

YouGov Survey Results

Sample Size: 1606 Adults in GB
Fieldwork: 30th - 31st October 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1606	530	496	90	618	662	777	829	177	676	382	371	915	691	193	536	347	392	138	
Unweighted Sample	1606	570	476	105	729	642	718	888	109	727	408	362	938	668	161	558	359	381	147	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one or two, if any, of the following do you think will be most important for political parties to use/ do during an election campaign?

TV debates	50	51	54	53	54	50	54	48	56	50	52	47	54	46	43	51	51	51	56
Online media campaigns	35	32	41	34	44	28	37	33	50	43	28	22	40	28	41	34	34	33	38
Political party TV/ radio broadcasts	23	28	24	23	24	26	24	23	20	19	30	26	24	22	24	24	25	21	20
Door-to-door canvassing	18	25	19	21	19	23	18	19	2	12	23	32	18	18	20	17	17	22	15
Political party brochures	8	9	9	10	8	10	7	9	6	6	8	12	8	8	11	8	7	7	6
Political party merchandise	1	1	0	0	1	1	1	1	0	1	0	0	0	1	1	1	1	1	0
Other	3	2	5	5	4	3	5	2	1	4	3	4	4	3	7	2	4	3	3
None of these	6	9	4	2	5	8	6	7	3	6	7	8	5	8	9	5	6	7	8
Don't know	14	9	10	15	9	12	11	16	18	15	13	10	10	18	9	15	13	15	13