

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 10

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**Summary table**

	The level of antisemitism in the Labour Party	To get Brexit done	To get a second Brexit referendum	The current leader of the Labour Party, Jeremy Corbyn	The current leader of the Conservative Party, Boris Johnson	The NHS and public services	The economy	To stop Brexit	The policies and manifesto of the party I voted for
Unweighted base	1929	1929	1929	1929	1929	1929	1929	1929	1929
Weighted base	1932	1932	1932	1932	1932	1932	1932	1932	1932
Most important	11 1%	611 32%	66 3%	82 4%	95 5%	437 23%	130 7%	172 9%	244 13%
2nd most important	33 2%	167 9%	117 6%	94 5%	190 10%	421 22%	273 14%	87 4%	245 13%
3rd most important	74 4%	90 5%	103 5%	131 7%	175 9%	296 15%	352 18%	62 3%	237 12%
NET: Ranked top 3	118 6%	867 45%	286 15%	308 16%	460 24%	1153 60%	755 39%	321 17%	726 38%
Not ranked top 3	1729 89%	980 51%	1561 81%	1539 80%	1387 72%	694 36%	1092 57%	1526 79%	1121 58%
None of the above	85 4%	85 4%	85 4%	85 4%	85 4%	85 4%	85 4%	85 4%	85 4%

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Table 11  
**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**  
**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**  
**Base: All respondents**  
**Summary table - Most important**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
The level of antisemitism in the Labour Party	11	6	5	4	1	2	-	1	3	3	4	3	1	-	-	2	-	2	1	-	1	4	1	-	1	5	3
	1%	1%	1%	2%g	*	1%	-	*	1%	1%	1%	1%	*	-	-	1%	-	1%	*	-	1%	2%	*	-	*	1%	2%
To get Brexit done	611	322	289	25	52	69	123	129	212	144	159	146	163	29	26	56	57	62	59	37	68	62	96	59	73	226	42
	32%	34%	30%	12%	16%	23%de	36%def	44%defg	46%defg	27%	30%	37%jk	35%j	17%	32%n	25%	35%nv	36%npv	41%npv	38%npv	37%npv	24%	36%npv	34%nv	23%	28%	19%
To get a second Brexit referendum	66	39	27	13	15	15	6	9	8	29	18	9	11	8	1	3	7	2	5	3	6	12	11	8	7	39	11
	3%	4%	3%	6%gi	5%gi	5%gi	2%	3%	2%	5%lm	3%	2%	2%	5%	1%	1%	4%	1%	4%	3%	3%	5%r	4%	5%r	2%	5%	5%
The current leader of the Labour Party, Jeremy Corbyn	82	42	40	8	20	15	18	5	16	22	17	21	23	6	3	16	6	9	4	4	7	9	11	8	15	35	15
	4%	4%	4%	4%	6%h	5%h	5%h	2%	4%	4%	3%	5%	5%	4%	3%	7%	4%	5%	3%	4%	4%	3%	4%	5%	5%	4%	7%
The current leader of the Conservative Party, Boris Johnson	95	50	45	2	11	15	10	19	38	17	34	21	24	13	3	8	9	7	6	2	10	8	14	13	19	24	13
	5%	5%	5%	1%	3%	5%d	3%	7%dg	8%deg	3%	6%j	5%	5%	8%	3%	4%	6%	4%	4%	2%	6%	3%	5%	7%	6%B	3%	6%
The NHS and public services	437	159	278	80	98	69	81	44	64	118	130	90	99	26	24	74	45	39	28	26	38	50	51	34	91	181	43
	23%	17%	29%a	38%fghi	30%hi	23%hi	24%hi	15%	14%	22%	24%	23%	21%	16%	30%n	33%nrs	27%n	23%	20%	27%	21%	20%	19%	20%	29%B	23%	20%
The economy	130	81	48	13	32	22	26	19	17	42	31	27	30	17	3	20	4	14	9	6	8	24	15	8	26	64	24
	7%	8%b	5%	6%	10%i	7%i	8%i	6%	4%	8%	6%	7%	7%	10%qu	4%	9%q	3%	8%q	6%	6%	4%	9%q	6%	5%	8%	8%	11%
To stop Brexit	172	108	64	22	39	32	24	21	35	72	49	26	25	27	4	14	7	12	5	5	18	32	33	17	29	89	29
	9%	11%b	7%	10%	12%	11%	7%	7%	8%	13%klm	9%m	7%	5%	16%opqr	4%	6%	4%	7%	3%	5%	10%st	13%pqs	12%pqs	10%st	9%	11%	13%
The policies and manifesto of the party I voted for	244	119	124	34	47	46	38	33	45	67	75	42	59	29	13	24	23	18	24	11	18	38	24	21	41	104	29
	13%	12%	13%	16%i	14%	15%i	11%	11%	10%	12%	14%	11%	13%	17%w	17%	11%	14%	10%	17%w	11%	10%	15%	9%	12%	13%	13%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 11

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents**

**Summary table - Most important**

	Gender		Age						Social Grade				Region									Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5% <sup>a</sup>	6%	5%	5%	4%	4%	4%	5%	3%	3%	6% <sup>l</sup>	8% <sup>ps</sup>	6%	3%	3%	4%	2%	4%	6%	7% <sup>s</sup>	4%	3%	4%	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 12

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?****Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?****Base: All respondents****Summary table - Most important**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
The level of antisemitism in the Labour Party	11 1%	4 1%	5 1%	-	-	-	-	1 1%	5 1%	4 1%	2 1%	-	-	-	-	-	
To get Brexit done	611 32%	402 57% <b>bce</b>	67 11%	16 10%	5 63%	3 4%	81 53% <b>bce</b>	27 16% <b>e</b>	523 63% <b>ijm</b>	24 4%	3 1%	33 86% <b>hijm</b>	-	1 1%	6 11% <b>ijm</b>	-	
To get a second Brexit referendum	66 3%	8 1%	33 5% <b>a</b>	13 9% <b>afg</b>	-	2 3%	4 3%	4 3%	5 1%	38 6% <b>h</b>	16 8% <b>h</b>	* 1%	-	3 5% <b>h</b>	1 2%	-	
The current leader of the Labour Party, Jeremy Corbyn	82 4%	23 3%	42 7% <b>ae</b>	4 2%	-	-	4 3%	6 3%	28 3%	40 6% <b>h</b>	7 3%	-	-	2 2%	3 6%	-	
The current leader of the Conservative Party, Boris Johnson	95 5%	57 8% <b>bg</b>	19 3%	7 5% <b>g</b>	-	5 8% <b>bg</b>	6 4% <b>g</b>	1 *	60 7% <b>i</b>	20 3%	8 4%	1 3%	-	5 7%	1 3%	-	
The NHS and public services	437 23%	69 10%	226 36% <b>acef</b>	31 21% <b>a</b>	1 12%	11 17%	21 13%	56 34% <b>acef</b>	60 7%	266 43% <b>hjk</b>	41 19% <b>hk</b>	1 1%	2 29%	12 16% <b>hk</b>	16 31% <b>hjk</b>	-	
The economy	130 7%	46 7%	39 6%	11 7%	-	7 11%	6 4%	17 10%	60 7%	35 6%	15 7%	2 4%	-	8 11%	3 6%	-	
To stop Brexit	172 9%	24 3%	60 10% <b>a</b>	44 29% <b>abfg</b>	-	11 17% <b>af</b>	9 6%	17 11% <b>a</b>	10 1%	49 8% <b>h</b>	89 41% <b>hikmn</b>	* 1%	2 29%	13 18% <b>hik</b>	4 7% <b>h</b>	-	
The policies and manifesto of the party I voted for	244 13%	50 7%	115 18% <b>acf</b>	14 9%	1 13%	21 31% <b>abcfg</b>	16 11%	23 14% <b>a</b>	55 7%	121 19% <b>hjk</b>	21 10% <b>k</b>	* 1%	1 13%	23 32% <b>hijk</b>	15 28% <b>hjk</b>	-	
None of the above	85 4%	18 3%	21 3%	12 8% <b>ab</b>	1 12%	6 9% <b>ab</b>	6 4%	12 7% <b>ab</b>	18 2%	25 4%	15 7% <b>h</b>	1 2%	2 30%	5 7% <b>h</b>	3 6% <b>h</b>	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
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Absolutes/col percents

