Polling Methodological Note – 3rd July 2024

A representative sample of 2,135 adults in Great Britain was interviewed between the afternoon of 28th June and the morning of 1st July 2024. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2019 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 3.

The response rate for this poll was 22% (2,135 completes out of 9,753 Public Voice panellists invited to take part in the survey).

Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

It should be noted that "Reform UK" and "Green Party" were included on a second screen. The first screen included the following other code – "Other party or individual (such as Reform UK or the Green Party)".

A squeeze question has been used to get an indication of which way non-disclosers are leaning.

Voting intention has been imputed for those that have not stated a preference (at either the main voting intention question or at the squeeze). The imputation model is based on age, gender, country, self-assessment on a 7-point left-right political spectrum, pro / anti-EU sentiment, media consumption, views on immigration, personality traits, and the most important policy area for the election.

As well as weighting the data, a Likelihood to Vote (LTV) Model has been used to estimate the voting probability of each respondent. These probabilities vary by stated likelihood of voting, age, and whether or not individuals reported voting in the 2019 general election. The parameters for this were based on a subset of the Public Voice panel recruited just before the 2019GE and surveyed about that election shortly afterwards.

Those that say they are not registered to vote, or don't know if they are registered to vote are excluded from our headline voting intentions.

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

Sampling variance

We have calculated robust standard errors taking into account the poll sample design and the weighting applied. The 95% Confidence Intervals for key voting intention estimates are provided below.

- Conservative Party = 19.5% to 23.3%

- Labour Party = 33.7% to 38.4%

- Liberal Democrats = 11.0% to 14.2%

- Reform UK = 14.3% to 18.0%

- Green = 6.2% to 9.0%

- SNP = 2.4% to 3.6%

Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

Gender* and age
Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	51	114
Male 25-34	137	176
Male 35-44	180	171
Male 45-54	192	170
Male 55-69	265	236
Male 70+	190	167
Female 18-24	71	110
Female 25-34	152	184
Female 35-44	221	181
Female 45-54	213	176
Female 55-69	261	246
Female 70+	202	205

*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

Region
Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
North East England	59	88
North West England	212	243
Yorkshire & Humber	149	179
East Midlands	125	161
West Midlands	155	193
East of England	215	207
London	280	285
South East England	276	304
South West England	180	191
Wales	88	103
Scotland	396	182

Education by age
Source: ONS Annual Population Survey (July 2022-June 2023)

	Unweighted count	Weighted count
Aged 18-24 with a degree	61	50
Aged 25-44 with a degree	444	349
Aged 45-69 with a degree	379	264
Other	1251	1472

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http://www.britishpollingcouncil.org/

Vote in the 2016 EU referendum*
Source: EU referendum & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
Remain	41%	30%
Leave	32%	33%
Did not vote	26%	37%

*For weighting, we have primarily used past vote captured in the Public Voice recruitment surveys. Where this information is missing, the information provided in this poll has been used. An imputed response is given for those who did not say who they voted for in the referendum (at the recruitment survey or in this poll). Those who were too young to vote in the referendum have been allocated to "No vote" for the purpose of weighting.

Vote in the 2019 General Election*
Source: 2019 General Election & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	26%	40%
Labour	23%	20%
Conservative	30%	27%
Liberal Democrats	8%	7%
SNP	8%	2%
Other	5%	4%

*For weighting, we have primarily used past vote captured in the Public Voice recruitment surveys. Where this information is missing, the information provided in this poll has been used. An imputed response is given for those who preferred not to say who they voted for in the 2019 General Election (at the recruitment survey or in this poll). Those who were too young to vote in the 2019 General Election have been allocated to "No vote" for the purpose of weighting.

Likelihood to Vote in General Election
We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age, and whether they reported voting in the last general election. The expected population turnout has been included as a population total in the weighting matrix.

	Unweighted percentage	Weighted percentage
Estimated **Voting Age Population** turnout	70%	60%

The Likelihood to Vote model was developed using data from a subset of the Public Voice panel that was recruited just before the 2019GE (providing their stated likelihood to vote in that election) and surveyed about it shortly afterwards (confirming whether or not they voted).

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

Table 1 : The General Election is being held on Thursday 4th July, have you already voted in this election by post?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
The General Election is being held on Thursday 4th July, have you already voted in this election by post?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	No	1644	788	846	173	311	308	266	252	334
		77%	77%	77%	77%	86%	87%	77%	71%	67%
	Yes	491	239	246	51	49	44	80	102	166
		23%	23%	23%	23%	14%	13%	23%	29%	33%

Table 1 : The General Election is being held on Thursday 4th July, have you already voted in this election by post?

Base: All adults GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
The General Election is being held on Thursday 4th July, have you already voted in this election by post?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	No	1644	295	390	108	727	492	459	692
		77%	71%	69%	72%	87%	71%	71%	87%
	Yes	491	119	177	42	113	206	184	102
		23%	29%	31%	28%	13%	29%	29%	13%

Table 2 : Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you…

Base: All adults GB 18+ who have not voted by post		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you…	Unweighted Base	1573	732	837	97	236	329	316	243	352
	Weighted Base	1644	788	846	173	311	308	266	252	334
	Definitely vote	929	467	453	123	129	142	183	148	203
		57%	59%	53%	71%	42%	46%	69%	59%	61%
	Probably vote	305	136	169	35	70	69	40	50	42
		19%	17%	20%	20%	22%	22%	15%	20%	13%
	Probably not vote	153	73	80	10	35	34	18	34	22
		9%	9%	9%	6%	11%	11%	7%	13%	7%
	Definitely not vote	213	96	117	6	60	56	20	19	53
		13%	12%	14%	3%	19%	18%	7%	8%	16%
	Or would you prefer not to say?	44	16	27	0	16	7	6	1	14
		3%	2%	3%	0%	5%	2%	2%	0%	4%

Table 2 : Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you…

Base: All adults GB 18+ who have not voted by post		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you…	Unweighted Base	1573	349	411	120	473	472	626	474
	Weighted Base	1644	295	390	108	727	492	459	692
	Definitely vote	929	250	278	91	219	323	355	249
		57%	85%	71%	84%	30%	66%	77%	36%
	Probably vote	305	30	75	14	161	96	72	137
		19%	10%	19%	13%	22%	20%	16%	20%
	Probably not vote	153	6	19	1	122	39	18	96
		9%	2%	5%	1%	17%	8%	4%	14%
	Definitely not vote	213	8	15	3	187	30	11	172
		13%	3%	4%	2%	26%	6%	2%	25%
	Or would you prefer not to say?	44	2	3	0	38	3	3	37
		3%	1%	1%	0%	5%	1%	1%	5%

Table 3 : Thinking of the upcoming general election, which of the following issues is the most important to you when deciding who to vote for?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Thinking of the upcoming general election, which of the following issues is the most important to you when deciding who to vote for?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	The economy	724	395	330	94	130	139	134	105	121
		34%	38%	30%	42%	36%	40%	39%	30%	24%
	Immigration	308	179	128	16	31	27	49	83	102
		14%	17%	12%	7%	9%	8%	14%	23%	20%
	The NHS	559	200	359	44	74	90	85	91	174
		26%	19%	33%	20%	21%	26%	25%	26%	35%
	Education	65	15	50	11	8	14	17	9	8
		3%	1%	5%	5%	2%	4%	5%	2%	2%
	The environment	125	53	71	21	23	18	17	19	26
		6%	5%	6%	10%	6%	5%	5%	5%	5%
	Reducing crime	94	57	37	10	29	15	10	9	20
		4%	6%	3%	5%	8%	4%	3%	3%	4%
	Other	165	89	63	26	28	23	25	28	34
		8%	9%	6%	12%	8%	7%	7%	8%	7%
	Don't know	95	39	55	1	36	25	9	9	15
		4%	4%	5%	0%	10%	7%	3%	2%	3%

Table 3 : Thinking of the upcoming general election, which of the following issues is the most important to you when deciding who to vote for?

