

New research by Carol Vorderman championed tactical voting tool Stop The Tories shows Conservatives could be relegated to 3rd place

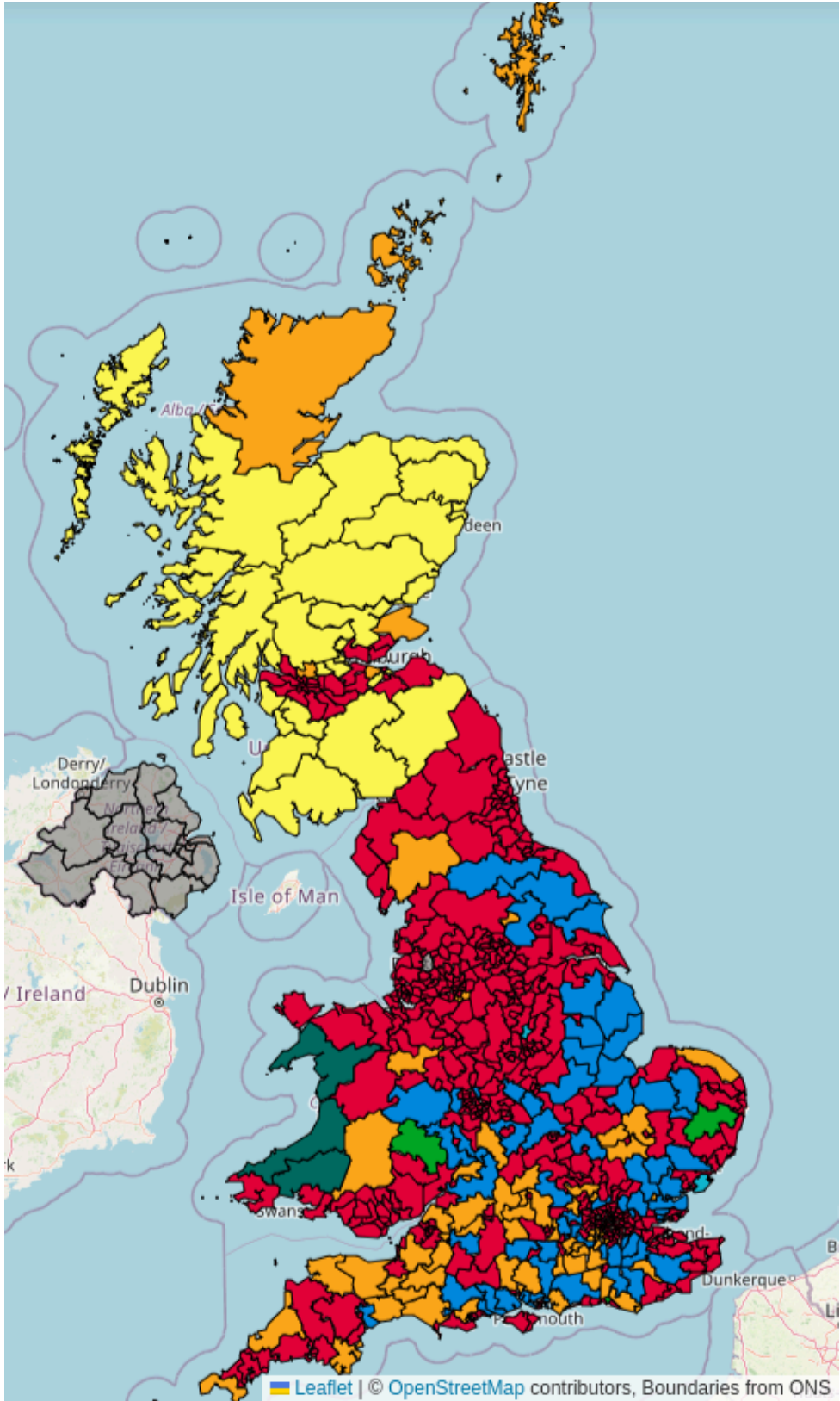
Research by [StopTheTories.vote](#) shows that if 22% of people vote tactically against the Tories, they will be pushed into third behind the Lib Dems

The research shows that tactical voting could see the Tories losing more than 50 additional seats, and the Liberal Democrats gaining more than 10 extra, pushing the Tories into 3rd place. The Tory party would be wiped out in Scotland and Wales, as well as in the North of England.

