IPSOS
How the voters voted in the 2024 election
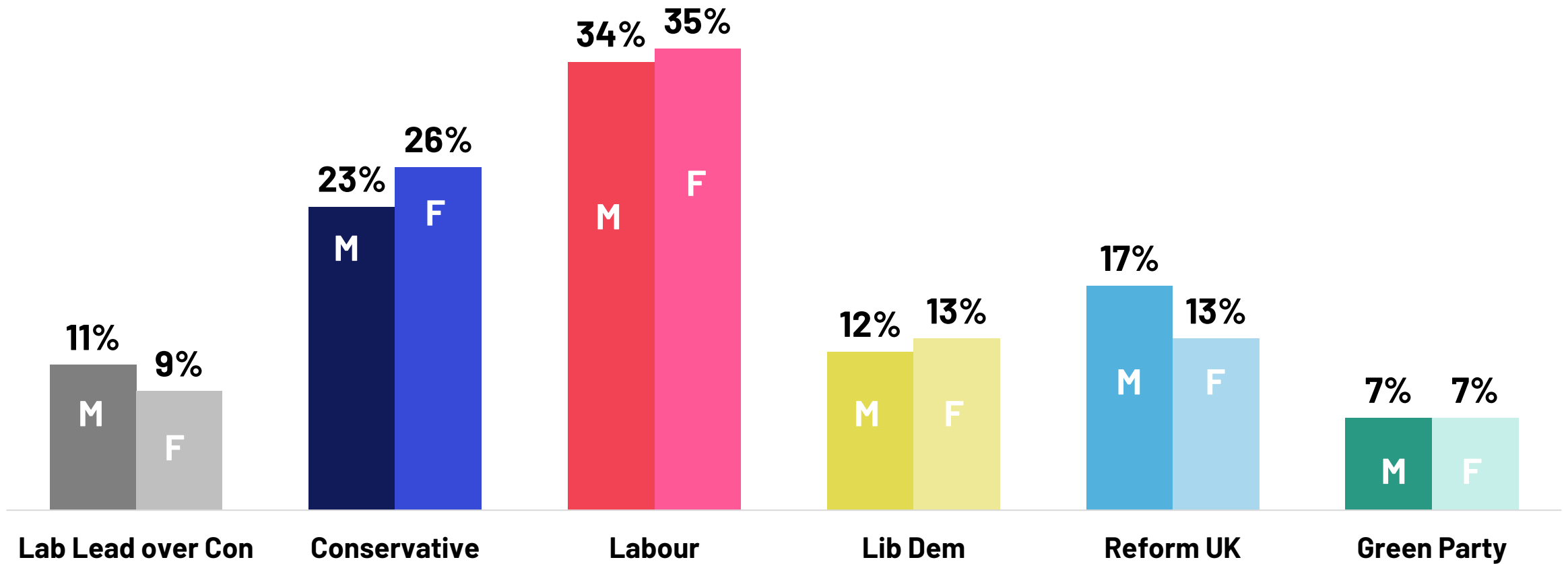
July 2024

Methodology

For every election since 1979, Ipsos has produced estimates of how the voters voted

- In 2024, for the first time we have produced these estimates from a post-election survey carried out on our online random probability Ipsos UK KnowledgePanel, with participants recruited via random unclustered address-based sampling, the gold standard in UK survey research, weighted to the final outcome. Previous estimates were derived from aggregating pre-election surveys (in 2019, a mix of telephone and online surveys), and weighting these to the final outcome.

- 17,394 interviews were carried out with British adults aged 18+, between 5-8 July 2024, of whom 15,206 said they voted.

- The data was weighted using our normal methodology to be representative of the adult population profile of Great Britain, and then the proportions of voters for each party and non-voters were weighted to the actual results at a regional level.

- Nevertheless, as always, it is important to note that these are estimates only, based on people's answers to a post-election survey immediately after polling day, and will be subject to a margin of error and other potential sources of error.

- All figures (except the turnout estimates) are expressed as percentages of those who voted - ie, they exclude those who did not vote. More detail on how to interpret the turnout estimates are provided in that section.

- Changes are shown since Ipsos' 2019 election estimates.

VOTING INTENTION: BY GENDER

Voting by Gender

Lab Lead over Con
- 11% M
- 9% F

Conservative
- 23% M
- 26% F

Labour
- 34% M
- 35% F

Lib Dem
- 12% M
- 13% F

Reform UK
- 17% M
- 13% F

Green Party
- 7% M
- 7% F

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Gender difference in voting over time

% Women voting Labour and % of Men voting Labour

% of Women voting Conservative and % of Men voting Conservative
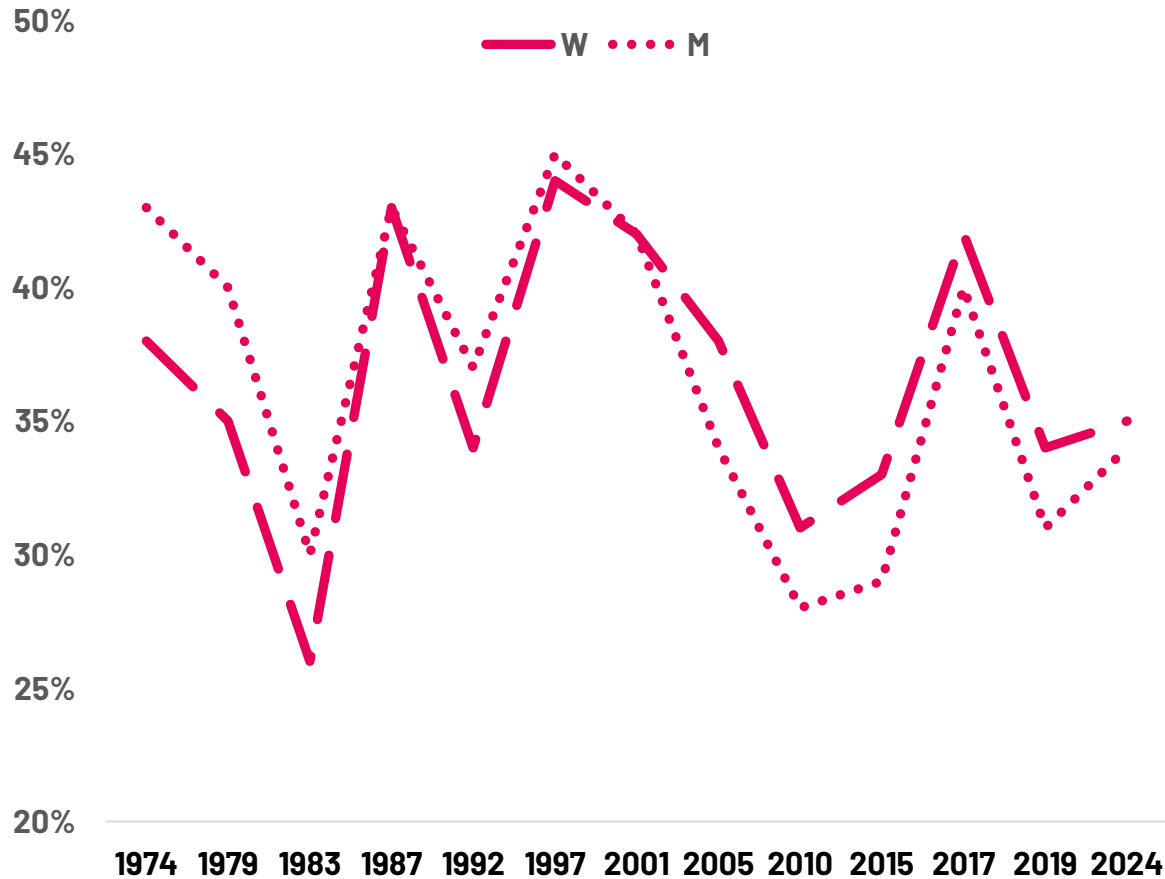

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Change in Vote Share by Gender

The Conservatives' vote fell sharply amongst both men and women
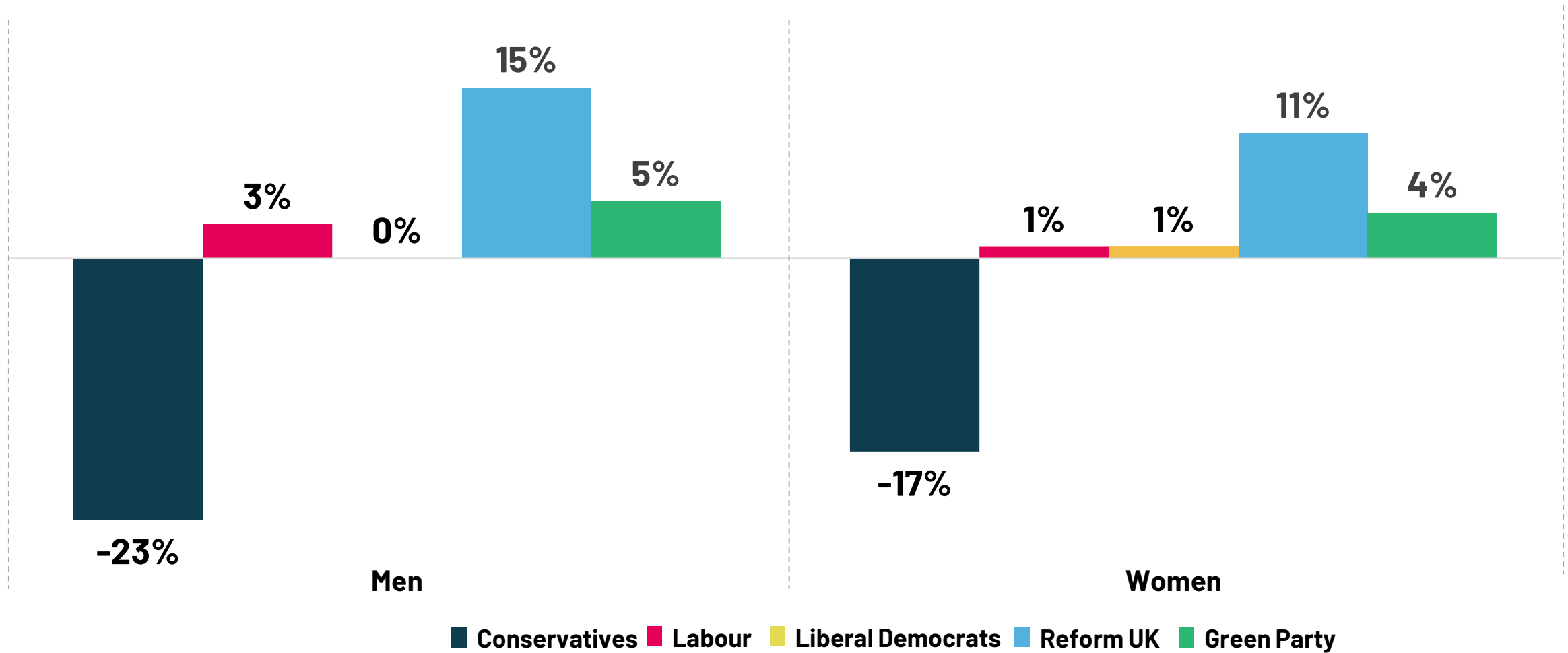
Men: Conservatives -23%, Labour 3%, Liberal Democrats 0%, Reform UK 15%, Green Party 5%

Women: Conservatives -17%, Labour 1%, Liberal Democrats 1%, Reform UK 11%, Green Party 4%

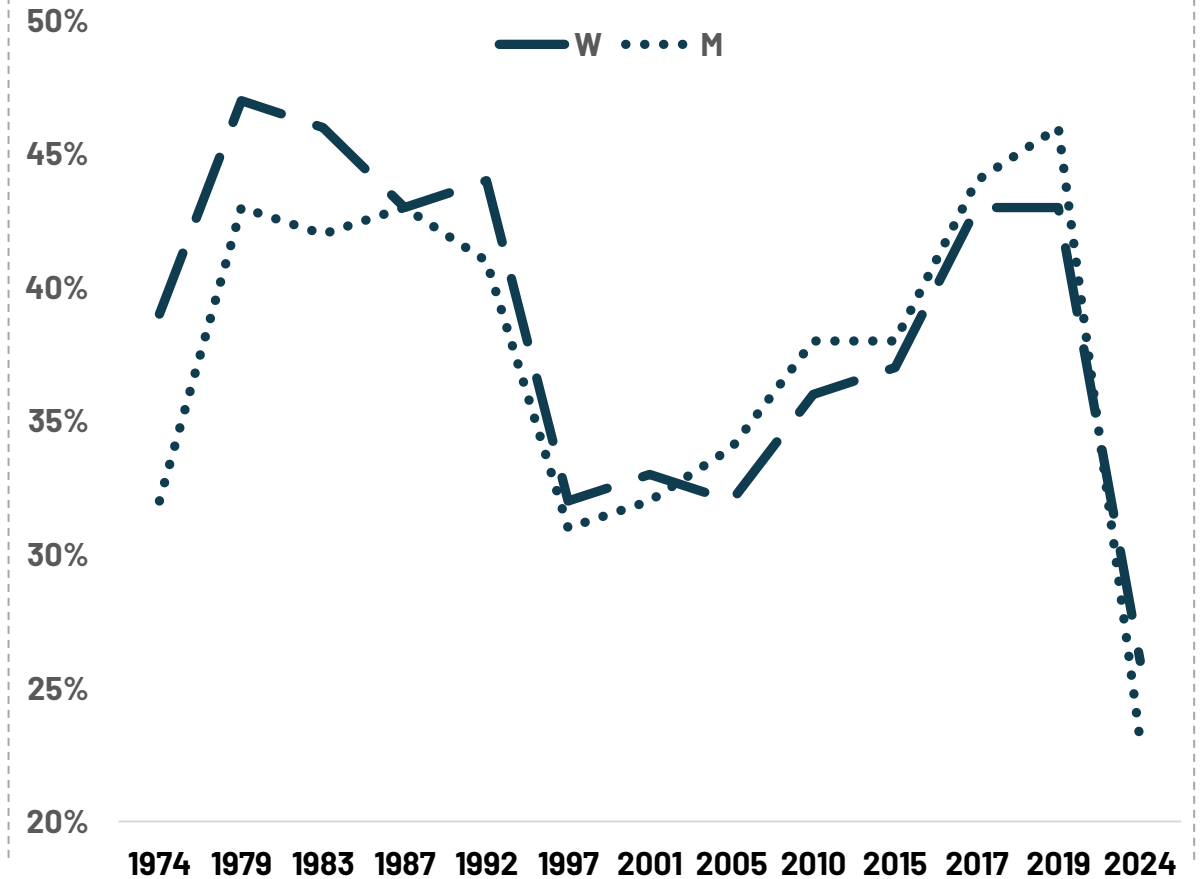■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by Gender in 2024 and 1997

2024

1997

Male — 2024: Conservatives 23%, Labour 34%, Liberal Democrats 12%
Female — 2024: Conservatives 26%, Labour 35%, Liberal Democrats 13%
Male — 1997: Conservatives 31%, Labour 45%, Liberal Democrats 17%
Female — 1997: Conservatives 32%, Labour 44%, Liberal Democrats 18%

■ Conservatives ■ Labour ■ Liberal Democrats

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

VOTING INTENTION: BY AGE

Voting by Age

Labour received the highest vote share among all age cohorts, except for the over 65s.

18-24
- Conservatives: 5%
- Labour: 41%
- Liberal Democrats: 16%
- Reform UK: 8%
- Green Party: 19%

25-34
- Conservatives: 10%
- Labour: 47%
- Liberal Democrats: 11%
- Reform UK: 13%
- Green Party: 12%

35-44
- Conservatives: 17%
- Labour: 41%
- Liberal Democrats: 13%
- Reform UK: 14%
- Green Party: 7%

45-54
- Conservatives: 22%
- Labour: 36%
- Liberal Democrats: 14%
- Reform UK: 17%
- Green Party: 6%

55-64
- Conservatives: 27%
- Labour: 32%
- Liberal Democrats: 12%
- Reform UK: 19%
- Green Party: 4%

65+
- Conservatives: 43%
- Labour: 23%
- Liberal Democrats: 12%
- Reform UK: 14%
- Green Party: 2%

