



Voting Intention - 28th June 2024

Methodology: Whitestone Insight interviewed 2012 GB adults online between 26th and 27th June 2024. Data were weighted to be representative of all adults.

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 1

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) and specify voting intention or have already voted
TURNOUT & RECALL WEIGHTING

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1279	669	600	114	193	189	214	220	349	354	354	299	271	122	61	139	104	112	97	56	124	178	167	120
Weighted base	1269	651	609	122*	195	185	226	209	332	337	357	283	292	114	57*	149	109*	110*	99*	58*	116	168	176	111
Conservative	232 18%	123 19%	109 18%	11 9%	17 9%	16 9%	29 13%	38 18%def	120 36%def gh	59 18%	72 20%	50 18%	51 17%	12 10%	12 21%	25 17%	11 10%	27 24%nq	19 19%	14 25%nq	18 15%	28 17%	45 26%nqu	20 18%
Labour	483 38%	240 37%	239 39%	56 46%ai	96 49%ai	81 44%ai	91 40%ai	83 40%ai	76 23%	132 39%	124 35%	110 39%	117 40%	39 34%	23 40%	74 50%ntu wx	52 47%uwx	43 39%ix	42 42%ix	18 30%	39 33%	75 45%wx	52 30%	28 25%
Liberal Democrat	133 11%	58 9%	74 12%	16 13%	16 8%	19 10%	22 10%	19 9%	41 12%	39 12%	38 11%	23 8%	32 11%	12 10%	3 6%	10 7%	9 8%	10 9%	5 5%	4 6%	12 10%	14 8%	28 16%psv	27 25%noprstuv
Reform UK	264 21%	159 24%b	105 17%	17 14%	29 15%	47 25%de	62 28%de	41 20%	68 21%	56 17%	70 20%	75 27%jk	62 21%	8 7%	16 28%n	31 21%n	27 25%n	22 20%n	26 26%n	10 18%n	35 30%nvw	31 18%n	34 19%n	25 22%n
SNP	30 2%	13 2%	16 3%	4 3%	7 4%	4 2%	6 3%	2 1%	8 2%	13 4%k	4 1%	6 2%	7 3%	30 26%opqr stuvw	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	4 1%	5 1%	-	3 2%	1 1%	1 *	2 1%	2 1%	3 1%	4 1%	1 *	2 1%	-	-	-	-	-	-	9 16%nopq rsuvw	-	-	-	-
Green Party	92 7%	41 6%	48 8%	15 13%gi	24 12%gi	13 7%	8 4%	18 9%gi	13 4%	29 9%l	35 10%l	12 4%	16 6%	11 10%	3 6%	8 5%	6 6%	7 6%	4 4%	1 1%	14 12%st	14 8%	14 8%	10 9%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	3 *	2 *	1 *	1 *	1 1%	1 *	1 *	1 *	2 1%	2 *	1 *	1 *	-	-	1 *	-	1 1%	-	-	-	2 1%	1 1%	1 *
Another party	20 2%	10 2%	11 2%	2 1%	2 1%	4 2%	4 2%	5 3%	3 1%	5 1%	8 2%	5 2%	3 1%	3 2%	1 2%	1 1%	4 3%	1 1%	4 4%ux	2 3%	-	5 3%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
 * small base

Prepared by Whitestone Insight

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 2

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention or have already voted

TURNOUT & RECALL WEIGHTING

	Total	Voting Intention										2019 Vote						
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1279	220	508	119	257	35	10	102	-	6	22	481	420	62	52	9	95	128
Weighted base	1269	232	483	133	264	30*	9**	92*	-**	5**	20**	521	376	82*	43*	7**	81*	126
Conservative	232 18%	232 100%bcddeg	-	-	-	-	-	-	-	-	-	208 40%lmnpq	2 1%	2 2%	1 1%	-	1 1%	15 12%lmnp
Labour	483 38%	-	483 100%acdeg	-	-	-	-	-	-	-	-	66 13%	299 80%kmnpq	23 28%k	11 26%k	1 15%	13 16%	60 48%kmnp
Liberal Democrat	133 11%	-	-	133 100%abdeg	-	-	-	-	-	-	-	46 9%l	13 3%	51 62%klmpq	1 3%	-	5 6%	10 8%l
Reform UK	264 21%	-	-	-	264 100%abcdeg	-	-	-	-	-	-	173 33%lmnq	20 5%	3 4%	2 4%	2 27%	37 45%klmnq	22 17%lmn
SNP	30 2%	-	-	-	-	30 100%abcdg	-	-	-	-	-	2 *	1 *	1 1%	24 56%klmpq	-	-	2 2%l
Plaid Cymru	9 1%	-	-	-	-	-	9 100%	-	-	-	-	2 *	1 *	-	-	4 58%	-	1 1%
Green Party	92 7%	-	-	-	-	-	-	92 100%abcde	-	-	-	16 3%	34 9%k	3 3%	1 3%	-	23 28%klmnq	12 10%k
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	-	-	-	-	-	-	-	-	5 100%	-	1 *	3 1%	-	-	-	-	2 1%
Another party	20 2%	-	-	-	-	-	-	-	-	-	20 100%	7 1%	3 1%	-	3 6%klmq	-	3 4%l	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey **ONLINE Fieldwork: 26th to 27th June 2024**