Tory candidates who are currently ahead in the polls, but are at risk from tactical voting include former cabinet ministers such as Sir David Davis (Goole and Pocklington), Andrea Leadson (South Northamptonshire), Thérèse Coffey (Suffolk Coastal) and Gavin Williamson (Stone, Great Wyrley and Penkridge).

[A new tool](#) released alongside the research calculates how many voters backing progressive parties would need to tactically switch their vote in order to beat the Tory candidate in each constituency.

According to a June 2024 poll by [Survation for GMB](#), a whopping 45% of the population are planning to vote tactically.



Map showing the projected outcome of the 2024 General Election with 22% tactical voting

StopTheTories full seat projections (excluding Northern Ireland) are:

- Labour - 464 (34 extra gains from tactical voting)
- Liberal Democrats - 70 (13 extra gains from tactical voting)
- Conservatives - 63 (52 extra losses from tactical voting)
- SNP - 26 (3 extra gains from tactical voting)
- Greens - 3 (2 extra gains from tactical voting)
- Plaid Cymru - 3 (0 extra gains from tactical voting)
- Reform - 2 (0 extra losses from tactical voting)

	Labour	Tory	Lib Dem	Green	SNP	Plaid	Reform
# Seats based on polling alone	430	115	57	1	23	3	2
# Seats with 22% Tactical Voting	464	63	70	3	26	3	2

Created by proportional representation campaign The Movement Forward, the data-science led website *Stop the Tories Vote (STTV)* was used by over 600,000 smart voters at the recent local elections to find the candidate best placed to beat the local Tory. For the general election, the website has had a major upgrade.

At the local elections, STTV was promoted by a range of political commentators like Marina Purkiss, Peter Stefanovic, Russ “The Week in Tory” Jones, Supertanskiii, Danny F’in Price and Femi Oluwole; alongside big names from stage and screen including Steve Coogan, Carol Vorderman, Hugh Grant, Mick Hucknall, Jonathan Pie, and many more.

“I’m going for a target of them [The Tories] only getting 35 MPs,” said one of the project’s biggest champions [Carol Vorderman speaking to Ava Santina for PoliticsJOE](#). *“Quite a lot of polling is now predicting that, without taking into account tactical voting...”* Before adding, *“my mission is to absolutely eviscerate the Conservative party. Tactical Voting is the methodology we can use to reduce them to numbers so small they can’t even form the opposition.”*

STTV is one of the most trusted tactical voting tools. In local elections, the website made a recommendation in 88% of wards, and where it made a recommendation, the algorithm called 93% of seats correctly. Where Stop the Tories said a Tory can’t win and therefore there was no need to vote tactically, the accuracy was 100%. Similar or better accuracy is expected at the 2024 General Election..

Our team are available for election analysis and comment, please contact press@mvtfwd.com or WhatsApp Sean Adams on 07947753235. Follow us online [@MVTFWD](#). Download logos and assets at <https://mvtfwd.com/resources>



ABOUT STOPTHEORIES.VOTE

Anti-Tory voters are using StopTheTories.Vote to get data-led election guidance. The tactical voting tool's methodology had 100% accuracy at spotting seats where Tories (or other regressive candidates) can't win and 93% accuracy at recommending the winning progressive party at the local elections, where it was the only site offering election guidance. Read the methodology and download a CSV of the data here <https://stopthetories.vote/about>

ABOUT THE MOVEMENT FORWARD

Movement Forward are a collective of campaigners, content creators, journalists, broadcasters, and activists who are working together to fix the future of the United Kingdom by empowering voters and campaigning to upgrade our democracy. We provide voters with tools, analysis and commentary to provide solutions or to harness the energy of political frustration to work as a murmuration of voices for change. <https://themovementforward.com/>

2024 GENERAL RESULT BASED ON
22% TACTICAL VOTING
PLACING TORIES IN 3RD

