

# YouGov / Sky Survey Results

Sample Size: 2035 GB Adults  
Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>2035</b>	249	571	222	283	264	665	492	173	717	758	985	1050	214	840	503	478	1160	875	1756	102	177	490	338	246	682	
<b>Unweighted Sample</b>	<b>2035</b>	256	599	218	283	260	676	513	175	842	757	966	1069	161	817	548	509	1234	801	1736	117	182	484	320	229	703	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	19-20 Jun	24-25 Jun																									
Con	19	18	100	0	0	0	0	44	2	5	12	29	17	19	6	10	19	35	18	19	19	21	13	12	21	16	24
Lab	37	36	0	100	0	0	13	72	27	48	23	34	38	34	45	34	23	36	35	37	33	25	45	40	45	27	
Lib Dem	13	15	0	0	100	0	9	10	59	20	9	14	17	22	15	14	15	16	14	16	2	13	11	10	17	23	
SNP	3	3	0	0	0	0	0	1	0	4	1	3	3	3	3	2	3	3	2	0	0	31	0	0	0	0	
Plaid Cymru	1	1	0	0	0	0	0	1	0	2	0	1	1	0	1	1	1	1	1	0	21	0	0	0	0	0	
Reform UK	18	17	0	0	0	100	31	2	2	3	33	22	12	13	15	21	18	14	21	18	14	5	21	21	12	18	
Green	6	8	0	0	0	0	2	11	4	10	2	6	9	20	9	5	3	9	6	7	8	12	6	7	9	7	
Other	2	2	0	0	0	0	1	2	3	2	3	3	2	1	2	4	1	2	3	2	1	2	5	2	1	1	

Now, thinking specifically about your own constituency, which party do you intend to vote for in the July 4th 2024 UK general election?

Conservative	12	100	0	0	0	0	32	1	4	9	20	12	13	3	7	13	26	13	12	13	12	7	8	14	10	16
Labour	28	0	100	0	0	0	11	66	26	42	18	28	28	24	34	27	20	30	25	29	26	19	34	31	35	22
Liberal Democrat	11	0	0	100	0	0	7	8	49	16	7	10	12	13	10	10	12	12	9	12	2	9	8	7	11	17
Scottish National Party (SNP)	2	0	0	0	0	0	0	1	0	4	1	2	2	2	2	2	2	2	1	0	0	23	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	0	1	1	1	0	13	0	0	0	0	0
Reform UK	14	0	0	0	100	0	27	2	2	2	28	19	9	9	12	17	17	13	16	15	11	4	17	17	10	15
Green	6	0	0	0	0	0	1	10	4	9	1	5	6	14	6	4	3	7	4	5	6	8	5	5	7	6
Some other party	2	0	0	0	0	0	1	1	2	2	2	2	1	1	1	3	1	1	2	2	1	1	3	1	1	1
Would not vote	9	0	0	0	0	0	3	2	1	3	6	9	9	10	12	8	5	6	14	9	8	10	10	8	9	9
Don't know	13	0	0	0	0	100	16	7	11	10	15	10	16	15	12	15	12	13	13	12	20	16	12	12	13	12
Refused	3	0	0	0	0	0	1	1	0	2	1	3	3	9	4	1	1	3	3	3	1	4	3	5	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely or unlikely do you think you are to vote in the July 4th 2024 UK general election?

0 - Certain NOT to vote	9	1	0	1	0	2	3	1	1	2	6	10	9	10	12	9	5	6	14	9	8	11	9	9	11	9
1	1	0	0	0	0	1	0	0	0	0	0	0	1	1	1	0	0	0	1	1	0	0	0	1	0	1
2	1	0	1	1	1	2	1	0	0	0	2	1	1	1	2	1	1	1	2	1	1	2	1	3	0	1
3	1	0	0	0	1	4	1	1	0	0	1	1	1	1	2	1	0	1	1	1	3	1	1	1	2	1
4	1	1	1	0	0	1	1	0	1	1	0	1	1	1	1	1	1	1	0	1	1	0	0	1	1	1
5	3	3	1	1	5	10	4	1	0	1	3	3	3	5	3	5	2	3	4	4	7	0	4	5	4	2
6	3	2	2	5	3	10	2	2	1	2	3	3	4	10	3	2	3	3	4	4	1	1	5	5	5	2
7	3	3	2	5	3	7	4	2	2	2	3	4	3	6	4	2	2	3	3	3	4	5	3	3	4	3
8	5	5	5	5	5	7	6	4	4	4	5	5	5	5	6	5	3	6	4	5	6	4	4	7	6	5
9	8	7	9	10	8	8	8	7	11	9	7	9	6	9	7	8	8	8	7	7	10	10	6	9	6	7
10 - Absolutely certain to vote, or have already voted by post	64	77	78	73	73	49	70	81	79	77	69	63	66	51	61	66	75	67	61	64	60	66	67	57	60	68

