

IPSOS MORI CAMPAIGN TRACKER

NOVEMBER 2019

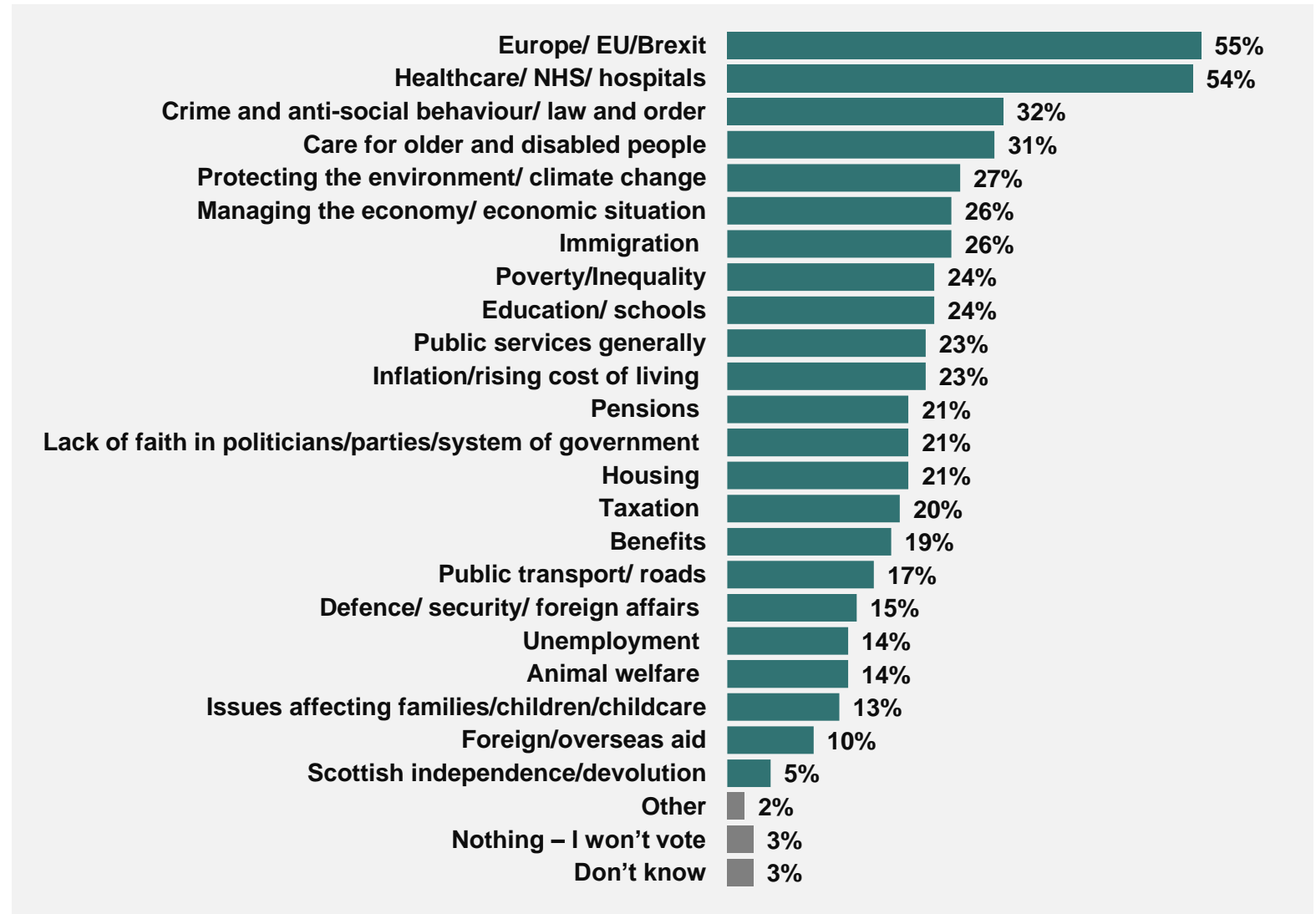


Ipsos MORI



Which issues will help decide your vote?

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?



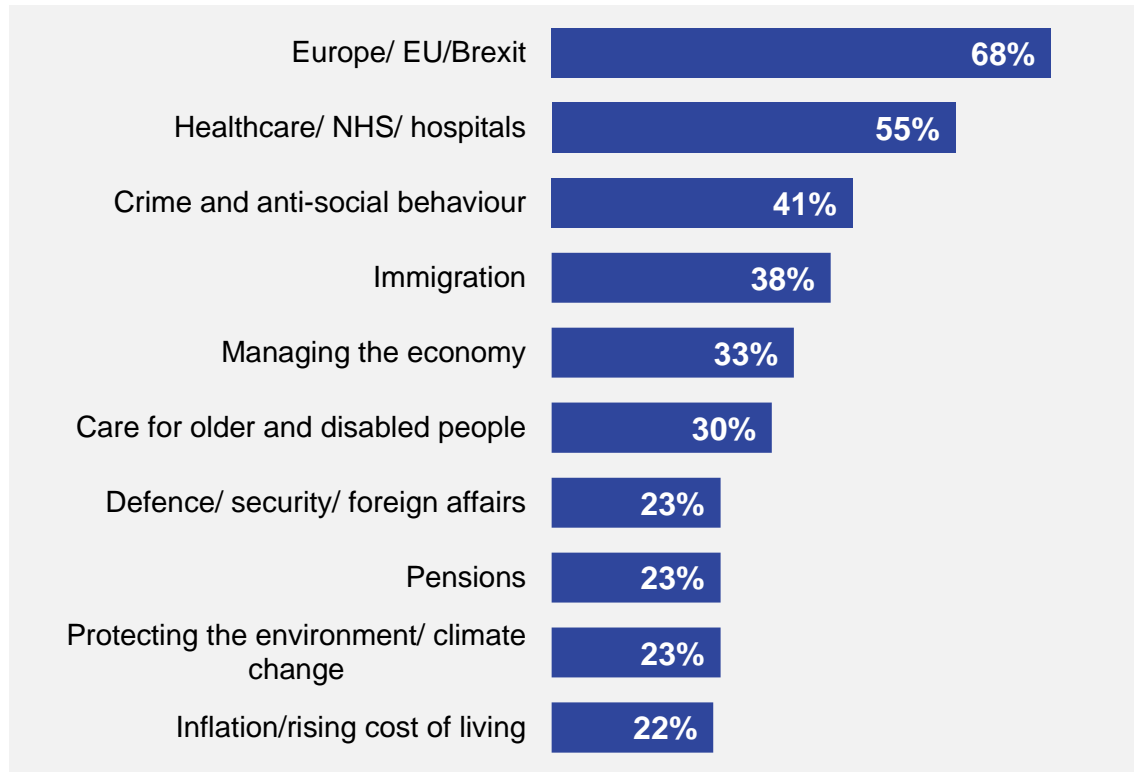
Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 8-11 November 2019

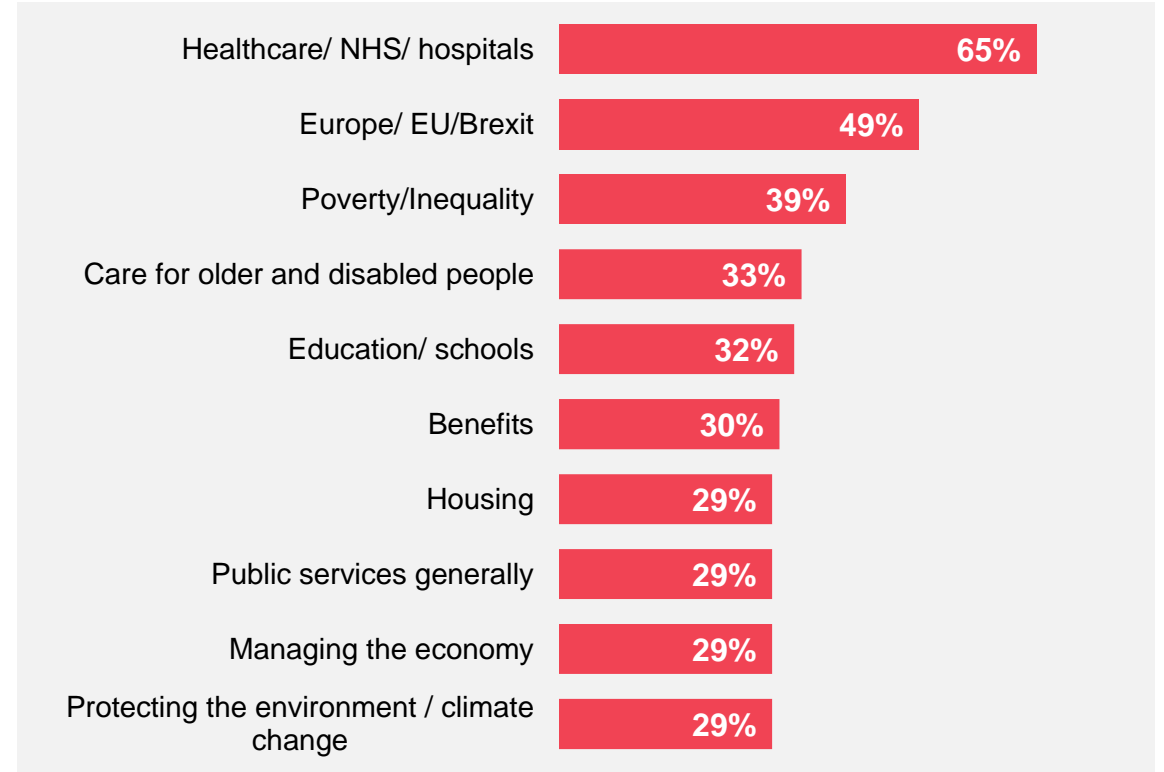
Which issues will help decide your vote? By party

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?

Top ten issues for 2017 Conservative voters



Top ten issues for 2017 Labour voters



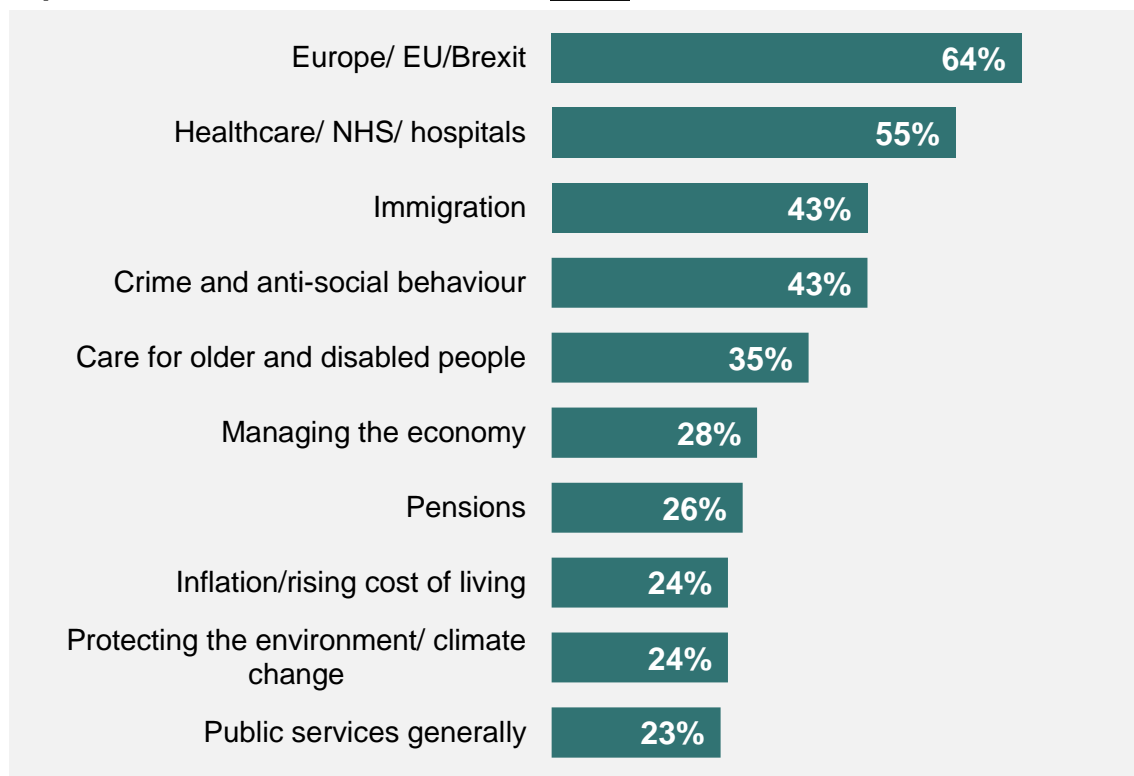
Base: 1,140 Online British adults 18+, 2017 Conservative voters (365), 2017 Labour voters (297) 8-11 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

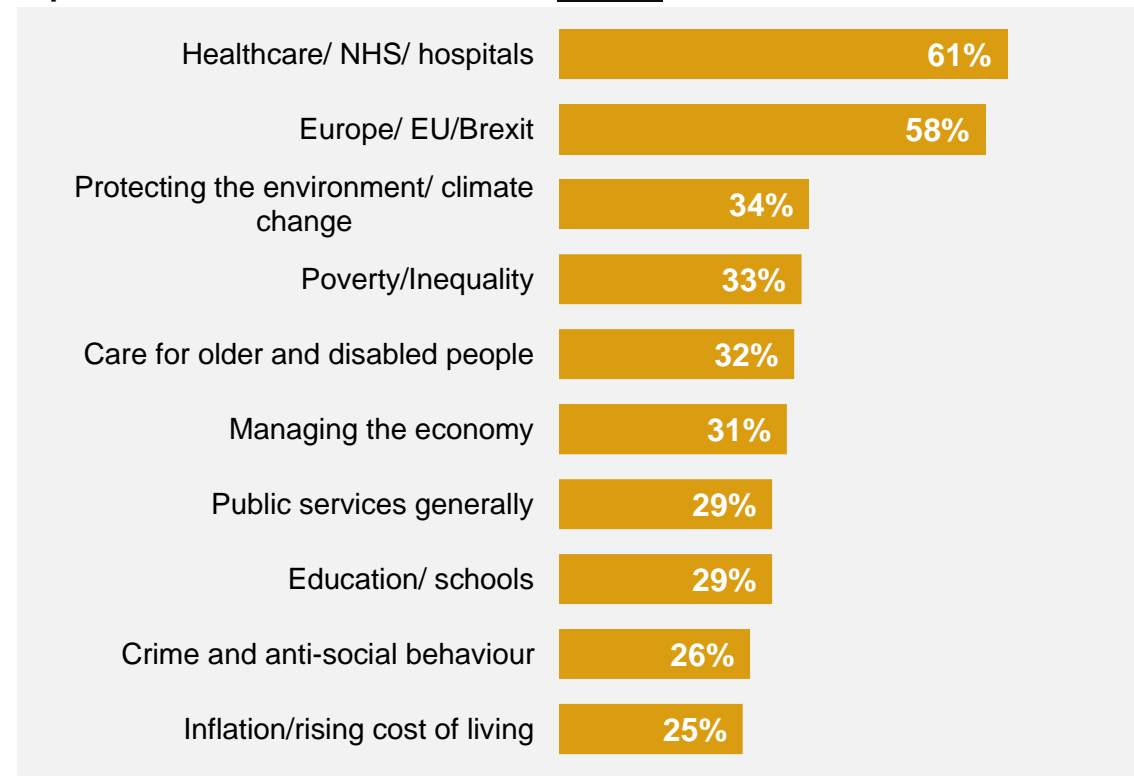
Which issues will help decide your vote? Leave vs Remain

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?

Top ten issues for those who voted leave in 2016 EU Referendum



Top ten issues for those who voted remain in 2016 EU Referendum



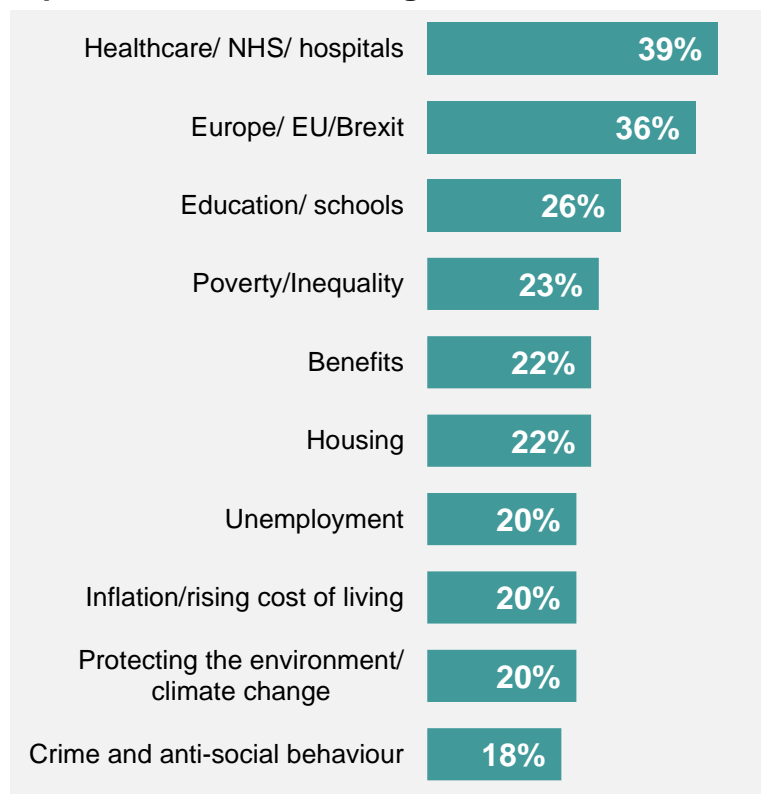
Base: 1,140 Online British adults 18+, those who voted leave (436), those who voted remain (503) 8-11 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

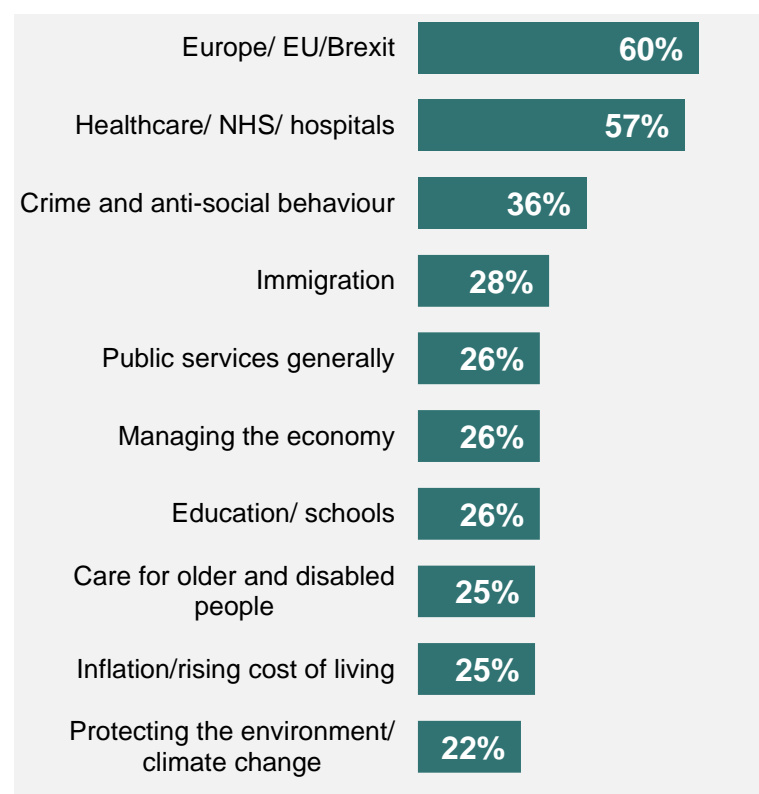
Which issues will help decide your vote? By age

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?

