

Table Names	Table Filters
0001 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?	All Adults online aged 18+ in Great Britain
0002 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?	All Adults online aged 18+ in Great Britain
0003 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary	All Adults online aged 18+ in Great Britain
0004 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults online aged 18+ in Great Britain
0005 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults online aged 18+ in Great Britain
0006 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults online aged 18+ in Great Britain
0007 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party	All Adults online aged 18+ in Great Britain
0008 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults online aged 18+ in Great Britain
0009 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jo Swinson, Leader of the Liberal Democrats	All Adults online aged 18+ in Great Britain
0010 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults online aged 18+ in Great Britain
0011 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party	All Adults online aged 18+ in Great Britain
0012 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults online aged 18+ in Great Britain
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0014 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults online aged 18+ in Great Britain
0015 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative party	All Adults online aged 18+ in Great Britain
0016 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults online aged 18+ in Great Britain
0017 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Brexit Party	All Adults online aged 18+ in Great Britain
0018 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0019 Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0020 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? - Summary	All Adults online aged 18+ in Great Britain
0021 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? - The Conservative Party	All Adults online aged 18+ in Great Britain
0022 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? - The Labour Party	All Adults online aged 18+ in Great Britain
0023 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? - The Brexit Party	All Adults online aged 18+ in Great Britain
0024 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? - The Liberal Democrats	All Adults online aged 18+ in Great Britain
0025 Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	All Adults online aged 18+ in Great Britain

Ipsos MORI Campaign Tracker
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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?
All Adults online aged 18+ in Great Britain

	Total	Gender		Age										Social grade					Region					Marital status				Education		Employment status		General Election 2017 vote					Referendum 2016 vote		
		Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75-84 (J)	85+ (K)	AB (L)	C1 (M)	C2 (N)	DE (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Urban (V)	Rural (W)	Living as married (X)	Single (Y)	Widowed/Divorced (Z)	Non graduate (aa)	Graduate (ab)	Working (ac)	Not working (ad)	Conservative (ae)	Labour (af)	Lib Dem (ag)	Other (ah)	Remain (ai)	Leave (aj)		
Unweighted base	1140	561	579	363	402	375	315	202	192	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207	210	168	207
Weighted base	1140	557	583	322	385	433	326	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	664	446	390	276	100	164	442	489		
Europe/ EU/ Brexit	630	350	280	116	211	283	41	75	110	122	105	178	172	126	134	132	174	157	83	32	53	119	111	377	162	91	217	413	377	253	266	135	62	86	255	313			
Healthcare/ NHS/ hospitals	620	295	325	125	219	276	45	79	100	120	101	175	171	187	127	134	145	169	143	73	31	59	115	105	379	145	95	202	418	354	265	213	180	58	82	271	267		
Crime and anti-social behaviour/ law and order	368	188	181	59	139	171	21	36	63	76	57	114	101	164	76	79	87	112	71	34	18	26	119	50	218	84	88	101	267	238	151	109	76	34	52	118	210		
Care for older and disabled people	351	165	185	53	96	201	19	34	42	54	67	114	94	95	99	62	75	88	94	43	17	34	278	73	221	72	58	103	248	173	178	117	92	44	53	140	172		
Managing the economy/ economic situation	302	171	130	41	99	161	20	21	43	56	61	100	91	103	60	72	66	71	35	21	36	236	66	160	69	41	115	186	187	115	128	61	41	39	135	136			
Protecting the environment/ climate change	308	151	157	65	86	157	32	33	33	53	60	96	86	92	57	74	62	87	72	39	15	33	249	59	177	81	51	101	207	171	138	89	79	49	41	150	115		
Education/ schools	275	114	161	84	99	92	30	55	48	51	39	51	72	91	55	57	70	75	64	31	12	24	223	52	185	61	29	103	172	176	99	77	89	25	32	129	100		
Public services generally	260	114	146	35	100	125	15	20	40	59	45	81	81	103	43	35	63	73	54	20	16	26	188	62	170	49	41	103	157	152	108	73	79	37	38	129	111		
Poverty/inequality	272	123	149	74	82	116	25	50	38	45	47	68	69	76	63	65	76	68	51	33	8	37	223	49	164	70	38	96	177	151	121	47	109	33	42	147	88		
Immigration	302	168	134	59	109	134	20	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	
Inflation/rising cost of living	268	121	146	63	96	108	31	33	49	47	42	66	70	63	47	51	58	70	39	20	224	43	114	82	32	70	188	158	100	83	188	26	34	112	116	121			
Lack of faith in politicians/political parties/system of government	236	125	112	41	71	124	16	25	33	39	51	71	80	58	54	44	60	64	54	24	15	20	190	47	143	56	37	81	155	130	106	79	49	31	39	91	107		
Housing	242	116	126	71	70	100	21	51	34	35	36	64	57	67	64	54	56	61	64	34	6	21	207	35	145	60	37	69	233	134	108	61	80	29	20	105	100		
Taxation	222	109	113	58	82	83	18	40	42	40	32	51	52	63	44	63	45	54	59	33	14	17	185	38	132	60	30	68	154	143	79	87	58	16	27	81	108		
Benefits	202	85	117	30	66	86	24	46	32	34	37	49	48	58	50	66	70	44	27	9	28	186	37	122	71	29	61	161	106	117	59	81	17	28	91	91			
Pensions	242	128	113	37	71	133	11	26	31	38	41	54	60	69	59	55	51	56	64	34	7	30	208	35	101	41	41	83	180	145	88	91	54	27	37	87	123		
Public transport/ roads	197	108	89	39	70	88	14	25	37	33	33	54	51	60	38	49	54	62	38	19	8	15	158	39	124	49	24	63	134	120	77	60	57	29	21	81	91		
Defence/ security/ foreign affairs	165	92	73	31	56	79	11	19	19	19	17	15	64	50	49	39	28	37	42	34	16	24	12	132	33	108	31	26	46	119	93	72	88	11	14	12	52	94	
Unemployment	159	83	76	36	50	63	23	43	27	23	21	22	34	42	40	42	39	57	26	18	7	11	119	19	95	50	14	41	137	86	71	40	54	11	18	51	71		
Issues affecting families/children/childcare	144	56	87	55	52	36	19	36	28	25	17	19	42	36	29	43	34	28	22	4	12	120	24	90	32	21	42	101	91	53	30	51	12	21	56	62			
Animal welfare	158	56	102	49	55	54	21	28	25	30	31	31	44	34	48	34	53	32	14	11	13	128	29	77	54	26	40	118	91	67	44	43	18	116	55	67			
Foreign/overseas aid	131	56	55	27	36	48	8	19	19	17	20	29	38	30	23	21	28	26	17	24	7	9	92	19	66	25	20	38	83	72	39	48	25	4	25	28	71		
Scottish independence/devolution	60	37	23	20	12	28	6	14	6	6	11	17	20	15	14	12	7	4	8	9	1	32	43	17	30	23	7	25	36	33	27	8	13	5	12	32	23		
Other	20	13	7	3	9	4	5	2	3	6	1	3	7	6	3	4	5	2	6	5	-	2	10	1	11	5	3	9	11	17	3	5	4	2	5	7	9		
Nothing - I won't vote	36	12	24	9	20	7	5	4	9	11	3	5	7	9	5	15	11	9	8	5	1	3	31	5	11	19	6	5	31	20	16	4	3	-	3	3	11		
Don't know	37	9	29	17	11	9	4	13	6	5	7	2	9	4	6	2	19	13	12	2	4	2	4	35	2	20	15	3	10	27	17	21	8	5	1	5	9	10	

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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?

All Adults online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote					Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436	
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489	
The Conservative party	302 26%	181 32% C	121 21%	45 14%	89 23% D	168 39% DE	17 13%	28 14%	33 18%	56 28% GH	48 28% GH	120 46% GHIK	90 29%	88 28%	52 22% *	72 26%	77 28%	73 25%	74 28%	44 29%	24 43%	10 10%	249 26%	53 30%	193 29%	51 16%	58 36% Z	74 21%	229 18%	174 21%	128 16%	247 6%	8 8%	1 1%	24 15%	57 13%	220 45% J	
The Labour party	215 19%	88 16% B	126 22% EF	110 34% EF	66 17% F	39 9%	46 37% UKL	63 32% UKL	35 19%	31 15% L	20 12% L	19 15%	50 16%	56 18%	35 15% *	73 26% MNO	71 26%	40 14%	49 19%	41 15%	7 10%	7 7%	198 21%	17 10%	116 18%	80 25% Ya	18 11%	73 21%	142 18%	145 21%	70 16%	6 1%	163 59% fhi	9 9%	13 8%	124 28% k	48 10%	
The Liberal Democrats	133 12%	82 15% C	51 9%	23 7%	54 14% D	56 13% D	12 9%	11 6%	28 15% H	26 13% H	19 11% H	37 14%	49 16%	43 14%	25 10% *	17 6%	14 5%	39 13%	44 17%	20 13%	5 9%	12 12%	105 11%	28 16%	79 12%	42 13%	63 8%	70 9%	87 13%	46 10%	30 8%	23 8%	53 53% fg*	11 7%	101 19% k	14 3%		
The Brexit Party	93 8%	51 9%	42 7%	32 10%	29 8%	31 7%	9 7%	23 12%	12 6%	18 9%	14 8%	17 6%	18 6%	20 14% MN*	22 8%	21 8%	28 9%	27 10%	11 7%	4 7%	2 2%	76 8%	17 10%	65 10%	17 5%	11 7%	19 5%	74 9%	59 8%	34 8%	21 5%	18 6%	4 4%	32 19% fgh	4 1%	75 15% j		
The Green party	36 3%	11 2%	25 4%	23 7% EF	9 2% EF	4 1%	11 9% JKL	12 6% JKL	7 4%	2 1%	3 2%	1 1%	10 3%	6 2%	11 5% *	9 3%	11 4%	12 4%	- -	1 2%	1 1%	32 3%	4 2%	14 2%	21 7% Ya	1 *	10 3%	26 3%	24 3%	12 3%	3 1%	11 4% f	1 1%	16 10% fgh	21 5% k	7 1%		
The Scottish National Party (SNP)	35 3%	23 4%	12 2%	10 3%	10 3%	15 4%	2 2%	8 4%	5 3%	4 2%	4 2%	11 4%	10 3%	7 2%	8 3% *	10 4%	- -	- -	- -	- -	3 5% QRSTU*	- -	2 3%	1 3%	2 4%	1 2%	- -	- -	3 5% c	3 2%	3 3%	- -	1 *	1 *	3 3% fg*	30 18% fgh	29 7% k	5 1%
Plaid Cymru	3 *	3 *	- -	3 1%	- -	- -	- -	3 1%	- -	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	3 5% QRSTV*	- -	2 *	1 *	2 *	1 *	- -	- -	3 *	3 *	- -	1 *	- -	- -	2 1% *	2 *	1 *	
Another party	14 1%	9 2%	5 1%	6 2%	5 1%	2 1%	1 1%	5 3% JKL	5 3% JKL	- -	2 1%	- -	3 1%	2 4% NP*	9 -	- -	4 1%	1 *	1 *	8 5% RS	- -	1 1%	13 1%	1 *	5 1%	4 1%	5 3% Y	2 1%	12 2%	12 2%	2 1%	3 1%	1 *	- -	10 6% fgh	2 *	7 1%	
Different parties are better on different policies	99 9%	39 7%	60 10%	17 5%	36 9%	46 11% D	7 6%	10 5%	16 9%	20 10%	24 14% GH	22 8%	26 8%	34 11%	21 9% *	18 7%	23 8%	31 10%	18 7%	13 8%	5 10%	10 9%	83 9%	16 7%	45 11%	35 12%	20 9%	33 8%	66 9%	62 9%	37 8%	34 9%	21 8%	21 4% fg*	16 5%	8 9%	39 9%	46 9%
None of these	93 8%	39 7%	54 9%	20 6%	37 10%	36 8%	9 7%	10 5%	17 9%	21 10%	16 9%	20 8%	26 9%	28 9%	18 8% *	20 7%	21 8%	40 13% ST	12 5%	7 5%	4 7%	8 9%	81 8%	12 7%	46 10%	34 10%	13 6%	21 9%	72 9%	52 8%	40 9%	20 5%	12 4% *	3 3% *	13 8%	25 6%	33 7%	
Don't know	117 10%	31 6%	86 15% B	33 10%	49 13%	36 8%	10 8%	23 11%	24 13%	25 12% L	21 12% L	15 6%	23 8%	34 11%	21 9% *	39 14% M	32 12%	35 12%	26 10%	9 6%	3 5%	12 12% *	96 10%	21 12%	68 10%	30 9%	19 12%	38 11%	80 10%	57 8%	60 14% d	25 6%	19 7%	9 9% *	5 3%	37 8%	32 7%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W,X/Y/Z/a,b/c,d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I/J/K,L,M,N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

