

Bloomberg Voting Intention Poll



Fieldwork: 8th to 10th December 2019
Sample: 1,009 GB eligible voters

	All	Gender		Age						Education		Geography						Ethnicity			
	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	London	Rest of South	Mid-lands	North	Scot-land	Wales	N Ireland	White	Non-white
Unweighted n	1,009	483	526	109	175	165	177	149	128	105	383	626	111	359	165	236	78	53	0	894	102
Weighted n	1,009	494	515	110	159	152	182	160	138	108	360	649	116	330	167	249	89	52	0	893	103

HEADLINE GB VOTING INTENTION

Conservative	43	42	45	10	22	33	45	56	64	64	36	48	47	53	41	38	26	42	0	46	19
Labour	33	32	33	71	59	34	31	19	12	15	34	32	41	29	38	40	13	25	0	29	61
Liberal Democrat	12	12	12	5	10	20	13	8	10	18	16	10	10	13	14	11	9	14	0	13	7
SNP	4	5	3	3	0	6	5	8	4	3	6	3	0	0	0	0	47	0	0	5	1
Plaid Cymru	1	1	1	3	0	2	0	1	0	0	1	1	0	0	1	0	0	10	0	1	3
Brexit Party	3	4	2	3	3	4	1	4	6	0	3	3	0	1	3	7	2	4	0	3	3
Green	3	3	3	4	5	1	5	3	3	0	4	3	1	3	3	3	2	4	0	3	4
Another party or candidate	1	0	1	0	0	1	0	1	1	0	1	0	0	1	1	0	0	0	0	1	0

Base: All with undecideds and refusers removed.

Weighting: Normal and turnout.

	All	Westminster voting intention					Recalled 2017 vote					EU referendum			Tenure				Political attention		
	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,009	372	293	107	102	77	364	267	62	88	238	441	441	100	361	303	175	157	147	373	489
Weighted n	1,009	368	290	106	104	79	360	266	62	92	238	438	442	101	366	286	171	170	149	379	481

HEADLINE GB VOTING INTENTION

Conservative	43	100	0	0	0	0	84	8	10	24	30	23	67	25	60	35	28	33	42	44	43
Labour	33	0	100	0	0	0	5	77	17	10	44	46	16	54	21	35	49	41	32	31	34
Liberal Democrat	12	0	0	100	0	0	6	10	66	8	11	19	6	6	10	17	13	6	13	12	12
SNP	4	0	0	0	37	0	1	0	0	37	3	7	1	6	4	2	5	9	3	4	5
Plaid Cymru	1	0	0	0	7	0	0	0	2	3	3	0	1	2	1	1	1	0	1	1	1
Brexit Party	3	0	0	0	26	0	3	2	0	9	4	1	6	0	2	3	3	5	1	4	3
Green	3	0	0	0	26	0	1	2	6	9	6	3	2	6	2	5	2	4	6	4	2
Another party or candidate	1	0	0	0	4	0	1	0	0	1	0	0	1	1	0	1	0	1	1	1	0

Base: All with undecideds and refusers removed.

Weighting: Normal and turnout.

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Number Cruncher Politics

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	All	Gender		Age						Education		Geography						Ethnicity			
	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	London	Rest of South	Mid-lands	North	Scotland	Wales	N Ireland	White	Non-white
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Weighted n	1,009	494	515	110	159	152	182	160	138	108	360	649	116	330	167	249	89	52	0	893	103

Q1 As you may know, there will be a general election to the UK Parliament on Thursday. How likely or unlikely is it that you will vote?

0 - Very unlikely	5	5	6	15	6	4	4	4	4	2	2	7	7	6	7	5	0	2	0	5	6
1	1	1	1	2	1	1	0	0	1	0	1	1	1	1	0	1	1	0	0	0	3
2	1	2	1	6	1	3	0	0	1	1	1	2	0	2	0	2	2	2	0	1	2
3	2	2	1	3	4	1	3	0	0	0	1	2	0	2	3	2	1	0	0	1	2
4	2	2	2	6	5	2	1	0	1	3	2	3	4	2	2	3	0	3	0	2	3
5	4	2	5	8	5	8	2	1	1	0	1	5	4	3	4	4	5	3	0	3	5
6	3	3	3	4	4	6	3	1	2	0	3	3	5	2	4	3	3	2	0	3	3
7	3	4	2	4	6	5	3	1	2	0	4	3	2	4	6	2	0	2	0	3	5
8	6	6	6	9	6	7	4	7	3	3	5	6	8	6	6	4	5	7	0	5	11
9	7	7	7	8	7	8	10	7	9	1	8	7	7	7	7	7	10	8	0	7	8
10 - Very likely																					
I have already voted by post																					
SUB: 10 - Very likely or already voted by post	67	67	65	34	54	56	70	81	77	91	72	63	62	67	61	69	73	72	0	68	52

Base: All.

