

Polling Methodological Note – 19th June 2024

A representative sample of 1,034 adults in Great Britain was interviewed between the afternoon of 14th June and the morning of 17th 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.

Since our previous poll (published 12th June¹), we have added a squeeze question (to get an indication of which way non-disclosers are leaning), and have imputed voting intention for those that have not stated a preference (at either the main voting intention question or at the squeeze).

Under our previous approach, the headline voting intention figures would have been:

- Labour 40%
- Conservative 20%
- Reform UK 13%
- Liberal Democrats 13%
- Green 7%
- SNP 3%
- Other 4%

¹ Details and findings from our 12th June poll can be found here:
<https://www.veriangroup.com/press-release/uk-polling-12-june-2024>
Verian is a member of the British Polling Council and abides by its rules.
<http://www.britishpollingcouncil.org/>

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", "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)".

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, the most important policy area for the election, and the best leader for Britain.

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.

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 = 18.1% to 23.2%
- Labour Party = 35.4% to 41.7%
- Liberal Democrats = 10.7% to 15.1%
- Reform UK = 11.3% to 16.0%
- Green = 5.8% to 9.3%
- SNP = 2.3% to 4.2%

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	34	55
Male 25-34	72	85
Male 35-44	96	83
Male 45-54	85	82
Male 55-69	125	114
Male 70+	82	81
Female 18-24	35	53
Female 25-34	88	89
Female 35-44	110	88
Female 45-54	96	85
Female 55-69	138	119
Female 70+	73	99

*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	41	43
North West England	99	118
Yorkshire & Humber	75	87
East Midlands	74	78
West Midlands	106	93
East of England	116	100
London	149	138
South East England	145	147
South West England	85	93
Wales	46	50
Scotland	98	88

Education by age

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	39	24
Aged 25-44 with a degree	250	169
Aged 45-69 with a degree	171	128
Other	574	713

Vote in the 2016 EU referendum*

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

	Unweighted percentage	Weighted percentage
Remain	38%	30%
Leave	33%	33%
Did not vote	29%	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	24%	20%
Conservative	32%	27%
Liberal Democrats	9%	7%
SNP	4%	2%
Other	6%	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	68%	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 : 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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Definitely vote	654	318	328	80	85	88	121	105	175
		63%	64%	62%	73%	49%	52%	72%	66%	69%
	Probably vote	185	96	90	26	46	28	24	33	29
		18%	19%	17%	24%	26%	16%	14%	21%	12%
	Probably not vote	82	44	38	3	17	19	14	13	17
		8%	9%	7%	3%	10%	11%	8%	8%	7%
	Definitely not vote	97	39	58	0	25	31	5	8	28
		9%	8%	11%	0%	15%	18%	3%	5%	11%
	Or would you prefer not to say?	15	2	14	0	2	5	4	1	4
		1%	0%	3%	0%	1%	3%	2%	1%	2%

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	1034	241	321	91	270	340	390	303
	Weighted Base	1034	201	274	73	409	338	311	384
	Definitely vote	654	169	203	63	151	223	257	173
		63%	84%	74%	87%	37%	66%	83%	45%
	Probably vote	185	25	49	7	99	67	32	87
		18%	12%	18%	10%	24%	20%	10%	23%
	Probably not vote	82	5	11	1	64	19	10	52
		8%	3%	4%	2%	16%	6%	3%	14%
	Definitely not vote	97	2	10	0	85	25	9	63
		9%	1%	4%	0%	21%	7%	3%	16%
Or would you prefer not to say?	15	0	1	1	10	4	3	9	
	1%	0%	0%	1%	3%	1%	1%	2%	

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	1034	492	538	69	160	206	181	188	230	
	Weighted Base	1034	499	528	109	174	171	167	161	253	
	The economy		352	199	153	43	69	70	63	31	76
			34%	40%	29%	40%	40%	41%	38%	20%	30%
	Immigration		147	84	63	6	11	14	21	34	61
			14%	17%	12%	6%	7%	8%	13%	21%	24%
	The NHS		270	102	167	20	31	46	38	55	80
			26%	21%	32%	19%	18%	27%	23%	34%	32%
	Education		27	9	18	4	7	6	7	2	1
			3%	2%	3%	4%	4%	3%	4%	1%	1%
	The environment		64	27	38	7	16	13	7	9	12
			6%	5%	7%	7%	9%	8%	4%	5%	5%
	Reducing crime		66	32	33	10	22	5	8	15	5
			6%	6%	6%	9%	13%	3%	5%	9%	2%
	Other		71	36	28	14	7	8	18	11	14
			7%	7%	5%	12%	4%	5%	11%	7%	5%
	Don't know		36	9	27	4	12	9	5	4	3
			4%	2%	5%	4%	7%	5%	3%	2%	1%

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	1034	241	321	91	270	340	390	303	
	Weighted Base	1034	201	274	73	409	338	311	384	
	The economy		352	72	85	32	144	96	119	137
			34%	36%	31%	44%	35%	28%	38%	36%
	Immigration		147	4	91	0	40	89	21	38
			14%	2%	33%	0%	10%	26%	7%	10%
	The NHS		270	77	57	21	93	93	95	82
			26%	38%	21%	28%	23%	28%	30%	21%
	Education		27	9	2	3	11	5	10	12
			3%	4%	1%	5%	3%	1%	3%	3%
	The environment		64	18	6	7	24	7	24	34
			6%	9%	2%	10%	6%	2%	8%	9%
	Reducing crime		66	6	15	2	43	17	10	38
			6%	3%	5%	2%	10%	5%	3%	10%
	Other		71	11	14	6	35	24	23	24
			7%	5%	5%	8%	8%	7%	7%	6%
	Don't know		36	4	3	2	20	8	9	19
			4%	2%	1%	3%	5%	2%	3%	5%

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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Rishi Sunak (leader of Conservatives)	150	81	69	1	17	16	23	27	67
		15%	16%	13%	0%	10%	9%	13%	17%	27%
	Keir Starmer (leader of Labour)	398	206	191	56	84	78	70	49	61
		38%	41%	36%	51%	48%	46%	42%	31%	24%
	Neither of these	381	183	192	42	58	52	56	72	101
		37%	37%	36%	39%	33%	31%	33%	45%	40%
	Don't know	105	29	75	10	16	24	19	12	23
		10%	6%	14%	10%	9%	14%	11%	7%	9%

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	1034	241	321	91	270	340	390	303
	Weighted Base	1034	201	274	73	409	338	311	384
	Rishi Sunak (leader of Conservatives)	150	4	94	2	43	76	41	34
		15%	2%	34%	3%	11%	22%	13%	9%
	Keir Starmer (leader of Labour)	398	143	31	44	150	69	172	157
		38%	71%	11%	61%	37%	20%	55%	41%
	Neither of these	381	48	133	19	153	163	78	141
		37%	24%	49%	27%	37%	48%	25%	37%
Don't know	105	6	17	7	64	31	20	53	
	10%	3%	6%	9%	16%	9%	6%	14%	

Table 4 : 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+ with imputed values for 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+
Headline Voting intention for General Election - including squeeze and imputation	Unweighted Base	1034	492	538	69	160	206	181	188	230
	Weighted Base	624	302	319	42	90	99	99	107	187
	Conservative	128	57	71	4	7	12	17	22	66
		21%	19%	22%	9%	8%	12%	17%	21%	35%
	Labour	240	118	120	26	40	50	38	36	51
		39%	39%	38%	62%	44%	51%	39%	33%	27%
	Liberal Democrats	80	35	45	6	12	8	17	15	20
		13%	12%	14%	15%	14%	8%	18%	14%	11%
	UKIP	4	0	4	0	0	2	1	1	0
		1%	0%	1%	0%	0%	2%	1%	1%	0%
	SNP	20	10	9	0	5	5	4	3	3
		3%	3%	3%	0%	5%	5%	4%	3%	1%
	Plaid Cymru	5	4	2	0	0	0	2	1	3
		1%	1%	1%	1%	0%	0%	2%	1%	1%
	Green	46	18	28	4	13	6	4	7	11
		7%	6%	9%	9%	15%	7%	4%	7%	6%
	Reform UK	84	47	37	2	8	12	12	19	32
		13%	15%	12%	4%	9%	12%	12%	18%	17%
	Other	17	13	4	0	5	3	4	3	2
		3%	4%	1%	0%	6%	3%	4%	3%	1%

