

IPSOS MORI CAMPAIGN TRACKER

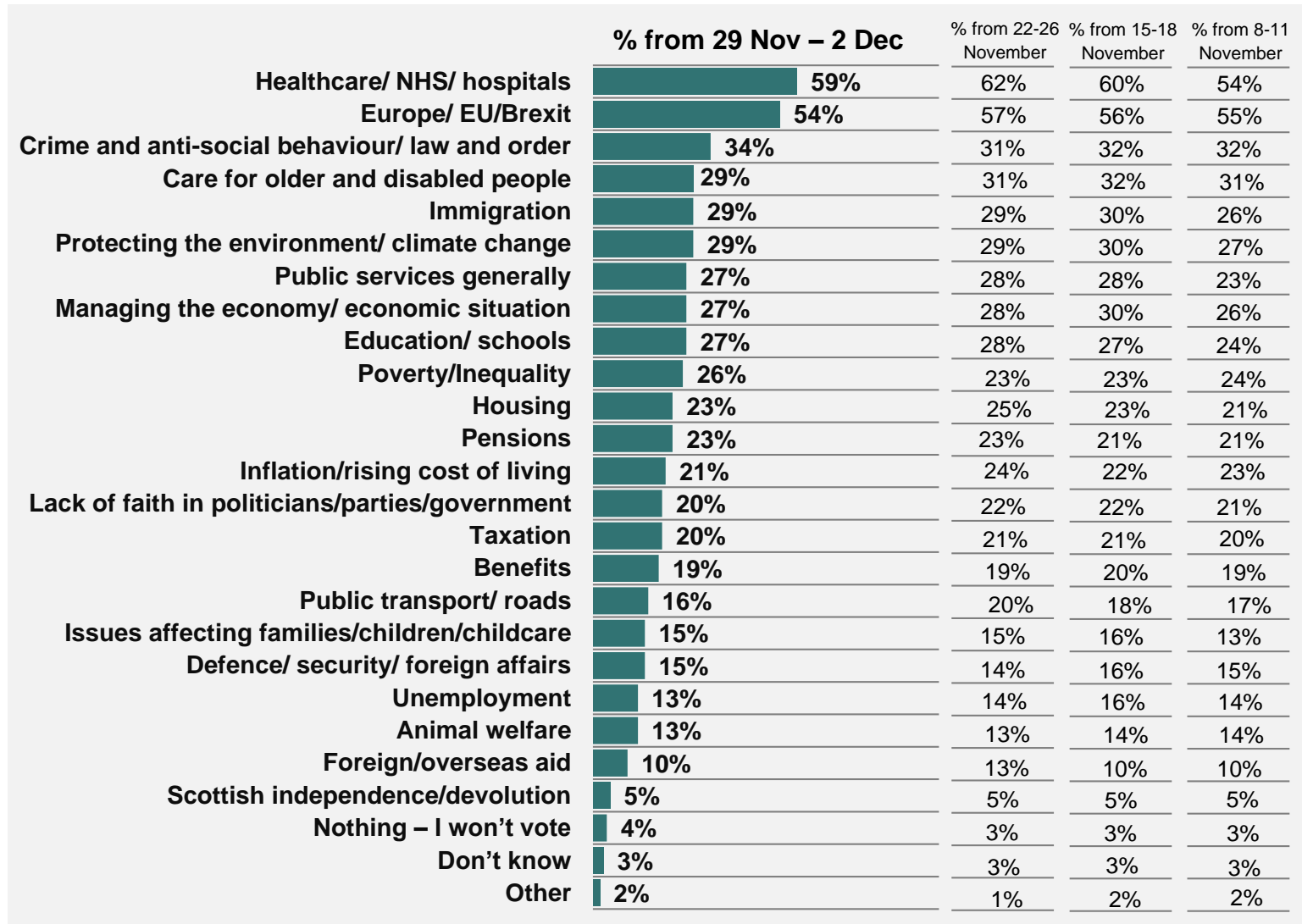
DECEMBER 2019

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: 2,253 Online British adults 18+, 29 November to 2 December, 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

	% from 29 November – 2 December	% from 22-26 November	% from 15-18 November	% from 8-11 November
Europe/EU/Brexit	68%	70%	69%	68%
Health care/NHS	54%	65%	58%	55%
Crime	41%	40%	38%	41%
Immigration	40%	41%	46%	38%
Managing the economy	35%	35%	40%	33%
Care for older and disabled people	27%	36%	35%	30%
Pensions	26%	23%	24%	23%
Taxation	24%	26%	22%	22%
Education/schools	24%	23%	21%	20%
Protecting the environment	23%	22%	27%	23%

Top ten issues for 2017 Labour voters

	% from 29 November – 2 December	% from 22-26 November	% from 15-18 November	% from 8-11 November
Health care/NHS	71%	72%	68%	65%
Brexit/EU	48%	51%	47%	49%
Poverty/inequality	41%	38%	33%	39%
Public services	37%	40%	31%	29%
Protecting the environment	37%	37%	33%	29%
Education/schools	34%	37%	33%	32%
Care for older and disabled	34%	33%	33%	33%
Housing	33%	39%	34%	29%
Crime	31%	27%	29%	27%
Benefits	28%	28%	29%	30%

Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 2,253 Online British adults 18+, 2017 Conservative party voters (630), 2017 Labour party voters (659) 29th November to 2nd December 2019

