

YouGov Survey Results

Sample Size: 2049 GB Adults
Fieldwork: 22nd - 23rd July 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2049	369	527	189	221	722	763	992	1057	215	846	506	481	1168	881	1772	98	178	486	336	248	703	
Unweighted Sample	2049	316	627	225	245	857	765	928	1121	140	853	541	515	1260	789	1755	117	177	499	333	224	699	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much would you say you like or dislike the following kinds of weather?

Sunny and hot

Love	31	32	32	23	34	33	29	29	33	32	33	32	26	32	30	30	35	34	37	25	29	29
Like	36	37	39	39	39	38	37	38	34	29	35	37	41	38	34	36	30	36	36	35	35	37
TOTAL LOVE / LIKE	67	69	71	62	73	71	66	67	67	61	68	69	67	70	64	66	65	70	73	60	64	66
Neither like nor dislike	11	13	10	11	8	9	14	12	10	8	9	12	15	10	13	11	10	8	10	13	12	10
Dislike	15	14	14	18	10	15	14	15	15	19	15	14	15	15	15	15	19	16	11	18	17	15
Hate	7	4	5	8	8	6	6	7	7	12	8	5	4	6	8	7	6	5	6	8	5	8
TOTAL DISLIKE / HATE	22	18	19	26	18	21	20	22	22	31	23	19	19	21	23	22	25	21	17	26	22	23
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0

Sunny and warm

Love	50	48	52	51	52	53	45	47	53	52	53	48	45	52	47	50	50	46	55	44	52	49
Like	38	42	38	39	35	37	43	38	39	30	34	42	46	36	41	38	37	42	35	41	36	40
TOTAL LOVE / LIKE	88	90	90	90	87	90	88	85	92	82	87	90	91	88	88	88	87	88	90	85	88	89
Neither like nor dislike	7	8	5	6	6	5	7	9	5	6	7	7	7	6	7	7	7	5	6	9	7	6
Dislike	3	1	3	2	5	3	2	4	2	8	3	2	1	4	2	3	6	2	3	3	4	3
Hate	2	1	2	2	2	1	2	2	1	2	3	1	0	1	2	2	0	3	1	3	1	2
TOTAL DISLIKE / HATE	5	2	5	4	7	4	4	6	3	10	6	3	1	5	4	5	6	5	4	6	5	5
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	1	0	0	0

Sunny and cold

Love	19	15	23	24	17	26	15	17	21	19	24	20	11	23	15	19	28	17	17	16	20	22
Like	51	58	50	54	49	51	56	49	52	37	49	54	56	53	48	51	48	55	48	51	51	52
TOTAL LOVE / LIKE	70	73	73	78	66	77	71	66	73	56	73	74	67	76	63	70	76	72	65	67	71	74
Neither like nor dislike	21	20	19	15	26	17	23	23	19	18	18	19	29	17	25	22	17	15	26	24	19	18
Dislike	7	5	7	6	6	5	5	8	6	22	7	6	3	6	9	7	6	9	9	8	7	6
Hate	1	1	0	0	2	1	1	2	1	4	1	1	1	1	2	1	1	4	0	1	1	2
TOTAL DISLIKE / HATE	8	6	7	6	8	6	6	10	7	26	8	7	4	7	11	8	7	13	9	9	8	8
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0