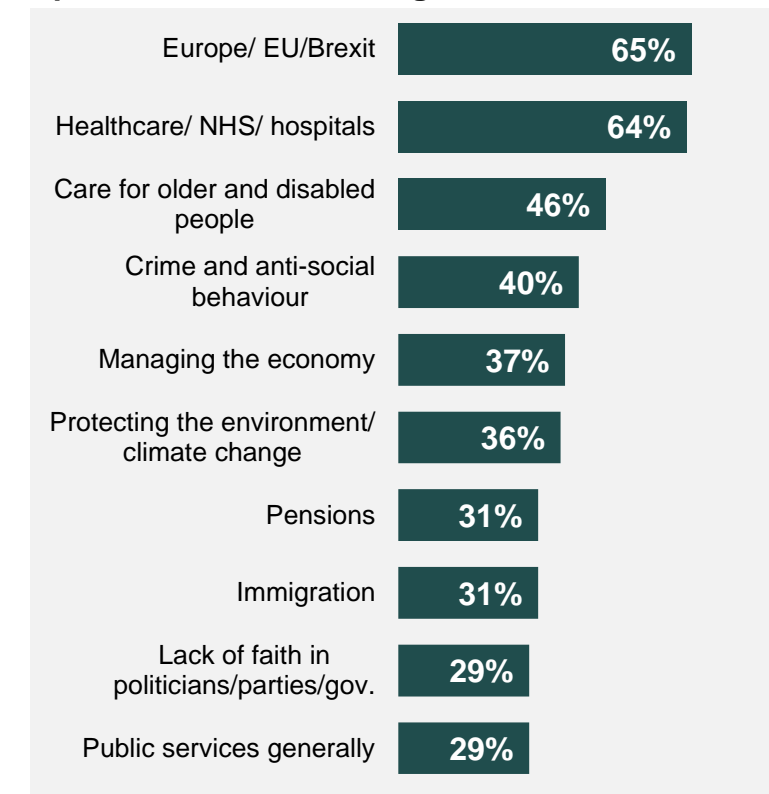
Top ten issues for those aged 18-34



Top ten issues for those aged 35-54



Top ten issues for those aged 55+

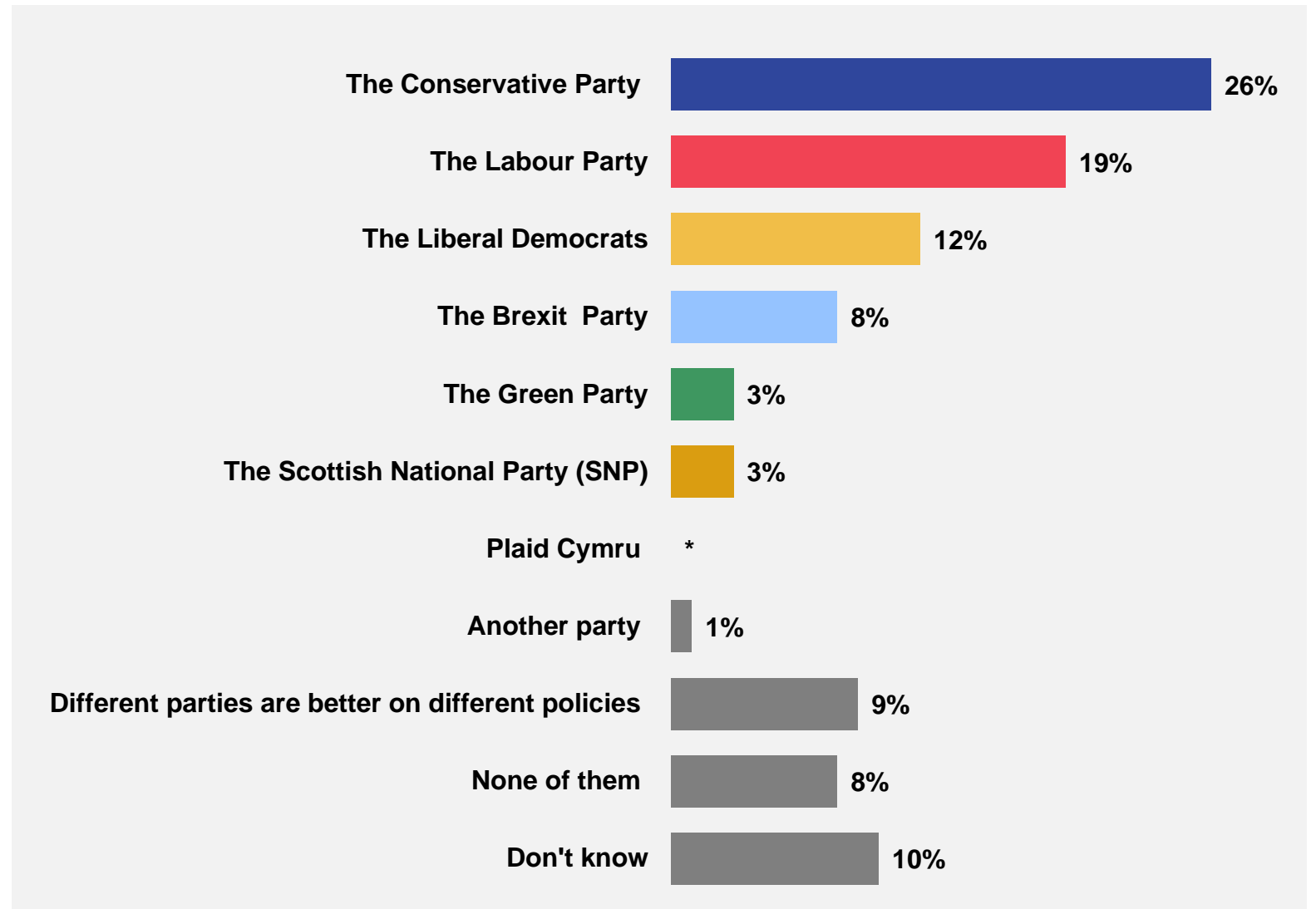


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, those aged 18-34 (363), 34-54 (402), 55+ (375) 8-11 November 2019

Which party has the best policies?

Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?

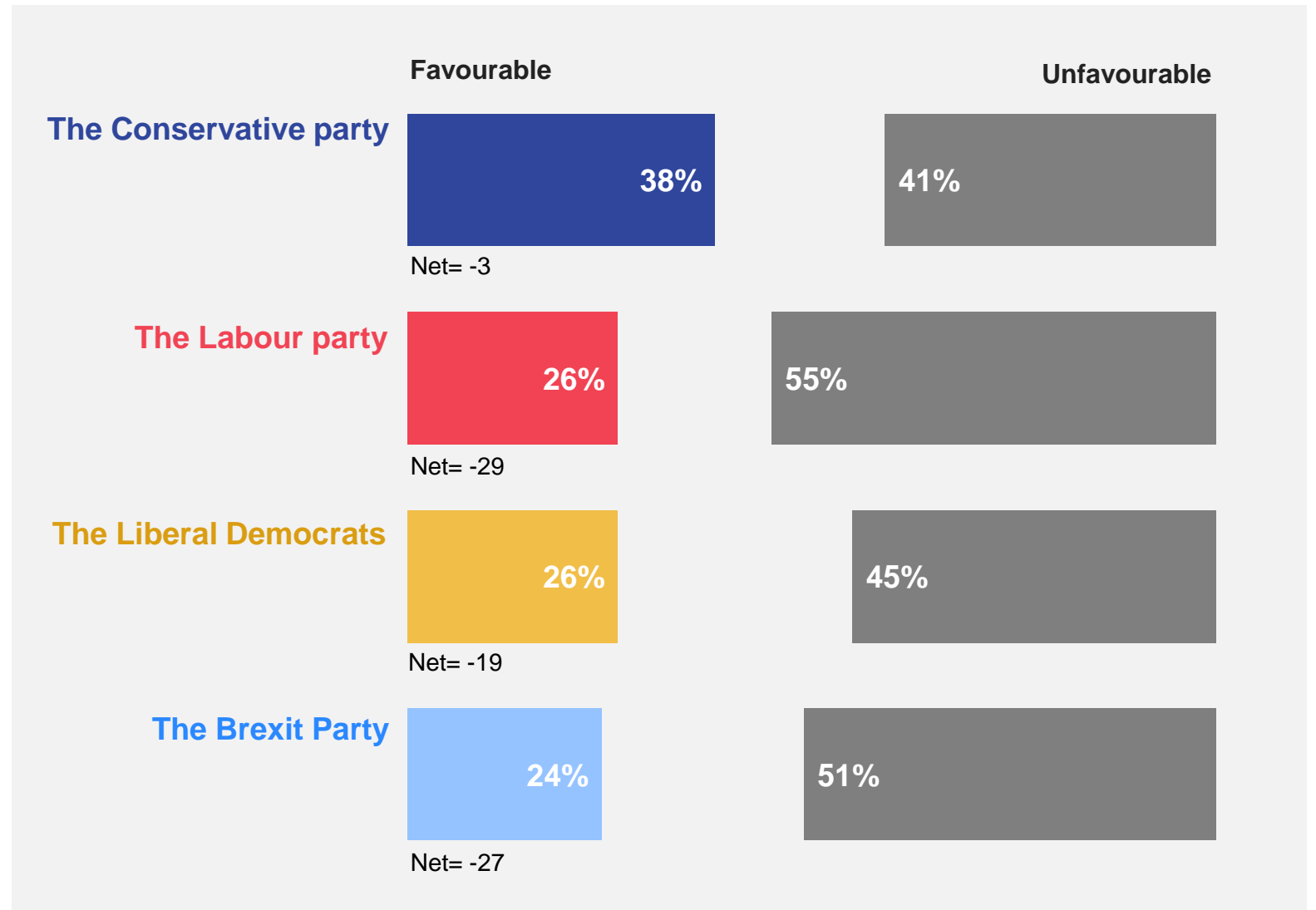


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 8-11 November 2019

Favourability towards the parties:

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

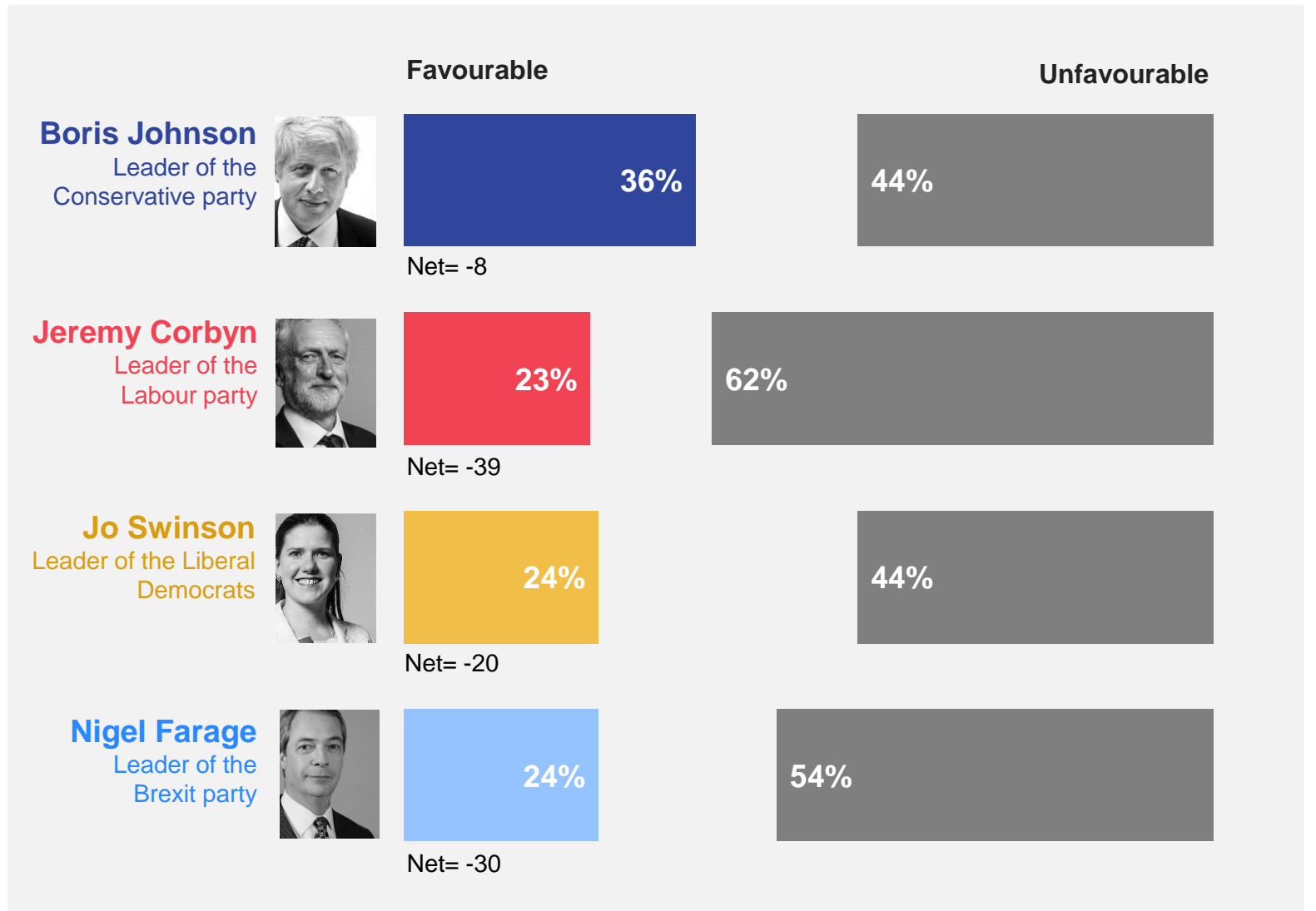


Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 8-11 November 2019

Favourability towards party leaders:

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

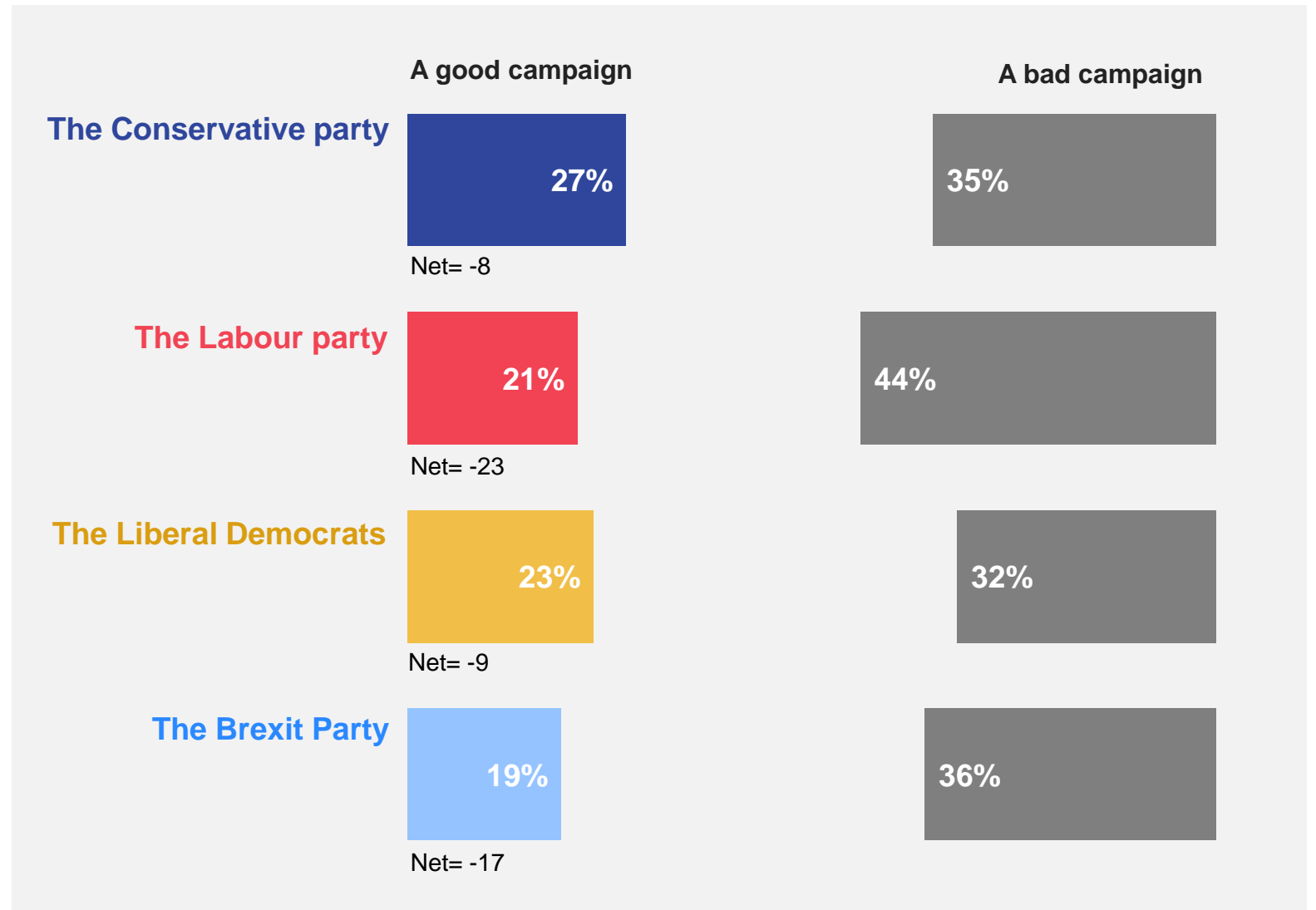


Base: 1,140 Online British adults 18+, 8-11 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Who is having a good campaign?

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



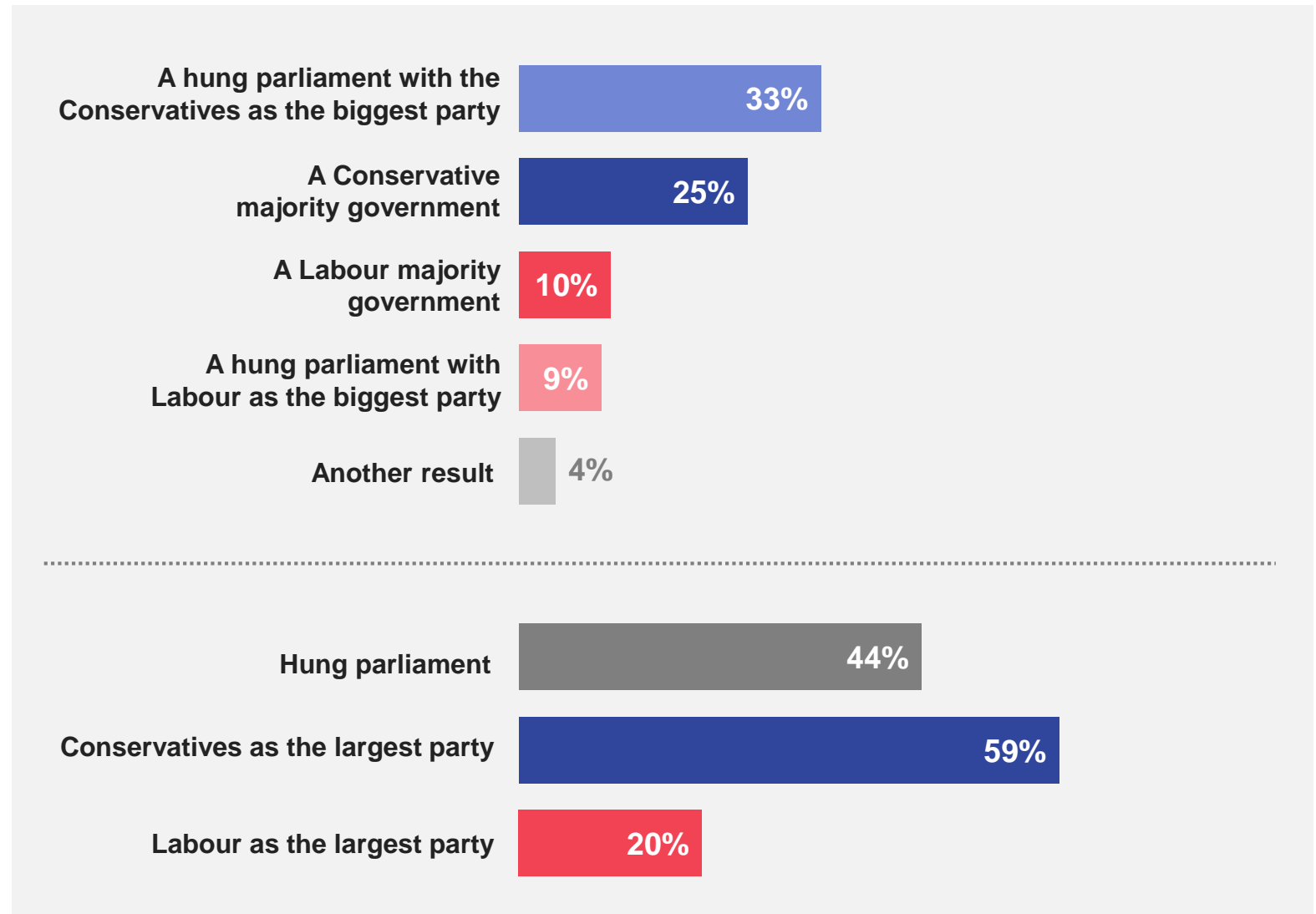
Source: Ipsos MORI General Election 2019 Campaign Tracker

Base: 1,140 Online British adults 18+, 8-11 November 2019

What will the election outcome be?

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

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



Base: 1,140 Online British adults 18+, 8-11 November 2019

Source: Ipsos MORI General Election 2019 Campaign Tracker

Technical Note

Ipsos MORI interviewed a representative sample of 1,140 adults 18+ across Great Britain. Interviews were conducted online: 8th – 11th November 2019. Data are weighted by region, social grade, age, working status and education to match the profile of the population.

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

Questions are asked of the total sample of n=1,140 unless otherwise stated.

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GENERAL ELECTION 2019 CAMPAIGN TRACKER

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