

YouGov Survey Results

Sample Size: 2159 GB Adults
Fieldwork: 26th - 28th July 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2159	389	555	199	233	761	804	1045	1114	227	892	533	507	1231	928	1868	104	188	512	354	261	741	
Unweighted Sample	2159	320	621	250	307	886	819	987	1172	154	836	576	593	1290	869	1850	114	195	539	347	208	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do consider to be the 'main parties' in Britain today?

Conservative Party

Are one of the 'main parties'	85	97	90	92	85	90	87	84	85	87	85	84	84	89	80	85	88	83	82	83	87	86
Are not one of the 'main parties'	9	3	8	8	13	8	10	11	8	6	6	12	13	7	12	9	6	12	11	10	8	8
Don't know	6	1	2	0	2	2	3	5	7	7	9	4	3	4	9	6	6	5	7	8	5	5

Labour Party

Are one of the 'main parties'	93	98	98	100	95	97	95	93	92	92	91	95	95	96	89	93	92	95	92	89	94	94
Are not one of the 'main parties'	1	1	0	0	3	1	2	2	1	1	1	2	3	1	2	1	2	1	2	3	1	0
Don't know	6	1	1	0	2	2	3	5	6	7	8	4	3	3	9	6	6	4	6	7	5	6

Liberal Democrats

Are one of the 'main parties'	50	41	67	76	30	65	40	52	48	53	52	50	45	55	44	50	49	50	50	42	53	53
Are not one of the 'main parties'	41	57	30	22	66	32	54	42	41	35	37	44	50	40	43	41	41	42	41	47	39	39
Don't know	9	2	3	3	4	4	6	7	11	12	11	6	6	6	13	9	10	8	9	11	8	8

Reform UK

Are one of the 'main parties'	19	21	11	11	63	8	32	24	15	21	16	23	21	18	22	20	16	12	25	19	10	21
Are not one of the 'main parties'	71	75	85	87	34	87	63	70	72	66	73	69	72	76	64	70	73	78	64	71	82	70
Don't know	10	4	4	2	3	5	6	6	13	14	11	8	7	6	14	10	11	10	10	10	8	10

Green Party

Are one of the 'main parties'	11	6	17	11	2	15	7	11	11	15	12	11	7	12	9	11	7	13	12	9	11	11
Are not one of the 'main parties'	80	92	79	88	94	81	87	83	77	68	77	83	86	82	77	80	81	75	78	80	82	81
Don't know	9	3	4	1	4	4	7	6	12	16	11	6	7	6	14	9	12	12	10	11	7	8

Scottish National Party (SNP)

Are one of the 'main parties'	22	17	30	26	11	31	14	21	23	27	24	22	16	25	18	20	28	44	18	18	27	19
Are not one of the 'main parties'	66	80	63	70	84	63	78	71	62	57	62	68	76	67	65	68	62	47	69	69	65	69
Don't know	12	4	7	4	5	6	8	8	15	16	14	10	8	8	17	12	9	9	13	13	9	12

Compared to how things are now, do you think the British political system would be better off or worse off if only two opposing parties held all of the seats in the House of Commons?

Much better off	3	4	2	1	4	2	4	3	3	1	2	4	4	2	3	3	2	3	3	3	3	2
Somewhat better off	6	8	4	4	7	4	7	6	6	7	6	6	6	5	7	6	8	5	5	7	4	6
TOTAL BETTER OFF	9	12	6	5	11	6	11	9	9	8	8	10	10	7	10	9	10	8	8	10	7	8
About the same	17	26	13	13	13	13	22	17	17	9	18	15	19	16	17	17	13	18	18	19	13	16
Somewhat worse off	23	30	25	30	19	27	22	22	23	19	21	22	28	26	18	23	21	17	20	25	24	24
Much worse off	29	13	34	40	44	34	28	34	25	35	26	35	26	32	26	28	34	36	28	23	30	30
TOTAL WORSE OFF	52	43	59	70	63	61	50	56	48	54	47	57	54	58	44	51	55	53	48	48	54	54
Don't know	23	19	22	12	13	19	17	18	28	29	27	18	18	19	29	23	22	21	25	23	27	21

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

Do you feel it is more important to vote for the party you like most or to vote for a party that has a realistic chance of winning?

More important to vote for the party you like the most, even if they have no chance of winning in your seat	62	78	51	53	86	59	74	63	62	46	59	68	70	62	63	63	66	56	63	64	62	62
More important to vote for a party with a realistic chance of winning in your seat, even if that means voting for a part	22	13	38	39	7	30	13	23	21	34	23	19	19	25	18	22	21	27	20	19	27	22
Don't know	16	10	11	8	6	11	13	15	17	20	18	13	11	13	19	16	13	17	17	16	11	16

In principle, do you feel it is better for a government to be comprised of one party or to be a coalition of multiple parties?

A single-party government in which one party has a majority of all seats	41	57	50	43	41	42	47	44	39	32	39	44	48	46	36	43	35	33	40	40	45	44
A coalition in which multiple parties are in government	34	28	31	41	41	39	33	36	33	36	32	35	36	34	34	33	38	47	35	30	30	33
Don't know	24	14	19	17	18	19	20	20	29	31	29	21	16	20	30	25	27	20	24	30	25	22

Which of the following do you think would make a positive contribution to a coalition government?

Liberal Democrats

Would make a positive contribution on a coalition government	49	44	64	91	23	67	35	49	48	56	46	51	48	55	40	48	50	51	42	45	55	52
Would not make a positive contribution on a coalition government	30	42	21	5	63	18	45	34	25	23	27	31	35	29	30	30	22	27	34	31	27	28
Don't know	22	14	15	4	14	15	20	17	27	22	27	19	17	16	30	22	28	21	25	24	17	20

Reform UK

Would make a positive contribution on a coalition government	26	38	8	10	89	10	49	29	22	8	22	30	35	22	31	27	18	20	28	27	20	28
Would not make a positive contribution on a coalition government	57	47	83	85	5	80	35	58	55	78	58	54	48	65	46	56	58	67	52	53	68	55
Don't know	18	14	9	5	6	10	17	12	23	14	20	16	17	13	24	18	24	13	19	20	12	17

Green Party

Would make a positive contribution on a coalition government	45	25	64	69	20	64	27	42	48	62	50	44	29	51	37	46	38	41	42	43	58	46
Would not make a positive contribution on a coalition government	35	60	22	23	68	22	54	42	27	16	29	36	50	34	36	34	30	43	35	34	27	36
Don't know	20	15	14	9	12	14	19	16	25	22	21	19	20	15	27	20	32	16	23	23	15	19

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

Scottish National Party (SNP)

Would make a positive contribution on a coalition government	18	6	26	25	5	30	8	19	17	23	21	19	11	20	16	16	18	42	15	17	22	13
Would not make a positive contribution on a coalition government	54	78	48	52	79	45	72	62	45	36	48	57	68	55	51	55	46	41	56	52	50	58
Don't know	28	16	26	23	16	25	20	19	38	41	31	25	21	25	33	29	36	17	29	31	29	28

**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.*