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

All Adults online aged 18+ in Great Britain

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?								
	Jeremy Corbyn, Leader of the Labour party (A)	Boris Johnson, Leader of the Conservative party (B)	Jo Swinson, Leader of the Liberal Democrats (C)	Nigel Farage, Leader of the Brexit Party (D)	The Labour Party (E)	The Conservative Party (F)	The Brexit Party (G)	The Liberal Democrats (H)
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140
Very favourable (2)	107 9% C	167 15% ACDEGH	66 6% C	102 9% C	123 11% CH	170 15% ACDEGH	109 10% C	80 7% C
Fairly favourable (1)	150 13% B	246 22% ADEG	204 18% AG	170 15% A	172 15% A	258 23% ACDEGH	161 14% A	211 19% AEG
Neither favourable nor unfavourable (0)	147 13% A	192 17% A	308 27% ABDEFG	212 19% A	189 17% A	204 18% A	244 21% ABDE	288 25% ABDEFG
Fairly unfavourable (-1)	180 16% B	142 12% BD	186 16% BD	146 13% BD	208 18% BDFG	167 15% BDFG	163 14% BDFG	213 19% BDFG
Very unfavourable (-2)	528 46% BCEFGH	361 32% FH	313 27% FH	471 41% BCFGH	416 36% CFH	301 26% CFH	419 37% BCFH	305 27% BCFH
Don't know	28 2% A	30 3% A	64 6% ABDEFGH	39 3% A	32 3% A	40 3% A	45 4% ABE	43 4% AE

Net: Favourable	258 23% ACDEGH	414 36% ACDEGH	270 24% ACDEGH	272 24% ACDEGH	295 26% A	428 38% ACDEGH	270 24% ACDEGH	291 26% ACDEGH
Net: Unfavourable	708 62% BCDEFGH	504 44% F	499 44% F	617 54% BCFGH	624 55% BCFH	468 41% BCFH	582 51% BCFH	518 45% BCFH
Mean	-0.78	-0.26 ACDEGH	-0.44 ADE	-0.65	-0.56 A	-0.16 ABCDEGH	-0.57 AD	-0.41 ADEG

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

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Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	107 9%	48 9%	59 10%	58 18% EF	31 8%	19 4%	23 18% JKL	35 18% JKL	18 10% L	12 6%	11 6%	8 3%	25 8%	25 8%	21 9% *	37 13%	39 14% V	26 9%	23 9%	13 8%	4 7% *	3 3% *	103 11% X	4 3%
Fairly favourable (1)	150 13%	66 12%	85 15%	77 24% EF	48 12% F	25 6%	34 27% IJKL	44 22% JKL	26 14% L	22 11% L	14 8%	11 4%	37 12%	42 13%	32 14% *	39 14%	35 13%	29 10%	30 11%	31 20% RS	8 14% *	17 17% *	122 13%	28 16%
Neither favourable nor unfavourable (0)	147 13%	52 9%	94 16% B	66 20% EF	43 11%	38 9%	31 24% IJKL	35 18% L	21 12%	22 11%	21 12%	16 6%	41 14%	32 10%	24 10% *	49 17% N	41 15%	35 12%	32 12%	19 13%	6 11% *	13 13% *	131 14%	16 9%
Fairly unfavourable (-1)	180 16%	85 15%	95 16%	48 15%	66 17%	65 15%	12 10%	36 18% G	28 15%	38 19% G	26 15%	39 15%	46 15%	51 16%	40 17% *	42 15%	37 13%	53 18%	37 14%	23 15%	6 11% *	24 25% OS*	153 16%	26 15%
Very unfavourable (-2)	528 46%	302 54% C	226 39%	61 19%	186 48% D	281 65% DE	20 16%	42 21%	83 46% GH	103 51% GH	95 56% GH	185 71% GHIJK	148 48% P	158 50% P	118 50% P*	104 37%	112 41%	145 49%	136 52% Q	64 42%	31 55% *	40 40% *	432 45%	96 55% W
Don't know	28 2%	4 1%	25 4% B	12 4% F	11 3%	5 1%	8 6% L	4 2%	6 3%	5 3%	3 2%	2 1%	7 2%	10 3% O	- - *	11 4% O	9 3%	8 3%	4 1%	4 3%	2 3% *	1 1% *	24 2%	4 2%

Net: Favourable	258 23%	114 20%	144 25%	135 42% EF	78 20% F	44 10%	56 45% IJKL	79 40% IJKL	44 24% KL	34 17% L	25 15% L	19 7%	62 20%	67 21%	53 22% *	76 27%	74 27% R	56 19%	53 20%	44 28% R	11 20% *	20 20% *	225 23%	32 19%
Net: Unfavourable	708 62%	387 70% C	321 55%	109 34%	252 66% D	346 80% DE	32 25%	78 40% G	112 61% GH	141 69% GH	121 71% GH	225 86% GHIJK	194 64% P	209 66% P	158 67% P*	147 52%	149 55%	198 67% Q	173 66% Q	87 56%	37 66% *	64 65% *	585 61%	122 70% W
Mean	-0.78	-0.95	-0.61 B	0.07 EF	-0.88 F	-1.32	0.23 IJKL	-0.03 IJKL	-0.75 L	-1.00 L	-1.08 L	-1.47	-0.86	-0.89	-0.86 *	-0.51 MN	-0.56 RS	-0.90	-0.91	-0.63	-0.97 *	-0.83 *	-0.73 X	-1.07

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W,X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	319	587	397	504	246	626	313	487	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	295	624	428	468	270	582	291	518	
Very favourable (2)	107 9%	59 9%	38 12%	10 6%	32 9%	76 10%	74 11%	34 8%	8 2%	76 28% IKL	1 1% *	13 8% IK	54 12% N	31 6%	98 33% P	3 *	17 4%	76 16% Q	14 5%	72 12% S	25 8%	46 9%	
Fairly favourable (1)	150 13%	89 14%	50 15% D	11 7%	44 12%	107 14%	108 16% H	42 9%	16 4%	79 29% IKL	15 15% I*	21 13% I	89 20% N	25 5%	120 41% P	4 1%	33 8%	101 22% Q	32 12%	89 15% V	62 21% V	37 7%	
Neither favourable nor unfavourable (0)	147 13%	81 12%	54 17% D	12 7%	53 15%	94 12%	88 13%	59 13%	26 7%	46 17% I	14 14% I*	24 14% I	62 14% N	39 8%	38 13% P	23 4%	24 6%	69 15% Q	25 9%	73 13% V	43 15% V	29 6%	
Fairly unfavourable (-1)	180 16%	93 14%	61 19%	25 16%	67 19% F	112 14%	106 15%	73 16%	45 12%	32 12%	33 33% UL*	23 14%	101 23% N	55 11%	28 10%	107 17% O	49 12%	97 21% Q	28 10%	116 20% S	80 27% V	55 11%	
Very unfavourable (-2)	528 46%	325 50% C	102 32%	101 62% BC	148 42%	380 48%	303 44%	225 50%	294 75% JKL	38 14%	37 37% J*	82 50% J	135 30%	328 67% M	11 4%	485 78% O	303 71% R	125 27% R	168 62% T	230 40% T	82 28% U	352 68% U	
Don't know	28 2%	9 1%	16 5% B	3 2%	7 2%	21 3%	16 2%	12 3%	1 *	3 1%	- *	1 1%	2 1%	10 2%	- -	2 *	2 1%	1 *	2 1%	2 *	- -	- -	
Net: Favourable	258 23%	148 23% D	88 27% D	21 13%	75 21%	183 23%	182 26% H	76 17%	24 6%	156 56% IKL	16 16% I*	34 21% I	143 32% N	56 12%	219 74% P	7 1%	50 12%	177 38% Q	46 17%	161 28% S	87 30% V	83 16%	
Net: Unfavourable	708 62%	418 64% C	163 51%	126 78% BC	215 61%	492 62%	409 59%	298 67% G	339 87% JKL	71 26%	70 70% J*	105 64% J	235 53%	383 78% M	39 13%	592 95% O	352 82% R	222 47% R	196 73% T	346 59% T	161 55% U	407 79% U	
Mean	-0.78	-0.83 D	-0.46 BD	-1.23	-0.75	-0.80	-0.67 H	-0.95	-1.54	0.45 IKL	-0.91 I*	-0.86 I	-0.39 N	-1.30	0.90 P	-1.72	-1.38	-0.20 Q	-1.14	-0.59 S	-0.45 V	-1.22	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	167 15%	99 18% C	69 12%	42 13%	43 11%	82 19% E	15 12%	28 14%	21 12%	22 11%	26 15%	56 21% GU	47 15%	47 15%	42 18% *	32 11%	39 14% V	50 17% V	39 15% V	24 15% V	13 24% V*	2 2% *	145 15%	22 13%
Fairly favourable (1)	246 22%	129 23%	118 20%	54 17%	83 22%	109 25% D	19 15%	35 18%	30 16%	53 26% GI	38 22%	72 27% GHI	64 21%	74 23%	47 20% *	61 22%	53 20%	54 18%	65 25%	40 26%	19 34% QRV*	15 15% *	198 20%	49 28%
Neither favourable nor unfavourable (0)	192 17%	88 16%	105 18%	66 21%	57 15%	69 16%	31 24% I	35 18%	24 13%	33 16%	29 17%	40 15%	34 11%	45 14%	42 18% *	71 25% MN	57 21% U	48 16%	45 17%	26 17%	5 8% *	12 12% *	169 17%	24 14%
Fairly unfavourable (-1)	142 12%	54 10%	88 15% B	50 15%	45 12%	48 11%	19 15%	31 16%	25 14%	20 10%	25 14%	23 9%	46 15% N	32 10%	36 15% *	28 10%	39 14%	40 13%	32 12%	16 10%	4 7% *	11 11% *	118 12%	24 14%
Very unfavourable (-2)	361 32%	180 32%	181 31%	96 30%	146 38% DF	119 28%	36 28%	61 31%	76 42% GKL	70 35%	48 28%	71 27%	106 35%	111 35%	65 28% *	80 28%	74 27%	96 32%	77 29%	42 27%	14 25% *	58 59% QRSTU*	310 32%	52 30%
Don't know	30 3%	7 1%	23 4% B	14 4% F	11 3%	5 1%	6 5% L	7 4% L	6 3% L	5 3%	4 3%	1 * *	8 3%	10 3%	3 1% *	10 4%	11 4%	8 3%	3 1%	6 4%	1 2% *	1 1% *	27 3%	4 2%

