IPSOS MORI POLITICAL MONITOR

NOVEMBER 2019

Ipsos MORI

VOTING INTENTION

Ipsos MORI

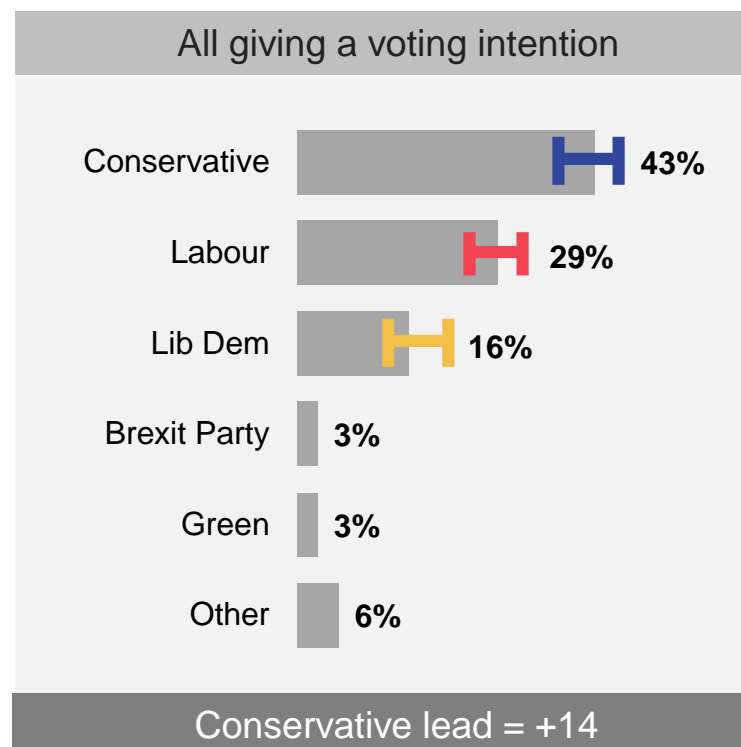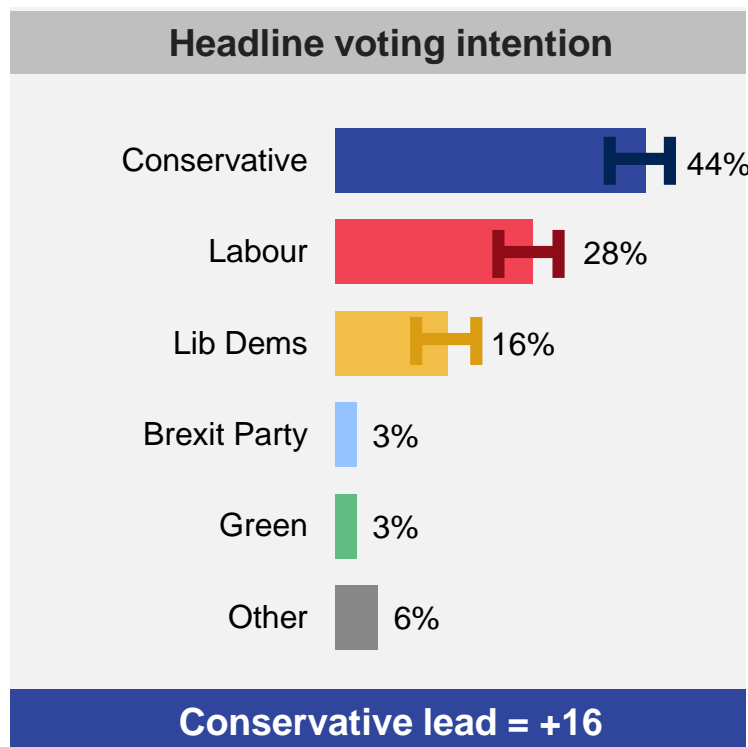# Voting Intention: November 2019

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

Headline voting intention
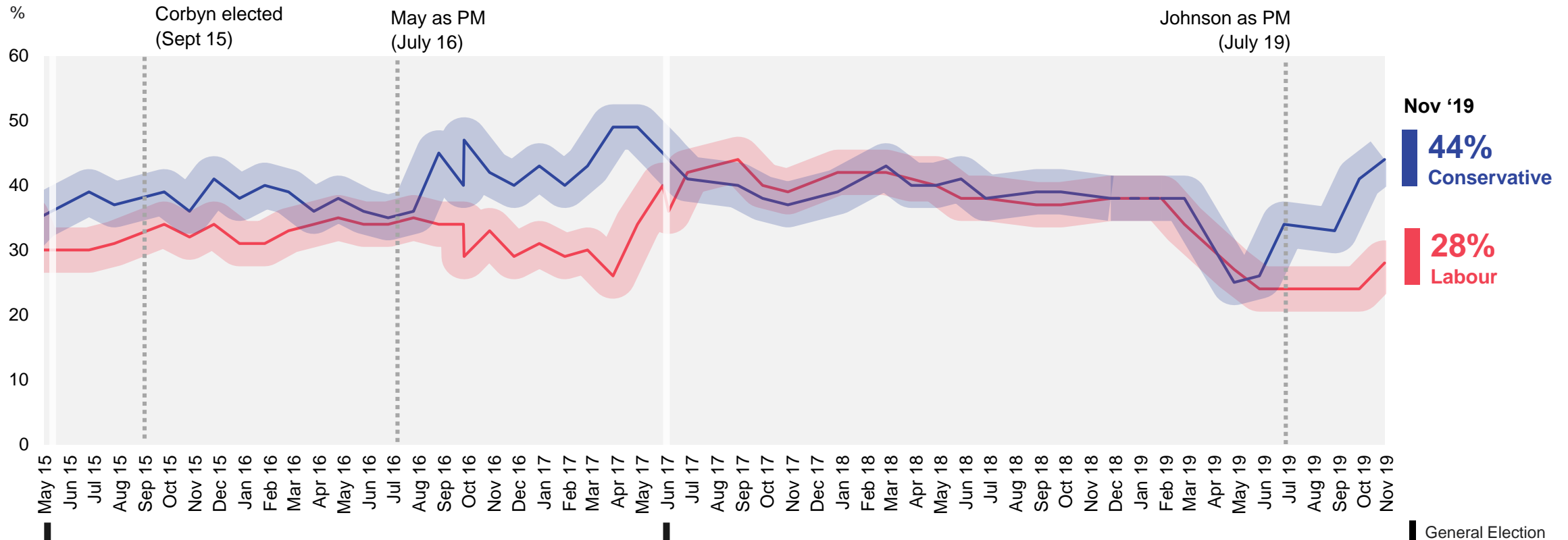
Party	%
Conservative	44%
Labour	28%
Lib Dems	16%
Brexit Party	3%
Green	3%
Other	6%

Conservative lead = +16

All giving a voting intention

Party	%
Conservative	43%
Labour	29%
Lib Dem	16%
Brexit Party	3%
Green	3%
Other	6%

Conservative lead = +14

Ipsos MORI

Headline voting intention:
Since 2015 General Election

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

%

Corbyn elected
(Sept 15)

May as PM
(July 16)

Johnson as PM
(July 19)

Nov '19

44%
Conservative

28%
Labour

General Election

Ipsos MORI

Headline voting intention:
January '04 – November '19

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

Cameron elected (Dec 05)

Brown as PM (June 07)

Miliband elected (Sept 10)

Corbyn elected (Sept 15)

May as PM (July 16)

Johnson as PM (July 19)

