

Table Names	Table Filters
0001 Q3. 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 online aged 18+ in Great Britain
0002 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 online aged 18+ in Great Britain
0003 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 online aged 18+ in Great Britain
0004 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 online aged 18+ in Great Britain
0005 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 online aged 18+ in Great Britain
0006 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 online aged 18+ in Great Britain
0007 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 online aged 18+ in Great Britain
0008 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 online aged 18+ in Great Britain
0009 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 online aged 18+ in Great Britain
0010 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 online aged 18+ in Great Britain
0011 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 online aged 18+ in Great Britain
0012 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 online aged 18+ in Great Britain
0013 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 online aged 18+ in Great Britain
0014 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 online aged 18+ in Great Britain
0015 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 online aged 18+ in Great Britain
0016 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 online aged 18+ in Great Britain
0017 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 online aged 18+ in Great Britain
0018 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 online aged 18+ in Great Britain
0019 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 online aged 18+ in Great Britain
0020 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 online aged 18+ in Great Britain
0021 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 online aged 18+ in Great Britain
0022 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 online aged 18+ in Great Britain
0023 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 online aged 18+ in Great Britain
0024 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 online aged 18+ in Great Britain
0025 Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	All Adults online aged 18+ in Great Britain

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Adults aged 18+ online in GB

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 online aged 18+ in Great Britain

	Total	Gender		Age										Social grade										Region										Marital Status				Education				Employment status				General Election 2017 vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75-84 (J)	85+ (K)	AB (L)	BC (M)	CD (N)	DE (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Urban (V)	Rural (W)	Living as Married (X)	Single (Y)	Widowed/Divorced (Z)	Non graduate (AA)	Graduate (AB)	Non graduate (AC)	Working (AD)	Not working (AE)	Conservative (AF)	Labour (AG)	Lib Dem (AH)	Other (AI)	Remain (AJ)	Leave (AK)															
Unweighted base	1134	576	558	303	396	375	361	202	192	204	204	150	225	464	318	118	234	266	293	247	154	55	99	162	172	687	326	121	647	650	444	315	342	94	156	121	404																
Weighted base	1134	554	580	320	383	431	325	195	182	201	169	261	304	316	234	281	272	236	260	153	56	98	164	170	698	307	129	349	785	651	443	324	319	88	167	472	456																
Healthcare/ NHS/ hospitals	658	305	353	160	211	267	65	94	110	121	101	166	186	166	127	148	159	180	172	71	30	46	569	89	391	175	91	212	446	391	266	187	215	63	88	307	260																
Europe/ EU/ Brexit	599	326	273	97	216	286	88	59	100	116	109	177	173	183	119	122	137	143	149	88	21	60	504	94	387	141	71	204	394	352	247	227	157	55	88	214	200																
Care for older and disabled people	350	187	183	61	88	107	21	40	41	57	76	113	93	102	89	69	101	91	95	10	17	16	292	58	214	78	58	114	238	185	105	118	111	38	52	112	158																
Crime and anti-social behaviour/ law and order	353	180	173	70	120	163	19	50	48	73	61	102	101	94	84	73	93	104	85	39	15	17	300	54	222	91	40	94	259	211	143	140	79	21	53	134	168																
Education/ schools	307	171	176	80	129	188	34	46	60	69	59	99	99	101	50	58	74	80	90	31	12	20	282	45	195	72	40	122	185	205	102	87	102	26	34	149	114																
Protecting the environment/ climate change	316	142	174	68	101	147	31	37	44	58	54	92	94	83	73	66	70	92	89	30	16	19	280	56	183	86	48	120	196	177	138	81	102	38	49	168	108																
Poverty/inequality	300	147	154	73	120	107	26	47	49	71	44	62	85	93	54	70	80	82	66	31	18	24	249	51	173	85	43	114	186	190	111	56	126	26	45	141	116																
Public services generally	290	150	140	52	119	119	18	34	51	67	46	73	84	104	53	51	80	74	70	28	14	23	240	50	178	80	33	119	171	186	104	71	107	23	50	157	106																
Managing the economy/ economic situation	288	171	117	48	119	121	18	30	56	63	40	81	88	90	50	60	58	73	84	34	9	30	237	51	176	83	29	110	177	174	113	114	69	23	37	124	118																
Immigration	310	169	142	62	93	155	20	42	41	53	59	96	74	88	83	68	95	88	71	34	11	11	262	48	195	75	40	78	232	185	126	140	61	12	50	60	207																
Housing	264	130	133	64	87	83	34	60	39	40	39	54	63	80	38	43	63	73	73	38	12	13	225	40	141	91	32	84	180	161	104	59	87	32	46	114	111																
Pensions	256	128	128	38	70	148	13	24	32	38	62	86	63	81	64	47	66	74	61	21	19	15	213	43	162	52	42	85	171	149	107	86	68	24	43	112	121																
Inflation/rising cost of living	215	103	112	57	99	79	26	31	43	56	42	37	71	57	53	54	63	69	51	24	14	14	196	39	125	76	34	65	169	160	74	57	78	13	39	107	84																
Lack of faith in politicians/political parties/system of government	223	128	95	47	76	101	14	33	35	41	37	64	62	62	50	49	56	65	60	12	11	19	181	42	139	56	28	73	150	131	93	66	55	27	38	98	94																
Benefits	215	88	127	72	79	64	21	51	39	40	32	32	32	53	59	39	63	57	61	15	18	11	186	29	112	75	28	67	148	121	94	45	81	15	32	85	94																
Public transport/ roads	202	104	97	40	64	97	12	28	26	38	42	55	57	62	33	49	48	51	24	7	11	171	29	121	48	38	76	134	121	79	53	71	22	25	101	71																	
Taxation	195	101	94	46	76	73	13	33	38	38	34	39	60	50	55	30	52	42	55	23	6	17	173	22	110	58	27	69	126	135	59	76	47	11	26	75	83																
Defence/ security/ foreign affairs	203	128	75	25	69	110	9	15	16	33	32	78	50	67	52	34	58	49	50	14	6	16	169	35	139	42	23	57	147	114	89	100	35	20	29	60	119																
Issues affecting families/children/oldcare	174	82	113	56	71	47	21	36	37	34	22	25	47	50	45	33	48	52	43	13	7	11	148	26	106	52	17	65	130	106	68	29	34	10	27	81	63																
Unemployment	166	73	92	64	68	34	25	39	34	34	34	14	20	41	39	41	44	45	47	39	16	10	146	20	81	63	19	50	116	101	65	35	64	10	23	73	57																
Animal welfare	178	65	113	60	50	88	21	39	22	29	31	37	38	48	35	57	54	50	45	12	10	7	151	27	103	53	22	46	132	112	65	44	61	15	30	77	70																
Foreign/overseas aid	93	57	36	11	20	33	4	7	13	16	17	36	21	19	24	28	20	31	25	8	6	4	79	14	59	18	15	27	66	52	41	38	17	4	18	19	63																
Scottish independence/devolution	65	35	30	16	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18															
Other	22	10	11	1	11	9	1	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
Nothing - I won't vote	50	22	28	16	9	25	8	8	6	3	15	10	6	6	7	31	4	21	9	10	3	3	40	9	32	13	5	7	43	25	25	3	1	2	4	13																	
Don't know	35	12	12	15	8	8	4	10	5	3	5	5	5	5	5	12	8	7	7	8	3	2	31	4	25	9	2	5	30	19	16	4	11	1	2	12	7																

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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?
All Adults online 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)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404	
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456	
The Labour party	295 26%	130 23%	165 28%	138 43%	95 25%	62 39%	67 3%	71 16%	51 24%	44 22%	27 16%	34 13%	81 27%	93 30%	36 15%	86 30%	88 32%	78 26%	51 20%	44 29%	19 35%	14 14%	265 27%	30 18%	157 22%	109 36%	29 23%	119 34%	175 22%	198 29%	97 22%	10 3%	217 68%	11 12%	24 14%	189 40%	60 13%	
The Conservative party	297 26%	171 31%	126 22%	34 11%	96 25%	166 39%	4 3%	31 16%	43 24%	53 26%	53 31%	114 43%	91 30%	82 26%	71 30%	53 19%	72 27%	78 26%	80 31%	35 23%	9 16%	22 22%	234 24%	62 37%	207 30%	52 17%	38 29%	77 22%	220 23%	159 23%	138 31%	207 64%	18 6%	7 8%	33 20%	61 13%	210 46%	
The Liberal Democrats	114 10%	63 11%	50 9%	30 9%	36 9%	48 11%	11 9%	18 9%	18 10%	18 9%	10 6%	38 14%	33 11%	28 9%	25 9%	19 7%	23 8%	38 15%	23 15%	1 2%	9 9%	102 11%	12 7%	86 12%	22 7%	6 4%	7 15%	63 8%	50 9%	11 11%	12 4%	21 7%	53 60%	11 7%	85 10%	10 2%		
The Brexit Party	52 5%	33 6%	19 3%	14 4%	17 4%	21 5%	2 2%	11 6%	7 4%	10 5%	7 4%	14 5%	15 5%	10 3%	9 4%	18 6%	16 6%	15 5%	10 4%	4 2%	3 5%	4 5%	46 3%	5 3%	35 5%	12 4%	6 4%	7 2%	45 6%	38 5%	14 3%	15 5%	5 2%	1 3%	29 17%	3 1%	48 10%	
The Green party	31 3%	8 1%	23 4%	12 4%	11 3%	8 2%	4 4%	7 4%	4 2%	7 3%	5 3%	4 1%	11 4%	5 1%	9 4%	7 2%	9 3%	9 3%	8 3%	4 2%	- -	2 2%	24 3%	6 4%	16 2%	10 3%	5 4%	9 3%	22 3%	22 3%	9 2%	2 1%	6 2%	2 3%	15 9%	22 5%	6 1%	
The Scottish National Party (SNP)	29 3%	19 4%	9 2%	8 3%	19 5%	2 *	2 2%	6 3%	8 4%	11 6%	- -	2 1%	7 2%	7 3%	7 3%	8 3%	- -	- -	- -	- -	3 29%	29 3%	25 2%	4 2%	15 2%	8 3%	5 4%	9 3%	20 3%	21 3%	8 2%	2 1%	3 1%	- -	23 14%	16 3%	10 2%	
Plaid Cymru	3 *	3 *	* *	3 1%	- -	- -	1 1%	2 1%	- -	- -	- -	- -	* *	1 *	- -	2 1%	- -	- -	- -	- -	3 6%	- 29%	2 *	1 *	2 1%	- -	1 *	2 *	2 *	1 *	- -	1 *	- -	2 1%	1 *	1 *		
Another party	8 1%	5 1%	3 *	6 2%	1 *	1 *	2 1%	4 2%	1 1%	- -	- -	1 *	1 *	4 1%	2 1%	1 *	2 1%	1 *	2 1%	1 1%	1 1%	8 1%	- -	4 1%	3 1%	- -	4 1%	4 *	5 1%	3 1%	1 *	2 1%	1 *	3 2%	3 1%	1 *		
Different parties are better on different policies	101 9%	40 7%	61 11%	9 3%	33 9%	58 14%	3 3%	6 3%	14 8%	20 10%	30 17%	29 11%	27 9%	33 10%	22 7%	18 8%	22 11%	33 9%	24 9%	8 6%	8 14%	6 9%	86 9%	15 9%	61 9%	19 6%	21 17%	27 8%	74 9%	53 8%	48 11%	39 12%	21 7%	4 4%	16 10%	45 9%	45 10%	
None of these	108 10%	54 10%	54 9%	26 8%	37 10%	44 10%	11 8%	16 8%	19 10%	19 9%	25 15%	19 7%	22 7%	25 8%	26 11%	36 13%	23 9%	29 10%	25 10%	18 12%	5 8%	8 8%	91 9%	18 10%	67 10%	30 10%	11 9%	24 7%	85 11%	71 10%	37 8%	18 5%	13 4%	6 7%	4 6%	23 5%	41 9%	
Don't know	97 9%	27 5%	70 12%	40 12%	37 10%	20 5%	17 14%	22 11%	18 10%	20 10%	13 7%	7 3%	15 5%	30 10%	24 10%	28 10%	21 8%	30 10%	21 8%	14 9%	7 12%	4 4%	80 8%	17 10%	49 7%	40 13%	8 7%	21 6%	60 10%	37 9%	17 5%	14 4%	3 4%	4 2%	24 5%	25 5%		

