

Ipsos Political Monitor - July 2024 - General Election (3)

Table 1
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL (Constituency checks made for where parties stand)
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (W*td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Total voting	1525	1348	1233	1203	1402	1382	1355	1288	45	762	748	425	511	589	160	266	251	259	246	343	165	390	476	287	372	866	659	1306	210	1081	423	1574
Conservative	284 19%	256 19%	228 18%	224 19%	255 18%	252 18%	242 18%	234 18%	10 22%	141 18%	143 19%	38 9%	86 17%	160 27%	9 6%	29 11%	31 12%	55 21%	52 21%	108 32%	67 41%	69 18%	93 19%	49 17%	73 20%	162 19%	122 19%	249 19%	33 16%	204 19%	77 18%	293 19%
Labour	554 36%	487 36%	451 37%	436 36%	517 37%	516 37%	508 37%	478 37%	16 36%	264 35%	288 38%	187 44%	189 37%	178 30%	68 42%	119 45%	93 37%	96 33%	81 28%	97 25%	42 25%	149 38%	172 36%	107 37%	126 34%	321 37%	233 35%	459 35%	92 44%	396 37%	150 36%	587 37%
Liberal Democrats (Lib Dem)	169 11%	148 11%	136 11%	126 11%	160 11%	155 11%	153 11%	143 11%	7 16%	90 12%	78 10%	59 14%	44 9%	66 11%	23 14%	36 14%	26 10%	19 7%	28 11%	38 11%	21 12%	56 14%	55 12%	30 10%	29 8%	111 13%	58 9%	145 11%	23 9%	97 9%	69 16%	186 12%
Scottish National Party (SNP)	79 5%	74 5%	68 5%	65 5%	73 5%	70 5%	70 5%	68 5%	2 5%	27 4%	51 7%	13 3%	41 8%	24 4%	10 6%	4 1%	18 7%	23 9%	12 5%	12 4%	5 3%	19 5%	21 5%	16 6%	22 6%	40 5%	38 6%	75 6%	2 1%	58 5%	20 5%	86 5%
Plaid Cymru	14 1%	14 1%	13 1%	13 1%	13 1%	13 1%	13 1%	13 1%	-	8 1%	7 1%	4 1%	3 1%	7 1%	3 2%	2 1%	2 1%	2 1%	5 1%	-	-	2 *	3 1%	5 2%	5 1%	5 1%	9 1%	14 1%	* *	7 1%	7 2%	16 1%
Green Party	131 9%	117 9%	108 9%	103 9%	119 9%	119 9%	115 9%	109 8%	6 14%	51 7%	69 9%	59 14%	39 8%	32 5%	24 15%	35 13%	26 10%	13 5%	20 5%	6 4%	39 10%	45 10%	25 9%	21 6%	85 10%	46 7%	107 8%	23 11%	83 8%	47 11%	138 9%	
Reform UK	236 15%	197 15%	187 15%	193 16%	212 15%	211 15%	207 15%	199 15%	2 3%	146 19%	88 12%	49 12%	83 16%	105 18%	16 10%	33 12%	38 15%	45 17%	52 21%	53 15%	22 13%	39 10%	70 15%	51 18%	77 21%	109 13%	128 19%	224 17%	11 5%	199 18%	32 7%	220 14%
Other	58 4%	54 4%	43 4%	44 4%	52 4%	47 3%	47 3%	45 3%	2 4%	34 5%	23 3%	15 4%	25 5%	18 3%	7 4%	8 3%	19 7%	6 2%	8 3%	10 3%	2 1%	18 5%	16 3%	4 1%	20 5%	34 4%	24 4%	33 3%	24 11%	36 3%	21 5%	48 3%
Conservative Lead over Labour	-270 -18%	-231 -17%	-223 -18%	-213 -18%	-261 -19%	-264 -19%	-265 -20%	-243 -19%	-6 -14%	-123 -16%	-145 -19%	-150 -35%	-103 -20%	-18 -3%	-59 -37%	-91 -34%	-62 -25%	-40 -16%	-29 -12%	11 3%	25 15%	-80 -21%	-79 -17%	-58 -20%	-53 -14%	-159 -18%	-111 -17%	-210 -16%	-59 -28%	-191 -18%	-73 -17%	-294 -19%
Undecided	152 7%	102 6%	69 5%	63 4%	98 6%	96 6%	91 5%	70 5%	15 7%	66 7%	85 8%	53 9%	48 7%	52 6%	26 12%	27 8%	25 7%	23 7%	22 7%	30 6%	11 5%	32 7%	48 8%	27 7%	45 8%	80 7%	72 8%	131 8%	20 7%	-	* *	136 7%
Would not vote	177 9%	48 3%	4 *	8 1%	9 1%	9 1%	8 1%	152 69%	87 69%	86 8%	57 10%	55 8%	65 8%	17 7%	41 12%	34 10%	20 6%	24 7%	41 8%	16 7%	22 4%	50 8%	43 11%	62 11%	72 6%	105 11%	136 8%	34 11%	1 *	1 *	160 8%	
Refused/Prefer not to answer	206 10%	175 10%	173 12%	177 12%	191 11%	188 11%	183 12%	7 3%	70 3%	127 12%	37 6%	56 8%	113 14%	21 9%	16 5%	33 9%	24 7%	37 11%	76 16%	45 19%	37 8%	55 9%	45 11%	69 12%	92 8%	114 12%	165 9%	35 11%	112 9%	-	-	199 10%
Don't know	14 1%	13 1%	12 1%	5 *	13 1%	13 1%	13 1%	1 *	4 *	10 1%	1 *	13 2%	-	-	1 *	3 1%	10 3%	-	-	-	2 1%	1 *	1 *	10 2%	3 *	11 1%	2 4%	12 *	6 1%	8 2%	6 *	
Not stated	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-	1 *	1 *

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 2
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL (Constituency checks made for where parties stand)
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/Not working	Public	Private	Mort gage	Owmed out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Total voting	1525	282	554	169	238	689	1243	971	734	790	157	765	535	493	470	1028	368	455	344	210	1299	149	486	429	93	241	235	703	587	1574
Conservative	284	282	-	-	2	2	284	107	177	14	136	83	130	65	212	61	105	72	34	262	12	232	4	1	9	68	136	80	293	
	19%	100%	-	-	1%	*	29%	15%	22%	9%	18%	15%	26%	14%	21%	16%	23%	21%	16%	20%	8%	48%	1%	2%	4%	29%	19%	14%	19%	
Labour	554	-	554	-	-	-	554	286	267	82	273	202	150	196	352	161	171	91	98	490	34	49	291	20	47	76	222	256	587	
	36%	-	100%	-	-	-	45%	39%	34%	52%	36%	38%	30%	42%	34%	44%	38%	26%	47%	38%	23%	10%	68%	22%	20%	32%	32%	44%	37%	
Liberal Democrats (Lib Dem)	169	-	-	169	-	169	169	88	81	14	87	63	57	47	119	19	40	81	23	161	5	31	36	54	59	18	63	89	186	
	11%	-	-	100%	-	25%	14%	17%	12%	10%	9%	11%	12%	11%	10%	12%	5%	9%	24%	11%	12%	4%	6%	9%	58%	24%	7%	9%	15%	12%
Scottish National Party (SNP)	79	-	-	-	-	79	79	29	50	8	39	32	18	27	50	*	-	2	-	2	77	1	1	-	63	15	40	24	86	
	5%	-	-	-	-	11%	6%	8%	4%	6%	5%	6%	4%	6%	5%	*	-	1%	-	*	51%	*	*	-	26%	6%	6%	4%	5%	
Plaid Cymru	14	-	-	-	-	14	14	6	9	2	4	5	2	7	7	-	14	-	1	1	-	3	8	-	3	1	10	4	16	
	1%	-	-	-	-	2%	1%	1%	1%	1%	1%	1%	*	2%	1%	-	3%	-	*	*	-	1%	2%	-	1%	*	1%	1%	1%	
Green Party	131	-	-	-	-	131	131	68	62	11	69	50	38	40	87	36	33	29	23	120	9	9	50	10	38	10	53	67	138	
	9%	-	-	-	-	19%	11%	13%	9%	8%	7%	9%	8%	9%	8%	10%	7%	8%	11%	9%	6%	2%	12%	11%	16%	4%	8%	11%	9%	
Reform UK	236	-	-	-	236	236	236	119	117	24	121	84	83	65	167	77	78	63	10	209	9	149	16	6	19	45	154	36	220	
	15%	-	-	-	99%	34%	19%	24%	16%	15%	16%	16%	17%	14%	16%	21%	17%	18%	5%	16%	6%	31%	4%	6%	8%	19%	22%	6%	14%	
Other	58	-	-	-	-	58	58	31	28	3	36	17	17	23	34	14	15	6	20	53	3	13	23	1	2	1	26	31	48	
	4%	-	-	-	-	8%	5%	6%	4%	3%	2%	5%	3%	5%	3%	4%	3%	2%	9%	4%	2%	3%	5%	2%	1%	1%	4%	5%	3%	
Conservative Lead over Labour	-270	282	-554	0	2	2	-552	284	-179	-90	-68	-137	-119	-20	-131	-139	-100	-67	-18	-63	-228	-22	183	-288	-19	-38	-8	-87	-176	-294
	-18%	100%	-100%	0%	1%	*	-44%	29%	-24%	-11%	-43%	-18%	-22%	-4%	-28%	-14%	-27%	-15%	-5%	-30%	-18%	-15%	38%	-67%	-20%	-16%	-3%	-12%	-30%	-19%
Undecided	152	-	-	-	-	*	*	63	88	18	69	45	39	61	84	28	49	52	19	141	4	47	19	5	13	27	89	36	136	
	7%	-	-	-	-	*	*	7%	8%	8%	7%	7%	6%	9%	6%	6%	8%	11%	7%	8%	2%	8%	4%	5%	5%	7%	9%	5%	7%	
Would not vote	177	-	-	-	*	1	1	76	101	22	67	43	43	87	86	52	56	37	27	166	5	15	15	1	6	53	83	41	160	
	9%	-	-	-	*	*	*	8%	9%	10%	7%	6%	6%	13%	6%	10%	9%	8%	10%	9%	3%	2%	3%	1%	2%	14%	8%	6%	8%	
Refused/Prefer not to answer	206	-	-	-	-	*	*	80	126	22	81	46	93	64	138	48	74	47	22	182	15	43	23	1	7	45	112	49	199	
	10%	-	-	-	-	*	*	8%	11%	10%	8%	7%	14%	9%	10%	10%	11%	10%	8%	10%	9%	7%	5%	1%	3%	12%	11%	7%	10%	
Don't know	14	-	-	-	-	-	-	5	9	*	13	12	1	1	13	*	11	-	-	11	3	-	2	-	2	8	3	3	6	
	1%	-	-	-	-	-	-	1%	1%	*	1%	2%	*	*	1%	*	2%	-	-	1%	2%	-	1%	-	1%	2%	*	*	*	
Not stated	1	-	-	-	1	1	1	1	-	-	1	1	-	-	1	1	-	-	-	1	-	1	-	-	-	-	-	1	1	
	*	-	-	-	*	*	*	*	-	-	*	*	-	-	*	*	-	-	-	*	-	*	-	-	-	-	-	*	*	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

