



**BEST for
BRITAIN**

Impact Report

General Election
2019

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CHAIR

Lord Mark Malloch-Brown

CHIEF EXECUTIVE OFFICER

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BEST for BRITAIN

Welcome to our Impact Report

On the 12th of December, Boris Johnson won a convincing victory and the parliamentary mandate he had sought to deliver his version of Brexit.

Yet 53 per cent of votes went to parties that supported Remain or backed a second referendum.

The first-past-the-post electoral system delivered a majority government on a minority of votes.

Best for Britain had worked to encourage voting pacts between opposition parties at constituency level, as well as running a large tactical voting operation.

With that in mind, this document is both an examination of the impact Best for Britain had as polling day neared, and a look at the valuable lessons that have



Best for Britain Chairman Lord Malloch-Brown with CEO Naomi Smith

been learned. Our disappointment at the election outcome is tempered by a quiet pride that we had such a significant impact, in a situation where the odds were stacked heavily against us.

As this report shows, if we had not done what we did, the result could have been even worse.

Opposition parties – not Europe – lost the 2019 General Election.

We fought on behalf of the pro-European majority, and we helped grow that majority.

That is no small achievement, and this is unfinished business.

Lord Malloch-Brown, Chairman

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Did Best for Britain have a big impact on voters in the 2019 General Election? Here's what analysis of our data tells us

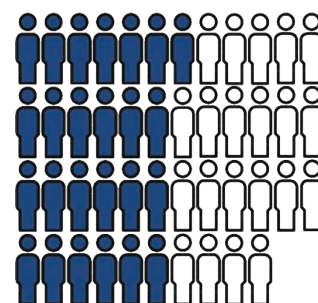
Five key figures

200 million

Our digital channels achieved more than 200million impressions. In the six weeks prior to election day, we reached more than 25million people in a 45.8million* electorate

*As of Dec 2018

 = 1million voters out of 45.8m reached



6



Our efforts helped Labour to victory in SIX* seats they may well not have otherwise won

*See Appendix, Table I

800,000

More than 800,000 people voted tactically in line with Best for Britain's advice



19



The party we recommended received a significant boost because of our tactical voting advice in 19* seats

*See Appendix, Table I

4.5 million

More than 4.5million unique visitors came to GetVoting.org for advice

GET VOTING!

#WorkTogether

Impact: How to the way 800,000

The methods employed by Best for Britain to identify patterns among voters – and make voting recommendations based on that information – are complex. Our analysts use powerful Cloud-based computing services but, despite that, simply crunching the numbers can take a couple of days. However, more than 800,000 of the electorate voted tactically – and our tactical voting advice was based on what we learned from our MRP work. So, what is this methodology, and how did it impact on political parties?



We use a technique called ‘Multilevel Regression with Poststratification Analysis’ (MRP). It’s a bit of a mouthful, and a bit of a complex beast in action as well. MRP starts with a large poll – in this instance, a poll of 46,000 respondents – then adds in other data sets, which could include census age and income information, to produce a more accurate reflection of voting intentions in every constituency. MRP accurately predicted the surprise wins for Labour in Kensington and Canterbury in 2017, as well as the 2016 election of Donald Trump. Data science company Focldata carries out the analysis for us, using the most up-to-date polling available. While some tactical voting websites chose to use the 2017 General Election as a baseline for their findings, we insisted on using up-to-the-minute MRP to capture changes in voting sentiment. Trustworthy data, then, is central to all we do. On that note, it is important to acknowledge that, while this report does not cover the impact of ground campaigns, that is in no way intended to downplay the role of volunteers and the importance of their work nationwide.

A snapshot of what we did

- Encouraged voter registration among under-represented groups, both directly via our startvoting.org website and by funding a range of other campaigns such as Inspire.EU
- Undertook three rounds of state-of-the-art MRP polling during the election campaign
- Socialised the concept of tactical voting into print, broadcast and social media
- Launched a petition, which was signed by more than 100,000 people,
- calling for Remain parties to work together

In assessing our impact on the election, we have calculated the swing towards the party we recommended, based on the difference between the predicted vote share of each party in our MRP analysis, and the actual result they achieved on polling day itself

Case study: Alyn and Deeside

In Alyn and Deeside, our website attracted 6,310 unique visitors, including 910 on the last two days of campaigning. Our December MRP predicted Labour would lose this seat to the Tories. But 23.9 per cent of Lib Dem and Green

voters cast their ballot tactically for Labour, resulting in a 3 per cent rise in Labour vote share from our December MRP. That led to Mark Tami holding the seat by 0.5 per cent.



help change people vote



Labour

- We recommended 466 Labour candidates and helped them win six seats which they may well otherwise have lost.
- In these 466 constituencies, there were 4.9million total visits to our tactical voting site – an average of 10,550 per constituency.
- On average, 20.6 per cent of Lib Dem, Green and Plaid Cymru/SNP voters cast their ballot tactically for the Labour Party in these constituencies.
- There was an average vote swing of 2.7 per cent towards Labour from the other progressive parties in these constituencies.



Lib Dems

- We recommended the Liberal Democrats in 100 constituencies.
- Across all these constituencies, there were 2million total visits to our site, an average of 20,100 per constituency.
- On average, 19.6 per cent of Labour, Green and Plaid/SNP voters cast their ballot tactically for the Liberal Democrats in these constituencies.
- There was an average swing of 3.5 per cent towards the Lib Dems from the other Remain parties in these constituencies.



SNP/Plaid

- We recommended the SNP in 17 constituencies and Plaid Cymru in four.
- In these constituencies, there were 136,150 total visits, or 6,500 per constituency.
- On average, 33.5 per cent of Labour, Lib Dem and Green voters cast their ballot tactically for the SNP/Plaid in these seats.
- There was an average vote swing of 8.6 per cent from other progressive parties to SNP/Plaid in these seats and their final vote shares were around 8 per cent up on our December MRP.



Greens

- We recommended the Greens in three seats (Brighton Pavilion, Isle of Wight and Bury St Edmunds). They won the first on an increased vote share, and comfortably held their deposit in the other two.
- In these constituencies, there were 61,770 visitors to our site, an average of 20,590 per constituency.
- On average, 18.7 per cent of Labour and Lib Dem voters cast their ballot tactically for the Greens in these constituencies.
- There was an average vote swing of 9.1 per cent towards the Greens from other progressive parties.



Case study: Oxford W & Abingdon

In Oxford West and Abingdon, our site attracted 18,090 unique visitors, including 1,660 in the last two days of election campaigning. Here, 45 per cent of Labour and Green voters cast their ballot tactically for the

Lib Dems, resulting in a swing of 5.9 per cent away from other progressive parties and a rise in Lib Dem vote share of 7.9 per cent over our December MRP. That helped to return Layla Moran with a 15.2 per cent majority.



A CLOSER LOOK AT WALES AND SCOTLAND...

The Plaid & SNP factor

In Scotland and Wales, our tactical voting options had to take into account the SNP and Plaid Cymru – both pro-European parties.

However, just as in England, our tactical voting recommendations were very much on the mark – as the illustration on Page 7 shows clearly.

Below are three case studies, illustrating what our analysis suggests the impact of tactical voting was in each, as well as highlighting just how many people were coming to our tactical voting website for advice.

Case Study 1: Cardiff North (Anna McMorris – Labour)

In Cardiff North, there were 14,430 unique visitors to our tactical voting website, including 2,099 on the final two days of the election campaign.



19.5 per cent of Lib Dem, Green and Plaid voters cast their ballot tactically for Labour, resulting in a 7.5 per cent increase in the Labour vote share over our December MRP.

Our analysis shows tactical voting helped Labour candidate Anna McMorris (*above*) achieve a vote swing of 2.77 per cent from other progressive parties.

Case Study 2: Dwyfor Meirionnydd (Liz Saville Roberts – Plaid Cymru)

In Dwyfor Meirionnydd, there were 3,380 unique visitors to our tactical



Key facts



- On average in Scotland, 27 per cent of pro-Remain voters voted tactically.
- There were 347,000 unique visitors to the GetVoting.org site in Scotland.
- On average, there were 6,000 unique visits per constituency in Scotland.
- In Scotland, the top constituency by visits was Edinburgh South (14,500).



- On average in Wales, 11.3 per cent of pro-Remain voters voted tactically.
- There were 256,390 unique visits to the GetVoting.org site in Wales.
- On average, there were 6,500 unique visits per constituency in Wales.
- In Wales, the top constituency by visits was Cardiff North (14,430).

voting website, including 390 on the final two days of the election campaign. 33.3 per cent of Labour, Lib Dem and Green voters cast their ballot tactically for Plaid Cymru candidate Liz Saville Roberts (*left*). That resulted in a 9.14 per cent increase in the Plaid Cymru vote share compared with our December MRP, and a 6.68 per cent swing from other progressive parties.

Case Study 3: East Renfrewshire (Kirsten Oswald – SNP)

In East Renfrewshire, there were 9,970 unique visitors to our website, including 1,900 on the final two days