Net: Favourable	414 36%	227 41% C	186 32%	96 30%	126 33%	192 44% DE	34 27%	62 32%	51 28%	75 37%	64 37%	128 49% GHU	111 36%	120 38%	89 38% *	94 33%	92 34% V	104 35% V	104 40% V	64 41% V	32 57% QRSV*	17 17% *	343 35%	71 41%
Net: Unfavourable	504 44%	234 42%	269 46%	146 45%	191 50% F	167 39%	54 43%	91 47%	101 56% GKL	90 44%	73 43%	94 36%	152 50% P	143 45%	101 43% *	108 38%	113 41%	136 46%	109 42%	58 38%	18 32% *	69 70% QRSTU*	428 44%	76 44%
Mean	-0.26	-0.16	-0.35	-0.34	-0.45	-0.03 DE	-0.35	-0.33	-0.59	-0.32	-0.19 I	0.07 GHU	-0.34	-0.28	-0.15 *	-0.23	-0.21 V	-0.27 V	-0.16 V	-0.09 V	0.25 RV*	-1.10 *	-0.27	-0.20

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Public

8-11 November 2019

1,140 adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative party

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	319	587	397	504	246	626	313	487	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	295	624	428	468	270	582	291	518	
Very favourable (2)	167 15%	108 16% C	30 9%	30 18% C	35 10%	133 17% E	105 15%	63 14%	113 29% JK	11 4%	- * JK	33 20% JK	25 6%	128 26% M	17 6%	143 23% O	154 36% R	10 2%	82 30% T	33 6%	22 8%	127 25% U	
Fairly favourable (1)	246 22%	136 21%	69 21%	42 26%	65 19%	181 23%	144 21%	102 23%	145 37% JKL	20 7%	10 10% *	36 22% JK	50 11%	156 32% M	30 10%	189 30% O	187 44% R	26 6%	102 38% T	72 12%	49 17%	138 27% U	
Neither favourable nor unfavourable (0)	192 17%	109 17%	55 17%	28 17%	39 11%	153 19% E	111 16%	82 18%	68 17%	39 14%	19 19% *	24 15%	50 11%	99 20% M	30 10%	106 17% O	42 10%	37 8%	50 19% T	68 12%	36 12%	77 15%	
Fairly unfavourable (-1)	142 12%	85 13%	41 13%	17 10%	51 15%	91 11%	100 14% H	43 10%	37 9%	37 13%	20 20% IL*	14 9%	79 18% N	34 7%	41 14%	64 10%	30 7%	79 17% Q	13 5%	102 18% S	45 16% V	48 9%	
Very unfavourable (-2)	361 32%	206 31%	113 35%	42 26%	150 43% F	211 27% F	212 31%	149 34%	24 6%	162 59% IL	51 51% IL*	56 34% I	233 53% N	59 12%	173 58% P	117 19%	13 3%	316 67% Q	19 7%	306 53% S	138 47% V	125 24%	
Don't know	30 3%	12 2%	14 4% B	4 2%	10 3%	21 3%	23 3%	8 2%	4 1%	8 3%	- * JK	1 1%	4 1%	12 3%	6 2%	4 1%	2 *	1 *	4 1% T	1 *	1 *	3 1%	
Net: Favourable	414 36%	244 37%	99 31%	71 44% C	100 28%	314 40% E	249 36%	164 37%	258 66% JKL	31 11%	10 10% *	69 42% JK	76 17%	283 58% M	47 16%	333 53% O	341 80% R	36 8%	184 68% T	105 18%	71 24%	265 51% U	
Net: Unfavourable	504 44%	291 44%	153 48%	59 37%	202 58% F	302 38% F	312 45%	192 43%	61 16%	199 72% IL	71 71% IL*	70 43% I	313 71% N	94 19%	213 72% P	181 29%	43 10%	395 84% Q	32 12%	408 70% S	183 63% V	173 33%	
Mean	-0.26	-0.23	-0.45	* C	-0.64	-0.09 E	-0.25	-0.26	0.74 JKL	-1.18	-1.13 *	-0.15 JK	-1.02	0.54 M	-1.11	0.29 O	1.03 R	-1.42	0.81 T	-0.99	-0.78	0.18 U	

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Overlap formulae used

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	Total	Gender			Age								Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	66 6%	36 6%	30 5%	29 9% EF	19 5%	18 4%	14 11% JK	16 8%	10 5%	9 4%	5 3%	13 5%	21 7%	15 5%	17 7% *	14 5%	12 4%	28 9% QU	14 6%	7 5%	- - *	4 4% *	60 6%	6 3%
Fairly favourable (1)	204 18%	103 19%	101 17%	53 17%	76 20%	75 17%	17 13%	37 19%	37 20%	39 19%	21 12%	54 20%	62 20% P	59 19%	48 20% *	36 13%	54 20%	44 15%	54 21%	25 16%	8 15% *	18 18% *	168 17%	36 21%
Neither favourable nor unfavourable (0)	308 27%	133 24%	175 30% B	109 34% F	102 27%	96 22%	49 39% JL	60 31% L	53 29% L	49 24%	52 30% L	45 17%	74 24%	92 29%	54 23% *	88 31%	63 23%	92 31%	65 25%	40 26%	17 30% *	31 32% *	269 28%	39 22%
Fairly unfavourable (-1)	186 16%	97 17%	89 15%	55 17%	56 15%	74 17%	17 14%	38 19%	25 14%	31 16%	30 18%	45 17%	57 19%	52 16%	30 13% *	47 17%	44 16%	37 12%	40 15%	39 26% ORSU	6 11% *	20 20% *	158 16%	28 16%
Very unfavourable (-2)	313 27%	180 32% C	133 23%	47 15%	107 28% D	159 37% DE	15 12%	32 16%	49 27% GH	59 29% GH	56 33% GH	102 39% GHI	80 26%	82 26%	80 34% *	70 25%	87 32%	73 24%	76 29%	35 23%	21 38% V*	20 21% *	255 26%	58 33%
Don't know	64 6%	8 2%	55 9% B	28 9% F	25 6% F	11 2%	14 11% KL	14 7% L	10 5%	15 8% L	6 4%	4 2%	12 4%	18 6%	6 2% *	28 10% MO	13 5%	23 8%	11 4%	7 5%	4 7% *	6 6% *	56 6%	8 4%

Net: Favourable	270 24%	139 25%	131 22%	83 26%	94 24%	93 22%	30 24% K	52 27% K	46 25% K	48 24%	26 15%	67 25% K	82 27% P	74 23%	65 28% *	49 17%	66 24%	73 24%	69 26%	33 21%	8 15% *	22 22% *	228 24%	42 24%
Net: Unfavourable	499 44%	277 50% C	222 38%	102 32% D	164 43% D	233 54% DE	33 26%	70 35%	73 40% G	90 45% G	86 51% GH	147 56% GHU	137 45%	134 42%	111 47% *	117 42%	131 48% R	109 37%	117 45%	74 48% R	27 49% *	40 40% *	413 43%	86 49%
Mean	-0.44	-0.51	-0.37	-0.13 EF	-0.44 F	-0.66	-0.04 IJKL*	-0.18 JKL	-0.38	-0.49	-0.68	-0.65	-0.39	-0.42	-0.48 *	-0.49	-0.54	-0.30 U	-0.44	-0.47	-0.77 *	-0.37 *	-0.42	-0.58

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		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	319	587	397	504	246	626	313	487	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	295	624	428	468	270	582	291	518	
Very favourable (2)	66 6%	29 4%	29 9%	8 5%	29 8%	37 5%	48 7%	18 4%	12 3%	25 9%	16 16%	6 4%	45 10%	9 2%	31 11%	25 4%	22 5%	32 7%	17 6%	39 7%	53 18%	2 *	
Fairly favourable (1)	204 18%	115 18%	64 20%	25 15%	77 22%	127 16%	127 18%	77 17%	56 14%	62 22%	39 39%	23 14%	132 30%	41 8%	74 25%	87 14%	49 11%	122 26%	27 10%	151 26%	159 55%	11 2%	
Neither favourable nor unfavourable (0)	308 27%	181 28%	88 27%	39 24%	101 29%	206 26%	201 29%	107 24%	87 22%	81 29%	30 30%	42 25%	137 31%	102 21%	92 31%	122 20%	87 20%	127 27%	50 18%	162 28%	52 18%	66 13%	
Fairly unfavourable (-1)	186 16%	109 17%	47 15%	30 19%	63 18%	123 16%	118 17%	68 15%	77 20%	39 14%	9 9%	34 20%	58 13%	92 19%	39 13%	124 20%	79 18%	75 16%	52 19%	91 16%	20 7%	131 25%	
Very unfavourable (-2)	313 27%	199 30%	60 19%	54 33%	68 20%	244 31%	162 23%	151 34%	150 39%	54 20%	5 5%	54 33%	52 12%	226 46%	49 17%	249 40%	177 41%	96 20%	114 42%	121 21%	5 2%	287 55%	
Don't know	64 6%	24 4%	33 10%	6 4%	12 4%	51 6%	39 6%	25 6%	9 2%	15 5%	- 5%	6 4%	18 4%	19 4%	10 3%	17 3%	15 3%	16 3%	10 4%	18 3%	3 1%	20 4%	
Net: Favourable	270 24%	144 22%	93 29%	33 20%	106 30%	164 21%	175 25%	95 21%	67 17%	87 31%	55 55%	28 17%	177 40%	50 10%	105 35%	112 18%	71 17%	155 33%	44 16%	189 33%	212 73%	13 3%	
Net: Unfavourable	499 44%	308 47%	107 33%	84 52%	131 37%	367 47%	280 40%	219 49%	227 58%	93 34%	15 *	88 53%	111 25%	319 65%	88 30%	373 60%	256 60%	171 36%	167 62%	213 37%	24 8%	419 81%	
Mean	-0.44	-0.53	-0.16 BD	-0.62 *	-0.19 F	-0.56	-0.33 H	-0.61	-0.78	-0.13 IL	0.51 UL*	-0.68	0.14 N	-1.04	* P	-0.80	-0.82	-0.18 Q	-0.85	-0.19 S	0.82 V	-1.39	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	102 9%	53 9%	49 8%	34 11%	32 8%	36 8%	11 9%	23 12%	17 9%	16 8%	20 12%	16 6%	24 8%	24 8%	21 9% *	32 11%	24 9% v	26 9% v	25 10% v	18 12% v	8 13% v*	1 1% *	91 9%	11 6%
Fairly favourable (1)	170 15%	107 19% C	64 11%	39 12%	53 14%	78 18%	17 13%	22 11%	15 8%	38 19% I	25 15%	53 20% HI	38 12%	42 13%	47 20% *	44 15%	42 16% v	38 13%	46 18% v	28 18% v	11 19% v*	5 5% *	137 14%	33 19%
Neither favourable nor unfavourable (0)	212 19%	103 19%	109 19%	73 23% E	57 15%	82 19%	33 26% I	40 21%	23 13%	34 17%	28 17%	53 20%	53 17%	55 17%	40 17% *	65 23%	58 21%	55 18%	45 17%	29 19%	13 23% *	12 12% *	172 18%	39 23%
Fairly unfavourable (-1)	146 13%	56 10%	90 16% B	48 15%	40 10%	58 13%	14 11%	34 17%	20 11%	20 10%	23 13%	36 14%	38 12%	39 12%	35 15% *	34 12%	45 16%	34 12%	27 10%	19 13%	6 11% *	15 15% *	130 13%	16 9%
Very unfavourable (-2)	471 41%	229 41%	242 41%	108 33%	188 49% DF	175 40%	41 32%	67 34%	99 54% GHKL	89 44%	72 42%	103 39%	143 47% P	146 46% P	87 37% *	94 33%	94 35%	131 44% Q	111 42%	56 36%	18 31% *	61 62% QRSTU*	401 41%	70 40%
Don't know	39 3%	10 2%	29 5% B	20 6% F	14 4%	5 1%	10 8% JKL	10 5% L	8 4% L	6 3%	3 2%	2 1%	10 3%	12 4%	4 2% *	13 5%	10 4%	13 4%	7 3%	4 2%	1 2% *	5 5% *	35 4%	4 2%

