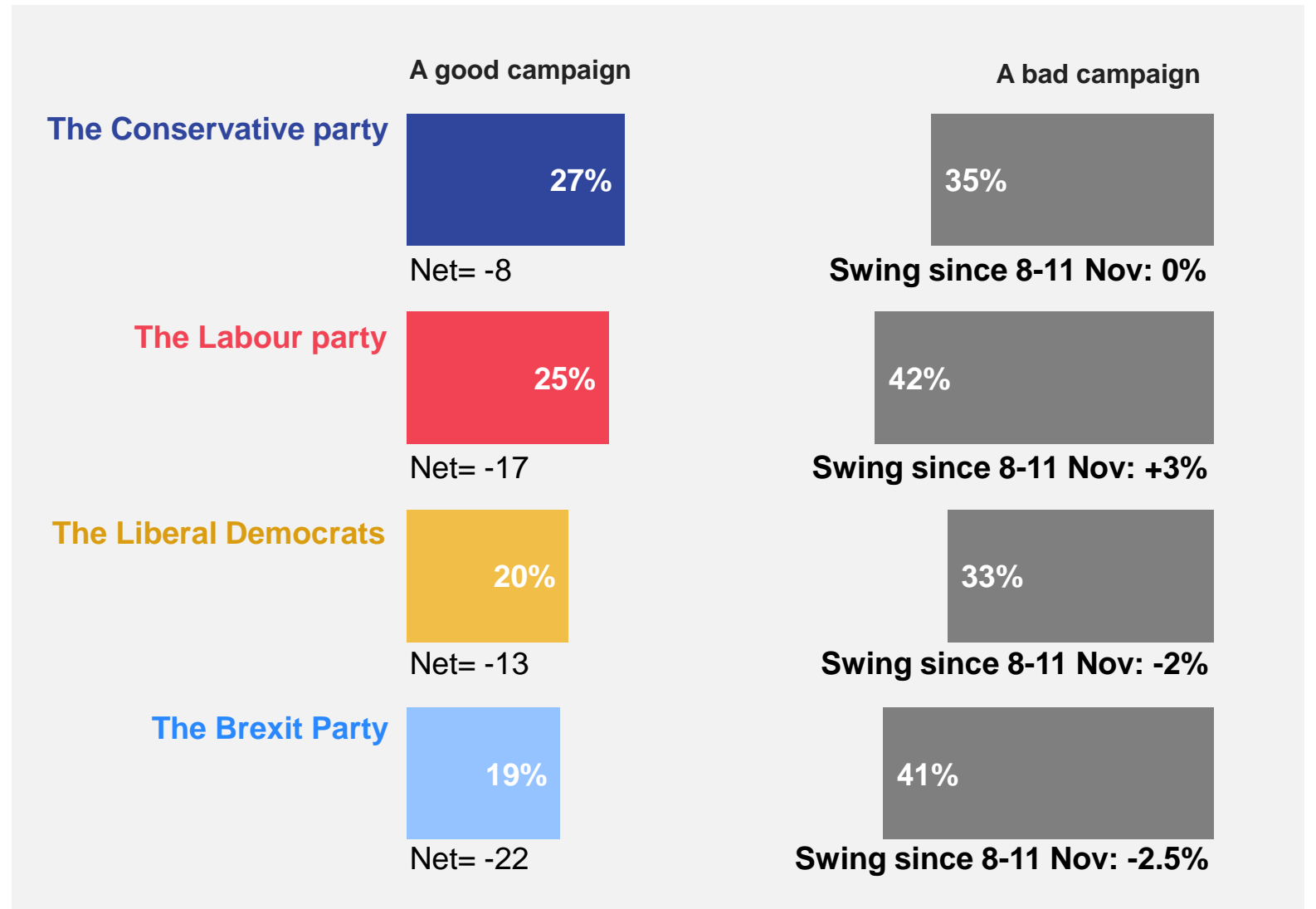


Base: 1,140 Online British adults 18+, 15-18 November 2019. Swing is calculated as the average of change in % "favourable" and % "unfavourable"

Source: Ipsos MORI General Election 2019 Campaign Tracker

Who is having a good campaign?

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



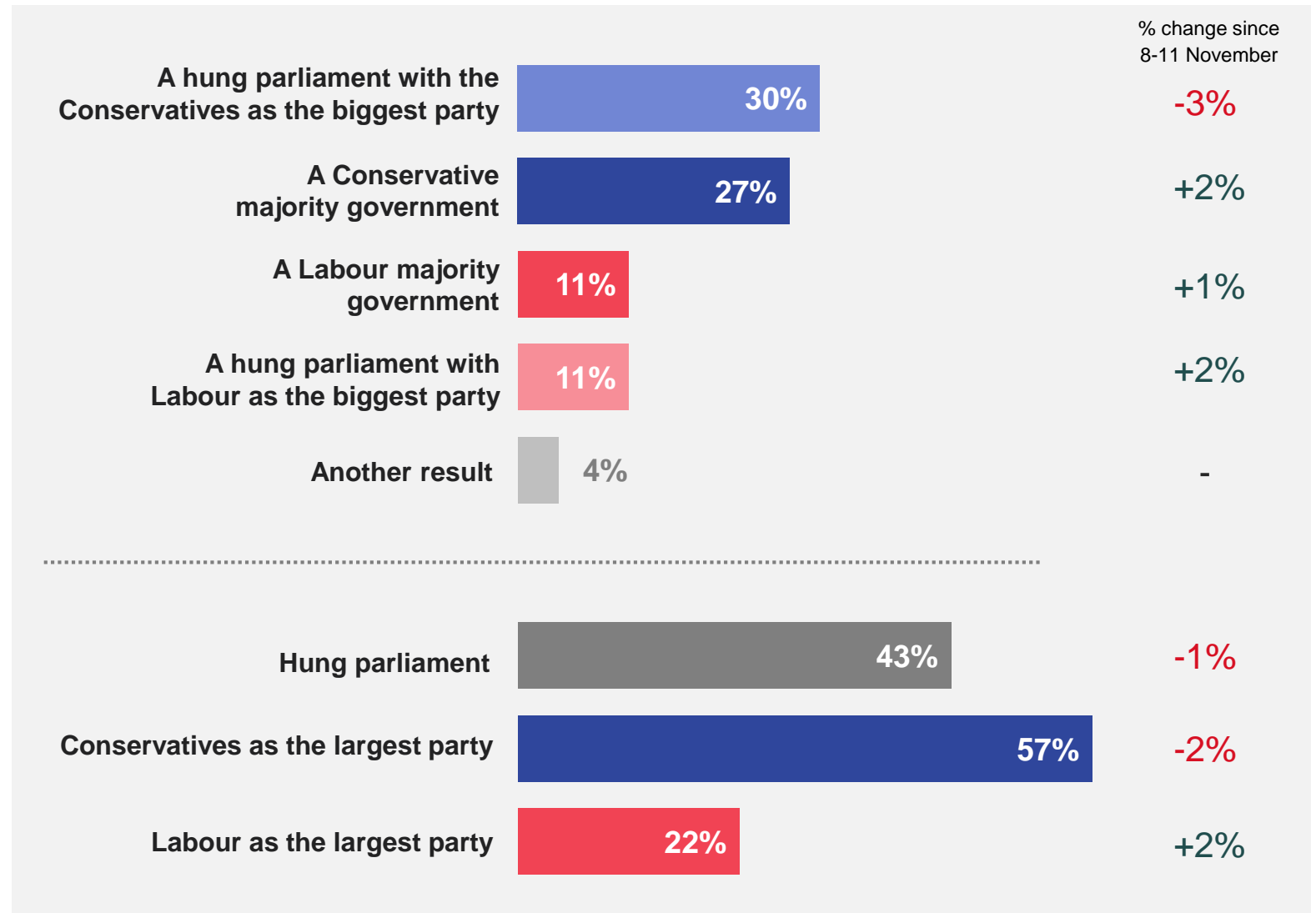
Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 15-18 November 2019. Swing is calculated as the average of change in % "favourable" and % "unfavourable"

What will the election outcome be?

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

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



Base: 1,140 Online British adults 18+, 15-18 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Technical Note

Ipsos MORI interviewed a representative sample of 1,140 adults 18+ across Great Britain. Interviews were conducted online: 15th – 18th 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=1,140 unless otherwise stated.

Ipsos MORI

GENERAL ELECTION 2019 CAMPAIGN TRACKER

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Glenn Gottfried
Research Manager
glenn.gottfried@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com

Ipsos MORI

