



## **Voting Intention - 3<sup>rd</sup> July 2024**

Methodology: Whitestone Insight interviewed 2008 GB adults online between 1<sup>st</sup> and 2<sup>nd</sup> July 2024. Data were weighted to be representative of all adults.

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## Voting Intention during the 2024 Election campaign

	17 <sup>th</sup> May 2024	31 <sup>st</sup> May 2024	7 <sup>th</sup> June 2024	14 <sup>th</sup> June 2024	21 <sup>st</sup> June 2024	28 <sup>th</sup> June 2024	3 <sup>rd</sup> July 2024
Conservative Party	24%	24%	22%	19%	19%	18%	21%
Labour Party	44%	44%	42%	41%	39%	38%	38%
Reform UK	13%	11%	16%	17%	20%	21%	18%
Liberal Democrats	8%	9%	9%	11%	12%	11%	10%
Green Party	6%	6%	5%	6%	6%	7%	7%
SNP	3%	3%	3%	3%	3%	2%	3%
Others	3%	3%	2%	3%	1%	3%	3%

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 1  
**Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?**  
**Base: All respondents who are likely to vote (5-10) and specify voting intention or have already voted**  
**TURNOUT & RECALL WEIGHTING**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	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	1427	718	704	154	246	221	270	208	327	388	423	282	334	123	64	165	129	120	103	68	145	196	189	124
Weighted base	1418	699	715	144	227	217	250	230	350	386	406	302	324	130	62*	169	122	124	107*	71*	129	182	194	128
Conservative	292 21%	151 22%	141 20%	30 21%e	29 13%	30 14%	42 17%	47 20%e	115 33%def gh	75 20%	84 21%	76 25% m	57 18%	18 14%	5 9%	26 15%	21 17%	33 26% nop	23 22% o	11 16%	25 19%	39 22% o	53 27% nop q	37 29% nopq t
Labour	532 38%	261 37%	270 38%	63 44% hi	108 47% hi	100 46% hi	99 40% i	70 30%	92 26%	157 41%	148 36%	108 36%	119 37%	40 31%	33 54% nr vwx	86 51% nrs uvwx	50 41% x	38 31%	40 38%	29 41%	49 38%	69 38%	59 31%	37 29%
Liberal Democrat	149 10%	55 8%	92 13% a	16 11%	24 11%	24 11%	22 9%	19 8%	43 12%	57 15% lm	44 11%	24 8%	24 7%	12 9%	3 4%	8 5%	11 9%	10 8%	3 3%	6 8%	16 12% ps	28 16% ops	30 15% ops	22 18% opqrs
Reform UK	259 18%	142 20%	118 16%	17 12%	22 10%	39 18% e	55 22% de	60 26% de	67 19% e	44 11%	64 16%	69 23% jk	82 25% jk	10 8%	16 25% n	34 20% n	23 19% n	26 21% n	30 28% nvw x	11 15%	27 21% n	29 16%	35 18% n	19 15%
SNP	46 3%	25 4%	21 3%	1 1%	10 5%	5 2%	8 3%	10 4%	12 4%	12 3%	17 4% l	4 1%	14 4% l	46 36% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	12 1%	6 1%	5 1%	1 1%	1 *	-	4 1%	4 2%	3 1%	7 2% k	* *	4 1% k	1 *	-	-	-	-	-	-	12 16% nopq rsuvwx	-	-	-	-
Green Party	94 7%	40 6%	52 7%	11 8% i	27 12% ghi	16 8% i	14 6%	13 6%	12 3%	25 7%	35 9%	14 5%	20 6%	1 1%	3 6% n	10 6% n	12 9% n	16 13% nt	6 6% n	1 2%	8 6% n	13 7% n	13 7% n	11 8% n
SDP	2 *	1 *	1 *	-	-	-	2 1%	1 *	-	1 *	-	-	2 *	-	1 1%	-	2 2%	-	-	-	-	-	-	-
Workers Party of Britain	6 *	5 1%	2 *	1 1%	2 1%	1 1%	2 1%	-	-	2 *	3 1%	-	2 1%	-	-	4 3% w	* *	1 *	-	-	-	1 *	-	-
Another party	25 2%	12 2%	13 2%	4 3%	4 2%	2 1%	2 1%	6 3%	6 2%	7 2%	11 3%	3 1%	4 1%	2 2%	1 1%	1 1%	3 3%	1 1%	3 3%	2 2%	3 3%	3 2%	4 2%	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

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 2

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

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

#### TURNOUT & RECALL WEIGHTING

	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	1427	262	567	137	256	46	13	108	3	6	28	531	475	71	58	13	105	140
Weighted base	1418	292	532	149	259	46*	12**	94*	2**	6**	25**	584	429	89*	55*	11**	86*	131
Conservative	292 21%	292 100%bcdeg	-	-	-	-	-	-	-	-	-	265 45%lmnpq	6 1%	5 5%l	2 3%	-	3 4%	11 8%l
Labour	532 38%	-	532 100%acdeg	-	-	-	-	-	-	-	-	80 14%	328 76%kmnpq	25 28%k	8 14%	3 28%	13 15%	60 46%kmnp
Liberal Democrat	149 10%	-	-	149 100%abdeg	-	-	-	-	-	-	-	36 6%	34 8%	52 58%klmpq	3 5%	1 9%	6 7%	14 11%
Reform UK	259 18%	-	-	-	259 100%abceg	-	-	-	-	-	-	178 30%lmnq	16 4%	3 3%	* 1%	1 8%	32 37%lmnq	21 16%lmn
SNP	46 3%	-	-	-	-	46 100%abcdg	-	-	-	-	-	-	3 1%k	1 1%	39 72%klmpq	-	-	3 2%k
Plaid Cymru	12 1%	-	-	-	-	-	12 100%	-	-	-	-	1 *	1 *	-	-	5 47%	2 3%kl	2 2%k
Green Party	94 7%	-	-	-	-	-	-	94 100%abcde	-	-	-	14 2%	35 8%k	3 3%	1 2%	-	26 30%klmnq	12 9%k
SDP	2 *	-	-	-	-	-	-	-	2 100%	-	-	1 *	-	-	-	-	2 2%kl	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	3 1%k	1 1%k	-	-	-	-	2 1%k
Another party	25 2%	-	-	-	-	-	-	-	-	-	25 100%	9 2%	3 1%	1 1%	2 4%	1 9%	2 2%	5 4%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: 1st to 2nd July 2024

Absolutes/col percents

Table 3

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

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

**STANDARD WEIGHTING**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	
Unweighted base	1705	857	841	186	303	273	318	242	383	470	506	333	396	145	76	195	155	140	122	78	175	240	230	149	
Weighted base	1710	842	863	176	282	271	297	270	414	472	491	359	387	153	74*	203	148	145	127	82*	157	225	238	157	
Conservative	344 20%	180 21%	163 19%	35 20%	36 13%	37 14%	49 16%	56 21%e	132 32%def	89 19%	98 20%	88 24%gm	69 18%	21 14%	7 9%	30 15%	25 17%	38 26%nop	28 22%o	13 16%	30 19%	47 21%o	63 26%nop	42 27%nopq	
Labour	644 38%	314 37%	328 38%	75 43%hi	134 47%hi	125 46%hi	117 40%hi	82 30%	111 27%	190 40%	182 37%	130 36%	143 37%	47 31%	40 55%nrsvwx	104 51%nrsvwx	61 41%wx	46 31%	49 39%	34 41%	59 38%	84 37%	73 31%	47 30%	
Liberal Democrat	211 12%	81 10%	127 15%a	24 14%	33 12%	35 13%	31 11%	27 10%	60 15%	81 17%lm	63 13%	33 9%	34 9%	17 11%ps	3 4%	10 5%	17 12%ps	12 8%	4 3%	8 10%	22 14%ops	45 20%nop	41 17%opr	31 20%opr	
Reform UK	297 17%	161 19%	136 16%	20 11%	26 9%	47 17%e	61 21%de	69 25%def	74 18%e	51 11%	72 15%	81 23%jk	93 24%jk	11 7%	17 24%n	39 19%n	26 18%n	29 20%n	35 28%ntvwx	12 14%	32 20%n	32 14%	41 17%n	22 14%	
SNP	53 3%	30 4%	23 3%	2 1%	12 4%	5 2%	10 3%	10 4%	14 3%	13 3%	19 4%l	4 1%	16 4%l	53 35%opqr	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	12 1%	7 1%	5 1%	1 1%	1 *	-	4 1%	4 1%	3 1%	7 1%k	* *	4 1%k	1 *	-	-	-	-	-	-	12 15%nopq	-	-	-	-	
Green Party	109 6%	47 6%	60 7%	13 8%i	32 11%ghi	19 7%i	16 5%	14 5%	14 3%	29 6%	41 8%l	15 4%	23 6%	1 1%	4 6%n	12 6%n	13 9%n	18 13%nptv	7 5%n	2 2%	9 6%n	14 6%n	16 7%n	12 8%n	
SDP	3 *	2 *	1 *	-	-	-	2 1%	1 *	-	1 *	-	-	2 *	-	1 1%	-	2 2%	-	-	-	-	-	-	-	-
Workers Party of Britain	9 1%	7 1%	2 *	1 1%	3 1%i	1 *	3 1%i	-	-	3 1%	3 1%	-	3 1%	-	-	6 3%nuvw	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: 1st to 2nd July 2024**

Absolutes/col percents

Table 3

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

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

**STANDARD WEIGHTING**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	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	1710	842	863	176	282	271	297	270	414	472	491	359	387	153	74*	203	148	145	127	82*	157	225	238	157
Another party	29 2%	13 2%	16 2%	4 2%	5 2%	3 1%	3 1%	7 3%	7 2%	8 2%	13 3%	3 1%	4 1%	2 2%	1 1%	1 1%	3 2%	1 1%	4 3%	2 2%	4 3%	3 1%	5 2%	2 1%

**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

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 4

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

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

**STANDARD WEIGHTING**

	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	1705	310	680	189	293	53	13	125	3	8	31	613	569	136	66	13	111	159
Weighted base	1710	344	644	211	297	53*	12**	109	3**	9**	29**	674	515	170	62*	11**	90*	149
Conservative	344 20%	344 100%bcdeg	-	-	-	-	-	-	-	-	-	307 46%lmnpq	7 1%	9 5%l	2 3%	-	3 4%	14 10%l
Labour	644 38%	-	644 100%acdeg	-	-	-	-	-	-	-	-	93 14%	394 77%kmnpq	46 27%kp	9 14%	3 28%	14 15%	69 46%kmnp
Liberal Democrat	211 12%	-	-	211 100%abdeg	-	-	-	-	-	-	-	41 6%	40 8%	100 59%klmpq	3 5%	1 9%	6 7%	15 10%
Reform UK	297 17%	-	-	-	297 100%abceg	-	-	-	-	-	-	204 30%lmnq	20 4%	6 3%	* 1%	1 8%	33 36%lmnq	24 16%lmn
SNP	53 3%	-	-	-	-	53 100%abcdg	-	-	-	-	-	-	4 1%k	1 1%k	45 72%klmpq	-	-	3 2%k
Plaid Cymru	12 1%	-	-	-	-	-	12 100%	-	-	-	-	1 *	1 *	-	-	5 47%	2 3%klm	2 2%kl
Green Party	109 6%	-	-	-	-	-	-	109 100%abcde	-	-	-	16 2%	41 8%km	5 3%	1 2%	-	28 31%klmnq	13 9%k
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	-	-	-	-	2 2%kl	-
Workers Party of Britain	9 1%	-	-	-	-	-	-	-	-	9 100%	-	4 1%k	2 1%k	-	-	-	-	3 2%k
Another party	29 2%	-	-	-	-	-	-	-	-	-	29 100%	11 2%	4 1%	1 1%	2 4%l	1 9%	2 2%	5 4%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: 1st to 2nd July 2024

Absolutes/col percents

Table 9

**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	2008	996	1004	233	374	321	372	273	435	529	597	393	489	164	88	223	178	170	146	92	211	297	267	172
Weighted base	2008	978	1024	217	345	320	350	307	469	529	580	421	479	174	84*	229	171	179	149	98*	193	273	282	177
Conservative	740 37%	395 40%b	345 34%	53 24%	71 21%	91 28%e	128 37%def	138 45%def	259 55%def	177 34%	211 36%	182 43%jkm	169 35%	30 17%	27 32%n	74 32%n	64 38%n	85 48%nop	62 42%np	29 29%n	75 39%n	89 33%n	126 45%npv	79 44%npvt
Labour	544 27%	253 26%	289 28%	40 19%	137 40%dgh	102 32%di	96 27%di	76 25%	94 20%	149 28%	166 29%	117 28%	113 24%	31 18%	33 40%nr	92 40%nqr	51 30%nw	48 27%	42 28%n	30 31%n	40 21%	80 29%nw	59 21%	37 21%
Liberal Democrat	195 10%	93 10%	100 10%	20 9%	24 7%	41 13%e	33 10%	24 8%	53 11%e	72 14%lm	62 11%l	23 5%	38 8%	20 11%pr	3 4%	9 4%	16 9%p	8 5%	9 6%	5 6%	23 12%opr	35 13%opr	38 13%opr	29 16%opr
SNP	66 3%	38 4%	27 3%	2 1%	17 5%d	9 3%	10 3%	10 3%	19 4%d	17 3%	20 3%	7 2%	22 5%l	66 38%opqr	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	13 1%	5 *	8 1%	-	1 *	1 *	3 1%	3 1%	5 1%	4 1%	2 *	3 1%	3 1%	-	-	-	-	-	-	13 13%nopq	-	-	-	-
Another party	97 5%	47 5%	49 5%	9 4%	14 4%	13 4%	26 8%i	22 7%i	12 3%	21 4%	31 5%	21 5%	24 5%	4 2%	6 7%	9 4%	9 5%	10 6%	8 6%	7 7%	8 4%	10 4%	19 7% n	7 4%
Did not vote	269 13%	110 11%	159 16%a	79 36%efg	62 18%ghi	48 15%ghi	33 9%i	26 9%i	21 4%	71 13%	63 11%	52 12%	83 17%k	17 10%	11 13%	38 17%w	25 15%	23 13%	16 11%	10 10%	37 19%nw	43 16%	28 10%	20 11%
Don't remember	64 3%	26 3%	38 4%	12 5%hi	13 4% i	15 5% i	15 4% i	6 2%	3 1%	15 3%	21 4%	13 3%	16 3%	4 2%	2 2%	5 2%	4 2%	2 1%	8 6% r	2 2%	8 4%	14 5% r	8 3%	6 3%
Prefer not to say	20 1%	11 1%	9 1%	3 1%	7 2% f	-	5 2% f	2 1%	3 1%	2 *	4 1%	3 1%	10 2% j	3 1%	2 2%	1 *	2 1%	2 1%	4 2%	2 2%	1 *	2 1%	3 1%	-

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



## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 10

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

**Base: All respondents**

	Total	Voting Intention										2019 Vote						
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	2008	310	680	189	293	53	13	125	3	8	31	672	597	155	70	15	119	294
Weighted base	2008	344	644	211	297	53*	12**	109	3**	9**	29**	740	544	195	66*	13**	97	269
Conservative	740 37%	307 89%bcdeg	93 14%e	41 20%e	204 69%bceg	-	1 12%	16 15%e	1 38%	-	11 37%	740 100%lmnpq	-	-	-	-	-	-
Labour	544 27%	7 2%	394 61%acdeg	40 19%ad	20 7%a	4 7%a	1 8%	41 38%acde	-	4 43%	4 14%	-	544 100%kmnpq	-	-	-	-	-
Liberal Democrat	195 10%	9 3%	46 7%ad	100 47%abdeg	6 2%	1 3%	-	5 5%	-	2 17%	1 4%	-	-	195 100%klmpq	-	-	-	-
SNP	66 3%	2 1%	9 1%	3 1%	* *	45 84%abcdg	-	1 1%	-	-	2 9%	-	-	-	66 100%klmpq	-	-	-
Plaid Cymru	13 1%	-	3 *	1 *	1 *	-	5 40%	-	-	-	1 3%	-	-	-	-	13 100%	-	-
Another party	97 5%	3 1%	14 2%	6 3%	33 11%abce	-	2 19%	28 26%abcde	2 62%	-	2 8%	-	-	-	-	-	97 100%klmnpq	-
Did not vote	269 13%	14 4%	69 11%a	15 7%	24 8%a	3 6%	2 20%	13 12%a	-	3 30%	5 19%	-	-	-	-	-	-	269 100%klmnp
Don't remember	64 3%	2 *	12 2%	4 2%	9 3%a	-	-	5 4%a	-	1 9%	2 7%	-	-	-	-	-	-	-
Prefer not to say	20 1%	-	5 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: 1st to 2nd July 2024

Absolutes/col percents

Table 13  
**Q3. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?**  
**Base: All respondents who are likely to vote (5-10) or have already voted**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	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	1814	901	905	202	319	288	340	256	409	493	539	358	424	154	79	207	162	151	132	82	188	257	247	155
Weighted base	1829	891	931	191	300	288	318	290	442	499	526	387	416	163	76*	214	155	160	138	88*	170	242	260	162
Conservative	328 18%	173 19%	155 17%	35 18%e	32 11%	36 13%	45 14%	53 18%e	127 29%def	86 17%	89 17%	87 22%g	66 16%	21 13%	6 8%	29 14%	23 15%	35 22%no	25 18%	13 15%	30 18%	45 18%o	60 23%nop	41 25%nopq
Labour	625 34%	312 35%	312 33%	72 38%hi	132 44%hi	121 42%hi	116 36%hi	80 27%	105 24%	185 37%	175 33%	126 32%	139 33%	47 29%	40 53%nqr	101 47%nrs	58 37%w	44 28%	49 35%	34 39%w	58 34%	80 33%	69 27%	45 27%
Liberal Democrat	199 11%	78 9%	120 13%a	24 13%	30 10%	35 12%	29 9%	24 8%	57 13%	79 16%klm	58 11%	31 8%	30 7%	17 10%ops	2 2%	9 4%	17 11%ops	12 8%	4 3%	6 7%	19 11%ops	43 18%nop	40 15%opr	30 19%oprst
Reform UK	289 16%	157 18%	133 14%	19 10%	26 9%	44 15%e	60 19%de	67 23%def	74 17%de	49 10%	69 13%	78 20%gjk	93 22%gjk	11 7%	16 21%n	37 17%n	26 17%n	29 18%n	35 26%ntv	12 13%	29 17%n	31 13%	40 15%n	22 14%
SNP	52 3%	29 3%	22 2%	2 1%	11 4%	5 2%	9 3%	10 4%	14 3%	13 3%	18 3%l	4 1%	16 4%l	52 32%opqr	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	12 1%	7 1%	5 1%	1 1%	1 *	-	4 1%	4 1%	3 1%	7 1%k	* *	4 1%k	1 *	-	-	-	-	-	-	12 14%nopq	-	-	-	-
Green Party	104 6%	44 5%	58 6%	13 7%	31 10%ghi	17 6%	15 5%	14 5%	14 3%	28 6%	39 7%l	14 4%	22 5%	1 1%	4 6%n	12 6%n	12 8%n	18 11%nst	6 4%	2 2%	8 5%n	14 6%n	15 6%n	12 7%n
SDP	3 *	2 *	1 *	-	-	-	2 1%	1 *	-	1 *	-	-	2 *	-	1 1%	-	2 2%	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 *	3 1%i	-	-	-	3 1%	-	3 1%	-	-	4 2%w	-	1 *	-	-	-	1 *	-	-
Another party	29 2%	13 1%	16 2%	4 2%	5 2%	3 1%	3 1%	7 2%	7 1%	8 2%	13 2%	3 1%	4 1%	2 2%	1 1%	1 1%	3 2%	1 1%	4 3%	2 2%	4 3%	3 1%	5 2%	2 1%

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

\* small base

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 13

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

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

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	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	1829	891	931	191	300	288	318	290	442	499	526	387	416	163	76*	214	155	160	138	88*	170	242	260	162
Prefer not to say	28 2%	9 1%	18 2%	3 1%	8 3%g	6 2%	1 *	2 1%	8 2%	5 1%	8 2%	9 2%	5 1%	1 1%	1 1%	2 1%	-	3 2%	4 3%u	-	-	3 1%	10 4%qu	5 3%qu
Don't know	154 8%	64 7%	89 10%	17 9%	24 8%	20 7%	31 10%	29 10%	33 8%	37 7%	52 10%	31 8%	35 8%	10 6%	6 8%	18 8%	14 9%	17 11%x	13 9%	7 9%	21 12%x	21 9%	21 8%	6 4%

**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: 1st to 2nd July 2024

Absolutes/col percents

Table 14

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

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

	Voting Intention										2019 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1814	310	680	189	293	53	13	125	3	8	31	648	586	147	69	14	114	177
Weighted base	1829	344	644	211	297	53*	12**	109	3**	9**	29**	716	534	184	65*	12**	93	166
Conservative	328 18%	328 95%bcdeg	-	-	-	-	-	-	-	-	-	296 41%lmnpq	7 1%	9 5%l	2 3%	-	3 4%	10 6%l
Labour	625 34%	-	625 97%acdeg	-	-	-	-	-	-	-	-	86 12%	386 72%kmnpq	45 25%k	9 13%	3 25%	14 15%	67 40%kmnp
Liberal Democrat	199 11%	-	-	199 95%abdeg	-	-	-	-	-	-	-	38 5%	36 7%	98 54%klmpq	2 4%	-	6 6%	15 9%
Reform UK	289 16%	-	-	-	289 97%abceg	-	-	-	-	-	-	201 28%lmnq	19 3%	6 3%	* 1%	1 7%	33 35%lmnq	23 14%lmn
SNP	52 3%	-	-	-	-	52 98%abcdg	-	-	-	-	-	-	4 1%k	1 1%k	43 66%klmpq	-	-	3 2%k
Plaid Cymru	12 1%	-	-	-	-	-	12 100%	-	-	-	-	1 *	1 *	-	5 42%	2 2%klm	2 2%kl	
Green Party	104 6%	-	-	-	-	-	-	104 96%abcde	-	-	-	14 2%	40 7%km	5 3%	1 1%	-	27 29%klmnq	12 7%k
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	-	-	-	-	2 2%kl	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 66%	-	-	4 1%k	2 1%k	-	-	-	1 *
Another party	29 2%	-	-	-	-	-	-	-	-	-	29 100%	11 1%	4 1%	1 1%	2 4%l	1 8%	2 2%	5 3%l
Prefer not to say	28 2%	1 *	2 *	-	1 *	-	-	-	-	-	-	5 1%	3 1%	3 2%	-	-	1 1%	10 6%klp
Don't know	154 8%	14 4%	17 3%	12 5%	7 2%	1 2%	-	5 4%	-	3 34%	-	62 9%p	31 6%	13 7%	5 8%	2 18%	3 3%	18 11%lp

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: 1st to 2nd July 2024

Absolutes/col percents

Table 15

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

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

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	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	1641	834	800	180	289	261	306	233	372	454	480	323	384	142	73	188	149	134	116	76	166	233	220	144	
Weighted base	1647	818	824	171	268	262	286	259	401	458	465	348	376	151	70*	194	142	140	122	80*	149	218	229	152	
Conservative	328 20%	173 21%	155 19%	35 20%e	32 12%	36 14%	45 16%	53 20%e	127 32%def gh	86 19%	89 19%	87 25% m	66 18%	21 14%	6 9%	29 15%	23 16%	35 25% nop	25 20% o	13 16%	30 20% o	45 21% o	60 26% nop q	41 27% nopq	
Labour	625 38%	312 38%	312 38%	72 42% hi	132 49% ghi	121 46% hi	116 40% hi	80 31%	105 26%	185 40%	175 38%	126 36%	139 37%	47 31%	40 58% nqr suvwx	101 52% nru vw	58 41% wx	44 32%	49 40%	34 43%	58 39%	80 37%	69 30%	45 29%	
Liberal Democrat	199 12%	78 9%	120 15% a	24 14%	30 11%	35 13%	29 10%	24 9%	57 14%	79 17% lm	58 13% m	31 9%	30 8%	17 11% ops	2 2%	9 5%	17 12% ops	12 9%	4 3%	6 7%	19 13% ops	43 20% nop rst	40 17% opr st	30 20% oprst	
Reform UK	289 18%	157 19%	133 16%	19 11%	26 10%	44 17% e	60 21% de	67 26% def i	74 18% de	49 11%	69 15%	78 22% jk	93 25% jkl	11 8%	16 23% n	37 19% n	26 18% n	29 21% n	35 29% ntv wx	12 15%	29 20% n	31 14%	40 18% n	22 14%	
SNP	52 3%	29 4%	22 3%	2 1%	11 4%	5 2%	9 3%	10 4%	14 4%	13 3%	18 4% l	4 1%	16 4% l	52 34% opqr stuvwx	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	12 1%	7 1%	5 1%	1 1%	1 *	-	4 1%	4 1%	3 1%	7 2% k	* *	4 1% k	1 *	-	-	-	-	-	-	12 15% nopq rsuvwx	-	-	-	-	
Green Party	104 6%	44 5%	58 7%	13 7%	31 12% ghi	17 6%	15 5%	14 5%	14 3%	28 6%	39 8% l	14 4%	22 6%	1 1%	4 6% n	12 6% n	12 8% n	18 13% nstu	6 5%	2 2%	8 6% n	14 6% n	15 7% n	12 8% n	
SDP	3 *	2 *	1 *	-	-	-	2 1%	1 *	-	1 *	-	-	2 *	-	1 1%	-	2 2%	-	-	-	-	-	-	-	-
Workers Party of Britain	6 *	4 *	2 *	1 *	1 *	1 *	3 1% i	-	-	-	3 1%	-	3 1%	-	-	4 2% w	-	1 *	-	-	-	1 *	-	-	
Another party	29 2%	13 2%	16 2%	4 3%	5 2%	3 1%	3 1%	7 3%	7 2%	8 2%	13 3%	3 1%	4 1%	2 2%	1 1%	1 1%	3 2%	1 1%	4 3%	2 2%	4 3%	3 1%	5 2%	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

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 16

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

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

	Voting Intention											2019 Vote						
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1641	294	661	178	285	51	13	119	3	6	31	590	554	134	63	12	109	146
Weighted base	1647	328	625	199	289	52*	12**	104	3**	6**	29**	649	500	167	60*	10**	89*	138
Conservative	328 20%	328 100%bcdeg	-	-	-	-	-	-	-	-	-	296 46%lmnpq	7 1%	9 5%l	2 3%	-	3 4%	10 7%l
Labour	625 38%	-	625 100%acdeg	-	-	-	-	-	-	-	-	86 13%	386 77%kmnpq	45 27%kp	9 14%	3 30%	14 15%	67 49%kmnp
Liberal Democrat	199 12%	-	-	199 100%abdeg	-	-	-	-	-	-	-	38 6%	36 7%	98 59%klmpq	2 4%	-	6 7%	15 11%k
Reform UK	289 18%	-	-	-	289 100%abceg	-	-	-	-	-	-	201 31%lmnq	19 4%	6 3%	* 1%	1 9%	33 37%lmnq	23 16%lmn
SNP	52 3%	-	-	-	-	52 100%abcdg	-	-	-	-	-	-	4 1%k	1 1%k	43 72%klmpq	-	-	3 2%k
Plaid Cymru	12 1%	-	-	-	-	-	12 100%	-	-	-	-	1 *	1 *	-	-	5 51%	2 3%klm	2 2%kl
Green Party	104 6%	-	-	-	-	-	-	104 100%abcde	-	-	-	14 2%	40 8%k	5 3%	1 2%	-	27 30%klmnq	12 9%k
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	-	-	-	-	2 2%kl	-
Workers Party of Britain	6 *	-	-	-	-	-	-	-	-	6 100%	-	-	4 1%k	2 1%k	-	-	-	1 *
Another party	29 2%	-	-	-	-	-	-	-	-	-	29 100%	11 2%	4 1%	1 1%	2 4%l	1 10%	2 2%	5 4%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**

## Opinion Poll Survey

### ONLINE Fieldwork: 1st to 2nd July 2024

Absolutes/col percents

Table 17

**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	161	67	93	21	28	25	32	23	32	37	57	29	38	12	6	19	13	17	14	6	22	23	21	8
Weighted base	171	73*	96*	19**	30**	24**	31**	31**	36**	39**	59*	34**	39*	11**	7**	20**	14**	21**	14**	7**	21**	23**	25**	8**
Conservative	16 9%	7 10%	8 9%	-	4 13%	1 4%	4 12%	3 10%	4 12%	3 7%	9 15%	1 3%	3 8%	-	1 13%	1 4%	2 13%	3 12%	3 22%	-	-	2 10%	3 11%	2 20%
Labour	19 11%	2 3%	17 17%a	3 17%	2 7%	4 16%	2 6%	2 8%	6 16%	4 11%	7 12%	4 13%	3 8%	-	-	3 17%	3 19%	2 8%	1 5%	-	1 7%	3 15%	4 16%	2 24%
Liberal Democrat	12 7%	4 5%	8 8%	-	3 12%	-	2 8%	3 9%	3 8%	2 5%	5 8%	1 4%	3 8%	1 6%	2 26%	1 5%	-	-	-	2 28%	3 15%	1 6%	1 3%	1 12%
Reform UK	8 5%	5 6%	3 3%	1 4%	1 2%	3 12%	1 4%	2 7%	-	2 4%	3 5%	3 9%	-	-	1 20%	1 7%	-	1 4%	-	-	3 13%	1 2%	1 4%	-
SNP	1 1%	* 1%	1 1%	-	* 1%	-	1 3%	-	-	-	1 1%	-	* 1%	1 10%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	5 3%	2 3%	2 2%	1 4%	1 3%	2 7%	1 4%	-	-	1 2%	2 3%	1 3%	1 3%	-	-	-	1 6%	1 4%	1 9%	-	1 5%	-	1 3%	-
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	3 2%	3 4%	-	1 5%	2 7%	-	-	-	-	3 8%	-	-	-	-	-	2 11%	1 6%	-	-	-	-	-	-	-
Another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	16 9%	9 13%	6 7%	1 5%	4 12%	3 13%	1 2%	2 6%	6 16%	2 6%	6 10%	4 13%	3 8%	1 9%	1 12%	-	1 5%	3 16%	4 26%	-	-	2 8%	3 11%	2 23%
Don't know	92 54%	40 55%	50 53%	12 66%	13 44%	12 48%	19 61%	19 60%	17 49%	22 57%	27 46%	18 55%	24 63%	9 75%	2 29%	11 57%	7 52%	12 57%	5 37%	5 72%	12 60%	14 60%	13 53%	2 21%

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: 1st to 2nd July 2024**

Absolutes/col percents

Table 18

**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	161	16	19	11	8	2	-	6	-	2	-	57	32	13	6	2	3	27
Weighted base	171	16**	19**	12**	8**	1**	-**	5**	-**	3**	-**	66*	34**	16**	5**	2**	2**	25**
Conservative	16 9%	16 100%	-	-	-	-	-	-	-	-	-	11 17%	-	-	-	-	-	4 18%
Labour	19 11%	-	19 100%	-	-	-	-	-	-	-	-	6 10%	8 24%	1 5%	-	-	-	2 7%
Liberal Democrat	12 7%	-	-	12 100%	-	-	-	-	-	-	-	3 5%	5 13%	1 8%	1 13%	1 44%	* 17%	1 3%
Reform UK	8 5%	-	-	-	8 100%	-	-	-	-	-	-	3 4%	2 5%	-	-	-	-	2 7%
SNP	1 1%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 23%	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	5 3%	-	-	-	-	-	5 100%	-	-	-	-	2 3%	1 4%	-	-	-	1 48%	1 3%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	3 2%	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	2 9%
Another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	16 9%	-	-	-	-	-	-	-	-	-	-	3 5%	4 11%	3 20%	-	-	1 34%	5 19%
Don't know	92 54%	-	-	-	-	-	-	-	-	-	-	37 57%	14 43%	11 66%	3 65%	1 56%	-	9 35%

**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: 1st to 2nd July 2024

Absolutes/col percents

Table 19  
**Q3/4. In the (UK) General Election on Thursday 4 th July this year to elect MPs to Westminster, will you vote <...> or for another party?**  
**Base: All respondents who are likely to vote (5-10) or have already voted**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	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	1814	901	905	202	319	288	340	256	409	493	539	358	424	154	79	207	162	151	132	82	188	257	247	155	
Weighted base	1829	891	931	191	300	288	318	290	442	499	526	387	416	163	76*	214	155	160	138	88*	170	242	260	162	
Conservative	344 19%	180 20%	163 18%	35 18%	36 12%	37 13%	49 15%	56 19%	132 30% def	89 18%	98 19%	88 23%	69 17%	21 13%	7 9%	30 14%	25 16%	38 24% nop	28 20% o	13 15%	30 18%	47 19% o	63 24% nop	42 26% nopq	
Labour	644 35%	314 35%	328 35%	75 40% hi	134 45% hi	125 43% hi	117 37% hi	82 28%	111 25%	190 38%	182 35%	130 34%	143 34%	47 29%	40 53% nrs uvwx	104 49% nrs uvwx	61 39% w	46 29%	49 36%	34 39%	59 35%	84 35%	73 28%	47 29%	
Liberal Democrat	211 12%	81 9%	127 14% a	24 13%	33 11%	35 12%	31 10%	27 9%	60 14%	81 16% lm	63 12%	33 8%	34 8%	17 11% ps	3 4%	10 5%	17 11% ps	12 8%	4 3%	8 9%	22 13% ops	45 19% nop rs	41 16% opr s	31 19% noprs	
Reform UK	297 16%	161 18%	136 15%	20 10%	26 9%	47 16% e	61 19% de	69 24% def	74 17% de	51 10%	72 14%	81 21% jkl	93 22% jkl	11 7%	17 23% n	39 18% n	26 17% n	29 18% n	35 26% ntv wx	12 13%	32 19% n	32 13%	41 16% n	22 14% n	
SNP	53 3%	30 3%	23 2%	2 1%	12 4%	5 2%	10 3%	10 4%	14 3%	13 3%	19 4% l	4 1%	16 4% l	53 33% opqr stuvwx	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	12 1%	7 1%	5 1%	1 1%	1 *	-	4 1%	4 1%	3 1%	7 1% k	*	4 1% k	1 *	-	-	-	-	-	-	12 14% nopq rsuvwx	-	-	-	-	
Green Party	109 6%	47 5%	60 6%	13 7% i	32 11% ghi	19 7% i	16 5%	14 5%	14 3%	29 6%	41 8% l	15 4%	23 6%	1 1%	4 6% n	12 6% n	13 8% n	18 11% nt	7 5% n	2 2%	9 5% n	14 6% n	16 6% n	12 7% n	
SDP	3 *	2 *	1 *	-	-	-	2 1%	1 *	-	1 *	-	-	2 *	-	1 1%	-	2 2%	-	-	-	-	-	-	-	-
Workers Party of Britain	9 *	7 1%	2 *	1 1%	3 1% i	1 *	3 1% i	-	-	3 1%	3 1%	-	3 1%	-	-	6 3% nuvw x	1 1%	1 *	-	-	-	1 *	-	-	
Another party	29 2%	13 1%	16 2%	4 2%	5 2%	3 1%	3 1%	7 2%	7 1%	8 2%	13 2%	3 1%	4 1%	2 2%	1 1%	1 1%	3 2%	1 1%	4 3%	2 2%	4 3%	3 1%	5 2%	2 1%	

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

Prepared by Whitestone Insight



**Opinion Poll Survey**  
**ONLINE Fieldwork: 1st to 2nd July 2024**

Absolutes/col percents

Table 19

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

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

	Gender		Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1829	891	931	191	300	288	318	290	442	499	526	387	416	163	76*	214	155	160	138	88*	170	242	260	162
Prefer not to say	16 1%	9 1%	6 1%	1 *	4 1%	3 1%	1 *	2 1%	6 1%	2 *	6 1%	4 1%	3 1%	1 1%	1 -	- *	1 2%	3 3%pu	4 -	- -	2 1%	3 1%	2 1%	
Don't know	92 5%	40 5%	50 5%	12 7%	13 4%	12 4%	19 6%	19 6%	17 4%	22 4%	27 5%	18 5%	24 6%	9 5% <sub>x</sub>	2 3%	11 5% <sub>x</sub>	7 5%	12 7% <sub>x</sub>	5 4%	5 6% <sub>x</sub>	12 7% <sub>x</sub>	14 6% <sub>x</sub>	13 5% <sub>x</sub>	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: 1st to 2nd July 2024

Absolutes/col percents

Table 20

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

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

	Voting Intention											2019 Vote						
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	SNP (n)	Plaid Cymru (o)	Another party (p)	Did not vote (q)
Unweighted base	1814	310	680	189	293	53	13	125	3	8	31	648	586	147	69	14	114	177
Weighted base	1829	344	644	211	297	53*	12**	109	3**	9**	29**	716	534	184	65*	12**	93	166
Conservative	344 19%	344 100%bcdeg	-	-	-	-	-	-	-	-	-	307 43%lmnpq	7 1%	9 5%l	2 3%	-	3 4%	14 9%l
Labour	644 35%	-	644 100%acdeg	-	-	-	-	-	-	-	-	93 13%	394 74%kmnpq	46 25%k	9 13%	3 25%	14 15%	69 41%kmnp
Liberal Democrat	211 12%	-	-	211 100%abdeg	-	-	-	-	-	-	-	41 6%	40 8%	100 54%klmpq	3 5%	1 8%	6 7%	15 9%
Reform UK	297 16%	-	-	-	297 100%abceg	-	-	-	-	-	-	204 28%lmnq	20 4%	6 3%	* 1%	1 7%	33 35%lmnq	24 15%lmn
SNP	53 3%	-	-	-	-	53 100%abcdg	-	-	-	-	-	-	4 1%k	1 1%k	45 68%klmpq	-	-	3 2%k
Plaid Cymru	12 1%	-	-	-	-	-	12 100%	-	-	-	-	1 *	1 *	-	-	5 42%	2 2%klm	2 2%kl
Green Party	109 6%	-	-	-	-	-	-	109 100%abcde	-	-	-	16 2%	41 8%km	5 3%	1 1%	-	28 30%klmnq	13 8%k
SDP	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	-	-	-	-	2 2%kl	-
Workers Party of Britain	9 *	-	-	-	-	-	-	-	-	9 100%	-	-	4 1%k	2 1%k	-	-	-	3 2%k
Another party	29 2%	-	-	-	-	-	-	-	-	-	29 100%	11 1%	4 1%	1 1%	2 4%l	1 8%	2 2%	5 3%l
Prefer not to say	16 1%	-	-	-	-	-	-	-	-	-	-	3 *	4 1%	3 2%	-	-	1 1%	5 3%kl
Don't know	92 5%	-	-	-	-	-	-	-	-	-	-	37 5%lp	14 3%	11 6%p	3 5%p	1 10%	-	9 5%p

**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**