

YouGov / The Times Survey Results

Sample Size: 2016 GB Adults
Fieldwork: 2nd - 3rd January 2024

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2016	281	590	131	661	488	171	710	751	976	1040	212	833	498	472	1149	867	1740	101	175	486	335	244	675
Unweighted Sample	2016	287	608	134	677	481	174	767	753	920	1096	177	867	483	488	1183	833	1727	108	181	492	352	202	681
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20 Dec '23 2-3 Jan '24

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Con	24	22	100	0	0	57	1	4	11	41	24	21	8	11	23	42	20	26	23	22	14	20	26	18	25
Lab	43	46	0	100	0	14	83	44	60	25	43	49	57	60	45	22	50	40	48	35	33	58	42	57	41
Lib Dem	10	10	0	0	100	5	5	46	13	6	11	9	9	9	11	12	11	8	10	8	8	7	9	11	14
SNP	3	3	0	0	0	0	0	0	4	2	4	3	5	4	3	3	3	3	0	0	33	1	0	0	0
Plaid Cymru	0	1	0	0	0	0	0	1	1	1	0	0	0	1	2	0	1	0	0	16	0	0	0	0	0
Reform UK	11	9	0	0	0	20	2	0	1	20	12	7	6	6	10	14	6	15	10	11	4	9	12	5	11
Green	8	7	0	0	0	3	8	3	8	4	4	10	15	8	4	6	7	6	7	8	3	5	9	9	8
Other	1	1	0	0	0	1	1	2	1	2	2	1	1	1	3	1	1	1	1	0	5	1	1	1	1

If there were a general election held tomorrow, which party would you vote for?

Conservative	16	14	100	0	0	37	1	3	9	26	16	12	4	7	15	29	14	14	14	13	10	12	16	10	16
Labour	29	29	0	100	0	9	69	35	47	16	29	29	29	37	30	15	34	23	30	22	22	37	27	34	26
Liberal Democrat	7	6	0	0	100	3	4	37	10	4	7	6	5	6	7	8	8	5	7	5	5	4	6	6	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	2	2	3	2	2	2	2	0	0	22	1	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	1	1	0	1	0	0	0	1	0	1	0	0	10	0	0	0	0	0
Reform UK	7	6	0	0	0	13	2	0	1	13	8	4	3	4	7	10	4	9	6	7	3	6	8	3	7
Green	5	5	0	0	0	2	7	3	7	2	3	6	7	5	3	4	5	4	5	6	2	4	5	5	5
Some other party	1	1	0	0	0	1	0	2	1	1	2	0	1	1	2	1	1	1	1	2	4	1	1	0	1
Would not vote	12	14	0	0	0	8	4	3	5	12	14	14	20	17	10	9	10	20	14	20	12	15	15	10	14
Don't know	16	18	0	0	0	26	9	14	16	23	13	23	18	15	21	21	18	18	18	13	18	18	17	18	19
Refused	4	4	0	0	0	2	4	2	2	1	5	3	11	6	2	0	4	4	4	2	2	2	4	12	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=21]

UK Independence Party (UKIP)	20	9	0	0	0	0	0	0	0	18	8	11	0	9	11	0	0	22	14	0	0	38	17	0	0
Women's Equality Party	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	67	78	0	0	0	76	100	68	87	71	80	72	100	63	78	100	86	64	79	34	87	62	83	100	81
Don't know	10	9	0	0	0	24	0	0	0	11	13	0	0	13	11	0	7	14	0	66	13	0	0	0	0
Refused	0	4	0	0	0	0	0	32	13	0	0	17	0	14	0	0	7	0	7	0	0	0	0	0	19

