

Voting behaviour and the media

- Class based voting and class/partisan dealignment
- Region
- Age
- Ethnicity
- Education
- Gender
- Governing competence

For political events during the year, see [2024 in United Kingdom politics and government](#) and [2024 in the United Kingdom](#).

[hide] Dates conducted	Pollster	Client	Area	Sample size	Con	Lab	Lib Dems	SNP	Green	Reform	Others	Lead
27–29 Jun	Deltapoll	<i>Mail on Sunday</i>	GB	1,645	21%	42%	11%	3%	4%	16%	3% [show]	21
27–28 Jun	We Think	N/A	GB	1,210	20%	42%	10%	3%	7%	16%	2%	22
26–28 Jun	Savanta	<i>The Telegraph</i>	UK	2,092	21%	38%	11%	2%	6%	14%	7%	17
26–28 Jun	Opinium	<i>The Observer</i>	GB	1,503	20%	40%	13%	3%	6%	17%	2% [show]	20
26–28 Jun	More in Common	N/A	GB	3,361	24%	39%	13%	3%	5%	13%	3% [show]	15
26–27 Jun	Whitestone Insight	<i>Daily Express</i> / <i>Daily Mirror</i>	GB	2,012	18%	38%	11%	2%	7%	21%	3% [show]	17
26–27 Jun	Techne	N/A	GB	1,643	19%	41%	12%	3%	5%	17%	3%	22
26–27 Jun	Redfield & Wilton	N/A	GB	5,000	19%	42%	11%	3%	5%	18%	2% [show]	23
25–27 Jun	YouGov	N/A	GB	4,110	20%	37%	13%	3%	7%	17%	4% [show]	17
15–27 Jun	Survation (MRP)	N/A	GB	23,364	25%	42%	11%	2%	5%	11%	4% [show]	17
25–26 Jun	PeoplePolling	<i>GB News</i>	GB	1,932	15%	40%	9%	2%	9%	21%	2% [show]	19
24–26 Jun	BMG	<i>The i</i>	GB	1,522	20%	42%	12%	3%	6%	16%	2%	22
24–26 Jun	More in Common	<i>The News Agents</i>	GB	3,420	23%	40%	11%	3%	5%	14%	3% [show]	17
24–26 Jun	Norstat	N/A	GB	2,025	23%	39%	12%	4%	6%	15%	2% [show]	16
24–26 Jun	Deltapoll	<i>The National</i>	GB	2,077	20%	42%	11%	3%	4%	17%	2% [show]	22
24–25 Jun	YouGov	N/A	GB	1,572	18%	36%	15%	3%	8%	17%	3% [show]	18
21–25 Jun	Survation	<i>Good Morning Britain</i>	UK	1,022	18%	41%	12%	2%	5%	14%	7% [show]	23
7–25 Jun	JL Partners (SRP) ^[a]	<i>The Sunday Times</i>	GB	13,584	22%	38%	13%	3%	5%	17%	2% [show]	16
21–24 Jun	JL Partners	<i>The Rest is Politics</i>	GB	2,005	25%	41%	11%	3%	5%	15%	1% [show]	16
21–24 Jun	Deltapoll	N/A	GB	1,568	19%	43%	13%	2%	5%	15%	2%	24
21–24 Jun	Redfield & Wilton	N/A	GB	10,000	18%	42%	12%	3%	6%	19%	2% [show]	23
21–24 Jun	Savanta	<i>The Telegraph</i>	UK	2,318	21%	42%	10%	3%	5%	14%	6%	21
21–24 Jun	Ipsos	N/A	GB	1,402	19%	42%	11%	5% ^[b]	7%	15%	1%	23
21–24 Jun	Verian	N/A	GB	1,047	21%	38%	12%	3%	8%	16%	2% [show]	17
20–24 Jun	Lord Ashcroft	N/A	GB	5,134	19%	40%	10%	3%	9%	17%	3% [show]	25
14–24 Jun	FindOutNow/Electoral Calculus (MRP)	<i>Daily Mirror</i> and <i>GB News</i>	GB	19,993	15%	40%	14%	3%	7%	17%	3% [show]	23
30 May – 24 Jun	We Think (MRP)	N/A	GB	18,595	22%	42%	11%	3%	6%	14%	3% [show]	20
21–23 Jun	More in Common	N/A	GB	2,046	25%	41%	10%	2%	5%	15%	2% [show]	16
20–21 Jun	We Think	N/A	GB	1,270	22%	43%	8%	3%	7%	13%	3% [show]	21
19–21 Jun	Savanta	<i>The Telegraph</i>	UK	2,103	19%	42%	9%	3%	5%	16%	6%	23
19–21 Jun	Opinium	<i>The Observer</i>	GB	1,484	20%	40%	12%	3%	9%	16%	1% [show]	20

Dates conducted	Pollster	Client	Sample size	Area	Con	Lab	SNP	Lib Dems	Plaid Cymru	Green	Reform	Others	Majority
15–27 Jun 2024	Survation (MRP)	N/A	23,364	GB	85	470 ^[1]	12	56	3	2	4	0	Lab 290
7–25 Jun 2024	JL Partners (SRP)	<i>The Sunday Times</i>	13,584	GB	105	450	15	55	3	1	2	19 ^[1]	Lab 250
14–24 Jun 2024	Find Out Now/Electoral Calculus (MRP)	<i>Daily Mirror</i>	19,993	GB	60	450 ^[1]	24	71	4	4	18	1 ^[k]	Lab 250
30 May–21 Jun 2024	We Think (MRP)	<i>The Economist</i>	18,595	GB	76	465	29	52	3	3	3	19 ^[1]	Lab 280
4–20 Jun 2024	Focaldata (MRP)	N/A	24,536	GB	110	450	16	50	2	1	1	19 ^[1]	Lab 250
11–18 Jun 2024	YouGov (MRP)	<i>Sky News</i>	39,979	GB	108	425	20	67	4	2	5	0	Lab 200
7–18 Jun 2024	Savanta (MRP)	<i>The Telegraph</i>	17,812	GB	53	516	8	50	4	0	0	0	Lab 382
22 May – 17 Jun 2024	More in Common (MRP)	<i>The News Agents</i>	10,850	GB	155	406	18	49	2	1	0	0	Lab 162
7–12 Jun 2024	Ipsos (MRP)	N/A	19,689	GB	115	453	15	38	4	3	3	0	Lab 256
31 May – 13 Jun 2024	Survation (MRP)	<i>Best For Britain</i>	42,269	GB	72	456	37	56	2	1	7	0	Lab 262
3 Jun	Nigel Farage becomes leader of Reform UK												
22 May – 2 Jun 2024	Survation (MRP)	<i>Best For Britain</i>	30,044	GB	71	487	26	43	2	0	3	0	Lab 324
24 May – 1 Jun 2024	YouGov (MRP)	<i>Sky News</i>	58,875	GB	140	422	17	48	2	2	0	0	Lab 194
9 Apr – 29 May 2024	More in Common (MRP)	N/A	15,000	GB	180	382	35	30	3	1	0	0	Lab 114
20–27 May 2024	Find Out Now/Electoral Calculus (MRP - with tactical voting)	<i>Daily Mail/GB News</i>	10,390	GB	66	476	26	59	3	2	0	0	Lab 302
	Find Out Now/Electoral Calculus (MRP - without tactical voting)				72	493	22	39	4	2	0	0	Lab 336
22 May	Rishi Sunak announces that a general election will be held on 4 July 2024												
6–8 May	John Swinney is elected Leader of the Scottish National Party and First Minister of Scotland												
2 May	Local elections in England and Wales and the Blackpool South by-election												
7–27 Mar 2024	YouGov (MRP)	N/A	18,761	GB	155	403	19	49	4	1	0	0	Lab 156
8–22 Mar 2024	Survation (MRP)	<i>Best For Britain</i>	15,029	GB	98	468	41	22	2	0	0	0	Lab 286
24 Jan – 12 Feb 2024	Find Out Now/Electoral Calculus (MRP)	<i>The Mirror</i>	18,151	GB	80	452	40	53	4	2	0	1	Lab 254
12 Dec – 4 Jan 2024	YouGov (MRP)	Conservative Britain Alliance ^[9]	14,110	GB	169	385	25	48	3	1	0	0	Lab 120



