

YouGov Survey Results

Sample Size: 2085 GB Adults
Fieldwork: 8th - 9th July 2024

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2085	375	536	192	225	115	735	776	1009	1076	219	861	515	490	1189	896	1804	100	181	494	342	252	715	
Unweighted Sample	2085	270	622	237	289	141	799	806	960	1125	171	885	541	488	1271	814	1792	111	182	522	355	188	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following parties, please rank them in order of preference based on how favourable a view you have of them, starting with the party that you like most at the top

Conservative party

Ranked first	21	84	1	3	4	2	16	32	18	24	8	15	23	36	21	22	22	18	16	16	25	18	26
Ranked second	14	12	3	10	59	3	6	24	17	12	15	10	17	18	13	17	15	10	7	15	19	13	15
Ranked third	8	4	8	10	9	6	6	8	8	7	11	8	7	7	8	7	8	6	8	8	7	11	7
Ranked fourth	34	1	59	55	11	73	51	16	34	34	46	40	30	21	39	27	38	8	9	40	34	44	36
Ranked fifth	20	0	27	22	15	16	20	18	21	20	19	24	20	15	18	24	17	40	42	22	16	14	16
Ranked sixth	2	0	3	0	2	1	2	2	3	2	1	3	3	2	2	3	0	18	18	0	0	0	0

Labour party

Ranked first	28	1	72	19	1	3	37	18	30	27	33	31	29	21	28	28	28	33	29	34	25	32	25
Ranked second	21	11	21	32	9	35	23	13	19	22	35	24	15	15	23	18	21	14	21	22	21	29	18
Ranked third	21	20	7	36	25	48	23	21	22	20	23	22	21	18	21	20	21	16	27	20	21	20	21
Ranked fourth	13	30	0	10	27	7	9	21	14	13	4	11	17	18	13	14	13	13	14	10	14	10	16
Ranked fifth	15	36	0	4	36	7	7	27	14	17	5	10	17	27	13	19	17	9	8	14	20	10	19
Ranked sixth	1	2	0	0	2	0	1	1	1	1	0	1	1	1	1	1	0	15	0	0	0	0	0

Liberal Democrats

Ranked first	13	4	10	62	1	0	17	8	13	13	20	12	13	12	15	10	13	5	14	10	12	13	17
Ranked second	31	32	43	28	14	53	43	23	31	31	24	33	33	28	32	30	32	25	27	32	28	33	33
Ranked third	35	42	37	10	45	38	29	40	35	35	37	34	34	39	33	38	36	36	30	38	37	36	34
Ranked fourth	17	18	9	0	33	6	10	24	17	17	16	17	16	18	16	18	16	27	26	17	20	15	13
Ranked fifth	4	4	1	0	6	3	2	5	3	4	3	4	4	3	3	4	3	5	4	4	3	4	3
Ranked sixth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0

SNP

[Asked only to those in Scotland; n=182]

Ranked first	21	0	2	0	0	0	30	12	28	15	0	29	20	19	19	26	0	0	21	0	0	0	0
Ranked second	18	11	15	16	7	60	15	11	14	21	35	18	15	13	20	13	0	0	18	0	0	0	0
Ranked third	10	0	12	0	7	32	10	8	10	10	18	9	10	10	12	8	0	0	10	0	0	0	0
Ranked fourth	21	5	44	27	8	8	19	25	14	28	30	19	24	19	21	22	0	0	21	0	0	0	0
Ranked fifth	13	39	13	28	40	0	12	22	20	7	0	13	12	21	14	12	0	0	13	0	0	0	0
Ranked sixth	16	45	15	29	38	0	15	21	13	18	18	13	18	18	15	18	0	0	16	0	0	0	0

YouGov Survey Results

Sample Size: 2085 GB Adults
Fieldwork: 8th - 9th July 2024

	First preference				
Total	Con	Lab	Lib Dem	Reform UK	Green
Weighted Sample 2085	443	593	269	378	347
Unweighted Sample 2085	337	624	286	411	369
	%	%	%	%	%

For the following parties, please rank them in order of preference based on how favourable a view you have of them, starting with the party that you like most at the top

Conservative party

Ranked first	21	100	0	0	0	0
Ranked second	14	0	8	14	54	2
Ranked third	8	0	9	14	11	7
Ranked fourth	34	0	48	52	13	66
Ranked fifth	20	0	31	19	20	24
Ranked sixth	2	0	3	1	2	2

Labour party

Ranked first	28	0	100	0	0	0
Ranked second	21	21	0	45	13	46
Ranked third	21	22	0	35	23	40
Ranked fourth	13	22	0	12	28	9
Ranked fifth	15	33	0	8	34	5
Ranked sixth	1	2	0	0	2	0

