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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 1

Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Summary

Base: All respondents

	The United Kingdom	Your local area	Your personal life	Your household finances	Being able to afford the essentials in life	Being able to afford the luxuries in life
Unweighted base	2422	2422	2422	2422	2422	2422
Weighted base	2422	2422	2422	2422	2422	2422
Very optimistic	90	85	310	204	497	146
	4%	4%	13%	8%	21%	6%
Fairly optimistic	887	1009	1265	1138	1228	768
	37%	42%	52%	47%	51%	32%
Fairly pessimistic	863	770	476	667	409	693
	36%	32%	20%	28%	17%	29%
Very pessimistic	285	193	132	193	124	500
	12%	8%	5%	8%	5%	21%
Don't know / no opinion	298	365	239	219	165	317
	12%	15%	10%	9%	7%	13%
NET: Optimistic	976	1094	1575	1342	1724	912
	40%	45%	65%	55%	71%	38%
NET: Pessimistic	1148	963	608	860	533	1193
	47%	40%	25%	36%	22%	49%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 2

Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - The United Kingdom

Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status			
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Very optimistic	90	43	27	19	19	25	14	13	11	8	52	37	14	14	6	4	12	14	57	32	26	23	20	21	49	41	78	7	2	3	2	11	5	5	4	6	25	12	8	63	3	8	4	8
	4%	6%	3%	2%	7%	6%	4%	3%	3%	1%	4%	3%	9%	4%	1%	4%	3%	3%	3%	10%	4%	3%	4%	4%	4%	4%	4%	3%	2%	5%	2%	4%	3%	3%	2%	2%	8%	4%	4%	5%	2%	3%	4%	1%
		CtnR			Zbc			Zi	i	i			Zrqq	n						Zrtuvwxy																	ZGHIJL			R				
Fairly optimistic	887	240	304	342	93	147	137	188	120	222	436	449	54	148	168	39	156	175	764	117	272	251	177	186	523	363	754	60	43	30	34	105	78	86	64	88	105	127	66	485	54	67	32	216
	37%	35%	38%	37%	36%	35%	35%	40%	32%	39%	37%	36%	37%	39%	36%	34%	37%	37%	37%	37%	43%	36%	35%	32%	39%	33%	37%	29%	37%	44%	34%	39%	39%	41%	37%	39%	33%	39%	32%	38%	35%	28%	37%	40%
		P						h		h											Zrtuvwy				wy														P				P
Fairly pessimistic	863	251	260	352	92	158	128	132	137	215	421	436	45	133	178	46	126	174	754	95	218	248	181	216	466	397	706	85	50	22	38	99	65	61	47	79	103	115	99	433	60	86	35	208
	36%	37%	32%	38%	35%	38%	33%	31%	37%	38%	36%	35%	31%	35%	39%	40%	30%	37%	36%	31%	34%	35%	36%	37%	35%	37%	35%	41%	44%	33%	38%	37%	32%	29%	27%	35%	32%	35%	47%	34%	40%	36%	40%	38%
		pl		b						g					p																								ZFGHIJKL					
Very pessimistic	285	65	93	126	25	40	40	53	56	70	157	128	18	48	65	7	46	61	257	26	62	78	71	73	141	144	244	27	9	5	15	24	21	24	31	30	49	27	22	137	14	36	7	70
	12%	10%	12%	13%	10%	10%	10%	13%	15%	12%	13%	10%	12%	12%	14%	6%	11%	13%	12%	8%	10%	11%	14%	13%	11%	13%	12%	13%	8%	7%	15%	9%	11%	12%	18%	13%	15%	8%	10%	11%	9%	15%	8%	13%
									e		k												s			s								ZFL		FL						
Don't know / no opinion	298	79	123	96	33	46	67	56	46	50	111	187	15	41	44	18	82	51	254	42	59	99	59	81	158	140	253	27	10	8	10	30	31	32	27	22	37	49	14	163	20	39	9	45
	12%	12%	15%	10%	13%	11%	17%	13%	12%	9%	9%	15%	10%	11%	10%	16%	19%	11%	12%	13%	9%	14%	12%	14%	12%	13%	12%	13%	9%	12%	10%	11%	16%	15%	15%	10%	12%	15%	7%	13%	13%	17%	11%	8%
		jMR		c				Zai	i			Zj					Zmnq					t		t								M	M	M			M		R		R		
NET: Optimistic	976	284	331	361	112	172	151	181	131	230	488	486	68	163	173	43	168	188	821	148	298	274	197	207	572	404	832	67	44	33	36	115	83	91	69	94	130	139	74	547	58	75	35	224
	40%	42%	41%	39%	43%	41%	39%	43%	35%	41%	41%	39%	46%	42%	38%	38%	40%	40%	39%	48%	47%	39%	39%	36%	43%	37%	41%	33%	39%	49%	36%	43%	41%	44%	39%	42%	41%	42%	36%	43%	37%	32%	41%	41%
		P																			Zrtuvwy				wy					B									P				P
NET: Pessimistic	1148	316	353	478	117	199	168	185	193	285	578	564	63	180	243	53	172	235	1012	121	280	326	252	290	606	541	950	112	59	27	53	123	86	85	79	109	152	141	120	571	74	122	42	277
	47%	47%	44%	51%	45%	48%	44%	44%	52%	50%	49%	46%	43%	47%	53%	46%	41%	50%	48%	39%	44%	47%	50%	50%	45%	50%	47%	54%	52%	39%	54%	46%	43%	41%	45%	49%	48%	43%	58%	45%	49%	52%	48%	51%
		pa		b					fg						p			p	a				s			al											ZFGHIKL						N

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 3

Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - The United Kingdom

Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	618	296	674	212	51	117	283	128	243	371	910	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	69	263	173	49	54	17	36	1323	434	802	174	475	349	976	624
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	398	671	144	377	295	816	672
Very optimistic	90	70	19	15	31	11	-	2	3	5	12	21	20	1	27	20	1	22	29	13	1	1	3	5	16	19	5	2	3	12	1	1	1	-	-	57	13	44	10	8	7	55	16
	4%	5%	2%	4%	6%	6%	-	2%	2%	5%	6%	6%	5%	6%	7%	7%	2%	3%	6%	9%	1%	2%	5%	7%	2%	6%	9%	4%	5%	4%	1%	2%	3%	-	-	5%	3%	7%	7%	2%	2%	7%	2%
			b			Zh	h					Z			Z	Z		Zqx	Zqx					x		Z	Z											ZOPR	OPR			ZOPR	
Fairly optimistic	887	617	270	115	288	74	14	31	47	36	69	143	197	2	189	93	15	213	246	73	17	24	14	29	272	181	30	29	38	101	29	12	15	2	18	473	138	312	50	148	107	361	255
	37%	41%	29%	34%	59%	42%	38%	31%	23%	37%	37%	43%	48%	10%	48%	33%	51%	31%	50%	46%	23%	49%	22%	42%	32%	61%	51%	59%	61%	34%	23%	29%	36%	16%	60%	43%	38%	46%	34%	39%	36%	44%	38%
		bhqvF	Zb	h	Zcefghi	h	h			h		Zo	Zjp		Zjp		o		Zqtvx	Zqtvx			qtvx		tv	Z	Z	Z	Z	F							ZNOPR				ZNPR	
Fairly pessimistic	863	494	362	148	99	59	13	42	81	35	71	114	128	10	117	112	10	307	123	42	30	17	20	22	301	55	16	9	13	132	52	23	14	9	4	343	135	179	50	144	121	229	265
	36%	33%	39%	43%	20%	34%	35%	42%	39%	36%	38%	34%	31%	48%	29%	39%	34%	44%	25%	28%	42%	36%	33%	31%	36%	19%	28%	18%	21%	44%	41%	56%	35%	63%	14%	32%	37%	27%	35%	36%	41%	28%	39%
		dnrACDKMO		a	Zda		d	d	d	d	n					ln		Zrswx			r					r				Z		Z							MQ	MQ			MQ
Very pessimistic	285	186	98	41	21	21	10	15	59	15	29	27	30	4	31	46	3	108	39	13	17	2	15	8	82	12	4	1	3	37	38	4	8	3	5	138	43	87	25	47	27	113	74
	12%	13%	11%	12%	4%	12%	26%	15%	29%	15%	15%	8%	7%	19%	8%	16%	11%	16%	8%	8%	24%	5%	25%	12%	10%	4%	7%	2%	5%	12%	30%	9%	20%	22%	17%	13%	12%	13%	18%	12%	9%	14%	11%
		dnrAC		d		d	Zcde	d	Zcdegj	d	kln					Zkln		Zrsx			Zrsux		Zrsux								ZEG							ZPR			P		
Don't know / no opinion	298	121	177	22	47	11	*	9	16	7	7	27	37	4	33	15	*	42	54	9	7	4	9	6	166	30	2	9	5	17	6	2	3	-	3	79	38	49	9	30	33	58	63
	12%	8%	19%	7%	10%	6%	1%	10%	8%	7%	4%	8%	9%	17%	8%	5%	1%	6%	11%	6%	10%	8%	15%	9%	20%	10%	4%	18%	8%	6%	5%	4%	6%	-	8%	7%	10%	7%	6%	8%	11%	7%	9%
	acefhjknoqsBE		Za									j	j		j				q				qs		Zqrsw			B											Q		
		FKMNOQR																																									
NET: Optimistic	976	687	289	130	319	85	14	33	51	41	81	163	217	3	217	113	15	235	275	86	17	25	16	34	288	200	35	31	42	113	31	13	16	2	18	529	150	356	60	157	114	416	271
	40%	46%	31%	38%	66%	48%	38%	33%	24%	42%	43%	49%	53%	16%	54%	39%	53%	34%	56%	57%	24%	51%	27%	48%	34%	67%	60%	62%	66%	38%	24%	31%	39%	16%	60%	49%	41%	53%	42%	42%	39%	51%	40%
		bhqtxF	Zb	h	Zcefghi	Zcgh				h		Zo	Zjp		Zjp				Zqtvx	Zqtvx			qtvx		qtvx	Z	Z	Z	Z	F						ZL	ZNOPR				ZNOPR	
NET: Pessimistic	1148	681	460	190	120	80	22	56	140	50	100	141	158	14	148	158	13	416	162	55	47	20	35	30	384	68	21	10	16	169	89	27	22	12	9	482	178	267	76	190	148	342	339
	47%	46%	50%	55%	25%	46%	61%	57%	68%	51%	53%	43%	38%	67%	37%	55%	46%	60%	33%	36%	66%	41%	58%	43%	46%	23%	36%	20%	26%	56%	71%	65%	55%	84%	31%	44%	49%	40%	52%	50%	50%	42%	50%
		dnrsACDMQ		Zde		d	d	d	Zcdd	d	kln					Zkln		Zrsuwx			Zrsuwx		ns		r		A			Z	ZE	Z							MQ	MQ	MQ		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 4

Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - The United Kingdom

Base: All respondents

	Reasons for not voting	Campaign engagement	Political engagement	Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life	Housing tenure	Children in the household	Education level	Household income	Urban/rural	Disability

	Total (Z)	Lack of time/ absence w (a)	Not eligible (b)	Admin reason (c)	Closing aged/ disabilusions d (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£48,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Nondisabled (D)
Unweighted base	2422	106	74	46	335	1340	1089	1251	1141	1035	1115	1124	950	1539	645	1442	521	59	554	1858	1343	1079	665	1016	320	211	1962	460	696	1698
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Very optimistic	90	6	2	2	7	63	24	61	29	90	-	84	6	82	6	53	36	1	43	47	43	47	27	33	14	13	82	8	14	76
	4%	4%	2%	3%	1%	5%	2%	5%	2%	9%	-	8%	1%	5%	1%	3%	5%	2%	8%	3%	3%	4%	4%	3%	4%	5%	4%	2%	2%	4%
	fjln					f		Zh		Zj		Zi		n					Za								B			C
Fairly optimistic	897	52	50	19	132	535	348	471	408	897	-	716	104	726	105	615	258	14	210	673	464	423	182	378	167	90	736	151	195	690
	37%	32%	49%	29%	26%	43%	30%	41%	33%	91%	-	65%	11%	46%	17%	37%	35%	39%	38%	36%	34%	40%	30%	39%	45%	36%	37%	33%	32%	39%
	dfjlnvC		ad			2f		Zh		Zj		Zi		Zn								t		v	Zv					C
Fairly pessimistic	863	66	28	30	208	412	444	390	467	-	863	206	560	488	307	591	259	13	167	689	493	370	227	358	112	81	667	196	237	613
	36%	40%	27%	45%	41%	33%	38%	34%	38%	-	75%	19%	58%	31%	50%	36%	35%	36%	30%	37%	36%	35%	38%	37%	30%	33%	34%	43%	39%	35%
	ikmr						e				Zi		Zk		Zm					r			x					ZA		
Very pessimistic	285	19	7	5	48	148	136	153	131	-	285	29	241	102	150	196	83	6	57	225	169	116	92	94	42	29	229	56	83	199
	12%	12%	6%	7%	9%	12%	12%	13%	11%	-	25%	3%	25%	6%	25%	12%	11%	16%	10%	12%	12%	11%	15%	10%	11%	12%	12%	12%	13%	11%
	ikm										Zi		Zk		Zm								Zw							
Don't know / no opinion	268	21	16	10	115	76	210	68	208	-	-	60	52	178	39	189	106	3	82	214	185	113	74	103	36	35	257	41	85	205
	12%	13%	15%	15%	22%	6%	18%	6%	17%	-	-	5%	5%	11%	6%	12%	14%	8%	15%	12%	14%	11%	12%	11%	10%	14%	13%	9%	14%	12%
	egjklm				Z		Ze		Zg					n							u						B			
NET: Optimistic	976	58	53	21	140	597	372	532	437	976	-	800	109	807	112	668	294	15	253	720	507	470	209	411	180	104	817	159	209	766
	40%	35%	51%	32%	27%	48%	32%	47%	35%	100%	-	73%	11%	51%	18%	41%	40%	41%	46%	39%	37%	44%	35%	43%	49%	42%	41%	35%	34%	43%
	dfjlnvC		d			2f		Zh		Zj		Zi		Zn					a			t		v	Zv		B			C
NET: Pessimistic	1148	85	35	35	257	561	580	542	598	-	1148	235	801	590	457	786	342	19	224	914	661	486	319	451	154	110	896	252	320	812
	47%	52%	34%	53%	50%	45%	50%	47%	48%	-	100%	21%	83%	37%	75%	48%	48%	52%	40%	49%	49%	45%	53%	47%	41%	44%	45%	56%	52%	46%
	bkmr	b			b						Zi		Zk		Zm					r			Zwx					ZA	D	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 5
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your local area
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade				Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	194	124	66	100	256	212	210	190	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Very optimistic	85	36	31	19	19	17	14	16	7	12	53	31	15	17	11	3	14	8	56	28	26	18	20	22	44	41	68	11	2	5	2	12	6	4	5	6	19	11	4	51	1	10	7	11
	4%	5%	4%	2%	7%	4%	4%	4%	2%	2%	5%	3%	10%	4%	2%	3%	3%	2%	3%	9%	4%	3%	4%	4%	3%	4%	3%	5%	1%	7%	2%	4%	3%	2%	3%	2%	6%	3%	2%	4%	1%	4%	8%	2%
	c	c	c		Zfk						k		Zrqq	q						Zrtuvwxy																M				R			OR	
Fairly optimistic	1009	271	322	417	106	165	143	179	148	268	471	536	59	151	192	47	170	224	889	116	302	311	189	207	613	396	842	78	54	36	40	116	83	80	80	102	111	141	89	533	73	66	31	260
	42%	40%	40%	45%	41%	40%	37%	42%	40%	47%	40%	43%	40%	39%	42%	41%	40%	47%	43%	37%	47%	44%	37%	36%	46%	37%	41%	38%	47%	53%	40%	43%	41%	39%	46%	45%	35%	43%	43%	42%	48%	28%	35%	48%
	wykKP									Zafh								Zm	wy		Zsvwy	vwy			Zsvwy									K	K					P	P			ZNP
Fairly pessimistic	770	201	253	315	71	130	121	133	125	191	397	369	37	130	168	34	123	147	668	94	182	220	184	184	402	368	647	74	32	17	34	63	65	72	51	71	110	109	73	400	53	78	23	183
	32%	30%	31%	34%	27%	31%	31%	32%	34%	34%	34%	30%	25%	34%	37%	30%	29%	31%	32%	30%	29%	31%	36%	32%	30%	34%	32%	36%	28%	25%	34%	23%	32%	34%	29%	31%	34%	33%	35%	31%	35%	33%	27%	33%
	F														p								tx			t							F			F	F	F					
Very pessimistic	193	50	71	72	16	34	33	38	37	35	101	91	9	35	35	6	36	37	177	15	49	46	40	57	96	97	159	18	11	5	11	24	17	16	15	16	29	18	13	97	7	32	5	37
	8%	7%	9%	8%	6%	8%	8%	9%	10%	6%	9%	7%	6%	9%	8%	5%	8%	8%	8%	5%	8%	7%	8%	10%	7%	9%	8%	9%	9%	8%	11%	9%	8%	8%	9%	7%	9%	5%	6%	8%	5%	13%	5%	7%
																								s		b															ZNOR			
Don't know / no opinion	365	122	131	112	50	71	75	56	53	60	155	209	26	51	54	24	80	59	296	59	78	104	75	108	182	183	319	25	16	5	13	54	31	36	23	31	50	50	30	200	16	50	22	56
	15%	18%	16%	12%	19%	17%	20%	13%	14%	11%	13%	17%	18%	13%	12%	21%	19%	12%	14%	19%	12%	15%	15%	19%	14%	17%	16%	12%	14%	7%	13%	20%	16%	17%	13%	14%	16%	15%	14%	16%	11%	21%	26%	10%
	clR	c	c		i	i	Zgi					j				n	nq			tx			rtx		t														R		ZOR	ZNOR	
NET: Optimistic	1094	306	353	435	125	181	158	195	156	280	524	567	73	168	203	51	184	232	945	144	328	329	209	229	657	438	910	89	55	41	42	127	88	84	85	107	131	152	92	584	74	76	37	271
	45%	45%	44%	47%	48%	44%	41%	46%	42%	49%	45%	46%	50%	44%	44%	44%	44%	49%	45%	46%	51%	47%	41%	40%	49%	40%	45%	43%	49%	61%	42%	47%	44%	41%	49%	48%	41%	46%	44%	46%	49%	32%	43%	50%
	wyP									fh									wy		Zrvwy	wy			Zvwy														P	P			P
NET: Pessimistic	963	251	324	388	87	164	153	171	162	226	498	460	46	165	204	40	158	184	844	109	231	266	224	241	498	465	806	92	42	22	45	87	81	88	66	87	139	127	86	467	61	110	28	219
	40%	37%	40%	41%	33%	39%	40%	41%	44%	40%	42%	37%	32%	43%	44%	35%	38%	39%	40%	35%	36%	38%	44%	42%	37%	43%	40%	45%	37%	32%	45%	32%	41%	42%	38%	39%	43%	39%	41%	39%	40%	46%	32%	40%
	F									d	k				l								stx			stx									F					NQ		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 6
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your local area
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters					Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservatives (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservatives (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	46*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Very optimistic	85	64	21	16	25	7	1	2	5	7	9	19	20	*	21	14	2	21	24	9	2	2	4	4	19	16	4	1	3	14	2	-	1	1	1	52	11	42	9	7	7	50	14
	4%	4%	2%	5%	5%	5%	4%	4%	3%	3%	5%	6%	5%	2%	5%	5%	6%	3%	5%	6%	3%	5%	7%	6%	2%	5%	8%	2%	4%	5%	2%	-	2%	3%	5%	5%	3%	6%	6%	2%	2%	6%	2%
		b																	x	x																		ZOPR	OR			ZOPR	
Fairly optimistic	1009	682	326	155	260	96	18	35	58	40	81	154	203	7	199	116	15	296	226	79	31	20	12	36	308	161	32	25	35	134	36	24	16	4	12	528	147	333	60	176	113	393	289
	42%	46%	35%	45%	53%	55%	50%	36%	28%	41%	43%	47%	49%	31%	50%	41%	54%	43%	46%	53%	43%	42%	20%	52%	37%	54%	56%	50%	55%	45%	29%	59%	38%	30%	40%	48%	40%	50%	42%	47%	38%	48%	43%
	bhvxF	Zb		h	Zcglt	Zglt	h			h			Zo		Zo			vx	vx	Zqvx	v	v		vx	v	Z	Z		Z		ZF					ZL		ZPR		P		ZP	
Fairly pessimistic	770	460	310	116	113	51	11	36	85	34	64	104	117	11	111	100	6	240	133	44	26	15	30	18	264	64	12	14	18	103	55	10	12	7	11	309	138	182	50	119	108	233	227
	32%	31%	33%	34%	23%	29%	31%	36%	41%	35%	34%	31%	28%	52%	28%	35%	20%	35%	27%	29%	37%	31%	50%	26%	31%	21%	21%	28%	29%	34%	44%	24%	29%	51%	37%	28%	38%	27%	35%	32%	36%	29%	34%
	dAM			d				d	Zde	d								r					Zqrswx								ZG					ZK				MQ			MQ
Very pessimistic	193	112	81	23	20	8	5	10	37	7	18	19	22	-	22	27	4	75	33	4	9	3	6	5	58	14	4	*	*	21	20	4	5	2	2	86	22	46	15	30	21	61	51
	8%	8%	9%	7%	4%	5%	15%	10%	18%	7%	10%	6%	5%	-	5%	10%	14%	11%	7%	3%	12%	7%	10%	7%	7%	5%	7%	1%	1%	7%	16%	11%	12%	15%	6%	8%	6%	7%	10%	8%	7%	7%	8%
	duAD						de	d	Zcdel		In					In	I	Zrsx		s		s				D					ZE												
Don't know / no opinion	365	170	188	33	69	14	-	15	22	10	14	36	50	3	45	28	2	60	75	14	4	8	8	7	189	44	5	10	7	28	13	2	7	-	4	115	48	69	11	45	46	79	91
	15%	11%	20%	10%	14%	8%	-	15%	11%	10%	8%	11%	12%	15%	11%	10%	7%	9%	15%	9%	6%	16%	14%	9%	23%	15%	9%	20%	11%	9%	10%	5%	18%	-	12%	11%	13%	10%	7%	12%	16%	10%	14%
	acefjopEKMN		Za	f	ef			f	f	f									q					Zqrstw																	MNQ			NQ
	Q																																										
NET: Optimistic	1094	746	347	171	285	103	19	38	63	47	91	173	223	7	220	130	17	317	250	88	33	22	16	40	327	176	37	26	38	148	38	24	16	5	14	580	158	374	69	183	120	443	303
	45%	50%	37%	50%	59%	58%	54%	39%	30%	48%	48%	52%	54%	33%	55%	46%	59%	46%	51%	59%	46%	46%	26%	58%	39%	59%	63%	52%	60%	49%	30%	59%	40%	34%	45%	53%	43%	56%	47%	48%	41%	54%	45%
	bhvxF	Zb		h	Zcglt	Zglt	h			h		Z	Zo		Zo			vx	Zvx	Zqvx	v	v		Zvx		Z	Z		Z	F		F				ZL		ZOPR		P		ZPR	
NET: Pessimistic	963	572	391	139	133	59	17	45	122	42	83	123	139	11	132	128	10	314	166	48	35	18	36	23	322	77	16	14	19	124	75	14	17	10	13	395	160	228	65	149	129	294	278
	40%	38%	42%	41%	27%	33%	46%	46%	59%	43%	44%	37%	34%	52%	33%	45%	34%	45%	34%	32%	49%	38%	60%	33%	38%	26%	28%	29%	30%	41%	60%	35%	41%	66%	43%	36%	44%	34%	45%	40%	44%	36%	41%
	dlnrAM			d			d	de	Zcdegl	d	In					In		Zrswx			ns		Zqrswx								ZEG					K			MQ		MQ		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 7
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your local area
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level	Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disang aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Very optimistic	85	7	2	-	11	51	34	48	37	73	12	85	-	77	4	53	31	1	31	53	36	49	24	29	8	19	75	10	16	69
	4%	4%	2%	-	2%	4%	3%	4%	3%	8%	1%	8%	-	5%	1%	3%	4%	2%	6%	3%	3%	5%	4%	3%	2%	8%	4%	2%	3%	4%
	jkn									Zj		Zi		n					s			t				Zwx				
Fairly optimistic	1009	55	43	33	177	573	427	519	475	726	223	1009	-	881	111	701	293	15	251	757	539	470	232	417	180	101	797	212	227	772
	42%	33%	42%	50%	35%	46%	37%	45%	38%	74%	19%	92%	-	55%	18%	43%	40%	42%	45%	41%	40%	44%	39%	43%	49%	41%	40%	47%	37%	44%
	dfjln					Zf		h		Zj		Zi		Zn											Zv			A		C
Fairly pessimistic	770	50	33	19	171	373	390	361	406	101	622	-	770	387	303	531	229	10	157	603	440	330	198	303	116	78	624	146	215	545
	32%	31%	32%	28%	33%	30%	34%	32%	33%	10%	54%	-	80%	25%	50%	32%	31%	28%	28%	33%	33%	31%	33%	31%	31%	31%	32%	32%	35%	31%
	ikm										Zi		Zk		Zm															
Very pessimistic	193	18	10	4	38	98	94	99	91	9	179	-	193	53	119	126	61	6	36	156	106	86	66	67	23	16	173	20	59	131
	8%	11%	10%	6%	7%	8%	8%	9%	7%	1%	16%	-	20%	3%	20%	8%	8%	16%	6%	8%	8%	8%	11%	7%	6%	6%	9%	4%	10%	7%
	ikmB										Zi		Zk		Zm			Zo						Zwx				B			
Don't know / no opinion	365	34	14	11	115	138	218	115	234	67	112	-	-	196	71	232	128	5	84	278	231	134	83	149	44	35	301	64	98	255
	15%	21%	14%	16%	23%	11%	19%	10%	19%	7%	10%	-	-	12%	12%	14%	17%	13%	15%	15%	17%	13%	14%	15%	12%	14%	15%	14%	16%	14%
	egjklm				Z		Za		Zg		i										u									
NET: Optimistic	1094	62	45	33	188	624	461	567	512	800	235	1094	-	938	115	754	325	16	282	810	575	519	256	446	189	120	872	222	243	841
	45%	38%	44%	50%	37%	51%	40%	50%	41%	82%	20%	100%	-	60%	19%	46%	44%	44%	50%	44%	43%	49%	43%	46%	51%	48%	44%	49%	40%	47%
	dfjlnC					Zf		Zh		Zj		Zi		Zn					s			t			v					C
NET: Pessimistic	963	69	43	23	209	472	485	480	497	109	801	-	963	440	422	657	289	16	193	759	546	416	264	370	138	94	797	166	274	677
	40%	42%	42%	34%	41%	38%	42%	40%	40%	11%	70%	-	100%	28%	69%	40%	39%	43%	35%	41%	40%	39%	44%	38%	37%	38%	40%	37%	45%	38%
	ikm										Zi		Zk		Zm					r									D	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 8
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your personal life
Base: All respondents

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region								Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	67*	546
Very optimistic	310	102	88	119	47	55	43	45	39	81	173	137	32	54	56	15	34	63	248	60	96	71	73	69	167	143	267	21	9	12	16	38	21	33	15	29	57	41	17	165	27	18	13	76
	13%	15%	11%	13%	18%	13%	11%	11%	10%	14%	15%	11%	22%	14%	12%	13%	8%	13%	12%	19%	15%	10%	14%	12%	12%	13%	13%	10%	8%	17%	16%	14%	11%	16%	8%	13%	18%	13%	8%	13%	18%	8%	15%	14%
	pP	b			fgh					k	Znp	p						p		Znuwy	u			t							M			ZGIM				P	P			P
Fairly optimistic	1265	353	413	500	137	216	195	218	184	316	586	672	75	175	249	61	237	250	1114	139	372	384	256	253	756	509	1044	110	75	36	41	146	108	98	99	116	151	178	108	696	79	80	46	307
	52%	52%	51%	53%	52%	52%	50%	52%	50%	56%	50%	54%	51%	46%	54%	53%	56%	53%	53%	45%	58%	55%	50%	44%	57%	47%	51%	54%	66%	53%	41%	54%	54%	47%	57%	52%	47%	54%	52%	54%	53%	34%	53%	56%
	mswyP										swy			m			m		swy		Zuvwy	swy			Zuwy			ZA							E				P	P		P	P
Fairly pessimistic	476	121	157	197	44	77	74	84	83	114	239	235	29	81	87	14	75	110	414	55	112	135	93	136	247	229	410	39	15	11	22	56	40	43	33	44	49	64	58	231	29	67	11	108
	20%	18%	19%	21%	17%	19%	19%	20%	22%	20%	20%	19%	20%	21%	19%	12%	18%	23%	20%	18%	18%	19%	18%	24%	18%	21%	20%	19%	13%	16%	22%	21%	20%	21%	19%	20%	15%	19%	28%	18%	19%	28%	13%	20%
																		o						tx																ZNQR			
Very pessimistic	132	35	56	41	7	29	24	32	21	20	71	61	2	32	23	4	23	18	113	18	14	42	30	45	57	75	105	20	7	-	10	9	12	13	10	8	17	18	8	64	2	35	4	19
	5%	5%	7%	4%	3%	7%	6%	8%	6%	4%	6%	5%	2%	8%	5%	4%	5%	4%	5%	6%	2%	6%	6%	8%	4%	7%	5%	10%	6%	-	10%	3%	6%	6%	6%	4%	5%	5%	4%	5%	1%	15%	5%	3%
	t		c			i		di			t	t		Ziq					t	t	t	t	t	tx		tx		ZAD			FJ									ZNOQR			
Don't know / no opinion	239	67	95	77	27	40	51	44	43	34	108	131	8	42	45	20	53	32	196	40	43	67	55	74	111	129	208	15	8	9	10	20	20	21	18	28	46	28	17	126	15	36	13	35
	10%	10%	12%	8%	10%	10%	13%	10%	12%	6%	9%	11%	5%	11%	10%	17%	13%	7%	9%	13%	7%	10%	11%	13%	8%	12%	10%	7%	7%	14%	10%	7%	10%	10%	10%	12%	14%	9%	8%	10%	10%	15%	15%	6%
	iR		c			i		i	i							iq	q			tx			t	rtx		tx									ZFL				R		ZNR	R	
NET: Optimistic	1575	455	500	619	184	271	238	263	223	397	759	809	107	229	306	77	271	314	1363	199	468	455	330	322	923	652	1311	132	84	47	57	184	129	131	114	145	208	220	125	861	108	98	59	385
	65%	67%	62%	66%	70%	65%	62%	62%	60%	70%	64%	65%	73%	60%	66%	67%	64%	66%	65%	64%	73%	65%	65%	56%	69%	60%	64%	64%	74%	70%	57%	68%	64%	63%	65%	64%	65%	67%	60%	67%	70%	42%	67%	70%
	wyP				h					Zfgh			m						wy		Znuvwy	w	w		Zwy														P	P		P	ZP
NET: Pessimistic	608	156	213	239	51	106	98	115	104	134	310	296	31	113	110	18	98	129	526	73	126	177	123	181	303	304	515	60	22	11	33	65	52	56	43	52	66	82	67	295	31	102	15	126
	25%	23%	26%	26%	19%	25%	25%	27%	28%	24%	26%	24%	22%	30%	24%	16%	23%	27%	25%	23%	20%	25%	24%	31%	23%	28%	25%	29%	19%	16%	33%	24%	26%	27%	25%	23%	21%	25%	32%	23%	20%	42%	18%	23%
	t								d					o					t			t		Znuvx		tx					K						K			ZNOQR			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 9
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your personal life
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	818	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	66	85	672	415	81	71	89	54	17	36	1323	434	892	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	40*	15**	30**	1090	366	671	144	377	295	816	672
Very optimistic	310	219	91	71	67	20	2	11	24	12	29	48	54	1	56	58	2	120	49	22	6	5	8	12	88	32	13	12	8	64	16	4	4	1	1	172	43	120	23	36	40	144	75
	13%	15%	10%	21%	14%	11%	7%	11%	11%	12%	16%	14%	13%	6%	14%	20%	8%	17%	10%	14%	9%	11%	13%	17%	10%	11%	22%	24%	13%	20%	13%	10%	10%	3%	4%	16%	12%	18%	16%	9%	13%	18%	11%
		b		Zdefgh														Zrx						Zin			ZA	ZA		ZF						Z		ZOR	O			ZOR	
Fairly optimistic	1265	775	484	182	265	99	20	44	101	49	92	168	224	11	211	128	18	363	277	82	31	24	31	35	422	171	29	21	37	159	63	24	18	10	21	562	197	342	75	198	159	418	357
	52%	52%	52%	53%	54%	56%	55%	45%	49%	50%	49%	51%	54%	50%	53%	45%	64%	52%	56%	55%	44%	49%	50%	51%	50%	57%	50%	42%	59%	53%	49%	58%	45%	70%	68%	52%	54%	51%	52%	53%	54%	51%	53%
	o												o		o		o									C																
Fairly pessimistic	476	284	191	60	87	33	12	20	47	16	49	64	80	5	70	66	6	132	90	33	17	14	12	9	169	54	10	9	10	53	28	7	7	3	6	210	70	112	26	94	52	138	146
	20%	19%	21%	17%	18%	19%	33%	20%	23%	16%	26%	19%	19%	24%	18%	23%	21%	19%	18%	22%	24%	29%	20%	13%	20%	18%	17%	19%	15%	18%	22%	17%	16%	22%	21%	19%	19%	17%	18%	26%	18%	17%	22%
							Zcdei				Zn											w																	ZMPQ			MQ
Very pessimistic	132	86	46	9	25	11	1	11	19	7	10	22	24	1	23	16	-	31	31	7	13	*	6	4	40	15	2	1	4	7	10	4	7	1	*	58	22	34	12	22	18	46	40
	5%	6%	5%	3%	5%	6%	4%	11%	9%	7%	5%	7%	6%	6%	6%	6%	-	4%	6%	5%	18%	1%	10%	6%	5%	5%	3%	1%	7%	2%	8%	10%	18%	4%	1%	5%	6%	5%	8%	6%	6%	6%	6%
	E							Zcd	Zcd												Zqrsuwx									E	E	Z									
Don't know / no opinion	239	125	114	21	43	14	1	12	15	14	7	29	31	3	38	18	2	45	45	7	4	5	4	10	119	26	5	7	3	17	10	3	4	-	2	87	34	63	8	27	27	71	53
	10%	8%	12%	6%	9%	8%	2%	12%	7%	14%	4%	9%	7%	14%	9%	6%	7%	7%	9%	4%	6%	11%	6%	14%	14%	9%	9%	14%	5%	6%	8%	6%	11%	-	6%	8%	9%	9%	6%	7%	9%	9%	8%
	jqsE		a					c		cfh		j			j									qs	Zqrs																	
NET: Optimistic	1575	994	575	252	332	119	22	55	125	61	122	216	278	12	267	186	21	484	326	104	37	29	38	47	510	203	41	33	46	222	79	28	22	11	22	734	341	493	99	234	198	561	432
	65%	67%	62%	74%	68%	68%	61%	56%	61%	62%	65%	65%	67%	57%	67%	65%	72%	70%	66%	69%	52%	60%	64%	67%	61%	68%	71%	66%	72%	74%	62%	67%	55%	74%	72%	67%	66%	69%	68%	62%	67%	69%	64%
				Zghi		gh												Ztx	t	t										ZF								O			O		
NET: Pessimistic	608	370	238	69	112	44	13	31	67	23	59	87	103	6	93	82	6	163	121	40	30	14	18	13	210	69	11	10	14	60	38	11	14	4	7	269	92	146	37	116	70	183	187
	25%	25%	26%	20%	23%	25%	37%	31%	32%	23%	31%	26%	25%	30%	23%	29%	21%	24%	25%	26%	42%	30%	30%	18%	25%	23%	20%	20%	22%	20%	30%	27%	34%	26%	22%	25%	25%	22%	26%	31%	24%	22%	28%
							cd	c	Zcd		n										Zqrsuwx									E									ZMPQ			MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 10
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your personal life
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level	Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disang aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nistrati on (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	46	335	1340	1089	1251	1141	1035	1115	1124	950	1539	645	1442	521	59	554	1856	1343	1079	665	1016	520	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Very optimistic	310	24	9	7	45	198	109	175	130	217	77	223	66	310	-	215	89	6	81	226	170	140	70	112	61	42	267	42	49	258
	13%	14%	9%	11%	9%	16%	9%	15%	10%	22%	7%	20%	7%	20%	-	13%	12%	16%	14%	12%	13%	13%	12%	12%	16%	17%	14%	9%	8%	15%
	fjknC					ZIf		h		Zj		ZI		Zn											w		B			C
Fairly optimistic	1265	81	59	32	279	601	651	555	691	590	513	715	374	1265	-	889	359	18	275	982	683	582	256	532	212	148	1019	246	282	988
	52%	49%	58%	48%	55%	49%	56%	49%	56%	60%	45%	65%	39%	80%	-	54%	48%	48%	49%	53%	51%	54%	43%	55%	57%	60%	52%	55%	46%	55%
	jlnvC						ie		g	Zj		ZI		Zn		p								v	v	v				C
Fairly pessimistic	476	34	17	19	96	258	216	250	223	101	342	101	315	-	476	320	150	5	104	369	264	212	149	186	61	35	363	113	166	303
	20%	21%	17%	29%	19%	21%	19%	22%	18%	10%	30%	9%	33%	-	78%	19%	20%	14%	19%	20%	20%	20%	25%	19%	16%	14%	18%	25%	27%	17%
	ikm							h			ZI		Zk		Zm								Zwxy					ZA	ZD	
Very pessimistic	132	7	1	3	32	71	62	66	66	11	115	14	107	-	132	75	53	4	32	99	81	52	55	42	8	10	115	17	52	77
	5%	5%	*	4%	6%	6%	5%	6%	5%	1%	10%	1%	11%	-	22%	5%	7%	11%	6%	5%	6%	5%	9%	4%	2%	4%	6%	4%	8%	4%
	lkmx										Zi		Zk		Zm		o	o					Zwxy						ZD	
Don't know / no opinion	239	19	16	6	59	108	125	95	133	57	101	41	101	-	-	144	91	4	67	172	155	85	73	93	29	13	206	33	65	167
	10%	11%	16%	9%	12%	9%	11%	8%	11%	6%	9%	4%	10%	-	-	9%	12%	11%	12%	9%	11%	8%	12%	10%	8%	5%	10%	7%	11%	9%
	ikmn										i		k				o				u		y							
NET: Optimistic	1575	104	69	39	324	799	760	730	821	807	590	938	440	1575	-	1103	448	24	396	1208	853	722	326	644	273	190	1286	289	332	1226
	65%	63%	67%	58%	63%	65%	65%	64%	66%	83%	51%	86%	46%	100%	-	67%	60%	64%	64%	65%	63%	67%	54%	67%	74%	76%	65%	64%	54%	69%
	jlnpvC									Zj		ZI		Zn		p								v	Zvw	Zvw				ZC
NET: Pessimistic	608	41	18	22	128	329	278	316	289	112	457	115	422	-	608	396	203	9	136	467	345	263	204	229	69	45	478	130	218	380
	25%	25%	17%	33%	25%	27%	24%	28%	23%	11%	40%	11%	44%	-	100%	24%	27%	25%	24%	25%	25%	25%	34%	24%	19%	18%	24%	29%	35%	21%
	ikmoyD							h			ZI		Zk		Zm								Zwxy						ZD	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 11
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your household finances
Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Very optimistic	204	69	54	81	37	32	29	25	19	62	128	76	29	33	48	8	21	33	167	35	78	45	49	32	124	80	170	21	8	5	8	19	16	18	13	19	40	28	8	105	16	13	8	59
	8%	10%	7%	9%	14%	8%	8%	6%	5%	11%	11%	6%	20%	9%	10%	7%	5%	7%	8%	11%	12%	6%	10%	5%	9%	7%	8%	10%	7%	7%	8%	7%	8%	9%	8%	8%	13%	9%	4%	8%	10%	6%	9%	11%
	hkpwM	b			Zefgh					gh	Zk		Zmnopq		p				Zruwy				w		w										ZM							P
Fairly optimistic	1138	328	349	461	128	200	159	190	162	299	570	564	67	181	234	60	168	226	990	141	349	335	228	226	684	454	965	89	52	32	51	141	99	96	91	110	132	153	92	621	71	70	40	296
	47%	48%	43%	49%	49%	48%	41%	45%	44%	53%	48%	46%	46%	47%	51%	52%	40%	48%	47%	45%	55%	48%	45%	39%	51%	42%	47%	43%	46%	47%	51%	52%	49%	46%	52%	49%	41%	46%	44%	48%	47%	30%	46%	54%
	pwyP			b						Zfgh					p			p	wy		Zruwxwy	wy				Zvwy							K			K				P	P		P	ZNP
Fairly pessimistic	667	163	245	259	51	112	130	115	117	142	296	366	32	98	116	18	146	143	583	77	151	197	152	167	349	318	549	59	38	22	18	65	55	60	38	51	81	102	78	365	39	71	18	131
	28%	24%	30%	28%	19%	27%	34%	27%	32%	25%	25%	30%	22%	26%	25%	16%	35%	30%	28%	25%	24%	28%	30%	29%	26%	29%	27%	28%	33%	32%	18%	24%	27%	29%	22%	22%	25%	31%	38%	28%	26%	30%	21%	24%
	do		a				Zdi		di			j					Zlmno	o					t			t											E	ZEFIJK					
Very pessimistic	193	45	74	74	11	34	28	47	40	34	93	99	4	39	38	7	35	37	172	19	19	47	41	86	66	127	159	27	7	*	12	26	13	19	13	13	25	23	15	83	6	50	4	34
	8%	7%	9%	8%	4%	8%	7%	11%	11%	6%	8%	8%	3%	10%	8%	6%	8%	8%	8%	6%	3%	7%	8%	15%	5%	12%	8%	13%	6%	1%	12%	10%	7%	9%	7%	6%	8%	7%	7%	6%	4%	21%	5%	6%
	tx							di	di					I		tx			tx		t	tx	Zrstuvx		Zrstux			ZAD											ZNOQR			
Don't know / no opinion	219	74	85	60	35	39	40	45	33	27	89	130	13	33	26	22	52	34	174	40	40	74	38	68	114	106	192	10	9	8	10	18	17	16	19	33	41	24	14	108	19	31	17	26
	9%	11%	11%	6%	13%	9%	10%	11%	9%	5%	8%	11%	9%	9%	6%	19%	12%	7%	8%	13%	6%	11%	7%	12%	9%	10%	9%	5%	8%	12%	10%	7%	8%	8%	11%	15%	13%	7%	7%	8%	13%	13%	20%	5%
	cintR	c		c		i	i	i	i	i		j				Zmnq	nq		rtv			t		rtv		t										ZFHLM	FL			R	R	NR	ZNR	
NET: Optimistic	1342	398	403	542	165	232	188	215	180	362	698	641	96	214	282	68	189	260	1157	176	427	381	277	258	808	535	1135	111	60	37	59	160	115	114	104	128	172	181	100	726	87	83	47	354
	55%	59%	50%	58%	63%	56%	49%	51%	49%	64%	59%	52%	68%	56%	61%	59%	45%	55%	55%	56%	67%	54%	55%	45%	60%	49%	56%	54%	53%	55%	60%	60%	57%	55%	60%	57%	54%	55%	48%	57%	58%	35%	54%	65%
	bfhpwyP	b		b	fgh					Zefgh	k		p	p	Zp	p		p	wy	w	Zruwxwy	w	w		Zruwy							M			M				P	P		P	ZNP
NET: Pessimistic	860	207	320	333	61	146	158	162	156	177	390	465	36	137	152	24	181	181	755	96	171	244	193	252	415	445	708	85	45	22	30	91	69	79	51	64	106	124	94	448	45	122	22	166
	36%	31%	40%	36%	23%	35%	41%	38%	42%	31%	33%	38%	25%	36%	33%	21%	43%	38%	36%	31%	27%	35%	38%	44%	31%	41%	35%	41%	39%	33%	30%	34%	34%	38%	29%	28%	33%	38%	45%	35%	30%	52%	26%	30%
	dotxR		a			d	di	di	Zdi			j		o			Zlno	lo	tx			t	tx	Zrstux		Zrstux										ZEFIJK				ZNOQR			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 12
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your household finances
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	54	17	36	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	40*	15**	30**	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Very optimistic	204	142	58	52	40	16	1	6	14	7	23	28	33	1	34	37	3	81	29	16	3	5	6	7	57	18	8	5	4	2	-	*	114	27	78	13	32	19	91	51
	8%	10%	6%	15%	8%	9%	3%	7%	7%	7%	12%	9%	8%	6%	9%	13%	9%	12%	6%	11%	4%	11%	10%	11%	7%	6%	13%	11%	7%	16%	7%	5%	5%	-	1%	10%	7%	12%	9%	8%	7%	11%	8%
		b		Zdfghi												Zi		Zrx									A			ZF									ZPR			ZPR		
Fairly optimistic	1138	697	439	171	233	87	19	39	86	41	80	155	198	7	183	116	7	340	232	70	29	24	28	27	387	144	29	23	31	154	55	21	17	7	17	522	162	322	71	162	142	393	304
	47%	47%	47%	50%	48%	50%	53%	40%	42%	42%	43%	47%	48%	32%	46%	41%	25%	49%	47%	47%	41%	50%	46%	39%	46%	48%	51%	46%	50%	52%	44%	50%	43%	48%	56%	48%	44%	48%	49%	43%	48%	48%	45%
		p											p		p		p																										
Fairly pessimistic	667	408	258	81	132	48	10	32	64	30	57	98	118	7	112	76	15	178	146	46	22	15	18	24	221	88	9	12	19	65	42	11	12	6	8	287	108	175	36	117	80	211	197
	28%	27%	28%	24%	27%	27%	29%	33%	31%	31%	30%	30%	29%	34%	28%	27%	54%	26%	30%	30%	30%	30%	29%	34%	26%	29%	16%	23%	30%	22%	33%	27%	29%	39%	28%	26%	29%	26%	25%	31%	27%	26%	29%
		B															Zijklno									B					E												
Very pessimistic	193	126	67	19	36	15	4	12	28	9	18	28	31	5	32	33	1	57	39	8	16	3	7	3	61	19	6	3	6	15	13	7	7	2	3	89	34	44	17	38	28	61	65
	8%	8%	7%	6%	7%	9%	12%	13%	14%	9%	9%	8%	8%	25%	8%	12%	4%	8%	8%	6%	22%	6%	11%	5%	7%	6%	10%	7%	10%	5%	11%	16%	16%	12%	11%	8%	9%	6%	12%	10%	9%	7%	10%
								c	Zcd												Zqrsuwx									E	E							M	M			M
Don't know / no opinion	219	115	103	19	46	10	1	8	14	11	10	22	32	1	36	24	2	36	46	9	2	2	3	8	113	30	6	6	3	17	8	1	3	-	1	78	35	52	8	29	26	60	56
	9%	8%	11%	6%	10%	5%	3%	8%	7%	11%	5%	7%	8%	3%	9%	8%	7%	5%	9%	6%	3%	3%	4%	12%	13%	10%	11%	13%	4%	6%	6%	3%	7%	-	4%	7%	10%	8%	5%	8%	9%	7%	8%
		q	a																					q	Zqsrt																	
NET: Optimistic	1342	839	498	224	272	104	20	46	100	48	103	183	231	8	218	153	10	421	261	86	32	29	34	34	444	162	37	29	36	202	64	22	19	7	17	636	189	401	83	194	161	484	355
	55%	56%	54%	65%	56%	59%	57%	46%	49%	49%	55%	55%	56%	38%	55%	53%	35%	61%	53%	58%	45%	61%	56%	49%	53%	54%	64%	57%	56%	68%	50%	55%	48%	48%	57%	58%	52%	60%	58%	51%	55%	59%	53%
		hp		Zdghi		h					p	p	p		p			Zrtx									ZF										L			OR			OR		
NET: Pessimistic	860	534	325	100	168	63	15	45	92	39	75	126	149	13	144	109	17	234	184	54	37	17	24	27	281	107	15	15	25	80	55	18	18	7	12	376	142	219	53	154	107	272	262
	36%	36%	35%	29%	34%	36%	40%	45%	45%	40%	40%	38%	36%	59%	36%	38%	58%	34%	37%	36%	52%	36%	40%	39%	34%	36%	25%	30%	39%	27%	44%	43%	45%	52%	39%	34%	39%	33%	37%	41%	36%	33%	39%
		cE						cd	Zcd								Zklno				Zqrsx									ZE	E								ZMQ			MQ		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 13
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Your household finances

Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absence e (a)	Not eligible (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disengaged/ dissatisfied/ unsure d (d)	Campaign engagement: More engaged (e)	Campaign engagement: Less engaged (f)	Political engagement: More engaged (g)	Political engagement: Less engaged (h)	Optimism/ pessimism about the UK: Optimistic (i)	Optimism/ pessimism about the UK: Pessimistic (j)	Optimism/ pessimism about local area: Optimistic (k)	Optimism/ pessimism about local area: Pessimistic (l)	Optimism/ pessimism about personal life: Optimistic (m)	Optimism/ pessimism about personal life: Pessimistic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to undergraduate degree (t)	Education level: At least undergraduate degree (u)	Household income: Up to £21,000 (v)	Household income: £21,001 to £41,000 (w)	Household income: £41,001 to £52,000 (x)	Household income: £52,001 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabled (C)	Disability: Non-disabled (D)
Unweighted base	2422	106	74	48	335	1349	1059	1251	1141	1026	1115	1124	950	1539	845	1442	521	59	594	1856	1343	1079	668	1018	320	211	1982	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	808	1643	782	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Very optimistic	204	14	4	4	35	129	75	121	79	139	51	146	39	189	10	151	47	5	48	154	111	93	33	78	44	28	174	30	37	166
	8%	9%	4%	6%	7%	10%	6%	11%	6%	14%	4%	13%	4%	12%	2%	9%	6%	15%	9%	8%	8%	9%	6%	8%	12%	11%	9%	7%	6%	9%
	jlnv					f		h		Zj		Zi		Zn		p		p					v		v			C	
Fairly optimistic	1138	81	55	29	238	556	566	505	618	586	412	678	318	1001	91	821	304	13	243	890	594	545	235	458	208	135	927	212	232	894
	47%	49%	54%	44%	46%	45%	49%	44%	50%	60%	36%	62%	33%	64%	15%	50%	41%	36%	44%	48%	44%	51%	39%	47%	56%	53%	47%	47%	38%	50%
	jlnpvC								g	Zj		Zi		Zn		pq						t		v	Zvw	v			C	
Fairly pessimistic	667	40	23	22	144	354	310	335	329	169	443	197	391	284	324	442	217	8	158	502	385	282	183	269	90	65	516	151	210	450
	28%	25%	23%	32%	28%	29%	27%	29%	26%	17%	39%	18%	41%	18%	53%	27%	29%	21%	28%	27%	28%	26%	30%	28%	24%	26%	26%	33%	34%	25%
	ilkm										Zi		Zk		Zm														ZD	
Very pessimistic	193	11	5	7	39	98	95	94	94	21	163	27	152	24	158	105	83	5	54	136	131	62	85	74	13	6	158	35	85	104
	8%	7%	4%	11%	8%	8%	8%	8%	8%	2%	14%	3%	16%	2%	26%	6%	11%	14%	10%	7%	10%	6%	14%	8%	3%	2%	8%	8%	14%	6%
	ikmoyD										Zi		Zk		Zm		Zo	o			u		Zwxy	xy					ZD	
Don't know / no opinion	219	17	15	5	57	98	118	86	123	61	79	45	63	77	28	124	90	5	55	165	132	87	66	86	16	18	195	25	50	159
	9%	11%	15%	7%	11%	8%	10%	8%	10%	6%	7%	4%	7%	5%	4%	8%	12%	14%	10%	9%	10%	8%	11%	9%	4%	7%	10%	5%	8%	9%
	ikmnvB												k				Zo						x	x			B			
NET: Optimistic	1342	95	60	33	272	686	641	626	697	726	463	825	357	1190	101	972	352	19	292	1045	705	638	268	536	252	160	1101	242	269	1060
	55%	58%	58%	50%	53%	56%	55%	55%	56%	74%	40%	75%	37%	76%	17%	59%	47%	51%	52%	57%	52%	60%	44%	56%	68%	64%	56%	53%	44%	60%
	jlnpvC									Zj		Zi		Zn		Zp						Zi		v	Zvw	Zvw				ZC	
NET: Pessimistic	860	52	28	29	182	453	404	429	423	190	605	225	542	308	482	547	301	13	212	638	516	345	269	344	103	71	675	186	295	554
	36%	32%	27%	43%	36%	37%	35%	38%	34%	19%	53%	21%	56%	20%	79%	33%	40%	35%	38%	35%	38%	32%	45%	36%	28%	29%	34%	41%	48%	31%
	ikmoD										Zi		Zk		Zm		Zo				u		Zwxy	x				A	ZD	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 14
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the essentials in life
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minority (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employed (N)	Employment Status: Selfemployed (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	552	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Very optimistic	497	137	122	238	54	83	48	74	71	167	279	217	33	72	132	21	50	105	429	65	201	125	94	76	327	170	431	32	19	14	19	59	38	32	33	53	86	76	36	237	45	28	15	158
	21%	20%	15%	25%	21%	20%	12%	18%	19%	30%	24%	18%	23%	19%	29%	18%	12%	22%	21%	21%	32%	18%	18%	13%	24%	16%	21%	16%	17%	21%	19%	22%	19%	15%	19%	23%	27%	23%	17%	19%	30%	12%	16%	29%
	bfpvwyP	b		Zab	f	f		f		Zdefgh	k		p	p	Zmpq				vy	w	Zrsuvwxy	w	w		Zrsuvwy										ZHM			P	ZNP			ZNP
Fairly optimistic	1228	343	407	478	149	194	198	209	190	288	602	621	89	200	225	58	205	253	1088	148	334	383	237	274	717	511	1013	107	63	45	50	132	118	108	91	116	139	152	108	678	66	95	42	289
	51%	50%	50%	51%	57%	47%	51%	50%	51%	51%	51%	50%	61%	52%	49%	51%	49%	53%	51%	47%	52%	55%	47%	47%	54%	47%	50%	52%	55%	66%	50%	49%	59%	52%	52%	52%	43%	46%	52%	53%	44%	40%	48%	53%
	KP												p									vwy			vwy					ZA				KL					P			P
Fairly pessimistic	469	101	159	150	33	68	75	84	73	77	183	224	15	68	73	18	91	76	366	50	71	115	102	121	186	223	339	40	22	7	13	47	26	46	28	24	50	66	39	206	29	57	21	71
	17%	15%	20%	16%	13%	16%	19%	20%	20%	14%	16%	18%	10%	18%	16%	16%	21%	16%	17%	16%	11%	16%	20%	21%	14%	21%	17%	20%	20%	11%	13%	18%	13%	22%	16%	11%	16%	20%	19%	16%	19%	24%	24%	13%
	bxJR		a				i	di	i								Zi		tx			t	tx	Zlx		Zrlx								GJ				J	J		ZNR	R	
Very pessimistic	124	34	50	40	7	28	19	31	25	15	51	72	1	23	17	6	27	23	112	11	9	37	25	53	46	78	100	19	6	-	6	14	10	12	13	11	12	11	10	61	2	34	3	12
	5%	5%	6%	4%	3%	7%	5%	7%	7%	3%	4%	6%	1%	6%	4%	5%	6%	5%	5%	3%	1%	5%	5%	9%	3%	7%	5%	9%	5%	-	6%	5%	5%	6%	7%	5%	4%	3%	5%	5%	1%	15%	4%	2%
	bxR					i		di	i								I		tx			t	t	Zstuvwx	t	Zstx								AD					R		ZNO/QR		
Don't know / no opinion	165	64	71	30	20	44	47	24	11	19	62	103	8	21	13	12	50	17	122	39	22	39	50	53	62	103	151	8	4	2	11	16	9	11	10	21	33	25	15	99	9	21	6	16
	7%	9%	9%	3%	7%	11%	12%	6%	3%	3%	5%	8%	5%	6%	3%	10%	12%	4%	6%	12%	4%	6%	10%	9%	5%	10%	7%	4%	4%	2%	11%	6%	4%	5%	6%	9%	10%	8%	7%	8%	6%	9%	7%	3%
	chnqtxR	c	c		hi	Zghi	Zghi					j				nq	Zmnq		t	Zrtux			Zrtux	rtux		Zrtux									ZG			R		R		
NET: Optimistic	1724	480	529	716	203	277	245	284	261	455	881	838	122	272	357	79	255	358	1498	213	535	508	331	350	1043	681	1444	139	82	59	69	192	156	139	123	169	225	227	144	915	111	122	57	448
	71%	71%	65%	77%	77%	66%	64%	67%	70%	80%	75%	68%	84%	71%	78%	69%	60%	75%	72%	68%	84%	73%	65%	61%	78%	63%	71%	68%	72%	87%	69%	71%	78%	67%	71%	75%	70%	69%	69%	71%	74%	52%	66%	82%
	bfpvwyP			Zab	afg					Zefgh	k		Zmop	p	Zmp				vwy		Zrsuvwxy	vwy			Zrsuvwy					ZABC			H					P	P		P	ZNPQ
NET: Pessimistic	533	135	208	189	39	96	93	115	98	91	235	296	16	91	90	24	117	99	468	60	80	152	127	174	232	301	439	59	28	7	19	62	36	58	41	35	62	77	49	267	31	92	24	84
	22%	20%	26%	20%	15%	23%	24%	27%	26%	16%	20%	24%	11%	24%	20%	21%	28%	21%	22%	19%	13%	22%	25%	30%	17%	28%	22%	29%	24%	11%	19%	23%	18%	28%	23%	18%	19%	23%	24%	21%	21%	39%	27%	15%
	dBsR		ac			i	di	Zdi	di			j		I			Zlnq	i	tx	t		tx	tx	Zrstux	t	Zrstux								GJK					R		ZNOR	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 15
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the essentials in life
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know/ Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Labour voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	298	674	212	51	117	283	128	243	371	510	22	509	306	38	686	608	173	77	54	68	85	672	415	81	71	69	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	178	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Very optimistic	497	320	174	91	98	43	9	14	37	21	38	78	83	1	86	61	6	170	92	41	10	9	12	18	145	55	14	8	18	81	20	7	6	2	9	241	72	144	36	86	53	180	140
	21%	21%	19%	27%	20%	24%	25%	14%	18%	21%	21%	24%	20%	6%	22%	21%	21%	25%	19%	27%	15%	19%	19%	26%	17%	18%	25%	17%	28%	27%	16%	17%	15%	16%	28%	22%	20%	21%	25%	23%	18%	22%	21%
				Zdgh														Zrx		rx										ZF												
Fairly optimistic	1228	763	462	178	252	94	18	46	102	51	101	165	212	10	193	141	16	351	255	75	32	28	32	38	416	165	26	29	27	158	66	26	20	8	15	577	170	341	74	188	161	415	349
	51%	51%	50%	52%	52%	53%	50%	47%	49%	52%	54%	50%	52%	48%	49%	49%	55%	51%	52%	50%	44%	58%	53%	54%	50%	55%	46%	57%	42%	53%	52%	63%	51%	55%	51%	53%	47%	51%	51%	50%	55%	51%	52%
																										D										L							
Fairly pessimistic	409	254	154	50	82	27	5	20	46	15	37	56	76	7	80	55	6	113	90	23	14	5	9	11	144	49	9	8	12	44	30	6	8	4	5	173	74	115	21	67	51	135	118
	17%	17%	17%	15%	17%	15%	14%	20%	22%	16%	20%	17%	18%	31%	20%	19%	19%	16%	18%	15%	20%	10%	15%	15%	17%	16%	16%	16%	18%	15%	23%	14%	20%	25%	16%	16%	20%	17%	14%	18%	17%	17%	18%
									Zc																						ZE												
Very pessimistic	124	72	52	11	26	4	3	8	13	6	7	11	15	3	14	13	*	31	23	4	13	3	5	2	43	12	3	2	6	7	8	2	4	1	1	49	21	30	7	18	17	37	35
	5%	5%	6%	3%	5%	2%	8%	8%	6%	6%	4%	3%	4%	14%	3%	5%	1%	4%	5%	3%	18%	7%	8%	3%	5%	4%	6%	5%	10%	2%	6%	4%	9%	4%	3%	4%	6%	4%	5%	5%	6%	5%	5%
																					Zqrsuwx								A												
Don't know / no opinion	165	80	84	12	29	8	1	11	9	4	4	21	26	-	24	16	1	27	32	6	2	3	3	1	91	17	4	3	1	9	4	1	2	-	*	49	39	42	7	18	13	49	31
	7%	5%	9%	4%	6%	5%	2%	11%	4%	4%	2%	6%	6%	-	6%	6%	3%	4%	7%	4%	2%	5%	5%	2%	11%	6%	8%	5%	2%	3%	3%	2%	6%	-	1%	5%	8%	6%	5%	5%	4%	6%	6%
	cjqEKR		a					ch					j	j		j							tx		Zqrsw					ZF					ZL	K						
NET: Optimistic	1724	1083	636	269	350	137	27	60	139	72	139	244	296	12	279	202	22	521	347	116	42	37	44	56	561	220	41	37	44	239	85	33	26	10	24	818	343	485	110	274	214	595	489
	71%	73%	69%	79%	72%	76%	76%	61%	67%	74%	74%	73%	72%	55%	70%	70%	77%	75%	70%	78%	59%	77%	72%	80%	67%	74%	70%	74%	70%	80%	68%	80%	65%	71%	79%	75%	68%	72%	76%	73%	73%	73%	73%
	g			Zdgh	g	gh					tx									tx				tx		ZF									ZL							
NET: Pessimistic	533	325	206	61	108	31	8	28	59	22	44	67	90	10	94	68	6	144	113	27	27	9	14	12	186	61	13	11	18	51	37	7	12	4	6	222	94	145	28	85	68	173	153
	22%	22%	22%	18%	22%	17%	22%	28%	28%	22%	23%	20%	22%	45%	24%	24%	21%	21%	23%	18%	39%	18%	23%	18%	22%	21%	22%	21%	28%	17%	29%	18%	29%	29%	20%	20%	26%	22%	19%	22%	23%	21%	23%
								ce	Zce												Zqrsuwx									ZE						K						

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 16
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the essentials in life
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence o (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ ineligible d (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£49,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	169*	103*	66*	511	1234	1183	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	652	966	371	248	1970	452	614	1773
Very optimistic	497	27	18	14	99	279	217	282	209	293	161	309	129	443	54	388	102	7	80	417	244	253	78	209	92	84	399	98	102	390
	21%	16%	17%	21%	19%	23%	19%	25%	17%	30%	14%	28%	13%	28%	6%	24%	14%	20%	14%	23%	18%	24%	13%	22%	25%	34%	20%	22%	17%	22%
	hjnprv					f		Zh		Zj		Zi		Zn		Zp				r		t		v	v	Zvwx				C
Fairly optimistic	1228	85	66	21	254	635	578	570	644	551	532	652	414	926	218	870	340	18	295	924	665	563	299	479	211	119	1092	226	276	934
	51%	52%	64%	32%	50%	51%	50%	50%	52%	56%	46%	60%	43%	59%	36%	53%	48%	48%	53%	50%	49%	53%	46%	50%	57%	48%	51%	50%	45%	53%
	cjhpC			Zcd						Zj		Zi		Zn		p									vw					C
Fairly pessimistic	409	34	9	21	71	200	209	179	228	90	282	94	267	146	226	241	163	5	89	315	263	146	131	174	46	23	324	84	140	268
	17%	21%	9%	31%	14%	16%	18%	16%	18%	9%	25%	9%	28%	9%	37%	15%	22%	14%	16%	17%	19%	14%	22%	18%	12%	9%	16%	19%	23%	15%
	lkmuy	b		Zbd								Zi		Zk			Zo				u		Zxy	xy					ZD	
Very pessimistic	124	6	1	3	37	57	66	60	59	10	107	14	103	18	101	60	60	4	36	88	82	42	62	39	7	10	103	21	58	64
	5%	3%	1%	5%	7%	5%	6%	5%	5%	1%	9%	1%	11%	1%	17%	4%	8%	11%	6%	5%	6%	4%	10%	4%	2%	4%	5%	5%	10%	4%
	lkmsD										Zi		Zk		Zm		Zo	o			u		Zwxy						ZD	
Don't know / no opinion	165	13	9	7	50	63	93	51	102	32	65	27	50	42	29	85	78	2	58	103	99	66	42	65	15	13	142	23	38	119
	7%	8%	9%	10%	10%	5%	8%	4%	8%	3%	6%	2%	5%	3%	5%	5%	10%	7%	10%	6%	7%	6%	7%	7%	4%	5%	7%	5%	6%	7%
	gkm						e		g		i		k		m		Zo		Za											
NET: Optimistic	1724	112	84	36	353	913	795	852	853	844	693	960	542	1369	252	1258	442	25	375	1341	909	816	367	688	303	203	1400	324	378	1324
	71%	68%	81%	54%	69%	74%	68%	75%	69%	86%	60%	88%	56%	87%	41%	77%	59%	68%	67%	73%	67%	76%	61%	71%	82%	82%	71%	72%	62%	75%
	gjhpkvC		c			f		h		Zj		Zi		Zn		Zp				i		Zi		v	Zvw	Zvw				ZC
NET: Pessimistic	533	40	10	24	108	257	275	239	288	100	390	107	370	164	327	300	223	9	125	403	345	188	193	213	53	33	428	105	198	330
	22%	24%	10%	36%	21%	21%	24%	21%	23%	10%	34%	10%	38%	10%	54%	18%	30%	26%	22%	22%	25%	18%	32%	22%	14%	13%	22%	23%	32%	19%
	bkmouxyD	b		Zbd	b						Zi		Zk		Zm		Zo				Zu		Zwxy	xy					ZD	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 17
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the luxuries in life
Base: All respondents

	Age								Gender		Age/gender						Ethnicity		Social Grade					Region									Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Very optimistic	146	36	43	66	12	25	27	16	16	50	84	62	9	28	33	3	15	33	123	21	54	29	32	31	83	63	122	15	3	6	4	14	16	11	8	13	24	24	8	66	13	8	3	50
	6%	5%	5%	7%	4%	6%	7%	4%	4%	9%	7%	5%	6%	7%	7%	2%	4%	7%	6%	7%	8%	4%	6%	5%	6%	6%	6%	7%	2%	9%	4%	5%	8%	5%	5%	6%	7%	7%	4%	5%	8%	4%	4%	9%
										Zgh				p	p			p				ru																					ZNP
Fairly optimistic	786	237	209	321	112	125	102	107	108	213	422	342	66	113	187	45	95	134	668	92	259	199	172	137	457	309	645	60	46	14	35	80	55	61	52	79	99	106	78	411	56	44	24	202
	32%	35%	26%	34%	43%	30%	26%	25%	29%	38%	36%	28%	45%	29%	41%	39%	23%	28%	32%	29%	41%	28%	34%	24%	34%	28%	32%	29%	41%	21%	36%	30%	28%	29%	30%	35%	31%	32%	37%	32%	37%	19%	28%	37%
	bgkpwP		b		Zefgh					Zefgh	Zk		Zmpq	p	Zmpq	p			w		Znsuvwxy		w		uwy		D													P	P			ZP
Fairly pessimistic	693	211	240	242	69	142	119	121	107	135	320	371	38	108	107	30	132	135	603	83	171	224	150	149	395	298	587	44	34	28	30	82	61	60	52	67	75	102	58	394	47	58	27	142
	29%	31%	30%	26%	26%	34%	31%	29%	29%	24%	27%	30%	26%	28%	23%	26%	31%	28%	29%	27%	27%	32%	30%	26%	30%	28%	29%	21%	30%	42%	30%	30%	30%	29%	30%	30%	24%	31%	28%	31%	31%	25%	31%	26%
	in					i	i										n					w								ZB													
Very pessimistic	500	113	200	186	38	75	89	111	94	92	209	287	18	84	82	20	115	105	432	62	84	150	91	175	234	266	401	66	22	11	17	45	36	50	41	45	66	58	45	245	21	93	23	79
	21%	17%	25%	20%	15%	18%	23%	26%	25%	16%	18%	23%	12%	22%	18%	18%	27%	22%	21%	20%	13%	21%	18%	30%	18%	25%	20%	32%	19%	16%	17%	17%	18%	24%	24%	20%	21%	18%	22%	19%	14%	40%	26%	14%
	lixR		Zac				di	Zdai	dai			j					Zln	l	tx	t		t		Znsuvxy	t	Zrtvx		ZACD												R		ZNO/R	O/R	
Don't know / no opinion	317	81	115	120	31	50	49	67	44	76	142	175	15	51	52	16	65	68	261	53	70	98	62	87	168	149	278	21	9	9	13	47	33	26	21	22	57	39	20	165	14	32	10	74
	13%	12%	14%	13%	12%	12%	13%	16%	12%	13%	12%	14%	10%	13%	11%	14%	15%	14%	12%	17%	11%	14%	12%	15%	13%	14%	14%	10%	8%	13%	13%	18%	16%	12%	12%	10%	18%	12%	10%	13%	10%	14%	12%	14%
																				t												JM					JM						
NET: Optimistic	912	273	252	387	124	150	129	123	124	262	506	403	75	141	220	48	111	167	791	113	313	227	204	168	540	372	768	75	49	20	40	94	72	72	61	92	122	130	85	477	69	52	28	251
	38%	40%	31%	41%	47%	36%	33%	29%	34%	46%	43%	33%	52%	37%	48%	42%	28%	35%	38%	36%	49%	33%	40%	29%	40%	34%	38%	37%	43%	30%	40%	35%	36%	35%	35%	41%	38%	39%	41%	37%	45%	22%	32%	46%
	bgkpwP	b		b	Zefgh					Zefgh	Zk		Zmpq	p	Zmpq	p			uw		Znsuvwxy		uwy		uwy														P	P			ZNPQ
NET: Pessimistic	1193	324	441	429	107	217	209	232	202	227	529	658	56	192	189	50	247	240	1035	145	255	374	241	324	629	564	989	110	56	39	46	127	96	110	93	112	141	160	103	639	68	151	50	221
	49%	48%	55%	46%	41%	52%	54%	55%	54%	40%	45%	53%	38%	50%	41%	44%	58%	51%	50%	47%	40%	53%	47%	56%	47%	52%	49%	53%	49%	58%	47%	47%	48%	53%	53%	50%	44%	49%	49%	50%	45%	64%	57%	40%
	lixtR		Zac			di	di	di	di			Zj		n			Zlmnoq	n	t			tx	t	Znstvx	t	tx														R		ZNOR	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 18
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the luxuries in life
Base: All respondents

	Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	596	674	212	51	117	283	128	243	371	510	22	509	306	36	685	606	173	77	54	68	85	672	415	81	71	49	263	173	49	54	17	36	1523	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	49*	61*	70*	637	298	58*	52*	63*	299	126	41*	40*	15**	30**	1090	368	671	144	377	295	816	672
Very optimistic	146	94	52	35	27	12	-	3	5	7	12	16	20	*	20	22	2	53	24	12	3	2	3	6	43	15	7	1	2	30	3	1	1	-	1	76	16	57	10	15	12	67	27
	6%	6%	6%	10%	6%	7%	-	3%	3%	7%	6%	5%	5%	2%	5%	8%	7%	8%	5%	8%	4%	3%	5%	8%	5%	5%	13%	3%	3%	10%	2%	2%	3%	-	4%	7%	4%	8%	7%	4%	4%	8%	4%
	hR			Zdfgh		h																					ZACD			ZF											ZOPR		ZOPR	
Fairly optimistic	786	502	261	132	164	62	13	26	65	26	66	108	140	1	139	92	7	256	196	52	18	15	14	22	234	100	18	18	25	117	41	18	12	7	9	387	109	252	49	123	97	281	221
	32%	34%	28%	39%	34%	35%	35%	27%	32%	26%	35%	33%	34%	6%	35%	32%	25%	37%	32%	35%	26%	31%	23%	31%	28%	33%	31%	35%	40%	39%	32%	44%	30%	45%	29%	36%	30%	38%	34%	33%	33%	34%	33%
		b		Zgi														Zvx												Z						Z							
Fairly pessimistic	693	423	270	93	132	52	10	27	67	28	57	118	137	3	119	80	13	194	144	43	16	16	23	20	237	82	16	11	20	80	41	11	11	5	11	300	113	177	44	114	88	222	201
	29%	28%	29%	27%	27%	29%	27%	28%	33%	29%	30%	35%	33%	16%	30%	28%	45%	28%	29%	29%	23%	33%	39%	28%	28%	27%	27%	21%	31%	27%	32%	27%	28%	37%	35%	28%	31%	26%	31%	30%	30%	27%	30%
												Z					Z																										
Very pessimistic	500	293	206	48	104	29	10	28	49	21	38	53	77	10	76	58	4	117	104	28	25	10	8	15	194	65	10	12	12	37	31	8	11	2	5	204	80	123	27	82	61	150	143
	21%	20%	22%	13%	21%	16%	29%	28%	24%	21%	20%	16%	19%	46%	19%	20%	16%	17%	21%	19%	35%	20%	13%	21%	23%	22%	18%	24%	19%	13%	24%	20%	28%	13%	16%	19%	22%	18%	18%	22%	21%	18%	21%
				cE		c		c	ce	c											Zqrsv				q						E											
Don't know / no opinion	317	177	137	36	59	22	3	13	19	16	14	37	39	6	44	34	2	72	65	13	9	6	12	8	131	37	6	8	4	35	11	3	5	1	5	122	49	82	14	43	37	96	80
	13%	12%	15%	11%	12%	12%	10%	13%	9%	17%	8%	11%	9%	30%	11%	12%	7%	10%	13%	9%	12%	13%	20%	11%	16%	12%	11%	16%	7%	12%	9%	8%	12%	5%	17%	11%	13%	12%	10%	11%	13%	12%	12%
		j																					qs		q																	
NET: Optimistic	912	596	313	167	191	74	13	30	70	33	78	124	159	2	159	113	9	309	179	65	22	16	17	28	277	114	25	19	27	147	44	19	13	7	10	463	125	289	59	138	109	348	247
	38%	40%	34%	49%	39%	42%	35%	30%	34%	33%	42%	37%	39%	9%	40%	40%	32%	45%	36%	43%	30%	34%	28%	40%	33%	38%	44%	38%	43%	49%	35%	46%	33%	45%	33%	43%	34%	43%	41%	37%	37%	43%	37%
		b		Zdghi														Zrtvx		vx										ZF						ZL		ZOR				ZR	
NET: Pessimistic	1193	716	476	140	236	80	20	55	117	49	95	171	214	13	195	138	17	311	248	72	41	26	31	34	431	147	26	23	32	117	71	19	22	7	15	504	192	301	71	196	149	372	345
	49%	48%	51%	41%	49%	46%	56%	56%	56%	50%	51%	51%	52%	61%	49%	48%	61%	45%	50%	48%	57%	53%	52%	49%	51%	49%	45%	46%	50%	39%	56%	46%	56%	50%	51%	46%	53%	45%	49%	52%	50%	46%	51%
		dE			c				c	Zcde																					E					K		MQ				MQ	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 19
Q1. Thinking about the next year or so , how optimistic or pessimistic do you feel about the following? - Being able to afford the luxuries in life
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence o (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ ineligible d (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£49,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1340	1059	1251	1141	1035	1115	1124	950	1539	645	1442	521	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Very optimistic	146	16	-	4	31	77	69	87	55	112	29	113	22	134	7	104	40	2	35	109	83	63	26	53	31	24	123	23	22	122
	6%	10%	-	6%	6%	6%	6%	8%	4%	11%	3%	10%	2%	8%	1%	6%	5%	6%	6%	6%	6%	6%	4%	5%	8%	10%	6%	5%	4%	7%
	bjknC	b				h		Zj		ZI		ZI		Zn											v	vw				C
Fairly optimistic	766	47	26	18	148	416	340	375	383	400	286	469	220	675	68	595	160	12	161	600	400	366	127	312	152	115	606	161	153	607
	32%	28%	26%	26%	29%	34%	29%	33%	31%	41%	25%	43%	23%	43%	11%	36%	22%	32%	29%	32%	30%	34%	21%	32%	41%	46%	31%	36%	25%	34%
	jknpvC					f				Zj		ZI		Zn		Zp							t		v	Zvw	Zvw				C
Fairly pessimistic	693	45	34	23	145	374	312	328	356	242	386	269	330	417	204	467	215	11	170	520	390	303	175	275	105	61	556	137	161	522
	29%	27%	33%	35%	28%	30%	27%	29%	29%	25%	34%	25%	34%	26%	34%	28%	29%	31%	31%	28%	29%	28%	29%	28%	28%	25%	28%	30%	26%	29%
	lk										ZI		Zk		Zm															
Very pessimistic	500	35	26	16	103	295	262	228	287	113	348	131	318	165	297	274	217	9	111	384	304	196	197	198	43	28	410	90	201	290
	21%	21%	25%	23%	20%	19%	23%	20%	21%	12%	30%	12%	33%	10%	49%	17%	29%	24%	20%	21%	22%	18%	33%	21%	12%	11%	21%	20%	33%	16%
	kmoxyD										ZI		Zk		Zm		Zo				u		Zwxy	xy					ZD	
Don't know / no opinion	317	23	16	6	84	132	179	124	181	109	99	113	74	185	32	203	111	3	80	234	174	142	78	128	39	20	275	41	77	232
	13%	14%	16%	9%	16%	11%	15%	11%	15%	11%	9%	10%	8%	12%	5%	12%	15%	7%	14%	13%	13%	13%	13%	13%	11%	8%	14%	9%	12%	13%
	jkinB						ie		g					n														B			
NET: Optimistic	912	62	26	21	179	493	409	462	439	511	315	582	241	809	75	699	199	14	197	709	484	428	153	365	183	139	729	183	175	729
	38%	38%	26%	32%	35%	40%	35%	40%	35%	52%	27%	53%	25%	51%	12%	43%	27%	38%	35%	38%	36%	40%	25%	38%	49%	56%	37%	41%	29%	41%
	jknpvC					f		h		Zj		ZI		Zn		Zp								v	Zvw	Zvw				C
NET: Pessimistic	1193	79	60	39	248	669	575	556	623	355	734	400	648	581	501	742	431	20	282	904	695	469	372	473	148	89	966	228	382	813
	49%	48%	58%	59%	49%	49%	49%	49%	50%	36%	64%	37%	67%	37%	82%	45%	58%	55%	50%	49%	51%	47%	62%	49%	40%	36%	49%	50%	59%	46%
	lkmoxy										ZI		Zk		Zm		Zo				u		Zwxy	xy					ZD	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 20
Q2. Some people choose not to vote in elections, while others choose to vote. Did you vote in Thursday's General Election?
Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade					Region								Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
I did not vote	926	232	390	305	75	156	190	200	144	161	398	527	41	162	137	34	228	168	796	115	256	248	166	256	504	422	804	64	39	21	37	109	93	84	71	97	119	123	69	502	68	124	29	151
	38%	34%	48%	33%	29%	38%	49%	47%	39%	29%	34%	43%	28%	42%	30%	30%	54%	35%	38%	37%	40%	35%	33%	44%	38%	39%	39%	31%	34%	30%	38%	41%	46%	40%	41%	43%	37%	37%	33%	39%	45%	52%	33%	28%
	cdjpvR		Zac		Zfgh	i	Zdehi	Zdehi	di		Zj		ln			Zlmnoq			v								v			ZIM									R	R	ZNQR		
I voted in person at a polling place	948	333	285	330	135	198	140	145	125	204	494	448	70	156	173	64	128	156	805	137	247	277	214	209	524	423	781	72	52	43	31	96	60	94	67	82	123	137	90	529	55	73	45	198
	39%	49%	35%	35%	51%	48%	36%	34%	34%	36%	42%	36%	48%	41%	38%	56%	30%	33%	39%	44%	39%	40%	42%	36%	39%	39%	38%	35%	45%	63%	31%	38%	30%	45%	39%	36%	39%	42%	43%	41%	36%	31%	51%	36%
	pqGP	Zbc			Zfgjki	Zfgjki					k		pq	pq	p	Zmnpq														ZABC				G				G	G	P		ZOPR		
I voted by postal ballot	530	99	131	300	44	54	54	76	101	200	274	254	28	65	150	15	65	150	471	55	128	166	125	112	294	236	436	68	22	4	30	61	47	31	35	45	70	69	47	235	28	39	11	197
	22%	15%	16%	32%	17%	13%	14%	18%	27%	35%	23%	21%	19%	17%	33%	13%	15%	32%	23%	18%	20%	24%	25%	19%	22%	22%	21%	33%	20%	6%	31%	23%	23%	15%	20%	20%	22%	21%	23%	18%	19%	17%	12%	36%
	abefpDHN			Zab					Zdefg	Zdefgh					Zlmop			Zlmop									D	ZACD	D		H												ZNOPQ
I voted by proxy	11	8	3	*	3	4	2	1	*	-	6	5	3	1	-	*	1	*	6	5	3	4	2	1	8	3	9	-	1	-	1	1	*	-	1	1	4	-	1	9	-	-	2	*
	*	1%	*	*	1%	1%	1%	*	*	-	*	*	2%	*	-	*	*	*	*	2%	1%	1%	*	*	1%	*	*	-	1%	-	1%	*	*	-	*	1%	1%	-	1%	1%	-	-	2%	*
		c			i	i					nq		nq							Zrwy																					ZPR		
Don't know	7	7	-	-	4	3	-	-	-	-	6	2	3	-	-	1	-	-	7	-	3	4	-	-	7	-	5	2	-	-	-	1	1	-	-	-	3	-	-	6	-	-	1	-
	*	1%	-	-	2%	1%	-	-	-	-	*	*	2%	-	-	1%	-	-	*	-	1%	1%	-	-	1%	-	*	1%	-	-	-	*	1%	-	-	-	1%	-	-	*	-	-	1%	-
		Zbc			Zfgki								Zlmnpq								y	y			y																	R		
NET: Voted	1488	440	418	630	182	257	196	222	226	404	774	708	101	223	324	80	194	307	1283	197	378	447	341	321	826	663	1226	140	75	47	62	159	107	124	103	128	197	207	139	773	83	112	57	396
	61%	65%	52%	67%	70%	62%	51%	53%	61%	71%	66%	57%	69%	58%	70%	69%	46%	65%	61%	63%	59%	64%	67%	56%	62%	61%	60%	68%	66%	70%	62%	59%	53%	60%	59%	57%	62%	63%	67%	60%	55%	48%	66%	72%
	bfgkpwGP	b		Zb	fg	fg			fg	Zefgh	Zk		p	p	Zmp	p		p	w			w	Zrtwy		w													G		P		P	ZNOP

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 21
Q2. Some people choose not to vote in elections, while others choose to vote. Did you vote in Thursday's General Election?
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	384	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30*	1090	366	671	144	377	295	816	672
I did not vote	926	-	926	-	-	-	-	-	-	-	-	-	-	-	-	-	-	144	80	27	18	10	14	6	627	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	38%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	16%	18%	25%	21%	23%	9%	75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	acdefghijklmo		Za															w			w		w		Zqrstuvw																		
	pqrsuvwABCDEFGHK																																										
	LMNOPQR																																										
I voted in person at a polling place	948	948	-	197	325	110	20	70	122	75	118	216	286	10	263	184	23	324	277	72	24	19	30	51	150	198	38	39	37	175	73	25	32	10	22	687	241	413	83	217	235	496	452
	39%	64%	-	57%	67%	62%	56%	71%	59%	76%	63%	65%	69%	47%	68%	64%	79%	47%	56%	48%	34%	40%	49%	74%	18%	66%	66%	78%	59%	58%	57%	61%	80%	69%	74%	63%	66%	61%	57%	58%	79%	61%	67%
	bx	Zb		Z	Zch	Z	Z	Zch	Z	Zcefh	Z	Z	Z		Z	Z	Z	Zx	Zqtux	Zx	x	x	x	Zqrstuvx		Z	Z	ZD	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	ZMNOQR	Z	ZMNOQ
I voted by postal ballot	530	530	-	144	157	64	16	28	84	23	66	112	123	11	131	99	6	220	133	50	29	19	17	12	51	99	18	10	26	123	53	14	8	4	8	396	120	253	61	157	58	314	215
	22%	36%	-	42%	32%	36%	44%	29%	40%	23%	35%	34%	30%	53%	33%	34%	21%	32%	27%	34%	40%	39%	28%	17%	6%	33%	31%	19%	41%	41%	42%	35%	20%	28%	26%	36%	33%	38%	42%	42%	20%	39%	32%
	bx	Zb		Zdgj	Z	Zi	Zi		Zdgj		Z	Z	Z		Z	Z		Zwx	Zx	Zwx	Zrwx	Zwx	x	x		Z:C			ZC	Z	Z	Z				Z	Z	ZPR	ZPR	ZPR		ZPR	ZP
I voted by proxy	11	11	-	2	5	3	-	-	1	*	3	4	4	-	4	3	-	5	2	*	-	-	-	*	3	2	2	2	-	1	*	1	-	1	-	7	4	6	*	2	3	6	5
	*	1%	-	1%	1%	1%	-	-	*	*	2%	1%	1%	-	1%	1%	-	1%	*	*	-	-	-	1%	*	1%	3%	3%	-	*	*	4%	-	3%	-	1%	1%	1%	*	1%	1%	1%	1%
		b									Z																Z	Z				ZE										
Don't know	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
																									q																			
NET: Voted	1488	1488	-	342	487	176	36	98	207	98	188	332	412	21	398	286	29	548	412	123	53	38	47	63	204	298	58	50	63	299	126	41	40	15	30	1090	366	671	144	377	295	816	672
	61%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	79%	84%	82%	75%	79%	77%	91%	24%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	bx	Zb		Z	Z	Z	Z	Z	Z	Z	Z	Z	Z		Z	Z	Z	Zx	Zx	Zx	x	Zx	Zx	Zqtvx		Z	Z	Z	Z	Z	Z	Z	Z			Z	Z	Z	Z	Z	Z	Z	Z

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 22
Q2. Some people choose not to vote in elections, while others choose to vote. Did you vote in Thursday's General Election?
Base: All respondents

	Reasons for not voting					Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimis stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	106	74	46	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688																	
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773																	
I did not vote	926	165	103	68	511	268	640	243	655	289	460	347	391	575	238	568	346	13	225	693	578	349	254	323	149	94	749	177	249	664																	
	38%	100%	100%	100%	100%	22%	55%	21%	53%	30%	40%	32%	41%	36%	39%	35%	47%	34%	40%	38%	43%	33%	42%	33%	40%	38%	38%	39%	40%	37%																	
	ejkkouw	Z	Z	Z	Z		Ze		Zg		i		k				Zo				Zu		w																						
I voted in person at a polling place	948	-	-	-	-	630	312	586	354	462	419	484	348	644	226	655	274	19	237	702	475	473	212	408	148	102	783	165	208	723																	
	39%	-	-	-	-	51%	27%	51%	28%	48%	37%	44%	36%	41%	37%	40%	37%	51%	42%	38%	35%	44%	35%	42%	40%	41%	40%	36%	34%	41%																	
	abcdfhiC					Zf		Zh		Zj		Zi										Zt		v							C														
I voted by postal ballot	530	-	-	-	-	328	201	303	225	230	258	258	220	345	141	410	114	6	93	436	293	237	134	227	72	50	421	109	152	375																	
	22%	-	-	-	-	27%	17%	27%	18%	24%	22%	24%	23%	22%	23%	25%	15%	15%	17%	24%	22%	22%	22%	23%	19%	20%	21%	24%	25%	21%																	
	abcdfhpr					Zf		Zh								p				r																								
I voted by proxy	11	-	-	-	-	5	6	5	6	5	4	4	3	4	3	7	4	-	3	8	2	8	1	4	2	3	10	1	1	8																	
	*	-	-	-	-	*	1%	*	*	*	*	*	*	*	1%	*	1%	-	1%	*	*	1%	*	*	*	*	1%	1%	*	*	*																
Don't know	7	-	-	-	-	3	3	4	3	-	7	1	-	7	-	3	4	-	-	7	5	2	1	4	-	-	7	-	4	3																	
	*	-	-	-	-	*	*	*	*	-	1%	*	-	*	-	*	1%	-	-	*	*	*	*	*	-	-	-	*	-	1%	*																	
											i																																			
NET: Voted	1488	-	-	-	-	963	519	894	585	687	681	746	572	994	370	1072	392	24	333	1147	770	719	347	639	222	154	1214	275	361	1106																	
	61%	-	-	-	-	78%	45%	78%	47%	70%	59%	68%	59%	63%	61%	65%	53%	66%	60%	62%	57%	67%	58%	66%	60%	62%	62%	61%	59%	62%																	
	abcdfhpt					Zf		Zh		Zj		Zi				Zp						Zt		Zv																						

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 23
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents

		Age									Gender		Age#gender						Ethnicity		Social Grade						Region													Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1800	427	593	780	166	261	280	313	303	477	898	894	84	297	393	80	293	387	1566	221	445	544	381	430	989	811	1499	150	96	55	78	184	147	152	126	162	234	244	172	860	108	177	78	472
Weighted base	1488	440	418	630	182	257	196	222	226	404	774	708	101*	223	324	80*	194	307	1283	197	378	447	341	321	826	663	1226	140	75*	47*	62*	159	107	124	103	126	197	207	139	773	83*	112	57*	396
Conservative	342	55	72	215	32	23	31	41	49	167	192	150	25	39	110	7	33	105	313	29	92	87	85	78	179	163	301	23	18	-	8	36	23	42	19	35	37	55	46	129	13	15	3	170
	23%	13%	17%	34%	17%	9%	16%	18%	22%	41%	25%	21%	24%	17%	34%	9%	17%	34%	24%	15%	24%	20%	25%	24%	22%	25%	25%	16%	24%	-	13%	23%	22%	33%	18%	28%	19%	27%	33%	17%	16%	13%	6%	43%
	abefmopsDNP			Zab	e		e	e	e	Zdefgh			o		Zmop			Zmop	su		s		s	s	s	su	BD	D	D					ZEFGIK		E		E	ZEIK	Q				ZNOPQ
	Q																																												
Labour	487	193	142	152	68	125	79	63	75	76	233	251	36	71	73	32	69	79	406	80	128	161	101	97	289	198	417	45	25	-	30	53	40	41	46	36	67	69	35	282	21	51	27	79
	33%	44%	34%	24%	37%	49%	40%	28%	33%	19%	30%	35%	36%	32%	22%	40%	36%	26%	32%	41%	34%	36%	30%	30%	35%	30%	34%	32%	33%	-	48%	33%	38%	33%	44%	28%	34%	33%	25%	36%	25%	46%	48%	20%
	cinqDR	Zbc	c		i	Zdghi	Zgi	i	i		n	j	n	n		nq	nq			Zrvwy		y		y			D	D	D		ZFHJKLM		M		ZJM					OR		ZNOR	ZOR	
Liberal Democrat	176	49	48	79	22	27	23	25	32	47	78	97	7	23	35	13	26	44	153	21	54	59	37	27	113	64	152	14	10	-	2	13	7	6	8	21	35	31	27	94	16	10	7	43
	12%	11%	11%	13%	12%	11%	12%	11%	14%	12%	10%	14%	7%	10%	11%	17%	13%	14%	12%	11%	14%	13%	11%	8%	14%	10%	12%	10%	13%	-	4%	8%	7%	5%	7%	17%	18%	15%	20%	12%	19%	9%	12%	11%
	DEH											j									wy		w			wy	D	D	D							EFGHI	ZEFGHI	EGH	ZEFGHI		ZPR			
Greens	98	47	34	18	20	27	16	18	9	9	49	47	8	17	10	12	17	7	82	16	29	28	17	25	56	42	94	3	1	-	6	18	13	10	6	7	17	9	8	60	10	11	8	6
	7%	11%	8%	3%	11%	10%	8%	8%	4%	2%	6%	7%	8%	7%	3%	15%	9%	2%	6%	8%	8%	6%	5%	8%	7%	6%	8%	2%	2%	-	10%	11%	12%	8%	6%	6%	9%	5%	5%	8%	13%	10%	14%	1%
	cinqBR	Zc	c		Zhi	Zhi	hi	hi			q	nq		nq		Znq	nq				BC				ZL	ZL													R	ZR	R	ZR	
Reform UK	207	35	64	108	15	20	21	43	38	70	131	76	12	38	68	3	26	40	194	11	34	57	62	53	91	116	188	11	7	1	15	28	17	15	21	24	20	32	17	102	14	12	2	66
	14%	8%	15%	17%	8%	8%	11%	19%	17%	17%	17%	11%	12%	17%	21%	4%	13%	13%	15%	6%	9%	13%	18%	17%	11%	17%	15%	8%	10%	1%	24%	17%	16%	12%	20%	19%	10%	16%	12%	13%	17%	10%	4%	17%
	aekostxDQ		a	a				Zdef	de	def	k			o	Zopq		o	o	stx			s	Zstux	stx	s	Zstux	BD							ZHKM			K	K				Q	Q			Q
SNP	36	7	13	16	2	6	4	9	6	10	23	12	2	10	9	-	3	7	36	*	5	17	6	8	22	15	-	36	-	-	-	-	-	-	-	-	-	-	-	23	1	2	1	7
	2%	2%	3%	3%	1%	2%	2%	4%	2%	3%	3%	2%	2%	4%	3%	-	2%	2%	3%	*	1%	4%	2%	3%	3%	2%	-	26%	-	-	-	-	-	-	-	-	-	-	-	3%	2%	2%	1%	2%
	AKL																		s			st		s	s			ZACD																
Plaid Cymru	10	5	3	2	-	5	1	2	1	2	5	5	-	1	1	-	2	1	10	*	1	4	2	3	5	5	-	-	10	-	-	-	-	-	-	-	-	-	-	5	1	2	-	2
	1%	1%	1%	*	-	2%	*	1%	*	*	1%	1%	-	1%	*	-	1%	*	1%	*	*	1%	1%	1%	1%	1%	-	-	13%	-	-	-	-	-	-	-	-	-	-	1%	1%	2%	-	*
	A																												ZABD															
DUP	9	3	3	3	1	2	1	2	2	1	6	2	-	2	2	1	*	1	8	1	4	2	2	*	6	3	-	-	-	9	-	-	-	-	-	-	-	-	-	5	1	*	1	1
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	*	-	1%	1%	1%	*	*	1%	*	1%	*	1%	*	1%	*	-	-	-	18%	-	-	-	-	-	-	-	-	-	1%	1%	*	2%	*
	A																													ZABC														
Sinn Féin	10	-	7	4	-	-	2	5	2	1	4	6	-	2	2	-	5	1	10	-	1	5	4	-	6	4	-	-	-	10	-	-	-	-	-	-	-	-	-	9	-	-	-	1
	1%	-	2%	1%	-	-	1%	2%	1%	*	1%	1%	-	1%	1%	-	2%	*	1%	-	*	1%	1%	-	1%	1%	-	-	-	21%	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
	A		#					Zai									Zq													ZABC														
Other	69	22	20	27	11	11	12	8	12	16	36	34	6	12	13	5	8	14	46	23	23	18	14	14	41	28	37	5	1	27	1	4	6	7	2	1	12	2	2	39	5	5	4	13
	5%	5%	5%	4%	6%	4%	6%	4%	5%	4%	5%	5%	6%	6%	4%	6%	4%	5%	4%	11%	6%	4%	4%	4%	5%	4%	3%	4%	2%	56%	1%	2%	5%	6%	2%	1%	6%	1%	1%	5%	6%	5%	7%	3%
	AJL																			Zrtuvwxy	r									ZABC			JL	JLM			JLM							
Don't know	1	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*	*	-	-	1%	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	1%	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-
													Z							r																						ZNR		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 23
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents

		Age									Gender		Age#gender						Ethnicity		Social Grade						Region													Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	1488	440	418	630	182	257	196	222	226	404	774	708	101*	223	324	80*	194	307	1283	197	378	447	341	321	826	663	1226	140	75*	47*	62*	159	107	124	103	126	197	207	139	773	83*	112	57*	396
Prefer not to say	43	22	14	7	10	11	6	8	2	5	16	27	5	8	-	6	6	7	25	14	7	9	10	16	17	26	36	3	2	1	-	7	1	5	2	3	7	7	4	26	1	3	4	6
	3%	5%	3%	1%	6%	4%	3%	3%	1%	1%	2%	4%	4%	4%	-	7%	3%	2%	2%	7%	2%	2%	3%	5%	2%	4%	3%	2%	3%	3%	-	5%	1%	4%	2%	2%	4%	3%	3%	3%	1%	2%	7%	2%
	cn	c	c		hi	hi		h			n	n				Znq	n	n		Zrtuvx																								
																				r																								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 24
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1800	1800	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	597	555	156	68	47	59	80	238	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824	
Weighted base	1488	1488	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	548	412	123	53*	38*	47*	63*	204	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672	
Conservative	342	342	-	342	-	-	-	-	-	-	-	88	83	2	47	151	1	299	7	8	3	-	4	3	18	-	-	-	-	299	-	-	-	-	-	261	74	187	19	75	62	206	137	
	23%	23%	-	100%	-	-	-	-	-	-	-	27%	20%	9%	12%	53%	4%	55%	2%	7%	6%	-	10%	4%	9%	-	-	-	-	100%	-	-	-	-	-	24%	20%	28%	13%	20%	21%	25%	20%	
	defghijnpra			Zdefghi								jnp	jnp		j	Zjklnp	j	Zrstuvwx		r	r		r	r						ZFG								ZNOPR				NOR		
	tuvwxABCDFGHN																																											
Labour	487	487	-	-	487	-	-	-	-	-	53	-	218	9	199	70	9	58	298	34	6	11	8	4	68	298	58	50	63	-	-	-	-	-	-	338	142	286	34	92	74	321	166	
	33%	33%	-	-	100%	-	-	-	-	-	28%	-	53%	42%	50%	24%	30%	11%	72%	28%	12%	28%	18%	6%	33%	100%	100%	100%	100%	-	-	-	-	-	-	31%	39%	43%	24%	24%	25%	39%	25%	
	defghikoqtv				Zcefghi						k		Zjkop		Zjkop	k	k	Z	Zqstuvwx	qtw		qtw	w		qtvw	Z	Z	Z	Z								ZK	ZNOPR				ZNOPR		

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Lab to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	1488	1488	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	548	412	123	53*	38*	47*	63*	204	298	58*	52*	63*	299	126	41*	40*	10**	30**	1090	398	671	144	377	295	816	672
DUP	9	9	-	-	-	-	-	-	-	9	2	-	-	-	1	2	1	-	-	-	-	-	-	8	1	-	-	-	-	-	-	-	-	-	-	7	1	6	-	1	1	6	3
	1%	1%	-	-	-	-	-	-	-	9%	1%	-	-	-	*	1%	2%	-	-	-	-	-	-	12%	1%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	*	*	1%	*
										Zcdegh	l						kl							Zgrstuvx																			
Sinn Féin	10	10	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	10	-	6	-	2	2	6	4
	1%	1%	-	-	-	-	-	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	1%	1%	1%	1%
										Zcdefgh														Zgrstuvx																			
Other	69	69	-	-	-	-	-	-	-	69	6	11	11	5	21	12	12	5	15	2	4	4	1	26	12	-	-	-	-	-	-	-	-	-	-	43	22	20	9	22	18	29	40
	5%	5%	-	-	-	-	-	-	-	71%	3%	3%	3%	22%	5%	4%	43%	1%	4%	1%	8%	9%	2%	41%	6%	-	-	-	-	-	-	-	-	-	-	4%	6%	3%	6%	6%	6%	4%	6%
										Zcdefgh					l		Zjklno		q		qs	qs		Zgrstuvx	qs													M	M			MQ
Don't know	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-
Prefer not to say	43	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	1	-	35	-	-	-	-	-	-	-	-	-	-	31	9	12	3	12	15	15	27
	3%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	-	-	2%	-	2%	17%	-	-	-	-	-	-	-	-	-	-	3%	2%	2%	2%	3%	5%	2%	4%
	cdehjklnoqA																								Zgrstuvw																MQ		MQ
																									EF																		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 24
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Lab to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1800	-	-	-	-	-	-	98	-	-	164	630	1089	700	846	805	898	688	1164	480	1120	636	44	395	1397	956	844	475	802	233	155	1456	344	515	1283								
Weighted base	1488	-**	-**	-**	-**	-**	-**	98*	-	-	164	630	1089	700	846	805	898	688	1164	480	1120	636	44	395	1397	956	844	475	802	233	155	1456	344	515	1283								
Conservative	342	-	-	-	-	-	-	-	-	-	164	-	-	-	171	139	252	69	265	45	4	71	271	203	140	88	139	67	21	269	73	65	278										
	23%	-	-	-	-	-	-	-	-	-	100%	-	-	-	20%	19%	28%	10%	23%	9%	0%	11%	616%	51%	10%	9%	16%	8%	12%	34%	31%	47%	19%	81%	22%	22%	27%	18%	25%					
											ijvC				h		Zi		n		Zp			u		y	y	Zwy				C										
Labour	487	-	-	-	-	-	-	-	-	-	-	325	160	287	197	319	120	285	133	332	112	304	175	8	105	379	228	259	105	222	61	63	416	71	133	343								
	33%	-	-	-	-	-	-	-	-	-	-	34%	31%	32%	34%	46%	18%	38%	23%	33%	30%	28%	45%	34%	32%	33%	30%	36%	30%	35%	27%	40%	34%	26%	37%	31%								
											jkxB					Zj		Zi					Zo							vx	B		D								
Liberal Democrat	176	-	-	-	-	-	-	-	-	-	-	125	51	107	69	85	80	103	59	119	44	129	43	4	40	136	82	94	43	75	26	20	136	41	45	129								
	12%	-	-	-	-	-	-	-	-	-	-	13%	10%	12%	12%	12%	12%	14%	10%	12%	12%	12%	11%	17%	12%	12%	11%	13%	12%	12%	12%	13%	11%	15%	13%	12%								
Greens	98	-	-	-	-	-	-	-	-	-	-	64	34	56	41	33	56	38	45	55	31	65	29	4	21	77	35	63	22	37	14	12	86	12	24	74								
	7%	-	-	-	-	-	-	-	-	-	-	7%	7%	6%	7%	5%	8%	5%	8%	6%	8%	6%	7%	15%	6%	7%	5%	9%	6%	6%	6%	8%	7%	4%	7%	7%								
											i					i		k					Zo																			
Reform UK	207	-	-	-	-	-	-	-	-	-	-	128	78	125	80	51	140	63	122	125	67	151	53	2	46	159	140	67	51	102	29	17	160	47	48	157								
	14%	-	-	-	-	-	-	-	-	-	-	13%	15%	14%	14%	7%	21%	8%	21%	13%	18%	14%	14%	10%	14%	14%	18%	9%	15%	16%	13%	11%	13%	17%	13%	14%								
											iku					Zi		Zk		Zm						Zu																
SNP	36	-	-	-	-	-	-	-	-	-	-	23	13	21	15	14	22	19	17	22	13	25	11	-	9	27	18	18	8	15	5	5	31	5	10	26								
	2%	-	-	-	-	-	-	-	-	-	-	2%	2%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	-	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%								
Plaid Cymru	10	-	-	-	-	-	-	-	-	-	-	6	4	5	5	4	5	5	3	5	4	10	1	-	2	8	5	5	1	8	2	-	6	4	3	7								
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	*	1%	1%	-	*	2%	1%	1%								
DUP	9	-	-	-	-	-	-	-	-	-	-	5	4	4	4	2	5	3	5	6	1	8	1	-	2	7	2	6	1	2	1	2	6	3	2	7								
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	*	-	*	1%	*	1%	*	*	*	2%	*	1%	*	1%								
Sinn Féin	10	-	-	-	-	-	-	-	-	-	-	4	6	5	5	7	3	8	2	8	-	10	-	-	9	1	5	5	4	4	2	-	10	-	2	8								
	1%	-	-	-	-	-	-	-	-	-	-	*	1%	1%	1%	1%	*	1%	*	1%	-	1%	-	-	3%	*	1%	1%	1%	1%	1%	-	1%	-	1%	1%								
											s														Za																		
Other	69	-	-	-	-	-	-	-	-	-	-	37	32	40	29	28	38	30	31	43	17	51	17	1	21	48	27	42	13	25	13	12	56	14	22	48								
	5%	-	-	-	-	-	-	-	-	-	-	4%	6%	4%	5%	4%	6%	4%	5%	4%	5%	5%	4%	4%	6%	4%	4%	6%	4%	4%	6%	8%	5%	5%	6%	4%								
																																w										
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1								
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*								
Prefer not to say	43	-	-	-	-	-	-	-	-	-	-	18	21	15	26	15	21	20	15	26	11	25	16	1	8	31	23	19	11	9	1	3	38	5	7	29								
	3%	-	-	-	-	-	-	-	-	-	-	2%	4%	2%	4%	2%	3%	3%	3%	3%	3%	2%	4%	5%	2%	3%	3%	3%	3%	1%	*	2%	3%	2%	2%	3%								
											x																																

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 25
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,000 to £49,000 (w)	£49,000 to £52,000 (x)	£52,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	1800	-	-	-	-	1164	630	1089	700	846	805	898	688	1164	480	1120	636	44	395	1397	956	844	475	802	233	155	1456	344	515	1283
Weighted base	1488	-**	-**	-**	-**	963	519	894	585	697	681	746	572	994	370	1072	392	24*	333	1147	770	719	347	639	222	154	1214	275	361	1106
Conservative	342	-	-	-	-	229	114	227	114	130	190	171	139	252	69	265	45	4	71	271	203	140	88	139	67	21	269	73	65	278
	23%	-	-	-	-	24%	22%	25%	20%	19%	28%	23%	24%	25%	19%	27%	11%	16%	21%	24%	26%	19%	25%	22%	30%	13%	22%	27%	18%	25%
								h			Zi			n		Zp					u		y	y	Zwy					C
Labour	487	-	-	-	-	325	160	287	197	319	120	285	133	332	112	304	175	8	105	379	228	259	105	222	61	63	416	71	133	343
	33%	-	-	-	-	34%	31%	32%	34%	46%	18%	38%	23%	33%	30%	28%	45%	34%	32%	33%	30%	36%	30%	35%	27%	40%	34%	26%	37%	31%
										Zj		Zi					Zo					t				vx	B		D	
Liberal Democrat	176	-	-	-	-	125	51	107	69	85	80	103	59	119	44	129	43	4	40	136	82	94	43	75	26	20	136	41	45	129
	12%	-	-	-	-	13%	10%	12%	12%	12%	12%	14%	10%	12%	12%	12%	11%	17%	12%	12%	11%	13%	12%	12%	12%	13%	11%	15%	13%	12%
Greens	98	-	-	-	-	64	34	56	41	33	56	38	45	55	31	65	29	4	21	77	35	63	22	37	14	12	86	12	24	74
	7%	-	-	-	-	7%	7%	6%	7%	5%	8%	5%	8%	6%	8%	6%	7%	15%	6%	7%	5%	9%	6%	6%	6%	8%	7%	4%	7%	7%
											i		k					Zo					t							
Reform UK	207	-	-	-	-	128	78	125	80	51	140	63	122	125	67	151	53	2	46	159	140	67	51	102	29	17	160	47	48	157
	14%	-	-	-	-	13%	15%	14%	14%	7%	21%	8%	21%	13%	18%	14%	14%	10%	14%	14%	18%	9%	15%	16%	13%	11%	13%	17%	13%	14%
											Zi		Zk		Zm						Zu									
SNP	36	-	-	-	-	23	13	21	15	14	22	19	17	22	13	25	11	-	9	27	18	18	8	15	5	5	31	5	10	26
	2%	-	-	-	-	2%	2%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	-	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%
Plaid Cymru	10	-	-	-	-	6	4	5	5	4	5	5	3	5	4	10	1	-	2	8	5	5	1	8	2	-	6	4	3	7
	1%	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	*	1%	1%	-	*	2%	1%	1%
DUP	9	-	-	-	-	5	4	4	4	2	5	3	5	6	1	8	1	-	2	7	2	6	1	2	1	2	6	3	2	7
	1%	-	-	-	-	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	*	-	*	1%	*	1%	*	*	*	2%	*	1%	*	1%
Sinn Féin	10	-	-	-	-	4	6	5	5	7	3	8	2	8	-	10	-	-	9	1	5	5	4	4	2	-	10	-	2	8
	1%	-	-	-	-	*	1%	1%	1%	1%	*	1%	*	1%	-	1%	-	-	3%	*	1%	1%	1%	1%	1%	-	1%	-	1%	1%
																p				Za										
Other	69	-	-	-	-	37	32	40	29	28	38	30	31	43	17	51	17	1	21	48	27	42	13	25	13	12	56	14	22	48
	5%	-	-	-	-	4%	6%	4%	5%	4%	6%	4%	5%	4%	5%	5%	4%	4%	6%	4%	4%	6%	4%	4%	6%	8%	5%	5%	6%	4%
							e															t				w				
Don't know	1	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1
	*	-	-	-	-	-	*	-	*	-	*	*	-	-	*	-	*	-	-	*	*	-	-	-	-	-	*	-	-	*
Prefer not to say	43	-	-	-	-	18	21	15	26	15	21	20	15	26	11	25	16	1	8	31	23	19	11	9	1	3	38	5	7	29
	3%	-	-	-	-	2%	4%	2%	4%	2%	3%	3%	3%	3%	3%	2%	4%	5%	2%	3%	3%	3%	3%	1%	*	2%	3%	2%	2%	3%
							e		g														x							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 26
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents excluding DK/PNS

	Age	Gender	Age/gender	Ethnicity	Social Grade	Region	Employment Status

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1761	408	580	773	199	282	275	305	301	472	883	870	79	290	363	75	287	360	1543	209	438	534	372	417	972	789	1486	147	125	54	76	180	140	147	125	159	226	238	167	639	107	173	74	466
Weighted base	1444	417	405	623	171	246	190	215	224	399	757	680	95*	214	324	74*	189	300	1258	181	371	437	331	305	808	637	1189	137	73*	46*	62*	152	106	120	102	125	189	199	134	747	81*	108	53*	389
Conservative	342	55	72	215	32	23	31	41	49	167	192	150	25	39	110	7	33	105	313	29	92	87	85	78	179	163	301	23	18	-	8	36	23	42	19	35	37	55	46	129	13	15	3	170
	24%	13%	18%	35%	19%	10%	16%	19%	22%	42%	25%	22%	26%	18%	34%	10%	18%	35%	25%	16%	25%	20%	26%	26%	22%	26%	25%	17%	25%	-	13%	24%	22%	35%	18%	28%	20%	28%	34%	17%	16%	13%	6%	44%
	abefopsDNPQ			Zab	e		e	e	e	Zdefgh			o		Zmop			Zmop	su		s		s	s	su	BD	D	D					ZEFGIK		E		E	ZEGIK	Q				ZNOPQ
Labour	487	193	142	152	68	125	79	63	75	76	233	251	36	71	73	32	69	79	406	80	128	161	101	97	289	198	417	45	25	-	30	53	40	41	46	36	67	69	35	282	21	51	27	79
	34%	46%	35%	24%	40%	51%	42%	29%	34%	19%	31%	37%	38%	33%	22%	43%	37%	26%	32%	44%	35%	37%	30%	32%	36%	31%	35%	33%	34%	-	48%	35%	38%	34%	45%	29%	35%	35%	26%	38%	26%	48%	52%	20%
	cinqDR	Zbc	c		gi	Zghi	Zgi	i	i				n	n		nq	nq			Zrtvwxy						D	D	D		ZJM		M		ZJM				OR		ZNOR	ZNOR		
Liberal Democrat	176	49	48	79	22	27	23	25	32	47	78	97	7	23	35	13	26	44	153	21	54	59	37	27	113	64	152	14	10	-	2	13	7	6	8	21	35	31	27	94	16	10	7	43
	12%	12%	12%	13%	13%	11%	12%	12%	14%	12%	10%	14%	8%	11%	11%	18%	14%	15%	12%	11%	15%	13%	11%	9%	14%	10%	13%	11%	14%	-	4%	9%	7%	5%	8%	17%	19%	16%	20%	13%	19%	9%	13%	11%
	DEH																				wy	w			wy		D	D	D							EFGHI	ZEFGHI	EGHI	ZEFGHI		PR			
Greens	98	47	34	18	20	27	16	18	9	9	49	47	8	17	10	12	17	7	82	16	29	28	17	25	56	42	94	3	1	-	6	18	13	10	6	7	17	9	8	60	10	11	8	6
	7%	11%	8%	3%	12%	11%	8%	8%	4%	2%	6%	7%	8%	8%	3%	16%	9%	2%	7%	9%	8%	6%	5%	8%	7%	7%	8%	2%	2%	-	10%	12%	12%	8%	6%	6%	9%	5%	6%	8%	13%	10%	15%	2%
	cinqBR	Zc	c		Zhi	ZHi	hi	hi					q	nq		Znq	nq										BC					ZL	ZL						R	ZR	R	ZR	
Reform UK	207	35	64	108	15	20	21	43	38	70	131	76	12	38	68	3	26	40	194	11	34	57	62	53	91	116	188	11	7	1	15	28	17	15	21	24	20	32	17	102	14	12	2	66
	14%	8%	16%	17%	9%	8%	11%	20%	17%	17%	17%	11%	12%	18%	21%	5%	14%	13%	15%	6%	9%	13%	19%	18%	11%	18%	16%	8%	10%	1%	24%	18%	16%	12%	21%	19%	11%	16%	12%	14%	17%	11%	4%	17%
	awkostxDQ		a	a				Zdef	de	def	k			o	Zopq		o		stx		s	Zstux	stx		Zstux	BD				ZHKM				K	K			Q	Q			Q
SNP	36	7	13	16	2	6	4	9	6	10	23	12	2	10	9	-	3	7	36	*	5	17	6	8	22	15	-	36	-	-	-	-	-	-	-	-	-	-	-	23	1	2	1	7
	3%	2%	3%	3%	1%	2%	2%	4%	2%	3%	3%	2%	2%	4%	3%	-	2%	2%	3%	*	1%	4%	2%	3%	3%	2%	-	26%	-	-	-	-	-	-	-	-	-	-	-	3%	2%	2%	1%	2%
	AKL																		s			st						ZACD																
Plaid Cymru	10	5	3	2	-	5	1	2	1	2	5	5	-	1	1	-	2	1	10	*	1	4	2	3	5	5	-	-	10	-	-	-	-	-	-	-	-	-	-	5	1	2	-	2
	1%	1%	1%	*	-	2%	*	1%	*	*	1%	1%	-	1%	*	-	1%	*	*	1%	*	1%	1%	1%	1%	1%	-	-	14%	-	-	-	-	-	-	-	-	-	-	1%	1%	2%	-	*
	A																												ZABD															
DUP	9	3	3	3	1	2	1	2	2	1	6	2	-	2	2	1	*	1	8	1	4	2	2	*	6	3	-	-	-	9	-	-	-	-	-	-	-	-	-	5	1	*	1	1
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	*	-	1%	1%	1%	*	*	1%	*	1%	*	1%	*	1%	*	-	-	-	19%	-	-	-	-	-	-	-	-	-	1%	1%	*	2%	*
	A																													ZABC														
Sinn Féin	10	-	7	4	-	-	2	5	2	1	4	6	-	2	2	-	5	1	10	-	1	5	4	-	6	4	-	-	-	10	-	-	-	-	-	-	-	-	-	9	-	-	-	1
	1%	-	2%	1%	-	-	1%	2%	1%	*	1%	1%	-	1%	1%	-	2%	*	1%	-	*	1%	1%	-	1%	1%	-	-	-	22%	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
	A		#					Zal									Zq													ZABC														
Other	69	22	20	27	11	11	12	8	12	16	36	34	6	12	13	5	8	14	46	23	23	18	14	14	41	28	37	5	1	27	1	4	6	7	2	1	12	2	2	39	5	5	4	13
	5%	5%	5%	4%	6%	4%	6%	4%	5%	4%	5%	5%	6%	6%	4%	7%	4%	5%	4%	12%	6%	4%	4%	4%	5%	4%	3%	4%	2%	58%	1%	3%	5%	6%	2%	1%	6%	1%	1%	5%	6%	5%	8%	3%
	AJL																			Zrtuvwxy	r									ZABC			JL	JLM			JLM							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 27
Q3. How, if at all, did you vote in Thursday's General Election?
Base: All respondents excluding DK/PNS

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1761	1761	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	591	554	156	68	46	59	79	208	415	81	71	89	263	173	49	54	17	36	1295	425	793	171	463	334	994	797
Weighted base	1444	1444	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	543	411	123	53*	37*	47*	62*	168	298	58*	50*	63*	299	126	41*	40*	15**	30*	1057	357	658	141	365	280	799	645
Conservative	342	342	-	342	-	-	-	-	-	-	-	88	83	2	47	151	1	299	7	8	3	-	4	3	18	-	-	-	-	299	-	-	-	-	-	261	74	197	19	75	62	206	137
	24%	24%	-	100%	-	-	-	-	-	-	-	27%	20%	9%	12%	53%	4%	55%	2%	7%	6%	-	10%	4%	11%	-	-	-	-	100%	-	-	-	-	-	25%	27%	28%	14%	21%	22%	26%	21%
	defghikodv			Zdefghi								jnp	jnp		j	Zjklmp	j	Zrstuvwx		r	r		r		nu					ZFG								ZNOPR			N	NR	N
	fcvwxABCDFGHN																																											
Labour	487	487	-	-	487	-	-	-	-	-	53	-	218	9	199	70	9	58	298	34	6	11	8	4	68	298	58	50	63	-	-	-	-	-	-	338	142	286	34	92	74	321	166
	34%	34%	-	-	100%	-	-	-	-	-	28%	-	53%	42%	50%	24%	30%	11%	73%	28%	12%	29%	18%	6%	40%	100%	100%	100%	100%	-	-	-	-	-	-	32%	40%	43%	24%	25%	27%	40%	26%
	cefghikodv				Zcdfghi						k		Zjkop		Zjkop	k	k		Zqstuvwx	qtw		qtw		qstvw		Z	Z	Z	Z								ZK	ZNOPR				ZNOPR	
	xEFGHNOPR																																											
Liberal Democrat	176	176	-	-	-	176	-	-	-	-	38	103	-	2	80	38	4	41	30	67	7	4	2	3	21	-	-	-	-	-	-	41	-	-	30	104	70	53	24	52	47	78	98
	12%	12%	-	-	-	100%	-	-	-	-	20%	31%	-	11%	20%	13%	14%	8%	7%	55%	12%	10%	4%	5%	13%	-	-	-	-	-	-	100%	-	-	100%	10%	20%	8%	17%	14%	17%	10%	15%
	cdfghikpAB					Zcdfghi					Zlo	Zjlno			Zlo	l	l			Zqrtuwxx					qr							ZEF					ZK		MQ	MQ	ZMQ		MQ
	CDEFHM																																											
Greens	98	98	-	-	-	-	-	98	-	-	4	62	46	3	-	9	1	11	40	4	1	16	2	1	23	-	-	-	-	-	-	-	40	-	-	85	10	23	21	29	26	44	54
	7%	7%	-	-	-	-	-	100%	-	-	2%	19%	11%	12%	-	3%	3%	2%	10%	3%	2%	44%	5%	1%	13%	-	-	-	-	-	-	-	100%	-	-	8%	3%	3%	15%	8%	9%	6%	8%
	cdefjnoqABC							Zcdefhi			n	Zjlnop	Zjno			n	n		Zqpw			Zqrstvwx			Zqstw								Z			L			ZMOQR	M	MQ		MQ
	DEFLM																																											
Reform UK	207	207	-	-	-	-	-	-	207	-	84	47	43	1	27	-	1	126	15	6	1	3	27	3	25	-	-	-	-	-	126	-	-	15	-	170	33	49	31	82	44	80	126
	14%	14%	-	-	-	-	-	-	100%	-	45%	14%	10%	4%	7%	-	3%	23%	4%	5%	2%	6%	58%	5%	15%	-	-	-	-	-	100%	-	-	100%	-	16%	9%	7%	22%	23%	16%	10%	20%
	cdefghkns								Zcdefgi		Zlsnop	no	o		o		o	Zrstuwx					Zqrstuwx		nst						ZEG					L			ZMQ	ZMPQ	MQ		ZMQ
	fwABCDEGHLMQ																																											
SNP	36	36	-	-	-	-	36	-	-	-	-	14	7	-	16	2	-	-	5	-	30	-	1	-	-	-	-	-	-	-	-	-	-	-	-	33	2	22	2	8	4	24	12
	3%	3%	-	-	-	-	100%	-	-	-	-	4%	2%	-	4%	1%	-	-	1%	-	57%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	3%	2%	2%	1%	3%	2%
	cdefjnpAEL						Zcdeghi						jlo		jlo				q		Zqrsuwx		qx													L							
Plaid Cymru	10	10	-	-	-	-	-	-	-	10	1	6	4	-	6	1	-	3	*	1	-	-	-	5	1	-	-	-	-	-	-	-	-	-	-	7	3	5	-	2	3	5	5
	1%	1%	-	-	-	-	-	-	-	10%	*	2%	1%	-	1%	*	-	1%	*	1%	-	-	-	8%	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	1%	1%	1%	1%
										Zcdefgh														Zqrstx																			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 27
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	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	1444	1444	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	543	411	123	53*	37*	47*	62*	168	298	58*	50*	63*	299	126	41*	40*	15**	30*	1057	357	658	141	365	280	799	645
DUP	9	9	-	-	-	-	-	-	-	9	2	-	-	-	1	2	1	-	-	-	-	-	-	8	1	-	-	-	-	-	-	-	-	-	-	7	1	6	-	1	1	6	3
	1%	1%	-	-	-	-	-	-	-	9%	1%	-	-	-	*	1%	2%	-	-	-	-	-	-	12%	1%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	*	*	1%	*
										Zcdegh	I						kl							Zqrstuvx																			
Sinn Féin	10	10	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	10	-	6	-	2	2	6	4
	1%	1%	-	-	-	-	-	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	1%	1%	1%	1%
										Zcdefgh														Zqrstuvx																			
Other	69	69	-	-	-	-	-	-	-	69	6	11	11	5	21	12	12	5	15	2	4	4	1	26	12	-	-	-	-	-	-	-	-	-	-	43	22	20	9	22	18	29	40
	5%	5%	-	-	-	-	-	-	-	71%	3%	3%	3%	22%	5%	4%	43%	1%	4%	1%	6%	9%	2%	42%	7%	-	-	-	-	-	-	-	-	-	-	4%	6%	3%	6%	6%	6%	4%	6%
	cdefghqADEF									Zcdefgh							Zjklno		q		qs	qs		Zqrstuvx	qs																		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 28

Q3. How, if at all, did you vote in Thursday's General Election?

