

YouGov / Sky Survey Results

Sample Size: 2060 GB Adults
Fieldwork: 17th - 18th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2060	264	577	210	313	256	674	499	175	726	767	997	1063	216	851	509	482	1174	886	1778	103	179	496	342	249	690	
Unweighted Sample	2060	287	602	219	325	255	723	519	183	859	800	898	1162	144	826	563	526	1271	789	1794	99	167	509	354	175	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		12-13 Jun	17-18 Jun																								
Con	18	20	100	0	0	0	0	49	3	11	12	33	19	21	5	10	19	43	19	22	21	25	10	20	20	19	23
Lab	37	36	0	100	0	0	0	8	70	23	50	16	32	39	43	46	34	17	38	32	36	33	32	44	35	45	28
Lib Dem	14	14	0	0	100	0	0	6	11	56	18	8	14	14	22	12	15	12	15	13	15	2	12	9	11	13	22
SNP	3	3	0	0	0	0	0	0	0	1	4	2	3	2	1	3	3	2	2	3	0	0	27	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	2	0	1	1	1	2	0	1	1	1	0	22	0	0	0	0	0
Reform UK	19	18	0	0	0	100	0	32	3	3	3	36	21	14	11	16	21	21	16	21	19	16	10	19	23	8	21
Green	7	7	0	0	0	0	0	2	10	6	9	3	7	8	16	9	6	2	8	6	8	2	7	6	9	13	6
Other	2	2	0	0	0	0	0	2	2	0	2	2	2	2	1	2	2	1	1	3	2	0	2	2	2	3	1

Now, thinking specifically about your own constituency, and imagining that these were the political parties standing, which party do you intend to vote for in the July 4th 2024 UK general election?

Conservative	13	100	0	0	0	0	33	2	7	8	22	13	13	3	7	12	29	13	13	13	19	7	13	12	12	14
Labour	28	0	100	0	0	0	8	66	20	43	13	26	30	32	36	26	14	31	24	28	28	25	35	27	34	22
Liberal Democrat	10	0	0	100	0	0	5	9	47	15	6	11	10	16	9	11	10	11	9	11	2	9	7	7	9	16
Scottish National Party (SNP)	2	0	0	0	0	0	0	0	1	4	1	3	1	1	2	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	1	1	1	0	15	0	0	0	0	0
Reform UK	15	0	0	0	100	0	30	3	3	3	32	19	12	9	13	18	19	14	17	16	15	8	16	17	7	18
Green	6	0	0	0	0	0	1	9	5	7	2	5	6	11	7	4	2	7	4	6	2	5	5	7	10	5
Some other party	1	0	0	0	0	0	1	2	0	2	1	1	1	1	1	1	1	1	2	1	0	1	1	1	2	1
Would not vote	9	0	0	0	0	0	3	2	0	3	6	10	8	13	11	6	6	7	12	10	8	2	12	11	8	8
Don't know	12	0	0	0	0	100	17	5	13	11	14	9	16	6	11	17	14	12	14	12	9	15	10	15	12	13
Refused	3	0	0	0	0	0	1	2	5	2	2	3	3	7	3	1	2	3	3	3	2	3	2	2	6	3

Sample Size: 2060 GB Adults
Fieldwork: 17th - 18th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2060	264	577	210	313	256	674	499	175	726	767	997	1063	216	851	509	482	1174	886	1778	103	179	496	342	249	690	
Unweighted Sample	2060	287	602	219	325	255	723	519	183	859	800	898	1162	144	826	563	526	1271	789	1794	99	167	509	354	175	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

