

Table Names	Table Filters
Q001 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?	All Adults aged 18+ in Great Britain
Q002 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?	All Adults aged 18+ in Great Britain
Q003 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary	All Adults aged 18+ in Great Britain
Q004 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults aged 18+ in Great Britain
Q005 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults aged 18+ in Great Britain
Q006 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults aged 18+ in Great Britain
Q007 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults aged 18+ in Great Britain
Q008 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults aged 18+ in Great Britain
Q009 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults aged 18+ in Great Britain
Q010 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults aged 18+ in Great Britain
Q011 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults aged 18+ in Great Britain
Q012 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults aged 18+ in Great Britain
Q013 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults aged 18+ in Great Britain
Q014 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults aged 18+ in Great Britain
Q015 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults aged 18+ in Great Britain
Q016 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults aged 18+ in Great Britain
Q017 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults aged 18+ in Great Britain
Q018 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults aged 18+ in Great Britain
Q019 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults aged 18+ in Great Britain
Q020 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? - Summary	All Adults aged 18+ in Great Britain
Q021 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? - The Conservative Party	All Adults aged 18+ in Great Britain
Q022 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? - The Labour Party	All Adults aged 18+ in Great Britain
Q023 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? - The Brexit Party	All Adults aged 18+ in Great Britain
Q024 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? - The Liberal Democrats	All Adults aged 18+ in Great Britain
Q025 Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	All Adults aged 18+ in Great Britain
Q026 Q7. 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? - Summary	All adults in split sample cell 2
Q027 Q7. 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? - Labour	All adults in split sample cell 2
Q028 Q7. 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? - Conservatives	All adults in split sample cell 2
Q029 Q7. 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? - Liberal Democrats	All adults in split sample cell 2
Q030 Q8. 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? - Summary	All adults in split sample cell 2
Q031 Q8. 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? - Labour	All adults in split sample cell 2
Q032 Q8. 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? - Conservatives	All adults in split sample cell 2
Q033 Q8. 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? - Liberal Democrats	All adults in split sample cell 2
Q034 Q9. How confident, if at all, are you that the 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? - Summary	All adults in split sample cell 2
Q035 Q9. How confident, if at all, are you that the 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? - Labour	All adults in split sample cell 2
Q036 Q9. How confident, if at all, are you that the 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? - Conservatives	All adults in split sample cell 2
Q037 Q9. How confident, if at all, are you that the 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? - Liberal Democrats	All adults in split sample cell 2

	Total	Gender		Age										Social media										Reason	Urban / Rural				Marital status				Education				Employment status				General Election 2017 vote						Referendum 2016 vote
	[A]	[B]	Female	18-24	25-34	35-44	45-54	55-64	65+	[C]	[D]	[E]	[F]	[G]	[H]	[I]	[J]	[K]	[L]	[M]	[N]	[O]	[P]	Married/ Divorced/ Widowed	Single	Never married	Non graduate	Post graduate	Conserved/ Converted	Labour	Lib Dem	Other	Remain	Leave	(a)	(b)	(c)	(d)	(e)	(f)							
Unweighted base	2253	1111	1142	716	788	449	314	402	368	420	41	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1386	1484	769	630	659	183	311	1022	80	131	806	963							
Weighted base	2253	1101	1152	637	761	856	249	188	361	400	337	539	603	628	464	538	539	587	536	304	111	196	1872	381	1432	562	279	1063	1393	1560	1379	880	653	610	167	355	896	963									
Healthcare / NHS/ hospitals	1840	921	719	331	449	560	110	221	209	240	225	335	333	393	284	318	340	302	166	72	106	1505	235	853	313	174	436	904	541	355	436	111	185	611	568	106	181	568	596								
1840	926	916	526	326	596	606	446	576	586	606	676	636	636	576	636	606	586	556	656	646	596	626	626	536	626	626	436	586	586	346	546	736	676	556	686	596	646										
Europe / EU/Brexit	1238	601	537	242	368	587	90	152	174	234	217	370	358	355	263	253	287	318	290	165	64	104	1002	235	620	336	158	436	791	718	510	443	292	174	181	500	612	106	612								
1238	616	606	476	386	526	696	366	396	486	566	646	716	596	566	576	436	536	546	566	546	586	536	546	596	576	476	576	636	516	526	586	686	486	686	646	546	566	646									
Crime and anti-social behaviour/ law and order	757	383	374	159	251	347	55	106	113	137	143	205	183	210	151	173	187	219	148	123	38	42	642	135	489	165	103	388	568	447	309	268	448	88	102	269	385	269	385								
757	386	376	236	106	176	216	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276									
Protective the environment/ climate change	651	302	276	105	242	258	64	86	99	143	110	148	172	179	155	146	146	175	159	90	34	47	532	120	415	151	85	251	400	283	269	150	223	70	108	356	210	400	226								
651	306	276	106	246	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256								
Maintain the economy/ economic situation	611	307	274	123	220	288	44	80	82	127	216	273	202	285	215	209	240	276	256	126	81	34																									
611	276	316	246	106	206	246	186	216	236	296	216	246	336	346	296	256	206	276	266	276	316	306	246	316	286	236	146	246	286	266	156	256	316	276	316	286											
Education/ schools	613	248	365	180	237	185	75	116	132	108	75	110	171	198	136	108	153	165	144	82	32	37	504	109	408	133	72	223	390	412	201	157	209	43	66	292	216										
613	276	236	176	96	136	116	236	306	306	286	226	216	286	326	296	286	286	286	286	276	296	186	276	296	306	226	266	326	256	306	246	346	286	206	296	336	186										
Public services generally	606	298	307	125	228	253	38	87	95	133	109	144	159	180	135	122	157	162	124	76	39	48	502	103	387	144	75	228	379	227	140	226	54	97	326	226											
606	276	276	276	206	306	306	156	226	266	336	326	286	286	306	296	226	296	286	246	256	356	246	276	276	286	246	276	336	246	286	216	376	336	296	366	246											
Care for older and disabled people	449	203	346	119	204	336	35	84	79	115	139	207	158	188	165	188	161	120	87	47	527	123	417	126	107	191	416	348	301	179	307	49	105	292	285												
449	296	286	306	196	206	396	146	226	226	296	386	406	286	296	316	306	386	276	236	296	426	246	286	326	216	386	286	296	256	346	276	346	306	316	336	306											
Poverty/frequency	586	287	299	151	217	217	64	87	102	135	116	102	134	162	161	129	156	135	121	81	50	484	102	336	176	73	193	395	365	220	93	250	43	92	300	100											
586	286	286	286	206	236	206	256	226	226	286	256	226	286	336	336	286	286	286	286	276	296	286	286	276	246	306	286	286	256	276	246	286	226	286	276	286											
Immigration	643	349	294	122	205	317	41	81	93	112	110	207	145	173	166	160	149	182	131	110	29	43	531	127	427	134	82	148	495	361	283	264	115	27	128	123	439										
643	296	326	206	106	176	176	176	216	266	286	336	406	246	286	366	296	286	216	256	366	206	226	286	296	316	236	306	216	326	266	196	166	386	146	466												
Housing	508	234	284	162	168	179	55	107	86	82	86	93	107	155	105	142	134	128	97	98	27	35	435	74	293	151	64	250	358	309	350	100	159	34	67	233	186										
508	236	206	216	216	226	216	226	286	246	216	256	186	286	236	236	236	236	236	236	236	326	256	186	236	196	216	226	226	226	226	156	306	206	266	206												
Inflation/home cost of home	482	205	278	130	197	156	44	86	98	98	75	81	115	143	107	119	111	129	96	81	18	48	403	79	297	134	51	138	345	319	163	131	132	33	78	210	195										
482	216	246	146	136	186	186	226	276	216	216	156	136	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236	236											
Pensions	522	203	219	86	137	209	29	57	60	77	103	195	129	152	135	106	141	136	89	76	38	42	434	98	356	98	68	131	391	295	226	173	111	48	217	280	262										
522	236	286	196	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186	186										
Taxation	446	262	183	117	167	160	46	71	79	88	76	84	128	139	94	93	111	111	89	65	32	37	375	70	298	106	40	143	351	323	122	157	99	35	65	170	286										
446	206	246	166	186	226	196	186	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226	226										
Lack of faith in politicians/political parties/system of government	451	249	240	87	142	223	40	47	53	88	101	122	123	125	92	112	111	111	98	68	24	38	374	77	275	113	64	148	303	268	184	125	124	36	83	179	218										
451	206	236	186	146	196	196	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166										
Benefits	439	186	203	152	132	145	55	98	61	71	71	73	79	119	111	120	115	88	83	67	40	35	376	53	236	139	54	101	328	241	187	84	170	19	68	175	184										
439	196	186	206	246	176	176	226	256	176	186	216	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136	146	136										
Public transport/ roads	357	184	183	83	128	147	37	46	58	70	68	78	104	114	71	68	82	95	67	57	18	40	305	52	236	93	40	120	237	218	139	104	112	34	47	164	157										
357	186	146	136	136	176	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136	136										
Issues affect families/children/children	334	123	211	115	129	89	41	74	76	54	41	48	81	92	88	73	87	81	77	45	14	30	281	53	220	80	33	121	212	224	106	66	123	25	38	169	110										
334	116	186	186	176	106	176	136	176	216	136	126	96	136	136	136	136	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146										
Defence/ security/ foreign affairs	344	209	135	53	99	102	23	30	45	53	71	121	96	101	63	83	79	85	91	42	23	23	276	68	209	80	55	98	246	183	161	145	61	22	61	115	103										
344	156	196	126	86	116	226	96	86	136	136	216	236	186	186	146	156	156	156	186	146	216	126	156	186																							

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Adults aged 18+ in GB

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?
All Adults aged 18+ in Great Britain

	Total	Gender			Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953
The Conservative party	599 27%	379 34% C	220 19%	103 16%	156 20%	339 40% DE	37 15%	67 17%	56 16%	99 25% GHI	95 28% GHI	244 47% GHIJK	193 32% NP	168 27% P	125 27%	113 20%	124 23%	164 28%	179 35% QRTUV	69 23%	22 20% +	41 21%	480 26%	119 31%	404 29% Z	91 15%	104 37% YZ	150 22%	449 29% b	329 24%	269 31% d	449 69% ghi	33 5%	15 9%	47 14% g	110 12%	434 46% j
The Labour party	504 22%	241 22%	263 23%	222 35% EF	157 21% F	125 15%	103 41% HIJKL	118 31% JKL	85 24% L	72 18% L	73 22% L	52 10%	115 19%	140 22%	99 21%	150 27% M	177 33% RSTV	124 22% SV	78 15%	68 22% SV	36 33% RSV*	21 11%	441 24% X	63 17%	267 19%	189 32% Ya	48 17% Z	161 23%	344 22%	321 23%	183 21%	20 61% fhi	373 9% f	15 7% f	25 17% g	321 36% k	96 10%
The Liberal Democrats	208 9%	117 11%	90 8%	57 9%	64 8%	87 10%	22 9%	35 9%	31 8%	33 8%	38 11%	49 9%	75 12% OP	66 11% P	34 7%	32 6%	30 6%	47 8%	69 13% QRV	42 14% QRV	7 6% *	13 7%	164 9%	43 11%	140 10%	52 9%	15 5%	110 16% c	98 6%	144 10% e	63 7%	38 6%	36 6%	85 51% fji	19 6% k	156 22% k	22
The Brexit Party	133 6%	81 7% C	52 5%	35 5%	33 4%	65 8% E	14 5%	21 5%	14 4%	20 5%	24 7%	41 8%	32 5%	27 4%	42 9% N	31 6%	36 7% V	34 6%	21 4%	27 9% SV	11 10% SV*	4 2%	111 6%	22 6%	78 6%	38 6%	17 6%	19 3%	115 7% b	79 6%	54 6%	22 3%	14 2%	5 3%	74 22% fgh	6 1%	114 12% j
The Green party	62 3%	29 3%	33 3%	29 5% F	20 3%	13 1%	16 6% IHL	13 3%	6 2%	14 4%	5 1%	8 2%	19 3%	19 3%	16 3%	8 1%	15 3%	20 3%	13 3%	7 2%	2 2% +	6 3%	55 3%	7 2%	35 3%	23 4%	4 1% c	34 5% c	28 2%	39 3%	23 3%	4 1%	11 2%	5 3% f	32 10% fgh	40 4% k	9 1%
The Scottish National Party (SNP)	55 2%	22 2%	33 3%	13 2%	28 4% F	14 2%	3 1%	10 3%	13 4% L	15 4% L	8 2%	6 1%	12 2%	17 3%	9 2%	17 3%	- -	- -	- -	- -	- -	55 28% QRSTU	46 2%	9 2%	34 2%	13 2%	8 3%	21 3%	34 2%	36 3%	19 2%	1 *	1 *	1 *	48 14% fgh	47 5% k	5 1%
Plaid Cymru	6 *	5 *	* *	2 *	1 *	2 *	2 1%	* 1%	- *	1 *	2 1%	- 1%	* *	1 *	3 1%	1 *	- -	- -	- -	- -	6 5% QRSTV*	- -	4 *	1 *	2 *	3 *	1 *	3 *	3 *	5 *	* *	- -	- -	- -	5 2% fg	5 1%	- -
Another party	11 *	6 1%	5 *	4 1%	4 *	3 *	2 1%	2 1%	4 1%	- -	3 1%	- -	6 1% N	1 *	- 1%	4 1%	2 *	2 *	4 1%	2 1%	- -	1 *	8 *	3 1%	6 *	4 1%	1 *	3 *	8 *	9 1%	2 *	1 *	3 *	1 1%	3 1%	4 *	3 *
Different parties are better on different policies	247 11%	85 8%	162 14% B	55 9%	110 14%	82 10%	15 6%	40 10%	51 14% G	59 15% GL	33 10%	48 9%	63 10%	75 12%	57 12% V	52 9%	60 11%	85 14% SV	51 10% V	34 11% V	9 13% +	8 8%	203 11%	43 11%	159 11%	61 10%	27 10%	80 12%	167 11%	157 11%	90 10%	68 10%	61 10%	24 14%	26 8%	90 10%	117 12%
None of these	220 10%	99 9%	121 11%	53 8%	91 12%	77 9%	16 7%	36 9%	45 12% G	46 11%	30 9%	47 9%	41 7%	58 9%	55 12% M	67 12% M	49 9%	58 10%	49 10%	34 11%	13 12% +	16 8%	187 10%	34 9%	139 10%	60 10%	21 8%	61 9%	160 10%	129 9%	91 10%	27 4%	45 7% f	7 4%	32 10% f	50 6% j	97 10%
Don't know	209 9%	36 3%	172 15% B	64 10% F	96 13% F	49 6%	20 8%	44 11% L	56 16% GHIKL	40 10% L	25 7%	24 5%	46 8%	55 9%	24 5%	84 15% MNO	46 8%	55 9%	53 10%	20 7%	5 4% +	31 16% QRSTU	172 9%	37 10%	118 9%	59 10%	31 11%	52 8%	156 10%	125 9%	84 10%	24 4%	32 5%	10 6%	24 7%	67 7%	56 6%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I/J/K,L,M/N/O/P,Q,R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?							
	Jeremy Corbyn, Leader of the Labour party (A)	Boris Johnson, Leader of the Conservati ve party (B)	Jo Swinson, Leader of the Liberal Democrats (C)	Nigel Farage, Leader of the Brexit Party (D)	The Labour Party (E)	The Conservati ve party (F)	The Brexit Party (G)	The Liberal Democrats (H)
Unweighted base	2253	2253	2253	2253	2253	2253	2253	2253
Weighted base	2253	2253	2253	2253	2253	2253	2253	2253
Very favourable (2)	195 9% CH	315 14% ACDGH	80 4% C	198 9% CH	279 12% ACDGH	303 13% ACDGH	182 8% CH	118 5% C
Fairly favourable (1)	296 13% ACDG	432 19% ACDG	330 15% ABDEFG	295 13% ABE	381 17% ADG	455 20% ACDEG	288 13% ABDEF	400 18% ACDG
Neither favourable nor unfavourable (0)	320 14% BCEFGH	359 16% F	569 25% H	422 19% ABE	345 15% BCEFGH	373 17% A	505 22% ABDEF	532 24% ABDEF
Fairly unfavourable (-1)	371 16% DG	330 15% BDEG	392 17% BDEG	300 13% AB	332 15% CFH	349 15% G	285 13% BCFH	413 18% BDEFG
Very unfavourable (-2)	977 43% BCEFGH	727 32% F	710 32% H	928 41% BCEFGH	808 36% CFH	663 29% AD	849 38% BCFH	658 29% ABDEF
Don't know	94 4% C	91 4% F	172 8% H	108 5% AB	108 5% B	110 5% B	144 6% ABDEF	133 6% ABDEF