Nov '19

- **44% Conservative**
- **28% Labour**
- **16% Lib Dem**
- **3% The Brexit Party**
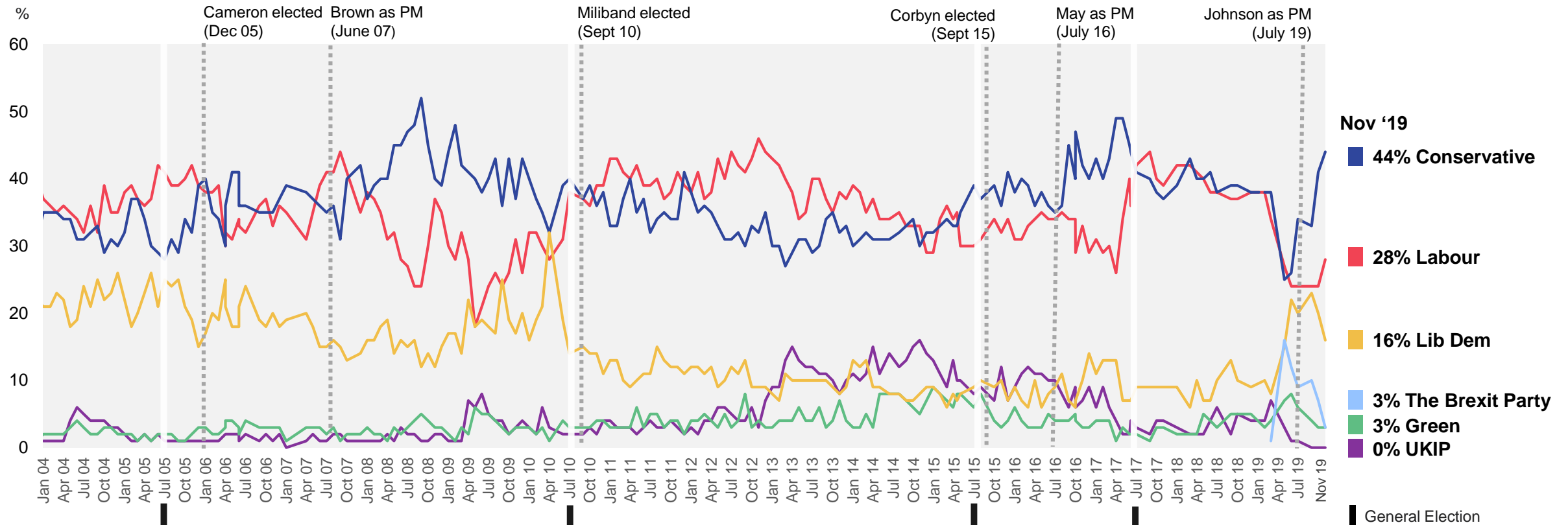- **3% Green**
- **0% UKIP**

General Election

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

Source: Ipsos MORI Political Monitor

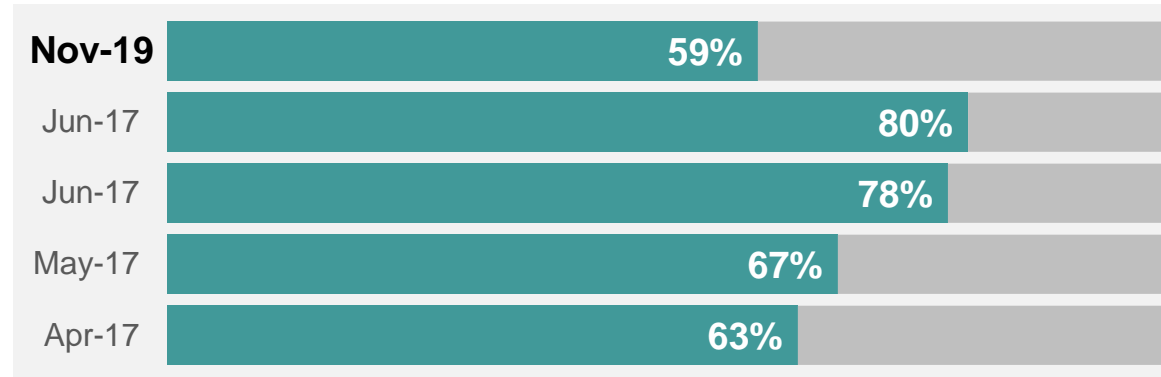Ipsos MORI

VOTING
DECISIONS

Ipsos MORI

Which party to vote for? % Definitely decided

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

Among all

Nov-19	59%
Jun-17	80%
Jun-17	78%
May-17	67%
Apr-17	63%

Among Conservative party supporters

Nov-19	71%
Jun-17	86%
Jun-17	75%
May-17	77%
Apr-17	78%

Among Labour party supporters

Nov-19	54%
Jun-17	80%
Jun-17	76%
May-17	57%
Apr-17	56%

Among Liberal Democrat supporters

Nov-19	40%
Jun-17	80%
Jun-17	78%
May-17	67%
Apr-17	63%

Ipsos MORI

Which party to vote for? % May change mind

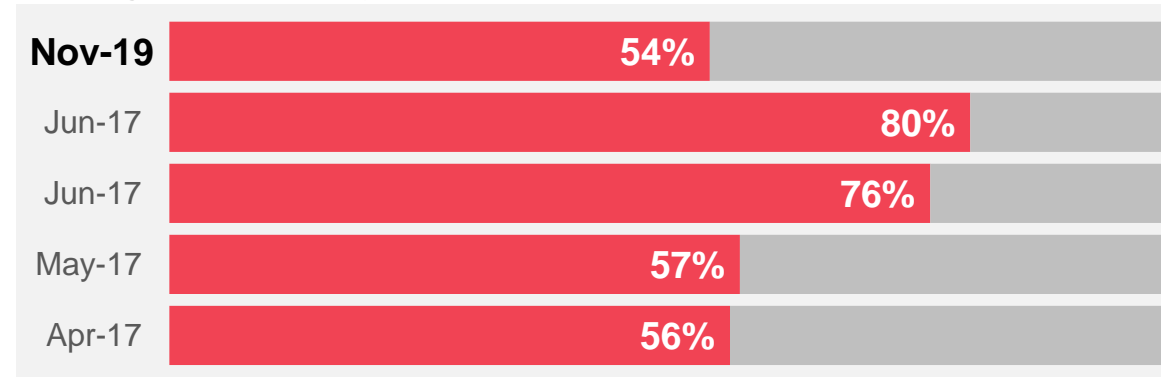**Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?**
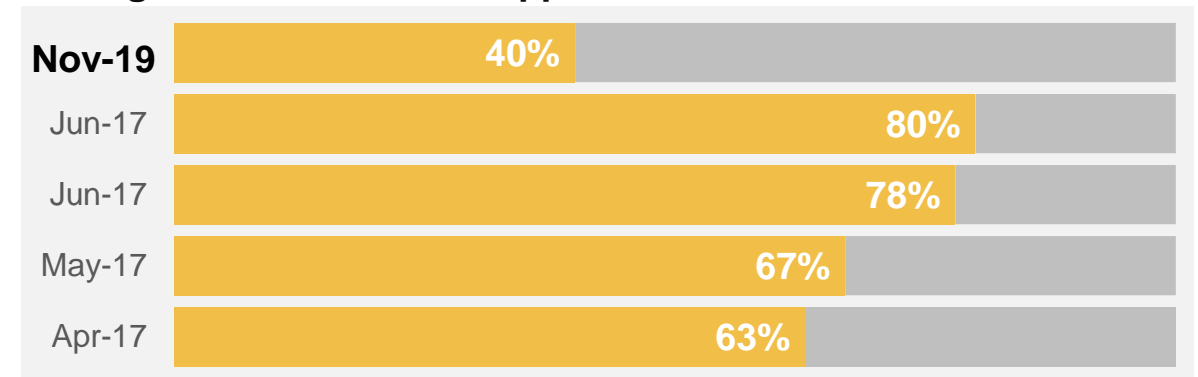

Cameron elected (May 10)

Cameron re-elected (May 15)

May elected (June 17)