REGISTERED TO VOTE

Table 3
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE (Constituency checks made for where parties stand)
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1560	1549	1560	1476	1560	1560	1560	1560	-	799	740	331	454	775	112	219	202	252	301	474	223	571	547	198	244	1118	442	1392	155	1126	290	1560
Weighted Total	1471	1458	1471	1379	1471	1471	1471	1471	-	700	753	344	455	671	129	216	212	244	270	401	200	390	475	271	335	864	606	1275	185	1046	282	1560
Total voting	1217	1211	1217	1146	1217	1217	1217	1217	-	610	595	310	377	529	114	196	176	201	220	309	149	340	402	216	259	742	475	1066	144	933	274	1311
Conservative	227	227	227	216	227	227	227	227	-	110	117	21	65	141	3	18	20	45	49	92	59	56	78	40	53	134	92	204	21	182	43	242
Labour	445	442	445	411	445	445	445	445	-s	213	229	142	135	167	47	95	68	67	77	90	36	132	146	81	86	278	166	380	63	341	100	495
Liberal Democrats (Lib Dem)	135	133	135	122	135	135	135	135	-	75	59	42	36	57	19	24	18	18	21	36	21	49	50	17	19	99	36	120	14	82	50	153
Scottish National Party (SNP)	68	67	68	65	68	68	68	68	-s	23	45	11	36	21	9	2	15	21	9	12	5	19	16	16	17	35	33	66	1	52	16	75
Plaid Cymru	13	13	13	13	13	13	13	13	-s	8	5	3	3	7	3	-	1	2	2	5	-	2	3	5	3	5	8	13	*	7	5	15
Green Party	105	105	105	99	105	105	105	105	-	39	57	50	24	30	20	30	13	11	12	18	6	34	40	18	13	73	31	84	19	72	33	115
Reform UK	184	183	184	181	184	184	184	184	-	119	64	30	61	93	9	22	28	33	46	46	20	36	57	39	52	93	91	176	7	166	16	181
Other	42	42	42	41	42	42	42	42	-s	22	19	11	17	14	5	6	12	5	4	10	2	13	11	1	16	24	18	22	19	31	11	35
Conservative Lead over Labour	-218	-215	-218	-195	-218	-218	-218	-218	0	-103	-112	-122	-70	-27	-45	-77	-48	-22	-28	2	22	-77	-67	-41	-33	-144	-74	-176	-42	-159	-57	-253
Undecided	68	68	68	61	68	68	68	68	-	30	37	11	24	33	3	8	11	13	14	19	7	13	25	14	16	38	30	63	5	-	*	70
Would not vote	4	4	4	4	4	4	4	4	-s	2	2	2	1	1	-	2	1	1	1	-	-	-	3	1	1	3	1	3	1	-	-	6
Refused/Prefer not to answer	169	161	169	163	169	169	169	169	-s	55	108	21	41	107	11	10	22	18	35	73	44	34	46	40	49	79	90	139	26	107	-	169
Don't know	12	12	12	4	12	12	12	12	-s	2	10	-	12	-	-	2	10	-	-	-	-	2	-	-	10	2	10	2	10	4	8	3
Not stated	1	1	1	1	1	1	1	1	-s	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1

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4 Jul 2024

REGISTERED TO VOTE

Table 4
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE (Constituency checks made for where parties stand)
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1560	240	495	153	184	579	1074	819	695	864	274	553	465	711	354	1176	368	469	366	193	1314	164	532	452	123	281	239	655	666	1560
Weighted Total	1471	225	445	135	186	548	993	774	695	775	155	711	500	549	397	1048	343	453	347	187	1247	142	506	414	93	242	224	681	565	1560
Total voting	1217	225	445	135	186	548	992	772	592	623	128	602	422	432	343	858	286	364	281	161	1023	125	431	382	88	223	168	547	502	1311
Conservative	227	225	-	-	2	2	2	227	87	139	11	107	66	112	44	178	39	93	60	24	206	12	203	4	1	9	46	112	69	242
	19%	100%	-	-	1%	*	29%	15%	22%	9%	18%	16%	26%	13%	21%	14%	25%	21%	15%	20%	9%	47%	1%	1%	4%	27%	20%	14%	18%	
Labour	445	-	445	-	-	-	445	-	234	210	70	218	161	130	150	290	143	131	65	79	389	27	42	271	20	44	54	166	225	495
	37%	-	100%	-	-	-	45%	-	39%	34%	55%	36%	38%	30%	44%	34%	50%	36%	23%	49%	38%	21%	10%	71%	23%	20%	32%	30%	45%	38%
Liberal Democrats (Lib Dem)	135	-	-	135	-	135	135	135	67	68	12	65	48	53	31	101	16	27	71	16	128	4	25	26	53	56	15	46	73	153
	11%	-	-	100%	-	25%	14%	17%	11%	11%	9%	11%	11%	12%	9%	12%	6%	7%	25%	10%	12%	4%	6%	7%	60%	25%	9%	8%	15%	12%
Scottish National Party (SNP)	68	-	-	-	-	68	68	68	25	43	4	37	29	17	21	46	*	-	2	-	2	66	-	1	-	56	13	34	21	75
	6%	-	-	-	-	12%	7%	9%	4%	7%	3%	6%	7%	4%	6%	5%	*	-	1%	-	*	52%	-	*	-	25%	8%	6%	4%	6%
Plaid Cymru	13	-	-	-	-	13	13	13	6	7	2	4	5	2	6	7	-	12	-	1	1	-	3	6	-	3	1	8	4	15
	1%	-	-	-	-	2%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	-	3%	-	1%	*	-	1%	2%	-	2%	1%	2%	1%	1%
Green Party	105	-	-	-	-	105	105	105	56	48	11	55	37	34	31	72	26	24	27	19	95	9	9	42	10	36	9	41	55	115
	9%	-	-	-	-	19%	11%	14%	10%	8%	8%	9%	9%	8%	9%	8%	9%	7%	10%	12%	9%	7%	2%	11%	12%	16%	5%	7%	11%	9%
Reform UK	184	-	-	-	184	184	184	184	92	92	17	90	61	70	49	131	51	67	52	8	163	6	137	14	3	16	30	123	31	181
	15%	-	-	-	99%	34%	19%	24%	16%	15%	14%	15%	14%	16%	14%	15%	18%	18%	18%	5%	16%	4%	32%	4%	3%	7%	18%	22%	6%	14%
Other	42	-	-	-	-	42	42	42	26	16	1	26	14	14	12	28	10	11	4	14	39	2	12	18	1	2	-	17	25	35
	3%	-	-	-	-	8%	4%	5%	4%	3%	1%	4%	3%	3%	4%	3%	4%	3%	1%	9%	4%	2%	3%	5%	2%	1%	-	3%	5%	3%
Conservative Lead over Labour	-218	225	-445	0	2	2	-443	227	-147	-70	-58	-111	-95	-17	-106	-112	-104	-38	-5	-55	-184	-15	161	-268	-19	-35	-8	-54	-156	-253
	-18%	100%	-100%	0%	1%	*	-45%	29%	-25%	-11%	-46%	-18%	-23%	-4%	-31%	-13%	-36%	-11%	-2%	-34%	-18%	-12%	37%	-70%	-22%	-16%	-5%	-10%	-31%	-19%
Undecided	68	-	-	-	-	*	*	*	31	37	6	30	26	25	14	52	16	19	25	5	60	2	33	8	3	8	7	39	22	70
	5%	-	-	-	-	*	*	*	4%	5%	4%	4%	5%	5%	3%	5%	5%	4%	7%	3%	5%	2%	7%	2%	3%	3%	3%	6%	4%	4%
Would not vote	4	-	-	-	-	-	-	-	3	1	2	1	1	2	2	2	2	1	1	-	3	-	*	1	1	2	-	3	1	6
	*	-	-	-	-	-	-	-	*	*	1%	*	*	*	*	*	1%	*	*	-	*	-	*	*	1%	1%	-	*	*	*
Refused/Prefer not to answer	169	-	-	-	-	*	*	*	65	104	20	65	38	90	38	128	38	58	39	21	150	13	41	21	1	7	41	91	37	169
	11%	-	-	-	-	*	*	*	9%	13%	13%	9%	8%	16%	10%	12%	11%	13%	11%	11%	12%	9%	8%	5%	1%	3%	18%	13%	7%	11%
Don't know	12	-	-	-	-	-	-	-	4	8	-	12	12	-	-	12	-	10	-	-	10	2	-	2	-	2	8	2	2	3
	1%	-	-	-	-	-	-	-	1%	1%	-	2%	2%	-	-	1%	-	2%	-	-	1%	1%	-	*	-	1%	4%	*	*	*
Not stated	1	-	-	-	1	1	1	1	1	-	-	1	1	-	-	1	1	-	-	-	1	-	1	-	-	-	-	-	1	1
	*	-	-	-	*	*	*	*	*	-	-	*	*	-	-	*	*	-	-	-	*	-	*	-	-	-	-	-	*	*

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 5
V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Conservative	218	204	190	183	198	197	194	191	6	106	111	25	64	128	4	21	22	42	44	84	51	52	67	46	53	118	99	194	23	195	22	235
Labour	486	432	402	396	457	457	452	425	16	237	246	159	163	164	60	99	77	86	76	89	37	136	153	91	106	289	197	411	72	391	91	523
Liberal Democrats (Lib Dem)	143	125	117	109	136	131	129	122	7	78	64	52	37	54	20	32	20	17	20	34	19	44	48	27	24	92	51	122	21	97	46	159
Scottish National Party (SNP)	66	62	58	57	62	59	59	58	2	25	41	8	35	23	5	3	14	21	11	12	5	16	18	11	20	34	31	63	2	58	8	74
Plaid Cymru	11	11	11	11	11	11	11	11	-	7	4	3	3	5	3	-	1	2	*	5	-	2	3	4	3	5	7	11	*	7	4	12
Green Party	114	102	96	92	105	104	104	97	6	45	61	53	32	29	23	30	20	12	11	18	6	35	39	20	20	74	40	95	18	83	31	119
Reform UK	227	191	180	186	204	202	199	192	2	141	84	49	76	102	15	34	35	41	51	51	21	39	63	50	74	102	124	217	9	200	22	209
Other	49	45	36	37	45	40	40	38	2	29	18	12	20	17	5	7	14	6	7	9	1	17	14	1	17	31	18	27	21	30	18	39
Undecided	338	254	190	175	254	247	229	202	25	148	186	115	119	104	47	67	66	53	42	62	32	73	117	62	86	189	148	280	57	11	167	306
Would not vote	166	47	4	6	6	6	6	6	146	85	78	57	52	57	17	41	34	18	20	36	16	21	48	40	58	69	97	128	31	-	-	153
Refused/Prefer not to answer	244	199	196	200	225	221	218	210	7	82	152	40	68	136	24	16	41	27	46	91	50	45	61	50	87	106	138	192	44	122	17	241
Don't know	14	13	12	5	13	13	13	13	1	4	10	1	13	-	-	1	3	10	-	-	-	2	1	1	10	3	11	2	12	6	8	6

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 6

V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot.	Mid- lands	South excl. London	Grea -ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Conservative	218	218	-	-	-	-	-	218	85	133	11	107	62	101	49	163	49	83	52	23	199	12	193	2	1	2	51	106	61	235
	10%	77%	-	-	-	-	-	22%	9%	12%	5%	11%	9%	15%	7%	12%	10%	13%	11%	8%	11%	7%	33%	*	1%	1%	14%	11%	8%	11%
Labour	486	-	486	-	-	-	486	-	259	227	71	247	175	134	171	310	149	142	79	84	431	31	40	270	20	43	63	190	233	523
	23%	-	88%	-	-	-	39%	-	27%	20%	32%	25%	26%	20%	25%	23%	30%	22%	16%	30%	24%	18%	7%	55%	20%	16%	17%	19%	32%	25%
Liberal Democrats (Lib Dem)	143	-	-	143	-	143	143	143	73	70	10	72	55	49	39	103	13	32	73	21	138	4	24	31	48	52	15	51	77	159
	7%	-	-	85%	-	21%	12%	15%	8%	6%	5%	7%	8%	7%	6%	8%	3%	5%	15%	8%	8%	2%	4%	6%	48%	20%	4%	5%	11%	8%
Scottish National Party (SNP)	66	-	-	-	-	66	66	66	24	41	6	30	21	17	26	38	*	-	2	-	2	64	-	1	-	56	15	31	19	74
	3%	-	-	-	-	10%	5%	7%	3%	4%	3%	3%	3%	3%	4%	3%	*	-	*	*	*	36%	-	*	-	21%	4%	3%	3%	4%
Plaid Cymru	11	-	-	-	-	11	11	11	6	5	2	4	5	1	4	7	-	10	-	1	1	-	1	6	-	3	1	7	3	12
	1%	-	-	-	-	2%	1%	1%	1%	*	1%	*	1%	*	1%	*	-	2%	-	*	*	-	*	1%	-	1%	*	1%	*	1%
Green Party	114	-	-	-	-	114	114	114	57	57	9	59	40	34	37	74	29	30	27	20	106	7	9	44	10	35	9	47	58	119
	5%	-	-	-	-	16%	9%	12%	6%	5%	4%	6%	6%	5%	5%	6%	6%	5%	6%	7%	6%	4%	1%	9%	10%	13%	3%	5%	8%	6%
Reform UK	227	-	-	-	227	227	227	227	117	110	22	118	83	79	61	162	73	75	61	9	200	9	147	15	6	19	45	146	36	209
	11%	-	-	-	95%	33%	18%	23%	12%	10%	10%	12%	12%	12%	9%	12%	15%	12%	13%	3%	11%	5%	25%	3%	6%	7%	12%	15%	5%	10%
Other	49	-	-	-	-	49	49	49	26	23	2	30	17	13	18	29	14	11	3	18	44	3	10	18	1	2	1	19	29	39
	2%	-	-	-	-	7%	4%	5%	3%	2%	1%	3%	2%	2%	3%	2%	3%	2%	1%	6%	2%	2%	2%	4%	1%	1%	*	2%	4%	2%
Undecided	338	56	60	25	9	70	131	126	144	193	38	162	116	87	121	203	62	112	92	47	290	24	102	52	12	36	58	177	102	306
	16%	20%	11%	15%	4%	10%	10%	13%	15%	17%	17%	16%	17%	13%	18%	15%	13%	17%	19%	17%	16%	14%	17%	11%	12%	13%	16%	18%	14%	15%
Would not vote	166	-	-	-	-	-	-	-	73	93	19	65	42	36	84	78	52	51	35	24	158	4	14	14	1	6	49	78	40	153
	8%	-	-	-	-	-	-	-	8%	8%	9%	7%	6%	5%	12%	6%	10%	8%	7%	9%	9%	2%	2%	3%	1%	2%	13%	8%	6%	7%
Refused/Prefer not to answer	244	9	7	1	3	11	19	20	89	154	30	89	53	115	70	169	55	87	56	31	218	15	51	32	2	13	52	135	57	241
	12%	3%	1%	1%	1%	2%	1%	2%	9%	14%	14%	9%	8%	17%	10%	12%	11%	13%	12%	11%	12%	9%	9%	7%	2%	5%	14%	14%	8%	12%
Don't know	14	-	-	-	-	-	-	-	5	9	*	13	12	1	1	13	*	11	-	-	11	3	-	2	-	2	8	3	3	6
	1%	-	-	-	-	-	-	-	1%	1%	*	1%	2%	*	*	1%	*	2%	-	-	1%	2%	-	1%	-	1%	2%	*	*	*

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 7

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	433	351	273	253	353	344	323	291	20	194	232	122	133	178	46	76	67	66	71	107	54	130	158	58	87	288	145	352	75	23	174	433	
Weighted Total	470	353	274	262	367	356	335	300	32	199	265	141	157	171	63	78	88	70	73	98	53	99	150	86	135	249	221	372	92	21	184	433	
Conservative	65	50	36	39	56	53	47	42	4	34	31	12	21	32	5	7	9	12	7	24	16	15	26	3	20	42	23	53	10	7	55	56	
Labour	68	55	49	40	60	59	56	53	-	26	42	28	26	14	8	20	16	10	5	9	5	12	19	16	20	32	36	48	20	5	59	64	
Liberal Democrats (Lib Dem)	26	23	19	17	24	24	23	21	*	12	14	7	7	12	3	4	6	1	8	4	2	12	7	3	4	19	7	23	3	*	24	27	
Scottish National Party	13	12	10	8	12	11	11	10	-	2	11	5	7	1	4	1	4	2	1	*	-	3	3	5	2	6	7	13	-	-	12	12	
Plaid Cymru	3	3	2	2	2	2	2	2	-	*	3	2	-	2	-	-	-	2	-	-	*	*	1	2	1	3	3	3	-	-	3	4	
Green Party	18	15	12	11	16	16	13	13	-	7	9	6	8	4	1	5	7	1	1	2	1	4	6	5	2	11	7	13	5	1	16	21	
Reform UK/The Brexit Party	12	9	9	9	11	11	11	9	-	6	6	1	8	3	1	-	3	5	1	2	2	2	7	1	2	9	3	10	2	2	9	15	
Other	9	9	7	7	7	7	7	7	-	5	4	3	5	1	2	2	4	1	1	1	1	1	2	3	3	3	6	6	3	6	4	9	
Undecided	152	102	69	63	98	95	90	70	15	66	85	53	48	51	26	27	25	23	22	30	11	32	48	27	45	80	72	131	20	-	-	135	
Would not vote	10	-	-	2	2	2	2	2	6	2	7	-	2	7	-	-	-	2	4	4	-	-	2	3	4	2	7	7	2	-	1	5	
Prefer not to answer/Refusal	95	75	62	65	80	76	74	72	7	38	54	24	27	44	13	11	13	13	22	22	16	18	28	19	30	45	64	26	-	-	85		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

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Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 8

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	433	56	64	27	15	88	152	144	178	253	83	148	122	167	125	289	88	148	107	56	370	34	124	67	16	46	62	226	145	433
Weighted Total	470	65	68	26	12	81	149	146	201	266	59	215	148	141	164	289	90	159	124	67	411	31	124	77	14	45	81	256	134	433
Conservative	65	65	-	-	-	-	-	65	20	44	2	28	21	27	15	48	12	21	20	11	61	*	37	2	1	8	17	29	18	56
	14%	100% s	-s	-s	-s	-s	-	44%	10%	17%	4% s	13%	14%	19%	9%	17%	13% s	13%	16%	17% s	15%	1% s	30%	2% s	4% s	17% s	21% s	11%	14%	13%
Labour	68	-	68	-	-	-	68	-	27	40	11	26	26	16	24	42	11	29	11	14	59	3	9	21	*	4	13	32	23	64
	14%	-s	100% s	-s	-s	-	46%	-	13%	15%	19% s	12%	18%	11%	15%	14%	12% s	18%	9%	20% s	14%	10% s	7%	27% s	3% s	9% s	16% s	12%	17%	15%
Liberal Democrats (Lib Dem)	26	-	-	26	-	26	26	26	15	11	3	14	8	8	8	16	6	7	9	2	24	2	7	6	6	6	2	11	12	27
	6%	-s	-s	100% s	-s	32% s	17%	18%	7%	4%	6% s	7%	5%	6%	5%	6%	7% s	5%	7%	3% s	6%	5% s	5%	7% s	45% s	14% s	3% s	4%	9%	6%
Scottish National Party	13	-	-	-	-	13	13	13	4	8	2	9	12	*	1	12	-	-	-	-	-	13	1	-	-	6	-	8	4	12
	3%	-s	-s	-s	-s	16% s	9%	9%	2%	3%	4% s	4%	8%	*	1%	4%	-s	-	-	-s	-	42% s	1%	-s	-s	14% s	-s	3%	3%	3%
Plaid Cymru	3	-	-	-	-	3	3	3	-	3	-	-	-	1	3	1	-	3	-	-	-	-	1	2	-	*	-	3	*	4
	1%	-s	-s	-s	-s	4% s	2%	2%	-	1%	-s	-	-	*	2%	*	-s	2%	-	-s	-	-s	1%	2% s	-s	1% s	-s	1%	*	1%
Green Party	18	-	-	-	-	18	18	18	12	6	2	11	10	4	3	14	7	3	2	3	15	3	1	7	-	4	1	6	11	21
	4%	-s	-s	-s	-s	22% s	12%	12%	6%	2%	4% s	5%	7%	3%	2%	5%	8% s	2%	1%	5% s	4%	10% s	1%	9% s	-s	9% s	1% s	2%	8%	5%
Reform UK/The Brexit Party	12	-	-	-	12	12	12	12	4	7	2	4	1	6	4	8	5	4	2	1	12	-	5	1	-	1	1	9	2	15
	3%	-s	-s	-s	100% s	15% s	8%	8%	2%	3%	4% s	2%	1%	4%	2%	3%	6% s	3%	1%	2% s	3%	-s	4%	2% s	-s	1% s	1% s	3%	2%	3%
Other	9	-	-	-	-	9	9	9	5	5	*	6	-	4	5	4	-	4	3	2	9	-	3	5	-	-	7	3	9	
	2%	-s	-s	-s	-s	12% s	6%	6%	2%	2%	*s	3%	-	3%	3%	1%	-s	3%	3%	3% s	2%	-s	2%	6% s	-s	-s	-s	3%	2%	2%
Undecided	152	-	-	-	-	-	-	-	62	88	18	69	45	39	61	83	28	49	52	19	141	3	47	19	5	12	27	89	36	135
	32%	-s	-s	-s	-s	-s	-	-	31%	33%	31% s	32%	30%	28%	37%	29%	32% s	31%	42%	28% s	34%	11% s	38%	24% s	38% s	27% s	33% s	35%	27%	31%
Would not vote	10	-	-	-	-	-	-	-	3	7	3	2	1	5	3	6	-	5	2	3	7	-	-	-	-	4	6	-	5	
	2%	-s	-s	-s	-s	-s	-	-	1%	3%	5% s	1%	1%	4%	2%	2%	-s	3%	2%	4% s	2%	-s	-	-s	-s	5% s	2%	-	1%	
Prefer not to answer/ Refusal	95	-	-	-	-	-	-	-	49	46	14	45	24	31	37	55	20	33	23	12	84	7	14	16	1	3	16	55	24	85
	20%	-s	-s	-s	-s	-s	-	-	24%	17%	24% s	21%	16%	22%	23%	19%	23% s	21%	19%	17% s	20%	21% s	11%	20% s	9% s	7% s	20% s	21%	18%	20%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-	-	-	-	-s	-	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 9

(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age								Social Class						Ethnicity		Decided to vote for?		UnWgt Total			
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority	Definitely decided	May change mind
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
1 - Absolutely certain not to vote	220	50	-	-	-	-	-	-	220	105	112	87	66	66	37	50	40	27	27	39	18	24	54	48	94	78	142	175	39	22	20	190
	11%	3%	-	-	-	-	-	-	100%	11%	11%	15%	10%	8%	17%	14%	11%	8%	8%	8%	8%	5%	9%	12%	17%	7%	15%	10%	12%	2%	5%	9%
2	17	4	-	-	-	-	-	-	-	7	9	9	7	1	2	6	4	2	-	1	-	2	5	2	8	7	10	13	4	*	3	15
	1%	*	-	-	-	-	-	-	-	1%	1%	2%	1%	*	1%	2%	1%	1%	-	*	-	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
3	29	8	-	-	-	-	-	-	-	22	7	12	14	3	6	7	6	7	2	1	-	5	13	6	6	17	11	26	3	7	8	22
	1%	*	-	-	-	-	-	-	-	2%	1%	2%	2%	*	3%	2%	2%	2%	1%	*	-	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%
4	14	4	-	-	-	-	-	-	-	7	6	11	2	7	4	-	1	-	2	1	-	2	2	4	6	4	10	12	2	2	4	12
	1%	*	-	-	-	-	-	-	-	1%	1%	2%	*	*	3%	1%	-	*	-	*	-	*	*	1%	1%	*	1%	1%	1%	*	1%	1%
5	71	27	-	-	-	-	-	-	-	39	32	30	28	12	7	23	11	17	3	10	2	12	18	20	20	30	41	54	15	19	28	58
	3%	2%	-	-	-	-	-	-	-	4%	3%	5%	4%	2%	3%	7%	3%	5%	1%	2%	1%	2%	3%	5%	4%	3%	4%	3%	5%	2%	7%	3%
6	26	17	-	-	26	-	-	-	-	16	9	9	7	9	-	9	5	2	8	2	1	3	7	7	9	10	16	18	8	12	7	20
	1%	1%	-	-	2%	-	-	-	-	2%	1%	2%	1%	1%	-	3%	1%	1%	2%	*	*	1%	1%	2%	2%	1%	2%	1%	3%	1%	2%	1%
7	34	24	-	-	34	34	-	-	-	18	16	12	13	9	8	4	12	2	5	5	4	10	10	8	6	20	15	22	12	8	18	37
	2%	1%	-	-	2%	2%	-	-	-	2%	2%	2%	2%	1%	3%	1%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	4%	1%	4%	2%
8	90	68	-	-	90	90	90	-	-	40	48	16	46	28	6	10	32	14	8	20	7	25	21	15	29	46	44	72	17	33	34	81
	4%	4%	-	-	5%	5%	5%	-	-	4%	5%	3%	7%	3%	3%	9%	4%	3%	4%	3%	3%	5%	3%	4%	5%	4%	5%	4%	5%	3%	8%	4%
9	107	92	92	-	107	107	107	107	-	53	51	38	42	26	17	21	14	29	14	13	7	24	29	23	31	52	54	76	30	46	45	98
	5%	5%	6%	-	6%	6%	6%	7%	-	5%	5%	7%	6%	3%	8%	6%	4%	9%	4%	3%	3%	5%	5%	6%	6%	5%	6%	4%	10%	4%	10%	5%
10 - Absolutely certain to vote	1457	1383	1401	1457	1457	1457	1457	1457	-	676	760	345	455	657	131	215	222	232	262	394	194	375	469	269	344	845	612	1265	180	1048	264	1530
	70%	82%	94%	100%	85%	86%	88%	93%	-	68%	72%	60%	67%	80%	59%	61%	64%	69%	80%	81%	82%	78%	74%	67%	62%	76%	64%	73%	58%	87%	61%	74%
Don't know	7	5	-	-	-	-	-	-	-	4	3	1	4	2	-	1	1	3	-	2	1	1	3	2	1	4	3	6	1	3	-	8
	*	*	-	-	-	-	-	-	-	*	*	*	1%	*	-	*	*	1%	-	*	1%	*	*	1%	*	*	*	*	*	*	*	*
Prefer not to answer	5	4	-	-	-	-	-	-	-	3	1	3	-	2	2	1	-	-	-	2	2	1	1	-	3	2	3	2	-	*	1	5
	*	*	-	-	-	-	-	-	-	*	*	*	-	*	1%	-	-	-	-	*	1%	*	*	-	1%	*	*	*	*	*	*	*

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 10
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ter	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
1 - Absolutely certain not to vote	220	10	16	7	2	19	35	29	89	129	23	89	42	47	125	90	57	71	51	34	204	7	20	8	*	7	68	110	42	190
	11%	4%	3%	4%	1%	3%	3%	3%	9%	12%	11%	9%	6%	7%	18%	7%	11%	11%	11%	12%	11%	4%	3%	2%	*	2%	19%	11%	6%	9%
2	17	2	1	-	*	1	2	3	8	9	1	11	4	1	10	5	4	9	1	15	2	1	1	-	-	1	11	5	15	
	1%	1%	*	-	*	*	*	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	*	*	-	*	*	1%	1%	
3	29	5	5	-	5	6	11	11	13	16	1	18	12	5	10	17	15	7	3	3	27	-	4	5	-	2	9	12	7	22
	1%	2%	1%	-	2%	1%	1%	1%	1%	1%	*	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	-	1%	1%	-	1%	2%	1%	1%	1%
4	14	3	2	-	1	1	3	4	3	11	3	4	4	3	4	6	3	6	5	-	13	-	4	-	-	1	*	11	3	12
	1%	1%	*	-	*	*	*	*	*	1%	1%	*	1%	*	1%	*	1%	1%	1%	-	1%	-	1%	-	-	*	*	1%	*	1%
5	71	8	12	1	15	29	40	36	29	42	4	42	27	11	32	38	31	14	16	5	62	5	9	10	-	1	23	30	18	58
	3%	3%	2%	*	6%	4%	3%	4%	3%	4%	2%	4%	4%	2%	5%	3%	6%	2%	3%	2%	3%	3%	2%	2%	-	*	6%	3%	3%	3%
6	26	3	1	6	1	15	16	18	13	13	3	15	7	3	15	9	5	6	1	9	20	4	3	3	1	4	4	17	5	20
	1%	1%	*	3%	*	2%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	*	3%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
7	34	10	8	2	4	10	18	19	21	13	4	18	17	6	10	23	12	4	12	6	34	1	11	5	-	1	5	14	16	37
	2%	4%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%	*	2%	1%	-	*	1%	1%	2%	2%
8	90	8	30	10	9	30	60	38	39	51	11	44	24	31	35	54	10	29	26	12	76	13	19	27	4	7	12	48	30	81
	4%	3%	5%	6%	4%	4%	5%	4%	4%	5%	5%	4%	3%	5%	5%	4%	2%	5%	5%	4%	4%	7%	3%	5%	4%	3%	3%	5%	4%	4%
9	107	11	41	16	6	32	74	43	46	61	16	56	53	33	20	86	22	42	18	21	100	4	16	33	5	18	23	44	39	98
	5%	4%	7%	10%	2%	5%	6%	4%	5%	5%	7%	6%	8%	5%	3%	6%	4%	7%	4%	8%	6%	2%	3%	7%	5%	7%	6%	4%	5%	5%
10 - Absolutely certain to vote	1457	222	436	126	195	546	983	768	696	760	154	695	490	526	415	1016	337	451	345	182	1237	141	500	394	90	229	216	690	551	1530
	70%	79%	79%	75%	82%	79%	79%	79%	73%	68%	70%	70%	72%	79%	61%	75%	68%	70%	72%	66%	69%	80%	85%	81%	90%	85%	59%	70%	77%	74%
Don't know	7	1	1	-	1	2	3	2	1	6	1	3	1	1	4	3	1	1	1	3	5	1	3	1	-	-	4	2	1	8
	*	*	*	-	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	1%	*	*	1%	*	-	-	1%	*	*	*
Prefer not to answer	5	*	-	1	-	1	1	1	1	4	-	1	1	1	2	3	1	3	1	-	5	-	*	-	-	-	2	2	1	5
	*	*	-	1%	-	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	*	-	-	-	1%	*	*	*

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

Table 11
(MAY-JUNE'24 GE)Q1. As you probably know there will be a General Election on the 4th of July this year. As far as you know, are you registered to vote in the general election?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Yes	1910	1643	1471	1429	1676	1654	1622	1535	124	905	981	484	637	790	191	293	311	326	320	470	228	458	589	363	500	1047	864	1631	264	1164	405	1926
	92%	97%	99%	98%	98%	98%	98%	98%	56%	91%	93%	84%	93%	96%	86%	83%	90%	97%	97%	96%	96%	95%	93%	90%	90%	94%	90%	94%	85%	97%	94%	93%
No	134	37	18	21	28	26	23	22	84	69	63	75	39	20	26	49	30	9	9	10	4	22	36	30	46	58	76	93	35	30	23	127
	6%	2%	1%	1%	2%	2%	1%	1%	38%	7%	6%	13%	6%	2%	12%	14%	9%	3%	3%	2%	2%	5%	6%	7%	8%	5%	8%	5%	11%	3%	5%	6%
Don't know	31	6	4	7	10	8	8	7	12	16	11	15	7	9	6	9	6	1	-	9	5	3	6	10	13	9	22	17	13	7	4	23
	2%	*	*	*	1%	*	*	*	6%	2%	1%	3%	1%	1%	3%	3%	2%	*	-	2%	2%	1%	1%	2%	2%	1%	2%	1%	4%	1%	1%	1%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 12
(MAY-JUNE'24 GE)Q1. As you probably know there will be a General Election on the 4th of July this year. As far as you know, are you registered to vote in the general election?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Yes	1910 92%	270 96%	533 96%	161 95%	233 98%	662 96%	1195 96%	933 96%	884 92%	1024 92%	204 92%	921 93%	637 93%	649 97%	593 87%	1286 95%	461 93%	583 90%	447 93%	250 90%	1644 91%	169 96%	584 99%	479 98%	98 97%	261 97%	337 92%	911 92%	662 92%	1926 93%
No	134 6%	12 4%	18 3%	6 4%	4 1%	24 3%	42 3%	36 4%	64 7%	70 6%	15 7%	66 7%	41 6%	13 2%	71 10%	53 4%	30 6%	46 7%	25 5%	27 10%	127 7%	6 3%	5 1%	6 1%	3 3%	7 3%	27 7%	67 7%	40 6%	127 6%
Don't know	31 2%	- -	3 *	2 1%	2 1%	5 1%	8 1%	5 1%	10 1%	21 2%	2 1%	8 1%	4 1%	7 1%	19 3%	11 1%	6 1%	16 2%	8 2%	* *	30 2%	1 1%	2 *	3 1%	- -	1 *	4 1%	13 1%	15 2%	23 1%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 13
(SEP23)Q2A/B. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	1579	1441	1325	1287	1469	1454	1427	1365	40	840	721	402	490	687	140	262	237	253	283	404	182	567	550	209	253	1117	462	1380	188	1134	420	1579	
Weighted Total	1528	1350	1235	1205	1404	1385	1357	1289	45	764	748	427	511	590	160	267	252	259	246	343	165	391	477	287	373	868	660	1309	210	1083	423	1579	
Definitely decided	1083	985	944	932	1030	1019	1011	978	21	561	511	251	369	463	88	162	173	196	194	269	130	265	334	214	270	599	484	939	138	1083	-	1134	
	71%	73%	76%	77%	73%	74%	75%	76%	47% ^s	73%	68%	59%	72%	78%	55%	61%	69%	76%	79%	78%	79%	68%	70%	75%	72%	69%	73%	72%	66%	100%	-	-	72%
May change mind	423	350	281	264	360	353	335	301	20	198	220	166	140	117	71	95	78	62	47	70	31	122	133	70	99	255	169	351	70	-	423	420	
	28%	26%	23%	22%	26%	26%	25%	23%	45% ^s	26%	29%	39%	27%	20%	45%	36%	31%	24%	19%	20%	19%	31%	28%	24%	26%	29%	26%	27%	33%	-	100%	-	27%
Don't know	22	15	10	9	13	12	10	10	3	5	17	9	2	10	-	9	1	2	5	5	4	5	9	3	5	15	7	19	2	-	-	25	
	1%	1%	1%	1%	1%	1%	1%	1%	7% ^s	1%	2%	2%	*	2%	-	4%	*	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	-	-	2%	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 14
(SEP23)Q2A/B. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1579	291	587	186	224	701	1288	992	732	846	279	595	495	652	397	1147	373	461	357	214	1326	174	513	464	121	281	224	669	686	1579
Weighted Total	1528	282	554	169	239	692	1245	974	735	791	157	766	536	494	470	1031	369	455	344	210	1301	150	487	429	93	241	235	703	589	1579
Definitely decided	1083	203	396	97	202	484	880	687	525	557	109	536	363	380	321	743	265	315	248	147	926	108	381	316	69	180	169	510	403	1134
	71%	72%	71%	57%	85%	70%	71%	71%	71%	70%	69%	70%	68%	77%	68%	72%	72%	69%	72%	70%	71%	72%	78%	74%	74%	74%	72%	73%	68%	72%
May change mind	423	77	150	69	32	196	346	273	200	222	47	221	165	107	143	272	100	131	89	62	355	41	99	111	22	59	62	183	178	420
	28%	27%	27%	41%	13%	28%	28%	28%	27%	28%	30%	29%	31%	22%	30%	26%	27%	29%	26%	30%	27%	27%	20%	26%	24%	24%	26%	26%	30%	27%
Don't know	22	3	8	3	5	11	19	14	10	12	1	9	8	7	6	15	4	9	7	1	19	1	6	2	2	3	4	10	7	25
	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	*	1%	*	2%	1%	2%	1%	1%	2%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 15
(MAY-JUNE'24 GE)Q2C. If you do change your mind about voting for this party, which party would you vote for instead?

Base : All who may change their mind (SEP23)Q2A/B

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	Total
Unweighted Total	422	365	294	275	371	364	346	310	14	215	202	152	135	135	63	89	75	60	67	68	28	167	148	47	60	315	107	353	66	-	422	422	
Weighted Total	433	358	289	264	368	361	343	309	20	198	229	166	148	118	71	95	78	70	47	71	31	122	133	71	106	255	178	352	78	-	433	422	
Conservative Party	38 9%	29 8%	23 8%	23 9%	31 8%	31 9%	30 9%	25 8%	5 23% ^s	9 5%	28 12%	14 8%	6 4%	18 15%	9 12% ^s	5 6% ^s	4 5% ^s	3 4% ^s	4 8% ^s	14 20% ^s	10 34% ^s	10 8%	8 6%	6 8% ^s	15 14% ^s	17 7%	21 12%	33 9%	5 6% ^s	- - ^s	38 9%	35 8%	
Labour Party	64 15%	51 14%	41 14%	38 14%	54 15%	51 14%	44 15%	14 14%	4 18% ^s	26 13%	38 17%	34 20%	16 11%	14 12%	15 21% ^s	18 19% ^s	11 14% ^s	5 8% ^s	7 14% ^s	8 11% ^s	2 6% ^s	18 15%	25 19%	14 20% ^s	6 6% ^s	43 17%	21 12%	54 15%	10 13% ^s	- - ^s	64 15%	76 18%	
Liberal Democrats	78 18%	68 19%	59 20%	56 21%	68 18%	68 19%	65 19%	61 20%	4 21% ^s	37 19%	40 17%	34 21%	24 16%	20 17%	18 25% ^s	16 17% ^s	13 17% ^s	10 15% ^s	6 12% ^s	15 21% ^s	5 16% ^s	28 23%	25 19%	10 14% ^s	15 14% ^s	54 21%	25 14%	60 17%	18 23% ^s	- - ^s	78 18%	75 18%	
Scottish National (SNP) Party	9 2%	8 2%	7 2%	8 3%	9 2%	9 3%	8 3%	8 3%	- - ^s	4 2%	4 2%	6 4%	1 1%	2 1%	2 3% ^s	4 4% ^s	1 2% ^s	- - ^s	2 4% ^s	- - ^s	- - ^s	2 2%	5 3%	2 3% ^s	- - ^s	7 3%	2 1%	8 2%	1 2% ^s	- - ^s	9 2%	11 3%	
Plaid Cymru Party	3 1%	3 1%	2 1%	2 1%	3 1%	2 1%	2 1%	2 1%	- - ^s	1 *	2 1%	1 *	* 1%	2 1%	* 1% ^s	* 1% ^s	* 1% ^s	- - ^s	* 1% ^s	1 2% ^s	- - ^s	2 1%	1 1%	- - ^s	3 1%	- - ^s	3 1%	- - ^s	- - ^s	3 1%	6 1%		
Green party	70 16%	65 18%	57 20%	53 18%	67 18%	67 18%	63 19%	59 19%	2 8% ^s	38 19%	32 14%	29 18%	25 17%	16 13%	15 22% ^s	14 15% ^s	20 26% ^s	5 7% ^s	6 13% ^s	9 13% ^s	2 5% ^s	25 21%	23 17%	11 16% ^s	11 11% ^s	48 19%	23 13%	60 17%	9 12% ^s	- - ^s	70 16%	68 16%	
Reform UK	28 7%	24 7%	17 6%	15 6%	20 5%	20 6%	18 5%	17 5%	2 8% ^s	18 9%	9 4%	8 5%	11 7%	10 8%	4 6% ^s	3 4% ^s	3 11% ^s	7 16% ^s	8 13% ^s	2 3% ^s	1 4% ^s	6 5%	11 8%	7 9% ^s	5 4% ^s	17 7%	11 6%	27 8%	1 2% ^s	- - ^s	28 7%	28 7%	
Other	8 2%	8 2%	5 2%	5 2%	8 2%	7 2%	5 2%	5 2%	- - ^s	5 3%	3 1%	1 *	2 1%	5 4%	- - ^s	1 1% ^s	2 3% ^s	- - ^s	4 3% ^s	3 5% ^s	10 10% ^s	2 2%	4 4%	- - ^s	- - ^s	8 3%	- - ^s	6 2%	2 2% ^s	- - ^s	8 2%	7 2%	
Undecided	105 24%	79 22%	59 21%	50 19%	85 23%	85 23%	77 23%	69 22%	3 14% ^s	43 22%	62 27%	27 16%	55 37%	24 20%	4 6% ^s	22 24% ^s	22 28% ^s	32 47% ^s	8 18% ^s	16 22% ^s	7 22% ^s	22 18%	28 21%	17 23% ^s	39 36% ^s	50 20%	56 31%	79 22%	25 32% ^s	- - ^s	105 24%	93 22%	
Refused	8 2%	8 2%	8 3%	5 2%	8 2%	8 2%	8 2%	8 3%	- - ^s	4 2%	4 2%	6 4%	2 1%	1 *	2 2% ^s	4 4% ^s	- - ^s	2 3% ^s	1 1% ^s	- - ^s	- - ^s	2 1%	1 1%	- - ^s	6 5% ^s	3 1%	6 3%	6 2%	2 3% ^s	- - ^s	8 2%	5 1%	
Not stated	20 5%	15 4%	10 3%	10 4%	15 4%	13 4%	13 4%	10 3%	2 8% ^s	12 6%	8 4%	8 5%	5 4%	7 6%	2 2% ^s	6 6% ^s	1 1% ^s	4 6% ^s	5 11% ^s	2 3% ^s	1 3% ^s	4 3%	2 1%	4 6% ^s	10 10% ^s	6 2%	14 8%	16 5%	4 5% ^s	- - ^s	20 5%	18 4%	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone Weighted
 Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 16
(MAY-JUNE'24 GE)Q2C. If you do change your mind about voting for this party, which party would you vote for instead?

Base : All who may change their mind (SEP23)Q2A/B

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +		
Unweighted Total	422	74	146	74	30	200	346	274	205	216	85	172	156	144	111	300	89	129	93	59	341	52	111	105	32	77	46	171	205	422	
Weighted Total	433	77	150	69	32	196	346	273	200	231	47	229	174	107	143	281	100	139	90	62	365	41	99	111	22	59	71	183	178	422	
Conservative Party	38	-	19	8	6	19	38	19	7	30	3	13	13	11	14	24	4	15	11	6	36	1	18	-	1	1	15	16	7	35	
	9%	-s	12%	12%	20%	10%	11%	7%	4%	13%	6%	5%	7%	10%	9%	8%	4%	11%	12%	10%	10%	2%	18%	-	4%	2%	21%	16	9%	4%	8%
Labour Party	64	7	-	27	5	58	58	64	35	29	7	34	27	20	17	47	10	25	11	6	48	12	8	24	4	10	1	29	34	76	
	15%	8%	-	39%	15%	29%	17%	23%	17%	13%	15%	15%	16%	18%	12%	17%	10%	18%	12%	10%	13%	29%	8%	22%	18%	2%	2%	16%	19%	18%	
Liberal Democrats	78	12	43	-	7	24	67	36	44	33	9	45	30	18	28	48	24	18	22	13	76	2	19	23	5	11	7	28	43	75	
	18%	15%	28%	-s	21%	12%	19%	13%	22%	14%	19%	20%	17%	17%	19%	17%	24%	13%	24%	21%	21%	5%	19%	21%	21%	19%	10%	16%	24%	18%	
Scottish National (SNP) Party	9	-	4	1	-	5	9	5	5	4	5	2	5	3	1	8	1	-	-	-	1	8	-	2	-	4	1	4	4	11	
	2%	-s	3%	2%	-s	2%	3%	2%	2%	2%	10%	1%	3%	3%	1%	3%	1%	-	-s	-s	*	19%	-	2%	-s	7%	2%	2%	2%	3%	
Plaid Cymru Party	3	-	3	-	-	-	3	-	1	2	*	*	2	1	-	3	-	3	-	-	-	-	2	-	*	*	-	3	6		
	1%	-s	2%	-s	-s	-	1%	-	*	1%	1%	*	1%	1%	-	1%	-s	2%	-s	-s	-	-s	-	2%	-s	*s	*s	-	2%	1%	
Green party	70	10	33	21	2	28	61	38	45	25	11	43	32	15	23	47	18	21	20	10	66	1	14	31	5	7	4	34	32	68	
	16%	13%	22%	30%	7%	14%	17%	14%	23%	11%	23%	19%	18%	14%	16%	17%	18%	15%	22%	16%	18%	4%	14%	27%	22%	13%	6%	19%	18%	16%	
Reform UK	28	15	6	1	-	8	14	22	12	16	2	15	12	3	12	15	12	9	5	2	23	*	15	4	-	1	6	13	9	28	
	7%	19%	4%	1%	-s	4%	4%	8%	6%	7%	4%	6%	7%	3%	8%	5%	12%	6%	5%	4%	6%	1%	15%	4%	-s	2%	9%	7%	5%	7%	
Other	8	4	1	-	3	4	7	4	4	4	1	2	2	5	1	7	1	5	-	-	6	2	-	2	1	5	-	2	6	7	
	2%	5%	1%	-s	-s	2%	1%	3%	2%	2%	3%	1%	1%	5%	1%	3%	1%	4%	-s	-s	2%	4%	-	2%	2%	9%	-s	1%	3%	2%	
Undecided	105	27	35	7	9	35	70	62	35	70	8	59	45	27	31	72	21	34	19	19	87	13	20	14	7	15	32	41	33	93	
	24%	35%	23%	10%	29%	18%	20%	23%	18%	30%	16%	26%	26%	26%	21%	26%	21%	24%	21%	31%	24%	31%	20%	12%	32%	26%	46%	22%	18%	22%	
Refused	8	-	4	2	-	4	8	4	2	6	*	4	2	-	6	2	-	4	2	*	3	2	1	2	-	2	4	2	2	5	
	2%	-s	3%	3%	-s	2%	2%	2%	1%	3%	1%	2%	1%	-	5%	1%	-s	3%	2%	1%	1%	5%	1%	2%	-s	3%	5%	1%	1%	1%	
Not stated	20	4	3	3	3	13	16	17	10	11	1	11	5	4	11	9	8	6	1	5	18	1	5	7	-	1	-	12	8	18	
	5%	6%	2%	4%	8%	6%	5%	6%	5%	5%	3%	5%	3%	4%	8%	3%	8%	4%	1%	8%	5%	1%	5%	6%	-s	1%	-s	7%	4%	4%	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

=Less than 0.5%
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Ipsos Political Monitor - July 2024 - General Election (3)

Table 17
(JUN24)Q8. You said you have voted/will vote for/inclined to vote for {party}. Which of the following statements comes closest to your reasons?

Base : All giving a voting intention

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1579	1441	1325	1287	1469	1454	1427	1365	40	840	721	402	490	687	140	262	237	253	283	404	182	567	550	209	253	1117	462	1380	188	1134	420	1579
Weighted Total	1528	1350	1235	1205	1404	1385	1357	1289	45	764	748	427	511	590	160	267	252	259	246	343	165	391	477	287	373	868	660	1309	210	1083	423	1579
It is the party that most represents your views	960 63%	852 63%	792 64%	784 65%	901 64%	890 64%	871 64%	832 65%	25 55% s	491 64%	460 62%	264 62%	298 58%	398 67%	104 65%	161 60%	153 60%	146 56%	161 65%	237 69%	118 71%	230 59%	300 63%	196 68%	235 63%	530 61%	430 65%	851 65%	106 51%	733 68%	219 52%	1006 64%
The party you support has little chance of winning in this constituency so you vote for the {party} to try to keep another party out	265 17%	241 18%	221 18%	205 17%	248 18%	248 18%	242 18%	229 18%	12 27% s	114 15%	148 20%	93 22%	96 19%	77 13%	35 22%	58 22%	49 19%	47 18%	33 13%	44 13%	17 10%	85 22%	90 19%	47 16%	44 12%	175 20%	90 14%	217 17%	45 22%	171 16%	94 22%	286 18%
Other	178 12%	154 11%	143 12%	135 11%	153 11%	152 11%	150 11%	145 11%	2 4% s	96 13%	80 11%	36 8%	72 14%	70 12%	11 7%	25 9%	23 9%	49 19%	32 13%	38 11%	21 13%	47 12%	51 11%	27 9%	52 14%	98 11%	80 12%	152 12%	25 12%	115 11%	57 13%	175 11%
No opinion	62 4%	44 3%	30 2%	32 3%	45 3%	44 3%	42 3%	34 3%	5 10% s	27 4%	35 5%	18 4%	18 4%	26 4%	2 1%	15 6%	7 3%	11 4%	12 5%	14 4%	8 5%	8 2%	18 4%	13 5%	22 6%	26 3%	35 5%	51 4%	9 4%	23 2%	33 8%	62 4%
Not stated	63 4%	58 4%	48 4%	48 4%	56 4%	51 4%	51 4%	49 4%	2 4% s	37 5%	25 3%	16 4%	28 5%	19 3%	7 4%	9 3%	21 8%	7 3%	9 3%	10 3%	2 1%	21 5%	18 4%	4 1%	20 5%	39 4%	24 4%	37 3%	24 11%	40 4%	21 5%	63 3%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
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Ipsos Political Monitor - July 2024 - General Election (3)

Table 18
(JUN24)Q8. You said you have voted/will vote for/inclined to vote for {party}. Which of the following statements comes closest to your reasons?

Base : All giving a voting intention

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +		
Unweighted Total	1579	291	587	186	224	701	1288	992	732	846	279	595	495	652	397	1147	373	461	357	214	1326	174	513	464	121	281	224	669	686	1579	
Weighted Total	1528	282	554	169	239	692	1245	974	735	791	157	766	536	494	470	1031	369	455	344	210	1301	150	487	429	93	241	235	703	589	1579	
It is the party that most represents your views	960	189	350	83	172	421	771	610	448	511	101	470	341	315	286	656	242	286	200	127	809	106	306	279	62	156	154	455	351	1006	
	63%	67%	63%	49%	72%	61%	62%	63%	61%	65%	64%	61%	64%	64%	61%	64%	66%	63%	58%	61%	62%	70%	63%	65%	67%	64%	66%	65%	60%	64%	
The party you support has little chance of winning in this constituency so you vote for the (party) to try to keep another party out	265	42	127	62	16	96	223	139	145	120	30	147	94	81	87	175	56	70	76	42	234	21	72	95	21	39	26	121	118	286	
	17%	15%	23%	37%	7%	14%	18%	14%	20%	15%	19%	19%	18%	16%	19%	17%	15%	15%	22%	20%	18%	14%	15%	22%	22%	16%	11%	17%	20%	18%	
Other	178	37	45	19	43	96	141	133	84	94	16	90	67	58	50	126	41	64	42	14	150	17	75	20	8	42	34	74	69	175	
	12%	13%	8%	11%	18%	14%	11%	14%	11%	12%	10%	12%	13%	12%	11%	12%	11%	14%	12%	6%	12%	11%	15%	5%	9%	17%	14%	12%	11%	12%	11%
No opinion	62	14	32	5	7	15	48	29	24	38	7	20	15	21	23	36	14	20	18	6	51	4	20	11	-	2	19	26	16	57	
	4%	5%	6%	3%	3%	2%	4%	3%	3%	5%	4%	3%	3%	4%	5%	3%	4%	4%	5%	3%	4%	3%	4%	3%	-	1%	8%	4%	3%	4%	
Not stated	63	-	-	-	1	63	63	63	34	29	3	39	19	19	23	38	15	15	8	21	57	3	14	24	1	4	1	27	35	55	
	4%	-	-	-	*	9%	5%	6%	5%	4%	2%	5%	4%	4%	5%	4%	4%	3%	2%	10%	4%	2%	3%	6%	2%	1%	1%	4%	6%	3%	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 19
(MAY-JUNE'24 GE)Q2D. How important is it to you personally who wins the General Election? Would you say it is...

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Very important	1023	951	895	881	971	959	952	926	27	483	526	230	328	465	80	150	156	173	194	271	131	279	341	159	244	620	403	856	158	696	209	1090
	49%	56%	60%	60%	57%	57%	58%	59%	12%	49%	50%	40%	48%	57%	36%	43%	45%	51%	59%	55%	55%	58%	54%	39%	44%	56%	42%	49%	51%	58%	48%	53%
Fairly important	596	492	431	416	528	524	508	462	32	264	319	207	210	178	95	112	118	92	69	109	49	142	169	132	152	311	284	501	87	353	134	576
	29%	29%	29%	29%	31%	31%	31%	30%	14%	27%	30%	36%	31%	22%	43%	32%	34%	27%	21%	22%	21%	29%	27%	33%	27%	28%	30%	29%	28%	29%	31%	28%
Not very important	236	143	111	104	143	137	133	118	46	126	109	74	75	88	33	41	33	42	32	56	27	34	68	60	74	102	134	196	37	98	72	220
	11%	8%	7%	7%	8%	8%	8%	8%	21%	13%	10%	13%	11%	11%	15%	12%	9%	13%	10%	11%	12%	7%	11%	15%	13%	9%	14%	11%	12%	8%	17%	11%
Not at all important	174	80	41	41	53	48	46	43	97	99	72	52	54	68	12	39	33	21	31	36	19	23	45	41	65	68	105	144	27	41	14	152
	8%	5%	3%	3%	3%	3%	3%	3%	44%	10%	7%	9%	8%	8%	6%	11%	10%	6%	10%	7%	8%	5%	7%	10%	12%	6%	11%	8%	9%	3%	3%	7%
No opinion	48	20	14	14	20	20	15	14	18	18	30	11	15	21	3	9	7	8	3	18	10	5	8	12	23	12	35	42	2	13	3	38
	2%	1%	1%	1%	1%	1%	1%	1%	8%	2%	3%	2%	2%	3%	1%	2%	2%	2%	1%	4%	4%	1%	1%	3%	4%	1%	4%	2%	1%	1%	1%	2%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 20
(MAY-JUNE'24 GE)Q2D. How important is it to you personally who wins the General Election? Would you say it is...

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Very important	1023 49%	159 56%	335 60%	96 57%	124 52%	364 53%	699 56%	523 54%	488 51%	535 48%	118 53%	478 48%	352 52%	339 51%	306 45%	691 51%	225 45%	307 48%	241 50%	167 60%	884 49%	83 47%	324 55%	320 66%	67 66%	143 53%	155 42%	445 45%	423 59%	1090 53%
Fairly important	596 29%	79 28%	169 30%	49 29%	66 28%	201 29%	370 30%	280 29%	283 29%	310 28%	57 26%	306 31%	205 30%	183 27%	197 29%	388 29%	134 27%	203 31%	132 27%	67 24%	520 29%	59 33%	171 29%	109 22%	27 27%	86 32%	71 19%	317 32%	207 29%	576 28%
Not very important	236 11%	34 12%	37 7%	18 11%	34 14%	82 12%	119 10%	116 12%	94 10%	142 13%	21 9%	113 11%	69 10%	81 12%	83 12%	150 11%	75 15%	68 10%	60 13%	15 5%	203 11%	19 11%	64 11%	35 7%	5 5%	19 7%	66 18%	127 13%	43 6%	220 11%
Not at all important	174 8%	6 2%	10 2%	5 3%	11 4%	36 5%	46 4%	42 4%	80 8%	94 8%	19 9%	83 8%	40 6%	55 8%	77 11%	95 7%	48 10%	50 8%	37 8%	27 10%	151 8%	12 7%	26 4%	23 5%	1 1%	15 6%	53 15%	87 9%	33 5%	152 7%
No opinion	48 2%	4 1%	3 1%	1 1%	4 2%	9 1%	12 1%	12 1%	14 1%	33 3%	7 3%	15 2%	17 2%	10 2%	20 3%	27 2%	14 3%	18 3%	11 2%	1 *	42 2%	3 2%	6 1%	1 *	1 1%	6 2%	23 6%	14 1%	11 1%	38 2%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 21
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age											Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	Total	
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076	
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076	
Keir Starmer	755	656	601	586	680	670	665	636	48	373	373	276	254	225	113	163	141	114	111	114	46	222	239	136	157	462	293	645	105	503	184	814	
	36%	39%	40%	40%	40%	40%	40%	41%	22%	38%	35%	48%	37%	27%	51%	46%	41%	34%	34%	23%	19%	46%	38%	34%	28%	41%	31%	37%	34%	42%	43%	39%	
Rishi Sunak	439	383	337	330	388	381	372	346	29	212	222	59	123	257	19	40	47	76	83	174	101	92	134	97	117	225	214	381	56	269	104	448	
	21%	23%	23%	23%	23%	23%	22%	22%	13%	21%	21%	10%	18%	31%	9%	11%	14%	23%	25%	36%	43%	19%	21%	24%	21%	20%	22%	22%	18%	22%	24%	22%	
Neither	584	488	424	403	472	465	456	433	72	287	289	127	211	246	50	77	109	102	113	133	52	115	180	112	177	295	288	478	99	332	91	542	
	28%	29%	28%	28%	28%	28%	28%	28%	33%	29%	27%	22%	31%	30%	22%	22%	32%	30%	34%	27%	22%	24%	29%	28%	32%	27%	30%	27%	32%	28%	21%	26%	
No difference	16	10	6	4	9	9	6	6	6	7	9	8	5	4	5	3	-	5	2	2	1	5	4	1	6	9	7	14	3	5	4	17	
	1%	1%	*	*	1%	1%	*	*	3%	1%	1%	1%	1%	*	2%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	
(DO NOT READ OUT) Ed Davey	1	1	1	1	1	1	1	1	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1	
	*	*	*	*	*	*	*	*	-	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	*	
(DO NOT READ OUT) SNP leader / John Swinney	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(DO NOT READ OUT) Nigel Farage	15	14	11	11	11	11	11	11	1	14	*	5	6	4	1	4	2	4	-	4	1	-	7	1	7	7	8	15	-	14	-	13	
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	*	1%	1%	1%	-	1%	*	-	1%	*	1%	1%	1%	1%	-	1%	-	1%	
(DO NOT READ OUT) Green co-leaders Carla Denyer or Adrian Ramsay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(DO NOT READ OUT) Plaid Cymru leader / Rhun ap Iorwerth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	24	13	8	8	13	13	13	8	6	16	5	5	11	7	1	4	1	10	4	2	1	6	7	3	8	12	11	17	7	10	4	18	
	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%	*	3%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
Don't know	242	122	104	113	141	137	130	123	57	81	155	93	71	77	34	59	46	25	17	60	34	42	60	52	87	102	139	191	41	66	46	223	
	12%	7%	7%	8%	8%	8%	8%	8%	26%	8%	15%	16%	10%	9%	15%	17%	13%	8%	5%	12%	15%	9%	10%	13%	16%	9%	14%	11%	13%	6%	11%	11%	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 22
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Keir Starmer	755	15	437	103	14	230	667	245	391	363	92	381	280	200	262	480	182	203	167	125	649	77	61	324	71	134	85	311	360	814
	36%	5%	79%	61%	6%	33%	54%	25%	41%	33%	42%	38%	41%	30%	38%	36%	37%	32%	35%	45%	36%	44%	10%	66%	71%	50%	23%	31%	50%	39%
Rishi Sunak	439	220	44	16	39	90	134	309	155	284	27	194	128	189	113	317	97	148	112	55	392	29	294	25	7	26	118	208	113	448
	21%	78%	8%	9%	16%	13%	11%	32%	16%	25%	12%	19%	19%	28%	16%	23%	19%	23%	23%	20%	22%	16%	50%	5%	7%	10%	32%	21%	16%	22%
Neither	584	30	36	39	153	309	346	339	291	292	70	279	196	194	178	391	147	186	128	64	496	58	182	113	16	95	103	317	164	542
	28%	11%	7%	23%	64%	45%	28%	35%	30%	26%	32%	28%	29%	29%	26%	29%	30%	29%	27%	23%	28%	33%	31%	23%	16%	35%	28%	32%	23%	26%
No difference	16	4	-	1	2	3	3	7	7	10	1	7	5	4	7	9	1	5	8	1	13	1	5	1	-	1	4	7	6	17
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%
(DO NOT READ OUT) Ed Davey	1	-	1	-	-	-	1	-	1	-	-	1	-	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	1
(DO NOT READ OUT) SNP leader / John Swinney	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(DO NOT READ OUT) Nigel Farage	15	*	*	-	13	13	14	14	11	4	4	8	7	3	4	10	3	11	1	1	10	-	10	1	-	*	4	8	3	13
	7%	*	*	-	6%	2%	7%	7%	7%	*	2%	1%	1%	*	7%	1%	7%	2%	*	*	7%	-	2%	*	-	*	7%	7%	*	7%
(DO NOT READ OUT) Green co-leaders Carla Denyer or Adrian Ramsay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(DO NOT READ OUT) Plaid Cymru leader / Rhun ap Iorwerth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	24	5	4	-	1	2	6	7	10	13	4	12	7	10	6	17	5	6	6	4	18	3	7	4	-	-	8	10	6	18
	7%	2%	1%	-	*	*	*	7%	7%	1%	2%	1%	7%	2%	7%	1%	7%	1%	7%	7%	1%	7%	7%	7%	-	-	2%	7%	7%	7%
Don't know	242	8	32	11	17	44	76	53	94	148	22	115	58	67	113	125	62	85	59	27	222	9	33	20	6	14	45	131	65	223
	12%	3%	6%	6%	7%	6%	6%	5%	10%	13%	10%	12%	9%	10%	16%	9%	12%	13%	12%	10%	12%	5%	6%	4%	6%	5%	12%	13%	9%	11%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 23
(JUN24)Q17BESTLEADERS. Which political party, if any, do you think.....Has the best team of leaders to deal with the country's problems?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Conservatives	270	241	222	225	251	248	244	232	5	134	131	22	74	174	3	18	32	42	49	125	74	67	80	47	76	147	122	230	37	192	60	293
Labour	559	492	456	435	502	499	495	473	38	295	260	175	192	193	59	117	101	91	91	101	46	157	195	92	115	353	207	477	79	397	121	621
Liberal Democrats	59	47	47	49	54	51	50	49	4	37	22	27	16	16	11	16	12	4	3	13	7	21	13	11	13	35	24	47	13	43	14	60
Scottish National Party	41	38	35	34	38	36	36	35	2	15	27	8	21	12	6	3	8	13	7	4	2	8	13	8	12	21	20	39	2	32	8	41
Plaid Cymru	3	3	3	3	3	3	3	3	-	2	1	2	1	*	2	-	-	1	*	-	-	*	1	-	2	1	2	3	-	1	3	4
Reform UK	190	160	144	151	162	159	157	155	16	121	68	40	61	89	11	29	28	32	44	45	13	30	52	43	66	82	109	179	10	151	15	169
Green party	68	65	61	57	62	61	61	61	4	19	44	42	11	14	18	24	9	3	10	5	-	18	24	15	12	42	26	48	19	41	24	71
Other	31	27	23	24	25	25	25	24	4	14	14	12	13	7	7	5	10	3	2	5	2	5	7	5	14	12	19	18	11	18	6	28
None of these	426	333	258	254	313	305	290	273	78	191	232	90	172	164	34	56	98	74	75	88	36	104	119	96	106	223	203	347	71	175	88	410
Don't know	429	280	244	225	303	299	292	258	69	161	257	156	123	149	72	84	49	74	47	102	57	73	126	87	143	199	230	353	69	151	92	379

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 24
(JUN24)Q17BESTLEADERS. Which political party, if any, do you think.....Has the best team of leaders to deal with the country's problems?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Conservatives	270 13%	176 62%	19 3%	9 5%	19 8%	45 6%	63 5%	220 23%	95 10%	175 16%	16 7%	104 10%	68 10%	124 19%	71 10%	192 14%	46 9%	95 15%	78 16%	34 12%	240 13%	17 10%	206 35%	11 2%	2 2%	11 4%	74 20%	124 13%	71 10%	293 14%
Labour	559 27%	10 4%	388 70%	57 33%	8 4%	114 16%	502 40%	124 13%	286 30%	274 25%	76 34%	285 29%	201 30%	158 24%	193 28%	359 27%	153 31%	160 25%	121 25%	85 30%	491 27%	41 23%	49 8%	272 56%	46 46%	88 33%	58 16%	224 23%	277 39%	621 30%
Liberal Democrats	59 3%	1 *	6 1%	44 26%	- -	47 7%	53 4%	48 5%	30 3%	29 3%	3 1%	30 3%	22 3%	18 3%	16 2%	40 3%	9 2%	12 2%	22 5%	12 4%	55 3%	3 2%	6 1%	11 2%	18 18%	21 8%	3 1%	28 3%	28 4%	60 3%
Scottish National Party	41 2%	- -	- -	- -	- -	40 6%	40 3%	40 4%	14 1%	27 2%	5 2%	23 2%	17 2%	7 1%	17 3%	24 2%	- -	- -	- -	- -	- -	41 24%	- -	* *	- -	32 12%	8 2%	21 2%	12 2%	41 2%
Plaid Cymru	3 *	- -	- -	- -	- -	3 1%	3 *	3 *	1 *	2 *	1 1%	- -	1 *	2 *	1 *	1 *	- -	3 1%	- -	- -	- -	- -	- -	2 *	- -	1 *	- -	3 *	* *	4 *
Reform UK	190 9%	11 4%	5 1%	1 *	145 61%	151 22%	155 12%	161 17%	100 10%	90 8%	20 9%	100 10%	61 9%	71 11%	55 8%	132 10%	61 12%	61 9%	44 9%	13 5%	164 9%	12 7%	117 20%	11 2%	6 6%	19 7%	32 9%	124 13%	35 5%	169 8%
Green party	68 3%	- -	16 3%	4 2%	- -	48 7%	64 5%	48 5%	40 4%	28 2%	10 4%	36 4%	18 3%	17 2%	32 5%	34 3%	15 3%	17 3%	11 2%	19 7%	62 3%	5 3%	- -	32 6%	1 1%	15 5%	2 1%	24 2%	41 6%	71 3%
Other	31 1%	1 *	* *	- -	1 *	20 3%	20 2%	21 2%	11 1%	19 2%	2 1%	13 1%	13 2%	8 1%	7 1%	22 2%	6 1%	11 2%	9 2%	4 1%	27 2%	2 1%	5 1%	7 2%	- *	1 1%	3 1%	18 2%	10 1%	28 1%
None of these	426 21%	58 21%	57 10%	26 15%	33 14%	117 17%	174 14%	176 18%	216 22%	209 19%	54 24%	206 21%	143 21%	132 20%	144 21%	275 20%	102 21%	141 22%	93 19%	56 20%	370 21%	33 19%	133 23%	74 15%	17 16%	49 18%	78 21%	204 21%	144 20%	410 20%
Don't know	429 21%	26 9%	63 11%	29 17%	33 14%	107 15%	170 14%	133 14%	166 17%	262 23%	35 16%	198 20%	139 20%	133 20%	146 21%	272 20%	104 21%	145 22%	103 21%	56 20%	391 22%	22 12%	75 13%	68 14%	11 11%	33 12%	109 30%	220 22%	100 14%	379 18%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - July 2024 - General Election (3)

Table 25
(JUN24)Q17PEOPLELIKEYOU. Which political party, if any, do you think.....Would be the best at looking after the interests of people like you?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076	
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076	
Conservatives	349	312	280	278	315	310	302	290	13	172	173	36	99	213	10	26	44	55	62	151	89	92	107	69	81	199	150	308	37	231	73	380	
Labour	543	463	416	401	481	477	468	436	39	281	258	178	160	205	69	109	79	81	91	114	48	143	174	97	127	318	225	452	86	373	127	582	
Liberal Democrats	125	112	109	102	120	116	116	112	5	66	57	39	38	48	15	24	14	21	26	16	38	45	18	25	82	43	113	12	74	38	136		
Scottish National Party	58	54	51	50	54	53	53	51	2	21	37	11	30	17	6	5	12	19	7	10	4	14	18	10	16	32	26	55	2	45	12	60	
Plaid Cymru	7	7	7	7	7	7	7	7	*	4	3	3	1	3	2	*	-	1	1	2	-	2	1	1	3	3	4	7	-	3	3	10	
Reform UK	244	208	189	195	212	212	207	201	17	158	85	60	83	101	19	40	37	46	48	53	19	45	71	55	72	116	128	229	13	197	24	229	
Green party	147	134	124	119	129	129	128	125	15	50	88	76	45	25	36	40	38	7	14	11	-	42	48	32	25	90	57	116	30	84	50	156	
Other	41	37	35	28	37	37	37	36	4	13	25	14	23	5	6	7	11	12	2	2	-	7	8	4	22	15	26	19	20	22	13	31	
None of these	263	171	126	129	172	162	153	141	73	105	156	57	101	105	16	40	56	45	55	51	20	48	78	50	87	126	137	191	67	94	37	219	
Don't know	299	187	157	148	187	186	183	167	51	119	173	100	103	96	41	59	47	56	28	68	42	52	81	65	101	133	166	249	43	77	55	273	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 26
(JUN24)Q17PEOPLELIKEYOU. Which political party, if any, do you think.....Would be the best at looking after the interests of people like you?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Conservatives	349 17%	207 73%	21 4%	15 9%	21 9%	55 8%	76 6%	262 27%	124 13%	225 20%	19 9%	148 15%	99 14%	170 26%	71 10%	269 20%	69 14%	120 19%	102 21%	45 16%	324 18%	12 7%	252 43%	7 1%	15 15%	31 11%	81 22%	159 16%	109 15%	380 18%
Labour	543 26%	13 5%	401 72%	40 24%	5 2%	80 12%	480 39%	93 10%	262 27%	279 25%	77 35%	242 24%	185 27%	148 22%	201 29%	333 25%	149 30%	161 25%	105 22%	89 32%	471 26%	39 22%	46 8%	262 54%	35 35%	66 24%	80 22%	225 23%	237 33%	582 28%
Liberal Democrats	125 6%	1 *	19 3%	79 47%	5 2%	91 13%	109 9%	91 9%	66 7%	59 5%	11 5%	65 7%	45 7%	49 7%	30 4%	94 7%	24 5%	28 4%	48 10%	18 7%	117 6%	7 4%	27 5%	30 6%	31 31%	36 13%	11 3%	57 6%	57 8%	136 7%
Scottish National Party	58 3%	1 *	2 *	-	-	54 8%	56 4%	55 6%	23 2%	35 3%	5 2%	31 3%	20 3%	11 2%	26 4%	31 2%	-	-	-	-	-	58 33%	1 *	1 *	-	47 17%	11 3%	29 3%	18 2%	60 3%
Plaid Cymru	7 *	-	1 *	-	-	5 1%	7 1%	5 1%	2 *	5 *	1 1%	1 *	3 *	2 *	3 *	5 *	-	7 1%	-	-	-	-	1 *	4 1%	-	1 *	1 *	4 *	2 *	10 *
Reform UK	244 12%	18 6%	11 2%	2 1%	185 77%	192 28%	203 16%	209 22%	136 14%	108 10%	22 10%	137 14%	76 11%	83 12%	80 12%	159 12%	76 15%	81 13%	55 11%	20 7%	214 12%	12 7%	147 25%	19 4%	6 6%	22 8%	42 11%	152 15%	50 7%	229 11%
Green party	147 7%	-	36 7%	3 2%	-	96 14%	132 11%	96 10%	78 8%	69 6%	17 8%	79 8%	61 9%	30 4%	53 8%	90 7%	32 7%	38 6%	36 8%	31 11%	137 8%	10 5%	7 1%	68 14%	3 3%	27 10%	10 3%	64 6%	73 10%	156 8%
Other	41 2%	-	3 *	* *	1 *	20 3%	22 2%	20 2%	19 2%	22 2%	3 1%	25 2%	23 3%	8 1%	8 1%	31 2%	10 2%	19 3%	4 1%	4 1%	35 2%	4 3%	5 1%	8 2%	-	4 1%	11 3%	19 2%	11 2%	31 1%
None of these	263 13%	24 9%	28 5%	13 8%	12 5%	59 9%	87 7%	84 9%	135 14%	128 11%	33 15%	133 13%	86 13%	77 12%	95 14%	163 12%	68 14%	86 13%	54 11%	36 13%	230 13%	18 10%	65 11%	49 10%	4 4%	19 7%	57 16%	120 12%	86 12%	219 11%
Don't know	299 14%	18 6%	33 6%	16 9%	11 4%	41 6%	74 6%	59 6%	114 12%	184 16%	31 14%	134 13%	84 12%	90 13%	117 17%	174 13%	69 14%	104 16%	76 16%	35 12%	272 15%	16 9%	40 7%	39 8%	6 6%	19 7%	63 17%	161 16%	75 10%	273 13%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - July 2024 - General Election (3)