Base: All respondents excluding DK/PNS

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1761	-	-	-	-	1148	609	1076	676	835	784	881	675	1141	469	1100	618	43	389	1367	933	828	467	782	232	151	1422	339	507	1238
Weighted base	1444	-**	-**	-**	-**	945	497	880	557	672	659	725	557	967	358	1046	375	23*	325	1114	745	699	338	629	221	151	1175	270	354	1075
Conservative	342	-	-	-	-	229	114	227	114	130	190	171	139	252	69	293	45	4	71	271	203	140	88	139	67	21	269	73	65	278
	24%	-	-	-	-	24%	23%	26%	20%	19%	29%	24%	25%	26%	19%	28%	12%	17%	22%	24%	27%	20%	26%	22%	30%	14%	23%	27%	18%	26%
	ipyC					h					Zi			n		Zp			u		y	y	Zwy			C				
Labour	487	-	-	-	-	335	160	287	197	319	120	285	133	332	112	304	175	8	105	379	228	259	105	222	61	63	416	71	133	343
	34%	-	-	-	-	34%	32%	33%	35%	47%	18%	39%	24%	34%	31%	29%	47%	36%	32%	34%	31%	37%	31%	35%	27%	41%	35%	26%	38%	32%
	jkxB									Zj		Zi					Zo					t	x			vx		B		D	
Liberal Democrat	176	-	-	-	-	125	51	107	69	85	80	103	59	119	44	129	43	4	40	136	82	94	43	75	26	20	136	41	45	129
	12%	-	-	-	-	13%	10%	12%	12%	13%	12%	14%	11%	12%	12%	12%	11%	18%	12%	12%	11%	13%	13%	12%	12%	13%	12%	15%	13%	12%
Greens	98	-	-	-	-	64	34	56	41	33	56	38	45	55	31	65	29	4	21	77	35	63	22	37	14	12	86	12	24	74
	7%	-	-	-	-	7%	7%	6%	7%	5%	9%	5%	8%	6%	9%	6%	8%	16%	6%	7%	5%	9%	7%	6%	6%	8%	7%	5%	7%	7%
													k					Zo			t									
Reform UK	207	-	-	-	-	128	78	125	80	51	140	63	122	125	67	151	53	2	46	159	140	67	51	102	29	17	160	47	48	157
	14%	-	-	-	-	14%	16%	14%	14%	8%	21%	9%	22%	13%	19%	14%	14%	10%	14%	14%	19%	10%	15%	16%	13%	11%	14%	17%	14%	15%
						iku					Zi		Zk		Zm						Zu									
SNP	36	-	-	-	-	23	13	21	15	14	22	19	17	22	13	25	11	-	9	27	18	18	8	15	5	5	31	5	10	26
	3%	-	-	-	-	2%	3%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	-	3%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%
Plaid Cymru	10	-	-	-	-	6	4	5	5	4	5	5	3	5	4	10	1	-	2	8	5	5	1	8	2	-	6	4	3	7
	1%	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	*	1%	1%	-	1%	2%	1%	1%
DUP	9	-	-	-	-	5	4	4	4	2	5	3	5	6	1	8	1	-	2	7	2	6	1	2	1	2	6	3	2	7
	1%	-	-	-	-	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	*	-	*	1%	*	1%	*	1%	*	2%	*	1%	*	1%
Sinn Féin	10	-	-	-	-	4	6	5	5	7	3	8	2	8	-	10	-	-	9	1	5	5	4	4	2	-	10	-	2	8
	1%	-	-	-	-	*	1%	1%	1%	1%	*	1%	*	1%	-	1%	-	-	3%	*	1%	1%	1%	1%	1%	-	1%	-	1%	1%
	a															p			Za											
Other	69	-	-	-	-	37	32	40	29	28	38	30	31	43	17	51	17	1	21	48	27	42	13	25	13	12	56	14	22	48
	5%	-	-	-	-	4%	7%	5%	5%	4%	6%	4%	6%	4%	5%	5%	5%	4%	6%	4%	4%	6%	4%	4%	6%	8%	5%	5%	6%	4%
							e															t				w				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 29

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Summary

Base: All respondents who voted

	Conservative	Labour	Liberal Democrat	Greens	Reform UK	SNP	Plaid Cymru	DUP	Sinn Féin
Unweighted base	1485	1033	1495	1644	1478	96	78	42	48
Weighted base	1102	912	1222	1346	1238	101	63	37	36
Did not consider at all	902	575	798	928	931	79	46	28	29
	82%	63%	65%	69%	75%	79%	73%	75%	81%
Somewhat considered	155	253	331	303	192	16	10	2	4
	14%	28%	27%	22%	16%	16%	16%	6%	12%
Strongly considered	32	79	81	95	94	5	7	5	3
	3%	9%	7%	7%	8%	5%	10%	13%	8%
Don't know	13	5	14	21	20	-	-	3	-
	1%	1%	1%	2%	2%	-	-	7%	-
NET: Considered	188	332	412	398	286	21	17	7	7
	17%	36%	34%	30%	23%	21%	27%	18%	19%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 30

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - NET: Considered

Base: All respondents who voted

		Age						Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1761	408	580	773	156	252	275	305	301	472	883	870	79	290	393	75	287	380	1543	209	438	534	372	417	972	789	1466	147	94	54	78	180	146	147	125	159	226	238	167	839	107	173	74	466
Weighted base	1444	417	405	623	171	246	190	215	224	399	757	680	95*	214	324	74*	189	300	1258	181	371	437	331	305	808	637	1189	137	73*	46*	62*	152	106	120	102	125	189	199	134	747	81*	108	53*	389
Conservative	188	58	51	79	30	28	30	21	26	52	116	71	22	32	43	7	19	35	158	29	50	59	45	33	109	78	163	12	9	4	9	23	15	17	15	20	20	26	18	107	14	8	6	47
	17%	16%	15%	19%	21%	13%	19%	12%	15%	23%	21%	13%	31%	18%	20%	11%	12%	18%	17%	19%	18%	17%	18%	15%	17%	17%	18%	11%	16%	8%	16%	20%	19%	22%	19%	22%	13%	18%	20%	17%	21%	8%	12%	21%
	kP					eg		g		Zegh	k		Zmopq		p												B													P	P			P
Labour	332	128	104	100	59	69	53	52	38	61	171	157	31	51	52	27	53	48	270	60	78	115	74	65	193	139	280	35	17	-	9	42	23	19	20	31	53	47	36	198	25	21	18	57
	36%	58%	42%	22%	58%	59%	50%	37%	28%	20%	34%	39%	52%	38%	22%	65%	48%	23%	33%	60%	35%	43%	34%	32%	39%	33%	36%	38%	36%	-	26%	43%	34%	23%	36%	35%	44%	36%	37%	45%	43%	39%	73%	19%
	cinqHR	Zbc	c		Zghi	Zghi	Zghi	i	i		nq	nq				Zmnq	Znq			Zrtuvwxy		Zrvwy			ry			H					H						ZR	R	R		
Liberal Democrat	412	159	116	137	63	96	60	56	46	91	204	205	36	59	65	26	56	72	354	58	110	137	84	80	247	165	360	29	23	-	13	44	33	35	30	34	64	69	38	224	25	38	23	89
	34%	44%	34%	26%	42%	45%	38%	31%	26%	27%	31%	37%	41%	32%	24%	44%	37%	30%	33%	36%	37%	38%	30%	29%	37%	30%	35%	24%	37%	-	22%	32%	33%	31%	32%	33%	41%	41%	35%	36%	39%	39%	51%	26%
	chnBR	Zbc	c		hi	Zghi	hi				n	n		n	n	n	n				y	vwy			vwy		B									E	E		R	R	R	ZNR	
Greens	398	159	99	140	59	100	57	43	56	84	191	203	28	55	64	29	43	76	328	67	104	139	78	77	242	155	337	28	25	8	12	41	29	27	34	34	61	61	36	225	25	34	24	76
	30%	43%	27%	23%	39%	46%	33%	22%	26%	21%	27%	32%	32%	28%	20%	47%	25%	26%	28%	40%	30%	34%	25%	28%	32%	26%	31%	21%	35%	18%	22%	31%	31%	25%	36%	29%	35%	32%	29%	33%	35%	35%	52%	20%
	cqjnBR	Zbc			Zghi	Zfghi	gi					j		n		Zmnpq				Zrtvwy		rvy			rvy		B		BD										R	R	R	ZNOPR	
Reform UK	286	82	73	131	39	43	36	37	42	88	163	124	25	41	67	14	32	63	251	35	83	64	70	69	147	139	245	22	12	7	13	29	19	36	20	24	31	44	29	150	8	18	8	85
	23%	22%	22%	25%	25%	19%	21%	22%	23%	27%	26%	20%	31%	23%	26%	20%	20%	24%	24%	21%	25%	17%	28%	28%	21%	27%	34%	18%	18%	17%	27%	23%	22%	36%	24%	23%	19%	26%	24%	23%	12%	18%	16%	26%
	uO					k				e	u		u		u	ux										ux							ZGK						O				O
SNP	21	7	8	6	5	3	6	1	2	4	11	9	4	3	4	1	5	3	17	4	4	8	2	8	11	10	-	21	-	-	-	-	-	-	-	-	-	-	-	13	-	3	1	4
	21%	37%	27%	12%	50%	24%	48%	9%	9%	15%	22%	18%	76%	20%	14%	27%	35%	10%	19%	52%	21%	24%	10%	27%	23%	19%	-	21%	-	-	-	-	-	-	-	-	-	-	-	25%	-	34%	68%	11%
Plaid Cymru	17	5	3	8	3	1	1	2	2	6	5	12	2	*	3	1	3	6	17	-	7	7	1	3	13	4	-	-	17	-	-	-	-	-	-	-	-	-	-	9	1	*	*	6
	27%	28%	20%	31%	39%	22%	34%	18%	22%	36%	17%	36%	35%	5%	21%	52%	36%	40%	27%	15%	31%	34%	8%	28%	32%	16%	-	-	27%	-	-	-	-	-	-	-	-	-	-	26%	28%	23%	31%	37%
DUP	7	2	2	4	-	2	-	2	2	2	-	4	-	1	1	-	*	2	7	-	2	1	3	1	3	4	-	-	-	1	-	7	-	-	-	-	-	-	-	4	2	-	-	2
	18%	100%	11%	17%	-	100%	-	19%	19%	16%	14%	22%	-	20%	11%	-	5%	24%	19%	-	18%	5%	27%	36%	12%	30%	-	-	-	18%	-	-	-	-	-	-	-	-	-	15%	100%	-	-	18%
Sinn Féin	7	2	2	2	-	2	*	2	2	-	3	4	-	1	2	-	1	1	6	1	5	1	1	1	5	2	-	-	-	1	-	7	-	-	-	-	-	-	-	6	1	*	-	-
	19%	47%	23%	12%	-	61%	5%	39%	22%	-	18%	21%	-	17%	16%	-	32%	6%	18%	54%	31%	7%	12%	14%	23%	13%	-	-	-	19%	-	-	-	-	-	-	-	-	-	31%	23%	11%	-	-

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 31

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - NET: Considered

Base: All respondents who voted

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1761	1761	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	591	554	156	68	46	59	79	208	415	81	71	89	263	173	49	54	17	36	1295	425	793	171	463	334	984	797
Weighted base	1444	1444	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	543	411	123	53*	37*	47*	62*	168	298	58*	50*	63*	299	126	41*	40*	15**	30**	1057	357	656	141	365	280	799	645
Conservative	188	188	-	-	53	38	-	4	84	9	188	35	47	1	49	38	6	109	23	17	1	6	6	2	24	15	22	7	3	-	63	19	1	3	2	130	50	32	35	68	55	67	120
	17%	17%	-	-	11%	22%	-	4%	41%	9%	100%	14%	14%	3%	14%	28%	21%	45%	6%	15%	1%	15%	13%	4%	16%	5%	39%	15%	5%	-	50%	48%	3%	22%	8%	16%	18%	7%	29%	23%	25%	11%	24%

	dfgrtwADHM			fg	dfgi			Zdafgi	f	Zkino				Zkin			Zrstuwex		rtw		rtw	rt		rtw		ZACD	A			Z	Z				ZMQ	ZMQ	ZMQ	M	ZMQ
	Q																																						
Labour	332	332	-	88	-	103	14	62	47	17	35	332	98	4	103	68	6	112	81	49	14	13	8	6	48	-	-	-	-	67	21	16	27	11	29	211	108	67	42	124	100	109	223
	36%	36%	-	26%	-	58%	38%	64%	23%	33%	26%	100%	50%	33%	54%	33%	70%	23%	72%	58%	30%	53%	21%	32%	50%	-	-	-	-	22%	17%	39%	67%	73%	98%	31%	52%	19%	39%	47%	50%	24%	48%
	chqEFKMO					Zcfhi	h	Zcfhi				Zijno	Zip		Zjo				Zqatvx	Zqtv						Zqtv				EF	Z				ZK		MQ	ZMQ	ZMQ		ZMQ
Liberal Democrat	412	412	-	83	218	-	7	46	43	15	47	98	412	6	194	76	10	111	156	43	7	18	11	8	58	124	18	25	42	66	17	-	22	5	-	270	136	141	47	116	108	188	224
	34%	34%	-	24%	46%	-	18%	47%	21%	28%	33%	43%	100%	30%	63%	32%	78%	22%	41%	78%	15%	56%	24%	43%	41%	42%	32%	49%	66%	22%	14%	-	54%	33%	-	30%	49%	24%	41%	38%	48%	27%	42%
	chqEFKMO				Zcfhi			Zcfhi				Zo	Zijno		Zjko				Zqtv	Zqrtaxx		Zqtv			qtv	Z		Z	ZAB	F			Z			MQ	MQ	ZMOQ		ZMQ
Greens	398	398	-	47	199	80	16	-	27	28	49	103	194	5	398	70	17	80	152	61	14	18	6	13	53	123	15	25	30	36	11	15	-	5	11	237	154	154	46	104	94	200	198
	30%	30%	-	14%	41%	46%	44%	-	13%	28%	27%	38%	53%	28%	100%	25%	61%	15%	41%	51%	27%	86%	14%	21%	37%	41%	27%	50%	47%	12%	9%	37%	-	34%	35%	24%	44%	24%	38%	31%	37%	27%	33%
	chqvEFKM				Zcfhi	Zcfhi	Zch			ch		Zjo	Zijko		Zjklo				Zqtvx	Zqrtwex	q				qxw	ZB		ZB	ZB			EF			ZK		MQ	M	ZMQ		MQ
Reform UK	286	286	-	151	70	38	2	9	-	16	38	68	76	*	70	286	7	167	39	15	5	6	15	6	33	31	20	10	8	129	-	16	2	-	4	183	97	107	24	76	80	131	156
	23%	23%	-	44%	14%	22%	5%	10%	-	16%	36%	24%	21%	2%	19%	100%	24%	40%	10%	13%	10%	17%	75%	10%	23%	10%	34%	19%	13%	43%	-	39%	4%	-	13%	21%	30%	17%	22%	27%	34%	18%	30%
	dfgrstwADHM			Zdafgi		dfg					Zkin					Zkin		Zrstuwx							rsw		AD			Z		Z				ZK		MQ	ZMNQ		ZMQ
	Q																																							
SNP	21	21	-	2	9	2	-	3	1	5	1	4	6	21	5	*	-	1	2	-	15	1	-	-	2	2	1	-	4	-	-	-	-	-	-	11	8	4	1	8	8	5	16
	21%	21%	-	8%	20%	16%	-	100%	8%	95%	5%	19%	25%	100%	43%	2%	-	3%	12%	-	65%	100%	-	-	20%	13%	11%	-	45%	-	-	-	-	-	-	17%	24%	10%	12%	28%	33%	11%	30%
																																										Q
Plaid Cymru	17	17	-	1	9	4	-	1	1	1	4	6	10	-	14	4	17	2	8	3	-	1	-	2	1	8	-	-	1	1	-	1	-	-	-	12	5	8	2	5	2	10	7
	27%	27%	-	6%	35%	41%	-	71%	14%	100%	51%	51%	52%	-	70%	34%	100%	9%	33%	50%	-	100%	-	100%	31%	36%	-	-	44%	6%	-	42%	-	-	-	24%	38%	23%	43%	35%	20%	25%	29%
DUP	7	7	-	-	-	-	-	-	-	7	1	-	-	-	2	2	7	-	-	-	-	2	-	5	-	-	-	-	-	-	-	-	-	-	-	5	2	3	-	2	2	3	4
	18%	18%	-	-	-	-	-	-	-	19%	62%	-	-	-	21%	34%	62%	-	-	-	-	100%	-	16%	-	-	-	-	-	-	-	-	-	-	-	17%	31%	15%	-	28%	22%	14%	25%
Sinn Féin	7	7	-	-	-	-	-	-	-	7	1	-	-	-	3	1	7	-	-	-	-	2	-	5	-	-	-	-	-	-	-	-	-	-	-	4	3	3	*	1	3	3	4
	19%	19%	-	-	-	-	-	-	-	20%	14%	-	-	-	40%	16%	59%	-	-	-	-	100%	-	18%	-	-	-	-	-	-	-	-	-	-	-	14%	41%	15%	16%	12%	42%	15%	26%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 32

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - NET: Considered
Base: All respondents who voted

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £49,00 0 (w)	£49,00 1 to £62,00 0 (x)	£62,00 0 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1761	-	-	-	-	1148	609	1076	676	835	784	881	675	1141	469	1100	618	43	389	1367	933	828	467	792	232	151	1422	339	507	1238
Weighted base	1444	-**	-**	-**	-**	945	497	880	557	672	659	725	557	967	358	1046	375	23*	325	1114	745	699	336	629	221	151	1175	270	354	1075
Conservative	188	-	-	-	-	128	59	114	73	81	100	91	83	122	59	138	47	3	54	134	96	92	45	80	33	23	149	39	31	154
	17%	-	-	-	-	18%	15%	17%	17%	15%	21%	16%	20%	17%	20%	18%	14%	13%	21%	16%	18%	16%	18%	16%	22%	18%	16%	20%	11%	19%
	C										Zi								a										C	
Labour	332	-	-	-	-	233	99	200	131	183	141	173	123	216	87	238	90	4	98	234	150	182	75	135	61	35	271	61	71	259
	36%	-	-	-	-	39%	32%	35%	38%	50%	27%	42%	30%	36%	36%	34%	46%	27%	48%	33%	30%	44%	34%	35%	40%	45%	37%	33%	35%	37%
	jk					f				Zj		I					Zo		Za			Zt								
Liberal Democrat	412	-	-	-	-	288	125	248	163	217	158	223	139	278	103	283	123	6	85	324	171	241	76	191	56	51	338	74	98	308
	34%	-	-	-	-	30%	30%	33%	35%	39%	28%	38%	29%	34%	34%	32%	37%	34%	32%	34%	26%	42%	27%	35%	30%	41%	34%	34%	34%	34%
	jkv					f				Zj		I										Zt				v				
Greens	398	-	-	-	-	277	121	244	154	217	148	220	132	267	93	270	122	6	87	311	165	232	72	190	64	47	327	71	99	295
	30%	-	-	-	-	31%	26%	30%	30%	34%	25%	32%	26%	29%	28%	28%	35%	30%	29%	30%	23%	37%	23%	32%	31%	33%	30%	28%	30%	29%
	jkv					f				j		I					Zo					Zt				v				
Reform UK	286	-	-	-	-	193	93	171	114	113	158	130	126	186	82	217	67	2	79	208	164	122	70	109	56	27	235	52	59	223
	23%	-	-	-	-	24%	22%	23%	24%	18%	31%	20%	29%	22%	28%	24%	21%	11%	28%	22%	27%	19%	24%	21%	29%	20%	23%	23%	19%	24%
	i										Zi		Zk		m				a		u				w					
SNP	21	-	-	-	-	14	7	10	11	3	14	7	11	12	6	10	11	-	5	17	9	12	7	10	2	1	17	5	6	15
	21%	-	-	-	-	24%	17%	17%	28%	8%	29%	14%	27%	16%	33%	17%	28%	-	26%	20%	17%	26%	23%	23%	18%	13%	21%	22%	23%	21%
	-										i																			
Plaid Cymru	17	-	-	-	-	10	7	11	6	9	8	10	7	11	5	11	6	-	4	13	6	11	6	9	1	1	10	7	6	11
	27%	-	-	-	-	26%	28%	31%	22%	29%	27%	29%	31%	23%	42%	23%	44%	-	22%	29%	19%	34%	43%	26%	8%	20%	25%	31%	44%	22%
DUP	7	-	-	-	-	2	5	3	4	4	3	4	2	6	1	6	1	-	2	5	4	3	1	1	2	2	4	3	3	4
	18%	-	-	-	-	10%	26%	15%	25%	15%	27%	14%	19%	20%	27%	18%	21%	-	12%	22%	29%	12%	16%	4%	27%	31%	13%	41%	17%	20%
Sinn Féin	7	-	-	-	-	3	4	5	2	4	3	5	1	6	-	6	1	-	2	5	1	6	*	1	1	4	4	3	3	4
	19%	-	-	-	-	16%	22%	22%	15%	23%	18%	24%	11%	24%	-	18%	34%	-	25%	18%	11%	23%	6%	10%	20%	44%	15%	30%	18%	21%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 33

Q4. Number of other parties strongly considered
Base: All respondents who voted

		Age							Gender		Age/gender						Ethnicity		Social Grade					Region												Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1761	408	580	773	156	252	275	305	301	472	883	870	79	290	393	75	287	380	1543	209	438	534	372	417	972	789	1466	147	94	54	78	180	146	147	125	159	226	238	167	839	107	173	74	466
Weighted base	1444	417	405	623	171	246	190	215	224	399	757	680	95*	214	324	74*	189	300	1258	181	371	437	331	305	808	637	1189	137	73*	46*	62*	152	106	120	102	125	189	199	134	747	81*	108	53*	389
0	1105	297	312	496	119	178	138	173	173	323	594	506	67	166	263	50	145	233	956	145	284	330	251	239	615	490	918	103	53	31	49	118	86	97	79	93	149	153	94	562	60	78	37	313
	76%	71%	77%	80%	70%	72%	73%	81%	77%	81%	78%	74%	71%	77%	81%	68%	77%	78%	76%	80%	77%	76%	76%	78%	76%	77%	77%	75%	72%	67%	79%	78%	81%	81%	78%	75%	79%	77%	70%	75%	73%	72%	70%	80%
		a		a		def		def							n				a													M									
1	288	94	82	112	42	52	45	38	43	69	130	155	20	43	51	21	39	61	262	25	73	88	68	59	161	127	228	30	15	14	12	29	14	21	20	23	29	43	37	152	16	27	14	69
	20%	23%	20%	18%	24%	21%	24%	17%	19%	17%	17%	23%	21%	20%	16%	29%	21%	20%	21%	14%	20%	20%	20%	19%	20%	20%	19%	22%	21%	31%	19%	19%	13%	18%	20%	18%	16%	22%	28%	20%	20%	25%	27%	18%
												j				n			a											A								ZGK				
2	47	22	10	15	6	15	7	4	7	7	28	19	4	6	9	3	5	6	38	9	9	19	12	7	28	19	40	3	3	1	1	5	6	1	3	7	10	4	3	29	6	2	2	8
	3%	5%	3%	2%	4%	6%	4%	2%	3%	2%	4%	3%	4%	3%	3%	3%	2%	2%	3%	5%	3%	4%	3%	2%	3%	3%	3%	2%	4%	1%	1%	3%	6%	1%	3%	5%	5%	2%	3%	4%	7%	2%	3%	2%
		c				Zgi																											HL								R			
3	1	1	-	*	-	1	-	-	*	-	1	-	-	-	*	-	-	-	1	-	-	-	1	*	1	-	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	*	-	*	-	-	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*	*	-	*	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
																													ZA													ZNR		
4	4	4	-	-	4	-	-	-	-	-	4	-	4	-	-	-	-	-	2	2	4	-	-	-	4	-	2	-	2	-	-	-	-	-	-	2	-	-	-	4	-	-	-	-
	*	1%	-	-	2%	-	-	-	-	-	1%	-	4%	-	-	-	-	-	*	1%	1%	-	-	-	*	-	*	-	2%	-	-	-	-	-	-	2%	-	-	-	1%	-	-	-	-
		c			Zeghi								Zmnpq							ruy	Znuy								ZA															
5+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.18	1.29	1.11	1.12	1.34	1.25	1.13	1.09	1.16	1.1	1.26	1.11	1.55	1.12	1.16	1.1	1.1	1.09	1.15	1.43	1.24	1.17	1.16	1.12	1.2	1.14	1.17	1.12	1.45	1.04	1.06	1.15	1.31	1.06	1.12	1.42	1.26	1.08	1.09	1.22	1.26	1.14	1.1	1.1
		bc			i	gi					k									Znuwxy																ZLM	LM							
Standard deviation Standard error	0.47	0.64	0.32	0.34	0.83	0.46	0.34	0.29	0.39	0.3	0.59	0.31	1.06	0.33	0.39	0.31	0.31	0.28	0.41	0.79	0.68	0.38	0.4	0.35	0.53	0.37	0.44	0.36	0.93	0.19	0.25	0.36	0.47	0.25	0.33	0.82	0.44	0.27	0.28	0.55	0.45	0.45	0.31	0.31
	0.02	0.06	0.03	0.03	0.12	0.05	0.04	0.04	0.05	0.03	0.04	0.02	0.21	0.04	0.05	0.06	0.04	0.03	0.02	0.13	0.07	0.03	0.04	0.04	0.03	0.03	0.02	0.06	0.19	0.05	0.06	0.06	0.1	0.05	0.06	0.14	0.07	0.04	0.04	0.04	0.08	0.07	0.07	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 34

Q4. Number of other parties strongly considered
Base: All respondents who voted

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Lab (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (LL)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1761	1761	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	591	554	156	68	46	59	79	208	415	81	71	89	263	173	49	54	17	36	1295	425	793	171	463	334	964	797
Weighted base	1444	1444	-**	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	543	411	123	53*	37*	47*	62*	168	298	58*	50*	63*	299	126	41*	40*	15**	30**	1057	357	658	141	365	280	799	645

| | | |

| | | |

| | | |

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	16-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1495	357	496	642	135	222	235	261	244	398	786	722	73	252	334	61	241	308	1306	183	348	455	323	369	803	692	1262	132	81	75	163	137	139	117	134	190	198	129	709	85	151	66	396
Weighted base	1222	363	340	520	148	215	160	180	179	341	656	561	88*	184	275	59*	154	245	1060	159	300	366	282	275	666	557	1037	122	63*	60*	138	99	114	94*	104	154	168	107*	624	63*	96	45*	336
Did not consider at all	796	197	219	381	81	115	97	122	132	249	447	347	51	123	210	31	95	171	695	98	187	225	193	190	413	384	667	90	40	47	93	63	78	63	70	87	97	69	390	38	58	21	247
	65%	54%	64%	73%	55%	54%	60%	68%	74%	73%	68%	62%	57%	67%	76%	52%	61%	70%	66%	62%	62%	62%	69%	69%	62%	69%	64%	73%	63%	78%	67%	64%	69%	68%	67%	56%	58%	64%	62%	61%	61%	47%	73%
		adeKQ		a	Zab			de	Zdef	Zdef	k				Zlmop			o						ux		ux				ZKL			K						Q				ZNOPQ
Somewhat considered	331	125	96	110	50	75	48	48	34	76	162	166	28	48	52	21	47	58	281	49	90	103	68	69	193	138	291	21	19	9	37	25	31	25	22	54	59	28	177	19	31	20	71
	27%	34%	28%	21%	33%	35%	30%	27%	19%	22%	25%	30%	32%	26%	19%	35%	31%	24%	27%	31%	30%	28%	24%	25%	29%	25%	28%	17%	30%	16%	27%	25%	27%	27%	21%	35%	35%	26%	28%	29%	32%	44%	21%
		chnBR	Zc	c		hi	Zhi	hi					n			n	n										B									ZEJ	ZEJ		R		R	ZNR	
Strongly considered	81	34	20	28	13	21	12	8	12	16	42	39	8	11	13	5	9	14	73	9	20	34	16	11	54	27	69	8	5	4	7	8	4	5	12	10	9	10	47	6	7	3	17
	7%	9%	6%	5%	9%	10%	7%	5%	7%	5%	6%	7%	9%	6%	5%	9%	6%	6%	7%	5%	7%	9%	6%	4%	8%	5%	7%	7%	7%	6%	5%	8%	4%	5%	12%	6%	6%	9%	8%	10%	7%	7%	5%
		c				i																wy			wy									ZH							
Don't know	14	7	5	2	4	3	3	2	1	1	5	9	2	2	-	2	3	2	11	3	2	3	4	4	6	9	11	3	-	-	1	3	1	-	-	3	2	1	11	*	-	1	1
	1%	2%	1%	*	3%	1%	2%	1%	1%	*	1%	2%	2%	1%	-	4%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	3%	-	-	1%	3%	1%	-	-	2%	1%	1%	2%	1%	-	2%	*
		c			i		i									n	n																					R				
NET: Considered	412	159	116	137	63	96	60	56	46	91	204	205	36	59	65	26	56	72	354	58	110	137	84	80	247	165	360	29	23	13	44	33	35	30	34	64	69	38	224	25	38	23	89
	34%	44%	34%	26%	42%	45%	38%	31%	26%	27%	31%	37%	41%	32%	24%	44%	37%	30%	33%	36%	37%	38%	30%	29%	37%	30%	35%	24%	37%	22%	32%	33%	31%	32%	33%	41%	41%	35%	36%	39%	39%	51%	26%
		chnBR	Zbc	c		hi	Zghi	hi					n	n		n	n					y	vwy			vwy		B								E	E		R	R	R	ZNR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 45

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Liberal Democrat
Base: All respondents who voted

	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1495	1495	-	298	674	-	51	117	282	75	192	249	510	19	402	252	17	542	518	72	61	41	56	27	178	415	81	71	89	263	173	-	54	17	-	1126	331	699	142	386	288	841	654
Weighted base	1222	1222	-**	342	487	-**	36*	98*	206	53*	145	229	412	19**	309	240	13**	502	381	58*	40*	32*	45*	19**	142	238	58*	50*	63*	269	126	-**	40*	15**	-**	914	280	579	115	303	225	694	528
Did not consider at all	796	796	-	258	262	-	28	49	161	38	98	129	-	13	113	161	3	389	221	12	39	13	33	11	80	170	39	23	22	232	107	-	19	10	-	635	141	431	66	184	115	498	299
	65%	65%	-	75%	54%	-	76%	50%	78%	72%	67%	56%	-	70%	37%	67%	22%	77%	58%	22%	83%	40%	73%	57%	56%	57%	68%	47%	34%	78%	85%	-	46%	67%	-	69%	50%	75%	58%	61%	51%	72%	57%
		dpklmnsuxAC		Zdg			dg		Zdg	dg	kln	ln			l	kln		Znux	su		Znux		sux		s	D	CD			Z	Z					ZL		ZNOPR		P		ZNOPR	
		DHLPR																																									
Somewhat considered	331	331	-	71	178	-	5	30	34	13	42	71	331	5	156	68	8	93	125	28	7	13	8	7	51	102	17	22	28	55	15	-	15	4	-	227	98	129	39	89	74	168	163
	27%	27%	-	21%	37%	-	15%	31%	16%	24%	29%	31%	80%	27%	50%	28%	63%	18%	33%	50%	14%	41%	17%	36%	36%	34%	29%	43%	45%	18%	12%	-	38%	26%	-	25%	35%	22%	34%	29%	33%	24%	31%
		chqtEFM				Zcfhi			ch				Zjkno		Zjko				Zqtv	Zqrtv		qtv			Zqtv	Z		Z	Z								ZK			MQ	M	MQ		MQ
Strongly considered	81	81	-	13	40	-	1	16	9	2	5	26	81	*	37	8	2	18	31	15	1	5	3	1	7	22	2	3	13	12	3	-	7	1	-	42	39	13	8	27	34	21	61
	7%	7%	-	4%	8%	-	3%	17%	4%	4%	4%	12%	20%	2%	12%	3%	16%	4%	8%	28%	1%	15%	7%	7%	5%	7%	3%	6%	21%	4%	2%	-	16%	7%	-	5%	14%	2%	7%	9%	15%	3%	11%
		qFMQ			c			Zcdfhi				Zjp	Zjkno		Zjo				q	Zqrtvx		qtx							ZABC				Z				ZK			MQ	MQ	ZMNOQ		ZMQ
Don't know	14	14	-	1	6	-	2	3	2	-	-	2	-	-	2	3	-	3	4	-	1	1	1	-	4	4	-	2	-	1	2	-	-	-	-	10	2	6	2	3	3	8	6
	1%	1%	-	*	1%	-	6%	3%	1%	-	-	1%	-	-	1%	1%	-	1%	1%	-	2%	4%	3%	-	3%	1%	-	4%	-	*	2%	-	-	-	-	1%	1%	1%	2%	1%	1%	1%	1%
		I				Zcdh		c								I						q			q																		
NET: Considered	412	412	-	83	218	-	7	46	43	15	47	98	412	6	194	76	10	111	156	43	7	18	11	8	58	124	18	25	42	66	17	-	22	5	-	270	136	141	47	116	108	188	224
	34%	34%	-	24%	45%	-	18%	47%	21%	28%	33%	43%	100%	30%	63%	32%	78%	22%	41%	78%	15%	56%	24%	43%	41%	42%	32%	49%	66%	22%	14%	-	54%	33%	-	30%	49%	24%	41%	38%	48%	27%	42%
		cfhqtEFKMQ			Zcfhi			Zcfhi				Zo	Zjkno		Zjko				Zqtv	Zqrtuvx		Zqtv			qtv	Z		Z	ZAB	F			Z				ZK			MQ	MQ	ZMOQ		ZMQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 46

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Liberal Democrat
Base: All respondents who voted

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/di sillusione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg raduate degree (t)	At least underg raduate degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1495	-	-	-	-	973	518	914	572	704	667	727	584	963	404	919	539	37	329	1161	812	683	401	677	198	120	1220	275	419	1063
Weighted base	1222	-**	-**	-**	-**	798	422	746	469	561	561	593	484	815	308	874	329	19*	270	948	647	575	285	538	185	122*	1004	218	291	918
Did not consider at all	796	-	-	-	-	505	289	494	296	334	401	366	339	528	204	582	203	12	180	614	467	329	207	340	126	71	652	144	190	601
	65%	-	-	-	-	63%	68%	66%	63%	59%	71%	62%	70%	65%	66%	67%	61%	64%	67%	65%	72%	57%	72%	63%	68%	58%	65%	66%	65%	65%
		iu									ZI		ZI								Zu		Zwy							
Somewhat considered	331	-	-	-	-	222	109	191	139	168	128	177	107	219	86	227	99	5	70	258	143	188	64	149	48	37	271	60	82	242
	27%	-	-	-	-	28%	26%	26%	30%	30%	23%	30%	22%	27%	28%	26%	30%	24%	26%	27%	22%	33%	22%	28%	26%	30%	27%	27%	28%	26%
		lk								j		I										Zt								
Strongly considered	81	-	-	-	-	68	15	57	24	50	30	46	32	59	18	56	24	2	15	66	29	53	13	41	8	14	67	14	15	66
	7%	-	-	-	-	8%	4%	8%	5%	9%	5%	8%	7%	7%	6%	6%	7%	10%	6%	7%	4%	9%	4%	8%	4%	11%	7%	6%	5%	7%
		f				f				j												t				vx				
Don't know	14	-	-	-	-	5	9	4	10	10	3	4	5	9	1	10	4	*	5	9	9	5	2	7	4	1	13	1	4	9
	1%	-	-	-	-	1%	2%	*	2%	2%	*	1%	1%	1%	*	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%
							w		g	j																			
NET: Considered	412	-	-	-	-	288	125	248	163	217	158	223	139	278	103	283	123	6	85	324	171	241	76	191	56	51	338	74	98	308
	34%	-	-	-	-	36%	30%	33%	35%	39%	28%	38%	29%	34%	34%	32%	37%	34%	32%	34%	26%	42%	27%	35%	30%	41%	34%	34%	34%	34%
		jtv				f				Zj		I										Zt		v		v				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 47

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Liberal Democrat
Base: All respondents who voted

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 48

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Greens

Base: All respondents who voted

	Age									Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1644	363	531	750	136	227	253	278	289	461	829	809	72	268	380	63	260	370	1445	191	405	469	353	367	904	740	1353	146	92	54	70	159	131	134	117	149	206	228	159	771	96	158	66	498
Weighted base	1346	370	371	606	150	219	174	197	216	390	708	633	87*	198	313	62*	172	292	1176	165	342	409	315	280	751	595	1094	134	72*	46*	56*	134	94	110	95*	118	172	190	127	687	71*	97	45*	383
Did not consider at all	928	203	262	463	90	112	111	151	158	304	513	414	59	140	249	31	122	213	831	95	235	263	231	198	499	429	744	102	47	36	44	88	63	82	61	83	110	126	87	448	46	61	21	306
	69%	55%	71%	76%	60%	51%	64%	77%	73%	78%	72%	69%	68%	71%	80%	50%	71%	73%	71%	57%	69%	64%	73%	71%	66%	72%	68%	76%	65%	78%	78%	66%	68%	75%	64%	70%	64%	66%	69%	65%	65%	63%	46%	80%
	aeceQ		a	Zab		e	Zdef	def	Zdef		k			o	Zmopq		o	o	su		s		sux	s	s	sux														Q	Q	Q		ZNOPQ
Somewhat considered	303	117	72	113	43	74	39	34	45	68	148	153	19	42	51	23	29	62	247	54	76	112	56	60	187	115	255	21	21	6	10	32	19	19	27	20	51	48	28	174	17	24	16	60
	22%	32%	20%	19%	28%	34%	22%	17%	21%	17%	21%	24%	22%	21%	16%	37%	17%	21%	21%	33%	22%	27%	18%	21%	25%	19%	23%	16%	29%	12%	19%	24%	20%	18%	29%	17%	30%	25%	22%	25%	24%	24%	35%	16%
	inR	Zbc			gi	Zfghi										Zmnpq				Zrtvwy			Znvy			nvy			BD					J		ZHJ			R		R	ZR	
Strongly considered	95	42	27	27	16	26	18	9	11	16	43	50	9	13	13	7	14	13	81	13	28	27	23	17	55	40	81	7	4	3	2	9	10	8	7	13	9	14	8	51	8	10	8	16
	7%	11%	7%	4%	10%	12%	10%	4%	5%	4%	6%	8%	10%	6%	4%	11%	8%	4%	7%	8%	8%	7%	7%	6%	7%	7%	7%	5%	6%	6%	3%	7%	11%	7%	8%	11%	5%	7%	7%	7%	11%	10%	17%	4%
	cR	Zc	c		i	Zghi	ghi																																	R	R	R	ZNR	
Don't know	21	8	9	3	2	6	6	3	2	2	4	17	-	3	-	2	6	3	17	4	3	7	5	5	10	11	14	5	-	2	-	4	1	1	-	1	1	3	3	14	*	3	1	1
	2%	2%	2%	1%	1%	3%	4%	1%	1%	*	1%	3%	-	1%	-	3%	4%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	4%	-	4%	-	3%	1%	1%	-	1%	*	1%	2%	2%	1%	3%	2%	*
	n	c	c		i	Zfe						j		n		n	Znq	n																					R		R		
NET: Considered	398	159	99	140	59	100	57	43	56	84	191	203	28	55	64	29	43	76	328	67	104	139	78	77	242	155	337	28	25	8	12	41	29	27	34	34	61	61	36	225	25	34	24	76
	30%	43%	27%	23%	39%	46%	33%	22%	26%	21%	27%	32%	32%	28%	20%	47%	25%	26%	28%	40%	30%	34%	25%	28%	32%	26%	31%	21%	35%	18%	22%	31%	31%	25%	36%	29%	35%	32%	29%	33%	35%	35%	52%	20%
	cqnBR	Zbc			Zghi	Zfghi	gi					j		n		Zmnpq				Zrtvwy			nvy			nvy			BD										R	R	R	ZNOPR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

Prepared by Thinks

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 49

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Greens

Base: All respondents who voted

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1644	1644	-	296	674	212	51	-	283	128	238	299	454	20	509	295	37	579	500	151	67	26	57	78	186	415	81	71	89	263	173	49	-	17	36	1191	416	767	147	424	306	914	730
Weighted base	1346	1346	-**	342	487	176	36*	-**	207	98	184	269	366	19**	398	277	28**	533	371	119	52*	21**	45*	61*	145	298	58*	50*	63*	299	126	41*	-**	19**	30**	973	348	635	120	336	255	755	591
Did not consider at all	928	928	-	294	277	94	18	-	176	68	134	162	163	12	-	204	11	450	212	58	36	3	36	47	86	168	42	24	32	263	113	26	-	10	20	722	187	474	73	227	154	546	382
	69%	69%	-	86%	57%	53%	51%	-	85%	70%	73%	60%	45%	66%	-	74%	39%	85%	57%	49%	69%	14%	82%	76%	59%	56%	73%	46%	51%	88%	89%	63%	-	66%	65%	74%	54%	75%	60%	68%	61%	72%	65%
	daNnrsoAC			Zdefi					Zdefi	def	kln	ln	n			kln		Znslx			s		nsx	nsx			ACD			ZG	ZG					ZL		ZNOPR				NPR	
	DLP																																										
Somewhat considered	303	303	-	42	148	55	13	-	23	22	38	76	147	3	303	55	14	70	111	46	11	9	6	10	41	91	13	21	20	31	10	14	-	4	5	195	103	123	37	74	69	160	142
	22%	22%	-	12%	30%	31%	35%	-	11%	23%	21%	28%	40%	16%	76%	20%	50%	13%	30%	39%	21%	41%	13%	16%	28%	30%	22%	42%	32%	10%	8%	34%	-	30%	16%	20%	30%	19%	31%	22%	27%	21%	24%
	chqEF				Zch	Zch	ch			ch		o	Zjko		Zjklo				Zqvw	Zqfvw					qv	Z		ZB				EF				ZMOQ		M		M	
Strongly considered	95	95	-	5	51	26	3	-	4	6	11	27	47	2	95	15	3	11	41	15	3	10	*	3	13	33	3	4	10	5	1	2	-	1	6	42	51	31	8	30	25	40	55
	7%	7%	-	1%	10%	15%	9%	-	2%	6%	6%	10%	13%	12%	24%	5%	11%	2%	11%	12%	6%	48%	1%	5%	9%	11%	5%	8%	15%	2%	1%	4%	-	3%	19%	4%	15%	5%	7%	9%	10%	5%	9%
	chqEFK				Zch	Zchi	ch			c			Zjp		Zjklo				Zqv	Zqv					q	Z			ZB								ZK		MQ	MQ		MQ
Don't know	21	21	-	1	11	2	2	-	3	2	*	4	9	1	-	2	-	2	7	-	2	-	2	2	6	7	*	1	1	-	2	-	-	-	-	13	6	7	2	5	7	9	12
	2%	2%	-	*	2%	1%	6%	-	2%	2%	*	2%	2%	6%	-	1%	-	*	2%	-	4%	-	5%	3%	4%	2%	1%	2%	2%	-	2%	-	-	-	-	1%	2%	1%	1%	1%	3%	1%	2%
	n			c		Zca						n	jn					q		qs		q	Zqs			E																
NET: Considered	398	398	-	47	199	80	16	-	27	28	49	103	194	5	398	70	17	80	152	61	14	18	6	13	53	123	15	25	30	36	11	15	-	5	11	237	154	154	46	104	94	200	198
	30%	30%	-	14%	41%	46%	44%	-	13%	28%	27%	38%	53%	28%	100%	25%	61%	15%	41%	51%	27%	86%	14%	21%	37%	41%	27%	50%	47%	12%	9%	37%	-	34%	35%	34%	44%	24%	38%	31%	37%	27%	33%
	chqvEFKM				Zchi	Zchi	Zch			ch		Zjp	Zjko		Zjklo				Zqvw	Zqftwx	q				qvw	ZB		ZB	ZB			EF				ZK		MQ	M	ZMQ		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 50

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Greens

Base: All respondents who voted

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nasion (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1644	-	-	-	-	1071	569	1003	633	794	720	833	623	1077	429	1034	573	37	363	1277	893	751	438	749	217	139	1321	323	476	1153
Weighted base	1346	-**	-**	-**	-**	881	463	823	517	639	602	687	511	912	327	981	346	20*	305	1037	710	636	314	593	207	139	1089	258	330	1002
Did not consider at all	928	-	-	-	-	593	333	574	349	411	450	456	376	631	230	697	218	13	211	714	531	397	237	392	143	92	744	184	225	694
	69%	-	-	-	-	67%	72%	70%	67%	64%	75%	66%	74%	69%	70%	71%	63%	68%	69%	69%	75%	62%	75%	66%	69%	66%	68%	71%	68%	69%
	ipu										ZI		Zk			p					Zu		Zw							
Somewhat considered	303	-	-	-	-	209	94	192	120	166	111	174	95	205	68	206	92	5	61	242	126	177	55	136	52	39	249	54	74	226
	22%	-	-	-	-	24%	20%	22%	23%	26%	18%	25%	19%	22%	21%	21%	27%	24%	20%	23%	18%	28%	17%	23%	25%	27%	23%	21%	23%	23%
	jlv									j		l					o					Zt		v	v	v				
Strongly considered	95	-	-	-	-	68	27	61	34	51	37	46	37	62	25	63	30	1	26	69	40	55	17	54	11	9	77	18	25	70
	7%	-	-	-	-	8%	6%	7%	6%	8%	6%	7%	7%	7%	8%	6%	9%	6%	8%	7%	6%	9%	5%	9%	6%	6%	7%	7%	8%	7%
																						t		v						
Don't know	21	-	-	-	-	12	9	6	15	12	4	11	3	14	4	14	6	*	7	12	14	7	6	11	-	*	18	2	6	13
	2%	-	-	-	-	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	-	*	2%	1%	2%	1%
									g																					
NET: Considered	398	-	-	-	-	277	121	244	154	217	148	220	132	267	93	270	122	6	87	311	165	232	72	190	64	47	327	71	99	295
	30%	-	-	-	-	31%	26%	30%	30%	34%	25%	32%	28%	29%	28%	28%	35%	30%	29%	30%	23%	37%	23%	32%	31%	33%	30%	28%	30%	29%
	jlv					f				j		i					Zo					Zt		v		v				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 51

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Reform UK

Base: All respondents who voted

	Age									Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1478	373	487	618	141	232	242	245	243	375	714	756	68	237	300	71	247	318	1276	195	390	456	299	333	846	632	1207	135	83	53	57	147	121	126	99	126	197	193	141	714	89	149	70	370
Weighted base	1238	382	340	516	156	226	169	172	187	329	627	605	83*	176	256	70*	163	260	1084	170	337	380	269	252	717	521	1001	126	66*	45*	47*	124	89*	105*	81*	101	169	167	118	645	68*	97	51*	323
Did not consider at all	931	286	263	383	109	177	128	134	143	240	452	472	53	131	189	54	130	194	800	127	249	308	195	179	557	374	740	102	54	35	34	94	66	68	61	78	132	121	87	478	59	78	42	238
	75%	75%	77%	74%	70%	78%	76%	78%	76%	73%	72%	78%	63%	75%	74%	77%	80%	75%	75%	75%	74%	81%	73%	71%	78%	72%	74%	81%	82%	78%	73%	76%	75%	64%	76%	77%	78%	72%	73%	74%	87%	81%	83%	74%
	H										j						l					Zrtvwy			wy										H				ZNR		
Somewhat considered	192	55	54	83	27	28	25	28	21	62	103	89	16	26	43	11	27	40	168	24	54	45	44	48	100	92	169	13	7	3	6	19	14	30	13	15	24	30	18	103	6	11	6	54
	16%	14%	16%	16%	18%	12%	15%	17%	11%	19%	17%	15%	20%	15%	17%	16%	17%	15%	16%	14%	16%	12%	16%	19%	14%	18%	17%	10%	11%	7%	13%	15%	15%	28%	17%	15%	14%	18%	16%	16%	9%	11%	11%	17%
										h														ux		u								ZEFGJKLM							
Strongly considered	94	27	20	48	12	15	11	9	21	27	59	35	9	15	24	3	5	24	83	11	29	19	26	21	47	47	76	9	5	4	7	10	6	7	6	9	7	14	10	47	2	7	2	31
	8%	7%	6%	9%	8%	7%	6%	5%	11%	8%	9%	6%	11%	8%	9%	4%	3%	9%	8%	6%	9%	5%	10%	8%	7%	9%	8%	7%	8%	10%	14%	8%	6%	6%	8%	9%	4%	9%	9%	7%	3%	7%	4%	10%

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1476	1476	-	296	674	212	51	117	-	126	131	311	457	20	473	336	36	418	537	159	65	44	21	75	168	415	81	71	89	263	-	49	54	-	36	1055	380	728	130	345	275	858	620
Weighted base	1238	1238	-**	342	487	176	36*	98*	-**	98	104	284	369	20**	370	286	28**	417	396	116	52*	34*	20**	59*	143	298	58*	50*	63*	299	-**	41*	40*	-**	30**	888	324	609	110	283	236	719	519
Did not consider at all	931	931	-	191	406	136	33	86	-	79	60	213	286	20	295	-	21	248	354	101	47	27	2	50	101	265	36	40	53	170	-	25	39	-	26	690	223	494	85	199	153	579	352
	75%	75%	-	56%	84%	77%	92%	87%	-	81%	57%	75%	78%	98%	80%	-	76%	60%	89%	87%	90%	79%	10%	85%	71%	89%	63%	79%	85%	57%	-	61%	96%	-	87%	78%	69%	81%	77%	71%	65%	80%	68%
	cpqxjBEGLPR				Zc	c	Zca	Zca		c	o	jo	ju		ju			Zqx	Zqx	Zqx	q		qx	q	ZBC		B	B			Z			L			ZOPR	P			ZOPR	
Somewhat considered	192	192	-	96	53	26	2	7	-	8	28	41	54	*	49	192	4	108	28	15	4	4	3	3	27	23	17	8	4	78	-	11	1	-	2	136	53	81	18	50	43	99	94
	16%	16%	-	28%	11%	15%	5%	7%	-	8%	27%	14%	15%	2%	13%	67%	16%	26%	7%	12%	8%	13%	16%	5%	19%	8%	30%	16%	6%	26%	-	26%	3%	-	7%	15%	16%	13%	16%	18%	18%	14%	18%
	dgrwADH			Zdafgi							Zkln					Zjkln		Zrstw							rw		ZAD	A			Z								MQ
Strongly considered	94	94	-	55	17	12	-	2	-	8	10	27	22	-	21	94	2	59	11	1	1	1	12	3	6	8	2	2	4	51	-	5	*	-	2	47	44	26	7	25	37	32	62
	8%	8%	-	16%	3%	7%	-	2%	-	8%	10%	10%	6%	-	6%	33%	8%	14%	3%	*	3%	4%	59%	6%	4%	3%	4%	3%	7%	17%	-	13%	1%	-	6%	5%	14%	4%	6%	9%	16%	4%	12%
	dnsAKMQ			Zdafgi		d										Zjkln		Zrstx						s	s					Z								ZMQ
Don't know	20	20	-	1	10	2	1	3	-	3	7	3	7	-	5	-	-	2	3	-	-	1	3	3	9	2	2	1	1	-	-	-	-	-	-	15	4	9	1	7	3	10	11
	2%	2%	-	*	2%	1%	3%	3%	-	3%	6%	1%	2%	-	1%	-	-	*	1%	-	-	4%	16%	4%	6%	1%	3%	1%	2%	-	-	-	-	-	-	2%	1%	1%	1%	3%	1%	1%	2%
	dE				c	c	c	c		c	Zkln		n		qx		qrs	Zqrs																				
NET: Considered	286	286	-	151	70	38	2	9	-	16	38	68	76	*	70	286	7	167	39	15	5	6	15	6	33	31	20	10	8	129	-	16	2	-	4	183	97	107	24	76	80	131	156
	23%	23%	-	44%	14%	22%	5%	10%	-	16%	36%	24%	21%	2%	19%	100%	24%	40%	10%	13%	10%	17%	75%	10%	23%	10%	34%	19%	13%	43%	-	39%	4%	-	13%	21%	30%	17%	22%	27%	34%	18%	30%
	dfgrstwADHM			Zdafgi		dfg					Zkln					Zjkln		Zrstuwx							rsw		AD				Z		Z						ZMQ
	Q																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 52
Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Reform UK
Base: All respondents who voted

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1476	1476	-	296	674	212	51	117	-	126	131	311	457	20	473	336	36	418	537	159	65	44	21	75	168	415	81	71	89	263	-	49	54	-	36	1055	380	728	130	345	275	858	620
Weighted base	1238	1238	-**	342	487	176	36*	98*	-**	98	104	284	369	20**	370	286	28**	417	396	116	52*	34*	20**	59*	143	298	58*	50*	63*	299	-**	41*	40*	-**	30**	888	324	609	110	283	236	719	519
Did not consider at all	931	931	-	191	406	136	33	86	-	79	60	213	286	20	295	-	21	248	354	101	47	27	2	50	101	265	36	40	53	170	-	25	39	-	26	690	223	494	85	199	153	579	352
	75%	75%	-	56%	84%	77%	92%	87%	-	81%	57%	75%	78%	98%	80%	-	76%	60%	89%	87%	90%	79%	10%	85%	71%	89%	63%	79%	85%	57%	-	61%	96%	-	87%	78%	69%	81%	77%	71%	65%	80%	68%
	cpqxjBEGLPR				Zc	c	Zca	Zca		c	o	jo	ju		ju			Zqx	Zqx	Zqx	q		qx	q	ZBC		B	B			Z			L			ZOPR	P			ZOPR	
Somewhat considered	192	192	-	96	53	26	2	7	-	8	28	41	54	*	49	192	4	108	28	15	4	4	3	3	27	23	17	8	4	78	-	11	1	-	2	136	53	81	18	50	43	99	94
	16%	16%	-	28%	11%	15%	5%	7%	-	8%	27%	14%	15%	2%	13%	67%	16%	26%	7%	12%	8%	13%	16%	5%	19%	8%	30%	16%	6%	26%	-	26%	3%	-	7%	15%	16%	13%	16%	18%	18%	14%	18%
	dgrwADH			Zdafgi							Zkln					Zjkln		Zrstw							rw		ZAD	A			Z								MQ
Strongly considered	94	94	-	55	17	12	-	2	-	8	10	27	22	-	21	94	2	59	11	1	1	1	12	3	6	8	2	2	4	51	-	5	*	-	2	47	44	26	7	25	37	32	62
	8%	8%	-	16%	3%	7%	-	2%	-	8%	10%	10%	6%	-	6%	33%	8%	14%	3%	*	3%	4%	59%	6%	4%	3%	4%	3%	7%	17%	-	13%	1%	-	6%	5%	14%	4%	6%	9%	16%	4%	12%
	dnsAKMQ			Zdafgi		d										Zjkln		Zrstx						s	s					Z								ZMQ
Don't know	20	20	-	1	10	2	1	3	-	3	7	3	7	-	5	-	-	2	3	-	-	1	3	3	9	2	2	1	1	-	-	-	-	-	-	15	4	9	1	7	3	10	11
	2%	2%	-	*	2%	1%	3%	3%	-	3%	6%	1%	2%	-	1%	-	-	*	1%	-	-	4%	16%	4%	6%	1%	3%	1%	2%	-	-	-	-	-	-	2%	1%	1%	1%	3%	1%	1%	2%
	dE				c	c	c	c		c	Zkln		n		qx		qrs	Zqrs																				
NET: Considered	286	286	-	151	70	38	2	9	-	16	38	68	76	*	70	286	7	167	39	15	5	6	15	6	33	31	20	10	8	129	-	16	2	-	4	183	97	107	24	76	80	131	156
	23%	23%	-	44%	14%	22%	5%	10%	-	16%	36%	24%	21%	2%	19%	100%	24%	40%	10%	13%	10%	17%	75%	10%	23%	10%	34%	19%	13%	43%	-	39%	4%	-	13%	21%	30%	17%	22%	27%	34%	18%	30%
	dfgrstwADHM			Zdafgi		dfg					Zkln					Zjkln		Zrstuwx							rsw		AD				Z		Z						ZMQ
	Q																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 53
Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Reform UK
Base: All respondents who voted

	Total (Z)	Lack of time/ absence e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergrad degree (t)	At least undergrad degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£48,001 to £62,000 (x)	£62,001 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Nondisabled (D)
Unweighted base	1476	-	-	-	-	975	500	904	567	769	589	799	506	977	373	917	523	38	326	1149	739	739	384	654	198	135	1205	273	426	1038
Weighted base	1238	-**	-**	-**	-**	817	419	754	477	621	519	662	435	842	291	885	322	21*	279	955	605	633	285	528	192	134	1014	223	306	918
Did not consider at all	931	-	-	-	-	614	315	580	347	496	353	524	300	646	202	663	249	18	192	736	433	498	213	411	128	105	760	171	245	678
	75%	-	-	-	-	75%	75%	77%	73%	80%	68%	79%	69%	77%	69%	74%	77%	89%	69%	77%	71%	79%	75%	78%	67%	78%	75%	77%	80%	74%
	jlmrx									Zj		I		n			r	o		t				x		x		D	
Somewhat considered	192	-	-	-	-	127	65	107	83	86	93	99	71	133	47	143	48	1	55	137	118	74	42	72	43	15	158	34	38	150
	16%	-	-	-	-	16%	16%	14%	17%	14%	18%	15%	16%	16%	16%	16%	15%	5%	20%	14%	19%	12%	15%	14%	23%	11%	16%	15%	12%	16%
	u																		s		Zu				Zvwy				
Strongly considered	94	-	-	-	-	66	28	64	30	27	65	31	57	53	35	74	19	1	24	70	47	47	27	37	13	12	76	18	21	73
	8%	-	-	-	-	8%	7%	8%	6%	4%	13%	5%	13%	6%	12%	8%	6%	6%	9%	7%	8%	7%	10%	7%	7%	9%	8%	8%	7%	8%
	ik										Zi		Zk		Zm															
Don't know	20	-	-	-	-	10	10	3	17	12	7	8	7	10	7	15	6	-	8	12	8	12	3	7	8	2	20	1	1	17
	2%	-	-	-	-	1%	2%	*	3%	2%	1%	1%	2%	1%	2%	2%	2%	-	3%	1%	1%	2%	1%	1%	4%	2%	2%	*	*	2%
	9								Zg																Zvw					
NET: Considered	286	-	-	-	-	193	93	171	114	113	158	130	128	186	82	217	67	2	79	208	164	122	70	109	56	27	235	52	59	223
	23%	-	-	-	-	24%	22%	23%	24%	18%	31%	20%	29%	22%	26%	24%	21%	11%	28%	22%	27%	19%	24%	21%	29%	20%	23%	23%	19%	24%
	l										Zi		Zk		m				s		u				w					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 54
Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - SNP
Base: All respondents who voted

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	16-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	South East (L)	South West (M)	Employed (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	96	15	32	49	7	8	15	17	23	26	48	47	3	17	24	4	15	25	89	7	19	30	19	28	49	47	-	96	-	-	-	-	-	-	-	49	1	9	2	31
Weighted base	101*	20**	28**	53*	10**	10**	13**	15**	25**	28**	51*	48*	5**	15**	26**	5**	13**	26**	93*	7**	19**	31**	23**	28**	50*	51*	-**	101*	-**	-**	-**	-**	-**	-**	-**	52*	**	9**	2**	34**
Did not consider at all	79	13	20	46	5	8	7	13	23	23	40	40	1	12	23	4	9	23	76	3	15	23	21	21	38	41	-	79	-	-	-	-	-	-	-	39	*	6	1	30
	79%	63%	73%	88%	50%	76%	52%	91%	91%	89%	78%	82%	24%	80%	86%	73%	68%	90%	81%	48%	79%	76%	90%	73%	77%	81%	-	79%	-	-	-	-	-	-	-	75%	100%	68%	32%	89%
Somewhat considered	16	5	7	5	4	1	5	1	2	3	9	6	4	3	3	-	4	3	14	2	2	6	1	7	9	8	-	16	-	-	-	-	-	-	-	10	-	3	-	3
	16%	23%	23%	10%	36%	11%	40%	9%	7%	12%	18%	13%	76%	20%	10%	-	27%	10%	15%	33%	13%	20%	5%	24%	17%	15%	-	16%	-	-	-	-	-	-	-	20%	-	30%	-	8%
Strongly considered	5	3	1	1	1	1	1	-	*	1	2	2	-	-	1	1	1	-	4	1	2	1	1	1	3	2	-	5	-	-	-	-	-	-	-	2	-	*	1	1
	5%	14%	4%	2%	14%	13%	8%	-	2%	3%	5%	5%	-	-	4%	27%	8%	-	4%	19%	8%	5%	5%	3%	6%	4%	-	5%	-	-	-	-	-	-	-	5%	-	4%	68%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Considered	21	7	8	6	5	3	6	1	2	4	11	9	4	3	4	1	5	3	17	4	4	8	2	8	11	10	-	21	-	-	-	-	-	-	-	13	-	3	1	4
	21%	37%	27%	12%	50%	24%	48%	9%	9%	15%	22%	18%	76%	20%	14%	27%	39%	10%	19%	52%	21%	24%	10%	27%	23%	19%	-	21%	-	-	-	-	-	-	-	25%	-	34%	68%	11%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 55
Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - SNP
Base: All respondents who voted

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	96	96	-	15	47	15	-	2	12	5	13	21	24	22	15	19	-	29	20	7	24	1	1	2	12	19	10	4	12	12	5	2	-	1	-	62	31	34	8	29	25	42	54
Weighted base	101*	101*	-**	23**	45*	14**	-**	3**	11**	5**	12**	21**	23**	21**	12**	21**	-**	36**	21**	6**	23**	1**	1**	2**	11**	19**	10**	4**	10**	18**	6**	2**	-**	2**	-**	63*	34**	38**	8**	30**	25**	46*	55*
Did not consider at all	79	79	-	21	36	12	-	-	10	*	11	17	17	-	7	20	-	34	19	6	8	-	1	2	9	17	9	4	5	18	6	2	-	2	-	52	26	34	7	22	17	41	38

| | | |

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 60

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - DUP

Base: All respondents who voted

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	42	1	16	25	-	1	8	8	13	12	18	24	-	5	13	-	11	12	41	1	16	10	9	7	26	16	-	42	-	-	-	-	-	-	-	-	24	2	4	-	11
Weighted base	37*	2**	14**	21**	-**	2**	6*	8**	11**	10**	17**	20**	-**	6**	11**	-**	9**	10**	37*	***	13**	10**	10**	3**	24**	13**	-**	37*	-**	-**	-**	-**	-**	-**	-**	-**	24**	2**	2**	-**	9**
Did not consider at all	28	-	10	18	-	-	3	7	9	8	12	16	-	2	10	-	8	7	27	*	11	8	7	2	19	9	-	28	-	-	-	-	-	-	-	-	18	-	2	-	7
	75%	-	71%	83%	-	-	57%	81%	81%	84%	70%	78%	-	34%	89%	-	95%	76%	74%	100%	82%	76%	73%	44%	80%	65%	-	75%	-	-	-	-	-	-	-	-	77%	-	69%	-	82%
Somewhat considered	2	-	2	1	-	-	-	2	1	-	1	1	-	1	-	-	*	1	2	-	-	1	1	*	1	2	-	2	-	-	-	-	-	-	-	*	2	-	-	-
	6%	-	11%	3%	-	-	-	19%	5%	-	7%	5%	-	20%	-	-	5%	6%	6%	-	-	5%	12%	13%	2%	12%	-	6%	-	-	-	-	-	-	-	-	2%	100%	-	-	-
Strongly considered	5	2	-	3	-	2	-	-	2	2	1	3	-	-	1	-	-	2	5	-	2	-	2	1	2	2	-	5	-	-	-	-	-	-	-	-	3	-	-	-	2
	13%	100%	-	15%	-	100%	-	-	14%	16%	8%	17%	-	-	11%	-	-	19%	13%	-	18%	-	16%	23%	10%	18%	-	13%	-	-	-	-	-	-	-	-	13%	-	-	-	18%
Don't know	3	-	3	-	-	-	3	-	-	-	3	-	-	3	-	-	-	-	3	-	-	2	-	1	2	1	-	3	-	-	-	-	-	-	-	-	2	-	1	-	-
	7%	-	18%	-	-	-	43%	-	-	-	15%	-	-	46%	-	-	-	-	7%	-	-	18%	-	20%	8%	5%	-	7%	-	-	-	-	-	-	-	-	8%	-	31%	-	-
NET: Considered	7	2	2	4	-	2	-	2	2	2	2	4	-	1	1	-	-	2	7	-	2	1	3	1	3	4	-	7	-	-	-	-	-	-	-	-	4	2	-	-	2
	18%	100%	11%	17%	-	100%	-	19%	19%	16%	14%	22%	-	20%	11%	-	5%	24%	19%	-	18%	5%	27%	36%	12%	30%	-	18%	-	-	-	-	-	-	-	-	15%	100%	-	-	18%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 61

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - DUP

Base: All respondents who voted

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	42	42	-	-	-	-	-	-	1	41	2	-	-	-	10	8	14	-	-	1	-	37	4	-	-	-	-	-	-	-	-	-	-	-	36	6	23	3	9	7	26	16
Weighted base	37*	37*	-**	-**	-**	-**	-**	-**	1**	37*	2**	-**	-**	-**	8**	5**	11**	-**	-**	-**	-**	2**	-**	32**	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	32**	5**	20**	2**	8**	7**	22**	16**
Did not consider at all	28	28	-	-	-	-	-	-	1	27	1	-	-	-	5	3	4	-	-	-	-	-	-	24	3	-	-	-	-	-	-	-	-	-	-	25	3	17	2	4	6	19	9
	75%	75%	-	-	-	-	-	-	100%	74%	38%	-	-	-	70%	66%	38%	-	-	-	-	-	-	75%	100%	-	-	-	-	-	-	-	-	-	-	78%	58%	85%	100%	42%	78%	86%	58%
Somewhat considered	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	1	-	2	-	1	2
	6%	6%	-	-	-	-	-	-	-	6%	-	-	-	-	9%	19%	-	-	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	7%	-	3%	-	19%	-	3%	10%
Strongly considered	5	5	-	-	-	-	-	-	-	5	1	-	-	-	2	1	5	-	-	-	2	-	3	-	-	-	-	-	-	-	-	-	-	-	3	2	2	-	1	2	2	2
	13%	13%	-	-	-	-	-	-	-	13%	62%	-	-	-	21%	28%	42%	-	-	-	100%	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	10%	31%	12%	-	9%	22%	11%	15%
Don't know	3	3	-	-	-	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	3	-	-	3
	7%	7%	-	-	-	-	-	-	-	7%	-	-	-	-	9%	-	-	-	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	6%	14%	-	-	31%	-	-	17%
NET: Considered	7	7	-	-	-	-	-	-	-	7	1	-	-	-	2	2	7	-	-	-	2	-	5	-	-	-	-	-	-	-	-	-	-	-	5	2	3	-	2	2	3	4
	18%	18%	-	-	-	-	-	-	-	19%	62%	-	-	-	21%	34%	62%	-	-	-	100%	-	16%	-	-	-	-	-	-	-	-	-	-	-	-	17%	31%	15%	-	28%	22%	14%	25%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 62

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - DUP

Base: All respondents who voted

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least undergrad degree (u)	Household income: Up to £21,00 0 (v)	£21,00 1 to £45,00 0 (w)	£45,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	42	-	-	-	-	21	21	26	16	24	16	26	13	30	7	35	7	-	13	29	16	26	8	18	8	7	32	10	20	22
Weighted base	37*	-**	-**	-**	-**	17**	20**	23**	15*	24**	12**	26**	9**	28**	5**	35**	3**	-**	14**	23**	14**	22**	7**	14**	8**	7**	29**	8**	16**	22**
Did not consider at all	28	-	-	-	-	13	15	17	10	18	9	20	7	20	3	26	2	-	11	17	8	20	5	12	6	5	24	4	12	15
	75%	-	-	-	-	75%	74%	77%	71%	74%	73%	76%	81%	73%	58%	74%	79%	-	75%	75%	57%	85%	74%	83%	73%	69%	81%	50%	79%	72%
Somewhat considered	2	-	-	-	-	1	1	2	*	1	1	1	*	2	-	2	-	-	1	1	2	1	*	-	1	1	2	1	1	2
	6%	-	-	-	-	7%	5%	8%	3%	5%	8%	5%	5%	8%	-	6%	-	-	8%	4%	12%	2%	6%	-	14%	8%	5%	7%	3%	7%
Strongly considered	5	-	-	-	-	1	4	2	3	2	2	2	1	3	1	4	1	-	1	4	2	2	1	1	1	2	2	3	2	3
	13%	-	-	-	-	3%	21%	7%	22%	10%	19%	9%	14%	12%	27%	12%	21%	-	4%	18%	17%	10%	10%	4%	13%	23%	7%	34%	13%	12%
Don't know	3	-	-	-	-	3	-	2	1	3	-	3	-	2	1	3	-	-	2	1	2	1	1	2	-	-	2	1	1	2
	7%	-	-	-	-	15%	-	8%	5%	11%	-	10%	-	7%	15%	8%	-	-	13%	3%	14%	3%	10%	14%	-	-	6%	9%	4%	9%
NET: Considered	7	-	-	-	-	2	5	3	4	4	3	4	2	6	1	6	1	-	2	5	4	3	1	1	2	2	4	3	3	4
	18%	-	-	-	-	10%	26%	15%	25%	15%	27%	14%	19%	20%	27%	18%	21%	-	12%	22%	29%	12%	16%	4%	27%	31%	13%	41%	17%	20%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 63

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Sinn Féin

Base: All respondents who voted

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	46	4	16	26	1	3	8	8	15	13	24	24	-	7	15	1	9	13	46	2	21	9	10	8	30	18	-	46	-	-	-	-	-	-	-	-	25	3	5	1	12
Weighted base	36*	5**	10**	21**	1**	3**	5*	6**	11**	10**	19**	16**	-**	6**	11**	1**	4**	9**	35*	1**	16**	8**	8**	4**	24**	12**	-**	36*	-**	-**	-**	-**	-**	-**	-**	-**	20**	2**	3**	1**	8**
Did not consider at all	29	2	8	18	1	1	5	3	9	10	16	13	-	5	10	1	3	9	28	*	11	7	7	3	18	11	-	29	-	-	-	-	-	-	-	-	14	2	2	1	8
	81%	53%	77%	88%	100%	39%	95%	61%	78%	100%	82%	79%	-	83%	84%	100%	68%	94%	82%	46%	69%	93%	88%	86%	77%	87%	-	81%	-	-	-	-	-	-	-	-	69%	77%	89%	100%	100%
Somewhat considered	4	2	1	1	-	2	-	1	-	-	1	3	-	-	1	-	1	1	4	1	3	1	-	1	4	1	-	4	-	-	-	-	-	-	-	-	3	1	-	-	-
	12%	47%	5%	7%	-	61%	5%	5%	13%	-	8%	18%	-	-	8%	-	12%	6%	10%	54%	19%	7%	-	14%	15%	4%	-	12%	-	-	-	-	-	-	-	-	17%	23%	11%	-	-
Strongly considered	3	-	2	1	-	-	-	2	1	-	2	1	-	1	1	-	1	1	3	-	2	-	1	-	2	1	-	3	-	-	-	-	-	-	-	-	3	-	-	-	-
	8%	-	18%	4%	-	-	-	34%	8%	-	10%	5%	-	17%	8%	-	20%	-	8%	-	11%	-	12%	-	8%	8%	-	8%	-	-	-	-	-	-	-	-	14%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Considered	7	2	2	2	-	2	-	2	2	-	3	4	-	1	2	-	1	1	5	1	1	1	1	1	5	2	-	7	-	-	-	-	-	-	-	-	6	1	-	-	-
	19%	47%	23%	12%	-	61%	5%	39%	22%	-	18%	21%	-	17%	16%	-	32%	6%	18%	54%	31%	7%	12%	14%	23%	13%	-	19%	-	-	-	-	-	-	-	-	31%	23%	11%	-	-

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 64

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Sinn Féin

Base: All respondents who voted

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	48	48	-	-	-	-	-	-	1	47	5	-	-	-	11	12	15	-	-	-	1	-	42	5	-	-	-	-	-	-	-	-	-	-	40	8	27	3	10	8	30	18
Weighted base	36*	36*	-**	-**	-**	-**	-**	-**	1**	35*	4**	-**	-**	-**	8**	7**	12**	-**	-**	-**	2**	-**	32*	5*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	29*	7**	20**	2**	8**	6**	21**	14**
Did not consider at all	29	29	-	-	-	-	-	-	1	28	3	-	-	-	5	6	5	-	-	-	-	-	24	5	-	-	-	-	-	-	-	-	-	-	-	25	4	17	1	7	4	18	11
	81%	81%	-	-	-	-	-	-	100%	80%	86%	-	-	-	60%	84%	41%	-	-	-	-	-	82%	100%	-	-	-	-	-	-	-	-	-	-	-	86%	59%	85%	84%	88%	58%	85%	74%

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	46	-	-	-	-	26	20	29	16	23	21	26	19	33	9	40	8	-	11	37	16	32	8	18	9	10	34	14	22	26
Weighted base	36*	-**	-**	-**	-**	18**	17**	22**	14**	19**	14**	21**	12**	25**	6**	33*	3**	-**	7**	29*	11**	24**	5**	12**	7**	9**	25*	11**	15**	20**
Did not consider at all	29	-	-	-	-	15	14	17	12	14	12	16	11	19	6	27	2	-	5	23	10	19	4	11	6	5	21	8	13	16
	81%	-	-	-	-	84%	78%	78%	85%	77%	82%	76%	89%	76%	100%	82%	66%	-	75%	82%	89%	77%	94%	90%	80%	58%	85%	70%	82%	79%
Somewhat considered	4	-	-	-	-	1	3	2	2	3	1	3	1	4	-	3	1	-	1	3	*	4	*	1	1	2	2	2	1	3
	12%	-	-	-	-	6%	18%	9%	15%	18%	6%	14%	4%	16%	-	9%	34%	-	11%	12%	3%	16%	6%	10%	8%	23%	7%	22%	6%	16%
Strongly considered	3	-	-	-	-	2	1	3	-	1	2	2	1	2	-	3	-	-	1	2	1	2	-	-	1	2	2	1	2	1
	8%	-	-	-	-	11%	5%	13%	-	5%	13%	9%	7%	8%	-	9%	-	-	14%	6%	9%	7%	-	-	12%	21%	7%	9%	12%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Considered	7	-	-	-	-	3	4	5	2	4	3	5	1	6	-	6	1	-	2	5	1	6	*	1	1	4	4	3	3	4
	19%	-	-	-	-	16%	22%	22%	15%	23%	18%	24%	11%	24%	-	18%	34%	-	25%	18%	11%	23%	6%	10%	20%	44%	15%	30%	18%	21%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j - Z/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 65

Q4. You said you voted for party at Q3. To what extent, if at all, did you consider voting for each of the following? - Sinn Féin
Base: All respondents who voted

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	46	-	-	-	-	26	20	29	16	23	21	26	19	33	9	40	8	-	11	37	16	32	8	18	9	10	34	14	22	26
Weighted base	36*	-**	-**	-**	-**	18**	17**	22**	14**	19**	14**	21**	12**	25**	6**	33*	3**	-**	7**	29*	11**	24**	5**	12**	7**	9**	25*	11**	15**	20**
Did not consider at all	29	-	-	-	-	15	14	17	12	14	12	16	11	19	6	27	2	-	5	23	10	19	4	11	6	5	21	8	13	16
	81%	-	-	-	-	84%	78%	78%	85%	77%	82%	76%	89%	76%	100%	82%	66%	-	75%	82%	89%	77%	94%	90%	80%	58%	85%	70%	82%	79%
Somewhat considered	4	-	-	-	-	1	3	2	2	3	1	3	1	4	-	3	1	-	1	3	*	4	*	1	1	2	2	2	1	3
	12%	-	-	-	-	6%	18%	9%	15%	18%	6%	14%	4%	16%	-	9%	34%	-	11%	12%	3%	16%	6%	10%	8%	23%	7%	22%	6%	16%
Strongly considered	3	-	-	-	-	2	1	3	-	1	2	2	1	2	-	3	-	-	1	2	1	2	-	-	1	2	2	1	2	1
	8%	-	-	-	-	11%	5%	13%	-	5%	13%	9%	7%	8%	-	9%	-	-	14%	6%	9%	7%	-	-	12%	21%	7%	9%	12%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Considered	7	-	-	-	-	3	4	5	2	4	3	5	1	6	-	6	1	-	2	5	1	6	*	1	1	4	4	3	3	4
	19%	-	-	-	-	16%	22%	22%	15%	23%	18%	24%	11%	24%	-	18%	34%	-	25%	18%	11%	23%	6%	10%	20%	44%	15%	30%	18%	21%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 66

Q5. Which of the following best describes why you voted the way you did in Thursday's general election?
Base: All respondents who voted

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	1800	427	593	780	166	261	280	313	303	477	898	894	84	297	393	80	293	387	1566	221	445	544	381	430	989	811	1499	150	96	55	78	184	147	152	126	162	234	244	172	860	108	177	78	472
Weighted base	1488	440	418	630	182	257	196	222	226	404	774	708	101*	223	324	80*	194	307	1283	197	378	447	341	321	826	663	1226	140	75*	47*	62*	159	107	124	103	128	197	207	139	773	83*	112	57*	396
I voted for the party I most wanted to win	1090	300	313	477	124	175	141	172	166	311	594	493	75	175	248	48	138	229	956	128	276	311	260	243	588	502	896	98	55	41	50	129	81	98	77	87	133	142	100	556	63	80	31	308
	73%	68%	75%	76%	68%	68%	72%	77%	73%	77%	77%	70%	74%	79%	77%	61%	71%	75%	75%	65%	73%	70%	76%	75%	71%	76%	73%	70%	73%	86%	80%	81%	76%	79%	74%	68%	67%	69%	72%	72%	76%	71%	54%	78%
	osQ		a	a			e			de	k			o	o			o	su					s	s	sux				B		ZJKL		JK					Q	Q	Q		NQ
I voted tactically to stop a party I dislike from winning	366	129	94	143	53	76	50	45	58	85	168	195	25	42	72	27	51	71	304	58	92	126	77	71	218	148	304	37	18	7	12	27	23	22	25	40	58	60	37	204	16	28	23	81
	25%	29%	23%	23%	29%	29%	25%	20%	26%	21%	22%	28%	25%	19%	22%	34%	26%	23%	24%	30%	24%	28%	22%	22%	26%	22%	25%	26%	24%	14%	20%	17%	22%	18%	24%	31%	29%	29%	27%	26%	20%	25%	40%	20%
	F	bc			g	gi						j				m				y																FH	FH	FH		R			ZNOPR	
Don't know	33	11	11	10	5	6	6	6	3	7	12	19	*	6	4	4	5	6	22	10	10	10	5	8	20	13	25	5	2	-	-	2	2	4	2	2	7	5	2	13	3	5	3	7
	2%	3%	3%	2%	3%	2%	3%	3%	1%	2%	2%	3%	*	3%	1%	6%	3%	2%	2%	5%	3%	2%	1%	2%	2%	2%	2%	4%	3%	-	-	1%	2%	3%	2%	1%	3%	2%	1%	2%	4%	4%	6%	2%
																n				Zrosy																	ZNR				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 67

Q5. Which of the following best describes why you voted the way you did in Thursday's general election?
Base: All respondents who voted

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab votes (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	1800	1800	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	597	595	156	68	47	59	80	238	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	1488	1488	-**	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	548	412	123	53*	36*	47*	63*	204	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
I voted for the party I most wanted to win	1090	1090	-	281	338	104	33	85	170	67	130	211	270	11	237	183	20	423	302	75	43	19	33	55	139	223	40	32	33	238	104	25	37	11	12	1090	-	579	104	248	159	683	407
	73%	73%	-	76%	70%	59%	91%	86%	82%	69%	69%	64%	65%	50%	60%	64%	71%	77%	73%	61%	80%	51%	71%	86%	68%	75%	69%	63%	51%	80%	83%	60%	93%	76%	38%	100%	-	86%	72%	66%	54%	84%	61%
	ekInosuDLOP			de	e		Zcdei	Zcdei	Zdei		n					sux			su		su			Znsux	u	D	D			ZG	ZG		Z			ZL		ZNOPR	PR	P		ZNOPR	
	R																																										
I voted tactically to stop a party I dislike from winning	366	366	-	74	142	70	2	10	33	26	50	108	136	8	154	97	8	113	102	47	10	18	13	7	55	73	16	18	31	56	19	15	1	3	18	-	366	88	39	122	117	127	239
	25%	25%	-	21%	29%	40%	7%	10%	16%	27%	27%	33%	33%	38%	39%	34%	29%	21%	25%	39%	18%	47%	29%	12%	27%	24%	28%	36%	49%	19%	15%	38%	1%	20%	61%	-	100%	13%	27%	32%	40%	16%	36%
	tghuEFHKMQ			fg	Zcfgh	Zcdfghi				fgh		Z	Z		Zj	Z		w	Zqtwx			Zqtwx	w		w				ZAB			EF			ZK		MQ	ZMQ	ZMNOQ		ZMQ
Don't know	33	33	-	8	6	2	1	4	4	5	8	12	6	3	7	6	-	12	8	-	1	1	-	1	10	2	2	1	-	5	3	1	2	1	*	-	-	4	2	7	20	6	27
	2%	2%	-	2%	1%	1%	2%	4%	2%	5%	4%	4%	1%	12%	2%	2%	-	2%	2%	-	2%	2%	-	2%	5%	1%	3%	1%	-	2%	2%	2%	6%	4%	1%	-	-	1%	1%	2%	7%	1%	4%
	KLMQ							d		d	i														Zx															ZMNOQ		ZMQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 68

Q5. Which of the following best describes why you voted the way you did in Thursday's general election?
Base: All respondents who voted

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	1800	-	-	-	-	1164	630	1089	700	846	805	898	688	1164	480	1120	636	44	395	1397	956	844	475	802	233	155	1456	344	515	1263
Weighted base	1488	-**	-**	-**	-**	963	519	894	585	687	681	746	572	994	370	1072	392	24*	333	1147	770	719	347	639	222	154	1214	275	361	1106
I voted for the party I most wanted to win	1090	-	-	-	-	712	373	669	413	529	482	580	395	734	269	785	285	20	246	836	585	505	253	474	166	111	891	199	263	815
	73%	-	-	-	-	74%	72%	75%	71%	77%	71%	78%	69%	74%	73%	73%	73%	84%	74%	73%	76%	70%	73%	74%	75%	72%	73%	72%	73%	74%
										j		Zi									u									
I voted tactically to stop a party I dislike from winning	366	-	-	-	-	238	128	215	150	150	178	158	160	241	92	268	94	4	82	283	167	199	84	156	53	41	293	73	90	267
	25%	-	-	-	-	25%	25%	24%	26%	22%	26%	21%	28%	24%	25%	25%	24%	16%	25%	25%	22%	28%	24%	24%	24%	26%	24%	26%	25%	24%
													k									t								
Don't know	33	-	-	-	-	13	19	11	22	7	21	8	17	19	10	19	14	-	5	28	18	14	10	9	3	2	29	3	8	24
	2%	-	-	-	-	1%	4%	1%	4%	1%	3%	1%	3%	2%	3%	2%	4%	-	2%	2%	2%	2%	3%	1%	1%	1%	2%	1%	2%	2%
							e		g		i		k				o													

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 69

Q6. When did you finally decide how you were going to vote?

Base: All respondents who voted

	Age									Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	16-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1800	427	593	780	166	261	280	313	303	477	898	894	84	297	393	80	293	387	1566	221	445	544	381	430	989	811	1459	150	96	55	78	194	147	152	126	162	234	244	172	860	108	177	78	472
Weighted base	1488	440	418	630	182	257	196	222	226	404	774	708	101*	223	324	80*	194	307	1283	197	378	447	341	321	826	663	1226	140	75*	47*	62*	159	107	124	103	128	197	207	139	773	83*	112	57*	396
I always knew I would vote this way	577	170	141	266	61	109	65	76	89	177	296	278	33	76	129	27	64	138	494	82	153	158	132	134	312	265	462	57	31	26	31	63	41	55	34	46	73	76	43	288	25	38	22	173
	39%	39%	34%	42%	34%	42%	33%	34%	39%	44%	38%	39%	33%	34%	40%	34%	33%	45%	39%	41%	41%	35%	39%	42%	38%	40%	38%	41%	41%	55%	50%	40%	39%	44%	33%	36%	37%	37%	31%	37%	30%	34%	38%	44%
	b			b		f				dfg								Zimp											ZA	IM				M							NOP
More than a year ago	94	32	28	35	12	20	17	10	16	19	63	31	9	19	23	4	8	12	86	8	28	27	26	13	55	39	82	3	7	1	5	8	5	8	11	6	20	13	5	57	4	8	4	20
	6%	7%	7%	6%	7%	8%	9%	5%	7%	5%	8%	4%	8%	9%	7%	5%	4%	4%	7%	4%	7%	6%	8%	4%	7%	6%	7%	2%	10%	3%	8%	5%	5%	6%	11%	5%	10%	6%	4%	7%	5%	7%	7%	5%
							i				k			q															B					M		ZM					
Less than a year ago but more than six months ago	75	30	20	25	13	17	10	10	6	19	43	30	9	12	15	4	8	9	58	16	13	25	15	22	38	37	67	5	3	*	2	11	5	10	6	3	10	8	13	40	6	4	4	18
	5%	7%	5%	4%	7%	6%	5%	5%	2%	5%	6%	4%	9%	5%	5%	5%	4%	3%	5%	8%	3%	6%	4%	7%	5%	6%	5%	3%	4%	1%	3%	7%	5%	8%	6%	2%	5%	4%	9%	5%	7%	3%	7%	5%
					h	h							q							rtx				t									J				ZJL				
Less than six months ago, but more than six weeks ago (before the election was called)	70	18	28	24	4	13	16	11	7	17	49	20	4	19	17	-	9	7	53	14	16	23	20	11	39	31	61	6	2	1	4	6	5	5	5	4	16	10	6	36	6	5	1	18
	5%	4%	7%	4%	2%	5%	8%	5%	3%	4%	6%	3%	4%	8%	5%	-	5%	2%	4%	7%	4%	5%	6%	3%	5%	5%	5%	5%	2%	2%	7%	4%	4%	4%	4%	4%	3%	8%	5%	4%	5%	7%	5%	2%	4%
	k		c				Zdhi				k			Zcq																												
In the last six weeks (since the start of the election campaign)	225	51	65	109	28	23	20	45	41	68	118	107	18	36	54	10	28	55	200	24	62	67	49	47	129	96	185	22	10	7	6	18	18	18	19	25	26	28	27	110	12	25	5	65
	15%	12%	15%	17%	15%	9%	10%	20%	18%	17%	15%	15%	18%	16%	17%	13%	15%	18%	16%	12%	16%	15%	14%	15%	16%	14%	15%	16%	13%	15%	10%	11%	17%	14%	18%	20%	13%	14%	19%	14%	15%	22%	8%	17%
	af			a				Zsf	af	af																											F				ZNQ		
In the last week or so	152	39	44	69	20	20	24	24	45	85	67	13	22	40	6	23	28	130	20	30	54	36	32	84	68	125	18	7	3	3	11	7	9	12	17	19	27	19	77	7	13	7	42
	10%	9%	11%	11%	11%	8%	10%	11%	11%	11%	11%	9%	13%	10%	12%	7%	12%	9%	10%	10%	8%	12%	10%	10%	10%	10%	10%	13%	10%	5%	5%	7%	7%	8%	12%	13%	10%	13%	14%	10%	8%	11%	12%	11%
																																						F					
In the last few days	146	49	41	55	24	25	21	20	16	39	66	79	11	19	25	13	22	31	130	14	42	45	33	26	87	59	127	12	5	1	5	34	12	8	10	10	21	24	12	80	10	7	6	38
	10%	11%	10%	9%	13%	10%	11%	9%	7%	10%	9%	11%	11%	9%	8%	16%	11%	10%	10%	7%	11%	10%	10%	8%	11%	9%	10%	9%	7%	2%	8%	15%	11%	7%	9%	8%	11%	12%	9%	10%	12%	6%	11%	10%
																n																ZH										
I decided on polling day	150	51	52	47	19	31	28	25	27	19	53	95	3	20	20	16	32	27	131	18	34	48	30	37	82	68	117	16	9	7	6	18	14	12	7	16	12	20	13	85	12	14	8	21
	10%	12%	12%	7%	11%	12%	14%	11%	12%	5%	7%	13%	3%	9%	6%	20%	17%	9%	10%	9%	9%	11%	9%	12%	10%	10%	10%	11%	12%	16%	9%	11%	13%	10%	6%	12%	6%	10%	9%	11%	15%	12%	15%	5%
	cijnR	c	c		i	i	i	i	i			Zj				Zlmnq	Zlmnq																K							R	R	R	R	
NET: Before campaign	816	250	216	350	91	159	108	108	118	233	452	359	55	126	184	35	89	166	692	120	210	233	193	180	443	373	672	72	43	29	42	88	56	77	56	60	119	107	67	421	41	54	31	229
	55%	57%	52%	56%	50%	62%	55%	49%	52%	58%	58%	51%	55%	57%	57%	44%	46%	54%	54%	61%	56%	52%	57%	56%	54%	56%	55%	51%	57%	62%	67%	56%	53%	62%	54%	47%	60%	52%	48%	54%	50%	49%	54%	58%
	p					dgh				g	k			p	p			p		u														JM		JM						
NET: Since campaign	672	190	203	280	91	99	89	114	108	171	322	348	46	97	140	45	105	140	591	76	168	214	148	142	382	290	553	68	32	18	20	70	51	47	47	68	79	99	72	352	42	58	26	166
	45%	43%	48%	44%	50%	38%	45%	51%	48%	42%	42%	49%	45%	43%	43%	56%	54%	46%	46%	39%	44%	48%	43%	44%	46%	44%	45%	49%	43%	38%	33%	44%	47%	38%	46%	53%	40%	48%	52%	46%	50%	51%	46%	42%
	E					e		ei	e								Zlmnq						s												EHK		E	EHK			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 70

Q6. When did you finally decide how you were going to vote?

Base: All respondents who voted

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1800	-	-	296	674	212	51	117	283	128	243	371	510	22	509	306	38	597	585	156	68	47	59	80	238	415	81	71	49	263	173	46	54	17	36	1323	434	602	174	475	349	976	824
Weighted base	1488	1488	-**	342	487	178	36*	98*	207	98	188	332	412	21**	398	286	29*	548	412	123	53*	38*	47*	63*	204	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	398	671	144	377	295	816	672
I always knew I would vote this way	577	577	-	178	235	42	22	16	36	36	19	53	109	3	126	90	8	193	204	41	25	9	16	32	57	192	8	19	11	168	15	2	4	2	1	505	68	577	-	-	-	577	-
	39%	39%	-	52%	48%	24%	60%	16%	17%	36%	10%	16%	27%	13%	32%	31%	29%	35%	49%	34%	47%	22%	34%	50%	28%	64%	14%	38%	17%	56%	12%	5%	9%	11%	4%	46%	19%	86%	-	-	-	71%	-
	eghjklnouzB			Zeghi	Zeghi		Zeghi			egh			jk		jk	jk	j		Zqauvx		ux		qaux			ZBCD		BD		ZFG						ZL		ZNOPQR				ZNOPR	
	DFGHLNOPR																																										
More than a year ago	94	94	-	9	52	11	1	7	13	2	13	14	32	1	29	16	5	23	32	13	2	4	8	2	10	27	6	4	11	8	7	-	2	1	1	74	20	94	-	-	-	94	-
	6%	6%	-	3%	11%	6%	2%	7%	6%	2%	7%	4%	8%	5%	7%	6%	17%	4%	8%	11%	4%	11%	17%	4%	5%	9%	11%	8%	18%	3%	6%	-	6%	5%	4%	7%	6%	14%	-	-	-	12%	-
	cENOPR				Zci	c		c	c								Zlo		q	q			Zlqtwx		ZA												ZNOPR				ZNOPR	
Less than a year ago but more than six months ago	75	75	-	11	19	16	-	10	13	5	17	22	25	-	23	16	2	29	18	8	1	7	2	1	8	6	6	2	3	8	7	4	4	-	3	47	28	-	75	-	-	75	-
	5%	5%	-	3%	4%	9%	-	11%	7%	5%	9%	7%	6%	-	6%	6%	7%	5%	4%	7%	2%	17%	4%	1%	4%	2%	11%	4%	5%	3%	6%	9%	11%	-	11%	4%	8%	-	52%	-	-	9%	-
	AMOPR					Zcdf		Zcdf			Z											Zqtwx					ZA						E				K		ZMOPQR			ZMOPR	
Less than six months ago, but more than six weeks ago (before the election was called)	70	70	-	8	15	8	2	11	18	4	18	19	22	1	23	8	*	28	18	8	2	2	2	2	8	6	4	2	3	8	11	3	8	-	1	57	11	-	70	-	-	70	-
	5%	5%	-	2%	3%	5%	6%	11%	9%	4%	10%	6%	5%	5%	6%	3%	1%	5%	4%	6%	4%	4%	5%	3%	4%	2%	7%	4%	4%	3%	9%	8%	20%	-	4%	5%	3%	-	48%	-	-	9%	-
	AMOPR							Zcd	Zcd		Zlo																A				ZE			Z					ZMOPQR			ZMOPR	
In the last six weeks (since the start of the election campaign)	225	225	-	44	58	25	6	15	56	17	35	64	73	3	64	41	7	97	42	22	7	1	9	13	33	20	11	11	13	33	42	8	7	3	6	151	72	-	-	225	-	225
	15%	15%	-	13%	12%	14%	16%	15%	27%	18%	19%	19%	18%	13%	16%	14%	26%	18%	10%	18%	13%	4%	20%	21%	16%	7%	20%	21%	21%	11%	33%	19%	17%	24%	18%	14%	20%	-	-	60%	-	-	33%
	ruAMNPQ								Zcdeg									ru		ru			ru	ru	ru		A	A	A		ZE						ZK			ZMNPQR			ZMNPQ
In the last week or so	152	152	-	31	34	27	2	14	26	10	30	60	43	5	40	35	1	59	31	15	7	5	5	4	26	10	7	2	11	24	18	9	6	3	7	97	55	-	-	152	-	-	152
	10%	10%	-	9%	7%	15%	6%	14%	13%	10%	16%	18%	10%	25%	10%	12%	4%	11%	8%	12%	13%	14%	10%	7%	13%	3%	12%	4%	17%	8%	14%	21%	16%	17%	24%	9%	14%	-	-	40%	-	-	23%
	dAMNPQ					Zd		d	d		Zln	Zln													r		A		AC			ZE					K			ZMNPQR			ZMNPQ
In the last few days	146	146	-	33	34	24	1	12	28	7	32	48	57	2	52	43	1	67	28	5	5	6	3	3	28	16	7	5	4	29	17	9	4	3	3	92	45	-	-	-	146	-	146
	10%	10%	-	10%	7%	14%	3%	12%	14%	8%	17%	14%	14%	11%	13%	15%	3%	12%	7%	4%	9%	15%	7%	5%	14%	5%	12%	11%	7%	10%	14%	22%	10%	18%	10%	8%	12%	-	-	-	49%	-	22%
	daAMNOQ					d			d		Zp	Z	Z					ns				s			raw		A					ZE					K				ZMNOQR		ZMNOQ
I decided on polling day	150	150	-	28	41	22	3	14	16	17	23	52	50	6	42	36	4	51	39	11	4	5	2	7	32	20	7	5	8	20	8	6	5	3	7	68	72	-	-	-	150	-	150
	10%	10%	-	8%	8%	13%	7%	14%	8%	17%	12%	16%	12%	28%	10%	13%	14%	9%	9%	9%	7%	12%	3%	10%	16%	7%	12%	9%	13%	7%	7%	16%	11%	24%	25%	6%	20%	-	-	-	51%	-	22%
	KMNOQ									Zcdh		Zn					Zqrv								E												ZK				ZMNOQ	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 70

Q6. When did you finally decide how you were going to vote?

Base: All respondents who voted

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	1488	1488	-**	342	487	178	36*	98*	207	98	188	332	412	21**	398	286	29*	548	412	123	53*	38*	47*	63*	204	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	398	671	144	377	295	816	672
NET: Before campaign	816	816	-	206	321	78	24	44	80	47	67	109	188	5	200	131	15	274	272	71	31	21	28	36	84	232	25	27	27	193	41	9	18	2	7	683	127	671	144	-	-	816	-
	55%	55%	-	60%	66%	44%	67%	45%	39%	48%	36%	33%	46%	23%	50%	46%	53%	50%	66%	58%	58%	55%	60%	57%	41%	78%	43%	54%	43%	65%	32%	22%	45%	17%	22%	63%	32%	100%	100%	-	-	100%	-
	ahjktxoDFGL			egh	Zeghi		eghi						jk		jk	jk	k	x	Zqx	x	x		x	x		ZBCD				ZFG						ZL		ZOPR	ZOPR			ZOPR	
	OPR																																										
NET: Since campaign	672	672	-	137	166	98	12	54	126	51	120	223	224	16	198	156	13	275	140	52	22	17	19	27	120	66	33	23	36	106	86	32	22	12	24	407	239	-	-	377	295	-	672
	45%	45%	-	40%	34%	56%	33%	55%	61%	52%	64%	67%	54%	77%	50%	54%	47%	50%	34%	42%	42%	45%	40%	43%	59%	22%	57%	46%	57%	35%	68%	78%	55%	83%	78%	37%	60%	-	-	100%	100%	-	100%
	dnAEKMNQ					Zcdf		cdf	Zcdf	cdf	Zlno	Zlnop	Z			Z		r		A	A	ZA			Zqrstvw		A			ZE	ZE					ZK			ZMNQ	ZMNQ		ZMNQ

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 71
Q6. When did you finally decide how you were going to vote?
Base: All respondents who voted

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg raduat e degree (t)	At least underg raduat e degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1800	-	-	-	-	1164	630	1089	700	846	805	898	688	1164	480	1120	636	44	395	1397	956	844	475	802	233	155	1456	344	515	1263
Weighted base	1488	-**	-**	-**	-**	963	519	894	585	687	681	746	572	994	370	1072	392	24*	333	1147	770	719	347	639	222	154	1214	275	361	1106
I always knew I would vote this way	577	-	-	-	-	386	206	353	217	305	229	328	187	407	116	410	157	10	142	431	320	257	130	244	105	49	481	96	153	417
	39%	-	-	-	-	38%	40%	39%	37%	44%	34%	44%	33%	41%	31%	38%	40%	41%	43%	38%	42%	36%	38%	38%	47%	32%	40%	35%	42%	38%
	jkn									Zj		Zi		n							u				Zvwy					
More than a year ago	94	-	-	-	-	79	16	70	24	51	37	47	42	56	30	73	19	2	28	67	31	63	15	48	15	10	82	13	19	72
	6%	-	-	-	-	8%	3%	8%	4%	7%	5%	6%	7%	6%	8%	7%	5%	7%	8%	6%	4%	9%	4%	7%	7%	6%	7%	5%	5%	6%
	fi					f		h														Zi		v						
Less than a year ago but more than six months ago	75	-	-	-	-	42	33	41	33	34	35	43	26	52	18	54	20	1	20	54	36	38	21	33	11	4	63	12	15	60
	5%	-	-	-	-	4%	6%	5%	6%	5%	5%	6%	5%	5%	5%	5%	5%	6%	6%	5%	5%	5%	6%	5%	5%	3%	5%	4%	4%	5%
Less than six months ago, but more than six weeks ago (before the election was called)	70	-	-	-	-	47	22	46	24	26	40	26	39	47	20	49	20	1	21	47	30	40	12	33	10	11	61	9	17	51
	5%	-	-	-	-	5%	4%	5%	4%	4%	6%	3%	7%	5%	5%	5%	5%	2%	6%	4%	4%	6%	3%	5%	4%	7%	5%	3%	5%	5%
													Zk																	
In the last six weeks (since the start of the election campaign)	225	-	-	-	-	151	73	146	79	95	113	112	89	145	64	167	56	2	34	191	118	106	64	100	28	19	174	51	60	164
	15%	-	-	-	-	16%	14%	16%	13%	14%	17%	15%	16%	15%	17%	16%	14%	9%	10%	17%	15%	15%	19%	16%	12%	12%	14%	19%	17%	15%
	r																			r										
In the last week or so	152	-	-	-	-	93	59	86	65	62	77	70	60	89	52	105	44	3	30	121	92	60	38	62	18	14	121	31	33	117
	10%	-	-	-	-	10%	11%	10%	11%	9%	11%	9%	11%	9%	14%	10%	11%	14%	9%	11%	12%	8%	11%	10%	8%	9%	10%	11%	9%	11%
															Zm						u									
In the last few days	146	-	-	-	-	108	40	87	59	57	75	60	63	100	34	105	37	4	25	120	72	74	30	58	16	26	113	33	29	114
	10%	-	-	-	-	11%	8%	10%	10%	8%	11%	8%	11%	10%	9%	10%	9%	15%	7%	10%	9%	10%	9%	9%	7%	17%	9%	12%	8%	10%
						f																				Zvwx				
I decided on polling day	150	-	-	-	-	79	70	65	85	58	73	60	66	98	36	108	40	2	34	116	71	79	36	61	19	22	120	30	33	112
	10%	-	-	-	-	8%	14%	7%	14%	8%	11%	8%	12%	10%	10%	10%	10%	7%	10%	10%	9%	11%	10%	10%	9%	14%	10%	11%	9%	10%
	g						Za		Zg				k																	
NET: Before campaign	816	-	-	-	-	534	277	510	298	416	342	443	294	561	183	587	216	13	211	599	417	399	179	358	140	74	686	130	205	599
	55%	-	-	-	-	55%	53%	57%	51%	61%	50%	59%	51%	56%	49%	55%	55%	56%	63%	52%	54%	56%	52%	56%	63%	48%	57%	47%	57%	54%
	B							h		Zj		Zi		n					Za						Zvy	B				
NET: Since campaign	672	-	-	-	-	429	243	384	287	271	339	303	278	432	187	485	177	11	122	548	353	320	168	281	82	81	527	145	156	507
	45%	-	-	-	-	45%	47%	43%	49%	39%	50%	41%	49%	44%	51%	45%	45%	45%	37%	48%	46%	44%	48%	44%	37%	52%	43%	53%	43%	46%
	ikrx								g		i		k		m					r			x			x		ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 72
Q7. Which, if any, of the following best sums up why you didn't vote in the general election on Thursday?
Base: All respondents who did not vote

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	618	124	262	212	36	88	138	144	107	105	291	366	19	106	93	17	176	119	525	78	170	157	102	189	327	291	546	33	28	11	22	71	64	58	54	70	86	74	47	309	50	98	19	98
Weighted base	926	232*	390	305	75**	156*	190	200	144*	161*	398	527	41**	162*	137*	34**	228	168	796	115*	256	248	168*	256	504	422	804	64**	39**	21**	37**	109*	93*	84*	71*	97*	119*	123*	69*	502	68*	124*	29**	151*
There wasn't a party or candidate that I wanted to vote for	201	34	87	79	9	25	40	47	30	50	93	108	1	36	44	8	51	36	183	16	67	48	33	53	114	87	177	7	11	5	14	27	18	12	7	24	26	28	20	113	12	19	1	43
	22%	15%	22%	26%	12%	16%	21%	24%	21%	31%	23%	20%	3%	22%	32%	24%	23%	21%	23%	14%	26%	19%	20%	21%	23%	21%	22%	12%	29%	25%	38%	25%	20%	14%	10%	25%	22%	23%	29%	23%	17%	15%	4%	28%
				a						a					Z																											P
I didn't care who wins the election	133	30	62	41	9	21	34	28	24	17	61	72	-	36	18	9	25	24	120	13	29	32	25	48	61	72	109	14	6	3	4	11	24	8	13	14	8	20	9	71	9	30	1	21
	14%	13%	16%	13%	11%	14%	18%	14%	17%	10%	15%	14%	-	23%	13%	25%	11%	14%	15%	12%	11%	13%	15%	19%	12%	17%	14%	22%	16%	17%	10%	10%	25%	10%	18%	14%	6%	16%	13%	14%	13%	24%	2%	14%
														p																		ZFHK		K							ZN		
I am not eligible to vote	103	31	52	20	11	20	24	27	13	7	38	65	6	21	4	5	31	16	79	20	41	21	19	21	62	41	95	7	1	-	1	9	3	10	6	12	28	21	4	67	9	9	5	5
	11%	13%	13%	7%	15%	13%	13%	14%	9%	4%	9%	12%	15%	13%	3%	16%	13%	10%	10%	17%	16%	8%	12%	8%	12%	10%	12%	11%	2%	-	3%	8%	3%	12%	8%	13%	24%	17%	6%	13%	13%	7%	17%	3%
	ikR		c				i	i						n			n				nw															ZFGIM	G			R	R			
I didn't know enough about the parties or candidates	84	37	26	21	7	30	15	12	10	11	19	65	6	2	4	1	24	17	71	13	21	33	5	24	55	30	67	13	5	-	5	7	9	7	12	5	6	5	10	50	1	10	7	12
	9%	16%	7%	7%	10%	19%	8%	6%	7%	7%	5%	12%	15%	1%	3%	3%	11%	10%	9%	11%	8%	13%	3%	9%	11%	7%	8%	20%	12%	-	13%	7%	10%	9%	17%	5%	5%	4%	15%	10%	2%	8%	25%	8%
	m	Zbc				Zfghi						j					mn	m				vy			v									K	KL								
I was too busy to vote	70	38	24	9	24	13	16	8	4	4	41	29	17	9	4	7	15	4	59	7	17	16	16	20	33	37	63	4	3	-	-	19	3	8	7	9	10	4	2	48	4	8	7	3
	8%	16%	6%	3%	32%	9%	8%	4%	3%	3%	10%	5%	41%	6%	3%	21%	6%	3%	7%	6%	7%	6%	10%	8%	7%	9%	8%	6%	9%	-	-	17%	3%	10%	10%	10%	9%	3%	3%	10%	6%	6%	28%	2%
	dR	Zbc									k																					ZGLM								R				
I was away on election day	50	11	17	22	1	10	6	11	12	10	25	25	1	8	14	-	9	8	42	8	14	13	16	8	27	23	42	6	3	-	1	6	3	7	6	5	7	4	2	23	6	6	1	10
	5%	5%	4%	7%	2%	6%	3%	5%	8%	6%	6%	5%	3%	5%	10%	-	4%	5%	5%	7%	6%	5%	9%	3%	5%	6%	5%	9%	7%	-	4%	5%	3%	8%	8%	5%	6%	3%	4%	5%	8%	4%	4%	6%
																										w																		
I was ill on election day	44	5	14	26	-	5	4	9	5	21	8	36	-	3	5	-	10	21	40	4	9	22	3	11	30	14	33	3	5	4	1	2	3	5	7	5	1	7	1	15	1	6	-	22
	5%	2%	4%	9%	-	3%	2%	5%	4%	13%	2%	7%	-	2%	4%	-	5%	13%	5%	4%	3%	9%	2%	4%	6%	3%	4%	5%	13%	19%	2%	2%	4%	6%	10%	5%	1%	6%	2%	3%	1%	5%	-	15%
				ab						Zdfgh		j						Zmnp				vy												K								ZNOP
I don't think voting is important	36	13	17	6	2	11	14	4	6	-	17	19	1	6	6	1	12	-	29	7	9	13	4	10	22	14	33	1	-	2	1	7	6	7	2	3	3	4	-	26	3	2	3	-
	4%	6%	4%	2%	3%	7%	7%	2%	4%	-	4%	4%	2%	4%	4%	4%	5%	-	4%	6%	4%	5%	3%	4%	4%	3%	4%	2%	-	9%	3%	6%	7%	8%	3%	3%	3%	3%	-	5%	5%	2%	9%	-
	q					i	i								q																								R	R			
The party I wanted couldn't win in my area	31	5	10	15	5	-	3	7	2	13	13	18	5	2	6	-	8	10	28	1	8	8	10	5	16	15	26	3	2	-	3	1	6	3	2	2	2	-	7	14	2	2	1	10
	3%	2%	3%	5%	7%	-	2%	4%	2%	8%	3%	3%	12%	1%	4%	-	4%	6%	4%	1%	3%	3%	6%	2%	3%	4%	3%	5%	4%	-	7%	1%	6%	4%	3%	2%	2%	-	10%	3%	3%	1%	4%	7%
										Zaf																						L						ZFKL					
My postal vote didn't arrive	28	5	10	13	2	3	3	7	8	6	9	19	-	2	7	2	8	7	26	2	4	8	6	10	12	16	23	2	-	3	5	4	1	-	1	1	5	3	3	13	-	5	-	5
	3%	2%	3%	4%	2%	2%	2%	3%	5%	3%	2%	4%	-	1%	5%	5%	3%	4%	3%	1%	1%	3%	3%	4%	2%	4%	3%	3%	-	13%	13%	3%	1%	-	1%	1%	5%	2%	5%	3%	-	4%	-	3%
I am not registered to vote	20	6	5	8	2	4	*	5	4	4	7	12	1	1	4	1	4	4	13	7	5	4	2	8	9	11	18	1	1	-	-	5	1	2	1	-	4	3	2	6	5	3	-	4
	2%	3%	1%	3%	3%	3%	*	3%	3%	3%	2%	2%	3%	1%	3%	3%	2%	2%	2%	6%	2%	2%	1%	3%	2%	3%	2%	1%	3%	-	-	5%	1%	2%	1%	1%	-	3%	3%	3%	1%	2%	-	3%
																				r																				ZN				
I didn't have the right ID	19	2	13	4	-	2	7	6	2	1	9	10	-	6	3	-	7	1	17	2	3	6	5	5	9	10	17	-	-	2	-	2	1	1	-	*	3	7	2	9	3	1	-	-
	2%	1%	3%	1%	-	1%	4%	3%	2%	1%	2%	2%	-	4%	2%	-	3%	*	2%	2%	1%	2%	3%	2%	2%	2%	2%	-	-	9%	-	2%	1%	2%	-	*	2%	6%	3%	2%	5%	1%	-	-
																																								R				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 72
Q7. Which, if any, of the following best sums up why you didn't vote in the general election on Thursday?
Base: All respondents who did not vote

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	926	232*	390	305	75**	156*	190	200	144*	161*	398	527	41**	162*	137*	34**	228	168	796	115*	256	248	168*	256	504	422	804	64**	39**	21**	37**	109*	93*	84*	71*	97*	119*	123*	69*	502	68*	124*	29**	151*
The party I prefer was going to win anyway	14	3	6	4	2	1	3	3	1	3	10	3	2	4	3	-	2	1	7	4	3	3	3	5	6	8	14	-	-	-	1	2	-	-	-	6	4	1	-	6	-	1	2	3
	1%	1%	2%	1%	3%	*	2%	2%	1%	2%	3%	1%	6%	2%	2%	-	1%	1%	1%	4%	1%	1%	2%	2%	1%	2%	2%	-	-	-	-	2%	2%	-	-	-	6%	3%	1%	-	1%	-	1%	8%	2%
																																				Z								
I forgot to vote	12	4	8	-	-	4	6	2	-	-	2	8	-	2	-	-	6	-	12	1	1	6	2	3	7	5	12	-	-	-	-	1	4	-	-	2	3	2	-	9	2	1	-	-
	1%	2%	2%	-	-	3%	3%	1%	-	-	1%	2%	-	1%	-	-	3%	-	1%	1%	*	3%	1%	1%	1%	1%	2%	-	-	-	-	1%	4%	-	-	2%	3%	2%	-	2%	2%	*	-	-
Other (Please specify)	81	8	38	36	-	8	14	24	21	15	46	36	-	23	16	-	14	20	70	10	26	15	16	24	40	41	76	2	2	2	2	7	11	12	7	9	8	13	5	32	11	22	-	13
	9%	3%	10%	12%	-	5%	7%	12%	15%	9%	11%	7%	-	14%	12%	-	6%	12%	9%	9%	10%	6%	10%	10%	8%	10%	9%	2%	6%	9%	5%	7%	12%	15%	10%	10%	7%	11%	8%	6%	16%	18%	-	9%
			a	a					e					p																										N	ZN			
NET: Disengaged/ disillusioned	511	127	217	167	35	93	115	102	73	93	216	293	16	88	80	19	129	87	449	55	138	143	82	148	281	230	438	39	24	11	27	56	67	37	37	55	52	60	47	289	29	64	15	89

| | | |

	5%	30%	-	-	-	6%	5%	6%	5%	5%	7%	4%	5%	5%	5%	6%	4%	15%	3%	6%	6%	5%	2%	10%	5%	1%	5%	5%	3%	6%
	d	Zbcd																						Zv						
I was ill on election day	44	44	-	-	-	20	24	17	27	14	23	22	18	31	12	36	8	1	8	37	22	23	10	19	6	2	28	17	20	24
	5%	27%	-	-	-	7%	4%	7%	4%	5%	5%	6%	5%	5%	5%	6%	2%	5%	3%	5%	4%	6%	4%	6%	4%	2%	4%	9%	8%	4%
	d	Zbcd														p												A	D	
I don't think voting is important	36	-	-	-	36	7	25	8	24	13	15	14	11	24	8	23	11	2	12	24	22	14	7	20	2	1	32	4	8	29
	4%	-	-	-	7%	3%	4%	3%	4%	5%	3%	4%	3%	4%	3%	4%	3%	12%	5%	3%	4%	4%	3%	6%	1%	1%	4%	2%	2%	4%
					ab																									
The party I wanted couldn't win in my area	31	-	-	-	31	14	17	11	20	16	10	14	13	15	10	19	11	1	6	21	20	11	9	17	-	3	20	11	14	17
	3%	-	-	-	6%	5%	3%	4%	3%	6%	2%	4%	3%	3%	4%	3%	3%	9%	3%	3%	3%	3%	4%	5%	-	3%	3%	6%	6%	3%
					a																			x						
My postal vote didn't arrive	28	-	-	28	-	17	8	15	8	8	12	17	9	22	6	19	9	-	5	21	12	16	3	15	1	4	24	4	13	15
	3%	-	-	42%	-	6%	1%	6%	1%	3%	3%	5%	2%	4%	2%	3%	3%	-	2%	3%	2%	5%	1%	4%	1%	5%	3%	2%	5%	2%
	d			Zabd		f		h																						
I am not registered to vote	20	-	-	20	-	5	14	3	17	6	13	9	5	10	8	9	9	2	1	19	9	11	7	6	2	1	11	9	3	17
	2%	-	-	30%	-	2%	2%	1%	3%	2%	3%	3%	1%	2%	3%	2%	3%	16%	*	3%	2%	3%	3%	2%	1%	1%	1%	5%	1%	3%
	d			Zabd																								A		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 74
Q7. Which, if any, of the following best sums up why you didn't vote in the general election on Thursday?
Base: All respondents who did not vote

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nistrati on (c)	Disengaged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£46,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	926	165*	103*	68*	511	268	640	243	655	269	460	347	391	575	238	568	346	13**	225	693	578	349	254	323	149*	94*	749	177*	249	664
I didn't have the right ID	19	-	-	19	-	6	11	6	10	7	9	7	8	7	8	5	13	*	6	12	16	2	8	6	1	-	13	5	4	15
	2%	-	-	28%	-	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	1%	4%	4%	3%	2%	3%	1%	3%	2%	1%	-	2%	3%	1%	2%
	d			Zabd													o													
The party I prefer was going to win anyway	14	-	-	-	14	7	7	5	9	5	7	5	4	9	3	4	9	-	4	9	10	4	6	4	-	-	14	-	4	10
	1%	-	-	-	3%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	-	2%	1%	2%	1%	2%	1%	-	-	2%	-	2%	1%
I forgot to vote	12	-	-	-	12	3	10	3	7	-	6	2	5	6	1	6	6	-	7	6	7	5	1	5	3	-	8	4	2	10
	1%	-	-	-	2%	1%	2%	1%	1%	-	1%	*	1%	1%	*	1%	2%	-	3%	1%	1%	1%	1%	1%	2%	-	1%	2%	1%	2%
Other (Please specify)	81	-	-	-	-	33	48	30	51	18	49	20	47	39	29	54	26	1	16	66	51	30	30	23	10	13	64	17	38	42
	9%	-	-	-	-	12%	8%	13%	8%	6%	11%	6%	12%	7%	12%	10%	8%	6%	7%	9%	9%	9%	12%	7%	7%	14%	9%	10%	15%	6%
	abd												k																ZD	
NET: Disengaged/ disillusioned	511	-	-	-	511	108	392	96	404	140	257	188	209	324	128	334	183	5	125	383	339	172	159	178	75	44	415	96	137	371
	55%	-	-	-	100%	40%	61%	39%	62%	48%	56%	54%	53%	56%	54%	57%	53%	37%	55%	55%	59%	49%	63%	55%	50%	47%	55%	54%	55%	56%
	abceg				Zabc		e		g												u									
NET: Admin reason	66	-	-	66	-	28	34	24	35	21	35	33	23	39	22	32	31	3	12	52	37	29	19	27	5	5	48	18	19	47
	7%	-	-	100%	-	10%	5%	10%	5%	7%	8%	9%	6%	7%	9%	6%	9%	20%	5%	8%	6%	8%	8%	8%	3%	6%	6%	10%	8%	7%
	abd			Zabd		f																								
NET: Lack of time/ absence	165	165	-	-	-	56	108	49	113	58	85	62	69	104	41	109	52	4	40	123	106	58	29	65	36	13	126	39	40	121
	18%	100%	-	-	-	21%	17%	20%	17%	20%	19%	18%	18%	18%	17%	19%	15%	28%	18%	18%	18%	17%	11%	20%	24%	14%	17%	22%	16%	18%
	bcd	Zbcd																						v	v					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 75
Q9 In a sentence, why do you think the Conservatives lost this election?
Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	556	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	298	212	210	190	232	321	318	219	1172	198	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	289	201	208	174	225	320	329	208	1281	151	236	87*	546
Don't know	314	144	114	56	56	87	74	41	33	23	109	202	22	37	20	35	76	36	250	59	60	64	80	109	124	190	266	26	9	11	6	48	39	22	18	16	51	47	18	197	19	36	17	19
	13%	21%	14%	6%	21%	21%	19%	10%	9%	4%	9%	16%	15%	10%	4%	30%	18%	8%	12%	19%	9%	9%	16%	19%	9%	17%	13%	13%	8%	17%	6%	18%	19%	10%	10%	7%	16%	14%	9%	15%	13%	15%	19%	4%
chjnqtuxJR		Zbc	c		Zghi	Zghi	Zghi	i	i			Zj	nq	n		Zlmnpq	Zlmnq	n	x	Zrtux			tux	Zrtux		Zrtux						EHJM	ZEHIJM				EJM	J		R	R	R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 76
Q9 In a sentence, why do you think the Conservatives lost this election?
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting						2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Lab (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	606	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	924
Weighted base	2422	1488	928	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Don't know	314	116	197	26	31	19	6	9	8	6	22	33	30	4	35	31	2	43	32	14	11	9	5	2	198	16	1	5	3	22	5	1	2	-	3	81	29	66	14	22	14	80	36
	13%	8%	21%	8%	6%	11%	16%	9%	4%	6%	12%	10%	7%	20%	9%	11%	6%	6%	7%	9%	15%	18%	9%	3%	24%	5%	2%	9%	5%	7%	4%	3%	5%	-	11%	7%	8%	10%	10%	6%	5%	10%	5%
acdhlnqvwABC			Za			h	dh														qrw	qrw			Zqrsvw													OPR	P			OPR	
EFGKLMOPQR																																											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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Absolutes/col percents

Table 77
Q9 In a sentence, why do you think the Conservatives lost this election?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nistrati on (c)	Disengaged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£46,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	108	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	698	1643	742	37*	559	1847	1353	1069	602	988	371	246	1970	452	614	1773
Don't know	314	36	15	13	126	67	228	41	244	99	120	112	101	205	58	194	116	4	122	189	195	119	75	122	41	33	275	38	55	250
	13%	22%	15%	19%	25%	5%	20%	4%	20%	10%	10%	10%	11%	13%	10%	12%	16%	10%	22%	10%	14%	11%	12%	13%	11%	13%	14%	9%	9%	14%
egjnsBC		Z			Z		Za		Zg					n			o		Za		u					B			C	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Absolutes/col percents

Table 78

Q10. In a sentence, why do you think the Labour Party won this election?

Base: All respondents

	Total (Z)	Age								Gender		Age/gender							Ethnicity		Social Grade					Region										Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1191	1262	194	403	486	98	469	506	2095	299	616	794	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Don't know	383	163	142	78	64	99	89	53	43	34	148	232	30	54	30	34	88	47	301	77	77	84	98	123	161	221	319	35	15	14	6	56	43	32	19	24	63	59	19	244	24	42	17	32
	16%	24%	18%	8%	24%	24%	23%	13%	12%	6%	13%	19%	21%	14%	7%	30%	21%	10%	14%	25%	12%	12%	19%	21%	12%	20%	16%	17%	13%	21%	6%	21%	21%	15%	11%	10%	20%	18%	9%	19%	16%	18%	20%	6%
		ojnqtuxEMR	Zbc	c		Zghi	Zghi	Zghi	i	i		Zj	nq	n		Zmnq	Zlmnq			Zrtux				rtux	Zrtux	Zrtux							EIJM	EIJM	E			EIJM	EJM		ZR	R	R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 79

Q10. In a sentence, why do you think the Labour Party won this election?

Base: All respondents

	Total (Z)	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters					Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
		Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	40*	15**	30**	4*	-	3	1090	366	671	144	377	295	816	672
Don't know	383	149	233	39	33	24	5	9	12	8	19	43	34	2	38	35	4	60	42	19	14	10	8	4	226	20	2	4	3	33	3	2	2	-	3	111	33	86	19	24	20	105	44
	16%	10%	25%	11%	7%	14%	14%	9%	6%	8%	10%	13%	8%	11%	10%	12%	15%	9%	9%	13%	19%	20%	13%	6%	27%	7%	4%	8%	5%	11%	2%	6%	5%	-	11%	10%	9%	13%	13%	6%	7%	13%	6%	
		adhjnqxwA	Za	dh		dh	h					l							qrw	qrw					Zqrsvw		F				OPR	OPR							OPR			
		BDFKLOPR																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 80

Q10. In a sentence, why do you think the Labour Party won this election?

Base: All respondents

	Total (Z)	Reasons for not voting		Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life	Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
		Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688												
Weighted base	2422	169*	103*	69*	511	1234	1183	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	692	966	371	248	1970	452	614	1773												
Don't know	383	32	20	11	160	88	276	61	293	117	159	140	132	262	68	248	130	5	140	240	237	146	98	138	57	39	340	42	73	301												
	16%	20%	20%	16%	31%	7%	24%	5%	24%	12%	14%	13%	14%	17%	11%	15%	17%	12%	25%	13%	17%	14%	16%	14%	15%	16%	17%	9%	12%	17%												
		egkmsBC			Za		Ze		Zg			n							Za		u						B		C													

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 81

Q11. How much attention, if any, would you say you paid to the election campaign over the past six weeks?

Base: All respondents

	Total (Z)	Age								Gender		Age/gender							Ethnicity		Social Grade					Region										Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1191	1262	194	403	486	98	469	506	2095	299	616	794	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
I paid a lot of attention to the campaign	427	116	118	193	57	59	51	67	71	122	248	177	32	72	108	23	46	85	379	46	122	138	89	78	260	167	365	32	19	11	14	46	33	43	33	48	52	55	41	217	30	30	12	122
	18%	17%	15%	21%	22%	14%	13%	16%	19%	22%	21%	14%	22%	19%	23%	20%	11%	18%	18%	15%	19%	20%	18%	13%	19%	15%	18%	15%	17%	16%	14%	17%	16%	21%	19%	21%	16%	17%	20%	17%	20%	13%	14%	22%
		kpw		b	f			f		Zafg	Zk		p	p	Zp	p	p	p	w		wy				wy																	ZNP
I paid some attention to the campaign	808	222	281	325	82	140	119	142	118	206	407	397	52	132	158	30	129	166	704	94	232	226	175	174	458	349	694	64	33	16	38	79	55	72	52	68	129	127	74	416	43	87	30	190
	33%	33%	32%	35%	31%	34%	31%	34%	32%	36%	35%	32%	36%	34%	34%	26%	31%	35%	34%	30%	36%	32%	35%	30%	34%	32%	34%	31%	29%	24%	38%	29%	27%	35%	30%	30%	40%	39%	35%	32%	28%	37%	34%	35%
																					w																ZFGIJ	FG						
I paid a small amount of attention to the campaign	466	156	159	151	62	94	81	78	58	93	221	245	34	73	70	28	85	81	372	89	121	145	92	109	266	200	382	46	22	17	22	50	36	35	35	52	64	48	40	260	21	41	21	103
	19%	23%	20%	16%	24%	23%	21%	19%	16%	16%	19%	20%	24%	19%	15%	24%	20%	17%	18%	29%	19%	21%	18%	19%	20%	18%	19%	22%	20%	25%	22%	18%	18%	17%	20%	23%	20%	14%	19%	20%	14%	17%	24%	19%
		c			hi	hi														Zrtuvwxy																L							
I paid hardly any attention to the campaign	395	109	151	135	40	69	69	82	59	76	172	220	20	59	67	20	92	68	341	47	94	118	75	108	211	183	332	29	22	12	14	55	37	42	30	31	39	53	30	216	35	37	16	71
	16%	16%	19%	14%	15%	17%	18%	19%	16%	13%	15%	18%	13%	15%	15%	18%	22%	14%	16%	15%	15%	17%	15%	19%	16%	17%	16%	14%	19%	18%	14%	21%	18%	20%	17%	14%	12%	16%	15%	17%	23%	16%	18%	13%
				c				i									Zlmnq							K						K							R				
I actively avoided engaging with the election campaign	302	59	111	131	21	38	59	52	62	69	122	180	8	44	57	13	67	74	275	25	63	67	68	103	131	171	241	33	16	11	12	36	39	14	24	24	33	38	22	155	23	41	8	60
	12%	9%	14%	14%	8%	9%	15%	12%	17%	12%	10%	15%	5%	11%	12%	12%	16%	16%	13%	8%	10%	10%	13%	18%	10%	16%	12%	16%	14%	17%	12%	13%	19%	7%	14%	10%	10%	12%	10%	12%	15%	17%	10%	11%
		axH		a	a		de		Zde			j						l	sux					Zrstux		Zstux						H	ZHJKLM		H					ZNR			
Don't know	25	16	8	1	-	16	8	-	1	-	8	17	-	5	-	-	3	1	15	10	5	6	8	6	11	14	22	2	1	-	-	3	1	2	-	2	3	8	2	17	-	*	-	-
	1%	2%	1%	*	-	4%	2%	-	*	-	1%	1%	-	1%	-	-	1%	*	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	1%	*	1%	-	1%	1%	3%	1%	1%	-	*	-	-
		ciwR	Zc	c		Zdghi	ghi					n								Zrtux																	Z		R				
NET: More engaged	1234	338	379	517	139	199	170	209	189	328	654	574	84	204	266	53	175	251	1083	140	354	364	264	252	718	516	1058	96	52	27	52	125	88	115	85	117	181	182	115	633	73	116	42	312
	51%	50%	47%	55%	53%	48%	44%	50%	51%	58%	56%	46%	58%	53%	58%	46%	42%	53%	52%	45%	56%	52%	52%	44%	54%	48%	52%	47%	46%	40%	52%	46%	44%	55%	49%	52%	57%	55%	55%	49%	48%	49%	48%	57%
		fkgw		Zb						Zafg	Zk		p	p	Zp				wy		swy	w	w		swy								G				FG	G	G					ZN
NET: Less engaged	1163	324	421	417	123	201	208	213	180	238	515	645	62	176	195	61	244	223	988	162	278	330	235	320	808	555	954	108	60	40	48	141	112	91	89	106	136	139	92	632	78	119	45	234
	48%	48%	52%	45%	47%	48%	54%	50%	49%	42%	44%	52%	42%	46%	42%	54%	58%	47%	47%	52%	44%	47%	48%	55%	45%	51%	47%	53%	53%	60%	48%	52%	56%	44%	51%	47%	43%	42%	44%	49%	52%	50%	52%	43%
		ijnR		c			i	i				Zj					Zlmnq			t					Zrtuvx							KL	HKLM							R			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 82

Q11. How much attention, if any, would you say you paid to the election campaign over the past six weeks?