Net: Favourable	490 22% C	747 33% ACDEGH	410 18% C	494 22% C	660 29% ACDGH	759 34% ACDEGH	470 21% BC	518 23% C
Net: Unfavourable	1348 60% BCDEFGH	1056 47% F	1102 49% F	1229 55% BCEFGH	1140 51% FH	1012 45% AD	1134 50% BF	1071 48% ABDEF
Mean	-0.76	-0.33 ACDEGH	-0.64 A	-0.68	-0.47 ACDG	-0.29 ABCDDEGH	-0.63 AD	-0.52 ACDG

rdance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	195 9%	94 9%	100 9%	95 15% EF	58 8%	42 5%	40 16% UKL	54 14% JKL	35 10% L	24 6%	29 8%	13 3%	50 8%	53 8%	40 9%	53 9%	69 13% SV	52 9% S	24 5%	28 9% S	9 8% *	12 6%	175 9% X	20 5%
Fairly favourable (1)	296 13%	137 12%	158 14%	127 20% EF	91 12%	77 9%	42 17% KL	84 22% UKL	41 11%	50 13%	34 10%	44 8%	81 13%	76 12%	53 12%	85 15%	77 14%	65 11%	61 12%	46 15%	19 17% *	27 14%	256 14%	40 11%
Neither favourable nor unfavourable (0)	320 14%	118 11%	202 18% B	129 20% EF	114 15% F	77 9%	65 26% HJKL	64 17% JL	72 20% JKL	42 11%	44 13% L	33 6%	71 12%	88 14%	66 14%	95 17% M	88 16%	74 13%	61 12%	47 15%	19 17% *	32 16%	268 14%	52 14%
Fairly unfavourable (-1)	371 16%	180 16%	191 17%	108 17%	148 19% F	116 13%	48 19% L	60 15%	70 19% L	78 19% L	55 16%	60 12%	92 15%	111 18%	92 20%	77 14%	75 14%	97 17%	93 18%	46 15%	15 14% *	45 23% Q	311 17%	60 16%
Very unfavourable (-2)	977 43%	553 50% C	425 37%	133 21%	306 40% D	538 63% DE	34 14%	100 26% G	117 32% G	189 47% GHI	170 50% GHI	368 71% GHUJK	293 49% P	282 45% P	198 43%	204 36%	210 39%	274 47% QV	252 49% QV	131 43%	46 42% *	63 32%	783 42%	194 51% W
Don't know	94 4%	18 2%	77 7% B	45 7% F	43 6% F	7 1%	19 8% KL	25 7% KL	26 7% KL	17 4% KL	5 2%	2 *	16 3%	18 3%	15 3%	45 8% MNO	20 4%	25 4%	24 5%	6 2%	2 2% *	17 9% QRT	81 4%	14 4%

Net: Favourable	490 22%	232 21%	258 22%	221 35% EF	150 20% F	119 14%	82 33% UKL	139 36% UKL	76 21% L	74 18% L	62 18% L	57 11%	130 22%	129 20%	93 20%	138 25%	147 27% RS	117 20%	85 16%	74 24% S	28 25% *	39 20%	431 23% X	60 16%
Net: Unfavourable	1348 60%	733 67% C	615 53%	241 38%	454 60% D	653 76% DE	82 33%	159 41%	187 52% GH	267 67% GHI	225 67% GHI	428 82% GHUJK	385 64% P	393 63% P	290 62% P	280 50%	285 53%	372 63% Q	345 67% QTV	177 58%	62 56% *	108 55%	1093 58%	255 67% W
Mean	-0.76	-0.89	-0.63 B	-0.10 EF	-0.77 F	-1.21	0.03 UKL	-0.18 UKL	-0.58 JKL	-0.94 L	-0.92 L	-1.40	-0.85	-0.81	-0.79	-0.57 MN	-0.54 RS	-0.85	-0.99	-0.69 S	-0.65 S*	-0.68 S	-0.71 X	-1.01

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 3Q(**) Small Base: 10Q(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	721	1089	713	1070	433	1250	593	982
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	660	1140	759	1012	470	1134	518	1071
Very favourable (2)	195 9%	112 8% D	72 12% BD	10 4%	60 9%	134 9%	129 9%	66 7%	10 1%	138 23% IKL	7 4%	12 4%	129 14% N	29 3%	178 27% P	5 * P	22 3% Q	159 16% Q	21 4%	149 13% S	50 10%	94 9%
Fairly favourable (1)	296 13%	173 13%	86 15%	36 13%	112 16% F	183 12%	187 14%	109 12%	24 4%	164 27% IKL	25 15% I	47 14% I	195 22% N	69 7%	264 40% P	11 1% P	41 5% Q	222 22% Q	41 9%	205 18% S	132 26% V	80 7%
Neither favourable nor unfavourable (0)	320 14%	173 13%	123 21% BD	24 9%	101 15%	220 14%	214 16%	106 12%	33 5%	113 19% I	29 17% I	51 15% I	130 15% N	86 9%	118 18% P	36 3% P	41 5% Q	164 16% Q	34 7%	174 15% S	83 16% V	84 8%
Fairly unfavourable (-1)	371 16%	225 16%	106 18%	41 15%	133 19% F	238 15%	245 18%	126 14%	76 12%	90 15%	49 30% IUL	66 20% I	179 20% N	119 13%	72 11% N	191 17% O	95 13% Q	196 19% Q	43 9%	226 20% S	124 24% V	125 12%
Very unfavourable (-2)	977 43%	656 47% C	166 28%	155 56% C	270 39% F	707 45% E	543 40% G	434 49% G	506 77% JKL	96 16%	57 34% J	154 46% JK	250 28% M	636 67% M	22 3% P	893 78% O	552 73% R	264 26% R	331 70% T	372 33% T	126 24% U	685 64% U
Don't know	94 4%	44 3% B	38 6% B	12 4%	16 2% F	78 5% E	55 4% H	40 5% G	5 1% I	9 1% I	- - -	3 1% I	12 1% N	15 2% N	6 1% P	4 * P	6 1% Q	7 1% Q	- - -	8 1% S	2 * S	4 * S

Net: Favourable	490 22%	285 21%	158 27% BD	47 17%	173 25% F	317 20%	316 23%	175 20%	34 5%	302 49% IKL	31 19% I	60 18% I	324 36% N	97 10%	442 67% P	16 1% P	63 8% Q	381 38% Q	62 13%	354 31% S	183 35% V	173 16%
Net: Unfavourable	1348 60%	881 64% C	272 46%	196 70% C	404 58%	945 61%	788 57%	560 64% G	581 89% JKL	186 31%	106 64% J	220 66% J	429 48% M	755 79% M	94 14% O	1084 95% O	647 85% R	460 45% R	374 80% T	598 53% T	251 48% U	810 76% U
Mean	-0.76	-0.85 D	-0.38 BD	-1.10	-0.65 F	-0.81	-0.67 H	-0.90	-1.61	0.26 IKL	-0.75 I	-0.91 I	-0.26 N	-1.35	0.77 P	-1.72	-1.48	-0.18 Q	-1.32	-0.41 S	-0.28 V	-1.15

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G,H,I/J,K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J,K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	315 14%	204 19% C	112 10%	66 10%	67 9%	182 21% DE	23 9%	43 11%	32 9%	35 9%	47 14% J	135 26% GHUJK	92 15%	76 12%	80 17%	67 12%	67 12%	92 16%	81 16%	41 14%	14 13% *	19 10%	256 14%	59 15%
Fairly favourable (1)	432 19%	239 22% C	193 17%	90 14%	139 18%	203 24% DE	35 14%	55 14%	51 14%	88 22% GHI	57 17% GHJK	146 28% GHJK	123 20%	130 21%	87 19%	92 16%	103 19% V	124 21% V	107 21% V	57 19%	18 16% *	23 12%	358 19%	74 19%
Neither favourable nor unfavourable (0)	359 16%	128 12%	231 20% B	125 20% F	129 17% F	105 12%	49 20% JKL	76 20% JKL	76 21% JKL	53 13%	44 13%	62 12%	93 15%	109 17%	70 15%	86 15%	82 15% U	106 18% U	71 14%	67 22% QSU	6 6% *	27 14%	296 16%	63 16%
Fairly unfavourable (-1)	330 15%	164 15%	165 14%	102 16%	113 15%	114 13%	41 16% L	62 16% L	55 15%	57 14%	62 18% L	52 10%	82 14%	91 15%	69 15%	87 16%	77 14%	68 12%	86 17% R	52 17%	19 17% *	27 14%	270 14%	59 16%
Very unfavourable (-2)	727 32%	350 32%	376 33%	216 34%	268 35% F	243 28%	86 34% L	130 34% L	122 34% L	145 36% L	121 36% L	122 23%	198 33%	205 33%	143 31%	181 32%	191 35% ST	173 30%	147 29%	80 26%	54 48% QRST*	81 42% RST	612 33%	115 30%
Don't know	91 4%	16 1%	75 7% B	38 6% F	46 6% F	8 1%	15 6% KL	23 6% KL	24 7% KL	21 5% KL	6 2%	2 * *	15 3%	15 2%	15 3%	45 8% MNO	20 4%	23 4%	23 4%	6 2%	1 1% *	18 9% QRSTU	80 4%	11 3%

Net: Favourable	747 33%	443 40% C	304 26%	156 24%	206 27%	386 45% DE	58 23%	98 25%	83 23%	123 31% I	104 31% I	282 54% GHUJK	215 36% P	206 33%	167 36%	158 28%	170 32% V	216 37% V	188 37% V	98 32% V	32 28% *	42 22%	614 33%	133 35%
Net: Unfavourable	1056 47%	515 47%	541 47%	318 50% F	381 50% F	357 42%	127 51% L	192 49% L	178 49% L	203 51% L	183 54% L	174 34%	280 46%	297 47%	212 46%	268 48%	267 50% R	242 41%	234 45%	133 44%	73 65% QRST*	108 55% RST	882 47%	174 46%
Mean	-0.33	-0.20 C	-0.47	-0.52	-0.53	-0.04 DE	-0.56	-0.50	-0.55	-0.50	-0.46	0.23 GHUJK	-0.29	-0.36	-0.24	-0.44	-0.43	-0.19 QUV	-0.23 UV	-0.25 UV	-0.73 *	-0.72	-0.35	-0.26

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	721	1089	713	1070	433	1250	593	982
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	660	1140	759	1012	470	1134	518	1071
Very favourable (2)	315 14%	207 15% C	48 8%	60 22% BC	77 11%	238 15% E	159 12%	156 18% G	229 35% JKL	23 4%	7 4%	36 11% JK	45 5%	247 26% M	23 3%	283 25% O	289 38% R	15 2%	160 34% T	55 5%	31 6%	250 23% U
Fairly favourable (1)	432 19%	292 21% C	86 15%	54 19%	88 13%	343 22% E	248 18%	183 21%	213 33% JKL	53 9%	15 9%	80 24% JK	91 10%	288 30% M	47 7%	329 29% O	339 45% R	23 2%	192 41% T	115 10%	59 11%	293 27% U
Neither favourable nor unfavourable (0)	359 16%	215 16%	107 18%	37 13%	99 14%	260 17%	239 17%	120 14%	96 15%	69 11%	17 10%	68 20% JK	89 10%	166 17% M	65 10%	166 15% O	83 11% R	69 7%	69 15% T	114 10%	57 11%	136 13%
Fairly unfavourable (-1)	330 15%	196 14%	90 15%	44 16%	102 15%	228 15%	222 16% H	108 12%	61 9%	102 17% I	39 23% I	51 15% I	155 17% N	114 12%	102 15%	157 14%	27 4%	224 22% Q	29 6%	198 17% S	98 19% V	128 12%
Very unfavourable (-2)	727 32%	428 31%	226 38% BD	73 26%	313 45% F	413 26% E	451 33%	276 31%	52 8%	353 58% IL	89 53% IL	97 29% I	502 56% N	123 13%	420 64% P	204 18%	17 2%	678 67% Q	21 5%	648 57% S	272 52% V	260 24%
Don't know	91 4%	45 3%	35 6% B	11 4%	13 2%	78 5% E	54 4%	37 4%	2 *	10 2%	- -	2 1%	14 2%	16 2%	3 1%	2 *	3 *	3 *	- -	4 *	1 *	3 *

Net: Favourable	747 33%	499 36% C	134 23%	114 41% C	165 24%	581 37% E	407 30%	340 39% G	442 68% JKL	76 12%	22 13%	116 35% JK	136 15%	535 56% M	70 11%	611 54% O	629 83% R	38 4%	352 75% T	170 15%	89 17%	543 51% U
Net: Unfavourable	1056 47%	624 45%	316 53% BD	117 42%	415 60% F	641 41% E	673 49% H	383 44%	113 17%	455 75% IL	128 76% IL	148 44% I	657 73% N	237 25%	522 79% P	361 32%	44 6%	902 89% Q	50 11%	846 75% S	370 71% V	388 36%
Mean	-0.33	-0.26 C	-0.64	-0.06 C	-0.72	-0.16 E	-0.42	-0.19 G	0.78 JKL	-1.18	-1.12	-0.28 JK	-1.11	0.45 M	-1.29	0.29 O	1.13 R	-1.51	0.94 T	-1.12	-1.01	0.14 U

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 10Q(*)

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Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	80 4%	32 3%	48 4%	31 5%	25 3%	24 3%	11 4%	20 5% K	14 4%	11 3%	7 2%	17 3%	30 5% O	26 4%	7 2%	17 3%	16 3%	21 4%	22 4% V	18 6% V	2 2% *	1 1%	67 4%	12 3%
Fairly favourable (1)	330 15%	160 15%	170 15%	125 20% EF	108 14%	97 11%	44 18% L	81 21% IL	49 13%	60 15% L	52 15% L	45 9%	103 17%	86 14%	66 14%	75 13%	62 11%	83 14%	81 16%	54 18% Q	20 18% *	31 16%	285 15%	46 12%
Neither favourable nor unfavourable (0)	569 25%	233 21%	337 29% B	193 30% F	226 30% F	151 18%	75 30% KL	117 30% KL	118 33% KL	108 27% L	74 22% L	77 15%	145 24%	166 26%	109 24%	148 27%	153 28%	145 25%	126 24%	82 27%	21 19% *	43 22%	465 25%	104 27%
Fairly unfavourable (-1)	392 17%	211 19%	181 16%	95 15%	125 16%	172 20% D	49 20% HI	46 12%	45 12%	80 20% HI	56 17%	116 22% HI	120 20%	116 19%	72 15%	84 15%	81 15%	109 19%	79 15%	54 18%	18 17% *	50 25% QS	327 17%	65 17%
Very unfavourable (-2)	710 32%	426 39% C	285 25%	110 17%	201 26% D	399 47% DE	37 15%	72 19%	87 24% G	114 29% GH	137 41% GHU	262 50% GHUJK	175 29%	196 31%	173 37% M	167 30%	186 34% V	181 31%	169 33% V	83 27%	48 43% RTV*	44 22%	578 31%	132 35%
Don't know	172 8%	40 4%	132 11% B	84 13% F	75 10% F	13 2%	32 13% JKL	51 13% JKL	48 13% JKL	27 7% L	12 3% L	2 * *	30 5%	36 6%	37 8%	68 12% MN	42 8%	49 8% U	39 7%	13 4%	2 2% *	28 14% QRSTU	150 8%	22 6%

Net: Favourable	410 18%	191 17%	218 19%	156 24% EF	133 18%	121 14%	55 22% L	101 26% IJKL	62 17%	71 18%	58 17%	62 12%	133 22% P	112 18%	73 16%	92 16%	77 14%	103 18%	103 20% Q	72 24% Q	22 20% *	32 16%	352 19%	58 15%
Net: Unfavourable	1102 49%	637 58% C	466 40%	204 32%	327 43% D	571 67% DE	86 35%	118 30%	132 37%	195 49% GHI	193 57% GHIJ	378 73% GHIJK	295 49%	313 50%	244 53%	250 45%	267 49%	290 49%	249 48%	137 45%	66 60% T*	94 48%	905 48%	197 52%
Mean	-0.64	-0.79	-0.47 B	-0.23 EF	-0.54 F	-0.98	-0.27 JKL	-0.20 IJKL	-0.46 KL	-0.61 KL	-0.82 L	-1.08	-0.54 O	-0.63	-0.79	-0.63	-0.72	-0.64	-0.61	-0.45 QU	-0.82 *	-0.62	-0.62	-0.72

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 3Q(**) Small Base: 10Q(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	721	1089	713	1070	433	1250	593	982
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	660	1140	759	1012	470	1134	518	1071
Very favourable (2)	80 4%	55 4% D	23 4% D	2 1%	40 6% F	39 3%	61 4% H	19 2%	14 2%	20 3%	30 18% IIL	9 3%	56 6% N	18 2%	35 5% P	27 2%	18 2%	52 5% Q	15 3%	51 5% V	67 13% V	6 1%
Fairly favourable (1)	330 15%	216 16%	85 14%	29 11%	144 21% F	186 12%	230 17% H	101 11%	70 11%	111 18% IL	65 39% IIL	40 12%	239 27% N	56 6%	155 23% P	130 11%	69 9%	213 21% Q	38 8%	238 21% S	257 50% V	32 3%
Neither favourable nor unfavourable (0)	569 25%	332 24%	184 31% BD	54 19%	188 27%	382 24%	372 27% H	198 22%	109 17%	182 30% IL	43 26% I	75 22%	260 29% N	162 17%	207 31% P	197 17%	114 15%	290 29% Q	54 11%	313 28% S	130 25% V	84 8%
Fairly unfavourable (-1)	392 17%	227 16%	101 17%	64 23% B	131 19%	261 17%	216 16% G	176 20% G	127 19% K	117 19% K	17 10%	68 20% K	167 19% K	175 18%	117 18%	213 19%	150 20%	187 18%	67 14%	232 20% S	34 7% U	267 25% U
Very unfavourable (-2)	710 32%	455 33% C	141 24%	114 41% BC	157 23%	553 35% E	380 28%	330 37% G	315 48% JKL	157 26% K	12 7%	128 38% JK	129 14%	510 53% M	119 18%	537 47% O	386 51% R	227 22%	291 62% T	254 22% U	25 5% U	650 61% U
Don't know	172 8%	98 7%	58 10%	16 6%	33 5%	138 9% E	114 8%	57 7%	19 3%	24 4% K	* * K	15 4% K	46 5%	32 3%	27 4%	36 3%	21 3%	43 4%	5 1%	45 4% S	5 1% U	31 3% U

Net: Favourable	410 18%	271 20% D	107 18% D	32 11%	184 27% F	226 14%	290 21% H	119 14%	85 13%	130 21% IL	95 57% IIL	49 15%	295 33% N	74 8%	190 29% P	157 14%	87 12%	265 26% Q	53 11%	290 26% S	324 63% V	38 4%
Net: Unfavourable	1102 49%	682 49% C	242 41%	178 64% BC	288 42%	814 52% E	596 43%	506 57% G	442 68% JKL	274 45% K	29 17%	196 59% JK	296 33%	685 72% M	237 36% O	751 66% O	536 71% R	414 41%	358 76% T	486 43%	60 12% U	917 86% U
Mean	-0.64	-0.63 D	-0.48 BD	-0.98	-0.33 F	-0.78	-0.50 H	-0.85	-1.04	-0.48 IL	0.50 IIL	-0.83 I	-0.09 N	-1.20	-0.21 P	-1.00	-1.11	-0.33 Q	-1.25	-0.37 S	0.60 V	-1.47

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	198 9%	125 11% C	74 6%	43 7%	45 6%	111 13% DE	14 6%	29 7%	21 6%	24 6%	35 10% I	76 15% GHU	56 9%	46 7%	46 10%	51 9%	47 9% V	57 10% V	44 9% V	36 12% V	11 9% V*	5 2%	168 9%	30 8%
Fairly favourable (1)	295 13%	170 15% C	125 11%	72 11%	84 11%	139 16% DE	25 10%	47 12%	39 11%	46 11%	43 13%	96 19% GHU	84 14%	82 13%	56 12%	73 13%	63 12%	77 13%	79 15%	41 14%	12 11% *	23 12%	237 13%	58 15%
Neither favourable nor unfavourable (0)	422 19%	202 18%	221 19%	126 20%	138 18%	158 19%	56 23% I	70 18%	57 16%	81 20%	55 16%	104 20%	98 16%	113 18%	110 24% M	101 18%	106 20%	129 22% V	89 17%	60 20%	14 12% *	26 13%	339 18%	84 22%
Fairly unfavourable (-1)	300 13%	136 12%	165 14%	98 15%	96 13%	106 12%	38 15%	61 16%	50 14%	46 12%	46 14%	60 12%	77 13%	91 14%	44 10%	88 16%	66 12%	78 13%	71 14%	35 11%	15 14% *	35 18%	260 14%	40 11%
Very unfavourable (-2)	928 41%	449 41%	480 42%	245 38%	350 46% DF	334 39%	95 38%	150 39%	166 46% L	184 46% L	153 45% L	181 35%	271 45% P	275 44% P	189 41%	193 35%	235 44%	218 37%	206 40%	125 41%	55 50% R*	90 46%	773 41%	155 41%
Don't know	108 5%	19 2%	89 8% B	52 8% F	48 6% F	8 1%	21 8% KL	32 8% KL	29 8% KL	18 5% KL	6 2%	2 * *	18 3%	21 3%	17 4%	52 9% MNO	23 4%	29 5%	27 5%	7 2%	4 4% *	18 9% QT	95 5%	14 4%

Net: Favourable	494 22%	295 27% C	198 17%	115 18%	129 17%	250 29% DE	40 16%	75 19%	59 16%	70 17%	77 23% GI	172 33% GHUK	139 23%	127 20%	103 22%	125 22%	110 20%	134 23% V	123 24% V	77 25% V	23 21% *	27 14%	406 22%	88 23%
Net: Unfavourable	1229 55%	584 53%	644 56%	343 54%	446 59% F	440 51%	132 53%	211 54%	216 60% L	230 58% L	199 59% L	241 46%	348 58% P	365 58% P	234 50%	281 50%	301 56%	296 50%	277 54%	160 53%	71 63% R*	125 64% RST	1033 55%	195 51%
Mean	-0.68	-0.57 C	-0.80	-0.74	-0.87	-0.49 DE	-0.76	-0.72	-0.91	-0.84	-0.72	-0.34 GHUK	-0.73	-0.77	-0.61	-0.59	-0.73 V	-0.58 V	-0.65 V	-0.58 V	-0.86 *	-1.03	-0.69	-0.63

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	721	1089	713	1070	433	1250	593	982
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	660	1140	759	1012	470	1134	518	1071
Very favourable (2)	198 9%	126 9%	36 6%	37 13% C	40 6%	158 10% E	112 8%	87 10%	75 12% JK	22 4%	5 3%	81 24% UK	13 1%	167 18% M	30 5%	148 13% O	132 17% R	40 4%	177 38% T	8 1%	22 4%	160 15% U
Fairly favourable (1)	295 13%	194 14%	62 10%	40 14%	65 9%	231 15% E	169 12%	126 14%	154 24% JK	43 7%	4 3%	57 17% JK	35 4%	230 24% M	44 7%	221 19% O	207 27% R	37 4%	194 41% T	20 2%	45 9%	201 19% U
Neither favourable nor unfavourable (0)	422 19%	263 19%	103 17%	56 20%	91 13%	332 21% E	257 19%	165 19%	149 23% JK	96 16% K	14 8%	55 17% K	90 10%	244 26% M	65 10%	231 20% O	180 24% R	90 13%	63 7% T	77 7%	51 10%	197 18% U
Fairly unfavourable (-1)	300 13%	181 13%	77 13%	42 15%	80 12%	220 14%	179 13%	121 14%	101 15%	73 12%	20 12%	41 12%	104 12%	123 13%	82 12%	164 14%	117 15%	118 12%	19 4%	173 15% S	63 12%	148 14%
Very unfavourable (-2)	928 41%	571 41% D	266 45% D	92 33%	399 58% F	529 34% F	588 43%	340 39%	165 25%	363 60% IL	123 74% UL	97 29%	637 71% N	171 18%	427 65% P	361 32%	115 15%	714 71% Q	13 3%	842 74% S	334 65% V	351 33%
Don't know	108 5%	48 3%	47 8% B	13 5%	18 3%	90 6% E	67 5%	41 5%	9 1%	12 2%	1 1%	2 1%	16 2%	19 2%	12 2%	14 1%	8 1%	13 1%	4 1%	14 1%	2 *	13 1%

Net: Favourable	494 22%	320 23% C	98 17%	76 27% C	105 15%	389 25% E	281 20%	213 24%	230 35% JK	66 11%	9 5%	139 41% JK	49 5%	397 42% M	74 11%	370 32% O	339 45% R	77 8%	371 79% T	28 2%	68 13%	361 34% U
Net: Unfavourable	1229 55%	752 54%	344 58% D	133 48%	480 69% F	749 48% F	767 56%	462 52%	266 41%	437 72% IL	143 86% UL	138 41%	741 83% N	294 31%	509 77% P	525 46%	232 31%	832 82% Q	32 7%	1015 90% S	397 77% V	499 47%
Mean	-0.68	-0.66 C	-0.87	-0.42 C	-1.09	-0.50 E	-0.74	-0.60	-0.20 JK	-1.19 K	-1.52	-0.04 JK	-1.50	0.11 M	-1.28	-0.33 O	0.17 R	-1.43	1.08 T	-1.63	-1.24	-0.31 U

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	279 12%	136 12%	143 12%	138 22% EF	73 10%	68 8%	59 24% UKL	79 20% UKL	42 12% L	31 8%	42 12% L	26 5%	67 11%	81 13%	63 14%	68 12%	94 17% RSV	71 12%	41 8%	37 12%	19 17% S*	16 8%	248 13% X	31 8%
Fairly favourable (1)	381 17%	165 15%	216 19%	148 23% EF	135 18% F	98 11%	66 26% JKL	82 21% JKL	78 22% JKL	58 14%	43 13%	54 10%	103 17%	102 16%	71 15%	105 19%	110 20% R	80 14%	79 15%	50 16%	20 18% *	41 21% R	323 17%	58 15%
Neither favourable nor unfavourable (0)	345 15%	132 12%	213 19%	118 19% B	136 18% F	91 11%	42 17% L	76 20% KL	71 20% KL	65 16% L	40 12%	51 10%	83 14%	98 16%	63 13%	101 18%	72 13%	98 17%	71 14%	63 21% QS	14 12% *	28 14%	288 15%	57 15%
Fairly unfavourable (-1)	332 15%	158 14%	174 15%	80 13%	129 17% D	122 14%	35 14%	45 12%	57 16%	72 18% H	59 18% H	63 12%	93 16% P	102 16% P	76 16%	60 11%	64 12%	97 17%	81 16%	41 13%	14 13% *	36 18%	273 15%	58 15%
Very unfavourable (-2)	808 36%	491 45% C	317 28%	105 16%	235 31% D	469 55% DE	29 12%	76 20% G	82 23% G	153 38% GHI	147 44% GHI	322 62% GHUK	239 40% P	221 35%	172 37%	176 32%	167 31%	217 37%	218 42% QV	106 35%	43 39% *	57 29%	647 35%	162 42% W
Don't know	108 5%	19 2%	89 8% B	47 7% F	52 7% F	8 1%	18 7% KL	29 8% KL	31 8% KL	22 5% KL	5 2%	3 1%	18 3%	23 4%	19 4%	48 9% MN	32 6%	23 4%	25 5%	8 3%	1 1% *	18 9% RTU	94 5%	14 4%

Net: Favourable	660 29%	301 27%	359 31%	287 45% EF	208 27% F	166 19%	125 50% HIJL	162 42% IJKL	120 33% JKL	89 22% L	85 25% L	81 16%	170 28%	183 29%	134 29%	173 31%	205 38% RST	152 26%	120 23%	87 29%	40 36% S*	57 29%	571 31% X	89 23%
Net: Unfavourable	1140 51%	649 59% C	491 43%	185 29%	364 48% D	591 69% DE	64 26%	121 31%	140 39% G	225 56% GHI	206 61% GHI	384 74% GHUK	332 55% P	323 52% P	248 53% P	236 42%	231 43%	314 53% Q	299 58% QTV	146 48%	57 52% *	93 47%	920 49%	220 58% W
Mean	-0.47	-0.65	-0.29 B	0.23 EF	-0.45 F	-0.97	0.39 HIJL	0.12 IJKL	-0.18 JKL	-0.68 L	-0.68 L	-1.16	-0.57	-0.46	-0.50	-0.33 M	-0.20 RS	-0.54	-0.72	-0.43 S	-0.38 *	-0.43 S	-0.42 X	-0.71

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	534	1305	675	1149	470	1029	449	1335
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	490	1348	747	1056	410	1102	494	1229
Very favourable (2)	279 12%	156 11%	101 17% BD	23 8%	94 14%	185 12%	182 13%	97 11%	15 2%	201 33% IKL	7 4%	22 7% I	188 21% N	48 5%	236 48% P	18 1%	23 3%	239 23% Q	75 18% T	120 11%	30 6%	220 18% U
Fairly favourable (1)	381 17%	215 16%	124 21% B	42 15%	141 20% F	240 15%	239 17%	142 16%	29 4%	204 33% IKL	37 22% I	49 15% I	220 25% N	89 9%	206 42% P	77 6%	47 6%	284 27% Q	115 28% T	117 11%	44 9%	288 23% U
Neither favourable nor unfavourable (0)	345 15%	207 15%	113 19% D	26 9%	116 17%	229 15%	232 17% H	113 13%	56 9%	88 14% I	34 21% I	57 17% I	138 15% N	110 12%	29 6%	156 12% O	58 8%	162 15% Q	64 16% T	108 10%	45 9%	181 15% U
Fairly unfavourable (-1)	332 15%	214 16%	74 13%	43 15%	127 18% F	205 13%	229 17% H	102 12%	86 13% J	54 9%	47 28% U	65 20% U	156 17% N	127 13%	8 2%	295 22% O	107 14%	174 17%	87 21% T	133 12%	54 11%	214 17% U
Very unfavourable (-2)	808 36%	532 39% C	142 24%	134 48% BC	199 29%	610 39% E	427 31%	382 43% G	461 71% JKL	52 9%	43 25% J	137 41% JK	177 20%	559 59% M	8 2%	789 59% O	504 68% R	187 18%	69 17%	617 56% S	316 64% V	311 25%
Don't know	108 5%	58 4%	38 6%	11 4%	16 2%	91 6% E	63 5%	44 5%	6 1%	12 2%	- -	4 1%	17 2%	21 2%	3 1%	14 1%	8 1%	11 1%	- -	7 1%	5 1%	14 1%

Net: Favourable	660 29%	371 27%	224 38% BD	65 23%	235 34% F	425 27%	421 31%	239 27%	44 7%	404 66% IKL	44 26% I	71 21% I	407 45% N	136 14%	442 90% P	94 7%	70 9%	522 49% Q	190 46% T	237 21%	74 15%	509 41% U
Net: Unfavourable	1140 51%	747 54% C	217 37%	177 63% BC	325 47%	815 52% E	656 48%	484 55% G	546 84% JKL	107 17%	89 53% J	202 60% J	333 37%	686 72% M	16 3%	1084 80% O	611 82% R	361 34%	157 38%	751 68% S	370 75% V	525 43%
Mean	-0.47	-0.57 D	-0.06 BD	-0.83	-0.29 F	-0.55	-0.37 H	-0.63	-1.46	0.75 IKL	-0.49 I	-0.75 I	0.10 N	-1.14	1.34 P	-1.32	-1.38	0.20 Q	0.09 T	-0.92	-1.19	-0.09 U

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	303 13%	212 19% C	92 8%	66 10%	56 7%	181 21% DE	30 12%	37 9%	27 8%	29 7%	42 13% U	139 27% GHUK	84 14%	79 13%	71 15%	70 12%	60 11%	96 16% QT	79 15%	30 10%	14 13% *	24 12%	239 13%	64 17%
Fairly favourable (1)	455 20%	238 22%	217 19%	102 16%	157 21% D	196 23% D	40 16%	62 16%	63 18%	94 24% GH	69 21%	127 24% GH	151 25% NP	122 19%	94 20%	88 16%	93 17%	132 22% V	119 23% QV	72 24% V	17 15% *	23 12%	389 21%	66 17%
Neither favourable nor unfavourable (0)	373 17%	152 14%	220 19% B	124 19% F	133 17%	116 14%	48 19% L	75 19% L	70 19% L	63 16%	54 16%	62 12%	93 15%	116 19%	75 16%	88 16%	80 15%	108 18% UV	91 18% U	64 21% UV	8 7% *	22 11%	306 16%	66 17%
Fairly unfavourable (-1)	349 15%	154 14%	195 17%	113 18%	122 16%	114 13%	42 17%	71 18% L	65 18% L	57 14%	57 17% L	57 11%	96 16%	101 16%	62 13%	90 16%	83 15%	87 15%	69 13%	53 17%	22 20% *	36 18%	287 15%	62 16%
Very unfavourable (-2)	663 29%	328 30%	335 29%	179 28%	244 32%	239 28%	68 27%	112 29%	110 30%	134 34% L	108 32%	131 25%	160 26%	187 30%	144 31%	173 31%	190 35% RST	134 23%	136 26%	80 26%	50 45% RST*	73 38% RST	555 30%	108 28%
Don't know	110 5%	17 2%	92 8% B	53 8% F	48 6% F	9 1%	21 8% KL	32 8% KL	26 7% KL	22 6% KL	6 2%	3 1%	19 3%	23 4%	18 4%	50 9% MNO	33 6% TU	30 5% T	23 5%	5 2%	1 1% *	18 9% TU	96 5%	14 4%

