

REPORT

Focaldata

How Britain Voted



UK General Election, July 2024

UK Parliamentary Election
6th June 2017

Vote only once by
putting a cross [X] in
the box next to your
choice

Put no other mark on the
ballot paper or your vote
may not count

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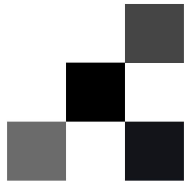
Report structure

01 Executive Summary

02 Demographics

03 Geography

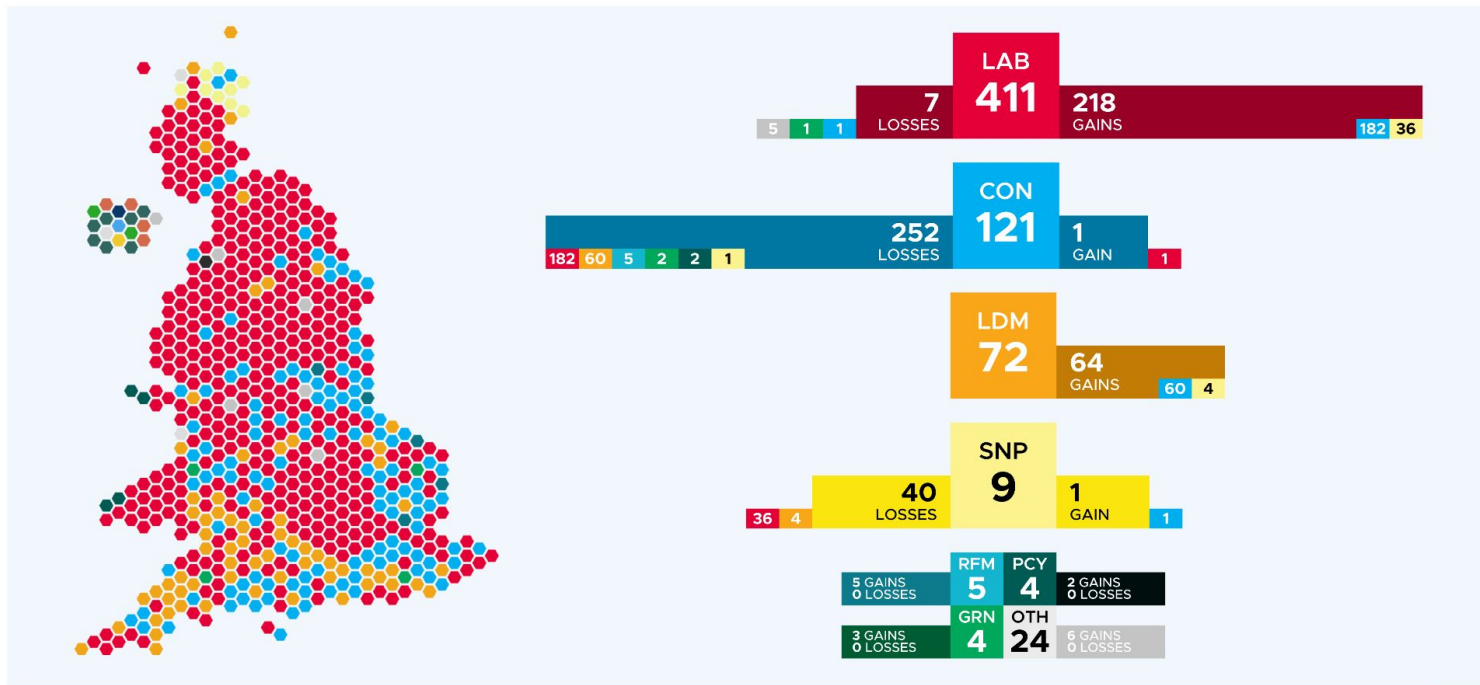
04 Political parties





Labour won a 172-seat majority

2024 GENERAL ELECTION SEAT COUNTS BY PARTY



Comparison with notional 2019 seats based on Thrasher & Rallings seat estimates on new constituency boundaries.



Executive Summary

1

Of the 2019 voters who also voted in 2024, The Conservatives have lost 23% of their 2019 vote to left-of-centre parties (Labour, Green, Liberal Democrats) and 23% to Reform. The former votes count double, since they were more likely to go to winning parties. The Conservative vote is now a similar composition to 1997 but a “shadow” of what it was. Its gains amongst leavers, C2, older voters, home owners and non Graduates made 2001-2019 have been wiped out.

2

Labour rebuilt the Red Wall with a vote share of 41%, up three percentage points on 2019. The party won 37 of the 38 Red Wall seats, with Ashfield going to Reform UK. The Conservatives lost all 28 Red Wall seats they won in 2019, dropping 24 percentage points in the process. The Liberal Democrats won a majority of ‘Blue Wall’ seats, with the party picking up 23 of these 43 seats that were won by the Conservatives in 2019. Labour’s vote share (17%) didn’t move, but the party gained 9 seats, with the Conservatives reduced to just 11.

3

Bar Islington North and Bristol Central, all the seats Labour lost were seats in which over a quarter of the population was Muslim. In addition, while Labour’s vote share sharply tracks density, Labour’s vote went down in the most densely populated areas compared to 2019. .

4

There is strong evidence of tactical voting, with Labour and Liberal Democrat voters switching to support the next largest party in Conservative-held seats. In Conservative seats where Liberal Democrats got >20% of the vote in 2019, 1 in 3 Labour voters switched to the LibDems. In seats where Labour got >20% of the vote, 1 in 4 Lib Dem voters switched to Labour.

02 Demographics

**BALLOT
BOX**

**POLLING
STATION**

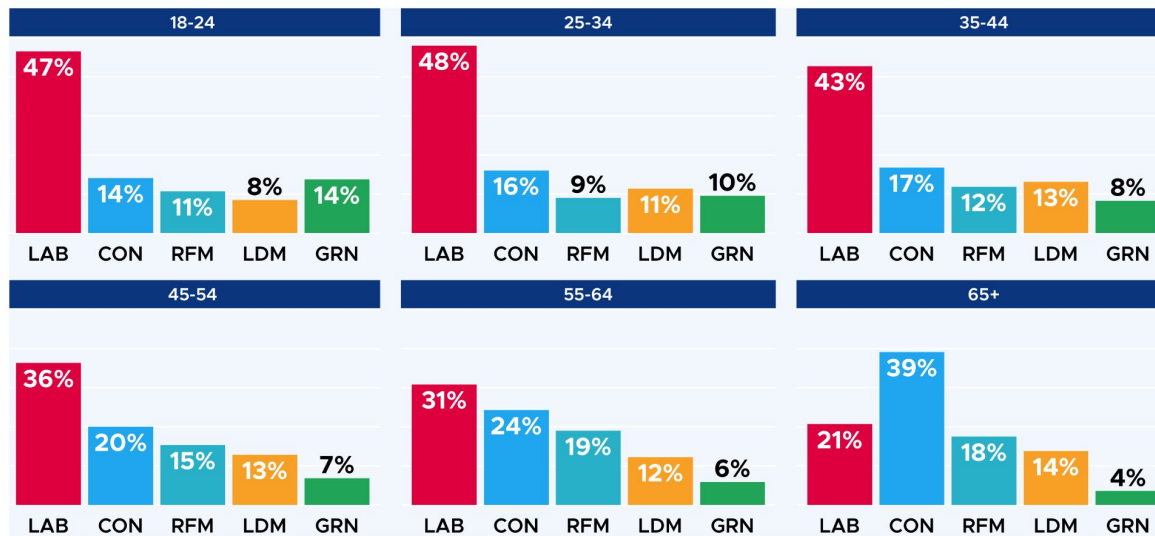
AGE GROUPS

Labour won with all working-age groups, but fell back on 2019 among the under 40s.



