

# IPSOS MORI 2019 General Election Prediction Poll

DECEMBER 2019

Ipsos MORI





# VOTING INTENTION

POLLING  
STATION

WAY IN

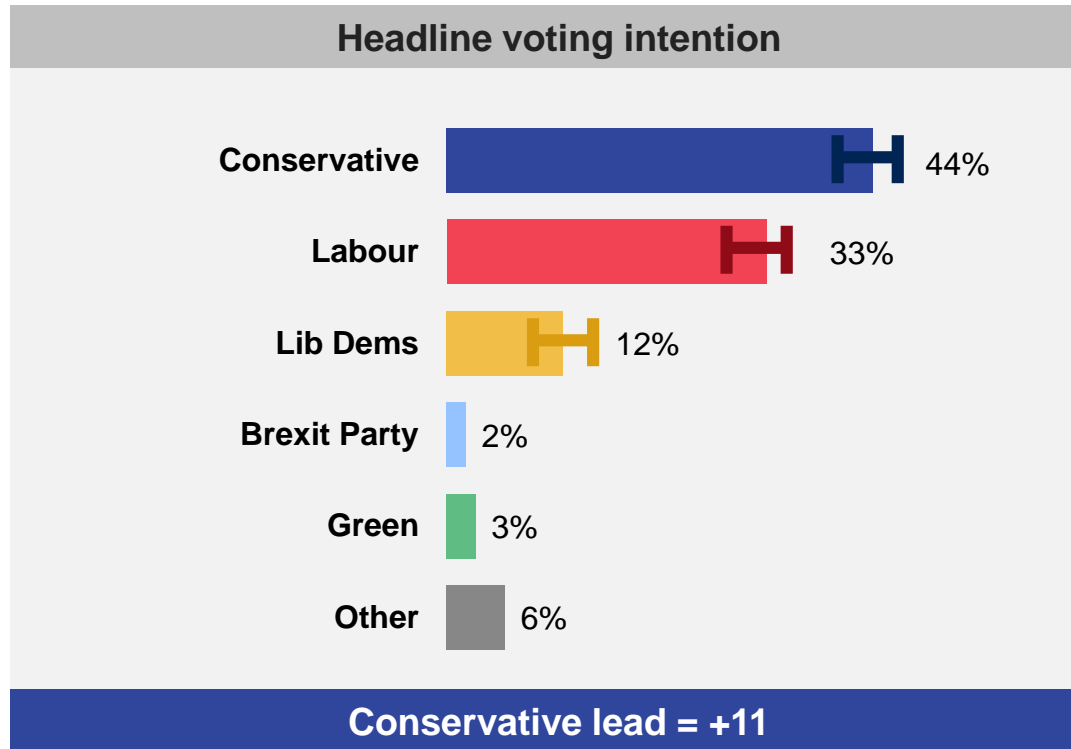
WAY IN

Ipsos MORI



# Voting Intention: 2019 General Election Prediction Poll

How do you intend to vote in the General Election? Will you vote...?



