KANTAR

Polling Methodological Note – 9 - 11 Dec 2019

A representative sample of 2,815 adults in Great Britain were interviewed between 9am on the 9th December and 10 am on the 11th December 2019. All interviews were conducted as online self-completion. The Kantar online access panel was the main sample source.

The data was weighted to match population totals for age, gender, working status, 2017 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further details on the weighting are given on page four.

Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

It should be noted that "Brexit Party", "Green Party", "The Independent Group for Change" and "UKIP" were included on a second screen. The first screen included the following other code – "Other party or individual (such as the Brexit Party or the Green Party)".

Voting intention has been imputed for those that have not stated a preference (at either the main voting intention question or at the squeeze). The imputation model is based on age, gender, region, self-assessment on a 7-point left-right political spectrum, pro / anti-EU sentiment, most important policy area for the election, and the best leader for Britain.

Respondents who chose a party who is not standing in their constituency were re-allocated to their second preference (where there was no second preference the data was imputed).

As well as weighting the data, a Likelihood to Vote (LTV) Model has been used to estimate the voting probability of each respondent. These probabilities vary by stated likelihood of voting, age and whether reported voting in the 2017 general election. The probabilities themselves are based on those of respondents that participated in our polls immediately before and after the 2017 general election.

Past vote weighting

When weighting the data, Kantar seeks to ensure that the sample is politically representative. One element of this is to use information provided by respondents about whether they voted in the 2017 general election and – if so – which party they voted for. Where this information is missing, we impute it based on other information respondents have provided. In the past, we weighted our poll sample to match the election results exactly (including the correct number of non-voters in the general population).

We have re-analysed all the polls we have conducted since the last general election to identify how reports of voting behaviour have changed since June 2017. This study found a decline in the probability that a 2017 Labour voter will now report having voted Labour in that election. If the outcomes from this study are ignored when we weight our data, 2017 Labour voters will be over-represented in the sample. Consequently, we now incorporate the results from this study when constructing the target political profile we weight our sample to. We will update this profile regularly as more data is collected.

The political profile used for this poll is:

No Vote   40%
Conservatives   26%
Labour   21%
Liberal Democrats   6%
SNP   2%
Plaid Cymru   <0.5%
Other   4%

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

Sampling variance

We have estimated the sampling variation in our voting intention estimates using the methodology proposed by Kuha and Sturgis (2017[1]). Bootstrap resampling was used to draw fifty sets of respondents from the achieved sample (in a way which matched the quota sampling design), each of these new samples was weighted and we have then used the distribution of estimates (from the resamples) to calculate margins of error (the range containing all but the two most extreme resample results).

- Conservative Party = 42.3% to 45.6%
- Labour Party = 30.4% to 33.4%
- Conservative lead over Labour = 9.3%pts to 14.3%pts

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[1] See: https://www.europeansurveyresearch.org/news/non-prob/INPS_06_Kuha.pdf and https://rss.onlinelibrary.wiley.com/doi/full/10.1111/rssa.12329

Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

Gender* and working status

Source: Annual Population Survey (Apr 2017-Mar 2018)

	Unweighted count	Weighted count
Male working	855	922
Male not working	501	452
Female working	751	815
Female not working	708	625

*Those reporting an "other" gender are randomly allocated to male or female.

Gender* and age

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	196	160
Male 25-34	245	243
Male 35-44	195	224
Male 45-54	191	246
Male 55-69	348	298
Male 70+	181	204
Female 18-24	200	151
Female 25-34	219	241
Female 35-44	219	227
Female 45-54	252	253
Female 55-69	383	311
Female 70+	186	257

*Those reporting an "other" gender are randomly allocated to male or female.

Region

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
North East England	120	118
North West England	329	318
Yorkshire & Humber	251	239
East Midlands	201	210
West Midlands	268	254
East of England	292	269
London	331	379
South East England	381	397
South West England	263	248
Wales	146	139
Scotland	233	244

Education by age

Source: Annual Population Survey April 2017 - March 2018

	Unweighted count	Weighted count
Aged 18-24 with a degree	141	56
Aged 25-44 with a degree	422	379
Aged 45-69 with a degree	361	281
Other	1891	2099

Vote in the 2016 EU referendum*

Source: EU referendum & ONS Mid Year-2017 Population Estimates

	Unweighted percentage	Weighted percentage
Remain	42%	31%
Leave	43%	34%
Did not vote	15%	35%

*An imputed response is given for those that prefer not to say who they voted for in the referendum.

