



GE2019: what lies ahead?

19 November
2019



“Beware pundits trying to forecast the unforecastable”



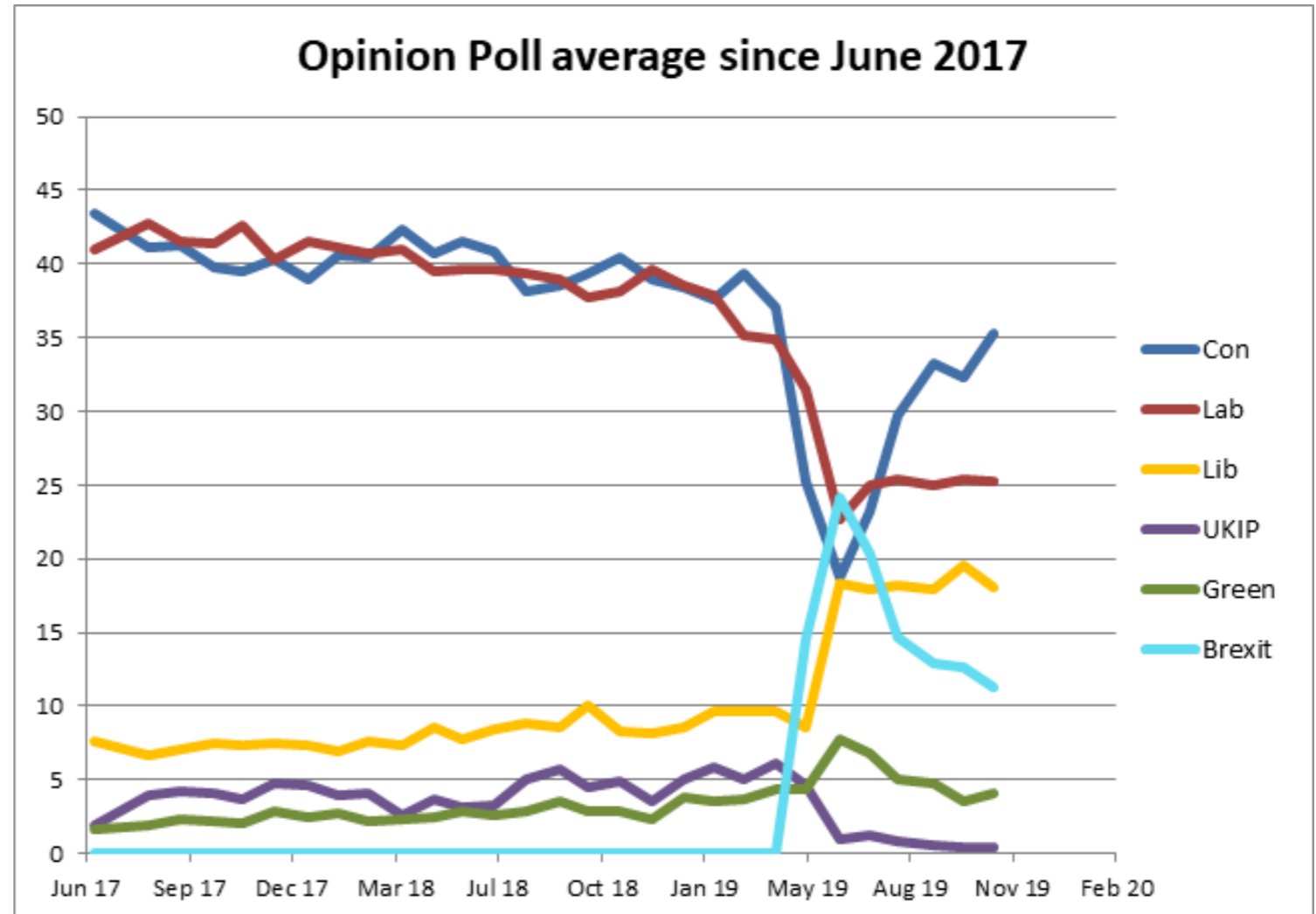
Why this one is so hard to call

- Combined vote shares 1900 to 2019
- December election impact
- Voters self-define by Brexit
- Remainers are fed up with it too
- Profound voter promiscuity
- No party has increased seats in a 4th term of office
- But no opposition leader has polled as badly as Corbyn



