

IPSOS MORI

How the voters voted in the 2019 election

DECEMBER 2019

Ipsos MORI



VOTING INTENTION

POLLING
STATION

WAY IN

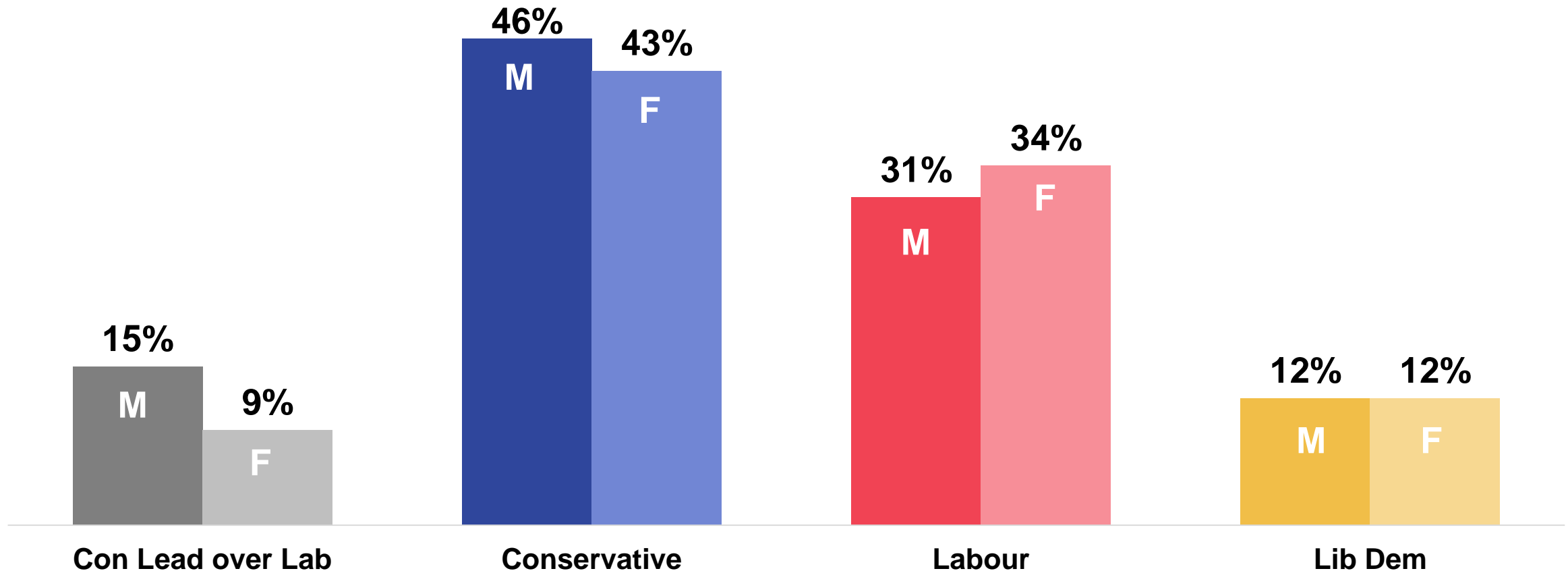
WAY IN

Ipsos MORI



Voting by Gender

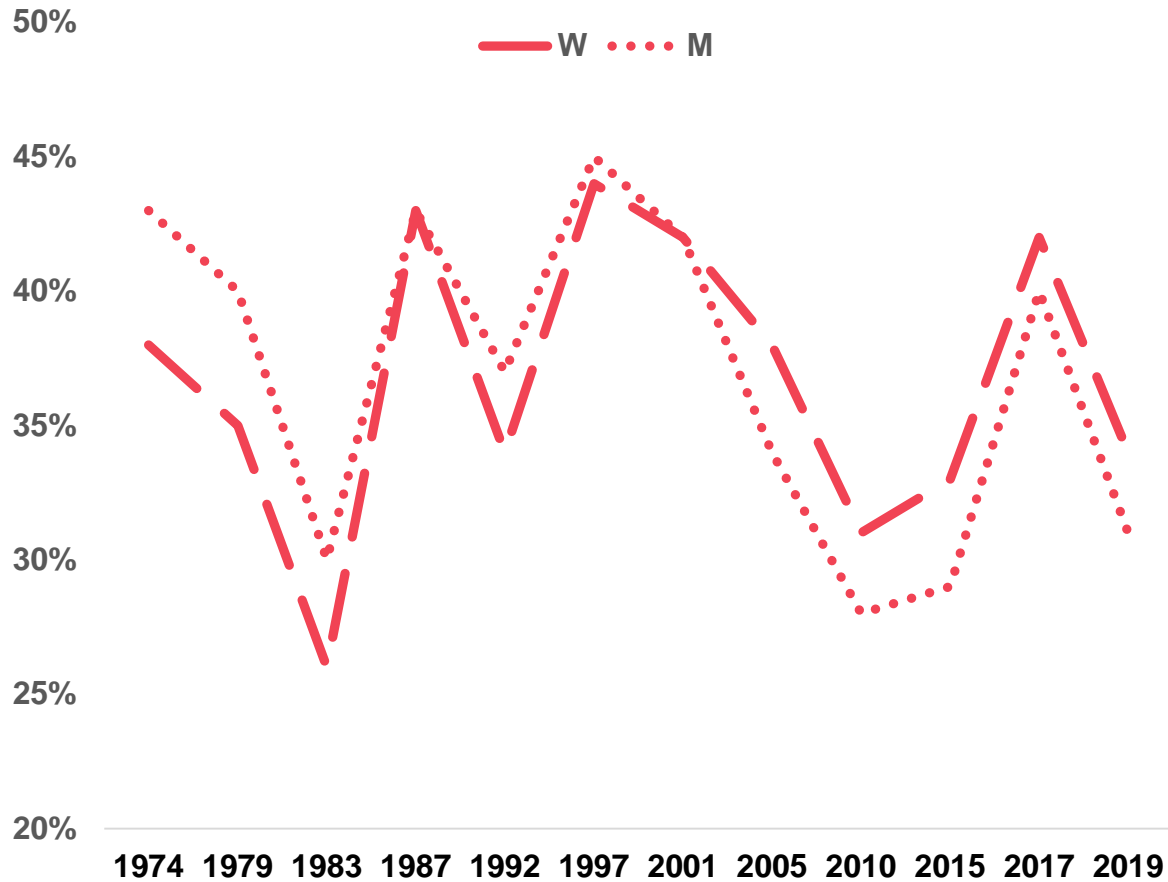
Women were slightly more likely than men to vote Labour and slightly less likely to vote Conservative, but there was no gender difference in voting Lib Dem



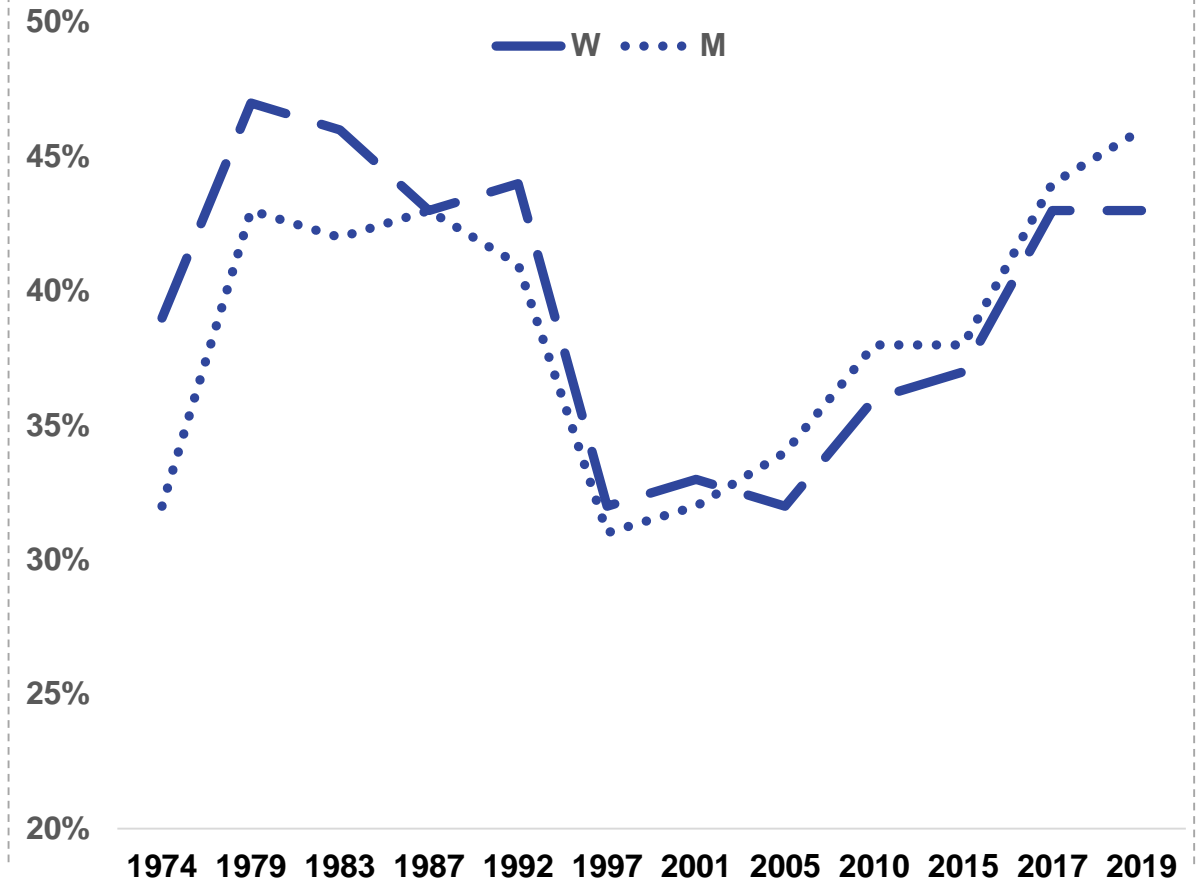
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Gender difference in voting over time

% Women voting Labour and % of Men voting Labour



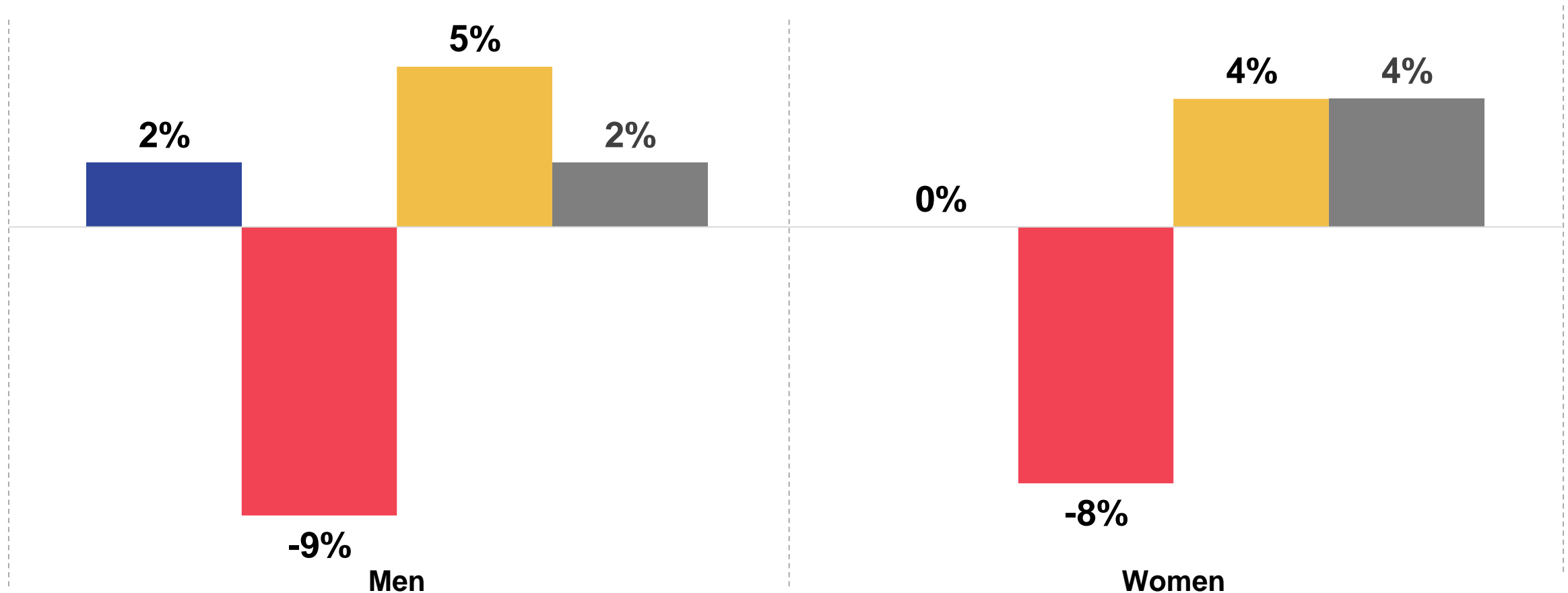
% of Women voting Conservative and % of Men voting Conservative



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Change in Vote Share by Gender

Labour's vote share fell roughly the same amount among men and women

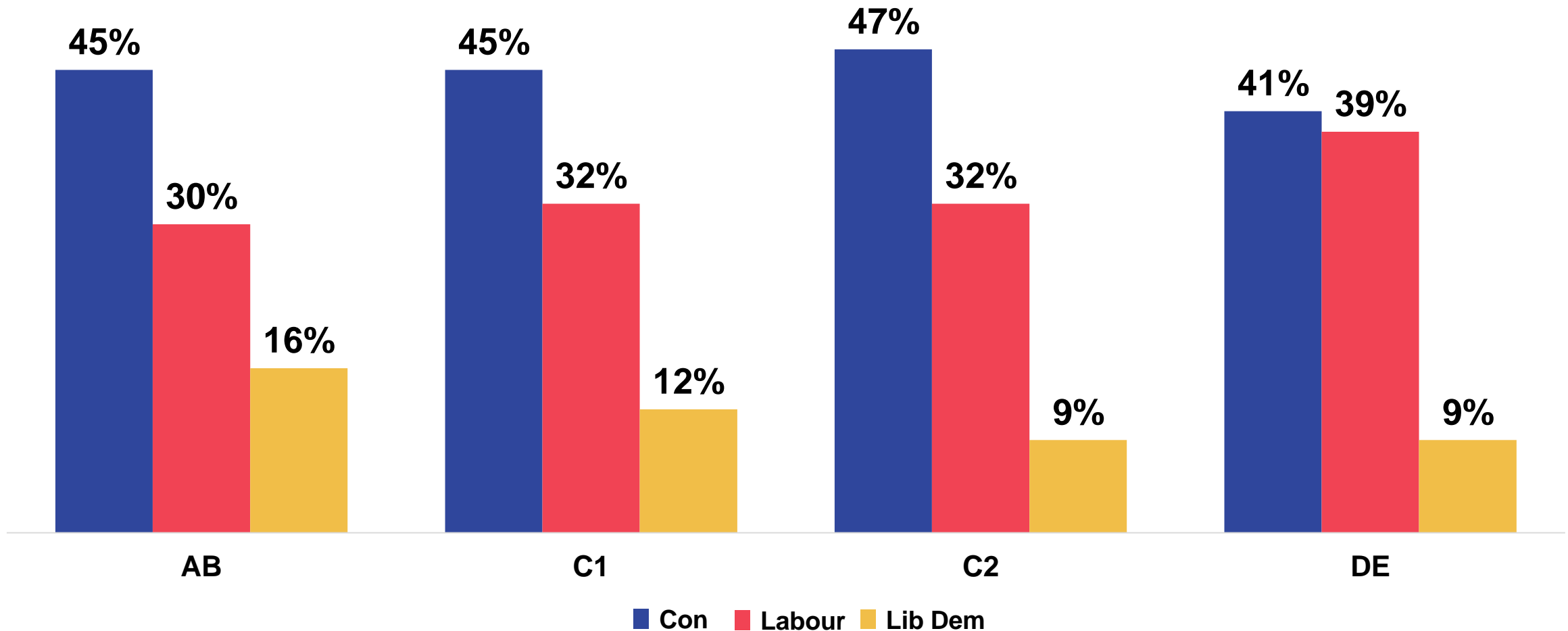


■ Con ■ Labour ■ Lib Dem ■ Other

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Voting by Social Class

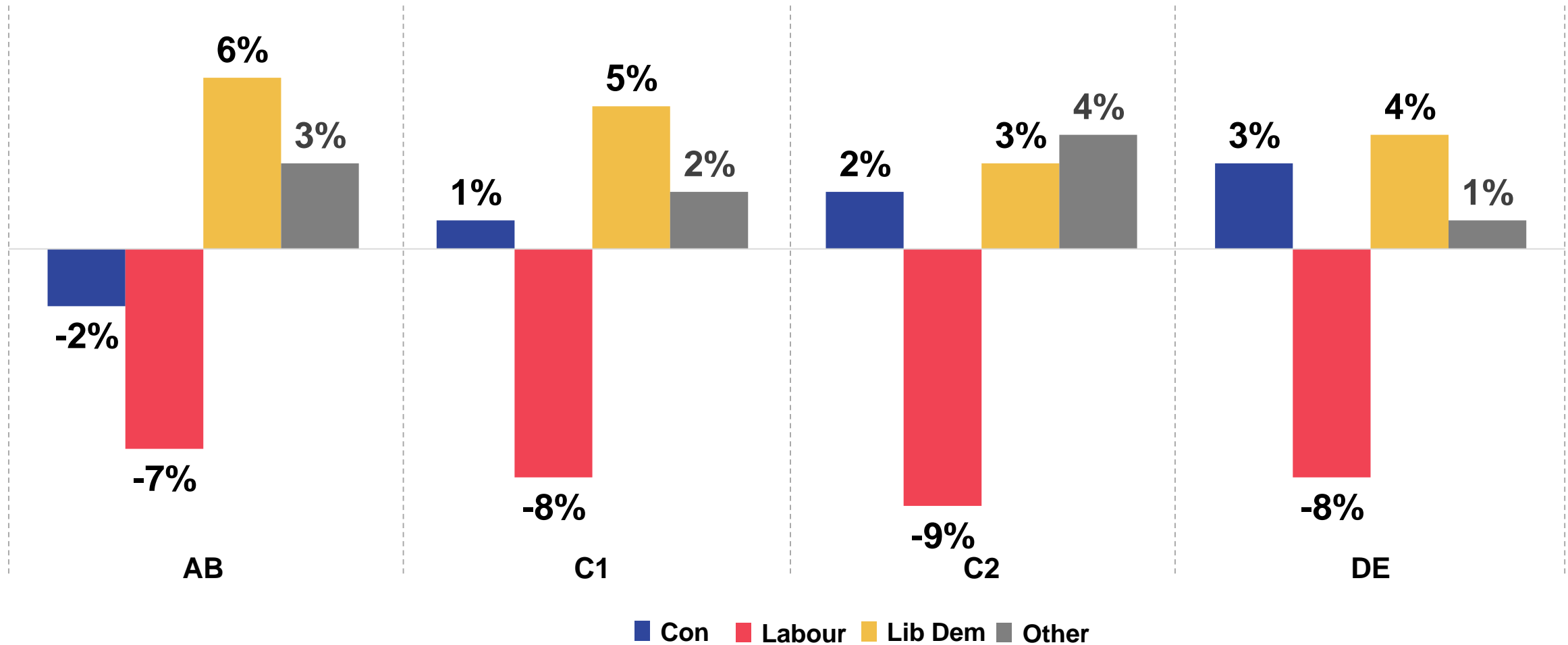
The Conservative vote varied less by social class than in the past, while Labour did best among social class DE and the Lib Dems best among ABs



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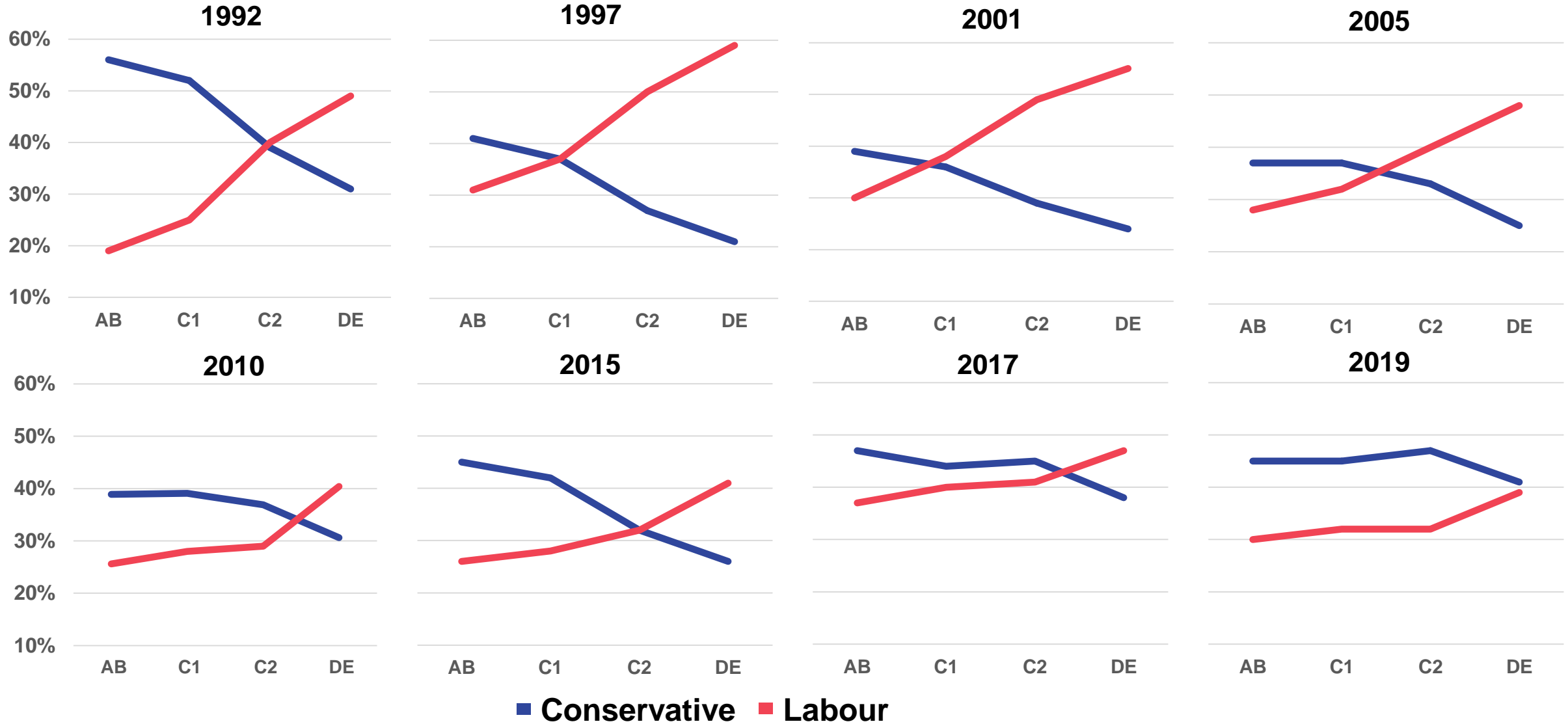
Change in Vote Share by Social Class

Labour lost support among all classes



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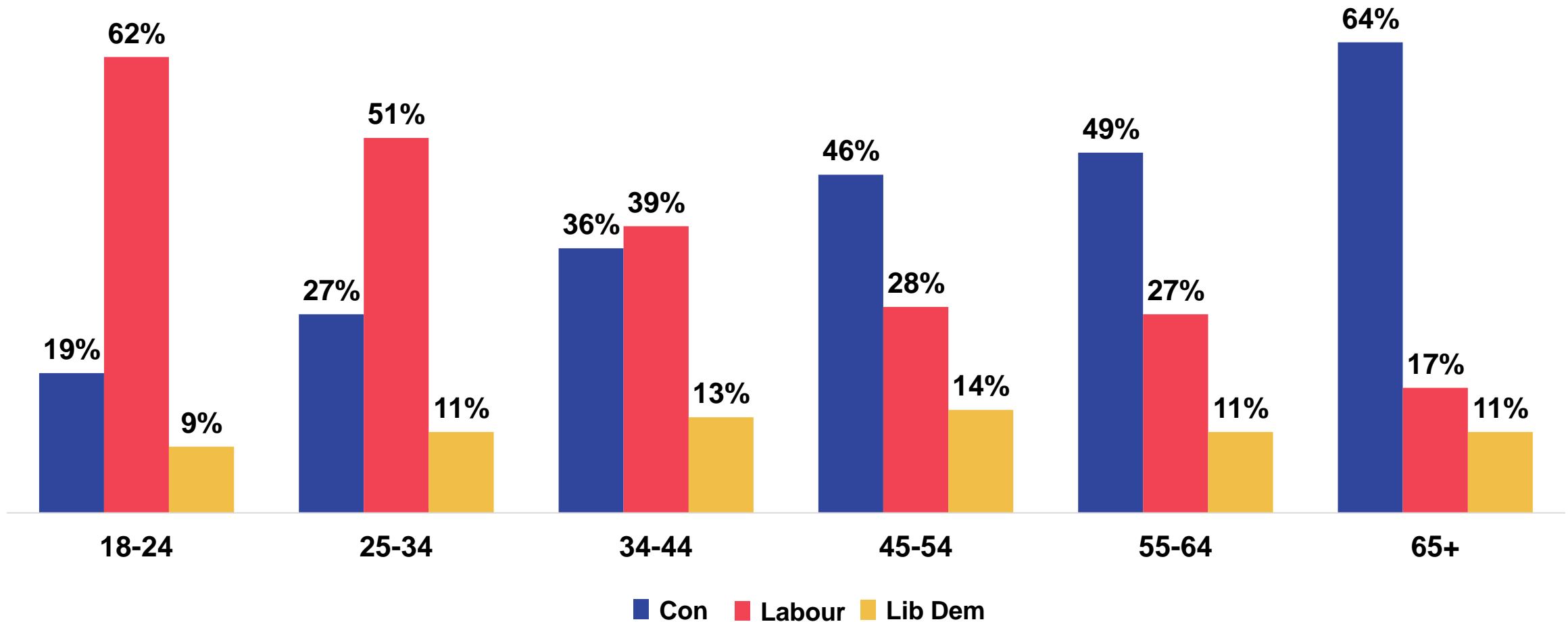
Vote by social class over time



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Voting by Age

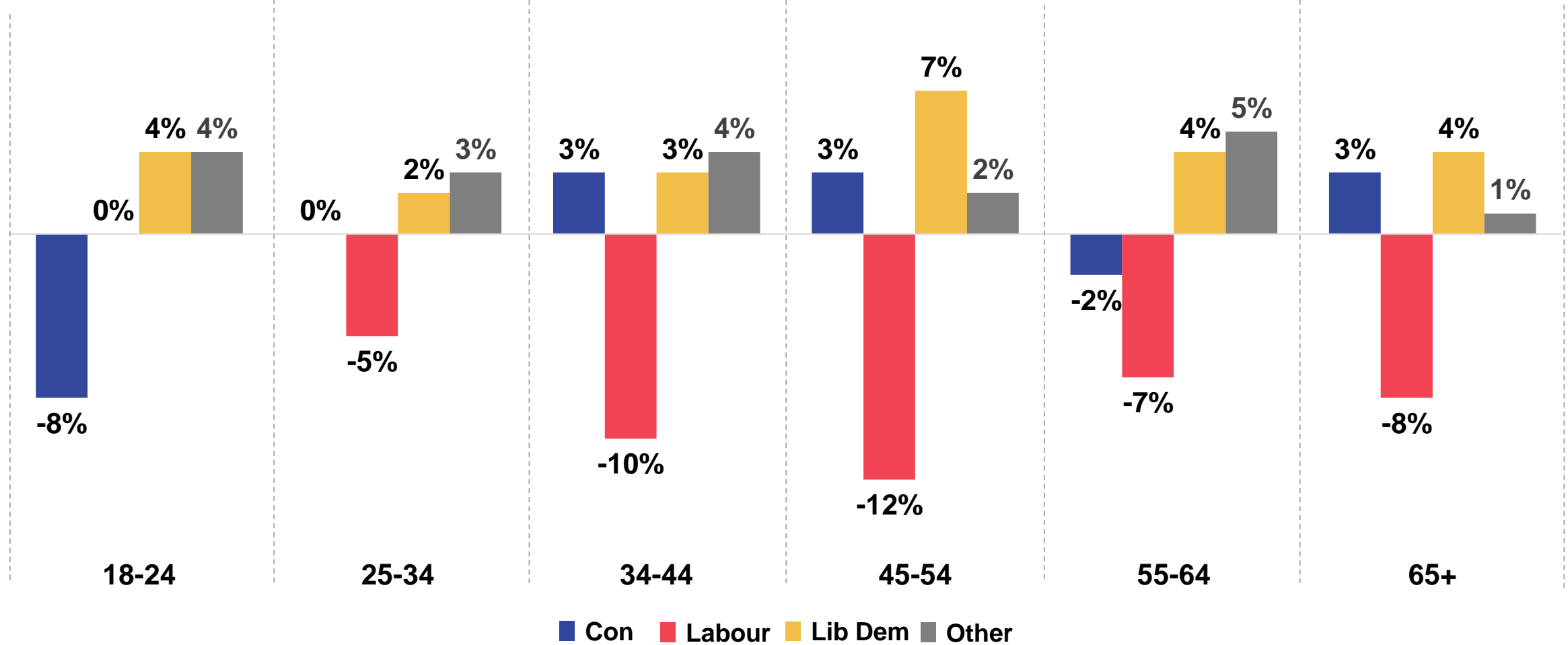
The age divide in voting was key, and the gap even increased since 2017 to become the biggest we've seen since our estimates began in 1979