Liberal Democrats

Ranked first	13	0	0	100	0	0
Ranked second	31	30	51	0	16	40
Ranked third	35	42	33	0	46	47
Ranked fourth	17	21	12	0	33	12
Ranked fifth	4	6	3	0	5	1
Ranked sixth	0	0	0	0	0	0

SNP

[Asked only to those in Scotland; n=182]

Ranked first	21	0	0	0	0	0
Ranked second	18	10	26	16	7	45
Ranked third	10	0	19	14	5	21
Ranked fourth	21	19	35	31	5	26
Ranked fifth	13	35	13	10	34	0
Ranked sixth	16	36	6	29	49	8

Sample Size: 2085 GB Adults
Fieldwork: 8th - 9th July 2024

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2085	375	536	192	225	115	735	776	1009	1076	219	861	515	490	1189	896	1804	100	181	494	342	252	715
Unweighted Sample	2085	270	622	237	289	141	799	806	960	1125	171	885	541	488	1271	814	1792	111	182	522	355	188	727
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Plaid Cymru

[Asked only to those in Wales; n=111]

Ranked first	15	9	3	0	0	0	28	10	20	10	7	19	25	3	15	16	0	15	0	0	0	0	0
Ranked second	23	11	44	0	14	55	23	21	23	23	48	20	19	20	18	29	0	23	0	0	0	0	0
Ranked third	19	6	24	62	16	45	22	20	16	22	0	21	19	22	19	19	0	19	0	0	0	0	0
Ranked fourth	21	24	21	38	16	0	16	17	18	26	0	28	19	23	21	21	0	21	0	0	0	0	0
Ranked fifth	14	27	8	0	49	0	8	15	20	9	45	7	15	12	20	6	0	14	0	0	0	0	0
Ranked sixth	7	23	0	0	5	0	2	16	4	11	0	4	3	21	6	9	0	7	0	0	0	0	0

Reform UK

Ranked first	18	10	1	3	94	1	5	35	23	14	10	15	21	24	14	24	19	20	7	22	21	14	18
Ranked second	14	37	7	4	4	3	7	25	14	15	5	13	14	22	13	17	14	14	13	12	19	5	17
Ranked third	9	13	6	6	1	4	6	8	8	9	12	9	9	6	8	9	9	6	2	9	8	12	9
Ranked fourth	11	14	14	14	1	13	11	11	11	11	10	10	11	13	10	13	12	5	9	12	11	10	13
Ranked fifth	41	25	63	67	0	75	60	19	37	45	56	46	37	31	47	33	45	9	17	44	41	59	43
Ranked sixth	7	1	10	6	0	4	12	3	7	7	7	7	8	5	8	5	0	46	52	0	0	0	0

Green party

Ranked first	17	1	16	14	0	94	21	7	12	21	29	23	11	6	19	13	18	8	12	18	18	24	15
Ranked second	17	7	23	25	12	3	18	13	16	17	16	17	18	14	17	16	17	15	14	19	13	20	16
Ranked third	26	21	40	38	18	3	34	22	25	27	15	26	28	28	27	24	27	17	22	25	27	22	29
Ranked fourth	22	37	14	19	27	0	16	27	22	21	23	18	22	27	19	26	22	26	21	21	22	21	22
Ranked fifth	18	32	7	4	38	0	9	28	22	13	14	15	20	22	16	19	17	22	16	16	20	13	18
Ranked sixth	2	2	0	0	4	0	1	2	2	1	3	1	1	3	2	2	0	11	14	0	0	0	0

Labour V Lib Dem

Prefer Lab to LD	52	24	86	23	32	42	56	41	53	50	61	58	49	40	52	51	51	58	60	58	51	62	42
Prefer LD to Lab	48	76	14	77	68	58	44	59	47	50	39	42	51	60	48	49	49	42	40	42	49	38	58

Labour V Green

Prefer Lab to Green	58	49	81	56	52	3	60	57	64	53	59	57	62	57	58	59	57	63	71	61	54	58	55
Prefer Green to Lab	42	51	19	44	48	97	40	43	36	47	41	43	38	43	42	41	43	37	29	39	46	42	45

Labour V Conservatives

Prefer Lab to Con	61	2	99	83	25	89	77	38	63	60	81	71	56	41	64	58	60	64	73	67	57	66	55
Prefer Con to Lab	39	98	1	17	75	11	23	62	37	40	19	29	44	59	36	42	40	36	27	33	43	34	45

Labour V Reform UK

Prefer Lab to Reform	65	34	99	90	1	89	85	37	61	68	87	72	60	48	70	58	64	62	79	66	56	77	61
Prefer Reform to Lab	35	66	1	10	99	11	15	63	39	32	13	28	40	52	30	42	36	38	21	34	44	23	39

Lib Dem V Reform UK

Prefer LD to Reform	65	51	90	96	1	93	88	40	62	68	81	68	63	55	71	57	64	65	80	61	59	76	64
Prefer Reform to LD	35	49	10	4	99	7	12	60	38	32	19	32	37	45	29	43	36	35	20	39	41	24	36

Lib Dem V Green

Prefer LD to Green	63	82	58	82	74	3	61	70	69	57	55	57	66	74	61	65	62	64	67	58	63	57	67
Prefer Green to LD	37	18	42	18	26	97	39	30	31	43	45	43	34	26	39	35	38	36	33	42	37	43	33

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Plaid Cymru

[Asked only to those in Wales; n=111]

Ranked first	15	0	0	0	0	0
Ranked second	23	8	41	26	16	40
Ranked third	19	15	26	52	15	23
Ranked fourth	21	25	22	21	31	25
Ranked fifth	14	23	8	0	32	11
Ranked sixth	7	29	2	0	6	0

Reform UK

Ranked first	18	0	0	0	100	0
Ranked second	14	40	10	10	0	9
Ranked third	9	16	11	9	0	5
Ranked fourth	11	14	17	11	0	10
Ranked fifth	41	27	53	64	0	70
Ranked sixth	7	2	10	6	0	6

Green party

Ranked first	17	0	0	0	0	100
Ranked second	17	7	26	30	16	0
Ranked third	26	19	44	40	19	0
Ranked fourth	22	40	19	21	24	0
Ranked fifth	18	30	10	8	39	0
Ranked sixth	2	4	1	1	3	0

Labour V Lib Dem

Prefer Lab to LD	52	35	100	0	33	52
Prefer LD to Lab	48	65	0	100	67	48

Labour V Green

Prefer Lab to Green	58	55	100	59	52	0
Prefer Green to Lab	42	45	0	41	48	100

Labour V Conservatives

Prefer Lab to Con	61	0	100	75	31	92
Prefer Con to Lab	39	100	0	25	69	8

Labour V Reform UK

Prefer Lab to Reform	65	41	100	84	0	87
Prefer Reform to Lab	35	59	0	16	100	13

Lib Dem V Reform UK

Prefer LD to Reform	65	53	85	100	0	88
Prefer Reform to LD	35	47	15	0	100	12

Lib Dem V Green

Prefer LD to Green	63	80	68	100	70	0
Prefer Green to LD	37	20	32	0	30	100

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Lib Dem V Conservatives																							
Prefer LD to Con	62	5	93	96	30	91	78	41	63	61	72	71	61	44	65	58	60	67	75	66	54	65	58
Prefer Con to LD	38	95	7	4	70	9	22	59	37	39	28	29	39	56	35	42	40	33	25	34	46	35	42
Conservatives V Reform UK																							
Prefer Con to Reform	65	90	74	77	5	83	82	49	60	69	73	64	63	63	72	55	64	63	71	59	65	69	65
Prefer Reform to Con	35	10	26	23	95	17	18	51	40	31	27	36	37	37	28	45	36	37	29	41	35	31	35
Green V Reform UK																							
Prefer Green to Reform	59	35	86	87	1	99	81	34	53	65	68	66	57	47	66	50	58	55	72	57	53	72	57
Prefer Reform to Green	41	65	14	13	99	1	19	66	47	35	32	34	43	53	34	50	42	45	28	43	47	28	43
Green V Conservatives																							
Prefer Green to Con	57	3	87	79	27	98	72	37	56	59	68	68	53	38	60	54	56	62	64	63	51	62	53
Prefer Con to Green	43	97	13	21	73	2	28	63	44	41	32	32	47	62	40	46	44	38	36	37	49	38	47

**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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Unweighted Sample	2085	337	624	286	411	369
	%	%	%	%	%	%

Lib Dem V Conservatives

Prefer LD to Con	62	0	86	100	37	93
Prefer Con to LD	38	100	14	0	63	7

Conservatives V Reform UK

Prefer Con to Reform	65	100	67	75	0	77
Prefer Reform to Con	35	0	33	25	100	23

Green V Reform UK

Prefer Green to Reform	59	37	78	81	0	100
Prefer Reform to Green	41	63	22	19	100	0

Green V Conservatives

Prefer Green to Con	57	0	80	72	33	100
Prefer Con to Green	43	100	20	28	67	0

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