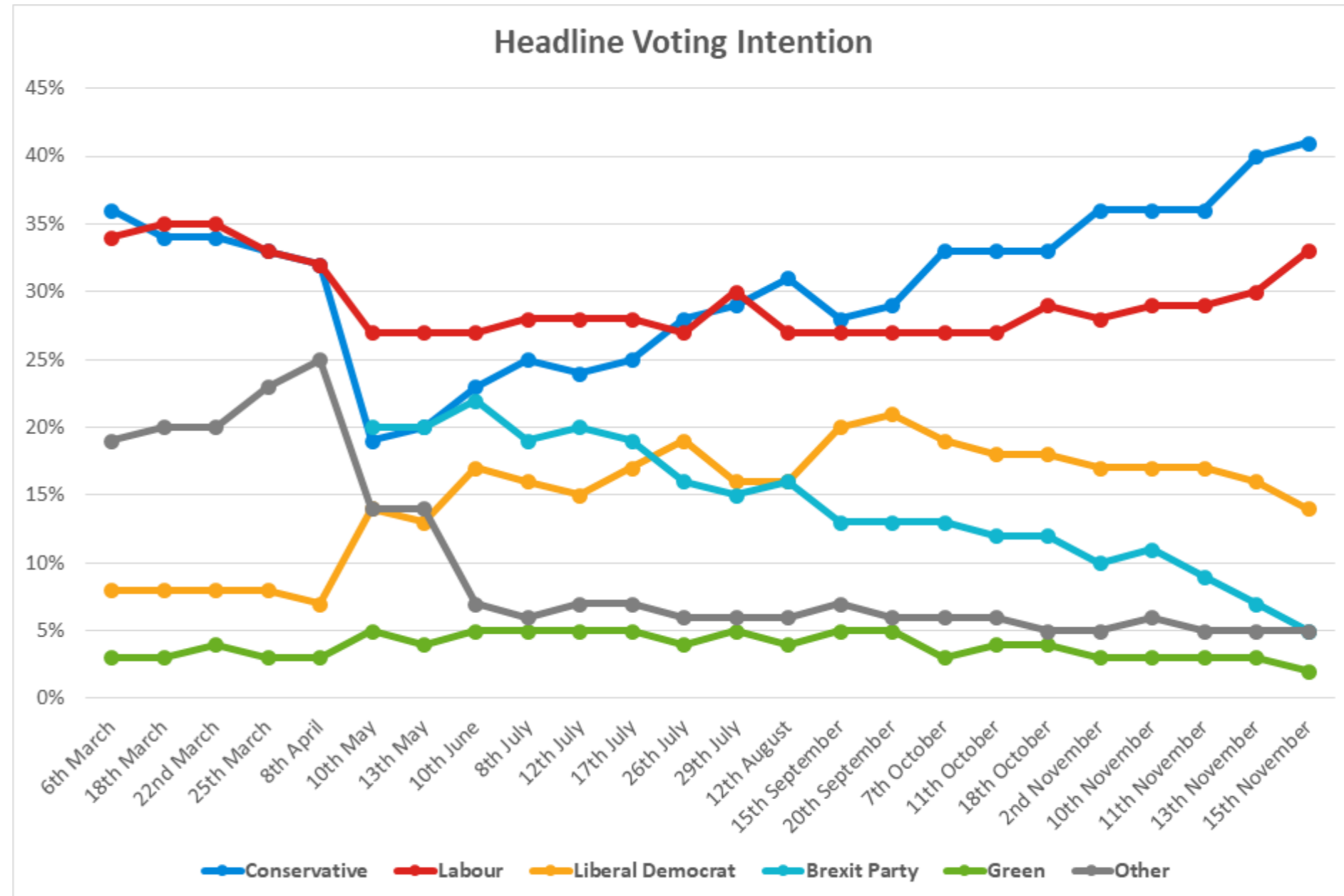
From calm to chaos

- Volatility
- Rise of smaller parties
- Total destruction of UKIP
- Lib Dem resurgence
- Tory recovery under Boris





Squeeze on smaller parties





Strong start (92 maj)...but Lab underestimated?

The starting line

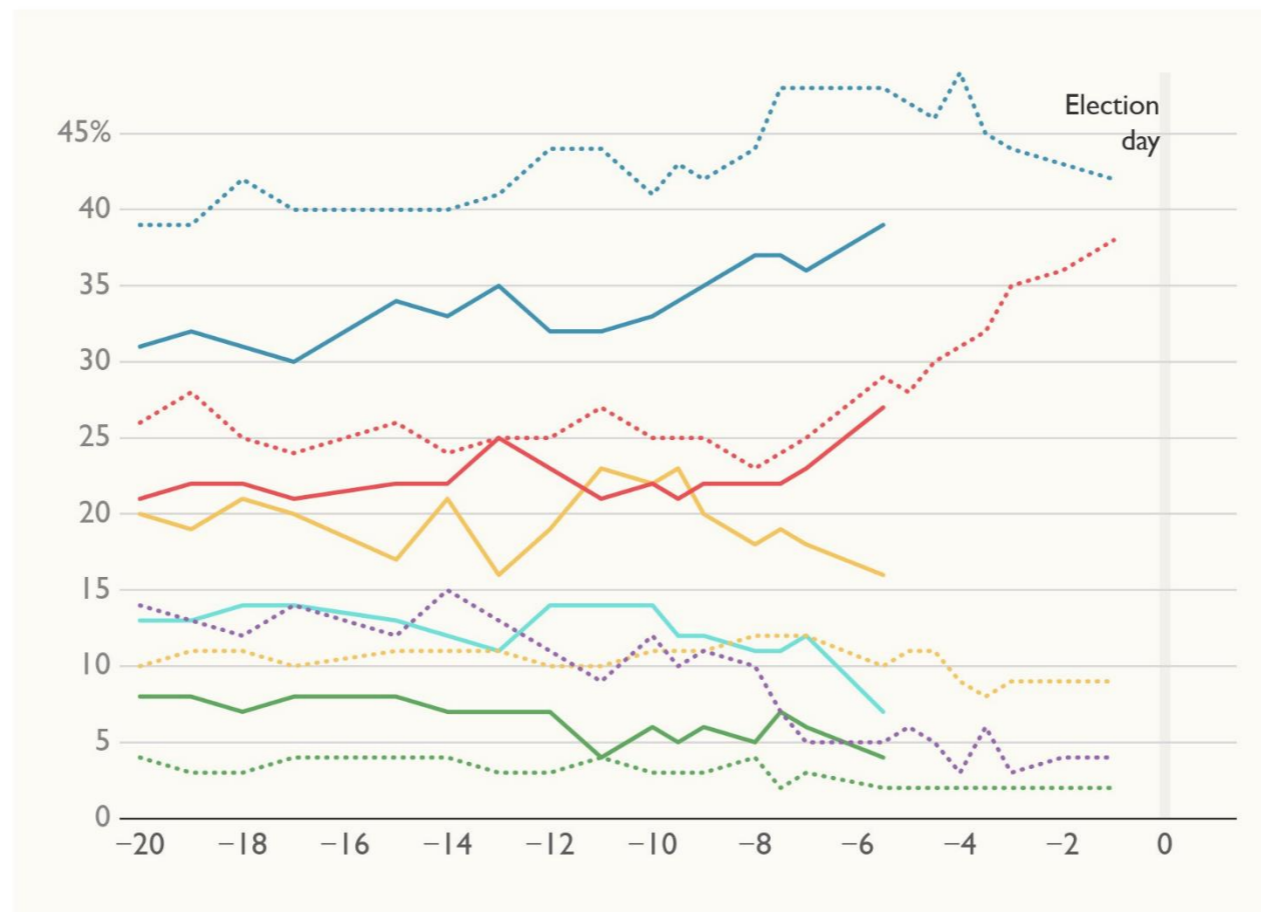


Party	Current poll averages	+/- 2017
	%	%
Conservative	42	-1
Labour	29	-12
Lib Dem	14	+6
Brexit (UKIP)	6	+4
Green	3	+1
Others	6	+2