Net: Favourable	759 34%	449 41% C	309 27%	168 26%	213 28%	377 44% DE	70 28%	98 25%	90 25%	123 31%	111 33% HI	266 51% GHUK	235 39% NP	200 32%	165 36%	158 28%	153 28%	228 39% QV	198 38% QV	102 34%	31 28% *	47 24%	628 34%	131 34%
Net: Unfavourable	1012 45%	481 44%	531 46%	292 46%	366 48% F	354 41%	110 44%	182 47% L	174 48% L	192 48% L	165 49% L	189 36%	255 42%	288 46%	206 44%	262 47%	273 51% RS	221 38%	205 40%	132 44%	72 65% QRST*	109 56% RST	842 45%	170 45%
Mean	-0.29	-0.14 C	-0.44	-0.40	-0.48	-0.04 DE	-0.34	-0.45	-0.50	-0.46	-0.36	0.17 GHUK	-0.16 NP	-0.32	-0.25	-0.41	-0.49	-0.06 QUV	-0.13 QUV	-0.26 UV	-0.70 *	-0.63	-0.30	-0.23

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	534	1305	675	1149	470	1029	449	1335
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	490	1348	747	1056	410	1102	494	1229
Very favourable (2)	303 13%	206 15% C	42 7%	55 20% C	61 9%	243 16% E	160 12%	144 16% G	229 35% JKL	9 2%	5 3%	39 12% JK	45 5%	229 24% M	18 4%	274 20% O	289 39% R	6 1%	25 6%	243 22% S	166 34% V	75 6%
Fairly favourable (1)	455 20%	291 21%	103 17%	61 22%	127 18%	328 21%	272 20%	183 21%	243 37% JKL	55 9%	21 12%	70 21% JK	113 13%	282 30% M	46 9%	373 28% O	339 45% R	38 4%	62 15%	293 27% S	173 35% V	157 13%
Neither favourable nor unfavourable (0)	373 17%	225 16%	109 18%	39 14%	101 15%	271 17%	257 19% H	116 13%	81 12%	75 12%	26 15%	67 20% U	98 11%	183 19% M	39 8%	224 17% O	75 10%	96 9%	57 14%	140 13%	73 15%	147 12%
Fairly unfavourable (-1)	349 15%	217 16%	96 16%	35 13%	120 17%	229 15%	234 17% H	115 13%	59 9%	111 18% I	41 24% I	56 17% I	188 21% N	99 10%	73 15%	200 15%	20 3%	279 26% Q	102 25% T	109 10%	41 8%	256 21% U
Very unfavourable (-2)	663 29%	385 28%	202 34% B	77 27% F	267 39% F	396 25% F	387 28%	276 31%	35 5%	349 57% IKL	73 44% IL	99 30% I	438 49% N	141 15%	307 63% P	260 19%	18 2%	623 59% Q	163 40% T	305 28%	37 7%	576 47% U
Don't know	110 5%	58 4%	40 7% B	11 4%	17 2%	93 6% E	62 5%	47 5%	6 1%	11 2%	1 1%	4 1%	14 2%	19 2%	7 1%	17 1%	5 1%	14 1%	- -	12 1%	4 1%	18 1%

Net: Favourable	759 34%	497 36% C	145 25%	116 42% C	188 27%	571 37% E	432 31%	327 37% G	472 72% JKL	64 11%	26 16%	109 33% JK	158 18%	511 54% M	63 13%	647 48% O	629 84% R	44 4%	87 21%	536 49% S	339 69% V	232 19%
Net: Unfavourable	1012 45%	602 44%	298 50% BD	112 40%	387 56% F	625 40%	621 45%	391 44%	94 14%	460 75% IL	114 68% IL	155 46% I	626 70% N	240 25%	381 78% P	460 34%	38 5%	902 85% Q	265 65% T	414 38%	77 16%	832 68% U
Mean	-0.29	-0.21 C	-0.57	-0.07 C	-0.60	-0.14 E	-0.32	-0.24	0.88 JKL	-1.23	-0.94 J	-0.32 JK	-0.98	0.38 M	-1.26	0.15 O	1.16 R	-1.41	-0.77	0.06 S	0.80 V	-0.91

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	182 8%	117 11% C	65 6%	40 6%	38 5%	104 12% DE	13 5%	27 7%	15 4%	23 6%	33 10% I	71 14% GHU	47 8%	41 7%	44 10%	50 9%	41 8% V	59 10% V	40 8% V	27 9% V	12 11% V*	2 1%	154 8%	28 7%
Fairly favourable (1)	288 13%	167 15% C	121 11%	77 12%	82 11%	129 15% E	32 13%	45 12%	34 9%	48 12%	45 13%	83 16% I	86 14%	72 11%	55 12%	75 14%	70 13%	77 13%	69 13%	37 12%	8 7% *	26 14%	242 13%	47 12%
Neither favourable nor unfavourable (0)	505 22%	222 20%	283 25% B	141 22%	168 22%	196 23%	54 22%	87 22%	66 18%	102 26% IK	61 18%	135 26% IK	116 19%	148 24% M	113 24%	128 23%	115 21%	133 23%	117 23%	89 29% QUV	17 16% *	33 17%	404 22%	101 27%
Fairly unfavourable (-1)	285 13%	141 13%	144 13%	81 13%	94 12%	110 13%	31 13%	50 13%	53 15%	41 10%	51 15%	59 11%	83 14%	88 14%	55 12%	59 11%	65 12%	81 14%	62 12%	33 11%	15 14% *	29 15%	233 12%	53 14%
Very unfavourable (-2)	849 38%	429 39%	420 36%	240 38%	310 41%	300 35%	97 39%	143 37%	149 41% L	161 40% L	135 40% L	165 32%	247 41% P	251 40% P	165 35%	186 33%	209 39%	195 33%	195 38%	108 35%	56 51% RST*	86 44% R	710 38%	139 36%
Don't know	144 6%	24 2%	119 10% B	58 9% F	68 9% F	18 2%	21 8% KL	37 9% KL	44 12% JKL	25 6% L	11 3%	7 1%	24 4%	28 4%	32 7%	59 11% MN	39 7%	43 7%	32 6%	10 3%	2 2% *	18 9% TU	129 7%	14 4%

Net: Favourable	470 21%	284 26% C	186 16%	118 18%	120 16%	233 27% DE	46 18%	72 19%	49 14%	71 18%	79 23% I	154 30% GHU	132 22%	113 18%	99 21%	126 22%	112 21%	136 23% V	109 21%	64 21%	20 18% *	29 15%	396 21%	74 20%
Net: Unfavourable	1134 50%	570 52%	564 49%	321 50%	404 53%	409 48%	128 51%	193 50%	202 56% L	202 51%	186 55% L	224 43%	330 55% P	339 54% P	220 47%	246 44%	274 51%	276 47%	257 50%	140 46%	72 64% QRST*	115 59% RT	943 50%	191 50%
Mean	-0.63	-0.56 C	-0.71	-0.70	-0.80	-0.44 DE	-0.73	-0.68	-0.90	-0.72	-0.64 I	-0.32 GHUJK	-0.69	-0.73	-0.56	-0.51 N	-0.66 V	-0.51 UV	-0.62 V	-0.53 V	-0.88 *	-0.96	-0.63	-0.62

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	534	1305	675	1149	470	1029	449	1335
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	490	1348	747	1056	410	1102	494	1229
Very favourable (2)	182 8%	117 8%	36 6%	28 10%	33 5%	149 10% E	96 7%	86 10%	72 11% JK	26 4%	1 1%	71 21% UK	11 1%	155 16% M	22 5%	152 11% O	133 18% R	23 2%	12 3%	155 14% S	171 35% V	3 *
Fairly favourable (1)	288 13%	189 14%	59 10%	40 14%	67 10%	221 14% E	187 14%	101 11%	141 22% JK	38 6%	6 4%	71 21% JK	32 4%	225 24% M	40 8%	222 16% O	218 29% R	27 3%	41 10%	202 18% S	200 41% V	29 2%
Neither favourable nor unfavourable (0)	505 22%	304 22%	127 21%	75 27%	105 15%	400 26% E	292 21%	213 24%	201 31% JKL	101 17%	26 15%	54 16%	114 13%	295 31% M	67 14%	331 25% O	212 28% R	134 13%	57 14%	243 22% S	86 17% V	150 12%
Fairly unfavourable (-1)	285 13%	187 14%	61 10%	37 13%	89 13%	196 13%	177 13%	109 12%	91 14%	78 13%	16 10%	35 10%	116 13%	107 11%	48 10%	182 13%	85 11%	133 13%	48 12%	146 13%	16 3%	212 17% U
Very unfavourable (-2)	849 38%	510 37%	258 44% BD	81 29%	376 54% F	473 30%	532 39%	317 36%	135 21%	348 57% IL	117 70% IUL	97 29% I	589 66% N	141 15%	307 63% P	416 31%	85 11%	712 67% Q	242 59% T	341 31%	12 2%	804 65% U
Don't know	144 6%	75 5%	50 8% B	18 7%	23 3%	121 8% E	89 6%	55 6%	14 2%	19 3% K	- - -	7 2%	33 4%	29 3%	6 1%	46 3% O	13 2%	27 3%	10 2%	16 1%	9 2%	31 3%

Net: Favourable	470 21%	306 22% C	96 16%	68 24% C	100 14%	370 24% E	283 21%	187 21%	213 33% JK	64 10%	8 5%	142 42% UK	44 5%	380 40% M	62 13%	374 28% O	352 47% R	50 5%	53 13%	358 32% S	371 75% V	32 3%
Net: Unfavourable	1134 50%	697 50%	320 54% D	118 42%	465 67% F	669 43%	709 52%	426 48%	226 35%	426 70% IL	133 80% IUL	132 39%	705 79% N	249 26%	354 72% P	598 44%	170 23%	846 80% Q	290 71% T	486 44%	28 6%	1015 83% U
Mean	-0.63	-0.60 C	-0.82	-0.39 C	-1.06	-0.43 E	-0.67	-0.57	-0.12 JK	-1.16 K	-1.44	-0.05 JK	-1.44	0.16 M	-1.19	-0.37 O	0.31 R	-1.44	-1.17	-0.29 S	1.04 V	-1.49

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 10Q(*)

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Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381
Very favourable (2)	118 5%	66 6%	52 5%	40 6%	33 4%	44 5%	14 5%	27 7%	14 4%	19 5%	17 5%	27 5%	47 8% OP	37 6%	12 3%	22 4%	18 3%	21 4%	31 6%	30 10% QR	9 8% *	9 4%	98 5%	20 5%
Fairly favourable (1)	400 18%	182 17%	218 19%	141 22% F	139 18%	121 14%	54 22% JKL	87 22% JKL	79 22% JKL	59 15%	51 15%	70 13%	120 20% P	108 17%	92 20%	80 14%	83 15%	111 19%	102 20%	56 18%	15 14% *	33 17%	336 18%	64 17%
Neither favourable nor unfavourable (0)	532 24%	222 20%	310 27% B	185 29% F	200 26% F	147 17%	77 31% KL	108 28% L	100 28% L	101 25% L	78 23% L	69 13%	145 24%	151 24%	102 22%	134 24%	144 27%	143 24%	112 22%	62 20%	23 21% *	48 25%	433 23%	99 26%
Fairly unfavourable (-1)	413 18%	211 19%	202 18%	102 16%	154 20%	157 18%	46 18%	56 15%	58 16%	95 24% HIK	52 16%	105 20%	107 18%	113 18%	94 20%	98 18%	88 16%	99 17%	83 16%	75 25% QRS	24 21% *	44 22%	348 19%	64 17%
Very unfavourable (-2)	658 29%	394 36% C	264 23%	107 17%	174 23% D	377 44% DE	37 15%	69 18%	74 21%	100 25% GH	132 39% GHU	245 47% GHU	161 27%	190 30%	136 29%	170 30%	171 32% TV	178 30%	157 30% V	70 23%	39 35% V*	42 22%	539 29%	119 31%
Don't know	133 6%	26 2%	106 9% B	61 10% F	60 8% F	11 1%	21 8% KL	41 11% KL	35 10% KL	25 6% KL	8 2%	3 1%	22 4%	28 4%	28 6%	54 10% MN	37 7%	35 6%	31 6%	10 3%	1 1% *	20 10% TU	119 6%	14 4%

Net: Favourable	518 23%	248 22%	270 23%	181 29% EF	172 23%	165 19%	68 27% JKL	114 29% JKL	94 26% L	78 20%	67 20%	97 19%	167 28% NP	144 23%	104 22%	103 18%	101 19%	133 23%	133 26% Q	86 28% Q	24 22% *	42 21%	433 23%	85 22%
Net: Unfavourable	1071 48%	605 55% C	466 40%	209 33%	328 43% D	534 62% DE	83 33%	126 32%	132 37%	195 49% GHI	184 55% GHI	350 67% GHUJK	269 45%	304 48%	230 50%	268 48%	259 48%	277 47%	241 47%	145 48%	63 56% *	86 44%	887 47%	183 48%
Mean	-0.52	-0.64	-0.39 B	-0.16 EF	-0.42 F	-0.83	-0.17 JKL	-0.16 JKL	-0.30 JKL	-0.53 L	-0.71	-0.91	-0.37 NP	-0.52	-0.57	-0.62	-0.62	-0.55	-0.48	-0.34 Q	-0.62 *	-0.44	-0.51	-0.54

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 3Q(**) Small Base: 10Q(*)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2253	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	534	1305	675	1149	470	1029	449	1335
Weighted base	2253	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	490	1348	747	1056	410	1102	494	1229
Very favourable (2)	118 5%	83 6%	28 5%	7 2%	61 9% F	57 4%	86 6% H	32 4%	22 3%	23 4%	52 31% IUL	9 3%	84 9% N	21 2%	44 9% P	57 4%	18 2%	88 8% QL	99 24% T	8 1%	19 4%	91 7% U
Fairly favourable (1)	400 18%	265 19% D	103 17%	33 12%	179 26% F	221 14%	269 20% H	131 15%	87 13%	135 22% IL	73 44% IUL	40 12%	279 31% N	65 7%	139 28% P	194 14%	72 10%	282 27% QL	225 55% T	51 5%	49 10%	306 25% U
Neither favourable nor unfavourable (0)	532 24%	292 21%	182 31% BD	57 20%	169 24%	363 23%	356 26% H	175 20%	99 15%	169 28% IK	27 16%	85 26% IK	237 26% N	160 17%	122 25% P	264 20%	106 14%	270 26% QL	48 12%	114 10%	60 12%	303 25% U
Fairly unfavourable (-1)	413 18%	246 18%	106 18%	62 22%	126 18%	287 18%	251 18%	161 18%	150 23% K	116 19% K	11 7%	72 21% K	164 18%	196 21%	87 18%	266 20%	169 23%	191 18%	30 7%	303 27% S	65 13%	256 21% U
Very unfavourable (-2)	658 29%	420 30% C	129 22%	109 39% BC	132 19%	525 34% E	329 24%	329 37% G	281 43% JK	149 24% K	4 3%	123 37% JK	103 11%	484 51% M	86 18%	544 40% O	374 50% R	198 19%	7 2%	614 56% S	296 60% V	243 20%
Don't know	133 6%	77 6%	44 7%	12 4%	25 4%	107 7% E	81 6%	52 6%	14 2%	18 3%	- - -	5 2%	30 3%	27 3%	12 2%	24 2%	9 1%	28 3%	- - -	11 1%	5 1%	29 2%

Net: Favourable	518 23%	348 25% D	131 22% D	39 14%	240 35% F	278 18%	355 26% H	163 19%	109 17%	159 26% IL	125 75% IUL	49 15%	363 40% N	86 9%	183 37% P	251 19%	89 12%	370 35% QL	324 79% T	60 5%	68 14%	397 32% U
Net: Unfavourable	1071 48%	665 48% C	234 40%	171 61% BC	258 37%	812 52% E	581 42%	490 56% G	431 66% JK	265 43% K	15 9%	195 58% JK	267 30%	680 71% M	173 35%	810 60% O	543 73% R	388 37%	38 9%	917 83% S	361 73% V	499 41%
Mean	-0.52	-0.50 D	-0.37 D	-0.88	-0.13 F	-0.69	-0.36 H	-0.75	-0.91	-0.39 IL	0.94 IUL	-0.79	0.09 N	-1.14	-0.07 P	-0.79	-1.10	-0.12 QL	0.92 T	-1.34	-1.17	-0.21 U

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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? - Summary

All Adults aged 18+ in Great Britain

	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?			
	The Conservati ve Party (A)	The Labour Party (B)	The Brexit Party (C)	The Liberal Democrats (D)
Unweighted base	2253	2253	2253	2253
Weighted base	2253	2253	2253	2253
A very good campaign (2)	185 8% CD	156 7% CD	103 5% D	71 3%
A fairly good campaign (1)	503 22% BCD	358 16% C	268 12%	317 14%
A neither good nor bad campaign (0)	604 27% B	479 21%	652 29% B	701 31% AB
A fairly bad campaign (-1)	442 20%	535 24% AC	439 19%	506 22% AC
A very bad campaign (-2)	327 15%	541 24% AD	475 21% A	425 19% A
Don't know	192 9%	183 8%	316 14% ABD	233 10% AB

Net: Good campaign	687 31% BCD	515 23% CD	370 16%	388 17%
Net: Bad campaign	770 34%	1076 48% ACD	915 41% A	931 41% A
Mean	-0.11 BCD	-0.46	-0.47	-0.44

uirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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? - The Conservative Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	
A very good campaign (2)	185	112	73	60	36	88	19	42	25	12	24	64	46	39	57	42	37	58	44	27	9	10	156	28	122	40	22	35	149	108	77	140	9	2	17	26	137	
	8%	10%	6%	9%	5%	10%	8%	11%	7%	3%	7%	12%	8%	6%	12%	8%	7%	10%	8%	9%	8%	5%	8%	7%	9%	7%	8%	5%	10%	8%	9%	21%	1%	1%	5%	3%	14%	
		C		E		E	J	J	J	J	J	UK			N						*							b			ghi			e		j		
A fairly good campaign (1)	503	295	208	120	142	240	62	58	49	94	72	168	152	149	99	103	111	132	137	67	24	32	414	89	322	101	80	133	370	284	218	247	74	28	92	128	321	
	22%	27%	18%	19%	19%	28%	25%	15%	14%	23%	21%	32%	25%	24%	21%	18%	21%	22%	27%	22%	24	16%	22%	23%	89	23%	17%	19%	24%	21%	25%	38%	12%	27%	17%	27%	34%	
		C				DE	HI	HI	HI	HI	HI	HUK	P						V		*				Z		Z		b		ghi		gh		j			
A neither good nor bad campaign (0)	604	274	330	152	204	247	55	97	105	100	101	146	165	165	129	144	138	162	131	95	30	48	494	110	372	151	80	177	427	376	227	171	152	48	90	208	266	
	27%	25%	29%	24%	27%	29%	22%	25%	29%	25%	30%	28%	27%	26%	28%	26%	26%	28%	25%	31%	27%	25%	26%	29%	27%	26%	29%	26%	27%	27%	26%	26%	25%	29%	27%	23%	28%	
						G					G										+																	
A fairly bad campaign (-1)	442	223	219	126	150	166	51	75	61	89	76	91	122	133	81	106	119	106	101	60	23	33	359	83	266	125	51	168	274	281	161	51	166	58	80	279	105	
	20%	20%	19%	20%	20%	19%	20%	19%	17%	22%	23%	17%	20%	21%	17%	19%	22%	18%	20%	20%	21%	17%	19%	22%	83	266	125	51	168	274	281	161	51	166	58	80	279	105
																					*							c					f	fi	f	k		
A very bad campaign (-2)	327	150	177	112	130	86	41	71	67	63	47	39	86	94	60	87	84	79	65	34	21	45	288	39	191	111	25	131	197	207	121	26	172	28	44	202	77	
	15%	14%	15%	18%	17%	10%	16%	18%	19%	16%	14%	7%	14%	15%	13%	16%	16%	13%	13%	11%	19%	23%	15%	10%	14%	19%	9%	19%	13%	15%	14%	4%	28%	17%	13%	22%	8%	
				F	F		L	L	L	L	L										*	QRST	X			Ya		c				thi	f	f	k			
Don't know	192	47	145	67	97	28	21	46	55	42	17	11	32	47	38	76	51	52	39	20	3	28	161	32	109	63	20	49	144	116	76	19	38	3	12	53	47	
	9%	4%	13%	11%	13%	3%	9%	12%	15%	11%	5%	2%	5%	8%	8%	14%	9%	9%	8%	7%	3%	14%	9%	8%	8%	11%	7%	7%	9%	8%	9%	3%	6%	2%	4%	6%	5%	
			B	F	F		L	KL	GKL	KL						MN					*	STU									th	fi	fi	fi				
Net: Good campaign	687	407	281	180	179	328	81	99	73	105	96	233	198	188	156	146	148	189	181	94	33	42	570	117	444	141	102	168	519	392	295	386	83	31	109	155	458	
	31%	37%	24%	28%	23%	38%	32%	26%	20%	26%	28%	45%	33%	30%	34%	26%	27%	32%	35%	31%	30%	21%	30%	31%	32%	24%	37%	24%	33%	29%	33%	59%	14%	18%	33%	17%	48%	
		C				DE	I				I	GHIJK	P				V		QV		*				Z		Z		b		d	ghi		gh		j		
Net: Bad campaign	770	373	397	237	280	252	92	146	128	152	123	129	208	227	141	193	203	185	165	94	45	78	648	122	457	237	76	299	471	488	282	77	337	86	124	481	182	
	34%	34%	34%	37%	37%	29%	37%	38%	35%	37%	37%	25%	34%	36%	30%	35%	38%	31%	32%	31%	40%	40%	35%	32%	33%	40%	27%	43%	30%	36%	32%	12%	55%	52%	37%	54%	19%	
				F	F		L	L	L	L	L										*				Ya		c				fi	fi	fi	f	k			
Mean	-0.11	* C	-0.22	-0.19	-0.29	0.09 DE	-0.14	-0.22	-0.32	-0.27	-0.16	0.25 GHIJK	-0.09	-0.16	0.03	-0.19	-0.21	-0.03 V	-0.01 QV	-0.02 V	-0.22 +	-0.42	-0.12	-0.04	-0.06 Z	-0.32	0.09 Z	-0.35	* b	-0.15	-0.04	0.67 ghi	-0.73	-0.49 g	-0.13 gh	-0.59	0.37 j	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q,R/S,T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q,R/S,T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

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CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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? - The Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservative	Labour	Lib Dem	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953
A very good campaign (2)	156 7%	67 6%	89 8%	100 16% EF	37 5% F	20 2%	51 20% HIJKL	49 13% IJKL	27 7% JKL	10 3%	12 4%	8 1%	41 7%	48 8%	25 5%	42 7%	43 8%	36 6%	24 5%	29 10% S	8 7% +	15 8%	142 4% X	14 5%	75 12% Ya	9 3%	49 7%	108 7%	109 8%	47 5%	10 2%	106 17% thi	5 3%	12 3%	93 10% k	28 3%	
A fairly good campaign (1)	358 16%	169 15%	190 16%	165 26% EF	100 13% F	93 11%	77 31% HIJKL	89 23% IJKL	53 15% L	47 12%	47 14%	46 9%	93 15%	92 15%	69 15%	104 19%	110 20% RSV	84 14%	75 15%	52 17% V	21 19% v+	16 8%	314 17% X	44 12%	215 16% a	114 19% a	29 10% c	130 19% c	228 15%	225 16%	134 15%	41 6%	192 32% thi	27 16% f	41 12% f	223 25% k	74 8%
A neither good nor bad campaign (0)	479 21%	204 19%	275 24% B	136 21% F	188 25% F	155 18%	52 21% HIJKL	84 22% IJKL	99 28% KL	88 22%	60 18%	95 18%	117 19%	150 24% M	101 22%	111 20%	107 20%	122 21%	94 18%	81 27% S	28 26% +	47 24%	406 22%	73 19%	283 21%	138 23%	57 20%	153 22%	326 21%	310 23%	169 19%	110 17%	141 23% f	46 28% f	67 20%	202 23% k	171 18%
A fairly bad campaign (-1)	535 24%	272 25%	263 23%	96 15% D	201 26% D	238 28% D	30 12% HIJKL	66 17% IJKL	83 23% G	119 30% GH	91 27% GH	147 28% GH	162 27% P	164 26% P	104 22%	105 19%	113 21%	157 27% T	150 29% QTU	50 16%	18 16% +	47 24%	420 22%	115 30% W	347 25% Z	107 18%	81 29% Z	178 26%	357 23%	335 24%	200 23%	191 29% g	98 16%	58 35% g	92 27% g	210 23% g	264 28%
A very bad campaign (-2)	541 24%	348 32% C	193 17%	77 12% D	138 18% D	325 38% DE	21 8% HIJKL	57 15% G	45 12% G	94 23% GHI	110 33% GHI	215 41% GHIK	155 26% N	132 21%	130 28%	124 22%	123 23%	138 25%	130 24%	72 40% +	32 29% +	46 24%	437 23% +	104 27% W	361 26% Z	100 17%	80 29% Z	138 20%	403 26% b	279 20%	262 30% d	280 43% ghi	42 7%	28 16% g	112 33% gh	119 13% j	378 40% j
Don't know	183 8%	41 4%	142 12% B	62 10% F	96 13% F	25 3%	19 8% L	43 11% KL	54 15% GKL	42 11% KL	17 5% L	8 2%	34 6%	42 7%	36 8%	72 13% MN	44 8%	50 9%	42 8%	20 7%	3 2% +	25 13% U	153 8%	30 8%	100 7%	60 10%	23 8%	46 7%	137 9%	114 8%	69 8%	21 3%	31 5%	4 2%	11 3%	50 6% k	38 4%
Net: Good campaign	515 23%	236 21%	279 24%	265 42% EF	137 18% F	113 13%	127 51% HIJKL	138 35% IJKL	80 22% JL	57 14%	59 18% L	53 10%	135 22%	140 22%	94 20%	146 26%	153 28% RSV	120 20%	100 19%	81 27% SV	30 27% +	31 16%	457 24% X	58 15%	290 21% a	186 32% Ya	38 13%	179 26% c	336 22%	333 24%	181 21%	51 8%	298 49% thi	31 19% f	52 16% f	315 35% k	102 11%
Net: Bad campaign	1076 48%	620 56% C	456 40%	173 27% D	340 45% DE	563 66% DE	50 20% G	123 32% G	128 35% G	212 53% GHI	200 60% GHI	363 70% GHIK	318 53% NP	296 47%	233 50% P	229 41% +	236 54% QT	295 40%	281 40%	121 45% +	50 47% +	93 47%	857 46% W	219 58% W	708 51% Z	206 35% Z	161 58% Z	315 45%	761 49%	614 45%	462 52% d	471 72% ghi	140 23% g	86 51% g	204 61% g	328 37% j	643 67% j
Mean	-0.46	-0.63	-0.28 B	0.20 EF	-0.46 F	-0.91	0.46 HIJKL	0.02 IJKL	-0.22 JKL	-0.67 L	-0.75 L	-1.01	-0.52	-0.41	-0.57	-0.34	-0.33 S	-0.52	-0.61	-0.29 S	-0.42 +	-0.54	-0.40 X	-0.72	-0.55	-0.09 Ya	-0.76	-0.35 c	-0.51	-0.36 e	-0.61	-1.09	0.38 thi	-0.47 fi	-0.78 f	-0.05 k	-0.97

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q,R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

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? - The Brexit Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	
A very good campaign (2)	103 5%	69 6% c	34 3%	44 7% e	22 3%	37 4%	19 8% uk	25 6% j	13 4%	9 2%	11 3%	27 5%	26 4%	22 3%	36 8% np	18 3%	21 4%	30 5%	18 3%	20 6%	10 9% sv*	5 2%	84 5%	18 5%	65 5%	30 5%	7 2%	20 3%	83 5% b	66 5%	37 4%	29 4%	16 3%	5 3%	40 12% fgh	12 1%	74 8% j	
A fairly good campaign (1)	268 12%	151 14% c	117 10%	81 13%	71 9%	115 13% e	28 11%	53 14%	33 9%	38 10%	40 12%	75 14%	76 13%	67 11%	57 12%	68 12%	75 14%	66 11%	59 11%	44 15%	7 6% *	16 8%	228 12%	40 10%	170 12%	56 9%	42 15%	57 8%	210 13% b	181 13% e	86 10%	115 18% gh	46 8%	9 5%	64 19% gh	35 4%	207 22% j	
A neither good nor bad campaign (0)	652 29%	309 28%	343 30%	161 25%	209 27%	282 33% d	64 26%	97 25%	82 23%	127 32% i	108 32% l	174 33% hi	167 28%	192 31%	136 29%	157 28%	138 26%	182 31%	163 32%	96 32%	26 24% *	47 24%	538 29%	114 30%	407 29%	150 25%	95 34% z	172 25%	481 31% b	385 28%	267 30%	252 39% gh	137 22%	38 23%	106 32% g	194 22% j	344 36% j	
A fairly bad campaign (-1)	439 19%	223 20%	217 19%	118 19%	139 18%	182 21%	52 21%	66 17%	64 18%	75 19%	66 20%	116 22%	117 19%	124 20%	72 16%	126 23%	118 22%	111 19%	96 19%	51 17%	20 18% *	43 22%	353 19%	86 23%	270 20%	121 21%	48 17%	143 21%	296 19%	252 18%	187 21%	110 17%	143 23% fi	40 24%	53 16%	215 24% k	151 16%	
A very bad campaign (-2)	475 21%	259 23% c	217 19%	141 22%	166 22%	169 20%	55 22%	86 22%	85 24%	81 20%	72 21%	96 19%	151 25% p	139 22% p	93 20%	92 17%	108 20%	118 20%	105 20%	55 18%	40 36% qrst*	49 25%	406 22%	70 18%	289 21%	138 23%	47 17% c	200 29% c	276 18%	296 22%	179 20%	88 14%	201 33% fi	54 32% fi	50 15%	309 34% k	105 11%	
Don't know	316 14%	91 8%	225 20% b	91 14% f	153 20% df	72 8%	31 12% l	60 16% l	84 23% ghkl	69 17% l	40 12% l	32 6%	66 11%	84 13%	69 15%	97 17% m	79 15%	80 14%	75 15%	38 12%	8 7% *	36 18% u	263 14%	53 14%	181 13%	95 16%	40 14%	102 15%	214 14%	192 14%	125 14%	59 9%	67 11%	20 12%	22 7%	130 15% k	72 8%	
Net: Good campaign	370 16%	219 20% c	151 13%	125 20% e	93 12%	152 18% e	47 19% j	78 20% u	46 13%	47 12%	50 15%	102 20% u	102 17%	89 14%	93 20%	86 15%	96 18% v	97 16%	76 15%	64 21% v	17 15% *	21 11%	312 17%	58 15%	235 17%	86 15%	49 17%	77 11%	293 19% b	247 18% e	123 14%	144 22% gh	62 10%	14 9%	103 31% fgh	47 5%	281 29% j	
Net: Bad campaign	915 41%	481 44% c	433 38%	259 41%	305 40%	351 41%	107 43%	152 39%	149 41%	156 39%	138 41%	212 41%	268 44% o	263 42%	166 36%	218 39%	226 42%	229 39%	202 39%	106 35%	60 54% rst*	92 47% t	759 41%	156 41%	560 40%	260 44% a	95 34%	343 49% c	572 37%	549 40%	366 42%	199 30%	344 56% fi	94 56% fi	103 31%	524 59% k	257 27%	
Mean	-0.47	-0.45	-0.50	-0.42	-0.59	-0.42 e	-0.44	-0.41	-0.63	-0.55	-0.50	-0.37 l	-0.54	-0.53	-0.33	-0.45	-0.47	-0.43 v	-0.48	-0.29 uv	-0.71 *	-0.73 *	-0.48	-0.45	-0.46	-0.57	-0.36	-0.75	-0.35 b	-0.45	-0.51	-0.19 gh	-0.86	-0.87 *	-0.03 gh	-1.01	-0.01 j	

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d/e,f/g,h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

