Ipsos MORI

Ipsos MORI General Election Campaign Tracker
Topline Results

10th December 2019

Fieldwork: 6th-9th December 2019

Technical Details

Ipsos MORI conducted online fieldwork amongst a representative sample of 1,134 adults aged 18+ across Great Britain. Interviews were conducted online: 6th- 9th December 2019. Data are weighted by region, social grade, age, working status and education to match the profile of the population.

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

Questions are asked of the total sample of n= 1,134 unless otherwise stated.

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

	6–9 Dec 2019 %	29 Nov - 2 Dec 2019 %	22-25 Nov 2019 %	15-18 Nov 2019 %	8-11 Nov 2019 %
Healthcare/ NHS/ hospitals	58	59	62	60	54
Europe/ EU/Brexit	53	54	57	56	55
Crime and anti-social behaviour/ law and order	31	34	31	32	32
Care for older and disabled people	31	29	31	32	31
Protecting the environment/ climate change	28	29	29	30	27
Immigration	27	29	29	30	26
Education/ schools	27	27	28	27	24
Public services generally	26	27	28	28	23
Poverty/Inequality	26	26	23	23	24
Managing the economy/ economic situation	25	27	28	30	26
Housing	23	23	25	23	21
Pensions	23	23	23	21	21
Inflation/rising cost of living	21	21	24	22	23
Lack of faith in politicians/political parties/system of government	20	20	22	22	21
Benefits	19	19	19	20	19
Public transport/ roads	18	16	20	18	17
Defence/ security/ foreign affairs	18	15	14	16	15
Taxation	17	20	21	21	20
Animal welfare	16	13	13	14	14
Issues affecting families/children/childcare	15	15	15	16	13
Unemployment	15	13	14	16	14
Foreign/overseas aid	8	10	13	10	10
Scottish independence/devolution	6	5	5	5	5
Nothing – I won't vote	4	4	3	3	3
Other	2	2	1	2	2
Don't know	3	3	3	3	3

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?

	6-9 Dec 2019 %	29 Nov – 2 Dec 2019 %	22-26 Nov 2019 %	15-18 Nov 2019 %	8-11 Nov 2019 %
The Conservative party	26	27	25	26	26
The Labour party	26	22	23	22	19
The Liberal Democrats	10	9	9	9	12
The Brexit Party	5	6	7	6	8
The Green party	3	3	3	3	3
The Scottish National Party (SNP)*	3	2	3	2	3
Plaid Cymru*	*	*	*	1	*
Another party	1	*	1	*	1
Different parties are better on different policies	9	11	12	11	9
None of these	10	10	9	8	8
Don't know	9	9	9	11	10

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

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

		Very favour-able %	Fairly favour-able %	Neither favourable nor unfavourable %	Fairly unfavour-able %	Very unfavourable %	Don't know %	**Favour-able** %	**Unfavour-able** %	**Net favourable ±**
Jeremy Corbyn	**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	**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	**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	**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	**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	**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	**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	**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

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

		A very good campaign	A fairly good campaign	A neither good nor bad campaign	A fairly bad campaign	A very bad campaign	Don't know	A good campaign	A bad campaign
		%	%	%	%	%	%	%	%
Labour Party	**6-9 Dec**	**8**	**18**	**22**	**25**	**19**	**8**	**26**	**44**
	29 Nov - 2 Dec	7	16	21	24	24	8	23	48
	22-25 Nov	10	18	24	19	21	9	28	39
	15-18 Nov	9	16	23	23	19	10	25	42
	8-11 Nov	7	14	23	22	22	12	21	44
Conservative party	**6-9 Dec**	**6**	**23**	**28**	**19**	**16**	**8**	**29**	**35**
	29 Nov - 2 Dec	8	22	27	20	15	9	31	34
	22-25 Nov	5	22	29	17	17	10	27	34
	15-18 Nov	7	20	27	18	17	11	27	35
	8-11 Nov	8	19	28	20	15	10	27	35
Brexit Party	**6-9 Dec**	**3**	**12**	**26**	**22**	**23**	**12**	**16**	**46**
	29 Nov - 2 Dec	5	12	29	19	21	14	16	41
	22-25 Nov	4	15	29	18	22	12	19	40
	15-18 Nov	5	14	26	19	22	13	19	41

	8-11 Nov	6	12	32	17	19	14	19	36
Liberal Democrats	**6-9 Dec**	**3**	**15**	**29**	**25**	**19**	**10**	**18**	**43**
	29 Nov - 2 Dec	3	14	31	22	19	10	17	41
	22-25 Nov	4	15	31	21	18	11	19	39
	15-18 Nov	4	16	35	18	15	12	20	33
	8-11 Nov	4	18	33	14	18	12	23	32

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

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

	6-9 Dec %	29 Nov -2 Dec %	22-25 Nov %	15-18 Nov %	8-11 Nov %
A hung parliament with the Conservatives as the biggest party	**28**	29	32	30	33
A Conservative majority government	**30**	34	27	27	25
A Labour majority government	**12**	10	9	11	10
A hung parliament with Labour as the biggest party	**10**	9	10	11	9
A Liberal Democrat majority	*****	*	*	*	1
A Brexit Party majority	*****	*	1	1	1
A hung parliament with the Liberal Democrats as the biggest party	*****	*	1	1	1
A hung parliament with the Brexit Party as the biggest party	*****	*	*	-	1
Another result	**1**	1	1	2	1
Don't know	**17**	17	19	17	18
Hung parliament	**39**	38	43	43	44
Conservatives largest party	**59**	63	59	57	59
Labour largest party	**22**	19	19	22	20