Table 4 : 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+ with imputed values for 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
Headline Voting intention for General Election - including squeeze and imputation	Unweighted Base	1034	241	321	91	270	340	390	303
	Weighted Base	624	169	224	63	105	237	245	142
	Conservative	128	6	104	1	13	71	39	17
		21%	3%	46%	2%	13%	30%	16%	12%
	Labour	240	122	26	29	51	49	124	66
		39%	72%	12%	47%	49%	21%	51%	47%
	Liberal Democrats	80	15	21	27	12	22	37	21
		13%	9%	10%	43%	11%	9%	15%	15%
	UKIP	4	1	1	0	1	3	1	1
		1%	0%	0%	0%	1%	1%	0%	0%
	SNP	20	0	0	0	3	3	12	5
		3%	0%	0%	0%	3%	1%	5%	3%
	Plaid Cymru	5	2	0	1	0	1	4	0
		1%	1%	0%	2%	0%	1%	2%	0%
	Green	46	15	7	4	9	11	18	17
		7%	9%	3%	6%	9%	5%	7%	12%
	Reform UK	84	2	59	0	12	69	6	9
		13%	1%	26%	0%	12%	29%	3%	6%
Other	17	5	6	0	3	8	3	6	
	3%	3%	3%	0%	2%	3%	1%	4%	

Table 5 : 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 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	825	418	403	62	125	164	141	145	188
	Weighted Base	541	274	264	39	77	88	86	87	164
	Conservative	106	52	54	2	6	11	14	17	56
		20%	19%	20%	5%	8%	12%	16%	20%	34%
	Labour	218	108	107	25	34	48	34	30	46
		40%	40%	41%	65%	44%	54%	40%	34%	28%
	Liberal Democrats	69	33	36	6	10	6	15	14	19
		13%	12%	14%	16%	13%	7%	18%	16%	12%
	UKIP	3	0	3	0	0	2	0	1	0
		1%	0%	1%	0%	0%	3%	0%	1%	0%
	SNP	17	9	7	0	4	5	3	2	3
		3%	3%	3%	0%	6%	5%	3%	2%	2%
	Plaid Cymru	5	4	1	0	0	0	2	1	2
		1%	1%	0%	1%	0%	0%	2%	1%	1%
	Green	40	16	24	3	13	6	4	4	10
		7%	6%	9%	9%	17%	6%	4%	5%	6%
	Reform UK	70	42	28	2	7	9	10	15	27
		13%	15%	11%	4%	9%	11%	11%	18%	16%
	Other	13	9	4	0	3	2	4	3	1
		2%	3%	1%	0%	4%	2%	5%	3%	1%

Table 5 : 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 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	825	217	265	83	177	272	336	217
	Weighted Base	541	156	192	59	86	201	220	120
	Conservative	106	3	90	0	10	60	32	13
		20%	2%	47%	0%	11%	30%	15%	11%
	Labour	218	117	21	29	42	39	119	60
		40%	75%	11%	49%	49%	20%	54%	49%
	Liberal Democrats	69	14	19	25	9	19	32	18
		13%	9%	10%	42%	11%	10%	15%	15%
	UKIP	3	1	1	0	1	2	1	1
		1%	0%	0%	0%	2%	1%	0%	1%
	SNP	17	0	0	0	3	3	10	5
		3%	0%	0%	0%	3%	1%	4%	4%
	Plaid Cymru	5	1	0	1	0	1	3	0
		1%	1%	0%	2%	0%	1%	1%	0%
	Green	40	13	6	4	8	9	16	15
		7%	8%	3%	7%	10%	4%	7%	12%
	Reform UK	70	2	51	0	10	59	4	7
		13%	1%	27%	0%	12%	30%	2%	6%
	Other	13	5	5	0	2	8	3	2
		2%	3%	2%	0%	2%	4%	1%	2%

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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Conservative	143	74	69	5	13	14	22	22	67
		14%	15%	13%	5%	7%	8%	13%	14%	27%
	Labour	328	168	154	68	48	64	55	40	53
		32%	34%	29%	62%	28%	38%	33%	25%	21%
	Liberal Democrats	100	48	51	12	13	15	22	16	21
		10%	10%	10%	11%	8%	9%	13%	10%	8%
	UKIP	8	2	6	0	0	4	0	4	0
		1%	0%	1%	0%	0%	2%	0%	3%	0%
	SNP	24	14	10	0	6	6	6	2	4
		2%	3%	2%	0%	3%	3%	4%	1%	1%
	Plaid Cymru	6	5	1	0	0	0	3	1	2
		1%	1%	0%	0%	0%	0%	2%	0%	1%
	Green	66	29	36	8	22	9	5	9	12
		6%	6%	7%	8%	13%	5%	3%	5%	5%
	Reform UK	100	57	43	7	13	11	16	23	30
		10%	11%	8%	6%	7%	6%	9%	15%	12%
	Definitely not voting	97	39	58	0	25	31	5	8	28
		9%	8%	11%	0%	15%	18%	3%	5%	11%
	Other	17	11	6	0	3	2	7	3	2
		2%	2%	1%	0%	2%	1%	4%	2%	1%
	Prefer not to say	146	52	94	8	31	15	27	32	33
		14%	10%	18%	8%	18%	9%	16%	20%	13%

Table 6 : Voting intention for General Election - including Not vote/Prefer not to say (weighted to General Population)

Base: All adults in GB 18+		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	1034	241	321	91	270	340	390	303	
	Weighted Base	1034	201	274	73	409	338	311	384	
	Conservative		143	4	103	0	33	71	41	32
			14%	2%	38%	0%	8%	21%	13%	8%
	Labour		328	137	25	33	123	50	143	135
			32%	68%	9%	46%	30%	15%	46%	35%
	Liberal Democrats		100	16	24	27	29	24	41	34
			10%	8%	9%	38%	7%	7%	13%	9%
	UKIP		8	1	1	0	6	3	1	4
			1%	0%	1%	0%	1%	1%	0%	1%
	SNP		24	0	0	0	8	3	12	8
			2%	0%	0%	0%	2%	1%	4%	2%
	Plaid Cymru		6	2	0	1	0	2	4	0
			1%	1%	0%	2%	0%	1%	1%	0%
	Green		66	14	8	4	29	16	19	31
			6%	7%	3%	6%	7%	5%	6%	8%
	Reform UK		100	2	61	0	29	78	4	18
			10%	1%	22%	0%	7%	23%	1%	5%
	Definitely not voting		97	2	10	0	85	25	9	63
			9%	1%	4%	0%	21%	7%	3%	16%
Other		17	6	6	0	4	10	4	3	
		2%	3%	2%	0%	1%	3%	1%	1%	
Prefer not to say		146	17	36	6	65	56	34	55	
		14%	8%	13%	9%	16%	17%	11%	14%	

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	825	418	403	62	125	164	141	145	188
	Weighted Base	790	407	375	100	118	124	136	120	192
	Party is the best of a bad bunch	459	228	224	75	70	76	73	62	103
		58%	56%	60%	75%	60%	61%	54%	52%	54%
	Party is the best choice for the country	331	180	151	25	48	48	63	58	89
		42%	44%	40%	25%	40%	39%	46%	48%	46%

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	825	323	158	106	98
	Weighted Base	790	328	143	100	100
	Party is the best of a bad bunch	459	192	91	67	50
		58%	58%	64%	68%	50%
	Party is the best choice for the country	331	136	52	32	50
		42%	42%	36%	32%	50%