Vote in the 2017 General Election*

Source: General Election & ONS Mid Year-2017 Population Estimates (adjusted for incorrect recall)

	Unweighted percentage	Weighted percentage
England - Labour	27%	18%
England - Conservative	31%	24%
England - Lib Dem	7%	5%
England - Other	8%	4%
England - No vote	15%	35%
Scotland - Labour	2%	1%
Scotland - Conservative	2%	1%
Scotland - SNP	3%	2%
Scotland - Other	1%	1%
Scotland - No vote	1%	3%
Wales - Labour	2%	2%
Wales - Conservative	2%	1%
Wales - PC	<0.5%	<0.5%
Wales - Other	<0.5%	<0.5%
Wales - No vote	1%	2%

*An imputed response is given for those that prefer not to say who they voted for in the 2017 General Election.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2017 general election.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout if General Election were to be held tomorrow	84%	61%

The model was developed using data from respondents that participated in Kantar Public polls immediately prior to the 2017 general election and immediately after the election.

Further details

Please contact Luke Taylor luke.taylor@kantar.com for further details on the methodology used in this polling.

General Election Polling - 40312811

PostVote. The General Election is being held on Thursday 12th December, have you already voted in this election by post?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
No	2194	1051	1140	259	389	365	406	331	444	461	422	94	135	1023
	78%	77%	79%	83%	80%	81%	81%	82%	67%	64%	71%	61%	74%	93%
				H	H	H	H	H			I		IK	IJKL
Yes	621	320	300	52	96	85	93	73	222	258	170	59	46	74
	22%	23%	21%	17%	20%	19%	19%	18%	33%	36%	29%	39%	26%	7%
									CDEFG	JLM	M	LM	M	

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

GElikely. Thinking about the next UK general election that will be held on Thursday 12th December 2019, will you...

Base: All adults GB 18+ who have not already voted by post

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1924	927	994	280	309	298	316	310	411	597	569	114	218	372
Weighted Base	2194	1051	1140	259	389	365	406	331	444	461	422	94	135	1023
Definitely vote	914	518	397	41	119	130	175	163	287	367	271	59	81	124
	42%	49%	35%	16%	31%	36%	43%	49%	65%	80%	64%	63%	60%	12%
		B			C	C	CD	CDE	CDEFG	JKLM	M	M*	M*	
Probably vote	401	184	216	96	90	62	51	59	43	64	93	24	23	184
	18%	17%	19%	37%	23%	17%	13%	18%	10%	14%	22%	25%	17%	18%
				DEFGH	FH						I	I*	*	
Probably not vote	261	119	142	74	70	57	30	26	4	17	22	4	11	193
	12%	11%	12%	29%	18%	15%	7%	8%	1%	4%	5%	5%	8%	19%
				EFGH	FGH	FH	H	H				*	*	IJKL
Definitely not vote	557	215	342	48	96	92	133	80	108	13	36	-	19	489
	25%	20%	30%	19%	25%	25%	33%	24%	24%	3%	8%	-	14%	48%
			A				C				IK	*	IK*	IJKL
Prefer not to say	61	16	43	1	14	24	18	4	1	-	-	6	1	33
	3%	2%	4%	*	4%	7%	4%	1%	*	-	-	7%	1%	3%
						CGH	H					IJ*	*	IJ

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

Policy_areas. Thinking of the upcoming general election, which of the following issues is the most important to you when deciding who to vote for?

