YouGov / The Times Survey Results

Sample Size: 2047 GB Adults
Fieldwork: 12th - 13th March 2024

	Total	Westminster VI Con	Lab	Lib Dem	Vote in 2019 GE Con	Lab	Lib Dem	EU Ref 2016 Remain	Leave	Gender Male	Female	Age 18-24	25-49	50-64	65+	Social Grade ABC1	C2DE	Country England	Wales	Scotland	Region in England North	Midlands	London	Rest of South
Weighted Sample	2047	267	607	125	669	495	174	721	762	991	1056	215	845	506	481	1167	880	1767	102	178	493	340	248	686
Unweighted Sample	2047	281	621	132	698	476	179	833	762	940	1107	169	859	514	505	1247	800	1746	112	189	499	354	196	697
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Tracking columns: *6-7 Mar* / *12-13 Mar*

	6-7 Mar	12-13 Mar	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
Con	20	20	100	0	0	49	1	5	11	32	20	19	10	11	21	36	20	20	21	17	13	17	22	15	25
Lab	47	44	0	100	0	13	82	42	57	24	39	50	65	55	42	24	48	39	45	46	36	53	43	51	39
Lib Dem	9	9	0	0	100	4	4	44	12	5	10	8	10	9	10	8	11	6	10	2	5	6	7	9	15
SNP	3	3	0	0	0	0	0	0	4	2	3	3	4	3	4	2	3	3	0	0	30	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	0	0	1	0	0	0	1	0	13	0	0	0	0	0
Reform UK	13	14	0	0	0	29	2	2	3	31	18	11	3	10	17	23	10	21	15	14	6	16	19	15	14
Green	7	7	0	0	0	3	9	6	9	4	6	8	8	9	4	6	7	7	7	7	5	6	8	9	6
Other	1	2	0	0	0	2	2	0	2	1	2	1	1	2	2	2	2	2	2	2	4	2	1	1	2

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

	6-7 Mar	12-13 Mar	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
Conservative	13	13	100	0	0	34	1	4	9	22	15	11	7	7	15	25	14	12	14	10	10	11	14	11	16
Labour	31	30	0	100	0	9	68	32	45	17	29	30	38	36	28	16	33	25	30	31	26	34	28	37	25
Liberal Democrat	6	6	0	0	100	3	3	35	10	4	7	5	6	6	7	6	8	4	7	1	4	4	5	7	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	2	2	2	3	1	2	2	0	0	22	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0	0	1	0	9	0	0	0	0	0
Reform UK	8	10	0	0	0	20	2	2	2	21	13	7	2	7	12	16	7	14	10	9	5	10	12	10	9
Green	5	5	0	0	0	2	7	5	7	3	4	5	4	6	3	4	5	5	5	4	4	4	5	7	4
Some other party	1	1	0	0	0	1	1	0	2	1	2	1	1	2	2	1	1	2	1	1	4	2	0	1	1
Would not vote	14	12	0	0	0	6	3	3	4	8	12	13	15	14	11	10	10	15	12	15	10	14	15	9	11
Don't know	17	18	0	0	0	23	12	18	15	22	12	23	14	16	19	21	18	18	18	16	13	18	19	12	20
Refused	3	3	0	0	0	2	2	0	2	2	3	3	10	3	1	1	3	3	3	2	3	3	3	6	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=29]

	6-7 Mar	12-13 Mar	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
UK Independence Party (UKIP)	15	13	0	0	0	39	0	0	0	50	19	0	0	6	10	36	6	21	15	0	11	25	0	29	0
Women's Equality Party	0	3	0	0	0	0	0	100	0	10	0	9	0	6	0	0	5	0	4	0	0	0	0	0	11
Some other party	74	79	0	0	0	51	100	0	94	30	81	74	100	82	90	51	89	67	77	100	78	75	100	71	79
Don't know	6	5	0	0	0	10	0	0	6	10	0	17	0	6	0	13	0	11	4	0	11	0	0	0	10
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

Sample Size: 2047 GB Adults
Fieldwork: 12th - 13th 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		2047	267	607	125	669	495	174	721	762	991	1056	215	845	506	481	1167	880	1767	102	178	493	340	248	686
Unweighted Sample		2047	281	621	132	698	476	179	833	762	940	1107	169	859	514	505	1247	800	1746	112	189	499	354	196	697
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