	0 - Certain NOT to vote	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote															
8	0	1	0	1	1	1	1	0	2	5	9	7	10	10	5	6	6	11	8	6	4	10	12	6	7	
1	0	0	0	0	3	0	0	0	1	1	1	1	2	1	1	1	1	1	1	2	2	1	1	1	1	1
2	0	0	1	1	7	2	1	2	0	2	2	2	2	2	3	1	2	3	2	2	0	1	2	0	4	
1	1	1	2	0	2	1	1	0	0	1	2	0	1	2	1	0	1	1	1	1	0	0	2	1	1	1
4	1	1	0	0	1	3	1	0	0	1	1	1	2	4	1	2	1	1	2	2	1	0	3	1	3	1
5	4	2	3	4	3	13	4	2	3	1	4	3	5	5	5	3	3	3	5	4	10	4	4	3	3	4
2	1	2	2	3	3	1	2	1	2	1	2	2	3	2	2	1	2	3	2	3	5	2	2	2	2	2
3	3	4	1	2	8	3	2	3	3	3	3	4	5	3	4	2	3	4	4	1	2	3	6	5	3	
7	9	6	5	10	10	8	4	6	5	8	7	7	9	7	7	7	7	7	7	5	10	6	7	8	7	
9	11	11	9	7	11	10	9	15	11	8	10	9	10	9	8	10	10	9	9	10	11	9	9	8	10	
61	72	72	75	73	39	68	78	70	74	66	62	60	49	58	64	68	65	55	61	60	62	60	56	64	63	

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2019 recalled vote interlocked with region and (5) EU referendum recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	240	220	10.7%
Men 50-64 High education	80	76	3.7%
Men 50-64 Mid education	100	93	4.5%
Men 50-64 Low education	83	80	3.9%
Men 25-49 High education	138	194	9.4%
Men 25-49 Mid education	134	136	6.6%
Men 25-49 Low education	52	89	4.3%
Men Under 25 High education	15	21	1.0%
Men Under 25 Mid & Low education	56	89	4.3%
Women Over 65	287	264	12.8%
Women 50-64 High education	86	72	3.5%
Women 50-64 Mid education	125	105	5.1%
Women 50-64 Low education	89	82	4.0%
Women 25-49 High education	217	208	10.1%
Women 25-49 Mid education	180	146	7.1%
Women 25-49 Low education	105	78	3.8%
Women Under 25 High education	23	25	1.2%
Women Under 25 Mid & Low education	50	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	160	391	19.0%
Medium (3-7)	1319	1236	60.0%
High (8,9,10)	581	433	21.0%
Social Grade (NRS and 2011 census)			
AB	666	577	28.0%
C1	605	597	29.0%
C2	356	433	21.0%
DE	433	453	22.0%
EU Referendum Vote (Election Result)			
Remain	859	726	35.2%
Leave	800	767	37.2%
Don't Know / Did Not Vote	401	567	27.5%

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2019 recalled vote interlocked with region and (5) EU referendum recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

Region by 2019 Vote (Election Result and ONS Population estimates)

North Con	162	140	6.8%
North Lab	166	152	7.4%
North LD	33	27	1.3%
North BP	17	19	0.9%
North Oth	17	14	0.7%
North DNV	114	144	7.0%
Midlands Con	145	132	6.4%
Midlands Lab	92	80	3.9%
Midlands LD	22	19	0.9%
Midlands BP	3	4	0.2%
Midlands Oth	14	10	0.5%
Midlands DNV	78	97	4.7%
London Con	45	58	2.8%
London Lab	58	89	4.3%
London LD	18	27	1.3%
London BP	1	2	0.1%
London Oth	9	6	0.3%
London DNV	44	68	3.3%
South Con	310	284	13.8%
South Lab	144	122	5.9%
South LD	97	87	4.2%
South BP	2	2	0.1%
South Oth	33	27	1.3%
South DNV	170	169	8.2%
Wales Con	25	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	5	4	0.2%
Wales PC	5	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	28	29	1.4%
Scotland Con	36	33	1.6%
Scotland Lab	27	25	1.2%
Scotland LD	8	12	0.6%
Scotland SNP	63	60	2.9%
Scotland Oth DNV	33	49	2.4%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk