

Polling Methodological Note – 26/03/2026

A representative sample of 1,236 adults in Great Britain was interviewed between the afternoon of 20th March and the morning of 23rd March 2026. 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).

We used this random sampling approach for our 2024 General Election polling, and firmly believe that this enabled us to generate the most accurate voting intentions estimate [ahead of the election](#).

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 22% (1,236 completes out of 5,534 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.

For this poll, "Reform UK" and "Green Party" were included on the on the first screen of the voting intention question. Previously, Reform UK" and "Green Party" were included on a second screen, with the first screen including the following other code – "Other party or individual (such as Reform UK or the Green Party)". We intend to keep this approach consistent going forwards.

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 2024 general election data held for a subset of the Public Voice panel.

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.

- Reform UK = 22.0% to 28.1%
- Green = 17.0% to 22.9%
- Conservative Party = 15.2% to 20.5%
- Labour Party = 12.7% to 17.3%
- Liberal Democrats = 11.7% to 16.6%
- SNP = 1.1% to 3.7%

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-2024 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	50	67
Male 25-34	68	103
Male 35-44	98	101
Male 45-54	104	94
Male 55-69	162	137
Male 70+	92	97
Female 18-24	51	63
Female 25-34	96	107
Female 35-44	116	108
Female 45-54	116	97
Female 55-69	170	143
Female 70+	113	119

*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-2024 Population Estimates:

	Unweighted count	Weighted count
North East England	44	51
North West England	141	141
Yorkshire & Humber	104	104
East Midlands	105	93
West Midlands	107	112
East of England	109	120
London	186	166
South East England	182	176
South West England	96	110
Wales	71	59
Scotland	91	105

Education by age

Source: ONS Annual Population Survey (April 2024-March 2025)

	Unweighted count	Weighted count
Aged 18-24 with a degree	52	28
Aged 25-44 with a degree	226	211
Aged 45-69 with a degree	222	158
Other	736	838

Vote in the 2024 General Election*

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

	Unweighted percentage	Weighted percentage
No vote	22%	46%
Labour	30%	19%
Conservative	19%	13%
Lib Dem	9%	7%
SNP	2%	1%
Reform UK	10%	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.

Since the 2024 General Election, as panellists have been sampled for and taken part in surveys, we have collected information about if and how they voted in the 2024 General Election. It should be noted that not all of this information was collected contemporaneously and there is therefore a risk of measurement error due to incorrect recall, which may impact estimates.

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 fixed at the 2024 General Election turnout has been included as a population total in the weighting matrix. We are developing an approach to use previous election turnouts alongside the survey data to estimate the likely turnout level to use as a weighting target, rather than simply using a fixed turnout at 2024 levels.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout	73%	54%

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 : If the UK General Election were to be held tomorrow, do you think you would....

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
If the UK General Election were to be held tomorrow, do you think you would....	Unweighted Base	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
		1236	595	637	130	210	209	191	225	270	214	155	80	94	559
	Definitely vote	640	337	298	74	77	95	83	124	186	144	127	63	77	154
		52%	57%	47%	57%	37%	46%	44%	55%	69%	67%	82%	79%	82%	28%
	Probably vote	298	137	161	38	84	53	33	51	39	58	26	10	16	147
		24%	23%	25%	29%	40%	25%	17%	22%	14%	27%	17%	13%	17%	26%
	Probably not vote	148	64	84	14	28	31	30	20	24	9	2	5	2	122
		12%	11%	13%	11%	13%	15%	16%	9%	9%	4%	1%	6%	2%	22%
	Definitely not vote	122	51	71	3	14	26	30	30	18	0	0	2	0	119
		10%	9%	11%	3%	7%	13%	16%	13%	7%	0%	0%	3%	0%	21%
	Prefer not to say	29	6	23	1	7	3	14	0	3	3	0	0	0	17
		2%	1%	4%	1%	3%	1%	8%	0%	1%	2%	0%	0%	0%	3%