Heavy rain

Love	8	4	7	6	10	7	6	9	7	19	10	5	2	8	8	8	5	8	6	10	10	8
Like	12	7	13	15	12	14	10	12	12	14	16	10	7	12	12	12	7	13	13	11	15	12
TOTAL LOVE / LIKE	20	11	20	21	22	21	16	21	19	33	26	15	9	20	20	20	12	21	19	21	25	20
Neither like nor dislike	15	17	15	16	14	14	15	17	13	13	15	15	15	14	16	15	15	12	16	16	9	17
Dislike	36	42	38	38	35	38	39	35	37	28	30	38	49	38	33	36	41	33	35	37	34	37
Hate	29	30	27	25	29	27	30	26	31	25	29	32	27	27	31	28	32	35	31	26	32	26
TOTAL DISLIKE / HATE	65	72	65	63	64	65	69	61	68	53	59	70	76	65	64	64	73	68	66	63	66	63
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	1	0	1	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Light rain																						
Love	4	2	3	4	4	2	4	5	4	18	4	2	1	3	6	5	2	4	3	7	5	4
Like	19	12	22	24	17	18	18	21	18	28	21	17	14	18	21	19	23	22	18	18	20	19
TOTAL LOVE / LIKE	23	14	25	28	21	20	22	26	22	46	25	19	15	21	27	24	25	26	21	25	25	23
Neither like nor dislike	36	41	37	34	38	42	37	35	37	22	31	38	50	37	35	37	35	31	41	36	30	37
Dislike	33	38	33	34	34	32	33	33	33	27	35	36	31	36	30	33	35	33	34	31	38	33
Hate	6	7	5	4	6	6	7	5	7	4	8	6	4	5	8	6	4	10	4	8	7	6
TOTAL DISLIKE / HATE	39	45	38	38	40	38	40	38	40	31	43	42	35	41	38	39	39	43	38	39	45	39
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Showers																						
Love	3	1	3	3	3	2	3	3	3	9	3	3	1	3	4	3	2	1	4	4	3	3
Like	15	11	14	19	14	13	14	14	15	22	16	13	11	14	15	14	20	13	11	13	16	17
TOTAL LOVE / LIKE	18	12	17	22	17	15	17	17	18	31	19	16	12	17	19	17	22	14	15	17	19	20
Neither like nor dislike	36	45	36	35	37	40	38	38	35	20	28	40	54	35	38	37	27	33	38	44	30	36
Dislike	37	36	40	37	35	37	38	36	38	33	40	38	32	40	33	37	41	38	38	30	40	37
Hate	8	6	7	6	10	8	7	8	9	12	12	7	3	7	10	8	10	13	8	9	11	6
TOTAL DISLIKE / HATE	45	42	47	43	45	45	45	44	47	45	52	45	35	47	43	45	51	51	46	39	51	43
Don't know	1	0	0	0	2	0	0	1	1	4	1	0	0	0	1	1	0	2	1	0	1	1
Drizzle																						
Love	2	0	1	1	3	1	2	3	1	8	2	1	1	2	3	2	2	3	1	4	2	2
Like	10	6	12	11	10	10	9	11	9	20	12	7	6	10	10	10	14	8	10	10	15	9
TOTAL LOVE / LIKE	12	6	13	12	13	11	11	14	10	28	14	8	7	12	13	12	16	11	11	14	17	11
Neither like nor dislike	30	32	30	29	25	30	30	31	29	28	27	32	34	28	32	30	25	29	31	30	27	31
Dislike	45	50	45	49	48	47	45	43	47	34	44	46	51	49	40	45	47	47	47	43	45	44
Hate	12	12	11	9	13	12	14	11	13	9	13	14	9	11	13	12	12	11	10	12	11	13
TOTAL DISLIKE / HATE	57	62	56	58	61	59	59	54	60	43	57	60	60	60	53	57	59	58	57	55	56	57
Don't know	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2	0	0	0	0
Snow																						
Love	21	20	20	19	20	19	20	21	21	38	23	20	10	20	22	21	22	15	20	18	26	22
Like	32	24	36	37	31	36	28	33	31	33	36	31	26	35	28	31	42	36	31	33	34	29
TOTAL LOVE / LIKE	53	44	56	56	51	55	48	54	52	71	59	51	36	55	50	52	64	51	51	51	60	51
Neither like nor dislike	18	20	16	20	15	19	18	19	17	13	16	16	24	17	19	18	15	21	19	18	17	17
Dislike	18	21	17	16	22	16	20	16	19	12	14	20	25	17	18	18	13	14	19	19	13	20
Hate	11	15	10	8	12	9	14	11	12	3	10	13	15	11	12	11	7	12	12	11	10	12
TOTAL DISLIKE / HATE	29	36	27	24	34	25	34	27	31	15	24	33	40	28	30	29	20	26	31	30	23	32
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sleet																						
Love	2	0	1	2	1	1	1	3	1	4	2	1	0	1	2	2	2	0	2	2	2	1
Like	5	3	5	5	7	4	5	5	5	9	6	5	2	5	6	5	11	2	5	4	7	6
TOTAL LOVE / LIKE	7	3	6	7	8	5	6	8	6	13	8	6	2	6	8	7	13	2	7	6	9	7
Neither like nor dislike	17	21	17	14	18	16	19	19	15	15	16	19	18	17	17	17	23	13	16	17	20	17
Dislike	49	52	47	52	49	50	50	47	51	37	48	51	54	49	49	49	46	47	49	51	41	51
Hate	26	24	29	28	24	28	24	25	26	29	26	24	26	27	24	25	17	37	27	24	28	24
TOTAL DISLIKE / HATE	75	76	76	80	73	78	74	72	77	66	74	75	80	76	73	74	63	84	76	75	69	75
Don't know	2	0	1	0	1	1	0	1	2	6	2	0	0	2	2	2	1	2	2	2	2	1
Hail																						
Love	2	1	2	3	3	2	2	2	2	4	3	3	1	2	3	2	1	1	2	2	3	2
Like	10	7	10	8	10	10	8	10	10	16	12	10	4	9	11	10	17	7	7	11	11	11
TOTAL LOVE / LIKE	12	8	12	11	13	12	10	12	12	20	15	13	5	11	14	12	18	8	9	13	14	13
Neither like nor dislike	20	21	21	17	23	20	22	21	18	12	20	22	20	19	20	20	25	17	19	20	20	19
Dislike	45	48	47	48	41	47	44	44	45	35	42	46	52	48	40	44	40	48	46	43	39	46
Hate	23	23	19	23	23	20	23	22	23	30	24	19	23	22	24	23	17	26	25	24	23	21
TOTAL DISLIKE / HATE	68	71	66	71	64	67	67	66	68	65	66	65	75	70	64	67	57	74	71	67	62	67
Don't know	1	0	0	0	1	0	0	1	0	5	0	0	0	0	1	1	0	2	1	0	3	0
Windy																						
Love	2	1	2	1	3	2	2	3	1	0	2	3	1	2	2	2	1	1	2	1	2	3
Like	12	10	13	14	8	12	11	12	12	18	12	13	8	12	11	12	8	9	11	12	16	12
TOTAL LOVE / LIKE	14	11	15	15	11	14	13	15	13	18	14	16	9	14	13	14	9	10	13	13	18	15
Neither like nor dislike	27	31	27	24	27	28	30	31	24	19	24	31	33	25	30	27	34	25	24	29	28	27
Dislike	41	44	41	45	44	44	41	38	44	38	41	39	44	44	37	41	40	41	40	43	39	42
Hate	18	14	17	16	18	15	16	16	19	23	21	14	14	17	18	17	17	25	22	15	13	16
TOTAL DISLIKE / HATE	59	58	58	61	62	59	57	54	63	61	62	53	58	61	55	58	57	66	62	58	52	58
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0
Fog																						
Love	3	2	3	4	3	3	2	4	3	8	4	3	1	3	4	3	3	2	3	5	2	4
Like	12	5	18	11	12	14	8	15	10	25	16	8	4	13	12	12	19	14	11	8	23	10
TOTAL LOVE / LIKE	15	7	21	15	15	17	10	19	13	33	20	11	5	16	16	15	22	16	14	13	25	14
Neither like nor dislike	24	21	24	24	25	25	23	28	21	24	30	23	17	23	27	24	23	32	26	22	22	23
Dislike	40	45	41	45	34	41	43	37	44	32	36	44	47	44	36	41	38	33	38	44	37	43
Hate	19	28	14	17	25	18	24	16	22	10	14	22	30	18	22	20	18	17	22	20	14	20
TOTAL DISLIKE / HATE	59	73	55	62	59	59	67	53	66	42	50	66	77	62	58	61	56	50	60	64	51	63
Don't know	1	0	0	0	1	0	0	1	0	1	1	0	1	0	1	0	0	2	0	0	2	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thunder and lightning

Love	22	13	24	20	25	24	20	23	21	25	28	22	11	22	22	22	22	24	22	22	21	22
Like	29	25	31	30	29	31	26	31	27	29	32	28	25	30	27	29	36	27	31	25	27	30
TOTAL LOVE / LIKE	51	38	55	50	54	55	46	54	48	54	60	50	36	52	49	51	58	51	53	47	48	52
Neither like nor dislike	19	24	16	15	21	17	23	21	17	14	15	21	25	17	22	19	12	18	20	24	18	17
Dislike	19	22	20	22	14	21	17	16	21	18	15	18	25	20	17	19	18	19	17	16	19	21
Hate	11	15	8	12	11	7	14	9	13	13	9	11	14	11	11	11	12	10	9	13	14	11
TOTAL DISLIKE / HATE	30	37	28	34	25	28	31	25	34	31	24	29	39	31	28	30	30	29	26	29	33	32
Don't know	1	0	0	0	0	0	0	1	0	2	1	0	0	0	1	0	0	2	1	0	1	0

Cloudy

Love	2	1	2	1	1	2	2	2	2	5	3	1	1	1	3	2	4	1	3	2	2	2
Like	19	15	19	24	16	21	16	19	19	21	25	17	11	20	18	19	22	22	19	19	19	18
TOTAL LOVE / LIKE	21	16	21	25	17	23	18	21	21	26	28	18	12	21	21	21	26	23	22	21	21	20
Neither like nor dislike	53	61	55	51	58	54	57	55	51	39	48	57	64	53	53	54	54	49	53	60	45	55
Dislike	22	21	22	23	21	20	21	20	24	29	20	22	22	22	21	22	19	24	22	15	29	23
Hate	3	1	2	1	3	3	3	3	4	6	4	3	2	3	4	4	1	3	3	4	4	3
TOTAL DISLIKE / HATE	25	22	24	24	24	23	24	23	28	35	24	25	24	25	25	26	20	27	25	19	33	26
Don't know	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	1	0

