

# Polling Methodological Note – 12<sup>th</sup> June 2024

A representative sample of 1,305 adults in Great Britain was interviewed between the afternoon of 7<sup>th</sup> June and morning 10<sup>th</sup> June 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.

## **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.

For this poll, voting intentions are based on the following question: "When the UK General Election is held, who will you vote for in your local constituency?". When we conduct polls closer to the election date, we will also use an additional squeeze question (to get an indication of which way non-disclosers are leaning), and imputation (for those who do not state a preference at the main question or the squeeze question).

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

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 and age. 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.

### **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 = 17.3% to 22.4%
- Labour Party = 38.3% to 44.6%
- Liberal Democrats = 8.6% to 12.8%
- Reform UK = 12.2% to 17.4%
- Green = 6.6% to 10.7%
- SNP = 1.7% to 3.8%

## 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	29	70
Male 25-34	61	108
Male 35-44	103	105
Male 45-54	124	104
Male 55-69	164	144
Male 70+	129	102
Female 18-24	47	67
Female 25-34	76	112
Female 35-44	134	111
Female 45-54	149	108
Female 55-69	162	150
Female 70+	127	125

\*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	48	54
North West England	135	148
Yorkshire & Humber	97	110
East Midlands	89	98
West Midlands	102	118
East of England	130	126
London	210	174
South East England	203	186
South West England	120	117
Wales	56	63
Scotland	115	111

### Education by age

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	42	31
Aged 25-44 with a degree	226	213
Aged 45-69 with a degree	257	162
Other	780	900

### Vote in the 2016 EU referendum\*

Source: EU referendum & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
Remain	41%	30%
Leave	33%	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	25%	40%
Labour	25%	20%
Conservative	30%	27%
Liberal Democrats	9%	7%
SNP	3%	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 <b>Voting Age Population</b> 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](mailto:Richard.Crawshaw@VerianGroup.com) for further details on the methodology used in this polling.

**Table 1 : Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you...**

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 next UK general election that will be held on Thursday 4th July 2024, will you...	Unweighted Base	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>	
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>	
	Definitely vote		<b>816</b>	<b>398</b>	<b>415</b>	<b>101</b>	<b>105</b>	<b>101</b>	<b>154</b>	<b>140</b>	<b>215</b>
			<b>63%</b>	<b>63%</b>	<b>62%</b>	<b>74%</b>	<b>48%</b>	<b>47%</b>	<b>73%</b>	<b>67%</b>	<b>69%</b>
	Probably vote		<b>230</b>	<b>99</b>	<b>131</b>	<b>24</b>	<b>33</b>	<b>50</b>	<b>31</b>	<b>43</b>	<b>48</b>
			<b>18%</b>	<b>16%</b>	<b>19%</b>	<b>18%</b>	<b>15%</b>	<b>23%</b>	<b>15%</b>	<b>21%</b>	<b>15%</b>
	Probably not vote		<b>140</b>	<b>63</b>	<b>77</b>	<b>6</b>	<b>46</b>	<b>33</b>	<b>11</b>	<b>10</b>	<b>34</b>
			<b>11%</b>	<b>10%</b>	<b>11%</b>	<b>4%</b>	<b>21%</b>	<b>15%</b>	<b>5%</b>	<b>5%</b>	<b>11%</b>
	Definitely not vote		<b>91</b>	<b>55</b>	<b>37</b>	<b>4</b>	<b>28</b>	<b>26</b>	<b>12</b>	<b>14</b>	<b>8</b>
			<b>7%</b>	<b>9%</b>	<b>5%</b>	<b>3%</b>	<b>13%</b>	<b>12%</b>	<b>6%</b>	<b>7%</b>	<b>3%</b>
	Or would you prefer not to say?		<b>27</b>	<b>13</b>	<b>15</b>	<b>3</b>	<b>8</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>
			<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>

**Table 1 : Thinking about the next UK general election that will be held on Thursday 4th July 2024, will you...**

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 next UK general election that will be held on Thursday 4th July 2024, will you...	Unweighted Base	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Definitely vote	<b>816</b>	<b>220</b>	<b>269</b>	<b>77</b>	<b>177</b>	<b>295</b>	<b>310</b>	<b>210</b>
		<b>63%</b>	<b>87%</b>	<b>78%</b>	<b>84%</b>	<b>34%</b>	<b>69%</b>	<b>79%</b>	<b>43%</b>
	Probably vote	<b>230</b>	<b>17</b>	<b>58</b>	<b>11</b>	<b>122</b>	<b>90</b>	<b>54</b>	<b>86</b>
		<b>18%</b>	<b>7%</b>	<b>17%</b>	<b>12%</b>	<b>24%</b>	<b>21%</b>	<b>14%</b>	<b>18%</b>
	Probably not vote	<b>140</b>	<b>9</b>	<b>13</b>	<b>4</b>	<b>114</b>	<b>24</b>	<b>22</b>	<b>94</b>
		<b>11%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>22%</b>	<b>6%</b>	<b>5%</b>	<b>19%</b>
	Definitely not vote	<b>91</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>79</b>	<b>14</b>	<b>6</b>	<b>71</b>
		<b>7%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>15%</b>	<b>3%</b>	<b>2%</b>	<b>15%</b>
	Or would you prefer not to say?	<b>27</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>3</b>	<b>0</b>	<b>24</b>
		<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>	<b>5%</b>