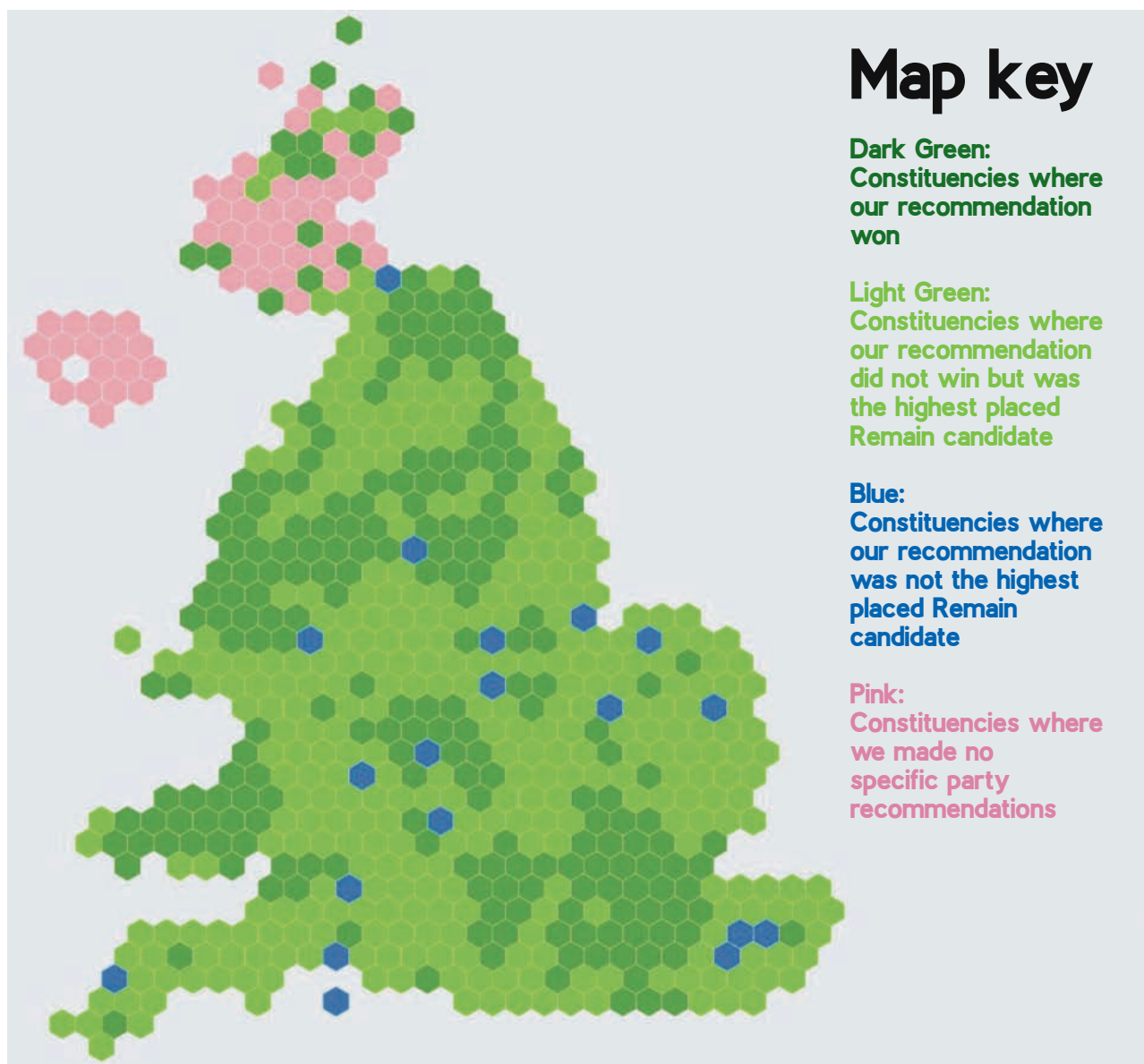
of the election campaign.

34 per cent of Lib Dem, Green and Labour voters cast their ballot tactically for SNP candidate Kirsten Oswald (*right*), resulting in a 13 per cent increase in the SNP's vote share compared with our December MRP.

Tactical voting helped the SNP candidate achieve a vote swing of 10 per cent from other progressive parties.



HERE'S HOW ACCURATE OUR ADVICE WAS



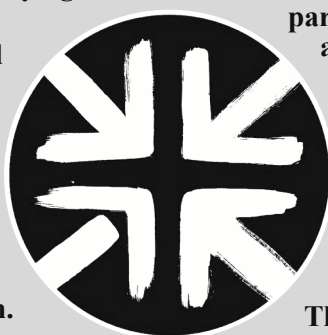
Trustworthy insight, data driven

Best for Britain is a data-driven organisation, so it is vital that we have trustworthy figures to use for recommendations.

Looking at the election results and our recommendations, the accuracy of our data and resulting predictions were unparalleled.

Best for Britain recommended the highest placed Remain candidate in 97 per cent of constituencies where we made a recommendation.

There were only 19 seats in which we did not recommend the highest placed Remain candidate, and all bar one was a 'special case'.



In three constituencies (Broxtowe, Bury St Edmunds and Isle of Wight), we backed particular candidates because of pact agreements.

In Sheffield Hallam, we backed the Liberal Democrats, but Labour ended up winning the seat by 1.2 per cent.

This was the only seat where a Remain party won but we backed a losing candidate.

The remaining 15 seats were all Tory safe seats, so we would have had little effect on the outcome, regardless of our predictions.

Getting Brits then getting

Best for Britain does not restrict its activities to what it can do directly – it also supports partner organisations, both financially and by sharing expertise. Some of the most significant work done by these groups is voter engagement – here are some groups we backed

Before you can mobilise voters, you have to make sure individuals have actually registered to vote.

That is why Best for Britain supported campaign organisations who were engaging not just with the arguments around Britain's relationship with Europe, but also addressing the fundamental challenge of getting the public to register to vote.

In its 'Yes I Will Vote' campaign, **Inspire.EU** worked alongside influencers and bloggers to target UK-based 18 to 24-year-olds. That campaign achieved:

- More than 85,000 visits to the Yes I



Will Vote website (vs. a target of 63,000)

- 4.7million 18 to 24-year-old UK residents reached
- In excess of 4,500 data captures (including email and physical addresses)
- Google drove 21,000 clicks and achieved 1.37million impressions
- Facebook delivered 3.2million impressions, and 45,300 clicks

- Ads with influencer Grace Beverley generated almost 27,000 website visits

HOPE NOT HATE ran a highly targeted voter registration campaign and a Get Out The Vote operation.

The voter registration campaign focused on young and private renters, and Black African voters, the BAME community with the lowest level of voter registration.



Don't forget the basics

Getting voters to register is only the first part of the battle, when it comes to building support for an election. Following our 'Register to vote' drive, Best for Britain launched its Get Out The Vote campaign, designed to improve voter participation among young people and women by publishing impartial information on the importance of voting. It paid attention to the basics – things we may take for granted but that could be a barrier to some, such as how to

cast a vote, providing information such as postal vote deadlines and even nearby polling stations. We used graphics and videos to inform people about the importance of their vote, supplemented with information on how to fill in and send postal votes. This campaign reached more than 8.2million people across Facebook and Instagram in the final week of campaigning. And, on election day, we reminded 5million people where their polling station was.

to register ... them to vote



The GOTV operation focused on getting young people and Muslim voters out in marginal seats.

For our Future's Sake (FFS for short) targeted young people and students, campaigning for a Final Say Vote on any form of Brexit.

FFS launched in March 2018, mobilising young people and students.

It helped to ensure diverse young voices were heard in the media, while influencing politicians to change their stance on Brexit.

The **Vote for Your Future** campaign achieved:

- 25million impressions
- It drove 150,000 clicks from young people to the registration site in target seats in one week
- The average young person in the 71 target seats saw a Vote for Your Future ad 25 times
- A Registration Action Day was held in 23 target seats. Up to 41,400 young people were visited by an ambassador on the registration deadline, or engaged by ambassadors in busy student areas.

How significant is tactical voting? Very

Tactical voting – voting for a party which isn't your first choice – was a big part of Best for Britain's election strategy, and with good reason: It's extremely significant.

According to the election day Ashcroft poll and analysis by our own data experts:

- 10 per cent of the electorate voted Labour even though another party was their first choice. This group would largely have been Remain voters who felt Labour were the best chance for a Final Say vote.
- 5 per cent of the electorate voted Lib Dem even though another party was their first choice. This group would largely have voted Labour in 2017.
- 7 per cent of the electorate voted Conservative even though another party was their first choice. Some will have preferred the Brexit Party but there will also have been



quite a few who were Lib Dem leaning but very anti-Corbyn (eg people who voted Conservative in 2017, Remain in 2016, Lib Dem in the Euros).

Lessons we have learned

It's tempting to look back at our work and focus only on things that went particularly well. But working out what to do differently is far more important than self-congratulation. Over to Best for Britain CEO Naomi Smith for some analysis



The best day of the election was November 1st, the day Nigel Farage announced the Brexit Party would be contesting every seat.

The worst one? That came 11 days later, when Farage stood his candidates down in 317 seats – and several dozen more before the close of nominations.

We knew it was bad news because Best for Britain data, from the European Elections in May 2019 onwards, had shown consistently that the Brexit Party standing aside could mean a very healthy Tory majority.

With the honourable exception of 60 constituencies in which Unite to Remain participants (Plaid Cymru, Greens and Lib Dems) fielded a single candidate, the failure of the Remain parties to ally, and replicate the Farage/Johnson pact, meant those wishing to stop a Conservative majority were left with tactical voting as their only weapon in their arsenal.

Within hours, Best for Britain had launched getvoting.org and Leave.EU had launched its regressive tactical voting site.

Our site was not perfect, but speed to market was essential to stop search engines skewing towards pro-Leave/pro-Conservative voting advice. It was unfortunate that several tactical voting sites emerged,

sending confusing signals to voters. However, by the end of the campaign, the three leading pro-Remain tactical voting sites were aligned in almost all their recommendations, with the notable exception of Kensington.

There, Best for Britain backed Labour, while Remain United and

‘Tactical voting was left as the only weapon in their arsenal’

People’s Vote backed the Lib Dems.

Correlation does not necessarily mean causation, and we will not try to claim otherwise.

What we have found in analysis of our own data is that, where we recommended a tactical vote for a particular party, it benefitted on average from 18.4 per cent of the other Remain parties’ votes (from our previous MRP poll) switching to them. In ‘Tier 1’ seats where we bought social

media adverts, this figure rose to 27.7 per cent. Our digital reach surpassed expectations and the site performed better than any other web campaign we have run, with 4.5million unique visits. The average number of unique visits per constituency was 11,500. Gaining prime coverage in The Observer and Sunday Times four days before polling day brought extra traffic, and the 200million impressions on social media drove the lion’s share of visitors.

In future, clearly, progressive parties must work together, particularly because it is likely that constituency boundaries for Westminster elections will be redrawn, and the First Past The Post voting system will remain.

Tactical voting does have a positive impact for progressive parties, but it cannot overcome a strong tide in the opposite direction. We all must learn.



Appendix

Appendix – Definitions

The following pages contain data combining statistics from **GetVoting.org**, voting numbers in **GE2019** as well as from **MRP** (multilevel regression with poststratification) modelling done in December (referred to as the ‘**DecemberMRP**’ in this section).

The **DecemberMRP** was a study carried out by **HOPEnotHate** and **BestforBritain** by **Focaldata** using MRP technique to estimate voting intention in each constituency in Great Britain. **Focaldata** collected data from 28,000 respondents between November and December 2019, 39,000 in November 2019 and 46,000 between September and October 2019 using a range of online panel providers.

Definitions

Tier 1 seats

These are 157 seats that received more advertising spend & digital focus than other seats. They are highlighted in bold in the constituency tables.

Recommended Party

The party that was our final recommendation in a constituency.