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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(*)

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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 online 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 Conservative party (B)	Jo Swinson, Leader of the Liberal Democrats (C)	Nigel Farage, Leader of the Brexit Party (D)	The Labour Party (E)	The Conservative Party (F)	The Brexit Party (G)	The Liberal Democrats (H)
Unweighted base	1134	1134	1134	1134	1134	1134	1134	1134
Weighted base	1134	1134	1134	1134	1134	1134	1134	1134
Very favourable (2)	118 10% CDGH	139 12% CDGH	57 5%	84 7% C	156 14% ACDGH	132 12% CDGH	83 7% C	68 6%
Fairly favourable (1)	171 15%	235 21% ACDGH	151 13%	150 13%	207 18% ACDGH	238 21% ACDGH	146 13%	192 17% CDG
Neither favourable nor unfavourable (0)	170 15%	186 16%	309 27% ABDEFG	237 21% ABE	178 16%	221 20% ABE	250 22% ABE	288 25% ABDEF
Fairly unfavourable (-1)	164 14%	141 12%	222 20% ABDEFG	150 13%	168 15%	139 12%	157 14%	234 21% ABDEFG
Very unfavourable (-2)	471 42% BCEFH	397 35% CFH	332 29% H	471 42% BCEFGH	378 33% CH	354 31% H	446 39% BCEFH	303 27%
Don't know	39 3%	35 3%	63 6% ABDEFH	42 4%	47 4% B	49 4% B	53 5% ABD	48 4% B

Net: Favourable	290 26% CDG	375 33% ACDGH	208 18%	234 21%	362 32% ACDGH	370 33% ACDGH	228 20%	260 23% C
Net: Unfavourable	635 56% BCEFH	538 47% F	554 49% F	621 55% BCEFH	546 48% CH	493 44% H	602 53% BEFH	538 47%
Mean	-0.64	-0.38 ACDG	-0.58	-0.71	-0.37 ACDG	-0.32 ABCDGH	-0.68	-0.47 ACDG

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	118 10%	53 10%	65 11%	62 19% EF	37 10% F	19 4%	29 23% IJKL	33 17% JKL	21 12% L	16 8% L	11 7%	8 3%	34 11%	33 11%	17 7%	33 12%	28 10%	33 11%	21 8%	23 15% SV	8 14% *	5 5% *	110 11% X	8 5%
Fairly favourable (1)	171 15%	71 13%	100 17%	81 25% EF	49 13%	41 9%	35 28% IJKL	47 24% IJKL	23 13%	26 13%	18 10%	23 9%	41 14%	55 17%	30 13%	46 16%	47 17%	41 14%	40 15%	26 17%	8 15% *	9 9% *	153 16%	18 11%
Neither favourable nor unfavourable (0)	170 15%	73 13%	98 17%	64 20% F	63 17% F	43 10%	23 18% L	41 21% JL	39 21% JL	24 12%	22 13%	21 8%	40 13%	36 11%	31 13%	64 23% MNO	37 13%	47 16%	31 12%	32 21% S	7 12% *	18 18% *	142 15%	28 17%
Fairly unfavourable (-1)	164 14%	85 15%	78 14%	40 12%	62 16%	61 14%	15 12%	24 12%	28 16%	34 17%	24 14%	38 14%	46 15%	48 15%	37 16%	33 12%	38 14%	28 10%	40 15%	22 15%	12 22% R*	22 23% R*	142 15%	21 12%
Very unfavourable (-2)	471 42%	259 47% C	212 37%	51 16%	157 41% D	263 61% DE	13 10%	38 20% G	62 34% GH	96 48% GHI	91 54% GHI	172 66% GHIJK	139 46% P	132 42% P	113 48% P	87 31%	112 41%	138 47% TU	120 46% TU	47 31%	16 28% *	38 39% *	381 40%	90 53% W
Don't know	39 3%	12 2%	27 5% B	22 7% EF	13 3% F	4 1%	11 9% JKL	12 6% L	8 4% L	5 2% L	4 2% L	- -	3 1%	13 4% M	6 3%	17 6% M	9 3%	8 3%	7 3%	3 2%	5 9% RST*	7 7% *	35 4%	4 2%

Net: Favourable	290 26%	124 22%	165 29% B	143 45% EF	87 23% F	60 14%	63 51% IJKL	80 41% IJKL	45 25% L	42 21% L	29 17%	31 12%	75 25%	88 28%	47 20%	79 28%	75 28% V	74 25% V	61 24%	49 32% V	16 29% V*	14 14% *	263 27% X	26 16%
Net: Unfavourable	635 56%	345 62% C	290 50%	91 28%	220 57% D	324 75% DE	28 23%	63 32%	90 49% GH	130 65% GHI	115 68% GHI	209 80% GHIJK	186 61% P	179 57% P	150 64% P	120 43%	151 55%	166 56% T	161 62% T	69 45%	28 50% *	61 61% T*	523 54%	111 66% W
Mean	-0.64	-0.79	-0.49 B	0.21 EF	-0.68 F	-1.19	0.44 HUKL	0.06 IJKL	-0.49 JKL	-0.85 L	-1.00 L	-1.31	-0.72	-0.62	-0.87	-0.36 MO	-0.61	-0.69	-0.79	-0.29 RSV	-0.38 *	-0.88 *	-0.57 X	-1.01

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: 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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	401	520	354	532	206	644	292	509	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	362	546	370	493	228	602	260	538	
Very favourable (2)	118 10%	67 10%	40 13%	11 9%	46 13% F	72 9%	75 11%	43 10%	8 3%	85 27% IKL	3 3%	11 6%	78 17% N	22 5%	107 29% P	6 1%	18 5%	89 18% Q	16 7%	80 13% S	35 13%	51 10%	
Fairly favourable (1)	171 15%	93 13%	60 19%	19 15% *	61 18% B	110 14%	112 16%	59 13%	13 4%	96 30% IL	19 21% I*	22 13%	104 22% N	39 9%	147 41% P	7 1%	25 7%	119 24% Q	23 10%	118 20% S	62 24% V	52 10%	
Neither favourable nor unfavourable (0)	170 15%	104 15%	51 17%	16 12% *	61 17% *	109 14%	113 16%	58 13%	17 5%	56 17% I	17 19% I*	30 18% I	74 16%	50 11%	61 17% P	20 4%	17 5%	77 16% Q	18 8%	86 14% S	51 20% V	40 7%	
Fairly unfavourable (-1)	164 14%	99 14%	41 13%	23 18% *	55 16% *	109 14%	100 14%	63 14%	41 13%	42 13% U*	23 26% U*	28 17%	90 19% N	47 10%	35 10% N	77 14%	36 10% Q	88 18% Q	16 7%	110 18% S	47 18% V	66 12%	
Very unfavourable (-2)	471 42%	319 46% C	92 30%	60 47% C*	118 34% E	353 45% E	267 39%	205 46% G	245 75% JKL	40 13% J*	25 29% J*	74 44% JK	121 26% M	297 65% M	9 3% O	436 80% O	272 74% R	115 23% R	154 67% T	203 34% T	63 24% U	325 60% U	
Don't know	39 3%	16 2%	23 8% BD	- - *	8 2% F	32 4%	24 4%	15 3%	- - *	- - U*	1 2% U*	2 1%	6 1%	1 *	3 1%	1 *	2 1%	6 1%	2 1%	5 1%	1 1%	4 1%	

Net: Favourable	290 26%	160 23%	99 32% B	30 23% *	107 31% F	182 23%	187 27%	102 23%	21 6%	181 57% IKL	22 24% I*	33 20% I	182 39% N	61 13%	254 70% P	13 2%	42 11%	208 42% Q	39 17%	199 33% S	97 37% V	103 19%
Net: Unfavourable	635 56%	418 60% C	133 43%	83 65% C*	173 50% E	462 59% E	367 53%	268 60% G	286 88% JKL	83 26% J*	48 55% J*	102 61% J	211 45% M	344 75% M	44 12% O	513 94% O	309 83% R	203 41% R	170 74% T	312 52% T	110 42% U	391 73% U
Mean	-0.64	-0.75	-0.30 BD	-0.79 *	-0.40 F	-0.74	-0.56 H	-0.76	-1.55	0.45 IKL	-0.57 I*	-0.81 I	-0.15 N	-1.23	0.85 P	-1.71	-1.42	-0.04 Q	-1.19	-0.39 S	-0.16 V	-1.05

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

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	139 12%	85 15% C	54 9%	28 9%	37 10%	75 17% DE	7 6%	20 10%	16 9%	21 10%	21 12%	54 21% GHU	37 12%	36 11%	36 15%	30 11%	30 11%	33 11%	42 16%	16 10%	7 13% *	12 12% *	109 11%	30 18% W
Fairly favourable (1)	235 21%	111 20%	124 21%	53 17%	69 18%	113 26% DE	18 14%	35 18%	28 16%	41 20%	44 26% GI	69 26% GI	72 24%	67 21%	42 18%	54 19%	57 21%	67 23%	47 18%	32 21%	11 19% *	21 21% *	188 20%	47 28% W
Neither favourable nor unfavourable (0)	186 16%	81 15%	104 18%	52 16%	64 17%	70 16%	21 16%	31 16%	27 15%	37 18%	33 19%	37 14%	46 15%	41 13%	48 20%	51 18%	49 18% V	56 19% V	41 16%	27 18% V	6 10% *	7 7% *	159 16%	27 16%
Fairly unfavourable (-1)	141 12%	65 12%	76 13%	45 14%	46 12%	51 12%	20 16%	25 13%	24 13%	22 11%	23 13%	28 11%	39 13%	30 9%	37 16%	36 13%	40 15%	32 11%	35 13%	16 10%	11 20% V*	7 7% *	121 13%	20 12%
Very unfavourable (-2)	397 35%	198 36%	199 34%	119 37% F	157 41% F	122 28%	47 38%	72 37%	79 44% KL	78 39% L	48 28%	74 28%	105 35%	134 42% MOP	65 28%	93 33%	88 32%	94 32%	92 35%	61 40%	16 29% *	47 47% QR*	354 37% X	43 25%
Don't know	35 3%	13 2%	23 4%	24 7% EF	11 3% F	1 *	12 10% UKL	12 6% JKL	7 4% L	3 2%	1 *	- -	4 1%	9 3%	6 3%	17 6% M	8 3%	13 4%	4 1%	1 1%	5 8% ST*	5 5% T*	33 3%	3 2%

