

YouGov Survey Results

Sample Size: 5391 voters in England
Fieldwork: 5th - 11th June 2024

	Westminster VI						Reason for vote		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	Reform UK	Green	Party like most	Stop party like least winning	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5262	988	2155	657	979	381	3388	1711	1941	1568	549	2048	2074	2721	2540	497	2100	1368	1296	3168	2093
Unweighted Sample	5391	1062	2160	700	1000	377	3474	1758	2039	1567	603	2323	2215	2630	2761	338	2139	1509	1405	3440	1951
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you intend to vote PARTY in the general election. Which of the following comes closest to why you intend to vote PARTY?

I intend to vote PARTY as they are the party I like the most	64	65	59	43	85	81	100	0	69	65	51	61	70	66	63	58	63	64	69	62	67
I intend to vote PARTY to try and stop the party I like the least from winning	33	31	38	53	14	16	0	100	27	33	46	37	27	31	34	38	33	33	28	35	29
Don't know	3	4	3	4	1	3	0	0	3	2	3	2	3	3	3	4	3	3	3	3	3

You said you'd be more likely to vote in a way to try and stop the party you like least. Which party is that?

[n=1758]

Conservative	70	2	95	87	31	62	0	70	29	95	87	82	43	71	68	91	80	66	43	72	66
Labour	26	91	2	11	64	28	0	26	66	3	8	14	51	24	28	4	16	30	53	24	30
Liberal Democrat	1	3	1	1	0	0	0	1	2	0	1	1	2	1	1	0	1	1	2	1	1
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	2	3	2	1	3	7	0	2	2	1	3	3	1	2	2	2	2	2	1	2	2
Green	1	0	1	0	0	3	0	1	1	0	0	0	1	1	0	1	1	0	0	1	0
Some other party	1	1	0	0	1	0	0	1	1	1	0	1	1	0	1	1	0	1	1	1	1

Reason for vote split by party preference

voting Con as favourite party	12	65	0	0	0	0	19	0	29	0	2	8	20	12	12	3	7	14	21	12	13
voting Con to stop another party	6	31	0	0	0	0	0	18	13	0	2	4	9	5	7	1	3	7	11	6	6
voting Con, unsure reason	1	4	0	0	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1
voting Lab as favourite party	24	0	59	0	0	0	38	0	6	52	16	34	14	24	25	27	29	24	16	25	23
voting Lab to stop another party	16	0	38	0	0	0	0	48	5	27	15	21	8	15	17	25	20	13	7	17	13
voting Lab, unsure reason	1	0	3	0	0	0	0	0	1	1	0	1	1	1	1	2	1	1	0	1	1
voting Lib as favourite party	5	0	0	43	0	0	8	0	2	2	25	8	2	5	5	6	6	4	5	6	4
voting Lib to stop another party	7	0	0	53	0	0	0	20	3	4	28	10	4	7	7	10	6	8	5	8	4
voting Lib, unsure reason	0	0	0	4	0	0	0	0	0	0	2	0	0	0	1	1	0	0	0	0	1
voting ref as favourite party	16	0	0	0	85	0	25	0	30	2	3	3	31	19	12	8	12	18	23	12	21
voting ref to stop another party	3	0	0	0	14	0	0	8	4	1	1	1	5	3	2	1	1	4	4	2	3
voting ref, unsure reason	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
voting green as favourite party	6	0	0	0	0	81	9	0	2	8	4	7	2	5	7	12	7	4	3	6	5
voting green to stop another party	1	0	0	0	0	16	0	4	1	1	0	1	1	1	1	1	2	1	0	1	1
voting green, unsure reason	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting other	2	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 5391 voters in England
Fieldwork: 5th - 11th June 2024

	Westminster VI					Reason for vote		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Reform UK	Green	Party like most	Stop party like least winning	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5262	988	2155	657	979	381	3388	1711	1941	1568	549	2048	2074	2721	2540	497	2100	1368	1296	3168	2093
Unweighted Sample	5391	1062	2160	700	1000	377	3474	1758	2039	1567	603	2323	2215	2630	2761	338	2139	1509	1405	3440	1951
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reason for vote split by party preference and party trying to stop

voting Con as favourite party	12	65	0	0	0	0	19	0	29	0	2	8	20	12	12	3	7	14	21	12	13
voting Con to stop Lab	5	28	0	0	0	0	0	16	12	0	2	3	9	5	6	1	3	6	10	5	6
voting Con to stop Lib	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
voting Con to stop other	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
voting Con, unsure reason	1	5	0	0	0	0	0	0	2	0	1	1	1	1	1	1	1	1	1	1	1
voting Lab as favourite party	24	0	59	0	0	0	38	0	6	52	16	34	14	24	25	27	29	24	16	25	23
voting Lab to stop Con	15	0	36	0	0	0	0	46	4	26	14	20	7	14	16	24	19	13	7	16	13
voting Lab to stop Lib	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting Lab to stop other	0	0	1	0	0	0	0	1	0	0	1	1	0	1	0	1	1	0	0	0	0
voting Lab, unsure reason	1	0	3	0	0	0	0	1	1	1	1	1	1	1	1	2	2	1	1	1	2
voting Lib as favourite party	5	0	0	43	0	0	8	0	2	2	25	8	2	5	5	6	6	4	5	6	4
voting Lib to stop Con	6	0	0	46	0	0	0	18	2	4	26	9	2	6	5	10	5	7	4	7	4
voting Lib to stop Lib	1	0	0	6	0	0	0	2	1	0	1	1	1	1	1	0	0	1	1	1	0
voting Lib to stop other	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
voting Lib, unsure reason	1	0	0	4	0	0	0	0	0	0	2	0	0	0	1	1	1	0	1	0	1
voting ref as favourite party	16	0	0	0	85	0	25	0	30	2	3	3	31	19	12	8	12	18	23	12	21
voting ref to stopCon	1	0	0	0	4	0	0	2	1	0	0	0	1	1	1	0	0	2	1	1	1
voting ref to stop Lab	2	0	0	0	9	0	0	5	3	0	0	0	3	2	2	0	1	2	3	1	2
voting ref to stop Lib	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting ref to stop other	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
voting ref, unsure reason	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
voting green as favourite party	6	0	0	0	0	81	9	0	2	8	4	7	2	5	7	12	7	4	3	6	5
voting green to stopCon	1	0	0	0	0	10	0	2	0	1	0	1	0	1	1	1	1	1	0	1	1
voting green to stop Lab	0	0	0	0	0	4	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
voting green to stop Lib	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting green to stop other	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting green, unsure reason	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
voting other	2	0	0	0	0	0	1	2	2	2	0	2	2	2	2	2	2	2	2	1	3