

Ipsos MORI November 2019 Political Monitor Topline Results

21st November 2019

Fieldwork: 15th- 19th November 2019

Technical Details

Ipsos MORI interviewed a representative sample of 1,228 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 15th-19th November 2019. Data are weighted 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. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, are filtered as discussed below. Data are based on all adults unless otherwise stated

Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Q1 How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

Base: All 9-10 certain to vote and always/usually/depends vote in General Elections, registered to vote and answers reallocated to ensure parties standing in constituency (1,013)*

**Q3-6
November
%**

**Q1a/b
October
%**

Conservative	44	41
Labour	28	24
Liberal Democrats (Lib Dem)	16	20
Scottish National Party/Plaid Cymru	5	5
Green Party	3	3
The Brexit Party	3	7
Other	1	*
Conservative lead (±%)	+16	+17
<i>Would not vote</i>	*	*
<i>Undecided</i>	5	4
<i>Refused</i>	3	1

* After being asked the regular voting intention questions, participants were then asked: *And if there was no [INSERT PARTY NAME] candidate in your constituency, how would you vote?* In constituencies where a participant's first preference party were not standing a candidate, their answers have been reallocated to their second party preference. Before this reallocation headline figures read: Conservatives 43%, Labour 27%, Liberal Democrats 16%, SNP/Plaid Cymru 5%, Green Party 3%, Brexit Party 4%.

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Again, answers here have been reallocated, so where a participant's first preference party were not standing a candidate in their constituency, their answers have been reallocated to their second party preference. *

Q1a How do you intend to vote in the General Election? Will you vote...?

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

	%
Conservative	43
Labour	29
Liberal Democrats (Lib Dem)	16
Scottish National Party/Plaid Cymru	5
Green Party	3
The Brexit Party	3
Other	1
Conservative lead (±%)	+14
<i>Would not vote</i>	4
<i>Undecided</i>	7
<i>Refused</i>	2

* Before reallocation the voting intention for all naming a party read: Conservatives 42%, Labour 29%, Liberal Democrats 16%, SNP/Plaid Cymru 5%, Green Party 3%, the Brexit Party 4%.

Certainty of voting

Q2 And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	76
9	5
8	4
7	3
6	1
5	5
4	1
3	2
2	1
1 – absolutely certain not to vote	4
Don't know	*

Voting decisions

Q7 Have you definitely decided to vote for ... or is there a chance you may change your mind before you vote?

	Definitely decided %	May change mind %	Don't know %
All giving a voting intention (1,081)			
November 2019	59	40	*
<i>June 7 2017</i>	80	19	1
<i>June 1 2017</i>	78	20	2
<i>May 2017</i>	67	32	1
<i>April 2017</i>	63	36	1
Conservative supporters (459)			
November 2019	71	28	*
<i>June 7 2017 (413)</i>	86	13	1
<i>June 1 2017 (267)</i>	75	23	2
<i>May 2017 (370)</i>	77	22	1
<i>April 2017 (401)</i>	78	21	*
Labour supporters (270)			
November 2019	54	46	-
<i>June 7 2017 (473)</i>	80	19	1
<i>June 1 2017 (286)</i>	76	21	3
<i>May 2017 (323)</i>	57	42	1
<i>April 2017 (219)</i>	56	43	1
Lib Dem supporters (203)			
November 2019	40	60	*
<i>June 7 2017 (106)</i>	65	33	2
<i>June 1 2017 (64)</i>	46	48	6
<i>May 2017 (93)</i>	51	44	4
<i>April 2017 (129)</i>	40	60	0

Q7b If you do change your mind about voting for this party, which party would you vote for instead?

Base: All those who may change their mind in Q9 (396)

	May 2015 %	May 2017 %	June 1 2017 %	June 7 2017 %	Nov 2019 %
Conservative	14	24	22	16	10
Labour	20	12	23	20	14
Lib Dem	17	20	20	18	19
Green	10	10	6	5	12
The Brexit Party	-	-	-	-	8
UKIP	14	7	6	9	3
Other	*	*	2	7	2
None/would not vote	3	1	5	3	5
Don't know/refused	22	23	14	22	26

Q8 You said you would vote for ... /are inclined to support Which of the following statements comes closest to your reasons for intending to vote for ...?

	May 2015 %	May 2017 %	Nov 2019 %
It is the party that most represents your views	85	75	70
The party you support has little chance of winning in this constituency so you vote for the [party] to try and keep another party out	10	11	14
Other	4	11	12
No opinion	2	3	3

	Among Conservative voters %	Among Labour voters %	Among Lib Dem supporters %
<i>Base</i>	459	270	203
It is the party that most represents your	70	76	62
The party you support has little chance of winning in this constituency so you vote for the [party] to try and keep another party out	11	14	23
Other	15	9	10
No opinion	3	1	4

Q9 How important is it to you personally who wins the next general election?

	November 2019 %	May 2017 %	April 2015 %	April 2010 %
Very important	64	53	44	39
Fairly important	23	32	40	39
Not very important	8	10	11	13
Not at all important	4	4	2	5
No opinion	1	1	3	3
Very/fairly important	87	85	84	78
Not very/at all	12	14	13	18

Q10 I want you to think about what it is that most attracted you to ... party. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

	Parties %	Policies %	Leaders %
All giving a voting intention (1,076)			
November 2019 mean	2.7	4.6	2.7
<i>April 2017 mean</i>	3	3.7	3.1
<i>April 2015 mean</i>	3	4.3	2.6
Conservative party supporters (459)			
November 2019 mean	2.6	4.1	3.3
<i>April 2017 mean</i>	2.8	3.4	3.8
<i>April 2015 mean</i>	2.6	4.5	2.8
Labour party supporters (270)			
November 2019 mean	2.9	5.0	2.2
<i>April 2017 mean</i>	3.1	4.0	2.4
<i>April 2015 mean</i>	3.4	4.3	2.3
Lib Dem supporters (203)			
November 2019 mean	2.3	5.5	2.2
<i>April 2017 mean</i>	3.3	4.7	1.9
<i>April 2015 mean</i>	3.2	4.2	2.6

Issues

Q11 Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for? * UNPROMPTED

	March 2015 %	April 2015 %	April 2017 %	Nov 2019
Europe / EU / Brexit	8	7	42	63
Healthcare/NHS/hospitals	38	47	31	41
Education/schools	25	24	21	21
Taxation	10	16	14	11
Protecting the natural environment/climate change	5	5	2	11
Managing the economy/economic situation	31	35	18	9
Asylum and immigration	25	19	17	7
Crime and anti-social behaviour/law and order	5	4	4	7
Don't know	10	9	10	7

*Showing only answers above 7%; see computer tables for full results

Q19 Thinking about the next general election, do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?

	January 2014	December 2014	November 2019
	5	%	%
Good	26	28	20
Bad	65	65	72
Don't know	9	7	8