

YouGov Survey Results

Sample Size: 2080 GB Adults
Fieldwork: 27th - 28th June 2024

Total	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample 2080	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894	
Unweighted Sample 2080	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think political parties who win elections generally do or do not keep the promises they set out in their manifestos?

Generally keep all or nearly all of the promises they make in their manifestos	1	2	1	0	1	1	0	1	1	1	1	1	0	0	1	0	0	1	1	
Generally keep most of the promises they make in their manifestos	18	32	25	23	8	9	12	19	22	18	20	17	18	17	19	15	19	19	21	14
TOTAL KEEP ALL / MOST MANIFESTO PROMISES	19	34	26	23	9	10	12	20	23	19	21	18	19	17	19	16	19	19	22	15
Generally go back upon most of the promises they make in their manifestos	53	50	54	59	56	62	56	55	54	63	57	52	51	54	53	52	51	55	55	49
Generally go back on all or nearly all the promises they make in their manifestos	22	13	13	14	33	24	25	21	17	14	17	27	24	21	18	23	24	21	19	27
TOTAL GO BACK ON MOST / ALL MANIFESTO PROMISES	75	63	67	73	89	86	81	76	71	77	74	79	75	75	71	75	75	76	74	76
Don't know	7	3	6	3	2	4	8	3	6	4	5	4	6	8	10	9	5	4	5	9

How much have you seen or heard about...

The Conservative party's manifesto promises?

A lot	9	13	10	6	10	7	6	11	10	3	8	10	12	6	16	8	9	7	8	10
A fair amount	43	55	47	54	49	43	36	48	45	50	46	43	43	42	48	42	37	47	48	35
TOTAL A LOT / FAIR AMOUNT	52	68	57	60	59	50	42	59	55	53	54	53	55	48	64	50	46	54	56	45
Not very much	33	26	30	29	32	39	41	33	33	33	33	34	32	35	25	34	37	32	31	37
Nothing at all	15	6	13	11	9	12	17	8	11	14	13	13	13	17	11	16	16	14	13	18
TOTAL NOT VERY MUCH / NOTHING	48	32	43	40	41	51	58	41	44	47	46	47	45	52	36	50	53	46	44	55

The Labour party's manifesto promises?

A lot	10	7	17	8	10	6	8	9	17	5	11	10	12	8	17	10	9	8	10	10
A fair amount	46	49	55	59	46	57	38	47	52	52	51	44	46	45	54	46	42	45	50	40
TOTAL A LOT / FAIR AMOUNT	56	56	72	67	56	63	46	56	69	57	62	54	58	53	71	56	51	53	60	50
Not very much	30	32	22	23	31	28	36	31	25	34	28	31	30	30	20	31	32	31	28	33
Nothing at all	14	12	5	11	13	8	17	12	6	9	10	15	12	16	8	13	16	16	12	17
TOTAL NOT VERY MUCH / NOTHING	44	44	27	34	44	36	53	43	31	43	38	46	42	46	28	44	48	47	40	50

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Unweighted Sample	2080	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

Generally speaking, do you think political parties who win elections generally do or do not keep the promises they set out in their manifestos?

Generally keep all or nearly all of the promises they make in their manifestos	1	1	1	0	1	2	1	1
Generally keep most of the promises they make in their manifestos	18	19	12	11	19	16	20	19
TOTAL KEEP ALL / MOST MANIFESTO PROMISES	19	20	13	11	20	18	21	20
Generally go back upon most of the promises they make in their manifestos	53	52	58	56	48	58	47	54
Generally go back on all or nearly all the promises they make in their manifestos	22	22	28	25	26	17	22	21
TOTAL GO BACK ON MOST / ALL MANIFESTO PROMISES	75	74	86	81	74	75	69	75
Don't know	7	7	2	8	7	7	10	5

How much have you seen or heard about...

The Conservative party's manifesto promises?

A lot	9	9	7	9	9	8	10	9
A fair amount	43	43	47	37	39	40	47	46
TOTAL A LOT / FAIR AMOUNT	52	52	54	46	48	48	57	55
Not very much	33	34	33	33	35	38	31	31
Nothing at all	15	15	13	21	18	14	12	14
TOTAL NOT VERY MUCH / NOTHING	48	49	46	54	53	52	43	45

The Labour party's manifesto promises?

A lot	10	10	13	10	11	9	11	9
A fair amount	46	46	45	41	41	44	50	50
TOTAL A LOT / FAIR AMOUNT	56	56	58	51	52	53	61	59
Not very much	30	31	27	27	32	34	30	28
Nothing at all	14	13	15	22	16	12	10	13
TOTAL NOT VERY MUCH / NOTHING	44	44	42	49	48	46	40	41

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

The Liberal Democrat party's manifesto promises?

A lot	3	3	3	6	1	5	3	2	3	3	3	2	3	3	8	2	3	2	3	3
A fair amount	23	21	28	46	21	28	16	22	27	36	27	22	23	23	29	21	24	24	26	20
TOTAL A LOT / FAIR AMOUNT	26	24	31	52	22	33	19	24	30	39	30	24	26	26	37	23	27	26	29	23
Not very much	45	48	46	37	46	49	48	47	50	42	48	45	45	44	39	47	44	44	45	45
Nothing at all	29	28	23	10	32	18	33	29	20	18	22	31	28	30	23	30	28	30	26	32
TOTAL NOT VERY MUCH / NOTHING	74	76	69	47	78	67	81	76	70	60	70	76	73	74	62	77	72	74	71	77

The Green party's manifesto promises?

A lot	4	2	3	3	2	24	1	2	4	4	4	2	4	3	10	3	4	2	4	3
A fair amount	19	13	23	22	16	50	14	13	28	16	24	13	20	18	30	21	15	14	20	17
TOTAL A LOT / FAIR AMOUNT	23	15	26	25	18	74	15	15	32	20	28	15	24	21	40	24	19	16	24	20
Not very much	42	44	46	48	45	22	44	46	44	51	46	43	42	43	39	42	44	44	43	41
Nothing at all	35	40	28	26	37	4	41	40	24	29	26	41	35	35	22	34	37	41	32	38
TOTAL NOT VERY MUCH / NOTHING	77	84	74	74	82	26	85	86	68	80	72	84	77	78	61	76	81	85	75	79

The Reform UK party's manifesto promises?

A lot	10	6	5	4	35	10	6	13	8	5	5	14	12	7	14	10	7	9	8	11
A fair amount	29	34	28	23	49	28	26	38	27	21	25	35	32	27	33	28	29	31	31	27
TOTAL A LOT / FAIR AMOUNT	39	40	33	27	84	38	32	51	35	26	30	49	44	34	47	38	36	40	39	38
Not very much	35	40	40	40	13	33	39	31	38	40	39	32	32	37	30	36	37	31	35	34
Nothing at all	27	20	28	32	3	29	29	18	27	34	30	19	24	30	23	26	27	29	26	27
TOTAL NOT VERY MUCH / NOTHING	62	60	68	72	16	62	68	49	65	74	69	51	56	67	53	62	64	60	61	61

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	%	%	%	%	%	%	%	%

The Liberal Democrat party's manifesto promises?

A lot	3	3	1	2	3	6	2	3
A fair amount	23	24	22	19	21	20	28	26
TOTAL A LOT / FAIR AMOUNT	26	27	23	21	24	26	30	29
Not very much	45	45	50	46	44	43	48	44
Nothing at all	29	28	26	33	32	31	23	27
TOTAL NOT VERY MUCH / NOTHING	74	73	76	79	76	74	71	71

The Green party's manifesto promises?

A lot	4	4	3	2	3	4	4	5
A fair amount	19	19	19	20	19	12	28	18
TOTAL A LOT / FAIR AMOUNT	23	23	22	22	22	16	32	23
Not very much	42	43	44	39	40	47	41	43
Nothing at all	35	35	35	38	38	36	27	34
TOTAL NOT VERY MUCH / NOTHING	77	78	79	77	78	83	68	77

The Reform UK party's manifesto promises?

A lot	10	10	14	5	9	9	8	11
A fair amount	29	30	29	24	30	24	35	30
TOTAL A LOT / FAIR AMOUNT	39	40	43	29	39	33	43	41
Not very much	35	35	36	33	32	40	32	35
Nothing at all	27	26	21	38	28	26	25	24
TOTAL NOT VERY MUCH / NOTHING	62	61	57	71	60	66	57	59

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

Thinking about the campaign and promises that the Conservative Party have laid out so far at this election, do you think they...

Would be good or bad for Britain?

Good for Britain	22	81	6	15	31	4	18	48	4	13	12	38	24	21	10	16	24	36	23	21
Bad for Britain	52	5	79	62	47	85	32	26	82	65	67	36	56	48	72	59	48	35	53	50
Don't know	26	14	15	24	22	11	51	26	14	22	21	27	21	31	18	25	29	29	24	29

Are affordable or unaffordable?

Affordable	14	50	4	10	20	6	8	29	3	10	9	22	17	11	8	13	13	20	16	12
Unaffordable	57	20	79	66	57	78	41	39	81	65	68	47	62	53	69	62	56	45	58	56
Don't know	29	30	17	24	23	15	51	32	15	25	23	31	21	36	23	26	31	34	26	32

Are realistic or unrealistic?

Realistic	14	57	3	9	21	2	9	32	2	9	8	23	16	13	11	12	13	22	15	13
Unrealistic	62	21	82	71	63	86	50	45	85	71	74	53	67	58	71	66	60	53	63	61
Don't know	23	22	15	19	16	11	41	24	13	20	18	24	17	29	18	22	26	25	22	26

Thinking about the campaign and promises that the Labour party have laid out so far at this election, do you think they...

Would be good or bad for Britain?

Good for Britain	37	17	76	53	6	46	15	17	67	55	54	20	40	35	53	43	31	26	43	29
Bad for Britain	35	66	5	19	81	28	36	61	12	17	19	57	39	31	26	28	39	47	30	42
Don't know	28	16	19	28	13	26	49	22	21	28	27	23	21	34	21	29	30	26	26	29

Are affordable or unaffordable?

Affordable	22	3	50	24	4	26	9	5	45	27	32	10	26	19	37	27	16	14	25	18
Unaffordable	47	78	18	45	86	43	43	74	24	38	34	66	50	43	36	38	51	61	44	49
Don't know	31	19	33	30	11	31	48	21	31	35	34	24	24	38	26	35	33	26	31	32

Are realistic or unrealistic?

Realistic	25	4	60	27	3	27	8	6	52	32	38	12	29	21	37	30	19	17	28	20
Unrealistic	47	77	18	45	86	47	45	74	26	37	34	66	51	44	42	40	51	60	46	50
Don't know	28	19	23	29	11	26	47	19	23	31	28	22	20	35	21	30	30	23	26	30

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	%	%	%	%	%	%	%	%

Thinking about the campaign and promises that the Conservative Party have laid out so far at this election, do you think they...

Would be good or bad for Britain?

Good for Britain	22	23	24	15	18	25	20	26
Bad for Britain	52	51	49	61	56	48	55	48
Don't know	26	26	27	24	26	27	25	26

Are affordable or unaffordable?

Affordable	14	14	21	10	11	15	13	16
Unaffordable	57	57	49	62	61	52	62	56
Don't know	29	29	30	28	28	33	25	29

Are realistic or unrealistic?

Realistic	14	14	19	11	11	16	13	17
Unrealistic	62	62	61	65	66	56	68	60
Don't know	23	24	20	24	23	28	19	23

Thinking about the campaign and promises that the Labour party have laid out so far at this election, do you think they...

Would be good or bad for Britain?

Good for Britain	37	37	38	34	42	34	47	33
Bad for Britain	35	35	34	33	32	36	26	40
Don't know	28	27	28	33	25	30	27	27

Are affordable or unaffordable?

Affordable	22	22	22	22	25	18	31	19
Unaffordable	47	47	46	38	45	47	38	53
Don't know	31	31	31	40	30	35	31	29

Are realistic or unrealistic?

Realistic	25	25	27	26	29	23	29	21
Unrealistic	47	48	50	38	45	47	41	54
Don't know	28	27	23	35	26	30	30	25

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

Thinking about the campaign and promises that the Conservative Party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	7	35	2	5	10	1	3	18	1	5	3	14	7	8	3	6	8	12	8	6
They have lots of policies, but they don't seem very well thought through	36	30	47	41	39	30	33	35	43	44	41	32	39	34	47	36	34	36	40	31
They don't have many policies, but those they do have seem well thought through	8	17	5	7	13	6	6	14	4	4	5	13	7	9	5	7	10	10	8	8
They don't have many policies and those they do have are not well thought through	24	3	30	25	21	52	15	12	35	23	31	18	30	18	26	25	24	20	23	25
Not sure	24	16	16	22	16	11	43	22	17	23	20	22	17	31	19	27	24	22	21	29
TOTAL HAVE LOTS OF POLICIES	43	65	49	46	49	31	36	53	44	49	44	46	46	42	50	42	42	48	48	37
TOTAL DON'T HAVE MANY POLICIES	32	20	35	32	34	58	21	26	39	27	36	31	37	27	31	32	34	30	31	33
TOTAL WELL THOUGHT THROUGH	15	52	7	12	23	7	9	32	5	9	8	27	14	17	8	13	18	22	16	14
TOTAL NOT WELL THOUGHT THROUGH	60	33	77	66	60	82	48	47	78	67	72	50	69	52	73	61	58	56	63	56

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	%	%	%	%	%	%	%	%

Thinking about the campaign and promises that the Conservative Party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	7	8	8	5	5	11	5	9
They have lots of policies, but they don't seem very well thought through	36	37	31	29	34	38	36	40
They don't have many policies, but those they do have seem well thought through	8	8	11	9	8	8	10	7
They don't have many policies and those they do have are not well thought through	24	23	28	28	26	19	27	22
Not sure	24	24	23	28	27	25	22	22
TOTAL HAVE LOTS OF POLICIES	43	45	39	34	39	49	41	49
TOTAL DON'T HAVE MANY POLICIES	32	31	39	37	34	27	37	29
TOTAL WELL THOUGHT THROUGH	15	16	19	14	13	19	15	16
TOTAL NOT WELL THOUGHT THROUGH	60	60	59	57	60	57	63	62

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

Thinking about the campaign and promises that the Labour Party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	13	4	32	16	2	12	5	4	31	13	20	8	13	13	14	16	11	10	16	10
They have lots of policies, but they don't seem very well thought through	30	46	20	29	41	38	33	43	19	29	24	38	31	30	33	26	34	34	30	31
They don't have many policies, but those they do have seem well thought through	15	8	27	19	7	23	7	8	24	27	23	8	18	12	18	16	14	11	18	11
They don't have many policies and those they do have are not well thought through	17	30	2	10	40	15	16	28	6	8	11	26	21	14	11	13	17	26	15	20
Not sure	24	13	19	26	10	12	40	17	20	23	23	19	17	31	24	28	24	18	21	29
TOTAL HAVE LOTS OF POLICIES	43	50	52	45	43	50	38	47	50	42	44	46	44	43	47	42	45	44	46	41
TOTAL DON'T HAVE MANY POLICIES	32	38	29	29	47	38	23	36	30	35	34	34	39	26	29	29	31	37	33	31
TOTAL WELL THOUGHT THROUGH	28	12	59	35	9	35	12	12	55	40	43	16	31	25	32	32	25	21	34	21
TOTAL NOT WELL THOUGHT THROUGH	47	76	22	39	81	53	49	71	25	37	35	64	52	44	44	39	51	60	45	51

*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.

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	%	%	%	%	%	%	%	%

Thinking about the campaign and promises that the Labour Party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	13	14	9	12	17	12	13	12
They have lots of policies, but they don't seem very well thought through	30	31	28	28	27	31	28	35
They don't have many policies, but those they do have seem well thought through	15	15	13	16	14	15	20	14
They don't have many policies and those they do have are not well thought through	17	17	24	14	16	17	16	18
Not sure	24	24	26	31	27	25	22	21
TOTAL HAVE LOTS OF POLICIES	43	45	37	40	44	43	41	47
TOTAL DON'T HAVE MANY POLICIES	32	32	37	30	30	32	36	32
TOTAL WELL THOUGHT THROUGH	28	29	22	28	31	27	33	26
TOTAL NOT WELL THOUGHT THROUGH	47	48	52	42	43	48	44	53

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