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

	% from 29 November – 2 December	% from 22-26 November	% from 15-18 November	% from 8-11 November
Brexit/EU	64%	65%	63%	64%
Health care/NHS	59%	64%	62%	55%
Immigration	46%	49%	49%	43%
Crime	40%	38%	39%	43%
Care for elderly/disabled	30%	38%	35%	35%
Managing the economy	28%	29%	31%	28%
Pensions	28%	29%	24%	26%
Public services	24%	25%	26%	23%
Education/schools	23%	21%	26%	20%
Lack of faith in politics	23%	25%	26%	22%

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

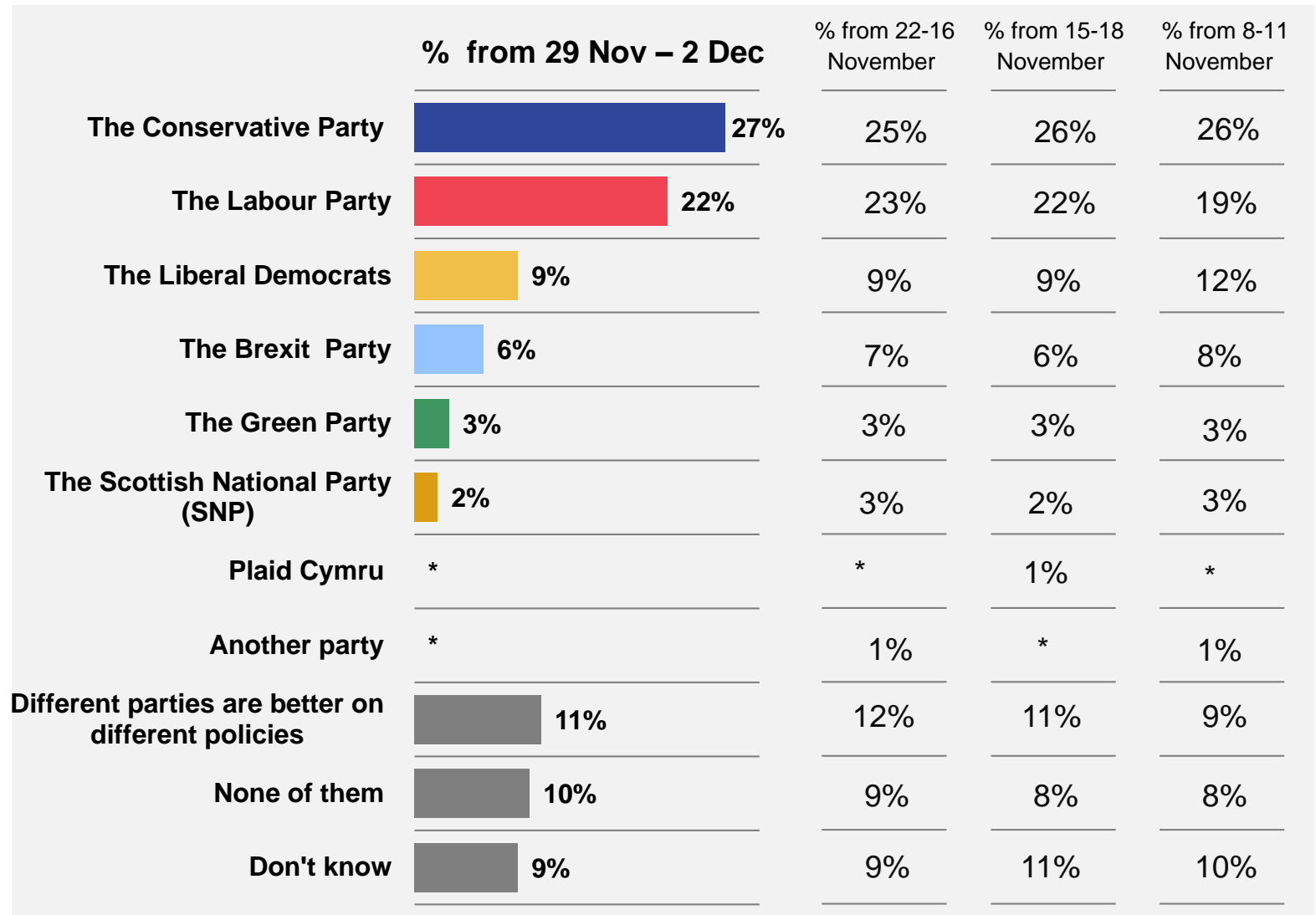
	% from 29 November – 2 December	% from 22-26 November	% from 15-18 November	% from 8-11 November
Health care/NHS	68%	66%	64%	61%
Brexit/EU	56%	57%	59%	58%
Protecting the environment	40%	40%	39%	34%
Public services	36%	36%	34%	29%
Poverty/inequality	34%	29%	29%	33%
Care for elderly/disabled	33%	28%	36%	32%
Education/schools	33%	36%	31%	29%
Managing the economy	31%	33%	34%	31%
Crime	30%	28%	30%	26%
Housing	26%	28%	24%	24%

Base: 2,253 Online British adults 18+, 2016 Leave voters (840), 2016 Remain voters (1022), 29th November to 2nd December 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?

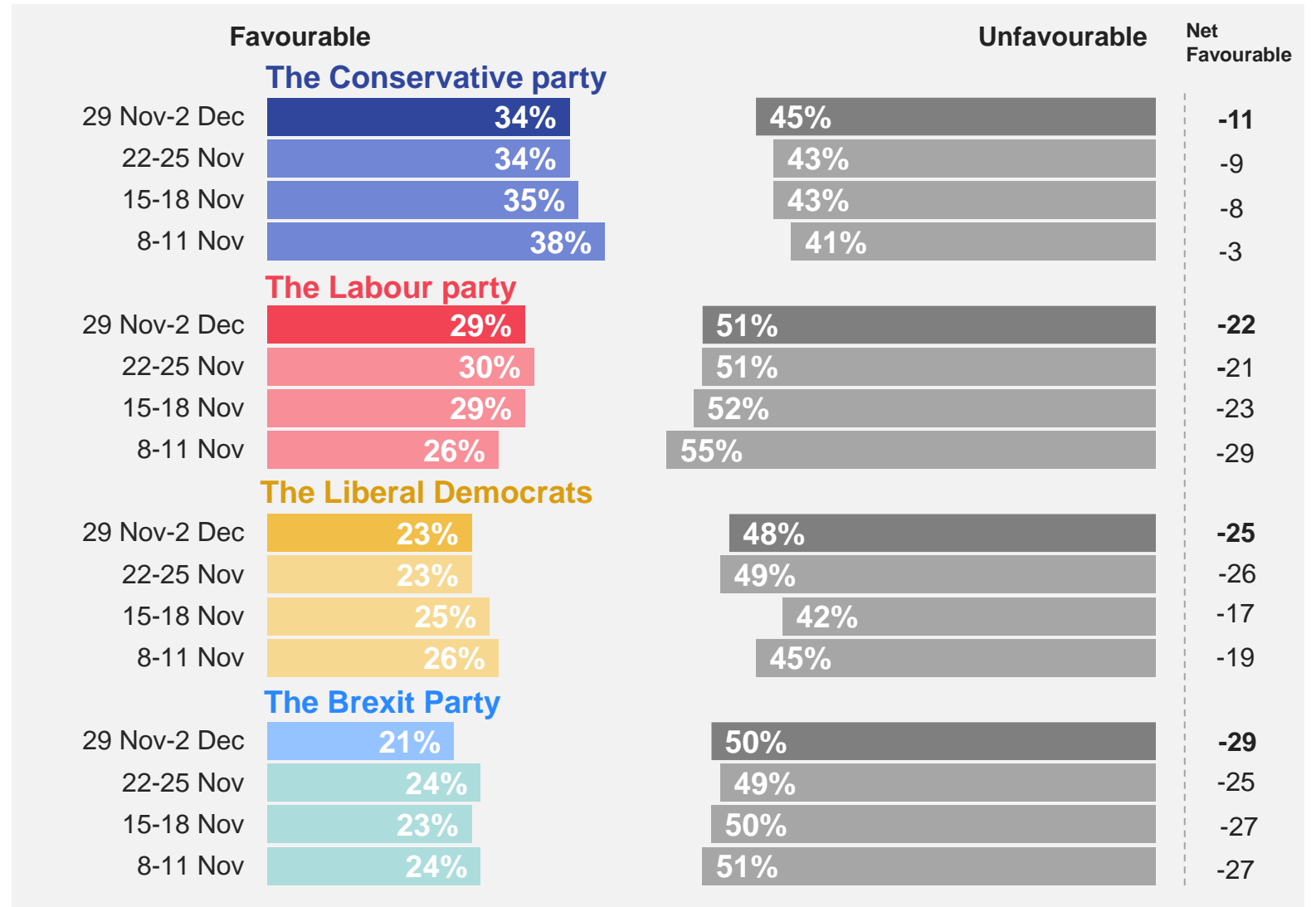


Base: 2,253 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

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?