49% Apr-10
30% May-10
56% Aug-14
51% Jan-15
50% Feb-15
41% Mar-15
38% Apr-15
34% Apr-15
36% Apr-17
32% May-17
20% Jun-17
40% Nov-19
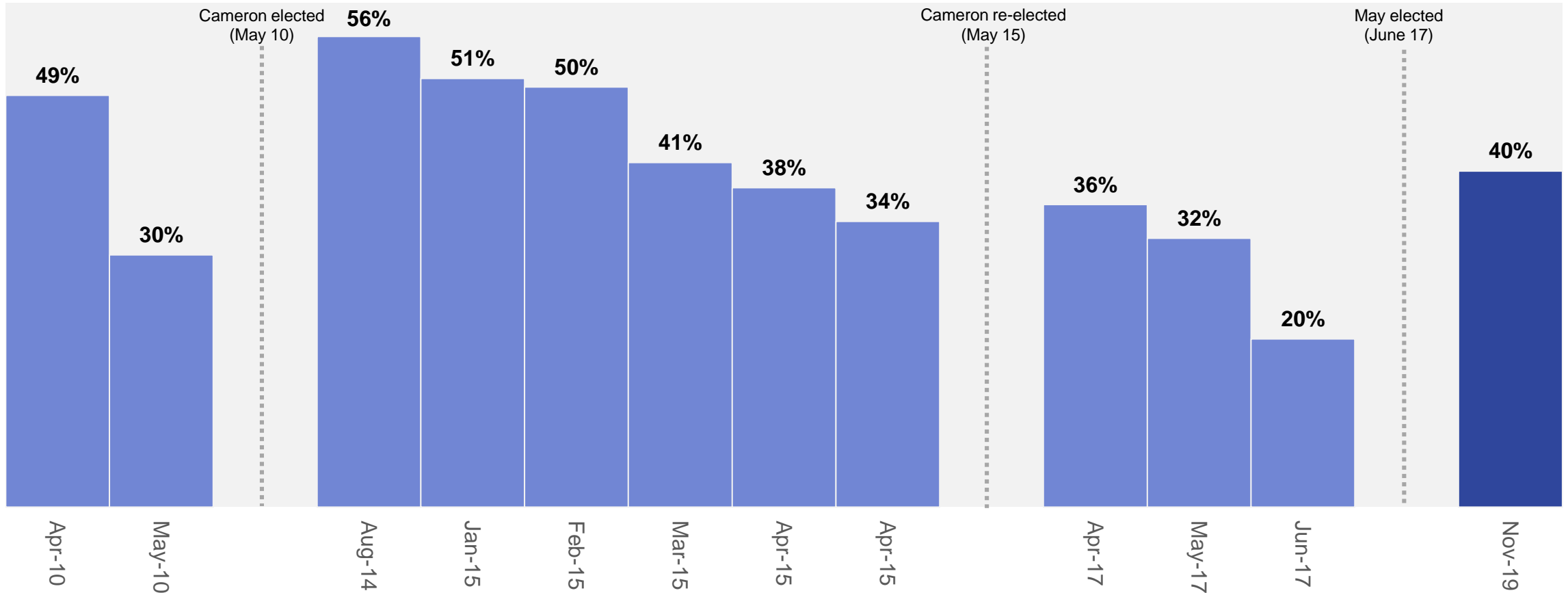
Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

Ipsos MORI

Who might you vote for instead?

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

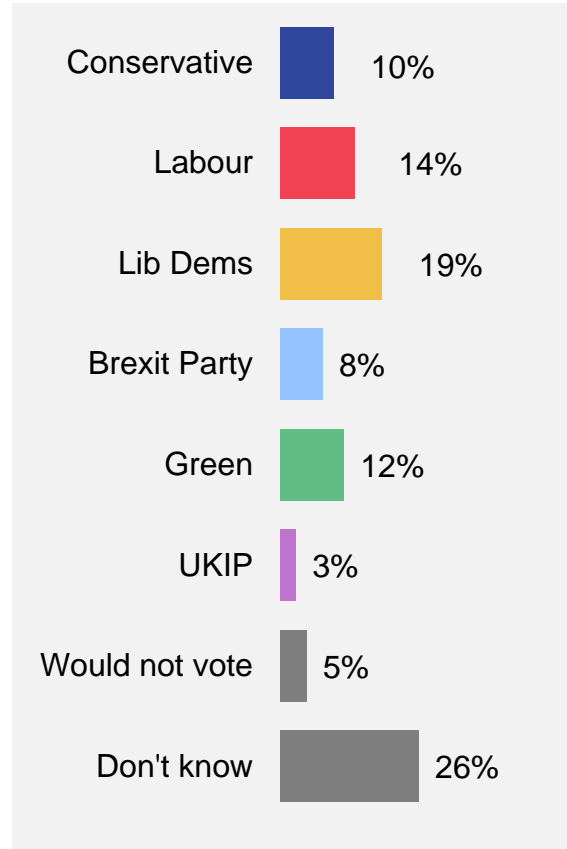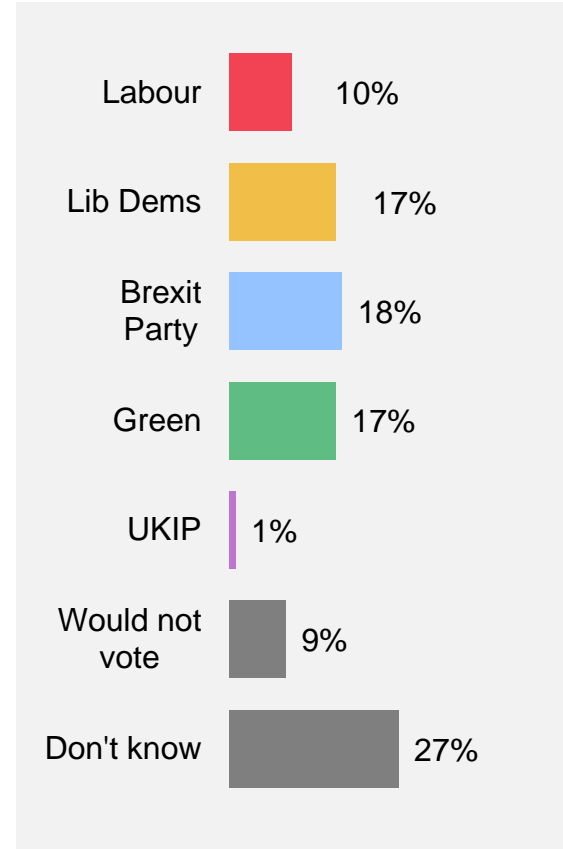### Among all who might change their mind

Party	%
Conservative	10%
Labour	14%
Lib Dems	19%
Brexit Party	8%
Green	12%
UKIP	3%
Would not vote	5%
Don't know	26%

Among Conservative supporters who might change their mind

Party	%
Labour	10%
Lib Dems	17%
Brexit Party	18%
Green	17%
UKIP	1%
Would not vote	9%
Don't know	27%

Among Labour party supporters who might change their mind

Party	%
Conservative	12%
Lib Dems	34%
Brexit Party	3%
Green	12%
UKIP	8%
Would not vote	4%
Don't know	24%
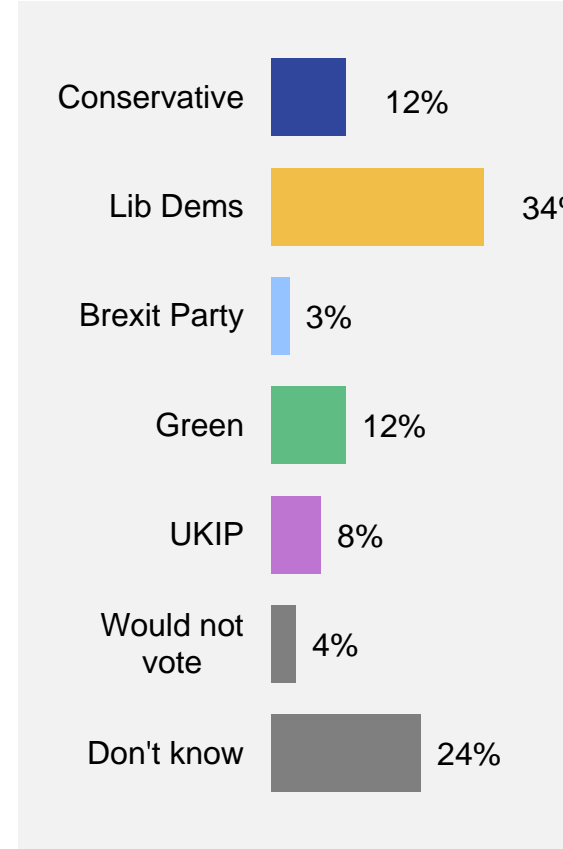
Among Lib Dem supporters who might change their mind
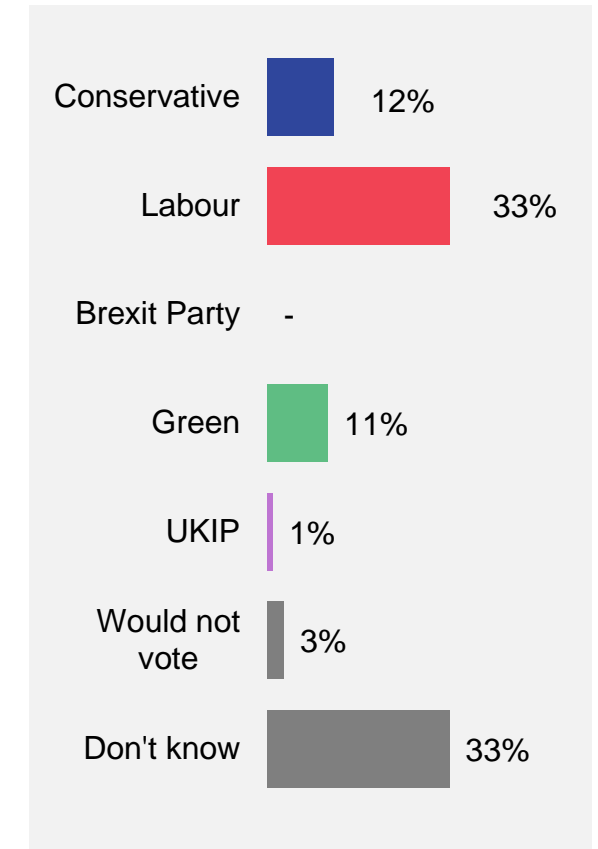
Party	%
Conservative	12%
Labour	33%
Brexit Party	-
Green	11%
UKIP	1%
Would not vote	3%
Don't know	33%

