

Seats prediction for the 2024 General Election

		SEATS PREDICTION		
	%	MIN	MAX	PRED SEATS
LAB	40	431	491	461
CON	21	52	112	82
REF	16	2	22	7
LD	11	35	75	55
GRN	6	0	6	3
SNP	3	1	37	19
OTH	3	18	28	23

Uncertain voters 7%

Methodological note for seats estimation

The estimation of the seats for each party was conducted using the “multilevel regression with post-stratification” (MRP) technique. This statistical technique improves the accuracy of estimates derived from surveys by combining two main components:

Multilevel Regression:

This phase considers various demographic variables (such as age and gender), socioeconomic variables (such as education level and occupation), geographical variables (such as region or constituency), and electoral variables (such as voting behavior in the 2019 general election and the 2016 referendum). By using the multilevel model, the technique considers the hierarchical structure of the data, leading to more robust and stable estimates.

Post-Stratification:

After obtaining estimates from the regression model, these are then adjusted (post-stratified) to reflect the distribution within each constituency. This process involves weighting the estimates for different combinations of attributes according to their actual proportions in the target population.

The estimates come from a survey realized between June 28th and July 2nd, involving a total of 5,503 respondents. The survey data includes a comprehensive set of demographics, socioeconomic, geographical, and electoral information, ensuring a detailed and nuanced understanding of voting intentions across various segments of the population ¹.

By using MRP, we estimated the parliamentary seats for the different parties by leveraging the survey data for statistical modeling.

It should be noted that the data is subject to statistical error, compounded by the behavior of undecided voters. This can lead to significant variations in the seats allocated to each political party. For this reason, the minimum and maximum number of seats should always be considered, depending on the number of constituencies where the gap between the first and second party, as estimated using the MRP technique, is less than 3%.

TECHNE UK is a member of the British Polling Council and the Market Research Society and abides by their rules.

¹ OBJECT: VOTING INTENTIONS TO THE MAIN POLITICAL PARTIES / UNIVERSE OF REFERENCE: UK VOTERS / TERRITORY: UNITED KINGDOM / TYPE OF SAMPLE: PROBABILISTIC WITH TERRITORIAL STRATIFICATION / SAMPLE SIZE: 5,500- Valid interviews: 5,503 (11%) - Missed responses, refusals, out of quota and interrupted interviews: 45,567 (89%) - Total contacts: 51,070 (100%) / INTERVIEWS: CATI (52%) – CAWI (48%) / QUESTIONNAIRE: STRUCTURED / FIELDWORK: June 28th - July 2nd / CLIENT: TECHNE DATA CONSULTING PUBLIC AFFAIRS LTD (SHORT NAME: TECHNE UK) / THE POLL HAS BEEN REALISED BY: TECHNE UK