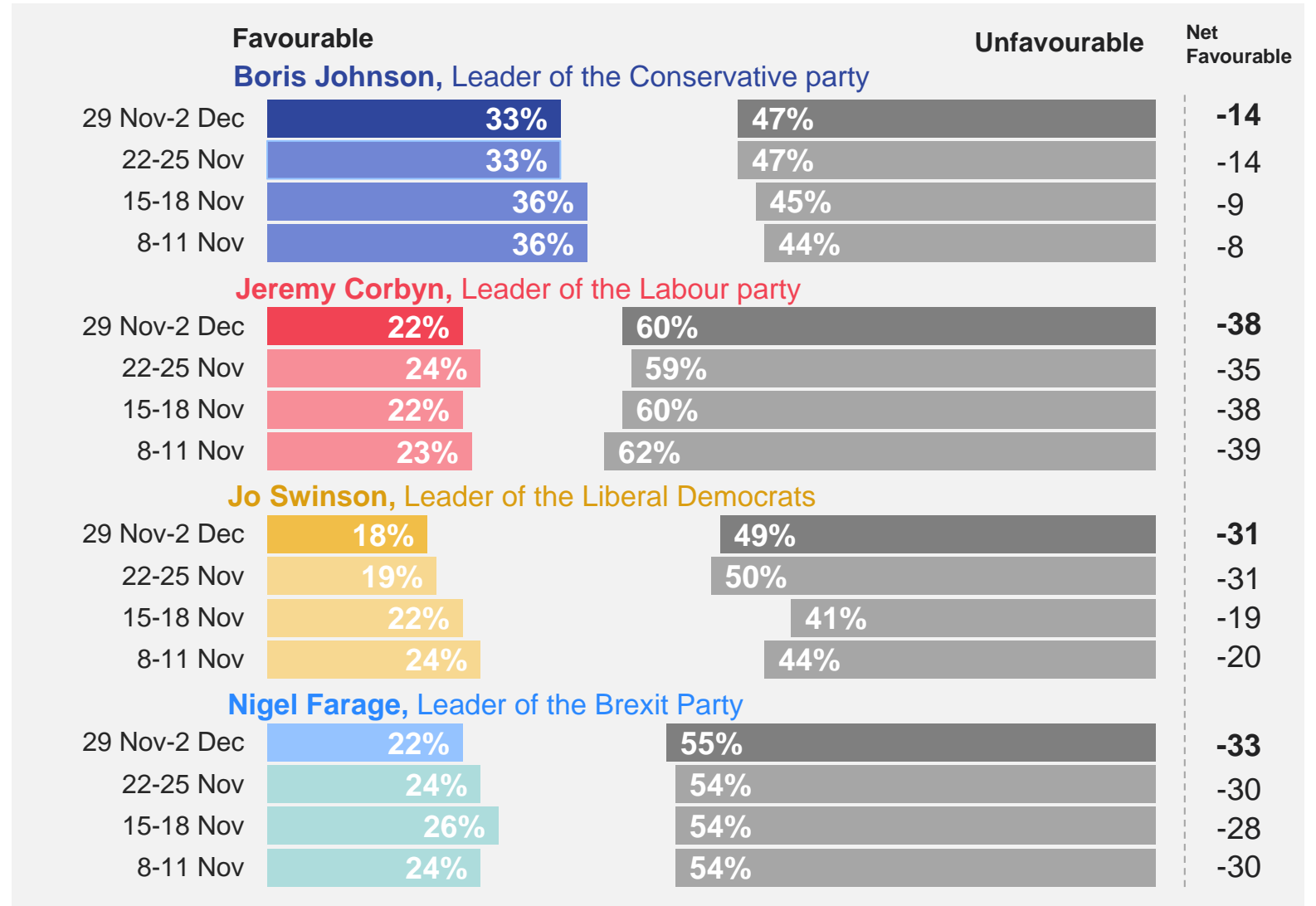


Base: 2,253 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

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?

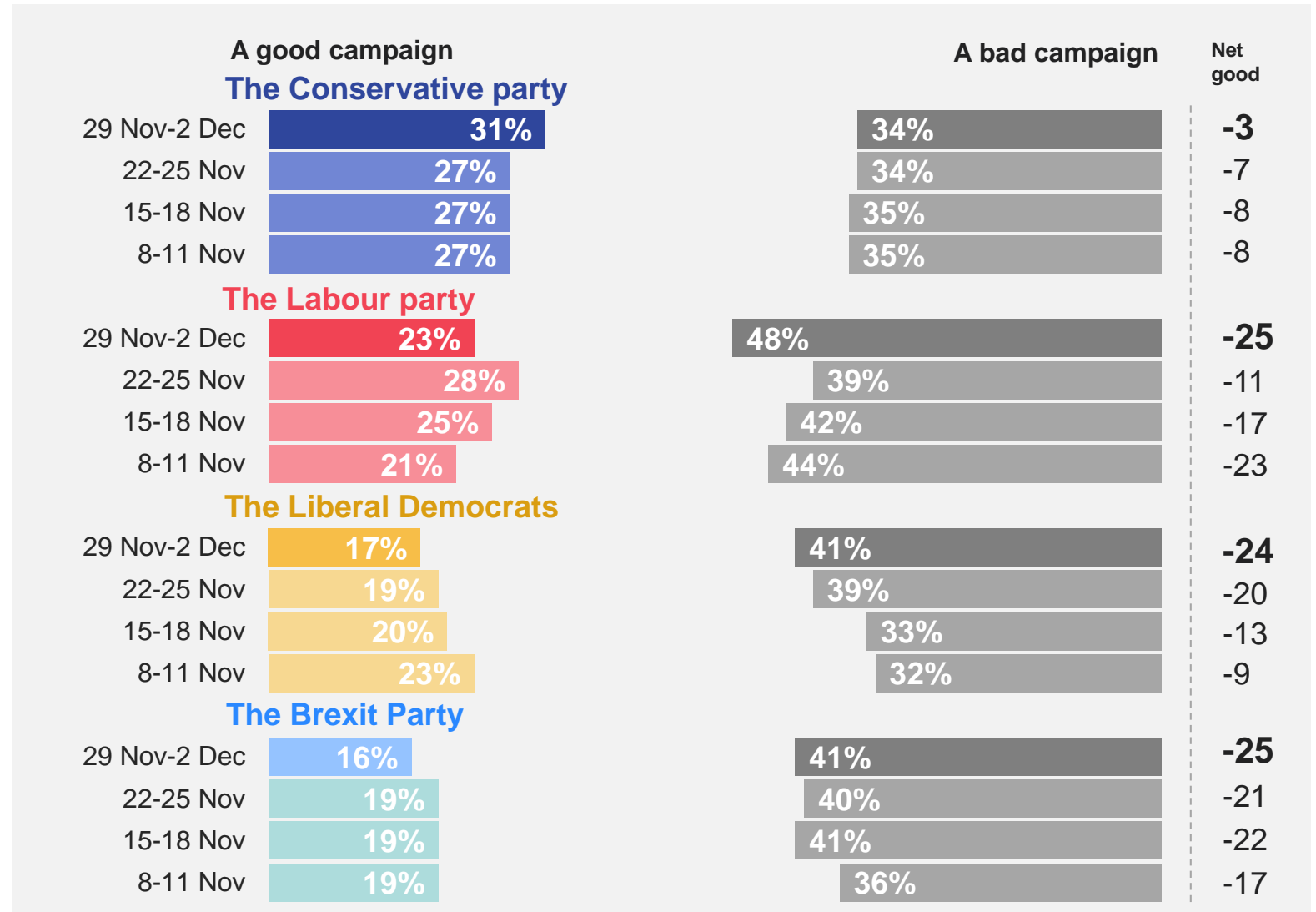


Base: 2,253 Online British adults 18+, 29 November to 2 December, 2019

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?



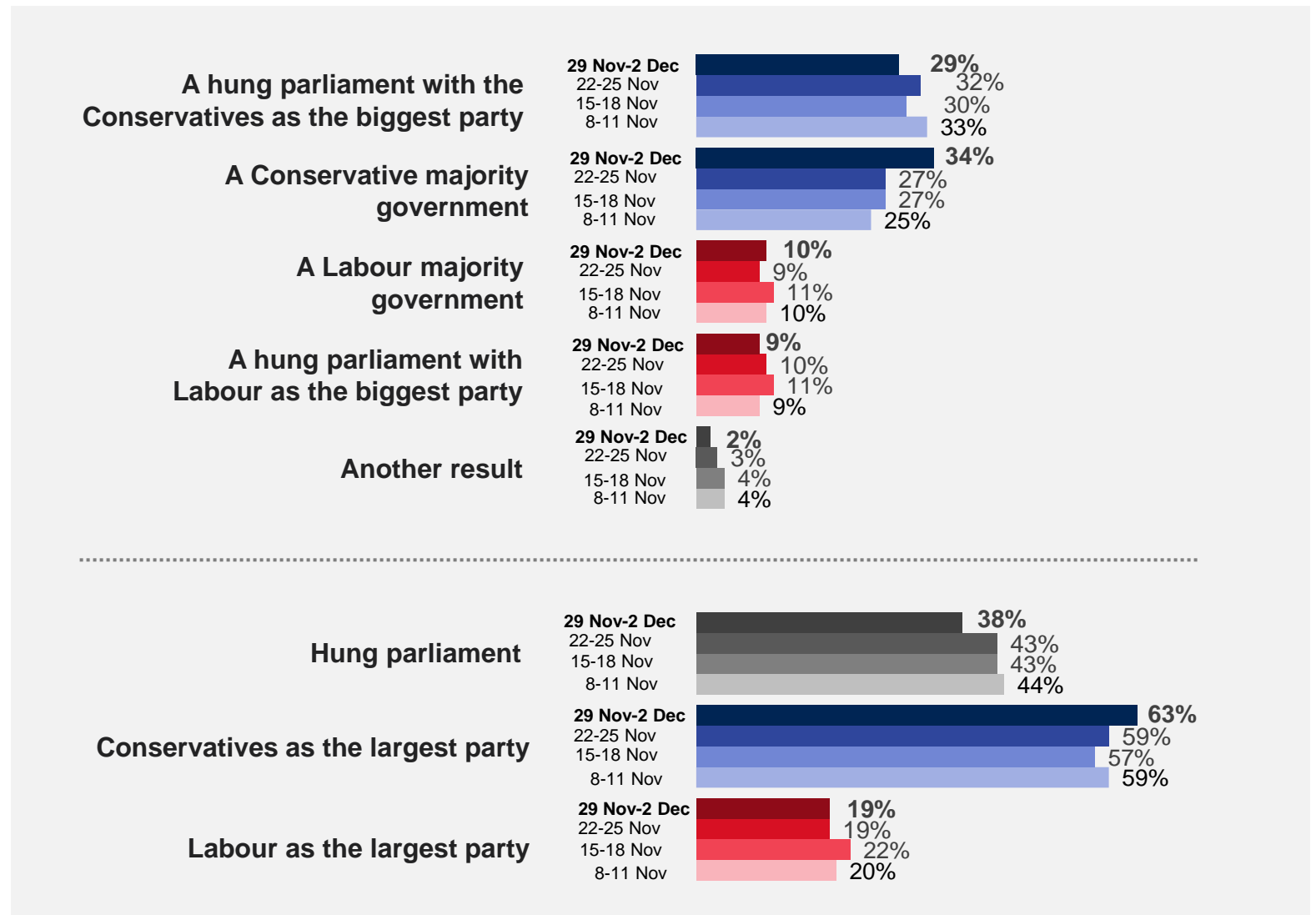
Base: 2,253 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

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?



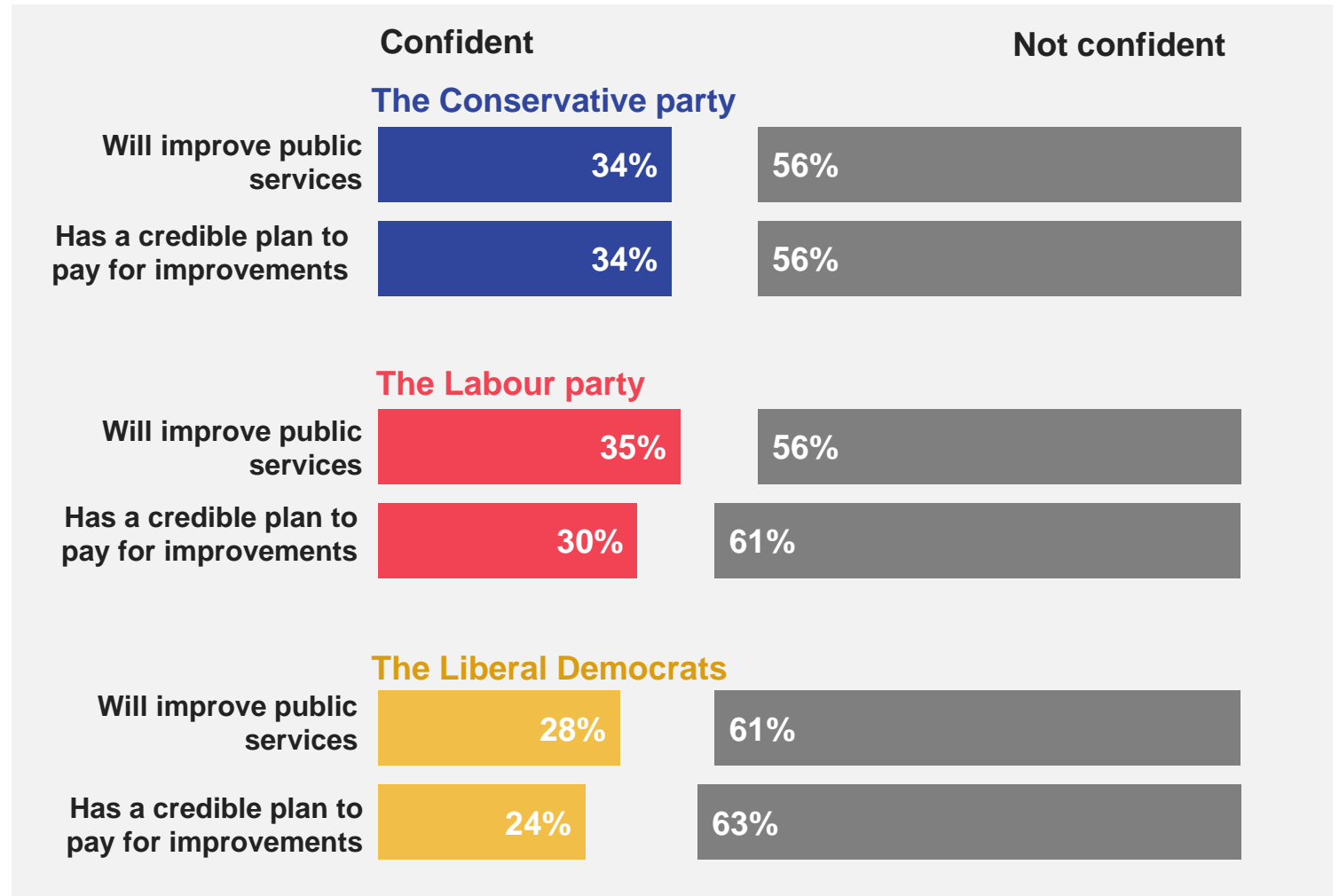
Base: 2,253 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Confidence in parties improving public services / credible spending plans

How confident, if at all, are you that the each of the following parties, will improve the state of Britain's public services, if they are in government after the general election on 12 December?

How confident, if at all, are you that the each of the following parties has got a credible plan to pay for improvements to public services, if they are in government after the general election on 12 December?