Table 13

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents**

**Summary table - Most important**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	..	465	57*	57*	7**	..	84*	25**	25**	..	43**	54*	21**	4**	..
The level of antisemitism in the Labour Party	11 1%	2 1%	3 2%	3 1%	1 3%	-	-	-	3 1%	2 3%ch	1 2%	-	-	-	-	-	-	-	1 1%	1 4%	-	-
To get Brexit done	611 32%	134 68% r	47 34% hbjm	385 63% bhjmr	3 11%	-	6 77%	-	14 3%	41 71% bhjmr	1 2%	5 75%	-	2 2%	1 2%	12 48%	-	17 38%	3 5%	-	4 100%	-
To get a second Brexit referendum	66 3%	2 1%	5 4% c	3 *	4 13%	2 5%	-	-	26 6% ac	-	4 6% ac	* 6%	-	9 10% aci	4 16%	-	-	2 4%	2 3% c	-	-	-
The current leader of the Labour Party, Jeremy Corbyn	82 4%	9 4%	7 5%	20 3%	1 2%	3 9%	-	-	34 7% cm	2 2%	3 6%	-	-	1 1%	-	2 10%	-	2 5%	3 5%	-	-	-
The current leader of the Conservative Party, Boris Johnson	95 5%	10 5%	6 4%	50 8% hmr	3 11%	2 5%	1 13%	-	13 3%	1 2%	5 8% r	-	-	1 2%	1 3%	5 20%	-	1 2%	-	-	-	-
The NHS and public services	437 23%	10 5%	19 14% aci	48 8%	10 33%	6 19%	-	-	195 42% abcij m	4 6%	11 19% ac	1 8%	-	13 16% ac	12 46%	1 4%	-	5 13%	26 48% abcj jm	5 24%	-	-
The economy	130 7%	14 7%	9 6%	44 7%	-	1 3%	-	-	28 6%	5 8%	3 5%	-	-	8 10%	1 5%	1 3%	-	6 14%	5 9%	1 4%	-	-
To stop Brexit	172 9%	3 2%	25 18% achir	7 1%	3 9%	12 40%	-	-	35 7% ac	-	22 39% abchir	* 6%	-	33 39% abchir	6 22%	2 7%	-	1 3%	3 5% c	12 57%	-	-
The policies and manifesto of the party I voted for	244 13%	11 6%	14 10%	44 7%	3 12%	2 6%	-	-	99 21% abc	3 6%	7 12%	* 4%	-	11 13%	1 5%	-	-	8 18%	10 19% ac	1 3%	-	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% c	1 1%	1 1%	-	-	6 7% c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 14  
**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**  
**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**  
**Base: All respondents**  
**Summary table - Top 3 Most important**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
The level of antisemitism in the Labour Party	118	57	61	12	14	15	18	22	37	35	31	26	26	10	2	14	8	10	19	9	11	14	12	9	14	46	26
To get Brexit done	867	457	410	56	93	104	165	162	287	204	213	212	238	45	33	91	77	93	77	46	89	99	131	88	115	333	76
To get a second Brexit referendum	286	156	130	47	58	60	40	32	49	114	82	37	53	34	10	34	19	18	17	12	27	47	40	29	51	136	44
The current leader of the Labour Party, Jeremy Corbyn	308	156	152	32	59	44	56	40	77	82	79	65	81	15	10	52	26	35	28	22	29	32	39	20	47	118	45
The current leader of the Conservative Party, Boris Johnson	460	244	216	47	57	59	66	86	145	122	118	111	109	35	27	42	42	39	35	19	54	46	63	59	68	165	49
The NHS and public services	1153	526	627	141	208	191	205	160	247	311	323	247	272	102	50	147	106	111	73	60	102	141	148	111	216	451	116
The economy	755	387	368	64	151	122	140	121	157	211	235	149	159	67	29	86	63	68	60	44	67	108	104	58	141	326	100
To stop Brexit	321	175	146	42	73	65	52	34	55	116	100	54	51	49	12	33	16	24	15	11	32	54	48	26	57	160	48
The policies and manifesto of the party I voted for	726	382	343	89	128	115	133	92	170	217	201	138	170	64	37	87	75	66	51	38	53	100	97	59	110	308	72

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 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 14

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents**

**Summary table - Top 3 Most important**

	Gender		Age						Social Grade				Region								Employment Sector						
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5% <sup>a</sup>	6%	5%	5%	4%	4%	4%	5%	3%	3%	6% <sup>l</sup>	8% <sup>ps</sup>	6%	3%	3%	4%	2%	4%	6%	7% <sup>s</sup>	4%	3%	4%	4%	4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
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## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 15

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents**

**Summary table - Top 3 Most important**

	GE June 2017							GE Dec 2019							Will/ Did not vote (o)	
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)		Another party (n)
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	**
The level of antisemitism in the Labour Party	118 6%	60 9%b	29 5%	7	-	2	8	9	81 10%ij	16 3%	10 5%	1	-	4	2	-
To get Brexit done	867 45%	544 78%bcef g	115 18%	23 16%	5 63%	7 11%	97 62%abceg	60 37%bce	701 85%ijmn	59 10%	12 6%	35 93%ijmn	-	6 8%	9 18%ij	-
To get a second Brexit referendum	286 15%	24 3%	147 23%afg	55 37%abefg	-	14 22%af	12 8%a	21 13%a	12 1%	161 26%hkn	79 36%hikn	1 2%	-	20 27%hkn	6 10%h	-
The current leader of the Labour Party, Jeremy Corbyn	308 16%	94 13%e	152 24%acefg	14 9%	2 21%	2 3%	16 10%	22 13%e	123 15%j	147 24%hjkmn	19 9%	3 8%	1 17%	5 7%	6 11%	-
The current leader of the Conservative Party, Boris Johnson	460 24%	259 37%bcef g	88 14%	28 18%	1 13%	8 13%	36 24%b	28 17%	301 37%ijkm n	88 14%	41 19%	5 14%	2 30%	12 16%	6 11%	-
The NHS and public services	1153 60%	317 45%	472 75%actg	88 59%a	4 48%	45 68%a	85 55%a	106 64%a	359 44%	504 81%hjk n	116 54%h	15 41%	6 70%	49 67%hk	36 68%hjk	-
The economy	755 39%	304 43%c	240 38%	45 30%	4 57%	24 37%	53 34%	70 43%c	343 42%	231 37%	77 35%	12 31%	3 32%	29 39%	22 42%	-
To stop Brexit	321 17%	31 4%	139 22%af	66 44%abfg	-	26 40%abfg	17 11%a	31 19%a	13 2%	126 20%hk	127 59%hikmn	* 1%	2 29%	31 42%hikn	10 19%hk	-
The policies and manifesto of the party I voted for	726 38%	229 33%	294 47%actg	48 32%	2 25%	33 50%actg	52 34%	53 32%	244 30%	309 50%hjk	67 31%	10 27%	3 33%	38 52%hjk	30 57%hjk	-
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared for JL Partners by Populus Data Solutions



## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 16

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents**

**Summary table - Top 3 Most important**

	Total	Not CON 17 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-.**	465	57*	57*	7**	-.**	84*	25**	25**	-.**	43**	54*	21**	4**	-.**
The level of antisemitism in the Labour Party	118 6%	23 11%h	16 11%h	58 10%h	1 4%	-	-	-	13 3%	10 17%hmr	4 8%	-	-	3 4%	-	1 5%	-	5 11%	1 2%	2 7%	1 23%	-
To get Brexit done	867 45%	173 87%bhjmr	65 47%hjmr	520 85%bhjmr	7 24%	1 3%	7 90%	-	37 8%	52 91%bhjmr	6 10%	6 88%	-	4 5%	1 5%	14 57%	-	35 82%	4 8%	1 6%	4 100%	-
To get a second Brexit referendum	286 15%	4 2%	29 21%aci	7 1%	9 29%	7 25%	-	-	116 25%aci	-	24 41%abchir	1 12%	-	32 38%abchir	17 67%	2 7%	-	2 4%	8 15%aci	7 32%	-	-
The current leader of the Labour Party, Jeremy Corbyn	308 16%	38 19%am	26 19%am	84 14%	2 6%	5 18%	-	-	125 27%cjmr	14 24%am	8 14%	1 13%	-	6 7%	1 3%	7 29%	-	5 12%	15 27%cm	-	-	-
The current leader of the Conservative Party, Boris Johnson	460 24%	60 30%bbhm	29 21%hmr	237 39%bbhjm	10 34%	6 19%	3 33%	-	56 12%	12 21%	13 23%hmr	-	-	13 16%	4 17%	10 41%	-	13 30%	10 18%	3 16%	1 23%	-
The NHS and public services	1153 60%	80 40%	70 51%a	272 44%	19 64%	10 33%	3 32%	-	382 82%abcijm	24 41%	30 52%	5 71%	-	48 57%ac	21 82%	8 33%	-	20 47%	43 80%abcijm	14 68%	-	-
The economy	755 39%	60 30%	46 34%	279 45%abh	7 23%	7 22%	3 35%	-	180 39%	18 32%	19 34%	4 56%	-	35 41%	3 11%	5 21%	-	15 35%	27 50%ab	8 41%	-	-
To stop Brexit	321 17%	5 2%	39 28%aci	8 1%	4 15%	17 57%	-	-	96 21%aci	-	33 58%abchir	* 6%	-	50 59%abchir	10 39%	3 10%	-	2 6%	8 15%aci	14 69%	-	-
The policies and manifesto of the party I voted for	726 38%	42 21%	41 30%	198 32%a	10 35%	9 29%	2 23%	-	249 53%abcijm	14 24%	19 33%	2 26%	-	30 36%a	8 33%	3 13%	-	11 27%	23 43%a	5 25%	1 24%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4%ac	1 1%	1 1%	-	-	6 7%c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared for JL Partners by Populus Data Solutions

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 17

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The level of antisemitism in the Labour Party**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	11 1%	6 1%	5 1%	4 2%g	1 *	2 1%	- -	1 *	3 1%	3 1%	4 1%	3 1%	1 *	- -	- -	2 1%	- -	2 1%	1 *	- -	1 1%	4 2%	1 *	- -	1 *	5 1%	3 2%
2nd most important	33 2%	15 2%	18 2%	5 2%	4 1%	3 1%	3 1%	4 1%	14 3%	13 2%	9 2%	6 1%	6 1%	3 2%	1 1%	4 2%	5 3%	2 1%	6 4%u	4 4%u	1 1%	3 1%	4 1%	1 1%	5 1%	11 1%	7 3%
3rd most important	74 4%	36 4%	38 4%	3 1%	9 3%	10 3%	15 4%	17 6% <sup>d</sup>	20 4%	19 4%	18 3%	17 4%	20 4%	6 4%	1 1%	8 4%	3 2%	7 4%	13 9% <sup>ooqvw</sup>	5 5%	8 5%	7 3%	8 3%	8 5%	8 3%	30 4%	15 7%
NET: Ranked top 3	118 6%	57 6%	61 6%	12 6%	14 4%	15 5%	18 5%	22 8%	37 8% <sup>e</sup>	35 6%	31 6%	26 7%	26 6%	10 6%	2 2%	14 6%	8 5%	10 6%	19 13% <sup>anopqruvw</sup>	9 9%	11 6%	14 5%	12 5%	9 5%	14 5%	46 6%	26 12%
Not ranked top 3	1729 89%	869 91%	860 88%	189 89%	301 91%	270 90%	307 91%	258 88%	402 88%	478 89%	485 91%	358 91%	407 88%	146 86%	74 92%	203 91%	150 92%	154 90%	123 85%	85 87%	165 89%	226 88%	243 91%	160 92%	287 92%	721 90%	184 84%
None of the above	85 4%	32 3%	53 5% <sup>a</sup>	12 6%	15 5%	15 5%	13 4%	12 4%	18 4%	27 5%	19 3%	11 3%	28 6% <sup>l</sup>	13 8% <sup>ps</sup>	5 6%	7 3%	5 3%	6 4%	2 2%	4 4%	10 6%	17 7% <sup>s</sup>	11 4%	5 3%	12 4%	33 4%	9 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 18

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The level of antisemitism in the Labour Party**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	11 1%	4 1%	5 1%	- -	- -	- -	- -	1 1%	5 1%	4 1%	2 1%	- -	- -	- -	- -	- -	
2nd most important	33 2%	20 3% <sup>cb</sup>	5 1%	1 1%	- -	- -	2 1%	3 2%	27 3% <sup>i</sup>	3 1%	2 1%	- -	- -	- -	- -	- -	
3rd most important	74 4%	35 5%	19 3%	6 4%	- -	2 4%	6 4%	4 2%	49 6% <sup>i</sup>	9 1%	6 3%	1 3%	- -	4 6% <sup>i</sup>	2 5%	- -	
NET: Ranked top 3	118 6%	60 9% <sup>cb</sup>	29 5%	7 5%	- -	2 4%	8 5%	9 5%	81 10% <sup>ij</sup>	16 3%	10 5%	1 3%	- -	4 6%	2 5%	- -	
Not ranked top 3	1729 89%	624 89%	575 92%	132 88%	7 88%	58 88%	140 91%	144 88%	725 88%	581 93% <sup>hj</sup>	192 88%	36 95%	6 70%	64 87%	47 89%	- -	
None of the above	85 4%	18 3%	21 3%	12 8% <sup>ab</sup>	1 12%	6 9% <sup>ab</sup>	6 4%	12 7% <sup>ab</sup>	18 2%	25 4%	15 7% <sup>h</sup>	1 2%	2 30%	5 7% <sup>h</sup>	3 6% <sup>h</sup>	- -	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 19

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The level of antisemitism in the Labour Party**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 Not CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	11 1%	2 1%	3 2%	3 1%	1 3%	-	-	-	3 1%	2 3%ch	1 2%	-	-	-	-	-	-	-	1 1%	1 4%	-	-
2nd most important	33 2%	7 3%h	1 1%	20 3%h	-	-	-	-	3 1%	1 1%	1 2%	-	-	-	-	1 5%	-	3 6%	-	1 3%	-	-
3rd most important	74 4%	14 7%h	11 8%h	35 6%h	* 1%	-	-	-	8 2%	7 13%hr	3 4%	-	-	3 4%	-	-	-	2 5%	1 1%	-	1 23%	-
NET: Ranked top 3	118 6%	23 11%h	16 11%h	58 10%h	1 4%	-	-	-	13 3%	10 17%hmr	4 8%	-	-	3 4%	-	1 5%	-	5 11%	1 2%	2 7%	1 23%	-
Not ranked top 3	1729 89%	171 86%	119 87%	545 89%	26 88%	26 87%	7 90%	-	433 93%abci	47 81%	52 91%	7 100%	-	75 89%	25 100%	21 86%	-	37 86%	50 93%	18 85%	3 77%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4%c	1 1%	1 1%	-	-	6 7%c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 20

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get Brexit done**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	611	322	289	25	52	69	123	129	212	144	159	146	163	29	26	56	57	62	59	37	68	62	96	59	73	226	42
	32%	34%	30%	12%	16%	23%de	36%def	44%defg	46%defg	27%	30%	37%ijk	35%j	17%	32%n	25%	35%nv	36%npv	41%npv	38%npv	37%npv	24%	36%npv	34%nv	23%	28%	19%
2nd most important	167	90	76	12	24	22	30	28	51	39	36	37	55	12	5	22	15	15	14	4	15	25	18	21	24	62	27
	9%	9%	8%	6%	7%	7%	9%	10%	11%d	7%	7%	9%	12%jk	7%	7%	10%	9%	9%	10%	4%	8%	10%	7%	12%t	8%	8%	12%
3rd most important	90	45	45	18	17	14	12	5	24	22	19	29	20	4	2	12	4	16	5	6	6	12	17	7	18	45	7
	5%	5%	5%	8%gh	5%h	5%	4%	2%	5%h	4%	4%	7%jk	4%	2%	3%	5%	4%	9%nqsu	3%	6%	3%	5%	6%	4%	6%	6%	3%
NET: Ranked top 3	867	457	410	56	93	104	165	162	287	204	213	212	238	45	33	91	77	93	77	46	89	99	131	88	115	333	76
	45%	48%b	42%	26%	28%	35%	49%def	55%defg	63%defg	38%	40%	54%ijk	51%jk	26%	41%n	40%n	47%n	54%npv	54%npv	48%n	48%n	38%n	49%nv	50%nv	37%	42%	35%
Not ranked top 3	980	469	511	146	222	181	160	118	153	308	303	172	196	111	43	127	81	72	64	47	86	141	125	82	186	434	134
	51%	49%	52%	68%ghi	67%ghi	60%ghi	47%i	40%	33%	57%lm	57%lm	44%	42%	66%qrstuvwx	53%	57%rsw	50%	42%	45%	49%	47%	55%r	47%	47%	60%	54%	61%
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5%a	6%	5%	5%	4%	4%	4%	5%	3%	3%	6%l	8%ps	6%	3%	3%	4%	2%	4%	6%	7%st	4%	3%	4%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 21

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get Brexit done**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	611 32%	402 57%bceg	67 11%	16 10%	5 63%	3 4%	81 53%bceg	27 16%e	523 63%ijmn	24 4%	3 1%	33 86%hijmn	-	1 1%	6 11%ijm	-	
2nd most important	167 9%	101 14%bcef	29 5%	3 2%	-	3 5%	9 6%	19 12%bc	127 15%ijmn	20 3%	6 3%	2 6%	-	3 5%	1 2%	-	
3rd most important	90 5%	41 6%b	19 3%	4 3%	-	2 2%	7 4%	14 9%bc	51 6%ij	15 2%	3 1%	-	-	2 2%	3 5%	-	
NET: Ranked top 3	867 45%	544 78%bcef	115 18%	23 16%	5 63%	7 11%	97 62%bceg	60 37%bce	701 85%ijmn	59 10%	12 6%	35 93%ijmn	-	6 8%	9 18%ij	-	
Not ranked top 3	980 51%	139 20%	490 78%afg	116 77%afg	2 25%	53 80%afg	52 34%a	92 56%af	105 13%	537 86%hkn	190 88%hkn	2 5%	6 70%	63 85%hk	40 76%hk	-	
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 22

