



Voting intention - 31st May 2024

Methodology: Whitestone Insight interviewed 2005 GB adults online between 29th and 30th May 2024. Data were weighted to be representative of all adults.

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Opinion Poll Survey

ONLINE Fieldwork: 29th to 30th May 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
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)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	1245	638	604	129	215	186	229	186	300	329	342	292	282	104	53	129	101	106	90	67	118	174	180	123
Weighted base	1247	639	606	124	207	199	214	193	309	336	363	271	276	109*	53*	146	99*	110*	91*	62*	117	165	179	115
Conservative	295 24%	148 23%	146 24%	13 11%	29 14%	33 17%	50 23%de	52 27%def	118 38%def	79 24%	86 24%	73 27%	56 20%	14 13%	10 19%	36 24%n	16 16%	31 28%nq	24 26%n	14 23%	26 22%	42 25%n	45 25%n	38 33%nq
Labour	543 44%	260 41%	282 46%	67 55%ghi	130 63%fgh	96 48%hi	89 41%i	68 35%	93 30%	148 44%	153 42%	106 39%	137 49%l	42 38%	30 57%nvw	73 50%wx	55 55%nvw	56 51%wx	40 44%	26 41%	50 42%	66 40%	66 37%	39 34%
Liberal Democrat	117 9%	68 11%	49 8%	12 10%	18 8%	22 11%	20 9%	14 7%	33 11%	41 12%	28 8%	23 8%	25 9%	8 7%	3 5%	6 4%	8 8%	5 5%	5 5%	4 7%	15 13%pr	19 12%p	31 17%nop	14 13%pr
Reform UK	142 11%	89 14%b	53 9%	9 7%	13 6%	14 7%	24 11%	32 17%def	49 16%def	26 8%	44 12%	43 16%j	29 11%	5 5%	5 10%	20 14%n	12 12%	15 14%n	14 15%n	6 9%	14 12%	15 9%	23 13%n	14 12%
SNP	32 3%	15 2%	18 3%	1 *	3 1%	7 4%	11 5%dei	6 3%	5 2%	6 2%	12 3%	7 2%	7 3%	32 29%opqr	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	8 1%	5 1%	4 1%	1 1%	1 1%	1 1%	2 1%	1 1%	2 1%	2 1%	4 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	8 13%nopq	- -	- -	- -	- -
Green Party	81 6%	37 6%	43 7%	16 13%ei	11 5%	21 10%i	14 6%i	12 6%i	7 2%	29 8%	24 7%	13 5%	15 5%	4 4%	2 4%	9 6%	6 6%	2 2%	6 7%	4 6%	12 10%r	15 9%r	14 8%	7 6%
SDP	2 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -
Workers Party of Britain	10 1%	6 1%	4 1%	2 1%	- -	3 1%	2 1%	2 1%	* *	3 1%	1 *	3 1%	3 1%	1 1%	2 4%ruwx	2 1%	1 1%	- -	- -	- -	- -	4 3%w	- -	- -
Another party	17 1%	10 2%	7 1%	3 3%	2 1%	1 1%	2 1%	6 3%i	2 1%	1 *	10 3%j	4 2%	2 1%	4 3%	- -	1 1%	3 3%	1 1%	1 1%	1 1%	1 1%	4 2%	1 *	2 2%

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



Opinion Poll Survey ONLINE Fieldwork: 29th to 30th May 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

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	1245	278	562	107	142	33	9	88	2	8	17	485	425	77	46	7	82	95
Weighted base	1247	295	543	117*	142	32**	8**	81*	2**	10**	17**	515	393	90*	44*	6**	77*	93*
Conservative	295 24%	295 100%bcdg	-	-	-	-	-	-	-	-	-	270 52%lmnpq	6 1%	6 6%l	1 3%	-	2 3%	8 9%l
Labour	543 44%	-	543 100%acdg	-	-	-	-	-	-	-	-	97 19%	315 80%kmnpq	32 35%k	9 20%	1 18%	19 25%	54 58%kmnp
Liberal Democrat	117 9%	-	-	117 100%abdg	-	-	-	-	-	-	-	37 7%l	12 3%	46 51%klnpq	3 6%	-	7 9%l	10 11%l
Reform UK	142 11%	-	-	-	142 100%abcg	-	-	-	-	-	-	95 18%lmnq	10 3%	4 4%	2 4%	-	21 27%lmnq	9 10%l
SNP	32 3%	-	-	-	-	32 100%	-	-	-	-	-	-	4 1%k	-	27 61%klmpq	-	-	1 1%k
Plaid Cymru	8 1%	-	-	-	-	-	8 100%	-	-	-	-	-	1 *	1 1%	-	5 82%	-	1 1%
Green Party	81 6%	-	-	-	-	-	-	81 100%abcd	-	-	-	11 2%	36 9%km	1 1%	2 5%	-	20 26%klmnq	10 10%km
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	-	-	-	-	-	1 1%
Workers Party of Britain	10 1%	-	-	-	-	-	-	-	-	10 100%	-	1 *	6 2%k	-	-	-	2 3%k	-
Another party	17 1%	-	-	-	-	-	-	-	-	-	17 100%	3 1%	3 1%	1 1%	1 2%	-	5 7%kl	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: 29th to 30th May 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
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-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1564	803	757	165	284	236	283	231	365	419	431	362	352	134	63	161	128	131	110	84	148	225	225	155
Weighted base	1572	808	761	160	273	254	267	240	378	431	457	336	347	139	63*	182	127	137	111	78*	150	214	227	144
Conservative	350 22%	178 22%	171 22%	18 11%	37 14%	42 17%	58 22% ^{de}	59 25% ^{def}	136 36% ^{def}	93 22%	105 23%	84 25%	67 19%	17 12%	11 18%	42 23% ⁿ	19 15%	37 27% ^{nq}	27 24% ⁿ	17 21%	30 20%	51 24% ⁿ	55 24% ⁿ	45 31% ^{nqu}
Labour	685 44%	329 41%	355 47% ^{ea}	84 53% ^{hi}	165 61% ^{fgh}	119 47% ^{hi}	114 43% ⁱ	87 36%	115 30%	190 44%	192 42%	131 39%	172 50% ^{kl}	52 38%	37 59% ⁿ	90 50% ^{wx}	70 55% ⁿ	70 51% ⁿ	49 45% ^x	33 42%	62 41%	84 39%	84 37%	53 37%
Liberal Democrat	179 11%	99 12%	79 10%	20 12%	28 10%	33 13%	28 10%	20 8%	49 13%	66 15% ^k	42 9%	35 10%	36 10%	10 7%	3 5%	10 6%	13 10%	9 6%	6 5%	6 8%	27 18% ⁿ	31 14% ^{prs}	44 19% ⁿ	20 14% ^{prs}
Reform UK	174 11%	109 14% ^b	65 9%	12 8%	18 7%	18 7%	29 11%	39 16% ^{def}	57 15% ^{def}	32 7%	53 12% ^j	55 16% ^{jm}	35 10%	6 5%	7 11%	24 13% ⁿ	14 11%	18 13% ⁿ	18 16% ⁿ	7 9%	17 11%	20 10%	27 12% ⁿ	16 11%
SNP	42 3%	19 2%	23 3%	1 *	4 1%	9 4%	14 5% ^{dei}	8 3%	6 2%	8 2%	16 4%	9 3%	10 3%	42 30% ^{opqr}	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	9 1%	5 1%	4 1%	1 *	2 1%	1 *	2 1%	2 1%	2 1%	3 1%	4 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	9 12% ⁿ	- -	- -	- -	- -
Green Party	98 6%	48 6%	50 7%	18 12% ^{ei}	15 6% ⁱ	25 10% ⁱ	16 6% ⁱ	15 6% ⁱ	9 2%	34 8%	30 7%	15 5%	18 5%	6 4%	2 4%	11 6%	7 6%	3 2%	8 7%	4 6%	14 9% ^r	18 8% ^r	17 7% ^r	9 6%
SDP	2 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -
Workers Party of Britain	11 1%	6 1%	5 1%	2 1%	- -	3 1%	3 1%	3 1%	1 *	3 1%	2 *	3 1%	3 1%	1 1%	2 4% ^r	2 1% ^{wx}	1 1%	- -	- -	- -	- -	5 2% ^w	- -	- -
Another party	20 1%	12 2%	8 1%	4 2%	3 1%	2 1%	2 1%	7 3%	3 1%	1 *	13 3% ^{jm}	4 1%	2 1%	5 3% ^w	- -	2 1%	3 2%	1 1%	1 1%	2 2%	1 *	4 2%	1 *	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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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

STANDARD WEIGHTING

	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	1564	329	708	161	174	43	10	107	2	10	20	568	536	153	61	7	88	117
Weighted base	1572	350	685	179	174	42*	9**	98*	2**	11**	20**	604	492	180	58*	7**	83*	114
Conservative	350 22%	350 100%bcdeg	-	-	-	-	-	-	-	-	-	313 52%lmnpq	7 1%	13 7%l	2 3%	-	3 3%	10 9%l
Labour	685 44%	-	685 100%acdeg	-	-	-	-	-	-	-	-	113 19%	394 80%kmnpq	61 34%kn	11 19%	1 17%	21 25%	65 57%kmnp
Liberal Democrat	179 11%	-	-	179 100%abdeg	-	-	-	-	-	-	-	44 7%l	16 3%	93 52%klmpq	3 6%	-	7 8%l	12 11%l
Reform UK	174 11%	-	-	-	174 100%abceg	-	-	-	-	-	-	114 19%lmnq	13 3%	8 4%	2 4%	-	24 29%klmnq	10 9%l
SNP	42 3%	-	-	-	-	42 100%abcdg	-	-	-	-	-	-	4 1%k	-	36 61%klmpq	-	-	1 1%k
Plaid Cymru	9 1%	-	-	-	-	-	9 100%	-	-	-	-	-	1 *	1 1%	-	6 83%	-	1 1%
Green Party	98 6%	-	-	-	-	-	-	98 100%abcde	-	-	-	13 2%	46 9%km	3 1%	3 5%	-	21 26%klmnq	12 11%km
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	-	-	-	-	-	1 1%
Workers Party of Britain	11 1%	-	-	-	-	-	-	-	-	11 100%	-	1 *	8 2%k	-	-	-	3 3%km	-
Another party	20 1%	-	-	-	-	-	-	-	-	-	20 100%	5 1%	3 1%	2 1%	2 3%	-	5 6%klmq	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: 29th to 30th May 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)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2005	981	1018	225	365	300	373	289	453	517	554	450	484	170	84	207	170	169	150	105	193	284	281	192
Weighted base	2005	978	1023	217	345	319	349	306	469	528	579	420	478	174	84*	229	170	178	149	98*	192	273	281	177
Conservative	738 37%	377 39%	361 35%	21 10%	76 22% ^d	93 29% ^d	134 38% ^{def}	144 47% ^{def}	271 58% ^{def}	195 37% ^m	216 37% ^m	193 46% ^{ijk}	134 28%	29 16%	22 27%	86 38% ⁿ	52 31% ⁿ	79 44% ^{noq}	64 43% ^{noq}	26 27%	76 39% ^{nt}	88 32% ⁿ	128 45% ^{noq}	88 49% ^{nopqtv}
Labour	543 27%	252 26%	288 28%	49 22%	149 43% ^{dfg}	110 34% ^{dghi}	85 24% ⁱ	69 23%	81 17%	144 27%	153 26%	100 24%	146 30% ^l	35 20%	32 38% ^{nsu}	81 35% ^{nsu}	54 32% ^{nwx}	46 26%	37 25%	32 33% ^{nwx}	45 23%	86 31% ^{nwx}	63 23%	32 18%
Liberal Democrat	195 10%	112 11% ^b	83 8%	21 10%	31 9%	36 11%	29 8%	26 8%	52 11%	72 14% ^{klm}	54 9%	30 7%	39 8%	7 4%	-	13 6% ^o	15 9% ^{os}	15 9% ^{os}	3 2%	14 14% ^{nops}	28 15% ^{nops}	35 13% ^{nops}	41 15% ^{nops}	23 13% ^{nops}
SNP	66 3%	35 4%	31 3%	1 *	6 2%	15 5% ^d	18 5% ^{de}	14 5% ^d	12 3%	11 2%	27 5% ^j	11 3%	17 4%	66 38% ^{opqr}	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	8 *	3 *	5 *	- -	1 *	1 *	1 *	2 1%	3 1%	2 *	4 1%	1 *	1 *	-	-	-	-	-	-	8 8% ^{nopq}	-	-	-	-
Another party	101 5%	52 5%	49 5%	12 5%	12 4%	20 6%	23 7%	15 5%	19 4%	22 4%	29 5%	20 5%	29 6%	2 1%	9 11% ^{nsw}	12 5% ⁿ	11 6% ⁿ	8 5% ⁿ	3 2%	4 4%	14 7% ^{ns}	16 6% ⁿ	13 4%	10 6% ⁿ
Did not vote	252 13%	103 11%	148 14% ^a	95 44% ^{efghi}	46 13% ^{fhi}	27 8% ⁱ	42 12% ^{hi}	22 7%	21 4%	53 10%	69 12%	47 11%	82 17% ^{ijkl}	21 12%	13 16%	28 12%	28 16% ^t	22 13%	31 21% ^{nptu}	7 7%	21 11%	35 13%	28 10%	18 10%
Don't remember	69 3%	25 3%	44 4% ^a	10 5% ⁱ	17 5% ⁱ	11 3% ⁱ	14 4% ⁱ	13 4% ⁱ	5 1%	18 3%	20 3%	11 3%	21 4%	11 6% ^w	6 7% ^{pw}	5 2%	6 3%	5 3%	10 7% ^{puw}	2 2%	4 2%	10 4%	5 2%	5 3%
Prefer not to say	33 2%	19 2%	14 1%	10 4% ^{ghi}	5 2%	8 2%	4 1%	2 1%	5 1%	9 2%	7 1%	7 2%	9 2%	4 2%	1 1%	5 2%	5 3%	2 1%	1 1%	4 5% ^{svwx}	4 2%	3 1%	3 1%	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