Base: All GB adults 18+

| | Total | Gender | | AGE | | | | | | GE Vote 2017 | | | | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
Britain's planned exit from the EU	965 34%	548 40% B	417 29%	62 20%	104 21%	151 33% CD	180 36% CD	172 43% CD	297 45% CDE	393 55% JKLM	141 24%	68 44% JM	66 37% JM	272 25%
The NHS	768 27%	310 23%	456 32% A	122 39% DEFGH	130 27%	95 21%	118 24%	111 27%	192 29%	132 18%	263 44% IKLM	29 19%	41 23%	284 26% I
The economy	298 11%	163 12%	135 9%	24 8%	69 14%	53 12%	44 9%	35 9%	72 11%	77 11%	50 9%	33 21% IJLM	15 8%	116 11%
Immigration	187 7%	83 6%	104 7%	16 5%	58 12% GH	29 6%	31 6%	22 5%	31 5%	48 7% J	14 2%	5 3%	31 17% IJKM	88 8% J
The environment	182 6%	80 6%	103 7%	33 11% H	36 7%	31 7%	32 6%	23 6%	28 4%	26 4%	50 8% I	11 7%	14 8%	77 7%
Reducing crime	101 4%	47 3%	52 4%	14 4%	25 5%	17 4%	21 4%	12 3%	11 2%	21 3%	31 5%	2 1%	2 1%	40 4%
Education	63 2%	31 2%	31 2%	14 4% H	20 4% H	8 2%	7 1%	8 2%	5 1%	7 1%	25 4% I	2 1%	8 4% I	20 2%
Don't know	252 9%	109 8%	143 10%	25 8%	43 9%	67 15% GH	67 13% GH	21 5%	29 4%	15 2%	18 3%	3 2%	3 2%	199 18% IJKL

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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General Election Polling - 40312811

Ldr. If you had to choose between Boris Johnson and Jeremy Corbyn, who do you think would make the best leader for Britain?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
Boris Johnson (leader of Conservatives)	1036	569	466	58	132	140	169	168	369	576	82	34	64	268
	37%	42%	32%	19%	27%	31%	34%	41%	55%	80%	14%	22%	35%	24%
		B				C	C	CDE	CDEFG	JKLM		J	JKM	J
Jeremy Corbyn (leader of Labour)	694	369	323	154	176	105	111	83	65	30	343	30	40	244
	25%	27%	22%	50%	36%	23%	22%	20%	10%	4%	58%	20%	22%	22%
				DEFGH	EFGH	H	H	H			IKLM	I	I	I
Neither of these	837	365	471	60	139	148	160	121	211	100	141	83	70	416
	30%	27%	33%	19%	29%	33%	32%	30%	32%	14%	24%	55%	38%	38%
			A			C	C	C	C		I	IJLM	IJ	IJ
Don't know	248	68	180	39	38	58	60	33	20	12	26	6	8	169
	9%	5%	12%	13%	8%	13%	12%	8%	3%	2%	4%	4%	4%	15%
			A	H	H	H	H	H			I			IJKL

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

finalvotingintention. Voting intention for next General Election

Base: All adults in GB 18+ with imputed values for those who plan not to vote or refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	1719	876	841	103	226	263	309	285	533	650	464	131	135	287
Conservative	757 44%	399 46%	358 43%	23 23%	53 24%	99 38% CD	135 44% CD	124 44% CD	322 60% CDEFG	540 83% JKLM	45 10%	19 14%	47 34% JK	86 30% JK
Labour	542 32%	286 33%	254 30%	60 58% DEFGH	107 47% FGH	103 39% GH	99 32% H	81 28% H	92 17%	29 4%	344 74% IKLM	21 16% I	15 11% I	114 40% IKL
Liberal Democrats	226 13%	105 12%	122 14%	10 10%	31 14%	29 11%	35 11%	46 16%	75 14%	42 6%	48 10% IL	85 65% IJLM	6 4%	42 15% IL
SNP	68 4%	37 4%	31 4%	6 6% H	12 6% H	15 6% H	13 4%	12 4%	9 2%	4 1%	7 1%	2 1%	42 31% IJKM	13 5% IJ
Green	52 3%	18 2%	34 4% A	1 1%	10 5%	8 3%	10 3%	10 3%	14 3%	16 2%	7 1%	3 2%	10 7% IJ	16 6% IJ
Brexit Party	43 3%	20 2%	23 3%	2 1%	6 3%	5 2%	14 4%	6 2%	11 2%	12 2%	9 2%	2 1%	9 7% IJKM	6 2%
Plaid Cymru	5 *	2 *	3 *	- *	- -	- *	- *	3 1%	1 *	1 *	- -	- -	3 2% IJ	- *
UKIP	- *	- -	- *	- -	- -	- -	- -	- *	- -	- -	- -	- -	- *	- -
The Independent Group for Change	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	25 1%	10 1%	15 2%	1 1%	5 2%	4 1%	2 1%	5 2%	9 2%	6 1%	4 1%	- *	4 3%	8 3%

