

YouGov Survey Results

Sample Size: 2238 GB Adults
Fieldwork: 14th - 17th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2238	268	621	187	335	273	732	542	190	789	833	1083	1155	235	924	553	526	1276	962	1931	112	195	539	372	271	750	
Unweighted Sample	2238	267	691	197	316	273	673	603	186	941	781	985	1253	202	892	622	522	1407	831	1929	122	187	557	388	227	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How would you feel about each of the following happening?

Labour wins a very large majority of seats at the general election

Very positive	21	1	57	23	0	2	5	46	32	33	10	22	20	25	23	21	16	24	18	21	20	21	23	17	21	21
Fairly positive	22	7	36	34	5	16	11	34	27	28	14	22	21	34	26	17	14	24	19	21	27	27	20	22	22	20
TOTAL POSITIVE	43	8	93	57	5	18	16	80	59	61	24	44	41	59	49	38	30	48	37	42	47	48	43	39	43	41
Neither positive nor negative	15	12	4	18	11	27	14	10	16	15	15	15	16	10	17	16	14	14	17	15	13	18	12	13	20	17
Fairly negative	12	25	1	12	24	17	21	4	10	10	17	13	11	11	8	15	17	12	12	12	8	13	12	12	11	13
Very negative	21	53	1	8	58	15	45	3	12	9	39	21	21	9	13	24	36	19	23	22	21	13	22	25	18	21
TOTAL NEGATIVE	33	78	2	20	82	32	66	7	22	19	56	34	32	20	21	39	53	31	35	34	29	26	34	37	29	34
Don't know	9	0	1	4	1	23	4	3	4	5	5	6	12	11	13	7	3	7	11	9	10	7	10	11	8	8

The Conservative party wins only a small number of seats at the general election

Very positive	26	2	45	37	17	8	10	47	35	35	15	29	22	36	30	23	16	29	22	25	30	32	28	23	29	22
Fairly positive	21	10	29	28	23	14	15	29	25	25	17	21	21	22	22	22	16	20	21	21	20	22	23	16	21	21
TOTAL POSITIVE	47	12	74	65	40	22	25	76	60	60	32	50	43	58	52	45	32	49	43	46	50	54	51	39	50	43
Neither positive nor negative	21	18	12	19	27	34	27	11	17	17	27	21	21	15	19	21	28	20	22	22	20	17	17	24	25	22
Fairly negative	13	34	8	7	22	16	27	5	11	10	19	14	13	13	9	13	21	14	13	14	8	13	12	15	10	16
Very negative	9	34	4	5	8	4	16	4	6	8	13	8	9	3	5	12	14	8	10	9	8	9	7	10	7	10
TOTAL NEGATIVE	22	68	12	12	30	20	43	9	17	18	32	22	22	16	14	25	35	22	23	23	16	22	19	25	17	26
Don't know	10	2	3	4	2	24	4	4	7	4	8	7	14	12	14	9	6	9	13	11	13	7	13	12	8	9

The Liberal Democrats win the second most seats in the general election and become the official opposition

Very positive	16	3	25	56	0	7	5	27	45	28	6	18	15	23	21	11	9	20	10	16	18	15	16	13	21	16
Fairly positive	23	14	39	30	7	19	16	38	29	35	14	23	23	24	26	20	21	26	19	22	19	32	21	19	30	22
TOTAL POSITIVE	39	17	64	86	7	26	21	65	74	63	20	41	38	47	47	31	30	46	29	38	37	47	37	32	51	38
Neither positive nor negative	22	19	21	6	18	31	21	20	15	18	24	20	24	23	19	27	21	20	25	22	20	27	24	23	21	19
Fairly negative	10	19	6	2	23	9	17	7	3	7	15	11	10	8	9	12	12	10	11	11	10	7	10	13	7	11
Very negative	17	39	4	3	50	9	36	3	4	6	33	20	14	6	10	21	30	14	21	18	19	8	16	18	11	21
TOTAL NEGATIVE	27	58	10	5	73	18	53	10	7	13	48	31	24	14	19	33	42	24	32	29	29	15	26	31	18	32
Don't know	12	5	5	2	2	25	5	5	4	5	8	8	15	16	15	9	6	9	15	11	14	12	12	14	10	10

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Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2238	268	621	187	335	273	732	542	190	789	833	1083	1155	235	924	553	526	1276	962	1931	112	195	539	372	271	750
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The SNP win only a small number of seats in the general election

Very positive	18	30	12	14	44	10	34	10	16	12	30	23	13	9	13	22	26	18	17	17	10	26	17	18	15	18
Fairly positive	14	22	15	20	13	14	19	13	14	15	16	16	13	12	14	13	18	16	12	15	12	12	16	15	14	14
TOTAL POSITIVE	32	52	27	34	57	24	53	23	30	27	46	39	26	21	27	35	44	34	29	32	22	38	33	33	29	32
Neither positive nor negative	37	23	48	40	25	36	27	50	47	44	29	34	39	44	36	37	34	37	36	39	36	17	36	38	42	39
Fairly negative	8	6	11	12	4	5	4	11	10	12	4	8	8	8	11	5	5	8	7	7	9	18	7	6	6	7
Very negative	7	9	3	3	9	2	8	3	6	6	9	7	7	3	6	8	9	5	9	5	10	19	5	6	5	6
TOTAL NEGATIVE	15	15	14	15	13	7	12	14	16	18	13	15	15	11	17	13	14	13	16	12	19	37	12	12	11	13
Don't know	17	10	11	11	5	33	8	13	7	12	12	12	21	24	22	14	7	15	19	17	24	8	18	18	18	16

The Conservative party wins only a small number of seats at the general election, and afterwards merge together with Reform UK into one party, led by Nigel Farage

Very positive	8	7	1	0	38	1	17	2	0	2	16	8	7	4	7	8	10	7	9	8	7	4	8	8	6	9
Fairly positive	12	21	4	4	30	13	22	4	3	5	20	13	10	11	8	12	17	11	12	12	9	7	11	12	10	14
TOTAL POSITIVE	20	28	5	4	68	14	39	6	3	7	36	21	17	15	15	20	27	18	21	20	16	11	19	20	16	23
Neither positive nor negative	15	19	12	12	12	14	15	11	9	10	20	17	13	12	14	15	20	13	18	15	20	13	16	18	13	14
Fairly negative	14	21	17	13	10	14	16	15	14	15	13	13	14	15	15	14	11	14	13	14	18	14	14	12	18	13
Very negative	39	30	59	65	6	29	22	62	66	63	21	39	39	38	42	39	36	45	32	39	28	53	37	37	44	38
TOTAL NEGATIVE	53	51	76	78	16	43	38	77	80	78	34	52	53	53	57	53	47	59	45	53	46	67	51	49	62	51
Don't know	13	2	7	7	2	28	7	7	8	6	10	9	16	19	15	12	6	10	16	13	18	9	14	12	9	13

The Conservative party wins only a small number of seats at the general election, and afterwards merge together with Reform UK into one party, led by a newly-elected leader from the Conservatives

Very positive	3	6	1	1	11	2	7	1	1	1	7	3	3	1	3	3	5	3	4	3	4	4	3	3	3	3
Fairly positive	13	31	4	6	33	12	28	4	4	7	23	13	12	8	10	14	20	13	13	13	14	10	14	14	9	13
TOTAL POSITIVE	16	37	5	7	44	14	35	5	5	8	30	16	15	9	13	17	25	16	17	16	18	14	17	17	12	16
Neither positive nor negative	21	24	18	16	20	19	22	16	13	16	24	23	19	18	19	20	24	19	22	21	22	18	15	26	21	22
Fairly negative	20	20	26	22	20	15	21	24	25	21	18	22	18	27	21	18	17	20	20	20	21	17	24	15	21	20
Very negative	30	16	44	52	13	23	15	48	50	48	17	30	31	27	32	33	27	35	25	30	23	41	29	29	34	29
TOTAL NEGATIVE	50	36	70	74	33	38	36	72	75	69	35	52	49	54	53	51	44	55	45	50	44	58	53	44	55	49
Don't know	13	3	7	4	3	29	7	7	7	6	11	9	16	19	15	12	7	10	17	13	16	10	15	13	11	12

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Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2238	268	621	187	335	273	732	542	190	789	833	1083	1155	235	924	553	526	1276	962	1931	112	195	539	372	271	750	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative party wins only a small number of seats at the general election, and in the years following the election are replaced by Reform UK as the main right wing party in the UK

Very positive	10	5	3	1	50	2	20	3	1	2	20	12	8	6	8	11	14	8	12	11	8	5	12	11	7	10
Fairly positive	12	15	9	7	30	11	21	8	4	7	20	14	11	10	11	14	14	13	11	13	9	8	13	15	9	14
TOTAL POSITIVE	22	20	12	8	80	13	41	11	5	9	40	26	19	16	19	25	28	21	23	24	17	13	25	26	16	24
Neither positive nor negative	17	20	17	11	10	18	16	14	11	14	19	17	17	14	16	17	20	16	19	17	23	16	16	19	16	17
Fairly negative	18	22	24	27	5	16	17	25	23	22	14	20	15	27	19	14	14	18	17	17	16	22	16	14	24	17
Very negative	30	36	41	47	2	25	20	45	55	50	17	28	32	25	30	34	29	34	25	30	24	38	29	28	36	30
TOTAL NEGATIVE	48	58	65	74	7	41	37	70	78	72	31	48	47	52	49	48	43	52	42	47	40	60	45	42	60	47
Don't know	13	3	6	7	3	28	7	6	7	6	10	9	16	18	16	9	8	10	15	12	21	11	14	14	9	11

If Reform UK were to win 20-30 seats at the general election

Very positive	11	6	2	2	58	2	24	1	1	2	23	13	9	7	7	13	16	10	13	12	9	7	13	11	7	12
Fairly positive	14	26	6	7	34	15	27	6	6	7	25	16	13	11	11	18	18	13	17	15	15	9	15	15	9	17
TOTAL POSITIVE	25	32	8	9	92	17	51	7	7	9	48	29	22	18	18	31	34	23	30	27	24	16	28	26	16	29
Neither positive nor negative	16	25	14	11	5	23	18	12	10	12	19	15	18	14	15	16	20	15	19	17	19	14	15	20	17	16
Fairly negative	12	18	15	20	1	12	11	13	17	15	9	11	13	16	11	12	11	13	11	12	12	13	10	13	14	12
Very negative	34	21	55	57	1	21	14	60	60	58	14	37	30	36	39	32	26	40	26	33	24	45	34	26	44	32
TOTAL NEGATIVE	46	39	70	77	2	33	25	73	77	73	23	48	43	52	50	44	37	53	37	45	36	58	44	39	58	44
Don't know	13	5	7	4	2	26	6	6	7	6	10	9	16	16	16	9	8	10	16	12	21	12	13	14	8	12

If the Green party were to win 20-30 seats at the general election

Very positive	17	4	25	37	1	9	3	35	30	28	6	18	16	29	23	13	8	21	13	17	16	19	17	13	21	18
Fairly positive	23	15	35	30	11	21	15	35	32	31	17	20	25	25	25	23	18	26	20	23	22	25	22	23	28	22
TOTAL POSITIVE	40	19	60	67	12	30	18	70	62	59	23	38	41	54	48	36	26	47	33	40	38	44	39	36	49	40
Neither positive nor negative	21	19	23	20	18	26	22	17	15	20	22	21	21	17	19	24	23	20	23	22	18	17	23	24	19	21
Fairly negative	10	20	5	6	19	11	18	5	9	8	14	11	9	8	6	13	14	8	12	10	10	10	9	9	12	10
Very negative	17	36	5	4	49	10	36	4	8	7	32	21	13	8	11	19	30	16	19	17	14	18	17	18	12	19
TOTAL NEGATIVE	27	56	10	10	68	21	54	9	17	15	46	32	22	16	17	32	44	24	31	27	24	28	26	27	24	29
Don't know	12	6	7	3	3	22	6	5	6	5	9	8	15	14	16	9	7	9	15	11	20	11	13	12	8	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative party wins a very large majority of seats at the general election

Very positive	6	35	0	1	5	1	14	1	2	4	10	5	7	2	3	7	10	6	5	5	10	5	4	7	5	6
Fairly positive	10	37	2	4	15	10	22	1	5	6	16	9	10	5	6	12	15	9	10	10	7	6	11	11	8	9
TOTAL POSITIVE	16	72	2	5	20	11	36	2	7	10	26	14	17	7	9	19	25	15	15	15	17	11	15	18	13	15
Neither positive nor negative	15	14	3	11	21	31	21	5	13	10	18	14	15	14	13	14	20	14	16	15	15	11	11	14	18	18
Fairly negative	14	9	14	14	22	16	19	10	12	13	17	14	13	10	13	15	14	14	13	14	6	10	13	13	13	17
Very negative	47	4	78	67	34	21	21	80	64	62	33	51	44	58	52	45	36	49	44	46	47	62	53	42	50	41
TOTAL NEGATIVE	61	13	92	81	56	37	40	90	76	75	50	65	57	68	65	60	50	63	57	60	53	72	66	55	63	58
Don't know	9	0	3	4	1	21	3	3	5	4	6	7	11	11	13	7	4	7	12	9	15	6	9	13	7	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*