		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
0 - Certain NOT to vote	*12*	**10**	1	1	0	3	2	1	2	6	9	11	14	12	8	8	8	13	10	15	10	11	12	8	9
1	*2*	**3**	0	1	1	2	0	3	1	2	4	1	9	2	2	1	2	4	3	6	1	2	3	3	3
2	*2*	**2**	0	0	0	1	1	0	1	1	2	2	2	2	2	2	2	2	2	1	0	2	1	3	2
3	*2*	**2**	1	2	2	1	2	0	1	2	2	3	3	4	1	1	2	2	2	3	1	3	2	4	2
4	*2*	**1**	1	1	0	1	2	0	2	1	2	1	1	2	1	1	1	2	1	2	0	1	1	3	1
5	*6*	**7**	4	4	6	6	4	6	6	6	6	8	9	8	6	6	7	5	7	5	6	7	6	8	7
6	*3*	**3**	6	3	2	3	2	1	1	3	3	3	7	3	3	1	4	2	3	4	4	2	4	4	3
7	*4*	**5**	7	4	5	6	4	2	4	5	5	5	9	5	4	4	5	5	5	2	7	2	8	7	4
8	*6*	**8**	9	7	12	9	6	8	7	9	8	7	10	7	7	9	7	8	8	8	6	7	8	7	8
9	*7*	**8**	10	9	11	10	9	11	10	8	8	8	6	7	8	10	9	7	8	5	5	8	7	7	10
10 - Absolutely certain to vote	*53*	**51**	62	69	61	58	67	68	66	57	51	52	31	48	60	57	54	47	50	51	61	54	47	47	50

*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.

www.yougov.co.uk

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	224	219	10.7%
Men 50-64 High education	66	76	3.7%
Men 50-64 Mid education	107	92	4.5%
Men 50-64 Low education	73	80	3.9%
Men 25-49 High education	175	192	9.4%
Men 25-49 Mid education	167	135	6.6%
Men 25-49 Low education	54	88	4.3%
Men Under 25 High education	17	20	1.0%
Men Under 25 Mid & Low education	57	88	4.3%
Women Over 65	281	262	12.8%
Women 50-64 High education	63	72	3.5%
Women 50-64 Mid education	116	104	5.1%
Women 50-64 Low education	89	82	4.0%
Women 25-49 High education	201	207	10.1%
Women 25-49 Mid education	171	145	7.1%
Women 25-49 Low education	91	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	70	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	216	389	19.0%
Medium (3-7)	1369	1228	60.0%
High (8,9,10)	462	430	21.0%
Social Grade (NRS and 2011 census)			
AB	640	573	28.0%
C1	607	594	29.0%
C2	377	430	21.0%
DE	423	450	22.0%
EU Referendum Vote (Election Result)			
Remain	833	721	35.2%
Leave	762	762	37.2%
Don't Know / Did Not Vote	452	563	27.5%

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.

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

North Con	**154**	**139**	**6.8%**
North Lab	**159**	**151**	**7.4%**
North LD	**27**	**27**	**1.3%**
North BP	**12**	**18**	**0.9%**
North Oth	**14**	**14**	**0.7%**
North DNV	**133**	**143**	**7.0%**
Midlands Con	**143**	**131**	**6.4%**
Midlands Lab	**76**	**80**	**3.9%**
Midlands LD	**20**	**18**	**0.9%**
Midlands BP	**4**	**4**	**0.2%**
Midlands Oth	**12**	**10**	**0.5%**
Midlands DNV	**99**	**96**	**4.7%**
London Con	**46**	**57**	**2.8%**
London Lab	**58**	**88**	**4.3%**
London LD	**23**	**27**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**7**	**6**	**0.3%**
London DNV	**61**	**68**	**3.3%**
South Con	**287**	**282**	**13.8%**
South Lab	**123**	**121**	**5.9%**
South LD	**92**	**86**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**27**	**27**	**1.3%**
South DNV	**165**	**168**	**8.2%**
Wales Con	**32**	**27**	**1.3%**
Wales Lab	**34**	**31**	**1.5%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**9**	**8**	**0.4%**
Wales BP	**3**	**4**	**0.2%**
Wales Oth DNV	**29**	**29**	**1.4%**
Soctland Con	**36**	**33**	**1.6%**
Scotland Lab	**26**	**25**	**1.2%**
Scotland LD	**12**	**12**	**0.6%**
Scotland SNP	**66**	**59**	**2.9%**
Scotland Oth DNV	**49**	**49**	**2.4%**