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get Brexit done**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	611 32%	134 68% r	47 34% hjm	385 63% bjhm	3 11%	-	6 77%	-	14 3%	41 71% bjhm	1 2%	5 75%	-	2 2%	1 2%	12 48%	-	17 38%	3 5%	-	4 100%	-
2nd most important	167 9%	29 15% hmr	13 9% hmr	96 16% hjmr	3 11%	1 3%	1 13%	-	13 3%	8 15% hmr	3 5%	1 13%	-	1 1%	1 3%	1 6%	-	15 35%	* 1%	1 4%	-	-
3rd most important	90 5%	10 5%	5 4%	39 6% h	1 3%	-	-	-	11 2%	3 6%	2 3%	-	-	1 1%	-	1 4%	-	4 9%	1 2%	* 2%	-	-
NET: Ranked top 3	867 45%	173 87% r	65 47% hjm	520 85% bjhm	7 24%	1 3%	7 90%	-	37 8%	52 91% bjhm	6 10%	6 88%	-	4 5%	1 5%	14 57%	-	35 82%	4 8%	1 6%	4 100%	-
Not ranked top 3	980 51%	21 10%	70 51% aci	84 14%	20 68%	25 83%	-	-	409 88% abci	4 7%	51 89% abci	1 12%	-	74 88% abci	24 95%	9 34%	-	6 15%	47 88% abci	18 86%	-	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% c	1 1%	1 1%	-	-	6 7% c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 23

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get a second Brexit referendum**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	66 3%	39 4%	27 3%	13 6%gi	15 5%gi	15 5%gi	6 2%	9 3%	8 2%	29 5%lm	18 3%	9 2%	11 2%	8 5%	1 1%	3 1%	7 4%	2 1%	5 4%	3 3%	6 3%	12 5%r	11 4%	8 5%r	7 2%	39 5%	11 5%
2nd most important	117 6%	60 6%	56 6%	18 8%	24 7%	25 8%g	14 4%	13 4%	24 5%	45 8%lm	35 6%	15 4%	23 5%	16 10%st	5 6%	15 7%r	7 4%	9 6%	3 2%	2 2%	13 7%r	19 7%r	20 8%r	8 5%	20 6%	59 7%	16 7%
3rd most important	103 5%	57 6%	46 5%	16 8%i	20 6%	19 6%	20 6%	11 4%	16 4%	40 7%l	29 5%	14 3%	20 4%	10 6%	5 6%	15 7%	6 4%	7 4%	9 6%	7 7%	7 4%	17 7%	8 3%	13 7%	24 8%	38 5%	18 8%
NET: Ranked top 3	286 15%	156 16%	130 13%	47 22%ghi	58 18%ghi	60 20%ghi	40 12%	32 11%	49 11%	114 21%klm	82 15%l	37 9%	53 12%	34 20%r	10 13%	34 15%	19 12%	18 11%	17 12%	12 12%	27 14%	47 18%r	40 15%	29 17%	51 16%	136 17%	44 20%
Not ranked top 3	1561 81%	770 80%	791 81%	155 73%	257 78%	225 75%	285 84%def	248 85%def	391 85%def	399 74%	434 81%j	347 88%jkm	380 82%j	122 72%	66 82%	184 82%n	139 85%nv	147 86%nv	125 87%nv	81 84%	148 80%	193 75%	216 81%n	140 80%	250 80%	631 79%	165 75%
None of the above	85 4%	32 3%	53 5%a	12 6%	15 5%	15 5%	13 4%	12 4%	18 4%	27 5%	19 3%	11 3%	28 6%l	13 8%ps	5 6%	7 3%	5 3%	6 4%	2 2%	4 4%	10 6%	17 7%r	11 4%	5 3%	12 4%	33 4%	9 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 24

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get a second Brexit referendum**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	66 3%	8 1%	33 5%a	13 9%afg	-	2 3%	4 3%	4 3%	5 1%	38 6%h	16 8%h	* 1%	-	3 5%h	1 2%	-	
2nd most important	117 6%	9 1%	54 9%af	27 18%abfg	-	7 10%af	5 3%	10 6%a	1 *	58 9%hk	41 19%hikn	-	-	12 16%hkn	2 4%h	-	
3rd most important	103 5%	7 1%	60 10%afg	15 10%af	-	5 8%af	3 2%	7 4%a	6 1%	66 11%hk	22 10%hk	* 1%	-	5 6%h	3 5%h	-	
NET: Ranked top 3	286 15%	24 3%	147 23%afg	55 37%abefg	-	14 22%af	12 8%a	21 13%a	12 1%	161 26%hkn	79 36%hikn	1 2%	-	20 27%hkn	6 10%h	-	
Not ranked top 3	1561 81%	659 94%bcef g	458 73%c	84 56%	7 88%	46 69%	137 88%bce	131 80%c	795 96%ijmn	435 70%j	123 57%	36 96%ijmn	6 70%	49 66%	44 83%ijm	-	
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 25

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To get a second Brexit referendum**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	66 3%	2 1%	5 4% <sub>c</sub>	3 *	4 13%	2 5%	-	-	26 6% <sub>ac</sub>	-	4 6% <sub>ac</sub>	*	-	9 10% <sub>aci</sub>	4 16%	-	-	2 4%	2 3% <sub>c</sub>	-	-	-
2nd most important	117 6%	-	18 13% <sub>aci</sub>	1 *	3 10%	4 13%	-	-	36 8% <sub>ac</sub>	-	16 29% <sub>abchi</sub>	-	-	14 16% <sub>achi</sub>	9 36%	-	-	-	4 7% <sub>ac</sub>	4 20%	-	-
3rd most important	103 5%	2 1%	6 4% <sub>c</sub>	3 *	2 6%	2 7%	-	-	54 12% <sub>abci</sub>	-	4 7% <sub>ac</sub>	*	-	10 11% <sub>aci</sub>	4 14%	2 7%	-	-	3 5% <sub>c</sub>	2 12%	-	-
NET: Ranked top 3	286 15%	4 2%	29 21% <sub>aci</sub>	7 1%	9 29%	7 25%	-	-	116 25% <sub>aci</sub>	-	24 41% <sub>abch</sub>	1 12%	-	32 38% <sub>abch</sub>	17 67%	2 7%	-	2 4%	8 15% <sub>aci</sub>	7 32%	-	-
Not ranked top 3	1561 81%	190 96% <sub>bjhm</sub>	106 77% <sub>jm</sub>	596 97% <sub>cbhjm</sub>	19 64%	18 62%	7 90%	-	330 71% <sub>jm</sub>	57 99% <sub>bjhm</sub>	33 58%	6 88%	-	46 55%	8 33%	21 85%	-	40 93%	43 80% <sub>jm</sub>	13 61%	4 100%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% <sub>c</sub>	1 1%	1 1%	-	-	6 7% <sub>c</sub>	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 26

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Labour Party, Jeremy Corbyn**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	82 4%	42 4%	40 4%	8 4%	20 6%h	15 5%h	18 5%h	5 2%	16 4%	22 4%	17 3%	21 5%	23 5%	6 4%	3 3%	16 7%	6 4%	9 5%	4 3%	4 4%	7 4%	9 3%	11 4%	8 5%	15 5%	35 4%	15 7%
2nd most important	94 5%	53 6%	41 4%	8 4%	21 6%	12 4%	14 4%	16 6%	22 5%	28 5%	20 4%	19 5%	27 6%	4 2%	1 1%	18 8%nox	7 4%	12 7%nx	10 7%nx	6 6%	10 5%	11 4%	11 4%	4 2%	9 3%	44 6%	13 6%
3rd most important	131 7%	61 6%	70 7%	16 8%	18 5%	16 5%	24 7%	18 6%	39 8%	32 6%	42 8%	25 6%	32 7%	5 3%	6 8%	18 8%	13 8%	15 8%n	14 9%n	12 13%nvx	12 6%	12 5%	17 6%	8 4%	22 7%	39 5%	18 8%
NET: Ranked top 3	308 16%	156 16%	152 16%	32 15%	59 18%	44 15%	56 16%	40 14%	77 17%	82 15%	79 15%	65 16%	81 18%	15 9%	10 12%	52 23%nvwx	26 16%	35 21%nvx	28 20%n	22 23%nvx	29 16%	32 12%	39 15%	20 11%	47 15%	118 15%	45 20%
Not ranked top 3	1539 80%	770 80%	769 79%	170 80%	256 78%	241 80%	270 80%	240 82%	362 79%	431 80%	437 82%	319 81%	352 76%	141 83%p	67 82%	166 74%	132 81%	129 75%	113 79%	71 74%	146 79%	208 81%	217 81%	149 86%prt	254 81%	649 81%	164 75%
None of the above	85 4%	32 3%	53 5%a	12 6%	15 5%	15 5%	13 4%	12 4%	18 4%	27 5%	19 3%	11 3%	28 6%l	13 8%ps	5 6%	7 3%	5 3%	6 4%	2 2%	4 4%	10 6%	17 7%ss	11 4%	5 3%	12 4%	33 4%	9 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 27

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Labour Party, Jeremy Corbyn**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	82 4%	23 3%	42 7% <sup>gae</sup>	4 2%	-	-	4 3%	6 3%	28 3%	40 6% <sup>h</sup>	7 3%	-	-	2 2%	3 6%	-	
2nd most important	94 5%	30 4%	45 7% <sup>a</sup>	5 3%	-	1 2%	6 4%	6 4%	37 5%	41 7%	9 4%	2 6%	1 17%	1 2%	3 5%	-	
3rd most important	131 7%	41 6%	65 10% <sup>acef</sup>	5 3%	2 21%	1 1%	6 4%	11 7%	57 7% <sup>cjn</sup>	66 11% <sup>hjn</sup>	3 1%	1 2%	-	2 3%	-	-	
NET: Ranked top 3	308 16%	94 13% <sup>e</sup>	152 24% <sup>acefg</sup>	14 9%	2 21%	2 3%	16 10%	22 13% <sup>e</sup>	123 15% <sup>cj</sup>	147 24% <sup>hjkmn</sup>	19 9%	3 8%	1 17%	5 7%	6 11%	-	
Not ranked top 3	1539 80%	589 84% <sup>b</sup>	452 72%	125 83% <sup>b</sup>	5 67%	59 89% <sup>b</sup>	133 86% <sup>b</sup>	130 79%	684 83% <sup>i</sup>	450 72%	183 84% <sup>i</sup>	34 90% <sup>i</sup>	4 53%	63 86% <sup>i</sup>	44 83%	-	
None of the above	85 4%	18 3%	21 3%	12 8% <sup>ab</sup>	1 12%	6 9% <sup>ab</sup>	6 4%	12 7% <sup>ab</sup>	18 2%	25 4%	15 7% <sup>h</sup>	1 2%	2 30%	5 7% <sup>h</sup>	3 6% <sup>h</sup>	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 28

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Labour Party, Jeremy Corbyn**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	82 4%	9 4%	7 5%	20 3%	1 2%	3 9%	-	-	34 7%cm	1 2%	3 6%	-	-	1 1%	-	2 10%	-	2 5%	3 5%	-	-	-
2nd most important	94 5%	11 6%	11 8%	26 4%	-	2 7%	-	-	34 7%c	7 12%ac	4 6%	-	-	3 4%	1 3%	1 4%	-	1 3%	5 8%	-	-	-
3rd most important	131 7%	18 9% <i>m</i>	8 6% <i>j</i>	39 6%	1 4%	* 1%	-	-	56 12% <i>cjm</i>	6 10% <i>m</i>	1 2%	1 13%	-	1 2%	-	4 15%	-	2 4%	8 14% <i>cjm</i>	-	-	-
NET: Ranked top 3	308 16%	38 19% <i>m</i>	26 19% <i>m</i>	84 14%	2 6%	5 18%	-	-	125 27% <i>cjm</i>	14 24% <i>m</i>	8 14%	1 13%	-	6 7%	1 3%	7 29%	-	5 12%	15 27% <i>cm</i>	-	-	-
Not ranked top 3	1539 80%	156 78% <i>h</i>	108 79% <i>h</i>	519 84% <i>hr</i>	26 87%	21 69%	7 90%	-	322 69%	43 74%	49 85% <i>hr</i>	6 87%	-	72 86% <i>hr</i>	25 97%	15 62%	-	37 85%	37 68%	19 93%	4 100%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% <i>c</i>	1 1%	1 1%	-	-	6 7% <i>c</i>	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 29

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Conservative Party, Boris Johnson**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	95 5%	50 5%	45 5%	2 1%	11 3%	15 5% <sup>d</sup>	10 3%	19 7% <sup>dg</sup>	38 8% <sup>deg</sup>	17 3%	34 6% <sup>j</sup>	21 5%	24 5%	13 8%	3 3%	8 4%	9 6%	7 4%	6 4%	2 2%	10 6%	8 3%	14 5%	13 7%	19 6% <sup>B</sup>	24 3%	13 6%
2nd most important	190 10%	94 10%	95 10%	21 10%	25 8%	26 9%	31 9%	36 12%	51 11%	50 9%	43 8%	52 13% <sup>k</sup>	45 10%	9 6%	12 15% <sup>n</sup>	20 9%	13 8%	12 7%	16 11%	10 11%	26 14% <sup>nrv</sup>	19 7%	29 11%	21 12% <sup>n</sup>	27 9%	77 10%	18 8%
3rd most important	175 9%	100 10%	76 8%	24 11%	21 6%	18 6%	26 8%	30 10%	56 12% <sup>efg</sup>	55 10%	42 8%	39 10%	40 9%	12 7%	12 15% <sup>p</sup>	14 6%	19 12%	19 11%	13 9%	6 6%	17 9%	18 7%	20 8%	24 14% <sup>pvw</sup>	22 7%	64 8%	17 8%
NET: Ranked top 3	460 24%	244 25%	216 22%	47 22%	57 17%	59 20%	66 20%	86 29% <sup>efg</sup>	145 32% <sup>def</sup>	122 23%	118 22%	111 28%	109 23%	35 21%	27 33% <sup>pv</sup>	42 19%	42 26%	39 23%	35 25%	19 19%	54 29% <sup>pv</sup>	46 18%	63 24%	59 34% <sup>npr</sup>	68 22%	165 21%	49 22%
Not ranked top 3	1387 72%	682 71%	705 72%	155 73%	258 78% <sup>hi</sup>	226 75% <sup>hi</sup>	259 77% <sup>hi</sup>	195 67%	294 64%	391 72%	398 74%	273 69%	325 70%	121 71%	50 61%	175 78% <sup>oux</sup>	116 71%	126 74%	106 74%	75 77% <sup>ox</sup>	121 65%	194 76% <sup>oux</sup>	193 72%	111 63%	233 75%	602 75%	161 74%
None of the above	85 4%	32 3%	53 5% <sup>a</sup>	12 6%	15 5%	15 5%	13 4%	12 4%	18 4%	27 5%	19 3%	11 3%	28 6% <sup>l</sup>	13 8% <sup>ps</sup>	5 6%	7 3%	5 3%	6 4%	2 2%	4 4%	10 6%	17 7% <sup>s</sup>	11 4%	5 3%	12 4%	33 4%	9 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 30

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Conservative Party, Boris Johnson**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	95 5%	57 8% <b>bg</b>	19 3%	7 5% <b>g</b>	-	5 8% <b>bg</b>	6 4% <b>g</b>	1 *	60 7% <b>i</b>	20 3%	8 4%	1 3%	-	5 7%	1 3%	-	
2nd most important	190 10%	112 16% <b>bce</b>	28 4%	9 6%	-	1 1%	17 11% <b>be</b>	17 10% <b>bce</b>	135 16% <b>ijm</b>	26 4%	16 7%	2 7%	-	3 5%	4 7%	-	
3rd most important	175 9%	91 13% <b>beg</b>	41 7%	11 7%	1 13%	3 4%	13 9%	10 6%	106 13% <b>imn</b>	43 7%	18 8%	2 4%	2 30%	3 4%	1 1%	-	
NET: Ranked top 3	460 24%	259 37% <b>bcef</b> g	88 14%	28 18%	1 13%	8 13%	36 24% <b>b</b>	28 17%	301 37% <b>ijkm</b> n	88 14%	41 19%	5 14%	2 30%	12 16%	6 11%	-	
Not ranked top 3	1387 72%	424 60%	517 83% <b>acf</b>	112 74% <b>a</b>	6 75%	52 79% <b>a</b>	112 72% <b>a</b>	125 76% <b>a</b>	506 61%	508 82% <b>hj</b>	161 74% <b>h</b>	32 84% <b>h</b>	3 41%	57 77% <b>h</b>	44 82% <b>h</b>	-	
None of the above	85 4%	18 3%	21 3%	12 8% <b>ab</b>	1 12%	6 9% <b>ab</b>	6 4%	12 7% <b>ab</b>	18 2%	25 4%	15 7% <b>h</b>	1 2%	2 30%	5 7% <b>h</b>	3 6% <b>h</b>	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 31