Base: All respondents

	Total (Z)	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters					Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
		Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824

	Total (Z)	Reasons for not voting: Lack of time/ absence e (a)	Reasons for not voting: Not eligible (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £45,00 1 to £62,00 0 (x)	Household income: £62,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	845	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	169*	103*	69*	511	1234	1163	1142	1243	976	1148	1094	963	1575	808	1643	742	37*	559	1847	1353	1069	652	966	371	248	1970	452	614	1773
I paid a lot of attention to the campaign	427	8	8	5	25	427	-	404	23	211	195	219	177	267	126	310	112	5	92	328	223	204	96	187	77	43	343	84	112	309
	18%	5%	8%	7%	5%	35%	-	35%	2%	22%	17%	20%	18%	17%	21%	19%	15%	13%	17%	18%	16%	19%	16%	19%	21%	17%	17%	18%	18%	17%
	abdfh					Zf		Zh		Zj																				
I paid some attention to the campaign	808	48	35	23	83	808	-	532	273	386	365	405	295	532	203	569	223	15	185	619	407	401	187	336	126	83	663	144	188	611
	33%	29%	34%	34%	16%	65%	-	47%	22%	40%	32%	37%	31%	34%	33%	35%	30%	42%	33%	34%	30%	38%	31%	35%	34%	33%	34%	32%	31%	34%
	dfh	d	d	d		Zf		Zh		Zj		I										Zt								
I paid a small amount of attention to the campaign	486	42	20	17	106	-	486	120	337	176	226	227	179	317	109	291	171	5	113	352	263	203	120	173	76	38	372	94	105	355
	19%	25%	20%	25%	21%	-	40%	10%	27%	18%	20%	21%	19%	20%	18%	18%	23%	13%	20%	19%	19%	19%	20%	18%	21%	15%	19%	21%	17%	20%
	eg						Ze		Zg								Zo													
I paid hardly any attention to the campaign	395	52	23	8	123	-	395	59	329	135	191	151	167	266	86	267	121	6	82	310	249	146	92	155	55	56	311	84	98	286
	16%	32%	22%	13%	24%	-	34%	5%	26%	14%	17%	14%	17%	17%	14%	16%	16%	17%	15%	17%	18%	14%	15%	16%	15%	23%	16%	19%	16%	16%
	eg	Zc			Z		Ze		Zg												u					Zwx				
I actively avoided engaging with the election campaign	302	15	15	9	163	-	302	27	268	61	163	83	139	176	83	193	102	6	67	231	196	106	100	98	37	29	255	47	103	195
	12%	9%	14%	13%	32%	-	26%	2%	22%	6%	14%	8%	14%	11%	14%	12%	14%	16%	12%	13%	14%	10%	17%	10%	10%	11%	13%	10%	17%	11%
	egk				Zabc		Ze		Zg			I									k		u				Zwx				ZD
Don't know	25	-	2	5	12	-	-	-	14	6	7	9	6	16	1	13	12	-	19	6	16	9	6	16	-	*	25	-	8	17
	1%	-	2%	7%	2%	-	-	-	1%	1%	1%	1%	1%	1%	*	1%	2%	-	3%	*	1%	1%	1%	2%	-	*	1%	-	1%	1%
	efga			Za					g										Za					x			B			
NET: More engaged	1234	56	43	28	108	1234	-	936	295	597	561	624	472	799	329	879	335	20	277	947	629	605	284	524	203	126	1007	228	300	920
	51%	34%	42%	42%	21%	100%	-	82%	24%	61%	49%	57%	49%	51%	54%	53%	45%	55%	50%	51%	47%	57%	47%	54%	55%	51%	51%	50%	49%	52%
	adfhpt	d		d		Zf		Zh		Zj		Zi				p						Zt		v						
NET: Less engaged	1163	108	58	34	392	-	1163	205	934	372	580	461	685	760	278	751	395	17	262	894	708	455	313	426	168	122	938	224	306	836
	48%	66%	56%	51%	77%	-	100%	18%	75%	38%	51%	42%	50%	48%	46%	46%	53%	45%	47%	48%	52%	43%	52%	44%	45%	49%	48%	50%	50%	47%
	egiku	Z			Zabc		Ze		Zg			i					Zo				Zu		w							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 83
Q11. How much attention, if any, would you say you paid to the election campaign over the past six weeks?
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 16-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Nothing	1210	417	435	358	156	261	225	210	155	203	542	667	83	184	162	73	251	197	1006	193	274	338	278	320	612	598	1012	105	50	43	44	137	102	100	94	124	165	153	95	700	72	123	54	194
	50%	61%	54%	38%	60%	63%	58%	50%	42%	36%	46%	54%	57%	48%	35%	64%	59%	41%	48%	62%	43%	48%	55%	55%	46%	55%	50%	51%	44%	64%	45%	51%	51%	48%	54%	55%	52%	46%	46%	55%	48%	52%	62%	36%
	chindxR	Zbc	c		Zghi	Zghi	Zghi	hi				j	nq	n		Zmnq	Zmnq		t	Zrtux			rtx	Zrtux		Zrtux				C									ZR	R	R	ZR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 84
Q12. What were the stand-out moments or stories from the election campaign for you?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	698	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	624
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Nothing	1210	633	572	148	198	72	14	39	80	49	82	125	142	9	143	138	17	284	206	56	33	24	28	32	547	120	24	23	18	126	44	17	10	7	10	464	149	323	64	131	115	387	246
	50%	43%	62%	43%	41%	41%	39%	40%	39%	50%	44%	38%	34%	45%	36%	48%	58%	41%	42%	37%	47%	50%	46%	46%	65%	40%	41%	47%	28%	42%	35%	42%	24%	47%	33%	43%	41%	48%	44%	35%	39%	47%	37%
	acdehkhqrs		Za							h	i					kln	kln									Zgnstuvw			D									O/PR	O			O/PR	

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 85
Q12. What were the stand-out moments or stories from the election campaign for you?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	698	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	624
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Nothing	1210	633	572	148	198	72	14	39	80	49	82	125	142	9	143	138	17	284	206	56	33	24	28	32	547	120	24	23	18	126	44	17	10	7	10	464	149	323	64	131	115	387	246
	50%	43%	62%	43%	41%	41%	39%	40%	39%	50%	44%	38%	34%	45%	36%	48%	58%	41%	42%	37%	47%	50%	46%	46%	65%	40%	41%	47%	28%	42%	35%	42%	24%	47%	33%	43%	41%	48%	44%	35%	39%	47%	37%
	acdehkhqrs		Za							h	i					kln	kln									Zgnstuvw			D									O/PR	O			O/PR	

ADEFHKLOPR

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 86
Q12. What were the stand-out moments or stories from the election campaign for you?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Rentier s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £45,00 0 (w)	£45,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Nothing	1210	98	58	33	338	388	797	371	805	434	589	485	493	776	275	760	433	16	392	852	757	453	301	441	199	133	1014	196	280	914
	50%	60%	58%	50%	66%	31%	69%	32%	65%	44%	51%	44%	51%	49%	45%	46%	58%	45%	63%	46%	56%	42%	50%	46%	54%	54%	51%	43%	46%	52%
	sgikoauwB				Zc		Za		Zg		i		k				Zo		Zs		Zu				w		B			C

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 87
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Summary
Base: All respondents

	Keir Starmer	Rishi Sunak	Ed Davey	Nigel Farage	John Swinney	The Labour Party	The Conservative Party	The Liberal Democrats	Reform UK	The Scottish National Party
Unweighted base	2422	2422	2422	2422	2422	2422	2422	2422	2422	2422
Weighted base	2422	2422	2422	2422	2422	2422	2422	2422	2422	2422
Changed for the worse	328	781	309	566	216	383	833	280	566	348
	14%	32%	13%	23%	9%	16%	34%	11%	23%	14%
Changed for the better	519	149	418	430	88	519	82	440	457	92
	21%	6%	17%	18%	4%	21%	3%	18%	19%	4%
Did not change	1411	1369	1021	1219	1036	1357	1352	1440	1122	1479
	58%	57%	42%	50%	43%	56%	56%	59%	46%	61%
Don't know / don't know who they are	164	123	675	207	1081	163	155	262	277	502
	7%	5%	28%	9%	45%	7%	6%	12%	11%	21%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 88
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Keir Starmer
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Man (l)	35-54 Men (m)	55+ Men (n)	18-34 Woman (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	328	90	94	144	41	49	43	51	51	93	193	135	20	61	77	22	33	67	285	42	76	89	79	84	165	163	282	23	14	10	10	42	29	31	21	32	48	39	30	166	23	33	10	85
	14%	13%	12%	15%	16%	12%	11%	12%	14%	16%	16%	11%	14%	16%	17%	19%	8%	14%	14%	14%	12%	13%	16%	15%	12%	15%	14%	11%	12%	14%	10%	15%	15%	15%	12%	14%	15%	12%	14%	13%	15%	14%	12%	16%
	kp			b						f	k			p	p	p			p																									
Changed for the better	519	209	157	153	91	118	76	81	60	93	255	263	65	78	51	26	79	101	408	99	172	142	101	103	314	205	432	45	23	19	23	64	26	52	30	46	72	67	53	299	26	51	30	88
	21%	31%	19%	16%	35%	28%	20%	19%	16%	16%	22%	21%	45%	20%	11%	23%	19%	21%	20%	32%	27%	20%	20%	18%	23%	19%	21%	22%	20%	27%	23%	24%	13%	25%	17%	20%	22%	20%	25%	23%	17%	22%	34%	16%
	chinGR	Zbc			ZIghi	ZIghi							Zmnopq	n		n	n	n		Znuvwy	Znuvwy			rwy					G		G		G		G			R			ZNOPR	
Did not change	1411	306	491	614	108	198	223	288	242	371	690	714	59	224	321	47	265	293	1280	142	359	431	290	330	760	620	1180	127	70	34	59	140	127	112	116	138	183	191	115	714	94	135	35	365
	58%	45%	61%	66%	41%	48%	58%	64%	66%	66%	59%	58%	41%	58%	70%	41%	63%	62%	60%	46%	56%	62%	57%	57%	59%	57%	58%	62%	62%	49%	60%	52%	63%	54%	66%	61%	57%	58%	55%	56%	62%	57%	40%	67%
	adeloQ		a	Za			de	de	Zdef	Zdef				lo	ZImoq		lo	lo	s		s	s	s	s	s	s							F		FHM			Q	Q	Q		ZNPQ
Don't know / don't know who they are	164	73	66	25	21	52	45	22	16	9	40	124	2	21	11	19	45	14	134	28	30	37	37	60	67	97	140	12	7	6	7	24	18	14	8	9	17	32	11	102	8	17	12	8
	7%	11%	8%	3%	8%	12%	12%	5%	4%	2%	3%	10%	1%	6%	2%	17%	11%	3%	6%	9%	5%	5%	7%	10%	5%	9%	7%	6%	6%	9%	7%	9%	9%	7%	5%	4%	5%	10%	5%	8%	5%	7%	14%	2%
	cijlnqR	Zc	c		i	Zghi	Zghi	i	i			Zj	n			Zlmnq	Zlmnq		Zrux					rtux														J		R	R	R	ZOR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 89
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Keir Starmer
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	518	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	624
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	328	233	92	81	15	19	5	30	59	17	43	48	48	2	41	54	6	146	49	14	8	2	14	9	85	12	-	3	-	71	45	5	15	1	4	181	47	92	31	65	45	123	110
	14%	16%	10%	24%	3%	11%	12%	30%	29%	17%	23%	14%	12%	8%	10%	19%	20%	21%	10%	10%	11%	5%	23%	14%	10%	4%	-	5%	-	24%	35%	13%	37%	6%	13%	17%	13%	14%	21%	17%	15%	15%	16%
	bdnvABD	b		Zda		d	d	Zdafi	Zdafi	d	Zkln					Zln		Zrsux				rsux			Z	ZEG			Z			Z			Z			ZM				
Changed for the better	519	376	142	55	206	54	7	17	15	16	49	97	127	5	120	78	8	111	153	51	17	12	9	11	154	116	28	24	29	50	9	12	7	1	6	289	86	199	31	86	61	230	147
	21%	25%	15%	16%	42%	30%	18%	17%	7%	16%	26%	29%	31%	24%	30%	27%	26%	16%	31%	34%	24%	25%	16%	16%	18%	39%	48%	47%	46%	17%	7%	29%	17%	4%	21%	27%	24%	30%	21%	23%	21%	28%	22%
	bchqF	Zb		h	Zcefghi	Zcghi	h	h		h		Z	Z		Z	Z		Zqwxx	Zqwxx							Z	Z	Z	Z	F		EF				Z		ZNOPR			ZOPR	
Did not change	1411	836	571	200	254	98	23	49	126	62	93	175	226	14	226	148	15	426	271	82	46	33	34	46	474	162	30	22	34	175	72	24	19	13	18	590	221	364	79	219	174	443	393
	58%	56%	62%	58%	52%	56%	63%	50%	61%	63%	50%	53%	55%	67%	57%	52%	54%	61%	55%	55%	64%	68%	56%	66%	56%	54%	51%	43%	54%	59%	57%	58%	46%	90%	59%	54%	61%	54%	55%	58%	59%	54%	58%
	djoCK		a						d									r																		K							
Don't know / don't know who they are	164	43	121	7	12	5	2	2	7	3	2	11	12	-	11	7	-	9	19	2	1	1	4	3	126	7	1	2	-	3	1	-	-	-	2	29	11	16	4	8	14	21	23
	7%	3%	13%	2%	2%	3%	6%	2%	3%	3%	1%	3%	3%	-	3%	2%	-	1%	4%	2%	1%	2%	6%	5%	15%	2%	1%	5%	-	1%	1%	-	-	-	8%	3%	3%	2%	3%	2%	5%	3%	3%
	acdhjklmoqrs		Za																q				q	q	Zqrstuw																	

ADEFKLMOOR

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 90

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Keir Starmer
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligible (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	108	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	328	15	11	10	39	208	122	195	131	65	248	104	194	192	113	233	89	6	73	253	188	140	83	122	57	33	269	59	91	234
	14%	9%	11%	14%	8%	17%	10%	17%	11%	7%	22%	10%	20%	12%	19%	14%	12%	15%	13%	14%	14%	13%	14%	13%	15%	13%	14%	13%	15%	13%
	dfhik					Zf		Zh			Zi		Zk		Zm															
Changed for the better	519	40	23	9	54	364	146	286	227	350	135	329	129	371	106	349	166	3	140	372	259	260	129	209	90	53	431	88	119	390
	21%	24%	23%	14%	11%	30%	13%	25%	18%	36%	12%	30%	13%	24%	17%	21%	22%	8%	25%	20%	19%	24%	21%	22%	24%	21%	22%	20%	19%	22%
	dfjkj	d	d			Zf		Zh		Zj		Zi		n		q	q		a			t								
Did not change	1411	94	59	33	342	643	765	644	759	525	708	614	590	915	359	977	408	26	287	1117	800	611	350	578	205	147	1118	293	360	1034
	58%	57%	57%	49%	67%	52%	66%	56%	61%	54%	62%	56%	61%	58%	59%	59%	55%	71%	51%	61%	59%	57%	58%	60%	55%	59%	57%	65%	59%	58%
	eir				Zc		Ze		g		i		k		p					r						ZA				
Don't know / don't know who they are	164	17	9	15	76	20	130	17	126	37	57	47	49	96	30	84	79	2	58	104	106	59	39	57	19	16	153	12	45	115
	7%	10%	9%	22%	15%	2%	11%	2%	10%	4%	5%	4%	5%	6%	5%	5%	11%	6%	10%	6%	8%	5%	7%	6%	5%	6%	8%	3%	7%	6%
	eqjklB			Z	Z		Ze		Zg								Zo		Za		u						B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 91

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Rishi Sunak
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Changed for the worse	781	260	221	300	115	145	97	123	124	176	419	359	62	119	155	51	101	146	659	114	222	213	171	175	435	346	633	73	46	29	34	94	52	64	51	64	110	101	63	405	46	88	41	160
	32%	38%	27%	32%	44%	35%	25%	29%	34%	31%	36%	29%	43%	31%	34%	45%	24%	31%	32%	37%	35%	30%	34%	30%	33%	32%	31%	36%	40%	43%	34%	35%	26%	31%	29%	29%	34%	31%	30%	32%	31%	37%	47%	29%
	bfp	Zbc		b	Zfghi	f			f		k		pq	p	p	Zmpq		p					x	tux		rtux												R	ZNDR		
Changed for the better	149	46	35	68	13	33	21	14	18	50	94	55	10	21	38	2	14	30	119	29	41	40	36	32	81	68	129	12	4	5	7	12	5	13	7	19	25	25	15	73	11	8	2	53
	6%	7%	4%	7%	5%	8%	5%	3%	5%	9%	8%	4%	7%	5%	8%	2%	3%	6%	6%	9%	6%	6%	7%	6%	6%	6%	6%	6%	3%	7%	7%	5%	3%	6%	4%	8%	8%	8%	7%	6%	7%	3%	2%	10%
	gp			b		g				Zgh	k				p					r															G	G						ZNPQ
Did not change	1369	325	498	546	126	199	228	270	215	331	624	740	72	221	260	53	277	286	1212	143	351	420	267	331	771	598	1160	118	60	31	53	145	129	118	109	135	171	179	121	724	87	130	35	326
	57%	48%	62%	58%	48%	48%	59%	64%	58%	59%	53%	60%	50%	57%	56%	46%	65%	60%	58%	46%	55%	60%	53%	57%	58%	55%	57%	57%	53%	46%	54%	54%	64%	57%	63%	60%	54%	54%	58%	56%	58%	55%	40%	60%
	aesiQ		Za	a			de	Zde	de	de		j					Zlmno	o	s		s	sv		s	s	s							K						Q	Q	Q		Q
Don't know / don't know who they are	123	47	54	21	8	39	40	14	14	8	40	83	1	23	9	7	31	13	96	25	23	26	33	40	49	73	113	3	4	3	5	18	15	14	7	7	13	24	9	79	6	10	9	8
	5%	7%	7%	2%	3%	9%	10%	3%	4%	1%	3%	7%	1%	6%	2%	7%	7%	3%	5%	8%	4%	4%	7%	7%	4%	7%	6%	1%	4%	4%	5%	7%	7%	6%	4%	3%	4%	7%	4%	6%	4%	4%	10%	1%
	cinsjR	c	c			Zdghi	Zdghi	i	i			j		lnq		ln	lnq			rtux			x	tux		rtux	B												R		R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 92

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Rishi Sunak
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	781	534	241	71	217	74	8	35	70	43	64	111	153	8	154	100	17	195	198	55	28	15	19	27	244	135	25	27	24	65	44	18	17	7	8	400	128	250	62	122	100	312	221
	32%	36%	26%	21%	44%	42%	23%	36%	34%	44%	34%	34%	37%	40%	39%	35%	60%	28%	40%	37%	39%	31%	32%	39%	29%	45%	43%	53%	37%	22%	35%	43%	42%	48%	27%	37%	35%	37%	43%	32%	34%	38%	33%
	bcE	Zb			Zcfh	Zcf		c	c	Zcf					Z		Zjklno		Zqx						E	E									Z		Z	ZOR			ZOR	
Changed for the better	149	100	49	64	14	9	1	5	5	3	14	30	24	2	23	45	2	71	18	12	3	1	7	3	34	5	2	1	3	53	3	2	2	-	3	72	23	59	11	18	12	70	30
	6%	7%	5%	19%	3%	5%	3%	5%	2%	3%	7%	9%	6%	9%	6%	16%	7%	10%	4%	8%	4%	2%	11%	5%	4%	2%	3%	2%	4%	18%	2%	5%	5%	-	10%	7%	6%	9%	8%	5%	4%	9%	4%
	dhrA			Zdafghi								Z				Zjkln			Zrx		r			rx							ZFG								ZOPR		ZOPR		
Did not change	1369	822	546	203	245	91	27	56	127	49	109	184	226	11	214	137	10	417	281	81	40	31	32	37	470	151	30	21	36	178	79	22	21	8	19	593	209	347	67	231	176	415	408
	57%	55%	59%	59%	50%	52%	74%	57%	61%	50%	58%	55%	55%	52%	54%	48%	33%	60%	53%	54%	57%	65%	53%	53%	56%	50%	53%	42%	57%	60%	63%	53%	53%	52%	64%	54%	57%	52%	47%	61%	60%	51%	61%
	dopACMNQ			d			Zdai		de		op	p	p		p			r																						MNQ	MNQ		MNQ
Don't know / don't know who they are	123	32	90	5	11	2	-	2	5	2	1	7	8	-	7	4	-	9	16	2	-	1	3	2	90	8	1	1	1	3	-	-	-	-	-	25	6	15	4	6	7	19	13
	5%	2%	10%	1%	2%	1%	-	2%	3%	2%	*	2%	2%	-	2%	2%	-	1%	3%	2%	-	2%	4%	3%	11%	3%	1%	2%	2%	1%	-	-	-	-	-	2%	2%	2%	3%	2%	2%	2%	2%
	acdejklnoqEF		Za																q						Zqrstw																		
	KLMOPQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 93

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Rishi Sunak
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligible (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	108	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	781	46	31	17	115	473	304	414	358	352	374	393	312	526	221	515	254	13	175	602	438	344	208	294	133	71	635	147	200	574
	32%	28%	30%	26%	23%	38%	26%	36%	29%	36%	33%	36%	32%	32%	36%	31%	34%	36%	31%	33%	32%	32%	35%	30%	36%	29%	32%	32%	33%	32%
	df					Zf		Zh																						
Changed for the better	149	14	8	7	15	110	38	95	51	62	77	74	65	112	31	108	40	1	45	104	69	80	34	65	31	12	119	30	32	115
	6%	9%	7%	10%	3%	9%	3%	8%	4%	6%	7%	7%	7%	7%	5%	7%	5%	2%	8%	6%	5%	7%	6%	7%	8%	5%	6%	7%	5%	6%
	dfh	d		d		Zf		Zh														i								
Did not change	1369	93	57	35	323	637	726	619	744	529	683	592	557	892	335	949	398	22	289	1071	760	609	334	598	189	147	1104	265	351	998
	57%	57%	56%	52%	63%	52%	62%	54%	60%	54%	58%	54%	58%	57%	55%	58%	54%	59%	52%	58%	56%	57%	55%	59%	51%	59%	56%	59%	57%	56%
	e				Z		Ze		g											r				x						
Don't know / don't know who they are	123	11	8	8	58	15	94	13	90	33	33	35	29	65	21	71	50	1	50	71	85	38	26	41	18	18	112	11	32	87
	5%	7%	7%	12%	11%	1%	8%	1%	7%	3%	3%	3%	3%	4%	3%	4%	7%	3%	9%	4%	6%	4%	4%	4%	5%	7%	6%	2%	5%	5%
	eqjklB				Z		Ze		Zg								o		Za		u						B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

Absolutes/col percents

Table 94

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Ed Davey

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	309	40	85	184	22	18	34	51	50	134	197	112	17	61	108	5	24	76	281	26	85	78	81	65	163	146	266	16	15	12	13	31	25	21	24	32	36	41	42	132	16	23	4	122
	13%	6%	10%	20%	8%	4%	9%	12%	14%	24%	17%	9%	12%	16%	23%	4%	6%	16%	13%	8%	13%	11%	16%	11%	12%	13%	13%	8%	13%	18%	13%	12%	13%	10%	14%	14%	11%	13%	20%	10%	11%	10%	5%	22%
	adfhopQ		a	Zab		e	e	e	Zdefgh		Zk			cp	Zlmopq			cp	s							s				B								ZF HKL				ZNOPQ
Changed for the better	418	113	121	184	45	68	44	77	77	106	223	190	26	65	89	18	56	94	372	44	122	131	83	82	253	165	354	34	22	8	18	34	31	28	31	40	65	65	42	209	31	35	15	107
	17%	17%	15%	20%	17%	16%	11%	18%	21%	19%	19%	15%	18%	17%	19%	16%	13%	20%	18%	14%	19%	19%	16%	14%	19%	15%	17%	16%	19%	12%	18%	13%	16%	13%	18%	18%	20%	20%	20%	16%	20%	15%	18%	20%
	f		b				f	f	f	f	k			p				p								wy																
Did not change	1021	349	355	417	103	147	169	186	164	252	530	500	68	170	214	34	184	202	896	112	272	299	199	250	571	449	844	100	54	23	41	112	96	88	71	86	133	134	83	533	68	103	29	240
	42%	37%	44%	45%	39%	35%	44%	44%	44%	45%	44%	40%	47%	44%	47%	30%	44%	43%	43%	36%	43%	43%	39%	43%	43%	41%	41%	49%	48%	34%	42%	42%	48%	42%	41%	38%	42%	41%	40%	42%	45%	44%	33%	44%
	aeo		a	a			e	e	e	e			o	o	o		o	o	a																							
Don't know / don't know who they are	675	276	248	151	92	184	140	108	78	73	238	435	35	89	49	57	158	103	536	130	159	191	144	181	350	325	571	56	23	25	27	91	49	72	49	67	85	89	41	407	36	75	39	77
	28%	41%	31%	16%	35%	44%	36%	26%	21%	13%	20%	35%	24%	23%	11%	50%	37%	22%	26%	42%	25%	27%	28%	31%	26%	30%	28%	27%	20%	36%	27%	34%	24%	35%	28%	30%	27%	27%	20%	32%	24%	32%	45%	14%
	chjnqMR	Zbc	c			gh	Zghi	Zghi	i	i			n	n		Zlmnq	Zlmnq	n		Zrtuvwxy							C		GM		GM		M				ZR	R	R	ZNOR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 95

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Ed Davey

Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactics t (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	616	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	49	54	17	36	263	173	49	54	17	36	1323	434	602	174	475	349	976	824
Weighted base	2422	1488	926	342	467	178	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	309	222	87	89	40	11	3	6	59	11	45	36	34	2	29	68	4	160	36	16	4	1	13	10	71	20	8	3	4	80	47	1	3	2	1	172	48	99	27	67	30	126	97	
	13%	15%	9%	26%	8%	6%	7%	6%	28%	11%	24%	11%	8%	8%	7%	24%	14%	23%	7%	11%	5%	1%	21%	14%	8%	7%	14%	6%	7%	27%	37%	3%	8%	13%	3%	16%	13%	15%	19%	18%	10%	15%	14%	
	bdelmruxA	b		Zdefgij					Zdefgi		Zklm					Zklm		Zrstux					rtux	ru			A			ZG	ZEG					Z			ZP	ZP		P		
Changed for the better	418	348	70	55	129	88	9	26	24	15	45	112	162	6	148	56	12	115	122	60	14	16	8	15	66	82	9	11	23	50	13	18	16	2	16	250	91	149	38	94	67	187	161	
	17%	23%	8%	16%	27%	50%	26%	26%	11%	15%	24%	34%	39%	26%	37%	19%	42%	17%	25%	40%	20%	33%	14%	22%	8%	28%	16%	21%	37%	17%	11%	44%	40%	11%	53%	23%	25%	22%	27%	25%	23%	23%	24%	
	bhoF	Zb				Zchi	Zcdfghi	h	Zchi		Z	Zjp	Zjp		Zjp	Zjp		x	Zqx	Zqrtwex	x	Zqvx	x		x		Z			ZB			ZEF	Z			Z	Z	Z	Z	Z	Z	Z	
Did not change	1021	638	376	151	217	61	19	46	88	40	71	124	148	9	144	118	7	314	217	58	38	22	29	28	315	142	30	17	25	137	53	20	14	5	10	475	150	297	59	157	125	356	282	
	42%	43%	41%	44%	45%	34%	54%	46%	42%	40%	38%	38%	36%	42%	36%	41%	24%	45%	44%	39%	53%	46%	48%	40%	38%	48%	52%	34%	39%	46%	42%	49%	36%	37%	34%	44%	41%	44%	41%	42%	43%	44%	42%	
	elnp			a	e		e											x	x		x																					
Don't know / don't know who they are	675	280	394	47	101	17	5	21	37	33	26	60	69	5	77	44	5	103	117	16	15	10	11	16	386	54	11	19	11	33	13	2	6	6	3	193	77	127	20	59	73	147	133	
	28%	19%	43%	14%	21%	9%	14%	21%	18%	34%	14%	18%	17%	25%	19%	15%	19%	15%	24%	11%	22%	20%	17%	23%	46%	18%	18%	39%	18%	11%	10%	4%	16%	40%	10%	18%	21%	19%	14%	16%	25%	18%	20%	
	acdefhjkino		Za		ce			e	e	cdefgh								qs					s	Zgrstuvw			ABD												MNOQ			
	qaADEFGKLMNOQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 96

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Ed Davey

Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg raduate degree (t)	At least underg raduate degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £82,00 0 (x)	£82,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	166	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	845	1442	921	59	554	1856	1343	1079	685	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	309	13	11	11	45	202	106	203	102	84	209	117	168	175	111	239	68	3	54	253	172	137	85	120	53	27	245	64	68	237	
	13%	8%	11%	17%	9%	16%	9%	18%	8%	9%	18%	11%	17%	11%	18%	15%	9%	7%	10%	14%	13%	13%	14%	12%	14%	11%	12%	14%	11%	13%	
	fhp					Zf		Zh			Zi		Zk		Zm	p			r												
Changed for the better	418	7	13	10	32	334	82	304	112	241	153	243	135	289	98	309	102	7	83	335	195	222	88	198	58	47	336	81	110	299	
	17%	4%	12%	15%	6%	27%	7%	27%	9%	25%	13%	22%	14%	18%	16%	19%	14%	18%	15%	18%	14%	21%	15%	20%	16%	19%	17%	18%	18%	17%	
	adfhjp			a		Zf		Zh		Zj		Zl				p						Zt		v							
Did not change	1021	62	35	20	215	520	499	501	516	414	480	473	405	668	249	710	299	12	218	793	578	443	256	402	152	110	835	185	269	740	
	42%	38%	34%	31%	42%	42%	43%	44%	42%	42%	42%	43%	42%	42%	41%	43%	40%	32%	39%	43%	43%	41%	42%	42%	41%	44%	42%	41%	44%	42%	
Don't know / don't know who they are	675	82	43	25	219	177	476	134	512	236	308	262	255	445	149	386	273	16	204	467	407	267	173	246	108	65	553	122	167	497	
	28%	50%	42%	37%	43%	14%	41%	12%	41%	24%	27%	24%	26%	28%	25%	23%	37%	43%	37%	25%	30%	25%	29%	25%	29%	26%	28%	27%	27%	28%	
	egko	Z	Z		Z		Za		Zg								Zo	Zo	Za		u									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base**

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 97

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Nigel Farage

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	566	159	142	265	72	87	73	69	85	181	297	268	38	78	131	33	64	134	476	88	164	176	115	112	340	226	469	46	32	19	19	70	39	49	37	55	87	60	53	270	34	47	27	198
	23%	23%	18%	28%	27%	21%	19%	16%	23%	32%	25%	22%	26%	20%	29%	28%	15%	28%	23%	28%	26%	25%	23%	19%	25%	21%	23%	22%	28%	28%	19%	26%	19%	23%	21%	24%	27%	18%	26%	21%	22%	20%	31%	30%
	bgp	b		Zb	fg			g	Zefgh		p		Zmp	p		Zmp			wy	w					wy										L				ZNP			
Changed for the better	430	96	142	192	37	59	60	82	67	126	247	183	27	81	109	10	61	84	391	38	91	112	122	105	203	227	385	20	16	8	31	55	34	41	30	48	52	59	35	211	21	37	10	123
	18%	14%	18%	21%	14%	14%	15%	19%	18%	22%	21%	15%	18%	21%	24%	8%	14%	18%	19%	12%	14%	16%	24%	18%	15%	21%	19%	10%	14%	12%	31%	20%	17%	20%	17%	21%	16%	18%	17%	16%	14%	16%	12%	23%
	sB			a						Zdef	Zk			op	Zopq				stx				Zrstuwx			stux	B				ZGIKLM										ZNOPQ
Did not change	1219	328	446	444	126	202	197	249	197	247	560	652	70	189	211	55	256	234	1074	129	330	360	225	305	690	529	999	131	58	31	41	115	108	95	95	109	152	178	106	667	83	136	34	243
	50%	48%	55%	47%	48%	49%	51%	59%	53%	44%	48%	53%	48%	49%	46%	48%	61%	49%	51%	41%	52%	51%	44%	53%	52%	49%	49%	63%	51%	45%	41%	43%	54%	45%	55%	48%	48%	54%	51%	52%	55%	58%	38%	45%
	isvFR		Zac				i	Zdefi	i		j						Zlmnq		sv		sv	sv		sv	sv	s		ZAD					F		F			F		QR	Q	QR		
Don't know / don't know who they are	207	96	78	34	28	68	56	22	21	12	74	133	11	36	10	17	42	23	145	57	53	52	47	57	104	103	181	9	7	10	9	29	20	24	13	13	28	32	14	133	13	17	16	13
	9%	14%	10%	4%	11%	16%	14%	5%	6%	2%	6%	11%	8%	9%	2%	15%	10%	5%	7%	18%	8%	7%	9%	10%	8%	10%	9%	4%	6%	14%	9%	11%	10%	11%	7%	6%	9%	10%	7%	10%	9%	7%	19%	2%
	cqjmqR	Zbc	c		gi	Zghi	Zghi	i	i		n	j	n	nq		nq	nq	n		Zrtuvwxy							B				R	R	R	ZNPR							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 98

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Nigel Farage

Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Lab (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	566	413	150	102	162	60	10	34	4	31	24	89	134	7	144	48	11	145	155	52	18	12	4	19	162	109	13	16	20	89	1	10	12	-	10	299	108	227	31	92	63	258	155
	23%	28%	16%	30%	33%	34%	26%	34%	2%	31%	13%	27%	33%	32%	36%	17%	40%	21%	31%	35%	25%	25%	7%	27%	19%	36%	23%	32%	32%	30%	1%	25%	30%	-	33%	27%	29%	34%	21%	24%	21%	32%	23%
	bhjcwF	Zb		Zh	Zh	Zh	h	Zh		h		jo	Zjp		Zjko		Zjp	v	Zqvx	Zqvx	v	v		v	v	ZB				ZF		F				Z	Z	ZNOPR				ZNOPR	
Changed for the better	430	307	122	73	45	17	1	6	148	13	85	62	70	1	45	120	5	215	46	18	5	5	30	10	99	21	12	4	6	68	93	7	2	12	3	237	65	97	29	101	80	126	181
	18%	21%	13%	21%	9%	10%	2%	6%	72%	13%	46%	19%	17%	3%	11%	42%	17%	31%	9%	12%	7%	11%	49%	14%	12%	7%	20%	9%	9%	23%	74%	18%	5%	85%	8%	22%	18%	14%	20%	27%	27%	15%	27%
	bdefgrstxAH	Zb		dxfg					Zcdxfgl	f		Zkinp	n		n		Zkinp		Zrstuwx				Zqrstuwx								A		ZEG				Z			ZMQ	ZMQ		ZMQ
Did not change	1219	703	512	158	252	94	25	54	52	46	70	167	191	14	189	113	11	318	256	74	47	26	25	38	436	154	31	24	34	136	31	24	26	2	17	510	175	316	77	171	138	393	309
	50%	47%	55%	46%	52%	54%	69%	55%	25%	47%	37%	50%	46%	65%	48%	39%	38%	46%	52%	49%	65%	53%	42%	54%	52%	52%	54%	49%	54%	46%	24%	57%	65%	15%	56%	47%	48%	47%	53%	45%	47%	48%	46%
	hjcF		a	h	h	h	Zcdhi	h		h		jo	j		jo				Zqv					q		F		F															
Don't know / don't know who they are	207	66	142	9	28	5	1	4	3	8	8	14	17	-	19	6	2	14	35	6	2	5	1	3	141	15	2	6	3	6	1	-	-	-	1	43	18	31	8	13	14	38	27
	9%	4%	15%	3%	6%	3%	3%	4%	1%	8%	4%	4%	4%	-	5%	2%	6%	2%	7%	4%	3%	10%	2%	5%	17%	5%	3%	11%	5%	2%	1%	-	-	-	3%	4%	5%	5%	5%	4%	5%	5%	4%
	acdehjklnoqs		Za		h					oih									q			q			Zqrstvw																	
	AEFGHKLMOPQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 99

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Nigel Farage

Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	108	74	48	335	1346	1089	1251	1141	1035	1115	1124	950	1539	845	1442	521	59	584	1656	1343	1079	668	1018	320	211	1562	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	566	28	24	11	72	329	237	308	254	262	273	290	212	372	158	401	156	9	109	454	262	305	142	224	90	51	461	105	138	424
	23%	17%	23%	17%	14%	27%	20%	27%	20%	27%	24%	27%	22%	24%	26%	24%	21%	26%	20%	25%	19%	28%	23%	23%	24%	21%	23%	23%	22%	24%
	dt					r		Zh				l								c		Zt								
Changed for the better	430	35	10	11	54	271	155	248	178	136	270	160	235	263	135	300	125	5	102	321	285	145	118	177	75	31	338	91	111	314
	18%	21%	9%	17%	10%	22%	13%	22%	14%	14%	24%	15%	24%	17%	22%	18%	17%	14%	18%	17%	21%	14%	20%	18%	20%	13%	17%	20%	18%	18%
	dfhku	d				2f		Zh			Zi		Zk		Zm						Zu		y		y					
Did not change	1219	78	53	29	305	599	617	580	650	504	537	568	456	816	276	832	367	20	269	944	686	533	301	489	181	134	984	235	324	877
	50%	48%	51%	44%	60%	49%	53%	49%	52%	52%	47%	52%	47%	52%	45%	51%	49%	55%	48%	51%	51%	50%	50%	51%	49%	54%	50%	52%	53%	49%
					Za									n																
Don't know / don't know who they are	207	24	16	14	81	35	155	26	161	74	68	77	59	124	38	111	95	2	78	128	121	87	42	75	34	32	187	20	41	159
	9%	15%	16%	22%	16%	3%	13%	2%	13%	8%	6%	7%	6%	8%	6%	7%	13%	6%	14%	7%	9%	8%	7%	8%	6%	13%	10%	4%	7%	9%
	egjB		Z	Z	Z		Za		Zg						Zo				Za							vwx	B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 100

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - John Swinney

Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	1151	1262	104	403	488	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	190	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	216	53	55	108	26	27	28	36	72	144	72	19	37	65	6	18	43	190	26	45	56	66	49	101	115	164	32	11	10	4	27	10	17	15	15	22	29	25	99	10	20	6	75
	9%	8%	7%	12%	10%	7%	7%	7%	10%	13%	12%	6%	13%	10%	14%	5%	4%	9%	9%	8%	7%	8%	13%	8%	8%	11%	8%	16%	9%	14%	4%	10%	5%	8%	9%	7%	7%	9%	12%	8%	7%	8%	7%	14%
	kp			Zab						Zafg	Zk		p	p	Zbqq			p				Zhlwx			tx			ZA			G								ZNO
Changed for the better	88	44	21	23	20	24	12	9	7	16	57	31	17	15	12	3	6	11	58	31	24	39	17	9	63	26	66	19	4	-	1	3	5	6	2	4	26	13	5	63	4	2	8	11
	4%	6%	3%	3%	2%	2%	2%	3%	2%	3%	5%	3%	12%	4%	3%	2%	1%	2%	3%	10%	4%	6%	3%	2%	5%	2%	3%	9%	3%	-	1%	1%	3%	3%	1%	2%	8%	4%	3%	5%	3%	1%	9%	2%
	pwP	Zbc			Zfghi	gh					k		Zmnopq								w	rwy				rwy		ZAD					ZEFGHIJM				PR			ZPR	
Did not change	1036	245	340	451	594	442	58	183	254	35	158	197	930	95	312	297	196	231	610	426	833	125	50	29	51	110	89	82	76	89	120	126	90	523	79	97	25	286
	43%	36%	42%	48%	50%	36%	40%	48%	55%	31%	37%	42%	45%	30%	49%	43%	39%	40%	46%	39%	41%	61%	44%	42%	51%	41%	44%	39%	44%	40%	37%	38%	43%	41%	52%	41%	29%	49%
	aekoQ			Zab			daf	daf	Zdaf		Zk			cp	Zbqq			s	s		svwy	s			K			ZACD							Q	NQ			ZNQ
Don't know / don't know who they are	1081	337	391	353	411	666	51	149	130	70	241	223	908	160	256	307	229	269	583	518	972	30	50	30	44	129	97	103	81	117	152	161	88	596	59	117	48	194
	45%	50%	48%	38%	47%	52%	52%	45%	42%	35%	54%	45%	35%	39%	28%	61%	57%	47%	44%	51%	40%	44%	48%	50%	42%	48%	48%	15%	44%	44%	44%	48%	48%	50%	46%	52%	48%	49%	42%	47%	39%	50%	55%	36%
	cjlrBR	c	c	i	Zhi	Zhi	i				Zj			n		Zlmnq	Zlmnq	lmn			tx		B		B	B								R		R	OR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 101

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - John Swinney

Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Lab (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	216	170	46	50	41	21	2	5	39	9	37	34	40	5	36	41	5	105	31	15	10	1	4	7	44	21	8	4	8	46	32	4	1	1	1	132	36	80	23	37	30	103	67
	9%	11%	5%	15%	8%	12%	4%	6%	19%	9%	20%	10%	10%	23%	9%	14%	17%	15%	6%	10%	14%	1%	6%	11%	5%	7%	13%	9%	13%	15%	26%	10%	2%	6%	3%	12%	10%	12%	16%	10%	10%	13%	10%
	bx	Zb		Zdg					Zdfg		Zkln		x		ux			Zrux		x						Z	ZEG			Z	ZOR				Z		Z			Z	
Changed for the better	88	78	10	17	29	15	10	5	2	1	12	33	32	3	39	24	3	17	30	12	11	2	3	1	13	18	2	1	5	12	2	-	3	-	4	56	19	38	12	18	10	50	28
	4%	5%	1%	5%	6%	8%	27%	5%	1%	1%	7%	10%	8%	13%	10%	8%	10%	2%	6%	8%	15%	4%	5%	1%	2%	6%	3%	2%	8%	4%	1%	-	6%	-	15%	5%	5%	6%	8%	5%	3%	6%	4%
	bhx	Zb		h	Zhi	Zhi	Zcdeghi	h			Z	Z	Z		Z	Z		Zqx	Zqwx	Zqwx			x			Z											Z	ZPR			Z	
Did not change	1036	696	338	198	225	80	24	52	85	44	72	141	189	14	174	132	10	312	229	72	44	24	30	35	291	153	25	13	30	149	45	23	22	7	12	522	161	327	62	182	125	389	307
	43%	47%	36%	58%	46%	46%	66%	53%	41%	44%	39%	43%	46%	64%	44%	46%	35%	45%	46%	48%	62%	50%	49%	50%	35%	51%	43%	25%	48%	50%	36%	55%	54%	47%	40%	48%	44%	49%	43%	48%	42%	48%	46%
	bxC	Zb					Zcdehi											x	x	x	Zqrx	x	x	x		ZC	C		C	ZF		F				Z		Z			Z	
Don't know / don't know who they are	1081	544	532	110	191	60	1	36	81	45	66	123	152	-	149	89	11	258	203	51	7	22	24	27	490	107	23	32	20	92	47	14	15	7	13	380	149	227	47	141	130	273	271
	45%	37%	57%	32%	39%	34%	2%	36%	39%	46%	35%	37%	37%	-	38%	31%	38%	37%	41%	34%	10%	45%	39%	38%	58%	36%	40%	64%	32%	31%	37%	34%	36%	47%	42%	35%	41%	34%	32%	37%	44%	34%	40%

| | | |

	Total (Z)	Age								Gender		Age/gender							Ethnicity		Social Grade					Region									Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Changed for the worse	833	226	251	356	102	124	107	143	133	223	469	372	59	145	182	42	105	174	707	116	234	231	186	182	466	367	682	79	42	30	34	99	59	64	54	68	109	126	67	418	52	88	35	202
	34%	33%	31%	38%	39%	30%	28%	34%	36%	39%	39%	30%	41%	38%	40%	36%	25%	37%	34%	37%	37%	33%	37%	31%	35%	34%	34%	39%	37%	44%	34%	37%	29%	31%	31%	30%	34%	38%	32%	33%	35%	37%	40%	37%
		fkp		b	f			f		Zaf	Zk		p	p	p			p												B												
Changed for the better	82	29	20	33	11	19	11	9	11	22	46	35	7	12	16	3	8	17	58	24	14	27	22	19	41	41	73	2	2	4	1	13	2	10	6	11	12	9	7	49	3	5	3	21
	3%	4%	2%	4%	4%	5%	3%	2%	3%	4%	4%	3%	5%	3%	3%	3%	2%	4%	3%	8%	2%	4%	4%	3%	3%	4%	4%	1%	2%	6%	1%	5%	1%	5%	4%	5%	4%	3%	4%	4%	2%	2%	3%	4%
																				Zrtuwxy										B												
Did not change	1352	357	474	521	139	217	226	248	211	310	620	724	76	201	253	63	272	269	1196	143	362	408	260	322	770	582	1138	119	65	29	59	130	125	115	105	135	181	165	124	718	88	127	39	313
	56%	53%	59%	56%	53%	52%	59%	59%	57%	55%	53%	59%	52%	52%	55%	55%	64%	57%	57%	46%	57%	58%	51%	56%	58%	54%	56%	58%	57%	43%	59%	48%	62%	55%	60%	60%	56%	50%	60%	56%	58%	54%	44%	57%
		sF										j					Zlmnq		sv		s	sv		s	sv	s								FL		F	FL			F				Q
Don't know / don't know who they are	155	66	64	25	10	56	41	22	15	10	51	104	3	26	10	7	38	15	125	28	27	33	39	56	60	95	141	5	5	4	5	26	15	19	9	11	17	29	10	96	8	15	11	9
	6%	10%	8%	3%	4%	14%	11%	5%	4%	2%	4%	8%	2%	7%	2%	6%	9%	3%	6%	9%	4%	5%	8%	10%	5%	9%	7%	2%	4%	6%	6%	10%	7%	9%	5%	5%	5%	9%	5%	7%	5%	6%	12%	2%
		cjnqxR	Zc	c		Zdghi	Zdghi	i				j		nq			lnq			tux			tx	Zrtux		Zrtux	B												R	R	R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 106
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Conservative Party
Base: All respondents

	Total (Z)	Age								Gender		Age/gender							Ethnicity		Social Grade					Region									Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Changed for the worse	833	226	251	356	102	124	107	143	133	223	469	372	59	145	182	42	105	174	707	116	234	231	186	182	466	367	682	79	42	30	34	99	59	64	54	68	109	126	67	418	52	88	35	202
	34%	33%	31%	38%	39%	30%	28%	34%	36%	39%	39%	30%	41%	38%	40%	36%	25%	37%	34%	37%	37%	33%	37%	31%	35%	34%	34%	39%	37%	44%	34%	37%	29%	31%	31%	30%	34%	38%	32%	33%	35%	37%	40%	37%
		fkp		b	f			f		Zaf	Zk		p	p	p			p												B												
Changed for the better	82	29	20	33	11	19	11	9	11	22	46	35	7	12	16	3	8	17	58	24	14	27	22	19	41	41	73	2	2	4	1	13	2	10	6	11	12	9	7	49	3	5	3	21
	3%	4%	2%	4%	4%	5%	3%	2%	3%	4%	4%	3%	5%	3%	3%	3%	2%	4%	3%	8%	2%	4%	4%	3%	3%	4%	4%	1%	2%	6%	1%	5%	1%	5%	4%	5%	4%	3%	4%	4%	2%	2%	3%	4%
																				Zrtuwxy										B												
Did not change	1352	357	474	521	139	217	226	248	211	310	620	724	76	201	253	63	272	269	1196	143	362	408	260	322	770	582	1138	119	65	29	59	130	125	115	105	135	181	165	124	718	88	127	39	313
	56%	53%	59%	56%	53%	52%	59%	59%	57%	55%	53%	59%	52%	52%	55%	55%	64%	57%	57%	46%	57%	58%	51%	56%	58%	54%	56%	58%	57%	43%	59%	48%	62%	55%	60%	60%	56%	50%	60%	56%	58%	54%	44%	57%
		sF										j					Zlmnq		sv		s	sv		s	sv	s								FL		F	FL			F				Q
Don't know / don't know who they are	155	66	64	25	10	56	41	22	15	10	51	104	3	26	10	7	38	15	125	28	27	33	39	56	60	95	141	5	5	4	5	26	15	19	9	11	17	29	10	96	8	15	11	9
	6%	10%	8%	3%	4%	14%	11%	5%	4%	2%	4%	8%	2%	7%	2%	6%	9%	3%	6%	9%	4%	5%	8%	10%	5%	9%	7%	2%	4%	6%	6%	10%	7%	9%	5%	5%	5%	9%	5%	7%	5%	6%	12%	2%
		cjnqxR	Zc	c		Zdghi	Zdghi	i				j		nq			lnq			tux			tx	Zrtux		Zrtux	B												R	R	R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 107
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Conservative Party
Base: All respondents

	Total (Z)	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
		Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Lab (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (LL)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	833	576	253	62	246	83	12	36	83	38	68	124	174	9	170	98	13	221	215	70	32	14	23	26	233	148	34	23	32	51	53	22	14	7	9	417	153	250	61	147	119	311	265
	34%	39%	27%	18%	50%	47%	33%	37%	40%	39%	37%	37%	42%	43%	43%	34%	45%	32%	44%	47%	45%	29%	37%	38%	28%	50%	59%	45%	51%	17%	42%	52%	34%	50%	30%	38%	42%	37%	42%	39%	40%	38%	39%
		bcsE	Zb		Zdfghi	Zc	c	c	c	c			Zu		Zu		Zu		Zqx	Zqux	x				Z	Z			Z	Z					Z	Z					Z
Changed for the better	82	58	24	33	8	2	*	1	11	2	17	19	13	2	12	15	3	37	12	-	2	2	3	1	25	4	1	1	-	27	6	1	1	-	-	49	8	35	8	13	3	43	16
	3%	4%	3%	10%	2%	1%	1%	1%	5%	2%	9%	6%	3%	9%	3%	5%	9%	5%	2%	-	3%	4%	4%	2%	3%	1%	2%	3%	-	9%	5%	3%	3%	-	-	4%	2%	5%	5%	3%	1%	5%	2%
		daP		Zdagi					de		Zln	Z					Zrs					s	s							Z						L		ZPR	PR	P		ZPR	
Did not change	1352	810	539	239	222	88	22	57	106	54	101	180	218	10	208	168	11	422	248	74	36	30	32	40	469	138	22	24	31	213	67	18	24	7	21	592	196	363	71	211	165	434	375
	56%	54%	58%	70%	46%	50%	60%	58%	52%	55%	54%	54%	53%	48%	52%	59%	38%	61%	50%	50%	51%	62%	54%	58%	56%	46%	37%	47%	49%	71%	53%	45%	59%	50%	70%	54%	54%	54%	49%	56%	58%	53%	56%
		drAB		Zdeghi				d								p			Zrs											ZFG												
Don't know / don't know who they are	155	44	111	9	11	4	2	4	6	4	1	10	8	-	8	6	2	12	17	6	1	3	3	2	112	8	1	2	*	8	-	-	1	-	-	32	9	24	5	7	9	28	16
	6%	3%	12%	3%	2%	2%	6%	4%	3%	4%	*	3%	2%	-	2%	2%	7%	2%	4%	4%	1%	5%	5%	3%	13%	3%	1%	5%	*	3%	-	-	4%	-	-	3%	2%	4%	3%	2%	3%	3%	2%
		acdehjklnoqr			Za							j													Zgstw																		
	ADEFKLMOPQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 108
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Conservative Party
Base: All respondents

	Total (Z)	Reasons for not voting			Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
		Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disang aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	833	52	24	17	127	515	314	477	351	386	382	410	326	533	240	567	251	15	167	659	446	387	219	326	130	84	671	162	224	600
	34%	31%	23%	26%	25%	42%	27%	42%	28%	40%	33%	37%	34%	34%	40%	34%	34%	42%	30%	36%	33%	36%	36%	34%	35%	34%	34%	36%	36%	34%
		dfh				Zf		Zh		Zj					Zm					r											
Changed for the better	82	7	2	3	10	50	31	43	38	44	36	53	25	59	20	57	25	1	34	48	44	38	21	35	17	5	74	8	20	59
	3%	4%	1%	4%	2%	4%	3%	4%	3%	4%	3%	5%	3%	4%	3%	3%	3%	2%	6%	3%	3%	4%	3%	4%	5%	2%	4%	2%	3%	3%
																			Za											
Did not change	1352	87	64	37	310	651	696	605	738	503	682	583	570	899	322	943	390	19	295	1049	753	599	324	548	203	148	1099	284	332	1001
	56%	53%	63%	56%	61%	53%	60%	53%	59%	52%	59%	53%	59%	57%	53%	57%	53%	52%	53%	57%	56%	56%	54%	57%	55%	59%	55%	58%	54%	56%
		i					e		g		i		k																	
Don't know / don't know who they are	155	19	13	9	64	19	122	16	116	43	47	48	41	84	25	77	77	2	63	91	110	45	38	57	21	14	137	18	37	113
	6%	12%	13%	14%	13%	2%	10%	1%	9%	4%	4%	4%	4%	5%	4%	5%	10%	4%	11%	5%	8%	4%	6%	6%	6%	6%	7%	4%	6%	6%
			Z		Z		Za		Zg								Zo		Za		u						B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 109
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Liberal Democrats
Base: All respondents

	Total (Z)	Age								Gender		Age/gender							Ethnicity		Social Grade					Region									Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Changed for the worse	260	47	76	137	23	24	32	44	38	99	170	90	18	48	85	5	26	52	230	30	69	57	66	68	126	134	214	21	13	12	10	24	20	22	19	22	26	41	29	114	12	25	5	96
	11%	7%	9%	15%	9%	6%	8%	10%	10%	18%	14%	7%	12%	12%	19%	5%	7%	11%	11%	10%	11%	8%	13%	12%	9%	12%	11%	10%	11%	18%	10%	9%	10%	11%	11%	10%	8%	13%	14%	9%	8%	10%	6%	18%

	aekp			Zab			e	e	Zdefgh	Zk			p	Zmopq			p				u		ux																ZNOPQ
Changed for the better	440	137	119	184	56	81	47	72	73	112	216	219	30	63	81	24	55	104	373	60	135	130	86	89	265	175	374	31	25	10	13	48	33	32	30	38	73	66	41	228	28	42	18	103
	18%	20%	15%	20%	21%	19%	12%	17%	20%	20%	18%	18%	21%	17%	17%	21%	13%	22%	18%	19%	21%	19%	17%	15%	20%	16%	18%	15%	22%	15%	13%	18%	16%	15%	17%	17%	23%	20%	20%	18%	19%	18%	21%	19%
	bfp	b		b	f	f		f	f								p				wy				wy																
Did not change	1440	373	513	554	141	232	242	271	225	329	689	748	76	234	277	65	278	277	1275	154	365	440	289	346	805	635	1200	137	68	35	61	155	121	119	112	146	179	185	124	768	98	142	39	319
	59%	55%	63%	59%	54%	56%	63%	64%	61%	58%	58%	60%	52%	61%	60%	57%	66%	58%	61%	50%	57%	63%	57%	60%	60%	59%	59%	66%	60%	51%	62%	58%	60%	57%	64%	65%	56%	56%	59%	60%	65%	60%	45%	58%
	sQ		a				de										Zlq		a		s		s	s	s	s														Q	Q	Q		Q
Don't know / don't know who they are	282	122	101	60	41	80	65	36	34	25	103	179	21	39	18	20	61	42	208	68	68	73	66	75	141	141	246	17	8	11	15	42	28	36	13	20	43	38	14	171	13	27	24	29
	12%	18%	12%	6%	16%	19%	17%	8%	9%	4%	9%	15%	14%	10%	4%	18%	16%	9%	10%	22%	11%	10%	13%	13%	11%	13%	12%	8%	7%	16%	15%	15%	14%	17%	7%	9%	13%	11%	7%	13%	8%	12%	28%	5%
	cjqiR	Zbc	c		gi	Zghi	Zghi	i	i		Zj		n	n		nq	nq	n		Zrtuwwy						r				M	IM	M	ZUM			M			R		R	ZNOPR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 110
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Liberal Democrats
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters			Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	818	296	674	212	51	117	263	128	248	371	510	72	229	539	306	38	685	698	173	77	54	68	85	672	416	81	71	89	263	173	49	54	17	36	1323	434	892	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	23	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	260	190	70	70	36	2	3	7	56	14	40	23	27	1	23	54	3		125	37	6	7	1	15	10	60	22	8	4	2	64	38	1	3	3	*	153	37	90	28	45	27	118	72
	11%	13%	8%	21%	7%	1%	8%	7%	27%	14%	21%	7%	7%	3%	6%	19%	10%		18%	7%	4%	10%	1%	25%	15%	7%	7%	13%	9%	3%	22%	30%	3%	7%	17%	1%	14%	10%	13%	19%	12%	9%	14%	11%
	bdeklmnsuxD	b		Zdag	e		e	e	Zdefgi	de	Zkln					Zlnn			Znxux					Znxux	nsux			D			ZG	ZG					Z			ZO/PR			Z/PR	
Changed for the better	440	350	90	38	126	113	8	26	16	17	37	115	167	6	163	53	12		98	135	65	14	16	9	17	86	85	6	12	21	31	9	24	14	2	23	241	103	136	34	105	74	171	179
	18%	24%	10%	11%	26%	64%	21%	26%	8%	17%	20%	35%	41%	29%	41%	19%	42%		14%	27%	44%	20%	32%	14%	25%	10%	29%	10%	23%	33%	10%	7%	59%	34%	14%	76%	22%	28%	20%	24%	28%	25%	21%	27%
	bchqxEF	Zb			Zch	Zcdfghi	h	Zch		h		Zjp	Zjp		Zjp		Zjo			Zqvx	Zqrtwex	x	Zqvx		qx		ZB			ZEF	Z						Z	ZK			ZMQ	Z		ZMQ
Did not change	1440	855	577	216	295	57	23	57	124	56	102	171	196	14	193	162	10		433	279	74	48	26	29	36	515	176	42	28	38	190	75	16	21	9	7	632	201	399	75	210	171	474	381
	59%	57%	62%	63%	61%	32%	63%	58%	60%	58%	54%	51%	48%	65%	49%	57%	34%		63%	57%	49%	67%	54%	47%	52%	61%	59%	74%	58%	60%	63%	59%	38%	51%	63%	23%	58%	55%	59%	52%	56%	58%	58%	57%
	ekmpsG			e	e		e	e	e	e	p					lnp			sv			sv				sv		ZAC			G	G											
Don't know / don't know who they are	282	93	189	18	30	4	2	9	10	11	9	23	22	1	19	17	4		36	42	5	2	6	8	6	177	16	2	6	2	14	5	-	3	1	-	64	25	45	7	17	24	53	40
	12%	6%	20%	5%	6%	2%	7%	9%	5%	11%	5%	7%	5%	3%	5%	6%	14%		5%	9%	3%	3%	12%	13%	9%	21%	5%	3%	12%	4%	5%	4%	-	8%	5%	-	6%	7%	7%	5%	4%	8%	6%	6%
	acdehjkmopt		Za				e			ceh							jn					qs			s	qst				Zgnstw												
	ABDEFGKLMNOQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 111
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Liberal Democrats
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	260	13	6	11	34	167	93	164	93	69	182	81	160	139	100	196	61	3	56	203	147	113	76	101	39	24	212	49	52	206
	11%	8%	6%	17%	7%	14%	8%	14%	7%	7%	16%	7%	17%	9%	17%	12%	8%	9%	10%	11%	11%	11%	13%	10%	11%	10%	11%	11%	9%	12%
	dfhk			d		2f		Zh			Zi		Zk		Zm	p														
Changed for the better	440	15	20	8	33	327	111	298	141	249	160	262	135	312	94	296	136	8	89	349	212	228	101	182	76	45	348	92	127	306
	18%	9%	20%	12%	7%	27%	10%	26%	11%	26%	14%	24%	14%	20%	15%	18%	18%	22%	16%	19%	16%	21%	17%	19%	20%	18%	18%	20%	21%	17%
	adfhji		d			2f		Zh		Zj		Zi		n								t								
Did not change	1440	97	50	36	345	675	759	630	801	573	693	682	566	956	357	1001	416	23	317	1111	814	625	351	588	213	147	1158	282	368	1054
	59%	59%	49%	54%	67%	55%	65%	55%	64%	59%	60%	62%	59%	61%	59%	61%	56%	62%	57%	60%	60%	58%	58%	61%	58%	59%	59%	62%	60%	59%
	eg				Zb		Za		Zg							p														
Don't know / don't know who they are	282	40	26	11	99	65	199	50	208	86	112	89	102	168	57	151	128	3	97	184	179	103	74	94	42	32	253	29	66	207
	12%	24%	26%	17%	19%	5%	17%	4%	17%	9%	10%	8%	11%	11%	9%	9%	17%	7%	17%	10%	13%	10%	12%	10%	11%	13%	13%	6%	11%	12%
	ejkuxB	Z	Z		Z		Za		Zg								Zo		Za		u						B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 112
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Reform UK
Base: All respondents

		Age							Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Man (l)	35-44 Man (m)	55+ Man (n)	18-34 Women (o)	35-44 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1191	1262	104	403	486	98	469	506	2095	269	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	316	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	388	422	370	566	1177	1236	146*	394	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	566	173	153	240	75	98	71	82	84	156	298	265	42	83	117	32	70	124	477	85	182	177	100	107	359	207	475	45	28	19	20	65	45	47	39	53	88	69	47	285	30	48	31	153
	23%	25%	19%	26%	28%	24%	18%	19%	23%	28%	25%	21%	29%	22%	25%	28%	17%	26%	23%	27%	29%	25%	20%	18%	27%	19%	23%	22%	25%	27%	20%	24%	22%	22%	23%	34%	28%	21%	23%	22%	20%	20%	36%	28%
	bpwy	b		b	fg					fg			p		p	p		p	y	vwy	Zrvwy	wy			Zrvwy																ZNOP	ZNP
Changed for the better	457	94	151	212	38	56	63	88	75	137	259	198	27	88	117	11	64	95	416	40	95	121	126	115	216	241	404	29	16	8	27	58	33	46	34	47	49	71	40	226	26	37	8	131
	19%	14%	19%	23%	14%	14%	16%	21%	20%	24%	22%	16%	18%	23%	26%	10%	15%	20%	20%	13%	15%	17%	25%	20%	16%	22%	20%	14%	14%	11%	27%	22%	16%	22%	20%	21%	15%	22%	19%	18%	17%	16%	9%	24%
	awstQ		a	Za			e	e	Zdef		k			op	Zop				stx				Zntux	st		Zstux				K												ZNPQ
Did not change	1122	295	407	419	114	181	187	220	177	242	528	590	56	178	209	57	228	210	991	118	302	325	222	273	627	495	920	112	62	28	39	106	95	92	87	107	145	143	104	607	82	120	29	231
	46%	44%	50%	45%	44%	44%	48%	52%	48%	43%	45%	48%	39%	46%	45%	50%	54%	44%	48%	38%	47%	46%	44%	47%	47%	46%	45%	54%	55%	41%	40%	40%	47%	44%	50%	48%	49%	44%	50%	47%	54%	51%	33%	42%
	xO		ac					Zal									Zlnq		a		s	s	s	s	s			A										F	Q	QR	QR		
Don't know / don't know who they are	277	117	97	64	36	81	65	32	33	31	92	184	21	37	18	15	60	46	202	68	58	77	60	82	135	142	235	21	8	14	13	39	28	24	14	18	37	46	17	164	13	31	20	31
	11%	17%	12%	7%	14%	19%	17%	8%	9%	5%	8%	15%	14%	10%	4%	13%	14%	10%	10%	22%	9%	11%	12%	14%	10%	13%	12%	10%	7%	20%	13%	15%	14%	11%	8%	8%	12%	14%	8%	13%	9%	13%	23%	6%
	cjqiR	Zbc	c		gi	Zghi	Zghi				Zj		n	n		n	n	n		Zrtuwwy				rtx		rtx				C		J							R		R	ZNOR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 113
Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Reform UK
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters			Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convicted (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaign (Q)	NET: Since campaign (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	566	409	153	81	176	63	11	37	2	30	28	85	135	6	147	28	8	127	162	56	20	13	3	19	167	115	15	20	22	77	1	11	14	-	10	310	95	215	42	91	61	298	152
	23%	27%	17%	24%	36%	35%	32%	38%	1%	31%	15%	26%	33%	27%	37%	10%	27%	18%	33%	37%	28%	26%	6%	27%	20%	38%	26%	41%	35%	26%	1%	26%	35%	-	34%	28%	26%	32%	29%	24%	21%	31%	23%
		Zb		h	Zch	Zch	h	Zch				jo	Zjko			Zjko	o	v	Zqvx	Zqvx	v	v		v		Z		Z	Z			F					ZOPR				ZOPR	
Changed for the better	457	327	130	81	38	19	2	4	165	12	86	74	75	1	48	128	4	234	44	18	7	3	37	9	105	17	9	4	7	71	104	9	3	13	2	246	74	98	33	110	87	131	196
	19%	22%	14%	24%	8%	11%	5%	4%	80%	12%	46%	22%	18%	3%	12%	45%	15%	34%	9%	12%	10%	7%	61%	13%	12%	6%	16%	8%	11%	24%	83%	21%	8%	88%	6%	23%	20%	15%	23%	29%	29%	16%	29%
	bdefjmnsuvA	Zb		defgi		g			Zcdefgi	g	Zkilnp	n	n			Zkilnp		Zmtuwx					Zgstuwx			A					ZEG					Z		M	ZMQ	ZMQ		ZMQ
	CM																																									
Did not change	1122	659	460	161	244	82	22	52	37	42	65	149	183	12	179	117	14	300	247	68	40	25	18	32	392	150	32	21	31	138	20	20	23	2	16	473	169	316	59	157	126	375	284
	46%	44%	50%	47%	50%	47%	61%	53%	18%	43%	35%	45%	44%	54%	45%	41%	50%	43%	50%	45%	57%	52%	29%	46%	47%	50%	55%	43%	48%	46%	16%	47%	56%	12%	52%	43%	46%	47%	41%	42%	43%	46%	42%
	hjvF		a	h	h	h	hi	h	h	h		j	j	j	j		v	qv	v	v	v	v	v	v					F		F											
Don't know / don't know who they are	277	94	183	20	28	12	1	5	3	14	9	23	19	3	23	12	2	32	39	8	4	8	3	10	175	17	2	4	4	13	1	2	-	-	2	61	28	43	11	19	21	54	40
	11%	6%	20%	6%	6%	7%	2%	5%	2%	14%	5%	7%	5%	16%	6%	4%	8%	5%	8%	5%	6%	16%	4%	14%	21%	6%	3%	8%	6%	4%	1%	5%	-	-	8%	6%	8%	6%	8%	5%	7%	7%	6%
	acdghjklnoqrs		Za	h	h	h			Zcdefgi	g								q					qs		qs	Zqrstv																
	ABEFHKLMOPQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 114

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - Reform UK
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ asleep/ dissolutions d (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,001 to £40,000 (w)	£40,001 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	106	74	46	335	1340	1059	1251	1141	1035	1115	1124	950	1539	845	1442	921	59	594	1856	1343	1079	665	1018	320	211	1982	460	696	1698
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	808	1643	742	37*	559	1847	1353	1069	692	966	371	248	1970	452	614	1773
Changed for the worse	566	26	26	15	75	347	219	325	236	280	250	289	203	380	153	398	157	11	90	475	263	303	130	240	93	51	457	109	140	421
	23%	16%	25%	22%	15%	28%	19%	28%	19%	29%	22%	26%	21%	24%	25%	24%	21%	31%	16%	26%	19%	28%	22%	25%	25%	21%	23%	24%	23%	24%
	dfhrt					Zf		Zh		Zj		i								r		Zt								
Changed for the better	457	32	7	14	61	272	181	265	190	141	285	171	241	278	146	309	142	6	111	339	297	160	136	191	69	30	349	108	119	334
	19%	20%	7%	21%	12%	22%	16%	23%	15%	14%	25%	16%	25%	18%	24%	19%	19%	15%	20%	18%	22%	15%	23%	20%	19%	12%	18%	24%	19%	19%
	bdfhkuy	b		b		Zf		Zh			Zi		Zk		Zm						u		y	y				ZA		
Did not change	1122	78	47	26	267	560	560	516	597	459	507	535	423	744	256	786	318	18	262	853	623	499	259	440	170	142	919	203	275	831
	46%	48%	48%	40%	52%	45%	48%	45%	48%	47%	44%	49%	44%	47%	42%	48%	43%	49%	47%	46%	46%	47%	37%	46%	46%	57%	47%	45%	45%	47%
																p										Zvwx				
Don't know / don't know who they are	277	28	23	12	108	56	204	36	220	96	108	99	95	172	53	149	126	2	95	180	169	108	78	95	38	25	245	32	81	188
	11%	17%	22%	18%	21%	5%	18%	3%	18%	10%	9%	9%	10%	11%	9%	9%	17%	6%	17%	10%	13%	10%	13%	10%	10%	10%	12%	7%	13%	11%
	egqiB		Z		Z		Za		Zg								Zoq		Zs								B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 115

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Scottish National Party
Base: All respondents

		Age						Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Changed for the worse	348	67	96	186	25	41	46	50	69	117	218	129	19	61	109	5	34	76	318	28	90	92	90	77	181	167	270	55	12	12	12	39	21	22	25	19	44	47	40	161	14	30	9	123
	14%	10%	12%	20%	10%	10%	12%	12%	19%	21%	19%	10%	13%	16%	24%	5%	8%	16%	15%	9%	14%	13%	18%	13%	14%	15%	13%	27%	10%	17%	12%	15%	11%	11%	14%	9%	14%	14%	19%	13%	9%	13%	10%	23%
	akopsJ			Zab					dsfg	Zdsfg	Zk			op	Zlmopq			op	s		s			s		ZAC											GHJ					ZNOPQ
Changed for the better	92	51	24	18	21	30	14	10	7	11	53	40	12	15	10	9	9	8	62	31	24	30	23	16	54	39	68	17	4	3	2	14	6	10	3	8	10	12	4	61	9	4	9	7
	4%	8%	3%	2%	8%	7%	4%	2%	2%	2%	4%	3%	8%	4%	2%	8%	2%	2%	3%	10%	4%	4%	4%	3%	4%	4%	3%	8%	4%	5%	2%	5%	3%	5%	2%	3%	3%	4%	2%	5%	6%	2%	10%	1%
	cxjR	Zbc			Zghi				Zghi		npq					npq				Zmuvwxy				ZA															R	PR		ZPR	
Did not change	1479	384	519	577	152	232	239	280	226	351	725	748	85	240	296	67	278	281	1304	162	409	438	283	349	847	632	1239	122	84	34	64	146	125	125	110	148	192	199	131	775	100	151	41	334
	61%	57%	64%	62%	58%	56%	62%	66%	61%	62%	62%	60%	58%	63%	64%	58%	66%	59%	63%	52%	64%	63%	56%	60%	63%	58%	61%	59%	74%	51%	64%	54%	62%	60%	63%	66%	60%	60%	63%	60%	68%	64%	47%	61%
	sQ		a				e				swy		swy	sw			s	swy						ZABD			F			Q	Q	Q		Q
Don't know / don't know who they are	592	178	169	155	64	114	88	82	68	87	183	320	30	67	46	33	102	109	403	91	115	139	112	136	254	248	457	12	14	18	22	70	49	51	37	50	74	72	33	284	26	50	29	82
	21%	26%	21%	17%	24%	27%	23%	19%	19%	15%	15%	26%	21%	18%	10%	29%	24%	23%	19%	29%	18%	20%	22%	23%	19%	23%	22%	6%	13%	27%	22%	26%	24%	25%	21%	22%	23%	22%	16%	22%	19%	21%	33%	15%
	cjnBR	Zc	c		i	Zghi	i				Zj		n	n		mn	mn	n		Zrtux				t		rtx	BC			BC		M							R		R	ZNOR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 116

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Scottish National Party
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting						2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convicted (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaign (Q)	NET: Since campaign (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Changed for the worse	348	272	74	70	84	40	1	7	53	13	55	47	62	4	57	61	5	152	60	26	20	3	10	10	67	45	17	7	15	63	41	9	2	2	3	215	55	138	27	65	42	185	107
	14%	18%	8%	20%	17%	22%	3%	7%	26%	14%	29%	14%	15%	20%	14%	21%	17%	22%	12%	18%	29%	7%	16%	14%	8%	15%	29%	14%	23%	21%	32%	23%	4%	12%	9%	20%	15%	21%	19%	17%	14%	20%	16%
	bfx	Zb		Zfg	fg	Zfg			Zdfgi		Zlkno					Zlkn		Zmux	x	x	Zmux		x			ZAC		Z	ZE							ZL			ZPR			ZPR	
Changed for the better	92	73	19	12	23	8	7	12	3	4	12	28	36	1	34	21	2	12	20	11	7	2	4	1	35	10	1	4	4	9	*	2	3	1	1	52	19	34	11	16	12	45	28
	4%	5%	2%	4%	5%	4%	20%	12%	2%	4%	6%	9%	9%	7%	8%	7%	8%	2%	4%	7%	9%	4%	7%	2%	4%	3%	2%	7%	7%	3%	*	4%	8%	10%	5%	5%	5%	7%	4%	4%	5%	4%	4%
	qF	b			h		Zcdefi	Zcdefi				Z	Z		Z	Z		q	Zq	Zq			q		q																		
Did not change	1479	917	559	217	311	108	26	65	113	57	97	206	251	14	252	171	18	427	329	93	42	29	36	44	479	201	33	29	40	193	66	24	32	10	23	670	227	400	87	245	185	487	430
	61%	62%	60%	63%	64%	60%	71%	66%	55%	58%	52%	62%	61%	67%	63%	60%	62%	62%	67%	62%	59%	60%	59%	64%	57%	67%	58%	58%	63%	65%	52%	59%	79%	65%	75%	61%	62%	60%	60%	65%	63%	60%	64%
	jF			h	h		h				j	j		j			j	Zx								Z				F			Z									
Don't know / don't know who they are	592	226	274	43	68	23	2	14	37	24	23	51	63	1	55	33	4	101	83	19	2	14	11	14	258	42	6	11	4	34	19	6	4	2	3	153	66	99	20	51	56	120	106
	21%	15%	30%	13%	14%	13%	5%	15%	18%	25%	12%	15%	15%	6%	14%	12%	13%	15%	17%	13%	3%	30%	17%	20%	31%	14%	11%	21%	7%	11%	15%	15%	9%	12%	11%	14%	18%	15%	14%	13%	19%	15%	16%
	acdefjklnoq		Za						f	cdef	t	t	t										qrst	t	t	Zqrstv		D														
	aABDEKMOQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 117

Q13. Over the course of the campaign, how did your opinion of each of the following change, if at all? - The Scottish National Party

Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	166	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	845	1442	921	59	554	1856	1343	1079	685	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Changed for the worse	348	18	6	10	32	238	110	226	121	140	192	172	158	221	114	248	97	3	74	271	196	152	93	133	70	29	277	71	83	262
	14%	11%	5%	15%	6%	19%	9%	20%	10%	14%	17%	16%	16%	14%	19%	15%	13%	9%	13%	15%	14%	14%	15%	14%	19%	12%	14%	16%	13%	15%
	bdfh					2f		Zh							Zm															
Changed for the better	92	3	-	5	9	53	37	46	44	35	52	50	36	65	24	66	25	1	36	57	37	56	30	33	15	5	83	9	13	77
	4%	2%	-	7%	2%	4%	3%	4%	4%	4%	5%	5%	4%	4%	4%	4%	3%	3%	6%	3%	3%	5%	5%	3%	4%	2%	4%	2%	2%	4%
				bd															Za			t								C
Did not change	1479	90	65	35	316	784	693	754	717	619	692	679	587	971	372	1041	412	26	302	1167	814	685	355	617	203	167	1186	293	383	1077
	61%	55%	63%	52%	62%	64%	60%	66%	58%	63%	60%	62%	61%	62%	61%	63%	56%	69%	54%	63%	60%	62%	59%	64%	55%	67%	60%	65%	62%	61%
	pr							Zh								p				r				x		x				
Don't know / don't know who they are	502	54	33	17	154	159	323	116	361	183	212	194	162	318	98	288	207	7	147	352	305	197	125	183	82	47	424	78	136	357
	21%	33%	32%	26%	30%	13%	28%	10%	29%	19%	18%	18%	19%	20%	16%	18%	28%	19%	26%	19%	23%	18%	21%	19%	22%	19%	22%	17%	22%	20%
	egno	Z	Z		Z		Za		Zg								Zo		Za		u									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

* small base
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 118

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?

Summary

Base: All respondents

	I learnt nothing new about the parties and leaders over the campaign	The media did a good job of making the debates and issues accessible for people like me	The media mostly asked questions of politicians that felt irrelevant and unhelpful for me in making my decision	The media covered the campaign in a way that felt fair and neutral	The campaign focused on the issues that I care about most	The campaign was mostly about the past, rather than the future	The campaign got away from the usual 'game playing' and personality politics, to focus on the real issues and challenges facing the country	In the end, I had to rely on my gut instinct to make my decision about who to vote for	The campaign focused too much on personalities and 'point scoring' rather than serious discussion of the issues	When I cast my vote, I felt really confident about what the party I was voting for would do if they won
Unweighted base	2422	2422	2422	2422	2422	2422	2422	2422	2422	2422
Weighted base	2422	2422	2422	2422	2422	2422	2422	2422	2422	2422
NET: Agree	1267	1032	697	827	573	884	429	999	1193	891
	52%	43%	29%	34%	24%	36%	18%	41%	49%	37%
Strongly agree (5)	422	227	196	133	104	207	87	337	397	311
	17%	9%	8%	5%	4%	9%	4%	14%	16%	13%
Tend to agree (4)	845	805	501	694	469	676	342	661	796	579
	35%	33%	21%	29%	19%	28%	14%	27%	33%	24%
Neither agree nor disagree (3)	382	682	766	645	831	724	691	670	606	764
	16%	28%	32%	27%	34%	30%	29%	28%	25%	32%
Tend to disagree (2)	551	201	392	317	445	312	548	212	186	190
	23%	8%	16%	13%	18%	13%	23%	9%	8%	8%
Strongly disagree (1)	105	146	91	209	222	58	384	233	51	162
	4%	6%	4%	9%	9%	2%	15%	10%	2%	7%
NET: Disagree	656	347	482	526	667	371	912	446	237	352
	27%	14%	20%	22%	28%	15%	38%	18%	10%	15%
Don't know	117	361	477	424	351	444	390	307	385	415
	5%	15%	20%	18%	14%	18%	16%	13%	16%	17%
Mean	3.4	3.37	3.16	3.11	2.9	3.33	2.63	3.31	3.64	3.34
Standard deviation Standard error	1.17	1.04	1.01	1.09	1.03	0.96	1.09	1.18	0.98	1.1
	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 119

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?

I learnt nothing new about the parties and leaders over the campaign

Base: All respondents

		Age							Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	592	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	1267	367	412	488	97	190	194	218	219	349	648	614	56	200	301	39	210	267	1122	133	325	366	265	310	692	575	1036	134	60	37	47	130	102	114	89	111	162	167	115	632	87	123	26	336
	52%	42%	51%	61%	37%	46%	50%	52%	59%	62%	55%	50%	39%	52%	65%	34%	50%	56%	54%	43%	51%	52%	52%	54%	52%	53%	51%	65%	52%	54%	47%	48%	51%	55%	51%	49%	51%	51%	55%	49%	57%	52%	32%	62%
	adeiksQ		a	Zab			d	d	Zdaf	Zdefg	k			lo	Zlmopq		o	lo	s	s	s	s	s	s	s	s		ZA												Q	Q	Q		ZNPQ
Strongly agree (5)	422	92	138	192	27	65	67	71	83	110	214	206	15	66	106	11	72	87	360	55	90	113	110	108	203	218	334	49	18	20	18	41	37	29	27	39	60	47	37	204	35	52	11	100
	17%	13%	17%	21%	10%	16%	17%	17%	22%	19%	18%	17%	10%	17%	23%	10%	17%	18%	17%	18%	14%	16%	22%	19%	15%	20%	16%	24%	16%	30%	18%	15%	18%	14%	15%	17%	19%	14%	18%	16%	23%	22%	13%	18%
	d		a				d	Zda	d						Zlop								rtua			tx		A		ZA									N			
Tend to agree (4)	845	195	274	376	70	125	127	147	136	239	434	408	41	135	196	28	139	180	763	78	236	253	155	201	488	357	702	85	41	17	29	89	65	85	62	73	102	120	78	428	52	71	16	237
	35%	29%	34%	40%	27%	30%	33%	35%	37%	42%	37%	33%	28%	35%	42%	24%	33%	38%	37%	25%	37%	36%	31%	35%	37%	33%	34%	41%	36%	24%	29%	33%	32%	41%	35%	32%	32%	36%	37%	33%	34%	30%	19%	43%
	adsiQ			Zab				d	Zdaf	Zdefg					Zlmop			o	sv		s	s		s	sv	s		D												Q	Q			ZNPQ
Neither agree nor disagree (3)	382	116	142	125	50	68	67	75	54	70	175	207	24	64	58	26	77	69	320	58	91	109	92	90	200	182	320	32	18	12	18	40	38	36	23	34	56	50	24	212	18	37	17	74
	16%	17%	18%	13%	19%	16%	17%	18%	15%	12%	15%	17%	16%	17%	12%	23%	18%	14%	15%	19%	14%	16%	18%	16%	15%	17%	16%	16%	16%	18%	18%	15%	19%	17%	13%	15%	17%	15%	12%	17%	12%	16%	20%	14%
			c		i			i								n	n																									
Tend to disagree (2)	551	186	167	198	81	104	73	94	77	122	269	277	53	85	87	27	82	112	466	78	163	167	103	117	331	220	477	31	28	15	27	61	36	40	49	57	78	75	53	316	30	51	23	114
	23%	27%	21%	21%	31%	25%	19%	22%	21%	22%	23%	22%	37%	22%	19%	24%	19%	24%	22%	25%	26%	24%	20%	20%	25%	20%	23%	15%	25%	22%	27%	23%	18%	19%	28%	25%	24%	23%	26%	25%	20%	22%	26%	21%
	B	bc			Zfghi								Zlmnpq						y						y		B								G							
Strongly disagree (1)	105	44	37	25	21	23	15	22	10	14	46	59	8	17	12	13	20	12	83	23	33	31	22	20	63	42	99	4	2	-	6	18	10	6	6	17	12	15	9	56	9	13	10	12
	4%	7%	5%	3%	8%	6%	4%	5%	3%	3%	4%	5%	5%	4%	3%	11%	5%	3%	4%	7%	5%	4%	4%	3%	5%	4%	5%	2%	2%	-	6%	7%	5%	3%	3%	8%	4%	5%	5%	4%	6%	6%	12%	2%
	cR	c			Zfa	i										Zlmnpq				nwy							R	R												R	R	R	ZNR	
NET: Disagree	656	230	204	223	102	128	88	116	87	136	315	336	61	102	99	40	102	124	549	101	196	198	125	137	394	262	576	35	30	15	32	79	46	45	55	75	90	91	63	372	38	64	33	126
	27%	34%	25%	24%	39%	31%	23%	27%	23%	24%	27%	27%	42%	27%	21%	35%	24%	26%	26%	32%	31%	28%	25%	24%	29%	24%	28%	17%	27%	22%	33%	29%	23%	22%	32%	33%	28%	28%	30%	29%	25%	27%	38%	23%
	nB	Zbc			Zfghi	f							Zlmnpq			n			vwy		wy				wy		B								GH						ZR	
Don't know	117	46	51	20	13	34	37	13	10	10	38	79	4	18	5	9	33	15	94	19	25	26	25	41	51	66	102	5	6	4	2	20	15	13	7	5	12	22	7	66	8	12	9	10
	5%	7%	6%	2%	5%	8%	10%	3%	3%	2%	3%	6%	3%	5%	1%	8%	8%	3%	5%	6%	4%	4%	5%	7%	4%	6%	5%	2%	5%	6%	2%	7%	7%	6%	4%	2%	4%	7%	3%	5%	5%	5%	10%	2%
	ceiR	c	c		i	Zgfi	Zgfi							n		n	Zmq	n						rtua		x						J	J			J			R	R	R	ZR	
Mean	3.4	3.16	3.41	3.56	3	3.27	3.46	3.37	3.57	3.55	3.44	3.37	3.02	3.4	3.65	2.97	3.41	3.47	3.43	3.22	3.3	3.37	3.47	3.49	3.34	3.48	3.36	3.71	3.42	3.66	3.28	3.3	3.44	3.47	3.32	3.26	3.39	3.35	3.39	3.34	3.52	3.44	2.94	3.56
	adiaQ		a	Zab		d	d	d	Zdeg	Zdeg				lo	Zlmopq		lo	lo	st				st	stx		stx		ZA												Q	Q	Q		ZNQ
Standard deviation Standard error	1.17	1.2	1.16	1.12	1.17	1.2	1.15	1.17	1.14	1.11	1.16	1.17	1.15	1.16	1.11	1.21	1.16	1.13	1.15	1.25	1.17	1.16	1.19	1.15	1.16	1.17	1.17	1.06	1.11	1.16	1.22	1.21	1.17	1.07	1.17	1.24	1.17	1.15	1.19	1.16	1.24	1.24	1.27	1.09
	0.02	0.05	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.03	0.03	0.11	0.06	0.05	0.13	0.06	0.05	0.03	0.07	0.05	0.04	0.06	0.05	0.03	0.04	0.03	0.08	0.1	0.15	0.12	0.08	0.08	0.08	0.09	0.08	0.07	0.07	0.08	0.03	0.1	0.08	0.13	0.05

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

* small base
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 120

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
I learnt nothing new about the parties and leaders over the campaign
Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Total (Z)	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	662	492	150	71*	49*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1060	366	671	144	377	295	816	672
NET: Agree	1267	737	525	202	214	74	19	37	115	53	90	120	177	13	176	148	14	410	217	74	48	26	38	42	412	135	24	17	29	182	72	18	12	6	10	531	180	369	74	160	133	444	293
	52%	49%	57%	59%	44%	42%	53%	37%	56%	54%	48%	36%	43%	60%	44%	52%	49%	59%	44%	49%	67%	54%	63%	60%	49%	45%	42%	35%	46%	61%	57%	44%	30%	40%	34%	49%	49%	55%	52%	42%	45%	54%	44%
	dwgklmnACHO		a	Zdwg					dwg	g	k				k	kl		Zmxx					r	r						ZG								OPR				OPR	
	PR																																									
Strongly agree (5)	422	218	204	58	53	15	10	13	38	26	24	31	47	6	46	38	4	123	59	17	23	9	16	18	156	32	7	5	7	50	23	4	4	1	2	148	58	109	24	42	42	133	85
	17%	15%	22%	17%	11%	8%	28%	14%	18%	27%	13%	9%	11%	29%	12%	13%	14%	18%	12%	11%	33%	19%	26%	26%	19%	11%	12%	10%	12%	17%	18%	10%	11%	5%	7%	14%	16%	16%	16%	11%	14%	16%	13%
	adeklmnAKOR		Za	de			deg		de	Zcdeg								r			Zqrax		rs	rs	rs												O				OR	
Tend to agree (4)	845	519	322	145	161	59	9	23	78	26	66	89	131	7	130	111	10	287	158	57	24	17	22	24	257	103	17	12	21	132	49	14	8	5	8	383	122	260	51	117	91	311	208
	35%	35%	35%	42%	33%	34%	25%	24%	38%	27%	35%	27%	32%	31%	33%	39%	35%	41%	32%	38%	34%	35%	37%	34%	31%	35%	30%	25%	34%	44%	39%	34%	20%	35%	27%	35%	33%	39%	35%	31%	31%	38%	31%
	gkH			Zdfgi					g		k				k			Zrx												Z								OPR				OPR	
Neither agree nor disagree (3)	382	239	143	46	87	27	7	14	31	20	36	50	55	3	49	41	5	101	85	17	9	9	7	12	141	55	8	6	12	43	18	10	4	2	5	180	54	110	22	64	43	132	107
	16%	16%	15%	14%	18%	16%	19%	14%	15%	21%	19%	15%	13%	14%	12%	14%	16%	15%	17%	11%	13%	19%	12%	18%	17%	19%	14%	13%	18%	15%	14%	24%	10%	17%	18%	17%	15%	16%	15%	17%	14%	16%	16%
											lo																															
Tend to disagree (2)	551	394	154	68	147	60	9	29	49	21	50	121	133	4	128	74	9	143	140	51	11	12	13	13	168	81	21	18	21	54	30	8	15	6	13	289	104	147	39	122	87	185	209
	23%	27%	17%	20%	30%	34%	24%	29%	24%	21%	27%	37%	32%	21%	32%	26%	32%	21%	28%	34%	16%	25%	21%	18%	20%	27%	37%	37%	34%	18%	24%	21%	36%	43%	42%	27%	28%	22%	27%	32%	29%	23%	31%
	b	Zb			Zc	Zchi						Zjp	Z		Z				Zqx	Zqhwx							Z	Z	Z				Z			Z	Z			ZMQ	ZMQ		ZMQ
Strongly disagree (1)	105	88	17	20	30	12	2	12	10	1	9	31	41	-	35	21	1	32	31	5	2	1	2	1	31	18	4	7	1	16	6	4	6	-	2	64	23	35	7	26	21	42	47
	4%	6%	2%	6%	6%	7%	4%	13%	5%	1%	5%	9%	10%	-	9%	7%	2%	5%	6%	3%	3%	2%	3%	2%	4%	6%	7%	14%	2%	5%	5%	9%	14%	-	6%	6%	6%	5%	5%	7%	7%	5%	7%
	b	Zb				i		Zcdhi				Z	Zj		Z	Z												ZAD				Z						Z	Z		Z
NET: Disagree	656	483	171	88	177	72	10	41	59	22	59	152	174	4	163	95	10	175	170	57	13	13	15	14	200	100	25	25	23	70	36	12	21	6	15	353	128	181	46	148	108	227	256
	27%	32%	19%	26%	36%	41%	28%	42%	28%	23%	32%	46%	42%	21%	41%	33%	34%	25%	35%	38%	19%	27%	24%	20%	24%	33%	44%	50%	36%	23%	29%	30%	51%	43%	49%	32%	35%	27%	32%	39%	37%	28%	38%
	b	Zb			Zchi	Zchi		Zchi				Zjp	Zjp		Zjp				Zqhwx	Zqhwx							Z	Z	ZA				Z				Z	Z		ZMQ	ZMQ		ZMQ
Don't know	117	30	86	6	9	3	-	7	1	3	1	10	6	1	9	3	-	6	19	3	1	-	*	2	85	8	-	1	-	4	*	1	4	-	-	25	4	10	2	5	12	12	17
	5%	2%	9%	2%	2%	1%	-	7%	1%	3%	1%	3%	2%	5%	2%	1%	-	1%	4%	2%	2%	-	1%	3%	10%	3%	-	2%	-	1%	*	3%	9%	-	-	2%	1%	2%	1%	1%	4%	2%	3%
	acdehjlnoqDE		Za					cdeh											q						Zqrstuvw															MOQ		
	FKLMOQR																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 120

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
I learnt nothing new about the parties and leaders over the campaign
Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	662	492	150	71*	49*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1060	366	671	144	377	295	816	672
Mean	3.4	3.26	3.64	3.45	3.12	3.03	3.49	2.96	3.41	3.58	3.25	2.9	3.02	3.72	3.06	3.25	3.26	3.47	3.16	3.19	3.79	3.45	3.62	3.67	3.45	3.17	3.04	2.8	3.19	3.49	3.42	3.16	2.73	3.02	2.85	3.25	3.24	3.4	3.32	3.08	3.17	3.38	3.12
	adegklmnA		Za	deg			deg		deg	deg	kl					kl		rs			Zrsx		rs	rs	rs	C											OPR	O			OPR	
	BCHKLOPR																																										
Standard deviation Standard error	1.17	1.18	1.1	1.16	1.15	1.15	1.26	1.31	1.17	1.16	1.14	1.19	1.23	1.15	1.22	1.19	1.13	1.14	1.17	1.14	1.16	1.13	1.18	1.12	1.17	1.14	1.2	1.26	1.1	1.13	1.17	1.17	1.3	1.03	1.11	1.17	1.21	1.15	1.18	1.17	1.22	1.16	1.19
	0.02	0.03	0.05	0.07	0.04	0.08	0.18	0.12	0.07	0.1	0.07	0.06	0.05	0.25	0.05	0.07	0.18	0.04	0.05	0.09	0.13	0.15	0.14	0.12	0.05	0.06	0.13	0.15	0.12	0.07	0.09	0.17	0.18	0.25	0.18	0.03	0.06	0.04	0.09	0.05	0.07	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 121

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
I learnt nothing new about the parties and leaders over the campaign
Base: All respondents

	Reasons for not voting			Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £52,00 0 (x)	£52,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	1267	84	37	36	318	630	731	558	704	434	690	513	582	780	374	907	340	19	264	998	720	547	332	487	208	119	1016	251	327	920
	52%	51%	36%	55%	62%	43%	63%	49%	57%	44%	60%	47%	60%	50%	62%	55%	46%	51%	47%	54%	53%	51%	55%	50%	56%	48%	52%	55%	53%	52%
		beklp			Zb		Ze		Zg		Zi		Zk		Zm	p				r										
Strongly agree (5)	422	20	10	12	141	111	309	159	259	110	254	140	219	231	139	301	117	4	82	337	244	178	113	156	55	44	345	76	131	284
	17%	12%	9%	18%	28%	9%	27%	14%	21%	11%	22%	13%	23%	15%	23%	18%	16%	11%	15%	18%	18%	17%	19%	16%	15%	18%	18%	17%	21%	16%
		egklm			Zab		Ze		Zg		Zi		Zk		Zm														ZD	
Tend to agree (4)	845	64	27	24	177	418	421	399	445	324	437	373	363	549	236	606	224	15	183	660	476	369	219	331	153	75	670	175	196	637
	35%	39%	26%	37%	35%	34%	36%	35%	36%	33%	38%	34%	38%	35%	39%	37%	30%	40%	33%	36%	35%	35%	36%	34%	41%	30%	34%	39%	32%	36%
		p									i					p								wy						
Neither agree nor disagree (3)	382	37	24	12	59	194	181	157	210	172	145	177	131	246	84	245	130	7	117	261	246	136	98	151	56	40	327	55	99	278
	16%	23%	24%	18%	12%	16%	16%	14%	17%	18%	13%	16%	14%	16%	14%	15%	17%	20%	21%	14%	18%	13%	16%	16%	15%	16%	17%	12%	16%	16%
		jo	d							j									Za		u					B				
Tend to disagree (2)	551	28	30	15	70	403	148	339	211	286	221	313	178	405	110	365	178	8	101	442	266	285	124	237	72	67	439	112	135	408
	23%	17%	29%	23%	14%	33%	13%	30%	17%	29%	19%	29%	19%	26%	18%	22%	24%	21%	18%	24%	20%	27%	21%	25%	19%	27%	22%	25%	22%	23%
		dfhjkr		d		Zf		Zh		Zj		Zi		n						r		Zt								
Strongly disagree (1)	105	4	3	-	5	65	10	75	30	55	47	59	40	76	23	62	42	2	26	79	50	55	24	37	18	15	87	19	25	81
	4%	2%	3%	-	1%	6%	1%	7%	2%	6%	4%	5%	4%	5%	4%	4%	6%	5%	5%	4%	4%	5%	4%	4%	5%	6%	4%	4%	4%	5%
		dfh				Zf		Zh																						
NET: Disagree	656	32	33	15	75	469	158	414	241	341	268	372	218	481	133	427	220	10	127	521	317	340	148	274	90	82	526	131	160	489
	27%	19%	32%	23%	15%	40%	14%	36%	19%	35%	23%	34%	23%	31%	22%	26%	30%	27%	23%	28%	23%	32%	25%	28%	24%	33%	27%	29%	26%	28%
		dfhjkt		d		Zf		Zh		Zj		Zi		Zn						r		Zt				v				
Don't know	117	12	8	3	59	12	94	14	88	30	44	32	33	69	16	64	52	1	50	67	70	47	25	53	17	8	101	16	28	85
	5%	7%	8%	5%	12%	1%	8%	1%	7%	3%	4%	3%	3%	4%	3%	4%	7%	3%	9%	4%	5%	4%	4%	5%	5%	3%	5%	3%	5%	5%
		egkn			Z		Ze		Zg								Zo		Za											
Mean	3.4	3.44	3.1	3.53	3.84	3.04	3.82	3.2	3.6	3.16	3.57	3.21	3.58	3.3	3.6	3.46	3.28	3.3	3.38	3.41	3.47	3.32	3.47	3.36	3.44	3.28	3.4	3.41	3.47	3.38
		egkmp			Zab		Ze		Zg		Zi		Zk		Zm	p					u									
Standard deviation Standard error	1.17	1.01	1.08	1.06	1.06	1.16	1.03	1.2	1.1	1.15	1.17	1.16	1.16	1.16	1.15	1.15	1.19	1.11	1.13	1.18	1.13	1.2	1.15	1.16	1.13	1.23	1.17	1.17	1.19	1.16
	0.02	0.1	0.13	0.16	0.06	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.03	0.05	0.03	0.04	0.15	0.05	0.03	0.03	0.04	0.05	0.04	0.06	0.09	0.03	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 122

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media did a good job of making the debates and issues accessible for people like me
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2085	269	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	316	219	1172	158	275	98	570
Weighted base	2422	679	838	935	262	417	386	422	370	566	1177	1236	146*	394	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	1032	290	341	401	116	174	162	180	146	255	501	530	64	176	183	51	164	218	877	147	282	298	219	234	579	453	889	67	45	31	44	110	79	79	72	115	152	139	99	544	70	92	34	241
	43%	43%	42%	43%	44%	42%	42%	43%	39%	45%	43%	43%	44%	46%	40%	45%	39%	46%	42%	47%	44%	43%	43%	41%	43%	42%	44%	33%	39%	46%	44%	41%	39%	38%	42%	51%	48%	42%	48%	42%	47%	39%	40%	44%
	B																										B									ZGH							
Strongly agree (5)	227	71	70	86	40	31	34	35	35	50	114	112	22	38	38	18	31	48	183	43	65	62	47	53	127	100	194	12	15	5	3	17	18	18	14	30	37	33	24	121	14	26	12	44
	9%	10%	9%	9%	15%	7%	9%	8%	10%	9%	10%	9%	15%	10%	8%	16%	7%	10%	9%	14%	10%	9%	9%	9%	9%	9%	10%	6%	13%	7%	3%	6%	9%	9%	8%	13%	11%	10%	12%	9%	9%	11%	14%	8%
					Zefgi								p			p				Zruy									B								EF	E		E				
Tend to agree (4)	805	219	272	315	75	143	127	144	110	205	386	418	42	138	145	33	133	170	694	104	217	236	172	181	452	353	695	55	30	26	41	93	61	61	59	85	115	106	75	423	57	66	23	197
	33%	32%	34%	34%	29%	34%	33%	34%	30%	36%	33%	34%	29%	36%	32%	29%	32%	36%	33%	33%	34%	34%	34%	31%	34%	33%	34%	27%	26%	38%	41%	35%	30%	29%	34%	38%	36%	32%	36%	33%	37%	28%	26%	36%
																																												P
Neither agree nor disagree (3)	692	206	225	251	77	129	98	127	109	141	338	340	52	96	121	24	129	130	578	96	171	206	150	155	377	305	567	61	33	21	28	73	55	76	51	53	90	88	53	375	31	72	26	146
	28%	30%	28%	27%	29%	31%	25%	30%	30%	25%	29%	27%	35%	25%	26%	21%	31%	27%	28%	31%	27%	30%	30%	27%	28%	28%	28%	30%	29%	31%	29%	27%	27%	36%	29%	34%	28%	27%	25%	29%	21%	30%	30%	27%
																																		ZJLM									
Tend to disagree (2)	201	55	53	92	22	33	26	28	28	64	99	100	8	25	55	14	29	37	179	21	61	72	31	37	133	68	157	31	10	3	8	23	17	11	13	21	26	21	17	94	15	14	7	64
	8%	8%	7%	10%	8%	8%	7%	7%	8%	11%	8%	8%	6%	6%	12%	12%	7%	8%	9%	7%	10%	10%	6%	6%	10%	6%	8%	15%	8%	4%	8%	8%	8%	5%	7%	9%	8%	7%	8%	7%	10%	6%	9%	12%
				b						ZIg					Zmpq				y	vwy					vwy			ZA														ZNP
Strongly disagree (1)	146	25	48	74	9	16	21	26	33	41	105	41	5	33	55	4	14	19	134	11	50	34	38	24	84	62	118	15	10	3	11	11	15	12	7	11	21	21	9	74	13	15	4	39
	6%	4%	6%	8%	4%	4%	6%	6%	9%	7%	9%	3%	3%	9%	12%	4%	3%	4%	6%	3%	8%	5%	7%	4%	6%	6%	6%	7%	9%	4%	11%	4%	7%	6%	4%	5%	7%	7%	4%	6%	8%	6%	5%	7%
	k			a					de		Zk			pq	Zbpq				sw	s																							
NET: Disagree	347	80	101	166	31	49	47	54	61	105	204	142	13	58	110	18	43	56	313	32	111	106	69	61	217	130	275	46	20	6	19	34	32	22	19	32	47	43	27	168	28	28	11	102
	14%	12%	13%	18%	12%	12%	12%	13%	16%	19%	17%	11%	9%	15%	24%	16%	10%	12%	15%	10%	17%	15%	14%	11%	16%	12%	14%	22%	17%	9%	9%	13%	16%	11%	11%	14%	15%	13%	13%	13%	19%	12%	13%	19%
	kpw			Zab						Zafg	Zk				Zlmpq				wy		swy	w			swy			ZAD														ZNP
Don't know	361	103	140	118	38	64	80	61	54	64	135	224	17	54	47	21	86	71	318	37	74	89	70	128	163	198	303	31	16	10	8	52	36	32	32	25	30	59	30	195	21	44	15	57
	15%	15%	17%	13%	15%	15%	21%	14%	15%	11%	11%	18%	12%	14%	10%	19%	20%	15%	15%	12%	12%	13%	14%	22%	12%	18%	15%	15%	14%	15%	8%	19%	18%	15%	18%	11%	10%	18%	14%	15%	14%	19%	17%	10%
	jnxtKR		c				Zghi					Zj					Zmn	n	tx					Zstuvx		Zatux				EJK	K		K			K			R		R		
Mean	3.37	3.44	3.39	3.3	3.52	3.4	3.42	3.37	3.28	3.32	3.29	3.45	3.54	3.37	3.13	3.5	3.41	3.47	3.35	3.54	3.33	3.38	3.36	3.45	3.34	3.41	3.4	3.1	3.31	3.47	3.2	3.38	3.3	3.36	3.42	3.5	3.42	3.4	3.49	3.39	3.33	3.39	3.43	3.29
	nB	c			h						n	j	n	n		n	n	n		Zrtux							B								E							
Standard deviation Standard error	1.04	0.97	1.02	1.09	1.03	0.93	1.03	1.01	1.11	1.08	1.11	0.96	0.98	1.11	1.17	1.11	0.93	0.98	1.05	0.97	1.1	1	1.05	0.99	1.05	1.02	1.03	1.05	1.17	0.92	1.06	0.96	1.08	0.98	0.95	1.05	1.06	1.06	1.02	1.02	1.13	1.06	1.06	1.06
	0.02	0.04	0.04	0.04	0.08	0.05	0.05	0.05	0.06	0.05	0.03	0.03	0.1	0.06	0.06	0.12	0.05	0.05	0.02	0.06	0.05	0.04	0.05	0.04	0.03	0.03	0.02	0.08	0.11	0.12	0.11	0.07	0.08	0.07	0.08	0.07	0.06	0.06	0.07	0.03	0.1	0.07	0.12	0.05

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 123

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media did a good job of making the debates and issues accessible for people like me
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Agree	1032	740	292	179	279	93	13	37	86	36	97	184	238	5	217	152	13	347	238	82	20	17	23	30	275	194	29	29	39	153	51	23	13	7	8	551	178	325	58	190	146	403	336
	43%	50%	32%	52%	57%	53%	35%	37%	41%	37%	52%	55%	58%	25%	55%	53%	46%	50%	48%	55%	28%	35%	37%	43%	33%	65%	68%	58%	62%	51%	41%	55%	32%	45%	59%	51%	49%	51%	40%	50%	50%	49%	50%
	btx	Zb		Zfghi	Zfghi	Zfghi					Z	Z	Z		Z	Z		Zfx	Zfx	Ztuvx						Z	Z	Z	Z	ZF						Z	Z	ZN		ZN	Z	ZN	ZN
Strongly agree (5)	227	170	56	48	68	26	1	6	14	5	16	58	55	1	52	52	2	74	59	22	1	3	5	5	57	42	12	7	6	36	6	4	2	1	5	122	46	81	15	36	38	98	75
	9%	11%	6%	14%	14%	15%	1%	6%	7%	6%	9%	17%	13%	7%	13%	18%	5%	11%	12%	15%	2%	5%	8%	7%	7%	14%	20%	14%	9%	12%	5%	10%	6%	7%	15%	11%	12%	12%	10%	10%	13%	12%	11%
	b	Zb		Zfghi	Zfghi	Zfghi						Zj	Z		Z	Zj		tx	tx	Ztx						Z	Z			F												
Tend to agree (4)	805	569	236	131	211	68	12	31	71	31	81	127	183	4	165	99	12	273	179	59	19	14	18	25	218	123	28	22	33	118	45	19	11	5	13	428	132	265	43	153	108	308	261
	33%	38%	26%	38%	43%	38%	34%	31%	35%	31%	43%	38%	44%	19%	42%	35%	41%	39%	36%	40%	26%	30%	29%	36%	26%	41%	48%	44%	53%	39%	36%	45%	27%	38%	43%	39%	36%	39%	30%	41%	37%	38%	39%
	btx	Zb			Zghi						Z		Zo		Z			Zx	x	x						Z	Z		Z							Z		ZN		ZN		Z	ZN
Neither agree nor disagree (3)	692	424	253	108	126	57	8	23	52	33	45	73	97	8	99	79	5	187	132	37	22	15	19	23	248	77	13	12	17	97	34	12	8	5	6	303	109	202	39	103	80	240	163
	28%	28%	27%	31%	26%	32%	21%	24%	25%	34%	24%	22%	24%	38%	25%	27%	16%	27%	27%	25%	31%	31%	31%	32%	30%	26%	23%	25%	27%	33%	27%	30%	21%	34%	21%	28%	30%	30%	27%	27%	27%	29%	27%
	k																																										
Tend to disagree (2)	201	127	73	24	34	9	11	13	25	10	24	30	33	3	37	25	7	58	43	16	12	3	9	5	56	25	3	3	2	21	16	3	8	1	-	89	35	46	19	36	26	65	62
	8%	9%	8%	7%	7%	5%	29%	13%	12%	11%	13%	9%	8%	15%	9%	9%	24%	8%	9%	11%	17%	5%	14%	7%	7%	8%	6%	7%	3%	7%	13%	7%	20%	10%	-	6%	9%	7%	13%	10%	9%	8%	9%
							Zcdeghi		de	Zcde	Z						Zkino				Zqx		x										Z					M					
Strongly disagree (1)	146	88	59	14	14	7	3	12	27	8	15	20	20	3	16	10	2	48	24	5	8	6	6	3	46	8	2	*	2	14	15	2	5	2	3	64	20	36	17	24	11	53	35
	6%	6%	6%	4%	3%	4%	9%	13%	13%	8%	8%	6%	5%	12%	4%	4%	6%	7%	5%	3%	11%	13%	10%	5%	5%	3%	3%	1%	3%	5%	12%	4%	13%	12%	11%	6%	5%	5%	12%	6%	4%	6%	5%
	dA						d	Zcde	Zcde	d	no										s	rsx									ZE							ZMO/PQR				
NET: Disagree	347	214	132	38	48	15	14	25	53	18	39	50	53	6	53	35	9	106	67	21	20	9	15	8	102	33	5	4	4	35	31	5	13	3	3	153	54	82	36	60	37	117	97
	14%	14%	14%	11%	10%	9%	38%	25%	25%	19%	21%	15%	13%	27%	13%	12%	30%	15%	14%	14%	29%	18%	25%	12%	12%	11%	9%	7%	6%	12%	25%	11%	32%	21%	11%	14%	15%	12%	25%	16%	12%	14%	14%
	deD						Zcdei	Zcde	Zcde	de	Zlno						Zkino				Zqsvwx		Znx									ZE							ZMO/PQR				
Don't know	361	111	249	17	33	11	2	14	17	11	7	24	24	2	29	21	2	53	55	10	8	7	4	9	214	23	*	5	3	14	9	2	6	-	3	83	25	43	12	24	32	55	56
	15%	7%	27%	5%	7%	6%	5%	14%	8%	11%	4%	7%	6%	10%	7%	7%	8%	8%	11%	7%	12%	15%	7%	12%	25%	8%	*	10%	5%	5%	8%	4%	15%	-	9%	8%	7%	6%	8%	6%	11%	7%	8%
	acdehjklnoqrs		Za					cde		c															Zqrstvw	B		B												MOQ			
	AB DEFGKLMNO QR																																											
Mean	3.37	3.44	3.23	3.54	3.63	3.59	2.89	3.06	3.1	3.18	3.33	3.55	3.56	2.92	3.55	3.6	3.18	3.42	3.47	3.56	2.89	3.11	3.11	3.39	3.3	3.6	3.77	3.71	3.66	3.49	3.09	3.52	2.92	3.19	3.56	3.45	3.44	3.49	3.15	3.4	3.52	3.43	3.45
	bfghtFHN	b		Zfghi	Zfghi	Zfghi						Zj	Zj			Zj	Zj	t	tuvx	Ztuvx				t	t	Z	Z	Z	Z	F		F				ZN		N	ZN	N	N
Standard deviation	1.04	1.03	1.04	0.98	0.94	0.95	1.06	1.17	1.17	1.03	1.06	1.1	1.01	1.13	0.99	1.03	1.09	1.05	1.02	1.01	1.05	1.14	1.13	0.95	1.01	0.95	0.94	0.85	0.81	0.97	1.12	0.94	1.2	1.13	1.17	1.02	1.03	1	1.19	1.03	0.99	1.04	1.02

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

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The media did a good job of making the debates and issues accessible for people like me
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Standard error	0.02	0.03	0.05	0.06	0.04	0.07	0.15	0.12	0.07	0.1	0.07	0.06	0.05	0.26	0.05	0.06	0.19	0.04	0.04	0.08	0.13	0.17	0.14	0.11	0.04	0.05	0.11	0.11	0.09	0.06	0.09	0.14	0.18	0.26	0.2	0.03	0.05	0.04	0.09	0.05	0.06	0.03	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 124

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media did a good job of making the debates and issues accessible for people like me
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absence e (a)	Reasons for not voting: Not eligible (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenfranchised/ aged/ disabled/ absence d (d)	Campaign engagement: More engaged (e)	Campaign engagement: Less engaged (f)	Political engagement: More engaged (g)	Political engagement: Less engaged (h)	Optimism/ pessimism about the UK: Optimistic (i)	Optimism/ pessimism about the UK: Pessimistic (j)	Optimism/ pessimism about local area: Optimistic (k)	Optimism/ pessimism about local area: Pessimistic (l)	Optimism/ pessimism about personal life: Optimistic (m)	Optimism/ pessimism about personal life: Pessimistic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to undergraduate degree (t)	Education level: At least undergraduate degree (u)	Household income: 0 (v)	Household income: £1 to £40,000 (w)	Household income: £40,000 to £62,000 (x)	Household income: £62,000 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabled (C)	Disability: Non-disabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	1032	56	47	27	135	701	328	602	425	545	410	582	351	737	233	701	322	9	235	789	565	466	225	437	168	107	850	182	244	780
	43%	34%	46%	41%	26%	57%	28%	53%	34%	56%	36%	53%	36%	47%	36%	43%	43%	24%	42%	43%	42%	44%	37%	45%	45%	43%	43%	40%	40%	44%
		dfhjkp		d		Zf		Zh		Zj		Zi		Zn		q	q							v	v					
Strongly agree (5)	227	11	7	4	25	167	59	154	72	126	84	130	73	164	51	154	70	3	56	169	129	98	44	99	35	26	194	32	53	172
	9%	7%	7%	6%	5%	14%	5%	13%	6%	13%	7%	12%	8%	10%	8%	9%	9%	8%	10%	9%	10%	9%	7%	10%	9%	10%	10%	7%	9%	10%
		dfh				Zf		Zh		Zj		Zi																		
Tend to agree (4)	805	45	40	23	110	534	269	448	352	419	326	452	278	573	182	547	252	6	179	620	437	369	181	338	133	81	656	149	191	608
	33%	27%	38%	34%	21%	43%	23%	39%	28%	43%	28%	41%	29%	36%	30%	33%	34%	16%	32%	34%	32%	34%	30%	35%	36%	33%	33%	33%	31%	34%
		dfhjkj	d			Zf		Zh		Zj		Zi		n		q	q													
Neither agree nor disagree (3)	682	54	23	15	142	318	357	283	385	235	350	278	281	437	166	464	201	17	162	513	388	294	179	268	102	71	553	129	172	500
	28%	33%	23%	22%	28%	26%	31%	25%	31%	24%	31%	25%	29%	28%	27%	28%	27%	46%	29%	28%	29%	28%	30%	28%	27%	29%	28%	29%	28%	28%
		i					e		g		i							Zop												
Tend to disagree (2)	201	17	6	8	35	127	72	129	72	73	119	79	99	111	65	143	53	4	37	164	98	103	61	82	31	12	157	43	46	149
	8%	10%	6%	12%	7%	10%	6%	11%	6%	8%	10%	7%	10%	7%	11%	9%	7%	12%	7%	9%	7%	10%	10%	9%	8%	5%	8%	10%	8%	8%
		h				f		Zh					k		m								y							
Strongly disagree (1)	146	6	3	3	34	63	83	82	64	35	102	41	90	75	58	115	30	2	31	115	67	79	36	48	22	19	117	29	46	100
	6%	4%	3%	5%	7%	5%	7%	7%	5%	4%	9%	4%	9%	5%	10%	7%	4%	5%	5%	6%	5%	7%	6%	5%	6%	8%	6%	7%	8%	6%
		ik										Zi			Zk	p								t						
NET: Disagree	347	22	9	11	69	191	154	211	135	108	221	121	190	186	124	258	83	6	67	279	165	182	97	130	53	31	274	73	93	248
	14%	14%	9%	17%	13%	15%	13%	19%	11%	11%	19%	11%	20%	12%	20%	16%	11%	16%	12%	15%	12%	17%	16%	13%	14%	13%	14%	16%	15%	14%
		hk						Zh			Zi		Zk		Zm	p						t								
Don't know	361	32	24	13	168	24	324	45	298	88	167	113	141	214	84	220	136	5	94	266	234	127	101	130	48	39	293	68	106	245
	15%	20%	23%	20%	32%	2%	28%	4%	24%	9%	15%	10%	15%	14%	14%	13%	18%	13%	17%	14%	17%	12%	17%	14%	13%	16%	15%	15%	17%	14%
		egiku			Za		Ze		Zg		i		k				Zo				u									
Mean	3.37	3.3	3.53	3.31	3.17	3.51	3.18	3.42	3.32	3.59	3.17	3.56	3.18	3.47	3.19	3.34	3.46	3.12	3.42	3.36	3.41	3.32	3.27	3.43	3.39	3.4	3.39	3.29	3.31	3.4
		dfjn	d			Zf		h		Zj		Zi		Zn			oq							v						
Standard deviation Standard error	1.04	0.95	0.9	1.04	1.04	1.03	1.03	1.1	0.96	0.96	1.09	0.96	1.11	0.99	1.13	1.06	0.98	0.95	1.02	1.04	1.01	1.07	1.03	1.01	1.03	1.07	1.04	1.03	1.07	1.03
	0.02	0.1	0.12	0.17	0.07	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03	0.03	0.13	0.05	0.03	0.03	0.03	0.04	0.03	0.06	0.08	0.03	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 125
Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media mostly asked questions of politicians that felt irrelevant and unhelpful for me in making my decision
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minority (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employed (N)	Employment Status: Selfemployed (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	675	592	204	351	416	457	410	592	1151	1262	304	403	486	98	469	506	2085	299	616	704	483	619	1320	1102	2048	184	124	66	100	298	212	210	180	232	321	318	219	1174	198	276	96	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	549
NET: Agree	697	175	226	296	79	96	104	122	113	183	422	270	52	137	174	26	88	122	608	82	190	183	174	150	373	324	574	65	35	23	33	72	48	66	50	65	86	86	68	354	46	71	20	181
	29%	26%	28%	32%	30%	23%	27%	29%	31%	32%	36%	22%	36%	36%	38%	22%	21%	26%	29%	26%	30%	26%	34%	26%	28%	30%	28%	31%	31%	34%	33%	27%	24%	32%	29%	29%	27%	26%	33%	28%	31%	30%	23%	33%
		kp		a					e	e	Zk		p	Zopq	Zopq									Zsuwx																		N
Strongly agree (5)	196	39	67	90	19	20	34	33	38	52	139	57	11	49	63	8	18	27	173	22	57	47	51	41	104	92	167	19	8	2	11	18	14	12	10	24	29	36	14	96	16	23	5	49
	8%	6%	8%	10%	7%	5%	9%	8%	10%	9%	12%	5%	8%	13%	14%	7%	4%	6%	8%	7%	9%	7%	10%	7%	8%	8%	8%	9%	7%	3%	11%	7%	7%	6%	5%	11%	9%	11%	7%	8%	10%	10%	6%	9%
		kp		a					e	e	Zk			Zpq	Zpq																												
Tend to agree (4)	501	136	159	206	60	75	70	89	75	131	283	213	41	88	111	18	70	95	435	60	133	136	123	109	269	232	407	45	27	21	22	54	34	54	41	41	57	49	54	258	30	48	15	131
	21%	20%	20%	22%	23%	18%	18%	21%	20%	23%	24%	17%	28%	23%	24%	16%	17%	20%	21%	19%	21%	19%	24%	19%	20%	21%	20%	22%	24%	31%	22%	20%	17%	26%	23%	18%	18%	15%	26%	20%	20%	20%	17%	24%
		kL									Zk		p	p	p																			KL		L			KL				
Neither agree nor disagree (3)	766	211	243	311	77	135	107	136	117	195	359	407	40	113	142	36	130	169	641	120	200	225	156	185	425	341	655	66	32	13	35	86	59	72	52	73	114	104	59	417	45	60	24	181
	32%	31%	30%	33%	29%	32%	28%	32%	32%	34%	30%	33%	28%	29%	31%	32%	31%	36%	31%	39%	31%	32%	31%	32%	32%	31%	32%	32%	28%	19%	36%	32%	30%	34%	30%	33%	36%	32%	28%	33%	30%	25%	27%	33%
																				Zry							D														P
Tend to disagree (2)	392	111	133	148	43	67	68	65	62	86	182	210	27	60	71	16	72	78	338	48	110	130	71	80	240	152	332	27	17	16	18	46	34	26	30	38	58	51	31	190	32	41	18	89
	16%	16%	16%	16%	17%	16%	18%	15%	17%	15%	15%	17%	19%	16%	15%	14%	17%	16%	16%	15%	17%	19%	14%	14%	16%	14%	16%	13%	15%	23%	18%	17%	17%	12%	17%	17%	18%	16%	15%	15%	21%	17%	21%	16%
																						y			Y																	
Strongly disagree (1)	91	29	31	31	16	13	10	20	12	18	47	44	12	13	15	4	18	15	78	12	31	18	18	24	48	42	80	2	5	3	3	7	6	4	6	11	16	20	7	50	1	14	4	17
	4%	4%	4%	3%	6%	3%	3%	5%	3%	3%	4%	4%	8%	3%	3%	4%	4%	3%	4%	4%	5%	3%	4%	4%	4%	4%	4%	1%	5%	4%	3%	2%	3%	2%	3%	5%	5%	6%	3%	4%	1%	6%	5%	3%
																																										O		
NET: Disagree	482	140	163	179	59	81	78	85	74	105	228	254	39	73	86	20	90	93	417	60	140	148	90	105	288	194	412	29	22	18	21	53	41	30	35	49	74	72	38	240	33	56	23	106
	20%	21%	20%	19%	23%	19%	20%	20%	20%	18%	19%	21%	27%	19%	19%	18%	21%	20%	20%	19%	22%	21%	18%	18%	22%	18%	20%	14%	20%	27%	22%	20%	20%	15%	20%	22%	23%	22%	18%	19%	22%	24%	26%	19%
																														B							H						
Don't know	477	152	176	149	47	105	97	79	66	83	169	305	15	62	58	32	114	91	421	50	107	144	88	138	251	226	393	46	24	14	9	58	53	40	37	38	47	68	43	269	27	49	21	78
	20%	22%	22%	16%	18%	25%	25%	19%	18%	15%	14%	25%	10%	16%	13%	28%	27%	19%	20%	16%	17%	21%	17%	24%	19%	21%	19%	22%	21%	21%	9%	22%	26%	19%	21%	17%	15%	21%	21%	21%	18%	21%	24%	14%
		cjlmER	c	c		Zhi	Zhi				Zj					lmn	Zlmnq	n							stvx					E	ZEJK		E				E	E	R		R	R	
Mean	3.16	3.08	3.16	3.22	3.11	3.07	3.17	3.14	3.21	3.23	3.28	3.03	3.09	3.31	3.34	3.11	3	3.1	3.17	3.12	3.15	3.12	3.28	3.14	3.13	3.21	3.15	3.33	3.17	3.06	3.22	3.14	3.1	3.26	3.14	3.15	3.09	3.12	3.22	3.16	3.22	3.13	2.97	3.23
		kp		a							Zk			Zpq	Zpq									ux																			
Standard deviation Standard error	1.01	0.99	1.03	1.01	1.06	0.94	1.03	1.02	1.03	0.99	1.06	0.94	1.1	1.06	1.06	1	0.96	0.94	1.02	0.96	1.05	0.96	1.02	1	1.01	1.01	1.01	0.95	1.04	1.02	1.02	0.96	1	0.89	0.97	1.07	1.04	1.11	0.99	1	1.01	1.13	1.03	0.99
	0.02	0.05	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.03	0.03	0.11	0.06	0.05	0.12	0.05	0.05	0.02	0.06	0.05	0.04	0.05	0.05	0.03	0.03	0.02	0.08	0.11	0.14	0.11	0.07	0.08	0.07	0.08	0.08	0.06	0.07	0.07	0.03	0.09	0.08	0.12	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 126
Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media mostly asked questions of politicians that felt irrelevant and unhelpful for me in making my decision
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats 1 (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrat 1 (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats 1 (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know/ Can't remember r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Agree	697	498	198	129	134	56	14	33	88	31	76	111	126	7	116	98	7	253	143	42	26	6	26	20	181	77	14	18	16	115	61	13	20	2	15	371	120	227	50	131	89	278	220
	29%	33%	21%	38%	28%	32%	37%	34%	42%	32%	41%	33%	31%	33%	29%	34%	23%	37%	29%	28%	37%	12%	43%	29%	22%	26%	24%	37%	25%	39%	48%	32%	49%	17%	48%	34%	33%	34%	35%	35%	30%	34%	33%
		bux	Zb	Zd					Zda		Zln							Znux	ux	u	ux		Zsux	u						Z	Z		Z			Z		Z		Z		Z	
Strongly agree (5)	196	134	61	35	28	8	5	11	38	7	21	29	33	1	29	25	-	77	38	12	11	1	10	3	44	14	4	3	5	31	27	1	10	1	3	99	32	61	17	33	22	78	55
	8%	9%	7%	10%	6%	4%	14%	11%	18%	7%	11%	9%	8%	6%	7%	9%	-	11%	8%	8%	15%	1%	16%	4%	5%	5%	6%	7%	9%	10%	21%	2%	24%	9%	8%	9%	9%	9%	12%	9%	8%	10%	8%
		xA		de		de	de	Zcdal										Zux		ux			Zrawx								ZEG		Z									
Tend to agree (4)	501	364	136	93	107	48	8	22	50	25	55	82	95	6	88	73	7	176	104	30	15	5	16	17	137	63	10	15	10	84	34	13	10	1	12	272	88	166	33	98	67	199	165
	21%	24%	15%	27%	22%	27%	23%	23%	24%	25%	30%	25%	23%	28%	22%	25%	23%	25%	21%	20%	21%	11%	26%	25%	16%	21%	18%	30%	16%	28%	27%	30%	25%	8%	40%	25%	24%	25%	23%	26%	23%	24%	24%
		bx	Zb	Z		Z					Zn							Zux								Z				Z						Z		Z		Z		Z	Z
Neither agree nor disagree (3)	766	487	274	130	159	54	13	27	60	26	63	98	119	4	114	109	7	250	155	43	21	22	18	14	243	104	17	11	23	115	37	20	7	6	7	362	111	238	49	112	87	288	199
	32%	33%	30%	38%	33%	31%	35%	28%	29%	27%	34%	29%	29%	18%	29%	38%	26%	36%	31%	29%	30%	46%	29%	20%	29%	35%	30%	23%	36%	39%	29%	48%	16%	42%	22%	33%	30%	35%	34%	30%	29%	35%	30%
		wH		Zfk												Zkln		Zwx					Zrawx							Z		ZF						R				R	
Tend to disagree (2)	392	271	120	43	108	43	5	18	31	16	32	70	101	5	100	36	9	93	87	46	13	10	9	13	121	64	15	10	17	38	16	5	7	3	3	198	72	105	19	83	65	123	148
	16%	18%	13%	13%	22%	24%	15%	18%	15%	16%	17%	21%	24%	23%	25%	12%	31%	13%	18%	30%	18%	21%	14%	18%	14%	21%	26%	20%	27%	13%	13%	12%	17%	19%	11%	18%	20%	16%	13%	22%	22%	15%	22%
			b		Zch	Zch						Zo	Zjp		Zjp		Zo			Zqrvx						Z	Z		Z												ZMNQ	
Strongly disagree (1)	91	70	20	17	28	8	*	5	7	5	10	20	30	-	23	22	2	26	28	9	*	-	2	6	19	15	7	3	3	14	2	2	2	2	2	45	24	37	9	17	8	46	25
	4%	5%	2%	5%	6%	5%	1%	5%	3%	5%	5%	6%	7%	-	6%	8%	8%	4%	6%	6%	1%	-	4%	8%	2%	5%	12%	6%	4%	5%	1%	4%	4%	16%	7%	4%	7%	5%	6%	5%	3%	6%	4%
			b		Z								Z			Z			x	x				x			ZA													ZP		
NET: Disagree	482	342	140	60	137	51	6	23	38	21	42	90	131	5	123	57	11	119	115	55	13	10	11	18	141	79	22	13	20	51	18	7	8	5	6	243	96	141	28	101	72	169	173
	20%	23%	15%	18%	28%	29%	16%	23%	18%	21%	23%	27%	32%	23%	31%	20%	38%	17%	23%	37%	18%	21%	18%	26%	17%	27%	38%	26%	32%	17%	14%	16%	21%	36%	19%	22%	26%	21%	19%	27%	24%	21%	26%

| | | |

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Agree	827	590	237	138	239	81	12	25	50	33	77	140	188	6	182	121	11	249	193	69	20	15	13	31	237	141	33	27	31	122	29	22	8	7	7	440	138	294	36	143	116	330	260
	34%	40%	26%	40%	49%	46%	33%	26%	24%	34%	41%	42%	46%	29%	46%	42%	38%	36%	39%	46%	28%	30%	22%	44%	28%	47%	57%	55%	49%	41%	23%	53%	19%	47%	23%	40%	38%	44%	25%	38%	39%	40%	39%
	bhcFHN	Zb		gh	ZcfgIhi	Zghi					Z	Z	Z		Z	Z		vx	Zvx	Zqtvx				vx		Z	Z	Z	Z	ZF		ZF				Z		ZN		N	N	ZN	ZN
Strongly agree (5)	133	98	34	31	39	10	-	2	10	5	11	24	33	*	32	33	1	49	37	13	1	-	1	5	28	24	9	4	2	27	7	2	2	1	*	73	23	57	4	20	18	60	38
	5%	7%	4%	9%	8%	6%	-	2%	5%	5%	6%	7%	8%	2%	8%	12%	2%	7%	7%	8%	1%	-	1%	7%	3%	8%	16%	7%	4%	9%	6%	4%	4%	7%	2%	7%	6%	8%	3%	5%	6%	7%	6%
	x	b		Zfg	Zg								Z		Z	Zj		x	x	ux				ZAD		Z				Z						ZNR					N		
Tend to agree (4)	694	491	203	106	200	71	12	23	40	28	66	116	155	6	150	87	10	200	156	57	19	15	12	26	209	117	24	24	29	96	22	20	6	6	6	366	116	237	32	123	99	270	222
	29%	33%	22%	31%	41%	40%	33%	23%	19%	29%	35%	35%	38%	27%	38%	31%	36%	29%	32%	38%	27%	30%	20%	37%	25%	39%	41%	47%	46%	32%	17%	49%	14%	40%	21%	34%	32%	35%	22%	33%	33%	33%	33%
	bhFH	Zb		h	Zcghi	Zcgh					Z	Z	Z		Z			x	Zqvx					vx		Z	Z	Z	Z	F		ZEF				Z		ZN		N	N	ZN	ZN
Neither agree nor disagree (3)	645	382	260	93	133	52	7	24	34	29	39	82	105	9	97	76	6	163	142	39	22	12	16	12	239	87	16	13	15	75	18	9	11	3	11	271	106	172	42	88	80	214	168
	27%	26%	28%	27%	27%	29%	18%	25%	16%	30%	21%	25%	25%	44%	24%	26%	21%	24%	29%	26%	31%	24%	26%	17%	29%	29%	27%	25%	23%	25%	14%	21%	27%	23%	38%	25%	29%	26%	29%	23%	27%	26%	25%
	hF			h	h	h				h									w						w					F												
Tend to disagree (2)	317	230	83	61	57	20	8	16	45	14	33	49	58	3	57	45	5	125	54	22	11	6	12	11	76	31	7	4	11	56	30	7	6	-	5	167	61	88	28	78	37	116	114
	13%	15%	9%	18%	12%	12%	23%	17%	22%	14%	18%	15%	14%	15%	14%	16%	18%	18%	11%	15%	16%	13%	20%	16%	9%	10%	13%	8%	18%	19%	24%	18%	16%	-	17%	15%	17%	13%	19%	21%	12%	14%	17%
	bx	b		Zd			d		Zde									Zrx		x			x						Z	Z									Z	ZMPQ			ZM
Strongly disagree (1)	209	146	63	32	19	9	6	16	55	6	25	31	31	*	25	30	3	89	38	8	10	5	14	3	42	13	1	2	2	31	35	1	10	3	4	117	27	64	25	38	20	88	58
	9%	10%	7%	9%	4%	5%	16%	16%	27%	6%	14%	9%	7%	2%	6%	10%	11%	13%	8%	5%	14%	10%	22%	5%	5%	4%	2%	4%	3%	10%	28%	3%	26%	23%	14%	11%	7%	9%	17%	10%	7%	11%	9%
	dxA	b		d			de	Zdxi	Zcdegj		Zfn							Zrsx		sx			Zrswx							Z	ZEG						ZMO/PQR				P	
NET: Disagree	526	376	146	93	76	30	14	32	100	19	59	80	88	3	83	74	8	214	92	30	21	11	26	15	118	44	8	6	13	87	65	8	17	3	9	283	88	152	52	116	57	204	172
	22%	25%	16%	27%	16%	17%	38%	33%	49%	20%	31%	24%	21%	16%	21%	26%	29%	31%	19%	20%	30%	23%	42%	21%	14%	15%	15%	12%	21%	29%	52%	21%	41%	23%	31%	26%	24%	23%	36%	31%	19%	25%	26%
	bdxA	Zb		de			Zdxi	Zdxi	Zcdegj		Zfn							Zrsx		x			Zrswx						Z	ZEG		Z			Z			ZMPQR	ZMPQ		P	ZP
Don't know	424	141	283	20	39	13	4	16	22	16	12	30	32	2	37	16	3	65	65	12	8	11	6	13	245	27	1	4	4	15	14	2	5	1	3	96	34	53	15	30	42	68	72
	18%	9%	31%	6%	8%	8%	11%	17%	11%	16%	6%	9%	8%	10%	9%	6%	12%	9%	13%	8%	11%	23%	10%	18%	29%	9%	1%	8%	7%	5%	11%	6%	13%	6%	9%	9%	9%	8%	10%	8%	14%	8%	11%
	acdehjklnoqrs			Za				cde	c	cde											qs		qs		Zqrstv		B				E									MOQ			
	ABDEGKLMNOQR																																										
Mean	3.11	3.12	3.1	3.14	3.41	3.32	2.76	2.74	2.48	3.16	3.02	3.18	3.27	3.15	3.29	3.19	3	2.99	3.23	3.32	2.84	2.97	2.54	3.31	3.18	3.39	3.57	3.49	3.31	3.11	2.43	3.35	2.49	3.1	2.78	3.11	3.14	3.22	2.71	3.03	3.23	3.13	3.11
	fghyvFHN			gh	ZcfgIhi	Zfgh				gh			Zj		Zj			v	Zqtv	Zqtv				qtv	qtv	Z	Z	Z		F		F				ZNO		N	NO	N	N
Standard deviation	1.09	1.12	1.02	1.13	0.96	0.97	1.14	1.15	1.27	1	1.19	1.11	1.08	0.81	1.06	1.18	1.11	1.18	1.07	1.03	1.09	1.05	1.15	1.08	0.96	0.97	0.98	0.94	0.94	1.16	1.29	0.94	1.23	1.36	1.04	1.14	1.06	1.12	1.12	1.12	1.04	1.14	1.09

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 129
Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media covered the campaign in a way that felt fair and neutral
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Standard error	0.02	0.03	0.05	0.07	0.04	0.07	0.17	0.12	0.08	0.1	0.08	0.06	0.05	0.19	0.05	0.07	0.19	0.05	0.05	0.08	0.13	0.16	0.15	0.13	0.04	0.05	0.11	0.12	0.1	0.07	0.1	0.14	0.18	0.34	0.18	0.03	0.05	0.04	0.09	0.05	0.06	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 129
Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media covered the campaign in a way that felt fair and neutral
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Standard error	0.02	0.03	0.05	0.07	0.04	0.07	0.17	0.12	0.08	0.1	0.08	0.06	0.05	0.19	0.05	0.07	0.19	0.05	0.05	0.08	0.13	0.16	0.15	0.13	0.04	0.05	0.11	0.12	0.1	0.07	0.1	0.14	0.18	0.34	0.18	0.03	0.05	0.04	0.09	0.05	0.06	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 130
Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The media covered the campaign in a way that felt fair and neutral
Base: All respondents

		Reasons for not voting			Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	46	335	1340	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	594	1656	1343	1079	665	1016	320	211	1662	460	606	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	827	53	38	19	111	558	266	476	348	481	284	486	273	586	193	578	240	8	210	608	433	394	192	338	147	82	697	130	192	627
	34%	32%	37%	29%	22%	45%	23%	42%	28%	49%	25%	44%	28%	37%	32%	35%	32%	22%	38%	33%	32%	37%	32%	35%	40%	33%	35%	29%	31%	35%
	dfhij	d	d			Zf		Zh		Zj		Zi		n								t			v		B			
Strongly agree (5)	133	4	5	3	18	100	32	89	43	83	45	81	42	93	35	90	42	*	32	99	64	69	37	60	19	10	115	17	33	99
	5%	3%	5%	4%	3%	8%	3%	8%	3%	8%	4%	7%	4%	6%	6%	5%	6%	1%	6%	5%	5%	6%	6%	6%	5%	4%	6%	4%	5%	6%
	fh					Zf		Zh		Zj		I																		
Tend to agree (4)	694	48	33	17	93	457	234	387	304	399	239	405	231	494	158	489	198	8	178	509	369	325	155	278	128	73	582	113	159	528
	29%	29%	32%	25%	18%	37%	20%	34%	24%	41%	21%	37%	24%	31%	26%	30%	27%	21%	32%	28%	27%	30%	26%	29%	34%	29%	30%	25%	26%	30%
	dfhij	d	d			Zf		Zh		Zj		Zi		n											v					
Neither agree nor disagree (3)	645	42	31	25	142	313	325	267	359	255	304	302	239	414	158	403	230	12	148	493	375	270	168	249	86	79	527	118	155	482
	27%	25%	30%	38%	28%	25%	28%	23%	29%	26%	26%	28%	25%	26%	26%	25%	31%	32%	27%	27%	28%	25%	28%	26%	23%	32%	27%	26%	25%	27%
									g								Zo													
Tend to disagree (2)	317	24	6	5	35	203	113	212	105	101	182	127	137	204	84	234	86	8	38	277	170	147	77	145	35	27	248	69	67	223
	13%	15%	6%	7%	7%	16%	10%	19%	8%	10%	16%	12%	14%	13%	14%	14%	12%	21%	7%	15%	13%	14%	13%	15%	10%	11%	13%	15%	14%	13%
	dfhr	d				Zf		Zh			i							p		r				x						
Strongly disagree (1)	209	10	2	5	30	126	83	135	73	34	169	50	142	98	86	151	53	5	59	149	113	96	64	70	36	17	165	44	55	150
	9%	6%	2%	8%	6%	10%	7%	12%	6%	3%	15%	5%	15%	6%	14%	9%	7%	13%	11%	8%	8%	9%	11%	7%	10%	7%	8%	10%	9%	8%
	hkm					f		Zh			Zi		Zk		Zm	q			p				w							
NET: Disagree	526	34	8	10	65	329	196	347	178	135	352	177	279	302	171	375	139	13	97	426	283	243	142	215	71	44	413	113	142	373
	22%	21%	8%	15%	13%	27%	17%	30%	14%	14%	31%	16%	29%	19%	28%	23%	19%	34%	17%	23%	21%	23%	24%	22%	19%	18%	21%	25%	23%	21%
	bdfhk	b				Zf		Zh			Zi		Zk		Zm	p		Zp		r										
Don't know	424	36	26	12	194	35	377	51	358	105	208	129	172	272	88	287	133	4	103	320	262	163	101	164	66	43	333	92	125	291
	18%	22%	25%	18%	38%	3%	32%	4%	29%	11%	18%	12%	18%	17%	14%	17%	18%	12%	18%	17%	19%	15%	17%	17%	18%	17%	17%	20%	20%	16%
	egk				Zac		Za		Zg		i		k								u									
Mean	3.11	3.1	3.43	3.13	3.11	3.17	3.02	3.08	3.16	3.45	2.8	3.35	2.87	3.21	2.95	3.11	3.15	2.74	3.19	3.09	3.09	3.14	3.04	3.14	3.19	3.15	3.14	2.97	3.06	3.14
	jlnqB					f				Zj		Zi		Zn		q	q										B			
Standard deviation Standard error	1.09	1	0.86	0.98	1	1.13	1.01	1.17	0.98	0.95	1.15	0.99	1.17	1.04	1.18	1.11	1.04	1.03	1.12	1.08	1.06	1.11	1.13	1.08	1.11	0.99	1.08	1.09	1.11	1.08
	0.02	0.11	0.12	0.16	0.07	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.05	0.03	0.04	0.14	0.05	0.03	0.03	0.04	0.05	0.04	0.07	0.07	0.03	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

* small base
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 131

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused on the issues that I care about most
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	488	98	469	506	2086	299	616	704	483	619	1320	1102	2048	194	124	66	100	298	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	573	201	189	183	86	115	103	86	68	115	288	284	51	95	85	33	94	98	471	101	168	152	128	126	319	253	483	46	25	19	22	71	43	50	44	60	74	69	49	334	23	50	24	108
	24%	30%	23%	20%	33%	28%	27%	20%	18%	20%	24%	23%	35%	25%	19%	29%	22%	21%	23%	32%	26%	22%	25%	22%	24%	23%	24%	22%	22%	28%	22%	26%	22%	24%	25%	27%	23%	21%	23%	26%	15%	21%	27%	20%
		chnO	Zbc		Zghi	ghi	hi						Znpq	n						Znuwxy																		OR				
Strongly agree (5)	104	45	27	32	17	28	14	13	10	21	55	49	11	16	14	6	12	18	83	20	32	19	26	26	51	52	90	8	3	3	2	13	5	12	4	9	13	22	9	59	2	16	4	18
	4%	7%	3%	3%	7%	7%	4%	3%	3%	4%	5%	4%	7%	4%	3%	6%	3%	4%	4%	6%	5%	3%	5%	5%	4%	5%	4%	4%	3%	4%	2%	5%	3%	6%	2%	4%	4%	7%	4%	5%	1%	7%	4%	3%
		bc				h														u																				OR			
Tend to agree (4)	469	156	162	151	69	88	89	73	58	94	233	235	41	79	71	27	82	80	388	81	136	132	101	100	268	201	393	38	22	16	20	58	38	38	40	51	61	47	40	275	21	34	20	90
	19%	23%	20%	16%	26%	21%	23%	17%	16%	17%	20%	19%	28%	21%	15%	23%	20%	17%	19%	26%	21%	19%	20%	17%	20%	19%	19%	18%	19%	24%	20%	22%	19%	18%	23%	23%	19%	14%	19%	21%	14%	15%	23%	16%
		c			Zghi		hi						mq							Znuwy												L				L			PR				
Neither agree nor disagree (3)	831	216	271	344	83	133	125	146	125	219	384	443	46	128	160	37	142	184	722	100	199	260	174	199	459	372	723	62	29	17	40	88	64	72	58	86	117	130	68	435	60	58	29	211
	34%	32%	34%	37%	32%	32%	32%	35%	34%	39%	33%	36%	32%	33%	35%	32%	34%	39%	35%	32%	31%	37%	34%	34%	34%	34%	36%	30%	26%	25%	40%	33%	32%	35%	33%	38%	37%	39%	33%	34%	40%	24%	33%	39%
		p																																					P	P			P
Tend to disagree (2)	445	104	138	203	40	63	44	94	75	126	237	204	20	66	118	19	71	85	390	50	121	124	94	106	345	200	360	53	24	8	19	45	35	44	32	31	53	63	40	210	29	53	8	127
	18%	15%	17%	22%	15%	15%	12%	22%	20%	23%	20%	17%	14%	17%	26%	17%	17%	18%	19%	16%	19%	18%	19%	18%	18%	18%	18%	26%	21%	12%	19%	17%	17%	21%	18%	14%	16%	19%	19%	16%	19%	22%	9%	23%
		f		Zab				af	f	Zaf	k				Zlmpq					ZA																					NQ			ZNQ
Strongly disagree (1)	222	45	81	95	19	26	33	48	45	50	148	74	14	55	57	5	26	38	199	20	64	59	48	50	124	98	183	15	15	8	11	22	16	15	16	25	37	23	18	107	17	34	5	50
	9%	7%	10%	10%	7%	6%	9%	11%	12%	9%	13%	6%	10%	14%	12%	4%	6%	8%	10%	7%	10%	8%	9%	9%	9%	9%	9%	8%	13%	12%	11%	8%	8%	7%	9%	11%	12%	7%	8%	8%	11%	15%	5%	9%
		k		a				e	e		Zk			Znpq	Znpq																										ZNQR			
NET: Disagree	667	149	219	299	59	89	78	142	120	179	385	278	35	121	176	24	98	123	589	71	185	183	142	157	369	298	543	69	39	16	30	67	51	59	48	56	90	87	58	318	46	87	13	177
	28%	22%	27%	32%	23%	21%	20%	34%	33%	32%	33%	23%	24%	32%	38%	21%	23%	26%	28%	23%	29%	26%	28%	27%	28%	27%	27%	33%	34%	24%	30%	25%	25%	28%	27%	25%	28%	26%	28%	25%	31%	37%	15%	32%
		aefkQ		Zab				Zdaf	daf	daf	Zk			p	Zbpq																										Q	ZNQ			ZNQ
Don't know	351	113	128	110	34	79	80	48	56	53	120	231	14	40	40	20	88	70	304	40	85	105	64	97	190	161	285	30	21	16	8	43	43	28	24	24	39	44	34	194	21	40	22	51
	14%	17%	16%	12%	13%	19%	21%	11%	15%	9%	10%	19%	9%	10%	9%	18%	21%	15%	15%	13%	13%	15%	13%	17%	14%	15%	14%	14%	18%	23%	8%	16%	21%	13%	14%	11%	12%	13%	16%	15%	14%	17%	25%	9%
		ijnR	c	c		gi	Zdgj		i			Zj				n	Zlmnq	n															ZEJKL						R		R	ZNR	
Mean	2.9	3.09	2.88	2.78	3.11	3.08	3.02	2.76	2.72	2.82	2.82	2.98	3.1	2.81	2.68	3.12	2.95	2.89	2.87	3.11	2.91	2.88	2.92	2.89	2.89	2.9	2.91	2.83	2.72	2.95	2.82	2.98	2.89	2.93	2.9	2.94	2.86	2.93	2.9	2.97	2.7	2.72	3.15	2.8
		cghnP	Zbc		Zghi	Zghi	ghi					j	mn			n	n	n		Znuwxy																			OPR			OPR	
Standard deviation Standard error	1.03	1.04	1.03	1	1.05	1.04	1.03	1.02	1.03	0.98	1.09	0.96	1.1	1.1	1.01	0.98	0.95	0.97	1.03	1.03	1.07	0.97	1.05	1.03	1.02	1.04	1.02	1.01	1.09	1.15	1	1.04	0.99	1.02	1.01	1.04	1.05	1.01	1.03	1.03	0.95	1.19	0.97	0.97
		0.02	0.05	0.04	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.03	0.11	0.06	0.05	0.11	0.05	0.05	0.02	0.06	0.05	0.04	0.05	0.04	0.03	0.03	0.02	0.08	0.11	0.16	0.1	0.07	0.07	0.08	0.08	0.07	0.06	0.06	0.07	0.03	0.08	0.08	0.11	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

* small base
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 132

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused on the issues that I care about most
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
NET: Agree	573	428	143	98	192	40	8	17	35	23	55	87	133	3	128	102	6	185	147	42	11	6	14	17	152	109	33	23	20	88	22	12	7	2	4	324	99	226	36	92	72	264	164
	24%	29%	15%	29%	39%	23%	21%	18%	17%	24%	29%	26%	32%	14%	32%	35%	21%	27%	30%	28%	15%	13%	23%	24%	18%	36%	57%	47%	32%	29%	18%	30%	17%	11%	14%	30%	27%	34%	25%	24%	24%	32%	24%
		bhx	Zb		gh	Zcefghi					Z		Z		Z	Zk		ux	Ztux	ux						Z	ZAD	Z		F						Z		ZNOPR			ZOPR	
Strongly agree (5)	104	81	23	23	33	9	-	2	6	5	5	22	30	1	28	22	1	34	30	11	1	1	1	4	22	18	6	3	1	21	4	2	1	1	-	61	18	55	6	13	6	61	19
	4%	5%	2%	7%	7%	5%	-	2%	3%	5%	3%	7%	7%	4%	7%	8%	2%	5%	6%	7%	1%	1%	1%	6%	3%	6%	11%	5%	2%	7%	3%	5%	3%	4%	-	6%	5%	8%	4%	3%	2%	8%	3%
			b	h	Zh							j	Zj		Zj	Zj		x	x								ZD			Z								ZOPR			ZOPR	
Tend to agree (4)	469	347	120	75	159	31	8	16	30	19	50	65	102	2	101	80	6	151	117	31	10	5	13	12	129	90	26	21	19	67	19	11	6	1	4	262	81	173	30	79	66	202	145
	19%	23%	13%	22%	33%	18%	21%	16%	14%	19%	27%	19%	25%	10%	25%	28%	19%	22%	24%	21%	14%	11%	21%	18%	15%	30%	46%	41%	30%	22%	15%	28%	14%	7%	14%	24%	22%	26%	21%	21%	22%	25%	22%
		bx	Zb	h	Zceghi						Z		Z		Z	Zk		x	Zx							Z	ZA	Z	Z							Z		Z			Z	
Neither agree nor disagree (3)	831	518	313	142	160	71	9	28	69	26	67	114	134	8	123	98	10	256	168	42	26	21	13	18	267	111	10	15	18	121	43	15	8	5	10	385	124	240	39	130	109	280	238
	34%	35%	34%	41%	33%	40%	24%	29%	33%	28%	36%	34%	32%	37%	31%	34%	35%	37%	34%	28%	36%	43%	22%	26%	34%	37%	18%	30%	28%	41%	34%	37%	20%	34%	35%	35%	34%	36%	27%	34%	37%	34%	35%
		BH		Zdfgj		fi												v								B																	
Tend to disagree (2)	445	314	132	68	88	39	11	24	54	20	42	75	91	9	91	53	9	152	90	41	21	10	16	12	104	48	11	7	20	61	34	9	13	5	8	222	86	112	35	109	59	147	167
	18%	21%	14%	20%	18%	22%	30%	25%	26%	21%	22%	22%	22%	41%	23%	19%	32%	22%	18%	28%	30%	20%	26%	17%	12%	16%	20%	14%	32%	20%	27%	23%	33%	33%	26%	20%	24%	17%	24%	29%	20%	18%	25%
		bx	b						Zd						Z		Z	x	x	Zrx	Zx		x		ZAC						Z			Z				Z		M	ZMPQ		ZMQ
Strongly disagree (1)	222	131	86	23	18	16	7	18	37	12	20	37	37	*	31	20	1	63	39	12	8	4	12	12	72	11	2	2	4	20	22	3	8	2	6	94	32	51	26	30	25	76	55
	9%	9%	9%	7%	4%	9%	19%	18%	18%	13%	11%	11%	9%	2%	8%	7%	4%	9%	8%	8%	12%	9%	20%	17%	9%	4%	4%	4%	6%	7%	18%	7%	20%	17%	19%	9%	9%	8%	18%	8%	8%	9%	8%
		dA				d	Zcde	Zcde	Zcde	d													Zqsx	Zqrx							ZE		Z					ZMOPQR				
NET: Disagree	667	445	217	91	107	55	18	42	91	33	62	112	128	9	122	73	10	215	129	53	29	14	28	24	176	59	13	9	24	81	56	12	21	7	14	315	118	162	61	139	84	223	222
	28%	30%	23%	26%	22%	31%	49%	43%	44%	34%	33%	34%	31%	43%	31%	25%	37%	31%	26%	35%	41%	29%	46%	34%	21%	20%	23%	18%	38%	27%	44%	29%	53%	50%	45%	29%	32%	24%	42%	37%	28%	27%	33%
		dxA	b		d	Zcde	Zcd	Zcde	d			Zo						x		Zrx	Zrx			Zqrx	x			AC		ZE		Z					ZMPQR	ZMPQ			ZMQ
Don't know	351	97	253	12	28	10	2	10	12	16	3	19	18	1	25	14	2	36	49	12	5	8	5	11	224	20	1	3	2	9	5	2	4	1	2	65	25	41	9	17	31	49	48
	14%	7%	27%	3%	6%	6%	6%	11%	6%	17%	2%	6%	4%	7%	6%	5%	7%	5%	10%	8%	8%	16%	9%	16%	27%	7%	2%	5%	3%	3%	4%	4%	10%	5%	6%	6%	7%	6%	6%	4%	11%	6%	7%
		acdefghijklnoqrs		Za				c		cdeh		j			j			q				q		q	Zqrstv														MOQ			
	ABDEFGKLMNOQR																																											
Mean	2.9	2.95	2.8	3.03	3.22	2.88	2.49	2.54	2.56	2.78	2.87	2.87	3	2.72	3.01	3.11	2.81	2.91	3.02	2.92	2.6	2.71	2.54	2.75	2.88	3.2	3.43	3.32	2.9	3.03	2.57	2.99	2.42	2.45	2.46	2.98	2.9	3.11	2.67	2.82	2.89	3.03	2.85
		fghxFHN	b	fgh	Zcefghi	fgh										Zjk		tv	Ztv	v					v	ZD	ZD	ZD		F		F						ZNOPR				ZNOR	
Standard deviation	1.03	1.04	0.99	1	0.97	1.01	1.07	1.07	1.05	1.13	1.02	1.09	1.08	0.87	1.07	1.04	0.9	1.02	1.04	1.09	0.93	0.9	1.13	1.21	0.99	0.94	1.06	0.94	0.98	1.01	1.05	1	1.13	1.03	1	1.04	1.03	1.05	1.15	0.98	0.97	1.08	0.98