Weighting: Normal

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	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mortgage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,009	372	293	107	102	77	364	267	62	88	238	441	441	100	361	303	175	157	147	373	489
Weighted n	1,009	368	290	106	104	79	360	266	62	92	238	438	442	101	366	286	171	170	149	379	481

Q1 As you may know, there will be a general election to the UK Parliament on Thursday. How likely or unlikely is it that you will vote?

0 - Very unlikely	5	1	2	1	1	11	1	0	0	3	21	1	2	31	3	2	10	9	26	3	1
1	1	0	1	2	0	0	0	1	0	0	3	0	1	2	1	0	0	1	2	1	0
2	1	0	1	1	5	2	1	0	3	1	5	0	2	6	0	2	1	4	6	1	0
3	2	1	2	1	1	1	0	1	2	0	5	1	1	7	1	1	3	4	6	2	0
4	2	1	2	4	1	7	1	1	2	1	6	2	2	3	1	2	3	3	7	3	0
5	4	1	4	3	6	14	1	3	2	3	11	3	3	7	1	2	5	10	4	7	1
6	3	2	4	4	3	2	2	3	2	1	7	4	1	5	2	4	3	3	4	5	1
7	3	2	4	3	2	7	1	5	0	1	6	3	3	3	1	4	6	2	4	5	1
8	6	5	6	5	6	11	5	7	3	3	7	6	5	7	4	6	10	5	7	8	4
9	7	5	10	11	8	7	6	10	12	7	6	10	5	6	8	8	7	5	3	8	8
10 - Very likely																					
I have already voted by post																					
SUB: 10 - Very likely or already voted by post	67	81	64	65	67	37	83	69	75	80	24	71	75	23	79	70	52	54	31	58	83

Base: All.

Weighting: Normal

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Weighted n	1,009	494	515	110	159	152	182	160	138	108	360	649	116	330	167	249	89	52	0	893	103

Q2 If you did vote, which party or candidate do you think you would vote for?

Conservative	36	36	37	8	20	25	39	50	55	57	32	39	37	44	34	32	24	38	0	39	15
Labour	29	29	29	56	51	27	28	17	11	13	30	28	34	25	33	37	11	24	0	26	52
Liberal Democrat	11	10	11	5	9	15	12	7	9	17	14	9	8	12	12	10	8	13	0	11	7
SNP	4	4	3	2	0	5	4	7	4	2	5	3	0	0	0	0	41	0	0	4	1
Plaid Cymru	1	1	1	3	1	2	0	1	0	0	1	1	0	1	1	0	0	10	0	1	3
Brexit Party	3	3	2	2	4	3	1	4	5	0	2	3	0	1	3	7	2	4	0	3	3
Green	3	3	3	3	4	1	4	3	2	1	3	2	1	3	3	3	2	4	0	3	4
Another party or candidate	1	0	1	0	0	1	0	1	1	0	1	0	0	1	1	0	0	0	0	1	0
Don't know	8	7	8	9	6	14	9	3	7	7	6	9	9	8	7	8	9	6	0	8	6
Would not vote	4	3	4	10	3	4	2	5	3	1	1	5	4	5	5	2	1	2	0	4	4
Prefer not to say	2	2	2	1	3	3	1	2	4	2	3	2	5	2	2	2	2	0	0	2	5

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Weighting: Normal

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	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,009	372	293	107	102	77	364	267	62	88	238	441	441	100	361	303	175	157	147	373	489
Weighted n	1,009	368	290	106	104	79	360	266	62	92	238	438	442	101	366	286	171	170	149	379	481

Q2 If you did vote, which party or candidate do you think you would vote for?

