

## Ipsos MORI General Election Campaign Tracker Topline Results

4<sup>th</sup> December 2019

Fieldwork: 29<sup>th</sup> November – 2<sup>nd</sup> December 2019

### Technical Details

Ipsos MORI conducted online fieldwork amongst a representative sample of 2,253 adults aged 18+ across Great Britain. Interviews were conducted online: 29th November – 2nd December 2019. Data are weighted by region, social grade, age, working status and education to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent.

Questions are asked of the total sample of n=2,253 unless otherwise stated.

**Q1 Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?**

	<b>29 Nov - 2 Dec 2019</b>	<b>22-25 Nov 2019</b>	<b>15-18 Nov 2019</b>	<b>8-11 Nov 2019</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Healthcare/ NHS/ hospitals	<b>59</b>	62	60	54
Europe/ EU/Brexit	<b>54</b>	57	56	55
Crime and anti-social behaviour/ law and order	<b>34</b>	31	32	32
Care for older and disabled people	<b>29</b>	31	32	31
Protecting the environment/ climate change	<b>29</b>	29	30	27
Immigration	<b>29</b>	29	30	26
Managing the economy/ economic situation	<b>27</b>	28	30	26
Public services generally	<b>27</b>	28	28	23
Education/ schools	<b>27</b>	28	27	24
Poverty/Inequality	<b>26</b>	23	23	24
Housing	<b>23</b>	25	23	21
Pensions	<b>23</b>	23	21	21
Inflation/rising cost of living	<b>21</b>	24	22	23
Lack of faith in politicians/political parties/system of government	<b>20</b>	22	22	21
Taxation	<b>20</b>	21	21	20
Benefits	<b>19</b>	19	20	19
Public transport/ roads	<b>16</b>	20	18	17
Issues affecting families/children/childcare	<b>15</b>	15	16	13
Defence/ security/ foreign affairs	<b>15</b>	14	16	15
Unemployment	<b>13</b>	14	16	14
Animal welfare	<b>13</b>	13	14	14
Foreign/overseas aid	<b>10</b>	13	10	10
Scottish independence/devolution	<b>5</b>	5	5	5
Nothing – I won't vote	<b>4</b>	3	3	3
Other	<b>2</b>	1	2	2

Don't know	3	3	3	3
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**Q2 Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?**

	<b>29 Nov – 2 Dec 2019 %</b>	<b>22- 26 Nov 2019 %</b>	<b>15-18 Nov 2019 %</b>	<b>8-11 Nov 2019 %</b>
The Conservative party	<b>27</b>	25	26	26
The Labour party	<b>22</b>	23	22	19
The Liberal Democrats	<b>9</b>	9	9	12
The Brexit Party	<b>6</b>	7	6	8
The Green party	<b>3</b>	3	3	3
The Scottish National Party (SNP)*	<b>2</b>	3	2	3
Plaid Cymru*	<b>*</b>	*	1	*
Another party	<b>*</b>	1	*	1
Different parties are better on different policies	<b>11</b>	12	11	9
None of these	<b>10</b>	9	8	8
Don't know	<b>9</b>	9	11	10

\* The Scottish National Party (SNP) were only shown to participants living in Scotland and Plaid Cymru were only shown to participants living in Wales

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

		Very favour- able  %	Fairly favour- able  %	Neither favourable nor unfavourable  %	Fairly unfavour- able  %	Very unfavour- able  %	Don't know  %	Favour -able  %	Unfavour- able  %	Net favour able  ±
<b>Jeremy Corbyn</b>	<b>29 Nov -2 Dec</b>	<b>9</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>43</b>	<b>4</b>	<b>22</b>	<b>60</b>	<b>-38</b>
	<b>22-25 Nov</b>	11	12	14	14	45	3	24	59	-35
	<b>15-18 Nov</b>	10	13	15	15	45	3	22	60	-38
	<b>8-11 Nov</b>	9	13	13	16	46	2	23	62	-39
<b>Boris Johnson</b>	<b>29 Nov -2 Dec</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>32</b>	<b>4</b>	<b>33</b>	<b>47</b>	<b>-14</b>
	<b>22-25 Nov</b>	11	23	17	14	33	3	33	47	-14
	<b>15-18 Nov</b>	13	22	16	13	32	3	36	45	-9

