

YouGov / The Times Survey Results

Sample Size: 2037 GB Adults
Fieldwork: 19th - 20th 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	2037	262	603	133	666	493	173	718	759	986	1051	214	841	503	479	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	272	624	138	686	484	178	799	767	922	1115	176	815	530	516	1258	779	1734	111	192	503	363	176	692	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	12-13 Mar	19-20 Mar																								
Con	20	19	100	0	0	46	2	5	11	32	17	21	9	11	22	32	19	19	19	24	16	17	19	16	22	
Lab	44	44	0	100	0	12	84	36	56	21	41	46	59	59	37	23	47	39	45	41	33	50	49	50	37	
Lib Dem	9	9	0	0	100	4	4	49	14	6	10	9	7	9	10	10	11	7	10	7	6	6	6	13	14	
SNP	3	3	0	0	0	0	1	1	6	1	4	3	3	3	3	3	3	3	0	0	35	0	0	1	0	
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	0	0	1	1	0	1	1	0	12	0	0	0	0	0	
Reform UK	14	15	0	0	0	32	2	1	3	33	19	12	7	9	17	26	10	23	17	11	4	18	17	11	17	
Green	7	8	0	0	0	4	7	7	9	5	7	8	11	8	8	5	8	7	8	5	6	7	6	8	9	
Other	2	1	0	0	0	1	1	1	1	2	2	1	3	1	2	1	1	2	1	1	0	1	2	2	1	

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

Conservative	13	13	100	0	0	33	1	4	9	22	12	13	6	7	15	24	14	12	13	14	10	12	14	11	14
Labour	30	30	0	100	0	8	72	30	45	15	31	29	37	38	24	17	33	25	31	24	22	35	33	34	25
Liberal Democrat	6	7	0	0	100	3	3	41	11	4	7	6	4	7	7	7	8	5	7	4	4	4	4	10	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	4	1	3	2	2	2	2	2	2	2	0	0	23	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	1	1	1	0	1	0	1	1	0	0	0	1	0	8	0	0	0	0	0
Reform UK	10	10	0	0	0	23	2	1	2	23	14	7	5	6	12	20	7	15	11	6	2	13	12	8	12
Green	5	6	0	0	0	3	6	6	7	4	6	5	8	6	6	4	6	4	6	3	4	5	4	6	7
Some other party	1	1	0	0	0	1	1	1	1	2	1	1	2	1	1	1	0	2	1	2	0	1	1	1	1
Would not vote	12	12	0	0	0	6	2	0	4	11	11	13	19	15	10	8	10	16	12	21	10	13	14	10	11
Don't know	18	17	0	0	0	22	8	13	15	19	12	21	13	15	21	17	17	17	16	19	23	13	15	15	20
Refused	3	2	0	0	0	1	3	2	2	1	2	2	3	4	1	0	3	2	2	0	1	3	2	4	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=19]

UK Independence Party (UKIP)	13	21	0	0	0	0	0	0	0	37	24	13	0	0	61	0	0	28	16	72	0	0	55	0	12
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	79	67	0	0	0	60	100	100	87	44	68	64	100	67	39	81	70	66	73	0	0	100	16	100	74
Don't know	5	7	0	0	0	19	0	0	13	9	0	23	0	10	0	19	10	6	5	28	0	0	0	0	14
Refused	0	5	0	0	0	21	0	0	0	10	8	0	0	23	0	0	21	0	6	0	0	0	29	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	10	10	0	1	2	3	1	0	2	7	9	11	15	12	8	6	7	14	10	13	8	12	10	6	9
1	3	3	0	0	0	3	1	0	1	2	3	2	5	3	2	1	2	3	3	5	0	3	3	3	2
2	2	1	0	0	1	1	0	0	1	1	1	2	3	2	1	1	2	1	1	5	0	1	1	3	1
3	2	2	0	0	2	2	0	1	1	2	1	2	2	2	2	1	1	2	2	1	1	2	3	1	2
4	1	2	1	1	1	1	2	1	1	2	3	1	4	2	2	1	2	2	2	3	3	2	2	2	1
5	7	6	5	3	6	6	3	2	3	7	5	8	7	7	7	5	6	8	7	3	3	6	9	6	7
6	3	3	3	2	2	2	2	0	1	2	3	3	7	2	2	2	3	2	3	1	3	2	3	3	3
7	5	5	6	5	5	5	4	6	4	4	5	4	9	5	3	4	5	5	5	3	5	3	4	7	6
8	8	7	8	8	12	8	8	12	8	8	8	7	7	8	8	6	7	8	8	9	6	7	6	13	7
9	8	8	9	10	9	8	9	9	9	8	10	6	5	7	10	9	7	8	8	7	8	8	7	7	8
10 - Absolutely certain to vote	51	53	67	71	61	60	70	70	69	56	53	54	36	49	57	65	58	47	53	50	63	53	51	49	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	243	218	10.7%
Men 50-64 High education	63	75	3.7%
Men 50-64 Mid education	109	92	4.5%
Men 50-64 Low education	83	79	3.9%
Men 25-49 High education	168	191	9.4%
Men 25-49 Mid education	143	134	6.6%
Men 25-49 Low education	45	88	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	49	88	4.3%
Women Over 65	273	261	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	119	104	5.1%
Women 50-64 Low education	88	81	4.0%
Women 25-49 High education	192	206	10.1%
Women 25-49 Mid education	177	145	7.1%
Women 25-49 Low education	90	77	3.8%
Women Under 25 High education	26	24	1.2%
Women Under 25 Mid & Low education	82	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	207	387	19.0%
Medium (3-7)	1375	1222	60.0%
High (8,9,10)	455	428	21.0%
Social Grade (NRS and 2011 census)			
AB	663	570	28.0%
C1	595	591	29.0%
C2	392	428	21.0%
DE	387	448	22.0%
EU Referendum Vote (Election Result)			
Remain	799	718	35.2%
Leave	767	759	37.2%
Don't Know / Did Not Vote	471	561	27.5%

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

North Con	151	139	6.8%
North Lab	159	151	7.4%
North LD	32	26	1.3%
North BP	16	18	0.9%
North Oth	15	14	0.7%
North DNV	130	143	7.0%
Midlands Con	142	130	6.4%
Midlands Lab	88	79	3.9%
Midlands LD	21	18	0.9%
Midlands BP	3	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	97	96	4.7%
London Con	43	57	2.8%
London Lab	52	88	4.3%
London LD	19	26	1.3%
London BP	1	2	0.1%
London Oth	6	6	0.3%
London DNV	55	67	3.3%
South Con	281	281	13.8%
South Lab	126	120	5.9%
South LD	89	86	4.2%
South BP	3	2	0.1%
South Oth	30	26	1.3%
South DNV	163	167	8.2%
Wales Con	31	26	1.3%
Wales Lab	32	31	1.5%
Wales LD	6	4	0.2%
Wales PC	9	8	0.4%
Wales BP	1	4	0.2%
Wales Oth DNV	32	29	1.4%
Scotland Con	38	33	1.6%
Scotland Lab	27	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	69	59	2.9%
Scotland Oth DNV	47	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