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	216	218	10.7%
Men 50-64 High education	70	75	3.7%
Men 50-64 Mid education	111	92	4.5%
Men 50-64 Low education	87	79	3.9%
Men 25-49 High education	175	191	9.4%
Men 25-49 Mid education	161	134	6.6%
Men 25-49 Low education	57	88	4.3%
Men Under 25 High education	21	20	1.0%
Men Under 25 Mid & Low education	68	87	4.3%
Women Over 65	293	261	12.8%
Women 50-64 High education	70	71	3.5%
Women 50-64 Mid education	117	104	5.1%
Women 50-64 Low education	93	81	4.0%
Women 25-49 High education	201	206	10.1%
Women 25-49 Mid education	166	144	7.1%
Women 25-49 Low education	57	77	3.8%
Women Under 25 High education	23	24	1.2%
Women Under 25 Mid & Low education	49	81	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	227	387	19.0%
Medium (3-7)	1344	1221	60.0%
High (8,9,10)	464	427	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	652	570	28.0%
C1	582	590	29.0%
C2	350	427	21.0%
DE	451	448	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	842	717	35.2%
Leave	757	758	37.2%
Don't Know / Did Not Vote	436	560	27.5%

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

North Con	<b>153</b>	<b>138</b>	<b>6.8%</b>
North Lab	<b>159</b>	<b>151</b>	<b>7.4%</b>
North LD	<b>27</b>	<b>26</b>	<b>1.3%</b>
North BP	<b>13</b>	<b>18</b>	<b>0.9%</b>
North Oth	<b>16</b>	<b>14</b>	<b>0.7%</b>
North DNV	<b>116</b>	<b>142</b>	<b>7.0%</b>
Midlands Con	<b>119</b>	<b>130</b>	<b>6.4%</b>
Midlands Lab	<b>82</b>	<b>79</b>	<b>3.9%</b>
Midlands LD	<b>20</b>	<b>18</b>	<b>0.9%</b>
Midlands BP	<b>3</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>12</b>	<b>10</b>	<b>0.5%</b>
Midlands DNV	<b>84</b>	<b>96</b>	<b>4.7%</b>
London Con	<b>56</b>	<b>57</b>	<b>2.8%</b>
London Lab	<b>79</b>	<b>88</b>	<b>4.3%</b>
London LD	<b>25</b>	<b>26</b>	<b>1.3%</b>
London BP	<b>2</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>9</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>58</b>	<b>67</b>	<b>3.3%</b>
South Con	<b>282</b>	<b>281</b>	<b>13.8%</b>
South Lab	<b>136</b>	<b>120</b>	<b>5.9%</b>
South LD	<b>85</b>	<b>85</b>	<b>4.2%</b>
South BP	<b>4</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>29</b>	<b>26</b>	<b>1.3%</b>
South DNV	<b>167</b>	<b>167</b>	<b>8.2%</b>
Wales Con	<b>31</b>	<b>26</b>	<b>1.3%</b>
Wales Lab	<b>33</b>	<b>31</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>11</b>	<b>8</b>	<b>0.4%</b>
Wales BP	<b>4</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>33</b>	<b>28</b>	<b>1.4%</b>
Scotland Con	<b>35</b>	<b>33</b>	<b>1.6%</b>
Scotland Lab	<b>24</b>	<b>24</b>	<b>1.2%</b>
Scotland LD	<b>13</b>	<b>12</b>	<b>0.6%</b>
Scotland SNP	<b>61</b>	<b>59</b>	<b>2.9%</b>
Scotland Oth DNV	<b>49</b>	<b>49</b>	<b>2.4%</b>

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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)