

Survation x Best For Britain MRP Q&A

What is MRP?

Multilevel regression and poststratification (MRP) is a way of producing estimates of opinion and attitudes for small defined geographic areas. It works by combining information from large national samples (for example tens of thousands of respondents) with ONS and census data. Full explanation is available [here](#).

How accurate is MRP?

As with any statistical method using a sub-sample of the population, there is a margin of error. For each party, we provide a lower and upper estimate representing a 95% confidence interval to show our certainty in the estimates we provide. Survation used MRP during the 2019 General Election to correctly predict a large Conservative majority and call 94.3% of seats correctly.

How do I use the data?

Seat Tally

Shows the average (mean and median) seat tallies, plus a 95% 'credible interval'. That is, if the election occurred tomorrow, then the seats won by each party would have a 95% chance of falling within these intervals. Please note that the first four columns are probability based, and do not exactly correspond with the total number of seats a party is "leading" in.

The last column shows the number of winners according to the estimated vote shares. That is, it takes the highest mean value for the party in a seat and assumes that they would win this seat.

Vote Share

Sheet tab "Vote share" is the national share of the vote the MRP model is forecasting. This is in line with national-level party vote shares presented using traditional polling methods (factoring each voter by likelihood to vote and removing undecided and refused). This is a good litmus test for MRP. If there are significant deviations in the MRP-derived national shares, it might be an indication that the model is not functioning as expected.

Seat Results

The seat results sheet contains constituency level estimates. Three figures are given for each party: the average (mean) share, and columns "lo" and "hi" which indicate the ends of the 95% credible interval.

Win Probabilities

The probabilities for each party accompany the Seat results and represent the chances of each party winning each seat, given the data that we have. Where the mean vote share of a party shows that it is expected to win this seat, but the probability of this happening is low, we can't be certain that this would be the case. For example, Bicester and Woodstock is noted as a Conservative win, but the probability tab indicates that there is only a 46% chance of this happening.

If you have further questions regarding the methodology, please contact researchteam@survation.com.