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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finalvotingintention. Voting intention for next General Election

Base: All adults in GB 18+ with imputed values for those who plan not to vote or refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	EU ref 2016 vote		
		Remain	Leave	Did not vote
		N	O	P
Unweighted Base	2815	1212	1208	353
Weighted Base	1719	686	730	269
Conservative	757 44%	159 23%	516 71% NP	70 26%
Labour	542 32%	299 44% O	110 15%	119 44% O
Liberal Democrats	226 13%	156 23% OP	26 4%	41 15% O
SNP	68 4%	39 6% O	17 2%	10 4%
Green	52 3%	22 3%	19 3%	9 3%
Brexit Party	43 3%	4 1%	30 4% N	9 3% N
Plaid Cymru	5 *	3 1%	2 *	- -
UKIP	- *	- -	- *	- -
The Independent Group for Change	- -	- -	- -	- -
Other	25 1%	4 1%	11 1%	10 4% N

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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General Election Polling - 40312811

finalvotingintention. Voting intention for next General Election

Base: All adults in GB 18+ with imputed values for those who plan not to vote or refuse to say who they will vote for

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
Conservative	1099 39%	568 41%	531 37%	69 22%	129 27%	158 35% C	195 39% CD	172 43% CD	376 56% CDEFG	596 83% JKLM	73 12%	19 13%	60 33% JK	321 29% JK
Labour	980 35%	484 35%	492 34%	183 59% EFGH	232 48% FGH	177 39% GH	152 31% H	111 27% H	124 19%	38 5%	427 72% IKLM	36 24% I	32 18% I	419 38% IKL
Liberal Democrats	407 14%	177 13%	230 16%	30 10%	57 12%	61 13%	64 13%	82 20% CD	113 17%	44 6%	56 10%	90 59% IJLM	14 8%	198 18% IJL
Green	109 4%	46 3%	63 4%	6 2%	21 4%	13 3%	44 9% CEGH	10 3%	15 2%	17 2%	7 1%	3 2%	14 8% IJ	67 6% IJ
SNP	95 3%	42 3%	52 4%	15 5%	17 3%	21 5%	18 4%	15 4%	10 1%	4 1%	8 1%	2 1%	44 24% IJKM	36 3% I
Brexit Party	82 3%	37 3%	45 3%	3 1%	18 4%	14 3%	24 5%	6 1%	18 3%	12 2%	16 3%	2 1%	10 5% I	36 3%
Plaid Cymru	6 *	3 *	3 *	1 *	- -	- *	- *	3 1%	1 *	2 *	- -	- -	3 2%	1 *
UKIP	- *	- -	- *	- -	- -	- -	- -	- *	- -	- -	- -	- -	- -	- -
The Independent Group for Change	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	37 1%	13 1%	24 2%	4 1%	11 2%	6 1%	2 *	5 1%	9 1%	6 1%	5 1%	- *	4 2%	19 2%

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

finalvotingintention. Voting intention for next General Election

Base: All adults in GB 18+ with imputed values for those who plan not to vote or refuse to say who they will vote for

	Total	EU ref 2016 vote		
		Remain	Leave	Did not vote
		N	**O**	**P**
Unweighted Base	2815	1212	1208	353
Weighted Base	2815	906	941	907
Conservative	1099 39%	211 23%	638 68% NP	231 25%
Labour	980 35%	406 45% O	175 19%	373 41% O
Liberal Democrats	407 14%	197 22% O	32 3%	172 19% O
Green	109 4%	28 3%	25 3%	54 6%
SNP	95 3%	48 5% OP	21 2%	20 2%
Brexit Party	82 3%	9 1%	38 4% N	35 4% N
Plaid Cymru	6 *	4 *	2 *	- -
UKIP	- *	- -	- *	- -
The Independent Group for Change	- -	- -	- -	- -
Other	37 1%	4 *	11 1%	22 2%