Net: Favourable	375 33%	197 36%	178 31%	81 25%	106 28%	188 44% DE	25 20%	56 28%	44 24%	62 31% G	65 39% GI	123 47% GHU	110 36%	103 33%	78 33%	84 30%	87 32%	100 34%	88 34%	48 32%	18 32% *	33 33% *	297 31%	77 46% W
Net: Unfavourable	538 47%	263 48%	275 47%	164 51% F	202 53% F	172 40%	67 54% L	97 50% L	103 57% KL	99 49%	71 42%	102 39%	145 48%	164 52%	101 43%	129 46%	128 47%	126 43%	127 49%	76 50%	28 49% *	54 54% *	475 49% X	63 37%
Mean	-0.38	-0.33	-0.44	-0.59	-0.58	-0.07 DE	-0.72	-0.50	-0.70	-0.47	-0.19 GI	0.01 GHU	-0.34	-0.52	-0.23	-0.41	-0.37	-0.31	-0.35	-0.48	-0.36 *	-0.60 *	-0.45	0.01 W

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	401	520	354	532	206	644	292	509	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	362	546	370	493	228	602	260	538	
Very favourable (2)	139 12%	98 14%	28 9%	12 *	25 7%	114 15% E	71 10%	68 15% G	86 27% JKL	20 6%	2 2% *	17 10% K	19 4%	106 23% M	15 4%	116 21% O	128 34% R	7 1%	78 34% T	23 4%	19 7%	106 20% U	
Fairly favourable (1)	235 21%	165 24% C	44 14%	27 21% *	59 17%	176 22% E	138 20%	98 22% JKL	122 38% JKL	34 11%	14 16% *	35 21% J	62 13%	147 32% M	34 9%	164 30% O	179 48% R	9 2%	83 36% T	70 12%	47 18%	128 24%	
Neither favourable nor unfavourable (0)	186 16%	108 15%	53 17%	25 19% *	43 12%	143 18% E	122 18%	64 14%	52 16%	34 11%	10 11% *	30 18%	51 11%	83 18% M	32 9%	93 17% O	34 9%	27 6%	39 17% T	68 11%	30 11%	73 14%	
Fairly unfavourable (-1)	141 12%	82 12%	43 14%	16 13% *	40 11%	102 13%	87 13%	54 12%	38 12%	36 11%	14 15% *	23 14%	62 13%	51 11%	45 12%	66 12% Q	24 6%	81 16% Q	18 8%	88 15% S	35 14%	62 12%	
Very unfavourable (-2)	397 35%	230 33%	119 39%	48 37% *	178 51% F	219 28% F	252 37%	144 33%	26 8%	193 60% IL	48 54% IL*	62 37% I	273 58% N	68 15%	233 64% P	107 20%	5 1%	368 74% Q	10 4%	352 58% S	129 50% V	165 31%	
Don't know	35 3%	15 2% BD	20 6% BD	1 1% *	5 1% E	30 4% E	21 3%	14 3%	- -	2 1%	1 1% *	- -	5 1%	* *	3 1%	1 *	- -	1 *	1 *	2 *	* *	3 1%	

Net: Favourable	375 33%	263 38% C	72 24%	39 30% *	84 24%	290 37% E	209 30%	166 37% G	208 64% JKL	54 17%	16 18% *	52 31% JK	81 17%	253 56% M	49 14%	280 51% O	307 83% R	16 3%	161 70% T	93 15%	66 25%	234 44% U
Net: Unfavourable	538 47%	313 45% B	161 53% B	64 50% *	217 62% F	321 41% F	339 49%	199 45%	64 20%	229 72% IL	61 69% IL*	85 51% I	335 71% N	119 26%	278 77% P	173 32%	29 8%	449 91% Q	27 12%	439 73% S	164 63% V	227 42%
Mean	-0.38	-0.26 C	-0.63	-0.48 *	-0.83	-0.18 E	-0.47	-0.25 G	0.63 JKL	-1.10	-1.04 *	-0.47 JK	-1.09	0.38 M	-1.25	0.21 O	1.08 R	-1.61	0.89 T	-1.13	-0.80	-0.10 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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	57 5%	38 7% C	19 3%	21 7% E	11 3%	25 6%	8 7% J	13 7% J	7 4%	3 2%	5 3%	20 8% J	16 5%	10 3%	19 8% N	12 4%	17 6% R	6 2%	13 5%	14 9% R	2 3% *	5 5% *	52 5%	5 3%
Fairly favourable (1)	151 13%	75 14%	75 13%	49 15%	58 15%	44 10%	17 14%	31 16% L	31 17% L	27 14%	21 12%	23 9%	51 17% O	48 15% O	18 8%	35 12%	34 12%	37 13%	36 14%	24 15%	5 10% *	15 15% *	129 13%	22 13%
Neither favourable nor unfavourable (0)	309 27%	120 22%	189 33% B	100 31% F	111 29%	97 23%	42 34% L	58 30% L	60 33% L	51 25%	44 26%	53 20%	75 25%	86 27%	57 24%	91 32% M	61 22%	79 27%	86 33% Q	44 29%	16 29% *	23 23% *	265 27%	44 26%
Fairly unfavourable (-1)	222 20%	119 21%	104 18%	64 20%	65 17%	93 22%	28 23%	36 18%	28 16%	37 18%	35 21%	58 22%	59 19%	73 23% P	48 21%	42 15%	56 21%	53 18%	42 16%	27 18%	13 24% *	30 30% RST*	191 20%	31 18%
Very unfavourable (-2)	332 29%	183 33% C	149 26%	51 16%	111 29% D	171 40% DE	12 10%	38 20% G	37 21% G	74 37% GHI	63 37% GHI	108 41% GHI	91 30%	83 26%	78 34%	79 28%	87 32%	100 34% TV	77 30%	34 22%	14 25% *	20 21% *	269 28%	63 37% W
Don't know	63 6%	19 3%	44 8% B	35 11% F	27 7% F	2 *	17 13% JKL	18 9% KL	18 10% KL	9 5% L	2 1%	- -	11 4%	16 5%	13 6%	23 8% M	17 6%	21 7% S	6 2%	10 6%	5 9% S*	5 5% *	59 6%	4 2%

Net: Favourable	208 18%	113 20%	94 16%	70 22%	69 18%	68 16%	26 20%	45 23%	38 21%	31 15%	25 15%	43 16%	67 22%	57 18%	37 16%	47 17%	51 19%	43 15%	49 19%	38 25% R	7 13% *	20 20% *	181 19%	27 16%
Net: Unfavourable	554 49%	302 55% C	252 44%	115 36%	176 46% D	264 61% DE	41 32%	74 38%	65 36%	110 55% GHI	98 58% GHI	166 63% GHI	150 49%	157 50%	127 54%	121 43%	144 53% T	152 52% T	119 46%	62 40%	27 49% *	50 51% *	460 48%	95 56%
Mean	-0.58	-0.63	-0.54	-0.26 EF	-0.58 F	-0.80	-0.18 JKL	-0.31 JKL	-0.35 JKL	-0.78	-0.78	-0.81	-0.54	-0.58	-0.68 *	-0.55	-0.64	-0.74	-0.53	-0.31 OR	-0.64 *	-0.49 *	-0.55	-0.76

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Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	401	520	354	532	206	644	292	509	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	362	546	370	493	228	602	260	538	
Very favourable (2)	57 5%	46 7% C	7 2%	4 3% *	18 5%	39 5%	33 5%	23 5%	5 2%	19 6%	16 18% IL*	8 5%	37 8% N	8 2%	34 9% P	17 3%	19 5%	27 5%	15 6%	34 6%	47 18% V	9 2%	
Fairly favourable (1)	151 13%	91 13%	46 15%	14 11% *	66 19% F	85 11%	96 14%	55 12%	39 12%	46 14%	31 35% IL*	20 12%	100 21% N	36 8%	71 20% P	51 9%	36 10%	90 18% Q	27 12%	103 17%	110 42% V	15 3%	
Neither favourable nor unfavourable (0)	309 27%	171 25%	101 33% B	36 28% *	90 26%	219 28%	196 28%	112 25%	74 23%	97 30% L	25 28% *	29 17%	145 31% N	82 18%	115 32% P	101 19%	70 19%	134 27% Q	25 11%	182 30% S	75 29% V	51 9%	
Fairly unfavourable (-1)	222 20%	133 19%	62 20%	27 21% *	77 22% F	145 18%	133 19%	89 20%	69 21% K	68 21% K	9 10% *	43 26% K	100 21%	96 21%	73 20%	121 22%	88 24%	108 22%	39 17%	126 21%	18 7% U	156 29%	
Very unfavourable (-2)	332 29%	225 32% C	60 20%	47 36% C*	86 25% E	247 31% E	193 28%	139 31%	132 41% JK	85 27% K	8 9% *	63 37% JK	73 16%	229 50% M	61 17% O	242 44% O	152 41% R	125 25% R	118 52% T	146 24%	7 3%	301 56% U	
Don't know	63 6%	32 5%	30 10% BD	2 1% *	12 4% E	51 7% E	39 6%	24 6%	5 1%	5 2%	- 3% *	5 3%	17 4% N	5 1%	8 2%	14 3%	5 1%	11 2%	4 2%	11 2%	2 1%	6 1%	
Net: Favourable	208 18%	137 20%	54 18%	17 13% *	84 24% F	123 16%	129 19%	78 18%	44 14%	65 20% I	47 53% IL*	28 17%	137 29% N	44 10%	105 29% P	68 12%	55 15%	116 24% Q	41 18%	137 23%	156 60% V	24 4%	
Net: Unfavourable	554 49%	358 51% C	122 40%	75 58% C*	163 47% E	392 50%	326 47%	228 51%	201 62% JK	153 48% K	17 19% *	106 63% JK	174 37%	325 71% M	134 37%	363 66% O	240 65% R	233 47%	158 69% T	273 45%	26 10%	457 85% U	
Mean	-0.58	-0.60	-0.43 D	-0.79 *	-0.43 F	-0.65	-0.55	-0.63	-0.89	-0.49 IL	0.43 IL*	-0.81	-0.16 N	-1.12	-0.16 P	-0.98	-0.87	-0.44 Q	-0.98	-0.42 S	0.66 V	-1.36	

