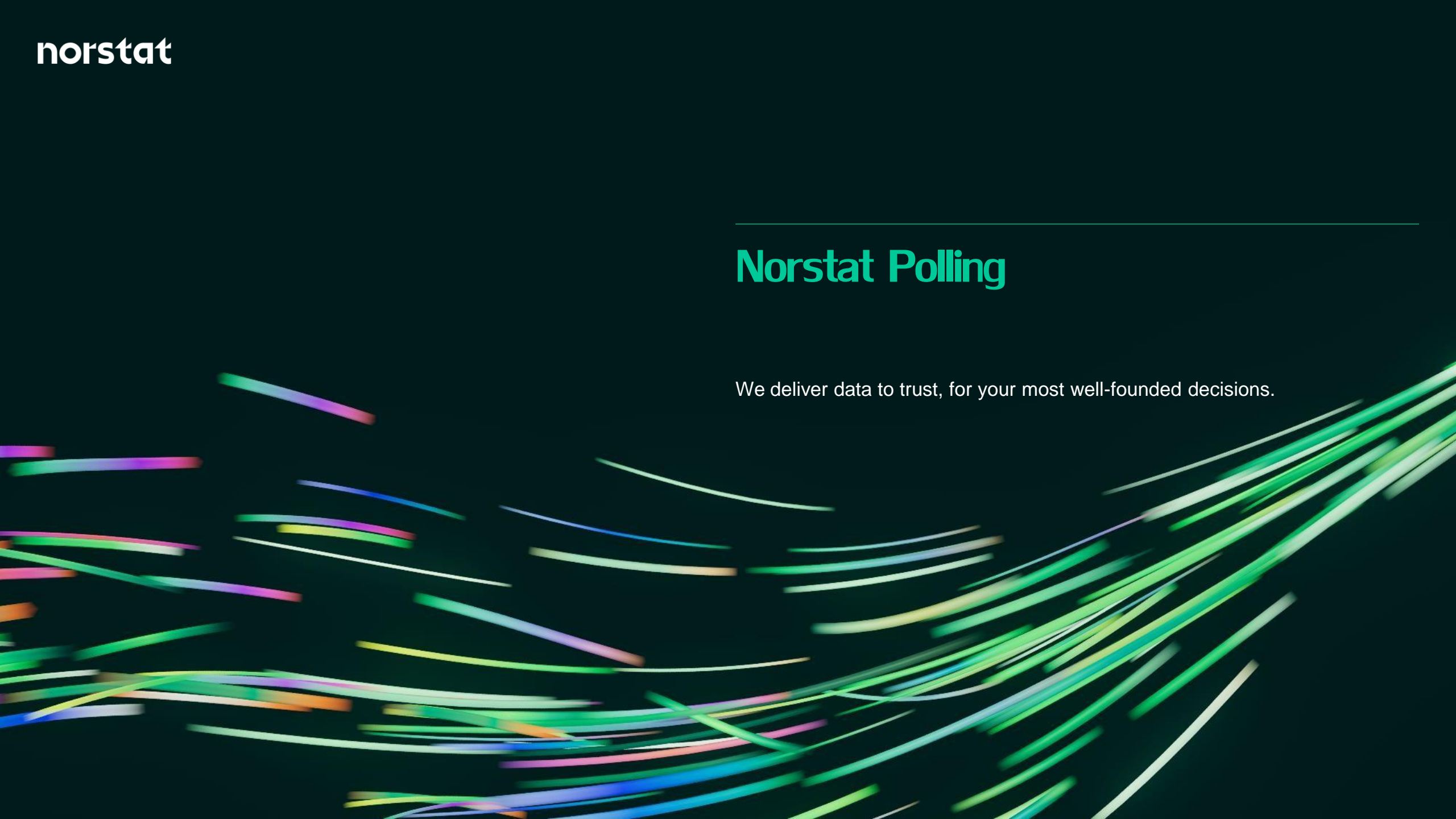


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## Norstat Polling

We deliver data to trust, for your most well-founded decisions.

The background of the slide is a dark teal color. It features a dynamic, abstract pattern of numerous thin, curved lines in various colors including green, blue, purple, and yellow. These lines appear to be moving or flowing across the frame, creating a sense of energy and data movement. The lines are more concentrated on the left and bottom edges, with some extending towards the right.

# Public Perception & Polls

British  
Polling  
Council



## We are online polling specialists

Norstat specialises in high-quality data collection for public perception and polling research. Our quantitative and qualitative research methods ensure reliable data gathering about any desired topic or target group, allowing you insight into people's decision-making processes.

Our polls have featured globally, including on BBC News, ERR, and The Sunday Times. Norstat's expertise in polling and surveys enables informed decision-making in both policymaking and the private sector.

Data tables for all our public UK polls can be found [here](#)



# NOP CATI centre

## April 4<sup>th</sup> 1992



**NOP CATI centre**  
**April 4<sup>th</sup> 1992**

**FIVE MORE DAYS OF  
TORY MISRULE!!!!**



**April 9<sup>th</sup> 1992  
Westminster  
Exit Poll**

**NO MORE DAYS OF  
TORY MISRULE!!!!**







SO I TOOK TWENTY YEARS OFF FROM POLITICAL POLLING



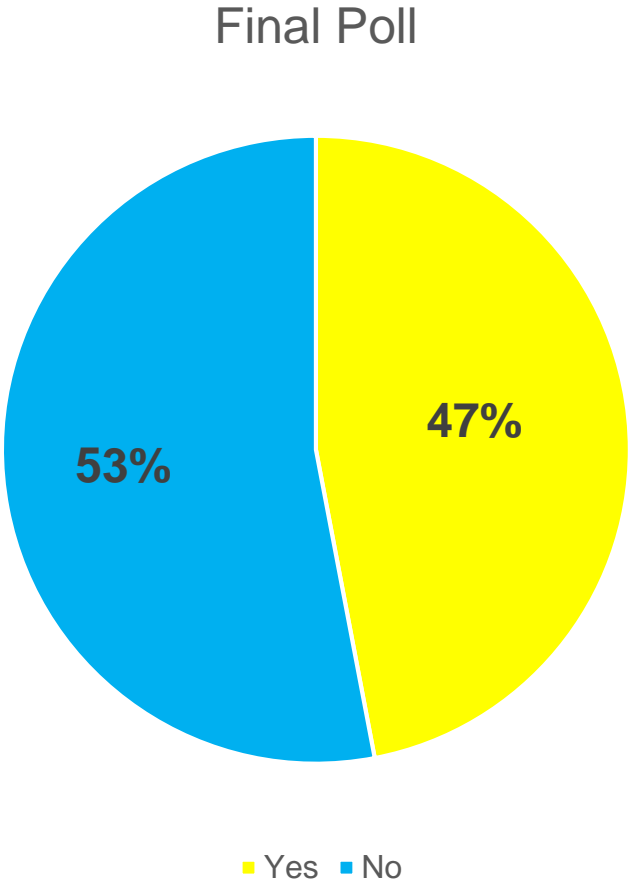
# THE SUNDAY TIMES

**Panelbase.com**  
Quality sample. Quality service.



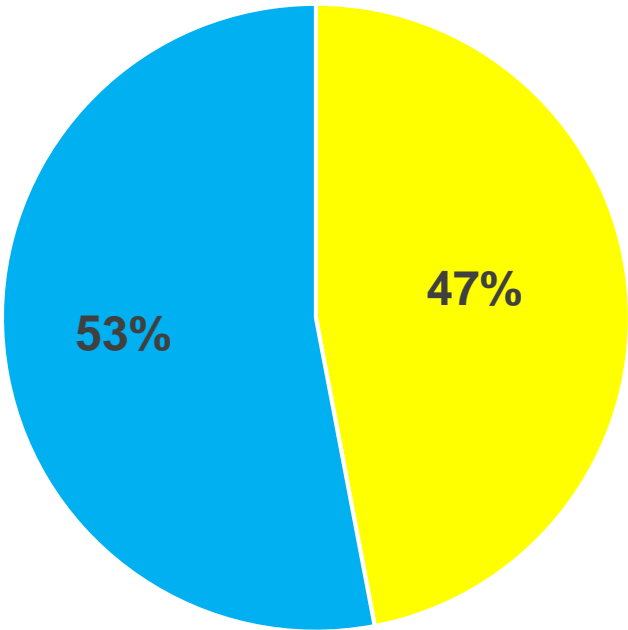
After two years of polling on Scottish Independence....

# After two years of polling on Scottish Independence....



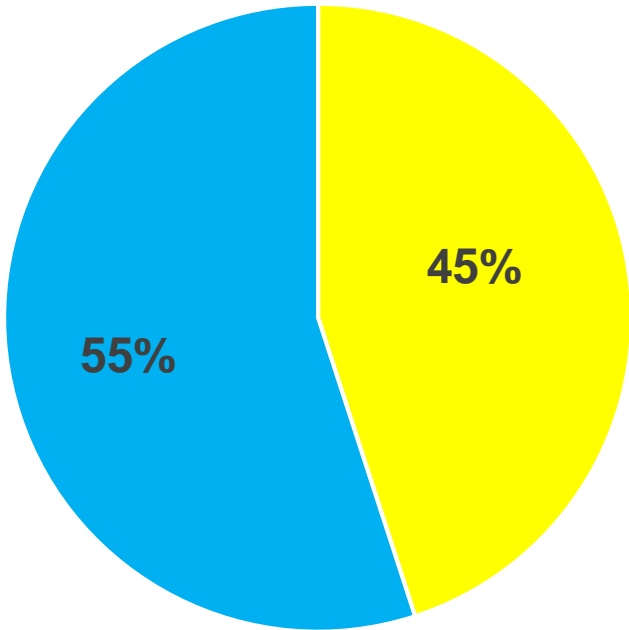
# After two years of polling on Scottish Independence....

