



**BEST for
BRITAIN**

**2024 General Election
Best for Britain's Impact**



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What is Best for Britain?

We are the researchers, data scientists, strategists, and activists, fixing the problems Britain faces after Brexit.



We conduct polling to help politicians lead debate, not follow it.



We design policy for whoever is in government, today or tomorrow.



We give voters the tools to speak to, and persuade, those in power.



We believe that when we change minds we change politics for the better.



And that all of this is Best for Britain.

CHANGE MINDS → CHANGE POLITICS

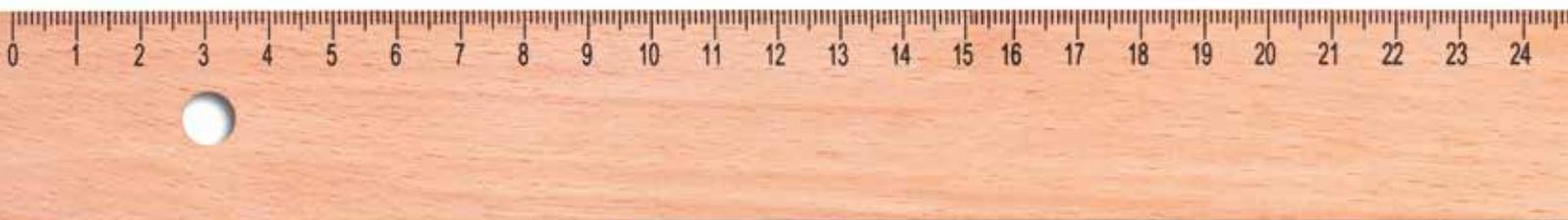
Change Minds → Change Politics is not just a slogan, it's a commitment to ensure that everything Best for Britain undertakes is persuasive and changing politics for the better.

It's the two questions that we ask ourselves every day:

Are we winning people over, or talking into an echo chamber?

Are we making politics better, or are we just adding to the toxicity?

We try to make complex politics accessible to all. And it can be difficult to make dry topics engaging. Just as it can be easy to fall into lazy political point scoring. We don't always get it right. But with Change Minds → Change Politics as our north star, everything we do is an attempt to mend an unprecedentedly polarised political landscape.





ASK→LISTEN→THINK→DO

Best for Britain's method for approaching every issue that it tackles.

Ask.

Every action begins with us putting the right questions to the right people. Whether it's our gold-standard MRP polling to find out the latest Westminster Voting Intention, or gathering evidence through the UK Trade & Business Commission and APPG on Coronavirus.

Listen.

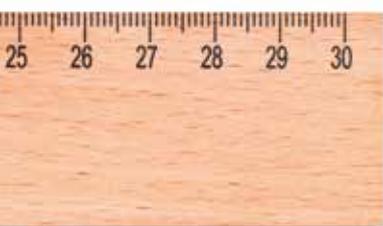
Once we've asked the right question, it's important to hear, and learn, the right lessons from the answers being given. Best for Britain seeks to challenge the conventional wisdom on a wide range of political issues, through innovative qualitative research, such as focus groups and analysis of our own, or third party, data.

Think.

What sets us apart from other organisations is our ability to design solutions from our research, rather than just publishing our analysis of the problems for others to fix. From trade recommendations drawn up by our Policy & Research team, to building tactical voting tools that answer the questions that voters have always wanted to ask

Do.

And the biggest difference? We make change happen by putting the research, the tools, and the right people together, so they can do something about it.





The Tactical Voting Election

A NEW GOVERNMENT after 14 years of Conservative rule, the highest ever numbers of Liberal Democrat and Green MPs and the worst ever result for the Conservatives, all delivered because voters desperately wanted change and were willing to vote tactically to achieve it.

It is very clear that this really was the tactical voting election - 17% of voters, around five million people, voted tactically. Best for Britain reached tens of millions with our election campaign, our tactical voting website GetVoting.org received 6.15 million hits and 43% of all voters saw information about tactical voting during the election. Of course, there were tactical voters in every constituency across the country, not just in places where it made a difference to the outcome and not just in places where we targeted our efforts.

Our analysis of the results, detailed in this report, estimates that 91 Labour and Liberal Democrat MPs in England and Wales have tactical voting to thank for their elections. Without tactical voting, Liz Truss and former Conservative ministers Grant Shapps, Penny Mordaunt and Thérèse Coffey would all still be MPs.

We changed minds, and changed politics as a result.

When Rishi Sunak stood in the rain to announce the election, the polls predicted that Labour were likely to win. But we knew it wasn't enough for the last UK government to simply be defeated, the country needs the Conservatives out of power for at least a decade so the new government can repair the damage they have caused.

More than that, though, we had been tracking the rise of Reform UK's vote share since the last election and we knew an intervention by Nigel Farage to stand down candidates to favour the Conservatives or by entering the election as a candidate himself could change the situation.

So we made sure we were prepared. This report is a record of how much work the Best for Britain team and our supporters put in to make sure of this election victory. We started straight after the pandemic, in January 2021, only a year after Boris Johnson's 'Get Brexit Done' election win, and we kept working right up to 10pm on 4th July 2024.

Without Tactical Voting:



Labour would have
62
fewer MPs



Liberal Democrats would have
29
fewer MPs



Conservatives would have
91
extra MPs

17%



of all voters voted tactically - approximately 5 million people



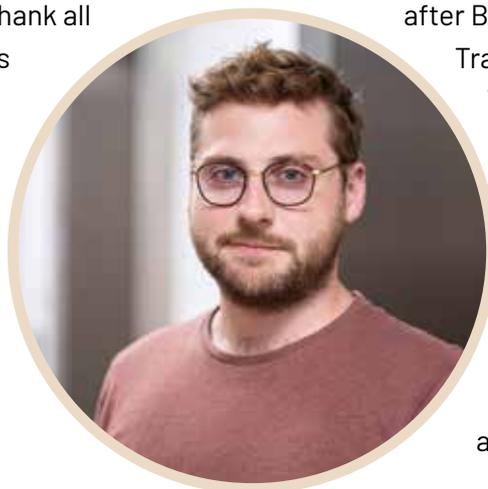
21
constituencies where GetVoting.org was instrumental in defeating the Conservatives

During the six-week election campaign, we achieved:

- 6.15 million** hits on GetVoting.org
- 5 million** people reached through our advertising
- 232** key constituencies targeted with advertising
- 11.7 million** advertising impressions
- 80.5 million** organic impressions on social media

I am proud of Best for Britain's part in making this happen, immensely proud of the passion and dedication of the Best for Britain team, and I want to take this opportunity to thank all our supporters, everyone who has worked with us, taken part in our campaigns and helped along the way. While our mission is not over by any means, we can all take a well-deserved moment to enjoy this success.

This report is about our impact at this election, but we did none of this just for the satisfaction of winning. We now have a Parliament with more pro-European MPs than ever and a new UK government set on ending the chaos of the past few



years. Our greatest impact is yet to come as we look to work with the new UK government and new MPs across Parliament to fix the problems Britain faces after Brexit. Best for Britain, through our UK Trade and Business Commission and the Trade Unlocked national conference, has the solutions: 114 fixes to these problems.

Tactical voting got us this far. Our next step is getting the new UK government to back the fixes to the problems Britain faces after Brexit.

Cary Mitchell
Director of Operations and Strategy



Achieving our goals

Our objectives

The next UK Government will have the unprecedented opportunity, and unenviable responsibility, to rebuild UK-EU relations after over a decade of Eurosceptic Conservative misrule. This is why Best for Britain had a double ambition for this general election:

1. **Lock the Conservatives and other populists out of power for a generation**
2. **Elect as many pro-European representatives to sit on the next (likely) UK Government's benches as well as the opposition benches.**

Between the election announcement and the publication of our tactical voting recommendations, we found that 40% of voters said they would consider voting tactically to secure a change of government.

And before that we conducted constituency-level MRP analysis of the same question in March 2024 and found voting tactically for change was the most popular choice in 510 (80%) constituencies across Britain including 255 of the 372 won by the Conservative Party in 2019. A mere 12% said they would vote tactically to save the current government, and not a single constituency had a majority for this answer.

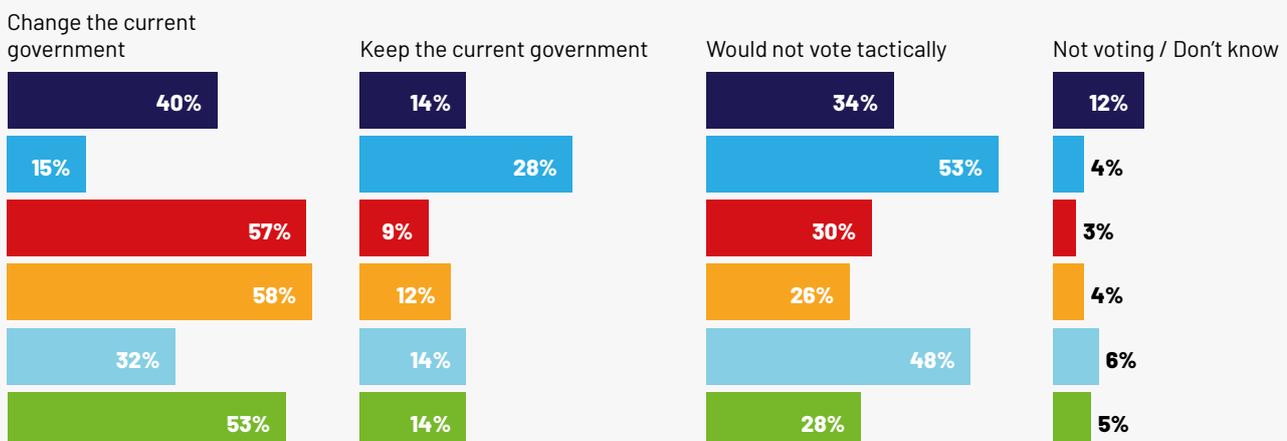
Thinking about the next UK General Election, which of the following statements do you most agree with?

I would consider voting tactically to change the current government;

I would consider voting tactically to keep the current government;

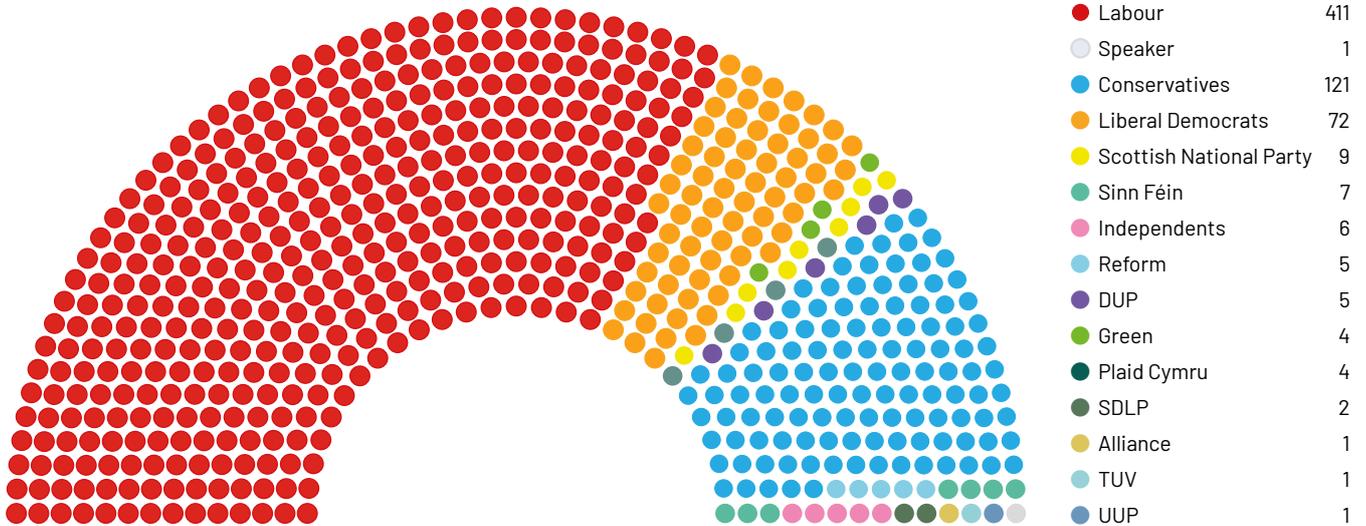
I would not vote tactically.

■ All voters ■ Conservative voters ■ Labour voters ■ Lib Dem voters ■ Reform UK voters ■ Green Party voters



Poll of 22,149 GB adults conducted by Survation on behalf of Best for Britain between 31st May - 13th June 2024.

2024 Parliament



At the same time, Labour, the Liberal Democrats and the Green Party all decided to pursue ‘target seat’ strategies, focusing election resources in target constituencies. This was instead of a ‘vote share’ strategy, as had largely been the case at the 2019 General Election, where the parties sought to increase their vote share across the whole country or among certain demographics. This time the Green Party targeted four seats, and Labour and the Liberal Democrats announced their target lists publicly, and regularly published changes to their lists in the media throughout the campaign.

As a consequence, opposition party resources were spent efficiently, with the majority of parliamentary constituencies each only being targeted by one opposition party. The combined effect of the opposition party election strategies and anti-government feeling created a fertile ground for our tactical voting campaign. In fact, when we polled people after the election, we found that 17% of people said they had actually voted tactically.

The outcome

This election delivered massive change to

the political landscape, a mighty majority for Labour after 14 years of Conservative rule and increased representation for smaller parties. The Conservatives were reduced to just 121 seats and, less welcome, Nigel Farage’s Reform UK took five seats for the first time.

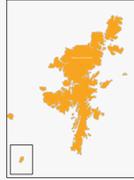
The fact is, 2024 was the tactical voting election: 17% of all voters, polled after the election, said they had voted tactically. That means around five million people voted for a party other than their preference to stop another party winning and even among those who didn’t vote tactically, 27% (or an additional 6.4 million) said they would have considered it if a party other than their first choice had a better chance of winning in their constituency.

In Northern Ireland, we advised voters to not vote for either the Democratic Unionist Party (DUP), or Traditional Unionist Voice (TUV). This was because both the DUP and TUV had expressed support for the previous Government and their policies, and both the DUP and TUV had been endorsed by Reform UK. The DUP lost three seats so now have just five MPs, while TUV gained a seat and now have one MP.



General Election 2024

The **Tactical Voting** Election
Thursday 4 July 2024



Liverpool City Region



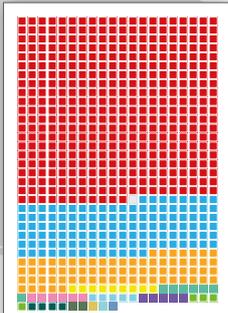
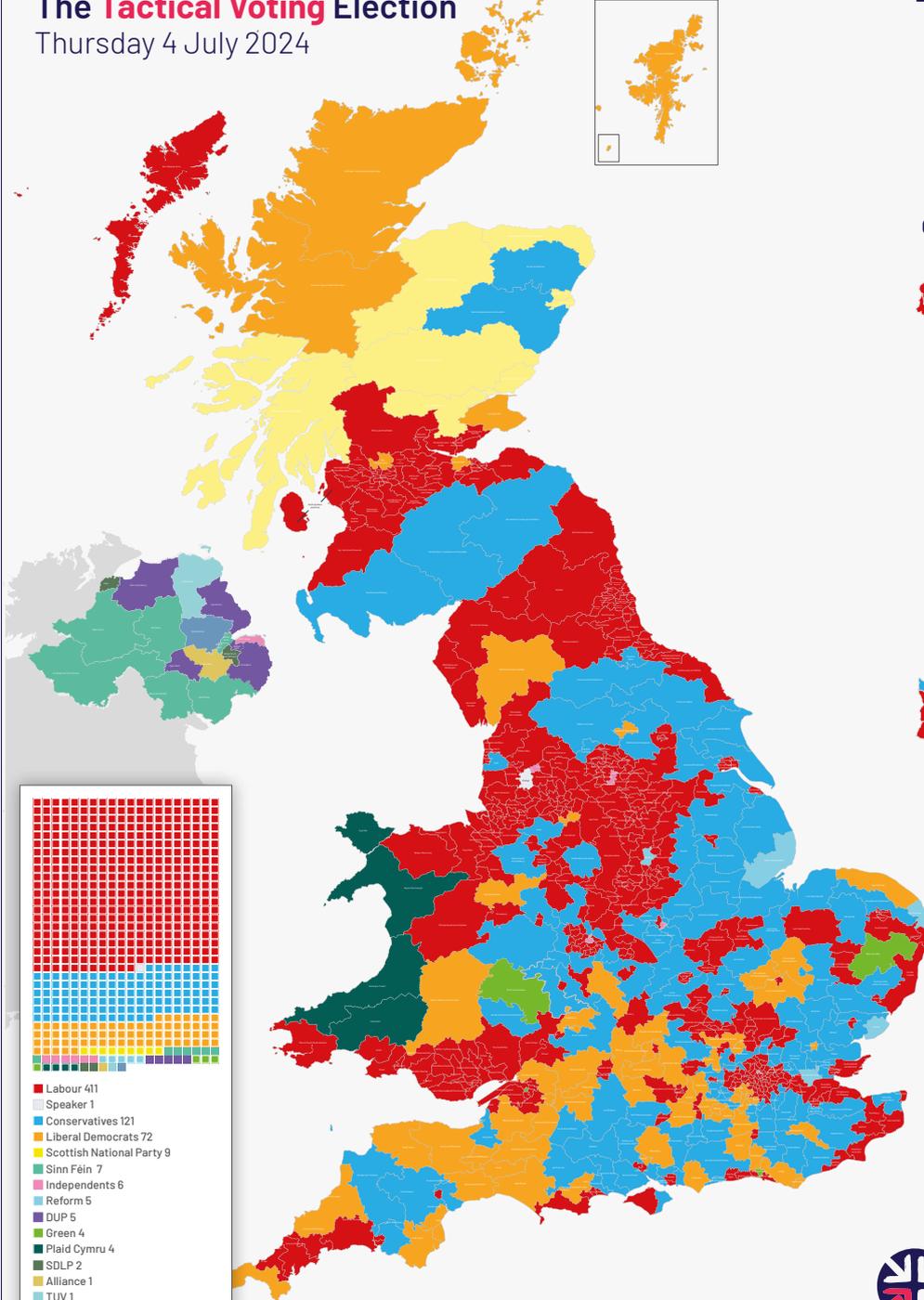
Greater Manchester



West Midlands



Greater London



- Labour 411
- Speaker 1
- Conservatives 121
- Liberal Democrats 72
- Scottish National Party 9
- Sinn Féin 7
- Independents 6
- Reform 5
- DUP 5
- Green 4
- Plaid Cymru 4
- SDLP 2
- Alliance 1
- TUV 1
- UUP 1

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CHANGE MINDS → CHANGE POLITICS

Fixing the problems Britain faces after Brexit

TO DO LIST:

- ~~1 Design 114 fixes to our relationship with Europe that a new government can implement now~~ ✓
- ~~2 Change the government~~ ✓
- 3 Get the new government to back these fixes between now and the review of the Brexit deal in 2026.

