Polling Methodological Note – 26th June 2024

A representative sample of 1,047 adults in Great Britain was interviewed between the afternoon of 21st June and the morning of 24th 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.

The response rate for this poll was 22% (1,047 completes out of 4,707 Public Voice panellists invited to take part in the survey).

Since our last poll we have made the following changes:

- A question has been included to capture postal voting

- Now that voter registration has closed, those that indicate they are not registered (or who do not know whether they are registered) are not included in our final voting intentions.

- We are no longer prompting for UKIP at the voting intention question – as they are only standing in 24 constituencies

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, 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.

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 = 18.4% to 23.6%

- Labour Party = 34.8% to 41.0%

- Liberal Democrats = 10.0% to 14.6%

- Reform UK = 13.3% to 18.0%

- Green = 6.5% to 10.5%

- SNP = 2.1% to 4.5%

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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	28	56
Male 25-34	83	86
Male 35-44	97	84
Male 45-54	78	83
Male 55-69	128	116
Male 70+	100	82
Female 18-24	29	54
Female 25-34	80	90
Female 35-44	112	89
Female 45-54	109	86
Female 55-69	112	121
Female 70+	91	100

*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	111	119
Yorkshire & Humber	83	88
East Midlands	78	79
West Midlands	87	95
East of England	105	101
London	147	140
South East England	156	149
South West England	97	94
Wales	48	50
Scotland	94	89

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	24	24
Aged 25-44 with a degree	221	171
Aged 45-69 with a degree	162	130
Other	640	722

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	27%	40%
Labour	23%	20%
Conservative	31%	27%
Liberal Democrats	10%	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 **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 : 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	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	No	905	434	468	99	163	156	141	154	192
		86%	87%	87%	90%	93%	90%	83%	89%	78%
	Yes	142	67	71	11	13	17	28	19	53
		14%	13%	13%	10%	7%	10%	17%	11%	22%

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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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	No	905	166	228	59	379	276	264	364
		86%	83%	82%	81%	93%	81%	84%	94%
	Yes	142	35	48	14	29	66	51	25
		14%	17%	18%	19%	7%	19%	16%	6%

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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+		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	898	429	464	53	150	183	161	156	195
	Weighted Base	905	434	468	99	163	156	141	154	192
	Definitely vote	538	270	266	60	79	78	97	105	118
		59%	62%	57%	60%	49%	50%	69%	68%	62%
	Probably vote	183	88	94	33	26	30	26	27	41
		20%	20%	20%	34%	16%	19%	18%	17%	21%
	Probably not vote	68	28	40	5	15	16	6	17	9
		8%	7%	8%	5%	9%	10%	4%	11%	5%
	Definitely not vote	71	36	36	1	15	26	11	5	13
		8%	8%	8%	1%	9%	17%	8%	4%	7%
	Or would you prefer not to say?	45	13	33	0	28	5	2	0	10
		5%	3%	7%	0%	17%	3%	1%	0%	5%

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+		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	898	197	264	84	256	284	337	276
	Weighted Base	905	166	228	59	379	276	264	364
	Definitely vote	538	133	169	49	125	193	210	134
		59%	80%	74%	83%	33%	70%	79%	37%
	Probably vote	183	30	40	8	95	53	37	93
		20%	18%	18%	14%	25%	19%	14%	25%
	Probably not vote	68	2	8	1	57	14	9	45
		8%	1%	3%	2%	15%	5%	4%	12%
	Definitely not vote	71	0	9	0	61	10	6	56
		8%	0%	4%	0%	16%	4%	2%	15%
	Or would you prefer not to say?	45	1	2	1	42	5	3	38
		5%	1%	1%	1%	11%	2%	1%	10%

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	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	The economy	325	179	145	34	68	61	66	48	47
		31%	36%	27%	31%	39%	35%	39%	28%	19%
	Immigration	154	92	62	6	14	17	28	31	57
		15%	18%	12%	6%	8%	10%	16%	18%	23%
	The NHS	309	114	193	35	42	48	40	53	91
		30%	23%	36%	32%	24%	28%	23%	31%	37%
	Education	40	14	25	14	4	14	3	3	2
		4%	3%	5%	13%	2%	8%	2%	2%	1%
	The environment	69	26	42	7	11	6	12	13	19
		7%	5%	8%	7%	6%	3%	7%	8%	8%
	Reducing crime	49	30	19	5	10	11	4	8	12
		5%	6%	3%	4%	6%	6%	2%	5%	5%
	Other	60	35	24	8	9	11	11	10	11
		6%	7%	4%	7%	5%	6%	6%	6%	4%
	Don't know	42	11	31	0	18	5	6	6	7
		4%	2%	6%	0%	10%	3%	3%	4%	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?