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? - The Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	
A very good campaign (2)	71 3%	39 4%	32 3%	37 6% EF	20 3%	14 2%	18 7% IJKL	20 5% KL	11 3%	9 2%	4 1%	10 2%	33 5% NOP	19 3%	8 2%	12 2%	8 1%	14 2%	24 5% Q	21 7% QRV	3 3% +	2 1%	64 3%	7 2%	47 3%	22 4%	2 1% c	36 5% c	35 2%	58 4% e	13 1%	16 2%	19 3%	21 13% fji	7 2%	40 5% k	17 2%	
A fairly good campaign (1)	317 14%	141 13%	176 15%	116 18% EF	96 13%	105 12%	46 18% JL	70 18% JL	47 13%	49 12%	45 13%	60 12%	90 15%	88 14%	70 15%	70 13%	67 12%	80 14%	77 15%	44 14%	20 18% +	29 15%	275 15%	42 11%	204 15%	84 14%	29 10%	122 18% c	195 13%	196 14%	121 14%	63 10%	90 15% f	62 37% fji	39 12%	204 23% k	67 7%	
A neither good nor bad campaign (0)	701 31%	317 29%	384 33%	215 34% F	255 34% F	231 27%	93 37% KL	122 32% KL	123 34% K	133 33%	88 26%	143 27%	180 30%	198 32%	144 31%	179 32%	177 33%	189 32%	144 28%	96 32%	30 27% +	65 33%	566 30%	135 35%	423 31%	199 34%	79 28%	221 32%	480 31%	449 33%	251 29%	177 27%	217 35% f	55 33%	107 32%	312 35% k	246 26%	
A fairly bad campaign (-1)	506 22%	268 24%	238 21%	116 18% D	170 22%	219 26% D	46 18% D	70 18% D	73 20%	97 24%	84 25% H	135 26% H	149 25%	146 23%	90 19%	121 22%	118 22%	118 20%	141 27% R	61 20%	20 18% +	47 24%	425 23%	80 21%	299 22%	126 21%	81 29% YZ	152 22%	354 23%	302 22%	204 23%	185 28% gh	137 22% h	22 13%	86 26% h	184 21% j	265 28%	
A very bad campaign (-2)	425 19%	277 25% C	148 13%	75 12% DE	103 13%	247 29% DE	25 10% DE	51 13% DE	40 11%	62 16%	90 27% GHU	157 30% GHU	108 18%	117 19%	103 22%	97 17%	111 21% V	117 20%	87 17%	53 17%	32 29% STV+	24 12%	346 18%	79 21%	276 20% Z	87 15% Z	62 22% Z	100 14%	325 21% b	221 16%	204 23% d	183 28% gh	95 16% h	5 3%	83 25% gh	85 9% j	299 31%	
Don't know	233 10%	59 5%	174 15% B	77 12% F	116 15% F	40 5%	22 9% L	55 14% KL	67 18% GIKL	49 12% KL	25 7% L	15 3%	44 7%	60 10%	50 11%	80 14% MN	58 11%	70 12%	43 8%	28 9%	6 5% +	28 14%	196 10%	37 10%	134 10%	74 12%	25 9%	62 9%	171 11%	145 11%	88 10% fhi	30 9%	52 1% fhi	2 4%	12 8%	71 7%	59 6%	
Net: Good campaign	388 17%	180 16%	209 18%	153 24% EF	116 15%	119 14%	63 25% IJKL	89 23% IJKL	58 16%	58 15%	49 15%	70 13%	122 20% P	107 17%	78 17%	82 15%	75 14%	94 16%	100 19% Q	65 21% Q	23 20% +	31 16%	339 18% X	49 13%	252 18% a	106 18% a	31 11%	158 23% c	230 15%	255 19%	133 15%	79 12%	109 18% f	83 50% fji	46 14% k	245 27% k	84 9%	
Net: Bad campaign	931 41%	544 49% C	386 34%	191 30% D	273 36% DE	466 54% DE	71 28% DE	121 31% DE	113 31%	160 40% GHI	174 52% GHU	292 56% GHU	257 43%	263 42%	192 41%	218 39%	229 42%	235 40%	228 44%	114 38%	53 47% +	72 37%	771 41%	160 42%	574 42% Z	213 36% YZ	144 51% YZ	252 36% b	679 44% b	523 38%	407 46% d	368 56% gh	232 38% h	27 16%	169 51% gh	268 30% j	564 59% j	
Mean	-0.44	-0.58	-0.30 B	-0.14 EF	-0.37 F	-0.71	-0.06 IJKL	-0.19 JKL	-0.29 KL	-0.44 KL	-0.68	-0.73	-0.38	-0.45	-0.50	-0.46	-0.53	-0.47	-0.41	-0.29 Q	-0.56 +	-0.37	-0.43	-0.53	-0.44 a	-0.33 a	-0.68	-0.25 c	-0.53	-0.35 e	-0.59	-0.73	-0.36 fi	0.44 fji	-0.61	-0.08 k	-0.85	

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Overlap formulae used
ColumnProportions (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q/R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5%): A,B/C,D,E/F, G,H/I,J/K,L,M/N/O,P,Q,R/S,T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	Gender			Age							Social grade					Region					Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	2253	1111	1142	716	788	749	314	402	368	420	413	336	958	724	200	371	543	590	533	283	111	193	1867	386	1387	628	238	1067	1186	1484	769	630	659	183	311	1022	840	
Weighted base	2253	1101	1152	637	761	856	249	388	361	400	337	519	603	628	464	558	539	587	516	304	111	196	1872	381	1382	592	279	693	1560	1373	880	653	610	167	335	896	953	
A Conservative majority government	761 34%	481 44% C	280 24%	133 21%	209 28% D	418 49% DE	50 20%	83 22%	99 27%	110 32% G	128 38% GHJ	290 56% GHJK	238 40% NP	200 32%	168 36%	155 28%	162 30%	202 34%	192 37% QV	108 35%	43 39% *	54 27%	605 32%	156 41% W	514 37% Z	146 25%	101 36% Z	225 32%	536 34%	423 31%	338 38% d	385 59% ghi	124 20%	50 30% e	102 31% e	209 23%	480 50% j	
A hung parliament with the Conservatives as the biggest party	649 29%	320 29%	329 29%	130 20%	246 32% D	273 32% D	43 17%	86 22%	97 27% G	149 37% GHI	117 35% GHI	156 30% GH	184 31% P	210 34% P	130 28%	124 22%	155 29%	171 29%	150 29%	84 28%	35 32% *	54 27%	536 30%	113 29%	403 26%	151 34% Z	95 36% c	249 36% c	400 26%	394 29%	255 29%	162 25%	180 39% fg	65 39% fg	132 39% fg	323 36% k	238 25%	
A Labour majority government	226 10%	94 9%	132 11%	169 26% EF	38 5% F	20 2%	81 32% HIJKL	88 23% IJKL	21 32% L	18 4% L	14 4% L	5 1%	48 8%	61 10%	46 10%	72 13% M	67 12%	51 9%	44 8%	38 12%	13 12% +	14 7%	207 11%	20 5% X	119 9%	93 16% Ya	15 5% Z	49 7%	177 12% b	162 11% e	64 7%	20 3%	139 23% fhi	10 6%	19 6% k	120 13% k	57 6%	
A hung parliament with Labour as the biggest party	197 9%	86 8%	111 10%	78 12% F	74 10% F	45 5%	37 15% IJKL	41 11% L	38 9%	36 8% L	26 4% L	19 4%	54 9%	44 7%	42 9%	56 10%	52 10%	58 10%	42 8%	21 7%	5 5% +	20 10%	173 30%	24 6%	107 8%	70 12% Y	21 7%	67 10%	130 8%	123 9%	74 15% fi	19 13% f	90 13% f	21 9% f	30 13% k	117 13% k	43 5%	
A Brexit Party majority	8 *	8 1% C	1 *	2 *	2 *	4 *	2 1%	1 *	- -	2 1%	1 *	3 1%	2 *	2 *	- -	4 1%	3 1%	2 *	- -	3 1%	- -	- -	8 *	1 *	7 1%	1 *	- -	1 *	7 *	4 *	4 *	1 *	4 1%	- -	4 1% j	- -	8 1% j	
A Liberal Democrat majority	7 *	4 *	3 *	5 1%	1 *	1 *	1 *	4 1%	1 *	- -	1 *	- -	1 *	2 *	3 1%	1 *	- -	4 1%	1 *	1 *	1 *	1 *	3 *	3 1%	5 *	1 *	1 *	3 *	3 *	5 *	2 *	3 *	- -	1 *	1 *	2 *	2 *	3 *
A hung parliament with the Liberal Democrats as the biggest party	7 *	2 *	5 *	2 *	4 *	1 *	1 *	2 *	2 *	2 1%	- -	1 *	1 *	4 1%	- -	2 *	- -	2 *	1 *	3 1%	1 1% +	- -	5 *	1 *	5 *	1 *	1 *	3 1%	3 *	4 *	2 *	1 *	1 *	2 1%	1 *	5 1% k	1 *	
A hung parliament with the Brexit Party as the biggest party	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *	- -	
Other	20 1%	11 1%	9 1%	6 1%	9 1%	4 1%	- -	6 2% L	6 2% L	3 1%	4 1%	- -	4 1%	4 1%	- -	11 2% O	2 *	5 1%	6 1%	2 1%	1 *	5 3% Q	17 1%	2 1%	10 1%	8 1%	2 1%	6 1%	14 1%	16 1%	4 *	1 *	1 *	2 1% f	7 2% fg	6 1%	6 1%	
Don't know	377 17%	93 8%	284 25% B	111 17% F	176 23% DF	90 11%	35 14%	76 20% KL	97 27% GHIKL	80 20% KL	45 13%	45 9%	71 12%	98 16% M	76 16%	133 24% MNO	99 18%	94 16%	78 15%	44 15%	13 12% +	49 25% RSTU	317 17%	60 16%	212 15%	121 20% Y	44 16%	88 13% b	289 19%	239 17%	138 16%	61 9%	70 11%	16 9%	40 12%	112 12%	117 12%	
Net: Hung Parliament	854 38%	409 37%	445 39%	210 33% D	324 43% D	319 37%	81 32%	129 33%	137 38%	187 47% GHIKL	144 43% GHIKL	176 34%	240 40% P	260 41% P	172 37%	182 33%	207 38%	230 39%	194 38%	108 36%	41 37% *	74 38%	715 38%	138 36%	515 37%	222 38%	116 42% c	321 46% c	533 34%	523 38%	330 38%	183 28%	272 45% f	89 53% f	163 49% f	447 50% k	281 30%	
Net: Labour as the largest party	423 19%	180 16%	243 21% B	246 39% EF	112 15% F	65 8%	118 47% HIJKL	129 33% IJKL	58 16% L	54 13% L	40 12% L	25 5%	102 17%	105 17%	87 19%	128 23% MN	119 22%	109 18%	86 17%	58 19%	19 17% +	34 17%	380 20% X	44 11%	225 16%	163 27% Ya	35 13%	116 17%	307 20% e	286 21% e	137 16%	40 6%	229 38% fhi	31 19% f	49 15% f	237 27% k	100 11%	
Net: Conservative as the largest party	1410 63%	801 73% C	609 53%	263 41% D	456 60% DE	691 81%	93 37%	170 44%	196 54% GH	260 65% GHI	245 73% GHIJ	446 86% GHIJK	422 70% P	411 65% P	298 64% P	279 50%	317 59%	373 63%	343 66% QV	192 63%	78 70% V*	108 55%	1141 61%	269 71% W	917 66% Z	297 50% Z	196 70% Z	474 68% c	936 60%	818 60%	593 67% d	547 84% ghi	304 50%	115 69% e	234 70% e	532 59% j	718 75%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A,B/C,D,E,F,G,H/I,J/K,L,M,N/O,P,Q/R,S/T,U/V,W/X,Y/Z/a,b,c,d/e,f/g/h,i,j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B/C,D,E,F,G,H/I,J/K,L,M,N/O,P,Q/R,S/T,U/V,W,X,Y/Z/a,b,c,d/e,f/g/h,i,j/k Minimum Base: 30(**) Small Base: 100(*)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q7. 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? - Summary

All adults in split sample cell 2

	Q11. 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?		
	Labour (A)	Conservative (B)	Liberal Democrats (C)
Unweighted base	1127	1127	1127
Weighted base	1112	1112	1112
Very confident (4)	157 14% C	125 11% C	45 4%
Fairly confident (3)	234 21%	257 23%	269 24%
Not very confident (2)	254 23%	307 28% A	318 29% A
Not at all confident (1)	366 33%	316 28%	358 32%
Don't know	100 9%	106 10%	122 11% AB

Net: Confident	391 35% C	382 34% C	313 28%
Net: Not confident	621 56%	624 56%	676 61% A
Mean	2.18 C	2.19 C	2.00

ients of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q7. 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? - Labour

All adults in split sample cell 2

	Total	Gender		Age						Social grade				Region						Urban / Rural		Marital Status		Education		Employment status		General Election 2017 vote				Referendum 2016 vote					
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469
Very confident (4)	157	83	74	74	37	46	36	38	13	24	24	22	36	45	29	47	50	36	28	24	9	10	143	14	91	52	14	60	97	104	53	10	102	6	21	100	30
	14%	15%	13%	24% EF	10%	10%	29% IJKL	20% IL	8%	12%	13%	9%	12%	15%	14% *	16%	18%	13%	11%	18%	16%	9%	9%	16%	7%	14%	18% a	9% *	18% c	12%	16%	12%	3%	35% fhi	9% *	12% f	23% k
Fairly confident (3)	234	101	132	83	72	79	39	44	41	30	44	35	70	60	45	58	77	63	40	19	16	19	199	35	140	66	27	83	151	148	86	37	98	24	26	129	59
	21%	18%	24%	27% F	20%	18%	32% JL	23% L	26% JL	16%	23% L	14%	23%	20%	22% *	20%	27% ST	22%	16%	14%	27% *	19% *	19%	22%	18%	21%	24%	17% *	25% c	19%	22%	19%	11%	33% fi	33% fi*	15% g	30% k
Not very confident (2)	254	130	124	68	83	103	27	41	36	47	45	58	80	71	42	62	45	68	64	38	15	24	204	50	142	70	42	80	174	169	85	75	53	24	47	97	113
	23%	24%	22%	22%	23%	23%	22%	22%	22%	24%	24%	22%	26%	23%	20% *	21%	16%	24% Q	26% Q	29% Q*	25% Q*	24% *	22%	26%	21%	25%	26% *	24%	22%	25%	19%	23%	18% g*	33% g	28% g	23%	24%
Not at all confident (1)	366	218	149	49	111	207	14	35	39	72	67	140	101	105	78	82	83	95	94	45	18	31	286	81	238	62	67	90	276	186	181	192	31	16	59	74	250
	33%	40% C	26%	16%	31% D	47% DE	11% L	18% G	24% G	37% GHI	35% GHI	55% GHIJK	33%	34%	37% *	28%	29%	33%	38%	34% *	31% *	30% *	31%	41% W	35% Z	22%	42% 2*	27%	35% b	28%	41% d	59% ghi	11% g	22% g*	36% g	17% j	53% j
Don't know	100	17	83	37	53	10	7	30	31	22	9	2	19	25	14	41	27	24	24	6	1	18	85	15	59	31	10	18	82	62	38	12	10	2	15	26	18
	9%	3%	15% B	12% F	16% F	2%	5% L	16% GKL	19% GKL	11% KL	5% L	1%	6%	8%	7% *	14% MN	10%	8%	10%	4% *	1% *	18% RTU*	9%	8%	9%	11% 11%	6% *	5%	11% b	9%	9%	4% 4%	4% 4%	3% *	9% g	6% g	4%

Net: Confident	391 35%	185 34%	207 37%	158 51% EF	109 31%	125 28%	75 61% HIJKL	83 44% JL	55 34% L	54 28%	68 36% L	57 22%	106 35%	105 34%	74 36% *	106 36%	127 45% RSV	98 34%	68 27%	43 33% *	26 43% s*	29 28% *	342 37% X	49 25%	231 35%	118 42% a	41 26% *	143 43% c	248 32%	252 38%	139 31%	47 14%	200 68% fhi	31 42% f*	46 28% f	229 54% k	89 19%
Net: Not confident	621 56% C	348 63% C	273 49%	117 37% D	194 54% DE	310 70% DE	41 33% L	76 40% G	75 47% G	119 61% GHI	112 60% GHI	198 77% GHIJK	181 59% P	176 58%	120 57% *	144 49%	128 45%	163 57% Q	158 63% Q	84 63% Q*	34 56% *	55 54% *	490 53%	131 67% W	380 57% Z	132 47%	109 68% Y2*	170 51%	450 58%	355 53%	266 60% ghi	267 82% ghi	84 29%	40 55% g*	106 64% g	170 40% j	362 77% j
Mean	2.18	2.09	2.28 B	2.67 EF	2.12 F	1.92	2.84 HIJKL	2.55 IJKL	2.22 L*	2.04 L	2.14 L	1.76	2.14	2.16	2.13 *	2.28	2.37 S	2.15	2.01	2.18 *	2.28 *	2.09 *	2.24 X	1.90	2.14	2.43 Ya	1.93 *	2.36 c	2.10	2.28 e	2.03	1.57	2.95 fhi	2.29 f*	2.05 f*	2.64 k	1.71

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E,F,G,H/I/J/K,L,M/N/O,P,Q,R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E,F,G,H/I/J/K,L,M/N/O,P,Q,R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q7. 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? - Conservatives

All adults in split sample cell 2

	Total	Gender			Age								Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)		
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434		
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469		
Very confident (4)	125	73	52	45	17	63	21	24	8	9	16	46	34	25	34	31	24	35	25	21	8	11	101	23	74	30	21	28	96	72	52	87	14	4	9	26	86		
	11%	13%	9%	14%	5%	14%	17%	13%	5%	5%	9%	18%	11%	8%	16%	11%	9%	12%	10%	16%	13%	11%	11%	12%	11%	13%	9%	12%	11%	12%	27%	5%	6%	5%	6%	18%			
Fairly confident (3)	257	163	94	62	74	121	29	33	26	49	30	91	84	74	41	58	57	78	68	32	4	17	209	49	156	57	45	64	193	132	126	149	26	7	39	45	166		
	23%	30%	17%	20%	21%	27%	24%	17%	16%	25%	16%	35%	27%	24%	20%	20%	20%	27%	27%	24%	6%	17%	23%	25%	23%	20%	28%	19%	25%	20%	28%	46%	9%	10%	23%	11%	35%		
Not very confident (2)	307	147	160	76	106	125	29	48	43	63	64	61	86	84	52	85	71	73	73	45	25	20	250	57	195	71	42	94	213	201	106	56	93	27	63	131	135		
	28%	27%	29%	25%	30%	28%	23%	25%	27%	32%	34%	24%	28%	27%	25%	29%	25%	26%	29%	34%	42%	20%	27%	29%	29%	25%	26%	28%	27%	30%	24%	17%	32%	37%	38%	31%	29%		
Not at all confident (1)	316	143	173	93	105	118	34	59	51	54	63	55	87	95	64	71	94	76	57	31	23	35	268	48	185	90	41	126	190	202	115	20	153	33	40	198	60		
	28%	26%	31%	30%	30%	27%	28%	31%	32%	28%	33%	22%	28%	31%	31%	25%	33%	27%	23%	24%	38%	34%	29%	25%	28%	32%	26%	38%	24%	30%	26%	6%	52%	45%	24%	46%	13%		
Don't know	106	23	83	36	53	17	10	25	33	20	14	3	16	28	17	45	35	22	27	3	1	18	89	17	61	33	12	18	88	62	44	15	8	1	17	26	23		
	10%	4%	15%	12%	15%	4%	9%	13%	20%	10%	7%	1%	5%	9%	8%	16%	12%	8%	11%	2%	1%	18%	10%	9%	9%	12%	7%	6%	11%	9%	10%	4%	3%	2%	10%	6%	5%		