Tactical voting is just that, a tactic, a means to an end. We knew that the previous UK government and the Conservative-dominated Parliament would not be able to deliver the change the UK needs to repair the damage our country has suffered. GetVoting.org was developed to make sure voters who wanted a change of government could get the information they needed about how to vote to ensure that change.

We have long prepared for this, we laid the groundwork in 2021 when we set up the UK Trade and Business Commission to take evidence and come up with solutions to the problems the UK faces after Brexit. The Commission hosted 38 evidence sessions, performed site visits, took over 80 hours of live testimony from 234 expert witnesses, industry leaders and business owners

and received written evidence submissions from over 200 organisations as part of an open consultation. All resulting in 114 recommendations for the UK government.

In 2023 we hosted Trade Unlocked, a national conference that brought together businesses of all sizes to discuss and address the challenges of the current trading environment. It provided a platform for businesses small and large to engage with business leaders, trade experts, policy makers, and trade body representatives.

Best for Britain is putting all its energy, now that we've secured the change of government, into getting the new government to back these 114 fixes to the problems Britain faces after Brexit.



GetVoting.org



Get it right with



Our preparation for this election, and for a change of government, started a long time ago back in 2021 when we set up the UK Trade and Business Commission to come up with solutions to the problems Britain faces after Brexit. And we started work on our 'Can't Wait' campaign in 2022, highlighting some of the ways people simply could not wait another five years to fix the problems they faced.

The Can't Wait campaign told emotional stories about ordinary people dealing with the consequences of the last government's actions - Sandra desperately calling for an ambulance that never came, Ceri not having enough food to feed herself as well as her

children, Mary struggling to see all her patients as a GP, and more. All were stories that became even more relevant at the election - and almost two years after they were conceived.

We originally created the GetVoting.org brand and a tactical voting website for the snap 2019 General Election which saw 4.5 million hits and we calculated six Labour wins would otherwise have been lost without our campaign. The website in 2019 was created at speed in response to the unexpected election announcement, and we knew this time we had to be prepared to make an even bigger impact.

GetVoting.org website development for the 2024 election began in early 2022. The minimum viable product was for an online tool that voters could use not just to receive tactical voting recommendations but also to find out how their area had been affected by the political choices of the previous government. As we developed the new site, the electoral world changed around us and we were able to incorporate features into GetVoting.org in response: a whole section about the new voter ID rules and information for voters about changes to constituency boundaries.

More people got their tactical voting information from GetVoting.org or Best for Britain than anywhere else



6,159,289
hits on GetVoting.org
from 22 May - 5 July



43% of all voters saw
information about tactical
voting at least once

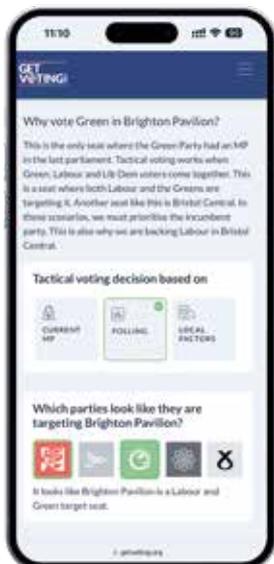
Our preparedness meant that GetVoting.org was live the moment Rishi Sunak announced the election.

Voter information and persuasion

GetVoting.org was designed to provide voters with clear information, displayed in a clean and simple way to help them cast their votes with confidence for the party best placed in their constituency to secure a new government. More than that, though, we aimed to persuade visitors to the site of the need for tactical voting and not just cater to those who already wanted to vote tactically.

Clarity

GetVoting.org was designed to make it clear at a glance which party we recommended as the tactical vote, using an easy to understand indicator wheel



of party logos and a clear message in party colours at the top of the page.

Transparent decision-making

We set out how we came to our recommendation decisions in a transparent and clear way, recognising that not all of our decisions would be based on polling alone, and that we would take into

account incumbency, polling, local factors and our understanding of national party targeting strategies. Our 'decision matrix' highlighted which of these we used to make our decision in each constituency.

MRP polling published

We published the constituency-level MRP results of voting intention

polling that we commissioned. We monitored all the polling and MRP analyses published throughout the election but we felt we should be as transparent as possible by publishing our own polling even where it disagreed with our assessment of the electoral situation or our recommendations. We published three sets of MRP results on the site.

Context

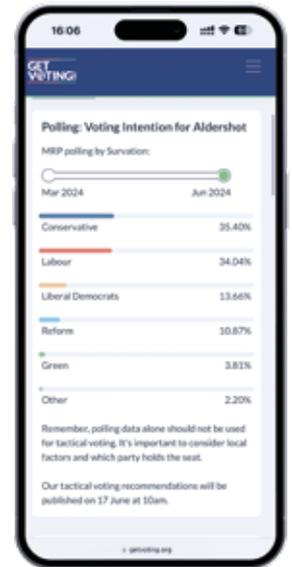
With changes to constituency boundaries and a rapidly changing political situation we wanted to add context to our recommendations by including a short paragraph which highlighted significant issues that could affect the election in each constituency. We also identified, where we had the information, whether any political parties were targeting each constituency at a national level.

Constituency-level data

We collated and displayed local statistics on homelessness, food banks, housing, ambulance waiting times, energy bills and crime for each constituency, highlighting how voters' local areas had been hit by the last government's political choices.

Voter ID and boundary changes

We created distinct sections of the site to provide comprehensive information to voters about what





forms of ID were acceptable and how to apply for a free Voter Authority Certificate if they needed to, and information about whether their constituency had changed and how to find their polling station.

Our campaign

Although GetVoting.org went live when the election was announced on 22 May, we launched our tactical voting recommendations on 17 June, as envisaged in our general election campaign plan. We decided after our 2019 tactical voting experience that in future we would make our recommendations as late as possible to make sure our decisions could take account of the effect of campaigning and any changes in public opinion as voters engaged with the election. 17 June was chosen to coincide with postal vote ballots arriving on doorsteps and the first votes of the election being cast.

Our campaign had two distinct phases, a brand awareness phase up to 16 June and a persuasion phase between the announcement of our recommendations and polling day. Prior to our recommendations being live, visitors to GetVoting.org could review published MRP polling, local data about their constituency and were invited to sign up to get reminders once we published our recommendations.

During the six-week election campaign, we achieved:

- **6.15 million hits on GetVoting.org**
- **5 million people reached through our advertising**
- **232 key constituencies targeted with advertising**
- **11.7 million advertising impressions**
- **Every person who saw our advertising saw it 2-3 times on average**
- **Approximately 30% of the electorate in target constituencies saw our advertising**
- **80.5 million organic impressions on social media**



Naomi Smith on Channel 4 News on 26th May 2024

Media coverage was an essential element in increasing public awareness of tactical voting and public trust in GetVoting.org both before and after the General Election was called. GetVoting.org was the most-referenced tactical voting platform by UK media during the 2024 General Election, cited in more than 60 national print and online articles and by hundreds more regional and smaller online outlets. Best for Britain's spokespeople featured on broadcast media throughout the campaign period with GetVoting.org discussed on Channel 4 News, LBC, BBC Radio 2, among others, and on several podcasts including the Guardian's Today in Focus.

Our press conference on 17th June to launch our recommendations was carried live by LBC News and secured significant coverage including full page spreads in both the Guardian and Daily Mirror and the front page of the Sunday Times.

We also got our supporters involved in broadening coverage of GetVoting.org by sharing an easy to use online tool to send letters to local papers about the importance of tactical voting. A GetVoting.org online widget was made publicly available to be embedded in websites and among the sites that chose to host it were the Daily Mirror and several local news outlets operated by Reach PLC.

Labour landslide could leave Tories with just 72 seats, MRP poll finds

Sunday Times (Included in front page story) - 15th June

Tactical voting could defeat Tories in once safe seats, campaigners say

The Guardian - 17th June

FIVE TORY BIG BEASTS FACING 'PORTILLO MOMENTS'

The Daily Telegraph - 17th June 2024

Rishi Sunak tops a tactical voting hit list in plan for Tory wipeout

The Independent - 17th June 2024

How tactical voting threatens the Tories in the general election

The Times - 3rd July 2024

Braverman and Truss among Tory big beasts at risk from tactical voting

i newspaper - 17th June 2024

TACTICAL VOTING COULD SPELL ELECTORAL ARMAGEDDON FOR THE CONSERVATIVES

The Daily Telegraph - 17th June 2024

RISHI SUNAK TARGETED BY REMOANER PLOT TO UNSEAT TORY MPS IN MORE THAN 450 SEATS BY USING TACTICAL VOTING FOR OPPOSITION PARTIES - BUT THEY REFUSE TO ENCOURAGE VOTERS TO BACK NIGEL FARAGE IN CLACTON

The Daily Mail - 17th June 2024

NOT SURE WHO TO VOTE FOR, BUT DON'T WANT THE TORIES? TRY THIS

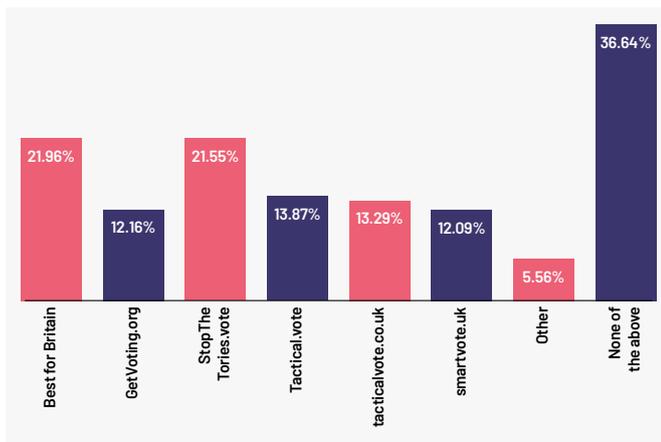
Huffington Post - 17th June



Why was GetVoting different to other tactical voting sites?

After the election we polled voters about tactical voting and found that 43% had seen information about tactical voting at least once, with 28% saying they had seen information multiple times.

Of those who saw any information about tactical voting, Best for Britain was the most-cited source:



We targeted the right voters in the right places

Eight distinctive creative campaigns were produced to appeal to a variety of distinct voter types, including floating voters; ex-Conservatives; progressive activists; and Labour, Lib Dem and Green supporters.

These adverts directed viewers in one of two directions: to the postcode lookup to access their constituency's tactical voting recommendation (this was our regulated campaign); or to our voter ID reminder sign-up page (this was our unregulated campaign). Our voter ID campaign was run in 48 constituencies where our MRP polling had indicated a lower-than-average awareness of the new ID rules, and where we were concerned it could cause disenfranchisement. Our tactical voting campaign was active in 184 marginal or hyper-marginal constituencies; in 99% of these GetVoting.org successfully recommended the highest-placed progressive candidate.

Out of Home

Our election adverts were displayed on electronic and static billboards in 51 key constituencies across the country, including in Reform UK target seats and red wall towns, in high impact and high-traffic, high-footfall locations. Different artwork was displayed in different areas, to appeal to the relevant political leanings of the voters who we wanted to persuade to vote tactically. The Lead, a newspaper distributed to hundreds of thousands of households and dozens of supermarkets across the North of England, carried a GetVoting.org advert on its back page in the final weeks of the election.

Facebook and Instagram (Meta)

Meta's social media platforms have seen the bulk of advertising at the previous few elections but since 2019 the targeting options available to political advertisers have been drastically reduced and the way people use social media has changed. On Meta, we achieved:

- More than 2.2 million people reached totalling 9 million impressions and 200,000 link clicks.
- Targeting voters in 232 constituencies, with constituency-specific campaigns for Reform UK target seats and hyper-marginals.
- Costing on average £0.15 per link click (Meta average across industries is £0.60; for campaigners industry standard is £1).

Google Search

We used Google Search Ads to target voters across the UK when they searched for keywords around tactical voting, how to vote, the general election, voter ID, boundary changes and more.

- More than 802,500 people reached with 188,200 clicks.
- Costing on average £0.04-£0.09 per link click.
- Google Search ads were the second-biggest driver of traffic to GetVoting.org during the election campaign.



Newsprint advertising



Tactical voting awareness advertising



Youtube videos



Meta Adverts



Voter ID awareness

Google Display

We used Google Display Ads that can appear on millions of websites across the UK, to show our adverts to users who searched for the same keyword searches we used in our Google Search ads, as well as retargeting people who had visited the Best for Britain and GetVoting.org websites to encourage them to go back and check our tactical voting recommendations and to share our content.

- More than 786,000 people reached with 65,200 link clicks.
- Costing just £0.03 per link click.

YouTube

YouTube allowed us a huge platform for our emotive 'Can't Wait' videos, in a format that many users will watch on their TV screens and not just on mobile devices. Our results underline the emotional power and relevance of the Can't Wait campaign:

- More than half a million impressions driving 353,000 engagements.
- A massive 72.5% interaction rate for the prospecting campaign (new leads), and 39.2% interaction rate for the retargeting campaign

(re-engaging previous website visitors). Usual interaction rate for these ad types is max. 30%.

- Costing on average £0.01 - £0.04 per click.

Voter ID awareness

In addition to providing us with a constituency-level breakdown of evolving voting intention, our MRP polling revealed 48 constituencies where respondents had a lower-than-average awareness of the new voter ID rules. Critically, these were also areas where we were concerned that disenfranchisement could impact the election result.

To tackle this, we designed an unregulated campaign with simple, bold creative to run on outdoor billboards and as Meta ads to raise awareness of the new rules, and encourage voters to sign up to receive a free reminder to bring their ID on polling day.

- 1.5 million impressions on Meta.
- Ads reached 519,000 people on Meta - an average of 10,800 people per targeted constituency.
- Outdoor billboard ads designed to reach non-social media users who may otherwise have slipped through the net and missed the voter ID messaging.



Timeline to victory

The first elections in Great Britain are held that require voters to show photo ID at polling stations. Best for Britain's supporters force a response from the UK Government promising to review the types of ID that would be acceptable at future elections.

Boris Johnson's Conservatives win 80-seat majority promising to 'Get Brexit Done'. Best for Britain's GetVoting.org had 4.5 million hits and saved six Labour seats.

Our Can't Wait campaign for electoral reform is taken to Labour's annual conference, and alongside other campaigners, helps secure a huge vote by Labour's membership for a fairer voting system.

12 DEC 2019

JAN 2021



SEP 2022



SPRING 2022

Following an assessment of how our GetVoting.org tactical vote campaign went in 2019 we start initial work on developing a new and improved version of the website ready for the next election.

12 APR 2021

Best for Britain launches cross-party UK Trade and Business Commission to gather evidence from businesses, experts and consumers and to propose solutions to the problems they face in the post-Brexit trading environment.

26 APR 2021

Best for Britain relaunches as a permanent organisation pushing for closer ties with Europe and the world and to fix the problems Britain faces after Brexit.

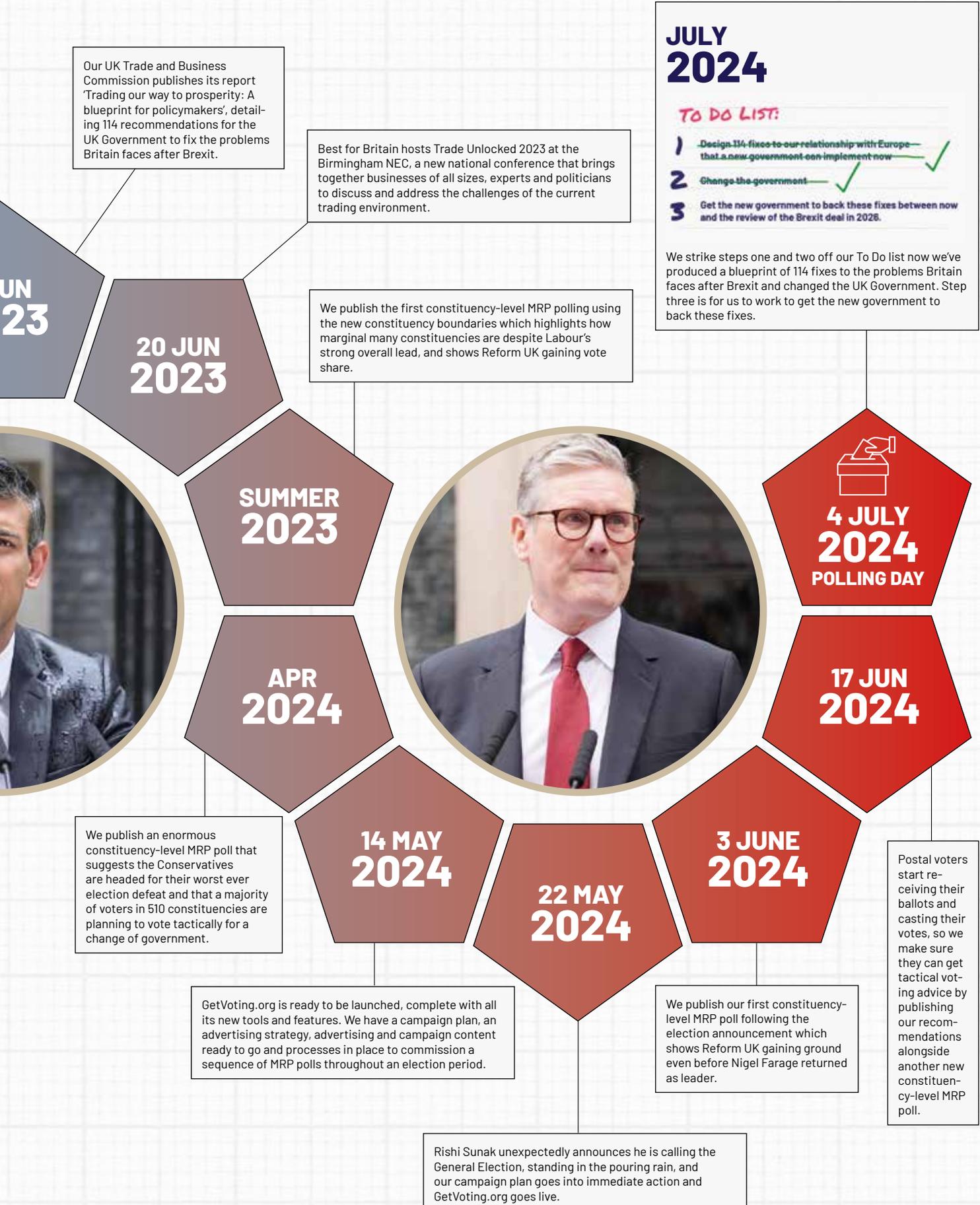
1 JAN 2022

Best for Britain launches the 'Scandalous Spending Tracker' exposing wasteful and unethical contracts and spending which generates a high volume of news coverage that begins to undermine public trust in Boris Johnson and his government. The tracker continued to expose both the Truss and Sunak governments, becoming the go-to resource for journalists.

