

Live Seat Data Maps

Seat Prediction Data Service

Summer 2025

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Live Seat Map

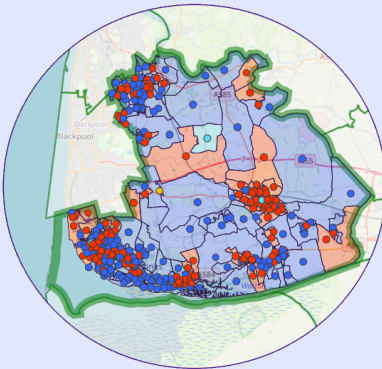
Electoral Calculus offers unique access to live prediction insights and seat-level data across UK constituencies, designed specifically for candidates, campaign teams, local and national parties.

Powered by large-scale MRP polling, our comprehensive database can help you understand the shifting voting intentions allowing team to target resources more effectively and focus the campaign where it may matter most.

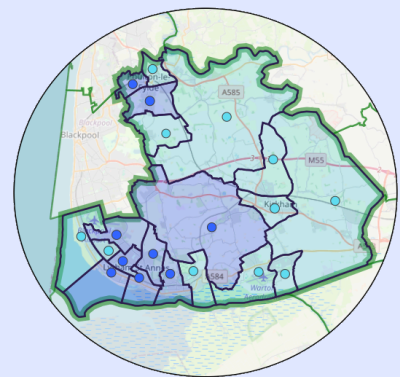
Within your package you will get a live constituency map and an in-depth set of data tables, designed to empower your campaign with precision and insight.

Key Features:

- 🌀 Easy-to-use interactive map interface
- 🌀 View either wards or small census output areas
- 🌀 View predicted winners or vote shares for your party

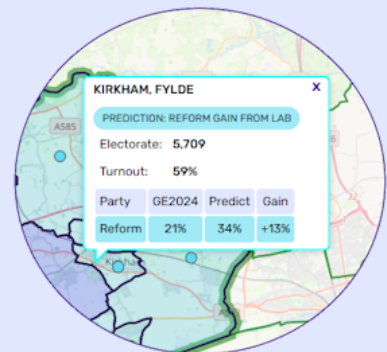


- 🌀 See general election result broken down
- 🌀 See expected predicted gains/losses
- 🌀 Updated monthly with the latest polling data



Gives you insight about where you voters are likely to live, and where are voters who can be persuaded to vote for your party.

Invaluable information for campaigning and get-out-the-vote efforts, to help you target your resources in the right places.

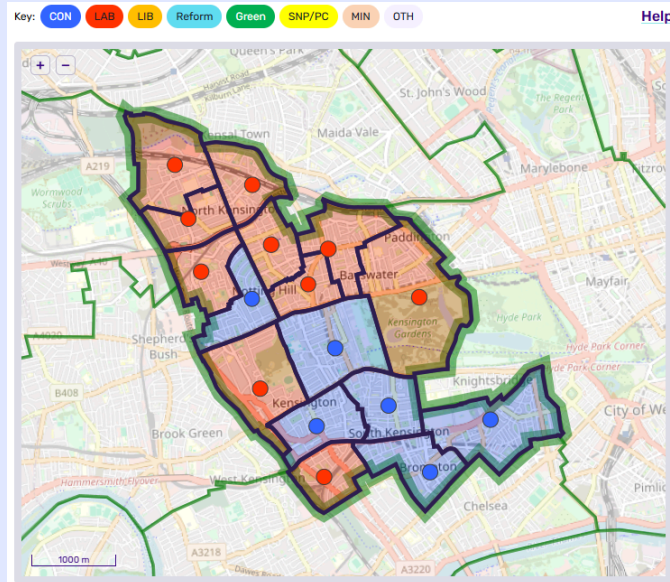


What the Map shows you

Mapping where you can win

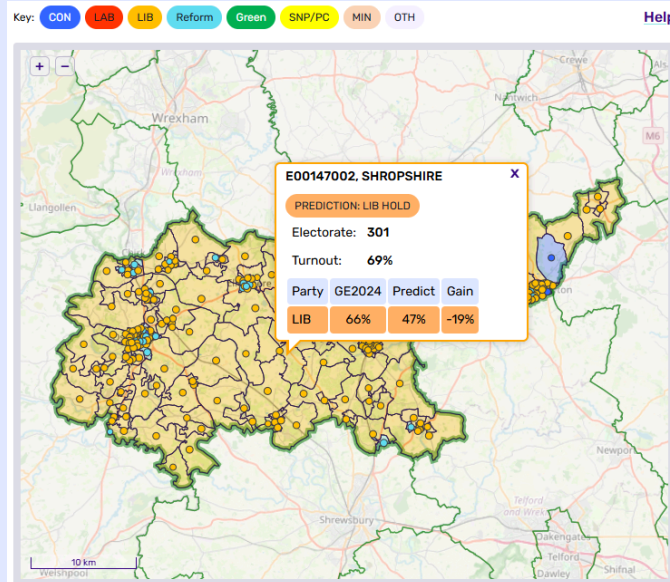
Our maps and data reach across multiple geographical levels, providing live and in-depth insights you can use for effective campaign planning, message targeting, and 'get out the vote' efforts.

Wards



You can view geographically by either Wards or Small Areas. This lets you see detailed voting intentions all across your seat.

Small Areas (Census output areas)



Looking at the 'Gain/Loss' view shows where potential new swing voters are most heavily concentrated, or where waverers can be targeted to keep them on side.

Data-Driven Predictions


Explore the data to find out exactly where your party might gain support and also where the competition could lose votes.

- 🌀 **Predicted Winner:** The predicted winning party in the ward/area if a general election were held today
- 🌀 **GE Winner:** Estimated winning party in the ward/area at the July 2024 general election, based on official results and MRP polling
- 🌀 **Predicted Share:** The predicted vote share for your selected party in the ward/area if a general election was held now
- 🌀 **GE Share:** Estimated vote share for your selected party in the ward/area, July 2024 election
- 🌀 **Gain/Loss:** Predicted vote share change since the last general election, highlighting where the party could gain most

Data Spreadsheets

The prediction data spreadsheet offers powerful and extensive insights into your electorate through actionable data including:

- 🌀 Current Prediction
- 🌀 Predicted Swing
- 🌀 Previous General Election 2024
- 🌀 EU Referendum 2016
- 🌀 Census and other demographic data

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3												
4												
5												
6												
7	Ward Data											
8												
9												
10												
11												
12		SeatName	District	WardName	WardCode	1	2	3	4	5	6	7
13		Crawley	Crawley	Bewbush and North Broadfield	E05012914	524543	135455	10,923	8,082	6,555	3,821	20%
14		Crawley	Crawley	Broadfield	E05012915	525670	134173	10,750	8,224	6,721	3,918	21%
15		Crawley	Crawley	Furnace Green	E05012916	528402	135384	5,997	4,796	4,109	2,618	31%
16		Crawley	Crawley	Gossops Green and North East Broadfield	E05012917	525197	135776	6,557	5,114	4,300	2,658	25%
17		Crawley	Crawley	Ifield	E05012918	525078	137098	10,583	8,036	6,588	3,980	24%
18		Crawley	Crawley	Langley Green and Tushmore	E05012919	525859	139938	9,642	7,345	5,585	3,228	23%
19		Crawley	Crawley	Maidenbower	E05012920	529395	135479	9,357	7,157	6,222	4,026	28%
20		Crawley	Crawley	Northgate and West Green	E05012921	526668	137151	10,756	8,377	7,029	4,134	22%
21		Crawley	Crawley	Pound Hill North and Forge Wood	E05012922	529526	139398	9,477	7,091	6,541	4,187	29%
22		Crawley	Crawley	Pound Hill South and Worth	E05012923	529697	136649	8,385	6,661	5,730	3,756	33%
23		Crawley	Crawley	Southgate	E05012924	526545	135849	9,612	7,448	6,058	3,576	25%
24		Crawley	Crawley	Three Bridges	E05012925	528486	137895	9,919	7,810	6,053	3,633	25%
25		Crawley	Crawley	Tilgate	E05012926	527326	134603	6,522	4,930	4,079	2,429	25%

Unlock Powerful Electoral Insights

You'll get everything you need to hit the ground running with our live prediction package.

- 🌀 A clear user guide explaining what all the data is, and how to use the map
- 🌀 Live interactive online map to visualise where to target most effectively in your constituency
- 🌀 Detailed data spreadsheet giving all the data in numerical form. Can be re-downloaded at any time to get the latest numbers
- 🌀 Free monthly updates till the next general election

How to Order

Our Live Prediction and in-depth seat Data is available exclusively from Electoral Calculus. Visit our [online store](#) to download your seat right away or get a free sample.

All-in-one Live Seat Prediction Package
£195 (inc VAT) per seat

To order, please visit our [online store](#), or please get in touch if you have any questions.

Contact

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