Overcast

Love	2	2	2	1	2	2	3	3	2	4	4	2	1	2	3	3	1	2	3	3	4	2
Like	14	12	14	18	10	16	12	15	13	19	18	11	9	14	14	14	23	14	12	14	12	15
TOTAL LOVE / LIKE	16	14	16	19	12	18	15	18	15	23	22	13	10	16	17	17	24	16	15	17	16	17
Neither like nor dislike	49	57	49	46	60	49	53	50	47	30	43	54	61	48	50	48	47	54	49	55	39	47
Dislike	27	25	28	29	23	27	26	24	29	26	26	28	27	28	25	27	25	23	28	21	30	29
Hate	6	4	6	4	4	6	5	7	5	9	8	5	3	6	6	6	2	7	6	5	10	5
TOTAL DISLIKE / HATE	33	29	34	33	27	33	31	31	34	35	34	33	30	34	31	33	27	30	34	26	40	34
Don't know	2	0	0	2	1	0	0	2	2	12	1	0	0	1	3	2	2	0	1	2	6	1

Do you think that the headline forecast on weather apps and websites should show the average, best-case or worst-case scenarios for the weather that day?

Should show the average forecast for across the day	69	72	78	68	68	72	67	66	71	78	68	66	69	72	65	69	73	70	72	69	66	67
Should show the worse-case scenario for that day	12	11	10	15	13	11	12	13	11	7	14	14	9	11	13	12	9	13	10	12	13	13
Should show the best-case scenario for that day	5	5	4	2	6	5	5	5	5	2	4	6	7	5	5	5	7	5	4	6	5	4
Don't know	14	13	8	16	13	12	15	15	14	13	14	15	15	12	17	15	10	12	14	14	16	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is your ideal outdoor temperature?

Less than 15°C (Less than 59°F)	3	3	2	4	2	2	3	4	2	8	4	1	1	2	4	2	6	6	2	3	1	3
15°C (59°F)	2	1	2	3	1	2	2	2	2	3	2	2	1	2	2	2	2	4	2	2	2	1
16°C (61°F)	3	1	3	5	1	4	1	3	2	5	4	2	1	3	3	3	4	4	3	2	3	2
17°C (63°F)	3	1	3	3	1	2	2	3	3	8	3	2	2	2	3	3	3	5	3	3	3	2
18°C (64°F)	8	10	7	7	12	9	9	9	8	7	9	9	8	9	8	8	12	13	10	9	3	7
19°C (66°F)	6	8	5	7	6	7	5	6	5	5	5	5	7	5	7	5	5	8	5	7	3	6
20°C (68°F)	15	18	14	15	17	14	18	16	14	10	12	17	21	15	16	15	12	17	17	15	11	16
21°C (70°F)	11	12	14	11	10	12	11	10	11	7	9	11	15	10	11	11	10	9	11	14	8	10
22°C (72°F)	14	15	15	15	13	14	15	12	15	11	12	16	15	13	14	14	16	10	12	17	14	13
23°C (73°F)	9	9	9	9	7	9	8	8	9	9	8	9	9	10	7	9	9	3	8	6	14	11
24°C (75°F)	8	8	9	8	8	9	10	8	9	3	10	8	8	9	7	9	6	2	8	4	15	10
25°C (77°F)	9	7	8	6	8	8	7	8	9	9	10	7	7	9	7	9	5	8	9	7	8	10
26°C (79°F)	2	3	2	1	2	3	2	2	3	3	3	3	1	2	2	3	1	0	3	1	7	2
27°C (81°F)	2	1	2	2	3	1	2	2	2	4	1	2	2	2	2	2	2	4	1	1	3	1
28°C (82°F)	1	1	1	1	2	1	2	1	1	1	1	3	1	2	1	1	2	1	1	1	1	1
29°C (84°F)	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
30°C (86°F)	1	1	1	0	1	1	1	1	1	2	1	1	0	1	1	1	2	2	1	1	1	0
More than 30°C (More than 86°F)	0	0	1	0	1	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0
Don't know	3	1	2	2	4	2	3	3	3	5	4	1	3	3	4	3	3	3	3	4	4	3

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*