Election 2019: The Brexit Campaign?

Loughborough University

British Polling Council

Ipsos MORI

Welcome

Simon Atkinson @SimonMAtkinson

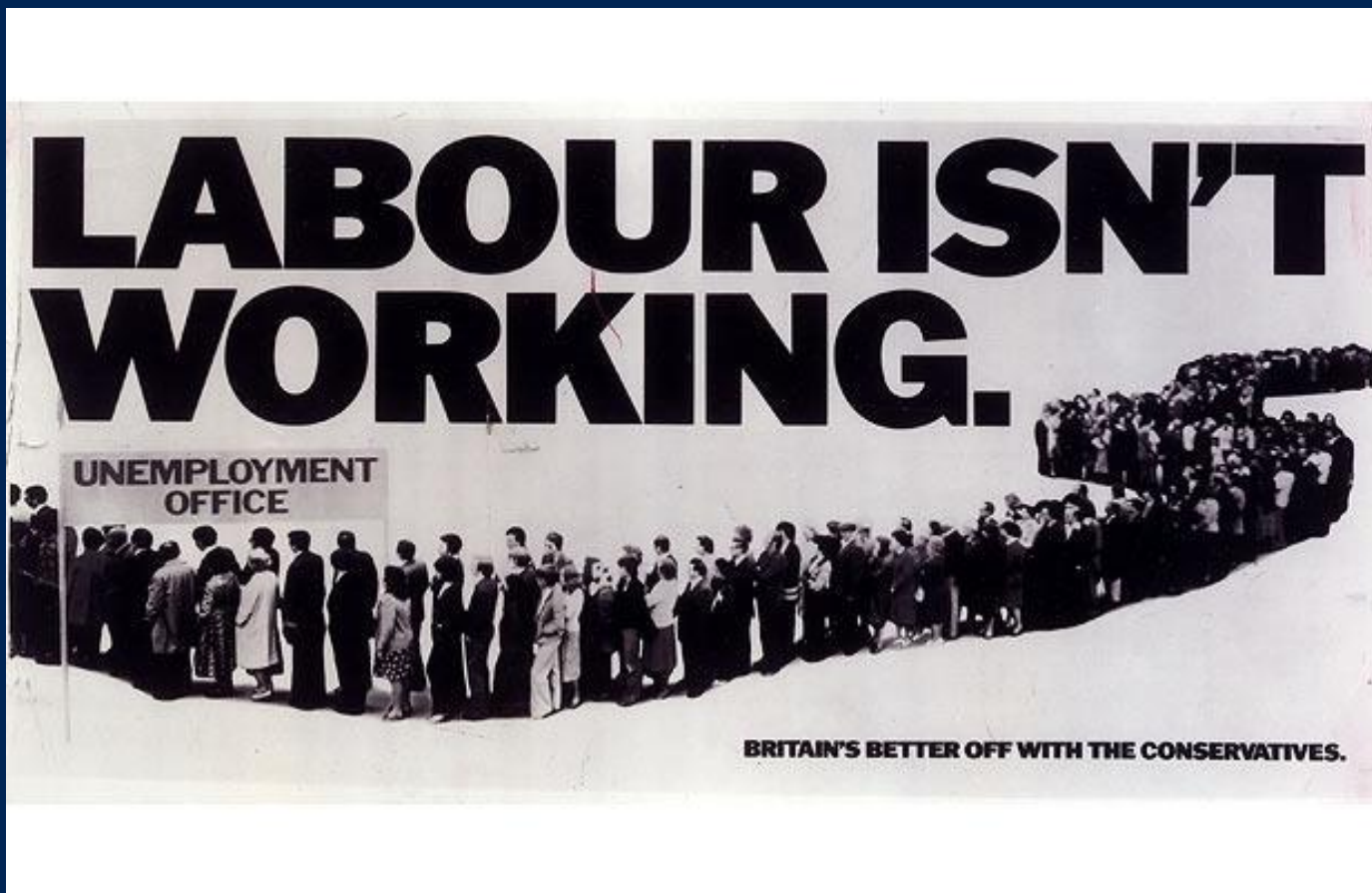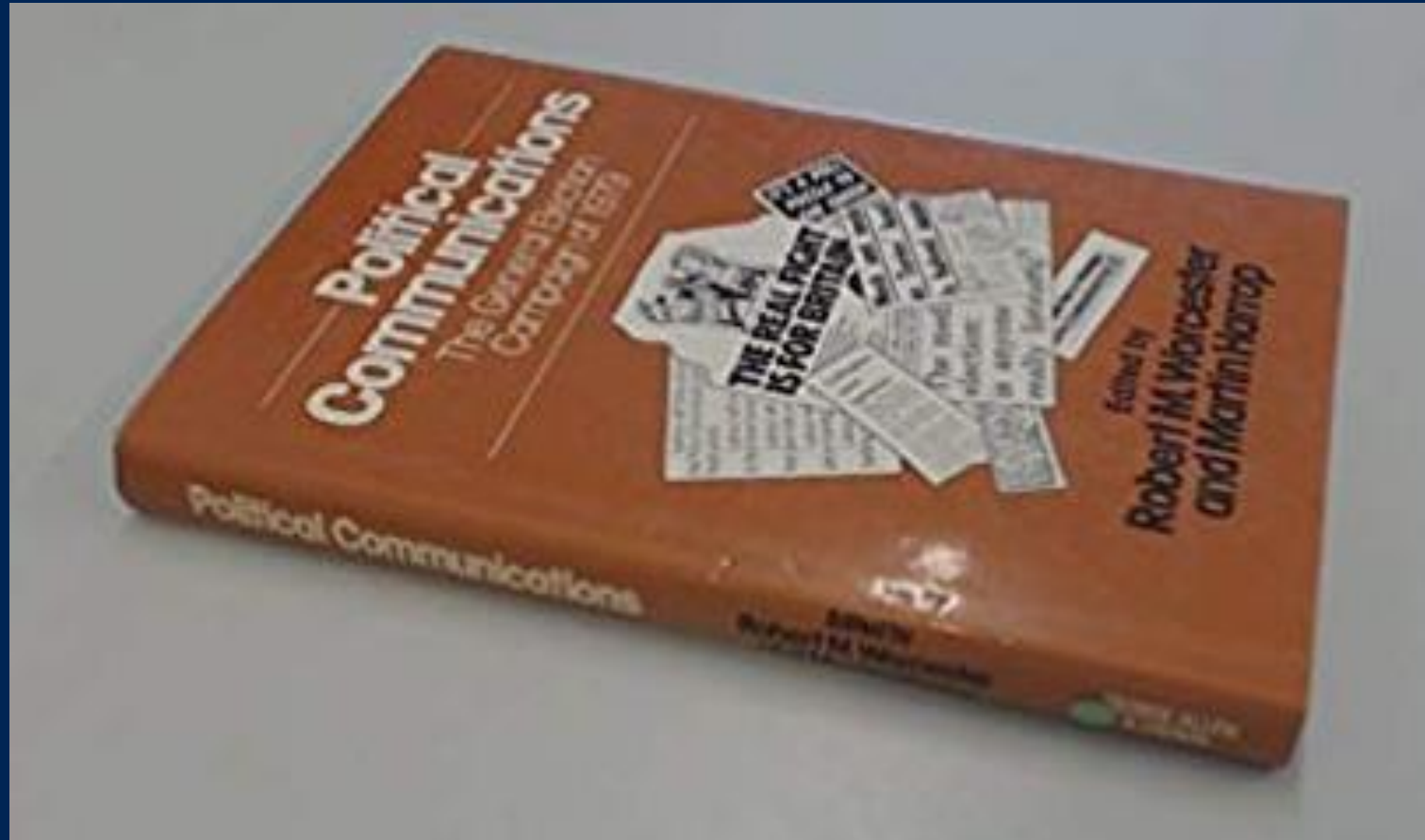**Ipsos MORI**

Dominic Wring

University of Loughborough

#GE2019

#PolComms

WIFI: Imago – code 7844

Ipsos MORI

Ipsos MORI
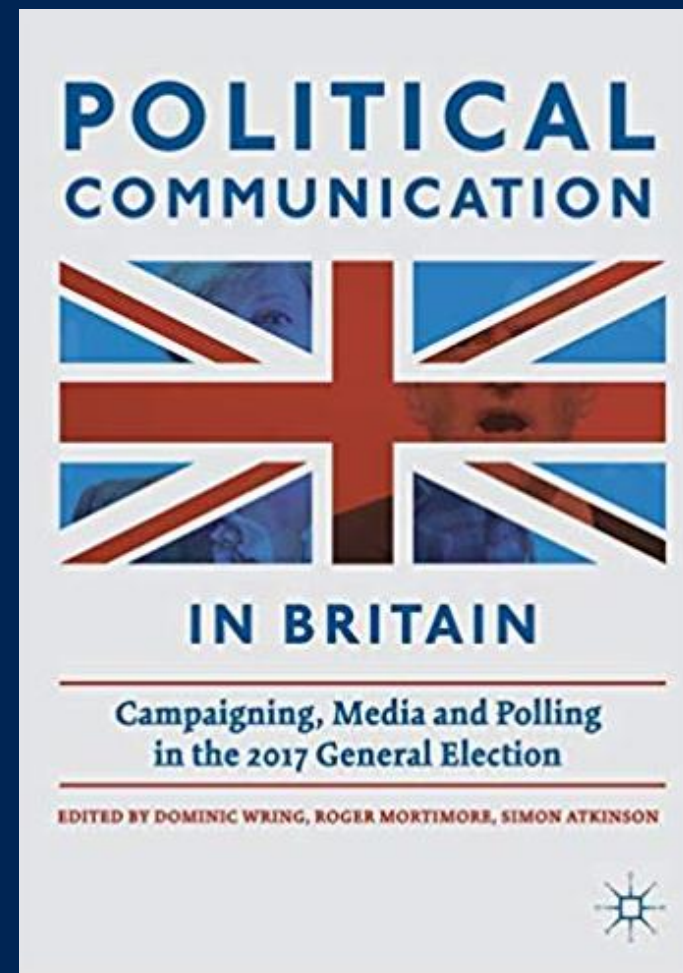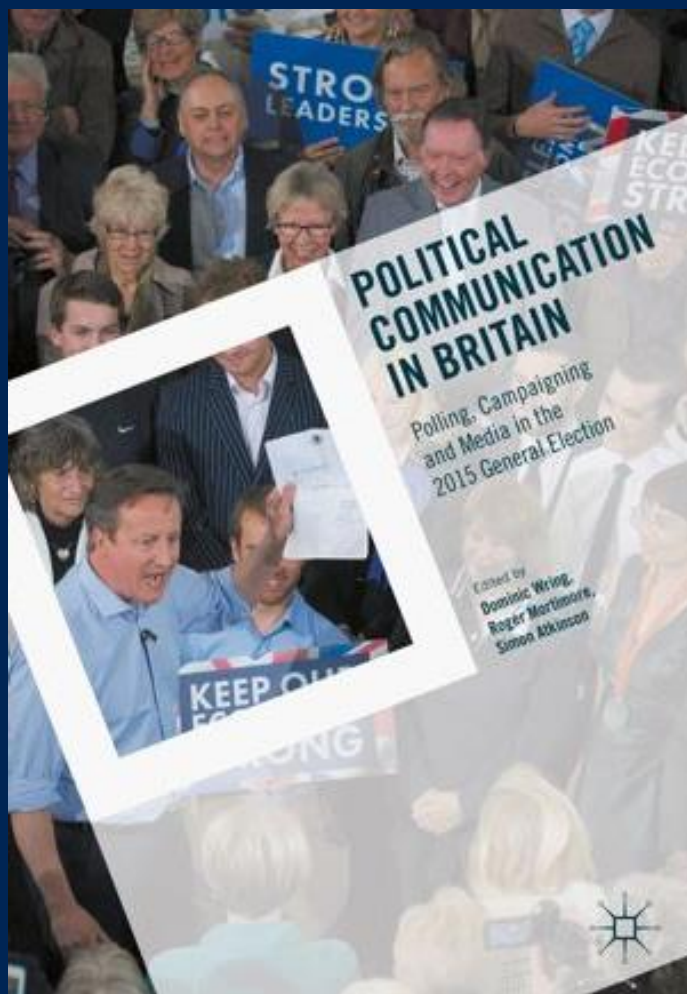
Ipsos MORI Ipsos

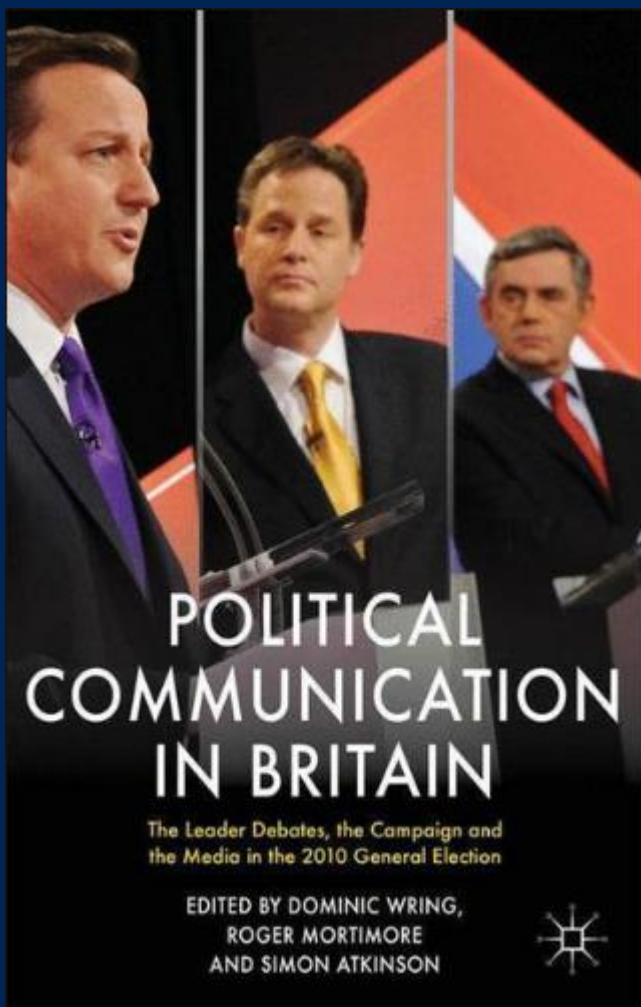Ipsos MORI
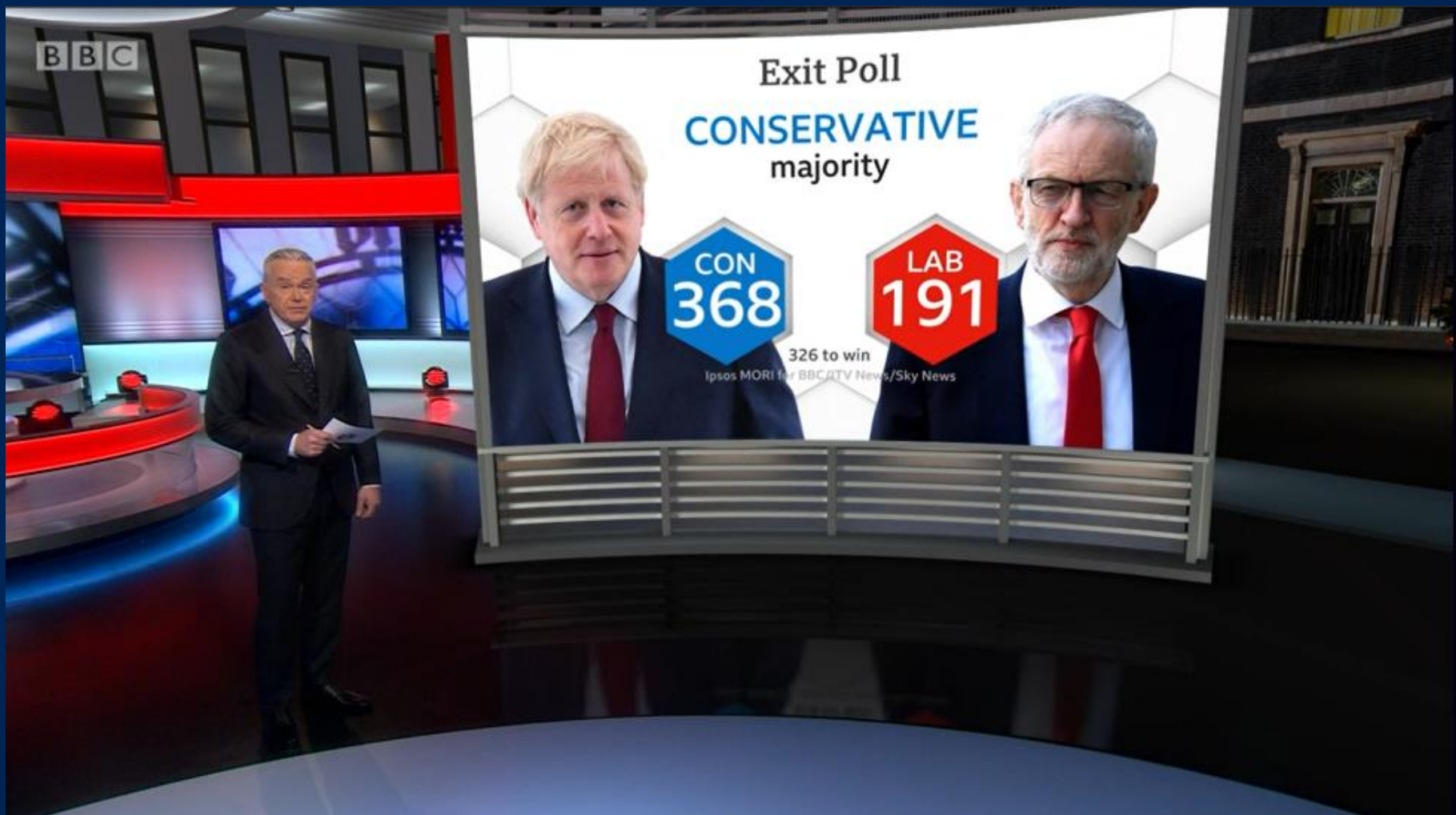
Agenda

Session One: Coverage   **10.00am – 11.30am**

Session Two: Broadcasting   **11.30am – 1.00pm**

Lunch

Plenary: Sir John Curtice   **1.30pm – 2.15pm**

Session Three: Parties   **2.15pm – 3.15pm**

Session Four: Voters   **3.15pm – 4.45pm**

Launch of *Election Analysis*   **4.45pm – 5.30pm**

Close

#GE2019 #PolComms

Ipsos MORI

Session One: Coverage

David Deacon & Dominic Wring @DNDeacon @LboroCRCC

University of Loughborough

Emily Harmer @Harm365

University of Liverpool

Declan McDowell-Naylor @Declan_JMN

Cardiff University

Ipsos MORI

Session Two: Broadcasting

Ric Bailey @BBCNews

BBC

Emma Hoskyns @itvnews

ITV News

Isla Glaister @IslaGlaister

Sky News

Adam Baxter @ofcom

Ofcom

Loughborough University

British Polling Council

Ipsos MORI

itv NEWS

LABOUR TARGETS

CONSERVATIVE TARGETS

10%	10%	9%	8%	7%	6%	5%	4%	3%	3%	2%	2%	1%	1%	0%	0%

0%	0%	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%

EXIT POLL DATA

CON	368	LAB	191	LD	13	BRX	0	SNP	55	OTH	23	EXIT POLL

Scroll for details

20:43 / 8:09:41

Election 2019 Live: The Results | ITV News
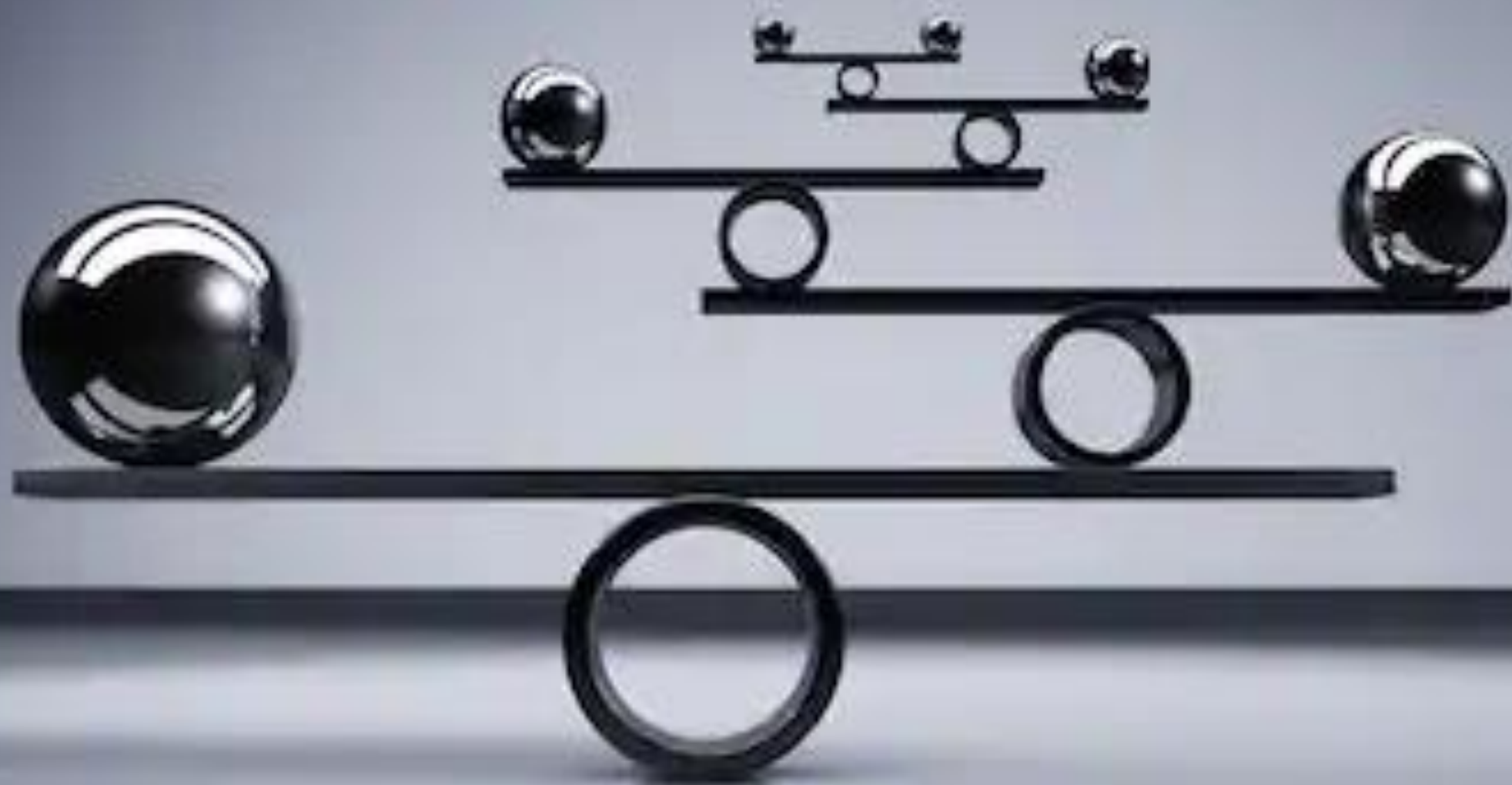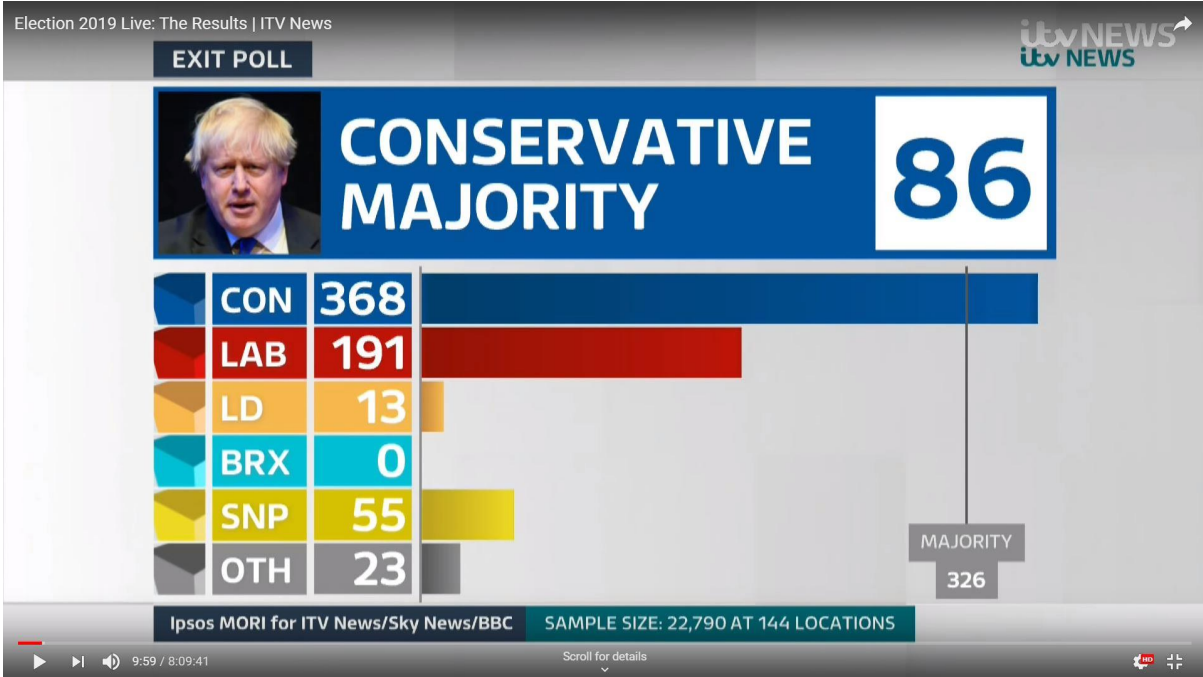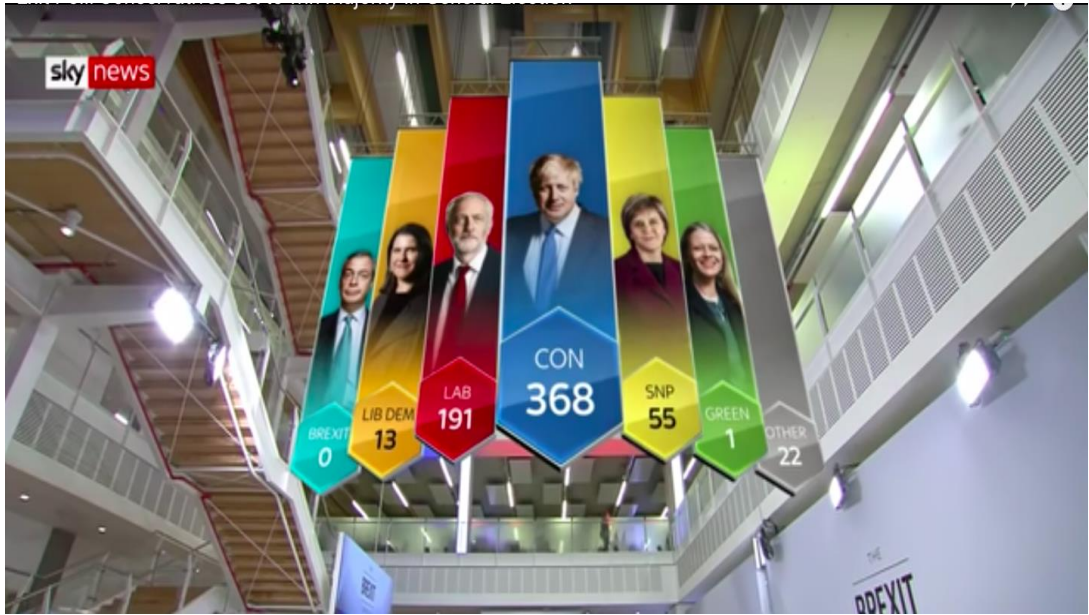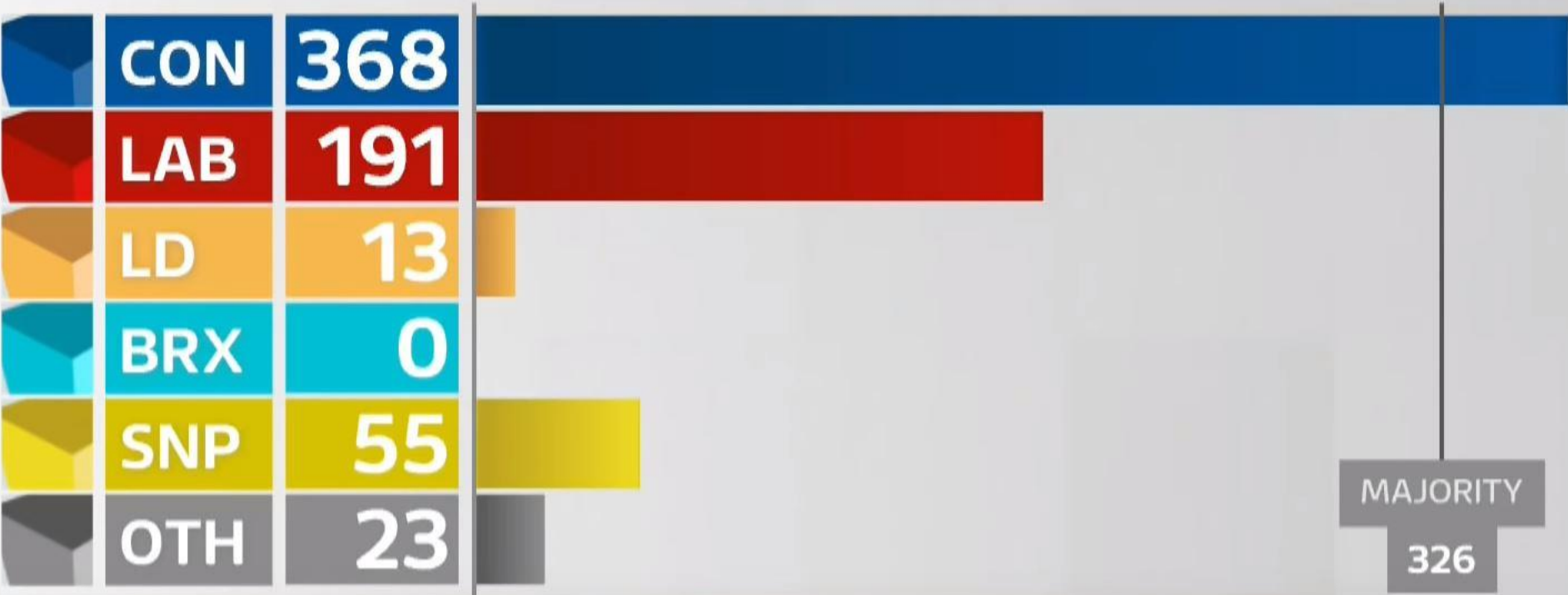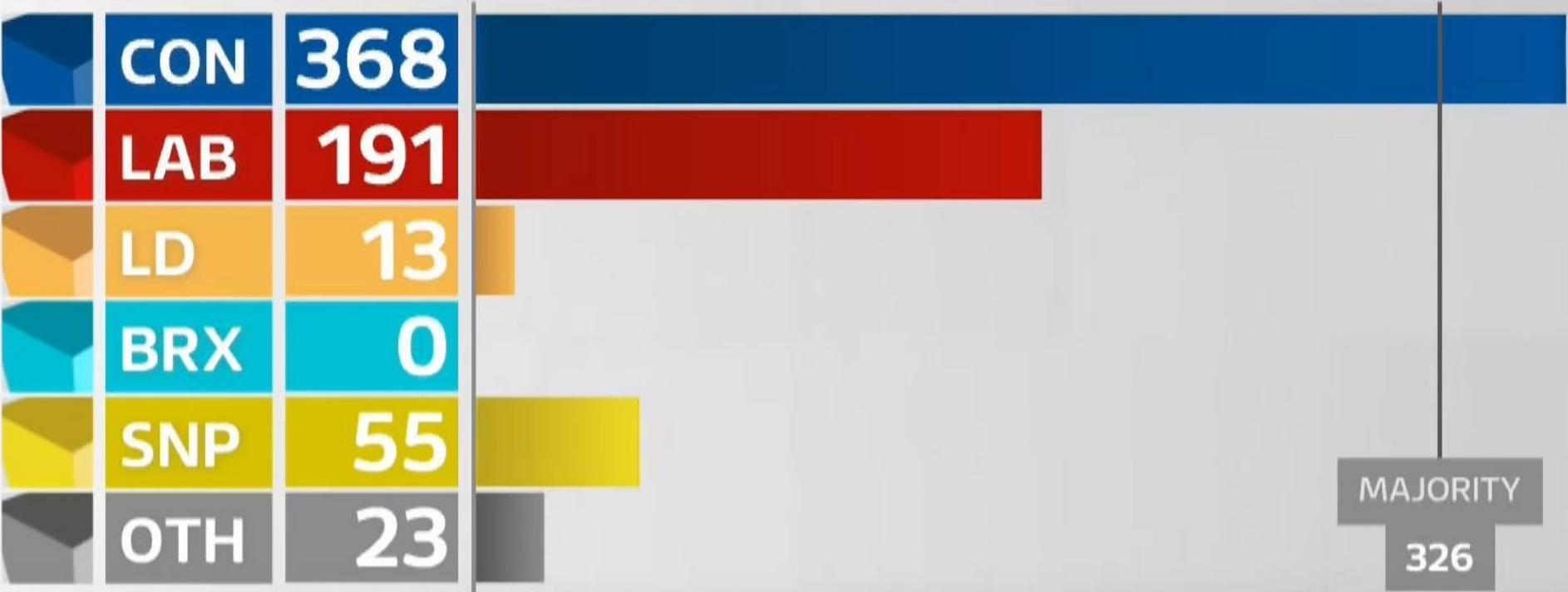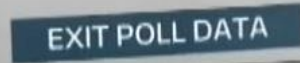
itv NEWS

itv NEWS ELECTION HUBS

WALES

NORTHERN IRELAND

SCOTLAND

NORTH WEST

MIDLANDS

YORKSHIRE & THE HUMBER

NORTH EAST
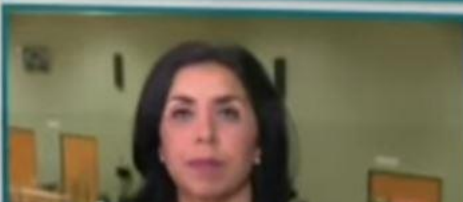
SOUTH WEST

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LONDON

EAST

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5:33 / 8:09:41

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ITV NEWS

POLLS CLOSE IN

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8:22 / 8:09:41

HD

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ELECTION 2019

| CON | 368 | LAB | 191 | LD | 13 | BRX | 0 | SNP | 55 | OTH | 23 | EXIT POLL |

Scroll for details

41:38 / 8:09:41

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SCOTLAND

Aberdeen N	Coatbridge	Edinburgh N	Glasgow SW	Motherwell
Aberdeen S	Cumbernauld	Edinburgh S	Glenrothes	Na h-Eileanan
Aberdeenshire	Dumfries	Edinburgh SW	Gordon	Ochil
Airdrie	Dumfriesshire	Edinburgh W	Inverclyde	Orkney & Shet
Angus	Dunb'shire E	Falkirk	Invern	Paisley Ren N
Argyll & Bute	Dunb'shire W	Fife N E	Kilma	Paisley Ren S
Ayr	Dundee East	Glasgow C	Kirkc	Perth
Ayrshire C	Dundee West	Glasgow E	Lanar	Renf'shire E
Ayrshire N	Dunfermline	Glasgow N	Linli	
Banff & Buchan	East Kilbride	Glasgow NE	Liv	erglen
Berwickshire	East Lothian	Glasgow NW	M	ng
Caithness	Edinburgh E	Glasgow S		

CON 368	LAB 191	LD 13	BRX 0	SNP 55	OTH 23	EXIT POLL

Scroll for details

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ELECTION 2019

| CON | 368 | LAB | 191 | LD | 13 | BRX | 0 | SNP | 55 | OTH | 23 | EXIT POLL |

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SHARE OF VOTE DEVIATION FROM EXIT POLL

LAB SHARE

0%

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CON SHARE
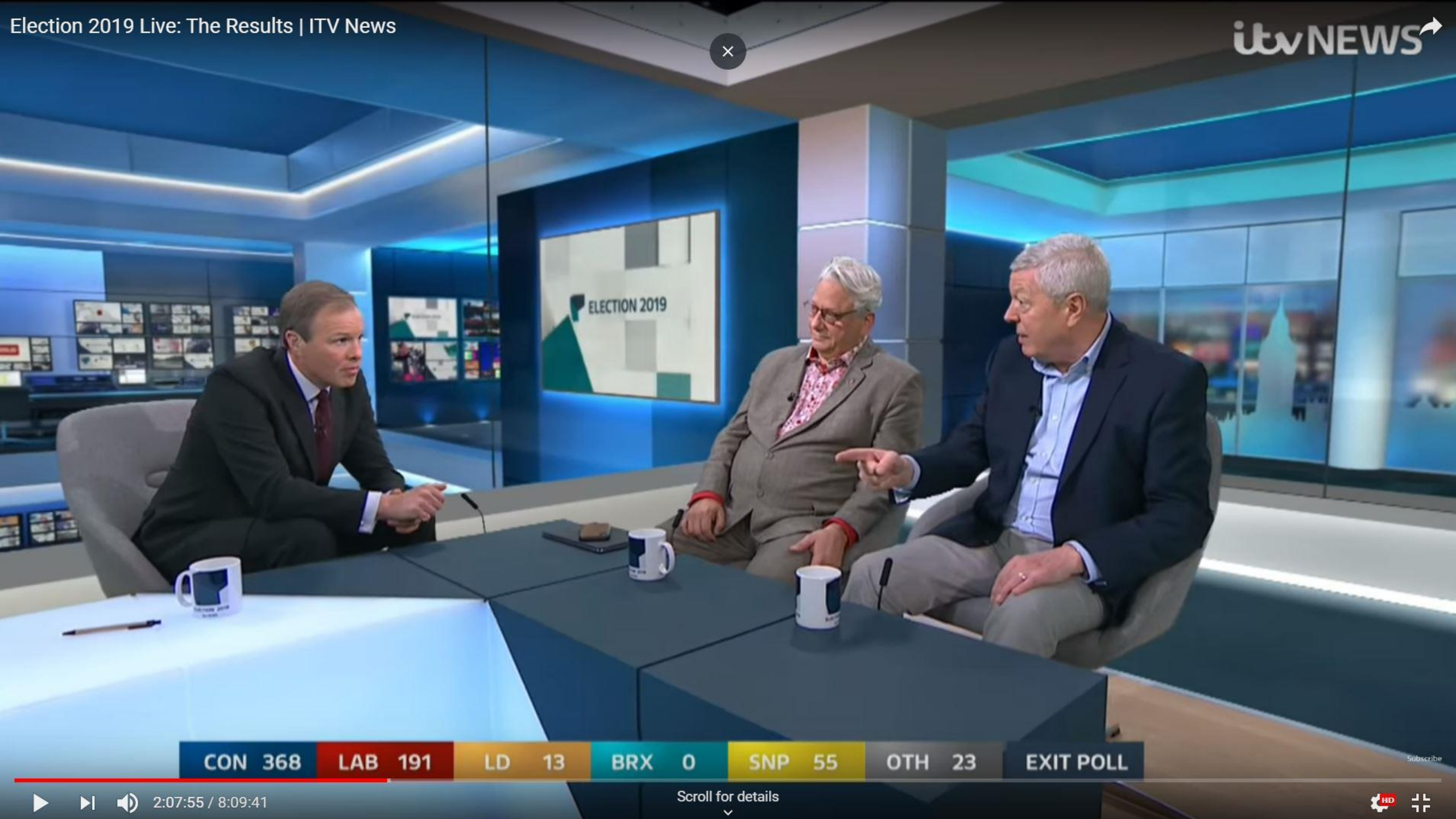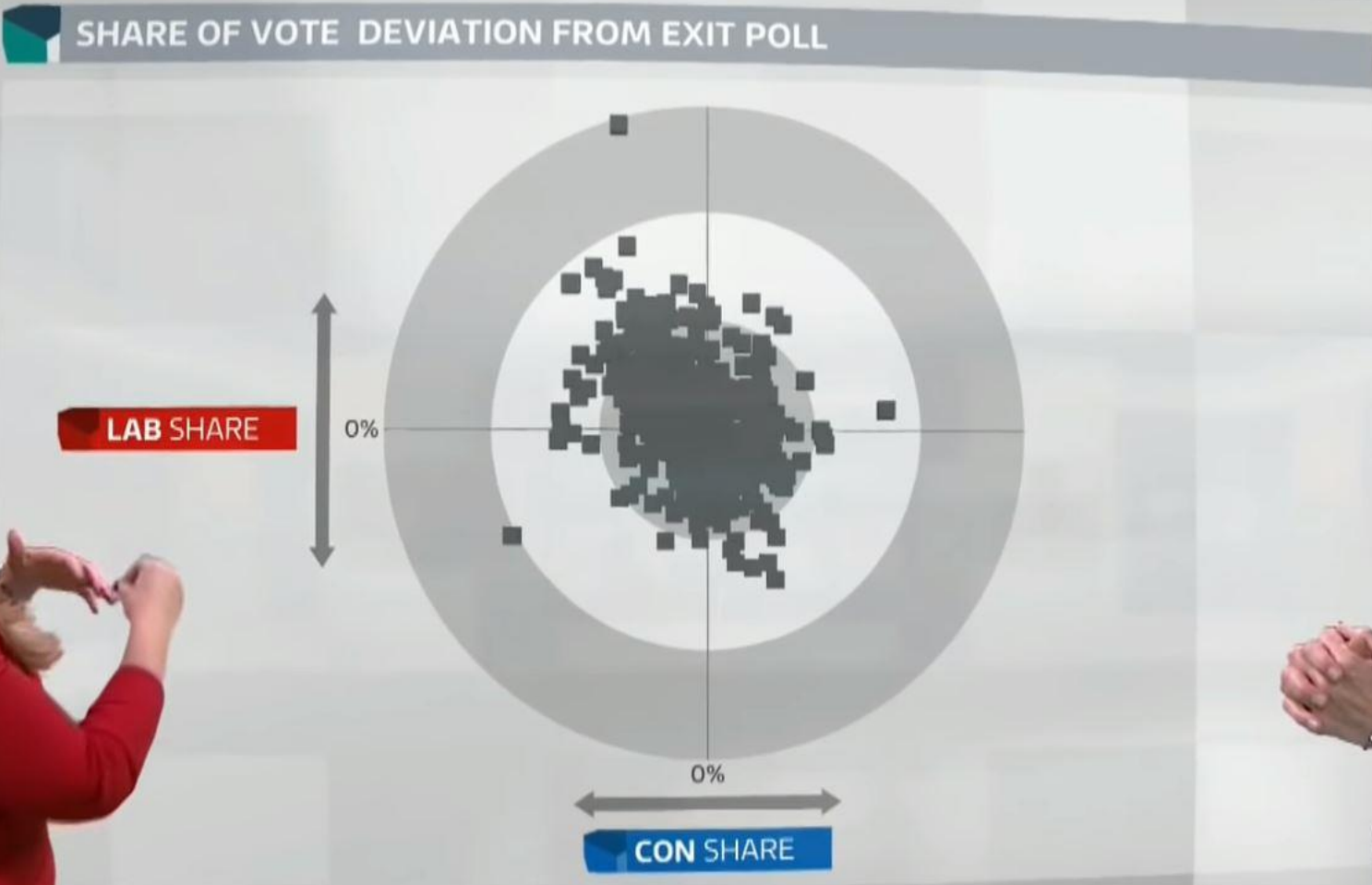
DUMFRIESSHIRE, CLYDESDALE & TWEEDDALE

CON HOLD David Mundell back

| CON 360 | LAB 201 | LD 12 | BRX 0 | SNP 53 | OTH 24 | EXIT POLL PLUS |

Scroll for details

6:56:38 / 8:09:41

Election 2019: The Brexit Election?
-The Ofcom perspective

Adam Baxter, Ofcom

31 January 2020

Ofcom's role in elections

Why does Ofcom get involved in elections?

Parliament has placed duties on Ofcom in three main ways in relation to elections:

Political Adverts: These are banned on TV and radio in the UK.

Party Election Broadcasts (PEBs): Given the political advert ban, PEBs aim to give parties of all sizes the chance to broadcast their messages direct to voters. Parliament has charged Ofcom with the duty of making rules (the PPRB Rules) regarding the allocation, length and frequency of PEBs and identifying the broadcasters that are required to transmit PEBs.

Due impartiality and due accuracy and coverage of candidates: The Communications Act 2003 requires Ofcom to set rules covering due impartiality in all election broadcast output (and due accuracy in news output).

Election law requires Ofcom to adopt a Code of practice with respect to candidates appearing in broadcast items. We discharge this duty through rules in Section Six of the Broadcasting Code.

In setting the PPRB Rules and constituency reporting rules Ofcom has a statutory duty to have regard to the views of the Electoral Commission.

Regulation of election coverage

"Due impartiality"

Section Five Due impartiality

- Due impartiality and due accuracy in news (Rules 5.1 to 5.3).

- Due impartiality on matters of major political controversy and major matters relating to current public policy (all programmes: Rules 5.11 and 5.12 and Rule 5.13 on commercial non-national radio).

Section Six Elections

- Coverage across the campaign (Rules 6.1 to 6.7) including prohibition on discussing election issues on polling day (Rules 6.4 and 6.5).

- Constituency reporting (Rules 6.8 to 6.12).

Due impartiality in the General Election – what's a practical interpretation?

- No requirement to give equal time to all parties.

- Not every party has to feature in every item.

- But coverage must be impartial between all parties over the campaign.

Coverage across the election campaign?

- Rule 6.2: "*Due weight must be given to the coverage of parties and independent candidates during the election period. In determining the appropriate level of coverage to be given to parties and independent candidates broadcasters must take into account evidence of __past electoral support and/or current support__. Broadcasters must also __consider__ giving appropriate coverage to __parties__ and __independent candidates__ with __significant views and perspectives__*".

- Due weight is a flexible term and does not mean equal coverage.

- We expect broadcasters to give appropriate editorial coverage to parties and candidates especially in situations where there are likely to be a greater range of potential voices competing for coverage
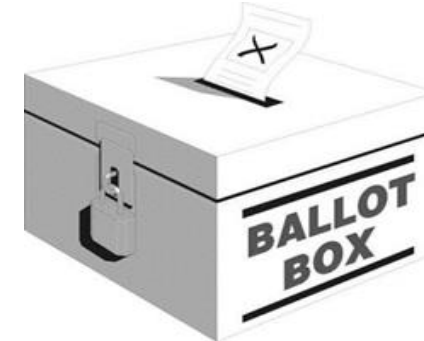
What are the requirements for parties and independent candidates?

- Since 22 March 2017, **there is no longer a list of larger (formerly major) parties** in Section Six of the Code.

- What is "*appropriate coverage*" is an editorial decision for the broadcaster.

- Consider: past electoral support, current support (opinion polls), number of candidates etc.

- This will vary in different localities.

- To help broadcasters Ofcom publishes a digest of evidence of past electoral support and evidence of current support.

Candidates in programmes

Constituency reports:

- When candidates take part in broadcast items which could be seen as promotional for that candidate within their constituency, special rules apply (Rules 6.8 to 6.12).

- All candidates should be offered the opportunity to take part in the item if they represent parties with previous significant electoral support or significant current support. Candidates cannot veto constituency items being broadcast.

- After the close of nominations a full candidate list has to be included in the item.

Other programming:

- Candidates **must not act as news presenters, interviewers or presenters** of any type of programme during the election period (Rule 6.6).

- Appearances by candidates in non-political programmes that were planned or scheduled before the election period may continue, but no new appearances should be arranged and broadcast during the period (Rule 6.7).

These rules are intended to help secure the integrity of the democratic process and ensure that candidates do not appear in programmes to try to gain a political advantage.

The factors Ofcom takes into account when weighing different types of electoral evidence

- Greater weight on past performance in elections over opinion poll data. (past results are a measure of how voters have exercised their democratic choice).

- Electoral performance of parties over at least two electoral cycles.

- Performance in past General Elections, as well as performance in other past elections.

- Electoral performance of parties over at least two electoral cycles when considering performance in any given type of elections. However, less weight on evidence of electoral performance two or more electoral cycles ago given the historical nature of this evidence.

- Evidence in relation to the different devolved nations of the UK.

- Evidence of current support that is objective and measurable e.g. opinion polls.
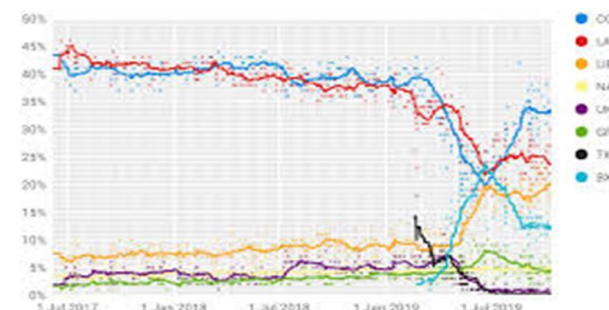
Party Election Broadcasts

- Key features:

  -PEBs for 2019 General Election were carried by: Channel 3 services; Channel 4; Channel 5; Absolute Radio; Classic FM; Talksport; and various BBC services.

  -All parties standing in at least one sixth of seats in a nation received one PEB.

  -Additional PEBs granted based on evidence of past electoral support and current support.

  -Length of broadcasts: television: 2'40", 3'40" or 4'40"; radio: up to 2'30".

  -PEBs must be broadcast between 17:30 and 11:30 on television and between 06:00 and 22:00 on radio.

- Ofcom determines any disputes about PEBs through our Election Committee.

How Ofcom approaches the regulation of the General Election

- Ofcom considers any breach arising from election-related programming to be **potentially serious** and could result in the imposition of a statutory sanction.

- If a complaint is made which raises a substantive issue concerning due impartiality during the election period, and, if upheld, might require redress before the election, it will be considered by Ofcom's Election Committee.

Ofcom's role in the 2019 General Election

2019 General Election – The background

- The 2015 General Election confirmed the fragmented nature of UK politics but 2017 saw a move back to 'two-party' dominance:

    - The combined Conservative/Labour vote share grew from 67.2% in 2015 to 82.3% in 2017.

    - In 2015 the Lib-Dems' performance was its worst since 1970 (7.9%) and dropped further to 7.2% in 2017.

    - Whilst winning 56 seats out of 59 in Scotland in 2015, the SNP dropped back to 35 seats in 2017.

    - After achieving 3.89 million votes in 2015, UKIP dropped back to 594K votes in 2017.

    - Similarly the Greens dropped back from 1.16 million votes in 2015 to 526K votes in 2017.

- As with previous recent elections, we were expecting 2019 election coverage to be likely to include a broader range of voices.

The 2019 General Election was very busy for Ofcom

- We saw a huge increase in the number of complaints in 2019.

	BBC	Non-BBC	Total
2015 GE	280*	147	427
2017 GE	310	325	635
2019 GE	436	1,688	2,124

- Since 22 March 2017, Ofcom has been the backstop regulator on due impartiality/election matters for BBC content. Therefore the BBC complaints we received in 2015 were out of remit.

- We operate a 'BBC First' complaints process for any complaint regarding BBC material. This means that Ofcom would normally only consider complaints about the BBC after the BBC has had the opportunity to address it first. During elections we expect the BBC to expedite all election-related complaints.

- In 2019, as virtually all BBC complaints we received had not completed the BBC complaints process first, we considered whether any complaints gave rise to exceptional circumstances which justified our early intervention, but none did so.

The top complaint drivers in 2019

Broadcaster	Programme	TX date	Issue	Number of complaints	Ofcom Decision
Sky News	*Kay Burley @ Breakfast*	06/11/2019	Kay Burley "empty-chaired" James Cleverly after he allegedly failed to attend interview.	271	Not Pursued: Bulletin 391, 18 November 2019
Channel 4	*Channel 4 News Climate Change Debate*	28/11/2019	Channel 4 represented Boris Johnson's and Nigel Farage's absence with ice sculptures	201	Not Pursued: Election Committee Decision, 3 December 2019
Sky News	*Brexit Election strapline*	Various	Complaints that the strapline framed the election as exclusively Brexit-related	175	Not Pursued: Letter to the Labour Party, 20 November 2019
ITV	*Johnson v Corbyn: The ITV Debate*	19/11/2019	Objection to the exclusion of other party leaders in this debate	211	Not Pursued: Bulletin 393, 16 December 2019
BBC 1	*BBC News*	23/11/2019	The BBC showed a clip from the previous night's *Question Time* that did not contain the audience laughter when Boris Johnson was asked about the issue of trust.	78	BBC First: Bulletin 393, 16 December 2019
BBC 1	*BBC Breakfast*	11/11/2019	The BBC broadcast out-of-date footage of Boris Johnson laying a wreath due to "a production mistake", for which it subsequently apologised.	47	BBC First: Bulletin 392, 2 December 2019.

Case Focus: *Channel 4 News Climate Change Debate*

- We received a complaint from the Conservative Party about the *Channel 4 News Climate Debate* which was broadcast on 28 November 2019, which was considered by the Election Committee.

- It is for a broadcaster to propose a election debate programme format but there is no obligation for any of the party to take part.

- Depending on the particular circumstances, a broadcaster may decide to proceed with an election debate programme and to "empty chair" a party who decides not to participate. But the broadcaster must preserve due impartiality.

- Boris Johnson had been invited to take part but had chosen not to do so. Michael Gove had asked to take part, but he was not a party leader, and the other leaders' agreement to participate was predicated on the basis they would be debating with leaders of the other main political parties. The manner in which Channel 4 preserved due impartiality had to be assessed against this backdrop which was made clear to the audience.

- References to the Conservative Party and its policies on climate change were featured in the programme as well as linked *Channel 4 News* programmes such as the episode broadcast on the following night.

- The Election Committee considered that the programme did not raise issues warranting investigation under the Broadcasting Code.

Party Election Broadcasts in 2019 General Election

- In 2019 we saw a reduction in the number of PEBs compared with 2017.

	England		Wales		Scotland	
	2017	2019	2017	2019	2017	2019
Con	5	3	4	3	4	3
Lab	5	3	4	3	4	3
L-D	4	3	4	3	4	3
SNP	-	-	-	-	4	3
PC	-	-	4	3	-	-
Green	2	2	1	1	-	2
Brexit	-	2	-	2	-	2
UKIP	3	-	3	-	1	-

Northern Ireland		
	2017	2019
DUP	4	3
Sinn Fein	4	3
SDLP	4	3
UUP	4	3
Alliance	3	3
NI Con	1	1
Aontu	-	1

Plenary

Loughborough University

British Polling Council

Ipsos MORI

The 2019 Election: A Battle About Brexit?

John Curtice

Univ. of Strathclyde and NatCen Social Research

Senior Fellow, 'The UK in a Changing Europe'

whatukthinks.org/eu   @whatukthinks

The Structure

- Attitudes to Brexit
- The lessons and consequences of the Brexit impasse
- Brexit and the dynamics of the campaign
- The outcome
- The role of other considerations - policy, leadership and competence

Prospects For A Second Referendum

EURef2 Poll of Polls
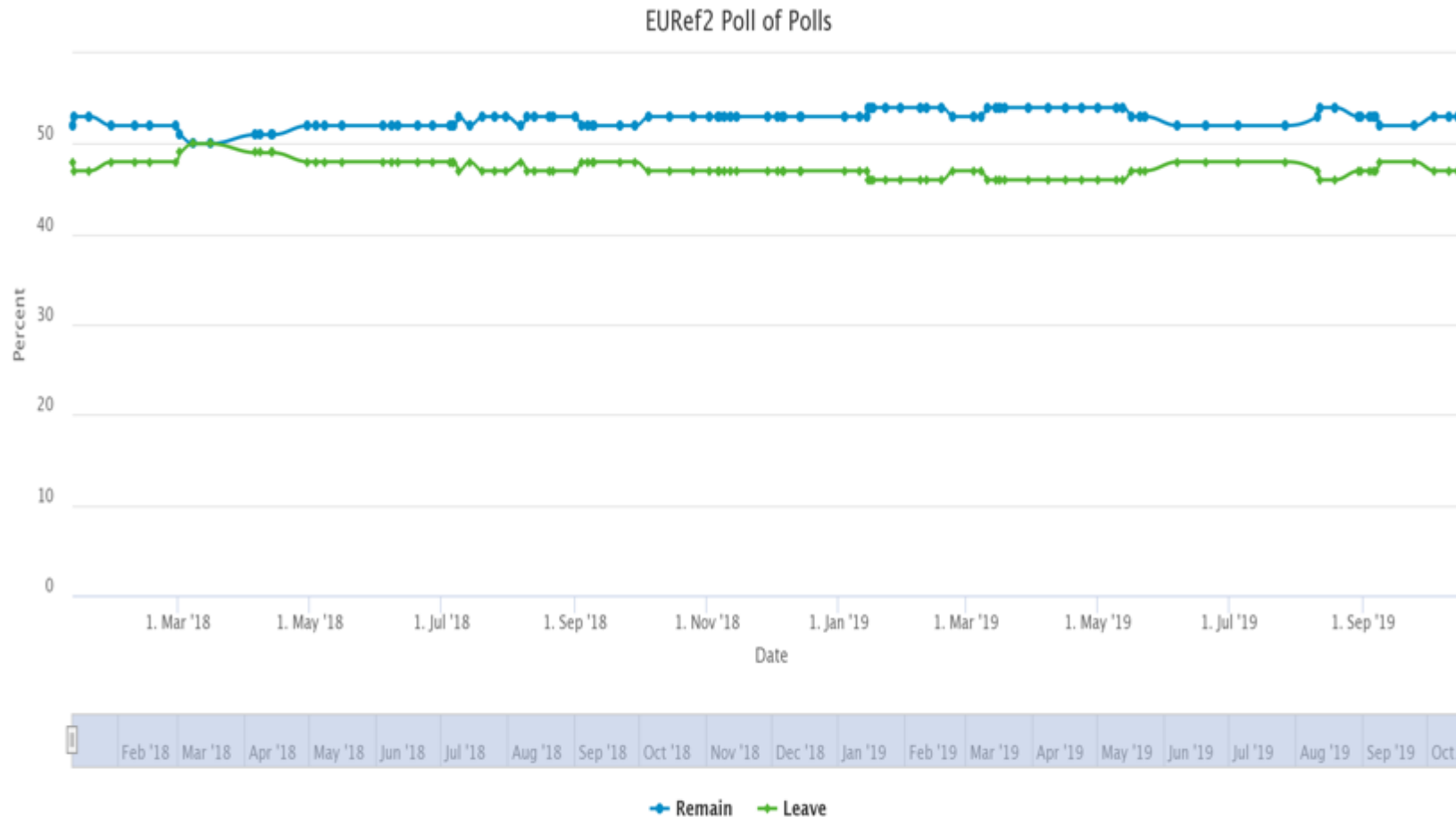
Source data at www.WhatUKThinks.org/EU run by NatCen Social Research

The Turnover of 'Votes'

EuRef2 Vote Intention	2016 Referendum Vote		
	Remain	Leave	DNV
Remain	86	9	53
Leave	10	86	23
WNV etc	4	5	23

Source: Average of polls by BMG, Deltapoll, Kantar, Panelbase, and Survation 1-21.10.19

The Popularity of Extremes
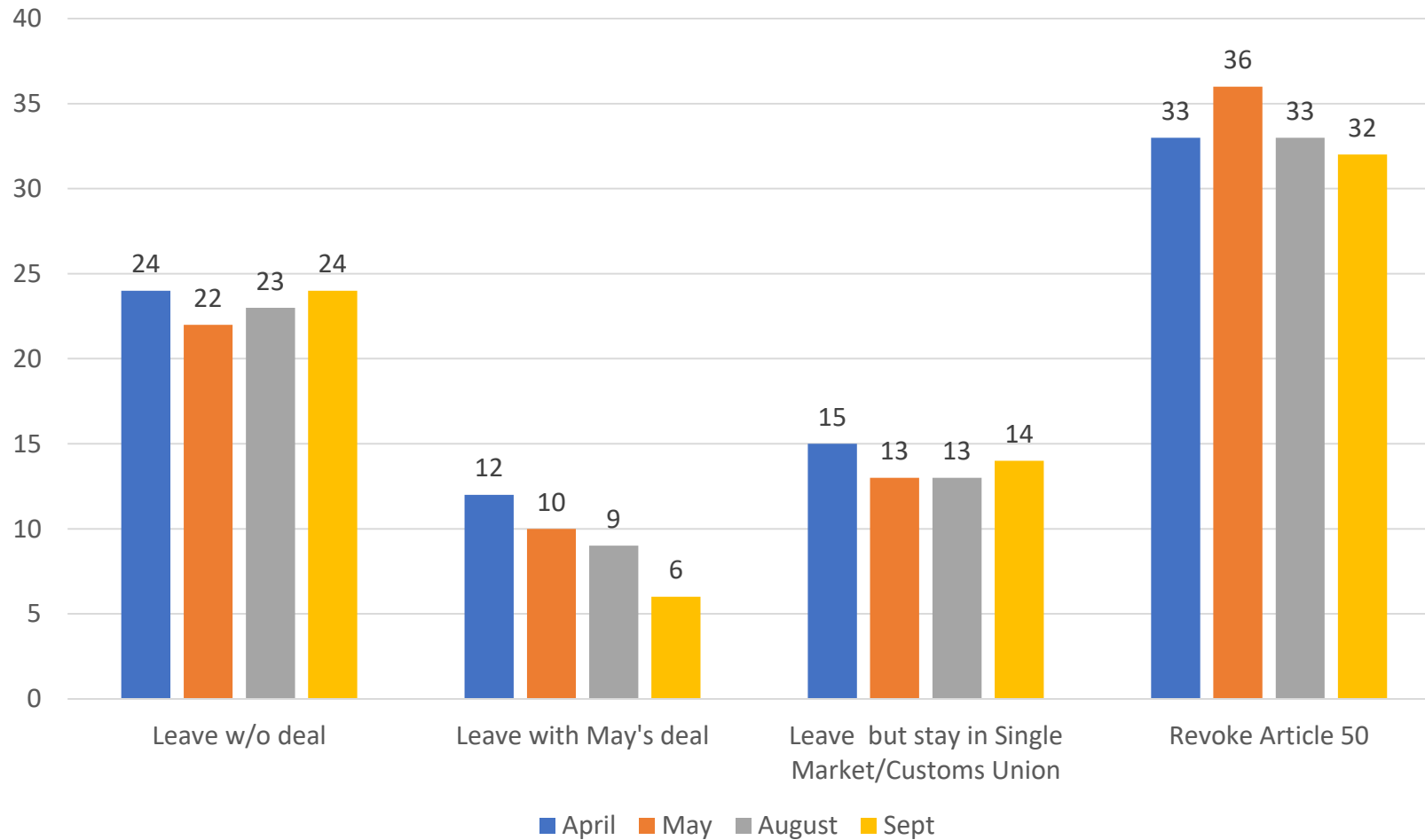
Source: Kantar

Poles Apart
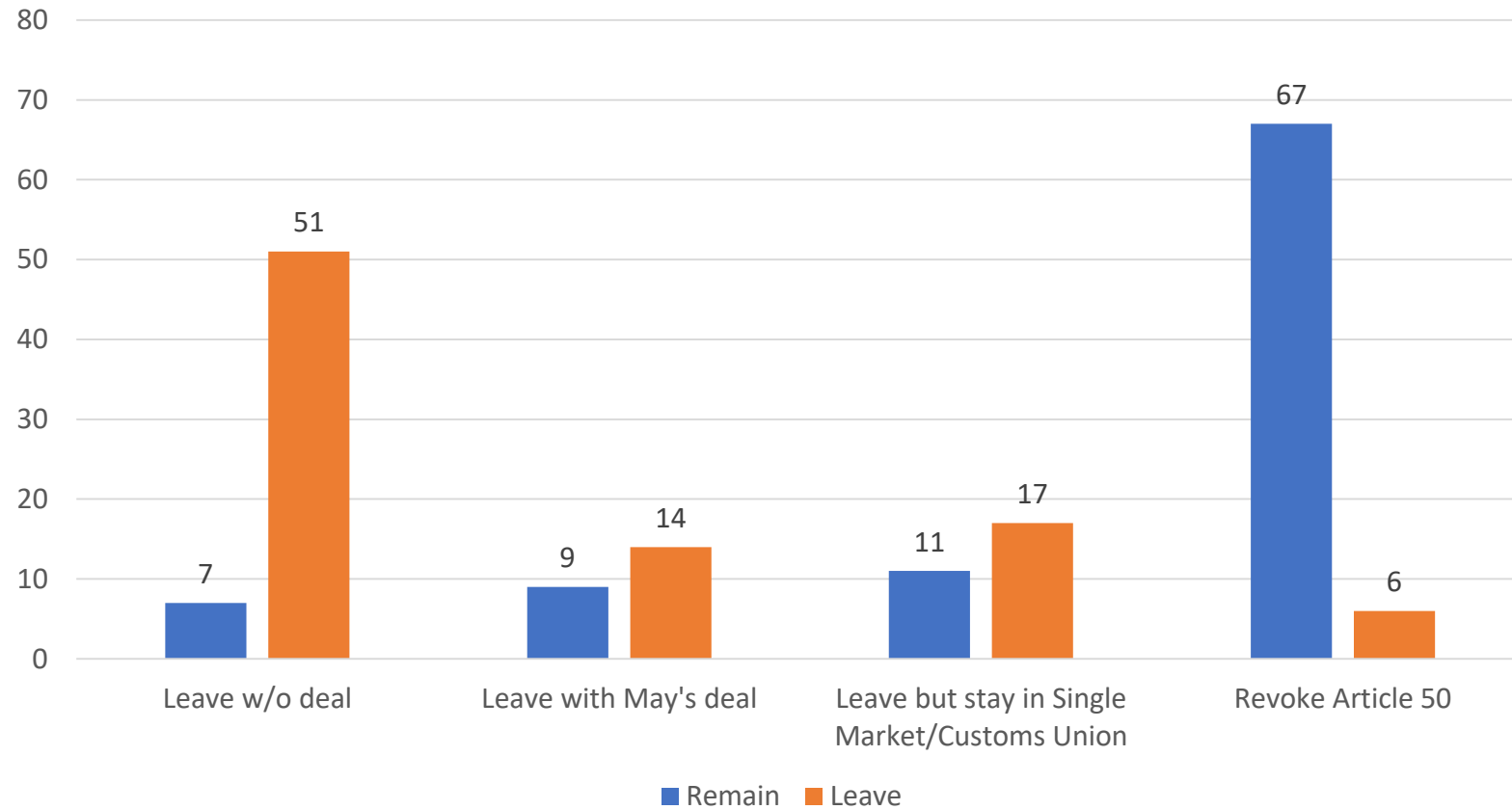
Source: Kantar, average of April, May, August and September 2019

