

# YouGov / The Times Survey Results

Sample Size: 2048 GB Adults  
Fieldwork: 30th - 31st January 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Don't know	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	
<b>Weighted Sample</b>	<b>2048</b>	317	603	120	344	670	496	174	722	763	991	1057	215	846	506	481	1167	881	1767	102	178	494	340	248	686	
<b>Unweighted Sample</b>	<b>2048</b>	316	629	122	346	664	508	177	793	764	959	1089	186	899	506	457	1215	833	1762	115	171	505	337	240	680	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23-24 Jan	30-31 Jan																								
<b>HEADLINE VOTING INTENTION</b>																										
<b>Westminster Voting Intention</b>																										
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																										
Con	20	23	100	0	0	0	55	2	5	14	39	22	24	9	12	25	43	20	29	25	21	15	16	36	16	28
Lab	47	44	0	100	0	0	13	82	42	57	26	41	46	53	60	39	22	50	35	45	44	37	52	40	55	39
Lib Dem	8	9	0	0	100	0	3	5	48	13	4	9	8	11	8	9	9	10	6	9	2	8	7	4	11	13
SNP	4	3	0	0	0	0	0	1	0	4	1	3	3	6	2	3	3	3	2	0	0	26	1	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	0	1	1	4	1	0	1	1	1	0	17	0	0	0	0	0
Reform UK	13	12	0	0	0	0	25	2	0	3	25	16	8	5	7	15	20	8	19	13	10	5	16	12	9	12
Green	6	6	0	0	0	0	1	7	5	8	2	5	8	9	9	5	2	7	5	6	4	7	7	6	7	5
Other	1	2	0	0	0	0	2	2	0	1	2	2	2	3	1	2	1	1	2	2	2	1	2	1	1	2
<b>If there were a general election held tomorrow, which party would you vote for?</b>																										
Conservative	13	16	100	0	0	0	40	2	5	11	27	15	16	6	8	17	31	14	18	16	14	10	11	22	10	19
Labour	32	29	0	100	0	0	9	66	35	45	18	29	30	30	39	27	16	35	23	30	31	26	37	25	32	26
Liberal Democrat	6	6	0	0	100	0	2	4	41	10	3	6	6	6	5	6	6	7	4	6	1	6	5	2	6	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	3	1	2	2	3	1	2	2	2	1	0	0	18	0	0	0	0
Plaid Cymru	0	1	0	0	0	0	0	0	0	1	0	1	0	3	0	0	1	1	0	0	12	0	0	0	0	0
Reform UK	9	8	0	0	0	0	18	2	0	2	18	11	5	4	5	10	15	6	11	9	7	4	11	8	6	8
Green	4	4	0	0	0	0	1	5	4	7	1	3	5	5	6	4	2	5	4	4	3	5	5	4	4	4
Some other party	1	2	0	0	0	0	2	2	1	2	2	2	1	2	1	2	1	1	2	2	2	1	1	1	1	2
Would not vote	12	12	0	0	0	0	3	4	3	5	7	11	12	17	13	12	6	9	15	12	12	7	13	15	8	12
Don't know	16	17	0	0	0	100	22	8	11	13	21	13	20	20	15	18	18	16	18	17	14	19	14	22	15	17
Refused	4	4	0	0	0	0	2	7	2	1	2	6	2	6	7	1	1	4	4	4	3	3	2	0	18	3
<b>And which of these parties would you vote for?</b>																										
<i>[Asked only to those who answered 'some other party'; n=32]</i>																										
UK Independence Party (UKIP)	7	5	0	0	0	0	7	0	0	0	11	4	6	0	7	8	0	5	5	3	47	0	0	0	0	6
Women's Equality Party	9	6	0	0	0	0	6	16	0	0	0	13	21	12	0	0	4	8	7	0	0	11	0	0	8	
Some other party	68	62	0	0	0	0	61	62	0	61	64	65	58	79	51	57	76	52	72	60	53	100	89	100	33	46
Don't know	16	23	0	0	0	0	26	8	100	29	24	24	23	0	31	23	24	31	15	26	0	0	0	0	67	33
Refused	0	4	0	0	0	0	0	14	0	10	0	7	0	0	0	12	0	7	0	4	0	0	0	0	0	8