**Table 2 : 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	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>	
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>	
	The economy		<b>416</b>	<b>211</b>	<b>205</b>	<b>62</b>	<b>93</b>	<b>68</b>	<b>60</b>	<b>68</b>	<b>64</b>
			<b>32%</b>	<b>34%</b>	<b>30%</b>	<b>45%</b>	<b>42%</b>	<b>32%</b>	<b>29%</b>	<b>32%</b>	<b>20%</b>
	Immigration		<b>195</b>	<b>116</b>	<b>78</b>	<b>2</b>	<b>14</b>	<b>19</b>	<b>37</b>	<b>45</b>	<b>78</b>
			<b>15%</b>	<b>19%</b>	<b>12%</b>	<b>2%</b>	<b>6%</b>	<b>9%</b>	<b>17%</b>	<b>21%</b>	<b>25%</b>
	The NHS		<b>358</b>	<b>140</b>	<b>218</b>	<b>29</b>	<b>49</b>	<b>57</b>	<b>53</b>	<b>61</b>	<b>109</b>
			<b>27%</b>	<b>22%</b>	<b>32%</b>	<b>21%</b>	<b>22%</b>	<b>27%</b>	<b>25%</b>	<b>29%</b>	<b>35%</b>
	Education		<b>55</b>	<b>18</b>	<b>37</b>	<b>6</b>	<b>8</b>	<b>24</b>	<b>9</b>	<b>3</b>	<b>5</b>
			<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>11%</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>
	The environment		<b>56</b>	<b>26</b>	<b>29</b>	<b>14</b>	<b>6</b>	<b>5</b>	<b>13</b>	<b>5</b>	<b>14</b>
			<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>11%</b>	<b>3%</b>	<b>2%</b>	<b>6%</b>	<b>2%</b>	<b>5%</b>
	Reducing crime		<b>45</b>	<b>33</b>	<b>12</b>	<b>0</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>12</b>
			<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>0%</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>
	Other		<b>98</b>	<b>54</b>	<b>43</b>	<b>7</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>23</b>
			<b>8%</b>	<b>9%</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>7%</b>	<b>9%</b>	<b>7%</b>	<b>7%</b>
	Don't know		<b>81</b>	<b>29</b>	<b>52</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>6</b>	<b>6</b>
			<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>12%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>

**Table 2 : 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	Vote in 2019 General Election				Vote in 2016 EU referendum		
			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	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	The economy	<b>416</b>	<b>78</b>	<b>109</b>	<b>29</b>	<b>178</b>	<b>95</b>	<b>147</b>	<b>174</b>
		<b>32%</b>	<b>31%</b>	<b>31%</b>	<b>32%</b>	<b>35%</b>	<b>22%</b>	<b>37%</b>	<b>36%</b>
	Immigration	<b>195</b>	<b>15</b>	<b>107</b>	<b>3</b>	<b>56</b>	<b>138</b>	<b>21</b>	<b>37</b>
		<b>15%</b>	<b>6%</b>	<b>31%</b>	<b>3%</b>	<b>11%</b>	<b>32%</b>	<b>5%</b>	<b>8%</b>
	The NHS	<b>358</b>	<b>91</b>	<b>64</b>	<b>34</b>	<b>137</b>	<b>101</b>	<b>140</b>	<b>118</b>
		<b>27%</b>	<b>36%</b>	<b>18%</b>	<b>37%</b>	<b>27%</b>	<b>24%</b>	<b>36%</b>	<b>24%</b>
	Education	<b>55</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>32</b>	<b>16</b>	<b>15</b>	<b>23</b>
		<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>
	The environment	<b>56</b>	<b>16</b>	<b>9</b>	<b>8</b>	<b>18</b>	<b>11</b>	<b>22</b>	<b>23</b>
		<b>4%</b>	<b>6%</b>	<b>3%</b>	<b>9%</b>	<b>4%</b>	<b>3%</b>	<b>6%</b>	<b>5%</b>
	Reducing crime	<b>45</b>	<b>7</b>	<b>11</b>	<b>0</b>	<b>24</b>	<b>14</b>	<b>6</b>	<b>25</b>
		<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>0%</b>	<b>5%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>
	Other	<b>98</b>	<b>23</b>	<b>26</b>	<b>12</b>	<b>23</b>	<b>40</b>	<b>30</b>	<b>27</b>
		<b>8%</b>	<b>9%</b>	<b>8%</b>	<b>13%</b>	<b>4%</b>	<b>9%</b>	<b>8%</b>	<b>6%</b>
Don't know	<b>81</b>	<b>14</b>	<b>10</b>	<b>5</b>	<b>45</b>	<b>12</b>	<b>11</b>	<b>57</b>	
	<b>6%</b>	<b>6%</b>	<b>3%</b>	<b>5%</b>	<b>9%</b>	<b>3%</b>	<b>3%</b>	<b>12%</b>	



**Table 3 : 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	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>
	Rishi Sunak (leader of Conservatives)	<b>197</b>	<b>92</b>	<b>106</b>	<b>3</b>	<b>20</b>	<b>23</b>	<b>33</b>	<b>33</b>	<b>86</b>
		<b>15%</b>	<b>15%</b>	<b>16%</b>	<b>2%</b>	<b>9%</b>	<b>10%</b>	<b>16%</b>	<b>16%</b>	<b>28%</b>
	Keir Starmer (leader of Labour)	<b>469</b>	<b>227</b>	<b>241</b>	<b>74</b>	<b>95</b>	<b>79</b>	<b>82</b>	<b>57</b>	<b>81</b>
		<b>36%</b>	<b>36%</b>	<b>36%</b>	<b>54%</b>	<b>43%</b>	<b>37%</b>	<b>39%</b>	<b>27%</b>	<b>26%</b>
	Neither of these	<b>512</b>	<b>270</b>	<b>240</b>	<b>49</b>	<b>77</b>	<b>86</b>	<b>76</b>	<b>104</b>	<b>119</b>
		<b>39%</b>	<b>43%</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>	<b>40%</b>	<b>36%</b>	<b>50%</b>	<b>38%</b>
Don't know	<b>126</b>	<b>39</b>	<b>87</b>	<b>11</b>	<b>28</b>	<b>27</b>	<b>19</b>	<b>16</b>	<b>24</b>	
	<b>10%</b>	<b>6%</b>	<b>13%</b>	<b>8%</b>	<b>13%</b>	<b>13%</b>	<b>9%</b>	<b>8%</b>	<b>8%</b>	

**Table 3 : 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		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
If you had to choose between Rishi Sunak and Keir Starmer, who do you think would make the best leader for Britain?	Unweighted Base	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Rishi Sunak (leader of Conservatives)	<b>197</b>	<b>8</b>	<b>118</b>	<b>7</b>	<b>55</b>	<b>102</b>	<b>48</b>	<b>47</b>
		<b>15%</b>	<b>3%</b>	<b>34%</b>	<b>8%</b>	<b>11%</b>	<b>24%</b>	<b>12%</b>	<b>10%</b>
	Keir Starmer (leader of Labour)	<b>469</b>	<b>170</b>	<b>35</b>	<b>51</b>	<b>178</b>	<b>91</b>	<b>206</b>	<b>173</b>
		<b>36%</b>	<b>67%</b>	<b>10%</b>	<b>55%</b>	<b>35%</b>	<b>21%</b>	<b>53%</b>	<b>36%</b>
	Neither of these	<b>512</b>	<b>62</b>	<b>178</b>	<b>26</b>	<b>205</b>	<b>203</b>	<b>112</b>	<b>196</b>
		<b>39%</b>	<b>25%</b>	<b>51%</b>	<b>29%</b>	<b>40%</b>	<b>48%</b>	<b>29%</b>	<b>40%</b>
Don't know	<b>126</b>	<b>13</b>	<b>16</b>	<b>8</b>	<b>74</b>	<b>30</b>	<b>26</b>	<b>70</b>	
	<b>10%</b>	<b>5%</b>	<b>5%</b>	<b>9%</b>	<b>14%</b>	<b>7%</b>	<b>7%</b>	<b>14%</b>	

**Table 4 : Voting intention for General Election - weighted by likelihood of turning out in the General Election**

Base: All adults in GB 18+ excluding 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	<b>1056</b>	<b>509</b>	<b>542</b>	<b>61</b>	<b>111</b>	<b>182</b>	<b>221</b>	<b>166</b>	<b>315</b>
	Weighted Base	<b>688</b>	<b>348</b>	<b>338</b>	<b>47</b>	<b>102</b>	<b>102</b>	<b>113</b>	<b>113</b>	<b>210</b>
	Conservative	<b>136</b>	<b>62</b>	<b>74</b>	<b>1</b>	<b>9</b>	<b>11</b>	<b>18</b>	<b>22</b>	<b>75</b>
		<b>20%</b>	<b>18%</b>	<b>22%</b>	<b>2%</b>	<b>9%</b>	<b>11%</b>	<b>16%</b>	<b>20%</b>	<b>36%</b>
	Labour	<b>285</b>	<b>139</b>	<b>145</b>	<b>31</b>	<b>52</b>	<b>59</b>	<b>51</b>	<b>35</b>	<b>58</b>
		<b>41%</b>	<b>40%</b>	<b>43%</b>	<b>65%</b>	<b>50%</b>	<b>58%</b>	<b>45%</b>	<b>31%</b>	<b>28%</b>
	Liberal Democrats	<b>72</b>	<b>38</b>	<b>34</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>24</b>
		<b>11%</b>	<b>11%</b>	<b>10%</b>	<b>18%</b>	<b>8%</b>	<b>9%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>
	UKIP	<b>4</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>
		<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>
	SNP	<b>18</b>	<b>6</b>	<b>11</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>4</b>
		<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>
	Plaid Cymru	<b>8</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>
		<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>
	Green	<b>58</b>	<b>33</b>	<b>24</b>	<b>5</b>	<b>16</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>8</b>
		<b>8%</b>	<b>9%</b>	<b>7%</b>	<b>11%</b>	<b>16%</b>	<b>8%</b>	<b>9%</b>	<b>10%</b>	<b>4%</b>
	Reform UK (Brexit Party)	<b>100</b>	<b>64</b>	<b>36</b>	<b>0</b>	<b>13</b>	<b>6</b>	<b>18</b>	<b>27</b>	<b>36</b>
		<b>15%</b>	<b>18%</b>	<b>11%</b>	<b>1%</b>	<b>13%</b>	<b>6%</b>	<b>16%</b>	<b>24%</b>	<b>17%</b>
	Other	<b>7</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
		<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>

**Table 4 : Voting intention for General Election - weighted by likelihood of turning out in the General Election**

Base: All adults in GB 18+ excluding 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	<b>1056</b>	<b>292</b>	<b>365</b>	<b>108</b>	<b>193</b>	<b>360</b>	<b>475</b>	<b>220</b>
	Weighted Base	<b>688</b>	<b>194</b>	<b>256</b>	<b>73</b>	<b>103</b>	<b>276</b>	<b>276</b>	<b>135</b>
	Conservative	<b>136</b>	<b>3</b>	<b>113</b>	<b>1</b>	<b>14</b>	<b>84</b>	<b>36</b>	<b>16</b>
		<b>20%</b>	<b>2%</b>	<b>44%</b>	<b>1%</b>	<b>14%</b>	<b>30%</b>	<b>13%</b>	<b>12%</b>
	Labour	<b>285</b>	<b>148</b>	<b>36</b>	<b>29</b>	<b>57</b>	<b>68</b>	<b>148</b>	<b>69</b>
		<b>41%</b>	<b>76%</b>	<b>14%</b>	<b>40%</b>	<b>55%</b>	<b>25%</b>	<b>54%</b>	<b>51%</b>
	Liberal Democrats	<b>72</b>	<b>7</b>	<b>20</b>	<b>29</b>	<b>11</b>	<b>16</b>	<b>42</b>	<b>15</b>
		<b>11%</b>	<b>4%</b>	<b>8%</b>	<b>41%</b>	<b>11%</b>	<b>6%</b>	<b>15%</b>	<b>11%</b>
	UKIP	<b>4</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
	SNP	<b>18</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>11</b>	<b>6</b>
		<b>3%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>4%</b>	<b>5%</b>
	Plaid Cymru	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>2</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>
	Green	<b>58</b>	<b>26</b>	<b>11</b>	<b>10</b>	<b>4</b>	<b>22</b>	<b>23</b>	<b>12</b>
		<b>8%</b>	<b>13%</b>	<b>4%</b>	<b>14%</b>	<b>4%</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>
	Reform UK (Brexit Party)	<b>100</b>	<b>7</b>	<b>72</b>	<b>2</b>	<b>10</b>	<b>78</b>	<b>8</b>	<b>14</b>
		<b>15%</b>	<b>4%</b>	<b>28%</b>	<b>3%</b>	<b>10%</b>	<b>28%</b>	<b>3%</b>	<b>11%</b>
	Other	<b>7</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>0</b>
		<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>

**Table 5 : Voting intention for General Election (weighted to General Population)**

Base: All adults in GB 18+ excluding 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	<b>1056</b>	<b>509</b>	<b>542</b>	<b>61</b>	<b>111</b>	<b>182</b>	<b>221</b>	<b>166</b>	<b>315</b>
	Weighted Base	<b>998</b>	<b>496</b>	<b>499</b>	<b>112</b>	<b>152</b>	<b>149</b>	<b>171</b>	<b>165</b>	<b>249</b>
	Conservative	<b>187</b>	<b>86</b>	<b>101</b>	<b>2</b>	<b>19</b>	<b>19</b>	<b>29</b>	<b>30</b>	<b>88</b>
		<b>19%</b>	<b>17%</b>	<b>20%</b>	<b>2%</b>	<b>12%</b>	<b>12%</b>	<b>17%</b>	<b>18%</b>	<b>36%</b>
	Labour	<b>426</b>	<b>207</b>	<b>219</b>	<b>75</b>	<b>79</b>	<b>75</b>	<b>75</b>	<b>55</b>	<b>69</b>
		<b>43%</b>	<b>42%</b>	<b>44%</b>	<b>67%</b>	<b>52%</b>	<b>50%</b>	<b>44%</b>	<b>33%</b>	<b>28%</b>
	Liberal Democrats	<b>111</b>	<b>58</b>	<b>53</b>	<b>18</b>	<b>11</b>	<b>20</b>	<b>15</b>	<b>22</b>	<b>26</b>
		<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>16%</b>	<b>7%</b>	<b>13%</b>	<b>9%</b>	<b>13%</b>	<b>11%</b>
	UKIP	<b>10</b>	<b>2</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>3</b>
		<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
	SNP	<b>25</b>	<b>6</b>	<b>19</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>3</b>
		<b>3%</b>	<b>1%</b>	<b>4%</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>
	Plaid Cymru	<b>11</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>4</b>
		<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>
	Green	<b>78</b>	<b>44</b>	<b>32</b>	<b>12</b>	<b>17</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>8</b>
		<b>8%</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>	<b>11%</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>	<b>3%</b>
	Reform UK (Brexit Party)	<b>138</b>	<b>86</b>	<b>52</b>	<b>1</b>	<b>20</b>	<b>8</b>	<b>28</b>	<b>36</b>	<b>45</b>
		<b>14%</b>	<b>17%</b>	<b>10%</b>	<b>1%</b>	<b>13%</b>	<b>5%</b>	<b>16%</b>	<b>22%</b>	<b>18%</b>
	Other	<b>10</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>
		<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>

