

Polling Methodological Note – 5th June 2024

A representative sample of 1,405 adults in Great Britain was interviewed between the evening of 30th May and midday 3rd 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 in September 2023), we have made the following change:

- We previously conducted our political polls using the Kantar Research Express which used the non-probabilistic Kantar online access panel as the main sample source. We are now using the Verian Public Voice random sample panel as the sample source for our political polls. Given this change in methodology, we do not recommend comparing these results to those generated using the previous approach.

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 = 20.9% to 26.4%
- Labour Party = 38.1% to 44.8%
- Liberal Democrats = 10.3% to 14.8%
- Reform UK = 7.2% to 11.5%
- Green = 6.1% to 9.9%
- SNP = 1.9% to 4.1%

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	30	75
Male 25-34	86	116
Male 35-44	105	113
Male 45-54	135	112
Male 55-69	210	155
Male 70+	121	110
Female 18-24	53	72
Female 25-34	102	121
Female 35-44	128	119
Female 45-54	143	116
Female 55-69	168	162
Female 70+	124	135

*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	50	58
North West England	156	160
Yorkshire & Humber	107	118
East Midlands	98	106
West Midlands	101	127
East of England	158	136
London	220	188
South East England	216	200
South West England	117	126
Wales	66	68
Scotland	116	120

Education by age

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	44	33
Aged 25-44 with a degree	279	230
Aged 45-69 with a degree	275	174
Other	807	969

Vote in the 2016 EU referendum*

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

	Unweighted percentage	Weighted percentage
Remain	40%	30%
Leave	35%	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	23%	40%
Labour	26%	20%
Conservative	34%	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 and their age. 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	1405	681	716	83	188	233	278	251	372
	Weighted Base	1405	672	719	147	237	232	228	227	335
	Definitely vote	837	426	398	82	123	98	162	144	228
		60%	63%	55%	55%	52%	42%	71%	64%	68%
	Probably vote	270	110	159	33	51	48	43	49	47
		19%	16%	22%	22%	21%	21%	19%	21%	14%
	Probably not vote	152	77	76	22	35	39	11	25	19
		11%	11%	11%	15%	15%	17%	5%	11%	6%
	Definitely not vote	117	54	62	8	24	33	11	8	33
		8%	8%	9%	5%	10%	14%	5%	3%	10%
	Or would you prefer not to say?	29	5	24	3	4	13	0	1	7
		2%	1%	3%	2%	2%	6%	0%	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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			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	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Definitely vote	837	240	290	90	119	286	383	159
		60%	84%	70%	89%	27%	61%	80%	38%
	Probably vote	270	39	90	11	97	112	55	94
		19%	14%	22%	11%	22%	24%	11%	22%
	Probably not vote	152	7	25	0	109	41	29	71
		11%	2%	6%	0%	25%	9%	6%	17%
	Definitely not vote	117	0	8	0	100	17	9	87
		8%	0%	2%	0%	23%	4%	2%	21%
	Or would you prefer not to say?	29	0	2	0	16	10	4	11
		2%	0%	0%	0%	4%	2%	1%	3%

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	1405	681	716	83	188	233	278	251	372	
	Weighted Base	1405	672	719	147	237	232	228	227	335	
	The economy		448	234	213	60	89	75	83	56	86
			32%	35%	30%	41%	37%	32%	36%	25%	26%
	Immigration		179	99	79	2	19	18	27	44	70
			13%	15%	11%	1%	8%	8%	12%	19%	21%
	The NHS		410	163	247	25	53	69	80	70	113
			29%	24%	34%	17%	22%	30%	35%	31%	34%
	Education		67	24	43	25	7	6	7	14	7
			5%	4%	6%	17%	3%	3%	3%	6%	2%
	The environment		94	45	49	8	27	18	9	13	19
			7%	7%	7%	6%	11%	8%	4%	6%	6%
	Reducing crime		58	39	19	11	13	10	5	12	8
			4%	6%	3%	7%	5%	4%	2%	5%	3%
	Other		97	45	46	11	20	17	11	13	26
			7%	7%	6%	8%	8%	7%	5%	6%	8%
	Don't know		51	24	23	5	10	19	6	6	5
			4%	4%	3%	3%	4%	8%	3%	3%	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	Vote in 2019 General Election (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			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	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	The economy	448	78	144	29	159	128	169	141
		32%	27%	35%	29%	36%	27%	35%	34%
	Immigration	179	7	107	6	35	124	15	35
		13%	3%	26%	6%	8%	27%	3%	8%
	The NHS	410	113	100	38	108	135	172	87
		29%	39%	24%	37%	25%	29%	36%	21%
	Education	67	15	10	5	37	7	23	34
		5%	5%	2%	5%	8%	1%	5%	8%
	The environment	94	23	15	10	22	11	41	43
		7%	8%	4%	10%	5%	2%	8%	10%
	Reducing crime	58	9	19	2	25	20	18	19
		4%	3%	4%	2%	6%	4%	4%	5%
	Other	97	33	13	10	25	32	35	29
		7%	12%	3%	10%	6%	7%	7%	7%
	Don't know	51	7	7	1	29	9	6	33
		4%	3%	2%	1%	7%	2%	1%	8%

