2

9

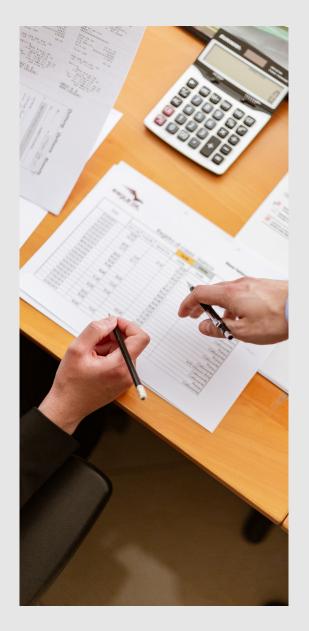


UNITED KINGDOM GENERAL ELECTION





METODOLOGY



Probality Sample representing adult population resident in the United Kingdom structured according to:

- 1. country
- 2. centres width
- 3. population
- 4. on density
- 5. sex
- 6. age
- 7. education
- 8. profession
- 9. socio economic cluster

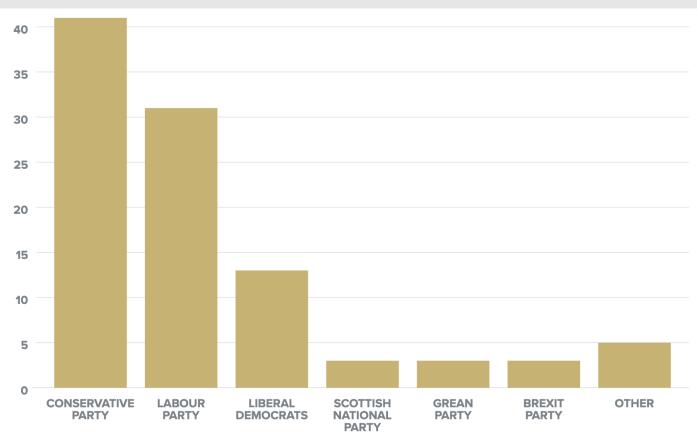
SAMPLE: 5.000 cases (I.E. valid interviews)

MARGIN OF ERROR: +- 2%

DATE: December 9-10th 2019







CONSERVATIVE PARTY

LABOUR PARTY

LIBERAL DEMOCRATS

SCOTTISH NATIONAL P.

GREAN PARTY

BREXIT PARTY

OTHER

MIN	МАХ
39,0%	43,0%
29,5%	33,5%
11,5%	15,5%
2,0%	4,0%
2,0%	4,0%
2,0%	4,0%
4,0%	6,0%

CONSTITUENCY ALLOCATION



CO	NS	TIT	UEN	NCY
-	ш			

	AHEAD > 3%	AREAD > 3%	> 3%	ESTIMATION		
	SAFE	UNCERTAIN	CAN BE COMPETITIVE	MIN	мах	MODAL SCENARIO
CONSERVATIVE PARTY	319	26	31	319	376	348
LABOUR PARTY	194	26	31	194	236	214
LIBERAL DEMOCRATS	11	10	5	11	26	19
SCOTTISH NATIONAL PARTY	40	8	5	40	53	47
PLAID CYMRU	2	1	1	2	4	3
GREAN PARTY	1	0	0	1	1	1
DEMOCRATIC UNIONIST PARTY	6	3	1	6	10	8
SINN FEIN	3	1	3	3	7	5
OTHER	4	1	2	70	4	5
TOTALE	580	70	70			650

CONSTITUENCY CHALLENGES



FIRST PARTY	SECOND PARTY	SAFE	UNCERTAIN
CONSERVATIVE PARTY	LABOUR PARTY	246	19
CONSERVATIVE PARTY	LIBERAL DEOCRATS	68	3
CONSERVATIVE PARTY	GREAN PARTY	1	-
CONSERVATIVE PARTY	SCOTTISH NATIONAL PARTY	3	3
CONSERVATIVE PARTY	OTHER	1	1
LABOUR PARTY	CONSERVATIVE PARTY	175	20
LABOUR PARTY	LIBERAL DEMOCRATS	11	-
LABOUR PARTY	GRAN PARTY	3	-
LABOUR PARTY	SCOTTISH NATIONAL PARTY	1	-
LABOUR PARTY	PLAID CYMRU	3	-
LABOUR PARTY	OTHER	1	-
LIBERAL DEMOCRATS	CONSERVATIVE PARTY	7	5
LIBERAL DEMOCRATS	LABOUR PARTY	2	2
LIBERAL DEMOCRATS	SCOTTISH NATIONAL PARTY	2	2
LIBERAL DEMOCRATS	PLAID CYMRU	-	1
SCOTTISH NATIONAL PARTY	CONSERVATIVE PARTY	14	5
SCOTTISH NATIONAL PARTY	LABOUR PARTY	25	1
SCOTTISH NATIONAL PARTY	LIBERAL DEMOCRATS	1	2
PLAID CYMRU	CONSERVATIVE PARTY	1	1
PLAID CYMRU	LABOUR PARTY	1	-
GREAN PARTY	LABOUR PARTY	1	-
DEMOCRATIC UNIONIST PARTY	SINN FEIN	2	2
DEMOCRATIC UNIONIST PARTY	ALLIANCE PARTY OF NORTHERN IRELAND	2	1
DEMOCRATIC UNIONIST PARTY	SOCIAL DEMOCRATIC AND LABOUR PARTY	1	-
DEMOCRATIC UNIONIST PARTY	ALLIANCE PARTY OF NORTHERN IRELAND	1	-
SINN FEIN	DEMOCRATIC UNIONIST PARTY	2	1
SINN FEIN	OTHER	1	-
SOCIAL DEMOCRATIC AND LABOUR PARTY	SINN FEIN	1	1
ULSTER UNIONIST PARTY	SINN FEIN	1	-
ULSTER UNIONIST PARTY	SINN FEIN	1	-
OTHER	DEMOCRATIC UNIONIST PARTY	1	-