Opinion Poll Survey ONLINE Fieldwork: 29th to 30th May 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

	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	2005	329	708	161	174	43	10	107	2	10	20	692	591	167	71	9	104	271
Weighted base	2005	350	685	179	174	42*	9**	98*	2**	11**	20**	738	543	195	66*	8**	101*	252
Conservative	738	313	113	44	114	-	-	13	1	1	5	738	-	-	-	-	-	-
	37%	89%bcdeg	16%e	25%beg	65%bceg	-	-	13%e	60%	12%	22%	100%lmnpq	-	-	-	-	-	-
Labour	543	7	394	16	13	4	1	46	-	8	3	-	543	-	-	-	-	-
	27%	2%	58%acdeg	9%a	7%a	11%a	10%	46%acde	-	66%	16%	-	100%kmnpq	-	-	-	-	-
Liberal Democrat	195	13	61	93	8	-	1	3	-	-	2	-	-	195	-	-	-	-
	10%	4%	9%ag	52%abdeg	4%	-	13%	3%	-	-	7%	-	-	100%klmpq	-	-	-	-
SNP	66	2	11	3	2	36	-	3	-	-	2	-	-	-	66	-	-	-
	3%	*	2%	2%	1%	85%abcdg	-	3%a	-	-	8%	-	-	100%klmpq	-	-	-	-
Plaid Cymru	8	-	1	-	-	-	6	-	-	-	-	-	-	-	-	8	-	-
	*	-	*	-	-	-	59%	-	-	-	-	-	-	-	100%	-	-	-
Another party	101	3	21	7	24	-	-	21	-	3	5	-	-	-	-	-	101	-
	5%	1%	3%a	4%a	14%abce	-	-	22%abce	-	22%	25%	-	-	-	-	-	100%klmnpq	-
Did not vote	252	10	65	12	10	1	1	12	1	-	1	-	-	-	-	-	-	252
	13%	3%	10%a	7%	6%	2%	8%	12%a	40%	-	4%	-	-	-	-	-	-	100%klmp
Don't remember	69	2	18	3	3	1	1	1	-	-	3	-	-	-	-	-	-	-
	3%	1%	3%a	2%	2%	3%	9%	1%	-	-	16%	-	-	-	-	-	-	-
Prefer not to say	33	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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: 29th to 30th May 2024

Absolutes/col percents

Table 7

Q2. In the (UK) General Election on Thursday 4 th July this year, how likely are you to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to 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)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)
Unweighted base	2005	981	1018	225	365	300	373	289	453	517	554	450	484	170	84	207	170	169	150	105	193	284	281	192
Weighted base	2005	978	1023	217	345	319	349	306	469	528	579	420	478	174	84*	229	170	178	149	98*	192	273	281	177
10 - Absolutely certain to vote	1179	591	587	78	156	203	205	191	347	322	352	244	261	112	53	133	89	108	77	64	120	148	168	108
	59%	60%	57%	36%	45% ^d	64% ^d	59% ^d	62% ^d	74% ^d	61% ^{def}	61%	58%	55%	64% ^q	63%	58%	52%	61%	52%	65% ^{qs}	63%	54%	60%	61%
9	211	117	93	26	50	28	36	37	34	63	59	52	36	18	3	27	17	13	12	9	19	32	33	28
	10%	12% ^b	9%	12%	15% ^{fi}	9%	10%	12% ⁱ	7%	12% ^m	10%	12% ^m	8%	10%	3%	12% ^o	10%	7%	8%	9%	10%	12% ^o	12% ^o	16% ^{or}
8	144	60	83	21	33	30	29	17	15	39	42	27	36	18	6	14	15	10	11	8	7	19	24	13
	7%	6%	8%	9% ⁱ	10% ⁱ	9% ⁱ	8% ⁱ	5%	3%	7%	7%	6%	8%	11% ^u	7%	6%	9% ^u	5%	7%	8%	3%	7%	9% ^u	7%
7	90	48	42	21	26	9	8	16	10	27	22	13	29	6	3	9	8	10	11	3	5	17	12	7
	4%	5%	4%	10% ^f	8% ^f	3%	2%	5% ⁱ	2%	5%	4%	3%	6%	3%	4%	4%	5%	5%	7%	3%	3%	6%	4%	4%
6	66	25	41	10	23	5	10	9	8	16	23	15	11	-	4	10	4	9	7	2	10	9	4	7
	3%	3%	4%	5% ⁱ	7% ^f	2%	3%	3%	2%	3%	4%	4%	2%	-	4% ⁿ	4% ⁿ	3% ⁿ	5% ⁿ	5% ⁿ	2%	5% ⁿ	3% ⁿ	1%	4% ⁿ
5	62	22	40	15	12	10	8	8	10	14	20	14	14	4	1	6	10	4	6	2	9	12	5	4
	3%	2%	4% ^a	7% ^g	3%	3%	2%	2%	2%	3%	3%	3%	3%	2%	1%	3%	6% ^w	2%	4%	2%	5%	5%	2%	2%
4	17	9	8	8	1	1	5	1	1	4	5	3	5	-	1	1	4	1	3	-	-	4	3	-
	1%	1%	1%	4% ^e	* ^f	* ^h	1%	*	*	1%	1%	1%	1%	-	1%	1%	2% ^u	1%	2%	-	-	1%	1%	-
3	24	11	12	5	3	2	2	4	8	4	9	4	7	-	-	4	1	4	4	2	1	4	4	*
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-	-	2%	*	2%	3% ⁿ	2% ⁿ	*	1%	1%	*
2	28	16	12	2	11	4	5	1	5	5	4	4	15	-	-	3	*	4	3	-	-	12	5	1
	1%	2%	1%	1%	3% ^h	1%	1%	*	1%	1%	1%	1%	3% ^j	-	-	1%	*	2%	2%	-	-	4% ⁿ	2%	1%
1 - Definitely will not vote	99	44	55	16	14	18	21	15	15	20	24	22	34	10	8	14	15	6	8	4	11	8	10	6
	5%	5%	5%	7% ⁱ	4%	6%	6%	5%	3%	4%	4%	5%	7% ^j	6%	10% ^r	6%	9% ^r	3%	5%	4%	5%	3%	4%	4%
Don't know	52	17	35	7	9	5	17	8	7	9	11	12	21	2	4	3	4	8	6	1	5	4	12	3
	3%	2%	3% ^a	3%	3%	2%	5% ^{fi}	2%	2%	2%	2%	3%	4% ^j	1%	4%	1%	3%	5% ^v	4%	1%	3%	1%	4%	2%

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



Opinion Poll Survey

ONLINE Fieldwork: 29th to 30th May 2024

Absolutes/col percents

Table 7

Q2. In the (UK) General Election on Thursday 4 th July this year, how likely are you to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to 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)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Weighted base	2005	978	1023	217	345	319	349	306	469	528	579	420	478	174	84*	229	170	178	149	98*	192	273	281	177
Prefer not to say	31	16	15	10	6	4	4	1	6	6	9	7	9	4	2	4	3	1	1	4	5	5	2	-
	2%	2%	1%	4%fg	2%hi	1%	1%	*	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	4%rswx	3%xy	2%	1%	-	
NET: 5-10	1753	864	886	169	300	286	295	276	426	480	518	367	388	158	69	199	142	154	124	87	171	237	245	166
	87%	88%	87%	78%	87% ^d	90% ^d	85%	90% ^d ^g	91% ^d ^g	91% ^m	89% ^m	87% ^m	81%	91%	83%	87%	84%	87%	84%	89%	89%	87%	87%	94% ^o ^p ^q ^r ^s ^v ^w
Mean	8.58	8.67	8.48	7.58	8.20 ^d	8.72 ^d ^e	8.56 ^d	8.76 ^d ^e	9.08 ^d ^e	8.78 ^m	8.68 ^m	8.60 ^m	8.19	8.91 ^q ^s	8.44	8.47	8.13	8.59	8.15	8.94 ^q ^s	8.72 ^q	8.37	8.75 ^q ^s	8.90 ^q ^s ^v
Standard deviation	2.49	2.43	2.55	2.82	2.52	2.46	2.60	2.35	2.19	2.23	2.36	2.49	2.88	2.27	2.88	2.63	2.86	2.46	2.71	2.19	2.42	2.54	2.33	2.08
Standard error	0.06	0.08	0.08	0.20	0.14	0.14	0.14	0.14	0.10	0.10	0.10	0.12	0.13	0.18	0.32	0.19	0.22	0.19	0.23	0.22	0.18	0.15	0.14	0.15

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: 29th to 30th May 2024

Absolutes/col percents

Table 8

Q2. In the (UK) General Election on Thursday 4 th July this year, how likely are you to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to 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	2005	329	708	161	174	43	10	107	2	10	20	692	591	167	71	9	104	271
Weighted base	2005	350	685	179	174	42*	9**	98*	2**	11**	20**	738	543	195	66*	8**	101*	252
10 - Absolutely certain to vote	1179	241	482	117	111	32	8	69	1	8	12	474	390	130	52	6	61	45
	59%	69%	70%	66%	64%	75%	81%	70%	60%	71%	57%	64%q	72%kppq	67%q	79%kppq	78%	61%q	18%
9	211	46	83	25	17	4	-	12	-	2	3	88	58	24	5	-	13	16
	10%	13%	12%	14%	10%	10%	-	12%	-	17%	16%	12%q	11%q	13%q	7%	-	13%q	6%
8	144	37	57	8	12	5	1	5	-	1	3	54	34	13	6	1	6	19
	7%	11% ^c	8%	4%	7%	13% ^c	10%	5%	-	13%	15%	7%	6%	6%	9%	11%	6%	8%
7	90	12	27	15	15	-	1	1	1	-	1	25	16	14	1	1	5	22
	4%	3%	4%	8% ^{abg}	9% ^{abg}	-	9%	1%	40%	-	5%	3%	3%	7% ^{kl}	2%	11%	5%	9% ^{kl}
6	66	6	26	7	9	-	-	3	-	-	1	25	15	3	-	-	3	12
	3%	2%	4%	4%	5% ^a	-	-	3%	-	-	7%	3%	3%	1%	-	-	3%	5%
5	62	9	9	7	9	1	-	9	-	-	-	20	8	6	1	-	1	23
	3%	3%	1%	4% ^b	5% ^b	2%	-	9% ^{ab}	-	-	-	3%	1%	3%	2%	-	1%	9% ^{klmp}
4	17	-	-	-	-	-	-	-	-	-	-	3	2	1	-	-	3	7
	1%	-	-	-	-	-	-	-	-	-	-	*	*	1%	-	-	3% ^{kl}	3% ^{kl}
3	24	-	-	-	-	-	-	-	-	-	-	10	4	1	-	-	-	8
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	*	-	-	-	3% ^l
2	28	-	-	-	-	-	-	-	-	-	-	7	6	1	-	-	2	12
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	2%	5% ^{klm}
1 - Definitely will not vote	99	-	-	-	-	-	-	-	-	-	-	18	2	2	1	-	5	67
	5%	-	-	-	-	-	-	-	-	-	-	2% ^l	*	1%	2%	-	5% ^l	27% ^{klmnp}
Don't know	52	-	-	-	-	-	-	-	-	-	-	15	6	-	-	-	1	18
	3%	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	1%	7% ^{klmnp}
Prefer not to say	31	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	2
	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
 * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Whitestone Insight



Opinion Poll Survey

ONLINE Fieldwork: 29th to 30th May 2024

Absolutes/col percents

Table 8

Q2. In the (UK) General Election on Thursday 4 th July this year, how likely are you to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	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)
Weighted base	2005	350	685	179	174	42*	9**	98*	2**	11**	20**	738	543	195	66*	8**	101*	252
NET: 5-10	1753 87%	350 100%	685 100%	179 100%	174 100%	42 100%	9 100%	98 100%	2 100%	11 100%	20 100%	685 93%q	522 96%kpq	189 97%pq	65 98%pq	8 100%	90 89%q	138 55%
Mean	8.58	9.36d	9.38d	9.16	9.02	9.55d	9.52	9.19	8.80	9.58	9.12	8.93q	9.29kpq	9.09q	9.43pq	9.45	8.64q	5.33
Standard deviation	2.49	1.17	1.16	1.43	1.55	0.96	1.07	1.56	-	0.74	1.26	2.06	1.58	1.75	1.53	1.13	2.47	3.51
Standard error	0.06	0.06	0.04	0.11	0.12	0.15	0.34	0.15	-	0.23	0.28	0.08	0.07	0.14	0.18	0.38	0.24	0.22

Proportions/Means: 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: 29th to 30th May 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)

	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-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1744	860	879	176	313	267	314	261	413	466	490	396	392	154	70	177	142	147	123	93	170	246	245	177
Weighted base	1753	864	886	169	300	286	295	276	426	480	518	367	388	158	69*	199	142	154	124	87*	171	237	245	166
Conservative	328 19%	174 20%	153 17%	17 10%	35 12%	42 15%	53 18%de	54 20%de	126 30%def gh	87 18%	97 19%	79 22%	64 16%	16 10%	10 15%	42 21%n	19 14%	34 22%n	25 20%n	16 18%	29 17%	47 20%n	51 21%n	40 24%nq
Labour	648 37%	313 36%	334 38%	80 48%ghi	158 53%fgh i	115 40%hi	106 36%i	80 29%	110 26%	177 37%	182 35%	120 33%	170 44%kl	51 32%	35 51%n uv	82 41% x	64 45% nw	66 43% x	49 39%	32 37%	59 34%	81 34%	81 33%	47 28%
Liberal Democrat	161 9%	91 11%	70 8%	18 10%	25 8%	33 11%h	23 8%	17 6%	45 11%	63 13%klm	38 7%	28 8%	32 8%	10 6%	3 4%	9 5%	10 7%	9 6%	6 5%	5 5%	22 13%opr s	29 12%opr s	39 16% nop	19 12% ps
Reform UK	155 9%	99 11%b	57 6%	11 7%	17 6%	17 6%	28 10%	32 12%ef	50 12%ef	29 6%	47 9%	48 13% jkm	32 8%	6 4%	7 10%	20 10%n	12 9%	17 11%n	14 12%n	7 8%	14 8%	19 8%	23 10%	15 9%
SNP	42 2%	19 2%	23 3%	1 *	4 1%	9 3%	14 5%dei	8 3%	6 1%	8 2%	16 3%	8 2%	10 3%	42 26% opqr stuvw	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	5 1%	4 *	1 *	2 1%	1 *	2 1%	2 1%	2 *	3 1%	4 1%	-	2 1%	-	-	-	-	-	-	9 11% nopq rsuvw	-	-	-	-
Green Party	84 5%	40 5%	44 5%	14 8%i	13 4%i	23 8%i	14 5%i	14 5%i	7 2%	29 6%	25 5%	15 4%	16 4%	4 3%	2 3%	9 5%	7 5%	3 2%	7 5%	4 5%	11 6%	14 6%	16 6%	7 4%
SDP	2 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	2 2%	-	-	-	-	-
Workers Party of Britain	8 *	5 1%	3 *	2 1%	-	3 1%	2 1%	1 *	1 *	3 1%	1 *	2 1%	2 1%	1 1%	2 3% prsu wx	-	1 1%	-	-	-	-	4 2%	-	-
Another party	14 1%	10 1%	4 *	3 2%	2 1%	1 *	1 *	4 1%	3 1%	1 *	8 1%j	4 1%	1 *	2 1%	-	1 1%	3 2%	1 1%	1 1%	-	-	3 1%	1 *	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



Opinion Poll Survey

ONLINE Fieldwork: 29th to 30th May 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)

	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-ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1753	864	886	169	300	286	295	276	426	480	518	367	388	158	69*	199	142	154	124	87*	171	237	245	166
Prefer not to say	15 1%	5 1%	10 1%	2 1%	4 1%	3 1%	1 *	2 1%	3 1%	8 2% ^k	1 *	3 1%	3 1%	-	-	3 1%	2 2%	4 2%	2 2%	-	1 *	1 *	1 *	2 1%
Don't know	287 16%	102 12%	184 21% ^a	20 12%	40 13%	39 14%	50 17%	63 23% ^{def}	75 18%	73 15%	98 19%	60 16%	57 15%	26 16%	10 14%	33 16%	24 17%	21 14%	19 15%	14 16%	35 20%	39 16%	34 14%	34 21%

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: 29th to 30th May 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)

	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	1744	329	708	161	174	43	10	107	2	10	20	641	566	162	69	9	95	144
Weighted base	1753	350	685	179	174	42*	9**	98*	2**	11**	20**	685	522	189	65*	8**	90*	138
Conservative	328 19%	328 94%bcdeg	-	-	-	-	-	-	-	-	-	296 43%lmnpq	7 1%	13 7%l	2 2%	-	3 3%	7 5%l
Labour	648 37%	-	648 95%acdeg	-	-	-	-	-	-	-	-	103 15%	383 73%kmnpq	56 30%k	11 17%	1 14%	21 23%	58 42%kmnp
Liberal Democrat	161 9%	-	-	161 90%abdeg	-	-	-	-	-	-	-	36 5%l	14 3%	90 48%klmpq	3 5%	-	6 6%	9 6%
Reform UK	155 9%	-	-	-	155 89%abceg	-	-	-	-	-	-	97 14%lmnq	12 2%	8 4%	2 4%	-	23 25%klmnq	10 8%l
SNP	42 2%	-	-	-	-	42 99%abcdg	-	-	-	-	-	-	4 1%k	-	35 54%klmpq	-	-	1 1%k
Plaid Cymru	9 1%	-	-	-	-	-	9 100%	-	-	-	-	-	1 *	1 1%	-	6 68%	-	1 1%
Green Party	84 5%	-	-	-	-	-	-	84 86%abcde	-	-	-	12 2%	40 8%km	3 1%	2 3%	-	20 22%klmnq	7 5%k
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	-	-	-	-	-	1 1%
Workers Party of Britain	8 *	-	-	-	-	-	-	-	-	8 71%	-	1 *	4 1%	-	-	-	3 3%km	-
Another party	14 1%	-	-	-	-	-	-	-	-	-	14 67%	3 *	3 1%	-	2 2%km	-	5 5%klmq	1 1%
Prefer not to say	15 1%	1 *	3 *	-	1 1%	-	-	-	-	1 9%	-	2 *	3 1%	1 1%	-	-	1 1%	4 3%kl
Don't know	287 16%	22 6%	34 5%	18 10%b	18 10%b	* 1%	-	14 14%abe	-	2 20%	7 33%	134 20%lm	51 10%	17 9%	8 12%	1 18%	10 11%	39 29%klmp

Proportions/Means: 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: 29th to 30th May 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) 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)	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	1446	751	691	150	268	227	260	205	336	389	394	331	332	127	59	145	118	123	103	80	135	208	208	140	
Weighted base	1452	757	693	147	256	245	244	211	349	400	419	304	328	132	59*	164	116	130	104*	73*	135	198	211	130	
Conservative	328 23%	174 23%	153 22%	17 12%	35 14%	42 17%	53 22%de	54 26%def	126 36%def	87 22%	97 23%	79 26%	64 19%	16 12%	10 17%	42 25%gn	19 17%	34 26%gn	25 24%gn	16 21%	29 22%gn	47 24%gn	51 24%gn	40 31%ng	
Labour	648 45%	313 41%	334 48%a	80 55%ghi	158 62%fgh	115 47%i	106 43%i	80 38%	110 31%	177 44%	182 44%	120 39%	170 52%kl	51 39%	35 60%nuv	82 50%wx	64 55%nvwx	66 51%wx	49 47%	32 44%	59 43%	81 41%	81 39%	47 36%	
Liberal Democrat	161 11%	91 12%	70 10%	18 12%	25 10%	33 13%	23 9%	17 8%	45 13%	63 16%klm	38 9%	28 9%	32 10%	10 8%	3 4%	9 5%	10 8%	9 7%	6 6%	5 6%	22 17%nop	29 15%opr	39 19%nop	19 15%oprs	
Reform UK	155 11%	99 13%b	57 8%	11 8%	17 7%	17 7%	28 12%	32 15%def	50 14%ef	29 7%	47 11%	48 16%jm	32 10%	6 5%	7 11%	20 12%gn	12 10%	17 13%gn	14 14%gn	7 10%	14 10%	19 10%	23 11%	15 11%	
SNP	42 3%	19 2%	23 3%	1 1%	4 2%	9 4%	14 6%dei	8 4%	6 2%	8 2%	16 4%	8 3%	10 3%	42 32%opqr	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	5 1%	4 1%	1 1%	2 1%	1 *	2 1%	2 1%	2 1%	3 1%	4 1%	-	2 1%	-	-	-	-	-	-	9 13%nopq	-	-	-	-	
Green Party	84 6%	40 5%	44 6%	14 10%i	13 5%	23 10%i	14 6%i	14 6%i	7 2%	29 7%	25 6%	15 5%	16 5%	4 3%	2 4%	9 6%	7 6%	3 2%	7 6%	4 6%	11 8%r	14 7%	16 8%	7 5%	
SDP	2 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	2 2%	-	-	-	-	-	
Workers Party of Britain	8 1%	5 1%	3 *	2 1%	-	3 1%	2 1%	1 *	1 *	3 1%	1 *	2 1%	2 1%	1 1%	2 4%pruw	-	1 1%	-	-	-	-	4 2%w	-	-	
Another party	14 1%	10 1%	4 1%	3 2%	2 1%	1 *	1 1%	4 2%	3 1%	1 *	8 2%jm	4 1%	1 *	2 1%	-	1 1%	3 3%	1 1%	1 1%	-	-	3 2%	1 *	2 2%	

Proportions/Means: 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



Opinion Poll Survey ONLINE Fieldwork: 29th to 30th May 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) 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	1446	307	670	144	157	42	10	93	2	7	14	518	510	147	59	7	83	95
Weighted base	1452	328	648	161	155	42*	9**	84*	2**	8**	14**	549	467	171	57*	7**	79*	95*
Conservative	328	328	-	-	-	-	-	-	-	-	-	296	7	13	2	-	3	7
	23%	100%bcdeg	-	-	-	-	-	-	-	-	-	54%lmnpq	1%	8%l	3%	-	3%	8%l
Labour	648	-	648	-	-	-	-	-	-	-	-	103	383	56	11	1	21	58
	45%	-	100%acdeg	-	-	-	-	-	-	-	-	19%	82%kmnpq	33%k	19%	17%	26%	61%kmnp
Liberal Democrat	161	-	-	161	-	-	-	-	-	-	-	36	14	90	3	-	6	9
	11%	-	-	100%abdeg	-	-	-	-	-	-	-	6%l	3%	53%klmpq	6%	-	7%	9%l
Reform UK	155	-	-	-	155	-	-	-	-	-	-	97	12	8	2	-	23	10
	11%	-	-	-	100%abceg	-	-	-	-	-	-	18%lmn	3%	4%	4%	-	29%klmnq	11%l
SNP	42	-	-	-	-	42	-	-	-	-	-	-	4	-	35	-	-	1
	3%	-	-	-	-	100%abcdg	-	-	-	-	-	-	1%k	-	62%klmpq	-	-	1%k
Plaid Cymru	9	-	-	-	-	-	9	-	-	-	-	-	1	1	-	6	-	1
	1%	-	-	-	-	-	100%	-	-	-	-	-	*	1%	-	83%	-	1%k
Green Party	84	-	-	-	-	-	-	84	-	-	-	12	40	3	2	-	20	7
	6%	-	-	-	-	-	-	100%abcde	-	-	-	2%	9%km	2%	-	-	25%klmnq	8%km
SDP	2	-	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	100%	-	-	*	-	-	-	-	-	1%
Workers Party of Britain	8	-	-	-	-	-	-	-	-	8	-	1	4	-	-	-	3	-
	1%	-	-	-	-	-	-	-	-	100%	-	*	1%	-	-	-	3%km	-
Another party	14	-	-	-	-	-	-	-	-	-	14	3	3	-	2	-	5	1
	1%	-	-	-	-	-	-	-	-	-	100%	1%	1%	-	3%lm	-	6%klm	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: 29th to 30th May 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 (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 & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	298	109	188	26	45	40	54	56	77	77	96	65	60	27	11	32	24	24	20	13	35	38	37	37
Weighted base	302	107*	194	22**	44*	41*	51*	65*	77*	80*	99*	62*	60*	26**	10**	36**	26**	25**	21**	14**	36*	39*	34*	36*
Conservative	22 7%	4 4%	18 9%	1 4%	2 4%	- -	5 9%	5 8%	10 13% ^f	6 7%	8 8%	5 8%	3 6%	1 3%	1 13%	- -	- -	3 12%	2 8%	1 8%	1 2%	5 12%	4 12%	5 13%
Labour	37 12%	16 15%	21 11%	4 18%	8 17%	4 10%	8 16%	7 11%	5 7%	13 16% ^m	10 10%	11 18% ^m	3 4%	1 5%	1 15%	8 23%	6 21%	3 14%	1 4%	1 7%	3 9%	3 8%	3 8%	6 16%
Liberal Democrat	18 6%	8 8%	10 5%	2 10%	3 6%	1 2%	5 9%	3 5%	4 5%	3 4%	3 3%	7 11%	5 8%	- -	1 7%	1 3%	3 11%	- -	- -	2 13%	4 12%	1 4%	4 13%	1 3%
Reform UK	19 6%	11 10%	8 4%	1 4%	1 3%	1 2%	1 2%	7 10%	8 10%	3 4%	6 6%	7 10%	3 5%	- -	- -	4 11%	2 7%	1 4%	3 16%	- -	3 9%	1 3%	3 10%	1 3%
SNP	* *	* *	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- 1%	- -	- 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Green Party	14 5%	8 7%	6 3%	4 20%	2 5%	2 4%	2 5%	1 2%	2 2%	6 7%	5 5%	1 1%	3 5%	2 6%	- -	2 5%	- -	- -	1 5%	- -	3 8%	4 10%	1 3%	2 5%
SDP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Workers Party of Britain	3 1%	1 1%	2 1%	- -	- -	- -	1 3%	2 3%	- -	- -	1 1%	1 2%	1 2%	- -	- -	2 7%	- -	- -	- -	- -	- -	1 3%	- -	- -
Another party	7 2%	3 3%	4 2%	1 3%	1 2%	2 4%	1 1%	3 5%	- -	- -	5 5% ^j	- -	1 2%	3 12%	- -	1 2%	- -	- -	- -	2 11%	1 2%	1 2%	- -	- -
Prefer not to say	10 3%	3 3%	7 4%	1 4%	1 3%	4 9% ^h	1 1%	- -	4 5%	6 8%	2 2%	1 1%	2 3%	- -	- -	- -	1 3%	3 13%	2 9%	- -	1 2%	1 3%	1 2%	2 5%
Don't know	171 57%	53 50%	117 61%	8 38%	26 59%	28 68%	28 54%	36 55%	44 57%	43 54%	59 60%	30 48%	39 65%	19 73%	6 65%	18 49%	15 57%	14 57%	12 58%	8 61%	20 56%	22 55%	18 52%	20 56%

Proportions/Means: 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

Prepared by Whitestone Insight



Opinion Poll Survey
ONLINE Fieldwork: 29th to 30th May 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	298	22	38	17	17	1	-	14	-	3	6	123	56	15	10	2	12	49
Weighted base	302	22**	37*	18**	19**	***	**	14**	**	3**	7**	136	54*	18**	8**	1**	11**	43*
Conservative	22 7%	22 100%	-	-	-	-	-	-	-	-	-	18 13%l	1 1%	-	-	-	-	3 7%
Labour	37 12%	-	37 100%	-	-	-	-	-	-	-	-	9 7%	11 21%k	5 28%	-	-	-	8 18%k
Liberal Democrat	18 6%	-	-	18 100%	-	-	-	-	-	-	-	9 6%	2 3%	2 13%	-	-	1 9%	4 9%
Reform UK	19 6%	-	-	-	19 100%	-	-	-	-	-	-	17 12%lq	1 2%	-	-	-	1 10%	-
SNP	* *	-	-	-	-	100%	-	-	-	-	-	-	-	-	6%	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	14 5%	-	-	-	-	-	-	14 100%	-	-	-	1 1%	6 11%k	-	1 11%	-	1 13%	5 11%k
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	3 1%	-	-	-	-	-	-	-	-	3 100%	-	-	3 6%k	-	-	-	-	-
Another party	7 2%	-	-	-	-	-	-	-	-	-	7 100%	2 1%	1 1%	2 8%	-	-	1 6%	-
Prefer not to say	10 3%	-	-	-	-	-	-	-	-	-	-	3 2%	1 2%	-	-	-	1 6%	2 5%
Don't know	171 57%	-	-	-	-	-	-	-	-	-	-	78 57%	28 52%	9 51%	7 84%	1 100%	6 57%	22 50%

Proportions/Means: 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: 29th to 30th May 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)

	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-ern (u)	London (v)	South East (w)	South West (x)	
Unweighted base	1744	860	879	176	313	267	314	261	413	466	490	396	392	154	70	177	142	147	123	93	170	246	245	177	
Weighted base	1753	864	886	169	300	286	295	276	426	480	518	367	388	158	69*	199	142	154	124	87*	171	237	245	166	
Conservative	350 20%	178 21%	171 19%	18 11%	37 12%	42 15%	58 19%de	59 21%de	136 32%def	93 19%	105 20%	84 23%	67 17%	17 11%	11 16%	42 21%n	19 14%	37 24%nq	27 22%n	17 19%	30 18%	51 22%n	55 22%ng	45 27%ng	
Labour	685 39%	329 38%	355 40%	84 50%ghi	165 55%fgh	119 42%hi	114 39%i	87 32%	115 27%	190 40%	192 37%	131 36%	172 44%kl	52 33%	37 53%nuv	90 45%nw	70 49%nuv	70 45%nw	49 40%	33 38%	62 36%	84 36%	84 34%	53 32%	
Liberal Democrat	179 10%	99 12%	79 9%	20 12%	28 9%	33 12%	28 9%	20 7%	49 12%	66 14%k	42 8%	35 10%	36 9%	10 6%	3 5%	10 5%	13 9%	9 6%	6 5%	6 7%	27 16%nop	31 13%np	44 18%nop	20 12%ps	
Reform UK	174 10%	109 13%b	65 7%	12 7%	18 6%	18 6%	29 10%	39 14%def	57 13%def	32 7%	53 10%	55 15%jkm	35 9%	6 4%	7 10%	24 12%n	14 10%	18 12%n	18 14%n	7 8%	17 10%	20 9%	27 11%n	16 9%	
SNP	42 2%	19 2%	23 3%	1 *	4 1%	9 3%	14 5%dei	8 3%	6 1%	8 2%	16 3%	9 2%	10 3%	42 27%opqr	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	5 1%	4 *	1 *	2 1%	1 *	2 1%	2 1%	2 *	3 1%	4 1%	-	2 1%	-	-	-	-	-	-	9 11%nopq	-	-	-	-	
Green Party	98 6%	48 6%	50 6%	18 11%eghi	15 5%i	25 9%ai	16 5%i	15 5%i	9 2%	34 7%	30 6%	15 4%	18 5%	6 4%	2 3%	11 6%	7 5%	3 2%	8 6%	4 5%	14 8%r	18 8%r	17 7%r	9 5%	
SDP	2 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	2 2%	-	-	-	-	-	
Workers Party of Britain	11 1%	6 1%	5 1%	2 1%	-	3 1%	3 1%	3 1%	1 *	3 1%	2 *	3 1%	3 1%	1 1%	2 3%rsuw	2 1%	1 1%	-	-	-	-	5 2%w	-	-	
Another party	20 1%	12 1%	8 1%	4 2%	3 1%	2 1%	2 1%	7 3%	3 1%	1 *	13 3%jm	4 1%	2 *	5 3%w	-	2 1%	3 2%	1 1%	1 1%	2 2%	1 *	4 2%	1 *	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



Opinion Poll Survey

ONLINE Fieldwork: 29th to 30th May 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)

	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 & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1753	864	886	169	300	286	295	276	426	480	518	367	388	158	69*	199	142	154	124	87*	171	237	245	166
Prefer not to say	10 1%	3 *	7 1%	1 1%	1 *	4 1%	1 *	-	4 1%	6 1%	2 *	1 *	2 *	-	-	-	1 1%	3 2%	2 2%	-	1 *	1 1%	1 *	2 1%
Don't know	171 10%	53 6%	117 13%a	8 5%	26 9%	28 10%	28 9%	36 13% ^d	44 10% ^d	43 9%	59 11%	30 8%	39 10%	19 12%	6 9%	18 9%	15 10%	14 9%	12 10%	8 10%	20 12%	22 9%	18 7%	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: 29th to 30th May 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)**

	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	1744	329	708	161	174	43	10	107	2	10	20	641	566	162	69	9	95	144
Weighted base	1753	350	685	179	174	42*	9**	98*	2**	11**	20**	685	522	189	65*	8**	90*	138
Conservative	350 20%	350 100%bcdeg	-	-	-	-	-	-	-	-	-	313 46%lmnpq	7 1%	13 7%l	2 2%	-	3 3%	10 8%l
Labour	685 39%	-	685 100%acdeg	-	-	-	-	-	-	-	-	113 16%	394 76%kmnpq	61 32%kn	11 17%	1 14%	21 23%	65 47%kmnp
Liberal Democrat	179 10%	-	-	179 100%abdeg	-	-	-	-	-	-	-	44 6%l	16 3%	93 49%klmpq	3 5%	-	7 8%l	12 9%l
Reform UK	174 10%	-	-	-	174 100%abceg	-	-	-	-	-	-	114 17%lmnq	13 2%	8 4%	2 4%	-	24 27%klmnq	10 8%l
SNP	42 2%	-	-	-	-	42 100%abcdg	-	-	-	-	-	-	4 1%k	-	36 55%klmpq	-	-	1 1%k
Plaid Cymru	9 1%	-	-	-	-	-	9 100%	-	-	-	-	-	1 *	1 1%	-	6 68%	-	1 1%
Green Party	98 6%	-	-	-	-	-	-	98 100%abcde	-	-	-	13 2%	46 9%km	3 1%	3 4%	-	21 24%klmnq	12 9%km
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	-	-	-	-	-	1 1%
Workers Party of Britain	11 1%	-	-	-	-	-	-	-	-	11 100%	-	1 *	8 1%k	-	-	-	3 3%km	-
Another party	20 1%	-	-	-	-	-	-	-	-	-	20 100%	5 1%	3 1%	2 1%	2 2%	-	5 6%klmq	1 1%
Prefer not to say	10 1%	-	-	-	-	-	-	-	-	-	-	3 *	1 *	-	-	-	1 1%	2 2%l
Don't know	171 10%	-	-	-	-	-	-	-	-	-	-	78 11%lm	28 5%	9 5%	7 10%	1 18%	6 7%	22 16%lm

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