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	1405	681	716	83	188	233	278	251	372
	Weighted Base	1405	672	719	147	237	232	228	227	335
	Rishi Sunak (leader of Conservatives)	250	128	121	11	32	26	38	42	102
		18%	19%	17%	8%	14%	11%	17%	18%	30%
	Keir Starmer (leader of Labour)	520	268	252	72	101	91	106	63	86
		37%	40%	35%	49%	43%	39%	47%	28%	26%
	Neither of these	482	219	252	47	75	70	66	100	126
		34%	33%	35%	32%	31%	30%	29%	44%	38%
	Don't know	153	58	95	17	28	45	18	22	22
		11%	9%	13%	11%	12%	19%	8%	10%	6%

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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			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	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Rishi Sunak (leader of Conservatives)	250	6	174	7	55	117	77	52
		18%	2%	42%	7%	13%	25%	16%	12%
	Keir Starmer (leader of Labour)	520	202	53	56	173	99	233	183
		37%	71%	13%	55%	39%	21%	49%	44%
	Neither of these	482	70	153	28	159	205	131	122
		34%	24%	37%	28%	36%	44%	27%	29%
	Don't know	153	8	36	10	53	44	37	63
		11%	3%	9%	10%	12%	10%	8%	15%

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	1128	561	562	63	151	180	215	208	311
	Weighted Base	723	360	357	58	105	116	107	125	213
	Conservative	170	82	86	2	17	17	22	28	83
		23%	23%	24%	4%	16%	15%	21%	23%	39%
	Labour	299	147	150	35	51	61	52	38	62
		41%	41%	42%	61%	48%	53%	49%	31%	29%
	Liberal Democrats	89	38	52	9	6	14	13	21	26
		12%	10%	14%	15%	6%	12%	12%	17%	12%
	UKIP	2	0	2	0	0	1	0	0	0
		0%	0%	0%	0%	0%	1%	0%	0%	0%
	SNP	20	14	6	1	1	6	4	4	3
		3%	4%	2%	3%	1%	5%	4%	4%	1%
	Plaid Cymru	5	4	1	0	1	1	2	0	1
		1%	1%	0%	0%	1%	1%	2%	0%	0%
	Green	56	23	34	7	17	11	5	9	8
		8%	6%	9%	12%	16%	10%	5%	7%	4%
	Reform UK (Brexit Party)	66	42	24	1	6	3	6	22	27
		9%	12%	7%	2%	6%	3%	6%	18%	13%
	Other	15	10	4	2	5	1	2	3	2
		2%	3%	1%	3%	5%	1%	2%	2%	1%

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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Voting intention - main preference	Unweighted Base	1128	344	415	113	148	394	538	188
	Weighted Base	723	198	264	74	116	259	315	144
Conservative		170	2	144	6	15	95	53	22
		23%	1%	54%	7%	13%	37%	17%	15%
Labour		299	160	42	22	66	64	160	73
		41%	81%	16%	30%	57%	25%	51%	51%
Liberal Democrats		89	10	24	44	10	23	49	17
		12%	5%	9%	59%	9%	9%	16%	12%
UKIP		2	0	2	0	0	2	0	0
		0%	0%	1%	0%	0%	1%	0%	0%
SNP		20	1	0	0	2	2	17	2
		3%	0%	0%	1%	2%	1%	5%	1%
Plaid Cymru		5	1	0	0	0	3	2	0
		1%	1%	0%	1%	0%	1%	1%	0%
Green		56	18	10	1	9	10	27	18
		8%	9%	4%	2%	8%	4%	9%	13%
Reform UK (Brexit Party)		66	2	40	0	9	55	3	7
		9%	1%	15%	0%	8%	21%	1%	5%
Other		15	5	3	1	3	6	3	5
		2%	2%	1%	2%	3%	2%	1%	3%