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 132

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused on the issues that I care about most
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	928	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Standard error	0.02	0.03	0.05	0.06	0.04	0.07	0.15	0.1	0.06	0.11	0.07	0.06	0.05	0.19	0.05	0.06	0.15	0.04	0.04	0.09	0.11	0.13	0.14	0.14	0.04	0.05	0.12	0.12	0.1	0.06	0.08	0.15	0.16	0.26	0.17	0.03	0.05	0.04	0.09	0.05	0.05	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

* small base; ** very small base (under 30) ineligible for sig testing
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 133

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused on the issues that I care about most
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg raduate degree (t)	At least underg raduate degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	573	38	19	12	63	423	147	355	217	355	187	365	164	430	110	379	187	8	170	395	268	275	114	242	114	58	498	75	142	428
	24%	23%	18%	18%	12%	34%	13%	31%	17%	36%	16%	33%	17%	27%	18%	23%	25%	21%	30%	21%	22%	26%	19%	25%	31%	23%	25%	17%	23%	24%
	dhijkmvB	d				2f		Zh		Zj		Zl		Zn					Za					v	Zv		B			
Strongly agree (5)	104	6	6	3	3	89	13	75	28	66	35	72	29	82	20	67	35	1	36	64	46	58	15	48	22	13	95	8	30	72
	4%	4%	6%	5%	1%	7%	1%	7%	2%	7%	3%	7%	3%	5%	3%	4%	5%	2%	6%	3%	3%	5%	3%	5%	6%	5%	5%	2%	5%	4%
	dhkB	d		d		2f		Zh		Zj		Zl		Zn					s			t		v	v		B			
Tend to agree (4)	469	32	12	9	60	333	134	279	188	289	151	293	136	349	90	311	151	7	134	331	253	217	99	194	93	45	403	67	112	356
	19%	20%	12%	14%	12%	27%	11%	24%	15%	30%	13%	27%	14%	22%	15%	19%	20%	19%	24%	18%	19%	20%	16%	20%	25%	18%	20%	15%	18%	20%
	dhjkB					2f		Zh		Zj		Zl		n					Za						Zv		B			
Neither agree nor disagree (3)	831	63	36	30	158	422	402	386	449	322	394	365	325	522	212	588	230	13	175	652	513	318	211	323	114	95	646	185	192	629
	34%	38%	35%	46%	31%	34%	35%	32%	36%	33%	34%	33%	34%	33%	35%	36%	31%	36%	31%	35%	38%	30%	35%	33%	31%	38%	33%	41%	31%	35%
	u															p					u							ZA			
Tend to disagree (2)	445	23	20	6	62	266	178	265	180	172	238	194	201	288	124	310	128	7	74	371	218	227	119	197	56	41	359	87	117	320
	18%	14%	19%	9%	12%	22%	15%	23%	14%	18%	21%	18%	21%	18%	20%	19%	17%	19%	13%	20%	16%	21%	20%	20%	15%	17%	18%	19%	19%	18%
	dhr					2f		Zh												i		t									
Strongly disagree (1)	222	10	5	4	54	105	117	118	102	43	162	82	128	116	84	148	67	6	50	170	111	110	73	76	31	22	182	40	69	152
	9%	6%	5%	7%	11%	9%	10%	10%	8%	4%	14%	8%	13%	7%	14%	9%	9%	17%	9%	9%	8%	10%	12%	8%	8%	9%	9%	9%	11%	9%
	ik										Zi		Zk		Zm								w							
NET: Disagree	667	34	25	10	116	371	295	383	282	216	400	255	329	404	208	458	195	13	124	541	329	338	192	273	87	64	540	127	186	472
	28%	20%	24%	16%	23%	30%	25%	34%	23%	22%	35%	23%	34%	26%	34%	28%	26%	36%	22%	29%	24%	32%	32%	28%	23%	26%	27%	28%	30%	27%
	hkr					f		Zh			Zi		Zk		Zm					r		Zi		x							
Don't know	351	29	23	13	174	19	320	38	295	84	167	109	144	219	78	218	130	3	89	260	212	139	86	128	55	32	286	65	95	245
	14%	18%	23%	20%	34%	2%	27%	3%	24%	9%	15%	10%	15%	14%	13%	13%	18%	7%	16%	14%	16%	13%	14%	13%	15%	13%	15%	14%	15%	14%
	egk				Za		Za		Zg		i		k				o													
Mean	2.9	3	2.94	3.01	2.69	3.03	2.7	2.94	2.85	3.18	2.65	3.12	2.68	3	2.69	2.89	2.93	2.68	3.07	2.84	2.91	2.88	2.74	2.93	3.06	2.93	2.92	2.78	2.84	2.92
	dfjnv	d				2f				Zj		Zl		Zn					Za					v	Zv	v	B			
Standard deviation Standard error	1.03	0.95	0.99	0.93	0.97	1.06	0.95	1.09	0.96	0.99	1.04	1.01	1.04	1.03	1.05	1.01	1.06	1.08	1.08	1	0.98	1.09	1.02	1.03	1.07	1.02	1.05	0.92	1.09	1.01
	0.02	0.1	0.13	0.15	0.06	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.04	0.15	0.05	0.02	0.03	0.04	0.04	0.03	0.06	0.07	0.03	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 134

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign was mostly about the past, rather than the future
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	104	403	488	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	884	206	265	412	83	123	121	144	153	259	487	394	50	147	222	32	118	190	795	84	238	244	213	188	483	401	733	71	55	25	35	91	67	74	57	88	109	121	91	442	47	84	21	248
	36%	30%	33%	44%	32%	30%	31%	34%	41%	46%	41%	32%	34%	38%	48%	28%	28%	40%	38%	27%	37%	35%	42%	32%	36%	37%	36%	34%	48%	37%	36%	34%	33%	36%	33%	39%	34%	37%	44%	35%	31%	36%	25%	45%
	aekpsiQ			Zab				def		Zdefg	Zk			p	Zlmpqq			p	sw		s	s	Zsuwx		s	s					ZAB													ZNOPQ
Strongly agree (5)	207	53	63	91	21	32	27	36	28	63	136	71	12	45	57	9	18	34	184	22	57	50	63	37	107	100	176	13	12	6	8	14	20	12	13	23	32	35	19	100	13	19	6	62
	9%	8%	8%	10%	8%	8%	7%	8%	8%	11%	12%	6%	8%	12%	12%	8%	4%	7%	9%	7%	9%	7%	12%	6%	8%	9%	9%	7%	10%	9%	8%	5%	10%	6%	7%	10%	10%	11%	9%	8%	8%	8%	7%	11%
	kp										Zk			pq	Zpq									Zrsuwx														F					N
Tend to agree (4)	676	153	202	321	62	91	94	109	125	196	351	323	38	102	165	23	100	156	611	62	181	195	150	150	376	301	557	57	43	19	28	76	47	62	45	65	78	85	72	342	34	66	16	197
	28%	23%	25%	34%	24%	22%	24%	26%	34%	35%	30%	26%	26%	26%	36%	20%	24%	33%	29%	20%	28%	28%	30%	26%	28%	28%	27%	28%	38%	27%	28%	28%	23%	30%	26%	29%	24%	26%	34%	27%	23%	28%	18%	34%
	aes			Zab					Zdefg	Zdefg				Zmqp				Zop		s	s	s	s	s	s			ZA										GK					ZNOQ
Neither agree nor disagree (3)	724	200	254	269	77	124	110	144	106	163	354	368	42	119	133	35	134	136	615	102	186	216	143	178	402	322	615	66	24	18	38	87	59	74	50	68	90	89	59	364	51	64	27	162
	30%	30%	31%	29%	29%	30%	28%	34%	29%	29%	30%	30%	29%	31%	29%	31%	32%	29%	29%	33%	29%	31%	28%	31%	30%	30%	30%	32%	21%	27%	38%	32%	29%	36%	29%	30%	28%	27%	28%	30%	34%	27%	31%	30%
Tend to disagree (2)	312	95	105	112	34	61	47	58	45	67	155	157	20	60	56	14	46	56	252	58	89	108	58	56	198	115	262	30	11	10	8	29	28	19	23	22	56	57	20	175	22	28	15	61
	13%	14%	13%	12%	13%	15%	12%	14%	12%	12%	13%	13%	14%	16%	12%	13%	11%	12%	12%	19%	14%	15%	11%	10%	15%	11%	13%	14%	9%	15%	8%	11%	14%	9%	13%	10%	17%	17%	9%	14%	15%	12%	17%	11%
																				Zrvwy	w	rwy			rwy											EHJM	EHJM						
Strongly disagree (1)	58	29	16	13	16	13	9	8	6	7	32	25	13	8	3	2	8	10	43	14	15	11	18	14	26	32	47	5	4	2	5	5	2	1	7	9	10	7	2	35	*	8	2	7
	2%	4%	2%	1%	6%	3%	2%	2%	2%	1%	3%	2%	9%	2%	1%	2%	2%	2%	2%	4%	2%	2%	4%	2%	2%	3%	2%	2%	4%	3%	5%	2%	1%	1%	4%	4%	3%	2%	1%	3%	*	4%	2%	1%
	n	Zbc			Zfghi								Zmnpq							rux				H							H	H										
NET: Disagree	371	124	122	125	50	74	56	66	51	74	187	183	33	68	59	16	54	66	295	72	104	119	76	71	224	147	309	35	15	12	12	34	30	20	30	31	65	64	22	209	23	36	16	69
	15%	18%	15%	13%	19%	18%	14%	16%	14%	13%	16%	15%	23%	18%	13%	14%	13%	14%	14%	23%	16%	17%	15%	12%	17%	14%	15%	17%	13%	17%	12%	13%	15%	10%	17%	14%	20%	19%	11%	16%	15%	15%	19%	13%
		c											np							Zrtvwxy		w			w											ZFHM	HM						
Don't know	444	148	167	129	52	98	99	67	59	70	150	292	21	51	46	31	115	83	381	53	109	120	75	141	228	216	376	35	20	13	14	57	45	40	36	38	55	55	37	246	30	51	22	66
	18%	22%	21%	14%	20%	23%	26%	16%	16%	12%	13%	24%	14%	13%	10%	27%	27%	17%	18%	17%	17%	17%	15%	24%	17%	20%	19%	17%	18%	19%	14%	21%	22%	19%	21%	17%	17%	17%	18%	19%	20%	22%	26%	12%
	cjmnrR	c	c		i	gh	Zghi					Zj				mn	Zlmnq	n						Zrstuvx		v												R	R	R	R		
Mean	3.33	3.2	3.3	3.45	3.18	3.21	3.29	3.3	3.4	3.49	3.39	3.27	3.13	3.35	3.52	3.28	3.24	3.38	3.38	3.08	3.33	3.28	3.42	3.32	3.31	3.37	3.33	3.26	3.5	3.32	3.3	3.31	3.36	3.38	3.24	3.38	3.25	3.31	3.5	3.29	3.31	3.32	3.14	3.49
	as			Zab					de	Zdefg	k				Zlmpq				s		s	s	s	s	s	s											IK					ZNQ
Standard deviation Standard error	0.96	1.02	0.94	0.92	1.07	0.99	0.96	0.93	0.91	0.93	1	0.92	1.13	1	0.92	0.95	0.87	0.92	0.95	1.01	0.97	0.93	1.03	0.92	0.95	0.97	0.96	0.93	1.01	1.01	0.95	0.88	0.96	0.8	1	1	1.03	1.02	0.89	0.97	0.9	1	0.97	0.93
	0.02	0.05	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.03	0.12	0.05	0.04	0.11	0.05	0.04	0.02	0.06	0.04	0.04	0.05	0.04	0.03	0.03	0.02	0.07	0.1	0.14	0.1	0.06	0.07	0.06	0.08	0.07	0.06	0.06	0.06	0.03	0.08	0.07	0.11	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 135

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign was mostly about the past, rather than the future
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting						2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv atives (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv atives (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Ref (E)	From Con to LibDem (G)	From Con to Other (F)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	46*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	265	816	672
NET: Agree	884	621	261	177	165	77	18	33	105	31	84	145	161	7	161	137	13	346	173	53	28	12	29	27	217	98	22	17	25	150	66	23	17	8	17	454	152	271	55	168	127	325	295
	36%	42%	28%	52%	34%	44%	51%	33%	51%	32%	45%	44%	39%	32%	41%	48%	44%	50%	35%	36%	39%	24%	48%	39%	26%	33%	37%	34%	39%	50%	52%	56%	41%	54%	56%	42%	41%	40%	38%	44%	43%	40%	44%
	bx	Zb		Zdgi		d	di		Zdgi		Z	Z			Zi			Zsux	x	x	x		ux	x						Z	Z	Z				Z				Z	Z		Z
Strongly agree (5)	207	157	50	57	29	19	2	10	28	9	20	41	35	2	35	38	1	90	37	7	7	4	6	10	46	17	5	2	4	49	17	5	3	2	7	118	34	72	19	28	38	91	66
	9%	11%	5%	17%	6%	11%	5%	10%	13%	9%	11%	12%	8%	9%	9%	13%	2%	13%	7%	5%	10%	8%	10%	14%	6%	6%	8%	3%	7%	16%	13%	12%	7%	15%	22%	11%	9%	11%	13%	8%	13%	11%	10%
	bdx	b		Zd		d			Zd			Z			Z			Zsux						sx						Z						Z				ZO	Z		
Tend to agree (4)	676	464	210	121	136	58	16	23	77	23	64	104	126	5	126	99	12	255	136	47	21	8	23	17	170	81	17	15	21	101	49	18	14	6	10	338	118	199	36	139	90	235	229
	28%	31%	23%	35%	28%	33%	45%	24%	37%	23%	34%	31%	31%	23%	32%	35%	43%	37%	28%	31%	29%	16%	38%	24%	20%	27%	29%	31%	33%	34%	39%	44%	34%	39%	34%	31%	32%	30%	25%	37%	30%	29%	34%
	bx	Zb		Zdgi					Zdgi							Z		Zsux	x	ux				ux							Z	Z							ZMNQ			ZNQ
Neither agree nor disagree (3)	724	453	267	101	155	52	13	32	57	30	56	96	112	4	112	81	9	198	155	49	23	18	18	19	244	102	17	12	19	91	37	9	10	2	7	353	93	205	53	115	80	258	195
	30%	30%	29%	29%	32%	29%	35%	33%	28%	30%	30%	29%	27%	17%	28%	28%	31%	29%	32%	33%	32%	36%	30%	28%	29%	34%	29%	24%	31%	31%	29%	22%	26%	17%	24%	32%	26%	31%	37%	31%	27%	32%	29%

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	388	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	429	146	143	140	67	79	72	71	60	80	217	211	45	79	65	21	65	75	344	83	116	125	109	79	241	188	361	34	23	11	17	48	24	47	29	47	60	53	36	263	22	34	13	77
	18%	22%	18%	15%	25%	19%	19%	17%	16%	14%	18%	17%	31%	20%	14%	18%	15%	16%	17%	27%	18%	18%	21%	14%	18%	17%	18%	16%	20%	16%	17%	18%	12%	22%	17%	21%	19%	16%	17%	21%	15%	14%	15%	14%
	w	c			Zghi								Znpq	n					Znuwy		w		rw		w		G		G					G					PR				
Strongly agree (5)	87	28	26	32	18	10	11	15	14	18	46	39	11	16	17	6	10	15	71	15	23	18	26	20	41	46	74	8	4	1	2	9	2	13	6	14	13	11	4	50	2	10	2	16
	4%	4%	3%	3%	7%	2%	3%	4%	4%	3%	4%	3%	7%	4%	4%	5%	2%	3%	3%	5%	4%	3%	5%	3%	3%	4%	4%	4%	3%	1%	2%	3%	1%	6%	3%	6%	4%	3%	2%	4%	2%	4%	2%	3%
					e								p																					G		GM								
Tend to agree (4)	342	118	117	108	49	69	61	56	45	63	171	172	34	62	48	15	54	60	273	68	94	107	83	59	200	142	287	26	19	10	15	39	22	34	24	33	47	42	32	212	20	23	11	62
	14%	17%	14%	12%	19%	17%	16%	13%	12%	11%	15%	14%	23%	16%	10%	13%	13%	13%	13%	22%	15%	15%	16%	10%	15%	13%	14%	13%	17%	15%	15%	14%	11%	16%	14%	15%	15%	13%	16%	17%	13%	10%	13%	11%
	w	c			i	i							Znpq	n					Znuwy		w	w	w		w		PR																
Neither agree nor disagree (3)	691	223	232	236	91	131	106	126	93	143	326	362	51	106	100	40	126	136	573	115	174	201	146	170	375	316	581	64	26	21	34	82	56	54	53	70	96	84	53	385	45	63	31	136
	29%	33%	29%	25%	35%	32%	28%	30%	25%	25%	28%	29%	35%	28%	22%	35%	30%	29%	27%	37%	27%	29%	29%	29%	28%	29%	29%	31%	22%	31%	34%	30%	28%	26%	30%	31%	30%	25%	25%	30%	30%	27%	36%	25%
	n	c			hi								n			n	n	n	Znuwy								R																
Tend to disagree (2)	548	106	174	267	42	65	69	105	96	170	279	268	23	83	146	18	92	120	501	43	149	162	103	133	312	236	459	50	25	13	21	63	43	50	38	43	66	86	50	253	36	51	13	166
	23%	16%	22%	29%	16%	16%	18%	25%	26%	30%	24%	22%	16%	22%	32%	16%	22%	25%	24%	14%	23%	23%	20%	23%	23%	22%	23%	24%	22%	19%	21%	23%	21%	24%	22%	19%	21%	26%	24%	20%	23%	22%	15%	30%
	aws		a	Zab				daf	daf	Zdaf					Zlmopq				s		s	s		s	s	s																	ZNPQ
Strongly disagree (1)	364	62	115	187	23	40	48	67	66	120	227	136	12	75	111	11	39	76	334	26	101	101	85	76	202	162	298	33	23	10	19	30	32	21	21	34	52	52	37	160	25	40	10	116
	15%	9%	14%	20%	9%	10%	12%	16%	18%	21%	19%	11%	8%	20%	24%	9%	9%	16%	16%	8%	16%	14%	17%	13%	15%	15%	15%	16%	21%	15%	19%	11%	16%	10%	12%	15%	16%	16%	18%	13%	17%	17%	11%	21%
	adefkpsNQ		a	Zab				de	de	Zdaf	Zk			Zlop	Zlopq			p	s		s	s	s		s	s																	ZNQ
NET: Disagree	912	169	289	453	65	104	117	172	163	291	506	404	36	158	257	29	131	196	835	70	250	264	188	209	514	397	757	83	48	23	40	93	74	71	59	77	118	138	87	413	61	91	22	282
	38%	25%	36%	48%	25%	25%	30%	41%	44%	51%	43%	33%	24%	41%	56%	25%	31%	41%	40%	22%	39%	38%	37%	36%	38%	37%	37%	40%	43%	34%	40%	34%	37%	34%	34%	34%	37%	42%	42%	32%	40%	38%	26%	52%
	adefklopsNQ		a	Zab				daf	Zdaf	Zdefgh	Zk			lop	Zlmopq			lop	s		s	s	s	s	s	s																	ZNOPQ
Don't know	390	141	143	106	39	102	91	53	54	52	129	259	15	42	38	25	101	68	335	44	97	110	64	120	206	184	335	25	17	13	9	46	47	36	33	31	45	55	32	220	23	48	21	50
	16%	21%	18%	11%	15%	24%	23%	13%	15%	9%	11%	21%	10%	11%	8%	22%	24%	14%	16%	14%	15%	16%	13%	21%	15%	17%	16%	12%	15%	19%	9%	17%	23%	17%	19%	14%	14%	17%	16%	17%	15%	21%	24%	9%
	cjmnR	Zc	c		i	Zdghi	Zdghi	hi	i	i		Zj				mn	Zlmnq	n						Zlstuxx							ZEJK							R		R		R	
Mean	2.63	2.89	2.65	2.44	2.99	2.83	2.72	2.58	2.51	2.39	2.55	2.7	3.06	2.6	2.32	2.86	2.7	2.55	2.57	3.01	2.61	2.62	2.69	2.59	2.62	2.64	2.64	2.59	2.53	2.61	2.56	2.71	2.48	2.81	2.68	2.74	2.65	2.54	2.53	2.75	2.52	2.54	2.75	2.39
	cinR	Zbc	c		Zfghi	Zghi	hi	i				j	Zmnpq	n		n	n	n		Znuwy													GLM		G					ZOPR			R	
Standard deviation Standard error	1.09	1.04	1.08	1.09	1.07	1.02	1.08	1.08	1.11	1.08	1.13	1.04	1.07	1.15	1.1	1.05	0.99	1.06	1.09	1.02	1.1	1.08	1.15	1.05	1.08	1.1	1.09	1.08	1.17	1.04	1.07	1.04	1.01	1.11	1.05	1.16	1.11	1.08	1.08	1.08	1.04	1.12	1.01	1.07
	0.02	0.05	0.04	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.03	0.03	0.11	0.06	0.05	0.12	0.05	0.05	0.03	0.06	0.05	0.04	0.06	0.05	0.03	0.04	0.03	0.08	0.11	0.14	0.11	0.07	0.08	0.08	0.09	0.08	0.07	0.07	0.08	0.03	0.09	0.07	0.11	0.05

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 136

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign was mostly about the past, rather than the future
Base: All respondents

	Total (Z)	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
		Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disang agedl dsill usions d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1952	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	884	56	28	27	122	531	352	521	368	321	502	394	406	569	259	634	238	11	178	699	488	395	236	341	143	93	680	204	228	648
	36%	34%	28%	41%	24%	43%	30%	46%	29%	33%	44%	36%	42%	36%	43%	39%	32%	31%	32%	38%	36%	37%	39%	35%	39%	38%	35%	45%	37%	37%
	dfh			d		Zf		Zh			Zi		Zk		Zm	p			r								ZA			
Strongly agree (5)	207	9	10	4	21	124	83	138	69	76	122	83	106	118	77	156	49	2	46	159	113	95	50	78	45	18	176	31	48	158
	9%	6%	10%	7%	4%	10%	7%	12%	6%	8%	11%	8%	11%	7%	13%	9%	7%	6%	8%	9%	8%	9%	8%	8%	12%	7%	9%	7%	8%	9%
	dh					f		Zh			i		k		Zm	p									w					
Tend to agree (4)	676	46	18	23	102	407	269	384	289	245	380	311	299	451	182	478	189	9	132	539	376	301	186	263	98	76	504	173	180	490
	28%	28%	18%	34%	20%	33%	23%	34%	23%	25%	33%	28%	31%	29%	30%	29%	26%	24%	24%	29%	28%	28%	31%	27%	26%	31%	26%	38%	29%	28%
	dfh			d		Zf		Zh			Zi																ZA			
Neither agree nor disagree (3)	724	56	24	22	138	387	327	343	364	312	317	333	270	456	178	489	222	12	181	538	428	296	185	280	112	82	608	116	184	530
	30%	34%	23%	34%	27%	31%	28%	30%	29%	32%	28%	30%	28%	29%	29%	30%	30%	34%	32%	29%	32%	28%	31%	29%	30%	33%	31%	26%	30%	30%
Tend to disagree (2)	312	15	22	5	42	212	99	180	132	186	102	186	96	227	62	204	104	5	62	248	136	176	59	146	49	25	265	47	73	234
	13%	9%	21%	7%	8%	17%	9%	16%	11%	19%	9%	17%	10%	14%	10%	12%	14%	12%	11%	13%	10%	16%	10%	15%	13%	10%	13%	10%	12%	13%
	dfjk		ad			Zf		Zh		Zj		Zi		n										v						
Strongly disagree (1)	58	-	-	2	6	48	10	40	19	40	17	37	20	39	12	38	20	*	20	38	26	33	16	25	7	9	53	5	14	44
	2%	-	-	3%	1%	4%	1%	3%	1%	4%	1%	3%	2%	2%	2%	2%	3%	1%	4%	2%	2%	3%	3%	3%	2%	4%	3%	1%	2%	2%
	f					Zf		h		Zj																				
NET: Disagree	371	15	22	6	48	260	109	220	151	226	119	222	116	266	75	242	124	5	82	286	162	209	75	171	57	34	318	52	88	278
	15%	9%	21%	10%	9%	21%	9%	19%	12%	23%	10%	20%	12%	17%	12%	15%	17%	14%	15%	15%	12%	20%	12%	18%	15%	14%	16%	12%	14%	16%
	dfhjt		ad			Zf		Zh		Zj		Zi		n										v			B			
Don't know	444	38	29	11	203	57	375	58	370	117	209	146	171	283	97	278	158	8	118	324	274	170	107	174	58	39	364	80	115	317
	18%	23%	28%	16%	40%	5%	32%	5%	30%	12%	18%	13%	18%	18%	16%	17%	21%	22%	21%	18%	20%	16%	18%	18%	16%	16%	18%	18%	19%	18%
	egjk				Zac		Ze		Zg		i		k				o				u									
Mean	3.33	3.39	3.23	3.42	3.29	3.29	3.4	3.37	3.3	3.15	3.52	3.23	3.47	3.3	3.49	3.37	3.25	3.29	3.28	3.35	3.38	3.28	3.39	3.28	3.4	3.32	3.3	3.48	3.35	3.33
	ik						ie				Zi		Zk		Zm	p					u							ZA		
Standard deviation Standard error	0.96	0.8	1.02	0.88	0.86	1.01	0.88	1.02	0.89	1.01	0.92	0.99	0.96	0.96	0.97	0.96	0.95	0.9	0.98	0.96	0.92	1.01	0.93	0.98	0.99	0.94	0.98	0.87	0.94	0.97
	0.02	0.09	0.14	0.14	0.06	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.13	0.05	0.02	0.03	0.03	0.04	0.03	0.06	0.07	0.02	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 137

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign got away from the usual 'game playing' and personality politics, to focus on the real issues and challenges facing the country
Base: All respondents

	Total (Z)	Age									Gender		Age/gender						Ethnicity		Social Grade						Region												Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	388	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	429	146	143	140	67	79	72	71	60	80	217	211	45	79	65	21	65	75	344	83	116	125	109	79	241	188	361	34	23	11	17	48	24	47	29	47	60	53	36	263	22	34	13	77
	18%	22%	18%	15%	25%	19%	19%	17%	16%	14%	18%	17%	31%	20%	14%	18%	15%	16%	17%	27%	18%	18%	21%	14%	18%	17%	18%	16%	20%	16%	17%	18%	12%	22%	17%	21%	19%	16%	17%	21%	15%	14%	15%	14%
	w	c			Zghi								Znpq	n					Znuwy		w		rw		w		G		G					G					PR				
Strongly agree (5)	87	28	26	32	18	10	11	15	14	18	46	39	11	16	17	6	10	15	71	15	23	18	26	20	41	46	74	8	4	1	2	9	2	13	6	14	13	11	4	50	2	10	2	16
	4%	4%	3%	3%	7%	2%	3%	4%	4%	3%	4%	3%	7%	4%	4%	5%	2%	3%	3%	5%	4%	3%	5%	3%	3%	4%	4%	4%	3%	1%	2%	3%	1%	6%	3%	6%	4%	3%	2%	4%	2%	4%	2%	3%
					e								p																					G		GM								
Tend to agree (4)	342	118	117	108	49	69	61	56	45	63	171	172	34	62	48	15	54	60	273	68	94	107	83	59	200	142	287	26	19	10	15	39	22	34	24	33	47	42	32	212	20	23	11	62
	14%	17%	14%	12%	19%	17%	16%	13%	12%	11%	15%	14%	23%	16%	10%	13%	13%	13%	13%	22%	15%	15%	16%	10%	15%	13%	14%	13%	17%	15%	15%	14%	11%	16%	14%	15%	15%	13%	16%	17%	13%	10%	13%	11%
	w	c			i	i							Znpq	n					Znuwy		w	w	w		w		PR																
Neither agree nor disagree (3)	691	223	232	236	91	131	106	126	93	143	326	362	51	106	100	40	126	136	573	115	174	201	146	170	375	316	581	64	26	21	34	82	56	54	53	70	96	84	53	385	45	63	31	136
	29%	33%	29%	25%	35%	32%	28%	30%	25%	25%	28%	29%	35%	28%	22%	35%	30%	29%	27%	37%	27%	29%	29%	29%	28%	29%	29%	31%	22%	31%	34%	30%	28%	26%	30%	31%	30%	25%	25%	30%	30%	27%	36%	25%
	n	c			hi								n			n	n	n	Znuwy								R																
Tend to disagree (2)	548	106	174	267	42	65	69	105	96	170	279	268	23	83	146	18	92	120	501	43	149	162	103	133	312	236	459	50	25	13	21	63	43	50	38	43	66	86	50	253	36	51	13	166
	23%	16%	22%	29%	16%	16%	18%	25%	26%	30%	24%	22%	16%	22%	32%	16%	22%	25%	24%	14%	23%	23%	20%	23%	23%	22%	23%	24%	22%	19%	21%	23%	21%	24%	22%	19%	21%	26%	24%	20%	23%	22%	15%	30%
	aws		a	Zab				daf	daf	Zdaf					Zlmopq				s		s	s		s	s	s																	ZNPQ
Strongly disagree (1)	364	62	115	187	23	40	48	67	66	120	227	136	12	75	111	11	39	76	334	26	101	101	85	76	202	162	298	33	23	10	19	30	32	21	21	34	52	52	37	160	25	40	10	116
	15%	9%	14%	20%	9%	10%	12%	16%	18%	21%	19%	11%	8%	20%	24%	9%	9%	16%	16%	8%	16%	14%	17%	13%	15%	15%	15%	16%	21%	15%	19%	11%	16%	10%	12%	15%	16%	16%	18%	13%	17%	17%	11%	21%
	adefkps		a	Zab				de	de	Zdaf	Zk			Zlop	Zlopq			p	s		s	s	s		s	s																	ZNQ
NET: Disagree	912	169	289	453	65	104	117	172	163	291	506	404	36	158	257	29	131	196	835	70	250	264	188	209	514	397	757	83	48	23	40	93	74	71	59	77	118	138	87	413	61	91	22	282
	38%	25%	36%	48%	25%	25%	30%	41%	44%	51%	43%	33%	24%	41%	56%	25%	31%	41%	40%	22%	39%	38%	37%	36%	38%	37%	37%	40%	43%	34%	40%	34%	37%	34%	34%	34%	37%	42%	42%	32%	40%	38%	26%	52%
	adefklopsNQ		a	Zab				daf	Zdaf	Zdefgh	Zk			lop	Zlmopq			lop	s		s	s	s	s	s	s																Q			ZNOPQ
Don't know	390	141	143	106	39	102	91	53	54	52	129	259	15	42	38	25	101	68	335	44	97	110	64	120	206	184	335	25	17	13	9	46	47	36	33	31	45	55	32	220	23	48	21	50
	16%	21%	18%	11%	15%	24%	23%	13%	15%	9%	11%	21%	10%	11%	8%	22%	24%	14%	16%	14%	15%	16%	13%	21%	15%	17%	16%	12%	15%	19%	9%	17%	23%	17%	19%	14%	14%	17%	16%	17%	15%	21%	24%	9%
	cjmnR	Zc	c		i	Zdghi	Zdghi	hi	i	i		Zj				mn	Zlmnq	n						Zlstuxx							ZEJK							R		R		R
Mean	2.63	2.89	2.65	2.44	2.99	2.83	2.72	2.58	2.51	2.39	2.55	2.7	3.06	2.6	2.32	2.86	2.7	2.55	2.57	3.01	2.61	2.62	2.69	2.59	2.62	2.64	2.64	2.59	2.53	2.61	2.56	2.71	2.48	2.81	2.68	2.74	2.65	2.54	2.53	2.75	2.52	2.54	2.75	2.39
	cinR	Zbc	c		Zfghi	Zghi	hi	i				j	Zmnpq	n		n	n	n		Znuwy													GLM		G					ZOPR			R	
Standard deviation Standard error	1.09	1.04	1.08	1.09	1.07	1.02	1.08	1.08	1.11	1.08	1.13	1.04	1.07	1.15	1.1	1.05	0.99	1.06	1.09	1.02	1.1	1.08	1.15	1.05	1.08	1.1	1.09	1.08	1.17	1.04	1.07	1.04	1.01	1.11	1.05	1.16	1.11	1.08	1.08	1.08	1.04	1.12	1.01	1.07
	0.02	0.05	0.04	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.03	0.03	0.11	0.06	0.05	0.12	0.05	0.05	0.03	0.06	0.05	0.04	0.06	0.05	0.03	0.04	0.03	0.08	0.11	0.14	0.11	0.07	0.08	0.08	0.09	0.08	0.07	0.07	0.08	0.03	0.09	0.07	0.11	0.05

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 138

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign got away from the usual 'game playing' and personality politics, to focus on the real issues and challenges facing the country
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	46*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Agree	429	314	115	68	320	140	15	37	14	46	78	93	1	84	71	8	128	98	42	12	6	14	12	130	70	21	15	10	61	20	10	4	2	4	243	68	167	33	67	47	200	114
	18%	21%	12%	20%	25%	23%	22%	16%	18%	14%	24%	24%	23%	5%	21%	25%	29%	18%	20%	28%	17%	13%	22%	17%	14%	24%	37%	30%	15%	20%	16%	23%	9%	14%	13%	22%	19%	25%	23%	18%	16%	25%	17%
	b	Zb			Zfs						Z	Z	Z			Z		x	Zqrx							Z	ZAD	ZD								Z		ZOPR				ZOPR	
Strongly agree (5)	87	60	27	14	21	10	1	3	7	3	9	16	17	-	19	22	1	26	19	14	3	-	5	2	17	13	5	2	1	12	3	2	-	1	-	47	12	34	2	12	12	36	24
	4%	4%	3%	4%	4%	6%	3%	3%	3%	3%	5%	5%	4%	-	5%	8%	5%	4%	4%	10%	4%	-	8%	3%	2%	4%	9%	4%	2%	4%	2%	4%	-	3%	-	4%	3%	5%	1%	3%	4%	4%	4%
																				Zqrux			x				ZD															
Tend to agree (4)	342	254	88	54	99	30	7	12	31	11	37	63	76	1	65	48	7	102	77	27	9	6	9	10	102	58	16	13	9	49	17	8	4	2	4	196	56	133	31	55	35	164	90
	14%	17%	10%	16%	20%	17%	19%	13%	15%	11%	20%	19%	18%	5%	16%	17%	24%	15%	16%	18%	12%	13%	15%	14%	12%	19%	28%	26%	14%	16%	13%	20%	9%	11%	13%	18%	15%	20%	22%	15%	12%	20%	13%
	b	Zb			Zi						Z	Z	Z													Z	ZD	Z								Z		ZOPR	ZPR			ZOPR	
Neither agree nor disagree (3)	691	435	254	104	153	47	11	20	51	34	53	94	116	8	110	87	5	191	144	39	20	15	19	18	246	93	14	17	23	90	28	10	7	4	7	320	107	217	33	96	89	250	186
	29%	29%	27%	30%	31%	27%	29%	20%	25%	35%	28%	28%	28%	36%	28%	31%	18%	28%	29%	26%	28%	30%	31%	26%	29%	31%	24%	33%	36%	30%	23%	25%	17%	26%	25%	29%	29%	32%	23%	26%	30%	31%	28%
					g					g																												NO					
Tend to disagree (2)	548	369	175	87	117	57	6	19	58	18	52	85	99	5	114	65	7	185	119	42	14	10	14	18	145	71	14	14	16	75	38	17	10	6	9	272	88	148	35	114	72	183	186
	23%	25%	19%	25%	24%	33%	17%	19%	28%	19%	28%	26%	24%	23%	29%	23%	26%	27%	24%	28%	20%	21%	23%	26%	17%	24%	24%	28%	25%	25%	30%	40%	26%	39%	30%	25%	24%	22%	24%	30%	24%	22%	28%
	x	b			Zdfgi										Z			Zx	x	x										Z	ZE							ZMQ				ZMQ	
Strongly disagree (1)	364	256	107	67	61	18	9	30	49	16	29	53	77	6	57	50	6	147	73	19	19	10	12	13	72	38	7	2	13	63	35	2	14	2	7	178	72	93	33	79	51	126	130
	15%	17%	12%	20%	12%	10%	26%	31%	24%	17%	16%	16%	19%	26%	14%	17%	19%	21%	15%	13%	26%	20%	19%	18%	9%	13%	12%	4%	20%	21%	28%	5%	36%	15%	23%	16%	20%	14%	23%	21%	17%	15%	19%
	bxC	b		de			Zda	Zcdal	Zda									Zrsx	x		Zrsx	x	x	x		C			ZG	ZG		Z			Z			ZMQ	ZMQ			ZM	
NET: Disagree	912	625	282	154	177	76	16	49	107	35	81	138	176	10	171	115	13	332	192	61	33	20	26	31	217	109	21	16	29	137	73	18	25	8	16	450	160	241	68	193	123	309	316
	38%	42%	30%	45%	36%	43%	43%	50%	52%	35%	43%	42%	43%	49%	43%	40%	45%	48%	39%	41%	47%	41%	42%	44%	26%	37%	36%	32%	45%	51%	58%	45%	62%	54%	54%	41%	44%	36%	47%	51%	42%	38%	47%
	bx	Zb		Zd			Zda	Zdi							Z			Zrx	x	x	x	x	x	x					Z	ZE		Z						ZMQ	ZMPQ			ZMQ	
Don't know	390	114	276	17	36	13	2	14	11	15	7	22	28	2	33	14	2	42	60	8	6	7	3	9	255	26	2	2	2	11	5	3	5	1	3	77	30	46	11	21	36	57	57
	16%	8%	30%	5%	7%	8%	5%	14%	5%	15%	4%	7%	7%	10%	8%	5%	7%	6%	12%	5%	9%	15%	5%	13%	30%	9%	3%	4%	4%	4%	4%	7%	12%	5%	9%	7%	8%	7%	8%	5%	12%	7%	8%
			Za					cdh		cdeh					j				qs			qs		q	Zqrstuvw														MOQ			
	abdehjklmoqrs																																										
	vABCDEFKLMNOQR																																										
Mean	2.63	2.63	2.62	2.57	2.78	2.73	2.53	2.28	2.43	2.6	2.69	2.69	2.63	2.22	2.65	2.74	2.67	2.5	2.65	2.83	2.43	2.43	2.67	2.52	2.74	2.76	2.99	2.98	2.5	2.56	2.3	2.76	2	2.46	2.3	2.67	2.55	2.79	2.5	2.46	2.56	2.74	2.5
	ghqFHOR			g	Zcgh	gh												Zx	q	Zqt					qt	Z	ZD	ZD		F		F							ZNOPR				ZNOPR	
Standard deviation Standard error	1.09	1.11	1.04	1.12	1.08	1.08	1.2	1.2	1.12	1.07	1.12	1.13	1.14	0.95	1.1	1.19	1.24	1.12	1.09	1.19	1.19	1.03	1.2	1.1	0.99	1.08	1.19	0.96	1.03	1.13	1.11	0.99	1.02	1.05	1.02	1.11	1.11	1.1	1.14	1.1	1.09	1.12	1.1
	0.02	0.03	0.05	0.07	0.04	0.08	0.17	0.12	0.07	0.1	0.07	0.06	0.05	0.21	0.05	0.07	0.21	0.04	0.05	0.09	0.14	0.15	0.15	0.13	0.04	0.06	0.13	0.12	0.11	0.07	0.09	0.15	0.15	0.26	0.18	0.03	0.06	0.04	0.09	0.05	0.06	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 139

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign got away from the usual 'game playing' and personality politics, to focus on the real issues and challenges facing the country
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £82,00 0 (x)	Household income: £82,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	556	74	48	335	1348	1059	1251	1141	1085	1115	1124	950	1539	645	1442	321	59	954	1456	1343	1079	685	1018	320	211	1662	460	696	1686
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	429	29	19	10	45	272	154	244	185	247	160	247	155	298	112	276	148	6	124	302	233	196	99	168	85	48	363	66	83	342
	18%	18%	18%	15%	9%	22%	13%	21%	15%	25%	14%	23%	16%	19%	18%	17%	20%	16%	22%	16%	17%	18%	17%	17%	23%	19%	18%	15%	14%	19%
	dfjC	d	d			Zf		Zh		Zj		Zi							Za						v				C	
Strongly agree (5)	87	3	4	2	13	59	27	57	29	48	38	40	42	55	29	58	27	1	25	62	50	36	21	39	14	10	74	13	24	62
	4%	2%	3%	3%	2%	5%	2%	5%	2%	5%	3%	4%	4%	4%	5%	4%	4%	3%	4%	3%	4%	3%	3%	4%	4%	4%	4%	3%	4%	4%
						f		h																						
Tend to agree (4)	342	26	15	8	32	213	127	187	156	200	122	206	113	242	83	218	120	5	99	241	183	160	79	129	70	38	289	54	59	279
	14%	16%	15%	12%	6%	17%	11%	16%	13%	20%	11%	19%	12%	15%	14%	13%	16%	13%	18%	13%	14%	15%	13%	13%	19%	15%	15%	12%	10%	16%
	dfjC	d	d			Zf		h		Zj		Zi							s						Zvw				C	
Neither agree nor disagree (3)	691	52	30	22	132	362	323	304	388	315	284	342	240	456	155	457	218	16	173	510	403	288	175	265	101	77	580	111	173	513
	29%	32%	29%	34%	26%	29%	28%	27%	30%	32%	25%	31%	25%	29%	26%	28%	29%	42%	31%	28%	30%	27%	29%	27%	27%	31%	29%	25%	28%	29%
	i									j		l						Zo												
Tend to disagree (2)	548	35	21	16	90	355	193	333	215	221	277	257	220	371	132	404	137	7	87	458	298	249	139	227	80	50	439	109	143	394
	23%	21%	20%	24%	18%	29%	17%	29%	17%	23%	24%	23%	23%	24%	22%	25%	18%	18%	16%	25%	22%	23%	23%	23%	21%	20%	22%	24%	23%	22%
	fhpr					Zf		Zh								p				r										
Strongly disagree (1)	364	13	6	4	65	200	164	223	141	90	248	120	196	209	125	273	87	4	72	289	179	185	91	151	50	41	270	94	104	256
	15%	8%	6%	6%	13%	16%	14%	19%	11%	9%	22%	11%	20%	13%	21%	17%	12%	11%	13%	16%	13%	17%	15%	16%	14%	17%	14%	21%	17%	14%
	hkp							Zh			Zi		Zk		Zm	p					t						ZA			
NET: Disagree	912	48	27	20	154	555	356	555	356	311	525	377	416	579	257	677	224	11	159	748	477	435	230	378	130	91	709	203	247	650
	38%	29%	26%	30%	30%	45%	31%	49%	29%	32%	46%	34%	43%	37%	42%	41%	30%	29%	29%	40%	35%	41%	38%	39%	35%	37%	36%	45%	40%	37%
	dfhipr					Zf		Zh			Zi		Zk		m	p				r		t						ZA		
Don't know	390	35	28	14	180	46	330	38	334	104	179	129	151	242	84	233	152	5	102	287	240	151	98	154	55	32	319	72	111	268
	16%	21%	27%	22%	35%	4%	28%	3%	27%	11%	16%	12%	16%	15%	14%	14%	21%	13%	18%	16%	18%	14%	16%	16%	15%	13%	16%	16%	18%	15%
	egjk		Z		Za		Ze		Zg		i		k				Zo				u									
Mean	2.63	2.78	2.86	2.78	2.51	2.64	2.59	2.57	2.69	2.88	2.41	2.78	2.49	2.67	2.54	2.56	2.77	2.75	2.82	2.57	2.67	2.58	2.6	2.6	2.74	2.66	2.67	2.43	2.52	2.67
	jB								g	Zj		Zi		n			Zo		Za								B			C
Standard deviation Standard error	1.09	0.97	0.99	0.93	1.03	1.11	1.06	1.14	1.03	1.05	1.11	1.05	1.15	1.07	1.17	1.09	1.08	0.99	1.11	1.08	1.07	1.11	1.08	1.1	1.11	1.12	1.08	1.11	1.09	1.09
	0.02	0.11	0.14	0.15	0.07	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.05	0.03	0.04	0.14	0.05	0.03	0.03	0.04	0.04	0.04	0.07	0.08	0.03	0.06	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 140

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
In the end, I had to rely on my gut instinct to make my decision about who to vote for
Base: All respondents

	Total (Z)	Age: 18-24 (a)	Age: 25-34 (b)	Age: 35-44 (c)	Age: 45-54 (d)	Age: 55-64 (e)	Age: 65+ (f)	Gender: Male (g)	Gender: Female (h)	Age/gender: 18-34 Men (i)	Age/gender: 35-44 Men (j)	Age/gender: 45+ Men (k)	Age/gender: 18-34 Women (l)	Age/gender: 35-44 Women (m)	Age/gender: 45+ Women (n)	Ethnicity: White (o)	Ethnicity: Ethnic minorit y (p)	Social Grade: AB (q)	Social Grade: C1 (r)	Social Grade: C2 (s)	Social Grade: DE (t)	Social Grade: ABC1 (u)	Social Grade: C2DE (v)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	675	562	294	351	418	457	410	582	1151	1262	104	403	486	98	499	506	2086	299	616	704	483	619	1320	1102	2048	184	124	66	100	298	212	210	180	232	321	318	219	1172	198	275	96	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	669	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	999	245	310	444	102	143	135	174	154	291	475	521	57	142	212	43	166	252	875	116	269	294	215	221	563	436	823	101	49	26	40	115	91	88	66	97	109	123	94	510	57	81	27	271
	41%	36%	38%	48%	39%	34%	35%	41%	42%	51%	40%	42%	39%	37%	46%	37%	39%	49%	42%	37%	42%	42%	42%	38%	42%	40%	40%	49%	43%	38%	41%	43%	45%	42%	38%	43%	34%	37%	45%	40%	38%	35%	31%	50%
	efK			Zab						Zdefgh					m			Zimp									K								K						ZNOPQ
Strongly agree (5)	337	61	88	189	23	38	35	53	62	127	168	169	11	50	90	12	37	98	299	36	78	97	74	88	175	162	279	32	15	11	12	40	32	20	19	35	47	34	39	151	26	32	4	107
	14%	9%	11%	20%	9%	9%	9%	12%	17%	23%	14%	14%	7%	13%	20%	11%	9%	21%	14%	12%	12%	14%	15%	15%	13%	15%	14%	16%	13%	17%	12%	15%	16%	9%	11%	16%	15%	10%	19%	12%	17%	14%	5%	20%
	aefgQ			Zab					daf	Zdefgh					Zimp			Zimp																		HL		Q	Q		ZNQ
Tend to agree (4)	661	184	222	255	79	106	100	122	92	163	307	352	46	92	122	30	129	134	576	80	191	197	141	133	388	274	544	68	35	15	28	75	59	68	47	62	62	88	54	359	31	49	23	184
	27%	27%	27%	27%	30%	25%	26%	29%	25%	29%	26%	28%	32%	24%	26%	27%	30%	28%	28%	26%	30%	29%	28%	23%	29%	25%	27%	33%	30%	22%	28%	28%	29%	33%	27%	27%	19%	27%	26%	28%	21%	21%	26%	30%
	K																				w				w						K	K	K							OP

| | | |

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1181	1262	194	403	488	98	469	606	2085	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	198	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2088	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	540
NET: Agree	1193	243	369	581	86	156	150	219	211	371	623	565	47	198	300	38	170	282	1065	118	324	346	252	272	669	524	1001	106	59	26	54	116	99	88	90	115	152	168	118	583	67	107	27	354
	49%	36%	46%	62%	33%	36%	39%	52%	57%	66%	53%	46%	32%	52%	65%	34%	40%	59%	51%	38%	51%	49%	50%	47%	50%	48%	49%	52%	52%	39%	55%	43%	49%	42%	52%	51%	48%	51%	57%	46%	44%	45%	31%	65%
	adefiopsQ		a	Zab				daf	Zdef	Zdefgh	k			lop	Zlmop			Zlmop	s		s	s	s	s	s													FH			Q		Q		ZNOPQ
Strongly agree (5)	397	69	123	205	25	44	51	72	70	135	216	181	15	74	100	11	49	105	361	32	108	109	94	85	218	179	332	30	24	11	18	32	35	22	22	45	55	65	37	190	33	34	6	114
	16%	10%	15%	22%	10%	11%	13%	17%	19%	24%	18%	15%	10%	19%	22%	9%	12%	22%	17%	10%	17%	16%	19%	15%	16%	17%	16%	15%	21%	17%	18%	12%	18%	11%	12%	20%	17%	20%	18%	15%	22%	14%	6%	21%
	adepsQ		a	Zab				de	de	Zdefg	k			p	Zlop			Zlop	s		s		s		s	s									FH		FH			Q			ZNQ
Tend to agree (4)	796	173	246	377	61	112	99	147	141	236	407	385	33	124	200	28	121	177	704	85	215	236	158	186	452	344	669	76	35	15	36	84	63	66	68	70	97	103	81	394	34	73	21	241
	33%	26%	30%	40%	23%	27%	26%	35%	38%	42%	35%	31%	22%	32%	43%	24%	29%	37%	34%	27%	34%	34%	31%	32%	34%	32%	33%	37%	31%	22%	37%	31%	31%	32%	39%	31%	30%	31%	39%	31%	22%	31%	24%	44%
	adfO			Zab				daf	daf	Zdefg					Zlmop			lop																									ZNOPQ
Neither agree nor disagree (3)	606	218	205	183	101	117	102	103	76	107	287	319	62	81	89	39	123	94	495	103	146	175	146	140	321	285	506	55	21	24	29	75	47	66	41	55	79	70	45	349	39	48	30	108
	25%	32%	25%	20%	39%	28%	26%	24%	21%	19%	24%	26%	42%	21%	19%	34%	29%	20%	24%	33%	23%	25%	29%	24%	24%	26%	25%	27%	19%	35%	29%	28%	23%	32%	23%	34%	25%	21%	22%	27%	26%	20%	34%	20%
	cinqR	Zbc	c		Zafghi	hi	i						Zlmpq			mnq	mnq			Zrtuwx			r				C					LM							PR		PR	
Tend to disagree (2)	186	68	72	46	26	42	35	36	24	22	101	85	18	47	21	8	25	25	152	33	62	64	31	29	127	59	159	8	11	7	6	22	10	14	11	15	34	37	11	108	20	21	6	23
	8%	10%	9%	5%	10%	10%	9%	9%	6%	4%	9%	7%	13%	12%	5%	7%	6%	5%	7%	11%	10%	9%	6%	5%	9%	5%	8%	4%	10%	11%	6%	8%	5%	7%	6%	7%	11%	11%	5%	8%	14%	9%	7%	4%
	cinwyR	c	c		i	i	i	i			npq	Znpq							vwy	wy	wy				rvwy										G	GM			R	ZR	R		
Strongly disagree (1)	51	13	18	19	4	10	10	8	9	11	35	16	3	12	11	*	7	8	43	8	12	9	11	19	21	30	42	4	3	2	1	8	1	3	3	8	10	4	3	23	2	11	3	10
	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	3%	1%	2%	3%	2%	*	2%	2%	2%	3%	2%	1%	2%	3%	2%	3%	2%	2%	3%	2%	1%	3%	1%	1%	2%	4%	3%	1%	2%	2%	1%	5%	3%	2%
											k													ux												ZN				
NET: Disagree	237	82	90	65	30	51	46	45	32	33	135	102	22	58	32	8	32	33	195	42	75	73	42	47	148	89	201	12	14	9	7	30	11	17	14	23	44	40	14	132	22	32	9	34
	10%	12%	11%	7%	12%	12%	12%	11%	9%	6%	12%	8%	15%	15%	7%	7%	7%	7%	9%	13%	12%	10%	8%	8%	11%	8%	10%	6%	13%	13%	7%	11%	6%	8%	8%	10%	14%	12%	7%	10%	15%	14%	10%	6%
	cR	c	c		i	i	i	i	i		k		npq	Znpq					wy		y				y										GM	G			R	R	R		
Don't know	385	136	144	105	44	92	89	55	51	55	132	250	15	46	40	29	98	65	331	50	94	105	68	119	198	187	326	32	19	9	9	48	44	37	29	32	44	51	31	218	23	49	22	51
	16%	20%	18%	11%	17%	22%	23%	13%	14%	10%	11%	20%	10%	12%	9%	25%	23%	14%	16%	16%	15%	15%	13%	21%	15%	17%	16%	16%	16%	13%	9%	18%	22%	18%	17%	14%	14%	16%	15%	17%	15%	21%	25%	9%
	cjnR	Zc	c		i	Zghi	Zghi					Zj				lmnq	Zlmnq	n						Zrtuvx								ZEK						R		R	R	
Mean	3.64	3.4	3.58	3.85	3.36	3.43	3.49	3.65	3.75	3.9	3.64	3.64	3.28	3.6	3.84	3.47	3.56	3.85	3.68	3.38	3.63	3.63	3.67	3.63	3.63	3.65	3.64	3.69	3.69	3.46	3.72	3.5	3.78	3.53	3.65	3.67	3.55	3.68	3.77	3.58	3.59	3.52	3.32	3.86
	adefiuQ		a	Zab				de	def	Zdefgh				i	Zlmop		l	Zlmop	a		s	s	s	s	s	s							FHK				FHK						ZNOPQ
Standard deviation Standard error	0.98	0.95	1	0.94	0.9	0.98	1.02	0.98	0.97	0.91	1.02	0.93	0.93	1.08	0.93	0.85	0.91	0.94	0.98	0.96	1	0.95	0.97	0.99	0.98	0.98	0.98	0.9	1.08	1.03	0.89	0.99	0.9	0.88	0.91	1.05	1.06	1.02	0.92	0.97	1.07	1.09	0.91	0.9
	0.02	0.04	0.04	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.03	0.03	0.1	0.06	0.04	0.1	0.05	0.04	0.02	0.06	0.04	0.04	0.05	0.04	0.03	0.03	0.02	0.07	0.1	0.13	0.09	0.07	0.07	0.07	0.07	0.07	0.06	0.06	0.07	0.03	0.09	0.07	0.1	0.04

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Table 143

Absolutes/col percents

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused too much on personalities and 'point scoring' rather than serious discussion of the issues
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30*	1090	366	671	144	377	295	816	672
NET: Agree	1193	823	366	224	234	94	23	53	132	46	111	184	215	11	217	172	16	449	230	85	42	21	37	35	294	138	33	20	38	196	82	28	26	8	14	579	228	343	80	230	171	423	400
	49%	55%	39%	65%	48%	53%	64%	54%	64%	47%	59%	55%	52%	51%	55%	60%	57%	65%	47%	57%	59%	43%	60%	50%	35%	46%	57%	40%	59%	65%	65%	69%	64%	54%	46%	53%	62%	51%	55%	61%	58%	52%	60%
	bx	Zb		Zdegi		d		Zdai			Z			Zi				Zruwx	x	rx	x	x	x		AC	Z	Z	Z		Z	ZK		ZMQ	Z		ZMQ	
Strongly agree (5)	397	274	123	79	67	31	4	19	50	15	37	57	66	3	65	51	7	159	78	27	12	7	13	11	91	39	11	4	10	69	34	8	9	2	7	190	80	110	27	75	63	136	138
	16%	18%	13%	23%	14%	17%	12%	19%	24%	16%	20%	17%	16%	15%	16%	18%	23%	23%	16%	18%	17%	14%	22%	16%	11%	13%	19%	9%	16%	23%	27%	20%	22%	12%	24%	17%	22%	16%	19%	20%	21%	17%	20%
	x	b		Zd					Zdi									Zrx	x	x			x			Z	Z			Z	Z					Z			Z				Z
Tend to agree (4)	796	549	243	146	167	63	19	34	81	31	74	127	149	8	153	121	9	290	153	58	30	14	23	24	203	98	22	16	27	127	48	20	17	6	7	388	148	233	53	155	108	286	282
	33%	37%	26%	43%	34%	36%	52%	34%	39%	31%	39%	38%	36%	37%	38%	42%	32%	42%	31%	39%	43%	29%	38%	35%	24%	33%	38%	31%	43%	43%	38%	48%	42%	42%	22%	36%	41%	35%	37%	41%	37%	35%	39%
	bx	Zb		Zd			Zdi		Z							Z	Z	Zrx	x	x	x		x			Z		Z		Z						Z			ZMQ			Z
Neither agree nor disagree (3)	606	376	228	75	133	44	6	19	50	31	48	73	100	6	89	67	5	149	132	31	15	15	16	21	227	87	12	16	13	70	31	8	4	4	8	302	67	185	41	80	71	226	151
	25%	25%	25%	22%	27%	25%	17%	20%	24%	31%	25%	22%	24%	30%	22%	23%	18%	22%	27%	21%	21%	30%	26%	31%	27%	29%	20%	31%	26%	23%	24%	18%	9%	29%	26%	28%	18%	28%	28%	21%	24%	28%	22%
	HL																		q						q											L		OR	Z		OR	
Tend to disagree (2)	186	142	44	19	69	22	3	8	12	7	23	38	59	2	52	20	5	36	50	23	4	3	5	3	61	37	9	11	10	14	7	2	3	1	4	110	31	67	11	42	22	79	64
	8%	10%	5%	6%	14%	12%	7%	9%	6%	7%	12%	12%	14%	8%	13%	7%	18%	5%	10%	16%	6%	6%	8%	5%	7%	12%	15%	21%	16%	5%	5%	6%	8%	5%	13%	10%	9%	10%	8%	11%	7%	10%	10%
	b	b			Zch	Zch					Zo	Z	Zo		Zo		Zo		q	Zqwx						Z	Z	Z	Z							Z			Z			
Strongly disagree (1)	51	39	12	7	17	6	-	1	2	3	*	10	14	1	12	13	-	14	17	3	1	1	1	2	13	11	3	1	1	7	1	2	-	-	2	24	14	27	2	6	4	29	10
	2%	3%	1%	2%	4%	4%	-	1%	1%	3%	*	3%	3%	6%	3%	5%	-	2%	3%	2%	1%	3%	2%	2%	2%	4%	6%	3%	2%	2%	1%	4%	-	-	6%	2%	4%	4%	2%	2%	1%	4%	1%
					h							j	j		j	Zj																					ZOPR			ZR	
NET: Disagree	237	181	56	26	86	28	3	9	14	10	23	49	72	3	64	33	5	50	66	26	5	4	6	5	75	48	12	12	12	21	8	4	3	1	6	134	45	94	13	48	26	107	74
	10%	12%	6%	8%	18%	16%	7%	9%	7%	11%	13%	15%	18%	13%	16%	11%	18%	7%	13%	17%	7%	9%	9%	7%	9%	16%	21%	24%	18%	7%	6%	10%	8%	5%	19%	12%	12%	14%	9%	13%	9%	13%	11%
	b	Zb			Zcgh	Zch						Z	Zo		Z			Zqx	Zqx							Z	Z	Z	Z							ZP			Z			
Don't know	385	108	277	17	33	11	4	17	11	11	5	27	25	1	28	14	2	44	63	8	9	9	2	8	242	26	1	2	2	13	6	1	8	2	3	75	25	49	10	20	28	69	48
	16%	7%	30%	5%	7%	6%	12%	18%	5%	11%	3%	8%	6%	6%	7%	5%	7%	6%	13%	5%	13%	18%	4%	12%	29%	9%	2%	4%	3%	4%	4%	3%	19%	12%	9%	7%	7%	7%	7%	5%	9%	7%	7%
	acdehjklnoqrs		Za					cdeh		c		j			j			qs		qsv					Zqrstvw	B									O							
	ABCDEFGKLMNO/PQR																																											
Mean	3.64	3.64	3.65	3.83	3.43	3.54	3.78	3.76	3.85	3.54	3.69	3.59	3.5	3.5	3.56	3.65	3.68	3.84	3.52	3.58	3.78	3.55	3.75	3.64	3.5	3.44	3.5	3.23	3.57	3.83	3.89	3.77	3.96	3.69	3.49	3.6	3.73	3.53	3.68	3.7	3.76	3.58	3.73
				Zdei			d	d	Zdei		l							Zrsx												Z	Z		Z			K			MQ	MQ		MQ
Standard deviation Standard error	0.98	1	0.93	0.93	1.04	1.06	0.79	0.96	0.91	1	0.95	1.03	1.05	1.07	1.04	1.02	1.09	0.93	1.04	1.04	0.87	0.98	0.96	0.93	0.95	1.02	1.15	1	1.02	0.93	0.91	1	0.9	0.81	1.24	0.99	1.05	1.04	0.94	0.98	0.95	1.02	0.97
	0.02	0.02	0.04	0.06	0.04	0.07	0.12	0.1	0.06	0.09	0.06	0.06	0.05	0.23	0.05	0.06	0.18	0.04	0.04	0.08	0.11	0.15	0.12	0.11	0.04	0.05	0.13	0.12	0.11	0.06	0.07	0.14	0.13	0.21	0.22	0.03	0.05	0.04	0.07	0.05	0.05	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 145

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
The campaign focused too much on personalities and 'point scoring' rather than serious discussion of the issues
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligible to vote (b)	Admin reason (c)	Disenfranchised/ disillusioned (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,000 to £40,000 (w)	£40,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Agree	1193	70	30	30	192	740	452	690	501	452	652	532	529	763	353	859	318	16	234	956	645	548	314	484	177	117	935	258	307	871
	49%	43%	29%	46%	38%	60%	39%	60%	40%	46%	57%	49%	55%	48%	58%	52%	43%	43%	42%	52%	48%	51%	52%	50%	48%	47%	47%	57%	50%	49%
	bdfhpr					Zf		Zh			Zi		Zk		Zm	p			r								ZA			
Strongly agree (5)	397	13	8	8	73	236	161	244	153	128	248	161	191	236	132	289	99	9	79	316	205	192	105	157	63	40	309	88	107	285
	16%	8%	8%	12%	14%	19%	14%	21%	12%	13%	22%	15%	20%	15%	22%	18%	13%	25%	14%	17%	15%	18%	17%	16%	17%	16%	16%	19%	17%	16%
	ahi					f		Zh			Zi		Zk		Zm	p														
Tend to agree (4)	796	57	22	23	118	505	291	446	348	324	405	371	338	527	221	570	220	7	155	641	440	356	209	327	114	77	626	170	200	586
	33%	35%	21%	34%	23%	41%	25%	39%	28%	33%	35%	34%	35%	33%	36%	35%	30%	18%	28%	35%	33%	33%	35%	34%	31%	31%	32%	38%	33%	33%
	dfhqr	d				Zf		Zh								pq				r								A		
Neither agree nor disagree (3)	606	50	31	19	113	282	312	255	332	262	251	286	217	393	137	403	192	11	161	434	360	246	146	225	104	75	500	106	136	461
	25%	30%	30%	28%	22%	23%	27%	22%	27%	27%	22%	26%	22%	25%	23%	25%	26%	29%	29%	23%	27%	23%	24%	23%	28%	30%	25%	23%	22%	26%
										f					g				a											
Tend to disagree (2)	186	9	9	4	18	131	55	120	66	123	52	111	56	128	39	112	71	4	39	146	79	107	40	81	33	17	167	19	47	135
	8%	5%	8%	6%	3%	11%	5%	11%	5%	13%	5%	10%	6%	8%	6%	7%	10%	10%	7%	8%	6%	10%	7%	8%	9%	7%	8%	4%	8%	8%
	dhjB					Zf		Zh		Zj		Zl					o					Zt					B			
Strongly disagree (1)	51	3	-	2	5	45	6	35	16	33	17	34	14	42	7	32	19	-	15	36	21	30	12	21	5	5	46	5	16	35
	2%	2%	-	3%	1%	4%	1%	3%	1%	3%	1%	3%	2%	3%	1%	2%	3%	-	3%	2%	2%	3%	2%	2%	1%	2%	2%	1%	3%	2%
	f					Zf		h		j		l																		
NET: Disagree	237	12	9	6	23	176	61	155	82	156	69	145	71	171	46	143	90	4	54	182	100	137	52	102	38	22	213	24	63	170
	10%	7%	8%	8%	5%	14%	5%	14%	7%	16%	6%	13%	7%	11%	8%	9%	12%	10%	10%	10%	7%	13%	9%	11%	10%	9%	11%	5%	10%	10%
	dhjiB					Zf		Zh		Zj		Zl		n			o					Zt					B			
Don't know	385	33	33	11	183	36	337	42	327	106	175	131	146	248	71	238	141	7	109	275	248	138	91	154	51	34	321	64	108	271
	16%	20%	32%	17%	36%	3%	29%	4%	26%	11%	15%	12%	13%	16%	12%	14%	19%	18%	20%	15%	18%	13%	15%	16%	14%	14%	16%	14%	18%	15%
	egiknu		Z		Zac		Za		Zg		i			n			o		a		u									
Mean	3.64	3.52	3.41	3.57	3.72	3.63	3.66	3.68	3.61	3.45	3.84	3.53	3.78	3.59	3.8	3.69	3.51	3.7	3.54	3.67	3.66	3.61	3.69	3.64	3.62	3.61	3.6	3.82	3.66	3.63
	ikp										Zi		Zk		Zm	p				r								ZA		
Standard deviation Standard error	0.98	0.85	0.85	0.94	0.93	1.03	0.89	1.03	0.91	1.03	0.93	1.01	0.94	0.99	0.93	0.96	1	1.05	0.99	0.97	0.92	1.04	0.96	0.99	0.97	0.96	0.99	0.88	1.01	0.96
	0.02	0.09	0.12	0.15	0.06	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.15	0.05	0.02	0.03	0.03	0.04	0.03	0.06	0.07	0.02	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 146

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
When I cast my vote, I felt really confident about what the party I was voting for would do if they won
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade						Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)		Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592		1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566		1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Agree	891	247	271	372	94	153	119	153	126	246		471	416	59	143	191	34	128	181	773	113	227	260	206	198	467	403	737	75	46	33	43	103	57	74	62	90	114	112	83	466	46	71	25	238
	37%	36%	34%	40%	36%	37%	31%	36%	34%	44%		40%	34%	40%	37%	42%	30%	30%	38%	37%	36%	36%	37%	41%	34%	36%	37%	36%	36%	40%	48%	44%	38%	28%	36%	36%	40%	36%	34%	40%	36%	30%	30%	29%	44%
	fgG			b						ZIgh		k				p																G					G				ZNOPQ
Strongly agree (5)	311	74	89	149	26	48	37	52	50	99		180	131	18	59	78	8	30	71	279	30	77	88	69	76	165	146	260	32	10	9	21	32	19	22	24	33	39	41	28	145	10	32	11	98
	13%	11%	11%	16%	10%	12%	10%	12%	13%	18%		15%	11%	12%	15%	17%	7%	7%	15%	13%	10%	12%	13%	14%	13%	12%	13%	13%	15%	9%	14%	21%	12%	9%	11%	14%	15%	12%	12%	13%	11%	7%	13%	12%	18%
	p			Zab						Zdafg		k			p	Zop			p														GH										ZNO
Tend to agree (4)	579	173	183	223	68	105	82	101	77	147		290	285	41	84	113	27	98	110	493	82	150	171	136	121	322	259	477	43	36	24	22	70	38	52	38	57	74	70	55	321	35	39	14	142
	24%	26%	23%	24%	26%	25%	21%	24%	21%	26%		25%	23%	28%	22%	25%	23%	23%	23%	24%	26%	24%	25%	27%	21%	24%	24%	23%	21%	31%	35%	23%	26%	19%	25%	22%	25%	23%	21%	27%	26%	23%	17%	17%	26%
	P																																								P				P
Neither agree nor disagree (3)	764	214	287	263	95	119	137	150	105	158		375	389	57	140	117	38	147	146	642	109	194	233	156	182	427	338	644	76	28	17	26	71	65	66	52	79	107	115	63	424	44	75	31	155
	32%	32%	36%	28%	36%	29%	35%	36%	28%	28%		32%	31%	39%	36%	25%	33%	35%	31%	31%	35%	30%	33%	31%	31%	32%	31%	32%	37%	25%	25%	26%	26%	32%	32%	30%	35%	33%	35%	30%	33%	29%	32%	36%	28%
	n		c				i					n		n			n																										
Tend to disagree (2)	190	55	58	77	25	30	25	33	40	37		85	105	11	21	40	14	36	38	167	23	50	58	30	52	108	82	158	18	12	2	8	19	16	13	15	12	24	31	19	98	15	22	7	40
	8%	8%	7%	8%	10%	7%	6%	8%	11%	7%		7%	9%	7%	6%	9%	13%	9%	8%	8%	7%	8%	8%	6%	9%	8%	8%	8%	9%	11%	3%	8%	7%	8%	6%	9%	5%	8%	9%	9%	8%	10%	9%	8%	7%
									5i								m																										
Strongly disagree (1)	162	37	47	77	9	28	23	24	30	47		80	77	4	23	40	4	25	37	139	20	39	41	39	42	80	82	134	18	8	2	2	25	13	13	8	10	25	21	17	66	17	18	7	40
	7%	5%	6%	8%	4%	7%	6%	6%	8%	8%		7%	6%	3%	6%	9%	4%	6%	8%	7%	6%	6%	6%	8%	7%	6%	8%	7%	9%	7%	3%	2%	9%	6%	6%	5%	4%	8%	6%	8%	5%	11%	8%	7%	7%
										d																															E				
NET: Disagree	352	92	105	154	34	58	48	57	70	84		165	183	15	44	80	19	61	75	306	43	89	99	69	95	188	164	292	36	20	4	10	45	29	26	23	22	49	52	36	165	32	41	13	80
	15%	14%	13%	16%	13%	14%	13%	14%	19%	15%		14%	15%	10%	12%	17%	16%	14%	16%	15%	14%	14%	14%	14%	16%	14%	15%	14%	17%	18%	5%	10%	17%	14%	12%	13%	10%	15%	16%	17%	13%	21%	17%	15%	15%
									Zf						m														D	D								J		N				
Don't know	415	125	144	146	39	87	82	62	69	77		167	249	15	57	73	24	87	73	365	47	128	107	76	104	235	180	362	20	19	14	20	51	50	43	37	34	50	51	26	227	30	49	17	73
	17%	18%	18%	16%	15%	21%	21%	15%	19%	14%		14%	20%	10%	15%	16%	21%	21%	15%	18%	15%	20%	15%	15%	18%	18%	17%	18%	10%	17%	21%	20%	19%	25%	20%	21%	15%	16%	15%	12%	18%	20%	21%	20%	13%
	BR					i	gi						j															B			B			ZJKLM		M					R		R		
Mean	3.34	3.35	3.31	3.37	3.34	3.35	3.28	3.34	3.25	3.44		3.4	3.29	3.45	3.41	3.39	3.21	3.21	3.35	3.35	3.3	3.35	3.35	3.39	3.29	3.35	3.34	3.34	3.29	3.3	3.69	3.66	3.3	3.22	3.35	3.4	3.48	3.29	3.29	3.31	3.36	3.05	3.23	3.23	3.45
	O									h		k			p																ZABC	2FGKLM					G				O				OP
Standard deviation Standard error	1.1	1.05	1.04	1.18	0.96	1.1	1.04	1.05	1.17	1.18		1.11	1.07	0.93	1.07	1.21	0.97	1	1.15	1.11	1.03	1.09	1.07	1.12	1.13	1.08	1.13	1.1	1.15	1.1	0.91	1.05	1.18	1.08	1.06	1.08	1.02	1.11	1.09	1.14	1.04	1.15	1.16	1.12	1.15
	0.02	0.05	0.04	0.04	0.07	0.06	0.05	0.05	0.06	0.05		0.03	0.03	0.1	0.06	0.06	0.06	0.11	0.05	0.05	0.03	0.04	0.04	0.05	0.05	0.03	0.04	0.03	0.09	0.11	0.12	0.11	0.08	0.08	0.08	0.09	0.07	0.07	0.06	0.08	0.03	0.1	0.08	0.12	0.05

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 147

Q14. Please find a list of statements about the election campaign below. To what extent do you agree or disagree with each of them?
When I cast my vote, I felt really confident about what the party I was voting for would do if they won
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting						2019 General Election Vote							Labour Voters			Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)		Conservative (i)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)		Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	618	296	674	212	51	117	283	128		243	371	510	22	509	326	38		665	698	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98		188	332	412	21**	398	286	29*		692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
NET: Agree	891	834	57	171	293	86	20	55	133	56		92	165	224	12	202	139	19		298	264	71	36	18	36	40	128	186	33	33	33	154	82	17	26	10	15	707	119	450	85	210	88	535	299
	37%	56%	6%	50%	60%	49%	55%	56%	65%	57%		49%	50%	54%	58%	51%	48%	65%		43%	54%	47%	51%	36%	59%	57%	15%	62%	57%	65%	53%	51%	65%	42%	64%	70%	51%	65%	33%	67%	59%	56%	30%	66%	44%
	bxP	Zb		Z	Zce	Z	Z	Z	Zce	Z		Z	Z	Z		Z	Z	Z		Zx	Zqux	Zx	Zx	x	Zqux	Zqux		Z	Z	Z	Z	Z	ZEG		Z			ZL		ZOPR	ZPR	ZPR		ZOPR	ZP
Strongly agree (5)	311	295	16	55	101	26	8	20	65	18		32	42	66	7	63	41	6		109	101	19	18	3	18	12	32	74	8	8	7	48	42	5	13	1	2	284	28	107	33	50	16	230	66
	13%	20%	2%	16%	21%	15%	23%	20%	31%	18%		17%	13%	16%	31%	16%	14%	20%		16%	20%	13%	25%	5%	30%	17%	4%	25%	15%	16%	11%	16%	33%	12%	32%	9%	7%	24%	8%	29%	23%	13%	5%	28%	10%
	bxLPR	Zb			Z			Z	Zcdeg											x	Zgux	x	Zux		Zqiux	x		ZD					ZEG		Z			ZL		ZOPR	ZOPR	P		ZOPR	P
Tend to agree (4)	579	538	41	115	192	60	12	36	68	38		60	123	158	6	140	98	13		190	163	52	18	15	18	28	96	112	24	24	26	105	40	12	13	9	13	443	91	253	52	161	72	305	233
	24%	36%	4%	34%	39%	34%	33%	36%	33%	39%		32%	37%	38%	27%	35%	34%	45%		27%	33%	35%	26%	31%	29%	40%	11%	38%	42%	49%	41%	35%	31%	30%	32%	60%	43%	41%	25%	38%	36%	43%	25%	37%	35%
	bx	Zb		Z	Z	Z	Z	Z	Z	Z		Z	Z	Z	Z	Z	Z	Z		x	Zqx	Zx	x	x	x	Zqx		Z	Z	Z	Z	Z	Z		Z	Z		ZL		ZP	ZP	ZPR		ZP	ZP
Neither agree nor disagree (3)	764	371	390	100	104	55	11	24	39	22		51	88	94	1	98	85	6		207	125	42	19	15	10	16	329	61	14	6	16	87	24	17	9	2	10	252	112	151	34	104	83	185	186

| | | |

	32%	41%	40%
NET: Worse	538	656	652
	22%	27%	27%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 150

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 1 year ahead

Base: All respondents

	Age									Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	838	905	262	417	386	422	370	566	1177	1236	146*	394	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Much better	50	31	12	7	11	19	8	5	4	3	29	21	6	7	2	5	5	4	31	19	15	14	6	14	29	21	46	3	*	-	3	7	4	1	3	6	14	6	1	40	1	3	3	3
	2%	5%	2%	1%	4%	5%	2%	1%	1%	*	2%	2%	4%	2%	1%	4%	1%	1%	1%	6%	2%	2%	1%	3%	2%	2%	2%	1%	*	-	3%	3%	2%	1%	2%	2%	4%	2%	1%	3%	1%	1%	3%	*
		Zbc			ghi	Zghi	i				nq					nq				Zrtuvwxy																ZHM			R			R	
A little better	725	255	220	251	100	155	101	119	108	143	330	391	60	90	119	37	129	132	612	101	232	220	134	140	452	274	606	61	35	24	26	83	55	65	51	62	98	101	65	413	41	64	32	138
	30%	38%	27%	27%	38%	37%	26%	28%	29%	25%	28%	32%	41%	23%	26%	33%	31%	28%	29%	32%	36%	31%	26%	24%	34%	25%	30%	30%	30%	35%	26%	31%	27%	31%	24%	36%	31%	31%	32%	27%	27%	36%	25%
	imvyR	Zbc			Zfgi	Zfghi					Zmnq						m		wy	wy	Znvwy	wy			Znvwy												R				
No change	779	195	291	293	83	112	137	154	116	177	421	356	47	164	142	36	127	151	679	94	210	215	165	189	425	354	646	71	40	22	29	85	68	72	63	75	81	97	76	406	54	80	25	177
	32%	29%	36%	31%	32%	27%	36%	36%	31%	31%	36%	29%	33%	43%	31%	31%	30%	32%	33%	30%	33%	31%	33%	33%	32%	33%	32%	35%	36%	32%	29%	32%	34%	35%	36%	33%	25%	29%	37%	32%	36%	34%	29%	32%
	K		a				e	e	e		k			Zrqrq																		K	K					K				
A little worse	321	49	86	186	19	31	32	54	62	124	191	131	11	51	113	8	34	74	295	27	73	87	79	82	160	161	286	21	13	2	16	26	30	22	24	31	54	50	33	132	23	27	8	118
	13%	7%	11%	20%	7%	7%	8%	13%	17%	22%	16%	11%	7%	13%	24%	7%	8%	16%	14%	9%	12%	12%	16%	14%	12%	15%	14%	10%	12%	2%	16%	9%	15%	10%	14%	14%	17%	15%	16%	10%	15%	11%	10%	22%
	adefkpsDN			Zab				e	def	Zdefg	Zk			p	Zlmpq			p	s					s	s			D								F							ZNPQ
Much worse	217	34	64	119	11	23	25	39	44	76	102	115	8	27	54	3	36	65	199	18	44	55	58	60	99	118	183	19	10	6	11	28	17	22	14	23	25	23	19	93	8	26	3	73
	9%	5%	8%	13%	4%	5%	6%	9%	12%	13%	9%	9%	6%	7%	12%	3%	9%	14%	10%	6%	7%	8%	11%	10%	7%	11%	9%	9%	8%	9%	11%	10%	8%	10%	8%	10%	8%	7%	9%	7%	5%	11%	4%	13%
	a			Zab					def	Zdef					mo			Zlmop						stx	s	stx															ZNOQ
Don't know	329	115	135	79	38	77	84	51	36	43	105	222	12	45	30	25	90	49	270	54	64	108	65	92	172	157	268	31	16	15	14	40	27	27	19	29	48	51	14	199	23	36	16	37
	14%	17%	17%	8%	14%	18%	22%	12%	10%	8%	9%	18%	9%	12%	7%	22%	21%	10%	13%	17%	10%	15%	13%	16%	13%	14%	13%	15%	14%	22%	14%	15%	13%	13%	11%	13%	15%	15%	7%	16%	15%	15%	18%	7%
	djstzMR	c	c		i	Zghi	Zghi	i			Zj		n			Zlmnq	Zlmnq		t		t		t			M									M	M			R	R	R	R	
NET: Better	775	285	232	258	111	174	108	124	112	146	359	412	67	97	121	42	134	136	643	120	247	234	140	154	481	294	652	64	35	24	29	90	59	66	54	68	112	108	66	452	42	67	35	141
	32%	42%	28%	28%	42%	42%	28%	29%	30%	26%	30%	33%	46%	25%	26%	37%	32%	29%	31%	38%	39%	33%	28%	27%	36%	27%	32%	31%	31%	35%	29%	34%	29%	32%	31%	30%	35%	33%	32%	35%	28%	28%	40%	26%
	cimnwyR	Zbc			Zfghi	Zfghi					Zlmpq								Znvwy	wy					Znvwy														R			R	
NET: Worse	538	83	149	308	30	53	56	93	106	200	292	246	19	79	167	11	71	139	494	44	118	142	137	142	259	279	469	39	23	8	27	53	47	43	39	54	79	74	52	224	31	53	11	191
	22%	12%	18%	33%	11%	13%	15%	22%	29%	35%	25%	20%	13%	20%	36%	10%	17%	29%	24%	14%	18%	20%	27%	25%	19%	26%	23%	19%	20%	12%	28%	20%	23%	21%	22%	24%	25%	22%	25%	18%	21%	22%	13%	35%
	abdefopsN		a	Zab				daf	Zdef	Zdefgh	k			o	Zlmopq			Zlmop	stx					Zstux	stx			stux															ZNOPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 151

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 1 year ahead

Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Much better	50	45	3	7	24	3	*	5	2	1	4	14	19	*	22	17	-	7	29	2	1	-	2	1	9	21	1	1	1	5	1	-	3	1	2	36	9	29	7	4	5	36	10
	2%	3%	*	2%	5%	2%	-	5%	1%	1%	2%	4%	5%	2%	5%	6%	-	1%	6%	1%	1%	-	3%	1%	1%	7%	2%	2%	2%	2%	1%	-	6%	3%	6%	3%	3%	4%	5%	1%	2%	4%	1%
	b	b		Zh			h				Z	Z	Z		Z	Z		Zqux								Z										Z		ZOR	ZOR		ZOR	
A little better	725	483	239	44	269	76	12	27	20	27	45	122	168	5	166	59	11	111	241	68	23	16	12	24	230	170	24	30	36	39	11	13	14	3	17	361	119	251	39	116	77	290	193
	30%	32%	26%	13%	55%	43%	33%	27%	10%	27%	24%	37%	41%	24%	42%	20%	40%	16%	49%	45%	33%	34%	20%	34%	27%	57%	41%	61%	57%	13%	9%	31%	35%	20%	56%	33%	32%	37%	27%	31%	26%	36%	29%
	chiojEF	b			Zcefghi	Zcghi	ch	ch		ch		Zjp	Zjp		Zjp		o		Zqtvwx	Zqvx	q	q		q	q	ZB	Z	ZB	Z		EF							ZNOPR			ZPR	
No change	779	488	288	122	136	59	16	42	64	34	61	126	136	11	128	105	6	237	135	55	26	17	16	23	270	75	22	13	19	107	35	15	15	8	8	355	121	188	50	124	126	239	249
	32%	33%	31%	36%	28%	34%	44%	42%	31%	35%	33%	38%	33%	50%	32%	37%	22%	34%	28%	37%	36%	36%	27%	33%	32%	25%	38%	27%	30%	36%	27%	36%	38%	53%	28%	33%	33%	28%	35%	33%	43%	29%	37%
	A			d			d	Zd										r		r							A												ZMQ		ZMQ	
A little worse	321	205	116	90	14	21	5	6	58	8	45	30	40	2	30	58	4	182	20	9	8	2	14	4	82	7	5	-	3	80	45	9	2	2	1	145	55	79	22	73	31	101	104
	13%	14%	13%	26%	3%	12%	14%	6%	28%	8%	24%	9%	10%	11%	8%	20%	14%	26%	4%	6%	11%	5%	23%	6%	10%	2%	8%	-	4%	27%	35%	21%	6%	12%	3%	13%	15%	12%	15%	19%	10%	12%	16%
	djkmnxACD			Zdegi		d	d		Zdefg	d	Zkln					Zkln		Zrstuwx			r		Znsuwx		r		AC			Z	A	Z						ZMPQ			MP	
Much worse	217	140	77	52	4	6	2	5	55	10	26	13	18	2	16	32	5	108	14	6	6	3	13	8	59	4	-	-	1	48	32	2	4	2	1	107	30	69	18	32	21	88	53
	9%	9%	8%	15%	1%	4%	5%	5%	27%	10%	14%	4%	4%	9%	4%	11%	17%	16%	3%	4%	9%	7%	22%	11%	7%	1%	-	-	1%	16%	26%	6%	10%	12%	2%	10%	8%	10%	13%	9%	7%	11%	8%
	dsklmnxABCD			Zdeg		d	d	d	Zcdefg	de	Zkln					kln	kln	Zrsix			r		Zrsux	ra	r		Z	ZEG															
Don't know	329	127	202	28	39	11	2	13	7	19	6	27	30	1	35	17	2	47	53	10	8	9	3	11	188	22	6	5	4	21	2	3	2	-	2	86	33	56	8	29	35	63	64
	14%	9%	22%	8%	8%	6%	5%	14%	4%	19%	3%	8%	7%	5%	9%	6%	7%	7%	11%	7%	11%	18%	4%	15%	22%	7%	11%	11%	7%	7%	2%	6%	5%	-	5%	8%	9%	8%	5%	8%	12%	8%	9%
	acdehjklnoqx			Za	h	h		eh		cdefh		j	j		j				q			qsv		qv	Zqrsv		F												NQ			
	AEFKLMNOQR																																											
NET: Better	775	528	243	51	293	79	12	32	21	28	49	136	188	6	188	75	11	118	270	70	24	16	14	24	239	190	25	31	37	44	13	13	16	3	19	397	128	279	47	120	83	326	202
	32%	35%	28%	15%	60%	45%	33%	32%	10%	28%	26%	41%	46%	26%	47%	26%	40%	17%	55%	47%	33%	34%	23%	35%	29%	64%	44%	62%	58%	15%	10%	31%	41%	24%	63%	36%	35%	42%	32%	32%	28%	40%	30%
	bchqEF	Zb			Zcefghi	Zcghi	ch	ch		ch		Zjp	Zjp		Zjp			Zqtuvwx		Zqvx	q	q		q	q	ZB		ZB	Z		EF					Z		ZNOPR			ZOPR	
NET: Worse	538	345	193	142	19	27	7	12	113	18	71	43	58	4	46	89	9	289	34	15	14	6	28	12	141	11	5	-	3	128	77	11	6	3	1	253	84	148	40	106	52	188	157
	22%	23%	21%	41%	4%	15%	19%	12%	55%	18%	38%	13%	14%	20%	12%	31%	31%	42%	7%	10%	20%	12%	48%	17%	17%	4%	8%	-	5%	43%	61%	27%	16%	24%	4%	23%	23%	22%	28%	28%	17%	23%	23%
	dejklmnxAB			Zdefgi		d	d	d	Zcdefg	d	Zkln					Zkln	kln	Zrstuwx			r		Zrstuwx	r	r		C			Z	ZEG								P	ZMP		P	P
	CD																																										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) Ineligible for sig testing**

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 152

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 1 year ahead

Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nsecon (c)	Closing aged/ disili usions d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Rentar s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	46	335	1340	1059	1251	1141	1035	1115	1124	950	1539	645	1442	521	59	594	1656	1343	1079	695	1018	520	211	1962	460	696	1698
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Much better	50	*	1	-	2	37	10	35	13	40	9	37	10	40	8	31	17	1	24	26	26	23	16	21	3	5	46	4	9	40
	2%	*	1%	-	*	3%	1%	3%	1%	4%	1%	3%	1%	3%	1%	2%	2%	4%	4%	1%	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%
	dfj					f		h		Zj		Zl							Za											
A little better	725	58	45	19	97	446	279	380	346	494	185	463	176	527	154	480	238	8	194	555	347	379	155	313	121	85	608	118	192	521
	30%	35%	44%	29%	19%	36%	24%	33%	28%	51%	16%	42%	18%	33%	25%	29%	32%	21%	29%	30%	26%	35%	26%	32%	33%	34%	31%	26%	31%	29%
	dfjil	d	Zd			Zf		h		Zj		Zl		Zn								Zl		v		v				

| | | |

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 155

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 2 years ahead

Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £45,000 (w)	£45,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1348	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	695	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Much better	135	4	7	1	10	100	35	79	55	114	15	103	19	105	23	83	49	3	41	93	64	72	28	62	16	18	111	25	35	100
	6%	2%	6%	2%	2%	8%	3%	7%	4%	12%	1%	9%	2%	7%	4%	5%	7%	7%	7%	5%	5%	7%	5%	6%	4%	7%	6%	5%	6%	6%
	dfjl					Zf		h		Zj		Zi		n																
A little better	857	66	52	16	111	529	325	464	392	547	241	528	235	625	178	568	280	9	205	644	427	430	192	362	138	101	710	147	214	629
	35%	40%	50%	24%	22%	43%	28%	41%	32%	56%	21%	48%	24%	40%	29%	35%	38%	25%	37%	35%	32%	40%	32%	38%	37%	41%	36%	33%	35%	35%
	dfhjlnt	d	Zcd			Zf		Zh		Zj		Zi		Zn											v	v				
No change	392	21	9	12	120	162	228	144	243	121	226	160	185	251	119	267	119	6	103	287	220	172	98	155	70	32	328	64	96	289
	16%	13%	9%	17%	23%	13%	20%	12%	20%	15%	19%	16%	20%	16%	16%	16%	16%	17%	18%	16%	16%	16%	16%	16%	19%	13%	17%	14%	16%	16%
	egj				Zab		Za		Zg		Zi		k																	
A little worse	341	16	10	20	69	178	161	185	156	71	251	158	184	213	90	252	84	5	69	270	204	137	81	147	45	34	254	87	89	252
	14%	10%	9%	30%	13%	14%	14%	16%	13%	7%	22%	11%	19%	13%	15%	15%	11%	14%	12%	15%	15%	13%	13%	15%	12%	14%	13%	19%	14%	14%
	ik			Zabd				h			Zi		Zk			p					u		w		w			ZA		
Much worse	314	20	5	12	58	171	139	193	118	27	274	66	224	160	128	232	77	5	47	267	204	110	102	120	35	23	241	73	90	222
	13%	12%	5%	18%	11%	14%	12%	17%	9%	3%	24%	6%	23%	10%	21%	14%	10%	13%	8%	14%	15%	10%	17%	12%	10%	9%	12%	16%	15%	13%
	hkmr			b				Zh			Zi		Zk		Zm	p				r	u		Zwxy			A				
Don't know	382	37	21	6	143	94	276	76	280	96	141	122	116	223	70	241	132	9	94	286	234	148	101	120	66	41	326	56	91	281
	16%	22%	21%	9%	28%	8%	24%	7%	22%	10%	12%	11%	12%	14%	12%	15%	18%	23%	17%	16%	17%	14%	17%	12%	18%	16%	17%	12%	15%	16%
	egjjklnw				Zc		Za		Zg												u		w		w					
NET: Better	992	70	58	17	121	629	360	543	446	661	256	631	254	729	201	651	329	12	246	736	491	502	220	424	154	119	821	172	249	728
	41%	42%	56%	26%	24%	51%	31%	48%	36%	68%	22%	58%	26%	46%	33%	40%	44%	33%	44%	40%	36%	47%	37%	44%	42%	48%	42%	38%	41%	41%
	dfhjlnt	d	Zcd			Zf		Zh		Zj		Zi		Zn								Zt			v	v				
NET: Worse	656	36	14	32	126	349	299	378	274	99	526	182	407	372	218	484	161	10	116	537	408	247	183	267	80	57	495	161	178	474
	27%	22%	14%	48%	25%	28%	26%	33%	22%	10%	46%	17%	42%	24%	36%	29%	22%	27%	21%	29%	30%	23%	30%	28%	22%	23%	25%	36%	29%	27%
	bhiknpru			Zabd				Zh			Zi		Zk		Zm	p				r	u		x					ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 156

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 5 years ahead

Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade						Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Man (l)	35-44 Man (m)	55+ Man (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	259	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	252	321	316	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	689	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Much better	375	107	135	133	45	62	56	79	54	79	172	201	27	59	54	17	75	79	312	55	114	112	54	95	226	149	319	31	20	5	18	45	31	22	30	35	54	52	31	194	20	48	15	72
	15%	16%	17%	14%	17%	15%	15%	19%	15%	14%	15%	16%	18%	15%	12%	15%	18%	17%	15%	18%	18%	16%	11%	16%	17%	14%	16%	15%	17%	8%	18%	17%	16%	11%	17%	15%	17%	16%	15%	15%	13%	21%	17%	13%
	v				i								vy	v		v	v		v	v					v	v													R			
A little better	586	207	202	177	80	127	108	93	80	97	291	290	51	100	89	28	101	88	497	83	175	180	124	106	355	231	473	62	31	21	17	62	42	68	44	49	72	61	57	343	38	51	30	97
	24%	31%	25%	19%	31%	31%	28%	22%	22%	17%	25%	23%	35%	26%	19%	25%	24%	19%	24%	27%	27%	26%	25%	18%	27%	21%	23%	30%	27%	31%	17%	23%	21%	33%	25%	22%	23%	19%	27%	27%	25%	22%	34%	18%
	cinqwR	Zc	c		hi	Zghi	i				Zrpq	nq				w	w		wy	w			w		wy								ZEFGJKL				L	R			PR	
No change	283	89	92	102	43	47	48	44	46	56	150	133	23	48	50	19	44	51	248	34	69	74	64	75	143	140	237	21	14	11	10	41	33	15	20	27	34	45	14	166	12	22	12	58
	12%	13%	11%	11%	16%	11%	12%	10%	12%	10%	13%	11%	16%	13%	11%	17%	10%	11%	12%	11%	11%	11%	13%	13%	11%	13%	12%	10%	12%	16%	10%	15%	16%	7%	11%	12%	11%	14%	7%	13%	8%	9%	14%	11%
					i																											Hld	HM					HM				
A little worse	193	54	50	89	21	34	17	33	31	58	98	95	10	25	47	11	25	42	167	25	43	56	49	46	99	94	164	12	14	3	18	13	16	17	12	16	26	25	20	92	11	17	9	57
	8%	8%	6%	9%	8%	8%	4%	8%	8%	10%	8%	8%	7%	7%	10%	10%	6%	9%	8%	8%	7%	8%	10%	8%	7%	9%	8%	6%	12%	4%	18%	5%	8%	8%	7%	7%	8%	8%	10%	7%	8%	7%	10%	10%
	f			b					f	f					p																ZFGHIJKL									N
Much worse	459	59	141	259	24	35	54	87	90	169	257	202	15	79	143	9	62	116	429	29	108	127	101	123	235	224	410	30	12	7	21	47	39	39	32	57	54	70	52	189	31	44	6	166
	19%	9%	17%	28%	9%	9%	14%	21%	24%	30%	22%	16%	10%	21%	31%	8%	15%	24%	21%	9%	17%	18%	20%	21%	18%	21%	20%	15%	11%	11%	21%	17%	19%	19%	18%	25%	17%	21%	25%	15%	21%	19%	6%	30%
	adefiosCNQ		a	Zab		e	daf	Zdaf	Zdafg	k				lop	Zlmopq			Zlop	s	s	s	s	s	s	s	C					K							Q	Q		ZNOPQ
Don't know	526	162	189	176	50	112	103	86	70	107	209	315	21	72	78	30	116	98	434	86	128	151	115	133	279	247	433	49	24	21	16	61	41	47	36	42	79	77	34	297	38	53	16	97
	22%	24%	23%	19%	19%	27%	27%	20%	19%	19%	18%	26%	14%	19%	17%	26%	28%	21%	21%	28%	20%	22%	23%	23%	21%	23%	21%	24%	21%	31%	16%	23%	20%	22%	21%	19%	25%	23%	16%	23%	25%	22%	18%	18%
	jn	c	c			N	hi				Zj					Zlmnq			Zrtx																	M			R				
NET: Better	961	314	337	310	125	189	165	172	134	176	463	491	77	159	143	46	176	167	808	138	289	292	179	201	581	380	791	93	50	26	35	107	73	91	74	83	126	113	88	537	58	99	45	168
	40%	46%	42%	33%	48%	45%	43%	41%	36%	31%	39%	40%	53%	41%	31%	40%	42%	35%	39%	44%	45%	42%	35%	35%	43%	35%	39%	45%	44%	39%	36%	40%	36%	44%	42%	37%	39%	34%	42%	42%	39%	42%	51%	31%
	cinyR	Zc	c		hi	hi	i	i					Znq	n			n		Znvwy	vwy																			R		R		
NET: Worse	652	114	191	348	45	69	71	120	120	227	355	297	24	104	189	20	86	158	596	54	151	182	150	169	334	318	573	43	26	10	38	59	54	56	44	73	81	95	72	281	43	61	15	223
	27%	17%	24%	37%	17%	17%	18%	28%	33%	40%	30%	24%	17%	27%	41%	18%	20%	33%	29%	17%	24%	26%	29%	29%	25%	29%	28%	21%	23%	15%	39%	22%	27%	27%	25%	32%	25%	29%	35%	22%	28%	26%	17%	41%
	adefIpsN		a	Zab				daf	Zdaf	Zdafgh	k			p	Zlmopq			Zlop	stx			s	s	s	s	stx	D				ZFK					F			ZFK				ZNOPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 157

Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 5 years ahead

Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting						2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	398	671	144	377	295	816	672
Much better	375	289	86	17	199	37	3	11	7	12	19	65	194	3	103	32	5	51	175	36	7	8	7	8	83	136	17	15	25	14	7	4	5	-	11	224	62	170	22	59	38	192	97
	15%	19%	9%	5%	41%	21%	10%	11%	4%	12%	10%	20%	25%	15%	26%	11%	17%	7%	35%	24%	11%	16%	11%	12%	10%	46%	30%	31%	40%	5%	5%	10%	12%	-	35%	21%	17%	25%	15%	16%	13%	24%	14%
	bchijqsEF	Zb			Zcefghi	cgh		ch		ch		jo	Zjp		Zjp				Zqsturvwx	Zqtvwx		q				ZBC	Z	Z	Z							Z		ZNOPR			ZNOPR		
A little better	586	399	187	54	174	64	16	32	28	23	45	118	150	8	153	65	7	101	159	60	28	16	6	26	191	100	20	22	27	44	13	10	21	6	9	277	116	177	40	108	76	217	182
	24%	27%	20%	16%	36%	36%	45%	33%	14%	23%	24%	35%	36%	40%	39%	23%	23%	15%	32%	40%	40%	32%	10%	37%	23%	33%	35%	44%	43%	15%	10%	25%	53%	42%	30%	25%	32%	26%	28%	28%	26%	27%	27%
	chqvEF	b			Zcfii	Zcfii	Zcfii	ch		h		Zjp	Zjp		Zjp				Zqvx	Zqvx	Zqvx	qv				Z		Z	Z				Z			ZK						
No change	283	154	129	36	35	19	4	15	24	13	24	33	31	3	33	28	6	74	41	19	6	3	12	7	122	20	6	4	4	32	11	3	4	2	3	113	39	66	16	40	32	82	72
	12%	10%	14%	11%	7%	11%	10%	15%	12%	13%	13%	10%	8%	13%	8%	10%	19%	11%	8%	13%	8%	7%	20%	9%	15%	7%	11%	8%	6%	11%	9%	8%	11%	16%	11%	10%	11%	10%	11%	10%	11%	10%	11%
	dlnA		a					d	d		i						In						r		r																
A little worse	193	114	78	57	10	9	-	7	23	8	18	19	32	3	21	29	2	97	16	6	4	2	5	3	60	8	-	1	1	53	15	3	1	2	-	86	26	45	18	29	23	63	52
	8%	8%	8%	17%	2%	5%	-	7%	11%	8%	10%	6%	8%	16%	5%	10%	5%	14%	3%	4%	5%	5%	8%	4%	7%	3%	-	2%	1%	18%	12%	6%	3%	12%	-	8%	7%	7%	12%	8%	8%	8%	8%
	drABD			Zdefgi		d		d	daf	d	n					n		Zrswx							Z					M										
Much worse	459	292	167	123	6	19	9	9	102	14	59	27	44	-	34	86	4	260	20	8	12	4	23	11	122	3	2	-	1	114	67	11	5	3	1	222	64	116	32	83	61	148	144
	19%	20%	18%	36%	1%	11%	24%	9%	49%	15%	32%	8%	11%	-	9%	30%	14%	38%	4%	5%	17%	8%	39%	16%	15%	1%	3%	-	1%	38%	53%	28%	11%	18%	3%	20%	18%	17%	22%	22%	21%	18%	21%
	degkmrsxAB			Zdegi		d	deg	d	Zcdefgi	d	Zkmp					Zkn		Zrstuwx			ra		Zrstuwx	ra	ra					Z	ZEG											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

*** small base**

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	CD																																				
Don't know	526	240	281	55	62	29	4	24	22	29	23	70	51	3	54	47	6	110	82	20	14	16	7	16	261	31	12	7	5	43	13	9	4	2	6	167	59	97	17	61	64	114	126
	22%	16%	30%	16%	13%	17%	11%	25%	11%	30%	12%	21%	12%	16%	14%	16%	22%	16%	17%	14%	19%	33%	12%	23%	31%	11%	22%	15%	8%	14%	11%	23%	10%	12%	21%	15%	16%	14%	12%	16%	22%	14%	19%
	acdhjlnqrsA		Za					dh		cdafh		jln										qrsv			Zqrsv		AD					F								MNQ		MQ
	DEFKLMNOQ																																									
NET: Better	961	689	272	71	373	100	20	43	36	34	64	193	254	12	258	97	11	151	333	96	36	23	13	34	274	236	37	38	53	58	20	14	26	6	20	501	178	347	62	165	115	409	280
	40%	48%	29%	21%	77%	57%	55%	44%	17%	35%	34%	55%	62%	54%	64%	34%	40%	22%	68%	64%	51%	48%	21%	49%	33%	79%	64%	75%	83%	19%	16%	35%	65%	42%	65%	46%	49%	52%	43%	44%	39%	50%	42%
	bchqvxEF	Zb			Zcefghi	Zcghi	Zchi	ch		ch		Zjp	Zjqp		Zjkop				Zqtuvwx	Zqvwx	qvx	qvx		qvx	q	ZB	Z	Z	ZB			EF	Z			Z	Z	ZOPR				ZOPR	
NET: Worse	652	406	245	180	16	28	9	16	125	22	77	46	76	3	55	115	5	356	36	14	16	6	28	14	162	11	2	1	1	166	82	14	6	4	1	308	90	161	50	111	84	211	195
	27%	27%	28%	53%	3%	16%	24%	16%	61%	23%	41%	14%	19%	16%	14%	40%	19%	51%	7%	9%	22%	13%	47%	19%	22%	4%	3%	2%	2%	56%	65%	34%	14%	30%	3%	28%	25%	24%	34%	30%	28%	26%	29%
	degklmnsuvA			Zdefgi		d	d	d	Zdefgi	d	Zklmp					Zklmp		Zrstuwx			ra		Zrstuwx	ra	ra					ZG	ZG						MQ					M
	BCD																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 158
Q15. Thinking about the coming years, how if at all, do you think things will have changed as a result of the election? Please say if you think things will have changed for the better, worse or not changed at all 1 year, 2 years and 5 years from today. - 5 years ahead
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ disabilit uisme d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergrad degree (t)	At least undergrad degree (u)	Up to £21,000 (v)	£21,000 to £40,000 (w)	£40,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	983	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Much better	375	26	18	13	23	264	110	230	144	306	49	259	72	281	76	226	143	6	83	287	191	184	76	179	44	48	314	61	109	258
	15%	16%	17%	19%	5%	21%	9%	20%	12%	31%	4%	24%	7%	18%	12%	14%	19%	16%	15%	16%	14%	17%	13%	18%	12%	19%	16%	14%	18%	15%
	dfhij	d	d	d		Zf		Zh		Zj		Zi		n			Zo							vx		vx				
A little better	586	40	36	3	97	360	226	315	270	316	221	330	202	408	144	395	182	9	160	421	276	310	124	238	109	67	484	102	142	435
	24%	24%	35%	5%	19%	29%	19%	28%	22%	32%	19%	30%	21%	26%	24%	24%	24%	25%	29%	23%	20%	29%	21%	25%	30%	27%	25%	23%	23%	25%
	cfjt	c	cd		c	Zf		h		Zj		Zi							a			Zt			v					
No change	283	12	8	8	91	96	186	100	180	98	149	134	120	181	80	189	91	3	71	211	173	110	82	102	53	25	236	46	59	220
	12%	7%	8%	11%	18%	8%	16%	9%	14%	10%	13%	12%	12%	11%	13%	11%	12%	9%	13%	11%	13%	10%	14%	11%	14%	10%	12%	10%	10%	12%
	eq				Za		Za		Zg																					
A little worse	193	15	6	13	38	90	103	89	104	56	129	82	92	136	40	135	53	5	45	148	112	81	45	83	27	21	152	41	49	143
	8%	9%	6%	19%	7%	7%	9%	8%	8%	6%	11%	8%	10%	9%	7%	8%	7%	13%	8%	8%	8%	8%	8%	9%	7%	8%	8%	9%	8%	8%
	l			Zfad							Zi																			
Much worse	459	27	7	22	90	263	191	278	178	51	386	103	308	241	172	341	112	6	80	376	292	167	140	177	53	39	347	112	131	324
	19%	16%	6%	33%	18%	21%	16%	24%	14%	5%	34%	9%	32%	15%	28%	21%	15%	17%	14%	20%	22%	16%	23%	18%	14%	16%	18%	25%	21%	18%
	bhkmpru			Zabd	b	f		Zh			Zi		Zk		Zm	p				r	u		Zwxy					ZA		
Don't know	526	45	29	8	173	161	347	131	367	149	213	186	170	328	98	357	163	7	121	403	309	218	135	187	84	48	438	89	124	393
	22%	27%	28%	12%	34%	13%	30%	12%	30%	15%	19%	17%	18%	21%	16%	22%	22%	20%	22%	22%	23%	20%	22%	19%	23%	19%	22%	20%	20%	22%
	egklin				Zc		Za		Zg					n																
NET: Better	961	66	54	16	120	624	336	544	414	622	270	589	274	689	220	621	324	15	243	708	467	494	200	417	153	116	798	163	251	693
	40%	40%	52%	24%	23%	51%	29%	48%	33%	64%	24%	54%	28%	44%	36%	38%	44%	41%	44%	38%	35%	46%	33%	43%	41%	47%	40%	36%	41%	39%
	dfhjlv	d	cd			Zf		Zh		Zj		Zi		Zn			o					Zi		v	v	v				
NET: Worse	652	42	12	35	127	353	294	367	282	107	515	186	399	377	212	476	165	11	124	525	404	248	185	260	80	60	498	154	181	467
	27%	25%	12%	52%	25%	29%	25%	32%	23%	11%	45%	17%	41%	24%	35%	29%	22%	30%	22%	28%	30%	23%	31%	27%	22%	24%	25%	34%	29%	26%
	bhkpu	b		Zabd	b			Zh			Zi		Zk		Zm	p				r	u		x					ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 159
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Summary
Base: All respondents

	All selected	Ranked 1st	Ranked 2nd	Ranked 3rd
Unweighted base	2422	2422	2422	2422
Weighted base	2422	2422	2422	2422
Improving waiting times in the NHS	1331	507	488	337
	55%	21%	20%	14%
Tackling antisocial behaviour	169	28	44	97
	7%	1%	2%	4%
Reducing child poverty in the UK	272	64	106	102
	11%	3%	4%	4%
Stopping migrants crossing the channel in small boats	709	329	195	186
	29%	14%	8%	8%
Reducing the level of legal migration to the UK	434	123	182	129
	18%	5%	8%	5%
Building more affordable homes across the UK	375	80	129	167
	16%	3%	5%	7%
Improving the cost of living	1300	591	367	341
	54%	24%	15%	14%
Accelerating the adoption of green energy and green technology in the UK	234	89	64	81
	10%	4%	3%	3%
Renegotiating our agreements with the EU to improve trade	228	50	78	99
	9%	2%	3%	4%
Tackling sewage being released into UK rivers	183	25	59	99
	8%	1%	2%	4%
Improving adult social care in the UK	240	55	90	95
	10%	2%	4%	4%
Getting the UK economy growing again	886	280	329	277
	37%	12%	14%	11%
Securing a ceasefire between Israel and Hamas in Gaza	138	46	42	50
	6%	2%	2%	2%
Improving the condition of roads and railways in the UK	202	25	67	110
	8%	1%	3%	5%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 159
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Summary
Base: All respondents

	All selected	Ranked 1st	Ranked 2nd	Ranked 3rd
Weighted base	2422	2422	2422	2422
Improving the economy in towns and cities outside of London and the South East	208	44	84	80
	9%	2%	3%	3%
Delivering more affordable childcare	92	22	24	46

Making politics less chaotic and more professional	4%	1%	1%	2%
	212	55	52	104
	9%	2%	2%	4%
Making good decisions on the rights of transgender people	51	9	20	22
	2%	*	1%	1%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 160

Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected

Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Improving waiting times in the NHS	1331	324	432	576	106	219	184	248	226	350	589	739	45	178	275	60	253	301	1175	146	349	401	279	301	751	581	1108	108	66	50	56	154	121	96	98	135	155	188	197	107	669	89	124	45	342
	55%	48%	53%	62%	40%	52%	48%	59%	61%	62%	50%	60%	31%	46%	60%	52%	60%	63%	56%	47%	55%	57%	55%	52%	56%	53%	54%	52%	58%	73%	56%	57%	60%	46%	56%	60%	49%	58%	51%	52%	59%	53%	52%	63%	
	adfjlmsH			Zab		d		df	Zdef	Zdef		Zj		l	lm	l	lm	Zlm	s			s			s			ZAB		H	HK				HK		H					ZNP
Improving the cost of living	1300	427	495	378	154	273	241	254	187	191	545	749	69	196	182	84	297	195	1090	190	317	386	238	358	703	596	1086	110	62	42	63	143	111	109	87	135	173	171	93	751	74	151	53	188
	54%	63%	61%	40%	59%	66%	63%	60%	50%	34%	46%	61%	48%	51%	40%	73%	70%	41%	52%	61%	50%	55%	47%	62%	53%	55%	53%	54%	54%	62%	63%	53%	55%	52%	50%	60%	54%	52%	45%	59%	49%	64%	61%	34%	
	cjnqvMR	Zc	Zc		i	Zhi	Zhi	Zhi	i			Zj		nq		Zlmnq	Zlmnq			Zlnx		v		Zfuvwy		v				M					M				ZR	R	ZOR	R	
Getting the UK economy growing again	886	246	280	361	102	143	133	147	136	225	459	425	60	162	170	41	117	191	764	115	266	257	181	182	524	363	753	73	43	18	39	98	69	68	76	86	109	119	88	475	44	74	32	219
	37%	36%	35%	39%	39%	34%	35%	35%	37%	40%	39%	34%	41%	42%	37%	36%	28%	40%	37%	37%	42%	37%	36%	31%	39%	33%	37%	35%	37%	26%	40%	36%	34%	33%	44%	38%	34%	36%	42%	37%	29%	31%	36%	40%	
	pw										k		p	p	p			p	w		Zrwy				wy							H										OP	
Stopping migrants crossing the channel in small boats	709	85	210	415	30	55	75	134	135	280	365	344	22	109	205	8	100	210	671	35	145	193	177	195	337	372	616	50	25	18	39	74	57	70	57	70	76	104	71	291	46	60	7	269	
	29%	13%	26%	44%	11%	13%	20%	32%	37%	49%	31%	28%	15%	28%	44%	7%	24%	44%	32%	11%	23%	28%	35%	34%	25%	34%	30%	24%	22%	27%	39%	28%	28%	34%	33%	31%	24%	31%	34%	23%	30%	26%	8%	49%	
	adefopstxN		a	Zab		da	daf	Zdef	Zdefgh					lo	Zlmop		o	Zlmop	stux		s	s	Zstux	stux	s	Zstux					K			K			K	Q	Q	Q		ZNOPQ
	Q																																											
Reducing the level of legal migration to the UK	434	75	143	216	22	53	72	70	80	136	235	199	20	79	113	2	63	103	401	31	95	105	110	123	201	233	374	35	16	9	18	59	37	46	31	42	52	54	35	208	38	35	3	122	
	18%	11%	18%	23%	8%	13%	19%	17%	22%	24%	20%	16%	14%	21%	24%	2%	15%	22%	19%	10%	15%	15%	22%	21%	15%	21%	18%	17%	14%	13%	18%	22%	19%	22%	18%	19%	16%	17%	17%	16%	25%	15%	4%	22%	
	adeoixQ		a	Zab		d	d	de	Zdeg		k		o	o	Zlop		o	op	stux				stux	stux	s	Zstux												Q	NPQ	Q		ZNPQ
Building more affordable homes across the UK	375	163	111	101	68	95	58	53	34	67	184	190	33	47	55	34	63	46	309	60	94	121	72	89	215	161	324	31	10	10	9	31	24	29	14	38	91	55	33	224	16	36	22	61	
	16%	24%	14%	11%	26%	23%	15%	13%	9%	12%	16%	15%	23%	12%	12%	29%	15%	10%	15%	19%	15%	17%	14%	15%	16%	15%	16%	15%	9%	15%	10%	11%	12%	14%	8%	17%	28%	17%	16%	17%	11%	15%	26%	11%	
	chiqlR	Zbc			ZIghi	ZIghi	h						mnq			Zlmnpq	q																		I	ZEFGHIJLM	I	I	R			ZOR		
Reducing child poverty in the UK	272	107	96	69	42	65	57	39	28	41	109	163	21	31	32	21	65	37	225	45	69	74	52	78	143	130	218	31	15	9	9	30	23	25	10	26	39	27	28	159	11	31	13	37	
	11%	16%	12%	7%	16%	16%	15%	9%	8%	7%	9%	13%	14%	8%	7%	19%	15%	8%	11%	14%	11%	11%	10%	14%	11%	12%	11%	15%	13%	13%	9%	11%	12%	12%	6%	11%	12%	8%	14%	12%	7%	13%	14%	7%	
	cinqlR	Zc	c		ghi	ZghI	ghi					j	n			mnq	Zlmnq																		I		I	R		R	R	
Improving adult social care in the UK	240	42	86	112	14	28	33	53	40	72	99	140	7	30	45	8	56	68	213	25	55	90	45	50	146	95	200	27	8	6	7	32	19	30	22	14	24	31	21	100	20	28	8	76	
	10%	6%	11%	12%	6%	7%	9%	13%	11%	13%	8%	11%	5%	8%	10%	7%	13%	14%	10%	8%	9%	13%	9%	9%	11%	9%	10%	13%	7%	9%	7%	12%	10%	15%	13%	6%	7%	9%	10%	8%	13%	12%	10%	14%	
	a		a	a				de		de		j					lm	Zlmn				twy											JK	J							ZN	
Accelerating the adoption of green energy and green technology in the UK	234	82	79	73	38	45	44	35	38	35	133	98	28	42	45	9	37	28	199	32	83	66	41	44	149	85	181	26	19	8	4	24	20	17	21	20	19	31	25	132	26	26	12	30	
	10%	12%	10%	8%	14%	11%	11%	8%	10%	6%	11%	8%	20%	11%	10%	8%	9%	6%	10%	10%	13%	10%	8%	8%	11%	8%	9%	13%	17%	12%	4%	9%	10%	8%	12%	9%	6%	10%	12%	10%	17%	11%	14%	6%	
	iqR	c			gi	i	i		i		k		Zmnpq	q	q						Zrvwy				wy				ZA				EK			K	R	ZNR	R	R	
Renegotiating our agreements with the EU to improve trade	228	61	76	91	24	37	39	37	38	53	130	97	17	43	47	7	33	44	189	37	90	46	51	40	136	91	189	13	13	12	9	19	13	21	13	22	30	38	26	132	14	14	8	51	
	9%	9%	9%	10%	9%	9%	10%	9%	10%	9%	11%	8%	11%	11%	10%	6%	8%	9%	9%	12%	14%	7%	10%	7%	10%	8%	9%	6%	11%	18%	9%	7%	6%	10%	7%	10%	9%	12%	12%	10%	9%	6%	9%	9%	
	u										k									uw	Zruwxy				u					ZAB												

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 160

Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected

Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self employed (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Making politics less chaotic and more professional	212	72	58	81	38	34	25	33	29	52	120	90	21	36	44	18	22	37	192	25	53	66	37	55	119	92	166	29	13	3	8	22	18	13	13	14	25	28	26	113	6	21	13	51	
	9%	11%	7%	9%	15%	8%	7%	8%	8%	9%	10%	7%	14%	9%	10%	15%	5%	8%	9%	8%	8%	9%	7%	10%	9%	8%	8%	14%	12%	5%	8%	8%	9%	6%	7%	6%	8%	9%	12%	9%	4%	9%	15%	9%	
	p				ZefgIh						k		p		p	p			k									ZA														O	O	
Improving the economy in towns and cities outside of London and the South East	208	45	82	82	14	31	45	37	37	45	116	91	9	50	38	4	32	44	184	21	55	49	61	44	104	105	166	22	12	8	5	40	25	19	15	15	20	16	11	103	18	31	4	45	
	9%	7%	10%	9%	5%	7%	12%	9%	10%	8%	10%	7%	6%	13%	8%	4%	8%	9%	9%	7%	9%	7%	12%	8%	8%	10%	8%	11%	10%	13%	5%	15%	12%	9%	9%	7%	6%	5%	5%	8%	12%	13%	4%	8%	
	L		a				d							Zlnqp										Zluwx						ZEJKLM	KLM									ZNQ		
Improving the condition of roads and railways in the UK	202	60	64	77	18	42	34	30	32	45	122	79	11	41	48	7	23	29	160	40	58	60	47	37	117	84	175	17	7	2	5	19	13	16	29	10	28	35	21	115	13	18	4	46	
	8%	9%	8%	8%	7%	10%	9%	7%	9%	8%	10%	6%	7%	11%	10%	6%	6%	6%	8%	13%	9%	9%	9%	6%	9%	8%	9%	8%	6%	3%	5%	7%	6%	8%	17%	4%	9%	11%	10%	9%	9%	8%	5%	8%	
											k			Pq	Pq					Zrwy														ZEFGHJK				J	J				
Tackling sewage being released into UK rivers	183	46	57	79	18	28	26	31	33	47	100	81	13	27	41	5	31	39	162	16	51	54	34	43	105	78	165	9	7	1	9	17	13	16	9	25	24	31	21	88	20	18	5	43	
	8%	7%	7%	8%	7%	7%	7%	7%	9%	8%	8%	7%	9%	7%	9%	4%	7%	8%	8%	5%	8%	8%	7%	8%	8%	7%	8%	4%	6%	2%	9%	6%	7%	8%	5%	11%	8%	9%	10%	7%	14%	8%	6%	8%	
																																								ZN			
Tackling antisocial behaviour	169	38	72	59	15	23	32	40	25	35	85	84	12	39	26	3	33	34	148	21	39	52	32	45	91	78	141	11	12	5	10	16	12	17	12	7	23	38	7	99	5	20	3	37	
	7%	6%	9%	6%	6%	5%	8%	9%	7%	6%	7%	7%	8%	10%	6%	3%	8%	7%	7%	7%	6%	7%	6%	8%	7%	7%	7%	5%	10%	8%	10%	6%	6%	8%	7%	3%	7%	12%	4%	8%	3%	8%	4%	7%	
	J		a											no																	J		J				ZFJM					
Securing a ceasefire between Israel and Hamas in Gaza	138	73	42	23	41	32	27	15	8	15	65	70	23	22	8	18	21	15	79	58	44	40	25	29	84	54	112	20	6	-	4	15	10	21	8	9	34	7	3	79	11	10	19	12	
	6%	11%	5%	2%	16%	8%	7%	4%	2%	3%	6%	6%	16%	6%	2%	15%	5%	3%	4%	19%	7%	6%	5%	5%	6%	5%	6%	10%	5%	-	4%	6%	5%	10%	5%	4%	11%	2%	1%	6%	7%	4%	22%	2%	
	chinqLMR	Zbc	c		ZefgIhi	ghi	ghi						Zmnpq	n		Zmnpq	n			Zruwxwy	r				r			AD				LM		ZJLM		ZJLM			R	R		ZNOPR	
Delivering more affordable childcare	92	60	26	7	22	38	23	3	2	4	44	47	14	12	5	7	14	1	67	26	31	26	26	10	57	35	80	4	6	2	3	9	10	8	4	3	24	12	7	75	1	2	8	4	
	4%	9%	3%	1%	8%	9%	6%	1%	1%	1%	4%	4%	10%	3%	1%	6%	3%	*	3%	8%	5%	4%	5%	2%	4%	3%	4%	2%	5%	3%	3%	3%	5%	4%	2%	2%	8%	4%	3%	6%	1%	1%	9%	1%	
	cghinqwPR	Zbc	c		ZefgIhi	ZghI	ghi						Zmnpq	q		nq	q		w	Zruwxy	w			w		w					ZIJ							ZOPR			ZOPR		
Making good decisions on the rights of transgender people	51	30	16	5	20	10	8	8	2	4	30	22	12	9	4	8	6	1	39	13	17	11	14	10	28	23	48	1	3	-	2	5	7	5	3	5	13	5	3	34	1	8	3	4	
	2%	4%	2%	1%	8%	2%	2%	2%	*	1%	3%	2%	8%	2%	1%	7%	2%	*	2%	4%	3%	2%	3%	2%	2%	2%	2%	*	3%	-	2%	2%	3%	2%	2%	2%	4%	2%	2%	3%	1%	3%	4%	1%	
	ciqR	Zbc	c		ZefgIhi								Zmnpq	q		Zmnpq				ru																			R		R	R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 161

Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected

Base: All respondents

	Voting behaviour	2024 General Election Vote	Considered voting	2019 General Election Vote	Labour Voters	Con Switchers	Lab Switchers	Voting Motivation	Timing of decision

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Improving waiting times in the NHS	1331	833	497	166	317	108	16	59	93	59	91	178	232	15	218	137	19	366	300	86	39	22	27	49	442	203	38	29	41	148	58	24	22	6	19	609	204	375	61	214	152	437	396
	55%	56%	54%	48%	65%	61%	43%	60%	45%	60%	48%	54%	56%	69%	55%	48%	65%	53%	61%	58%	54%	46%	44%	71%	53%	68%	65%	57%	65%	49%	46%	58%	55%	38%	63%	56%	56%	56%	43%	57%	52%	54%	59%
				chcFN		Zcfh	cfh		h		ch								Zqavx			o			Zqavx	Z												N		N	ZNQ	N	NQ
Improving the cost of living	1300	717	578	114	276	80	20	57	82	61	69	157	197	14	182	124	15	274	293	65	42	20	24	35	546	171	32	38	30	100	43	19	22	9	20	505	195	329	51	176	161	381	336
	54%	48%	62%	33%	57%	45%	55%	58%	40%	62%	37%	47%	48%	65%	46%	43%	52%	40%	60%	43%	59%	41%	40%	51%	65%	57%	56%	76%	48%	33%	34%	47%	55%	64%	67%	46%	53%	49%	35%	47%	54%	47%	50%
		aceHjkhoqs			Za		cah		c	c	ch			j	j		j		Zqauv		q				Zqauvw			ZABD								K	N		N	NOQ	N	N
		vEFKMNOQ																																									
Getting the UK economy growing again	886	550	336	151	192	65	14	20	69	23	69	122	149	5	152	99	10	284	188	51	24	15	19	19	308	114	27	24	24	133	45	16	7	7	12	401	138	245	47	157	101	291	259
	37%	37%	36%	44%	39%	37%	38%	20%	34%	24%	37%	37%	36%	21%	38%	34%	34%	41%	38%	34%	34%	32%	32%	27%	36%	38%	46%	47%	38%	44%	36%	39%	18%	48%	38%	37%	38%	36%	32%	42%	34%	36%	38%
		gH			Zghi	gi	gi	g		g								nw												Z									Q				
Stopping migrants crossing the channel in small boats	709	448	261	162	64	28	3	5	144	28	80	64	79	1	62	131	7	366	65	19	10	3	32	20	195	32	21	4	5	146	97	16	1	6	2	351	87	194	45	130	89	229	219
	29%	30%	28%	47%	13%	16%	9%	5%	69%	29%	42%	19%	19%	6%	16%	46%	26%	53%	13%	13%	14%	6%	53%	29%	23%	11%	36%	8%	9%	49%	77%	39%	4%	39%	6%	32%	24%	27%	31%	34%	30%	28%	33%
		dwfgkhnstu			Zdefgi	g	g				Zcdefgi	defg				Zklnp		Zkln					Znstuwx		nstu	nsu		ACD			Z	ZEG							ZMQ			M
		xACDHL																																									
Reducing the level of legal migration to the UK	434	268	165	100	41	12	2	6	88	13	47	45	53	3	43	88	2	200	39	10	8	4	26	12	133	15	12	8	6	86	54	6	-	5	1	201	60	112	26	78	50	139	129
	18%	18%	18%	29%	8%	7%	6%	6%	43%	13%	25%	14%	13%	13%	11%	31%	8%	29%	8%	7%	11%	9%	43%	18%	16%	5%	20%	16%	9%	29%	42%	14%	-	33%	2%	18%	17%	17%	18%	21%	17%	17%	19%
		dwjkmsADH			Zdefgi						Zcdefgi					Zklnp		Zrstux					Zqrstuwx		ns	ns		A	A		ZG	ZEG											
Building more affordable homes across the UK	375	209	165	38	85	29	11	16	15	11	23	53	58	3	65	31	1	62	74	30	14	8	3	11	174	50	7	12	13	32	11	4	9	1	7	154	52	106	21	39	43	127	82
	16%	14%	18%	11%	18%	16%	30%	16%	7%	11%	12%	16%	14%	14%	16%	11%	3%	9%	15%	20%	20%	17%	5%	15%	21%	17%	12%	24%	21%	11%	9%	9%	23%	3%	22%	14%	14%	16%	14%	10%	15%	16%	12%
		hpqvFOR			a		ch	h	Zcdahi	h			p			op			q	qv	qv				Zqrv													O				O	
Reducing child poverty in the UK	272	175	96	28	71	21	7	17	5	16	10	45	52	2	54	23	2	41	96	12	13	7	2	9	93	52	5	4	4	19	-	2	9	3	9	130	41	86	28	37	24	114	61
	11%	12%	10%	8%	15%	12%	19%	18%	2%	16%	6%	13%	13%	10%	14%	8%	7%	6%	19%	8%	19%	14%	3%	12%	11%	17%	8%	8%	6%	7%	-	6%	23%	21%	28%	12%	11%	13%	19%	10%	8%	14%	9%
		hjqEF			h	Zch	h	ch	ch		ch		j	j		jo			Zqavx		qav	qv			q	q		ZD			F		F					PR	ZOPR			OPR	
Improving adult social care in the UK	240	145	96	34	44	29	6	6	16	9	23	31	44	2	44	22	4	72	49	23	10	3	8	5	71	30	3	2	6	34	12	10	3	-	1	105	38	69	16	34	26	85	60
	10%	10%	10%	10%	9%	16%	16%	6%	8%	10%	12%	9%	11%	8%	11%	8%	15%	10%	10%	15%	15%	7%	13%	7%	8%	10%	5%	5%	10%	11%	9%	23%	8%	-	4%	10%	10%	10%	11%	9%	9%	10%	9%
						Zcdgh														Zx										ZEF												

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 161
Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Accelerating the adoption of green energy and green technology in the UK	234	153	81	19	61	20	4	36	8	4	20	50	71	4	73	15	7	42	63	23	8	18	2	5	72	35	3	4	16	18	5	3	15	1	1	105	45	61	29	38	25	89	63
	10%	10%	9%	6%	13%	12%	12%	36%	4%	4%	11%	15%	17%	17%	18%	5%	28%	6%	13%	15%	12%	38%	4%	7%	9%	12%	5%	8%	25%	6%	4%	7%	37%	3%	2%	10%	12%	9%	20%	10%	8%	11%	9%
		choqF				Zcfh	chi	h	Zcdefhi			o	Zo	Zjo		Zjo			Zqx	Zqvx		Zqrstvwx			ZABC								Z					ZMOPQR				
Renegotiating our agreements with the EU to improve trade	228	157	70	30	57	23	6	11	8	15	14	48	61	3	46	23	1	46	57	29	9	2	5	11	68	35	6	3	8	23	3	3	6	2	6	120	34	71	18	44	24	89	68
	9%	11%	8%	9%	12%	13%	17%	12%	4%	16%	8%	15%	15%	13%	11%	8%	4%	7%	12%	19%	13%	5%	8%	16%	8%	12%	11%	7%	13%	8%	3%	7%	15%	10%	21%	11%	9%	11%	13%	12%	8%	11%	10%
		hqF			h	h	h	h	h	Zh			Zjo	Zjo					q	Zqrux				qx							F											
Making politics less chaotic and more professional	212	148	61	38	55	19	3	9	18	3	16	33	48	2	51	25	*	55	46	21	6	9	7	4	64	33	2	5	13	32	12	4	4	2	2	109	34	81	14	29	24	95	53
	9%	10%	7%	11%	11%	11%	9%	9%	8%	4%	8%	10%	12%	11%	13%	9%	1%	8%	9%	14%	9%	18%	12%	6%	8%	11%	3%	10%	21%	11%	9%	10%	10%	11%	7%	10%	9%	12%	10%	8%	8%	12%	8%
		b			i	i	i								Z				Zqx			Zqx						ZAB									ZOR				ZOR	
Improving the economy in towns and cities outside of London and the South East	208	130	78	32	43	16	5	7	12	12	17	32	40	4	35	19	5	60	38	12	10	7	4	13	64	24	4	5	6	31	7	4	2	1	2	102	26	59	11	29	31	70	60
	9%	9%	8%	9%	9%	9%	15%	7%	6%	12%	9%	9%	10%	18%	9%	7%	16%	9%	8%	8%	14%	15%	6%	18%	8%	8%	7%	10%	9%	10%	5%	9%	5%	7%	7%	9%	7%	9%	8%	8%	11%	9%	9%
							h			h														Zqrwx																			
Improving the condition of roads and railways in the UK	202	125	76	33	28	22	2	5	21	6	24	36	34	2	31	35	2	59	31	18	6	9	8	3	69	21	1	2	5	27	10	4	1	*	2	83	39	52	19	31	23	71	54
	8%	8%	8%	10%	6%	12%	6%	5%	10%	6%	13%	11%	8%	7%	8%	12%	6%	9%	6%	12%	8%	19%	13%	4%	8%	7%	2%	3%	7%	9%	8%	9%	4%	3%	7%	8%	11%	8%	13%	8%	8%	9%	8%
					d		dq			d	Z					Z				r		Zqrwx																ZM				
Tackling sewage being released into UK rivers	183	128	52	31	38	23	1	11	13	8	16	36	39	1	51	21	2	62	37	18	3	10	3	5	47	24	5	4	3	27	10	3	3	-	2	88	36	61	11	29	27	72	56
	8%	9%	6%	9%	8%	13%	1%	11%	6%	8%	9%	11%	9%	6%	13%	7%	7%	9%	8%	12%	4%	20%	5%	7%	6%	8%	8%	8%	5%	9%	8%	7%	7%	-	7%	8%	10%	9%	8%	8%	9%	9%	8%
		b				Zdfh									Zo			x		x		Zqrtvwx																					
Tackling antisocial behaviour	169	94	75	25	29	11	-	4	20	2	25	17	26	1	23	28	3	50	31	13	2	1	5	7	59	17	6	3	3	21	8	4	1	2	1	72	18	39	11	22	23	49	45
	7%	6%	8%	7%	6%	6%	-	4%	10%	2%	13%	5%	6%	5%	6%	10%	9%	7%	6%	9%	3%	3%	9%	9%	7%	6%	11%	5%	4%	7%	7%	10%	2%	13%	5%	7%	5%	6%	7%	6%	8%	6%	7%
									fi		Zkln					k																											
Securing a ceasefire between Israel and Hamas in Gaza	138	96	39	6	26	10	7	19	3	20	7	30	23	4	34	7	2	9	55	7	6	3	3	2	53	20	*	1	1	4	2	1	12	-	1	66	27	34	16	29	16	50	46
	6%	6%	4%	2%	5%	6%	19%	20%	1%	20%	3%	9%	5%	18%	9%	2%	7%	1%	11%	5%	9%	6%	5%	3%	6%	7%	1%	2%	2%	1%	1%	2%	30%	-	4%	6%	7%	5%	11%	8%	5%	6%	7%
		choqEF				ch	ch	Zcdeh	Zcdeh				Zjo			Zjo			Zqawx	q	q	q			q							Z							ZMPQ				
Delivering more affordable childcare	92	50	43	10	17	8	1	5	2	3	5	13	13	-	15	16	*	18	17	11	3	1	2	-	40	11	1	2	3	10	2	2	*	-	*	35	14	30	5	7	8	35	15
	4%	3%	5%	3%	4%	5%	2%	5%	1%	3%	3%	4%	3%	-	4%	6%	1%	3%	3%	7%	4%	3%	3%	-	5%	4%	2%	4%	5%	3%	1%	5%	1%	-	2%	3%	4%	4%	4%	2%	3%	4%	4%	2%
		hOR				h	h		h											Zqw																		OR				OR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 161
Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Making good decisions on the rights of transgender people	51	40	8	9	15	4	1	3	3	-	7	7	17	-	14	15	3	11	17	2	-	1	1	-	19	9	*	1	1	6	2	-	1	1	2	31	8	20	4	8	7	24	16
	2%	3%	1%	3%	3%	2%	2%	3%	1%	-	4%	2%	4%	-	3%	5%	9%	2%	4%	1%	-	3%	2%	-	2%	3%	1%	2%	2%	2%	2%	-	3%	5%	6%	3%	2%	3%	3%	2%	2%	3%	2%
			b					Z								Z	Zk		q																								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 162
Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence a (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ disillusioned (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renters (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,000 to £49,000 (w)	£49,000 to £92,000 (x)	£92,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Improving waiting times in the NHS	1331	92	49	32	287	700	619	621	699	572	583	620	506	885	303	926	386	20	265	1062	742	589	332	533	221	125	1062	270	383	932
	55%	56%	48%	48%	56%	57%	53%	54%	56%	59%	51%	57%	53%	56%	50%	56%	52%	53%	47%	57%	55%	55%	55%	55%	60%	50%	54%	60%	62%	53%
	jw									j				n						r									ZD
Improving the cost of living	1300	85	62	41	342	572	715	502	775	503	616	548	532	818	345	780	499	21	332	960	777	522	331	524	184	120	1081	218	350	922
	54%	51%	61%	62%	67%	46%	61%	44%	62%	52%	54%	50%	55%	52%	57%	47%	67%	56%	59%	52%	57%	49%	55%	54%	50%	48%	55%	48%	57%	52%
	egou				Za		Ze		Zg				k				Zo		Za		u						B			
Getting the UK economy growing again	886	55	57	27	174	466	412	437	436	388	394	435	324	604	200	621	248	16	174	706	464	422	204	358	135	104	730	156	201	672
	37%	33%	56%	41%	34%	38%	35%	38%	35%	40%	34%	40%	34%	38%	33%	38%	33%	45%	31%	38%	34%	39%	34%	37%	37%	42%	37%	34%	33%	38%
	r		Zad							j		l		n						r		t							C
Stopping migrants crossing the channel in small boats	709	41	15	28	155	360	349	362	340	210	422	284	346	445	208	517	182	10	130	574	476	234	203	304	86	48	546	162	185	519
	29%	25%	14%	42%	30%	29%	30%	32%	27%	21%	37%	26%	36%	28%	34%	31%	25%	27%	23%	31%	35%	22%	34%	31%	23%	19%	28%	36%	30%	29%
	bipruy			b	b			h			Zi		Zk		Zm	p				r	Zu		xy	xy				ZA		
Reducing the level of legal migration to the UK	434	37	8	11	96	235	195	229	201	109	280	151	230	251	135	302	126	6	97	331	276	158	119	172	66	45	336	97	109	320
	18%	22%	8%	16%	19%	19%	17%	20%	16%	11%	24%	14%	24%	16%	22%	18%	17%	17%	17%	18%	20%	15%	20%	18%	18%	18%	17%	22%	18%	18%
	iku	b			b			h			Zi		Zk		Zm						u									
Building more affordable homes across the UK	375	30	21	14	80	191	179	162	202	165	144	161	129	249	90	191	176	9	85	288	199	177	82	147	57	45	330	46	90	276
	16%	18%	21%	21%	16%	15%	15%	14%	16%	17%	13%	15%	13%	16%	15%	12%	24%	23%	15%	16%	15%	17%	14%	15%	15%	18%	17%	10%	15%	16%
	jdB									j							Zo	o									B			
Reducing child poverty in the UK	272	19	8	5	59	145	124	130	139	135	117	145	96	177	77	175	94	4	106	162	135	138	65	98	46	36	223	49	75	192
	11%	11%	8%	8%	12%	12%	11%	11%	11%	14%	10%	13%	10%	11%	13%	11%	13%	10%	19%	9%	10%	13%	11%	10%	13%	15%	11%	11%	12%	11%
	a									j		l							Za			t								
Improving adult social care in the UK	240	28	5	6	46	132	107	125	113	97	108	112	83	145	68	188	50	2	43	194	124	116	64	94	42	16	188	53	69	170
	10%	17%	5%	9%	9%	11%	9%	11%	9%	10%	9%	10%	9%	9%	11%	11%	7%	5%	8%	11%	9%	11%	11%	10%	11%	7%	10%	12%	11%	10%
	p	Zbd														p														
Accelerating the adoption of green energy and green technology in the UK	234	16	11	10	33	134	96	126	106	112	99	128	71	159	50	164	63	7	55	179	103	131	57	87	40	35	175	59	50	182
	10%	10%	11%	15%	7%	11%	8%	11%	9%	11%	9%	12%	7%	10%	8%	10%	8%	19%	10%	10%	8%	12%	9%	9%	11%	14%	9%	13%	8%	10%
												l						Zop				Zt					A			
Renegotiating our agreements with the EU to improve trade	228	7	24	2	35	121	104	116	110	129	85	121	77	148	53	174	50	3	51	173	104	124	44	104	31	32	193	35	42	182
	9%	4%	23%	4%	7%	10%	9%	10%	9%	13%	7%	11%	8%	9%	9%	11%	7%	9%	9%	9%	8%	12%	7%	11%	8%	13%	10%	8%	7%	10%
			Zacd							Zj		l				p						t		v		v				C