Conservative	36	100	0	0	0	0	79	8	10	21	18	21	59	15	53	32	23	25	21	37	41
Labour	29	0	100	0	0	0	4	73	15	9	30	42	15	36	19	31	42	33	19	28	32
Liberal Democrat	11	0	0	100	0	0	6	10	59	7	7	17	6	4	10	16	10	4	8	11	11
SNP	4	0	0	0	35	0	0	0	0	33	2	6	1	3	3	2	4	6	2	3	5
Plaid Cymru	1	0	0	0	9	0	0	0	3	3	2	1	1	1	1	1	2	1	1	1	1
Brexit Party	3	0	0	0	26	0	2	2	0	9	3	1	5	0	2	3	3	4	1	3	3
Green	3	0	0	0	26	0	1	2	5	8	4	3	2	3	1	5	1	3	3	3	2
Another party or candidate	1	0	0	0	5	0	1	0	0	1	0	0	1	1	0	1	0	0	1	0	0
Don't know	8	0	0	0	0	100	4	4	5	5	15	6	7	10	6	5	8	17	17	10	3
Would not vote	4	0	0	0	0	0	1	1	0	3	14	1	2	23	2	2	7	5	20	1	1
Prefer not to say	2	0	0	0	0	0	1	0	3	3	5	2	1	3	3	2	0	1	8	2	1

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Weighting: Normal

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	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	London	Rest of South	Mid-lands	North	Scot-land	Wales	N Ireland	White	Non-white
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Weighted n	1,009	494	515	110	159	152	182	160	138	108	360	649	116	330	167	249	89	52	0	893	103

Q3 Which of the following, if any, best describes your reason for voting this way?

I normally vote for this party	35	35	36	37	33	30	37	29	42	43	34	36	40	36	39	30	37	33	0	36	30
This party has the best leader	16	16	15	17	19	19	13	10	13	21	10	19	21	17	16	18	4	10	0	16	15
This party has the best policies	35	36	34	36	34	37	35	42	33	27	41	31	31	36	29	38	35	38	0	34	40
I really prefer another party, but it has no chance of winning in my constituency	9	9	8	8	9	10	12	10	5	3	9	9	7	6	10	9	14	11	0	8	11
None of these	5	5	6	1	5	3	5	9	6	6	6	5	1	4	6	5	11	9	0	6	3
Don't know	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,009	372	293	107	102	77	364	267	62	88	238	441	441	100	361	303	175	157	147	373	489
Weighted n	1,009	368	290	106	104	79	360	266	62	92	238	438	442	101	366	286	171	170	149	379	481

Q3 Which of the following, if any, best describes your reason for voting this way?

I normally vote for this party	35	42	37	19	25	0	42	35	28	26	31	35	35	40	41	30	33	35	39	38	33
This party has the best leader	16	22	16	5	4	0	18	16	10	6	19	12	20	12	16	15	16	17	12	13	18
This party has the best policies	35	28	38	44	41	100	31	36	29	47	34	37	33	39	30	40	38	34	23	33	38
I really prefer another party, but it has no chance of winning in my constituency	9	4	8	19	15	0	4	11	22	12	10	11	6	5	7	10	10	7	11	9	8
None of these	5	4	0	13	14	0	5	2	10	9	5	5	5	4	7	4	3	6	13	8	2
Don't know	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0

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Q4 Have you definitely decided to vote this way or is there a chance you may change your mind before you vote?

Definitely decided	81	80	83	77	68	72	81	89	84	97	78	83	79	84	81	80	83	73	0	82	77
May change mind	17	18	16	19	30	25	17	10	15	3	21	14	19	14	18	17	17	25	0	17	21
Don't know	2	2	2	4	2	3	2	1	1	0	1	2	2	2	1	3	0	2	0	2	2

Base: All with undecideds and refusers removed.

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Q4 Have you definitely decided to vote this way or is there a chance you may change your mind before you vote?

Definitely decided	81	91	81	60	68	0	89	80	66	84	66	78	86	71	90	74	75	82	66	77	86
May change mind	17	9	16	38	30	0	10	18	31	16	29	20	12	26	9	25	22	16	24	22	13
Don't know	2	1	3	2	2	0	1	2	3	0	5	1	2	3	1	1	3	2	10	1	1

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