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

OtherParties. Imagine that you were allowed to cast more than one vote in the election, which other party (or parties) might you consider voting for?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election

	Total	Voting intention GE 2019 (no squeeze, imputation or reallocation)		
		Conservatives	Labour	Lib Dems
		A	B	C
Unweighted Base	2408	1002	857	271
Weighted Base	1873	790	638	232
The Brexit Party	404	335	43	13
	22%	42%	7%	6%
		BC		
Green Party	379	71	182	90
	20%	9%	28%	39%
			A	AB
Liberal Democrats	355	95	230	-
	19%	12%	36%	-
		C	AC	
Labour party	120	32	-	54
	6%	4%	-	23%
		B		AB
Conservative party	101	-	26	30
	5%	-	4%	13%
			A	AB
UKIP	93	59	10	3
	5%	8%	2%	1%
		BC		
The Independent Group for Change	50	9	9	23
	3%	1%	1%	10%
				AB
Other party or individual	43	13	11	7
	2%	2%	2%	3%
Plaid Cymru	23	4	17	2
	1%	*	3%	1%
			A	
SNP - Scottish National Party	19	3	15	1
	1%	*	2%	*
			A	

Table continues

- Column Means: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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General Election Polling - 40312811

OtherParties. Imagine that you were allowed to cast more than one vote in the election, which other party (or parties) might you consider voting for?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election

	Total	Conservatives	Labour	Lib Dems
		Voting intention GE 2019 (no squeeze, imputation or reallocation)		
		A	B	C
Weighted Base	**1873**	**790**	**638**	**232**
No one else	376 20%	201 25% BC	112 17%	32 14%
Don't know	127 7%	40 5%	57 9% A	16 7%

General Election Polling - 40312811

VoteFeeling. Which of the following statements comes closest to your view about voting for this party?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election

	Total	Voting intention GE 2019 (no squeeze, imputation or reallocation)		
		Conservatives	Labour	Lib Dems
		A	B	C
Unweighted Base	2408	1002	857	271
Weighted Base	1873	790	638	232
[PARTY NAME] is the best of a bad bunch	973	426	310	131
	52%	54%	49%	56%
[PARTY NAME] is the best choice for the country	899	364	328	101
	48%	46%	51%	44%

- Column Means: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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General Election Polling - 40312811

Tactical. Which of the following statements best describes how you are planning to vote?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election

	Total	Voting intention GE 2019 (no squeeze, imputation or reallocation)		
		Conservatives	Labour	Lib Dems
		A	**B**	**C**
Unweighted Base	**2408**	**1002**	**857**	**271**
Weighted Base	**1873**	**790**	**638**	**232**
I am voting for the party I would like to win the election	1545	733	519	166
	83%	93%	81%	72%
		BC	C	
I am voting for a different party	240	42	81	50
	13%	5%	13%	22%
			A	AB
Don't know	88	15	39	15
	5%	2%	6%	7%
			A	A

- Column Means: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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LeftRight. In politics people sometimes talk of Left and Right. Where would you place yourself on the following scale?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
0 Left	68	35	33	9	20	11	11	8	9	5	34	1	4	23
	2%	3%	2%	3%	4%	2%	2%	2%	1%	1%	6%	1%	2%	2%
											IKM			
1	106	51	55	9	22	13	33	14	14	7	43	4	8	43
	4%	4%	4%	3%	4%	3%	7%	3%	2%	1%	7%	3%	5%	4%
							H				I		I	I
2	310	172	137	48	50	42	54	53	62	22	143	30	23	84
	11%	13%	9%	15%	10%	9%	11%	13%	9%	3%	24%	20%	13%	8%
											ILM	IM	I	I
3	1485	637	846	152	263	268	269	224	308	253	243	79	77	774
	53%	46%	59%	49%	54%	59%	54%	56%	46%	35%	41%	52%	43%	71%
			A			H						IJ		IJKL
4	498	284	214	52	58	64	81	76	169	255	68	22	33	117
	18%	21%	15%	17%	12%	14%	16%	19%	25%	36%	12%	14%	18%	11%
		B							CDEF	JKLM			M	
5	236	136	100	21	55	34	28	19	80	124	34	7	29	39
	8%	10%	7%	7%	11%	7%	6%	5%	12%	17%	6%	5%	16%	4%
					G				FG	JKM			JKM	
6 Right	112	56	55	20	17	19	22	10	24	52	26	10	7	16
	4%	4%	4%	6%	3%	4%	4%	2%	4%	7%	4%	6%	4%	1%
										M	M	M		

