Polling Methodological Note – 24/9/2024

A representative sample of 1,258 adults in Great Britain was interviewed between the afternoon of 18th September and the morning of 23rd September 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, 2024 General Election 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 23% (1,258 completes out of 5,565 Public Voice panellists invited to take part in the survey).

Voting intentions

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

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

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 2024 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.

- Labour Party = 27.8% to 33.7%

- Conservative Party = 23.5% to 29.2%

- Reform UK = 15.0% to 19.7%

- Liberal Democrats = 11.1% to 15.6%

- Green = 5.9% to 9.4%

- SNP = 1.6% to 3.5%

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	46	67
Male 25-34	80	104
Male 35-44	101	101
Male 45-54	101	100
Male 55-69	155	139
Male 70+	100	98
Female 18-24	45	65
Female 25-34	116	108
Female 35-44	117	107
Female 45-54	136	104
Female 55-69	155	145
Female 70+	106	121

*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	40	52
North West England	132	143
Yorkshire & Humber	106	106
East Midlands	77	95
West Midlands	111	114
East of England	128	122
London	189	168
South East England	184	179
South West England	136	113
Wales	47	61
Scotland	108	107

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	48	29
Aged 25-44 with a degree	252	206
Aged 45-69 with a degree	191	156
Other	767	867

Verian is a member of the British Polling Council and abides by its rules.
http://www.britishpollingcouncil.org/

Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	20%	46%
Labour	33%	19%
Conservative	18%	13%
Lib Dem	11%	7%
SNP	2%	1%
Reform UK	9%	8%
Green	6%	4%
Other	2%	2%

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

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	72%	56%

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						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
If the UK General Election were to be held tomorrow, do you think you would...	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Definitely vote	724	359	359	80	81	121	113	118	212	194	137	73	81	126
		58%	59%	56%	61%	38%	58%	56%	61%	69%	93%	89%	94%	86%	22%
	Probably vote	205	96	109	40	50	28	32	23	32	13	15	4	12	135
		16%	16%	17%	30%	24%	14%	16%	12%	10%	6%	10%	6%	13%	24%
	Probably not vote	157	68	88	11	28	17	37	36	28	1	1	0	1	147
		12%	11%	14%	8%	13%	8%	18%	19%	9%	1%	1%	0%	1%	26%
	Definitely not vote	152	77	75	0	45	36	19	16	36	0	0	0	0	150
		12%	13%	12%	0%	21%	17%	9%	8%	11%	0%	0%	0%	0%	27%
	Or would you prefer not to say?	20	5	15	1	8	5	3	0	2	1	0	0	0	9
		2%	1%	2%	1%	4%	2%	1%	0%	1%	0%	0%	0%	0%	2%

Table 2 : Which of the following issues is the most important for the UK government to tackle to improve public life in the UK?

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
Which of the following issues is the most important for the UK government to tackle to improve public life in the UK?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	The economy	410	212	197	45	75	76	63	65	85	70	47	28	13	209
		33%	35%	31%	34%	36%	37%	31%	34%	27%	34%	30%	36%	13%	37%
	Immigration	266	145	120	7	28	44	45	59	83	17	56	4	64	103
		21%	24%	19%	6%	13%	21%	22%	31%	27%	8%	36%	6%	68%	18%
	The NHS	322	112	209	38	46	46	60	44	87	82	35	26	9	133
		26%	18%	32%	29%	22%	22%	30%	23%	28%	39%	23%	34%	9%	23%
	Education	29	16	12	7	4	4	5	2	7	5	1	6	0	12
		2%	3%	2%	5%	2%	2%	2%	1%	2%	3%	1%	8%	0%	2%
	The environment	64	31	33	15	5	9	12	11	13	13	3	5	0	24
		5%	5%	5%	11%	2%	5%	6%	6%	4%	6%	2%	7%	0%	4%
	Reducing crime	94	54	41	18	30	11	13	4	18	10	5	4	4	54
		7%	9%	6%	14%	14%	5%	7%	2%	6%	5%	3%	6%	4%	9%
	Other	46	26	17	1	6	12	3	7	16	9	7	3	3	15
		4%	4%	3%	1%	3%	6%	2%	4%	5%	4%	4%	3%	4%	3%
	Don't know	27	10	17	0	18	5	1	1	1	2	0	0	2	17
		2%	2%	3%	0%	8%	3%	1%	1%	0%	1%	0%	1%	2%	3%

Formerly Kantar Public

Table 3 : Headline Voting intention - weighted by likelihood of turning out in the General Election