Net: Confident	382 34%	236 43%	146 26%	106 34%	91 26%	184 41%	50 41%	57 30%	34 21%	58 30%	47 25%	137 53%	118 38%	99 32%	76 36%	89 31%	82 29%	114 40%	93 37%	53 40%	12 19%	29 28%	310 34%	72 37%	230 34%	87 31%	65 41%	93 28%	289 37%	204 31%	178 40%	236 72%	40 14%	12 16%	48 29%	71 17%	252 54%
Net: Not confident	624 56%	290 53%	333 59%	169 54%	212 59%	243 55%	62 51%	107 57%	95 59%	117 60%	127 68%	116 45%	173 56%	179 58%	116 56%	156 54%	166 59%	149 52%	130 52%	76 57%	48 80%	55 54%	518 57%	106 54%	379 57%	161 57%	83 52%	220 67%	403 52%	403 60%	221 50%	76 23%	245 83%	60 82%	103 61%	328 77%	195 42%
Mean	2.19	2.31	2.05	2.21	2.01	2.30	2.33	2.13	1.92	2.07	2.00	2.51	2.22	2.11	2.24	2.20	2.05	2.28	2.27	2.33	1.95	2.06	2.17	2.27	2.20	2.11	2.30	1.98	2.28	2.12	2.29	2.97	1.65	1.76	2.11	1.75	2.62

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q7. 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? - Liberal Democrats

All adults in split sample cell 2

	Total	Gender			Age								Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)		
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434		
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469		
Very confident (4)	45	21	24	23	11	11	11	12	4	8	5	6	22	9	1	12	10	7	12	9	3	4	38	6	32	9	4	22	22	34	11	9	12	11	5	28	7		
	4%	4%	4%	7% EF	3%	2%	9% IHL	6%	2%	4%	3%	2%	7% NO	3%	1% +	4%	3%	3%	5%	7% +	5% +	4% +	4%	3%	5%	3%	2% +	7% c	3%	5%	2%	3%	4%	16% fg*	3%	6%k	2%		
Fairly confident (3)	269	131	138	106	84	78	38	68	42	42	36	42	85	71	40	73	63	76	63	39	12	16	227	42	168	83	19	99	170	179	90	60	89	33	39	167	52		
	24%	24%	25%	34% EF	24%	18%	31% KL	36% JKL	26% L	22%	19%	16%	28%	23%	19% +	25%	22%	27%	25%	29% +	20% +	16% +	25%	21%	25% a	29% a	12% +	30% c	22%	27% e	20%	19%	30% f	45% fg*	23%	39% k	11%		
Not very confident (2)	318	160	157	87	86	145	36	51	36	50	64	81	92	101	47	78	82	82	65	39	17	32	255	63	181	84	53	98	219	178	139	103	89	20	42	124	147		
	29%	29%	28%	28%	24%	33% E	30%	27%	22%	26%	34% I	32%	30%	33%	23% +	27%	29%	29%	26%	29% +	29% +	32% +	28%	32%	27%	30%	33% +	30%	28%	27%	32%	31%	30%	27% +	25%	29%	31%		
Not at all confident (1)	358	211	147	54	115	190	22	32	45	70	71	119	83	92	103	80	93	88	82	41	25	31	294	65	223	68	67	88	271	207	151	134	90	5	65	70	237		
	32%	38% C	26%	17%	32% D	43% DE	18%	17%	28% H	36% GH	38% GH	46% GHI	27%	30%	49% MNP*	28%	33%	31%	33%	31% +	42% +	30% +	32%	33%	33% z	24%	42% z*	27%	35% b	31%	34%	41% gh	31% h	7% +	39% h	16%	50% j		
Don't know	122	27	95	41	60	22	15	25	34	26	12	9	25	33	17	47	35	32	28	6	3	18	103	20	66	38	18	24	98	71	51	20	15	3	17	36	26		
	11%	5%	17% B	13% F	17% F	5%	12% L	13% KL	21% KL	13% KL	7%	4%	8%	11%	8% +	16% M	13%	11%	11%	4% +	3% +	18% TU*	11%	10%	10%	13%	11% +	7%	13% b	11%	12%	6%	5%	4% +	10%	9%	6%		

Net: Confident	313 28%	151 28%	162 29%	129 41% EF	96 27%	89 20%	49 40% JKL	80 42% UKL	46 29%	50 25%	41 22%	48 19%	107 35% NO	80 26%	41 20% +	85 29%	72 26%	83 29%	75 30%	48 36% v*	15 25% +	21 20% +	266 29%	48 24%	199 30% a	92 33% a	22 14% +	121 37% c	192 25%	213 32% e	101 23%	70 21%	100 34% f	44 61% fg*	44 26% k	195 46% k	59 13%
Net: Not confident	676 61% C	371 68% C	305 54%	142 46% D	200 56% DE	334 75% DE	58 47%	84 44%	81 50%	120 61% GH	134 72% GHI	200 78% GHI	175 57%	193 63%	150 72% MP*	158 54%	174 62%	170 60%	147 59%	79 60% +	43 71% +	63 62% +	549 60%	128 65%	405 60%	152 54%	120 75% vz*	186 56% b	490 63% b	386 58%	291 66% d	237 73% gh	179 61% h	25 35% +	107 64% h	194 46% j	384 82% j
Mean	2.00	1.93	2.08 B	2.36 EF	1.97 F	1.79	2.36 UKL*	2.36 UKL	2.04 L*	1.93	1.86	1.74	2.16 NO	1.99 O	1.68 +	2.07 O	1.96	2.01	2.02	2.13 +	1.88 +	1.93 +	2.01	1.94	2.01 a	2.14 a	1.71 +	2.18 c	1.92	2.07 e	1.90	1.82	2.08 f	2.72 fg*	1.89 +	2.39 k	1.62

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

3-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q8. 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? - Summary

All adults in split sample cell 2

	Q12. 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?		
	Labour	Conservative	Liberal Democrats
	(A)	(B)	(C)
Unweighted base	1127	1127	1127
Weighted base	1112	1112	1112
Very confident (4)	131 12% C	118 11% C	48 4%
Fairly confident (3)	200 18%	262 24% A	220 20%
Not very confident (2)	265 24%	315 28% A	369 33% AB
Not at all confident (1)	416 37% BC	302 27%	331 30%
Don't know	100 9%	115 10% A	144 13% AB

Net: Confident	331 30% C	379 34% C	269 24%
Net: Not confident	681 61% B	618 56%	699 63% B
Mean	2.05	2.20 AC	1.99

ements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public
CAMPAIGN TRACKER - wave 4
Adults aged 18+ in GB

Q8. 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? - Labour

All adults in split sample cell 2

	Total	Gender			Age								Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)		
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434		
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469		
Very confident (4)	131	66	64	64	33	33	27	37	15	18	17	16	38	37	22	35	39	37	18	21	6	9	116	14	75	42	14	46	85	92	39	6	91	6	18	82	27		
	12%	12%	11%	21%	9%	8%	22%	20%	10%	9%	9%	6%	12%	12%	11%	12%	14%	13%	7%	16%	10%	9%	13%	7%	11%	15%	9%	14%	11%	14%	9%	2%	31%	8%	11%	19%	6%		
Fairly confident (3)	200	87	113	89	60	51	46	43	34	26	32	20	56	50	40	55	70	46	35	17	16	16	180	20	115	63	22	72	128	133	68	23	92	19	23	113	41		
	18%	16%	20%	29%	17%	12%	38%	23%	21%	13%	17%	8%	18%	16%	19%	19%	25%	16%	14%	13%	26%	16%	20%	10%	17%	22%	14%	22%	16%	20%	15%	7%	31%	26%	14%	26%	9%		
Not very confident (2)	265	123	142	68	95	102	24	44	45	51	42	59	76	81	41	67	49	74	63	38	16	25	213	52	154	70	41	79	186	175	90	75	63	20	47	106	112		
	24%	22%	25%	22%	27%	23%	20%	23%	28%	26%	22%	23%	25%	26%	20%	23%	18%	26%	25%	29%	26%	25%	23%	27%	23%	25%	26%	24%	24%	26%	20%	23%	22%	27%	28%	25%	24%		
Not at all confident (1)	416	256	160	54	113	248	17	38	36	77	88	160	119	115	87	95	98	101	112	51	21	32	323	92	270	74	72	115	300	208	208	212	41	25	63	97	272		
	37%	46%	28%	17%	32%	56%	14%	20%	22%	39%	47%	62%	39%	37%	42%	33%	35%	36%	45%	38%	35%	32%	35%	47%	40%	26%	45%	35%	38%	31%	47%	65%	14%	35%	37%	23%	58%		
Don't know	100	18	82	35	54	10	8	27	31	24	9	2	18	25	18	39	26	27	21	6	1	19	84	16	57	32	11	19	81	61	39	10	8	3	16	28	17		
	9%	3%	15%	11%	15%	2%	7%	14%	19%	12%	5%	1%	6%	8%	9%	13%	9%	9%	8%	4%	2%	19%	9%	8%	8%	11%	7%	6%	10%	9%	9%	3%	3%	4%	9%	7%	4%		

Net: Confident	331 30%	154 28%	178 32%	154 49%	93 26%	85 19%	73 60%	80 43%	49 31%	44 22%	49 26%	36 14%	94 31%	86 28%	62 30%	89 31%	109 39%	83 29%	54 21%	38 29%	22 37%	25 37%	297 32%	35 18%	190 28%	105 37%	36 22%	118 36%	213 27%	225 34%	106 24%	29 9%	182 62%	25 34%	42 25%	195 46%	68 14%
Net: Not confident	681 61%	379 69%	303 54%	123 39%	208 59%	350 79%	41 33%	81 43%	81 50%	128 66%	130 69%	220 85%	195 64%	195 64%	128 62%	162 56%	147 52%	175 61%	175 70%	89 67%	37 62%	57 56%	537 59%	144 74%	424 63%	144 51%	114 71%	194 59%	487 62%	384 57%	297 67%	287 88%	104 35%	45 62%	110 66%	203 48%	385 82%
Mean	2.05	1.93	2.17	2.59	2.04	1.70	2.73	2.49	2.22	1.91	1.88	1.57	2.04	2.03	1.98	2.11	2.19	2.07	1.83	2.07	2.12	2.03	2.11	1.76	1.99	2.30	1.85	2.16	2.00	2.18	1.84	1.44	2.81	2.08	1.98	2.45	1.61

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d,e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q8. 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? - Conservatives

All adults in split sample cell 2

	Total	Gender			Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469
Very confident (4)	118 11%	67 12%	50 9%	43 14%	20 6%	56 12%	14 11%	29 15%	11 7%	9 4%	9 5%	47 18%	36 12%	29 10%	26 13%	26 9%	21 7%	32 11%	25 10%	22 17%	7 12%	11 11%	100 11%	18 9%	70 10%	30 11%	17 11%	23 7%	95 12%	67 10%	51 11%	83 25%	11 4%	3 4%	10 6%	26 6%	79 17%
Fairly confident (3)	262 24%	167 30%	95 17%	62 20%	75 21%	125 28%	32 26%	30 16%	25 16%	49 25%	39 21%	86 33%	83 27%	67 22%	56 27%	57 19%	66 23%	84 29%	58 23%	34 25%	9 9%	14 14%	209 23%	53 27%	161 24%	58 21%	43 27%	64 19%	197 25%	141 21%	120 27%	136 42%	35 12%	7 9%	51 31%	49 12%	170 36%
Not very confident (2)	315 28%	153 28%	162 29%	84 27%	104 29%	128 29%	38 31%	46 24%	46 29%	58 30%	58 31%	70 27%	88 29%	86 28%	49 23%	92 32%	79 28%	67 23%	81 32%	38 29%	22 37%	29 29%	260 28%	55 28%	195 29%	77 27%	44 28%	104 31%	212 27%	200 30%	116 26%	71 22%	92 31%	26 36%	53 32%	140 33%	124 26%
Not at all confident (1)	302 27%	138 25%	164 29%	81 26%	102 29%	119 27%	26 21%	55 29%	47 29%	55 28%	68 36%	51 20%	79 26%	94 31%	56 27%	73 25%	84 30%	77 27%	58 23%	33 25%	25 41%	27 26%	252 28%	50 25%	181 27%	78 28%	42 26%	118 36%	184 24%	192 29%	110 25%	23 7%	144 49%	36 49%	33 20%	180 42%	72 15%
Don't know	115 10%	24 4%	91 16%	42 13%	56 16%	17 4%	13 10%	29 15%	31 20%	24 12%	13 7%	4 2%	20 7%	30 10%	22 10%	42 15%	33 12%	26 9%	28 11%	6 4%	1 2%	21 21%	95 10%	20 10%	63 9%	38 13%	14 9%	22 7%	93 12%	69 10%	46 10%	15 5%	11 4%	1 2%	20 12%	31 7%	25 5%

Net: Confident	379 34%	235 43%	145 26%	105 34%	94 26%	180 41%	46 37%	59 31%	36 23%	58 30%	48 26%	132 51%	119 39%	96 31%	82 39%	82 28%	87 31%	116 41%	84 33%	56 42%	12 21%	25 25%	309 34%	70 36%	231 34%	88 31%	60 37%	87 26%	292 37%	209 31%	171 39%	218 67%	47 16%	10 13%	61 37%	75 18%	249 53%
Net: Not confident	618 56%	291 53%	327 58%	165 53%	206 58%	247 56%	64 52%	101 53%	93 58%	113 58%	126 67%	121 47%	167 55%	180 59%	105 50%	165 57%	162 57%	144 50%	138 55%	71 54%	47 78%	56 55%	513 56%	105 54%	376 56%	155 55%	87 54%	222 67%	396 51%	392 59%	226 51%	93 29%	237 80%	62 85%	86 51%	320 75%	195 42%
Mean	2.20	2.31 C	2.07	2.25 E	2.04	2.27 E	2.30 IK*	2.21 K	2.00 *	2.07	1.94	2.51 HIJK	2.27	2.11	2.28 *	2.14	2.09	2.27 U	2.23	2.36 U*	1.91 *	2.11 *	2.19	2.22	2.20	2.17	2.24 *	1.97	2.30 b	2.14	2.28	2.89 ghi	1.70	1.67 *	2.26 gh*	1.80	2.58 j

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q8. 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? - Liberal Democrats

All adults in split sample cell 2

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434	
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469	
Very confident (4)	48 4%	25 5%	24 4%	31 10% EF	5 1%	12 3%	10 8% UK	21 11%	2 2%	3 1%	4 2%	7 3%	24 8% NO	7 2%	3 1% *	15 5%	13 5%	8 3%	12 5%	8 6%	4 6% *	3 3% *	42 5%	7 3%	30 4%	14 5%	4 3% *	20 6%	28 4%	37 6%	11 3%	10 3%	16 5%	11 15% fg*	6 4%	25 6%	14 3%	
Fairly confident (3)	220 20%	110 20%	110 20%	85 27% EF	67 19%	68 15%	35 29% JKL	50 26% JK	37 23% L	30 16%	35 19%	33 13%	70 23%	57 19%	32 15% *	61 21%	51 18%	66 23%	46 18%	34 26% v*	11 18%	12 12% *	187 20%	34 17%	144 21% a	60 21% a	17 10% *	85 26% c	135 17%	147 22%	73 17%	52 16%	72 25% f	25 34% fg*	32 19%	134 31% k	45 10%	
Not very confident (2)	369 33%	189 34%	179 32%	103 33%	101 28%	165 37% E	43 35%	60 32%	44 28%	56 29%	71 38%	94 37%	102 33%	112 36%	65 31% *	90 31%	97 35%	90 31%	79 31%	45 34%	20 33% *	38 37% *	302 33%	66 34%	211 31%	99 35%	59 37% *	106 32%	263 34%	218 33%	150 34%	108 33%	104 36%	27 37% *	54 32%	150 35%	155 33%	
Not at all confident (1)	331 30%	194 35% C	137 24%	42 14%	107 30% D	181 41% DE	16 13%	26 14%	37 23%	70 36% GHI	68 36% GHI	113 44% GHI	84 27%	89 29%	83 40% MP*	74 26%	83 29%	85 30%	79 31%	35 26% *	23 38%	26 25% *	263 29%	68 35%	213 32% Z	56 20%	62 39% z*	87 26%	243 31%	179 27%	151 34% d	134 41% gh	76 26% h	8 10% *	56 33% h	75 18%	222 47% j	
Don't know	144 13%	31 6%	113 20% B	49 16% F	76 21% F	19 4%	18 15% KL	31 17% KL	40 25% KL	36 18% KL	9 5%	10 4%	27 9%	41 13%	26 12% *	50 17% M	38 13%	36 13%	35 14%	10 8% *	3 5% *	23 22% TU*	123 13%	21 11%	73 11% Y	52 19% Y	19 12% *	34 10%	110 14%	88 13%	56 13%	23 7%	25 9%	2 3% *	19 12%	41 10%	33 7%	