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	1128	561	562	63	151	180	215	208	311
	Weighted Base	1047	513	527	110	185	144	176	176	256
	Conservative	238	110	125	4	34	23	35	42	101
		23%	22%	24%	3%	18%	16%	20%	24%	39%
	Labour	443	218	222	67	87	76	87	52	74
		42%	42%	42%	61%	47%	53%	49%	29%	29%
	Liberal Democrats	122	55	67	19	9	16	21	27	29
		12%	11%	13%	17%	5%	11%	12%	15%	11%
	UKIP	5	0	4	0	0	3	1	1	0
		0%	0%	1%	0%	0%	2%	0%	0%	0%
	SNP	26	19	6	3	2	6	6	6	3
		2%	4%	1%	2%	1%	4%	3%	3%	1%
	Plaid Cymru	7	4	2	0	2	1	3	0	1
		1%	1%	0%	0%	1%	1%	2%	0%	1%
	Green	89	36	53	12	31	15	9	13	9
		8%	7%	10%	11%	17%	10%	5%	7%	4%
	Reform UK (Brexit Party)	95	57	38	2	13	3	11	32	36
		9%	11%	7%	1%	7%	2%	6%	18%	14%
	Other	23	13	8	4	8	1	3	5	3
		2%	3%	2%	4%	4%	1%	2%	3%	1%

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	Vote in 2019 General Election (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Voting intention - main preference	Unweighted Base	1128	344	415	113	148	394	538	188
	Weighted Base	1047	265	353	93	237	362	414	259
Conservative		238	3	186	7	36	125	79	34
		23%	1%	53%	8%	15%	34%	19%	13%
Labour		443	212	56	27	133	95	206	134
		42%	80%	16%	29%	56%	26%	50%	52%
Liberal Democrats		122	12	33	54	21	33	61	29
		12%	5%	9%	59%	9%	9%	15%	11%
UKIP		5	0	4	0	1	5	0	0
		0%	0%	1%	0%	0%	1%	0%	0%
SNP		26	1	0	0	4	2	20	3
		2%	0%	0%	0%	2%	1%	5%	1%
Plaid Cymru		7	1	0	0	1	4	2	1
		1%	0%	0%	1%	0%	1%	1%	0%
Green		89	25	13	2	21	15	34	37
		8%	9%	4%	3%	9%	4%	8%	14%
Reform UK (Brexit Party)		95	3	57	0	15	76	6	12
		9%	1%	16%	0%	6%	21%	1%	5%
Other		23	7	5	1	7	7	6	9
		2%	3%	1%	1%	3%	2%	2%	3%

Table 6 : If a new referendum was held on EU membership, how would you vote?

Base: All adults GB 18+		Total	Gender		Age band					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+
If a new referendum was held on EU membership, how would you vote?	Unweighted Base	1405	681	716	83	188	233	278	251	372
	Weighted Base	1405	672	719	147	237	232	228	227	335
	Stay out of the EU	388	206	180	11	36	39	51	90	160
		28%	31%	25%	7%	15%	17%	23%	40%	48%
	Apply to join the EU	785	403	371	122	158	148	142	95	121
		56%	60%	52%	83%	67%	64%	62%	42%	36%
	Would not vote	81	32	50	1	25	15	5	18	17
		6%	5%	7%	1%	10%	7%	2%	8%	5%
	Don't know	151	32	118	14	18	30	29	24	36
		11%	5%	16%	9%	7%	13%	13%	11%	11%

Table 6 : If a new referendum was held on EU membership, how would you vote?

Base: All adults GB 18+		Total	Vote in 2019 General Election (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
If a new referendum was held on EU membership, how would you vote?	Unweighted Base	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Stay out of the EU	388	26	250	11	69	304	39	45
		28%	9%	60%	10%	16%	65%	8%	11%
	Apply to join the EU	785	235	121	81	270	98	403	275
		56%	82%	29%	80%	61%	21%	84%	65%
	Would not vote	81	2	4	0	56	17	1	62
		6%	1%	1%	0%	13%	4%	0%	15%
	Don't know	151	23	40	10	45	45	36	39
		11%	8%	10%	10%	10%	10%	7%	9%

Table 7 : Thinking about the 2016 EU referendum, do you think Britain was right or wrong to vote to leave the EU?

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 2016 EU referendum, do you think Britain was right or wrong to vote to leave the EU?	Unweighted Base	1405	681	716	83	188	233	278	251	372	
	Weighted Base	1405	672	719	147	237	232	228	227	335	
	Britain was right to vote to leave the EU		395	206	188	6	37	45	56	87	166
			28%	31%	26%	4%	16%	19%	24%	38%	50%
	Britain was wrong to vote to leave the EU		856	413	432	130	168	163	151	108	137
			61%	61%	60%	88%	71%	70%	66%	47%	41%
	Don't know		153	54	100	12	32	24	21	33	32
			11%	8%	14%	8%	13%	10%	9%	14%	10%

Table 7 : Thinking about the 2016 EU referendum, do you think Britain was right or wrong to vote to leave the EU?

Base: All adults GB 18+		Total	Vote in 2019 General Election (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			Labour	Conservative	Lib Dems	No Vote	Leave	Remain	Did not vote
Thinking about the 2016 EU referendum, do you think Britain was right or wrong to vote to leave the EU?	Unweighted Base	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Britain was right to vote to leave the EU	395	35	244	8	73	319	23	47
		28%	12%	59%	8%	17%	69%	5%	11%
	Britain was wrong to vote to leave the EU	856	246	137	87	297	103	442	302
		61%	86%	33%	87%	67%	22%	92%	72%
Don't know	153	6	34	6	70	43	14	71	
	11%	2%	8%	6%	16%	9%	3%	17%	

Table 8 : 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	1405	681	716	83	188	233	278	251	372
	Weighted Base	1405	672	719	147	237	232	228	227	335
	Better than it was 12 months ago	319	159	158	19	62	36	53	47	103
		23%	24%	22%	13%	26%	15%	23%	21%	31%
	Much the same as it was 12 months ago	604	287	317	51	73	96	104	115	165
		43%	43%	44%	34%	31%	41%	46%	51%	49%
	Worse than it was 12 months ago	482	226	243	78	102	100	71	65	66
		34%	34%	34%	53%	43%	43%	31%	28%	20%

Table 8 : 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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			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	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Better than it was 12 months ago	319	36	171	15	72	140	99	72
		23%	13%	41%	15%	16%	30%	21%	17%
	Much the same as it was 12 months ago	604	124	178	58	169	204	215	170
		43%	43%	43%	58%	38%	44%	45%	40%
	Worse than it was 12 months ago	482	126	66	27	200	121	164	179
		34%	44%	16%	27%	45%	26%	34%	43%

Table 9 : 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	1405	681	716	83	188	233	278	251	372	
	Weighted Base	1405	672	719	147	237	232	228	227	335	
	Better than it is now		362	194	168	45	61	61	65	41	91
			26%	29%	23%	30%	26%	26%	28%	18%	27%
	Much the same as it is now		768	350	408	65	123	111	131	136	201
			55%	52%	57%	44%	52%	48%	57%	60%	60%
	Worse than it is now		275	128	143	38	53	60	32	50	43
			20%	19%	20%	26%	22%	26%	14%	22%	13%

Table 9 : 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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)		
			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	1405	366	488	124	263	491	601	290
	Weighted Base	1405	286	415	101	440	465	479	421
	Better than it is now	362	67	137	17	107	107	136	115
		26%	23%	33%	17%	24%	23%	28%	27%
	Much the same as it is now	768	163	214	73	229	275	251	221
		55%	57%	51%	72%	52%	59%	52%	52%
	Worse than it is now	275	57	64	11	104	83	92	85
		20%	20%	16%	11%	24%	18%	19%	20%

Table 10 : 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	1405	681	716	83	188	233	278	251	372
	Weighted Base	1405	672	719	147	237	232	228	227	335
	Easier than it was 12 months ago	99	55	42	4	22	18	14	18	22
		7%	8%	6%	3%	9%	8%	6%	8%	7%
	About the same as it was 12 months ago	565	298	265	48	67	67	112	89	181
		40%	44%	37%	33%	28%	29%	49%	39%	54%
	Harder than it was 12 months ago	741	320	412	95	147	146	102	120	131
		53%	48%	57%	64%	62%	63%	45%	53%	39%

Table 10 : 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 (as reported in this poll)				Vote in 2016 EU referendum (as reported in this poll)			
			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	1405	366	488	124	263	491	601	290	
	Weighted Base	1405	286	415	101	440	465	479	421	
	Easier than it was 12 months ago		99	19	42	6	23	40	37	19
			7%	7%	10%	6%	5%	9%	8%	5%
	About the same as it was 12 months ago		565	97	202	47	156	201	203	144
			40%	34%	49%	46%	35%	43%	42%	34%
	Harder than it was 12 months ago		741	170	172	49	261	224	238	257
			53%	59%	41%	48%	59%	48%	50%	61%