Ipsos MORI

Importance of the General Election

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

■ Important   ■ Not important
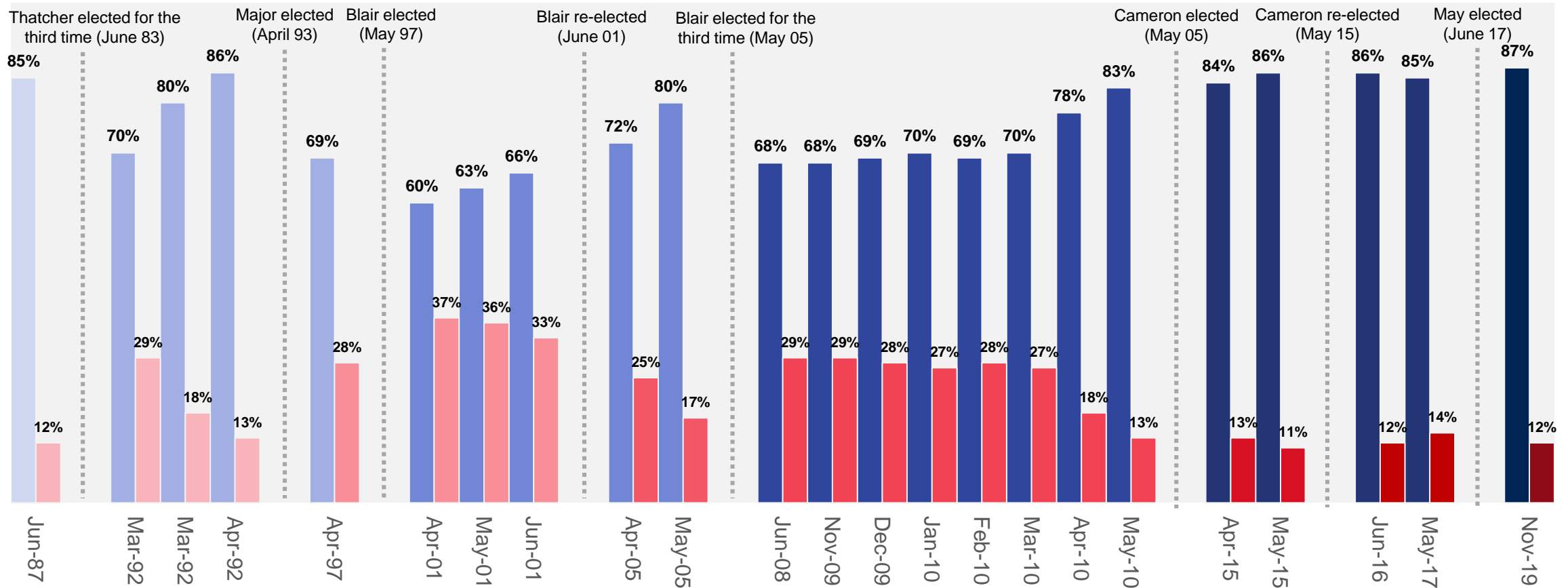
Thatcher elected for the third time (June 83)
Major elected (April 93)
Blair elected (May 97)
Blair re-elected (June 01)
Blair elected for the third time (May 05)
Cameron elected (May 05)
Cameron re-elected (May 15)
May elected (June 17)

Jun-87: 85% / 12%
Mar-92: 70% / 29%
Mar-92: 80% / 18%
Apr-92: 86% / 13%
Apr-97: 69% / 28%
Apr-01: 60% / 37%
May-01: 63% / 36%
Jun-01: 66% / 33%
Apr-05: 72% / 25%
May-05: 80% / 17%
Jun-08: 68% / 29%
Nov-09: 68% / 29%
Dec-09: 69% / 28%
Jan-10: 70% / 27%
Feb-10: 69% / 28%
Mar-10: 70% / 27%
Apr-10: 78% / 18%
May-10: 83% / 13%
Apr-15: 84% / 13%
May-15: 86% / 11%
Jun-16: 86% / 12%
May-17: 85% / 14%
Nov-19: 87% / 12%

Ipsos MORI

Importance of the General Election

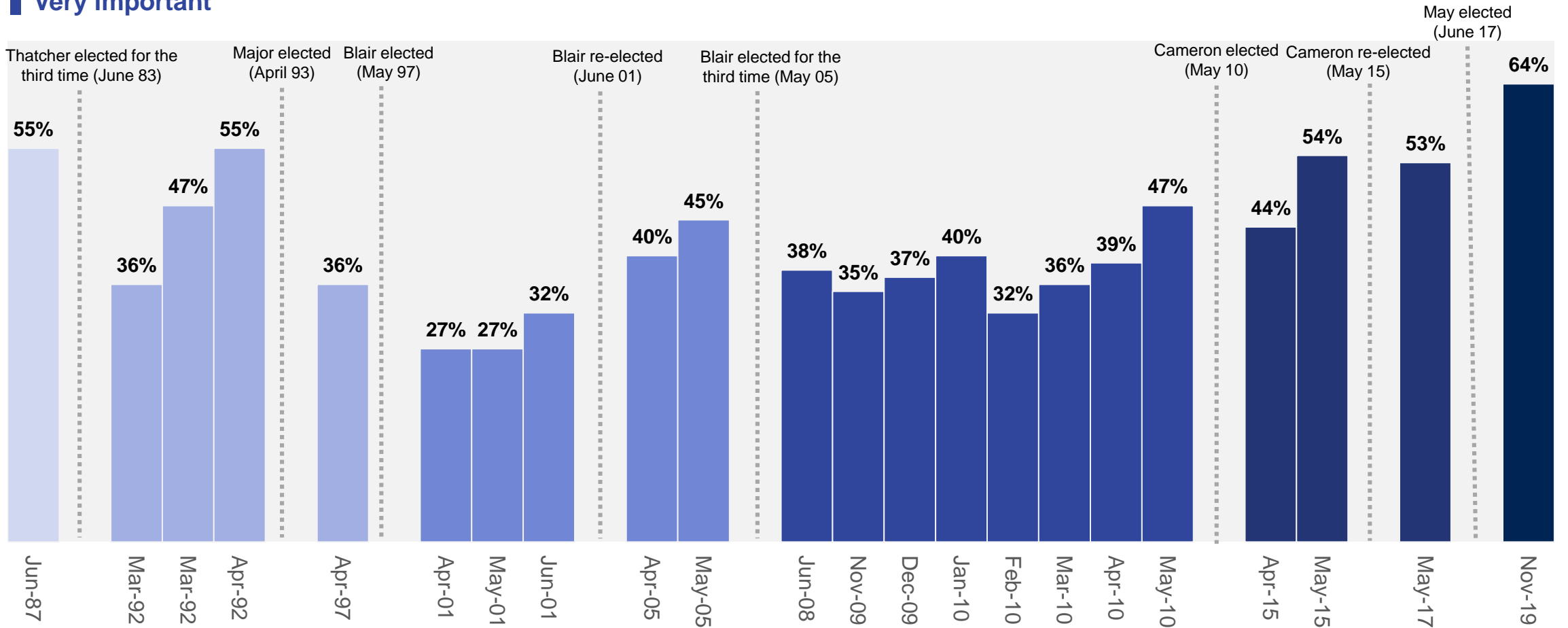## How important is it to you personally who wins the next general election?