Support/Oppose Johnson's Deal
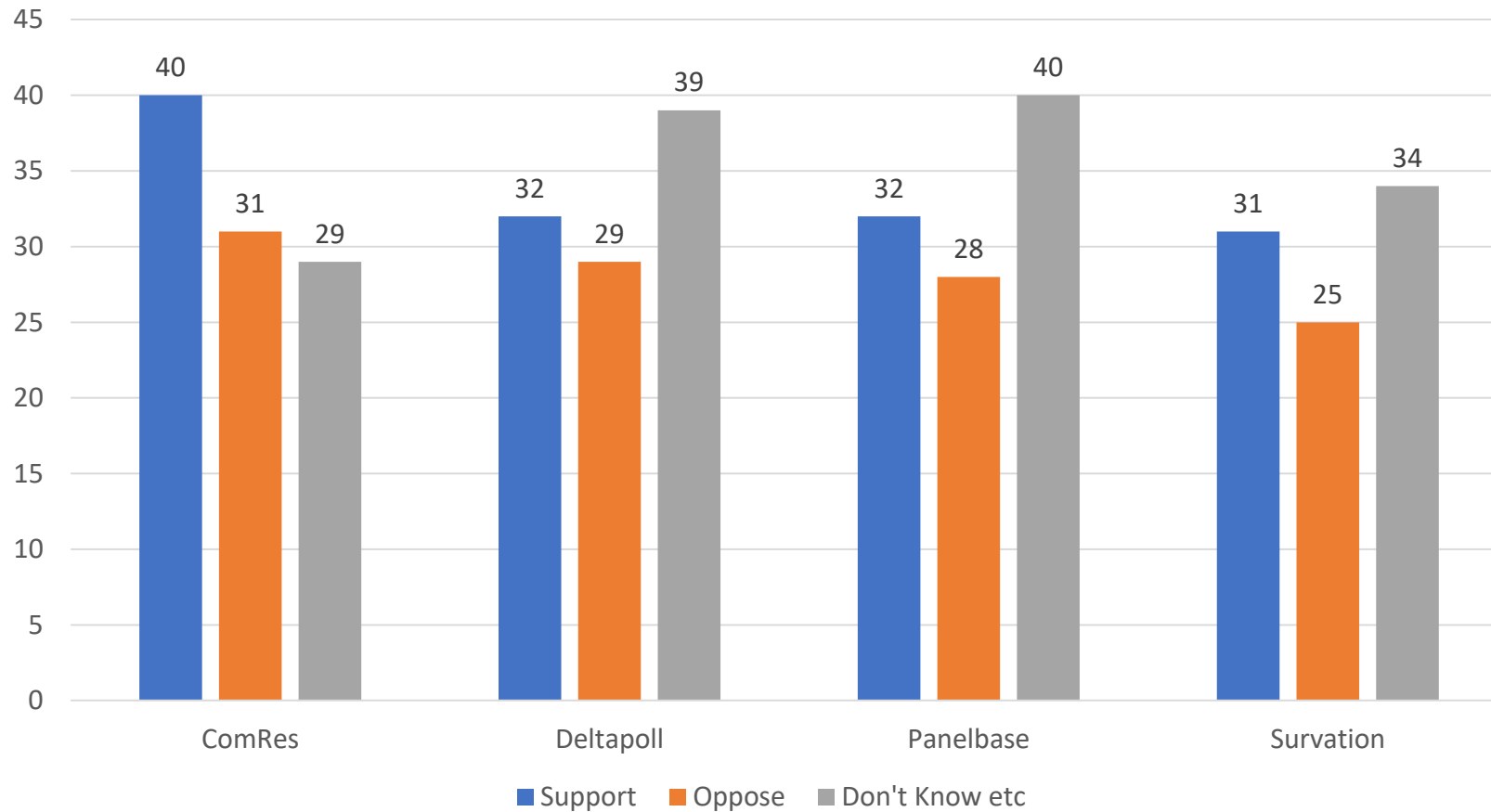
Sources: ComRes 17.10.19; Deltapoll 18-21.10.19; Panelbase 17-18.10.19; Survation 17-18.10.19

A Remain/Leave Divide

	2016 Leave				2016 Remain			
	ComRes	Deltapoll	Panelbase	Survation	ComRes	Deltapoll	Panelbase	Survation
Support	66	54	48	50	19	16	20	17
Oppose	8	14	15	10	55	48	44	49

Sources: ComRes 17.10.19; Deltapoll 18-21.10.19; Panelbase 17-18.10.19; Survation 17-18.10.19

Another Referendum?
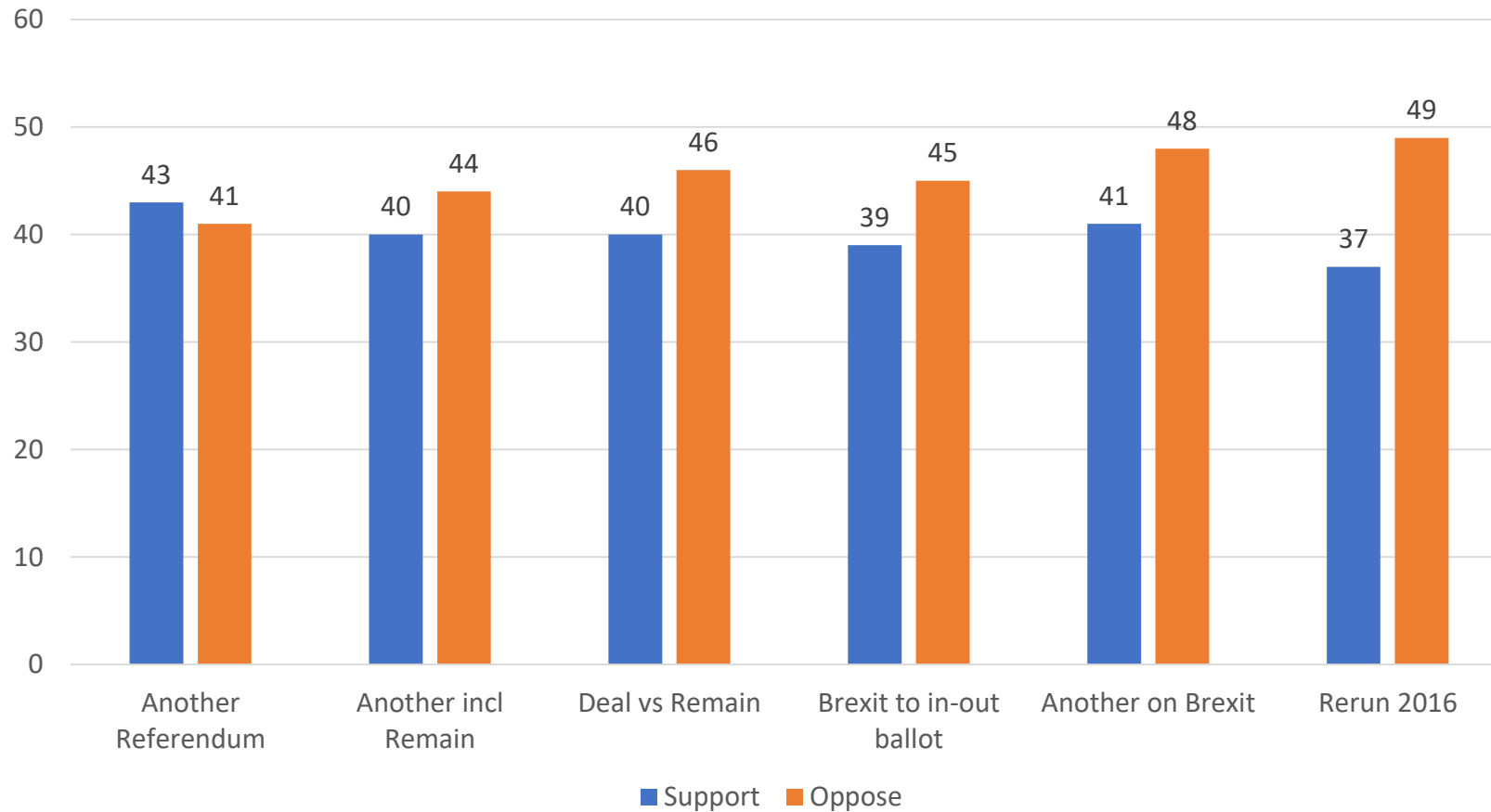
Sources: Survation 17-18.10.19; Ipsos MORI 11-14.10.19; YouGov 20-21.10.19; ComRes 17.10.19; Panelbase 9-11.10.19; ComRes 9-10.10.19

Divided Over Another Referendum Too

	Remain Voters		Leave Voters	
	Support	Oppose	Support	Oppose
Another referendum	72	16	17	73
Another incl Remain	70	18	10	79
Deal vs Remain	72	17	10	83
Brexit to in-out ballot	71	16	11	77
Another on Brexit	68	23	16	76
Rerun 2016	66	22	10	82

The Party Divide

- Conservatives – Leave with deal at end of January
- Brexit – Leave

- Labour – Renegotiate and hold 2nd referendum
- SNP/PC/Greens – Remain after 2nd referendum
- Liberal Democrats – Remain either with or w/o a 2nd referendum

A Year of Brexit
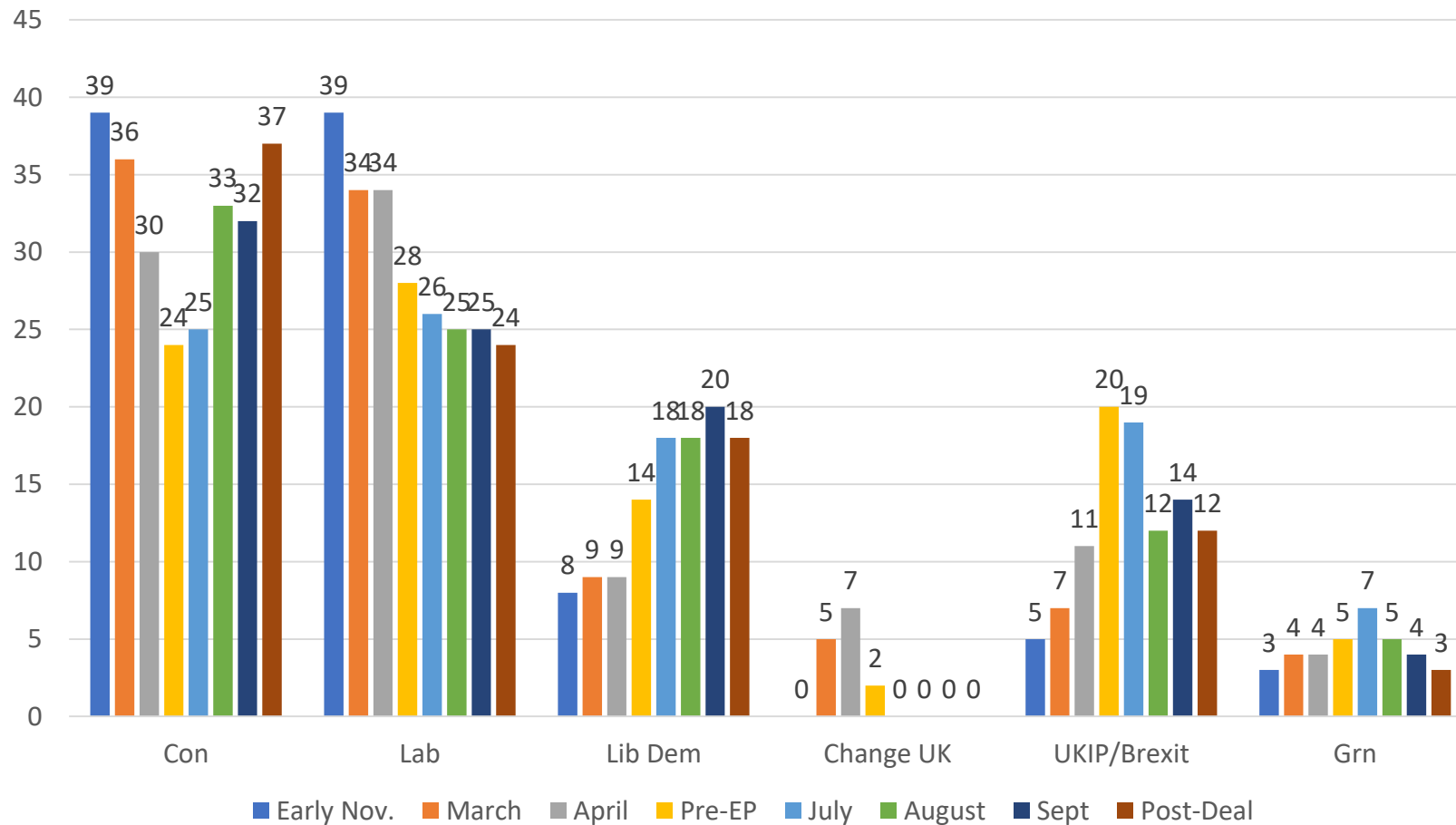
Source: Average of most recent poll conducted by each of BMG, ComRes, Deltapoll, Hanbury, ICM, Ipsos MORI, Kantar, Opinium, Panelbase, Survation, YouGov up to 15.11.19/25.3.19/12.4.19/22.5.19/17.7.19/31.8.19/1.10.19/7-27.10.19.

Westminster Vote of Leavers
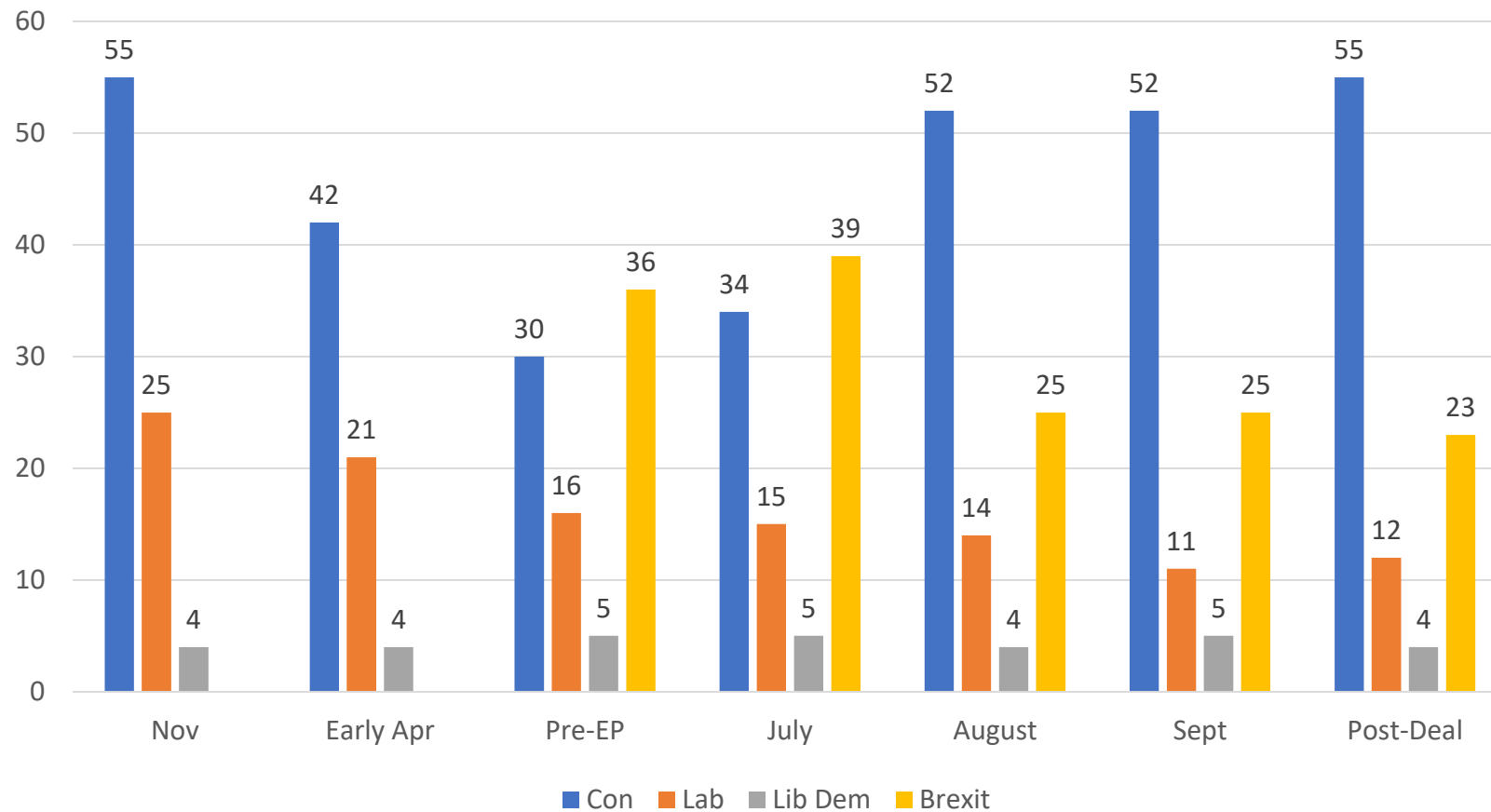
Source: Average of most recent poll conducted. by each of BMG, ComRes, Deltapoll, GRQ, Hanbury, ICM, Kantar, Opinium, Survation, YouGov up to 15.11.19/12.4.19/23.5.19/17.7.19/31.8.19/ 1.10.19/17-27.10.19

Westminster Vote of Remainers
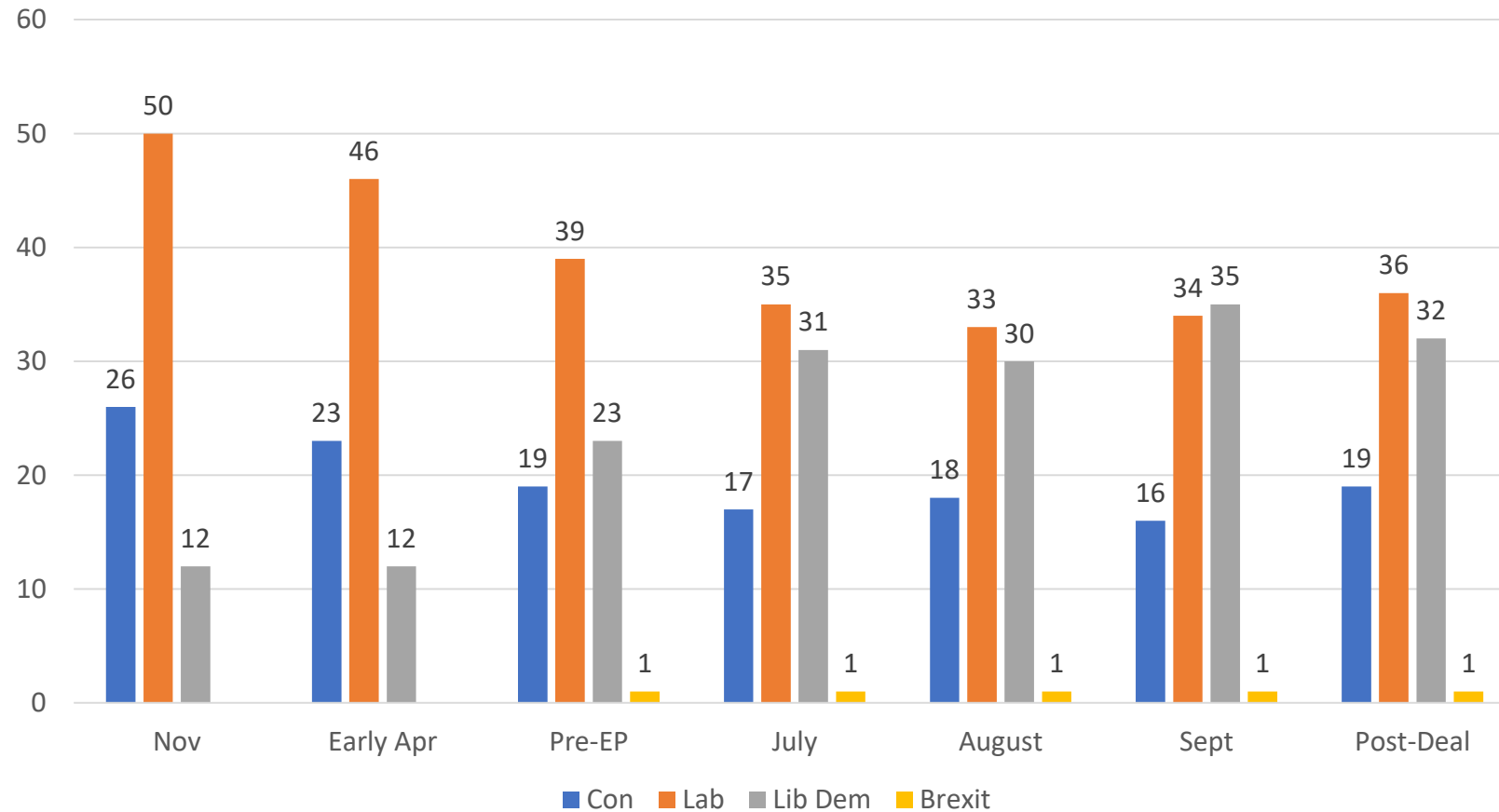
Source: Average of most recent poll conducted by each of BMG, ComRes, Deltapoll, GRQ, Hanbury, ICM, Kantar, Opinium, Panelbase, Survation, YouGov up to 15.11.19/12.4.19/23.5.19/11.7.19/31.8.19 /1.10.19/17-27.10.19

The Pattern of Switching since 2017 – Post - Deal
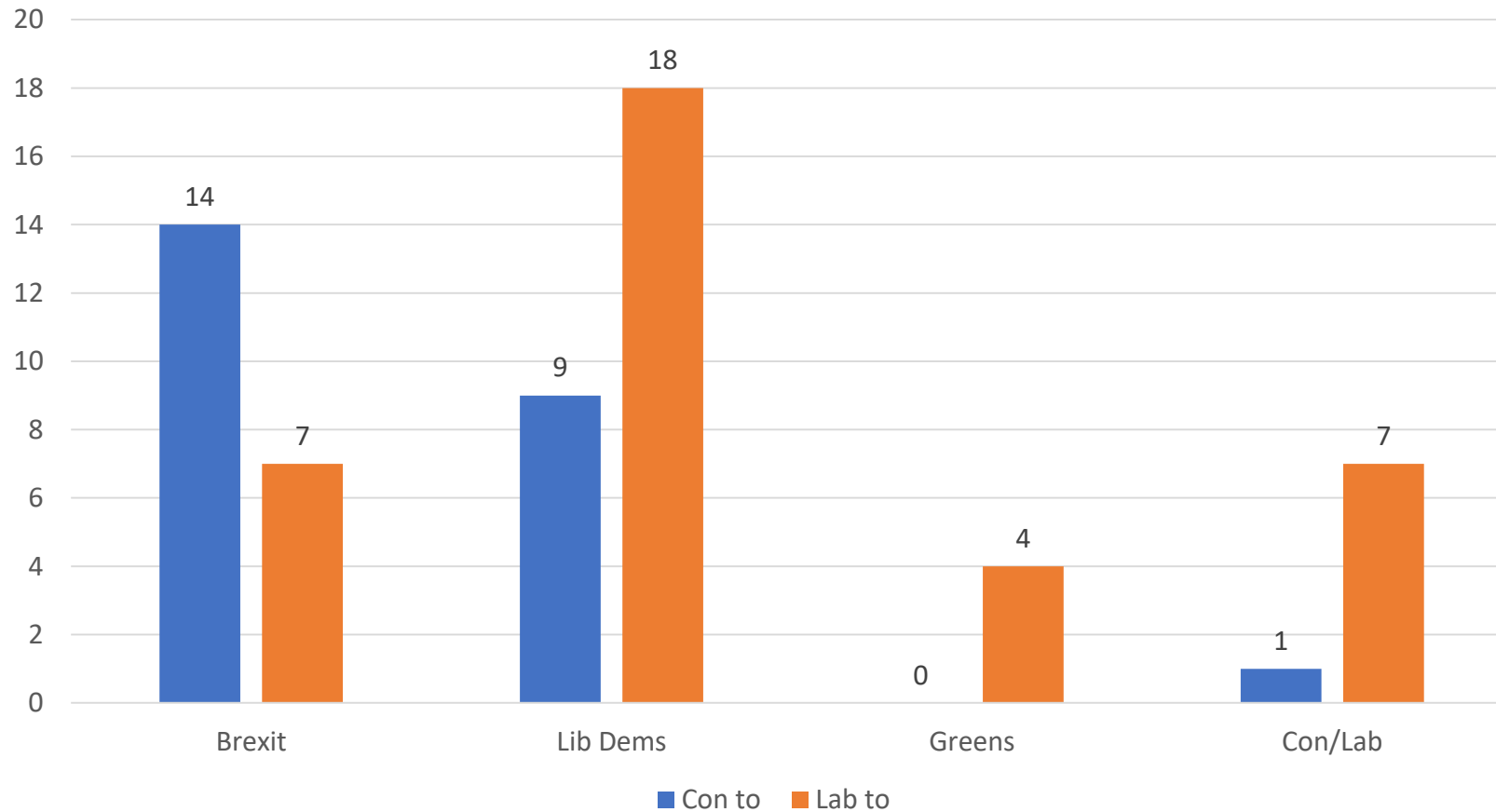
Source: Average of most recent poll by Deltapoll, Opinium, Panelbase, Survation and YouGov 17-25.10.19

The Campaign Polls
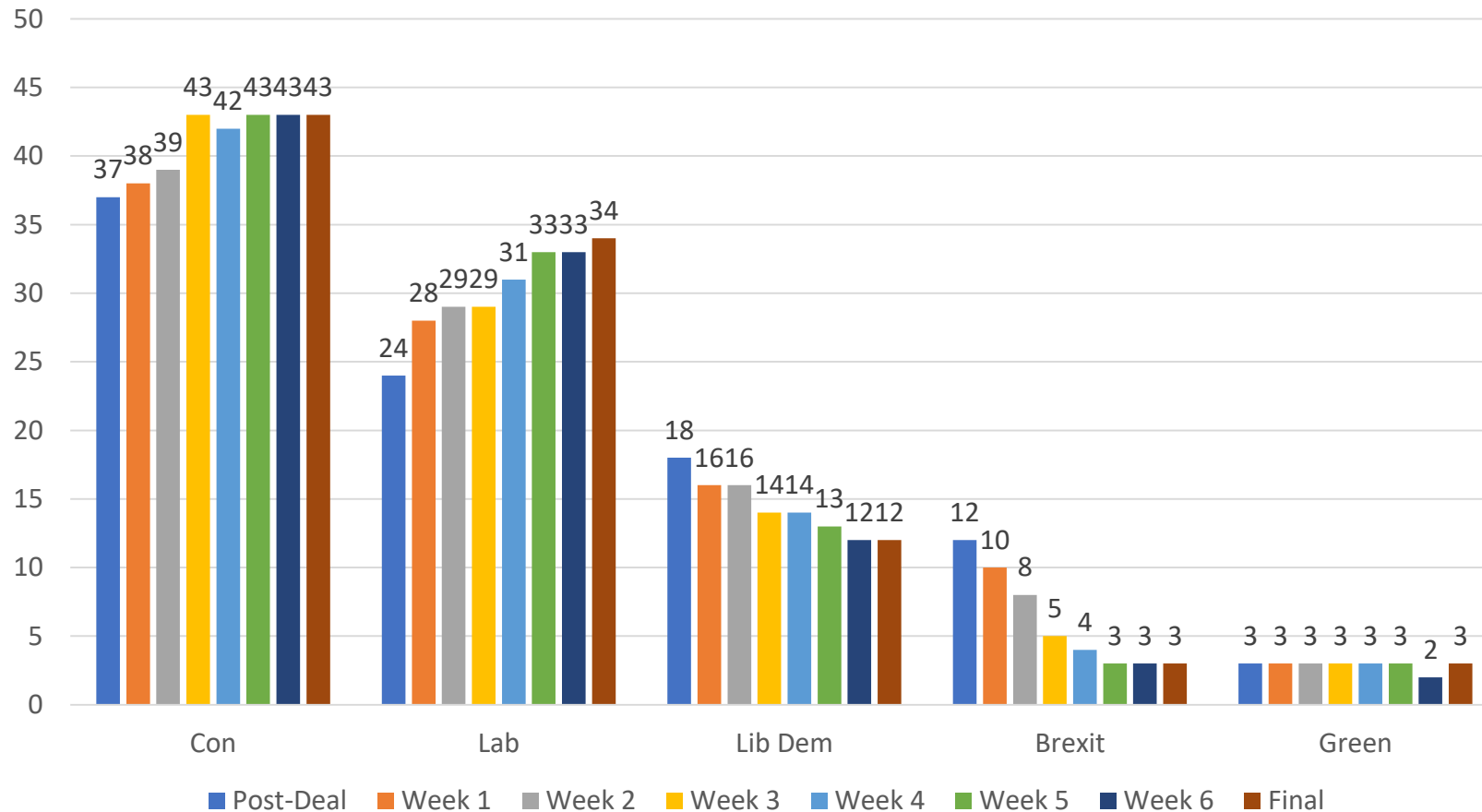
Post Deal: Average of most recent. poll 7-27.10.19 by 9 companies. Week 1: Average of most recent poll to 6.11.19 by 8 companies. Week 2: Average of most recent poll by 9 companies 6-12.11.19. Week 3: Average of 10 companies 13-19.11.19: Week 4: Average of 9 companies 19-26.11.19; Week 5: Average of 9 companies 26.11—3.12.19; Week 6: Average of 8 companies 4-7.12.19: Final: Average of 10 companies 4-11.12.19