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

EUscale. Now thinking about the European Union. Where would you place yourself on the following scale?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
0 - Strongly in favour of the EU	547	271	276	68	119	63	100	85	112	54	179	58	23	224
	19%	20%	19%	22%	25% E	14%	20%	21%	17%	8%	30% ILM	38% ILM	13%	20% I
1	251	145	104	42	46	53	30	27	53	40	71	25	12	100
	9%	11% B	7%	13% F	9%	12%	6%	7%	8%	6%	12% I	16% ILM	7%	9%
2	209	116	92	37	37	43	35	27	30	50	62	17	18	58
	7%	8%	6%	12% H	8%	10% H	7%	7%	5%	7%	10% M	11% M	10%	5%
3 - In the middle	851	327	524	128	182	171	173	97	100	127	152	28	36	465
	30%	24%	36% A	41% GH	38% GH	38% GH	35% GH	24% H	15%	18%	26% I	18%	20%	42% IJKL
4	198	105	93	17	38	28	29	33	54	72	27	6	16	76
	7%	8%	6%	5%	8%	6%	6%	8%	8%	10% JK	5%	4%	9%	7%
5	173	91	82	11	21	32	30	27	52	94	30	4	21	23
	6%	7%	6%	4%	4%	7%	6%	7%	8%	13% JKM	5% M	3%	11% JKM	2%
6 - Strongly against the EU	585	316	270	8	42	61	102	108	265	280	71	15	56	150
	21%	23%	19%	3%	9% C	14% C	20% CD	27% CDE	40% CDEFG	39% JKM	12%	10%	31% JKM	14%

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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General Election Polling - 40312811

Registered. So far as you know, are you registered to vote in the upcoming UK General Election?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**2815**	**1351**	**1458**	**396**	**464**	**414**	**443**	**420**	**678**	**955**	**846**	**205**	**303**	**431**
Weighted Base	**2815**	**1371**	**1440**	**311**	**484**	**450**	**499**	**404**	**666**	**719**	**592**	**153**	**181**	**1096**
Yes, I am registered to vote	2338	1138	1199	183	334	368	441	377	635	689	517	137	149	800
	83%	83%	83%	59%	69%	82%	88%	93%	95%	96%	87%	89%	82%	73%
						CD	CD	CDE	CDEF	JKLM	M	M		
No, I am not registered to vote	316	174	142	86	92	47	43	18	31	22	60	14	23	192
	11%	13%	10%	28%	19%	10%	9%	4%	5%	3%	10%	9%	13%	18%
				EFGH	EFGH	GH					I	I	I	IJ
I don't know if I am registered to vote or not	116	53	63	33	42	23	10	8	-	6	12	1	8	84
	4%	4%	4%	11%	9%	5%	2%	2%	-	1%	2%	1%	5%	8%
				FGH	FGH	H	H	H					I	IJK
I would prefer not to say	44	6	36	9	16	13	5	1	-	2	2	1	-	20
	2%	*	3%	3%	3%	3%	1%	*	-	*	*	1%	*	2%
			A	H	H	H								

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General Election Polling - 40312811

Vote2017. The last General Election was held on 8th June 2017. Did you manage to vote in that General Election?