Final Poll



■ Yes ■ No

Referendum Result



■ Yes ■ No





# Westminster May 7<sup>th</sup> 2015



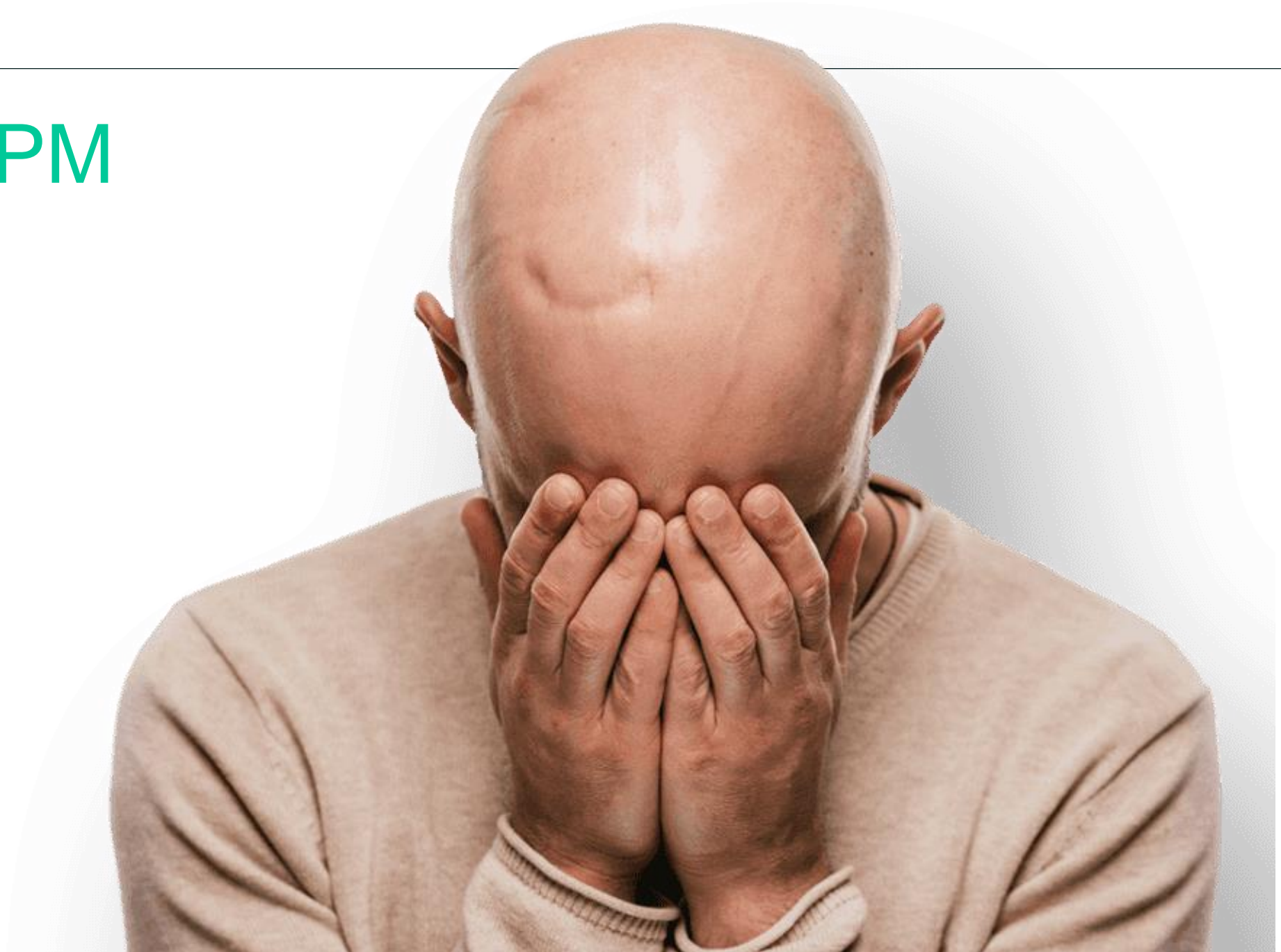
9.59PM  
May 7<sup>th</sup> 2015







10:01 PM



## 2015 Polling inquiry

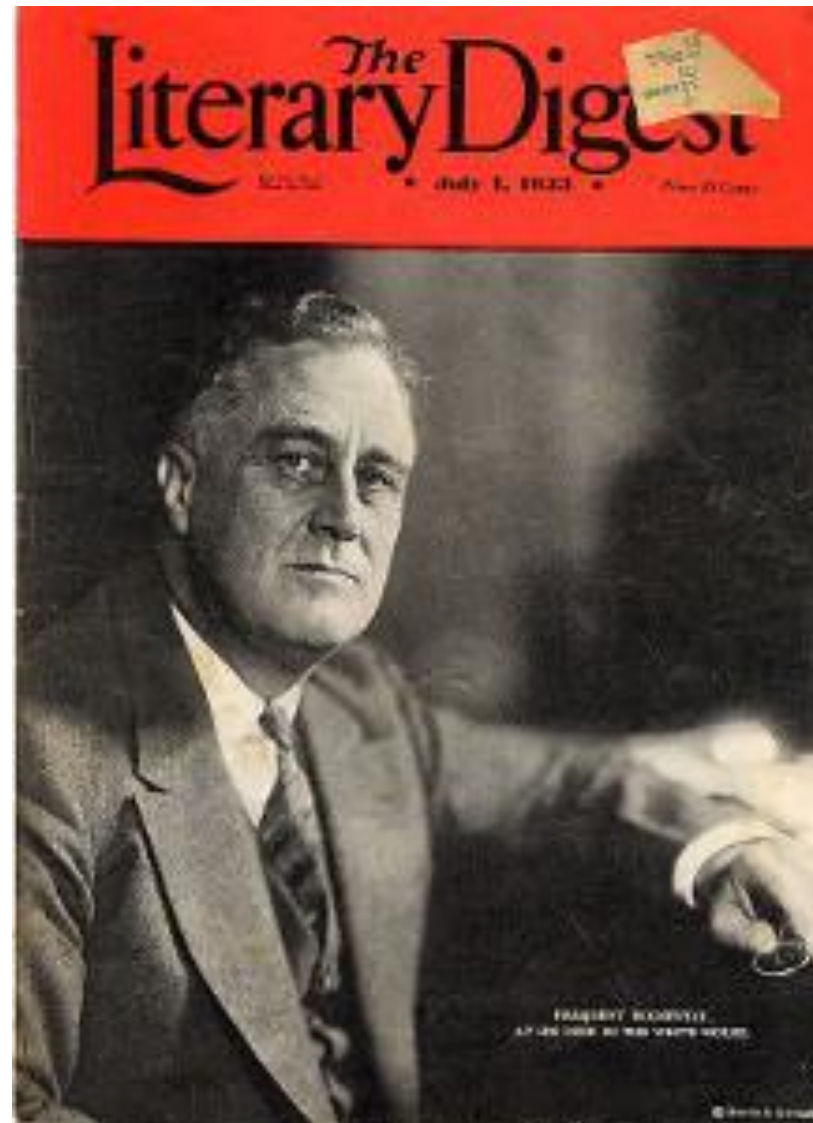




## 2015 Polling inquiry



“You didn’t have enough  
Conservative voters in your  
sample!!!!”



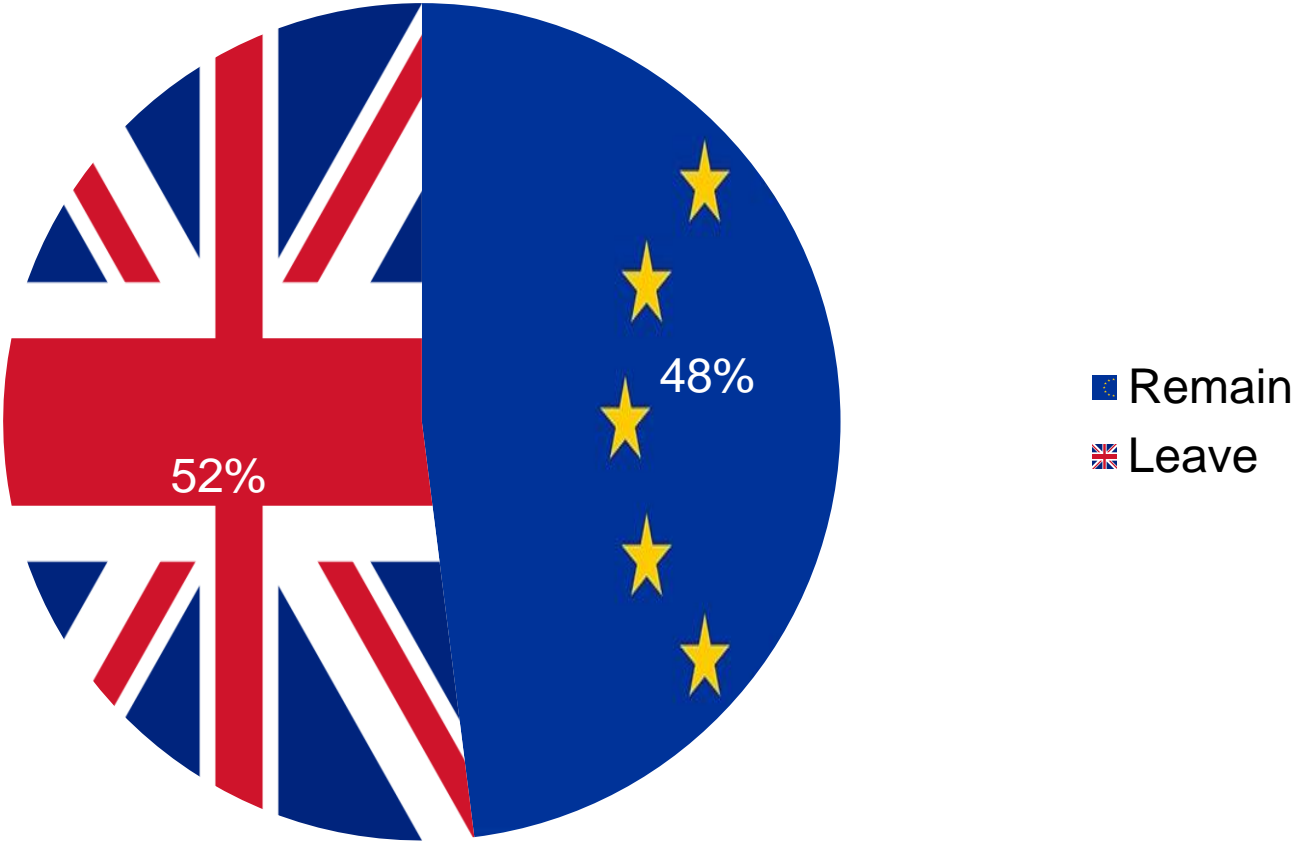






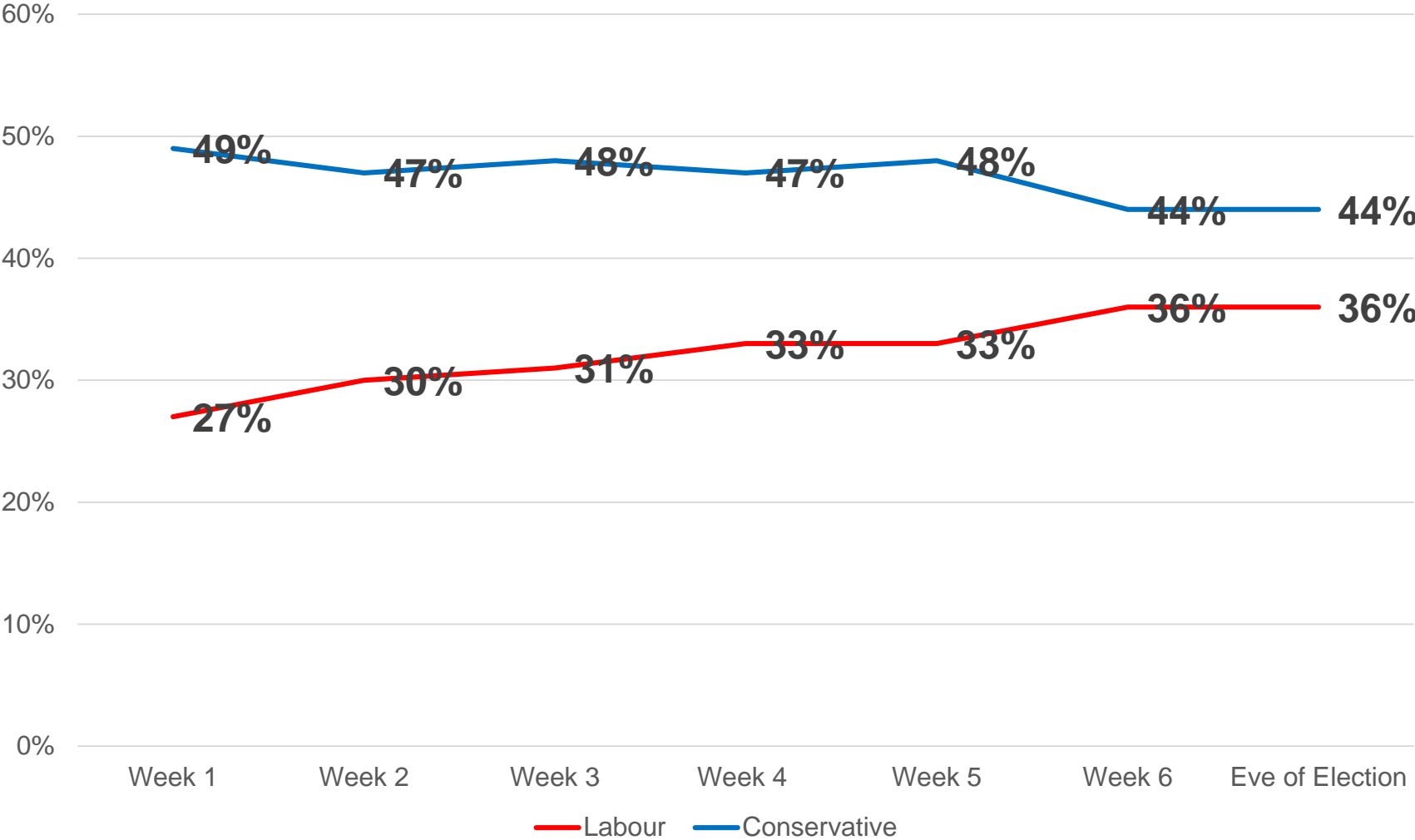






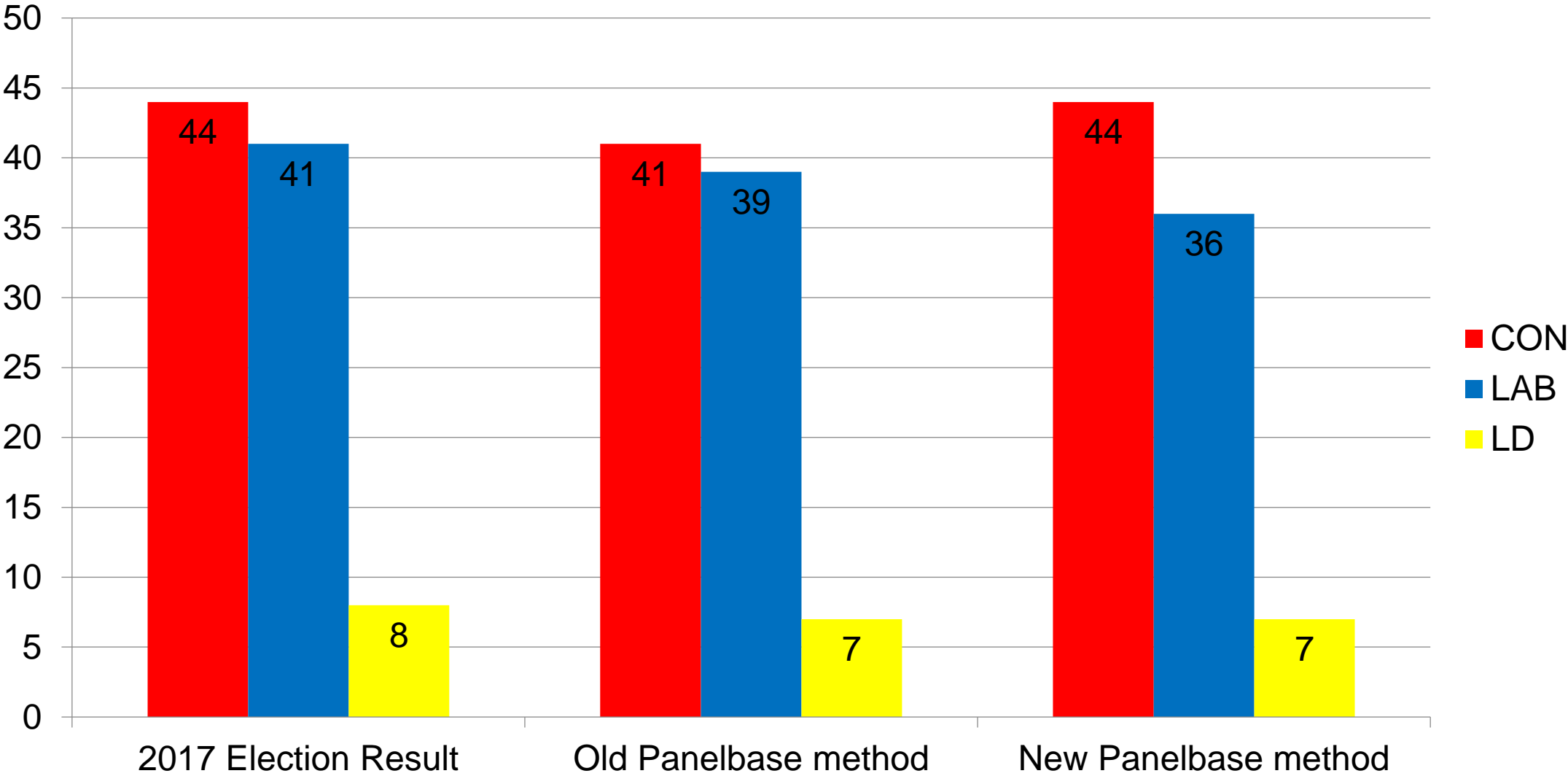


# Westminster 2017



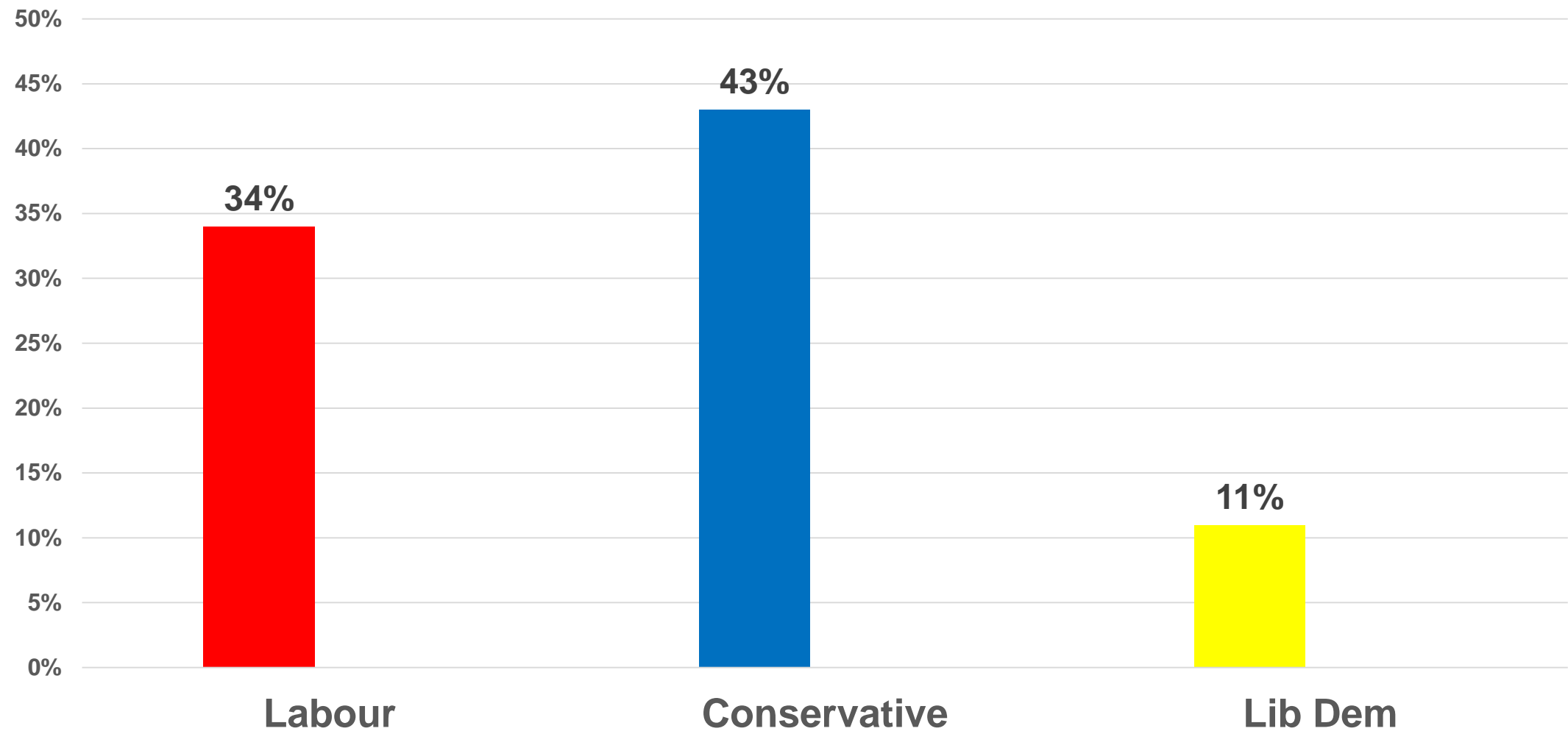


# Westminster 2017

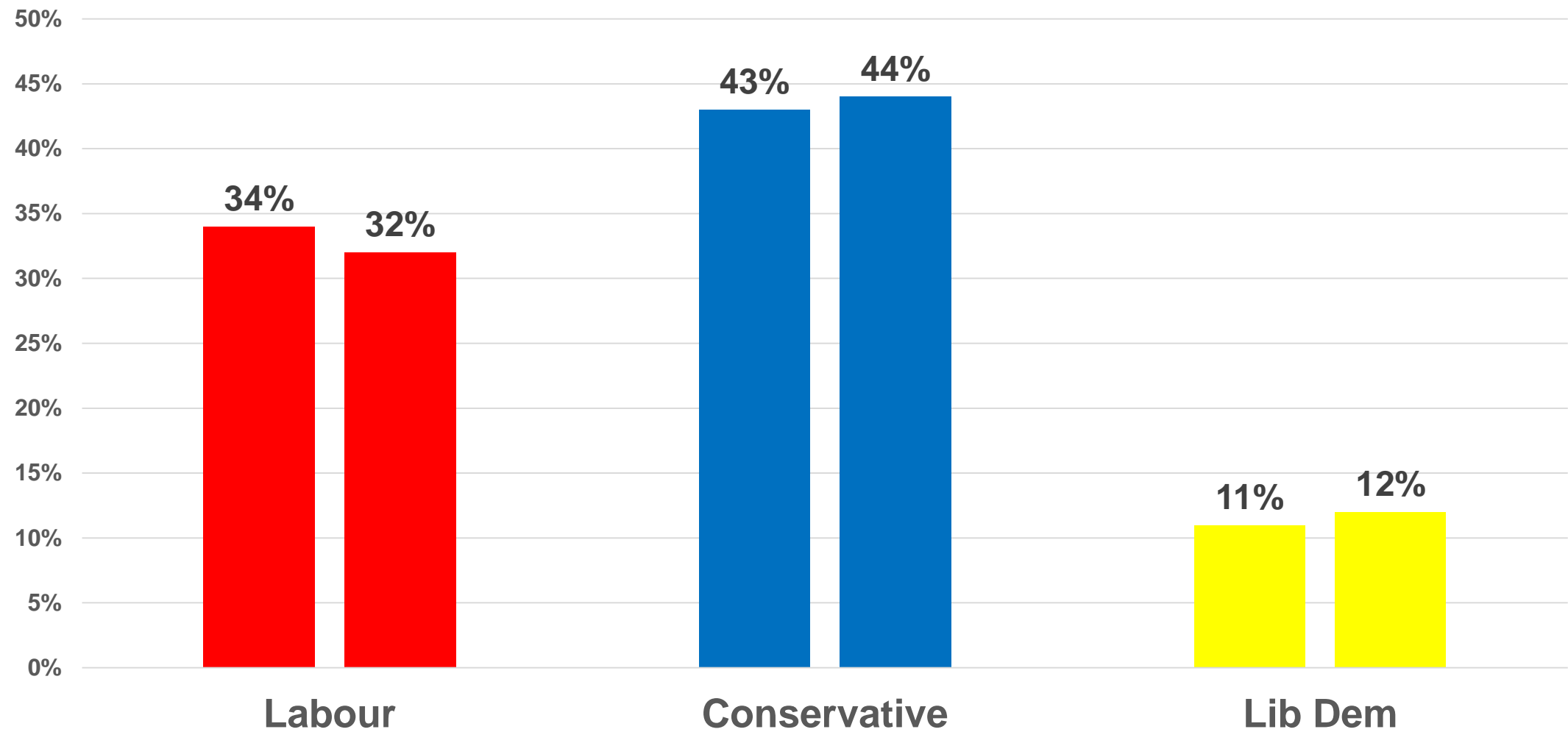




# 2019 Westminster GB-wide Final Poll



# 2019 Westminster GB-wide Final Poll v Election Result

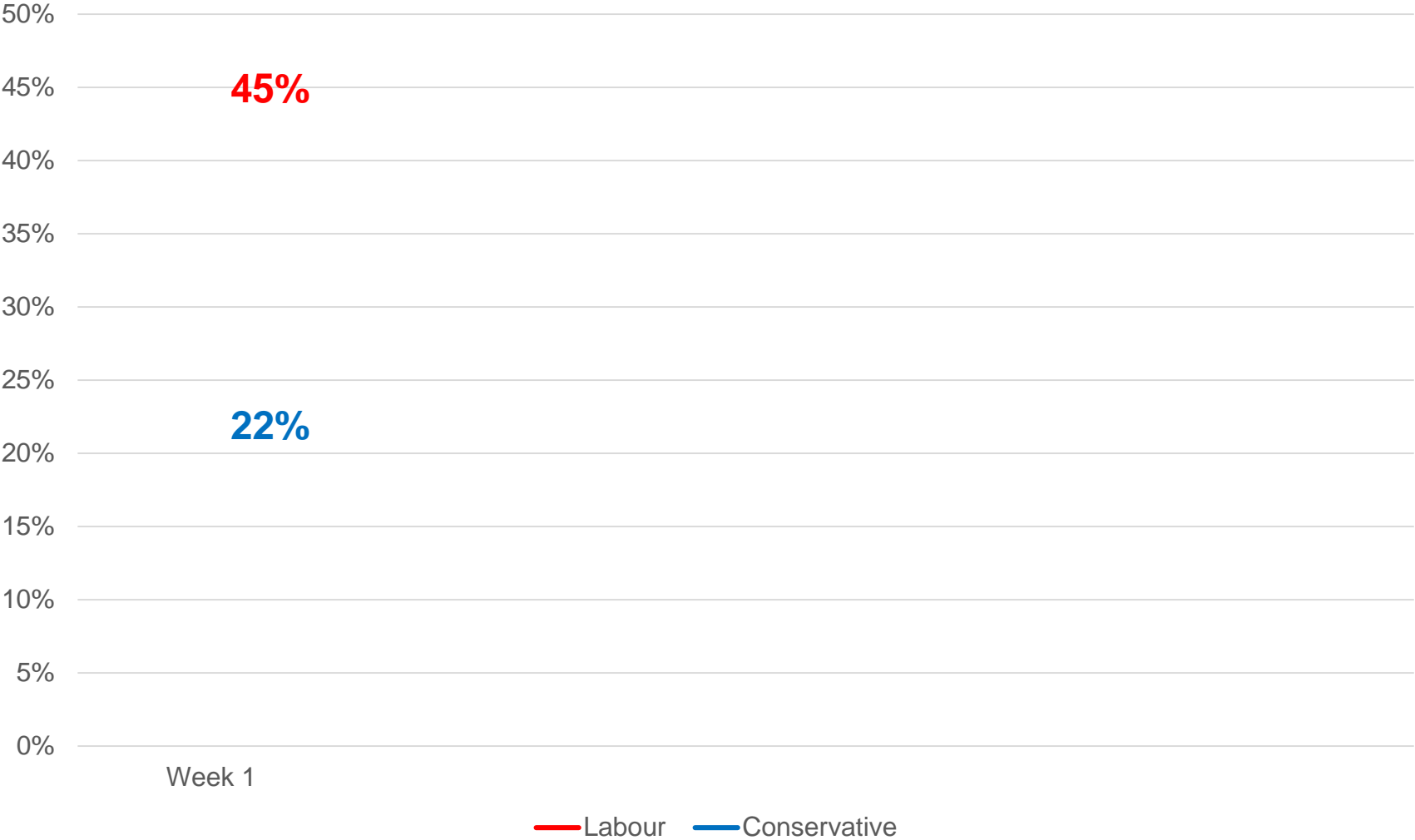




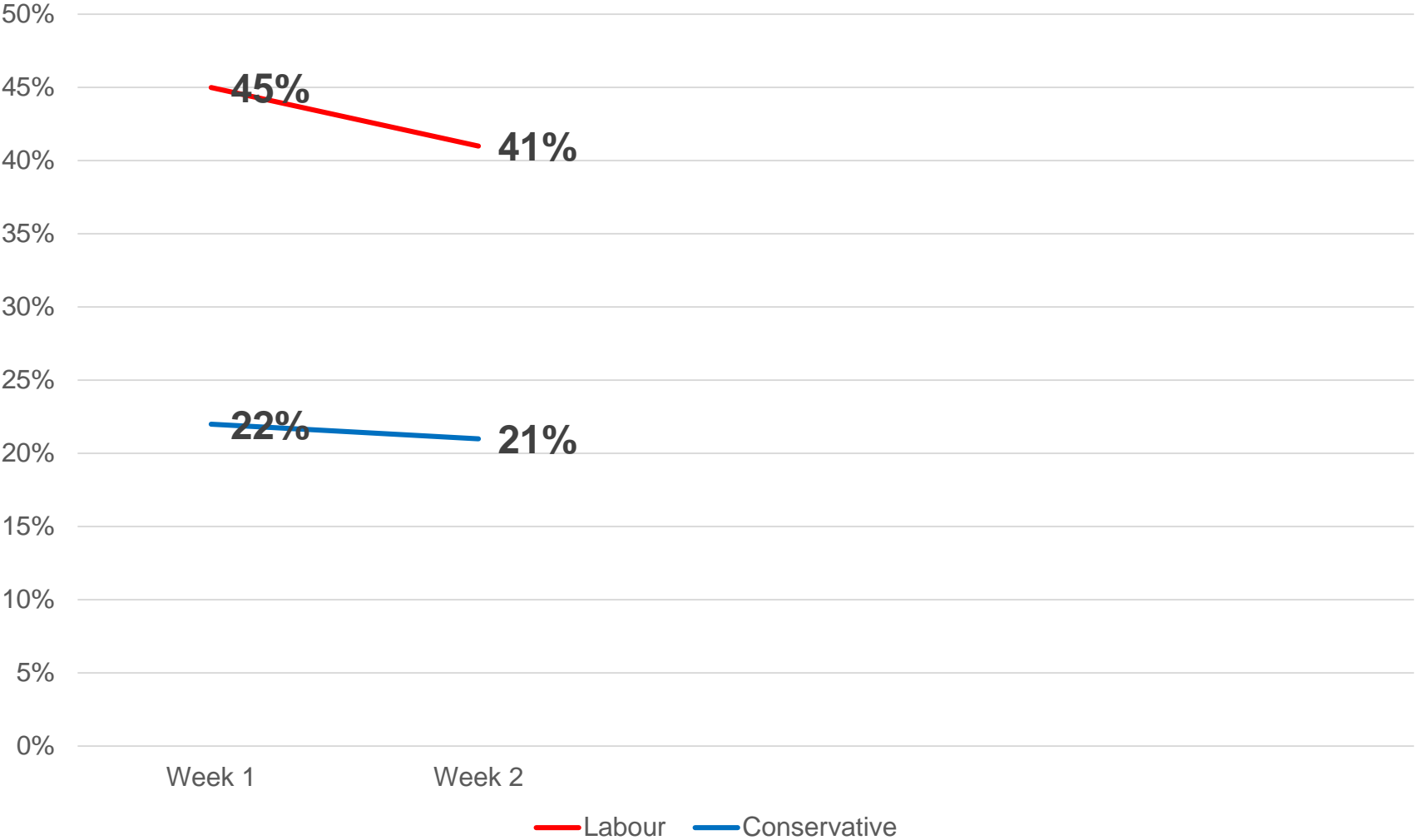
# Westminster July 4<sup>th</sup> 2024



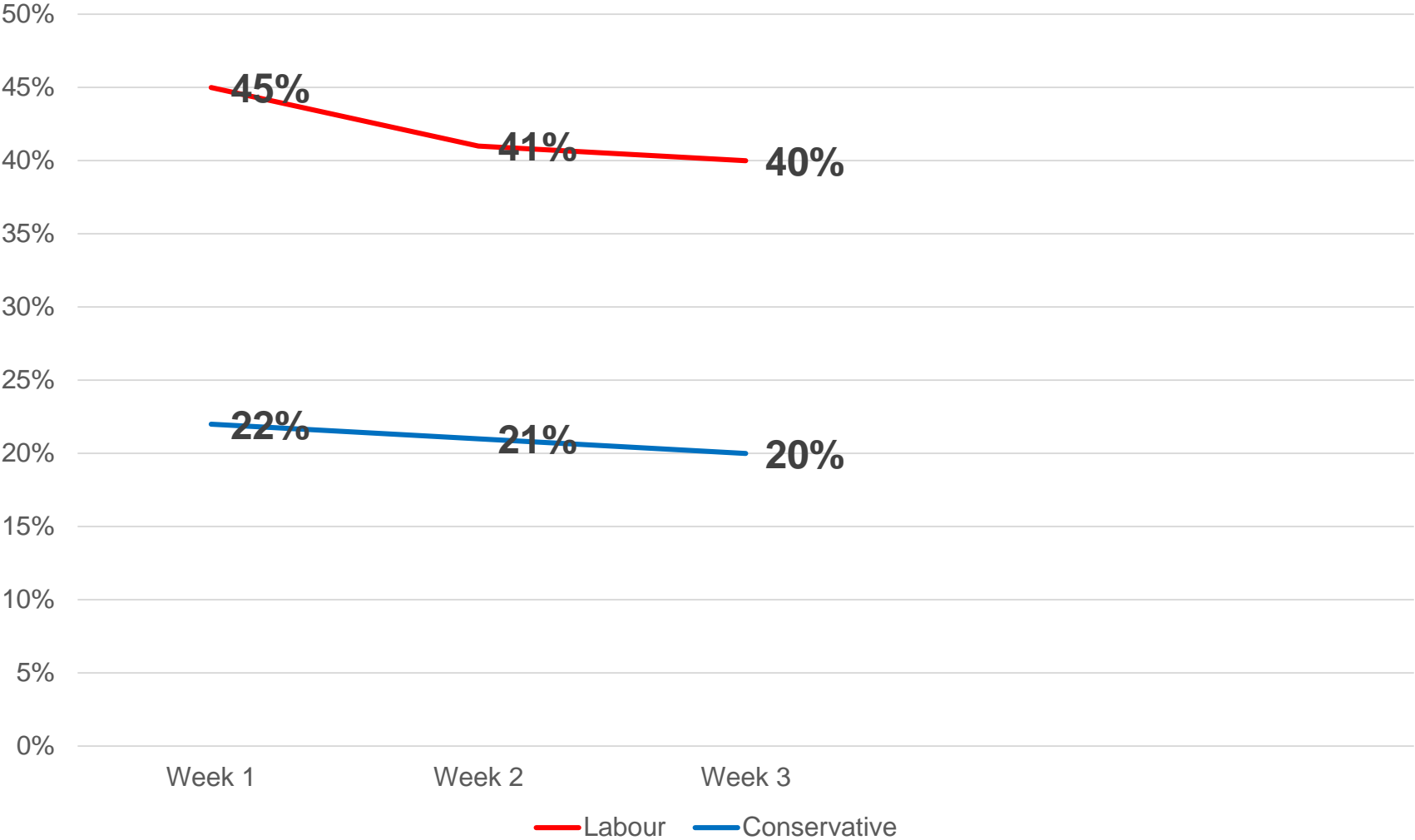
# Westminster 2024



# Westminster 2024

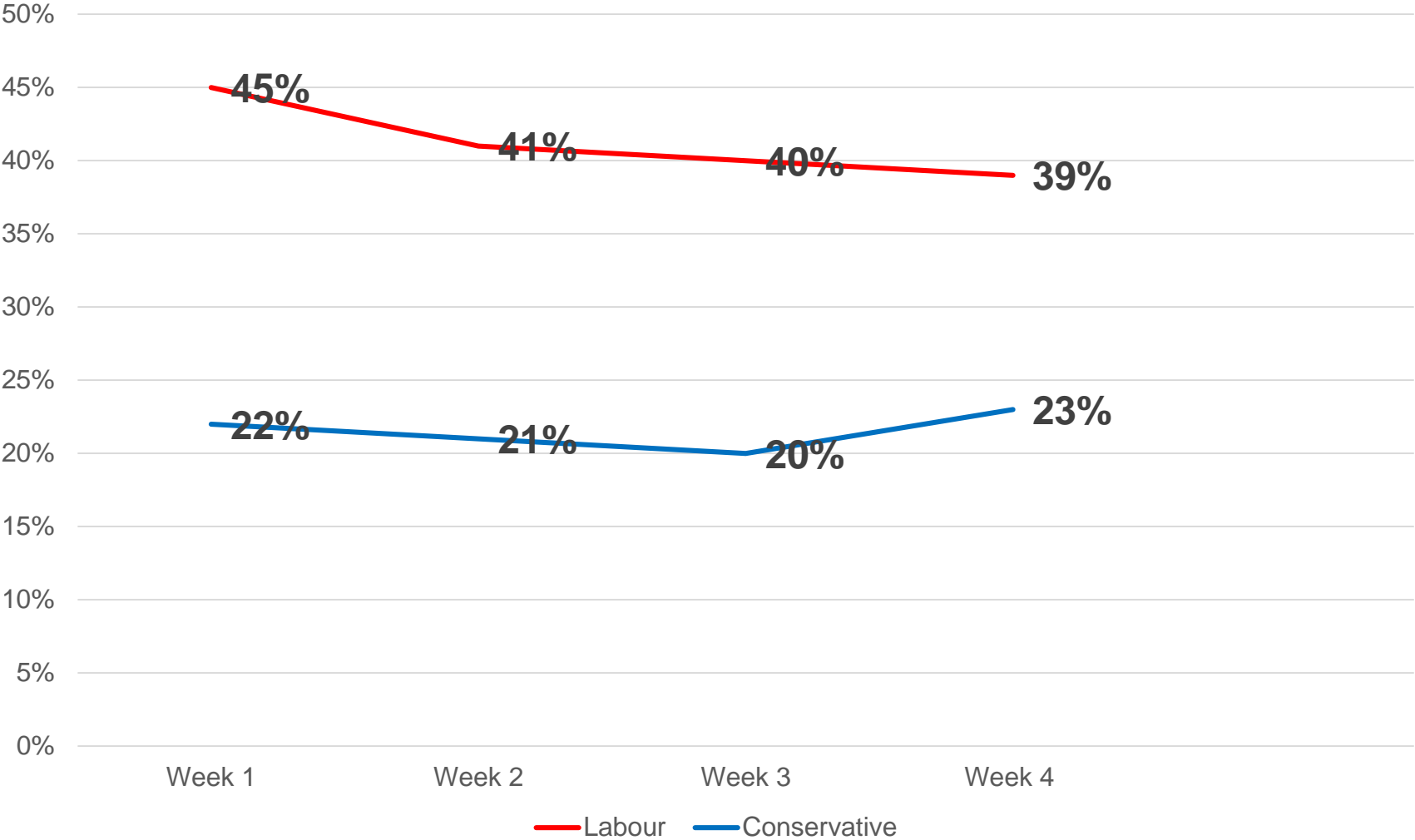


# Westminster 2024

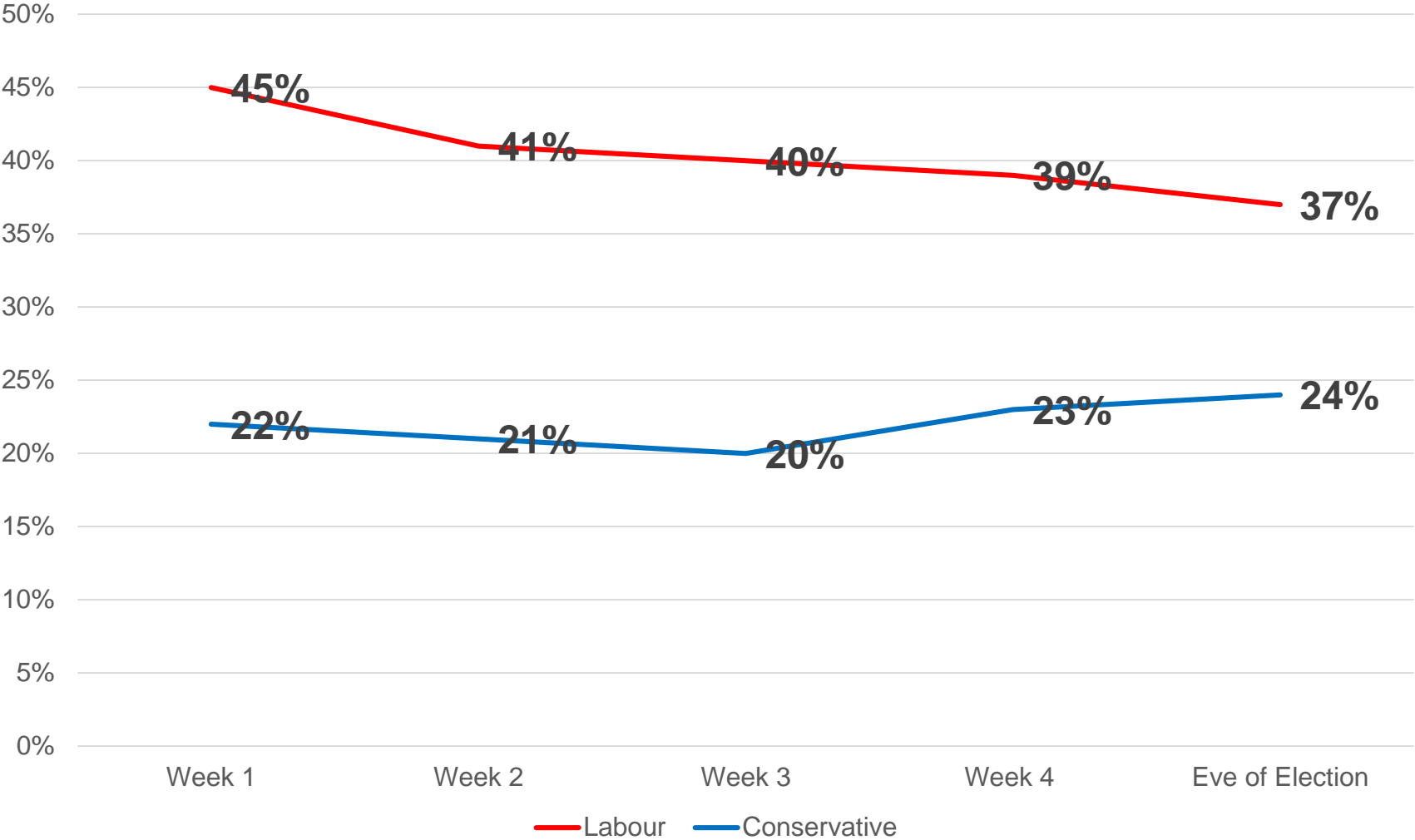