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The current leader of the Conservative Party, Boris Johnson**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	**	465	57*	57*	7**	**	84*	25**	25**	**	43**	54*	21**	4**	**
Most important	95 5%	10 5%	6 4%	50 8% <sub>hmr</sub>	3 11%	2 5%	1 13%	-	13 3%	1 2%	5 8% <sub>r</sub>	-	-	1 2%	1 3%	5 20%	-	1 2%	-	-	-	-
2nd most important	190 10%	31 15% <sub>bh</sub>	11 8% <sub>h</sub>	102 17% <sub>bhjm</sub>	4 12%	3 11%	* 6%	-	15 3%	6 10% <sub>h</sub>	3 5%	-	-	6 7%	-	3 14%	-	8 19%	6 12% <sub>h</sub>	1 4%	1 23%	-
3rd most important	175 9%	20 10%	12 9%	86 14% <sub>h</sub>	3 11%	1 2%	1 14%	-	28 6%	5 9%	6 11%	-	-	6 7%	3 13%	2 7%	-	4 10%	3 6%	2 11%	-	-
NET: Ranked top 3	460 24%	60 30% <sub>bhm</sub>	29 21% <sub>h</sub>	237 39% <sub>bhjm</sub>	10 34%	6 19%	3 33%	-	56 12%	12 21%	13 23% <sub>h</sub>	-	-	13 16%	4 17%	10 41%	-	13 30%	10 18%	3 16%	1 23%	-
Not ranked top 3	1387 72%	134 67%	106 77% <sub>ac</sub>	366 60%	17 59%	20 68%	5 57%	-	391 84% <sub>ac</sub>	45 78% <sub>c</sub>	43 76% <sub>c</sub>	7 100%	-	65 77% <sub>c</sub>	21 83%	13 51%	-	29 66%	42 77% <sub>c</sub>	16 77%	3 77%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% <sub>c</sub>	1 1%	1 1%	-	-	6 7% <sub>c</sub>	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 32

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The NHS and public services**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	437	159	278	80	98	69	81	44	64	118	130	90	99	26	24	74	45	39	28	26	38	50	51	34	91	181	43
	23%	17%	29% <sup>a</sup>	38% <sup>fgh</sup>	30% <sup>hi</sup>	23% <sup>hi</sup>	24% <sup>hi</sup>	15%	14%	22%	24%	23%	21%	16%	30% <sup>en</sup>	33% <sup>enrs</sup>	27% <sup>n</sup>	23%	20%	27%	21%	20%	19%	20%	29% <sup>B</sup>	23%	20%
2nd most important	421	215	205	44	59	74	76	66	102	106	119	94	101	37	20	41	38	42	27	24	34	58	51	49	81	143	40
	22%	22%	21%	21%	18%	25%	22%	22%	22%	20%	22%	24%	22%	22%	24%	18%	23%	25%	19%	25%	18%	22%	19%	28% <sup>puw</sup>	26% <sup>B</sup>	18%	19%
3rd most important	296	151	144	17	52	48	49	50	81	87	75	62	72	39	7	32	23	29	18	9	31	33	47	27	44	127	32
	15%	16%	15%	8%	16% <sup>d</sup>	16% <sup>d</sup>	14% <sup>d</sup>	17% <sup>d</sup>	18% <sup>d</sup>	16%	14%	16%	16%	23% <sup>opst</sup>	8%	15%	14%	17%	13%	10%	17%	13%	18%	16%	14%	16%	15%
NET: Ranked top 3	1153	526	627	141	208	191	205	160	247	311	323	247	272	102	50	147	106	111	73	60	102	141	148	111	216	451	116
	60%	55%	64% <sup>a</sup>	66% <sup>hi</sup>	63% <sup>hi</sup>	64% <sup>hi</sup>	61%	55%	54%	58%	61%	62%	59%	61%	62%	66% <sup>suv</sup>	65% <sup>s</sup>	65% <sup>s</sup>	51%	62%	55%	55%	56%	63% <sup>s</sup>	69% <sup>B</sup>	56%	53%
Not ranked top 3	694	400	294	61	107	94	120	120	192	202	193	138	162	53	26	70	52	54	68	33	73	98	107	58	85	316	93
	36%	42% <sup>b</sup>	30%	28%	32%	31%	35%	41% <sup>def</sup>	42% <sup>def</sup>	37%	36%	35%	35%	31%	32%	31%	32%	32%	47% <sup>nop</sup>	35%	39%	38%	40%	33%	27%	39% <sup>A</sup>	43%
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5% <sup>a</sup>	6%	5%	5%	4%	4%	4%	5%	3%	3%	6% <sup>l</sup>	8% <sup>ps</sup>	6%	3%	3%	4%	2%	4%	6%	7% <sup>s</sup>	4%	3%	4%	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 33

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The NHS and public services**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	437 23%	69 10%	226 36%acef	31 21%a	1 12%	11 17%	21 13%	56 34%acef	60 7%	266 43%hjk	41 19%hk	1 1%	2 29%	12 16%hk	16 31%hjk	-	
2nd most important	421 22%	132 19%	160 26%ag	33 22%	3 36%	20 31%ag	36 23%	28 17%	161 20%	155 25%h	40 18%	10 26%	1 13%	20 27%	14 26%	-	
3rd most important	296 15%	116 17%	87 14%	25 16%	-	14 21%	28 18%	22 13%	137 17%	82 13%	36 16%	5 13%	2 29%	17 24%i	6 11%	-	
NET: Ranked top 3	1153 60%	317 45%	472 75%acfg	88 59%a	4 48%	45 68%a	85 55%a	106 64%a	359 44%	504 81%hjk n	116 54%h	15 41%	6 70%	49 67%hk	36 68%hjk	-	
Not ranked top 3	694 36%	367 52%bcef g	133 21%	51 34%b	3 40%	15 23%	63 41%beg	47 28%	447 54%ijmn	93 15%	86 39%i	22 57%ijmn	-	19 26%i	13 25%i	-	
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 34

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The NHS and public services**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	437 23%	10 5%	19 14% <sup>aci</sup>	48 8%	10 33%	6 19%	-	-	195 42% <sup>abcijm</sup>	4 6%	11 19% <sup>ac</sup>	1 8%	-	13 16% <sup>ac</sup>	12 46%	1 4%	-	5 13%	26 48% <sup>abcijm</sup>	5 24%	-	-
2nd most important	421 22%	37 19%	28 21%	122 20%	4 12%	2 6%	3 32%	-	126 27% <sup>ac</sup>	11 19%	10 17%	3 50%	-	22 26%	3 13%	5 22%	-	7 15%	13 24%	1 6%	-	-
3rd most important	296 15%	32 16%	23 17%	103 17%	5 18%	3 8%	-	-	61 13%	9 16%	9 16%	1 13%	-	13 16%	6 23%	2 8%	-	8 19%	5 9%	8 38%	-	-
NET: Ranked top 3	1153 60%	80 40%	70 51% <sup>a</sup>	272 44%	19 64%	10 33%	3 32%	-	382 82% <sup>abcijm</sup>	24 41%	30 52%	5 71%	-	48 57% <sup>ac</sup>	21 82%	8 33%	-	20 47%	43 80% <sup>abcijm</sup>	14 68%	-	-
Not ranked top 3	694 36%	114 58% <sup>bhmr</sup>	64 47% <sup>hr</sup>	331 54% <sup>hmr</sup>	9 29%	16 54%	5 58%	-	65 14%	33 57% <sup>hmr</sup>	27 47% <sup>hr</sup>	2 29%	-	30 35% <sup>hr</sup>	4 18%	14 58%	-	22 50%	8 15%	5 25%	4 100%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% <sup>c</sup>	1 1%	1 1%	-	-	6 7% <sup>c</sup>	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 35

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The economy**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	130	81	48	13	32	22	26	19	17	42	31	27	30	17	3	20	4	14	9	6	8	24	15	8	26	64	24
	7%	8%b	5%	6%	10%i	7%i	8%i	6%	4%	8%	6%	7%	7%	10%qu	4%	9%q	3%	8%q	6%	6%	4%	9%q	6%	5%	8%	8%	11%
2nd most important	273	131	142	15	52	37	53	49	67	85	84	51	53	25	7	28	20	29	24	15	29	34	44	18	51	123	30
	14%	14%	15%	7%	16%d	12%	16%d	17%d	15%d	16%	16%	13%	11%	15%	9%	12%	12%	17%	17%	15%	15%	13%	16%	10%	16%	15%	14%
3rd most important	352	175	178	36	67	62	61	53	72	84	120	71	77	24	19	38	39	25	27	24	30	51	45	31	64	139	47
	18%	18%	18%	17%	20%	21%	18%	18%	16%	16%	23%jm	18%	17%	14%	24%	17%	24%nr	14%	19%	25%	16%	20%	17%	18%	21%	17%	21%
NET: Ranked top 3	755	387	368	64	151	122	140	121	157	211	235	149	159	67	29	86	63	68	60	44	67	108	104	58	141	326	100
	39%	40%	38%	30%	46%di	41%d	42%di	41%d	34%	39%	44%lm	38%	35%	40%	36%	38%	39%	40%	42%	46%	36%	42%	39%	33%	45%	41%	46%
Not ranked top 3	1092	539	553	137	164	163	185	160	283	302	281	235	274	88	47	131	95	97	81	49	108	131	152	111	160	441	109
	57%	56%	57%	64%efgh	50%	54%	55%	55%	62%e	56%	53%	59%	59%k	52%	58%	59%	58%	57%	57%	50%	58%	51%	57%	64%nv	51%	55%	50%
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5%a	6%	5%	5%	4%	4%	4%	5%	3%	3%	6%l	8%ps	6%	3%	3%	4%	2%	4%	6%	7%ss	4%	3%	4%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 36