Net: Favourable	272 24%	159 29% C	113 19%	73 23%	86 22%	113 26%	28 22%	45 23%	32 18%	54 26%	45 26%	69 26%	62 20%	66 21%	68 29% *	76 27%	66 24% v	64 21% v	72 27% v	46 30% v	18 33% v*	6 6% *	228 24%	44 25%
Net: Unfavourable	617 54%	285 51%	332 57%	156 48%	228 59% D	233 54%	55 44%	100 51%	119 65% GHJL	109 54%	94 55%	139 53%	181 59% P	186 58% P	122 52% *	128 45%	139 51%	166 56%	138 53%	75 49%	23 42% *	76 77% QRSTU*	530 55%	87 50%
Mean	-0.65	-0.55	-0.74	-0.52 E	-0.80	-0.61	-0.49 I	-0.53 I	-0.97	-0.65	-0.61 I	-0.60 I	-0.80	-0.79	-0.52 *	-0.42 MN	-0.55 v	-0.73 v	-0.59 v	-0.44 v	-0.28 v*	-1.37 *	-0.66	-0.60

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W,X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of the Brexit Party

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion on Labour Party		Opinion on Conservative Party		Opinion on Brexit Party		Opinion on Liberal Democrats	
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	319	587	397	504	246	626	313	487	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	295	624	428	468	270	582	291	518	
Very favourable (2)	102 9%	67 10%	20 6%	15 9%	25 7%	77 10%	73 11% H	29 6%	30 8%	22 8%	2 2% *	39 24% UK	12 3%	78 16% M	23 8%	71 11%	60 14% R	17 4%	88 33% T	6 1%	21 7%	67 13% U	
Fairly favourable (1)	170 15%	102 16%	42 13%	26 16%	26 7%	144 18% E	99 14%	71 16%	92 24% JK	22 8%	9 9% *	28 17% J	20 5%	133 27% M	26 9%	121 19% O	120 28% R	31 7%	116 43% T	18 3%	27 9%	102 20% U	
Neither favourable nor unfavourable (0)	212 19%	120 18%	64 20%	28 17%	48 14%	164 21% E	128 18%	84 19%	96 25% JK	34 12%	5 5% *	32 20% K	42 10%	121 25% M	41 14%	119 19%	107 25% R	34 7%	42 16% T	36 6%	27 9%	104 20% U	
Fairly unfavourable (-1)	146 13%	77 12%	44 14%	25 15%	42 12%	104 13%	88 13%	58 13%	70 18% JL	22 8%	12 12% *	9 6%	58 13%	54 11%	24 8%	92 15% O	61 14%	45 10%	12 4%	93 16% S	35 12%	62 12%	
Very unfavourable (-2)	471 41%	274 42%	131 41%	66 41%	198 57% F	272 35% F	283 41%	188 42%	96 25% IL	172 62% IL	71 72% IL*	54 33%	302 68% N	92 19%	173 59% P	214 34%	73 17%	337 72% Q	8 3%	424 73% S	178 61% V	177 34%	
Don't know	39 3%	17 3%	20 6% BD	2 1%	11 3%	28 4%	23 3%	15 3%	6 1%	4 2%	1 1% *	2 1%	7 2%	11 2%	8 3%	7 1%	8 2%	5 1%	3 1%	5 1%	2 1%	5 1%	
Net: Favourable	272 24%	169 26%	63 19%	41 25%	51 14%	222 28% E	172 25%	100 22%	122 31% JK	44 16%	11 11% *	67 41% JK	32 7%	211 43% M	49 16%	192 31% O	180 42% R	48 10%	204 76% T	24 4%	48 17%	169 33% U	
Net: Unfavourable	617 54%	351 53%	175 55%	91 56%	241 69% F	376 48% F	370 53%	247 55%	166 43%	194 70% IL	83 83% UL*	63 38%	360 81% N	146 30%	198 67% P	306 49%	134 31%	382 82% Q	20 8%	517 89% S	213 73% V	240 46%	
Mean	-0.65	-0.61	-0.74	-0.63	-1.07	-0.46 E	-0.61	-0.71	-0.29 JK	-1.10	-1.43 *	-0.07 JK	-1.42	0.11 M	-1.04	-0.42 O	0.08 R	-1.41	0.99 T	-1.58	-1.11	-0.35 U	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	123 11%	57 10%	66 11%	65 20% EF	37 10% F	22 5%	23 18% JKL	42 21% IJKL	23 12% L	14 7%	12 7%	10 4%	32 10%	27 9%	24 10% *	40 14%	40 15% V	27 9% V	29 11% V	21 14% V	4 7% *	2 2% *	116 12% X	7 4%
Fairly favourable (1)	172 15%	68 12%	104 18% B	75 23% EF	63 16% F	35 8%	34 27% JKL	40 21% L	33 18% L	29 14% L	20 12% L	14 5%	41 13%	50 16%	38 16% *	43 15%	39 14%	42 14%	36 14%	28 18%	5 9% *	22 22% *	146 15%	26 15%
Neither favourable nor unfavourable (0)	189 17%	79 14%	110 19%	79 25% EF	58 15% F	52 12%	34 27% JL	46 23% JL	36 20% JL	22 11%	29 17% L	23 9%	50 16%	44 14%	41 17% *	54 19%	47 17%	51 17%	37 14%	25 16%	7 12% *	22 23% *	166 17%	23 13%
Fairly unfavourable (-1)	208 18%	96 17%	112 19%	47 15% F	74 19% F	87 20%	12 10%	35 18% L	31 17% L	43 21% G	31 18% G	56 21% G	52 17%	73 23% MP	42 18% *	41 15%	42 15%	59 20%	44 17%	27 17%	13 22% *	24 24% *	176 18%	32 19%
Very unfavourable (-2)	416 36%	252 45% C	164 28%	41 13% F	143 37% D	232 54% DE	14 11%	27 14%	54 30% GH	89 44% GHI	74 43% GHI	158 60% GHIJK	123 40% P	113 36%	90 38% *	89 31%	94 35%	108 36%	110 42% V	49 32%	27 48% V*	27 27% *	336 35%	80 46% W
Don't know	32 3%	4 1%	28 5% B	16 5% F	10 3%	6 1%	9 7% L	7 3%	5 3%	5 3%	4 2% L	2 1%	7 2%	10 3% O	- - *	15 5% O	11 4%	9 3%	5 2%	3 2%	1 1% *	2 2% *	27 3%	5 3%

Net: Favourable	295 26%	125 22%	170 29% B	140 43% EF	99 26% F	57 13%	57 46% IJKL	82 42% IJKL	56 31% KL	43 21% L	33 19% L	24 9%	73 24%	78 24%	62 26% *	83 29%	79 29%	69 23%	65 25%	49 32% U	9 16% *	24 24% *	262 27%	34 19%
Net: Unfavourable	624 55%	348 63% C	275 47%	88 27% F	217 56% D	319 74% DE	26 21%	62 31% G	86 47% GH	132 65% GHI	105 62% GHI	214 81% GHIJK	175 57% P	185 58% P	132 56% *	130 46%	136 50%	167 56%	154 59%	76 49%	39 70% QTV*	51 51% *	511 53%	112 64% W
Mean	-0.56	-0.76	-0.36 B	0.25 EF	-0.60 F	-1.10	0.35 IJKL	0.19 IJKL	-0.35 JKL	-0.83 L	-0.81 L	-1.30	-0.65	-0.63	-0.58 *	-0.36 MN	-0.42 U	-0.62	-0.67	-0.36 U	-0.95 *	-0.54 *	-0.50 X	-0.89

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W,X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	279	669	390	547	288	472	241	656	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	258	708	414	504	270	499	272	617	
Very favourable (2)	123 11%	69 10%	43 13%	12 7%	37 10%	87 11%	85 12%	39 9%	8 2%	95 34% IKL	2 2% *	9 5%	69 16% N	35 7%	109 42% P	9 1%	15 4%	94 19% Q	35 13%	57 11%	11 4%	94 15% U	
Fairly favourable (1)	172 15%	105 16% D	54 17% D	13 8%	62 18%	110 14%	117 17%	55 12%	9 2%	86 31% IKL	18 18% I*	28 17% I	100 22% N	35 7%	109 42% P	30 4%	32 8%	120 24% Q	70 26% T	31 6%	37 14%	104 17%	
Neither favourable nor unfavourable (0)	189 17%	101 15%	68 21% B	20 13%	70 20% F	119 15%	121 17%	68 15%	38 10%	55 20% I	23 23% I*	27 16% J	98 22% N	38 8%	31 12%	71 10%	31 7%	101 20% Q	53 20% T	36 7%	29 11%	107 17% U	
Fairly unfavourable (-1)	208 18%	124 19%	52 16%	32 20%	72 21% F	136 17%	125 18%	83 19%	82 21% J	24 9%	31 31% J*	32 20% J	92 21%	81 16%	6 2%	181 26% O	82 20%	95 19%	63 23%	85 17%	42 15%	129 21%	
Very unfavourable (-2)	416 36%	249 38% C	86 27%	81 50% BC	102 29%	314 40% E	229 33%	187 42% G	250 64% JKL	12 4%	27 27% J*	68 41% JK	80 18%	288 59% M	1 *	411 58% O	250 61% R	85 17%	49 18%	288 58% S	150 55% V	177 29%	
Don't know	32 3%	9 1%	19 6% B	4 2%	7 2%	25 3%	17 3%	14 3%	3 1%	4 2%	- *	1 *	5 1%	12 2%	2 1%	5 1%	3 1%	8 2%	- -	2 *	3 1%	6 1%	
Net: Favourable	295 26%	173 26% D	97 30% D	25 15%	99 28%	196 25%	202 29% H	93 21%	17 4%	181 65% IKL	20 20% I*	37 22% I	169 38% N	70 14%	219 85% P	39 6%	47 11%	213 42% Q	105 39% T	88 18%	49 18%	198 32% U	
Net: Unfavourable	624 55%	373 57% C	138 43%	113 70% BC	174 50%	449 57% E	354 51%	270 61% G	331 85% JKL	36 13%	57 57% J*	100 61% J	171 39%	369 75% M	7 3%	592 84% O	333 80% R	181 36%	112 41%	373 75% S	192 70% V	306 50%	
Mean	-0.56	-0.59 D	-0.28 BD	-0.99	-0.41 F	-0.63	-0.44 H	-0.75	-1.44	0.84 IKL	-0.62 I*	-0.75 I	-0.03 N	-1.15	1.25 P	-1.36	-1.27	0.08 Q	-0.08 T	-1.04	-1.04	-0.31 U	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,Q/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	170 15%	98 18% C	72 12%	45 14%	39 10%	86 20% E	16 13%	29 15%	19 11%	19 10%	26 15%	60 34% GU	43 14%	51 16%	42 18% *	33 12%	48 18% V	43 15% V	35 14% V	25 16% V	16 28% RSV*	3 3% *	145 15%	25 14%
Fairly favourable (1)	258 23%	146 26% C	112 19%	53 16%	81 21%	124 29% DE	25 20%	27 14%	25 14%	56 28% HI	36 21%	88 34% GHIK	65 21%	71 22%	58 25% *	64 23%	53 19%	64 22%	70 27%	40 26%	15 26% *	16 16% *	208 22%	50 29%
Neither favourable nor unfavourable (0)	204 18%	87 16%	116 20%	67 21%	69 18%	68 16%	28 22% JL	39 20% L	43 24% JL	26 13%	39 23% JL	28 11%	57 19%	54 17%	41 18% *	52 18%	51 19%	52 17%	52 20%	31 20%	8 15% *	10 10% *	180 19%	24 14%
Fairly unfavourable (-1)	167 15%	69 12%	98 17%	56 17%	60 16%	51 12%	18 14%	38 19% L	33 18% L	27 14%	25 15%	26 10%	42 14%	48 15%	29 12% *	48 17%	33 12%	48 16%	34 13%	20 13%	7 13% *	24 24% OS*	138 14%	29 17%
Very unfavourable (-2)	301 26%	152 27%	149 26%	78 24%	123 32% DF	99 23%	30 24%	49 25%	55 30%	68 34% L	40 23%	60 23%	93 30%	82 26%	60 26% *	67 24%	74 27%	79 27%	64 25%	31 20%	10 17% *	42 43% QRSTU*	260 27%	41 24%
Don't know	40 3%	4 1%	36 6% B	22 7% EF	13 3%	5 1%	8 7% L	14 7% L	7 4% L	6 3% L	4 2%	1 *	5 2%	12 4%	5 2% *	18 7% M	14 5%	10 4%	5 2%	6 4%	1 1% *	4 4% *	35 4%	5 3%