Labour won with all working-age groups

2024 VOTE BY AGE



Fieldwork conducted over the course of the general election campaign, with a sample size of 52,907 unique respondents. Results weighted by age, gender, education, ethnicity and each party's vote share in each region of Great Britain.



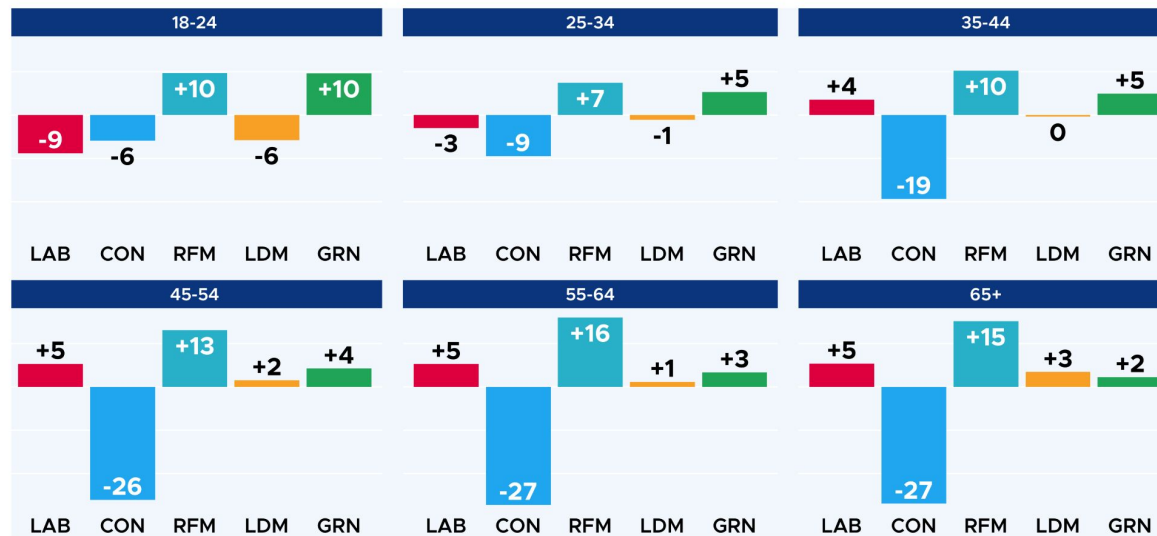
AGE GROUPS (CHANGE)

Labour won with all working-age groups, but fell back on 2019 among the under 40s.



Labour won with all working-age groups

2024 VOTE BY AGE (CHANGE WITH 2019)



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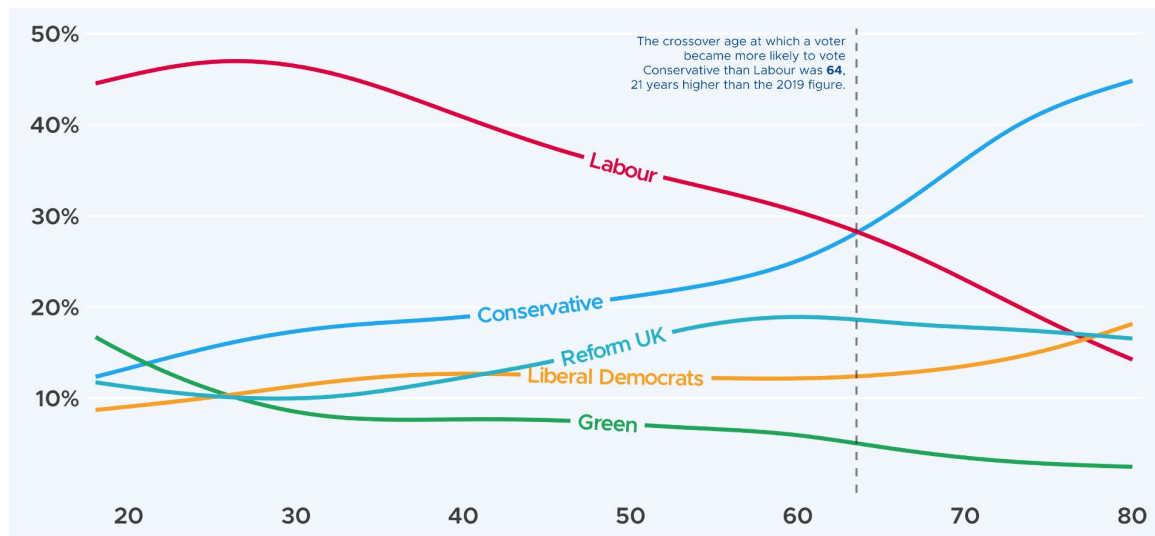
AGE CURVE

The crossover age at which a voter became more likely to vote Conservative than Labour was 64, more than 20 years higher than the 2019 figure.



Labour won with all working-age groups

2024 VOTE BY AGE



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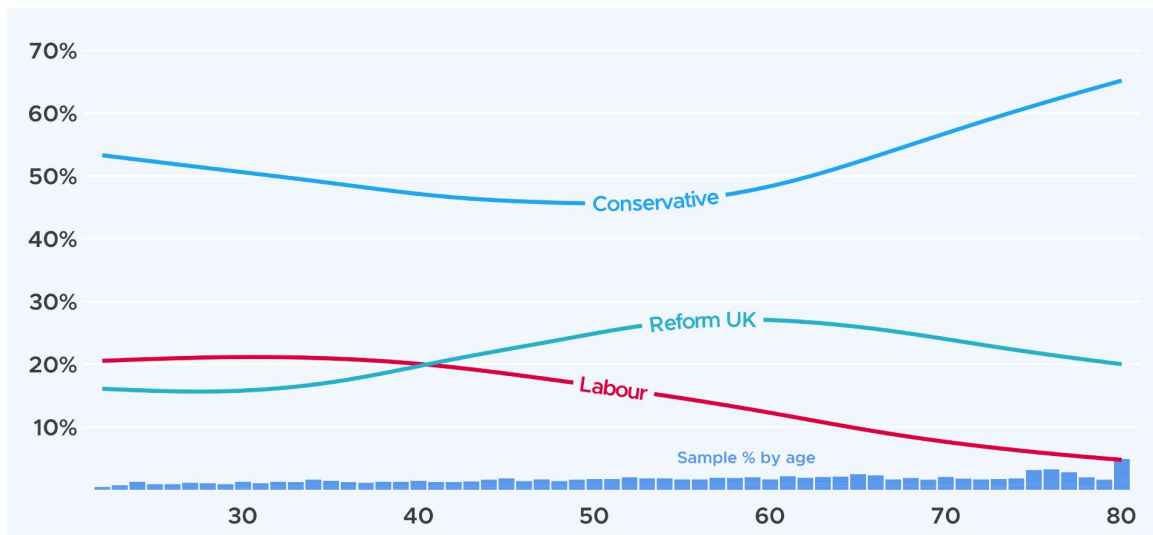
AGE CURVE (CONSERVATIVE 2019 VOTERS)

The Conservatives held around half of their 2019 voters, but this figure varied by age. Among 2019 Conservatives aged 35-60, a majority opted for other parties.