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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	84 7%	58 10% C	26 4%	18 6%	27 7%	39 9%	6 5%	12 6%	14 7%	13 7%	11 6%	28 11%	18 6%	16 5%	24 10%	26 9%	26 10%	20 7%	13 5%	9 6%	9 16% RST*	7 7% *	71 7%	13 8%
Fairly favourable (1)	150 13%	85 15%	65 11%	35 11%	38 10%	76 18% DE	8 6%	27 14% G	23 13%	15 7%	36 21% GJ	41 16% GJ	38 12%	33 10%	38 16%	41 15%	43 16%	32 11%	33 13%	27 18% V	7 13% *	8 8% *	125 13%	25 15%
Neither favourable nor unfavourable (0)	237 21%	119 21%	118 20%	66 21%	84 22%	87 20%	24 19%	41 21%	33 18%	51 25%	28 17%	59 23%	57 19%	65 21%	54 23%	61 22%	54 20%	81 27% SV	49 19%	29 19%	9 16% *	16 16% *	191 20%	46 27%
Fairly unfavourable (-1)	150 13%	60 11%	90 15% B	55 17% E	38 10%	57 13%	25 20% U	30 15%	15 8%	23 11%	25 15%	32 12%	44 15%	34 11%	29 12%	43 15%	36 13%	32 11%	46 18% R	19 12%	8 15% *	9 9% *	130 13%	20 12%
Very unfavourable (-2)	471 42%	223 40%	248 43%	119 37%	184 48% DF	168 39%	50 40%	69 35%	87 48% H	97 48% H	68 40%	101 38%	143 47% OP	153 48% OP	83 36%	92 33%	101 37%	117 40%	113 44%	65 43%	20 36% *	54 55% QRU*	410 43%	61 36%
Don't know	42 4%	9 2%	33 6% B	28 9% EF	12 3% F	3 1%	12 9% JKL	16 8% JKL	10 5% JKL	2 1%	2 1%	1 *	4 1%	16 5% M	5 2%	17 6% M	11 4%	14 5%	6 2%	4 2%	3 5% *	5 5% *	38 4%	5 3%

Net: Favourable	234 21%	143 26% C	91 16%	53 17%	65 17%	115 27% DE	14 11%	39 20% G	37 20% G	28 14%	46 27% GJ	69 26% GJ	55 18%	49 15%	62 27% N	67 24% N	69 26% R	52 17%	46 18%	36 24%	16 29% *	15 15% *	195 20%	39 23%
Net: Unfavourable	621 55%	283 51%	338 58% B	174 54%	222 58%	225 52%	75 60%	99 51%	102 56%	120 60%	93 55%	133 51%	187 62% OP	187 59% OP	112 48%	135 48%	137 51%	149 50%	159 61% QR	84 55%	28 51% *	63 64% QR*	540 56%	80 47%
Mean	-0.71	-0.56 C	-0.86	-0.76	-0.84	-0.56 E	-0.92	-0.65	-0.80	-0.88	-0.62	-0.52 GJ	-0.86	-0.92	-0.48 MN	-0.51 MN	-0.55 SV	-0.69	-0.84	-0.70	-0.44 V*	-1.03 *	-0.74	-0.54

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	401	520	354	532	206	644	292	509	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	362	546	370	493	228	602	260	538	
Very favourable (2)	84 7%	59 8%	17 5%	8 6% *	15 4%	68 9% E	48 7%	35 8%	35 11% JK	9 3%	1 1%	33 20% UK	11 2%	64 14%	11 3%	63 12% O	60 16% R	10 2%	67 30% T	4 1%	13 5%	60 11% U	
Fairly favourable (1)	150 13%	107 15%	25 8%	18 14% *	35 10%	116 15% E	105 15% H	45 10%	68 21% JK	28 9%	3 3%	26 15% JK	23 5%	113 25% M	25 7%	98 18% O	93 25% R	26 5%	101 44% T	10 2%	21 8%	97 18% U	
Neither favourable nor unfavourable (0)	237 21%	154 22%	60 20%	24 18% *	40 11%	198 25% E	129 19%	108 24% G	77 24%	54 17%	12 14% *	34 20%	43 9%	135 30% M	49 13%	124 23% O	106 29% R	43 9%	34 15% T	55 9%	39 15%	107 20%	
Fairly unfavourable (-1)	150 13%	96 14%	35 12%	19 14% *	42 12%	108 14%	94 14%	56 13%	58 18% JL	33 10%	12 14% *	17 10%	65 14%	59 13%	40 11%	85 16%	54 15%	55 11%	14 6%	93 15% S	40 15%	68 13%	
Very unfavourable (-2)	471 42%	265 38%	145 47% B	61 47% *	208 59% F	263 34%	292 42%	179 40%	83 26%	192 60% IL	59 67% IL*	58 35%	324 69% N	82 18%	232 64% P	171 31%	58 16%	355 72% Q	11 5%	436 72% S	147 56% V	204 38%	
Don't know	42 4%	18 3%	25 8% BD	- - *	10 3%	32 4%	22 3%	20 5%	2 1%	2 1%	- - *	- - *	7 2%	3 1%	6 2%	4 1%	* *	5 1%	1 *	5 1%	- -	2 *	
Net: Favourable	234 21%	166 24% C	42 14%	26 20% *	50 14%	184 23% E	153 22%	80 18%	104 32% JK	37 12%	4 5% *	58 35% JK	34 7%	177 39% M	36 10%	161 30% O	152 41% R	36 7%	168 74% T	13 2%	34 13%	157 29% U	
Net: Unfavourable	621 55%	361 52%	180 59%	80 62% *	249 71% F	371 47%	386 56%	235 53%	141 44%	226 71% IL	72 81% IL*	75 45%	388 82% N	141 31%	272 75% P	256 47%	112 30%	410 83% Q	25 11%	529 88% S	187 72% V	272 51%	
Mean	-0.71	-0.59 C	-0.94	-0.83 *	-1.16	-0.51 E	-0.71	-0.70	-0.27 JK	-1.17	-1.42 *	-0.25 JK	-1.43	0.04 M	-1.28	-0.37 O	0.12 R	-1.47	0.88 T	-1.59	-1.10	-0.48 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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	156 14%	70 13%	86 15%	76 24% EF	52 14% F	27 6%	39 31% HIJKL	38 19% JKL	30 16% KL	23 11%	12 7%	15 6%	43 14% O	53 17% O	14 6%	45 16% O	46 17% V	36 12% V	33 13% V	29 19% V	7 13% *	4 4% *	147 15% X	9 5%
Fairly favourable (1)	207 18%	89 16%	118 20%	87 27% EF	69 18% F	50 12%	31 25% KL	56 29% JKL	36 20% L	34 17%	22 13%	29 11%	53 17%	55 18%	37 16%	62 22%	56 21%	54 18%	38 15%	32 21%	11 20% *	16 16% *	177 18%	30 18%
Neither favourable nor unfavourable (0)	178 16%	76 14%	102 18%	64 20% F	62 16%	52 12%	29 23% JL	35 18% L	36 20% L	26 13%	30 18% L	22 8%	40 13%	34 11%	50 21% MN	54 19% N	36 13%	52 18%	38 15%	25 17%	10 19% *	17 17% *	148 15%	30 18%
Fairly unfavourable (-1)	168 15%	84 15%	84 14%	30 9%	67 17% D	71 17% D	8 7%	22 11%	30 16% G	37 18% G	28 17% G	43 17% G	51 17% P	55 17% P	33 14%	29 10%	33 12%	38 13%	43 17%	21 14%	10 17% *	23 24% QR*	144 15%	24 14%
Very unfavourable (-2)	378 33%	220 40% C	158 27%	36 11%	119 31% D	223 52% DE	7 5%	29 15% G	43 24% GH	76 38% GHI	74 44% GHI	150 57% GHIJK	113 37% P	107 34% P	86 37% P	72 26%	90 33%	100 34%	101 39% TU	42 28%	13 22% *	32 32% *	306 32%	72 42% W
Don't know	47 4%	14 3%	33 6% B	27 9% EF	14 4%	7 2%	12 9% JKL	16 8% KL	7 4%	6 3%	4 2%	3 1%	4 1%	11 4% M	13 6% M	19 7% M	10 4%	15 5%	6 2%	4 3%	5 9% S*	7 7% *	42 4%	5 3%

Net: Favourable	362 32%	159 29%	203 35% B	163 51% EF	122 32% F	78 18%	70 56% IJKL	93 48% IJKL	65 36% KL	56 28% L	34 20%	44 17%	96 32% O	109 34% O	51 22%	107 38% O	103 38% SV	90 31%	71 27%	60 39% SV	18 32% *	20 20% *	324 34% X	39 23%
Net: Unfavourable	546 48%	304 55% C	242 42%	66 21%	186 48% D	295 68% DE	15 12%	51 26% G	73 40% GH	112 56% GHI	102 60% GHI	193 74% GHIJK	163 54% P	162 51% P	119 51% P	101 36%	123 45%	138 47%	144 56% QT	63 41%	22 40% *	55 56% T*	450 47%	96 57% W
Mean	-0.37	-0.55	-0.20 B	0.47 EF	-0.35 F	-0.97	0.77 HIJKL	0.28 IJKL	-0.12 JKL	-0.56 L	-0.78 L	-1.10	-0.46	-0.35	-0.63 *	-0.08 MO	-0.25 SV	-0.40	-0.56	-0.11 SV	-0.19 *	-0.69 *	-0.31 X	-0.73

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	320	605	354	574	229	535	204	670	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	290	635	375	538	208	554	234	621	
Very favourable (2)	156 14%	89 13%	50 16%	16 12%	58 17%	98 12%	104 15%	51 12%	11 3%	115 36%	5 5%	8 5%	101 21%	35 8%	129 44%	11 2%	22 6%	121 23%	38 18%	73 13%	12 5%	119 19%	
Fairly favourable (1)	207 18%	117 17%	72 24%	18 14%	83 24%	124 16%	130 19%	77 17%	11 4%	112 35%	20 23%	33 20%	131 28%	39 9%	125 43%	34 5%	27 7%	157 29%	66 32%	61 11%	24 10%	153 25%	
Neither favourable nor unfavourable (0)	178 16%	101 14%	55 18%	22 17%	53 15%	125 16%	120 17%	59 13%	35 11%	38 12%	23 26%	26 16%	65 14%	60 13%	22 8%	69 11%	39 10%	80 15%	33 16%	54 10%	33 14%	83 13%	
Fairly unfavourable (-1)	168 15%	116 17%	32 11%	19 15%	58 17%	110 14%	101 15%	67 15%	50 15%	22 7%	25 28%	38 23%	77 16%	64 14%	8 3%	143 22%	53 14%	86 16%	33 16%	70 13%	30 13%	100 16%	
Very unfavourable (-2)	378 33%	254 36%	71 23%	52 41%	87 25%	292 37%	207 30%	171 39%	216 67%	27 9%	15 17%	62 37%	88 19%	254 56%	5 2%	370 58%	227 61%	87 16%	34 17%	293 53%	132 56%	156 25%	
Don't know	47 4%	20 3%	26 8%	2 1%	10 3%	37 5%	29 4%	18 4%	2 *	5 2%	1 1%	- -	10 2%	4 1%	1 *	9 1%	7 2%	7 1%	3 1%	4 1%	4 2%	9 2%	