Absolutes/col percents

Table 3

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) and specify voting intention or have already voted
STANDARD WEIGHTING

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	1577	825	739	140	254	239	263	265	416	440	439	364	334	155	73	172	128	134	116	68	151	224	207	149
Weighted base	1578	813	755	152	257	238	279	255	398	421	447	346	364	146	70*	184	136	132	119	71*	145	214	221	139
Conservative	271 17%	143 18%	127 17%	13 9%	21 8%	20 8%	35 13%	45 18%def	137 34%def	69 16%	84 19%	57 17%	60 17%	14 9%	14 20%ng	30 16%	13 10%	31 24%ng	22 18%	16 23%ng	20 14%	34 16%	53 24%ng	23 17%
Labour	611 39%	307 38%	299 40%	68 45%l	126 49%l	105 44%l	115 41%l	104 41%l	94 24%	169 40%	157 35%	138 40%	148 41%	48 33%	28 40%	96 52%nr uwx	63 46%nuw x	52 39%w	51 43%wx	24 33%	47 32%	96 45%nuw x	68 31%	37 27%
Liberal Democrat	198 13%	91 11%	106 14%	23 15%	28 11%	28 12%	33 12%	27 11%	58 15%	59 14%	60 13%	34 10%	46 13%	18 12%	4 6%	12 7%	14 11%	12 9%	9 8%	6 8%	20 14%	23 11%	41 19%opr sv	38 27%nopqr stuv
Reform UK	306 19%	186 23%b	120 16%	21 14%	36 14%	55 23%de	71 25%deh	45 18%	78 20%	63 15%	83 18%	88 25%jk	73 20%	9 6%	19 27%ng	35 19%ng	33 24%ng	26 20%ng	28 24%ng	11 16%ng	40 28%nvw	37 17%ng	38 17%ng	29 21%ng
SNP	40 3%	17 2%	22 3%	6 4%	9 4%	5 2%	8 3%	2 1%	10 2%	16 4%k	6 1%	7 2%	11 3%	40 27%opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11 1%	4 1%	7 1%	- -	4 1%	1 *	1 *	3 1%	2 1%	3 1%	4 1%	1 *	3 1%	-	-	-	-	-	-	11 16%nopq rsuvwx	-	-	-	-
Green Party	111 7%	49 6%	58 8%	19 12%gi	31 12%gi	16 7%	10 4%	21 8%gi	14 4%	35 8%l	43 10%lm	14 4%	19 5%	13 9%t	4 5%	9 5%	8 6%	8 6%	4 3%	1 1%	18 12%pst	17 8%	17 8%	12 8%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 1%	1 *	1 *	2 *	2 1%	2 *	1 *	1 *	-	-	1 *	-	2 1%	-	-	-	2 1%	1 1%	1 *
Another party	24 2%	12 1%	12 2%	2 1%	2 1%	5 2%	5 2%	6 2%	4 1%	5 1%	9 2%	6 2%	4 1%	3 2%	1 1%	1 1%	4 3%ux	1 1%	4 4%ux	2 3%	-	5 2%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
*** small base**

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 4

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention or have already voted

STANDARD WEIGHTING

	Total	Voting Intention										2019 Vote						
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1577	258	638	171	297	46	12	122	-	7	26	551	533	123	68	9	101	154
Weighted base	1578	271	611	198	306	40*	11**	111	-**	6**	24**	598	476	164	57*	8**	87*	152
Conservative	271 17%	271 100%bcdeg	-	-	-	-	-	-	-	-	-	238 40%lmnpq	3 1%	4 2%	1 1%	-	1 1%	19 13%lmnp
Labour	611 39%	-	611 100%acdeg	-	-	-	-	-	-	-	-	77 13%	380 80%kmnpq	45 28%kp	15 26%k	1 14%	13 15%	70 46%kmnp
Liberal Democrat	198 13%	-	-	198 100%abdeg	-	-	-	-	-	-	-	53 9%l	16 3%	102 63%klmpq	2 3%	-	5 6%	12 8%l
Reform UK	306 19%	-	-	-	306 100%abcdeg	-	-	-	-	-	-	197 33%lmnq	26 5%	6 4%	2 4%	2 24%	40 46%klmnq	27 18%lmn
SNP	40 3%	-	-	-	-	40 100%abcdg	-	-	-	-	-	3 *	1 *	1 1%	32 56%klmpq	-	-	4 2%kl
Plaid Cymru	11 1%	-	-	-	-	-	11 100%	-	-	-	-	3 *	2 *	-	-	5 62%	-	1 1%
Green Party	111 7%	-	-	-	-	-	-	111 100%abcde	-	-	-	19 3%	42 9%km	5 3%	2 3%	-	24 28%klmnq	15 10%km
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	1 *	3 1%	-	-	-	-	2 1%
Another party	24 2%	-	-	-	-	-	-	-	-	-	24 100%	8 1%	4 1%	-	3 6%klmq	-	4 4%lm	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey **ONLINE Fieldwork: 26th to 27th June 2024**

