

## Polling results

### Methodology:

- 2,000 nationally representative and weighted sample to 2019 General Election result
- Online
- Conducted by J.L Partners/Populus Data Solutions
- Fieldwork dates 12<sup>th</sup> December 2019
- Question asked: “Thinking about the General Election on Thursday, what is or what was the most important factor in deciding your vote?”
- Respondents were asked to pick up to three options in order of importance

### Options provided:

- 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
- None of the above

### Results (% of respondents choosing this option in their top three most important):

| <b>Voter group</b>       | <b>1st</b>              | <b>%</b> | <b>2nd</b>              | <b>%</b> | <b>3rd</b>              | <b>%</b> |
|--------------------------|-------------------------|----------|-------------------------|----------|-------------------------|----------|
| <b>All</b>               | NHS and public services | 60       | To get Brexit done      | 45       | The economy             | 39       |
| <b>Conservative</b>      | To get Brexit done      | 85       | NHS and public services | 44       | The economy             | 42       |
| <b>Labour</b>            | NHS and public services | 81       | Policies and Manifesto  | 50       | Second referendum       | 26       |
| <b>Lib Dem</b>           | To Stop Brexit          | 59       | NHS and public services | 54       | Second referendum       | 36       |
| <b>Not CON17 - CON19</b> | To get Brexit done      | 87       | NHS and public services | 40       | The economy             | 30       |
| <b>CON17 - CON19</b>     | To get Brexit done      | 85       | The economy             | 45       | NHS and public services | 44       |

|                      |                         |    |                         |    |                   |    |
|----------------------|-------------------------|----|-------------------------|----|-------------------|----|
| <b>LAB17-LAB19</b>   | NHS and public services | 82 | Policies and Manifesto  | 53 | The economy       | 39 |
| <b>LAB17 - CON19</b> | To get Brexit done      | 91 | NHS and public services | 41 | The economy       | 32 |
| <b>LAB17 - LD19</b>  | To Stop Brexit          | 58 | NHS and public services | 52 | Second referendum | 41 |

Summary:

- Get Brexit Done, as a message, dominates as a reason for voting in the key groups for the Conservatives that sealed this election. It is the top issue amongst Conservative voters (85%) and the subgroup of voters who swung to the Conservative party in 2019 (87%). It is also the top issue amongst direct defectors from Labour to the Conservatives (91%)
- The economy features prominently in the list of reasons why people voted the way they did (3<sup>rd</sup> on 39% overall). Amongst Conservative loyalists it was the second most chosen reason (45%)
- Both Labour voters and Lib Dem voters chose as their third most important reason a second Brexit referendum – Labour’s Brexit policy did cut through in the end. Where Lib Dems differ from Labour voters was in citing stopping Brexit as their number one issue
- The NHS is also prominent in these numbers. Labour defectors even cited it as their top reason for their choice despite that choice not being Labour. The NHS simply did not prove a silver bullet for Labour. Whether this is because the Conservatives have successfully inoculated themselves against the Labour attack or that the Labour attack stretched credulity more in-depth analysis will show
- Antisemitism did cut through with plenty of people to make a real difference to the result. 11% of the people who converted to the Conservatives in this campaign cited it as one of their top 3 issues
- The proportion citing antisemitism is mirrored amongst Labour defectors 11%. Amongst direct switchers from Labour to Conservatives - a crucial group in marginal seats - 17% cite antisemitism as one of the reasons for their choice
- Labour’s manifesto bombed. If you stuck with Labour from 2017 then the manifesto was big issue (second after the NHS) but that group was too small and none of the other key groups cite the manifesto as a reason for their vote