Table 2 : 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						Vote in 2024 General Election					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	
Headline Voting intention - weighted by likelihood of turning out in the General Election	Unweighted Base	1068	523	540	83	140	179	186	206	274	335	214	98	110	181	
	Weighted Base	598	315	280	57	78	85	79	114	185	157	126	63	75	108	
	Conservative		106	46	59	2	6	13	13	20	53	8	71	7	1	16
			18%	15%	21%	4%	7%	15%	16%	17%	28%	5%	56%	11%	2%	14%
	Labour		89	52	37	4	15	15	17	15	23	70	1	3	0	11
			15%	16%	13%	6%	20%	17%	21%	13%	13%	45%	1%	4%	0%	10%
	Liberal Democrats		83	40	44	10	14	10	9	10	31	12	10	40	0	16
			14%	13%	16%	17%	17%	12%	11%	8%	17%	8%	8%	64%	0%	15%
	SNP		12	6	6	0	3	3	2	4	1	1	0	0	0	1
			2%	2%	2%	0%	4%	3%	2%	3%	0%	1%	0%	0%	0%	0%
	Plaid Cymru		9	3	6	1	1	1	1	1	5	2	0	0	0	2
			2%	1%	2%	1%	1%	1%	1%	1%	3%	2%	0%	0%	0%	2%
	Green		118	51	65	26	25	21	13	17	16	45	5	8	3	27
			20%	16%	23%	45%	32%	25%	17%	14%	9%	29%	4%	12%	4%	25%
	Reform UK		149	95	54	9	11	12	23	45	48	14	31	4	61	33
			25%	30%	19%	16%	15%	15%	29%	39%	26%	9%	25%	6%	81%	30%
	Other		31	22	9	6	3	9	2	4	8	4	7	2	10	4
			5%	7%	3%	10%	3%	11%	2%	4%	4%	2%	6%	3%	13%	4%

Table 3 : Voting intention - weighted to population

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						Vote in 2024 General Election					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	
Headline Voting intention - weighted by likelihood of turning out in the General Election	Unweighted Base	1068	523	540	83	140	179	186	206	274	335	214	98	110	181	
	Weighted Base	957	495	458	108	167	154	129	176	222	195	147	75	88	363	
	Conservative		175	73	100	8	19	23	23	37	64	10	84	10	2	67
			18%	15%	22%	7%	12%	15%	18%	21%	29%	5%	57%	13%	2%	18%
	Labour		136	84	52	8	30	24	27	20	27	87	1	3	0	38
			14%	17%	11%	7%	18%	16%	21%	11%	12%	45%	1%	4%	0%	11%
	Liberal Democrats		135	65	70	17	30	23	15	14	35	15	11	46	0	54
			14%	13%	15%	16%	18%	15%	12%	8%	16%	8%	8%	62%	0%	15%
	SNP		19	7	11	0	6	5	3	4	1	1	0	0	0	5
			2%	2%	2%	0%	3%	3%	2%	2%	0%	1%	0%	0%	0%	1%
	Plaid Cymru		17	4	13	1	6	2	1	1	7	4	1	0	0	7
			2%	1%	3%	1%	3%	1%	1%	1%	3%	2%	0%	0%	0%	2%
	Green		194	79	112	40	48	42	18	25	21	55	7	10	3	80
			20%	16%	24%	37%	29%	27%	14%	14%	9%	28%	5%	13%	3%	22%
	Reform UK		232	150	82	25	24	19	36	70	58	18	36	4	72	95
			24%	30%	18%	24%	14%	12%	28%	40%	26%	9%	24%	5%	81%	26%
	Other		49	32	17	8	5	16	6	6	9	5	8	2	12	16
			5%	7%	4%	8%	3%	10%	4%	3%	4%	3%	6%	3%	14%	4%

Table 4 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
	Weighted Base	1236	595	637	130	210	209	191	225	270	214	155	80	94	559
Growing the UK's economy		337	204	133	25	48	58	58	63	84	62	68	25	25	128
		27%	34%	21%	19%	23%	28%	30%	28%	31%	29%	44%	31%	26%	23%
Reducing crime		225	110	115	16	44	32	42	52	38	36	27	13	25	104
		18%	18%	18%	13%	21%	16%	22%	23%	14%	17%	18%	16%	27%	19%
Investing more in NHS capacity		465	199	265	36	81	94	80	75	99	95	58	34	21	213
		38%	33%	42%	27%	38%	45%	42%	33%	37%	44%	37%	43%	23%	38%
Investing more in social care		123	37	84	6	21	13	16	22	45	23	11	5	8	66
		10%	6%	13%	5%	10%	6%	9%	10%	17%	11%	7%	6%	8%	12%
Reducing the national debt		113	65	49	16	17	22	11	25	21	11	14	5	10	67
		9%	11%	8%	13%	8%	11%	6%	11%	8%	5%	9%	6%	11%	12%
Investing more in education		129	37	92	29	16	26	25	16	17	26	13	10	2	70
		10%	6%	14%	22%	8%	12%	13%	7%	6%	12%	8%	13%	2%	12%
Stricter border controls to reduce immigration		407	196	210	20	34	52	61	117	124	39	77	20	76	164
		33%	33%	33%	16%	16%	25%	32%	52%	46%	18%	49%	24%	81%	29%
Reducing income inequality between the richest and the poorest		189	97	89	19	37	45	24	27	37	56	9	17	2	64
		15%	16%	14%	15%	17%	22%	12%	12%	14%	26%	6%	21%	2%	11%
Reducing unemployment		154	75	77	34	34	26	18	20	22	18	21	6	9	86
		12%	13%	12%	26%	16%	13%	9%	9%	8%	9%	14%	8%	10%	15%
Affordable housing		223	98	123	46	52	36	29	27	33	44	11	11	12	102
		18%	17%	19%	36%	25%	17%	15%	12%	12%	21%	7%	13%	12%	18%

Table 4 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
	Weighted Base	1236	595	637	130	210	209	191	225	270	214	155	80	94	559
	Reducing emissions to tackle climate change	80	53	27	13	18	18	9	7	15	19	6	11	1	26
		6%	9%	4%	10%	8%	9%	5%	3%	5%	9%	4%	13%	1%	5%
	Reducing the cost of living for households	580	274	306	72	112	111	84	108	93	94	57	32	47	292
		47%	46%	48%	56%	53%	53%	44%	48%	34%	44%	37%	39%	50%	52%
	Investing in defence/the armed forces	150	82	68	0	10	6	31	32	71	18	46	15	21	30
		12%	14%	11%	0%	5%	3%	16%	14%	26%	8%	30%	19%	22%	5%
	Ensuring there won't be energy (gas/electricity) shortages	205	105	98	28	27	26	25	40	59	37	36	13	23	77
		17%	18%	15%	22%	13%	12%	13%	18%	22%	17%	23%	16%	25%	14%
	Improving relations and trade with the EU	179	107	72	19	22	41	30	20	47	47	8	22	0	88
		15%	18%	11%	15%	11%	20%	15%	9%	17%	22%	5%	28%	0%	16%
	None of these	9	1	8	0	4	1	0	4	0	2	0	0	0	7
		1%	0%	1%	0%	2%	0%	0%	2%	0%	1%	0%	0%	0%	1%
	Don't know	20	4	15	1	8	0	8	2	0	2	0	0	0	13
		2%	1%	2%	1%	4%	0%	4%	1%	0%	1%	0%	0%	0%	2%
	Prefer not to answer	9	6	3	1	6	2	0	0	0	0	0	0	0	6
		1%	1%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	1%

Table 5 : Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Compared to a year ago, do you think that the British economy is doing...?	Unweighted Base	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
	Weighted Base	1236	595	637	130	210	209	191	225	270	214	155	80	94	559
	Better than it was 12 months ago	62	24	38	10	11	10	13	10	9	19	1	4	2	28
		5%	4%	6%	8%	5%	5%	7%	4%	3%	9%	0%	5%	2%	5%
	Much the same as it was 12 months ago	379	206	171	40	69	72	59	55	83	100	35	30	12	169
		31%	35%	27%	31%	33%	34%	31%	25%	31%	46%	23%	37%	13%	30%
Worse than it was 12 months ago	795	365	428	80	130	127	120	160	178	96	119	46	80	362	
	64%	61%	67%	61%	62%	61%	63%	71%	66%	45%	77%	57%	85%	65%	

Table 6 : 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						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	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	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
	Weighted Base	1236	595	637	130	210	209	191	225	270	214	155	80	94	559
	Better than it is now	76	48	29	7	24	6	13	11	14	26	2	1	2	43
		6%	8%	4%	5%	12%	3%	7%	5%	5%	12%	1%	1%	2%	8%
	Much the same as it is now	453	209	243	53	87	77	67	70	99	99	40	36	26	198
		37%	35%	38%	41%	41%	37%	35%	31%	37%	46%	26%	45%	28%	35%
	Worse than it is now	707	338	366	70	99	125	111	144	157	89	113	43	66	317
		57%	57%	57%	54%	47%	60%	58%	64%	58%	42%	73%	53%	70%	57%

Table 7 : 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						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dem	Reform UK	No Vote
Compared to a year ago, do you find it easier or harder to meet your monthly household budget?	Unweighted Base	1236	572	659	101	164	214	220	236	301	360	229	103	117	257
	Weighted Base	1236	595	637	130	210	209	191	225	270	214	155	80	94	559
	Easier than it was 12 months ago	40	22	18	1	13	4	8	7	7	12	3	2	1	21
		3%	4%	3%	1%	6%	2%	4%	3%	2%	6%	2%	3%	1%	4%
	About the same as it was 12 months ago	392	206	185	44	68	58	53	63	104	83	56	30	23	163
		32%	35%	29%	34%	32%	28%	28%	28%	38%	39%	36%	38%	25%	29%
	Harder than it was 12 months ago	804	367	434	85	129	146	130	155	160	119	97	48	69	375
		65%	62%	68%	65%	61%	70%	68%	69%	59%	56%	62%	59%	74%	67%