Absolutes/col percents

Table 5

Q1. Thinking back to the (UK) General Election in 2019 which party, if any, did you vote for? Was it <...>, another party, or did you not vote?
Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2012	1000	998	208	340	320	328	323	493	554	573	445	440	183	89	216	157	177	147	94	202	288	265	194
Weighted base	2012	977	1023	218	346	320	350	307	470	530	581	422	480	175	84*	229	171	179	149	98*	193	274	282	178
Conservative	694 34%	380 39% b	312 30%	24 11%	62 18% d	81 25% de	134 38% def	117 38% def	276 59% def gh	175 33%	206 36% m	174 41% jm	139 29%	37 21%	34 40% n	77 33% n	48 28%	70 39% nv	51 34% n	28 29%	73 38% n	79 29%	121 43% npq tv	76 43% npq tv
Labour	511 25%	237 24%	268 26%	41 19%	133 38% dfg hi	86 27% i	80 23%	90 29% di	82 17%	146 28%	140 24%	106 25%	119 25%	28 16%	24 28% n	81 35% nru wx	48 28% n	40 23%	39 26% n	27 27% n	41 21%	88 32% nru wx	55 19%	39 22%
Liberal Democrat	183 9%	98 10%	84 8%	14 6%	30 9%	33 10%	30 9%	31 10%	46 10%	59 11% l	59 10%	30 7%	36 7%	13 8%	5 6%	14 6%	14 8%	7 4%	13 9%	12 12% r	18 9% r	25 9% r	37 13% pr	25 14% pr
SNP	62 3%	30 3%	32 3%	4 2%	14 4%	9 3%	17 5% i	8 2%	11 2%	21 4%	11 2%	13 3%	18 4%	62 36% opqr stuvw x	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 *	5 *	4 *	- -	1 *	1 *	* *	1 *	5 1%	3 1%	2 *	- -	3 1%	-	-	-	-	-	-	9 9% nopq rsuvwx	-	-	-	-
Another party	94 5%	56 6% b	37 4%	7 3%	9 3%	18 6%	24 7% ei	22 7% ei	15 3%	21 4%	22 4%	26 6%	25 5%	6 3%	9 11% npru vw	10 4%	11 7%	6 4%	12 8% v	5 5%	7 4%	7 3%	11 4%	9 5%
Did not vote	349 17%	126 13%	221 22% a	111 51% efg hi	72 21% ghi	69 22% ghi	46 13% i	26 9%	25 5%	77 15%	111 19% l	51 12%	110 23% jl	17 10%	10 11%	35 15%	40 23% nox stwx	46 25% nop stwx	23 16%	14 14%	42 22% nx	54 20% nx	46 16%	22 12%
Don't remember	75 4%	30 3%	45 4%	5 2%	16 5% i	22 7% dhi	15 4% i	8 3%	8 2%	22 4%	17 3%	17 4%	19 4%	5 3%	3 3%	9 4%	9 5%	8 4%	9 6%	3 3%	7 3%	11 4%	7 2%	5 3%
Prefer not to say	36 2%	15 2%	21 2%	13 6% fghi	9 3% i	2 1%	4 1%	4 1%	3 1%	6 1%	13 2%	5 1%	12 2%	6 3%	-	3 1%	1 1%	3 1%	2 1%	1 1%	5 3%	9 3%	5 2%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
*** small base**

Prepared by Whitestone Insight

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 6

Q1. Thinking back to the (UK) General Election in 2019 which party, if any, did you vote for? Was it <...>, another party, or did you not vote?
Base: All respondents