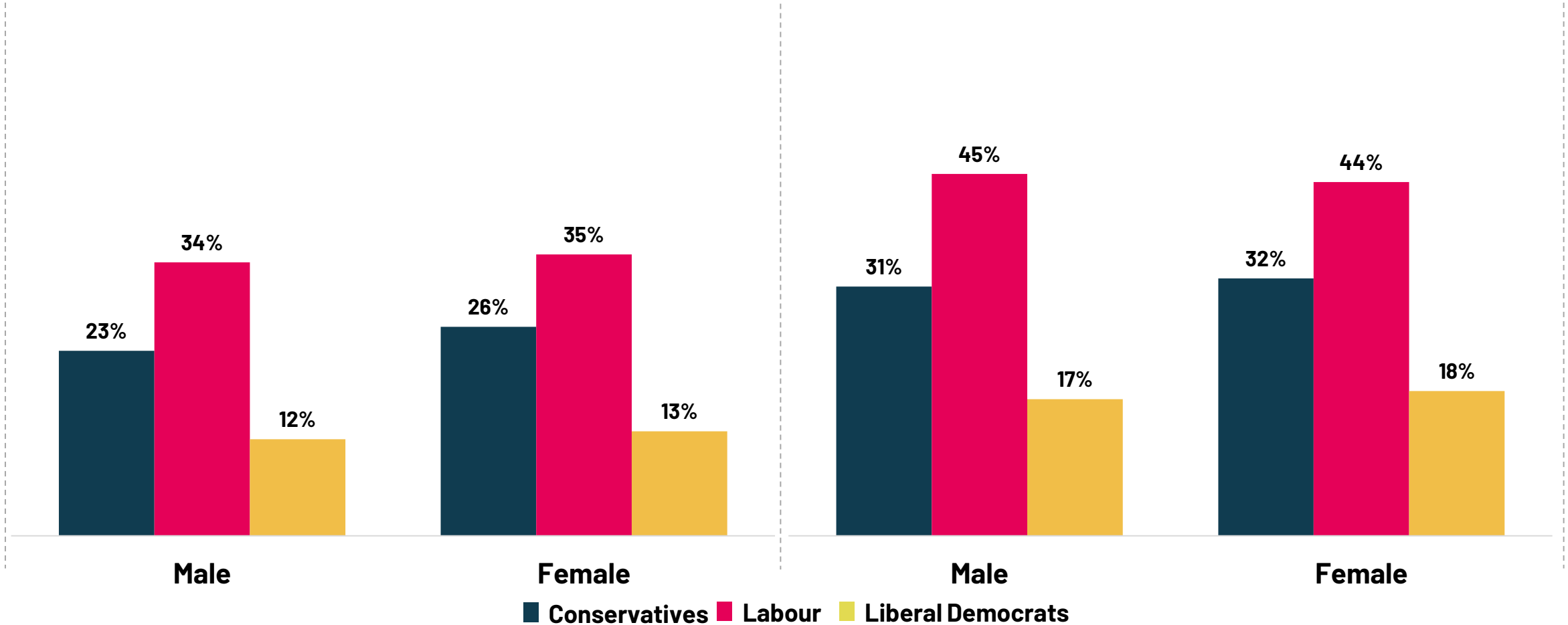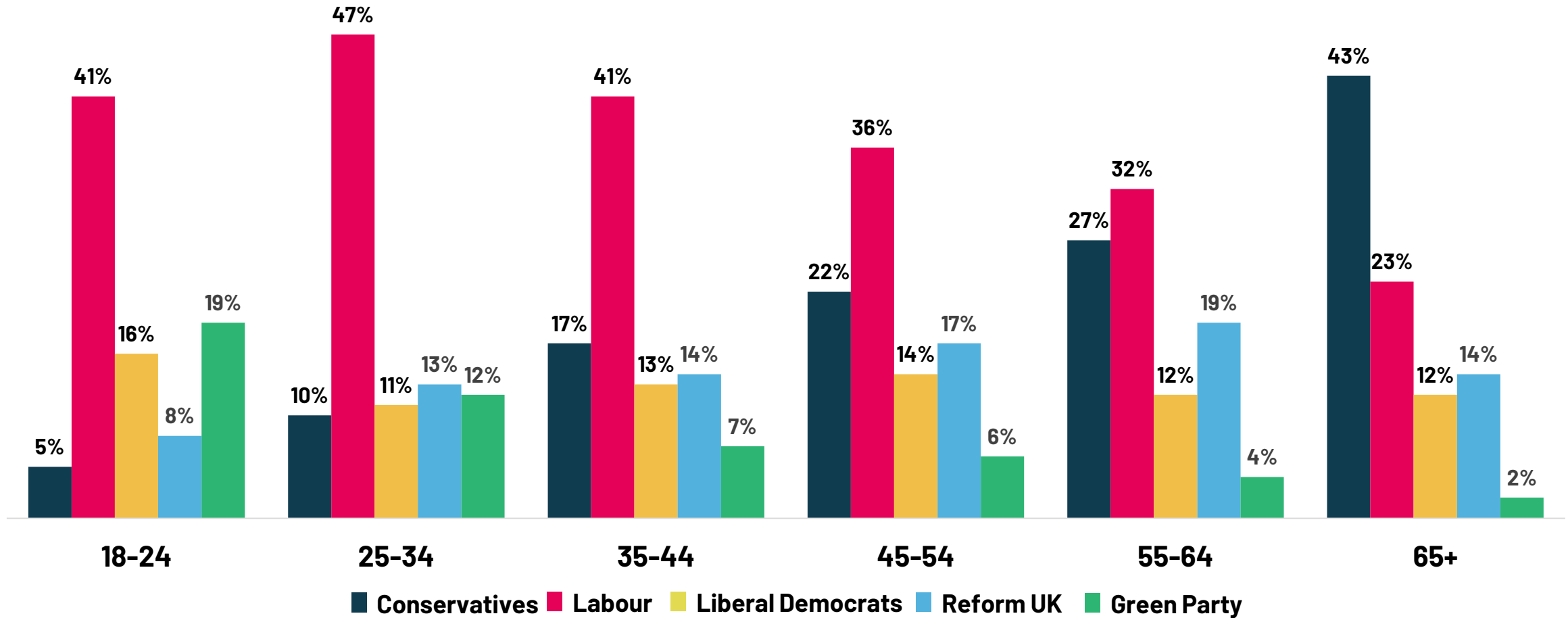Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Change in Vote Share by Age

The Conservatives saw large drops in support across age groups. Labour's vote rose among those aged 45+ but fell significantly among 18-24s, with a larger number voting for other parties compared to 2019.

18-24
- Conservatives: -14%
- Labour: -21%
- Liberal Democrats: 7%
- Reform UK: 7%
- Green Party: 16%
- Other: 7

25-34
- Conservatives: -17%
- Labour: -4%
- Liberal Democrats: 0%
- Reform UK: 12%
- Green Party: 9%
- Other: 1

35-44
- Conservatives: -19%
- Labour: 1%
- Liberal Democrats: -1%
- Reform UK: 12%
- Green Party: 3%
- Other: 3

45-54
- Conservatives: -24%
- Labour: 8%
- Liberal Democrats: 0%
- Reform UK: 15%
- Green Party: 3%
- Other: -2

55-64
- Conservatives: -17%
- Labour: 5%
- Liberal Democrats: 1%
- Reform UK: 16%
- Green Party: 1%
- Other: -1

65+
- Conservatives: -23%
- Labour: 6%
- Liberal Democrats: 1%
- Reform UK: 12%
- Green Party: 1%
- Other: 0

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ Other

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Vote by age over time

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
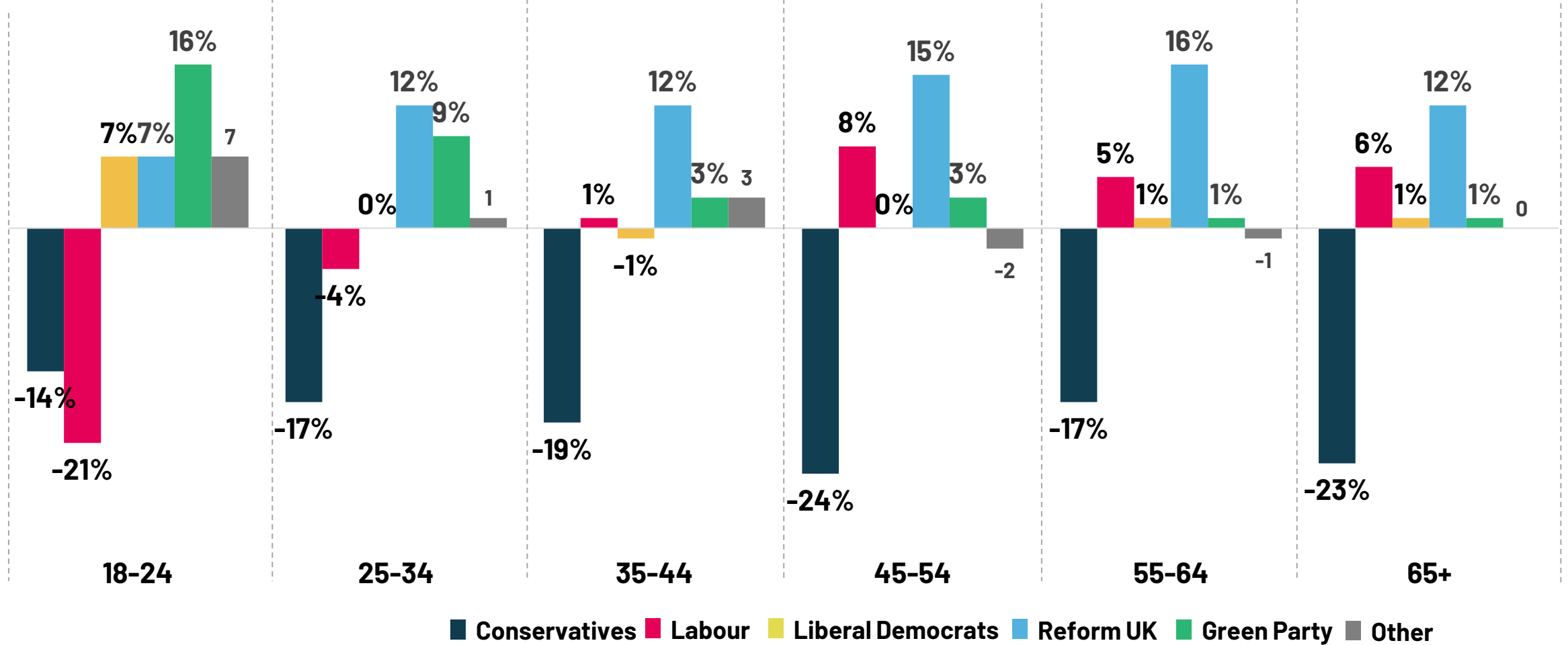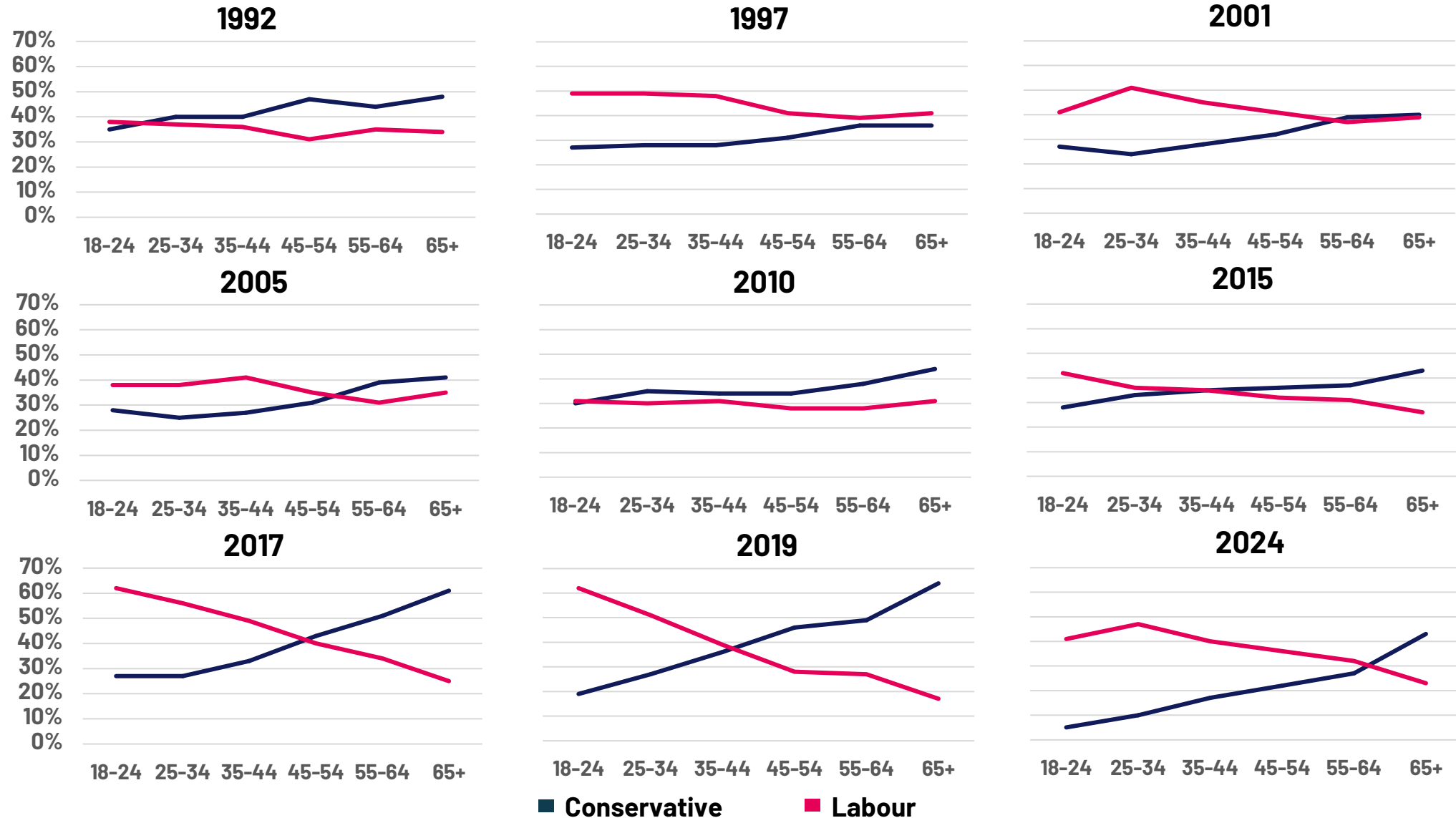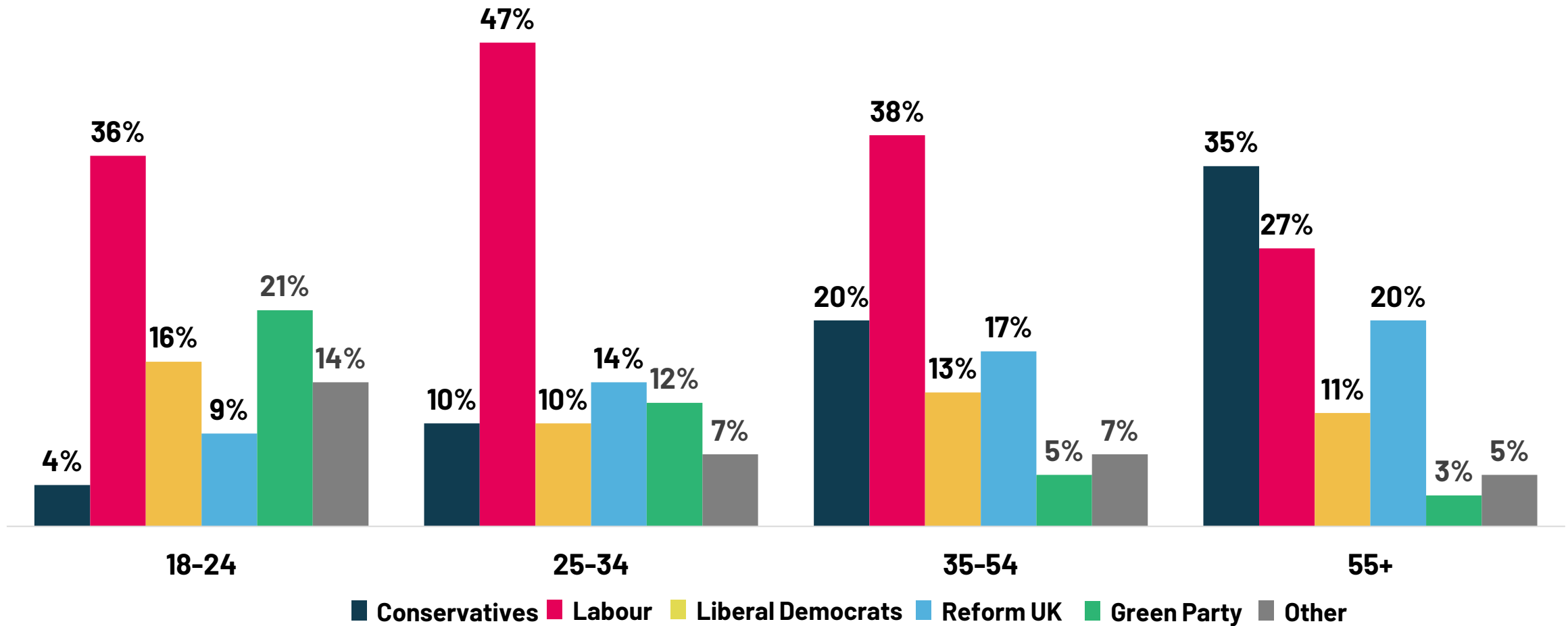
How men voted by age

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Change in Vote Share among Men by Age

18-24
- Conservatives: -18%
- Labour: -23%
- Liberal Democrats: 6%
- Reform UK: 8%
- Green Party: 18%
- Other: 9%

25-34
- Conservatives: -21%
- Labour: -1%
- Liberal Democrats: 0%
- Reform UK: 12%
- Green Party: 9%
- Other: 10%

35-54
- Conservatives: -25%
- Labour: 8%
- Liberal Democrats: -1%
- Reform UK: 15%
- Green Party: 2%
- Other: 1%

55+
- Conservatives: -23%
- Labour: 6%
- Liberal Democrats: 0%
- Reform UK: 18%
- Green Party: 1%
- Other: -1%

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ Other
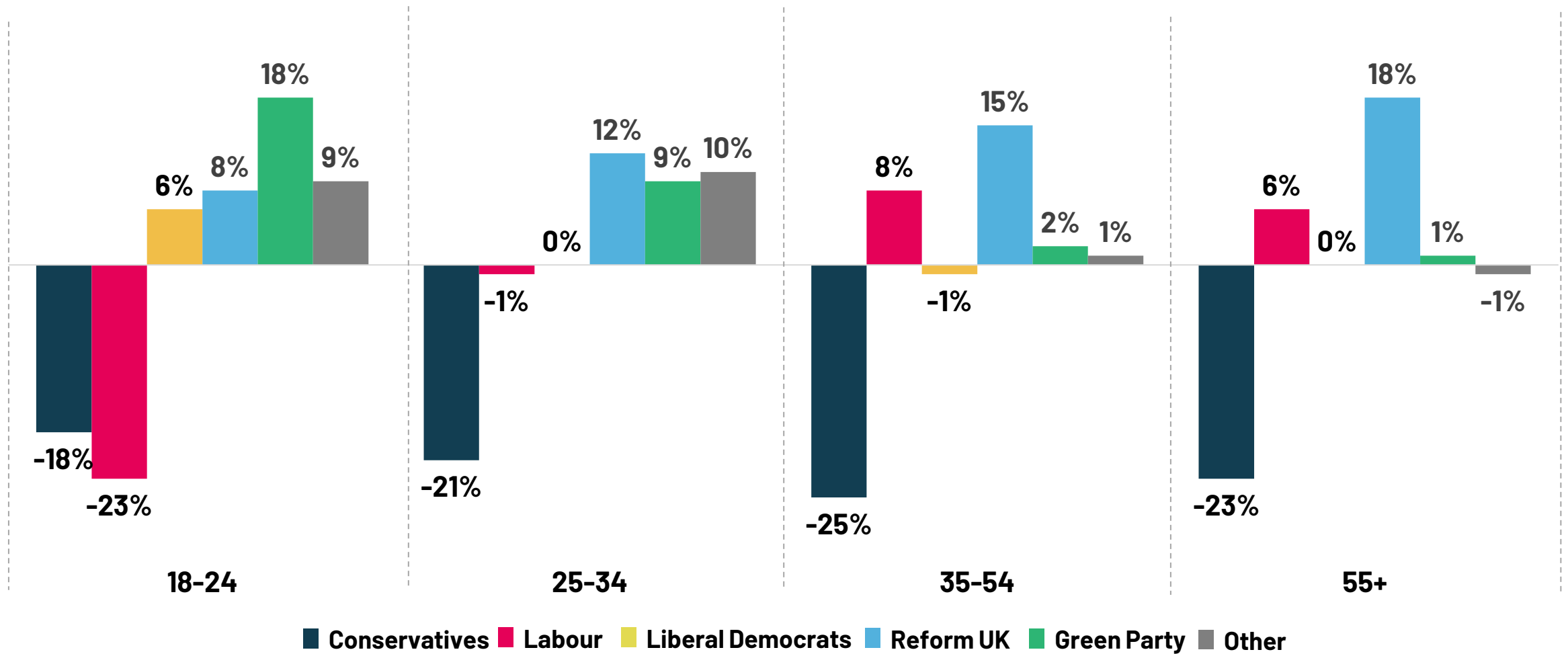
Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