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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	The economy	325	70	79	26	123	93	111	119
		31%	35%	28%	36%	30%	27%	35%	31%
	Immigration	154	8	85	2	52	104	12	38
		15%	4%	31%	2%	13%	31%	4%	10%
	The NHS	309	74	65	25	117	87	109	113
		30%	37%	24%	35%	29%	25%	35%	29%
	Education	40	7	7	3	21	7	13	20
		4%	4%	3%	3%	5%	2%	4%	5%
	The environment	69	19	6	8	22	12	33	24
		7%	10%	2%	11%	5%	3%	11%	6%
	Reducing crime	49	2	10	0	34	12	7	30
		5%	1%	4%	0%	8%	3%	2%	8%
	Other	60	18	17	6	13	21	23	16
		6%	9%	6%	9%	3%	6%	7%	4%
	Don't know	42	2	7	3	27	5	7	30
		4%	1%	3%	4%	7%	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+			Gender		Age band					
		Total	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	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	Rishi Sunak (leader of Conservatives)	167	85	81	6	18	16	26	33	68
		16%	17%	15%	5%	10%	9%	15%	19%	28%
	Keir Starmer (leader of Labour)	361	179	180	41	86	58	59	57	59
		34%	36%	33%	37%	49%	34%	35%	33%	24%
	Neither of these	403	188	214	46	41	76	65	74	101
		39%	37%	40%	42%	23%	44%	38%	43%	41%
	Don't know	116	50	65	17	32	23	19	9	16
		11%	10%	12%	16%	18%	13%	11%	5%	7%

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		
			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	**1047**	**239**	**314**	**101**	**279**	**349**	**397**	**300**
	Weighted Base	**1047**	**201**	**276**	**73**	**409**	**341**	**315**	**389**
	Rishi Sunak (leader of Conservatives)	167	8	96	6	52	79	40	48
		16%	4%	35%	8%	13%	23%	13%	12%
	Keir Starmer (leader of Labour)	361	140	25	42	122	56	172	133
		34%	70%	9%	57%	30%	16%	55%	34%
	Neither of these	403	43	135	23	165	178	86	139
		39%	22%	49%	31%	40%	52%	27%	36%
	Don't know	116	9	20	3	70	29	17	69
		11%	**5%**	**7%**	**3%**	**17%**	**8%**	**5%**	**18%**

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	992	485	499	57	150	185	174	172	254
	Weighted Base	632	309	318	42	95	88	99	115	192
	Conservative	132	56	75	0	10	12	18	22	69
		21%	18%	24%	0%	10%	14%	18%	19%	36%
	Labour	239	123	115	22	51	42	40	39	46
		38%	40%	36%	52%	53%	48%	40%	34%	24%
	Liberal Democrats	77	31	45	3	11	10	12	13	27
		12%	10%	14%	7%	12%	11%	12%	12%	14%
	SNP	20	7	13	0	1	1	4	6	8
		3%	2%	4%	0%	1%	1%	4%	5%	4%
	Plaid Cymru	5	2	3	0	1	1	1	2	1
		1%	1%	1%	0%	1%	1%	1%	1%	1%
	Green	52	22	29	11	10	8	7	8	8
		8%	7%	9%	26%	10%	9%	7%	7%	4%
	Reform UK	98	65	33	4	10	13	17	23	30
		16%	21%	10%	10%	11%	14%	17%	20%	16%
	Other	9	4	5	2	2	2	0	1	2
		1%	1%	2%	5%	2%	2%	0%	1%	1%

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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	992	238	312	101	228	348	391	252
	Weighted Base	632	169	228	63	102	252	252	127
	Conservative	132	6	99	4	16	84	36	12
		21%	4%	43%	7%	16%	33%	14%	9%
	Labour	239	123	28	25	43	54	124	60
		38%	73%	12%	40%	42%	21%	49%	47%
	Liberal Democrats	77	11	22	25	10	22	42	12
		12%	7%	9%	39%	10%	9%	17%	10%
	SNP	20	2	0	0	1	2	14	4
		3%	1%	0%	0%	1%	1%	6%	3%
	Plaid Cymru	5	1	0	1	1	0	4	1
		1%	0%	0%	1%	1%	0%	2%	1%
	Green	52	16	5	6	15	9	23	20
		8%	9%	2%	9%	14%	4%	9%	16%
	Reform UK	98	7	73	1	13	80	5	14
		16%	4%	32%	2%	13%	32%	2%	11%
	Other	9	3	2	2	2	2	4	4
		1%	2%	1%	3%	2%	1%	2%	3%