Net: Favourable	362 32%	206 30%	122 40%	34 26%	141 40%	221 28%	234 34%	128 29%	22 7%	227 71%	25 28%	41 25%	232 49%	74 16%	254 88%	44 7%	49 13%	278 52%	105 50%	134 24%	36 15%	272 44%
Net: Unfavourable	546 48%	371 53%	104 34%	72 56%	145 41%	401 51%	308 45%	238 54%	266 82%	49 15%	39 45%	100 60%	166 35%	319 70%	13 4%	513 81%	280 75%	173 32%	68 33%	363 65%	161 69%	256 41%
Mean	-0.37	-0.49	-0.01	-0.58	-0.10	-0.50	-0.27	-0.54	-1.39	0.85	-0.28	-0.67	0.17	-1.03	1.27	-1.32	-1.19	0.27	0.20	-0.81	-1.06	-0.04

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	132 12%	81 15% C	51 9%	24 8%	32 8%	76 18% DE	6 5%	18 9%	17 9%	15 8%	22 13% G	54 21% GHU	33 11%	38 12%	34 15%	27 10%	33 12%	35 12%	35 13%	14 9%	2 4% *	13 13% *	106 11%	26 15%
Fairly favourable (1)	238 21%	116 21%	122 21%	47 15%	76 20%	115 27% DE	15 12%	31 16%	32 18%	45 22% G	39 23% G	76 29% GHI	80 26% P	66 21%	44 19%	47 17%	59 22% V	65 22% V	57 22% V	35 23% V	13 24% V*	9 9% *	185 19%	53 31% W
Neither favourable nor unfavourable (0)	221 20%	94 17%	127 22%	70 22%	73 19%	78 18%	28 22%	42 22%	38 21%	35 17%	40 23%	39 15%	46 15%	45 14%	60 26% MN	71 25% MN	51 19%	63 21%	51 20%	25 16%	14 25% *	17 17% *	191 20%	31 18%
Fairly unfavourable (-1)	139 12%	72 13%	67 12%	46 14%	52 14%	41 9%	23 18% L	23 12%	19 11%	33 16% L	18 11%	22 9%	46 15%	43 14%	22 9%	28 10%	32 12%	29 10%	34 13%	24 15%	7 13% *	14 14% *	121 13%	18 11%
Very unfavourable (-2)	354 31%	175 32%	179 31%	100 31%	136 35% F	118 27%	39 31%	61 31%	67 37% L	69 34%	48 29%	70 27%	91 30%	112 35%	61 26%	90 32%	84 31%	87 29%	78 30%	50 33%	15 26% *	41 41% *	316 33% X	38 23%
Don't know	49 4%	15 3%	34 6% B	33 10% EF	13 4% F	3 1%	15 12% UKL	18 9%	9 5% L	5 2%	2 1%	1 *	6 2%	12 4%	12 5%	19 7% M	12 4%	17 6% S	5 2%	6 4%	5 8% S*	5 5% *	45 5%	4 2%

Net: Favourable	370 33%	198 36%	173 30%	71 22%	108 28%	191 44% DE	21 17%	50 26%	49 27% G	60 30% G	61 36% G	130 50% GHUK	113 37% P	104 33%	79 34%	74 26%	93 34%	99 34%	92 35% V	49 32%	16 28% *	22 23% *	291 30%	79 47% W
Net: Unfavourable	493 44%	247 45%	246 42%	146 46% F	188 49% F	159 37%	62 49% L	85 43%	86 48% L	102 51% L	67 39%	92 35%	138 45%	155 49% O	83 36%	118 42%	116 43%	116 39%	113 43%	73 48%	22 39% *	54 55% R*	437 45% X	56 33%
Mean	-0.32	-0.27	-0.37	-0.53	-0.50	-0.02 DE	-0.67	-0.44	-0.51	-0.49	-0.19 G	0.09 GHU	-0.28	-0.41	-0.14	-0.40	-0.28	-0.25	-0.25	-0.41	-0.36 *	-0.64 *	-0.39	0.06 W

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	320	605	354	574	229	535	204	670	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	290	635	375	538	208	554	234	621	
Very favourable (2)	132 12%	99 14% C	22 7%	11 9% *	21 6%	112 14% E	65 9%	67 15% G	92 28% JKL	14 4%	1 1% *	15 9% K	24 5%	100 22% M	13 4%	113 18% O	127 34% R	4 1%	19 9%	96 17% S	64 27% V	34 5%	
Fairly favourable (1)	238 21%	160 23% C	46 15%	32 25% C*	73 21%	165 21%	145 21%	93 21%	132 41% JKL	26 8%	10 12% *	34 20% J	69 15%	137 30% M	29 10%	196 31% O	179 48% R	25 5%	36 17%	144 26% S	89 38% V	78 13%	
Neither favourable nor unfavourable (0)	221 20%	133 19%	64 21%	24 19% *	48 14%	174 22% E	139 20%	83 19%	64 20%	46 15%	17 19% *	34 20%	66 14%	100 22% M	36 12%	114 18% O	47 12% R	53 10%	35 17%	78 14% S	42 18% V	92 15%	
Fairly unfavourable (-1)	139 12%	77 11%	46 15%	16 12% *	56 16% F	84 11%	95 14%	44 10%	20 6%	46 14% I	22 25% UL*	17 10%	71 15% N	39 8%	37 13%	78 12% O	12 3%	107 20% Q	38 18% T	52 9% U	14 6% U	107 17%	
Very unfavourable (-2)	354 31%	209 30%	101 33%	44 34% *	143 41% F	211 27% F	222 32%	132 30%	16 5%	183 57% IKL	38 43% I*	63 38% I	234 49% N	78 17%	170 59% P	125 20%	4 1%	342 64% Q	79 38%	181 33% Q	22 9% U	302 49% U	
Don't know	49 4%	20 3% BD	27 9%	1 1% *	10 3%	39 5%	26 4%	23 5%	- -	5 1% I	- -	4 2% I	7 2%	2 *	4 1%	10 2%	5 1%	7 1%	1 1%	4 1%	4 2%	8 1%	
Net: Favourable	370 33%	259 37% C	68 22%	44 34% C*	93 27%	277 35% E	210 30%	161 36%	224 69% JKL	40 13%	12 13% *	49 29% JK	94 20%	237 52% M	42 15%	309 49% O	307 82% R	29 5%	55 27%	240 43% S	152 65% V	112 18%	
Net: Unfavourable	493 44%	286 41%	147 48%	60 46% *	198 57% F	295 38%	317 46%	177 40%	36 11%	228 72% IL	60 68% IL*	80 48% I	305 65% N	116 25%	208 72% P	203 32%	16 4%	449 83% Q	116 56% T	233 42% Q	36 15% U	410 66% U	
Mean	-0.32	-0.20 C	-0.57	-0.39 *	-0.67	-0.16 E	-0.40	-0.19 G	0.81 JKL	-1.14	-0.96 *	-0.49 JK	-0.90	0.32 M	-1.13	0.15 O	1.12 R	-1.43	-0.59	-0.14 S	0.69 V	-0.92	

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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	83 7%	51 9%	32 6%	12 4%	33 9%	37 9%	3 2%	9 5%	17 9%	17 8%	14 8%	23 9%	19 6%	15 5%	27 11%	22 8%	28 10%	20 7%	16 6%	11 7%	6 10%	2 2%	70 7%	13 8%
Fairly favourable (1)	146 13%	77 14%	68 12%	35 11%	34 9%	77 18%	14 11%	21 11%	17 10%	17 8%	34 20%	43 16%	37 12%	33 11%	26 11%	50 18%	49 18%	31 11%	31 12%	18 11%	8 14%	9 9%	121 13%	24 14%
Neither favourable nor unfavourable (0)	250 22%	119 22%	130 22%	77 24%	82 21%	90 21%	26 21%	51 26%	39 22%	43 21%	33 20%	57 22%	60 20%	69 22%	58 25%	63 23%	53 19%	79 27%	57 22%	39 26%	9 16%	12 12%	206 21%	44 26%
Fairly unfavourable (-1)	157 14%	71 13%	86 15%	56 17%	43 11%	57 13%	24 19%	32 17%	17 9%	26 13%	24 14%	33 13%	44 15%	42 13%	39 17%	31 11%	37 14%	39 13%	44 17%	16 10%	6 11%	15 16%	132 14%	24 14%
Very unfavourable (-2)	446 39%	222 40%	224 39%	109 34%	170 44%	166 39%	45 36%	65 33%	77 42%	93 46%	62 37%	104 40%	134 44%	141 45%	74 32%	97 34%	94 35%	108 36%	107 41%	63 41%	20 35%	55 72%	387 40%	59 35%
Don't know	53 5%	14 3%	39 7%	30 10%	19 5%	4 1%	14 11%	17 9%	14 8%	6 3%	3 2%	1 *	10 3%	15 5%	11 5%	18 6%	10 4%	19 6%	5 2%	7 4%	8 14%	5 5%	48 5%	6 3%

Net: Favourable	228 20%	128 23%	100 17%	47 15%	68 18%	114 26%	17 13%	30 15%	34 19%	34 17%	48 28%	66 25%	56 18%	48 15%	52 22%	72 26%	77 28%	51 17%	47 18%	29 19%	14 24%	11 11%	191 20%	37 22%
Net: Unfavourable	602 53%	292 53%	310 53%	165 52%	213 56%	223 52%	68 54%	97 50%	94 52%	119 59%	86 51%	138 53%	178 59%	183 58%	113 48%	128 46%	131 48%	146 50%	151 58%	78 51%	25 46%	70 72%	519 54%	83 49%
Mean	-0.68	-0.62	-0.74	-0.74	-0.78	-0.56	-0.83	-0.69	-0.72	-0.83	-0.52	-0.59	-0.81	-0.87	-0.48 MN	-0.50 MN	-0.46 SV	-0.66 V	-0.76 V	-0.69 V	-0.54 V*	-1.21 *	-0.70	-0.56

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	320	605	354	574	229	535	204	670	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	290	635	375	538	208	554	234	621	
Very favourable (2)	83 7%	69 10% C	6 2%	8 6% C*	16 5%	67 8% E	54 8%	28 6%	36 11% JK	9 3%	- *	30 18% JK	8 2%	70 15% M	9 3%	69 11% O	64 17% R	7 1%	14 7%	63 11%	74 32% V	6 1%	
Fairly favourable (1)	146 13%	94 13%	34 11%	18 14% *	29 8%	116 15% E	85 12%	60 14%	65 20% JK	28 9%	7 8%	27 16% J	18 4%	115 25% M	29 10%	100 16% O	97 26% R	20 4%	28 13%	95 17%	95 40% V	19 3%	
Neither favourable nor unfavourable (0)	250 22%	157 22%	65 21%	28 22% *	54 15%	196 25% E	147 21%	103 23%	90 28% JK	56 17%	11 13% *	31 18%	48 10%	140 31% M	47 16%	142 22% O	119 32% R	59 11%	29 14%	118 21% S	49 21% V	53 9%	
Fairly unfavourable (-1)	157 14%	92 13%	42 14%	22 17% *	41 12%	115 15%	98 14%	58 13%	59 18%	42 13%	10 11% *	18 11%	66 14%	52 11%	32 11%	103 16%	44 12%	80 15%	27 13%	79 14%	7 3%	109 18% U	
Very unfavourable (-2)	446 39%	264 38%	131 43%	51 40% *	197 56% F	249 32%	276 40%	170 38%	73 23%	177 55% IL	59 66% IL*	61 36% I	322 68% N	75 16%	167 58% P	209 33%	48 13%	359 67% Q	110 53% T	194 35%	6 3%	420 68% U	
Don't know	53 5%	22 3%	29 10% BD	2 1% *	12 3%	42 5%	30 4%	24 5%	1 *	7 2% I	1 2% *	- -	10 2%	5 1%	5 2%	11 2%	2 1%	13 2%	* *	6 1%	3 1%	13 2%	
Net: Favourable	228 20%	163 23% C	39 13%	26 20% *	46 13%	183 23% E	140 20%	89 20%	101 31% JK	38 12%	7 8% *	57 34% JK	26 5%	185 41% M	39 13%	170 27% O	161 43% R	27 5%	41 20%	158 28% S	168 72% V	25 4%	
Net: Unfavourable	602 53%	356 51%	173 57%	73 57% *	238 68% F	364 46%	374 54%	228 51%	132 41%	219 69% IL	69 78% IL*	79 47%	388 82% N	126 28%	199 69% P	312 49%	93 25%	439 82% Q	137 66% T	273 49%	13 6%	529 85% U	
Mean	-0.68	-0.57 C	-0.94	-0.71 *	-1.11	-0.49 E	-0.69	-0.67	-0.21 JK	-1.12	-1.38 *	-0.31 JK	-1.46	0.12 M	-1.11	-0.45 O	0.22 R	-1.45	-0.93	-0.45 S	0.97 V	-1.51	

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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,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	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)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170
Very favourable (2)	68 6%	42 8% C	26 4%	22 7%	20 5%	26 6%	8 7%	14 7%	10 6%	10 5%	6 4%	19 7%	20 6%	22 7%	14 6%	13 4%	18 7%	10 3%	22 9% R	14 9% R	1 3% *	2 2% *	61 6%	7 4%
Fairly favourable (1)	192 17%	86 16%	106 18%	64 20%	66 17%	62 14%	26 21%	37 19%	33 18%	33 16%	23 14%	39 15%	67 22% OP	52 17%	28 12%	44 16%	38 14%	44 15%	47 18%	34 23% Q	6 10% *	23 23% *	169 17%	23 14%
Neither favourable nor unfavourable (0)	288 25%	120 22%	168 29% B	87 27%	109 29% F	92 21%	41 32% L	47 24%	59 32% L	51 25%	43 26%	49 19%	70 23%	79 25%	51 22%	88 31% M	74 27% V	79 27% V	64 25%	35 23%	21 37% V*	16 16% *	244 25%	45 26%
Fairly unfavourable (-1)	234 21%	104 19%	130 22%	64 20%	77 20%	93 22%	20 16%	44 23%	32 18%	45 22%	39 23%	54 21%	64 21%	73 23% P	54 23%	43 15%	51 19%	62 21%	54 21%	23 15%	13 23% *	32 33% QRST*	190 20%	44 26%
Very unfavourable (-2)	303 27%	188 34% C	115 20%	50 16%	98 26% D	155 36% DE	12 9%	38 20% G	37 21% G	61 30% GH	57 33% GHI	99 38% GHI	77 25%	75 24%	77 33%	75 27%	83 31%	82 28%	66 25%	40 26%	13 23% *	20 21% *	255 26%	49 29%
Don't know	48 4%	13 2%	35 6% B	33 10% EF	13 3% F	3 1%	18 15% HIJKL	15 7% JKL	10 6% JKL	3 1%	2 1%	1 *	6 2%	14 4%	10 4%	18 6% M	8 3%	19 6% S	6 2%	7 5%	3 5% *	5 5% *	46 5%	2 1%

Net: Favourable	260 23%	128 23%	131 23%	86 27%	86 22%	88 20%	35 28% K	52 26%	43 24%	42 21%	29 17%	59 22%	87 29% OP	74 23%	42 18%	56 20%	56 20%	54 18%	69 27% RU	48 32% QRU	7 13% *	25 26% *	230 24%	30 18%
Net: Unfavourable	538 47%	293 53% C	245 42%	114 36%	175 46% D	248 58% DE	32 25%	83 42% G	70 38% G	105 52% GI	95 56% GHI	153 59% GHI	140 46%	148 47%	131 56% P	118 42%	134 49%	143 48%	120 46%	63 41%	25 45% *	52 53% *	445 46%	93 55%
Mean	-0.47	-0.58	-0.37 B	-0.19 EF	-0.45 F	-0.68	-0.01 UKL	-0.30 KL	-0.31 KL	-0.57	-0.69	-0.67	-0.37 O	-0.42	-0.67	-0.47	-0.54	-0.58	-0.37	-0.28 R	-0.55 *	-0.48 *	-0.45	-0.62

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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
Unweighted base	1134	687	326	121	487	647	690	444	315	342	94	156	521	404	320	605	354	574	229	535	204	670	
Weighted base	1134	698	307	129	349	785	691	443	324	319	88	167	472	456	290	635	375	538	208	554	234	621	
Very favourable (2)	68 6%	49 7%	12 4%	6 5% *	26 8%	41 5%	39 6%	29 7%	6 2%	18 6%	29 33% IL*	7 4%	46 10% N	11 3%	26 9% P	27 4%	18 5%	40 7%	53 26% T	9 2%	11 5%	43 7%	
Fairly favourable (1)	192 17%	116 17%	54 18%	22 17% *	84 24% F	107 14%	114 17%	77 17%	45 14%	67 21% IL	35 40% IL*	18 11%	130 28% N	30 7%	71 24% P	83 13%	48 13%	124 23% Q	103 50% T	17 3%	23 10%	144 23% U	
Neither favourable nor unfavourable (0)	288 25%	169 24%	91 30%	29 22% *	78 22%	210 27%	194 28% H	94 21%	68 21%	92 29% IK	11 13% *	40 24%	132 28% N	87 19%	84 29% P	126 20%	73 19%	133 25% Q	136 13% T	68 12%	41 17%	153 25%	
Fairly unfavourable (-1)	234 21%	142 20%	63 21%	29 23% *	77 22%	157 20%	141 20%	93 21%	82 25% K	68 21% K	9 10% *	42 25% K	97 20%	112 25%	51 18%	153 24% O	87 23%	117 22%	20 10%	170 31% S	43 18%	144 23%	
Very unfavourable (-2)	303 27%	202 29% C	58 19%	43 33% C*	72 20%	232 30% E	177 26%	126 29%	123 38% JK	68 21% K	4 4% *	58 35% JK	59 12%	212 47% M	52 18%	238 37% O	147 39% R	110 20%	4 2%	287 52% S	114 49% V	129 21%	
Don't know	48 4%	21 3%	28 9% BD	- - *	11 3%	37 5%	25 4%	23 5%	- - *	7 2% I	* * *	2 1%	9 2%	4 1%	6 2%	8 1%	2 *	14 3% Q	1 *	3 1%	2 1%	9 1%	
Net: Favourable	260 23%	165 24%	67 22%	28 22% *	111 32% F	149 19%	153 22%	106 24%	51 16%	84 26% IL	64 72% IL*	25 15%	176 37% N	41 9%	97 33% P	110 17%	66 18%	164 30% Q	156 75% T	26 5%	34 15%	187 30% U	
Net: Unfavourable	538 47%	344 49% C	122 40%	72 56% C*	149 43% E	389 50% E	318 46%	220 50%	205 63% JK	136 43% K	13 15% *	100 60% JK	156 33%	324 71% M	103 36%	391 62% O	234 63% R	227 42%	24 12%	457 82% S	157 67% V	272 44%	
Mean	-0.47	-0.49	-0.36	-0.63 *	-0.25 F	-0.58	-0.45	-0.50	-0.84	-0.33 IL	0.86 IL*	-0.76	0.02 N	-1.07	-0.11 P	-0.78	-0.80	-0.26 Q	0.88 T	-1.29	-0.98	-0.28 U	

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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 Conservative Party (A)	The Labour Party (B)	The Brexit Party (C)	The Liberal Democrats (D)
Unweighted base	1134	1134	1134	1134
Weighted base	1134	1134	1134	1134
A very good campaign (2)	65 6% CD	96 8% ACD	39 3%	39 3%
A fairly good campaign (1)	261 23% BCD	204 18% CD	141 12%	168 15%
A neither good nor bad campaign (0)	323 28% B	244 22%	299 B	324 29% B
A fairly bad campaign (-1)	214 19%	281 25% A	254 22% A	280 25% A
A very bad campaign (-2)	181 16%	216 19%	266 23% ABD	211 19%
Don't know	91 8%	93 8%	135 12% ABD	112 10% AB

Net: Good campaign	326 29% CD	300 26% CD	180 16%	207 18%
Net: Bad campaign	395 35%	497 44% A	520 46% A	491 43% A
Mean	-0.18 CD	-0.30 CD	-0.57	-0.45 C