Base: All GB adults 18+

	Total	Gender Male	Gender Female	AGE 18-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65+	GE Vote 2017 Conservatives	GE Vote 2017 Labour	GE Vote 2017 Lib Dems	GE Vote 2017 Other	GE Vote 2017 No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
No, did not vote	1096 39%	446 33%	649 45% A	192 62% EFGH	259 53% EFGH	187 42% GH	182 37% H	120 30%	156 23%	- -	- -	- -	- -	1096 100% IJKL
Yes, Conservative	719 26%	394 29% B	325 23%	27 9%	51 11%	93 21% CD	131 26% CD	124 31% CDE	292 44% CDEFG	719 100% JKLM	- -	- -	- -	- -
Yes, Labour	592 21%	313 23%	278 19%	68 22%	112 23%	105 23% H	110 22%	92 23%	105 16%	- -	592 100% IKLM	- -	- -	- -
Yes, Liberal Democrat	153 5%	71 5%	82 6%	12 4%	16 3%	25 6%	18 4%	21 5%	61 9% DF	- -	- -	153 100% IJLM	- -	- -
Yes, SNP - Scottish National Party	62 2%	41 3%	21 1%	2 1%	11 2%	11 2%	11 2%	13 3%	14 2%	- -	- -	- -	62 34% IJKM	- -
Yes, UKIP (United Kingdom Independence Party)	84 3%	54 4%	29 2%	3 1%	10 2%	16 3%	21 4%	14 3%	20 3%	- -	- -	- -	84 46% IJKM	- -
Yes, Green Party	26 1%	15 1%	11 1%	3 1%	7 2%	3 1%	3 1%	4 1%	6 1%	- -	- -	- -	26 14% IJKM	- -
Yes, Plaid Cymru	7 *	4 *	3 *	- -	1 *	- *	2 *	2 1%	2 *	- -	- -	- -	7 4% IJM	- -
Other party or individual (Specify)	3 *	2 *	1 *	- *	- *	- *	1 *	1 *	1 *	- -	- -	- -	3 2% IM	- -
Prefer not to answer	74 3%	32 2%	40 3%	5 2%	16 3%	10 2%	20 4%	13 3%	10 1%	- -	- -	- -	- -	- -

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

General Election Polling - 40312811

EUref. On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
Leave	941	494	447	35	104	119	152	173	358	464	164	29	102	166
	33%	36%	31%	11%	21%	26%	30%	43%	54%	65%	28%	19%	56%	15%
					C	C	CD	CDEF	CDEFG	JKM	M		JKM	
Remain	906	490	416	84	181	128	165	134	215	216	352	110	63	154
	32%	36%	29%	27%	37%	28%	33%	33%	32%	30%	59%	72%	35%	14%
		B								M	ILM	IJLM	M	
Did not vote	907	360	545	189	189	187	168	92	82	37	68	12	17	758
	32%	26%	38%	61%	39%	41%	34%	23%	12%	5%	12%	8%	9%	69%
			A	DEFGH	GH	GH	GH	H			I			IJKL
Prefer not to say	61	27	32	2	10	17	15	6	11	2	8	2	-	18
	2%	2%	2%	1%	2%	4%	3%	1%	2%	*	1%	1%	*	2%

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

FIELDWORK : 09/12/2019 - 11/12/2019

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General Election Polling - 40312811

Qual. Select which, if any, educational qualifications you have from the list

Base: All GB adults 18+

	Total	Gender		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	2815	1351	1458	396	464	414	443	420	678	955	846	205	303	431
Weighted Base	2815	1371	1440	311	484	450	499	404	666	719	592	153	181	1096
University degree	824	450	372	56	209	170	140	95	155	215	229	61	52	245
	29%	33% B	26%	18%	43% CFGH	38% CFGH	28% C	24%	23%	30% M	39% ILM	40% IM	29%	22%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	1767	819	946	232	265	263	331	285	391	456	344	84	124	716
	63%	60%	66% A	74% DEH	55%	58%	66% D	71% DEH	59%	63%	58%	55%	68% K	65%
No qualifications	275	129	146	34	26	25	31	28	131	61	32	14	12	145
	10%	9%	10%	11%	5%	6%	6%	7%	20% CDEFG	9%	5%	9%	7%	13% IJ

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*)   Continuity correction applied

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