▌**Very important**

Thatcher elected for the third time (June 83)

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)

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

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

Source: Ipsos MORI Political Monitor

© Ipsos | Ipsos MORI Political Monitor | November 2019 | Version 1 | Public
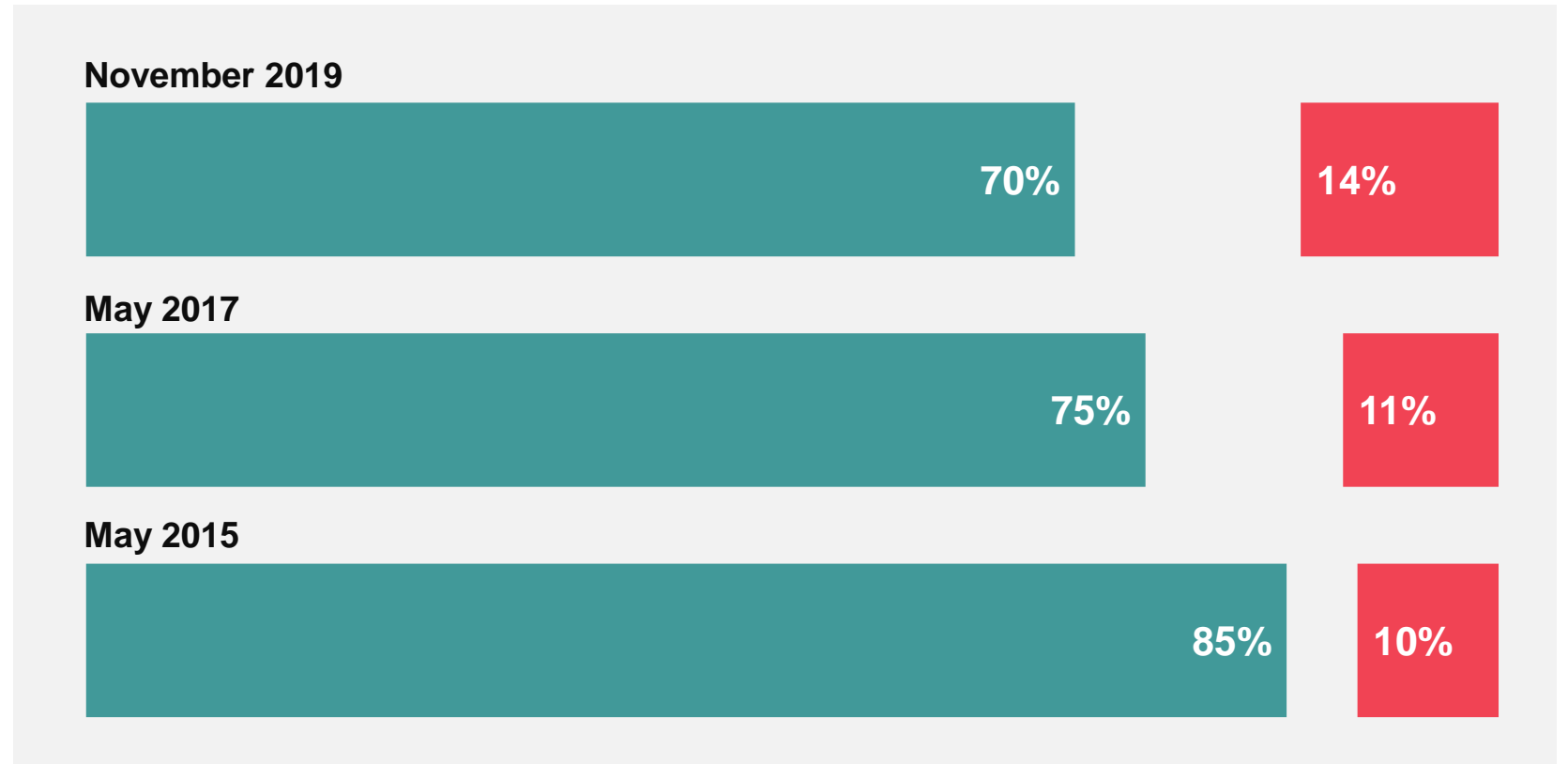
Ipsos MORI

Tactical voting decisions: GE2015 – GE2019

You said you would vote for/are inclined to support …. Which of the following statements comes closest to your reasons for intending to vote for….?

It is the party that most represent your views

The party you support has little chance of winning in this constituency so you vote for … to try and keep another party out

November 2019

70%   14%

May 2017

75%   11%

May 2015

85%   10%

Base: 1,228 British adults 18+, 15-19 November 2019

Source: Ipsos MORI Political Monitor

© Ipsos | Ipsos MORI Political Monitor | November 2019 | Version 1 | Public
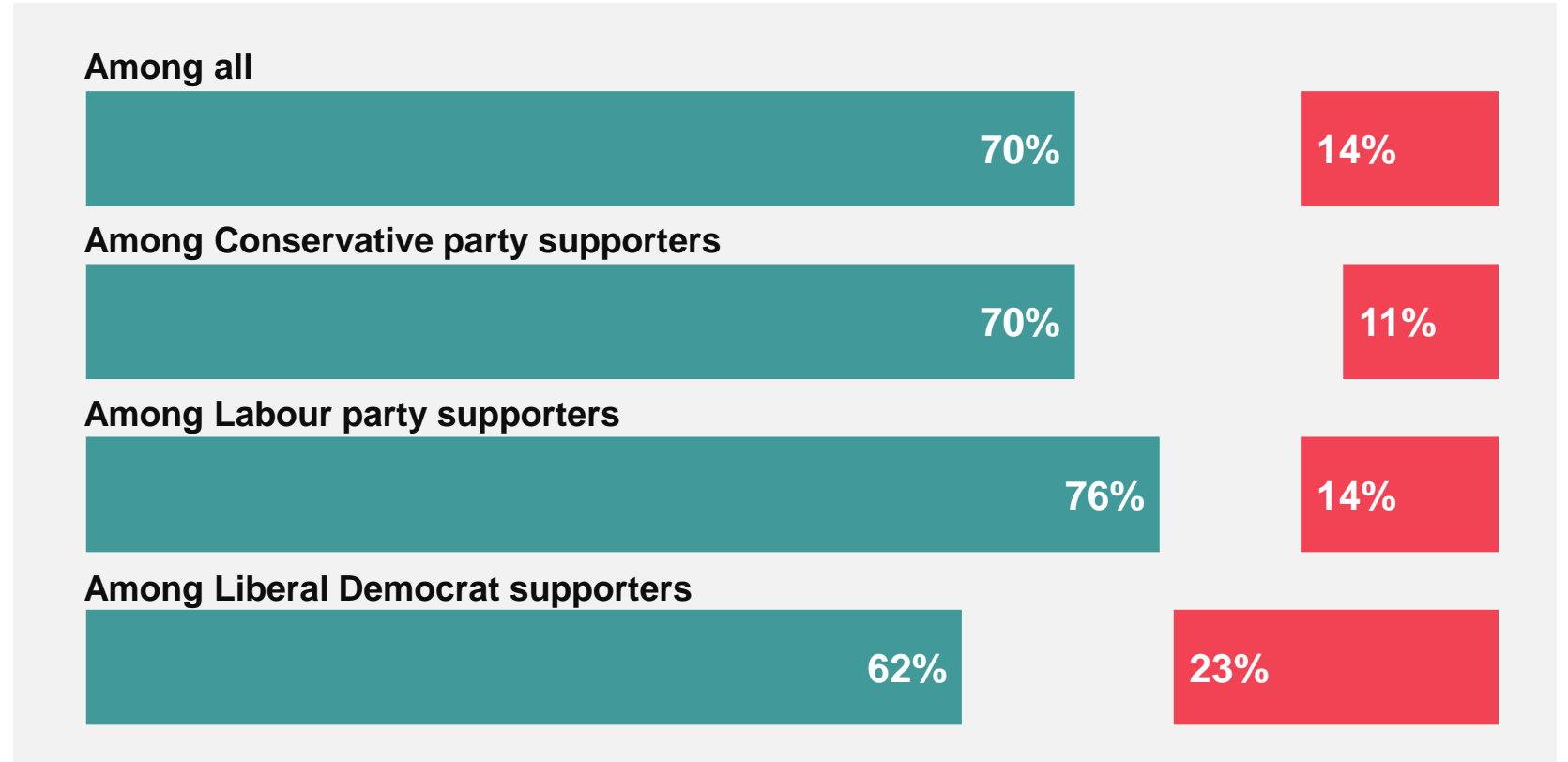
Ipsos MORI

Tactical voting decisions: By party

You said you would vote for/are inclined to support …. Which of the following statements comes closest to your reasons for intending to vote for….?