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 Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456
A very good campaign (2)	65 6%	41 7%	25 4%	13 4%	20 5%	31 7%	4 3%	9 5%	11 6%	10 5%	8 5%	23 9%	23 8%	13 4%	18 8%	12 4%	14 5%	17 6%	17 7%	12 8%	1 2%	3 3%	59 6%	6 3%	49 7%	7 2%	10 8%	13 4%	52 7%	31 4%	34 8%	42 13%	10 3%	2 2%	6 4%	15 3%	45 10%
A fairly good campaign (1)	261 23%	144 26%	117 20%	65 20%	77 20%	119 28%	23 18%	42 22%	42 23%	34 17%	41 24%	78 30%	68 22%	74 23%	46 20%	73 26%	62 23%	71 24%	60 23%	34 22%	14 26%	20 21%	206 21%	55 33%	161 23%	62 20%	37 29%	66 19%	195 25%	152 22%	109 25%	127 39%	58 18%	9 10%	41 24%	79 17%	144 32%
A neither good nor bad campaign (0)	323 28%	151 27%	171 30%	83 26%	109 28%	131 30%	30 24%	53 27%	43 24%	66 33%	48 28%	83 32%	84 28%	93 29%	82 35%	64 23%	77 28%	80 27%	83 32%	46 30%	15 21%	21 28%	271 28%	52 30%	207 30%	89 29%	27 21%	102 29%	221 28%	128 29%	102 31%	65 20%	30 34%	50 30%	123 26%	145 32%	
A fairly bad campaign (-1)	214 19%	100 18%	114 20%	60 19%	80 21%	73 17%	26 21%	34 18%	37 21%	43 21%	42 25%	32 12%	62 20%	66 21%	36 16%	50 18%	57 21%	57 19%	47 18%	26 17%	8 15%	18 18%	188 19%	26 15%	118 17%	60 19%	36 28%	81 23%	132 17%	145 21%	69 16%	37 12%	83 26%	29 33%	29 17%	123 26%	57 13%
A very bad campaign (-2)	181 16%	93 17%	89 15%	64 20%	62 16%	55 13%	24 20%	39 20%	27 15%	35 17%	18 11%	38 14%	50 17%	54 17%	31 13%	46 16%	49 18%	39 13%	42 16%	23 15%	5 9%	23 23%	163 17%	18 11%	115 16%	51 17%	15 12%	73 21%	108 14%	115 17%	67 15%	8 3%	91 29%	16 18%	34 20%	111 23%	41 9%
Don't know	91 8%	25 5%	65 11%	35 11%	35 9%	21 5%	18 14%	17 9%	22 12%	14 7%	13 8%	8 3%	18 6%	17 5%	20 8%	36 13%	14 5%	31 10%	9 4%	12 8%	12 21%	14 14%	78 8%	13 8%	49 7%	38 12%	4 3%	15 4%	76 10%	55 8%	36 8%	8 2%	13 4%	2 2%	8 5%	21 4%	22 5%
Net: Good campaign	326 29%	185 33%	141 24%	78 24%	97 25%	151 35%	27 22%	51 26%	53 29%	44 22%	49 29%	101 39%	91 30%	86 27%	64 27%	85 30%	76 28%	88 30%	78 30%	46 30%	15 27%	24 24%	265 27%	61 36%	210 30%	69 23%	47 36%	79 23%	247 32%	183 26%	143 32%	169 52%	68 21%	10 12%	47 28%	94 20%	189 42%
Net: Bad campaign	395 35%	192 35%	203 35%	124 39%	142 37%	129 30%	50 40%	74 38%	64 35%	78 39%	59 35%	69 27%	112 37%	120 38%	68 29%	96 34%	106 39%	96 35%	90 32%	50 32%	13 24%	40 41%	351 36%	44 26%	232 33%	111 36%	52 40%	154 44%	241 31%	259 38%	136 31%	46 14%	174 54%	45 51%	63 38%	234 49%	99 22%
Mean	-0.18	-0.11	-0.24	-0.34	-0.25	-0.01	-0.41	-0.30	-0.17	-0.32	-0.13	0.07	-0.17	-0.25	-0.08	-0.19	-0.25	-0.11	-0.15	-0.11	-0.06	-0.42	-0.21	0.03	-0.14	-0.32	-0.08	-0.40	-0.07	-0.25	-0.06	0.50	-0.61	-0.57	-0.28	-0.52	0.22

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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016		
	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	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456
A very good campaign (2)	96 8%	38 7%	58 10%	62 EF	24 F	10 2%	31 UKL	14 UKL	10 KL	3 5%	6 2%	25 2%	27 O	37 O	7 3%	37 MO	28 V	24 8%	21 8%	16 V	5 *	3 *	89 X	6 4%	54 8%	39 Ya	3 3%	33 9%	63 8%	65 9%	31 7%	4 1%	68 fhi	5 f*	8 f	58 k	21 5%
A fairly good campaign (1)	204 18%	89 16%	116 20%	85 EF	66 17%	53 12%	34 UKL	51 JKL	37 L	29 25%	27 16%	26 10%	55 O	66 O	23 O	60 O	53 19%	50 17%	50 19%	30 19%	9 16%	12 *	179 19%	25 15%	117 17%	64 21%	23 *	77 c	127 16%	127 18%	77 17%	25 8%	106 fhi	17 f*	28 f	119 k	49 11%
A neither good nor bad campaign (0)	244 22%	119 21%	125 22%	70 22%	90 23%	85 20%	28 23%	41 21%	45 25%	44 22%	30 18%	55 21%	68 22%	66 21%	25 19%	52 19%	67 21%	54 21%	41 27%	10 17%	12 18%	17 *	206 21%	38 23%	144 21%	72 23%	28 *	84 24%	160 20%	156 23%	88 20%	64 20%	62 20%	27 31%	29 18%	105 22%	88 19%
A fairly bad campaign (-1)	281 25%	154 28%	127 22%	42 13%	96 25%	143 33%	13 10%	29 15%	39 22%	57 28%	56 33%	87 33%	74 24%	83 26%	72 31%	52 18%	77 28%	62 21%	65 25%	37 24%	12 21%	28 29%	234 24%	47 27%	191 27%	56 18%	35 27%	86 25%	195 25%	164 24%	117 26%	114 35%	45 14%	29 e*	52 31%	118 25%	133 29%
A very bad campaign (-2)	216 19%	126 23%	91 16%	28 9%	71 19%	117 27%	2 2%	26 13%	25 14%	46 23%	40 30%	78 30%	64 21%	55 17%	53 23%	44 16%	43 16%	62 21%	62 24%	17 11%	9 17%	23 23%	177 18%	40 23%	144 21%	39 13%	33 26%	55 16%	161 21%	123 18%	94 21%	108 33%	27 8%	8 9%	41 gh	49 10%	142 31%
Don't know	93 8%	29 5%	64 11%	34 11%	36 9%	22 5%	17 14%	17 9%	22 12%	14 7%	14 8%	9 3%	18 6%	18 6%	20 8%	37 13%	14 5%	32 11%	8 3%	13 8%	12 15%	15 OS*	79 8%	14 8%	48 7%	39 13%	6 5%	14 4%	79 10%	56 8%	37 8%	10 3%	11 3%	2 2%	9 5%	22 5%	22 5%
Net: Good campaign	300 26%	126 23%	174 30%	147 46%	90 24%	63 15%	65 UKL	82 UKL	51 KL	39 19%	30 18%	33 13%	80 O	93 O	30 13%	96 MO	81 V	74 25%	71 27%	46 30%	14 24%	15 15%	269 28%	31 18%	171 24%	103 33%	27 21%	111 32%	189 24%	193 28%	107 24%	29 9%	174 54%	22 25%	35 21%	178 38%	70 15%
Net: Bad campaign	497 44%	280 50%	217 37%	69 22%	167 44%	260 60%	15 12%	54 28%	64 35%	103 51%	95 56%	165 63%	138 45%	138 44%	125 54%	96 34%	120 44%	123 42%	127 49%	54 35%	21 37%	51 52%	411 43%	86 51%	335 48%	94 31%	68 53%	141 40%	356 45%	287 41%	211 48%	222 68%	72 23%	37 42%	93 56%	168 36%	275 60%
Mean	-0.30	-0.46	-0.15	0.39	-0.36	-0.75	0.73	0.19	-0.15	-0.54	-0.65	-0.81	-0.34	-0.25	-0.66	-0.03	-0.21	-0.33	-0.39	-0.07	-0.27	-0.68	-0.26	-0.56	-0.39	0.03	-0.58	-0.16	-0.38	-0.24	-0.41	-0.95	0.46	-0.21	-0.58	0.04	-0.75