Base: 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						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
Headline Voting intention - weighted by likelihood of turning out in the General Election	Unweighted Base	1052	496	548	83	154	174	193	192	256	364	195	123	108	129
	Weighted Base	623	310	307	77	69	92	97	100	188	175	128	66	79	94
	Conservative	163	85	78	5	9	16	24	31	78	9	109	5	7	29
		26%	27%	25%	7%	13%	18%	24%	31%	42%	5%	85%	8%	9%	31%
	Labour	191	86	105	41	26	34	35	19	36	140	4	7	0	23
		31%	28%	34%	54%	38%	37%	36%	19%	19%	80%	3%	10%	0%	24%
	Liberal Democrats	82	38	44	10	7	16	11	14	24	10	5	50	2	11
		13%	12%	14%	13%	11%	17%	12%	14%	13%	6%	4%	76%	3%	12%
	SNP	15	5	9	2	0	5	3	3	3	1	0	1	0	1
		2%	2%	3%	3%	0%	5%	3%	3%	1%	0%	0%	1%	0%	1%
	Plaid Cymru	4	1	3	0	1	0	0	2	1	0	0	0	0	1
		1%	0%	1%	0%	1%	0%	0%	2%	1%	0%	0%	0%	0%	1%
	Green	47	20	25	10	7	8	5	5	11	9	0	2	0	9
		7%	6%	8%	13%	10%	8%	5%	5%	6%	5%	0%	3%	0%	10%
	Reform UK	107	67	40	7	13	13	17	23	33	6	11	0	67	19
		17%	22%	13%	9%	19%	14%	18%	23%	18%	3%	8%	1%	85%	20%
	Other	14	9	3	2	5	1	2	3	2	0	0	0	2	0
		2%	3%	1%	3%	7%	1%	2%	3%	1%	0%	0%	0%	3%	0%

Table 4 : Compared to a year ago, do you think that the British economy is doing...?

			Gender		Age band						Vote2024				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
Compared to a year ago, do you think that the British economy is doing....?	Unweighted Base	**1258**	**579**	**671**	**91**	**196**	**218**	**237**	**215**	**301**	**385**	**210**	**128**	**110**	**230**
	Weighted Base	**1258**	**605**	**646**	**132**	**212**	**207**	**204**	**193**	**309**	**209**	**154**	**77**	**94**	**567**
	Better than it was 12 months ago	**165**	**93**	**71**	**20**	**30**	**29**	**23**	**26**	**36**	**36**	**28**	**18**	**9**	**60**
		13%	**15%**	**11%**	**15%**	**14%**	**14%**	**11%**	**13%**	**12%**	**17%**	**18%**	**24%**	**10%**	**11%**
	Much the same as it was 12 months ago	**642**	**314**	**327**	**48**	**109**	**100**	**121**	**97**	**168**	**125**	**82**	**46**	**43**	**270**
		51%	**52%**	**51%**	**36%**	**51%**	**48%**	**59%**	**50%**	**54%**	**60%**	**53%**	**59%**	**45%**	**48%**
	Worse than it was 12 months ago	**451**	**198**	**249**	**64**	**73**	**79**	**59**	**71**	**105**	**47**	**44**	**13**	**42**	**237**
		36%	**33%**	**38%**	**48%**	**34%**	**38%**	**29%**	**37%**	**34%**	**23%**	**29%**	**17%**	**45%**	**42%**

Table 5 : Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

			Gender		Age band						Vote2024				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
Thinking about the year ahead, in 12 months time do you think the British economy will be doing:....?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Better than it is now	208	120	87	33	47	46	26	26	29	66	14	26	4	77
		17%	20%	13%	25%	22%	22%	13%	14%	9%	31%	9%	33%	4%	14%
	Much the same as it is now	610	268	337	60	109	105	108	87	141	117	74	40	38	272
		48%	44%	52%	46%	51%	51%	53%	45%	46%	56%	48%	52%	40%	48%
	Worse than it is now	441	217	223	38	56	56	70	80	139	26	66	11	52	219
		35%	36%	34%	29%	26%	27%	34%	41%	45%	13%	43%	15%	55%	39%

Table 6 : Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

			Gender		Age band						Vote2024				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No 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	**1258**	**579**	**671**	**91**	**196**	**218**	**237**	**215**	**301**	**385**	**210**	**128**	**110**	**230**
	Weighted Base	**1258**	**605**	**646**	**132**	**212**	**207**	**204**	**193**	**309**	**209**	**154**	**77**	**94**	**567**
	Easier than it was 12 months ago	**74**	**45**	**28**	**9**	**15**	**18**	**9**	**9**	**14**	**12**	**9**	**4**	**5**	**35**
		6%	**7%**	**4%**	**7%**	**7%**	**9%**	**4%**	**4%**	**4%**	**6%**	**6%**	**6%**	**6%**	**6%**
	About the same as it was 12 months ago	**523**	**279**	**243**	**46**	**75**	**80**	**85**	**91**	**146**	**97**	**79**	**38**	**39**	**201**
		42%	**46%**	**38%**	**35%**	**35%**	**38%**	**42%**	**47%**	**47%**	**46%**	**51%**	**49%**	**42%**	**35%**
	Harder than it was 12 months ago	**661**	**281**	**375**	**76**	**121**	**110**	**110**	**93**	**150**	**100**	**66**	**35**	**50**	**331**
		53%	**46%**	**58%**	**58%**	**57%**	**53%**	**54%**	**48%**	**49%**	**48%**	**43%**	**45%**	**53%**	**58%**