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How women voted by age

Change in Vote Share among Women by Age

Conservatives | Labour | Liberal Democrats | Reform UK | Green Party | Other

18-24: Conservatives -12%, Labour -19%, Liberal Democrats 7%, Reform UK 6%, Green Party 12%, Other 5%

25-34: Conservatives -14%, Labour -7%, Liberal Democrats 0%, Reform UK 11%, Green Party 8%, Other 1%

35-54: Conservatives -26%, Labour 9%, Liberal Democrats -1%, Reform UK 12%, Green Party 4%, Other 2%

55+: Conservatives -18%, Labour 7%, Liberal Democrats 2%, Reform UK 11%, Green Party 1%, Other 0%
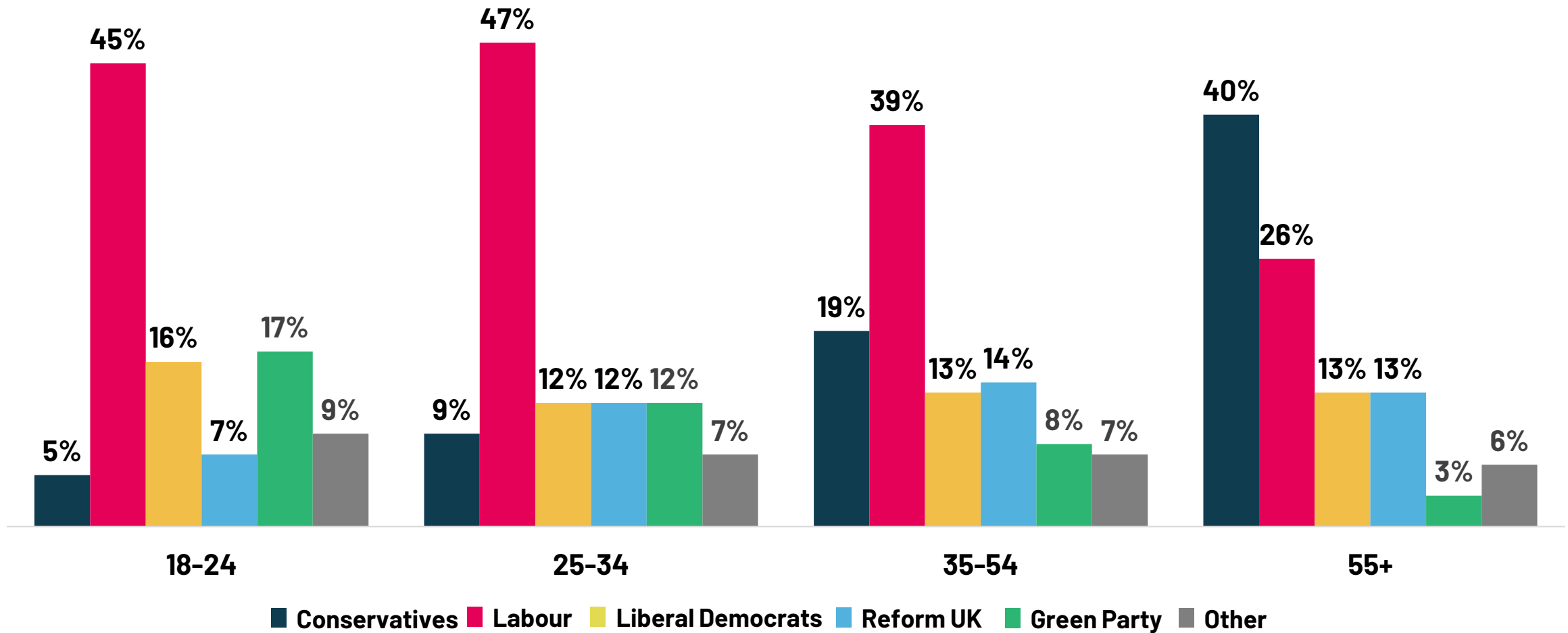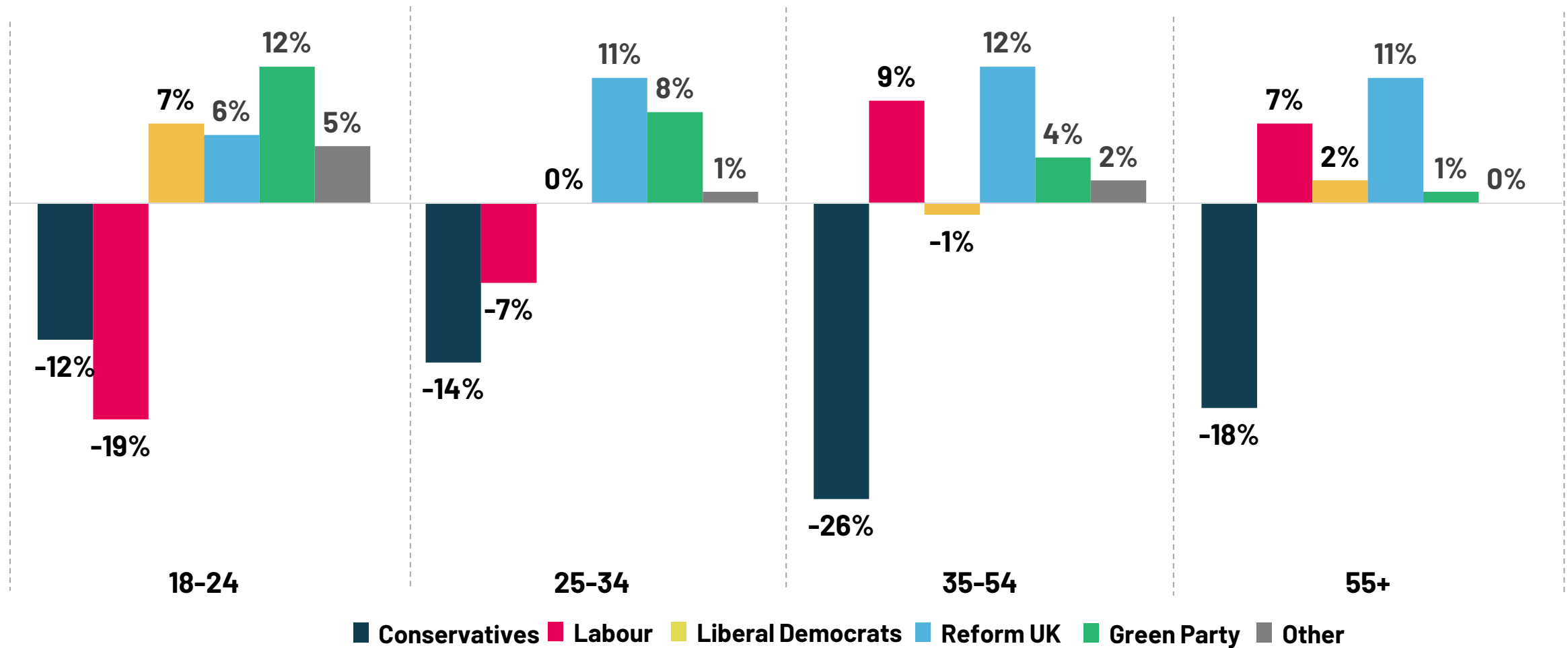
Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by class among age

18–34

AB — Conservatives 9%, Labour 48%, Liberal Democrats 18%, Reform UK 6%, Green Party 13%
C1 — Conservatives 10%, Labour 46%, Liberal Democrats 12%, Reform UK 7%, Green Party 17%
C2 — Conservatives 12%, Labour 41%, Liberal Democrats 4%, Reform UK 29%, Green Party 11%
DE — Conservatives 2%, Labour 42%, Liberal Democrats 11%, Reform UK 17%, Green Party 8%

35–54

AB — Conservatives 20%, Labour 41%, Liberal Democrats 17%, Reform UK 10%, Green Party 7%
C1 — Conservatives 21%, Labour 40%, Liberal Democrats 13%, Reform UK 12%, Green Party 8%
C2 — Conservatives 18%, Labour 31%, Liberal Democrats 12%, Reform UK 26%, Green Party 6%
DE — Conservatives 20%, Labour 38%, Liberal Democrats 13%, Reform UK 15%, Green Party 5%

55+

AB — Conservatives 42%, Labour 25%, Liberal Democrats 16%, Reform UK 10%, Green Party 3%
C1 — Conservatives 37%, Labour 26%, Liberal Democrats 13%, Reform UK 15%, Green Party 4%
C2 — Conservatives 34%, Labour 26%, Liberal Democrats 10%, Reform UK 22%, Green Party 2%
DE — Conservatives 34%, Labour 28%, Liberal Democrats 9%, Reform UK 18%, Green Party 4%

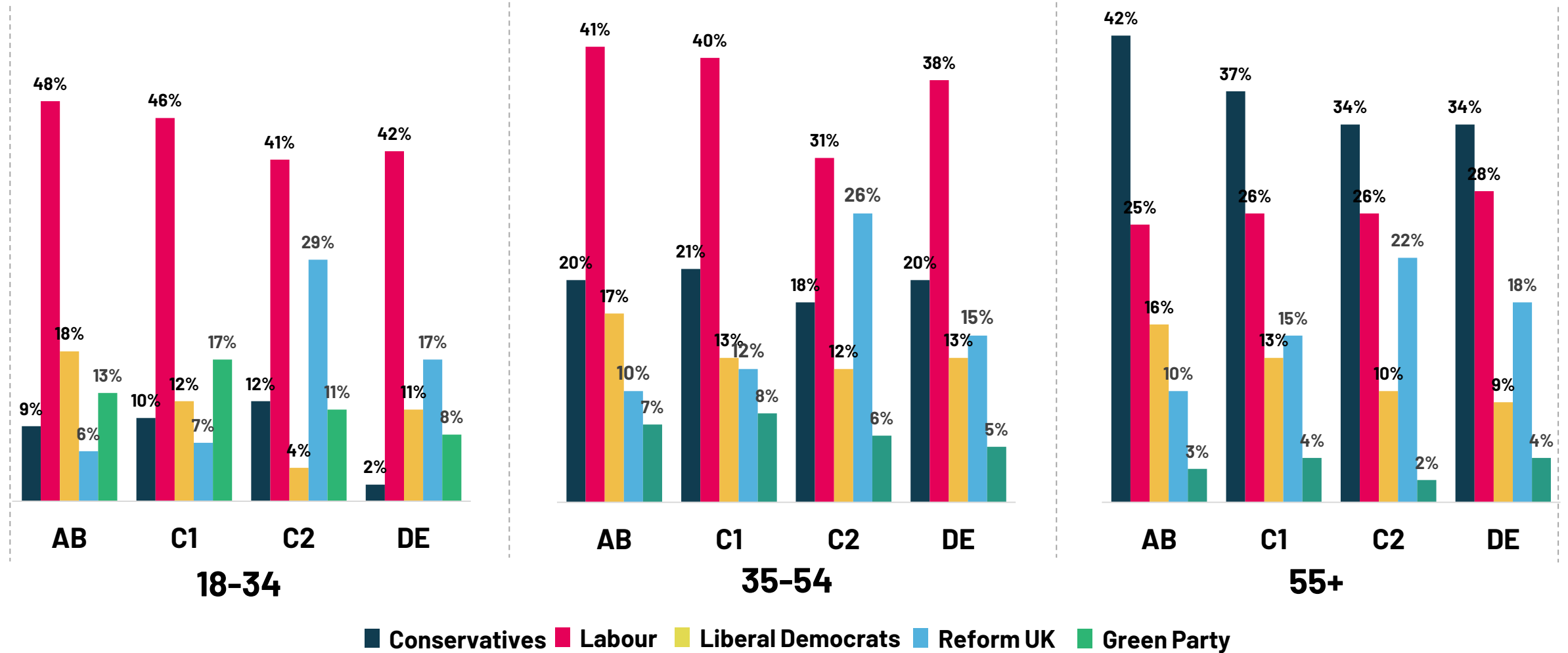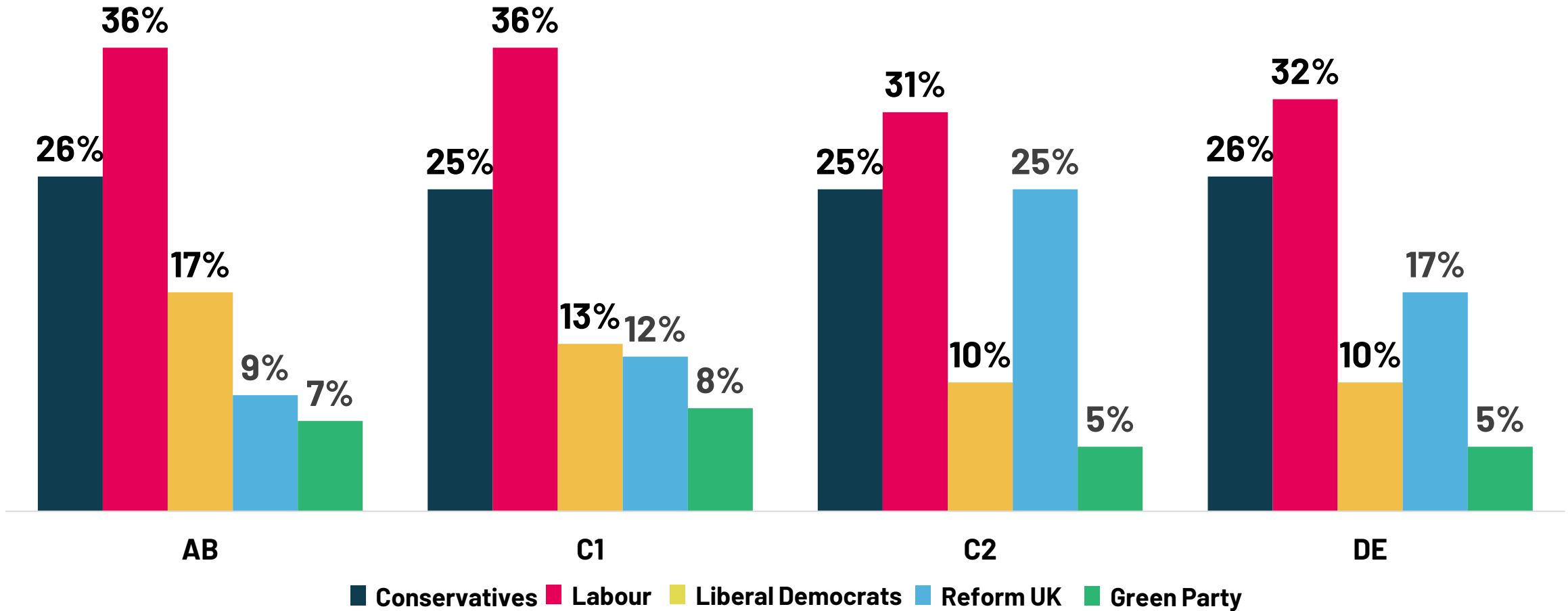Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

VOTING INTENTION: BY SOCIAL CLASS

Voting by Social Class

Labour received the highest vote share across all social classes, however Reform UK were the equal second biggest party among C2s along with the Conservatives.

Legend: Conservatives, Labour, Liberal Democrats, Reform UK, Green Party

AB: Conservatives 26%, Labour 36%, Liberal Democrats 17%, Reform UK 9%, Green Party 7%

C1: Conservatives 25%, Labour 36%, Liberal Democrats 13%, Reform UK 12%, Green Party 8%

C2: Conservatives 25%, Labour 31%, Liberal Democrats 10%, Reform UK 25%, Green Party 5%

DE: Conservatives 26%, Labour 32%, Liberal Democrats 10%, Reform UK 17%, Green Party 5%

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by Social Class in 2024 and 1997
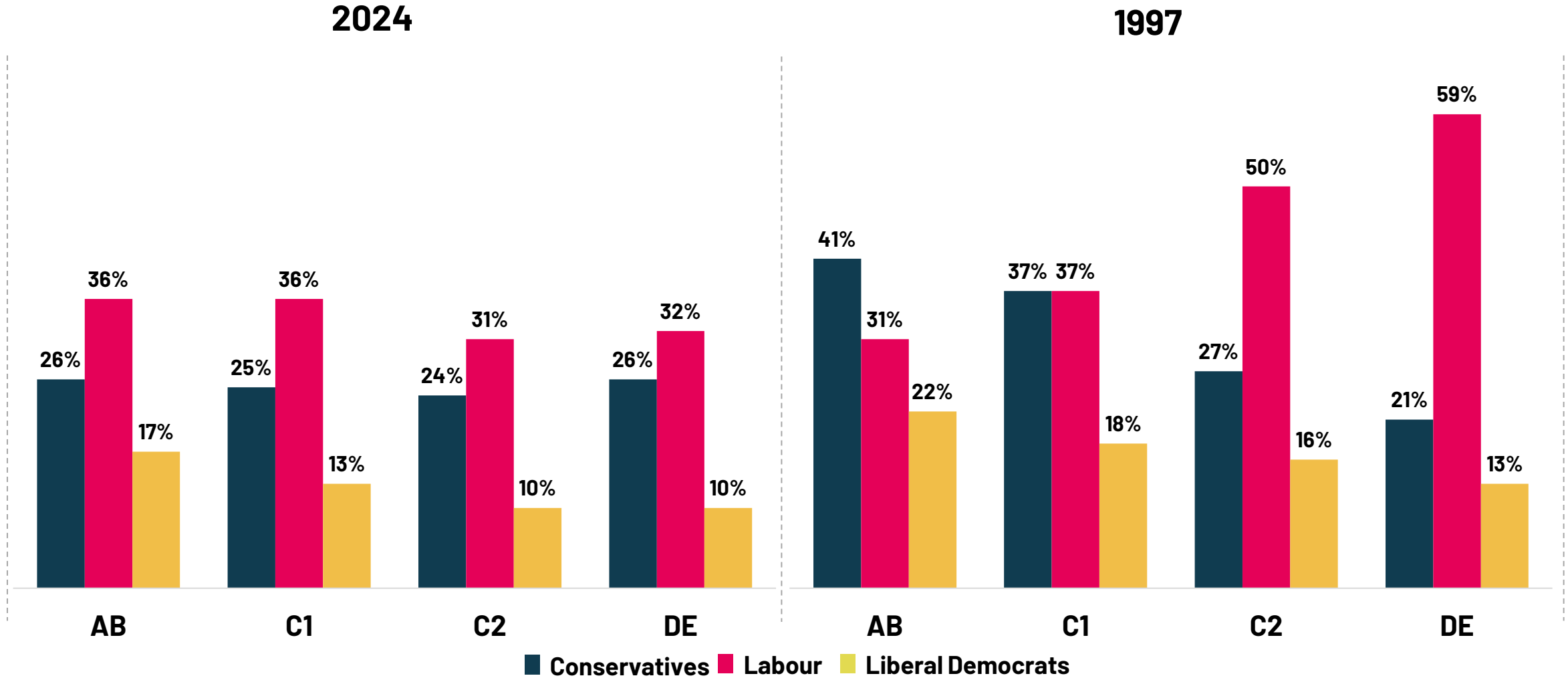
2024

1997

Conservatives **Labour** **Liberal Democrats**

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
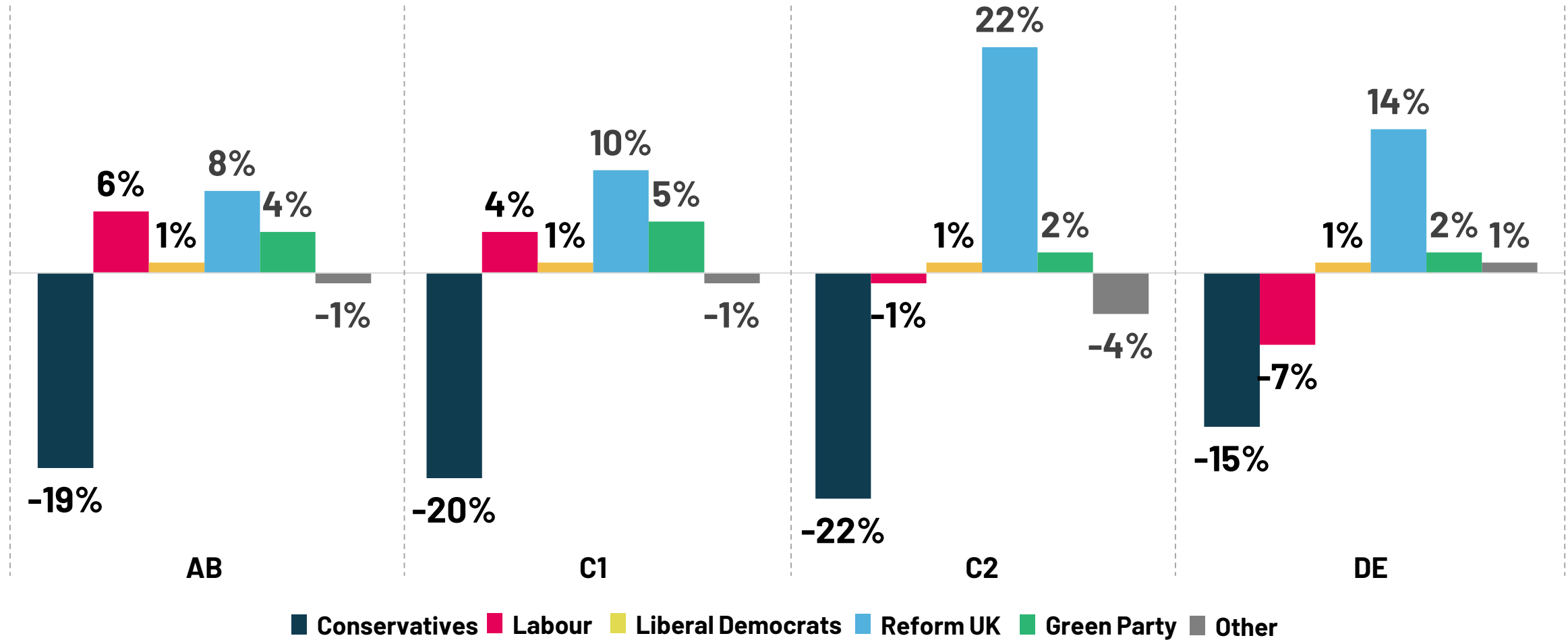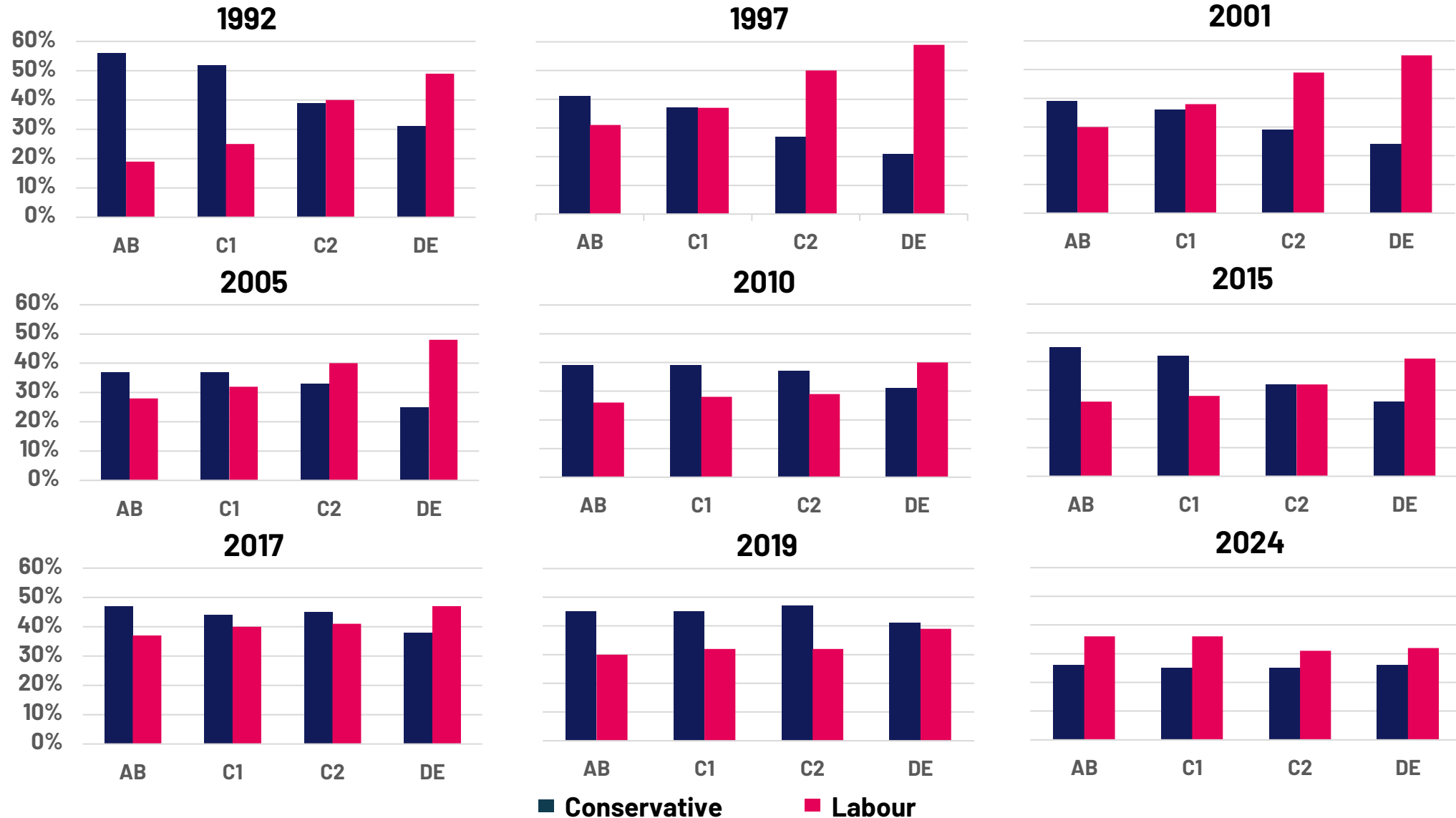
Change in Vote Share by Social Class

The Conservatives lost support among all classes, with Labour also losing support among DEs but gaining among ABC1s.

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ Other

AB: Conservatives −19%, Labour 6%, Liberal Democrats 1%, Reform UK 8%, Green Party 4%, Other −1%

C1: Conservatives −20%, Labour 4%, Liberal Democrats 1%, Reform UK 10%, Green Party 5%, Other −1%

C2: Conservatives −22%, Labour −1%, Liberal Democrats 1%, Reform UK 22%, Green Party 2%, Other −4%

DE: Conservatives −15%, Labour −7%, Liberal Democrats 1%, Reform UK 14%, Green Party 2%, Other 1%
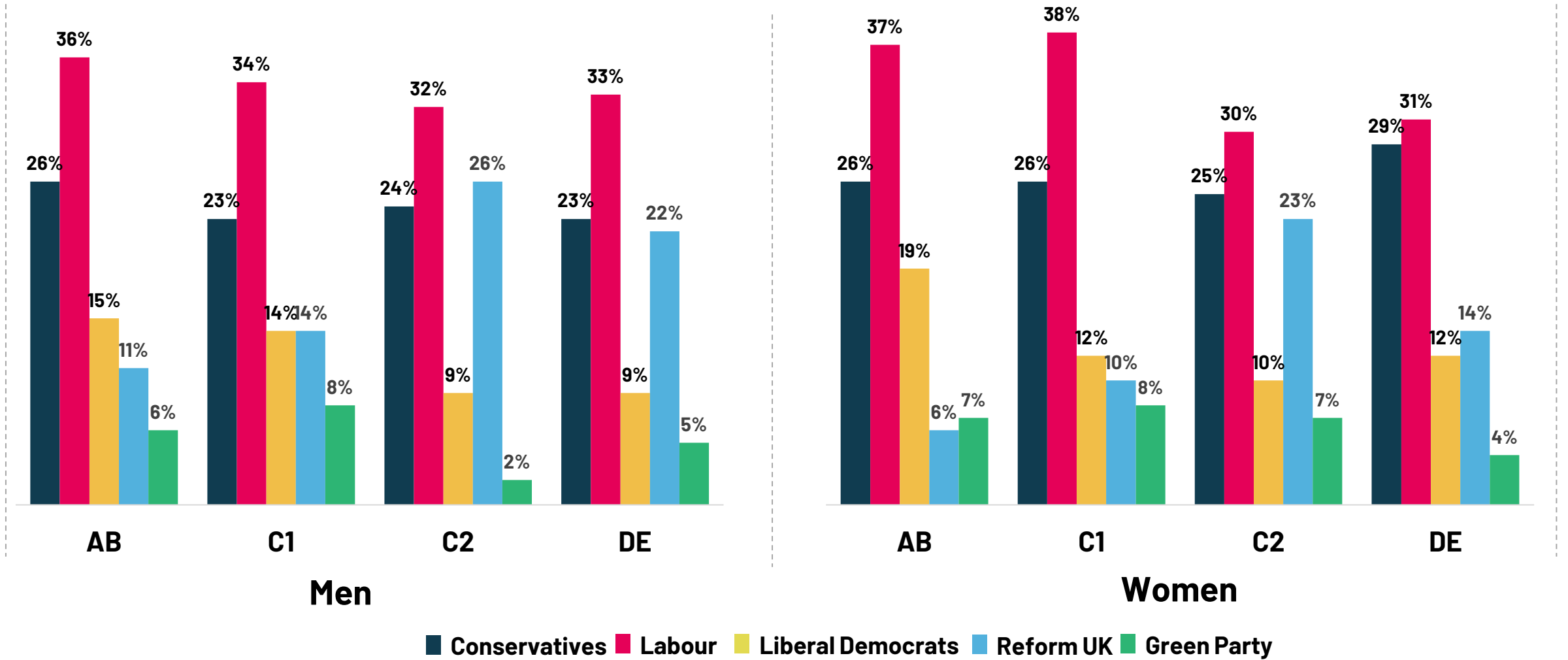
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Vote by social class over time

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by class within gender

Men

	AB	C1	C2	DE
Conservatives	26%	23%	24%	23%
Labour	36%	34%	32%	33%
Liberal Democrats	15%	14%	9%	9%
Reform UK	11%	14%	26%	22%
Green Party	6%	8%	2%	5%

Women

	AB	C1	C2	DE
Conservatives	26%	26%	25%	29%
Labour	37%	38%	30%	31%
Liberal Democrats	19%	12%	10%	12%
Reform UK	6%	10%	23%	14%
Green Party	7%	8%	7%	4%

■ **Conservatives** ■ **Labour** ■ **Liberal Democrats** ■ **Reform UK** ■ **Green Party**
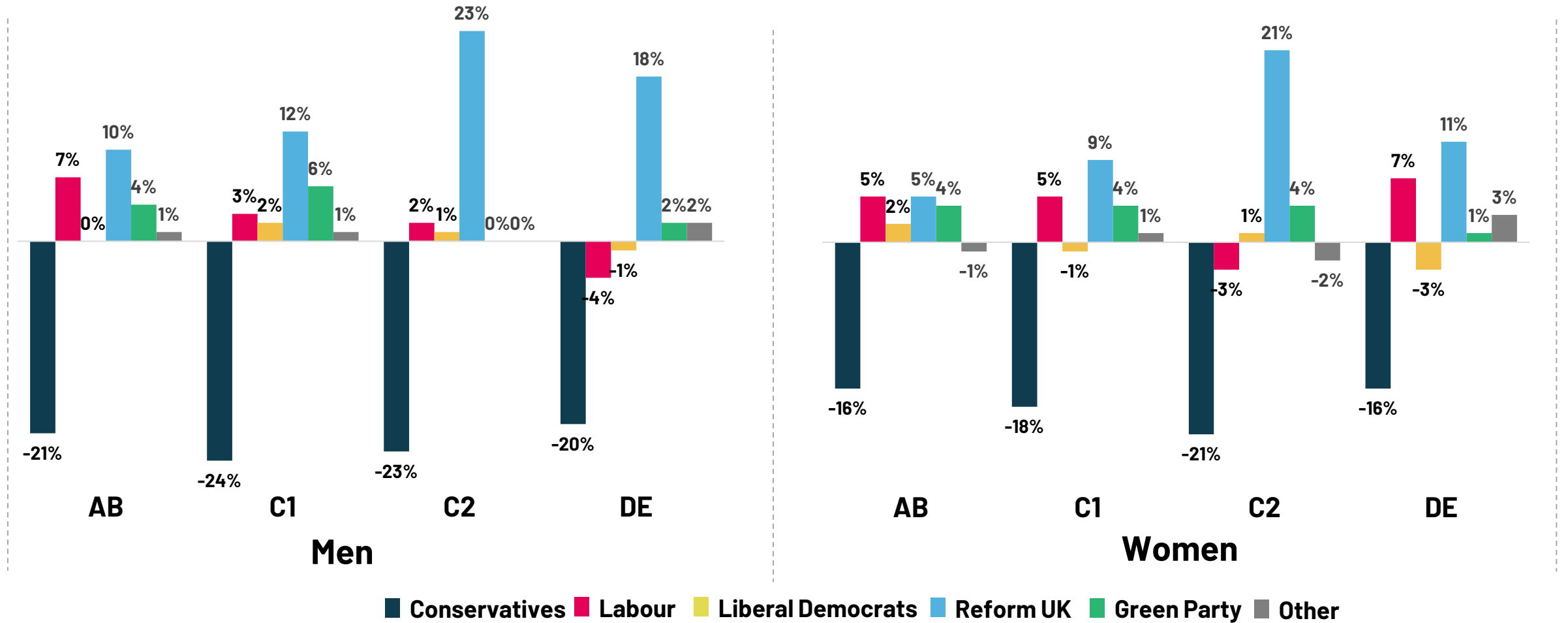
Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Change in vote share by class within gender

Men

AB: Conservatives -21%, Labour 7%, Liberal Democrats 0%, Reform UK 10%, Green Party 4%, Other 1%

C1: Conservatives -24%, Labour 3%, Liberal Democrats 2%, Reform UK 12%, Green Party 6%, Other 1%

C2: Conservatives -23%, Labour 2%, Liberal Democrats 1%, Reform UK 23%, Green Party 0%, Other 0%

DE: Conservatives -20%, Labour -4%, Liberal Democrats -1%, Reform UK 18%, Green Party 2%, Other 2%

Women

AB: Conservatives -16%, Labour 5%, Liberal Democrats 2%, Reform UK 5%, Green Party 4%, Other -1%

C1: Conservatives -18%, Labour 5%, Liberal Democrats -1%, Reform UK 9%, Green Party 4%, Other 1%

C2: Conservatives -21%, Labour -3%, Liberal Democrats 1%, Reform UK 21%, Green Party 4%, Other -2%

DE: Conservatives -16%, Labour 7%, Liberal Democrats -3%, Reform UK 11%, Green Party 1%, Other 3%

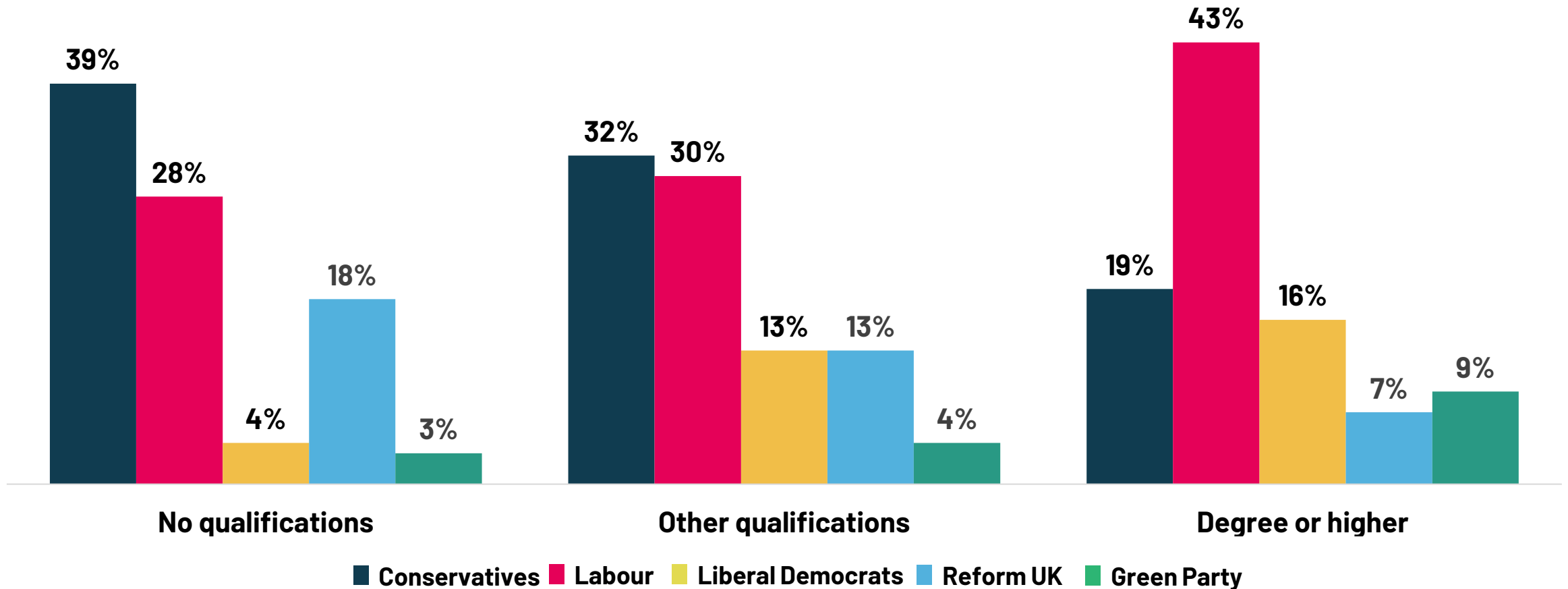**Legend:** Conservatives · Labour · Liberal Democrats · Reform UK · Green Party · Other

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

VOTING INTENTION: BY EDUCATION
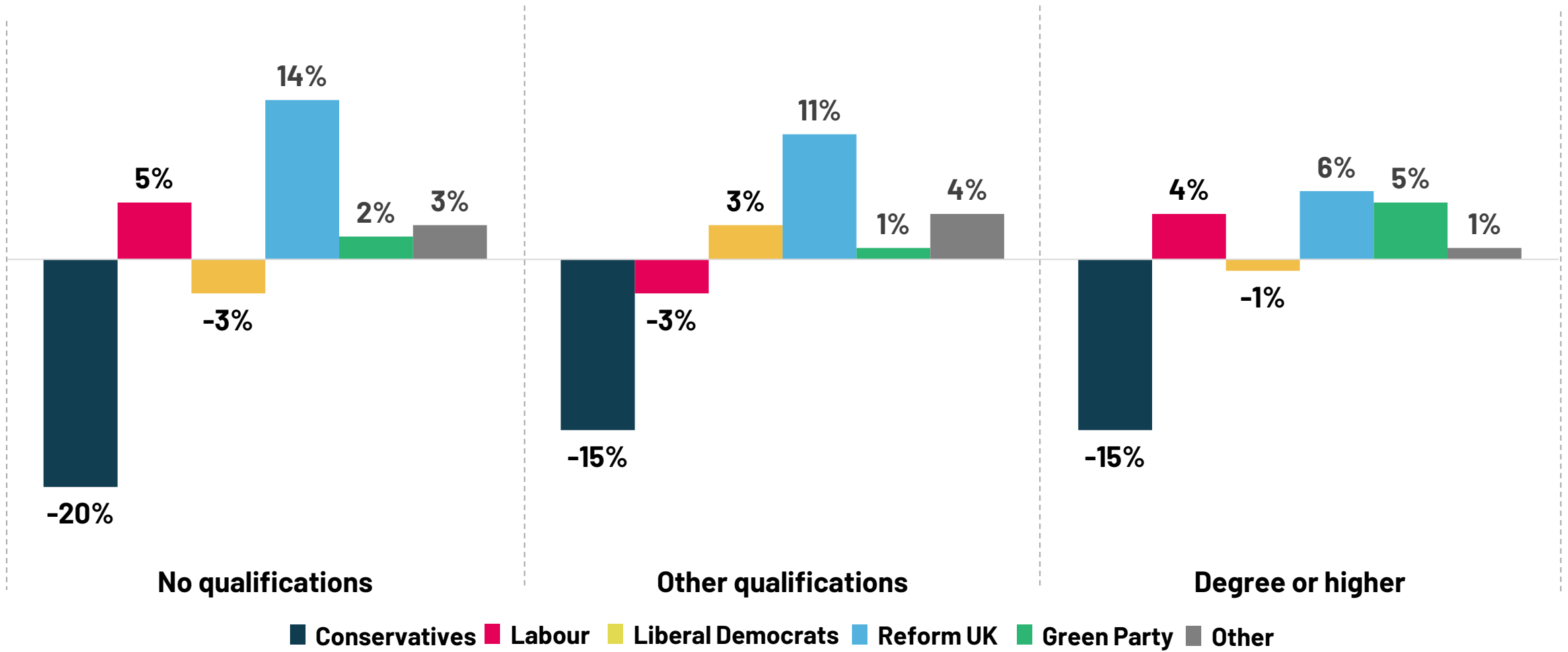
Voting by Qualifications

The Conservatives were ahead among those with no formal qualifications, but those with a degree or higher were most likely to vote for Labour

No qualifications
- Conservatives: 39%
- Labour: 28%
- Liberal Democrats: 4%
- Reform UK: 18%
- Green Party: 3%

Other qualifications
- Conservatives: 32%
- Labour: 30%
- Liberal Democrats: 13%
- Reform UK: 13%
- Green Party: 4%

Degree or higher
- Conservatives: 19%
- Labour: 43%
- Liberal Democrats: 16%
- Reform UK: 7%
- Green Party: 9%

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Change in Vote Share by Qualifications

The Conservatives saw their vote share fall considerably among all levels of qualifications

No qualifications

- Conservatives: -20%
- Labour: 5%
- Liberal Democrats: -3%
- Reform UK: 14%
- Green Party: 2%
- Other: 3%

Other qualifications

- Conservatives: -15%
- Labour: -3%
- Liberal Democrats: 3%
- Reform UK: 11%
- Green Party: 1%
- Other: 4%

Degree or higher

- Conservatives: -15%
- Labour: 4%
- Liberal Democrats: -1%
- Reform UK: 6%
- Green Party: 5%
- Other: 1%

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ Other

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
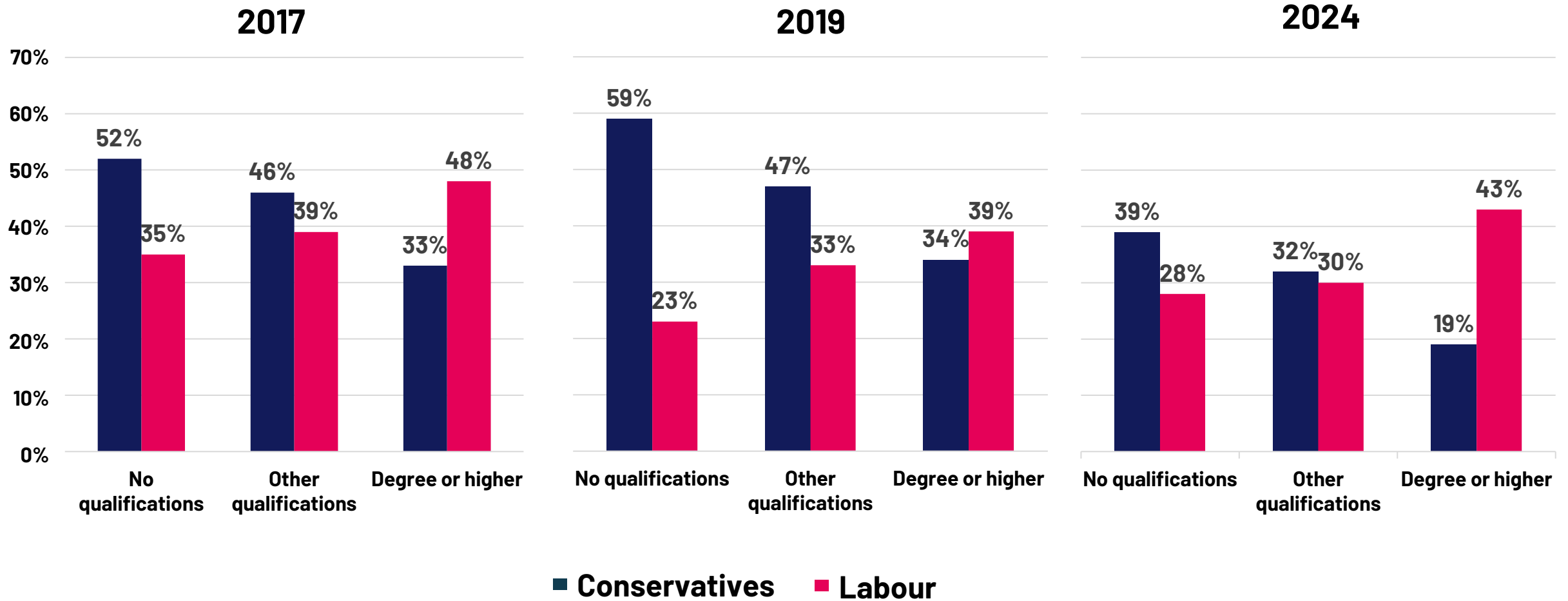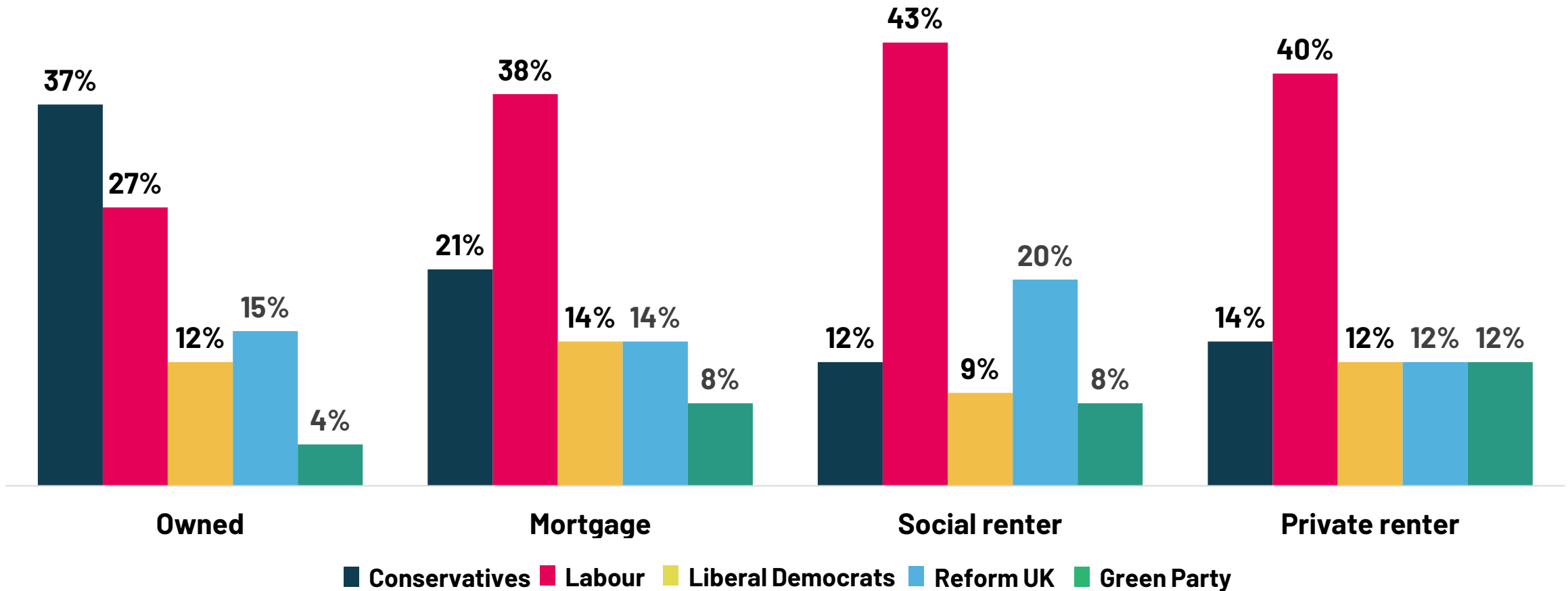
Vote by Education from 2017 to 2024

2017

	No qualifications	Other qualifications	Degree or higher
Conservatives	52%	46%	33%
Labour	35%	39%	48%

2019

	No qualifications	Other qualifications	Degree or higher
Conservatives	59%	47%	34%
Labour	23%	33%	39%

2024

	No qualifications	Other qualifications	Degree or higher
Conservatives	39%	32%	19%
Labour	28%	30%	43%

■ **Conservatives**   ■ **Labour**

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

VOTING INTENTION:
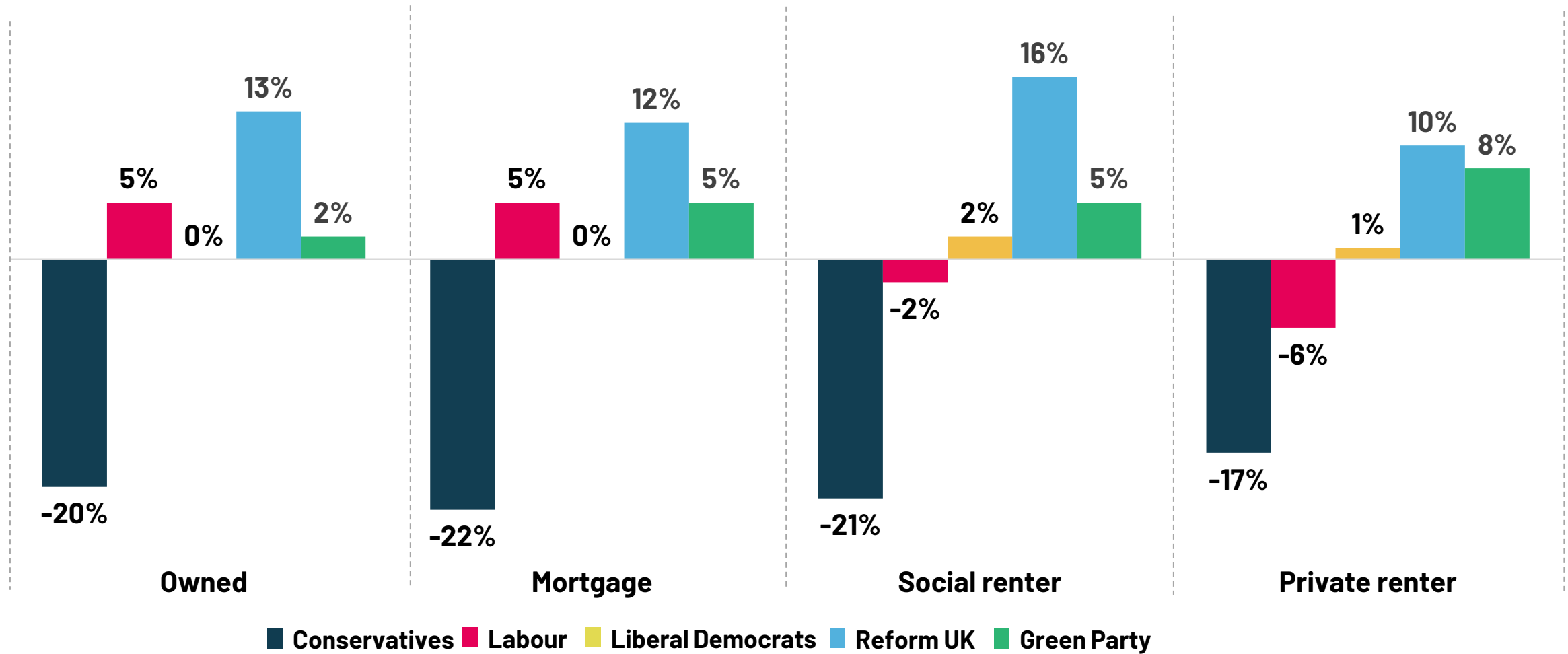# BY TENURE

Voting by Tenure

Labour were the most popular party among mortgage holders, social renters, and private renters. The Conservatives performed best among home-owners, whilst Reform UK performed well among social renters

Owned
- Conservatives: 37%
- Labour: 27%
- Liberal Democrats: 12%
- Reform UK: 15%
- Green Party: 4%

Mortgage
- Conservatives: 21%
- Labour: 38%
- Liberal Democrats: 14%
- Reform UK: 14%
- Green Party: 8%

Social renter
- Conservatives: 12%
- Labour: 43%
- Liberal Democrats: 9%
- Reform UK: 20%
- Green Party: 8%

Private renter
- Conservatives: 14%
- Labour: 40%
- Liberal Democrats: 12%
- Reform UK: 12%
- Green Party: 12%

■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
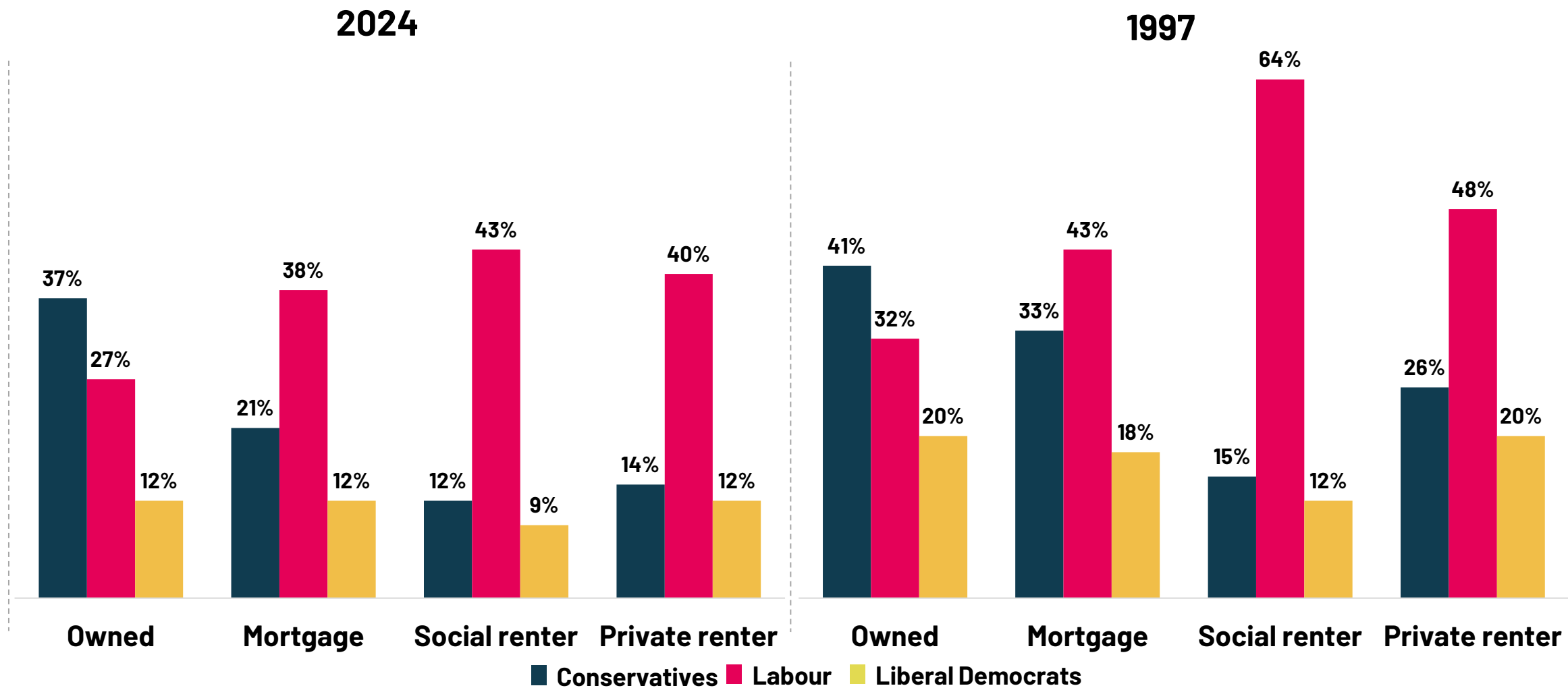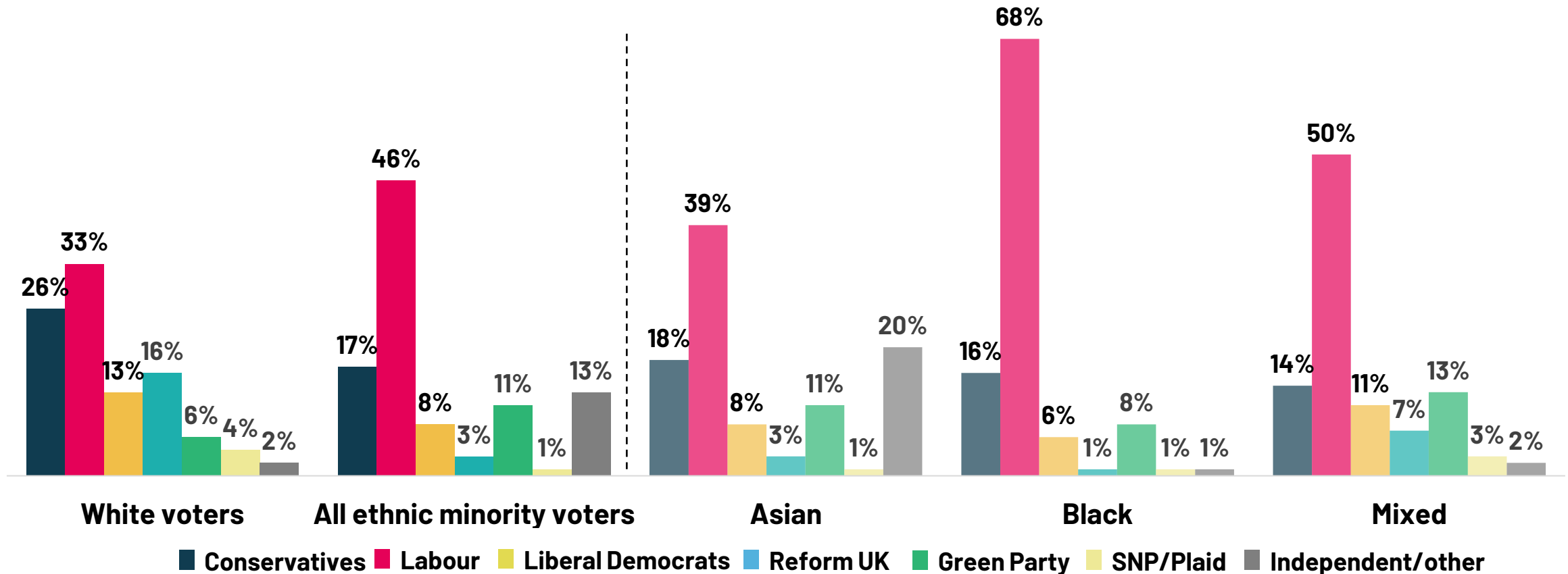
Change in Vote Share by Tenure

The Conservatives' vote was down across all types of tenure compared to 2019

Owned
- Conservatives: -20%
- Labour: 5%
- Liberal Democrats: 0%
- Reform UK: 13%
- Green Party: 2%

Mortgage
- Conservatives: -22%
- Labour: 5%
- Liberal Democrats: 0%
- Reform UK: 12%
- Green Party: 5%

Social renter
- Conservatives: -21%
- Labour: -2%
- Liberal Democrats: 2%
- Reform UK: 16%
- Green Party: 5%

Private renter
- Conservatives: -17%
- Labour: -6%
- Liberal Democrats: 1%
- Reform UK: 10%
- Green Party: 8%

Legend: Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by Tenure in 2024 and 1997

2024

1997

Owned: Conservatives 37%, Labour 27%, Liberal Democrats 12%
Mortgage: Conservatives 21%, Labour 38%, Liberal Democrats 12%
Social renter: Conservatives 12%, Labour 43%, Liberal Democrats 9%
Private renter: Conservatives 14%, Labour 40%, Liberal Democrats 12%

Owned: Conservatives 41%, Labour 32%, Liberal Democrats 20%
Mortgage: Conservatives 33%, Labour 43%, Liberal Democrats 18%
Social renter: Conservatives 15%, Labour 64%, Liberal Democrats 12%
Private renter: Conservatives 26%, Labour 48%, Liberal Democrats 20%
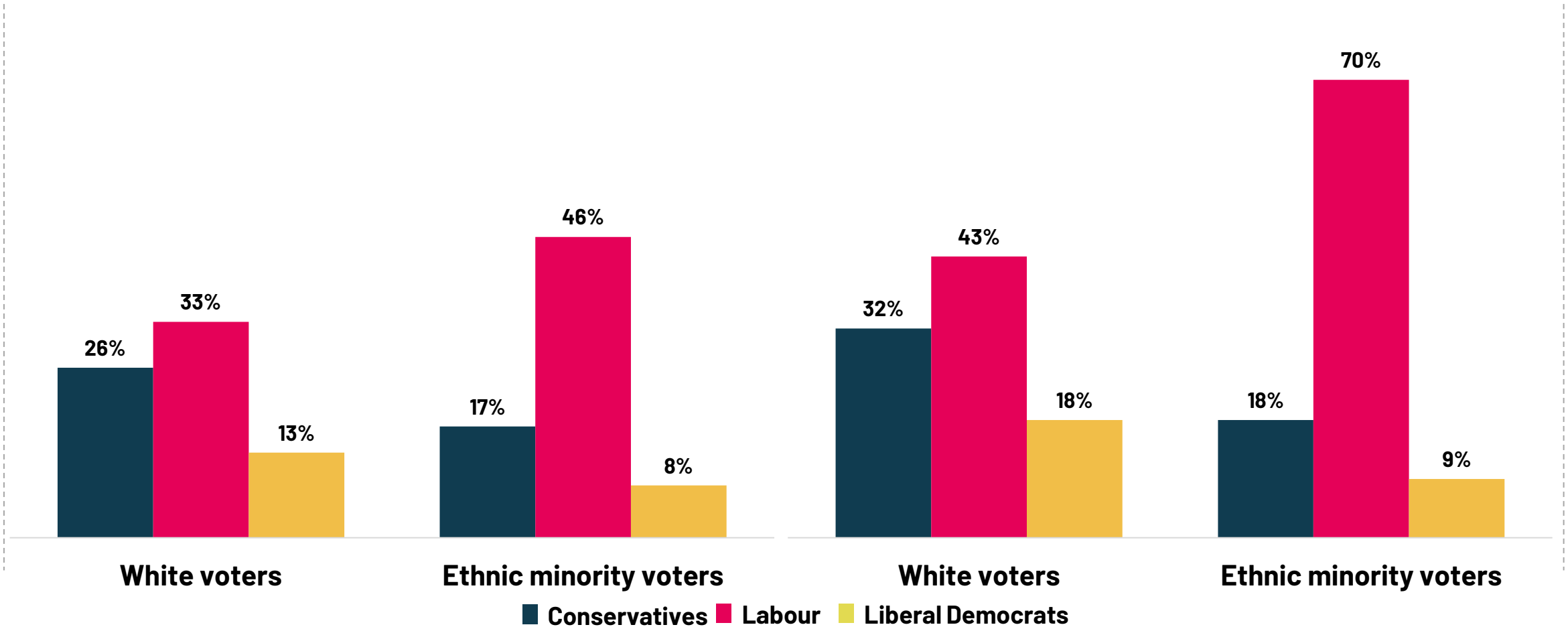
■ Conservatives ■ Labour ■ Liberal Democrats

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

VOTING INTENTION: BY ETHNICITY

Voting by Ethnic Group

Labour had a bigger lead among ethnic minority voters than among white voters. Base sizes for individual ethnic minority groups are small and should be treated as indicative with allowance for a wider margin of error, but Labour did not perform as well among Asian voters as among voters from other ethnic minority backgrounds

White voters: Conservatives 26%, Labour 33%, Liberal Democrats 13%, Reform UK 16%, Green Party 6%, SNP/Plaid 4%, Independent/other 2%

All ethnic minority voters: Conservatives 17%, Labour 46%, Liberal Democrats 8%, Reform UK 3%, Green Party 11%, SNP/Plaid 1%, Independent/other 13%

Asian: Conservatives 18%, Labour 39%, Liberal Democrats 8%, Reform UK 3%, Green Party 11%, SNP/Plaid 1%, Independent/other 20%

Black: Conservatives 16%, Labour 68%, Liberal Democrats 6%, Reform UK 1%, Green Party 8%, SNP/Plaid 1%, Independent/other 1%

Mixed: Conservatives 14%, Labour 50%, Liberal Democrats 11%, Reform UK 7%, Green Party 13%, SNP/Plaid 3%, Independent/other 2%

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ SNP/Plaid ■ Independent/other
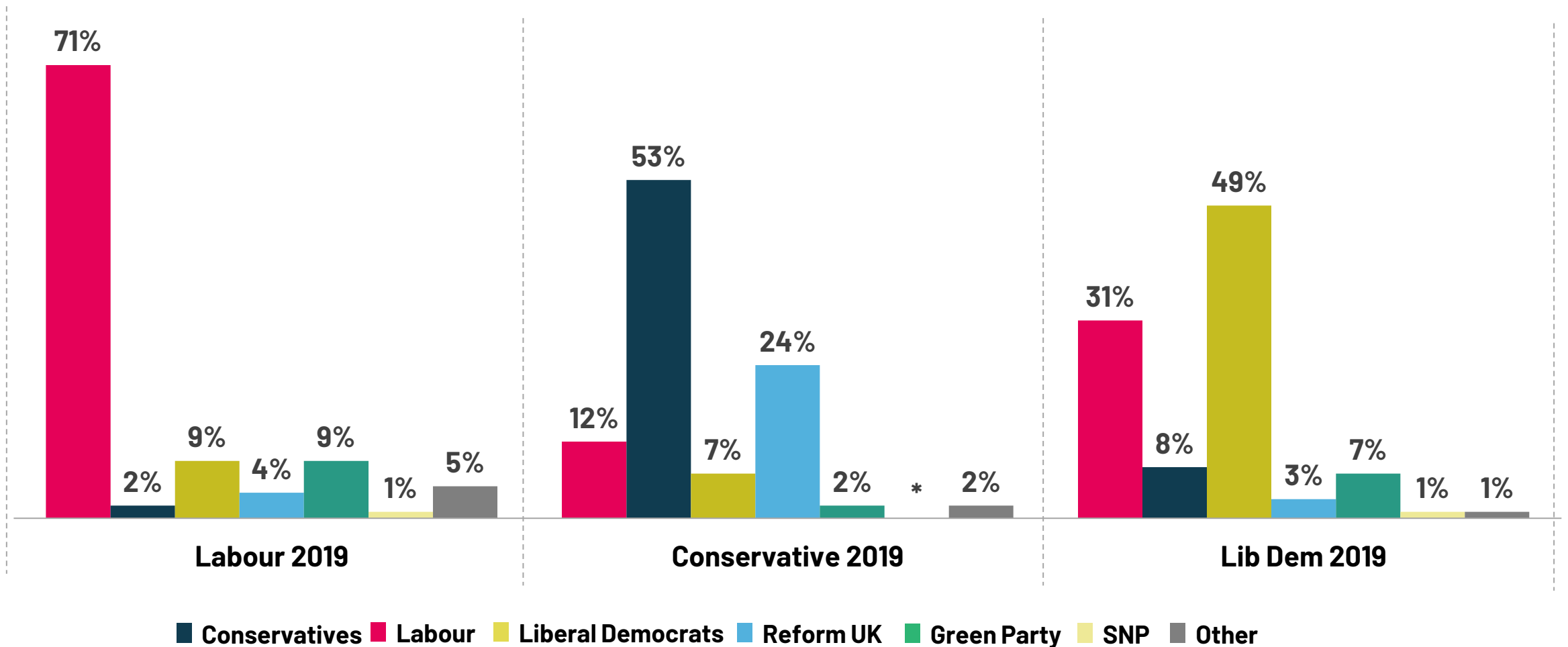
Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain. White voter figure includes white minority groups

Change in Vote Share by Ethnic Group

The Conservatives' vote share among white voters fell, as did Labour's vote share among ethnic minorities – with significant numbers voting for Greens and other parties in 2024 compared to 2019
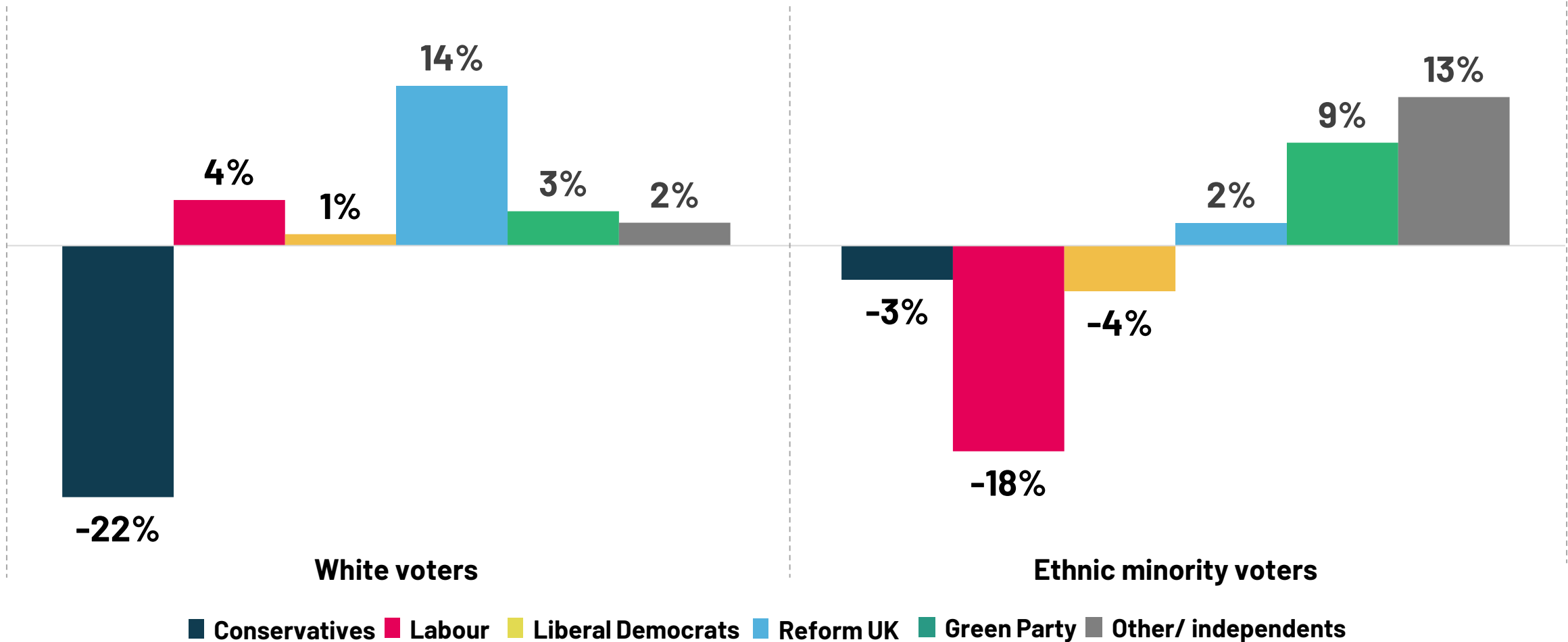
White voters

- -22% (Conservatives)
- 4% (Labour)
- 1% (Liberal Democrats)
- 14% (Reform UK)
- 3% (Green Party)
- 2% (Other/ independents)

Ethnic minority voters

- -3% (Conservatives)
- -18% (Labour)
- -4% (Liberal Democrats)
- 2% (Reform UK)
- 9% (Green Party)
- 13% (Other/ independents)

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ Other/ independents

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain. White voter figure includes white minority groups

Voting by ethnicity in 2024 and 1997

2024

1997

White voters
- Conservatives: 26%
- Labour: 33%
- Liberal Democrats: 13%

Ethnic minority voters
- Conservatives: 17%
- Labour: 46%
- Liberal Democrats: 8%

White voters (1997)
- Conservatives: 32%
- Labour: 43%
- Liberal Democrats: 18%

Ethnic minority voters (1997)
- Conservatives: 18%
- Labour: 70%
- Liberal Democrats: 9%

■ Conservatives ■ Labour ■ Liberal Democrats

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain. White voter figure includes white minority groups
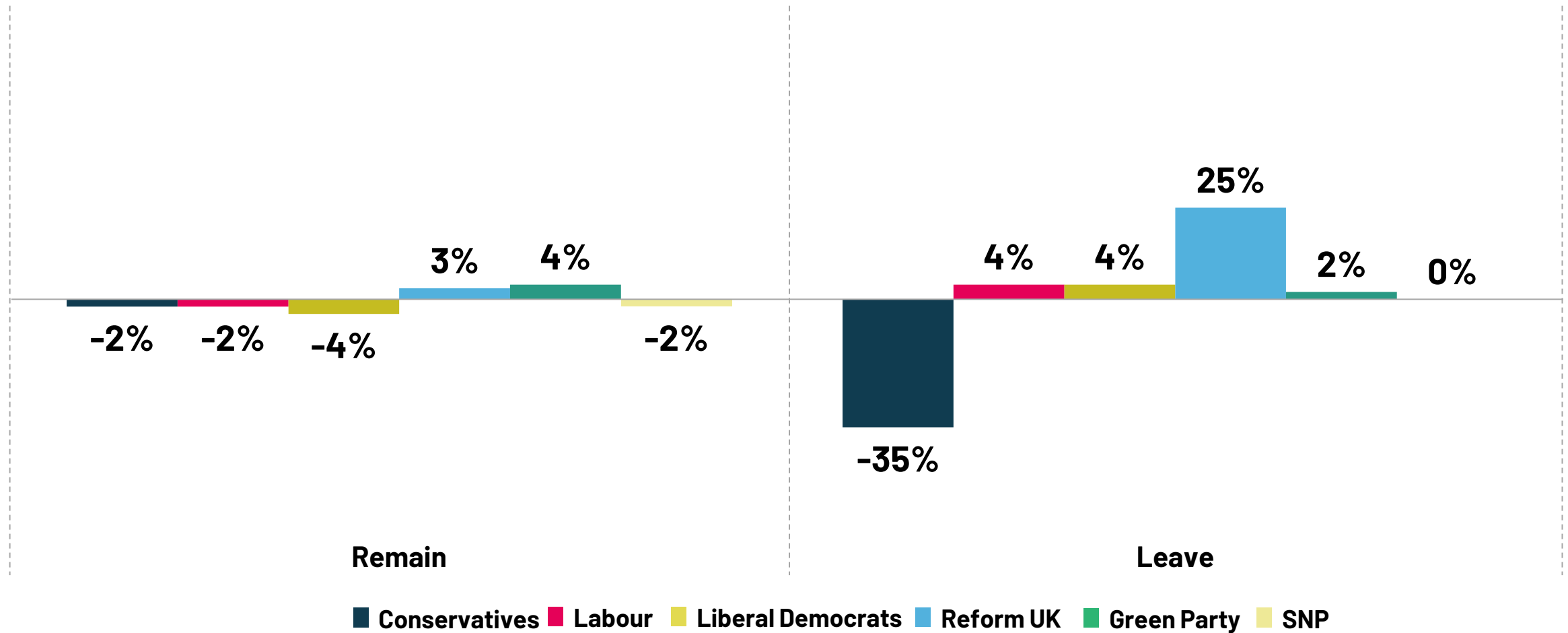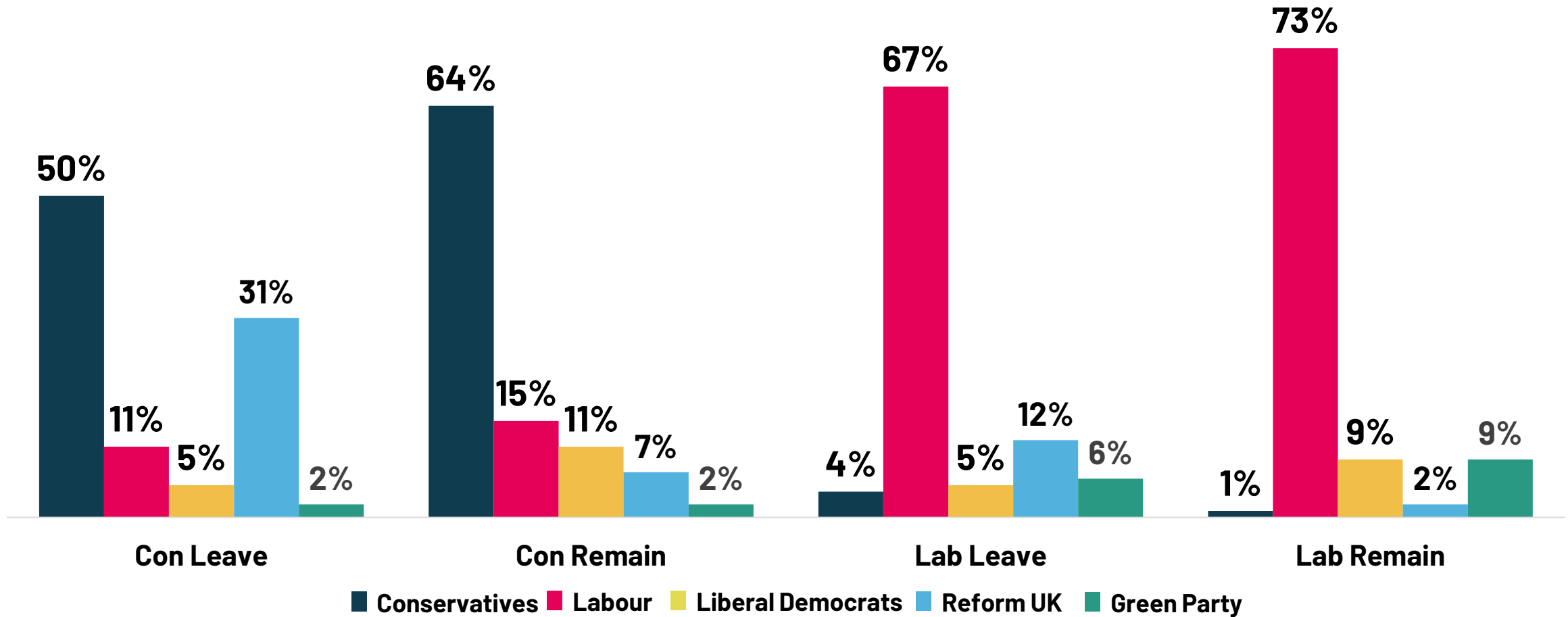
VOTING INTENTION: BY PAST VOTE

Voting by 2019 Vote

Only half 2019 Conservative voters continued to vote for the party in 2024, with a quarter backing Reform. Only half of 2019 Liberal Democrat voters voted for them in 2024, with three in ten voting Labour

Labour 2019
- 71%
- 2%
- 9%
- 4%
- 9%
- 1%
- 5%

Conservative 2019
- 12%
- 53%
- 7%
- 24%
- 2%
- *
- 2%

Lib Dem 2019
- 31%
- 8%
- 49%
- 3%
- 7%
- 1%
- 1%

■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ SNP ■ Other

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Voting by Referendum Vote

Labour performed best amongst Remain voters, whilst the Conservatives performed best among Leave voters – although they were closely followed by Reform UK
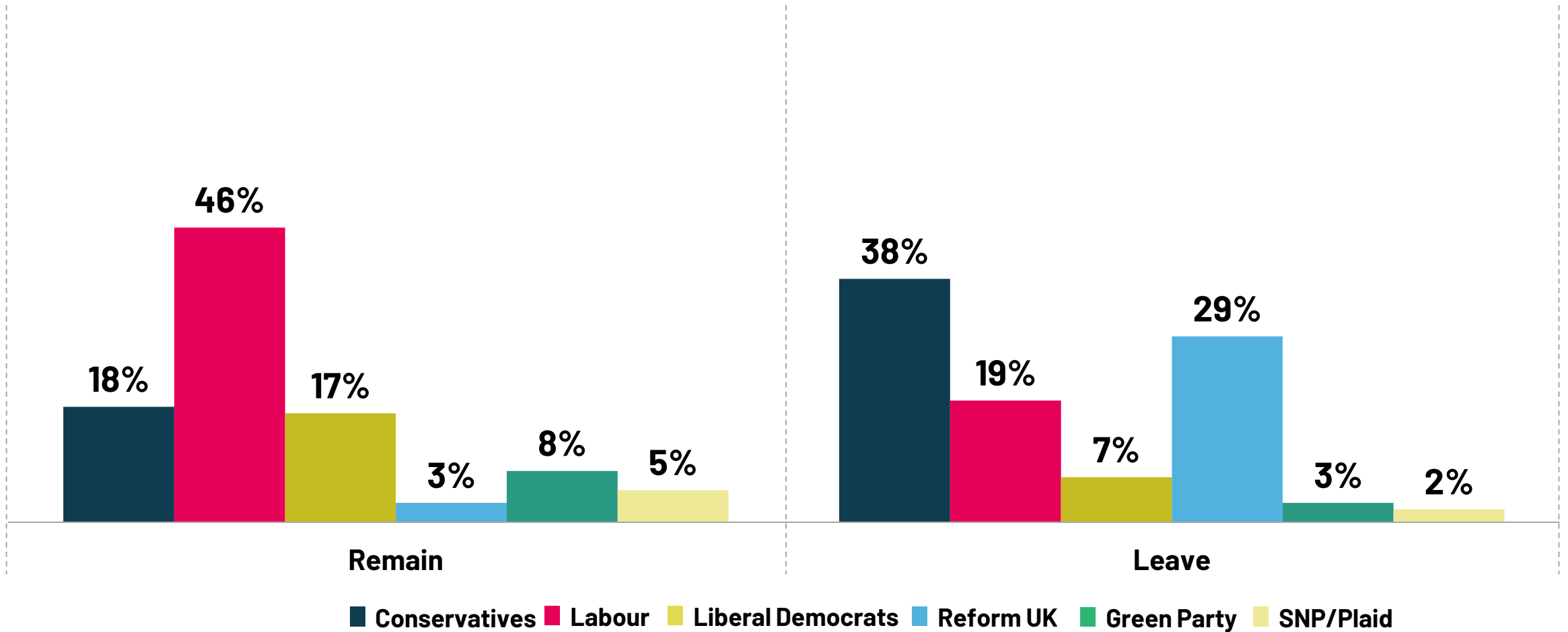
Remain:
- Conservatives: 18%
- Labour: 46%
- Liberal Democrats: 17%
- Reform UK: 3%
- Green Party: 8%
- SNP/Plaid: 5%

Leave:
- Conservatives: 38%
- Labour: 19%
- Liberal Democrats: 7%
- Reform UK: 29%
- Green Party: 3%
- SNP/Plaid: 2%

Legend: Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party ■ SNP/Plaid

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Change in Vote Share by 2016 Referendum vote

The Conservatives saw their vote share among Leave voters fall, with Reform UK the main beneficiary

Remain

-2% -2% -4% 3% 4% -2%

Leave

-35% 4% 4% 25% 2% 0%

■ **Conservatives** ■ **Labour** ■ **Liberal Democrats** ■ **Reform UK** ■ **Green Party** ■ **SNP**

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Vote by 2019 General Election and 2016 EU Referendum Vote

Con Leave
- Conservatives: 50%
- Labour: 11%
- Liberal Democrats: 5%
- Reform UK: 31%
- Green Party: 2%

Con Remain
- Conservatives: 64%
- Labour: 15%
- Liberal Democrats: 11%
- Reform UK: 7%
- Green Party: 2%

Lab Leave
- Conservatives: 4%
- Labour: 67%
- Liberal Democrats: 5%
- Reform UK: 12%
- Green Party: 6%

Lab Remain
- Conservatives: 1%
- Labour: 73%
- Liberal Democrats: 9%
- Reform UK: 2%
- Green Party: 9%

Legend: ■ Conservatives ■ Labour ■ Liberal Democrats ■ Reform UK ■ Green Party

Base: 15,234 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Turnout

Interpreting turnout estimates

Turnout estimates should be treated with caution, but show a broadly similar pattern to previous elections of higher turnout among older people and graduates and lower among younger people, renters and BME voters. In fact, turnout fell among some of the groups who are already less likely to vote, particularly young people

Estimating turnout is one of the hardest challenges when relying solely on survey data, as people may overclaim whether they voted, may think they are registered when they are not, and polls may still be more likely to interview politically engaged people than disengaged. This is particularly important to bear in mind when comparing turnout estimates to 2017, as there is contradictory evidence from a number of different sources on the level of turnout among different groups in that election.

Furthermore, it should be noted that our turnout estimates are expressed as a % of all resident adults, <u>not</u> as a % of all those registered (see <u>here</u> for more on our reasons behind this).   This means that these figures are not comparable to the official turnout figures normally used, and within our series are only comparable to figures going back to 2015 (before then a different methodology was used).
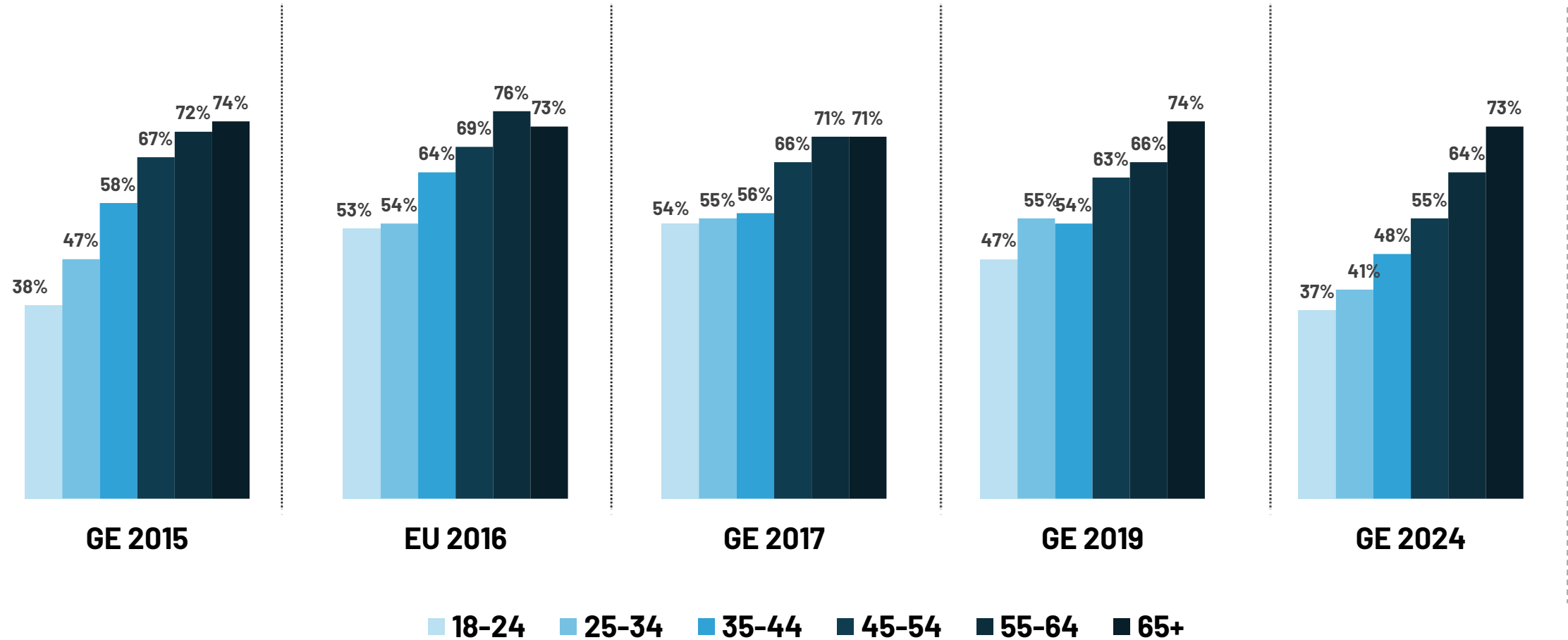
Turnout by Age
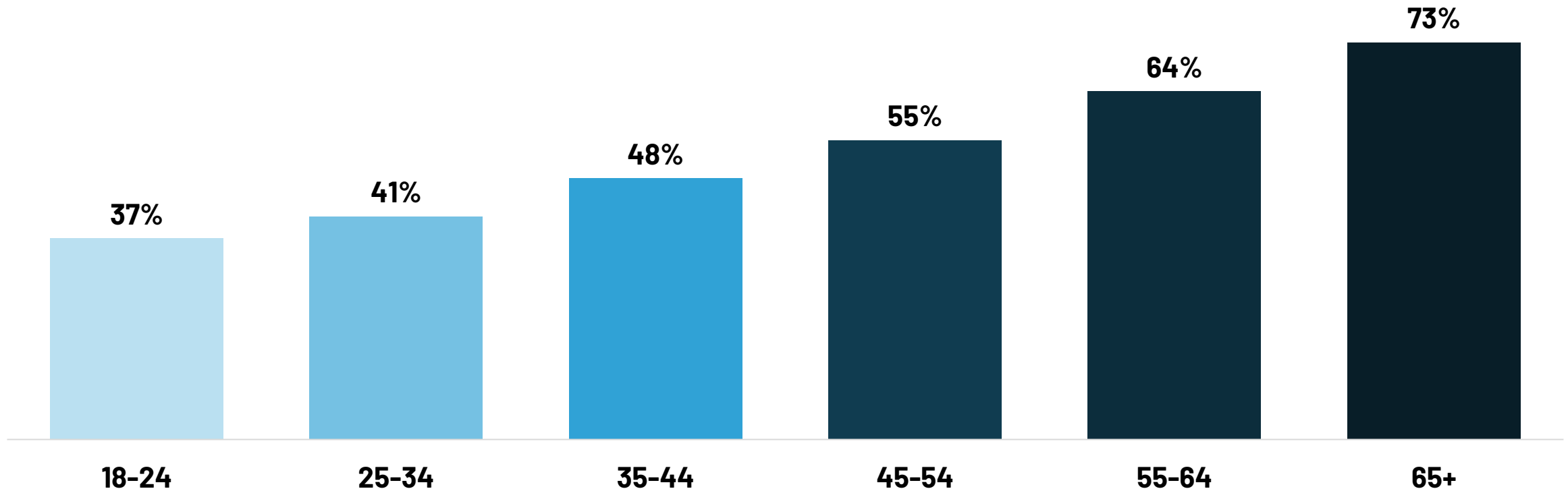
Estimated turnout among all adults %

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
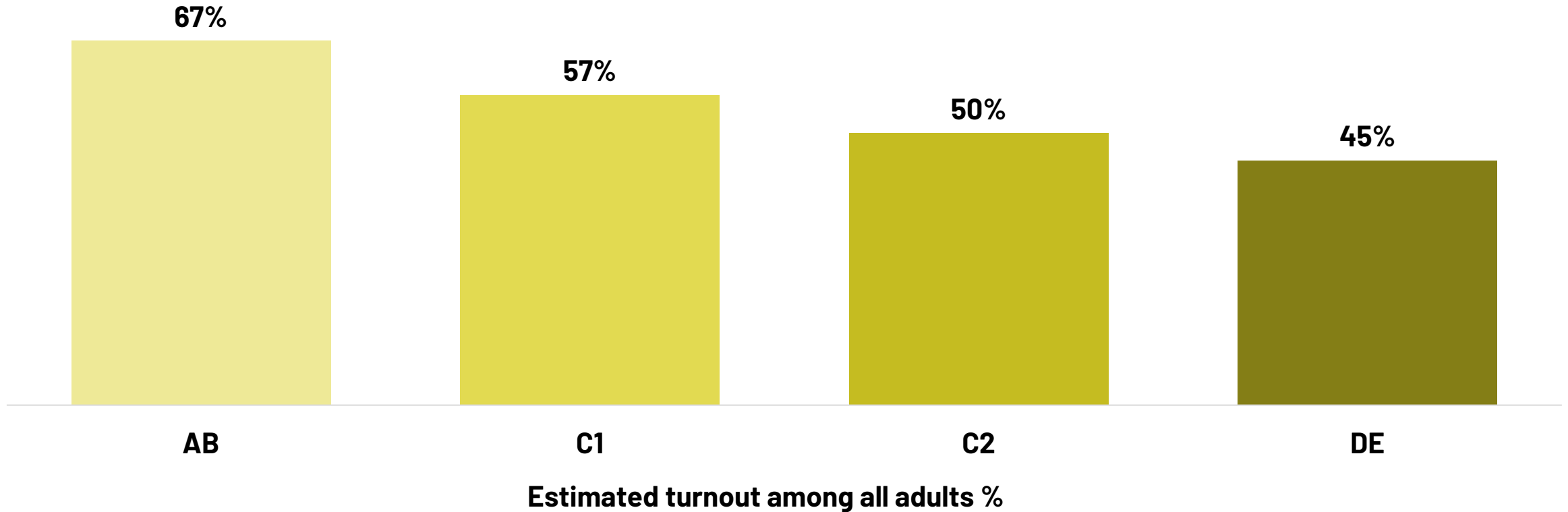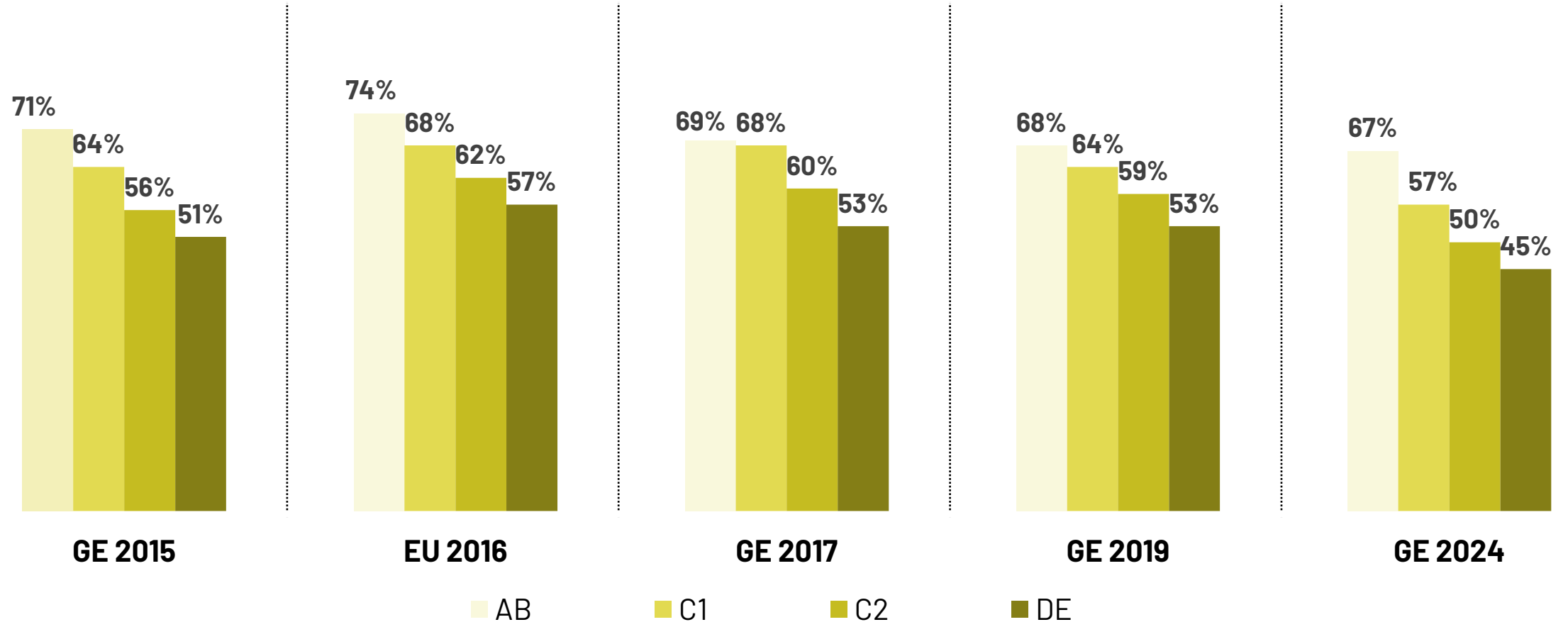
Turnout by age over time

Estimated turnout among all adults %

Legend: 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

GE 2015
- 18-24: 38%
- 25-34: 47%
- 35-44: 58%
- 45-54: 67%
- 55-64: 72%
- 65+: 74%

EU 2016
- 18-24: 53%
- 25-34: 54%
- 35-44: 64%
- 45-54: 69%
- 55-64: 76%
- 65+: 73%

GE 2017
- 18-24: 54%
- 25-34: 55%
- 35-44: 56%
- 45-54: 66%
- 55-64: 71%
- 65+: 71%

GE 2019
- 18-24: 47%
- 25-34: 55%
- 35-44: 54%
- 45-54: 63%
- 55-64: 66%
- 65+: 74%

GE 2024
- 18-24: 37%
- 25-34: 41%
- 35-44: 48%
- 45-54: 55%
- 55-64: 64%
- 65+: 73%

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
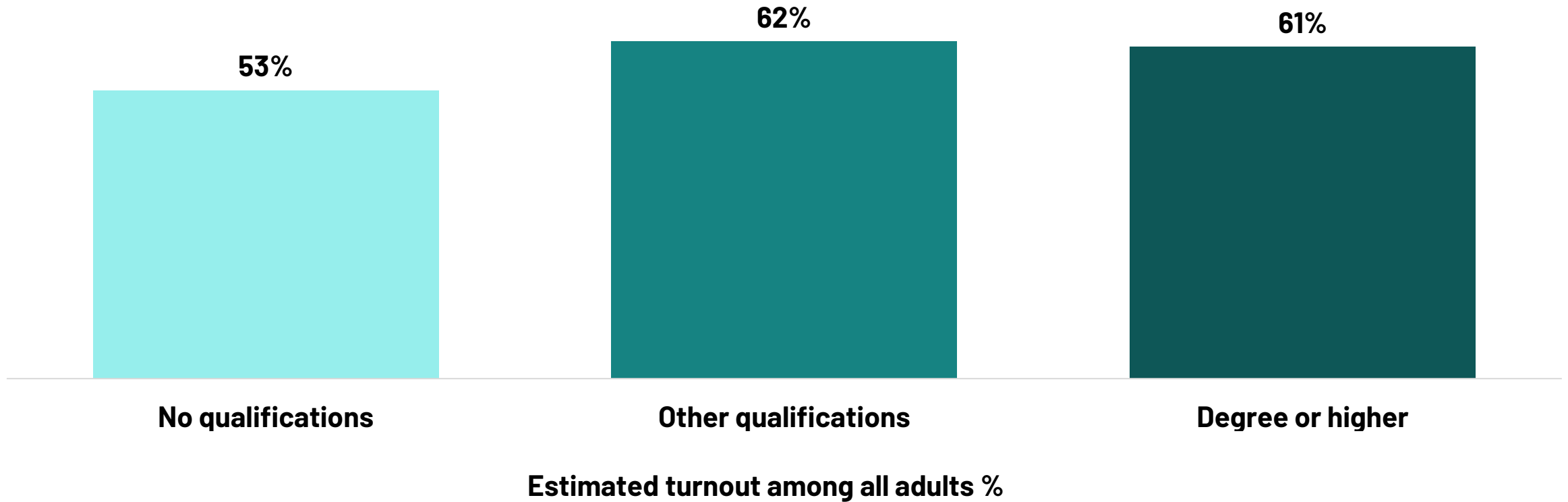
Turnout by Social Class

67% AB

57% C1

50% C2

45% DE

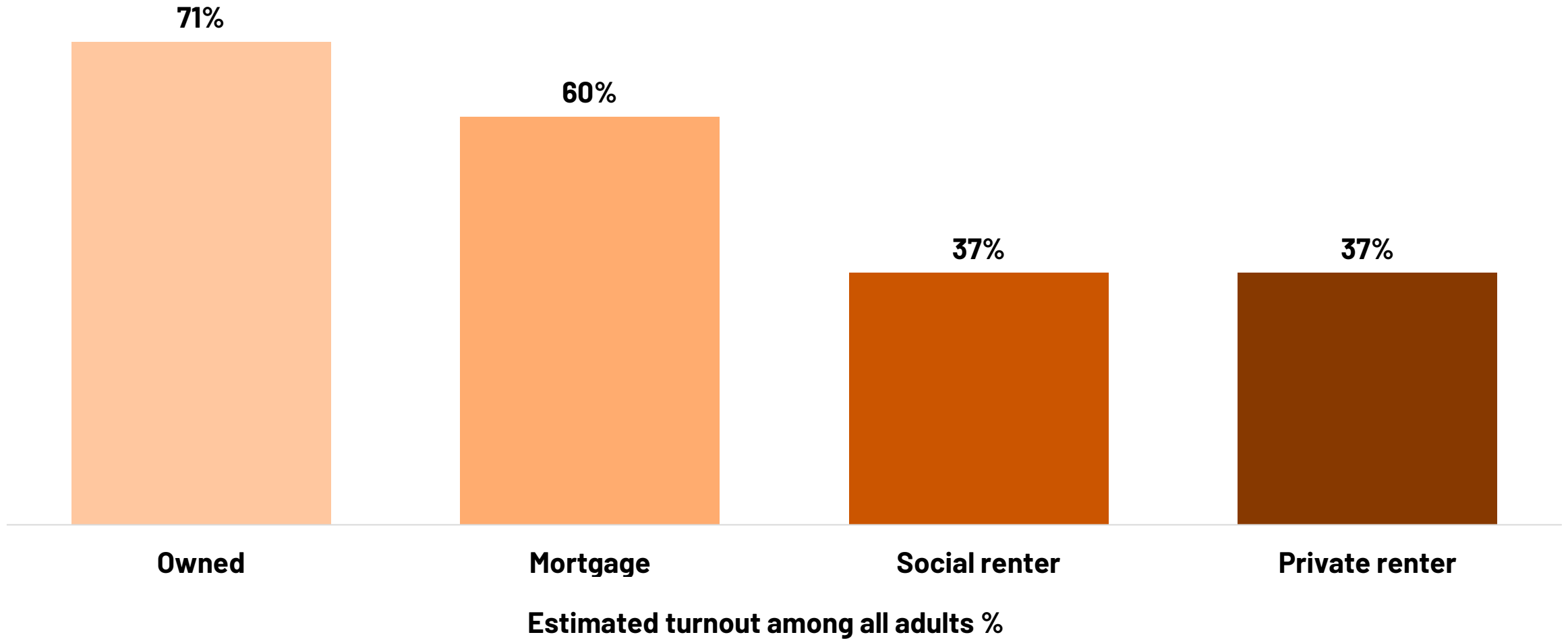**Estimated turnout among all adults %**

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Turnout by Social Class over time

GE 2015
- 71%
- 64%
- 56%
- 51%

EU 2016
- 74%
- 68%
- 62%
- 57%

GE 2017
- 69%
- 68%
- 60%
- 53%

GE 2019
- 68%
- 64%
- 59%
- 53%

GE 2024
- 67%
- 57%
- 50%
- 45%

Legend: ■ AB ■ C1 ■ C2 ■ DE
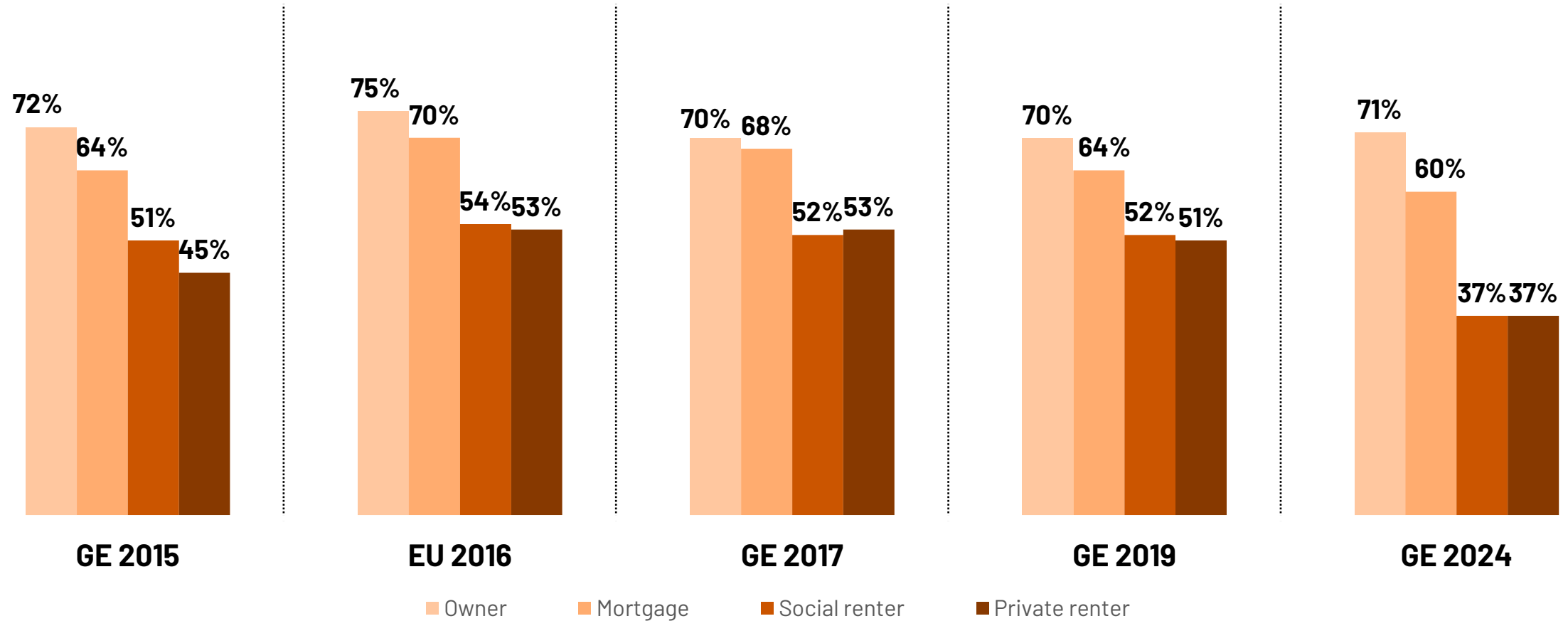
Estimated turnout among all adults %

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Turnout by Education

No qualifications	Other qualifications	Degree or higher
53%	62%	61%

Estimated turnout among all adults %

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Turnout by Tenure

71% Owned

60% Mortgage

37% Social renter

37% Private renter

Estimated turnout among all adults %

Base: 17,394 GB adults aged 18+, 5-8 July 2024. Data has been weighted to the actual election results by region and to the population profile of Great Britain.
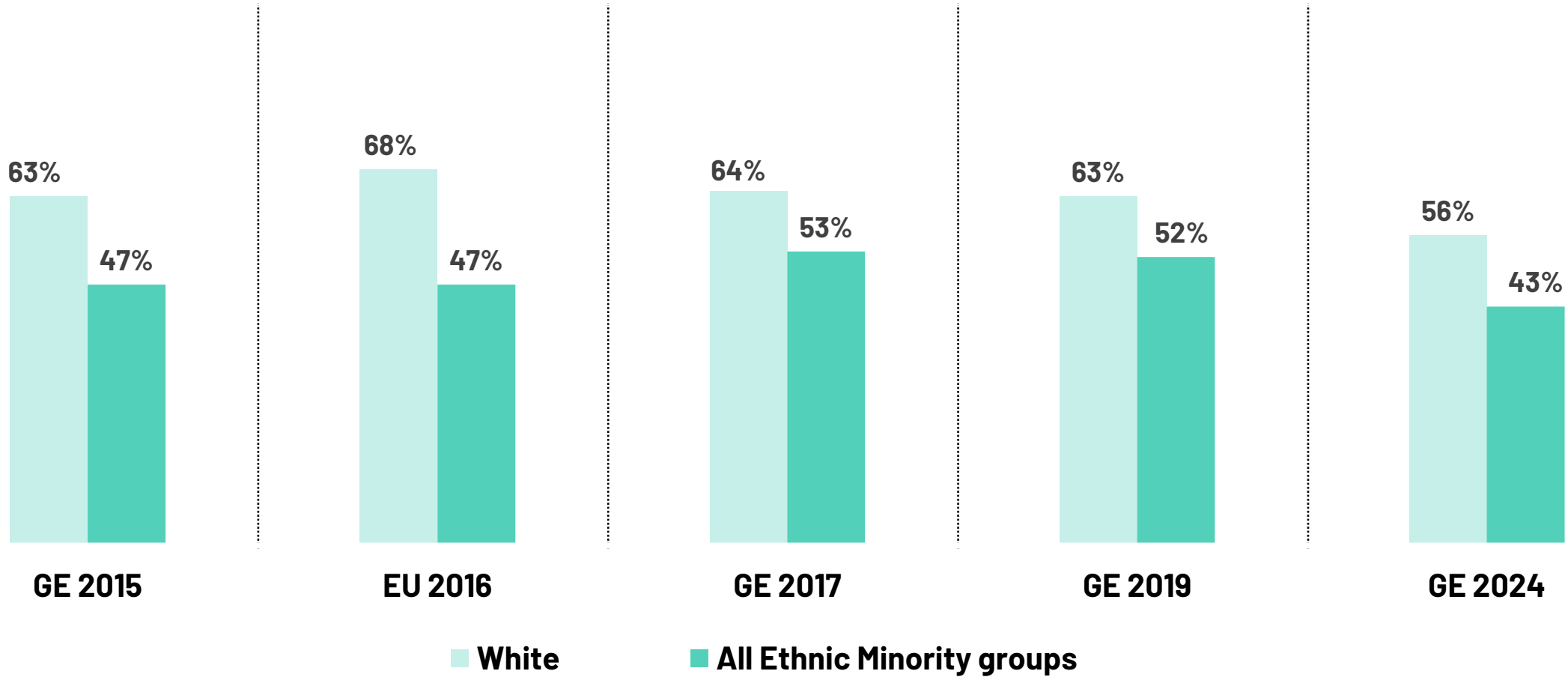
Turnout by Tenure over time

Estimated turnout among all adults %

GE 2015 — Owner 72%, Mortgage 64%, Social renter 51%, Private renter 45%

EU 2016 — Owner 75%, Mortgage 70%, Social renter 54%, Private renter 53%

GE 2017 — Owner 70%, Mortgage 68%, Social renter 52%, Private renter 53%

GE 2019 — Owner 70%, Mortgage 64%, Social renter 52%, Private renter 51%

GE 2024 — Owner 71%, Mortgage 60%, Social renter 37%, Private renter 37%

Legend: Owner | Mortgage | Social renter | Private renter

Turnout by ethnic group over time

Estimated turnout among all adults %

- White
- All Ethnic Minority groups

	GE 2015	EU 2016	GE 2017	GE 2019	GE 2024
White	63%	68%	64%	63%	56%
All Ethnic Minority groups	47%	47%	53%	52%	43%

IPSOS

How Britain Voted 2024

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