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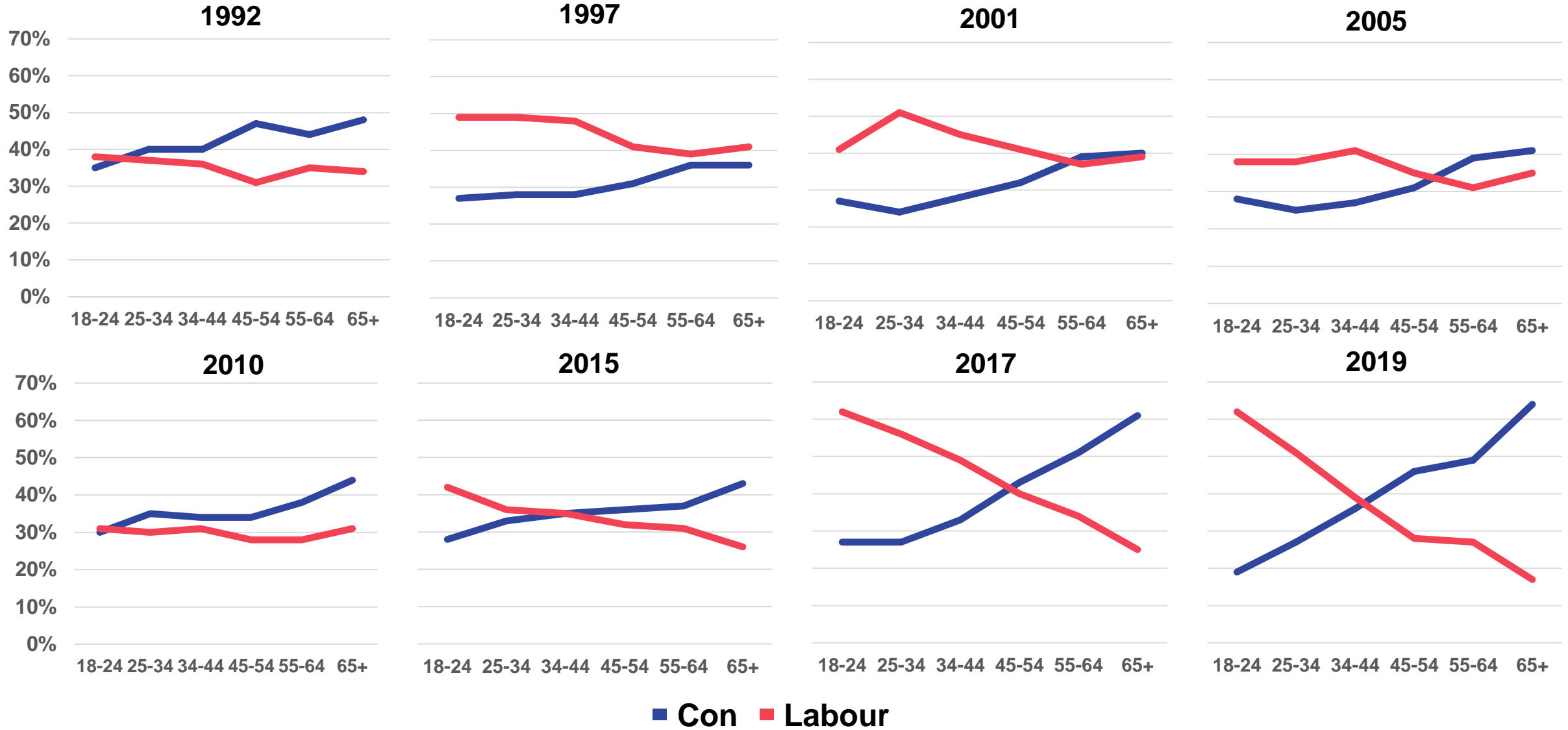
Change in Vote Share by Age

The biggest swing away from Labour was among 35-54 year-olds, while the Conservatives lost support among 18-24 year olds



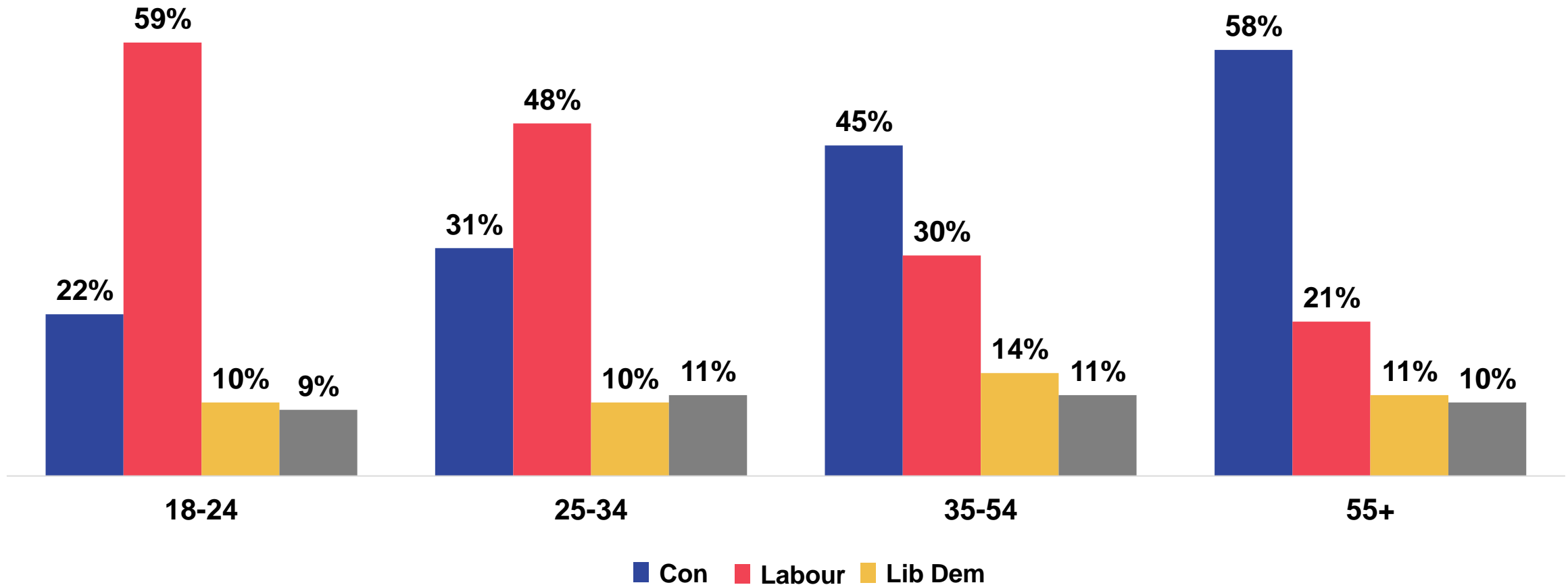
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Vote by Age over time



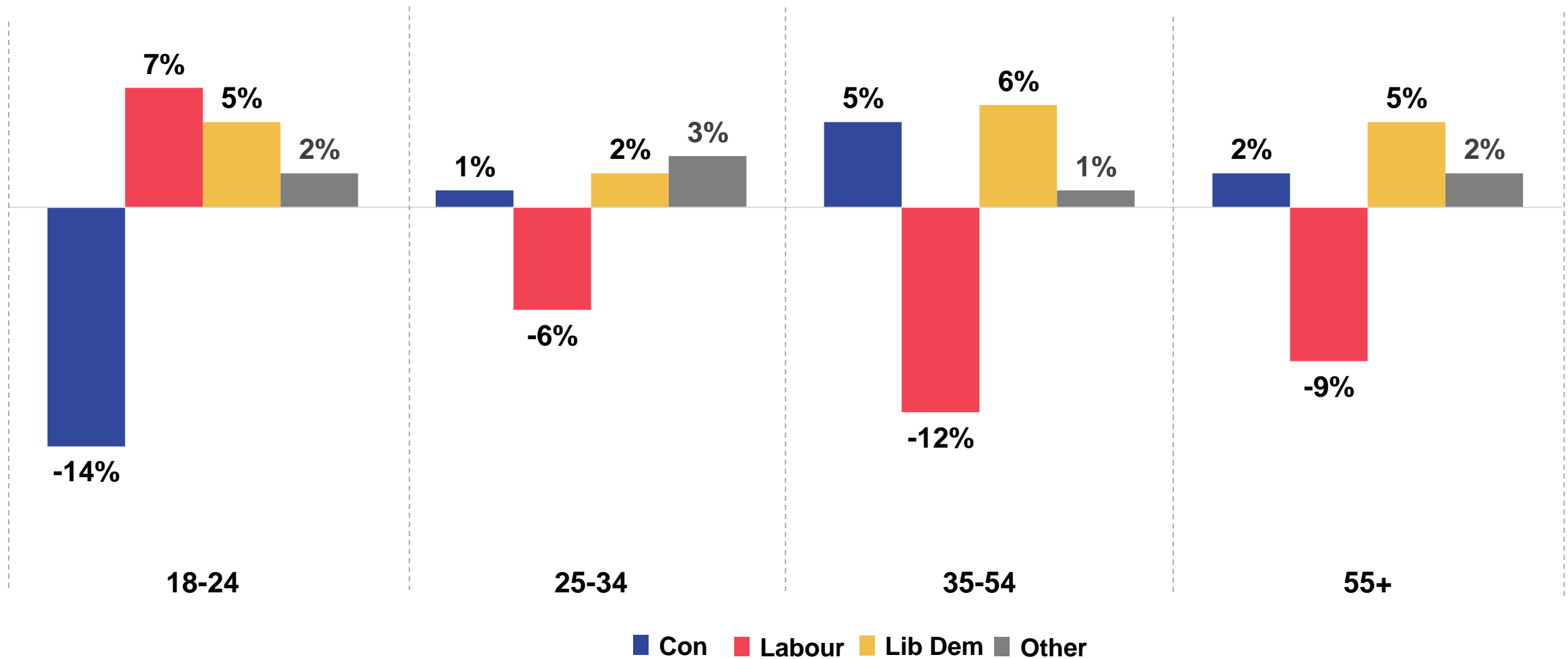
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How men voted by age



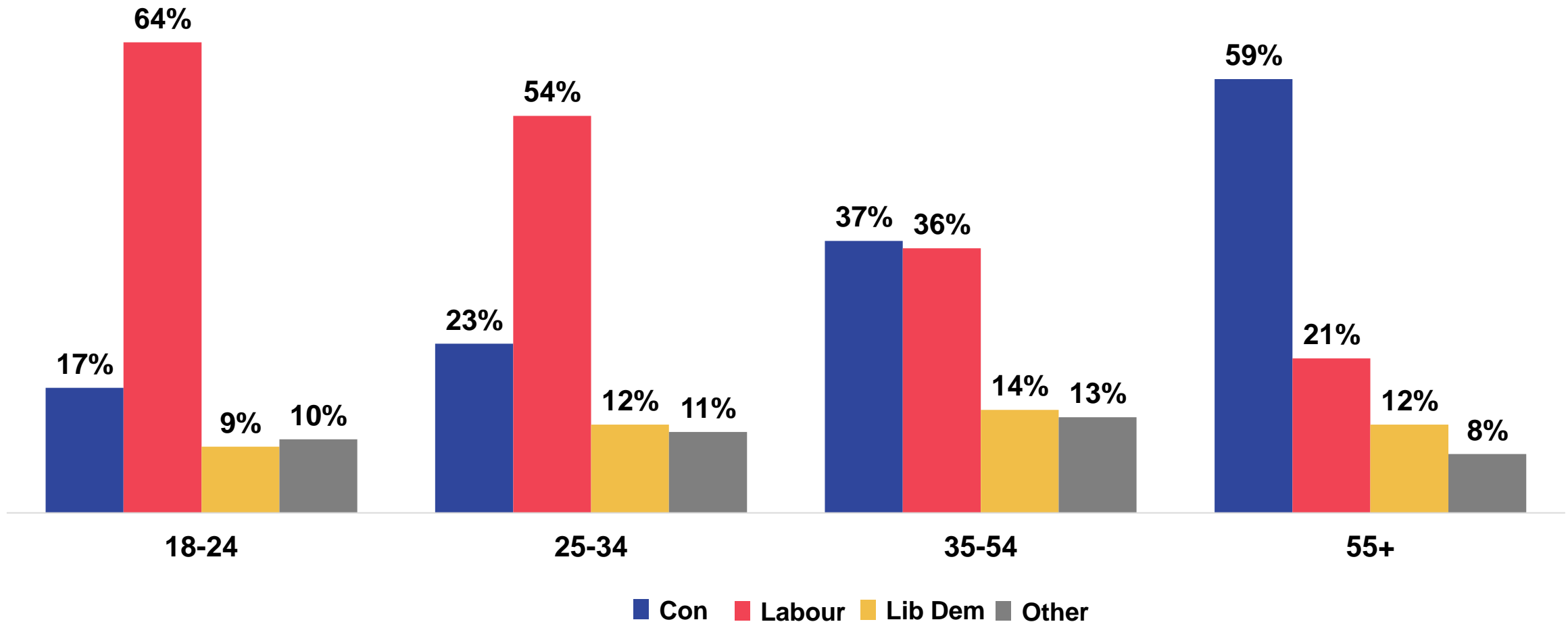
Base: 13,268 GB adults aged 18+ identifying as male interviewed telephone and online Nov – Dec 2019. Data has been weighted to the actual election results by region and to the population profile of Great Britain. Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections, registered to vote and answers reallocated to ensure parties standing in constituency = 8.532