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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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)		
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404		
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456		
A very good campaign (2)	39 3%	26 5% c	13 2%	13 4%	10 3%	16 4%	3 2%	11 5%	8 4%	2 1%	8 5%	8 3%	10 3%	9 3%	4 2%	16 6%	12 5%	6 2%	10 4%	7 4%	2 *	2 *	34 4%	5 3%	29 4%	7 2%	3 2%	6 2%	33 4%	27 4%	12 3%	14 4%	7 2%	3 3%	14 8%	7 1%	29 6%		
A fairly good campaign (1)	141 12%	75 14%	66 11%	47 15%	44 11%	50 12%	18 14%	30 15%	24 13%	20 10%	20 12%	30 12%	37 12%	20 6%	35 15%	49 17%	43 16%	30 10%	30 12%	23 15%	7 13%	9 9%	126 13%	15 9%	94 13%	27 9%	21 16%	23 7%	118 15%	91 13%	51 11%	45 14%	41 13%	5 6%	32 19%	31 7%	89 19%		
A neither good nor bad campaign (0)	299 26%	141 26%	158 27%	82 26%	98 26%	119 28%	26 21%	56 29%	47 26%	51 25%	43 25%	76 29%	91 24%	69 29%	67 30%	67 24%	25% 30%	30% 33%	86 33%	32 21%	8 14%	19 19%	242 25%	57 33%	194 28%	75 24%	30 23%	83 24%	216 28%	171 25%	128 29%	127 39%	57 18%	73 15%	25 39%	37 23%	119 18%	88 36%	
A fairly bad campaign (-1)	254 22%	123 22%	131 23%	60 19%	78 20%	115 27%	26 21%	34 17%	33 18%	46 23%	42 25%	73 28%	63 21%	77 24%	59 25%	55 19%	70 26%	70 24%	54 21%	29 19%	11 19%	21 22%	220 23%	34 20%	157 23%	65 21%	31 24%	83 24%	171 22%	154 22%	99 22%	67 21%	73 23%	25 28%	37 22%	119 25%	88 19%		
A very bad campaign (-2)	266 23%	146 26% c	120 21%	73 23%	100 26%	93 22%	32 26%	41 21%	39 21%	61 30%	40 24%	53 20%	92 30%	84 27%	41 18%	48 17%	57 21%	57 19%	67 26%	42 28%	14 25%	28 29%	227 24%	39 23%	161 23%	74 24%	31 24%	124 35%	142 18%	169 24%	97 22%	46 14%	121 38%	32 36%	34 20%	184 39%	53 12%		
Don't know	135 12%	42 8%	93 16% B	45 14% F	53 14% F	37 9%	21 17% L	24 12% L	32 17% L	22 11%	17 10%	21 8%	30 10%	34 11%	25 11%	46 16% M	22 8%	45 15% OS	14 5%	21 14% S	14 24% OS*	20 20% OS*	115 12%	20 12%	63 9%	58 19%	13 10%	30 9%	105 13% b	78 11%	57 13%	25 8%	20 6%	9 10% *	11 6% *	46 10% *	33 7% *		
Net: Good campaign	180 16%	101 18%	79 14%	61 19%	54 14%	66 15%	20 16%	40 21%	32 17%	22 11%	28 16%	38 15%	47 15% N	29 9%	39 17% N	65 23% MN	56 20% R	36 12%	40 15%	30 19%	9 17% *	10 11% *	160 17% z	20 12%	123 18% z	34 11%	24 18% *	29 8% b	151 19% b	118 17%	62 14%	59 18%	49 15%	8 9% *	46 28% fgh	38 8% j	118 26% j		
Net: Bad campaign	520 46%	269 49%	251 43%	133 42%	178 47%	208 48%	58 47%	75 38%	72 39%	107 53% HI	82 49%	126 48%	155 51% P	162 51% P	100 43% P	103 37% P	127 47% V	127 43%	121 46%	71 46%	25 45% *	49 50% *	447 46%	73 43%	318 46%	140 46%	62 48% *	207 59% c	313 40%	323 47%	196 44%	113 35%	194 61% fi	57 65% fi*	71 43% fi*	303 64% k	141 31% k		
Mean	-0.57	-0.56	-0.57	-0.48	-0.65	-0.56	-0.65 *	-0.38 j	-0.47 j	-0.80	-0.57 *	-0.55 j	-0.70	-0.74	-0.47 N*	-0.29 MN	-0.46 V	-0.57	-0.56	-0.58 *	-0.64 **	-0.83 *	-0.56	-0.58	-0.51	-0.70	-0.57 *	-0.92	-0.40 b	-0.57	-0.57	-0.29 gh	-0.87	-0.99 *	-0.29 gh	-1.04	-0.11 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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online 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 online 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)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404	
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456	
A very good campaign (2)	39 3%	24 4%	15 3%	21 7%	10 3%	7 2%	6 5%	15 8%	8 4%	2 1%	- -	7 3%	11 4%	10 3%	5 2%	13 5%	7 2%	8 3%	11 4%	12 4%	8 3%	1 4%	- *	38 *	1 4%	27 3%	11 3%	1 4%	15 4%	24 3%	27 4%	12 3%	3 1%	17 5%	12 14%	3 2%	19 4%	7 1%
A fairly good campaign (1)	168 15%	81 15%	87 15%	60 19%	54 14%	54 12%	23 18%	38 19%	33 18%	21 11%	17 10%	37 14%	39 13%	53 17%	25 11%	50 18%	40 15%	33 11%	43 16%	27 18%	8 14%	17 17%	151 16%	17 10%	102 16%	48 16%	18 14%	57 16%	111 15%	103 15%	66 15%	34 11%	56 18%	27 31%	25 15%	96 20%	40 9%	
A neither good nor bad campaign (0)	324 29%	144 26%	180 31%	103 32%	118 31%	104 24%	41 33%	61 31%	57 31%	61 30%	53 31%	51 19%	94 31%	93 30%	59 25%	78 28%	68 25%	82 28%	87 34%	45 29%	13 24%	29 30%	271 28%	53 31%	200 29%	90 29%	34 27%	104 30%	220 28%	213 31%	111 25%	89 27%	103 32%	29 33%	36 22%	163 35%	106 23%	
A fairly bad campaign (-1)	280 25%	148 27%	132 23%	55 17%	96 25%	129 30%	23 18%	32 17%	34 19%	62 31%	44 26%	85 33%	76 25%	90 29%	74 32%	40 14%	96 35%	74 25%	52 20%	31 20%	11 19%	17 18%	224 23%	56 33%	166 24%	74 24%	41 31%	94 27%	186 24%	164 24%	116 26%	104 32%	71 22%	12 14%	48 29%	110 23%	141 31%	
A very bad campaign (-2)	211 19%	124 22%	88 15%	40 13%	64 17%	107 25%	12 10%	28 14%	22 12%	43 21%	38 22%	69 26%	62 20%	44 14%	47 20%	58 21%	44 16%	59 20%	55 21%	23 15%	11 19%	20 21%	183 19%	29 17%	148 21%	36 12%	27 21%	60 17%	152 19%	117 17%	94 21%	77 24%	60 19%	6 7%	42 25%	56 12%	132 29%	
Don't know	112 10%	33 6%	78 14%	41 13%	39 10%	31 7%	20 16%	21 11%	27 15%	12 6%	18 10%	13 5%	21 7%	25 8%	24 10%	42 15%	18 6%	40 14%	13 5%	14 9%	12 15%	15 15%	97 10%	14 8%	56 8%	48 16%	8 6%	19 5%	92 12%	67 10%	45 10%	16 5%	13 4%	2 2%	12 7%	28 6%	30 7%	
Net: Good campaign	207 18%	105 19%	102 18%	81 25%	65 17%	61 14%	29 23%	53 27%	41 23%	24 12%	17 10%	44 17%	50 20%	63 13%	30 23%	63 23%	46 17%	41 14%	54 21%	40 26%	9 16%	17 17%	189 20%	18 11%	128 18%	59 19%	20 15%	72 21%	135 17%	130 19%	77 17%	37 11%	73 23%	40 45%	28 17%	115 24%	47 10%	
Net: Bad campaign	491 43%	272 49%	220 38%	95 30%	161 42%	236 55%	35 28%	60 31%	56 31%	104 52%	82 49%	154 59%	139 46%	134 43%	121 52%	98 35%	140 52%	132 45%	106 41%	54 35%	21 38%	38 38%	407 42%	84 50%	314 45%	110 36%	67 52%	154 44%	338 43%	281 41%	211 48%	181 56%	131 41%	18 20%	91 54%	167 35%	273 60%	
Mean	-0.45	-0.51	-0.38	-0.12	-0.44	-0.69	-0.12	-0.12	-0.18	-0.64	-0.68	-0.69	-0.49	-0.36	-0.63	-0.33	-0.52	-0.56	-0.39	-0.18	-0.49	-0.49	-0.42	-0.60	-0.48	-0.30	-0.60	-0.38	-0.48	-0.39	-0.54	-0.71	-0.33	0.32	-0.66	-0.20	-0.82	

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(*)

Ipsos MORI Campaign Tracker - Wave 5

Public

6-9 December 2019

Adults aged 18+ online in GB

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

All Adults online 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)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1134	576	558	363	396	375	161	202	192	204	150	225	464	318	118	234	266	293	267	154	55	99	962	172	687	326	121	487	647	690	444	315	342	94	156	521	404	
Weighted base	1134	554	580	320	383	431	125	195	182	201	169	261	304	316	234	281	272	296	260	153	56	98	964	170	698	307	129	349	785	691	443	324	319	88	167	472	456	
A Conservative majority government	345 30%	212 38%	133 23%	61 19%	119 31%	165 38%	16 12%	45 23%	55 30%	64 32%	60 36%	105 40%	114 38%	101 32%	76 33%	55 24%	92 23%	81 29%	80 32%	44 26%	16 21%	32 30%	275 29%	70 41%	224 32%	79 26%	42 32%	114 33%	231 29%	214 31%	131 30%	177 55%	63 20%	18 21%	46 28%	114 24%	202 44%	
A hung parliament with the Conservatives as the biggest party	322 28%	151 27%	171 30%	46 14%	116 30%	160 37%	16 13%	30 15%	48 27%	68 34%	62 37%	97 37%	97 32%	104 33%	55 24%	65 23%	77 29%	82 28%	82 32%	39 26%	12 21%	29 30%	279 29%	43 25%	205 24%	74 24%	43 33%	112 32%	210 27%	183 27%	139 31%	102 31%	79 25%	38 43%	53 32%	158 33%	125 27%	
A Labour majority government	139 12%	57 10%	81 14%	98 31%	33 9%	7 2%	49 39%	49 25%	21 12%	12 6%	3 2%	4 1%	28 9%	34 11%	23 10%	53 19%	37 14%	27 9%	32 12%	23 15%	23 14%	8 12%	129 25%	9 5%	77 11%	53 17%	8 7%	34 10%	104 13%	97 14%	42 9%	3 1%	90 28%	7 8%	20 12%	68 14%	40 9%	
A hung parliament with Labour as the biggest party	114 10%	53 9%	61 11%	44 14%	38 10%	32 8%	18 14%	26 13%	18 10%	20 10%	14 8%	18 7%	27 9%	32 10%	26 11%	29 10%	21 8%	29 10%	23 9%	18 12%	11 19%	12 12%	100 10%	14 8%	60 9%	38 12%	16 12%	44 12%	70 9%	77 11%	37 8%	7 2%	54 17%	8 9%	30 18%	70 15%	24 5%	
A Liberal Democrat majority	5 *	2 *	3 1%	3 1%	1 *	2 1%	1 1%	1 1%	- *	2 1%	- -	1 -	* *	2 1%	2 1%	3 1%	2 1%	- -	- -	1 2%	- *	5 1%	- -	4 1%	1 *	- -	1 *	4 1%	3 *	3 1%	- -	4 1%	2 2%	- -	2 1%	4 1%	1 1%	1 1%
A Brexit Party majority	3 *	1 *	2 *	1 *	- -	2 1%	- -	1 *	- -	- -	1 1%	1 1%	1 *	1 *	- -	1 1%	2 1%	1 *	- -	- -	- -	- -	3 *	- -	2 *	- -	1 1%	1 *	2 *	2 *	1 *	- -	1 1%	1 1%	1 1%	1 1%	2 1%	
A hung parliament with the Brexit Party as the biggest party	1 *	- -	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -
A hung parliament with the Liberal Democrats as the biggest party	* *	- -	* *	- -	- -	* *	- -	- -	- -	- *	- -	* *	* *	- -	- -	- -	- *	- -	- -	- *	- -	- -	- *	* *	- -	- -	- *	- -	- *	- *	* *	* *	- -	- -	- -	- -	* *	- -
Other	11 1%	5 1%	6 1%	5 1%	5 1%	2 *	* *	4 2%	2 1%	3 2%	2 1%	- -	2 1%	- -	5 2%	4 1%	4 1%	3 1%	3 1%	1 1%	- -	- -	11 1%	- -	3 *	7 2%	2 1%	3 1%	8 1%	9 1%	2 *	- -	1 *	1 1%	6 3%	5 1%	2 *	
Don't know	193 17%	73 13%	120 21%	62 19%	71 19%	60 14%	23 18%	39 20%	37 20%	35 17%	24 14%	36 14%	33 11%	44 14%	46 20%	70 25%	36 13%	28 14%	28 18%	9 16%	13 13%	159 17%	34 20%	121 17%	54 18%	17 14%	40 12%	153 19%	105 15%	88 20%	35 11%	28 9%	13 15%	11 6%	53 11%	59 13%		

Net: Hung Parliament	437 39%	203 37%	234 40%	91 28%	154 40%	192 45%	35 28%	56 29%	66 36%	88 43%	77 45%	115 44%	125 41%	135 43%	81 35%	96 34%	99 36%	112 38%	106 41%	57 37%	22 40%	41 42%	381 39%	57 33%	266 38%	112 37%	59 45%	156 45%	281 36%	261 38%	176 40%	109 34%	133 42%	46 52%	83 50%	228 48%	148 33%
Net: Labour as the largest party	252 22%	110 20%	143 25%	142 44%	71 19%	39 9%	67 53%	75 39%	39 22%	32 16%	18 10%	21 8%	55 18%	66 21%	49 21%	82 29%	58 21%	56 21%	41 27%	41 33%	19 24%	24 24%	230 24%	23 13%	137 20%	91 30%	24 19%	78 22%	175 22%	174 25%	79 18%	10 3%	144 45%	15 17%	50 30%	138 29%	64 14%
Net: Conservative as the largest party	667 59%	363 65%	304 52%	107 33%	235 61%	325 75%	32 26%	75 38%	104 57%	132 65%	123 72%	202 77%	211 70%	204 65%	131 56%	120 43%	169 62%	163 55%	83 63%	28 54%	61 49%	555 62%	112 66%	430 62%	153 50%	84 65%	226 65%	441 56%	397 58%	270 61%	278 86%	142 44%	56 63%	99 59%	271 57%	327 72%	

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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 (*)