Total Unique Visitors

The total number of unique visitors that visited **GetVoting.org** from its launch in October until 10PM on 12th December 2019. This number has been rounded to the nearest 10.

Unique Visitors on Dec 11-12 (final 2 days)

The total number of unique visitors that visited **GetVoting.org** from 12:01AM on 11th December until 10 PM on 12th December 2019. This number has not been rounded and is presented as the raw figure.

Tactical Vote Percent

This is calculated as the difference between the sums of observed and predicted vote shares of progressive parties we did not recommend in that constituency.

E.g. in Alyn & Deeside where we recommended the Labour Party, our December MRP predicted the combined vote share of The Green Party, The Liberal Democrats and Plaid Cymru to be 12.22. This was observed to be 9.3% in the General Election. So, the estimated tactical vote in this constituency (relative to December MRP) was 23.8% $[(12.22 - 9.3) / 12.22]$

A negative value in this field implies that voters from parties we did not recommend did not follow our advice.

Swing towards recommended party

This is the increase in vote share of the recommended party as a result of the estimated tactical vote.

Net Change from December MRP

This is the net difference between the final and estimated (in December MRP) vote share of our recommended party.

Appendix – Key Seats

Table 1: 19 target seats (Tier 1) where B4B’s tactical voting advice & digital promotion helped either win the seat or increased the party’s vote share by at least 4%

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Alyn and Deeside**	The Labour Party	6,310	910	23.90%	2.90%	2.90%
Bedford**	The Labour Party	10,970	1,162	27.30%	4.40%	3.80%
Canterbury**	The Labour Party	18,260	1,087	38.80%	3.60%	5.30%
Ilford North**	The Labour Party	6,400	1,203	10.70%	0.80%	9.80%
Putney**	The Labour Party	68,430	4,419	35.50%	10.50%	11.50%
Warwick and Leamington**	The Labour Party	19,970	1,425	13.40%	1.90%	5.20%
Battersea	The Labour Party	33,080	3,269	21.60%	4.90%	4.80%
Brentford and Isleworth	The Labour Party	19,100	2,833	3.30%	0.50%	6.50%
Bristol North West	The Labour Party	23,390	2,043	-0.80%	-0.10%	4.20%
Cardiff North	The Labour Party	14,430	2,099	19.50%	2.80%	7.50%
Cardiff West	The Labour Party	9,120	1,221	-7.70%	-1.20%	6.20%
City of Chester	The Labour Party	14,540	1,852	6.10%	0.60%	4.00%
Croydon Central	The Labour Party	11,990	1,414	27.60%	3.30%	6.80%
Derby South	The Labour Party	5,780	638	51.80%	6.70%	10.60%
Enfield, Southgate	The Labour Party	15,510	1,896	12.50%	1.60%	5.70%
Lancaster and Fleetwood	The Labour Party	10,470	1,556	32.50%	3.70%	5.60%
Plymouth, Sutton and Devonport	The Labour Party	13,360	1,462	45.90%	6.50%	8.00%
Reading East	The Labour Party	20,050	1,854	34.80%	6.30%	7.80%
Wirral West	The Labour Party	7,210	864	24.60%	2.80%	5.20%

**Our efforts helped Labour to victory in these six seats they may well not have otherwise won

Appendix – Constituency Data by Region and Nation

East of England

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Basildon and Billericay	The Labour Party	6,060	798	-17.7%	-1.8%	-5.0%
Bedford	The Labour Party	10,970	1,162	27.3%	4.4%	3.8%
Braintree	The Labour Party	9,470	999	33.8%	5.0%	-2.7%
Brentwood and Ongar	The Labour Party	14,190	1,601	59.6%	10.5%	-1.2%
Broadland	The Labour Party	15,560	1,436	-19.9%	-3.1%	-4.8%
Broxbourne	The Labour Party	8,150	1,144	3.5%	0.4%	-0.4%
Bury St Edmunds	The Green Party	22,130	1,520	22.0%	7.2%	7.0%
Cambridge	The Labour Party	28,940	2,255	-9.4%	-2.9%	-0.6%
Castle Point	The Labour Party	5,530	600	20.1%	1.7%	-5.7%
Central Suffolk and North Ipswich	The Labour Party	16,040	1,072	-1.0%	-0.2%	-3.4%
Chelmsford	The Liberal Democrats	28,930	4,379	19.9%	4.5%	-1.6%
Clacton	The Labour Party	4,110	412	22.3%	2.6%	-4.6%
Colchester	The Labour Party	30,940	1,914	26.1%	5.9%	3.1%
Epping Forest	The Labour Party	10,800	1,342	10.2%	1.7%	-2.0%
Great Yarmouth	The Labour Party	3,240	132	29.2%	2.6%	1.2%
Harlow	The Labour Party	5,470	427	37.1%	3.2%	2.1%
Harwich and North Essex	The Labour Party	14,410	1,281	-14.4%	-1.9%	-0.1%
Hemel Hempstead	The Labour Party	17,640	1,843	22.2%	4.4%	-0.2%
Hertford and Stortford	The Labour Party	29,760	2,921	6.6%	1.3%	-1.0%
Hertsmere	The Labour Party	15,500	1,513	19.3%	3.8%	-1.9%
Hitchin and Harpenden	The Liberal Democrats	43,490	4,138	33.1%	8.4%	9.7%
Huntingdon	The Liberal Democrats	20,120	2,046	3.8%	1.1%	-5.5%
Ipswich	The Labour Party	9,660	744	31.4%	3.4%	1.0%
Luton North	The Labour Party	3,240	373	0.6%	0.0%	1.4%
Luton South	Gavin Shuker	7,480	815			
Maldon	The Labour Party	10,090	995	-1.6%	-0.2%	-8.3%
Mid Bedfordshire	The Labour Party	20,370	2,319	14.2%	2.7%	-0.6%
Mid Norfolk	The Liberal Democrats	11,710	1,311	-3.7%	-0.8%	-5.4%
North East Bedfordshire	The Labour Party	21,310	1,950	23.8%	4.8%	1.7%
North East Cambridgeshire	The Labour Party	6,580	646	29.1%	4.7%	-2.4%
North East Hertfordshire	The Labour Party	23,110	2,497	13.3%	3.0%	-1.3%
North Norfolk	The Liberal Democrats	6,700	655	40.7%	5.3%	-3.1%
North West Cambridgeshire	The Labour Party	14,350	1,502	10.3%	1.8%	-2.1%
North West Norfolk	The Labour Party	5,850	432	-3.9%	-0.4%	-6.6%
Norwich North	The Labour Party	7,400	676	20.7%	2.1%	1.3%
Norwich South	The Labour Party	11,160	1,029	20.3%	3.6%	6.9%
Peterborough	The Labour Party	8,110	1,009	42.5%	4.7%	4.0%
Rayleigh and Wickford	The Labour Party	7,380	900	13.4%	1.7%	-3.8%
Rochford and Southend East	The Labour Party	9,170	1,058	51.3%	6.4%	-1.7%
Saffron Walden	The Liberal Democrats	21,130	2,422	19.0%	4.2%	-5.0%
South Basildon and East Thurrock	The Labour Party	4,980	671	37.0%	2.5%	-4.4%
South Cambridgeshire	The Liberal Democrats	38,050	2,915	54.4%	14.0%	13.3%
South East Cambridgeshire	The Liberal Democrats	38,840	3,731	20.3%	4.2%	0.9%
South Norfolk	The Labour Party	16,640	1,671	8.2%	1.6%	-5.4%
South Suffolk	The Labour Party	16,900	1,500	2.1%	0.4%	-3.0%
South West Bedfordshire	The Labour Party	13,810	1,392	16.2%	2.7%	-2.1%
South West Hertfordshire	David Gauke	38,950	3,423			
South West Norfolk	The Labour Party	6,600	616	19.9%	2.8%	-2.9%
Southend West	The Labour Party	11,410	1,249	16.8%	2.3%	3.3%
St Albans	The Liberal Democrats	23,520	2,100	48.6%	9.9%	10.7%
Stevenage	The Labour Party	12,080	1,348	22.2%	3.4%	-3.5%
Suffolk Coastal	The Labour Party	25,900	1,808	-2.9%	-0.5%	0.0%
Thurrock	The Labour Party	4,790	744	58.3%	6.9%	3.3%
Watford	The Labour Party	27,740	2,640	6.3%	1.1%	5.7%
Waveney	The Labour Party	6,220	589	32.6%	5.0%	-0.2%
Welwyn Hatfield	The Labour Party	17,700	2,236	17.2%	3.3%	-2.4%
West Suffolk	The Labour Party	9,950	1,044	12.7%	2.0%	-5.3%
Witham	The Labour Party	11,320	917	12.2%	2.2%	-2.9%

* Best for Britain's **Tier 1 targets noted in bold**. These 157 seats received more advertising spend & digital focus from Best for Britain.
Please refer to first page of Appendix for column definitions.

East Midlands

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Amber Valley	The Labour Party	5,470	762	30.5%	4.1%	-2.1%
Ashfield	The Labour Party	5,890	689	70.2%	8.7%	-4.4%
Bassetlaw	The Labour Party	9,030	1,037	29.8%	2.8%	-11.3%
Bolsover	The Labour Party	6,540	868	33.3%	2.8%	-2.0%
Boston and Skegness	The Labour Party	3,700	406	47.2%	4.2%	-3.0%
Bosworth	The Liberal Democrats	12,800	1,770	8.2%	1.8%	-6.8%
Broxtowe	Anna Soubry	27,840	2,894			
Charnwood	The Labour Party	7,890	709	10.9%	1.7%	-0.8%
Chesterfield	The Labour Party	6,890	1,170	4.6%	0.6%	-1.0%
Corby	The Labour Party	7,380	618	41.4%	4.6%	-0.5%
Daventry	The Labour Party	13,200	1,725	16.5%	3.2%	-1.4%
Derby North	The Labour Party	11,600	1,171	34.1%	4.9%	2.1%
Derby South	The Labour Party	5,780	638	51.8%	6.7%	10.6%
Derbyshire Dales	The Labour Party	17,530	1,232	20.3%	4.4%	-3.0%
Erewash	The Labour Party	7,590	649	42.2%	5.5%	4.5%
Gainsborough	The Labour Party	8,570	918	37.3%	6.0%	-1.5%
Gedling	The Labour Party	6,560	744	39.6%	4.5%	1.3%
Grantham and Stamford	The Labour Party	13,960	1,221	6.0%	0.9%	-1.3%
Harborough	The Labour Party	17,840	1,252	15.9%	3.6%	0.1%
High Peak	The Labour Party	10,640	1,081	31.9%	3.4%	1.9%
Kettering	The Labour Party	7,260	668	14.5%	1.7%	-5.0%
Leicester East	The Labour Party	3,130	405	55.5%	9.4%	0.2%
Leicester South	The Labour Party	5,600	753	26.7%	3.2%	9.7%
Leicester West	The Labour Party	3,430	369	26.9%	3.0%	0.3%
Lincoln	The Labour Party	10,840	1,203	4.0%	0.3%	-1.7%
Loughborough	The Labour Party	10,510	996	24.8%	3.4%	2.4%
Louth and Horncastle	The Labour Party	6,080	662	20.8%	2.1%	-0.7%
Mansfield	The Labour Party	3,930	518	52.7%	3.7%	-0.6%
Mid Derbyshire	The Labour Party	12,800	1,603	21.4%	3.7%	-2.9%
Newark	The Labour Party	14,020	1,176	19.6%	3.2%	1.6%
North East Derbyshire	The Labour Party	7,180	989	37.8%	5.3%	-3.4%
North West Leicestershire	The Labour Party	8,540	771	29.2%	4.7%	-2.6%
Northampton North	The Labour Party	4,210	309	55.4%	9.3%	2.3%
Northampton South	The Labour Party	7,830	681	32.6%	4.4%	2.4%
Nottingham East	The Labour Party	11,320	1,027	34.6%	4.2%	4.8%
Nottingham North	The Labour Party	3,050	347	25.8%	2.4%	0.9%
Nottingham South	The Labour Party	11,260	1,029	10.8%	1.4%	1.7%
Rushcliffe	The Labour Party	26,440	1,914	8.5%	1.5%	5.1%
Rutland and Melton	The Liberal Democrats	13,200	1,310	7.3%	1.7%	-5.1%
Sherwood	The Labour Party	7,120	677	27.6%	3.0%	-1.6%
Sleaford and North Hykeham	The Labour Party	13,900	1,393	24.6%	3.5%	-0.5%
South Derbyshire	The Labour Party	8,310	1,040	17.4%	2.3%	-3.5%
South Holland and The Deepings	The Labour Party	5,720	449	17.0%	2.0%	-3.9%
South Leicestershire	The Labour Party	11,580	1,166	11.7%	1.8%	-0.8%
South Northamptonshire	The Labour Party	19,400	1,853	7.3%	1.3%	1.8%
Wellingborough	The Labour Party	7,690	749	18.6%	2.6%	-2.5%

London

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Barking	The Labour Party	3,590	668	54.4%	6.1%	7.0%
Battersea	The Labour Party	33,080	3,269	21.6%	4.9%	4.8%
Beckenham	The Labour Party	24,960	2,706	-3.9%	-0.8%	-1.2%
Bermondsey and Old Southwark	The Labour Party	28,070	3,352	27.2%	10.0%	10.8%
Bethnal Green and Bow	The Labour Party	16,010	1,759	13.4%	2.2%	13.4%
Bexleyheath and Crayford	The Labour Party	6,300	850	32.5%	4.6%	-0.4%
Brent Central	The Labour Party	10,430	1,667	-5.9%	-0.7%	3.2%
Brent North	The Labour Party	6,030	886	29.9%	4.1%	4.5%
Brentford and Isleworth	The Labour Party	19,100	2,833	3.3%	0.5%	6.5%

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Bromley and Chislehurst	The Labour Party	19,200	2,327	10.2%	2.0%	1.7%
Camberwell and Peckham	The Labour Party	12,150	1,551	4.6%	0.7%	7.0%
Carshalton and Wallington	The Liberal Democrats	9,790	1,489	21.6%	3.8%	4.2%
Chelsea and Fulham	The Liberal Democrats	49,000	5,492	11.6%	3.0%	0.9%
Chingford and Woodford Green	The Labour Party	12,140	1,264	56.1%	7.3%	7.4%
Chipping Barnet	The Labour Party	27,130	2,481	18.8%	2.9%	6.1%
Cities of London and Westminster	The Liberal Democrats	75,840	8,670	11.3%	3.7%	5.1%
Croydon Central	The Labour Party	11,990	1,414	27.6%	3.3%	6.8%
Croydon North	The Labour Party	9,470	1,495	29.4%	4.5%	11.4%
Croydon South	The Labour Party	20,410	2,189	32.1%	7.4%	6.3%
Dagenham and Rainham	The Labour Party	4,550	691	39.3%	2.7%	6.2%
Dulwich and West Norwood	The Labour Party	18,300	2,142	-77.0%	-7.2%	1.5%
Ealing Central and Acton	The Labour Party	22,520	2,535	-25.9%	-4.2%	-0.2%
Ealing North	The Labour Party	8,080	1,153	25.2%	4.0%	8.1%
Ealing, Southall	The Labour Party	7,940	1,280	15.5%	2.4%	8.6%
East Ham	The Labour Party	4,460	757	24.5%	1.8%	7.2%
Edmonton	The Labour Party	3,620	621	16.3%	1.4%	8.1%
Eltham	The Labour Party	9,870	1,186	44.0%	7.6%	5.3%
Enfield North	The Labour Party	8,130	1,020	19.1%	2.1%	2.4%
Enfield, Southgate	The Labour Party	15,510	1,896	12.5%	1.6%	5.7%
Erith and Thamesmead	The Labour Party	4,880	636	37.2%	4.1%	2.4%
Feltham and Heston	The Labour Party	4,240	823	34.0%	4.6%	3.0%
Finchley and Golders Green	The Liberal Democrats	55,340	5,073	34.0%	12.5%	10.2%
Greenwich and Woolwich	The Labour Party	15,880	1,841	-10.2%	-1.7%	-0.4%
Hackney North and Stoke Newington	The Labour Party	13,480	1,614	28.9%	6.6%	9.8%
Hackney South and Shoreditch	The Labour Party	13,030	1,644	21.1%	3.8%	8.2%
Hammersmith	The Labour Party	19,150	2,521	14.2%	2.8%	9.8%
Hampstead and Kilburn	The Labour Party	38,000	3,976	-1.0%	-0.3%	5.2%
Harrow East	The Labour Party	7,870	1,413	41.0%	5.4%	-4.2%
Harrow West	The Labour Party	9,970	1,591	34.6%	6.0%	5.7%
Hayes and Harlington	The Labour Party	4,140	480	19.0%	1.4%	0.5%
Hendon	The Labour Party	16,870	1,881	27.8%	3.9%	-0.8%
Holborn and St Pancras	The Labour Party	22,630	2,901	10.3%	2.0%	9.5%
Hornchurch and Upminster	The Labour Party	6,820	921	12.1%	1.5%	-4.5%
Homsey and Wood Green	The Labour Party	26,550	2,796	-12.7%	-3.3%	4.6%
Ilford North	The Labour Party	6,400	1,203	10.7%	0.8%	9.8%
Ilford South	The Labour Party	7,060	1,295	45.6%	3.9%	5.8%
Islington North	The Labour Party	16,830	1,865	-1.3%	-0.3%	5.6%
Islington South and Finsbury	The Labour Party	23,860	2,255	2.9%	0.7%	6.7%
Kensington	The Labour Party	113,620	20,201	18.1%	5.0%	0.7%
Kingston and Surbiton	The Liberal Democrats	14,400	2,501	28.6%	5.0%	11.7%
Lewisham East	The Labour Party	10,130	1,198	13.9%	2.4%	7.5%
Lewisham West and Penge	The Labour Party	13,490	1,927	2.6%	0.5%	9.2%
Lewisham, Deptford	The Labour Party	14,720	1,686	17.1%	3.3%	7.7%
Leyton and Wanstead	The Labour Party	10,950	1,555	-4.5%	-0.6%	5.8%
Mitcham and Morden	The Labour Party	6,930	1,263	9.9%	1.2%	9.2%
Old Bexley and Sidcup	The Labour Party	7,960	1,202	26.6%	4.2%	-1.6%
Orpington	The Labour Party	16,760	2,135	-0.8%	-0.2%	-2.8%
Poplar and Limehouse	The Labour Party	17,620	2,236	12.2%	2.5%	14.6%
Putney	The Labour Party	68,430	4,419	35.5%	10.5%	11.5%
Richmond Park	The Liberal Democrats	22,280	2,698	41.7%	3.8%	0.2%
Romford	The Labour Party	6,960	930	39.8%	5.8%	-0.1%
Ruislip, Northwood and Pinner	The Labour Party	21,430	2,775	-24.4%	-3.6%	-1.0%
Streatham	The Labour Party	25,300	2,912	-24.8%	-5.6%	-1.2%
Sutton and Cheam	The Liberal Democrats	14,960	2,636	16.4%	3.3%	-2.1%
Tooting	The Labour Party	16,720	2,028	10.5%	2.1%	2.0%
Tottenham	The Labour Party	8,620	1,375	45.6%	9.1%	13.9%
Twickenham	The Liberal Democrats	15,760	1,819	21.3%	2.3%	6.1%
Uxbridge and South Ruislip	The Labour Party	27,500	3,080	42.4%	6.3%	3.7%
Vauxhall	The Labour Party	25,160	3,216	4.4%	1.2%	6.6%
Walthamstow	The Labour Party	8,880	1,695	44.9%	7.7%	17.7%
West Ham	The Labour Party	9,570	1,679	39.0%	6.3%	13.0%
Westminster North	The Labour Party	20,100	2,012	13.9%	2.5%	9.9%
Wimbledon	The Liberal Democrats	72,450	7,913	13.0%	3.5%	4.8%

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North East

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Berwick-upon-Tweed	The Liberal Democrats	18,500	1,487	10.0%	2.8%	-2.3%
Bishop Auckland	The Labour Party	5,940	568	28.5%	1.9%	-3.2%
Blaydon	The Labour Party	4,880	555	26.0%	3.8%	0.1%
Blyth Valley	The Labour Party	6,480	956	22.4%	2.3%	-3.5%
City of Durham	The Labour Party	9,970	1,061	-36.2%	-5.2%	-9.1%
Darlington	The Labour Party	7,770	706	34.6%	3.8%	2.3%
Easington	The Labour Party	2,030	202	32.8%	2.2%	-4.8%
Gateshead	The Labour Party	5,170	614	11.7%	1.5%	1.4%
Hartlepool	The Labour Party	4,500	483	41.3%	2.9%	-7.2%
Hexham	The Labour Party	14,530	987	26.2%	4.9%	2.2%
Houghton and Sunderland South	The Labour Party	3,060	480	5.3%	0.5%	-7.8%
Jarrow	The Labour Party	3,650	488	12.5%	1.2%	-3.6%
Middlesbrough	The Labour Party	3,720	422	31.7%	2.0%	-1.6%
Middlesbrough South and East Cleveland	The Labour Party	5,620	490	36.9%	3.9%	-4.8%
Newcastle upon Tyne Central	The Labour Party	6,760	771	22.7%	3.2%	3.8%
Newcastle upon Tyne East	The Labour Party	8,520	1,128	7.0%	1.2%	0.6%
Newcastle upon Tyne North	The Labour Party	6,380	387	4.2%	0.5%	0.6%
North Durham	The Labour Party	3,680	450	-19.9%	-1.6%	-6.1%
North Tyneside	The Labour Party	5,220	718	-15.7%	-1.3%	-2.7%
North West Durham	The Labour Party	7,160	804	37.4%	5.1%	1.5%
Redcar	The Labour Party	4,500	282	38.2%	3.8%	-4.9%
Sedgefield	The Labour Party	7,020	1,023	18.7%	1.6%	-3.0%
South Shields	The Labour Party	2,810	525	20.6%	1.9%	-6.9%
Stockton North	The Labour Party	4,140	460	38.2%	2.5%	-3.0%
Stockton South	The Labour Party	7,210	810	45.2%	3.5%	-0.8%
Sunderland Central	The Labour Party	6,090	733	9.0%	1.0%	-2.1%
Tynemouth	The Labour Party	8,610	752	36.7%	5.3%	1.8%
Wansbeck	The Labour Party	4,660	566	17.7%	2.0%	-0.2%
Washington and SunderlandWest	The Labour Party	2,670	449	10.4%	0.9%	-2.5%

North West

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Altrincham and Sale West	The Labour Party	30,480	2,244	35.0%	7.5%	5.6%
Ashton-under-Lyne	The Labour Party	3,000	317	50.5%	6.8%	2.1%
Barrow and Furness	The Labour Party	6,380	719	33.6%	3.0%	-3.0%
Birkenhead	The Labour Party	5,140	701	20.9%	1.9%	-1.3%
Blackburn	The Labour Party	2,660	573	48.9%	4.0%	10.1%
Blackley and Broughton	The Labour Party	3,480	617	48.5%	6.1%	4.6%
Blackpool North and Cleveleys	The Labour Party	4,670	816	18.1%	1.3%	-1.7%
Blackpool South	The Labour Party	3,000	496	45.3%	4.0%	-4.5%
Bolton North East	The Labour Party	6,020	852	53.5%	6.7%	4.5%
Bolton South East	The Labour Party	4,640	1,076	41.0%	3.8%	0.8%
Bolton West	The Labour Party	8,740	1,213	18.7%	1.7%	-5.8%
Bootle	The Labour Party	3,640	471	36.3%	3.5%	10.8%
Burnley	The Labour Party	5,580	791	26.3%	3.9%	-0.9%
Bury North	The Labour Party	5,210	506	33.9%	2.6%	-2.2%
Bury South	The Labour Party	10,430	1,061	16.2%	1.2%	3.7%
Carlisle	The Labour Party	6,290	719	29.3%	2.7%	-3.8%
Cheadle	The Liberal Democrats	15,140	1,578	27.9%	4.8%	3.8%
Chorley	Lindsey Hoyle	3,860	578			
City of Chester	The Labour Party	14,540	1,852	6.1%	0.6%	4.0%
Congleton	The Labour Party	13,650	1,495	30.5%	5.9%	-1.6%
Copeland	The Labour Party	6,620	673	54.3%	7.4%	0.8%
Crewe and Nantwich	The Labour Party	10,000	1,176	18.2%	1.5%	-3.2%
Denton and Reddish	The Labour Party	3,610	598	25.2%	2.4%	3.3%
Eddisbury	The Liberal Democrats	20,390	2,284	19.1%	5.7%	5.3%
Ellesmere Port and Neston	The Labour Party	4,080	448	21.9%	1.9%	5.1%
Fylde	The Labour Party	6,820	886	21.8%	3.3%	-2.6%

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Garston and Halewood	The Labour Party	4,090	555	26.7%	3.1%	9.5%
Halton	The Labour Party	4,300	936	40.6%	4.1%	7.0%
Hazel Grove	The Liberal Democrats	12,490	1,155	41.3%	8.7%	4.7%
Heywood and Middleton	The Labour Party	4,560	587	26.9%	2.6%	-2.4%
Hyndburn	The Labour Party	4,570	878	40.6%	3.4%	-2.8%
Knowsley	The Labour Party	2,860	660	62.1%	7.1%	15.6%
Lancaster and Fleetwood	The Labour Party	10,470	1,556	32.5%	3.7%	5.6%
Leigh	The Labour Party	5,840	938	48.2%	4.5%	-3.7%
Liverpool, Riverside	The Labour Party	8,750	1,022	13.9%	1.8%	5.5%
Liverpool, Walton	The Labour Party	2,170	265	58.5%	5.5%	15.2%
Liverpool, Wavertree	The Labour Party	4,540	542	9.6%	1.3%	3.9%
Liverpool, West Derby	The Labour Party	2,600	304	32.8%	2.1%	9.0%
Macclesfield	The Labour Party	21,880	2,110	24.9%	4.9%	2.5%
Makerfield	The Labour Party	3,470	484	28.9%	3.0%	1.4%
Manchester Central	The Labour Party	9,290	1,482	16.3%	2.0%	5.8%
Manchester, Gorton	The Labour Party	5,360	680	46.8%	8.2%	18.0%
Manchester, Withington	The Labour Party	14,900	1,833	13.8%	3.0%	7.1%
Morecambe and Lunesdale	The Labour Party	8,190	943	22.0%	2.0%	0.6%
Oldham East and Saddleworth	The Labour Party	3,610	436	49.2%	6.7%	1.8%
Oldham West and Royton	The Labour Party	2,470	504	41.0%	3.3%	10.7%
Pendle	The Labour Party	3,860	347	54.6%	6.0%	2.5%
Penrith and The Border	The Labour Party	14,870	966	8.9%	1.5%	0.6%
Preston	The Labour Party	5,020	990	39.2%	4.6%	7.2%
Ribble Valley	The Labour Party	11,580	1,079	32.9%	5.7%	-4.2%
Rochdale	The Labour Party	2,400	270	22.7%	2.7%	2.7%
Rossendale and Darwen	The Labour Party	6,540	665	45.4%	5.4%	1.8%
Salford and Eccles	The Labour Party	7,700	1,226	8.3%	0.9%	2.6%
Sefton Central	The Labour Party	6,250	830	3.0%	0.3%	6.0%
South Ribble	The Labour Party	8,800	1,093	26.5%	3.3%	0.8%
Southport	The Labour Party	22,870	1,774	51.4%	14.3%	7.7%
St Helens North	The Labour Party	3,440	415	-0.7%	-0.1%	0.1%
St Helens South and Whiston	The Labour Party	4,340	756	1.0%	0.1%	2.6%
Stalybridge and Hyde	The Labour Party	4,790	661	29.6%	3.2%	-3.7%
Stockport	The Labour Party	12,500	1,460	7.8%	1.3%	-0.5%
Stretford and Urmston	The Labour Party	6,450	731	19.2%	2.1%	9.3%
Tatton	The Labour Party	20,250	2,045	13.0%	3.0%	-1.4%
Wallasey	The Labour Party	3,430	449	23.9%	2.0%	5.8%
Warrington North	The Labour Party	8,380	1,184	17.6%	2.0%	-5.3%
Warrington South	The Labour Party	13,680	1,424	-6.8%	-0.6%	1.8%
Weaver Vale	The Labour Party	8,810	1,142	8.7%	0.8%	0.5%
West Lancashire	The Labour Party	5,080	443	19.2%	1.7%	2.7%
Westmorland and Lonsdale	The Liberal Democrats	8,260	803	58.2%	6.1%	4.1%
Wigan	The Labour Party	2,920	392	18.3%	1.9%	-3.5%
Wirral South	The Labour Party	4,330	357	38.7%	5.6%	3.7%
Wirral West	The Labour Party	7,210	864	24.6%	2.8%	5.2%
Workington	The Labour Party	4,840	340	46.1%	4.4%	-2.6%
Worsley and Eccles South	The Labour Party	4,990	690	13.4%	1.3%	-0.1%
Wyre and Preston North	The Labour Party	8,490	1,230	14.2%	1.9%	1.8%
Wythenshawe and Sale East	The Labour Party	7,010	791	22.0%	3.0%	1.6%

Northern Ireland

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Belfast East	None	1,710	360			
Belfast North	None	1,980	367			
Belfast South	None	4,700	700			
Belfast West	None	1,100	312			
East Antrim	None	1,720	438			
East Londonderry	None	1,140	195			
Fermanagh and South Tyrone	None	870	109			
Foyle	None	1,940	284			
Lagan Valley	None	1,890	383			
Mid Ulster	None	660	147			
Newry and Armagh	None	700	140			
North Antrim	None	1,090	211			
North Down	None	1,770	468			
South Antrim	None	1,990	455			
South Down	None	1,320	202			

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Strangford
Upper Bann
West Tyrone

