

Ipsos MORI Post-General Election Campaign Tracker Topline Results

19th December 2019

Fieldwork: 13th-16th December 2019

Technical Details

Ipsos MORI conducted online fieldwork amongst a representative sample of 1,138 adults aged 18+ across Great Britain. Interviews were conducted online: 13th- 16th December 2019. Data are weighted by region, social grade, age, working status, education and 2019 General Election vote to match the profile of the population.

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

Questions are asked of the total sample of n= 1,138 unless otherwise stated.

Q1 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
		%	%	%	%	%	%	%	%	±
Jeremy Corbyn	13-16 Dec	7	11	15	15	48	3	19	63	-44
	6-9 Dec	10	15	15	14	42	3	26	56	-30
	29 Nov -2 Dec	9	13	14	16	43	4	22	60	-38
	22-25 Nov	11	12	14	14	45	3	24	59	-35
	15-18 Nov	10	13	15	15	45	3	22	60	-38
	8-11 Nov	9	13	13	16	46	2	23	62	-39
Boris Johnson	13-16 Dec	15	22	20	10	31	3	37	41	-4
	6-9 Dec	12	21	16	12	35	3	33	47	-14
	29 Nov -2 Dec	14	19	16	15	32	4	33	47	-14
	22-25 Nov	11	23	17	14	33	3	33	47	-14
	15-18 Nov	13	22	16	13	32	3	36	45	-9
	8-11 Nov	15	22	17	12	32	3	36	44	-8

Jo Swinson	13-16 Dec	4	10	27	20	33	6	14	53	-39
	6-9 Dec	5	13	27	20	29	6	18	49	-31
	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	13-16 Dec	7	13	20	13	41	5	20	55	-35
	6-9 Dec	7	13	21	13	42	4	21	55	-34
	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	13-16 Dec	11	15	15	17	37	4	27	54	-27
	6-9 Dec	14	18	16	15	33	4	32	48	-16
	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	13-16 Dec	15	23	18	12	28	4	39	40	-1
	6-9 Dec	12	21	20	12	31	4	33	44	-11
	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	13-16 Dec	6	14	22	14	40	4	20	53	-33

	6-9 Dec	7	13	22	14	39	5	20	53	-33
	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	13-16 Dec	4	15	29	22	25	5	19	47	-28
	6-9 Dec	6	17	25	21	27	4	23	47	-24
	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

Q2 Does the result of the election make you feel...?

	%
Very positive about 2020	18
Fairly positive about 2020	23
Neither positive nor negative about 2020	21
Fairly negative about 2020	13
Very negative about 2020	23
Don't know	3
Positive	40
Negative	36

Q3 How likely or unlikely do you think it is that the new government will:

	Very likely %	Fairly likely %	Fairly unlikely %	Very unlikely %	Don't know %	Likely %	Unlikely %
Improve Britain's economy	18	30	22	20	9	49	43
Improve the NHS	14	30	24	24	8	44	49
Improve my own standard of living	7	21	35	25	11	29	60
Spend more on public services	12	35	26	19	9	46	45
Improve living standards for people on low-incomes	9	23	27	29	12	32	56
Take Britain out of the EU	48	32	7	5	7	81	12

Get a good deal for Britain's future relationship with the EU	14	29	24	22	12	43	45
Reduce crime	9	24	33	21	12	34	55
Reduce taxation	8	27	32	21	12	35	53%
Reduce social inequality	7	18	31	30	14	25	61
Reduce social divisions	6	17	33	30	14	23	63
Make Britons feel proud of their country	15	26	25	21	12	42	46

Q4 At what point during the election campaign did you make up your mind on how to vote?

	All who said they voted in GE2019 %	All Conservative voters %	All Labour voters %	All Lib Dem voters %
<i>Base</i>	991	389	355	117
More than six weeks before the election	45	57	41	19
Six weeks before the election	6	7	7	5
A month before the election	8	7	7	13
2-3 weeks before the election	15	11	14	26
During the final week of the campaign	11	8	12	18
The day before the election	4	2	3	10
On the day of the election	9	5	14	8
Don't know	2	3	2	1

Q5 How much do you think that each, of the following statements applies or does not apply to the Prime Minister Boris Johnson?

	Does apply %	Does not apply %	Don't know %
He has a lot of personality	62	29	10
He understands the problems facing Britain	45	41	14
He is a capable leader	42	41	16
He is going to make the country a better place	39	43	18
He is in touch with ordinary people	30	54	17
He is a Prime Minister I am proud of	27	53	20
He is an honest person	22	54	24