			Vote in 2019 General Election				Vote in 2016 EU referendum		
Base: All adults GB 18+		Total	Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Thinking of the upcoming general election, which of the following issues is the most important to you when deciding who to vote for?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	The economy	724	139	209	48	276	212	237	275
		34%	34%	37%	32%	33%	30%	37%	35%
	Immigration	308	17	166	5	102	187	35	86
		14%	4%	29%	3%	12%	27%	5%	11%
	The NHS	559	138	119	49	199	172	195	192
		26%	33%	21%	33%	24%	25%	30%	24%
	Education	65	13	12	6	29	15	25	24
		3%	3%	2%	4%	3%	2%	4%	3%
	The environment	125	37	13	18	43	19	64	42
		6%	9%	2%	12%	5%	3%	10%	5%
	Reducing crime	94	8	15	3	68	24	15	55
		4%	2%	3%	2%	8%	3%	2%	7%
	Other	165	53	29	17	48	52	58	55
		8%	13%	5%	11%	6%	7%	9%	7%
	Don't know	95	8	4	4	76	17	13	65
		4%	2%	1%	3%	9%	2%	2%	8%

Table 4 : If you had to choose between Rishi Sunak and Keir Starmer, who do you think would make the best leader for Britain?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
If you had to choose between Rishi Sunak and Keir Starmer, who do you think would make the best leader for Britain?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	Rishi Sunak (leader of Conservatives)	395	197	197	21	26	38	59	66	185
		18%	19%	18%	9%	7%	11%	17%	19%	37%
	Keir Starmer (leader of Labour)	710	337	372	85	156	129	122	103	115
		33%	33%	34%	38%	43%	37%	35%	29%	23%
	Neither of these	851	418	421	102	143	131	136	164	176
		40%	41%	39%	45%	40%	37%	39%	46%	35%
	Don't know	179	75	103	17	35	54	29	21	24
		8%	7%	9%	7%	10%	15%	8%	6%	5%

Table 4 : If you had to choose between Rishi Sunak and Keir Starmer, who do you think would make the best leader for Britain?

Base: All adults GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		Did not vote
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	
If you had to choose between Rishi Sunak and Keir Starmer, who do you think would make the best leader for Britain?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	Rishi Sunak (leader of Conservatives)	395	18	234	17	115	192	94	108
		18%	4%	41%	12%	14%	28%	15%	14%
	Keir Starmer (leader of Labour)	710	273	66	76	244	124	340	246
		33%	66%	12%	51%	29%	18%	53%	31%
	Neither of these	851	109	231	53	375	335	175	341
		40%	26%	41%	35%	45%	48%	27%	43%
	Don't know	179	14	35	4	106	47	34	98
		8%	3%	6%	3%	13%	7%	5%	12%

Table 5 : Headline Voting intention for General Election - including squeeze and imputation, weighted by likelihood of turning out in the General Election

Base: All adults in GB 18+, excluding those who are not registered to vote - with imputed values for those who plan not to vote & those who refuse to say who they will vote for			Gender		Age band					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Headline Voting intention for General Election - including squeeze and imputation	Unweighted Base	2030	968	1054	115	266	370	375	348	556
	Weighted Base	1289	624	656	93	200	189	194	234	378
	Conservative	275	131	144	4	17	27	32	43	151
		21%	21%	22%	5%	9%	14%	16%	19%	40%
	Labour	464	222	241	47	96	77	74	79	91
		36%	36%	37%	50%	48%	41%	38%	34%	24%
	Liberal Democrats	161	71	90	5	27	30	27	31	41
		13%	11%	14%	5%	13%	16%	14%	13%	11%
	SNP	38	18	20	3	5	7	8	7	8
		3%	3%	3%	3%	2%	4%	4%	3%	2%
	Plaid Cymru	17	8	9	0	3	3	4	3	3
		1%	1%	1%	0%	1%	1%	2%	1%	1%
	Green	97	36	56	18	19	12	12	14	21
		7%	6%	9%	19%	10%	6%	6%	6%	6%
	Reform UK	208	125	82	9	29	26	32	51	61
		16%	20%	12%	10%	15%	14%	16%	22%	16%
	Other	29	12	15	7	4	7	5	4	3
		2%	2%	2%	7%	2%	4%	3%	2%	1%

Table 5 : Headline Voting intention for General Election - including squeeze and imputation, weighted by likelihood of turning out in the General Election