The Conservatives lost their middle-aged voters

2024 VOTE BY AGE (2019 CONSERVATIVE VOTERS)



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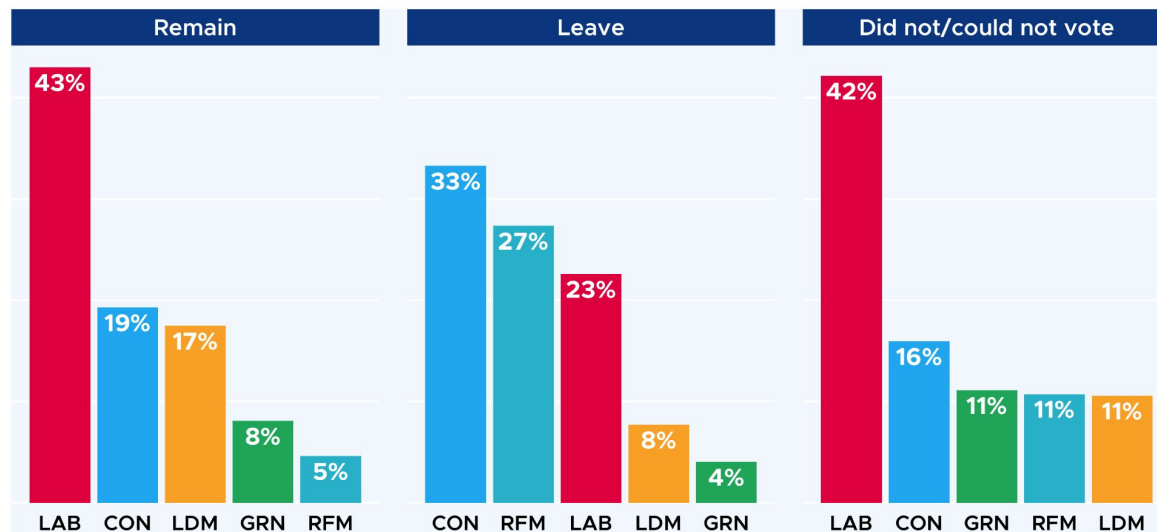
BREXIT VOTE

In contrast to the 2019 election when Leave voters more or less united behind the Conservatives, this time around the Leave vote was heavily split.



Leavers were divided; Remainders backed Labour

2024 VOTE BY RECALLED 2016 EU REFERENDUM VOTE



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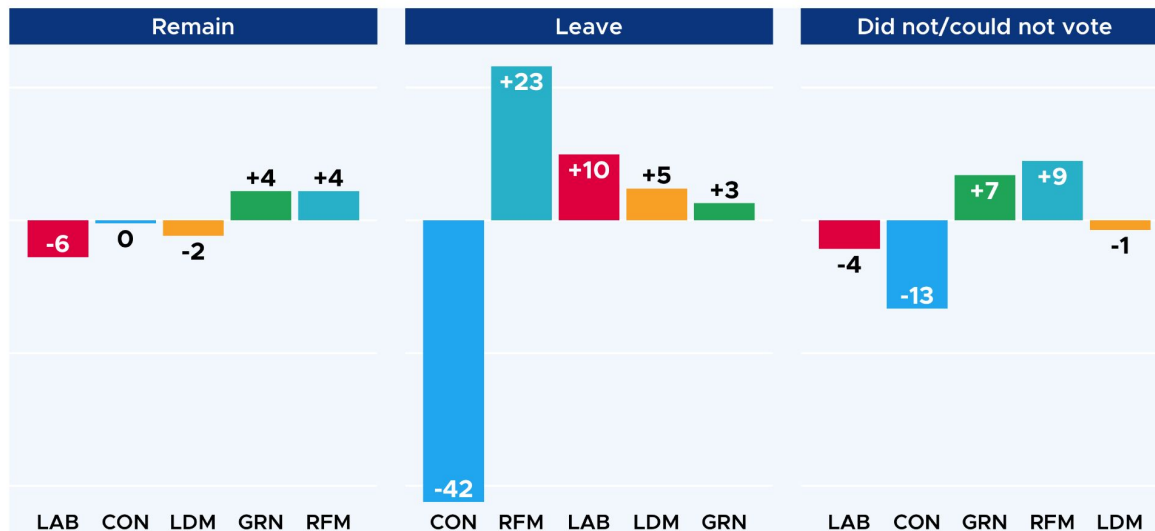
BREXIT VOTE (CHANGE)

The Conservatives lost 42 points among 2016 Leave voters.



The Conservatives collapsed with Leave voters

2024 VOTE BY RECALLED 2016 EU REFERENDUM VOTE



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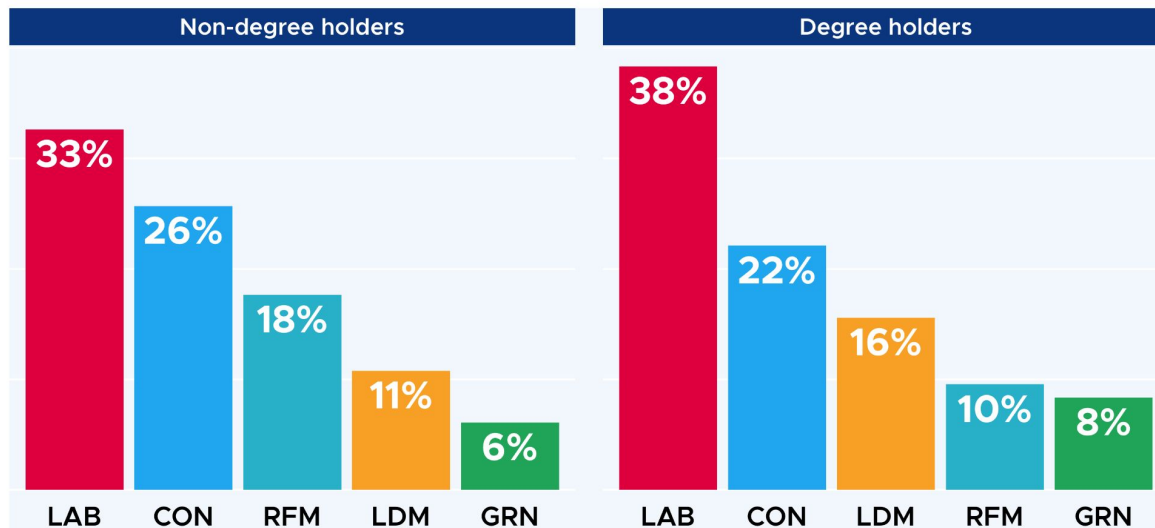
EDUCATION

Labour won a majority of votes among both degree and non-degree holders.



Labour led regardless of educational attainment

2024 VOTE BY EDUCATION



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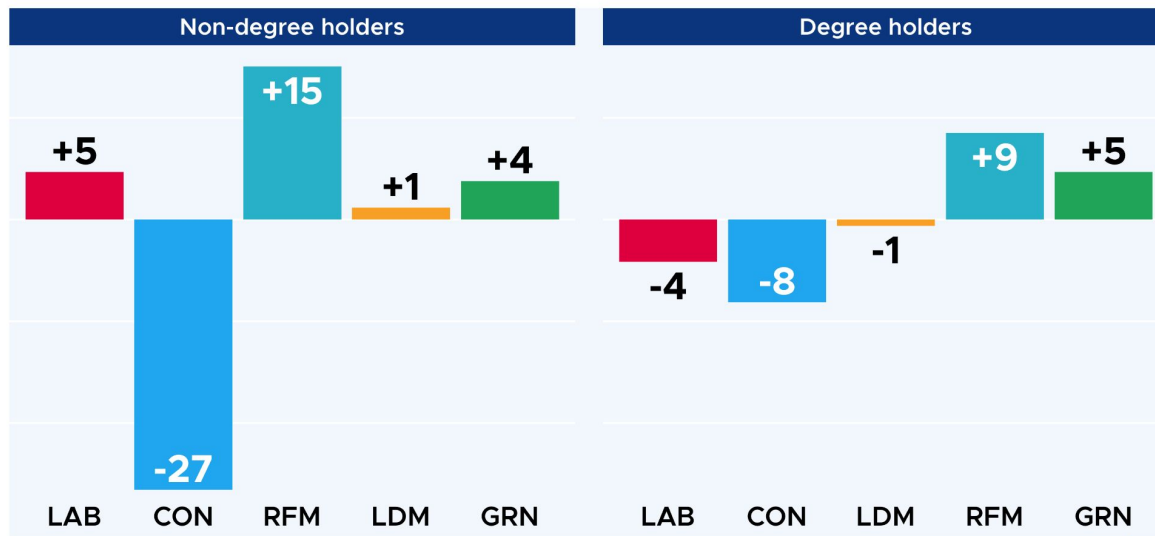
EDUCATION (CHANGE)

The Conservatives suffered their largest vote share drop among non-degree holders.



Major parties went backwards with degree holders

2024 VOTE BY EDUCATION (CHANGE WITH 2019)



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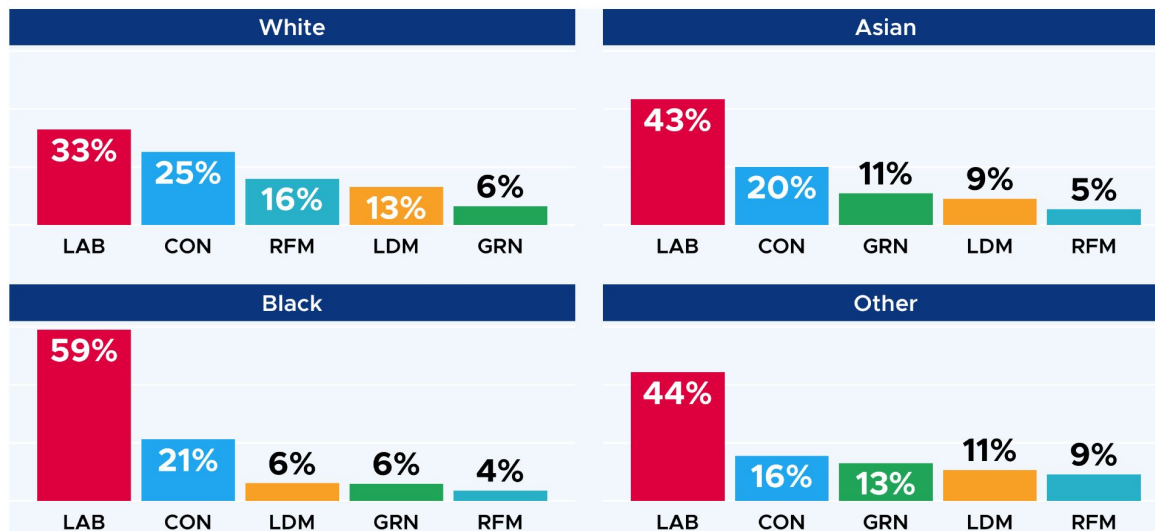
ETHNICITY

Labour won with all ethnic groups, with the Conservatives finishing second. Reform's vote was heavily contingent on ethnicity.



Labour won with all ethnic groups

2024 VOTE BY ETHNICITY



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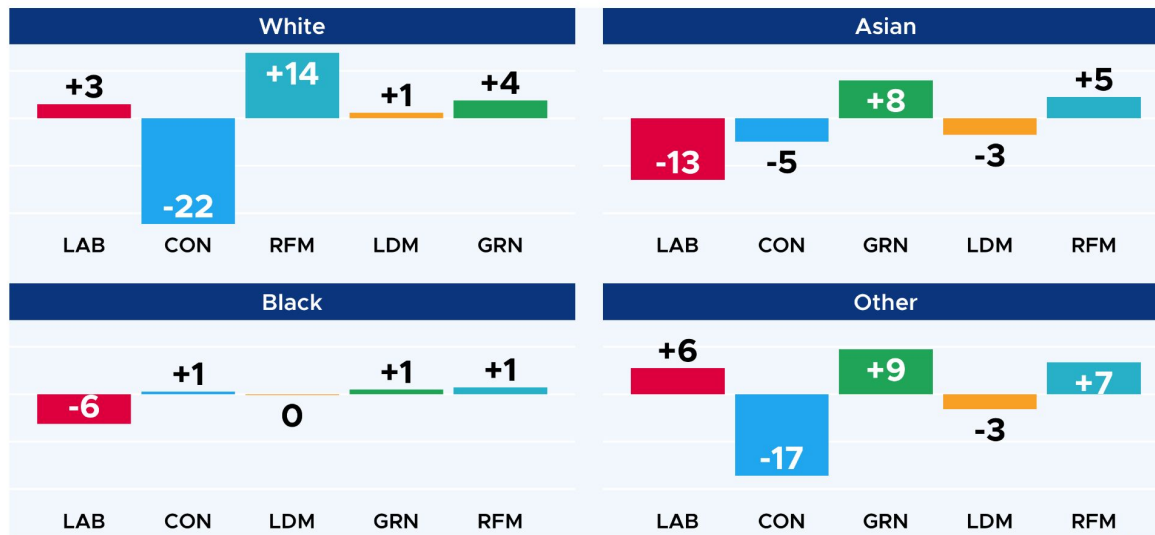
ETHNICITY (CHANGE)

Labour climbed by 3 points among white voters, but fell back among black and Asian Brits.



Labour went backwards with ethnic minorities

2024 VOTE BY ETHNICITY (CHANGE WITH 2019)



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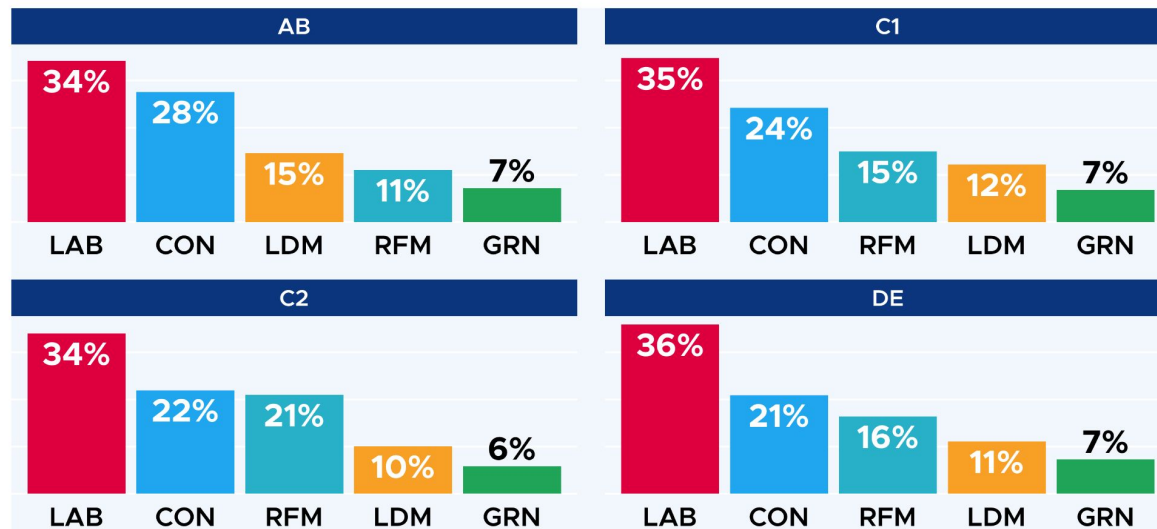
SOCIAL GRADE

Conservatives and Reform were almost tied among C2 voters, the ‘super demographic’ that has significant electoral power



Labour won with all social grades

2024 VOTE BY SOCIAL GRADE



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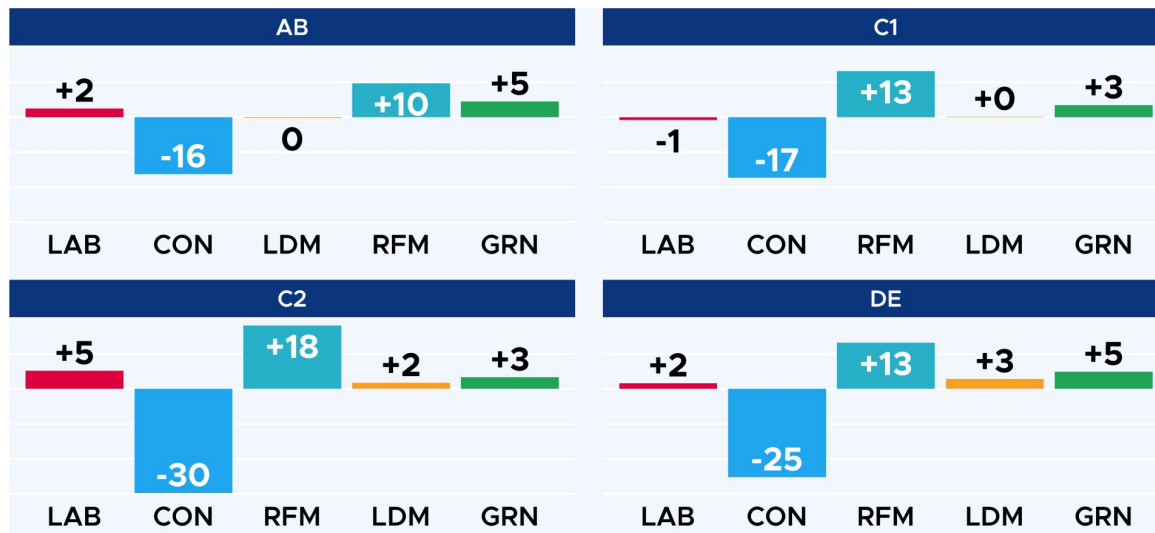
SOCIAL GRADE (CHANGE)

The Conservatives suffered the largest vote share collapse among C2 voters.



The Conservatives fell heavily among C2DE voters

2024 VOTE BY SOCIAL GRADE (CHANGE WITH 2019)



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03 Geography

**BALLOT
BOX**

**POLLING
STATION**

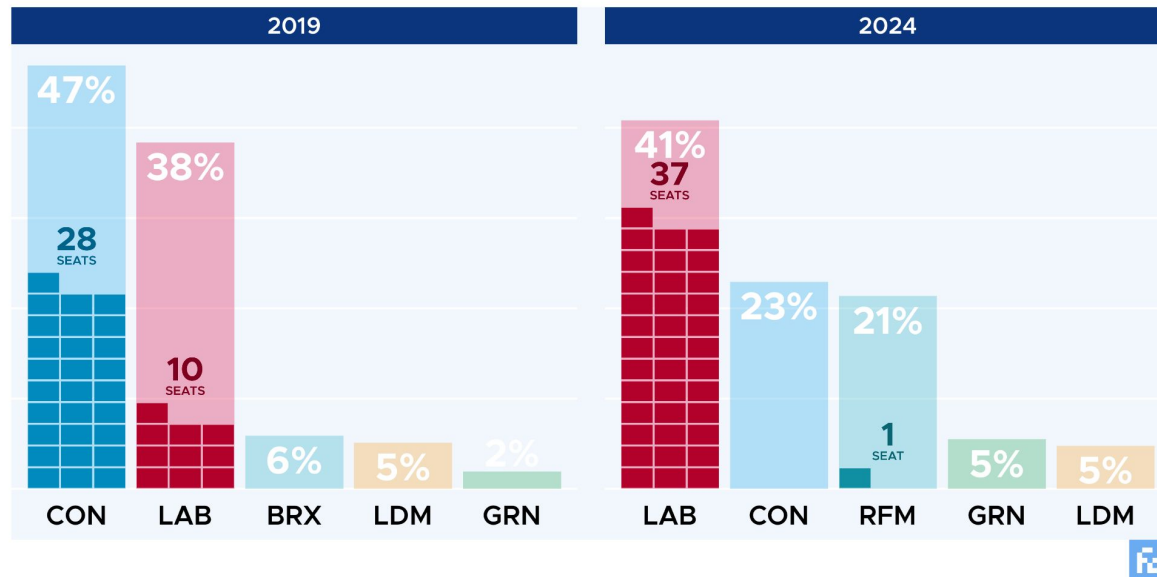
RED WALL

Labour rebuilt the Red Wall with a vote share of 41%, up three percentage points on 2019. The party won 37 of the 38 Red Wall seats, with Ashfield going to Reform UK. The Conservatives lost all 28 Red Wall seats they won in 2019, dropping 24 percentage points in the process.