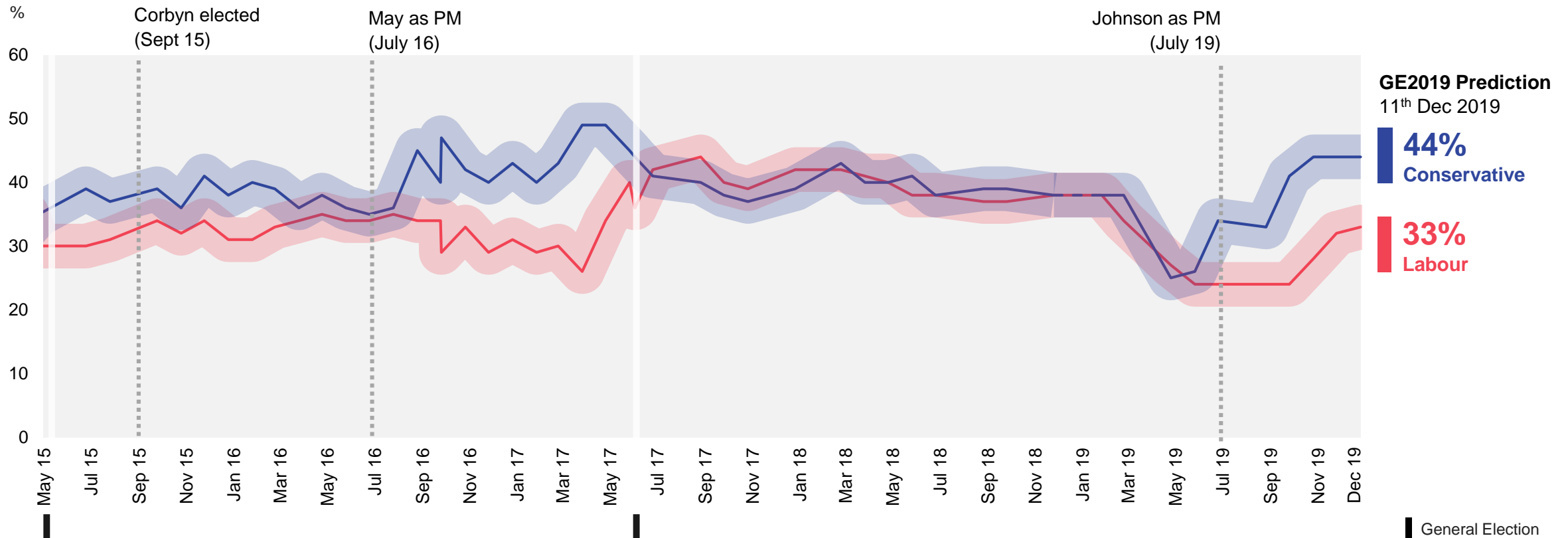
**Base:** 2,213 British adults 18+, 9-11 December 2019; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections, registered to vote and answers reallocated to ensure parties standing in constituency = 1,846. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos MORI Political Monitor



# Headline voting intention: 2015 General Election to 2019 General Election

How do you intend to vote in the General Election? Will you vote...?

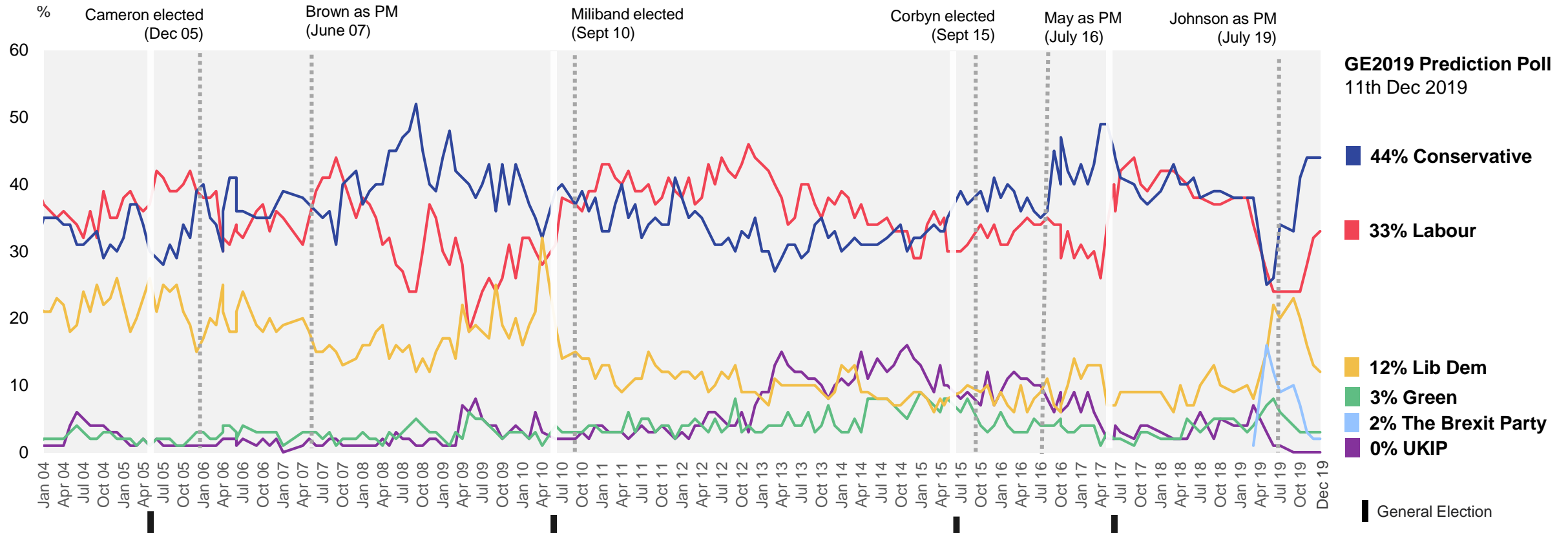


**Base:** c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

**Source:** Ipsos MORI Political Monitor

# Headline voting intention: January '04 – December '19

How do you intend to vote in the General Election? Will you vote...?



**Base:** c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor



# VOTING DECISIONS

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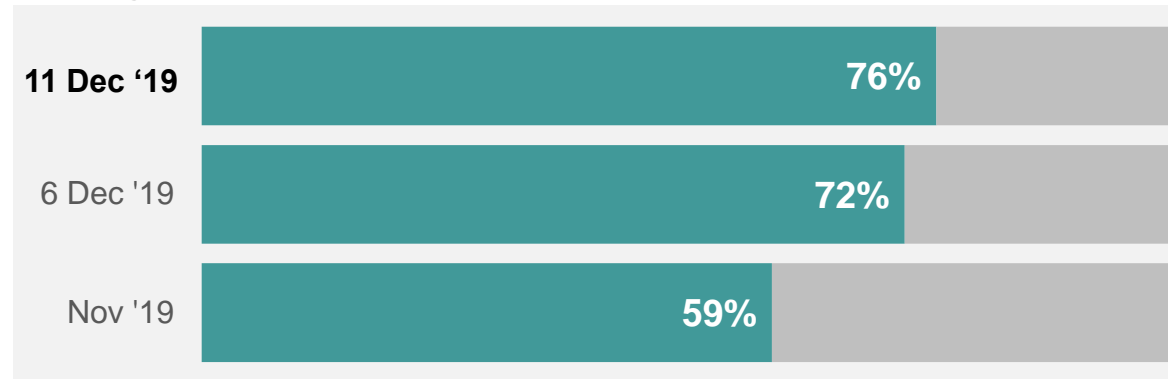