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The economy**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	130 7%	46 7%	39 6%	11 7%	-	7 11%	6 4%	17 10%	60 7%	35 6%	15 7%	2 4%	-	8 11%	3 6%	-	
2nd most important	273 14%	120 17%bc	81 13%	15 10%	2 21%	7 11%	27 17%	19 12%	139 17%j	81 13%	23 11%	2 6%	2 21%	8 12%	5 9%	-	
3rd most important	352 18%	138 20%	121 19%	20 13%	3 35%	10 15%	20 13%	35 21%	145 18%	114 18%	38 18%	8 21%	1 12%	12 16%	14 27%	-	
NET: Ranked top 3	755 39%	304 43%cc	240 38%	45 30%	4 57%	24 37%	53 34%	70 43%cc	343 42%	231 37%	77 35%	12 31%	3 32%	29 39%	22 42%	-	
Not ranked top 3	1092 57%	380 54%	365 58%	94 62%g	2 32%	36 55%	96 62%	82 50%	463 56%	366 59%	126 58%	25 67%	3 38%	40 54%	27 52%	-	
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 37

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The economy**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	130 7%	14 7%	9 6%	44 7%	-	1 3%	-	-	28 6%	5 8%	3 5%	-	-	8 10%	1 5%	1 3%	-	6 14%	5 9%	1 4%	-	-
2nd most important	273 14%	25 12%	12 9%	114 19%bj	2 6%	2 7%	-	-	64 14%	7 13%	4 6%	1 15%	-	9 11%	2 6%	2 7%	-	2 4%	7 13%	4 19%	-	-
3rd most important	352 18%	22 11%	25 18%a	121 20%a	5 17%	3 12%	3 35%	-	88 19%a	7 12%	13 22%a	3 41%	-	17 20%	-	3 11%	-	8 18%	15 28%ai	4 18%	-	-
NET: Ranked top 3	755 39%	60 30%	46 34%	279 45%abh	7 23%	7 22%	3 35%	-	180 39%	18 32%	19 34%	4 56%	-	35 41%	3 11%	5 21%	-	15 35%	27 50%ab	8 41%	-	-
Not ranked top 3	1092 57%	134 67%chmr	88 64%cr	324 53%	21 70%	19 64%	4 55%	-	267 57%	38 66%r	37 65%r	3 44%	-	44 52%	23 89%	17 70%	-	27 62%	24 45%	11 52%	4 100%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4%c	1 1%	1 1%	-	-	6 7%c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 38

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To stop Brexit**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	172 9%	108 11% <sup>b</sup>	64 7%	22 10%	39 12%	32 11%	24 7%	21 7%	35 8%	72 13% <sup>klm</sup>	49 9% <sup>m</sup>	26 7%	25 5%	27 16% <sup>opqrst</sup>	4 4%	14 6%	7 4%	12 7%	5 3%	5 5%	18 10% <sup>s</sup>	32 13% <sup>pqs</sup>	33 12% <sup>pqs</sup>	17 10% <sup>s</sup>	29 9%	89 11%	29 13%
2nd most important	87 4%	41 4%	46 5%	12 6% <sup>i</sup>	25 8% <sup>hi</sup>	20 7% <sup>hi</sup>	15 5% <sup>i</sup>	7 2%	8 2%	26 5%	33 6% <sup>m</sup>	15 4%	13 3%	14 8% <sup>wx</sup>	4 5%	12 5%	7 4%	5 3%	6 4%	3 3%	8 4%	14 5%	9 3%	5 3%	17 5%	41 5%	11 5%
3rd most important	62 3%	26 3%	36 4%	8 4%	9 3%	14 5%	12 4%	7 2%	12 3%	19 4%	18 3%	13 3%	12 3%	8 5%	5 6%	7 3%	3 2%	7 4%	5 3%	3 3%	6 3%	8 3%	7 2%	4 2%	11 4%	30 4%	8 4%
NET: Ranked top 3	321 17%	175 18%	146 15%	42 20% <sup>hi</sup>	73 22% <sup>ghi</sup>	65 22% <sup>hi</sup>	52 15%	34 12%	55 12%	116 22% <sup>lm</sup>	100 19% <sup>m</sup>	54 14%	51 11%	49 29% <sup>opqrstuvw</sup>	12 15%	33 15%	16 10%	24 14%	15 11%	11 11%	32 17%	54 21% <sup>qs</sup>	48 18% <sup>q</sup>	26 15%	57 18%	160 20%	48 22%
Not ranked top 3	1526 79%	751 78%	775 80%	160 75%	242 73%	220 73%	273 81% <sup>ef</sup>	246 84% <sup>def</sup>	384 84% <sup>def</sup>	397 73%	416 78%	330 84% <sup>jk</sup>	383 83% <sup>j</sup>	107 63%	64 79% <sup>n</sup>	184 82% <sup>nv</sup>	142 87% <sup>nuv</sup>	141 82% <sup>nv</sup>	126 88% <sup>nuv</sup>	83 85% <sup>nv</sup>	143 77% <sup>n</sup>	186 72%	207 78% <sup>n</sup>	144 82% <sup>nv</sup>	244 78%	607 76%	161 74%
None of the above	85 4%	32 3%	53 5% <sup>a</sup>	12 6%	15 5%	15 5%	13 4%	12 4%	18 4%	27 5%	19 3%	11 3%	28 6% <sup>l</sup>	13 8% <sup>ps</sup>	5 6%	7 3%	5 3%	6 4%	2 2%	4 4%	10 6%	17 7% <sup>s</sup>	11 4%	5 3%	12 4%	33 4%	9 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 39

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To stop Brexit**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	172 9%	24 3%	60 10%a	44 29%abfg	-	11 17%af	9 6%	17 11%a	10 1%	49 8%h	89 41%hikmn	* 1%	2 29%	13 18%hik	4 7%h	-	
2nd most important	87 4%	4 1%	47 8%af	11 7%af	-	9 13%af	3 2%	10 6%a	-	42 7%h	23 11%hk	-	-	11 15%hik	5 9%hk	-	
3rd most important	62 3%	3 *	32 5%a	12 8%ag	-	6 10%ag	5 3%a	4 3%a	2 *	35 6%h	15 7%h	-	-	6 9%hk	2 3%h	-	
NET: Ranked top 3	321 17%	31 4%	139 22%af	66 44%abfg	-	26 40%abfg	17 11%a	31 19%a	13 2%	126 20%hk	127 59%hikmn	* 1%	2 29%	31 42%hikn	10 19%hk	-	
Not ranked top 3	1526 79%	653 93%bcef	466 74%ce	73 48%	7 88%	34 52%	131 85%bceg	121 74%ce	794 96%ijmn	471 76%jm	75 35%	37 97%ijmn	3 42%	38 51%j	39 75%jm	-	
None of the above	85 4%	18 3%	21 3%	12 8%ab	1 12%	6 9%ab	6 4%	12 7%ab	18 2%	25 4%	15 7%h	1 2%	2 30%	5 7%h	3 6%h	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 40

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**To stop Brexit**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	172 9%	3 2%	25 18% achir	7 1%	3 9%	12 40%	-	-	35 7% ac	-	22 39% abchir	* 6%	-	33 39% abchir	6 22%	2 7%	-	1 3%	3 5% c	12 57%	-	-
2nd most important	87 4%	-	10 7% ac	-	2 6%	3 9%	-	-	34 7% ac	-	7 13% aci	-	-	9 11% aci	1 5%	-	-	-	3 6% ac	2 12%	-	-
3rd most important	62 3%	2 1%	4 3% c	1 *	-	3 8%	-	-	28 6% ac	-	4 6% ac	-	-	8 10% abci	3 12%	1 3%	-	1 3%	2 4% c	-	-	-
NET: Ranked top 3	321 17%	5 2%	39 28% aci	8 1%	4 15%	17 57%	-	-	96 21% aci	-	33 58% abchir	* 6%	-	50 59% abchir	10 39%	3 10%	-	2 6%	8 15% aci	14 69%	-	-
Not ranked top 3	1526 79%	189 95% bhjmr	95 70% jmr	596 97% bhjmr	23 78%	9 30%	7 90%	-	350 75% jmr	57 99% bhjmr	23 41%	6 94%	-	28 33%	15 61%	20 82%	-	39 91%	43 80% jmr	5 24%	4 100%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4% c	1 1%	1 1%	-	-	6 7% c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 41