https://www.youtube.com/watch?v=cJpyks_IPhQ&t=1s

Blair




<https://www.youtube.com/watch?v=MZPqBNc4wmw>




Thatcher

<https://www.bbc.co.uk/news/videos/cpv359qq15eo>




Curtice

1959 15 October 1964 1966			
← outgoing members		elected members →	
All 630 seats in the House of Commons 316 seats needed for a majority			
Opinion polls			
Turnout	77.1%, ▼1.7%		
Leader			
Party	Labour	Conservative	Liberal
Leader since	14 February 1963	18 October 1963	5 November 1956
Leader's seat	Huyton	Kinross and Western Perthshire	Orkney and Shetland
Last election	258 seats, 43.8%	365 seats, 49.4%	6 seats, 5.9%
Seats won	317	304 ^[note 1]	9
Seat change	▲59	▼61	▲3
Popular vote	12,205,808	12,002,642	3,099,283
Percentage	44.1%	43.4%	11.2%
Swing	▲0.3%	▼6.0%	▲5.3%




1964 31 March 1966 1970			
← outgoing members		elected members →	
All 630 seats in the House of Commons 316 seats needed for a majority			
Opinion polls			
Turnout	75.8%, ▼1.3%		
Leader			
Party	Labour	Conservative	Liberal
Leader since	14 February 1963	28 July 1965	5 November 1956
Leader's seat	Huyton	Bexley	Orkney and Shetland
Last election	317 seats, 44.1%	304 seats, 43.4%	9 seats, 11.2%
Seats won	364 ^[note 1]	253	12
Seat change	▲47	▼51	▲3
Popular vote	13,096,951	11,418,433	2,327,533
Percentage	48.0%	41.9%	8.5%
Swing	▲3.9%	▼1.5%	▼2.7%




1970 United Kingdom general election 18 June 1970 Feb 1974			
← outgoing members		elected members →	
All 630 seats in the House of Commons 316 seats needed for a majority			
Opinion polls			
Turnout	72.0%, ▼3.8%		
Leader			
Party	Conservative	Labour	Liberal
Leader since	28 July 1965	14 February 1963	18 January 1967
Leader's seat	Bexley	Huyton	North Devon
Last election	253 seats, 41.9%	364 seats, 48.0%	12 seats, 8.5%
Seats won	330	286 ^[note 1]	6
Seat change	▲77	▼75	▼6
Popular vote	13,145,123	12,208,758	2,117,035
Percentage	46.4%	43.1%	7.5%
Swing	▲4.5%	▼4.9%	▼1.0%

1970 28 February 1974 Oct 1974			
← outgoing members		elected members →	
All 635 seats in the House of Commons 318 seats needed for a majority			
Opinion polls			
Turnout	78.8%, ▲6.8%		
Leader			
Party	Labour	Conservative	Liberal
Leader since	14 February 1963	28 July 1965	18 January 1967
Leader's seat	Huyton	Sidcup	North Devon
Last election	288 seats, 43.1%	330 seats, 46.4%	6 seats, 7.5%
Seats before	287	325	6
Seats won	301	297 ^[note 1]	14
Seat change	▲14	▼28	▲8
Popular vote	11,645,616	11,872,180	6,059,519
Percentage	37.2%	37.9%	19.3%
Swing	▼5.9%	▼8.5%	▲11.8%




1974 10 October 1974 1979			
← outgoing members		elected members →	
All 635 seats in the House of Commons 318 seats needed for a majority			
Opinion polls			
Turnout	72.8%, ▼6.0%		
Leader			
Party	Labour	Conservative	Liberal
Leader since	14 February 1963	28 July 1965	18 January 1967
Leader's seat	Huyton	Sidcup	North Devon
Last election	301 seats, 37.2%	297 seats, 37.9%	14 seats, 19.3%
Seats won	319	277 ^[note 1]	13
Seat change	▲18	▼20	▼1
Popular vote	11,457,079	10,462,565	5,346,704
Percentage	39.2%	35.8%	18.3%
Swing	▲2.0%	▼2.1%	▼1.0%

1979 United Kingdom general election 3 May 1979 1983			
← outgoing members		elected members →	
All 635 seats in the House of Commons 318 seats needed for a majority			
Opinion polls			
Turnout	76.0%, ▲3.2%		
Leader			
Party	Conservative	Labour	Liberal
Leader since	11 February 1975	5 April 1976	7 July 1976
Leader's seat	Finchley	Cardiff South East	Roxburgh, Selkirk and Peebles
Last election	277 seats, 35.8%	319 seats, 39.2%	13 seats, 18.3%
Seats won	339	269 ^[a]	11
Seat change	▲62	▼50	▼2
Popular vote	13,697,923	11,532,218	4,313,804
Percentage	43.9%	36.9%	13.8%
Swing	▲8.1%	▼2.3%	▼4.5%

1983 9 June 1983 1987			
← outgoing members		elected members →	
All 650 seats in the House of Commons 326 seats needed for a majority			
Opinion polls			
Turnout	72.7%, ▼3.3%		
Leader			
Party	Conservative	Labour	Alliance
Leader since	11 February 1975	10 November 1980	7 July 1976 (Steel) 7 July 1982 (Jenkins)
Leader's seat	Finchley	Blaenau Gwent	Tweeddale, Ettrick and Lauderdale (Steel) Glasgow Hillhead (Jenkins)
Last election	339 seats, 43.9%	269 seats, 36.9%	11 seats, 13.8% ^[a]
Seats before	359	261	9
Seats won	397	209 ^[b]	23
Seat change	▲58 ^[a]	▼60 ^[a]	▲12 ^[a]
Popular vote	13,012,316	8,456,934	7,780,949
Percentage	42.4%	27.6%	25.4%
Swing	▼1.5%	▼9.3%	▲11.6%

1987 United Kingdom general election 11 June 1987 1992			
← outgoing members		elected members →	
All 650 seats in the House of Commons 326 seats needed for a majority			
Opinion polls			
Turnout	75.3%, ▲2.6%		
Leader			
Party	Conservative	Labour	Alliance
Leader since	11 February 1975	2 October 1983	7 July 1976 (Steel) 21 June 1983 (Owen)
Leader's seat	Finchley	Islwyn	Tweeddale, Ettrick and Lauderdale (Steel) Plymouth Devonport (Owen)
Last election	397 seats, 42.4%	209 seats, 27.6%	23 seats, 25.4%
Seats won	376 ^[a]	229	22
Seat change	▼21	▲20	▼1
Popular vote	13,760,583	10,029,807	7,341,633
Percentage	42.2%	30.8%	22.6%
Swing	▼0.2%	▲3.2%	▼2.8%

1992 United Kingdom general election 9 April 1992 1997			
← outgoing members		elected members →	
All 651 seats in the House of Commons 326 seats needed for a majority			
Opinion polls			
Turnout	77.7% (▲2.4%)		
Leader			
Party	Conservative	Labour	Liberal Democrats
Leader since	27 November 1990	2 October 1983	16 July 1988
Leader's seat	Huntingdon	Islwyn	Yeovil
Last election	376 seats, 42.2%	229 seats, 30.8%	22 seats, 22.6% ^[a]
Seats won	336	271	20
Seat change	▼40	▲42	▼2
Popular vote	14,093,007	11,560,484	5,999,606
Percentage	41.9%	34.4%	17.8%
Swing	▼0.3%	▲3.6%	▼4.8%