Net: Favourable	428 38%	244 44% C	184 32%	98 30%	120 31%	210 49% DE	41 33%	57 29%	45 24%	75 37% I	62 36% I	149 57% GHIJK	108 35%	122 38%	100 43% *	98 35%	101 37% V	107 36% V	106 40% V	65 42% V	30 54% QRV*	19 20% *	353 37%	75 43%
Net: Unfavourable	468 41%	221 40%	247 42%	134 42%	184 48% F	150 35%	48 38%	86 44% L	88 48% L	95 47% L	65 38%	85 32%	135 44%	130 41%	89 38% *	114 41%	108 39%	128 43%	98 38%	52 34%	17 30% *	66 67% QRSTU*	398 41%	71 40%
Mean	-0.16	-0.06 C	-0.26	-0.23	-0.40	0.11 DE	-0.17	-0.27	-0.45	-0.35	-0.10 I	0.24 GHU	-0.25	-0.13	-0.03 *	-0.19	-0.13 V	-0.20 V	-0.08 V	0.05 V	0.34 RV*	-0.90 *	-0.17	-0.07

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	279	669	390	547	288	472	241	656
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	258	708	414	504	270	499	272	617
Very favourable (2)	170 15%	112 17% C	32 10%	27 16%	40 12%	130 16% E	102 15%	68 15%	131 33% JKL	12 4%	1 1% *	20 12% JK	28 6%	128 26% M	26 10%	137 19% O	147 35% R	16 3%	35 13%	112 22% S	77 28% V	45 7%
Fairly favourable (1)	258 23%	145 22%	69 21%	44 27%	67 19%	191 24%	149 21%	109 25%	162 42% JKL	25 9%	8 8% *	37 22% JK	62 14%	163 33% M	24 9%	215 30% O	195 47% R	26 5%	35 13%	144 29% S	102 38% V	89 14%
Neither favourable nor unfavourable (0)	204 18%	107 16%	68 21%	29 18%	50 14%	154 20% E	136 20%	67 15%	64 17%	34 12%	24 24% J*	23 14%	65 15%	89 18%	27 10%	125 18% O	35 8%	53 10%	42 15%	68 14%	42 15%	93 15%
Fairly unfavourable (-1)	167 15%	107 16%	36 11%	24 15%	55 16%	112 14%	112 16%	56 12%	27 7%	44 16%	24 24% I*	32 19% I	92 21% N	37 8%	46 18%	100 14% Q	28 7%	117 23% Q	55 20% T	54 11%	29 11% U	117 19% U
Very unfavourable (-2)	301 26%	174 27%	93 29%	34 21%	129 37% F	172 22% F	173 25%	128 29%	5 1%	152 55% IL	43 43% I*	52 32% I	190 43% N	58 12%	131 51% P	122 17%	8 2%	278 55% Q	100 37% T	116 23% T	19 7% U	265 43% U
Don't know	40 3%	12 2%	24 8% BD	4 2%	10 3%	30 4%	23 3%	17 4%	1 3% *	9 3%	- 3% I	1 3% *	5 1%	14 3%	5 2%	9 1%	2 3% *	13 3% Q	3 1%	4 1%	3 1%	8 1%
Net: Favourable	428 38%	257 39% C	100 31%	71 44% C	107 30%	321 41% E	251 36%	177 40%	293 75% JKL	37 13%	9 9% *	57 35% JK	90 20%	291 59% M	50 19%	352 50% O	341 82% R	43 8%	71 26%	256 51% S	180 66% V	134 22%
Net: Unfavourable	468 41%	281 43%	129 40%	59 36%	184 53% F	284 36% F	284 41%	184 41%	32 8%	196 71% IL	67 67% IL*	84 51% I	282 64% N	95 19%	177 69% P	222 31%	36 9%	395 78% Q	155 57% T	171 34%	48 18%	382 62% U
Mean	-0.16	-0.13	-0.30	0.03 C	-0.49	-0.01 E	-0.15	-0.16	0.99 JKL	-1.12	-0.99 *	-0.36 JK	-0.81	0.56 M	-0.92	0.21 O	1.08 R	-1.25	-0.56	0.16 S	0.71 V	-0.77

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	109 10%	61 11%	48 8%	33 10%	33 8%	44 10%	13 10%	20 10%	18 10%	15 7%	22 13%	21 8%	21 7%	26 8%	34 14% M*	28 10%	24 9%	33 11% V	25 10%	21 13% V	4 7% *	3 3% *	95 10%	14 8%
Fairly favourable (1)	161 14%	95 17% C	66 11%	51 16%	55 14%	55 13%	17 14%	34 17%	19 11%	35 17%	18 10%	37 14%	43 14%	40 13%	36 15% *	42 15%	41 15%	40 14%	33 13%	25 16%	14 25% RSV*	7 7% *	136 14%	25 14%
Neither favourable nor unfavourable (0)	244 21%	116 21%	128 22%	62 19%	75 19%	107 25%	27 21%	35 18%	30 16%	45 22%	37 22%	70 26% I	55 18%	69 22%	52 22% *	68 24%	68 25%	60 20%	50 19%	36 24%	16 28% *	14 14% *	203 21%	41 23%
Fairly unfavourable (-1)	163 14%	59 11%	104 18% B	62 19% E	44 11%	57 13%	23 18% J	39 20% J	25 14%	19 10%	20 11%	38 14%	41 13%	44 14%	35 15% *	43 15%	42 15%	43 14%	43 13% U	20 13%	3 5% *	13 13% *	140 14%	23 13%
Very unfavourable (-2)	419 37%	219 39%	200 34%	97 30%	162 42% D	159 37%	37 30%	60 31%	81 44% GH	82 40%	64 38%	95 36%	137 45% OP	123 39% P	76 32% *	84 30%	85 31%	108 36%	104 40%	46 30%	18 32% *	58 58% QRSTU*	351 36%	68 39%
Don't know	45 4%	8 2%	36 6% B	17 5%	16 4%	11 3%	9 7% L	9 4% L	10 6% L	6 3%	9 5% L	2 1%	9 3%	15 5%	3 1% *	18 7% O	14 5%	13 5%	5 2%	7 4%	1 2% *	5 5% *	40 4%	5 3%

Net: Favourable	270 24%	155 28% C	114 20%	84 26%	87 23%	98 23%	30 24%	54 27%	37 20%	50 25%	40 24%	58 22%	64 21%	67 21%	70 30% *	70 25%	65 24% V	73 25% V	58 22% V	46 30% V	18 32% V*	10 10% *	231 24%	39 22%
Net: Unfavourable	582 51%	277 50%	304 52%	159 49%	206 54%	216 50%	60 48%	99 50%	105 58%	101 50%	84 49%	133 51%	177 58% OP	167 53%	111 47% *	127 45%	127 47%	151 51%	148 57% QTU	65 42%	21 37% *	70 71% QRSTU*	491 51%	90 52%
Mean	-0.57	-0.51	-0.63	-0.46	-0.68	-0.55	-0.46	-0.45	-0.76	-0.60	-0.53	-0.57	-0.77	-0.65	-0.36 M*	-0.43 M	-0.48 V	-0.54 V	-0.66 V	-0.30 SV	-0.31 V*	-1.22 *	-0.56	-0.62

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
		Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	279	669	390	547	288	472	241	656	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	258	708	414	504	270	499	272	617	
Very favourable (2)	109 10%	68 10%	25 8%	15 9%	25 7%	84 11%	74 11%	35 8%	35 9%	17 6%	3 3%	41 25%	6 1%	94 19%	14 6%	86 12%	69 17%	13 3%	14 5%	81 16%	91 34%	7 1%	
Fairly favourable (1)	161 14%	103 16%	37 11%	21 13%	32 9%	128 16%	111 16%	50 11%	89 23%	21 8%	8 12%	20 13%	17 4%	125 26%	32 12%	110 16%	115 28%	18 4%	30 11%	86 17%	112 41%	13 2%	
Neither favourable nor unfavourable (0)	244 21%	131 20%	65 20%	47 29%	47 13%	197 25%	135 19%	108 24%	120 31%	42 15%	8 8%	30 18%	56 13%	138 28%	43 17%	155 22%	117 28%	50 10%	33 12%	116 23%	42 16%	67 11%	
Fairly unfavourable (-1)	163 14%	91 14%	50 16%	22 13%	48 14%	115 15%	99 14%	63 14%	64 16%	31 11%	11 11%	21 13%	66 15%	53 11%	28 11%	119 17%	53 13%	73 15%	33 12%	72 14%	18 7%	115 19%	
Very unfavourable (-2)	419 37%	244 37%	122 38%	53 32%	187 53%	232 29%	249 36%	170 38%	76 19%	153 55%	69 69%	52 32%	285 64%	66 13%	133 51%	227 32%	52 13%	335 67%	156 58%	141 28%	5 2%	403 65%	
Don't know	45 4%	19 3%	22 7%	4 2%	12 3%	33 4%	26 4%	19 4%	6 2%	12 4%	- 4%	1 1%	12 3%	14 3%	8 3%	11 2%	8 2%	14 3%	4 1%	3 1%	2 1%	12 2%	
Net: Favourable	270 24%	171 26%	62 19%	37 23%	57 16%	213 27%	184 27%	85 19%	123 32%	38 14%	12 12%	61 37%	24 5%	218 45%	46 18%	196 28%	184 44%	32 6%	44 16%	167 33%	204 75%	20 3%	
Net: Unfavourable	582 51%	335 51%	172 54%	74 46%	235 67%	347 44%	349 50%	233 52%	140 36%	184 66%	80 80%	73 44%	351 79%	118 24%	161 62%	346 49%	105 25%	408 81%	189 70%	213 43%	24 9%	517 84%	
Mean	-0.57	-0.53	-0.69	-0.47	-1.00	-0.37	-0.51	-0.66	-0.15	-1.07	-1.34	-0.14	-1.41	0.27	-0.93	-0.42	0.24	-1.43	-1.08	-0.21	0.98	-1.48	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

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Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174
Very favourable (2)	80 7%	44 8%	36 6%	32 10% E	20 5%	28 6%	15 12% J	17 9%	12 7%	8 4%	10 6%	18 7%	24 8%	23 7%	21 9% *	12 4%	10 4%	25 8% Q	23 9% Q	16 10% Q	1 2% *	4 4% *	75 8% X	5 3%
Fairly favourable (1)	211 19%	107 19%	104 18%	55 17%	81 21%	74 17%	25 20%	31 16%	37 20%	44 22%	23 14%	51 19%	62 20%	61 19%	47 20% *	41 14%	47 17%	58 20%	58 22%	22 14%	6 10% *	20 20% *	166 17%	45 26% W
Neither favourable nor unfavourable (0)	288 25%	123 22%	165 28% B	106 33% EF	89 23%	93 21%	43 35% JL	62 32% JL	53 29% JL	36 18%	49 29% JL	44 17%	73 24%	83 26%	57 24% *	76 27%	71 26%	74 25%	58 22%	46 30%	16 28% *	23 23% *	252 26%	36 21%
Fairly unfavourable (-1)	213 19%	95 17%	118 20%	66 20%	74 19%	73 17%	21 17%	45 23%	30 16%	44 22%	28 16%	45 17%	62 20%	59 19%	41 18% *	51 18%	58 21%	44 15%	45 17%	27 17%	11 20% *	28 28% R*	179 19%	35 20%
Very unfavourable (-2)	305 27%	183 33% C	122 21%	44 14%	104 27% D	157 36% DE	12 10%	32 16%	43 24% G	61 30% GH	57 33% GH	100 38% GHI	75 25%	81 25%	63 27% *	85 30%	76 28%	84 28%	70 27%	38 25%	21 37% V*	17 17% *	257 27%	48 28%
Don't know	43 4%	5 1%	38 7% B	19 6% F	16 4%	8 2%	9 7% KL	10 5%	7 4%	9 4%	3 2%	5 2%	9 3%	11 3%	5 2% *	18 6%	11 4%	12 4%	7 3%	5 3%	1 1% *	7 7% *	38 4%	5 3%

Net: Favourable	291 26%	151 27%	140 24%	88 27%	102 26%	102 24%	40 32% K	47 24%	49 27%	52 26%	33 19%	69 26%	87 28% P	84 26% P	68 29% P*	52 18%	58 21%	84 28% U	81 31% QU	37 24%	7 12% *	24 25% *	241 25%	50 29%
Net: Unfavourable	518 45%	278 50% C	240 41%	110 34%	178 46% D	230 53% D	33 26%	77 39% G	73 40% G	105 52% GHI	85 50% G	145 55% GHI	137 45%	140 44%	105 45% *	136 48%	134 49%	127 43%	115 44%	65 42%	32 58% *	44 45% *	435 45%	83 47%
Mean	-0.41	-0.48	-0.34	-0.11 EF	-0.44	-0.61	0.09 HUKL	-0.24 JKL	-0.31	-0.55	-0.59	-0.62	-0.34 P	-0.37	-0.35 *	-0.60	-0.54	-0.36 U	-0.32 U	-0.34 U	-0.82 *	-0.35 U*	-0.41	-0.45

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W,X Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker

Public

8-11 November 2019

1,140 adults online aged 18+ in GB

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

All Adults online aged 18+ in Great Britain

	Total	Marital Status				Education		Employment status		General Election 2017 vote				Referendum 2016 vote		Opinion about Jeremy Corbyn		Opinion about Boris Johnson		Opinion about Jo Swinson		Opinion about Nigel Farage	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non graduate	Working	Not working	Conservati ve	Labour	Lib Dem	Other	Remain	Leave	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1140	660	337	143	526	614	735	405	365	297	110	169	503	436	279	669	390	547	288	472	241	656	
Weighted base	1140	656	322	162	351	789	694	446	390	276	100	164	442	489	258	708	414	504	270	499	272	617	
Very favourable (2)	80 7%	45 7%	22 7%	13 8%	35 10% F	45 6%	55 8%	25 6%	13 3%	23 8%	24 24% IL*	9 6%	52 12% N	14 3%	29 11% P	43 6%	24 6%	43 9%	67 25% T	5 1%	24 9%	50 8%	
Fairly favourable (1)	211 19%	124 19%	67 21%	20 12%	83 24% F	129 16%	132 19%	80 18%	60 15%	60 22% L	42 42% IL*	19 11%	142 32% N	36 7%	58 23%	119 17%	47 11%	140 28% Q	145 54% T	20 4%	24 9%	164 27% U	
Neither favourable nor unfavourable (0)	288 25%	157 24%	88 27%	42 26%	93 27% F	194 25%	194 28% H	93 21%	75 19%	87 32% I	26 26% *	42 26%	121 27% N	97 20%	85 33% P	128 18%	70 17%	137 27% Q	44 16% T	49 10%	52 19%	151 25%	
Fairly unfavourable (-1)	213 19%	118 18%	60 19%	35 22%	64 18% F	150 19%	132 19%	81 18%	90 23% K	44 16% K	6 6% *	40 25% K	71 16%	103 21%	40 16%	154 22%	92 22%	93 18%	9 4%	146 29% S	46 17%	129 21%	
Very unfavourable (-2)	305 27%	196 30% C	62 19%	47 29% C	68 19% E	237 30% E	156 23%	149 33% G	146 37% JK	53 19% K	3 3% *	52 32% JK	48 11%	223 46% M	43 16%	253 36% O	173 42% R	80 16%	4 1%	273 55% S	123 45% V	111 18%	
Don't know	43 4%	16 2%	21 7% B	6 4%	8 2% F	35 4%	25 4%	18 4%	7 2%	8 3%	- *	1 1%	9 2%	16 3%	3 1%	11 2%	7 2%	10 2%	1 *	7 1%	3 1%	13 2%	
Net: Favourable	291 26%	170 26%	89 28%	32 20%	117 33% F	174 22%	187 27%	104 23%	72 19%	83 30% IL	65 65% IL*	28 17%	194 44% N	49 10%	87 34% P	161 23%	71 17%	183 36% Q	212 79% T	24 5%	48 18%	213 35% U	
Net: Unfavourable	518 45%	314 48% C	122 38%	82 51% C	132 38% E	386 49% E	288 41%	230 52% G	236 60% JK	97 35% K	9 9% *	93 56% JK	119 27%	327 67% M	83 32%	407 58% O	265 64% R	173 34%	13 5%	419 84% S	169 62% V	240 39%	
Mean	-0.41	-0.46	-0.24 BD	-0.54 *	-0.14 F	-0.54	-0.30 H	-0.58	-0.78	-0.17 IL	0.77 IL*	-0.66	0.18 N	-1.03	-0.04 P	-0.65	-0.84	-0.06 Q	0.98 T	-1.35	-0.82	-0.14 U	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H,I/J/K,L,M/N,O/P,Q/R,S/T,U/V Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019

1,140 adults online aged 18+ in GB

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? - Summary
All Adults online aged 18+ in Great Britain

	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?			
	The Conservative Party (A)	The Labour Party (B)	The Brexit Party (C)	The Liberal Democrats (D)
Unweighted base	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140
A very good campaign (2)	91 8% D	79 7% D	72 6%	49 4%
A fairly good campaign (1)	217 19% BC	165 14%	141 12%	209 18% BC
A neither good nor bad campaign (0)	317 28% B	263 23%	364 32% AB	377 33% AB
A fairly bad campaign (-1)	226 20% D	247 22% CD	195 17%	164 14%
A very bad campaign (-2)	171 15%	255 22% AD	213 19% A	207 18%
Don't know	119 10%	132 12% A	154 14% ABD	135 12% A

Net: Good campaign	308 27% BCD	244 21%	213 19%	257 23% C
Net: Bad campaign	396 35%	502 44% ACD	409 36%	371 33%
Mean	-0.16 BC	-0.43	-0.34	-0.27 B

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019

1,140 adults online aged 18+ in GB

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? - The Conservative Party

All Adults online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436	
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489	
A very good campaign (2)	91 8%	48 9%	43 7%	36 11% E	24 6%	31 7%	9 7%	27 14%	18 10%	6 3%	10 6%	21 8%	24 8%	20 6%	29 12%	19 7%	27 10%	23 8%	13 5%	22 14%	5 8%	1 1%	82 8%	9 5%	56 9%	19 6%	16 10%	22 6%	69 9%	70 10%	21 5%	57 15%	11 4%	2 2%	18 11%	14 3%	65 13%	
A fairly good campaign (1)	217 19%	112 20%	105 18%	59 18%	51 13%	107 25%	30 24%	29 15%	26 14%	25 12%	34 20%	73 28%	53 17%	54 17%	50 21%	59 21%	56 21%	50 17%	54 21%	29 19%	15 27%	13 13%	180 19%	37 21%	119 20%	66 20%	32 20%	44 13%	173 22%	125 18%	92 21%	132 34%	24 9%	1 1%	35 21%	50 11%	137 28%	
A neither good nor bad campaign (0)	317 28%	167 30%	150 26%	76 24%	107 28%	134 31%	28 22%	48 25%	47 26%	60 30%	54 32%	85 30%	99 28%	99 31%	56 24%	77 27%	63 23%	80 27%	94 36%	39 26%	19 33%	22 22%	267 28%	49 28%	200 30%	67 21%	51 31%	93 26%	224 28%	191 28%	126 28%	118 30%	63 23%	40 23%	31 40%	28 38%	116 26%	146 30%
A fairly bad campaign (-1)	226 20%	103 18%	123 21%	60 19%	85 22%	81 19%	24 19%	36 19%	45 25%	40 20%	32 19%	49 19%	73 24%	61 19%	53 22%	39 14%	52 19%	69 23%	45 17%	28 18%	6 11%	25 25%	185 19%	41 23%	136 21%	63 20%	27 16%	92 26%	133 17%	149 21%	77 17%	52 13%	78 28%	31 32%	28 17%	131 30%	65 13%	
A very bad campaign (-2)	171 15%	91 16%	79 14%	62 19% F	66 17% F	42 10%	21 17%	41 21% KL	26 14%	40 20% KL	16 10%	26 10%	49 16%	47 15%	30 13% *	45 16%	40 15%	44 15%	33 13%	19 12%	7 12% *	27 28% QRSTU*	149 15%	22 13%	93 14%	57 18%	21 13%	64 18%	107 14%	95 14%	76 17%	6 2%	77 28%	19 19%	35 21%	94 21%	31 6%	
Don't know	119 10%	35 6%	83 14% B	28 9%	52 14%	38 9%	13 11%	15 8%	20 11%	32 16% HL	24 14% L	14 5%	21 7%	37 12% M	17 7% *	44 15% MO	34 12%	31 10%	22 8%	16 10%	5 9%	11 12% *	103 11%	16 9%	52 8%	51 16% Y	15 10%	36 10%	83 11%	64 9%	55 12%	24 6%	24 9%	7 7% *	10 6%	38 9%	45 9%	
Net: Good campaign	308 27%	161 29%	147 25%	95 30% E	75 20% E	138 32% E	39 31% J	56 28% J	44 24%	31 15%	44 26% J	94 36% U	77 25%	74 23%	79 34% N*	78 28%	83 31% V	73 25% V	67 25% V	51 33% V	20 36% V*	13 14% *	262 27% V	47 27%	175 27%	84 26%	49 30%	66 19%	242 31% b	195 28%	113 25%	190 49% gh	35 13% h	2 2% *	53 32% gh	64 14% j	202 41% j	
Net: Bad campaign	396 35%	194 35%	202 35%	123 38% F	151 39% F	123 28% F	45 36%	78 40% KL	71 39%	79 39% KL	48 28%	75 29%	122 40% P	107 34%	83 35% *	84 30%	93 34% U	113 38% U	79 30%	47 31%	13 23% *	52 53% QRSTU*	334 35% c	63 36%	229 35%	120 37%	47 29%	156 44% c	240 30%	244 35%	153 34%	58 15% fi	155 56% fi	51 51% f*	63 38% f	225 51% k	96 20% k	
Mean	-0.16	-0.15	-0.18	-0.18	-0.35	0.01 E	-0.16 J*	-0.20	-0.22	-0.48	-0.07 J*	0.06 J	-0.25	-0.21	-0.02 *	-0.13	-0.09 V	-0.23 V	-0.14 V	0.06 V*	0.11 V*	-0.74 *	-0.16	-0.18	-0.15	-0.27	-0.02 *	-0.42	-0.05 b	-0.12	-0.24	0.50 gh	-0.74	-0.71 *	-0.17 gh	-0.60	0.31 j	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e/f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K,L,M,N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c/d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019

1,140 adults online aged 18+ in GB

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? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489
A very good campaign (2)	79 7%	34 6%	44 8%	56 17% EF	17 4% F	6 1% 1%	20 16% UKL	36 19% UKL	11 6% KL	6 3% 3%	2 1% 1%	4 1% 1%	22 7% 5%	15 5% 6%	14 10% N	27 9% 9%	24 9% 6%	17 7% 7%	19 8% 8%	12 5% 2%	2 18% 2%	73 15% 8%	6 10% 3%	44 15% 7%	26 8% 8%	8 5% 5%	30 6% 6%	48 8% 8%	56 23% 5%	5 1% 1%	56 20% fhi	1 7% *	11 13% fn	39 9% k	24 5% 5%		
A fairly good campaign (1)	165 14%	74 13%	91 16%	79 24% EF	53 14% F	33 8% 1%	31 25% UKL	48 24% UKL	36 20% JKL	16 8% JKL	11 7% 8%	22 8% 8%	39 13% 13%	42 13% 17%	40 16% 16%	44 15% 15%	40 13% 12%	39 13% 12%	31 20% 20%	6 11% 11%	18 18% 18%	147 15% 10%	18 16% a	105 15% a	48 12% a	7 15% 15%	53 11% 11%	112 16% 13%	109 16% 13%	56 7% 7%	29 7% 7%	80 29% fhi	13 13% *	21 13% 13%	86 19% k	48 10% 10%	
A neither good nor bad campaign (0)	263 23%	131 23%	132 23%	79 24% 23%	87 23% 24%	97 22% 22%	32 25% 24%	47 24% 24%	39 21% 21%	48 24% 24%	40 24% 24%	57 22% 22%	80 26% 24%	75 24% 19%	44 23% 19%	64 23% 20%	71 26% 23%	69 23% 23%	60 18% 18%	28 13% 21%	13 21% 22%	21 22% 23%	226 23% 21%	37 23% 23%	153 25% 18%	80 25% 18%	91 26% 22%	172 23% 23%	161 19% 19%	101 23% 19%	72 19% 19%	74 27% f	31 31% fn*	18% 18%	120 27% k	90 18% 18%	
A fairly bad campaign (-1)	247 22%	124 22%	122 21%	47 15% 19%	73 19% 29% DE	127 29% DE	22 17% 17%	25 13% 18%	34 19% 19%	39 19% 19%	45 26% H	82 31% GHUJ	66 22% 25%	79 25% 20%	46 20% 20%	55 19% 19%	52 22% 19%	65 22% 24%	63 24% 21%	33 21% 16%	9 25% *	25 25% *	197 20% 20%	49 28% w	137 21% 19%	61 30% yz	48 22% 21%	77 21% 19%	169 19% 13%	133 19% 11%	114 26% d	109 28% g	27 10% 25%	25 27% e*	45 27% g	99 23% 20%	
A very bad campaign (-2)	255 22%	149 27% c	106 18% 18%	31 10% 10%	102 26% D	122 28% D	8 7% 7%	23 12% 12%	44 24% GH	58 28% GH	47 27% GH	75 29% GH	77 25% P	68 21% 21%	63 27% P*	47 17% 17%	48 18% 18%	76 26% Q	60 23% 23%	36 24% 24%	18 31% Q*	18 18% *	205 21% 21%	50 29% w	158 24% z	50 16% 16%	47 29% z	61 17% 17%	195 25% b	166 24% 20%	89 20% 20%	141 36% gh	14 5% 5%	20 20% e*	45 27% g	46 10% 10%	181 37% j
Don't know	132 12%	44 8%	87 15% B	30 9% 9%	53 14% 14%	49 11% 11%	14 11% 11%	16 8% 10%	19 10% 17%	34 17% HL	26 15% 15%	23 9% 9%	21 7% 12%	38 12% M	28 12% *	44 16% M	37 14% 14%	32 11% 11%	29 11% 11%	15 10% 10%	5 9% *	14 15% *	118 12% 12%	14 8% 8%	59 9% 9%	56 17% y	17 11% 11%	38 11% 12%	94 12% 10%	70 10% 14%	62 9% 9%	34 9% 9%	24 9% 10%	10 10% *	13 8% 8%	48 11% 11%	46 9% 9%
Net: Good campaign	244 21%	108 19%	135 23% EF	135 42% EF	70 18% F	39 9% 9%	51 40% UKL	84 43% UKL	47 26% JKL	23 11% 11%	13 8% 10%	26 10% 18%	61 18% 23%	57 25% *	54 23% *	71 25% 23%	64 19% 19%	56 19% 19%	49 27% 27%	42 20% 21%	11 21% *	21 23% *	220 14% x	24 23% a	150 23% a	74 23% a	20 12% 12%	83 24% 24%	160 20% 20%	165 24% e	79 18% 18%	34 9% fhi	137 49% *	14 14% *	32 20% f	125 28% k	72 15% 15%
Net: Bad campaign	502 44%	274 49% c	228 39% 18%	78 24% 10%	175 45% D	249 58% DE	30 24% 25%	48 25% 43%	78 48% GH	97 48% GH	91 54% GH	158 60% GHU	143 47% P	147 46% P	110 47% *	102 36% 37%	101 47% 37%	141 47% Q	123 47% Q	69 45% 45%	27 47% *	42 43% *	402 57% w	100 45% z	295 45% z	112 35% 35%	96 59% yz	138 39% b	364 46% b	299 43% 43%	203 46% 46%	250 64% gh	42 15% 15%	45 45% e*	90 55% g	149 34% 34%	280 57% j
Mean	-0.43	-0.55	-0.31 B	0.28 EF	-0.57 F	-0.85	0.29 UKL*	0.28 UKL	-0.39 JKL	-0.75	-0.85 *	-0.85	-0.48	-0.51	-0.51 MN	-0.21 MN	-0.26 R	-0.54	-0.49	-0.37 *	-0.54 *	-0.44 *	-0.37 x	-0.75	-0.43 a	-0.23 a	-0.79 *	-0.27 c	-0.50	-0.39	-0.50	-0.99	0.54 fhi	-0.56 f*	-0.60 f	-0.08 k	-0.82

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e/f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K,L,M,N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019

1,140 adults online aged 18+ in GB

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? - The Brexit Party

All Adults online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489
A very good campaign (2)	72 6%	39 7%	33 6%	34 EF	21 5%	17 4%	13 10%	21 11%	15 8%	6 3%	10 6%	7 3%	15 5%	9 3%	27 11%	20 7%	14 5%	24 8%	19 7%	12 8%	1 1%	1 1%	67 7%	5 3%	44 7%	16 5%	12 7%	15 4%	57 7%	60 9%	12 3%	21 5%	12 4%	1 1%	27 16%	7 2%	54 11%
A fairly good campaign (1)	141 12%	80 14%	61 10%	42 13%	42 11%	58 13%	12 10%	30 15%	18 10%	24 12%	24 14%	34 13%	35 11%	33 14%	40 14%	35 13%	34 12%	22 8%	25 16%	18 32%	7 7%	114 12%	28 16%	96 10%	32 8%	13 9%	30 9%	111 14%	83 12%	58 13%	64 16%	20 7%	13 13%	24 15%	21 5%	103 21%	
A neither good nor bad campaign (0)	364 32%	189 34%	174 30%	99 31%	109 28%	156 36%	41 32%	58 30%	43 23%	66 33%	57 33%	99 38%	97 32%	105 33%	72 31%	89 32%	90 33%	83 28%	101 39%	47 31%	15 27%	27 27%	297 31%	66 38%	220 34%	87 27%	56 34%	97 28%	266 34%	217 31%	147 33%	162 16%	74 27%	28 28%	43 26%	124 28%	172 35%
A fairly bad campaign (-1)	195 17%	77 14%	118 20%	60 19%	66 17%	69 16%	28 22%	32 16%	37 20%	29 15%	18 10%	52 20%	58 19%	62 19%	39 16%	37 13%	43 16%	44 15%	51 20%	27 18%	9 16%	20 20%	174 18%	21 12%	103 16%	62 19%	30 19%	74 21%	122 15%	123 18%	73 16%	59 15%	61 22%	22 22%	24 14%	107 24%	60 12%
A very bad campaign (-2)	213 19%	115 21%	99 17%	59 18%	79 20%	76 17%	19 15%	40 20%	39 21%	40 20%	32 19%	43 16%	66 21%	58 18%	37 16%	52 19%	52 19%	63 21%	38 14%	26 17%	9 16%	26 27%	180 19%	33 19%	117 21%	66 19%	30 19%	84 24%	129 16%	127 18%	86 19%	43 11%	76 27%	21 21%	29 18%	122 28%	43 9%
Don't know	154 14%	56 10%	99 17%	28 9%	69 18%	57 13%	13 10%	15 8%	32 17%	37 18%	29 17%	28 11%	35 12%	49 15%	27 12%	43 15%	38 14%	48 16%	30 12%	16 11%	4 7%	18 18%	134 14%	21 12%	76 12%	58 18%	21 13%	51 14%	104 13%	85 12%	69 16%	42 11%	34 12%	15 15%	18 11%	61 14%	57 12%
Net: Good campaign	213 19%	120 21%	94 16%	76 24%	63 16%	75 17%	25 20%	51 26%	33 18%	30 15%	34 20%	41 16%	44 14%	60 25%	61 21%	49 18%	58 20%	41 16%	38 25%	19 34%	8 8%	181 19%	33 19%	140 21%	48 15%	25 16%	45 13%	168 21%	143 21%	70 16%	85 22%	32 11%	15 15%	51 31%	28 6%	157 32%	
Net: Bad campaign	409 36%	192 35%	216 37%	119 37%	145 38%	145 33%	47 37%	72 37%	75 41%	69 34%	50 29%	95 36%	123 40%	120 38%	76 32%	90 32%	96 35%	107 36%	89 34%	52 34%	18 47%	47 37%	354 31%	55 34%	220 40%	128 37%	60 45%	158 32%	251 36%	250 36%	159 26%	101 26%	136 49%	42 42%	52 32%	229 52%	103 21%
Mean	-0.34	-0.30	-0.39	-0.24	-0.44	-0.34	-0.25	-0.22	-0.44	-0.44	-0.27	-0.38	-0.46	-0.46	-0.13	-0.25	-0.36	-0.35	-0.29	-0.20	-0.15	-0.78	-0.34	-0.32	-0.26	-0.49	-0.38	-0.61	-0.23	-0.29	-0.43	-0.11	-0.70	-0.56	-0.02	-0.83	0.15

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e/f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M,N/O/P,Q/R/S/T/U/V,W,X,Y/Z/a,b/c/d/e/f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

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Public
8-11 November 2019

1,140 adults online aged 18+ in GB

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? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban / Rural		Marital Status			Education		Employment status		General Election 2017 vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489
A very good campaign (2)	49 4%	25 4%	24 4%	25 8% EF	13 3%	11 3%	10 8% JK	15 7%	10 5%	3 1%	3 2%	8 3%	12 4%	9 3%	15 6% *	13 5%	6 2%	17 6%	10 4%	9 6%	3 5%	4 4%	42 4%	7 4%	28 5%	15 4%	6 5%	17 5%	32 4%	33 5%	16 4%	11 3%	16 6%	5 5% *	4 2%	29 7% k	3 1%
A fairly good campaign (1)	209 18%	100 18%	109 19%	75 23% E	60 16%	74 17%	26 21% IK	48 25% JK	25 14%	35 17%	25 14%	49 19%	68 22%	57 18%	40 17% *	44 16%	56 20%	53 18%	53 20%	28 18%	5 9%	14 14%	173 18%	36 21%	114 21%	69 26%	26 24% c	84 125	125 18%	128 18%	80 13%	53 22% f	60 44% fg*	44 33% f	36 22% f	119 27% k	56 11%
A neither good nor bad campaign (0)	377 33%	195 35%	182 31%	100 31%	124 32%	153 35%	37 29%	64 32%	61 34%	62 31%	59 35%	94 36%	99 32%	113 36%	83 35% *	81 29%	82 30%	89 37%	97 33%	51 38%	21 14% *	36 36%	318 33%	59 34%	225 34%	99 31%	52 32%	120 34%	257 33%	231 33%	145 33%	128 33%	86 31%	33 33% *	54 34%	158 36%	154 31%
A fairly bad campaign (-1)	164 14%	73 13%	91 16%	50 15%	55 14%	59 14%	26 21%	24 12%	24 13%	32 16%	22 13%	37 14%	47 15%	48 15%	24 10% *	45 16%	41 15%	46 15%	32 12%	20 13%	8 14% *	18 18%	130 13%	34 19%	100 15%	43 13%	21 13%	56 16%	109 14%	109 16%	55 12%	78 20% h	42 15% h	5 5% *	21 13% h	48 11% j	85 17% j
A very bad campaign (-2)	207 18%	118 21% c	89 15%	45 14%	75 20%	86 20%	14 11%	32 16%	39 21% g	36 18%	33 19%	53 20% g	54 18%	47 15%	52 22% *	54 19%	50 18%	55 19%	45 17%	29 19%	14 26% *	14 14% *	185 19%	22 13%	130 20% z	41 13%	36 22% z	35 10%	172 22% b	122 18%	85 19%	93 24% gh	44 16% h	4 4% *	36 4% h	38 9% j	140 29% j
Don't know	135 12%	45 8%	90 15% B	28 9%	57 15% D	50 11%	14 11%	14 7%	23 13%	34 17% HL	28 17% HL	21 8%	26 8%	44 14% M	20 9% *	45 16% M	38 14%	37 12%	24 9%	17 11%	5 9% *	14 14% *	119 12%	16 9%	59 9%	55 17% y	21 13%	40 11%	95 12%	71 10%	64 14%	29 7%	29 10%	8 8% *	14 8%	50 11%	51 10%
Net: Good campaign	257 23%	125 22%	132 23%	99 31% EF	73 19%	85 20%	36 29% JK	63 32% UKL	35 19%	38 19%	28 16%	57 22%	79 26%	66 21%	55 23% *	57 20%	62 23%	70 24%	63 24%	37 24%	8 14% *	18 18% *	214 22%	43 25%	142 22%	83 26%	32 20% c	101 29% c	156 20%	161 23%	96 22%	64 16%	76 27% f	49 49% fg*	40 24%	149 34% k	60 12%
Net: Bad campaign	371 33%	192 34%	180 31%	95 30%	131 34%	145 34%	40 31%	56 28%	63 34%	68 34%	55 32%	90 34%	101 33%	95 30%	76 33% *	99 35%	91 33%	101 34%	77 29%	49 32%	22 39% *	32 32% *	315 33%	56 32%	231 35% z	84 26%	57 35%	90 26% b	281 36%	231 33%	140 32%	170 44% gh	86 31% h	9 9% *	57 35% h	86 19% j	225 46% j
Mean	-0.27	-0.31	-0.23	-0.06 EF	-0.37	-0.35	-0.06 JK*	-0.05 JK	-0.36	-0.38	-0.40 *	-0.32	-0.23	-0.24	-0.27 *	-0.35	-0.31	-0.26	-0.20	-0.24 *	-0.50 *	-0.28 *	-0.29	-0.18	-0.32	-0.10 y	-0.39 *	-0.02 c	-0.38	-0.25	-0.30	-0.52	-0.15 f	0.45 fg*	-0.33	0.14 k	-0.69

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e/f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K,L,M,N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c/d/e,f/g/h/i/j/k Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Campaign Tracker
Public
8-11 November 2019
1,140 adults online aged 18+ in GB

Q5 & Q6. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?
All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade				Region					Urban / Rural		Marital Status			Education			Employment status		General Election 2017 vote				Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	Graduate (b)	Non graduate (c)	Working (d)	Not working (e)	Conservative (f)	Labour (g)	Lib Dem (h)	Other (i)	Remain (j)
Unweighted base	1140	561	579	363	402	375	161	202	192	210	168	207	466	375	109	190	282	297	247	152	61	101	949	191	660	337	143	526	614	735	405	365	297	110	169	503	436
Weighted base	1140	557	583	322	385	433	126	196	183	202	170	263	305	318	235	282	273	297	261	154	56	99	966	174	656	322	162	351	789	694	446	390	276	100	164	442	489
A hung parliament with the Conservatives as the biggest party	378 33%	208 37%	170 29%	65 20%	141 37%	172 40%	24 19%	41 21%	68 37%	73 40%	66 37%	106 40%	104 34%	105 33%	82 35%	88 31%	85 31%	87 29%	109 42%	40 26%	16 28%	41 42%	309 32%	69 40%	235 36%	98 31%	45 28%	134 38%	245 31%	231 33%	147 33%	142 36%	73 26%	52 53%	62 38%	162 37%	164 34%
A Conservative majority government	290 25%	166 30%	124 21%	70 22%	92 24%	127 29%	27 21%	44 22%	49 27%	43 21%	48 28%	79 30%	84 28%	88 28%	61 26%	57 20%	58 21%	81 27%	65 25%	48 31%	21 37%	16 16%	251 26%	40 23%	175 27%	66 21%	49 30%	74 21%	216 27%	183 26%	107 24%	183 47%	27 10%	7 7%	41 25%	76 17%	187 38%
A Labour majority government	120 10%	50 9%	70 12%	78 24%	31 8%	11 2%	33 26%	45 23%	20 11%	11 5%	4 2%	6 2%	28 9%	21 7%	25 11%	45 16%	50 18%	18 6%	28 11%	14 9%	3 6%	6 6%	109 11%	11 6%	69 13%	43 5%	8 9%	31 11%	88 11%	34 12%	7 8%	82 2%	6 30%	10 6%	59 13%	33 7%	
A hung parliament with Labour as the biggest party	107 9%	54 10%	52 9%	41 13%	34 9%	32 7%	15 12%	26 13%	13 7%	21 10%	10 6%	21 8%	38 12%	26 8%	19 8%	23 8%	23 9%	27 9%	20 8%	16 11%	3 6%	16 16%	90 9%	17 10%	58 9%	28 9%	21 13%	53 15%	54 7%	63 9%	44 10%	15 4%	17 17%	12 12%	21 13%	58 13%	27 6%
A Liberal Democrat majority	12 1%	5 1%	6 1%	2 1%	6 2%	3 1%	2 2%	- -	1 *	6 3%	1 *	2 1%	2 1%	6 2%	2 1%	2 1%	1 *	5 2%	2 1%	3 2%	- -	2 2%	10 1%	2 1%	4 1%	6 2%	1 1%	2 1%	10 1%	7 1%	5 1%	2 1%	1 *	4 4%	4 3%	5 1%	2 *
A hung parliament with the Liberal Democrats as the biggest party	10 1%	4 1%	5 1%	2 1%	2 1%	6 1%	- -	2 1%	2 1%	- -	5 *	1 *	4 1%	2 1%	1 1%	2 1%	2 1%	5 2%	2 1%	1 1%	* -	- -	10 1%	* -	7 1%	2 1%	1 *	5 1%	5 1%	6 1%	4 1%	2 *	3 3%	3 1%	1 1%	7 2%	1 *
A Brexit Party majority	6 1%	5 1%	1 *	1 -	- -	5 1%	1 -	- -	- -	- -	* *	4 2%	* *	1 *	3 1%	1 *	3 1%	3 1%	3 1%	- -	- -	- -	5 *	1 *	6 1%	* -	- *	6 1%	2 *	4 *	- -	- -	3 3%	2 2%	- -	5 1%	
A hung parliament with the Brexit Party as the biggest party	6 1%	3 1%	3 *	- *	2 *	4 1%	- -	- *	1 *	1 1%	1 1%	3 1%	1 *	1 *	3 1%	1 *	2 1%	1 *	3 1%	- -	- -	- -	2 *	4 *	2 *	3 *	1 1%	2 *	4 *	3 *	3 *	1 *	1 *	- *	3 2%	- -	5 1%
Other	11 1%	9 2%	2 *	5 1%	2 1%	4 1%	3 3%	1 1%	1 1%	1 *	2 1%	2 1%	3 1%	4 1%	- -	4 1%	3 1%	2 1%	4 2%	1 *	- -	2 2%	10 1%	1 1%	5 1%	7 2%	- -	4 1%	7 1%	6 1%	6 1%	1 *	4 2%	1 1%	2 1%	8 2%	1 *
Don't know	201 18%	52 9%	149 26%	58 18%	74 19%	69 16%	20 16%	38 19%	27 15%	46 23%	32 19%	37 14%	41 13%	63 20%	39 16%	58 21%	49 18%	68 23%	25 10%	30 20%	13 23%	16 16%	172 18%	29 17%	97 15%	67 21%	37 23%	46 13%	154 20%	108 16%	93 21%	37 10%	39 14%	10 10%	17 10%	66 15%	63 13%
Net: Hung Parliament	501 44%	270 48%	231 40%	108 33%	179 46%	214 49%	39 31%	68 35%	84 46%	95 47%	83 49%	131 50%	146 48%	134 42%	106 45%	115 41%	112 41%	120 40%	134 51%	58 38%	19 34%	58 58%	410 42%	91 52%	301 46%	132 41%	68 42%	193 55%	308 39%	304 44%	197 44%	160 41%	124 45%	67 68%	88 54%	228 51%	198 41%
Net: Labour as the largest party	226 20%	104 19%	122 21%	119 37%	65 17%	42 10%	48 38%	71 36%	33 18%	32 16%	15 9%	28 11%	66 22%	47 15%	44 19%	69 24%	73 27%	46 15%	48 19%	30 20%	7 12%	22 22%	198 21%	28 16%	127 19%	71 22%	29 18%	84 24%	142 18%	149 21%	77 17%	22 6%	129 47%	18 18%	32 19%	118 27%	60 12%
Net: Conservative as the largest party	668 59%	374 67%	294 50%	136 42%	233 61%	299 69%	51 40%	85 43%	118 64%	116 57%	114 67%	185 70%	188 62%	192 61%	143 61%	146 52%	143 53%	169 57%	174 67%	88 58%	36 65%	58 58%	559 58%	109 62%	410 62%	165 51%	94 58%	208 59%	461 58%	415 60%	254 57%	325 83%	100 36%	60 60%	104 63%	239 54%	351 72%

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Overlap formulae used
Column Proportions: (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b,c,d,e,f/g,h/i,j,k Minimum Base: 30 (**) Small Base: 100 (*)
Column Means: (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b,c,d,e,f/g,h/i,j,k Minimum Base: 30 (**) Small Base: 100 (*)