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

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	11	12	0	1	1	4	3	3	3	9	12	12	17	15	9	7	8	17	12	17	11	13	13	8	12
1	1	1	1	0	0	0	0	0	0	1	1	2	2	1	1	1	1	2	1	3	1	2	1	2	1
2	2	2	0	0	1	2	1	0	2	2	3	2	3	3	1	2	2	3	2	5	2	2	3	3	2
3	3	2	0	1	1	2	1	1	1	1	1	2	5	2	2	0	1	2	2	2	1	2	1	1	2
4	1	2	0	1	1	2	1	1	1	2	1	2	3	2	2	1	2	2	2	2	1	1	2	3	2
5	8	8	6	3	4	8	5	2	4	10	6	9	8	7	9	7	7	8	8	5	8	8	10	5	7
6	3	3	3	3	4	2	2	1	2	3	3	2	6	3	2	1	3	3	3	2	2	2	2	4	3
7	6	5	6	5	6	6	5	4	4	6	5	5	6	7	4	4	5	5	6	5	3	5	6	7	5
8	7	7	11	7	7	8	6	9	8	6	8	7	11	7	5	7	8	6	7	5	8	5	8	9	8
9	9	8	9	10	13	10	9	8	8	9	9	7	11	6	10	7	8	8	8	8	7	7	8	8	8
10 - Absolutely certain to vote	49	50	63	70	63	55	68	71	67	51	51	49	28	46	56	62	55	43	50	47	57	52	44	51	50

Which of the following do you think would make the best Prime Minister?

Rishi Sunak	21	18	71	4	13	42	5	6	11	33	19	18	6	12	21	32	19	17	19	18	9	17	24	16	20
Keir Starmer	30	30	2	74	39	9	61	55	51	14	33	28	29	35	32	19	35	24	30	31	31	33	28	35	27
Not sure	43	46	24	19	46	46	28	36	35	49	42	49	53	44	44	47	40	53	45	48	56	45	43	37	48
Refused	6	6	2	4	3	2	6	3	3	3	6	5	11	9	3	1	5	6	6	3	4	4	6	12	5

*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.

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2019 recalled vote interlocked with region and (5) EU referendum recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	208	216	10.7%
Men 50-64 High education	63	75	3.7%
Men 50-64 Mid education	88	91	4.5%
Men 50-64 Low education	80	79	3.9%
Men 25-49 High education	182	190	9.4%
Men 25-49 Mid education	156	133	6.6%
Men 25-49 Low education	60	87	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	64	87	4.3%
Women Over 65	281	258	12.8%
Women 50-64 High education	62	71	3.5%
Women 50-64 Mid education	102	103	5.1%
Women 50-64 Low education	88	81	4.0%
Women 25-49 High education	197	204	10.1%
Women 25-49 Mid education	171	143	7.1%
Women 25-49 Low education	101	77	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	70	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	202	383	19.0%
Medium (3-7)	1363	1210	60.0%
High (8,9,10)	451	423	21.0%
Social Grade (NRS and 2011 census)			
AB	590	564	28.0%
C1	593	585	29.0%
C2	385	423	21.0%
DE	448	444	22.0%
EU Referendum Vote (Election Result)			
Remain	767	710	35.2%
Leave	753	751	37.2%
Don't Know / Did Not Vote	496	555	27.5%

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Region by 2019 Vote (Election Result and ONS Population estimates)

North Con	146	137	6.8%
North Lab	162	149	7.4%
North LD	29	26	1.3%
North BP	15	18	0.9%
North Oth	14	14	0.7%
North DNV	126	141	7.0%
Midlands Con	139	129	6.4%
Midlands Lab	85	79	3.9%
Midlands LD	21	18	0.9%
Midlands BP	3	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	93	95	4.7%
London Con	55	56	2.8%
London Lab	60	87	4.3%
London LD	18	26	1.3%
London BP	1	2	0.1%
London Oth	6	6	0.3%
London DNV	62	67	3.3%
South Con	275	278	13.8%
South Lab	120	119	5.9%
South LD	90	85	4.2%
South BP	4	2	0.1%
South Oth	30	26	1.3%
South DNV	162	165	8.2%
Wales Con	26	26	1.3%
Wales Lab	30	30	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	33	28	1.4%
Scotland Con	35	32	1.6%
Scotland Lab	24	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	63	58	2.9%
Scotland Oth DNV	48	48	2.4%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk