

YouGov / The Times Survey Results

Sample Size: 2057 GB Adults

Fieldwork: 10th - 11th 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	2057	294	603	121	673	498	175	725	766	996	1061	216	850	508	482	1172	885	1775	103	179	496	341	249	689	
Unweighted Sample	2057	317	610	128	719	489	189	781	814	952	1105	134	856	524	542	1225	832	1779	96	182	490	347	220	722	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2-3
Jan

10-11
Jan

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	22	22	100	0	0	54	2	3	10	39	20	25	8	13	24	39	21	24	23	23	12	19	24	18	28
Lab	46	45	0	100	0	17	79	43	58	28	45	45	58	54	46	25	47	42	46	46	39	55	48	48	37
Lib Dem	10	9	0	0	100	2	5	44	13	5	9	9	9	9	11	7	10	8	10	3	3	6	7	9	14
SNP	3	3	0	0	0	0	1	0	5	1	4	2	3	5	1	2	3	4	0	0	31	1	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	0	1	0	1	1	1	0	12	0	0	0	0	0
Reform UK	9	10	0	0	0	22	1	2	2	22	13	7	5	7	9	19	8	14	10	14	6	11	11	7	11
Green	7	8	0	0	0	3	9	6	11	4	7	10	17	9	7	5	9	7	9	1	6	6	9	15	9
Other	1	1	0	0	0	1	2	2	1	2	2	1	0	1	2	2	2	1	1	0	2	1	1	3	1

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

Conservative	14	14	100	0	0	36	2	2	8	25	14	15	5	9	17	25	14	14	15	16	9	12	14	14	17
Labour	29	29	0	100	0	11	65	35	44	18	32	27	34	35	31	16	33	25	29	32	29	34	29	35	23
Liberal Democrat	6	6	0	0	100	2	5	36	10	3	6	5	6	6	7	5	7	5	6	2	2	4	5	7	9
Scottish National Party (SNP)	2	2	0	0	0	0	1	0	4	1	3	2	1	4	1	1	2	2	0	0	23	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	9	0	0	0	0	0
Reform UK	6	7	0	0	0	15	1	2	1	15	9	4	3	4	6	13	6	8	7	11	4	7	7	5	7
Green	5	5	0	0	0	2	7	5	8	2	5	6	10	6	5	3	6	4	6	1	4	3	6	11	6
Some other party	1	1	0	0	0	1	2	2	1	1	1	1	0	1	1	1	1	1	1	0	2	1	1	2	1
Would not vote	14	13	0	0	0	8	4	2	6	11	12	14	14	16	11	10	8	20	13	16	12	17	14	6	13
Don't know	18	18	0	0	0	25	8	15	16	22	12	23	12	15	19	23	18	17	19	10	9	19	22	10	20
Refused	4	4	0	0	0	1	5	1	1	1	6	3	16	4	2	1	4	4	4	3	6	2	3	9	4

And which of these parties would you vote for?

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

UK Independence Party (UKIP)	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Women's Equality Party	0	20	0	0	0	14	43	0	43	10	0	51	0	12	13	44	21	17	19	0	29	32	0	41	0
Some other party	78	80	0	0	0	86	57	100	57	90	100	49	0	88	87	56	79	83	81	0	71	68	100	59	100
Don't know	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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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	12	10	0	1	1	6	4	1	4	8	9	12	11	13	8	8	6	16	10	14	9	12	13	5	10
1	1	2	0	0	0	2	0	0	1	2	2	2	4	2	2	1	1	4	2	2	0	3	3	0	2
2	2	2	1	0	0	1	1	3	2	2	2	2	6	2	3	1	2	3	2	1	2	2	2	2	3
3	2	1	0	0	0	1	0	0	1	2	1	2	1	2	1	1	2	1	2	0	0	2	1	1	2
4	2	2	0	1	3	2	0	1	1	2	1	2	4	1	2	1	2	2	2	2	2	2	2	2	1
5	8	6	5	4	4	6	4	3	2	6	6	7	13	5	5	7	6	6	6	6	5	7	6	6	6
6	3	4	3	3	5	3	3	1	2	4	4	3	8	4	3	1	3	5	4	2	2	3	5	7	2
7	5	5	6	3	4	5	5	6	4	4	5	7	6	4	3	6	4	5	2	4	4	4	4	11	4
8	7	7	9	8	10	8	6	7	6	7	8	6	10	7	7	8	8	7	7	6	7	9	7	8	6
9	8	7	11	9	9	9	9	13	9	8	9	6	5	6	8	10	8	7	8	7	7	7	7	5	9
10 - Absolutely certain to vote	50	53	64	72	64	58	69	65	70	55	52	53	32	51	58	59	58	46	51	58	62	48	50	52	54

*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	252	220	10.7%
Men 50-64 High education	69	76	3.7%
Men 50-64 Mid education	105	93	4.5%
Men 50-64 Low education	81	80	3.9%
Men 25-49 High education	185	193	9.4%
Men 25-49 Mid education	147	136	6.6%
Men 25-49 Low education	61	88	4.3%
Men Under 25 High education	19	21	1.0%
Men Under 25 Mid & Low education	33	88	4.3%
Women Over 65	291	263	12.8%
Women 50-64 High education	64	72	3.5%
Women 50-64 Mid education	113	105	5.1%
Women 50-64 Low education	92	82	4.0%
Women 25-49 High education	197	208	10.1%
Women 25-49 Mid education	172	146	7.1%
Women 25-49 Low education	94	78	3.8%
Women Under 25 High education	24	25	1.2%
Women Under 25 Mid & Low education	58	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	199	391	19.0%
Medium (3-7)	1401	1234	60.0%
High (8,9,10)	457	432	21.0%
Social Grade (NRS and 2011 census)			
AB	647	576	28.0%
C1	578	597	29.0%
C2	387	432	21.0%
DE	445	453	22.0%
EU Referendum Vote (Election Result)			
Remain	781	725	35.2%
Leave	814	766	37.2%
Don't Know / Did Not Vote	462	566	27.5%

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

North Con	150	140	6.8%
North Lab	160	152	7.4%
North LD	33	27	1.3%
North BP	17	19	0.9%
North Oth	16	14	0.7%
North DNV	114	144	7.0%
Midlands Con	137	132	6.4%
Midlands Lab	84	80	3.9%
Midlands LD	20	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	9	10	0.5%
Midlands DNV	92	97	4.7%
London Con	58	58	2.8%
London Lab	68	88	4.3%
London LD	26	27	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	60	68	3.3%
South Con	310	284	13.8%
South Lab	119	121	5.9%
South LD	96	86	4.2%
South BP	2	2	0.1%
South Oth	27	27	1.3%
South DNV	168	169	8.2%
Wales Con	25	27	1.3%
Wales Lab	31	31	1.5%
Wales LD	3	4	0.2%
Wales PC	9	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	24	29	1.4%
Scotland Con	39	33	1.6%
Scotland Lab	27	25	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	60	60	2.9%
Scotland Oth DNV	45	49	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