

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people describe political parties as being close to particular groups in society. Thinking about the **LABOUR** party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	13	24	6	3	5	24	15	10	6	11	15	17	11	15	13	13	10	13	14	18	10
Fairly close	26	25	34	31	30	23	28	25	35	22	27	29	28	25	26	25	28	26	23	30	27
TOTAL CLOSE	39	49	40	34	35	47	43	35	41	33	42	46	39	40	39	38	38	39	37	48	37
Not very close	24	20	32	31	33	18	26	22	22	25	25	21	26	21	24	20	27	25	24	24	23
Not close at all	10	11	4	10	7	11	9	11	9	9	11	11	10	10	10	14	9	9	11	9	10
TOTAL NOT CLOSE	34	31	36	41	40	29	35	33	31	34	36	32	36	31	34	34	36	34	35	33	33
Don't know	27	20	24	26	24	24	21	33	28	33	22	22	26	29	27	28	26	26	29	18	30

Benefit claimants

Very close	17	33	8	10	10	27	20	14	13	14	20	21	17	17	18	16	10	18	19	18	17
Fairly close	33	31	41	38	39	31	35	31	34	31	32	37	36	29	33	37	30	31	30	36	35
TOTAL CLOSE	50	64	49	48	49	58	55	45	47	45	52	58	53	46	51	53	40	49	49	54	52
Not very close	20	15	28	24	27	15	20	20	20	19	23	18	20	20	19	18	27	18	22	24	17
Not close at all	8	7	6	6	6	9	9	7	8	9	8	6	7	9	8	8	8	10	7	7	8
TOTAL NOT CLOSE	28	22	34	30	33	24	29	27	28	28	31	24	27	29	27	26	35	28	29	31	25
Don't know	22	14	17	22	17	18	16	28	24	27	17	17	20	25	22	21	25	23	22	15	23

The working class

Very close	15	16	19	15	17	14	15	14	14	15	16	13	16	12	15	16	10	17	16	11	14
Fairly close	37	31	50	59	48	31	39	36	42	36	39	37	41	32	38	37	37	33	34	46	39
TOTAL CLOSE	52	47	69	74	65	45	54	50	56	51	55	50	57	44	53	53	47	50	50	57	53
Not very close	21	30	16	11	20	26	22	21	15	20	22	27	20	23	21	18	27	21	24	21	20
Not close at all	11	14	6	7	5	17	13	10	9	11	12	12	10	13	11	11	13	13	9	13	10
TOTAL NOT CLOSE	32	44	22	18	25	43	35	31	24	31	34	39	30	36	32	29	40	34	33	34	30
Don't know	15	10	9	9	10	12	11	20	20	19	12	11	13	19	16	16	13	16	17	10	17

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	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

Some people describe political parties as being close to particular groups in society. Thinking about the **LABOUR** party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	13	11	11	18	9	12	9
Fairly close	26	25	30	29	29	23	28
TOTAL CLOSE	39	36	41	47	38	35	37
Not very close	24	26	25	21	22	22	17
Not close at all	10	9	9	13	10	8	13
TOTAL NOT CLOSE	34	35	34	34	32	30	30
Don't know	27	29	25	19	30	34	32

Benefit claimants

Very close	17	16	10	22	14	14	9
Fairly close	33	34	47	35	21	20	33
TOTAL CLOSE	50	50	57	57	35	34	42
Not very close	20	19	14	20	24	27	16
Not close at all	8	8	5	6	9	12	14
TOTAL NOT CLOSE	28	27	19	26	33	39	30
Don't know	22	23	24	16	32	28	29

The working class

Very close	15	15	13	15	6	13	20
Fairly close	37	39	53	36	34	24	24
TOTAL CLOSE	52	54	66	51	40	37	44
Not very close	21	20	14	26	13	26	19
Not close at all	11	10	4	13	21	12	14
TOTAL NOT CLOSE	32	30	18	39	34	38	33
Don't know	15	16	16	10	25	25	23

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The trade unions

Very close	31	51	23	27	27	43	35	26	20	24	36	42	33	28	31	29	25	30	27	33	34
Fairly close	34	25	46	50	44	26	35	32	34	33	38	30	37	29	33	35	40	32	33	35	33
TOTAL CLOSE	65	76	69	77	71	69	70	58	54	57	74	72	70	57	64	64	65	62	60	68	67
Not very close	12	8	17	10	13	11	12	13	16	13	11	10	11	14	12	10	19	12	12	16	10
Not close at all	5	4	4	2	4	5	6	4	5	6	4	4	5	5	5	7	2	6	5	6	4
TOTAL NOT CLOSE	17	12	21	12	17	16	18	17	21	19	15	14	16	19	17	17	21	18	17	22	14
Don't know	18	12	10	11	11	16	12	24	25	24	11	14	14	24	19	19	14	20	22	10	19

The middle class

Very close	4	3	5	2	5	3	4	4	5	4	4	3	4	5	4	7	4	4	5	4	3
Fairly close	35	20	54	46	48	26	38	33	42	36	36	30	40	28	34	36	47	37	30	46	30
TOTAL CLOSE	39	23	59	48	53	29	42	37	47	40	40	33	44	33	38	43	51	41	35	50	33
Not very close	32	46	26	31	30	39	34	30	26	28	35	39	32	33	33	27	27	32	29	32	36
Not close at all	11	19	2	7	5	17	11	10	4	9	13	13	10	11	11	13	4	9	14	9	12
TOTAL NOT CLOSE	43	65	28	38	35	56	45	40	30	37	48	52	42	44	44	40	31	41	43	41	48
Don't know	18	11	12	15	12	14	12	23	23	22	12	15	14	23	18	17	17	19	22	9	19

Women

Very close	8	4	16	6	11	7	10	6	7	8	8	8	8	7	8	10	7	10	7	7	7
Fairly close	32	24	46	49	43	24	38	27	36	32	36	28	34	30	32	36	31	35	27	43	29
TOTAL CLOSE	40	28	62	55	54	31	48	33	43	40	44	36	42	37	40	46	38	45	34	50	36
Not very close	23	34	13	20	21	30	21	25	15	20	24	32	23	24	23	19	29	21	28	17	24
Not close at all	10	16	6	5	6	16	8	12	9	10	11	11	10	11	10	12	10	9	10	14	10
TOTAL NOT CLOSE	33	50	19	25	27	46	29	37	24	30	35	43	33	35	33	31	39	30	38	31	34
Don't know	26	22	19	20	19	24	23	30	33	31	21	20	24	28	27	24	23	25	29	18	29

People with families

Very close	10	4	19	9	12	7	11	8	14	9	11	7	10	9	10	7	5	14	9	10	8
Fairly close	38	34	52	57	51	31	41	36	40	38	42	35	43	32	38	43	39	35	36	50	37
TOTAL CLOSE	48	38	71	66	63	38	52	44	54	47	53	42	53	41	48	50	44	49	45	60	45
Not very close	22	35	10	11	17	31	23	21	18	17	21	34	20	25	22	18	28	21	24	16	23
Not close at all	7	9	4	5	4	10	7	7	2	9	8	6	6	8	7	9	5	9	6	7	7
TOTAL NOT CLOSE	29	44	14	16	21	41	30	28	20	26	29	40	26	33	29	27	33	30	30	23	30
Don't know	23	18	14	18	16	20	18	27	26	28	18	18	21	26	23	24	23	21	24	17	25

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Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

The trade unions

Very close	31	28	16	43	21	24	27
Fairly close	34	36	45	31	23	27	22
TOTAL CLOSE	65	64	61	74	44	51	49
Not very close	12	13	11	10	16	15	17
Not close at all	5	5	4	4	7	7	7
TOTAL NOT CLOSE	17	18	15	14	23	22	24
Don't know	18	18	24	12	33	27	27

The middle class

Very close	4	4	6	3	3	5	2
Fairly close	35	37	55	30	33	26	44
TOTAL CLOSE	39	41	61	33	36	31	46
Not very close	32	32	20	39	21	28	23
Not close at all	11	10	4	15	12	10	7
TOTAL NOT CLOSE	43	42	24	54	33	38	30
Don't know	18	18	15	13	30	30	25

Women

Very close	8	8	7	8	10	6	10
Fairly close	32	35	42	28	28	23	34
TOTAL CLOSE	40	43	49	36	38	29	44
Not very close	23	21	13	33	18	19	18
Not close at all	10	9	5	13	11	14	7
TOTAL NOT CLOSE	33	30	18	46	29	33	25
Don't know	26	27	34	18	34	37	31

People with families

Very close	10	10	17	7	7	6	17
Fairly close	38	40	44	36	42	28	30
TOTAL CLOSE	48	50	61	43	49	34	47
Not very close	22	20	15	34	8	18	14
Not close at all	7	7	2	7	6	14	6
TOTAL NOT CLOSE	29	27	17	41	14	32	20
Don't know	23	23	23	17	37	34	32

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Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Homeowners

Very close	5	1	11	2	6	2	6	4	9	6	5	1	6	4	5	4	4	6	5	5	4
Fairly close	27	16	47	42	41	18	30	24	31	28	28	23	30	23	26	33	30	30	20	30	25
TOTAL CLOSE	32	17	58	44	47	20	36	28	40	34	33	24	36	27	31	37	34	36	25	35	29
Not very close	28	39	18	27	26	36	29	28	21	23	33	36	28	29	28	27	33	24	31	28	30
Not close at all	14	28	2	7	7	24	15	12	5	11	15	20	13	14	14	13	9	13	16	13	14
TOTAL NOT CLOSE	42	67	20	34	33	60	44	40	26	34	48	56	41	43	42	40	42	37	47	41	44
Don't know	26	17	23	21	20	21	20	32	34	32	19	20	23	30	27	24	23	27	28	24	27

Older people

Very close	5	2	10	3	5	4	6	4	8	5	5	2	6	3	5	3	5	5	3	9	4
Fairly close	26	16	44	35	37	17	26	25	23	27	31	19	28	22	25	30	29	29	21	28	23
TOTAL CLOSE	31	18	54	38	42	21	32	29	31	32	36	21	34	25	30	33	34	34	24	37	27
Not very close	30	36	24	35	30	34	33	27	33	27	30	33	29	31	30	29	32	28	29	31	31
Not close at all	16	31	3	10	9	27	18	15	8	11	15	30	15	18	17	17	10	17	19	13	18
TOTAL NOT CLOSE	46	67	27	45	39	61	51	42	41	38	45	63	44	49	47	46	42	45	48	44	49
Don't know	24	15	19	18	18	18	17	30	28	30	19	16	21	26	24	21	24	21	28	20	24

Businesspeople and the City

Very close	6	4	7	5	5	6	6	5	7	6	6	4	5	6	6	5	5	5	5	8	5
Fairly close	23	14	35	33	31	18	25	22	19	22	28	23	24	22	22	24	32	27	23	21	19
TOTAL CLOSE	29	18	42	38	36	24	31	27	26	28	34	27	29	28	28	29	37	32	28	29	24
Not very close	29	35	30	34	32	31	33	26	31	27	30	33	31	27	30	31	28	26	27	36	31
Not close at all	17	29	7	13	13	23	19	15	15	16	20	18	18	16	18	13	11	16	17	15	21
TOTAL NOT CLOSE	46	64	37	47	45	54	52	41	46	43	50	51	49	43	48	44	39	42	44	51	52
Don't know	25	18	21	15	19	22	17	32	29	30	17	22	21	30	25	27	24	26	27	20	24

Rich people

Very close	8	7	6	5	6	10	7	9	9	8	7	9	7	10	8	12	9	9	8	9	6
Fairly close	14	13	18	9	16	14	14	14	11	15	14	13	14	14	13	15	22	18	12	14	10
TOTAL CLOSE	22	20	24	14	22	24	21	23	20	23	21	22	21	24	21	27	31	27	20	23	16
Not very close	29	24	39	44	38	26	31	28	18	28	35	31	32	26	29	31	31	27	26	27	33
Not close at all	29	41	21	29	27	33	34	23	35	25	30	31	31	25	30	24	20	25	29	34	31
TOTAL NOT CLOSE	58	65	60	73	65	59	65	51	53	53	65	62	63	51	59	55	51	52	55	61	64
Don't know	20	14	16	13	13	17	14	26	27	25	14	17	17	25	21	19	19	21	24	16	20

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	%	%	%	%	%	%	%

Homeowners

Very close	5	5	13	2	7	2	8
Fairly close	27	29	31	23	19	20	27
TOTAL CLOSE	32	34	44	25	26	22	35
Not very close	28	28	20	35	17	29	14
Not close at all	14	12	9	22	5	8	8
TOTAL NOT CLOSE	42	40	29	57	22	37	22
Don't know	26	25	27	18	52	41	42

Older people

Very close	5	5	4	3	17	2	6
Fairly close	26	29	31	19	10	17	33
TOTAL CLOSE	31	34	35	22	27	19	39
Not very close	30	28	37	34	24	34	21
Not close at all	16	13	5	30	10	12	7
TOTAL NOT CLOSE	46	41	42	64	34	46	28
Don't know	24	24	23	14	39	34	33

Businesspeople and the City

Very close	6	5	8	4	3	9	16
Fairly close	23	24	20	24	22	16	22
TOTAL CLOSE	29	29	28	28	25	25	38
Not very close	29	31	37	29	24	22	19
Not close at all	17	17	12	21	13	16	10
TOTAL NOT CLOSE	46	48	49	50	37	38	29
Don't know	25	24	24	21	38	37	33

Rich people

Very close	8	6	9	9	7	13	20
Fairly close	14	15	10	14	8	10	14
TOTAL CLOSE	22	21	19	23	15	23	34
Not very close	29	32	23	30	18	17	21
Not close at all	29	28	35	32	25	23	18
TOTAL NOT CLOSE	58	60	58	62	43	40	39
Don't know	20	19	23	15	42	36	27

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Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People in the North

Very close	10	11	15	10	12	10	12	8	11	10	13	7	11	9	10	9	9	11	8	8	12
Fairly close	37	33	47	55	49	31	42	33	37	35	42	37	41	32	37	45	33	34	34	45	38
TOTAL CLOSE	47	44	62	65	61	41	54	41	48	45	55	44	52	41	47	54	42	45	42	53	50
Not very close	18	25	13	13	17	22	20	17	15	18	15	24	18	19	18	14	24	22	20	16	16
Not close at all	10	13	6	5	5	17	10	10	4	8	14	11	9	12	10	11	12	16	9	8	6
TOTAL NOT CLOSE	28	38	19	18	22	39	30	27	19	26	29	35	27	31	28	25	36	38	29	24	22
Don't know	24	18	19	18	17	20	16	32	32	28	17	21	21	28	25	22	23	18	29	22	28

People in the South

Very close	5	5	4	3	4	7	6	4	3	5	5	6	4	6	5	5	6	8	6	5	2
Fairly close	32	20	52	45	41	26	35	29	38	30	38	27	36	26	32	33	36	37	26	40	27
TOTAL CLOSE	37	25	56	48	45	33	41	33	41	35	43	33	40	32	37	38	42	45	32	45	29
Not very close	28	38	22	28	29	32	32	25	24	26	29	34	29	27	28	28	26	23	29	28	32
Not close at all	10	17	4	5	6	15	11	9	3	9	11	11	9	10	10	10	7	9	9	7	11
TOTAL NOT CLOSE	38	55	26	33	35	47	43	34	27	35	40	45	38	37	38	38	33	32	38	35	43
Don't know	25	20	19	18	20	20	17	33	33	30	17	22	22	30	25	23	24	22	30	21	28

Young people

Very close	11	11	15	10	11	11	13	9	17	11	12	7	11	10	11	6	8	12	10	16	10
Fairly close	34	33	46	41	43	30	39	29	36	33	36	33	39	28	34	42	30	33	30	36	36
TOTAL CLOSE	45	44	61	51	54	41	52	38	53	44	48	40	50	38	45	48	38	45	40	52	46
Not very close	21	25	16	20	20	25	20	21	14	20	21	26	20	22	20	17	29	21	23	22	17
Not close at all	9	9	7	7	6	9	8	9	12	8	10	7	8	9	9	10	6	9	7	10	9
TOTAL NOT CLOSE	30	34	23	27	26	34	28	30	26	28	31	33	28	31	29	27	35	30	30	32	26
Don't know	26	23	16	22	20	25	19	32	22	29	21	27	22	31	26	25	27	25	29	17	28

People like you

Very close	6	2	14	7	9	3	7	6	14	7	6	3	6	6	6	8	7	7	4	9	6
Fairly close	26	10	48	39	40	14	27	24	31	30	26	16	30	20	25	32	24	28	23	31	23
TOTAL CLOSE	32	12	62	46	49	17	34	30	45	37	32	19	36	26	31	40	31	35	27	40	29
Not very close	23	30	16	22	23	25	23	23	15	19	26	30	22	25	23	21	24	20	25	21	25
Not close at all	26	46	10	14	15	44	29	24	17	21	29	37	25	27	26	22	27	27	26	25	27
TOTAL NOT CLOSE	49	76	26	36	38	69	52	47	32	40	55	67	47	52	49	43	51	47	51	46	52
Don't know	19	12	11	18	13	14	14	23	22	24	13	14	16	22	19	17	18	18	22	14	20

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

People in the North

Very close	10	11	15	7	6	9	14
Fairly close	37	39	49	37	28	28	29
TOTAL CLOSE	47	50	64	44	34	37	43
Not very close	18	18	15	24	9	12	18
Not close at all	10	8	5	13	10	17	12
TOTAL NOT CLOSE	28	26	20	37	19	29	30
Don't know	24	24	16	19	47	35	27

People in the South

Very close	5	5	0	6	7	3	9
Fairly close	32	35	32	27	23	27	30
TOTAL CLOSE	37	40	32	33	30	30	39
Not very close	28	26	33	34	25	22	25
Not close at all	10	9	8	13	9	10	6
TOTAL NOT CLOSE	38	35	41	47	34	32	31
Don't know	25	25	26	20	35	38	29

Young people

Very close	11	10	20	8	11	13	16
Fairly close	34	37	32	32	24	23	28
TOTAL CLOSE	45	47	52	40	35	36	44
Not very close	21	19	20	26	17	18	18
Not close at all	9	9	6	9	13	9	8
TOTAL NOT CLOSE	30	28	26	35	30	27	26
Don't know	26	24	22	25	35	37	30

People like you

Very close	6	6	21	3	7	6	15
Fairly close	26	30	23	16	24	19	19
TOTAL CLOSE	32	36	44	19	31	25	34
Not very close	23	21	22	30	16	20	21
Not close at all	26	23	13	39	20	26	22
TOTAL NOT CLOSE	49	44	35	69	36	46	43
Don't know	19	19	21	12	32	29	23

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pensioners

Very close	4	2	6	3	5	2	4	3	4	3	4	3	4	3	3	2	6	3	3	4	4
Fairly close	24	13	45	34	35	16	25	23	19	25	29	18	27	19	23	31	26	26	19	28	21
TOTAL CLOSE	28	15	51	37	40	18	29	26	23	28	33	21	31	22	26	33	32	29	22	32	25
Not very close	28	34	24	29	30	30	32	25	29	26	32	27	28	28	29	23	26	25	30	29	30
Not close at all	20	35	6	11	10	33	20	19	11	13	17	37	19	21	20	20	15	22	20	16	20
TOTAL NOT CLOSE	48	69	30	40	40	63	52	44	40	39	49	64	47	49	49	43	41	47	50	45	50
Don't know	25	15	19	22	19	19	19	31	37	32	18	15	22	29	25	24	27	24	28	24	25

Some people describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	5	7	4	2	2	8	6	4	3	5	5	7	4	6	5	6	3	8	5	4	4
Fairly close	14	23	10	13	11	20	16	12	8	12	15	19	13	15	14	14	10	13	15	17	14
TOTAL CLOSE	19	30	14	15	13	28	22	16	11	17	20	26	17	21	19	20	13	21	20	21	18
Not very close	26	35	19	25	24	32	28	24	18	23	29	32	27	25	26	23	25	26	26	23	28
Not close at all	35	20	53	48	48	23	37	34	50	37	37	25	40	29	34	38	44	35	28	43	34
TOTAL NOT CLOSE	61	55	72	73	72	55	65	58	68	60	66	57	67	54	60	61	69	61	54	66	62
Don't know	20	15	14	12	14	17	13	25	22	23	15	17	16	24	20	19	18	19	25	13	20

Benefit claimants

Very close	2	5	1	1	2	3	2	2	1	2	3	3	2	3	2	4	1	3	2	1	2
Fairly close	12	21	6	10	9	17	13	11	3	9	11	22	10	14	12	10	9	10	14	14	13
TOTAL CLOSE	14	26	7	11	11	20	15	13	4	11	14	25	12	17	14	14	10	13	16	15	15
Not very close	28	41	17	28	25	35	30	27	27	23	31	36	29	27	29	29	22	26	27	27	33
Not close at all	41	22	66	50	54	31	42	39	46	46	42	26	44	36	39	43	51	44	35	44	36
TOTAL NOT CLOSE	69	63	83	78	79	66	72	66	73	69	73	62	73	63	68	72	73	70	62	71	69
Don't know	17	12	10	11	11	14	13	21	23	20	12	13	14	20	17	14	16	17	21	14	16

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

Pensioners

Very close	4	4	3	3	4	3	6
Fairly close	24	27	22	18	23	15	26
TOTAL CLOSE	28	31	25	21	27	18	32
Not very close	28	28	30	27	25	32	20
Not close at all	20	14	12	38	14	17	12
TOTAL NOT CLOSE	48	42	42	65	39	49	32
Don't know	25	27	33	14	35	34	36

Some people describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	5	5	4	6	5	7	2
Fairly close	14	13	8	20	11	12	10
TOTAL CLOSE	19	18	12	26	16	19	12
Not very close	26	27	14	31	21	18	15
Not close at all	35	36	55	29	37	33	49
TOTAL NOT CLOSE	61	63	69	60	58	51	64
Don't know	20	20	19	15	26	31	24

Benefit claimants

Very close	2	2	0	3	1	3	1
Fairly close	12	10	4	22	5	5	5
TOTAL CLOSE	14	12	4	25	6	8	6
Not very close	28	27	31	36	25	25	10
Not close at all	41	44	44	28	43	38	66
TOTAL NOT CLOSE	69	71	75	64	68	63	76
Don't know	17	17	21	12	26	29	17

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The working class

Very close	2	3	2	0	1	2	1	2	1	1	2	2	1	2	2	4	0	1	2	2	2
Fairly close	12	25	5	5	8	19	14	11	7	9	12	21	12	13	14	5	5	10	15	15	15
TOTAL CLOSE	14	28	7	5	9	21	15	13	8	10	14	23	13	15	16	9	5	11	17	17	17
Not very close	30	41	20	35	29	35	31	29	26	24	33	38	31	29	30	29	29	28	30	27	33
Not close at all	42	21	66	51	54	32	44	39	49	47	44	27	44	38	40	49	52	48	34	48	35
TOTAL NOT CLOSE	72	62	86	86	83	67	75	68	75	71	77	65	75	67	70	78	81	76	64	75	68
Don't know	15	11	7	9	8	12	10	18	17	19	9	12	11	19	15	12	15	13	20	8	16

The trade unions

Very close	2	3	2	1	2	2	2	2	0	2	3	2	2	2	2	4	2	2	1	3	2
Fairly close	7	9	4	1	6	7	6	7	8	7	5	7	6	7	7	2	6	7	9	6	6
TOTAL CLOSE	9	12	6	2	8	9	8	9	8	9	8	9	8	9	9	6	8	9	10	9	8
Not very close	26	38	15	27	22	33	26	26	22	23	25	35	24	29	27	24	23	24	29	26	28
Not close at all	48	39	69	60	60	44	55	41	45	46	58	42	54	39	47	55	54	50	41	53	45
TOTAL NOT CLOSE	74	77	84	87	82	77	81	67	67	69	83	77	78	68	74	79	77	74	70	79	73
Don't know	17	11	10	11	9	14	11	23	24	22	10	13	13	22	17	15	14	17	20	12	18

The middle class

Very close	10	10	13	6	11	9	9	10	9	10	10	8	9	11	10	10	9	13	7	8	9
Fairly close	46	57	47	48	47	52	47	45	47	38	51	55	48	44	47	46	44	46	50	48	45
TOTAL CLOSE	56	67	60	54	58	61	56	55	56	48	61	63	57	55	57	56	53	59	57	56	54
Not very close	19	17	19	25	22	17	21	17	19	19	18	19	20	17	19	21	18	16	16	24	20
Not close at all	10	6	12	11	11	9	12	9	8	13	11	5	11	9	10	9	15	10	9	11	10
TOTAL NOT CLOSE	29	23	31	36	33	26	33	26	27	32	29	24	31	26	29	30	33	26	25	35	30
Don't know	15	11	8	10	9	13	11	19	18	19	10	13	12	20	15	15	14	14	19	10	16

Women

Very close	3	3	3	1	2	4	4	2	3	3	2	4	3	3	3	4	3	3	3	4	3
Fairly close	25	45	13	21	21	34	32	19	14	19	28	38	24	27	26	23	16	21	29	26	29
TOTAL CLOSE	28	48	16	22	23	38	36	21	17	22	30	42	27	30	29	27	19	24	32	30	32
Not very close	31	26	38	45	38	28	30	32	32	30	33	30	33	28	30	31	37	34	28	33	28
Not close at all	18	9	28	19	22	13	16	20	23	21	19	9	19	16	17	18	23	20	14	18	17
TOTAL NOT CLOSE	49	35	66	64	60	41	46	52	55	51	52	39	52	44	47	49	60	54	42	51	45
Don't know	23	17	18	15	16	21	19	27	29	28	17	19	21	26	23	24	21	23	27	19	24

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

The working class

Very close	2	1	2	3	1	3	4
Fairly close	12	11	5	19	6	8	10
TOTAL CLOSE	14	12	7	22	7	11	14
Not very close	30	28	24	41	30	20	17
Not close at all	42	46	55	28	36	40	51
TOTAL NOT CLOSE	72	74	79	69	66	60	68
Don't know	15	14	14	10	27	29	18

The trade unions

Very close	2	2	1	3	0	3	3
Fairly close	7	6	7	7	13	5	6
TOTAL CLOSE	9	8	8	10	13	8	9
Not very close	26	25	20	35	20	25	10
Not close at all	48	51	51	44	37	34	63
TOTAL NOT CLOSE	74	76	71	79	57	59	73
Don't know	17	16	22	11	30	33	18

The middle class

Very close	10	10	13	9	9	8	11
Fairly close	46	45	45	56	32	36	40
TOTAL CLOSE	56	55	58	65	41	44	51
Not very close	19	19	16	19	17	17	15
Not close at all	10	12	8	6	12	5	17
TOTAL NOT CLOSE	29	31	24	25	29	22	32
Don't know	15	14	17	10	30	33	16

Women

Very close	3	2	1	4	6	3	3
Fairly close	25	22	10	39	21	19	13
TOTAL CLOSE	28	24	11	43	27	22	16
Not very close	31	32	37	31	26	21	36
Not close at all	18	20	19	11	18	15	28
TOTAL NOT CLOSE	49	52	56	42	44	36	64
Don't know	23	23	33	16	28	41	20

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People with families

Very close	3	5	2	0	2	4	3	2	3	2	3	4	3	3	3	5	1	3	2	5	3
Fairly close	26	44	17	22	23	33	30	23	25	21	28	35	28	25	28	19	15	23	27	34	30
TOTAL CLOSE	29	49	19	22	25	37	33	25	28	23	31	39	31	28	31	24	16	26	29	39	33
Not very close	33	27	41	44	41	31	31	34	30	30	36	35	34	30	32	37	41	35	29	32	31
Not close at all	18	11	27	20	22	16	19	18	16	22	21	10	18	19	18	21	23	19	18	16	18
TOTAL NOT CLOSE	51	38	68	64	63	47	50	52	46	52	57	45	52	49	50	58	64	54	47	48	49
Don't know	20	14	12	14	12	16	16	23	26	25	13	15	17	23	20	18	20	20	25	13	19

Homeowners

Very close	12	12	14	12	12	11	14	10	20	13	9	11	14	10	12	8	10	10	12	24	11
Fairly close	37	47	35	41	40	42	40	33	32	29	44	45	38	34	37	35	31	35	35	38	40
TOTAL CLOSE	49	59	49	53	52	53	54	43	52	42	53	56	52	44	49	43	41	45	47	62	51
Not very close	20	18	25	23	24	20	20	21	14	21	21	21	21	20	20	22	24	23	20	18	19
Not close at all	12	10	14	12	13	12	12	12	9	14	14	8	12	12	11	16	18	14	11	5	11
TOTAL NOT CLOSE	32	28	39	35	37	32	32	33	23	35	35	29	33	32	31	38	42	37	31	23	30
Don't know	19	13	12	12	12	15	14	24	25	23	13	15	16	23	19	18	17	18	23	14	20

Older people

Very close	16	15	23	19	20	11	21	12	34	20	11	8	20	12	17	16	14	17	14	23	16
Fairly close	30	38	28	32	31	32	33	27	30	26	34	32	31	29	31	28	24	29	27	37	31
TOTAL CLOSE	46	53	51	51	51	43	54	39	64	46	45	40	51	41	48	44	38	46	41	60	47
Not very close	20	21	20	22	22	23	18	21	11	15	24	27	19	20	19	21	22	19	23	17	19
Not close at all	16	15	17	13	15	20	14	17	4	15	17	20	14	17	15	18	19	18	15	11	14
TOTAL NOT CLOSE	36	36	37	35	37	43	32	38	15	30	41	47	33	37	34	39	41	37	38	28	33
Don't know	18	12	12	14	12	15	13	23	22	23	14	13	15	22	18	17	20	17	22	13	19

Businesspeople and the City

Very close	43	41	51	50	50	43	47	40	42	44	46	39	46	39	42	54	45	45	40	45	40
Fairly close	31	38	33	29	31	35	30	32	31	25	34	39	33	29	32	26	25	29	29	38	33
TOTAL CLOSE	74	79	84	79	81	78	77	72	73	69	80	78	79	68	74	80	70	74	69	83	73
Not very close	6	6	5	6	6	5	7	5	4	6	6	5	6	5	5	8	7	5	5	6	5
Not close at all	4	3	4	5	5	3	5	4	2	5	5	3	4	5	4	2	6	5	5	3	4
TOTAL NOT CLOSE	10	9	9	11	11	8	12	9	6	11	11	8	10	10	9	10	13	10	10	9	9
Don't know	16	12	6	9	8	13	11	20	20	20	9	15	12	22	16	11	16	15	21	9	18

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

People with families

Very close	3	2	2	4	7	3	3
Fairly close	26	24	26	37	23	22	19
TOTAL CLOSE	29	26	28	41	30	25	22
Not very close	33	32	36	36	29	25	33
Not close at all	18	22	16	11	10	16	26
TOTAL NOT CLOSE	51	54	52	47	39	41	59
Don't know	20	20	20	13	31	34	20

Homeowners

Very close	12	11	20	11	28	7	17
Fairly close	37	35	37	47	28	30	25
TOTAL CLOSE	49	46	57	58	56	37	42
Not very close	20	22	11	20	9	20	20
Not close at all	12	14	5	9	3	9	12
TOTAL NOT CLOSE	32	36	16	29	12	29	32
Don't know	19	18	28	13	32	34	26

Older people

Very close	16	18	37	9	31	8	19
Fairly close	30	30	29	33	21	28	19
TOTAL CLOSE	46	48	66	42	52	36	38
Not very close	20	18	17	27	16	15	21
Not close at all	16	15	1	20	7	17	22
TOTAL NOT CLOSE	36	33	18	47	23	32	43
Don't know	18	19	15	11	25	32	20

Businesspeople and the City

Very close	43	45	53	40	29	37	52
Fairly close	31	30	25	38	32	24	21
TOTAL CLOSE	74	75	78	78	61	61	73
Not very close	6	5	4	6	11	3	3
Not close at all	4	5	3	4	4	6	3
TOTAL NOT CLOSE	10	10	7	10	15	9	6
Don't know	16	15	16	12	24	31	20

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rich people

Very close	60	52	77	72	71	57	64	56	66	60	64	54	64	55	59	68	65	64	53	66	56
Fairly close	19	32	11	15	16	25	19	20	10	17	21	27	19	20	20	15	12	16	22	20	22
TOTAL CLOSE	79	84	88	87	87	82	83	76	76	77	85	81	83	75	79	83	77	80	75	86	78
Not very close	4	5	2	3	2	4	4	4	5	3	3	4	3	4	4	2	5	4	3	2	4
Not close at all	3	1	3	4	3	2	3	3	1	4	4	3	3	3	3	3	3	3	4	3	3
TOTAL NOT CLOSE	7	6	5	7	5	6	7	7	6	7	7	7	6	7	7	5	8	7	7	5	7
Don't know	14	10	6	7	7	11	10	17	17	16	9	13	11	18	14	11	14	13	18	9	15

People in the North

Very close	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	0	0	1	2	1
Fairly close	8	16	4	6	7	11	10	7	6	6	9	13	8	8	9	6	6	7	7	8	10
TOTAL CLOSE	9	17	5	7	8	11	11	8	6	7	9	14	9	9	10	7	6	7	8	10	11
Not very close	36	44	32	42	39	39	39	32	27	32	38	44	36	35	36	36	34	28	38	40	39
Not close at all	34	23	50	38	39	31	35	33	39	36	39	22	37	30	33	37	39	49	26	30	26
TOTAL NOT CLOSE	70	67	82	80	78	70	74	65	66	68	77	66	73	65	69	73	73	77	64	70	65
Don't know	22	16	13	13	14	18	16	27	29	26	13	20	18	27	22	21	20	16	28	19	24

People in the South

Very close	18	18	23	17	18	20	20	17	23	17	20	17	19	18	18	21	24	32	17	11	10
Fairly close	42	51	45	44	46	46	44	40	38	37	46	48	45	38	43	40	38	38	43	46	45
TOTAL CLOSE	60	69	68	61	64	66	64	57	61	54	66	65	64	56	61	61	62	70	60	57	55
Not very close	13	11	13	19	16	11	14	11	14	11	14	13	12	14	13	14	10	8	8	23	15
Not close at all	6	4	7	7	6	6	6	6	2	8	7	3	7	5	6	4	6	5	5	5	8
TOTAL NOT CLOSE	19	15	20	26	22	17	20	17	16	19	21	16	19	19	19	18	16	13	13	28	23
Don't know	21	15	13	14	15	17	15	26	23	26	13	19	17	26	21	21	22	17	26	16	22

Young people

Very close	1	1	1	1	1	1	2	2	2	1	0	2	1	1	1	1	1	1	2	3	1
Fairly close	10	20	5	6	8	14	12	9	5	7	12	17	10	11	11	9	6	9	12	7	14
TOTAL CLOSE	11	21	6	7	9	15	13	11	7	8	12	19	11	12	12	10	7	10	14	10	15
Not very close	35	43	34	40	37	43	36	35	27	31	39	43	37	33	35	40	38	36	32	38	34
Not close at all	31	16	48	38	40	21	34	27	45	36	31	14	33	27	30	28	34	32	28	37	28
TOTAL NOT CLOSE	66	59	82	78	77	64	70	62	72	67	70	57	70	60	65	68	72	68	60	75	62
Don't know	22	19	12	16	14	22	17	27	22	24	17	24	18	28	22	22	21	22	26	15	23

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

Rich people

Very close	60	62	75	55	57	51	61
Fairly close	19	19	6	27	14	10	17
TOTAL CLOSE	79	81	81	82	71	61	78
Not very close	4	4	3	5	3	3	0
Not close at all	3	3	3	3	6	6	1
TOTAL NOT CLOSE	7	7	6	8	9	9	1
Don't know	14	13	13	10	20	30	21

People in the North

Very close	1	1	0	1	4	2	0
Fairly close	8	7	4	13	5	5	5
TOTAL CLOSE	9	8	4	14	9	7	5
Not very close	36	34	35	45	28	29	28
Not close at all	34	37	37	23	32	32	39
TOTAL NOT CLOSE	70	71	72	68	60	61	67
Don't know	22	21	25	17	31	33	28

People in the South

Very close	18	18	28	19	22	13	15
Fairly close	42	42	35	48	32	37	36
TOTAL CLOSE	60	60	63	67	54	50	51
Not very close	13	12	17	12	14	10	13
Not close at all	6	7	2	4	2	7	9
TOTAL NOT CLOSE	19	19	19	16	16	17	22
Don't know	21	21	18	17	29	32	27

Young people

Very close	1	1	0	2	4	2	0
Fairly close	10	9	1	16	9	11	5
TOTAL CLOSE	11	10	1	18	13	13	5
Not very close	35	35	30	43	25	32	19
Not close at all	31	34	48	16	38	21	50
TOTAL NOT CLOSE	66	69	78	59	63	53	69
Don't know	22	21	21	22	25	34	26

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2154	704	521	183	759	802	1043	1111	226	890	532	506	1228	926	1859	108	187	519	358	261	722	
Unweighted Sample	2154	748	506	192	888	830	985	1169	146	898	577	533	1322	832	1830	128	196	536	354	175	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People like you

Very close	3	6	1	1	2	3	4	2	2	2	3	4	3	2	3	1	1	2	3	4	3
Fairly close	16	33	4	12	12	24	19	13	5	13	17	24	16	15	16	11	11	11	16	16	21
TOTAL CLOSE	19	39	5	13	14	27	23	15	7	15	20	28	19	17	19	12	12	13	19	20	24
Not very close	26	31	25	31	27	29	24	28	21	22	31	31	27	25	26	26	24	28	28	23	26
Not close at all	39	19	63	44	48	31	41	37	52	43	39	27	40	38	37	49	50	43	32	46	33
TOTAL NOT CLOSE	65	50	88	75	75	60	65	65	73	65	70	58	67	63	63	75	74	71	60	69	59
Don't know	16	12	8	12	10	13	12	20	20	20	11	14	14	19	17	12	14	16	20	12	17

Pensioners

Very close	13	12	15	17	15	9	16	9	24	16	8	6	16	8	13	14	12	12	10	16	13
Fairly close	27	37	25	31	32	28	32	22	20	23	32	31	28	25	28	23	21	26	25	32	28
TOTAL CLOSE	40	49	40	48	47	37	48	31	44	39	40	37	44	33	41	37	33	38	35	48	41
Not very close	21	23	22	20	22	25	18	24	14	17	26	26	20	23	21	24	24	19	25	19	20
Not close at all	19	16	23	17	19	22	19	20	12	19	19	24	18	21	19	22	22	24	19	16	17
TOTAL NOT CLOSE	40	39	45	37	41	47	37	44	26	36	45	50	38	44	40	46	46	43	44	35	37
Don't know	20	12	14	15	12	16	15	25	30	25	15	13	17	24	20	18	21	19	21	18	21

*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.

YouGov Survey Results

Sample Size: 2154 Adults in GB
Fieldwork: 5th June - 6th June 2024

	Employment status						
	Working	Student	Retired	Unemployed	Not working	Other	
Weighted Sample	2154	1307	81	491	90	127	58
Unweighted Sample	2154	1329	58	520	67	121	59
	%	%	%	%	%	%	%

People like you

Very close	3	2	3	4	4	2	0
Fairly close	16	15	3	24	9	12	8
TOTAL CLOSE	19	17	6	28	13	14	8
Not very close	26	26	27	32	18	18	13
Not close at all	39	41	49	28	50	38	58
TOTAL NOT CLOSE	65	67	76	60	68	56	71
Don't know	16	16	17	12	20	31	22

Pensioners

Very close	13	14	24	7	25	5	16
Fairly close	27	28	19	32	22	15	15
TOTAL CLOSE	40	42	43	39	47	20	31
Not very close	21	19	18	27	11	27	19
Not close at all	19	19	10	24	11	16	27
TOTAL NOT CLOSE	40	38	28	51	22	43	46
Don't know	20	21	28	10	30	36	24

**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.*