	8-11 Nov	15	22	17	12	32	3	36	44	-8
Jo Swinson	29 Nov -2 Dec	4	15	25	17	32	8	18	49	-31
	22-25 Nov	4	15	25	18	31	6	19	50	-31
	15-18 Nov	6	17	30	17	24	7	22	41	-19
	8-11 Nov	6	18	27	16	27	6	24	44	-20
Nigel Farage	29 Nov -2 Dec	9	13	19	13	41	5	22	55	-33
	22-25 Nov	9	15	18	11	43	4	24	54	-30
	15-18 Nov	9	17	17	13	40	4	26	54	-28
	8-11 Nov	9	15	19	13	41	3	24	54	-30
Labour Party	29 Nov -2 Dec	12	17	15	15	36	5	29	51	-22
	22-25 Nov	14	16	16	15	36	3	30	51	-21
	15-18 Nov	13	16	16	15	36	3	29	52	-23
	8-11 Nov	11	15	17	18	36	3	26	55	-29
Conservative party	29 Nov -2 Dec	13	20	17	15	29	5	34	45	-11
	22-25 Nov	13	21	19	14	29	4	34	43	-9
	15-18 Nov	12	24	17	14	30	4	35	43	-8
	8-11 Nov	15	23	18	15	26	3	38	41	-3
Brexit Party	29 Nov -2 Dec	8	13	22	13	38	6	21	50	-29
	22-25 Nov	9	15	22	13	37	5	24	49	-25
	15-18 Nov	8	15	21	15	35	6	23	50	-27
	8-11 Nov	10	14	21	14	37	4	24	51	-27
Liberal Democrats	29 Nov -2 Dec	5	18	24	18	29	6	23	48	-25
	22-25 Nov	5	18	24	20	29	5	23	49	-26
	15-18 Nov	6	18	28	19	24	5	25	42	-17
	8-11 Nov	7	19	25	19	27	4	26	45	-19

**Q4. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced at the end of October?**

		A very good campaign	A fairly good campaign	A neither good nor bad campaign	A fairly bad campaign	A very bad campaign	Don't know	A good campaign	A bad campaign
		%	%	%	%	%	%	%	%
<b>Labour Party</b>	<b>29 Nov -2 Dec</b>	<b>7</b>	<b>16</b>	<b>21</b>	<b>24</b>	<b>24</b>	<b>8</b>	<b>23</b>	<b>48</b>
	<i>22-25 Nov</i>	<i>10</i>	<i>18</i>	<i>24</i>	<i>19</i>	<i>21</i>	<i>9</i>	<i>28</i>	<i>39</i>
	<i>15-18 Nov</i>	<i>9</i>	<i>16</i>	<i>23</i>	<i>23</i>	<i>19</i>	<i>10</i>	<i>25</i>	<i>42</i>
	<i>8-11 Nov</i>	<i>7</i>	<i>14</i>	<i>23</i>	<i>22</i>	<i>22</i>	<i>12</i>	<i>21</i>	<i>44</i>
<b>Conservative party</b>	<b>29 Nov -2 Dec</b>	<b>8</b>	<b>22</b>	<b>27</b>	<b>20</b>	<b>15</b>	<b>9</b>	<b>31</b>	<b>34</b>
	<i>22-25 Nov</i>	<i>5</i>	<i>22</i>	<i>29</i>	<i>17</i>	<i>17</i>	<i>10</i>	<i>27</i>	<i>34</i>
	<i>15-18 Nov</i>	<i>7</i>	<i>20</i>	<i>27</i>	<i>18</i>	<i>17</i>	<i>11</i>	<i>27</i>	<i>35</i>
	<i>8-11 Nov</i>	<i>8</i>	<i>19</i>	<i>28</i>	<i>20</i>	<i>15</i>	<i>10</i>	<i>27</i>	<i>35</i>
<b>Brexit Party</b>	<b>29 Nov -2 Dec</b>	<b>5</b>	<b>12</b>	<b>29</b>	<b>19</b>	<b>21</b>	<b>14</b>	<b>16</b>	<b>41</b>
	<i>22-25 Nov</i>	<i>4</i>	<i>15</i>	<i>29</i>	<i>18</i>	<i>22</i>	<i>12</i>	<i>19</i>	<i>40</i>
	<i>15-18 Nov</i>	<i>5</i>	<i>14</i>	<i>26</i>	<i>19</i>	<i>22</i>	<i>13</i>	<i>19</i>	<i>41</i>
	<i>8-11 Nov</i>	<i>6</i>	<i>12</i>	<i>32</i>	<i>17</i>	<i>19</i>	<i>14</i>	<i>19</i>	<i>36</i>
<b>Liberal Democrats</b>	<b>29 Nov -2 Dec</b>	<b>3</b>	<b>14</b>	<b>31</b>	<b>22</b>	<b>19</b>	<b>10</b>	<b>17</b>	<b>41</b>
	<i>22-25 Nov</i>	<i>4</i>	<i>15</i>	<i>31</i>	<i>21</i>	<i>18</i>	<i>11</i>	<i>19</i>	<i>39</i>
	<i>15-18 Nov</i>	<i>4</i>	<i>16</i>	<i>35</i>	<i>18</i>	<i>15</i>	<i>12</i>	<i>20</i>	<i>33</i>
	<i>8-11 Nov</i>	<i>4</i>	<i>18</i>	<i>33</i>	<i>14</i>	<i>18</i>	<i>12</i>	<i>23</i>	<i>32</i>

Q5/6 As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions.

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

	29 Nov - 2 Dec %	22- 25 Nov %	15-18 Nov %	8-11 Nov %
A hung parliament with the Conservatives as the biggest party	29	32	30	33
A Conservative majority government	34	27	27	25
A Labour majority government	10	9	11	10
A hung parliament with Labour as the biggest party	9	10	11	9
A Liberal Democrat majority	*	*	*	1
A Brexit Party majority	*	1	1	1
A hung parliament with the Liberal Democrats as the biggest party	*	1	1	1
A hung parliament with the Brexit Party as the biggest party	*	*	-	1
Another result	1	1	2	1
Don't know	17	19	17	18
<b>Hung parliament</b>	<b>38</b>	<b>43</b>	<b>43</b>	<b>44</b>
<b>Conservatives largest party</b>	<b>63</b>	<b>59</b>	<b>57</b>	<b>59</b>
<b>Labour largest party</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>20</b>

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?

		Very confident %	Fairly confident %	Not very confident %	Not all confident %	Don't know %	Net Confident %	Not Confident %
Labour	29 Nov -2 Dec	14	21	23	33	9	35	56
Conservative	29 Nov -2 Dec	11	23	28	28	10	34	56
Liberal Democrat	29 Nov -2 Dec	4	24	29	32	11	28	61

**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?**

		Very confident %	Fairly confident %	Not very confident %	Not all confident %	Don't know %	Net Confident %	Not Confident %
<b>Labour</b>	<b>29 Nov -2 Dec</b>	<b>12</b>	<b>18</b>	<b>24</b>	<b>37</b>	<b>9</b>	<b>30</b>	<b>61</b>
<b>Conservative</b>	<b>29 Nov -2 Dec</b>	<b>11</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>10</b>	<b>34</b>	<b>56</b>
<b>Liberal Democrat</b>	<b>29 Nov -2 Dec</b>	<b>4</b>	<b>20</b>	<b>33</b>	<b>30</b>	<b>13</b>	<b>24</b>	<b>63</b>

**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?**

		Very confident %	Fairly confident %	Not very confident %	Not all confident %	Don't know %	Net Confident %	Not Confident %
<b>Labour</b>	<b>29 Nov -2 Dec</b>	<b>15</b>	<b>20</b>	<b>24</b>	<b>31</b>	<b>10</b>	<b>34</b>	<b>55</b>
<b>Conservative</b>	<b>29 Nov -2 Dec</b>	<b>12</b>	<b>20</b>	<b>25</b>	<b>31</b>	<b>12</b>	<b>33</b>	<b>56</b>
<b>Liberal Democrat</b>	<b>29 Nov -2 Dec</b>	<b>6</b>	<b>22</b>	<b>31</b>	<b>28</b>	<b>14</b>	<b>28</b>	<b>58</b>