Labour successfully rebuilt the Red Wall

AVERAGE VOTE SHARE AND WINNERS IN RED WALL SEATS, 2019 VS. 2024



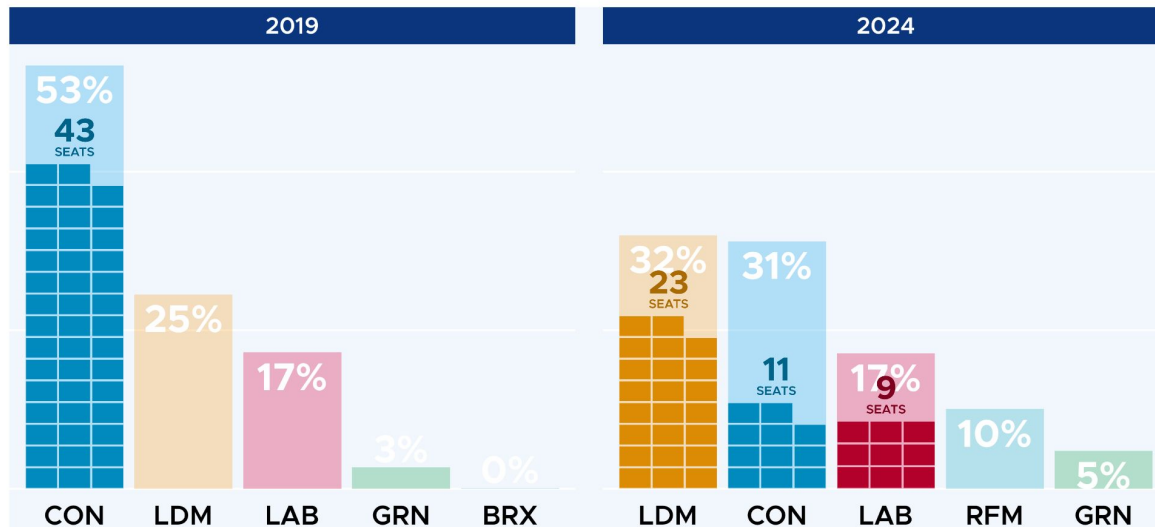
BLUE WALL

The Liberal Democrats won a majority of ‘Blue Wall’ seats, with the party picking up 23 of these 43 seats that were won by the Conservatives in 2019. Labour’s vote share (17%) didn’t move, but the party gained 9 seats, with the Conservatives reduced to just 11.



The Conservative ‘Blue Wall’ fractured

AVERAGE VOTE SHARE AND WINNERS IN ‘BLUE WALL’ SEATS, 2019 VS. 2024



‘Blue Wall’ defined as seats in the South of England won by the Conservatives in 2019, which voted to remain in the European Union in 2016 and over 30% of the population is degree-educated. Notional 2016 EU referendum results sourced from Chris Hanretty.



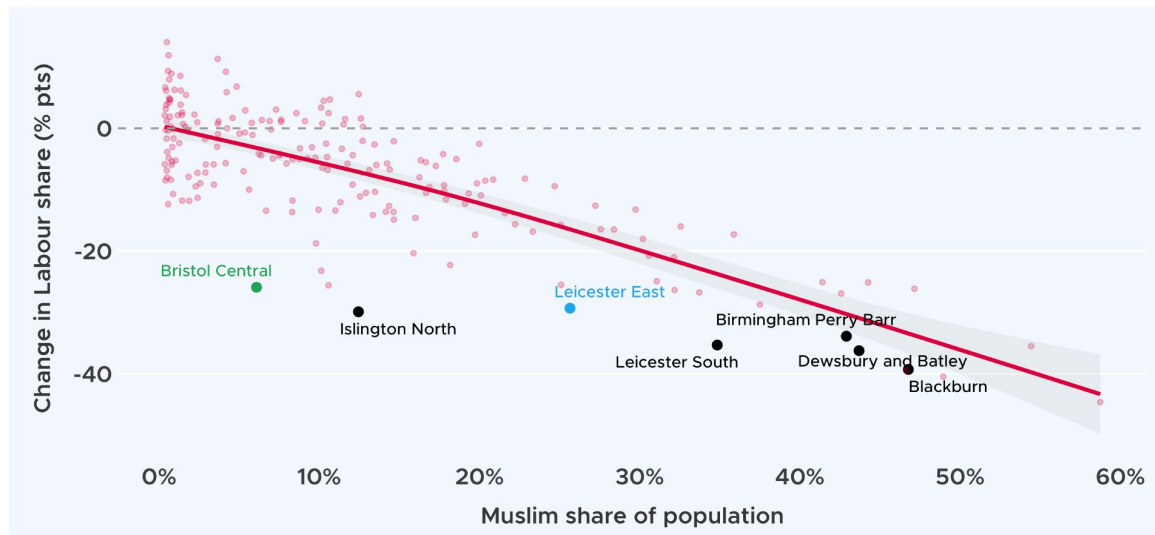
MUSLIM POPULATION BY SEAT

Bar Islington North and Bristol Central, all the seats Labour lost were seats in which over a quarter of the population was Muslim.



Labour collapsed in seats with more Muslim voters

CHANGE IN LABOUR VOTE SHARE IN 2019 LABOUR SEATS



Points coloured by winning party.



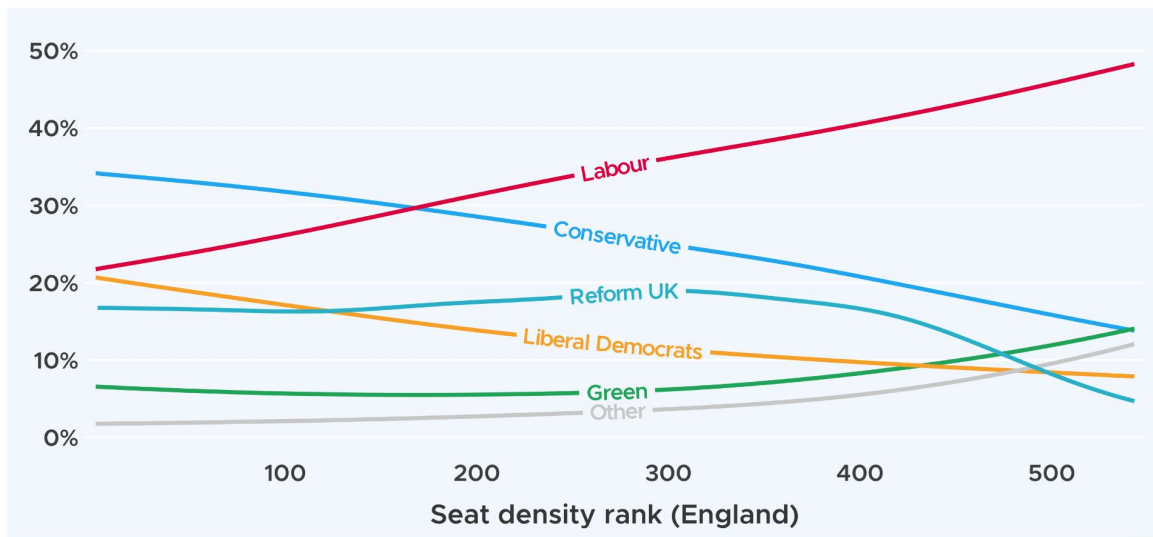
SEAT DENSITY

The Labour vote sharply tracks population density, with more urban and densely populated areas far more likely to return higher vote shares.



Labour and the Greens did best in urban areas

RESULT BY POPULATION DENSITY RANK



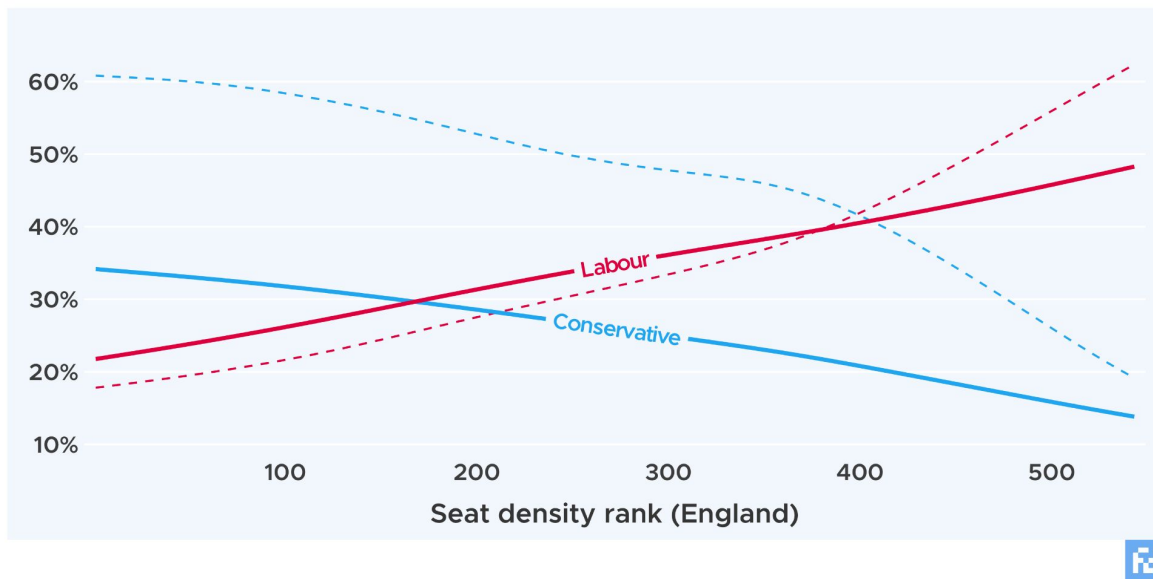
SEAT DENSITY (CHANGE)

That being said, Labour's vote share in the most densely populated areas was lower than in 2019.



Both major parties lost ground in urban areas

RESULT BY POPULATION DENSITY RANK: 2024 VS. 2019



04 Political Parties

**BALLOT
BOX**

**POLLING
STATION**

VOTING BY 2019 PAST VOTE (2024 VOTERS ONLY)

Among those who turned out in 2024, the Conservatives lost 23% of their 2019 vote to left-of-centre parties (Labour, Green, Liberal Democrats) and 23% to Reform.



The Conservatives retained just half their 2019 base

VOTER FLOWS BETWEEN 2019 AND 2024



Recalled 2019 vote	CON	LAB	LDM	GRN	RFM	SNP	PCY	OTH	DNV
CON	52	13	7	3	23	0	0	2	
LAB	3	75	6	7	4	0	1	3	
LDM	6	19	66	4	3	0	0	2	
GRN	3	16	11	59	7	0	0	5	
BRX	7	9	5	3	72	0	0	4	
SNP	3	23	4	3	4	61	0	2	
PCY	5	20	10	3	9	1	50	3	
OTH	7	20	9	7	26	1	0	30	
DNV	13	36	11	11	15	1	1	11	
	CON	LAB	LDM	GRN	RFM	SNP	PCY	OTH	DNV
	2024 vote								

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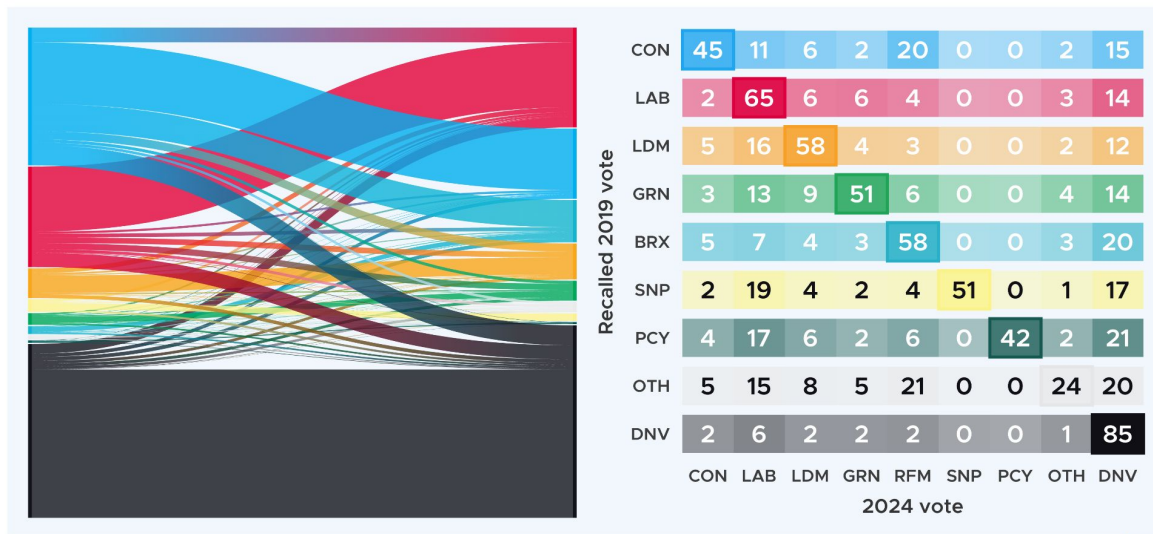
VOTING BY 2019 PAST VOTE (ALL ELIGIBLE VOTERS)

The Conservatives lost 19% of their 2019 vote to left-of-centre parties (Labour, Green, Liberal Democrats) and 20% to Reform. 15% of 2019 Conservative Voters did not vote.