**Table 5 : Voting intention for General Election (weighted to General Population)**

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for		Vote in 2019 General Election					Vote in 2016 EU referendum		
		Total	Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Voting intention - main preference	Unweighted Base	<b>1056</b>	<b>292</b>	<b>365</b>	<b>108</b>	<b>193</b>	<b>360</b>	<b>475</b>	<b>220</b>
	Weighted Base	<b>998</b>	<b>226</b>	<b>298</b>	<b>84</b>	<b>318</b>	<b>353</b>	<b>341</b>	<b>303</b>
Conservative		<b>187</b>	<b>4</b>	<b>123</b>	<b>1</b>	<b>53</b>	<b>97</b>	<b>47</b>	<b>43</b>
		<b>19%</b>	<b>2%</b>	<b>41%</b>	<b>1%</b>	<b>17%</b>	<b>28%</b>	<b>14%</b>	<b>14%</b>
Labour		<b>426</b>	<b>171</b>	<b>43</b>	<b>34</b>	<b>161</b>	<b>89</b>	<b>184</b>	<b>154</b>
		<b>43%</b>	<b>76%</b>	<b>14%</b>	<b>41%</b>	<b>51%</b>	<b>25%</b>	<b>54%</b>	<b>51%</b>
Liberal Democrats		<b>111</b>	<b>8</b>	<b>25</b>	<b>33</b>	<b>41</b>	<b>25</b>	<b>45</b>	<b>41</b>
		<b>11%</b>	<b>4%</b>	<b>8%</b>	<b>39%</b>	<b>13%</b>	<b>7%</b>	<b>13%</b>	<b>14%</b>
UKIP		<b>10</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>2</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>
SNP		<b>25</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>15</b>	<b>10</b>
		<b>3%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>4%</b>	<b>3%</b>
Plaid Cymru		<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>4</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>
Green		<b>78</b>	<b>29</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>28</b>	<b>26</b>	<b>23</b>
		<b>8%</b>	<b>13%</b>	<b>4%</b>	<b>16%</b>	<b>5%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>
Reform UK (Brexit Party)		<b>138</b>	<b>10</b>	<b>88</b>	<b>2</b>	<b>27</b>	<b>100</b>	<b>13</b>	<b>25</b>
		<b>14%</b>	<b>4%</b>	<b>29%</b>	<b>3%</b>	<b>9%</b>	<b>28%</b>	<b>4%</b>	<b>8%</b>
Other		<b>10</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>4</b>	<b>1</b>
		<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>

**Table 6 : 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	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>
Conservative		<b>187</b>	<b>86</b>	<b>101</b>	<b>2</b>	<b>19</b>	<b>19</b>	<b>29</b>	<b>30</b>	<b>88</b>
		<b>14%</b>	<b>14%</b>	<b>15%</b>	<b>2%</b>	<b>8%</b>	<b>9%</b>	<b>14%</b>	<b>14%</b>	<b>28%</b>
Labour		<b>426</b>	<b>207</b>	<b>219</b>	<b>75</b>	<b>79</b>	<b>75</b>	<b>75</b>	<b>55</b>	<b>69</b>
		<b>33%</b>	<b>33%</b>	<b>32%</b>	<b>55%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>	<b>26%</b>	<b>22%</b>
Liberal Democrats		<b>111</b>	<b>58</b>	<b>53</b>	<b>18</b>	<b>11</b>	<b>20</b>	<b>15</b>	<b>22</b>	<b>26</b>
		<b>9%</b>	<b>9%</b>	<b>8%</b>	<b>13%</b>	<b>5%</b>	<b>9%</b>	<b>7%</b>	<b>10%</b>	<b>9%</b>
UKIP		<b>10</b>	<b>2</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>3</b>
		<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
SNP		<b>25</b>	<b>6</b>	<b>19</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>3</b>
		<b>2%</b>	<b>1%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>
Plaid Cymru		<b>11</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>4</b>
		<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>
Green		<b>78</b>	<b>44</b>	<b>32</b>	<b>12</b>	<b>17</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>8</b>
		<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>9%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>3%</b>
Reform UK		<b>138</b>	<b>86</b>	<b>52</b>	<b>1</b>	<b>20</b>	<b>8</b>	<b>28</b>	<b>36</b>	<b>45</b>
		<b>11%</b>	<b>14%</b>	<b>8%</b>	<b>1%</b>	<b>9%</b>	<b>4%</b>	<b>13%</b>	<b>17%</b>	<b>15%</b>
Definitely not voting		<b>91</b>	<b>55</b>	<b>37</b>	<b>4</b>	<b>28</b>	<b>26</b>	<b>12</b>	<b>14</b>	<b>8</b>
		<b>7%</b>	<b>9%</b>	<b>5%</b>	<b>3%</b>	<b>13%</b>	<b>12%</b>	<b>6%</b>	<b>7%</b>	<b>3%</b>
Other		<b>10</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>
		<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
Prefer not to say		<b>216</b>	<b>77</b>	<b>137</b>	<b>21</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>32</b>	<b>53</b>
		<b>17%</b>	<b>12%</b>	<b>20%</b>	<b>16%</b>	<b>18%</b>	<b>19%</b>	<b>14%</b>	<b>15%</b>	<b>17%</b>

**Table 6 : 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	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Conservative	<b>187</b>	<b>4</b>	<b>123</b>	<b>1</b>	<b>53</b>	<b>97</b>	<b>47</b>	<b>43</b>
		<b>14%</b>	<b>2%</b>	<b>36%</b>	<b>1%</b>	<b>10%</b>	<b>23%</b>	<b>12%</b>	<b>9%</b>
	Labour	<b>426</b>	<b>171</b>	<b>43</b>	<b>34</b>	<b>161</b>	<b>89</b>	<b>184</b>	<b>154</b>
		<b>33%</b>	<b>68%</b>	<b>12%</b>	<b>37%</b>	<b>31%</b>	<b>21%</b>	<b>47%</b>	<b>32%</b>
	Liberal Democrats	<b>111</b>	<b>8</b>	<b>25</b>	<b>33</b>	<b>41</b>	<b>25</b>	<b>45</b>	<b>41</b>
		<b>9%</b>	<b>3%</b>	<b>7%</b>	<b>35%</b>	<b>8%</b>	<b>6%</b>	<b>12%</b>	<b>8%</b>
	UKIP	<b>10</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>2</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>
	SNP	<b>25</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>15</b>	<b>10</b>
		<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>4%</b>	<b>2%</b>
	Plaid Cymru	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>4</b>
		<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>
	Green	<b>78</b>	<b>29</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>28</b>	<b>26</b>	<b>23</b>
		<b>6%</b>	<b>12%</b>	<b>4%</b>	<b>14%</b>	<b>3%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>
	Reform UK	<b>138</b>	<b>10</b>	<b>88</b>	<b>2</b>	<b>27</b>	<b>100</b>	<b>13</b>	<b>25</b>
		<b>11%</b>	<b>4%</b>	<b>25%</b>	<b>2%</b>	<b>5%</b>	<b>23%</b>	<b>3%</b>	<b>5%</b>
	Definitely not voting	<b>91</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>79</b>	<b>14</b>	<b>6</b>	<b>71</b>
		<b>7%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>15%</b>	<b>3%</b>	<b>2%</b>	<b>15%</b>
	Other	<b>10</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>4</b>	<b>1</b>
		<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>
	Prefer not to say	<b>216</b>	<b>23</b>	<b>42</b>	<b>8</b>	<b>115</b>	<b>59</b>	<b>45</b>	<b>111</b>
		<b>17%</b>	<b>9%</b>	<b>12%</b>	<b>9%</b>	<b>23%</b>	<b>14%</b>	<b>11%</b>	<b>23%</b>



**Table 7 : 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	<b>1056</b>	<b>509</b>	<b>542</b>	<b>61</b>	<b>111</b>	<b>182</b>	<b>221</b>	<b>166</b>	<b>315</b>
	Weighted Base	<b>998</b>	<b>496</b>	<b>499</b>	<b>112</b>	<b>152</b>	<b>149</b>	<b>171</b>	<b>165</b>	<b>249</b>
	Party is the best of a bad bunch	<b>594</b>	<b>280</b>	<b>313</b>	<b>83</b>	<b>85</b>	<b>85</b>	<b>94</b>	<b>104</b>	<b>144</b>
		<b>60%</b>	<b>57%</b>	<b>63%</b>	<b>74%</b>	<b>56%</b>	<b>57%</b>	<b>55%</b>	<b>63%</b>	<b>58%</b>
	Party is the best choice for the country	<b>404</b>	<b>215</b>	<b>186</b>	<b>29</b>	<b>67</b>	<b>65</b>	<b>77</b>	<b>61</b>	<b>105</b>
		<b>40%</b>	<b>43%</b>	<b>37%</b>	<b>26%</b>	<b>44%</b>	<b>43%</b>	<b>45%</b>	<b>37%</b>	<b>42%</b>

**Table 7 : 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	Current Voting Intention			
			Labour	Conservative	Lib Dem	Reform
Which of the following statements comes closest to your view about voting for this party?	Unweighted Base	<b>1056</b>	<b>448</b>	<b>211</b>	<b>114</b>	<b>132</b>
	Weighted Base	<b>998</b>	<b>426</b>	<b>187</b>	<b>111</b>	<b>138</b>
	Party is the best of a bad bunch	<b>594</b>	<b>255</b>	<b>128</b>	<b>80</b>	<b>61</b>
		<b>60%</b>	<b>60%</b>	<b>69%</b>	<b>72%</b>	<b>44%</b>
	Party is the best choice for the country	<b>404</b>	<b>171</b>	<b>58</b>	<b>31</b>	<b>77</b>
		<b>40%</b>	<b>40%</b>	<b>31%</b>	<b>28%</b>	<b>56%</b>

