



## **Voting Intention - 7<sup>th</sup> June 2024**

Methodology: Whitestone Insight interviewed 2001 GB adults online between 5<sup>th</sup> and 6<sup>th</sup> June 2024. Data were weighted to be representative of all adults.

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## Opinion Poll Survey

### ONLINE Fieldwork: 5th to 6th 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**  
**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	1233	632	598	124	192	161	215	197	343	334	350	239	310	113	65	158	111	100	91	72	130	139	150	104
Weighted base	1217	647	568	118	202	179	214	187	318	326	358	244	291	101*	59*	146	103	103*	88*	63*	122	158	164	109*
Conservative	273 22%	148 23%	125 22%	15 13%	26 13%	22 12%	40 19%	47 25% def	123 39% def	79 24% m	83 23% m	62 26% m	48 17%	12 12%	16 26% n	29 20%	24 23% n	24 23% n	12 14%	17 27% ns	34 28% ns	33 21%	44 26% ns	29 26% ns
Labour	513 42%	267 41%	246 43%	71 60% ghi	116 58% ghi	101 56% ghi	89 42% i	62 33% i	75 23%	144 44%	149 42%	92 38%	128 44%	36 35%	24 41%	65 45%	46 45%	45 43%	44 50% nx	24 38%	51 42%	79 50% nw	61 37%	37 34%
Liberal Democrat	110 9%	67 10%	43 8%	11 9%	19 10%	15 8%	14 7%	21 11%	30 9%	38 12%	31 9%	20 8%	21 7%	10 10%	4 7%	11 7%	6 6%	9 8%	3 3%	4 6%	8 7%	19 12% s	22 13% s	15 14% s
Reform UK	197 16%	104 16%	93 16%	6 5%	15 8%	23 13% d	45 21% de	40 21% def	68 21% def	31 9%	51 14%	51 21% j	65 22% jk	4 4%	10 16% n	31 21% nv	23 22% nv	18 18% nv	21 23% nv	9 15% n	16 13% n	13 8%	27 17% nv	25 23% nv
SNP	31 3%	16 3%	15 3%	2 2%	5 2%	4 2%	5 2%	7 4%	7 2%	9 3%	7 2%	6 3%	9 3%	31 31% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	5 *	2 *	3 1%	-	1 *	-	1 *	* *	3 1%	3 1%	2 1%	-	* *	-	-	-	-	-	-	5 8% nopq rsuvwx	-	-	-	-
Green Party	64 5%	29 5%	33 6%	10 8% hi	17 8% hi	12 7% i	13 6% i	5 3%	8 2%	18 6%	24 7%	10 4%	12 4%	5 5%	3 5%	5 4%	4 4%	4 4%	6 6%	3 5%	11 9%	10 6%	11 7%	3 3%
SDP	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	6 1%	5 1%	1 *	-	-	3 2% i	3 1%	1 *	-	2 1%	2 *	-	2 1%	1 1%	1 2%	1 1%	-	1 1%	-	-	-	2 1%	-	-
Another party	16 1%	8 1%	8 1%	3 3% f	2 1%	-	3 2%	4 2%	4 1%	2 1%	8 2%	2 1%	4 1%	2 2%	1 3% w	3 2%	1 1%	2 2%	2 3% w	-	2 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

## Opinion Poll Survey

### ONLINE Fieldwork: 5th to 6th 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**

#### TURNOUT & RECALL 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	1233	262	527	98	199	42	7	72	1	5	19	481	390	57	59	10	86	131
Weighted base	1217	273	513	110*	197	31*	5**	64*	1**	6**	16**	504	365	77*	41*	8**	77*	127
Conservative	273 22%	273 100%bcdeg	-	-	-	-	-	-	-	-	-	247 49%lmnpq	4 1%	2 3%	1 2%	-	4 6%l	13 10%l
Labour	513 42%	-	513 100%acdeg	-	-	-	-	-	-	-	-	71 14%	298 82%kmnpq	25 32%k	9 21%	3 39%	15 19%	83 65%kmnp
Liberal Democrat	110 9%	-	-	110 100%abdeg	-	-	-	-	-	-	-	37 7%l	10 3%	48 62%klmpq	4 9%lp	-	1 1%	10 8%l
Reform UK	197 16%	-	-	-	197 100%abceg	-	-	-	-	-	-	134 27%lmnq	14 4%	2 3%	-	1 13%	33 43%klmnq	9 7%
SNP	31 3%	-	-	-	-	31 100%abcdg	-	-	-	-	-	1 *	3 1%	-	26 63%klmpq	-	-	1 1%
Plaid Cymru	5 *	-	-	-	-	-	5 100%	-	-	-	-	1 *	1 *	-	-	4 48%	-	-
Green Party	64 5%	-	-	-	-	-	-	64 100%abcde	-	-	-	8 2%	27 7%k	1 1%	1 1%	-	18 24%klmnq	9 7%k
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 1%kl	-
Workers Party of Britain	6 1%	-	-	-	-	-	-	-	-	6 100%	-	1 *	4 1%	-	-	-	1 1%	-
Another party	16 1%	-	-	-	-	-	-	-	-	-	16 100%	5 1%	3 1%	-	2 5%kl	-	4 5%kl	2 1%

**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: 5th to 6th 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**

**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)	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	1550	794	752	161	257	207	270	242	413	428	439	300	383	144	79	196	141	125	112	86	162	180	193	132	
Weighted base	1553	829	720	154	277	231	270	232	387	422	458	309	364	129	72*	181	132	130	108	78*	154	213	215	140	
Conservative	321 21%	174 21%	147 20%	19 12%	34 12%	27 12%	49 18%	54 23% def gh	139 36% def gh	93 22% m	99 22% m	73 24% m	57 16%	14 11%	17 24% n	34 19%	28 21% n	30 23% n	15 14%	20 26% ns	38 25% ns	40 19%	51 24% ns	34 24% ns	
Labour	660 42%	343 41%	317 44%	90 58% ghi	153 55% ghi	125 54% ghi	115 42% i	82 35% i	96 25%	187 44%	191 42%	118 38%	164 45%	45 35%	31 43%	82 45%	59 45%	57 44%	55 51% nwx	31 39%	66 43%	103 49% nwx	80 37%	50 36%	
Liberal Democrat	184 12%	110 13%	72 10%	18 12%	38 14%	26 11%	25 9%	29 13%	47 12%	61 14% m	54 12%	34 11%	34 9%	15 11% s	5 7%	17 9%	12 9%	12 9%	4 4%	7 9%	15 10%	37 17% ps	38 18% opq rsu	21 15% s	
Reform UK	234 15%	125 15%	109 15%	9 6%	20 7%	29 13% d	51 19% de	47 20% def	78 20% def	38 9%	61 13%	59 19% ijk	75 21% ijk	5 4%	11 16% n	37 20% nv	27 21% nv	20 16% nv	24 22% nv	10 13% n	20 13% n	16 8%	32 15% nv	30 21% nv	
SNP	40 3%	21 3%	19 3%	3 2%	7 3%	5 2%	7 2%	9 4%	9 2%	11 3%	9 2%	9 3%	11 3%	40 31% opqr stuvwx	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	7 *	2 *	5 1%	-	2 1%	-	1 *	* *	3 1%	3 1%	3 1%	-	* *	-	-	-	-	-	-	7 9% nopq rsuvwx	-	-	-	-	
Green Party	79 5%	36 4%	41 6%	12 8% hi	21 7% hi	16 7% i	15 5% i	6 3%	9 2%	23 5%	29 6%	13 4%	14 4%	6 5%	4 5%	7 4%	4 3%	6 5%	7 7%	3 4%	13 8% x	11 5%	14 6%	4 3%	
SDP	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	8 1%	6 1%	2 *	-	-	4 2% i	3 1% i	1 *	-	3 1%	2 *	-	3 1%	1 1%	1 2% w	2 1%	-	1 1%	-	-	-	2 1%	-	-	
Another party	20 1%	11 1%	9 1%	4 2% f	3 1%	-	5 2%	4 2%	5 1%	3 1%	10 2%	3 1%	5 1%	3 2% w	2 2% w	3 2%	1 1%	3 2% w	3 3% w	-	2 1%	3 1%	-	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: 5th to 6th 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**

**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	1550	306	672	156	235	54	8	88	1	7	23	560	504	125	75	10	92	160
Weighted base	1553	321	660	184	234	40*	7**	79*	1**	8**	20**	588	473	170	53*	8**	82*	155
Conservative	321 21%	321 100%bcdeg	-	-	-	-	-	-	-	-	-	286 49%lmnpq	7 1%	5 3%	1 1%	-	5 6%l	17 11%lmn
Labour	660 42%	-	660 100%acdeg	-	-	-	-	-	-	-	-	84 14%	383 81%kmnpq	53 31%k	11 21%	3 37%	16 19%	98 63%kmnp
Liberal Democrat	184 12%	-	-	184 100%abdeg	-	-	-	-	-	-	-	43 7%l	13 3%	106 62%klmpq	5 9%lp	-	1 2%	14 9%lp
Reform UK	234 15%	-	-	-	234 100%abceg	-	-	-	-	-	-	157 27%lmnq	19 4%	5 3%	-	1 13%	34 42%klmnq	12 8%n
SNP	40 3%	-	-	-	-	40 100%abcdg	-	-	-	-	-	1 *	5 1%	-	33 62%klmpq	-	-	2 1%
Plaid Cymru	7 *	-	-	-	-	-	7 100%	-	-	-	-	1 *	2 *	-	-	4 50%	-	-
Green Party	79 5%	-	-	-	-	-	-	79 100%abcde	-	-	-	10 2%	34 7%km	2 1%	1 1%	-	21 25%klmnq	11 7%km
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 1%kl	-
Workers Party of Britain	8 1%	-	-	-	-	-	-	-	-	8 100%	-	2 *	6 1%	-	-	-	1 1%	-
Another party	20 1%	-	-	-	-	-	-	-	-	-	20 100%	6 1%	5 1%	-	3 5%klm	-	4 4%klm	3 2%

**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: 5th to 6th 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)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	
Unweighted base	2001	940	1055	226	325	289	349	316	496	537	557	405	502	184	92	248	182	171	154	107	202	235	253	173	
Weighted base	2001	977	1019	216	344	319	348	306	468	527	578	419	477	174	83*	228	170	178	149	98*	192	272	281	177	
Conservative	710 35%	374 38%b	335 33%	22 10%	78 23%d	88 27%d	125 36%def	130 43%def	266 57%def	180 34%	214 37%	160 38%	156 33%	40 23%	33 40%n	74 32%n	57 33%n	71 40%nv	55 37%n	31 32%	78 41%nv	77 28%	108 38%nv	85 48%npqstv	
Labour	522 26%	258 26%	264 26%	49 23%	133 39%dgh	108 34%dgh	90 26%i	58 19%	85 18%	142 27%	148 26%	101 24%	132 28%	20 11%	28 34%nx	86 38%nrs	49 29%nx	44 25%nv	40 27%nv	29 30%nv	53 28%nv	70 26%nv	69 25%nv	34 19%	
Liberal Democrat	187 9%	107 11%b	79 8%	19 9%	42 12%f	20 6%	28 8%	31 10%	47 10%	67 13%lm	59 10%lm	33 8%	29 6%	11 6%	2 3%	8 4%	16 10%p	12 7%	7 5%	7 7%	20 10%op	44 16%oprst	40 14%oprs	20 11%ops	
SNP	63 3%	30 3%	33 3%	3 1%	7 2%	10 3%	9 3%	20 6%deg	16 3%	19 4%	17 3%	13 3%	15 3%	63 37%opqr	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11 1%	7 1%	4 *	-	1 *	1 *	1 *	3 1%	4 1%	3 1%	4 1%	2 *	3 1%	-	-	-	-	-	-	11 11%nopq	-	-	-	-	
Another party	94 5%	53 5%	40 4%	4 2%	13 4%	17 5%d	19 5%d	20 7%d	20 4%	22 4%	25 4%	21 5%	25 5%	5 3%	5 7%	15 7%	7 4%	11 6%	6 4%	6 6%	10 5%	10 4%	11 4%	7 4%	
Did not vote	325 16%	118 12%	205 20%a	105 49%efg	51 15%hi	53 17%hi	68 19%hi	29 9%i	19 4%	75 14%	87 15%	67 16%	96 20%jk	28 16%	10 12%	37 16%	31 19%t	33 19%t	33 22%tw	8 8%	28 15%	51 19%t	39 14%	27 15%	
Don't remember	61 3%	14 1%	47 5%a	5 2%	13 4%	15 5%i	8 2%	13 4%i	8 2%	12 2%	18 3%	12 3%	19 4%	6 4%u	2 3%	7 3%	7 4%u	6 3%	2 2%	4 4%u	1 *	12 4%u	11 4%u	4 2%	
Prefer not to say	27 1%	17 2%	11 1%	9 4%ghi	6 2%	7 2%i	2 *	2 1%	2 *	8 1%	6 1%	10 2%lm	3 1%	-	2 2%nx	1 *	3 2%	1 1%	5 4%npv	2 2%	3 1%	8 3%npv	3 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: 5th to 6th 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**

	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	2001	306	672	156	235	54	8	88	1	7	23	674	553	138	90	13	104	344
Weighted base	2001	321	660	184	234	40*	7**	79*	1**	8**	20**	710	522	187	63*	11**	94*	325
Conservative	710 35%	286 89%bcdeg	84 13%e	43 23%be	157 67%bceg	1 3%	1 10%	10 13%	-	2 19%	6 28%	710 100%lmnpq	-	-	-	-	-	-
Labour	522 26%	7 2%	383 58%acdeg	13 7%a	19 8%a	5 12%a	2 30%	34 44%acde	-	6 71%	5 23%	-	522 100%kmnpq	-	-	-	-	-
Liberal Democrat	187 9%	5 1%	53 8%ade	106 58%abdeg	5 2%	-	-	2 2%	-	-	-	-	-	187 100%klhpq	-	-	-	-
SNP	63 3%	1 *	11 2%	5 3%ad	-	33 82%abcdg	-	1 1%	-	-	3 13%	-	-	-	63 100%klmpq	-	-	-
Plaid Cymru	11 1%	-	3 *	-	1 *	-	4 60%	-	-	-	-	-	-	-	11 100%	-	-	-
Another party	94 5%	5 1%	16 2%	1 1%	34 15%abce	-	-	21 26%abcde	1 100%	1 10%	4 18%	-	-	-	-	-	94 100%klmnq	-
Did not vote	325 16%	17 5%	98 15%acde	14 7%	12 5%	2 4%	-	11 14%ad	-	-	3 13%	-	-	-	-	-	-	325 100%klmnp
Don't remember	61 3%	1 *	12 2%	2 1%	6 3%a	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Prefer not to say	27 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**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: 5th to 6th June 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)
Unweighted base	2001	940	1055	226	325	289	349	316	496	537	557	405	502	184	92	248	182	171	154	107	202	235	253	173
Weighted base	2001	977	1019	216	344	319	348	306	468	527	578	419	477	174	83*	228	170	178	149	98*	192	272	281	177
10 - Absolutely certain to vote	1141 57%	570 58%	568 56%	80 37%	157 46%	161 50% d	199 57% de	186 61% def	358 77% def gh	329 63% l	327 57%	217 52%	269 56%	107 61% v	51 61%	131 58%	92 54%	92 51%	83 56%	59 61%	128 67% qrv	135 50%	163 58%	101 57%
9	222 11%	125 13% b	97 9%	26 12% i	58 17% f gi	34 11%	33 9%	38 13% i	33 7%	61 12%	66 11%	49 12%	45 9%	15 9%	9 11%	28 12%	22 13%	24 14%	15 10%	8 8%	18 9%	43 16% nw	25 9%	17 10%
8	176 9%	88 9%	88 9%	25 11% hi	38 11% hi	41 13% hi	31 9%	17 5%	25 5%	36 7%	58 10%	43 10%	39 8%	17 10% u	8 9%	18 8%	14 8%	19 11% u	17 12% u	7 7%	8 4%	26 10% u	29 10% u	13 8%
7	84 4%	43 4%	41 4%	15 7% i	21 6% i	11 3%	12 4%	12 4%	13 3%	20 4%	25 4%	13 3%	26 5%	10 6%	3 4%	7 3%	7 4%	8 4%	3 2%	3 3%	6 3%	15 5%	13 5%	10 6%
6	76 4%	33 3%	43 4%	23 10% ef gh i	16 5% i	9 3%	9 3%	11 3%	8 2%	22 4%	18 3%	17 4%	20 4%	7 4%	2 3%	9 4%	7 4%	6 3%	5 3%	7 7%	5 3%	9 3%	11 4%	8 4%
5	67 3%	29 3%	37 4%	6 3%	13 4%	15 5% i	17 5% i	8 3%	8 2%	10 2%	24 4% j	17 4%	16 3%	3 2%	3 4%	9 4%	5 3%	7 4%	7 5%	2 2%	9 5%	7 3%	7 2%	8 4%
4	17 1%	7 1%	10 1%	4 2%	1 *	6 2%	2 *	3 1%	2 *	2 *	5 1%	9 2% jm	1 *	1 1%	1 1%	4 2%	- 1%	1 2%	3 1%	1 1%	2 1%	2 1%	2 1%	- -
3	28 1%	15 2%	13 1%	6 3%	5 1%	7 2%	6 2%	2 1%	3 1%	3 1%	9 2%	11 3% jm	4 1%	1 1%	1 1%	5 2%	1 1%	- 2% u	3 3% ru	- -	5 2%	7 2% u	3 2%	
2	25 1%	10 1%	15 1%	3 1%	2 1%	9 3% i	4 1%	6 2% i	2 *	4 1%	6 1%	6 1%	9 2%	1 1%	- 2%	4 2%	1 *	4 2%	3 2%	2 2%	2 1%	3 1%	2 1%	4 2%
1 - Definitely will not vote	103 5%	33 3%	69 7% a	20 9% i	17 5% i	18 6% i	24 7% i	14 5%	10 2%	23 4%	25 4%	19 4%	37 8% jk	6 3%	4 5%	9 4%	14 8% s	11 6%	4 3%	4 4%	8 4%	20 7%	14 5%	9 5%
Don't know	42 2%	13 1%	29 3% a	3 1%	11 3% i	7 2%	10 3%	8 2%	5 1%	10 2%	10 2%	12 3%	10 2%	6 3% v	- -	5 2%	3 2%	5 3%	2 1%	3 3%	6 3% v	1 1%	6 2%	5 3%

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: 5th to 6th June 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)	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	2001	977	1019	216	344	319	348	306	468	527	578	419	477	174	83*	228	170	178	149	98*	192	272	281	177
Prefer not to say	19 1%	9 1%	10 1%	8 4% fghi	5 1% i	3 1% i	2 1%	1 *	- -	7 1% m	5 1%	7 2% m	1 *	- -	1 1%	1 *	4 2%	1 *	2 1%	* 1%	1 *	7 2%	3 1%	- -
NET: 5-10	1766 88%	889 91% b	874 86%	174 80%	304 88% d	270 85%	302 87%	271 89% d	446 95% def gh	478 91% l	517 90% l	356 85%	415 87%	158 91%	76 91%	201 88%	147 86%	156 88%	130 88%	86 88%	174 91%	234 86%	247 88%	156 88%
Mean	8.51	8.70 <sup>b</sup>	8.33	7.58	8.37 <sup>d</sup>	8.15 <sup>d</sup>	8.37 <sup>d</sup>	8.65 <sup>df</sup>	9.27 <sup>de</sup> fgh	8.82 <sup>lm</sup>	8.55	8.32	8.28	8.80 <sup>v</sup>	8.66	8.51	8.35	8.35	8.47	8.56	8.85 <sup>v</sup>	8.26	8.54	8.43
Standard deviation	2.51	2.26	2.71	2.90	2.39	2.74	2.71	2.47	1.80	2.26	2.41	2.58	2.78	2.18	2.39	2.49	2.73	2.61	2.46	2.49	2.30	2.70	2.47	2.57
Standard error	0.06	0.07	0.08	0.20	0.14	0.16	0.15	0.14	0.08	0.10	0.10	0.13	0.13	0.16	0.25	0.16	0.21	0.20	0.20	0.24	0.16	0.18	0.16	0.20

**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: 5th to 6th June 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	2001	306	672	156	235	54	8	88	1	7	23	674	553	138	90	13	104	344
Weighted base	2001	321	660	184	234	40*	7**	79*	1**	8**	20**	710	522	187	63*	11**	94*	325
10 - Absolutely certain to vote	1141	211	439	118	154	30	4	52	1	5	13	455	356	123	51	9	62	70
	57%	66%	67%	64%	66%	74%	58%	66%	100%	56%	63%	64%q	68%q	66%q	81%klmpq	77%	66%q	21%
9	222	46	94	29	24	4	-	8	-	-	1	82	61	34	3	1	11	24
	11%	14%	14%	16%	10%	10%	-	10%	-	-	7%	12%	12%q	18%nq	5%	9%	12%	7%
8	176	33	65	13	25	2	-	3	-	2	2	76	40	13	5	-	7	23
	9%	10%	10%	7%	11%	6%	-	4%	-	25%	9%	11%	8%	7%	-	-	8%	7%
7	84	14	25	6	13	1	-	6	-	2	2	33	19	2	*	-	3	20
	4%	4%	4%	3%	6%	4%	-	8%	-	19%	11%	5%	4%	1%	1%	-	3%	6%am
6	76	7	23	9	4	2	3	7	-	-	-	13	19	10	1	1	5	21
	4%	2%	3%	5%	2%	5%	42%	9%abd	-	-	-	2%	4%	5%k	1%	7%	5%	6%k
5	67	11	15	9	12	1	-	2	-	-	2	21	7	3	1	1	1	26
	3%	3%	2%	5%	5%b	2%	-	3%	-	-	9%	3%	1%	2%	1%	6%	1%	8%klmp
4	17	-	-	-	-	-	-	-	-	-	-	1	4	-	-	-	1	11
	1%	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	1%	3%klm
3	28	-	-	-	-	-	-	-	-	-	-	4	1	1	-	-	1	13
	1%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	-	1%	4%klm
2	25	-	-	-	-	-	-	-	-	-	-	6	2	-	-	-	1	16
	1%	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	-	1%	5%klmn
1 - Definitely will not vote	103	-	-	-	-	-	-	-	-	-	-	10	5	-	-	-	1	82
	5%	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	25%klmp
Don't know	42	-	-	-	-	-	-	-	-	-	-	8	9	-	2	-	1	18
	2%	-	-	-	-	-	-	-	-	-	-	1%	2%	-	3%am	-	1%	6%klm
Prefer not to say	19	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	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: 5th to 6th June 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	2001	321	660	184	234	40*	7**	79*	1**	8**	20**	710	522	187	63*	11**	94*	325
NET: 5-10	1766 88%	321 100%	660 100%	184 100%	234 100%	40 100%	7 100%	79 100%	1 100%	8 100%	20 100%	681 96%q	502 96%q	185 99%q	61 97%q	11 100%	89 95%q	184 57%
Mean	8.51	9.27	9.30	9.17	9.18	9.38	8.32	9.10	10.00	8.93	8.94	9.06q	9.23q	9.31q	9.67klmpq	9.31	9.05q	5.52
Standard deviation	2.51	1.26	1.22	1.43	1.40	1.27	2.14	1.49	-	1.34	1.68	1.77	1.57	1.27	0.88	1.60	1.82	3.56
Standard error	0.06	0.07	0.05	0.11	0.09	0.17	0.76	0.16	-	0.51	0.35	0.07	0.07	0.11	0.09	0.44	0.18	0.20

**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: 5th to 6th 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)**

	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	1764	852	908	181	280	243	303	282	475	483	499	345	437	171	84	219	158	150	135	94	183	199	222	149
Weighted base	1766	889	874	174	304	270	302	271	446	478	517	356	415	158	76*	201	147	156	130	86*	174	234	247	156
Conservative	290 16%	165 19%b	125 14%	19 11%	31 10%	25 9%	44 15%	47 17%ef	125 28%def gh	90 19% <sup>m</sup>	87 17%	63 18% <sup>m</sup>	50 12%	11 7%	15 20% <sup>n</sup>	30 15% <sup>n</sup>	27 19% <sup>n</sup>	25 16% <sup>n</sup>	13 10%	18 21% <sup>ns</sup>	36 21% <sup>ns</sup>	34 15% <sup>n</sup>	49 20% <sup>ns</sup>	31 20% <sup>ns</sup>
Labour	636 36%	332 37%	303 35%	88 51% <sup>ghi</sup>	147 49% <sup>ghi</sup>	119 44% <sup>hi</sup>	109 36% <sup>i</sup>	80 29% <sup>i</sup>	93 21%	178 37%	188 36%	115 32%	155 37%	40 26%	30 40% <sup>n</sup>	81 40% <sup>n</sup>	57 39% <sup>n</sup>	51 33%	54 42% <sup>n</sup>	31 36%	63 36% <sup>n</sup>	101 43% <sup>nwx</sup>	78 32%	48 31%
Liberal Democrat	161 9%	101 11% <sup>b</sup>	59 7%	15 9%	36 12%	22 8%	21 7%	27 10%	41 9%	54 11%	47 9%	28 8%	33 8%	13 8% <sup>s</sup>	5 7%	13 6%	8 5%	11 7%	3 2%	6 6%	13 7%	35 15% <sup>pqr</sup> su	35 14% <sup>pqr</sup> su	20 13% <sup>pqs</sup>
Reform UK	216 12%	117 13%	99 11%	8 5%	17 6%	28 10% <sup>d</sup>	47 16% <sup>de</sup>	42 15% <sup>de</sup>	74 17% <sup>def</sup>	36 8%	54 10%	54 15% <sup>j</sup>	72 17% <sup>ijk</sup>	5 3%	10 13% <sup>n</sup>	35 17% <sup>nuv</sup>	27 18% <sup>nuv</sup>	19 12% <sup>n</sup>	24 18% <sup>nuv</sup>	10 11% <sup>n</sup>	18 10% <sup>n</sup>	15 6%	28 11% <sup>n</sup>	27 17% <sup>nv</sup>
SNP	36 2%	20 2%	16 2%	3 2%	6 2%	4 2%	5 2%	9 3%	9 2%	10 2%	8 2%	8 2%	10 2%	36 23% <sup>opqr</sup> stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 *	2 *	4 *	-	2 1%	-	1 *	* *	2 1%	3 1%	3 1%	-	* *	-	-	-	-	-	-	6 7% <sup>nopq</sup> rsuvwx	-	-	-	-
Green Party	72 4%	36 4%	34 4%	11 6% <sup>hi</sup>	18 6% <sup>hi</sup>	15 6% <sup>i</sup>	13 4%	6 2%	9 2%	21 4%	24 5%	13 4%	14 3%	5 3%	4 5%	6 3%	4 3%	5 3%	6 4%	3 4%	12 7%	10 4%	13 5%	4 2%
SDP	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	7 *	6 1%	1 *	-	-	4 1% <sup>i</sup>	2 1%	1 *	-	3 1%	1 *	-	3 1%	1 1%	1 2% <sup>w</sup>	1 *	-	1 1%	-	-	-	2 1%	-	-
Another party	15 1%	6 1%	8 1%	3 2% <sup>f</sup>	3 1%	-	2 1%	4 1%	3 1%	2 *	7 1%	1 *	5 1%	3 2%	2 2% <sup>w</sup>	1 1%	1 1%	3 2%	2 1%	-	2 1%	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: 5th to 6th 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)**

	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	1766	889	874	174	304	270	302	271	446	478	517	356	415	158	76*	201	147	156	130	86*	174	234	247	156
Prefer not to say	23 1%	8 1%	16 2%	6 4% <sup>f</sup>	8 3% <sup>i</sup>	2 1%	2 1%	3 1%	3 1%	6 1%	8 2%	2 1%	6 2%	3 2%	-	2 1%	2 1%	4 2%	2 1%	1 1%	1 *	6 2%	2 1%	2 1%
Don't know	304 17%	95 11%	209 24% <sup>a</sup>	21 12%	34 11%	51 19% <sup>e</sup>	55 18% <sup>e</sup>	53 20% <sup>e</sup>	89 20% <sup>de</sup>	76 16%	89 17%	72 20%	67 16%	39 24% <sup>oqv</sup>	9 11%	33 16%	21 14%	38 24% <sup>oqv</sup>	27 21%	12 14%	30 17%	29 13%	43 17%	24 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: 5th to 6th 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)**

	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	1764	306	672	156	235	54	8	88	1	7	23	646	536	136	88	13	99	193
Weighted base	1766	321	660	184	234	40*	7**	79*	1**	8**	20**	681	502	185	61*	11**	89*	184
Conservative	290 16%	290 90%bcdeg	-	-	-	-	-	-	-	-	-	259 38%lmnpq	6 1%	5 3%	1 1%	-	3 4%	15 8%lmn
Labour	636 36%	-	636 96%acdeg	-	-	-	-	-	-	-	-	79 12%	377 75%kmnpq	50 27%k	11 17%	3 27%	14 16%	91 49%kmnp
Liberal Democrat	161 9%	-	-	161 88%abdeg	-	-	-	-	-	-	-	36 5%l	10 2%	98 53%klmpq	5 7%lp	-	1 1%	10 5%l
Reform UK	216 12%	-	-	-	216 93%abceg	-	-	-	-	-	-	143 21%lmnpq	19 4%	5 3%	-	1 9%	34 39%klmnq	9 5%
SNP	36 2%	-	-	-	-	36 90%abcdg	-	-	-	-	-	1 *	4 1%	-	30 48%klmpq	-	-	2 1%
Plaid Cymru	6 *	-	-	-	-	-	6 88%	-	-	-	-	1 *	2 *	-	-	3 29%	-	-
Green Party	72 4%	-	-	-	-	-	-	72 91%abcde	-	-	-	9 1%	34 7%kmn	2 1%	-	-	20 22%klmnq	8 4%k
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 1%kl	-
Workers Party of Britain	7 *	-	-	-	-	-	-	-	-	7 85%	-	2 *	5 1%	-	-	-	1 1%	-
Another party	15 1%	-	-	-	-	-	-	-	-	-	15 74%	4 1%	3 1%	-	3 4%klmq	-	4 4%klm	1 1%
Prefer not to say	23 1%	-	1 *	-	1 *	-	-	-	-	-	-	7 1%	2 *	4 2%	-	-	1 1%	6 3%kl
Don't know	304 17%	31 10%b	24 4%	22 12%b	17 7%b	4 10%b	1 12%	7 9%b	-	1 15%	5 26%	141 21%lmp	42 8%	21 12%	13 22%lm	4 34%	10 11%	42 23%lmp

**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: 5th to 6th 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) 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 & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1440	755	681	152	240	195	248	225	380	401	403	273	363	131	75	180	133	111	105	80	151	168	182	124
Weighted base	1439	787	649	147	261	217	245	215	354	396	420	282	341	117	68*	166	124	114*	102*	73*	143	199	202	131
Conservative	290 20%	165 21%	125 19%	19 13%	31 12%	25 12%	44 18%	47 22%def	125 35%def	90 23%gh	87 21%gh	63 22%gh	50 15%	11 10%	15 22%gh	30 18%	27 22%gh	25 22%gh	13 13%	18 25%gh	36 25%gh	34 17%	49 24%gh	31 24%gh
Labour	636 44%	332 42%	303 47%	88 60%ghi	147 56%ghi	119 55%ghi	109 44%hi	80 37%hi	93 26%	178 45%	188 45%	115 41%	155 45%	40 35%	30 45%	81 49%h	57 46%	51 44%	54 53%hwx	31 42%	63 44%	101 51%hwx	78 39%	48 37%
Liberal Democrat	161 11%	101 13%b	59 9%	15 10%	36 14%	22 10%	21 9%	27 12%	41 11%	54 14%	47 11%	28 10%	33 10%	13 11%st	5 8%	13 8%	8 6%	11 9%	3 3%	6 8%	13 9%	35 18%pqrs	35 17%pqrs	20 15%pqrs
Reform UK	216 15%	117 15%	99 15%	8 5%	17 7%	28 13%de	47 19%de	42 20%de	74 21%def	36 9%	54 13%	54 19%gh	72 21%gh	5 5%	10 15%h	35 21%hvw	27 21%hvw	19 16%hvw	24 23%hvw	10 13%h	18 12%h	15 8%	28 14%h	27 21%hvw
SNP	36 3%	20 3%	16 3%	3 2%	6 2%	4 2%	5 2%	9 4%	9 2%	10 2%	8 2%	8 3%	10 3%	36 31%opqr	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 *	2 *	4 1%	-	2 1%	-	1 *	* *	2 1%	3 1%	3 1%	-	* *	-	-	-	-	-	-	6 8%nopq	-	-	-	-
Green Party	72 5%	36 5%	34 5%	11 8%hi	18 7%hi	15 7%hi	13 5%	6 3%	9 2%	21 5%	24 6%	13 4%	14 4%	5 4%	4 6%	6 4%	4 3%	5 4%	6 6%	3 5%	12 8%	10 5%	13 6%	4 3%
SDP	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	7 *	6 1%	1 *	-	-	4 2%hi	2 1%	1 *	-	3 1%	1 *	-	3 1%	1 1%	1 2%w	1 *	-	1 1%	-	-	-	2 1%	-	-
Another party	15 1%	6 1%	8 1%	3 2%	3 1%	-	2 1%	4 2%	3 1%	2 *	7 2%	1 *	5 1%	3 2%w	2 2%w	1 1%	1 1%	3 2%w	2 2%	-	2 1%	1 *	-	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: 5th to 6th 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) 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	1440	277	649	135	219	49	7	79	1	6	18	510	487	117	69	9	88	140
Weighted base	1439	290	636	161	216	36*	6**	72*	1**	7**	15**	533	458	160	48*	7**	78*	137
Conservative	290 20%	290 100%bcdeg	-	-	-	-	-	-	-	-	-	259 49%lmnpq	6 1%	5 3%	1 2%	-	3 4%l	15 11%lmn
Labour	636 44%	-	636 100%acdeg	-	-	-	-	-	-	-	-	79 15%	377 82%kmnpq	50 31%kp	11 22%	3 41%	14 18%	91 66%kmnp
Liberal Democrat	161 11%	-	-	161 100%abdeg	-	-	-	-	-	-	-	36 7%lp	10 2%	98 61%klmpq	5 10%lp	-	1 1%	10 7%lp
Reform UK	216 15%	-	-	-	216 100%abceg	-	-	-	-	-	-	143 27%lmnq	19 4%	5 3%	-	1 14%	34 44%klmnq	9 7%n
SNP	36 3%	-	-	-	-	36 100%abcdg	-	-	-	-	-	1 *	4 1%	-	30 62%klmpq	-	-	2 1%
Plaid Cymru	6 *	-	-	-	-	-	6 100%	-	-	-	-	1 *	2 *	-	-	3 44%	-	-
Green Party	72 5%	-	-	-	-	-	-	72 100%abcde	-	-	-	9 2%	34 7%kmn	2 1%	-	-	20 25%klmnq	8 6%km
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 1%kl	-
Workers Party of Britain	7 *	-	-	-	-	-	-	-	-	7 100%	-	2 *	5 1%	-	-	-	1 1%	-
Another party	15 1%	-	-	-	-	-	-	-	-	-	15 100%	4 1%	3 1%	-	3 5%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: 5th to 6th 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 (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	324	97	227	29	40	48	55	57	95	82	96	72	74	40	9	39	25	39	30	14	32	31	40	25	
Weighted base	327	102*	225	27**	42*	53*	56*	56*	92*	82*	97*	74*	74*	42*	9**	35*	23**	41*	29**	13**	31*	35**	45*	25**	
Conservative	31 10%	9 9%	22 10%	-	3 7%	2 3%	5 8%	7 13%	15 16% <sup>f</sup>	3 3%	11 12% <sup>j</sup>	11 14% <sup>j</sup>	7 9%	2 6%	2 26%	4 12%	1 4%	5 12%	2 5%	2 14%	3 8%	6 17%	1 3%	3 12%	
Labour	24 7%	10 10%	14 6%	2 7%	5 12%	6 7%	6 10%	2 3%	4 4%	8 10%	4 4%	3 4%	9 13% <sup>k</sup>	4 10%	1 8%	1 2%	2 8%	6 16%	1 4%	-	3 9%	2 6%	2 5%	2 8%	
Liberal Democrat	22 7%	8 8%	14 6%	3 13%	2 4%	4 7%	4 7%	3 4%	7 7%	7 9%	7 7%	6 8%	2 2%	1 3%	-	4 12%	5 20%	1 3%	1 4%	1 10%	3 9%	1 4%	3 8%	1 4%	
Reform UK	17 5%	8 7%	10 4%	1 3%	2 5%	1 2%	4 7%	5 9%	4 4%	2 2%	7 7%	5 7%	4 5%	-	1 12%	2 7%	1 3%	1 3%	-	1 7%	2 7%	1 3%	5 11%	3 11%	
SNP	4 1%	2 2%	2 1%	-	1 2%	1 2%	2 3%	-	1 1%	1 2%	1 1%	1 1%	1 1%	4 10%	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	1 *	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	
Green Party	7 2%	1 1%	6 3%	1 3%	3 7%	1 2%	1 3%	* 1%	1 1%	2 3%	4 4%	* 1%	-	1 2%	-	1 2%	-	1 3%	1 5%	-	1 3%	1 3%	1 2%	-	
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Workers Party of Britain	1 *	-	1 1%	-	-	-	1 2%	-	-	-	1 1%	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	
Another party	5 2%	4 4% <sup>b</sup>	1 *	1 3%	-	-	2 4%	-	2 2%	1 1%	3 3%	1 2%	-	-	2 5%	-	-	1 4%	-	-	2 6%	-	-	-	
Prefer not to say	25 8%	11 10%	15 7%	5 20%	7 17% <sup>fi</sup>	2 3%	3 5%	6 10%	3 3%	6 7%	8 8%	4 6%	7 10%	3 7%	1 11%	1 3%	2 7%	4 9%	2 6%	1 8%	1 2%	5 14%	2 5%	4 17%	
Don't know	188 58%	50 49%	139 62% <sup>a</sup>	14 52%	19 46%	37 69% <sup>ae</sup>	29 51%	33 60%	56 61%	51 62%	52 53%	42 57%	44 60%	26 63%	4 43%	19 54%	13 57%	22 54%	20 71%	7 53%	19 61%	17 47%	30 66%	12 48%	

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

## Opinion Poll Survey

### ONLINE Fieldwork: 5th to 6th 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	324	29	23	21	16	5	1	9	-	1	5	136	49	19	19	4	11	53
Weighted base	327	31**	24**	22**	17**	4**	1**	7**	**	1**	5**	148	44*	25**	13**	4**	11**	47*
Conservative	31 10%	31 100%	-	-	-	-	-	-	-	-	-	26 18%lq	1 2%	-	-	-	1 12%	1 3%
Labour	24 7%	-	24 100%	-	-	-	-	-	-	-	-	5 3%	7 15%k	2 9%	1 4%	-	1 11%	7 14%k
Liberal Democrat	22 7%	-	-	22 100%	-	-	-	-	-	-	-	7 5%	3 6%	8 33%	-	-	1 6%	3 7%
Reform UK	17 5%	-	-	-	17 100%	-	-	-	-	-	-	14 9%l	-	-	-	-	-	3 5%
SNP	4 1%	-	-	-	-	4 100%	-	-	-	-	-	-	1 2%	-	3 23%	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 21%	-	-
Green Party	7 2%	-	-	-	-	-	-	7 100%	-	-	-	2 1%	1 2%	-	1 6%	-	1 7%	3 7%k
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	1 *	-	-	-	-	-	-	-	-	1 100%	-	-	1 3%	-	-	-	-	-
Another party	5 2%	-	-	-	-	-	-	-	-	-	5 100%	2 1%	2 5%	-	-	-	-	1 2%
Prefer not to say	25 8%	-	-	-	-	-	-	-	-	-	-	7 5%	2 5%	6 25%	-	-	1 9%	4 9%
Don't know	188 58%	-	-	-	-	-	-	-	-	-	-	85 57%	27 60%	8 33%	9 67%	3 79%	6 55%	25 52%

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: 5th to 6th 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)**

	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	1764	852	908	181	280	243	303	282	475	483	499	345	437	171	84	219	158	150	135	94	183	199	222	149
Weighted base	1766	889	874	174	304	270	302	271	446	478	517	356	415	158	76*	201	147	156	130	86*	174	234	247	156
Conservative	321 18%	174 20%	147 17%	19 11%	34 11%	27 10%	49 16% <sup>f</sup>	54 20% <sup>def</sup>	139 31% <sup>def</sup>	93 19% <sup>m</sup>	99 19% <sup>m</sup>	73 21% <sup>m</sup>	57 14%	14 9%	17 23% <sup>ns</sup>	34 17% <sup>n</sup>	28 19% <sup>n</sup>	30 19% <sup>n</sup>	15 11%	20 23% <sup>ns</sup>	38 22% <sup>ns</sup>	40 17% <sup>n</sup>	51 20% <sup>ns</sup>	34 22% <sup>ns</sup>
Labour	660 37%	343 39%	317 36%	90 52% <sup>ghi</sup>	153 50% <sup>ghi</sup>	125 46% <sup>hi</sup>	115 38% <sup>i</sup>	82 30% <sup>i</sup>	96 22%	187 39%	191 37%	118 33%	164 40%	45 28%	31 41%	82 41% <sup>n</sup>	59 40% <sup>n</sup>	57 37%	55 42% <sup>n</sup>	31 36%	66 38%	103 44% <sup>nwx</sup>	80 32%	50 32%
Liberal Democrat	184 10%	110 12% <sup>b</sup>	72 8%	18 11%	38 12%	26 10%	25 8%	29 11%	47 11%	61 13% <sup>m</sup>	54 10%	34 10%	34 8%	15 9% <sup>s</sup>	5 7%	17 8%	12 8%	12 8%	4 3%	7 8%	15 9%	37 16% <sup>prs</sup>	38 15% <sup>prs</sup>	21 14% <sup>s</sup>
Reform UK	234 13%	125 14%	109 12%	9 5%	20 7%	29 11%	51 17% <sup>de</sup>	47 17% <sup>def</sup>	78 17% <sup>def</sup>	38 8%	61 12%	59 17% <sup>j</sup>	75 18% <sup>jk</sup>	5 3%	11 15% <sup>nv</sup>	37 18% <sup>nv</sup>	27 19% <sup>nv</sup>	20 13% <sup>n</sup>	24 18% <sup>nv</sup>	10 12% <sup>n</sup>	20 11% <sup>n</sup>	16 7%	32 13% <sup>nv</sup>	30 19% <sup>nv</sup>
SNP	40 2%	21 2%	19 2%	3 2%	7 2%	5 2%	7 2%	9 3%	9 2%	11 2%	9 2%	9 3%	11 3%	40 25% <sup>opqr</sup> stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	7 *	2 *	5 1%	-	2 1%	-	1 *	* *	3 1%	3 1%	3 1%	-	* *	-	-	-	-	-	-	7 8% <sup>nopq</sup> rsuvwx	-	-	-	-
Green Party	79 4%	36 4%	41 5%	12 7% <sup>hi</sup>	21 7% <sup>hi</sup>	16 6% <sup>i</sup>	15 5% <sup>i</sup>	6 2%	9 2%	23 5%	29 6%	13 4%	14 3%	6 4%	4 5%	7 3%	4 3%	6 4%	7 5%	3 4%	13 7% <sup>x</sup>	11 5%	14 6%	4 2%
SDP	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	8 *	6 1%	2 *	-	-	4 1% <sup>i</sup>	3 1% <sup>i</sup>	1 *	-	3 1%	2 *	-	3 1%	1 1%	1 2% <sup>w</sup>	2 1%	-	1 1%	-	-	-	2 1%	-	-
Another party	20 1%	11 1%	9 1%	4 2% <sup>f</sup>	3 1%	-	5 2%	4 1%	5 1%	3 1%	10 2%	3 1%	5 1%	3 2%	2 2% <sup>w</sup>	3 2%	1 1%	3 2%	3 2% <sup>w</sup>	-	2 1%	3 1%	-	1 *
Prefer not to say	25 1%	11 1%	15 2%	5 3% <sup>i</sup>	7 2%	2 1%	3 1%	6 2%	3 1%	6 1%	8 2%	4 1%	7 2%	3 2%	1 1%	1 1%	2 1%	4 2%	2 1%	1 1%	1 *	5 2%	2 1%	4 3%

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: 5th to 6th 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)**

	Gender		Age							Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Weighted base	1766	889	874	174	304	270	302	271	446	478	517	356	415	158	76*	201	147	156	130	86*	174	234	247	156
Don't know	188	50	139	14	19	37	29	33	56	51	52	42	44	26	4	19	13	22	20	7	19	17	30	12
	11%	6%	16%	8%	6%	14%	9%	12%	13%	11%	10%	12%	11%	16%	5%	9%	9%	14%	16%	8%	11%	7%	12%	8%

**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: 5th to 6th 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)**

	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	1764	306	672	156	235	54	8	88	1	7	23	646	536	136	88	13	99	193
Weighted base	1766	321	660	184	234	40*	7**	79*	1**	8**	20**	681	502	185	61*	11**	89*	184
Conservative	321 18%	321 100%bcdeg	-	-	-	-	-	-	-	-	-	286 42%lmnpq	7 1%	5 3%	1 1%	-	5 5%l	17 9%lmn
Labour	660 37%	-	660 100%acdeg	-	-	-	-	-	-	-	-	84 12%	383 76%kmnpq	53 28%k	11 18%	3 27%	16 17%	98 53%kmnp
Liberal Democrat	184 10%	-	-	184 100%abdeg	-	-	-	-	-	-	-	43 6%l	13 3%	106 58%klmpq	5 7%l	-	1 2%	14 7%l
Reform UK	234 13%	-	-	-	234 100%abceg	-	-	-	-	-	-	157 23%lmnpq	19 4%	5 3%	-	1 9%	34 39%klmnpq	12 7%n
SNP	40 2%	-	-	-	-	40 100%abcdg	-	-	-	-	-	1 *	5 1%	-	33 53%klmpq	-	-	2 1%
Plaid Cymru	7 *	-	-	-	-	-	7 100%	-	-	-	-	1 *	2 *	-	-	4 36%	-	-
Green Party	79 4%	-	-	-	-	-	-	79 100%abcde	-	-	-	10 2%	34 7%km	2 1%	1 1%	-	21 23%klmnpq	11 6%km
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 1%kl	-
Workers Party of Britain	8 *	-	-	-	-	-	-	-	-	8 100%	-	2 *	6 1%	-	-	-	1 1%	-
Another party	20 1%	-	-	-	-	-	-	-	-	-	20 100%	6 1%	5 1%	-	3 4%klm	-	4 4%klm	3 1%
Prefer not to say	25 1%	-	-	-	-	-	-	-	-	-	-	7 1%	2 *	6 3%kl	-	-	1 1%	4 2%l
Don't know	188 11%	-	-	-	-	-	-	-	-	-	-	85 13%lm	27 5%	8 4%	9 14%lm	3 27%	6 7%	25 13%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**