What Groundhog Day looks like

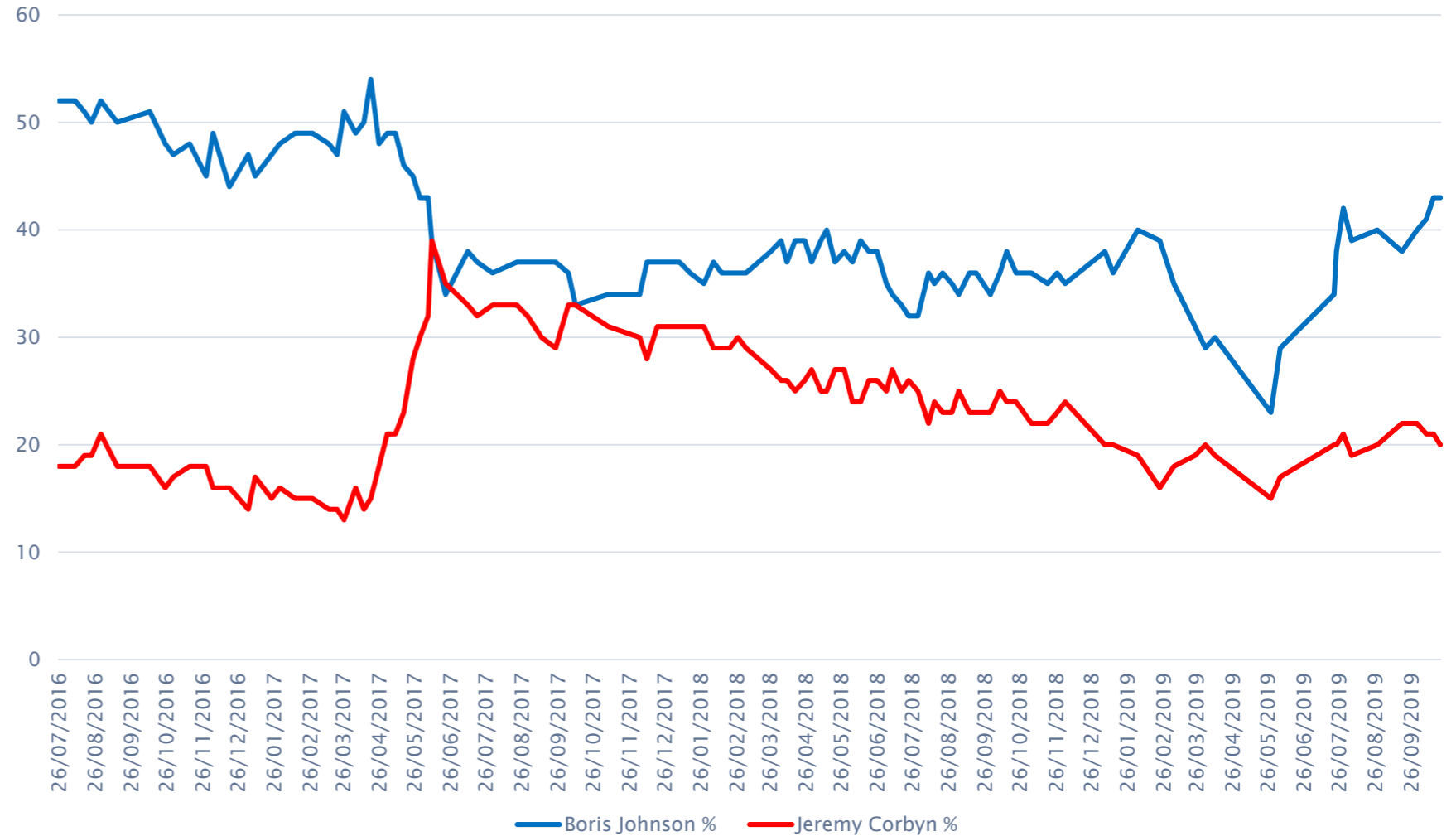
How polls change in the weeks before the 2017 (dotted lines) and 2019 election for **Conservative**, **Labour**, **Lib Dem**, **Brexit Party**, **Green** and **Ukip**



1 in 4 voters
'likely to decide
by debates'



Debate impact?





Leadership scores go down as well as up

		Theresa May	Jeremy Corbyn	Lead
2017	March	49	14	35
	April	51	16	35
	May	44	25	19
	June	38	35	3

		Boris Johnson	Jeremy Corbyn	Lead
2019	July	38	20	18
	August	40	20	20
	September	39	22	17
	October	43	21	22
	November	47	16	28



A lot riding on the manifestos

Populist policies
are...popular



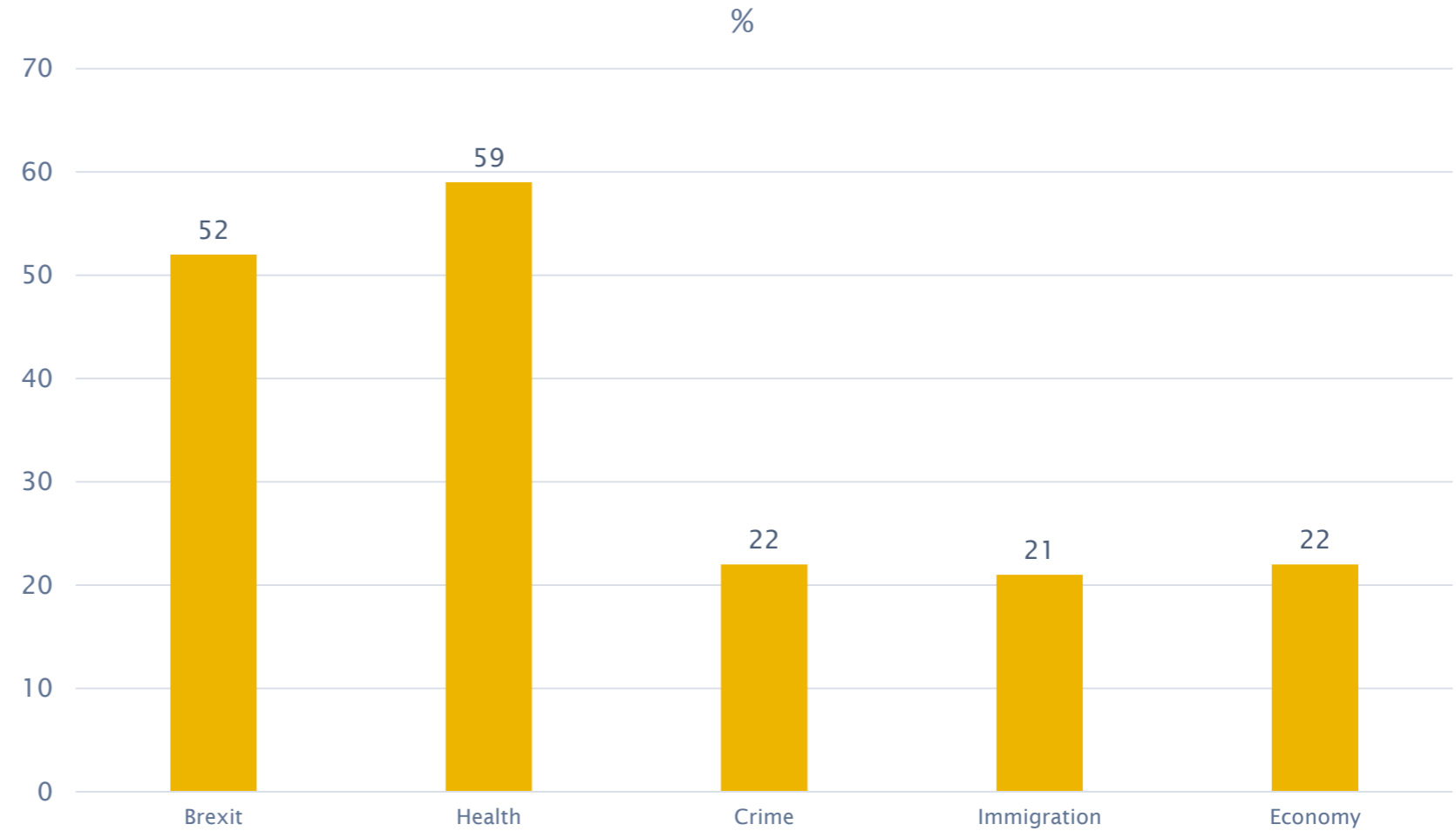
“More likely to support a party promising to:”	NET support
Recruit 20k more police	+58
Cut taxes	+30
Cut stamp duty	+29
Cut IHT	+25
Renationalise rail	+22
Scrap HS2	+19
Introduce Universal Basic Income	+15