**Table 8 : 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	Gender		Age band					
			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	<b>1056</b>	<b>509</b>	<b>542</b>	<b>61</b>	<b>111</b>	<b>182</b>	<b>221</b>	<b>166</b>	<b>315</b>
	Weighted Base	<b>998</b>	<b>496</b>	<b>499</b>	<b>112</b>	<b>152</b>	<b>149</b>	<b>171</b>	<b>165</b>	<b>249</b>
	I am voting for the party I would like to win the election	<b>767</b>	<b>378</b>	<b>388</b>	<b>79</b>	<b>115</b>	<b>117</b>	<b>138</b>	<b>113</b>	<b>206</b>
		<b>77%</b>	<b>76%</b>	<b>78%</b>	<b>71%</b>	<b>75%</b>	<b>78%</b>	<b>81%</b>	<b>68%</b>	<b>83%</b>
	I am voting for a different party	<b>169</b>	<b>95</b>	<b>72</b>	<b>28</b>	<b>21</b>	<b>19</b>	<b>25</b>	<b>41</b>	<b>34</b>
		<b>17%</b>	<b>19%</b>	<b>15%</b>	<b>25%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>25%</b>	<b>14%</b>
Don't know	<b>62</b>	<b>23</b>	<b>39</b>	<b>4</b>	<b>17</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>9</b>	
	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>4%</b>	<b>11%</b>	<b>9%</b>	<b>5%</b>	<b>7%</b>	<b>4%</b>	

**Table 8 : 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	<b>1056</b>	<b>448</b>	<b>211</b>	<b>114</b>	<b>132</b>
	Weighted Base	<b>998</b>	<b>426</b>	<b>187</b>	<b>111</b>	<b>138</b>
	I am voting for the party I would like to win the election	<b>767</b>	<b>353</b>	<b>167</b>	<b>61</b>	<b>96</b>
		<b>77%</b>	<b>83%</b>	<b>89%</b>	<b>55%</b>	<b>69%</b>
	I am voting for a different party	<b>169</b>	<b>56</b>	<b>2</b>	<b>43</b>	<b>32</b>
		<b>17%</b>	<b>13%</b>	<b>1%</b>	<b>38%</b>	<b>23%</b>
	Don't know	<b>62</b>	<b>17</b>	<b>18</b>	<b>8</b>	<b>10</b>
		<b>6%</b>	<b>4%</b>	<b>10%</b>	<b>7%</b>	<b>7%</b>

**Table 9 : Compared to a year ago, do you think that the British economy is doing...?**

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 think that the British economy is doing....?	Unweighted Base	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>	
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>	
	Better than it was 12 months ago		<b>279</b>	<b>154</b>	<b>125</b>	<b>21</b>	<b>24</b>	<b>31</b>	<b>55</b>	<b>53</b>	<b>96</b>
			<b>21%</b>	<b>25%</b>	<b>19%</b>	<b>15%</b>	<b>11%</b>	<b>14%</b>	<b>26%</b>	<b>25%</b>	<b>31%</b>
	Much the same as it was 12 months ago		<b>446</b>	<b>211</b>	<b>234</b>	<b>18</b>	<b>48</b>	<b>80</b>	<b>85</b>	<b>87</b>	<b>129</b>
			<b>34%</b>	<b>34%</b>	<b>35%</b>	<b>13%</b>	<b>22%</b>	<b>37%</b>	<b>40%</b>	<b>41%</b>	<b>41%</b>
	Worse than it was 12 months ago		<b>579</b>	<b>262</b>	<b>315</b>	<b>99</b>	<b>148</b>	<b>104</b>	<b>71</b>	<b>71</b>	<b>87</b>
			<b>44%</b>	<b>42%</b>	<b>47%</b>	<b>72%</b>	<b>67%</b>	<b>48%</b>	<b>34%</b>	<b>34%</b>	<b>28%</b>

**Table 9 : 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	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Better than it was 12 months ago	<b>279</b>	<b>28</b>	<b>128</b>	<b>17</b>	<b>94</b>	<b>121</b>	<b>76</b>	<b>83</b>
		<b>21%</b>	<b>11%</b>	<b>37%</b>	<b>19%</b>	<b>18%</b>	<b>28%</b>	<b>19%</b>	<b>17%</b>
	Much the same as it was 12 months ago	<b>446</b>	<b>83</b>	<b>146</b>	<b>33</b>	<b>144</b>	<b>179</b>	<b>141</b>	<b>125</b>
		<b>34%</b>	<b>33%</b>	<b>42%</b>	<b>36%</b>	<b>28%</b>	<b>42%</b>	<b>36%</b>	<b>26%</b>
	Worse than it was 12 months ago	<b>579</b>	<b>142</b>	<b>73</b>	<b>42</b>	<b>275</b>	<b>126</b>	<b>175</b>	<b>278</b>
		<b>44%</b>	<b>56%</b>	<b>21%</b>	<b>45%</b>	<b>54%</b>	<b>30%</b>	<b>45%</b>	<b>57%</b>

**Table 10 : 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	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>
	Better than it is now	<b>300</b>	<b>168</b>	<b>130</b>	<b>29</b>	<b>44</b>	<b>42</b>	<b>53</b>	<b>55</b>	<b>76</b>
		<b>23%</b>	<b>27%</b>	<b>19%</b>	<b>21%</b>	<b>20%</b>	<b>19%</b>	<b>25%</b>	<b>26%</b>	<b>25%</b>
	Much the same as it is now	<b>703</b>	<b>336</b>	<b>366</b>	<b>80</b>	<b>100</b>	<b>111</b>	<b>121</b>	<b>111</b>	<b>179</b>
		<b>54%</b>	<b>54%</b>	<b>54%</b>	<b>59%</b>	<b>45%</b>	<b>52%</b>	<b>57%</b>	<b>53%</b>	<b>58%</b>
Worse than it is now	<b>302</b>	<b>124</b>	<b>178</b>	<b>27</b>	<b>76</b>	<b>62</b>	<b>37</b>	<b>44</b>	<b>55</b>	
	<b>23%</b>	<b>20%</b>	<b>26%</b>	<b>20%</b>	<b>35%</b>	<b>29%</b>	<b>18%</b>	<b>21%</b>	<b>18%</b>	

**Table 10 : 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	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Better than it is now	<b>300</b>	<b>58</b>	<b>94</b>	<b>26</b>	<b>104</b>	<b>103</b>	<b>98</b>	<b>99</b>
		<b>23%</b>	<b>23%</b>	<b>27%</b>	<b>28%</b>	<b>20%</b>	<b>24%</b>	<b>25%</b>	<b>20%</b>
	Much the same as it is now	<b>703</b>	<b>148</b>	<b>184</b>	<b>50</b>	<b>258</b>	<b>220</b>	<b>233</b>	<b>248</b>
		<b>54%</b>	<b>59%</b>	<b>53%</b>	<b>55%</b>	<b>50%</b>	<b>52%</b>	<b>59%</b>	<b>51%</b>
	Worse than it is now	<b>302</b>	<b>47</b>	<b>69</b>	<b>16</b>	<b>150</b>	<b>102</b>	<b>62</b>	<b>138</b>
		<b>23%</b>	<b>18%</b>	<b>20%</b>	<b>18%</b>	<b>29%</b>	<b>24%</b>	<b>16%</b>	<b>28%</b>



**Table 11 : 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	<b>1305</b>	<b>604</b>	<b>695</b>	<b>76</b>	<b>137</b>	<b>237</b>	<b>273</b>	<b>216</b>	<b>366</b>	
	Weighted Base	<b>1305</b>	<b>628</b>	<b>674</b>	<b>137</b>	<b>220</b>	<b>215</b>	<b>211</b>	<b>211</b>	<b>311</b>	
	Easier than it was 12 months ago		<b>74</b>	<b>39</b>	<b>35</b>	<b>6</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>7</b>	<b>25</b>
			<b>6%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>3%</b>	<b>8%</b>
	About the same as it was 12 months ago		<b>476</b>	<b>239</b>	<b>235</b>	<b>31</b>	<b>46</b>	<b>59</b>	<b>83</b>	<b>93</b>	<b>163</b>
			<b>36%</b>	<b>38%</b>	<b>35%</b>	<b>23%</b>	<b>21%</b>	<b>28%</b>	<b>39%</b>	<b>44%</b>	<b>53%</b>
	Harder than it was 12 months ago		<b>756</b>	<b>350</b>	<b>404</b>	<b>100</b>	<b>166</b>	<b>145</b>	<b>111</b>	<b>112</b>	<b>122</b>
			<b>58%</b>	<b>56%</b>	<b>60%</b>	<b>73%</b>	<b>75%</b>	<b>67%</b>	<b>53%</b>	<b>53%</b>	<b>39%</b>

**Table 11 : 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	<b>1305</b>	<b>323</b>	<b>416</b>	<b>117</b>	<b>320</b>	<b>428</b>	<b>536</b>	<b>339</b>
	Weighted Base	<b>1305</b>	<b>253</b>	<b>346</b>	<b>92</b>	<b>512</b>	<b>426</b>	<b>392</b>	<b>485</b>
	Easier than it was 12 months ago	<b>74</b>	<b>5</b>	<b>30</b>	<b>3</b>	<b>33</b>	<b>27</b>	<b>16</b>	<b>30</b>
		<b>6%</b>	<b>2%</b>	<b>9%</b>	<b>4%</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>6%</b>
	About the same as it was 12 months ago	<b>476</b>	<b>66</b>	<b>166</b>	<b>48</b>	<b>158</b>	<b>171</b>	<b>160</b>	<b>144</b>
		<b>36%</b>	<b>26%</b>	<b>48%</b>	<b>52%</b>	<b>31%</b>	<b>40%</b>	<b>41%</b>	<b>30%</b>
	Harder than it was 12 months ago	<b>756</b>	<b>182</b>	<b>150</b>	<b>41</b>	<b>321</b>	<b>228</b>	<b>216</b>	<b>312</b>
	<b>58%</b>	<b>72%</b>	<b>43%</b>	<b>44%</b>	<b>63%</b>	<b>53%</b>	<b>55%</b>	<b>64%</b>	