

YouGov / The Times Survey Results

Sample Size: 2053 GB Adults
Fieldwork: 6th - 7th March 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	2053	275	640	122	671	497	174	723	764	994	1059	216	848	507	483	1170	883	1772	103	179	495	341	248	688	
Unweighted Sample	2053	297	654	124	709	495	175	855	750	941	1112	167	824	516	546	1278	775	1760	109	184	488	342	201	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		28-29 Feb	6-7 Mar																							
HEADLINE VOTING INTENTION																										
Westminster Voting Intention																										
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																										
	Con	20	20	100	0	0	48	2	8	11	33	19	21	7	14	20	33	19	22	21	14	11	15	24	14	27
	Lab	46	47	0	100	0	19	82	37	58	27	44	49	68	54	43	32	49	43	47	44	40	54	46	57	40
	Lib Dem	7	9	0	0	100	4	4	42	12	5	10	8	9	10	7	9	10	7	9	7	8	7	6	11	12
	SNP	3	3	0	0	0	0	0	0	5	1	3	3	2	3	4	1	3	3	0	0	29	0	0	0	0
	Plaid Cymru	1	1	0	0	0	0	0	0	1	1	1	0	0	1	1	0	0	1	0	15	0	0	0	0	0
	Reform UK	14	13	0	0	0	26	2	2	2	29	15	10	2	6	17	21	9	19	14	13	3	15	19	7	13
	Green	7	7	0	0	0	2	9	9	10	4	6	8	11	9	6	4	8	5	7	7	5	8	4	10	6
	Other	1	1	0	0	0	1	1	2	2	2	2	1	1	2	2	0	1	1	1	1	3	1	0	1	2
If there were a general election held tomorrow, which party would you vote for?																										
	Conservative	14	13	100	0	0	35	2	6	9	22	14	12	4	10	14	23	14	13	14	7	8	10	16	11	18
	Labour	32	31	0	100	0	14	69	29	46	18	33	30	36	36	28	23	35	26	32	24	29	36	30	41	26
	Liberal Democrat	5	6	0	0	100	3	3	33	10	4	7	5	4	7	5	7	7	4	6	4	6	5	4	8	7
	Scottish National Party (SNP)	2	2	0	0	0	0	0	0	4	1	2	2	1	2	3	1	2	2	0	0	21	0	0	0	0
	Plaid Cymru	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	8	0	0	0	0	0
	Reform UK	10	8	0	0	0	19	2	1	2	20	11	6	1	4	12	15	6	11	9	7	3	10	12	5	9
	Green	5	5	0	0	0	2	8	7	8	3	4	5	6	6	4	3	6	3	5	4	4	6	3	7	4
	Some other party	1	1	0	0	0	0	1	1	1	1	2	1	1	1	1	1	1	1	1	0	2	1	0	1	1
	Would not vote	12	14	0	0	0	8	5	2	3	12	13	14	25	15	11	10	10	18	14	21	9	15	15	7	15
	Don't know	17	17	0	0	0	18	7	19	15	18	11	22	15	15	21	16	16	17	17	18	16	16	17	16	17
	Refused	3	3	0	0	0	2	3	2	2	1	3	3	7	4	1	1	2	3	3	7	2	2	3	5	2
And which of these parties would you vote for?																										
<i>[Asked only to those who answered 'some other party'; n=22]</i>																										
	UK Independence Party (UKIP)	14	15	0	0	0	53	0	0	6	28	10	29	0	10	34	0	19	10	17	100	0	25	0	50	9
	Women's Equality Party	12	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	63	74	0	0	0	47	71	100	79	65	80	59	100	82	66	49	69	81	69	0	100	52	55	50	81
	Don't know	11	6	0	0	0	0	13	0	7	7	4	13	0	0	0	51	5	9	8	0	0	23	45	0	0
	Refused	0	4	0	0	0	0	16	0	8	0	6	0	0	8	0	0	7	0	6	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	9	12	1	0	1	5	5	1	2	9	11	12	26	12	9	8	9	16	12	19	6	13	14	6	12
1	2	2	1	0	0	1	1	0	1	2	1	2	3	2	1	1	2	2	2	0	2	1	2	2	2
2	2	2	1	1	1	2	1	0	1	2	2	2	2	3	2	1	2	2	2	2	1	3	2	2	2
3	2	2	2	1	2	2	1	2	1	2	2	2	4	2	2	2	2	2	2	2	2	3	0	2	3
4	2	2	2	2	0	1	1	1	1	3	2	3	3	2	2	1	2	3	2	2	3	2	2	2	2
5	7	6	4	2	3	5	4	3	4	5	5	7	11	6	5	7	6	7	6	10	6	6	5	9	6
6	3	3	4	2	2	4	1	1	1	4	4	3	6	3	3	2	2	5	3	4	5	2	5	3	4
7	5	4	4	4	3	4	2	5	3	5	4	4	3	5	3	3	4	4	4	1	4	4	5	3	4
8	7	6	4	8	10	7	5	7	6	7	6	7	6	7	5	7	7	5	6	6	6	5	7	6	7
9	7	7	14	9	2	9	8	7	8	9	8	7	6	7	7	10	7	8	7	8	7	7	10	7	6
10 - Absolutely certain to vote	54	53	64	71	75	59	72	74	70	54	56	50	30	52	61	58	58	46	53	47	57	54	47	57	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	256	220	10.7%
Men 50-64 High education	68	76	3.7%
Men 50-64 Mid education	96	92	4.5%
Men 50-64 Low education	85	80	3.9%
Men 25-49 High education	183	193	9.4%
Men 25-49 Mid education	138	135	6.6%
Men 25-49 Low education	45	88	4.3%
Men Under 25 High education	19	21	1.0%
Men Under 25 Mid & Low education	51	88	4.3%
Women Over 65	290	263	12.8%
Women 50-64 High education	66	72	3.5%
Women 50-64 Mid education	116	105	5.1%
Women 50-64 Low education	85	82	4.0%
Women 25-49 High education	203	207	10.1%
Women 25-49 Mid education	178	146	7.1%
Women 25-49 Low education	77	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	72	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	183	390	19.0%
Medium (3-7)	1401	1232	60.0%
High (8,9,10)	469	431	21.0%
Social Grade (NRS and 2011 census)			
AB	629	575	28.0%
C1	649	595	29.0%
C2	332	431	21.0%
DE	443	452	22.0%
EU Referendum Vote (Election Result)			
Remain	855	723	35.2%
Leave	750	764	37.2%
Don't Know / Did Not Vote	448	565	27.5%

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

North Con	148	140	6.8%
North Lab	160	152	7.4%
North LD	30	27	1.3%
North BP	11	18	0.9%
North Oth	14	14	0.7%
North DNV	125	144	7.0%
Midlands Con	141	131	6.4%
Midlands Lab	79	80	3.9%
Midlands LD	21	18	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	85	96	4.7%
London Con	40	57	2.8%
London Lab	72	88	4.3%
London LD	23	27	1.3%
London BP	4	2	0.1%
London Oth	7	6	0.3%
London DNV	55	68	3.3%
South Con	312	283	13.8%
South Lab	127	121	5.9%
South LD	87	86	4.2%
South BP	3	2	0.1%
South Oth	30	27	1.3%
South DNV	170	168	8.2%
Wales Con	30	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	31	29	1.4%
Scotland Con	38	33	1.6%
Scotland Lab	25	25	1.2%
Scotland LD	9	12	0.6%
Scotland SNP	64	60	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

Or visit our website: yougov.co.uk