Base: All adults in GB 18+, excluding those who are not registered to vote - with imputed values for those who plan not to vote & those who refuse to say who they will vote for		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Headline Voting intention for General Election - including squeeze and imputation	Unweighted Base	2030	483	623	170	449	690	875	464
	Weighted Base	1289	346	471	129	211	520	509	259
	Conservative	275	14	216	8	30	159	72	43
		21%	4%	46%	6%	14%	31%	14%	17%
	Labour	464	234	66	46	85	110	247	107
		36%	68%	14%	36%	40%	21%	48%	41%
	Liberal Democrats	161	37	41	55	21	50	87	24
		13%	11%	9%	43%	10%	10%	17%	9%
	SNP	38	1	1	0	6	4	23	11
		3%	0%	0%	0%	3%	1%	5%	4%
	Plaid Cymru	17	6	1	0	3	5	10	2
		1%	2%	0%	0%	1%	1%	2%	1%
	Green	97	35	10	13	20	16	45	35
		7%	10%	2%	10%	10%	3%	9%	14%
	Reform UK	208	9	131	4	39	163	18	27
		16%	3%	28%	3%	18%	31%	3%	10%
	Other	29	10	5	2	7	12	7	10
		2%	3%	1%	1%	3%	2%	1%	4%

Table 6 : Voting intention for General Election - prior to squeeze and imputation, weighted by likelihood of turning out in the General Election

Base: All adults in GB 18+ excluding those not registered to vote, those who plan not to vote & those who refuse to say who they will vote for		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Voting intention - main preference	Unweighted Base	1702	832	863	96	224	300	304	301	477
	Weighted Base	1136	559	569	78	183	162	166	212	335
	Conservative	244	117	126	2	12	22	27	37	143
		21%	21%	22%	2%	7%	14%	17%	18%	43%
	Labour	421	205	214	39	92	69	64	75	81
		37%	37%	38%	50%	50%	43%	39%	35%	24%
	Liberal Democrats	137	61	76	5	23	26	22	29	32
		12%	11%	13%	7%	13%	16%	13%	14%	9%
	SNP	33	16	17	2	5	6	7	6	7
		3%	3%	3%	3%	2%	4%	4%	3%	2%
	Plaid Cymru	15	7	8	0	3	2	3	3	3
		1%	1%	1%	0%	2%	1%	2%	2%	1%
	Green	84	31	48	17	19	10	11	12	15
		7%	6%	9%	22%	10%	6%	7%	5%	5%
	Reform UK	178	112	66	7	25	20	28	45	52
		16%	20%	12%	9%	14%	12%	17%	21%	16%
	Other	26	10	13	6	4	7	4	4	2
		2%	2%	2%	7%	2%	4%	2%	2%	1%

Table 6 : Voting intention for General Election - prior to squeeze and imputation, weighted by likelihood of turning out in the General Election

Base: All adults in GB 18+ excluding those not registered to vote, those who plan not to vote & those who refuse to say who they will vote for		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Voting intention - main preference	Unweighted Base	1702	448	541	156	313	591	781	330
	Weighted Base	1136	327	417	120	173	460	469	207
	Conservative	244	11	198	7	21	147	66	30
		21%	3%	48%	6%	12%	32%	14%	15%
	Labour	421	229	53	44	73	100	235	86
		37%	70%	13%	37%	42%	22%	50%	41%
	Liberal Democrats	137	32	35	51	15	40	77	20
		12%	10%	8%	42%	9%	9%	16%	10%
	SNP	33	1	1	0	5	3	20	9
		3%	0%	0%	0%	3%	1%	4%	4%
	Plaid Cymru	15	6	1	0	3	4	9	2
		1%	2%	0%	0%	2%	1%	2%	1%
	Green	84	32	7	12	17	11	41	32
		7%	10%	2%	10%	10%	2%	9%	15%
	Reform UK	178	7	119	4	34	144	13	20
		16%	2%	28%	3%	19%	31%	3%	10%
	Other	26	9	4	2	6	11	7	8
		2%	3%	1%	2%	3%	2%	1%	4%

Table 7 : Voting intention for General Election - including Not vote/Prefer not to say (weighted to General Population)