1997 United Kingdom general election 1 May 1997 2001			
← outgoing members		elected members →	
All 659 seats in the House of Commons 330 seats needed for a majority			
Opinion polls			
Registered	43,846,152 ^[1]		
Turnout	71.3% (▼6.4%)		
Leader			
Party	Labour	Conservative	Liberal Democrats
Leader since	21 July 1994	4 July 1995 ^[1]	16 July 1988
Leader's seat	Sedgefield	Huntingdon	Yeovil
Last election	271 seats, 34.4%	336 seats, 41.9%	20 seats, 17.8%
Seats before	273 [†]	343 [†]	18 [†]
Seats won	418	165	46
Seat change	▲146*	▼178*	▲28*
Popular vote	13,518,167	9,591,085	5,242,947
Percentage	43.2%	30.7%	16.8%
Swing	▲8.8%	▼11.2%	▼1.0%

1997 United Kingdom general election



← 1992

1 May 1997

2001 →

← outgoing members

elected members →

All 659 seats to the House of Commons
330 seats needed for a majority

Opinion polls

Registered

43,846,152^[1]

Turnout

71.3% (▼6.4%)



	Tony Blair	John Major	Paddy Ashdown
Leader	Tony Blair	John Major	Paddy Ashdown
Party	Labour	Conservative	Liberal Democrats
Leader since	21 July 1994	4 July 1995 ^[n 1]	16 July 1988
Leader's seat	Sedgefield	Huntingdon	Yeovil
Last election	271 seats, 34.4%	336 seats, 41.9%	20 seats, 17.8%
Seats before	273 [†]	343 [†]	18 [†]
Seats won	418	165	46
Seat change	▲146*	▼178*	▲28*
Popular vote	13,518,167	9,591,085	5,242,947
Percentage	43.2%	30.7%	16.8%
Swing	▲8.8%	▼11.2%	▼1.0%

1997
Majority 179

2019 United Kingdom general election



← 2017 12 December 2019 2024 →

← outgoing members elected members →

All 650 seats in the [House of Commons](#)

326^[n 1] seats needed for a majority

Opinion polls

Registered 47,567,752

Turnout 67.3% (▼ 1.5 pp)^[2]



Leader	Boris Johnson	Jeremy Corbyn
Party	Conservative	Labour
Leader since	23 July 2019	12 September 2015
Leader's seat	Uxbridge and South Ruislip	Islington North
Last election	317 seats, 42.4%	262 seats, 40.0%
Seats won	365	202 ^[n 2]
Seat change	▲ 48	▼ 60
Popular vote	13,966,454	10,269,051
Percentage	43.6%	32.1%
Swing	▲ 1.2 pp	▼ 7.9 pp

2019

Class based voting and class/partisan dealignment

- Class alignment 1945-66
- class/partisan dealignment
- 1970 'Rivers of blood'
- 1979 Margaret Thatcher C2 and DE
- 1997 Blair and the middle class
- 2017 Corbyn and the middle class (remainers)
- 2019 Johnson and the Red Wall

Region

- South East
- Big Cities
- Euroscepticism in Labour's heartlands
- West and East Midlands dealignment
- Scotland
- Liberal Democrats

Age

- Conservative older voters
- Labour younger voters
- Importance since 2017 and 2019

Ethnicity

- Ethnicity and class
- Ethnicity and Labour legislation
- Rivers of Blood
- Labour and Conservatives 2017
- Rishi Sunak
- Gaza?

Education

- Since 2017
- Conservatives and those with fewest educational qualifications
- Labour and those with most educational qualifications
- David Goodhart – *The Road to Somewhere*

Gender

- Women and the Conservatives
- Women and Labour

Governing competence

- 1959 Conservatives Harold Macmillan
- 1966 Labour Harold Wilson
- 1983 Conservatives Margaret Thatcher
- 1964 Conservative Sir Alec Douglas-Home
- 1974 (Feb) Conservative Edward Heath
- 1979 Labour James Callaghan