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 162
Q16. Which three of the following would you like to see the new government prioritise in its first year? - All selected
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence a (a)	Not eligible (b)	Admin reason (c)	Disenfranchised/ disillusioned (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renters (p)	Other (q)	Yes (r)	No (s)	Up to undergraduate degree (t)	At least undergraduate degree (u)	Up to £21,000 (v)	£21,000 to £49,000 (w)	£49,000 to £92,000 (x)	£92,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Making politics less chaotic and more professional	212	10	3	1	42	112	99	110	98	96	89	100	74	157	41	154	54	4	35	177	106	106	51	82	30	21	179	32	48	159
	9%	6%	3%	1%	8%	9%	8%	10%	8%	10%	8%	9%	8%	10%	7%	9%	7%	10%	6%	10%	8%	10%	9%	8%	8%	8%	9%	7%	8%	9%
														n						r										
Improving the economy in towns and cities outside of London and the South East	208	14	11	4	44	107	101	108	97	92	87	107	74	145	43	149	58	2	51	155	116	93	63	81	29	17	173	36	57	149
	9%	8%	10%	6%	9%	9%	9%	9%	8%	9%	8%	10%	8%	9%	7%	9%	8%	5%	9%	8%	9%	9%	10%	8%	8%	7%	9%	8%	9%	8%
Improving the condition of roads and railways in the UK	202	12	5	6	40	88	108	93	102	63	120	81	102	126	63	148	54	*	59	142	115	87	53	88	21	22	159	43	42	159
	8%	7%	5%	9%	8%	7%	9%	8%	8%	6%	10%	7%	11%	8%	10%	9%	7%	1%	11%	8%	8%	8%	9%	9%	6%	9%	8%	9%	7%	9%
											i		k																	
Tackling sewage being released into UK rivers	183	16	3	2	18	108	75	107	75	75	93	90	73	118	41	136	45	2	39	143	84	99	43	71	32	11	143	40	38	140
	8%	10%	3%	4%	3%	9%	6%	9%	6%	8%	8%	8%	8%	7%	7%	8%	6%	5%	7%	8%	6%	9%	7%	7%	9%	4%	7%	9%	6%	8%
	d							h														t								
Tackling antisocial behaviour	169	9	7	6	42	85	83	61	104	59	84	70	66	108	45	116	51	2	42	125	101	68	45	60	28	18	137	32	45	124
	7%	5%	7%	9%	8%	7%	7%	5%	8%	6%	7%	6%	7%	7%	7%	7%	7%	5%	8%	7%	7%	6%	7%	6%	8%	7%	7%	7%	7%	7%
									g																					
Securing a ceasefire between Israel and Hamas in Gaza	138	10	6	2	20	76	61	75	62	60	67	66	57	90	34	79	57	3	53	86	69	69	34	49	28	15	126	12	27	108
	6%	6%	6%	3%	4%	6%	5%	7%	5%	6%	6%	6%	6%	6%	6%	5%	8%	8%	9%	5%	5%	6%	6%	5%	8%	6%	6%	3%	4%	6%
	B																o		Za								B			
Delivering more affordable childcare	92	11	11	1	19	46	44	39	46	39	32	42	30	69	17	67	25	-	45	47	41	51	9	30	24	25	80	12	14	78
	4%	7%	11%	2%	4%	4%	4%	3%	4%	4%	3%	4%	3%	4%	3%	4%	3%	-	8%	3%	3%	5%	1%	3%	6%	10%	4%	3%	2%	4%
	sv		Zd																Za						vw	Zvw				C
Making good decisions on the rights of transgender people	51	3	1	-	4	28	17	23	23	26	21	22	19	32	14	41	9	1	15	36	28	23	9	16	10	9	47	5	17	35
	2%	2%	1%	-	1%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%	3%	4%	2%	1%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 163
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 1st
Base: All respondents

		Age								Gender		Age/gender							Ethnicity		Social Grade						Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	194	124	66	100	258	212	210	160	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Improving the cost of living	591	229	242	120	73	157	127	115	74	45	223	366	34	82	57	38	159	63	483	98	137	170	123	161	307	284	506	44	22	19	30	59	45	59	37	55	92	93	35	354	28	86	33	46
	24%	34%	30%	13%	28%	38%	33%	27%	20%	8%	19%	30%	23%	21%	12%	34%	38%	13%	23%	32%	22%	24%	24%	28%	23%	26%	25%	21%	19%	29%	31%	22%	22%	28%	21%	24%	29%	28%	17%	28%	18%	37%	38%	8%
	cjkqMR	Zc	Zc		i	Zdghi	Zhi	hi	i		Zj		nq	nq		mnq	Zimnq		s	Zrtux				rtx				M					M		M				OR	R	ZNOR	ZOR	
Improving waiting times in the NHS	507	91	153	264	29	62	56	97	87	176	214	293	11	53	124	18	100	140	463	42	139	160	105	104	298	209	407	44	31	25	12	54	47	37	38	56	55	68	40	247	27	42	10	160
	21%	13%	19%	28%	11%	15%	14%	23%	24%	31%	18%	24%	8%	14%	27%	16%	24%	29%	22%	13%	22%	23%	21%	18%	22%	19%	20%	21%	27%	37%	12%	20%	23%	18%	22%	25%	17%	21%	19%	19%	18%	18%	12%	29%
	adefima		a	Zab				daf	daf	Zdefgh	j				Zim		Im	Zimo	s		s	s	s	s	s	s				ZAB		E			E								ZNOPQ
Stopping migrants crossing the channel in small boats	329	31	88	209	4	27	40	48	75	134	182	146	4	55	111	*	33	98	315	13	65	88	88	87	154	175	289	21	13	6	20	36	23	36	27	41	27	51	28	120	24	23	2	140
	14%	5%	11%	22%	2%	6%	10%	11%	20%	24%	16%	12%	3%	14%	24%	*	8%	21%	15%	4%	10%	13%	17%	15%	12%	16%	14%	10%	11%	8%	20%	13%	12%	17%	16%	18%	9%	15%	13%	9%	16%	10%	3%	26%
	adabpsKNQ		a	Zab		d	d	de	Zdefg	Zdefg	k			lop	Zimop		o	stx	s	s	stx	st	s	stx		s				K			K	K	K		K			NQ			ZNOPQ
Getting the UK economy growing again	280	79	82	119	41	38	38	44	41	78	155	125	28	53	52	12	30	68	242	37	86	80	54	59	167	114	241	23	13	3	11	32	27	16	29	25	33	36	31	147	18	20	8	75
	12%	12%	10%	13%	16%	9%	10%	11%	11%	14%	13%	10%	19%	14%	11%	11%	7%	14%	12%	12%	14%	11%	11%	10%	12%	10%	12%	11%	12%	5%	11%	12%	14%	8%	17%	11%	10%	11%	15%	11%	12%	9%	10%	14%
	p										k		Zp	p				p																H				H				
Reducing the level of legal migration to the UK	123	23	42	57	9	14	19	23	29	29	69	54	7	24	31	2	18	27	114	7	28	29	32	35	57	67	107	13	1	2	6	14	11	13	9	7	15	14	18	59	12	19	2	26
	5%	3%	5%	6%	3%	3%	5%	5%	8%	5%	6%	4%	5%	6%	7%	2%	4%	6%	5%	2%	4%	4%	6%	6%	4%	6%	5%	6%	1%	3%	6%	5%	5%	6%	5%	3%	5%	4%	9%	5%	8%	8%	2%	5%
				a					e					s	s			s	C	C							J											N			
Accelerating the adoption of green energy and green technology in the UK	89	34	28	27	11	23	13	15	16	11	59	28	11	19	18	1	9	9	75	11	27	25	18	19	52	38	61	13	12	3	1	10	9	7	7	7	8	6	7	49	13	10	7	9
	4%	5%	3%	3%	4%	5%	3%	4%	4%	2%	5%	2%	7%	5%	4%	*	2%	2%	4%	3%	4%	4%	4%	3%	4%	3%	3%	6%	11%	5%	1%	4%	5%	3%	4%	3%	2%	2%	3%	4%	9%	4%	8%	2%
	R					i					k		opq	pq														A	ZA										R	ZNR		R	
Building more affordable homes across the UK	80	36	27	17	12	24	13	14	5	12	45	35	7	10	9	5	16	8	68	10	25	31	10	14	56	24	64	12	2	2	4	3	3	4	6	7	17	12	7	52	2	7	3	12
	3%	5%	3%	2%	4%	6%	3%	3%	1%	2%	4%	3%	5%	3%	2%	5%	4%	2%	3%	3%	4%	4%	2%	2%	4%	2%	3%	6%	2%	2%	4%	1%	1%	2%	3%	3%	5%	4%	3%	4%	1%	3%	3%	2%

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self employed (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Renegotiating our agreements with the EU to improve trade	50	11	20	20	5	5	12	8	6	14	31	19	3	14	9	2	6	11	41	9	15	14	6	15	28	22	42	2	3	2	1	6	3	4	3	8	8	7	3	27	2	3	3	12
	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	4%	2%	2%	1%	2%	2%	3%	2%	2%	1%	3%	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	1%	3%	3%	2%	1%	2%	1%	1%	3%	2%
Securing a ceasefire between Israel and Hamas in Gaza	46	26	17	3	17	9	11	6	2	1	18	26	4	10	1	13	7	2	18	28	14	11	8	13	25	21	39	7	*	-	-	9	5	6	3	3	9	2	1	32	1	3	6	1
	2%	4%	2%	*	7%	2%	3%	1%	*	*	2%	2%	2%	3%	*	11%	2%	*	1%	9%	2%	2%	2%	2%	2%	2%	2%	3%	*	-	-	4%	2%	3%	2%	1%	3%	1%	1%	2%	1%	1%	7%	*
	cinqrR	Zc	c		Zeghi	i	hi				n	nq		Zlmnpq	n		r	r	Zrtuvwxy	r			r	r	r	L													R			ZNOPR	
Improving the economy in towns and cities outside of London and the South East	44	11	12	21	3	8	6	6	7	14	26	17	2	8	9	1	4	12	40	2	14	10	12	7	24	19	33	8	2	1	2	9	4	3	4	3	5	1	3	20	4	4	2	13
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	4%	2%	1%	2%	3%	2%	1%	2%	1%	2%	*	2%	2%	2%	2%	2%	2%
																																L												
Tackling antisocial behaviour	28	9	12	7	3	6	4	9	2	6	22	7	3	10	4	-	2	3	23	6	14	3	4	7	17	11	23	3	1	2	-	4	2	*	2	3	2	8	2	17	1	2	2	4
	1%	1%	2%	1%	1%	1%	1%	2%	*	1%	2%	1%	2%	3%	1%	-	*	1%	1%	2%	2%	*	1%	1%	1%	1%	1%	1%	1%	3%	-	2%	1%	*	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
											k			Zpq						u																								
Tackling sewage being released into UK rivers	25	10	7	8	5	6	5	2	3	5	12	13	5	*	4	-	6	4	17	8	9	11	2	4	19	6	24	1	-	-	2	3	1	3	-	3	6	4	1	11	6	2	1	4
	1%	2%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	3%	*	1%	-	1%	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	1%	-	-	2%	1%	1%	1%	-	1%	2%	1%	*	1%	4%	1%	1%	1%
													m							rvy																					ZNR			
Improving the condition of roads and railways in the UK	25	11	9	5	1	10	5	4	2	3	19	5	1	6	5	-	3	-	17	8	7	7	6	4	14	10	24	-	1	-	1	4	2	2	2	1	5	3	5	19	-	1	*	4
	1%	2%	1%	1%	*	2%	1%	1%	*	1%	2%	*	1%	2%	1%	-	1%	-	1%	3%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	2%	1%	1%	1%	-	1%	2%	1%	2%	1%	-	*	*	1%
	q										k			q	q					r																								
Delivering more affordable childcare	22	16	5	1	8	9	4	1	1	-	11	9	6	1	1	-	3	-	17	5	8	10	3	1	18	4	17	1	4	-	2	2	3	3	*	-	3	-	4	19	-	1	2	-
	1%	2%	1%	*	3%	2%	1%	*	*	-	1%	1%	4%	*	*	-	1%	-	1%	2%	1%	1%	1%	*	1%	*	1%	*	4%	-	2%	1%	1%	1%	*	-	1%	-	2%	1%	-	*	3%	-
	cR	Zbc			Zghi	gi	i				Zmnpq			*	-				w	wy					wy				ZAB									L		R			R	
Making good decisions on the rights of transgender people	9	8	1	-	6	2	1	-	-	-	7	2	5	*	-	2	-	-	6	3	5	-	4	*	5	4	9	-	-	-	-	-	*	-	-	8	-	*	9	-	-	-	-
	*	1%	*	-	2%	*	*	-	-	-	1%	*	3%	*	-	2%	-	-	*	1%	1%	-	1%	*	*	*	*	-	-	-	-	-	*	-	-	3%	-	*	1%	-	-	-	-
		Zbc			Zghi						Zmnpq					npq				u	u															ZFHJL							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 163
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 1st
Base: All respondents

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactics I (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	36	685	606	173	77	54	68	65	672	415	81	71	89	263	173	49	54	17	36	1523	434	802	174	475	349	976	624
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Improving the cost of living	591	304	286	33	140	34	9	21	32	24	30	73	88	5	85	40	7	92	144	30	22	8	11	12	272	92	14	21	11	27	15	8	6	6	13	211	84	139	17	69	79	156	148
	24%	20%	31%	10%	29%	19%	24%	21%	15%	25%	16%	22%	21%	24%	21%	14%	25%	13%	29%	20%	31%	17%	18%	17%	32%	31%	25%	43%	17%	9%	12%	20%	15%	41%	42%	19%	23%	21%	12%	18%	27%	19%	22%
	achjopEFKNO		Za		Zcelh	c	c	c		ch		o	o		o			Zqiw			q				Zqsuvw	ZD		ZBD				E						N			MNOQ	N	N
	Q																																										
Improving waiting times in the NHS	507	329	178	64	137	50	6	15	21	28	23	63	96	4	95	48	6	129	125	43	15	8	8	29	150	93	13	11	19	56	11	10	8	-	6	235	84	158	26	78	66	184	145
	21%	22%	19%	19%	28%	29%	15%	16%	10%	28%	13%	19%	23%	20%	24%	17%	22%	19%	25%	29%	22%	17%	13%	42%	18%	31%	22%	23%	31%	19%	9%	25%	19%	-	20%	22%	23%	24%	18%	21%	23%	23%	22%
		hF		h	Zcgh	Zcgh				cgh			jp		jp			Zqx	Zqxx					Zqrtuvx	Z		Z		F		F												
Stopping migrants crossing the channel in small boats	329	206	122	79	14	9	2	2	84	11	42	25	32	-	23	63	2	189	12	4	5	1	18	8	91	3	7	2	1	75	60	5	-	4	*	169	34	81	25	62	38	106	100
	14%	14%	13%	23%	3%	5%	7%	2%	41%	11%	22%	7%	8%	-	6%	22%	8%	27%	2%	3%	6%	3%	30%	12%	11%	1%	12%	5%	2%	25%	47%	13%	-	24%	1%	15%	9%	12%	17%	17%	13%	13%	15%
	dejklmnsuAD			Zdefgi					Zcdefgj	dg	Zkln					Zlkln		Zrstuwx					Zrstuwx	ns	ns		AD	A		Z	ZEG					L			M			
	HL																																										
Getting the UK economy growing again	280	191	89	66	56	24	5	7	22	6	26	49	52	3	53	36	3	108	50	23	5	7	5	7	76	34	8	5	7	57	15	5	3	1	4	135	53	82	20	53	37	102	90
	12%	13%	10%	19%	11%	13%	13%	7%	11%	6%	14%	15%	13%	12%	13%	13%	12%	16%	10%	15%	7%	14%	8%	10%	9%	11%	14%	9%	10%	19%	12%	12%	7%	6%	13%	12%	14%	12%	14%	14%	12%	12%	13%
				Zdghi														Zrx		x										Z													
Reducing the level of legal migration to the UK	123	69	54	23	11	5	2	*	25	3	12	15	13	-	12	25	1	58	12	3	3	2	5	5	35	3	6	1	1	19	14	3	-	3	-	51	16	28	5	26	10	34	35
	5%	5%	6%	7%	2%	3%	4%	*	12%	3%	7%	4%	3%	-	3%	9%	3%	8%	2%	2%	4%	4%	8%	7%	4%	1%	10%	2%	1%	7%	11%	7%	-	21%	-	5%	4%	4%	3%	7%	3%	4%	5%
	dgrA			dg					Zcdefgi		In					Zkln		Znax					ra	r			AD				Z								PQ			
Accelerating the adoption of green energy and green technology in the UK	89	57	32	5	25	8	*	16	2	1	11	17	32	2	27	8	7	14	23	5	3	8	1	3	32	14	2	-	7	5	2	3	6	-	-	39	18	19	11	17	10	30	27
	4%	4%	3%	1%	5%	4%	1%	16%	1%	1%	6%	5%	8%	11%	7%	3%	24%	2%	5%	3%	4%	17%	1%	4%	4%	5%	4%	-	11%	2%	1%	7%	16%	-	-	4%	5%	3%	8%	5%	3%	4%	4%
	h				ch	h		Zcdefhi						Zo		Zo		q			Zgrstvwx												Z						ZMQ			
Building more affordable homes across the UK	80	48	29	9	21	5	6	3	3	2	7	10	16	-	16	8	1	15	17	5	5	2	*	2	34	11	3	3	3	9	2	-	2	1	1	36	12	26	4	6	13	30	19
	3%	3%	3%	3%	4%	3%	15%	3%	2%	2%	4%	3%	4%	-	4%	3%	3%	2%	3%	3%	7%	3%	1%	4%	4%	4%	5%	6%	4%	3%	2%	-	5%	3%	4%	3%	3%	4%	2%	2%	4%	4%	3%
							Zcdeghi																															O			O		
Reducing child poverty in the UK	64	41	23	9	13	5	1	7	-	1	3	13	15	-	13	6	-	6	18	4	1	4	2	1	29	7	-	1	2	4	-	-	3	-	*	32	7	20	6	12	3	26	15
	3%	3%	3%	3%	3%	3%	1%	7%	-	1%	2%	4%	4%	-	3%	2%	-	1%	4%	3%	1%	9%	3%	1%	3%	2%	-	1%	3%	1%	-	-	8%	-	1%	3%	2%	3%	4%	3%	1%	3%	2%
	hq			h	h	h		Zh											q	q		Zqw			q								Z						P			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 164
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 1st
Base: All respondents

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactics I (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Improving adult social care in the UK	55	28	27	11	7	3	2	2	1	1	2	6	10	*	7	8	-	16	8	3	1	-	2	-	23	3	1	1	1	11	1	1	1	-	-	22	6	15	2	6	6	17	11

| | | |

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 166

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status			
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Improving waiting times in the NHS	488	128	169	192	36	91	69	100	90	101	208	278	13	73	87	23	95	105	428	59	118	133	116	121	251	237	413	40	20	15	24	50	47	36	40	45	59	74	38	250	36	59	16	103
	20%	19%	21%	20%	14%	22%	18%	24%	24%	18%	18%	22%	9%	19%	19%	20%	23%	22%	20%	19%	19%	19%	23%	21%	19%	22%	20%	19%	17%	22%	24%	19%	23%	17%	23%	20%	18%	23%	18%	20%	24%	25%	18%	19%
	I					d		di	dfi				I	I	I	I	I	I																								
Improving the cost of living	367	113	137	117	51	62	69	68	51	65	175	189	22	63	61	28	74	56	305	58	97	105	65	101	201	166	302	39	19	8	13	43	32	32	27	48	52	31	23	212	26	34	11	64
	15%	17%	17%	12%	20%	15%	18%	16%	14%	12%	15%	15%	15%	16%	13%	25%	18%	12%	15%	19%	15%	15%	13%	17%	15%	15%	15%	19%	16%	12%	13%	16%	16%	15%	16%	21%	16%	9%	11%	17%	17%	15%	12%	12%
	iL		c		i		i									Znq	q														L	L				ZLM	L			R				
Getting the UK economy growing again	329	94	94	140	28	67	40	54	57	83	167	161	15	56	69	13	38	71	286	38	100	92	65	72	192	137	276	22	22	9	23	35	15	30	22	29	40	47	34	171	11	34	12	81
	14%	14%	12%	15%	11%	16%	10%	13%	15%	15%	14%	13%	10%	14%	15%	11%	9%	15%	14%	12%	16%	13%	13%	12%	14%	13%	14%	11%	19%	14%	23%	13%	8%	15%	13%	13%	13%	14%	16%	13%	8%	15%	13%	15%
	pG				f									p	p			p													ZGK							G	G				O
Stopping migrants crossing the channel in small boats	195	27	61	106	12	15	16	45	28	78	95	99	9	27	49	4	34	57	179	14	38	63	45	49	101	94	171	9	7	8	9	23	16	16	17	15	21	26	27	81	15	17	4	70
	8%	4%	8%	11%	5%	4%	4%	11%	8%	14%	8%	8%	6%	7%	11%	3%	8%	12%	9%	5%	6%	9%	9%	9%	8%	9%	8%	4%	6%	11%	9%	9%	8%	8%	10%	7%	7%	8%	13%	6%	10%	7%	5%	13%
	asf		a	Zab				daf	e	Zdefh								Zmo	s			s																ZJK					ZNF
Reducing the level of legal migration to the UK	182	28	61	93	9	19	29	31	39	54	110	71	9	36	55	-	25	38	177	4	39	45	47	52	83	98	162	10	8	2	7	28	16	20	15	17	24	25	11	87	16	11	1	56
	8%	4%	8%	10%	4%	5%	8%	7%	11%	10%	9%	6%	6%	9%	12%	-	6%	8%	9%	1%	6%	6%	9%	9%	6%	9%	8%	5%	7%	3%	7%	10%	8%	10%	9%	7%	7%	7%	5%	7%	10%	5%	1%	10%
	aosQ		a	Za					de	de	k		o	o	Zop		o	o	sx		s	s	s	s	s	sx														Q	Q			ZNPQ
Building more affordable homes across the UK	129	53	37	39	26	26	22	16	8	31	62	66	15	18	19	11	19	20	102	24	30	45	21	34	74	55	113	6	6	4	2	8	12	6	3	17	33	21	11	74	6	9	10	26
	5%	8%	5%	4%	10%	6%	6%	4%	2%	5%	5%	5%	10%	5%	4%	9%	5%	4%	5%	8%	5%	6%	4%	6%	6%	5%	6%	3%	5%	6%	2%	3%	6%	3%	2%	7%	10%	6%	5%	6%	4%	4%	12%	5%
	h	bc			Zgh	h	h			h			mq																							FI	ZEFH	I					ZNOPR	
Reducing child poverty in the UK	108	43	32	31	16	27	21	11	14	17	43	62	7	9	18	9	22	13	86	19	32	23	19	31	55	51	84	16	2	4	4	9	9	8	4	12	15	14	8	63	5	12	6	13
	4%	6%	4%	3%	6%	6%	5%	3%	4%	3%	4%	5%	5%	2%	4%	8%	5%	3%	4%	6%	5%	3%	4%	5%	4%	5%	4%	8%	2%	5%	4%	3%	5%	4%	2%	5%	5%	4%	4%	5%	3%	5%	7%	2%
		c			gi											mq											A												R			R	
Improving adult social care in the UK	90	19	35	37	2	17	15	20	12	25	32	59	-	10	10	2	25	26	82	6	25	36	11	18	61	29	77	8	3	3	5	7	7	13	8	5	8	13	10	44	5	9	1	27
	4%	3%	4%	4%	1%	4%	4%	5%	3%	4%	3%	5%	-	3%	2%	2%	6%	6%	4%	2%	4%	5%	2%	3%	5%	3%	4%	4%	3%	4%	5%	2%	4%	6%	5%	2%	3%	4%	5%	3%	4%	4%	1%	5%
								d		d							In	In				ivy			y																	
Improving the economy in towns and cities outside of London and the South East	84	20	34	31	7	13	19	14	17	14	47	36	6	18	17	1	15	14	77	7	28	15	20	21	44	41	68	10	1	5	2	18	12	10	8	5	5	5	3	46	4	12	1	17
	3%	3%	4%	3%	3%	3%	5%	3%	5%	2%	4%	3%	4%	5%	4%	1%	4%	3%	4%	2%	4%	2%	4%	4%	3%	4%	3%	5%	1%	8%	2%	7%	6%	5%	5%	2%	1%	2%	2%	4%	3%	5%	1%	3%
																					u									C		ZJKLM	KLM										
Renegotiating our agreements with the EU to improve trade	78	27	24	28	11	15	13	11	15	13	43	35	10	14	14	1	10	14	66	11	34	16	21	8	50	29	68	5	2	3	2	5	7	7	4	6	7	12	18	50	4	5	2	15
	3%	4%	3%	3%	4%	4%	3%	3%	4%	2%	4%	3%	7%	4%	3%	1%	2%	3%	3%	4%	5%	2%	4%	1%	4%	3%	3%	2%	2%	5%	2%	2%	3%	3%	3%	3%	2%	4%	8%	4%	2%	2%	2%	3%
	w												p						w		Znuwy			w														ZFHIJK					
Improving the condition of roads and railways in the UK	67	13	21	32	7	6	12	9	9	23	40	27	4	11	20	3	10	13	55	9	18	18	18	13	36	31	54	10	1	2	-	4	3	7	11	5	5	15	4	31	4	5	4	23
	3%	2%	3%	3%	3%	1%	3%	2%	2%	4%	3%	2%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	5%	*	3%	-	1%	1%	3%	6%	2%	2%	5%	2%	2%	3%	2%	4%	4%
										e																									ZEFGJK								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 166

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status			
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Accelerating the adoption of green energy and green technology in the UK	64	25	20	19	14	10	12	8	11	9	34	30	10	12	12	5	8	7	52	12	25	23	9	7	48	16	51	4	5	4	2	9	4	3	4	2	8	11	7	39	3	9	2	9
	3%	4%	3%	2%	6%	2%	3%	2%	3%	2%	3%	2%	7%	3%	3%	4%	2%	2%	3%	4%	4%	3%	2%	1%	4%	1%	3%	2%	5%	6%	2%	3%	2%	1%	2%	1%	2%	3%	4%	3%	2%	4%	2%	2%
					gi								Zpq							wy	wy	wy			wy																		
Tackling sewage being released into UK rivers	59	17	18	24	3	14	6	12	4	20	32	27	1	9	10	1	9	14	52	5	13	15	15	16	28	31	52	3	4	1	1	6	7	6	1	9	5	10	7	29	6	5	1	15
	2%	2%	2%	3%	1%	3%	2%	3%	1%	4%	3%	2%	1%	2%	2%	1%	2%	3%	2%	2%	2%	2%	3%	3%	2%	3%	3%	1%	3%	1%	1%	2%	4%	3%	*	4%	2%	3%	3%	2%	4%	2%	1%	3%
										h																							J			I							
Making politics less chaotic and more professional	52	17	14	21	9	8	9	5	8	14	32	21	8	7	12	1	8	9	43	8	13	21	7	11	34	18	33	12	6	1	2	5	4	1	5	3	3	5	6	28	1	3	7	11
	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	3%	2%	6%	2%	3%	1%	2%	2%	2%	3%	2%	3%	1%	2%	3%	2%	2%	6%	5%	1%	2%	2%	2%	1%	3%	1%	1%	2%	3%	2%	1%	1%	8%	2%
													Z															ZA	ZA													ZNOPR	
Tackling antisocial behaviour	44	10	22	12	6	4	12	11	4	7	14	30	4	7	2	2	15	9	38	5	7	23	8	5	31	13	38	3	3	-	-	8	4	4	1	*	7	13	1	31	2	2	1	7
	2%	1%	3%	1%	2%	1%	3%	3%	1%	1%	1%	2%	3%	2%	*	2%	4%	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	-	-	3%	2%	2%	1%	*	2%	4%	*	2%	1%	1%	1%	1%
			c									j					Zn					Zrtwy									J						ZJM					
Securing a ceasefire between Israel and Hamas in Gaza	42	18	14	11	9	9	10	4	1	10	17	24	4	7	4	4	7	7	28	14	12	15	8	8	27	16	34	6	2	-	1	3	3	7	2	5	13	1	-	15	7	4	4	9
	2%	3%	2%	1%	3%	2%	3%	1%	*	2%	1%	2%	3%	2%	1%	4%	2%	1%	1%	4%	2%	2%	2%	1%	2%	1%	2%	3%	2%	-	1%	1%	2%	3%	1%	2%	4%	*	-	1%	4%	2%	5%	2%
					h		h													Zrtwxy														LM		ZLM			ZN			N	
Delivering more affordable childcare	24	15	8	1	7	9	8	-	-	1	16	8	5	4	1	1	3	-	15	10	3	9	7	5	13	12	22	1	2	-	1	4	-	*	-	1	13	1	1	19	-	1	3	1
	1%	2%	1%	*	3%	2%	2%	2%	-	*	1%	1%	4%	1%	*	*	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	2%	-	*	-	*	4%	*	*	1%	-	1%	4%	*
	cq	Zc	c		gh	gh	gh				Znq	q								Zrtwxy																	ZGHIJLM			R			ZOR	
Making good decisions on the rights of transgender people	20	12	7	1	8	4	5	3	1	-	9	11	4	4	1	4	4	-	14	6	6	3	5	7	9	11	18	1	1	-	1	4	2	4	1	2	2	2	-	11	1	4	2	-
	1%	2%	1%	*	3%	1%	1%	1%	*	-	1%	1%	3%	1%	*	4%	1%	-	1%	2%	1%	*	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	2%	*	1%	1%	1%	-	1%	1%	2%	3%	-
	cR	c	c		Zfk	i	i						nq			Znq																								R		R		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 167

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd

Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote						Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv atives (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)		Conserv atives (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Lab (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38		685	698	173	77	54	68	85	672	415	81	71	69	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	178	36*	98*	207	98	188	332	412	21**	398	286	29*		692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Improving waiting times in the NHS	488	290	197	57	101	38	5	24	41	19	42	62	75	4	72	46	8		141	99	28	10	10	11	14	174	58	17	7	14	52	26	10	9	3	9	213	68	126	21	78	64	147	143
	20%	19%	21%	17%	21%	22%	13%	24%	20%	19%	22%	19%	18%	21%	18%	16%	27%		20%	20%	19%	15%	21%	18%	20%	21%	20%	30%	14%	22%	17%	21%	24%	22%	23%	29%	20%	19%	19%	15%	21%	22%	18%	21%
																												C															
Improving the cost of living	367	207	157	31	69	20	7	25	25	23	19	48	61	7	51	33	4		74	82	17	16	6	5	12	154	41	11	8	7	30	11	3	11	2	5	153	53	92	20	57	37	133	94
	15%	14%	17%	9%	14%	11%	21%	25%	12%	23%	10%	15%	15%	34%	13%	11%	13%		11%	17%	12%	23%	13%	9%	18%	18%	14%	18%	17%	12%	10%	9%	8%	26%	17%	18%	14%	14%	14%	14%	15%	13%	14%	14%
	cjdEF				c		c	Zcdsh		Zcdsh			q		q					q						q								Z									
Getting the UK economy growing again	329	193	136	50	78	22	3	5	21	9	25	34	59	2	60	29	4		89	71	12	12	7	5	4	128	51	7	9	11	43	15	9	2	4	5	139	51	87	14	59	33	101	92
	14%	13%	15%	15%	16%	12%	8%	5%	10%	9%	13%	10%	14%	9%	15%	10%	14%		13%	15%	8%	17%	14%	9%	6%	15%	17%	12%	18%	18%	14%	12%	21%	5%	26%	16%	13%	14%	13%	10%	16%	11%	12%	14%
	g			g	gh	g																				sw																	
Stopping migrants crossing the channel in small boats	195	121	74	38	23	7	*	1	35	10	22	21	17	1	18	36	1		98	30	7	1	1	8	5	45	13	8	1	1	34	23	4	1	1	-	95	23	53	13	30	25	66	55
	8%	8%	8%	11%	5%	4%	1%	1%	17%	10%	12%	6%	4%	4%	4%	13%	5%		14%	6%	4%	2%	1%	13%	8%	5%	4%	13%	3%	1%	11%	19%	10%	4%	4%	-	9%	6%	8%	9%	8%	9%	8%	8%
	djnoAD			dafg					Zcdafg	dafg	kln					Zkh			Zxiuc							ACD						2											
Reducing the level of legal migration to the UK	182	113	69	49	17	2	*	3	37	3	15	18	25	*	16	42	1		83	14	4	2	-	12	3	64	9	1	4	4	43	23	-	-	2	-	84	27	47	11	27	28	58	55
	8%	8%	7%	14%	4%	1%	1%	3%	18%	3%	8%	5%	6%	2%	4%	15%	2%		12%	3%	3%	3%	-	21%	5%	8%	3%	2%	7%	6%	14%	18%	-	-	12%	-	8%	7%	7%	8%	7%	9%	7%	8%

	dennsA			Zdefgi				Zdefgi			n					Zjkln		Zrstux				Zrstuwx			ns		ZG	ZG										
Building more affordable homes across the UK	129	69	60	13	26	14	4	3	4	5	5	19	16	-	20	7	-	24	18	14	4	3	-	5	60	14	2	4	5	11	4	1	1	-	3	50	17	38	9	12	10	47	22
	5%	5%	6%	4%	5%	8%	10%	3%	2%	5%	3%	6%	4%	-	5%	3%	-	3%	4%	10%	6%	5%	-	8%	7%	5%	3%	7%	9%	4%	3%	3%	2%	-	8%	5%	5%	6%	6%	3%	3%	6%	3%
	hR				h	h	h													Zqrv				v	qrv													R				R	
Reducing child poverty in the UK	108	71	35	9	34	8	2	7	2	4	3	14	23	1	15	9	*	19	41	4	4	2	*	3	33	27	3	2	1	9	-	2	5	1	2	49	19	37	8	10	15	46	25
	4%	5%	4%	3%	7%	4%	7%	7%	1%	4%	2%	4%	6%	3%	4%	3%	1%	3%	8%	2%	6%	4%	*	4%	4%	9%	5%	4%	1%	3%	-	5%	12%	6%	8%	5%	5%	6%	6%	3%	5%	6%	4%
	hF				Zch	h	h	h		h			j							Zqwx						ZD				F		F	Z					O				O	
Improving adult social care in the UK	90	58	33	13	17	15	1	3	6	2	8	13	16	-	18	10	2	28	18	12	4	-	3	4	22	13	1	1	1	13	6	5	2	-	1	44	12	32	5	14	6	37	21
	4%	4%	4%	4%	3%	8%	3%	3%	3%	2%	4%	4%	4%	-	4%	3%	7%	4%	4%	8%	6%	-	5%	5%	3%	4%	1%	2%	2%	4%	4%	11%	5%	-	3%	4%	3%	5%	3%	4%	2%	5%	3%
						Zcdhi														Zqrx											Z											
Improving the economy in towns and cities outside of London and the South East	84	52	32	12	18	4	2	4	5	6	8	12	17	3	18	11	3	27	14	3	4	6	1	6	24	8	3	4	4	12	3	2	1	-	-	42	9	20	6	10	17	26	27
	3%	4%	3%	3%	4%	3%	6%	4%	2%	6%	4%	3%	4%	16%	4%	4%	11%	4%	3%	2%	5%	13%	2%	9%	3%	3%	5%	8%	6%	4%	2%	4%	2%	-	-	4%	3%	3%	4%	3%	6%	3%	4%
																	Zk					Zqsvx		Znsx				A										ZMOQ			
Renegotiating our agreements with the EU to improve trade	78	55	23	11	23	9	2	2	2	3	6	15	21	2	17	9	*	16	21	11	4	-	3	3	21	13	2	1	5	6	*	1	2	1	2	39	15	21	4	21	9	25	30
	3%	4%	3%	3%	5%	5%	7%	2%	1%	3%	3%	5%	5%	10%	4%	3%	1%	2%	4%	7%	5%	-	5%	5%	3%	4%	3%	2%	7%	2%	*	3%	4%	5%	7%	4%	4%	3%	3%	6%	3%	3%	4%
	F				h	h	h						Z							Zqx												ZQ										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 167
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	368	671	144	377	295	816	672
Improving the condition of roads and railways in the UK	67	43	24	13	8	5	2	-	9	2	8	12	15	1	8	11	1	24	9	2	3	4	1	1	21	8	-	-	-	8	4	2	-	-	2	26	14	6	13	9	20	22
	3%	3%	3%	4%	2%	3%	5%	-	5%	2%	4%	4%	4%	3%	2%	4%	2%	4%	2%	2%	5%	9%	1%	2%	3%	3%	-	-	-	3%	3%	4%	-	-	6%	2%	4%	2%	4%	4%	3%	2%	3%
				d				g														Zrsx																					
Accelerating the adoption of green energy and green technology in the UK	64	43	20	5	17	6	3	10	2	1	5	15	18	-	22	2	-	13	17	8	2	2	2	1	20	8	-	3	5	5	2	-	3	-	-	27	15	13	8	13	9	22	21
	3%	3%	2%	1%	3%	3%	9%	10%	1%	1%	3%	5%	4%	-	5%	1%	-	2%	3%	5%	3%	4%	3%	1%	2%	3%	-	6%	8%	9%	-	-	9%	-	-	2%	4%	2%	6%	3%	3%	3%	3%
							Zchi	Zcdehi				o	o		Zo					q								B	ZAB				Z					ZMQ				
Tackling sewage being released into UK rivers	59	46	11	13	13	9	-	3	5	1	6	12	15	-	19	9	1	21	10	8	-	4	2	2	13	7	3	1	1	12	4	-	1	-	1	28	15	24	3	8	11	27	19
	2%	3%	1%	4%	3%	5%	-	3%	2%	1%	3%	4%	4%	-	5%	3%	4%	3%	2%	5%	-	7%	3%	3%	2%	2%	5%	2%	2%	4%	3%	-	3%	-	3%	3%	4%	4%	2%	2%	4%	3%	3%
		b				Z									Z					x		Zrtx																					
Making politics less chaotic and more professional	52	35	18	11	12	4	2	1	4	1	3	9	9	-	12	6	-	16	9	8	2	1	2	2	13	6	1	2	3	10	2	1	1	-	1	29	4	21	2	5	6	24	11
	2%	2%	2%	3%	3%	2%	4%	1%	2%	1%	1%	3%	2%	-	3%	2%	-	2%	2%	5%	2%	2%	4%	3%	2%	2%	2%	4%	5%	3%	2%	2%	2%	-	3%	3%	1%	3%	2%	1%	2%	3%	2%
																				Zrx																						
Tackling antisocial behaviour	44	28	16	5	8	6	-	-	7	-	11	7	9	-	9	9	2	12	14	4	-	-	2	1	11	6	1	1	-	4	2	2	-	1	-	21	6	11	3	6	7	14	14
	2%	2%	2%	1%	2%	3%	-	-	3%	-	6%	2%	2%	-	2%	3%	7%	2%	3%	2%	-	-	3%	2%	1%	2%	2%	2%	5%	-	7%	-	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
											Zkln																															
Securing a ceasefire between Israel and Hamas in Gaza	42	34	8	2	13	5	2	5	-	6	1	11	10	-	17	3	1	1	17	4	2	3	*	2	13	10	-	*	1	-	-	-	2	-	1	24	9	14	5	10	4	19	15
	2%	2%	1%	1%	3%	3%	5%	5%	-	7%	1%	3%	2%	-	4%	1%	3%	*	4%	3%	2%	6%	1%	3%	2%	3%	-	1%	2%	-	-	-	5%	-	2%	2%	3%	2%	4%	3%	1%	2%	2%
	hqE	b			h	h	ch	Zch		Zcdh					Zjo				Zqx	q	q	Zqx		q	q																		
Delivering more affordable childcare	24	15	10	3	6	3	-	2	-	1	-	7	4	-	4	6	-	3	5	4	-	-	2	-	12	4	-	1	*	3	-	-	-	-	-	11	4	10	3	-	1	13	1
	1%	1%	1%	1%	1%	2%	-	2%	-	1%	-	2%	1%	-	1%	2%	-	*	1%	2%	-	-	3%	-	1%	1%	-	3%	1%	1%	-	-	-	-	-	1%	1%	2%	2%	-	*	2%	*
	R				h			h								j				q			q															OR	OR			OR	
Making good decisions on the rights of transgender people	20	17	3	7	4	1	1	2	1	-	1	3	6	-	4	9	1	4	5	1	-	-	1	-	10	2	-	1	-	4	1	-	-	-	-	14	3	11	-	3	3	11	6
	1%	1%	*	2%	1%	*	2%	2%	*	-	*	1%	1%	-	1%	3%	3%	1%	1%	1%	-	-	2%	-	1%	1%	-	2%	-	1%	*	-	-	-	-	1%	1%	2%	-	1%	1%	1%	1%
																Zjo																											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 168
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd
Base: All respondents

		Reasons for not voting			Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ dissti sations d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Improving waiting times in the NHS	488	40	16	11	111	235	247	223	259	208	212	226	183	324	110	325	156	6	106	379	286	202	125	187	74	52	406	81	141	339
	20%	24%	16%	17%	22%	19%	21%	19%	21%	21%	18%	21%	19%	21%	18%	20%	21%	16%	19%	21%	21%	19%	21%	19%	20%	21%	21%	18%	23%	19%
Improving the cost of living	367	21	17	6	102	178	192	148	215	136	176	150	154	232	90	229	130	8	88	277	217	150	104	144	58	27	298	69	92	272
	15%	13%	17%	9%	20%	14%	16%	13%	17%	14%	15%	14%	16%	15%	15%	14%	18%	21%	16%	15%	16%	14%	17%	15%	16%	11%	15%	15%	15%	15%
					Z				g								o						y							
Getting the UK economy growing again	329	20	19	16	73	166	156	151	171	140	154	155	122	215	87	236	89	3	50	279	167	162	71	149	37	39	276	53	81	242
	14%	12%	19%	24%	14%	13%	13%	13%	14%	14%	13%	14%	13%	14%	14%	14%	12%	9%	9%	15%	12%	15%	12%	15%	10%	16%	14%	12%	13%	14%
	r																			r				x						
Stopping migrants crossing the channel in small boats	195	6	3	7	51	104	91	89	103	67	102	79	96	125	55	142	47	5	33	158	135	59	52	73	29	12	151	44	51	142
	8%	4%	3%	11%	10%	8%	8%	8%	8%	7%	9%	7%	10%	8%	9%	9%	6%	15%	6%	9%	10%	6%	9%	8%	8%	5%	8%	10%	8%	8%
	u																	p			u									
Reducing the level of legal migration to the UK	182	16	7	9	33	93	89	101	80	36	126	59	101	100	60	125	56	1	42	139	114	68	43	89	26	13	138	44	46	134
	8%	10%	7%	13%	6%	8%	8%	9%	6%	4%	11%	5%	11%	6%	10%	8%	7%	2%	8%	8%	8%	6%	7%	9%	7%	5%	7%	10%	7%	8%
	k										ZI		Zk		m															
Building more affordable homes across the UK	129	10	7	2	34	70	56	60	66	67	44	55	41	87	32	55	72	2	33	96	75	54	33	43	23	17	112	17	38	88
	5%	6%	7%	2%	7%	6%	5%	5%	5%	7%	4%	5%	4%	6%	5%	3%	10%	6%	6%	5%	6%	5%	5%	4%	6%	7%	6%	4%	6%	5%
	o									j							Zo													
Reducing child poverty in the UK	108	14	6	2	11	58	48	60	45	52	41	50	40	68	27	65	40	1	35	67	56	50	26	39	14	16	83	23	26	76
	4%	8%	6%	3%	2%	5%	4%	5%	4%	5%	4%	5%	4%	4%	4%	4%	5%	2%	6%	4%	4%	5%	4%	4%	4%	6%	4%	5%	4%	4%
		d																	a											
Improving adult social care in the UK	90	6	2	1	18	52	39	51	38	34	48	43	32	56	22	71	19	1	16	75	37	53	24	30	24	6	74	16	26	63
	4%	4%	2%	2%	4%	4%	3%	4%	3%	3%	4%	4%	3%	4%	4%	4%	3%	2%	3%	4%	3%	5%	4%	3%	7%	2%	4%	4%	4%	4%
																						t			Zw					
Improving the economy in towns and cities outside of London and the South East	84	1	4	3	23	42	42	44	39	34	38	44	26	55	21	63	20	1	24	60	51	34	27	33	14	8	69	16	22	63
	3%	1%	4%	5%	4%	3%	4%	4%	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	4%	3%	5%	3%	4%	3%	3%	3%	4%	4%
Renegotiating our agreements with the EU to improve trade	78	4	7	-	12	40	38	36	41	42	30	46	23	57	18	56	21	2	19	56	37	41	18	33	9	15	61	17	17	61
	3%	2%	7%	-	2%	3%	3%	3%	3%	4%	3%	4%	2%	4%	3%	3%	3%	5%	3%	3%	3%	4%	3%	3%	2%	6%	3%	4%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 168
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 2nd
Base: All respondents

	Reasons for not voting	Campaign engagement	Political engagement	Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life	Housing tenure	Children in the household	Education level	Household income	Urban/rural	Disability

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin nistrati on (c)	Closing ages/ disili usions d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£41,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	609	1643	742	37*	559	1847	1353	1069	602	566	371	248	1970	452	614	1773
Improving the condition of roads and railways in the UK	67	5	3	-	10	28	39	27	38	19	44	23	40	43	21	51	16	*	12	55	40	27	14	34	5	6	46	20	14	51
	3%	3%	3%	-	2%	2%	3%	2%	3%	2%	4%	2%	4%	3%	4%	3%	2%	1%	2%	3%	3%	3%	2%	3%	1%	2%	2%	4%	2%	3%
											i		k															A		
Accelerating the adoption of green energy and green technology in the UK	64	10	-	5	4	30	32	31	34	28	30	33	23	50	11	50	11	3	14	50	27	38	11	22	13	14	52	13	14	50
	3%	6%	-	7%	1%	2%	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	2%	9%	3%	3%	2%	4%	2%	2%	3%	6%	3%	3%	2%	3%
	d	d		bd														Zop				t				Zvw				
Tackling sewage being released into UK rivers	59	2	-	2	5	40	19	38	21	27	30	29	22	35	19	42	17	-	13	46	24	35	17	23	11	1	47	13	10	47
	2%	1%	-	2%	1%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	-	2%	2%	2%	3%	3%	2%	3%	*	2%	3%	2%	3%
						f		h														t								
Making politics less chaotic and more professional	52	3	2	-	12	33	20	27	24	26	22	33	18	36	13	36	14	2	11	42	24	29	12	25	8	1	47	5	14	37
	2%	2%	2%	-	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	3%	2%	*	2%	1%	2%	2%
Tackling antisocial behaviour	44	2	-	2	8	19	25	12	32	14	26	23	14	31	8	34	9	-	21	23	20	23	10	12	10	8	35	8	5	38
	2%	1%	-	3%	2%	2%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	-	4%	1%	2%	2%	2%	1%	3%	3%	2%	2%	1%	2%
									g										Za											
Securing a ceasefire between Israel and Hamas in Gaza	42	5	2	-	2	25	17	28	14	24	14	26	13	29	8	28	14	1	16	26	23	19	10	18	7	5	34	8	8	35
	2%	3%	2%	-	*	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
		d						h	h										a											
Delivering more affordable childcare	24	3	5	-	2	16	9	11	13	13	6	10	10	20	4	18	6	-	15	10	9	15	1	10	4	7	22	2	4	21
	1%	2%	5%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	*	1%	1%	3%	1%	*	1%	1%
			Zd																Za					v		Zv				
Making good decisions on the rights of transgender people	20	-	1	-	2	8	6	5	10	12	5	12	5	13	2	16	4	*	10	10	12	9	5	4	6	2	19	1	6	15
	1%	-	1%	-	*	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	*	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	*	1%	1%
																			a											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 169
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd
Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Improving the cost of living	341	85	116	141	30	54	46	70	61	80	148	193	13	52	65	17	64	76	303	34	84	111	51	96	195	147	278	27	21	14	19	41	33	18	23	33	29	47	35	185	21	31	9	77
	14%	12%	14%	15%	12%	13%	12%	17%	16%	14%	13%	16%	9%	13%	14%	15%	15%	16%	15%	11%	13%	16%	10%	17%	15%	14%	14%	13%	19%	21%	19%	15%	17%	9%	13%	15%	9%	14%	17%	14%	14%	13%	10%	14%
	vK																		v			v		sv	v							HK		HK				HK					
Improving waiting times in the NHS	337	106	110	120	41	65	59	51	48	72	167	168	21	52	64	19	58	56	285	45	93	109	58	76	202	135	288	24	15	9	20	50	27	24	19	34	41	43	29	172	26	24	19	79
	14%	16%	14%	13%	15%	16%	15%	12%	13%	13%	14%	14%	15%	13%	14%	16%	14%	12%	14%	15%	15%	16%	12%	13%	15%	12%	14%	12%	14%	14%	21%	19%	13%	11%	11%	15%	13%	13%	14%	13%	17%	10%	22%	14%
																																											NP	
Getting the UK economy growing again	277	72	104	101	34	39	56	48	38	63	137	138	17	54	49	16	50	52	236	40	80	85	61	50	165	111	236	28	8	5	5	31	27	22	25	32	36	36	23	158	15	19	12	63
	11%	11%	13%	11%	13%	9%	14%	11%	10%	11%	12%	11%	12%	14%	11%	14%	12%	11%	11%	13%	13%	12%	12%	9%	12%	10%	12%	14%	7%	7%	6%	12%	13%	10%	14%	14%	11%	11%	11%	12%	10%	8%	13%	12%
																									w																		
Stopping migrants crossing the channel in small boats	186	27	60	99	13	14	19	41	32	67	87	99	9	27	45	4	33	54	177	8	41	42	45	58	83	103	156	20	6	5	9	16	18	17	12	14	27	27	16	90	6	21	-	59
	8%	4%	7%	11%	5%	3%	5%	10%	9%	12%	7%	8%	6%	7%	10%	3%	8%	11%	9%	2%	6%	6%	9%	10%	6%	9%	8%	10%	5%	7%	10%	6%	9%	8%	7%	6%	8%	8%	7%	7%	4%	9%	-	11%
	aesvQ		a	Zab				ef	e	Zdef								Zmo	sx		s	s	s	stux	s	sux														Q		Q		ZNOQ
Building more affordable homes across the UK	167	75	47	45	30	44	23	24	21	24	77	89	12	19	27	18	27	18	140	26	40	45	41	41	84	82	147	14	2	5	3	20	10	19	6	13	40	23	14	98	8	19	9	23
	7%	11%	6%	5%	11%	11%	6%	6%	6%	4%	7%	7%	8%	5%	6%	16%	6%	4%	7%	8%	6%	6%	8%	7%	6%	8%	7%	7%	2%	7%	3%	7%	5%	9%	3%	6%	12%	7%	7%	8%	5%	8%	11%	4%
	clqCR	Zbc			Zghi	Zghi										Zmnpq											C							I		ZEGIJL			R		R	R	
Reducing the level of legal migration to the UK	129	24	40	68	3	20	24	16	12	53	56	73	3	19	27	-	20	38	109	19	29	32	31	37	61	68	106	12	6	4	5	17	10	14	7	19	13	16	6	62	10	5	1	40
	5%	3%	5%	7%	1%	5%	6%	4%	3%	9%	5%	6%	2%	5%	6%	-	5%	8%	5%	6%	5%	5%	6%	6%	5%	6%	5%	6%	6%	6%	5%	6%	5%	7%	4%	8%	4%	5%	3%	5%	7%	2%	1%	7%
	d			a				d		Zdegh					o			Zo																	M				P			P
Improving the condition of roads and railways in the UK	110	36	34	40	10	26	17	17	22	18	63	47	5	24	23	5	10	17	87	23	33	34	23	20	67	43	97	7	6	*	4	11	8	7	17	4	18	16	12	65	9	12	-	19
	5%	5%	4%	4%	4%	6%	4%	4%	6%	3%	5%	4%	4%	6%	5%	4%	2%	4%	4%	7%	5%	5%	5%	4%	5%	4%	5%	3%	5%	*	4%	4%	4%	4%	9%	2%	6%	5%	6%	5%	6%	5%	-	4%
															p					rwy														ZFHJ					Q			
Making politics less chaotic and more professional	104	35	26	43	13	22	7	18	14	29	59	44	8	14	25	6	12	18	90	11	22	35	20	26	58	46	87	9	6	3	4	13	7	9	7	9	12	16	11	52	2	13	4	30
	4%	5%	3%	5%	5%	5%	2%	4%	4%	5%	5%	4%	5%	4%	5%	5%	3%	4%	4%	3%	3%	5%	4%	4%	4%	4%	4%	4%	5%	3%	4%	6%	4%	4%	4%	4%	4%	5%	5%	4%	2%	6%	5%	5%
	f					r																																					
Reducing child poverty in the UK	102	38	39	25	14	24	21	18	8	18	38	64	8	9	8	6	30	18	88	14	21	32	22	27	54	49	79	12	7	4	1	10	9	11	3	12	18	6	8	52	4	12	4	17
	4%	6%	5%	3%	5%	6%	5%	4%	2%	3%	3%	5%	6%	2%	2%	5%	7%	4%	4%	5%	3%	5%	4%	5%	4%	4%	4%	6%	6%	7%	1%	4%	4%	5%	2%	5%	5%	2%	4%	4%	2%	5%	5%	3%
	n	c	c			h	h				n						Zmnq																			L							
Renegotiating our agreements with the EU to improve trade	99	23	33	44	7	16	13	19	17	26	56	43	3	15	24	4	17	19	82	16	41	17	23	18	59	41	79	6	8	7	6	8	3	10	6	8	14	19	5	55	9	5	3	24
	4%	3%	4%	5%	3%	4%	3%	5%	5%	5%	5%	3%	2%	4%	5%	4%	4%	4%	4%	5%	6%	2%	5%	3%	4%	4%	4%	3%	7%	10%	6%	3%	1%	5%	3%	3%	4%	6%	3%	4%	6%	2%	4%	4%
																			Znuwy											ZAB	G							G				
Tackling sewage being released into UK rivers	99	19	32	47	11	9	15	18	26	21	56	41	7	17	26	3	15	21	93	3	29	28	17	24	58	41	89	5	3	1	5	8	5	7	8	13	13	17	14	48	8	11	3	24
	4%	3%	4%	5%	4%	2%	4%	4%	7%	4%	5%	3%	5%	5%	6%	3%	4%	4%	4%	1%	5%	4%	3%	4%	4%	4%	4%	2%	3%	1%	5%	3%	2%	3%	5%	6%	4%	5%	7%	4%	5%	5%	4%	4%
	s								Zei										s		s	s		s	s	s																	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 169
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd
Base: All respondents

		Age							Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Tackling antisocial behaviour	97	19	38	41	6	13	17	21	19	22	50	47	5	22	19	1	16	22	87	10	18	26	20	33	44	53	81	5	8	3	10	4	7	13	8	3	14	17	5	50	2	16	1	26
	4%	3%	5%	4%	2%	3%	4%	5%	5%	4%	4%	4%	3%	6%	4%	1%	4%	5%	4%	3%	3%	4%	4%	6%	3%	5%	4%	2%	7%	5%	10%	1%	3%	6%	5%	2%	4%	5%	2%	4%	1%	7%	1%	5%
																								tx							ZFGJM			FJ				F			O		
Improving adult social care in the UK	95	15	31	49	4	11	10	21	21	28	39	55	2	10	22	3	21	27	83	11	18	32	22	22	50	44	75	14	4	2	1	17	8	11	11	6	7	5	9	32	7	17	5	30
	4%	2%	4%	5%	2%	3%	3%	5%	6%	5%	3%	4%	1%	3%	5%	2%	5%	6%	4%	4%	3%	5%	4%	4%	4%	4%	4%	7%	3%	3%	1%	6%	4%	5%	6%	3%	2%	2%	4%	2%	5%	7%	6%	5%
				a					df									m														YKL		L	L					ZN		N
Accelerating the adoption of green energy and green technology in the UK	81	24	30	27	12	12	19	11	12	15	40	40	8	11	15	4	19	12	71	10	31	19	13	18	50	31	70	9	1	1	1	5	6	7	11	11	3	15	10	46	10	7	3	12
	3%	3%	4%	3%	5%	3%	5%	3%	3%	3%	3%	3%	5%	3%	3%	4%	5%	2%	3%	3%	5%	3%	3%	3%	4%	3%	3%	5%	1%	1%	1%	2%	3%	4%	6%	5%	1%	4%	5%	3%	7%	3%	4%	2%
																																			EFK	K		K	K		R			
Improving the economy in towns and cities outside of London and the South East	80	14	36	30	4	10	20	17	13	17	43	38	2	24	12	2	13	18	67	11	12	24	29	16	36	45	65	4	9	3	1	13	9	6	3	8	11	9	4	37	10	15	1	15
	3%	2%	5%	3%	2%	2%	5%	4%	4%	3%	4%	3%	1%	6%	3%	2%	3%	4%	3%	4%	2%	3%	6%	3%	3%	4%	3%	2%	8%	4%	1%	5%	4%	3%	2%	4%	3%	3%	2%	3%	7%	7%	1%	3%
			a											Zn									Zrtwx			t			ZAB											NR	ZNR		
Securing a ceasefire between Israel and Hamas in Gaza	50	29	12	9	15	14	6	6	5	4	30	20	15	5	3	1	7	6	33	16	18	15	9	9	32	18	39	8	3	-	3	3	3	8	4	1	12	3	2	32	3	3	9	2
	2%	4%	1%	1%	6%	3%	2%	1%	1%	1%	3%	2%	10%	1%	1%	*	2%	1%	2%	5%	3%	2%	2%	1%	2%	2%	2%	4%	3%	-	3%	1%	1%	4%	2%	1%	4%	1%	1%	2%	2%	1%	10%	*
	clR	Zbc			Zfghi	i							Zmnopq							Znuwxy													JL			JL			R			ZNOPR	
Delivering more affordable childcare	46	28	14	4	8	20	12	2	1	3	17	29	2	7	3	6	7	1	35	11	20	6	16	4	26	20	42	2	-	2	-	3	7	4	3	3	9	11	3	38	1	-	2	3
	2%	4%	2%	*	3%	5%	3%	*	*	1%	1%	2%	2%	2%	1%	5%	2%	*	2%	4%	3%	1%	3%	1%	2%	2%	2%	1%	-	3%	-	1%	4%	2%	2%	1%	3%	3%	1%	3%	1%	-	3%	1%
	chiqR	Zbc	c		ghi	Zghi	ghi							q			nq			uw	nuw		uw																PR		P	
Making good decisions on the rights of transgender people	22	10	8	5	6	4	3	5	1	4	13	9	4	5	4	2	3	1	19	3	6	8	6	2	14	8	20	-	2	-	1	1	5	1	2	2	3	3	3	13	1	3	1	4
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	3%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	-	1%	-	1%	*	2%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
													q																														

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 170

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd

Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	110	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Improving the cost of living	341	206	135	49	67	26	4	11	26	14	20	36	48	2	46	50	4	108	68	18	4	5	8	12	120	38	7	8	5	44	17	8	5	1	2	141	58	98	14	50	44	112	94
	14%	14%	15%	14%	14%	15%	10%	11%	13%	14%	11%	11%	12%	8%	11%	18%	14%	16%	14%	12%	5%	10%	14%	17%	14%	13%	13%	17%	20%	15%	13%	19%	13%	6%	8%	13%	16%	15%	10%	13%	15%	14%	14%
																i								t																			
Improving waiting times in the NHS	337	214	122	45	79	19	5	19	31	12	26	53	62	6	51	43	5	36	77	15	13	4	8	6	118	52	8	10	8	40	21	3	6	2	4	160	53	92	14	58	51	186	109
	14%	14%	13%	13%	16%	11%	15%	19%	15%	13%	14%	16%	15%	29%	13%	15%	16%	14%	16%	10%	18%	8%	13%	9%	14%	17%	13%	20%	13%	13%	16%	8%	14%	16%	14%	15%	14%	14%	10%	15%	17%	13%	16%
																																								N		N
Getting the UK economy growing again	277	166	111	35	58	20	6	8	26	8	18	39	41	-	40	34	2	87	46	16	7	2	9	7	102	29	12	10	7	33	16	2	2	2	3	128	34	76	12	45	32	89	77
	11%	11%	12%	10%	12%	11%	17%	8%	12%	8%	10%	12%	10%	-	10%	12%	8%	13%	9%	11%	10%	4%	15%	10%	12%	10%	20%	20%	11%	11%	12%	6%	6%	16%	10%	12%	9%	11%	9%	12%	11%	11%	11%
																											ZA	A														
Stopping migrants crossing the channel in small boats	186	121	65	44	27	12	1	2	24	7	16	17	30	*	21	32	4	79	23	8	4	1	5	7	60	15	7	1	3	37	14	7	-	2	2	87	29	51	7	38	26	57	64
	8%	8%	7%	13%	6%	7%	2%	2%	12%	7%	8%	5%	7%	2%	5%	11%	14%	11%	5%	5%	6%	2%	9%	10%	7%	5%	12%	1%	5%	12%	11%	16%	-	11%	5%	8%	8%	8%	5%	10%	9%	7%	9%
				Zdafg					Zdg							kn		Zrsux									AC				Z		Z									
Building more affordable homes across the UK	167	91	75	16	39	11	2	10	8	3	10	24	26	3	29	15	-	22	38	10	5	4	3	3	81	24	2	6	5	12	5	2	6	-	3	68	22	42	8	21	20	50	41
	7%	6%	8%	5%	8%	6%	5%	10%	4%	3%	6%	7%	6%	14%	7%	5%	-	3%	8%	7%	7%	9%	5%	4%	10%	8%	4%	11%	8%	4%	4%	6%	15%	-	10%	6%	6%	6%	6%	6%	7%	6%	6%
	q				h			chi											q	q					Zq								Z									
Reducing the level of legal migration to the UK	129	86	42	29	13	5	*	3	26	7	20	13	16	2	15	21	1	60	14	3	3	3	9	4	34	4	4	4	1	23	17	3	-	-	1	68	17	37	10	26	13	47	39
	5%	6%	5%	8%	3%	3%	1%	3%	12%	7%	11%	4%	4%	11%	4%	7%	4%	9%	3%	2%	4%	5%	15%	6%	4%	1%	8%	8%	2%	8%	14%	7%	-	-	2%	6%	5%	5%	7%	7%	4%	6%	6%
	drA			Zde					Zdafg	d	Zkln					ln		Zrsx					Zrsx				A	A			Z											
Improving the condition of roads and railways in the UK	110	64	47	18	16	13	*	2	8	2	13	18	15	1	19	17	2	30	16	11	3	4	4	2	42	11	1	2	2	16	4	2	-	*	*	45	19	27	12	13	12	39	25
	5%	4%	5%	5%	3%	7%	1%	2%	4%	2%	7%	5%	4%	5%	5%	6%	7%	4%	3%	8%	4%	8%	7%	2%	5%	4%	2%	3%	4%	5%	3%	4%	-	3%	2%	4%	5%	4%	8%	3%	4%	5%	4%
						d					l													r															ZMOR			
Making politics less chaotic and more professional	104	70	32	17	29	7	2	2	12	1	5	12	30	1	27	8	*	27	22	7	3	7	2	2	33	20	*	1	6	15	8	2	1	1	*	50	19	35	6	15	14	41	29
	4%	5%	3%	5%	6%	4%	5%	2%	6%	1%	3%	4%	7%	5%	7%	3%	1%	4%	5%	5%	5%	14%	3%	2%	4%	7%	1%	3%	9%	5%	6%	6%	3%	6%	1%	5%	5%	5%	4%	4%	5%	5%	4%
					i				i				Zjko		Zo						Zqsvwx								B												
Reducing child poverty in the UK	102	63	38	10	23	9	4	4	3	11	4	18	14	1	26	8	2	16	37	4	8	1	-	5	31	18	2	2	1	6	-	*	1	2	6	48	15	29	13	15	6	42	21
	4%	4%	4%	3%	5%	5%	11%	4%	1%	11%	2%	5%	3%	7%	7%	3%	6%	2%	8%	3%	12%	1%	-	7%	4%	6%	3%	3%	2%	2%	-	1%	3%	15%	21%	4%	4%	4%	9%	4%	2%	5%	3%
	hqF				h	h	Zch			Zcdh						Zjkb			Zqsvx		Zqsvx				qv													ZMOPR			PR		
Renegotiating our agreements with the EU to improve trade	99	64	35	9	23	6	3	7	3	8	1	21	27	1	15	5	1	16	25	12	3	2	2	6	33	15	3	1	3	7	2	1	3	1	2	48	14	29	7	17	11	36	28
	4%	4%	4%	3%	5%	4%	7%	7%	2%	8%	1%	6%	7%	3%	4%	2%	3%	2%	5%	8%	5%	3%	3%	9%	4%	5%	6%	2%	4%	2%	1%	2%	8%	5%	7%	4%	4%	4%	5%	5%	4%	4%	4%
	j				h	h	ch			Zch			Zjp		j				q	Zqx				q																	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 170

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd

Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Tackling sewage being released into UK rivers	99	64	35	14	20	9	1	6	6	5	7	16	18	-	23	9	1	36	21	6	2	3	1	2	28	13	2	3	2	13	6	2	2	-	1	46	16	28	4	17	15	32	31
	4%	4%	4%	4%	4%	5%	1%	6%	3%	5%	4%	5%	4%	-	6%	3%	3%	5%	4%	4%	3%	7%	2%	2%	3%	4%	3%	5%	3%	4%	4%	5%	5%	-	5%	4%	4%	4%	3%	4%	5%	4%	5%
Tackling antisocial behaviour	97	49	48	15	13	4	-	3	12	2	14	7	11	1	11	13	1	30	11	7	2	-	2	5	40	6	5	1	1	13	6	1	1	1	1	38	9	18	6	13	12	24	25
	4%	3%	5%	4%	3%	2%	-	3%	6%	2%	7%	2%	3%	5%	3%	4%	3%	4%	2%	4%	3%	-	3%	8%	5%	2%	8%	1%	1%	4%	5%	2%	2%	6%	5%	3%	2%	3%	4%	4%	4%	3%	4%
									d		Zkln													r	r	AD																
Improving adult social care in the UK	95	59	36	9	21	11	2	1	9	6	13	12	18	1	19	5	2	26	23	8	5	3	3	1	26	14	1	1	4	9	5	4	-	-	*	39	19	23	9	14	14	31	27
	4%	4%	4%	3%	4%	6%	7%	1%	4%	6%	7%	4%	4%	6%	5%	2%	8%	4%	5%	5%	7%	7%	5%	2%	3%	5%	2%	1%	7%	3%	4%	10%	-	-	1%	4%	5%	3%	6%	4%	5%	4%	4%
						9	9			g	o					o																ZE										
Accelerating the adoption of green energy and green technology in the UK	81	52	28	9	20	7	1	10	3	2	4	17	22	1	24	5	*	15	23	10	3	8	-	2	20	13	1	1	4	8	1	-	5	1	1	39	13	29	9	9	6	38	14
	3%	4%	3%	3%	4%	4%	2%	11%	2%	2%	2%	5%	5%	5%	6%	2%	1%	2%	5%	7%	4%	16%	-	3%	2%	4%	2%	2%	6%	3%	1%	-	13%	3%	2%	4%	4%	4%	6%	2%	2%	5%	2%
								Zcdshi				o	Zo		Zjo				qx	Zqx		Zqvwx											Z				R	OPR			OPR	
Improving the economy in towns and cities outside of London and the South East	80	51	30	12	15	8	2	2	5	5	5	14	14	-	10	5	1	20	15	6	3	-	2	7	28	11	-	1	1	12	2	1	1	1	2	40	10	28	4	10	9	32	19
	3%	3%	3%	4%	3%	5%	6%	2%	2%	5%	3%	4%	3%	-	2%	2%	3%	3%	3%	4%	4%	-	4%	10%	3%	4%	-	2%	1%	4%	2%	3%	3%	7%	5%	4%	3%	4%	3%	3%	3%	4%	3%
																								Zqvx																		
Securing a ceasefire between Israel and Hamas in Gaza	50	27	19	3	8	3	3	5	3	2	4	7	6	-	8	2	1	7	18	3	1	-	2	-	20	8	*	-	-	3	2	1	4	-	1	20	8	10	5	8	5	15	13
	2%	2%	2%	1%	2%	2%	8%	5%	1%	2%	2%	2%	1%	-	2%	1%	4%	1%	4%	2%	1%	-	3%	-	2%	3%	1%	-	-	1%	1%	2%	11%	-	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%
							Zcdsh	cdh											Zq													Z									
Delivering more affordable childcare	46	23	23	5	7	4	-	3	-	2	2	5	8	-	7	9	-	11	8	4	2	1	-	-	20	3	1	1	3	5	-	2	*	-	-	17	6	13	-	7	3	13	10
	2%	2%	3%	1%	2%	2%	-	3%	-	2%	1%	1%	2%	-	2%	3%	-	2%	2%	3%	2%	3%	-	-	2%	1%	2%	1%	4%	2%	-	5%	1%	-	-	2%	2%	2%	-	2%	1%	2%	1%
	h					h		h								h												A			F										
Making good decisions on the rights of transgender people	22	17	5	3	8	1	-	1	2	-	6	2	9	-	7	4	2	6	7	1	-	1	-	-	6	5	*	-	1	3	2	-	1	1	-	11	5	7	4	4	2	11	6
	1%	1%	1%	1%	2%	1%	-	1%	1%	-	3%	1%	2%	-	2%	1%	6%	1%	2%	1%	-	3%	-	-	1%	2%	1%	-	1%	1%	1%	-	3%	5%	-	1%	1%	1%	3%	1%	1%	1%	1%
											Zk		Z				Zk																					Z				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 171

Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd

Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Campaign engagement: Admin reason (c)	Campaign engagement: Disenq aged/ disill usione d (d)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £45,00 0 (w)	Household income: £45,00 1 to £62,00 0 (x)	Household income: £62,00 1 or mors (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Improving the cost of living	341	26	9	9	81	152	189	152	186	120	162	146	156	212	101	222	114	5	79	261	205	137	91	129	55	26	272	69	99	236
	14%	16%	8%	14%	16%	12%	16%	13%	15%	12%	14%	13%	16%	13%	17%	14%	15%	14%	14%	14%	15%	13%	15%	13%	15%	11%	14%	15%	16%	13%
							e				i																			
Improving waiting times in the NHS	337	12	12	12	81	195	139	158	176	126	177	132	149	213	89	224	104	9	73	262	177	160	83	121	68	37	261	75	84	250
	14%	7%	12%	18%	16%	16%	12%	14%	14%	13%	15%	12%	16%	14%	15%	14%	14%	24%	13%	14%	13%	15%	14%	13%	18%	15%	13%	17%	14%	14%
					a	f												Zop							w					
Getting the UK economy growing again	277	20	22	6	55	137	139	133	140	124	114	139	96	187	56	188	83	5	70	202	156	121	62	110	47	27	223	54	62	210
	11%	12%	21%	9%	11%	11%	12%	12%	11%	13%	10%	13%	10%	12%	9%	11%	11%	14%	12%	11%	12%	11%	10%	11%	13%	11%	11%	12%	10%	12%
			Zd																											
Stopping migrants crossing the channel in small boats	186	7	5	11	38	91	95	86	96	72	92	95	70	122	47	127	59	1	38	147	124	62	51	88	19	12	159	27	51	134
	8%	4%	5%	17%	7%	7%	8%	8%	8%	7%	8%	9%	7%	8%	8%	8%	8%	3%	7%	8%	9%	6%	9%	9%	5%	5%	8%	6%	8%	8%
				Za																	u			x						
Building more affordable homes across the UK	167	14	9	9	33	72	91	62	98	58	67	69	56	108	41	90	74	3	34	132	95	71	34	77	17	16	148	18	37	126
	7%	9%	9%	14%	6%	6%	8%	5%	8%	6%	6%	6%	6%	7%	7%	5%	10%	9%	6%	7%	7%	7%	6%	8%	5%	6%	8%	4%	6%	7%
									g								Zo										B			

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1373	281	463	609	87	194	208	277	245	364	594	775	94	194	284	82	267	325	1211	151	353	424	270	326	777	598	1148	97	78	50	57	146	126	109	88	140	169	179	120	641	93	147	53	360
Weighted base	1331	324	432	576	106*	219	184	248	226	350	589	739	49**	178	275	60*	253	301	1175	146	349	401	279	301	751	581	1108	108*	66*	50*	56*	154	121*	96*	98*	135*	155	186	107*	669	89*	124	45*	342
Very likely	115	36	37	43	11	25	18	19	18	24	61	54	3	21	23	8	16	20	101	13	30	31	25	29	61	54	97	9	8	1	6	10	10	7	8	12	13	19	12	64	6	10	5	22
	9%	11%	9%	7%	10%	11%	10%	8%	8%	7%	10%	7%	7%	12%	8%	13%	6%	7%	9%	9%	9%	8%	9%	10%	8%	9%	9%	8%	11%	2%	12%	6%	8%	7%	8%	9%	8%	10%	11%	10%	6%	8%	11%	6%
Somewhat likely	525	149	180	195	46	103	71	109	80	115	246	278	26	75	97	20	104	98	468	62	155	174	104	92	328	196	441	46	17	21	18	55	47	43	44	56	66	76	36	282	35	50	21	110
	39%	46%	42%	34%	44%	47%	39%	44%	35%	33%	42%	37%	58%	42%	35%	34%	41%	33%	39%	43%	44%	43%	37%	31%	44%	34%	40%	43%	25%	42%	32%	36%	39%	45%	45%	42%	42%	41%	34%	42%	40%	40%	47%	32%
	cjqwOR	c	c			N		i											w	w	wy	wy			wy		C	C												R				
Not very likely	414	74	109	231	30	44	44	65	80	151	171	242	6	38	112	23	71	118	380	30	108	111	91	104	219	195	343	25	32	15	18	57	33	28	27	47	39	55	38	182	29	27	12	152
	31%	23%	25%	40%	29%	20%	24%	26%	35%	43%	29%	33%	14%	21%	41%	39%	28%	39%	32%	20%	31%	28%	33%	35%	29%	34%	31%	23%	48%	30%	32%	37%	27%	29%	28%	35%	25%	30%	35%	27%	33%	21%	26%	44%
	abemsP			Zab					ef	Zdefg					Zmp	m		Zmp	s		s		s	s		s			ZAB			K											ZNPQ
Not at all likely	123	20	42	61	3	17	14	27	27	35	65	58	1	23	29	2	19	32	109	14	26	32	29	35	58	64	96	12	6	9	5	15	8	6	10	13	14	16	11	50	9	18	2	37
	9%	6%	10%	11%	3%	8%	8%	11%	12%	10%	11%	8%	3%	13%	11%	3%	7%	11%	9%	9%	8%	8%	10%	12%	8%	11%	9%	11%	9%	18%	9%	9%	6%	6%	10%	9%	9%	9%	10%	7%	10%	15%	5%	11%
									d																															N			
Don't know	155	45	64	46	15	30	36	28	21	25	47	108	8	21	13	7	43	32	127	28	30	54	30	40	84	71	130	16	4	4	9	17	23	13	9	6	24	19	10	91	10	19	5	21
	12%	14%	15%	8%	14%	14%	20%	11%	9%	7%	8%	15%	18%	12%	5%	12%	17%	11%	11%	19%	9%	13%	11%	13%	11%	12%	12%	15%	6%	8%	15%	11%	19%	13%	9%	5%	16%	10%	10%	14%	11%	16%	11%	6%
	cjlsR	c	c			i	Zghi					j		n			Zn	n	Zmx												J		Z.i	J		J				R		R		
NET: Likely	639	185	217	238	57	128	89	127	98	140	306	331	29	96	120	28	120	118	559	75	185	205	129	121	389	250	539	55	24	21	24	65	57	50	52	69	79	95	48	346	41	60	26	152

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 171
Q16. Which three of the following would you like to see the new government prioritise in its first year? - Ranked 3rd
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disreg arded/ dislil usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,000 1 to £45,000 0 (w)	Household income: £45,000 1 to £82,000 0 (x)	Household income: £82,000 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Tackling sewage being released into UK rivers	99	14	3	1	9	56	43	53	45	35	57	43	44	62	20	77	20	2	16	82	50	48	17	43	16	6	74	24	22	75
	4%	8%	3%	1%	2%	5%	4%	5%	4%	4%	5%	4%	5%	4%	3%	5%	3%	5%	3%	4%	4%	5%	3%	4%	4%	3%	4%	5%	4%	4%
		d														p														
Tackling antisocial behaviour	97	7	7	4	22	47	50	38	58	29	47	33	44	59	26	61	34	2	14	81	63	34	28	40	11	4	79	18	33	64
	4%	4%	7%	6%	4%	4%	4%	3%	5%	3%	4%	3%	5%	4%	4%	4%	5%	5%	3%	4%	5%	3%	5%	4%	3%	2%	4%	4%	5%	4%
Improving adult social care in the UK	95	11	2	*	21	57	37	48	46	36	46	39	35	54	26	75	19	-	14	80	60	35	32	48	5	4	64	31	32	62
	4%	7%	1%	1%	4%	5%	3%	4%	4%	4%	4%	4%	4%	3%	4%	5%	3%	-	2%	4%	4%	3%	5%	5%	1%	2%	3%	7%	5%	4%
	x															p							xy	x				ZA		
Accelerating the adoption of green energy and green technology in the UK	81	3	5	3	10	56	23	44	34	45	26	51	18	53	16	55	23	2	26	54	38	42	19	30	12	14	56	25	23	58
	3%	2%	5%	4%	2%	5%	2%	4%	3%	5%	2%	5%	2%	3%	3%	3%	3%	6%	5%	3%	3%	4%	3%	3%	3%	6%	3%	6%	4%	3%
						f				j		l																ZA		
Improving the economy in towns and cities outside of London and the South East	80	6	5	-	16	41	39	39	40	37	32	40	32	58	15	57	23	-	18	60	38	42	20	31	9	7	69	11	26	52
	3%	4%	5%	-	3%	3%	3%	3%	3%	4%	3%	4%	3%	4%	2%	3%	3%	-	3%	3%	3%	4%	3%	3%	3%	3%	4%	2%	4%	3%
Securing a ceasefire between Israel and Hamas in Gaza	50	3	3	-	13	25	24	27	23	26	21	24	20	36	11	25	25	1	16	34	25	25	13	18	12	5	48	2	12	36
	2%	2%	3%	-	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%
		B															o										B			
Delivering more affordable childcare	46	5	5	1	12	23	22	18	21	19	18	22	12	33	9	31	15	-	18	28	18	28	6	13	15	11	43	3	8	38
	2%	3%	5%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	-	3%	2%	1%	3%	1%	1%	4%	4%	2%	1%	1%	2%
																			a						Zvw	Zvw				
Making good decisions on the rights of transgender people	22	3	-	-	2	14	8	11	11	12	10	9	10	13	9	18	4	1	5	17	11	11	4	6	4	5	19	3	5	17
	1%	2%	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 172
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Summary
Base: All selection option

	Improving waiting times in the NHS	Tackling antisocial behaviour	Reducing child poverty in the UK	Stopping migrants crossing the channel in small boats	Reducing the level of legal migration to the UK	Building more affordable homes across the UK	Improving the cost of living	Accelerating the adoption of green energy and green technology in the UK	Renegotiating our agreements with the EU to improve trade	Tackling sewage being released into UK rivers	Improving adult social care in the UK	Getting the UK economy growing again	Securing a ceasefire between Israel and Hamas in Gaza	Improving the condition of roads and railways in the UK	Improving the economy in towns and cities outside of London and the South East	Delivering more affordable childcare	Making politics less chaotic and more professional	Making good decisions on the rights of transgender people
Unweighted base	1373	157	267	712	425	382	1291	235	240	599	247	858	147	191	212	71	212	47
Weighted base	1331	169	272	709	434	375	1300	234	228	183	240	886	138	202	208	92	212	51
Very likely	115	6	31	21	17	39	82	27	23	10	16	69	3	19	12	10	33	2
	9%	3%	12%	3%	4%	10%	6%	12%	10%	6%	7%	8%	2%	9%	6%	10%	15%	5%
Somewhat likely	525	34	127	55	42	155	462	91	98	67	88	333	21	42	59	34	55	17
	39%	20%	47%	8%	10%	41%	36%	39%	43%	36%	36%	38%	15%	21%	28%	37%	26%	32%
Not very likely	414	75	56	248	116	87	402	74	59	57	74	276	55	72	76	23	56	8
	31%	44%	20%	35%	27%	23%	31%	32%	26%	31%	31%	31%	40%	36%	37%	25%	26%	16%
Not at all likely	123	31	25	337	220	26	158	19	11	25	32	87	38	50	26	5	45	12
	9%	18%	9%	48%	51%	7%	12%	8%	5%	13%	13%	10%	28%	25%	13%	5%	21%	24%
Don't know	155	24	33	48	38	68	196	22	36	24	30	120	21	20	35	21	23	12
	12%	14%	12%	7%	9%	18%	15%	9%	16%	13%	13%	14%	15%	10%	17%	23%	11%	23%
NET: Likely	639	39	158	76	59	193	544	119	121	77	104	403	24	60	71	44	88	19
	48%	23%	58%	11%	14%	52%	42%	51%	53%	42%	43%	45%	17%	30%	34%	47%	42%	37%
NET: Unlikely	537	106	81	585	336	114	560	94	70	82	106	363	93	122	103	28	101	21
	40%	63%	30%	82%	78%	30%	43%	40%	31%	45%	44%	41%	68%	60%	49%	30%	48%	40%

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 173
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving waiting times in the NHS
Base: All selection option

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1373	281	463	609	87	194	208	277	245	364	594	775	94	194	284	82	267	325	1211	151	353	424	270	326	777	598	1148	97	78	50	57	146	126	109	88	140	169	179	120	641	93	147	53	360
Weighted base	1331	324	432	576	106*	219	184	248	226	350	589	739	49**	178	275	60*	253	301	1175	146	349	401	279	301	751	581	1108	108*	66*	50*	56*	154	121*	96*	98*	135*	155	186	107*	669	89*	124	45*	342
Very likely	115	36	37	43	11	25	18	19	18	24	61	54	3	21	23	8	16	20	101	13	30	31	25	29	61	54	97	9	8	1	6	10	10	7	8	12	13	19	12	64	6	10	5	22
	9%	11%	9%	7%	10%	11%	10%	8%	8%	7%	10%	7%	7%	12%	8%	13%	6%	7%	9%	9%	9%	8%	9%	10%	8%	9%	9%	8%	11%	2%	12%	6%	8%	7%	8%	9%	8%	10%	11%	10%	6%	8%	11%	6%
Somewhat likely	525	149	180	195	46	103	71	109	80	115	246	278	26	75	97	20	104	98	468	62	155	174	104	92	328	196	441	46	17	21	18	55	47	43	44	56	66	76	36	282	35	50	21	110
	39%	46%	42%	34%	44%	47%	39%	44%	35%	33%	42%	37%	58%	42%	35%	34%	41%	33%	39%	43%	44%	43%	37%	31%	44%	34%	40%	43%	25%	42%	32%	36%	39%	45%	45%	42%	42%	41%	34%	42%	40%	40%	47%	32%
	cjqwOR	c	c			N		i											w	w	wy	wy			wy		C	C												R				
Not very likely	414	74	109	231	30	44	44	65	80	151	171	242	6	38	112	23	71	118	380	30	108	111	91	104	219	195	343	25	32	15	18	57	33	28	27	47	39	55	38	182	29	27	12	152
	31%	23%	25%	40%	29%	20%	24%	26%	35%	43%	29%	33%	14%	21%	41%	39%	28%	39%	32%	20%	31%	28%	33%	35%	29%	34%	31%	23%	48%	30%	32%	37%	27%	29%	28%	35%	25%	30%	35%	27%	33%	21%	26%	44%
	abemsP			Zab					ef	Zdefg					Zmp	m		Zmp	s		s		s	s		s			ZAB			K											ZNPQ
Not at all likely	123	20	42	61	3	17	14	27	27	35	65	58	1	23	29	2	19	32	109	14	26	32	29	35	58	64	96	12	6	9	5	15	8	6	10	13	14	16	11	50	9	18	2	37
	9%	6%	10%	11%	3%	8%	8%	11%	12%	10%	11%	8%	3%	13%	11%	3%	7%	11%	9%	9%	8%	8%	10%	12%	8%	11%	9%	11%	9%	18%	9%	9%	6%	6%	10%	9%	9%	9%	10%	7%	10%	15%	5%	11%
									d																															N			
Don't know	155	45	64	46	15	30	36	28	21	25	47	108	8	21	13	7	43	32	127	28	30	54	30	40	84	71	130	16	4	4	9	17	23	13	9	6	24	19	10	91	10	19	5	21
	12%	14%	15%	8%	14%	14%	20%	11%	9%	7%	8%	15%	18%	12%	5%	12%	17%	11%	11%	19%	9%	13%	11%	13%	11%	12%	12%	15%	6%	8%	15%	11%	19%	13%	9%	5%	16%	10%	10%	14%	11%	16%	11%	6%
	cjlsR	c	c			i	Zghi					j		n			Zn	n	Zmx												J		Z.i	J		J				R		R		
NET: Likely	639	185	217	238	57	128	89	127	98	140	306	331	29	96	120	28	120	118	559	75	185	205	129	121	389	250	539	55	24	21	24	65	57	50	52	69	79	95	48	346	41	60	26	152

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	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Total (Z)	267	69	17	92	24	10	21	6	21	10	45	63	3	68	22	4	31	112	15	13	8	2	11	75	68	7	6	6	12	-	4	11	3	9	145	47	96	28	46	27	124	73
Unweighted base	272	175	96*	28*	71*	21**	7**	17**	5**	16*	-	10**	45*	52*	2**	54*	23**	2**	41**	98*	12**	13**	7**	2**	9**	99*	52*	5**	4**	4**	19**	-**	2**	9**	3**	9**	130	41*	88*	28**	37*	24**	114*	61*
Very likely	31	28	3	9	17	1	-	1	-	1	-	7	12	-	12	3	-	4	22	1	-	-	-	1	3	17	-	-	1	4	-	-	-	-	-	22	6	21	4	2	1	25	3
	12%	16%	3%	31%	24%	3%	-	3%	-	4%	-	-	15%	23%	-	22%	12%	-	11%	23%	10%	-	-	-	8%	3%	32%	-	-	14%	23%	-	-	-	-	-	17%	15%	25%	15%	5%	3%	22%	4%
		b			Z									Z		Z				Zx							Z												ZOR				ZOR	
Somewhat likely	127	86	41	11	39	17	2	5	2	6	7	25	28	-	23	13	1	16	43	6	7	2	2	5	46	24	5	3	2	8	-	2	4	1	7	65	20	43	12	21	10	55	30
	47%	49%	42%	40%	55%	80%	30%	28%	33%	36%	69%	56%	53%	-	42%	56%	32%	38%	45%	49%	53%	28%	88%	58%	50%	47%	93%	75%	62%	39%	-	78%	42%	30%	77%	50%	50%	50%	45%	56%	40%	49%	50%
Not very likely	56	32	24	7	7	1	2	6	3	4	3	6	5	-	10	4	1	13	15	4	-	-	-	1	18	7	-	-	-	7	-	1	3	2	-	24	5	14	4	6	8	18	14
	20%	18%	25%	24%	9%	6%	35%	34%	62%	28%	28%	14%	9%	-	18%	15%	42%	32%	16%	35%	28%	-	-	11%	25%	13%	-	-	-	35%	-	22%	36%	70%	-	18%	13%	16%	16%	16%	32%	16%	23%
		d																																								
Not at all likely	25	9	16	1	*	2	2	*	*	4	-	3	1	1	5	2	1	3	8	1	2	-	*	1	11	*	-	-	-	-	-	-	*	-	2	6	3	2	3	1	3	5	4
	9%	5%	17%	3%	*	9%	27%	3%	5%	22%	-	6%	2%	53%	10%	8%	27%	7%	8%	6%	15%	-	12%	6%	12%	*	-	-	-	5%	-	23%	4%	8%	2%	12%	4%	11%	4%	7%		
	dAM		a																																							
Don't know	33	20	12	1	8	*	1	5	-	2	*	4	7	1	5	2	-	5	7	-	1	5	-	1	15	4	*	1	1	1	-	-	2	-	-	13	6	6	4	7	3	10	10
	12%	11%	13%	2%	12%	1%	7%	32%	-	9%	3%	9%	13%	47%	8%	8%	-	11%	7%	-	4%	72%	-	16%	16%	8%	7%	25%	24%	3%	-	-	16%	-	-	10%	15%	7%	13%	18%	14%	9%	16%
NET: Likely	158	114	44	20	56	18	2	5	2	6	7	32	39	-	35	16	1	20	65	7	7	2	2	6	49	41	5	3	3	12	-	2	4	1	7	88	26	64	16	23	11	81	33
	58%	65%	48%	71%	79%	83%	30%	31%	33%	40%	69%	71%	76%	-	64%	69%	32%	49%	68%	59%	53%	28%	88%	66%	53%	79%	93%	75%	76%	62%	-	78%	42%	30%	77%	67%	64%	75%	59%	62%	44%	71%	54%
		b			2									Z												Z												ZR				ZR	
NET: Unlikely	81	41	40	8	7	3	4	6	3	8	3	9	6	1	15	5	1	16	23	5	6	-	*	2	29	7	-	-	-	7	-	1	4	2	2	30	8	16	8	7	10	23	18
	30%	24%	42%	27%	10%	16%	62%	37%	67%	50%	28%	20%	11%	53%	27%	24%	68%	40%	24%	41%	43%	-	12%	18%	32%	13%	-	-	-	35%	-	22%	41%	70%	23%	23%	21%	18%	28%	20%	42%	21%	29%
	dA		a														i																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 181

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Reducing child poverty in the UK
Base: All selection option

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,000 to £41,000 (w)	£48,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Total (Z)	267	12	7	4	41	114	143	121	128	116	136	100	167	79	148	113	6	100	163	134	133	69	107	42	27	216	51	66	173
Unweighted base	272	19**	8**	5**	59*	124*	130	139*	135*	117*	145	98*	177	77*	175	94*	4**	106*	162	135*	138	65*	98*	46*	36**	223	49*	75*	192
Weighted base	31	-	-	-	3	4	26	6	23	5	24	3	24	6	22	10	-	9	22	12	19	5	9	5	8	27	4	8	21
Very likely	12%	-	-	-	5%	4%	20%	4%	17%	4%	17%	3%	13%	7%	12%	10%	-	9%	13%	9%	14%	8%	9%	10%	23%	12%	9%	11%	11%
	fM						f		h		i																		
Somewhat likely	127	10	2	3	24	50	59	68	78	46	76	43	79	40	87	39	*	48	76	61	66	33	49	21	14	103	23	33	93
	47%	52%	28%	67%	41%	51%	40%	45%	49%	58%	39%	53%	45%	44%	52%	50%	42%	10%	46%	47%	45%	48%	51%	50%	46%	39%	46%	47%	44%	48%
										j																				
Not very likely	56	2	2	1	18	25	31	24	31	15	34	21	27	32	18	34	21	*	26	30	32	24	10	21	12	3	42	14	15	40
	20%	12%	28%	22%	31%	17%	25%	18%	22%	11%	29%	19%	28%	18%	24%	19%	23%	14%	25%	18%	24%	17%	15%	22%	26%	8%	19%	28%	20%	21%
											i		k																	
Not at all likely	25	4	-	1	10	10	16	9	17	3	22	6	17	18	7	17	8	1	7	19	12	13	7	6	6	6	21	4	9	16
	9%	24%	-	11%	16%	7%	13%	7%	12%	2%	19%	4%	17%	10%	9%	10%	9%	16%	6%	11%	9%	10%	10%	6%	13%	17%	9%	9%	13%	8%
	i										Zi		k																	
Don't know	33	2	4	-	5	9	22	13	18	15	10	17	6	24	6	15	16	2	16	16	17	16	10	13	2	5	30	3	9	22
	12%	12%	47%	-	8%	6%	18%	10%	13%	11%	8%	12%	6%	14%	8%	9%	17%	60%	15%	10%	13%	12%	15%	14%	5%	14%	13%	7%	12%	11%
							e																							
NET: Likely	158	10	2	3	27	101	54	85	73	101	51	101	46	103	46	109	49	*	57	97	73	85	39	58	26	22	130	28	41	114
	58%	52%	28%	67%	45%	70%	44%	65%	53%	75%	43%	69%	48%	58%	59%	62%	52%	10%	54%	60%	54%	62%	59%	59%	56%	62%	58%	56%	55%	59%
	fj					Zf				Zj																				
NET: Unlikely	81	7	2	2	28	34	47	32	48	18	56	27	44	50	25	51	29	1	33	48	44	37	17	27	18	9	63	18	25	56
	30%	36%	28%	33%	47%	24%	38%	25%	34%	14%	46%	19%	46%	28%	32%	29%	31%	30%	31%	30%	33%	27%	26%	28%	39%	25%	28%	37%	33%	29%
	k						e				Zi		Zk																	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 182

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Stopping migrants crossing the channel in small boats
Base: All selection option

	Age								Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status					
	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Total (Z)	712	65	223	424	26	39	84	139	149	275	363	349	19	113	210	7	110	214	670	37	141	189	164	218	330	382	618	45	29	20	33	65	63	70	58	76	80	101	72	277	41	73	9	288
Unweighted base	709	85*	210	415	30**	55*	75*	134	135	280	365	344	22**	109*	205	8**	100*	210	671	35**	145	193	177	195	337	372	616	50*	25**	18**	39**	74*	57*	70*	53*	70*	76*	104*	71*	291	46**	60*	7**	269
Very likely	21	6	11	4	3	4	4	6	1	3	14	7	2	8	2	*	3	2	18	3	2	6	9	4	9	13	15	3	2	1	1	1	1	1	2	1	3	3	13	3	1	1	3
	3%	8%	5%	1%	9%	7%	6%	5%	1%	1%	4%	2%	10%	7%	1%	5%	3%	1%	3%	9%	2%	3%	5%	2%	3%	3%	3%	5%	10%	4%	7%	2%	1%	2%	2%	2%	2%	3%	4%	4%	6%	2%	19%	1%
	c	c				i	i	i					nq																									R				
Somewhat likely	55	7	24	24	-	7	10	14	12	13	22	33	-	8	10	-	17	15	51	4	14	23	11	7	37	18	44	5	1	5	1	7	6	6	5	6	3	8	2	36	2	3	-	13
	8%	8%	12%	6%	-	12%	13%	10%	9%	5%	6%	10%	-	7%	5%	-	17%	7%	8%	12%	10%	12%	6%	4%	11%	5%	7%	11%	6%	26%	2%	10%	10%	8%	8%	9%	4%	8%	3%	12%	4%	5%	-	5%
		c				i	i	i									Znq				w	wy			wy													R				
Not very likely	248	29	61	157	14	15	24	38	52	105	122	125	10	32	70	4	29	88	229	17	50	58	59	81	108	140	207	26	8	8	14	19	14	26	20	23	33	30	27	94	16	20	5	100
	35%	34%	29%	38%	47%	28%	31%	28%	39%	38%	34%	36%	48%	30%	34%	51%	29%	42%	34%	48%	35%	30%	33%	42%	32%	38%	34%	52%	30%	42%	37%	25%	25%	37%	36%	33%	44%	29%	38%	32%	34%	33%	74%	37%
																		p						ux					ZA								FG						
Not at all likely	337	33	90	213	13	20	28	62	67	146	192	145	10	54	118	4	36	95	327	8	75	90	91	81	165	172	310	11	11	5	20	40	32	34	27	38	33	50	37	125	25	26	*	143
	48%	39%	43%	51%	44%	36%	37%	46%	50%	52%	53%	42%	44%	49%	56%	44%	36%	45%	49%	24%	52%	47%	51%	42%	49%	46%	50%	22%	43%	28%	52%	54%	56%	48%	47%	54%	43%	49%	52%	43%	54%	44%	7%	53%
	B									f	k			Zqq													B															N	
Don't know	48	10	23	16	-	10	9	14	3	13	15	33	-	7	5	-	16	10	46	2	3	15	8	22	18	30	40	5	3	-	1	6	4	4	4	1	5	12	2	24	1	10	-	11
	7%	11%	11%	4%	-	17%	12%	10%	2%	5%	4%	10%	-	7%	3%	-	16%	5%	7%	7%	2%	8%	5%	11%	5%	8%	7%	10%	12%	-	3%	9%	7%	6%	8%	1%	7%	12%	3%	8%	3%	16%	-	4%
	nt	c	c			Zhi	hi	hi									Znq		t		t		tvx		t												J			ZR		
NET: Likely	76	13	35	29	3	10	15	20	13	16	36	41	2	16	12	*	20	17	69	7	16	30	20	11	46	30	59	8	4	5	3	9	7	7	6	8	4	11	5	48	5	4	1	15
	11%	19%	17%	7%	9%	19%	19%	15%	10%	6%	10%	12%	10%	14%	6%	5%	19%	8%	10%	21%	11%	15%	11%	5%	14%	8%	10%	18%	15%	30%	9%	12%	11%	10%	10%	11%	6%	11%	7%	17%	10%	7%	19%	6%
	iwR	c	Zc			i	Zi	i					n				Znq				wy				wy													ZR					
NET: Unlikely	585	62	152	371	27	35	52	100	119	251	314	270	19	86	188	8	65	183	556	25	126	148	150	162	273	312	517	37	18	13	34	59	46	59	47	61	66	80	64	219	40	47	5	243
	82%	73%	72%	89%	91%	64%	69%	75%	88%	90%	86%	79%	90%	79%	92%	95%	65%	87%	83%	72%	87%	77%	84%	83%	81%	84%	84%	74%	73%	70%	89%	79%	81%	85%	82%	88%	87%	78%	90%	75%	88%	77%	81%	90%
	befpN			Zab				elg	Zefg		k			p	Zmp			p			u																						ZNP

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 183

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Stopping migrants crossing the channel in small boats
Base: All selection option

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Total (Z)	712	533	179	143	91	36	7	5	201	36	108	71	65	3	73	136	10	375	73	19	14	3	40	24	164	45	29	6	9	132	135	26	1	6	3	418	161	207	57	163	106	264	269
Unweighted base	709	448	261	162	64*	28*	3**	5**	144	28*	80*	64*	79*	1**	62*	131	7**	366	68*	19**	10**	3**	32*	20**	195	32*	21**	4**	5**	146	97	16**	1**	6**	2**	351	87*	184	45*	130	89*	229	219
Very likely	21	17	4	2	10	1	-	2	2	1	2	6	2	*	3	2	1	10	7	1	1	1	-	2	3	6	*	1	-	-	1	-	-	-	-	15	2	11	*	3	2	12	5
	3%	4%	2%	1%	16%	2%	-	37%	1%	3%	2%	10%	2%	33%	4%	1%	7%	3%	10%	3%	6%	47%	-	4%	1%	11%	26%	10%	10%	-	1%	-	-	-	-	4%	2%	6%	1%	2%	3%	5%	2%
				Zcwh															Zqx							Z																	
Somewhat likely	55	35	20	4	19	2	1	1	4	5	3	6	8	-	7	8	1	13	22	2	2	-	*	3	13	15	1	2	2	4	3	-	-	-	1	30	4	23	-	8	4	23	12
	8%	8%	8%	2%	30%	7%	25%	13%	3%	16%	4%	10%	10%	-	11%	6%	7%	3%	35%	13%	15%	-	1%	16%	6%	47%	4%	43%	33%	3%	3%	-	-	-	41%	8%	5%	12%	-	6%	4%	10%	6%

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 190

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Building more affordable homes across the UK
Base: All selection option

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £82,00 0 (x)	£82,00 1 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	382	16	17	8	50	220	158	194	182	188	139	180	127	250	92	155	212	15	94	286	191	191	98	159	52	38	333	49	100	271
Weighted base	375	30**	21**	14**	80*	191	179	162	202	165	144*	161	129*	249	90*	191	176	9**	85*	288	199	177	82*	147	57*	45*	330	46*	90*	276
Very likely	39	3	1	-	4	27	12	24	15	26	5	23	10	31	6	21	18	-	12	26	17	21	5	16	4	9	36	2	10	28
	10%	9%	4%	-	5%	14%	7%	14%	7%	16% i	4%	14%	8%	12%	7%	11%	10%	-	14%	9%	9%	12%	7%	11%	8%	20% i	11%	5%	11%	10%
Somewhat likely	155	9	14	6	25	88	67	72	77	94	46	85	48	110	33	75	74	5	36	117	76	78	29	66	30	17	129	26	40	107
	41%	31%	67%	41%	31%	46%	38%	45%	38%	57% Zj	32%	52% Zi	37%	44%	36%	39%	42%	59%	43%	41%	38%	44%	36%	45%	53%	39%	39%	58%	45%	39%
Not very likely	87	8	2	4	25	46	40	38	47	22	55	29	42	55	26	36	51	1	15	73	50	38	27	29	16	5	76	11	22	66
	23% i	27%	9%	28%	31%	24%	22%	24%	23%	13% Zi	38%	18%	32% k	22%	29%	19%	29%	8%	17%	25%	25%	21%	32% y	20%	27%	10%	23%	25%	24%	24%
Not at all likely	26	1	1	-	7	11	16	14	12	8	18	9	15	11	13	17	7	2	8	19	16	10	8	6	4	4	24	3	7	19
	7%	5%	2%	-	8%	6%	9%	9%	6%	5% i	12%	5%	12%	5%	14% m	9%	4%	21%	9%	7%	8%	6%	10%	4%	7%	10%	7%	6%	8%	7%
Don't know	68	8	4	4	20	19	44	14	51	15	21	16	15	42	13	41	26	1	15	53	39	29	13	30	3	10	64	4	12	55
	18% egk	28%	17%	32%	25%	10%	25% e	9%	25% g	9%	14%	10%	11%	17%	14%	22%	15%	12%	17%	19%	20%	16%	15% x	20%	5%	22% x	20%	8%	13%	20%
NET: Likely	193	12	15	6	29	114	79	96	92	120	51	108	57	141	39	96	92	5	48	143	94	100	35	82	34	26	166	28	50	136
	52% j	40%	72%	41%	36%	60% f	44%	59% h	46%	73% Zj	36%	67% Zi	44%	57%	43%	50%	52%	59%	56%	50%	47%	56%	42%	56%	60%	58%	50%	61%	55%	49%
NET: Unlikely	114	9	3	4	32	57	56	52	59	29	72	37	57	66	39	54	58	2	22	92	66	48	35	35	20	9	100	14	28	85
	30% i	32%	12%	28%	40%	30%	31%	32%	29%	18% Zi	50% Zk	23%	44% m	26%	43% m	28%	33%	29%	26%	32%	33%	27%	42% wy	24%	34%	20%	30%	31%	32%	31%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 191

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the cost of living
Base: All selection option

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1291	360	528	403	126	234	261	267	208	195	534	751	54	207	189	71	318	214	1086	184	309	381	236	365	690	601	1063	100	68	40	63	137	120	111	86	134	163	163	104	681	81	174	62	194
Weighted base	1300	427	495	378	154*	273	241	254	187	191	545	749	69*	196	182	84*	297	195	1090	190	317	386	238	358	703	596	1086	110*	62*	42**	63*	143	111*	109*	87*	139*	173	171	93*	751	74*	151	53*	188
Very likely	82	38	34	10	21	17	18	16	6	4	36	47	7	14	5	14	20	6	59	20	17	24	13	28	41	41	70	9	2	*	4	6	3	10	7	6	15	10	8	47	4	11	9	3
	6% cR	9% c	7% c	3%	14% Zahi	6%	7% i	6%	3%	2%	7% n	6%	10% n	7%	3%	17% Znpq	7% rx	3%	5%	11%	5%	6%	5%	8%	6%	7%	6%	8%	4%	1%	7%	5%	3%	9%	8%	4%	9%	6%	8%	6% R	6% R	8% R	17% ZNR	2%
Somewhat likely	462	197	148	116	67	130	78	70	62	54	193	267	35	63	48	32	84	68	384	68	143	139	73	107	282	180	390	34	21	17	21	52	37	36	35	53	57	65	34	279	17	54	23	61
	36% gnp	46% Zbc	30%	31%	44% gi	48% Zfghi	32%	28%	33%	28%	35%	36%	50% mnp	32%	26%	38%	28%	35%	35%	36%	46% Znxrwy	36%	31%	30%	40% vwy	30%	36%	30%	34%	40%	33%	37%	33%	33%	40%	39%	33%	38%	37%	37% O	23%	36% O	43%	33%
Not very likely	402	94	160	148	33	61	70	90	61	87	181	219	12	63	83	21	97	65	346	53	91	116	82	113	207	195	337	28	24	13	16	42	38	28	21	47	57	59	29	223	28	37	9	81
	31% awQ	22%	32% a	39% Za	22%	22%	29% de	35% e	33% Zdafh	45%	33%	29%	17%	32%	45% Zlmopq	25% l	33% l	33%	32%	28%	29%	30%	34%	32%	29%	33%	31%	25%	38%	32%	25%	30%	34%	26%	24%	34%	33%	34%	32%	30%	38% Q	25%	17%	43% ZNPQ
Not at all likely	158	35	62	62	13	22	26	35	36	26	76	81	10	28	31	3	33	31	138	19	32	47	34	45	79	79	122	23	5	8	9	20	14	14	6	12	25	10	14	77	11	24	7	28
	12% L	8%	12%	16% a	8%	8%	11%	14% Zdef	19%	14%	14%	11%	14%	14%	17% o	4%	11%	16% o	13%	10%	10%	12%	14%	13%	11%	13%	11%	21% ZA	9%	18%	14%	14%	13%	13%	7%	9%	14% L	6%	15% L	10%	15%	16%	13%	15%
Don't know	196	63	91	41	20	44	50	42	21	20	59	135	6	28	16	14	63	25	164	29	35	60	37	65	95	101	166	17	9	4	14	22	19	20	18	18	19	27	8	124	14	24	6	14
	15% jkR	15%	18% c	11%	13%	16%	21% hi	16%	11%	11%	11%	18% j	9%	14%	9%	16%	21% Znq t	13%	15%	15%	11%	16%	15%	18% t	13%	17% t	15%	15%	15%	10%	22%	16%	17%	19%	21% M	14%	11%	16%	9%	17% R	19% R	16% R	11%	8%
NET: Likely	544	235	182	127	88	147	95	87	69	58	229	313	42	78	53	45	104	74	443	89	160	164	85	135	323	221	461	43	23	17	25	59	40	46	42	59	72	76	42	326	21	65	32	64
	42% cn	55% Zbc	37%	34%	57% Zfghi	54% Zfghi	39%	34%	37%	30%	42%	42%	60% Zlmnpq	40%	29%	54% np	35%	38%	41%	47%	50% Znvwy	42%	36%	38%	46% vwy	37%	42%	39%	38%	40%	40%	41%	36%	43%	49%	43%	42%	44%	45%	43% OR	29%	43% ZNOR	60%	34%
NET: Unlikely	560	129	221	210	46	82	96	125	97	112	258	301	22	91	113	25	130	96	484	72	123	162	116	158	285	274	459	51	29	21	24	62	52	42	27	58	82	69	43	301	39	62	16	109
	43% adel	30%	45% a	56% Zab	30%	30%	40% de	49%	52% Zdef	59% Zdef	47% k	40%	31%	46% o	62% Zlmopq	29%	44%	49% lo	44%	38%	39%	42%	49% t	44%	41%	46%	42%	46%	47%	50%	38%	43%	47% l	39%	30%	43%	47% l	40%	46%	40%	53% Q	41%	30%	58% ZNPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 192

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the cost of living
Base: All selection option

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1291	903	386	106	382	100	28	71	115	76	92	185	254	14	239	146	20	282	355	81	44	23	25	44	437	234	46	54	42	94	60	22	32	10	23	651	231	419	67	225	192	486	417
Weighted base	1300	717	578	114*	276	80*	20**	57*	82*	61*	69*	157	197	14**	182	124	15**	274	293	65*	42**	20**	24**	35*	546	171	32*	38*	30*	100*	43*	19**	22**	9**	20**	505	195	329	51*	176	161	381	336
Very likely	82	60	22	4	43	3	-	2	3	1	6	10	23	*	15	7	-	13	39	3	-	*	-	*	26	29	5	5	3	3	2	1	2	-	1	46	11	39	3	11	8	42	18
	6%	8%	4%	4%	15% Zoaghi	4%	-	3%	4%	2%	8%	6%	12% Z	3%	8%	6%	-	5%	13% Zqwx	5%	-	2%	-	1%	5%	17% Z	16% Z	14% Z	9%	3%	5%	4%	8%	-	5%	9% Z	6%	12% ZOPR	5%	6%	5%	11% ZPR	5%
Somewhat likely	462	289	169	21	158	42	8	21	13	20	26	80	96	3	88	40	6	68	151	35	15	4	7	12	169	97	18	25	18	19	5	5	9	3	19	208	79	143	20	67	59	183	126
	36% bchqEF	40% Zb	29%	18% Zoghi	57% Zoghi	52% Zcfi	39%	38% ch	15%	34% ch	39% Zo	51%	49% Za	24%	49% Zo	32%	42%	25% Zqx	51% Zqx	53% Zqx	36%	21%	31%	35%	31%	57% Z	56% Z	66% Z	60% Z	19%	11%	28%	40%	34%	91%	41% Z	41%	43%	38%	36%	37%	43% Z	36%
Not very likely	402	197	205	54	37	20	6	15	35	23	24	38	48	4	41	43	5	109	50	19	10	6	8	15	184	24	3	4	4	49	18	9	4	6	*	132	59	78	16	57	45	94	103
	31% dnABCDMQ	27%	36% a	47% Zdag	14%	25% d	30%	26% d	42% Zdag	38% d	35% n	24%	24%	27%	23%	35% ln	33%	40% Zr	17%	29% r	24%	32%	34%	42% r	34% r	14%	9%	11%	12%	49% Z	42%	45%	18%	66%	2%	26%	30%	24%	30%	33% MQ	28%	25%	31%
Not at all likely	158	84	74	26	8	3	5	7	23	9	8	7	11	4	12	20	2	53	17	2	14	2	6	5	59	3	2	2	1	22	14	1	4	-	-	60	19	34	9	21	20	43	41
	12% dklmnsA	12%	13%	23% Zde	3%	3%	24%	12% d	27% Zdeg	14% de	12% k	5%	6%	31%	7%	16% kln	12%	19% Znxx	6%	2%	34%	10%	28%	14% s	11% rs	2%	5%	4%	4%	22% Z	32% Z	6%	17%	-	-	12%	10%	10%	17%	12%	12%	11%	12%
Don't know	196	87	108	9	30	13	1	12	10	7	4	22	20	2	25	14	2	31	37	7	3	7	2	3	107	18	4	2	4	8	4	3	4	-	*	60	26	35	4	19	29	39	48
	15% jMQ	12%	19% a	8%	11%	16%	6%	22% cd	12%	12%	6%	14%	10%	15%	14%	12%	13%	11%	12%	11%	6%	35%	9%	8%	20% qr	10%	14%	5%	14%	8%	10%	17%	17%	-	2%	12%	13%	11%	9%	11%	18% MQ	10%	14%
NET: Likely	544	349	191	25	201	45	8	23	16	22	32	90	118	4	103	47	6	81	190	38	15	4	7	13	196	126	23	30	21	22	7	6	10	3	20	254	91	182	22	78	67	205	145
	42% bchqEF	49% Zb	33%	22%	73% Zoaghi	56% Zcfi	39%	41% ch	19%	36% h	47%	57% Zo	60% Zp	27%	57% Zo	38%	42%	29% Zqwx	65% Zqwx	58% Zqwx	36%	23%	31%	36%	36%	73% Z	72% Z	80% Z	69% Z	22%	16%	32%	47%	34%	96%	50% Z	47%	55% ZOPR	44%	44%	42%	54% ZOPR	43%
NET: Unlikely	560	280	279	80	45	22	11	21	57	32	32	45	59	8	53	63	7	162	67	20	24	8	15	20	243	28	5	6	5	70	32	10	8	6	*	192	78	113	24	79	65	137	143
	43% dklmnABCDM Q	39%	48% a	70% Zdegi	16%	28% d	55%	38% d	69% Zdegi	52% de	47% kln	29%	30%	58%	29%	51% kln	45%	59% Znxx	23%	31%	58%	42%	60%	56% rs	45% r	16%	14%	15%	17%	70% Z	74% Z	51%	35%	66%	2%	38%	40%	34%	48%	45% MQ	40%	36%	43% M

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 193
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the cost of living
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimis stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least undergr ad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1291	57	45	31	220	648	637	571	703	538	596	571	520	782	375	664	594	33	339	945	768	523	354	551	160	100	1059	232	392	870
Weighted base	1300	85*	62*	41**	342	572	715	502	775	503	616	548	532	818	345	780	499	21**	332	960	777	522	331	524	184	120*	1081	218	350	922
Very likely	82	4	5	4	9	52	26	43	36	58	15	54	19	62	11	32	47	3	23	59	45	37	18	43	4	10	73	9	25	55
	6%	5%	9%	9%	3%	9%	4%	9%	5%	12%	2%	10%	4%	8%	3%	4%	9%	15%	7%	6%	6%	7%	5%	8%	2%	8%	7%	4%	7%	6%
						f		h		Zj		Zl		n			o							x					
Somewhat likely	462	30	22	15	91	246	213	192	265	287	139	268	127	334	97	275	181	5	112	347	239	222	100	191	83	44	389	73	124	325
	36%	35%	35%	36%	27%	43%	30%	38%	34%	57%	23%	49%	24%	41%	28%	35%	36%	27%	34%	36%	31%	43%	30%	36%	45%	37%	36%	33%	36%	35%
		dfjln				Zf				Zj		Zl		Zn								Zt			Zv					
Not very likely	402	29	19	11	123	167	234	160	239	97	253	130	210	240	121	262	135	5	99	300	265	136	113	159	62	32	320	82	105	293
	31%	34%	30%	28%	36%	29%	33%	32%	31%	19%	41%	24%	39%	29%	35%	34%	27%	23%	30%	31%	34%	28%	34%	30%	34%	26%	30%	38%	30%	32%
		ik									Zi		Zk			p					u							A		
Not at all likely	158	7	3	6	50	47	111	61	96	9	143	24	119	65	78	100	53	5	43	114	98	60	53	55	13	15	130	28	45	110
	12%	9%	4%	15%	15%	8%	16%	12%	12%	2%	23%	4%	22%	8%	23%	13%	11%	24%	13%	12%	13%	11%	16%	11%	7%	13%	12%	13%	13%	12%
		elkm					e				Zi		Zk		Zm								ws							
Don't know	196	15	14	5	69	60	131	45	139	52	67	73	56	117	37	111	83	2	55	139	129	67	46	76	22	19	169	27	50	140
	15%	17%	22%	13%	20%	11%	18%	9%	18%	10%	11%	13%	11%	14%	11%	14%	17%	11%	17%	14%	17%	13%	14%	15%	12%	16%	16%	12%	14%	15%
		egjl					e		g																					
NET: Likely	544	34	27	19	100	298	240	236	301	345	154	322	146	396	108	307	228	9	135	406	285	259	118	234	87	54	462	82	149	380
	42%	40%	43%	45%	29%	52%	34%	47%	39%	69%	25%	59%	27%	48%	31%	39%	46%	42%	41%	42%	37%	50%	36%	45%	47%	45%	43%	37%	43%	41%
		dfjnt				Zf		h		Zj		Zl		Zn								Zt		v	v					
NET: Unlikely	560	36	21	17	173	213	345	221	335	106	398	154	329	305	199	362	188	10	143	415	364	196	166	214	75	47	450	110	150	403
	43%	43%	34%	42%	51%	37%	48%	44%	43%	21%	64%	28%	62%	37%	56%	46%	38%	47%	43%	43%	47%	36%	50%	41%	41%	39%	42%	50%	43%	44%
		elkm					e				Zk		Zn			p					u		Zw					A		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 194
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Accelerating the adoption of green energy and green technology in the UK
Base: All selection option

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployе d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	235	66	86	83	29	37	46	40	41	42	122	111	19	40	48	10	46	35	209	24	73	75	37	50	148	87	195	19	17	4	5	24	23	18	22	23	25	31	24	117	27	31	12	37
Weighted base	234	82*	79*	73*	38**	45*	44*	35**	38**	38*	133*	98*	28**	42**	45*	9**	37*	28**	199	32**	83*	68*	41**	44*	149	85*	181	26**	15*	8**	4**	24*	20**	17**	21**	20**	19*	31**	25**	132*	26**	26**	12**	30*
Very likely	27	15	7	4	9	7	4	3	2	3	22	4	8	5	4	1	3	-	18	9	9	7	7	5	16	11	18	7	2	-	-	4	1	3	4	3	2	1	-	13	2	5	6	2
	12%	18%	10%	6%	23%	15%	10%	9%	5%	7%	17%	4%	27%	11%	10%	8%	8%	-	9%	29%	11%	10%	16%	11%	11%	13%	10%	28%	8%	-	-	16%	6%	17%	21%	14%	10%	4%	-	10%	6%	17%	49%	7%
		k									k																																
Somewhat likely	91	32	31	29	13	19	17	15	14	15	53	38	10	18	18	3	13	11	78	13	32	22	18	20	54	37	77	5	5	5	1	5	4	10	9	9	8	15	15	54	8	11	3	13
	39%	38%	40%	39%	34%	42%	38%	42%	37%	42%	40%	39%	33%	44%	39%	37%	35%	39%	39%	41%	38%	34%	44%	44%	36%	44%	42%	18%	28%	59%	16%	21%	22%	58%	42%	46%	42%	49%	61%	41%	32%	42%	26%	45%
Not very likely	74	21	25	28	12	9	13	12	16	13	42	33	9	12	19	3	13	9	66	6	30	24	9	12	53	21	58	9	8	-	2	12	11	3	6	4	8	7	5	38	12	8	3	11
	32%	25%	32%	39%	32%	20%	30%	34%	42%	36%	32%	33%	31%	28%	43%	33%	37%	33%	33%	19%	36%	36%	23%	27%	36%	25%	32%	33%	44%	-	60%	52%	54%	19%	28%	19%	40%	21%	19%	29%	48%	31%	22%	37%
Not at all likely	19	6	5	8	2	4	1	5	5	2	8	11	-	4	2	2	1	5	17	2	9	4	5	1	13	6	11	1	4	3	1	2	-	-	-	3	1	4	2	15	1	-	-	2
	8%	7%	7%	11%	5%	10%	2%	13%	14%	7%	6%	11%	-	10%	5%	18%	4%	19%	9%	7%	11%	6%	13%	1%	9%	7%	6%	4%	20%	41%	23%	8%	-	-	-	13%	3%	13%	6%	11%	5%	-	-	7%
Don't know	22	9	9	4	3	6	9	*	1	3	7	12	2	3	1	*	6	3	20	1	3	10	2	8	13	9	17	5	-	-	-	1	4	1	2	2	1	4	3	13	2	2	*	2
	9%	11%	12%	5%	7%	14%	20%	1%	2%	8%	6%	13%	8%	8%	3%	4%	17%	9%	10%	4%	4%	14%	4%	17%	8%	11%	9%	18%	-	-	-	4%	18%	6%	8%	8%	5%	13%	13%	10%	9%	9%	3%	5%
																						t																						
																						n																						
NET: Likely	119	47	39	33	21	25	21	18	16	17	75	42	17	23	22	4	16	11	96	22	41	29	25	24	70	49	95	12	7	5	1	9	6	13	13	12	10	17	15	67	10	16	9	15
	51%	57%	49%	45%	57%	57%	48%	51%	42%	49%	57%	43%	61%	55%	49%	45%	43%	39%	48%	70%	49%	43%	60%	55%	47%	57%	53%	46%	36%	59%	16%	36%	28%	74%	64%	60%	52%	54%	61%	50%	39%	59%	75%	51%
NET: Unlikely	94	27	31	36	14	13	14	16	21	15	50	44	9	16	22	5	15	15	83	8	39	28	15	12	67	27	69	9	12	3	3	14	11	3	6	7	8	11	6	53	14	8	3	13
	40%	33%	39%	50%	36%	30%	32%	48%	56%	43%	38%	46%	31%	39%	49%	51%	40%	52%	42%	26%	47%	42%	36%	29%	45%	32%	38%	36%	64%	41%	84%	60%	54%	19%	28%	32%	43%	34%	26%	40%	53%	31%	22%	43%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 195
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Accelerating the adoption of green energy and green technology in the UK
Base: All selection option

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	235	183	51	14	82	25	6	43	6	7	16	56	63	3	92	16	7	34	78	29	9	20	3	7	55	49	4	6	20	13	4	3	19	1	1	125	55	77	29	46	31	106	77
Weighted base	234	153	81*	19*	61*	20**	4**	36*	8**	4**	20**	50*	71*	4**	73*	15**	7**	42**	63*	23**	8**	18*	2**	5**	72*	39*	3**	4**	16*	15**	1**	1**	15**	1**	1**	101*	46*	81*	28**	39*	29**	89*	63*
Very likely	27	19	8	5	9	2	-	2	-	1	1	6	8	-	8	3	1	8	9	3	-	2	-	1	5	5	1	1	2	5	-	-	1	-	-	19	-	11	4	2	1	15	4
	12%	12%	10%	28%	15%	9%	-	6%	-	12%	6%	12%	11%	-	11%	22%	7%	18%	14%	13%	-	10%	-	22%	7%	15%	39%	13%	11%	29%	-	-	10%	-	-	18%	-	19%	13%	6%	5%	17%	6%
		L																																		L		R			R	
Somewhat likely	91	64	28	5	30	14	-	9	4	1	8	23	32	1	37	8	4	17	25	16	1	10	1	2	20	16	2	1	11	5	2	2	4	-	1	38	25	28	10	19	7	38	26
	39%	42%	35%	27%	49%	67%	-	26%	51%	34%	41%	47%	45%	33%	51%	52%	50%	40%	39%	69%	14%	53%	55%	45%	27%	46%	61%	29%	68%	29%	35%	51%	27%	-	100%	36%	55%	46%	35%	50%	26%	42%	41%
					9																															K							
Not very likely	74	45	30	5	14	3	4	14	4	1	8	12	21	1	18	3	1	12	21	3	5	4	1	2	26	9	-	2	1	4	3	1	6	1	-	32	12	18	9	10	8	26	18
	32%	29%	37%	26%	23%	16%	88%	39%	49%	13%	41%	25%	30%	34%	25%	20%	17%	28%	33%	15%	66%	21%	45%	34%	37%	26%	-	58%	7%	22%	65%	49%	39%	100%	-	31%	26%	30%	30%	25%	34%	30%	29%
Not at all likely	19	12	8	4	2	2	-	4	-	1	2	2	2	-	5	-	2	6	5	-	-	1	-	-	8	2	-	-	-	4	-	-	2	-	-	9	1	2	4	6	-	6	6
	8%	8%	10%	19%	3%	8%	-	11%	-	12%	12%	4%	3%	-	7%	-	26%	14%	7%	-	4%	-	-	-	11%	5%	-	-	-	10%	-	-	15%	-	-	9%	3%	4%	13%	15%	-	7%	9%
																									M																		
Don't know	22	14	7	-	6	-	1	6	-	1	-	6	8	1	5	1	-	-	4	1	2	2	-	-	13	3	-	-	2	-	-	-	2	-	-	6	7	2	2	1	9	4	10
	9%	9%	9%	-	10%	-	12%	18%	-	29%	-	12%	11%	34%	7%	6%	-	-	7%	3%	21%	12%	-	-	18%	8%	-	-	14%	-	-	-	10%	-	-	6%	15%	3%	9%	3%	3%	5%	16%	
																																										MQ
NET: Likely	119	82	36	10	39	16	-	11	4	2	10	29	40	1	45	11	4	24	33	19	1	11	1	3	25	22	3	2	12	10	2	2	5	-	1	57	25	39	14	22	8	53	29
	51%	54%	45%	54%	64%	76%	-	32%	51%	46%	47%	59%	56%	33%	62%	75%	57%	58%	53%	82%	14%	63%	55%	66%	35%	61%	100%	42%	79%	58%	35%	51%	36%	-	100%	54%	55%	64%	49%	56%	31%	59%	46%
		g			9																																						
NET: Unlikely	94	56	38	9	16	5	4	18	4	1	11	14	23	1	23	3	3	18	25	3	5	5	1	2	34	11	-	2	1	8	3	1	8	1	-	42	13	20	12	15	8	32	24
	40%	37%	47%	46%	26%	24%	88%	50%	49%	24%	53%	29%	33%	34%	31%	20%	43%	42%	40%	15%	66%	29%	45%	34%	48%	31%	-	58%	7%	42%	65%	49%	53%	100%	-	40%	29%	33%	43%	40%	34%	36%	38%
								d																																		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 196
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Accelerating the adoption of green energy and green technology in the UK
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimis stic (j)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	235	9	8	7	21	151	81	145	89	123	89	135	66	157	55	151	72	12	46	189	97	138	64	96	33	28	176	59	68	166
Weighted base	234	16**	11**	10**	33**	134	98*	126	108*	112*	99*	128*	71*	159	50*	164	63*	7**	55*	179	103*	131	57*	87*	40**	35**	175	59*	50*	182
Very likely	27	-	-	-	6	22	5	18	9	21	6	24	2	25	1	18	9	1	10	17	14	13	8	10	6	4	25	2	4	23
	12%	-	-	-	19%	16%	6%	14%	9%	19%	6%	19%	2%	16%	1%	11%	14%	8%	19%	9%	14%	10%	14%	11%	14%	12%	14%	4%	8%	13%
						f				j		l		n																
Somewhat likely	91	8	8	6	5	61	28	57	32	60	26	59	24	65	18	69	19	3	22	69	40	51	20	32	19	13	70	22	20	71
	39%	50%	75%	59%	16%	45%	30%	45%	31%	54%	26%	46%	34%	41%	36%	42%	31%	42%	40%	39%	39%	39%	35%	37%	47%	36%	40%	37%	41%	39%
						f				Zj																				
Not very likely	74	7	-	4	15	38	37	39	35	25	41	32	29	48	20	51	21	3	13	61	36	38	16	27	9	14	50	24	15	57
	32%	45%	-	37%	44%	28%	38%	31%	33%	22%	42%	25%	41%	30%	39%	31%	33%	37%	24%	34%	35%	29%	28%	31%	23%	41%	29%	41%	30%	31%
											i																			
Not at all likely	19	-	-	-	4	6	13	5	14	-	19	7	10	11	8	13	7	-	2	17	5	15	4	9	5	2	14	5	5	15
	8%	-	-	-	12%	5%	13%	4%	13%	-	26%	6%	14%	7%	16%	8%	11%	-	3%	10%	4%	11%	8%	10%	12%	5%	8%	9%	10%	8%
	j						g		g		Zl																			
Don't know	22	1	3	*	3	7	13	6	16	5	6	6	6	11	3	14	7	1	7	15	8	14	9	9	2	2	17	5	6	16
	9%	6%	25%	5%	8%	5%	13%	5%	15%	5%	6%	5%	8%	7%	7%	9%	11%	13%	13%	8%	8%	10%	15%	11%	5%	5%	10%	9%	12%	9%
									g																					
NET: Likely	119	8	8	6	12	83	34	75	42	81	32	83	26	90	19	87	28	4	32	86	54	64	28	42	25	17	94	24	24	95
	51%	50%	75%	59%	35%	62%	35%	60%	39%	73%	32%	65%	37%	56%	37%	53%	45%	50%	59%	48%	53%	49%	49%	48%	61%	48%	54%	41%	48%	52%
		fj				f		h		Zj		Zj		n																
NET: Unlikely	94	7	-	4	19	44	49	45	49	25	61	40	39	59	28	64	28	3	15	79	41	53	20	36	14	16	64	30	20	71
	40%	45%	-	37%	56%	33%	51%	35%	46%	22%	61%	31%	55%	37%	56%	39%	44%	37%	27%	44%	40%	40%	35%	41%	35%	47%	37%	50%	40%	39%
	i						w				Zi		k		m															

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 197
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Renegotiating our agreements with the EU to improve trade
Base: All selection option