None	1,530	175
None	2,220	345
None	740	201

Scotland

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Aberdeen North	None	8,040	943			
Aberdeen South	SNP	8,080	962	39.3%	12.5%	9.9%
Airdrie and Shotts	None	2,040	390			
Angus	SNP	4,030	578	55.8%	13.3%	9.0%
Argyll and Bute	SNP	5,100	528	29.1%	8.6%	5.8%
Ayr, Carrick and Cumnock	SNP	5,270	837	33.8%	9.1%	7.3%
Banff and Buchan	SNP	2,390	192	33.8%	4.8%	2.7%
Berwickshire, Roxburgh and Selkirk	SNP	7,810	509	42.3%	9.4%	6.1%
Caithness, Sutherland and Easter Ross	Scottish Liberal Democrats	2,660	328	45.6%	-0.5%	10.7%
Central Ayrshire	None	2,920	453			
Coatbridge, Chryston and Bellshill	None	3,140	471			
Cumbernauld, Kilsyth and Kirkintilloch East	None	2,540	276			
Dumfries and Galloway	SNP	7,160	765	44.8%	12.4%	6.6%
Dumfriesshire, Clydesdale and Tweeddale	SNP	6,750	615	32.2%	7.4%	8.2%
Dundee East	None	3,350	480			
Dundee West	None	4,860	1,054			
Dunfermline and West Fife	None	4,710	694			
East Dunbartonshire	Scottish Liberal Democrats	26,290	1,052	-7.1%	-3.2%	-1.5%
East Kilbride, Strathaven and Lesmahagow	None	4,240	725			
East Lothian	None	8,310	1,047			
East Renfrewshire	SNP	9,970	1,909	34.2%	10.4%	12.9%
Edinburgh East	None	12,300	1,669			
Edinburgh North and Leith	None	19,030	2,335			
Edinburgh South	Scottish Labour	14,510	1,553	1.5%	0.6%	4.1%
Edinburgh South West	None	10,330	1,315			
Edinburgh West	Scottish Liberal Democrats	9,830	1,150	-3.8%	-1.6%	3.0%
Falkirk	None	3,870	796			
Glasgow Central	None	8,230	1,445			
Glasgow East	None	2,070	335			
Glasgow North	None	6,240	742			
Glasgow North East	Scottish Labour	3,100	375	-12.1%	-5.4%	0.5%
Glasgow North West	None	4,380	598			
Glasgow South	None	7,780	1,366			
Glasgow South West	None	3,210	781			
Glenrothes	None	2,080	333			
Gordon	SNP	8,350	1,061	31.0%	7.3%	5.0%
Inverclyde	None	2,340	292			
Inverness, Nairn, Badenoch and Strathspey	None	4,840	425			
Kilmarnock and Loudoun	None	2,730	413			
Kirkcaldy and Cowdenbeath	None	5,400	655			
Lanark and Hamilton East	SNP	5,030	1,176	16.6%	5.2%	5.7%
Linlithgow and East Falkirk	None	4,780	515			
Livingston	None	3,550	474			
Midlothian	None	5,420	833			
Moray	SNP	4,610	339	28.6%	3.9%	6.7%
Motherwell and Wishaw	None	3,640	740			
Na h-Eileanan Iar	None	830	111			
North Ayrshire and Arran	SNP	3,150	618	39.2%	12.2%	10.3%
North East Fife	None	6,620	582			
Ochil and South Perthshire	SNP	6,510	723	44.9%	11.5%	9.1%
Orkney and Shetland	Scottish Liberal Democrats	1,640	152	-10.9%	-4.0%	-0.5%
Paisley and Renfrewshire North	None	3,920	654			
Paisley and Renfrewshire South	None	3,590	486			
Perth and North Perthshire	SNP	5,690	769	34.8%	6.2%	9.3%
Ross, Skye and Lochaber	None	3,610	315			
Rutherglen and Hamilton West	None	4,190	804			
Stirling	SNP	7,900	977	40.9%	10.6%	12.1%
West Aberdeenshire and Kincardine	SNP	8,520	1,211	36.2%	9.3%	4.7%
West Dunbartonshire	None	3,240	558			

We initially made recommendations in England and Wales, only. When it became clear that the Conservatives looked set to win seats in Scotland, we took the decision to make recommendations in the seats at risk of a Con victory. For seats that were a fight between remain parties, we did not make a recommendation

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South East

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Aldershot	The Labour Party	14,400	1,497	8.9%	1.8%	-4.9%
Arundel and South Downs	The Liberal Democrats	28,960	3,217	-2.7%	-0.5%	-1.3%
Ashford	The Labour Party	13,790	1,381	14.2%	2.4%	-3.8%
Aylesbury	The Labour Party	23,470	1,833	-7.8%	-1.5%	-1.3%
Banbury	The Labour Party	17,720	1,741	13.9%	2.9%	-2.0%
Basingstoke	The Labour Party	15,460	1,641	-6.6%	-1.0%	-0.9%
Beaconsfield	Dominic Grieve	28,180	2,852			
Bexhill and Battle	The Labour Party	16,650	1,465	10.1%	1.9%	-4.6%
Bognor Regis and Littlehampton	The Labour Party	10,250	1,007	15.3%	2.6%	-1.4%
Bracknell	The Labour Party	19,560	1,871	6.9%	1.4%	0.1%
Brighton, Kemptown	The Labour Party	14,030	1,387	22.2%	3.1%	5.5%
Brighton, Pavilion	The Green Party	20,390	2,840	14.5%	9.8%	12.1%
Buckingham	The Liberal Democrats	26,330	2,738	-116.6%	-6.5%	4.6%
Canterbury	The Labour Party	18,260	1,087	38.8%	3.6%	5.3%
Chatham and Aylesford	The Labour Party	5,870	478	39.2%	5.9%	-4.2%
Chesham and Amersham	The Liberal Democrats	24,520	2,509	13.7%	2.9%	1.7%
Chichester	The Liberal Democrats	26,100	3,090	18.3%	4.2%	1.6%
Crawley	The Labour Party	9,570	929	29.1%	3.5%	2.3%
Dartford	The Labour Party	7,530	958	43.6%	7.4%	-0.2%
Dover	The Labour Party	8,430	540	36.9%	4.9%	2.3%
East Hampshire	The Liberal Democrats	18,940	1,939	6.7%	1.1%	0.0%
East Surrey	The Liberal Democrats	18,110	2,617	3.2%	0.6%	-1.7%
East Worthing and Shoreham	The Labour Party	16,100	1,291	13.1%	1.8%	2.5%
Eastbourne	The Liberal Democrats	8,410	974	48.7%	6.7%	3.8%
Eastleigh	The Liberal Democrats	10,780	1,283	22.4%	4.5%	1.9%
Epsom and Ewell	The Liberal Democrats	27,630	3,767	-8.3%	-1.6%	-3.8%
Esher and Walton	The Liberal Democrats	29,220	2,537	73.5%	12.5%	16.9%
Fareham	The Labour Party	15,350	1,479	9.1%	1.8%	-0.9%
Faversham and Mid Kent	The Labour Party	15,580	923	11.7%	2.2%	-2.4%
Folkestone and Hythe	The Labour Party	15,840	1,243	24.4%	4.6%	-0.8%
Gillingham and Rainham	The Labour Party	5,410	481	47.8%	7.1%	-1.2%
Gosport	The Labour Party	8,190	831	2.1%	0.3%	-3.8%
Gravesham	The Labour Party	5,250	644	37.7%	5.0%	0.0%
Guildford	The Liberal Democrats	26,780	1,704	51.5%	8.2%	9.0%
Hastings and Rye	The Labour Party	15,910	1,653	44.0%	5.7%	3.0%
Havant	The Labour Party	11,610	904	10.8%	1.9%	-1.3%
Henley	The Liberal Democrats	26,460	2,863	27.9%	5.6%	4.7%
Horsham	The Liberal Democrats	23,130	2,392	4.7%	0.9%	0.8%
Hove	The Labour Party	16,120	1,529	11.6%	1.5%	8.4%
Isle of Wight	The Green Party	19,250	1,381	19.6%	10.4%	-1.9%
Lewes	The Liberal Democrats	18,660	1,296	21.4%	2.3%	7.1%
Maidenhead	The Liberal Democrats	22,680	2,561	9.3%	1.8%	1.2%
Maidstone and The Weald	The Liberal Democrats	17,850	1,763	0.0%	0.0%	-5.6%
Meon Valley	The Liberal Democrats	14,500	1,419	32.7%	6.9%	0.6%
Mid Sussex	The Liberal Democrats	31,370	3,898	3.8%	0.8%	-3.3%
Milton Keynes North	The Labour Party	14,770	1,674	22.8%	3.3%	-0.5%
Milton Keynes South	The Labour Party	16,950	2,294	23.1%	2.9%	-1.2%
Mole Valley	The Liberal Democrats	13,260	1,642	42.2%	6.2%	6.0%
New Forest East	The Liberal Democrats	11,350	1,386	-3.5%	-0.7%	-4.7%
New Forest West	The Liberal Democrats	14,210	1,379	-6.9%	-1.4%	-3.1%
Newbury	The Liberal Democrats	15,220	1,667	16.6%	2.3%	1.8%
North East Hampshire	The Liberal Democrats	19,600	2,169	24.7%	4.2%	1.6%
North Thanet	The Labour Party	7,830	716	26.2%	3.8%	-1.9%
North West Hampshire	The Liberal Democrats	18,820	2,484	10.0%	2.3%	-4.0%
Oxford East	The Labour Party	20,840	2,142	22.2%	5.4%	6.7%
Oxford West and Abingdon	The Liberal Democrats	18,090	1,660	45.0%	5.9%	7.9%
Portsmouth North	The Labour Party	9,060	737	45.4%	8.5%	0.3%
Portsmouth South	The Labour Party	22,400	1,903	43.5%	8.8%	6.4%
Reading East	The Labour Party	20,050	1,854	34.8%	6.3%	7.8%
Reading West	The Labour Party	16,240	1,821	36.3%	6.5%	6.9%
Reigate	The Labour Party	24,280	3,293	-8.7%	-2.0%	-0.8%
Rochester and Strood	The Labour Party	8,800	823	28.8%	3.9%	
Romsey and Southampton North	The Liberal Democrats	13,630	1,350	26.5%	4.1%	0.0%
Runnymede and Weybridge	The Labour Party	28,080	2,759	12.1%	2.9%	-0.3%
Sevenoaks	The Labour Party	18,830	1,986	-20.2%	-4.0%	-7.7%

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Sittingbourne and Sheppey	The Labour Party	6,680	784	24.4%	2.8%	-5.8%
Slough	The Labour Party	4,660	652	27.3%	3.3%	10.3%
South Thanet	The Labour Party	10,570	893	37.7%	5.9%	1.8%
South West Surrey	The Liberal Democrats	21,570	2,163	47.1%	7.0%	9.1%
Southampton, Itchen	The Labour Party	10,160	1,077	42.8%	5.6%	2.3%
Southampton, Test	The Labour Party	8,140	1,051	6.7%	0.8%	1.7%
Spelthorne	The Labour Party	15,190	1,567	-21.9%	-3.5%	-4.4%
Surrey Heath	The Liberal Democrats	21,880	2,607	37.8%	7.9%	8.7%
Tonbridge and Malling	The Labour Party	20,080	2,481	-9.2%	-1.9%	-4.9%
Tunbridge Wells	The Liberal Democrats	29,970	3,445	32.5%	7.2%	7.5%
Wantage	The Liberal Democrats	43,490	5,306	31.0%	6.8%	2.6%
Wealden	The Liberal Democrats	23,740	2,980	7.8%	1.7%	-3.8%
Winchester	The Liberal Democrats	16,650	1,311	53.0%	5.2%	1.3%
Windsor	The Liberal Democrats	21,190	2,393	12.7%	2.7%	1.6%
Witney	The Liberal Democrats	25,720	2,031	20.5%	3.7%	3.4%
Woking	The Liberal Democrats	24,370	2,697	-6.0%	-1.1%	3.9%
Wokingham	The Liberal Democrats	27,090	2,725	34.1%	6.5%	9.7%
Worthing West	The Labour Party	16,820	1,327	16.7%	2.9%	1.9%
Wycombe	The Labour Party	19,240	1,466	9.3%	1.5%	5.0%