# Which party to vote for? % Definitely decided

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

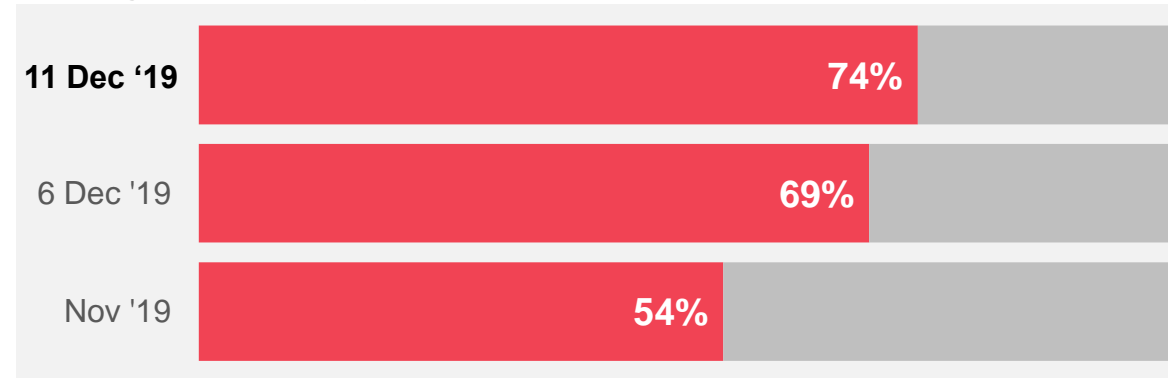
## Among all



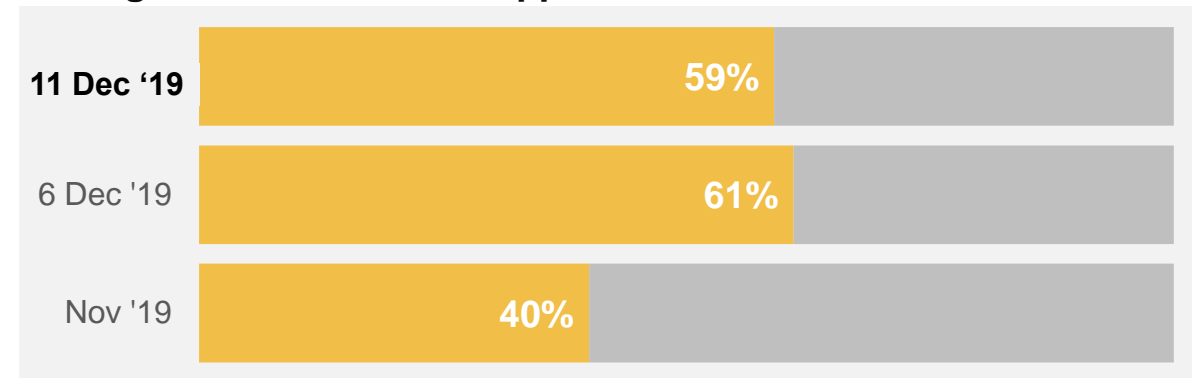
## Among Conservative party supporters



## Among Labour party supporters



## Among Liberal Democrat supporters

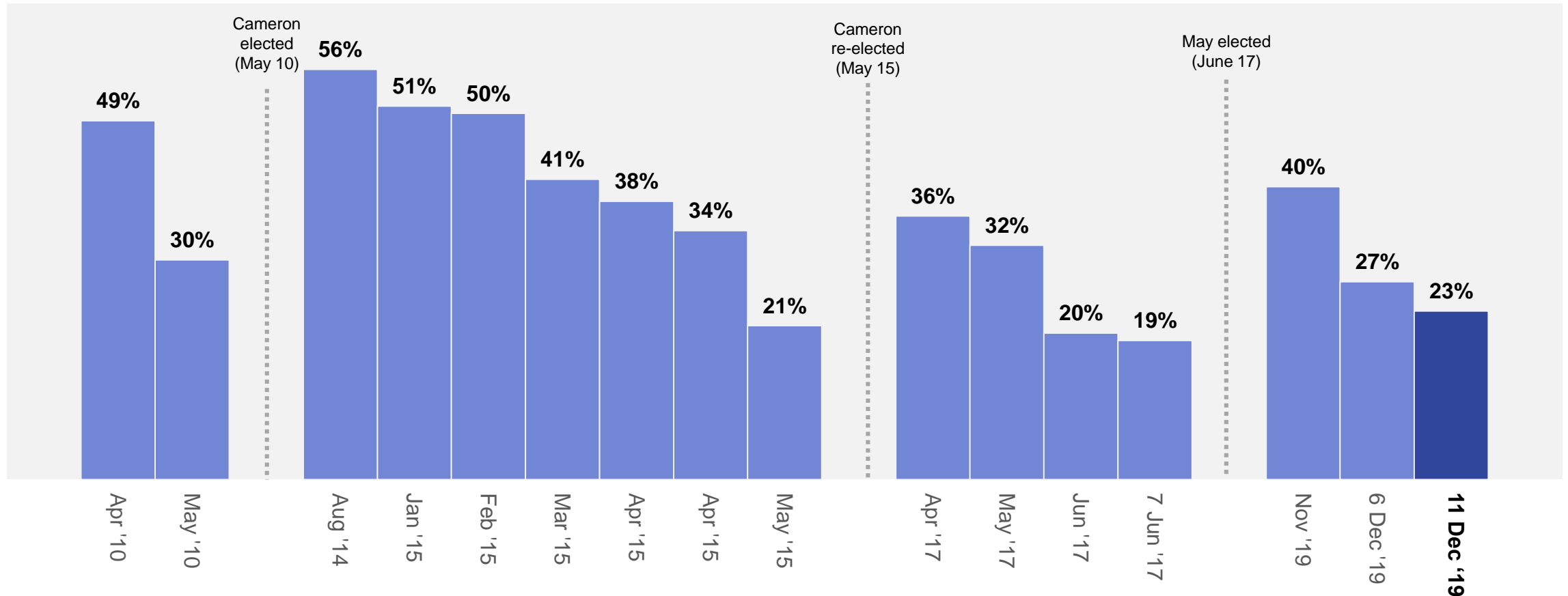


Base: All British adults 18+ giving a voting intention (1,988), Conservative supporters (841), Labour supporters (613), Lib Dem supporters (235), 9-11 December 2019

Source: Ipsos MORI Political Monitor

# Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?



Base: All British adults 18+ giving a voting intention (1,371)

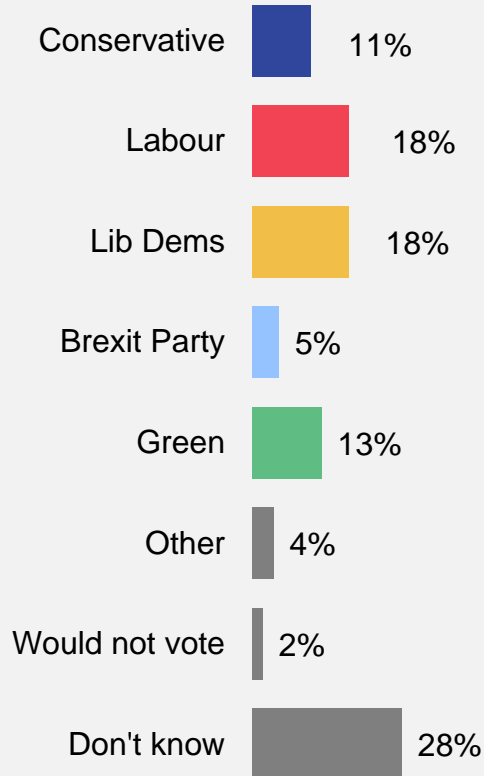
Source: Ipsos MORI Political Monitor



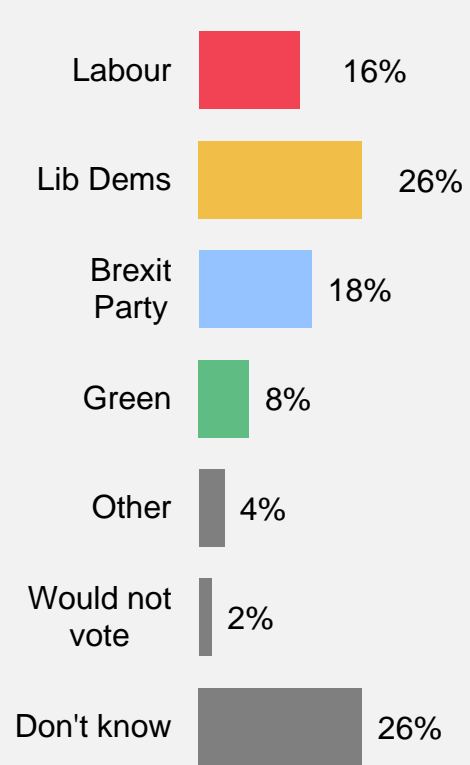
# Who might you vote for instead?

If you do change your mind about voting for this party, which party would you vote for instead?

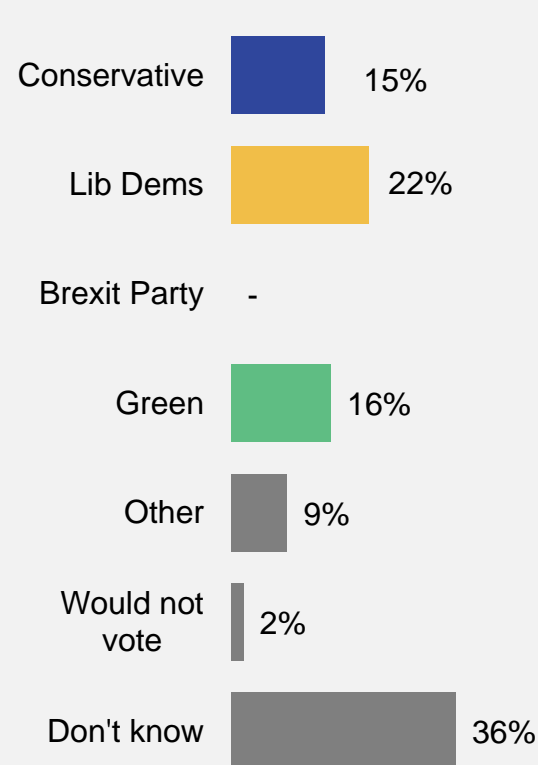
Among all who might change their mind



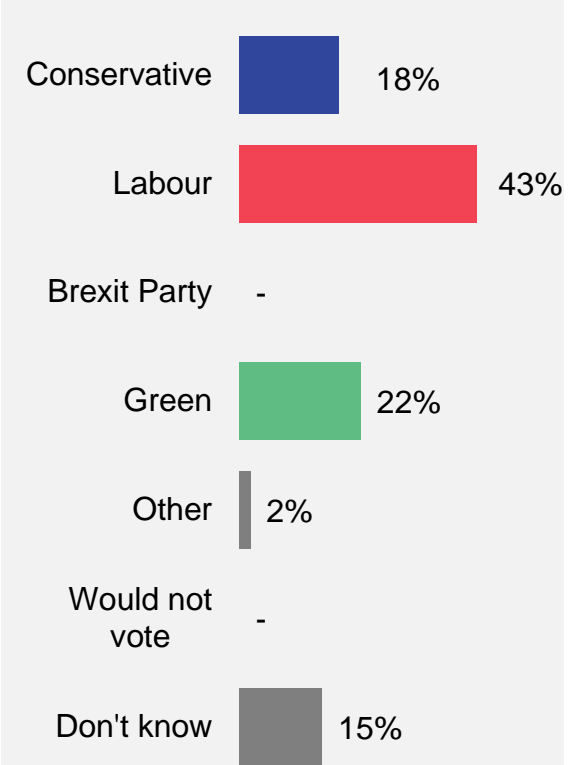
Among Conservative supporters who might change their mind



Among Labour party supporters who might change their mind



Among Lib Dem supporters who might change their mind\*



**Base:** 441 British adults 18+ giving a voting intention who might change their mind, 140 Conservative party supporters who might change their mind, 149 Labour supporters who might change their mind, 83 Liberal Democrats who might change their mind, 9-11 December 2019