		Age								Gender		Age/gender						Ethnicity		Social Grade				Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	55+ Men (n)	18-34 Women (o)	35-44 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	240	62	84	108	18	32	42	42	43	63	136	104	11	47	57	7	37	49	203	35	92	52	48	48	144	96	196	17	14	13	11	20	15	21	14	21	33	34	27	121	19	17	9	61
Weighted base	228	61*	76*	91*	24**	37**	39*	37*	38*	53*	130	97*	17**	43*	47*	7**	33**	44*	189	37**	90*	46*	51*	40*	136	91*	189	13**	13**	12**	9**	19**	13**	21**	13**	22**	30**	38**	26**	132*	14**	14**	8**	51*
Very likely	23	11	7	6	5	5	5	2	2	3	15	8	4	2	3	1	4	3	16	5	9	4	6	4	13	10	19	2	2	-	-	2	1	2	1	6	3	3	2	13	1	3	3	2
	10%	18%	9%	6%	23%	14%	12%	5%	6%	6%	11%	8%	24%	6%	6%	20%	13%	6%	8%	15%	10%	9%	12%	9%	10%	11%	10%	14%	18%	-	-	10%	5%	8%	4%	26%	11%	9%	7%	10%	8%	20%	44%	4%
Somewhat likely	98	20	34	44	9	11	16	18	14	30	65	33	7	21	29	2	13	15	87	11	39	24	21	14	63	35	87	4	3	4	5	8	7	12	4	10	12	17	12	53	7	5	3	27
	43%	33%	45%	48%	36%	30%	41%	49%	37%	56%	50%	34%	40%	50%	61%	28%	39%	35%	46%	30%	44%	51%	41%	36%	46%	39%	46%	28%	23%	32%	62%	42%	53%	57%	30%	46%	41%	45%	47%	40%	51%	35%	36%	53%
											k				Zq																												
Not very likely	59	17	20	22	5	13	12	8	11	11	35	24	2	14	10	2	6	12	49	10	29	11	12	8	40	20	50	5	2	3	2	5	2	3	4	2	9	15	7	36	4	2	2	13
	26%	29%	26%	24%	20%	34%	30%	22%	29%	21%	27%	25%	13%	33%	22%	35%	17%	26%	26%	27%	32%	23%	24%	19%	29%	22%	26%	35%	19%	23%	18%	26%	15%	17%	34%	10%	31%	38%	29%	28%	28%	13%	20%	25%
Not at all likely	11	4	3	4	2	2	3	1	3	1	7	4	2	1	3	-	3	1	8	3	2	1	6	2	3	8	8	-	1	2	-	-	-	2	-	-	5	1	-	9	1	-	-	1
	5%	6%	4%	4%	7%	6%	7%	1%	7%	2%	5%	4%	10%	1%	6%	-	6%	3%	4%	9%	3%	1%	12%	5%	2%	9%	4%	-	9%	17%	-	-	-	9%	-	-	18%	2%	-	6%	4%	-	-	2%
																										x																	
Don't know	36	9	12	16	3	6	4	8	8	8	9	28	2	4	2	1	8	13	30	7	10	7	6	13	18	19	26	3	4	3	2	4	3	2	4	4	-	2	5	21	1	4	-	8
	16%	15%	16%	17%	14%	15%	9%	22%	21%	15%	7%	28%	13%	10%	5%	17%	23%	30%	16%	19%	12%	16%	12%	32%	13%	21%	14%	22%	31%	28%	20%	22%	27%	9%	32%	18%	-	6%	18%	16%	8%	31%	-	15%
		jn									Zj							Zmn						Zrtvx																				
NET: Likely	121	30	41	50	14	16	21	20	16	33	80	41	11	24	32	3	17	18	103	16	48	28	27	18	76	45	106	5	5	4	5	10	7	13	4	16	15	21	14	66	8	8	6	29
	53%	50%	54%	54%	59%	45%	54%	54%	43%	62%	61%	42%	63%	55%	67%	49%	52%	40%	54%	45%	54%	60%	53%	44%	56%	49%	56%	43%	41%	32%	62%	52%	58%	65%	35%	72%	52%	54%	53%	50%	59%	56%	80%	57%
											k				q																												
NET: Unlikely	70	21	23	26	6	15	14	9	14	12	42	29	4	15	13	2	8	13	57	13	31	11	18	10	43	28	57	5	4	5	2	5	2	5	4	2	14	15	7	45	5	2	2	14
	31%	35%	30%	29%	27%	40%	37%	24%	36%	23%	32%	29%	23%	34%	28%	35%	25%	29%	30%	37%	35%	24%	35%	24%	31%	30%	30%	39%	28%	40%	18%	26%	15%	26%	34%	10%	48%	40%	29%	34%	32%	13%	20%	28%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 198
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Renegotiating our agreements with the EU to improve trade
Base: All selection option

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (j)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	240	192	48	24	80	29	10	15	11	18	19	57	75	3	63	23	3	42	75	34	13	3	4	12	57	51	8	5	11	19	5	4	9	2	7	144	43	84	27	51	30	111	81
Weighted base	228	157	70*	30**	57*	22**	6**	11**	8**	15**	14**	48*	61*	3**	46*	23**	1**	46*	57*	29**	9**	2**	5**	11**	68*	35*	6**	3**	8**	23**	3**	3**	6**	2**	6**	120	34*	71*	18**	44*	24**	69*	68*
Very likely	23	18	5	2	10	2	-	1	-	2	1	6	9	1	8	2	*	2	7	4	-	-	-	1	10	6	*	2	1	2	-	-	-	-	1	14	4	10	2	5	1	12	6
	10%	11%	8%	7%	17%	8%	-	5%	-	16%	10%	13%	14%	31%	17%	9%	34%	5%	11%	12%	-	-	-	6%	14%	16%	5%	50%	16%	9%	-	-	-	-	-	13%	12%	11%	14%	11%	12%	2%	13%	9%
Somewhat likely	98	67	31	11	23	11	3	6	4	6	6	20	24	1	20	11	-	24	23	15	4	1	1	3	27	16	3	1	2	11	1	2	5	1	1	55	12	32	7	18	11	39	28
	43%	42%	44%	38%	40%	49%	47%	51%	54%	36%	39%	42%	39%	26%	43%	49%	-	53%	41%	53%	39%	65%	14%	24%	39%	47%	49%	33%	28%	46%	31%	71%	76%	50%	13%	46%	35%	45%	36%	40%	44%	43%	41%
Not very likely	59	42	17	10	11	7	3	2	3	5	5	13	14	-	9	6	1	13	19	6	3	-	1	2	15	8	1	-	1	7	2	1	1	1	4	31	9	17	6	12	7	24	19
	26%	27%	24%	33%	20%	33%	53%	18%	42%	31%	32%	28%	23%	-	21%	25%	68%	28%	34%	22%	36%	-	13%	17%	22%	24%	13%	-	16%	29%	59%	29%	19%	50%	68%	25%	28%	25%	34%	27%	29%	36%	27%
Not at all likely	11	9	2	3	1	1	-	2	*	2	*	4	5	-	1	4	-	2	-	1	-	-	4	2	2	-	1	-	-	1	*	-	-	-	-	4	5	5	1	3	-	6	3
	5%	5%	3%	9%	1%	3%	-	16%	4%	13%	2%	8%	8%	-	2%	15%	-	5%	-	2%	-	-	73%	19%	3%	-	14%	-	-	-	10%	-	-	-	-	3%	14%	7%	5%	6%	-	7%	4%
																																				ZK						
Don't know	36	22	15	4	12	2	-	1	-	*	2	5	10	1	8	*	-	4	8	3	2	1	-	4	15	4	1	1	3	2	-	-	*	-	*	17	5	7	3	7	6	9	13
	16%	14%	21%	12%	21%	9%	-	10%	-	3%	17%	10%	16%	43%	17%	2%	-	8%	14%	10%	25%	35%	-	34%	22%	13%	20%	17%	40%	10%	-	-	5%	-	5%	14%	14%	9%	14%	16%	24%	10%	19%	
NET: Likely	121	84	37	14	33	13	3	6	4	8	7	26	33	2	27	14	-	27	30	19	4	1	1	3	36	22	3	3	4	13	1	2	5	1	2	69	16	42	9	23	11	50	34
	53%	54%	52%	45%	57%	56%	47%	56%	54%	52%	49%	55%	54%	57%	60%	58%	34%	59%	52%	65%	39%	65%	14%	30%	53%	63%	53%	83%	44%	56%	31%	71%	76%	50%	26%	57%	46%	59%	47%	52%	47%	56%	50%
NET: Unlikely	70	51	19	13	12	8	3	4	4	7	5	17	19	-	10	9	1	15	19	7	3	-	4	4	17	8	2	-	1	8	2	1	1	1	4	34	14	23	7	14	7	30	21
	31%	32%	28%	43%	21%	35%	53%	35%	46%	45%	34%	36%	30%	-	22%	40%	66%	33%	34%	24%	36%	-	86%	35%	25%	24%	27%	-	16%	34%	69%	29%	19%	50%	68%	29%	40%	32%	39%	32%	29%	33%	31%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 199
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Renegotiating our agreements with the EU to improve trade
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimis stic (j)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	240	4	19	2	21	140	98	133	105	142	82	134	78	157	58	160	75	5	48	191	103	137	56	111	28	28	202	38	52	185
Weighted base	228	7**	24**	2**	35**	121	104*	116*	110*	129	85*	121	77*	148	53*	174	50*	3**	51*	173	104*	124	44*	104*	31**	32**	193	35**	42*	182
Very likely	23	-	2	-	3	16	4	14	9	19	3	14	5	19	1	14	9	-	6	17	10	13	5	10	1	4	19	4	6	16
	10%	-	8%	-	9%	13%	4%	12%	8%	15%	4%	12%	7%	13%	1%	8%	17%	-	11%	10%	10%	11%	12%	10%	4%	12%	10%	10%	14%	9%
						f				j				n																
Somewhat likely	98	3	13	-	13	58	40	55	43	64	31	55	33	59	30	77	20	1	21	73	45	53	15	55	17	5	80	18	16	82
	43%	53%	55%	-	38%	48%	38%	48%	39%	49%	37%	46%	44%	40%	56%	44%	40%	33%	41%	42%	43%	43%	35%	53%	54%	15%	42%	51%	38%	45%
Not very likely	59	1	3	-	12	28	31	29	30	28	32	30	24	42	15	47	12	-	11	48	31	28	13	25	6	15	53	6	10	48
	26%	23%	11%	-	34%	23%	30%	25%	27%	21%	37%	25%	32%	28%	29%	27%	24%	-	23%	28%	30%	23%	29%	24%	20%	46%	28%	17%	24%	27%
											i																			
Not at all likely	11	-	2	1	-	3	8	3	8	3	8	5	6	7	1	8	3	1	7	4	3	7	3	3	2	2	7	4	2	9
	5%	-	8%	23%	-	3%	7%	2%	7%	3%	9%	4%	8%	5%	3%	4%	5%	17%	13%	2%	3%	6%	6%	3%	7%	6%	4%	12%	5%	5%
																			a											
Don't know	36	2	4	2	7	15	21	14	20	15	11	17	7	21	6	28	7	2	6	30	15	21	8	11	5	6	33	4	8	27
	16%	24%	18%	77%	19%	12%	20%	13%	18%	12%	13%	14%	10%	14%	10%	16%	13%	50%	12%	18%	15%	17%	19%	10%	15%	20%	17%	10%	19%	15%

| | | |

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving adult social care in the UK
Base: All selection option

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployed d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	247	33	86	128	13	20	35	51	52	76	95	151	6	28	49	7	58	79	218	26	65	88	38	56	153	94	213	18	10	6	6	30	24	29	22	16	30	28	25	93	20	30	8	84
Weighted base	240	42**	88*	112	14**	28**	33**	53*	40*	72*	99*	140	7**	30**	45*	8**	56*	68*	213	25**	55*	90*	45**	50*	146	95*	200	27**	8**	6**	7**	32**	19**	30**	22**	14**	24**	31**	21**	100*	20**	28**	8**	76*
Very likely	16	4	5	7	-	4	3	2	3	4	8	8	-	4	*	-	2	6	13	3	3	5	4	5	8	9	12	3	1	-	-	3	3	-	1	2	2	1	-	11	1	1	-	3
	7%	9%	6%	6%	-	14%	9%	5%	8%	5%	8%	6%	-	12%	1%	-	3%	10%	6%	10%	5%	5%	8%	10%	5%	9%	6%	10%	15%	-	-	11%	15%	-	6%	16%	8%	3%	-	11%	5%	4%	-	4%
Somewhat likely	88	22	28	38	9	13	10	18	13	25	40	48	4	11	17	5	16	21	76	12	19	34	19	15	53	34	69	14	1	4	2	16	7	6	9	6	12	5	6	38	10	6	6	25
	36%	52%	32%	34%	65%	46%	30%	33%	32%	35%	40%	34%	58%	37%	39%	71%	30%	30%	36%	48%	35%	37%	42%	31%	37%	36%	35%	51%	14%	59%	33%	49%	35%	20%	43%	47%	52%	15%	28%	38%	52%	20%	70%	33%
Not very likely	74	8	22	45	1	6	8	14	16	29	23	50	*	3	17	1	19	28	72	1	24	26	11	13	50	24	65	4	4	1	5	6	4	17	5	2	6	9	11	26	5	10	-	31
	31%	18%	26%	40%	9%	23%	23%	27%	39%	40%	24%	35%	6%	10%	37%	12%	34%	41%	34%	5%	43%	29%	25%	26%	34%	26%	32%	15%	57%	15%	67%	18%	22%	55%	23%	14%	25%	28%	55%	26%	25%	36%	-	40%
																					y																							
Not at all likely	32	3	11	17	*	3	3	8	6	12	15	17	-	4	8	*	7	10	29	3	4	14	5	8	19	13	27	5	-	-	-	3	3	5	2	2	4	5	3	8	3	6	-	14
	13%	8%	13%	16%	3%	11%	10%	15%	15%	16%	15%	12%	-	13%	18%	5%	13%	14%	14%	12%	8%	16%	11%	17%	13%	14%	13%	19%	-	-	-	11%	17%	16%	11%	12%	15%	16%	13%	8%	14%	23%	-	19%
Don't know	30	5	20	5	3	2	9	11	3	3	13	17	3	9	2	1	11	3	23	6	5	12	6	8	16	14	26	1	1	2	-	4	2	3	4	1	-	12	1	18	1	5	3	3
	13%	12%	23%	5%	24%	6%	28%	20%	7%	4%	13%	12%	36%	28%	5%	12%	20%	5%	11%	25%	9%	13%	14%	16%	11%	15%	13%	5%	14%	25%	-	12%	11%	9%	17%	10%	-	38%	5%	18%	5%	17%	30%	4%
		cR		Zc				i										nq																					R				
NET: Likely	104	26	33	45	9	17	13	20	16	29	48	56	4	15	18	5	18	27	89	14	22	39	23	20	61	43	82	16	2	4	2	19	10	6	11	9	14	5	6	49	11	7	6	28
	43%	62%	38%	40%	65%	60%	39%	38%	40%	40%	48%	40%	58%	49%	40%	71%	33%	40%	42%	58%	40%	43%	50%	41%	42%	45%	41%	60%	29%	59%	33%	60%	49%	20%	49%	64%	60%	17%	28%	49%	57%	24%	70%	37%
NET: Unlikely	106	11	33	62	2	9	11	22	21	41	38	67	*	7	25	1	26	37	101	4	28	40	16	22	68	38	92	9	4	1	5	9	8	22	8	4	10	14	14	33	8	17	-	45
	44%	26%	38%	55%	12%	34%	33%	42%	53%	56%	39%	48%	6%	23%	55%	17%	47%	55%	48%	17%	51%	44%	36%	43%	47%	40%	46%	34%	57%	15%	67%	29%	39%	71%	34%	26%	40%	45%	68%	33%	38%	59%	-	59%
					b																																							ZN

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 204

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving adult social care in the UK
Base: All selection option

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Lab to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	247	187	60	32	66	38	6	8	23	13	31	40	55	2	58	26	6	76	63	29	5	4	10	7	53	45	4	4	4	11	32	17	11	4	-	3	132	52	87	18	48	34	105	82
Weighted base	240	145	96*	34**	44*	29*	6**	6**	16**	9**	23**	31*	44*	2**	44*	22**	4**	72*	49*	23**	10**	3**	8**	5**	71*	30*	3**	2**	6**	34**	12**	10**	3**	-**	1**	10*	38*	69*	16**	34*	26**	89*	60*
Very likely	16	14	2	-	12	-	-	1	1	-	3	2	8	-	5	1	-	2	11	1	-	-	-	-	3	10	1	-	-	-	1	-	-	-	-	-	12	2	11	1	-	2	12	2
	7%	10%	2%	-	28%	-	-	9%	7%	-	15%	5%	18%	-	11%	4%	-	3%	23%	2%	-	-	-	-	4%	33%	27%	-	-	-	10%	-	-	-	-	11%	5%	16%	5%	-	7%	14%	3%
					Ze								Z						Zqx							Z												ZOR				ZOR	
Somewhat likely	88	55	32	11	22	12	3	2	4	3	8	16	20	1	21	11	1	19	21	11	5	1	5	2	34	14	2	2	4	11	2	3	-	-	*	44	11	29	7	14	6	35	20
	36%	38%	34%	31%	50%	42%	50%	25%	23%	29%	35%	52%	45%	77%	48%	48%	25%	26%	43%	47%	52%	33%	59%	50%	33%	47%	52%	73%	61%	31%	18%	31%	-	-	32%	42%	28%	41%	42%	42%	23%	41%	34%
Not very likely	74	49	25	16	6	12	1	4	7	4	9	11	14	*	11	5	1	31	8	9	1	-	3	2	20	4	1	-	1	16	5	4	3	-	1	32	17	17	7	12	13	24	25
	31%	34%	26%	48%	14%	40%	14%	60%	43%	44%	36%	35%	31%	23%	24%	23%	20%	43%	17%	40%	8%	-	35%	50%	28%	13%	21%	-	22%	48%	44%	46%	89%	-	43%	30%	45%	25%	43%	37%	49%	28%	42%
		dA				d												r																								M	
Not at all likely	32	16	16	6	1	1	2	*	4	1	2	1	2	-	2	5	-	17	2	*	4	-	*	-	8	*	-	1	*	6	3	1	*	-	-	10	5	7	2	4	2	9	7
	13%	11%	17%	19%	3%	3%	38%	6%	24%	7%	9%	3%	4%	-	4%	23%	-	24%	4%	2%	40%	-	6%	-	11%	1%	-	27%	7%	19%	23%	9%	11%	-	-	9%	12%	11%	10%	13%	9%	11%	11%
		dA																Zr																									
Don't know	30	11	20	1	2	4	-	-	*	2	1	1	1	-	6	1	2	3	6	2	-	2	-	-	17	2	-	-	1	1	*	1	-	-	*	7	3	5	-	3	3	5	6
	13%	7%	21%	2%	5%	15%	-	-	3%	20%	3%	5%	3%	-	13%	3%	55%	4%	13%	8%	-	67%	-	-	24%	6%	-	-	10%	2%	4%	14%	-	-	24%	7%	9%	7%	-	8%	12%	6%	10%
			a																						q																	
NET: Likely	104	69	34	11	34	12	3	2	5	3	11	18	28	1	26	12	1	21	32	11	5	1	5	2	26	24	2	2	4	11	3	3	-	-	*	56	13	40	7	14	8	47	22
	43%	48%	36%	31%	78%	42%	50%	34%	30%	29%	50%	58%	63%	77%	59%	52%	25%	29%	66%	50%	52%	33%	59%	50%	37%	80%	79%	73%	61%	31%	28%	31%	-	-	32%	54%	34%	58%	48%	42%	30%	56%	37%
		q			Ze								Z		Z				Zqx							Z												ZR				R	
NET: Unlikely	106	65	42	22	8	12	3	4	11	5	11	12	15	*	12	10	1	48	10	10	5	-	3	2	28	4	1	1	2	22	8	5	3	-	1	42	22	25	8	17	15	33	32
	44%	45%	43%	67%	17%	43%	50%	66%	67%	51%	47%	38%	35%	23%	28%	45%	20%	67%	20%	42%	48%	-	41%	50%	39%	14%	21%	27%	29%	67%	67%	58%	100%	-	43%	40%	57%	38%	52%	50%	58%	39%	53%
		dnrA				d												Zrx																									M	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 205

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving adult social care in the UK
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimis stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £82,00 0 (x)	£82,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	247	15	3	4	30	147	99	143	102	163	112	122	81	155	60	174	70	3	42	202	119	128	71	102	39	15	190	57	62	183
Weighted base	240	28**	5**	6**	46**	132	107*	125	113*	97*	108*	112*	83*	145	66*	188	50*	2**	43**	194	124*	116*	64*	94*	42**	16**	188	53*	69*	170
Very likely	16	-	-	-	2	13	3	10	6	12	1	9	4	9	5	11	5	-	4	12	7	9	2	7	3	1	13	3	4	12
	7%	-	-	-	5%	10%	3%	8%	5%	12%	1%	8%	4%	6%	7%	6%	10%	-	10%	6%	6%	8%	3%	8%	8%	9%	7%	6%	6%	7%
										j																				
Somewhat likely	88	20	2	-	8	49	38	47	40	54	24	54	21	56	24	67	20	1	25	62	41	46	18	40	18	8	75	12	21	67
	36%	70%	31%	-	17%	37%	36%	38%	38%	56%	22%	48%	26%	39%	36%	36%	39%	37%	59%	32%	33%	40%	28%	43%	43%	47%	40%	23%	30%	39%
		j								Zj			i														B			
Not very likely	74	5	-	2	16	43	31	44	30	18	48	30	33	48	19	61	13	-	10	62	37	37	24	30	12	3	53	21	23	51
	31%	17%	-	37%	36%	33%	29%	35%	27%	18%	45%	27%	39%	33%	29%	32%	27%	-	25%	32%	30%	32%	38%	32%	27%	19%	28%	39%	33%	30%
		j									Zi																			
Not at all likely	32	-	-	2	11	15	17	17	15	5	26	8	18	13	15	28	3	*	-	32	19	13	16	7	2	-	26	6	14	18
	13%	-	-	40%	24%	12%	16%	13%	13%	5%	24%	7%	22%	9%	23%	15%	7%	22%	-	16%	15%	11%	24%	7%	5%	-	14%	12%	21%	10%
		i									Zi		k		m								Zw							
Don't know	30	4	3	1	9	11	18	7	22	9	9	11	7	19	4	21	9	1	3	27	20	11	5	10	7	4	20	10	7	22
	13%	13%	69%	23%	19%	8%	17%	5%	19%	9%	8%	10%	9%	13%	6%	11%	18%	41%	6%	14%	16%	9%	7%	10%	17%	26%	11%	19%	10%	13%
		g															g													
NET: Likely	104	20	2	-	10	63	41	58	46	66	25	63	25	65	28	78	25	1	29	74	48	55	20	47	22	9	88	16	25	79
	43%	70%	31%	-	22%	47%	38%	46%	41%	68%	23%	56%	30%	45%	43%	42%	49%	37%	69%	38%	39%	48%	31%	50%	51%	55%	47%	30%	36%	47%
		j								Zj		Zl											v				B			
NET: Unlikely	106	5	-	5	27	58	48	61	46	22	74	38	51	61	34	89	17	*	10	94	56	50	40	37	13	3	79	27	37	69
	44%	17%	-	77%	59%	44%	45%	48%	40%	23%	69%	34%	61%	42%	51%	47%	33%	22%	25%	48%	45%	43%	62%	40%	32%	19%	42%	51%	54%	41%
		i									Zi		Zk										Zw							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 206

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Getting the UK economy growing again
Base: All selection option

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployed d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	858	203	282	373	80	123	141	141	143	230	438	418	44	158	178	35	123	195	741	110	249	252	166	191	501	357	725	74	42	17	35	92	66	66	77	82	110	118	79	424	48	79	36	227
Weighted base	886	246	280	361	102*	143*	133	147	136	225	469	425	60*	162	170	41**	117*	191	764	115*	266	257	181	182	524	363	753	73*	43*	18**	39**	98*	69*	68*	76*	86*	109*	119*	88*	475	44**	74*	32**	219
Very likely	69	27	24	19	19	8	12	12	8	10	43	25	15	13	9	2	11	10	46	23	26	14	14	15	40	29	64	3	1	2	4	8	5	7	9	6	11	6	7	37	5	6	7	12
	8%	11%	9%	5%	19%	5%	9%	8%	6%	5%	9%	6%	28%	8%	5%	6%	9%	5%	6%	20%	10%	5%	8%	8%	8%	8%	8%	4%	3%	10%	9%	9%	8%	10%	12%	7%	10%	5%	8%	8%	12%	9%	21%	5%
			c		Zehi								Zmnpq							Zrtuvwxy																							
Somewhat likely	333	112	97	125	46	66	48	49	43	81	173	161	27	56	58	19	41	66	292	37	107	104	65	57	211	122	282	27	18	6	14	34	26	18	29	26	47	59	29	196	11	22	14	74
	38%	46%	35%	35%	45%	46%	36%	33%	32%	36%	38%	38%	45%	34%	34%	47%	35%	35%	38%	32%	40%	41%	36%	31%	40%	34%	37%	37%	43%	36%	36%	35%	37%	26%	37%	30%	43%	50%	33%	41%	25%	30%	44%	34%
			bc				h																														H	ZHJM					

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	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (q)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Conviction (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaign (Q)	NET: Since campaign (R)
Unweighted base	191	141	49	30	38	25	3	5	26	8	30	34	37	2	34	38	2	57	34	19	7	8	9	4	53	25	3	2	7	24	13	5	1	1	3	93	46	58	19	40	24	77	64
Weighted base	202	125	76	33**	28*	22**	2**	5**	21**	6**	24**	36**	34**	2**	31**	35**	2**	59*	31**	18**	6**	9**	8**	3**	69*	21**	1**	2**	5**	27**	10**	4**	1**	***	2**	83*	39*	52*	19**	31*	23**	71*	54*
Very likely	19	18	1	1	8	4	-	-	-	-	5	5	4	-	6	7	-	2	8	4	-	-	-	-	5	7	-	-	1	1	-	1	-	-	-	13	4	14	-	3	1	14	4
	9%	14%	1%	3%	28%	17%	-	-	-	-	22%	13%	11%	-	20%	20%	-	3%	27%	26%	-	-	-	-	7%	35%	-	-	18%	4%	-	22%	-	-	-	16%	11%	26%	-	9%	5%	19%	7%
		b				Z																														ZR						Z	
Somewhat likely	42	36	6	8	12	8	1	2	5	*	5	17	8	1	9	10	1	13	10	5	2	2	1	*	7	7	1	2	2	6	2	*	-	*	1	23	12	16	5	7	7	21	14
	21%	29%	8%	23%	42%	38%	62%	35%	22%	6%	22%	48%	24%	61%	31%	27%	22%	22%	34%	29%	39%	19%	19%	12%	10%	33%	100%	100%	53%	23%	23%	10%	-	100%	49%	28%	31%	31%	28%	22%	32%	30%	27%
		b				Z																																					
Not very likely	72	38	34	14	7	4	-	3	6	3	6	4	13	1	9	9	2	17	7	6	3	4	4	1	29	5	-	-	1	10	2	1	1	-	-	27	9	13	7	10	9	19	19
	36%	30%	46%	42%	24%	20%	-	56%	28%	57%	26%	12%	38%	39%	28%	25%	78%	29%	24%	35%	47%	46%	55%	47%	43%	24%	-	-	29%	37%	23%	35%	100%	-	-	33%	23%	25%	35%	33%	37%	27%	34%
Not at all likely	50	23	27	8	-	2	1	-	9	1	6	6	5	-	2	7	-	24	-	1	1	3	2	*	19	-	-	-	-	7	5	1	-	-	-	14	9	6	5	10	2	11	12
	25%	18%	35%	24%	-	10%	38%	-	44%	24%	25%	16%	16%	-	7%	19%	-	41%	-	4%	14%	35%	28%	11%	27%	-	-	-	-	26%	53%	33%	-	-	-	17%	23%	12%	25%	31%	10%	15%	22%
		d			a													Z																						M			
Don't know	20	11	8	3	2	3	-	*	1	1	1	4	4	-	5	3	-	3	5	2	-	-	-	1	9	2	-	-	-	3	-	-	-	-	1	6	5	3	2	2	4	6	5
	10%	9%	10%	8%	6%	15%	-	10%	6%	14%	6%	11%	11%	-	-	15%	9%	5%	16%	11%	-	-	-	30%	13%	8%	-	-	-	10%	-	-	-	-	51%	7%	12%	6%	13%	5%	16%	8%	10%
NET: Likely	60	53	7	9	20	12	1	2	5	*	10	22	12	1	16	17	1	15	19	9	2	2	1	*	12	14	1	2	3	7	2	1	-	*	1	36	17	30	5	10	8	35	18
	30%	43%	9%	26%	70%	55%	62%	35%	22%	6%	44%	62%	35%	61%	50%	47%	22%	25%	61%	50%	39%	19%	19%	12%	17%	68%	100%	100%	71%	27%	23%	32%	-	100%	49%	43%	42%	58%	28%	31%	37%	50%	34%
		b			Z																															ZOR						Z	
NET: Unlikely	122	61	61	22	7	7	1	3	15	5	12	10	18	1	11	15	2	41	7	7	4	7	6	2	48	5	-	-	1	17	8	2	1	-	-	41	18	19	11	20	11	30	31
	60%	49%	81%	66%	24%	30%	38%	56%	71%	81%	51%	28%	54%	39%	35%	44%	78%	69%	24%	39%	61%	81%	58%	70%	24%	-	-	29%	63%	77%	68%	100%	-	-	49%	46%	36%	59%	64%	47%	42%	57%	
		dNQ			Za																																		M			M	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Zq/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
return to Index

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 214
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the condition of roads and railways in the UK
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligible (b)	Admin reason (c)	Disengaged/ dissillusioned (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergrad degree (t)	At least undergrad degree (u)	Up to £21,000 (v)	£21,001 to £40,000 (w)	£40,001 to £62,000 (x)	£62,001 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	191	8	3	3	25	96	90	97	89	71	104	84	90	119	60	127	63	1	51	139	113	78	49	87	22	18	148	43	46	144
Weighted base	202	12**	5*	6**	40**	88*	108*	93*	102*	63*	120*	81*	102*	126*	63*	148	54*	**	59*	142	115*	87*	53*	88*	21**	22**	159	43*	42*	159
Very likely	19	-	-	-	1	10	6	11	8	13	5	14	4	14	4	11	8	-	7	11	7	12	8	6	3	1	18	1	2	17
	9%	-	-	-	3%	11%	6%	12%	7%	21%	4%	17%	4%	11%	6%	7%	15%	-	12%	8%	6%	14%	15%	6%	14%	6%	11%	2%	5%	11%
										Zj		l																		
Somewhat likely	42	1	-	-	4	27	15	27	14	19	20	22	19	30	11	28	13	-	19	22	21	21	8	20	4	9	35	7	6	36
	21%	6%	-	-	9%	31%	14%	29%	14%	31%	16%	28%	19%	24%	18%	19%	25%	-	33%	16%	18%	24%	14%	22%	19%	42%	22%	16%	14%	22%
						f		h											a											
Not very likely	72	3	5	2	18	24	46	21	49	17	46	28	39	48	21	55	17	-	15	58	44	28	23	31	6	4	55	17	17	55
	36%	27%	100%	27%	47%	28%	43%	23%	48%	27%	38%	34%	39%	38%	34%	37%	32%	-	25%	41%	39%	32%	43%	35%	29%	16%	34%	41%	41%	35%
									g																					
Not at all likely	50	6	-	4	11	19	30	27	23	8	42	10	34	24	22	39	10	*	11	37	31	18	14	20	4	6	37	13	15	34
	25%	47%	-	73%	28%	22%	28%	29%	22%	12%	35%	12%	33%	19%	35%	26%	19%	100%	19%	26%	27%	21%	26%	22%	18%	29%	23%	30%	36%	21%
		k									i		k		m															
Don't know	20	2	-	-	5	6	10	6	8	6	8	7	5	10	4	15	5	-	6	13	12	8	1	12	4	2	15	5	2	18
	10%	19%	-	-	14%	7%	9%	7%	8%	9%	7%	9%	5%	8%	7%	10%	9%	-	10%	9%	10%	9%	2%	14%	20%	7%	9%	12%	4%	11%
NET: Likely	60	1	-	-	5	37	21	38	22	33	25	37	23	44	15	39	21	-	27	34	27	33	15	25	7	11	53	8	8	52
	30%	6%	-	-	12%	43%	19%	41%	22%	52%	20%	46%	23%	35%	24%	26%	40%	-	46%	24%	24%	38%	29%	29%	32%	48%	33%	18%	19%	33%
						f		h		Zj		Zi							a											
NET: Unlikely	122	9	5	6	30	43	77	48	72	25	88	37	73	73	43	94	27	*	26	95	76	46	37	51	10	10	92	30	32	89
	60%	75%	100%	100%	75%	50%	71%	52%	70%	39%	73%	46%	72%	58%	69%	64%	51%	100%	44%	67%	66%	53%	69%	57%	48%	49%	58%	70%	77%	56%
		i					w		g		i		k							r									D	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
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return to Index

Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 215
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the economy in towns and cities outside of London and the South East
Base: All selection option

		Age							Gender		Age/gender							Ethnicity		Social Grade					Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	212	39	89	84	13	26	47	42	36	48	119	91	8	54	42	5	35	42	186	20	53	47	58	54	100	112	170	22	12	8	7	37	29	16	17	14	17	18	15	99	21	31	4	46
Weighted base	208	45**	82*	82*	14**	31**	45*	37*	37**	46*	116*	91*	9**	50*	38*	4**	32**	44*	184	21**	55*	46*	61*	44*	104*	109*	166	22**	12**	8**	5**	40*	25**	19**	15**	15**	20**	16**	11**	103*	18**	31**	4**	48*
Very likely	12	3	8	1	2	1	3	4	1	1	9	3	2	6	1	-	2	1	11	1	-	4	5	4	4	8	10	-	-	2	1	1	1	3	-	3	1	-	-	8	1	3	-	-
	6%	6%	10%	2%	16%	2%	7%	12%	2%	1%	8%	3%	23%	12%	2%	-	6%	1%	6%	3%	-	8%	8%	8%	4%	8%	6%	-	-	22%	20%	3%	3%	14%	-	20%	6%	-	-	8%	3%	9%	-	-
			c																						1																			
Somewhat likely	59	19	18	22	8	11	11	8	12	10	34	25	6	10	9	2	8	13	51	8	23	9	15	12	32	27	47	6	5	-	-	17	4	6	5	5	1	6	3	35	4	7	1	10
	28%	42%	22%	27%	56%	35%	24%	21%	33%	23%	29%	28%	61%	20%	25%	47%	26%	29%	28%	38%	42%	18%	24%	28%	31%	26%	28%	29%	45%	-	-	42%	17%	34%	35%	30%	7%	36%	30%	34%	21%	23%	29%	22%
																					u																						
Not very likely	76	11	32	33	*	11	19	14	13	20	48	28	-	22	17	*	10	15	68	9	20	23	20	14	42	34	63	4	5	4	2	14	13	3	5	6	9	7	4	34	7	10	-	22
	37%	25%	40%	40%	3%	35%	42%	37%	35%	45%	41%	31%	-	44%	46%	9%	32%	35%	37%	43%	36%	49%	33%	32%	41%	33%	38%	20%	41%	51%	39%	36%	51%	15%	35%	40%	43%	45%	35%	33%	42%	34%	-	50%
Not at all likely	26	5	7	14	2	3	2	5	8	7	15	10	2	5	8	-	2	6	23	2	6	4	10	7	9	17	19	6	1	-	1	6	3	1	2	1	4	*	1	13	1	5	-	6
	13%	11%	9%	17%	11%	11%	6%	13%	20%	15%	13%	11%	16%	10%	20%	-	8%	14%	13%	7%	10%	8%	16%	16%	9%	16%	11%	29%	9%	-	23%	14%	11%	6%	11%	7%	30%	1%	10%	13%	8%	16%	-	13%
Don't know	35	7	16	11	2	5	10	6	4	7	10	25	-	7	2	2	9	9	30	2	6	10	12	7	16	19	27	5	1	2	1	2	5	6	3	*	5	3	3	12	5	6	2	7
	17%	16%	20%	14%	14%	17%	22%	18%	11%	16%	9%	28%	-	15%	6%	43%	28%	20%	17%	9%	11%	20%	19%	16%	16%	18%	16%	22%	4%	26%	18%	6%	19%	31%	20%	2%	24%	18%	24%	12%	28%	19%	71%	15%
																					j																						
NET: Likely	71	21	26	24	10	11	14	12	13	11	43	28	8	16	10	2	10	14	63	8	23	13	19	16	36	35	57	6	5	2	1	18	5	9	5	8	3	6	3	43	4	10	1	10
	34%	48%	32%	29%	73%	37%	31%	33%	34%	24%	37%	31%	84%	31%	27%	47%	32%	31%	34%	41%	42%	26%	32%	37%	35%	34%	34%	29%	45%	22%	20%	45%	20%	48%	35%	50%	13%	36%	30%	42%	24%	32%	29%	22%
																																							R				
NET: Unlikely	103	16	40	47	2	14	21	18	20	27	63	38	2	27	25	*	13	22	91	10	25	26	30	21	52	51	82	11	6	4	3	20	15	4	7	7	13	7	5	47	9	15	-	28
	49%	36%	48%	57%	14%	46%	47%	50%	55%	59%	54%	41%	16%	54%	67%	9%	40%	49%	49%	51%	46%	54%	50%	47%	50%	49%	49%	49%	50%	51%	62%	50%	61%	21%	46%	48%	63%	46%	46%	46%	50%	48%	-	63%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 216
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the economy in towns and cities outside of London and the South East
Base: All selection option

		Voting behaviour		2024 General Election Vote						Considered voting						2019 General Election Vote							Labour Voters					Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (q)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Conviction (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaign (Q)	NET: Since campaign (R)
Unweighted base	212	157	55	27	58	20	8	9	19	13	27	35	50	4	50	21	5	61	49	12	12	7	3	12	56	32	7	9	7	26	12	5	3	1	4	120	34	70	13	38	36	83	74
Weighted base	208	130	78*	32**	43*	16**	5**	7**	12**	12**	17**	32**	40*	4**	35*	19**	5**	60*	38*	12**	10**	7**	4**	13**	64*	24**	4**	5**	6**	31**	7**	4**	2**	1**	2**	102*	26**	59*	11**	29*	31**	70*	60*
Very likely	12	10	2	-	5	4	-	-	-	2	1	3	1	-	1	1	-	3	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	*	10	*	7	-	3	-	7	3
	6%	8%	2%	-	11%	23%	-	-	-	16%	7%	8%	3%	-	3%	7%	-	-	8%	11%	-	-	-	15%	9%	12%	-	34%	-	-	-	-	-	14%	10%	1%	12%	-	10%	-	10%	5%	
																									q																		
Somewhat likely	59	44	15	12	23	5	-	2	1	-	4	10	17	-	14	7	1	16	16	4	1	3	3	2	14	14	2	1	3	12	-	1	1	-	1	38	6	21	4	9	9	26	18
	28%	34%	19%	37%	54%	33%	-	23%	10%	-	22%	32%	43%	-	40%	38%	30%	27%	43%	37%	6%	42%	76%	16%	21%	59%	61%	18%	49%	39%	-	21%	23%	-	55%	37%	24%	36%	39%	32%	30%	37%	31%
					Z														a																							
Not very likely	76	44	32	16	8	3	4	2	5	5	7	13	15	1	13	5	2	27	9	6	4	2	-	6	22	6	-	1	1	16	2	1	1	1	*	30	14	24	5	8	7	29	16
	37%	34%	41%	50%	19%	18%	72%	36%	44%	42%	40%	42%	38%	13%	36%	28%	36%	45%	25%	53%	36%	28%	-	45%	35%	24%	-	24%	17%	52%	37%	18%	42%	100%	14%	30%	53%	41%	42%	29%	24%	41%	26%
		d																																							
Not at all likely	26	19	7	3	4	2	1	2	4	3	3	5	5	3	4	3	-	11	5	-	3	-	-	2	5	1	*	-	1	2	4	*	1	-	*	14	4	5	1	3	10	6	14
	13%	15%	9%	11%	10%	9%	15%	31%	35%	29%	18%	16%	13%	87%	11%	18%	-	19%	13%	-	30%	-	-	17%	7%	6%	12%	-	20%	7%	53%	10%	35%	-	16%	14%	16%	8%	8%	12%	33%	8%	23%	

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	£21,000 to £45,000 (w)	£45,000 to £92,000 (x)	£92,000 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	212	9	8	4	30	116	95	112	96	95	91	110	74	146	45	131	78	3	47	163	115	97	67	87	25	15	178	34	64	146
Weighted base	208	14**	11**	4**	44**	107*	101*	108*	97*	92*	83*	107*	74*	145	43*	149	58*	2**	51*	155	116*	93*	63*	81*	29**	17**	173	36**	57*	149
Very likely	12	-	2	-	-	11	1	12	-	10	2	9	3	9	3	8	3	-	5	7	9	3	3	3	5	1	10	2	3	9
	6%	-	16%	-	-	10%	1%	11%	-	11%	3%	8%	4%	6%	8%	6%	6%	-	9%	5%	8%	3%	4%	4%	16%	6%	6%	6%	6%	6%
	h					f		h																						
Somewhat likely	59	3	3	1	8	41	18	38	21	46	10	47	7	49	8	45	13	1	19	38	28	31	15	24	10	4	46	13	14	44
	28%	22%	32%	20%	17%	38%	18%	35%	22%	50%	12%	44%	10%	34%	18%	30%	22%	59%	38%	25%	25%	33%	24%	29%	35%	24%	27%	37%	24%	29%
						f				Zj		Zi																		
Not very likely	76	3	-	3	21	35	41	36	38	21	44	28	40	51	16	55	21	-	18	59	39	38	25	35	6	5	62	15	25	51
	37%	20%	-	70%	49%	33%	41%	33%	39%	23%	50%	27%	55%	35%	37%	37%	37%	-	35%	38%	33%	41%	40%	43%	22%	28%	36%	41%	44%	35%
	i										i		Zk																	
Not at all likely	26	2	-	*	4	8	18	14	12	4	22	8	16	15	9	20	6	1	2	25	17	9	7	11	2	4	22	4	5	21
	13%	14%	-	10%	10%	7%	18%	13%	13%	5%	25%	7%	22%	10%	21%	13%	10%	41%	3%	16%	15%	10%	11%	14%	6%	21%	13%	11%	8%	14%
							e				Zi		k							r										
Don't know	35	6	6	-	10	12	22	8	25	11	9	14	7	21	7	20	15	-	7	26	22	13	13	8	6	4	33	2	11	24
	17%	44%	52%	-	23%	12%	22%	8%	26%	12%	10%	13%	9%	15%	16%	13%	25%	-	15%	17%	19%	14%	20%	10%	21%	21%	19%	4%	19%	16%
	g								g																					
NET: Likely	71	3	5	1	8	52	19	50	21	55	13	56	10	58	11	53	16	1	24	46	38	33	18	27	15	5	55	16	17	52
	34%	22%	48%	20%	17%	48%	19%	46%	22%	60%	15%	53%	14%	40%	26%	36%	28%	59%	47%	29%	32%	36%	28%	33%	51%	30%	32%	43%	30%	35%
	fg					Zf		h		Zj		Zi							s											
NET: Unlikely	103	5	-	3	26	43	59	50	50	25	65	36	57	66	25	75	27	1	19	83	56	47	32	46	8	8	84	19	30	73
	49%	34%	-	80%	59%	40%	59%	46%	52%	27%	75%	34%	77%	45%	58%	51%	46%	41%	38%	54%	48%	50%	51%	57%	28%	48%	49%	52%	52%	49%
							e				Zi		Zk																	
	lk																													

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 217

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Improving the economy in towns and cities outside of London and the South East
Base: All selection option

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	£21,000 to £45,000 (w)	£45,000 to £92,000 (x)	£92,000 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	212	9	8	4	30	116	95	112	96	95	91	110	74	146	45	131	78	3	47	163	115	97	67	87	25	15	178	34	64	146
Weighted base	208	14**	11**	4**	44**	107*	101*	108*	97*	92*	83*	107*	74*	145	43*	149	58*	2**	51*	155	116*	93*	63*	81*	29**	17**	173	36**	57*	149
Very likely	12	-	2	-	-	11	1	12	-	10	2	9	3	9	3	8	3	-	5	7	9	3	3	3	5	1	10	2	3	9
	6%	-	16%	-	-	10%	1%	11%	-	11%	3%	8%	4%	6%	8%	6%	6%	-	9%	5%	8%	3%	4%	4%	16%	6%	6%	6%	6%	6%
	h					f		h																						
Somewhat likely	59	3	3	1	8	41	18	38	21	46	10	47	7	49	8	45	13	1	19	38	28	31	15	24	10	4	46	13	14	44
	28%	22%	32%	20%	17%	38%	18%	35%	22%	50%	12%	44%	10%	34%	18%	30%	22%	59%	38%	25%	25%	33%	24%	29%	35%	24%	27%	37%	24%	29%
						f				Zj		Zi																		
Not very likely	76	3	-	3	21	35	41	36	38	21	44	28	40	51	16	55	21	-	18	59	39	38	25	35	6	5	62	15	25	51
	37%	20%	-	70%	49%	33%	41%	33%	39%	23%	50%	27%	55%	35%	37%	37%	37%	-	35%	38%	33%	41%	40%	43%	22%	28%	36%	41%	44%	35%
	i										i		Zk																	
Not at all likely	26	2	-	*	4	8	18	14	12	4	22	8	16	15	9	20	6	1	2	25	17	9	7	11	2	4	22	4	5	21
	13%	14%	-	10%	10%	7%	18%	13%	13%	5%	25%	7%	22%	10%	21%	13%	10%	41%	3%	16%	15%	10%	11%	14%	6%	21%	13%	11%	8%	14%
							e				Zi		k							r										
Don't know	35	6	6	-	10	12	22	8	25	11	9	14	7	21	7	20	15	-	7	26	22	13	13	8	6	4	33	2	11	24
	17%	44%	52%	-	23%	12%	22%	8%	26%	12%	10%	13%	9%	15%	16%	13%	25%	-	15%	17%	19%	14%	20%	10%	21%	21%	19%	4%	19%	16%
	g								g																					
NET: Likely	71	3	5	1	8	52	19	50	21	55	13	56	10	58	11	53	16	1	24	46	38	33	18	27	15	5	55	16	17	52
	34%	22%	48%	20%	17%	48%	19%	46%	22%	60%	15%	53%	14%	40%	26%	36%	28%	59%	47%	29%	32%	36%	28%	33%	51%	30%	32%	43%	30%	35%
	fg					Zf		h		Zj		Zi							s											
NET: Unlikely	103	5	-	3	26	43	59	50	50	25	65	36	57	66	25	75	27	1	19	83	56	47	32	46	8	8	84	19	30	73
	49%	34%	-	80%	59%	40%	59%	46%	52%	27%	75%	34%	77%	45%	58%	51%	46%	41%	38%	54%	48%	50%	51%	57%	28%	48%	49%	52%	52%	49%
							e				Zi		Zk																	
	lk																													

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 218

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Delivering more affordable childcare
Base: All selection option

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age#gender: 18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	71	40	26	5	13	27	24	2	2	3	30	40	7	11	4	5	15	1	50	21	19	20	21	11	39	32	61	4	5	1	2	6	6	6	4	4	17	9	7	56	1	2	7	3
Weighted base	92*	60*	26**	7**	22**	38**	23**	3**	2**	4*	44**	47**	14**	12**	5**	7**	14**	1**	67*	26**	31**	26**	26**	10**	57**	35**	80*	4**	6**	2**	3**	9**	10**	8**	4**	3**	24**	12**	7**	75*	1**	2**	8**	4**
Very likely	10	8	-	1	5	4	-	-	-	1	1	7	-	-	1	4	-	-	6	4	4	3	1	1	7	3	8	2	-	-	1	-	3	-	-	-	1	1	2	7	-	-	2	1
	10%	14%	-	19%	22%	10%	-	-	-	28%	3%	16%	-	-	23%	53%	-	-	8%	16%	12%	12%	5%	12%	12%	7%	10%	42%	-	-	46%	-	31%	-	-	-	5%	6%	21%	9%	-	-	23%	28%
Somewhat likely	34	24	10	-	9	15	8	2	-	-	15	19	6	3	-	3	7	-	23	11	16	9	7	2	25	9	28	2	4	-	-	4	2	2	1	1	10	6	1	29	1	1	2	-
	37%	40%	38%	-	43%	39%	35%	67%	-	-	34%	41%	44%	26%	-	47%	48%	-	35%	41%	50%	36%	28%	21%	44%	25%	35%	38%	66%	-	-	45%	20%	25%	34%	34%	43%	52%	19%	38%	100%	69%	19%	-
Not very likely	23	12	9	3	5	7	8	1	1	1	13	10	5	4	1	-	5	1	22	1	8	4	8	3	12	12	22	1	*	-	-	2	1	4	2	1	5	4	3	20	-	-	1	1
	25%	20%	33%	39%	22%	19%	33%	33%	54%	31%	29%	22%	35%	33%	25%	-	33%	100%	34%	3%	25%	16%	33%	31%	21%	33%	28%	19%	7%	-	-	19%	7%	57%	66%	15%	21%	33%	44%	27%	-	-	11%	31%
Not at all likely	5	5	-	-	*	4	-	-	-	-	2	2	*	-	-	-	-	-	2	3	-	*	4	-	*	4	5	-	-	-	-	-	-	-	-	-	4	-	*	4	-	-	*	-
	5%	8%	-	-	2%	11%	-	-	-	-	5%	4%	3%	-	-	-	-	-	3%	10%	-	2%	16%	-	1%	11%	6%	-	-	-	-	-	-	-	-	-	16%	-	7%	5%	-	-	6%	-
Don't know	21	11	8	3	3	8	8	-	1	2	13	8	3	5	3	-	2	-	13	8	4	9	5	3	13	8	17	-	2	2	2	3	4	1	-	2	4	1	1	15	-	1	3	2
	23%	18%	29%	42%	11%	22%	32%	-	46%	41%	29%	17%	18%	41%	52%	-	18%	-	20%	30%	13%	33%	19%	35%	22%	24%	22%	-	27%	100%	54%	36%	42%	18%	-	51%	15%	10%	9%	21%	-	31%	40%	41%
NET: Likely	44	33	10	1	14	18	8	2	-	1	16	26	6	3	1	7	7	-	29	15	20	13	8	3	32	11	36	4	4	-	1	4	5	2	1	1	12	7	3	35	1	1	3	1
	47%	54%	38%	19%	64%	49%	35%	67%	-	28%	36%	56%	44%	26%	23%	100%	48%	-	44%	57%	63%	49%	32%	34%	56%	32%	45%	81%	66%	-	46%	45%	51%	25%	34%	34%	47%	58%	40%	47%	100%	69%	42%	28%
NET: Unlikely	28	17	9	3	5	11	8	1	1	1	15	12	5	4	1	-	5	1	24	3	8	5	12	3	12	16	27	1	*	-	-	2	1	4	2	1	9	4	4	24	-	-	1	1
	30%	28%	33%	39%	34%	30%	33%	33%	54%	31%	34%	27%	38%	33%	25%	-	33%	100%	37%	13%	25%	18%	49%	31%	22%	44%	33%	19%	7%	-	-	19%	7%	57%	66%	15%	38%	33%	51%	33%	-	-	17%	31%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 219

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Delivering more affordable childcare
Base: All selection option

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	71	45	26	5	20	7	1	5	2	3	6	10	14	-	16	14	1	12	19	8	2	2	1	-	27	13	2	2	3	5	1	2	1	-	1	32	13	26	5	6	9	30	15
Weighted base	92*	50*	43**	10**	17**	8**	1**	5**	2**	3**	5**	13**	13**	-**	15**	16**	***	18**	17**	11**	3**	1**	2**	-**	40*	11**	1**	2**	3**	10**	2**	2**	***	-**	***	35**	14**	30**	5**	7**	8**	35**	15**
Very likely	10	7	3	-	5	1	-	-	-	-	1	1	1	-	4	1	-	1	3	1	-	-	-	-	5	3	1	1	-	-	-	-	-	-	-	5	2	5	-	1	1	5	2
	10%	13%	7%	-	27%	13%	-	-	-	-	13%	8%	5%	-	25%	4%	-	4%	19%	10%	-	-	-	-	11%	30%	48%	34%	-	-	-	-	-	-	-	14%	12%	17%	-	10%	11%	14%	11%
Somewhat likely	34	18	15	3	9	4	-	3	-	-	*	9	6	-	4	4	-	5	6	4	2	1	2	-	15	5	-	1	3	3	-	2	*	-	*	12	7	8	3	5	2	11	7
	37%	37%	36%	27%	49%	50%	-	59%	-	-	9%	68%	49%	-	25%	28%	-	28%	33%	41%	67%	38%	100%	-	36%	43%	-	66%	84%	27%	-	100%	100%	-	100%	33%	46%	27%	64%	69%	30%	33%	48%	-
Not very likely	23	14	9	6	2	1	1	2	2	-	3	*	5	-	3	5	-	11	3	1	1	1	-	-	6	1	-	-	-	6	2	-	-	-	-	12	2	8	1	4	9	5	-
	25%	28%	22%	61%	9%	14%	100%	41%	100%	-	68%	3%	38%	-	19%	33%	100%	61%	17%	11%	33%	62%	-	-	16%	8%	52%	-	-	61%	100%	-	-	-	-	35%	12%	26%	17%	21%	51%	25%	37%
Not at all likely	5	5	-	-	*	2	-	-	-	-	*	2	*	-	2	2	-	-	*	2	-	-	-	-	2	*	-	-	-	-	-	-	-	-	3	2	4	*	-	-	5	-
	5%	9%	-	-	3%	23%	-	-	-	-	9%	15%	4%	-	16%	15%	-	-	3%	17%	-	-	-	-	5%	4%	-	-	-	-	-	-	-	-	-	7%	13%	13%	9%	-	-	13%	-
Don't know	21	6	15	1	2	-	-	-	-	3	-	1	*	-	2	3	-	1	5	2	-	-	-	-	13	2	-	-	-	1	-	-	-	-	-	4	2	5	-	-	1	5	1
	23%	12%	35%	13%	12%	-	-	-	-	100%	-	5%	4%	-	15%	20%	-	7%	28%	20%	-	-	-	-	31%	15%	-	-	16%	13%	-	-	-	-	-	11%	16%	17%	10%	-	8%	16%	5%
NET: Likely	44	25	18	3	13	5	-	3	-	-	1	10	7	-	8	5	-	6	9	6	2	1	2	-	19	8	1	2	3	3	-	2	*	-	*	17	8	13	3	5	3	17	9
	47%	50%	43%	27%	76%	63%	-	59%	-	-	23%	77%	54%	-	50%	32%	-	32%	52%	51%	67%	38%	100%	-	48%	73%	48%	100%	84%	27%	-	100%	100%	-	100%	47%	58%	44%	64%	79%	41%	47%	58%
NET: Unlikely	28	19	9	6	2	3	1	2	2	-	4	2	5	-	5	8	*	11	3	3	1	1	-	-	9	1	1	-	-	6	2	-	-	-	-	15	4	12	1	1	4	13	5
	30%	37%	22%	61%	12%	37%	100%	41%	100%	-	77%	18%	42%	-	35%	48%	100%	61%	19%	29%	33%	62%	-	-	21%	12%	52%	-	-	61%	100%	-	-	-	-	42%	26%	39%	27%	21%	51%	37%	37%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 220

Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Delivering more affordable childcare
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£49,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	71	6	1	13	34	36	29	36	33	23	31	25	52	14	42	29	-	41	30	31	40	11	25	16	17	62	9	11	60
Weighted base	92*	11**	1**	1**	19**	46**	44**	39**	46**	39**	32**	42**	30**	69*	17**	67*	25**	-**	45**	47**	41**	51**	9**	30**	24**	25**	80*	12**	14**	78*
Very likely	10	-	-	-	3	6	4	6	4	5	1	5	1	10	-	7	3	-	3	6	5	5	2	4	-	4	8	1	6	3
	10%	-	-	-	16%	13%	8%	15%	8%	14%	2%	13%	2%	14%	-	11%	10%	-	7%	13%	12%	9%	26%	14%	-	14%	10%	12%	46%	4%
Somewhat likely	34	5	7	1	2	22	12	18	15	20	13	21	12	27	7	25	9	-	16	18	11	23	4	8	12	10	30	4	1	32
	37%	45%	63%	100%	10%	48%	27%	48%	34%	51%	41%	52%	42%	39%	43%	37%	37%	-	35%	38%	28%	44%	44%	28%	51%	37%	37%	33%	10%	41%
Not very likely	23	4	2	-	4	10	14	11	13	8	12	7	11	17	7	17	6	-	13	10	11	12	1	3	10	9	19	4	2	22
	25%	33%	18%	-	19%	21%	31%	27%	28%	20%	37%	16%	38%	24%	38%	25%	26%	-	29%	22%	27%	24%	7%	10%	44%	37%	23%	37%	11%	28%
Not at all likely	5	-	-	-	-	4	*	2	2	*	4	*	4	2	2	4	*	-	2	3	-	5	*	2	-	-	4	*	-	5
	5%	-	-	-	-	9%	1%	5%	5%	1%	12%	1%	13%	3%	12%	6%	2%	-	4%	5%	-	9%	5%	6%	-	-	5%	4%	-	6%
Don't know	21	3	2	-	10	4	15	2	12	5	3	8	1	14	1	15	6	-	11	10	14	7	2	12	1	3	19	2	5	16
	23%	22%	19%	-	55%	10%	33%	4%	25%	13%	8%	18%	4%	20%	7%	22%	26%	-	24%	21%	33%	14%	24%	41%	6%	11%	24%	15%	33%	21%
NET: Likely	44	5	7	1	5	28	15	24	19	25	14	27	13	36	7	32	12	-	19	24	16	27	6	13	12	13	38	5	8	36
	47%	45%	63%	100%	27%	61%	35%	63%	42%	65%	43%	64%	44%	52%	43%	47%	47%	-	43%	52%	40%	53%	64%	43%	51%	52%	48%	46%	56%	46%
NET: Unlikely	28	4	2	-	4	14	14	13	15	8	16	7	15	19	9	21	7	-	15	13	11	17	1	5	10	9	23	5	2	26
	30%	33%	18%	-	19%	30%	32%	33%	33%	22%	49%	17%	52%	28%	51%	31%	28%	-	33%	27%	27%	33%	12%	16%	44%	37%	28%	41%	11%	33%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 221
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making politics less chaotic and more professional
Base: All selection option

		Age						Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	212	53	69	90	22	31	28	41	38	52	121	90	11	40	52	11	29	38	182	25	52	62	36	62	114	98	180	18	11	3	9	22	21	15	16	16	23	30	28	100	7	29	10	55
Weighted base	212	72*	58*	81*	38**	34**	26**	33*	29*	52*	120*	90*	21**	36*	44*	18**	22**	32**	182	29**	53*	69*	37*	55*	119*	92*	166	29**	13**	3**	8**	22**	18**	13**	13**	14**	28**	26**	26**	113*	6**	21**	13**	51*
Very likely	33	8	13	12	4	4	6	7	7	6	18	15	1	8	7	3	5	5	32	1	11	12	6	3	24	9	31	2	-	-	1	4	3	2	4	4	3	6	3	17	3	3	*	7
	15%	11%	22%	15%	10%	12%	23%	22%	22%	11%	15%	16%	6%	22%	17%	15%	23%	13%	17%	3%	21%	19%	16%	6%	20%	10%	19%	6%	-	-	17%	19%	19%	17%	31%	26%	13%	21%	12%	15%	52%	15%	3%	14%
Somewhat likely	55	27	14	14	10	17	7	7	7	7	33	20	6	6	9	4	7	5	42	11	7	18	13	17	26	29	43	10	2	-	1	5	2	2	4	4	6	12	7	29	1	9	7	9
	26%	37%	24%	18%	25%	50%	26%	22%	24%	14%	28%	23%	27%	18%	21%	24%	33%	13%	23%	42%	14%	28%	34%	30%	22%	32%	26%	36%	13%	-	9%	24%	12%	18%	32%	27%	25%	42%	26%	25%	20%	41%	53%	18%
Not very likely	56	c 19	13	23	13	6	6	7	12	12	37	19	9	10	14	4	3	9	53	3	23	14	l 2	17	37	l 19	41	3	9	2	2	7	7	1	2	1	8	6	7	33	*	4	2	13
	26%	27%	23%	29%	35%	17%	23%	23%	40%	23%	31%	21%	46%	29%	32%	22%	12%	25%	29%	12%	44%	21%	6%	30%	31%	20%	25%	12%	70%	60%	26%	32%	41%	4%	18%	5%	32%	21%	27%	29%	9%	20%	16%	25%
Not at all likely	45	v 6	11	28	3	3	1	10	3	26	23	22	1	9	12	1	2	16	v 40	5	Zuvy 9	13	13	10	v 22	23	35	7	2	1	4	3	4	4	1	6	4	3	6	14	1	4	4	20
	21%	8%	19%	35%	7%	10%	6%	29%	9%	49%	20%	24%	6%	24%	26%	8%	11%	43%	22%	18%	17%	19%	35%	19%	18%	25%	21%	23%	17%	40%	47%	15%	20%	33%	8%	42%	18%	10%	24%	12%	19%	19%	28%	40%
Don't know	23	13	7	Za 3	9	4	6	h 1	1	Zh 2	8	15	3	2	1	5	5	2	16	6	2	9	4	8	11	12	16	7	-	-	-	2	1	4	1	-	3	1	3	20	-	1	-	ZN 2
	11%	18%	12%	4%	23%	11%	22%	4%	5%	3%	7%	17%	17%	7%	2%	31%	21%	6%	9%	24%	4%	14%	10%	15%	9%	13%	10%	23%	-	-	-	10%	8%	28%	12%	-	13%	5%	12%	18%	-	4%	-	3%
NET: Likely	88	c 35	27	26	13	21	12	14	14	13	52	35	7	14	17	7	13	10	74	11	18	31	19	20	49	39	74	12	2	-	2	10	5	5	8	8	9	18	10	R 46	4	12	7	16
	42%	48%	46%	33%	35%	62%	49%	44%	47%	25%	43%	39%	32%	40%	38%	39%	58%	26%	41%	45%	35%	46%	50%	36%	41%	42%	45%	42%	13%	-	26%	43%	31%	35%	63%	53%	38%	64%	37%	41%	72%	57%	56%	32%
NET: Unlikely	i 101	25	24	52	16	9	7	17	14	37	61	40	11	19	26	5	5	25	q 92	8	32	26	15	27	59	42	76	10	12	3	6	10	11	5	3	7	12	9	13	46	2	8	6	33
	48%	35%	42%	64%	41%	27%	28%	52%	48%	72%	50%	44%	51%	54%	60%	30%	23%	68%	51%	31%	61%	40%	40%	49%	49%	45%	46%	35%	87%	100%	74%	47%	61%	37%	26%	47%	48%	32%	51%	41%	28%	39%	44%	65%
				Zab						Zh																																	ZN

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 222
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making politics less chaotic and more professional
Base: All selection option

		Voting behaviour		2024 General Election Vote						Considered voting						2019 General Election Vote							Labour Voters			Con Switchers			Lab Switchers			Voting Motivation		Timing of decision			
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv atives (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv atives (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	212	171	40	31	71	24	4	9	23	6	18	35	58	2	60	23	1	53	60	24	6	9	6	6	48	44	3	6	16	27	15	4	5	2	4	127	40	86	18	39	28	104	67
Weighted base	212	148	61**	38**	55*	19**	3**	9**	18**	3**	16**	33**	48*	2**	51*	25**	**	55*	46*	21**	6**	9**	7**	4**	64*	33*	2**	5**	13**	32**	12**	4**	4**	2**	2**	109	34*	81*	14**	29*	24**	95*	53*
Very likely	33	29	4	-	23	3	-	2	1	-	1	6	14	1	12	*	-	4	16	4	1	3	-	1	4	14	2	1	6	-	1	1	1	-	1	20	9	19	1	6	3	20	9
	15%	20%	6%	-	42%	15%	-	25%	5%	-	5%	19%	30%	50%	23%	1%	-	7%	35%	20%	19%	34%	-	18%	6%	42%	100%	23%	48%	-	8%	18%	34%	-	44%	18%	26%	24%	5%	20%	14%	21%	17%
Somewhat likely	55	40	13	6	Z 20	6	1	4	2	1	4	11	16	1	18	7	*	8	Zqx 17	7	1	1	4	-	17	Z 12	-	2	5	6	2	-	2	1	1	27	12	21	4	10	5	25	15
	26%	27%	21%	16%	36%	31%	20%	42%	13%	15%	23%	34%	34%	50%	35%	28%	100%	15%	38%	32%	11%	12%	59%	-	26%	37%	-	42%	36%	19%	13%	-	50%	52%	38%	25%	35%	26%	25%	36%	21%	26%	29%
Not very likely	56	40	16	15	6	8	3	-	6	*	8	5	8	-	14	10	-	21	q 9	5	3	2	1	-	15	5	-	1	1	14	4	2	-	1	*	34	4	24	5	1	9	29	10
	26%	27%	26%	40%	12%	39%	80%	-	35%	15%	51%	15%	16%	-	28%	38%	-	38%	19%	26%	45%	24%	13%	-	24%	14%	-	24%	5%	43%	38%	54%	-	48%	17%	31%	11%	30%	36%	4%	38%	31%	19%
Not at all likely	45	dO 23	22	13	1	-	-	1	7	2	1	5	4	-	2	5	-	19	r 1	4	2	2	-	4	15	-	-	-	1	11	4	-	-	-	-	L 18	3	O 10	2	10	2	O 11	O 12
	21%	16%	35%	34%	2%	-	-	7%	40%	45%	9%	14%	9%	-	4%	18%	-	35%	2%	18%	25%	19%	-	82%	23%	-	-	-	-	8%	35%	34%	-	-	-	17%	10%	12%	11%	34%	9%	12%	22%
	dnoA																	r							r															MQ			
Don't know	23	16	7	4	4	3	-	2	1	1	2	6	5	-	5	4	-	3	3	1	-	1	2	-	13	2	-	1	*	1	1	1	1	-	-	10	6	6	3	2	5	9	7
	11%	11%	12%	11%	8%	15%	-	26%	7%	26%	12%	18%	11%	-	11%	15%	-	5%	6%	5%	-	11%	28%	-	21%	7%	-	11%	3%	3%	7%	28%	16%	-	-	9%	18%	7%	22%	7%	19%	10%	12%
NET: Likely	88	69	16	6	43	9	1	6	3	1	4	17	31	2	29	7	*	12	34	11	2	4	4	1	21	26	2	3	11	6	2	1	3	1	2	47	21	40	4	16	8	45	25
	42%	47%	27%	16%	78%	46%	20%	67%	19%	15%	28%	53%	64%	100%	58%	29%	100%	21%	73%	52%	30%	46%	59%	18%	33%	79%	100%	65%	84%	19%	21%	18%	84%	52%	83%	43%	62%	50%	31%	55%	35%	47%	46%
NET: Unlikely	q 101	63	38	28	Z 7	8	3	1	13	2	9	10	12	-	16	14	-	Zqx 40	9	9	4	4	1	4	Z 30	Z 5	-	1	2	25	8	2	-	1	*	Z 52	7	34	7	11	11	41	22
	48%	43%	61%	74%	14%	39%	80%	7%	74%	60%	60%	29%	25%	-	32%	56%	-	73%	21%	43%	70%	43%	13%	82%	47%	14%	-	24%	13%	79%	72%	54%	-	48%	17%	48%	21%	42%	47%	37%	47%	43%	42%
	dnvAL																	Zrx							r											L								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 223
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making politics less chaotic and more professional
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£49,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	212	5	4	1	25	124	87	123	85	105	84	107	73	149	48	134	73	5	38	174	100	112	60	88	26	18	179	33	59	148
Weighted base	212	10**	3**	1**	42**	112*	99*	110*	98*	96*	89*	100*	74*	157	41*	154	54*	4**	35**	177	106*	106*	51*	82*	30**	21**	179	33**	48*	159
Very likely	33	-	1	-	2	30	3	26	7	30	1	26	5	25	4	23	9	*	5	28	13	20	6	16	4	6	26	7	9	22
	15%	-	36%	-	6%	27%	3%	24%	7%	31%	1%	26%	6%	16%	11%	15%	17%	13%	15%	16%	12%	19%	11%	19%	13%	30%	14%	22%	18%	14%
Somewhat likely	55	2	1	-	9	32	23	32	23	31	23	32	15	40	11	32	22	1	12	43	21	34	15	23	8	4	50	5	11	43
	26%	16%	28%	-	22%	29%	23%	29%	24%	32%	26%	32%	21%	26%	26%	21%	40%	32%	34%	24%	20%	32%	30%	28%	28%	20%	28%	14%	23%	27%
Not very likely	56	fj 6	-	-	10	27	28	Zf 29	27	16	32	19	29	43	10	43	12	-	11	44	35	20	14	18	14	5	47	9	8	47
	26%	55%	-	-	25%	25%	29%	26%	28%	17%	37%	19%	39%	28%	25%	28%	23%	-	32%	25%	34%	19%	27%	22%	46%	24%	26%	27%	17%	30%
Not at all likely	45	3	-	1	14	15	30	19	26	12	26	14	22	29	13	36	7	2	*	45	24	21	12	20	3	1	35	10	16	29
	21%	29%	-	100%	33%	13%	31%	17%	27%	12%	30%	14%	30%	18%	33%	23%	13%	56%	1%	25%	23%	20%	23%	24%	8%	6%	19%	32%	32%	18%
Don't know	23	-	1	-	6	7	14	5	15	7	6	9	3	19	2	19	4	-	6	17	12	11	5	6	1	4	21	2	4	17

	11%	-	38%	-	15%	7%	15%	4%	15%	8%	6%	9%	4%	12%	5%	13%	7%	-	18%	10%	11%	11%	9%	7%	4%	21%	12%	5%	9%	11%			
									g																							
NET: Likely	88	2	2	-	12	62	26	58	30	61	24	58	20	66	15	56	30	2	17	71	34	54	21	38	12	10	76	12	20	65			
	42%	16%	64%	-	28%	56%	26%	53%	31%	63%	27%	58%	27%	42%	37%	36%	57%	44%	49%	40%	32%	51%	41%	47%	41%	49%	43%	36%	42%	41%			
		f																				t										
						21		h	h	Zj							o															
NET: Unlikely	101	8	-	1	24	42	59	47	53	28	59	34	51	72	23	79	20	2	12	89	60	41	25	37	16	6	82	19	24	76			
	48%	84%	-	100%	58%	38%	59%	43%	54%	29%	66%	33%	69%	46%	57%	51%	36%	56%	34%	50%	56%	39%	49%	46%	55%	30%	46%	59%	49%	48%			
		lk					e				ZI		Zk								u											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 224
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making good decisions on the rights of transgender people
Base: All selection option

		Age								Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	47	22	19	6	14	8	10	9	3	3	25	21	7	10	4	7	8	2	37	10	12	10	14	11	22	25	43	1	3	3	3	7	3	3	6	8	6	4	26	2	10	4	3
Weighted base	51*	30**	16**	5**	20**	10**	8**	8**	2**	4**	30**	22**	7**	12**	9**	4**	8**	6**	39**	13**	17**	11**	14**	10**	28**	23**	48*	1**	3**	2**	5**	7**	5**	3**	5**	13**	5**	3**	34**	1**	8**	3**	4**
Very likely	2	2	1	-	-	2	-	1	-	-	-	2	-	-	-	-	1	-	2	-	-	2	-	-	2	-	2	-	-	-	-	-	2	1	-	-	-	2	-	-	-	-
	5%	6%	4%	-	-	18%	-	8%	-	-	-	11%	-	-	-	-	9%	-	6%	-	-	22%	-	-	8%	-	5%	-	-	-	-	-	58%	13%	-	-	-	5%	-	-	-	-
Somewhat likely	17	11	5	-	7	4	2	3	-	-	8	9	4	2	-	3	3	-	9	7	5	4	3	4	10	7	17	-	-	1	4	4	-	1	1	3	1	2	13	1	1	2	-
	32%	38%	32%	-	35%	44%	26%	39%	-	-	26%	41%	36%	18%	-	34%	54%	-	24%	59%	29%	42%	25%	38%	34%	31%	35%	-	-	51%	85%	58%	-	26%	18%	22%	26%	54%	38%	34%	13%	65%	-
Not very likely	8	5	3	1	4	*	1	1	1	-	3	5	2	1	-	2	1	1	8	-	2	1	2	3	3	5	8	-	*	-	-	1	3	*	1	-	2	*	5	1	2	-	-
	16%	16%	17%	14%	21%	4%	16%	19%	41%	-	11%	21%	19%	10%	-	24%	22%	70%	21%	-	13%	9%	15%	29%	12%	21%	16%	-	14%	-	-	11%	70%	15%	20%	-	36%	13%	14%	66%	31%	-	-
Not at all likely	12	8	2	2	7	1	-	2	1	1	8	4	6	1	2	2	1	*	12	*	6	*	4	2	6	6	10	1	2	1	1	-	-	-	*	7	-	*	7	-	3	*	1
	24%	28%	11%	42%	36%	10%	-	22%	59%	34%	28%	19%	45%	8%	45%	23%	15%	30%	31%	4%	34%	4%	30%	19%	23%	26%	21%	100%	57%	49%	15%	-	-	-	7%	57%	-	14%	21%	-	37%	14%	34%
Don't know	12	4	6	2	2	2	5	1	-	2	10	2	-	8	2	2	-	-	7	5	4	3	4	1	7	5	11	-	1	-	-	2	1	-	2	3	2	1	7	-	1	1	2
	23%	13%	36%	44%	8%	24%	57%	13%	-	66%	35%	7%	-	63%	55%	19%	-	-	19%	37%	24%	23%	29%	13%	24%	23%	23%	-	29%	-	-	33%	30%	-	42%	21%	38%	19%	22%	-	19%	21%	66%
NET: Likely	19	13	6	-	7	6	2	4	-	-	8	11	4	2	-	3	4	-	11	7	5	7	3	4	12	7	19	-	-	1	4	4	-	2	1	3	1	2	15	1	1	2	-
	37%	44%	36%	-	35%	62%	26%	47%	-	-	26%	52%	36%	18%	-	34%	63%	-	30%	59%	29%	63%	25%	38%	42%	31%	40%	-	-	51%	85%	58%	-	85%	31%	22%	26%	54%	43%	34%	13%	65%	-
NET: Unlikely	21	13	4	3	12	1	1	3	2	1	11	9	8	2	2	4	2	1	20	*	8	1	6	5	10	11	18	1	2	1	1	1	3	*	1	7	2	1	12	1	5	*	1
	40%	43%	28%	56%	57%	14%	16%	40%	100%	34%	39%	41%	64%	18%	45%	47%	37%	100%	52%	4%	47%	13%	45%	46%	35%	47%	37%	100%	71%	49%	15%	11%	70%	15%	27%	57%	36%	27%	35%	66%	68%	14%	34%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 225
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making good decisions on the rights of transgender people
Base: All selection option

		Voting behaviour		2024 General Election Vote							Considered voting						2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv atives (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	47	41	5	7	19	3	1	4	4	-	7	7	19	-	15	12	2	10	20	2	-	1	2	-	12	13	1	1	2	5	3	-	2	1	1	30	10	20	5	9	7	25	16
Weighted base	51*	40*	8**	9**	15**	4**	1**	3**	3**	-**	7**	7**	17**	-**	14**	15**	3**	11**	17**	2**	-**	1**	1**	-**	10**	9**	***	1**	1**	6**	2**	-**	-	-	-	31**	8**	20*	4**	8**	7**	24**	16**
Very likely	2	1	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-
	5%	2%	21%	-	-	-	-	-	20%	-	8%	-	-	-	-	-	-	6%	-	-	-	-	-	-	9%	-	-	-	-	-	26%	-	-	-	-	2%	-	3%	-	-	-	2%	-
Somewhat likely	17	15	2	-	8	1	-	2	-	-	4	3	7	-	5	5	-	2	6	-	-	1	*	-	7	5	-	1	*	-	-	-	-	-	-	12	3	8	1	4	1	9	6
	32%	37%	21%	-	51%	35%	-	59%	-	-	49%	39%	42%	-	37%	36%	-	16%	34%	-	-	100%	29%	-	38%	50%	-	100%	33%	-	-	-	-	-	-	39%	34%	38%	36%	52%	18%	38%	36%
Not very likely	8	7	1	5	2	-	-	-	-	-	-	-	4	-	4	4	-	4	2	-	-	-	-	-	3	2	*	-	-	3	-	-	-	-	-	5	2	3	*	-	3	4	3
	16%	18%	12%	55%	15%	-	-	-	-	-	-	-	26%	-	27%	29%	-	33%	10%	-	-	-	-	15%	19%	100%	-	-	-	49%	-	-	-	-	-	18%	21%	17%	11%	-	46%	16%	21%
Not at all likely	12	9	-	2	2	2	1	1	1	-	2	3	4	-	4	3	2	2	6	-	-	-	1	-	3	2	-	-	-	1	1	-	1	-	2	5	3	3	1	3	2	4	5
	24%	23%	-	24%	14%	45%	100%	41%	23%	-	29%	41%	25%	-	27%	21%	66%	18%	35%	-	-	-	71%	-	18%	23%	-	-	-	20%	31%	-	100%	-	100%	18%	31%	14%	37%	33%	26%	18%	30%
Don't know	12	8	4	2	3	1	-	-	2	-	1	1	1	-	1	2	1	3	4	2	-	-	-	-	4	1	-	-	1	2	1	-	-	1	-	7	1	6	1	1	1	6	2
	23%	21%	49%	21%	20%	20%	-	-	57%	-	13%	20%	7%	-	9%	15%	34%	27%	21%	100%	-	-	-	-	20%	9%	-	67%	-	31%	42%	-	-	100%	-	23%	14%	27%	16%	16%	10%	26%	13%
NET: Likely	19	15	3	-	8	1	-	2	1	-	4	3	7	-	5	5	-	2	6	-	-	1	*	-	9	5	-	1	-	-	1	-	-	-	13	3	8	1	4	1	10	6
	37%	39%	43%	-	51%	35%	-	59%	20%	-	58%	39%	42%	-	37%	36%	-	22%	34%	-	-	100%	29%	-	47%	50%	-	100%	33%	-	26%	-	-	-	-	41%	34%	41%	36%	52%	18%	40%	36%
NET: Unlikely	21	16	1	7	4	2	1	1	1	-	2	3	9	-	7	7	2	5	8	-	-	-	1	-	6	4	*	-	-	1	-	2	-	-	11	4	6	2	3	5	8	8
	40%	41%	12%	79%	29%	46%	100%	41%	23%	-	29%	41%	51%	-	54%	49%	66%	51%	45%	-	-	-	71%	-	33%	42%	100%	-	-	100%	74%	-	-	100%	-	36%	52%	31%	48%	33%	72%	34%	51%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 226
Q17. How likely do you feel it is that you will see a positive improvement in each of those priorities from this new government?
Making good decisions on the rights of transgender people
Base: All selection option

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	47	2	1	-	2	25	18	20	24	25	19	20	19	27	14	30	15	2	11	36	25	22	11	12	11	8	41	6	15	32
Weighted base	51*	3**	1**	-	4**	28**	17**	23**	23**	26**	21**	22**	19**	32**	14**	41**	9**	1**	15**	36**	28**	23**	9**	16**	10**	9**	47*	5**	17**	35**
Very likely	2	2	-	-	-	-	2	-	2	-	2	-	2	2	1	2	-	-	-	2	2	-	-	1	-	-	-	2	2	1
	5%	51%	-	-	-	-	14%	-	10%	-	11%	-	12%	5%	4%	6%	-	-	-	6%	8%	-	-	4%	-	-	-	47%	10%	2%
Somewhat likely	17	-	-	-	2	6	8	5	12	10	5	10	5	10	4	13	3	-	7	10	9	7	4	4	*	5	17	-	2	14
	32%	-	-	-	46%	21%	45%	21%	50%	37%	23%	49%	25%	32%	32%	32%	34%	44%	45%	27%	33%	31%	44%	26%	4%	53%	36%	-	14%	41%
Not very likely	8	-	1	-	-	5	3	4	4	7	1	8	*	7	1	6	2	-	3	5	4	4	*	1	4	1	8	-	1	7
	16%	-	100%	-	-	18%	18%	16%	19%	26%	6%	36%	2%	23%	6%	14%	24%	-	21%	14%	15%	16%	5%	7%	36%	10%	18%	-	5%	21%
Not at all likely	12	-	-	-	-	12	*	11	1	2	10	*	7	6	6	11	2	-	-	12	6	6	4	5	2	2	12	1	7	5
	24%	-	-	-	-	42%	3%	47%	6%	8%	48%	2%	39%	18%	40%	26%	17%	-	-	34%	23%	26%	42%	29%	19%	21%	25%	16%	44%	15%
Don't know	12	2	-	-	2	5	3	4	3	7	3	4	4	7	2	9	2	1	5	7	6	6	1	5	4	2	10	2	5	7
	23%	49%	-	-	54%	18%	20%	17%	14%	29%	12%	18%	22%	21%	17%	22%	25%	56%	34%	19%	21%	28%	9%	34%	41%	17%	22%	37%	27%	22%
NET: Likely	19	2	-	-	2	6	10	5	14	10	7	10	7	12	5	15	3	*	7	12	12	7	4	5	*	5	17	2	4	15
	37%	51%	-	-	46%	21%	59%	21%	60%	37%	34%	49%	38%	37%	36%	37%	34%	44%	45%	33%	41%	31%	44%	30%	4%	53%	36%	47%	24%	43%
NET: Unlikely	21	-	1	-	-	17	4	15	6	9	12	8	8	13	6	17	4	-	3	17	11	10	4	6	6	3	20	1	8	12
	40%	-	100%	-	-	61%	21%	62%	26%	35%	54%	38%	41%	42%	46%	41%	41%	-	21%	48%	38%	42%	47%	36%	58%	30%	43%	16%	49%	36%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 227
Q18. Which of these statements come closest to your view?
Summary
Base: All respondents

	A. I would be prepared for the taxes I pay to increase if it means public services improve vs B.I would not be prepared to pay more tax, even if that means public services do not improve	A. I expect that I will personally pay more in tax in each of the next few years than I do at the moment vs B.I expect my taxes to stay the same or reduce over the next few years	A. A Labour Government will be good for people like me vs B.A Labour Government will be bad for people like me	A. This Labour Government could really improve the country over the next 5 years vs B.The problems we face are too big for any Government to really get to grips with	A. If this Govt is effective, I would expect to see real improvements within the next year vs B.Even if this Govt is effective, it will take a year or two before we start seeing improvement	A. Politics will be much less chaotic and shortermist under this Labour Government vs B.Under this Labour Government, politics will remain just as short termist and chaotic as before	A. I think the Conservative Party will be back in the running by the next election vs B.I think the Conservative party are going to take more than one election to be competitive again	A. Reform UK, with Nigel Farage as its leader, is going to go from strength to strength vs B.Reform UK have peaked at this election and are unlikely to grow their support in future
Unweighted base	2422	2422	2422	2422	2422	2422	2422	2422
Weighted base	2422	2422	2422	2422	2422	2422	2422	2422
Statement A much more	323	519	373	282	258	249	168	394
	13%	21%	15%	12%	11%	10%	7%	16%
Statement A a little more	735	787	648	705	450	642	415	577
	30%	32%	27%	29%	19%	27%	17%	24%
Statement B a little more	559	488	467	669	715	513	623	527
	23%	20%	19%	28%	30%	21%	26%	22%
Statement B much more	485	188	420	458	776	571	830	430
	20%	8%	17%	19%	32%	24%	34%	18%
Don't know	321	440	514	308	223	448	386	495
	13%	18%	21%	13%	9%	18%	16%	20%
NET: Statement A	1058	1306	1021	987	708	891	583	971
	44%	54%	42%	41%	29%	37%	24%	40%
NET: Statement B	1043	676	887	1127	1491	1083	1453	957
	43%	28%	37%	47%	62%	45%	60%	39%

Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 228

Q18. Which of these statements come closest to your view?
A. I would be prepared for the taxes I pay to increase if it means public services improve over the next five years
vs B. I would not be prepared to pay more tax, even if that means public services do not improve over the next five years
Base: All respondents

		Age							Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Statement A much more	323	88	97	138	37	51	43	54	48	89	156	162	21	41	68	14	55	70	274	48	97	101	56	69	199	125	272	29	16	6	16	24	26	30	23	29	60	41	25	147	21	39	15	91
	13%	13%	12%	15%	14%	12%	11%	13%	13%	16%	13%	13%	15%	11%	15%	12%	13%	15%	13%	15%	15%	15%	11%	12%	15%	11%	13%	14%	14%	9%	16%	9%	13%	14%	13%	13%	19%	12%	12%	11%	14%	16%	17%	17%
																									y												ZF							N
Statement A a little more	735	193	232	310	73	120	97	135	120	190	390	343	46	124	166	27	108	144	656	73	202	239	134	159	442	293	608	68	38	21	31	90	60	61	46	69	78	101	71	388	40	64	29	183
	30%	28%	29%	33%	28%	29%	25%	32%	32%	34%	33%	28%	31%	32%	36%	24%	26%	30%	31%	23%	32%	34%	26%	28%	33%	27%	30%	33%	33%	31%	31%	33%	30%	29%	27%	31%	34%	31%	34%	30%	26%	27%	33%	34%
	s						f		f	f	k				Zg				sy		s	sxwy			sxwy							K					K					
Statement B a little more	559	178	186	194	71	107	89	97	77	117	248	308	40	80	78	31	106	116	466	88	148	169	132	109	317	241	462	56	24	16	19	60	45	52	36	42	71	76	61	326	38	33	19	115
	23%	26%	23%	21%	27%	26%	23%	23%	21%	21%	21%	25%	28%	21%	17%	27%	25%	24%	22%	28%	23%	24%	26%	19%	24%	22%	23%	27%	21%	24%	19%	22%	22%	25%	21%	19%	22%	23%	30%	25%	25%	14%	21%	21%
	nP	c									n						n	n	w			w	w		w		P	P									J	P	P			P
Statement B much more	485	109	176	200	34	75	86	90	83	117	271	214	22	100	111	12	76	88	419	59	130	110	129	116	239	246	417	31	25	12	21	51	36	39	45	62	66	64	32	269	30	43	8	108
	20%	16%	22%	21%	13%	18%	22%	21%	22%	21%	23%	17%	15%	26%	24%	11%	18%	19%	20%	19%	20%	16%	25%	20%	18%	23%	20%	15%	22%	17%	21%	19%	18%	19%	26%	28%	21%	19%	15%	21%	20%	18%	10%	20%
	duQ		a	a			d	d	d	d	k			Zbqsj	op				u				Zrux			us								M	ZGM				Q				Q
Don't know	321	111	116	94	47	64	70	46	41	52	113	208	17	40	38	30	77	56	270	44	60	80	56	125	140	181	275	21	12	12	13	44	35	26	24	23	44	47	19	151	22	57	17	50
	13%	16%	14%	10%	18%	15%	18%	11%	11%	9%	10%	17%	11%	10%	8%	26%	18%	12%	13%	14%	9%	11%	11%	22%	10%	17%	14%	10%	11%	18%	13%	16%	17%	12%	14%	10%	14%	14%	9%	12%	15%	24%	19%	9%
	cjntxR	c	c		gi	i	Zghi				Zj					Zlmnq	Zlmnq		t					Zlstuvwy		Zrtuvx						M	M							ZNOR	R		
NET: Statement A	1058	281	329	448	110	170	140	189	168	279	546	505	67	165	233	42	163	214	930	120	300	341	190	228	640	418	881	97	53	27	46	113	86	91	69	98	139	142	96	536	61	103	44	274
	44%	41%	41%	48%	42%	41%	36%	45%	46%	49%	46%	41%	46%	43%	51%	36%	39%	45%	45%	39%	47%	49%	37%	39%	48%	38%	43%	47%	47%	40%	47%	42%	43%	44%	39%	44%	43%	43%	46%	42%	40%	44%	50%	50%
	fvy			Zab				f	f	Zaf	k				Zmop				vy		svwy	Zswwy			Zswwy																	ZN
NET: Statement B	1043	287	392	394	105	182	175	187	160	234	518	522	62	179	190	43	182	204	886	147	277	279	261	226	556	487	879	88	48	28	40	111	81	92	82	104	137	140	93	595	68	75	27	223
	43%	42%	49%	42%	40%	44%	45%	44%	43%	41%	44%	42%	43%	47%	41%	38%	43%	43%	42%	47%	44%	40%	52%	39%	42%	45%	43%	43%	43%	42%	40%	41%	40%	44%	47%	46%	43%	43%	45%	46%	45%	32%	31%	41%
	PQ																			w			Zrtuwxy			w													PQR	P			P

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 229

Q18. Which of these statements come closest to your view?
A. I would be prepared for the taxes I pay to increase if it means public services improve over the next five years
vs B. I would not be prepared to pay more tax, even if that means public services do not improve over the next five years
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters						Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Statement A much more	323	262	58	29	138	26	11	28	12	17	17	64	108	4	115	29	4	60	129	32	12	9	4	14	64	89	12	11	22	26	3	4	17	2	8	192	64	134	28	63	36	162	100
	13%	18%	6%	8%	28%	15%	31%	28%	6%	17%	9%	19%	26%	17%	29%	10%	14%	9%	26%	21%	17%	18%	7%	21%	8%	30%	22%	22%	34%	9%	3%	9%	42%	14%	25%	18%	17%	20%	19%	17%	12%	20%	15%
	bchqxEF	Zb			Zcahi	ch	Zcah	Zcah		ch		Zjp	Zjko		Zjko			Zqvx	Zqvx		x	qx		qvx		Z				F			Z			Z	Z	ZPR	Z		ZPR	
Statement A a little more	735	503	232	106	185	77	11	32	49	29	61	127	150	12	143	81	12	210	166	68	24	20	17	21	208	113	23	12	28	87	33	16	11	4	12	346	147	218	50	139	96	268	235
	30%	34%	25%	31%	38%	44%	31%	33%	24%	30%	33%	38%	37%	56%	36%	28%	43%	30%	34%	45%	34%	41%	28%	30%	25%	38%	40%	25%	44%	29%	26%	39%	27%	27%	40%	32%	40%	33%	34%	37%	32%	33%	35%
	bhx	Zb			Zch	Zchi			Zch			Zo	Zo		Zo			x	x	Zqrwxx		x			ZC	Z			ZK													Z	
Statement B a little more	559	327	230	105	80	36	6	14	55	21	55	70	73	3	74	85	6	201	87	26	16	6	9	15	198	48	11	10	10	95	39	10	6	2	6	254	66	141	25	82	78	167	160
	23%	22%	25%	31%	16%	21%	18%	14%	27%	22%	29%	21%	18%	13%	18%	30%	20%	29%	18%	17%	23%	12%	16%	21%	24%	16%	19%	19%	16%	32%	31%	25%	14%	13%	21%	23%	18%	21%	18%	22%	26%	20%	24%
	dqlnAL			Zdeg					dg		Zkln					Zkln		Zrauxx							r	Z	Z									L					NQ			
Statement B much more	485	262	223	79	40	24	3	12	74	19	40	45	47	-	33	72	5	167	63	14	12	8	23	12	186	25	4	9	1	72	42	8	3	6	4	201	57	120	29	67	46	149	113
	20%	18%	24%	23%	8%	14%	9%	13%	36%	19%	21%	14%	11%	-	8%	25%	18%	24%	13%	9%	17%	17%	38%	17%	22%	8%	8%	17%	2%	24%	33%	19%	8%	43%	14%	18%	16%	18%	20%	18%	16%	18%	17%
	dakimsABD		Za	defg		d			Zcdefg	d	kln	n				kln		Zrs					Zqrstuwx		rs	D		AD				Z										
Don't know	321	135	184	24	45	12	4	12	16	12	14	26	34	3	33	20	2	54	47	10	7	6	7	8	182	24	7	8	2	20	9	4	4	1	-	96	32	58	12	26	39	70	65
	13%	9%	20%	7%	9%	7%	11%	12%	8%	12%	8%	8%	8%	14%	8%	7%	6%	8%	9%	7%	10%	13%	11%	12%	22%	8%	12%	17%	4%	7%	7%	9%	9%	4%	-	9%	9%	9%	9%	7%	13%	9%	10%
	acdehjklnoqrs		Za																						Zqrst			AD													MOQ			
	ADEFKLMOQR																																											
NET: Statement A	1058	764	290	134	322	103	22	60	61	46	79	191	258	16	258	110	16	270	295	100	36	28	21	35	272	201	36	23	50	112	37	20	28	6	20	538	210	352	78	202	132	430	334
	44%	51%	31%	39%	66%	59%	62%	61%	30%	47%	42%	57%	63%	73%	65%	38%	56%	39%	60%	67%	50%	59%	35%	50%	32%	67%	62%	47%	79%	38%	29%	48%	69%	41%	65%	49%	58%	52%	54%	54%	45%	53%	50%
	bhoF	Zb		h	Zchi	Zch	Zch	Zch		h		Zjp	Zjp		Zjko			x	Zqvx	Zqhwx	x	Zqvx			x	ZC	Z		ZBC			F	Z			Z	ZK	ZP	Z	ZP		ZP	Z
NET: Statement B	1043	589	453	185	120	61	10	26	129	40	95	115	120	3	107	156	11	368	150	40	28	14	33	26	384	73	15	18	11	167	81	18	9	8	11	455	124	261	54	149	124	315	273
	43%	40%	49%	54%	25%	34%	28%	27%	62%	41%	50%	35%	29%	13%	27%	55%	38%	53%	31%	27%	40%	28%	54%	38%	46%	24%	26%	37%	18%	56%	64%	43%	22%	56%	55%	42%	34%	39%	37%	40%	42%	39%	41%
	adefgklmnu		Za	Zdefgi		d			Zdefg	dg	Zkln	n				Zkln		Zrauxx					rsu		rsu	24%	26%	37%	18%	Z	ZG					L							
	ABDHLQ																																											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 230

Q18. Which of these statements come closest to your view?
A. I would be prepared for the taxes I pay to increase if it means public services improve over the next five years
vs B. I would not be prepared to pay more tax, even if that means public services do not improve over the next five years
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absence e (a)	Not eligible (b)	Admin reason (c)	Disengaged/ dislikes unions d (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergrad degree (t)	At least undergrad degree (u)	Up to £21,000 (v)	£21,000 to £45,000 (w)	£45,000 to £62,000 (x)	£62,000 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Non-disabled (D)
Unweighted base	2422	168	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	169*	103*	66*	511	1234	1193	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Statement A much more	323	11	13	2	23	245	78	231	92	185	123	178	113	214	86	212	105	6	62	261	138	185	68	151	44	39	268	56	100	219
	13%	7%	13%	3%	5%	20%	7%	20%	7%	19%	11%	16%	12%	14%	14%	13%	14%	16%	11%	14%	10%	17%	11%	16%	12%	16%	14%	12%	16%	12%
	dfht		d			ZI		Zh		Zj		ZI										Zt		v			D			
Statement A a little more	735	57	22	23	108	415	316	404	328	342	312	384	259	535	155	514	212	9	163	565	374	361	172	319	109	73	592	143	205	517
	30%	34%	22%	35%	21%	34%	27%	35%	26%	35%	27%	35%	27%	34%	26%	31%	29%	23%	29%	31%	28%	34%	28%	33%	29%	30%	30%	32%	33%	29%
	dhn	d				f		Zh		Zj		ZI		Zn								t								
Statement B a little more	559	46	16	15	138	272	285	231	324	221	286	248	238	346	151	403	149	7	133	420	337	222	128	213	108	59	430	128	122	430
	23%	28%	16%	23%	27%	22%	24%	20%	26%	23%	25%	23%	25%	22%	25%	25%	20%	18%	24%	23%	25%	21%	21%	22%	29%	24%	22%	28%	20%	24%
									g							p					u				Zvw		ZA			
Statement B much more	485	25	38	16	128	205	274	210	272	145	290	178	251	300	133	334	140	10	120	361	265	200	133	180	73	50	401	84	90	387
	20%	15%	37%	24%	25%	17%	24%	18%	22%	15%	25%	16%	26%	19%	22%	20%	19%	27%	22%	20%	21%	19%	22%	19%	20%	20%	20%	19%	15%	22%
			Za				Ze				Zi		Zk																C	
Don't know	321	26	13	11	115	97	209	67	227	83	137	108	101	180	82	179	136	6	79	240	220	101	102	104	37	27	280	41	96	220
	13%	16%	12%	16%	22%	8%	18%	6%	18%	8%	12%	10%	10%	11%	13%	11%	18%	15%	14%	13%	16%	9%	17%	11%	10%	11%	14%	9%	16%	12%
	ejkluB				Z		Ze		Zg		i						Zo				Zu		Zwx				B			
NET: Statement A	1058	67	36	25	131	660	394	634	420	527	434	561	372	749	241	726	317	15	225	826	512	546	240	469	153	113	860	198	306	736
	44%	41%	35%	38%	26%	54%	34%	56%	34%	54%	38%	51%	39%	48%	40%	44%	43%	40%	40%	45%	38%	51%	40%	49%	41%	45%	44%	44%	50%	41%
	dfhjt	d				Zf		Zh		Zj		ZI		Zn								Zt		Zvx					ZD	
NET: Statement B	1043	71	55	31	265	477	559	440	595	366	576	425	489	646	285	738	289	17	254	781	621	422	261	393	181	109	831	212	213	818
	43%	43%	53%	46%	52%	39%	48%	39%	48%	38%	50%	39%	51%	41%	47%	45%	39%	45%	45%	42%	46%	39%	43%	41%	49%	44%	42%	47%	35%	46%
	ejkiC				Z		Ze		Zg		Zi		Zk		m	p					u				w				C	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 231

Q18. Which of these statements come closest to your view?
A. I expect that I will personally pay more in tax in each of the next few years than I do at the moment
vs B. I expect my taxes to stay the same or reduce over the next few years
Base: All respondents

		Age								Gender		Age/gender					Ethnicity		Social Grade						Region									Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	526	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Statement A much more	519	88	168	263	42	46	65	103	94	168	286	232	23	94	142	19	75	120	468	58	141	150	135	92	292	227	460	24	19	15	22	46	49	40	41	52	73	87	51	244	40	40	9	161
	21%	13%	21%	28%	16%	11%	17%	25%	26%	30%	24%	19%	16%	24%	31%	16%	18%	25%	22%	19%	22%	21%	27%	16%	22%	21%	23%	12%	17%	22%	23%	17%	24%	19%	24%	23%	23%	26%	24%	19%	26%	17%	10%	29%
	aewBQ		a	Zab				daf	daf	Zdaf	k			p	Zbp			p	w		w	w	Zuwy		w	w	B										F		PQ		ZNPQ
Statement A a little more	787	212	233	342	77	134	104	130	126	216	421	363	51	117	180	26	116	162	699	83	242	242	169	134	484	303	653	69	40	25	30	94	57	59	56	77	93	103	85	441	42	44	22	209
	32%	31%	29%	37%	29%	32%	27%	31%	34%	38%	36%	29%	35%	30%	39%	22%	27%	34%	34%	27%	38%	35%	33%	23%	36%	28%	32%	33%	35%	37%	30%	35%	28%	28%	32%	34%	29%	31%	41%	34%	28%	19%	26%	38%
	fwyP			Zb					f	Zfg	k				Zmop				swy		Zswy	swy	w		Zswy												ZGHKL	P				ZOPQ
Statement B a little more	488	203	165	119	84	119	81	85	57	62	226	260	48	76	55	34	89	64	400	83	132	146	102	107	279	209	405	52	27	5	17	50	28	50	33	45	74	67	40	295	38	41	30	63
	20%	30%	20%	13%	32%	29%	21%	20%	15%	11%	19%	21%	33%	20%	12%	30%	21%	14%	19%	27%	21%	21%	20%	19%	21%	19%	20%	25%	24%	7%	17%	19%	14%	24%	19%	20%	23%	20%	19%	23%	25%	17%	34%	12%
	chingDR	Zbc	c		Zfghi	Zfghi	i	i					Zmpq	nq		nq	nq			Zswy				D	D	D					G			G		R	R	R	ZNPR	
Statement B much more	188	37	97	65	11	25	57	30	35	31	83	106	7	43	25	5	44	41	156	29	33	58	32	68	91	98	149	20	11	9	7	23	22	15	14	14	28	19	7	103	7	23	6	32
	8%	5%	11%	7%	4%	6%	15%	7%	9%	5%	7%	9%	5%	11%	5%	4%	10%	9%	7%	9%	5%	8%	6%	11%	7%	9%	7%	10%	10%	13%	7%	9%	11%	7%	8%	6%	9%	6%	3%	8%	5%	10%	7%	6%
	tM		Zac				Zdeghi		i					n			n			t		t			Zrtvx		t					M	M			M						
Don't know	440	139	154	146	48	92	80	74	58	88	162	278	17	55	59	31	99	88	373	59	89	103	70	178	192	248	368	41	17	14	23	55	45	44	31	37	52	54	25	198	24	88	20	82
	18%	21%	19%	16%	18%	22%	21%	18%	16%	16%	14%	22%	12%	14%	13%	27%	24%	18%	18%	19%	14%	15%	14%	31%	14%	23%	18%	20%	15%	21%	23%	21%	23%	21%	17%	17%	16%	17%	12%	15%	16%	37%	23%	15%
	jnhvx	c				i						Zj				tmn	Zmn	n	tx					Zrstuvxy			M	M	M	M									ZNDQR		
NET: Statement A	1306	300	401	605	119	180	168	233	221	384	707	595	74	210	322	44	190	282	1157	141	383	392	304	227	775	531	1114	93	59	40	52	140	106	99	97	128	166	190	136	685	82	84	31	370
	54%	44%	50%	65%	46%	43%	44%	55%	60%	68%	60%	48%	51%	55%	70%	39%	45%	59%	55%	45%	60%	56%	60%	39%	58%	49%	55%	45%	52%	59%	52%	52%	53%	47%	56%	57%	52%	58%	65%	53%	54%	35%	36%	68%
	aefkopswyPQ			Zab				af	daf	Zdefgh	Zk			op	Zlmopq			Zop	swy		Zswy	swy	Zswy		Zswy	w	B										ZFGHK	PQ	PQ			ZNOPQ
NET: Statement B	676	240	252	184	95	145	138	115	91	93	308	365	55	119	80	39	133	105	566	112	165	204	134	173	369	307	553	72	38	14	24	73	50	65	47	60	102	85	47	398	45	64	35	95
	28%	35%	31%	20%	36%	35%	36%	27%	25%	16%	26%	30%	38%	31%	17%	34%	31%	22%	27%	36%	26%	29%	26%	30%	28%	28%	27%	35%	33%	20%	25%	27%	25%	31%	27%	26%	32%	26%	23%	31%	30%	27%	41%	17%
	cinqR	Zc	c		Zghi	Zghi	Zghi	i	i				nq	nq		nq	nq			Zrtvxy								M								R	R	R	ZPR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 232

Q18. Which of these statements come closest to your view?
A. I expect that I will personally pay more in tax in each of the next few years than I do at the moment
vs B. I expect my taxes to stay the same or reduce over the next few years
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision			
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	636	173	77	54	68	85	672		415	81	71	89	263	173	49	54	17	36	1523	434	802	174	475	349	976	924
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838		298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	398	671	144	377	295	816	672
Statement A much more	519	351	168	135	47	36	2	16	84	23	62	71	69	1	68	94	9	253	50	23	6	10	24	18	134		25	10	4	6	118	56	8	7	3	5	264	80	151	31	101	67	183	168
	21%	24%	18%	39%	10%	20%	4%	16%	41%	23%	33%	22%	17%	4%	17%	33%	30%	37%	10%	16%	8%	20%	39%	26%	16%		9%	18%	8%	10%	39%	44%	21%	16%	19%	18%	24%	22%	23%	22%	27%	23%	22%	25%
	dfhtxACD	b		Zdefgij		df			Zdefgi	df	Zkln					Zlkln		Zrstux				r	Zratux	rtx	r		A				ZG	ZG							Z			
Statement A a little more	787	527	257	122	175	68	19	33	62	34	60	129	163	6	152	84	10	252	168	64	23	19	16	25	220		108	22	14	27	110	41	16	15	5	11	380	135	229	50	138	110	279	248
	32%	35%	28%	36%	36%	39%	52%	33%	30%	35%	32%	39%	40%	30%	38%	29%	35%	36%	34%	43%	33%	39%	27%	36%	26%		36%	37%	28%	43%	37%	33%	39%	38%	34%	38%	35%	37%	34%	34%	37%	37%	34%	37%
	bx	b					Zcdgh					Zo	Zo		Zo			x	x	Zvx																				Z	
Statement B a little more	488	300	186	41	142	43	6	24	27	12	41	71	97	5	95	64	5	83	144	30	18	12	10	6	186		95	12	15	13	35	15	9	10	4	10	219	77	152	33	58	57	185	115
	20%	20%	20%	12%	29%	25%	18%	25%	13%	12%	22%	22%	24%	25%	24%	22%	16%	12%	29%	20%	25%	24%	16%	9%	22%		32%	21%	30%	21%	12%	12%	22%	24%	25%	32%	20%	21%	23%	23%	15%	19%	23%	17%
	chqwEFO				Zchi	chi		chi											Zqvwx	qw	qw	qw			qw		Z											OR				OR	
Statement B much more	188	100	88	11	50	9	2	5	11	12	10	19	26	1	27	14	3	31	55	8	6	*	4	8	76		32	3	7	5	10	4	2	2	2	3	80	19	49	8	26	17	57	43
	8%	7%	10%	3%	10%	5%	5%	5%	5%	12%	5%	6%	6%	5%	7%	5%	11%	4%	11%	5%	8%	1%	6%	11%	9%		11%	6%	15%	8%	3%	3%	5%	5%	17%	9%	7%	5%	7%	6%	7%	7%	6%	6%
	cqEF		a		oeh					oeh									Zqvu						q																	
Don't know	440	211	227	33	72	20	8	21	22	17	15	41	57	8	56	31	2	73	75	25	18	8	7	12	222		38	10	9	11	27	11	6	7	1	1	147	54	90	23	54	44	133	98
	18%	14%	25%	10%	15%	11%	21%	21%	11%	17%	8%	12%	14%	37%	14%	11%	8%	11%	15%	17%	25%	16%	12%	18%	26%		13%	17%	19%	18%	9%	8%	14%	16%	5%	4%	14%	15%	13%	16%	14%	15%	14%	15%
	aceHjklnoqA		Za		c		c	oeh		c			j		j				q	q	q																					
	EFKMQR																																										
NET: Statement A	1306	877	425	257	223	104	20	49	146	57	122	200	232	7	220	178	19	506	218	87	29	29	40	44	354		134	32	18	33	227	97	24	22	8	17	644	215	380	81	239	176	481	416
	54%	59%	46%	75%	46%	59%	56%	49%	71%	58%	65%	60%	56%	34%	55%	62%	65%	73%	44%	58%	41%	59%	68%	63%	42%		45%	55%	36%	53%	76%	77%	59%	54%	53%	56%	59%	59%	57%	56%	63%	60%	57%	62%

	bdnxAC	Zb		Zdefgi		d		Zdegi	d	Zln	Z			Z		Zrstux		rtx		x	rtx	rtx		C			ZG	ZG			Z		ZMQ			ZQ
NET: Statement B	676	400	274	52	192	53	8	29	38	24	50	90	123	6	122	78	8	114	199	38	24	12	14	14	263	127	16	23	18	45	19	11	12	6	12	298	97	201	41	84	74	242	158
	28%	27%	30%	15%	39%	30%	22%	29%	18%	25%	27%	27%	30%	30%	31%	27%	27%	16%	40%	25%	33%	25%	23%	20%	31%	43%	27%	49%	29%	15%	15%	27%	30%	42%	40%	27%	26%	30%	28%	22%	25%	30%	24%
	chqEFOR				Zoalfki	ch		ch		c									Zlquuvxw	q	q				qw	ZBD		ZB				E							OR				OR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 233

Q18. Which of these statements come closest to your view?
A. I expect that I will personally pay more in tax in each of the next few years than I do at the moment
vs B. I expect my taxes to stay the same or reduce over the next few years
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligible (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	166	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Statement A much more	519	22	19	12	97	305	213	305	212	148	345	195	293	302	168	407	105	7	103	415	276	243	119	214	77	61	414	104	121	395
	21%	13%	18%	17%	19%	25%	18%	27%	17%	15%	30%	18%	30%	19%	26%	25%	14%	18%	18%	22%	20%	23%	20%	22%	21%	24%	21%	23%	20%	22%
		hikp				ZI		Zh			ZI		Zk		Zm	Zp														
Statement A a little more	787	52	21	19	141	454	332	428	359	352	369	401	290	584	170	574	199	14	159	621	425	362	179	341	131	75	609	178	191	596
	32%	32%	21%	29%	28%	37%	29%	37%	29%	36%	32%	37%	30%	36%	28%	35%	27%	39%	28%	34%	31%	34%	30%	35%	35%	30%	31%	39%	31%	33%
		fp				ZI		Zh				ZI		n		p								v				ZA		
Statement B a little more	488	45	26	13	96	259	229	219	265	242	192	247	181	324	122	302	180	6	135	350	267	221	111	190	95	57	419	69	120	360
	20%	27%	29%	19%	19%	21%	20%	19%	21%	25%	17%	23%	19%	21%	20%	18%	24%	15%	24%	19%	20%	21%	18%	20%	26%	23%	21%	15%	20%	20%
		jB								Zj							Zo		s						v		B			
Statement B much more	188	18	15	7	38	75	107	69	116	96	63	94	67	135	35	99	84	5	65	122	111	78	57	75	19	23	162	26	40	145
	8%	11%	15%	10%	7%	6%	9%	6%	9%	10%	5%	9%	7%	9%	6%	6%	11%	13%	12%	7%	8%	7%	9%	8%	5%	9%	8%	6%	7%	8%
		j					ie		g	j							Zo	o	Za				x							
Don't know	440	28	22	16	139	141	281	121	291	139	179	158	132	250	113	261	174	5	98	339	274	167	136	145	49	32	366	74	142	288
	18%	17%	21%	24%	27%	11%	24%	11%	23%	14%	16%	14%	14%	16%	19%	16%	23%	15%	17%	18%	20%	16%	23%	15%	13%	13%	19%	16%	23%	16%
		egkl			Za		Ze		Zg								Zo		u				Zwxy						ZD	
NET: Statement A	1306	74	40	31	238	759	545	733	570	500	714	597	583	866	338	981	304	21	262	1036	701	605	298	555	209	136	1023	283	312	981
	54%	45%	39%	47%	47%	62%	47%	64%	46%	51%	62%	55%	61%	55%	56%	60%	41%	57%	47%	56%	52%	57%	50%	58%	56%	55%	52%	63%	51%	55%
		bdfhpr				ZI		Zh			ZI		Zk			Zp		p		r		t		v				ZA		
NET: Statement B	676	63	41	20	134	334	336	288	381	338	255	340	248	459	157	401	264	10	200	472	378	298	168	265	113	80	581	95	160	505
	28%	38%	40%	30%	26%	27%	29%	25%	31%	35%	22%	31%	26%	29%	26%	24%	36%	28%	36%	26%	28%	28%	28%	27%	31%	32%	29%	21%	26%	28%
		jdB	Zd	Zd			ij			Zj		I					Zo		Za								B			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 234

Q18. Which of these statements come closest to your view?
A. A Labour Government will be good for people like me
vs B. A Labour Government will be bad for people like me
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Statement A much more	373	119	125	129	43	76	62	63	60	70	169	201	21	49	61	23	75	68	313	55	80	109	70	114	189	184	321	28	19	6	15	51	34	29	26	36	45	52	33	195	19	47	21	86
	15%	18%	15%	14%	17%	18%	16%	15%	16%	12%	14%	16%	14%	13%	13%	20%	18%	14%	15%	18%	12%	16%	14%	20%	14%	17%	16%	14%	17%	8%	16%	19%	17%	14%	15%	16%	14%	16%	16%	15%	13%	20%	24%	12%
						i																		Zrtvx		t							I						R			
Statement A a little more	648	238	222	188	89	149	100	122	82	106	321	324	59	110	93	29	112	95	545	93	192	222	120	115	414	235	526	72	34	16	28	73	42	54	46	64	93	72	54	388	40	65	24	99
	27%	35%	28%	20%	34%	36%	26%	29%	22%	19%	27%	26%	40%	29%	20%	25%	27%	20%	26%	30%	30%	32%	24%	20%	31%	22%	26%	35%	30%	24%	28%	27%	21%	26%	26%	28%	29%	22%	26%	30%	27%	28%	27%	18%
		cinqwyR	Zbc	c		hi	ZIfn	i	hi				Zlmnpq	nq			nq		wy	wy	vwy	Zrvwy						ZA												R	R	R		
Statement B a little more	467	130	146	191	54	76	74	72	63	128	272	194	39	78	111	14	67	80	396	69	146	120	103	98	266	201	400	33	17	17	25	53	45	34	22	37	64	77	44	255	31	22	18	127
	19%	19%	18%	20%	21%	18%	19%	17%	17%	23%	23%	16%	27%	20%	24%	13%	16%	17%	19%	22%	23%	17%	20%	17%	20%	19%	20%	16%	15%	25%	25%	20%	22%	16%	13%	16%	20%	23%	21%	20%	20%	9%	20%	23%
		kP								gh	Zk				Zopq				uw												I		I						P	P		P	ZP
Statement B much more	420	47	121	252	17	30	43	77	88	164	232	188	9	71	132	8	50	120	400	20	94	112	120	94	206	214	365	27	19	10	14	47	33	35	37	50	50	53	47	179	22	32	5	160
	17%	7%	15%	27%	7%	7%	11%	18%	24%	29%	20%	15%	6%	18%	29%	7%	12%	25%	19%	6%	15%	16%	24%	16%	15%	20%	18%	13%	17%	14%	14%	17%	16%	17%	21%	22%	15%	16%	23%	14%	15%	14%	6%	29%
		adefopsNQ		a	Zab			daf	Zdef	Zdefg	k			lop	Zlmop			Zlmop	stx		s	s	Zstuwx	s	s	stx																	ZNOPQ
Don't know	514	144	195	175	58	86	107	87	77	98	183	329	18	76	63	40	118	112	432	74	126	137	95	156	263	251	423	46	25	19	17	45	47	57	43	39	68	76	30	264	39	69	20	93
	21%	21%	24%	19%	22%	21%	28%	21%	21%	17%	16%	27%	12%	20%	14%	35%	28%	24%	21%	24%	20%	20%	19%	27%	20%	23%	21%	23%	22%	29%	17%	17%	24%	27%	25%	17%	21%	23%	15%	21%	26%	29%	23%	17%
		jnMR		c			Zaghi					Zj		n		Zlmnq	Zlmn	ln															M	FJM	M			M			R	ZNR			
NET: Statement A	1021	357	347	317	132	225	162	185	142	176	490	525	80	159	154	52	187	163	858	149	271	331	190	229	603	419	846	100	53	22	44	124	76	83	72	100	138	124	87	583	59	113	45	165
	42%	53%	43%	34%	51%	54%	42%	44%	38%	31%	42%	42%	55%	41%	33%	45%	44%	34%	41%	48%	43%	47%	37%	40%	45%	39%	42%	49%	47%	32%	44%	46%	38%	40%	41%	44%	43%	38%	42%	46%	39%	48%	51%	30%
		cinqR	Zbc	c		hi	Zfghi	i	i	i			Zlmnq	n			nq			vwy		Zrvwy			rvy			D											R		R	R	
NET: Statement B	887	177	266	443	71	106	117	149	151	292	504	382	48	149	243	23	117	200	796	88	240	232	223	192	472	415	765	59	36	27	39	100	78	69	60	87	113	130	91	434	53	55	23	288
	37%	26%	33%	47%	27%	25%	30%	35%	41%	52%	43%	31%	33%	39%	53%	20%	28%	42%	38%	28%	38%	33%	44%	33%	35%	38%	38%	29%	31%	39%	39%	37%	39%	33%	34%	38%	35%	39%	44%	34%	35%	23%	26%	53%
		adefkopsP		a	Zab			e	daf	Zdefgh	Zk			op	Zlmopq			Zop	su		s		Zrsuwx			s		B											P	P			ZNOPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 235

Q18. Which of these statements come closest to your view?
A. A Labour Government will be good for people like me
vs B. A Labour Government will be bad for people like me
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	46*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Statement A much more	373	282	90	13	266	34	2	12	2	12	11	61	194	-	108	33	6	35	184	33	6	5	5	9	97	143	19	21	19	9	1	1	7	1	1	213	70	178	26	55	24	204	79
	15%	19%	10%	4%	42%	19%	7%	13%	1%	12%	6%	18%	25%	-	27%	11%	22%	5%	37%	22%	8%	11%	7%	13%	12%	48%	33%	42%	30%	3%	1%	2%	17%	5%	33%	20%	19%	27%	18%	14%	8%	25%	12%
		bchjqvEFGPR	Zb		Zoafghi	ch	h	ch		ch		jo	Zjko		Zjko		j		Zqstuvwx	qhvx				q	q	ZBD	Z	Z	Z							Z		ZNOPR	P	P		ZOPR	
Statement A a little more	648	414	229	42	200	65	19	33	24	21	45	125	144	8	150	68	8	114	192	61	34	22	8	17	209	113	23	21	35	38	13	13	14	4	14	287	123	171	34	112	97	205	209
	27%	28%	25%	12%	41%	37%	53%	34%	12%	22%	24%	38%	35%	39%	38%	24%	28%	16%	37%	41%	48%	46%	13%	25%	25%	38%	41%	42%	56%	13%	10%	32%	34%	29%	46%	26%	34%	25%	24%	30%	33%	25%	31%
		chqvEF			Zchi	Zchi	Zcaghi	ch		ch		Zjp	Zjk		Zjp				Zqwxx	Zqwxx	Zqwxx	Zqwxx			q		Z	Z	Z	ZA			EF			ZK			ZMQ			ZMQ
Statement B a little more	467	295	172	108	33	26	7	28	54	24	56	63	71	5	47	71	3	193	46	21	11	7	18	15	156	19	5	4	4	93	35	12	11	2	2	215	72	107	40	73	74	147	148
	19%	20%	19%	32%	7%	15%	19%	28%	26%	25%	30%	19%	17%	24%	12%	25%	10%	28%	9%	14%	16%	14%	30%	22%	19%	6%	9%	7%	7%	31%	28%	30%	28%	15%	8%	20%	20%	16%	28%	19%	25%	18%	22%
		dnvABCD			Zda	d	d	Zda	Zda	de	Zklnp	n	n		Zln			Zrsux					Znsx	r	r					Z	Z								ZMQ		ZMQ		M	
Statement B much more	420	292	128	135	11	19	3	6	98	14	49	24	48	4	36	87	4	252	24	15	11	1	21	13	83	8	2	-	-	122	65	6	2	3	2	234	52	143	26	88	35	169	123
	17%	20%	14%	39%	2%	11%	10%	7%	47%	15%	26%	7%	12%	18%	9%	30%	14%	36%	5%	10%	15%	2%	35%	18%	10%	3%	3%	-	-	41%	52%	16%	6%	21%	6%	21%	14%	21%	18%	23%	12%	21%	18%

| | | |

	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Statement A much more	282	223	58	15	147	29	2	9	9	9	18	48	81	4	86	29	4	41	127	27	6	4	1	8	68	101	16	13	16	11	5	5	6	1	5	172	50	134	21	39	30	155	69
	12%	15%	6%	4%	30%	17%	5%	9%	4%	9%	9%	15%	20%	17%	22%	10%	14%	6%	26%	18%	8%	9%	2%	11%	8%	34%	28%	25%	25%	4%	4%	11%	14%	3%	17%	16%	14%	20%	15%	10%	10%	19%	10%
	bchqvxEF	Zb			Zcefghi	ch												Zqfuvwx	Zqvx					v		Z	Z	Z	Z			E				Z		ZOPR			ZOPR	
Statement A a little more	705	463	236	56	208	61	15	46	34	31	47	143	149	8	159	70	8	128	217	57	25	17	15	25	221	124	25	21	30	46	17	8	23	8	15	328	127	202	44	129	88	246	217
	29%	31%	25%	16%	43%	35%	43%	46%	16%	31%	25%	43%	36%	37%	40%	24%	29%	18%	44%	38%	35%	36%	24%	36%	26%	42%	43%	43%	47%	15%	13%	21%	58%	56%	50%	30%	35%	30%	31%	34%	30%	30%	32%
	chqEF	b			Zcfhi	ch	ch	Zcfhi		ch		Zjp	Zjp		Zjp			Zqvx	Zqx	q	q		q	q		Z	Z	Z	Z				Z			Z							
Statement B a little more	669	422	247	150	71	52	13	19	81	30	67	89	105	1	70	100	6	278	72	35	21	14	24	19	206	40	7	12	10	139	56	20	5	4	7	318	93	165	41	116	100	206	216
	28%	28%	27%	44%	15%	29%	37%	19%	39%	31%	36%	27%	26%	7%	18%	35%	20%	40%	15%	24%	29%	28%	40%	28%	25%	13%	12%	24%	15%	47%	45%	49%	13%	29%	22%	29%	25%	25%	28%	31%	34%	25%	32%
	dmABDH			Zdegi		d	dg		Zdeg	d	Zkln	n	n			Zkln		Zrswx		r	r	r	rax	r	r				A		Z	Z	Z							M	ZMQ		ZMQ
Statement B much more	458	264	194	98	32	26	2	14	68	16	47	31	51	4	54	69	8	193	41	22	9	8	20	13	153	19	7	-	4	82	41	7	2	1	3	195	63	123	26	66	50	149	116
	19%	18%	21%	28%	7%	15%	6%	14%	33%	17%	25%	9%	12%	18%	14%	24%	28%	28%	8%	15%	12%	17%	34%	18%	18%	6%	12%	-	7%	27%	32%	17%	5%	6%	9%	18%	17%	18%	18%	17%	17%	18%	17%
	dfiknvACDH			Zdefgi		d		d	Zdefg	d	Zkln					kln	kln	Zrstx		r			Zrstx	r	r	C	C		C	Z	ZG											
Don't know	308	116	192	26	29	8	3	11	15	12	9	20	25	5	29	19	3	52	35	8	11	5	1	5	191	14	4	4	4	21	8	1	4	1	*	77	33	48	12	28	27	60	55
	13%	8%	21%	8%	6%	5%	10%	11%	7%	12%	5%	6%	6%	6%	21%	7%	7%	8%	7%	5%	16%	10%	1%	7%	23%	5%	6%	8%	6%	7%	6%	2%	10%	5%	1%	7%	9%	7%	8%	8%	9%	7%	8%
	acdehjklnoqrs		Za					e		de									qrsv	v					Zqrsvw																		
	AEFGKMOQR																																										
NET: Statement A	987	686	294	71	355	91	17	55	42	40	65	192	230	11	245	98	12	169	344	84	30	22	16	33	260	225	41	34	46	57	21	13	29	9	21	499	177	336	65	168	118	401	285
	41%	46%	32%	21%	73%	51%	47%	56%	21%	41%	35%	58%	56%	54%	62%	34%	43%	24%	70%	56%	43%	45%	28%	47%	35%	76%	70%	68%	72%	19%	17%	32%	72%	59%	68%	46%	48%	50%	45%	44%	40%	49%	42%
	bchqvxEF	Zb			Zcefghi	Zch	ch	Zchi		ch		Zjp	Zjp		Zjpp			Zqsfuvwx	Zqvx	q	q		q	qvx	q	Z	Z	Z	Z			F	Z	Z		Z	Z	ZPR			ZPR	
NET: Statement B	1127	686	441	245	103	78	16	32	149	46	114	120	156	5	124	169	14	471	113	57	29	22	44	32	358	59	14	12	14	221	97	27	7	5	9	513	156	288	67	181	150	355	332
	47%	46%	48%	72%	21%	44%	43%	33%	72%	47%	61%	36%	38%	25%	31%	59%	48%	68%	23%	38%	41%	45%	73%	46%	43%	20%	24%	24%	22%	74%	77%	68%	18%	36%	31%	47%	43%	43%	46%	48%	51%	43%	49%
	dgiknvABCDH			Zdefgi		d	d	d	Zdefg	dg	Zkln		n			Zkln		Zrstuwx		r	r	r	Zrstuwx	r	r					Z	Z	Z							MQ		MQ	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zjj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 239
Q18. Which of these statements come closest to your view?
A. This Labour Government could really improve the country over the next 5 years
vs B. The problems we face are too big for any Government to really get to grips with
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absence (a)	Not eligible (b)	Admin reason (c)	Disengaged/ dissatisfied (d)	More engaged (e)	Less engaged (f)	More engaged (g)	Less engaged (h)	Optimistic (i)	Pessimistic (j)	Optimistic (k)	Pessimistic (l)	Optimistic (m)	Pessimistic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to undergrad degree (t)	At least undergrad degree (u)	Up to £21,000 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabled (C)	Nondisabled (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Statement A much more	282	14	21	6	12	194	84	175	101	211	49	188	64	205	49	161	117	5	62	218	139	143	68	118	35	36	243	39	71	208
	12%	8%	20%	8%	2%	16%	7%	15%	8%	22%	4%	17%	7%	13%	8%	10%	16%	14%	11%	12%	10%	13%	11%	12%	10%	15%	12%	9%	12%	12%
	dfhijn	d	Zad	d		Zf		Zfi		Zj		Zi		n			Zo					t								
Statement A a little more	705	50	34	15	123	401	301	353	348	383	238	375	229	492	153	483	213	8	190	507	359	345	137	299	139	67	588	116	175	521
	29%	30%	33%	22%	24%	33%	26%	31%	28%	39%	21%	34%	24%	31%	25%	29%	29%	23%	34%	27%	27%	32%	23%	31%	38%	27%	30%	26%	29%	29%
	jlv					f				Zj		Zi		n			s			t			v	Zvy						
Statement B a little more	669	50	27	17	132	362	304	334	335	214	386	277	304	450	168	499	158	12	138	529	383	286	157	266	107	75	559	160	164	495
	28%	30%	26%	26%	26%	29%	26%	29%	27%	22%	34%	25%	32%	29%	28%	30%	21%	32%	25%	29%	28%	27%	26%	28%	29%	30%	28%	35%	27%	28%
	ip										Zi		Zk			p									ZA					
Statement B much more	458	25	10	10	118	197	260	212	245	96	331	147	266	260	162	324	127	7	92	363	277	181	146	178	54	41	364	94	126	328
	19%	15%	10%	15%	23%	16%	22%	19%	20%	10%	29%	13%	28%	17%	27%	20%	17%	19%	17%	20%	20%	17%	24%	18%	15%	16%	18%	21%	20%	18%
	ik				b		Za				Zi		Zk		Zm								Zwxy							
Don't know	308	26	11	19	127	79	214	68	214	73	145	107	100	167	76	176	127	5	76	231	194	114	94	106	35	29	265	43	79	220
	13%	16%	10%	28%	25%	6%	18%	6%	17%	7%	13%	10%	10%	11%	12%	11%	17%	13%	14%	12%	14%	11%	16%	11%	9%	12%	13%	9%	13%	12%
	eqjk			Zb	Zb		Za		Zg		i						Zo				u		wx				B			
NET: Statement A	987	63	55	20	134	595	385	528	449	593	267	563	293	698	203	644	330	13	253	725	499	488	205	416	174	104	831	156	246	730
	41%	39%	54%	31%	26%	48%	33%	46%	36%	61%	25%	51%	30%	44%	33%	39%	44%	36%	45%	39%	37%	46%	34%	43%	47%	42%	42%	34%	40%	41%
	dhjklrstvB	d	Zcd			Zf		Zh		Zj		Zi		n			o		s			Zt		v	v		B			
NET: Statement B	1127	75	37	27	250	560	564	546	580	310	716	424	570	710	329	823	285	19	230	892	660	467	303	444	161	115	873	254	289	823
	47%	46%	38%	41%	49%	45%	48%	48%	47%	32%	62%	39%	59%	45%	54%	50%	38%	51%	41%	48%	49%	44%	50%	46%	44%	47%	44%	56%	47%	46%
	ikp										Zi		Zk		Zm	p					u				ZA					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 240
Q18. Which of these statements come closest to your view?
A. If this Government is effective, I would expect to see real improvements in our country within the next year
vs B. Even if this Government is effective, it will take a year or two before we start seeing much improvement
Base: All respondents

		Age							Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	45+ Men (n)	18-34 Women (o)	35-44 Women (p)	45+ Women (q)	White (r)	Ethnic minority (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employed (N)	Selfemployed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	394	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Statement A much more	258	93	95	70	34	59	53	42	36	34	131	126	26	45	31	8	49	39	202	52	58	77	59	65	134	123	217	19	12	10	4	26	21	20	23	31	45	32	15	167	6	32	10	27
	11%	14%	12%	7%	13%	14%	14%	10%	10%	6%	11%	10%	18%	12%	7%	7%	12%	8%	10%	17%	9%	11%	12%	11%	10%	11%	11%	9%	10%	15%	4%	10%	10%	10%	13%	14%	14%	10%	7%	13%	4%	14%	11%	5%
	cinOR	c	c		i	i	i	i	i				Znqq	n			n			Zrtuwxy												E	E	EM					OR		OR	R	
Statement A a little more	450	158	139	153	65	93	67	72	60	93	231	218	37	76	76	28	63	77	380	67	134	126	95	95	260	190	377	31	20	21	15	57	39	37	28	31	50	67	53	270	26	24	22	91
	19%	23%	17%	16%	25%	22%	17%	17%	16%	17%	20%	18%	25%	20%	17%	24%	15%	16%	18%	22%	21%	18%	19%	16%	19%	17%	19%	15%	18%	32%	15%	21%	19%	18%	16%	14%	16%	20%	25%	21%	17%	10%	25%	17%
	P	Zbc			ghi								p																	ZAB								ZIJK		P		P	
Statement B a little more	715	208	229	278	80	128	111	118	108	170	356	356	43	112	139	35	117	139	633	78	204	192	157	163	395	320	602	67	32	14	40	69	50	68	43	68	93	97	75	379	58	62	21	169
	30%	31%	28%	30%	30%	31%	29%	28%	29%	30%	30%	29%	30%	29%	30%	31%	28%	29%	30%	25%	32%	27%	31%	28%	30%	29%	30%	32%	28%	21%	41%	26%	25%	32%	25%	30%	29%	30%	36%	30%	38%	26%	24%	31%
																															ZFGI								FGI		P			
Statement B much more	776	151	252	374	63	88	105	147	140	234	370	403	30	116	187	33	135	186	685	82	194	340	158	185	434	342	648	74	42	13	28	87	68	62	59	83	105	104	54	350	41	86	26	226
	32%	22%	31%	40%	24%	21%	27%	35%	38%	41%	31%	33%	21%	30%	41%	29%	32%	39%	33%	26%	30%	34%	31%	32%	32%	32%	32%	36%	37%	19%	28%	32%	33%	30%	34%	37%	33%	32%	26%	27%	27%	37%	29%	41%
	adeiN		a	Zab				daf	Zdaf	Zdaf					Zlmp			Zlmp	s			s					D	D							M					N		ZNO
Don't know	223	69	94	60	20	48	51	43	26	35	89	133	10	35	27	11	59	34	187	32	48	65	39	71	113	110	191	15	8	9	12	30	25	21	22	12	27	29	11	115	20	31	9	33
	9%	10%	12%	6%	8%	12%	13%	10%	7%	6%	8%	11%	7%	9%	6%	9%	14%	7%	9%	10%	8%	9%	8%	12%	8%	10%	9%	7%	7%	14%	12%	11%	13%	10%	13%	5%	9%	9%	5%	9%	13%	13%	10%	6%
	cinR	c	c		Zghi	i	Zhi	i			j						Znq							rtvx				J	JM						JM					R		R	
NET: Statement A	708	251	233	223	99	152	120	113	96	127	362	345	63	121	107	36	112	116	581	120	192	203	154	159	394	313	594	50	32	32	19	83	60	57	51	62	95	99	68	437	33	56	32	118
	29%	37%	29%	24%	38%	37%	31%	27%	26%	23%	31%	28%	43%	32%	23%	31%	26%	24%	28%	38%	30%	29%	30%	28%	30%	29%	29%	25%	28%	47%	19%	31%	30%	28%	29%	28%	30%	30%	33%	34%	22%	24%	36%	22%
	cinR	Zbc	c		Zghi	Zghi	i						Znpq	nq						Zrtuwxy										ZABC								E	ZOPR			OPR	
NET: Statement B	1491	359	481	652	143	216	215	288	248	404	726	759	73	228	327	68	251	325	1318	160	398	431	314	348	829	662	1250	141	74	27	68	156	116	130	101	151	198	201	129	729	99	149	46	395
	62%	53%	60%	70%	54%	52%	56%	63%	67%	71%	62%	61%	50%	59%	71%	60%	60%	68%	63%	51%	62%	62%	62%	60%	62%	61%	61%	68%	65%	40%	69%	58%	58%	62%	58%	67%	62%	61%	62%	57%	65%	63%	53%	72%
	aelsON		a	Zab			e	daf	Zdafg						Zlmp			Zlmp	s		s	s	s	s	s	s	D	D	D															ZNPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zjj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 241

Q18. Which of these statements come closest to your view?
A. If this Government is effective, I would expect to see real improvements in our country within the next year
vs B. Even if this Government is effective, it will take a year or two before we start seeing much improvement
Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrat (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrat (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	606	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1523	434	802	174	475	349	976	624
Weighted base	2422	1488	928	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	46*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Statement A much more	258	166	92	27	62	18	3	10	29	16	28	44	38	4	43	41	4	73	61	11	6	6	6	8	86	34	11	7	7	19	22	6	6	1	2	124	39	74	24	37	30	98	68
	11%	11%	10%	8%	13%	10%	9%	10%	14%	16%	15%	13%	9%	20%	11%	14%	14%	11%	12%	7%	9%	13%	10%	11%	10%	11%	19%	14%	10%	6%	17%	14%	16%	5%	6%	11%	11%	11%	17%	10%	10%	12%	10%
	E				c				c	c	I					I								Z					ZE									ZO/PR			
Statement A a little more	450	300	149	54	120	32	6	19	33	26	35	69	92	1	91	58	8	114	115	28	8	9	14	23	138	76	13	12	16	48	19	9	9	3	6	215	82	139	28	75	57	167	133
	19%	20%	16%	16%	25%	18%	17%	19%	16%	27%	18%	21%	22%	5%	23%	20%	29%	16%	23%	19%	12%	20%	23%	33%	16%	26%	22%	23%	26%	18%	15%	21%	22%	16%	21%	20%	23%	21%	19%	20%	19%	21%	20%
		b			Zch					Zch					Z				Zqx					Zqslx		Z															
Statement B a little more	715	441	269	112	132	67	15	29	55	22	67	112	129	6	125	97	7	221	141	48	23	10	12	16	243	83	18	11	14	105	36	13	13	5	10	327	98	199	42	112	87	241	199
	30%	30%	29%	33%	27%	38%	41%	29%	26%	22%	36%	34%	31%	28%	31%	34%	25%	32%	29%	32%	33%	21%	20%	24%	29%	28%	31%	23%	22%	39%	29%	31%	31%	34%	33%	30%	27%	30%	29%	30%	29%	30%	30%
						Zdfs	i																																			
Statement B much more	776	500	276	127	154	52	11	31	84	24	53	88	138	5	121	76	8	249	147	55	26	16	25	21	236	96	13	18	25	110	47	11	11	5	12	372	120	224	41	133	102	285	235
	32%	34%	30%	37%	32%	29%	27%	31%	41%	25%	28%	26%	33%	25%	30%	27%	30%	36%	30%	37%	37%	34%	41%	31%	28%	32%	23%	35%	39%	37%	37%	27%	28%	38%	40%	34%	33%	33%	29%	35%	34%	32%	35%
				i					Zdai				k					nx		x									B												
Don't know	223	82	140	22	18	7	2	11	6	10	6	19	15	5	18	14	1	35	28	7	7	7	3	1	136	9	3	2	2	18	3	3	1	1	-	51	26	36	8	19	19	44	38
	9%	6%	15%	6%	4%	4%	6%	11%	3%	10%	3%	6%	4%	22%	4%	5%	2%	5%	6%	5%	10%	14%	5%	1%	16%	3%	5%	5%	3%	6%	2%	7%	4%	5%	-	5%	7%	5%	6%	5%	6%	5%	6%
	adsfjhbcqrwA		Za					dsfh		dsfh								w		qraw					Zqsvxw																
	FKMOQR																																									
NET: Statement A	708	466	241	81	183	50	9	28	62	42	62	112	130	5	134	100	12	187	176	39	15	16	20	31	223	110	24	19	23	67	41	14	15	3	8	339	121	213	53	113	88	265	200
	29%	31%	26%	24%	38%	29%	26%	29%	30%	43%	33%	34%	32%	25%	34%	35%	43%	27%	36%	26%	21%	32%	34%	45%	27%	37%	41%	37%	36%	22%	32%	35%	37%	23%	27%	31%	33%	32%	36%	30%	30%	33%	30%
	E	b			Zcah					Zcegh									Zqslx						Zqslx	Z	Z				E										
NET: Statement B	1491	940	545	239	286	119	24	59	139	46	120	200	267	11	246	173	16	470	288	103	50	26	37	38	479	179	31	29	39	215	83	24	24	10	22	700	218	422	84	245	189	506	434
	62%	63%	59%	70%	59%	68%	68%	60%	67%	47%	64%	60%	65%	53%	62%	60%	54%	68%	58%	69%	70%	54%	61%	54%	57%	60%	54%	58%	61%	72%	65%	58%	59%	72%	73%	64%	60%	63%	58%	65%	64%	62%	65%
	i			Zdi		di	i		di									Zrwx		nwx						Z															

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 242

Q18. Which of these statements come closest to your view?
A. If this Government is effective, I would expect to see real improvements in our country within the next year
vs B. Even if this Government is effective, it will take a year or two before we start seeing much improvement
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK	Optimism/ pessimism about local area	Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	169*	103*	66*	511	1234	1183	1142	1243	976	1148	1084	963	1575	638	1643	742	37*	559	1847	1353	1069	652	966	371	248	1970	452	614	1773
Statement A much more	258	19	18	8	39	138	118	130	125	134	108	128	102	176	60	154	101	3	81	176	139	119	60	92	43	36	219	39	66	187
	11%	12%	18%	12%	8%	11%	10%	11%	10%	14%	9%	12%	11%	11%	10%	9%	14%	8%	14%	10%	10%	11%	10%	10%	11%	14%	11%	9%	11%	11%
			d							Zj							Zo		Za											
Statement A a little more	450	28	15	6	91	251	194	219	229	204	188	223	163	299	104	307	137	6	123	323	245	205	92	193	75	42	383	67	92	352
	19%	17%	15%	9%	16%	20%	17%	19%	18%	21%	16%	20%	17%	19%	17%	19%	18%	16%	22%	17%	18%	19%	15%	20%	20%	17%	19%	15%	15%	20%
						f				j									s					v						C
Statement B a little more	715	54	22	29	144	372	342	346	368	308	328	342	262	496	158	504	203	8	160	551	394	321	169	283	137	72	557	158	190	517
	30%	33%	21%	44%	28%	30%	29%	30%	30%	32%	29%	31%	27%	32%	26%	31%	27%	22%	29%	30%	29%	30%	28%	29%	37%	29%	28%	35%	31%	29%
				bd										n										Zvw				ZA		
Statement B much more	776	49	39	12	136	420	355	407	367	290	422	333	355	480	236	544	217	15	134	637	439	337	212	314	92	79	609	167	202	562
	32%	30%	38%	19%	27%	34%	31%	36%	30%	30%	37%	30%	37%	30%	39%	33%	29%	41%	24%	35%	32%	32%	33%	33%	25%	32%	31%	37%	33%	32%
	rx		c					h			Zi		Zk				r						x	x			A			
Don't know	223	14	9	10	100	53	154	40	154	40	102	68	82	123	49	134	84	5	61	161	136	88	70	83	24	19	202	21	63	154
	9%	9%	8%	15%	20%	4%	13%	3%	12%	4%	9%	6%	8%	8%	8%	8%	11%	13%	11%	9%	10%	8%	12%	9%	6%	8%	10%	5%	10%	9%
	egjkB				Zab		Za		Zg		i						o						x				B			
NET: Statement A	708	47	33	14	131	389	312	349	354	339	298	352	265	475	165	461	238	9	204	498	384	324	152	286	118	78	602	106	159	540
	29%	29%	32%	22%	26%	32%	27%	31%	28%	35%	26%	32%	28%	30%	27%	28%	32%	23%	36%	27%	28%	30%	25%	30%	32%	31%	31%	23%	26%	30%
	B					f				Zj		I							Za								B			
NET: Statement B	1491	103	61	42	280	791	697	753	735	598	749	675	616	976	394	1048	420	23	294	1188	833	658	381	597	229	151	1166	325	393	1079
	62%	63%	59%	63%	55%	64%	60%	66%	59%	61%	65%	62%	64%	62%	65%	64%	57%	63%	53%	64%	62%	62%	63%	62%	62%	61%	59%	72%	64%	61%
	dpr							Zh								p												ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 243

Q18. Which of these statements come closest to your view?
A. Politics will be much less chaotic and short-termist under this Labour Government
vs B. Under this Labour Government, politics will remain just as short termist and chaotic as before
Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade					Region												Employment Status				
	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	55+ Men (n)	18-34 Women (o)	35-44 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
Statement A much more	249	70	81	98	33	37	39	41	42	58	120	127	19	29	49	13	51	49	210	38	75	77	40	56	152	96	218	15	11	6	13	24	23	21	20	23	41	36	16	128	16	24	12	92
	10%	10%	10%	10%	13%	9%	10%	10%	11%	10%	10%	10%	13%	8%	11%	11%	12%	10%	10%	12%	12%	11%	8%	10%	11%	9%	11%	7%	9%	8%	13%	9%	11%	10%	11%	10%	13%	11%	8%	10%	10%	10%	14%	9%
Statement A a little more	642	218	227	197	69	149	105	122	82	114	323	313	50	121	89	19	106	107	553	76	171	204	130	137	375	267	533	61	29	19	22	70	47	54	41	61	71	95	72	375	42	62	24	108
	27%	32%	28%	21%	27%	36%	27%	29%	22%	20%	27%	25%	34%	31%	19%	16%	25%	23%	27%	24%	27%	29%	26%	24%	28%	25%	26%	29%	26%	28%	22%	26%	23%	26%	23%	27%	22%	29%	35%	29%	28%	26%	28%	20%
	clnR	Zc	c			Zfhi	i	i					noq	noq																								ZGIK				
Statement B a little more	513	151	150	212	65	85	61	89	85	127	261	251	41	73	106	24	77	106	440	69	148	144	105	116	292	220	427	46	28	11	18	59	45	45	34	51	72	69	33	281	27	35	18	128
	21%	22%	19%	23%	25%	21%	16%	21%	23%	22%	22%	20%	28%	19%	23%	21%	18%	22%	21%	22%	23%	21%	21%	20%	22%	20%	21%	23%	25%	17%	18%	22%	22%	22%	19%	23%	23%	21%	16%	22%	18%	15%	20%	23%
	fP				f				f	f			P																											P			P
Statement B much more	571	84	183	304	34	50	81	102	112	193	323	247	16	107	168	17	76	136	520	47	134	152	150	135	286	285	482	44	31	14	25	59	41	47	41	53	76	79	60	257	37	56	10	184
	24%	12%	23%	33%	13%	12%	21%	24%	30%	34%	27%	20%	11%	28%	37%	15%	18%	29%	25%	15%	21%	22%	29%	23%	21%	26%	24%	21%	27%	21%	25%	22%	20%	23%	24%	24%	24%	29%	20%	25%	24%	12%	34%
	adsklqsiNQ		a	Zab			de	de	Zdef	Zdefg	Zk			top	Zlmopq			Zlop	sx			s	Zxlux	s	s	slx															Q	Q		ZNPQ
Don't know	448	156	167	125	61	95	99	67	49	76	149	297	19	54	48	42	113	76	362	82	109	122	83	133	232	216	375	39	15	18	21	56	45	40	39	37	59	51	27	240	30	58	23	74
	18%	23%	21%	13%	23%	23%	26%	16%	13%	13%	13%	24%	13%	14%	10%	37%	27%	16%	17%	26%	17%	17%	16%	23%	17%	20%	18%	19%	14%	26%	22%	21%	23%	19%	22%	16%	18%	15%	13%	19%	20%	25%	26%	14%
	chjnR	Zc	c		hi	ghi	Zghi					Zj				Zlmnq	Zlmnq	n		Zrtuvxy				Zrtuvx				M		M									R		ZR	R	
NET: Statement A	891	288	308	295	102	186	145	163	124	170	444	440	69	150	138	31	157	157	763	114	246	282	171	193	527	364	751	76	40	25	35	94	69	76	60	84	112	131	88	503	57	87	36	160
	37%	42%	38%	32%	39%	45%	37%	39%	34%	30%	38%	36%	48%	39%	30%	27%	37%	33%	37%	37%	39%	40%	34%	33%	39%	34%	37%	37%	35%	36%	35%	35%	35%	36%	35%	37%	35%	40%	42%	39%	38%	37%	42%	29%
	clnR	Zc	c		i	Zhi	i	i					noq	n			n						vwy																R		R		
NET: Statement B	1083	234	333	516	99	136	142	191	197	319	585	499	58	180	274	41	153	242	960	116	282	295	254	251	578	505	909	90	59	26	43	119	86	92	75	104	149	148	93	538	64	91	28	313
	45%	35%	41%	55%	38%	33%	37%	45%	53%	56%	50%	40%	40%	47%	60%	36%	36%	51%	46%	37%	44%	42%	50%	43%	43%	47%	45%	44%	52%	38%	43%	44%	43%	44%	43%	46%	46%	45%	45%	42%	43%	39%	32%	57%
	adfkqsiQ		a	Zab			uf		Zdefg	Zdefg	Zk			p	Zlmopq			Zlop	s				sux		s																		ZNOPQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Absolutes/col percents

Table 244

Q18. Which of these statements come closest to your view?
A. Politics will be much less chaotic and short-termist under this Labour Government
vs B. Under this Labour Government, politics will remain just as short termist and chaotic as before
Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	36	685	606	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1523	434	802	174	475	349	976	824
Weighted base	1488	926	340	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	49*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1050	368	671	144	377	295	816	672
Statement A much more	212	37	11	140	31	4	13	3	9	9	50	82	2	85	20	3	34	119	34	6	4	1	9	41	99	12	9	18	11	3	4	7	-	7	166	46	133	14	41	24	147	64
	10%	14%	4%	3%	29%	18%	12%	14%	1%	9%	5%	15%	20%	8%	21%	7%	10%	5%	24%	23%	9%	9%	2%	13%	5%	33%	20%	18%	29%	4%	2%	10%	18%	-	24%	15%	13%	20%	10%	11%	8%	18%	10%
	bchjqwxEF	Zb			Zcefghi	Zch	ch	ch		ch		Zjp	Zjp		Zjko			Zqtuvwx	Zqtvx				qvx		ZBC	Z		Z			F		Z				Z			ZNOPR		ZNOPR	
Statement A a little more	642	422	217	57	203	51	16	33	26	29	40	117	140	9	140	62	10	124	203	48	24	17	14	22	189	125	20	19	35	50	11	8	18	9	13	308	107	203	35	108	76	238	185
	27%	28%	23%	17%	42%	29%	45%	34%	13%	30%	21%	35%	34%	40%	35%	22%	34%	18%	41%	32%	34%	35%	24%	32%	23%	42%	34%	38%	55%	17%	9%	20%	44%	59%	44%	28%	29%	30%	24%	29%	26%	29%	27%
	chqEF	b			Zcahi	ch	Zcah	ch		ch		Zjp	Zjp		Zjp			Zqvx	qx	q	q		q		Z		Z	ZAB	F			Z									
Statement B a little more	513	316	194	98	70	40	5	15	52	24	56	76	79	4	74	76	5	182	78	25	15	10	12	14	178	38	14	9	5	87	34	13	7	2	3	213	94	109	41	87	80	149	166
	21%	21%	21%	29%	14%	23%	14%	15%	25%	24%	30%	23%	19%	19%	19%	26%	19%	26%	16%	17%	21%	20%	20%	21%	21%	13%	24%	18%	8%	29%	27%	31%	19%	17%	11%	20%	26%	16%	28%	29%	27%	18%	25%
	dkAOM			Zdfg		d			dg	d	Zln					ln		Znux						r		AD			Z					K			MQ	M	ZMQ		MQ
Statement B much more	571	363	208	145	19	32	6	18	110	23	66	44	66	2	55	103	7	284	41	25	17	7	29	16	151	10	6	1	*	128	71	10	6	4	5	283	75	158	44	99	62	202	161
	24%	24%	22%	42%	4%	18%	17%	19%	53%	24%	35%	13%	16%	9%	14%	36%	26%	41%	8%	17%	25%	14%	48%	23%	18%	4%	10%	2%	1%	43%	56%	24%	14%	25%	17%	26%	20%	23%	31%	26%	21%	25%	24%
	dkImnxABCD			Zdafgi		d	d	d	Zcdefgi	d	Zkln					Zkln		Znstuwx		r	r		Znstuwx	r	r	AD				ZG	ZEG					L		P				
Don't know	448	176	271	32	54	22	5	19	16	12	17	46	45	5	44	25	3	68	51	17	8	11	4	8	281	25	7	12	5	24	8	6	2	-	1	120	44	69	11	42	54	80	96
	18%	12%	29%	9%	11%	13%	13%	19%	8%	13%	9%	14%	11%	24%	11%	9%	11%	10%	10%	11%	12%	23%	6%	11%	34%	8%	12%	24%	8%	8%	6%	14%	6%	-	4%	11%	12%	10%	8%	11%	18%	10%	14%
	acdehijnoqr		Za					cdh														qrv		Zqrstvw			AD													MNQ		MNQ
	skADEFHKLMNOQR																																									
NET: Statement A	891	634	254	68	343	82	20	46	29	38	49	166	222	10	225	83	13	158	322	82	30	21	16	31	230	224	31	28	53	61	14	12	25	9	21	473	153	336	49	149	100	385	249
	37%	43%	27%	20%	71%	47%	56%	47%	14%	39%	26%	50%	54%	48%	57%	29%	44%	23%	65%	55%	43%	44%	26%	45%	27%	75%	54%	56%	84%	20%	11%	30%	62%	59%	68%	43%	42%	32%	34%	39%	34%	47%	37%
	bchjqwxEF	Zb			Zcaghi	Zch	Zch	Zch		ch		Zjp	Zjp		Zjo		j		Zqstuvwx	Zqvx	qx	qx		qvx		ZBC	Z	Z	ZBC	F		F	Z			Z			ZNOPR		ZNOPR	
NET: Statement B	1083	678	402	243	89	72	11	33	162	47	122	119	145	6	129	178	13	466	119	51	32	16	41	31	327	49	20	10	5	215	105	23	13	6	8	496	169	266	85	186	141	351	327
	45%	46%	43%	71%	18%	41%	30%	34%	78%	48%	65%	36%	35%	28%	32%	62%	45%	67%	24%	34%	46%	33%	68%	44%	39%	16%	34%	19%	8%	72%	83%	56%	32%	41%	27%	46%	46%	40%	59%	49%	48%	43%	49%
	dgklmnxACD			Zdafgi		d		d	Zcdefgi	dfg	Zklnp					Zkln		Znstuwx		r	r		Znstuwx	r	r	AD				ZG	ZEG							ZMPQR	MQ	M		MQ
	M																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 245

Q18. Which of these statements come closest to your view?
A. Politics will be much less chaotic and short-termist under this Labour Government
vs B. Under this Labour Government, politics will remain just as short termist and chaotic as before
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £43,00 0 (w)	£43,00 1 to £82,00 0 (x)	£82,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	74	48	335	1059	1349	1251	1141	1035	1115	1124	950	1039	945	1442	321	89	564	1856	1343	1079	685	1018	320	211	1662	460	696	1688
Weighted base	103*	68*	511	1163	1242	1343	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Statement A much more	6	12	3	15	201	48	183	66	194	40	175	47	185	50	155	89	5	52	196	108	141	55	106	30	40	200	49	64	182
	3%	12%	4%	3%	16%	4%	16%	5%	20%	3%	16%	5%	12%	8%	9%	12%	13%	9%	11%	8%	13%	9%	11%	8%	16%	10%	11%	10%	10%
		ad			2f		Zh		Zj		Zl		n								Zt				Zvx				
Statement A a little more	42	41	23	96	388	252	341	296	353	223	345	219	427	170	424	209	8	169	468	335	307	137	269	119	61	543	99	164	464
	40%	35%	19%	31%	22%	30%	24%	36%	19%	32%	23%	27%	26%	26%	28%	22%	30%	25%	25%	29%	23%	28%	32%	24%	28%	22%	27%	26%
		Zd	d		2f		h		Zj		Zl				s								v	v		B			
Statement B a little more	44	19	9	117	263	260	236	277	191	266	243	198	352	113	375	127	11	127	384	303	209	128	201	87	55	407	105	116	391
	27%	19%	13%	23%	21%	22%	21%	22%	20%	23%	22%	21%	22%	19%	23%	17%	30%	23%	21%	22%	20%	21%	21%	23%	22%	21%	23%	19%	22%
	p														p		p												
Statement B much more	28	7	16	118	285	285	303	265	103	435	164	349	334	185	423	142	6	95	472	328	242	158	217	81	51	447	124	154	414
	17%	7%	24%	23%	23%	25%	27%	21%	11%	38%	15%	36%	21%	30%	26%	19%	17%	17%	26%	24%	23%	26%	22%	22%	20%	23%	27%	25%	23%
	bkpr		b	b			h			Zl		Zk		Zm	p				r										
Don't know	44	23	16	166	110	318	78	339	136	184	167	150	277	91	266	175	7	117	328	277	171	124	173	54	42	373	75	116	322
	27%	22%	24%	32%	9%	27%	7%	27%	14%	16%	15%	16%	18%	15%	16%	24%	18%	21%	18%	20%	16%	21%	18%	15%	17%	19%	17%	19%	18%
	egk	Z		Z		Za		Zg								Zo				u									
NET: Statement A	48	53	26	111	587	300	534	362	547	263	521	266	612	219	579	299	13	221	663	444	447	193	375	148	100	743	148	228	646
	29%	52%	39%	22%	48%	26%	46%	29%	56%	23%	48%	28%	39%	36%	35%	40%	34%	40%	36%	33%	42%	32%	39%	40%	40%	38%	33%	37%	36%
	dfhjt	Zad	d		2f		Zh		Zj		Zl					o					Zt		v	v	v				
NET: Statement B	72	27	25	235	538	545	539	542	294	701	406	547	686	298	797	268	18	221	856	632	451	286	418	168	106	854	229	270	805
	44%	26%	37%	46%	44%	47%	47%	44%	30%	61%	37%	57%	44%	49%	49%	36%	48%	40%	46%	47%	42%	47%	43%	45%	43%	43%	51%	44%	45%
	bkp	b		b						Zl		Zk		m	Zp				r								ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 246

Q18. Which of these statements come closest to your view?
A. I think the Conservative Party will be back in the running by the next election
vs B. I think the Conservative party are going to take more than one election to be competitive again
Base: All respondents

	Age								Gender		Age/gender						Ethnicity		Social Grade					Region										Employment Status			
	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Man (l)	35-54 Man (m)	55+ Man (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	555	675	992	204	351	419	457	410	582	1151	1262	104	403	498	98	469	606	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	298	212	210	180	232	321	318	219	1172	198	275	96	570
Weighted base	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	669	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Statement A much more	39	89	24	16	27	12	25	64	93	75	13	23	49	11	16	40	142	25	38	47	38	46	84	83	147	11	6	5	5	19	17	13	15	19	29	20	12	75	9	11	5	60
	6%	11%	3%	6%	6%	3%	7%	17%	16%	6%	1%	16%	13%	2%	14%	9%	30%	1%	12%	6%	6%	9%	7%	6%	7%	7%	5%	5%	7%	7%	6%	8%	10%	8%	9%	6%	4%	6%	6%	5%	6%	11%	10%
	gp		Zab	eg		g		g	Zafgh					Zmp	p		p																								ZNP
Statement A a little more	134	130	151	48	87	64	66	64	87	219	196	30	68	78	16	62	73	371	41	128	113	91	83	241	175	345	35	24	12	16	48	32	30	23	41	55	49	50	239	26	31	15	93
	20%	16%	16%	18%	21%	17%	16%	17%	15%	19%	16%	21%	18%	17%	14%	15%	15%	18%	13%	20%	16%	18%	14%	18%	16%	17%	17%	21%	18%	16%	18%	16%	14%	13%	18%	17%	15%	24%	19%	17%	13%	17%	17%
																				sw																		ZHIL				
Statement B a little more	192	193	238	85	107	88	105	95	142	324	294	48	86	135	36	107	103	517	103	183	195	124	121	377	245	533	47	25	17	22	76	45	63	46	52	74	89	67	347	37	44	27	141
	28%	24%	25%	32%	26%	23%	25%	26%	25%	28%	24%	33%	22%	29%	31%	25%	22%	25%	33%	29%	28%	24%	21%	28%	23%	26%	23%	22%	25%	22%	28%	22%	30%	26%	23%	23%	27%	32%	27%	24%	19%	31%	26%
	wP			f						q			mq					Zrvwy	wy	wy				wy															P		P	P	
Statement B much more	188	298	345	68	120	115	183	138	206	408	420	39	156	158	28	141	186	738	82	212	241	168	210	453	378	687	81	39	23	35	91	73	68	66	76	109	113	56	408	50	110	25	190
	28%	37%	37%	26%	29%	30%	43%	37%	37%	35%	34%	27%	41%	34%	25%	33%	39%	35%	26%	33%	34%	33%	36%	34%	35%	34%	40%	34%	33%	36%	34%	37%	33%	38%	34%	34%	34%	27%	32%	33%	47%	29%	35%
	ads	a	a				Zdef	def	de				Zlo		s		lo	s		s	s	s	s	s									M						ZNOQR			
Don't know	124	148	113	38	87	93	56	47	66	133	251	15	52	41	23	97	72	318	61	78	104	86	118	182	204	322	32	21	11	21	36	33	34	26	36	53	59	24	212	30	39	15	82
	18%	18%	12%	14%	21%	24%	13%	13%	12%	11%	20%	10%	13%	9%	20%	23%	15%	15%	20%	12%	15%	17%	20%	14%	19%	16%	15%	18%	16%	21%	14%	17%	16%	15%	16%	17%	18%	12%	17%	20%	17%	17%	15%
	cjntR	c	c		ghi	Zdghi				Zj				n	Zlmnq	n		tx		t	Zrtux				rtx														R	R		

| | | |

	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Lab to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Statement A much more	394	277	117	57	38	18	3	12	138	9	66	60	52	-	52	85	5	189	47	18	7	6	32	8	87	20	6	4	7	54	86	6	5	8	1	223	52	93	35	85	64	128	150
	16%	19%	13%	17%	8%	10%	7%	12%	67%	9%	35%	18%	13%	-	13%	30%	16%	27%	10%	12%	9%	13%	53%	11%	10%	7%	11%	9%	11%	18%	68%	14%	13%	52%	4%	20%	14%	14%	24%	23%	22%	16%	22%
	bdenxA	b		d					Zcdefgi		Zklnp	l				Zkln		Znstuwx					Zqrstuwx							ZEG					ZL			ZMQ	ZMQ	ZMQ		ZMQ	
Statement A a little more	577	377	199	106	116	46	7	18	45	26	60	83	110	2	91	108	10	202	112	34	14	7	11	18	179	70	15	11	15	94	29	15	9	5	5	270	95	158	36	92	91	194	183
	24%	25%	22%	31%	24%	26%	20%	19%	22%	27%	32%	25%	27%	11%	23%	38%	34%	29%	23%	23%	19%	14%	18%	26%	21%	23%	26%	23%	24%	31%	23%	37%	23%	36%	15%	25%	26%	24%	25%	24%	31%	24%	27%
				Zdgh							Zn					Zkln		Zrux					Zqrstuwx								Z		Z						ZMQ				
Statement B a little more	527	335	190	77	130	45	10	26	12	24	23	75	98	8	92	49	6	131	132	40	21	10	6	20	167	83	16	10	19	70	5	8	13	1	12	245	87	176	25	74	60	201	134
	22%	23%	21%	22%	27%	26%	28%	26%	6%	25%	13%	23%	24%	35%	23%	17%	22%	19%	27%	27%	29%	21%	10%	28%	20%	28%	29%	20%	30%	24%	4%	20%	31%	10%	39%	23%	24%	26%	18%	19%	20%	25%	20%
	hjvF			h	Zh	h	h	h		h		j	jo		j			v	Zqvx	qv	v			v		Z				F		F						ZNOR			OR		
Statement B much more	430	308	117	65	129	44	9	24	7	23	25	75	105	6	105	24	6	103	124	41	18	13	8	13	109	86	11	13	15	55	3	8	7	-	10	221	85	154	35	77	42	189	119
	18%	21%	13%	19%	27%	25%	26%	24%	3%	23%	13%	23%	25%	27%	26%	8%	22%	15%	25%	27%	25%	28%	12%	19%	13%	29%	20%	26%	23%	18%	3%	18%	18%	-	33%	20%	23%	23%	24%	20%	14%	23%	16%
	bhoxF	Zb		h	Zch	Zh	h	h				Zjp	Zjx		Zjp		o		Zqvx	Zqvx	qx	qx			Z		F		F								F	P			ZPR	P		ZPR	
Don't know	495	191	303	38	73	23	7	19	5	16	13	38	47	6	57	20	2	67	77	17	12	12	4	11	296	40	8	12	8	26	4	5	6	-	3	130	48	90	13	49	37	104	87
	20%	13%	33%	11%	15%	13%	19%	20%	2%	16%	7%	11%	11%	27%	14%	7%	6%	10%	16%	11%	17%	24%	7%	16%	35%	13%	14%	23%	12%	9%	3%	11%	15%	-	9%	12%	13%	13%	9%	13%	13%	13%	13%
	acdehjkhnp		Za	h	h	h	h	ch		h					jo				q			qsv			Zqrstvw	F		F															
	qsvuAEFKLMNOPQ																																											
	R																																										
NET: Statement A	971	654	316	163	154	64	10	30	183	35	126	143	162	2	143	193	15	391	159	52	20	13	43	26	266	90	22	16	22	148	115	21	15	13	6	494	147	251	71	177	158	322	333
	40%	44%	34%	48%	32%	36%	27%	30%	89%	36%	67%	43%	39%	11%	36%	67%	51%	56%	32%	35%	29%	27%	71%	38%	32%	30%	37%	31%	35%	49%	91%	51%	36%	90%	19%	45%	40%	37%	49%	47%	53%	39%	49%
	bdnxA	Zb		Zdefgi					Zcdefgi		Zkln					Zkln		Znstuwx					Zqrstuwx			Z	ZEG									Z			ZMQ	ZMQ	ZMQ		ZMQ	
NET: Statement B	957	643	307	141	260	89	20	49	18	47	48	151	203	13	197	74	13	234	257	80	39	23	14	33	277	168	28	23	34	125	8	16	20	1	22	466	172	330	60	151	102	390	253
	39%	43%	33%	41%	53%	50%	54%	50%	9%	48%	26%	45%	49%	62%	50%	26%	44%	34%	52%	54%	54%	48%	23%	47%	33%	56%	48%	46%	53%	42%	6%	38%	49%	10%	72%	43%	47%	49%	42%	40%	35%	48%	38%
	bhjoxvF	Zb		h	Zch	Zh	h	Zh		h		jo	Zjp		Zjp		jo		Zqvx	Zqvx	vx		qvx		Z		F		Z			F				Z	ZOPR			ZOPR		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 250
Q18. Which of these statements come closest to your view?
A. Reform UK, with Nigel Farage as its leader, is going to go from strength to strength
vs B. Reform UK have peaked at this election and are unlikely to grow their support in future
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 251
Q18. Which of these statements come closest to your view?
A. Reform UK, with Nigel Farage as its leader, is going to go from strength to strength
vs B. Reform UK have peaked at this election and are unlikely to grow their support in future
Base: All respondents

	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimist stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg raduat degree (t)	At least underg raduat degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£49,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Statement A much more	394	24	9	12	51	236	158	238	155	120	246	139	214	230	134	275	113	5	85	307	247	147	117	155	55	37	314	80	99	293
	16%	14%	9%	18%	10%	19%	14%	21%	12%	12%	21%	13%	22%	15%	22%	17%	15%	15%	15%	17%	18%	14%	19%	16%	15%	15%	16%	18%	16%	17%
	dhik					f		Zh			Zi		Zk		Zm						u									
Statement A a little more	577	35	18	20	113	319	254	298	274	256	277	279	237	364	159	413	155	9	155	420	316	260	137	227	100	56	461	116	127	440
	24%	22%	17%	30%	22%	26%	22%	26%	22%	26%	24%	26%	25%	23%	26%	25%	21%	23%	28%	23%	23%	24%	23%	23%	27%	22%	23%	26%	21%	25%
						f		h						p		s														
Statement B a little more	527	42	34	11	91	300	227	286	255	240	216	257	193	367	118	378	142	7	117	404	275	252	114	214	102	60	432	95	135	383
	22%	25%	33%	17%	18%	24%	19%	23%	20%	25%	19%	24%	20%	23%	19%	23%	19%	19%	21%	22%	20%	24%	19%	22%	28%	24%	22%	21%	22%	22%
			Zd			f				j															Zv					
Statement B much more	430	18	22	6	64	247	183	226	202	220	177	228	149	308	98	272	148	10	83	344	219	211	96	190	58	40	348	82	125	301
	18%	11%	21%	10%	13%	20%	16%	20%	16%	22%	15%	21%	16%	20%	16%	17%	20%	26%	15%	19%	16%	20%	16%	20%	16%	16%	18%	18%	20%	17%
	d					f				Zj		l																		
Don't know	495	45	20	17	191	132	341	113	357	140	231	191	168	306	99	304	184	6	119	373	296	199	138	181	55	55	416	79	127	356
	20%	28%	19%	25%	37%	11%	29%	10%	29%	14%	20%	17%	18%	19%	16%	19%	25%	17%	21%	20%	22%	19%	23%	19%	15%	22%	21%	18%	21%	20%
	egmx				Zb		Ze		Zg		i						Zo						x							
NET: Statement A	971	59	26	32	165	555	412	537	429	376	523	418	451	593	203	689	268	14	240	726	563	408	255	381	155	93	774	196	227	734
	40%	36%	26%	48%	32%	45%	35%	47%	35%	39%	46%	38%	47%	38%	48%	42%	36%	38%	43%	39%	42%	38%	42%	39%	42%	37%	39%	43%	37%	41%
	bdfh			b		Zf		Zh			Zi		Zk		Zm	p														
NET: Statement B	957	60	56	18	156	547	409	492	457	460	393	485	343	676	216	650	290	17	200	748	494	463	210	404	161	100	780	176	261	684
	39%	37%	55%	27%	30%	44%	35%	43%	37%	47%	34%	44%	36%	43%	35%	40%	39%	45%	36%	40%	37%	43%	35%	42%	43%	40%	40%	39%	42%	39%
	dfj		Zacd			Zf		h		Zj		Zi		n								t		v	v					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 252
Q19. Thinking back to the 2019 General Election, how did you vote?
Base: All respondents

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Conservative	692	98	175	420	39	59	65	109	130	290	381	311	33	92	215	6	82	205	654	36	178	190	176	148	368	324	620	37	35	-	25	73	52	65	56	85	69	114	62	302	29	35	2	290
	29%	14%	22%	45%	15%	14%	17%	26%	35%	51%	32%	25%	23%	24%	47%	5%	19%	43%	31%	12%	28%	27%	35%	26%	28%	30%	30%	18%	30%	-	25%	27%	26%	31%	32%	38%	22%	35%	39%	24%	19%	15%	3%	53%
	abdefopsBDK		a	Zab		daf		Zdefg		Zdefgh	Zk		o	o	Zlmop		o	Zlmop	swx		s	s	Zstuwx	s	s	s	BD	D	BD				K	K	ZFGK			K	ZEFGK	PQ	Q	Q		ZNOPQ

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| | | |

Gender
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	498	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	198	275	96	570
Weighted base	2422	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Male	1177	332	384	461	146	187	185	199	184	277	1177	-	146	384	461	-	-	-	1007	157	342	286	279	271	627	550	992	103	49	34	44	145	87	108	87	113	148	158	102	645	87	116	40	272
	49%	49%	48%	49%	56%	45%	48%	47%	50%	49%	100%	-	100%	100%	100%	-	-	-	48%	50%	54%	41%	55%	47%	47%	51%	49%	50%	43%	50%	44%	54%	43%	52%	50%	50%	46%	48%	49%	50%	58%	49%	46%	50%
					kopqu		e						Zqx	Zopq	Zopq	Zopq			u	u	ruwx		Znuwx		u	u																		
Female	1236	339	422	475	115	225	200	223	186	289	-	1236	-	-	-	115	422	475	1072	154	294	412	229	302	705	531	1036	101	65	34	55	124	114	100	86	111	170	170	106	632	64	118	46	274
	51%	50%	52%	51%	44%	54%	52%	53%	50%	51%	-	100%	-	-	-	100%	100%	100%	51%	49%	46%	59%	45%	52%	53%	49%	51%	49%	57%	50%	56%	46%	57%	48%	49%	49%	53%	52%	51%	49%	42%	50%	53%	50%
		jlmnv										Zj				Zlmn	Zlmn	Zlmn	tv				Znstvwxy		v	tv							F											
Other	9	7	1	-	2	5	1	-	-	-	-	-	-	-	-	-	-	-	8	1	2	2	-	4	4	4	7	2	-	-	-	1	-	*	1	1	1	2	*	5	-	2	1	-
	*	1%	*	-	1%	1%	*	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-	1%	*	*	*	1%	-	-	-	*	-	*	1%	*	*	1%	*	*	-	1%	1%	-
		c				j																																				R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 259
Gender
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conserv ative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democra t (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conserv ative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democra t (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conserv ative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democra t (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Lab voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1650	618	296	674	212	51	157	283	128	243	371	510	22	509	306	38	885	608	173	77	54	68	85	672	415	81	71	69	263	173	46	54	17	36	1323	434	602	174	475	349	976	824
Weighted base	2422	1488	926	342	487	178	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	388	671	144	377	295	816	672
Male	1177	774	398	192	233	78	23	49	131	51	116	171	204	11	191	163	11	381	216	79	41	22	41	36	362	134	32	19	37	173	79	17	17	9	12	594	168	359	93	203	119	452	322
	49%	52%	43%	56%	48%	44%	64%	50%	63%	52%	62%	52%	50%	54%	48%	57%	39%	55%	44%	53%	58%	45%	67%	51%	43%	45%	55%	39%	58%	58%	63%	41%	43%	62%	41%	55%	46%	54%	64%	54%	40%	55%	48%
		boP	b		Zde		de		Zdegi		Zklnp					Zn		Zrx		x	x		Znux			AC	ZG	ZG					ZL			ZPR	ZMO/PR	P		ZPR	P
Female	1236	708	527	150	251	97	12	47	76	47	71	157	205	9	203	124	17	311	272	69	29	27	20	34	475	162	26	31	27	126	47	24	21	5	18	403	195	309	50	174	174	359	348
	51%	48%	57%	44%	52%	55%	34%	48%	37%	48%	38%	47%	50%	41%	51%	43%	61%	45%	55%	46%	41%	55%	33%	49%	57%	54%	44%	61%	42%	42%	37%	59%	52%	38%	59%	45%	53%	46%	35%	46%	59%	44%	52%
		acfhjoqvEFK		Za		cfh	cfh			h		j	j		j		j		qtv			v			Zqptv			D			EF				K	N		N	ZMNOQR	N	MNQ
		MNQ																																									
Other	9	7	2	-	3	1	1	2	-	-	-	3	3	1	4	-	-	*	4	1	1	-	-	-	2	2	*	-	-	-	-	-	2	-	-	3	3	3	1	1	2	4	2
	*	*	*	-	1%	1%	2%	2%	-	-	-	1%	1%	5%	1%	-	-	*	1%	1%	1%	-	-	-	*	1%	1%	-	-	-	-	-	5%	-	-	*	1%	*	1%	*	1%	1%	*	
							Zch	Zch											q														Z										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 260
Gender
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Reasons for not voting: Not eligib le (b)	Reasons for not voting: Admin reason (c)	Reasons for not voting: Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £62,00 0 (x)	Household income: £62,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	166	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	845	1442	921	59	554	1856	1343	1079	685	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Male	1177	74	38	25	216	654	515	654	506	488	578	524	498	759	310	811	350	17	272	893	660	517	269	486	201	131	968	209	268	893
	49%	45%	36%	38%	42%	53%	44%	57%	41%	50%	50%	48%	52%	48%	51%	49%	47%	46%	49%	48%	49%	48%	45%	50%	54%	53%	49%	46%	44%	50%
		fhC				Zf		Zh																	v					C	
Female	1236	90	65	41	293	574	645	492	734	486	564	567	480	809	296	825	391	20	285	947	690	546	331	475	170	117	996	240	342	875
	51%	55%	64%	62%	57%	47%	55%	42%	59%	50%	49%	52%	48%	51%	49%	50%	53%	54%	51%	51%	51%	51%	55%	49%	46%	47%	51%	53%	56%	49%
		eg					Ze		Zg														wx						D		
Other	9	-	-	-	2	6	3	6	3	3	6	4	4	7	2	8	1	-	2	7	2	7	3	5	-	-	6	2	4	4
	*	-	-	-	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	1%	-	-	*	1%	1%	*

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 261
Age
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 18-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	498	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	198	275	96	570
Weighted base	2422	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
18-24	262	262	-	-	262	-	-	-	-	-	146	115	146	-	-	115	-	-	158	98	103	69	36	54	172	90	224	24	13	1	4	35	14	23	17	26	55	26	23	157	9	24	71	-
	11%	39%	-	-	100%	-	-	-	-	-	12%	9%	100%	-	-	100%	-	-	8%	31%	16%	10%	7%	9%	13%	8%	11%	12%	11%	2%	4%	13%	7%	11%	10%	11%	17%	8%	11%	12%	6%	10%	82%	-
		bcefghimnpq	Zbc			Zafghi					k		Zlmnpq			Zlmnpq				Znuvwxy							Znuvwxy						D	D	D			ZEGIL			R	R	R	ZNOPR	
		rvyDR																																										
25-34	417	417	-	-	-	417	-	-	-	-	187	225	-	-	-	-	-	-	334	84	117	130	83	86	247	169	356	33	20	7	23	39	33	43	29	33	60	65	32	317	22	47	13	-
	17%	61%	-	-	-	100%	-	-	-	-	16%	18%	-	-	-	-	-	-	16%	27%	18%	19%	16%	15%	19%	16%	18%	16%	18%	10%	23%	14%	16%	21%	17%	15%	19%	20%	15%	25%	15%	20%	15%	-
		bcdfghimno	Zbc			Zdfghi														Znuvwxy					r															ZGR	R	R	R	
		pqR																																										
35-44	386	-	386	-	-	-	386	-	-	-	185	200	-	185	-	-	200	-	312	70	92	119	97	77	212	174	333	30	10	13	11	45	40	42	22	31	53	52	37	301	29	31	1	*
	16%	-	48%	-	-	-	100%	-	-	-	16%	16%	-	48%	-	-	47%	-	15%	22%	15%	17%	19%	13%	16%	16%	16%	14%	9%	20%	11%	17%	20%	20%	12%	14%	17%	16%	18%	23%	19%	13%	1%	*
		acdeghihnopQR		Zac			Zdegh							Zlnoq			Zlnoq			Znvwy				rw				C													ZPQR	QR	QR		
45-54	422	-	422	-	-	-	-	422	-	-	199	223	-	199	-	-	223	-	382	37	96	131	102	93	227	195	355	33	20	13	26	49	32	35	44	44	40	54	32	264	41	66	2	3
	17%	-	52%	-	-	-	-	100%	-	-	17%	18%	-	52%	-	-	53%	-	18%	12%	15%	19%	20%	16%	17%	18%	17%	16%	18%	20%	26%	18%	16%	17%	25%	19%	13%	17%	15%	21%	27%	28%	3%	1%
		acdefhilnopQ		Zac					Zadfh					Zlnoq			Zlnoq		s			s	s		s						K				ZGIKLM					QR	ZQR	ZNQR		
		R																																									
55-64	370	-	-	370	-	-	-	-	370	-	184	186	-	-	184	-	-	186	353	17	83	108	67	113	191	179	293	39	19	18	12	37	35	22	26	28	54	51	30	188	35	56	-	65
	15%	-	-	40%	-	-	-	-	100%	-	16%	15%	-	-	40%	-	-	39%	17%	5%	13%	15%	13%	19%	14%	17%	14%	19%	17%	27%	12%	14%	17%	11%	15%	12%	17%	15%	14%	15%	23%	24%	-	12%
		abdefghlmopsQ		Zab					Zdefgi						Zlmop			Zlmop	st		s	s	s	Zstvx	s	s				ZA										Q	ZNQR	ZNQR		Q
65+	566	-	-	566	-	-	-	-	-	566	277	289	-	-	277	-	-	289	557	6	146	142	123	155	288	278	472	47	32	15	23	65	47	43	37	64	58	81	53	54	15	12	-	477
	23%	-	-	60%	-	-	-	-	-	100%	24%	23%	-	-	60%	-	-	61%	27%	2%	23%	20%	24%	27%	22%	26%	23%	23%	28%	22%	23%	24%	23%	21%	21%	28%	18%	25%	26%	4%	10%	5%	-	87%
		abdefghlmopsN		Zab						Zdefgh					Zlmop			Zlmop	Zaux		s	s	s	sux	s	sux											K				NQ			ZNOPQ
		OPQ																																									
NET: 18-34	679	679	-	-	262	417	-	-	-	-	332	339	146	-	-	115	-	-	482	182	220	199	119	140	419	259	581	57	33	8	27	74	47	66	46	59	115	91	55	474	31	71	84	-
	28%	100%	-	-	100%	100%	-	-	-	-	28%	27%	100%	-	-	100%	-	-	23%	58%	35%	28%	23%	24%	31%	24%	29%	28%	29%	12%	27%	27%	23%	32%	27%	26%	36%	28%	27%	37%	20%	30%	97%	-
		bcfghimnp	Zbc			Zfghi	Zfghi						Zlmnpq			Zlmnpq				Znuvwxy	r				rvwy		D	D	D								ZGJM			ZOR	R	R	ZNOPR	

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Absolutes/col percents

Table 269
GO Region
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Scotland	206	13	7	3	39	96	108	93	112	67	112	89	92	132	60	134	79	3	40	165	105	101	67	69	31	19	171	35	56	144
	9%	8%	7%	5%	8%	8%	9%	8%	9%	7%	10%	8%	10%	8%	10%	8%	11%	9%	7%	9%	8%	9%	11%	7%	8%	8%	9%	8%	9%	8%
											i						o						w							
North East	99	2	1	5	27	52	48	42	57	36	53	42	45	57	33	68	30	1	23	74	46	54	24	48	7	13	78	21	32	67
	4%	1%	1%	7%	5%	4%	4%	4%	5%	4%	5%	4%	5%	4%	5%	4%	4%	3%	4%	4%	3%	5%	4%	5%	2%	5%	4%	5%	5%	4%
																								x						
North West	269	26	9	11	56	125	141	102	167	115	123	127	87	184	65	184	81	4	65	203	161	108	78	114	30	17	230	39	59	205
	11%	16%	8%	17%	11%	10%	12%	9%	13%	12%	11%	12%	9%	12%	11%	11%	11%	11%	12%	11%	12%	10%	13%	12%	8%	7%	12%	9%	10%	12%
									g																	y				
Yorkshire & Humberside	201	9	3	3	67	88	112	85	113	83	86	88	81	129	52	152	47	1	46	155	116	86	47	75	49	14	166	35	65	134
	8%	5%	3%	4%	13%	7%	10%	7%	9%	9%	8%	8%	8%	8%	9%	9%	6%	3%	8%	8%	9%	8%	8%	8%	13%	6%	8%	8%	11%	8%
					Zb											p								Zwy				D	
West Midlands	208	21	10	3	37	115	91	108	95	91	85	84	88	131	56	134	72	3	56	150	139	70	49	90	38	10	177	31	47	157
	9%	12%	10%	5%	7%	9%	8%	9%	8%	9%	7%	8%	9%	8%	9%	8%	10%	7%	10%	8%	10%	7%	8%	9%	10%	4%	9%	7%	8%	9%
	y																				u			y	y					
East Midlands	174	20	6	2	37	85	89	74	98	69	79	85	66	114	43	117	55	3	35	139	97	78	70	57	18	18	129	45	59	113
	7%	12%	6%	3%	7%	7%	8%	6%	8%	7%	7%	8%	7%	7%	7%	7%	7%	7%	6%	8%	7%	7%	12%	6%	5%	7%	7%	10%	10%	6%
																							Zwe				A		D	
Wales	114	11	1	1	24	52	60	48	65	44	59	55	42	84	22	89	21	4	24	90	62	52	24	60	15	8	70	44	29	84
	5%	7%	1%	2%	5%	4%	5%	4%	5%	5%	5%	5%	4%	5%	4%	5%	3%	11%	4%	5%	5%	5%	4%	6%	4%	3%	4%	10%	5%	5%
	p															p		Zp									ZA			
Eastern	225	19	12	1	55	117	106	110	114	94	109	107	87	145	52	158	62	5	49	176	148	77	65	89	32	20	166	60	53	172
	9%	12%	12%	2%	11%	9%	9%	10%	9%	10%	10%	10%	9%	9%	9%	10%	8%	14%	9%	10%	11%	7%	11%	9%	9%	8%	8%	13%	9%	10%
																					u							ZA		
London	320	19	28	12	52	181	136	171	141	130	152	131	139	208	66	172	144	4	64	255	140	180	59	121	47	49	317	2	65	247
	13%	12%	28%	18%	10%	15%	12%	15%	11%	13%	13%	12%	14%	13%	11%	10%	19%	11%	11%	14%	10%	17%	10%	12%	13%	20%	16%	1%	11%	14%
	otB		Ziad					h									Zo					Zt				Zvw	ZB				
South East	329	16	21	13	60	182	139	151	169	139	141	152	127	220	82	232	90	8	87	238	197	132	61	133	54	42	267	62	71	252
	14%	9%	20%	20%	12%	15%	12%	13%	14%	14%	12%	14%	13%	14%	13%	14%	12%	20%	16%	13%	15%	12%	10%	14%	15%	17%	14%	14%	12%	14%
	v																									v				
South West	208	6	4	7	47	115	92	120	86	74	120	92	86	125	67	156	51	1	49	154	117	91	41	85	37	29	142	67	55	151
	9%	4%	4%	11%	9%	9%	8%	10%	7%	8%	10%	8%	9%	8%	11%	9%	7%	3%	9%	8%	9%	8%	7%	9%	10%	12%	7%	15%	9%	9%
								h			i				m											v		ZA		
Northern Ireland	68	4	-	4	11	27	40	37	26	33	27	41	22	47	11	57	11	-	20	48	26	42	17	25	11	9	57	11	21	46
	3%	2%	-	7%	2%	2%	3%	3%	2%	3%	2%	4%	2%	3%	2%	3%	1%	-	4%	3%	2%	4%	3%	3%	3%	4%	3%	2%	3%	3%
				b												p					t									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 270
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemployee d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	669	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Yes	1239	422	414	402	169	294	225	189	159	244	576	658	96	182	184	71	232	218	1003	224	385	379	268	206	764	475	1040	96	57	36	47	152	88	105	91	96	208	170	93	765	63	54	68	248
	51%	62%	51%	43%	64%	71%	58%	45%	43%	43%	49%	53%	66%	47%	40%	62%	55%	46%	48%	72%	60%	54%	53%	36%	57%	44%	52%	47%	50%	54%	47%	58%	44%	51%	52%	42%	65%	52%	45%	60%	42%	23%	79%	45%
	qhinwyJPR	Zbc	c		Zghi	Zghi	Zghi						Zmnq			mnq	nq		wy	Zrtuvwxy	Znuwy	rwy	wy		Zrwy	w					GJM					ZEGHIJLM			ZOPR	P		ZNOPR	P
No	1183	256	394	533	93	163	161	233	211	322	601	578	49	202	276	43	191	257	1083	88	252	321	239	371	573	610	986	110	56	31	52	117	113	103	83	130	112	160	115	517	88	181	19	298
	49%	38%	49%	57%	36%	39%	42%	55%	57%	57%	51%	47%	34%	53%	60%	38%	45%	54%	52%	28%	40%	48%	47%	64%	43%	56%	48%	53%	50%	46%	53%	44%	56%	49%	48%	58%	35%	48%	55%	40%	58%	77%	21%	55%
	adefIsfcKNQ		a	Zab				Zdaf	Zdaf	Zdaf				lo	Zbqr			lop	stux		s	st	st	Zrstuvxy	s	Zrstuvx					K		FK	K	K	ZFK		K	FK	Q	NQ	ZNOQR		ZNQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 271
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Voting behaviour		2024 General Election Vote						Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	38	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Yes	1239	787	446	169	264	98	18	56	95	62	94	197	229	11	227	149	18	330	270	84	35	24	26	37	432	157	31	34	33	145	62	22	25	8	16	584	188	349	79	200	160	427	360
	51%	53%	48%	49%	54%	55%	51%	57%	46%	63%	50%	59%	56%	50%	57%	52%	63%	48%	55%	56%	49%	50%	43%	53%	52%	53%	55%	68%	52%	48%	49%	54%	63%	58%	52%	54%	51%	52%	54%	53%	54%	52%	54%
					h					Zch		Zj			Z			q										ZA														
No	1183	701	480	174	223	78	18	42	111	36	93	135	183	11	171	138	11	362	222	66	36	24	35	32	406	142	26	16	30	154	65	19	15	6	14	506	178	323	66	177	135	389	312
	49%	47%	52%	51%	46%	45%	49%	43%	54%	37%	50%	41%	44%	50%	43%	48%	37%	52%	45%	44%	51%	50%	57%	47%	48%	47%	45%	32%	48%	52%	51%	46%	37%	42%	48%	46%	49%	48%	46%	47%	46%	48%	46%
				i					dl		k							r								C															

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 272
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Yes	1239	95	83	26	217	648	579	597	623	534	576	588	479	871	259	874	345	20	316	920	584	654	214	487	228	200	1038	200	208	1017
	51%	58%	80%	39%	42%	52%	50%	52%	50%	55%	50%	54%	50%	55%	43%	53%	46%	55%	57%	50%	43%	61%	35%	50%	61%	81%	53%	44%	34%	57%
	dnptvBC	d	Zacd											Zn		p			Za			Zt		v	Zvw	Zvwx	B			ZC
No	1183	70	20	41	294	586	584	545	620	442	572	506	484	704	348	769	397	17	242	927	768	415	389	479	143	48	932	252	406	756
	49%	42%	20%	61%	58%	48%	50%	48%	50%	45%	50%	46%	50%	45%	57%	47%	54%	45%	43%	50%	57%	39%	65%	50%	39%	19%	47%	56%	66%	43%
	bmnuyD	b		b	Zab										Zm		Zo			r	Zu		Zwxy	xy	y			ZA	ZD	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 273
Opinion Influencer
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Yes	168	96	50	23	52	44	32	18	9	13	112	56	42	27	9	10	23	13	111	57	53	42	52	21	95	73	139	17	8	4	5	21	9	12	11	9	37	18	16	130	6	3	16	12
	7%	14%	6%	2%	20%	10%	8%	4%	3%	2%	10%	5%	29%	7%	2%	9%	5%	3%	5%	18%	8%	6%	10%	4%	7%	7%	7%	8%	7%	7%	5%	8%	5%	6%	7%	4%	12%	6%	8%	10%	4%	1%	18%	2%
	chiknqrwPR	Zbc	c		ZafghI	ZghI	ghI				Zk		Zmnopq	nq		nq	n		Zrtuvwxy		rw		Znwy		w	w										ZGJL			ZOPR			ZNOPR	
No	2254	583	758	913	210	373	354	404	361	552	1065	1180	104	357	451	104	399	462	1975	254	585	657	456	556	1242	1012	1895	189	106	63	94	248	192	196	163	216	283	311	192	1151	145	233	71	535
	93%	86%	94%	98%	80%	90%	92%	96%	97%	98%	90%	95%	71%	93%	98%	91%	95%	97%	95%	82%	92%	94%	90%	96%	93%	93%	93%	92%	93%	93%	95%	92%	95%	94%	93%	96%	88%	94%	92%	90%	98%	99%	82%	98%
	adejkvKNQ		a	Zab		d	d	daf	Zdef	Zdef		Zj		I	Zlmop	I	I	Zlmo	Zstv		s	sv	s	Zstvxy	s	sv							K			K		K		Q	NQ	ZNQ		ZNQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 274
Opinion Influencer
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactica l (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	308	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Yes	168	137	31	36	49	15	3	10	14	6	28	55	54	3	50	41	3	45	48	10	6	7	9	2	41	29	1	6	6	30	3	5	6	3	4	99	39	70	21	33	13	91	46
	7%	9%	3%	10%	10%	9%	8%	11%	7%	6%	15%	17%	13%	14%	13%	14%	11%	7%	10%	7%	8%	14%	15%	3%	5%	10%	3%	12%	9%	10%	3%	11%	15%	21%	13%	9%	11%	10%	14%	9%	4%	11%	7%
	bF	Zb		Z	Z						Z	Z	Z					Zx		wx	Zqwx				B		F		F				Z	Z	ZPR	ZPR	P		ZPR		
No	2254	1351	895	307	438	161	33	88	192	92	159	277	358	18	348	245	25	647	444	139	65	42	51	67	798	270	56	44	58	270	123	37	34	12	26	991	327	601	124	344	282	725	626
	93%	91%	97%	90%	90%	91%	92%	89%	93%	94%	85%	83%	87%	86%	87%	86%	89%	93%	90%	93%	92%	86%	85%	97%	95%	90%	97%	89%	85%	90%	97%	89%	85%	79%	87%	91%	89%	90%	86%	91%	96%	89%	93%
	acdjklnonrK		Za															v						uv	nav		C				ZEG			MNQ							MNQ	
	LMNQ																																											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 275
Opinion Influencer
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligib le (b)	Admin nistrion (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	46	335	1340	1059	1251	1141	1035	1115	1124	950	1539	645	1442	521	59	594	1656	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	652	966	371	248	1970	452	614	1773
Yes	168	3	2	6	18	108	59	104	59	81	73	90	66	119	35	110	58	*	79	84	62	106	30	66	33	26	146	23	35	131
	7%	2%	2%	9%	3%	9%	5%	9%	5%	8%	6%	8%	7%	8%	6%	7%	8%	1%	14%	5%	5%	10%	5%	7%	9%	11%	7%	5%	6%	7%
	dhst					f		Zh											Za			Zt			v	v				
No	2254	161	100	61	493	1126	1104	1038	1183	895	1074	1004	897	1456	572	1533	684	36	480	1763	1290	963	572	900	337	222	1824	439	580	1642
	93%	98%	98%	91%	97%	91%	95%	91%	95%	92%	94%	92%	93%	92%	94%	93%	92%	99%	86%	95%	95%	90%	95%	93%	91%	89%	93%	95%	94%	93%
	gru				Z		e		Zg														xy							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 276
Tenure
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minorit y (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Homeowners	1643	366	530	747	148	218	247	283	274	473	811	825	84	256	368	62	273	380	1469	168	485	489	382	287	974	669	1373	124	89	57	68	194	152	134	117	158	172	232	158	872	109	98	32	488
	68%	54%	66%	80%	57%	52%	64%	67%	74%	84%	69%	67%	58%	67%	80%	54%	65%	80%	70%	54%	76%	70%	75%	50%	73%	62%	67%	60%	78%	84%	69%	68%	76%	64%	67%	70%	54%	70%	75%	68%	72%	42%	37%	86%	
	adecswyKPQ		a	Zab			e	da	Zdefg	Zdefgh				Zlmop			Zlmop		swy		Zrsuwy	swy	Zswy		Zswy	sw			ZAB	ZAB	K	K	K			K	HK	PQ	PQ			ZNOPQ	
Owned outright without mortgage	956	120	189	647	51	69	66	124	206	441	489	466	29	105	317	22	84	330	893	61	273	265	209	210	538	419	805	70	52	30	46	110	87	73	75	98	103	125	90	313	75	80	9	444
	39%	18%	23%	69%	20%	17%	17%	29%	56%	78%	42%	38%	20%	27%	69%	19%	20%	70%	43%	19%	43%	38%	41%	36%	40%	39%	40%	34%	46%	44%	46%	41%	43%	35%	43%	43%	32%	38%	43%	24%	49%	34%	11%	81%	
	abdefgimopx		a	Zab				daf	Zdefg	Zdefgh				p	Zlmop			Zlmop	sxwy		sw	s	s	s	s	s					K		K		K			K		Q	ZNPQ	NQ		ZNOPQ	
	KNQ																																											
Owned with a mortgage or loan	687	246	340	100	97	149	181	159	68	32	322	359	55	151	50	40	189	50	576	107	212	224	173	77	436	250	568	54	37	27	22	74	66	61	42	60	69	107	65	559	34	18	23	25
	28%	36%	42%	11%	37%	36%	47%	38%	18%	6%	27%	29%	38%	39%	11%	35%	45%	10%	28%	34%	33%	32%	34%	13%	33%	23%	28%	26%	33%	40%	23%	27%	33%	29%	24%	27%	22%	32%	31%	44%	23%	8%	26%	5%
	chinqwyKPR	Zc	Zc		Zhi	Zhi	Zdeghi	Zhi	i				nq	Znq		nq	Znq		wy	rwy	Zrwy	wy	Zrwy		Zrwy	w													ZOPQR	PR		PR	
NET: Renters	742	288	270	185	100	188	135	134	94	91	350	391	53	126	91	46	143	94	588	137	140	197	122	283	337	405	632	79	21	11	30	81	47	72	55	62	144	90	51	397	38	130	47	75
	31%	42%	33%	20%	38%	45%	35%	32%	25%	16%	30%	32%	37%	33%	20%	40%	34%	20%	28%	44%	22%	28%	24%	49%	25%	37%	31%	38%	18%	16%	31%	30%	24%	34%	31%	27%	45%	27%	25%	31%	25%	55%	54%	14%
	cinqtvxCDR	Zbc	c		hi	Zfghi	hi	i	i				nq	nq		nq	nq		t	Zrtuvx		t	Ztuvxy		Ztuvxy		CD	CD					G			ZEFGHIJLM			R	R	ZNOR	ZNOR	
NET: Rent from Council/ Housing Associatio	437	130	178	128	52	78	82	96	64	64	196	241	28	78	63	24	100	65	355	73	52	93	75	216	146	291	367	53	11	7	20	46	30	43	32	35	90	46	26	189	20	106	24	55
	18%	19%	22%	14%	20%	19%	21%	23%	17%	11%	17%	19%	19%	20%	14%	21%	24%	14%	17%	23%	8%	13%	15%	37%	11%	27%	18%	26%	9%	10%	20%	17%	15%	21%	19%	16%	28%	14%	12%	15%	13%	45%	28%	10%
	cinqtuxCNR	c	Zc		i	i	i	Zi	i				nq			Znq			tux	rtuvx		t	t	Zrstuvxy		Ztuvx	C	ZACD						M			ZFGIJLM			R		ZNOQR	ZNOR	
Rented from the council	290	83	121	86	33	50	50	71	40	46	126	164	20	51	38	13	70	48	234	50	26	64	49	150	90	200	243	37	6	3	14	25	22	29	23	25	66	27	12	118	14	70	13	41
	12%	12%	15%	9%	12%	12%	13%	17%	11%	8%	11%	13%	14%	13%	8%	11%	16%	10%	11%	16%	4%	9%	10%	26%	7%	18%	12%	18%	5%	5%	14%	9%	11%	14%	13%	11%	21%	8%	6%	9%	9%	29%	14%	8%
	cintxCMNR		c				i	ZNi						n			Znq		tx	rtuvx		t	t	Zrstuvxy	t	Ztuvx	C	ZACD						M	M		ZFGJLM					ZNOQR		
Rented from a housing association	147	48	58	42	19	28	33	25	24	18	70	77	8	26	25	12	31	17	121	24	26	29	26	66	55	92	124	15	5	3	6	21	8	14	9	10	24	19	13	71	6	37	12	14
	6%	7%	7%	5%	7%	7%	8%	6%	6%	3%	6%	6%	5%	7%	5%	10%	7%	4%	6%	8%	4%	4%	5%	11%	4%	8%	6%	7%	4%	5%	6%	8%	4%	7%	5%	5%	7%	6%	6%	6%	4%	16%	13%	3%
	isR		c		i	i	i			i						q	q			x				Ztuvx															R		ZNOR	ZNOR	
Rented from someone else	305	157	91	56	48	109	53	38	30	26	154	151	26	48	28	22	43	28	233	63	88	104	47	66	192	114	265	26	10	4	11	36	18	29	22	27	54	44	25	208	18	24	23	20
	13%	23%	11%	6%	18%	26%	14%	9%	8%	5%	13%	12%	18%	12%	6%	19%	10%	6%	11%	20%	14%	15%	9%	11%	14%	10%	13%	13%	9%	6%	11%	13%	9%	14%	13%	12%	17%	13%	12%	16%	12%	10%	26%	4%
	chinqR	Zbc	c		Zghi	Zfghi	hi	i	i				nq	nq		npq	nq		v	Ztvwxy	v	nvy			nvy										G					ZPR	R	R	ZNOPR	
Rent free	37	25	9	3	14	11	4	5	1	2	17	20	8	2	2	6	6	2	29	7	12	14	4	7	26	11	29	3	4	-	1	4	1	3	3	5	4	8	1	12	4	7	8	3
	2%	4%	1%	*	5%	3%	1%	1%	*	*	1%	2%	5%	1%	*	5%	1%	*	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	4%	-	1%	2%	1%	1%	2%	2%	1%	2%	1%		1%	3%	3%	9%	1%
	o	Zbc			Zfghi	hi							Zmnpq				Zmnq																							R	NR	ZNR		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Zj/k - Z/l/m/n/o/p/q - Zr/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 277

Tenure

Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	818	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Homeowners	1643	1072	568	293	304	129	25	65	151	79	138	238	283	10	270	217	21	571	306	116	49	41	44	61	456	183	39	22	49	259	98	34	24	9	19	785	268	484	103	272	213	587	485
	68%	72%	61%	86%	62%	73%	68%	66%	73%	80%	73%	72%	69%	47%	68%	76%	72%	82%	62%	77%	68%	85%	73%	87%	54%	61%	68%	44%	77%	87%	78%	82%	60%	64%	62%	72%	73%	72%	71%	72%	72%	72%	72%
	bdnxAC	Zb		Zdafgh		d			d	Zdg					Zn			Zrtx	x	Zrx		Zrx	x	Zrtvx		C	C		AC	ZF	Z	Z				Z	Z	Z				Z	Z
Owned outright without mortgage	956	642	314	203	161	82	12	31	97	42	89	128	168	1	149	131	12	391	159	69	24	23	29	33	229	101	23	10	23	181	62	20	12	4	11	480	151	293	67	171	111	360	282
	39%	43%	34%	59%	33%	46%	32%	32%	47%	43%	47%	39%	41%	5%	37%	46%	42%	56%	32%	46%	34%	47%	48%	48%	27%	34%	39%	19%	36%	60%	49%	49%	30%	28%	35%	44%	41%	44%	47%	45%	38%	44%	42%
	bdnxC	Zb		Zdafgh		dg			Zdg		Zn					n		Zrstx		rx		rx	rx	rx		C	C		C	ZF	Z					Z					ZP		Z	
Owned with a mortgage or loan	697	429	254	91	143	48	13	34	53	37	49	110	115	9	121	86	9	180	148	47	24	19	15	27	227	82	17	12	26	78	36	14	12	5	8	305	117	191	36	101	102	227	203
	28%	29%	27%	26%	29%	27%	36%	35%	26%	38%	26%	33%	28%	43%	30%	30%	30%	26%	30%	31%	34%	38%	24%	30%	27%	27%	29%	25%	42%	26%	28%	33%	29%	36%	26%	28%	32%	28%	25%	27%	35%	28%	30%
										Zch														qx					ZAC											ZNOQ			
NET: Renters	742	392	346	45	175	43	11	29	53	18	47	90	123	11	122	67	8	113	177	33	22	7	16	9	365	109	17	27	14	37	27	6	15	5	11	285	94	176	39	100	77	216	177
	31%	26%	37%	13%	36%	24%	32%	30%	26%	19%	25%	27%	30%	53%	31%	23%	28%	16%	36%	22%	32%	14%	26%	13%	44%	37%	30%	54%	22%	12%	21%	16%	38%	36%	36%	26%	26%	26%	27%	27%	26%	26%	26%
	acioqsuwEFG		Za		Zoahi	c	c	c	c						o				Zqsuw		quw				Zqsuvw	ZD		ZABD			E											
	KMQR																																										
NET: Rent from Council/ Housing Associatio	437	234	202	29	106	23	9	13	35	12	27	49	65	8	69	44	4	72	109	17	20	2	13	3	201	69	11	15	6	23	18	3	5	4	7	169	56	113	24	57	40	137	97
	18%	16%	22%	9%	22%	13%	25%	13%	17%	12%	14%	15%	16%	39%	17%	16%	13%	10%	22%	12%	28%	4%	21%	5%	24%	23%	20%	29%	10%	8%	14%	8%	13%	27%	24%	16%	15%	17%	17%	15%	14%	17%	14%
	cquwER		a		Zcegj		cei		c										Zqsuw		quw			quw	Zqsuw	ZD		ZD			E											
Rented from the council	290	150	139	19	73	12	6	8	22	8	18	27	46	6	45	29	3	45	75	12	12	1	8	2	135	49	7	10	3	14	12	2	1	3	4	108	37	75	14	36	26	89	62
	12%	10%	15%	6%	15%	7%	18%	8%	10%	8%	10%	8%	11%	26%	11%	10%	11%	7%	15%	8%	16%	1%	14%	3%	16%	16%	11%	21%	4%	5%	9%	5%	3%	20%	13%	10%	10%	11%	10%	10%	9%	11%	9%
	cequwDE		a		ce		ce		c										qsuw		quw			uw	Zqsuw	ZD		D														
Rented from a housing association	147	83	63	10	33	11	3	5	14	4	9	22	19	3	24	16	1	27	34	5	8	1	5	1	66	20	5	4	3	9	6	1	4	1	3	61	19	38	10	21	14	48	35
	6%	6%	7%	3%	7%	6%	8%	5%	7%	4%	5%	7%	5%	13%	6%	5%	2%	4%	7%	3%	11%	2%	8%	2%	8%	7%	8%	8%	5%	3%	5%	3%	10%	7%	11%	6%	5%	6%	7%	5%	5%	6%	5%
	c				c		c		c										q		qsw				q																
Rented from someone else	305	159	143	16	69	20	2	17	18	7	20	41	58	3	53	23	4	41	68	16	3	5	3	6	164	40	6	13	8	14	9	3	10	1	4	116	38	63	15	43	37	78	80
	13%	11%	15%	5%	14%	11%	6%	17%	9%	7%	11%	12%	14%	13%	13%	8%	15%	6%	14%	11%	4%	10%	5%	8%	20%	13%	10%	25%	12%	5%	7%	7%	25%	9%	12%	11%	10%	9%	10%	11%	13%	10%	12%
	coqEFMQ		a		chi	c		chi					o		o				qt						Zqstvw			ZAB					Z									
Rent free	37	24	13	4	8	4	-	4	2	1	3	4	6	-	6	2	-	8	9	1	-	1	1	-	18	6	1	1	*	3	1	1	1	-	1	20	4	12	2	5	3	13	11
	2%	2%	1%	1%	2%	2%	-	4%	1%	1%	1%	1%	2%	-	1%	1%	-	1%	2%	1%	-	1%	1%	-	2%	2%	2%	2%	1%	1%	1%	2%	2%	-	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 278

Tenure

Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Obsery aged/ disabl usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	109	74	48	335	1340	1059	1251	1141	1035	1115	1124	950	1539	845	1442	521	59	594	1656	1343	1079	668	1018	320	211	1662	480	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	808	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: Homeowners	1643	109	48	32	324	879	751	838	794	668	786	754	657	1103	396	1643	-	-	375	1259	860	783	335	648	302	205	1280	363	368	1256
	68%	66%	47%	46%	63%	71%	65%	73%	64%	68%	69%	69%	68%	70%	65%	100%	-	-	67%	68%	64%	73%	56%	67%	81%	83%	65%	80%	60%	71%
	bchpqtvC	b			b	f		Zh								Zpq						Zt		v	Zvw	Zvw		ZA		C	
Owned outright without mortgage	956	59	12	22	174	538	413	523	431	378	476	436	400	641	236	956	-	-	95	856	519	437	277	399	127	56	713	243	238	710
	39%	36%	12%	34%	34%	44%	35%	46%	35%	39%	42%	40%	42%	41%	29%	58%	-	-	17%	46%	38%	41%	46%	41%	34%	22%	36%	54%	39%	40%
	bhpqry	b		b	b	Zf		Zh								Zpq				Zr			Zxy	y	y			ZA		
Owned with a mortgage or loan	697	51	36	10	149	341	339	315	384	290	310	318	257	463	160	687	-	-	280	402	341	346	58	250	175	150	567	130	146	546
	28%	31%	35%	15%	29%	28%	29%	28%	29%	30%	27%	29%	27%	29%	26%	42%	-	-	50%	22%	25%	32%	10%	26%	47%	60%	29%	27%	21%	31%
	pqsvC		c													Zpq			Za			Zt		v	Zvw	Zvwx				C
NET: Renters	742	52	53	31	183	335	395	286	432	294	342	325	289	448	203	-	742	-	180	555	474	268	259	304	66	38	659	83	237	492
	31%	31%	52%	47%	36%	27%	34%	25%	35%	30%	30%	30%	30%	28%	33%	-	100%	-	32%	30%	35%	25%	43%	31%	18%	15%	33%	18%	39%	28%
	gsquvyB		Zad	Z			e		Zg						m		Zoq				Zu		Zwxy	xy			B		ZD	
NET: Rent from Council/ Housing Associatio	437	27	20	23	110	188	242	159	262	170	204	188	176	245	129	-	437	-	113	321	335	102	195	162	26	8	384	53	162	269
	18%	17%	20%	35%	22%	15%	21%	14%	21%	17%	18%	17%	18%	16%	21%	-	59%	-	20%	17%	25%	10%	32%	17%	7%	3%	19%	12%	26%	15%
	gsquvyBD			Za			e		g						m		Zoq				Zu		Zwxy	xy			B		ZD	
Rented from the council	290	14	16	13	80	125	160	102	179	109	135	125	121	163	86	-	290	-	78	208	228	61	137	102	13	4	263	26	106	181
	12%	9%	15%	20%	16%	10%	14%	9%	14%	11%	12%	11%	13%	10%	14%	-	39%	-	14%	11%	17%	6%	23%	11%	3%	1%	13%	6%	17%	10%
	gsquvyB						e		g						m		Zoq				Zu		Zwxy	xy			B		ZD	
Rented from a housing association	147	13	5	10	30	63	83	57	83	61	68	64	55	82	44	-	147	-	34	113	107	41	58	59	13	4	121	27	56	88
	6%	8%	5%	15%	6%	5%	7%	5%	7%	6%	6%	6%	6%	5%	7%	-	20%	-	6%	6%	8%	4%	10%	6%	4%	2%	6%	6%	9%	5%
	ouy			Zd												-	Zoq	-			u		Zwxy	y					ZD	
Rented from someone else	305	24	33	8	72	147	152	127	170	123	138	136	113	203	74	-	305	-	68	233	139	166	64	142	40	31	275	30	75	223
	13%	15%	32%	13%	14%	12%	13%	11%	14%	13%	12%	12%	12%	13%	12%	-	41%	-	12%	13%	10%	16%	11%	15%	11%	12%	14%	7%	12%	13%
	oqB		Zacd													-	Zoq	-				Zt		v			B			
Rent free	37	4	1	3	5	20	17	18	16	15	19	16	16	24	9	-	-	37	3	34	19	18	8	14	3	5	31	6	9	26
	2%	2%	1%	4%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	-	-	100%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%
	qp																	Zop												

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 279

What is the highest educational level that you have achieved to date?

Base: All respondents

		Age								Gender		Age/gender							Ethnicity		Social Grade					Region										Employment Status					
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	316	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	394	461	115*	422	475	2088	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
No formal education	19	6	6	8	5	1	4	1	2	5	9	10	-	5	5	5	1	3	19	-	1	-	7	12	1	19	17	2	-	-	1	-	*	2	1	7	1	4	1	3	8	3	-	5
	1%	1%	1%	1%	2%	*	1%	*	1%	1%	1%	1%	-	1%	1%	4%	*	1%	1%	-	*	-	1%	2%	*	2%	1%	1%	-	-	1%	-	*	1%	*	4%	*	1%	*	*	6%	1%	-	1%
	ux															Znpq			ux				tux	Zstux		Zstux										ZFGK				ZNPR	N		N
Primary	16	3	4	9	1	2	3	1	2	7	6	10	1	2	3	-	2	6	15	1	2	5	3	7	6	10	15	-	-	1	1	2	3	2	2	-	3	3	-	4	1	3	-	6
	1%	*	*	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%	*	*	1%	1%	1%	*	1%	1%	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	-	*	1%	1%	-	1%
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1260	259	439	562	105	155	192	247	229	333	607	651	62	209	275	42	230	286	1155	99	191	347	306	416	538	722	1083	93	62	23	43	151	111	129	90	138	122	188	111	587	66	158	37	324
	52%	38%	54%	60%	40%	37%	50%	59%	62%	59%	52%	53%	42%	54%	60%	36%	54%	60%	55%	32%	30%	50%	60%	72%	40%	67%	53%	45%	54%	33%	43%	56%	55%	62%	52%	61%	38%	57%	53%	46%	44%	67%	43%	59%
	adeacdDKN		a	Zab			e	Zdaf	Zdaf	Zdaf				o	Zb		o	Zb	stux			stx	Zstux	Zstuvxy	st	Zstuvx	D		D			K	K	ZEK	K	ZEK		EK	K		ZNOQ		ZNOQ
University degree or equivalent professional qualification, NVQ level 4, etc.	750	248	234	268	81	167	120	114	99	168	358	385	38	112	134	42	121	134	625	114	269	234	149	98	503	247	631	67	32	20	43	79	61	56	62	53	113	96	68	450	56	50	8	163
	31%	37%	29%	29%	31%	40%	31%	27%	27%	30%	30%	31%	26%	29%	29%	37%	29%	28%	30%	37%	42%	33%	29%	17%	38%	23%	31%	33%	28%	29%	43%	29%	30%	27%	36%	24%	35%	29%	32%	35%	37%	21%	9%	30%

	wyJPQ	Zbc			Zfghi												wy	rwy	Znurwy	wy	wy		Znrwy	w	ZFHJL					J		J			ZPQR	PQ	Q		PQ
Higher university degree, doctorate, MBA, NVQ level 5, etc.	319	114	121	85	38	75	65	55	35	50	158	161	25	53	41	13	68	44	242	76	159	97	35	28	257	63	243	34	21	22	11	28	24	14	16	24	67	36	23	220	18	20	8	48
	13%	17%	15%	9%	15%	18%	17%	13%	10%	9%	13%	13%	17%	14%	9%	11%	16%	9%	12%	24%	25%	14%	7%	5%	19%	6%	12%	16%	18%	33%	11%	11%	12%	7%	9%	11%	21%	11%	11%	17%	12%	8%	9%	8%
	cinqvwyHR	c	c			Zhi	hi						nq	n			nq		vwy	Znurwy	Znurwy	vwy			Znurwy			ZABC							ZFGHIJLM			ZPR				
Still in full time education	43	42	1	-	32	10	*	1	-	-	26	17	20	-	-	12	1	-	20	19	13	14	3	13	27	16	31	10	-	2	1	7	1	3	2	*	10	*	5	9	-	-	33	-
	2%	6%	*	-	12%	2%	*	*	-	-	2%	1%	14%	-	-	11%	*	-	1%	6%	2%	2%	1%	2%	2%	1%	2%	5%	-	3%	1%	3%	1%	1%	1%	*	3%	*	3%	1%	-	-	38%	-
	bcfgkmnppqrh	Zbc			Zafghi	fghi							Zmnpq			Zmnpq							Znurwwy					ZAC			L					JL		L			ZNOPR	
	R																																									
Don't know	3	1	-	1	-	1	-	-	-	1	3	-	-	-	1	-	-	-	3	-	1	1	-	-	3	-	3	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	1
	*	*	-	*	-	*	-	-	-	*	*	-	-	-	*	-	-	-	*	-	*	*	-	-	*	-	*	-	-	-	-	-	-	-	1%	1%	-	-	-	*	-	-	-	*
Prefer not to answer	12	5	4	2	*	5	2	2	2	*	9	2	-	4	1	*	-	1	8	3	2	1	4	5	3	9	11	*	-	-	1	1	-	2	-	1	4	2	1	6	2	2	*	1
	*	1%	*	*	*	1%	*	1%	1%	*	1%	*	-	1%	*	*	-	*	*	1%	*	*	1%	1%	*	1%	1%	*	-	-	1%	*	-	1%	-	*	1%	*	*	*	1%	1%	1%	*
						i																																					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 280
What is the highest educational level that you have achieved to date?
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1600	618	298	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
No formal education	19	6	13	3	2	-	-	-	1	-	-	1	1	-	1	3	-	4	1	-	-	-	-	-	15	1	1	-	-	2	1	-	-	-	-	6	-	5	-	1	1	5	1
	1%	*	1%	1%	*	-	-	-	1%	-	-	*	*	-	*	1%	-	1%	*	-	-	-	-	-	2%	*	1%	-	-	1%	1%	-	-	-	-	1%	-	1%	-	*	*	1%	*
			a																						r																		
Primary	16	10	6	1	3	1	-	1	2	1	-	2	3	-	3	1	1	3	6	3	-	-	1	1	3	2	-	-	1	-	1	1	1	1	6	2	7	1	1	1	8	2
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	-	*	1%	-	1%	*	3%	*	1%	2%	-	-	2%	1%	*	1%	-	-	1%	*	-	2%	2%	4%	2%	1%	1%	1%	1%	*	*	1%	*
																	j			x																							
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1260	721	537	194	209	78	18	29	133	38	92	137	156	8	150	154	10	413	230	54	32	18	34	25	453	131	28	28	19	172	80	23	9	9	15	553	154	322	62	203	134	384	337
	52%	48%	58%	57%	43%	44%	50%	30%	64%	39%	49%	41%	38%	36%	38%	54%	36%	60%	47%	36%	45%	37%	57%	36%	54%	44%	48%	55%	30%	58%	63%	56%	21%	64%	50%	51%	42%	48%	43%	54%	45%	47%	50%
	adegklmnsu		Za	degi	g	g	g		Zdegi		In					klm		Znstuw	a				sw		nsuw	D	D	D			Z					L				NPQ			
	wADHLNPQ																																										
University degree or equivalent professional qualification, NVQ level 4, etc.	750	518	232	103	184	73	13	46	54	34	64	128	168	8	164	85	6	200	183	62	23	18	16	25	223	114	23	12	24	88	37	11	24	3	13	388	140	231	53	119	115	284	234
	31%	35%	25%	30%	38%	41%	36%	47%	26%	35%	34%	39%	41%	35%	41%	30%	22%	29%	37%	41%	33%	38%	26%	36%	27%	38%	40%	25%	38%	29%	29%	26%	60%	24%	41%	34%	38%	34%	37%	32%	39%	35%	35%
	b	Zb			Zch	Zch		Zch				Zo	Zop		Zop			Zqx	Zqx							Z					Z			Z			Z			ZO			
Higher university degree, doctorate, MBA, NVQ level 5, etc.	319	201	117	36	75	21	5	17	13	24	28	54	73	5	68	36	11	66	66	28	15	12	7	18	108	44	6	6	18	34	6	6	5	1	2	140	59	90	25	48	38	115	86
	13%	13%	13%	11%	15%	12%	14%	17%	6%	29%	15%	16%	18%	22%	17%	13%	39%	10%	13%	19%	22%	24%	11%	26%	13%	15%	10%	11%	29%	11%	5%	16%	13%	9%	7%	13%	18%	13%	17%	13%	13%	14%	13%
	hqF				h	h		h		Zcdeh			Z		Z		Zjklno			q	q	Zqrx		Zqrx				ZABC	F		F											
Still in full time education	43	24	16	2	12	3	-	3	2	1	3	9	9	1	11	5	-	2	5	3	-	1	2	1	29	5	-	4	2	-	2	-	-	-	-	11	11	12	2	4	6	14	9
	2%	2%	2%	1%	2%	2%	-	3%	1%	1%	2%	3%	2%	7%	3%	2%	-	*	1%	2%	-	1%	4%	1%	4%	2%	-	9%	3%	-	1%	-	-	-	-	1%	3%	2%	1%	1%	2%	2%	1%
	qE																			q			q		Zqr			ZAB			E					K							
Don't know	3	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*
Prefer not to answer	12	8	3	1	2	-	*	1	2	*	*	2	3	-	1	1	-	3	2	-	*	-	-	-	6	1	*	-	-	1	2	-	1	-	-	8	-	5	1	2	*	6	2
	*	1%	*	*	*	-	1%	1%	1%	*	*	*	1%	-	*	*	-	*	*	-	*	-	-	-	1%	*	1%	-	-	*	1%	-	4%	-	-	1%	-	1%	1%	*	*	1%	*
																																	Z										

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 281
What is the highest educational level that you have achieved to date?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £40,00 0 (w)	£40,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
No formal education	19	1	-	3	9	12	8	12	6	7	12	6	13	6	7	2	17	1	4	15	19	-	15	4	-	1	16	3	3	16
	1%	*	-	5%	2%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	2%	3%	1%	1%	1%	-	2%	*	-	*	1%	1%	1%	1%
	ou			Z		f		h		Zj		Zi		Zi			Zo	o			u		Zwx							
Primary	16	-	-	-	6	11	5	8	8	5	9	7	7	9	6	10	6	1	1	15	16	-	6	6	3	-	14	2	7	9
	1%	-	-	-	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	-	1%	1%	1%	-	1%	1%	1%	*
	u																				u									
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1260	102	41	34	310	579	666	532	709	480	603	541	505	796	323	828	417	15	306	943	1260	-	400	501	170	72	1009	251	373	871
	52%	62%	40%	51%	61%	47%	57%	47%	57%	49%	53%	49%	52%	51%	53%	50%	56%	41%	55%	51%	93%	-	66%	52%	46%	29%	51%	55%	61%	49%
	eguy	b			Zb		Ze		Zg								oq				Zu		Zwxy	y	y				ZD	
University degree or equivalent professional qualification, NVQ level 4, etc.	750	40	29	20	123	417	327	401	344	309	359	341	304	507	180	560	179	12	159	589	-	750	119	319	123	119	610	140	143	595
	31%	24%	28%	30%	24%	34%	28%	35%	28%	32%	31%	31%	32%	32%	30%	34%	24%	31%	28%	32%	-	70%	20%	33%	33%	48%	31%	31%	23%	34%
	dpbvC					f		Zh								p						Zt		v	v	Zvwx				C
Higher university degree, doctorate, MBA, NVQ level 5, etc.	319	19	30	10	49	187	128	172	141	161	127	178	112	215	83	224	89	6	85	233	-	319	45	118	71	52	273	47	75	239
	13%	11%	29%	14%	10%	15%	11%	15%	11%	16%	11%	16%	12%	14%	14%	14%	12%	17%	15%	13%	-	30%	8%	12%	19%	21%	14%	10%	12%	13%
	hr		Zad			f		h		Zj		Zi		Zi			Zo	o				Zi		v	Zvw	Zvw				
Still in full time education	43	2	2	-	12	23	20	14	25	12	30	18	15	36	5	13	28	1	2	40	43	-	15	14	3	4	38	5	10	33
	2%	1%	2%	-	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%	1%	1%	4%	4%	*	2%	3%	-	2%	1%	1%	2%	2%	1%	2%	2%
	oru																Zo	o		r	Zu									
Don't know	3	1	-	-	-	1	1	1	-	-	1	-	1	-	1	1	1	-	-	3	3	-	1	1	-	-	1	1	-	3
	*	1%	-	-	-	*	*	*	-	-	*	-	*	-	*	*	*	-	*	*	*	-	*	*	-	-	*	*	-	*
Prefer not to answer	12	-	1	-	2	4	7	1	8	2	8	2	5	5	3	6	5	*	2	8	12	-	1	2	-	-	10	2	2	9
	*u	-	1%	-	*	*	1%	*	1%	*	*	*	1%	*	*	*	1%	1%	*	*	1%	-	*	*	-	-	1%	*	*	*
									g												u									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 282
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade					Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	55+ Men (n)	18-34 Women (o)	35-44 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	204	351	418	457	410	582	1151	1262	104	403	486	96	469	506	2095	299	616	704	483	619	1320	1102	2048	184	134	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Labour voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Yes - responsible for half or more of the items bought	2232	1376	852	322	459	160	36	81	190	91	171	299	376	20	368	269	29	646	463	141	71	47	55	66	744	284	54	43	61	283	114	39	34	15	26	1014	333	636	134	344	263	769	607
	92%	92%	92%	94%	94%	91%	100%	82%	92%	93%	91%	90%	91%	93%	92%	94%	100%	93%	94%	94%	100%	97%	90%	94%	89%	95%	94%	87%	97%	95%	90%	95%	85%	100%	85%	93%	91%	95%	93%	91%	89%	94%	90%
		gK		g	g	g	ag		g	g								x	x		Zvx					C			C										ZOPR				OPR	
No - not responsible for most of the items bought	190	112	75	21	27	17	-	18	17	7	16	33	36	1	30	17	-	46	29	8	-	2	6	4	65	14	3	7	2	16	13	2	6	-	5	76	32	36	11	34	32	47	65
	8%	8%	8%	6%	6%	9%	-	18%	8%	7%	9%	10%	9%	7%	8%	6%	-	7%	6%	6%	-	3%	10%	6%	11%	5%	6%	13%	3%	5%	10%	5%	15%	-	15%	7%	9%	5%	7%	9%	11%	6%	10%
		tM				f		Zcdefhi															t		Zqrt			AD												MQ	MQ		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 283

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Labour voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
Yes - responsible for half or more of the items bought	2232	1376	852	322	459	160	36	81	190	91	171	299	376	20	368	269	29	646	463	141	71	47	55	66	744	284	54	43	61	283	114	39	34	15	26	1014	333	636	134	344	263	769	607
	92%	92%	92%	94%	94%	91%	100%	82%	92%	93%	91%	90%	91%	93%	92%	94%	100%	93%	94%	94%	100%	97%	90%	94%	89%	95%	94%	87%	97%	95%	90%	95%	85%	100%	85%	93%	91%	95%	93%	91%	89%	94%	90%
		gK		g	g	g	ag		g	g								x	x		Zvx					C			C										ZOPR				OPR	
No - not responsible for most of the items bought	190	112	75	21	27	17	-	18	17	7	16	33	36	1	30	17	-	46	29	8	-	2	6	4	65	14	3	7	2	16	13	2	6	-	5	76	32	36	11	34	32	47	65
	8%	8%	8%	6%	6%	9%	-	18%	8%	7%	9%	10%	9%	7%	8%	6%	-	7%	6%	6%	-	3%	10%	6%	11%	5%	6%	13%	3%	5%	10%	5%	15%	-	15%	7%	9%	5%	7%	9%	11%	6%	10%
		tM				f		Zcdefhi															t		Zqrt			AD												MQ	MQ		MQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 284

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ elsewhe re (a)	Reasons for not voting: Not eligib le (b)	Campaign engagement: Admin reason (c)	Campaign engagement: Disang ageS disill usione d (d)	Campaign engagement: More engage d (e)	Campaign engagement: Less engage d (f)	Political engagement: More engage d (g)	Political engagement: Less engage d (h)	Optimism/ pessimism about the UK: Optimist stic (i)	Optimism/ pessimism about the UK: Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Optimism/ pessimism about local area: Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Optimism/ pessimism about personal life: Pessim istic (n)	Housing tenure: Owners (o)	Housing tenure: Renter s (p)	Housing tenure: Other (q)	Children in the household: Yes (r)	Children in the household: No (s)	Education level: Up to underg rad degree (t)	Education level: At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	Household income: £21,00 1 to £41,00 0 (w)	Household income: £48,00 1 to £62,00 0 (x)	Household income: £62,00 1 or more (y)	Urban/rural: Urban (A)	Urban/rural: Rural (B)	Disability: Disabl ed (C)	Disability: Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1992	460	696	1688
Weighted base	2422	165*	103*	66*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Yes - responsible for half or more of the items bought	2232	143	96	63	475	1149	1060	1054	1146	906	1057	1021	896	1450	563	1515	692	25	547	1670	1231	1001	568	899	350	216	1815	417	559	1644
	92%	87%	93%	96%	93%	93%	91%	92%	92%	93%	92%	93%	93%	92%	93%	92%	93%	68%	98%	90%	91%	94%	94%	93%	95%	87%	92%	92%	91%	93%	
		fjy														q	q		Za			t	y	y	y						
No - not responsible for most of the items bought	190	22	7	3	37	85	103	88	96	70	90	73	67	125	45	128	50	12	12	177	122	68	34	67	20	33	155	35	55	129
	8%	13%	7%	4%	7%	7%	9%	8%	8%	7%	8%	7%	7%	8%	7%	8%	7%	32%	2%	10%	9%	6%	6%	7%	5%	13%	8%	8%	9%	7%	
	r																	Zop		r	u					Zvwx				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 285

How many cars are there in your household?
Base: All respondents

	Total (Z)	Age: 18-34 (a)	Age: 35-54 (b)	Age: 55+ (c)	Age: 18-24 (d)	Age: 25-34 (e)	Age: 35-44 (f)	Age: 45-54 (g)	Age: 55-64 (h)	Age: 65+ (i)	Gender: Male (j)	Gender: Female (k)	Age/gender: 16-34 Men (l)	Age/gender: 35-54 Men (m)	Age/gender: 55+ Men (n)	Age/gender: 18-34 Women (o)	Age/gender: 35-54 Women (p)	Age/gender: 55+ Women (q)	Ethnicity: White (r)	Ethnicity: Ethnic minorit y (s)	Social Grade: AB (t)	Social Grade: C1 (u)	Social Grade: C2 (v)	Social Grade: DE (w)	Social Grade: ABC1 (x)	Social Grade: C2DE (y)	Region: England (A)	Region: Scotland (B)	Region: Wales (C)	Region: Northern Ireland (D)	Region: North East (E)	Region: North West (F)	Region: Yorkshire & Humberside (G)	Region: West Midlands (H)	Region: East Midlands (I)	Region: Eastern (J)	Region: London (K)	Region: South East (L)	Region: South West (M)	Employment Status: Employe d (N)	Employment Status: Selfemploye d (O)	Employment Status: Not working (P)	Employment Status: Student (Q)	Employment Status: Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
No cars in the household	515	173	171	172	59	114	87	84	77	95	247	268	30	87	81	29	83	92	406	98	101	157	70	167	258	257	436	59	14	7	29	62	34	32	28	31	137	51	32	236	30	103	33	86
	21%	25%	21%	18%	22%	27%	22%	20%	21%	17%	21%	22%	21%	23%	17%	25%	20%	19%	19%	32%	16%	22%	14%	32%	19%	24%	21%	29%	12%	11%	29%	23%	17%	15%	16%	14%	43%	15%	16%	18%	20%	44%	37%	16%
		lvCJLR		c		Zgi													v	Zrtuwxy			fv		Zrtuwxy	v	rtvx				GHIJLM		JL			ZEFGHIJLM				ZNOR	ZNOR		
NET: Any	1907	506	637	763	203	303	299	338	293	470	930	969	116	297	380	86	339	383	1680	213	536	542	437	391	1079	828	1599	147	100	61	70	207	167	176	146	195	183	279	178	1046	121	132	55	460
	79%	75%	79%	82%	78%	73%	78%	80%	79%	83%	79%	78%	79%	77%	83%	75%	80%	81%	81%	68%	84%	78%	86%	68%	81%	76%	79%	71%	88%	89%	71%	77%	83%	85%	84%	86%	57%	85%	84%	82%	80%	56%	83%	84%
		eswKPQ		a		e				Za									swy		Zsuwy	sw	Zrsuwy		swy	sw			ZAB	B	K	K	EK	EK	EK	ZEFK		ZEFK	EK	PQ	PQ			ZPQ
1	1214	249	413	552	87	161	202	211	185	367	562	646	42	189	264	44	224	289	1070	134	326	358	233	297	684	530	1013	108	59	34	43	141	106	94	101	123	143	171	89	592	83	99	25	345
	50%	37%	51%	59%	33%	39%	52%	50%	50%	65%	48%	52%	29%	49%	57%	38%	53%	61%	51%	43%	51%	51%	46%	51%	51%	49%	50%	53%	52%	50%	44%	52%	53%	45%	58%	54%	45%	52%	43%	46%	55%	42%	29%	63%
		adalsPQ		a	Zab			de	de	de	Zdefgh			I	Zimo		lo	Zimop	s		s	s		s	s																Q	PQ			ZNPQ
2	549	195	184	170	78	117	82	102	80	90	294	253	49	93	94	29	90	76	485	61	159	148	167	75	307	242	464	33	31	20	23	53	44	68	36	51	34	86	70	360	26	25	23	100
	23%	29%	23%	18%	30%	28%	21%	24%	22%	16%	25%	20%	33%	24%	20%	25%	21%	16%	23%	20%	25%	21%	33%	13%	23%	22%	23%	16%	27%	30%	23%	20%	22%	32%	21%	22%	11%	26%	33%	28%	17%	11%	27%	18%
		ciqeKPR		c		i	i	i	i		k		Zrqu	q		w	w		w	w	w		Zrstuwxy		w	w			B	B	K	K	K	ZFGIJK	K	K		ZFGIJK	ZOPR			P	P
3+	144	63	40	41	38	25	15	25	28	13	74	70	25	15	23	13	25	18	125	19	51	36	37	19	88	56	122	5	10	6	4	13	17	15	9	21	5	22	17	94	12	8	6	16
	6%	9%	5%	4%	15%	6%	4%	6%	8%	2%	6%	6%	17%	4%	5%	11%	6%	4%	6%	6%	8%	5%	7%	3%	7%	5%	6%	3%	9%	9%	4%	5%	8%	7%	5%	10%	2%	7%	8%	7%	8%	4%	7%	3%
		iwKR		Zbc		Zefghi		i		i			Zmnpq			mnq			w		wy		w		w				B	B		K	K		K		K	K	R	R			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 286

How many cars are there in your household?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	Voting behaviour: I did not vote (b)	2024 General Election Vote: Conservative (c)	2024 General Election Vote: Labour (d)	2024 General Election Vote: Liberal Democrats (e)	2024 General Election Vote: SNP (f)	2024 General Election Vote: Greens (g)	2024 General Election Vote: Reform UK (h)	2024 General Election Vote: Other (i)	Considered voting: Conservative (j)	Considered voting: Labour (k)	Considered voting: Liberal Democrats (l)	Considered voting: SNP (m)	Considered voting: Greens (n)	Considered voting: Reform UK (o)	Considered voting: Other (p)	2019 General Election Vote: Conservative (q)	2019 General Election Vote: Labour (r)	2019 General Election Vote: Liberal Democrats (s)	2019 General Election Vote: SNP (t)	2019 General Election Vote: Greens (u)	2019 General Election Vote: Brexit Party (v)	2019 General Election Vote: Other (w)	2019 General Election Vote: Did not vote/ don't know / Can't remember (x)	Labour Voters: From Lab to Lab (A)	Labour Voters: From Con to Lab (B)	Labour Voters: New Labour voter (C)	Labour Voters: From Other to Lab (D)	Con Switchers: From Con to Con (E)	Con Switchers: From Con to Ref (F)	Con Switchers: From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	Lab Switchers: From Lab to Ref (I)	Lab Switchers: From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Voting Motivation: Tactica l (L)	Timing of decision: More than a year ago (M)	Timing of decision: In last year (N)	Timing of decision: In last weeks (O)	Timing of decision: In last days (P)	Timing of decision: NET: Before campaig n (Q)	Timing of decision: NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	366	671	144	377	295	816	672
No cars in the household	515	249	262	33	104	29	10	21	34	6	29	54	71	6	80	29	2	74	108	25	19	7	11	7	264	66	12	11	10	27	16	3	9	2	7	185	57	121	22	64	43	143	106
	21%	17%	28%	10%	21%	17%	29%	22%	16%	6%	15%	16%	17%	29%	20%	10%	5%	11%	22%	17%	26%	15%	18%	11%	32%	22%	21%	22%	16%	9%	13%	7%	22%	10%	22%	17%	16%	18%	15%	17%	14%	18%	16%
		aojlopqsEFG		Za		ci	ci	ci	ci	ci		o	o	op				qw	q	qw					Zqrsuvw																		
		KLOPQR																																										
NET: Any	1907	1239	664	309	382	147	26	77	173	92	159	278	341	15	318	257	27	619	384	125	52	41	50	62	574	232	45	39	53	273	110	38	32	13	24	904	308	550	123	314	253	673	566
	79%	83%	72%	90%	79%	83%	71%	78%	84%	94%	85%	84%	83%	71%	80%	90%	95%	89%	78%	83%	74%	85%	82%	89%	68%	78%	79%	78%	84%	91%	87%	93%	78%	90%	78%	83%	84%	82%	85%	83%	86%	82%	84%

| | | |

	Total (Z)	Age								Gender		Age/gender								Ethnicity		Social Grade						Region									Employment Status				
		18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	16-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	548
Black African and Asian	2	2	-	-	-	2	-	-	-	-	1	1	-	-	-	-	-	-	-	2	1	-	1	-	1	1	2	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	1%	*	-	*	-	*	*	*	-	-	-	1%	-	*	-	-	-	-	-	*	-	-	-	-
																				r																							
Black African and White	9	6	4	-	1	5	1	3	-	-	3	7	-	3	-	1	1	-	-	9	3	-	7	-	3	7	8	-	1	-	-	-	1	-	-	2	6	-	-	7	-	1	1	-
	*	1%	*	-	*	1%	*	1%	-	-	*	1%	-	1%	-	1%	*	-	-	3%	*	-	1%	-	*	1%	*	-	1%	-	-	-	*	-	-	1%	2%	-	-	1%	-	1%	1%	-
		c				i														Zrtuwxy			Znuwx			r										ZL						R		
Black Caribbean and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black Caribbean and White	12	8	2	2	*	7	*	2	1	*	4	8	-	-	1	*	2	-	12	2	6	1	2	8	4	12	-	-	-	-	2	*	*	5	1	2	*	-	9	1	*	-	-
	*	1%	*	*	*	2%	*	*	*	*	*	1%	-	-	*	*	1%	*	-	4%	*	1%	*	*	1%	*	1%	-	-	-	-	1%	*	*	3%	1%	1%	*	-	1%	1%	*	1%	-
		c				Zi														Zrtuwxy		r		r											ZLM									
Any other mixed or multiple backgrounds, pl	7	2	6	-	1	1	4	1	-	-	2	5	1	1	-	-	5	-	-	7	4	2	-	1	6	1	7	-	-	-	-	-	1	1	-	-	4	-	1	4	*	2	-	-
	*	*	1%	-	*	*	1%	*	-	-	*	*	1%	*	-	-	1%	-	-	2%	1%	*	-	*	*	1%	*	-	-	-	-	-	1%	1%	-	-	1%	-	1%	*	*	1%	-	-
			c				Zi										Znq			Zrtuwxy	r																Z								
NET: Another ethnic group	66	42	23	1	24	19	12	10	-	1	30	36	13	12	1	11	11	-	-	66	27	25	6	7	52	14	50	12	2	2	1	4	4	3	3	5	18	9	3	43	4	4	13	-
	3%	6%	3%	*	9%	4%	3%	2%	-	*	3%	3%	9%	3%	*	10%	3%	-	-	21%	4%	4%	1%	1%	4%	1%	2%	6%	2%	3%	1%	1%	2%	2%	2%	2%	6%	3%	2%	3%	2%	2%	15%	-
	chinqrwyR	Zbc	c		ZIghi	hi	hi	hi					Zmnpq	nq		Zmnpq	nq			Zrtuwxy	rvwy	rvwy	r	r	rvwy	r		A									ZFHM			R	R	R	ZNOPR	
Chinese	55	40	15	-	22	19	8	7	-	-	25	30	11	9	-	11	6	-	-	55	24	21	6	4	45	10	40	11	2	2	1	2	3	3	3	5	14	7	2	36	3	2	13	-
	2%	6%	2%	-	8%	4%	2%	2%	-	-	2%	2%	8%	2%	-	9%	1%	-	-	18%	4%	3%	1%	1%	3%	1%	2%	5%	2%	3%	1%	1%	2%	2%	2%	2%	4%	2%	1%	3%	2%	1%	15%	-
	chinqrwyR	Zbc	c		ZIghi	ZIghi	hi	hi					Zmnpq	nq		Zmnpq	nq			Zrtuwxy	rvwy	rwy	r	r	rvwy	r		ZA									F			R	R	R	ZNOPR	
Arab	3	1	1	-	1	-	1	*	-	-	3	-	1	1	-	-	-	-	-	3	-	1	-	2	1	2	3	-	-	-	-	-	1	-	-	2	-	-	1	*	1	-	-
	*	*	*	-	1%	-	*	*	-	-	*	-	1%	*	-	-	-	-	-	1%	-	*	-	*	*	*	*	-	-	-	-	-	*	-	-	1%	-	-	*	*	1%	-	-
																				Zrtx																								
Any other ethnic group, please specify	8	*	6	1	*	-	3	3	-	1	2	6	-	1	1	*	5	-	-	8	3	3	-	2	6	2	7	1	-	-	-	2	-	-	-	2	2	1	6	-	-	*	-
	*	*	1%	*	*	-	1%	1%	-	*	*	*	-	*	*	*	1%	-	-	2%	*	*	-	*	*	*	*	*	-	-	-	1%	-	-	-	1%	1%	*	*	-	-	*	-
			c														Zq			Zrtuwxy																								
Prefer not to say	24	15	7	2	7	8	5	3	-	2	14	10	5	3	-	2	4	2	-	-	3	5	6	11	8	16	21	2	1	-	-	6	-	3	1	2	8	1	1	11	1	5	4	1
	1%	2%	1%	*	3%	2%	1%	1%	-	*	1%	1%	3%	1%	-	2%	1%	*	-	-	*	1%	1%	2%	1%	2%	1%	1%	1%	-	-	2%	-	1%	*	1%	3%	*	1%	1%	1%	2%	5%	*
	cnr	c			hi	hi							nq			n					r	r	r	nrtx	r	rx		L								ZGL					R	ZNR	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 288
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total (Z)	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
		Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	178	36*	98*	207	98	188	332	412	21**	398	266	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1050	366	671	144	377	295	816	672
NET: White	2099	1283	796	313	406	153	36	82	194	74	158	270	354	17	328	251	28	654	401	132	68	43	55	64	669	257	50	33	53	281	124	37	33	14	27	956	304	580	112	330	261	692	591
	86%	86%	86%	92%	83%	87%	99%	83%	94%	75%	84%	81%	86%	82%	83%	88%	97%	95%	81%	88%	96%	89%	91%	92%	80%	86%	87%	66%	84%	94%	98%	89%	82%	94%	89%	88%	83%	86%	77%	87%	88%	85%	88%
		iknxCN		Zdgi	i	i	Zdegi		Zdegi		Znsx		Zrx				kn	Znsx		x	Zrx			nx	C	C		C	Z	ZEG		N		N	N	N	N					
English	1438	871	562	239	269	110	1	57	159	20	115	180	248	1	214	188	3	517	290	90	9	30	46	12	445	179	30	25	27	215	103	29	23	11	23	648	209	382	78	229	182	460	411
	59%	59%	61%	70%	58%	62%	3%	58%	77%	21%	61%	54%	60%	5%	54%	68%	12%	75%	59%	60%	12%	63%	77%	17%	53%	60%	52%	49%	42%	72%	82%	71%	57%	79%	75%	59%	57%	57%	54%	61%	62%	56%	61%
		finptwxD		Zdfgi	fi	fi		fi	Zdefgi	f	p	p	p		p	kmp		Znstwx	tw	tw		tw	Znstwx		tw	D				Z	ZE												
Welsh	61	36	25	6	14	3	1	1	2	8	3	7	7	-	13	4	7	16	17	2	1	1	-	4	20	12	*	1	1	6	1	2	*	-	*	28	6	21	2	6	7	23	13
	3%	2%	3%	2%	3%	2%	2%	1%	1%	8%	2%	2%	2%	-	3%	1%	24%	2%	3%	2%	1%	3%	-	6%	2%	4%	*	1%	1%	2%	1%	4%	1%	-	1%	3%	2%	3%	1%	2%	2%	3%	2%
										Zcdegh							Zjklno							Zq																			
Scottish	141	105	35	21	26	10	33	2	11	2	7	28	16	10	24	18	-	26	21	6	49	1	5	2	30	13	3	3	7	16	6	1	-	2	2	76	26	52	6	33	15	58	48
	6%	7%	4%	6%	5%	6%	91%	2%	5%	2%	4%	8%	4%	48%	6%	6%	-	4%	4%	4%	69%	3%	8%	2%	4%	4%	4%	6%	12%	5%	5%	4%	-	11%	5%	7%	7%	8%	4%	9%	5%	7%	7%
			b				Zcdegh					jl									Zqsuvwx				ZA													Z					
Northern Irish	41	33	8	-	2	1	-	-	1	29	2	-	2	-	7	4	9	1	1	-	1	2	1	26	9	1	1	-	-	-	-	-	-	-	-	28	6	17	4	3	8	21	12
	2%	2%	1%	-	*	1%	-	-	1%	29%	1%	-	*	-	2%	1%	30%	*	*	-	2%	3%	2%	38%	1%	*	2%	-	-	-	-	-	-	-	-	3%	2%	3%	3%	1%	3%	3%	2%
		cdklqrE	b							Zcdefgh					kl	k	Zjklno				qrs	qr	Zqrstuvx																			
British	239	186	52	42	76	21	1	17	15	7	22	45	68	3	52	31	7	83	58	24	5	6	1	9	52	43	14	2	15	40	11	4	9	-	1	139	46	82	17	44	42	99	87
	10%	13%	6%	12%	16%	12%	3%	18%	7%	7%	12%	14%	17%	16%	13%	11%	23%	12%	12%	16%	7%	12%	2%	14%	6%	14%	24%	5%	23%	13%	9%	10%	22%	-	4%	13%	13%	12%	12%	12%	14%	12%	13%
		bx	Zb		Zfg			Zfki				Zq						vx	vx	Zvx					ZC	ZC		ZC				Z			Z								
Irish	27	13	14	3	3	1	-	-	2	4	3	-	4	-	5	1	1	6	3	1	-	-	1	6	11	3	-	-	-	3	1	-	-	-	-	11	2	9	-	2	2	9	4
	1%	1%	2%	1%	1%	1%	-	-	1%	5%	2%	-	1%	-	1%	*	4%	1%	1%	1%	-	-	2%	9%	1%	1%	-	-	-	1%	1%	-	-	-	-	1%	1%	1%	-	1%	1%	1%	1%
										Zcdegh	k						ko							Zqrstuvx																			
Irish Traveller or Gypsy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Roma	2	2	-	-	-	1	-	-	2	-	2	1	1	-	1	1	-	1	1	-	-	-	-	-	*	-	-	-	-	-	1	1	2	*	*	-	1	1	1	1	1	1	-
	*	*	-	-	-	*	-	-	1%	-	1%	*	*	-	*	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	3%	2%	*	*	-	1%	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 289
To which of the following ethnic groups do you consider you belong?
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
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		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote								Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	19**	30**	1090	398	671	144	377	295	816	672
Any other White background, please specify	136	35	99	3	16	6	-	4	3	3	3	9	9	3	13	3	1	5	11	8	4	3	-	4	102	6	2	3	4	1	1	-	1	-	*	25	10	16	4	11	4	20	15
	6%	2%	11%	1%	3%	4%	-	4%	1%	3%	2%	3%	2%	12%	3%	1%	3%	1%	2%	5%	5%	5%	-	6%	12%	2%	4%	5%	6%	*	1%	-	3%	-	2%	2%	3%	2%	3%	3%	1%	2%	2%
		acdhjklnoqA			c	c		c				q	q	q	q		q		Zqrsv									A															
		EFKLMOPQR																																									
NET: Asian or Asian British	139	98	41	15	34	7	*	10	4	19	12	32	26	4	34	15	1	10	54	5	3	2	4	1	58	19	2	6	4	7	*	1	5	1	-	61	33	50	14	23	11	64	34
	6%	7%	4%	4%	7%	4%	1%	10%	2%	20%	6%	10%	6%	18%	8%	5%	3%	1%	11%	4%	4%	4%	7%	2%	7%	6%	3%	12%	7%	2%	*	3%	13%	6%	-	6%	9%	7%	10%	6%	4%	8%	5%
		hqEF			h			cah		Zcdafh		Z			Z				Zqwx			q			q					Z					ZK	P	PR					ZPR	
Bangladeshi	12	9	2	4	1	1	-	1	*	1	-	5	5	-	4	4	-	2	4	1	-	-	2	-	2	*	-	-	1	2	*	-	1	-	-	6	3	4	1	4	*	5	5
	*	1%	*	1%	*	*	-	1%	*	1%	-	2%	1%	-	1%	1%	-	*	1%	1%	-	-	3%	-	*	*	-	-	1%	1%	*	-	4%	-	-	1%	1%	1%	1%	1%	*	1%	1%
												Z											Zqx										Z										
Indian	58	42	17	10	16	2	-	3	4	4	7	16	11	-	14	7	1	5	28	1	-	2	-	1	21	13	1	*	1	3	-	1	1	1	-	27	14	21	8	9	4	29	13
	2%	3%	2%	3%	3%	1%	-	3%	2%	4%	4%	5%	3%	-	4%	2%	2%	1%	6%	1%	-	4%	-	1%	3%	4%	1%	1%	1%	1%	-	3%	2%	6%	-	2%	4%	3%	6%	2%	1%	4%	2%
	q											Z							Zqxx			q			q	Z													ZPR			
Pakistani	48	37	11	2	10	4	*	5	*	13	1	9	5	4	9	3	*	2	21	2	3	-	1	1	19	6	-	3	-	2	-	-	2	-	-	23	11	21	5	6	4	26	10
	2%	2%	1%	*	2%	2%	1%	5%	*	13%	1%	3%	1%	18%	2%	1%	1%	*	4%	1%	4%	-	2%	1%	2%	2%	-	5%	-	1%	-	-	6%	-	-	2%	3%	3%	4%	2%	1%	3%	2%
	q					h		Zch		Zcdafh									Zq		q				q			D											R			ZR	
Any other Asian background, please specify	21	11	11	-	8	1	-	1	-	2	4	1	5	-	7	2	-	1	2	1	-	-	1	-	16	*	1	3	3	-	-	-	1	-	-	6	5	4	-	5	2	4	7
	1%	1%	1%	-	2%	*	-	1%	-	2%	2%	*	1%	-	2%	1%	-	*	*	1%	-	-	2%	-	2%	*	2%	5%	4%	-	-	-	2%	-	-	1%	1%	1%	-	1%	1%	*	1%
					c					ch													q		qr			ZA	ZA														
NET: Black, Black British, Caribbean or African	52	31	21	6	17	3	-	1	2	1	6	7	8	-	7	8	-	11	13	5	-	-	-	-	23	7	2	5	2	6	-	-	-	-	2	27	3	15	8	3	5	23	8
	2%	2%	2%	2%	4%	2%	-	1%	1%	1%	3%	2%	2%	-	2%	3%	-	2%	3%	3%	-	-	-	-	3%	2%	3%	11%	4%	2%	-	-	-	-	5%	2%	1%	2%	5%	1%	2%	3%	1%
					h																						ZA											ZMOPR			OR	
African	21	15	6	-	13	1	-	1	-	1	4	1	5	-	4	4	-	2	6	2	-	-	-	-	12	4	2	5	1	-	-	-	-	-	-	13	2	7	3	2	3	10	5
	1%	1%	1%	-	3%	*	-	1%	-	1%	2%	*	1%	-	1%	1%	-	*	1%	1%	-	-	-	-	1%	1%	3%	10%	2%	-	-	-	-	-	-	1%	*	1%	2%	*	1%	1%	1%
					Zch						k												q					ZAD															
Caribbean	30	16	14	6	5	2	-	-	2	-	2	6	3	-	3	4	-	10	7	4	-	-	-	-	10	3	-	*	-	1	-	-	-	-	2	14	2	8	4	2	2	12	4
	1%	1%	2%	2%	1%	1%	-	-	1%	-	1%	2%	1%	-	1%	1%	-	1%	1%	2%	-	-	-	-	1%	1%	-	1%	2%	2%	-	-	-	-	5%	1%	*	1%	3%	*	1%	2%	1%
																																						OR				
Any other Black, Black British, Caribbean or	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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NET: Mixed or multiple ethnic groups	55	35	20	4	16	2	-	5	3	1	5	9	16	-	15	8	-	7	10	5	-	2	1	3	27	8	2	3	2	3	1	1	2	-	-	16	13	12	3	8	11	16	19
	2%	2%	2%	1%	3%	1%	-	6%	1%	1%	3%	3%	4%	-	4%	3%	-	1%	2%	3%	-	4%	1%	4%	3%	3%	3%	6%	4%	1%	*	2%	4%	-	-	2%	4%	2%	2%	2%	4%	2%	3%
								Zcah												q					q	q																	
Asian and White	25	19	6	2	7	2	-	4	1	1	3	6	9	-	5	6	-	3	5	2	-	1	1	-	12	3	-	2	2	2	1	1	1	-	-	10	6	6	3	4	7	8	11
	1%	1%	1%	1%	1%	1%	-	4%	1%	1%	2%	2%	2%	-	1%	2%	-	*	1%	1%	-	3%	1%	-	1%	1%	-	4%	2%	1%	*	2%	3%	-	-	1%	2%	1%	2%	1%	2%	1%	2%
								Zch														q					Z																
Black African and Asian	2	2	-	-	2	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-	2	-
	*	*	-	-	*	-	-	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	1%	-	-	*	-	-	-	1%	-	-	-	-	-	-	*	*	-	-	*	-
																						Zqrx							ZA													
Black African and White	9	2	8	-	2	-	-	-	-	-	-	-	-	-	2	-	-	1	*	2	-	-	-	1	5	*	1	1	-	-	-	-	-	-	-	1	1	-	-	2	*	-	2
	*	*	1%	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	*	1%	-	-	-	2%	1%	*	2%	2%	-	-	-	-	-	-	-	*	*	-	-	*	-	*
			a																	r				Zqr																		
Black Caribbean and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black Caribbean and White	12	8	4	1	4	-	-	2	1	-	-	1	6	-	6	1	-	2	4	1	-	-	-	-	4	3	-	*	-	1	-	-	*	-	-	4	4	5	-	-	3	5	3
	*	1%	*	*	1%	-	-	2%	1%	-	-	*	1%	-	1%	*	-	*	1%	1%	-	-	-	-	*	1%	-	1%	-	*	-	-	1%	-	-	*	1%	1%	-	-	1%	1%	*
													Z		Z																									O			
Any other mixed or multiple backgrounds, pl	7	4	3	1	2	-	-	-	-	*	1	1	1	-	1	1	-	1	1	-	-	-	-	2	4	1	1	-	-	-	-	-	-	-	-	2	1	1	-	2	1	1	4
	*	*	*	*	*	-	-	-	-	*	*	*	*	-	*	*	-	*	*	-	-	-	-	2%	1%	*	1%	-	-	-	-	-	-	-	-	*	*	*	-	1%	*	*	1%
																								Zqr																			
NET: Another ethnic group	66	33	33	4	13	9	-	-	3	2	6	12	8	-	12	5	-	7	12	2	-	1	1	*	41	7	2	3	1	3	1	1	-	-	1	23	9	13	6	10	5	19	14
	3%	2%	4%	1%	3%	5%	-	-	1%	2%	3%	4%	2%	-	3%	2%	-	1%	3%	1%	-	2%	1%	1%	5%	2%	4%	6%	2%	1%	1%	4%	-	-	4%	2%	3%	2%	4%	3%	2%	2%	2%
	q					cgh																			Zq																		
Chinese	55	27	28	3	10	9	-	-	2	*	6	11	7	-	10	4	-	7	9	2	-	-	1	-	36	5	2	3	*	2	1	1	-	-	1	18	9	11	4	7	5	15	12
	2%	2%	3%	1%	2%	5%	-	-	1%	*	3%	3%	2%	-	3%	2%	-	1%	2%	1%	-	-	1%	-	4%	2%	4%	6%	1%	1%	1%	4%	-	-	4%	2%	2%	2%	3%	2%	2%	2%	2%
						Zcghi																			Zqr																		
Arab	3	3	-	-	1	-	-	-	-	1	-	1	-	-	*	*	-	-	3	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	3	-	-	*	2	-	*	2
	*	*	-	-	*	-	-	-	-	2%	-	*	-	-	*	*	-	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	1%	-	*	*
										Zc									Z																					ZM			
Any other ethnic group, please specify	8	3	5	1	1	-	-	-	1	*	-	*	1	-	1	-	-	1	1	-	-	1	-	*	5	1	-	-	1	-	-	-	-	-	-	2	1	2	1	-	3	-	-
	*	*	*	*	*	-	-	-	-	*	-	*	*	-	*	-	-	*	*	-	-	2%	-	1%	1%	*	-	-	1%	-	-	-	-	-	-	*	*	*	1%	-	-	*	-
																						qr																	R				
Prefer not to say	24	9	15	-	1	2	-	*	1	1	*	2	*	-	2	*	-	2	2	-	-	-	-	1	19	1	-	-	-	-	*	1	*	-	3	6	3	1	2	3	2	3	5
	1%	1%	2%	-	*	1%	-	*	*	1%	*	*	*	-	1%	*	-	*	*	-	-	-	-	2%	2%	*	-	-	-	-	*	3%	1%	-	2%	1%	1%	*	1%	1%	1%	*	1%
			a																						Zqr						E											

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 290
To which of the following ethnic groups do you consider you belong?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Chosng agains t/ dislil usions d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £45,00 0 (w)	£45,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	564	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
NET: White	2086	141	79	56	449	1083	988	998	1058	821	1012	945	844	1363	528	1469	588	29	446	1627	1220	867	529	845	324	203	1646	440	579	1487
	86%	86%	77%	84%	88%	88%	85%	87%	85%	84%	88%	86%	88%	87%	87%	89%	79%	79%	80%	88%	90%	81%	88%	87%	87%	82%	84%	97%	94%	84%
					b						i					Zpq				r	Zu								ZA	ZD		
English	1438	107	3	42	352	737	693	653	766	559	694	652	575	945	369	1040	379	19	307	1119	911	527	378	576	228	133	1117	321	425	1002
	59%	65%	3%	63%	69%	60%	60%	57%	62%	57%	60%	60%	60%	60%	61%	63%	51%	53%	55%	61%	67%	49%	63%	60%	61%	54%	57%	71%	69%	56%

	bpu	b		b	Zb										Zp			r	Zu		y			ZA	ZD				
Welsh	61	7	-	1	17	22	38	19	42	21	37	24	30	42	16	46	12	3	13	48	35	26	11	26	11	9	40	21	11	50
	3%	4%	-	1%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	7%	2%	3%	3%	2%	2%	3%	3%	4%	2%	5%	2%	3%
							e		g									Zp										ZA		
Scottish	141	9	2	2	20	68	72	69	72	46	72	56	67	94	37	92	48	1	31	110	84	57	48	51	19	9	123	18	40	98
	6%	6%	2%	3%	4%	6%	6%	6%	6%	5%	6%	5%	7%	6%	6%	6%	6%	2%	6%	6%	6%	5%	8%	5%	5%	4%	6%	4%	7%	6%
Northern Irish	41	-	-	-	8	15	26	23	17	21	18	24	15	29	6	33	8	-	13	28	16	25	11	14	8	7	32	9	15	26
	2%	-	-	-	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	-	2%	2%	1%	2%	2%	1%	2%	3%	2%	2%	3%	1%
British	239	12	-	7	25	154	85	153	85	105	118	118	89	149	69	164	70	5	31	208	103	135	58	112	26	22	183	56	61	173
	10%	7%	-	10%	5%	12%	7%	13%	7%	11%	10%	11%	9%	9%	11%	10%	9%	13%	6%	11%	8%	13%	10%	12%	7%	9%	9%	12%	10%	10%
	bdfhr	b		b		Zf		Zh												r		Zt		x						
Irish	27	3	-	-	11	18	10	20	7	7	14	12	11	17	3	19	9	-	3	25	15	12	8	14	2	1	25	2	6	21
	1%	2%	-	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%
								h																						
Irish Traveller or Gypsy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Roma	2	-	-	-	2	1	2	-	1	1	2	*	2	-	1	2	1	-	1	1	1	2	-	2	-	1	2	1	-	2
	*	-	-	-	*	*	*	-	*	*	*	*	*	-	*	*	-	-	*	*	*	*	-	*	-	*	*	*	-	*
Any other White background, please specify	136	3	74	4	16	67	63	59	69	60	57	57	56	85	29	73	61	2	46	90	54	82	15	50	30	22	124	12	20	114
	6%	2%	71%	7%	3%	5%	5%	5%	6%	6%	5%	5%	6%	5%	5%	4%	6%	5%	8%	5%	4%	8%	2%	5%	8%	9%	6%	3%	3%	6%
	vBC		Zacd														Zo	-	Za			Zt		v	v	v	B			C
NET: Asian or Asian British	139	13	5	2	19	65	66	59	74	64	54	60	51	94	29	90	43	6	63	75	54	85	29	54	18	22	135	3	14	123
	6%	8%	5%	3%	4%	5%	6%	5%	6%	7%	5%	5%	5%	6%	5%	5%	6%	15%	11%	4%	4%	8%	5%	6%	5%	9%	7%	1%	2%	7%
	stBC																	Zop	Za			Zt					B			C

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 290
To which of the following ethnic groups do you consider you belong?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Bangladeshi	12	-	-	-	2	6	6	4	6	4	5	5	3	5	3	6	5	1	7	5	8	4	3	4	-	3	10	2	1	10
	*	-	-	-	*	*	*	*	1%	*	*	*	*	*	*	*	1%	2%	1%	*	1%	*	1%	*	-	1%	1%	*	*	*	1%
																			a											
Indian	58	10	-	-	7	31	27	34	25	32	19	24	20	42	13	44	14	1	22	36	18	40	7	24	8	7	57	1	7	52
	2%	6%	-	-	1%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	4%	2%	1%	4%	1%	2%	2%	3%	3%	*	1%	3%
	B	Zd								j									a			Zt					B			C
Pakistani	48	1	-	2	7	22	20	15	28	22	21	24	18	31	9	33	12	3	31	16	21	27	16	18	7	7	48	-	3	43
	2%	*	-	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	8%	6%	1%	2%	2%	3%	2%	2%	3%	2%	-	*	2%
	sBC																	Zop	Za								B			C
Any other Asian background, please specify	21	2	5	*	3	7	14	6	15	7	10	6	10	16	5	8	12	1	2	19	8	14	3	8	4	5	21	*	4	18
	1%	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	3%	*	1%	1%	1%	*	1%	1%	2%	1%	*	1%	1%
			Zd														o	o												
NET: Black, Black British, Caribbean or African	52	1	2	2	12	26	27	29	23	35	13	33	12	38	12	26	26	1	23	29	20	33	10	17	8	10	50	2	6	46
	2%	1%	2%	2%	2%	2%	2%	3%	2%	4%	1%	3%	1%	2%	2%	2%	3%	2%	4%	2%	1%	3%	2%	2%	2%	4%	3%	*	1%	3%
	B									Zj		I					o		Za			t					B			C
African	21	1	-	2	2	13	9	11	10	15	5	14	4	19	2	6	15	-	13	9	6	15	4	9	2	6	21	-	2	19
	1%	1%	-	2%	*	1%	1%	1%	1%	2%	*	1%	*	1%	*	*	2%	-	2%	*	*	1%	1%	1%	*	2%	1%	-	*	1%
										j							Zo		Za			t								
Caribbean	30	-	2	-	10	12	18	18	13	20	7	19	7	19	9	20	10	1	10	20	13	17	6	8	6	4	28	2	3	27
	1%	-	2%	-	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	*	*	2%
								h		j																				
Any other Black, Black British, Caribbean or	1	-	-	-	1	1	-	1	-	-	1	-	1	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	1	-
	-	-	-	-	*	*	-	*	-	-	*	-	*	-	-	-	*	-	-	*	*	-	*	-	-	-	*	-	*	-
NET: Mixed or multiple ethnic groups	55	4	1	1	10	29	26	31	24	16	30	18	23	21	18	25	29	1	14	41	31	24	10	27	4	6	51	4	11	43
	2%	3%	1%	1%	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	3%	2%	4%	2%	3%	2%	2%	2%	2%	3%	1%	2%	3%	1%	2%	2%
															m		Zo													
Asian and White	25	-	-	1	2	17	8	18	7	10	14	9	14	10	11	12	12	1	4	20	12	13	6	10	2	4	21	3	5	19
	1%	-	-	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
								h							m															
Black African and Asian	2	-	-	-	-	1	1	1	1	2	-	1	1	1	1	1	1	-	2	-	-	2	-	2	-	-	2	-	-	2
	*	-	-	-	-	*	*	*	*	*	-	*	*	*	*	*	*	-	*	-	-	*	-	*	-	-	*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 290
To which of the following ethnic groups do you consider you belong?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Black African and White	9	4	-	-	3	2	8	2	8	*	8	*	3	1	2	5	5	-	3	7	9	-	*	8	1	-	9	-	2	7
	*	3%	-	-	1%	*	1%	*	1%	*	1%	*	*	*	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	-	*	*
		Z									i										u									
Black Caribbean and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black Caribbean and White	12	-	-	-	4	5	7	6	5	3	4	5	2	6	4	4	8	-	5	7	7	5	2	5	1	-	12	-	2	10
	*	-	-	-	1%	*	1%	1%	*	*	*	*	*	*	1%	*	1%	-	1%	*	1%	*	*	1%	*	-	1%	-	*	1%
																	o													
Any other mixed or multiple backgrounds, pl	7	-	1	-	2	5	2	5	2	2	3	3	4	4	1	3	4	-	1	6	3	5	2	2	-	2	7	1	2	6
	*	-	1%	-	*	*	*	*	*	*	*	*	*	*	*	*	1%	-	*	*	*	*	*	*	-	1%	*	*	*	*
NET: Another ethnic group	66	1	12	5	14	21	43	20	44	33	24	33	22	46	13	28	39	1	11	55	16	49	22	16	15	5	64	2	3	62
	3%	1%	12%	8%	3%	2%	4%	2%	4%	3%	2%	3%	2%	3%	2%	2%	5%	2%	2%	3%	1%	5%	4%	2%	4%	2%	3%	*	*	4%
	otBC		Zad	a			e		g								Zo					Zt	w		w		B			C
Chinese	55	1	8	5	14	16	37	13	41	25	23	28	19	39	11	21	34	-	3	52	11	44	18	13	12	5	53	2	2	53
	2%	1%	8%	7%	3%	1%	3%	1%	3%	3%	2%	3%	2%	2%	2%	1%	5%	-	1%	3%	1%	4%	3%	1%	3%	2%	3%	*	*	3%
	grtBC		Zad	a			e		g								Zo			r		Zt	w				B			C
Arab	3	-	-	-	-	1	1	3	-	2	*	-	3	1	1	-	3	-	1	1	1	1	1	1	-	-	3	-	*	2
	*	-	-	-	-	*	*	*	-	*	*	-	*	*	*	-	*o	-	*	*	*	*	*	*	-	-	*	-	*	*
Any other ethnic group, please specify	8	-	4	1	-	3	4	4	3	6	1	5	1	6	*	5	2	1	6	2	4	4	3	1	3	-	8	-	*	7
	*	-	4%	1%	-	*	*	*	*	1%	*	*	*	*	*	*	*	2%	1%	*	*	*	*	*	1%	-	*	-	*	*
			Zd							j									Za												
Prefer not to say	24	4	4	*	7	11	13	4	20	7	15	5	10	13	8	7	17	*	2	20	12	13	3	7	1	2	23	1	1	12
	1%	2%	4%	1%	1%	1%	1%	*	2%	1%	1%	*	1%	1%	1%	*	2%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%
									g								Zo													

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 291
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

		Age								Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	675	992	264	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	259	616	704	483	619	1320	1102	2046	184	124	66	100	256	212	210	180	232	321	316	219	1172	158	275	98	570

| | | |

		Age						Gender		Age/gender					Ethnicity		Social Grade					Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Urban	1970	591	678	701	223	368	330	347	288	414	968	996	118	332	351	103	345	350	1646	301	516	578	403	473	1084	876	1672	171	70	57	78	230	166	177	129	166	317	267	142	1083	116	201	80	390
	81%	87%	84%	75%	85%	88%	86%	82%	78%	73%	82%	81%	81%	86%	76%	90%	82%	74%	79%	96%	81%	83%	79%	82%	82%	81%	82%	83%	62%	84%	79%	86%	82%	85%	74%	74%	99%	81%	68%	85%	77%	85%	92%	71%
	cinqOJMR	Zc	c		i	Zghi	hi	i			Zrq			nq	q					Zrtuvwxy							C	C			IJM	M	IJM			ZEFGHIJLM	M		ZOR		R	ZOR	
Urban - Population over 10,000	1039	363	327	349	143	220	154	173	153	196	526	509	79	173	167	62	155	182	811	217	298	312	198	230	611	429	896	95	26	23	31	109	80	99	64	65	268	118	62	567	72	122	48	185
	43%	54%	41%	37%	55%	53%	40%	41%	41%	35%	45%	41%	55%	45%	36%	54%	37%	38%	39%	70%	47%	45%	39%	40%	46%	40%	44%	46%	23%	34%	31%	40%	40%	47%	37%	29%	84%	36%	30%	44%	48%	52%	55%	34%
	cinqrCEJLMR	Zbc			Zfghi	Zfghi					Zrpq	np			npq				rvwy	r					rvwy		C	C				JM	J	EJLM			ZEFGHIJLM			R	R	ZR	R	
Town and Fringe	931	228	350	352	80	148	176	174	135	218	442	487	39	159	183	42	191	169	835	84	218	265	205	243	483	447	776	76	45	34	48	121	86	78	65	100	49	149	80	516	43	79	33	205
	38%	34%	43%	38%	31%	35%	46%	41%	36%	38%	38%	39%	27%	41%	40%	36%	45%	36%	40%	27%	34%	38%	40%	42%	36%	41%	38%	37%	39%	50%	48%	45%	43%	38%	37%	45%	15%	45%	38%	40%	29%	33%	37%	38%
	laKO		Zac				Zdehi	d			stx			l	l		Zlq			s	s	stx	s	stx					K	K	K	K	K	K		ZK	K	O					
NET: Rural	452	88	130	234	39	49	56	75	82	152	209	240	27	52	110	11	77	124	440	11	121	122	105	104	243	209	363	35	44	11	21	39	35	31	45	60	2	62	67	198	35	35	7	156
	19%	13%	16%	25%	15%	12%	14%	18%	22%	27%	18%	19%	19%	14%	24%	10%	18%	26%	21%	4%	19%	17%	21%	18%	18%	19%	18%	17%	38%	16%	21%	14%	18%	15%	26%	26%	1%	19%	32%	15%	23%	15%	8%	29%
	aemsKNQ			Zab				e	sf	Zdefg					Zmo			Zmop	s	s	s	s	s	s	s			ZABD			K	K	K	K	ZFHK	ZFHK		K	ZFGHKL		NQ			ZNPQ
Village	402	78	120	204	35	43	51	69	70	134	188	212	25	50	95	10	70	109	394	8	110	106	95	92	215	187	334	28	35	5	19	36	32	27	43	57	1	61	58	182	29	30	6	136
	17%	12%	15%	22%	13%	10%	13%	16%	19%	24%	16%	17%	17%	13%	21%	9%	16%	23%	19%	2%	17%	15%	19%	16%	16%	17%	16%	14%	30%	7%	19%	13%	16%	13%	23%	25%	*	19%	28%	14%	19%	13%	7%	25%
	aesKQ			Zab				s	e	Zdefg					mo			Zmop	s	s	s	s	s	s	s			ZABD			K	K	K	K	ZFHK	ZFGHK		K	ZFGHKL		Q			ZNPQ
Hamlet & Isolated Dwelling	50	9	10	30	3	6	5	6	12	18	21	28	2	3	15	1	8	16	46	3	11	16	10	12	27	23	29	6	9	6	2	3	3	4	3	2	2	1	8	16	6	5	1	20
	2%	1%	1%	3%	1%	1%	1%	1%	3%	3%	2%	2%	2%	1%	3%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	8%	9%	2%	1%	1%	2%	1%	1%	1%	*	4%	1%	4%	2%	1%	4%
				ab											m			m											ZA	ZA							KL		N			ZN

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 294
Which of the following best describes where you live?
Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Urban	1970	1214	749	269	416	136	31	88	160	77	149	271	338	17	327	235	17	520	415	123	52	39	53	55	712	253	48	47	54	239	95	31	37	11	24	891	293	583	123	295	233	686	527
	81%	82%	81%	79%	89%	77%	85%	87%	77%	79%	79%	82%	82%	78%	82%	82%	60%	75%	84%	82%	73%	82%	87%	79%	85%	85%	83%	93%	86%	89%	75%	75%	91%	79%	78%	82%	80%	84%	85%	78%	79%	84%	78%
	pq			Zcwh			wh				p	p	p		p	p		qt			q		qt					Z										OR				OPR		
Urban - Population over 10,000	1039	646	387	123	243	66	20	47	76	45	80	145	194	12	190	110	7	224	235	69	32	15	32	27	405	143	26	35	26	103	42	9	21	7	11	471	159	297	71	160	118	388	278
	43%	43%	42%	36%	52%	37%	58%	48%	37%	46%	43%	44%	47%	56%	48%	38%	26%	32%	48%	46%	45%	31%	53%	39%	48%	48%	45%	70%	42%	35%	33%	23%	51%	45%	35%	43%	43%	44%	49%	43%	40%	46%	41%
	cqEFG				Zcwh		cwh	c					qp		qp				qu	q				qu				ZABD															
Town and Fringe	931	568	362	146	173	70	11	39	84	32	68	126	145	5	137	125	10	297	180	54	20	25	21	28	307	110	22	12	28	136	53	21	16	5	13	420	134	265	53	134	115	318	349
	38%	38%	39%	43%	35%	40%	30%	40%	41%	33%	36%	38%	35%	22%	34%	44%	34%	43%	37%	36%	28%	51%	34%	40%	37%	37%	38%	24%	44%	45%	42%	52%	40%	34%	43%	39%	37%	40%	37%	36%	39%	39%	37%
	C			d												ln					rtx		t						C			Z										
NET: Rural	452	275	177	73	71	41	5	12	47	21	39	61	74	5	71	52	11	172	77	27	19	9	8	14	128	45	10	3	9	60	31	10	4	3	7	199	73	109	21	82	63	130	145
	19%	18%	19%	21%	15%	23%	15%	13%	23%	21%	21%	18%	18%	22%	18%	18%	40%	25%	16%	18%	27%	18%	13%	21%	15%	15%	17%	7%	14%	20%	25%	25%	9%	21%	22%	18%	20%	16%	15%	22%	21%	16%	22%
	dC			d		dg			dg								Zjklno	Zrvx			rx																			MQ	Q		MQ	
Village	402	240	162	67	63	35	5	11	43	13	34	55	65	4	60	42	10	157	71	22	16	7	5	10	113	40	8	3	7	56	28	10	3	3	6	177	60	97	19	73	51	116	124
	17%	16%	17%	20%	13%	20%	13%	11%	21%	13%	18%	17%	16%	19%	15%	15%	35%	23%	14%	15%	23%	15%	9%	14%	14%	13%	15%	7%	12%	19%	22%	25%	8%	21%	20%	16%	16%	14%	13%	19%	17%	14%	16%
	dC			d		d			dg								Zjklno	Zrsvx																					MQ			Q	
Hamlet & Isolated Dwelling	50	34	16	6	8	5	*	1	3	8	5	6	9	1	11	10	1	14	6	5	3	2	2	5	13	5	2	-	1	4	3	-	*	-	1	22	13	12	2	10	11	14	21
	2%	2%	2%	2%	2%	3%	1%	1%	2%	8%	3%	2%	2%	3%	3%	3%	5%	2%	1%	3%	4%	3%	4%	7%	2%	2%	3%	-	2%	1%	3%	-	1%	-	2%	2%	3%	2%	1%	3%	4%	2%	3%
										Zdgh														Zgnz																Q			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Zj/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 295
Which of the following best describes where you live?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Rentin g (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£49,00 1 to £52,00 0 (x)	£52,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	986	371	248	1970	452	614	1773
NET: Urban	1970	126	95	48	415	1007	938	926	1009	817	896	872	797	1286	478	1280	659	31	489	1469	1088	882	494	777	307	202	1970	-	501	1436
	81%	76%	93%	73%	81%	82%	81%	81%	81%	84%	78%	80%	83%	82%	79%	78%	89%	83%	87%	80%	80%	83%	82%	79%	83%	81%	100%	-	82%	81%
	jdB		Zacd							j							Zo		Za								ZB				
Urban - Population over 10,000	1039	60	73	23	196	548	479	530	489	439	464	457	424	669	252	614	407	19	214	817	508	531	249	405	154	115	1039	-	258	763
	43%	37%	71%	34%	38%	44%	41%	46%	39%	45%	40%	42%	44%	42%	41%	37%	55%	51%	38%	44%	38%	50%	41%	42%	42%	46%	53%	-	42%	43%
	otB		Zacd					h									Zo	o		r		Zt					ZB				
Town and Fringe	931	65	22	26	220	459	460	396	520	378	432	415	373	618	226	666	253	12	275	652	579	351	234	372	153	87	931	-	243	673
	38%	40%	21%	39%	43%	37%	40%	35%	42%	39%	38%	38%	39%	39%	37%	41%	34%	32%	49%	35%	43%	33%	39%	39%	41%	35%	47%	-	40%	38%
	buB	b			b				g							p			Za		Zu						ZB				
NET: Rural	452	39	7	18	96	228	224	216	234	159	252	222	166	289	130	363	83	6	70	378	265	187	119	188	64	46	-	452	113	337
	19%	24%	7%	27%	19%	18%	19%	19%	19%	16%	22%	20%	17%	18%	21%	22%	11%	17%	13%	20%	20%	17%	20%	20%	17%	19%	-	100%	18%	19%
	bpA	b		b	b						ZI						Zp			r								ZA			
Village	402	34	7	14	90	197	205	190	211	141	225	193	150	255	116	321	77	4	66	332	241	161	107	162	62	39	-	402	97	304
	17%	21%	7%	22%	18%	16%	18%	17%	17%	14%	20%	18%	16%	16%	19%	20%	10%	12%	12%	18%	18%	15%	18%	17%	17%	16%	-	89%	16%	17%
	pvA	b		b	b						i					Zp				r								ZA			
Hamlet & Isolated Dwelling	50	5	-	4	6	30	20	26	24	17	27	30	16	33	14	42	6	2	4	46	24	26	12	26	2	7	-	50	16	33
	2%	3%	-	6%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	1%	5%	1%	2%	2%	2%	2%	3%	1%	3%	-	11%	3%	2%
	pA			d												p		p		r			x					ZA			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 296
Which of the following best describes where you live?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Rentin g (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£49,00 1 to £52,00 0 (x)	£52,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	665	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	986	371	248	1970	452	614	1773
NET: Urban	1970	126	95	48	415	1007	938	926	1009	817	896	872	797	1286	478	1280	659	31	489	1469	1088	882	494	777	307	202	1970	-	501	1436
	81%	76%	93%	73%	81%	82%	81%	81%	81%	84%	78%	80%	83%	82%	79%	78%	89%	83%	87%	80%	80%	83%	82%	79%	83%	81%	100%	-	82%	81%
	jdB		Zacd					h									Zo	o		r		Zt					ZB				
Urban - Population over 10,000	1039	60	73	23	196	548	479	530	489	439	464	457	424	669	252	614	407	19	214	817	508	531	249	405	154	115	1039	-	258	763
	43%	37%	71%	34%	38%	44%	41%	46%	39%	45%	40%	42%	44%	42%	41%	37%	55%	51%	38%	44%	38%	50%	41%	42%	42%	46%	53%	-	42%	43%
	otB		Zacd					h									Zo	o		r		Zt					ZB				
Town and Fringe	931	65	22	26	220	459	460	396	520	378	432	415	373	618	226	666	253	12	275	652	579	351	234	372	153	87	931	-	243	673
	38%	40%	21%	39%	43%	37%	40%	35%	42%	39%	38%	38%	39%	39%	37%	41%	34%	32%	49%	35%	43%	33%	39%	39%	41%	35%	47%	-	40%	38%
	buB	b			b				g							p			Za		Zu						ZB				
NET: Rural	452	39	7	18	96	228	224	216	234	159	252	222	166	289	130	363	83	6	70	378	265	187	119	188	64	46	-	452	113	337
	19%	24%	7%	27%	19%	18%	19%	19%	19%	16%	22%	20%	17%	18%	21%	22%	11%	17%	13%	20%	20%	17%	20%	20%	17%	19%	-	100%	18%	19%
	bpA	b		b	b						ZI						Zp			r								ZA			
Village	402	34	7	14	90	197	205	190	211	141	225	193	150	255	116	321	77	4	66	332	241	161	107	162	62	39	-	402	97	304
	17%	21%	7%	22%	18%	16%	18%	17%	17%	14%	20%	18%	16%	16%	19%	20%	10%	12%	12%	18%	18%	15%	18%	17%	17%	16%	-	89%	16%	17%
	pvA	b		b	b						i					Zp				r								ZA			
Hamlet & Isolated Dwelling	50	5	-	4	6	30	20	26	24	17	27	30	16	33	14	42	6	2	4	46	24	26	12	26	2	7	-	50	16	33
	2%	3%	-	6%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	1%	5%	1%	2%	2%	2%	2%	3%	1%	3%	-	11%	3%	2%
	pA			d												p		p		r			x					ZA			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 297

Please indicate which of the following best describes your current working status.