Change in Vote Share among Men by Age



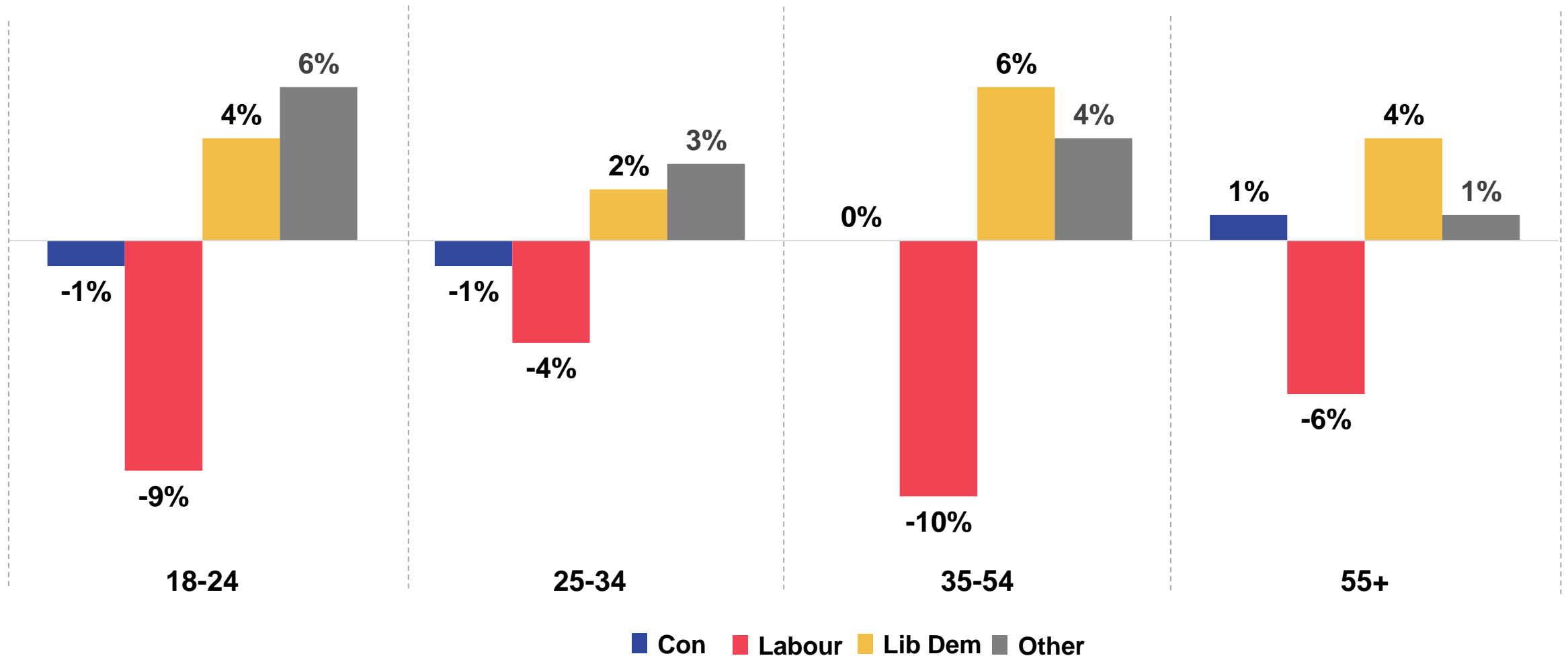
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How women voted by age

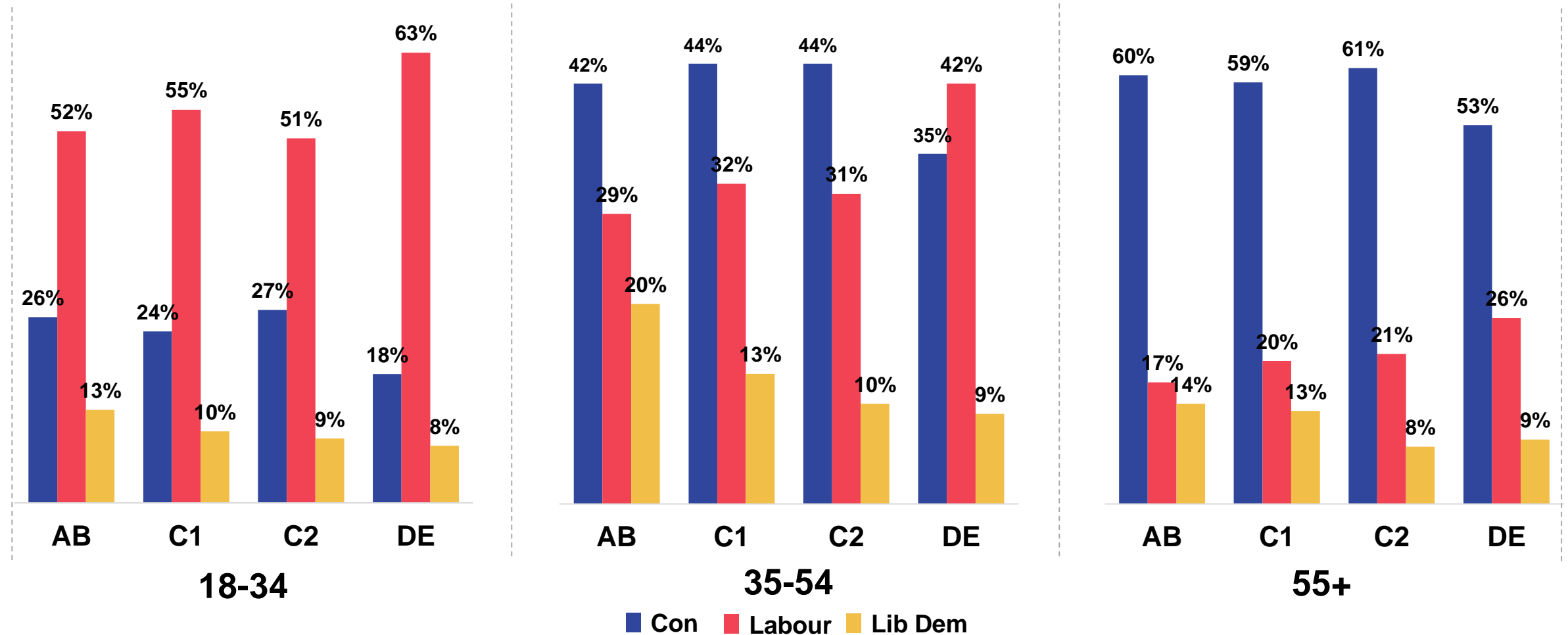


Base: 14,256 GB adults aged 18+ identifying as male interviewed telephone and online Nov – Dec 2019. Data has been weighted to the actual election results by region and to the population profile of Great Britain. Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections, registered to vote and answers reallocated to ensure parties standing in constituency 8,337

Change in Vote Share among Women by Age

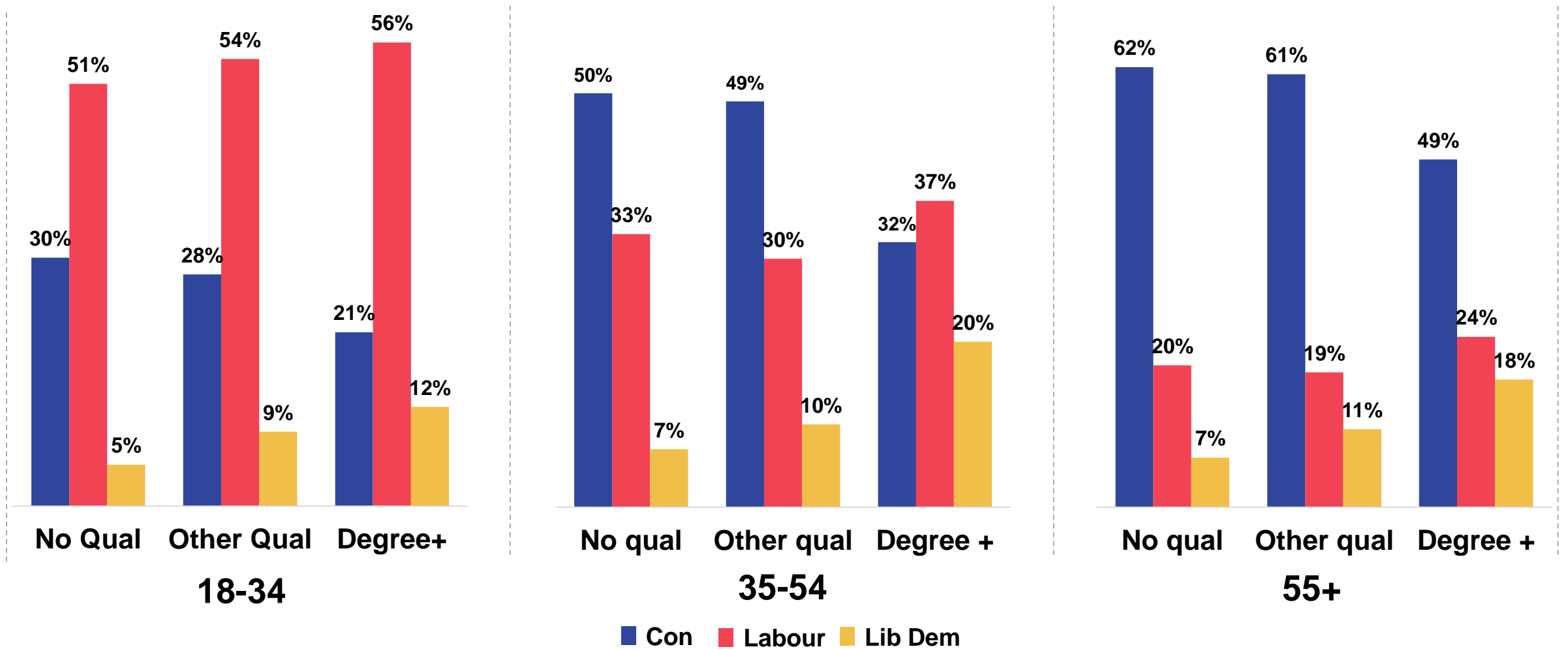


Voting by class among age



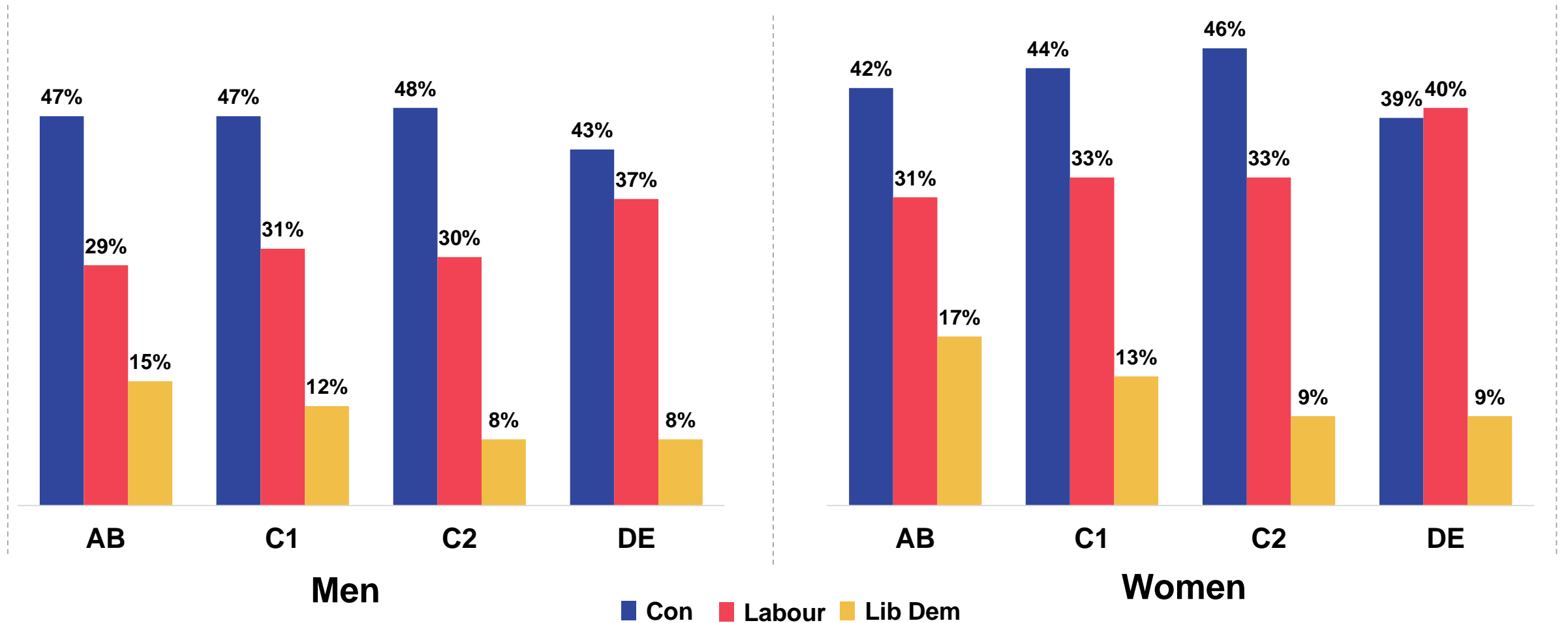
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Voting by qualification among age group



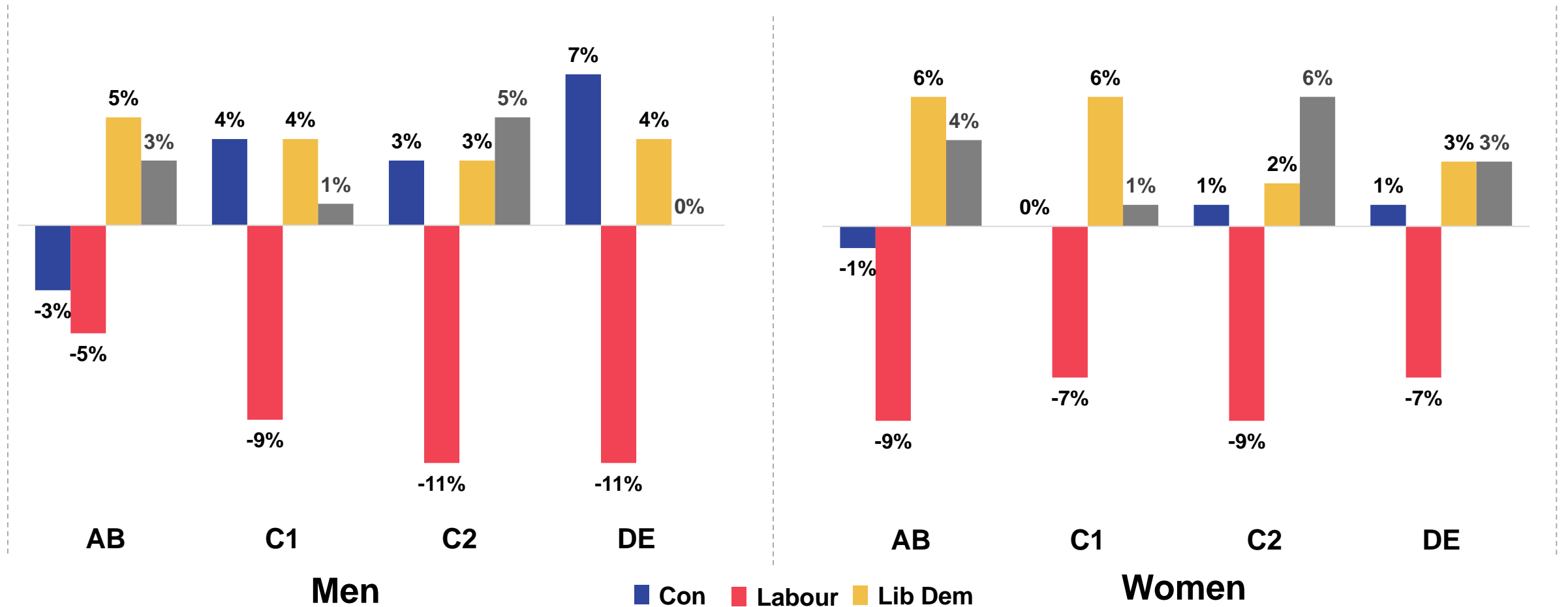
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Voting by class within gender



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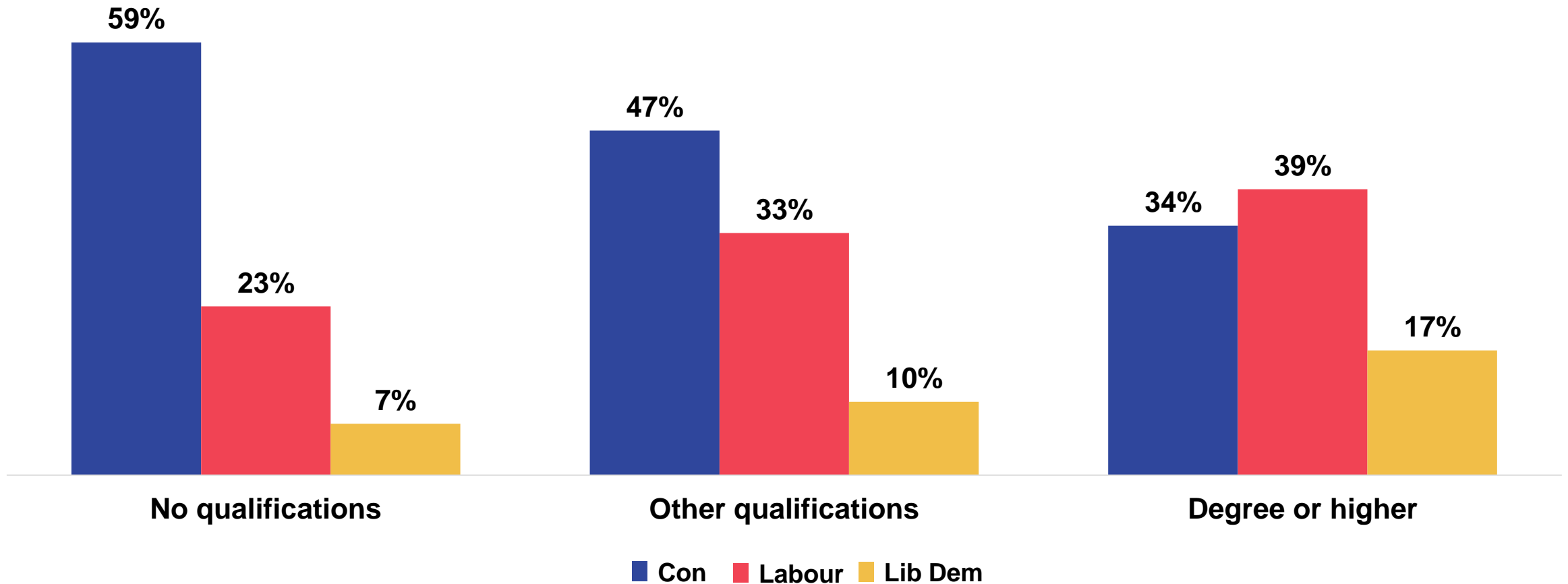
Change in vote share by class within gender



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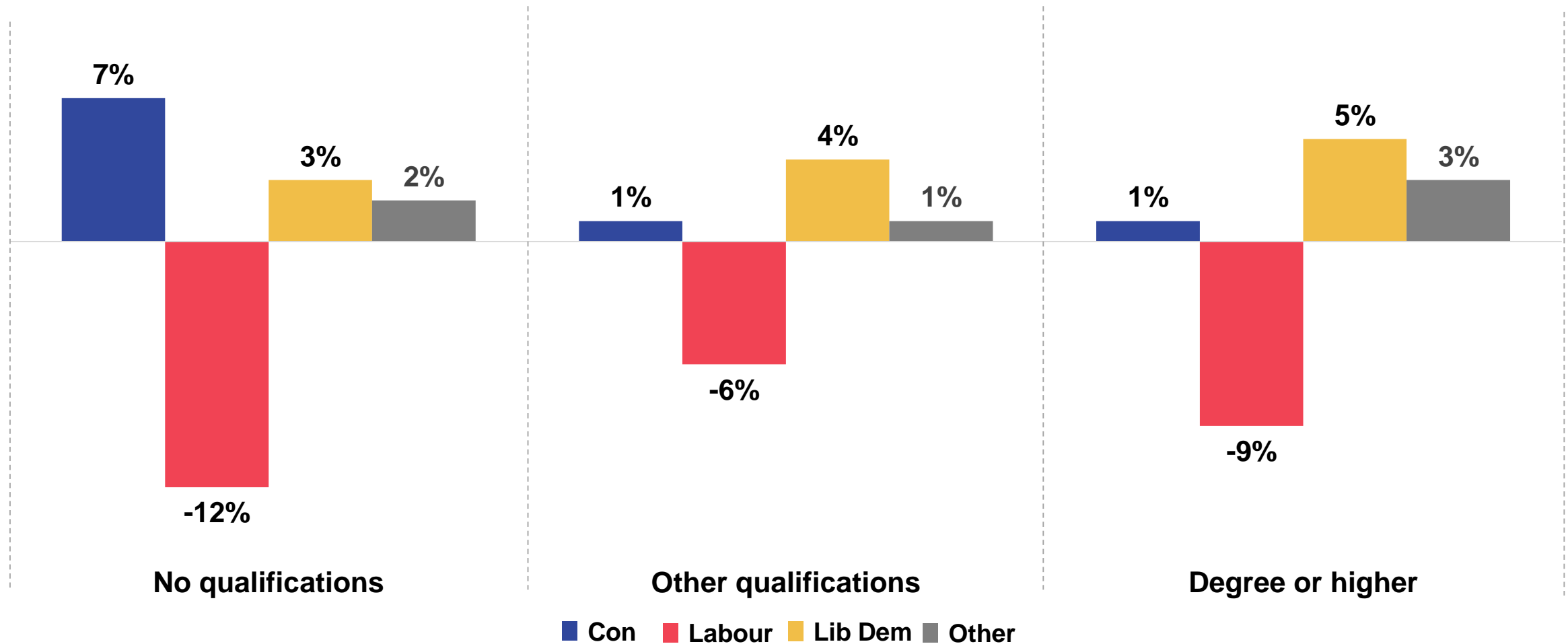
Voting by Qualifications

The Conservatives were ahead among non-graduates, while graduates were more split



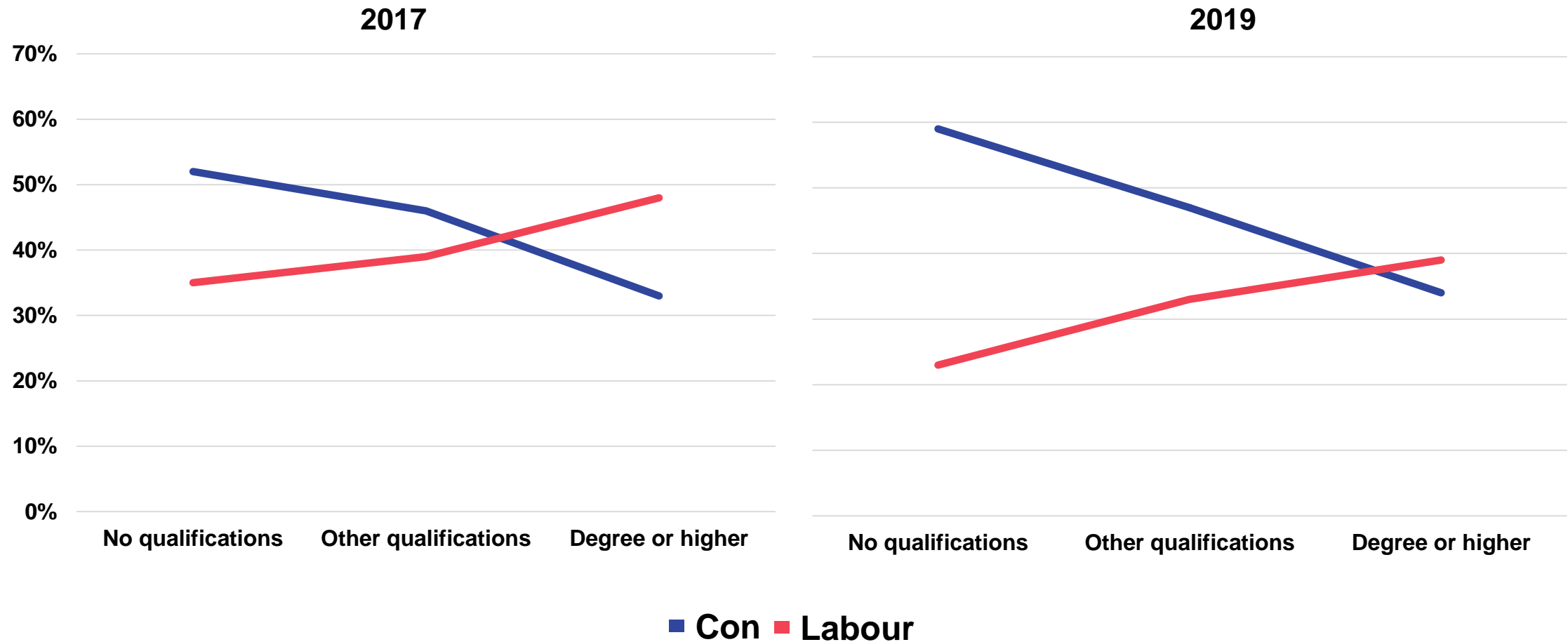
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Change in Vote Share by Qualifications



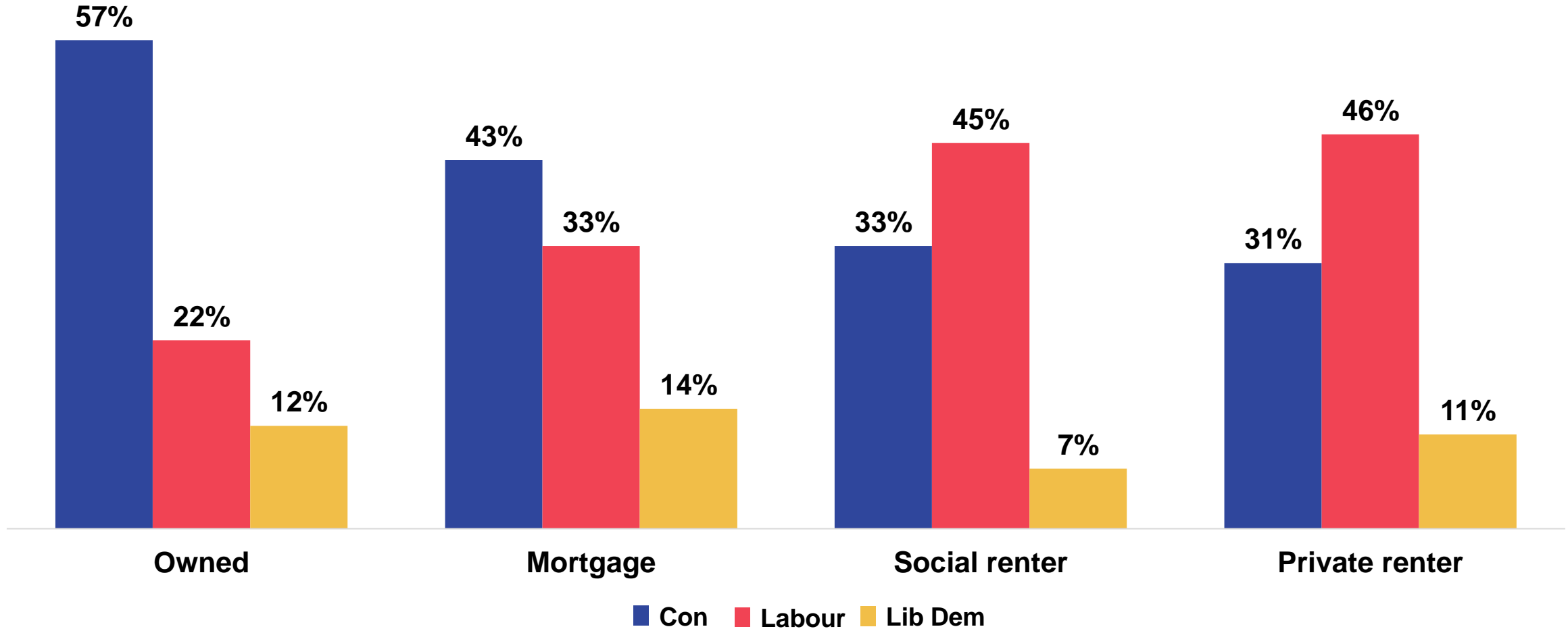
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Vote by Education from 2017 to 2019



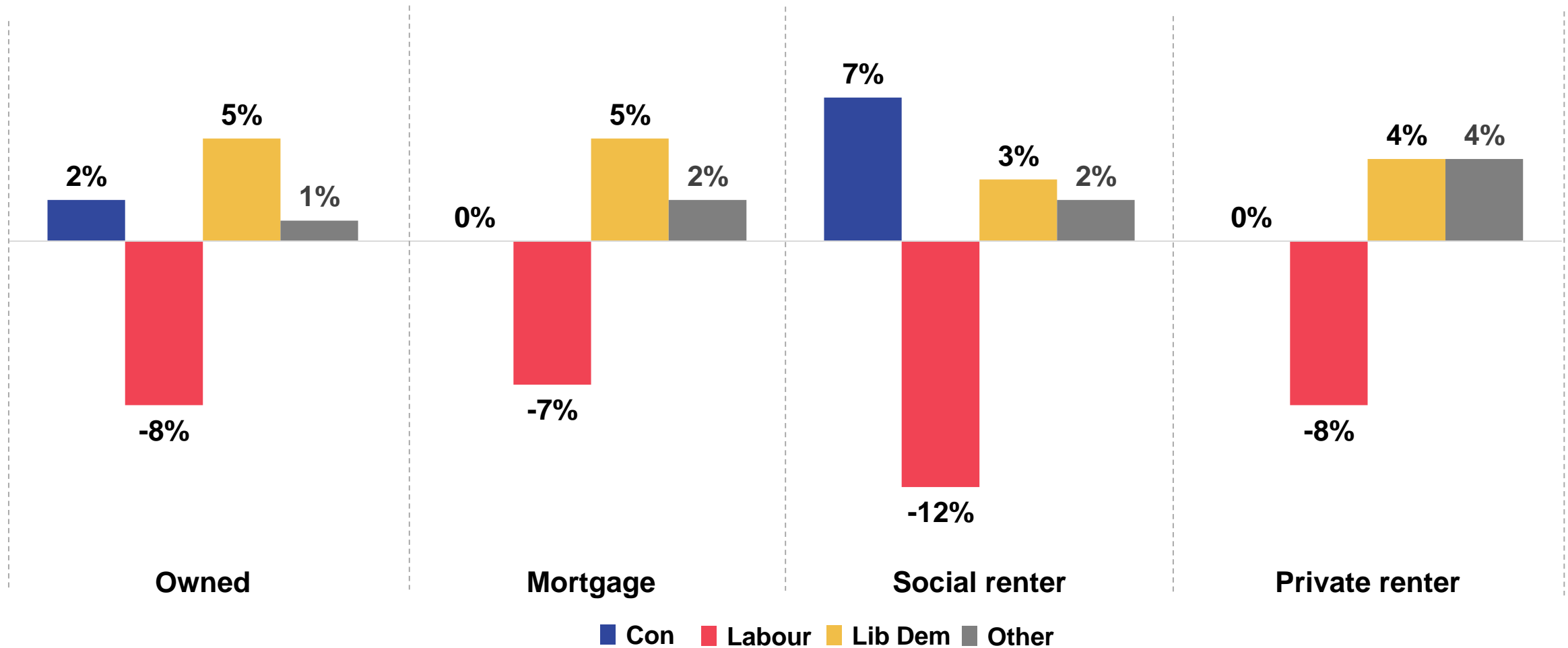
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Voting by Tenure



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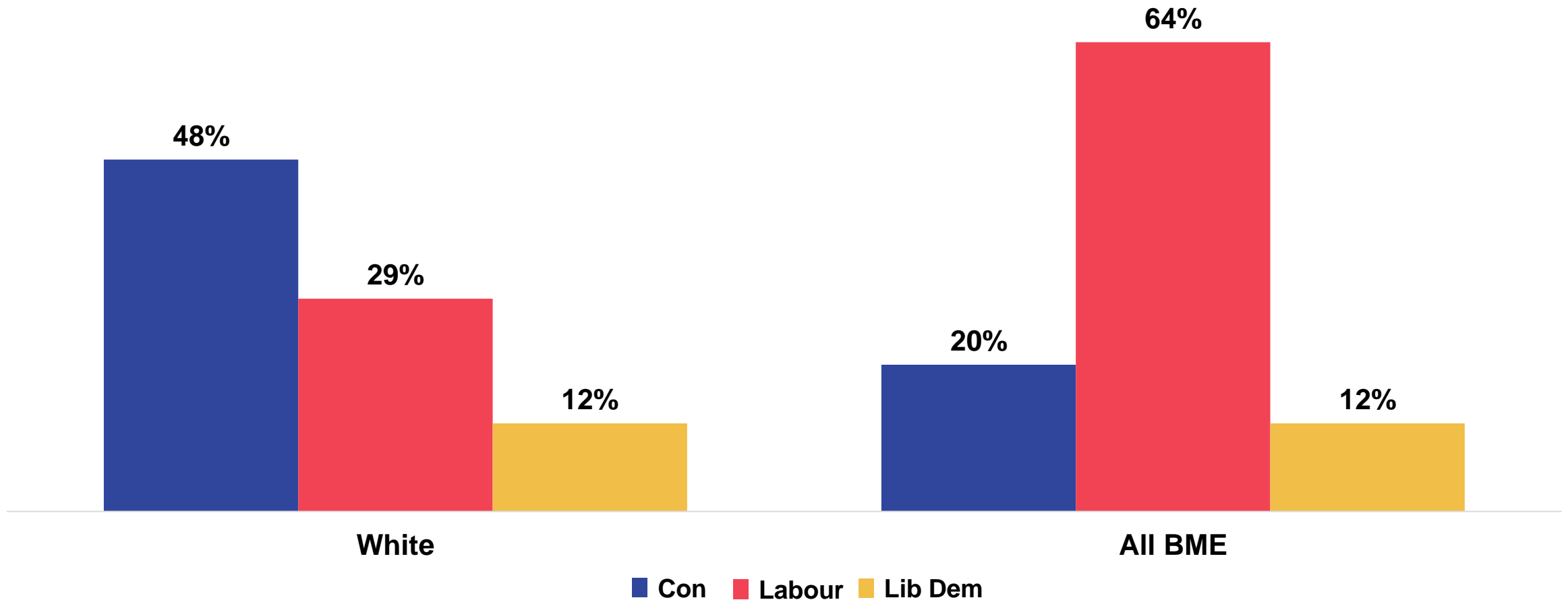
Change in Vote Share by Tenure



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Voting by Ethnic Group

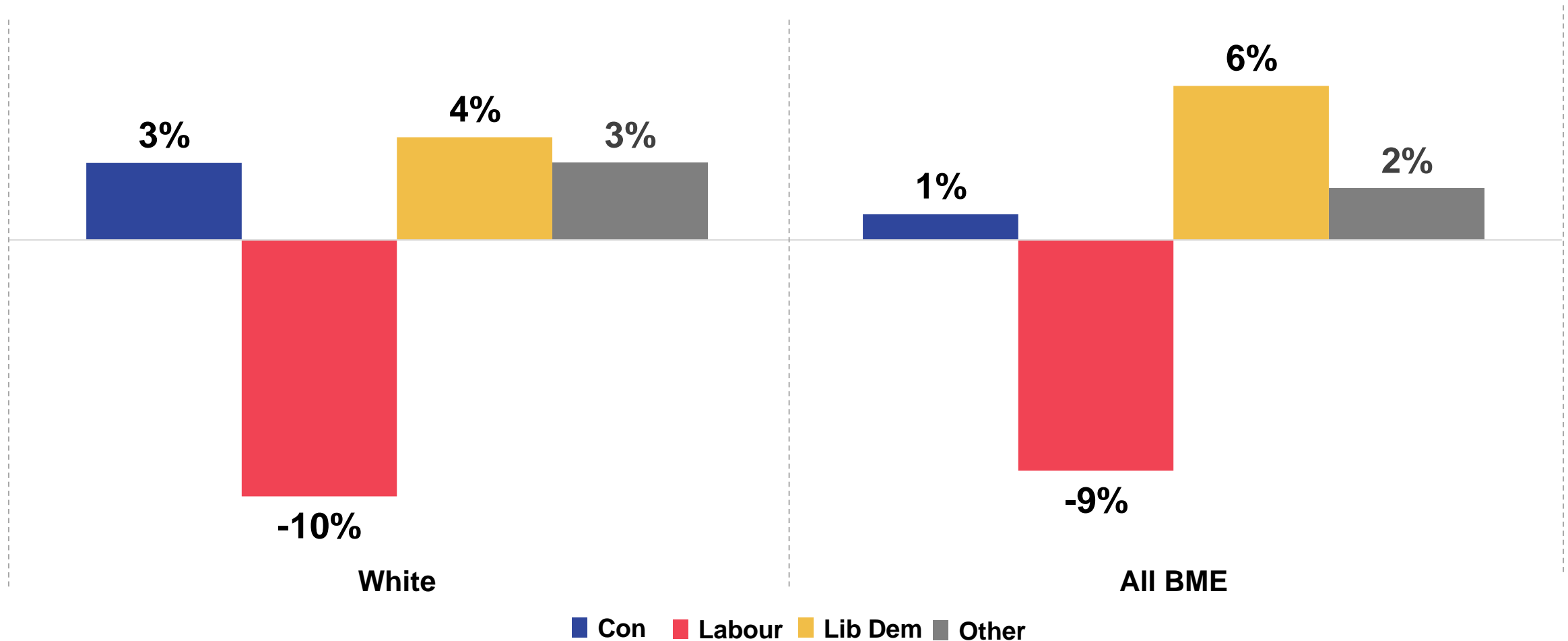
Labour led among BME voters, the Conservatives among white voters



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Change in Vote Share by Ethnic Group

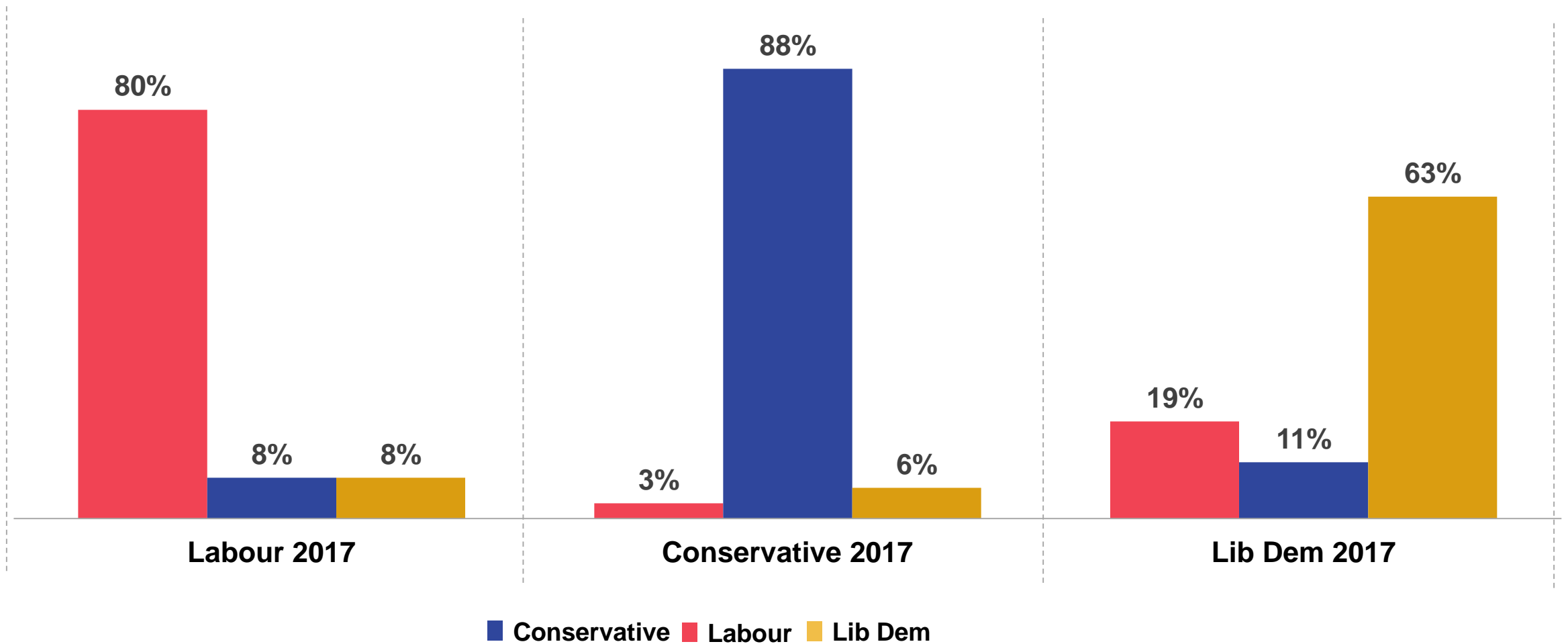
Labour's vote share fell by roughly the same amount among BME and white voters



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Voting by 2017 Vote

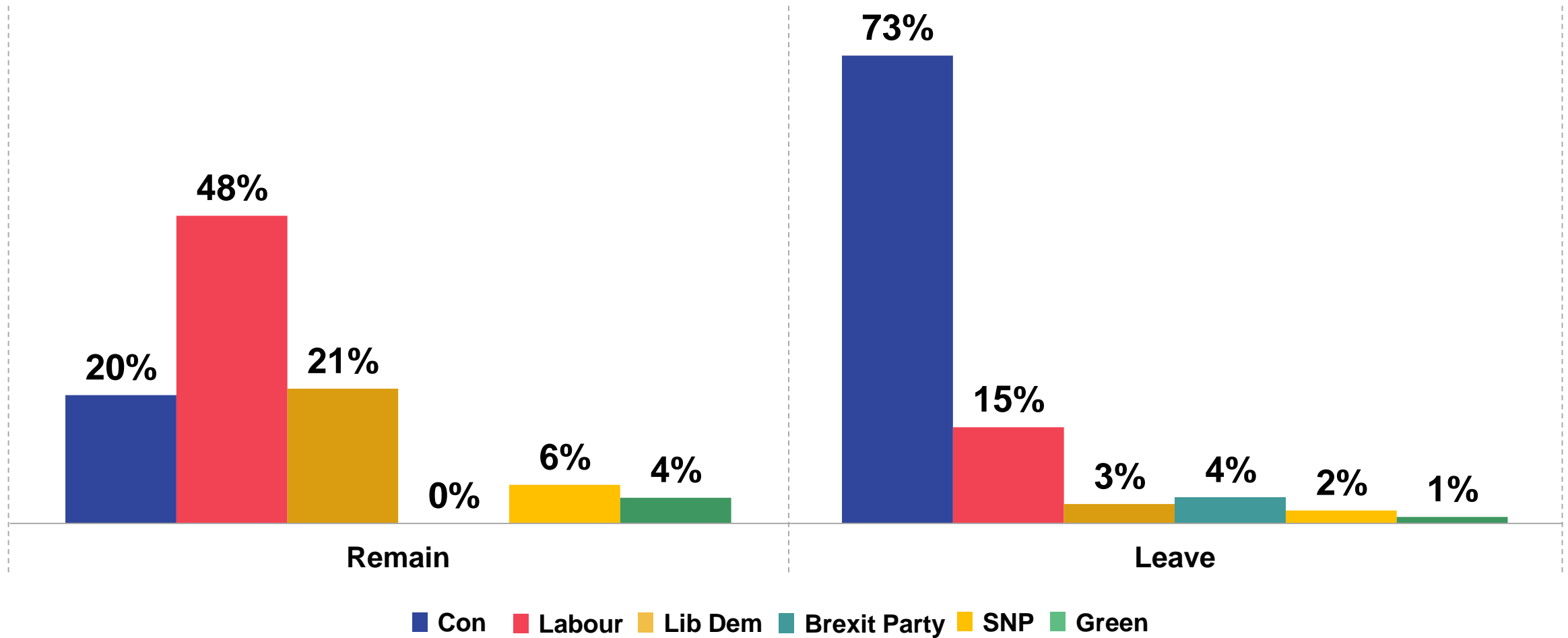
The Conservatives held on to more of their 2017 vote than Labour



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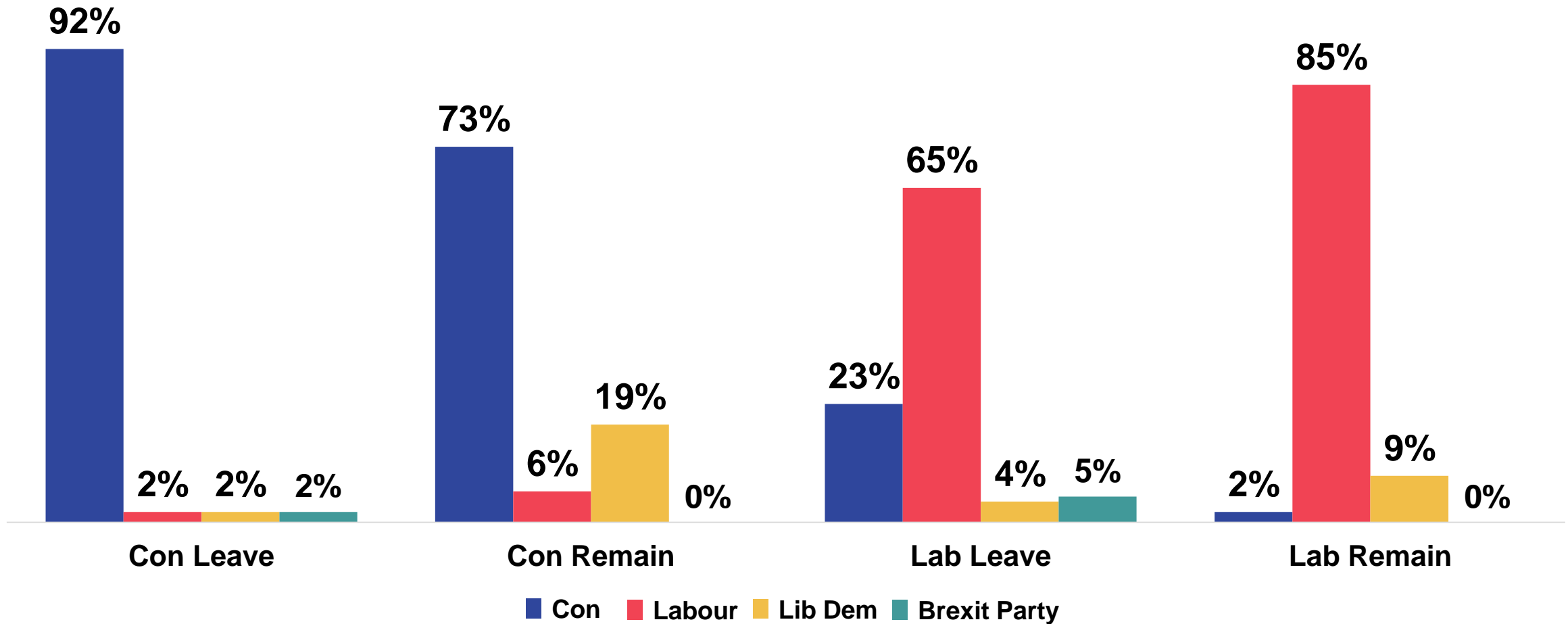
Voting by Referendum Vote

The Conservatives won most of the Leave vote while the Remain vote was much more split



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Vote by 2017 General Election and 2016 EU Referendum Vote



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TURNOUT

POLLING
STATION

WAY IN

WAY IN

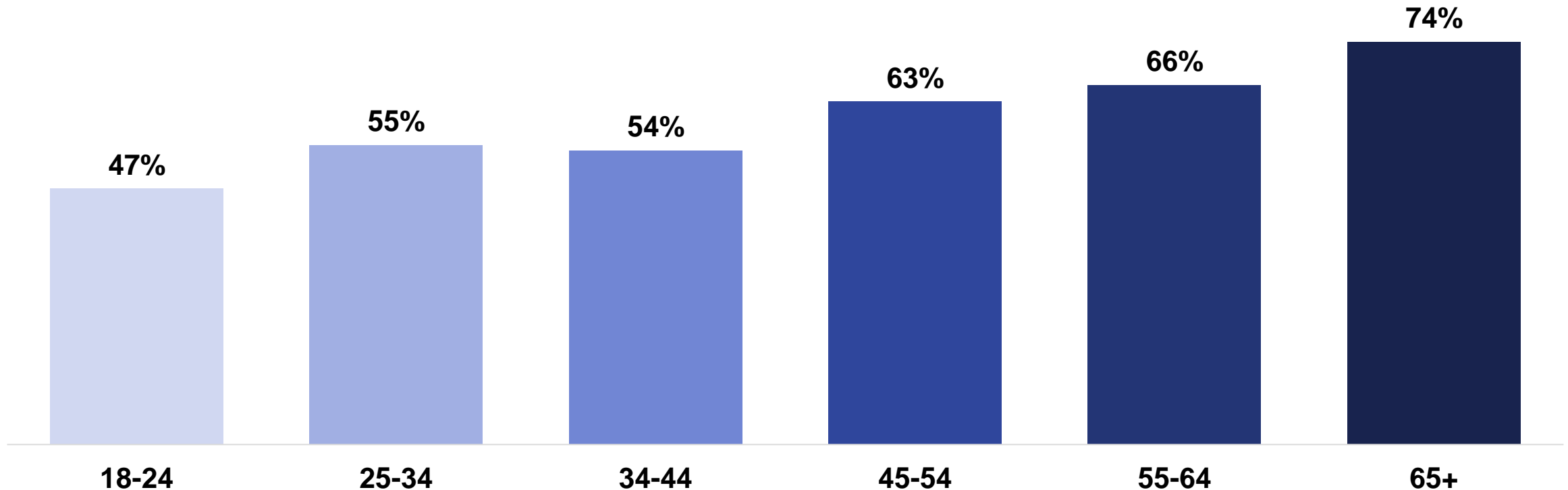
Interpreting turnout estimates

Turnout estimates should be treated with caution, but show a broadly similar pattern to previous elections of higher turnout among older people and graduates and lower among younger people, renters and BME voters.

Estimating turnout is one of the hardest challenges when relying solely on survey data, as despite improvements to our methodology people may still overestimate their likelihood of voting, may think they are registered when they are not, and polls may still be more likely to interview politically engaged people than disengaged. This is particularly important to bear in mind when comparing turnout estimates to 2017, as there is contradictory evidence from a number of different sources on the level of turnout among different groups in that election.

Furthermore, it should be noted that our turnout estimates are expressed as a % of all resident adults, not as a % of all those registered (see [here](#) for more on our reasons behind this). This means that these figures are not comparable to the official turnout figures normally used, and within our series are only comparable to figures going back to 2015 (before then a different methodology was used).

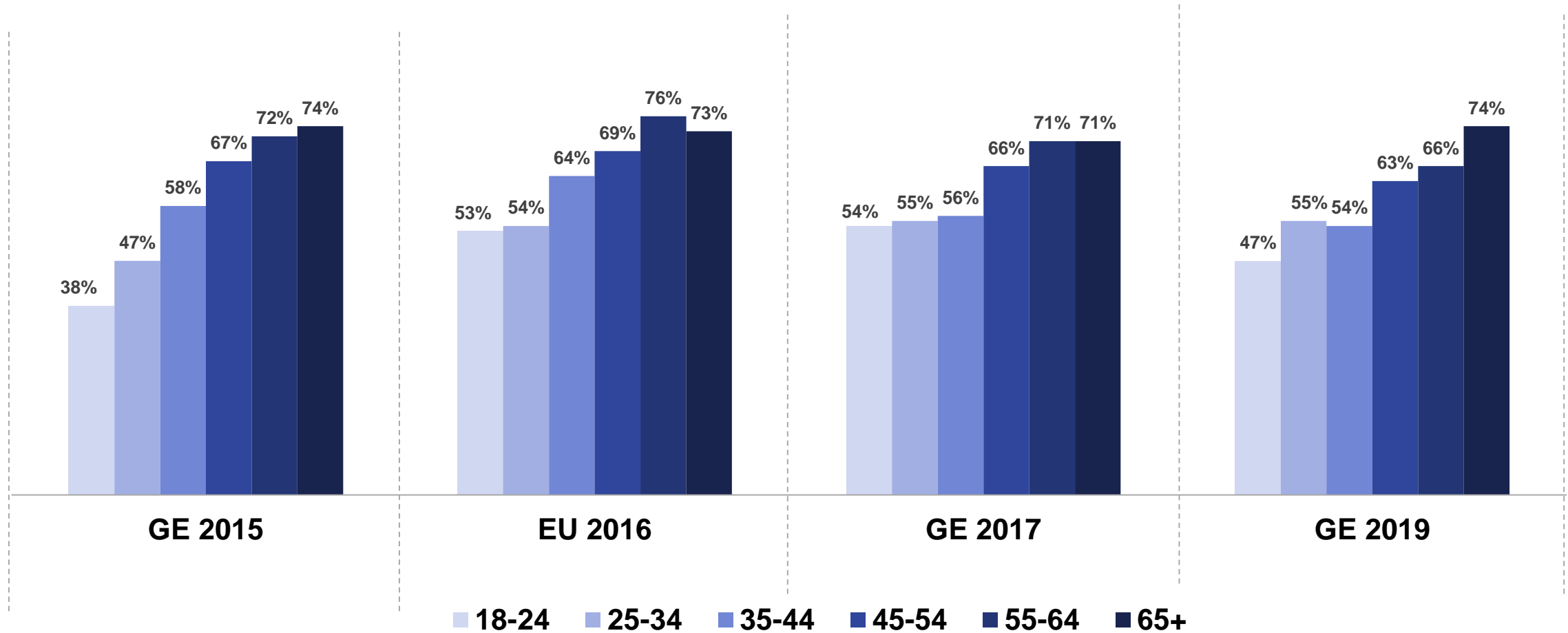
Turnout by Age



Estimated turnout among all adults %

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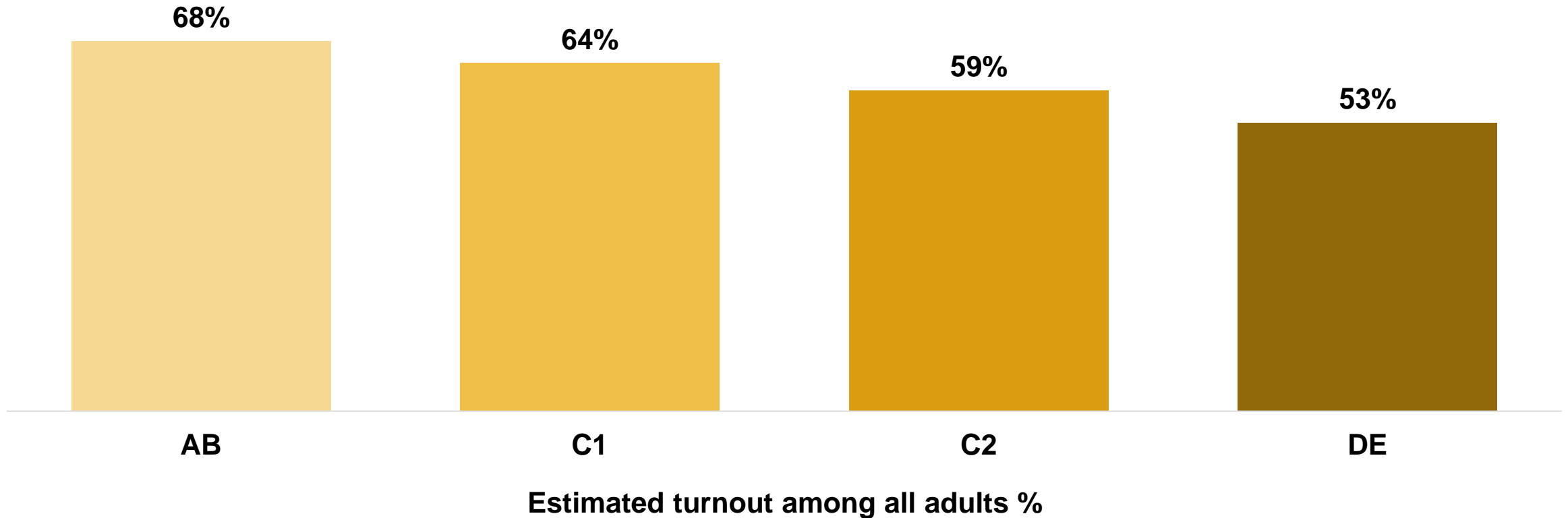
Turnout by age over time