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The policies and manifesto of the party I voted for**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1929	961	968	196	341	283	356	293	460	573	520	386	450	167	78	215	167	185	148	88	196	243	273	169	293	774	202
Weighted base	1932	958	975	213	331	300	338	293	457	540	535	396	462	169	81*	224	163	171	144	97*	185	257	266	175	312	800	218
Most important	244	119	124	34	47	46	38	33	45	67	75	42	59	29	13	24	23	18	24	11	18	38	24	21	41	104	29
	13%	12%	13%	16%i	14%	15%i	11%	11%	10%	12%	14%	11%	13%	17%w	17%	11%	14%	10%	17%w	11%	10%	15%	9%	12%	13%	13%	13%
2nd most important	245	129	116	34	39	34	49	24	64	76	67	48	53	17	15	28	30	26	17	18	13	25	37	20	33	101	24
	13%	13%	12%	16%h	12%	11%	14%h	8%	14%h	14%	13%	12%	11%	10%	18%u	12%	18%uv	15%u	12%	19%uv	7%	10%	14%u	11%	11%	13%	11%
3rd most important	237	135	103	20	42	35	46	34	61	74	59	47	57	17	9	35	22	23	9	9	22	37	35	18	36	103	19
	12%	14%b	11%	9%	13%	12%	14%	12%	13%	14%	11%	12%	12%	10%	11%	16% <i>s</i>	14%	13%	7%	9%	12%	15% <i>s</i>	13%	11%	12%	13%	9%
NET: Ranked top 3	726	382	343	89	128	115	133	92	170	217	201	138	170	64	37	87	75	66	51	38	53	100	97	59	110	308	72
	38%	40%b	35%	41%h	39%	38%	39%h	31%	37%	40%	38%	35%	37%	38%	46%u	39%u	46%ux	38%	35%	39%	29%	39%u	36%	34%	35%	39%	33%
Not ranked top 3	1121	543	578	113	188	170	192	189	269	296	315	246	264	92	39	131	83	99	91	56	122	140	159	110	191	459	137
	58%	57%	59%	53%	57%	57%	57%	65% <i>d</i>	59%	55%	59%	62% <i>j</i>	57%	54%	48%	58%	51%	58%	63%oq	58%	66%noq	54%	60%	63%oq	61%	57%	63%
None of the above	85	32	53	12	15	15	13	12	18	27	19	11	28	13	5	7	5	6	2	4	10	17	11	5	12	33	9
	4%	3%	5%a	6%	5%	5%	4%	4%	4%	5%	3%	3%	6% <i>l</i>	8% <i>ps</i>	6%	3%	3%	4%	2%	4%	6%	7% <i>s</i>	4%	3%	4%	4%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 42

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The policies and manifesto of the party I voted for**

	GE June 2017								GE Dec 2019								Will/ Did not vote (o)
	Total	Cons (a)	Lab (b)	Lib Dems (c)	Plaid Cymru (d)	SNP (e)	Another party (f)	Didn't vote (g)	Cons (h)	Lab (i)	Lib Dems (j)	Brexit Party (k)	Plaid Cymru (l)	SNP (m)	Another party (n)		
Unweighted base	1929	641	674	149	8	72	160	161	722	686	220	59	8	74	66	-	
Weighted base	1932	702	626	151	8**	66*	155	164	824	621	217	38*	8**	74*	53*	-**	
Most important	244 13%	50 7%	115 18% <sup>acf</sup>	14 9%	1 13%	21 31% <sup>abcf</sup>	16 11%	23 14% <sup>ga</sup>	55 7%	121 19% <sup>hjk</sup>	21 10% <sup>k</sup>	*	1 13%	23 32% <sup>ghjk</sup>	15 28% <sup>hjk</sup>	-	
2nd most important	245 13%	81 12%	99 16% <sup>af</sup>	17 11%	1 12%	7 10%	14 9%	19 11%	81 10%	110 18% <sup>hj</sup>	19 9%	6 16%	2 20%	7 9%	7 13%	-	
3rd most important	237 12%	97 14% <sup>g</sup>	80 13%	17 11%	-	6 9%	22 14% <sup>g</sup>	11 7%	108 13%	79 13%	28 13%	4 11%	-	8 11%	9 16%	-	
NET: Ranked top 3	726 38%	229 33%	294 47% <sup>actg</sup>	48 32%	2 25%	33 50% <sup>actg</sup>	52 34%	53 32%	244 30%	309 50% <sup>hjk</sup>	67 31%	10 27%	3 33%	38 52% <sup>ghjk</sup>	30 57% <sup>hjk</sup>	-	
Not ranked top 3	1121 58%	455 65% <sup>be</sup>	310 50%	91 61% <sup>be</sup>	5 63%	28 42%	96 62% <sup>be</sup>	99 60% <sup>be</sup>	562 68% <sup>imn</sup>	287 46%	135 62% <sup>imn</sup>	27 71% <sup>imn</sup>	3 38%	31 41%	19 37%	-	
None of the above	85 4%	18 3%	21 3%	12 8% <sup>ab</sup>	1 12%	6 9% <sup>ab</sup>	6 4%	12 7% <sup>cab</sup>	18 2%	25 4%	15 7% <sup>ch</sup>	1 2%	2 30%	5 7% <sup>ch</sup>	3 6% <sup>h</sup>	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Poll

### ONLINE Fieldwork: 11th-12th December 2019

Absolutes/col percents

Table 43

**Q3. Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?**

**Q3. Thinking about the General Election today, what is or what was the most important factor in deciding your vote?**

**Base: All respondents intending to vote on Thursday 12th December**

**The policies and manifesto of the party I voted for**

	Total	Not CON 17 CON 19 (a)	LAB 17 Not LAB 19 (b)	CON 17 CON 19 (c)	CON 17 LAB 19 (d)	CON 17 LDEM 19 (e)	CON 17 BREX 19 (f)	CON 17 DNV 19 (g)	LAB 17 LAB 19 (h)	LAB 17 CON 19 (i)	LAB 17 LDEM 19 (j)	LAB 17 BREX 19 (k)	LAB 17 DNV 19 (l)	LDEM 17 LDEM 19 (m)	LDEM 17 LAB 19 (n)	LDEM 17 CON 19 (o)	LDEM 17 DNV 19 (p)	DNV 17 CON 19 (q)	DNV 17 LAB 19 (r)	DNV 17 LDEM 19 (s)	DNV 17 BREX 19 (t)	DNV 17 DNV 19 (u)
Unweighted base	1929	167	137	544	32	31	13	-	514	50	58	11	-	83	29	21	-	35	60	21	4	-
Weighted base	1932	199	137	615	30**	30**	8**	-**	465	57*	57*	7**	-**	84*	25**	25**	-**	43**	54*	21**	4**	-**
Most important	244 13%	11 6%	14 10%	44 7%	3 12%	2 6%	-	-	99 21%abci	3 6%	7 12%	* 4%	-	11 13%	1 5%	-	-	8 18%	10 19%ac	1 3%	-	-
2nd most important	245 13%	10 5%	10 7%	68 11%a	4 14%	2 6%	1 13%	-	88 19%abcj	5 8%	4 7%	1 13%	-	9 10%	4 14%	2 7%	-	* 1%	8 14%a	4 20%	1 24%	-
3rd most important	237 12%	21 11%	17 12%	86 14%	3 9%	5 17%	1 10%	-	62 13%	6 11%	9 15%	1 9%	-	10 12%	3 13%	2 6%	-	3 8%	5 10%	* 2%	-	-
NET: Ranked top 3	726 38%	42 21%	41 30%	198 32%a	10 35%	9 29%	2 23%	-	249 53%abci jm	14 24%	19 33%	2 26%	-	30 36%a	8 33%	3 13%	-	11 27%	23 43%a	5 25%	1 24%	-
Not ranked top 3	1121 58%	152 76%chmr	93 68%h	406 66%h	17 58%	17 58%	5 67%	-	198 43%	43 74%hr	38 66%h	5 74%	-	48 57%h	17 67%	19 78%	-	30 70%	28 53%	14 68%	3 76%	-
None of the above	85 4%	5 2%	3 2%	11 2%	2 7%	4 13%	1 10%	-	18 4%c	1 1%	1 1%	-	-	6 7%c	-	2 8%	-	1 3%	3 5%	2 7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing