

YouGov Survey Results

Sample Size: 2108 GB Adults
Fieldwork: 13th - 14th August 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 | 2108 | 379 | 542 | 194 | 228 | 118 | 743 | 785 | 1020 | 1088 | 221 | 871 | 521 | 495 | 1202 | 906 | 1823 | 101 | 183 | 500 | 346 | 255 | 723 | |
| Unweighted Sample | 2108 | 328 | 624 | 233 | 289 | 120 | 842 | 815 | 978 | 1130 | 135 | 856 | 549 | 568 | 1292 | 816 | 1818 | 114 | 176 | 517 | 361 | 194 | 746 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Overall, how similar or different do you consider the following parties to be to one another?

The Conservative Party and the Labour Party

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very similar | 7 | 2 | 1 | 4 | 15 | 16 | 5 | 9 | 9 | 5 | 5 | 8 | 10 | 4 | 6 | 9 | 7 | 10 | 12 | 11 | 7 | 2 | 5 |
| Fairly similar | 18 | 16 | 12 | 18 | 26 | 21 | 16 | 18 | 19 | 16 | 21 | 17 | 19 | 16 | 19 | 16 | 18 | 13 | 18 | 14 | 20 | 19 | 19 |
| TOTAL SIMILAR | 25 | 18 | 13 | 22 | 41 | 37 | 21 | 27 | 28 | 21 | 26 | 25 | 29 | 20 | 25 | 25 | 25 | 23 | 30 | 25 | 27 | 21 | 24 |
| Fairly different | 26 | 26 | 33 | 29 | 24 | 22 | 29 | 24 | 28 | 25 | 37 | 29 | 24 | 19 | 29 | 22 | 27 | 19 | 23 | 23 | 27 | 31 | 28 |
| Very different | 38 | 51 | 48 | 47 | 33 | 33 | 43 | 41 | 38 | 37 | 24 | 31 | 39 | 55 | 38 | 37 | 37 | 43 | 39 | 38 | 36 | 37 | 38 |
| TOTAL DIFFERENT | 64 | 77 | 81 | 76 | 57 | 55 | 72 | 65 | 66 | 62 | 61 | 60 | 63 | 74 | 67 | 59 | 64 | 62 | 62 | 61 | 63 | 68 | 66 |
| Don't know | 11 | 4 | 6 | 2 | 2 | 7 | 7 | 8 | 6 | 16 | 13 | 16 | 8 | 6 | 8 | 16 | 11 | 16 | 8 | 14 | 11 | 11 | 9 |

The Conservative Party and the Liberal Democrats

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very similar | 3 | 0 | 2 | 1 | 4 | 5 | 1 | 3 | 4 | 2 | 6 | 3 | 3 | 2 | 2 | 5 | 3 | 6 | 1 | 4 | 2 | 3 | 3 |
| Fairly similar | 17 | 20 | 16 | 14 | 20 | 26 | 17 | 19 | 17 | 18 | 14 | 17 | 18 | 19 | 17 | 17 | 17 | 14 | 19 | 17 | 19 | 15 | 18 |
| TOTAL SIMILAR | 20 | 20 | 18 | 15 | 24 | 31 | 18 | 22 | 21 | 20 | 20 | 20 | 21 | 21 | 19 | 22 | 20 | 20 | 20 | 21 | 21 | 18 | 21 |
| Fairly different | 35 | 41 | 38 | 41 | 39 | 36 | 39 | 34 | 38 | 32 | 36 | 34 | 37 | 34 | 39 | 29 | 36 | 25 | 32 | 31 | 39 | 38 | 37 |
| Very different | 27 | 29 | 33 | 39 | 27 | 22 | 31 | 29 | 31 | 23 | 27 | 22 | 30 | 32 | 28 | 26 | 27 | 34 | 26 | 28 | 25 | 25 | 27 |
| TOTAL DIFFERENT | 62 | 70 | 71 | 80 | 66 | 58 | 70 | 63 | 69 | 55 | 63 | 56 | 67 | 66 | 67 | 55 | 63 | 59 | 58 | 59 | 64 | 63 | 64 |
| Don't know | 17 | 10 | 12 | 5 | 9 | 11 | 11 | 15 | 9 | 25 | 17 | 23 | 12 | 12 | 13 | 22 | 17 | 20 | 21 | 21 | 15 | 19 | 14 |

The Conservative Party and Reform UK

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very similar | 12 | 4 | 20 | 20 | 1 | 20 | 20 | 6 | 14 | 9 | 12 | 13 | 14 | 7 | 13 | 10 | 11 | 12 | 18 | 12 | 9 | 15 | 11 |
| Fairly similar | 33 | 32 | 45 | 46 | 26 | 31 | 41 | 27 | 36 | 30 | 47 | 34 | 30 | 28 | 36 | 29 | 34 | 32 | 29 | 30 | 33 | 39 | 34 |
| TOTAL SIMILAR | 45 | 36 | 65 | 66 | 27 | 51 | 61 | 33 | 50 | 39 | 59 | 47 | 44 | 35 | 49 | 39 | 45 | 44 | 47 | 42 | 42 | 54 | 45 |
| Fairly different | 22 | 32 | 14 | 16 | 39 | 25 | 16 | 29 | 24 | 20 | 17 | 20 | 24 | 25 | 22 | 22 | 23 | 19 | 16 | 23 | 28 | 17 | 23 |
| Very different | 17 | 22 | 11 | 15 | 29 | 13 | 13 | 24 | 17 | 18 | 9 | 12 | 20 | 27 | 15 | 20 | 17 | 18 | 22 | 18 | 16 | 11 | 18 |
| TOTAL DIFFERENT | 39 | 54 | 25 | 31 | 68 | 38 | 29 | 53 | 41 | 38 | 26 | 32 | 44 | 52 | 37 | 42 | 40 | 37 | 38 | 41 | 44 | 28 | 41 |
| Don't know | 16 | 10 | 10 | 4 | 5 | 12 | 10 | 14 | 9 | 22 | 16 | 20 | 11 | 13 | 13 | 20 | 16 | 18 | 16 | 18 | 14 | 18 | 14 |

The Conservative Party and the Green Party

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very similar | 2 | 0 | 0 | 0 | 4 | 3 | 1 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 1 | 3 | 2 | 6 | 0 | 2 | 2 | 1 | 1 |
| Fairly similar | 5 | 7 | 2 | 3 | 11 | 1 | 4 | 6 | 4 | 6 | 5 | 4 | 5 | 7 | 3 | 7 | 5 | 4 | 3 | 4 | 6 | 5 | 6 |
| TOTAL SIMILAR | 7 | 7 | 2 | 3 | 15 | 4 | 5 | 8 | 6 | 7 | 5 | 6 | 7 | 8 | 4 | 10 | 7 | 10 | 3 | 6 | 8 | 6 | 7 |
| Fairly different | 25 | 36 | 21 | 22 | 36 | 23 | 21 | 32 | 24 | 25 | 13 | 21 | 28 | 31 | 25 | 24 | 25 | 21 | 23 | 24 | 28 | 24 | 24 |
| Very different | 51 | 44 | 65 | 69 | 38 | 63 | 64 | 42 | 59 | 43 | 65 | 51 | 52 | 44 | 57 | 43 | 51 | 45 | 57 | 50 | 46 | 56 | 52 |
| TOTAL DIFFERENT | 76 | 80 | 86 | 91 | 74 | 86 | 85 | 74 | 83 | 68 | 78 | 72 | 80 | 75 | 82 | 67 | 76 | 66 | 80 | 74 | 74 | 80 | 76 |
| Don't know | 18 | 13 | 11 | 5 | 10 | 10 | 11 | 18 | 10 | 24 | 16 | 22 | 13 | 16 | 14 | 23 | 17 | 24 | 17 | 20 | 18 | 15 | 16 |

The Labour Party and the Liberal Democrats

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very similar | 5 | 6 | 1 | 1 | 13 | 11 | 2 | 8 | 7 | 3 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 10 | 4 | 5 | 5 | 3 | 6 |
| Fairly similar | 35 | 30 | 41 | 42 | 39 | 36 | 41 | 31 | 38 | 32 | 43 | 38 | 34 | 28 | 38 | 30 | 35 | 23 | 38 | 34 | 35 | 36 | 35 |
| TOTAL SIMILAR | 40 | 36 | 42 | 43 | 52 | 47 | 43 | 39 | 45 | 35 | 49 | 43 | 40 | 33 | 43 | 36 | 40 | 33 | 42 | 39 | 40 | 39 | 41 |
| Fairly different | 32 | 35 | 40 | 38 | 26 | 33 | 36 | 31 | 34 | 31 | 29 | 29 | 36 | 36 | 34 | 29 | 32 | 38 | 28 | 30 | 31 | 32 | 34 |
| Very different | 10 | 14 | 7 | 12 | 12 | 8 | 8 | 14 | 11 | 10 | 7 | 6 | 12 | 18 | 9 | 13 | 10 | 9 | 12 | 12 | 11 | 9 | 10 |
| TOTAL DIFFERENT | 42 | 49 | 47 | 50 | 38 | 41 | 44 | 45 | 45 | 41 | 36 | 35 | 48 | 54 | 43 | 42 | 42 | 47 | 40 | 42 | 42 | 41 | 44 |
| Don't know | 18 | 15 | 11 | 6 | 10 | 12 | 13 | 17 | 10 | 24 | 16 | 23 | 13 | 14 | 14 | 22 | 17 | 20 | 17 | 20 | 18 | 20 | 15 |

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| | 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 | 2108 | 379 | 542 | 194 | 228 | 118 | 743 | 785 | 1020 | 1088 | 221 | 871 | 521 | 495 | 1202 | 906 | 1823 | 101 | 183 | 500 | 346 | 255 | 723 | |
| Unweighted Sample | 2108 | 328 | 624 | 233 | 289 | 120 | 842 | 815 | 978 | 1130 | 135 | 856 | 549 | 568 | 1292 | 816 | 1818 | 114 | 176 | 517 | 361 | 194 | 746 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Labour Party and Reform UK | | | | | | | | | | | | | | | | | | | | | | | | |
| Very similar | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| Fairly similar | 4 | 6 | 3 | 3 | 2 | 8 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 2 | 6 | 4 | 5 | 4 | 4 | 4 |
| TOTAL SIMILAR | 5 | 7 | 3 | 4 | 2 | 9 | 3 | 6 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 6 | 5 | 6 | 5 | 6 | 5 |
| Fairly different | 17 | 21 | 13 | 17 | 14 | 19 | 17 | 18 | 17 | 17 | 20 | 17 | 16 | 16 | 17 | 17 | 17 | 14 | 21 | 17 | 16 | 16 | 17 | 17 |
| Very different | 61 | 61 | 74 | 72 | 80 | 62 | 68 | 62 | 69 | 54 | 59 | 56 | 67 | 64 | 65 | 56 | 62 | 63 | 53 | 58 | 62 | 62 | 63 | 63 |
| TOTAL DIFFERENT | 78 | 82 | 87 | 89 | 94 | 81 | 85 | 80 | 86 | 71 | 79 | 73 | 83 | 80 | 82 | 73 | 79 | 77 | 74 | 75 | 78 | 78 | 80 | 80 |
| Don't know | 17 | 11 | 10 | 8 | 5 | 11 | 11 | 14 | 10 | 23 | 16 | 22 | 12 | 13 | 13 | 22 | 17 | 19 | 19 | 19 | 16 | 17 | 15 | 15 |
| The Labour Party and the Green Party | | | | | | | | | | | | | | | | | | | | | | | | |
| Very similar | 4 | 6 | 2 | 0 | 12 | 4 | 1 | 7 | 6 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 8 | 1 | 4 | 4 | 5 | 5 | 5 |
| Fairly similar | 22 | 19 | 26 | 23 | 32 | 20 | 24 | 21 | 23 | 21 | 19 | 23 | 23 | 20 | 23 | 21 | 22 | 18 | 20 | 20 | 24 | 24 | 22 | 22 |
| TOTAL SIMILAR | 26 | 25 | 28 | 23 | 44 | 24 | 25 | 28 | 29 | 24 | 22 | 27 | 28 | 25 | 27 | 26 | 27 | 26 | 21 | 24 | 28 | 29 | 27 | 27 |
| Fairly different | 35 | 34 | 45 | 44 | 28 | 27 | 43 | 30 | 37 | 32 | 40 | 36 | 35 | 31 | 39 | 30 | 35 | 24 | 35 | 33 | 35 | 38 | 36 | 36 |
| Very different | 19 | 22 | 15 | 23 | 17 | 34 | 18 | 23 | 20 | 18 | 17 | 14 | 23 | 24 | 18 | 21 | 18 | 22 | 27 | 19 | 19 | 14 | 18 | 18 |
| TOTAL DIFFERENT | 54 | 56 | 60 | 67 | 45 | 61 | 61 | 53 | 57 | 50 | 57 | 50 | 58 | 55 | 57 | 51 | 53 | 46 | 62 | 52 | 54 | 52 | 54 | 54 |
| Don't know | 20 | 18 | 12 | 10 | 10 | 16 | 14 | 19 | 13 | 26 | 21 | 24 | 14 | 19 | 17 | 23 | 20 | 29 | 16 | 23 | 18 | 19 | 18 | 18 |
| The Liberal Democrats and Reform UK | | | | | | | | | | | | | | | | | | | | | | | | |
| Very similar | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 1 | 1 |
| Fairly similar | 4 | 6 | 4 | 3 | 2 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 8 | 4 | 5 | 3 | 3 | 3 |
| TOTAL SIMILAR | 5 | 6 | 5 | 4 | 2 | 4 | 4 | 7 | 4 | 6 | 4 | 6 | 7 | 5 | 4 | 7 | 5 | 7 | 10 | 5 | 7 | 5 | 4 | 4 |
| Fairly different | 19 | 24 | 18 | 15 | 17 | 23 | 16 | 19 | 18 | 19 | 19 | 18 | 17 | 20 | 18 | 20 | 19 | 11 | 20 | 19 | 19 | 16 | 20 | 20 |
| Very different | 57 | 55 | 65 | 76 | 75 | 55 | 66 | 57 | 66 | 48 | 54 | 52 | 64 | 59 | 62 | 49 | 58 | 58 | 46 | 53 | 58 | 59 | 60 | 60 |
| TOTAL DIFFERENT | 76 | 79 | 83 | 91 | 92 | 78 | 82 | 76 | 84 | 67 | 73 | 70 | 81 | 79 | 80 | 69 | 77 | 69 | 66 | 72 | 77 | 75 | 80 | 80 |
| Don't know | 19 | 15 | 14 | 6 | 6 | 17 | 13 | 16 | 11 | 27 | 23 | 24 | 12 | 16 | 16 | 23 | 19 | 23 | 24 | 23 | 16 | 19 | 16 | 16 |
| The Liberal Democrats and the Green Party | | | | | | | | | | | | | | | | | | | | | | | | |
| Very similar | 6 | 8 | 2 | 4 | 17 | 6 | 3 | 10 | 9 | 4 | 3 | 5 | 9 | 7 | 6 | 7 | 7 | 9 | 2 | 6 | 8 | 5 | 7 | 7 |
| Fairly similar | 33 | 34 | 38 | 46 | 40 | 22 | 40 | 32 | 35 | 32 | 31 | 31 | 35 | 35 | 35 | 31 | 34 | 31 | 29 | 33 | 32 | 31 | 36 | 36 |
| TOTAL SIMILAR | 39 | 42 | 40 | 50 | 57 | 28 | 43 | 42 | 44 | 36 | 34 | 36 | 44 | 42 | 41 | 38 | 41 | 40 | 31 | 39 | 40 | 36 | 43 | 43 |
| Fairly different | 27 | 26 | 33 | 30 | 18 | 37 | 30 | 23 | 29 | 24 | 31 | 26 | 25 | 26 | 30 | 21 | 26 | 23 | 29 | 23 | 25 | 27 | 29 | 29 |
| Very different | 11 | 11 | 10 | 12 | 10 | 14 | 11 | 11 | 12 | 9 | 10 | 10 | 12 | 11 | 10 | 12 | 11 | 7 | 16 | 11 | 13 | 12 | 8 | 8 |
| TOTAL DIFFERENT | 38 | 37 | 43 | 42 | 28 | 51 | 41 | 34 | 41 | 33 | 41 | 36 | 37 | 37 | 40 | 33 | 37 | 30 | 45 | 34 | 38 | 39 | 37 | 37 |
| Don't know | 23 | 21 | 17 | 8 | 14 | 21 | 16 | 23 | 15 | 31 | 24 | 28 | 18 | 21 | 19 | 30 | 23 | 30 | 25 | 26 | 22 | 25 | 20 | 20 |
| Reform UK and the Green Party | | | | | | | | | | | | | | | | | | | | | | | | |
| Very similar | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 0 | 1 | 1 | 1 | 1 | 1 |
| Fairly similar | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 4 | 2 | 4 | 4 | 4 | 3 | 3 | 2 | 5 | 3 | 2 | 5 | 3 | 5 | 4 | 3 | 3 |
| TOTAL SIMILAR | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 6 | 4 | 5 | 5 | 4 | 6 | 5 | 4 | 4 |
| Fairly different | 12 | 19 | 10 | 8 | 13 | 7 | 9 | 15 | 11 | 13 | 8 | 12 | 13 | 14 | 11 | 13 | 13 | 7 | 12 | 13 | 15 | 8 | 13 | 13 |
| Very different | 65 | 62 | 74 | 82 | 76 | 77 | 75 | 63 | 74 | 56 | 73 | 61 | 69 | 65 | 71 | 57 | 65 | 60 | 64 | 62 | 63 | 69 | 67 | 67 |
| TOTAL DIFFERENT | 77 | 81 | 84 | 90 | 89 | 84 | 84 | 78 | 85 | 69 | 81 | 73 | 82 | 79 | 82 | 70 | 78 | 67 | 76 | 75 | 78 | 77 | 80 | 80 |
| Don't know | 19 | 17 | 12 | 7 | 7 | 15 | 13 | 17 | 11 | 26 | 14 | 23 | 15 | 17 | 15 | 24 | 18 | 28 | 18 | 21 | 17 | 19 | 17 | 17 |

*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.