Estimated turnout among all adults %

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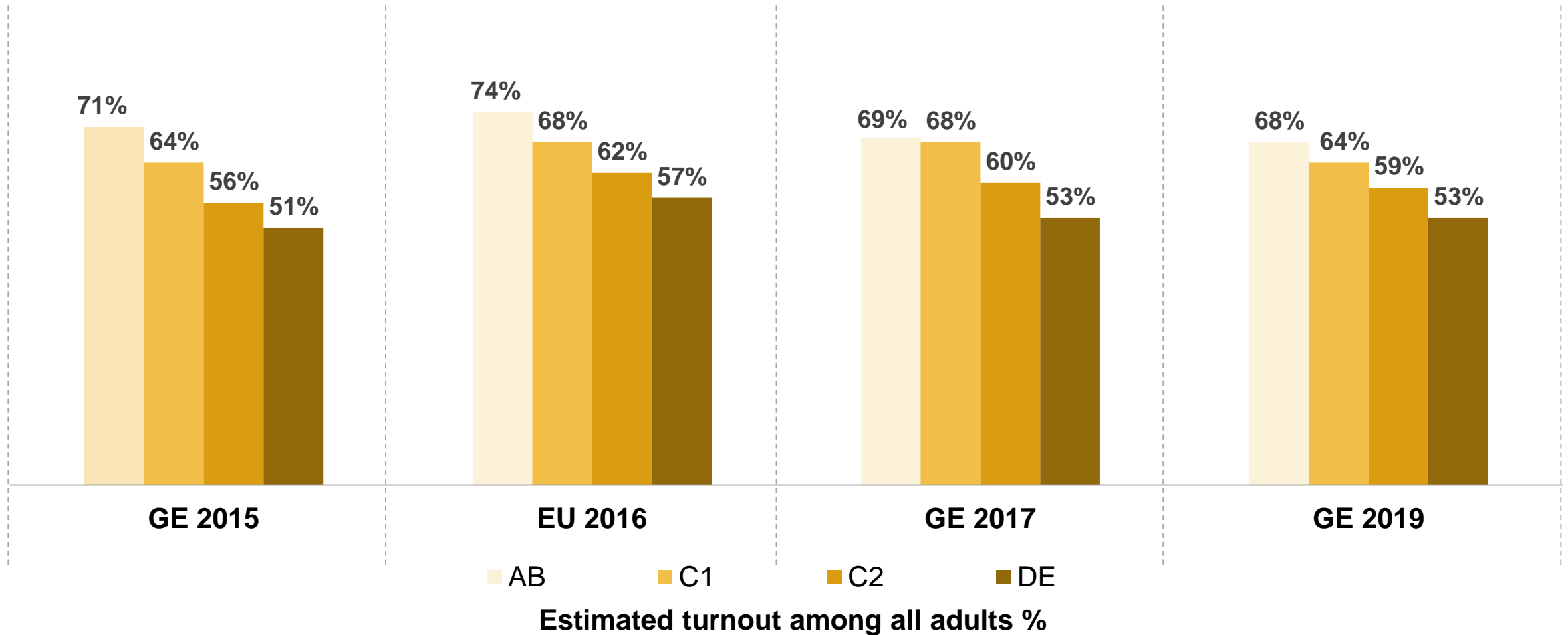
Turnout by Social Class



Estimated turnout among all adults %

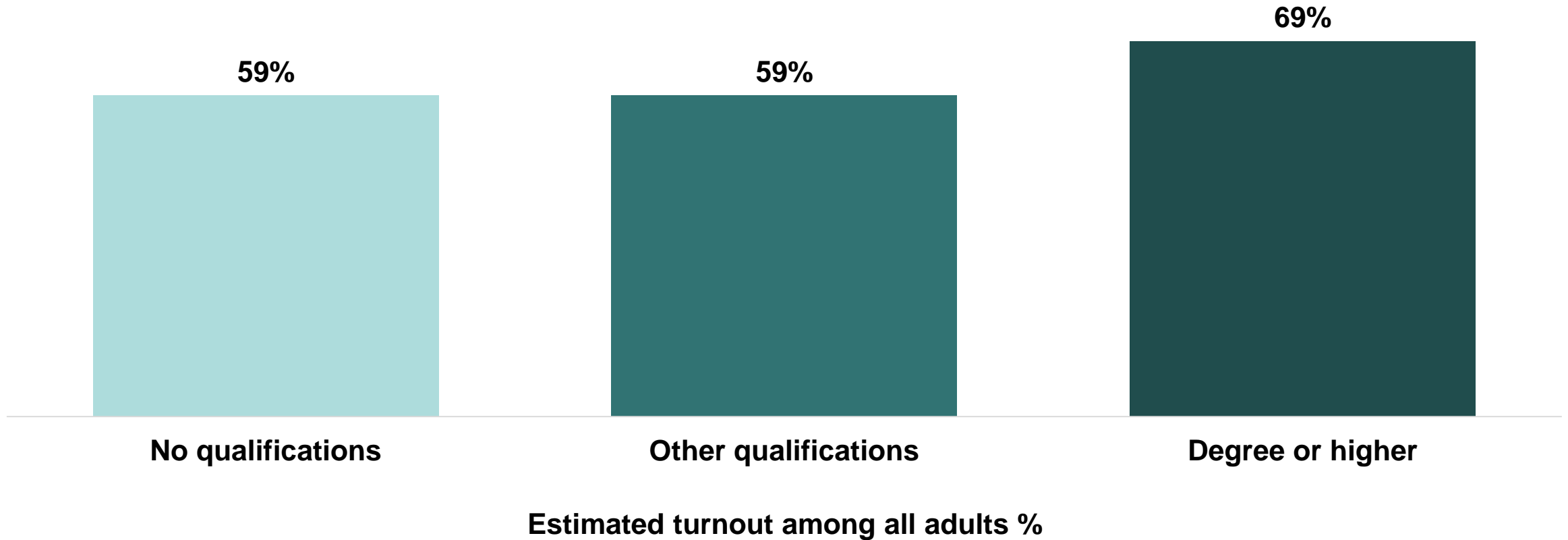
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Turnout by Social Class over time



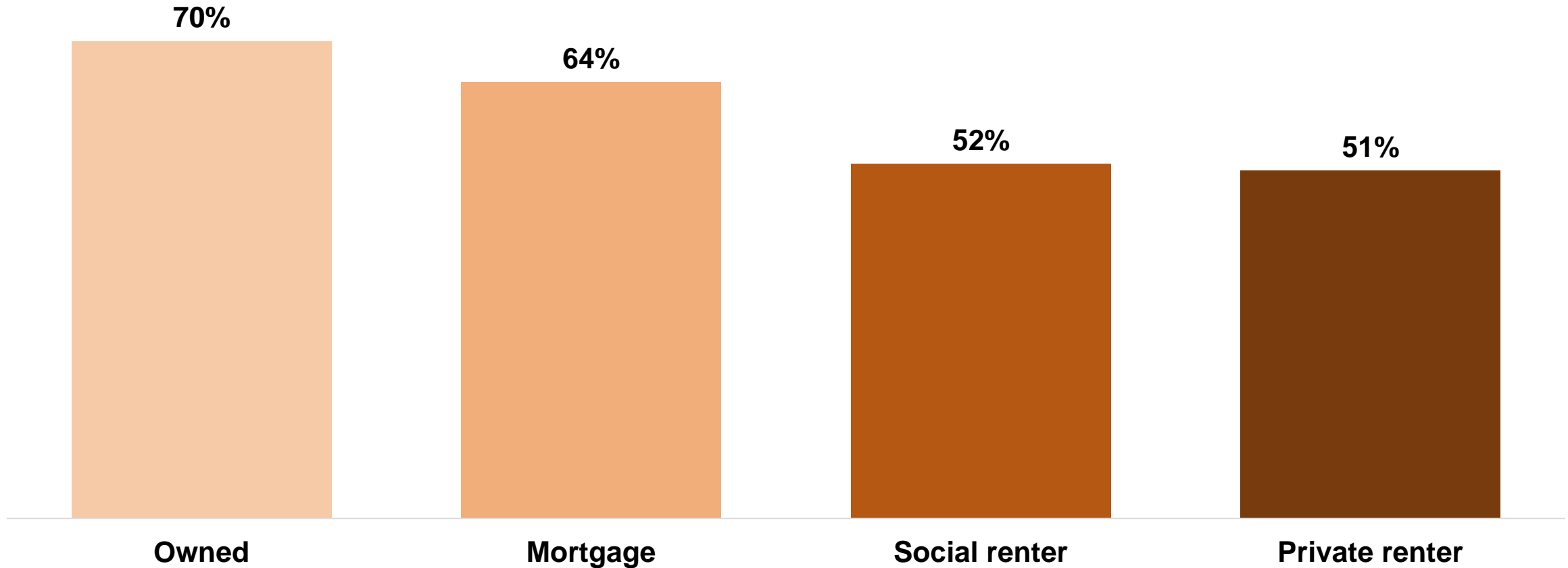
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Turnout by Education



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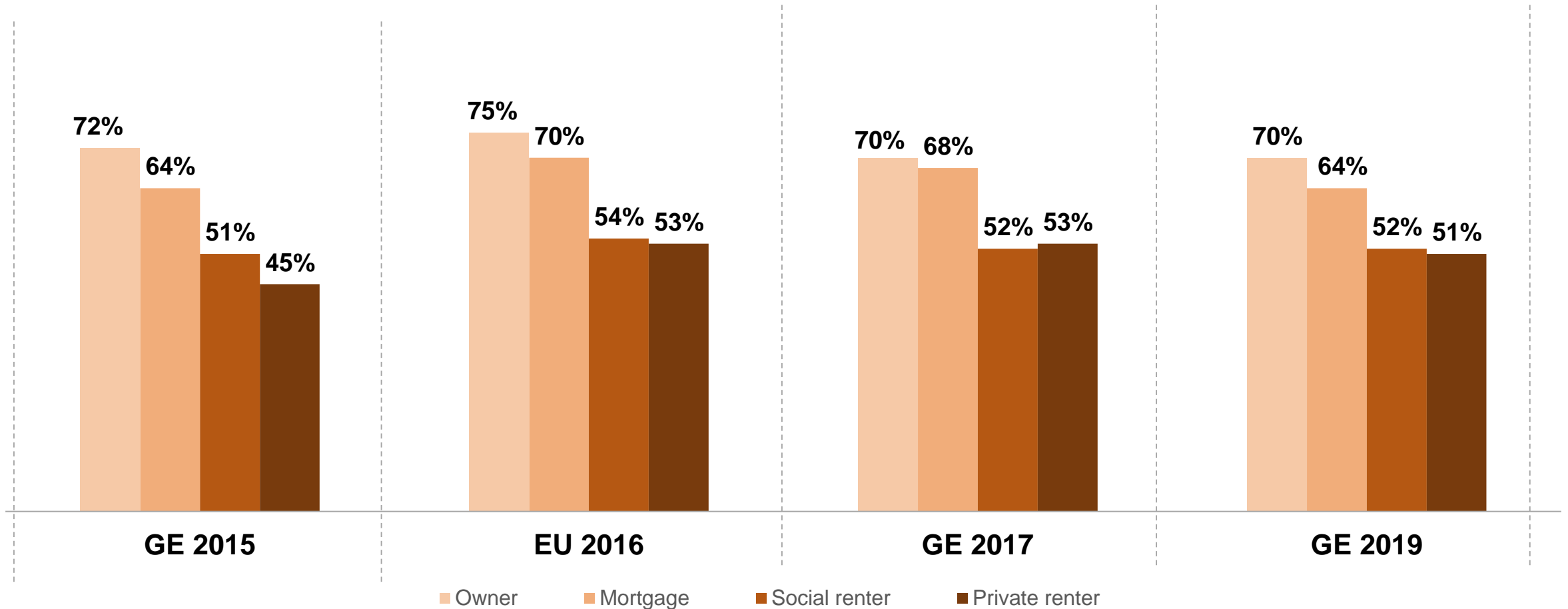
Turnout by Tenure



Estimated turnout among all adults %

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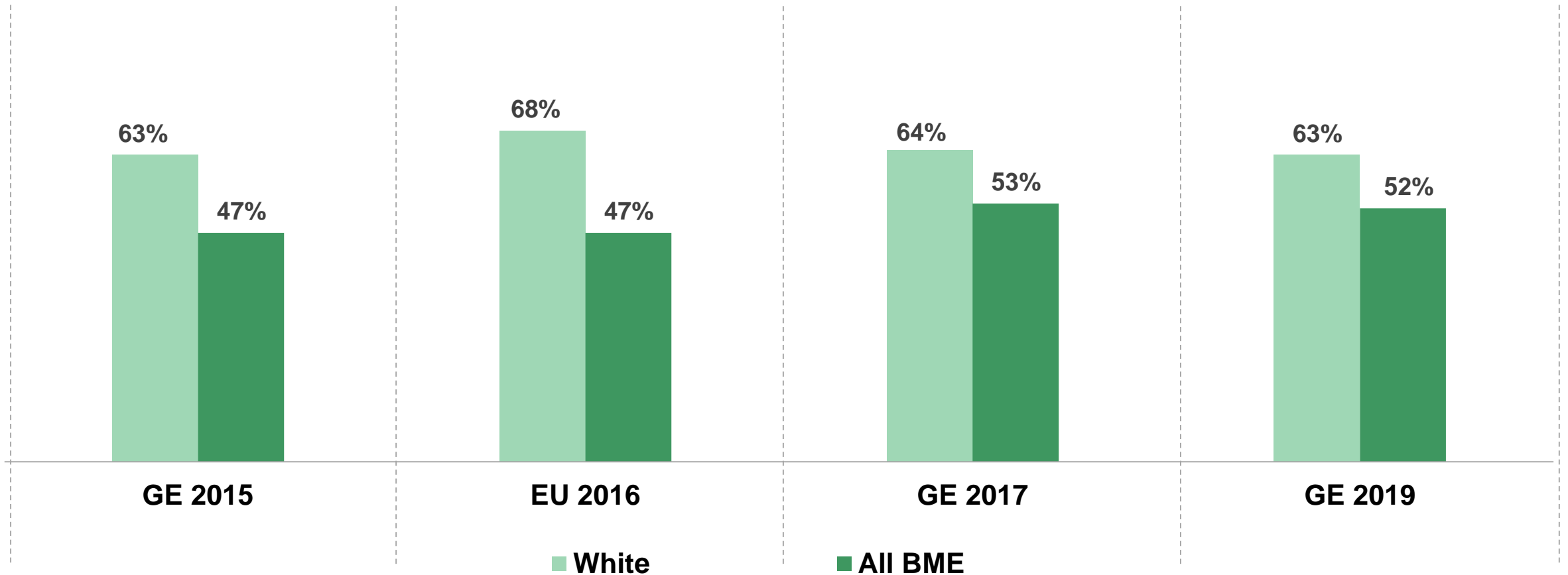
Turnout by Tenure over time



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Turnout by ethnic group over time



Estimated turnout among all adults %

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For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Dylan Spielman
Research Executive
dylan.spielman@ipsos.com

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