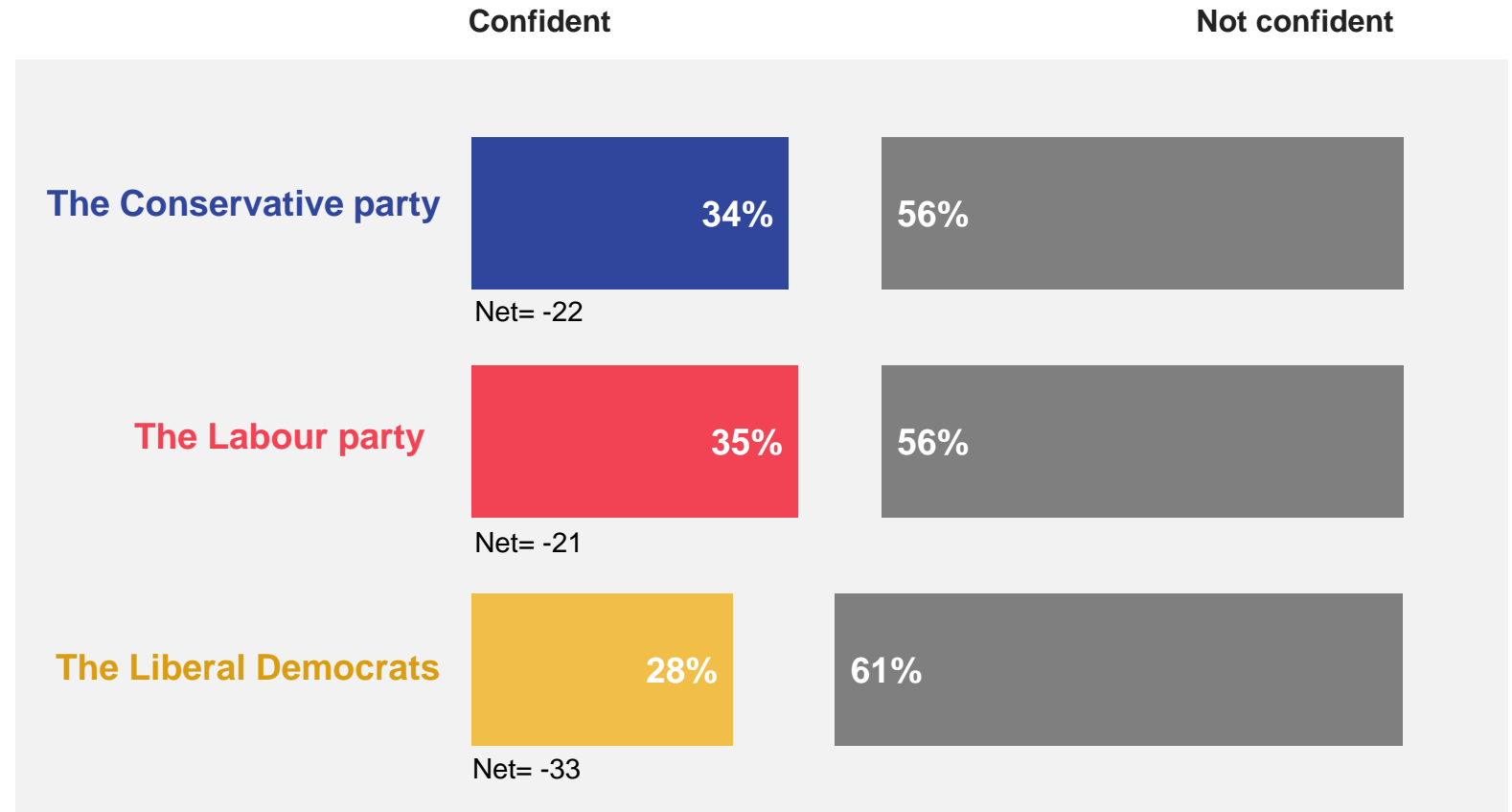


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,127 Online British adults 18+, 29 November to 2 December, 2019

Confidence parties will improve public services

How confident, if at all, are you that the each of the following parties, will improve the state of Britain's public services, if they are in government after the general election on 12 December?

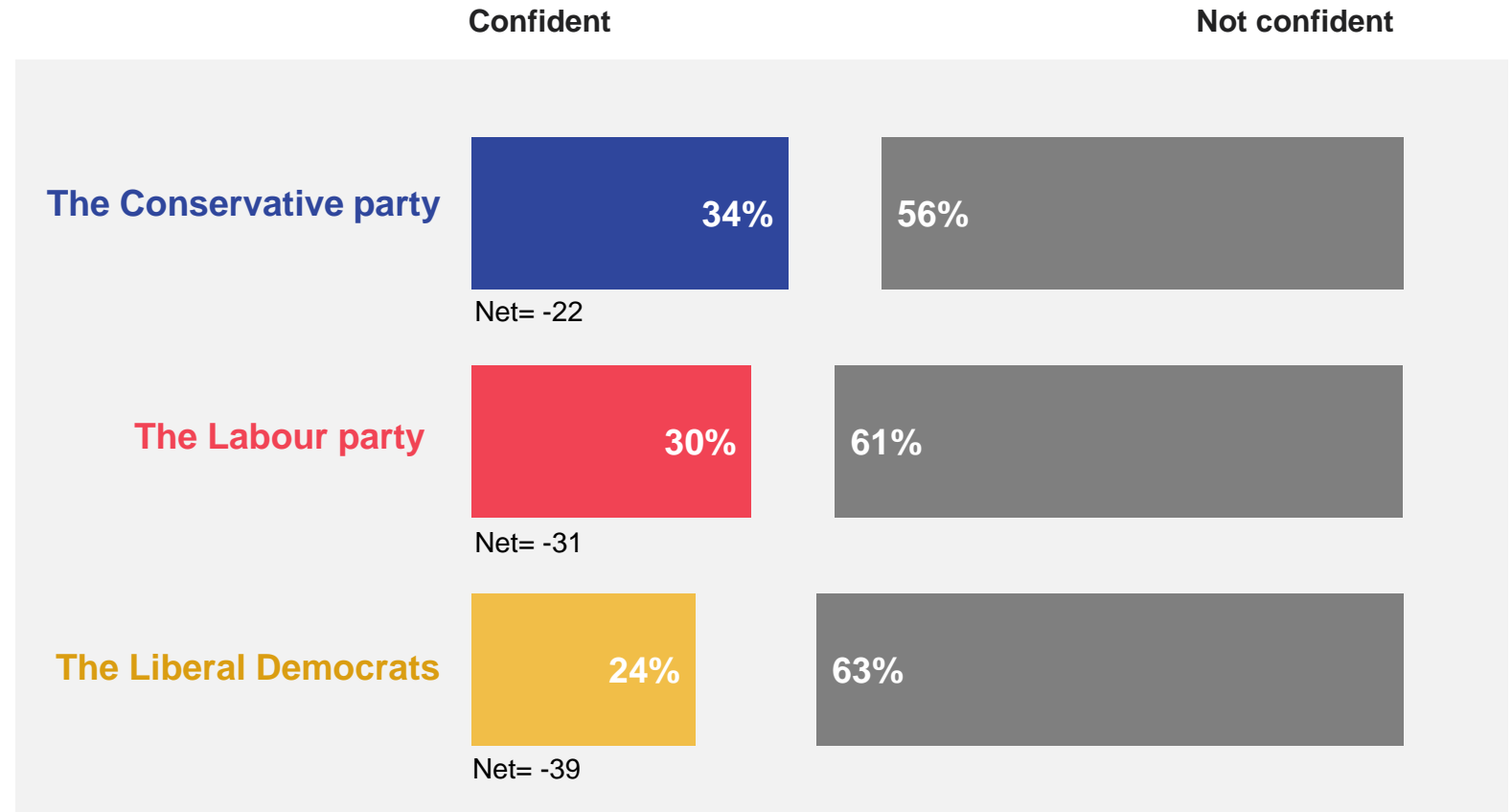


Base: 1,127 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Confidence parties have a credible plan to pay for improvements to public services

How confident, if at all, are you that each of the following parties has got a credible plan to pay for improvements to public services, if they are in government after the general election on 12 December?

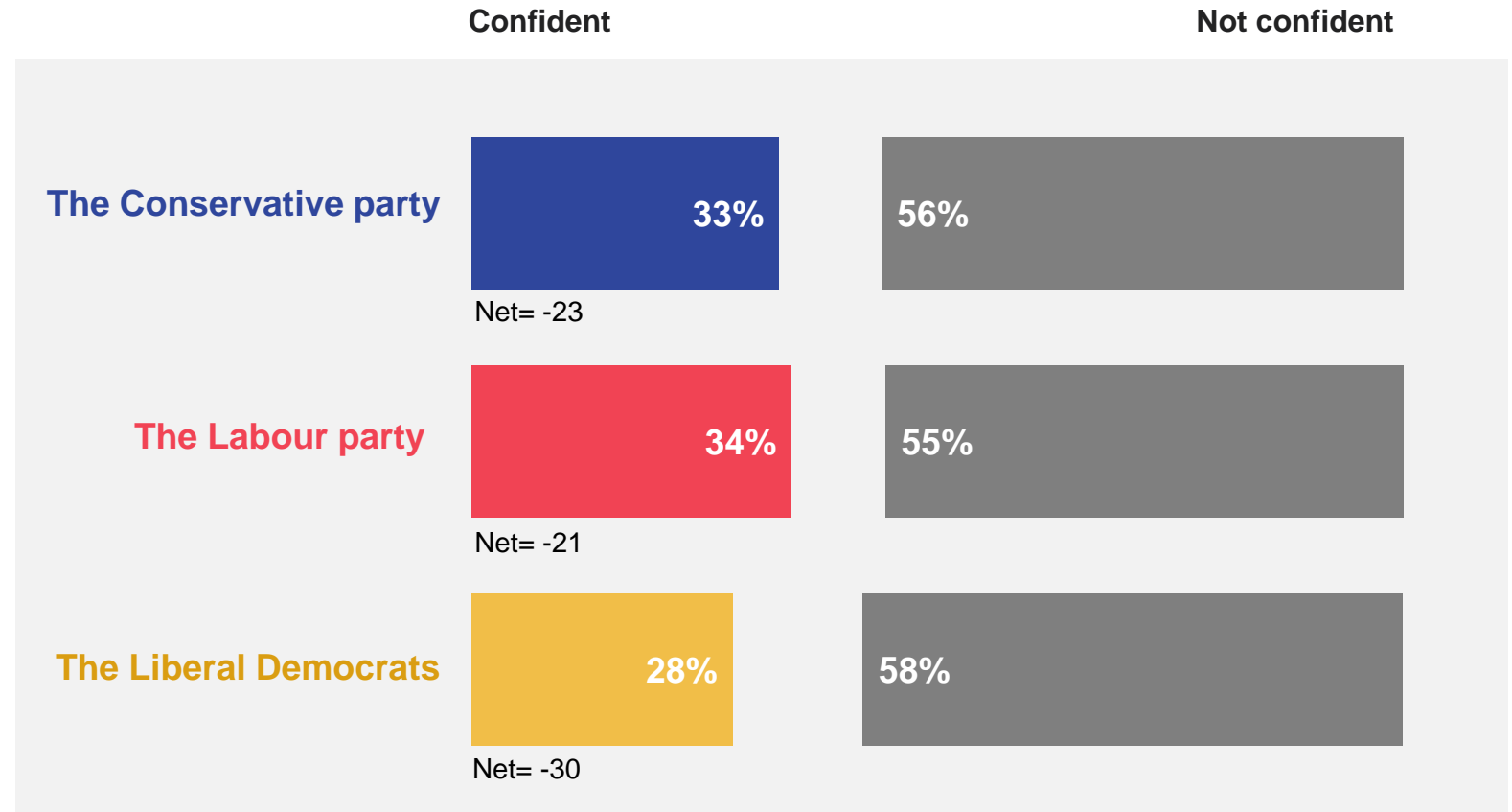


Base: 1,127 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Confidence parties will increase equality of opportunity

How confident, if at all, are you that each of the following parties will increase equality of opportunity for people in Britain to get ahead, if they are in government after the general election on 12 December?



Base: 1,127 Online British adults 18+, 29 November to 2 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Technical Note

Ipsos MORI interviewed a representative sample of 2,253 adults 18+ across Great Britain. Interviews were conducted online: 29th November to 2nd December 2019. Data are weighted by gender, 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=2,253 unless otherwise stated.

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GENERAL ELECTION 2019 CAMPAIGN TRACKER

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