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	825	418	403	62	125	164	141	145	188
	Weighted Base	790	407	375	100	118	124	136	120	192
	I am voting for the party I would like to win the election	592	306	284	77	92	91	95	88	149
		75%	75%	76%	77%	78%	73%	70%	73%	78%
	I am voting for a different party	143	78	59	16	21	17	32	26	30
		18%	19%	16%	16%	18%	14%	23%	22%	16%
	Don't know	55	23	32	7	4	16	9	7	13
		7%	6%	8%	7%	3%	13%	6%	5%	7%

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	825	323	158	106	98
	Weighted Base	790	328	143	100	100
	I am voting for the party I would like to win the election	592	281	135	50	63
		75%	86%	94%	50%	63%
	I am voting for a different party	143	28	4	39	33
		18%	9%	3%	39%	33%
	Don't know	55	19	5	11	4
		7%	6%	3%	11%	4%

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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Better than it was 12 months ago	180	94	86	16	32	22	30	22	58
		17%	19%	16%	14%	19%	13%	18%	14%	23%
	Much the same as it was 12 months ago	432	216	211	42	63	70	73	83	101
		42%	43%	40%	39%	36%	41%	44%	52%	40%
	Worse than it was 12 months ago	422	189	230	51	79	79	64	55	94
		41%	38%	44%	47%	45%	46%	38%	34%	37%

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	1034	241	321	91	270	340	390	303	
	Weighted Base	1034	201	274	73	409	338	311	384	
	Better than it was 12 months ago		180	15	84	8	66	70	50	59
			17%	7%	31%	11%	16%	21%	16%	15%
	Much the same as it was 12 months ago		432	84	120	37	160	147	125	160
			42%	42%	44%	52%	39%	44%	40%	42%
Worse than it was 12 months ago		422	102	70	27	183	120	136	166	
		41%	51%	26%	37%	45%	36%	44%	43%	

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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Better than it is now	256	153	104	29	64	39	43	25	55
		25%	31%	20%	27%	37%	23%	26%	16%	22%
	Much the same as it is now	546	245	296	45	70	83	93	103	153
		53%	49%	56%	41%	40%	49%	55%	64%	61%
	Worse than it is now	231	101	128	35	40	49	31	33	44
		22%	20%	24%	32%	23%	28%	19%	20%	17%

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	1034	241	321	91	270	340	390	303
	Weighted Base	1034	201	274	73	409	338	311	384
	Better than it is now	256	44	76	17	108	75	79	102
		25%	22%	28%	24%	26%	22%	25%	27%
	Much the same as it is now	546	128	147	45	179	194	183	169
		53%	64%	54%	62%	44%	57%	59%	44%
	Worse than it is now	231	30	51	11	122	68	50	113
		22%	15%	19%	15%	30%	20%	16%	29%

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	1034	492	538	69	160	206	181	188	230
	Weighted Base	1034	499	528	109	174	171	167	161	253
	Easier than it was 12 months ago	73	46	27	7	15	13	17	8	12
		7%	9%	5%	7%	9%	8%	10%	5%	5%
	About the same as it was 12 months ago	425	217	203	49	52	47	72	67	138
		41%	43%	38%	46%	30%	27%	43%	42%	55%
	Harder than it was 12 months ago	536	236	298	52	107	111	79	86	102
		52%	47%	56%	48%	61%	65%	47%	53%	40%

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	1034	241	321	91	270	340	390	303	
	Weighted Base	1034	201	274	73	409	338	311	384	
	Easier than it was 12 months ago		73	7	29	7	27	27	20	26
			7%	3%	11%	10%	7%	8%	6%	7%
	About the same as it was 12 months ago		425	75	130	37	150	138	145	142
			41%	37%	47%	51%	37%	41%	47%	37%
	Harder than it was 12 months ago		536	120	115	28	233	173	146	216
			52%	59%	42%	39%	57%	51%	47%	56%