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Mike Smithson
Polling and Elections Expert

Dear [_____] and [_____]

The election in [_____] is between the [Labour/Conservatives] ^[sic] and the Liberal Democrats.

I take polls seriously, having earned my living by cutting through the spin to see what the data really says. I set up Britain's first political betting website in 2004 and have spent the past 15 years analysing what voters are saying.

When looking at the recent election polls one thing is clear - this General Election is going to be a memorable one.

From the analysis I've done, the data gives us a good idea of the choice people face on Thursday 12th December -

- [EITHER THIS] Tactical website from Best for Britain, www.getvoting.org, shows that nearly **200 seats across the UK could be decided by [Labour supporters/Remainers] voting tactically for the Liberal Democrats**
- [OR THIS] Most people who support the Conservatives want to use their vote in whatever way is most likely to stop Jeremy Corbyn becoming Prime Minister.
- Whether the [Labour Party/Conservatives] or the Liberal Democrat ^[sic] wins in this area will come down to how many [Labour/Conservative] supporters lend their vote to the Liberal Democrats.
- The Liberal Democrats have the best chance [of beating Labour in this area/to win seats from the Conservatives, keeping them from a majority]. But only if enough [Labour/Conservative] supporters back the Liberal Democrats this time.

You know from previous elections that a vote for any one other ^[sic] the Liberal Democrats can end up with [a Labour MP/a Conservative MP/an MP who backs Brexit/the bogeyman].

I'm not here to tell you who to vote for, but I hope this information is useful to you when making a decision in this election.

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