Leavers In The Election
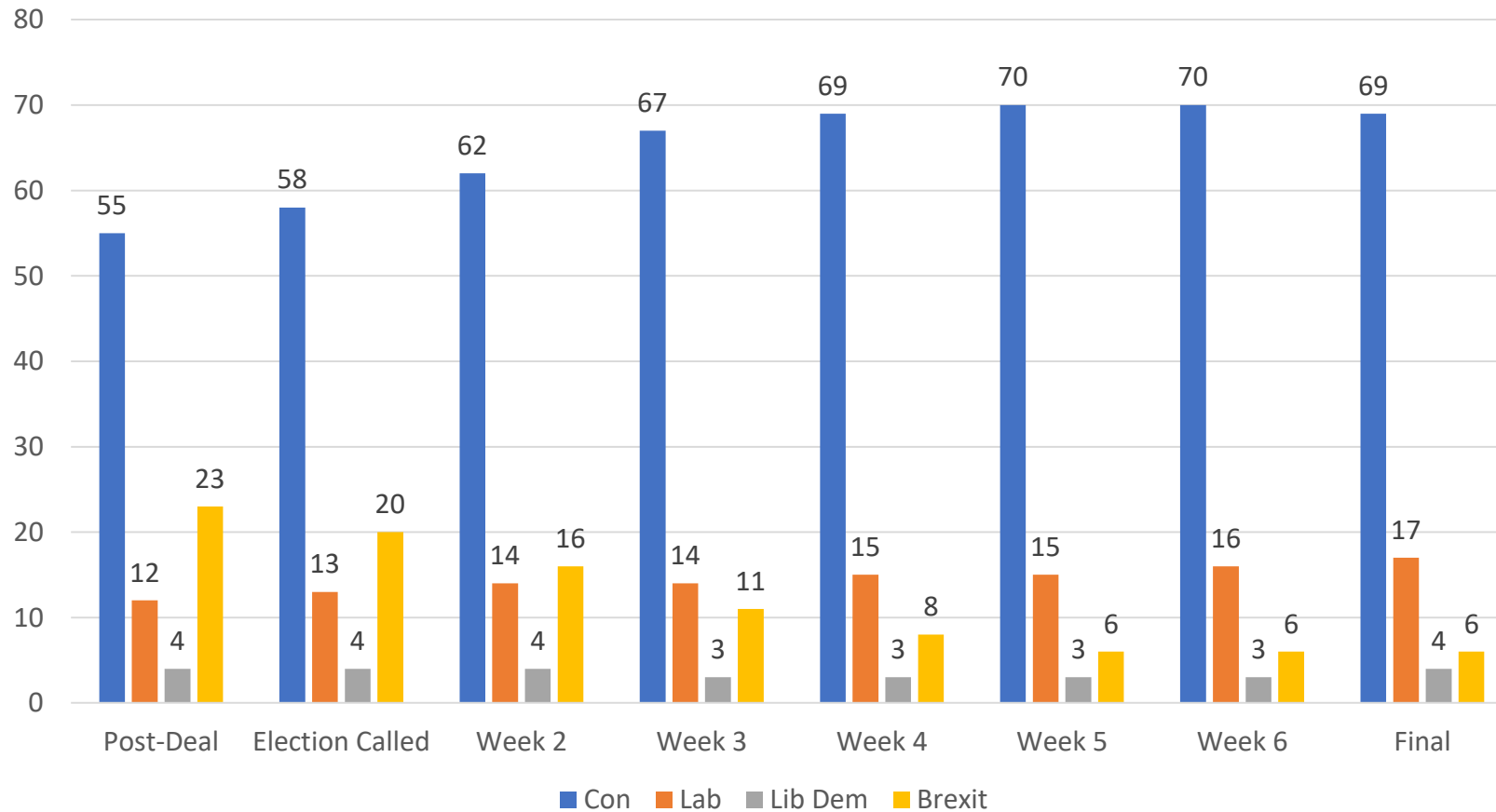
Average of most recent poll by BMG, ComRes, Detapoll, ICM, Kantar, Number Cruncher Politics, Opinium, ORB, Panelbase, Survation, YouGov 17-27.11.19/ 6.11.19/12.11.19/19.11.19/26.11.19/3.12.19/7.12.19/11.12.19

Remainers in the Election
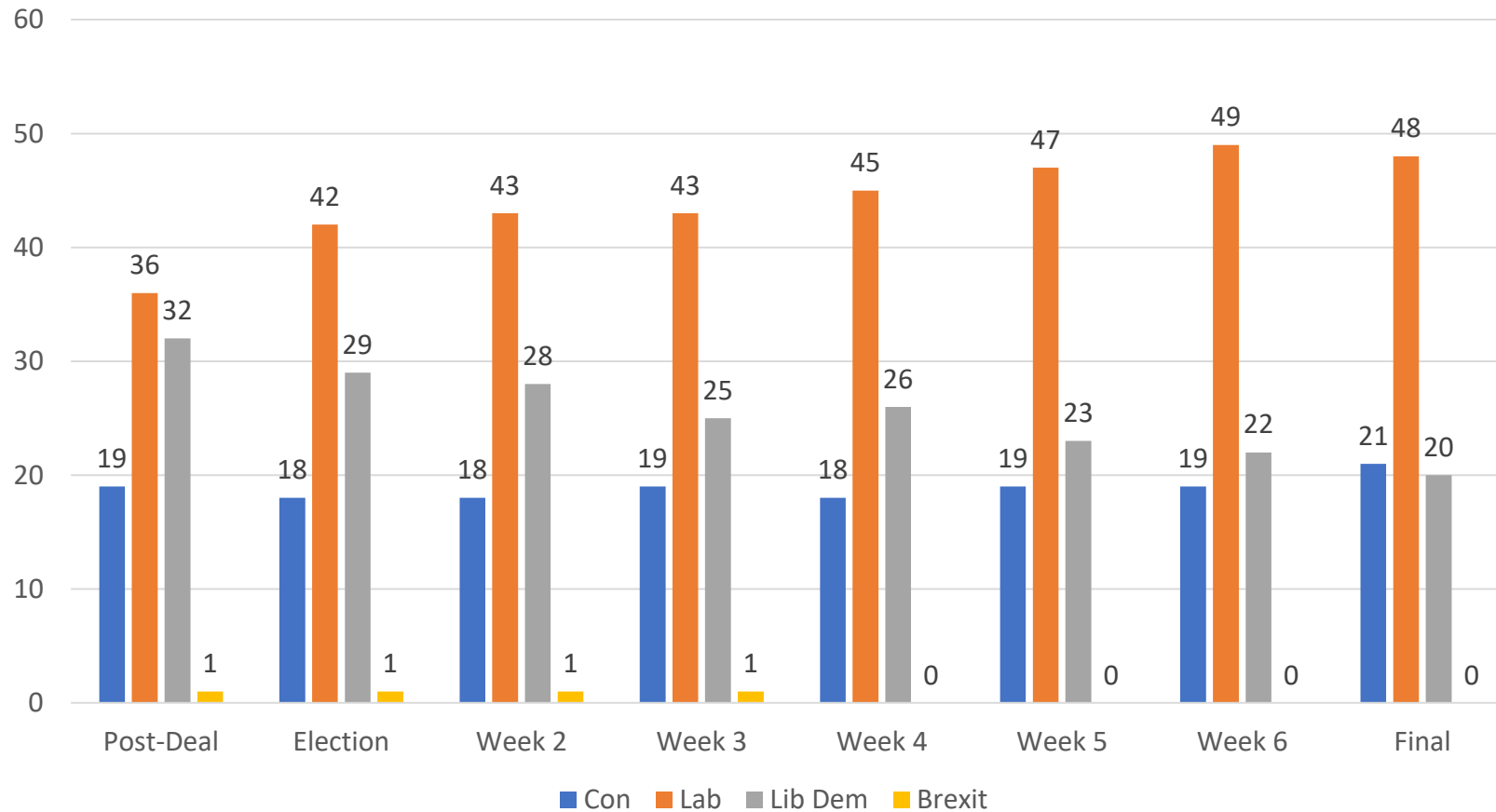
Average of most recent poll by BMG, ComRes, Detapoll, ICM, Kantar, Number Cruncher Politics, Opinium, ORB, Panelbase, Survation, YouGov 17-27.11.19/ 6.11.19/12.11.19/19.11.19/23.11.19/3.12.19/7.12.19/11.12.19

The Result

	% Votes (GB)	Change since 2017	Seats (UK)	Change since 2017
Conservative	44.7	+1.2	365	+49
Brexit	2.1	(+0.2)	0	-
Labour	33.0	-8.0	203	-59
Liberal Democrats	11.8	+4.2	11	-1
SNP	4.0	+0.9	48	+13
Greens	2.8	+1.1	1	n/c
PC	0.4	-0.1	4	+1
Others	1.1	+0.4	18	n/c

Highest Tory vote since 1979 and biggest majority since 1987
Lowest Lab seats since 1983 but only lowest vote since 2010

The Brexit Divide - 1

	Remain Voters		Leave Voters	
	2019	2017	2019	2017
Conservative	19	25	74	65
Brexit/UKIP	0	0	4	4
Labour	49	55	14	24
Liberal Democrats	21	12	3	3
SNP/PC	7	5	2	2
Greens	4	2	2	1

Source: YouGov (41,995) 13-16.12.19; (52,609) 9-13.6.17.

The Brexit Divide - 2

	Remain Voters		Leave Voters	
	2019	2017	2019	2017
Conservative	20	25	73	60
Brexit/UKIP	0	0	4	6
Labour	47	51	16	25
Liberal Democrats	21	14	3	4
SNP/PC	7	7	2	2
Greens	4	3	2	2

Source: Lord Ashcroft Polls: (13,128) 6-9.6.17; (14,394)11-12.12.19. Voters only.

The Final Pattern of Switching 2017-19 (1)
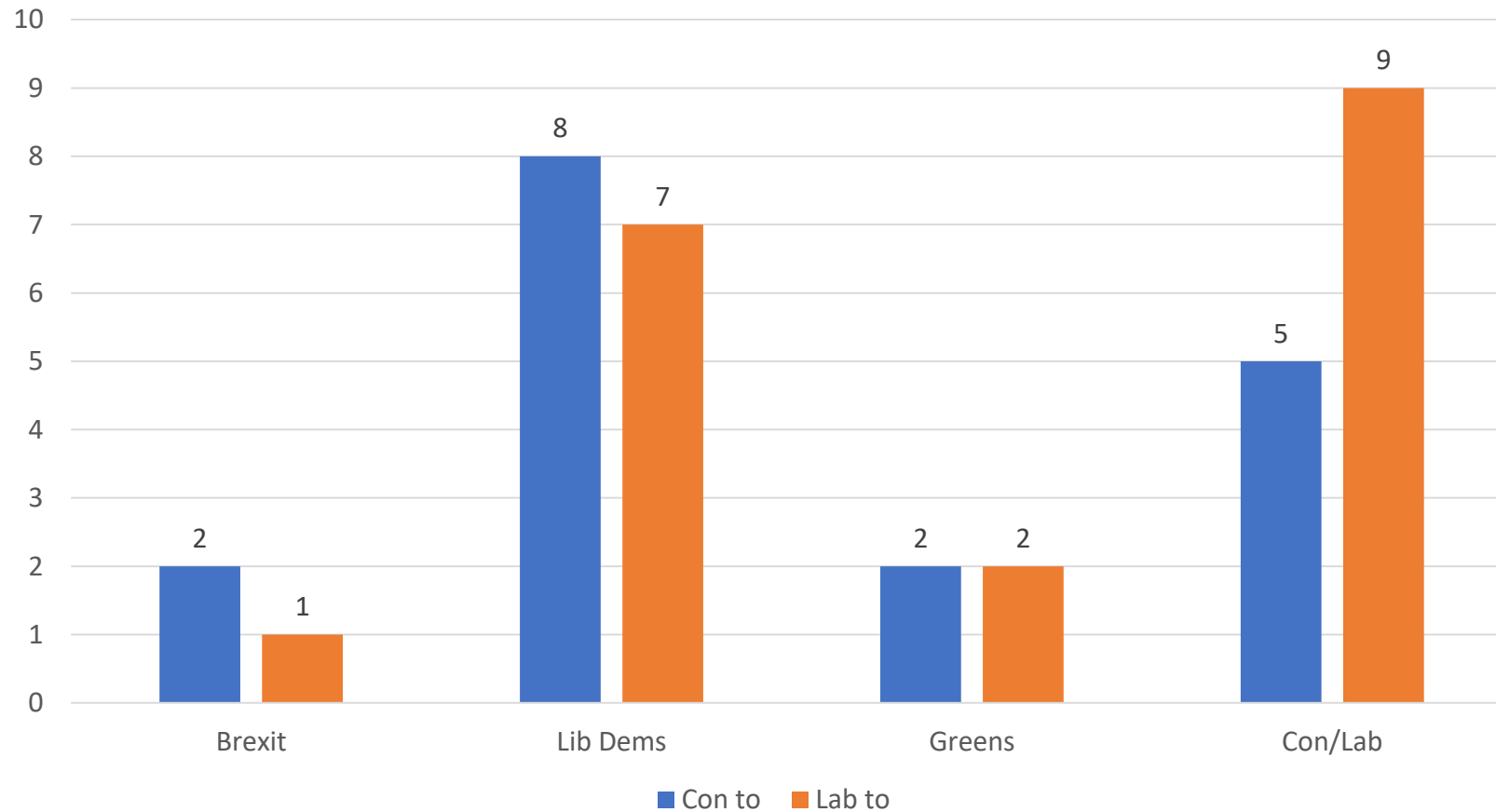
Source: Lord Ashcroft Polls 11-12.12.19. 14% of 2017 LDs switched to Con, while 27% did so to Lab

The Final Pattern of Switching 20917-19 (2)
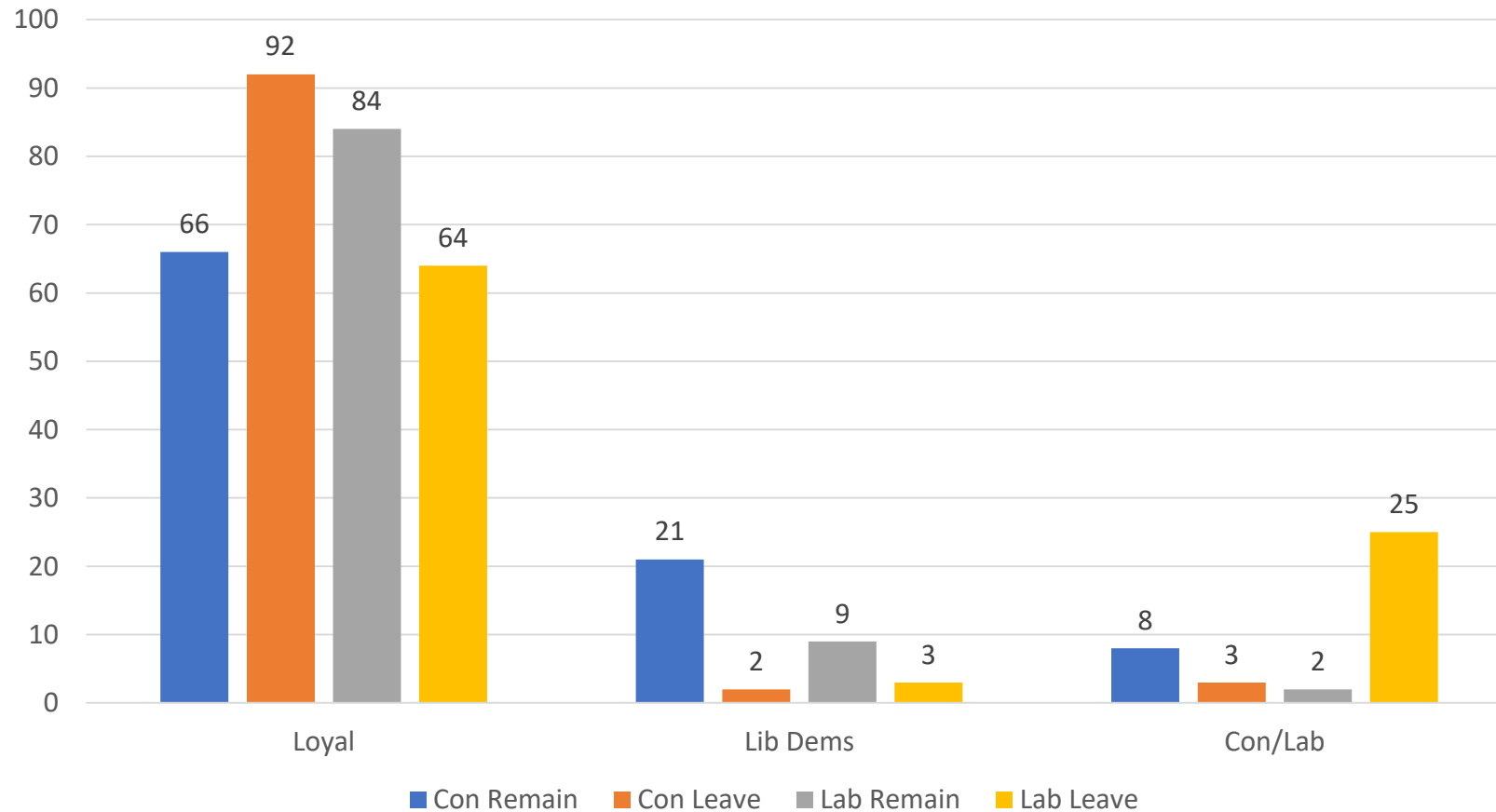
Source: Lord Ashcroft Polls 11-12.12.19.

The Long-Term Change

	Remain Voters		Leave Voters	
	2019	2015	2019	2015
Conservative	19	30	74	45
Brexit/UKIP	0	1	4	25
Labour	49	43	14	20
Liberal Democrats	21	11	3	5
SNP/PC	7	7	2	3
Greens	4	7	2	1

Source: YouGov 13-16.12.19; 9-13.6.17.

Average Policy Recognition
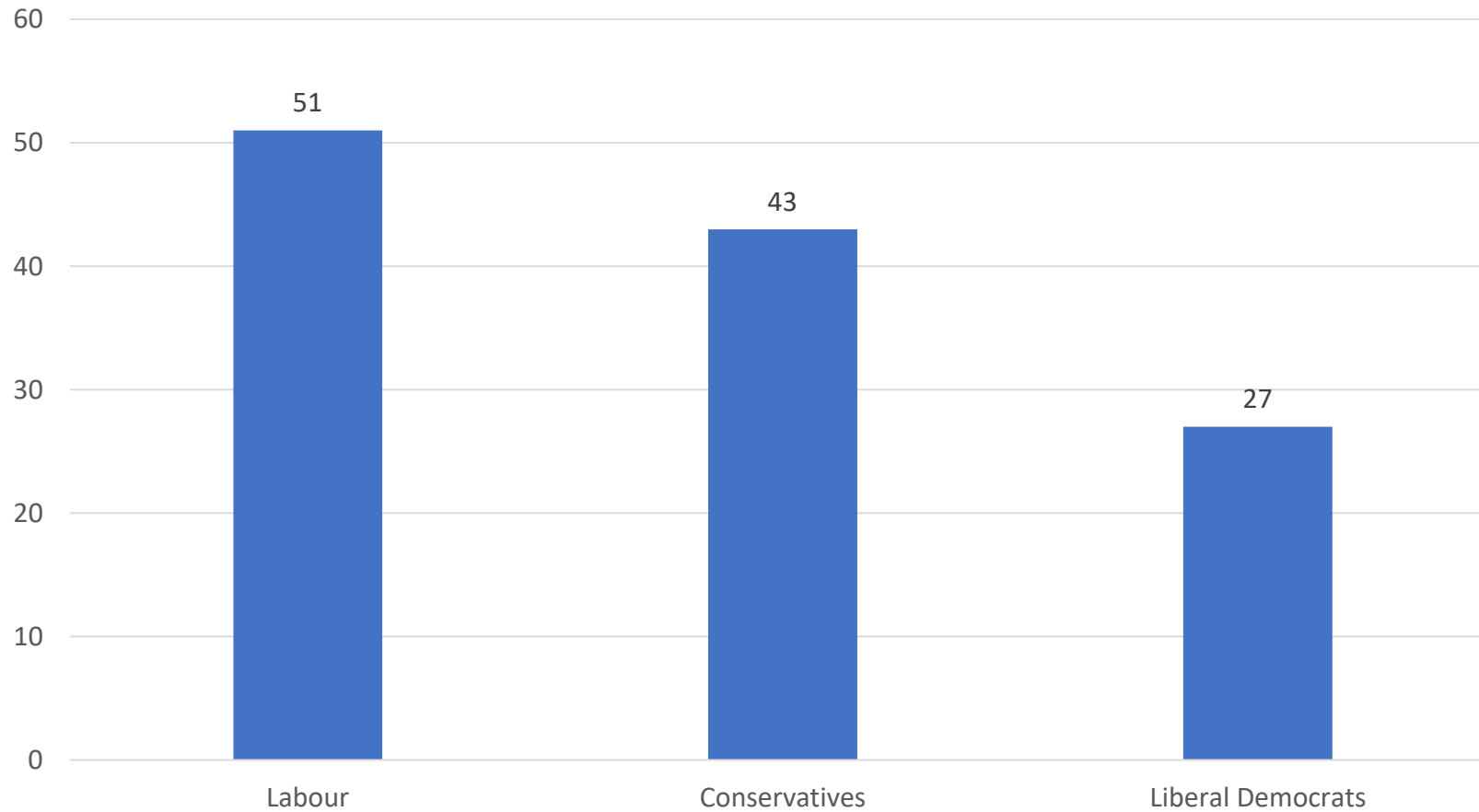
Source: Lord Ashcroft Polls 28.11-2.12.19

The Policy Ledger
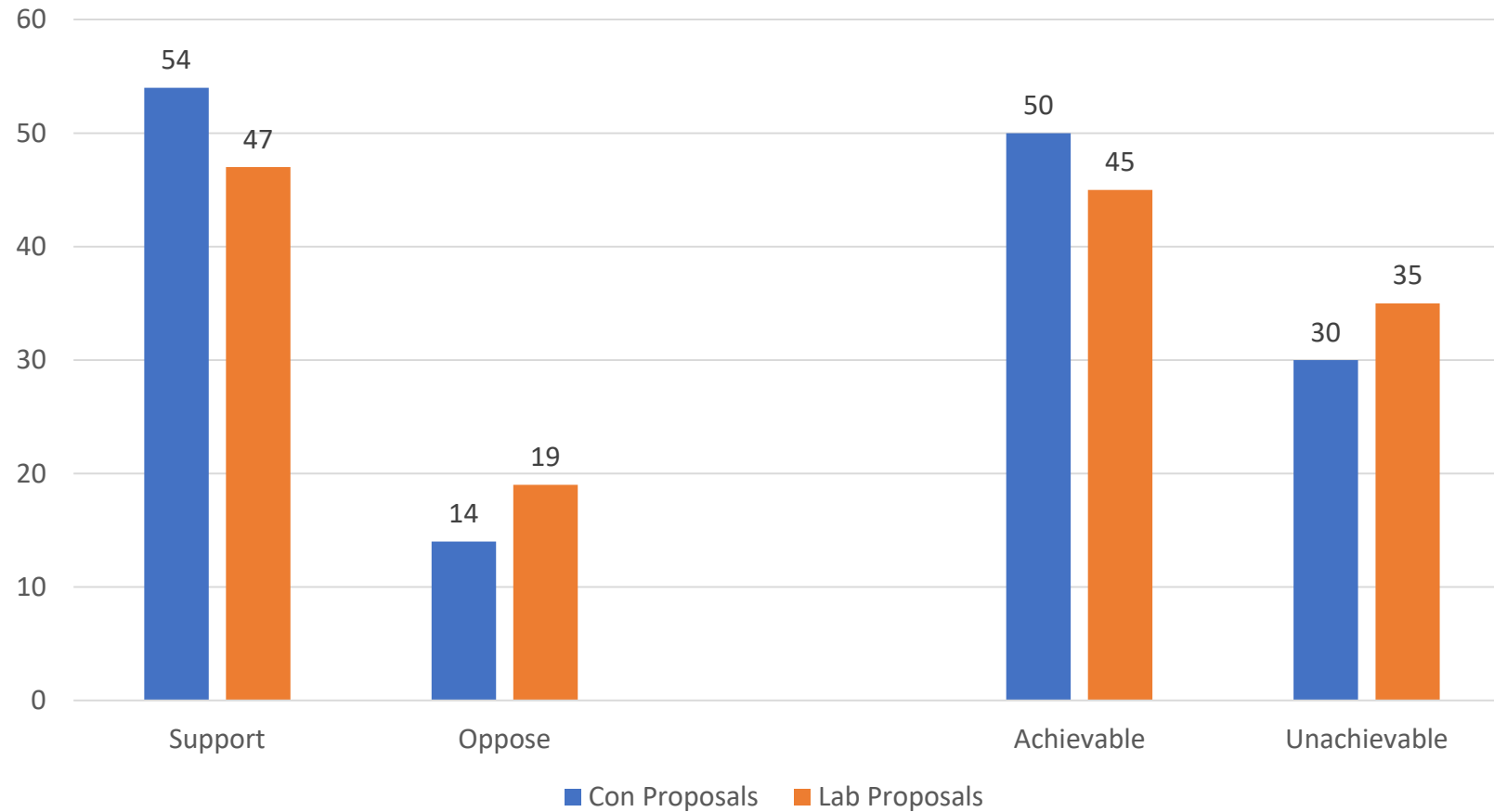
Source: Opinium: Average of 11 Conservative and 14 Labour manifesto proposals 27-29.11.19

Attitudes to Nationalisation
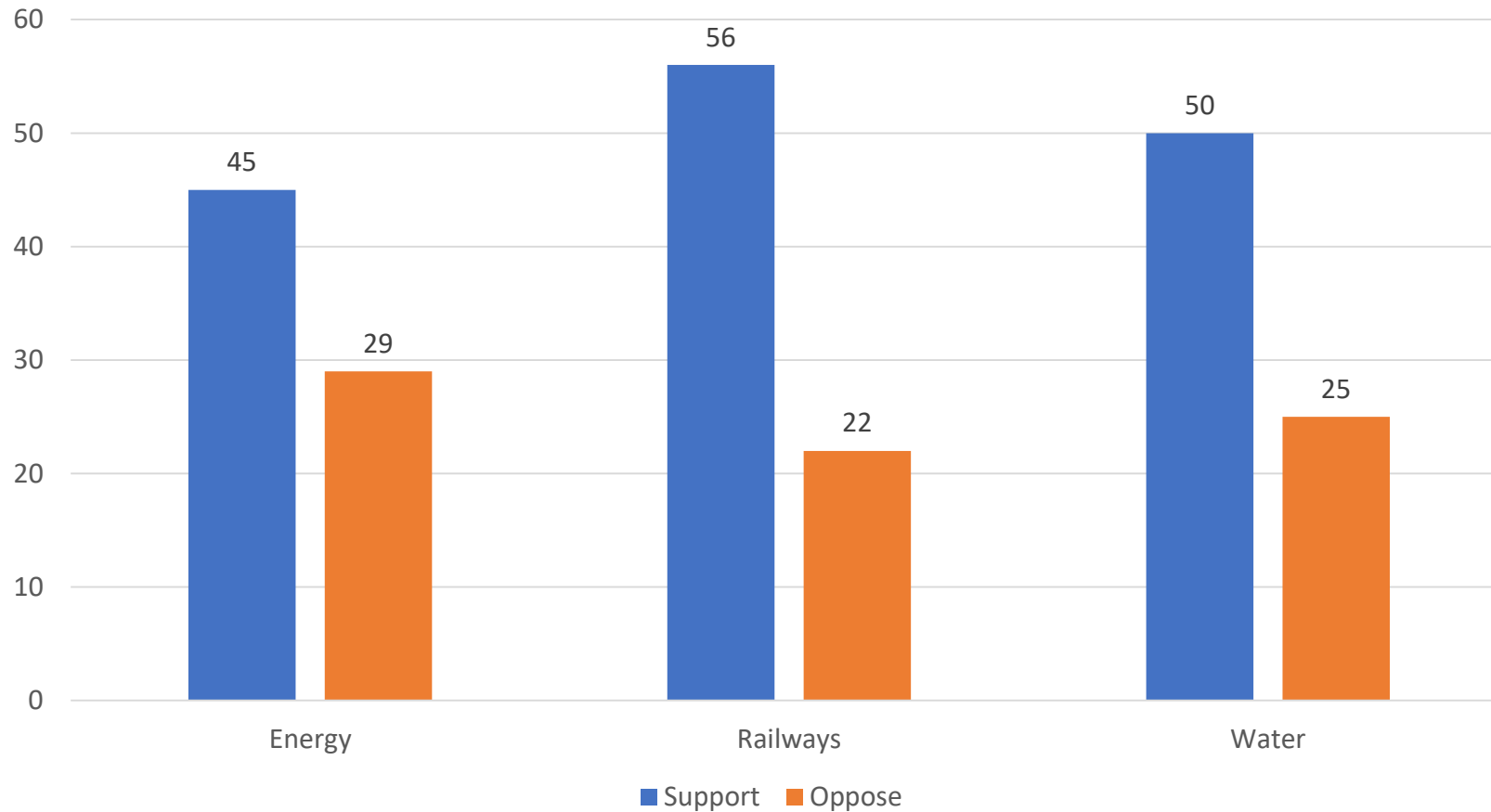
Source: YouGov 7-8.11.19

Two Perspectives on Railway Nationalisation
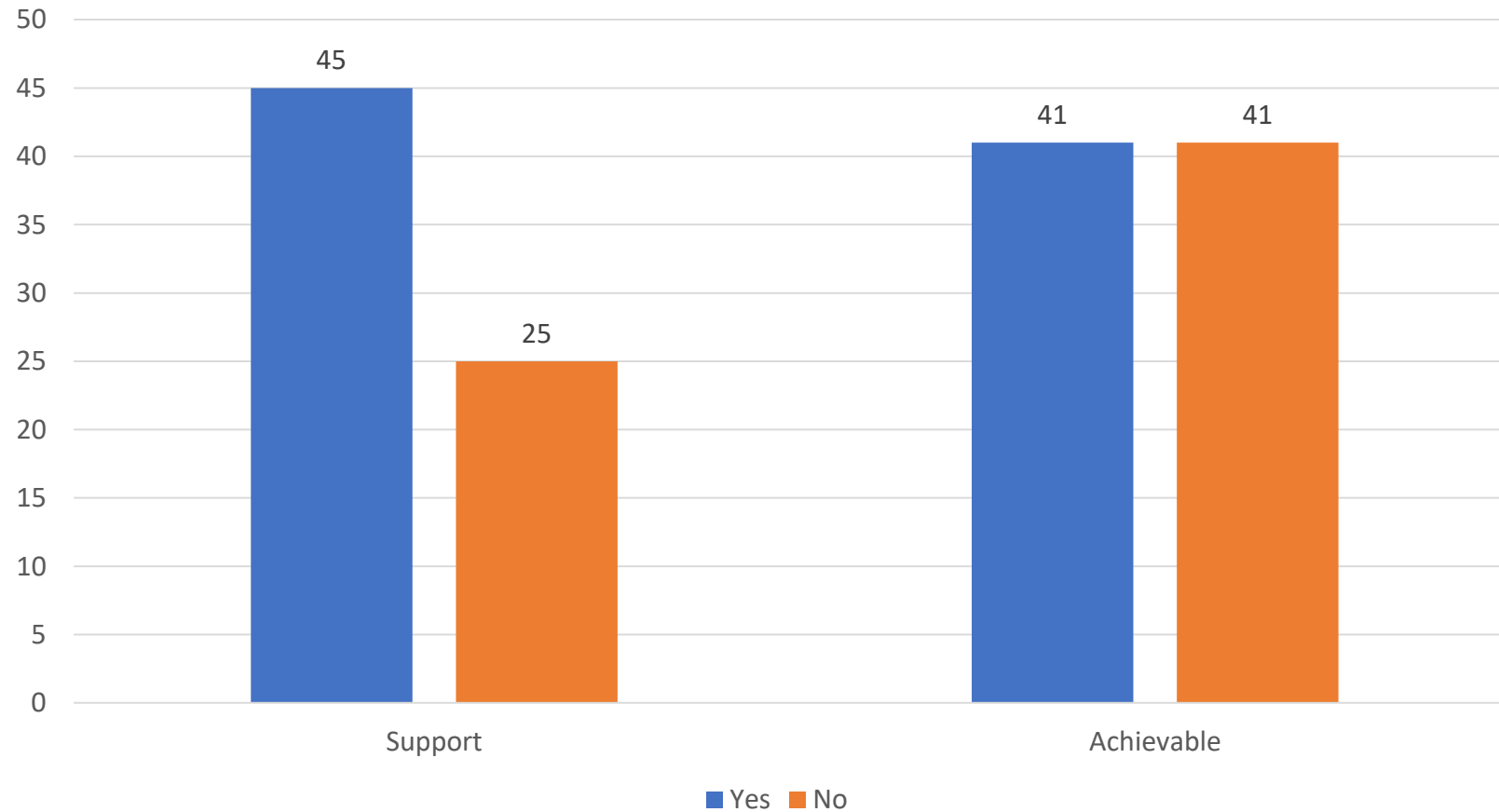
Source: Opinium 27-19.11.19

Distrusted Even on Health

% best for NHS
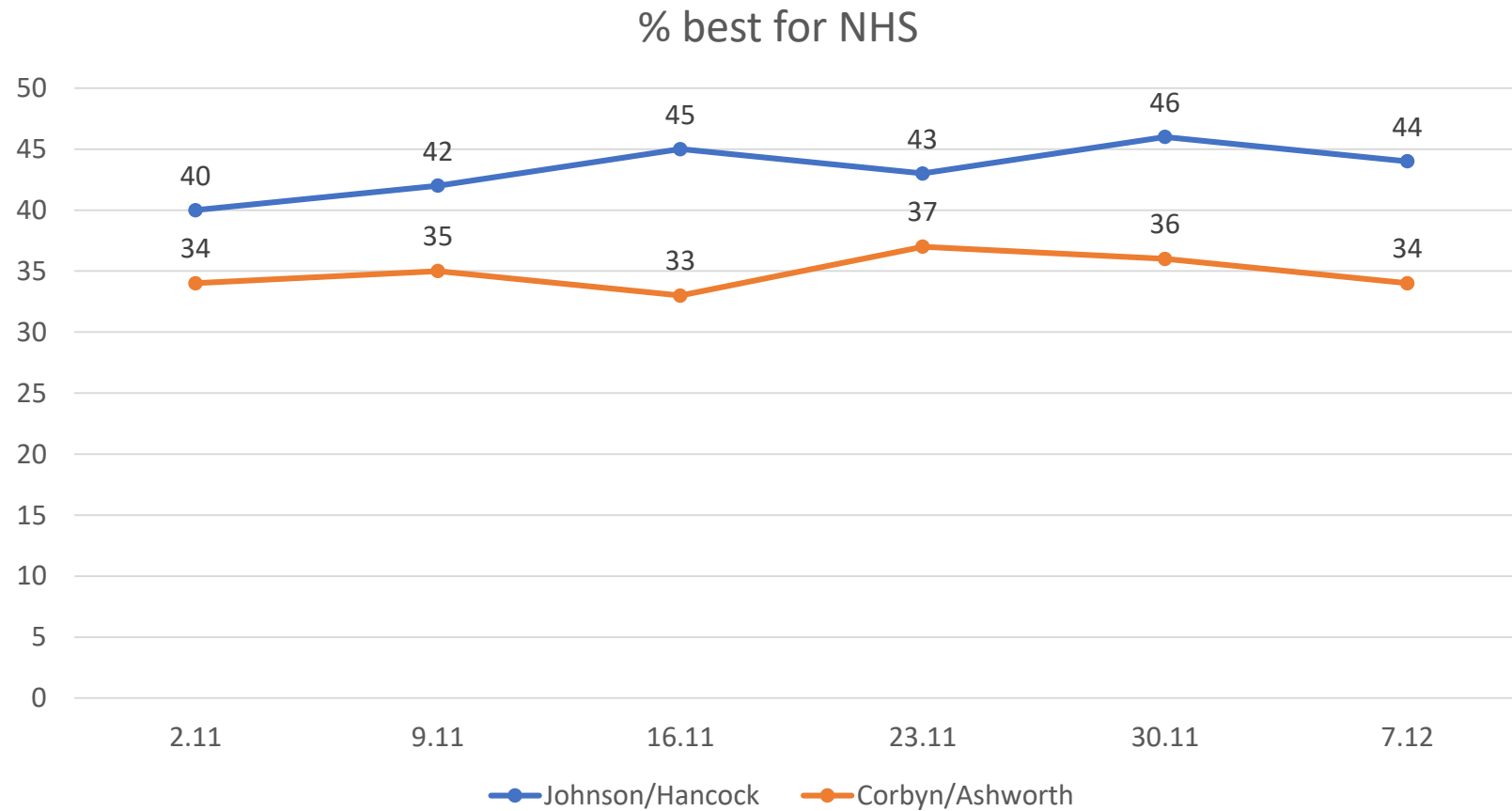
Source: Deltapoll

Differences of Leadership
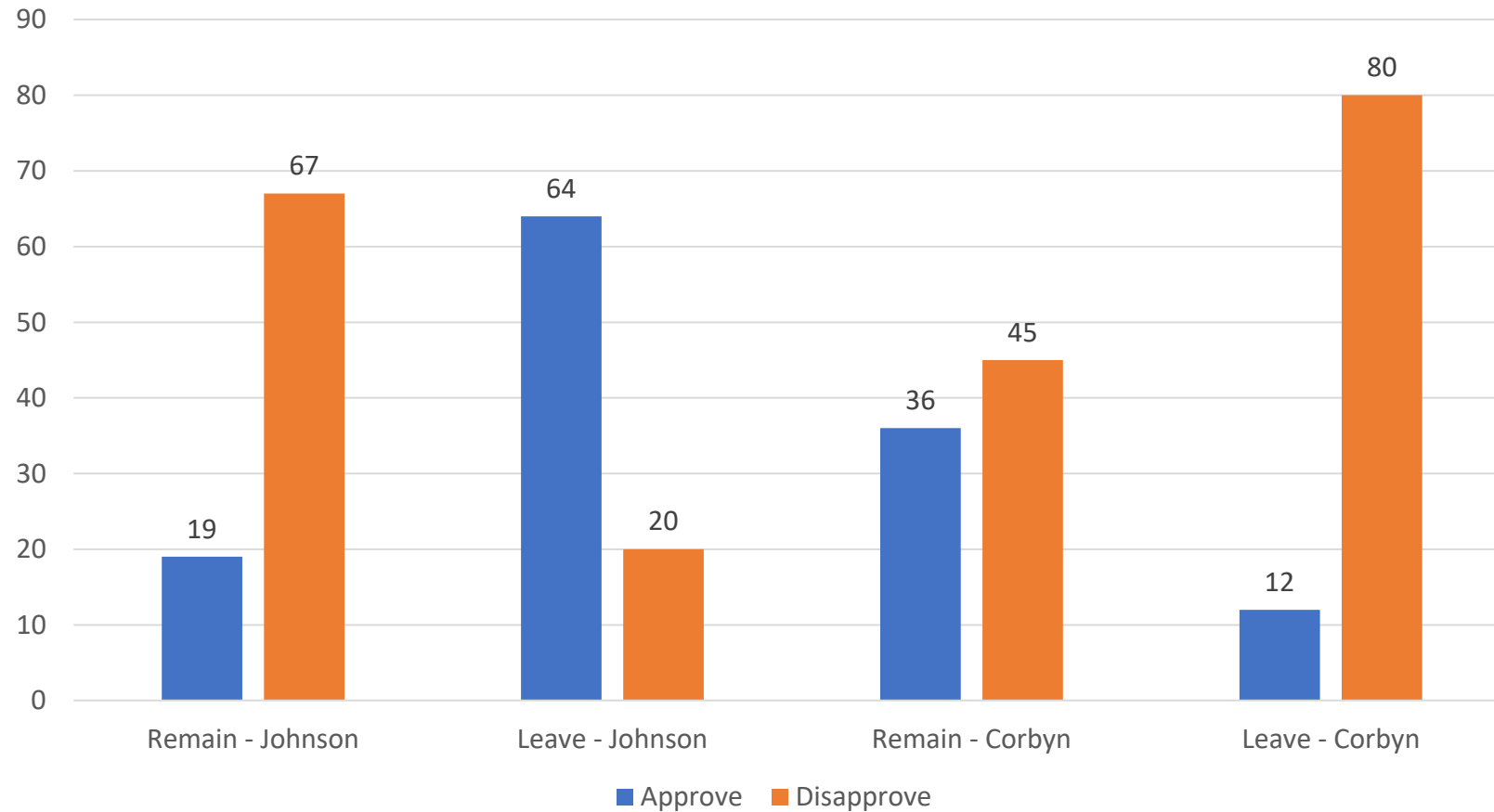
Source: Average of 3 Opinium Polls: 27.11-11.12.19

Lack of Pulling Power
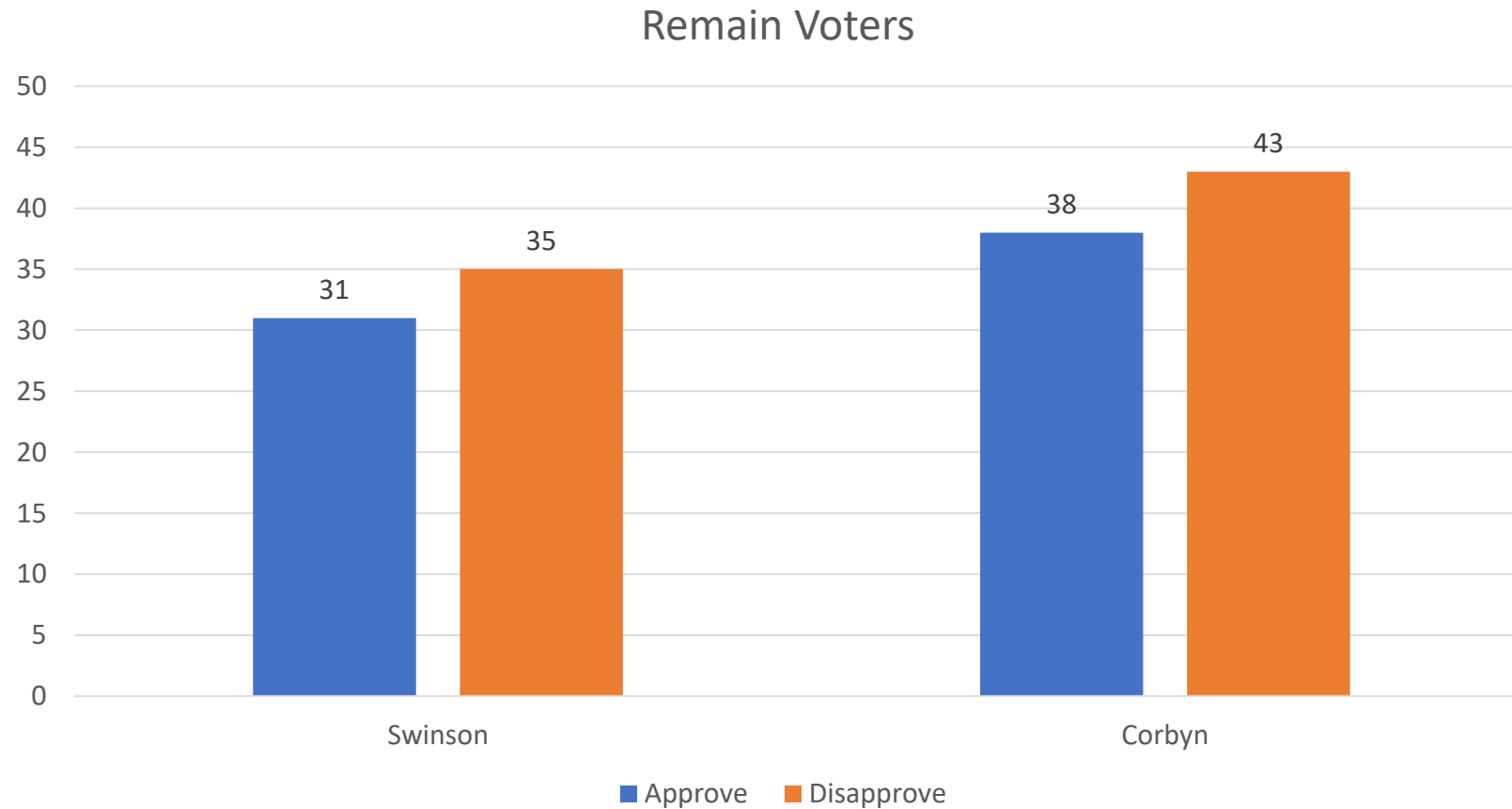
Remain Voters

Source: Opinium 10-11.12.19

Summary

- Electorate were presented with (more or less) a binary choice that largely aligned with the (sharp) Remain/Leave divide – but with more than one party backing each view.

- Voters were stable in their Brexit preferences but potentially volatile in how they expressed them.

- Both Conservative and Labour advanced in the campaign – Con by squeezing Brexit/Leave, Labour by squeezing Lib Dem/Remain. Labour did not reverse existing losses to Con.

- Conservative victory founded on uniting the Leave vote, while the Remain vote was relatively divided. Attitudes towards Brexit itself did not change.

- Striking a new deal, leadership evaluations (and perceptions of competence) between them helped unite the Leave vote – and leave Remain divided.

Conclusion

- Most voters voted in line with their Brexit preference.

- Consequently, Brexit structured party choice even more than in 2017 (and 2015).

- But that does not mean that the aggregate outcome necessarily identified the majority view.

Session Three: Parties

Lord Hayward

A Conservative Perspective

Rory MacQueen

Chief Economic Advisor, Shadow Chancellor

Session Four: Voters

Ben Page @benatipsosmori

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Nick Moon

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Anthony Wells @anthonyjwells

YouGov

Loughborough University

British Polling Council

Ipsos MORI

The voters…

Jan 2020

BEN PAGE

**CHIEF EXECUTIVE, IPSOS MORI,
VISITING PROFESSOR, KINGS COLLEGE LONDON**

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Ipsos MORI   Ipsos

Polling Accuracy in the 2019 General Election

	Con	Lab	LD	Grn	Brex	Other	Average error
BMG	41	32	14	3	4	*5*	1.60
Deltapoll	45	35	10	3	4	*4*	1.30
Focal Data	42	34	14	3	3	*4*	1.43
ICM	42	36	12	2	3	*4*	1.53
Ipsos MORI	44	33	12	3	2	*6*	0.27
Kantar	44	32	13	3	3	*5*	0.77
NCP	43	33	12	3	3	*6*	0.57
Opinium	45	33	12	2	2	*6*	0.30
Panelbase	43	34	11	3	4	*5*	1.03
Qriously	43	30	12	4	3	*8*	1.57
Savanta ComRes	41	36	12	2	3	*6*	1.50
Survation	45	34	9	3	3	*6*	0.93
YouGov	43	34	12	3	3	*5*	0.77
"Poll of polls"	*43.2*	*33.5*	*11.9*	*2.8*	*3.1*	*5.4*	*0.57*
Result	**44.7**	**33**	**11.8**	**2.8**	**2.1**	**5.6**	

Ipsos MORI

Higher salience of election did not translate into turnout

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

■ **Very important**

Thatcher elected for the third time (June 87)

Major elected (April 93)

Blair elected (May 97)

Blair re-elected (June 01)

Blair elected for the third time (May 05)

Cameron elected (May 10)

Cameron re-elected (May 15)

May elected (June 17)

Date	%
Jun-87	55%
Mar-92	36%
Mar-92	47%
Apr-92	55%
Apr-97	36%
Apr-01	27%
May-01	27%
Jun-01	32%
Apr-05	40%
May-05	45%
Jun-08	38%
Nov-09	35%
Dec-09	37%
Jan-10	40%
Feb-10	32%
Mar-10	36%
Apr-10	39%
May-10	47%
Apr-15	44%
May-15	54%
May-17	53%
Nov-19	64%

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

Source: Ipsos MORI Political Monitor

Ipsos MORI

86

What matters to you when voting? GE2005-GE2019

If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?

Mean results among all giving a voting intention

Policies: 4.4, 4.4, 4.1, 4.2, 4.6, 3.8, 4.3, 3.7, 4.6

Leaders: 3.5, 3.2, 3.4, 3.2, 3.1, 3.8, 3, 3.1, 2.7

Parties: 2.1, 2, 2.3, 2.4, 2.4, 2.2, 2.6, 3, 2.7

Years: 1987, 1992, 1997, 2001, 2005, 2010, 2015, 2017, 2019
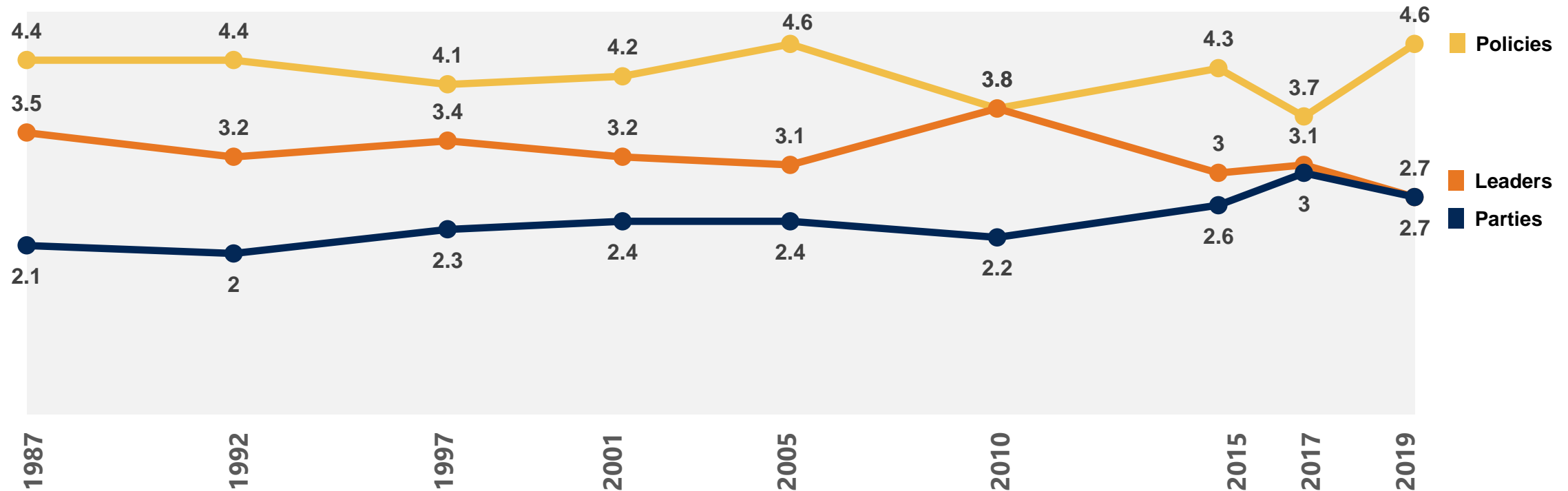
Base: c.1,000 British adults 18+ each month giving a voting intention

Source: Ipsos MORI Political Monitor

Ipsos MORI

Problems with Corbyn…

How satisfied or dissatisfied are you with the way … is doing his job as leader of the … Party?

Corbyn

Corbyn	Cameron
Milliband	Howard
Blair	Duncan-smith
Smith	Hague
Kinnock	
Foot	

Net satisfaction

Number of months after becoming opposition leader
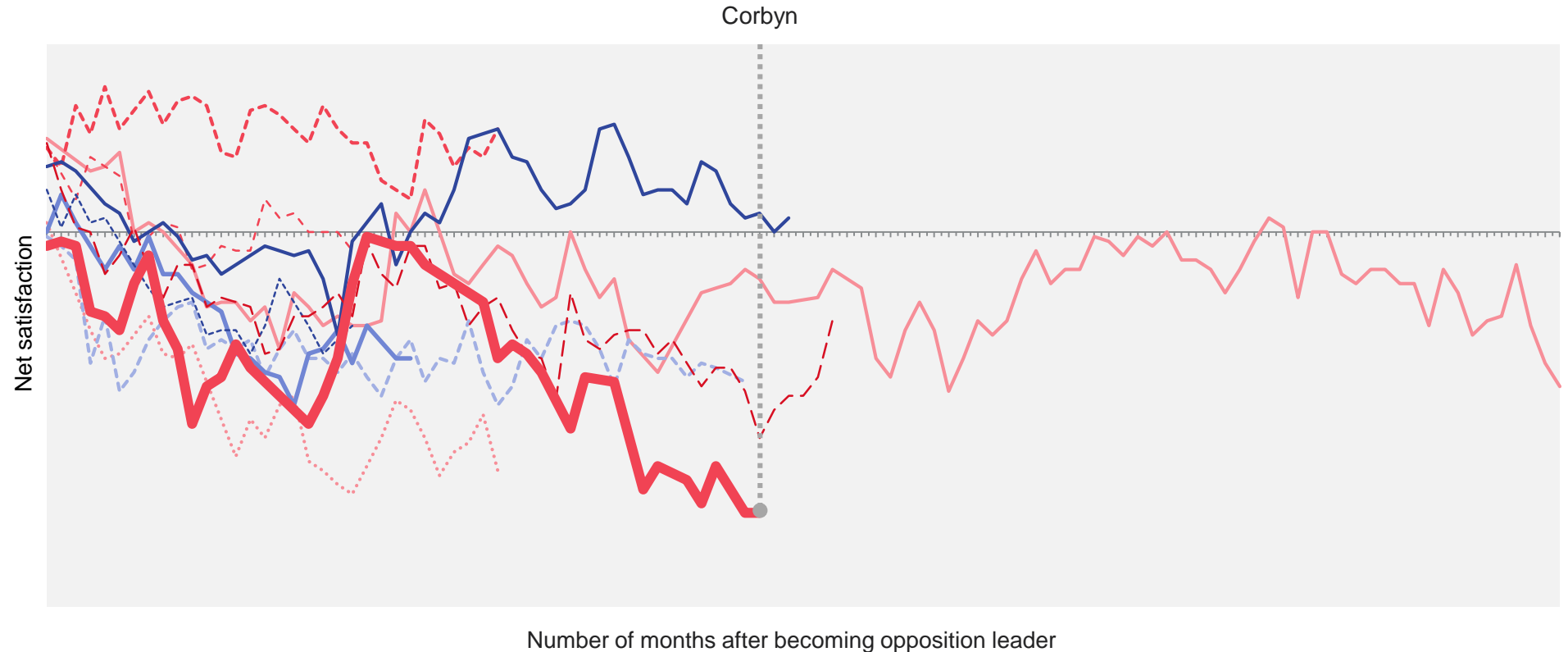
Note: *Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone*

Base: *c.1,000 British adults each month*

Source: *Ipsos MORI Political Monitor*

Ipsos MORI

Steady BoJo lead
No Corbyn surge
Swinson bombed

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

	Favourable	Unfavourable	Net Favourable
Boris Johnson, Leader of the Conservative party			
Post GE	37%	41%	**-4**
Week 5	33%	47%	-14
Week 4	33%	47%	-14
Week 3	33%	47%	-14
Week 2	36%	45%	-9
Week 1	36%	44%	-8
Jeremy Corbyn, Leader of the Labour party			
Post GE	19%	63%	**-44**
Week 5	26%	56%	-30
Week 4	22%	60%	-38
Week 3	24%	59%	-35
Week 2	22%	60%	-38
Week 1	23%	62%	-39
Jo Swinson, Former Leader of the Liberal Democrats			
Post GE	14%	53%	**-39**
Week 5	18%	49%	-31
Week 4	18%	49%	-31
Week 3	19%	50%	-31
Week 2	22%	41%	-19
Week 1	24%	44%	-20
Nigel Farage, Leader of the Brexit Party			
Post GE	20%	55%	**-35**
Week 5	21%	55%	-34
Week 4	22%	55%	-33
Week 3	24%	54%	-30
Week 2	26%	54%	-28
Week 1	24%	54%	-30

Base: 1,138 Online British adults 18+, 13-16 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Ipsos MORI

Boris Johnson: leadership attributes

Do you think each of the following statements does or does not apply to the Prime Minister Boris Johnson?

Does apply

Does not apply

Net applies

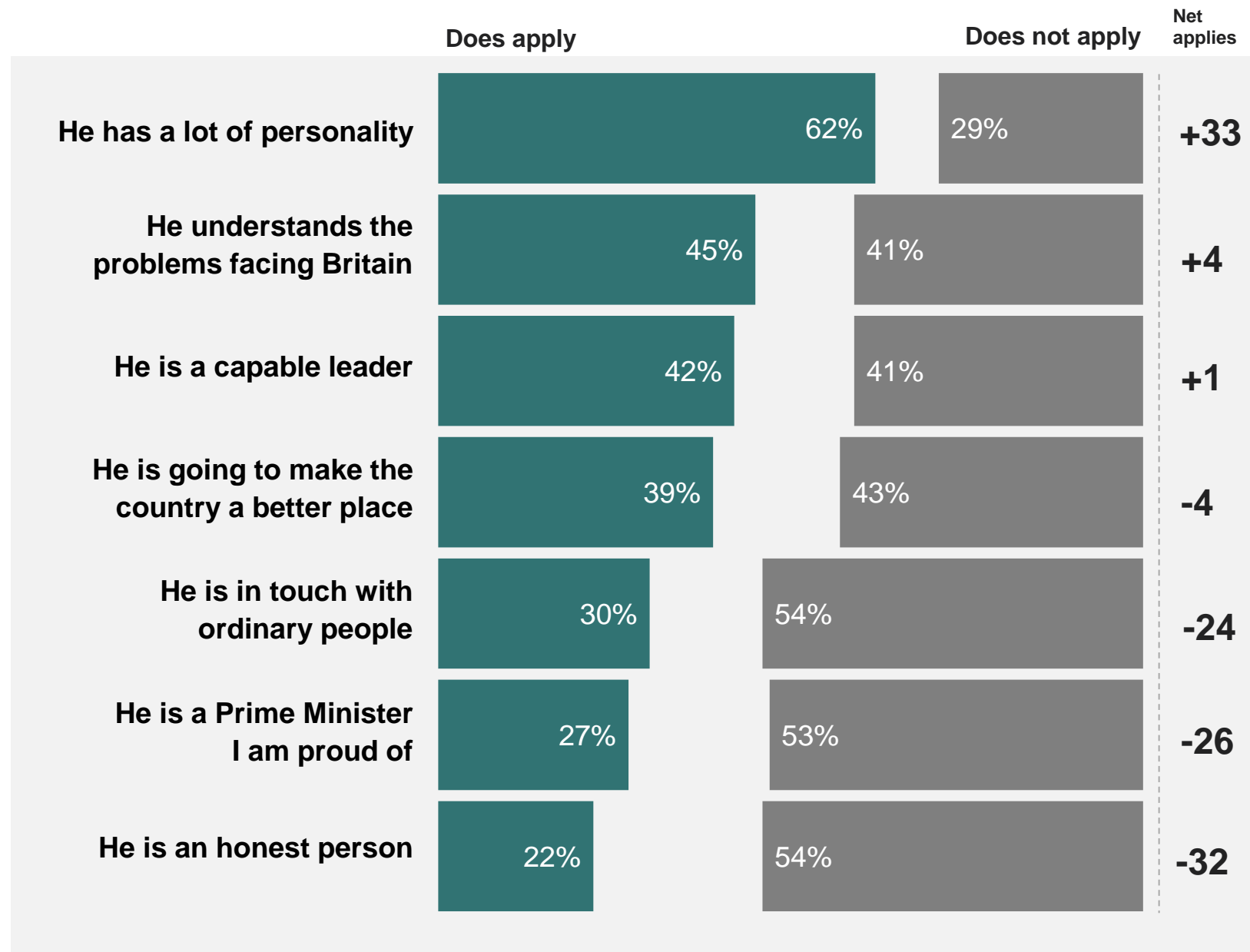| He has a lot of personality | 62% | 29% | +33 |
He understands the problems facing Britain	45%	41%	+4
He is a capable leader	42%	41%	+1
He is going to make the country a better place	39%	43%	-4
He is in touch with ordinary people	30%	54%	-24
He is a Prime Minister I am proud of	27%	53%	-26
He is an honest person	22%	54%	-32

Base: 1,138 Online British adults 18+, 13-16 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Ipsos MORI

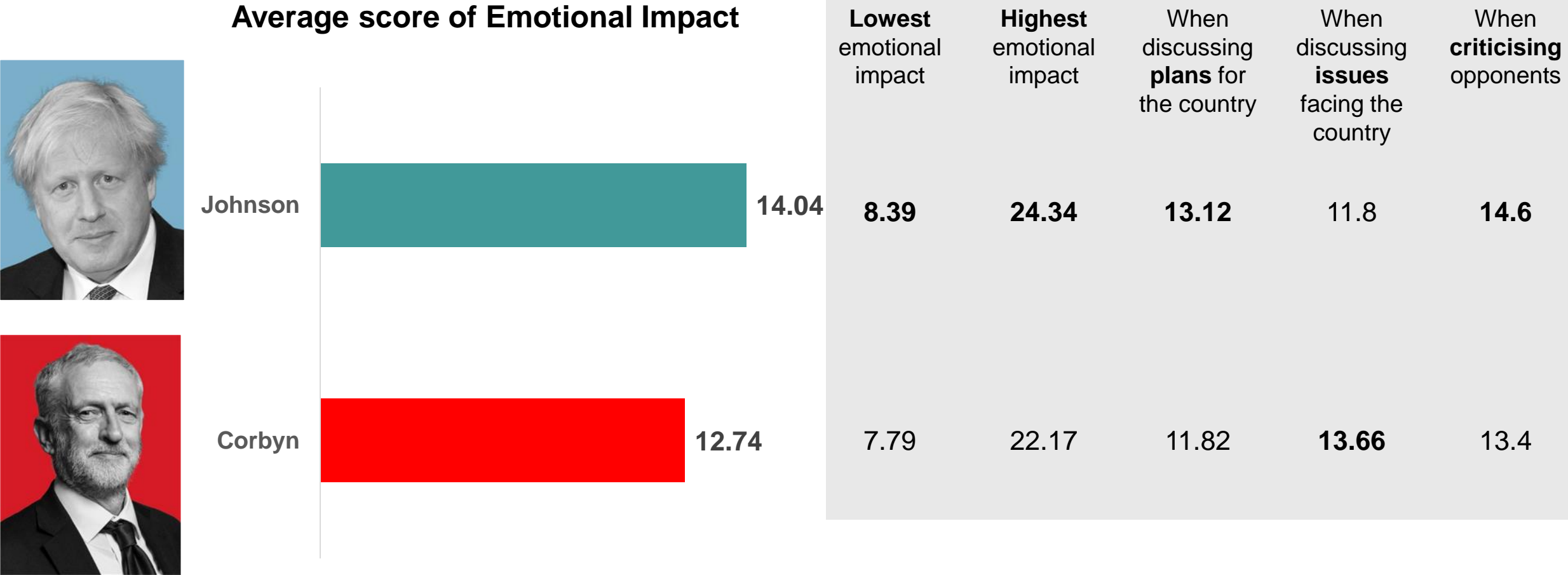# Johnson secured more emotional intensity from viewers on almost every measure – particularly when criticising Corbyn

Average score of Emotional Impact

	Emotional Impact	**Lowest** emotional impact	**Highest** emotional impact	When discussing **plans** for the country	When discussing **issues** facing the country	When **criticising** opponents
Johnson	14.04	**8.39**	**24.34**	**13.12**	11.8	**14.6**
Corbyn	12.74	7.79	22.17	11.82	**13.66**	13.4

Emotional Impact score is based on averaged SCR: standardized number of skin conductance responses for each second of the content. Fieldwork conducted with 49 adults aged 18+ on 6th December 2019 in response to the BBC Prime Ministerial debate.

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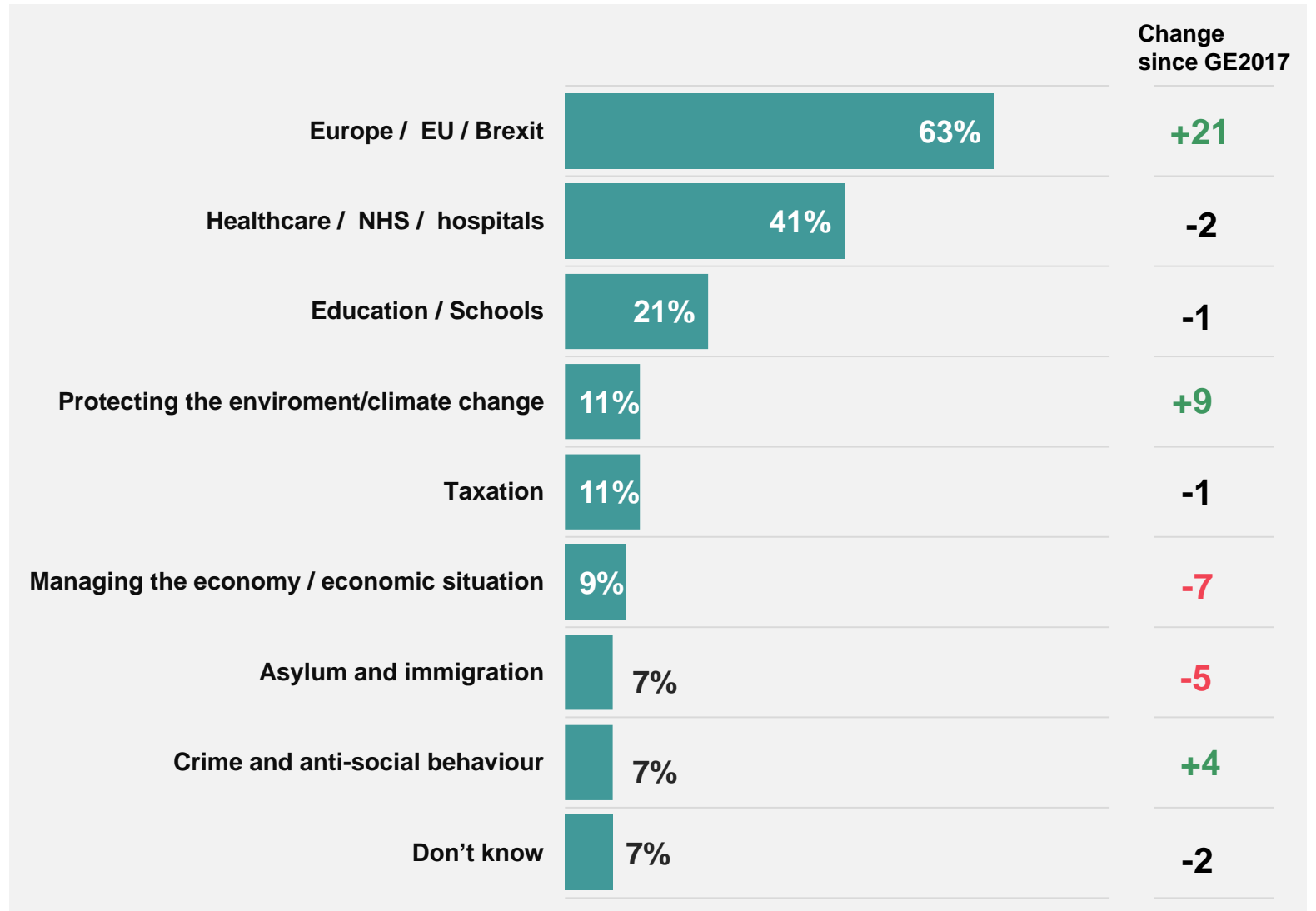# Brexit was a key point of difference in what viewers said they 'liked'' – though this doesn't always map to strength of emotional arousal on key issues

High volume of 'likes'

High volume of 'dislikes'

Average stated sentiment

Time (seconds)

BREXIT: Discussing the Irish boarders

SECURITY: In relation to the terror attack at London Bridge and Johnson speaking of ensuring that convicted terrorists serve their full sentence.

