



Voting Intention polling - 14th June 2024

Methodology: Whitestone Insight interviewed 2014 GB adults online between 12th and 13th June 2024. Data were weighted to be representative of all adults.

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Opinion Poll Survey

ONLINE Fieldwork: 12th to 13th 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 & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1278	672	604	139	216	192	226	216	289	378	360	258	283	109	56	128	101	109	91	70	141	184	174	115
Weighted base	1274	649	624	133	206	188	213	207	327	361	362	266	285	112*	58*	144	107*	106*	82*	64*	132	173	176	118*
Conservative	246 19%	126 19%	120 19%	15 11%	23 11%	28 15%	35 16%	38 18%	107 33% def gh	81 22%	66 18%	53 20%	46 16%	18 16%	5 9%	22 15%	19 18%	15 14%	13 16%	8 13%	36 27% opr t	38 22% o	43 24% o	29 24% o
Labour	526 41%	264 41%	262 42%	70 52% ghi	114 55% ghi	89 47% i	84 39% i	82 39% i	88 27%	154 43%	163 45%	101 38%	108 38%	38 34%	36 61% nqu vwx	74 51% n vwx	46 43%	50 48% lux	43 52% n vwx	30 47% u	42 32%	65 38%	64 36%	38 32%
Liberal Democrat	134 11%	63 10%	72 12%	15 11%	16 8%	23 12%	25 12%	23 11%	32 10%	48 13%	35 10%	25 9%	27 9%	9 8%	1 2%	11 8%	6 6%	5 5%	4 5%	2 3%	16 12% ot	27 15% oqr st	33 19% nop qrst	19 16% oqr st
Reform UK	212 17%	130 20% b	81 13%	11 8%	21 10%	23 12%	45 21% def	45 22% def	66 20% def	36 10%	46 13%	59 22% jkl	70 25% jkl	3 3%	12 21% n	24 17% n	22 21% n	27 25% nvw	14 17% n	14 22% n	24 18% n	24 14% n	24 14% n	22 19% n
SNP	39 3%	18 3%	21 3%	4 3%	7 3%	8 4%	8 4%	5 2%	7 2%	6 2%	17 5% jkl	4 1%	11 4%	39 34% opqr stuvw	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	4 1%	5 1%	-	2 1%	2 1%	1 1%	1 1%	3 1%	3 1%	3 1%	1 *	1 *	-	-	-	-	-	-	9 13% nopq rsuvw	-	-	-	-
Green Party	77 6%	29 4%	47 8% a	13 10% gh	20 10% gh	10 5%	9 4%	8 4%	17 5%	22 6%	25 7%	16 6%	13 5%	3 3%	3 5%	9 6%	7 7%	8 8%	5 6%	1 2%	11 8%	13 8%	8 5%	9 8%
SDP	3 *	3 *	-	* *	1 *	-	1 *	1 *	-	-	1 *	1 *	-	1 1%	-	-	-	-	* 1%	-	-	1 *	-	1 1%
Workers Party of Britain	6 *	4 1%	2 *	-	1 1%	2 1%	1 *	1 1%	-	1 *	1 *	2 1%	2 1%	-	1 2%	3 2%	1 1%	-	-	-	-	1 1%	-	-
Another party	23 2%	10 2%	13 2%	5 4% e	1 1%	2 1%	5 2%	3 2%	7 2%	9 2%	5 1%	3 1%	6 2%	2 2%	-	1 *	6 5% px	1 1%	3 4% x	-	5 3%	3 2%	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: 12th to 13th 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	1278	218	566	128	202	37	12	84	4	6	21	432	432	87	45	7	96	150
Weighted base	1274	246	526	134	212	39*	9**	77*	3**	6**	23**	506	375	100*	46*	5**	80*	139
Conservative	246 19%	246 100%bcdeg	-	-	-	-	-	-	-	-	-	215 43%lmnpq	8 2%	6 6%	1 2%	-	2 2%	13 9%lp
Labour	526 41%	-	526 100%acdeg	-	-	-	-	-	-	-	-	88 17%	306 82%kmnpq	24 25%	7 16%	1 16%	10 13%	78 56%kmnp
Liberal Democrat	134 11%	-	-	134 100%abdeg	-	-	-	-	-	-	-	33 7%	17 5%	58 58%klmpq	4 10%	-	5 7%	13 9%
Reform UK	212 17%	-	-	-	212 100%abceg	-	-	-	-	-	-	149 29%lmnq	7 2%	4 4%	-	1 21%	29 37%lmnq	17 12%ln
SNP	39 3%	-	-	-	-	39 100%abcdg	-	-	-	-	-	-	1 *	-	33 72%klmpq	-	-	4 3%kl
Plaid Cymru	9 1%	-	-	-	-	-	9 100%	-	-	-	-	1 *	1 *	1 1%	-	3 64%	-	2 2%k
Green Party	77 6%	-	-	-	-	-	-	77 100%abcde	-	-	-	9 2%	21 6%k	6 6%k	-	-	27 33%klmnq	11 8%k
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	1 *	-	-	-	1 1%	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	-	5 1%k	-	-	-	1 1%	-
Another party	23 2%	-	-	-	-	-	-	-	-	-	23 100%	10 2%	7 2%	-	-	-	5 6%lmq	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: 12th to 13th 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)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1591	839	749	172	276	249	285	262	347	473	446	322	350	134	67	163	123	136	115	86	171	236	217	143
Weighted base	1587	810	775	165	263	246	267	251	394	451	451	332	353	138	70*	183	130	132	103*	78*	161	223	221	147
Conservative	296	149	146	20	30	36	42	46	122	95	81	63	56	21	6	29	23	18	15	9	41	48	54	33
	19%	18%	19%	12%	11%	15%	16%	18%	31% ^{def}	21%	18%	19%	16%	15%	8%	16%	18%	13%	14%	12%	26% ^{nop}	21% ^o	24% ^{ort}	23% ^o
Labour	663	332	331	86	148	112	107	99	111	194	205	129	136	49	44	93	57	64	56	38	51	86	78	47
	42%	41%	43%	52% ^{ghi}	56% ^{fgh}	46% ⁱ	40% ⁱ	39% ⁱ	28%	43%	45%	39%	38%	36%	63% ^{nqu}	51% ⁿ	43% ^{vw}	49% ⁿ	55% ⁿ	49% ^{uw}	32%	38%	35%	32%
Liberal Democrat	190	93	98	20	23	36	35	31	45	69	47	37	38	11	2	16	9	8	5	2	23	40	46	28
	12%	11%	13%	12%	9%	15%	13%	12%	11%	15% ^k	10%	11%	11%	8%	3%	9%	7%	6%	5%	3%	14% ^{ors}	18% ^{nop}	21% ^{nop}	19% ^{nop}
Reform UK	252	155	97	13	26	32	53	53	75	43	54	70	84	4	14	31	27	32	17	17	28	29	28	26
	16%	19% ^b	12%	8%	10%	13%	20% ^{de}	21% ^{def}	19% ^{de}	10%	12%	21% ^{jk}	24% ^{jk}	3%	20% ⁿ	17% ⁿ	21% ⁿ	24% ⁿ	16% ⁿ	21% ⁿ	17% ⁿ	13% ⁿ	13% ⁿ	18% ⁿ
SNP	45	21	24	4	8	10	9	6	9	7	21	4	13	45	-	-	-	-	-	-	-	-	-	-
	3%	3%	3%	3%	3%	4%	3%	3%	2%	5% ^{jl}	1%	4%	33% ^{opqr}	33% ^{opqr}	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11	5	6	-	2	2	1	2	3	4	3	2	2	-	-	-	-	-	-	11	-	-	-	-
	1%	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	14% ^{nopq}	-	-	-	-
Green Party	92	35	56	15	23	13	12	9	20	27	31	19	15	4	3	11	8	10	5	2	13	15	10	11
	6%	4%	7% ^a	9% ^h	9% ^h	5%	5%	3%	5%	6%	7%	6%	4%	3%	5%	6%	6%	8%	5%	2%	8%	7%	5%	7%
SDP	3	3	-	1	1	-	1	1	-	-	2	1	-	1	-	-	-	-	1	-	-	1	-	1
	*	*	-	*	*	-	*	*	-	*	*	*	*	*	-	-	-	-	1%	-	-	*	-	1%
Workers Party of Britain	7	4	3	-	1	3	1	2	-	2	1	3	2	-	1	4	1	-	-	-	-	2	-	-
	*	1%	*	-	1% ⁱ	1% ⁱ	*	1%	-	*	*	1%	1%	-	2%	2%	1%	-	-	-	-	1%	-	-
Another party	28	13	15	6	1	3	6	3	8	10	7	4	8	3	-	1	7	1	4	-	5	3	4	-
	2%	2%	2%	3% ^e	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	-	*	5% ^{prtx}	1%	4% ^{px}	-	3% ^x	1%	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

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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	1591	263	714	179	240	44	15	100	4	7	25	503	561	148	54	7	102	181
Weighted base	1587	296	663	190	252	45*	11**	92*	3**	7**	28**	590	486	170	55*	5**	85*	167
Conservative	296 19%	296 100%bcdeg	-	-	-	-	-	-	-	-	-	253 43%lmnpq	10 2%	10 6%l	1 2%	-	2 2%	16 10%lp
Labour	663 42%	-	663 100%acdeg	-	-	-	-	-	-	-	-	102 17%	397 82%kmnpq	41 24%p	9 16%	1 16%	11 13%	92 55%kmnp
Liberal Democrat	190 12%	-	-	190 100%abdeg	-	-	-	-	-	-	-	38 6%	22 5%	99 58%klmpq	5 10%	-	6 7%	16 10%l
Reform UK	252 16%	-	-	-	252 100%abceg	-	-	-	-	-	-	173 29%lmnq	11 2%	8 5%	-	1 21%	32 38%lmnq	21 13%lmn
SNP	45 3%	-	-	-	-	45 100%abcdg	-	-	-	-	-	-	1 *	-	39 72%klmpq	-	-	4 2%kl
Plaid Cymru	11 1%	-	-	-	-	-	11 100%	-	-	-	-	1 *	2 *	2 1%	-	3 64%	-	3 2%kl
Green Party	92 6%	-	-	-	-	-	-	92 100%abcde	-	-	-	11 2%	27 6%k	10 6%k	-	-	28 33%klmnq	14 8%kn
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	1 *	-	-	-	1 2%k	-
Workers Party of Britain	7 *	-	-	-	-	-	-	-	-	7 100%	-	-	7 1%k	-	-	-	1 1%k	-
Another party	28 2%	-	-	-	-	-	-	-	-	-	28 100%	12 2%	9 2%	-	-	-	5 6%klmq	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: 12th to 13th 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)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2014	1020	990	221	367	324	367	322	413	559	564	411	480	168	80	206	161	181	163	106	209	293	273	174
Weighted base	2014	983	1028	218	346	321	351	308	471	530	582	422	480	175	84*	230	171	179	149	98*	193	274	282	178
Conservative	713 35%	369 38%	343 33%	21 9%	73 21%d	85 26%d	139 40%def	140 45%def	256 54%def	178 34%	189 32%	186 44%jkm	160 33%	31 18%	23 28%	81 35%n	57 33%n	67 37%n	51 34%n	27 27%	94 49%nop	97 36%n	105 37%n	80 45%noqt
Labour	525 26%	253 26%	272 26%	51 23%	124 36%dgh	99 31%i	94 27%ij	80 26%ij	78 17%	158 30%kl	158 27%	93 22%	116 24%	30 17%	36 43%nsu	79 34%nuv	59 35%nuv	63 35%nsu	36 24%	34 35%nuw	35 18%	68 25%	53 19%	32 18%
Liberal Democrat	188 9%	104 11%	84 8%	15 7%	24 7%	29 9%	29 8%	26 8%	65 14%deg	68 13%lm	55 9%	28 7%	37 8%	16 9%q	2 2%	18 8%q	3 2%	9 5%	15 10%oq	4 5%	20 10%oq	32 12%oqr	41 15%opq	28 16%opqrt
SNP	64 3%	29 3%	34 3%	1 *	12 3%d	15 5%d	11 3%d	9 3%	17 4%d	16 3%	23 4%	8 2%	17 4%	64 36%opqr	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	5 *	3 *	2 *	-	1 *	1 *	1 *	1 *	1 *	2 *	2 *	-	1 *	-	-	-	-	-	-	5 5%npqr	-	-	-	-
Another party	101 5%	48 5%	53 5%	11 5%	18 5%	10 3%	18 5%	22 7%f	21 4%	22 4%	32 6%	23 5%	24 5%	3 2%	7 9%nr	9 4%	17 10%npwr	4 2%	9 6%	5 5%	10 5%	13 5%	12 4%	11 6%n
Did not vote	323 16%	141 14%	182 18%	96 44%efg	77 22%ghi	65 20%ghi	45 13%ij	25 8%ij	16 3%	67 13%	95 16%	62 15%	99 21%jkl	23 13%	10 12%	37 16%	27 16%	30 16%	29 19%k	16 16%	29 15%	54 20%k	53 19%k	16 9%
Don't remember	57 3%	17 2%	39 4%a	8 4%	14 4%	14 4%hi	8 2%	4 1%	8 2%	12 2%	19 3%	10 2%	15 3%	6 4%	3 4%	4 2%	4 2%	4 2%	8 5%v	4 4%	3 1%	4 1%	8 3%	8 5%v
Prefer not to say	38 2%	19 2%	20 2%	15 7%efgh	4 1%	3 1%	6 2%	2 1%	8 2%	7 1%	9 2%	11 3%	11 2%	1 *	2 3%	3 1%	4 2%	2 1%	2 2%	3 3%	3 1%	6 2%	10 4%	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: 12th to 13th 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	2014	263	714	179	240	44	15	100	4	7	25	602	605	162	63	7	123	358
Weighted base	2014	296	663	190	252	45*	11**	92*	3**	7**	28**	713	525	188	64*	5**	101	323
Conservative	713	253	102	38	173	-	1	11	1	-	12	713	-	-	-	-	-	-
	35%	85%bcde	15%e	20%e	69%bce	-	8%	12%e	28%	-	42%	100%lmnpq	-	-	-	-	-	-
Labour	525	10	397	22	11	1	2	27	1	7	9	-	525	-	-	-	-	-
	26%	4%	60%acdeg	12%ad	4%	2%	15%	30%acde	29%	92%	31%	-	100%kmnpq	-	-	-	-	-
Liberal Democrat	188	10	41	99	8	-	2	10	-	-	-	-	-	188	-	-	-	-
	9%	3%	6%	52%abdeg	3%	-	21%	11%ade	-	-	-	-	-	100%klmpq	-	-	-	-
SNP	64	1	9	5	-	39	-	-	-	-	-	-	-	64	-	-	-	-
	3%	*	1%	3%ad	-	86%abcdg	-	-	-	-	-	-	-	100%klmpq	-	-	-	-
Plaid Cymru	5	-	1	-	1	-	3	-	-	-	-	-	-	-	5	-	-	-
	*	-	*	-	*	-	27%	-	-	-	-	-	-	-	100%	-	-	-
Another party	101	2	11	6	32	-	-	28	1	1	5	-	-	-	-	-	101	-
	5%	1%	2%	3%a	13%abce	-	-	30%abcde	43%	8%	17%	-	-	-	-	-	100%klmnq	-
Did not vote	323	16	92	16	21	4	3	14	-	-	1	-	-	-	-	-	-	323
	16%	6%	14%ad	9%	8%	9%	29%	15%a	-	-	3%	-	-	-	-	-	-	100%klmp
Don't remember	57	3	11	4	6	1	-	3	-	-	2	-	-	-	-	-	-	-
	3%	1%	2%	2%	2%	3%	-	3%	-	-	7%	-	-	-	-	-	-	-
Prefer not to say	38	-	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: 12th to 13th 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	2014	1020	990	221	367	324	367	322	413	559	564	411	480	168	80	206	161	181	163	106	209	293	273	174
Weighted base	2014	983	1028	218	346	321	351	308	471	530	582	422	480	175	84*	230	171	179	149	98*	193	274	282	178
10 - Absolutely certain to vote	1154	568	585	92	151	157	194	200	360	339	338	211	266	108	55	118	103	94	78	59	133	130	160	115
	57%	58%	57%	42%	44%	49%	55%de	65%def	76%def	64%lm	58%l	50%	55%	62%v	66%pv	51%	60%v	52%	52%	60%v	69%prsv	48%	57%v	65%prsv
9	227	120	107	36	47	31	35	36	43	68	69	49	41	16	5	28	17	28	12	7	20	46	31	19
	11%	12%	10%	17%fgi	13%	10%	10%	12%	9%	13%lm	12%	12%	8%	9%	6%	12%	10%	16%ost	8%	7%	20%	17%nos	11%	11%
8	180	90	90	21	50	36	26	23	24	51	47	48	34	12	6	29	14	15	17	8	9	32	26	12
	9%	9%	9%	10%i	14%ghi	11%i	8%	7%	5%	10%	8%	11%lm	7%	7%	7%	13%u	8%	9%	11%u	9%	5%	12%u	9%	7%
7	92	51	41	15	23	13	22	8	10	20	25	32	15	7	4	9	6	12	5	4	5	19	11	10
	5%	5%	4%	7%hi	7%hi	4%	6%hi	3%	2%	4%	4%	8%jkm	3%	4%	5%	4%	3%	7%	3%	4%	3%	7%u	4%	6%
6	65	24	40	14	5	19	15	7	4	9	21	16	19	3	2	10	10	3	7	2	7	12	7	3
	3%	2%	4%	7%ehi	2%	6%ehi	4%ei	2%	1%	2%	4%	4%	4%j	2%	2%	4%	6%	2%	5%	2%	4%	4%	2%	2%
5	55	23	31	7	9	20	7	9	3	11	10	16	17	5	3	8	3	3	6	3	5	6	8	4
	3%	2%	3%	3%i	3%i	6%egi	2%	3%i	1%	2%	2%	4%	4%	3%	4%	4%	2%	2%	4%	3%	2%	2%	3%	2%
4	13	9	3	1	4	2	4	-	2	1	4	1	7	1	2	3	-	1	1	-	2	1	1	*
	1%	1%	*	1%	1%	1%	1%	-	*	1%	*	1%j	1%j	*	3%qvw	1%	-	1%	1%	-	1%	*	*	*
3	33	19	14	5	6	7	9	5	1	7	6	7	14	4	2	4	5	5	4	1	2	3	3	1
	2%	2%	1%	2%i	2%i	2%i	3%i	1%	*	1%	1%	2%	3%k	2%	3%	2%	3%	3%	2%	1%	1%	1%	1%	1%
2	27	14	13	3	5	4	7	5	3	2	9	7	9	2	-	3	-	2	4	3	2	3	5	5
	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	2%	2%	2%j	1%	-	1%	-	2	3%q	3%q	1%	1%	2%	3%
1 - Definitely will not vote	95	38	57	8	28	22	21	8	8	14	30	16	34	9	-	13	8	7	12	6	7	16	11	5
	5%	4%	6%	4%	8%hi	7%hi	6%hi	3%	2%	3%	5%j	4%	7%j	5%	-	6%o	5%	4%	8%o	6%o	4%	6%o	4%	3%
Don't know	44	12	32	6	12	8	9	5	5	2	16	10	16	8	2	2	3	4	3	4	1	3	11	3
	2%	1%	3%a	3%	3%i	2%	3%	2%	1%	*	3%j	2%j	3%j	5%puv	2%	1%	2%	2%	2%	4%u	1%	1%	4%uv	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: 12th to 13th 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)
Weighted base	2014	983	1028	218	346	321	351	308	471	530	582	422	480	175	84*	230	171	179	149	98*	193	274	282	178
Prefer not to say	29 1%	14 1%	14 1%	9 4% fghi	7 2% g	4 1%	-	2 1%	7 1% g	6 1%	6 1%	8 2%	8 2%	-	2 2%	3 2%	3 2%	4 2%	1 *	2 2%	1 1%	3 1%	9 3% nx	-
NET: 5-10	1773 88%	876 89%	894 87%	185 85%	285 82%	275 86%	300 86%	283 92% def g	445 95% def g	499 94% klm	510 88% m	372 88% m	392 82%	151 86%	75 90%	201 88%	152 89%	156 87%	124 83%	83 85%	178 92% s	245 89%	243 86%	163 92% s
Mean	8.57	8.63	8.51	8.24	8.05	8.06	8.28	8.92 de fg	9.41 de fgh	9.01 kl m	8.60 m	8.41	8.17	8.63	8.96 s	8.33	8.66 s	8.57	7.99	8.52 v	8.92 ps	8.35	8.67 s	8.84 sv
Standard deviation	2.46	2.37	2.54	2.42	2.79	2.75	2.72	2.16	1.61	1.95	2.48	2.40	2.89	2.55	1.91	2.57	2.41	2.37	2.93	2.67	2.24	2.49	2.37	2.25
Standard error	0.06	0.07	0.08	0.17	0.15	0.16	0.14	0.12	0.08	0.08	0.11	0.12	0.13	0.20	0.22	0.18	0.19	0.18	0.23	0.26	0.16	0.15	0.15	0.17

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: 12th to 13th 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	2014	263	714	179	240	44	15	100	4	7	25	602	605	162	63	7	123	358
Weighted base	2014	296	663	190	252	45*	11**	92*	3**	7**	28**	713	525	188	64*	5**	101	323
10 - Absolutely certain to vote	1154	177	456	137	159	33	8	60	2	5	20	451	369	134	42	5	64	68
	57%	60%	69%a	72%a	63%	72%	71%	66%	80%	73%	73%	63%q	70%kq	71%q	65%q	100%	63%q	21%
9	227	44	75	24	32	5	-	18	-	2	*	85	55	31	6	-	14	27
	11%	15%	11%	13%	13%	11%	-	19%b	-	27%	2%	12%	11%	16%q	10%	-	14%	8%
8	180	43	62	13	21	4	2	4	1	-	3	67	39	16	4	-	6	35
	9%	15%bcdg	9%	7%	8%	9%	14%	4%	20%	-	10%	9%	7%	9%	6%	-	6%	11%
7	92	11	34	4	20	3	-	9	-	-	3	36	18	2	4	-	3	22
	5%	4%	5%	2%	8%c	6%	-	9%ac	-	-	9%	5%m	3%	1%	6%cm	-	3%	7%lm
6	65	11	22	8	8	-	2	1	-	-	1	16	19	2	2	-	3	17
	3%	4%	3%	4%	3%	-	15%	1%	-	-	5%	2%	4%	1%	3%	-	3%	5%km
5	55	10	15	4	12	1	-	1	-	-	*	19	10	-	1	-	1	19
	3%	3%	2%	2%	5%	2%	-	1%	-	-	1%	3%m	2%	-	1%	-	1%	6%klm
4	13	-	-	-	-	-	-	-	-	-	-	5	-	-	1	-	*	5
	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%l	-	*	2%l
3	33	-	-	-	-	-	-	-	-	-	-	7	1	-	1	-	3	20
	2%	-	-	-	-	-	-	-	-	-	-	1%	*	-	1%	-	3%lm	6%klm
2	27	-	-	-	-	-	-	-	-	-	-	8	-	1	1	-	1	14
	1%	-	-	-	-	-	-	-	-	-	-	1%l	-	*	1%l	-	1%l	4%klm
1 - Definitely will not vote	95	-	-	-	-	-	-	-	-	-	-	7	4	2	-	-	3	78
	5%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	3%	24%klmnp
Don't know	44	-	-	-	-	-	-	-	-	-	-	10	9	-	4	-	2	14
	2%	-	-	-	-	-	-	-	-	-	-	1%	2%	-	6%km	-	2%	4%klm
Prefer not to say	29	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	4
	1%	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	1%l

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: 12th to 13th 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	2014	296	663	190	252	45*	11**	92*	3**	7**	28**	713	525	188	64*	5**	101	323
NET: 5-10	1773 88%	296 100%	663 100%	190 100%	252 100%	45 100%	11 100%	92 100%	3 100%	7 100%	28 100%	674 95%q	511 97%knpq	186 99%knpq	58 91%q	5 100%	92 91%q	189 58%
Mean	8.57	9.13	9.30	9.40ad	9.11	9.45	9.13	9.37	9.59	9.73	9.25	9.00q	9.31kpq	9.47kpq	9.17q	10.00	8.88q	5.71
Standard deviation	2.46	1.33	1.25	1.20	1.44	1.05	1.54	1.06	0.99	0.48	1.36	1.84	1.44	1.22	1.65	0.00	2.19	3.56
Standard error	0.06	0.08	0.05	0.09	0.09	0.16	0.40	0.11	0.49	0.18	0.27	0.08	0.06	0.10	0.21	0.00	0.20	0.19

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: 12th to 13th 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-ern (u)	London (v)	South East (w)	South West (x)	
Unweighted base	1766	906	856	189	297	276	317	298	389	520	494	359	393	147	72	178	143	156	136	92	188	259	236	159	
Weighted base	1773	876	894	185	285	275	300	283	445	499	510	372	392	151	75*	201	152	156	124	83*	178	245	243	163	
Conservative	269 15%	143 16%	125 14%	19 10%	29 10%	31 11%	36 12%	39 14%	114 26% defgh	88 18%	70 14%	59 16%	51 13%	20 13%	6 8%	23 11%	19 13%	16 10%	15 12%	8 9%	36 20% opr t	43 17%	52 21% opq rst	31 19% or	
Labour	628 35%	321 37%	307 34%	80 43% hi	142 50% fghi	108 39% i	101 34% i	93 33% i	104 23%	190 38%	191 37%	121 33%	126 32%	47 31%	39 52% nqu vw	88 44% nuw x	55 36%	60 39% ux	54 43% uw	36 44% uw	48 27%	84 34%	74 30%	43 26%	
Liberal Democrat	170 10%	84 10%	86 10%	18 10%	22 8%	33 12%	30 10%	27 10%	40 9%	64 13% k	38 7%	32 9%	37 9%	9 6%	1 1%	16 8%	9 6%	4 3%	5 4%	2 2%	19 11% ort	38 15% nop qrst	43 18% nop qrst	25 15% nop qrst	
Reform UK	235 13%	148 17% b	87 10%	12 6%	26 9%	30 11%	45 15% de	50 18% def	72 16% de	42 8%	51 10%	67 18% ijk	74 19% ijk	4 3%	14 18% n	26 13% n	25 17% n	28 18% n	13 11% n	17 20% nv	28 16% n	27 11% n	28 12% n	25 15% n	
SNP	42 2%	20 2%	22 2%	4 2%	8 3%	9 3%	9 3%	5 2%	8 2%	6 1%	20 4% j	4 1%	12 3%	42 28% opq rstuvwx	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 1%	4 *	6 1%	-	2 1%	1 *	1 *	2 1%	3 1%	3 1%	3 1%	2 *	2 *	-	-	-	-	-	-	10 12% nopq rsuvwx	-	-	-	-	
Green Party	83 5%	32 4%	50 6%	14 8% h	22 8% ghi	12 4%	11 4%	8 3%	17 4%	25 5%	28 6%	15 4%	14 4%	4 3%	3 4%	9 5%	7 5%	9 6%	5 4%	2 2%	11 6%	14 6%	8 3%	11 7%	
SDP	2 *	2 *	-	1 *	-	-	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 1%	
Workers Party of Britain	6 *	3 *	3 *	-	1 1%	3 1% i	1 *	1 *	-	2 *	1 *	2 *	2 *	-	1 1%	4 2%	1 *	-	-	-	-	1 *	-	-	
Another party	23 1%	11 1%	12 1%	6 3% ef	1 *	2 1%	4 1%	3 1%	6 1%	10 2%	4 1%	4 1%	6 1%	3 2%	-	1 *	4 2%	1 1%	4 3% px	-	5 3% x	3 1%	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: 12th to 13th 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 & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1773	876	894	185	285	275	300	283	445	499	510	372	392	151	75*	201	152	156	124	83*	178	245	243	163
Prefer not to say	17 1%	7 1%	9 1%	4 2%	4 1%	1 1%	5 2%	1 *	2 1%	4 1%	4 1%	2 1%	7 2%	3 2%	-	-	4 3%p	3 2%	3 2%p	-	2 1%	2 1%	1 *	-
Don't know	288 16%	101 12%	187 21%a	28 15%	27 9%	45 17%e	57 19%e	52 18%e	78 18%e	66 13%	99 19%j	61 17%	62 16%	19 13%	12 16%	35 18%	28 19%	33 21%t	25 20%	9 11%	29 17%	34 14%	35 14%	28 17%

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: 12th to 13th 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	1766	263	714	179	240	44	15	100	4	7	25	571	589	160	58	7	113	202
Weighted base	1773	296	663	190	252	45*	11**	92*	3**	7**	28**	674	511	186	58*	5**	92	189
Conservative	269 15%	269 91%bcdeg	-	-	-	-	-	-	-	-	-	230 34%lmnpq	10 2%	10 6%l	1 2%	-	2 2%	13 7%l
Labour	628 35%	-	628 95%acdeg	-	-	-	-	-	-	-	-	94 14%	380 74%kmnpq	41 22%kp	9 15%	1 16%	11 12%	83 44%kmnp
Liberal Democrat	170 10%	-	-	170 90%abdeg	-	-	-	-	-	-	-	30 4%	20 4%	94 51%klmpq	5 9%	-	5 6%	12 7%
Reform UK	235 13%	-	-	-	235 93%abcdeg	-	-	-	-	-	-	162 24%lmnq	9 2%	8 4%	-	1 21%	31 34%klmnq	21 11%lmn
SNP	42 2%	-	-	-	-	42 93%abcdg	-	-	-	-	-	-	-	1 *	-	36 62%klmpq	-	4 2%kl
Plaid Cymru	10 1%	-	-	-	-	-	10 94%	-	-	-	-	1 *	2 *	2 1%k	-	3 64%	-	2 1%k
Green Party	83 5%	-	-	-	-	-	-	83 90%abcde	-	-	-	8 1%	24 5%k	9 5%k	-	-	27 29%klmnq	13 7%k
SDP	2 *	-	-	-	-	-	-	-	2 78%	-	-	1 *	1 *	-	-	-	1 1%	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 84%	-	-	6 1%k	-	-	-	1 1%k	-
Another party	23 1%	-	-	-	-	-	-	-	-	-	23 82%	8 1%	9 2%	-	-	-	5 5%klmq	1 *
Prefer not to say	17 1%	1 *	1 *	-	1 *	-	-	-	-	-	-	4 1%	1 *	-	1 1%	-	1 1%	3 1%
Don't know	288 16%	27 9%b	34 5%	20 10%b	16 6%	3 7%	1 6%	9 10%	1 22%	1 16%	5 18%	137 20%lmp	49 10%	22 12%	6 10%	-	10 11%	36 19%l

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: 12th to 13th 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 & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	1483	798	682	159	264	232	262	243	323	452	408	297	326	125	63	149	114	125	109	82	158	222	203	133
Weighted base	1469	768	699	153	254	228	239	230	364	429	408	308	324	129	63*	166	120	119	97*	74*	147	209	208	135
Conservative	269 18%	143 19%	125 18%	19 12%	29 12%	31 14%	36 15%	39 17%	114 31% gh	88 20%	70 17%	59 19%	51 16%	20 15%	6 9%	23 14%	19 16%	16 14%	15 15%	8 10%	36 25% opr t	43 20% o	52 25% nop rt	31 23% ot
Labour	628 43%	321 42%	307 44%	80 52% hi	142 56% ghi	108 47% i	101 42% i	93 41% i	104 28%	190 44%	191 47% m	121 39%	126 39%	47 37%	39 61% nuv wx	88 53% nuv wx	55 46% lux x	60 51% nuv wx	54 55% nuv wx	36 49% lux	48 33%	84 40%	74 36%	43 32%
Liberal Democrat	170 12%	84 11%	86 12%	18 12%	22 9%	33 15% e	30 13%	27 12%	40 11%	64 15% k	38 9%	32 10%	37 11%	9 7%	1 1%	16 9% o	9 7%	4 4%	5 5%	2 3%	19 13% ort	38 18% nop qrst	43 21% nop qrst	25 18% nop qrst
Reform UK	235 16%	148 19% b	87 12%	12 7%	26 10%	30 13%	45 19% de	50 22% def	72 20% de	42 10%	51 12%	67 22% jk	74 23% jk	4 3%	14 22% n	26 16% n	25 21% n	28 24% nvw	13 14% n	17 22% n	28 19% n	27 13% n	28 14% n	25 18% n
SNP	42 3%	20 3%	22 3%	4 3%	8 3%	9 4%	9 4%	5 2%	8 2%	6 1%	20 5% jl	4 1%	12 4% j	42 33% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 1%	4 *	6 1%	-	2 1%	1 1%	1 *	2 1%	3 1%	3 1%	3 1%	2 1%	2 1%	-	-	-	-	-	-	10 14% nopq rsuvwx	-	-	-	-
Green Party	83 6%	32 4%	50 7% a	14 9% h	22 9% h	12 5%	11 4%	8 3%	17 5%	25 6%	28 7%	15 5%	14 4%	4 3%	3 5%	9 6%	7 6%	9 8%	5 6%	2 2%	11 7%	14 7%	8 4%	11 8%
SDP	2 *	2 *	-	1 *	-	-	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 *	-	1 1%
Workers Party of Britain	6 *	3 *	3 *	-	1 1%	3 1% i	1 *	1 *	-	2 *	1 *	2 1%	2 1%	-	1 2%	4 2%	1 1%	-	-	-	-	1 *	-	-
Another party	23 2%	11 1%	12 2%	6 4% ef	1 1%	2 1%	4 2%	3 2%	6 2%	10 2%	4 1%	4 1%	6 2%	3 2%	-	1 *	4 3%	1 1%	4 4% px	-	5 3% x	3 2%	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

Prepared by Whitestone Insight



Opinion Poll Survey ONLINE Fieldwork: 12th to 13th 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	1483	238	681	161	225	41	14	92	3	6	22	458	536	143	51	7	98	162
Weighted base	1469	269	628	170	235	42*	10**	83*	2**	6**	23**	533	461	164	52*	5**	81*	150
Conservative	269 18%	269 100%bcdeg	-	-	-	-	-	-	-	-	-	230 43%lmnpq	10 2%	10 6%l	1 2%	-	2 2%	13 9%lp
Labour	628 43%	-	628 100%acdeg	-	-	-	-	-	-	-	-	94 18%	380 82%kmnpq	41 25%p	9 17%	1 16%	11 13%	83 55%kmnp
Liberal Democrat	170 12%	-	-	170 100%abdeg	-	-	-	-	-	-	-	30 6%	20 4%	94 57%klmpq	5 10%	-	5 6%	12 8%
Reform UK	235 16%	-	-	-	235 100%abceg	-	-	-	-	-	-	162 30%lmnq	9 2%	8 5%	-	1 21%	31 38%lmnq	21 14%lmn
SNP	42 3%	-	-	-	-	42 100%abcdg	-	-	-	-	-	-	1 *	-	36 70%klmpq	-	-	4 3%klm
Plaid Cymru	10 1%	-	-	-	-	-	10 100%	-	-	-	-	1 *	2 *	2 1%	-	3 64%	-	2 2%k
Green Party	83 6%	-	-	-	-	-	-	83 100%abcde	-	-	-	8 1%	24 5%k	9 5%k	-	-	27 33%klmnq	13 8%kn
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	1 *	-	-	-	1 1%	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	-	6 1%k	-	-	-	1 1%	-
Another party	23 2%	-	-	-	-	-	-	-	-	-	23 100%	8 2%	9 2%	-	-	-	5 6%klmq	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: 12th to 13th 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	283	108	174	30	33	44	55	55	66	68	86	62	67	22	9	29	29	31	27	10	30	37	33	26
Weighted base	305	108*	196	32**	31**	47*	61*	52*	81*	69*	103*	64*	68*	22**	12**	35**	32**	36**	27**	9**	31**	36*	35**	28**
Conservative	27 9%	6 6%	21 11%	1 4%	1 2%	5 10%	6 10%	6 12%	8 10%	7 11%	11 10%	4 7%	5 7%	1 5%	- 18%	6 12%	4 12%	2 4%	- -	1 16%	5 16%	5 13%	1 4%	2 8%
Labour	35 12%	12 11%	24 12%	6 19%	6 19%	5 10%	6 9%	5 10%	8 9%	4 5%	14 13%	8 12%	10 15%	2 10%	5 42%	5 14%	2 5%	4 10%	3 10%	2 22%	3 9%	2 5%	4 12%	4 15%
Liberal Democrat	20 7%	9 8%	11 6%	2 5%	2 5%	3 6%	5 9%	4 7%	5 6%	5 8%	9 8%	5 7%	1 2%	2 9%	1 11%	- -	- -	3 9%	- -	- -	4 13%	2 6%	3 9%	4 13%
Reform UK	17 6%	7 7%	10 5%	2 6%	- -	2 4%	8 13%	2 5%	3 3%	1 2%	4 3%	3 4%	10 14%	- jk	- -	5 13%	2 5%	4 10%	4 13%	- -	- -	2 7%	- -	1 5%
SNP	3 1%	1 1%	2 1%	- -	- -	1 2%	- -	1 2%	1 1%	1 2%	1 1%	- -	1 1%	3 14%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	1 *	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 8%	- -	- -	- -	- -
Green Party	9 3%	3 3%	5 3%	1 3%	1 3%	1 3%	1 2%	1 2%	3 4%	2 2%	2 2%	4 6%	1 1%	- -	1 4%	1 2%	1 2%	- -	- -	2 7%	1 3%	3 7%	- -	- -
SDP	1 *	1 1%	- -	- -	1 2%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Workers Party of Britain	1 *	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -
Another party	5 2%	1 1%	4 2%	- -	- -	1 3%	2 3%	- -	2 2%	- -	3 3%	- -	2 3%	- -	2 3%	- -	3 10%	- -	- -	- -	- -	- -	2 5%	- -
Prefer not to say	15 5%	7 6%	8 4%	3 9%	4 13%	* 1%	5 8%	1 1%	2 3%	4 5%	3 2%	2 3%	7 11%	2 10%	- -	- -	2 7%	3 9%	4 13%	- -	1 3%	1 2%	1 3%	1 5%
Don't know	171 56%	59 55%	111 57%	17 55%	18 57%	28 61%	28 45%	31 59%	48 60%	45 65%	57 55%	37 59%	32 46%	11 49%	6 48%	18 52%	19 60%	20 56%	18 65%	5 54%	16 52%	22 61%	21 59%	15 54%

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

Prepared by Whitestone Insight



Opinion Poll Survey ONLINE Fieldwork: 12th to 13th 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	283	25	33	18	15	3	1	8	1	1	3	113	53	17	7	-	15	40
Weighted base	305	27**	35**	20**	17**	3**	1**	9**	1**	1**	5**	141	51*	22**	7**	-**	11**	39*
Conservative	27 9%	27 100%	-	-	-	-	-	-	-	-	-	23 17%l	1 2%	-	-	-	-	3 8%
Labour	35 12%	-	35 100%	-	-	-	-	-	-	-	-	8 6%	16 33%k	-	-	-	-	9 23%k
Liberal Democrat	20 7%	-	-	20 100%	-	-	-	-	-	-	-	7 5%	2 3%	5 23%	-	-	1 7%	4 10%
Reform UK	17 6%	-	-	-	17 100%	-	-	-	-	-	-	11 8%	2 4%	-	-	-	1 9%	-
SNP	3 1%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	3 45%	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 2%
Green Party	9 3%	-	-	-	-	-	-	9 100%	-	-	-	3 2%	3 6%	1 5%	-	-	1 10%	1 2%
SDP	1 *	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	1 6%	-
Workers Party of Britain	1 *	-	-	-	-	-	-	-	-	1 100%	-	-	1 2%	-	-	-	-	-
Another party	5 2%	-	-	-	-	-	-	-	-	-	5 100%	4 3%	-	-	-	-	-	-
Prefer not to say	15 5%	-	-	-	-	-	-	-	-	-	-	3 2%	2 4%	-	1 12%	-	* 5%	1 3%
Don't know	171 56%	-	-	-	-	-	-	-	-	-	-	82 58%	24 47%	16 73%	3 43%	-	7 64%	20 52%

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: 12th to 13th 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)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1766	906	856	189	297	276	317	298	389	520	494	359	393	147	72	178	143	156	136	92	188	259	236	159
Weighted base	1773	876	894	185	285	275	300	283	445	499	510	372	392	151	75*	201	152	156	124	83*	178	245	243	163
Conservative	296 17%	149 17%	146 16%	20 11%	30 10%	36 13%	42 14%	46 16%	122 28% def gh	95 19%	81 16%	63 17%	56 14%	21 14%	6 8%	29 14%	23 15%	18 11%	15 12%	9 11%	41 23% nop rst	48 19% or t	54 22% ors t	33 20% or
Labour	663 37%	332 38%	331 37%	86 46% ghi	148 52% fghi	112 41% i	107 36% i	99 35% i	111 25%	194 39%	205 40%	129 35%	136 35%	49 33%	44 58% nqr uvwx	93 46% nuv wx	57 37%	64 41% lux	56 45% nuw x	38 46% uw	51 29%	86 35%	78 32%	47 29%
Liberal Democrat	190 11%	93 11%	98 11%	20 11%	23 8%	36 13%	35 12%	31 11%	45 10%	69 14% k	47 9%	37 10%	38 10%	11 7%	2 3%	16 8%	9 6%	8 5%	5 4%	2 2%	23 13% oqr st	40 16% nop qrst	46 19% nop qrst	28 17% nop qrst
Reform UK	252 14%	155 18% b	97 11%	13 7%	26 9%	32 12%	53 18% de	53 19% def	75 17% de	43 9%	54 11%	70 19% jk	84 21% jk	4 3%	14 18% n	31 15% n	27 18% n	32 20% nvw	17 13% n	17 20% n	28 16% n	29 12% n	28 12% n	26 16% n
SNP	45 3%	21 2%	24 3%	4 2%	8 3%	10 3%	9 3%	6 2%	9 2%	7 1%	21 4% jl	4 1%	13 3%	45 30% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11 1%	5 1%	6 1%	-	2 1%	2 1%	1 *	2 1%	3 1%	4 1%	3 1%	2 *	2 *	-	-	-	-	-	-	11 13% nopq rsuvwx	-	-	-	-
Green Party	92 5%	35 4%	56 6% a	15 8% h	23 8% h	13 5%	12 4%	9 3%	20 4%	27 5%	31 6%	19 5%	15 4%	4 3%	3 4%	11 5%	8 5%	10 6%	5 4%	2 2%	13 7%	15 6%	10 4%	11 7%
SDP	3 *	3 *	-	1 *	1 *	-	1 *	1 *	-	-	2 *	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	1 1%
Workers Party of Britain	7 *	4 *	3 *	-	1 1% i	3 1% i	1 *	2 1%	-	2 *	1 *	3 1%	2 *	-	1 1%	4 2%	1 *	-	-	-	-	2 1%	-	-
Another party	28 2%	13 1%	15 2%	6 3% e	1 *	3 1%	6 2%	3 1%	8 2%	10 2%	7 1%	4 1%	8 2%	3 2%	-	1 *	7 5% prx	1 1%	4 3% px	-	5 3% x	3 1%	4 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: 12th to 13th 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 & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1773	876	894	185	285	275	300	283	445	499	510	372	392	151	75*	201	152	156	124	83*	178	245	243	163
Prefer not to say	15	7	8	3	4	*	5	1	2	4	3	2	7	2	-	-	2	3	4	-	1	1	1	1
	1%	1%	1%	2%	1%	*	2%	*	*	1%	1%	1%	2%	1%	-	-	1%	2%	3% ^{pv}	-	1%	*	*	1%
Don't know	171	59	111	17	18	28	28	31	48	45	57	37	32	11	6	18	19	20	18	5	16	22	21	15
	10%	7%	12% ^a	9%	6%	10%	9%	11%	11% ^e	9%	11%	10%	8%	7%	8%	9%	13%	13%	14%	6%	9%	9%	9%	9%

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: 12th to 13th 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	1766	263	714	179	240	44	15	100	4	7	25	571	589	160	58	7	113	202
Weighted base	1773	296	663	190	252	45*	11**	92*	3**	7**	28**	674	511	186	58*	5**	92	189
Conservative	296 17%	296 100%bcdeg	-	-	-	-	-	-	-	-	-	253 38%lmnpq	10 2%	10 6%l	1 2%	-	2 2%	16 9%lp
Labour	663 37%	-	663 100%acdeg	-	-	-	-	-	-	-	-	102 15%	397 78%kmnpq	41 22%p	9 15%	1 16%	11 12%	92 49%kmnp
Liberal Democrat	190 11%	-	-	190 100%abdeg	-	-	-	-	-	-	-	38 6%	22 4%	99 53%klmpq	5 9%	-	6 7%	16 9%l
Reform UK	252 14%	-	-	-	252 100%abcdeg	-	-	-	-	-	-	173 26%lmnq	11 2%	8 4%	1 21%	32 35%lmnq	21 11%lmn	
SNP	45 3%	-	-	-	-	45 100%abcdg	-	-	-	-	-	-	1 *	-	39 67%klmpq	-	-	4 2%kl
Plaid Cymru	11 1%	-	-	-	-	-	11 100%	-	-	-	-	1 *	2 *	2 1%k	3 64%	-	-	3 2%k
Green Party	92 5%	-	-	-	-	-	-	92 100%abcde	-	-	-	11 2%	27 5%k	10 5%k	-	-	28 30%klmnq	14 7%kn
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	1 *	-	-	-	1 1%k	-
Workers Party of Britain	7 *	-	-	-	-	-	-	-	-	7 100%	-	7 1%k	-	-	-	-	1 1%k	-
Another party	28 2%	-	-	-	-	-	-	-	-	-	28 100%	12 2%	9 2%	-	-	-	5 5%klmq	1 *
Prefer not to say	15 1%	-	-	-	-	-	-	-	-	-	-	3 *	2 *	1 1%	-	*	1 1%	1 1%
Don't know	171 10%	-	-	-	-	-	-	-	-	-	-	82 12%l	24 5%	16 8%	3 5%	-	7 7%	20 11%l

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