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade					Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1161	1262	104	403	488	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	258	212	210	180	232	321	318	219	1172	198	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Working	1433	505	635	292	166	339	330	305	223	70	732	696	103	320	149	62	315	144	1187	233	413	481	333	205	894	538	1206	114	68	45	58	141	125	116	99	123	210	214	122	1281	151	-	-	-
	59%	74%	79%	31%	63%	81%	86%	72%	60%	12%	62%	56%	71%	83%	32%	54%	74%	30%	57%	75%	65%	69%	66%	35%	67%	50%	59%	55%	60%	66%	58%	52%	62%	56%	57%	55%	66%	65%	58%	100%	100%	-	-	-
	cinqwyPQR	Zc	Zc		i	Zdghi	Zdghi	Zhi	i		k		Znoq	Znopq		nq	Znoq		wy	Zrtvwxy	Znwy	Znwy	Znwy		Znwy	w														ZPQR	ZPQR			
NET: Employed	1281	474	565	242	157	317	301	264	188	54	645	632	101	282	117	55	282	126	1055	216	375	437	284	185	812	469	1073	107	60	41	52	124	114	111	85	103	190	191	103	1281	-	-	-	-
	53%	70%	70%	26%	60%	76%	78%	63%	51%	10%	55%	51%	69%	73%	25%	48%	67%	26%	51%	69%	59%	63%	56%	32%	61%	43%	53%	52%	53%	61%	52%	46%	57%	53%	49%	46%	60%	58%	50%	100%	-	-	-	-
	cinqwyOPQR	Zc	Zc		i	Zdghi	Zdghi	Zhi	i				Znoq	Znoq		nq	Znoq		wy	Zrtvwxy	Znwy	Znwy	wy		Znwy	w														ZOPQR				
Working full time working 30 hours per week or more	1061	406	477	178	136	270	260	217	141	37	567	491	89	258	95	47	218	83	863	187	337	367	227	130	704	357	883	93	48	37	45	97	95	93	63	79	167	150	93	1061	-	-	-	-
	44%	60%	59%	19%	52%	65%	67%	51%	38%	7%	48%	40%	61%	67%	21%	41%	52%	18%	41%	60%	53%	53%	45%	22%	53%	33%	43%	45%	42%	54%	46%	36%	47%	45%	36%	35%	52%	46%	45%	83%	-	-	-	-
	clknqwyFJOP	Zc	Zc		hi	Zdghi	Zdghi	Zhi	i		Zk		Znoq	Znopq		nq	Znq		wy	Znvwxy	Znvwy	Znvwy	wy		Znvwy	w						FIJ				ZFIJ	FJ		ZOPQR				
	QR																																											
Working part-time working between 8 and 29 hours per week	221	69	88	64	21	47	41	47	47	17	78	140	12	24	22	9	64	42	191	29	39	70	57	56	108	112	190	15	12	4	6	27	19	17	22	24	23	40	11	221	-	-	-	-
	9%	10%	11%	7%	8%	11%	11%	11%	13%	3%	7%	11%	8%	6%	5%	8%	15%	9%	9%	9%	6%	10%	11%	10%	8%	10%	9%	7%	11%	6%	6%	10%	9%	8%	13%	11%	7%	12%	5%	17%	-	-	-	-
	ijkEOPQR		c		i	i	i	i	ZI		j						Zmnq	n	t		t	t	t	t	t	t								M				M		ZOPQR				
NET: Self-employed	151	31	70	50	9	22	29	41	35	15	87	64	2	37	32	6	33	18	133	18	38	44	49	20	82	69	133	6	8	4	6	17	12	5	14	20	19	23	18	-	151	-	-	-
	6%	5%	9%	5%	3%	5%	8%	10%	9%	3%	7%	5%	2%	10%	7%	6%	8%	4%	6%	6%	6%	6%	10%	3%	6%	6%	7%	3%	7%	6%	6%	6%	6%	2%	8%	9%	6%	7%	9%	-	100%	-	-	-
	iwNPQR		Zac				i	Zdei	Zdi					Zlq			lq		w			w	Zrtwxy		w	w								H	H		H	H		ZNPQR				
Self-employed - working 30 hours per week or more	94	24	47	23	6	17	18	29	18	5	64	30	-	29	21	6	17	1	81	12	26	24	33	10	50	44	82	6	4	2	3	8	6	4	10	16	10	15	10	-	94	-	-	-
	4%	4%	6%	2%	2%	4%	5%	7%	5%	1%	5%	2%	-	8%	5%	6%	4%	*	4%	4%	4%	4%	7%	2%	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	2%	6%	7%	3%	4%	5%	-	62%	-	-	-
	ikqwNPR		Zc			i	i	Zdi	i		k			Zlq	lq	lq	q		w				Znwx		w								ZH							ZNPQR				
Self-employed - working between 8 and 29 hours per week	57	7	23	27	2	4	11	12	17	11	23	34	2	8	10	-	16	17	52	5	13	19	16	9	32	25	51	1	4	2	2	9	5	1	3	4	9	9	8	-	57	-	-	-
	2%	1%	3%	3%	1%	1%	3%	3%	4%	2%	2%	3%	2%	2%	2%	-	4%	4%	2%	2%	2%	3%	3%	2%	2%	2%	2%	*	3%	3%	3%	2%	3%	3%	1%	2%	2%	3%	3%	4%	-	38%	-	-	-
	NPR		a	a					Zdei																																ZNPQR				
NET: Not working	989	174	173	643	96	78	56	117	147	496	446	540	42	65	312	53	108	331	899	78	224	218	174	373	442	547	829	92	46	23	42	128	76	93	76	102	110	116	87	-	-	236	87	546
	41%	26%	21%	69%	37%	19%	14%	28%	40%	88%	38%	44%	29%	17%	68%	46%	26%	70%	43%	25%	35%	31%	34%	65%	33%	50%	41%	45%	40%	34%	42%	48%	38%	44%	43%	45%	34%	35%	42%	-	-	100%	100%	100%
	abefgjlmpstu			Zab	ef			ef	efg	Zdefgh	j		m		Zlmop	lmp	m	Zlmop	stuvx		s		s	Zrstuvxy	s	Zrstuvx						KL		K		KL				ZNO	ZNO	ZNO
	vxNO																																											
Not working but seeking work or temporarily unemployed or sick	105	42	42	20	18	24	18	24	16	4	57	48	9	23	14	9	19	6	83	17	13	10	8	74	23	82	90	14	2	-	5	14	4	12	11	10	20	11	4	-	-	105	-	-
	4%	6%	5%	2%	7%	6%	5%	6%	4%	1%	5%	4%	6%	6%	3%	8%	5%	1%	4%	6%	2%	1%	2%	13%	2%	8%	4%	7%	1%	-	5%	5%	2%	6%	6%	4%	6%	3%	2%	-	-	44%	-	-
	cdjuvxNOR	c	c		i	i	i	i	i		q	q		q	q		q		tuvx	tuvx				Zrstuvxy		Zrtuvx								GM						ZNOQR				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 297

Please indicate which of the following best describes your current working status.

Base: All respondents

	Age									Gender		Age/gender						Ethnicity		Social Grade					Region											Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Not working and not seeking work	131	29	55	48	6	23	14	41	40	8	59	70	1	28	24	5	29	24	123	8	12	11	12	95	24	107	107	11	6	6	6	14	8	17	15	15	14	10	8	-	-	131	-	-
	5%	4%	7%	5%	2%	5%	4%	10%	11%	1%	5%	6%	1%	7%	5%	4%	7%	5%	6%	3%	2%	2%	2%	16%	2%	10%	5%	5%	6%	9%	6%	5%	4%	8%	8%	7%	4%	3%	4%	-	-	56%	-	-
	tuvxNOQR					i	i	Zdi	Zdefi					l			l		stuvx					Zrstuvxy		Zrstuvx								L	L					ZNOQR			
Student	87	84	3	-	71	13	1	2	-	-	40	46	32	2	-	39	1	-	44	39	22	36	16	13	58	29	72	10	4	1	4	25	5	9	6	2	10	5	8	-	-	-	87	-
	4%	12%	*	-	27%	3%	*	1%	-	-	3%	4%	22%	*	-	34%	*	-	2%	12%	3%	5%	3%	2%	4%	3%	4%	5%	4%	2%	4%	9%	2%	4%	3%	1%	3%	1%	4%	-	-	-	100%	-
	bcfghimnpq	Zbc			Zefghi	fghi							Zmnpq			Zmnpq				Zrtuvwxy			nwy		r						ZGIJKLM		J						ZNOPR		
	rNOPR																																											
Retired on a state pension only	136	-	-	136	-	-	-	-	*	135	47	89	-	-	47	-	-	89	136	-	6	15	20	98	21	115	112	9	10	5	8	25	11	7	8	18	9	15	12	-	-	-	-	136
	6%	-	-	15%	-	-	-	-	*	24%	4%	7%	-	-	10%	-	-	19%	7%	-	1%	2%	4%	17%	2%	11%	6%	4%	9%	7%	8%	9%	6%	3%	5%	8%	3%	5%	6%	-	-	-	-	25%
	abdefghlmopq			Zab						Zdefgh	j				Zlmop			Zlmnop	stux			s	stx	Zrstuvxy		Zrstuvx						ZHK				K						ZNOPQ
	tuxNOPQ																																											
Retired with a private pension	410	-	4	407	-	-	*	3	65	342	225	186	-	4	221	-	-	186	406	4	152	128	94	37	279	131	344	40	17	9	13	42	38	37	31	39	44	56	44	-	-	-	-	410
	17%	-	*	43%	-	-	*	1%	18%	60%	19%	15%	-	1%	48%	-	-	39%	19%	1%	24%	18%	19%	6%	21%	12%	17%	19%	15%	13%	13%	15%	19%	18%	18%	17%	14%	17%	21%	-	-	-	-	75%
	abdefglmopsvw			Zab					defg	Zdefgh	k				Zlmopq			Zlmop	swy		Zrtuvwy	swy	swy	s	Zswy	sw													K					ZNOPQ
	NOPQ																																											
House person, housewife, househusband, etc.	120	18	70	32	*	18	24	46	26	7	18	102	-	11	6	*	58	27	107	10	20	18	23	59	39	82	103	8	7	2	6	9	10	11	5	20	13	18	10	-	-	-	-	-
	5%	3%	9%	3%	*	4%	6%	11%	7%	1%	2%	8%	-	3%	1%	*	14%	6%	5%	3%	3%	3%	5%	10%	3%	8%	5%	4%	6%	3%	6%	3%	5%	5%	3%	9%	4%	6%	5%	-	-	-	-	-
	adijnuxNOPR		Zac			di	di	Zdefi	di			Zj						Zlmnoq	ux					Zrstuvx		Zrstux										ZFI								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 298

Please indicate which of the following best describes your current working status.

Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision				
	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember r (x)	From Lab to Lab (A)	From Lab to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
NET: Working	1433	856	570	142	303	110	25	70	116	63	122	223	248	13	249	158	20	331	327	88	41	35	38	41	534	191	39	20	39	117	67	24	31	7	22	619	220	375	87	207	187	462	384
	59%	58%	62%	41%	62%	62%	68%	71%	56%	65%	65%	67%	60%	60%	63%	55%	70%	48%	66%	59%	57%	73%	62%	58%	64%	64%	68%	40%	62%	39%	53%	57%	76%	48%	72%	57%	60%	56%	60%	55%	63%	57%	59%
	cqCE				c	c	c	Zch	c	c	o	Zo			q	q	q	Zq	q		q	q	q	q	q	C	C		C		E	E	Z						MOQ			
NET: Employed	1281	773	502	129	282	94	23	60	102	57	107	198	224	13	225	150	17	302	302	73	39	30	30	34	473	176	37	19	37	107	59	22	26	7	22	556	204	345	76	187	165	421	352
	53%	52%	54%	38%	58%	53%	64%	61%	49%	58%	57%	60%	54%	60%	56%	52%	60%	44%	61%	49%	55%	62%	49%	49%	56%	59%	65%	38%	58%	36%	47%	52%	64%	48%	72%	51%	56%	51%	52%	50%	56%	52%	52%
	cqCE				Zch	c	c	c	c	c		Z				q		Zqiw				q		q		ZC	C		C		E	E										
Working full time working 30 hours per week or more	1061	657	398	106	238	81	20	51	86	52	89	169	182	12	185	121	15	254	257	60	32	22	26	29	381	151	32	15	29	87	50	19	23	6	20	474	172	295	68	155	139	363	293
	44%	44%	43%	31%	49%	46%	57%	51%	42%	53%	48%	51%	44%	56%	46%	42%	53%	37%	52%	40%	45%	45%	43%	42%	45%	51%	56%	29%	47%	29%	40%	47%	56%	43%	65%	44%	47%	44%	47%	41%	47%	45%	44%
	cqCE				Zc	c	c	c	c	c		Zo						Zqix						q		ZC	C		C		E	E										
Working part-time working between 8 and 29 hours per week	221	116	104	23	44	13	3	9	15	5	18	29	41	1	40	28	2	48	45	13	7	8	4	5	92	25	5	5	8	20	9	2	3	1	2	82	31	50	7	32	26	58	59
	9%	8%	11%	7%	9%	8%	8%	9%	7%	5%	10%	9%	10%	4%	10%	10%	7%	7%	9%	9%	10%	16%	6%	7%	11%	8%	8%	9%	12%	7%	7%	6%	8%	5%	8%	8%	9%	8%	5%	9%	9%	7%	9%
			a																			q			q																	
NET: Self-employed	151	83	68	13	21	16	1	10	14	7	14	25	25	-	25	8	3	29	25	15	1	5	8	7	61	15	2	1	2	10	8	2	5	-	-	63	16	29	12	19	22	41	42

| | | |

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Retired with a private pension	410	30	3	4	62	246	164	266	144	177	199	202	171	305	81	373	35	3	8	402	218	192	109	221	36	9	292	119	117	293													
	17%	19%	3%	6%	12%	20%	14%	23%	12%	18%	17%	18%	18%	19%	13%	23%	5%	7%	1%	22%	16%	18%	18%	23%	10%	4%	15%	26%	19%	17%													
	bdhpxy	b			b	ZI		Zh						n		Zpq				Zr			xy	Zvxy	y			ZA															
House person, housewife, householdband, etc.	120	4	8	12	25	57	55	48	67	38	61	52	48	67	39	63	55	2	59	61	91	29	29	62	9	10	99	21	44	73													
	5%	3%	8%	18%	5%	5%	5%	4%	5%	4%	5%	5%	5%	4%	6%	4%	7%	7%	11%	3%	7%	3%	5%	6%	2%	4%	5%	5%	7%	4%													
	su			Zad													Zo		Za		u			x					ZD														

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 300
Do you work in any of the following occupations?
Base: All respondents who work

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	1330	384	645	301	113	271	338	309	235	66	653	672	66	312	145	46	331	156	1105	210	362	467	301	200	829	501	1121	99	70	40	51	129	124	109	101	114	191	188	114	1172	158	-	-	-
Weighted base	1433	505	635	292	166*	339	330	305	223	70*	732	696	103*	320	149	62**	315	144	1187	233	413	481	333	205	894	538	1206	114*	68*	45**	58*	141*	125*	116*	99*	123*	210	214	122*	1281	151	-**	-**	-**
NET: Public Sector	408	146	187	75	54	92	96	91	58	17	167	241	36	74	27	18	113	47	325	81	108	170	73	56	278	130	328	45	24	12	16	43	33	31	30	29	56	51	39	405	3	-	-	-
	28%	29%	29%	26%	33%	27%	29%	30%	26%	24%	23%	35%	35%	23%	18%	29%	36%	33%	27%	35%	26%	35%	22%	28%	31%	24%	27%	39%	35%	27%	27%	30%	27%	27%	27%	30%	23%	27%	24%	32%	32%	2%	-	-	-
	jnO											Zj	n				Zmn	n		vy			Zrtvy		vy			A												O				
A nationalised industry/state corporation	36	15	16	4	4	11	8	9	1	3	19	17	2	11	3	2	5	2	27	9	10	10	9	7	20	16	31	5	-	-	1	3	2	-	4	3	7	5	6	36	-	-	-	-
	2%	3%	3%	1%	2%	3%	2%	3%	1%	4%	3%	2%	2%	3%	2%	3%	2%	1%	2%	4%	2%	2%	3%	3%	2%	3%	3%	4%	-	-	1%	2%	1%	-	4%	2%	4%	2%	5%	3%	-	-	-	-
																																							H					
Central government or civil service (including	41	10	18	13	5	5	13	6	11	2	20	21	5	9	5	-	9	8	31	11	14	23	4	*	37	4	32	2	6	1	1	4	4	2	3	-	13	2	4	41	*	-	-	-
	3%	2%	3%	4%	3%	2%	4%	2%	5%	3%	3%	3%	5%	3%	4%	-	3%	5%	3%	5%	3%	5%	1%	*	4%	1%	3%	2%	9%	3%	2%	3%	3%	2%	3%	-	6%	1%	3%	3%	*	-	-	-
	y																		wy	vwy					vwy				ZA								ZJL							
Local government or council (including fire se	135	36	73	26	11	25	40	33	22	4	52	83	10	28	6	1	44	20	112	22	29	71	18	16	100	35	115	6	6	7	13	19	20	5	7	10	12	14	14	135	-	-	-	-
	9%	7%	11%	9%	7%	7%	12%	11%	10%	6%	7%	12%	9%	9%	4%	2%	14%	14%	9%	10%	7%	15%	6%	8%	11%	6%	10%	6%	9%	16%	23%	14%	16%	5%	7%	8%	6%	6%	12%	11%	-	-	-	-
	O		a									j					Zn	n				Zrtvwy			vy						ZHIJKL	HK	HKL					O				
A university, or other grant funded establishr	49	24	18	6	6	19	7	11	3	3	22	26	5	5	2	*	13	4	36	12	11	21	12	5	31	17	39	7	-	2	-	3	3	4	5	2	7	14	1	49	-	-	-	-
	3%	5%	3%	2%	3%	6%	2%	4%	1%	4%	3%	4%	5%	2%	1%	1%	4%	3%	3%	5%	3%	4%	4%	3%	4%	3%	3%	6%	-	5%	-	2%	2%	3%	5%	2%	3%	6%	1%	4%	-	-	-	-
						h																																M		O				
A health authority or NHS Trust	106	42	45	19	16	26	24	21	15	4	31	75	8	11	9	8	35	9	86	19	38	38	19	11	76	30	77	17	11	*	1	10	5	19	9	5	4	15	10	103	3	-	-	-
	7%	8%	7%	6%	10%	8%	7%	7%	7%	5%	4%	11%	7%	3%	6%	14%	11%	7%	7%	8%	9%	8%	6%	5%	8%	6%	6%	15%	17%	1%	1%	7%	4%	16%	10%	4%	2%	7%	8%	8%	2%	-	-	-
	jnrKO											Zj					m											ZA	ZA				K		ZEGJKL	K				K	K	O				
The armed forces	2	2	1	-	-	2	-	1	-	-	2	-	-	1	-	-	-	-	1	2	-	1	-	2	1	2	2	-	-	-	-	2	-	-	-	-	1	-	-	2	-	-	-	-
	*	*	*	-	-	1%	-	*	-	-	*	-	-	*	-	-	-	-	*	1%	-	*	-	1%	*	*	*	-	-	-	-	1%	-	-	-	-	*	-	-	*	-	-	-	-
																								r																				
Other public sector occupation (Please spec	40	17	16	7	13	4	4	12	5	2	21	19	7	9	3	6	7	4	34	6	7	7	11	15	14	26	31	7	1	1	-	2	*	1	1	8	12	2	4	40	-	-	-	-
	3%	3%	2%	2%	8%	1%	1%	4%	2%	2%	3%	3%	7%	3%	2%	10%	2%	3%	3%	3%	2%	2%	3%	7%	2%	5%	3%	6%	1%	2%	-	2%	*	1%	1%	7%	6%	1%	3%	3%	-	-	-	-
					Zaf																			Zrtux		tux										ZGL	ZGL							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 300
Do you work in any of the following occupations?
Base: All respondents who work

	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	1433	505	635	292	166*	339	330	305	223	70*	732	696	103*	320	149	62**	315	144	1187	233	413	481	333	205	894	538	1206	114*	68*	45**	58*	141*	125*	116*	99*	123*	210	214	122*	1281	151	-**	-**	-**
NET: Private Sector	1024	359	448	218	112	247	234	214	165	53	564	455	67	245	121	44	202	96	883	153	305	311	260	149	616	408	878	69	44	33	42	98	92	85	69	94	153	162	83	876	148	-	-	-
	72%	71%	71%	74%	67%	73%	71%	70%	74%	76%	77%	65%	65%	77%	82%	71%	64%	67%	74%	65%	74%	65%	78%	72%	69%	76%	73%	61%	65%	73%	73%	70%	73%	73%	70%	77%	73%	76%	68%	68%	98%	-	-	-
	kpu										Zk			p	Zlpq				u		u		sux			sux	B													ZN			
A charity, voluntary organisation or trust	64	15	31	18	3	12	15	15	13	5	21	43	3	7	8	-	23	11	57	7	13	33	8	10	46	18	47	8	6	3	1	3	3	7	5	4	13	10	2	62	2	-	-	-
	4%	3%	5%	6%	2%	3%	5%	5%	6%	7%	3%	6%	3%	2%	5%	-	7%	8%	5%	3%	3%	7%	2%	5%	5%	3%	4%	7%	9%	6%	2%	2%	2%	6%	5%	3%	6%	5%	2%	5%	1%	-	-	-
												j					m							r																				
Self-employed (Private sector)	169	38	76	55	10	28	35	40	38	17	102	67	2	45	37	8	30	18	147	22	42	49	55	24	91	78	151	6	7	5	8	17	12	6	16	20	23	27	21	37	132	-	-	-
	12%	8%	12%	19%	6%	8%	11%	13%	17%	25%	14%	10%	2%	14%	25%	13%	10%	13%	12%	9%	10%	10%	16%	12%	10%	15%	13%	5%	11%	10%	13%	12%	10%	5%	17%	16%	11%	13%	17%	3%	88%	-	-	-
	alN			Zab						Zda	Zdafg	k		l	Zlmpq			l						stux		x									H	H			H		ZN			
None of the above/ I work in the Private sec	791	306	342	144	98	207	184	158	113	30	442	345	62	193	76	36	148	68	659	124	251	229	197	115	479	312	680	55	31	26	33	77	77	72	48	71	118	125	59	778	13	-	-	-
	55%	60%	54%	49%	59%	61%	56%	52%	51%	44%	60%	50%	60%	60%	51%	58%	47%	47%	56%	53%	61%	48%	59%	56%	54%	58%	56%	48%	45%	57%	56%	55%	61%	62%	49%	58%	56%	58%	49%	61%	9%	-	-	-
	kpuO	c				N					k			ps					u		u		u			u														ZO			

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 301
Do you work in any of the following occupations?
Base: All respondents who work

	Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	1330	968	359	112	389	119	32	79	143	72	146	233	298	13	305	165	25	300	370	98	45	36	38	46	397	245	49	29	53	93	80	24	38	9	22	703	244	414	97	243	214	511	457
Weighted base	1433	856	570	142*	303	110*	22**	70*	116	63*	122	223	248	13**	249	158	20**	331	327	88*	41**	39*	39*	41*	534	191	39*	20**	39*	117*	67*	24*	31*	7**	22*	619	220	375	87*	267	187	462	394
NET: Public Sector	408	245	163	29	100	25	10	23	28	15	31	59	75	6	71	41	4	83	99	26	20	12	13	8	148	60	17	5	13	21	13	8	7	4	6	168	74	105	27	63	49	133	112
	28%	29%	29%	20%	33%	23%	40%	33%	25%	24%	25%	26%	30%	45%	29%	26%	19%	25%	30%	29%	49%	33%	34%	19%	28%	32%	43%	22%	34%	18%	20%	32%	24%	59%	27%	27%	33%	28%	31%	30%	26%	29%	28%
	E			ce							c	c	c		c	c																												
A nationalised industry/state corporation	36	25	10	-	12	4	1	3	4	2	7	4	7	2	9	6	-	12	6	-	3	1	1	-	13	4	5	1	1	-	3	2	-	*	1	17	9	10	7	4	5	16	9
	2%	3%	2%	-	4%	3%	3%	4%	4%	4%	6%	2%	3%	19%	3%	4%	-	4%	2%	-	8%	3%	2%	-	2%	2%	12%	3%	2%	-	5%	10%	-	7%	5%	3%	4%	3%	8%	2%	3%	4%	2%
				c				c	c	c	Zk																ZA				E								ZMOR				
Central government or civil service (including	41	29	13	3	14	3	1	2	2	1	5	7	12	-	9	5	2	8	12	5	1	-	1	-	15	9	*	1	3	3	1	-	1	-	1	20	9	9	5	11	3	14	14
	3%	3%	2%	2%	5%	2%	2%	3%	1%	2%	4%	3%	5%	-	4%	3%	8%	2%	4%	6%	1%	-	3%	-	3%	5%	1%	5%	9%	2%	1%	-	5%	-	6%	3%	4%	3%	5%	5%	2%	3%	4%
																													Z										P			
Local government or council (including fire se	135	86	49	4	37	10	3	8	13	6	11	19	26	3	20	14	2	31	37	8	5	6	7	5	36	23	7	1	7	3	4	4	3	2	2	64	21	36	8	22	20	44	42
	9%	10%	9%	3%	12%	9%	11%	12%	11%	10%	9%	8%	10%	24%	8%	9%	9%	9%	11%	9%	12%	17%	19%	12%	7%	12%	17%	6%	18%	3%	6%	16%	11%	27%	7%	10%	10%	10%	9%	11%	11%	10%	11%
	c			c	c	c			c	c									x			x	x																				
A university, or other grant funded establishr	49	31	17	4	15	2	2	2	2	3	4	7	11	-	12	3	-	6	14	6	3	1	1	1	17	6	3	1	2	2	-	-	1	1	*	21	9	14	2	10	4	16	15
	3%	4%	3%	3%	5%	2%	10%	3%	2%	4%	3%	3%	5%	-	5%	2%	-	2%	4%	7%	7%	2%	3%	4%	3%	3%	7%	6%	5%	2%	-	-	4%	13%	2%	3%	4%	4%	3%	5%	2%	4%	4%
																				q																							
A health authority or NHS Trust	106	54	52	13	19	4	3	5	7	1	3	14	16	*	14	11	*	17	25	5	7	3	3	*	45	17	1	*	*	9	4	1	1	1	2	37	16	30	-	9	15	30	24
	7%	6%	9%	9%	6%	3%	12%	7%	6%	1%	3%	6%	6%	2%	6%	7%	2%	5%	8%	6%	18%	9%	7%	1%	8%	9%	2%	2%	1%	8%	6%	5%	2%	11%	7%	6%	7%	8%	-	4%	8%	6%	6%
	N																																							N		N	N
The armed forces	2	1	2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-
	*	*	*	1%	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	*	-	*	-	-	-	*	-
Other public sector occupation (Please spec	40	19	21	5	3	2	1	3	1	2	1	9	3	-	7	2	-	8	6	2	1	1	-	1	21	1	1	-	-	2	1	-	1	-	-	6	5	6	2	11	8		
	3%	2%	4%	3%	1%	2%	3%	5%	1%	3%	1%	4%	1%	-	3%	1%	-	2%	2%	2%	2%	2%	-	3%	4%	1%	4%	-	-	2%	1%	-	2%	-	-	1%	5%	2%	6%	3%	1%	2%	2%	
								d																												K		MPR					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
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Election Diaries Survey - Turnout/Vote 2024 weights

Absolutes/col percents

Table 301

Do you work in any of the following occupations?

Base: All respondents who work

		Voting behaviour		2024 General Election Vote							Considered voting						2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservatives (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Lab to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	1433	856	570	142*	303	110*	25**	70*	116	63*	122	223	248	13**	24	158	20**	331	327	88*	41**	35*	38*	41*	534	191	39*	20**	39*	117*	67*	24**	31*	7**	22**	619	220	375	87*	207	187	482	394
NET: Private Sector	1024	611	407	113	203	85	15	47	87	48	91	164	173	7	17	117	16	247	227	62	21	23	25	33	386	130	22	16	26	96	54	16	23	3	16	452	146	269	60	144	138	329	262
	72%	71%	71%	80%	67%	77%	60%	67%	75%	76%	75%	74%	70%	55%	71%	74%	81%	75%	70%	71%	51%	67%	68%	81%	72%	68%	57%	78%	66%	82%	80%	68%	76%	41%	73%	73%	67%	72%	69%	70%	74%	71%	72%
				d		d																								Z											
A charity, voluntary organisation or trust	64	40	24	7	13	5	4	2	4	5	3	13	12	-	10	5	2	12	18	2	4	1	2	5	19	9	-	2	3	6	2	2	2	-	1	29	11	18	4	11	7	22	18
	4%	5%	4%	5%	4%	5%	15%	3%	3%	7%	2%	6%	5%	-	4%	3%	11%	4%	6%	2%	11%	3%	4%	13%	4%	5%	-	9%	8%	5%	3%	7%	5%	-	6%	5%	5%	5%	4%	5%	4%	5%	5%
																								Zqax																		
Self-employed (Private sector)	169	101	68	16	27	16	1	11	17	8	17	26	28	-	28	15	3	36	28	15	3	9	8	7	63	18	3	3	2	14	9	2	4	-	1	75	22	38	13	20	29	52	49
	12%	12%	12%	12%	9%	15%	6%	16%	15%	12%	14%	12%	11%	-	11%	9%	13%	11%	9%	18%	7%	25%	22%	18%	12%	10%	8%	17%	6%	12%	13%	9%	12%	-	3%	12%	10%	10%	15%	10%	15%	11%	13%
																				r		Zqrx	r																			
None of the above/ I work in the Private sec	791	470	315	89	162	64	10	34	66	36	72	126	133	7	141	97	12	200	181	45	13	14	15	20	303	103	19	11	21	77	43	12	18	3	14	348	113	213	43	113	102	296	214
	55%	55%	55%	63%	54%	58%	39%	48%	57%	56%	59%	56%	53%	55%	56%	62%	58%	60%	56%	51%	33%	39%	40%	50%	57%	54%	49%	52%	53%	66%	64%	52%	59%	41%	64%	56%	51%	57%	49%	55%	54%	55%	54%
																		qw																								

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 302

Do you work in any of the following occupations?

Base: All respondents who work

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£48,000 to £52,000 (x)	£52,000 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	1330	60	53	24	195	721	598	639	668	598	575	628	512	880	326	786	518	26	423	900	627	703	235	575	246	177	1109	221	247	1062
Weighted base	1433	97*	76*	36**	319	706	710	636	768	604	645	658	558	967	325	981	435	16**	452	970	688	745	218	574	305	216	1199	233	229	1183
NET: Public Sector	428	33	11	6	109	200	206	160	238	175	177	185	154	267	101	278	127	3	128	275	176	232	55	176	77	58	351	57	75	327
	28%	34%	14%	16%	34%	28%	29%	25%	31%	29%	27%	28%	28%	28%	31%	28%	29%	16%	28%	28%	26%	31%	25%	31%	25%	27%	29%	24%	33%	28%
		b			b				g																					
A nationalised industry/state corporation	36	1	-	1	7	17	19	10	24	15	19	15	18	19	12	13	22	-	14	22	19	17	4	16	7	5	30	6	1	33
	2%	2%	-	4%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	4%	1%	5%	-	3%	2%	3%	2%	2%	3%	2%	2%	2%	3%	*	3%
																	Zo													
Central government or civil servics (including	41	-	4	-	9	26	15	21	20	24	15	20	18	24	14	30	11	-	8	33	13	28	3	19	1	9	35	6	8	31
	3%	-	5%	-	3%	4%	2%	3%	3%	4%	2%	3%	3%	2%	4%	3%	2%	-	2%	3%	2%	4%	2%	3%	*	4%	3%	3%	3%	3%
	x																							x		x				
Local government or council (including fire se	135	9	1	2	33	66	68	59	70	59	55	61	53	92	28	94	40	*	62	68	62	72	17	68	26	14	112	22	28	105
	9%	9%	1%	5%	10%	9%	10%	9%	9%	10%	9%	9%	10%	9%	8%	10%	9%	2%	14%	7%	9%	10%	8%	12%	9%	7%	9%	10%	12%	9%
																			Za											
A university, or other grant funded establishi	49	6	2	1	9	32	15	21	25	23	19	27	15	23	19	30	17	1	13	34	10	39	7	25	13	1	46	3	11	37
	3%	6%	3%	3%	3%	5%	2%	3%	3%	4%	3%	4%	3%	2%	6%	3%	4%	8%	3%	4%	1%	5%	3%	4%	4%	*	4%	1%	5%	3%
	t					f									m							t		y	y					
A health authority or NHS Trust	108	13	3	-	36	45	60	34	71	39	49	46	35	77	24	81	23	1	21	85	44	62	12	36	28	21	91	15	22	84
	7%	13%	4%	-	11%	6%	9%	5%	9%	7%	8%	7%	6%	8%	7%	8%	5%	6%	5%	9%	6%	8%	5%	6%	9%	10%	8%	6%	9%	7%
									g											r										
The armed forces	2	2	-	-	-	1	2	1	2	-	2	-	1	2	-	1	2	-	-	2	-	2	-	2	-	-	2	-	-	2
	*	2%	-	-	-	*	*	*	*	-	*	-	*	*	-	*	*	-	-	*	-	*	-	*	-	-	*	-	-	*
		Z																												
Other public sector occupation (Please spec	40	3	1	2	15	13	27	14	25	14	18	17	14	29	5	29	11	-	9	31	28	12	12	10	2	7	35	5	5	35
	3%	3%	1%	4%	5%	2%	4%	2%	3%	2%	3%	3%	3%	3%	1%	3%	3%	-	2%	3%	4%	2%	6%	2%	1%	3%	3%	2%	2%	3%
																					u		wx							

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 302

Do you work in any of the following occupations?

Base: All respondents who work

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,000 (v)	£21,001 to £41,000 (w)	£48,000 to £52,000 (x)	£52,000 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	1433	97*	76*	36**	319	706	710	636	768	604	645	658	558	967	325	981	435	16**	452	970	688	745	218	574	305	216	1199	233	229	1183
NET: Private Sector	1024	64	65	30	209	505	504	476	530	429	468	473	403	699	224	703	308	14	324	695	512	512	163	397	228	158	848	177	154	856
	72%	66%	88%	84%	66%	72%	71%	75%	69%	71%	73%	72%	72%	72%	69%	72%	71%	84%	72%	72%	74%	69%	75%	69%	75%	73%	71%	76%	67%	72%
			Zad					h																						
A charity, voluntary organisation or trust	64	6	3	-	12	41	24	36	27	25	31	32	22	48	12	43	20	1	15	49	30	34	7	31	14	8	44	20	19	44
	4%	6%	4%	-	4%	6%	3%	6%	4%	4%	5%	5%	4%	5%	4%	4%	5%	5%	3%	5%	4%	5%	3%	5%	4%	4%	4%	9%	8%	4%
																												ZA	ZD	
Self-employed (Private sector)	169	10	8	9	29	84	82	90	78	67	79	82	67	119	33	124	41	4	45	124	87	82	48	66	18	22	134	35	30	137
	12%	11%	10%	24%	9%	12%	12%	14%	10%	11%	12%	12%	12%	12%	10%	13%	9%	25%	10%	13%	13%	11%	22%	11%	6%	10%	11%	15%	13%	12%
	x																						Zwxy	x						
None of the above/ I work in the Private sec	791	48	54	22	169	380	398	351	425	338	358	359	315	532	179	536	247	9	264	522	395	396	108	300	196	127	670	121	105	675
	55%	49%	71%	60%	53%	54%	56%	55%	55%	56%	55%	54%	56%	55%	55%	55%	57%	54%	58%	54%	57%	53%	49%	52%	64%	59%	56%	52%	46%	57%
	C		Zad																						Zvw					C

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 303

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

		Age								Gender		Age/gender						Ethnicity		Social Grade					Region									Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	190	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
No children aged 18 or under	1847	514	442	891	210	304	167	275	333	558	893	947	107	223	430	102	218	462	1627	200	489	550	350	458	1038	809	1545	165	90	48	74	203	155	150	139	176	255	238	154	851	118	203	80	534
	76%	76%	55%	95%	80%	73%	43%	65%	90%	99%	76%	77%	74%	58%	93%	89%	52%	97%	78%	64%	77%	79%	69%	79%	78%	75%	76%	80%	79%	71%	75%	76%	77%	72%	80%	78%	80%	72%	74%	66%	78%	80%	91%	98%
	bfgmpavN	b		Zab	fg	fg		f	Zdefg	Zdefgh			mp		Zlmp	Zlmp		Zlmnop	sv		sv	sv		sv	sv	s														N		ZN	ZNO	ZNOPQ
NET: Yes	559	155	362	42	45	110	216	146	36	5	272	285	31	158	30	13	203	11	446	111	148	149	147	115	297	262	475	40	24	20	23	65	46	56	35	49	64	87	49	419	33	31	7	10
	23%	23%	46%	4%	17%	26%	56%	35%	10%	1%	23%	23%	21%	41%	7%	11%	48%	2%	21%	36%	23%	21%	29%	20%	22%	24%	23%	19%	21%	29%	23%	24%	23%	27%	20%	22%	20%	26%	24%	33%	22%	13%	8%	2%
	chlmnqPQR	c	Zac		hi	dhi	Zdeghi	Zdehi	i				nq	Zlmoq	q	q	Zlmq			Zrtuwxy			Zrtuwx																	ZOPQR	PQR	R	R	
NET: Any 5-18	443	73	328	42	16	58	187	141	36	5	201	241	16	137	30	-	190	11	365	77	109	116	121	97	225	218	375	34	16	18	20	48	35	29	31	47	51	75	39	321	29	25	2	10
	18%	11%	41%	4%	6%	14%	48%	33%	10%	1%	17%	20%	11%	36%	7%	-	45%	2%	17%	25%	17%	17%	24%	17%	17%	20%	18%	17%	14%	26%	20%	18%	17%	14%	18%	21%	16%	23%	19%	25%	19%	10%	3%	2%
	acdhinoPQR	c	Zac		i	di	Zdeghi	Zdehi	i				oq	Zlmoq	oq		Zlmnoq			Zrtuwx			Zrtuwx																H		ZPQR	PQR	QR		
NET: Any 11-18	301	30	233	39	11	18	114	119	34	5	143	158	11	97	28	-	136	11	258	41	63	90	83	65	153	148	259	21	8	14	17	34	25	17	25	34	32	46	29	218	22	16	2	9
	12%	4%	29%	4%	4%	4%	30%	28%	9%	1%	12%	13%	8%	25%	6%	-	32%	2%	12%	13%	10%	13%	16%	11%	11%	14%	13%	10%	7%	20%	17%	13%	12%	8%	14%	15%	10%	14%	14%	17%	15%	7%	3%	2%
	acdeinoPQR		Zac		i	i	Zdehi	Zdehi	ei				oq	Zlmoq	oq		Zlmq						Zrtwx			t				C										ZPQR	PQR	R		
Yes - children aged under 5 years old	173	102	70	-	30	72	64	6	-	-	89	83	16	34	-	13	36	-	126	47	52	43	48	30	94	78	150	8	10	4	3	23	13	35	7	7	19	26	16	135	8	6	5	-
	7%	15%	9%	-	12%	17%	17%	1%	-	-	8%	7%	11%	9%	-	11%	9%	-	6%	15%	8%	6%	9%	5%	7%	7%	7%	4%	9%	6%	3%	9%	7%	17%	4%	3%	6%	8%	8%	11%	5%	3%	6%	-

| | | |

| | | |

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrats (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Labour voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
West	90	56	34	14	15	10	-	8	6	2	6	21	19	-	16	13	*	20	14	11	-	4	1	-	41	5	1	4	3	10	4	1	2	-	1	40	15	15	8	21	12	23	33
	4%	4%	4%	4%	3%	6%	-	8%	3%	2%	3%	6%	5%	-	4%	5%	1%	3%	3%	7%	-	8%	1%	-	5%	2%	2%	8%	5%	3%	3%	3%	5%	-	3%	4%	4%	2%	6%	5%	4%	3%	5%
								Zdhi				Z								Zqrtw		tw						A															MQ
Westcountry	124	80	44	26	19	19	-	3	9	1	11	19	19	-	23	17	-	53	19	16	-	2	3	1	31	11	2	2	3	22	7	3	1	*	3	59	20	28	11	26	15	38	41
	5%	5%	5%	8%	4%	11%	-	3%	4%	1%	6%	6%	5%	-	6%	6%	-	8%	4%	11%	-	3%	4%	1%	4%	4%	4%	3%	5%	7%	5%	8%	2%	3%	11%	5%	5%	4%	7%	7%	5%	5%	6%
				di		Zdfghi												Zrtx		Zrtwx																						
Yorkshire	230	125	104	28	47	7	-	15	22	6	16	28	37	-	34	24	-	57	57	7	-	12	11	1	85	29	5	6	5	25	11	2	7	-	1	93	29	53	15	29	29	67	58
	10%	8%	11%	8%	10%	4%	-	15%	11%	6%	9%	9%	9%	-	9%	9%	-	8%	12%	5%	-	24%	18%	1%	10%	10%	9%	13%	8%	8%	9%	5%	17%	-	4%	8%	8%	8%	10%	8%	10%	8%	9%
		eftw				ef		cafi	ef									tw	stw			Zqrstwx	Zqstw		tw																	
UTV	67	47	21	-	*	-	-	-	-	45	3	-	-	-	8	7	12	-	-	-	-	43	23			-	-	*	-	-	-	-	-	-	-	40	7	28	2	9	8	29	18
	3%	3%	2%	-	*	-	-	-	-	46%	2%	-	-	-	2%	3%	41%	-	-	-	-	3%	-	61%	3%		-	-	1%	-	-	-	-	-	-	-	4%	2%	4%	1%	2%	3%	4%	3%
	cdehiklopsAEP									Zcdefgh						kl						qrs		Zqrstuvx	qr																	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 308
Which of the following ITV regions do you live in?
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	46	335	1340	1059	1251	1141	1035	1115	1124	950	1539	845	1442	521	59	594	1656	1343	1079	668	1018	320	211	1662	460	606	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Anglia	236	22	16	1	57	121	111	105	131	101	114	114	93	155	53	161	70	5	67	168	147	89	60	87	42	27	176	60	53	183
	10%	14%	16%	2%	11%	10%	10%	9%	11%	10%	10%	10%	10%	10%	9%	10%	9%	13%	12%	9%	11%	8%	10%	9%	11%	11%	9%	13%	9%	10%
		c	c																									A		
Border	33	-	1	2	5	20	13	14	19	10	22	14	16	19	10	22	11	-	3	29	21	12	14	14	1	-	26	7	10	22
	1%	-	1%	3%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	-	1%	2%	2%	1%	2%	1%	*	-	1%	1%	2%	1%
																							xy							
Central	318	28	15	8	57	169	147	157	155	128	142	132	130	197	88	217	98	3	81	235	193	125	88	127	45	23	259	59	86	224
	13%	17%	15%	11%	11%	14%	13%	14%	12%	13%	12%	12%	14%	13%	14%	13%	13%	9%	14%	13%	14%	12%	15%	13%	12%	9%	13%	13%	14%	13%
Granada	236	24	7	11	50	105	125	96	136	97	107	115	78	166	55	170	63	3	58	178	144	92	68	99	31	13	197	39	51	184
	10%	14%	7%	17%	10%	8%	11%	8%	11%	10%	9%	10%	8%	11%	9%	10%	8%	8%	10%	10%	11%	9%	11%	10%	8%	5%	10%	9%	8%	10%
																							y							
London	447	25	30	16	72	259	185	244	192	181	211	190	189	289	102	260	179	8	88	358	225	222	95	169	63	65	416	32	94	344
	18%	15%	29%	24%	14%	21%	16%	21%	15%	19%	18%	17%	20%	18%	17%	16%	24%	21%	16%	19%	17%	21%	16%	17%	17%	26%	21%	7%	15%	19%
		B	Ziad			f		h									Zo					t				Zvwx	B			C
Meridian	245	12	17	7	47	123	119	108	132	105	105	111	92	160	61	176	64	5	54	188	142	103	53	98	40	30	199	46	53	187
	10%	7%	17%	10%	9%	10%	10%	9%	11%	11%	9%	10%	10%	10%	10%	11%	9%	15%	10%	10%	11%	10%	9%	10%	11%	12%	10%	10%	9%	11%
STV	186	13	7	2	38	86	98	85	100	62	98	83	79	119	53	109	74	3	38	147	97	90	57	63	30	20	154	33	53	128
	8%	8%	7%	2%	7%	7%	8%	7%	8%	6%	9%	8%	8%	8%	9%	7%	10%	9%	7%	8%	7%	8%	9%	7%	8%	8%	8%	7%	9%	7%
																	o													
Tyne Tees	101	2	1	3	31	55	46	45	56	39	54	46	44	62	30	69	31	*	23	78	44	57	25	49	7	12	78	23	33	68
	4%	1%	1%	5%	6%	4%	4%	4%	4%	4%	5%	4%	5%	4%	5%	4%	4%	1%	4%	4%	3%	5%	4%	5%	2%	5%	4%	5%	5%	4%
																						t		x						
Wales	109	11	1	1	20	51	56	45	63	44	54	53	40	81	20	84	20	4	24	84	59	50	23	55	15	8	68	41	29	79
	4%	7%	1%	2%	4%	4%	5%	4%	5%	5%	5%	5%	4%	5%	3%	5%	3%	11%	4%	5%	4%	5%	4%	6%	4%	3%	3%	9%	5%	4%
																p		Zq									ZA			
West	90	6	1	4	23	44	44	38	49	31	47	39	28	48	36	53	36	2	22	65	50	40	19	38	13	15	73	17	20	70
	4%	3%	1%	5%	4%	4%	4%	3%	4%	3%	4%	4%	3%	3%	6%	3%	5%	5%	4%	4%	4%	4%	3%	4%	3%	6%	4%	4%	3%	4%
															Zm															
Westcountry	124	6	3	5	28	73	51	77	46	47	70	58	55	82	33	95	28	1	30	89	73	51	22	53	26	8	81	43	35	88
	5%	4%	3%	8%	6%	6%	4%	7%	4%	5%	6%	5%	6%	5%	5%	6%	4%	2%	5%	5%	5%	5%	4%	6%	7%	3%	4%	9%	6%	5%
								h																	v			ZA		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 308
Which of the following ITV regions do you live in?
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Yorkshire	230	12	3	3	73	102	127	92	136	97	97	100	97	150	57	170	57	3	50	180	133	97	61	91	47	17	187	43	78	152
	10%	7%	3%	4%	14%	8%	11%	8%	11%	10%	8%	9%	10%	10%	9%	10%	8%	7%	9%	10%	10%	9%	10%	9%	13%	7%	10%	9%	12%	9%
					Zb				g																y				D	
UTV	67	4	-	4	11	27	40	37	26	33	27	41	22	47	11	56	11	-	20	48	25	43	17	25	11	9	57	11	21	45
	3%	2%	-	7%	2%	2%	3%	3%	2%	3%	2%	4%	2%	3%	2%	3%	2%	-	3%	3%	2%	4%	3%	3%	3%	4%	3%	2%	3%	3%
				b												p					t									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 309
Marital Status
Base: All respondents

	Age								Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-44 Men (m)	55+ Men (n)	18-34 Women (o)	35-44 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	304	351	418	457	410	582	1151	1262	194	403	486	98	469	556	2095	299	616	794	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	289	201	208	174	225	320	329	208	1281	151	236	87*	546
Single	886	416	314	155	200	216	155	159	93	62	466	413	106	169	90	92	144	65	700	170	244	288	129	225	532	353	738	84	39	25	28	101	70	71	80	80	155	101	51	533	62	140	77	62
	37%	61%	39%	17%	76%	52%	40%	38%	25%	11%	40%	33%	73%	44%	19%	81%	34%	14%	34%	54%	38%	41%	25%	39%	40%	33%	36%	41%	35%	37%	29%	35%	34%	46%	36%	48%	31%	25%	42%	41%	59%	88%	11%
		chinqvyMR	Zbc	c		Zdfghi	Zfghi	hi	hi	i		k	Zmnpq	Znpq	q	Zmnpq	nq		v	Zmuvwxy	vy	rvy		rvy	rvy	v					M	M		ZEGHIJLM	M	ZEFGHIJLM			ZR	R	ZNOR	ZNOPR	
NET: Married/ Civil partnership/ co habiting	1201	251	437	514	55	195	220	216	186	327	592	607	36	191	283	19	245	230	1065	131	314	304	335	247	618	582	1017	86	60	37	54	132	103	114	71	113	123	185	122	639	69	61	9	322
	50%	37%	54%	55%	21%	47%	57%	51%	50%	58%	50%	49%	24%	50%	62%	17%	58%	48%	51%	42%	49%	43%	68%	43%	46%	54%	50%	42%	52%	55%	54%	49%	51%	55%	41%	50%	38%	56%	59%	50%	46%	26%	10%	59%
		adlsuwBKPQ		a	Za		d	Zda	d	d	Zdwh			lo	Zlmoq		Zlmoq	lo	suwx		w		Zrstuwxy			suwx					K	K	K	IK		K		IK	ZIK	PQ	PQ	Q		ZNOPQ
Married	886	134	294	438	38	96	147	147	143	295	449	415	25	131	240	13	163	198	755	110	236	215	243	172	451	415	735	52	48	33	39	100	73	85	48	90	86	129	85	431	41	40	4	285
	36%	20%	36%	47%	14%	23%	38%	35%	39%	52%	38%	34%	17%	34%	52%	11%	39%	42%	36%	35%	37%	31%	48%	30%	34%	38%	36%	25%	40%	49%	39%	37%	37%	41%	27%	40%	27%	39%	41%	34%	27%	17%	4%	52%
		adelduwBIKP		a	Zab		d	de	de	de	Zdefgh	k		lo	Zlmoq		lo	Zlmo	uw		uw		Zrstuwxy			uw				B		B	B		K	K	IK		IK	IK	PQ	PQ	Q		ZNOPQ
		Q																																										
Civil Partnership	23	11	7	5	6	5	3	4	4	1	16	7	3	6	3	3	1	2	22	1	3	4	10	5	8	15	22	1	-	-	1	9	1	4	2	1	2	3	-	9	7	*	5	1
	1%	2%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	2%	1%	2%	*	*	1%	*	1%	1%	2%	1%	1%	1%	1%	*	-	-	1%	3%	*	2%	1%	*	1%	1%	-	1%	4%	*	6%	*
					i																		x									ZIKM								ZNPR		ZNPR	
Co Habiting	312	106	135	71	12	94	70	66	40	31	127	185	8	54	40	4	81	31	288	20	75	84	82	70	159	152	260	34	14	4	15	23	29	25	21	22	35	53	38	200	21	21	*	37
	13%	16%	17%	8%	5%	22%	18%	16%	11%	5%	11%	15%	5%	14%	9%	3%	19%	6%	14%	6%	12%	12%	16%	12%	12%	14%	13%	16%	12%	6%	15%	8%	14%	12%	12%	10%	11%	16%	18%	16%	14%	9%	*	7%
	cdinoqsQR	c	Zc			Zdghi	Zdhi	di	di			j		lnoq			Znoq		s		s	s	sx	s	s	s					F	FJK							PQR	QR	Q		Q

| | | |

Table 312
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Unweighted base	2422	555	875	992	204	351	418	457	410	582	1151	1262	104	403	486	98	469	556	2095	299	616	764	483	619	1320	1102
Weighted base	2422	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085
Glasgow	86	20	37	29	7	13	20	16	14	15	47	39	4	17	18	3	19	12	79	7	19	30	16	22	48	38
	4%	3%	5%	3%	3%	3%	5%	4%	4%	3%	4%	3%	3%	4%	4%	3%	5%	2%	4%	2%	3%	4%	3%	4%	4%	3%
	AFGHIJKLM																									
Edinburgh	104	37	28	39	17	19	12	16	13	26	48	55	7	18	16	11	10	24	90	13	16	40	15	33	56	47
	4%	5%	3%	4%	7%	5%	3%	4%	4%	5%	4%	4%	5%	5%	3%	9%	2%	5%	4%	4%	3%	6%	3%	6%	4%	4%
	ACFGHIJKLM															np						tv		t		
Newcastle	114	29	41	44	5	24	14	27	15	29	50	64	4	20	19	1	21	25	107	6	26	37	19	32	63	51
	5%	4%	5%	5%	2%	6%	4%	6%	4%	5%	4%	5%	3%	5%	4%	1%	5%	5%	5%	2%	4%	5%	4%	5%	5%	5%
	aBCDHIJKLM							d											a			s		s		
Leeds	89	17	35	37	7	10	19	16	12	25	39	50	1	19	15	6	16	22	77	12	19	31	18	20	50	38
	4%	3%	4%	4%	3%	2%	5%	4%	3%	4%	3%	4%	1%	5%	3%	5%	4%	5%	4%	4%	3%	4%	4%	4%	4%	4%
	BFHIJKLM																									
Hull	43	15	12	16	5	10	6	7	9	7	13	29	-	5	6	5	7	10	42	1	9	14	8	13	23	21
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	-	1%	1%	5%	2%	2%	2%	*	1%	2%	2%	2%	2%	2%
	KL											j														
Sheffield	82	18	30	34	2	16	15	15	17	16	37	45	-	12	18	2	18	15	78	4	16	27	13	25	44	38
	3%	3%	4%	4%	1%	4%	4%	4%	5%	3%	3%	4%	-	3%	4%	2%	4%	3%	4%	1%	3%	4%	3%	4%	3%	4%
	BFHIJKLM								d															s		
Manchester	184	60	67	57	29	31	31	36	18	39	104	79	17	40	31	12	27	26	145	35	41	45	43	55	87	97
	8%	9%	8%	6%	11%	7%	8%	8%	5%	7%	9%	6%	12%	10%	7%	10%	6%	6%	7%	11%	6%	7%	8%	9%	6%	9%
	BCDEGIJKLM				h								q	q						rlux				x		x
Liverpool	88	18	31	39	6	11	14	17	16	24	48	39	2	19	21	4	12	19	79	8	29	21	20	18	50	38
	4%	3%	4%	4%	2%	3%	4%	4%	4%	4%	4%	3%	1%	5%	5%	4%	3%	4%	4%	2%	4%	3%	4%	3%	4%	3%
	BGHIJKLM																									
Nottingham	112	32	39	42	12	19	12	28	13	29	57	55	6	19	25	7	20	16	100	12	28	35	25	25	63	50
	5%	5%	5%	4%	5%	5%	3%	7%	3%	5%	5%	4%	4%	5%	5%	6%	5%	3%	5%	4%	4%	5%	5%	4%	5%	5%
	BCFGHIKLM							f																		
Birmingham	193	65	73	54	22	43	39	34	19	36	99	93	14	29	33	8	44	22	154	36	62	46	44	41	108	85
	8%	10%	9%	6%	8%	10%	10%	8%	5%	6%	8%	8%	10%	8%	7%	7%	10%	5%	7%	12%	10%	7%	9%	7%	8%	8%
	aBCDEFGIJK	c	c			h	h										q			ruw						
	LM																									

	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Glasgow	2	85	-	-	*	1	-	-	-	-	-	-	-	47	4	11	4	18
	*	41%	-	-	*	*	-	-	-	-	-	-	-	4%	2%	5%	5%	3%
		ZACD																
Edinburgh	3	101	-	-	-	3	-	-	-	-	-	-	-	53	3	14	6	23
	*	49%	-	-	-	1%	-	-	-	-	-	-	-	4%	2%	6%	7%	4%
		ZACD																
Newcastle	114	-	-	-	96	15	2	-	-	-	-	-	-	57	6	13	4	28
	6%	-	-	-	97%	6%	1%	-	-	-	-	-	-	4%	4%	6%	5%	5%
	BC				ZFGHJKLM	GHIJKLM												
Leeds	89	-	-	-	*	2	86	-	-	-	-	-	-	49	5	7	1	22
	4%	-	-	-	1%	1%	43%	-	-	-	-	-	-	4%	3%	3%	1%	4%
	BC						ZEFHIJKLM											
Hull	43	-	-	-	-	-	38	-	6	-	-	-	-	26	2	3	1	9
	2%	-	-	-	-	-	19%	-	3%	-	-	-	-	2%	1%	1%	1%	2%
							ZEFHIJKLM		FHJKLM									
Sheffield	82	-	-	-	-	-	67	-	15	-	-	-	-	44	6	8	2	19
	4%	-	-	-	-	-	34%	-	8%	-	-	-	-	3%	4%	3%	3%	4%
	BC						ZEFHIJKLM		ZEFHJKLM									
Manchester	182	-	2	-	-	166	1	12	1	2	1	-	-	93	13	16	19	37
	9%	-	2%	-	-	82%	*	6%	*	1%	*	-	-	7%	9%	7%	21%	7%
	BCD					ZEGHIJKLM		EGIJKLM									ZNDPR	
Liverpool	71	-	17	-	-	68	-	1	-	-	-	2	-	37	5	9	6	26
	3%	-	14%	-	-	25%	-	*	-	-	-	1%	-	3%	3%	4%	6%	5%
	B		ZABD			ZEGHIJKLM												
Nottingham	112	-	-	-	-	-	-	1	107	5	-	-	-	55	9	10	3	30
	6%	-	-	-	-	-	-	*	61%	2%	-	-	-	4%	6%	4%	3%	5%
	BC								ZEFGHIJKLM	FKL								
Birmingham	192	-	1	-	-	-	-	185	5	-	-	1	-	105	6	27	9	38
	9%	-	1%	-	-	-	-	89%	3%	-	-	*	-	8%	4%	11%	10%	7%
	BCD							ZEFGIJKLM	FGJKLM							O		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 312
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Weighted base	2422	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085
Norwich	99	41	25	33	19	22	12	13	11	23	55	44	11	9	16	8	15	17	89	8	21	21	22	35	42	57
	4%	6%	3%	4%	7%	5%	3%	3%	3%	4%	5%	4%	7%	2%	4%	7%	4%	4%	4%	3%	3%	3%	4%	6%	3%	5%
	BCFGHIKLM	b			gh								m											tux		x
Milton Keynes	60	14	21	26	4	10	14	7	11	15	25	36	1	8	15	3	13	11	52	9	27	9	10	14	36	25
	2%	2%	3%	3%	2%	2%	4%	2%	3%	3%	2%	3%	1%	2%	3%	3%	3%	2%	2%	3%	4%	1%	2%	2%	3%	2%
	FGHKM																				Zu					
Brighton	58	16	20	22	5	11	7	13	7	15	23	35	1	10	8	4	10	15	51	7	13	18	22	5	31	27
	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	*	3%	2%	4%	2%	3%	2%	2%	2%	3%	4%	1%	2%	2%
	wFJK																		w			w	Zrlwx			w
Oxford	38	14	11	13	4	10	4	7	3	10	23	15	2	7	9	2	4	4	38	*	12	9	10	7	21	17
	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	*	2%	1%	2%	1%	2%	2%
London	543	168	162	213	72	97	88	74	91	122	259	282	46	68	100	25	93	113	408	127	161	154	112	116	315	228
	22%	25%	20%	23%	27%	23%	23%	18%	25%	21%	22%	23%	31%	18%	22%	22%	22%	24%	20%	41%	25%	22%	22%	20%	24%	21%
	aBCDEFGHIM				g				g				m							Zrtuvwxy	r				r	
Southampton	86	19	36	31	7	12	15	21	15	16	42	42	5	13	20	2	24	11	82	3	19	28	17	22	47	39
	4%	3%	4%	3%	3%	3%	4%	5%	4%	3%	4%	3%	3%	3%	4%	2%	6%	2%	4%	1%	3%	4%	3%	4%	4%	4%
	aBFGHIJK																q		s			s		s		s
Bristol	102	37	39	26	16	20	21	18	13	14	54	48	11	25	13	6	14	14	91	10	23	34	23	22	57	45
	4%	5%	5%	3%	6%	5%	5%	4%	3%	2%	5%	4%	7%	6%	3%	5%	3%	3%	4%	3%	4%	5%	4%	4%	4%	4%
	BFGHIJKL	c	c		i		i							nq								s	s	s		s
Plymouth	66	8	20	38	2	6	13	8	11	27	28	38	2	6	18	-	14	19	65	1	14	23	14	14	38	28
	3%	1%	3%	4%	1%	1%	3%	2%	3%	5%	2%	3%	2%	2%	4%	-	3%	4%	3%	*	2%	3%	3%	2%	3%	3%
	aFGHIJKL			a						Zdag								a			s	s	s	s	s
Cardiff	83	28	19	36	13	15	9	10	18	18	36	47	9	12	9	3	8	27	77	5	29	25	14	16	53	30
	3%	4%	2%	4%	5%	4%	2%	2%	5%	3%	3%	4%	6%	3%	2%	3%	2%	6%	4%	2%	4%	4%	3%	3%	4%	3%
	ABFGHIJKLM												np					Znp								
Belfast	68	8	27	33	1	7	13	13	18	15	34	34	-	13	17	1	13	16	63	5	27	12	15	13	40	28
	3%	1%	3%	4%	*	2%	3%	3%	5%	3%	3%	3%	-	4%	4%	1%	3%	3%	3%	2%	4%	2%	3%	2%	3%	3%
	AFGHIJKLM		a	a			d		Zda										u							

	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
Norwich	99	-	-	-	-	-	-	-	1	95	-	2	1	40	15	10	1	25
	5%	-	-	-	-	-	-	-	*	42%	-	1%	1%	3%	10%	4%	1%	5%
	BC									ZEFGHIKLM					ZNPQR			
Milton Keynes	60	-	-	-	-	-	-	-	21	29	-	11	-	31	4	9	3	11
	3%	-	-	-	-	-	-	-	12%	13%	-	3%	-	2%	2%	4%	4%	2%
	B								ZEFGHIKLM	ZEFGHIKLM		FGHKM						
Brighton	58	-	-	-	-	-	-	-	-	-	-	57	1	34	2	2	3	13
	3%	-	-	-	-	-	-	-	-	-	-	17%	*	3%	1%	1%	4%	2%
												ZEFGHIJKM						
Oxford	38	-	-	-	-	-	-	1	-	-	1	31	6	17	3	2	*	11
	2%	-	-	-	-	-	-	*	-	-	*	9%	3%	1%	2%	1%	1%	2%
												ZEFGHIJKM	FGIJK					
London	543	-	-	-	*	1	-	1	2	73	318	146	2	315	35	51	11	102
	27%	-	-	-	*	*	-	1%	1%	33%	100%	44%	1%	25%	23%	22%	13%	19%
	ZBCD									ZEFGHIM	ZEFGHIJLM	ZEFGHIJM		QR				
Southampton	86	-	-	-	-	-	-	-	-	-	-	64	23	51	7	9	2	17
	4%	-	-	-	-	-	-	-	-	-	-	19%	11%	4%	4%	4%	2%	3%
	BC											ZEFGHIJKM	ZEFGHIJK					
Bristol	101	-	1	-	-	-	-	-	-	-	-	-	101	63	6	7	4	17
	5%	-	1%	-	-	-	-	-	-	-	-	-	48%	5%	4%	3%	5%	3%
	B												ZEFGHIJKL					
Plymouth	66	-	-	-	-	-	-	-	-	-	-	-	66	23	8	4	2	25
	3%	-	-	-	-	-	-	-	-	-	-	-	32%	2%	5%	2%	2%	5%
	B												ZEFGHIJKL		N			ZN
Cardiff	83	*	83	-	-	-	-	*	-	-	-	-	-	50	4	5	4	14
	3%	*	73%	-	-	-	-	*	-	-	-	-	-	4%	3%	2%	5%	3%
			ZABD															
Belfast	68	-	-	68	-	-	-	-	-	-	-	-	-	41	4	6	1	13
	3%	-	-	100%	-	-	-	-	-	-	-	-	-	3%	3%	3%	1%	2%
				ZABC														

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 312
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)
Weighted base	2422	679	808	935	262	417	386	422	370	586	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085
None of these	124	17	35	72	6	11	9	26	28	44	57	65	4	14	35	1	21	37	120	3	28	38	27	30	67	57
	5%	3%	4%	8%	2%	3%	2%	6%	8%	8%	5%	5%	3%	4%	8%	1%	5%	8%	6%	1%	4%	5%	5%	5%	5%	5%
	afsK			Zab				sf	daf	Zdaf					mo			Zmo	s		s	s	s	s	s	s

	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self-employed (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
None of these	93	20	11	-	2	12	7	7	18	21	-	17	9	51	6	13	1	47
	5%	10%	9%	-	2%	4%	3%	4%	11%	9%	-	5%	4%	4%	4%	6%	1%	9%
		ZAD	AD		K	K	K	K	ZEFGHIKLM	ZEGHK		K	K					ZNQ

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 313

Which of the following cities do you live in, or nearest to?

Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrat (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrat (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrat (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Glasgow	86	63	23	8	23	2	16	1	6	2	7	19	14	11	14	14	-	20	8	2	36	1	1	-	19	6	5	2	8	8	5	1	-	-	-	40	19	23	6	18	17	28	35
	4%	4%	2%	2%	5%	1%	51%	1%	3%	2%	4%	6%	3%	52%	4%	5%	-	3%	2%	1%	50%	2%	2%	-	2%	2%	8%	5%	12%	3%	4%	2%	-	-	-	4%	5%	3%	4%	5%	6%	3%	5%
	r					e	Zcdeighi														Zqrsuvwx						ZA		ZA														
Edinburgh	104	63	38	11	19	10	15	-	5	2	4	15	15	7	11	7	-	16	17	7	26	-	1	3	34	11	5	-	3	10	1	-	-	2	-	48	14	32	5	15	11	37	26
	4%	4%	4%	3%	4%	6%	42%	-	2%	2%	2%	5%	4%	33%	3%	3%	-	2%	3%	5%	36%	-	2%	4%	4%	4%	9%	-	4%	3%	1%	-	-	11%	-	4%	4%	5%	3%	4%	4%	5%	4%
	gkF					g	g	Zcdeighi													Zqrsuvwx						C																
Newcastle	114	73	40	16	31	3	-	7	15	1	10	11	14	-	13	14	-	34	39	*	-	4	7	-	29	25	1	1	3	15	10	2	4	1	1	60	14	42	7	11	14	49	25
	5%	5%	4%	5%	6%	2%	-	7%	7%	1%	5%	3%	3%	-	3%	5%	-	5%	8%	*	-	9%	11%	-	4%	8%	2%	2%	5%	5%	8%	4%	10%	10%	2%	5%	4%	6%	5%	3%	5%	6%	4%
	s					ei		ei	ei									s	Zqstwx			stw	Zstwx		s	Z												OR				OR	
Leeds	89	50	39	10	15	4	-	7	10	3	7	12	16	-	12	8	-	26	26	1	-	4	5	-	27	12	-	1	1	9	6	2	4	-	-	41	7	24	4	14	9	27	22
	4%	3%	4%	3%	3%	2%	-	7%	5%	3%	4%	4%	4%	-	3%	3%	-	4%	5%	1%	-	8%	9%	-	3%	4%	-	3%	2%	3%	5%	5%	10%	-	-	4%	2%	4%	3%	4%	3%	3%	3%
								d											s			stw	stwx											Z								
Hull	43	26	18	4	11	2	-	5	3	1	2	5	7	-	8	4	-	8	11	1	-	4	-	*	19	6	*	2	2	4	2	1	2	-	1	19	7	9	5	7	5	13	12
	2%	2%	2%	1%	2%	1%	-	6%	2%	1%	1%	2%	2%	-	2%	2%	-	1%	2%	1%	-	8%	-	1%	2%	2%	*	5%	4%	1%	2%	2%	6%	-	3%	2%	2%	2%	1%	3%	2%	2%	2%	2%
								Zcehi														Zqrstvx											Z									
Sheffield	82	37	43	9	18	1	-	2	6	2	5	8	10	-	11	7	-	23	16	5	-	1	5	*	32	11	5	1	*	8	3	-	*	-	-	25	10	17	2	8	10	19	18
	3%	3%	5%	3%	4%	*	-	2%	3%	2%	3%	2%	2%	-	3%	3%	-	3%	3%	3%	-	2%	8%	*	4%	4%	9%	2%	1%	3%	2%	-	1%	-	-	2%	3%	3%	2%	2%	4%	2%	3%
	e		a		e																		tw				ZD															
Manchester	184	108	76	21	36	8	-	13	20	4	14	31	35	-	28	21	-	43	37	8	-	7	5	1	84	18	2	7	6	18	11	2	5	2	1	84	22	45	12	23	28	57	51
	8%	7%	8%	6%	7%	5%	-	13%	10%	4%	8%	9%	8%	-	7%	7%	-	6%	8%	5%	-	14%	8%	1%	10%	6%	4%	15%	10%	6%	8%	5%	13%	17%	4%	8%	6%	7%	8%	6%	9%	7%	8%
	tw							cafi	f										tw			t	qtw				AB														
Liverpool	88	51	37	14	19	5	-	5	8	1	9	11	14	-	17	12	3	28	26	3	-	2	5	2	21	17	1	1	-	12	5	*	2	2	1	43	7	25	5	10	11	30	21
	4%	3%	4%	4%	4%	3%	-	5%	4%	1%	5%	3%	3%	-	4%	4%	11%	4%	5%	2%	-	4%	9%	3%	3%	6%	1%	2%	-	4%	4%	1%	6%	12%	3%	4%	2%	4%	3%	3%	4%	4%	3%
																	ZI		x				Zstx			D																
Nottingham	112	66	47	15	27	6	-	3	12	1	9	12	18	-	22	12	-	41	25	-	-	1	4	3	39	15	7	3	1	15	7	3	1	1	2	46	20	28	7	22	9	35	31
	5%	4%	5%	4%	5%	3%	-	3%	6%	2%	5%	4%	4%	-	5%	4%	-	6%	5%	-	-	2%	6%	4%	5%	5%	12%	6%	2%	5%	5%	7%	3%	5%	5%	4%	5%	4%	5%	4%	5%	4%	5%
	s																	s	s				s	s	s		ZAD															
Birmingham	193	117	76	40	40	5	-	9	12	7	15	16	34	-	27	33	1	58	49	7	-	2	5	-	71	27	3	4	4	32	9	2	6	-	*	93	20	62	14	24	17	75	42
	8%	8%	8%	12%	8%	3%	-	9%	6%	8%	8%	5%	8%	-	7%	11%	3%	8%	10%	5%	-	5%	8%	-	8%	9%	5%	9%	6%	11%	7%	6%	14%	-	1%	9%	5%	9%	10%	6%	6%	9%	8%
	stw			Zafh		e					tw	tw						tw					tw		tw													R				R	

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 313

Which of the following cities do you live in, or nearest to?

Base: All respondents

		Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
	Total (Z)	Voted (a)	I did not vote (b)	Conservative (c)	Labour (d)	Liberal Democrat (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conservative (j)	Labour (k)	Liberal Democrat (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conservative (q)	Labour (r)	Liberal Democrat (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remember (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactical (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	487	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	299	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Norwich	99	55	44	13	16	7	-	6	12	-	11	17	13	-	15	7	-	38	10	6	-	1	1	1	42	8	3	3	1	12	7	2	1	1	-	37	17	23	3	18	12	25	29
	4%	4%	5%	4%	3%	4%	-	6%	6%	-	6%	5%	3%	-	4%	3%	-	5%	2%	4%	-	1%	1%	2%	5%	3%	6%	6%	5%	3%	8%	1%	4%	6%	5%	-	3%	5%	3%	2%	5%	4%	3%	4%
	ir							i	i									r							r																	
Milton Keynes	60	32	29	8	14	1	-	2	6	1	5	7	16	-	10	5	-	19	14	4	-	2	-	1	21	10	1	1	2	8	5	-	*	-	1	19	11	12	1	7	12	12	20
	2%	2%	3%	2%	3%	1%	-	2%	3%	1%	3%	2%	4%	-	3%	2%	-	3%	3%	3%	-	5%	-	1%	3%	3%	2%	2%	3%	3%	4%	-	1%	-	3%	2%	3%	2%	*	2%	4%	1%	3%
																																									MNQ	
Brighton	58	39	18	9	12	6	-	2	7	1	5	11	12	-	11	10	-	17	8	4	-	1	2	-	26	6	2	2	1	7	3	2	-	2	1	27	11	18	3	13	5	22	18
	2%	3%	2%	3%	2%	4%	-	2%	4%	1%	3%	3%	3%	-	3%	3%	-	2%	2%	3%	-	1%	3%	-	3%	2%	3%	4%	2%	2%	3%	5%	-	11%	3%	2%	3%	3%	3%	2%	3%	3%	3%
Oxford	38	27	11	8	6	6	-	-	5	1	3	7	9	-	9	3	-	14	7	6	-	*	-	-	11	6	-	-	*	8	3	1	-	-	-	24	3	13	2	9	4	14	13
	2%	2%	1%	2%	1%	3%	-	-	2%	1%	1%	2%	2%	-	2%	1%	-	2%	2%	4%	-	1%	-	-	1%	2%	-	-	1%	3%	3%	2%	-	-	-	2%	1%	2%	1%	2%	1%	2%	2%
																				Zx																						
London	543	341	199	78	116	59	-	22	41	14	42	79	104	-	99	71	-	151	117	53	-	5	10	6	201	70	12	11	19	68	27	13	9	1	13	231	102	154	38	85	65	191	150
	22%	23%	21%	23%	24%	34%	-	22%	20%	14%	23%	24%	25%	-	25%	25%	-	22%	24%	35%	-	11%	17%	9%	24%	24%	21%	22%	31%	23%	21%	33%	23%	9%	42%	21%	28%	23%	26%	22%	22%	23%	22%
	fptw				f	fi	Zcdfghi		f	f	f	p	p		p	p		tw	tuw	Zqtuwx		t	t	t	tuw											ZK						
Southampton	86	52	34	14	16	9	-	3	8	-	8	12	19	-	17	7	-	32	15	10	-	3	2	-	24	10	2	2	*	12	5	1	-	2	1	36	15	19	7	10	16	26	26
	4%	4%	4%	4%	3%	5%	-	3%	4%	-	4%	4%	5%	-	4%	2%	-	5%	3%	7%	-	7%	3%	-	3%	3%	4%	4%	1%	4%	4%	3%	-	14%	3%	3%	4%	3%	5%	3%	5%	3%	4%
				i		i			i											wx		tw																				
Bristol	102	59	43	15	18	11	-	5	8	1	5	19	17	-	17	16	-	29	17	12	-	4	1	-	39	9	2	4	3	9	4	1	2	-	3	38	19	22	8	20	10	29	29
	4%	4%	5%	4%	4%	6%	-	5%	4%	1%	3%	6%	4%	-	4%	5%	-	4%	4%	8%	-	8%	1%	-	5%	3%	3%	2%	4%	4%	-	8%	4%	5%	3%	3%	5%	5%	3%	4%	4%	4%	4%
						i														Zrtw																						
Plymouth	66	47	19	18	10	11	-	1	6	-	6	11	9	-	11	8	-	35	7	8	-	1	2	1	12	5	1	-	2	18	5	3	-	*	2	35	11	15	8	16	7	23	24
	3%	3%	2%	5%	2%	6%	-	1%	3%	-	3%	3%	2%	-	3%	3%	-	5%	1%	5%	-	2%	3%	1%	1%	2%	3%	-	4%	6%	4%	6%	-	3%	6%	3%	3%	2%	6%	4%	2%	3%	4%
				Zdi		Zdgi												Zrx		rx										Z						M					
Cardiff	83	53	30	11	17	7	-	*	5	10	6	15	16	-	17	7	10	25	20	4	-	-	1	6	26	14	1	-	2	11	3	2	*	-	3	38	13	27	2	13	11	29	24
	3%	4%	3%	3%	4%	4%	-	*	2%	10%	3%	4%	4%	-	4%	2%	36%	4%	4%	3%	-	-	2%	9%	3%	5%	2%	-	4%	4%	2%	5%	1%	-	8%	4%	3%	4%	1%	3%	4%	4%	4%
										Zcdefgh							Zjklno							Zlqtux																		
Belfast	68	47	21	-	-	-	-	-	1	45	4	-	-	-	8	7	12	-	-	-	-	2	-	43	24	-	-	-	-	-	-	-	-	-	-	41	7	28	2	10	8	29	18
	3%	3%	2%	-	-	-	-	-	*	46%	2%	-	-	-	2%	3%	41%	-	-	-	-	3%	-	61%	3%	-	-	-	-	-	-	-	-	-	-	4%	2%	4%	1%	3%	3%	4%	3%
	cdehklqrsAEP									Zcdefgh					kl	kl	Zjklno					qrs		Zqrstuvx	qr																	
None of these	124	83	41	21	25	13	2	6	12	*	12	15	22	3	20	13	3	38	21	7	10	4	5	3	37	13	2	3	3	17	6	3	2	-	2	65	17	36	8	26	13	44	39
	5%	6%	4%	6%	5%	7%	7%	6%	6%	1%	6%	4%	5%	14%	5%	4%	9%	5%	4%	5%	14%	8%	8%	4%	4%	5%	4%	6%	5%	6%	5%	8%	5%	-	8%	6%	5%	5%	6%	7%	4%	5%	6%
	i			i	i	i	i	i	i												Zqrsx																					

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Thinks

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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 314

Which of the following cities do you live in, or nearest to?

Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £45,00 0 (w)	£45,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	106	74	48	335	1348	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	320	211	1962	460	696	1688
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1094	983	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1773
Glasgow	86	4	1	2	15	39	48	42	43	21	50	22	54	53	28	55	30	1	18	69	40	46	25	28	12	10	71	15	24	59
	4%	3%	1%	2%	3%	3%	4%	4%	3%	2%	4%	2%	6%	3%	5%	3%	4%	3%	3%	4%	3%	4%	4%	3%	3%	4%	4%	3%	4%	3%
	k									i			Zk																	
Edinburgh	104	8	6	1	23	50	52	44	60	42	51	58	30	72	22	61	41	2	24	78	53	51	31	39	17	9	93	11	28	75
	4%	5%	6%	2%	5%	4%	4%	4%	5%	4%	4%	5%	3%	5%	4%	4%	6%	6%	4%	4%	4%	5%	5%	4%	5%	4%	5%	2%	4%	4%
												i																		
Newcastle	114	2	2	5	29	65	49	50	63	41	64	50	51	64	37	78	36	*	25	89	55	59	30	58	8	12	89	25	36	77
	5%	1%	2%	7%	6%	5%	4%	4%	5%	4%	6%	5%	5%	4%	6%	5%	5%	1%	5%	5%	4%	5%	5%	6%	2%	5%	5%	6%	6%	4%
																								x						
Leeds	89	3	*	1	29	40	49	40	49	37	38	47	31	54	22	67	20	2	17	72	53	36	21	31	19	8	68	21	33	56
	4%	2%	*	2%	6%	3%	4%	4%	4%	4%	3%	4%	3%	3%	4%	4%	3%	5%	3%	4%	4%	3%	4%	3%	5%	3%	3%	5%	5%	3%
																													D	
Hull	43	3	-	1	14	16	27	12	31	15	16	17	18	29	12	35	9	-	11	32	20	24	13	18	7	4	39	5	16	27

	2%	2%	-	1%	3%	1%	2%	1%	2% g	2%	1%	2%	2%	2%	2%	2%	1%	-	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%
Sheffield	82	6	3	1	30	36	45	33	47	41	34	35	35	58	18	56	25	-	18	64	53	29	26	28	19	4	70	12	25	57
	3%	3%	3%	2%	6% z	3%	4%	3%	4%	4%	3%	3%	4%	4%	3%	3%	3%	-	3%	3%	4%	3%	4%	3%	5%	2%	4%	3%	4%	3%
Manchester	184	22	4	4	35	84	97	64	120	77	86	82	64	120	50	133	48	3	52	132	106	78	48	79	22	14	158	26	34	146
	8%	13% g	4% Zb	6%	7%	7%	8%	6%	10% g	8%	8%	7%	7%	8%	8%	8%	7%	9%	9%	7%	8%	7%	8%	8%	6%	6%	8%	6%	6%	8%
Liverpool	88	-	7	5	22	42	44	43	43	38	39	44	27	66	17	58	27	3	16	72	51	37	24	42	8	5	72	15	21	66
	4%	-	7% a	8% a	4% a	3%	4%	4%	3%	4%	3%	4%	3%	4%	3%	4%	4%	8%	3%	4%	4%	3%	4%	4%	2%	2%	4%	3%	3%	4%
Nottingham	112	13	5	1	23	50	61	47	65	39	51	56	41	78	23	80	31	2	20	92	62	50	40	41	10	11	83	29	40	71
	5%	8%	5%	1%	5%	4%	5%	4%	5%	4%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	5%	5%	7% x	4%	3%	4%	4%	6%	7% D	4%
Birmingham	193	21	9	3	36	107	84	101	87	89	75	83	78	124	48	121	70	2	58	133	128	65	47	78	35	12	166	26	45	145
	8%	12%	9%	4%	7%	9%	7%	9%	7%	9%	7%	8%	8%	8%	8%	7%	9%	6%	10% s	7%	9% u	6%	8%	8%	9%	5%	8%	6%	7%	8%
Norwich	99	11	5	-	25	56	43	48	49	40	51	50	37	65	20	67	31	1	22	77	66	33	29	37	20	7	60	39	23	76
	4%	7%	5%	-	5%	5%	4%	4%	4%	4%	4%	5%	4%	4%	3%	4%	4%	3%	4%	4%	5%	3%	5%	4%	5%	3%	3%	9% ZA	4%	4%
Milton Keynes	60	10	3	*	9	27	33	24	36	27	28	23	27	42	16	42	17	2	22	39	35	26	14	22	8	11	50	11	18	43
	2%	6% Zd	3%	1%	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	2%	4%	4% a	2%	3%	2%	2%	2%	2%	4%	3%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 314
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income			Urban/rural		Disability	
	Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,001 to £41,000 (w)	£48,000 1 to £62,000 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1243	976	1148	1084	963	1575	608	1643	742	37*	559	1847	1353	1069	602	966	371	248	1970	452	614	1775
Brighton	58	3	5	1	9	31	26	23	34	23	25	25	20	35	15	40	16	2	23	35	38	19	9	24	14	6	49	9	19	38
	2%	2%	5%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	4%	4% a	2%	3%	2%	1%	2%	4%	2%	2%	2%	3%	2%
Oxford	38	1	1	3	6	24	11	22	13	18	15	21	15	27	6	27	11	-	13	22	18	21	3	15	13	3	25	13	9	28
	2%	1%	1%	5%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	-	2%	1%	1%	2%	1%	2%	4% Zv	1%	1%	3% A	1%	2%
London	543	25	40	16	99	312	228	282	250	221	257	240	220	354	129	330	203	10	108	434	281	261	114	207	78	81	498	45	109	423
	22% BC	15%	38% Zad	25%	19%	25% f	20%	25% h	20%	23%	22%	22%	23%	22%	21%	20%	27% Zo	27%	19%	24%	21%	24%	19%	21%	21%	33% Zvwx	25% B	10%	18%	24% C
Southampton	86	6	5	6	15	40	44	37	48	38	37	39	34	51	24	60	23	3	20	66	48	39	17	33	10	9	73	14	13	71
	4%	4%	4%	9%	3%	3%	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	8%	3%	4%	4%	4%	3%	3%	3%	4%	4%	3%	2%	4%
Bristol	102	2	3	7	29	54	48	54	45	36	59	46	39	67	30	69	31	1	29	68	62	40	18	38	19	19	72	30	27	74
	4%	1%	3%	11% a	6%	4%	4%	5%	4%	4%	5%	4%	4%	4%	5%	4%	4%	3%	5%	4%	5%	4%	3%	4%	5%	7% v	4%	7% A	4%	4%
Plymouth	66	4	1	-	14	36	30	42	24	26	36	32	26	41	19	54	12	-	10	56	38	28	14	34	9	3	42	24	20	46
	3%	2%	1%	-	3%	3%	3%	4% h	2%	3%	3%	3%	3%	3%	3%	3%	2%	-	2%	3%	3%	3%	2%	4%	2%	1%	2%	2% ZA	5%	3%	3%
Cardiff	83	11	-	1	16	37	44	34	48	35	39	36	33	59	19	65	15	2	20	62	45	38	18	38	14	7	54	28	19	64
	3%	7% b	-	2%	3%	3%	4%	3%	4%	4%	3%	3%	3%	4%	3%	4% p	2%	5%	4%	3%	3%	4%	3%	4%	4%	3%	3%	6% ZA	3%	4%
Belfast	68	4	-	4	11	27	40	37	26	33	27	41	22	47	11	57	11	-	20	48	26	42	17	25	11	9	57	11	21	46
	3%	2%	-	7% b	2%	2%	3%	3%	2%	3%	2%	4%	2%	3%	2%	3% p	1%	-	4%	3%	2%	4% t	3%	3%	3%	4%	3%	2%	3%	3%
None of these	124	7	4	3	21	62	62	61	62	42	68	48	60	70	42	88	34	1	13	109	75	48	44	50	18	3	81	43	35	87
	5% ry	4%	4%	5%	4%	5%	5%	5%	5%	4%	6%	4%	6%	4%	7% m	5%	5%	3%	2%	6% r	6%	5%	7% y	5% y	5% y	1%	4%	10% ZA	6%	5%

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 315
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Age							Gender		Age/gender						Ethnicity		Social Grade						Region										Employment Status				
	Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	194	403	486	98	469	556	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	318	219	1172	158	275	98	570
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	289	201	208	174	225	320	329	208	1281	151	236	87*	546
Up to £7,000 (3.5)	77	31	27	19	15	16	12	15	15	4	37	40	5	15	9	10	12	10	59	18	2	17	12	47	19	58	67	10	-	-	6	7	5	5	3	8	12	15	6	19	6	34	10	4
	3%	5%	3%	2%	6%	4%	3%	4%	4%	1%	3%	3%	3%	4%	2%	9%	3%	2%	3%	6%	*	2%	2%	8%	1%	5%	3%	5%	-	-	6%	3%	2%	2%	2%	3%	4%	5%	3%	2%	4%	15%	11%	1%
	lbxNR	c			i	i	i	i	i					Znpq					tx	rtuvx		t	t	Zrtuvx		Zrtuvx		C												R	ZNOR	ZNR	
£7,001 to (10.5) £14,000	247	43	69	135	16	26	30	39	52	83	111	136	6	31	63	10	37	72	219	26	26	51	28	143	76	170	194	38	8	7	5	31	15	26	30	26	25	18	17	55	25	68	11	75
	10%	6%	9%	14%	6%	6%	8%	9%	14%	15%	9%	11%	4%	8%	14%	9%	9%	15%	11%	8%	4%	7%	5%	25%	6%	16%	10%	18%	7%	10%	5%	11%	8%	13%	17%	12%	8%	6%	8%	4%	16%	29%	13%	14%
	aeluvwLN			Zab					Zdaf	Zdafg				Zimp			Zimp		tuvx	t		t		Zrstuvxy		Zrstuvx		ZAC				L		L	ZEGKLM	L				ZN	ZNOQR	N	ZN
£14,001 to (17.5) £21,000	278	47	73	158	13	34	24	49	60	98	121	155	6	28	70	5	45	88	251	27	39	91	45	104	130	149	233	19	16	10	13	40	27	17	36	31	23	28	18	100	13	39	7	107
	11%	7%	9%	17%	5%	8%	6%	12%	16%	17%	10%	13%	4%	7%	15%	5%	11%	19%	12%	9%	6%	13%	9%	18%	10%	14%	11%	9%	14%	15%	13%	15%	14%	8%	21%	14%	7%	8%	9%	8%	8%	17%	7%	20%
	adfmtKN			Zab					df	Zdaf	Zdafg				Zimo			Zimop	t				hvx		Zrstuvxy	t	stvx					KL	K		ZHKLM	K					ZNO		ZNOQ
£21,001 to (24.5) £28,000	431	101	141	188	25	77	63	78	60	128	230	197	14	78	106	11	63	82	380	49	96	143	95	96	239	191	368	30	19	14	30	56	34	42	31	39	46	53	37	207	32	32	9	125
	18%	15%	18%	20%	10%	18%	16%	19%	16%	23%	20%	16%	10%	20%	23%	9%	15%	17%	18%	16%	15%	20%	19%	17%	18%	18%	18%	14%	17%	20%	30% ZGIJKLM	21%	17%	20%	18%	17%	14%	16%	18%	16%	21%	13%	10%	23% ZNPQ
	d			a		d	d	d		Zdfh	k			lo	Zlopq							t																					
£28,001 to (31) £34,000	300	59	113	128	12	47	57	57	46	81	141	158	6	52	62	5	60	65	267	30	90	85	67	58	175	125	249	24	19	8	9	34	27	22	19	25	33	52	27	164	16	10	5	79
	12%	9%	14%	14%	4%	11%	15%	13%	13%	14%	12%	13%	4%	14%	14%	5%	14%	14%	13%	10%	14%	12%	13%	10%	13%	12%	12%	12%	17%	11%	10%	13%	13%	10%	11%	11%	10%	16%	13%	13%	10%	4%	6%	14%
	adfP	a	a	a		d	d	d	d	d				lo	lo		lo	lo																					P	P			PQ
£34,001 to (37.5) £41,000	235	64	80	91	24	40	40	40	34	58	115	119	9	36	51	14	43	40	198	35	78	80	61	17	157	78	195	15	21	4	9	23	14	26	7	24	41	28	21	143	13	9	7	55
	10%	9%	10%	10%	9%	10%	10%	9%	9%	10%	10%	10%	6%	9%	11%	12%	10%	9%	9%	11%	12%	11%	12%	3%	12%	7%	10%	8%	19% ZABD	6%	9%	9%	7%	12%	4%	11% I	13% I	9%	10%	11% P	8%	4%	8%	10% P
	wyIP																		w	wy	wy	wy	wy	wy	wy	w																	
£41,001 to (44.5) £48,000	146	59	46	41	25	35	22	24	22	19	86	61	18	27	21	7	19	20	137	9	50	30	47	20	79	67	119	15	8	4	3	9	18	19	7	10	19	21	12	109	8	3	4	19
	6%	9%	6%	4%	9%	8%	6%	6%	6%	3%	7%	5%	12%	7%	5%	8%	4%	4%	7%	3%	8%	4%	9%	3%	6%	6%	6%	7%	7%	6%	3%	3%	9%	9%	4%	4%	6%	7%	6%	9%	5%	1%	4%	4%
	lefPR	Zc			i	i					Zrpq		k						suw		suw		Zsuwx		w	w					F	F							ZPR				
£48,001 to (51.5) £55,000	135	33	61	40	14	18	27	35	24	17	67	67	11	27	22	4	34	19	115	19	54	38	31	12	92	43	108	15	6	6	2	11	16	12	8	9	16	18	18	103	7	5	1	13
	6%	5%	8%	4%	5%	4%	7%	8%	6%	3%	6%	5%	7%	7%	5%	3%	8%	4%	6%	6%	8%	5%	6%	2%	7%	4%	5%	7%	6%	8%	2%	4%	8%	6%	5%	4%	5%	5%	9%	8%	5%	2%	1%	2%
	lefPR		c			i	i	i							q				w	w	Zrwy	w	w		wy													E	ZPQR				
£55,001 to (58.5) £62,000	90	45	31	14	14	31	21	9	8	6	48	42	9	16	3	5	15	11	72	17	40	28	18	3	68	21	86	2	1	1	2	11	15	7	3	13	12	15	7	74	4	1	6	5
	4%	7%	4%	2%	5%	7%	5%	2%	2%	1%	4%	3%	6%	4%	1%	5%	4%	2%	3%	6%	6%	4%	4%	1%	5%	2%	4%	1%	1%	2%	2%	4%	8%	4%	2%	6%	4%	5%	3%	6%	2%	*	7%	1%
	clrwyPR	Zbc	c		i	Zgh	glh				n	n		n	n				wy	wy	Zrwy	wy	w		rwy														ZPR			PR	
£62,001 to (65.5) £69,000	63	33	20	9	14	19	13	7	5	4	35	28	10	12	7	4	8	3	55	6	27	17	16	3	45	18	57	4	-	2	5	8	5	3	9	3	6	11	9	53	6	1	-	2
	3%	5%	3%	1%	5%	5%	3%	2%	1%	1%	3%	2%	7%	3%	1%	3%	2%	1%	3%	2%	4%	2%	3%	*	3%	2%	3%	2%	-	2%	5%	3%	2%	1%	5%	1%	2%	3%	4%	4%	4%	*	-	*
	clqaR	Zc	c		glh	glh	i				Zrpq	q	q		q				w	w	wy	w	w		wy										J				ZPR	PR			
£69,001 to (72.5) £76,000	52	20	23	8	11	9	15	8	5	3	33	19	10	13	6	2	10	2	39	12	26	18	7	1	43	8	43	2	4	2	4	4	1	1	1	5	12	11	4	36	5	3	3	4
	2%	3%	3%	1%	4%	2%	4%	2%	1%	1%	3%	2%	7%	3%	1%	1%	2%	*	2%	4%	4%	3%	1%	*	3%	1%	2%	1%	4%	3%	4%	2%	*	*	*	2%	4% GHI	3%	2%	3%	3%	1%	3%	1%
	clqay	c	c		hi		hi				Znq	q			q				wy	rwy	Zrwy	wy	w		rwy														R				

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 315
What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total (Z)	Age: 18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Gender: Male (j)	Female (k)	Age/gender: 16-34 Men (l)	35-54 Men (m)	55+ Men (n)	16-34 Women (o)	35-54 Women (p)	55+ Women (q)	Ethnicity: White (r)	Ethnic minority (s)	Social Grade: AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	Region: England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employment Status: Employed (N)	Self employed (O)	Not working (P)	Student (Q)	Retired (R)
Weighted base	2422	679	808	935	262	417	386	422	370	566	1177	1236	146*	384	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1261	151	236	87*	546
£76,001 to (79.5) £83,000	44	18	22	4	11	7	15	8	1	3	21	23	5	14	1	6	9	3	34	10	17	19	8	-	36	8	31	10	2	2	-	1	2	3	2	5	7	6	6	40	-	-	1	2
	2%	3%	3%	*	4%	2%	4%	2%	*	*	2%	2%	4%	4%	*	5%	2%	1%	2%	3%	3%	3%	2%	-	3%	1%	2%	5%	1%	3%	-	*	1%	1%	1%	2%	2%	2%	3%	3%	-	-	1%	*
	cinwyR	c	c		hi		Zhi				nq	nq		nq	n		nq	n	w	wy	wy	wy	w		wy			ZA											ZPR				
£83,001 or more (86)	90	38	33	18	20	19	19	14	13	6	42	48	12	7	14	7	26	5	75	15	47	24	14	5	71	19	81	4	2	4	4	4	6	3	6	8	24	15	10	71	5	-	5	1
	4%	6%	4%	2%	7%	4%	5%	3%	3%	1%	4%	4%	9%	2%	3%	6%	6%	1%	4%	5%	7%	3%	3%	1%	5%	2%	4%	2%	2%	5%	4%	2%	3%	2%	4%	3%	7%	5%	5%	6%	3%	-	6%	*
	cipwyPR	c	c		Zi	i	i	i	i		Zmnq		q	q	Zmnq				wy	wy	Znxwy	w	w		Znwy										ZFH			ZPR	PR		PR	
Prefer not to answer	235	87	67	81	49	38	28	39	25	56	91	143	24	28	25	25	40	56	185	38	47	60	60	69	107	129	204	19	7	5	8	29	16	22	11	19	44	38	17	106	14	31	20	54
	10%	13%	8%	9%	19%	9%	7%	9%	7%	10%	8%	12%	16%	7%	5%	22%	9%	12%	9%	12%	7%	9%	12%	12%	8%	12%	10%	9%	6%	8%	8%	11%	8%	11%	6%	8%	14%	11%	8%	8%	9%	13%	22%	10%
	n	bc			Zafghi							j	mn			Zmnpq	n	mn		tx		tx	tx		rtx									I					N	ZNOR		
Average income (£000's)	33.91	39.53	36.05	28.17	43.37	37.37	38.95	33.34	30.03	26.91	34.76	33.14	47.62	35.64	29.3	37.97	36.48	26.98	33.53	36.6	42.89	34.75	35.61	20.94	38.66	27.81	34.16	31.23	33.38	35.7	32.07	30.11	34.66	31.73	29.5	32.74	38.58	36.73	37.27	40.68	31.47	17.8	32.2	25.92
	chinpwyFI	Zbc	Zc		Zeghi	Zghi	Zghi	hi	i		Zmnopq	nq		nq	Znq				wy	nwy	Znxuwwy	wy	wy		Znxwy	w						FI			ZEFHIJ	FHI	FHI	ZOPQR	PR		PR	P
	PR																																									

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 316
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conservative (j)	Labour (k)	Liberal Democrat (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conservative (q)	Labour (r)	Liberal Democrat (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactical (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
Up to £7,000 (3.5)	77	32	44	3	17	6	-	2	2	1	3	7	8	1	12	6	-	7	11	4	4	-	3	2	46	8	1	3	3	1	1	2	*	-	-	23	9	14	3	10	4	17	15
	3%	2%	5%	1%	3%	3%	-	2%	1%	1%	2%	2%	2%	6%	3%	2%	-	1%	2%	3%	6%	-	5%	3%	5%	3%	2%	6%	5%	*	1%	5%	1%	-	-	2%	3%	2%	2%	3%	2%	2%	2%
	chsE		a		ch								q			q					Zqs		q		Zqr						E											
£7,001 to (10.5) £14,000	247	142	105	29	46	16	5	12	23	7	14	33	32	4	26	28	1	48	47	12	11	5	11	7	105	31	4	6	4	23	11	3	4	1	1	106	31	64	10	45	23	74	68
	10%	10%	11%	9%	9%	9%	14%	12%	11%	7%	7%	10%	8%	18%	7%	10%	4%	7%	10%	8%	16%	10%	19%	10%	12%	10%	7%	11%	6%	8%	9%	8%	10%	9%	4%	10%	8%	10%	7%	12%	8%	9%	10%
	nq																				q		Zqrs		q																	
£14,001 to (17.5) £21,000	278	173	105	56	43	21	3	8	26	11	29	35	36	2	33	35	6	106	50	16	7	8	8	9	75	28	5	4	6	49	19	6	2	1	3	123	44	67	20	47	38	87	86
	11%	12%	11%	16%	9%	12%	9%	8%	13%	11%	15%	10%	9%	9%	8%	12%	22%	15%	10%	11%	9%	17%	13%	12%	9%	9%	8%	8%	10%	16%	15%	15%	6%	5%	10%	11%	12%	10%	14%	13%	13%	11%	13%
				Zd							ln						ln	Zrx												Z													
£21,001 to (24.5) £28,000	431	266	164	55	103	26	6	14	42	18	30	46	80	5	93	36	2	126	101	20	9	12	12	10	139	70	9	6	14	50	28	4	6	2	5	196	66	123	37	57	49	180	106
	18%	18%	18%	16%	21%	15%	18%	14%	21%	18%	16%	14%	19%	25%	23%	13%	7%	18%	21%	13%	13%	26%	21%	14%	17%	23%	15%	12%	21%	17%	22%	11%	14%	15%	17%	18%	18%	18%	26%	15%	17%	20%	16%
	o												o		Zjkop											Z												ZMOPR					
£28,001 to (31) £34,000	300	219	80	51	73	23	7	7	38	14	32	42	66	4	55	40	3	107	58	22	9	7	5	10	82	43	16	6	8	47	20	8	4	1	4	160	54	95	21	62	42	115	103
	12%	15%	9%	15%	15%	13%	18%	8%	18%	14%	17%	13%	16%	20%	14%	14%	9%	15%	12%	15%	13%	15%	8%	14%	10%	14%	28%	11%	12%	16%	16%	18%	11%	10%	13%	15%	15%	14%	14%	16%	14%	14%	15%
	b	b							Zg				Z					x					x				ZACD													Z			Z
£34,001 to (37.5) £41,000	235	154	78	34	46	26	2	15	22	8	17	46	44	*	43	33	6	61	62	18	3	4	6	9	74	34	5	5	2	33	12	3	8	3	5	117	36	74	8	43	29	82	72
	10%	10%	8%	10%	10%	15%	5%	16%	11%	8%	9%	14%	11%	2%	11%	12%	20%	9%	13%	12%	4%	8%	9%	13%	9%	11%	8%	10%	2%	11%	10%	8%	21%	24%	15%	11%	10%	11%	6%	11%	10%	10%	11%
	D					Zd						Z						qx								D							Z									
£41,001 to (44.5) £48,000	146	104	42	33	26	14	4	5	13	9	17	24	21	2	32	29	3	48	31	11	7	2	6	5	36	15	2	3	5	30	9	3	2	1	5	70	32	54	12	24	15	66	38
	6%	7%	5%	10%	5%	8%	10%	5%	6%	10%	9%	7%	5%	11%	8%	10%	10%	7%	6%	8%	10%	4%	11%	7%	4%	5%	4%	7%	8%	10%	7%	6%	6%	5%	18%	6%	9%	8%	8%	6%	5%	8%	6%
				Zd											Zl								x							Z												
£48,001 to (51.5) £55,000	135	65	70	21	18	5	1	3	11	5	10	17	14	-	11	17	*	43	17	12	4	2	3	4	49	7	5	2	4	16	7	1	1	1	1	54	11	37	3	12	12	40	25
	6%	4%	8%	6%	4%	3%	4%	3%	5%	5%	5%	5%	3%	-	3%	6%	1%	6%	3%	8%	6%	4%	5%	5%	6%	2%	8%	4%	7%	5%	6%	1%	2%	6%	5%	5%	3%	5%	2%	3%	4%	5%	4%
	nAL		a													r		r								A		A													
£55,001 to (58.5) £62,000	90	53	37	13	18	7	-	7	5	3	7	20	21	-	21	10	1	22	17	8	-	3	1	3	36	6	3	3	4	11	1	1	2	3	-	42	10	29	5	10	9	34	19
	4%	4%	4%	4%	4%	4%	-	7%	2%	3%	4%	6%	5%	-	5%	3%	4%	3%	3%	5%	-	5%	2%	4%	4%	2%	5%	6%	6%	4%	*	2%	4%	17%	-	4%	3%	4%	3%	3%	4%	3%	3%
	F																																									
£62,001 to (65.5) £69,000	63	43	19	6	16	4	2	3	7	4	7	6	18	-	12	5	1	20	22	1	2	-	-	2	16	11	2	1	1	6	6	3	3	1	-	32	10	14	4	14	11	19	25
	3%	3%	2%	2%	3%	2%	6%	3%	3%	4%	4%	2%	4%	-	3%	2%	3%	3%	4%	1%	3%	-	-	3%	2%	4%	3%	1%	2%	2%	5%	7%	8%	5%	-	3%	3%	2%	3%	4%	4%	2%	4%
																			Zax														Z									
£69,001 to (72.5) £76,000	52	33	18	4	14	6	1	2	2	2	2	7	9	-	11	8	1	12	14	5	1	*	-	2	17	11	-	1	2	4	1	3	*	1	-	26	7	19	1	3	10	21	13
	2%	2%	2%	1%	3%	3%	2%	2%	1%	2%	1%	2%	2%	-	3%	3%	2%	2%	3%	4%	1%	1%	-	3%	2%	4%	-	2%	4%	1%	1%	7%	1%	3%	-	2%	2%	3%	1%	1%	3%	3%	2%
																																ZEF						O		O		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 316
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total (Z)	Voting behaviour: Voted (a)	I did not vote (b)	2024 General Election Vote: Conservative (c)	Labour (d)	Liberal Democrats (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Considered voting: Conservative (j)	Labour (k)	Liberal Democrat (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	2019 General Election Vote: Conservative (q)	Labour (r)	Liberal Democrat (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know/ Can't remember (x)	Labour Voters: From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	Con Switchers: From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	Lab Switchers: From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Voting Motivation: Convict ion (K)	Tactical (L)	Timing of decision: More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71*	48*	61*	70*	838	298	58*	50*	63*	269	126	41*	40*	15**	30**	1090	366	671	144	377	295	816	672
£76,001 to (79.5) £83,000	44	23	21	5	11	2	-	2	3	3	7	6	5	1	5	2	-	5	3	-	7	-	-	-	3	3	-	2	-	-	5	-	-	2	1	16	6	9	2	5	7	11	12
	2%	2%	2%	1%	2%	1%	2%	-	1%	3%	4%	2%	1%	5%	1%	2%	7%	2%	1%	2%	10%	-	-	3%	2%	1%	9%	-	5%	*	1%	-	-	-	3%	2%	2%	1%	1%	1%	2%	1%	2%
											n						ln				Zqrsuxx				ZA		ZAC															
£83,001 or more (86)	90	55	35	6	21	8	1	6	6	6	7	16	19	-	18	9	2	23	19	6	1	3	-	2	35	12	1	3	4	6	6	1	3	-	2	37	17	16	7	11	20	23	31
	4%	4%	4%	2%	4%	4%	2%	6%	3%	6%	4%	5%	5%	-	5%	3%	6%	3%	4%	4%	2%	7%	-	2%	4%	4%	1%	6%	6%	2%	5%	3%	6%	-	8%	3%	5%	2%	5%	3%	7%	3%	5%
								c		c																														ZMOQ		M
Prefer not to answer	235	126	107	27	36	12	3	13	8	7	6	25	39	1	25	24	1	57	37	9	6	2	4	5	116	20	1	7	4	22	3	4	4	-	2	86	32	56	9	33	27	66	61
	10%	8%	12%	8%	7%	7%	9%	14%	4%	7%	3%	8%	9%	5%	6%	9%	5%	8%	7%	6%	8%	5%	7%	7%	14%	7%	2%	13%	7%	7%	2%	10%	10%	-	8%	8%	9%	8%	7%	9%	9%	8%	9%
		hpBF		a				dh					j			j									Zqrs				B			F		F								
Average income (£000's)	33.91	34.18	33.49	32.97	34.72	34.88	33.68	36.42	32.39	38.01	35.54	36.09	35.88	27.04	35.59	34.81	39.2	34.48	34.66	36.63	34.39	32.34	25.84	34.57	33.03	33.36	37.52	34.52	36.68	32.88	33.7	34.38	38.46	38.99	38.39	34.22	34.48	34.22	33.28	32.07	37.26	34.05	34.34
		v								ch								v	v	v	v			v	v																ZMOQ		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/g/h/i - Z/j/k/l/m/n/o/p - Z/q/r/s/t/u/v/w/x - Z/A/B/C/D - Z/E/F/G - Z/H/I/J - Z/K/L - Z/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 317
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total (Z)	Reasons for not voting: Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Disenq aged/ disill usione d (d)	Campaign engagement: More engage d (e)	Less engage d (f)	Political engagement: More engage d (g)	Less engage d (h)	Optimism/ pessimism about the UK: Optimi stic (i)	Pessim istic (j)	Optimism/ pessimism about local area: Optimi stic (k)	Pessim istic (l)	Optimism/ pessimism about personal life: Optimi stic (m)	Pessim istic (n)	Housing tenure: Owners (o)	Renter s (p)	Other (q)	Children in the household: Yes (r)	No (s)	Education level: Up to underg rad degree (t)	At least underg rad degree (u)	Household income: Up to £21,00 0 (v)	£21,00 1 to £45,00 0 (w)	£45,00 1 to £82,00 0 (x)	£82,00 1 or more (y)	Urban/rural: Urban (A)	Rural (B)	Disability: Disabl ed (C)	Nondisabl ed (D)
Unweighted base	2422	166	74	48	335	1346	1059	1251	1141	1035	1115	1124	950	1539	645	1442	921	59	554	1856	1343	1079	685	1018	520	211	1962	460	696	1688
Weighted base	2422	169*	103*	69*	511	1234	1163	1142	1243	976	1148	1094	963	1575	608	1643	742	37*	559	1847	1353	1069	692	998	371	248	1970	452	614	1773
Up to £7,000 (3.5)	77	4	5	5	21	34	43	33	42	18	51	21	46	25	43	30	46	2	15	62	63	14	77	-	-	-	67	11	31	46
	3%	2%	5%	7%	4%	3%	4%	3%	3%	2%	4%	2%	5%	2%	7%	2%	6%	4%	3%	3%	5%	1%	13%	-	-	-	3%	2%	5%	3%
	mouwwy										i		k		Zm		Zo				Zu		Zwxy						D	
£7,001 to (10.5) £14,000	247	6	7	7	72	109	135	96	150	80	134	105	105	129	79	113	131	4	37	209	191	56	247	-	-	-	207	40	108	135
	10%	4%	7%	10%	14%	9%	12%	8%	12%	8%	12%	10%	11%	8%	13%	7%	18%	10%	7%	11%	14%	5%	41%	-	-	-	10%	9%	18%	8%

		aoruweyD				a				g		i			m		Zo			r	Zu		Zwey						ZD				
£14,001 to	(17.5) £21,000	278	19	5	8	66	140	135	136	139	110	134	130	112	172	82	192	83	3	40	239	184	95	278	-	-	-	210	68	105	171		
		11%	12%	5%	12%	13%	11%	12%	12%	11%	11%	12%	12%	12%	11%	13%	12%	11%	7%	7%	13%	14%	9%	46%	-	-	-	11%	15%	17%	10%		
		ruwxy																			r	u		Zwxy					A	ZD			
£21,001 to	(24.5) £28,000	431	33	13	17	84	223	201	221	201	187	192	202	165	291	98	276	148	7	77	348	241	189	-	431	-	-	355	76	117	310		
		18%	20%	13%	26%	16%	18%	17%	19%	16%	19%	17%	18%	17%	18%	16%	17%	20%	18%	14%	19%	18%	18%	-	45%	-	-	18%	17%	19%	17%		
		vxy																			r				Zvxy								
£28,001 to	(31) £34,000	300	13	5	7	52	172	124	168	128	121	150	140	116	191	84	214	81	4	80	219	162	137	-	300	-	-	229	71	68	227		
		12%	8%	4%	10%	10%	14%	11%	15%	10%	12%	13%	13%	12%	12%	14%	13%	11%	11%	14%	12%	12%	13%	-	31%	-	-	12%	16%	11%	13%		
		vxy					f		h																Zvxy					A			
£34,001 to	(37.5) £41,000	235	18	12	4	42	129	101	109	120	103	110	104	89	162	46	158	74	3	66	169	125	111	-	235	-	-	193	42	45	188		
		10%	11%	12%	5%	8%	10%	9%	10%	10%	11%	10%	10%	9%	10%	8%	10%	10%	8%	12%	9%	9%	10%	-	24%	-	-	10%	9%	7%	11%		
		vxy																							Zvxy							C		
£41,001 to	(44.5) £48,000	146	16	5	2	19	82	64	72	72	80	49	78	48	118	18	121	24	1	46	101	82	64	-	-	146	-	124	22	27	119		
		6%	9%	5%	3%	4%	7%	6%	6%	6%	8%	4%	7%	5%	8%	3%	7%	3%	2%	8%	5%	6%	6%	-	-	40%	-	6%	5%	4%	7%		
		npvwy	d								Zj				n		p			a						Zvwy							
£48,001 to	(51.5) £55,000	135	13	11	1	40	68	67	66	68	55	64	63	58	90	33	109	25	1	58	76	64	71	-	-	135	-	109	25	22	112		
		6%	8%	11%	2%	8%	6%	6%	6%	5%	6%	6%	6%	6%	6%	5%	7%	3%	3%	10%	4%	5%	7%	-	-	36%	-	6%	6%	4%	6%		
		pvwy															p			Za						Zvwy					C		
£55,001 to	(58.5) £62,000	90	7	8	1	16	53	37	44	45	45	41	48	32	65	18	72	17	1	25	65	30	59	-	-	90	-	73	16	9	80		
		4%	4%	8%	2%	3%	4%	3%	4%	4%	5%	4%	4%	3%	4%	3%	4%	2%	3%	4%	4%	2%	6%	-	-	24%	-	4%	4%	2%	5%		
		tvwyC															p						Zt			Zvwy						C		
£62,001 to	(65.5) £69,000	63	3	5	-	5	38	27	27	34	24	31	27	27	47	13	52	11	-	22	40	19	44	-	-	-	63	53	10	6	54		
		3%	2%	5%	-	1%	3%	2%	2%	3%	2%	3%	2%	3%	3%	2%	3%	2%	-	4%	2%	1%	4%	-	-	-	25%	3%	2%	1%	3%		
		tvwxC		d													p			a			Zt				Zvwx				C		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 317
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Reasons for not voting				Campaign engagement		Political engagement		Optimism/ pessimism about the UK		Optimism/ pessimism about local area		Optimism/ pessimism about personal life		Housing tenure			Children in the household		Education level		Household income				Urban/rural		Disability	
Total (Z)	Lack of time/ absenc e (a)	Not eligib le (b)	Admin reason (c)	Obsery aged/ disabl usions d (d)	More engage d (e)	Less engage d (f)	More engage d (g)	Less engage d (h)	Optimi stic (i)	Pessim istic (j)	Optimi stic (k)	Pessim istic (l)	Optimi stic (m)	Pessim istic (n)	Owners (o)	Renter s (p)	Other (q)	Yes (r)	No (s)	Up to underg rad degree (t)	At least underg rad degree (u)	Up to £21,00 0 (v)	£21,00 1 to £41,00 0 (w)	£48,00 1 to £62,00 0 (x)	£62,00 1 or more (y)	Urban (A)	Rural (B)	Disabl ed (C)	Nondisabl ed (D)
Weighted base	2422	165*	103*	68*	511	1234	1163	1142	1263	976	1148	1084	963	1575	668	1643	742	37*	559	1847	1383	1089	652	966	371	248	1970	452	614	1773
£69,001 to (72.5) £76,000	52	3	4	-	9	25	27	25	27	19	26	23	24	42	9	41	9	2	26	26	19	33	-	-	-	52	40	12	7	44
	2%	2%	4%	-	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	3%	1%	5%	5%	1%	1%	3%	-	-	-	21%	2%	3%	1%	3%
	vwx																	p	Za			t				Zvwx				
£76,001 to (79.5) £83,000	44	2	2	4	12	16	28	22	22	16	19	22	15	31	9	40	5	-	15	29	12	32	-	-	-	44	35	10	4	40
	2%	1%	2%	6%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	-	3%	2%	1%	3%	-	-	-	18%	2%	2%	1%	2%
	pvwx														p							t				Zvwx				C
£83,001 or more (86)	90	5	7	1	17	49	40	39	50	44	34	49	28	70	13	73	14	3	29	61	26	63	-	-	-	90	75	15	17	73
	4%	3%	7%	2%	3%	4%	3%	3%	4%	5%	3%	4%	3%	4%	2%	4%	2%	8%	5%	3%	2%	6%	-	-	-	36%	4%	3%	3%	4%
	ptvwx														n	p		p				Zt				Zvwx				
Prefer not to answer	235	22	13	10	56	98	134	83	145	73	113	84	97	142	61	153	75	7	24	203	134	102	-	-	-	-	200	35	47	174
	10%	13%	13%	16%	11%	8%	12%	7%	12%	7%	10%	8%	10%	9%	10%	9%	10%	19%	4%	11%	10%	9%	-	-	-	-	10%	8%	8%	10%
	grvwxy						ie		g									Zop		r										
Average income (£000's)	33.91	35.91	41.93	29.06	31.83	34.51	33.39	34.13	33.83	35.55	32.49	35.09	32.7	36.19	29.51	36.88	27.23	35.26	40.11	31.95	29.24	39.8	12.84	29.69	50.43	76.86	33.95	33.73	27.08	36.39
	npstvwC		Zcd							j		i		Zn		Zp		p	Za			Zt		v	Zvw	Zvwx				ZC

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d - Z/e/f - Z/g/h - Z/i/j - Z/k/l - Z/m/n - Z/o/p/q - Z/r/s - Z/t/u - Z/v/w/x/y - Z/A/B - Z/C/D
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 318
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Age							Gender		Age/gender					Ethnicity		Social Grade					Region									Employment Status				
Total (Z)	18-34 (a)	35-54 (b)	55+ (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	Male (j)	Female (k)	18-34 Men (l)	35-54 Men (m)	55+ Men (n)	18-34 Women (o)	35-54 Women (p)	55+ Women (q)	White (r)	Ethnic minorit y (s)	AB (t)	C1 (u)	C2 (v)	DE (w)	ABC1 (x)	C2DE (y)	England (A)	Scotland (B)	Wales (C)	Northern Ireland (D)	North East (E)	North West (F)	Yorkshire & Humberside (G)	West Midlands (H)	East Midlands (I)	Eastern (J)	London (K)	South East (L)	South West (M)	Employe d (N)	Selfemploye d (O)	Not working (P)	Student (Q)	Retired (R)
Unweighted base	2422	555	875	992	204	351	418	457	410	592	1151	1262	104	403	486	98	469	506	2095	299	616	704	483	619	1320	1102	2048	184	124	66	100	256	212	210	180	232	321	316	219	1172	158	275	98	570
Weighted base	2422	679	838	935	262	417	386	422	370	586	1177	1236	146*	394	461	115*	422	475	2086	312	638	699	507	578	1337	1085	2034	206	114*	68*	99*	269	201	208	174	225	320	329	208	1281	151	236	87*	546
NET: Yes	614	131	185	298	46	85	72	113	123	176	268	342	22	81	141	23	102	158	579	34	126	144	113	231	271	343	508	56	29	21	32	59	65	47	59	53	65	71	55	198	30	144	16	180
	25%	19%	23%	32%	18%	20%	19%	27%	33%	31%	23%	28%	15%	21%	31%	20%	24%	33%	28%	11%	20%	21%	22%	40%	20%	32%	25%	27%	25%	31%	33%	22%	32%	23%	34%	23%	20%	22%	26%	15%	20%	61%	19%	33%
	adfistuxN			Zab				df	Zdef	Zdef		j			Zlm			Zlmop	stuvx		s	s	s	Zrstuvxy	s	Zrstuvx					K		FKL		ZFHJKL					ZNOQR		ZNOQ
Yes - physical condition	300	56	107	228	16	40	36	71	83	145	167	221	8	44	108	8	62	120	371	18	81	83	69	158	163	227	319	40	17	16	27	38	40	25	32	42	43	41	30	95	14	96	6	149
	16%	8%	13%	24%	6%	10%	9%	17%	22%	26%	14%	18%	5%	11%	23%	7%	15%	25%	18%	6%	13%	12%	14%	27%	12%	21%	16%	19%	15%	23%	28%	14%	20%	12%	18%	19%	13%	12%	14%	7%	9%	41%	6%	27%
	adefimouxNQ		a	Zab				daf	Zdef	Zdefg		j			Zlmop		I	Zlmop	stux		s	s	s	Zrstuvxy	s	Zstuvx					ZFHKLM		L							ZNOQR		ZNOQ
Yes - mental condition	289	104	115	70	40	65	48	67	48	22	124	161	18	58	33	21	55	37	274	14	58	65	49	117	123	167	238	33	13	5	15	25	29	26	33	12	33	35	31	118	18	96	15	24
	12%	15%	14%	8%	15%	16%	12%	16%	13%	4%	11%	13%	12%	15%	7%	18%	13%	8%	13%	5%	9%	9%	10%	20%	9%	15%	12%	16%	12%	8%	15%	9%	14%	12%	19%	5%	10%	10%	15%	9%	12%	41%	17%	4%
	cinquxJNR	c	c		i	i	i	Zi	i				nq			nq	nq		stux		s	s	s	Zrstuvxy	s	Zstuvx					J		J	J	ZFJKL				J	R	R	ZNOQR	NR	
Yes - disability	164	36	38	90	10	26	14	24	36	55	65	95	6	11	41	3	26	50	157	6	39	37	23	65	76	88	129	19	7	8	9	16	15	14	11	10	19	22	13	46	7	52	-	51
	7%	5%	5%	10%	4%	6%	4%	6%	10%	10%	6%	8%	4%	3%	9%	3%	6%	10%	8%	2%	6%	5%	5%	11%	6%	8%	6%	9%	6%	12%	9%	6%	7%	7%	6%	4%	6%	7%	6%	4%	5%	22%	-	9%
	fmsNQ			Zab				df	Zdfg						m			Zmop	s		s	s		Zrstuvx	s	suvx															ZNOQR		ZNQ
Yes - other	26	1	9	16	-	1	2	7	10	6	13	13	-	5	8	-	4	8	23	3	6	4	5	11	10	16	23	1	1	1	-	3	3	1	4	3	3	6	-	7	3	5	-	8
	1%	*	1%	2%	-	*	1%	2%	3%	1%	1%	1%	-	1%	2%	-	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	2%	-	1%	2%	2%	-	1%
			a						Zdef															ux																		N		
No	1773	531	609	633	206	325	307	302	245	387	893	875	119	297	319	87	312	314	1487	274	502	545	391	335	1047	726	1499	144	84	46	67	205	134	157	113	172	247	252	151	1063	121	82	70	364
	73%	78%	75%	68%	79%	78%	80%	72%	66%	69%	76%	71%	81%	77%	69%	76%	74%	66%	71%	88%	79%	78%	77%	58%	78%	67%	74%	70%	74%	67%	67%	76%	67%	76%	65%	77%	77%	77%	73%	83%	80%	35%	80%	67%
	chjqwyRPR	Zc	c		hi	N	Zghi				k		nq	nq			q		wy	Zfstuvwxy	Zrwy	Zrwy	rwy		Zrwy	w						i		i		I	GI	GI		ZPR	PR		PR	P
Prefer not to say	35	16	14	4	10	7	7	7	2	2	16	19	5	6	1	5	8	3	21	4	9	10	4	12	19	16	27	6	1	1	-	5	1	4	2	-	8	6	2	20	-	9	1	2
	1%	2%	2%	*	4%	2%	2%	2%	*	*	1%	2%	3%	2%	*	4%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	-	2%	1%	2%	1%	-	3%	2%	1%	2%	-	4%	1%	*
	c	c	c	Zfx									n			nq	n										R													R		ZNOR		

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c - Z/d/e/f/g/h/i - Z/j/k - Z/l/m/n/o/p/q - Z/r/s/t/u/v/w/x/y - Z/A/B/C/D - Z/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R
*** small base**
Prepared by Thinks
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Election Diaries Survey - Turnout/Vote 2024 weights

ONLINE Fieldwork: 5th to 7th July 2024

Absolutes/col percents

Table 319
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Voting behaviour		2024 General Election Vote							Considered voting							2019 General Election Vote							Labour Voters				Con Switchers			Lab Switchers			Voting Motivation		Timing of decision					
Total (Z)	Voted (a)	I did not vote (b)	Conserv ative (c)	Labour (d)	Liberal Democra t (e)	SNP (f)	Greens (g)	Reform UK (h)	Other (i)	Conserv ative (j)	Labour (k)	Liberal Democra t (l)	SNP (m)	Greens (n)	Reform UK (o)	Other (p)	Conserv ative (q)	Labour (r)	Liberal Democra t (s)	SNP (t)	Greens (u)	Brexit Party (v)	Other (w)	Did not vote/ don't know / Can't remembe r (x)	From Lab to Lab (A)	From Con to Lab (B)	New Lab voter (C)	From Other to Lab (D)	From Con to Con (E)	From Con to Ref (F)	From Con to LibDem (G)	From Lab to Green (H)	From Lab to Ref (I)	From Lab to LibDem (J)	Convict ion (K)	Tactica l (L)	More than a year ago (M)	In last year (N)	In last weeks (O)	In last days (P)	NET: Before campaig n (Q)	NET: Since campaig n (R)
Unweighted base	2422	1800	618	296	674	212	51	117	283	128	243	371	510	22	509	306	38	685	608	173	77	54	68	85	672	415	81	71	89	263	173	49	54	17	36	1323	434	802	174	475	349	976	824	
Weighted base	2422	1488	926	342	467	176	36*	98*	207	98	188	332	412	21**	398	286	29*	692	492	150	71**	48*	61*	70*	638	298	58*	50*	63*	269	126	41*	40*	15**	30*	1090	366	671	144	377	295	816	672	
NET: Yes	614	361	249	65	133	45	10	24	48	29	31	71	98	6	99	59	11	159	134	41	21	10	14	24	211	87	10	12	18	60	28	12	12	3	9	263	90	173	32	93	63	205	156	
	25%	24%	27%	19%	27%	26%	27%	24%	23%	29%	16%	21%	24%	28%	25%	21%	38%	23%	27%	28%	29%	21%	24%	34%	25%	29%	17%	25%	28%	20%	22%	29%	29%	20%	31%	24%	25%	26%	22%	25%	21%	25%	23%	
	cj				c								j		j		jko							q		B																	

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