# Westminster 2024



# Westminster 2024



9.59PM  
July 4<sup>th</sup> 2024





# EXIT POLL

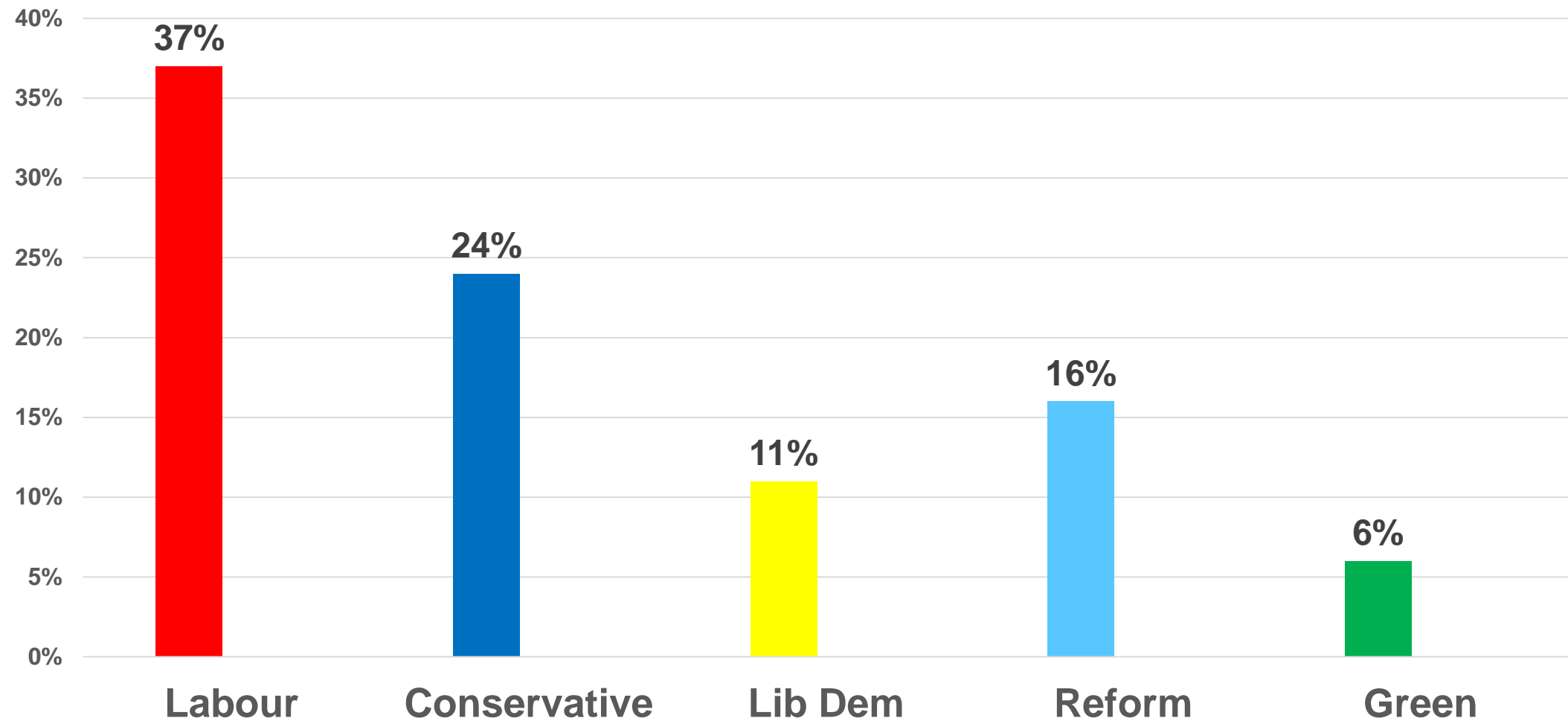




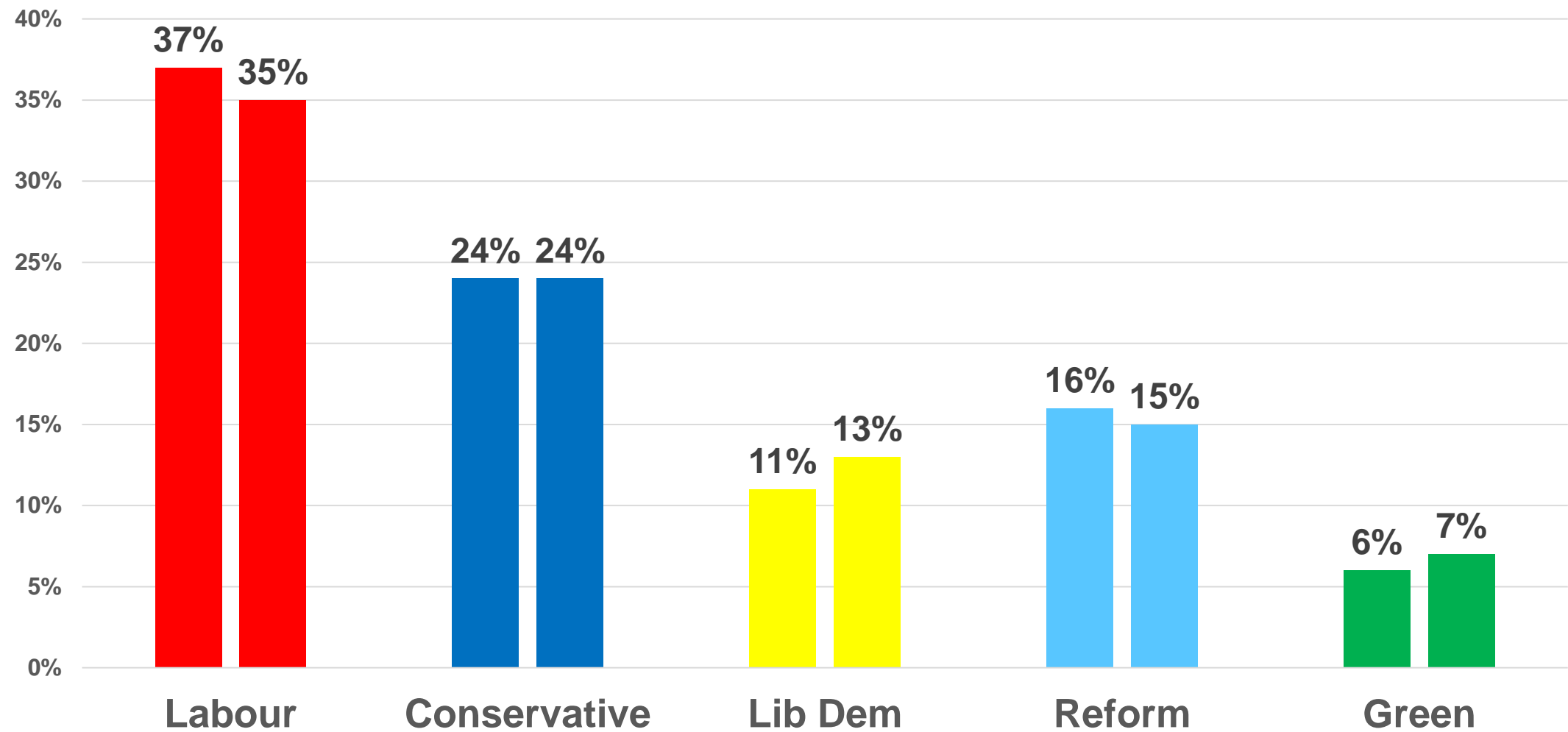
10.01PM  
July 4<sup>th</sup> 2024



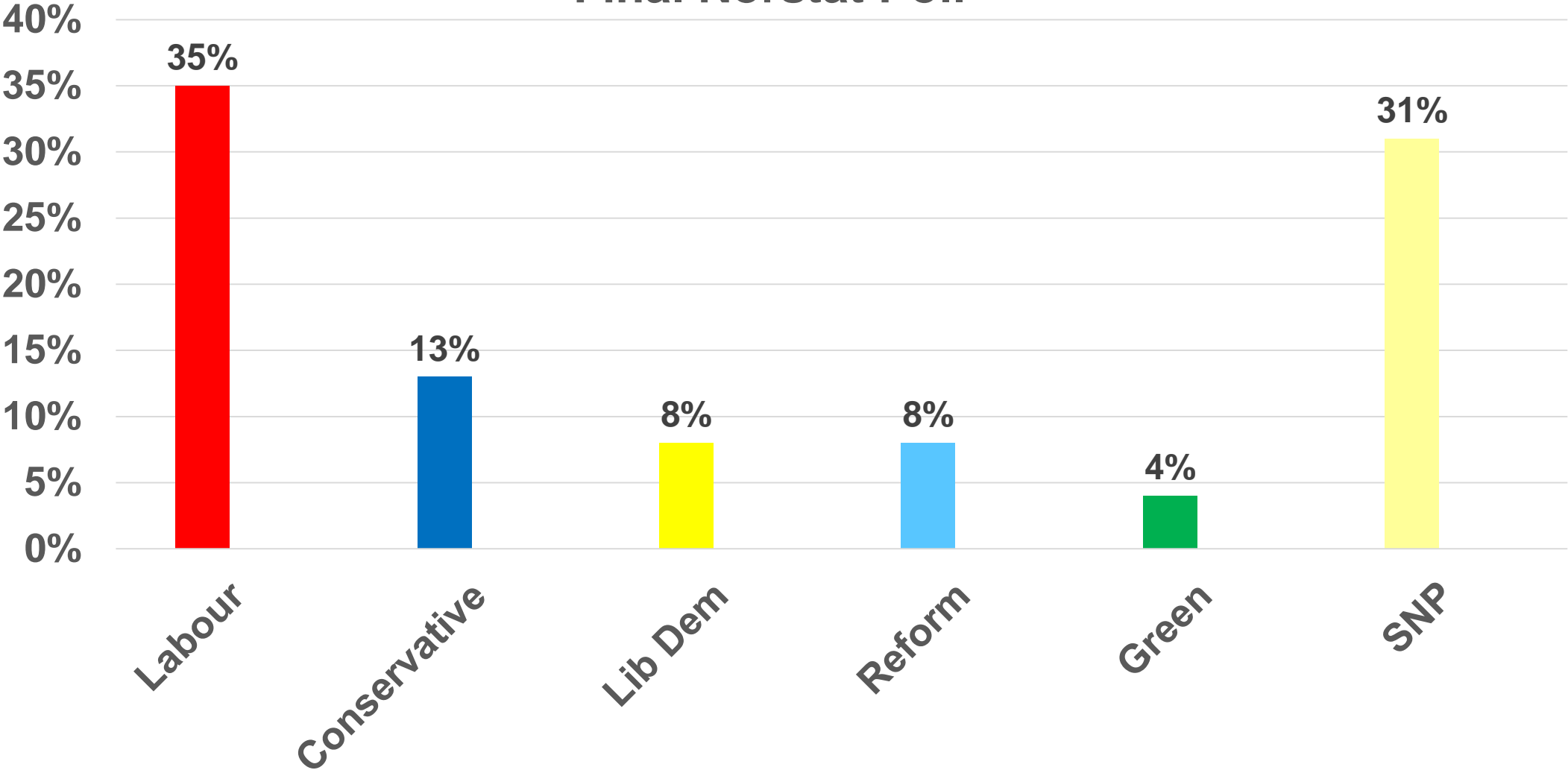
# 2024 Westminster GB-wide Final Norstat Poll



# 2024 Westminster GB-wide Final Norstat Poll v Election Result

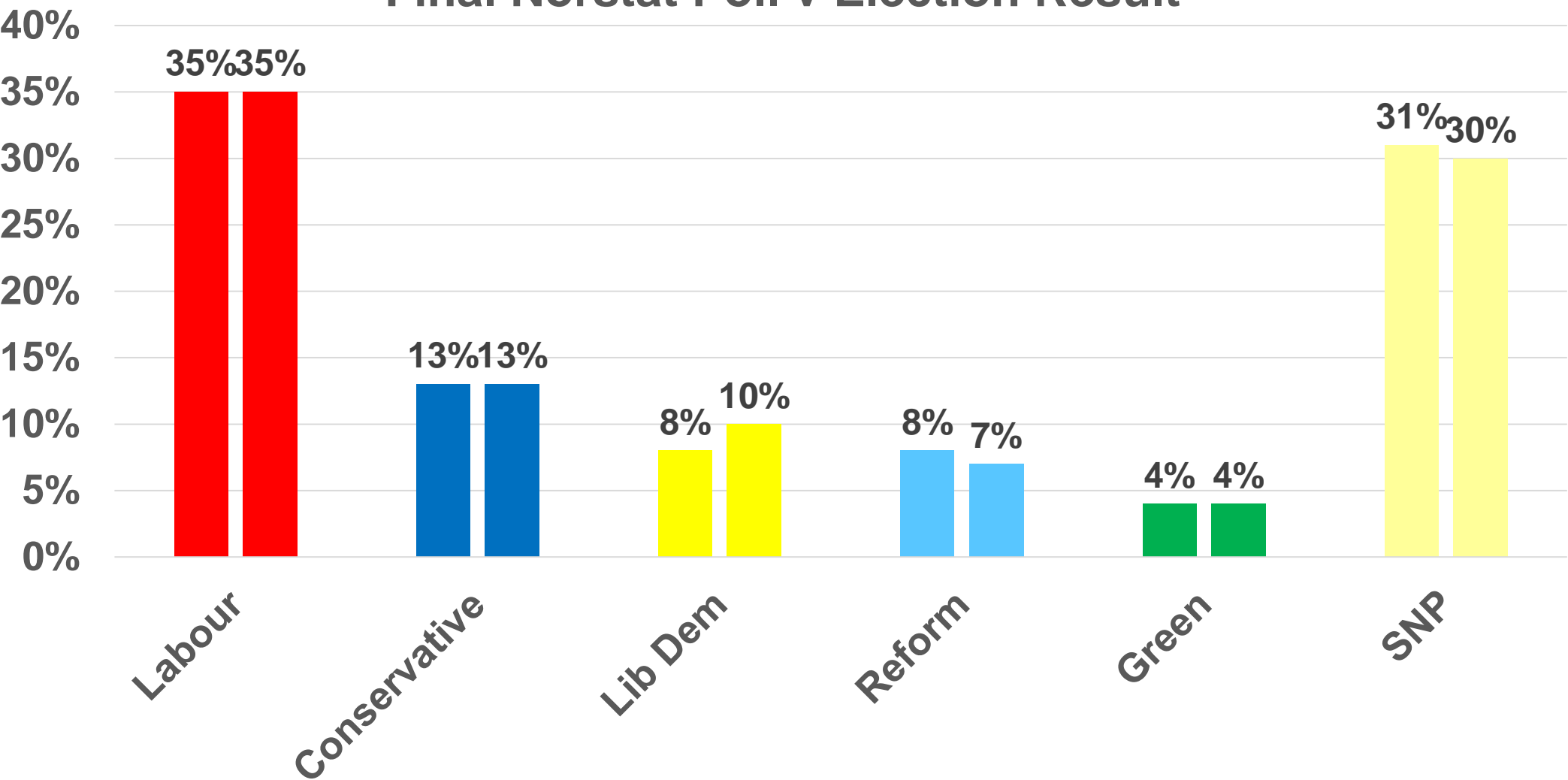


**2024 Westminster – Scotland  
Final Norstat Poll**

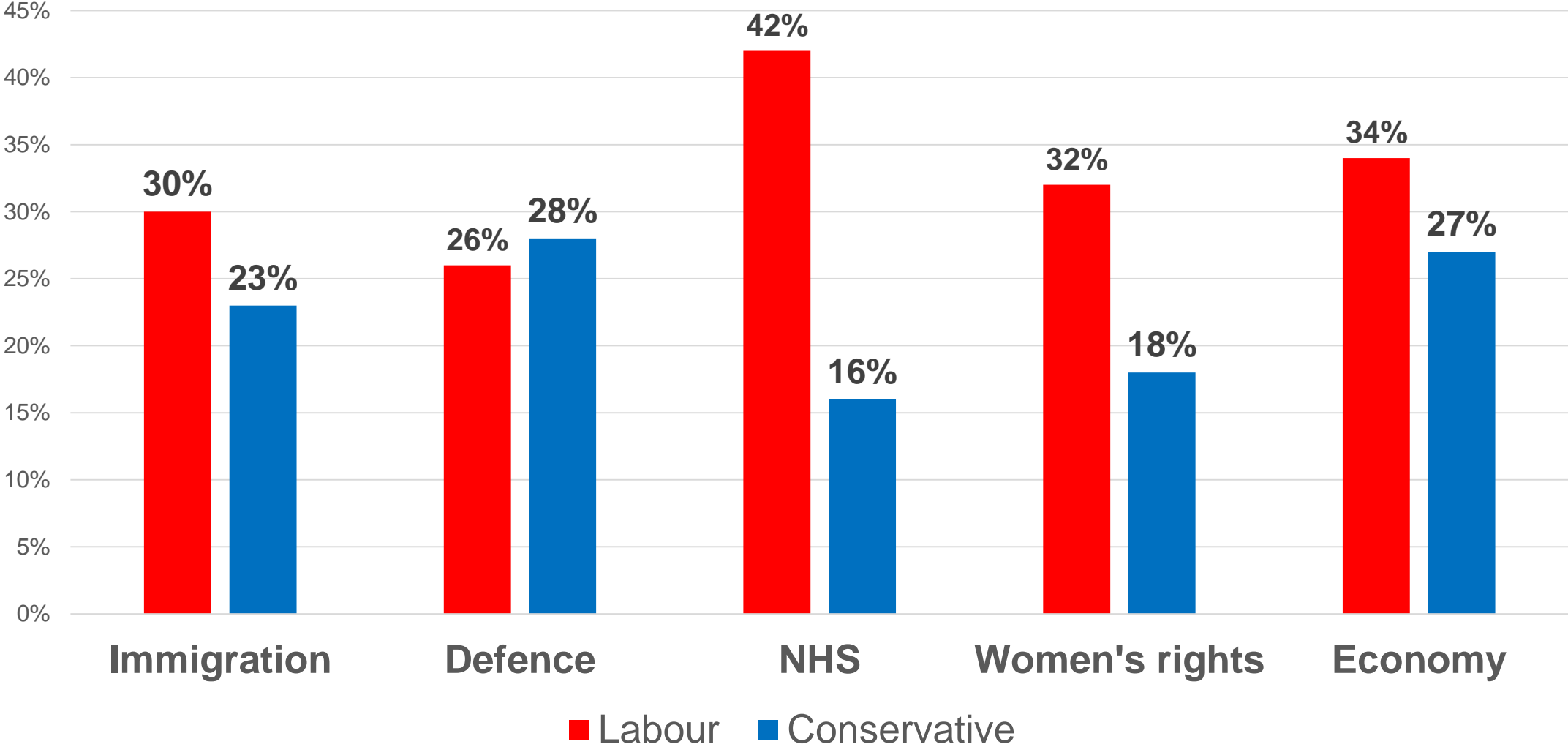




**2024 Westminster – Scotland  
Final Norstat Poll v Election Result**



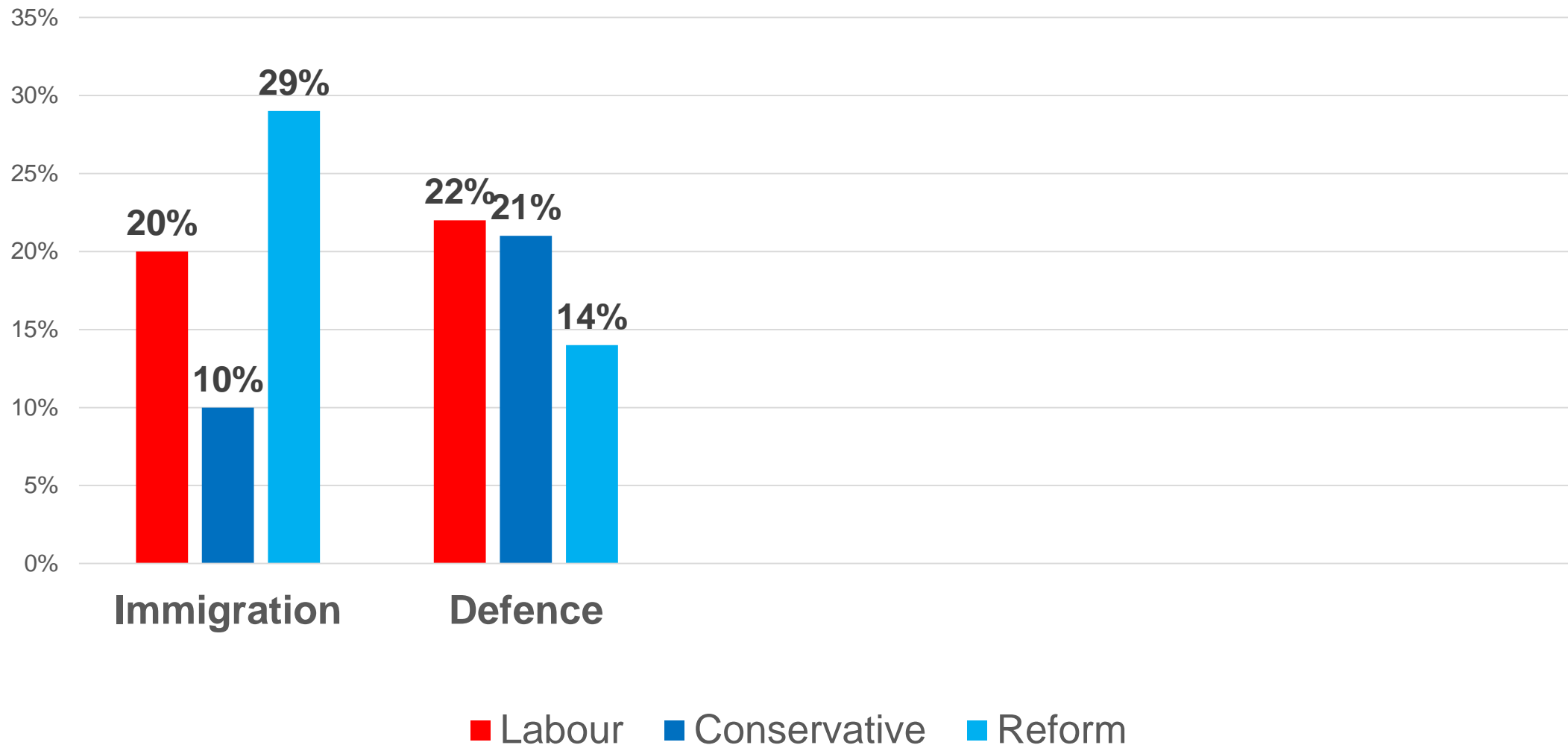
# July 2024 - Overall, which party do you trust most on each of these issues.....?



# May 2025 - Overall, which party do you trust most on each of these issues.....?

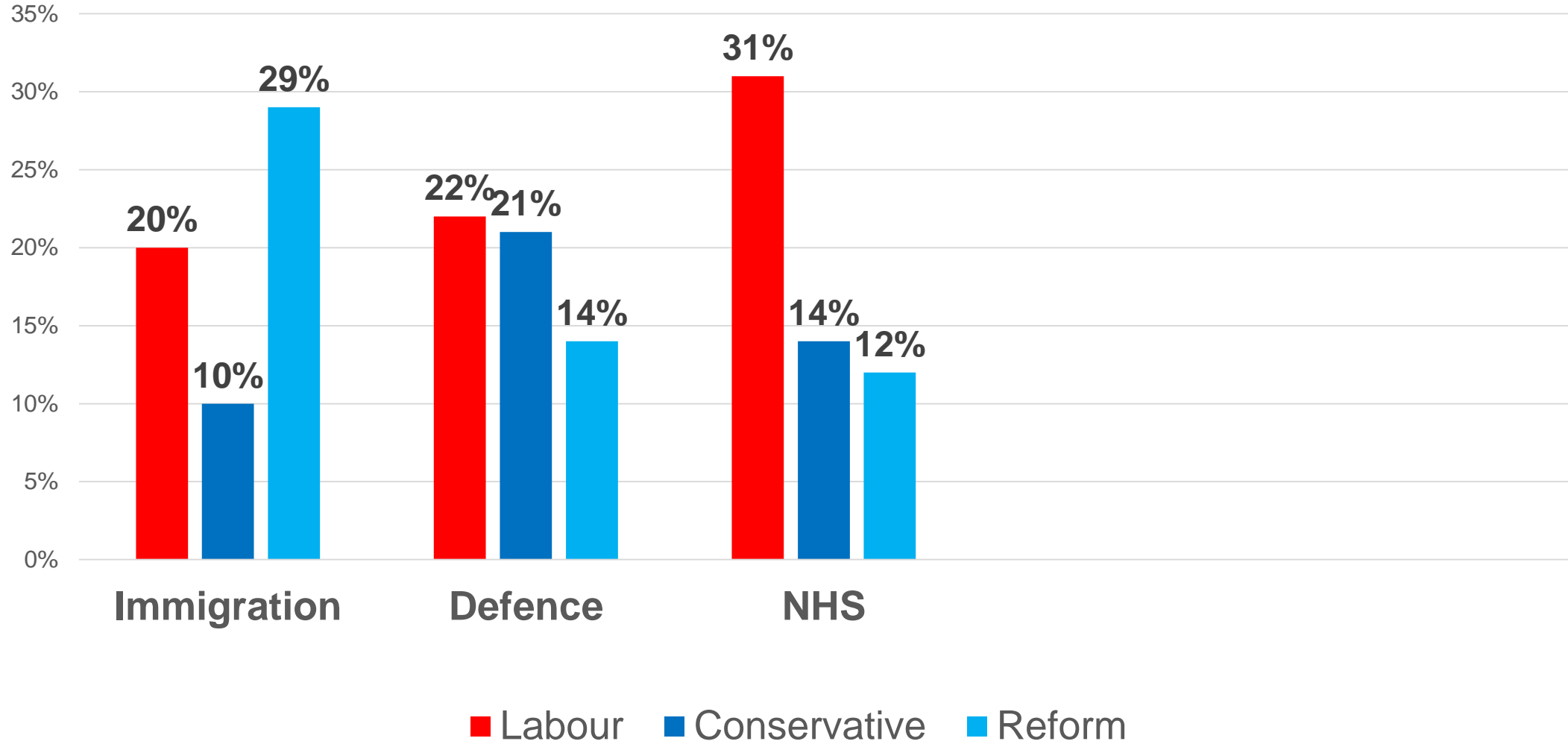


# May 2025 - Overall, which party do you trust most on each of these issues.....?

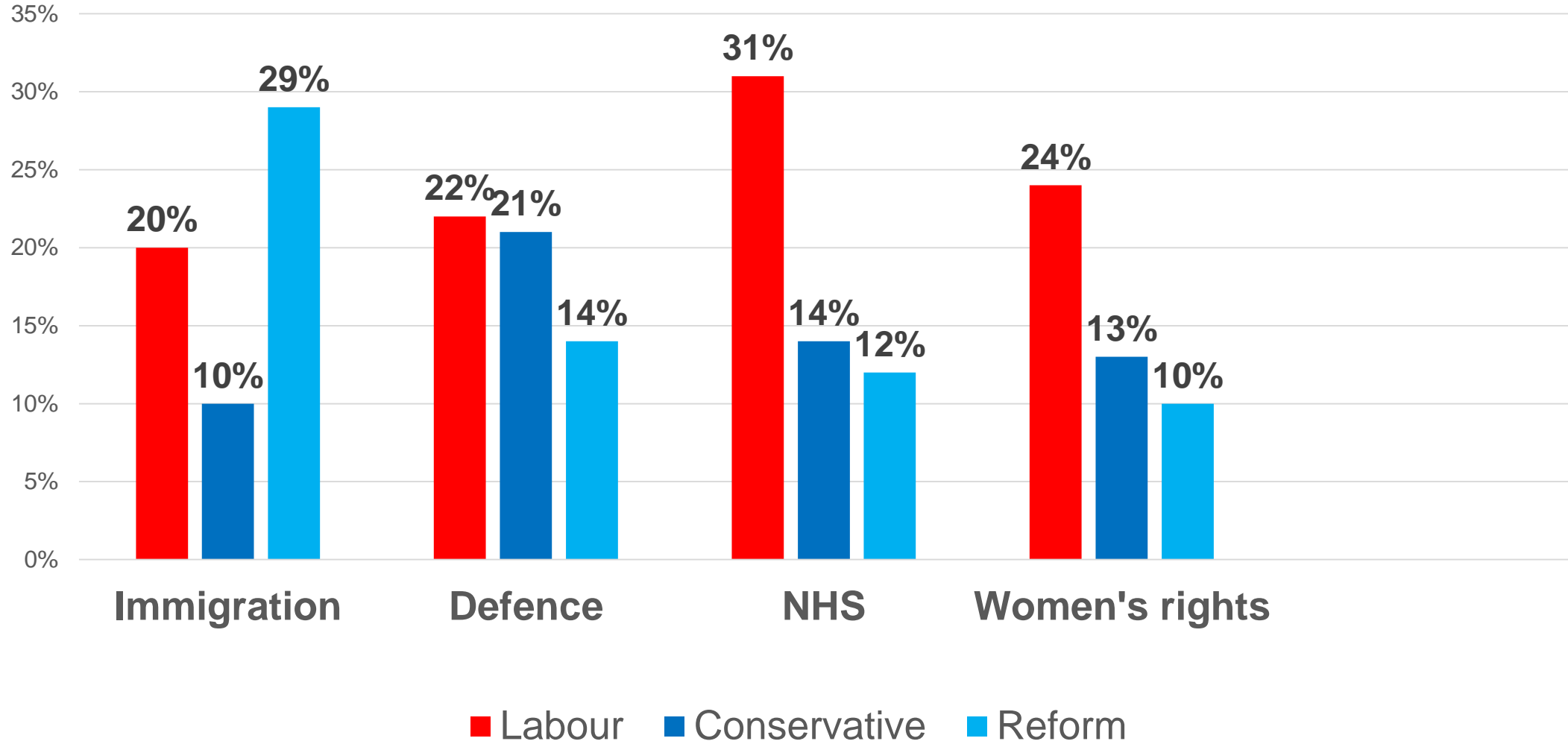




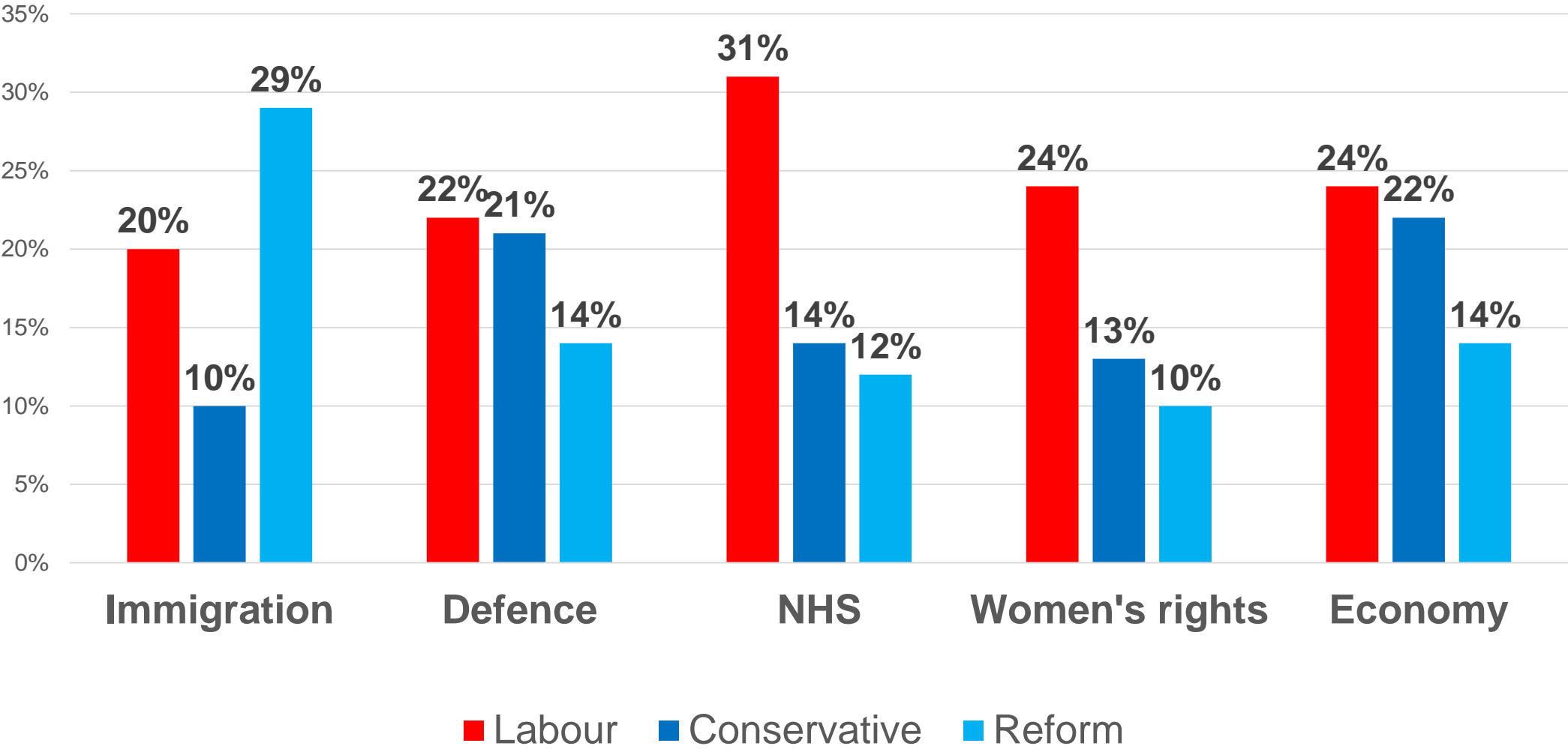
# May 2025 - Overall, which party do you trust most on each of these issues.....?



# May 2025 - Overall, which party do you trust most on each of these issues.....?



# May 2025 - Overall, which party do you trust most on each of these issues.....?



# Norstat Polling Accuracy

## Election Maps UK

### 2024 General Election

In 2024, **Norstat** was ranked #1 among regular pollsters by Election Maps UK for the UK general election.

[Link to article](#)



**Election Maps UK**   
@ElectionMapsUK



2024 Pollster Scores (Regular Polling, Not MRPs):



- 1 @NorstatUKPolls
- 2 @VerianGroup
- 3 @JLPartnersPolls

Pollsters	24CON	24LAB	24LDM	24RFM	24GRN	RootSumSquared	Ranking
Norstat	0.4	2.3	1.5	1.3	0.9	1.428	1
Verian	3.4	1.3	0.5	1.3	0.1	1.744	2
JL Partners	1.4	3.3	1.5	1.7	0.1	1.897	3
MoreInCommon	0.4	4.3	0.5	0.3	1.9	2.126	4
YouGov	4.4	2.3	0.5	0.3	0.1	2.236	5
BMG	2.4	4.3	1.5	1.3	0.1	2.375	6
Deltapoll	2.4	4.3	2.5	2.3	0.1	2.676	7
Survation	4.4	3.3	0.5	2.3	0.1	2.676	8
Whitestone	3.4	3.3	2.5	3.3	0.1	2.814	9
Ipsos	5.4	2.3	1.5	0.3	2.1	2.871	10
WeThink	1.4	6.3	1.5	0.3	0.1	2.966	11
Techne	3.4	5.3	1.5	1.3	0.9	2.980	12
NCP	1.4	6.3	1.5	1.7	0.1	3.059	13
Savanta	4.4	4.3	2.5	2.3	1.9	3.256	14
Redfield & Wilton	2.4	6.3	2.5	1.3	0.9	3.292	15
Opinium	3.4	6.3	1.5	2.3	0.1	3.429	16
PeoplePolling	8.4	1.3	2.5	5.3	2.1	4.712	17

2:39 pm · 5 Jul 2024 · **103.8K** Views



## Norstat Polling at Last Week's Election

12,000 of our Panellists told us their voting preference at the 2024 General Election



92% are still  
active panellists



We sampled 1,000 of them who  
live in Wards which had Elections  
last week regarding voting  
intentions, plus a 1,000 nationally  
representative sample



## Focusing on 3 Key Voter Trends

1

Switching between Parties

2

Different key issues for different demographics

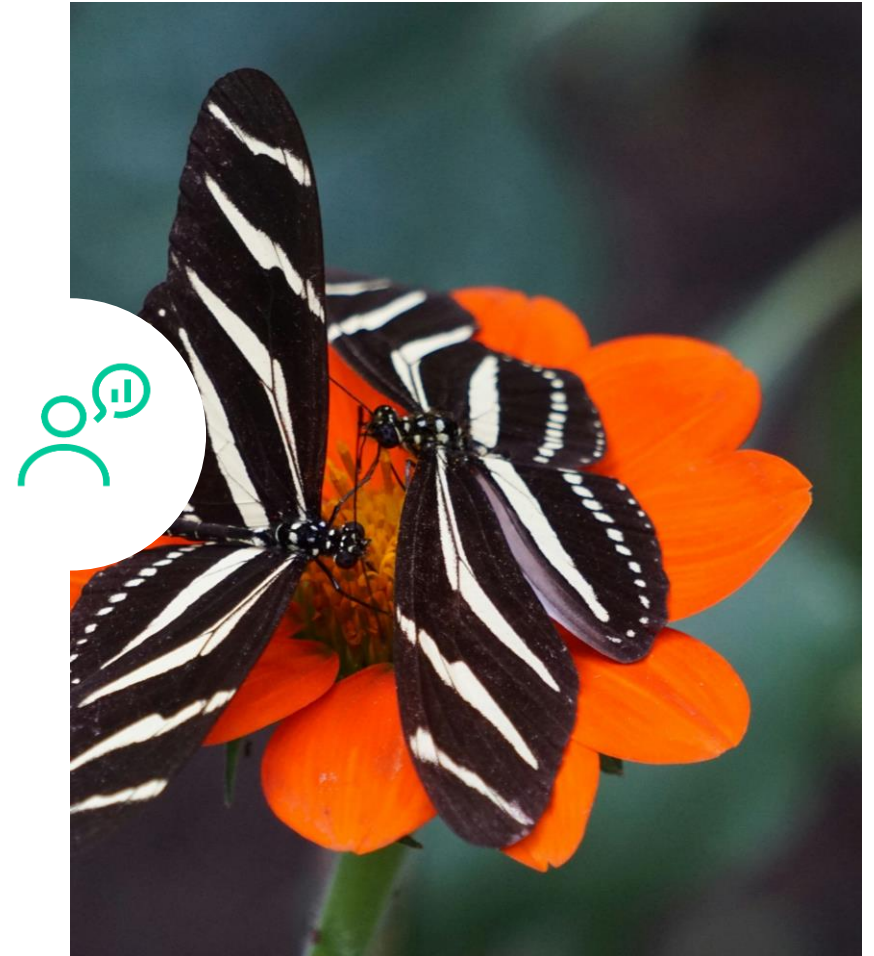
3

Perceptions of Leaders



# The Butterfly Voter switching between Parties

- Labour and Conservative voters most likely to switch their vote , with around 40% switching from last year
- Reform (89%) and Green voters (82%) seem more loyal
- 26% of Conservative voters switching to reform, splitting the right-wing vote
- Labour vote split equally between Lib Dems , Green, and Reform



## Key Issues: Different Strokes for Different Folks

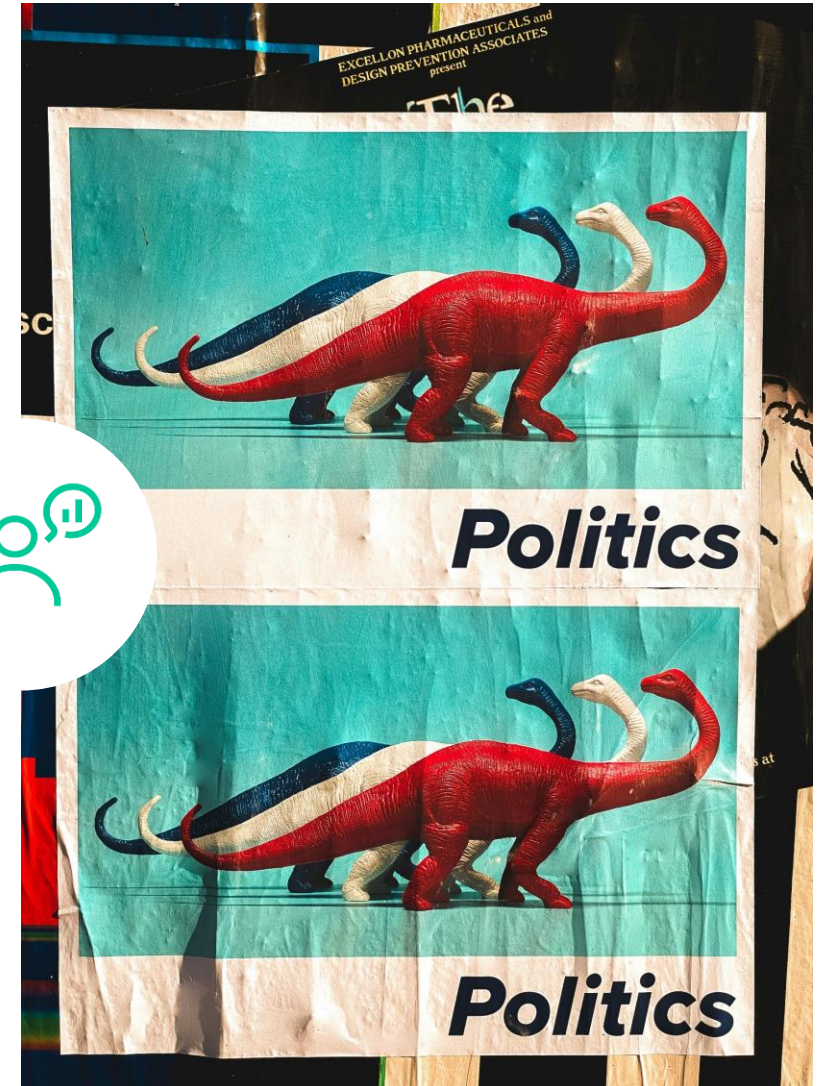
- Local issues like infrastructure, council tax, housing , only **most important to less than a quarter of voters**
- **80% of Reform voters and 60% of Tories cited Immigration/ Border Control as key issue**, higher among men and the elderly
- **Half of voters** without degrees thought Immigration was most important , twice as many as those with degrees
- It means that over **60% of working-class voters vote for a right-wing party**





## Perceptions of Leaders

- 60% of voters think Sir Keir Starmer is doing a "bad" job, including a third of Labour voters
- Only a quarter of Tory voters think Kemi Badenoch is doing a "good" job, whilst 40% of Tory voters like Nigel Farage and think he is doing a "good" job
- Interestingly though, only a third of working-class voters like Farage, despite 60% voting for a right-wing Party
- Three quarters of the UK voters dislike Donald Trump, but a third of Reform voters like him





## Focusing on 3 Key Election Takeouts

1

Continental style Multi-Party Country

2

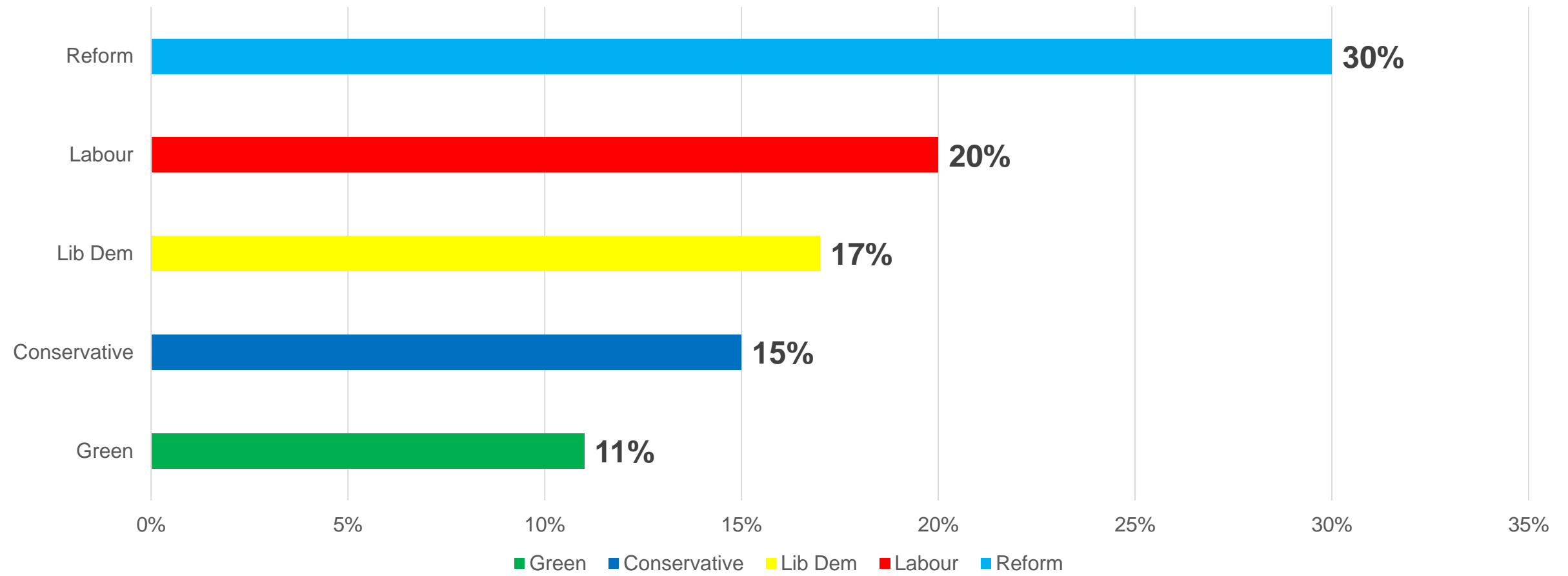
Reform's popular vote benefits from First Past the Post

3

Lib Dems replacing Tories in "Middle England"



# Projected national vote share in Great Britain



# Reform Popular Vote Benefitting from First Past the Post

- Reform won popular vote in 15 out of 24 Local Authorities
- Last year, Labour won 63% of parliamentary seats with 34% of national vote. This year, Reform won 40% of Council seats with 32% of national vote.
- In Wiltshire, Reform won 27% of popular vote , but only 10% of Council seats.
- In the Northern & Midland cricket counties (Derbys, Durham, Lancs, Northants, Notts), won majority of council seats with only third of vote ..... 30%+ is the tipping point!



## Lib Dems replacing Tories in Middle England

- Lib Dems won popular vote in 7 of the 24 Local Authorities
- Gained Cambridgeshire, Oxfordshire and Shropshire and became largest Party in Hertfordshire
- Tory Party support has aged and not been replenished with a younger vote, who are more internationalist in outlook
- Lib Dems also appeal to “proud nimbys” in local elections



## Concluding Thoughts

1 Turnout half of a General Election and more of a protest. Less tactical voting.

2 Farage may appeal to working class voters on cultural/ social issues , but less so economically (job cuts, privatising NHS, not taxing private education etc).

3 Labour got elected on promise “change” and now need a story of “delivering change”. Rishi Sunak, Joe Biden both recently failed on this, along with Labour’s last Prime Minister, Gordon Brown.



**Thank you and any questions?**