Most important issues facing the country

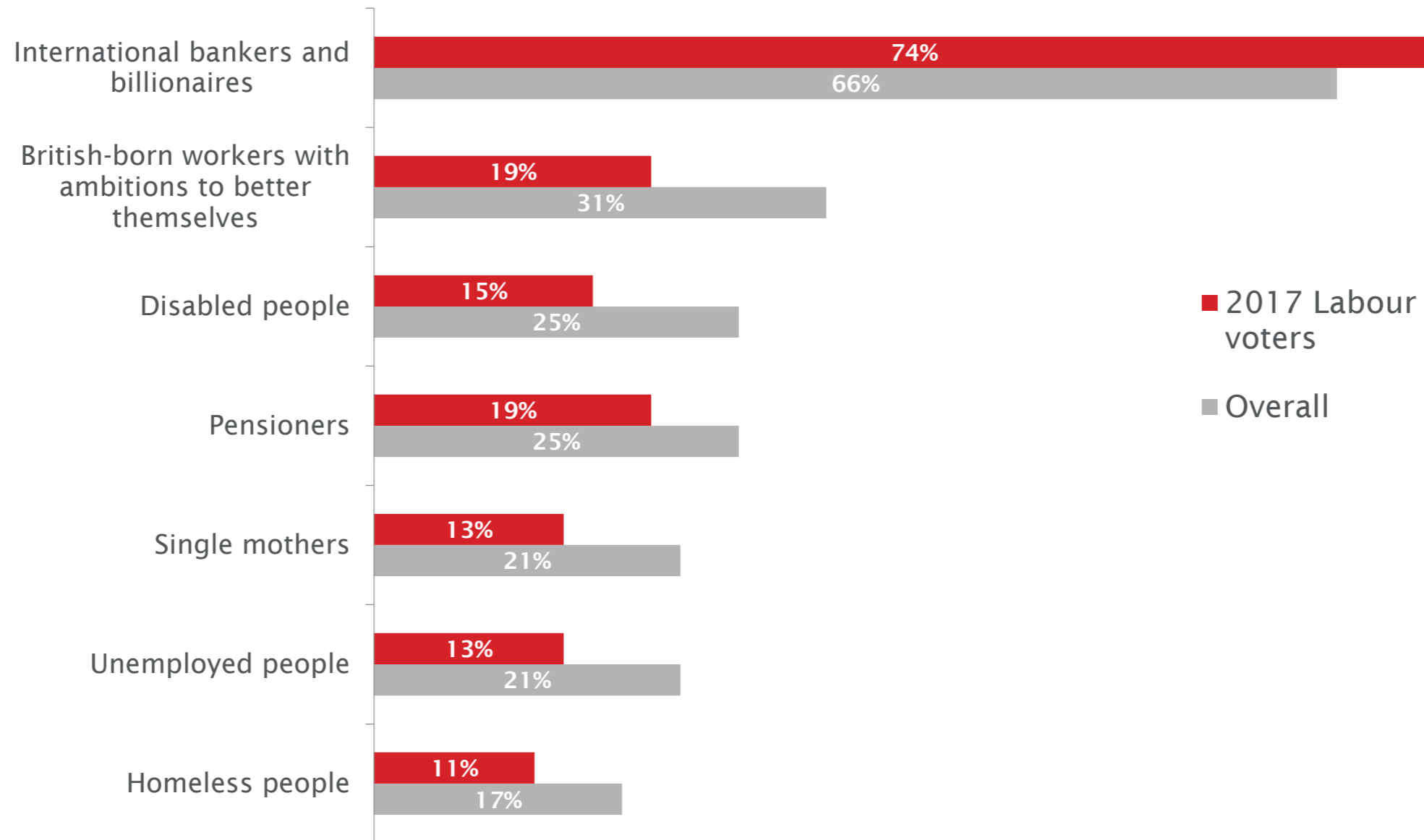
**Boris could be vulnerable
on domestic issues**

There are other issues than Brexit...





Conservative Party promotes the interests of...





Why Brexit is so important to the Tories electorally

Brexit Facts



- 63% of constituencies voted Leave in 2016, 37% voted Remain
- 64% of Labour constituencies voted Leave, 36% voted Remain
- 76% of Tory constituencies voted Leave, 24% voted Remain
- But according to PA, 74% of MPs voted to Remain...



Seats to watch

1. NE Fife (2) 
2. Kensington (20) 
3. Perth & N Perthshire (21) 
4. Dudley N (22) 
5. Newcastle-under-Lyme (30) 
6. Southampton Itchen (31) 
7. Richmond Park (45) 
8. Crewe & Nantwich (48) 
9. Glasgow SW (60) 
10. Glasgow E (75) 



Current view

Last week's polling

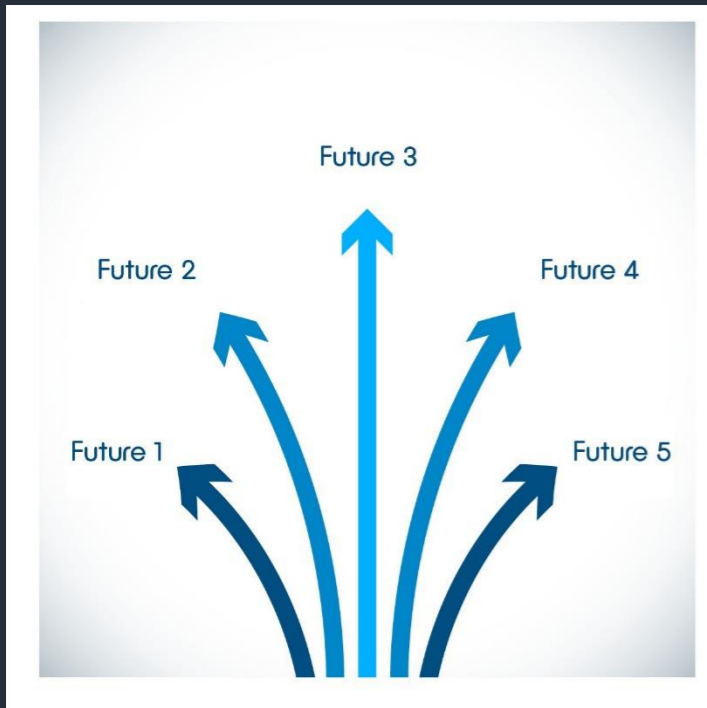


Latest ComRes polling

Con	41%	336	22 maj.
Lab	33%	246	
LD	14%	16	
Brexit P	5%	0	



Vote distribution makes seat outcomes extremely sensitive



Scenarios

1. No change on current polling

Con	41%	336	22 maj.
Lab	33%	245	
LD	14%	17	
Brexit P	5%	0	

2. Remain vote stays split, Brexit P squeezed

Con	44%	373	96 maj.
Lab	31%	201	
LD	16%	22	
Brexit P	2%	0	

3. Remain strong, Brexit vote stays split

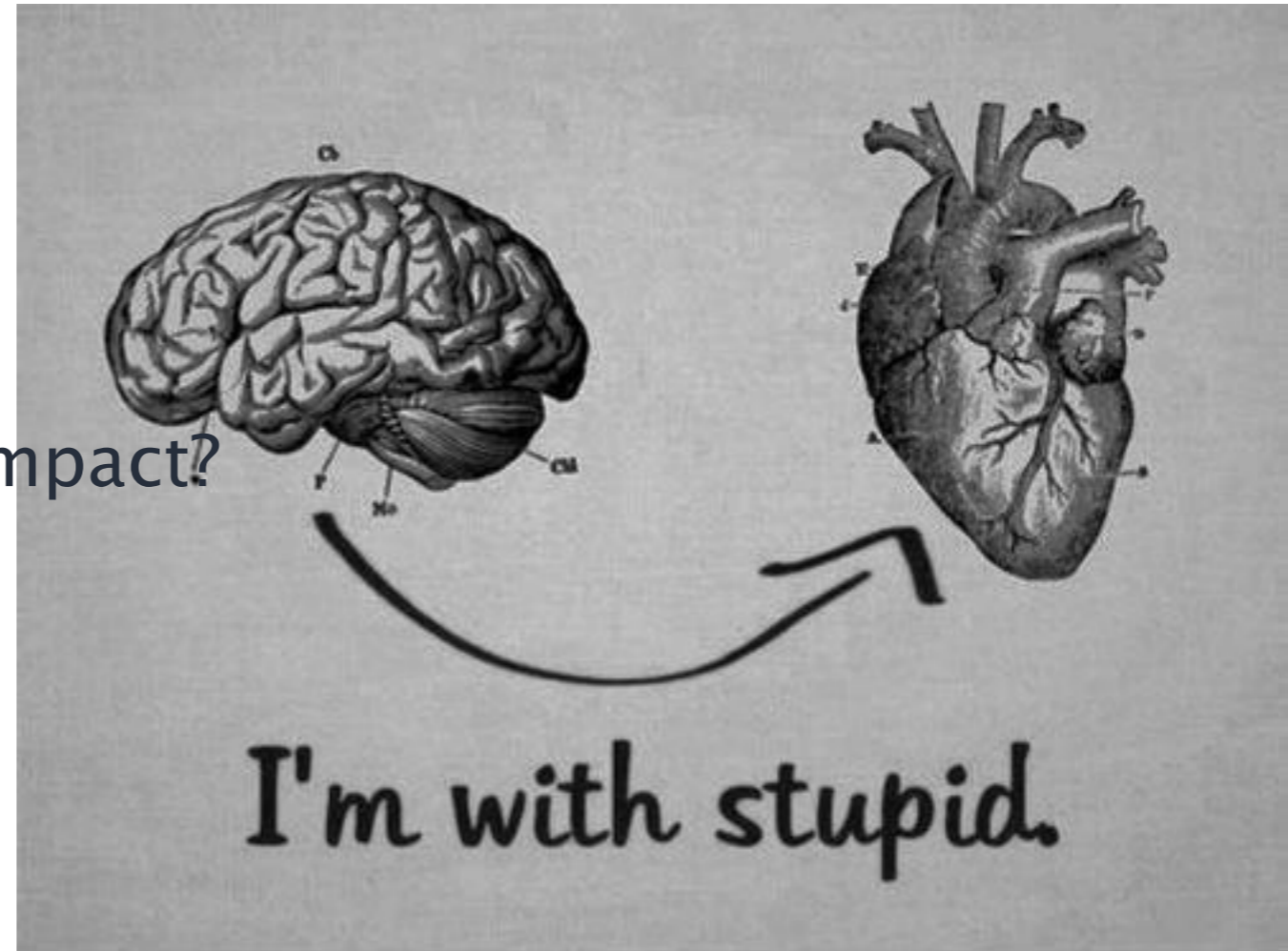
Con	39%	342	35 maj.
Lab	30%	226	
LD	17%	24	
Brexit P	7%	0	



The dilemma

Hung Parliament v big majority?

Debate impact?





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