Base: All adults in GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Voting intention - main preference	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	Conservative	314	150	163	5	18	31	45	50	164
		15%	15%	15%	2%	5%	9%	13%	14%	33%
	Labour	605	300	304	90	116	101	101	102	95
		28%	29%	28%	40%	32%	29%	29%	29%	19%
	Liberal Democrats	193	93	101	13	33	34	37	39	37
		9%	9%	9%	6%	9%	10%	11%	11%	7%
	SNP	46	22	24	5	5	10	11	7	8
		2%	2%	2%	2%	1%	3%	3%	2%	2%
	Plaid Cymru	24	8	16	1	7	3	5	4	4
		1%	1%	1%	0%	2%	1%	1%	1%	1%
	Green	137	54	75	38	29	15	20	18	17
		6%	5%	7%	17%	8%	4%	6%	5%	3%
	Reform UK	260	159	101	15	37	32	45	70	61
		12%	16%	9%	7%	10%	9%	13%	20%	12%
	Definitely not voting	213	96	117	6	60	56	20	19	53
		10%	9%	11%	3%	17%	16%	6%	5%	11%
	Other	40	14	21	12	5	9	7	5	2
		2%	1%	2%	5%	1%	2%	2%	1%	0%
	Prefer not to say	303	131	171	40	49	62	55	39	60
		14%	13%	16%	18%	14%	17%	16%	11%	12%

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http://www.britishpollingcouncil.org/

Table 7 : Voting intention for General Election - including Not vote/Prefer not to say (weighted to General Population)

Base: All adults in GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Voting intention - main preference	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	Conservative	314	15	227	8	57	174	82	57
		15%	4%	40%	5%	7%	25%	13%	7%
	Labour	605	262	60	51	207	126	287	192
		28%	63%	11%	34%	25%	18%	45%	24%
	Liberal Democrats	193	40	41	59	48	57	91	45
		9%	10%	7%	39%	6%	8%	14%	6%
	SNP	46	1	1	0	13	4	25	17
		2%	0%	0%	0%	2%	1%	4%	2%
	Plaid Cymru	24	6	1	1	10	6	10	8
		1%	1%	0%	0%	1%	1%	2%	1%
	Green	137	40	10	13	56	14	46	77
		6%	10%	2%	8%	7%	2%	7%	10%
	Reform UK	260	9	139	5	89	191	22	47
		12%	2%	25%	3%	11%	27%	3%	6%
	Definitely not voting	213	8	15	3	187	30	11	172
		10%	2%	3%	2%	22%	4%	2%	22%
	Other	40	12	4	3	13	13	9	17
		2%	3%	1%	2%	2%	2%	1%	2%
	Prefer not to say	303	22	68	9	160	83	59	161
		14%	5%	12%	6%	19%	12%	9%	20%

Table 8 : Which of the following statements comes closest to your view about voting for this party?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Which of the following statements comes closest to your view about voting for this party?	Unweighted Base	1732	847	878	98	231	309	312	304	478
	Weighted Base	1619	800	805	178	251	235	272	296	388
	Party is the best of a bad bunch	943	451	483	128	148	124	148	169	227
		58%	56%	60%	72%	59%	53%	54%	57%	58%
	Party is the best choice for the country	675	348	322	49	103	111	124	127	161
		42%	44%	40%	28%	41%	47%	46%	43%	42%

Table 8 : Which of the following statements comes closest to your view about voting for this party?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election			Current Voting Intention			
		Total	Labour	Conservative	Lib Dem	Reform
Which of the following statements comes closest to your view about voting for this party?	Unweighted Base	1732	627	341	212	238
	Weighted Base	1619	605	314	193	260
	Party is the best of a bad bunch	943	364	212	134	130
		58%	60%	68%	69%	50%
	Party is the best choice for the country	675	241	101	59	131
		42%	40%	32%	31%	50%

Table 9 : Tactical Voting: Which of these statements is closest to your view?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election			Gender		Age band					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Which of the following statements best describes how you are planning to vote?	Unweighted Base	**1732**	**847**	**878**	**98**	**231**	**309**	**312**	**304**	**478**
	Weighted Base	**1619**	**800**	**805**	**178**	**251**	**235**	**272**	**296**	**388**
	I am voting for the party I would like to win the election	**1211**	**597**	**599**	**139**	**183**	**171**	**207**	**205**	**306**
		75%	**75%**	**74%**	**78%**	**73%**	**73%**	**76%**	**69%**	**79%**
	I am voting for a different party	**312**	**172**	**139**	**32**	**43**	**44**	**54**	**74**	**63**
		19%	**22%**	**17%**	**18%**	**17%**	**19%**	**20%**	**25%**	**16%**
	Don't know	**96**	**30**	**67**	**7**	**25**	**19**	**10**	**16**	**18**
		6%	**4%**	**8%**	**4%**	**10%**	**8%**	**4%**	**6%**	**5%**

Table 9 : Tactical Voting: Which of these statements is closest to your view?

Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election		Total	Current Voting Intention			
			Labour	Conservative	Lib Dem	Reform
Which of the following statements best describes how you are planning to vote?	Unweighted Base	1732	627	341	212	238
	Weighted Base	1619	605	314	193	260
	I am voting for the party I would like to win the election	1211	513	273	95	168
		75%	85%	87%	49%	64%
	I am voting for a different party	312	58	23	80	77
		19%	10%	7%	41%	30%
	Don't know	96	34	17	18	16
		6%	6%	6%	10%	6%

Table 10 : Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+			Gender		Age band					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Compared to a year ago, do you think that the British economy is doing....?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	Better than it was 12 months ago	418	203	213	22	47	46	67	83	152
		20%	20%	20%	10%	13%	13%	19%	24%	30%
	Much the same as it was 12 months ago	895	436	459	83	148	141	160	145	219
		42%	42%	42%	37%	41%	40%	46%	41%	44%
	Worse than it was 12 months ago	822	388	421	119	165	165	119	125	129
		38%	38%	39%	53%	46%	47%	34%	35%	26%

Table 10 : Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Compared to a year ago, do you think that the British economy is doing....?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	Better than it was 12 months ago	418	29	217	26	132	182	116	120
		20%	7%	38%	17%	16%	26%	18%	15%
	Much the same as it was 12 months ago	895	171	242	75	331	308	278	308
		42%	41%	43%	50%	39%	44%	43%	39%
	Worse than it was 12 months ago	822	214	108	50	377	208	248	366
		38%	52%	19%	33%	45%	30%	39%	46%

Table 11 : Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Thinking about the year ahead, in 12 months time do you think the British economy will be doing:.....?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	Better than it is now	530	277	252	55	97	71	86	77	143
		25%	27%	23%	24%	27%	20%	25%	22%	29%
	Much the same as it is now	1085	502	576	85	171	186	189	188	265
		51%	49%	53%	38%	48%	53%	55%	53%	53%
	Worse than it is now	521	248	264	84	92	95	71	88	91
		24%	24%	24%	37%	25%	27%	21%	25%	18%

Table 11 : Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Thinking about the year ahead, in 12 months time do you think the British economy will be doing:....?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	Better than it is now	530	116	172	35	188	157	179	193
		25%	28%	30%	23%	22%	23%	28%	24%
	Much the same as it is now	1085	234	277	100	366	380	373	331
		51%	57%	49%	66%	44%	54%	58%	42%
	Worse than it is now	521	63	117	15	286	161	90	270
		24%	15%	21%	10%	34%	23%	14%	34%

Table 12 : Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Compared to a year ago, do you find it easier or harder to meet your monthly household budget? Would you say it is…?	Unweighted Base	2135	1010	1117	122	289	401	405	357	561
	Weighted Base	2135	1027	1093	224	360	352	346	353	500
	Easier than it was 12 months ago	121	55	66	8	14	27	17	20	35
		6%	5%	6%	4%	4%	8%	5%	6%	7%
	About the same as it was 12 months ago	864	462	400	60	107	120	146	159	273
		40%	45%	37%	27%	30%	34%	42%	45%	55%
	Harder than it was 12 months ago	1150	509	627	155	239	206	183	175	193
		54%	50%	57%	69%	66%	58%	53%	49%	39%

Table 12 : Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+		Total	Vote in 2019 General Election				Vote in 2016 EU referendum		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Compared to a year ago, do you find it easier or harder to meet your monthly household budget? Would you say it is…?	Unweighted Base	2135	486	624	170	550	693	885	556
	Weighted Base	2135	414	567	150	840	698	642	794
	Easier than it was 12 months ago	121	13	54	7	43	51	35	34
		6%	3%	10%	4%	5%	7%	5%	4%
	About the same as it was 12 months ago	864	155	289	75	278	317	286	260
		40%	37%	51%	50%	33%	45%	44%	33%
	Harder than it was 12 months ago	1150	246	224	69	519	329	321	499
		54%	60%	39%	46%	62%	47%	50%	63%