Table 27
(JUN24)Q17BESTPOLICIES. Which political party, if any, do you think.....Has the best policies for the country as a whole?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like lihood	(10) Absol utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076
Conservatives	294	254	226	228	254	249	244	236	18	146	145	30	77	187	5	25	36	41	55	132	69	77	87	55	74	164	130	239	50	198	64	323
Labour	496	422	389	377	450	447	438	411	32	251	243	147	157	193	51	96	74	83	90	103	48	130	164	83	120	294	202	417	78	353	106	540
Liberal Democrats	127	113	108	102	119	115	115	110	6	75	50	43	42	42	13	29	22	20	17	25	12	38	44	21	24	82	45	117	10	75	38	137
Scottish National Party	40	39	35	35	38	37	37	35	-	16	25	9	22	10	6	3	12	10	4	6	3	9	15	9	7	24	17	38	2	28	12	45
Plaid Cymru	*	*	*	*	*	*	*	*	-	-	*	-	-	*	-	-	-	-	*	*	-	*	-	-	-	*	-	*	-	*	-	2
Reform UK	244	211	194	196	217	217	213	203	17	155	88	60	77	107	21	39	33	45	53	54	18	41	67	62	74	108	136	230	11	201	18	222
Green party	174	168	160	153	164	164	164	162	7	65	101	96	46	32	48	48	33	14	19	13	1	54	58	39	32	112	63	143	30	100	65	187
Other	34	30	28	28	29	29	29	29	3	13	17	11	16	7	7	4	11	4	5	2	1	11	7	2	13	18	16	22	12	24	3	30
None of these	260	195	141	141	176	168	158	150	63	108	149	55	95	109	19	36	51	44	49	61	31	58	83	37	81	141	118	206	50	102	40	242
Don't know	407	252	212	196	266	262	256	228	74	161	237	123	151	133	53	71	75	76	38	94	54	66	106	94	141	172	329	68	119	86	348	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

Table 28
(JUN24)Q17BESTPOLICIES. Which political party, if any, do you think.....Has the best policies for the country as a whole?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Conservatives	294 14%	196 69%	7 1%	10 6%	11 5%	43 6%	50 4%	239 25%	102 11%	192 17%	22 10%	116 12%	74 11%	136 20%	79 12%	210 16%	62 12%	107 17%	70 15%	43 15%	266 15%	13 7%	209 35%	15 3%	3 3%	11 4%	74 20%	134 14%	85 12%	323 16%
Labour	496 24%	5 2%	375 68%	40 23%	4 2%	75 11%	450 36%	80 8%	251 26%	245 22%	63 29%	247 25%	178 26%	141 21%	170 25%	318 24%	126 25%	150 23%	96 20%	86 31%	435 24%	39 22%	44 8%	241 49%	31 31%	65 24%	73 20%	193 19%	231 32%	540 26%
Liberal Democrats	127 6%	2 1%	23 4%	71 42%	1 *	82 12%	105 8%	84 9%	62 6%	65 6%	12 5%	61 6%	54 8%	41 6%	30 4%	94 7%	25 5%	26 4%	48 10%	20 7%	113 6%	8 4%	19 3%	35 7%	36 36%	39 15%	12 3%	53 5%	61 9%	137 7%
Scottish National Party	40 2%	- -	2 *	- -	- -	38 5%	39 3%	38 4%	16 2%	24 2%	5 2%	18 2%	19 3%	7 1%	14 2%	26 2%	- -	- -	- -	- -	- -	40 23%	1 *	* *	- -	31 11%	3 1%	22 2%	15 2%	45 2%
Plaid Cymru	* *	- -	- -	- -	- *	* *	* *	* *	- *	* *	- -	- -	- *	* *	* *	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	* *	* *	- -	* *	2 *
Reform UK	244 12%	20 7%	10 2%	1 1%	185 77%	190 27%	200 16%	209 22%	130 14%	115 10%	20 9%	138 14%	82 12%	86 13%	73 11%	168 12%	74 15%	82 13%	54 11%	20 7%	215 12%	13 7%	159 27%	18 4%	6 6%	19 7%	36 10%	161 16%	47 7%	222 11%
Green party	174 8%	2 1%	59 11%	9 6%	3 1%	100 14%	159 13%	102 11%	104 11%	69 6%	25 11%	93 9%	64 9%	41 6%	67 10%	105 8%	43 9%	45 7%	37 8%	36 13%	158 9%	12 7%	14 2%	83 17%	3 3%	29 11%	6 2%	79 8%	89 12%	187 9%
Other	34 2%	- -	1 *	2 1%	4 2%	22 3%	23 2%	22 2%	21 2%	13 1%	4 2%	17 2%	14 2%	8 1%	10 1%	22 2%	7 1%	8 1%	7 1%	6 2%	26 1%	6 4%	5 1%	5 1%	1 1%	7 3%	3 1%	16 2%	14 2%	30 1%
None of these	260 13%	33 12%	25 5%	17 10%	16 7%	69 10%	94 8%	102 11%	119 12%	141 13%	33 15%	106 11%	74 11%	80 12%	99 15%	155 11%	62 12%	82 13%	74 15%	22 8%	225 12%	19 11%	78 13%	51 11%	8 8%	27 10%	59 16%	113 11%	88 12%	242 12%
Don't know	407 20%	24 9%	53 10%	20 12%	15 6%	71 10%	124 10%	96 10%	155 16%	251 22%	37 17%	199 20%	124 18%	128 19%	141 21%	252 19%	98 20%	144 22%	94 20%	45 16%	362 20%	26 15%	61 10%	38 8%	12 12%	40 15%	101 28%	220 22%	86 12%	348 17%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July 2024 - General Election (3)

Table 29
(JUN24)Q17CLOSESTBELIEVE. Which political party, if any, do you think.....Comes closest to standing for the things you believe in?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutly certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	2076	1774	1576	1530	1766	1746	1709	1628	190	1061	984	529	619	928	187	342	299	320	357	571	264	690	722	284	380	1412	664	1779	272	1252	422	2076	
Weighted Total	2076	1686	1493	1457	1714	1688	1654	1564	220	990	1056	574	683	819	223	351	347	336	329	490	237	484	631	403	559	1114	962	1740	311	1200	433	2076	
Conservatives	312	271	240	245	277	275	267	252	19	134	175	39	87	186	15	24	39	48	59	127	80	79	88	66	79	168	145	281	28	201	74	332	
Labour	487	412	368	365	432	429	420	392	25	240	244	154	150	183	61	93	70	80	85	97	44	121	152	87	126	274	213	402	81	347	92	507	
Liberal Democrats	154	141	134	125	149	145	144	137	4	96	57	47	49	58	13	34	31	18	19	39	21	52	48	22	33	99	55	140	13	92	46	171	
Scottish National Party	59	53	51	48	55	55	55	51	2	23	36	7	35	17	4	3	14	21	7	9	3	14	15	11	19	29	30	57	2	48	11	60	
Plaid Cymru	14	14	13	10	13	13	13	13	*	11	3	3	5	5	2	1	1	4	2	3	-	2	4	4	4	6	8	14	-	5	6	13	
Reform UK	266	233	212	220	236	234	230	226	20	162	104	53	83	130	16	37	35	48	58	73	30	47	73	60	86	120	146	249	14	211	22	251	
Green party	226	208	190	180	207	204	199	192	15	81	134	99	83	44	50	49	55	28	21	23	3	69	86	41	31	154	71	181	42	126	85	248	
Other	59	54	51	43	54	54	54	52	3	27	30	16	31	13	9	7	16	15	4	9	1	16	13	9	21	30	29	30	29	22	49		
None of these	222	146	102	98	127	120	116	106	72	106	113	52	84	87	7	45	54	29	47	40	18	42	67	50	63	109	113	161	58	77	29	203	
Don't know	277	155	132	125	165	161	158	143	60	111	160	105	76	96	46	59	32	45	26	70	37	41	85	54	98	126	151	228	44	65	46	242	

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01

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Ipsos Political Monitor - July 2024 - General Election (3)

4 Jul 2024

Table 30
(JUN24)Q17CLOSESTBELIEVE. Which political party, if any, do you think.....Comes closest to standing for the things you believe in?

Base : All

	Total (Weighted)	Voting							Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Reform UK	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	2076	291	587	186	224	701	1288	992	918	1156	365	739	609	850	563	1459	497	628	475	273	1769	203	620	515	129	310	339	915	822	2076
Weighted Total	2076	282	554	169	239	692	1245	974	959	1114	221	995	682	668	683	1350	497	645	481	278	1800	176	591	487	100	269	368	991	718	2076
Conservatives	312 15%	186 66%	19 3%	9 5%	17 7%	40 6%	60 5%	226 23%	107 11%	205 18%	20 9%	133 13%	86 13%	145 22%	74 11%	231 17%	50 10%	109 17%	102 21%	38 14%	287 16%	14 8%	236 40%	1 *	4 4%	12 5%	70 19%	155 16%	87 12%	332 16%
Labour	487 23%	13 5%	356 64%	36 21%	3 1%	64 9%	420 34%	77 8%	238 25%	247 22%	66 30%	227 23%	173 25%	124 19%	181 27%	297 22%	132 27%	147 23%	90 19%	85 30%	429 24%	33 19%	38 6%	245 50%	23 23%	51 19%	73 20%	200 20%	213 30%	507 24%
Liberal Democrats	154 7%	6 2%	35 6%	88 52%	2 1%	97 14%	132 11%	103 11%	78 8%	76 7%	13 6%	76 8%	57 8%	64 10%	31 5%	122 9%	31 6%	39 6%	51 11%	25 9%	139 8%	9 5%	30 5%	32 7%	49 49%	56 21%	20 5%	58 6%	77 11%	171 8%
Scottish National Party	59 3%	- -	4 1%	- -	- -	55 8%	59 5%	55 6%	25 3%	34 3%	4 2%	32 3%	21 3%	13 2%	24 4%	34 2%	- -	- -	- -	- -	- -	59 34%	- -	1 *	- -	49 18%	11 3%	28 3%	19 3%	60 3%
Plaid Cymru	14 1%	1 *	3 1%	- -	- -	6 1%	9 1%	7 1%	6 1%	7 1%	1 1%	5 1%	5 1%	4 1%	4 1%	9 1%	- -	14 2%	- -	- -	- -	- -	3 1%	4 1%	- -	2 1%	- -	10 1%	4 1%	13 1%
Reform UK	266 13%	33 12%	13 2%	1 1%	185 77%	190 27%	202 16%	222 23%	138 14%	128 11%	24 11%	141 14%	88 13%	99 15%	74 11%	188 14%	77 15%	94 15%	63 13%	21 8%	230 13%	11 6%	176 30%	21 4%	6 6%	18 7%	47 13%	170 17%	50 7%	251 12%
Green party	226 11%	6 2%	70 13%	11 6%	- -	129 19%	199 16%	135 14%	117 12%	109 10%	28 13%	120 12%	94 14%	55 8%	73 11%	149 11%	60 12%	62 10%	47 10%	40 14%	207 12%	16 9%	13 2%	102 21%	9 9%	44 16%	10 3%	98 10%	118 16%	248 12%
Other	59 3%	1 *	5 1%	2 1%	4 2%	32 5%	37 3%	33 3%	31 3%	29 3%	3 2%	40 4%	29 4%	11 2%	18 3%	40 3%	13 3%	18 3%	11 2%	54 4%	5 3%	6 1%	17 3%	2 2%	8 3%	8 2%	29 3%	23 3%	49 2%	
None of these	222 11%	27 10%	17 3%	10 6%	11 5%	41 6%	59 5%	68 7%	112 12%	111 10%	34 15%	101 10%	57 8%	68 10%	92 14%	125 9%	67 13%	70 11%	42 9%	26 9%	197 11%	17 10%	50 8%	27 6%	3 3%	16 6%	63 17%	96 10%	63 9%	203 10%
Don't know	277 13%	10 4%	32 6%	12 7%	17 7%	37 5%	69 6%	47 5%	106 11%	170 15%	27 12%	120 12%	71 10%	85 13%	111 16%	156 12%	67 13%	93 14%	74 15%	33 12%	256 14%	12 7%	40 7%	36 7%	6 6%	12 4%	66 18%	147 15%	64 9%	242 12%

Fieldwork dates : Monday 1st to Wednesday 3rd July 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>