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	Total	Con	Lab	Lib Dem	Don't know	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	
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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	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote	Total	Con	Lab	Lib Dem	Don't know	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					
0 - Certain NOT to vote	10	1	1	1	3	2	2	1	3	6	9	11	15	11	11	4	8	13	10	10	9	11	13	8	9	1	1	1	2	2	2	5	2	1	2	2	2	3	2	1	2
1	1	1	0	0	0	1	0	1	1	1	2	2	2	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
2	3	2	0	1	2	3	1	1	0	1	1	2	5	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	2	2	1	0	1	4	1	1	1	1	2	3	2	1	1	1	1	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
4	2	2	1	2	0	4	1	1	0	1	2	2	5	2	1	1	1	2	0	1	2	3	2	2	1	2	3	2	2	0	1	2	3	2	2	1	2	1	2	1	
5	6	7	4	4	3	18	7	4	6	3	9	5	8	7	7	5	5	8	7	9	5	8	7	5	6	7	5	8	7	9	5	8	7	5	6	5	6	6	6		
6	3	2	3	2	3	5	2	2	1	2	2	3	5	3	2	1	3	2	2	3	3	3	1	2	4	3	2	2	2	3	3	1	2	4	4	3	3	3			
7	6	6	5	5	8	7	5	9	2	4	4	7	6	8	8	5	7	6	7	3	6	6	4	16	5	6	4	7	6	7	3	6	6	4	16	5	5	5			
8	8	7	10	7	4	10	10	5	5	6	9	8	6	8	6	8	7	7	8	5	5	8	8	11	6	8	8	8	8	5	5	8	8	11	6	6	6	6			
9	7	8	9	9	14	9	10	8	10	9	8	9	8	8	8	10	8	8	8	4	7	7	10	7	9	7	7	8	8	4	7	7	10	7	9	9	9				
10 - Absolutely certain to vote	53	52	64	70	64	37	60	66	73	69	57	52	52	33	47	57	64	55	48	51	56	60	50	49	46	55	51	56	60	50	49	46	55	55	55	55	55	55	55	55	55

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	220	219	10.7%
Men 50-64 High education	61	76	3.7%
Men 50-64 Mid education	93	92	4.5%
Men 50-64 Low education	86	80	3.9%
Men 25-49 High education	183	193	9.4%
Men 25-49 Mid education	161	135	6.6%
Men 25-49 Low education	82	88	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	54	88	4.3%
Women Over 65	237	262	12.8%
Women 50-64 High education	62	72	3.5%
Women 50-64 Mid education	116	104	5.1%
Women 50-64 Low education	88	82	4.0%
Women 25-49 High education	198	207	10.1%
Women 25-49 Mid education	171	145	7.1%
Women 25-49 Low education	104	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	88	82	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	224	389	19.0%
Medium (3-7)	1347	1229	60.0%
High (8,9,10)	477	430	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	626	573	28.0%
C1	589	594	29.0%
C2	384	430	21.0%
DE	449	451	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	793	722	35.2%
Leave	764	763	37.2%
Don't Know / Did Not Vote	491	564	27.5%

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

North Con	147	139	6.8%
North Lab	162	152	7.4%
North LD	29	27	1.3%
North BP	18	18	0.9%
North Oth	15	14	0.7%
North DNV	134	143	7.0%
Midlands Con	134	131	6.4%
Midlands Lab	83	80	3.9%
Midlands LD	16	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	87	96	4.7%
London Con	55	57	2.8%
London Lab	85	88	4.3%
London LD	26	27	1.3%
London BP	1	2	0.1%
London Oth	8	6	0.3%
London DNV	65	68	3.3%
South Con	268	283	13.8%
South Lab	123	121	5.9%
South LD	90	86	4.2%
South BP	3	2	0.1%
South Oth	28	27	1.3%
South DNV	168	168	8.2%
Wales Con	31	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	33	29	1.4%
Scotland Con	29	33	1.6%
Scotland Lab	23	25	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	60	59	2.9%
Scotland Oth DNV	48	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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)