

YouGov Survey Results



Sample Size: 2096 GB Adults
Fieldwork: 29th - 30th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	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	2096	302	593	187	299	124	250	685	507	178	739	780	1014	1082	220	866	518	493	1195	901
Unweighted Sample	2096	335	607	198	299	124	234	729	497	192	870	818	949	1147	138	817	533	608	1288	808
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you consider the colour of the Liberal Democrats to be...?

Yellow	57	62	63	55	61	62	52	64	62	58	62	64	57	58	45	55	61	63	60	53
Orange	24	24	25	41	22	26	19	24	25	37	28	21	29	20	33	22	25	24	26	21
Something else	3	2	2	0	2	3	4	1	2	1	2	1	3	2	3	4	2	1	3	2
Don't know	16	13	11	4	15	9	25	11	11	3	8	14	12	20	18	20	12	12	10	23

**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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Weighted Sample Unweighted Sample		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2096	1809	105	182	505	348	254	702
	2096	1799	111	186	511	348	184	756
	%	%	%	%	%	%	%	%

Would you consider the colour of the Liberal Democrats to be...?

Yellow	57	58	57	55	65	57	49	55
Orange	24	24	24	26	15	22	25	31
Something else	3	2	0	5	3	2	3	2
Don't know	16	16	19	14	16	19	23	12

**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.*