

YouGov Survey Results

Sample Size: 42119 GB adults
Fieldwork: 5th - 8th July 2024

	2019 General Election vote							2016 EU ref vote		2019 GE vote by 2016 EU ref vote						Gender		
	Total	Con	Lab	Lib Dem	SNP	Plaid	Brexit	Green	Remain	Leave	Con Remain	Con Leave	Labour Remain	Lab Leave	Lib Remain	Lib Leave	Male	Female
Weighted Sample	42119	13817	10124	3561	1235	170	644	863	14775	15731	2853	9904	6449	1982	2645	503	20385	21734
Unweighted Sample	42119	14393	11743	4167	1576	237	639	1271	19175	15980	3377	10305	8599	1998	3413	473	19666	22453
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2024 General Election vote

[Excluding those who did not vote]

Con	24	53	2	10	1	7	9	7	16	37	63	51	2	3	10	14	23	26
Lab	35	10	71	30	22	20	8	28	47	19	15	9	74	69	31	24	34	35
Lib Dem	13	7	8	49	4	7	4	14	17	7	11	5	9	6	50	44	12	13
SNP	3	0	1	0	60	0	0	2	4	1	0	0	1	0	0	0	3	2
Plaid	1	0	1	0	0	52	1	1	1	0	0	0	1	1	0	0	1	1
Reform	15	25	3	2	3	6	69	7	3	28	7	30	1	10	1	10	17	12
Green	7	2	10	5	5	3	3	36	8	3	2	2	10	5	5	5	6	8
Other	4	3	4	2	4	4	6	6	3	4	2	3	3	5	2	3	4	3

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	Age (1)				Age (2)							Age by gender								
Total	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60-69	70+	18-24 Men	18-24 Women	25-49 Men	25-49 Women	50-64 Men	50-64 Women	65+ Men	65+ Women	
Weighted Sample 42119	4390	17430	10408	9887	4390	2252	6730	8448	6742	7308	6250	2216	2174	8567	8863	5099	5310	4504	5387	
Unweighted Sample	42119	2385	14748	12267	12717	2385	1814	5676	7258	7828	9048	8110	1153	1232	6508	8240	5811	6456	6194	6525
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2024 General Election vote

[Excluding those who did not vote]

Con	24	8	14	26	42	8	8	12	17	24	33	46	10	6	14	15	23	29	41	42
Lab	35	41	44	32	22	41	45	46	42	34	28	20	40	42	43	45	32	32	21	23
Lib Dem	13	16	14	11	11	16	16	13	13	11	11	11	16	16	13	14	11	11	10	12
SNP	3	3	2	3	2	3	2	3	2	3	3	2	3	3	3	2	3	3	3	2
Plaid	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	1	1	1
Reform	15	9	12	19	16	9	10	11	14	19	18	15	12	6	15	10	22	16	19	13
Green	7	18	9	5	3	18	12	10	7	5	4	3	12	23	8	10	5	5	3	3
Other	4	4	4	4	3	4	5	4	4	4	3	2	6	3	4	4	4	3	3	3

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	Social Grade (1)		Social Grade (2)				Work status				Education level		
Total	ABC1	C2DE	AB	C1	C2	DE	Working	Student	Retired	Not working	Low	Medium	High
Weighted Sample 42119	24029	18090	11807	12222	8835	9255	24287	2042	10070	4473	11286	16571	14261
Unweighted Sample 42119	26484	15635	14808	11676	7015	8620	23110	1273	12836	3736	9981	16648	15488
	%	%	%	%	%	%	%	%	%	%	%	%	%

2024 General Election vote *[Excluding those who did not vote]*

Con	24	25	23	27	23	24	23	20	7	41	15	31	26	18
Lab	35	36	33	36	36	32	34	39	40	23	39	28	32	42
Lib Dem	13	14	11	15	13	11	10	13	19	11	12	9	12	15
SNP	3	2	3	2	3	3	3	2	3	3	4	2	3	3
Plaid	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Reform	15	11	20	10	13	20	19	14	6	16	17	23	16	8
Green	7	7	6	7	8	6	6	8	19	3	9	4	7	9
Other	4	3	4	3	3	4	4	4	5	3	4	3	4	4

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	Housing tenure					Household income				
Total	Own outright	Own with a mortgage	Private renting	Social renting	Live with family or friends	Under 20,000	20,000 - 29,999	30,000 - 49,999	50,000 - 69,999	70,000 +
Weighted Sample 42119	13095	11514	5954	4310	4493	6547	5665	8127	4768	6078
Unweighted Sample	16084	11531	5219	3867	3042	6252	5665	8497	5035	6686
	%	%	%	%	%	%	%	%	%	%

2024 General Election vote

[Excluding those who did not vote]

Con	24	37	21	12	14	15	24	26	25	20	22
Lab	35	25	39	42	42	40	33	32	34	40	40
Lib Dem	13	12	13	14	9	14	11	11	12	13	16
SNP	3	2	2	2	4	3	3	3	3	3	2
Plaid	1	1	1	1	0	1	1	1	1	0	1
Reform	15	16	14	13	21	11	17	17	15	14	10
Green	7	4	6	12	7	12	8	6	7	7	6
Other	4	3	3	4	4	4	4	4	4	3	3