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	818	415	397	47	124	152	126	149	220
	Weighted Base	551	281	266	39	84	76	78	103	171
	Conservative	115	51	63	0	8	9	14	19	65
		21%	18%	24%	1%	9%	12%	18%	19%	38%
	Labour	216	117	98	22	46	39	33	35	42
		39%	42%	37%	56%	54%	51%	42%	34%	25%
	Liberal Democrats	63	27	35	3	9	8	8	13	22
		11%	10%	13%	7%	11%	11%	10%	12%	13%
	SNP	18	6	12	0	0	1	3	5	8
		3%	2%	5%	0%	1%	1%	4%	5%	5%
	Plaid Cymru	5	2	3	0	1	1	1	2	1
		1%	1%	1%	0%	1%	1%	1%	2%	1%
	Green	43	16	26	9	9	6	6	8	6
		8%	6%	10%	23%	11%	7%	7%	7%	4%
	Reform UK	83	59	24	3	9	11	13	21	26
		15%	21%	9%	8%	11%	14%	17%	21%	15%
	Other	7	3	4	2	2	2	0	1	1
		1%	1%	2%	6%	2%	2%	0%	1%	0%

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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			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	818	211	259	94	164	282	351	185
	Weighted Base	551	152	196	58	88	211	229	111
	Conservative	115	4	91	4	13	73	32	10
		21%	3%	46%	6%	14%	34%	14%	9%
	Labour	216	115	21	23	41	44	116	56
		39%	75%	11%	39%	47%	21%	51%	50%
	Liberal Democrats	63	8	17	24	8	16	37	11
		11%	5%	9%	42%	10%	7%	16%	10%
	SNP	18	2	0	0	1	2	13	4
		3%	1%	0%	0%	1%	1%	6%	4%
	Plaid Cymru	5	1	0	1	1	0	4	1
		1%	0%	0%	1%	2%	0%	2%	1%
	Green	43	15	4	5	10	6	21	16
		8%	10%	2%	8%	12%	3%	9%	15%
	Reform UK	83	5	62	1	11	70	3	10
		15%	3%	32%	2%	13%	33%	1%	9%
	Other	7	2	1	2	2	1	3	3
		1%	1%	0%	3%	2%	0%	1%	3%

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

			Gender		Age band					
Base: All adults in GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Voting intention - main preference	Unweighted Base	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	Conservative	154	73	80	1	19	12	23	27	71
		15%	14%	15%	1%	11%	7%	14%	15%	29%
	Labour	338	169	168	56	65	64	50	45	57
		32%	34%	31%	51%	37%	37%	30%	26%	23%
	Liberal Democrats	95	44	51	8	15	14	13	24	21
		9%	9%	9%	7%	9%	8%	8%	14%	9%
	SNP	24	7	17	0	0	3	6	6	8
		2%	1%	3%	0%	0%	2%	3%	4%	3%
	Plaid Cymru	10	2	8	0	4	1	1	3	1
		1%	0%	2%	0%	3%	1%	0%	1%	1%
	Green	73	28	44	21	10	8	10	14	10
		7%	6%	8%	19%	6%	5%	6%	8%	4%
	Reform UK	116	82	34	7	14	16	21	29	30
		11%	16%	6%	6%	8%	9%	12%	17%	12%
	Definitely not voting	71	36	36	1	15	26	11	5	13
		7%	7%	7%	1%	9%	15%	6%	3%	5%
	Other	11	4	7	6	1	2	0	1	1
		1%	1%	1%	6%	1%	1%	0%	1%	0%
	Prefer not to say	154	57	96	9	32	27	35	18	33
		15%	11%	18%	9%	18%	15%	21%	10%	13%

Verian is a member of the British Polling Council and abides by its rules.
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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	Conservative	154	6	100	4	40	85	39	29
		15%	3%	36%	6%	10%	25%	12%	8%
	Labour	338	139	23	27	132	60	142	135
		32%	69%	8%	37%	32%	18%	45%	35%
	Liberal Democrats	95	9	23	26	32	23	42	31
		9%	4%	8%	35%	8%	7%	13%	8%
	SNP	24	2	0	0	4	2	16	7
		2%	1%	0%	0%	1%	0%	5%	2%
	Plaid Cymru	10	1	0	1	6	0	5	6
		1%	0%	0%	1%	1%	0%	2%	1%
	Green	73	15	4	5	33	11	25	37
		7%	8%	2%	7%	8%	3%	8%	10%
	Reform UK	116	6	76	2	26	92	4	21
		11%	3%	28%	2%	6%	27%	1%	5%
	Definitely not voting	71	0	9	0	61	10	6	56
		7%	0%	3%	0%	15%	3%	2%	14%
	Other	11	2	1	2	6	1	3	7
		1%	1%	0%	3%	1%	0%	1%	2%
	Prefer not to say	154	21	40	6	69	58	34	61
		15%	10%	15%	9%	17%	17%	11%	16%

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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	836	422	408	47	131	160	129	149	220
	Weighted Base	822	409	408	99	129	120	124	150	200
	Party is the best of a bad bunch	479	223	253	67	80	77	70	82	104
		58%	55%	62%	68%	62%	64%	57%	54%	52%
	Party is the best choice for the country	342	186	156	32	50	43	54	68	95
		42%	45%	38%	32%	38%	36%	43%	46%	48%

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	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	836	337	163	105	114
	Weighted Base	822	338	154	95	116
	Party is the best of a bad bunch	479	203	104	69	52
		58%	60%	68%	73%	45%
	Party is the best choice for the country	342	135	50	26	64
		42%	40%	32%	27%	55%

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	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	836	422	408	47	131	160	129	149	220
	Weighted Base	822	409	408	99	129	120	124	150	200
	I am voting for the party I would like to win the election	612	309	301	63	93	91	92	101	172
		75%	76%	74%	63%	72%	76%	75%	67%	86%
	I am voting for a different party	157	82	75	29	27	16	25	38	22
		19%	20%	18%	29%	21%	14%	20%	25%	11%
	Don't know	52	19	33	8	9	12	7	11	5
		6%	5%	8%	8%	7%	10%	5%	7%	3%

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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	836	337	163	105	114
	Weighted Base	822	338	154	95	116
	I am voting for the party I would like to win the election	612	263	133	49	89
		75%	78%	87%	52%	77%
	I am voting for a different party	157	53	9	42	20
		19%	16%	6%	44%	17%
	Don't know	52	21	12	5	7
		6%	6%	8%	5%	6%

Table 10 : 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	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	Better than it was 12 months ago	213	106	105	9	20	32	36	39	77
		20%	21%	19%	8%	11%	19%	21%	22%	32%
	Much the same as it was 12 months ago	394	198	194	47	48	53	71	70	104
		38%	39%	36%	43%	27%	31%	42%	41%	43%
	Worse than it was 12 months ago	440	198	241	54	108	87	63	64	63
		42%	39%	45%	49%	61%	50%	37%	37%	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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	Better than it was 12 months ago	213	23	100	10	70	109	49	55
		20%	12%	36%	13%	17%	32%	16%	14%
	Much the same as it was 12 months ago	394	71	122	30	128	128	131	134
		38%	35%	44%	41%	31%	38%	42%	34%
	Worse than it was 12 months ago	440	107	53	33	211	105	135	200
		42%	53%	19%	45%	52%	31%	43%	51%

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	1047	507	532	57	163	209	187	175	256
	Weighted Base	1047	501	540	110	176	173	170	173	245
	Better than it is now	236	130	102	17	37	41	39	42	59
		23%	26%	19%	16%	21%	24%	23%	24%	24%
	Much the same as it is now	569	272	296	49	98	76	103	96	147
		54%	54%	55%	45%	56%	44%	61%	55%	60%
	Worse than it is now	242	99	142	43	41	55	27	36	39
		23%	20%	26%	39%	24%	32%	16%	21%	16%

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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	Better than it is now	236	58	62	20	81	75	80	81
		23%	29%	23%	27%	20%	22%	25%	21%
	Much the same as it is now	569	115	149	45	208	195	184	189
		54%	57%	54%	61%	51%	57%	59%	49%
	Worse than it is now	242	29	65	9	120	71	51	120
		23%	14%	24%	12%	29%	21%	16%	31%

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+			Gender		Age band			
		Total	Male	Female	18-24	25-34	35-44	45-54
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	1047	507	532	57	163	209	18
	Weighted Base	1047	501	540	110	176	173	17
	Easier than it was 12 months ago	69	30	39	8	7	14	1
		7%	6%	7%	7%	4%	8%	7%
	About the same as it was 12 months ago	373	206	163	27	47	42	6
		36%	41%	30%	25%	27%	24%	36%
	Harder than it was 12 months ago	605	265	338	75	122	117	9
		58%	53%	63%	69%	69%	68%	57%

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	1047	239	314	101	279	349	397	300
	Weighted Base	1047	201	276	73	409	341	315	389
	Easier than it was 12 months ago	69	10	28	3	23	33	21	15
		7%	5%	10%	4%	6%	10%	7%	4%
	About the same as it was 12 months ago	373	64	133	31	105	139	122	111
		36%	32%	48%	42%	26%	41%	39%	28%
	Harder than it was 12 months ago	605	127	115	39	281	170	172	264
		58%	63%	42%	54%	69%	50%	55%	68%