

YouGov Survey Results

Sample Size: 2096 GB Adults
Fieldwork: 29th - 30th June 2024

Total	Gender		Age				Social Grade	
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
2096	1014	1082	220	866	518	493	1195	901
2096	949	1147	138	817	533	608	1288	808
%	%	%	%	%	%	%	%	%

Thinking about the coming general election, have you already decided whether you will vote and for who?

	27-28 Jun	29-30 Jun	Gender		Age				Social Grade	
			Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
I've definitely made up my mind if and how I'll vote and will not change my mind	48	47	53	41	32	48	49	49	47	47
I've probably decided if and how I'll vote and am unlikely to change my mind	17	15	14	15	23	18	10	10	16	13
I have a good idea if and how I'll vote, but it is possible I will change my mind	9	9	7	10	17	7	11	6	10	7
It's as likely as not that I'll change my mind on whether I'll vote or who I'll vote for	5	5	3	6	2	6	4	3	3	6
Don't know	8	9	7	11	15	11	6	7	7	12
N/A - I've already voted by post	14	16	15	17	12	10	19	25	17	15

And thinking still about the coming general election, how likely are you to vote for each of the following parties on a scale of 0-10, where 0 is 'almost certain NOT to vote for them' and 10 is 'almost certain to vote for them'?

Conservative Party	27-28 Jun	29-30 Jun	Gender		Age				Social Grade	
			Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
0 - almost certain not to	66	65	65	65	75	69	67	52	65	65
1	2	3	3	2	4	3	3	1	4	2
2	3	2	3	2	2	3	2	2	2	3
3	3	2	2	2	1	2	1	3	2	2
4	1	2	1	2	4	2	1	1	1	2
5	4	4	4	4	3	4	5	3	4	4
6	2	2	2	2	0	3	2	3	2	3
7	2	2	2	2	1	2	3	2	2	2
8	2	2	2	2	1	2	2	1	2	1
9	1	1	2	1	0	1	1	3	1	2
10 - almost certain to	9	11	12	10	2	5	10	26	12	9
Don't know	3	4	2	5	7	4	3	3	2	6

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Total	Country			Region in England			
	England	Wales	Scotland	North	Midlands	London	Rest of South
2096	1809	105	182	505	348	254	702
2096	1799	111	186	511	348	184	756
%	%	%	%	%	%	%	%

Thinking about the coming general election, have you already decided whether you will vote and for who?

	27-28 Jun	29-30 Jun	Country			Region in England			
I've definitely made up my mind if and how I'll vote and will not change my mind	48	47	48	39	43	52	43	50	45
I've probably decided if and how I'll vote and am unlikely to change my mind	17	15	14	21	14	12	13	13	17
I have a good idea if and how I'll vote, but it is possible I will change my mind	9	9	9	8	8	7	10	7	10
It's as likely as not that I'll change my mind on whether I'll vote or who I'll vote for	5	5	4	3	8	5	4	6	3
Don't know	8	9	9	13	12	8	15	5	8
N/A - I've already voted by post	14	16	16	15	17	16	15	19	16

And thinking still about the coming general election, how likely are you to vote for each of the following parties on a scale of 0-10, where 0 is 'almost certain NOT to vote for them' and 10 is 'almost certain to vote for them'?

Conservative Party	27-28 Jun	29-30 Jun	Country			Region in England			
0 - almost certain not to	66	65	64	67	75	73	56	64	61
1	2	3	3	4	4	1	3	3	3
2	3	2	2	2	3	1	4	2	3
3	3	2	2	1	1	1	3	2	2
4	1	2	2	3	1	2	1	3	1
5	4	4	4	1	4	4	5	4	4
6	2	2	3	2	0	3	2	3	3
7	2	2	2	3	1	2	2	1	3
8	2	2	2	2	1	1	1	3	2
9	1	1	1	1	1	2	1	2	2
10 - almost certain to	9	11	12	10	6	8	15	11	13
Don't know	3	4	4	4	2	2	8	2	4

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	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
2096	1014	1082	220	866	518	493	1195	901
2096	949	1147	138	817	533	608	1288	808
%	%	%	%	%	%	%	%	%

Labour Party

0 - almost certain not to	43	43	47	39	28	34	46	64	38	50
1	4	3	3	3	1	3	3	4	3	3
2	3	3	3	3	4	3	2	3	3	3
3	3	3	2	3	5	3	3	1	3	2
4	3	4	4	3	9	4	2	2	3	4
5	6	6	5	7	9	8	6	2	8	4
6	3	3	3	2	6	3	1	2	3	2
7	3	3	3	3	5	4	3	1	4	2
8	4	4	3	4	2	5	3	2	3	4
9	4	2	3	2	2	4	2	1	3	1
10 - almost certain to	21	22	21	24	22	25	26	14	26	18
Don't know	3	4	3	6	7	5	3	4	3	6

Liberal Democrat Party

0 - almost certain not to	53	53	58	49	39	46	60	67	49	59
1	4	4	5	4	2	5	4	5	4	5
2	4	4	4	5	12	4	2	3	4	4
3	4	4	3	4	5	4	3	2	4	3
4	4	4	4	4	6	4	3	3	5	2
5	7	9	7	10	11	9	11	5	9	9
6	4	3	3	4	7	4	3	2	4	2
7	4	4	3	4	3	5	3	1	5	2
8	3	3	3	2	5	4	1	2	4	2
9	2	2	1	2	1	2	2	1	2	1
10 - almost certain to	6	5	5	5	1	5	6	6	7	3
Don't know	4	5	3	7	7	7	3	3	4	7

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	England	Wales	Scotland	North	Midlands	London	Rest of South
2096	1809	105	182	505	348	254	702
2096	1799	111	186	511	348	184	756
%	%	%	%	%	%	%	%

Labour Party

0 - almost certain not to	43	43	43	49	37	46	40	35	47
1	4	3	3	3	5	2	5	2	3
2	3	3	3	6	7	2	2	3	3
3	3	3	3	0	3	2	3	4	3
4	3	4	3	3	4	3	3	5	4
5	6	6	6	5	10	5	8	6	5
6	3	3	3	0	3	2	3	2	3
7	3	3	3	4	4	2	4	4	3
8	4	4	3	10	4	3	2	4	3
9	4	2	3	1	1	3	1	7	2
10 - almost certain to	21	22	24	14	15	29	21	26	20
Don't know	3	4	4	4	6	3	8	2	3

Liberal Democrat Party

0 - almost certain not to	53	53	53	58	52	62	54	47	49
1	4	4	4	8	7	3	6	5	3
2	4	4	4	3	5	4	5	3	4
3	4	4	4	1	5	3	3	5	4
4	4	4	3	6	6	3	3	6	3
5	7	9	9	8	9	11	8	11	7
6	4	3	4	4	3	3	4	6	3
7	4	4	4	1	2	3	2	7	5
8	3	3	3	2	2	2	3	1	4
9	2	2	2	1	2	1	1	1	3
10 - almost certain to	6	5	5	3	3	3	3	5	9
Don't know	4	5	5	5	5	3	10	3	5

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	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
2096	1014	1082	220	866	518	493	1195	901
2096	949	1147	138	817	533	608	1288	808
%	%	%	%	%	%	%	%	%

Green Party

0 - almost certain not to	57	56	60	52	30	49	67	70	52	62
1	4	4	4	4	3	3	4	5	4	3
2	4	4	5	4	3	5	4	4	5	4
3	4	4	4	4	4	6	2	2	4	3
4	4	3	4	3	5	3	4	2	4	2
5	6	7	5	8	6	9	5	5	7	6
6	3	4	4	3	10	4	3	2	4	3
7	4	4	3	4	7	5	2	1	5	3
8	3	3	2	4	9	3	1	1	4	2
9	2	1	1	2	4	1	1	0	1	1
10 - almost certain to	4	4	4	4	9	4	3	3	5	3
Don't know	4	6	4	7	9	8	4	3	4	7

Reform UK

0 - almost certain not to	63	66	62	69	70	68	64	61	72	57
1	2	2	2	2	3	2	2	2	3	2
2	3	2	2	3	3	2	3	3	2	3
3	2	2	2	2	2	2	3	1	2	2
4	2	1	1	0	0	1	1	1	1	1
5	3	3	4	2	4	3	3	3	3	4
6	2	2	2	1	2	2	1	2	1	2
7	2	2	2	2	0	3	2	2	2	3
8	2	2	3	2	3	1	4	2	3	2
9	2	2	2	1	0	2	1	2	1	3
10 - almost certain to	13	11	15	8	5	8	15	17	9	15
Don't know	4	5	3	7	8	7	2	4	3	7

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2096	1799	111	186	511	348	184	756
%	%	%	%	%	%	%	%

Green Party

0 - almost certain not to	57	56	57	54	49	63	56	47	57
1	4	4	4	9	4	3	3	3	4
2	4	4	4	4	6	4	3	3	6
3	4	4	4	1	4	4	6	3	3
4	4	3	3	2	6	2	2	4	4
5	6	7	7	9	5	5	6	13	6
6	3	4	4	3	6	3	2	7	3
7	4	4	4	1	5	3	4	5	4
8	3	3	3	8	2	2	3	4	3
9	2	1	1	1	1	2	1	1	1
10 - almost certain to	4	4	4	2	4	4	5	4	4
Don't know	4	6	6	6	6	5	10	5	5

Reform UK

0 - almost certain not to	63	66	65	61	75	67	59	71	64
1	2	2	2	2	2	3	3	1	2
2	3	2	2	1	4	1	3	2	3
3	2	2	2	2	2	1	1	2	2
4	2	1	1	1	0	1	0	0	1
5	3	3	3	0	4	4	2	4	3
6	2	2	1	2	2	1	3	1	1
7	2	2	2	3	1	2	4	2	2
8	2	2	2	3	1	3	1	3	3
9	2	2	2	2	0	1	3	2	2
10 - almost certain to	13	11	12	14	5	13	12	8	13
Don't know	4	5	5	8	3	3	9	4	5

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2096	949	1147	138	817	533	608	1288	808
%	%	%	%	%	%	%	%	%

Not vote at all

0 - almost certain not to	-	66	66	65	61	64	68	68	72	57
1	-	3	3	2	3	4	2	2	2	3
2	-	2	2	1	2	3	1	0	2	2
3	-	1	1	1	0	2	1	1	1	1
4	-	1	1	1	3	1	1	1	1	1
5	-	4	4	3	8	4	3	2	3	4
6	-	1	1	1	2	1	0	0	1	1
7	-	1	1	1	0	1	1	1	1	1
8	-	1	2	1	0	2	1	1	1	2
9	-	1	1	1	0	1	2	1	1	1
10 - almost certain to	-	12	11	13	11	10	14	14	9	16
Don't know	-	8	7	9	9	9	5	10	6	12

**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.*

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2096	1799	111	186	511	348	184	756
%	%	%	%	%	%	%	%

Not vote at all

0 - almost certain not to	-	66	67	54	58	71	60	66	68
1	-	3	2	0	4	3	2	3	2
2	-	2	1	5	1	1	3	1	1
3	-	1	1	2	1	2	2	0	1
4	-	1	1	3	1	0	1	2	1
5	-	4	3	6	5	3	3	4	4
6	-	1	1	5	1	0	1	0	1
7	-	1	1	2	2	0	2	1	1
8	-	1	1	2	1	1	1	1	1
9	-	1	1	0	1	1	2	2	1
10 - almost certain to	-	12	12	13	15	10	12	13	12
Don't know	-	8	8	8	9	7	10	7	8

**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.*