	Total	Voting Intention										2019 Vote						
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	2012	258	638	171	297	46	12	122	-	7	26	649	572	137	74	10	110	351
Weighted base	2012	271	611	198	306	40*	11**	111	-**	6**	24**	694	511	183	62*	9**	94*	349
Conservative	694 34%	238 88%bodeg	77 13%	53 27%be	197 64%bceg	3 6%	3 22%	19 17%	-	1 14%	8 33%	694 100%lmnpq	-	-	-	-	-	-
Labour	511 25%	3 1%	380 62%acdeg	16 8%a	26 9%a	1 2%	2 15%	42 38%acde	-	3 55%	4 17%	-	511 100%kmnpq	-	-	-	-	-
Liberal Democrat	183 9%	4 1%	45 7%ad	102 52%abdeg	6 2%	1 2%	-	5 5%	-	-	-	-	-	183 100%klmpq	-	-	-	-
SNP	62 3%	1 *	15 2%a	2 1%	2 1%	32 80%abcdg	-	2 2%	-	-	3 14%	-	-	-	62 100%klmpq	-	-	-
Plaid Cymru	9 *	- -	1 *	- -	2 1%	-	5 41%	-	-	-	-	-	-	-	-	9 100%	-	-
Another party	94 5%	1 *	13 2%	5 3%a	40 13%abce	-	-	24 22%abcde	-	-	4 15%	-	-	-	-	-	94 100%klmnpq	-
Did not vote	349 17%	19 7%	70 11%	12 6%	27 9%	4 10%	1 11%	15 14%ac	-	2 31%	1 6%	-	-	-	-	-	-	349 100%klmnp
Don't remember	75 4%	4 2%	10 2%	7 3%	6 2%	-	1 10%	4 3%	-	-	4 15%	-	-	-	-	-	-	-
Prefer not to say	36 2%	* *	- -	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

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Absolutes/col percents

Table 9

Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) or have already voted

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1732	885	834	157	276	265	286	291	457	492	487	398	355	160	81	190	134	150	130	75	168	242	228	174
Weighted base	1725	871	844	165	278	265	304	278	435	474	492	376	383	151	77*	203	143	149	132	79*	159	231	241	161
Conservative	262 15%	141 16%	121 14%	12 7%	21 7%	19 7%	35 12%	41 15%	134 31% def gh	65 14%	80 16%	56 15%	60 16%	14 9%	14 18% nq	30 15%	12 9%	31 21% nqu	22 16%	16 21% nq	18 12%	34 15%	48 20% nqu	22 13%
Labour	590 34%	297 34%	287 34%	64 39% i	122 44% hi	102 38% i	112 37% i	97 35% i	93 21%	163 34%	150 30%	133 35%	144 38% k	46 30%	28 37% x	91 45% ntu wx	63 44% ntu wx	50 34% x	48 37% x	23 29%	46 29%	92 40% uw x	64 26%	37 23%
Liberal Democrat	189 11%	87 10%	101 12%	22 13%	25 9%	28 11%	31 10%	26 9%	56 13%	58 12%	57 12%	31 8%	42 11%	18 12%	4 6%	12 6%	13 9%	10 7%	8 6%	6 8%	18 12%	23 10%	38 16% opr s	38 24% nop qrst uv
Reform UK	291 17%	178 20% b	113 13%	21 13%	35 12%	51 19% e	68 22% deh	42 15%	74 17%	63 13%	76 15%	83 22% jkl	70 18%	7 5%	17 22% n	35 17% n	31 22% n	23 16% n	28 21% n	11 13% n	38 24% nw	36 16% n	37 15% n	28 18% n
SNP	37 2%	16 2%	20 2%	3 2%	9 3%	5 2%	8 3%	2 1%	10 2%	15 3% k	6 1%	7 2%	8 2%	37 24% op qrst uv wx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 1%	4 *	6 1%	- -	4 1%	1 *	1 *	2 1%	2 1%	3 1%	4 1%	1 *	2 1%	-	-	-	-	-	-	10 13% nop q rs uv wx	-	-	-	-
Green Party	102 6%	46 5%	52 6%	19 11% gi	27 10% gi	16 6% i	9 3%	20 7% gi	12 3%	31 7% l	42 8% lm	12 3%	16 4%	13 9% t	2 3%	8 4%	7 5%	7 5%	4 3%	1 1%	16 10% pst	16 7%	16 7%	10 6%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 1%	1 *	1 *	2 *	2 1%	2 *	1 *	1 *	-	-	1 *	-	2 1%	-	-	-	2 1%	1 1%	1 *
Another party	22 1%	10 1%	12 1%	1 1%	2 1%	4 1%	5 2%	6 2%	4 1%	5 1%	8 2%	5 1%	4 1%	3 2%	1 1%	1 1%	3 2%	1 *	4 3% ux	2 3% x	-	4 2%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
* small base

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Opinion Poll Survey
ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 9

Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) or have already voted

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1725	871	844	165	278	265	304	278	435	474	492	376	383	151	77*	203	143	149	132	79*	159	231	241	161
Prefer not to say	34 2%	15 2%	18 2%	5 3%	7 3%	5 2%	5 2%	3 1%	8 2%	14 3%	11 2%	5 1%	4 1%	4 2%	3 4%q	6 3%q	- -	3 2%	1 1%	- -	4 2%	5 2%	3 1%	5 3%q
Don't know	184 11%	72 8%	112 13%a	18 11%	27 10%	32 12%	28 9%	38 14%	42 10%	54 11%	57 12%	42 11%	31 8%	9 6%	8 10%	17 9%	13 9%	21 14%n	17 12%	10 13%	18 11%	19 8%	32 13%n	20 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
 * small base

Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 10

Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) or have already voted

	Voting Intention										2019 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1732	258	638	171	297	46	12	122	-	7	26	619	554	129	69	10	107	181
Weighted base	1725	271	611	198	306	40*	11**	111	-**	6**	24**	665	494	171	57*	9**	92*	175
Conservative	262 15%	262 97%bodeg	-	-	-	-	-	-	-	-	-	232 35%lmnpq	3 1%	4 2%	1 1%	-	1 1%	16 9%lmnp
Labour	590 34%	-	590 96%acdeg	-	-	-	-	-	-	-	-	74 11%	371 75%kmnpq	45 26%kp	15 26%kp	1 12%	12 13%	61 35%kp
Liberal Democrat	189 11%	-	-	189 95%abdeg	-	-	-	-	-	-	-	47 7%l	15 3%	100 58%klmpq	2 3%	-	5 6%	12 7%l
Reform UK	291 17%	-	-	-	291 95%abceg	-	-	-	-	-	-	189 28%lmnq	26 5%	4 3%	2 3%	2 21%	39 43%klmnq	22 13%lmn
SNP	37 2%	-	-	-	-	37 93%abcdg	-	-	-	-	-	3 *	1 *	1 1%	31 54%klmpq	-	-	2 1%
Plaid Cymru	10 1%	-	-	-	-	-	10 90%	-	-	-	-	3 *	1 *	-	-	5 54%	-	1 1%
Green Party	102 6%	-	-	-	-	-	-	102 91%abcde	-	-	-	17 3%	38 8%k	5 3%	2 3%	-	23 25%klmnq	14 8%k
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	1 *	3 1%	-	-	-	-	2 1%
Another party	22 1%	-	-	-	-	-	-	-	-	-	22 92%	7 1%	4 1%	-	3 6%klmq	-	4 4%klm	1 1%
Prefer not to say	34 2%	* *	1 *	1 1%	1 *	-	-	2 2%	-	-	1 3%	12 2%	3 1%	1 1%	1 1%	-	-	8 4%lp
Don't know	184 11%	9 3%	20 3%	8 4%	14 5%	3 7%	1 10%	8 7%	-	-	1 5%	80 12%ln	29 6%	11 6%	1 2%	1 12%	8 8%	35 20%klmnp

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

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Opinion Poll Survey **ONLINE Fieldwork: 26th to 27th June 2024**

Absolutes/col percents

Table 11

Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) or have already voted and specify voting intention

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1509	798	698	131	241	230	254	249	404	426	417	346	320	148	70	168	122	127	110	65	144	216	194	145
Weighted base	1508	783	714	143	244	228	270	238	385	406	424	329	348	138	67*	179	130	125	114*	69*	137	207	206	136
Conservative	262 17%	141 18%	121 17%	12 8%	21 8%	19 8%	35 13%	41 17%	134 35% def gh	65 16%	80 19%	56 17%	60 17%	14 10%	14 21% nq	30 17%	12 10%	31 25% nqu	22 19%	16 24% nq	18 13%	34 16%	48 23% nqu	22 16%
Labour	590 39%	297 38%	287 40%	64 45% i	122 50% i	102 45% i	112 41% i	97 41% i	93 24%	163 40%	150 35%	133 40%	144 41%	46 33%	28 42% x wx	91 51% ntu wx	63 49% ntu wx	50 40% x	48 42% x	23 33%	46 34%	92 45% nwx	64 31%	37 28%
Liberal Democrat	189 13%	87 11%	101 14%	22 15%	25 10%	28 12%	31 12%	26 11%	56 14%	58 14%	57 13%	31 10%	42 12%	18 13%	4 6%	12 7%	13 10%	10 8%	8 7%	6 9%	18 13%	23 11%	38 18% opr s	38 28% nopqr stuvw
Reform UK	291 19%	178 23% b	113 16%	21 15%	35 14%	51 23% e	68 25% de	42 18%	74 19%	63 15%	76 18%	83 25% jk	70 20%	7 5%	17 25% n	35 19% n	31 24% n	23 19% n	28 25% n	11 15% n	38 28% nv	36 18% n	37 18% n	28 21% n
SNP	37 2%	16 2%	20 3%	3 2%	9 4%	5 2%	8 3%	2 1%	10 2%	15 4% k	6 1%	7 2%	8 2%	37 27% opqr stuvw x	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 1%	4 1%	6 1%	-	4 1%	1 *	1 *	2 1%	2 1%	3 1%	4 1%	1 *	2 1%	-	-	-	-	-	-	10 15% nopq rsuvw x	-	-	-	-
Green Party	102 7%	46 6%	52 7%	19 13% gi	27 11% gi	16 7% i	9 3%	20 8% gi	12 3%	31 8% l	42 10% lm	12 4%	16 5%	13 10% t	2 4%	8 5%	7 5%	7 6%	4 4%	1 1%	16 12% pst	16 8%	16 8%	10 7%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 1%	1 *	1 *	2 *	2 1%	2 *	1 *	1 *	-	-	1 *	-	2 1%	-	-	-	2 1%	1 1%	1 *
Another party	22 1%	10 1%	12 2%	1 1%	2 1%	4 2%	5 2%	6 3%	4 1%	5 1%	8 2%	5 1%	4 1%	3 2%	1 1%	1 1%	3 2%	1 1%	4 4% ux	2 3%	-	4 2%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
* small base

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 12

Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) or have already voted and specify voting intention

	Voting Intention											2019 Vote						
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1509	250	618	162	282	43	11	112	-	7	24	528	519	120	66	9	97	136
Weighted base	1508	262	590	189	291	37*	10**	102*	-**	6**	22**	573	462	160	56*	8**	84*	132
Conservative	262 17%	262 100%bodeg	-	-	-	-	-	-	-	-	-	232 41%lmnpq	3 1%	4 2%	1 1%	-	1 1%	16 12%lmnp
Labour	590 39%	-	590 100%acdeg	-	-	-	-	-	-	-	-	74 13%	371 80%kmnpq	45 28%kp	15 27%k	1 14%	12 14%	61 46%kmnp
Liberal Democrat	189 13%	-	-	189 100%abdeg	-	-	-	-	-	-	-	47 8%l	15 3%	100 63%klmpq	2 3%	-	5 6%	12 9%l
Reform UK	291 19%	-	-	-	291 100%abceg	-	-	-	-	-	-	189 33%lmnq	26 6%	4 3%	2 4%	2 24%	39 46%klmnq	22 17%lmn
SNP	37 2%	-	-	-	-	37 100%abcdg	-	-	-	-	-	3 *	1 *	1 1%	31 56%klmpq	-	-	2 1%
Plaid Cymru	10 1%	-	-	-	-	-	10 100%	-	-	-	-	3 *	1 *	-	-	5 62%	-	1 1%
Green Party	102 7%	-	-	-	-	-	-	102 100%abcde	-	-	-	17 3%	38 8%k	5 3%	2 3%	-	23 27%klmnq	14 11%km
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	1 *	3 1%	-	-	-	-	2 1%k
Another party	22 1%	-	-	-	-	-	-	-	-	-	22 100%	7 1%	4 1%	-	3 6%klm	-	4 4%klm	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 13

Q4. If it were made a legal requirement for you to vote, do you think you would probably vote <...> or for another party?

Base: All respondents who say "Don't know" or "Prefer not to say"

	Gender			Age							Social Grade				Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-	North	North	York-	West	East	Wales	East-	London	South	South
	(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Unweighted base	208	78	130	25	33	33	29	41	47	59	66	50	33	10	9	21	12	21	19	10	23	24	32	27
Weighted base	203	78*	125	21**	32**	34**	31**	40*	44*	60*	64*	45*	33**	10**	9**	22**	13**	22**	17**	10**	21**	22**	33**	23**
Conservative	9 4%	2 3%	7 5%	1 7%	- -	1 4%	- -	4 10%	2 5%	4 7%	4 6%	1 3%	- -	- -	- -	- 7%	1 -	- -	- -	2 8%	- -	5 15%	1 6%	
Labour	22 11%	9 12%	13 10%	4 20%	4 12%	3 10%	3 9%	7 18% ⁱ	1 2%	6 10%	7 11%	5 10%	4 12%	2 19%	- -	5 22%	- -	2 8%	3 18%	1 10%	1 3%	4 19%	5 14%	- -
Liberal Democrat	9 5%	4 5%	5 4%	* 2%	4 11%	- -	2 6%	1 2%	2 5%	1 1%	3 4%	2 5%	4 11%	- -	- -	- 10%	1 7%	1 11%	2 -	1 6%	- -	3 10%	- -	
Reform UK	15 7%	8 10%	7 6%	- -	1 4%	4 12%	3 9%	3 7%	4 9%	- -	6 10% ^j	5 12% ^j	3 9%	2 22%	2 24%	- -	2 18%	3 13%	- -	1 7%	2 10%	1 2%	1 4%	1 2%
SNP	3 1%	1 1%	2 2%	3 12%	* 1%	- -	- -	- -	- -	1 1%	- -	- -	2 7%	3 29%	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Plaid Cymru	1 1%	- -	1 1%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	1 11%	- -	- -	- -	- -	
Green Party	10 5%	3 4%	6 5%	- -	4 12%	- -	1 5%	2 4%	3 6%	4 6%	2 2%	2 5%	2 6%	- -	1 12%	1 3%	1 7%	1 6%	- -	1 7%	2 8%	1 2%	2 8%	
SDP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Workers Party of Britain	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Another party	2 1%	1 2%	1 1%	1 4%	- -	1 4%	- -	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -	1 9%	- -	- -	- -	1 4%	- -	- -	
Prefer not to say	14 7%	6 7%	9 7%	1 3%	5 16%	3 8%	3 9%	1 3%	2 5%	6 9%	4 6%	3 7%	1 4%	1 6%	1 12%	4 19%	1 11%	1 6%	2 10%	- -	3 12%	- -	- -	1 6%
Don't know	118 58%	42 55%	75 60%	11 53%	14 44%	22 64%	19 63%	21 53%	30 68%	40 66%	38 59%	25 54%	16 47%	2 24%	4 52%	13 56%	5 38%	14 61%	11 62%	7 72%	11 53%	14 67%	18 55%	17 77%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base; ** very small base (under 30) ineligible for sig testing**

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Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 14

Q4. If it were made a legal requirement for you to vote, do you think you would probably vote <...> or for another party?

Base: All respondents who say "Don't know" or "Prefer not to say"

	Voting Intention										2019 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	208	8	20	9	15	3	1	10	-	-	2	84	34	9	3	1	10	43
Weighted base	203	9**	22**	9**	15**	3**	1**	10**	-**	-**	2**	84*	32*	12**	2**	1**	8**	41*
Conservative	9 4%	100%	-	-	-	-	-	-	-	-	-	6 7%	-	-	-	-	-	3 7%
Labour	22 11%	-	22 100%	-	-	-	-	-	-	-	-	3 4%	9 27%k	-	-	-	1 13%	9 21%k
Liberal Democrat	9 5%	-	-	9 100%	-	-	-	-	-	-	-	6 7%	1 2%	3 21%	-	-	-	* 1%
Reform UK	15 7%	-	-	-	15 100%	-	-	-	-	-	-	8 9%	-	2 15%	-	-	1 10%	5 11%
SNP	3 1%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	1 61%	-	-	2 5%
Plaid Cymru	1 1%	-	-	-	-	-	1 100%	-	-	-	-	-	1 3%	-	-	-	-	-
Green Party	10 5%	-	-	-	-	-	-	10 100%	-	-	-	2 2%	4 13%k	-	-	-	1 19%	1 3%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Another party	2 1%	-	-	-	-	-	-	-	-	-	2 100%	1 2%	-	-	-	-	-	-
Prefer not to say	14 7%	-	-	-	-	-	-	-	-	-	-	3 3%	2 6%	-	1 39%	-	-	4 10%
Don't know	118 58%	-	-	-	-	-	-	-	-	-	-	55 66%q	15 49%	8 64%	-	1 100%	4 58%	17 42%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

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Opinion Poll Survey **ONLINE Fieldwork: 26th to 27th June 2024**

Absolutes/col percents

Table 15

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) or have already voted

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1732	885	834	157	276	265	286	291	457	492	487	398	355	160	81	190	134	150	130	75	168	242	228	174
Weighted base	1725	871	844	165	278	265	304	278	435	474	492	376	383	151	77*	203	143	149	132	79*	159	231	241	161
Conservative	271 16%	143 16%	127 15%	13 8%	21 7%	20 8%	35 12%	45 16% def	137 31% gh	69 15% def	84 17%	57 15%	60 16%	14 9%	14 18% n	30 15%	13 9%	31 21% nq	22 16%	16 21% nq	20 13%	34 15%	53 22% nqu	23 14%
Labour	611 35%	307 35%	299 35%	68 41% i	126 45% i	105 40% i	115 38% i	104 37% i	94 22%	169 36%	157 32%	138 37%	148 39%	48 32%	28 37% x	96 47% nrt uwx	63 44% nuw x	52 35% x	51 39% x	24 30%	47 30%	96 42% uwx	68 28%	37 23%
Liberal Democrat	198 11%	91 10%	106 13%	23 14%	28 10%	28 11%	33 11%	27 10%	58 13%	59 12%	60 12%	34 9%	46 12%	18 12%	4 6%	12 6%	14 10%	12 8%	9 7%	6 8%	20 12%	23 10%	41 17% opr sv	38 24% nopqr stuv
Reform UK	306 18%	186 21% b	120 14%	21 13%	36 13%	55 21% de	71 23% deh	45 16%	78 18%	63 13%	83 17%	88 23% jk	73 19% j	9 6%	19 24% n	35 17% n	33 23% n	26 18% n	28 21% n	11 14%	40 25% nvw	37 16% n	38 16% n	29 18% n
SNP	40 2%	17 2%	22 3%	6 3%	9 3%	5 2%	8 3%	2 1%	10 2%	16 3% k	6 1%	7 2%	11 3%	40 26% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11 1%	4 *	7 1%	-	4 1%	1 *	1 *	3 1%	2 1%	3 1%	4 1%	1 *	3 1%	-	-	-	-	-	-	11 14% nopq rsuvwx	-	-	-	-
Green Party	111 6%	49 6%	58 7%	19 11% gi	31 11% gi	16 6%	10 3%	21 8% gi	14 3%	35 7% l	43 9% lm	14 4%	19 5%	13 9% t	4 5%	9 4%	8 5%	8 6%	4 3%	1 1%	18 11% pst	17 8%	17 7%	12 7%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 1%	1 *	1 *	2 *	2 1%	2 *	1 *	1 *	-	-	1 *	-	2 1%	-	-	-	2 1%	1 1%	1 *
Another party	24 1%	12 1%	12 1%	2 1%	2 1%	5 2%	5 2%	6 2%	4 1%	5 1%	9 2%	6 2%	4 1%	3 2%	1 1%	1 1%	4 3% ux	1 *	4 3% ux	2 3% x	-	5 2%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
* small base

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Opinion Poll Survey
ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 15

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?
Base: All respondents who are likely to vote (5-10) or have already voted

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1725	871	844	165	278	265	304	278	435	474	492	376	383	151	77*	203	143	149	132	79*	159	231	241	161
Prefer not to say	14 1%	6 1%	9 1%	1 *	5 2%	3 1%	3 1%	1 *	2 1%	6 1%	4 1%	3 1%	1 *	1 *	1 1%	4 2%vw	1 1%	1 1%	2 1%	- -	3 2%	- -	- -	1 1%
Don't know	118 7%	42 5%	75 9%a	11 7%	14 5%	22 8%	19 6%	21 8%	30 7%	40 8% m	38 8% m	25 7%	16 4%	2 2%	4 6%	13 6% n	5 4%	14 9% n	11 8% n	7 9% n	11 7% n	14 6% n	18 8% n	17 11% nq

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x
*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 26th to 27th June 2024

Absolutes/col percents

Table 16

Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) or have already voted

	Voting Intention										2019 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1732	258	638	171	297	46	12	122	-	7	26	619	554	129	69	10	107	181
Weighted base	1725	271	611	198	306	40*	11**	111	-**	6**	24**	665	494	171	57*	9**	92*	175
Conservative	271 16%	271 100%bodeg	-	-	-	-	-	-	-	-	-	238 36%lmnpq	3 1%	4 2%	1 1%	-	1 1%	19 11%lmnp
Labour	611 35%	-	611 100%acdeg	-	-	-	-	-	-	-	-	77 12%	380 77%kmnpq	45 26%kp	15 26%k	1 12%	13 14%	70 40%kmp
Liberal Democrat	198 11%	-	-	198 100%abdeg	-	-	-	-	-	-	-	53 8%l	16 3%	102 60%klmpq	2 3%	-	5 6%	12 7%l
Reform UK	306 18%	-	-	-	306 100%abceg	-	-	-	-	-	-	197 30%lmnq	26 5%	6 4%	2 3%	2 21%	40 43%klmnq	27 15%lmn
SNP	40 2%	-	-	-	-	40 100%abcdg	-	-	-	-	-	3 *	1 *	1 1%	32 56%klmpq	-	-	4 2%kl
Plaid Cymru	11 1%	-	-	-	-	-	11 100%	-	-	-	-	3 *	2 *	-	-	5 54%	-	1 1%
Green Party	111 6%	-	-	-	-	-	-	111 100%abcde	-	-	-	19 3%	42 8%km	5 3%	2 3%	-	24 27%klmnq	15 9%km
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	1 *	3 1%	-	-	-	-	2 1%
Another party	24 1%	-	-	-	-	-	-	-	-	-	24 100%	8 1%	4 1%	-	3 6%klmq	-	4 4%klm	1 1%
Prefer not to say	14 1%	-	-	-	-	-	-	-	-	-	-	3 *	2 *	-	1 1%	-	-	4 2%kl
Don't know	118 7%	-	-	-	-	-	-	-	-	-	-	55 8%ln	15 3%	8 4%	-	1 12%	4 5%	17 10%ln

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

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