

**Ipsos MORI General Election Campaign Tracker  
Topline Results**

**20<sup>th</sup> November 2019**

**Fieldwork: 15<sup>th</sup> – 18<sup>th</sup> November 2019**

Technical Details

Ipsos MORI conducted online fieldwork amongst a representative sample of 1,140 adults aged 18+ across Great Britain. Interviews were conducted online: 15<sup>th</sup> – 18<sup>th</sup> 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.

**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?**

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

**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?**

	<b>15-18 Nov 2019</b>	<i>8-11 Nov 2019</i>
	<b>%</b>	<b>%</b>
The Conservative party	<b>26</b>	26
The Labour party	<b>22</b>	19
The Liberal Democrats	<b>9</b>	12
The Brexit Party	<b>6</b>	8
The Green party	<b>3</b>	3
The Scottish National Party (SNP)*	<b>2</b>	3
Plaid Cymru*	<b>1</b>	*
Another party	<b>*</b>	1
Different parties are better on different policies	<b>11</b>	9
None of these	<b>8</b>	8
Don't know	<b>11</b>	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 favourable	Fairly favourable	Neither favourable nor unfavourable	Fairly unfavourable	Very unfavourable	Don't know	Favourable	Unfavourable	Net favourable
		%	%	%	%	%	%	%	%	±
<b>Jeremy Corbyn</b>	<b>15-18 Nov</b>	<b>10</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>45</b>	<b>3</b>	<b>22</b>	<b>60</b>	<b>-38</b>
	<i>8-11 Nov</i>	9	13	13	16	46	2	22	62	-39
<b>Boris Johnson</b>	<b>15-18 Nov</b>	<b>13</b>	<b>22</b>	<b>16</b>	<b>13</b>	<b>32</b>	<b>3</b>	<b>36</b>	<b>45</b>	<b>-9</b>
	<i>8-11 Nov</i>	15	22	17	12	32	3	37	44	-8
<b>Jo Swinson</b>	<b>15-18 Nov</b>	<b>6</b>	<b>17</b>	<b>30</b>	<b>17</b>	<b>24</b>	<b>7</b>	<b>22</b>	<b>41</b>	<b>-19</b>
	<i>8-11 Nov</i>	6	18	27	16	27	6	24	43	-20
<b>Nigel Farage</b>	<b>15-18 Nov</b>	<b>9</b>	<b>17</b>	<b>17</b>	<b>13</b>	<b>40</b>	<b>4</b>	<b>26</b>	<b>54</b>	<b>-28</b>
	<i>8-11 Nov</i>	9	15	19	13	41	3	24	54	-30

<b>Labour Party</b>	<b>15-18 Nov</b>	<b>13</b>	<b>16</b>	<b>16</b>	<b>15</b>	<b>36</b>	<b>3</b>	<b>29</b>	<b>52</b>	<b>-23</b>
	<i>8-11 Nov</i>	<i>11</i>	<i>15</i>	<i>17</i>	<i>18</i>	<i>36</i>	<i>3</i>	<i>26</i>	<i>55</i>	<i>-29</i>
<b>Conservative party</b>	<b>15-18 Nov</b>	<b>12</b>	<b>24</b>	<b>17</b>	<b>14</b>	<b>30</b>	<b>4</b>	<b>35</b>	<b>43</b>	<b>-8</b>
	<i>8-11 Nov</i>	<i>15</i>	<i>23</i>	<i>18</i>	<i>15</i>	<i>26</i>	<i>3</i>	<i>38</i>	<i>41</i>	<i>-3</i>
<b>Brexit Party</b>	<b>15-18 Nov</b>	<b>8</b>	<b>15</b>	<b>21</b>	<b>15</b>	<b>35</b>	<b>6</b>	<b>23</b>	<b>50</b>	<b>-27</b>
	<i>8-11 Nov</i>	<i>10</i>	<i>14</i>	<i>21</i>	<i>14</i>	<i>37</i>	<i>4</i>	<i>24</i>	<i>51</i>	<i>-27</i>
<b>Liberal Democrats</b>	<b>15-18 Nov</b>	<b>6</b>	<b>18</b>	<b>28</b>	<b>19</b>	<b>24</b>	<b>5</b>	<b>25</b>	<b>42</b>	<b>-17</b>
	<i>8-11 Nov</i>	<i>7</i>	<i>19</i>	<i>25</i>	<i>19</i>	<i>27</i>	<i>4</i>	<i>26</i>	<i>46</i>	<i>-19</i>

**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
		%	%	%	%	%	%	%	%
<b>Labour Party</b>	<b>15-18 Nov</b>	<b>9</b>	<b>16</b>	<b>23</b>	<b>23</b>	<b>19</b>	<b>10</b>	<b>25</b>	<b>42</b>
	<i>8-11 Nov</i>	<i>7</i>	<i>14</i>	<i>23</i>	<i>22</i>	<i>22</i>	<i>12</i>	<i>21</i>	<i>44</i>
<b>Conservative party</b>	<b>15-18 Nov</b>	<b>7</b>	<b>20</b>	<b>27</b>	<b>18</b>	<b>17</b>	<b>11</b>	<b>27</b>	<b>35</b>
	<i>8-11 Nov</i>	<i>8</i>	<i>19</i>	<i>28</i>	<i>20</i>	<i>15</i>	<i>10</i>	<i>27</i>	<i>35</i>
<b>Brexit Party</b>	<b>15-18 Nov</b>	<b>5</b>	<b>14</b>	<b>26</b>	<b>19</b>	<b>22</b>	<b>13</b>	<b>19</b>	<b>41</b>
	<i>8-11 Nov</i>	<i>6</i>	<i>12</i>	<i>32</i>	<i>17</i>	<i>19</i>	<i>14</i>	<i>19</i>	<i>36</i>
<b>Liberal Democrats</b>	<b>15-18 Nov</b>	<b>4</b>	<b>16</b>	<b>35</b>	<b>18</b>	<b>15</b>	<b>12</b>	<b>20</b>	<b>33</b>
	<i>8-11 Nov</i>	<i>4</i>	<i>18</i>	<i>33</i>	<i>14</i>	<i>18</i>	<i>12</i>	<i>23</i>	<i>32</i>

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?

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