South West

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Bath	The Liberal Democrats	14,810	2,004	17.7%	2.7%	5.1%
Bournemouth East	The Labour Party	15,400	1,498	-2.4%	-0.4%	5.2%
Bournemouth West	The Labour Party	14,260	1,624	17.0%	3.1%	1.3%
Bridgwater and West Somerset	The Labour Party	13,990	1,366	-1.6%	-0.3%	-6.2%
Bristol East	The Labour Party	10,930	1,284	20.5%	2.8%	7.4%
Bristol North West	The Labour Party	23,390	2,043	-0.8%	-0.1%	4.2%
Bristol South	The Labour Party	12,210	1,564	20.2%	3.2%	-2.5%
Bristol West	The Labour Party	37,130	3,695	-28.2%	-5.5%	0.5%
Camborne and Redruth	The Labour Party	12,170	1,197	23.4%	3.0%	0.2%
Central Devon	The Labour Party	28,200	2,340	9.3%	2.0%	2.6%
Cheltenham	The Liberal Democrats	13,400	1,506	53.2%	5.6%	2.6%
Chippenham	The Liberal Democrats	14,750	1,401	33.9%	5.8%	2.7%
Christchurch	The Liberal Democrats	9,190	890	25.6%	5.8%	1.3%
Devizes	The Labour Party	18,080	1,774	-6.4%	-1.3%	-3.1%
East Devon	Claire Wright	15,130	984			
Exeter	The Labour Party	10,740	807	13.2%	1.3%	4.0%
Filton and Bradley Stoke	The Labour Party	21,940	1,895	24.4%	3.9%	4.7%
Forest of Dean	The Labour Party	8,170	510	-76.4%	-3.9%	-3.1%
Gloucester	The Labour Party	10,510	912	31.8%	5.0%	2.7%
Kingswood	The Labour Party	9,820	1,016	29.8%	4.0%	3.4%
Mid Dorset and North Poole	The Liberal Democrats	9,240	1,080	35.6%	5.4%	3.7%
Newton Abbot	The Liberal Democrats	19,390	1,820	4.1%	0.9%	-2.1%
North Cornwall	The Liberal Democrats	8,360	726	20.3%	2.2%	0.2%
North Devon	The Liberal Democrats	9,780	950	25.0%	4.1%	-4.1%
North Dorset	The Liberal Democrats	12,650	979	8.0%	1.4%	-2.1%
North East Somerset	The Labour Party	38,780	3,981	-10.9%	-2.4%	-4.5%
North Somerset	The Labour Party	30,880	2,849	-7.0%	-1.5%	2.2%
North Swindon	The Labour Party	9,230	1,534	9.3%	1.1%	-0.7%
North Wiltshire	The Liberal Democrats	15,440	1,443	21.0%	3.7%	3.3%
Plymouth, Moor View	The Labour Party	5,660	626	53.4%	9.1%	0.6%
Plymouth, Sutton and Devonport	The Labour Party	13,360	1,462	45.9%	6.5%	8.0%
Poole	The Labour Party	18,980	1,732	-12.2%	-2.1%	-2.7%
Salisbury	The Liberal Democrats	21,840	2,563	19.4%	5.4%	1.7%
Somerton and Frome	The Liberal Democrats	21,510	1,787	3.9%	0.7%	-0.6%
South Dorset	The Labour Party	11,040	752	1.8%	0.3%	-3.3%
South East Cornwall	The Liberal Democrats	22,600	1,920	-0.7%	-0.2%	-5.7%
South Swindon	The Labour Party	12,870	1,535	34.4%	4.5%	-1.1%
South West Devon	The Labour Party	15,090	1,253	-12.8%	-1.8%	-2.6%
South West Wiltshire	The Labour Party	16,910	1,747	4.9%	1.0%	-4.2%
St Austell and Newquay	The Labour Party	20,930	2,159	37.5%	8.0%	2.3%
St Ives	The Liberal Democrats	11,920	872	48.0%	8.1%	6.6%
Stroud	The Labour Party	19,600	952	36.6%	4.3%	4.8%
Taunton Deane	The Liberal Democrats	11,370	928	50.4%	7.5%	5.6%
Tewkesbury	The Liberal Democrats	19,680	2,562	1.4%	0.3%	-0.4%
The Cotswolds	The Liberal Democrats	20,820	1,872	10.5%	2.0%	1.7%

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Thornbury and Yate	The Liberal Democrats	8,990	1,092	41.3%	5.7%	0.2%
Tiverton and Honiton	The Labour Party	17,900	1,317	5.7%	1.1%	-2.4%
Torbay	The Liberal Democrats	9,700	971	22.8%	4.6%	-5.2%
Torridge and West Devon	The Liberal Democrats	16,960	1,472	9.7%	2.2%	-4.1%
Totnes	The Liberal Democrats	29,000	2,449	32.4%	8.1%	5.7%
Truro and Falmouth	The Labour Party	36,510	1,799	22.3%	4.3%	6.5%
Wells	The Liberal Democrats	10,620	843	30.9%	3.1%	0.1%
West Dorset	The Liberal Democrats	15,150	1,395	25.9%	4.5%	2.4%
Weston-Super-Mare	The Labour Party	19,190	1,711	17.8%	3.4%	-4.7%
Yeovil	The Liberal Democrats	7,140	656	21.6%	2.5%	-0.5%

Wales

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Aberavon	The Labour Party	3,420	148	13.0%	2.0%	4.3%
Aberconwy	The Labour Party	8,360	919	14.3%	2.4%	-3.4%
Alyn and Deeside	The Labour Party	6,310	910	23.9%	2.9%	2.9%
Arfon	Plaid Cymru	9,370	931	18.2%	7.9%	12.7%
Blaenau Gwent	The Labour Party	1,540	174	24.5%	3.7%	-1.0%
Brecon and Radnorshire	The Liberal Democrats	6,280	698	44.9%	7.7%	5.4%
Bridgend	The Labour Party	5,010	756	20.6%	3.2%	4.4%
Caerphilly	The Labour Party	5,020	611	5.9%	1.0%	1.9%
Cardiff Central	The Labour Party	12,190	1,430	20.7%	4.0%	7.0%
Cardiff North	The Labour Party	14,430	2,099	19.5%	2.8%	7.5%
Cardiff South and Penarth	The Labour Party	9,450	1,741	-11.0%	-1.3%	2.7%
Cardiff West	The Labour Party	9,120	1,221	-7.7%	-1.2%	6.2%
Carmarthen East and Dinefwr	Plaid Cymru	6,180	985	15.4%	3.8%	1.3%
Carmarthen West and South Pembrokeshire	The Labour Party	6,260	445	25.1%	4.4%	-1.3%
Ceredigion	Plaid Cymru	10,900	1,508	19.5%	8.5%	11.9%
Clwyd South	The Labour Party	3,980	538	23.1%	3.0%	-4.1%
Clwyd West	The Labour Party	8,890	840	25.3%	5.2%	1.5%
Cynon Valley	The Labour Party	2,010	290	22.8%	3.4%	0.2%
Delyn	The Labour Party	5,090	628	-0.6%	-0.1%	-0.7%
Dwyfor Meirionnydd	Plaid Cymru	3,380	390	33.3%	6.7%	9.1%
Gower	The Labour Party	7,710	905	2.8%	0.3%	3.3%
Islwyn	The Labour Party	3,280	478	19.5%	3.0%	-3.2%
Llanelli	The Labour Party	3,960	615	-31.1%	-4.4%	-4.1%
Merthyr Tydfil and Rhymney	The Labour Party	2,740	493	-5.6%	-0.6%	-1.5%
Monmouth	The Labour Party	13,020	919	12.0%	2.0%	2.8%
Montgomeryshire	The Liberal Democrats	10,060	1,175	10.6%	1.9%	-6.9%
Neath	The Labour Party	3,350	401	-0.6%	-0.1%	-1.9%
Newport East	The Labour Party	3,860	465	7.5%	0.8%	-3.6%
Newport West	The Labour Party	6,130	918	39.4%	7.0%	3.8%
Ogmore	The Labour Party	2,970	403	7.5%	1.2%	0.3%
Pontypridd	The Labour Party	4,670	608	-43.2%	-4.1%	0.0%
Preseli Pembrokeshire	The Labour Party	6,000	329	21.7%	3.1%	-0.6%
Rhondda	The Labour Party	2,350	390	31.2%	7.9%	6.6%
Swansea East	The Labour Party	3,640	474	38.1%	7.1%	2.9%
Swansea West	The Labour Party	8,230	1,040	5.6%	0.8%	2.8%
Torfaen	The Labour Party	3,580	396	36.3%	6.3%	-3.1%
Vale of Clwyd	The Labour Party	4,210	721	18.7%	1.9%	-0.4%
Vale of Glamorgan	The Labour Party	10,060	1,066	-28.3%	-1.3%	1.2%
Wrexham	The Labour Party	6,350	574	26.2%	4.3%	3.5%
Ynys Môn	The Labour Party	13,030	877	-68.6%	-11.6%	-11.9%