Net: Confident	269 24%	135 25%	134 24%	116 37%	72 20%	80 18%	45 37%	71 38%	39 24%	33 17%	40 21%	40 16%	94 30%	64 21%	35 17%	76 26%	64 23%	74 26%	58 23%	42 32%	15 24%	16 15%	228 25%	40 21%	174 26%	74 26%	21 13%	105 32%	164 21%	184 27%	85 19%	61 19%	88 30%	36 49%	38 23%	158 37%	59 13%
Net: Not confident	699 63%	383 70%	316 56%	146 47%	207 58%	346 78%	59 48%	86 46%	51 51%	126 65%	139 74%	207 80%	186 61%	201 66%	148 71%	164 57%	180 64%	175 61%	157 63%	80 60%	43 71%	64 62%	565 62%	134 69%	423 63%	155 55%	121 75%	193 58%	506 65%	398 59%	302 68%	242 74%	181 61%	34 47%	110 66%	226 53%	377 80%
Mean	1.99	1.93	2.05	2.40 EF	1.90	1.79	2.37 UKL*	2.42 UKL	2.04 L*	1.79 *	1.86	1.74	2.12 NO	1.93	1.75 *	2.07 O	1.98	1.99	1.96	2.13 +	1.92 +	1.92 +	2.01	1.88	1.98 a	2.14 a	1.74 *	2.13 c	1.92	2.07 e	1.86	1.79	2.10 f	2.56 fg*	1.92 *	2.28 k	1.66

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

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Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q9. How confident, if at all, are you that the 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? - Summary

All adults in split sample cell 2

	Q13. How confident, if at all, are you that the 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?		
	Labour	Conservative	Liberal Democrats
	(A)	(B)	(C)
Unweighted base	1127	1127	1127
Weighted base	1112	1112	1112
Very confident (4)	162 15% C	138 12% C	64 6%
Fairly confident (3)	222 20%	227 20%	243 22%
Not very confident (2)	269 24%	276 25%	341 31% AB
Not at all confident (1)	344 31% C	343 31%	307 28%
Don't know	116 10%	128 12%	157 14% AB

Net: Confident	383 34% C	365 33% C	306 28%
Net: Not confident	613 55%	619 56%	648 58%
Mean	2.20 C	2.16	2.07

Complies with the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q9. How confident, if at all, are you that the 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? - Labour

All adults in split sample cell 2

	Total	Gender			Age							Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434	
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469	
Very confident (4)	162	78	84	77	42	43	38	39	24	18	23	20	43	43	31	45	57	42	17	28	11	8	138	24	92	54	16	55	107	105	57	8	108	6	17	104	24	
	15%	14%	15%	25% EF	12%	10%	31% UKL	21% JKL	15%	9%	12%	8%	14%	14%	15% *	16%	20% SV	15% S	7%	21% SV*	18% 5	7% *	15%	12%	14%	19% a	10% *	17%	14%	16%	13%	2%	37% ftu	9% f*	10% f	25% k	5%	
Fairly confident (3)	222	95	127	82	70	69	41	41	36	34	40	29	64	53	43	62	64	53	49	17	15	23	190	31	134	65	22	90	132	148	74	30	87	25	37	121	56	
	20%	17%	23%	26% F	20%	16%	34% HKRL	22% L	23% L	17%	21% L	11%	21%	17%	20% *	22%	23%	19%	20%	13% *	24% *	22% *	21%	16%	20%	23%	14% *	27% c	17%	22%	17%	9%	30% f	35% f	22% f	29% k	12%	
Not very confident (2)	269	141	128	60	84	125	19	41	37	46	44	80	80	95	35	58	56	79	64	37	13	19	227	41	158	65	45	85	183	155	114	101	54	22	35	102	128	
	24%	26%	23%	19%	24%	28% D	16% D	22%	23%	24%	23%	31% G	26%	31% OP	17% *	20%	20%	28%	26%	28% *	22% *	19% *	25%	21%	24%	23%	28% *	26% c	23%	23%	26%	31% g	18% g	30% *	21%	24%	27%	
Not at all confident (1)	344	213	131	55	99	190	16	39	33	66	68	123	99	85	76	84	78	78	88	44	19	37	263	81	217	66	61	82	262	187	157	173	29	16	63	65	234	
	31%	39% C	23%	18%	28% D	43% DE	13% G	21%	21%	34% GHI	36% GHI	48% GHUK	32%	28%	36% *	29%	28%	27%	35%	33% *	31% *	36% *	29%	42% W	32% Z	23%	38% Z*	28% a	25%	34% b	28%	35% d	53% ghi	10% g	22% gh	38% gh	15%	50% j
Don't know	116	24	92	37	61	19	8	29	30	31	14	5	21	31	24	40	27	33	31	6	3	16	99	18	69	32	15	20	96	75	41	15	16	3	15	33	28	
	10%	4%	16% B	12% F	17% F	4%	6% L	15% GKL	19% GKL	16% GKL	7% L	2%	7%	10%	12% *	14% M	10%	12%	13% T	5% *	3% *	15% T*	11%	9%	10%	11%	9% *	6%	12% b	11%	9%	5%	5%	4% *	9%	8%	6%	

Net: Confident	383 34%	172 31%	211 38%	160 51%	112 31%	112 25%	79 65%	80 43%	60 37%	52 26%	62 33%	49 19%	106 35%	96 31%	74 35%	108 37%	121 43%	95 33%	66 26%	45 34%	25 42%	30 30%	328 36%	55 28%	226 34%	118 42%	39 24%	145 44%	239 31%	253 38%	131 30%	37 11%	195 66%	32 44%	54 32%	226 53%	79 17%
Net: Not confident	613 55%	353 64%	259 46%	115 37%	183 51%	315 71%	35 29%	80 42%	71 44%	112 58%	112 59%	203 79%	179 58%	180 59%	111 53%	143 49%	134 47%	157 55%	152 61%	81 61%	32 53%	56 55%	490 53%	122 63%	375 56%	131 47%	107 67%	167 50%	446 57%	342 51%	271 61%	274 84%	83 28%	38 52%	98 59%	166 39%	362 77%
Mean	2.20	2.07	2.35	2.66	2.18	1.92	2.89	2.50	2.39	2.02	2.10	1.79	2.18	2.19	2.16	2.27	2.39	2.23	1.97	2.23	2.30	2.02	2.25	1.99	2.17	2.43	1.95	2.38	2.12	2.29	2.08	1.59	2.99	2.31	2.05	2.68	1.70

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i,j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q9. How confident, if at all, are you that the 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? - Conservatives

All adults in split sample cell 2

	Total	Gender			Age							Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434	
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469	
Very confident (4)	138	80	57	51	26	60	21	31	8	18	15	45	41	32	32	32	26	30	35	28	7	12	114	24	76	41	21	29	109	80	58	95	14	3	11	32	87	
	12%	15%	10%	17% E	7%	14% E	17% IK	16% IK	5%	9%	8%	18% UK	13%	10%	16% *	11%	9%	10%	14%	21% QR*	11% *	11% *	12%	12%	11%	14%	13% *	9%	14%	12%	13%	29% ghi	5%	4% *	6%	7%	19%	
Fairly confident (3)	227	146	81	57	52	117	27	31	24	28	38	79	73	56	45	53	61	73	54	20	7	12	182	45	141	49	37	55	172	123	104	126	25	5	38	44	139	
	20%	27% C	14%	18%	15%	26% DE	22% IK	16% IK	15%	14%	20%	31% HIJK	24%	18%	22% *	18%	22%	22%	25% UV	22%	15% *	12% *	12% *	20%	23%	21%	17%	23% *	17%	22% b	18%	23%	39% ghi	8%	7% *	23% gh	10%	130%
Not very confident (2)	276	131	146	72	96	109	26	45	42	55	52	57	81	82	34	80	73	69	61	37	12	25	224	52	172	64	40	96	181	174	103	54	80	30	51	121	116	
	25%	24%	26%	23%	27%	24%	22%	24%	26%	28%	27%	22%	26%	27%	16% *	27%	26%	24%	24%	28%	20% *	25% *	24%	27%	26%	23%	25% *	29% c	23%	26%	23%	16%	27% fi	41% fg*	31% f	29%	25%	
Not at all confident (1)	343	169	174	89	112	141	34	55	53	59	73	68	88	101	74	79	95	72	68	43	33	33	288	55	207	87	48	126	217	212	130	30	157	33	49	193	89	
	31%	31%	31%	29%	32%	32%	28%	29%	33%	30%	39% L	27%	29%	33%	35% *	27%	34%	25%	27%	32% *	54% QRSTV*	32% *	32% *	31%	28%	31%	31%	30% *	38% c	28%	32%	29%	9%	53% fi	45% fg*	29% f	45% k	19%
Don't know	128	24	104	41	68	18	14	27	33	35	11	7	23	36	23	46	27	42	32	6	2	20	109	19	73	40	14	25	103	80	48	21	19	2	19	35	37	
	12%	4%	19% B	13% F	19% F	4%	11% L	15% KL	18% KL	18% KL	6%	3%	8%	12%	11% *	16% M	9%	15% TU	13% T	4% *	3% *	20% QU*	12%	10%	11%	14%	9% *	8%	13% b	12%	11%	6%	6%	3% *	12%	8%	8%	

Net: Confident	365 33%	226 41% C	138 25%	109 35% E	79 22%	177 40% E	48 39% I	61 32% I	33 20%	46 24%	53 28%	124 48% HIJK	115 37% N	88 29%	77 37% *	85 29%	88 31%	102 36% V	89 36%	48 36% *	14 23% *	23 23% *	296 32%	69 35%	217 32%	89 32%	58 36% *	84 25%	281 36% b	204 30%	161 36%	221 68% ghi	39 13%	8 11% *	48 29% gh	75 18%	227 48% j
Net: Not confident	619 56%	299 54%	320 57%	161 52%	209 59%	250 56%	61 50%	100 53%	95 59%	114 58%	124 66% GHL	125 49%	169 55%	183 60%	108 52% *	159 55%	168 59% R	141 49%	129 52%	79 60% *	45 74% RS*	58 57% *	512 56%	107 55%	380 57%	152 54%	88 55% *	222 67% c	397 51%	386 58%	233 53%	84 26% fi	237 81% fi	63 86% fi*	100 60% f	315 74% k	205 44%
Mean	2.16	2.26 C	2.05	2.26 E	1.97	2.23 E	2.31 IK*	2.23 I	1.91 *	2.03	1.97 UK	2.41 UK	2.24 N	2.07	2.19 *	2.16	2.08	2.25 U	2.26 U	2.26 U*	1.80 *	2.03 *	2.15	2.21	2.14	2.18	2.21 *	1.96	2.26 b	2.12	2.22	2.94 ghi	1.62	1.69 *	2.07 gh*	1.78	2.52 j

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E,F,G,H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d,e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(**)

J-18-020000-48 - Friday 29th November - Monday 2nd December 2019

Public

CAMPAIGN TRACKER - wave 4

Adults aged 18+ in GB

Q9. How confident, if at all, are you that the 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? - Liberal Democrats

All adults in split sample cell 2

	Total	Gender			Age							Social grade				Region							Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1127	562	565	357	368	402	155	202	166	202	233	169	483	357	88	199	272	302	263	127	66	97	921	206	685	304	138	521	606	735	392	318	315	85	161	486	434	
Weighted base	1112	550	562	311	356	445	122	189	161	195	188	257	307	306	208	290	282	285	250	133	60	102	917	195	670	281	160	331	781	670	442	326	294	73	167	425	469	
Very confident (4)	64	33	31	36	12	16	13	23	6	6	5	11	22	14	10	18	16	13	14	14	4	3	56	8	40	18	5	31	33	46	18	8	20	14	13	38	10	
	6%	6%	5%	12% EF	3%	4%	11% IUKL	12% IUKL	4%	3%	3%	4%	7%	5%	5% *	6%	6%	4%	6%	10%	7% *	3% *	6%	4%	6%	7%	3% *	9% c	4%	7%	4%	3%	7% fg*	19% fg*	8% f	9% k	2%	
Fairly confident (3)	243	126	117	92	68	83	34	58	31	36	41	42	82	70	36	55	64	59	55	31	13	21	203	39	149	64	29	91	152	151	92	63	77	31	33	142	60	
	22%	23%	21%	30% EF	19%	19%	28% L	31% UL	20%	19%	22%	16%	27% P	23%	17% *	19%	23%	21%	22%	23% *	21% *	21% *	22%	20%	22%	23%	18% *	27% c	19%	23%	21%	19%	26% fg*	42% fg*	20% k	33% k	13%	
Not very confident (2)	341	178	163	81	100	160	32	49	46	54	71	90	103	101	48	89	88	84	76	43	20	29	278	63	196	91	54	106	235	207	134	105	105	25	44	152	139	
	31%	32%	29%	26%	28%	36% DE	26% L	26% UL	28%	28%	38% GH	35%	34%	33%	23% *	31%	31%	30%	30%	33% *	33% *	28% *	30%	32%	29%	32%	34% *	32%	30%	31%	30%	32%	36% *	34% *	26%	36%	30%	
Not at all confident (1)	307	175	132	51	95	161	23	28	38	58	58	103	71	81	78	77	76	80	65	37	21	29	245	62	198	60	49	75	232	168	139	119	70	2	57	53	216	
	28%	32% C	24%	16%	27% D	36% DE	19% L	15% UL	24% UL	30% GH	31% GH	40% GHI	23%	26%	38% M*	27%	27%	28%	26%	26%	28% *	34% *	28% *	27%	32%	30% Z	21%	31% *	23%	30% b	25%	31%	36% gh	24% h	2% *	34% h	13% j	46% j
Don't know	157	38	119	52	81	24	21	31	40	41	13	11	29	40	36	52	38	48	40	8	3	20	134	23	87	48	22	29	128	98	59	31	23	2	20	39	45	
	14%	7%	21% B	17% F	23% F	5%	17% KL	17% KL	25% KL	21% KL	7% KL	4%	9%	13%	17% *	18% M	16%	17%	16%	6% *	4% *	19% TU*	15%	12%	13%	17%	14% *	9%	16% b	15%	13%	9%	8%	3% *	12% h	9%	10%	

Net: Confident	306 28%	159 29%	148 26%	128 41% EF	80 22%	99 22%	47 38% IUKL	81 43% IUKL	38 24%	42 22%	46 25%	52 20%	104 34% OP	84 27%	46 22% *	73 25%	79 28%	72 25%	69 28%	44 33% *	17 28% *	25 24% *	259 28%	47 24%	189 28%	83 29%	34 21% *	122 37% c	185 24%	197 29%	110 25%	71 22%	96 33% f	44 61% fg*	46 27% k	181 43% k	70 15%
Net: Not confident	648 58% C	353 64% C	295 53%	132 42% D	195 55% D	322 72% DE	55 45%	77 41%	83 52%	112 57% GH	129 68% GHI	193 75% GHI	174 57%	182 59%	126 61% *	166 57%	164 58%	165 58%	140 56%	81 61% *	41 68% *	57 56% *	523 57%	125 64%	394 59%	151 54%	104 65% *	181 55%	467 60%	375 56%	273 62%	224 69% gh	175 60% h	26 36% *	101 60% h	205 48% j	355 76% j
Mean	2.07	2.03	2.10	2.44 EF	1.99	1.89	2.37 IUKL*	2.48 IUKL	2.05 *	1.93 *	1.97	1.84	2.20 O	2.06	1.86 *	2.06	2.08	2.02	2.09	2.17 *	2.01 *	1.99 *	2.09	1.96	2.05	2.18 a	1.93 *	2.26 c	1.98	2.13 e	1.97	1.87	2.17 f	2.80 fg*	2.01 *	2.43 k	1.68

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b,c,d,e,f,g,h,i,j,k Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b,c,d,e,f,g,h,i,j,k Minimum Base: 30(**) Small Base: 100(**)