Highest emotional response: punishing politicians who lie

BREXIT: Corbyn speaking about the importance of securing the best deal for the UK

NHS: Discussing the shortage of nurses and accusations of privatising the NHS

Lowest emotional response: putting safety before human rights – here view are saying they either *like* or *dislike* what's been said

Stated Sentiment score is based on the average of Likes and Dislikes that participants stated they felt through the app, on a scale of -1.0 - +1.0, where +1 is the most positive emotional response and -1 is the most negative response.

Ipsos MORI Ipsos

Brexit dominated the issues/policies - top of mind….

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
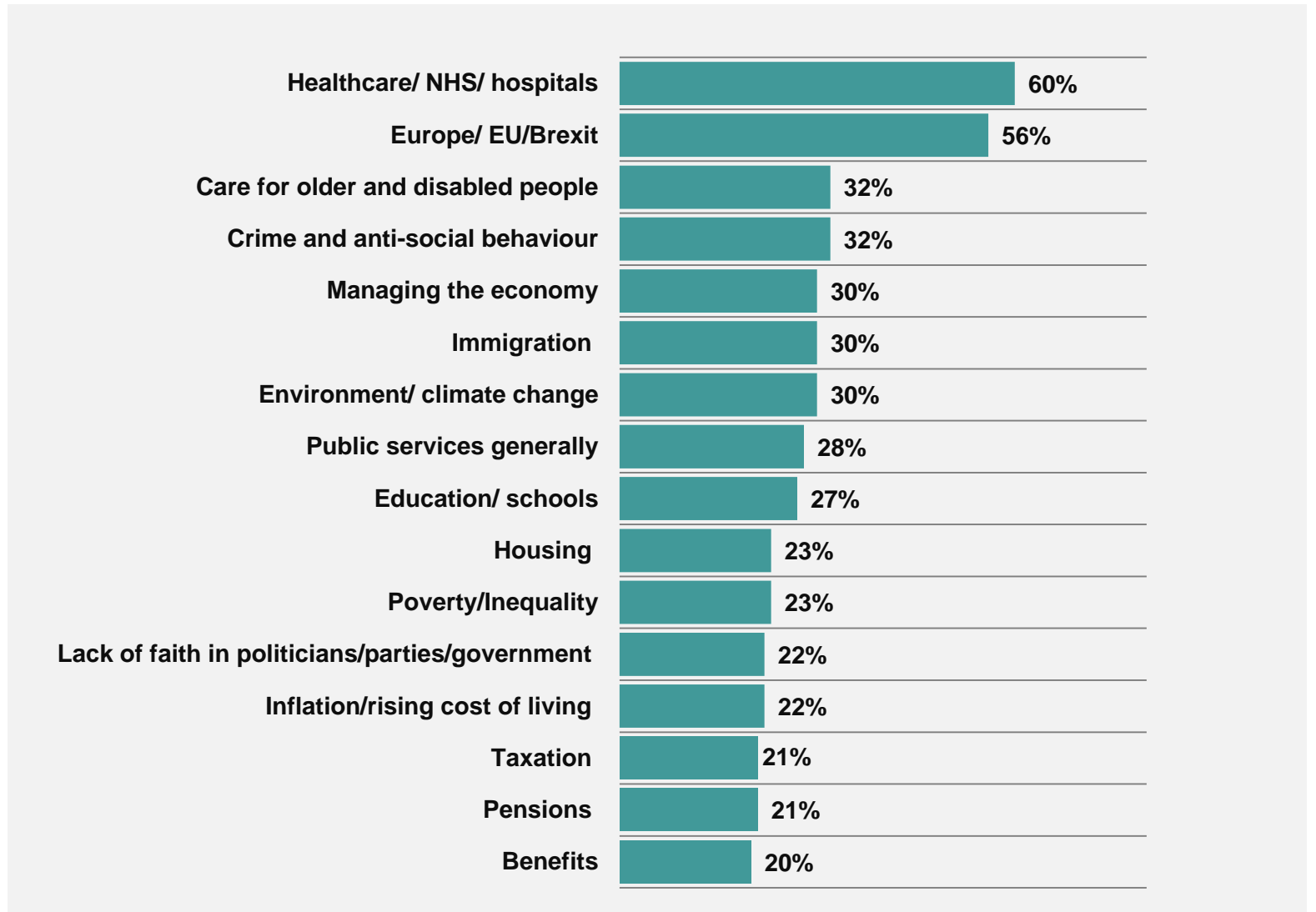
Change since GE2017

Issue	%	Change since GE2017
Europe / EU / Brexit	63%	+21
Healthcare / NHS / hospitals	41%	-2
Education / Schools	21%	-1
Protecting the enviroment/climate change	11%	+9
Taxation	11%	-1
Managing the economy / economic situation	9%	-7
Asylum and immigration	7%	-5
Crime and anti-social behaviour	7%	+4
Don't know	7%	-2

Ipsos MORI

Prompted concerns were different….

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?
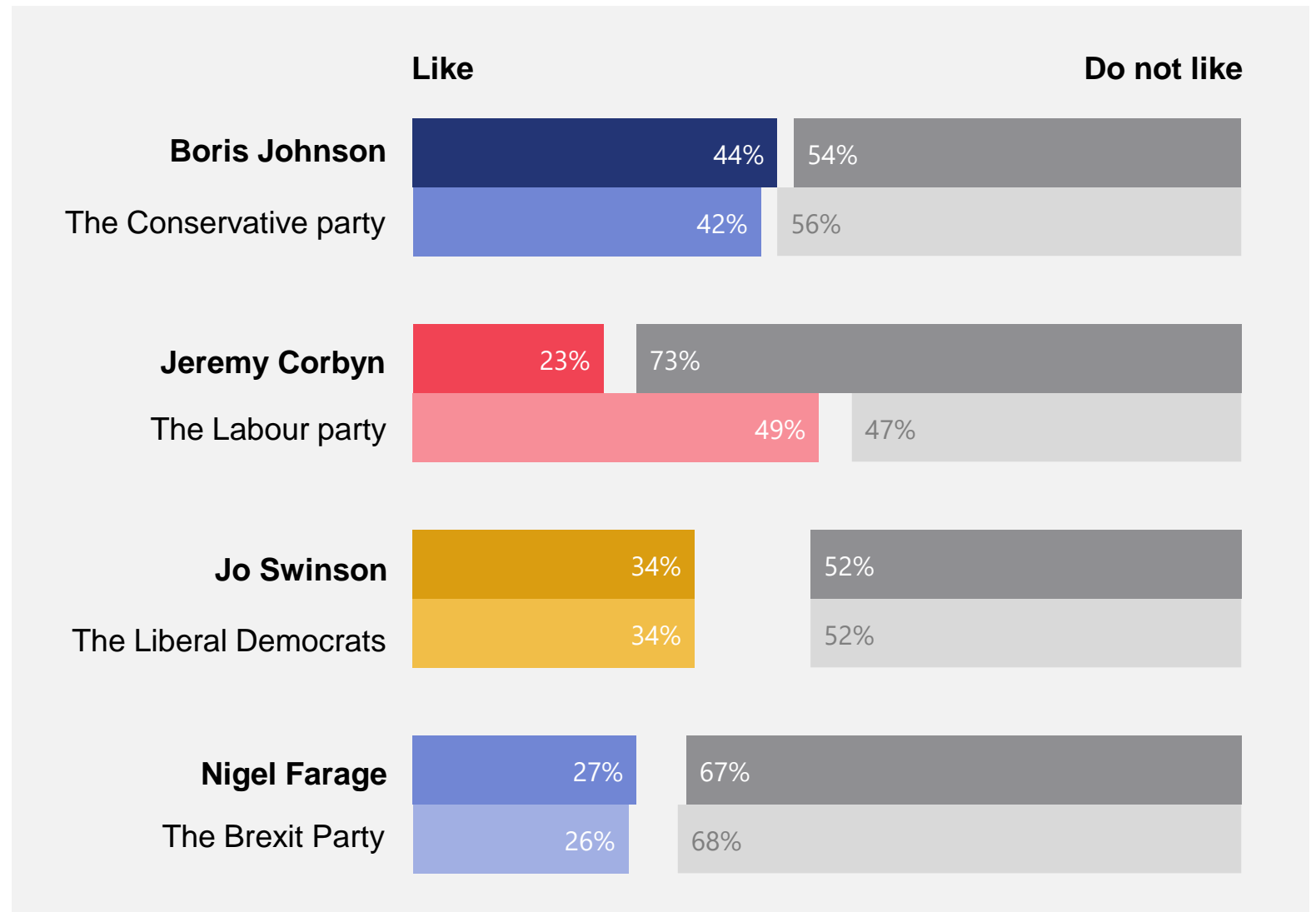

Issue	%
Healthcare/ NHS/ hospitals	60%
Europe/ EU/Brexit	56%
Care for older and disabled people	32%
Crime and anti-social behaviour	32%
Managing the economy	30%
Immigration	30%
Environment/ climate change	30%
Public services generally	28%
Education/ schools	27%
Housing	23%
Poverty/Inequality	23%
Lack of faith in politicians/parties/government	22%
Inflation/rising cost of living	22%
Taxation	21%
Pensions	21%
Benefits	20%

Source: *Ipsos MORI General Election 2019 Campaign Tracker*

Base: 1,140 Online British adults 18+, 15-18 November 2019

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Despite failing badly, Labour still the most liked party

Which of these statements come closest to your views of … and the … party?

Like   Do not like

Boris Johnson — 44% | 54%
The Conservative party — 42% | 56%

Jeremy Corbyn — 23% | 73%
The Labour party — 49% | 47%

Jo Swinson — 34% | 52%
The Liberal Democrats — 34% | 52%

Nigel Farage — 27% | 67%
The Brexit Party — 26% | 68%

Ipsos MORI

Major competence problems as much as policy problems

To what extent, if at all, do you agree with the following? … is ready to form the next Government?

% Agree
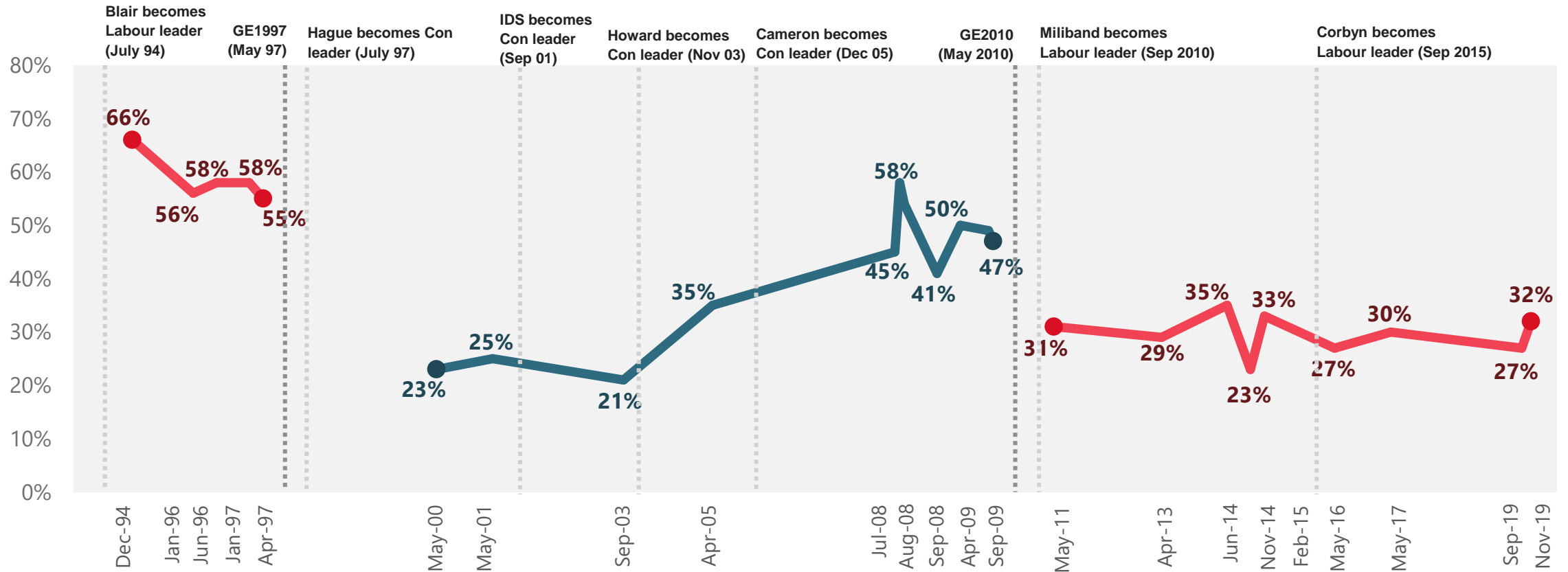
Base: 1,228 British adults 18+, 15-19 November 2019
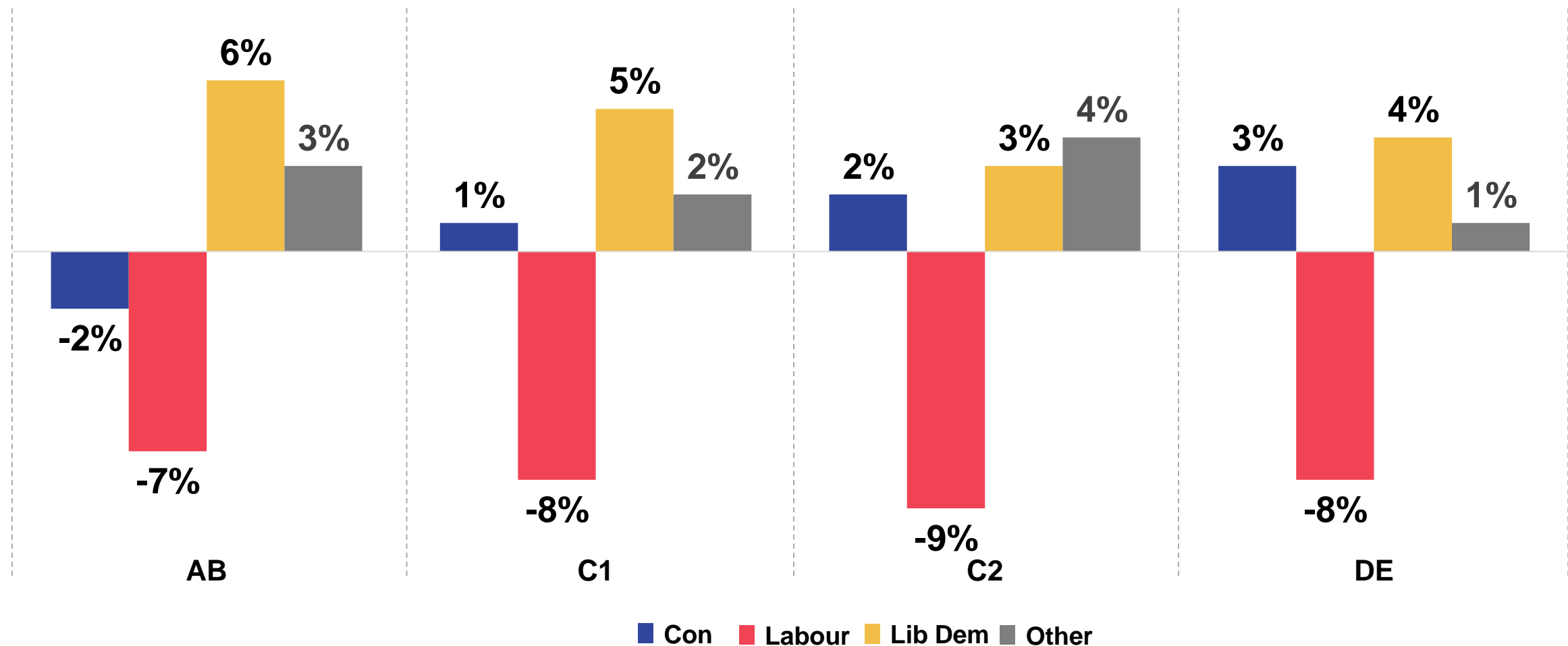
Source: Ipsos MORI Political Monitor

Ipsos MORI

Tories won by securing the Leave vote

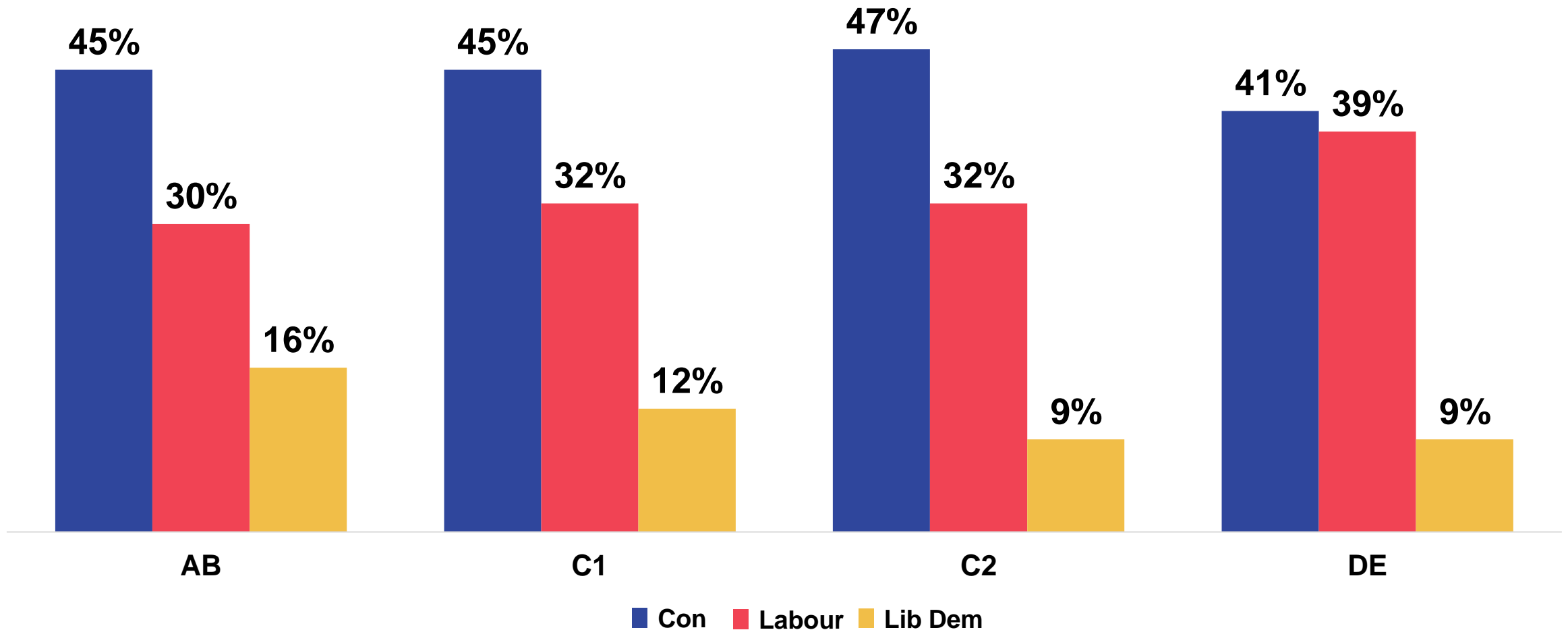The Conservatives won most of the Leave vote while the Remain vote was much more split
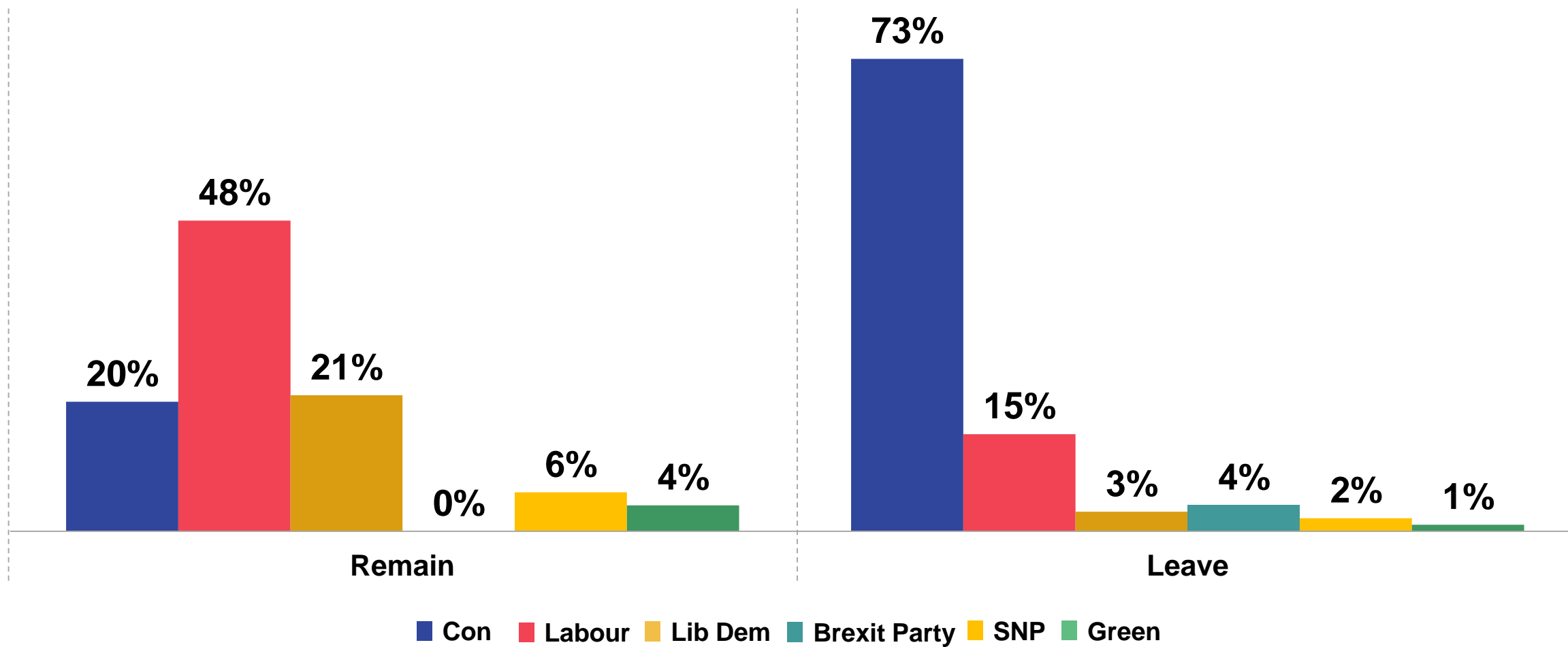
Remain

- 20% Con
- 48% Labour
- 21% Lib Dem
- 0%
- 6% SNP
- 4% Green

Leave

- 73% Con
- 15% Labour
- 3% Lib Dem
- 4% Brexit Party
- 2% SNP
- 1% Green

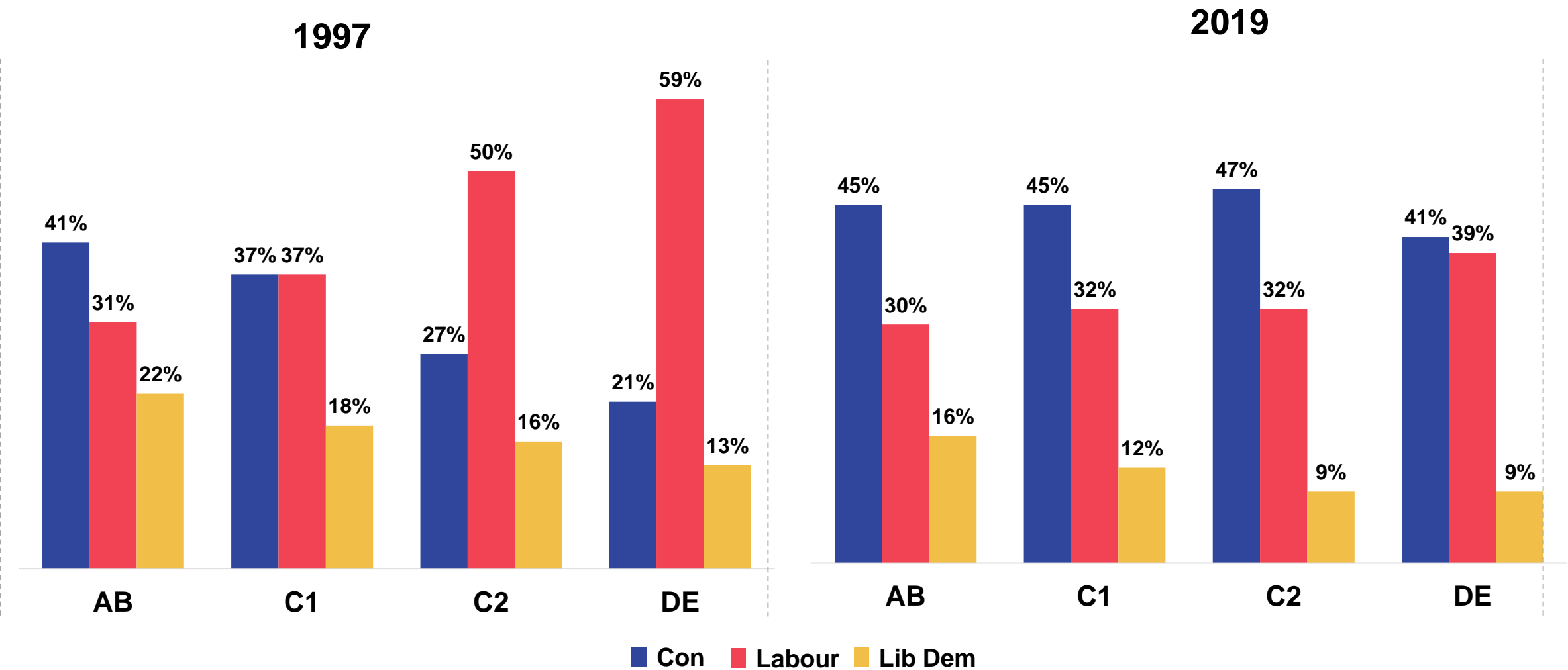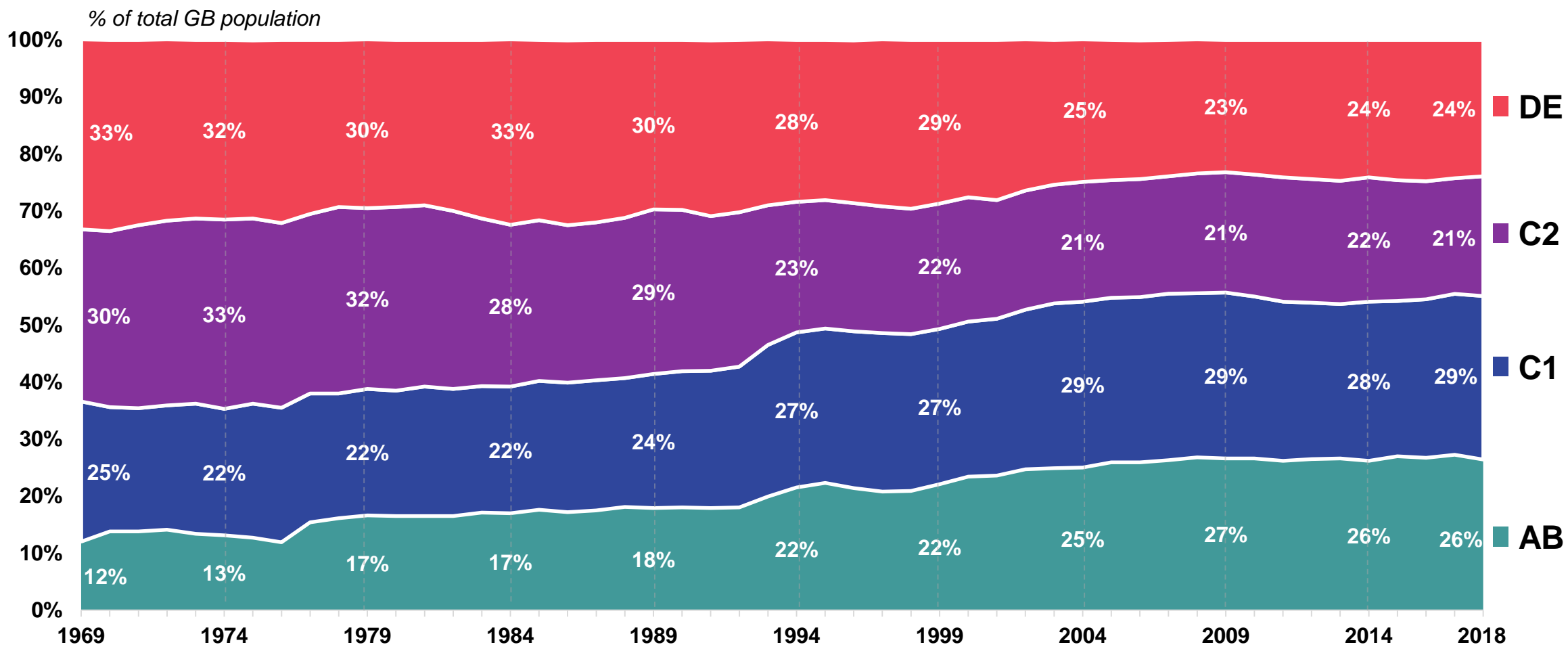**Legend:** ■ Con ■ Labour ■ Lib Dem ■ Brexit Party ■ SNP ■ Green

Base: 27,591 GB adults aged 18+, of whom 19,747 defined as likely voters according to our standard turnout filter (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) interviewed telephone and online 15 Nov – 11 Dec 2019. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

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Labour lost votes among all social classes

Con   Labour   Lib Dem   Other

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Voting by Social Class – a revolution?

AB
- Con: 45%
- Labour: 30%
- Lib Dem: 16%

C1
- Con: 45%
- Labour: 32%
- Lib Dem: 12%

C2
- Con: 47%
- Labour: 32%
- Lib Dem: 9%

DE
- Con: 41%
- Labour: 39%
- Lib Dem: 9%
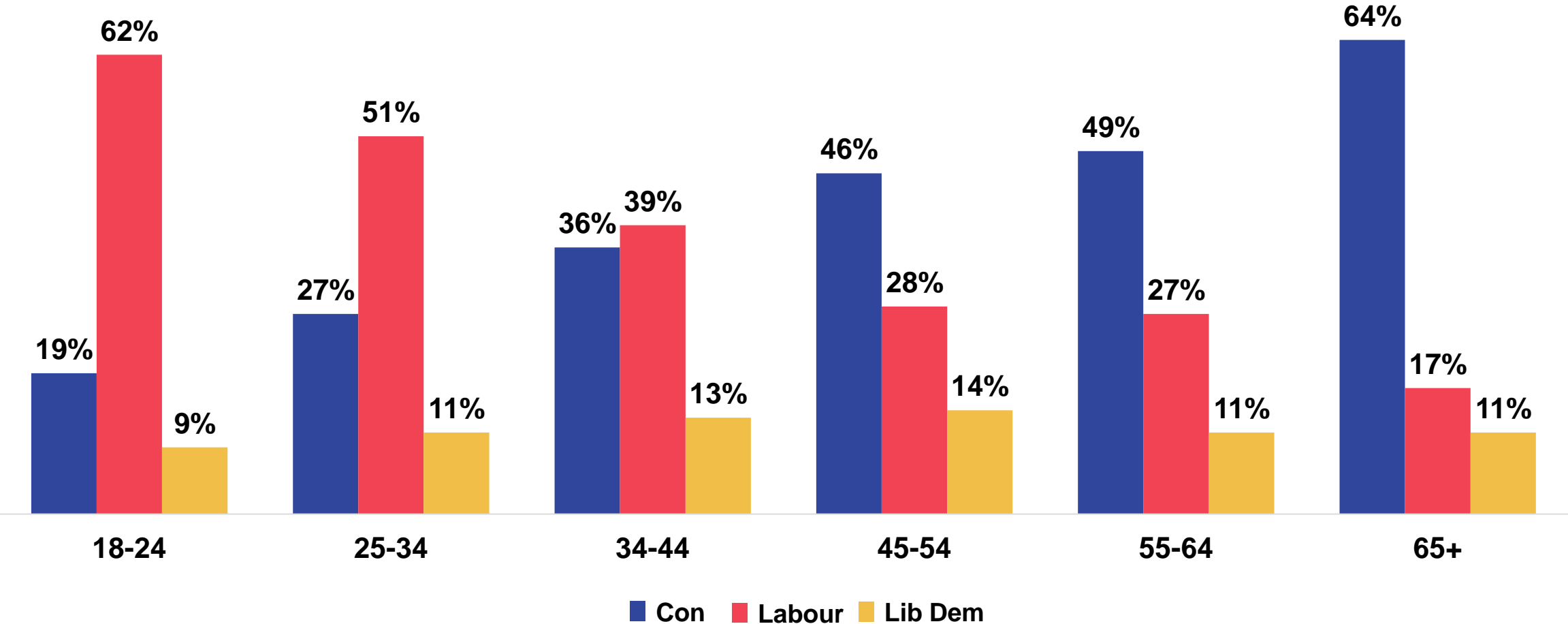
Legend: ■ Con ■ Labour ■ Lib Dem

Base: 27,591 GB adults aged 18+, of whom 19,747 defined as likely voters according to our standard turnout filter (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) interviewed telephone and online 15 Nov – 11 Dec 2019. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

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Voting by Social Class in 2019 and 1997

1997

2019

AB   C1   C2   DE

1997: AB — Con 41%, Labour 31%, Lib Dem 22%; C1 — Con 37%, Labour 37%, Lib Dem 18%; C2 — Con 27%, Labour 50%, Lib Dem 16%; DE — Con 21%, Labour 59%, Lib Dem 13%

2019: AB — Con 45%, Labour 30%, Lib Dem 16%; C1 — Con 45%, Labour 32%, Lib Dem 12%; C2 — Con 47%, Labour 32%, Lib Dem 9%; DE — Con 41%, Labour 39%, Lib Dem 9%

■ **Con**   ■ **Labour**   ■ **Lib Dem**

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The middle classes – from 37% to 55% of Britain….

% of total GB population

DE
C2
C1
AB

Year	1969	1974	1979	1984	1989	1994	1999	2004	2009	2014	2018
DE	33%	32%	30%	33%	30%	28%	29%	25%	23%	24%	24%
C2	30%	33%	32%	28%	29%	23%	22%	21%	21%	22%	21%
C1	25%	22%	22%	22%	24%	27%	27%	29%	29%	28%	29%
AB	12%	13%	17%	17%	18%	22%	22%	25%	27%	26%	26%

Source: National Readership Survey / PAMCo Social Grading Data

Ipsos MORI

Biggest age difference we have seen

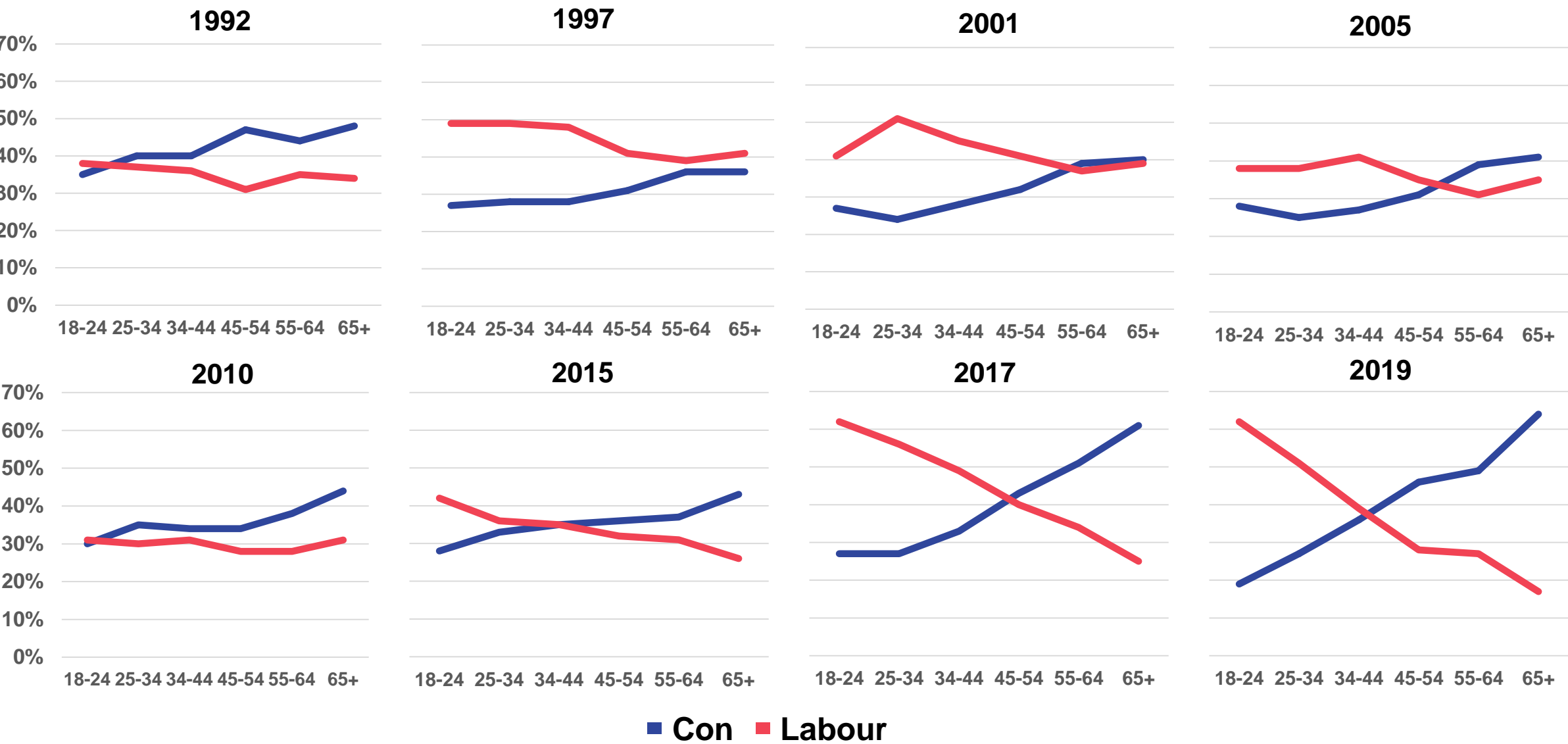|	18-24	25-34	34-44	45-54	55-64	65+
Con	19%	27%	36%	46%	49%	64%
Labour	62%	51%	39%	28%	27%	17%
Lib Dem	9%	11%	13%	14%	11%	11%

■ **Con** ■ **Labour** ■ **Lib Dem**

Ipsos MORI

The only group Lab held onto were under 25s…

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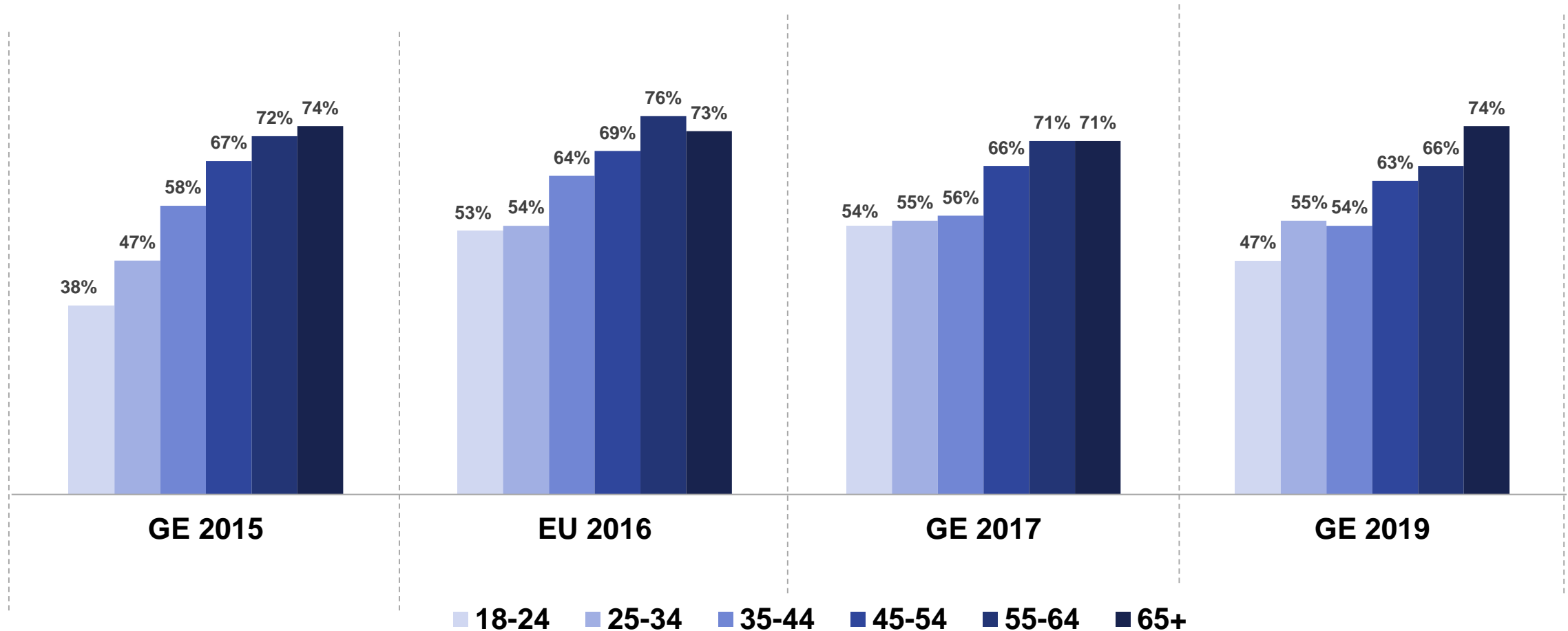

Legend: Con (blue), Labour (red), Lib Dem (yellow), Other (grey)

Age	Con	Labour	Lib Dem	Other
18-24	-8%	0%	4%	4%
25-34	0%	-5%	2%	3%
34-44	3%	-10%	3%	4%
45-54	3%	-12%	7%	2%
55-64	-2%	-7%	4%	5%
65+	3%	-8%	4%	1%

Ipsos MORI

Vote by Age over time

1992 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

1997 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2001 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2005 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2010 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2015 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2017 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

2019 — Con, Labour vote percentages by age group (18-24, 25-34, 34-44, 45-54, 55-64, 65+)

■ **Con** ■ **Labour**

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Having the young on your side not much use if don't vote

Estimated turnout among all adults %

18-24 **25-34** **35-44** **45-54** **55-64** **65+**

GE 2015: 38% 47% 58% 67% 72% 74%
EU 2016: 53% 54% 64% 69% 76% 73%
GE 2017: 54% 55% 56% 66% 71% 71%
GE 2019: 47% 55% 54% 63% 66% 74%

Ipsos MORI

Labour did win among renters….
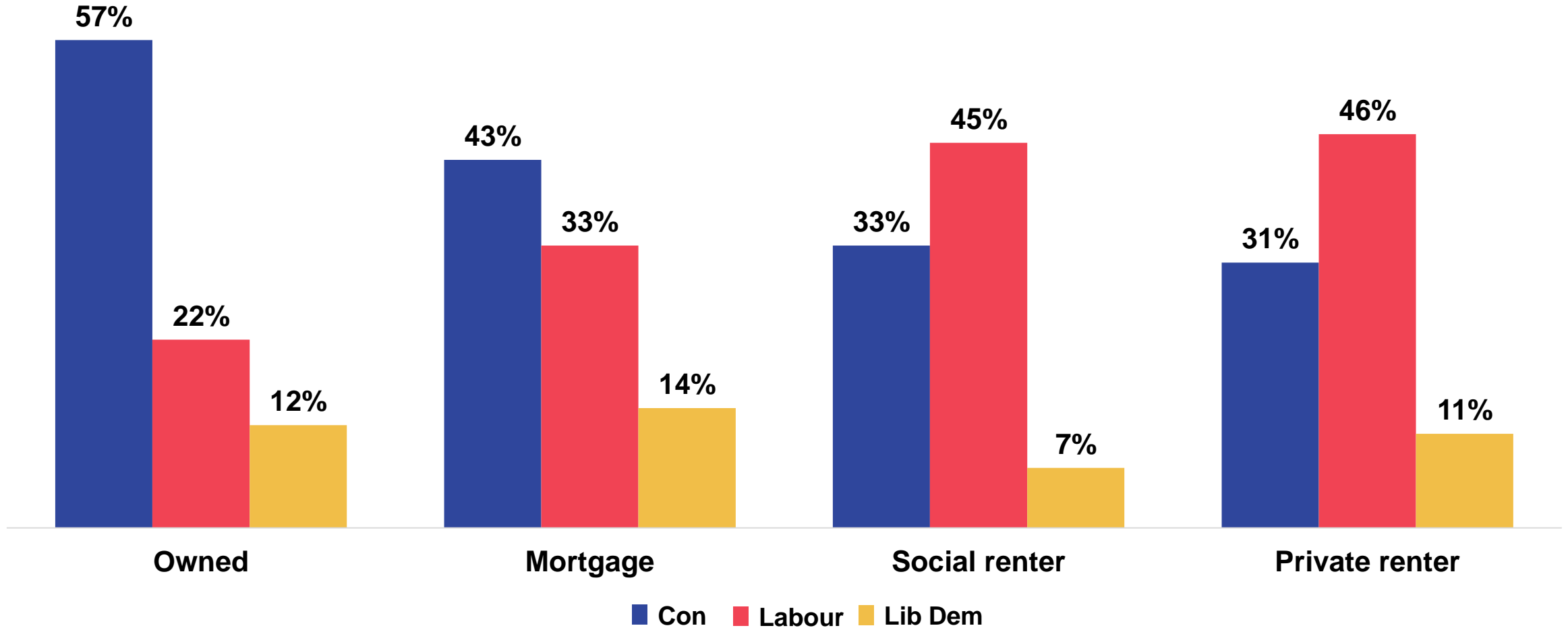
Con ■ Labour ■ Lib Dem

Owned: Con 57%, Labour 22%, Lib Dem 12%
Mortgage: Con 43%, Labour 33%, Lib Dem 14%
Social renter: Con 33%, Labour 45%, Lib Dem 7%
Private renter: Con 31%, Labour 46%, Lib Dem 11%

Ipsos MORI

And BAME voters…

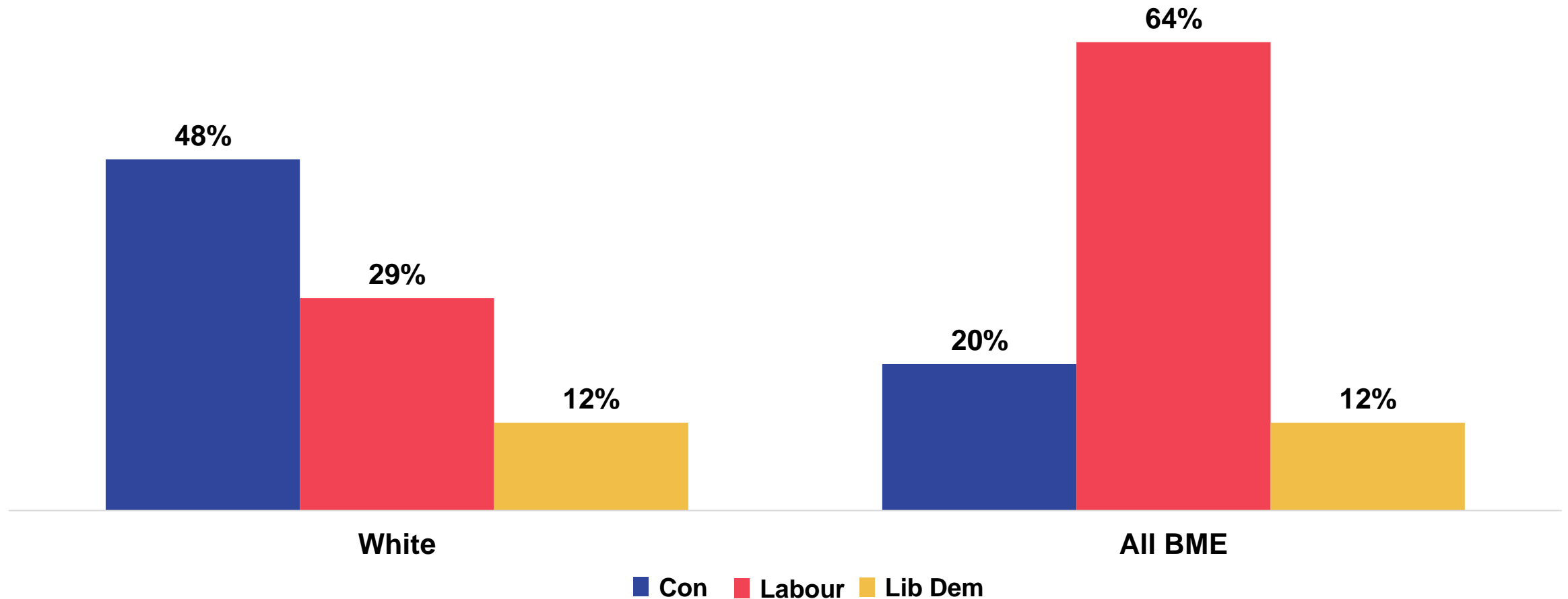## Labour led among BME voters, the Conservatives among white voters

Con   **Labour**   **Lib Dem**

Base: 27,591 GB adults aged 18+, of whom 19,747 defined as likely voters according to our standard turnout filter (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) interviewed telephone and online 15 Nov – 11 Dec 2019. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
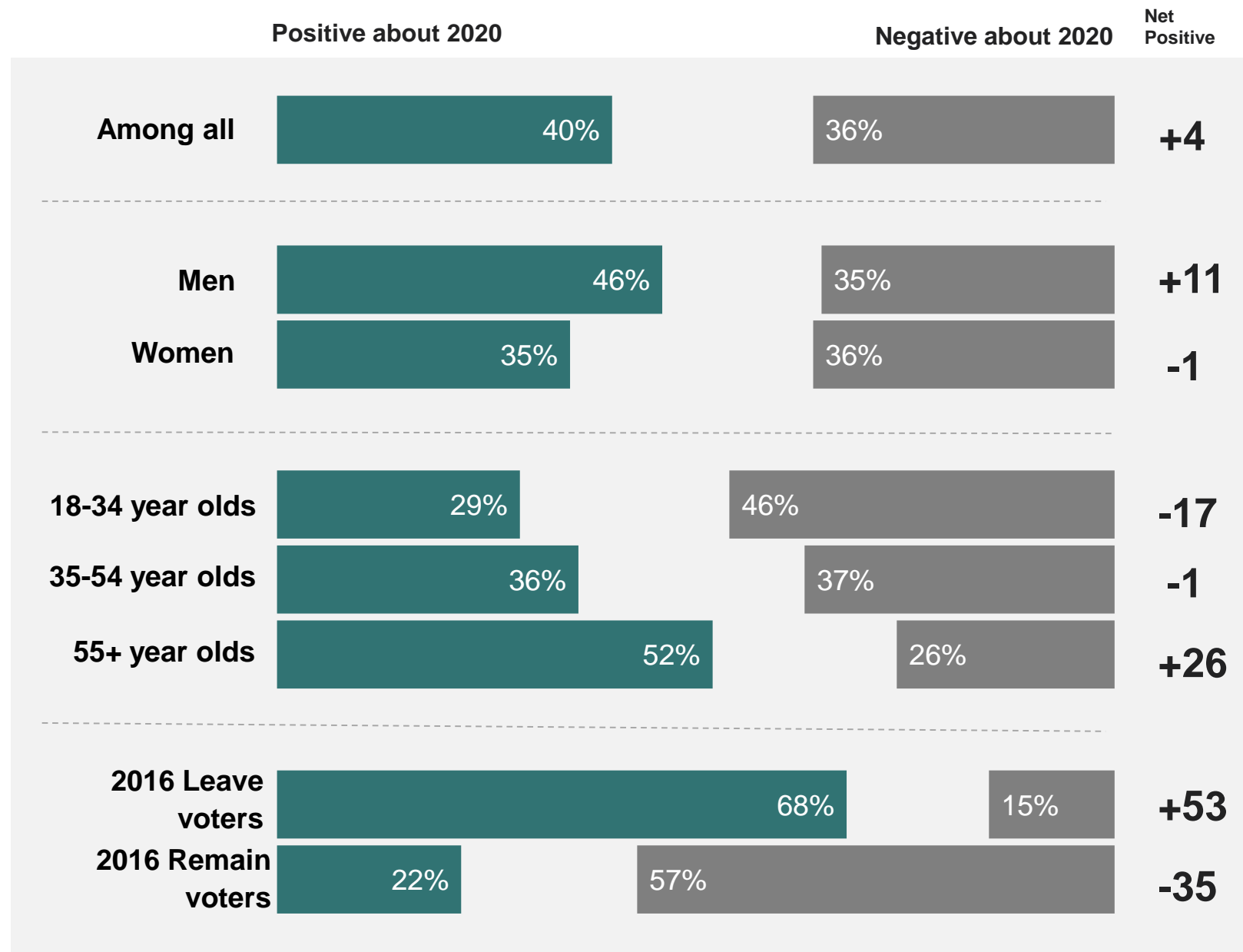
Ipsos MORI   Ipsos

How does the election make you feel for 2020?

Does the result of the election make you feel…?

Positive about 2020 **Negative about 2020** **Net Positive**

	Positive about 2020	Negative about 2020	Net Positive
Among all	40%	36%	+4
Men	46%	35%	+11
Women	35%	36%	-1
18-34 year olds	29%	46%	-17
35-54 year olds	36%	37%	-1
55+ year olds	52%	26%	+26
2016 Leave voters	68%	15%	+53
2016 Remain voters	22%	57%	-35

Base: 1,138 Online British adults 18+, 13-16 December, 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Ipsos MORI

Thank you

ben.page@Ipsos.com

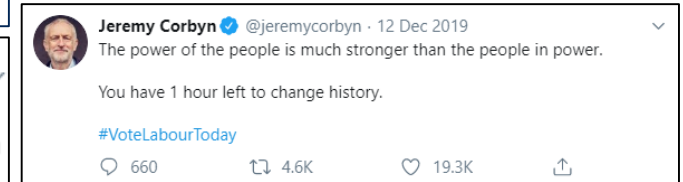Ipsos MORI

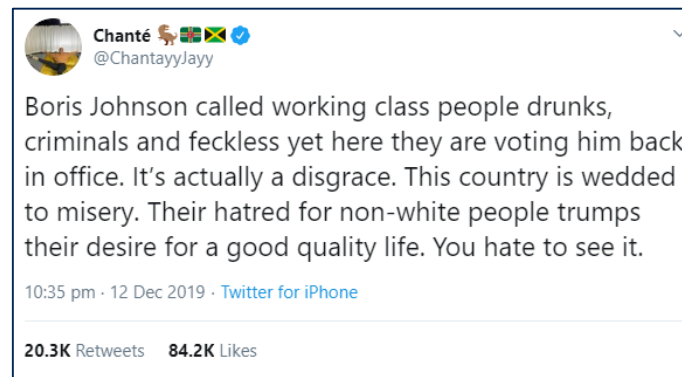# Social Media and the General Election

January 2020

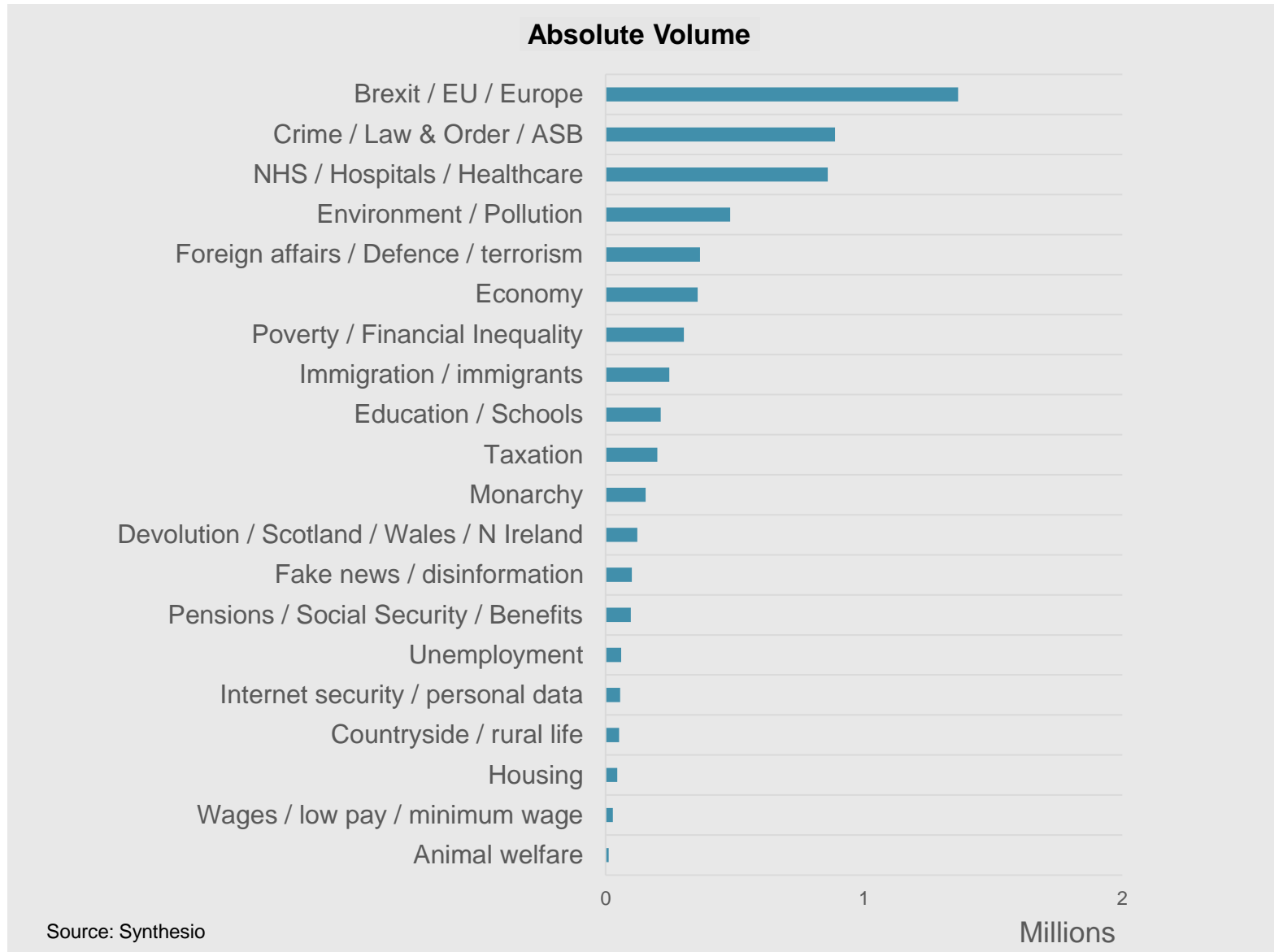Tara Beard-Knowland

Head of Social Intelligence Analytics

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Ipsos MORI

Ipsos

2017 vs. 2019 on Twitter

120% more tweets about Jeremy Corbyn

144% more tweets about Boris Johnson vs. Theresa May

Chanté 🇬🇧🇯🇲✉️✔
@ChantayyJayy

Boris Johnson called working class people drunks, criminals and feckless yet here they are voting him back in office. It's actually a disgrace. This country is wedded to misery. Their hatred for non-white people trumps their desire for a good quality life. You hate to see it.

10:35 pm · 12 Dec 2019 · Twitter for iPhone

20.3K Retweets   84.2K Likes

Daniel Howell ✔
@danielhowell   Follow

do your part to stop britain descending into a dystopia for decades to come and vote tactically to get the tories out
getjohnsongone.com #GE2019

Gina Miller
@thatginamiller   Follow

All concerned about UK democracy & security should send a message to @BorisJohnson demanding publication of report signed off by Security services as ready to go. This is bigger than #Brexit 'No 10 blocks Russia EU referendum report until after election'

Clive Peedell
@cpeedell   Follow

As a consultant cancer specialist, I can confidently state that the two worst things that can happen to the #NHS are:
1. Another 5 years of Tory Government.
2. A hard Brexit delivered by Boris Johnson and the ERG.
#NHSCrisis

2:23 pm - 14 Nov 2019

7,630 Retweets 11,938 Likes

Jeremy Corbyn ✔ @jeremycorbyn · 12 Dec 2019
You have just over an hour to save our NHS.

#VoteLabourToday

💬 622   ⇄ 3.1K   ♡ 14.3K

Boris Johnson ✔ @BorisJohnson · 12 Dec 2019
Let's not go back to the broken parliament we had before this election was called.

Let's move forward with a majority Conservative government that can get things done.

💬 1.8K   ⇄ 2.4K   ♡ 19K

Jeremy Corbyn ✔ @jeremycorbyn · 12 Dec 2019
The power of the people is much stronger than the people in power.

You have 1 hour left to change history.

#VoteLabourToday

💬 660   ⇄ 4.6K   ♡ 19.3K

Boris Johnson ✔ @BorisJohnson · 12 Dec 2019
We will get Brexit done so that we can get on with delivering on your priorities.

WE ♥ OUR NHS

"Let's get Brexit done and move on to focusing on the things that matter to you."

💬 404   ⇄ 336   ♡ 1.8K

Boris Johnson
12 December 2019 ·

Vote Conservative today to get Brexit done 🇬🇧🇬🇧

👍❤ 11K   1.8K comments 266 shares

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We track 21 topics each month on social media

December 2019

Absolute Volume

Topic	
Brexit / EU / Europe	
Crime / Law & Order / ASB	
NHS / Hospitals / Healthcare	
Environment / Pollution	
Foreign affairs / Defence / terrorism	
Economy	
Poverty / Financial Inequality	
Immigration / immigrants	
Education / Schools	
Taxation	
Monarchy	
Devolution / Scotland / Wales / N Ireland	
Fake news / disinformation	
Pensions / Social Security / Benefits	
Unemployment	
Internet security / personal data	
Countryside / rural life	
Housing	
Wages / low pay / minimum wage	
Animal welfare	

0   1   2

Millions

Source: Synthesio

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On election day, Brexit dominated the topics… and even more so the day after

Brexit dominates, although both Brexit & NHS spike on results day

Top Topics by Volume for November & December 2019

General Election result announced

Video published asking people to guess how much US healthcare costs

Corbyn reveals documents in respect to NHS and trade deal with US

Legend:
- Brexit / EU / Europe
- Crime / Law & Order / ASB
- NHS / Hospitals / Healthcare
- Environment / Pollution
- Economy
- Foreign affairs / Defence / terrorism
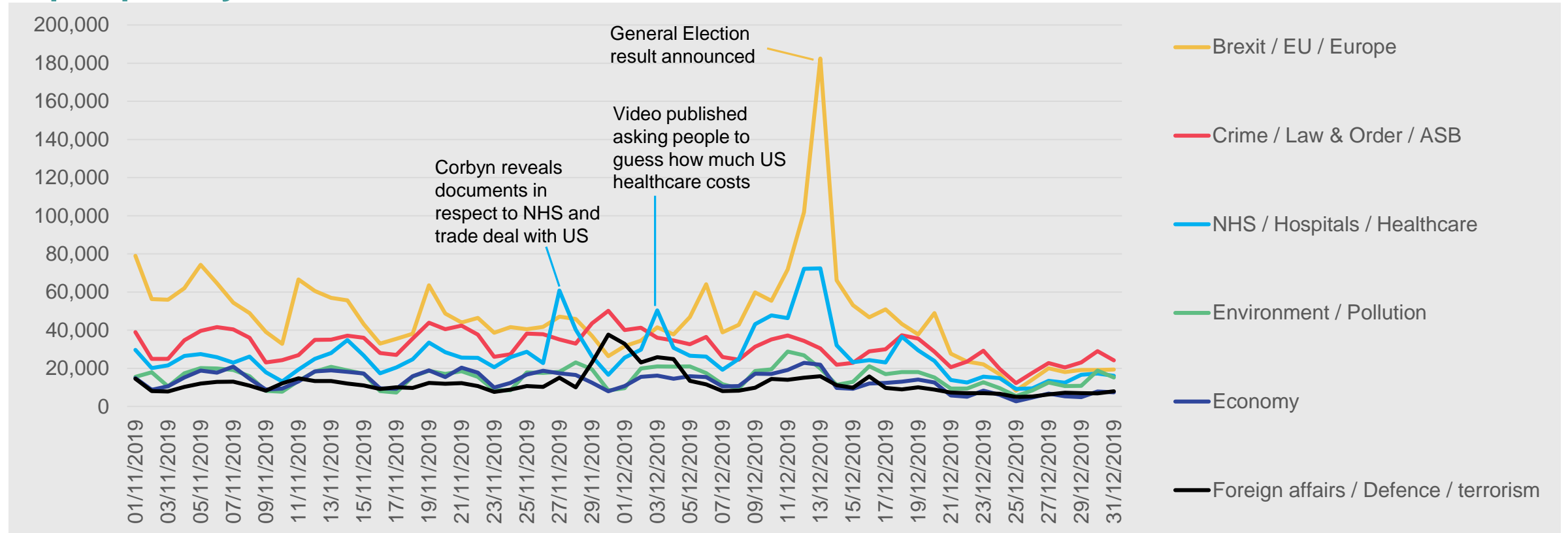
Source: Synthesio

But Brexit has dominated since late 2018, although the NHS is building

Volume of posts about the topics

Annotations on chart:
- European Parliament election
- Boris Johnson to prorogue Parliament
- Proposed Brexit deal
- Election result announced
- Corbyn alleges Conservatives will sell off NHS in a US trade deal

Legend:
- Brexit / EU / Europe
- Crime / Law & Order / ASB
- NHS / Hospital / Healthcare
- Environment / Pollution
- Economy
- Foreign Affairs / Defence / Terrorism
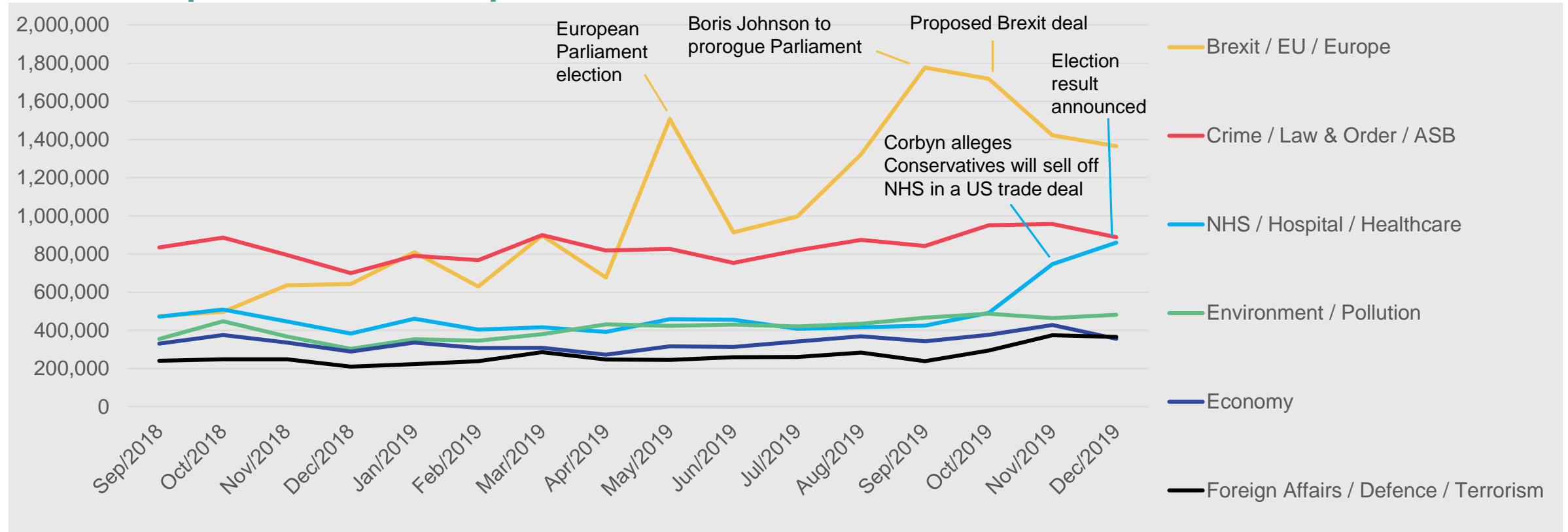
Source: Synthesio

And there was a lot of #GE chatter on social media – 5 of the top 20 hashtags

Top hashtags from our topics December 2019

Position	Top Hashtags	Volume
1	#ge2019	251,273
2	#generalelection2019	136,091
3	#brexit	92,763
4	#votelabour	56,808
5	#nhs	53,064
6	#generalelection19	31,633
7	#voteconservative	30,793
8	#ge19	26,098
9	#labour	22,001
10	#indyref2	18,612
11	#votetactically	17,515
12	#bbcelection	16,303
13	#borisjohnson	15,710
14	#toriesout	14,367
15	#cybersecurity	14,200
16	#gtto	14,104
17	#generalelection	14,040
18	#getbrexitdone	13,133
19	#saveournhs	13,058
20	#bbcdebate	12,403

Source: Synthesio

The election itself was searched far more than Brexit or the NHS in the run-up

Level of search interest around key topics

Chart with y-axis labelled "Index" ranging from 0 to 120. X-axis shows dates from 01/11/2019 to 31/12/2019. Three lines: Election (black), Brexit (red), NHS (green). A large spike in the Election line around 12/12/2019 reaching 100, annotated "General Election vote".
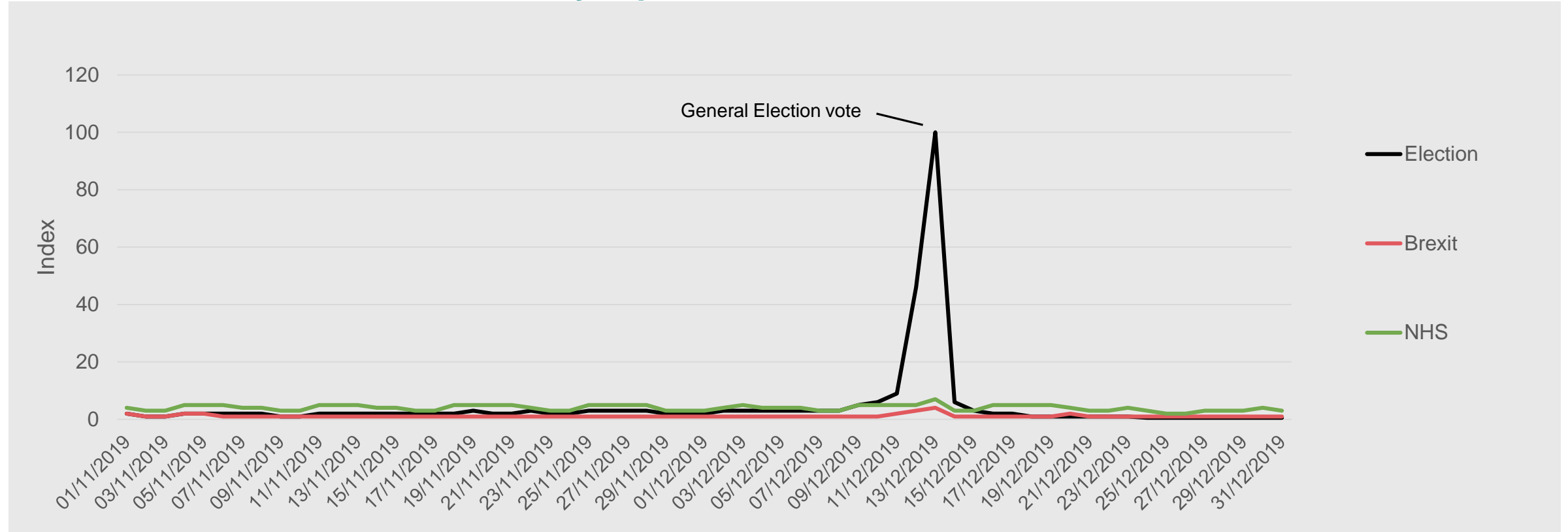
Source: Google Trends

Three of our top hashtags were pro-Labour or anti-Tory (plus one about Labour)

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1	#ge2019	251,273
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19	#saveournhs	13,058
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Source: Synthesio

While only one was pro-Tory and one about Johnson

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19	#saveournhs	13,058
20	#bbcdebate	12,403

Source: Synthesio

But it's not just about volume: interactions are important too – they show engagement

Top engagement with topics for November & December 2019

Source: Synthesio

Subscribe
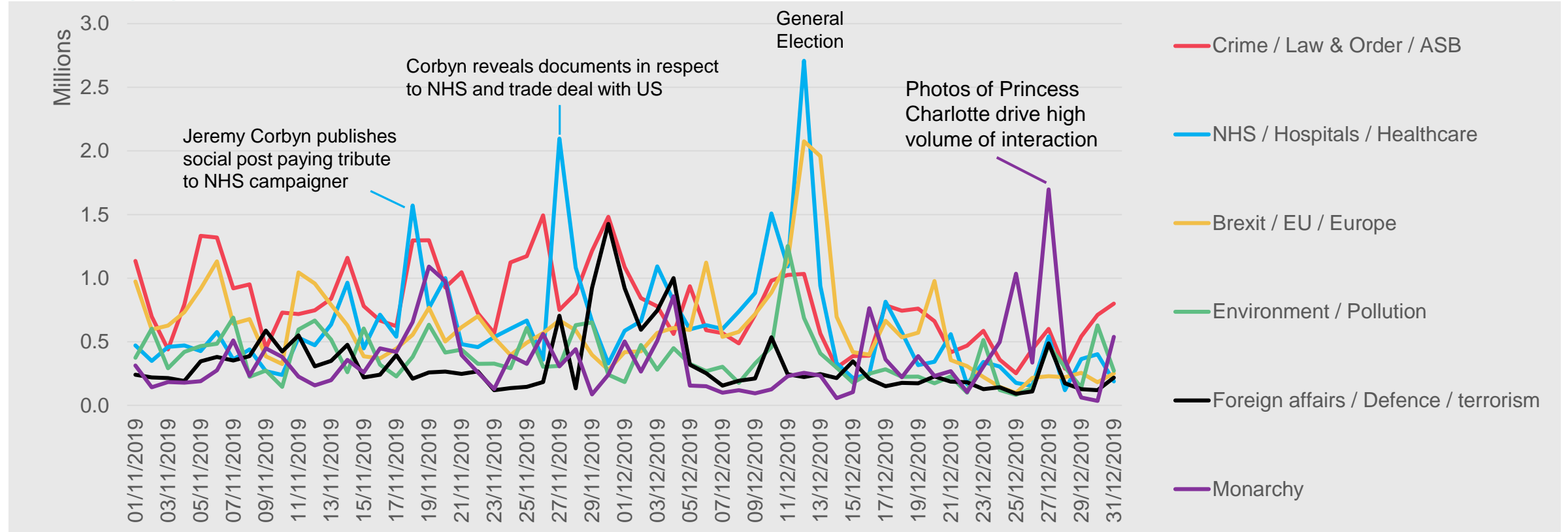
Labour's message dominated social media in the UK election. The party got crushed anyway.

Will Martin Dec 13, 2019, 9:03 AM

Analysis

- The Labour Party has suffered its worst election defeat since 1935. But if you were following the campaign only on social media, you probably didn't see it coming.

- Jeremy Corbyn's party was dominant when it came to campaigning on the internet, making use of memes, viral Facebook posts, and sharply edited videos to catch the eye of voters.

- Corbyn's fans were much more engaged on social media than Prime Minister Boris Johnson's, and Labour attack videos against the Conservatives garnered millions of views.

- That didn't translate into votes though, with the Conservatives winning 364 seats to Labour's 203.

Hard-hitting analysis of Labour's social media campaign has hit some headlines

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Are the assertions about his social media dominance fair?

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Corbyn drove a lot of social engagement with these topics

December Twitter influencers, based on our topics

	Rank	Influencer	Posts*	Interactions	Reach
	1.	**Jeremy Corbyn**	**116**	**3,570,896**	**2,349,766**
	2.	Piers Morgan	93	228,525	6,985,946
	3.	Stephen Tries	2	47,600	497,195
	4.	Stan Collymore	15	49,822	885,130
	5.	Sky Sports News	9	89,998	7,005,466
	6.	Led By Donkeys	7	155,042	333,398
	7.	Danny Wallace	13	67,188	175,368
	8.	Kensington Palace	31	266,761	1,878,490
	9.	TONI TONE	12	135,048	101,711
	10.	**Boris Johnson**	**180**	**1,216,368**	**1,402,367**

*Includes posts only if related to any of the 21 topics we track

But Boris Johnson posted more about the topics

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He had two of the top most engaged with tweets

Top 5 Election posts – By Interactions

Safiyyah
@safiyyahesat
Follow

"We've survived a Conservative government before"
No. You've survived. Poor people haven't. People with disabilities haven't. Trans people haven't. 130,000 people haven't because of austerity. Just because you'll be fine bc you're privileged, doesn't mean everyone else will be.

2:32 pm - 12 Dec 2019

66,972 Retweets   240,463 Likes

Jeremy Corbyn
@jeremycorbyn
Follow

The Tories have been in power for over nine years.

If they really wanted to fund our NHS properly, they'd have done it by now.

4:34 am - 8 Dec 2019

27,833 Retweets   114,013 Likes

Jack D 🌹
@JackDunc1
Follow

If you voted Tory today. You own this. You own the misery and suffering of millions. You own the rise in hate crime. You own the turmoil of Brexit and you own the end of our NHS as we know it.

If a single one of you moans when you see what happens, you can get to fuck.

2:09 pm - 12 Dec 2019

27,132 Retweets   110,295 Likes

Jeremy Corbyn
@jeremycorbyn
Follow

Polling station: come over
Me: I can't, it's too cold outside
Polling station: Boris Johnson is going to sell off our NHS
Me:

7:05 am - 10 Dec 2019

38,734 Retweets   170,758 Likes

BBC Politics
@BBCPolitics
Follow

"It is not too late. We have an interview prepared. Oven-ready, as Mr Johnson likes to say"

Andrew Neil issues a challenge for Boris Johnson to commit to an interview with him, to face questions on why people have "deemed him to be untrustworthy"

bbc.in/2sP9AxU

7.64M views   0:01 / 3:13

11:27 am - 5 Dec 2019

52,111 Retweets   90,994 Likes

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More engagement with Corbyn's posts – but people engaged more with posts <u>about</u> Johnson

Corbyn & Johnson Twitter Engagement
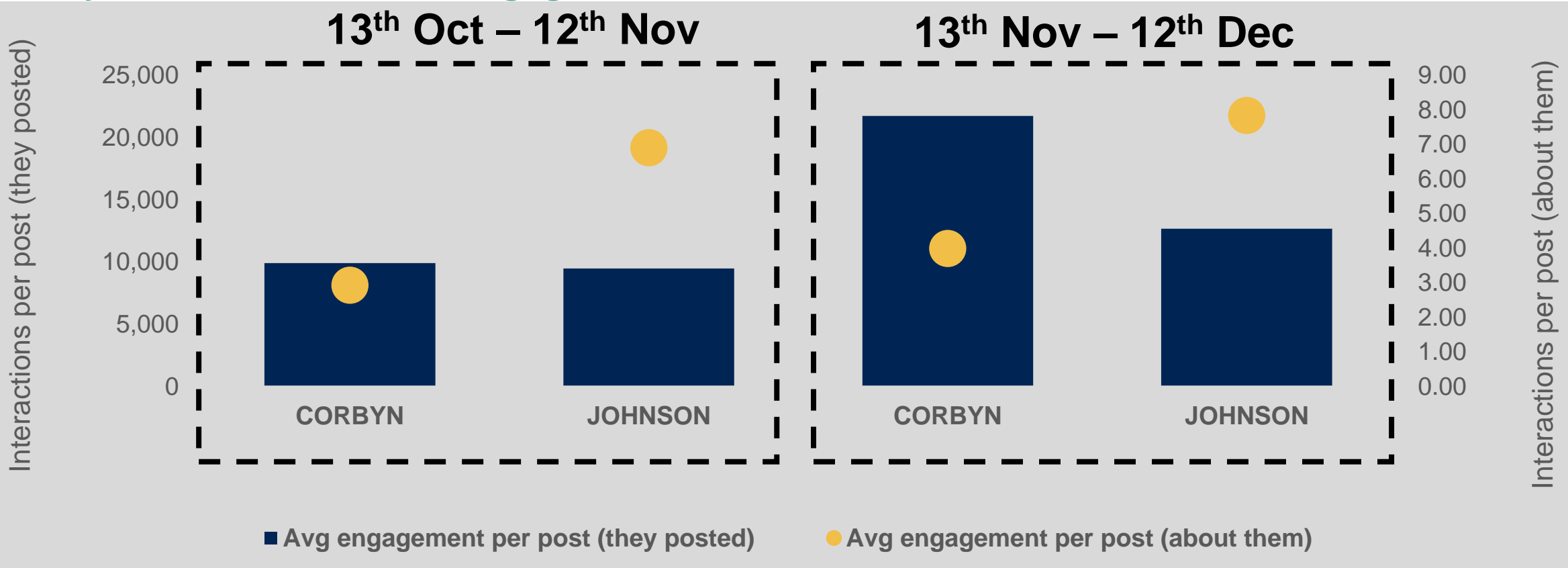
Source: Synthesio

Corbyn was most influential about NHS

December Twitter influencers, based on NHS topic

	Rank	Influencer	Posts*	Interactions	Reach
	1.	**Jeremy Corbyn**	**65**	**2,154,511**	**2,349,766**
	2.	Stephen Tries	2	47,600	497,195
	3.	Led By Donkeys	5	125,413	332,885
	4.	Rufus Hound	2	42,901	1,113,084
	5.	**Boris Johnson**	**20**	**184,134**	**1,400,741**
	6.	David Schneider	35	290,935	432,990
	7.	Paul Joseph Watson	5	27,105	1,073,602
	8.	PoliticsJOE	9	97,350	113,166
	9.	Nicola Sturgeon	3	19,840	1,022,324
	10.	Gary Younge	2	44,788	95,863

*Includes posts only if related to any topic

And posted a lot about it

Also very influential on Brexit

December Twitter influencers, based on Brexit topic

Rank	Influencer	Posts*	Interactions	Reach
1.	Piers Morgan	19	156,248	6,980,807
2.	**Jeremy Corbyn**	**6**	**295,586**	**2,347,232**
3.	Danny Wallace	5	67,032	175,218
4.	**Boris Johnson**	**147**	**1,089,198**	**1,398,149**
5.	David Lammy	24	152,247	595,763
6.	David Schneider	60	307,972	434,019
7.	Keir Starmer	4	55,854	269,071
8.	Nicola Sturgeon	9	21,321	1,037,780
9.	BBC Breaking News	7	17,823	41,148,578
10.	James O'Brien	30	95,019	566,130

*Includes posts only if related to any topic

Thanks to his higher reach, although Johnson got more interactions

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In 2017, Corbyn was seen much more positively on social media

Corbyn vs. Johnson 2019 – Sentiment & Volume
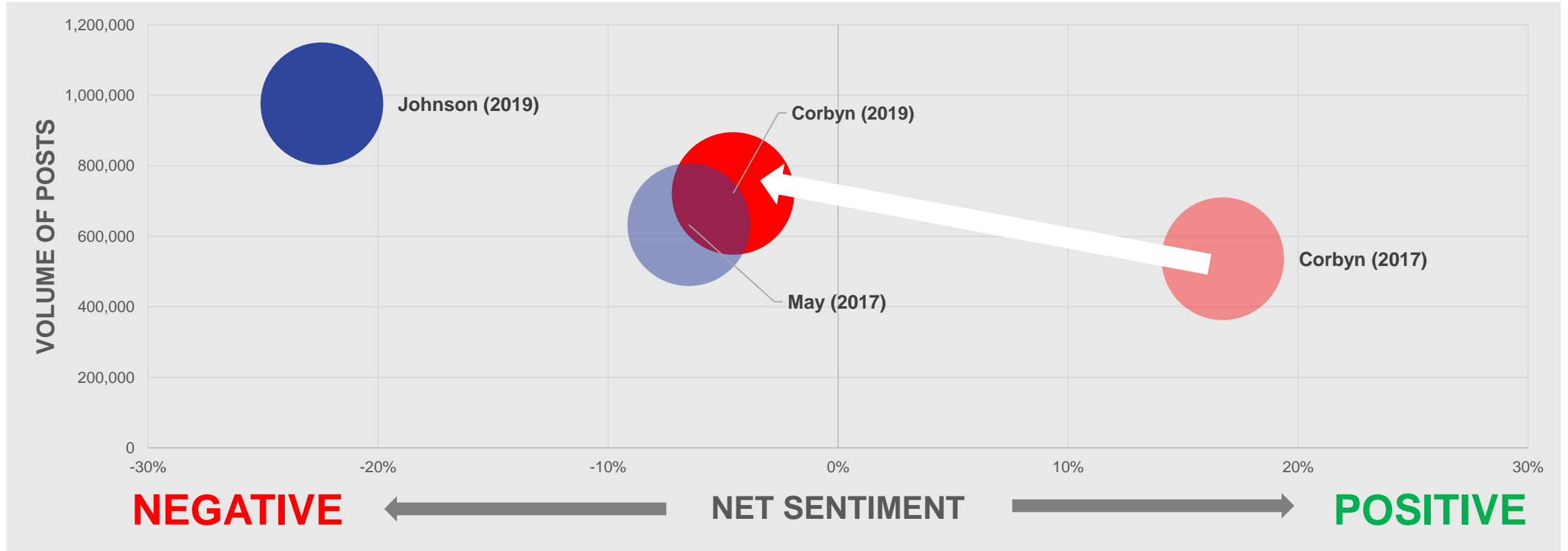
Source: Synthesio, Compares 30 days before the General Election in each year

© Ipsos | Social Media Election | January 2020 | v FINAL | Public
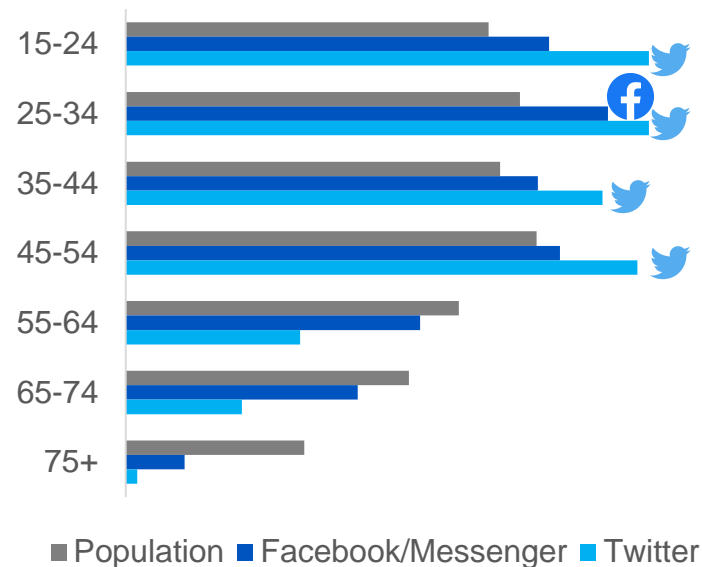
"Britain and Twitter are not the same thing"

Twitter is more male and younger. Facebook, where the Tories were more active, is better aligned to the UK population
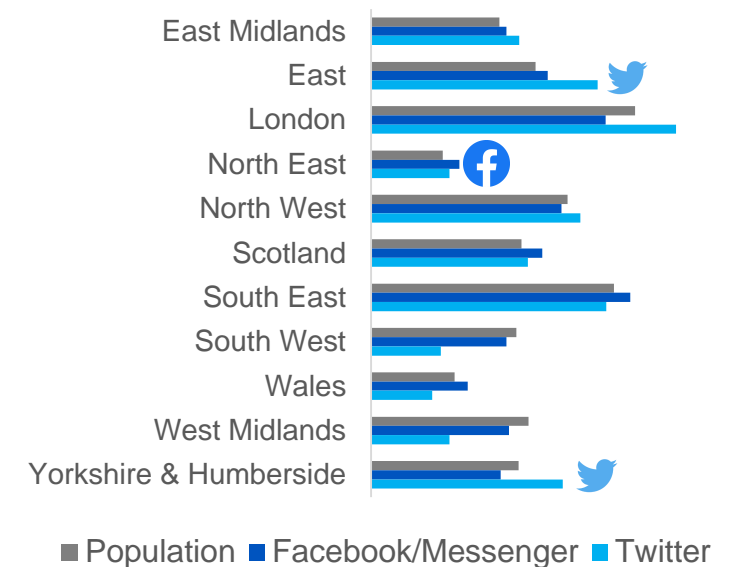
Gender
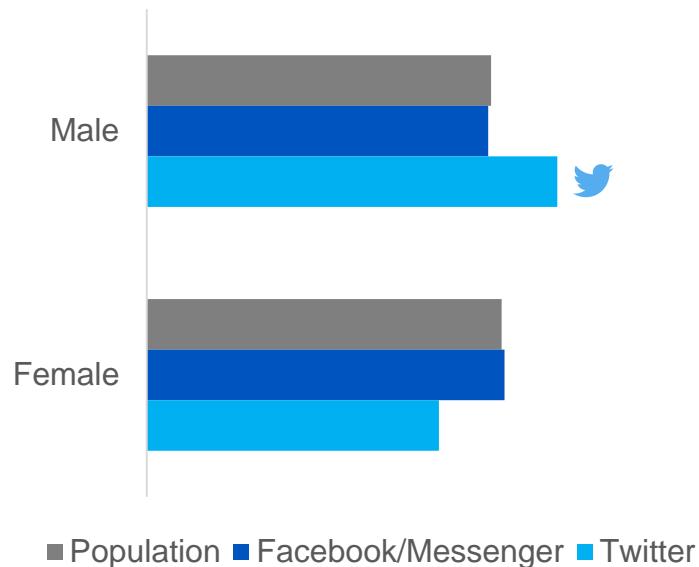
■ Population ■ Facebook/Messenger ■ Twitter

Age

Age categories: 15-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+

■ Population ■ Facebook/Messenger ■ Twitter

Region

Regions: East Midlands, East, London, North East, North West, Scotland, South East, South West, Wales, West Midlands, Yorkshire & Humberside

■ Population ■ Facebook/Messenger ■ Twitter

Facebook over-indexes vs. total adult population

Twitter over-indexes vs. total adult population

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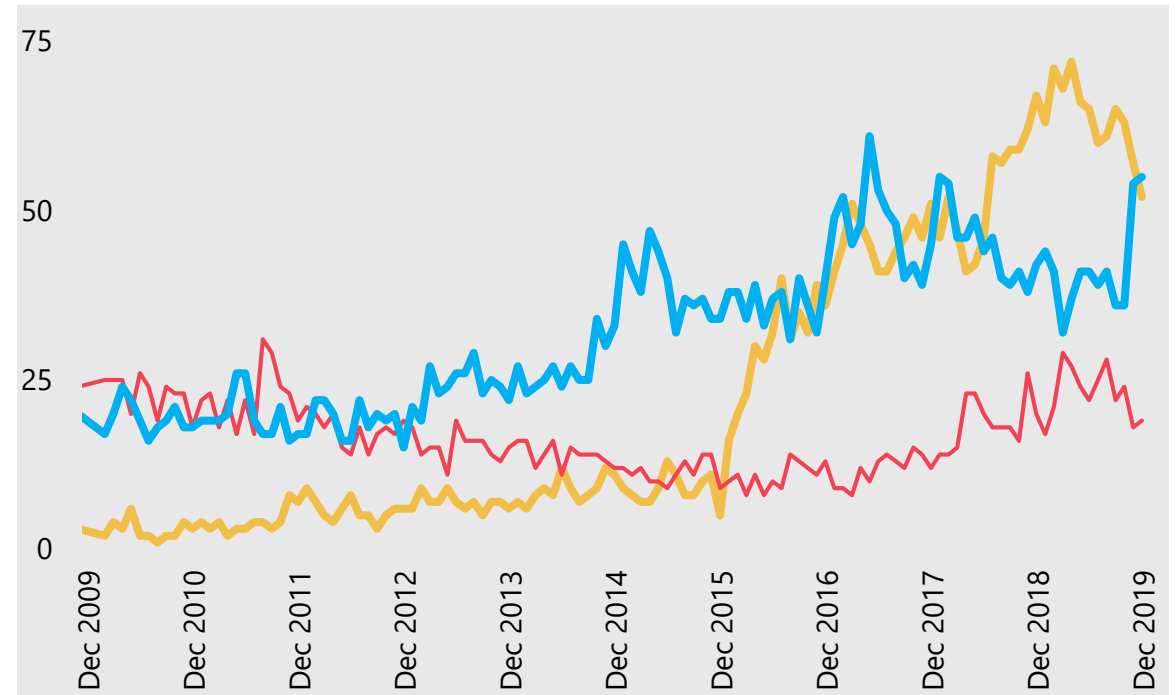
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Does that mean we can just ignore social media and social media data?

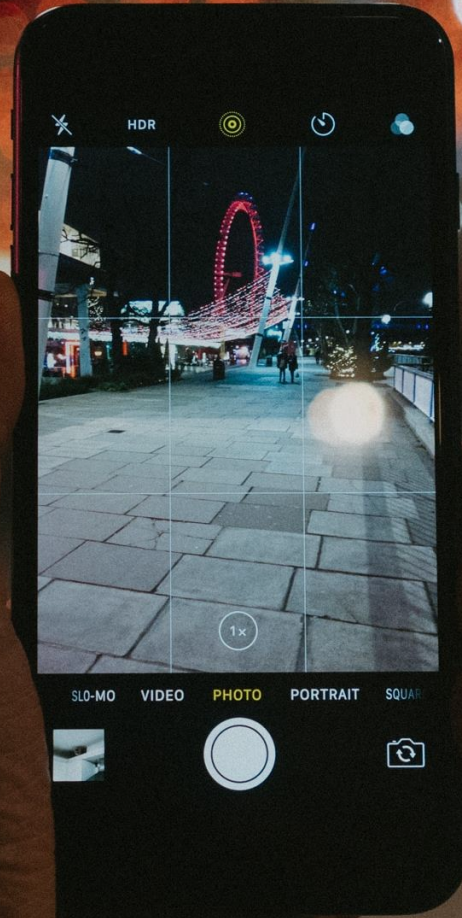# The trend in NHS from social is re-emerging as the top issues in our issues index

**Volume of social media posts
Sep-18 to Dec-19**
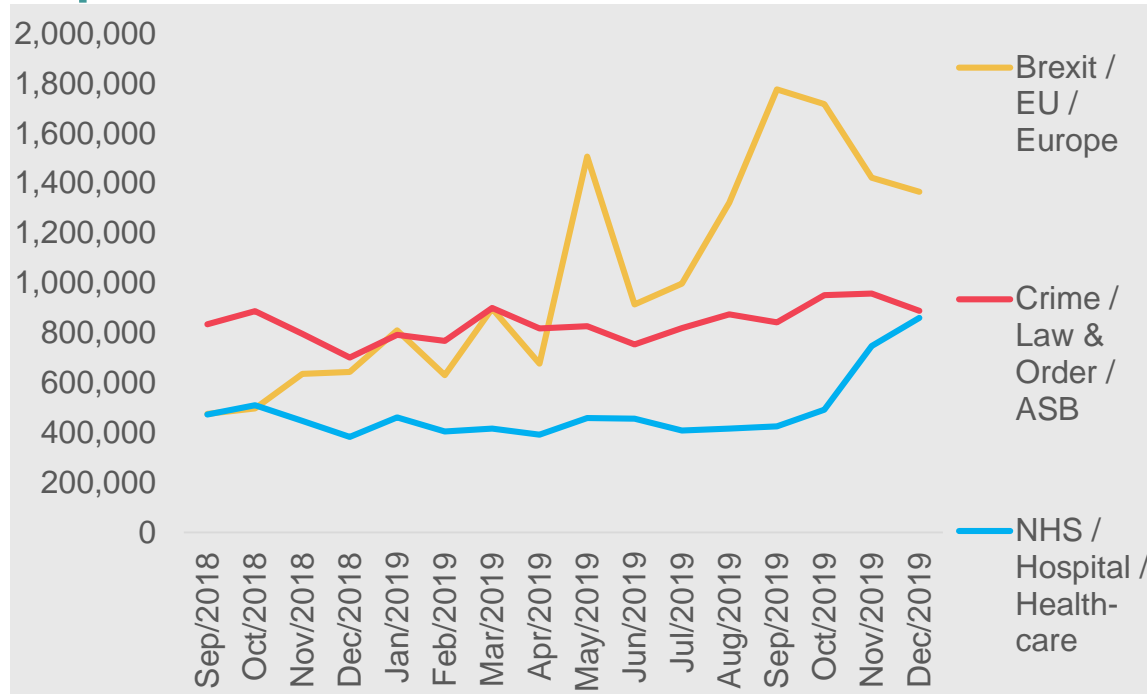
**Ipsos MORI Issues Index
Dec-09 to Dec-19**

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Social media are complex – you can't take a single measure as success… or as failure

Thank you

Tara Beard-Knowland

Head of Social Intelligence Analytics

@KnowlandTara

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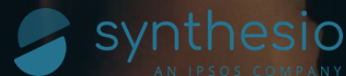
Ipsos MORI

Ipsos

Session Five: www.electionanalysis.uk

Nathalie Weidhase @NWeidhase

Bournemouth University

Ivor Gaber @ivorgaber

University of Sussex

Loughborough University

British Polling Council

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Thank you

Loughborough University

British Polling Council

Ipsos MORI