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West Midlands

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Aldridge-Brownhills	The Labour Party	4,510	677	36.9%	4.7%	-5.4%
Birmingham, Edgbaston	The Labour Party	10,600	1,023	14.6%	1.8%	2.2%
Birmingham, Erdington	The Labour Party	3,680	621	56.3%	7.1%	3.4%
Birmingham, Hall Green	The Labour Party	11,940	1,151	26.6%	3.1%	2.4%
Birmingham, Hodge Hill	The Labour Party	1,590	247	76.4%	7.8%	15.3%
Birmingham, Ladywood	The Labour Party	8,020	913	16.2%	1.5%	7.4%
Birmingham, Northfield	The Labour Party	6,340	728	27.8%	2.6%	-2.9%
Birmingham, Perry Barr	The Labour Party	3,050	509	44.0%	5.1%	10.7%
Birmingham, Selly Oak	The Labour Party	9,160	969	27.4%	3.8%	3.0%
Birmingham, Yardley	The Labour Party	4,300	527	49.3%	9.9%	4.2%
Bromsgrove	The Labour Party	14,320	1,207	0.3%	0.0%	-5.4%
Burton	The Labour Party	6,140	425	31.1%	3.8%	2.0%
Cannock Chase	The Labour Party	3,810	535	-4.0%	-0.2%	-8.0%
Coventry North East	The Labour Party	3,480	480	36.6%	4.2%	3.6%
Coventry North West	The Labour Party	6,460	967	27.4%	3.3%	3.2%
Coventry South	The Labour Party	9,010	1,039	25.7%	3.4%	-1.5%
Dudley North	The Labour Party	2,610	282	41.9%	3.8%	-6.3%
Dudley South	The Labour Party	3,340	465	24.4%	2.2%	-5.3%
Halesowen and Rowley Regis	The Labour Party	4,490	637	41.7%	4.5%	-1.3%
Hereford and South Herefordshire	The Labour Party	14,250	1,289	16.8%	3.5%	-1.9%
Kenilworth and Southam	The Liberal Democrats	24,890	2,741	11.6%	2.9%	-3.6%
Lichfield	The Labour Party	11,270	1,207	11.4%	1.8%	-4.3%
Ludlow	The Liberal Democrats	13,330	1,177	2.9%	0.6%	1.6%
Meriden	The Labour Party	11,260	1,328	4.0%	0.6%	-1.9%
Mid Worcestershire	The Liberal Democrats	14,960	1,539	4.5%	1.0%	-6.5%
Newcastle-under-Lyme	The Labour Party	7,210	1,004	19.7%	1.8%	-2.7%
North Herefordshire	The Liberal Democrats	13,630	1,127	-1.5%	-0.3%	-2.1%
North Shropshire	The Labour Party	9,160	582	6.5%	0.9%	-5.2%
North Warwickshire	The Labour Party	4,720	683	27.3%	2.7%	-1.9%
Nuneaton	The Labour Party	5,250	543	19.8%	1.9%	-6.2%
Redditch	The Labour Party	6,430	608	25.3%	3.3%	-1.8%
Rugby	The Labour Party	10,380	1,244	14.0%	1.8%	-1.9%
Shrewsbury and Atcham	The Labour Party	15,810	1,102	5.1%	0.7%	-1.9%
Solihull	The Liberal Democrats	15,200	2,381	-15.4%	-3.2%	-6.0%
South Staffordshire	The Labour Party	6,070	796	22.0%	3.0%	-5.6%
Stafford	The Labour Party	7,580	887	16.5%	2.1%	-4.6%
Staffordshire Moorlands	The Labour Party	5,890	385	33.6%	4.3%	0.0%
Stoke-on-Trent Central	The Labour Party	6,340	680	17.0%	1.3%	-0.6%
Stoke-on-Trent North	The Labour Party	4,190	647	42.4%	3.3%	-0.9%
Stoke-on-Trent South	The Labour Party	3,850	385	48.0%	3.8%	-0.3%
Stone	The Labour Party	10,870	950	16.8%	2.6%	-1.8%
Stourbridge	The Labour Party	5,270	526	40.3%	5.3%	-0.5%
Stratford-on-Avon	The Liberal Democrats	17,400	1,901	28.2%	5.9%	5.3%
Sutton Coldfield	The Labour Party	10,030	1,055	11.2%	2.0%	-0.8%
Tamworth	The Labour Party	4,250	390	6.6%	0.5%	-1.7%
Telford	The Labour Party	6,390	724	36.5%	3.6%	-9.4%
The Wrekin	The Labour Party	11,980	1,402	-2.7%	-0.3%	-2.5%
Walsall North	The Labour Party	2,670	426	56.4%	6.6%	-5.5%
Walsall South	The Labour Party	3,820	589	43.5%	4.1%	1.2%
Warley	The Labour Party	2,450	374	33.2%	3.3%	3.1%
Warwick and Leamington	The Labour Party	19,970	1,425	13.4%	1.9%	5.2%
West Bromwich East	The Labour Party	3,980	724	41.4%	3.8%	-2.6%
West Bromwich West	The Labour Party	3,310	494	47.2%	4.1%	-0.3%
West Worcestershire	The Liberal Democrats	20,850	2,124	10.6%	2.5%	2.1%
Wolverhampton North East	The Labour Party	3,310	513	50.3%	4.7%	-3.3%
Wolverhampton South East	The Labour Party	3,260	613	48.8%	4.4%	-1.7%
Wolverhampton South West	The Labour Party	6,680	841	49.0%	4.8%	2.8%
Worcester	The Labour Party	11,930	697	25.5%	3.6%	1.9%
Wyre Forest	The Labour Party	8,210	813	23.4%	3.7%	-1.6%

* Best for Britain's **Tier 1 targets noted in bold**. These 157 seats received more advertising spend & digital focus from Best for Britain.
Please refer to first page of Appendix for column definitions.

Yorkshire and The Humber

Constituency	Recommended Party	Total Unique Visitors	Unique Visitors on Dec 11-12 (final 2 days)	Tactical Vote Percent	Swing towards recommended party	Net Change from December MRP
Barnsley Central	The Labour Party	2,710	238	39.1%	3.6%	-8.2%
Barnsley East	The Labour Party	2,920	267	10.3%	0.7%	-8.9%
Batley and Spennings	The Labour Party	4,070	432	10.8%	0.7%	-2.5%
Beverley and Holderness	The Labour Party	8,260	542	22.0%	3.2%	-4.9%
Bradford East	The Labour Party	3,770	615	29.9%	3.8%	6.7%
Bradford South	The Labour Party	3,540	622	46.4%	5.5%	3.7%
Bradford West	The Labour Party	3,260	395	50.4%	4.9%	23.2%
Brigg and Goole	The Labour Party	5,560	629	35.4%	4.4%	-10.3%
Calder Valley	The Labour Party	10,220	1,010	34.3%	2.6%	0.9%
Cleethorpes	The Labour Party	4,360	502	35.9%	4.6%	-5.9%
Colne Valley	The Labour Party	9,990	922	28.9%	3.3%	0.3%
Dewsbury	The Labour Party	9,020	802	28.1%	2.4%	2.2%
Don Valley	The Labour Party	6,850	661	31.1%	2.8%	-5.2%
Doncaster Central	The Labour Party	4,730	565	0.9%	0.1%	-5.4%
Doncaster North	The Labour Party	3,430	487	22.3%	1.1%	-8.4%
East Yorkshire	The Labour Party	9,440	791	10.9%	1.4%	-5.1%
Elmet and Rothwell	The Labour Party	14,450	1,338	-16.6%	-1.7%	-2.0%
Great Grimsby	The Labour Party	5,920	652	64.5%	8.7%	-5.0%
Halifax	The Labour Party	4,370	610	32.5%	3.3%	2.1%
Haltemprice and Howden	The Labour Party	10,770	918	-10.0%	-1.3%	-4.2%
Harrogate and Knaresborough	The Liberal Democrats	13,850	1,364	43.2%	7.3%	5.4%
Hemsworth	The Labour Party	3,950	410	21.9%	1.8%	-4.5%
Huddersfield	The Labour Party	5,230	645	11.0%	1.2%	1.0%
Keighley	The Labour Party	9,210	996	6.0%	0.3%	1.5%
Kingston upon Hull East	The Labour Party	1,430	163	21.4%	2.1%	-9.7%
Kingston upon Hull North	The Labour Party	3,870	543	23.9%	2.7%	-1.2%
Kingston upon Hull West and Hessle	The Labour Party	3,300	336	55.2%	7.1%	-0.7%
Leeds Central	The Labour Party	8,730	1,059	-11.4%	-0.9%	3.3%
Leeds East	The Labour Party	3,670	540	20.2%	1.7%	-1.0%
Leeds North East	The Labour Party	9,340	1,249	3.4%	0.5%	9.2%
Leeds North West	The Labour Party	15,760	1,877	24.9%	7.3%	7.5%
Leeds West	The Labour Party	5,440	758	35.8%	4.2%	7.2%
Morley and Outwood	The Labour Party	8,490	1,222	29.9%	2.8%	-4.0%
Normanton, Pontefract and Castleford	The Labour Party	3,750	515	-8.5%	-0.5%	-4.7%
Penistone and Stocksbridge	The Labour Party	9,350	794	-4.3%	-0.4%	-2.0%
Pudsey	The Labour Party	13,830	1,752	35.6%	4.0%	1.5%
Richmond (Yorks)	The Labour Party	15,250	1,429	-2.4%	-0.4%	-3.3%
Rother Valley	The Labour Party	6,480	1,008	21.7%	2.1%	-6.2%
Rotherham	The Labour Party	3,370	439	40.0%	3.9%	-3.1%
Scarborough and Whitby	The Labour Party	6,410	453	35.8%	3.4%	-0.3%
Scunthorpe	The Labour Party	4,160	654	43.8%	3.2%	-5.5%
Selby and Ainsty	The Labour Party	10,920	1,136	8.2%	1.1%	-1.7%
Sheffield Central	The Labour Party	19,160	1,947	4.5%	0.7%	3.8%
Sheffield South East	The Labour Party	3,590	712	31.9%	2.4%	-0.6%
Sheffield, Brightside and Hillsborough	The Labour Party	4,830	543	33.3%	3.4%	4.0%
Sheffield, Hallam	The Liberal Democrats	28,260	2,417	-5.9%	-2.1%	3.8%
Sheffield, Heeley	The Labour Party	7,270	1,146	11.7%	1.5%	2.1%
ShIPLEY	The Labour Party	10,760	1,042	37.1%	4.9%	5.1%
Skipton and Ripon	The Labour Party	20,810	1,880	-20.1%	-3.3%	-3.9%
Thirsk and Malton	The Labour Party	12,890	1,000	-4.0%	-0.6%	-4.2%
Wakefield	The Labour Party	6,550	573	36.6%	2.3%	1.2%
Wentworth and Dearne	The Labour Party	2,620	523	36.5%	2.4%	-10.5%
York Central	The Labour Party	13,620	1,064	-3.9%	-0.5%	1.8%
York Outer	The Labour Party	30,170	1,745	-8.7%	-1.5%	1.4%

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