It is the party that most represent your views

The party you support has little chance of winning in this constituency so you vote for … to try and keep another party out

Among all
70%   14%

Among Conservative party supporters
70%   11%

Among Labour party supporters
76%   14%

Among Liberal Democrat supporters
62%   23%
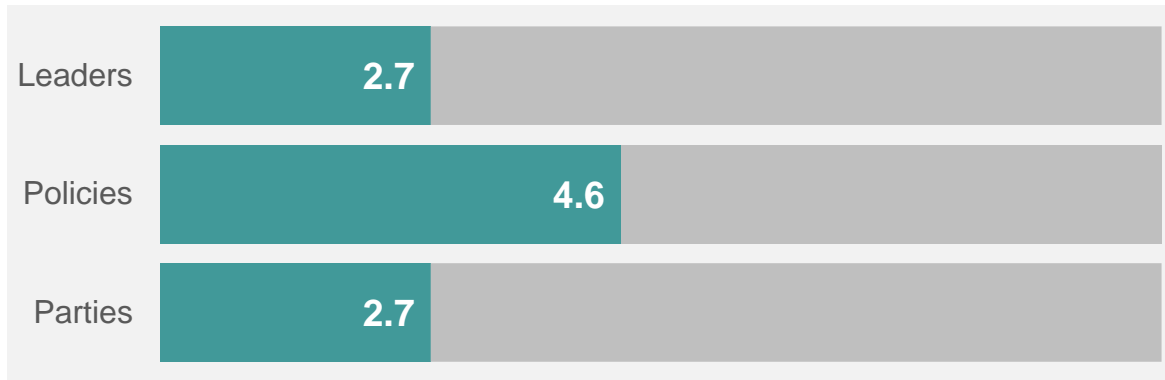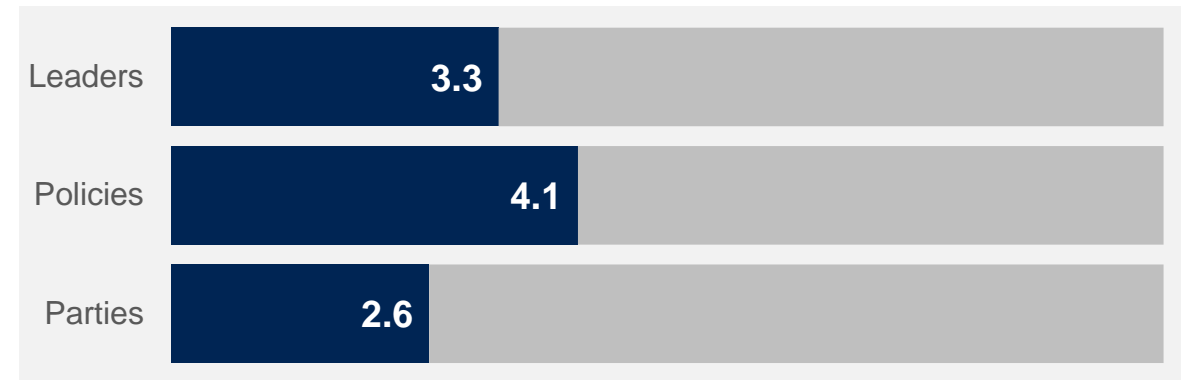
Ipsos MORI

What matters to you when voting?

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?
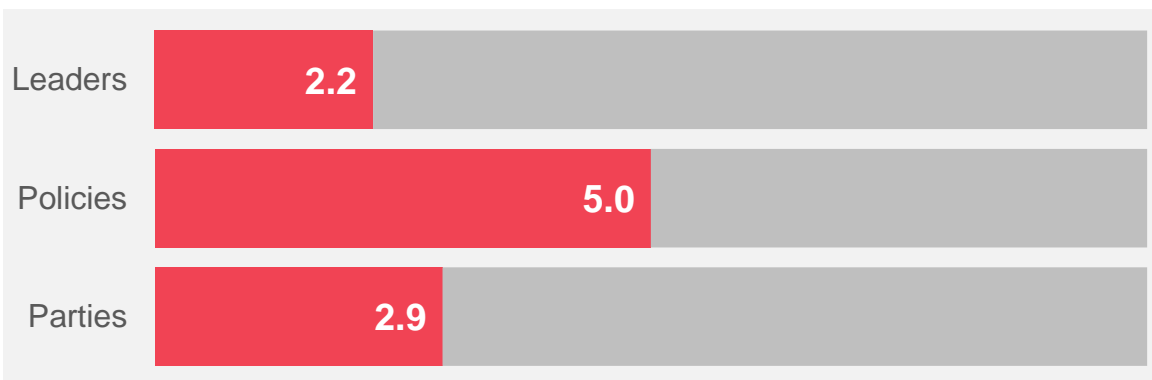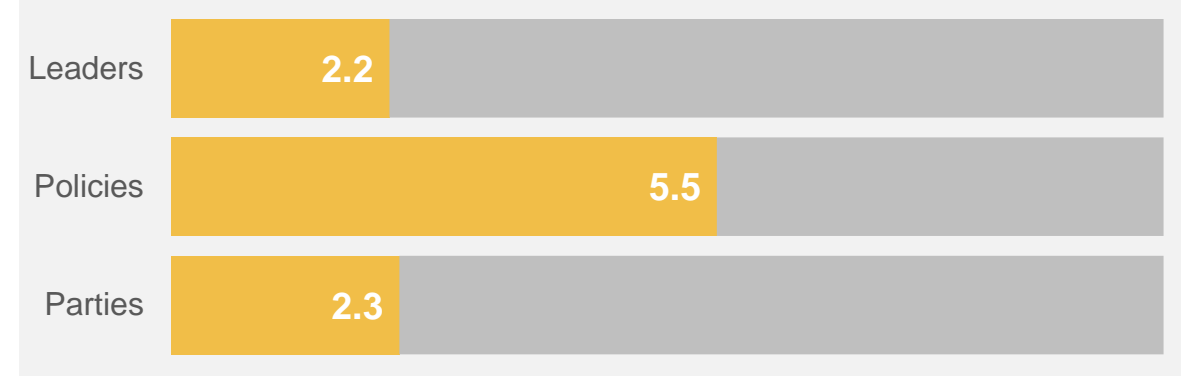
Mean results

Among all

Leaders	2.7
Policies	4.6
Parties	2.7

Among Conservative party supporters

Leaders	3.3
Policies	4.1
Parties	2.6

Among Labour party supporters

Leaders	2.2
Policies	5.0
Parties	2.9

Among Liberal Democrat supporters

Leaders	2.2
Policies	5.5
Parties	2.3

Ipsos MORI

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?
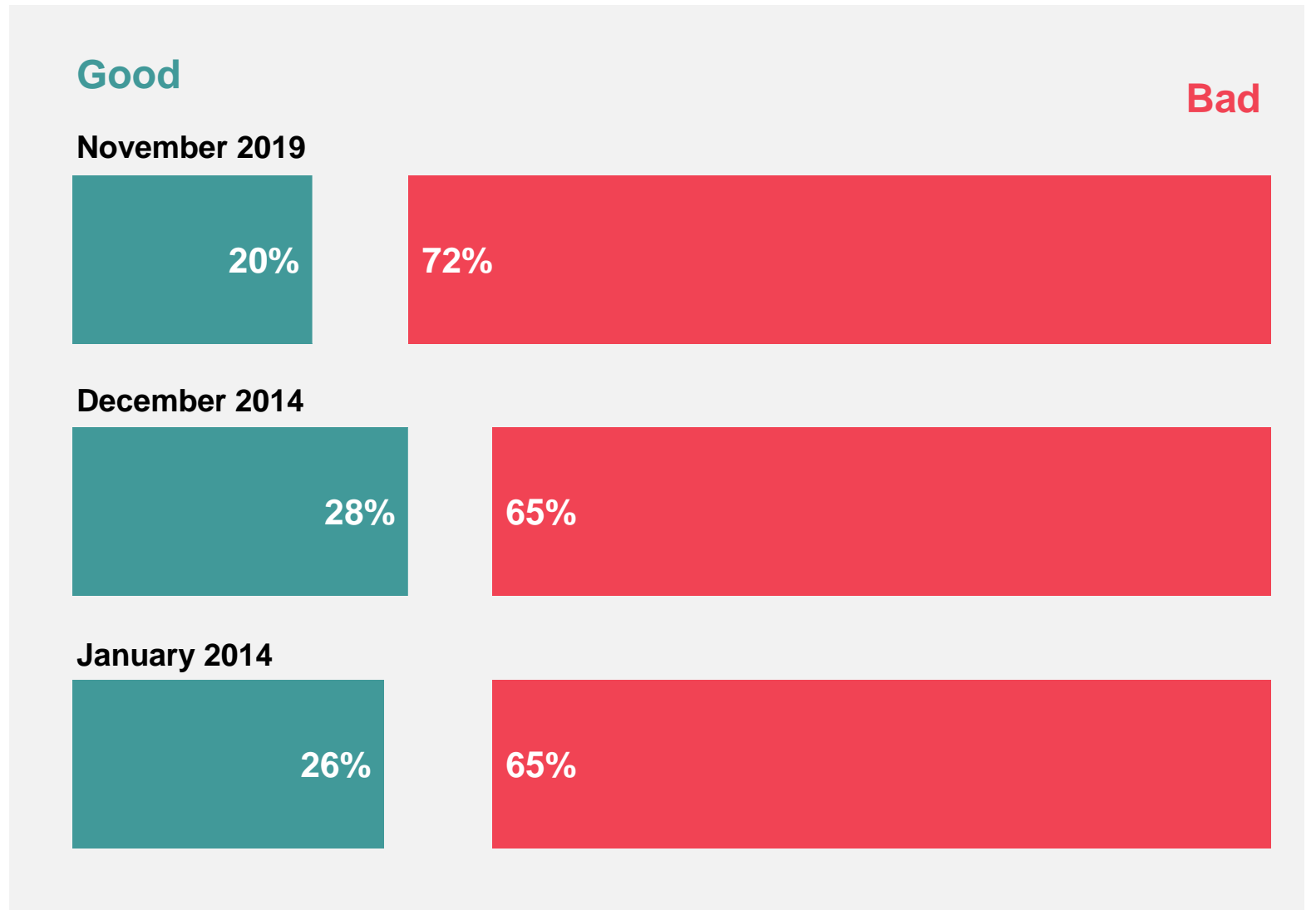
Mean results among all giving a voting intention

Policies: 4.6 (2005), 3.8, 4.3 (2015), 3.7 (2017), 4.6 (2019)
Leaders: 3.1 (2005), 3.8 (2010), 3 (2015), 3.1 (2017), 2.7 (2019)
Parties: 2.4 (2005), 2.2 (2010), 2.6 (2015), 3 (2017), 2.7 (2019)

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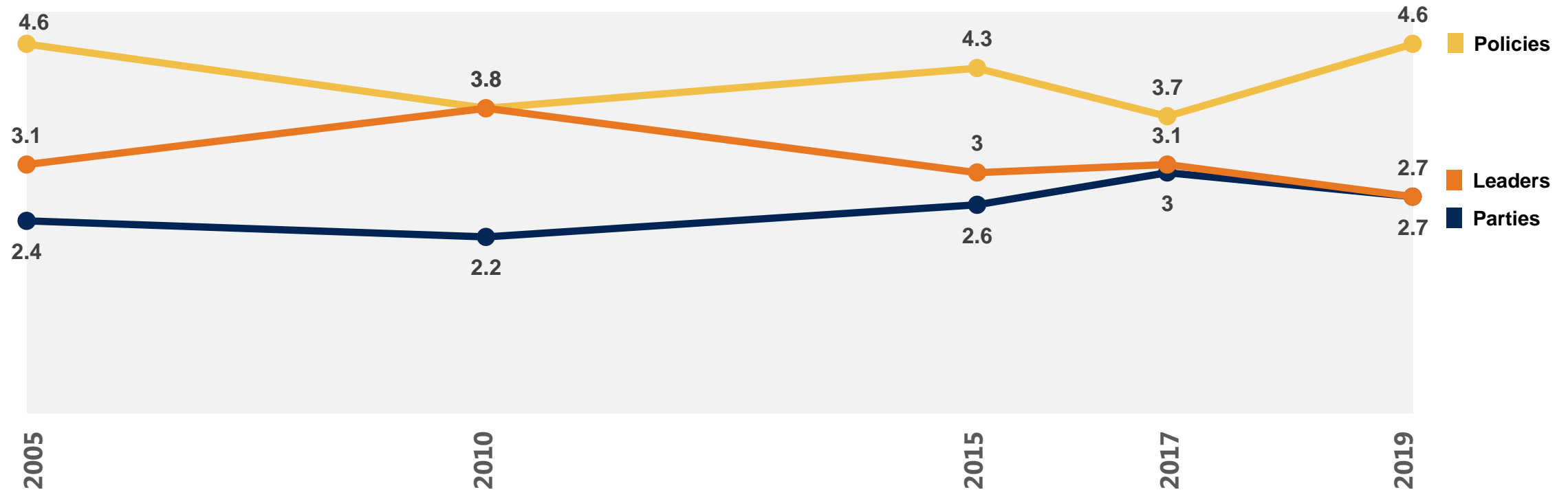
Base: c.1,000 British adults 18+ each month giving a voting intention

Source: Ipsos MORI Political Monitor

Ipsos MORI

Prospect of a hung parliament

Thinking about the next general election, do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?

Good

Bad

November 2019

Good	Bad
20%	72%

December 2014

Good	Bad
28%	65%

January 2014

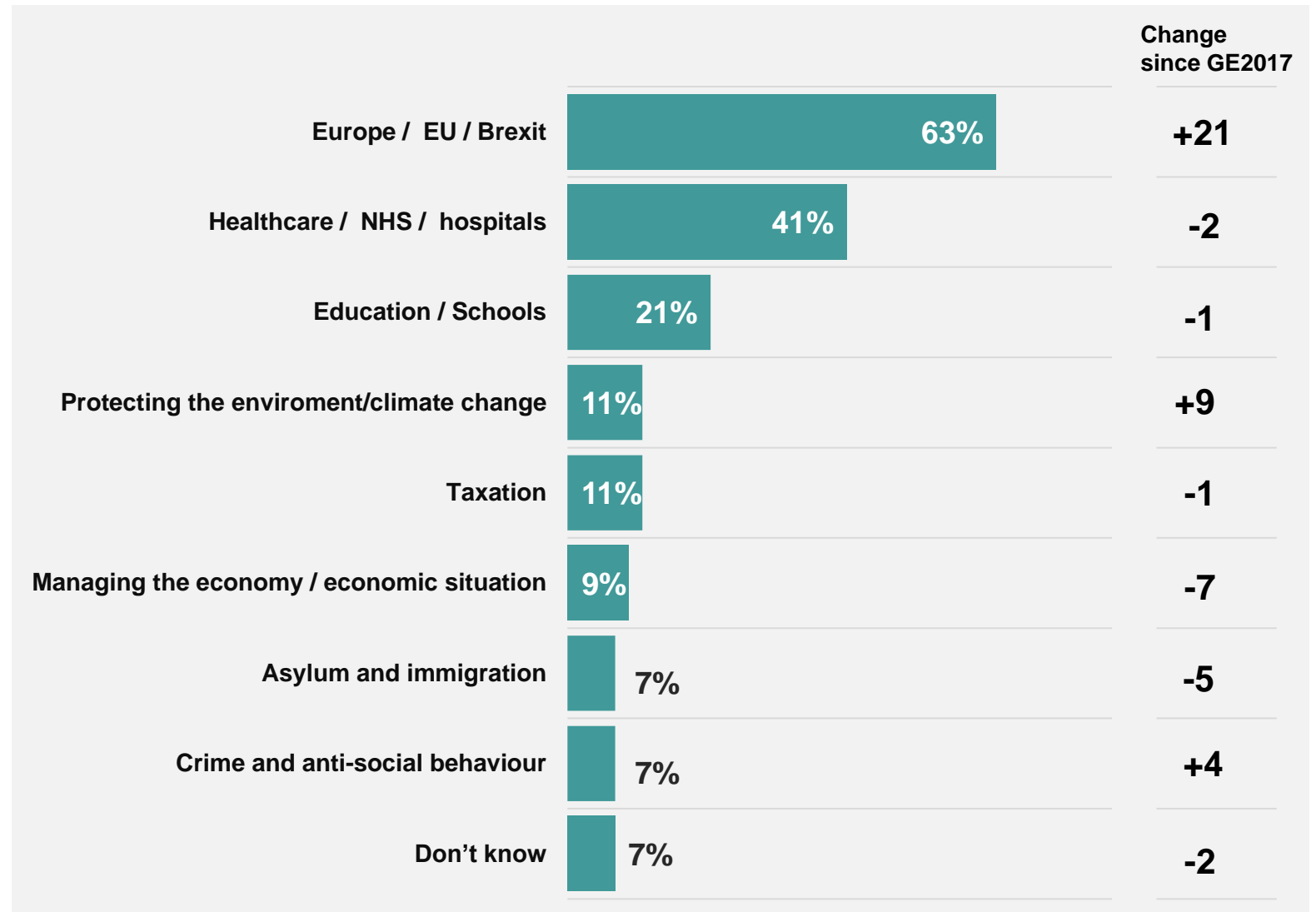| Good	Bad
26%	65%

Ipsos MORI

KEY
ISSUES

Ipsos MORI

Which issues will help decide your vote?

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?
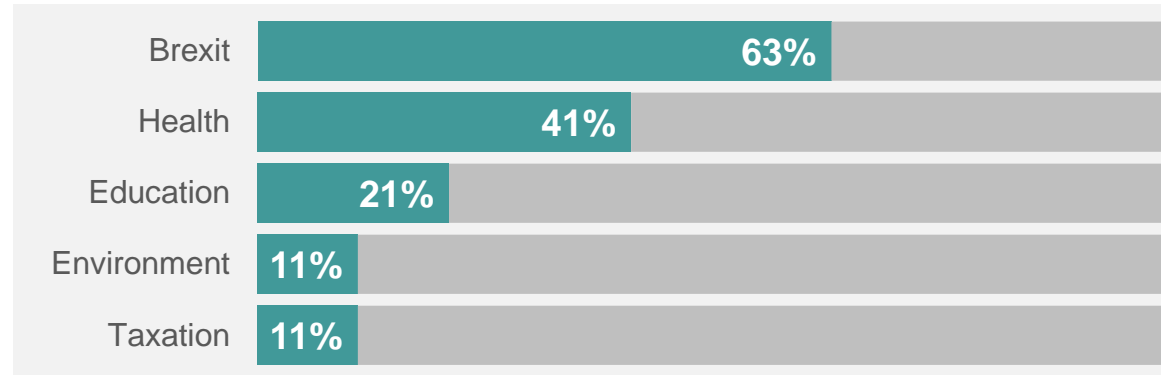

Issue	%	Change since GE2017
Europe / EU / Brexit	63%	+21
Healthcare / NHS / hospitals	41%	-2
Education / Schools	21%	-1
Protecting the enviroment/climate change	11%	+9
Taxation	11%	-1
Managing the economy / economic situation	9%	-7
Asylum and immigration	7%	-5
Crime and anti-social behaviour	7%	+4
Don't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

Base: 1,228 British adults 18+, 15-19 November 2019

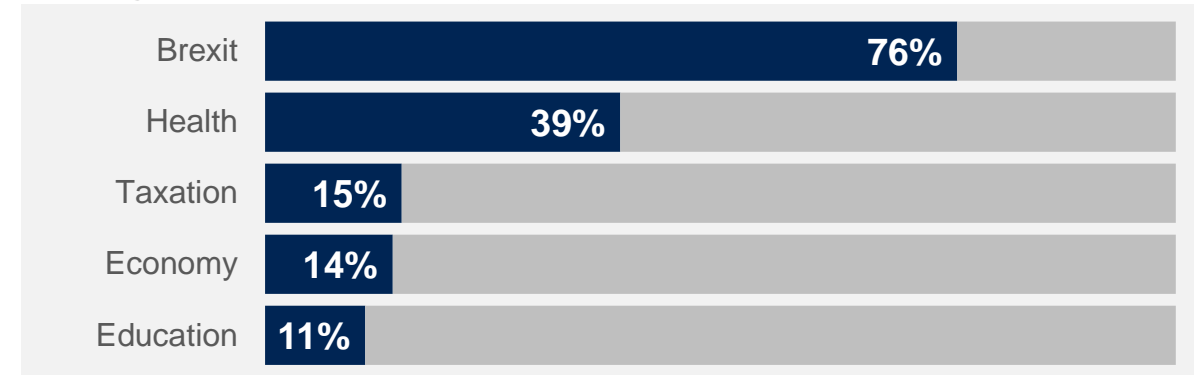**Source:** Ipsos MORI Political Monitor

Ipsos MORI

Which issues will help decide your vote?

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?
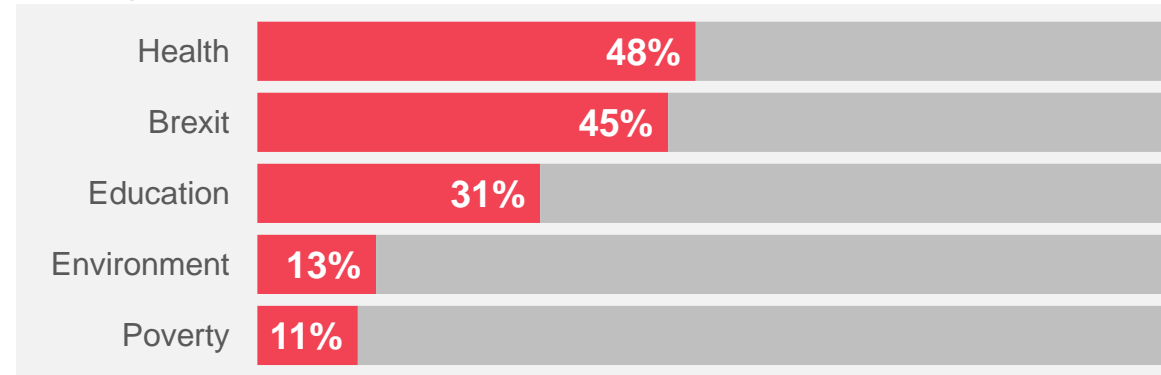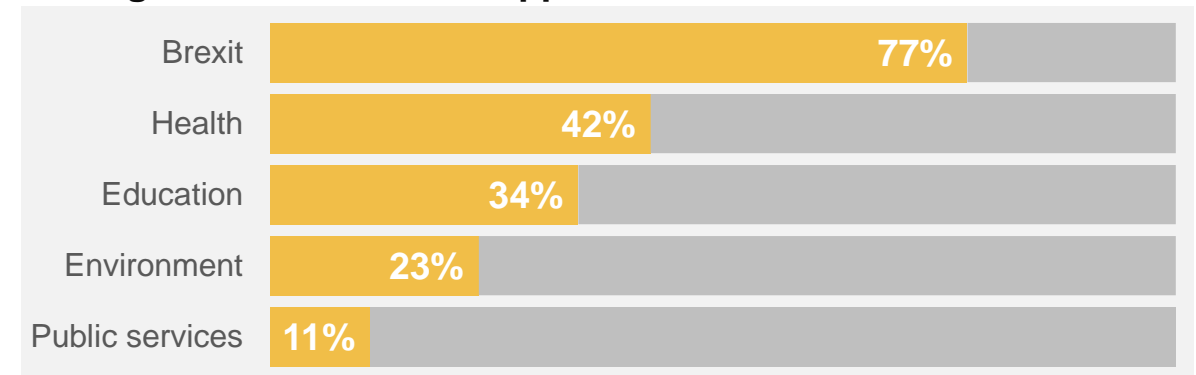
Among all

Issue	%
Brexit	63%
Health	41%
Education	21%
Environment	11%
Taxation	11%

Among Conservative party supporters

Issue	%
Brexit	76%
Health	39%
Taxation	15%
Economy	14%
Education	11%

Among Labour party supporters

Issue	%
Health	48%
Brexit	45%
Education	31%
Environment	13%
Poverty	11%

Among Liberal Democrat supporters

Issue	%
Brexit	77%
Health	42%
Education	34%
Environment	23%
Public services	11%

Ipsos MORI

Which issues will help decide your vote?

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?

■ GE2001   ■ GE2010   ■ GE2015   ■ GE2017   ■ GE2019

Ipsos MORI

Ipsos MORI

November 2019 Political Monitor

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Glenn Gottfried
Research Manager
glenn.gottfried@ipsos.com

Ipsos MORI