Source: Ipsos MORI Political Monitor

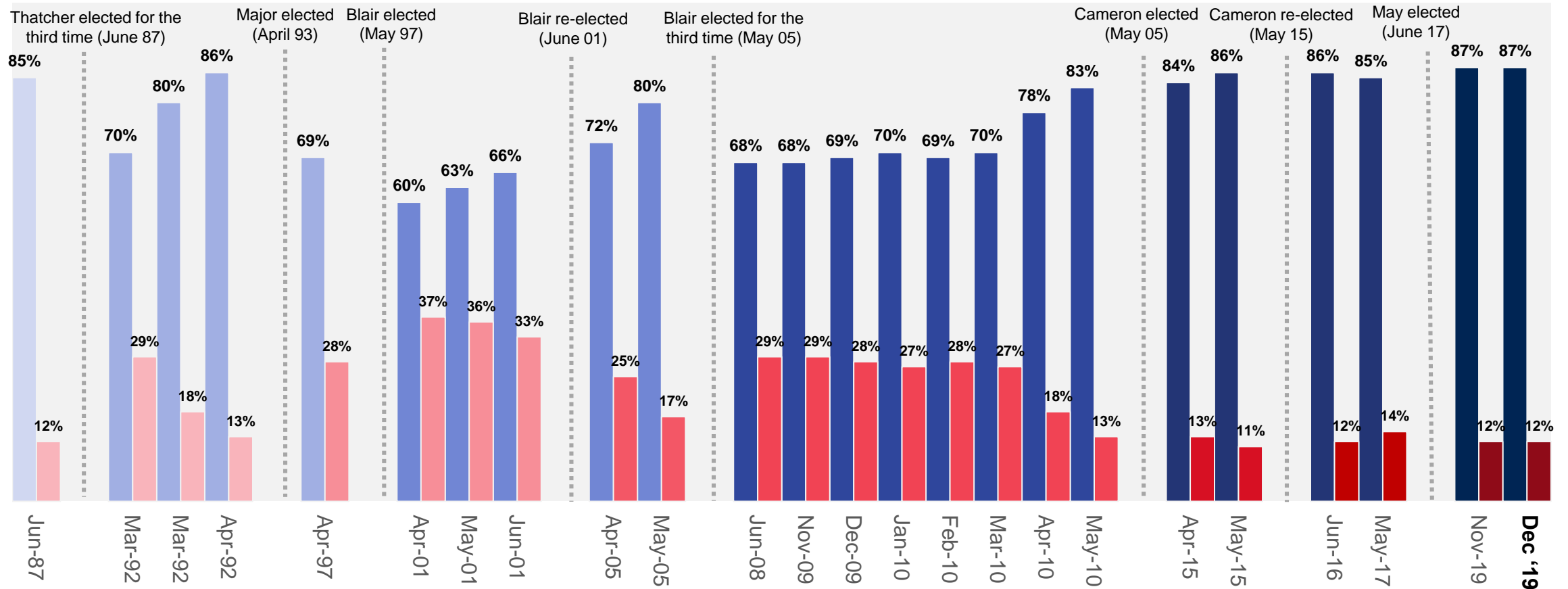
\*Small base size

# Importance of the General Election

How important is it to you personally who wins the next general election?

■ Important

■ Not important



Base: c.1,000 British adults 18+ each month

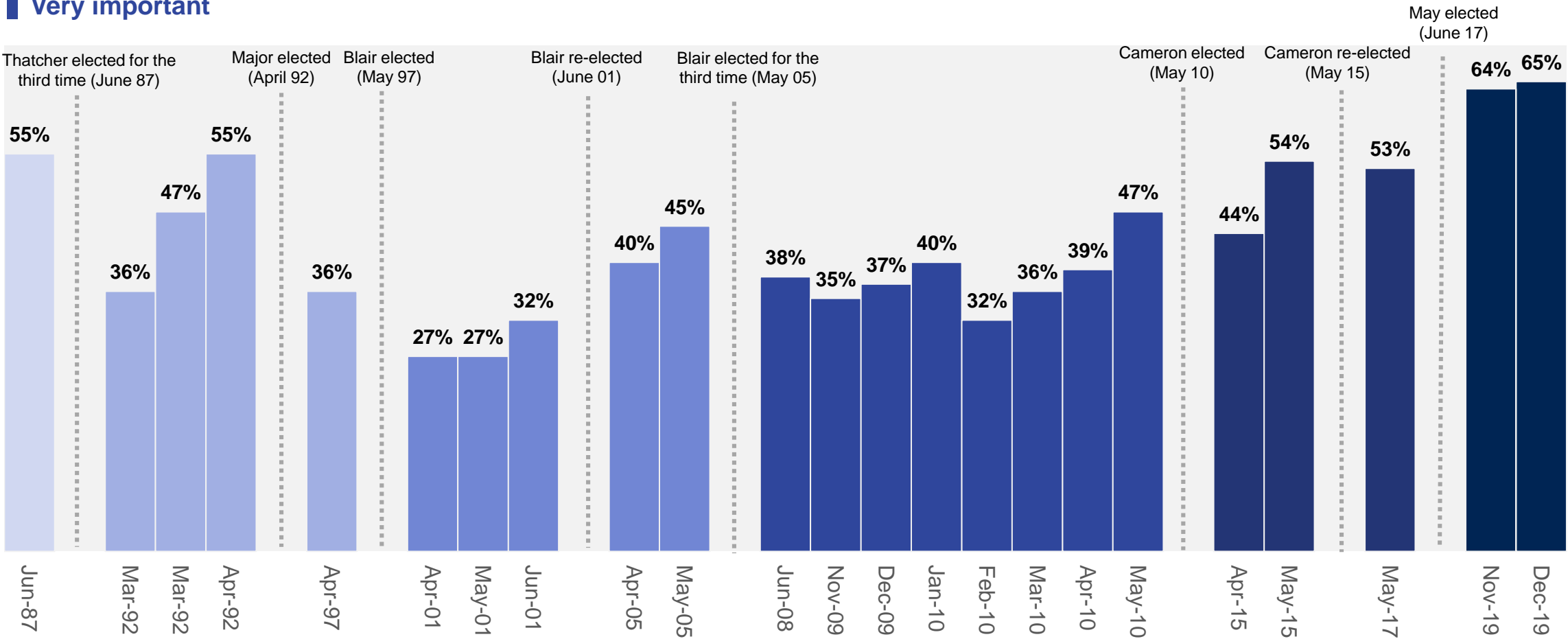
Source: Ipsos MORI Political Monitor



# Importance of the General Election

How important is it to you personally who wins the next general election?

Very important



Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

# PARTY LEADERS

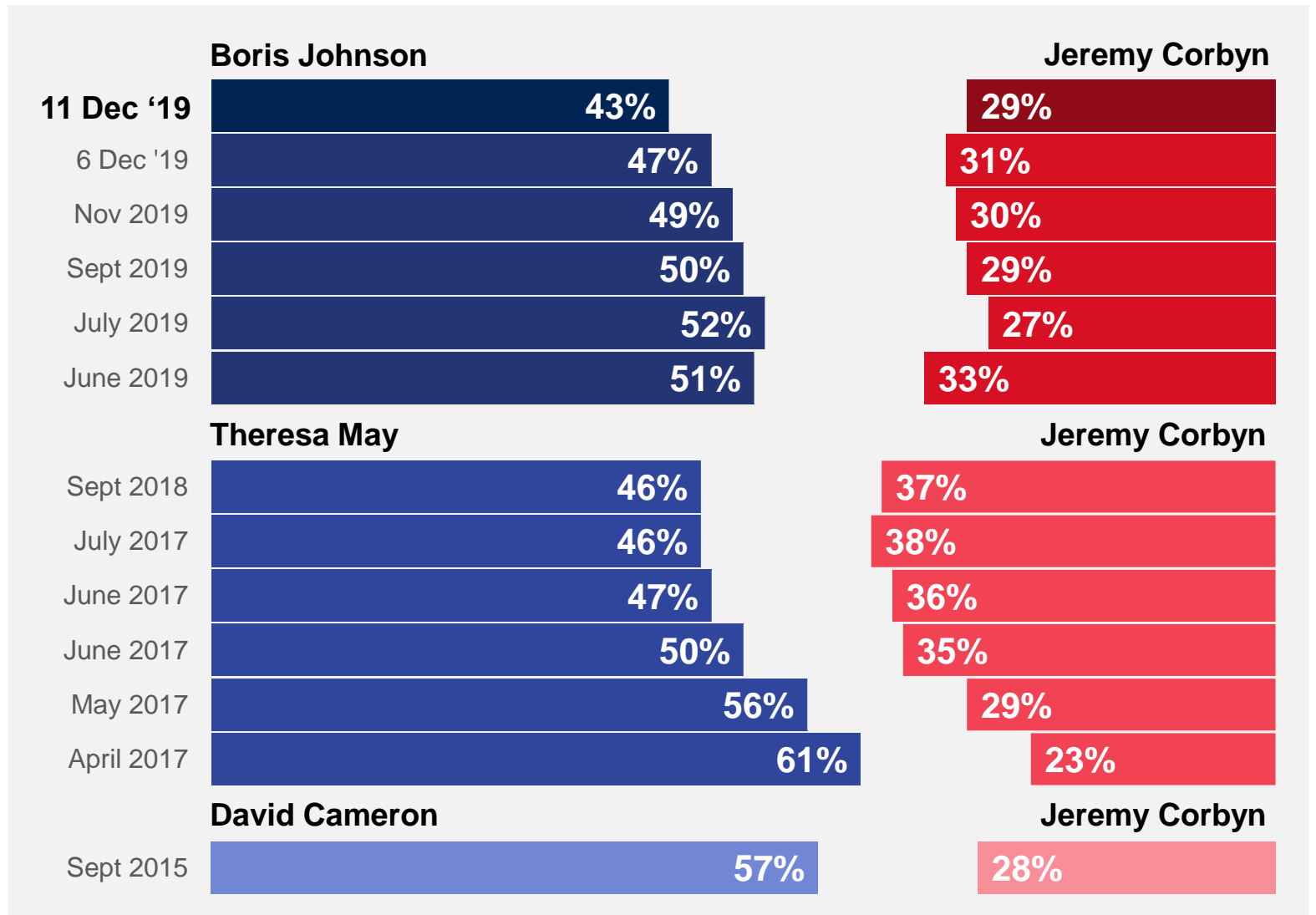
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# Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Boris Johnson, or Labour's Jeremy Corbyn?



Source: Ipsos MORI Political Monitor

Base: 2,213 British adults 18+, 9-11 December 2019

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## 2019 General Election Prediction poll

### For more information

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