The Conservatives retained just half their 2019 base

VOTER FLOWS BETWEEN 2019 AND 2024



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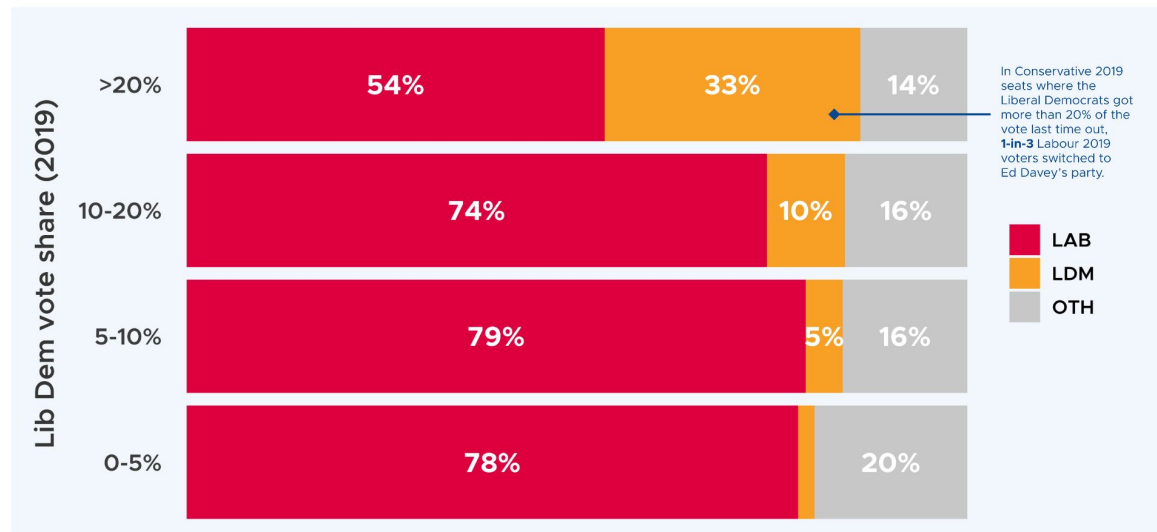
TACTICAL VOTING (2019 LABOUR VOTERS)

Conservative seats that have a history of strong Liberal Democrat performance saw higher levels of tactical voting



Labour and the Lib Dems voted tactically

VOTE AMONG 2019 LABOUR VOTERS IN CONSERVATIVE SEATS



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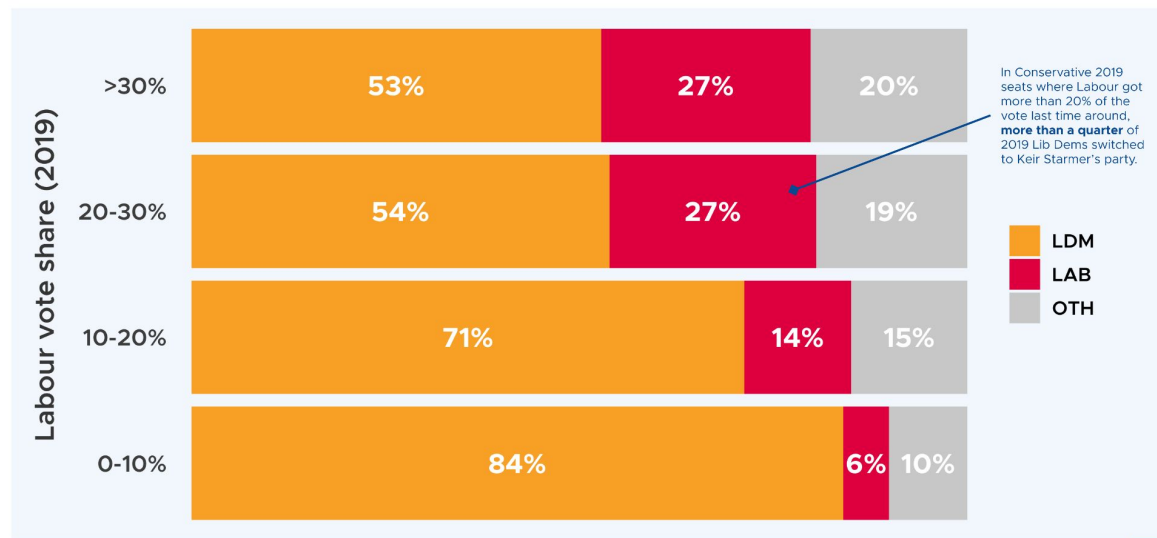
TACTICAL VOTING (2019 LIB DEM VOTERS)

Conversely, Conservative seats with strong Labour performance in 2019 saw a large number of Liberal Democrats vote tactically for Labour



Labour and the Lib Dems voted tactically

VOTE AMONG 2019 LIB DEM VOTERS IN CONSERVATIVE SEATS



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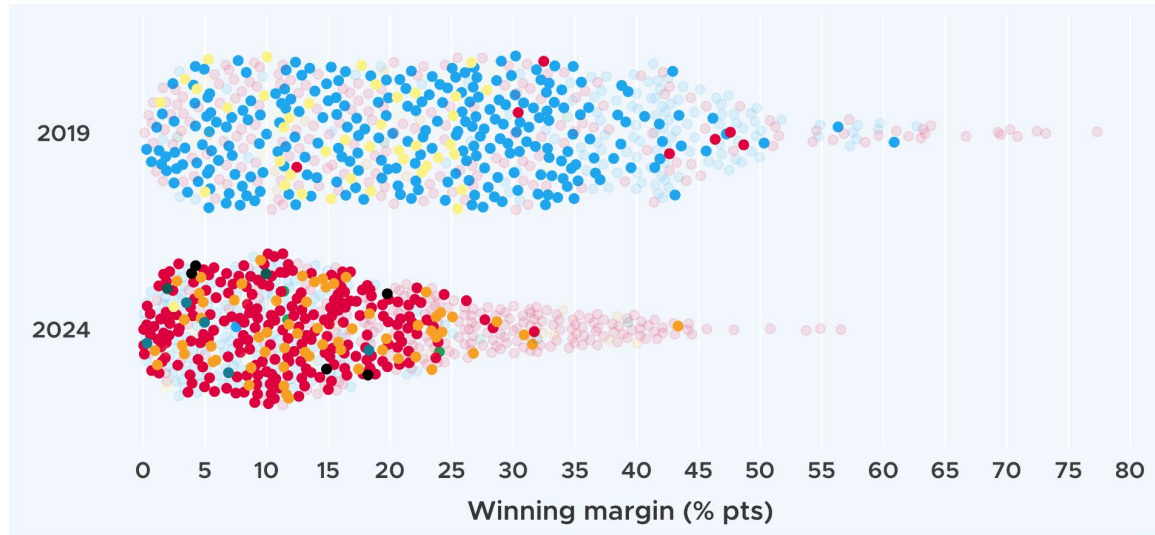
MARGINALITY

The number of seats won by very small margins (<5pp) increased between 2019 and 2024



Britain has become more marginal

DISTRIBUTION OF SEATS BY WINNING MARGIN, 2019 VS. 2024



Colin Rallings and Michael Thrasher's estimates used for notional 2019 seat margins. Points coloured by past or projected winner, with gained seats highlighted.



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How Britain Voted

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