Work starts on the 'Can't Wait' series of videos to highlight how people can't wait for change to the UK's voting system with emotional stories of people struggling with the consequences of the current system.

SPRING 2023

1 JUN 2023





Analysing the election results

MAKING TACTICAL VOTING recommendations is about influencing the outcome of the election, not just predicting the winner. Voters engage in tactical voting at every election, and the purpose of a tactical voting campaign like ours is to provide voters with the necessary information to be able to vote as a bloc with other voters to achieve an electoral aim.

The objective of our tactical voting campaign was to help precipitate a change of government, in order to rebuild UK-EU relations after over a decade of Eurosceptic Conservative misrule. To achieve this aim, our tactical voting recommendations were geared towards:

1. Locking the Conservatives and other populists out of power for a generation.
2. Electing as many pro-European representatives to both the now UK Government's benches as well as the opposition benches.

Our tactical voting recommendations for each Westminster party standing in Great Britain are shown in Table 1.

Table 1: Number of tactical voting recommendations for each party compared to Survation's 14 June MRP estimated winners

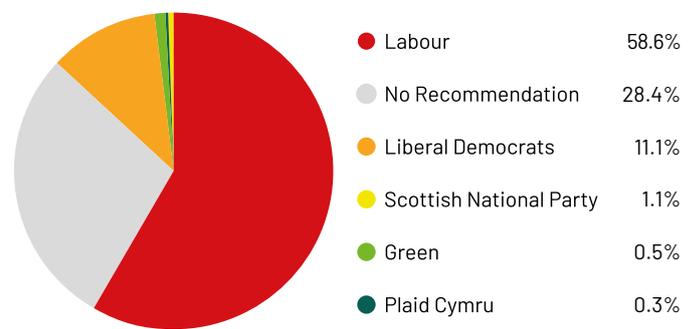
	MRP Seat Estimates	Number of Recommendations	Election result
	456	369	411
	72	0	121
	56	70	72
	1	3	4
	7	0	5
	37	7	9
	2	2	4
	-	179	-

 Labour
  Conservatives
  Liberal Democrats
  Green
  Reform
  Scottish National Party
  Plaid Cymru
  No Recommendation

Using our tactical voting recommendations methodology (Appendix 1), we made a total of 451 tactical voting recommendations across Great Britain for five different Westminster parties, and made no recommendation in 179 seats. The full list of our tactical voting recommendations in each constituency can be found in Appendix 3.

Where the polling showed that the party we would otherwise recommend was decisively ahead of the Conservatives or other populist parties we did not make a recommendation. That meant in 179 constituencies across Great Britain we told voters to vote with their hearts. We know tactical voting is a hard thing to ask of people, to vote for a party that is not their preference, and we do not believe it is right or helpful to press people to vote against their preferences when we know it is not necessary.

Figure 2: Number of tactical voting recommendations for each party as a percentage of constituencies in Great Britain



Although MRP polling was central to identifying which opposition party candidate was best placed to defeat their Conservative and Reform UK opponents in each seat, our recommendations differed to the MRP-estimated opposition party frontrunners in a limited number of constituencies. For England and Wales, the seats where we overruled MRP estimates are listed in Table 3 below.

Table 3: Seats where party targeting information steered our tactical voting recommendations ahead of MRP polling estimates for constituencies in England and Wales.

Constituency Name	Region	Rallings and Thrasher 2019	MRP Estimated Winner	Tactical Recommendation	Election Winner
Chelmsford	Eastern	Conservative	Labour	Lib Dem	Lib Dem
Didcot and Wantage	South East	Conservative	Labour	Lib Dem	Lib Dem
South West Hertfordshire	Eastern	Conservative	Labour	Lib Dem	Conservative
Waveney Valley	Eastern	Conservative	Labour	Green	Green



Labour had classed all seats listed in Table 3 as ‘Non-Battleground’ seats, meaning that Labour’s campaign HQ was not intending to spend significant party resources in these constituencies. Conversely, the Liberal Democrats were targeting Chelmsford, Didcot and Wantage and South West Hertfordshire, and the Green Party were targeting Waveney Valley.

In Scotland, and in line with our objective of electing as many pro-European representatives to the new UK Government’s benches as well as the opposition benches, we overruled MRP estimates in 21 seats, and gave our tactical voting recommendation to Scottish Labour instead of the SNP.

We therefore chose to recommend the parties targeting these seats instead of the party our MRP suggested was set to win.

Constituency Name	Region	Rallings & Thrasher 2019	MRP Winner	Tactical Vote Recommendation	GE Winner
Central Ayrshire	Scotland	SNP	SNP	Labour	Labour
East Renfrewshire	Scotland	SNP	SNP	Labour	Labour
Na h-Eileanan an Iar	Scotland	SNP	SNP	Labour	Labour
Kilmarnock and Loudoun	Scotland	SNP	SNP	Labour	Labour
Midlothian	Scotland	SNP	SNP	Labour	Labour
Alloa and Grangemouth	Scotland	SNP	SNP	Labour	Labour
Bathgate and Linlithgow	Scotland	SNP	SNP	Labour	Labour
Coatbridge and Bellshill	Scotland	SNP	SNP	Labour	Labour
Cumbernauld and Kirkintilloch	Scotland	SNP	SNP	Labour	Labour
Dundee Central	Scotland	SNP	SNP	Labour	SNP
Edinburgh East and Musselburgh	Scotland	SNP	SNP	Labour	Labour
Edinburgh South West	Scotland	SNP	SNP	Labour	Labour
Glasgow East	Scotland	SNP	SNP	Labour	Labour
Glasgow North	Scotland	SNP	SNP	Labour	Labour
Glasgow North East	Scotland	SNP	SNP	Labour	Labour
Glasgow South	Scotland	SNP	SNP	Labour	Labour
Glasgow South West	Scotland	SNP	SNP	Labour	Labour
Glasgow West	Scotland	SNP	SNP	Labour	Labour
Glenrothes and Mid Fife	Scotland	SNP	SNP	Labour	Labour
MIndependentswell, Wishaw and Carluke	Scotland	SNP	SNP	Labour	Labour
West Dunbartonshire	Scotland	SNP	SNP	Labour	Labour

Estimating the impact of tactical voting

Tactical voting occurs at every UK general election. The amount of tactical voting that takes place will change from election to election, and from constituency to constituency. The proportion of tactical votes received by each party will also vary significantly across elections, different UK nations and regions, and constituencies.

Tactical voting is also hard to measure and track. This is because, while tactical voting campaigns will engage voters directly, tactical voting messages will also reach voters by proxy, through candidates and political parties. It is essentially impossible to unravel the thread of exactly why any voter chose to vote in a particular way while most voters won't be able to explain their decision-making process - but we will try anyway.

Campaigns like ours actively engage voters online through our mailing lists, social media channels and targeted digital advertising. We also engage voters passively when voters already interested in tactical voting seek out our website and online resources independently of our actions. We also reached voters with out of home advertising, such as billboards and posters, in specific constituencies.

Separately to our campaigning, and without our knowledge or involvement, political parties and candidates across the UK will have used our polling, messages and branding on their own party-political material and in conversations on people's doorsteps, in an effort to persuade voters.

Since establishing a causal relationship between our campaign and the election outcome is near impossible, we therefore developed a methodology which sought to identify correlation instead. Specifically, our objective is to identify seats where tactical voting could have changed the outcome of the contest in the constituency.

To establish the correlation between tactical voting in general and the outcome of the election, we used two datasets:

1. The vote shares of each political party in each GB constituency as a percentage of votes cast at the General Election, as reported by the returning officers in each contest and as reported on the BBC website.
2. The proportion of tactical votes cast for each party, as a percentage of all votes received by each party, based on public opinion polling of 2021 GB adults carried out immediately after the General Election.

We applied this methodology to all seats where anti-Conservative tactical voting could be assumed to be taking place. These seats included all seats that were estimated to have been conservative held under Rallings and Thrasher's analysis and were:

- Liberal Democrat target seats
- Labour target seats classed as 'Offence' seats
- Seats that neither the Liberal Democrats nor the Labour Party were targeting

This was because in Liberal Democrat target and Labour Offence seats, both parties were seeking to increase their vote share, and would therefore benefit from tactical voting. In the seats neither party was targeting, tactical voting would still be taking place in these seats.

We did not apply the method in...

To establish the correlation between our tactical campaign specifically and the outcome of the election, we used both datasets above and one further dataset:

3. The number of interactions with each of our GetVoting.org constituency pages, as change in percentage interaction compared to the average number of interactions.



To establish how much tactical voting had taken place during the election, we asked a representative sample of 2,021 GB adults whether they had cast their vote for their party of choice because it was their preference in their seat, or whether they had voted tactically for this party to stop another party from winning the seat.

The results to this question, as a percentage of the total number of respondents, can be found in Table 5.

Table 5: Result for the question: "You said that you voted for [PARTY]. Which of the following statements is closest to your view?"

	Total	CON	LAB	LD	REF	GRN	SNP
I voted for this party because it is my preference in my seat	81.6%	90.4%	80.7%	68.7%	81.8%	85.2%	93.3%
I voted tactically for this party to stop another party from winning in my seat	17.1%	7.9%	18.7%	30.7%	16.5%	11.4%	6.8%
Other	1.3%	1.8%	0.6%	0.6%	1.7%	3.4%	-

Results in Table 5 show that, three weeks after polling day, 81.6% of respondents in Great Britain said they had not voted tactically, while 17.1% said that they had.

The proportion of respondents who said they had voted tactically for each party are given in Figure 6.

The results in Figure 6 indicate a significant amount of variation in tactical voting support for different parties with some parties benefitting more than others from tactical voting. The results suggest that as much as 30.7% of the Lib Dems vote share was tactical, the highest of any Westminster political party, while only 6.8% of respondents who voted for the SNP said that they did so tactically - the lowest proportion. 18.7% of Labour's vote share was tactical, while the Green Party's proportion of tactical vote share was 11.4%.

6. Proportion of tactical vote share

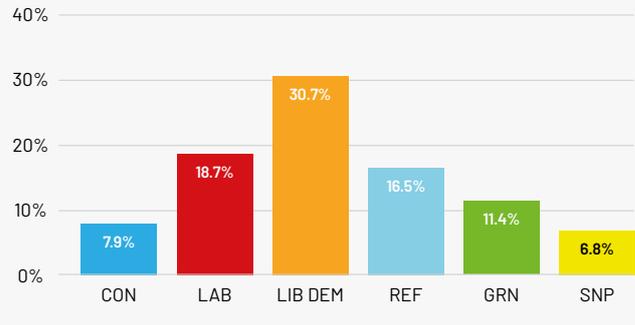


Figure 6: Respondents answering "I voted tactically for this party to stop another party from winning in my seat".

The poll also suggested a significant amount of tactical voting for right leaning and right wing parties had taken place, with the Conservatives and Reform UK's tactical vote share proportions estimated at 7.9% and 16.5% respectively.

Conversely, the results in Figure 6 below show the proportion of each

party's 'true' vote share, defined as the vote share received from respondents who say they supported that party because it was their preference in their seat.

We then made a number of assumptions regarding how the tactical voting behaviour of voters would vary across different seats in Great Britain, starting by assuming that tactical voting would not have been uniform across the country. We assumed:

- **Assumption 1:** That the Liberal Democrat tactical voting vote share was highest in Liberal Democrat target seats. In Liberal Democrat target seats, we therefore assumed that 30.7% of the party's vote share was tactical, and only 68.7% of their vote share was 'true' vote share.

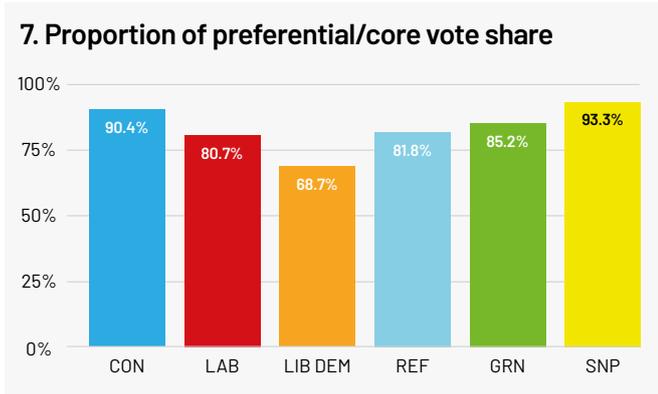


Figure 7: Respondents answering “I voted for this party because it is my preference in my seat”. The estimated ‘true vote share’.

- **Assumption 2:** That the Labour tactical voting vote share was highest in Labour target seats classed as ‘Offence’. In Labour Offence seats, we therefore assumed that the full 18.7% of the party’s vote share was tactical, and only 80.7% of their vote share was ‘true’ vote share.
- **Assumption 3:** That no tactical voting for the Conservatives or Reform UK occurred in any Liberal Democrat target seats, or Labour Offence seats. In both Liberal Democrat target and Labour Offence seats, we therefore assumed that 100% of the Conservative and Reform UK vote share was ‘true’ vote share, by assuming that no tactical vote trading had occurred between the Conservatives and Reform UK.

Method of application of above assumptions

We applied *Assumptions 1-3* above to every seat in England and Wales. We did not apply them to Scotland or Wales because polling results, as is standard, did not include party breakdowns of the data in those nations.

Labour ‘Offence’ Seats

To estimate what, if any, impact tactical voting had on seat results in Labour offence seats, we applied a simple ‘tactical voting tax’ to the Labour vote share by multiplying the actual vote share the party received

at the General Election by 0.807. This effectively applied *Assumption 2* (Labour’s estimated ‘true’ vote share of 80.7%) in Labour ‘Offence’ seats.

We applied *Assumption 4* by making no changes to the Conservative and Reform UK vote share in these seats.

Because we did not know where the tactical voting proportion of the Labour vote share had come from, we made three further assumptions:

- **Assumption 4:** None of Labour’s tactical vote share had come from the Conservatives or Reform UK.
- **Assumption 5:** None of Labour’s tactical vote share had come from any independent candidates.
- **Assumption 6:** All of Labour’s tactical vote share had come from the Liberal Democrats and Green Party.

Because we could not disaggregate how much of Labour’s tactical vote share would have come from either the Liberal Democrats or the Green Party, we assumed two scenarios.

In Scenario 1, we assumed:

- **Assumption 7:** a crude 50-50 redistribution of Labour’s tactical vote share to Liberal Democrats and the Green Party.

In Scenario 2, we assumed:

- **Assumption 8:** a crude 100% vote share transfer to the second placed progressive party in that seat.

As an example of the application of all the above assumptions and Scenario 1, the results for the Cities of London and Westminster Constituency are given in Figure 8.



8. Labour Scenario 1: Example

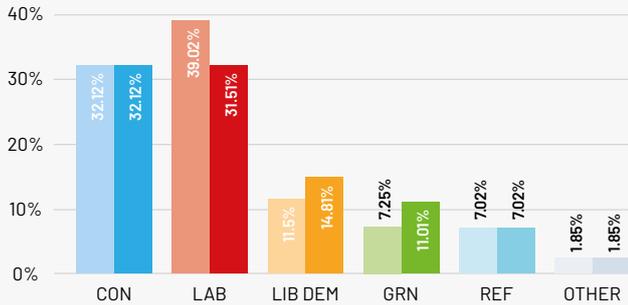


Figure 8: Results for the application of Scenario 1 of our methodology to the Cities of London and Westminster Constituency. Light colours are the vote share obtained by each party at the General Election, and full colours are redistributed results under Scenario 1.

As shown in Figure 8 above, in Scenario 1 only the Labour, Liberal Democrat and Green vote shares are affected. Conservative, Reform UK and ‘Other’ vote shares remain unaffected.

In this example, our methodology estimated that tactical voting could have changed the outcome of the contest in the Cities of London and Westminster constituency, because by applying Scenario 1, and reducing Labour’s vote share to 80.7% of their actual election result, suggested the Conservatives would have narrowly won the seat by a margin of 0.61% points.

Although a margin of 0.61% in favour of the Conservatives would make this seat ‘too close to call’, the marginality of the outcome meant that we would still estimate tactical voting to have played a significant role in determining the outcome of the contest in the seat.

Under Scenario 2, to determine the confidence with which we could estimate whether tactical voting had changed the outcome in Labour Offence seats,

we transferred 100% of Labour’s tactical voting vote share to the third progressive party in the seat - the Liberal Democrats. Although this is an extremely unlikely scenario, it gives an appreciation of how competitive the third party could have been, and whether different a different tactical voting behaviour could have resulted in the third party winning in the seat.

9. Scenario 2: Example

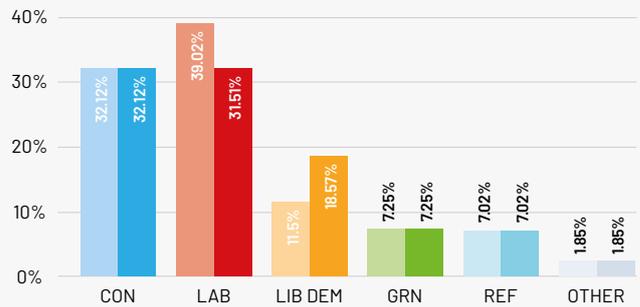


Figure 9: Results for the application of Scenario 2 of our methodology to the Cities of London and Westminster Constituency. Light colours are the vote share obtained by each party at the General Election, and full colours are redistributed results under Scenario 2.

As shown in Figure 9 above, in Scenario 2 only the Labour and Liberal Democrat vote shares are affected. Conservative, Reform UK, Green and ‘Other’ vote shares remain unaffected.

The results in Figure 9 show that there was very little chance that the third progressive party could have won the seat, even if 100% of Labour’s tactical vote share had been redistributed to the Liberal Democrats.

Liberal Democrat Target Seats

To estimate what, if any, impact tactical voting had on seat results in Liberal Democrat target seats, we multiplied the Liberal Democrats’ vote share by 0.687.

This applied *Assumption 1* (the Liberal Democrats' estimated 'true' vote share) in Liberal Democrat target seats.

Again, we applied *Assumption 3* by making no changes to the Conservative and Reform UK vote share in these seats.

We also re-applied *Assumptions 6, 7 and 8* to the Liberal Democrat target seats, meaning:

- None of the Liberal Democrat's tactical vote share had come from the Conservatives or Reform UK.
- None of the Liberal Democrat's tactical vote share had come from any independent candidates.
- All of the Liberal Democrat's tactical vote share had come from Labour and the Green Party.

In Scenario 1, we again assumed a crude 50-50 redistribution of the Liberal Democrats' tactical vote share to Labour and the Green Party. In Scenario 2, we assumed a crude 100% vote share transfer to the second placed progressive party in that seat.

As an example of the application of all the above assumptions and Scenario 1 in practice, the results for the Sutton and Cheam constituency are given in Figure 10 below.

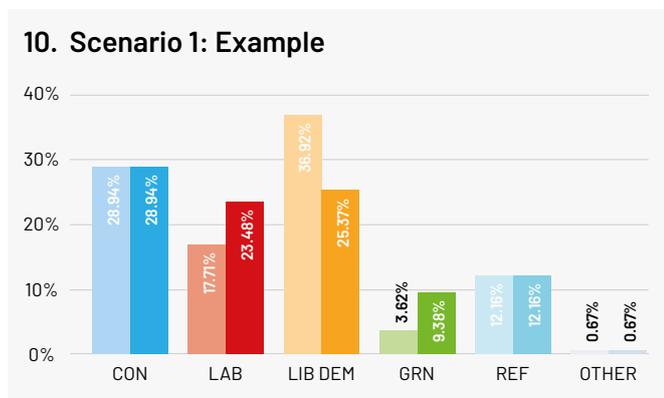


Figure 10: Results for the application of Scenario 1 of our methodology to the Sutton and Cheam

Constituency. Light colours are the vote share obtained by each party at the General Election, and full colours are redistributed results under Scenario 1.

In this example, we would estimate that tactical voting could have changed the outcome of the contest in the example seat, because applying Scenario 1, and reducing Liberal Democrats' vote share to 68.7% of their actual election result, suggests the Conservatives could have narrowly won the seat by a margin of 3.6% points.

We then again applied Scenario 2, to determine the confidence with which we could estimate whether tactical voting had changed the outcome in the Liberal Democrats' target seats. In this Scenario, we transferred 100% of the Liberal Democrat's tactical voting vote share to the third progressive party in the seat - in this case, the Labour Party.

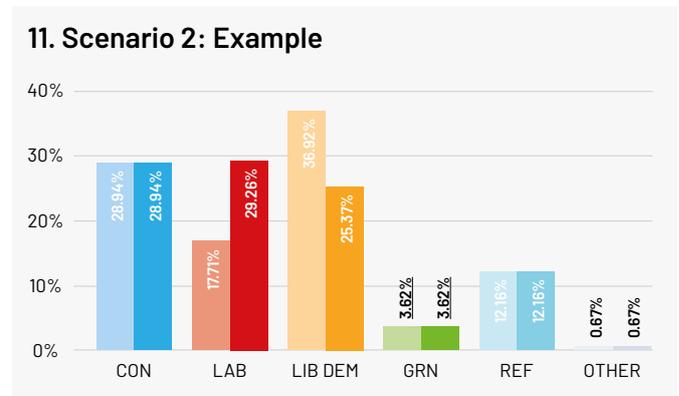


Figure 11: Results for the application of Scenario 2 of our methodology to the Sutton and Cheam Constituency. Light colours are the vote share obtained by each party at the General Election, and full colours are redistributed results under Scenario 2.



Figure 11 above shows the results for Scenario 2 and the redistribution of 100% of the Liberal Democrats' vote share to the Labour Party.

The results show that, had tactical voting behaviours been different in this seat, there was a possibility that the third progressive party could have won the seat with a margin of 0.32%.

In reality, and as noted before, this is an extreme scenario and in practice it is extremely unlikely that 100% of the vote would transfer entirely to one single other party.

Results - Scenario 1

In total, we applied Scenario 1 and Scenario 2 to 264 seats in England and Wales. The results for Scenario 1 are given in Table 12 below.

Table 12: Number of seats where tactical voting is estimated to have changed the outcome of the contest by party under Scenario 1.

Scenario 1 Results	Seats
Seats won by Labour that would have been won by the Conservatives	62
Seats won by the Liberal Democrats that would have been won by the Conservatives	29
Total number of seats	91

Results in Table 12 above indicated that under Scenario 1, tactical voting was estimated to have changed the outcome of the contest in 91 constituencies in England and Wales.

The net effect of tactical voting on the seat haul for each party affected is given in Table 13.

Table 13: How tactical voting is estimated to have impacted seat outcomes for parties in England and Wales.

Political party	GE Result	Scenario 1 Result	Change in party seat haul in absence of tactical voting
Labour	411*	349*	-62
Conservatives	121	212	+91
Liberal Democrats	72	43	-29
Reform UK	5	5	0
Plaid Cymru	4	4	0
Green Party	4	4	0

*Excludes Chorley

Results in Table 13 above suggested that tactical voting could have reduced the Conservative Party's seat haul by 91 seats - a 42.9% reduction in their estimated seat haul, had anti-Conservative tactical voting not taken place at the General Election.

Results also suggested that the Liberal Democrats could have gained an additional 29 seats as a result of tactical voting, accounting for just over 40% of all seats won by the Liberal Democrats at the General Election and just under 44% of all seats won by the party in England and Wales.

By comparison, our results estimated that Labour's seat haul could have increased by 62 seats due to tactical voting - the largest increase in absolute terms - accounting for just over 15% of all seats won by Labour at the General Election, and 16.6% of seats won by the party in England and Wales.

The analysis also suggested that tactical voting, although present, could not have changed the outcome of the contest in 173 constituencies in England and Wales.

The full list of all 91 seats where tactical voting is estimated to have changed the outcome of the contest can be found in Appendix 3.

The results of the application of Scenario 1 identified a number of seats where tactical voting could have accounted for the removal of a number of key Conservative opinion formers, leadership contenders and grandees, who would have otherwise retained their seat in Parliament. These include:

- Former Defence Secretary Grant Shapps, who lost his seat in Welwyn Hatfield to Labour.
- Former International Trade Secretary and Conservative Party Chairman Liam Fox, who lost his seat in North Somerset to Labour.
- Former Lord Chancellor and Justice Secretary Alex Chalk, who lost his seat in Cheltenham to the Liberal Democrats.
- Former Leader of the House of Commons Penny Mordaunt, who lost her seat of Portsmouth North to Labour.
- Former Deputy Prime Minister Thérèse Coffey who lost her seat of Suffolk Coastal to Labour.
- Former Secretary of State for Levelling Up, Housing and Communities Simon Clarke, who lost his seat of Middlesbrough South and East Cleveland to Labour.

The results of the application of Scenario 1 also identified two Liberal Democrat MPs that, without tactical voting, could have lost their seats to the Conservatives. These are:

- Sarah Green MP, in Chesham and Amersham Constituency.
- Richard Foord MP, in Honiton and Sidmouth Constituency.

Spotlight: Welwyn Hatfield

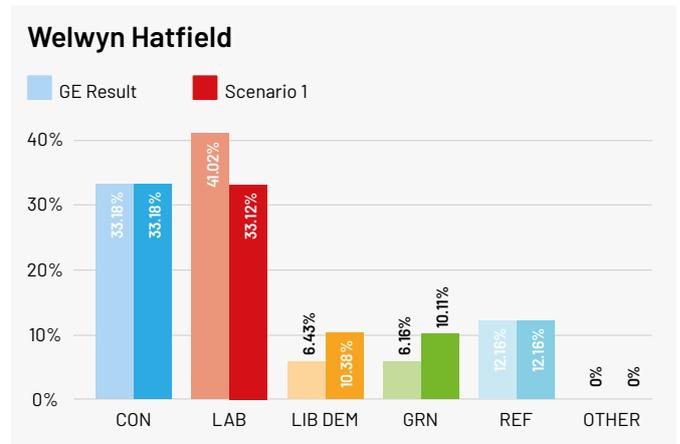


Figure 14: Results of the application of Scenario 1 to the Welwyn Hatfield constituency, showing how tactical voting is estimated to have changed the outcome of the contest in the seat, resulting in former Defence Secretary Grant Shapps losing the election to Labour’s Andrew Lewin MP.

Spotlight: Portsmouth North

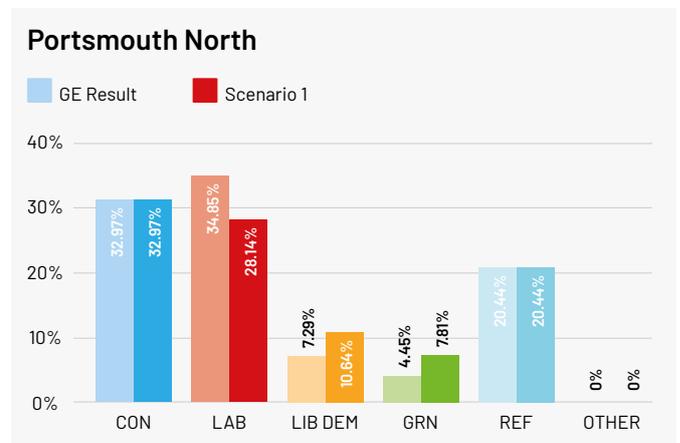


Figure 15: Results of the application of Scenario 1 to the Portsmouth North constituency, showing how tactical voting is estimated to have changed the outcome of the contest in the seat, resulting in former Leader of the House of Commons and future Conservative leadership hopeful Penny Mordaunt losing the election to Labour’s Amanda Martin MP.



The application of Scenario 1 also identified one seat where tactical voting may have helped the Liberal Democrats win the seat ahead of Labour (Hazel Grove), and conversely, one seat where tactical voting may have helped Labour win the seat ahead of the Liberal Democrats (Burnley).

However, in Burnley, where Labour won the seat, Labour’s vote share decreased by 8.5% compared to the Rallings and Thrasher notional results, whereas the Liberal Democrat vote share increased by 15.4%. In Hazel Grove, where the Liberal Democrats won the seat, Labour increased their vote share by 7.3% compared to the Rallings and Thrasher notional results whereas the Liberal Democrats’ vote share only increased by 0.5%. These changes in vote share, where the winning party’s vote share did not increase significantly compared to Rallings and Thrasher notional results, contradicted our assumption that tactical voting would have taken place in seats where opposition parties made electoral gains. Consequently, for both Hazel Grove and Burnley constituencies, we cannot conclude that the election outcome was due to tactical voting. Scenario 1 had therefore identified that both Labour and the Liberal Democrats were competitive in these seats.

Results - Scenario 2

In addition to Sutton and Cheam, discussed as an example for Scenario 2 earlier in this report, the application of Scenario 2 only identified one other seat that could have been won by the third placed opposition party under Scenario 2: Wimbledon.

Table 16: Seats that were estimated to change hands in Scenario 2

Constituency Name	Region	Tactical Vote Recommendation	GE 2024 Result	Scenario 1: Estimated winning party, had tactical voting not taken place	Scenario 2: Estimated winning party, had tactical voting taken place, entirely in favour of the third party
Wimbledon	London	Lib Dem	Lib Dem	Lib Dem	Labour
Sutton and Cheam	London	Lib Dem	Lib Dem	Conservative	Labour

Table 16 below shows that, by assuming a 100% redistribution of the Liberal Democrats’ tactical vote share to the Labour Party as per Scenario 2, both Wimbledon and Sutton and Cheam could have been won by Labour.

In Wimbledon, application of Scenario 1 indicated that the significant Liberal Democrat majority would not have changed the outcome of the election.

In reality, and as noted before, Scenario 2 is an extreme model of vote share redistribution, and in practice it is unlikely that 100% of the vote would transfer entirely to one single other party. Our conclusion for both Sutton and Cheam and Wimbledon constituencies is therefore not that Labour would have won the seats, had tactical voting recommendations differed, but that Labour was competitive in both of these seats.

The impact of GetVoting.org & Best for Britain

To estimate the impact we had at the General Election, we identified where seat contest outcomes correlated with the number of views our GetVoting.org constituency pages received.

Our method included calculating the average number of views our GetVoting.org pages, as well as the percentage increase or decrease in views each GetVoting.org page received compared to the average number of views. We then looked at how these views compared with all 91 constituencies where we estimated tactical voting could have changed the outcome of the contest, as identified under Scenario 1.

Table 17: Percentage change in GetVoting.org page views compared to average number of page views

	Percentage change in page views
Seats with recommendation for any opposition party	+16.8%
Seats without any tactical voting recommendation	-42.2%
Seats with a tactical voting recommendation for Labour	+6.2%
Seats with a tactical voting recommendation for the Liberal Democrats	+72.6%
Seats a tactical voting recommendation for the Green Party	+200.7%

Results in Table 17 above showed that seats where we made a tactical voting recommendation received 16.8% more views than the average GetVoting.org constituency page.

Where we didn't make tactical voting recommendations, GetVoting.org pages received 42.2% fewer views than the average GetVoting.org constituency page.

Seats where we recommended Labour received a 6.2% boost in page views, while pages where we recommended the Liberal Democrats received a 72.6% increase in page views.

The three seats where we recommended the Green Party (Brighton Pavilion, Waveney Valley and North Herefordshire) received a 200% increase in page views compared to the average GetVoting.org constituency page.

To identify seats where our campaign made a material difference to seat outcomes, we isolated seats identified under Scenario 1 where opposition

parties were not spending significant resources. This is because, as mentioned before, tactical voting messages are often used by political parties as part of their 'squeeze' operation.

By looking only at seats classed as 'non-battleground' seats by Labour and not targeted by the Liberal Democrats, comparing the outcome of the contest in these seats under Scenario 1 to the number of views of our GetVoting.org pages, it was possible to estimate the impact of our tactical voting campaign in isolation to party political campaigning in those seats. The results are provided in Table 18.

Each of the seats in Table 18 (next page) had already been identified as seats where tactical voting could have changed the outcome of the contest under Scenario 1.

The further analysis in Table 18 identifies 21 seats, not targeted by either Labour or the Liberal Democrats, where our tactical voting campaign could have been the difference between the opposition party candidate winning the seat from the Conservatives, and the Conservatives holding the seat. This includes 16 seats won by Labour, and 5 seats won by the Liberal Democrats.

Considering the change in percentage views of the respective GetVoting.org constituency pages, seats won by the Liberal Democrat and Labour seats received a 118% and 33.8% boost in page views respectively. In both cases, this was a significant increase in page views compared to the average number of page views received by either party across all GetVoting.org pages.

There were five constituencies which received a lower than average percentage number of page views, these were: North West Cambridgeshire, Sittingbourne and Sheppey, Ribble Valley, Dartford



Table 18

Constituency	Region	Rallings & Thrasher	TV Rec	Page views	Change in Percentage views	Result	Second	Vote Margin	Vote Share Margin
Poole	South West	Conservative	Labour	4690	50.3%	Labour	Conservative	18	0.04%
North West Cambridgeshire	Eastern	Conservative	Labour	2275	-27.1%	Labour	Conservative	39	0.09%
Sittingbourne and Sheppey	South East	Conservative	Labour	1784	-42.8%	Labour	Conservative	355	0.87%
Ely and East Cambridgeshire	Eastern	Conservative	Lib Dem	9225	195.6%	Lib Dem	Conservative	495	0.95%
North Somerset	South West	Conservative	Labour	6494	108.1%	Labour	Conservative	639	1.19%
South West Norfolk	Eastern	Conservative	Labour	8898	185.2%	Labour	Conservative	630	1.42%
Ribble Valley	North West	Conservative	Labour	2579	-17.3%	Labour	Conservative	856	1.65%
Lichfield	West Midlands	Conservative	Labour	4212	35.0%	Labour	Conservative	810	1.65%
Bracknell	South East	Conservative	Labour	3509	12.5%	Labour	Conservative	784	1.79%
South Dorset	South West	Conservative	Labour	3994	28.0%	Labour	Conservative	1,048	2.14%
Suffolk Coastal	Eastern	Conservative	Labour	7315	134.4%	Labour	Conservative	1,070	2.16%
Dartford	South East	Conservative	Labour	2133	-31.6%	Labour	Conservative	1,192	2.68%
Bury St Edmunds and Stowmarket	Eastern	Conservative	Labour	5454	74.8%	Labour	Conservative	1,452	2.85%
North East Hertfordshire	Eastern	Conservative	Labour	4603	47.5%	Labour	Conservative	1,923	3.66%
Ashford	South East	Conservative	Labour	2854	-8.5%	Labour	Conservative	1,779	3.79%
South East Cornwall	South West	Conservative	Labour	5699	82.6%	Labour	Conservative	1,911	3.88%
St Austell and Newquay	South West	Conservative	Labour	3901	25.0%	Labour	Conservative	2,470	5.29%
Maidenhead	South East	Conservative	Lib Dem	6438	106.3%	Lib Dem	Conservative	2,963	5.89%
Tiverton and Minehead	South West	Conservative	Lib Dem	5227	67.5%	Lib Dem	Conservative	3,507	7.38%
St Neots and Mid Cambridgeshire	Eastern	Conservative	Lib Dem	8508	172.7%	Lib Dem	Conservative	4,621	8.74%
South Cotswolds	South West	Conservative	Lib Dem	6228	99.6%	Lib Dem	Conservative	4,973	9.51%

and Ashford. However, in each of these, the absolute number of page views still significantly exceeded the vote margin in those constituencies. Not every page view will have converted into a vote for the party receiving our tactical voting recommendation, but the analysis reinforces our estimation that our tactical voting campaign contributed to the outcome of the contest in the 21 seats listed in Table 18.

The analysis also identified South West Norfolk, former Prime Minister Liz Truss’s seat, as a constituency where our tactical voting campaign could have had a significant impact on the outcome of the contest.

Spotlight - South West Norfolk

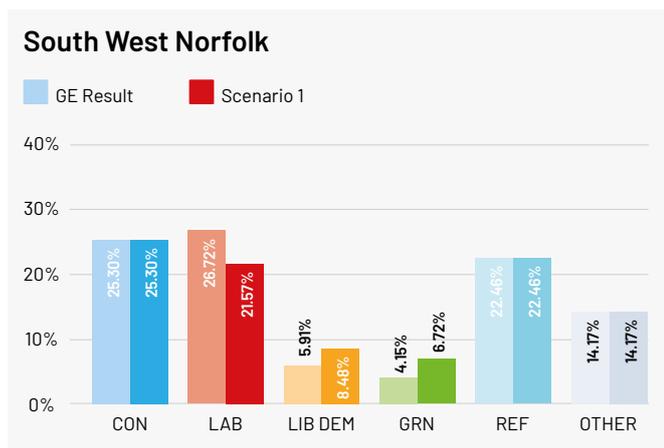


Figure 19: Results of the application of Scenario 1 to the South West Norfolk constituency, showing how tactical voting is estimated to have changed the outcome of the contest in the seat, resulting in former Prime Minister Liz Truss losing her seat to Labour’s Terry Jermy MP.

The South West Norfolk page on GetVoting.org saw a 185% increase in page views compared to the average GetVoting.org page, and 8898 page views - 14 times the number of votes by which Labour’s Terry Jermy MP beat Liz Truss.

What we got right, and what we got wrong

There were no seats where an incorrect tactical voting recommendation led to a Conservative or Reform UK candidate winning the contest. However, there were six seats where we recommended an opposition party that was different from the opposition party that won the contest, as listed in Table 20 (next page).

We classified all seats in Table 20 as constituencies where we made an ‘inaccurate’ tactical voting recommendation. We calculated our percentage accuracy by considering the 6 inaccurate recommendations as a proportion of the 451 tactical voting recommendations we made across Great Britain, excluding the 179 seats where we did not make a recommendation. In seats where a Conservative or Reform UK candidate won the contest ahead of an opposition party candidate we recommended, we still considered this to be an ‘accurate’ recommendation.

	Seats (number)	Seats (percentage)
Total number of tactical voting recommendations	451	98.7%
Inaccurate tactical voting recommendations	6	1.3%

Table 21: Accuracy of GetVoting.org tactical voting recommendations.

As shown in Table 21 our tactical voting recommendation accuracy was therefore 98.7%. Looking at the six seats in which we made an inaccurate tactical voting recommendation, the driving factor for our decision making was MRP polling in those seats. At the time of making our recommendations, most public MRP polls, including our own, were showing a mixture of results for the six seats in question. In Table 20, we report which MRP polls were accurately predicting the first and second places for each of the six seats.



Table 20: Seats where we recommended an opposition party which was different to the winning opposition party

Constituency	Region	Rallings and Thrasher	MRP Estimate	Tactical Vote Recommendation	GE Winner
Bristol Central	South West	Labour	Labour	Labour	Green
Epsom and Ewell	South East	Conservative	Labour	Labour	Lib Dem
Mid Sussex	South East	Conservative	Labour	Labour	Lib Dem
Newton Abbot	South West	Conservative	Labour	Labour	Lib Dem
Caerfyrddin	Wales	Conservative	Labour	Labour	Plaid Cymru
Ynys Mon	Wales	Conservative	Labour	Labour	Plaid Cymru

Table 22: MRP polling accuracy of first and second places in the six seats where we made an inaccurate tactical voting recommendations

Constituency	Region	Survation (14th June)		More in Common (3rd June)		YouGov (3rd June)		New Statesman (3rd June)	
		Winner	Second	Winner	Second	Winner	Second	Winner	Second
Bristol Central	South West	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Accurate	Accurate	Inaccurate	Inaccurate
Epsom and Ewell	South East	Inaccurate	Accurate	Inaccurate	Accurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate
Mid Sussex	South East	Inaccurate	Accurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Accurate	Accurate
Newton Abbot	South West	Inaccurate	Accurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate
Caerfyrddin	Wales	Inaccurate	Inaccurate	Accurate	Accurate	Inaccurate	Inaccurate	Accurate	Inaccurate
Ynys Mon	Wales	Inaccurate	Accurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate	Inaccurate

Analysis of second places

Looking beyond the top-line figures of seats won by each Westminster political party, the party rankings in the second places indicate that a significant realignment of British politics took place during the 2024 General Election.

Figure 23 below shows the number of seats in which each opposition political party in Great Britain.

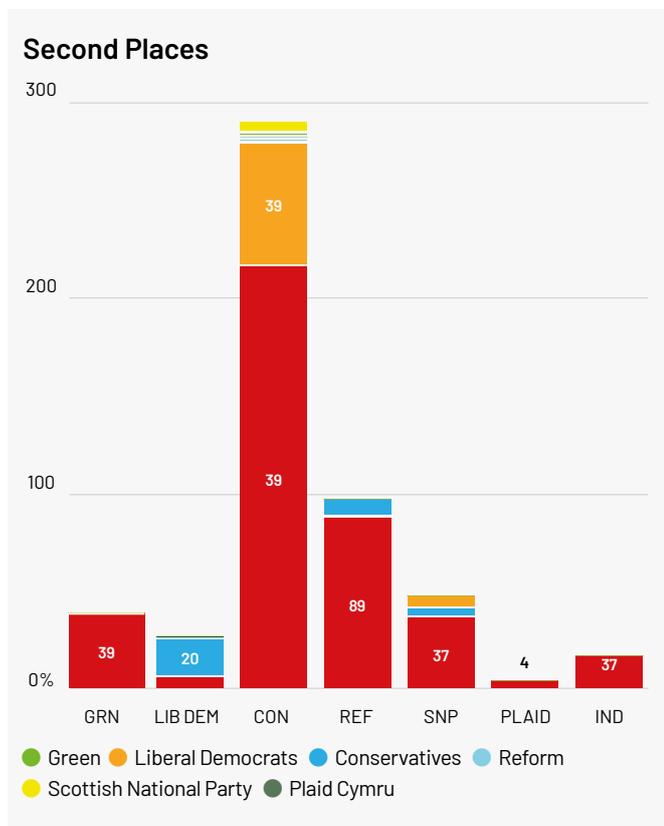


Figure 23: Second places of each opposition party in England and Wales (x axis) and who holds the seat (bar chart colouration) after the 2024 election

Figure 23 above shows that:

- Greens are second in 39 Labour held seats.
- Lib Dems are second in 27 seats, 20 of which are held by the Conservatives, six by Labour, and one held by Plaid Cymru.

- The Conservatives are second in 293 seats, of which:
 - 219 are held by Labour
 - 64 by the Liberal Democrats
 - Five held by the SNP
 - Two by the Greens and Reform UK
 - One held by Plaid Cymru
- Reform UK are second in 98 seats, 89 of which are held by Labour, and only nine held by the Conservatives.
- The SNP are second in 48 seats, of which 37 are held by Labour, six by the Liberal Democrats and five by the Conservatives.
- Plaid Cymru is second in four seats, all currently held by Labour.
- And 17 independents who stood at the election came second in Labour-held seats.

This significantly different picture indicates that, come the 2029 general election, Labour could face a highly asymmetric contest.

On its right flank, Labour could face a significant challenge by Reform UK in its 89 Labour-facing seats in traditional Labour heartlands, on top of the usual challenge from the Conservatives.

At the same time, on the left flank, Labour is likely to face a mounting challenge from the Green Party in Labour-held urban seats.

Unusually, the nature of the second places suggest that contests between Labour and the Liberal Democrats will be limited as the Liberal Democrats, who now have a more traditional small-c Conservative voter-base, may well focus their attention on gaining ground in rural Conservative constituencies.



Appendix 1 – Methodology

This text appeared on the GetVoting.org website during the 2024 UK General Election.

Our Objectives

The next UK Government will have the unprecedented opportunity, and unenviable responsibility, to rebuild UK-EU relations after over a decade of Eurosceptic Conservative misrule.

This is why Best for Britain has a double ambition for this general election:

- Lock the Conservatives and other populists out of power for a generation.
- Elect as many pro-European elected representatives sitting on the next (likely) UK Government's benches as well as the opposition benches.

Our Methodology

We determine our tactical voting recommendations by considering the circumstances of each Parliamentary constituency individually. To help us make the decision, we consider a number of factors including:

1. Party-political targeting information, to establish how much resource each party is putting into the seat.

2. Local factors, such as how well established each party is in the constituency. Here we include consideration of local election results, and the size of the local party.

3. The latest and most accurate MRP polling for the seat, to give us an indication of how much support each party enjoys in the constituency.

In England and Wales

In seats that are being defended by a Conservative incumbent, or seats where the 2019 General Election notional winners are the Conservatives, we will make a tactical voting recommendation for the opposition party most likely to win the seat from the Conservatives, or prevent a Reform UK candidate winning the seat, taking into consideration:

- Which opposition party is best placed to beat the Conservatives and/or prevent a Reform UK candidate winning the seat.
- Which opposition party is targeting the seat.
- Which party has the most local party resources to run an effective campaign.

In seats already held by an opposition party incumbent, we will only make a tactical voting recommendation for the opposition party incumbent if the MRP polling suggests they are only leading by up to 15% on vote share.

If the MRP polling suggests the opposition party incumbent is leading by over 15% on vote share, we will not make any tactical voting recommendation unless there are significant local factors, unlikely to be identified by the MRP polling, which mean the opposition party incumbent could be at risk of losing their seat.

In Scotland

In seats that are being defended by a Conservative incumbent, or seats where the 2019 General Election notional winners are the Conservatives, we will make a tactical voting recommendation for the party most likely to win the seat from the Conservatives, taking into consideration:

- Which opposition party is best placed to beat the Conservatives and/or prevent a Reform UK candidate winning the seat.
- Which opposition party is targeting the seat.
- Which party has the most local party resources to run an effective campaign.

In seats that are being defended by an SNP incumbent, or where 2019 General Election notional winners are the SNP, and there is no possibility of the Conservatives winning the seat, we will make a tactical voting recommendation for Scottish Labour to ensure the Scotland's views are represented on both the next (likely) UK Government's benches, as well as the opposition benches.

In Northern Ireland

Due to the vastly different electoral landscape where the five most popular parties do not stand candidates in Britain, we are unable to provide constituency-level MRP analysis for the 18 seats in Northern Ireland. For this reason, we are not providing constituency-level tactical voting advice but recommend that voters across Northern Ireland DO NOT VOTE for the Democratic Unionist Party (DUP), or Traditional Unionist Voice (TUV). This is because both the DUP and TUV have expressed support for the current Government and their policies, and both have been endorsed by Reform UK.

Appendix 2 - MRP performance and accuracy

Since polling day we have assessed the accuracy of multiple publicly available MRPs, including our own by Survation, against the outcome of the General Election. Dozens of MRPs were published during the campaign with a wide variation in predictions and there has been much discussion about their accuracy and use as predictors during election campaigns.

Because we announced our recommendations on the 17 June 2024, we have only considered MRPs released from 1 June 2024 to 17 June 2024, to check whether our assessment at that time reflected the best data available at the time we made our tactical voting recommendations.

To carry out this assessment, we simply compared each MRP's estimated winner, second, third, fourth and fifth placed parties against the outcomes of the General Election in each constituency in Great Britain. Where the MRP estimation in a seat matched the General Election outcome, we considered this to be an 'Accurate' estimation, and where the MRP estimation differed from the General Election outcome, we considered this to be an 'Inaccurate' estimation.



Table 24: Accurate and Inaccurate seat estimation results as seat numbers and percentage of total seats for each MRP poll considered

	Survation (14th June)				More in Common (3rd June)				YouGov (3rd June)				New Statesman (3rd June)			
	Accurate		Inaccurate		Accurate		Inaccurate		Accurate		Inaccurate		Accurate		Inaccurate	
Winner	500	79.1%	132	20.9%	499	79.0%	133	21.0%	554	87.7%	78	12.3%	541	85.6%	91	14.4%
Second	370	58.5%	262	41.5%	336	53.2%	296	46.8%	423	66.9%	209	33.1%	365	57.8%	267	42.2%
Third	343	54.3%	289	45.7%	225	35.6%	407	64.4%	341	54.0%	291	46.0%	340	53.8%	292	46.2%
Fourth	273	43.2%	359	56.8%	145	22.9%	487	77.1%	295	46.7%	337	53.3%	242	38.3%	390	61.7%
Fifth	319	50.5%	313	49.5%	304	48.1%	328	51.9%	369	58.4%	263	41.6%	304	48.1%	328	51.9%

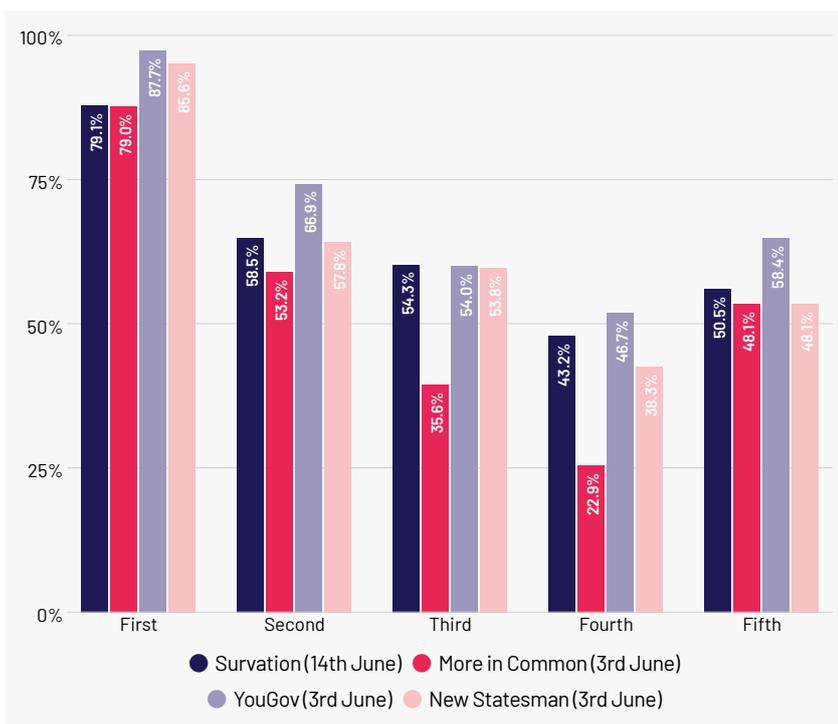


Figure 25: Percentage of Accurate seat estimations for each MRP poll considered

The results in Table # and Figure # showed that all MRP polls available in the leadup to our tactical voting recommendations announcement were moderately successful in predicting the winning political party in

each seat, but their accuracy dropped significantly when predicting Second, Third, Fourth and Fifth places.

All MRPs estimated at least 79% of seats accurately, with YouGov (released on 3rd June) having the highest accuracy at 87.7% and More in Common (released on 3rd June) the lowest accuracy at 79.0%. Our pollster, Survation (released on 14th June), estimated 79.1% of first places accurately.

Only YouGov accurately estimated over 60% of second places (66.9% accurate), while Survation estimated 58.5% of second places accurately.

The New Statesman and More in Common's MRPs estimated second places accurately in 57.8% and 53.2% of seats respectively.

Appendix 3 - Tactical voting victories

Full list of seats where tactical voting is estimated to have changed the outcome of the contest

Constituency Name	Region	Tactical Vote Recommendation	GE 2024 Result	Estimated winning party, had tactical voting not taken place
Ashford	South East	Labour	Labour	Conservative
Aylesbury	South East	Labour	Labour	Conservative
Banbury	South East	Labour	Labour	Conservative
Bexleyheath and Crayford	London	Labour	Labour	Conservative
Bicester and Woodstock	South East	Lib Dem	Lib Dem	Conservative
Bracknell	South East	Labour	Labour	Conservative
Buckingham and Bletchley	South East	Labour	Labour	Conservative
Burnley	North West	Labour	Labour	Lib Dem
Burton and Uttoxeter	West Midlands	Labour	Labour	Conservative
Bury St Edmunds and Stowmarket	Eastern	Labour	Labour	Conservative
Chatham and Aylesford	South East	Labour	Labour	Conservative
Chelmsford	Eastern	Lib Dem	Lib Dem	Conservative
Chelsea and Fulham	London	Labour	Labour	Conservative
Cheltenham	South West	Lib Dem	Lib Dem	Conservative
Chesham and Amersham	South East	Lib Dem	Lib Dem	Conservative
Chipping Barnet	London	Labour	Labour	Conservative
Cities of London and Westminster	London	Labour	Labour	Conservative
Congleton	North West	Labour	Labour	Conservative
Darlington	North East	Labour	Labour	Conservative
Dartford	South East	Labour	Labour	Conservative
Derbyshire Dales	East Midlands	Labour	Labour	Conservative
Didcot and Wantage	South East	Lib Dem	Lib Dem	Conservative
Doncaster East and the Isle of Axholme	Yorkshire and the Humber	Labour	Labour	Conservative
Dorking and Horley	South East	Lib Dem	Lib Dem	Conservative
Dudley	West Midlands	Labour	Labour	Conservative
Dunstable and Leighton Buzzard	Eastern	Labour	Labour	Conservative
Earley and Woodley	South East	Labour	Labour	Conservative
Eastleigh	South East	Lib Dem	Lib Dem	Conservative
Ely and East Cambridgeshire	Eastern	Lib Dem	Lib Dem	Conservative
Forest of Dean	South West	Labour	Labour	Conservative
Gravesham	South East	Labour	Labour	Conservative
Harlow	Eastern	Labour	Labour	Conservative
Hazel Grove	North West	Lib Dem	Lib Dem	Labour
Hendon	London	Labour	Labour	Conservative



Constituency Name	Region	Tactical Vote Recommendation	GE 2024 Result	Estimated winning party, had tactical voting not taken place
Henley and Thame	South East	Lib Dem	Lib Dem	Conservative
Hexham	North East	Labour	Labour	Conservative
Honiton and Sidmouth	South West	Lib Dem	Lib Dem	Conservative
Horsham	South East	Lib Dem	Lib Dem	Conservative
Hyndburn	North West	Labour	Labour	Conservative
Kensington and Bayswater	London	Labour	Labour	Conservative
Lichfield	West Midlands	Labour	Labour	Conservative
Lowestoft	Eastern	Labour	Labour	Conservative
Maidenhead	South East	Lib Dem	Lib Dem	Conservative
Melksham and Devizes	South West	Lib Dem	Lib Dem	Conservative
Mid Derbyshire	East Midlands	Labour	Labour	Conservative
Mid Dorset and North Poole	South West	Lib Dem	Lib Dem	Conservative
Middlesbrough South and East Cleveland	North East	Labour	Labour	Conservative
Newbury	South East	Lib Dem	Lib Dem	Conservative
North Devon	South West	Lib Dem	Lib Dem	Conservative
North East Derbyshire	East Midlands	Labour	Labour	Conservative
North East Hampshire	South East	Lib Dem	Lib Dem	Conservative
North East Hertfordshire	Eastern	Labour	Labour	Conservative
North Norfolk	Eastern	Lib Dem	Lib Dem	Conservative
North Somerset	South West	Labour	Labour	Conservative
North Warwickshire and Bedworth	West Midlands	Labour	Labour	Conservative
North West Cambridgeshire	Eastern	Labour	Labour	Conservative
North West Leicestershire	East Midlands	Labour	Labour	Conservative
Pendle and Clitheroe	North West	Labour	Labour	Conservative
Peterborough	Eastern	Labour	Labour	Conservative
Poole	South West	Labour	Labour	Conservative
Portsmouth North	South East	Labour	Labour	Conservative
Reading West and Mid Berkshire	South East	Labour	Labour	Conservative
Redditch	West Midlands	Labour	Labour	Conservative
Ribble Valley	North West	Labour	Labour	Conservative
Rochester and Strood	South East	Labour	Labour	Conservative
Rother Valley	Yorkshire and the Humber	Labour	Labour	Conservative
Sittingbourne and Sheppey	South East	Labour	Labour	Conservative
South Cotswolds	South West	Lib Dem	Lib Dem	Conservative
South Dorset	South West	Labour	Labour	Conservative
South East Cornwall	South West	Labour	Labour	Conservative
South Norfolk	Eastern	Labour	Labour	Conservative
South West Norfolk	Eastern	Labour	Labour	Conservative
Southend West and Leigh	Eastern	Labour	Labour	Conservative
St Austell and Newquay	South West	Labour	Labour	Conservative

A CHANGE OF GOVERNMENT is BEST for BRITAIN

Constituency Name	Region	Tactical Vote Recommendation	GE 2024 Result	Estimated winning party, had tactical voting not taken place
St Neots and Mid Cambridgeshire	Eastern	Lib Dem	Lib Dem	Conservative
Stoke-on-Trent South	West Midlands	Labour	Labour	Conservative
Stratford-on-Avon	West Midlands	Lib Dem	Lib Dem	Conservative
Suffolk Coastal	Eastern	Labour	Labour	Conservative
Surrey Heath	South East	Lib Dem	Lib Dem	Conservative
Sutton and Cheam	London	Lib Dem	Lib Dem	Conservative
Tamworth	West Midlands	Labour	Labour	Conservative
Tewkesbury	South West	Lib Dem	Lib Dem	Conservative
Thornbury and Yate	South West	Lib Dem	Lib Dem	Conservative
Tiverton and Minehead	South West	Lib Dem	Lib Dem	Conservative
Torbay	South West	Lib Dem	Lib Dem	Conservative
Uxbridge and South Ruislip	London	Labour	Labour	Conservative
Welwyn Hatfield	Eastern	Labour	Labour	Conservative
West Dorset	South West	Lib Dem	Lib Dem	Conservative
Witney	South East	Lib Dem	Lib Dem	Conservative
Worthing West	South East	Labour	Labour	Conservative
Clwyd North	Wales	Labour	Labour	Conservative
Mid and South Pembrokeshire	Wales	Labour	Labour	Conservative
Monmouthshire	Wales	Labour	Labour	Conservative



Appendix 4 - Our recommendations in full

Table of all constituencies with our recommendation and the final results (and Rallings & Thrasher incumbent)

Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001063	Aldershot	South East	Conservative	Labour	Labour
E14001064	Aldridge-Brownhills	West Midlands	Conservative	Labour	Conservative
E14001065	Altrincham and Sale West	North West	Conservative	Labour	Labour
E14001066	Amber Valley	East Midlands	Conservative	Labour	Labour
E14001067	Arundel and South Downs	South East	Conservative	Labour	Conservative
E14001068	Ashfield	East Midlands	Conservative	Labour	Reform UK
E14001069	Ashford	South East	Conservative	Labour	Labour
E14001070	Ashton-under-Lyne	North West	Labour	No Rec	Labour
E14001071	Aylesbury	South East	Conservative	Labour	Labour
E14001072	Banbury	South East	Conservative	Labour	Labour
E14001073	Barking	London	Labour	No Rec	Labour
E14001074	Barnsley North	Yorkshire and the Humber	Labour	No Rec	Labour
E14001075	Barnsley South	Yorkshire and the Humber	Labour	No Rec	Labour
E14001076	Barrow and Furness	North West	Conservative	Labour	Labour
E14001077	Basildon and Billericay	Eastern	Conservative	Labour	Conservative
E14001078	Basingstoke	South East	Conservative	Labour	Labour
E14001079	Bassetlaw	East Midlands	Conservative	Labour	Labour
E14001080	Bath	South West	Lib Dem	No Rec	Lib Dem
E14001081	Battersea	London	Labour	No Rec	Labour
E14001082	Beaconsfield	South East	Conservative	Lib Dem	Conservative
E14001083	Beckenham and Penge	London	Labour	Labour	Labour
E14001084	Bedford	Eastern	Labour	Labour	Labour
E14001085	Bermondsey and Old Southwark	London	Labour	No Rec	Labour
E14001086	Bethnal Green and Stepney	London	Labour	Labour	Labour
E14001087	Beverley and Holderness	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001088	Bexhill and Battle	South East	Conservative	Labour	Conservative
E14001089	Bexleyheath and Crayford	London	Conservative	Labour	Labour
E14001090	Bicester and Woodstock	South East	Conservative	Lib Dem	Lib Dem
E14001091	Birkenhead	North West	Labour	No Rec	Labour
E14001092	Birmingham Edgbaston	West Midlands	Labour	No Rec	Labour
E14001093	Birmingham Erdington	West Midlands	Labour	Labour	Labour
E14001094	Birmingham Hall Green and Moseley	West Midlands	Labour	No Rec	Labour

Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001095	Birmingham Hodge Hill and Solihull North	West Midlands	Labour	Labour	Labour
E14001096	Birmingham Ladywood	West Midlands	Labour	Labour	Labour
E14001097	Birmingham Northfield	West Midlands	Conservative	Labour	Labour
E14001098	Birmingham Perry Barr	West Midlands	Labour	Labour	Independent
E14001099	Birmingham Selly Oak	West Midlands	Labour	No Rec	Labour
E14001100	Birmingham Yardley	West Midlands	Labour	Labour	Labour
E14001101	Bishop Auckland	North East	Conservative	Labour	Labour
E14001102	Blackburn	North West	Labour	Labour	Independent
E14001103	Blackley and Middleton South	North West	Labour	No Rec	Labour
E14001104	Blackpool North and Fleetwood	North West	Conservative	Labour	Labour
E14001105	Blackpool South	North West	Conservative	Labour	Labour
E14001106	Blaydon and Consett	North East	Labour	Labour	Labour
E14001107	Blyth and Ashington	North East	Labour	No Rec	Labour
E14001108	Bognor Regis and Littlehampton	South East	Conservative	Labour	Conservative
E14001109	Bolsover	East Midlands	Conservative	Labour	Labour
E14001110	Bolton North East	North West	Conservative	Labour	Labour
E14001111	Bolton South and Walkden	North West	Labour	Labour	Labour
E14001112	Bolton West	North West	Conservative	Labour	Labour
E14001113	Bootle	North West	Labour	No Rec	Labour
E14001114	Boston and Skegness	East Midlands	Conservative	Labour	Reform UK
E14001115	Bournemouth East	South West	Conservative	Labour	Labour
E14001116	Bournemouth West	South West	Conservative	Labour	Labour
E14001117	Bracknell	South East	Conservative	Labour	Labour
E14001118	Bradford East	Yorkshire and the Humber	Labour	Labour	Labour
E14001119	Bradford South	Yorkshire and the Humber	Labour	Labour	Labour
E14001120	Bradford West	Yorkshire and the Humber	Labour	Labour	Labour
E14001121	Braintree	Eastern	Conservative	Labour	Conservative
E14001122	Brent East	London	Labour	No Rec	Labour
E14001123	Brent West	London	Labour	No Rec	Labour
E14001124	Brentford and Isleworth	London	Labour	No Rec	Labour
E14001125	Brentwood and Ongar	Eastern	Conservative	Labour	Conservative
E14001126	Bridgwater	South West	Conservative	Labour	Conservative
E14001127	Bridlington and The Wolds	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001128	Brigg and Immingham	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001129	Brighton Kemptown and Peacehaven	South East	Labour	No Rec	Labour
E14001130	Brighton Pavilion	South East	Green	Green	Green
E14001131	Bristol Central	South West	Labour	Labour	Green



Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001132	Bristol East	South West	Labour	No Rec	Labour
E14001133	Bristol North East	South West	Labour	Labour	Labour
E14001134	Bristol North West	South West	Labour	No Rec	Labour
E14001135	Bristol South	South West	Labour	No Rec	Labour
E14001136	Broadland and Fakenham	Eastern	Conservative	Labour	Conservative
E14001137	Bromley and Biggin Hill	London	Conservative	Labour	Conservative
E14001138	Bromsgrove	West Midlands	Conservative	Labour	Conservative
E14001139	Broxbourne	Eastern	Conservative	Labour	Conservative
E14001140	Broxtowe	East Midlands	Conservative	Labour	Labour
E14001141	Buckingham and Bletchley	South East	Conservative	Labour	Labour
E14001142	Burnley	North West	Conservative	Labour	Labour
E14001143	Burton and Uttoxeter	West Midlands	Conservative	Labour	Labour
E14001144	Bury North	North West	Conservative	Labour	Labour
E14001145	Bury South	North West	Conservative	Labour	Labour
E14001146	Bury St Edmunds and Stowmarket	Eastern	Conservative	Labour	Labour
E14001147	Calder Valley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001148	Camborne and Redruth	South West	Conservative	Labour	Labour
E14001149	Cambridge	Eastern	Labour	No Rec	Labour
E14001150	Cannock Chase	West Midlands	Conservative	Labour	Labour
E14001151	Canterbury	South East	Labour	No Rec	Labour
E14001152	Carlisle	North West	Conservative	Labour	Labour
E14001153	Carshalton and Wallington	London	Conservative	Lib Dem	Lib Dem
E14001154	Castle Point	Eastern	Conservative	Labour	Conservative
E14001155	Central Devon	South West	Conservative	Labour	Conservative
E14001156	Central Suffolk and North Ipswich	Eastern	Conservative	Labour	Conservative
E14001157	Chatham and Aylesford	South East	Conservative	Labour	Labour
E14001158	Cheadle	North West	Conservative	Lib Dem	Lib Dem
E14001159	Chelmsford	Eastern	Conservative	Lib Dem	Lib Dem
E14001160	Chelsea and Fulham	London	Conservative	Labour	Labour
E14001161	Cheltenham	South West	Conservative	Lib Dem	Lib Dem
E14001162	Chesham and Amersham	South East	Conservative	Lib Dem	Lib Dem
E14001163	Chester North and Neston	North West	Labour	No Rec	Labour
E14001164	Chester South and Eddisbury	North West	Conservative	Labour	Conservative
E14001165	Chesterfield	East Midlands	Labour	No Rec	Labour
E14001166	Chichester	South East	Conservative	Lib Dem	Lib Dem
E14001167	Chingford and Woodford Green	London	Conservative	Labour	Conservative
E14001168	Chippenham	South West	Conservative	Lib Dem	Lib Dem
E14001169	Chipping Barnet	London	Conservative	Labour	Labour
E14001171	Christchurch	South West	Conservative	Labour	Conservative

A CHANGE OF GOVERNMENT is BEST for BRITAIN

Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001172	Cities of London and Westminster	London	Conservative	Labour	Labour
E14001173	City of Durham	North East	Labour	No Rec	Labour
E14001174	Clacton	Eastern	Conservative	Labour	Reform UK
E14001175	Clapham and Brixton Hill	London	Labour	No Rec	Labour
E14001176	Colchester	Eastern	Conservative	Labour	Labour
E14001177	Colne Valley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001178	Congleton	North West	Conservative	Labour	Labour
E14001179	Corby and East Northamptonshire	East Midlands	Conservative	Labour	Labour
E14001180	Coventry East	West Midlands	Labour	No Rec	Labour
E14001181	Coventry North West	West Midlands	Labour	No Rec	Labour
E14001182	Coventry South	West Midlands	Labour	No Rec	Labour
E14001183	Cramlington and Killingworth	North East	Labour	Labour	Labour
E14001184	Crawley	South East	Conservative	Labour	Labour
E14001185	Crewe and Nantwich	North West	Conservative	Labour	Labour
E14001186	Croydon East	London	Labour	No Rec	Labour
E14001187	Croydon South	London	Conservative	Labour	Conservative
E14001188	Croydon West	London	Labour	No Rec	Labour
E14001189	Dagenham and Rainham	London	Labour	Labour	Labour
E14001190	Darlington	North East	Conservative	Labour	Labour
E14001191	Dartford	South East	Conservative	Labour	Labour
E14001192	Daventry	East Midlands	Conservative	Labour	Conservative
E14001193	Derby North	East Midlands	Conservative	Labour	Labour
E14001194	Derby South	East Midlands	Labour	No Rec	Labour
E14001195	Derbyshire Dales	East Midlands	Conservative	Labour	Labour
E14001196	Dewsbury and Batley	Yorkshire and the Humber	Labour	Labour	Independent
E14001197	Didcot and Wantage	South East	Conservative	Lib Dem	Lib Dem
E14001198	Doncaster Central	Yorkshire and the Humber	Labour	No Rec	Labour
E14001199	Doncaster East and the Isle of Axholme	Yorkshire and the Humber	Conservative	Labour	Labour
E14001200	Doncaster North	Yorkshire and the Humber	Labour	No Rec	Labour
E14001201	Dorking and Horley	South East	Conservative	Lib Dem	Lib Dem
E14001202	Dover and Deal	South East	Conservative	Labour	Labour
E14001203	Droitwich and Evesham	West Midlands	Conservative	Labour	Conservative
E14001204	Dudley	West Midlands	Conservative	Labour	Labour
E14001205	Dulwich and West Norwood	London	Labour	No Rec	Labour
E14001206	Dunstable and Leighton Buzzard	Eastern	Conservative	Labour	Labour
E14001207	Ealing Central and Acton	London	Labour	No Rec	Labour
E14001208	Ealing North	London	Labour	No Rec	Labour
E14001209	Ealing Southall	London	Labour	No Rec	Labour



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E14001210	Earley and Woodley	South East	Conservative	Labour	Labour
E14001211	Easington	North East	Labour	No Rec	Labour
E14001212	East Grinstead and Uckfield	South East	Conservative	Labour	Conservative
E14001213	East Ham	London	Labour	No Rec	Labour
E14001214	East Hampshire	South East	Conservative	Lib Dem	Conservative
E14001215	East Surrey	South East	Conservative	Labour	Conservative
E14001216	East Thanet	South East	Conservative	Labour	Labour
E14001217	East Wiltshire	South West	Conservative	Labour	Conservative
E14001218	East Worthing and Shoreham	South East	Conservative	Labour	Labour
E14001219	Eastbourne	South East	Conservative	Lib Dem	Lib Dem
E14001220	Eastleigh	South East	Conservative	Lib Dem	Lib Dem
E14001221	Edmonton and Winchmore Hill	London	Labour	No Rec	Labour
E14001222	Ellesmere Port and Bromborough	North West	Labour	No Rec	Labour
E14001223	Eltham and Chislehurst	London	Conservative	Labour	Labour
E14001224	Ely and East Cambridgeshire	Eastern	Conservative	Lib Dem	Lib Dem
E14001225	Enfield North	London	Labour	No Rec	Labour
E14001226	Epping Forest	Eastern	Conservative	Labour	Conservative
E14001227	Epsom and Ewell	South East	Conservative	Labour	Lib Dem
E14001228	Erewash	East Midlands	Conservative	Labour	Labour
E14001229	Erith and Thamesmead	London	Labour	No Rec	Labour
E14001230	Esher and Walton	South East	Conservative	Lib Dem	Lib Dem
E14001231	Exeter	South West	Labour	No Rec	Labour
E14001232	Exmouth and Exeter East	South West	Conservative	Labour	Conservative
E14001233	Fareham and Waterlooville	South East	Conservative	Lib Dem	Conservative
E14001234	Farnham and Bordon	South East	Conservative	Lib Dem	Conservative
E14001235	Faversham and Mid Kent	South East	Conservative	Labour	Conservative
E14001236	Feltham and Heston	London	Labour	No Rec	Labour
E14001237	Filton and Bradley Stoke	South West	Conservative	Labour	Labour
E14001238	Finchley and Golders Green	London	Conservative	Labour	Labour
E14001239	Folkestone and Hythe	South East	Conservative	Labour	Labour
E14001240	Forest of Dean	South West	Conservative	Labour	Labour
E14001241	Frome and East Somerset	South West	Conservative	Lib Dem	Lib Dem
E14001242	Fylde	North West	Conservative	Labour	Conservative
E14001243	Gainsborough	East Midlands	Conservative	Labour	Conservative
E14001244	Gateshead Central and Whickham	North East	Labour	No Rec	Labour
E14001245	Gedling	East Midlands	Conservative	Labour	Labour
E14001246	Gillingham and Rainham	South East	Conservative	Labour	Labour
E14001247	Glastonbury and Somerton	South West	Conservative	Lib Dem	Lib Dem
E14001248	Gloucester	South West	Conservative	Labour	Labour
E14001249	Godalming and Ash	South East	Conservative	Lib Dem	Conservative

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Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001250	Goole and Pocklington	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001251	Gorton and Denton	North West	Labour	No Rec	Labour
E14001252	Gosport	South East	Conservative	Labour	Conservative
E14001253	Grantham and Bourne	East Midlands	Conservative	Labour	Conservative
E14001254	Gravesham	South East	Conservative	Labour	Labour
E14001255	Great Grimsby and Cleethorpes	Yorkshire and the Humber	Conservative	Labour	Labour
E14001256	Great Yarmouth	Eastern	Conservative	Labour	Reform UK
E14001257	Greenwich and Woolwich	London	Labour	No Rec	Labour
E14001258	Guildford	South East	Conservative	Lib Dem	Lib Dem
E14001259	Hackney North and Stoke Newington	London	Labour	No Rec	Labour
E14001260	Hackney South and Shoreditch	London	Labour	No Rec	Labour
E14001261	Halesowen	West Midlands	Conservative	Labour	Labour
E14001262	Halifax	Yorkshire and the Humber	Labour	No Rec	Labour
E14001263	Hamble Valley	South East	Conservative	Labour	Conservative
E14001264	Hammersmith and Chiswick	London	Labour	No Rec	Labour
E14001265	Hampstead and Highgate	London	Labour	No Rec	Labour
E14001266	Harborough, Oadby and Wigston	East Midlands	Conservative	Labour	Conservative
E14001267	Harlow	Eastern	Conservative	Labour	Labour
E14001268	Harpenden and Berkhamsted	Eastern	Conservative	Lib Dem	Lib Dem
E14001269	Harrogate and Knaresborough	Yorkshire and the Humber	Conservative	Lib Dem	Lib Dem
E14001270	Harrow East	London	Conservative	Labour	Conservative
E14001271	Harrow West	London	Labour	No Rec	Labour
E14001272	Hartlepool	North East	Labour	Labour	Labour
E14001273	Harwich and North Essex	Eastern	Conservative	Labour	Conservative
E14001274	Hastings and Rye	South East	Conservative	Labour	Labour
E14001275	Havant	South East	Conservative	Labour	Conservative
E14001276	Hayes and Harlington	London	Labour	No Rec	Labour
E14001277	Hazel Grove	North West	Conservative	Lib Dem	Lib Dem
E14001278	Hemel Hempstead	Eastern	Conservative	Labour	Labour
E14001279	Hendon	London	Conservative	Labour	Labour
E14001280	Henley and Thame	South East	Conservative	Lib Dem	Lib Dem
E14001281	Hereford and South Herefordshire	West Midlands	Conservative	Labour	Conservative
E14001282	Herne Bay and Sandwich	South East	Conservative	Labour	Conservative
E14001283	Hertford and Stortford	Eastern	Conservative	Labour	Labour
E14001284	Hertsmere	Eastern	Conservative	Labour	Conservative
E14001285	Hexham	North East	Conservative	Labour	Labour
E14001286	Heywood and Middleton North	North West	Labour	Labour	Labour
E14001287	High Peak	East Midlands	Conservative	Labour	Labour



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E14001288	Hinckley and Bosworth	East Midlands	Conservative	Labour	Conservative
E14001289	Hitchin	Eastern	Conservative	Labour	Labour
E14001290	Holborn and St Pancras	London	Labour	No Rec	Labour
E14001291	Honiton and Sidmouth	South West	Conservative	Lib Dem	Lib Dem
E14001292	Hornchurch and Upminster	London	Conservative	Labour	Conservative
E14001293	Hornsey and Friern Barnet	London	Labour	Labour	Labour
E14001294	Horsham	South East	Conservative	Lib Dem	Lib Dem
E14001295	Houghton and Sunderland South	North East	Labour	No Rec	Labour
E14001296	Hove and Portslade	South East	Labour	No Rec	Labour
E14001297	Huddersfield	Yorkshire and the Humber	Labour	Labour	Labour
E14001298	Huntingdon	Eastern	Conservative	Labour	Conservative
E14001299	Hyndburn	North West	Conservative	Labour	Labour
E14001300	Ilford North	London	Labour	No Rec	Labour
E14001301	Ilford South	London	Labour	No Rec	Labour
E14001302	Ipswich	Eastern	Conservative	Labour	Labour
E14001303	Isle of Wight East	South East	Conservative	Labour	Conservative
E14001304	Isle of Wight West	South East	Conservative	Labour	Labour
E14001305	Islington North	London	Labour	No Rec	Independent
E14001306	Islington South and Finsbury	London	Labour	No Rec	Labour
E14001307	Jarrow and Gateshead East	North East	Labour	No Rec	Labour
E14001308	Keighley and Ilkley	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001309	Kenilworth and Southam	West Midlands	Conservative	Labour	Conservative
E14001310	Kensington and Bayswater	London	Labour	Labour	Labour
E14001311	Kettering	East Midlands	Conservative	Labour	Labour
E14001312	Kingston and Surbiton	London	Lib Dem	No Rec	Lib Dem
E14001313	Kingston upon Hull East	Yorkshire and the Humber	Labour	No Rec	Labour
E14001314	Kingston upon Hull North and Cottingham	Yorkshire and the Humber	Labour	No Rec	Labour
E14001315	Kingston upon Hull West and Haltemprice	Yorkshire and the Humber	Conservative	Labour	Labour
E14001316	Kingswinford and South Staffordshire	West Midlands	Conservative	Labour	Conservative
E14001317	Knowsley	North West	Labour	No Rec	Labour
E14001318	Lancaster and Wyre	North West	Conservative	Labour	Labour
E14001319	Leeds Central and Headingley	Yorkshire and the Humber	Labour	No Rec	Labour
E14001320	Leeds East	Yorkshire and the Humber	Labour	No Rec	Labour
E14001321	Leeds North East	Yorkshire and the Humber	Labour	No Rec	Labour
E14001322	Leeds North West	Yorkshire and the Humber	Conservative	Labour	Labour

Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001323	Leeds South	Yorkshire and the Humber	Labour	No Rec	Labour
E14001324	Leeds South West and Morley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001325	Leeds West and Pudsey	Yorkshire and the Humber	Labour	No Rec	Labour
E14001326	Leicester East	East Midlands	Labour	Labour	Conservative
E14001327	Leicester South	East Midlands	Labour	Labour	Independent
E14001328	Leicester West	East Midlands	Labour	No Rec	Labour
E14001329	Leigh and Atherton	North West	Conservative	Labour	Labour
E14001330	Lewes	South East	Conservative	Lib Dem	Lib Dem
E14001331	Lewisham East	London	Labour	No Rec	Labour
E14001332	Lewisham North	London	Labour	No Rec	Labour
E14001333	Lewisham West and East Dulwich	London	Labour	No Rec	Labour
E14001334	Leyton and Wanstead	London	Labour	No Rec	Labour
E14001335	Lichfield	West Midlands	Conservative	Labour	Labour
E14001336	Lincoln	East Midlands	Conservative	Labour	Labour
E14001337	Liverpool Garston	North West	Labour	No Rec	Labour
E14001338	Liverpool Riverside	North West	Labour	No Rec	Labour
E14001339	Liverpool Walton	North West	Labour	No Rec	Labour
E14001340	Liverpool Wavertree	North West	Labour	No Rec	Labour
E14001341	Liverpool West Derby	North West	Labour	No Rec	Labour
E14001342	Loughborough	East Midlands	Conservative	Labour	Labour
E14001343	Louth and Horncastle	East Midlands	Conservative	Labour	Conservative
E14001344	Lowestoft	Eastern	Conservative	Labour	Labour
E14001345	Luton North	Eastern	Labour	Labour	Labour
E14001346	Luton South and South Bedfordshire	Eastern	Labour	Labour	Labour
E14001347	Macclesfield	North West	Conservative	Labour	Labour
E14001348	Maidenhead	South East	Conservative	Lib Dem	Lib Dem
E14001349	Maidstone and Malling	South East	Conservative	Labour	Conservative
E14001350	Makerfield	North West	Labour	No Rec	Labour
E14001351	Maldon	Eastern	Conservative	Labour	Conservative
E14001352	Manchester Central	North West	Labour	No Rec	Labour
E14001353	Manchester Rusholme	North West	Labour	No Rec	Labour
E14001354	Manchester Withington	North West	Labour	No Rec	Labour
E14001355	Mansfield	East Midlands	Conservative	Labour	Labour
E14001356	Melksham and Devizes	South West	Conservative	Lib Dem	Lib Dem
E14001357	Melton and Syston	East Midlands	Conservative	Labour	Conservative
E14001358	Meriden and Solihull East	West Midlands	Conservative	Labour	Conservative
E14001359	Mid Bedfordshire	Eastern	Conservative	Labour	Conservative
E14001360	Mid Buckinghamshire	South East	Conservative	Labour	Conservative



Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001361	Mid Cheshire	North West	Conservative	Labour	Labour
E14001362	Mid Derbyshire	East Midlands	Conservative	Labour	Labour
E14001363	Mid Dorset and North Poole	South West	Conservative	Lib Dem	Lib Dem
E14001364	Mid Leicestershire	East Midlands	Conservative	Labour	Conservative
E14001365	Mid Norfolk	Eastern	Conservative	Labour	Conservative
E14001366	Mid Sussex	South East	Conservative	Labour	Lib Dem
E14001367	Middlesbrough and Thornaby East	North East	Labour	No Rec	Labour
E14001368	Middlesbrough South and East Cleveland	North East	Conservative	Labour	Labour
E14001369	Milton Keynes Central	South East	Conservative	Labour	Labour
E14001370	Milton Keynes North	South East	Conservative	Labour	Labour
E14001371	Mitcham and Morden	London	Labour	No Rec	Labour
E14001372	Morecambe and Lunesdale	North West	Conservative	Labour	Labour
E14001373	New Forest East	South East	Conservative	Labour	Conservative
E14001374	New Forest West	South East	Conservative	Labour	Conservative
E14001375	Newark	East Midlands	Conservative	Labour	Conservative
E14001376	Newbury	South East	Conservative	Lib Dem	Lib Dem
E14001377	Newcastle upon Tyne Central and West	North East	Labour	No Rec	Labour
E14001378	Newcastle upon Tyne East and Wallsend	North East	Labour	No Rec	Labour
E14001379	Newcastle upon Tyne North	North East	Labour	No Rec	Labour
E14001380	Newcastle-under-Lyme	West Midlands	Conservative	Labour	Labour
E14001381	Newton Abbot	South West	Conservative	Labour	Lib Dem
E14001382	Newton Aycliffe and Spennymoor	North East	Conservative	Labour	Labour
E14001383	Normanton and Hemsworth	Yorkshire and the Humber	Labour	Labour	Labour
E14001384	North Bedfordshire	Eastern	Conservative	Labour	Conservative
E14001385	North Cornwall	South West	Conservative	Lib Dem	Lib Dem
E14001386	North Cotswolds	South West	Conservative	Lib Dem	Conservative
E14001387	North Devon	South West	Conservative	Lib Dem	Lib Dem
E14001388	North Dorset	South West	Conservative	Lib Dem	Conservative
E14001389	North Durham	North East	Labour	No Rec	Labour
E14001390	North East Cambridgeshire	Eastern	Conservative	Labour	Conservative
E14001391	North East Derbyshire	East Midlands	Conservative	Labour	Labour
E14001392	North East Hampshire	South East	Conservative	Lib Dem	Lib Dem
E14001393	North East Hertfordshire	Eastern	Conservative	Labour	Labour
E14001394	North East Somerset and Hanham	South West	Conservative	Labour	Labour
E14001395	North Herefordshire	West Midlands	Conservative	Green	Green
E14001396	North Norfolk	Eastern	Conservative	Lib Dem	Lib Dem
E14001397	North Northumberland	North East	Conservative	Labour	Labour
E14001398	North Shropshire	West Midlands	Conservative	Lib Dem	Lib Dem

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Code	Constituency 2025	Region	Rallings & Thrasher incumbent	Tactical Vote Recommendation	Result
E14001399	North Somerset	South West	Conservative	Labour	Labour
E14001400	North Warwickshire and Bedworth	West Midlands	Conservative	Labour	Labour
E14001401	North West Cambridgeshire	Eastern	Conservative	Labour	Labour
E14001402	North West Essex	Eastern	Conservative	Labour	Conservative
E14001403	North West Hampshire	South East	Conservative	Labour	Conservative
E14001404	North West Leicestershire	East Midlands	Conservative	Labour	Labour
E14001405	North West Norfolk	Eastern	Conservative	Labour	Conservative
E14001406	Northampton North	East Midlands	Conservative	Labour	Labour
E14001407	Northampton South	East Midlands	Conservative	Labour	Labour
E14001408	Norwich North	Eastern	Conservative	Labour	Labour
E14001409	Norwich South	Eastern	Labour	No Rec	Labour
E14001410	Nottingham East	East Midlands	Labour	No Rec	Labour
E14001411	Nottingham North and Kimberley	East Midlands	Labour	No Rec	Labour
E14001412	Nottingham South	East Midlands	Labour	No Rec	Labour
E14001413	Nuneaton	West Midlands	Conservative	Labour	Labour
E14001414	Old Bexley and Sidcup	London	Conservative	Labour	Conservative
E14001415	Oldham East and Saddleworth	North West	Labour	No Rec	Labour
E14001416	Oldham West, Chadderton and Royton	North West	Labour	Labour	Labour
E14001417	Orpington	London	Conservative	Labour	Conservative
E14001418	Ossett and Denby Dale	Yorkshire and the Humber	Conservative	Labour	Labour
E14001419	Oxford East	South East	Labour	No Rec	Labour
E14001420	Oxford West and Abingdon	South East	Lib Dem	No Rec	Lib Dem
E14001421	Peckham	London	Labour	No Rec	Labour
E14001422	Pendle and Clitheroe	North West	Conservative	Labour	Labour
E14001423	Penistone and Stocksbridge	Yorkshire and the Humber	Conservative	Labour	Labour
E14001424	Penrith and Solway	North West	Conservative	Labour	Labour
E14001425	Peterborough	Eastern	Conservative	Labour	Labour
E14001426	Plymouth Moor View	South West	Conservative	Labour	Labour
E14001427	Plymouth Sutton and Devonport	South West	Labour	No Rec	Labour
E14001428	Pontefract, Castleford and Knottingley	Yorkshire and the Humber	Labour	No Rec	Labour
E14001429	Poole	South West	Conservative	Labour	Labour
E14001430	Poplar and Limehouse	London	Labour	No Rec	Labour
E14001431	Portsmouth North	South East	Conservative	Labour	Labour
E14001432	Portsmouth South	South East	Labour	No Rec	Labour
E14001433	Preston	North West	Labour	No Rec	Labour
E14001434	Putney	London	Labour	Labour	Labour
E14001435	Queen's Park and Maida Vale	London	Labour	No Rec	Labour
E14001436	Rawmarsh and Conisbrough	Yorkshire and the Humber	Labour	No Rec	Labour



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E14001437	Rayleigh and Wickford	Eastern	Conservative	Labour	Conservative
E14001438	Reading Central	South East	Labour	No Rec	Labour
E14001439	Reading West and Mid Berkshire	South East	Conservative	Labour	Labour
E14001440	Redcar	North East	Conservative	Labour	Labour
E14001441	Redditch	West Midlands	Conservative	Labour	Labour
E14001442	Reigate	South East	Conservative	Labour	Conservative
E14001443	Ribble Valley	North West	Conservative	Labour	Labour
E14001444	Richmond and Northallerton	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001445	Richmond Park	London	Lib Dem	No Rec	Lib Dem
E14001446	Rochdale	North West	Labour	Labour	Labour
E14001447	Rochester and Strood	South East	Conservative	Labour	Labour
E14001448	Romford	London	Conservative	Labour	Conservative
E14001449	Romsey and Southampton North	South East	Conservative	Lib Dem	Conservative
E14001450	Rossendale and Darwen	North West	Conservative	Labour	Labour
E14001451	Rother Valley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001452	Rotherham	Yorkshire and the Humber	Labour	Labour	Labour
E14001453	Rugby	West Midlands	Conservative	Labour	Labour
E14001454	Ruislip, Northwood and Pinner	London	Conservative	Labour	Conservative
E14001455	Runcorn and Helsby	North West	Labour	No Rec	Labour
E14001456	Runnymede and Weybridge	South East	Conservative	Labour	Conservative
E14001457	Rushcliffe	East Midlands	Conservative	Labour	Labour
E14001458	Rutland and Stamford	East Midlands	Conservative	Labour	Conservative
E14001459	Salford	North West	Labour	No Rec	Labour
E14001460	Salisbury	South West	Conservative	Labour	Conservative
E14001461	Scarborough and Whitby	Yorkshire and the Humber	Conservative	Labour	Labour
E14001462	Scunthorpe	Yorkshire and the Humber	Conservative	Labour	Labour
E14001463	Sefton Central	North West	Labour	No Rec	Labour
E14001464	Selby	Yorkshire and the Humber	Conservative	Labour	Labour
E14001465	Sevenoaks	South East	Conservative	Labour	Conservative
E14001466	Sheffield Brightside and Hillsborough	Yorkshire and the Humber	Labour	No Rec	Labour
E14001467	Sheffield Central	Yorkshire and the Humber	Labour	No Rec	Labour
E14001468	Sheffield Hallam	Yorkshire and the Humber	Labour	Labour	Labour
E14001469	Sheffield Heeley	Yorkshire and the Humber	Labour	No Rec	Labour
E14001470	Sheffield South East	Yorkshire and the Humber	Labour	No Rec	Labour
E14001471	Sherwood Forest	East Midlands	Conservative	Labour	Labour

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E14001472	Shipley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001473	Shrewsbury	West Midlands	Conservative	Labour	Labour
E14001474	Sittingbourne and Sheppey	South East	Conservative	Labour	Labour
E14001475	Skipton and Ripon	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001476	Sleaford and North Hykeham	East Midlands	Conservative	Labour	Conservative
E14001477	Slough	South East	Labour	Labour	Labour
E14001478	Smethwick	West Midlands	Labour	No Rec	Labour
E14001479	Solihull West and Shirley	West Midlands	Conservative	Labour	Conservative
E14001480	South Basildon and East Thurrock	Eastern	Conservative	Labour	Reform UK
E14001481	South Cambridgeshire	Eastern	Conservative	Lib Dem	Lib Dem
E14001482	South Cotswolds	South West	Conservative	Lib Dem	Lib Dem
E14001483	South Derbyshire	East Midlands	Conservative	Labour	Labour
E14001484	South Devon	South West	Conservative	Lib Dem	Lib Dem
E14001485	South Dorset	South West	Conservative	Labour	Labour
E14001486	South East Cornwall	South West	Conservative	Labour	Labour
E14001487	South Holland and The Deepings	East Midlands	Conservative	Labour	Conservative
E14001488	South Leicestershire	East Midlands	Conservative	Labour	Conservative
E14001489	South Norfolk	Eastern	Conservative	Labour	Labour
E14001490	South Northamptonshire	East Midlands	Conservative	Labour	Conservative
E14001491	South Ribble	North West	Conservative	Labour	Labour
E14001492	South Shields	North East	Labour	No Rec	Labour
E14001493	South Shropshire	West Midlands	Conservative	Labour	Conservative
E14001494	South Suffolk	Eastern	Conservative	Labour	Conservative
E14001495	South West Devon	South West	Conservative	Labour	Conservative
E14001496	South West Hertfordshire	Eastern	Conservative	Lib Dem	Conservative
E14001497	South West Norfolk	Eastern	Conservative	Labour	Labour
E14001498	South West Wiltshire	South West	Conservative	Labour	Conservative
E14001499	Southampton Itchen	South East	Conservative	Labour	Labour
E14001500	Southampton Test	South East	Labour	No Rec	Labour
E14001501	Southend East and Rochford	Eastern	Conservative	Labour	Labour
E14001502	Southend West and Leigh	Eastern	Conservative	Labour	Labour
E14001503	Southgate and Wood Green	London	Labour	No Rec	Labour
E14001504	Southport	North West	Conservative	Labour	Labour
E14001505	Spelthorne	South East	Conservative	Labour	Conservative
E14001506	Spen Valley	Yorkshire and the Humber	Conservative	Labour	Labour
E14001507	St Albans	Eastern	Lib Dem	No Rec	Lib Dem
E14001508	St Austell and Newquay	South West	Conservative	Labour	Labour
E14001509	St Helens North	North West	Labour	No Rec	Labour



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E14001510	St Helens South and Whiston	North West	Labour	No Rec	Labour
E14001511	St Ives	South West	Conservative	Lib Dem	Lib Dem
E14001512	St Neots and Mid Cambridgeshire	Eastern	Conservative	Lib Dem	Lib Dem
E14001513	Stafford	West Midlands	Conservative	Labour	Labour
E14001514	Staffordshire Moorlands	West Midlands	Conservative	Labour	Conservative
E14001515	Stalybridge and Hyde	North West	Labour	No Rec	Labour
E14001516	Stevenage	Eastern	Conservative	Labour	Labour
E14001517	Stockport	North West	Labour	No Rec	Labour
E14001518	Stockton North	North East	Labour	No Rec	Labour
E14001519	Stockton West	North East	Conservative	Labour	Conservative
E14001520	Stoke-on-Trent Central	West Midlands	Conservative	Labour	Labour
E14001521	Stoke-on-Trent North	West Midlands	Conservative	Labour	Labour
E14001522	Stoke-on-Trent South	West Midlands	Conservative	Labour	Labour
E14001523	Stone, Great Wyrley and Penkridge	West Midlands	Conservative	Labour	Conservative
E14001524	Stourbridge	West Midlands	Conservative	Labour	Labour
E14001525	Stratford and Bow	London	Labour	No Rec	Labour
E14001526	Stratford-on-Avon	West Midlands	Conservative	Lib Dem	Lib Dem
E14001527	Streatham and Croydon North	London	Labour	No Rec	Labour
E14001528	Stretford and Urmston	North West	Labour	No Rec	Labour
E14001529	Stroud	South West	Conservative	Labour	Labour
E14001530	Suffolk Coastal	Eastern	Conservative	Labour	Labour
E14001531	Sunderland Central	North East	Labour	No Rec	Labour
E14001532	Surrey Heath	South East	Conservative	Lib Dem	Lib Dem
E14001533	Sussex Weald	South East	Conservative	Labour	Conservative
E14001534	Sutton and Cheam	London	Conservative	Lib Dem	Lib Dem
E14001535	Sutton Coldfield	West Midlands	Conservative	Labour	Conservative
E14001536	Swindon North	South West	Conservative	Labour	Labour
E14001537	Swindon South	South West	Conservative	Labour	Labour
E14001538	Tamworth	West Midlands	Conservative	Labour	Labour
E14001539	Tatton	North West	Conservative	Labour	Conservative
E14001540	Taunton and Wellington	South West	Conservative	Lib Dem	Lib Dem
E14001541	Telford	West Midlands	Conservative	Labour	Labour
E14001542	Tewkesbury	South West	Conservative	Lib Dem	Lib Dem
E14001543	The Wrekin	West Midlands	Conservative	Labour	Conservative
E14001544	Thirsk and Malton	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001545	Thornbury and Yate	South West	Conservative	Lib Dem	Lib Dem
E14001546	Thurrock	Eastern	Conservative	Labour	Labour
E14001547	Tipton and Wednesbury	West Midlands	Conservative	Labour	Labour
E14001548	Tiverton and Minehead	South West	Conservative	Lib Dem	Lib Dem

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E14001549	Tonbridge	South East	Conservative	Labour	Conservative
E14001550	Tooting	London	Labour	No Rec	Labour
E14001551	Torbay	South West	Conservative	Lib Dem	Lib Dem
E14001552	Torrige and Tavistock	South West	Conservative	Labour	Conservative
E14001553	Tottenham	London	Labour	No Rec	Labour
E14001554	Truro and Falmouth	South West	Conservative	Labour	Labour
E14001555	Tunbridge Wells	South East	Conservative	Lib Dem	Lib Dem
E14001556	Twickenham	London	Lib Dem	No Rec	Lib Dem
E14001557	Tynemouth	North East	Labour	No Rec	Labour
E14001558	Uxbridge and South Ruislip	London	Conservative	Labour	Labour
E14001559	Vauxhall and Camberwell Green	London	Labour	No Rec	Labour
E14001560	Wakefield and Rothwell	Yorkshire and the Humber	Conservative	Labour	Labour
E14001561	Wallasey	North West	Labour	No Rec	Labour
E14001562	Walsall and Bloxwich	West Midlands	Conservative	Labour	Labour
E14001563	Walthamstow	London	Labour	No Rec	Labour
E14001564	Warrington North	North West	Labour	No Rec	Labour
E14001565	Warrington South	North West	Labour	Labour	Labour
E14001566	Warwick and Leamington	West Midlands	Labour	No Rec	Labour
E14001567	Washington and Gateshead South	North East	Labour	No Rec	Labour
E14001568	Watford	Eastern	Conservative	Labour	Labour
E14001569	Waveney Valley	Eastern	Conservative	Green	Green
E14001570	Weald of Kent	South East	Conservative	Labour	Conservative
E14001571	Wellingborough and Rushden	East Midlands	Conservative	Labour	Labour
E14001572	Wells and Mendip Hills	South West	Conservative	Lib Dem	Lib Dem
E14001573	Welwyn Hatfield	Eastern	Conservative	Labour	Labour
E14001574	West Bromwich	West Midlands	Conservative	Labour	Labour
E14001575	West Dorset	South West	Conservative	Lib Dem	Lib Dem
E14001576	West Ham and Beckton	London	Labour	No Rec	Labour
E14001577	West Lancashire	North West	Labour	No Rec	Labour
E14001578	West Suffolk	Eastern	Conservative	Labour	Conservative
E14001579	West Worcestershire	West Midlands	Conservative	Labour	Conservative
E14001580	Westmorland and Lonsdale	North West	Conservative	Lib Dem	Lib Dem
E14001581	Weston-super-Mare	South West	Conservative	Labour	Labour
E14001582	Wetherby and Easingwold	Yorkshire and the Humber	Conservative	Labour	Conservative
E14001583	Whitehaven and Workington	North West	Conservative	Labour	Labour
E14001584	Widnes and Halewood	North West	Labour	No Rec	Labour
E14001585	Wigan	North West	Labour	No Rec	Labour
E14001586	Wimbledon	London	Conservative	Lib Dem	Lib Dem
E14001587	Winchester	South East	Conservative	Lib Dem	Lib Dem



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E14001588	Windsor	South East	Conservative	Labour	Conservative
E14001589	Wirral West	North West	Labour	No Rec	Labour
E14001590	Witham	Eastern	Conservative	Labour	Conservative
E14001591	Witney	South East	Conservative	Lib Dem	Lib Dem
E14001592	Woking	South East	Conservative	Lib Dem	Lib Dem
E14001593	Wokingham	South East	Conservative	Lib Dem	Lib Dem
E14001594	Wolverhampton North East	West Midlands	Conservative	Labour	Labour
E14001595	Wolverhampton South East	West Midlands	Labour	No Rec	Labour
E14001596	Wolverhampton West	West Midlands	Conservative	Labour	Labour
E14001597	Worcester	West Midlands	Conservative	Labour	Labour
E14001598	Worsley and Eccles	North West	Labour	No Rec	Labour
E14001599	Worthing West	South East	Conservative	Labour	Labour
E14001600	Wycombe	South East	Conservative	Labour	Labour
E14001601	Wyre Forest	South West	Conservative	Labour	Conservative
E14001602	Wythenshawe and Sale East	North West	Labour	No Rec	Labour
E14001603	Yeovil	South West	Conservative	Lib Dem	Lib Dem
E14001604	York Central	Yorkshire and the Humber	Labour	No Rec	Labour
E14001605	York Outer	Yorkshire and the Humber	Conservative	Labour	Labour
S14000006	Ayr, Carrick and Cumnock	Scotland	SNP	No Rec	Labour
S14000008	Berwickshire, Roxburgh and Selkirk	Scotland	Conservative	SNP	Conservative
S14000010	Central Ayrshire	Scotland	SNP	Labour	Labour
S14000021	East Renfrewshire	Scotland	SNP	Labour	Labour
S14000027	Na h-Eileanan an Iar	Scotland	SNP	Labour	Labour
S14000040	Kilmarnock and Loudoun	Scotland	SNP	Labour	Labour
S14000045	Midlothian	Scotland	SNP	Labour	Labour
S14000048	North Ayrshire and Arran	Scotland	SNP	No Rec	Labour
S14000051	Orkney and Shetland	Scotland	Lib Dem	No Rec	Lib Dem
S14000058	West Aberdeenshire and Kincardine	Scotland	Conservative	SNP	Conservative
S14000060	Aberdeen North	Scotland	SNP	No Rec	SNP
S14000061	Aberdeen South	Scotland	SNP	No Rec	SNP
S14000062	Aberdeenshire North and Moray East	Scotland	Conservative	SNP	SNP
S14000063	Airdrie and Shotts	Scotland	SNP	Labour	Labour
S14000064	Alloa and Grangemouth	Scotland	SNP	Labour	Labour
S14000065	Angus and Perthshire Glens	Scotland	SNP	No Rec	SNP
S14000066	Arbroath and Broughty Ferry	Scotland	SNP	No Rec	SNP
S14000067	Argyll, Bute and South Lochaber	Scotland	SNP	No Rec	SNP
S14000068	Bathgate and Linlithgow	Scotland	SNP	Labour	Labour
S14000069	Caithness, Sutherland and Easter Ross	Scotland	SNP	Lib Dem	Lib Dem

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S14000070	Coatbridge and Bellshill	Scotland	SNP	Labour	Labour
S14000071	Cowdenbeath and Kirkcaldy	Scotland	SNP	Labour	Labour
S14000072	Cumbernauld and Kirkintilloch	Scotland	SNP	Labour	Labour
S14000073	Dumfries and Galloway	Scotland	Conservative	SNP	Conservative
S14000074	Dumfriesshire, Clydesdale and Tweeddale	Scotland	Conservative	SNP	Conservative
S14000075	Dundee Central	Scotland	SNP	Labour	SNP
S14000076	Dunfermline and Dollar	Scotland	SNP	Labour	Labour
S14000077	East Kilbride and Strathaven	Scotland	SNP	Labour	Labour
S14000078	Edinburgh East and Musselburgh	Scotland	SNP	Labour	Labour
S14000079	Edinburgh North and Leith	Scotland	SNP	Labour	Labour
S14000080	Edinburgh South	Scotland	Labour	No Rec	Labour
S14000081	Edinburgh South West	Scotland	SNP	Labour	Labour
S14000082	Edinburgh West	Scotland	Lib Dem	Lib Dem	Lib Dem
S14000083	Falkirk	Scotland	SNP	Labour	Labour
S14000084	Glasgow East	Scotland	SNP	Labour	Labour
S14000085	Glasgow North	Scotland	SNP	Labour	Labour
S14000086	Glasgow North East	Scotland	SNP	Labour	Labour
S14000087	Glasgow South	Scotland	SNP	Labour	Labour
S14000088	Glasgow South West	Scotland	SNP	Labour	Labour
S14000089	Glasgow West	Scotland	SNP	Labour	Labour
S14000090	Glenrothes and Mid Fife	Scotland	SNP	Labour	Labour
S14000091	Gordon and Buchan	Scotland	Conservative	SNP	Conservative
S14000092	Hamilton and Clyde Valley	Scotland	SNP	Labour	Labour
S14000093	Inverclyde and Renfrewshire West	Scotland	SNP	Labour	Labour
S14000094	Inverness, Skye and West Ross-shire	Scotland	SNP	No Rec	Lib Dem
S14000095	Livingston	Scotland	SNP	Labour	Labour
S14000096	Lothian East	Scotland	SNP	Labour	Labour
S14000097	Mid Dunbartonshire	Scotland	SNP	Lib Dem	Lib Dem
S14000098	Moray West, Nairn and Strathspey	Scotland	SNP	SNP	SNP
S14000099	Motherwell, Wishaw and Carluke	Scotland	SNP	Labour	Labour
S14000100	North East Fife	Scotland	SNP	Lib Dem	Lib Dem
S14000101	Paisley and Renfrewshire North	Scotland	SNP	Labour	Labour
S14000102	Paisley and Renfrewshire South	Scotland	SNP	Labour	Labour
S14000103	Perth and Kinross-shire	Scotland	SNP	No Rec	SNP
S14000104	Rutherglen	Scotland	SNP	Labour	Labour
S14000105	Stirling and Strathallan	Scotland	SNP	No Rec	Labour
S14000106	West Dunbartonshire	Scotland	SNP	Labour	Labour
W07000081	Aberafan Maesteg	Wales	Labour	No Rec	Labour
W07000082	Alyn and Deeside	Wales	Labour	No Rec	Labour



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W07000083	Bangor Aberconwy	Wales	Conservative	Labour	Labour
W07000084	Blaenau Gwent and Rhymney	Wales	Labour	No Rec	Labour
W07000085	Brecon, Radnor and Cwm Tawe	Wales	Conservative	Lib Dem	Lib Dem
W07000086	Bridgend	Wales	Conservative	Labour	Labour
W07000087	Caerfyrddin	Wales	Conservative	Labour	Plaid Cymru
W07000088	Caerphilly	Wales	Labour	No Rec	Labour
W07000089	Cardiff East	Wales	Labour	No Rec	Labour
W07000090	Cardiff North	Wales	Labour	Labour	Labour
W07000091	Cardiff South and Penarth	Wales	Labour	No Rec	Labour
W07000092	Cardiff West	Wales	Labour	No Rec	Labour
W07000093	Ceredigion Preseli	Wales	Plaid Cymru	Plaid Cymru	Plaid Cymru
W07000094	Clwyd East	Wales	Conservative	Labour	Labour
W07000095	Clwyd North	Wales	Conservative	Labour	Labour
W07000096	Dwyfor Meirionnydd	Wales	Plaid Cymru	Plaid Cymru	Plaid Cymru
W07000097	Gower	Wales	Labour	No Rec	Labour
W07000098	Llanelli	Wales	Labour	No Rec	Labour
W07000099	Merthyr Tydfil and Aberdare	Wales	Labour	No Rec	Labour
W07000100	Mid and South Pembrokeshire	Wales	Conservative	Labour	Labour
W07000101	Monmouthshire	Wales	Conservative	Labour	Labour
W07000102	Montgomeryshire and Glyndwr	Wales	Conservative	Labour	Labour
W07000103	Neath and Swansea East	Wales	Labour	No Rec	Labour
W07000104	Newport East	Wales	Labour	No Rec	Labour
W07000105	Newport West and Islwyn	Wales	Labour	No Rec	Labour
W07000106	Pontypridd	Wales	Labour	No Rec	Labour
W07000107	Rhondda and Ogmore	Wales	Labour	No Rec	Labour
W07000108	Swansea West	Wales	Labour	No Rec	Labour
W07000109	Torfaen	Wales	Labour	No Rec	Labour
W07000110	Vale of Glamorgan	Wales	Conservative	Labour	Labour
W07000111	Wrexham	Wales	Conservative	Labour	Labour
W07000112	Ynys Mon	Wales	Conservative	Labour	Plaid Cymru



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