

YouGov / The Times Survey Results

Sample Size: 2044 GB Adults
Fieldwork: 10th - 11th April 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	2044	266	636	120	668	495	174	720	761	989	1055	215	844	505	480	1165	879	1764	102	178	493	339	247	685
Unweighted Sample	2044	281	642	127	701	478	177	837	768	961	1083	155	835	539	515	1230	814	1764	111	169	494	345	208	717
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2-3 Apr
10-11 Apr

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	20	19	100	0	0	46	1	6	12	30	19	18	14	10	20	34	21	16	19	13	16	17	20	16	23
Lab	43	45	0	100	0	14	84	40	58	24	44	46	60	57	40	25	46	44	46	46	33	49	46	55	40
Lib Dem	8	8	0	0	100	5	3	41	11	5	8	9	8	9	9	7	8	9	9	4	5	6	7	12	11
SNP	3	3	0	0	0	0	1	0	4	2	3	3	1	3	3	4	3	3	0	0	32	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	0	1	1	1	0	0	1	0	0	9	0	0	0	0	0
Reform UK	16	15	0	0	0	31	2	5	3	33	17	13	3	8	20	24	12	19	16	21	4	18	18	6	17
Green	8	7	0	0	0	2	8	6	9	3	6	8	14	9	7	4	8	7	8	5	4	8	7	9	8
Other	1	2	0	0	0	1	1	3	2	2	3	1	0	2	2	3	2	3	2	3	5	2	1	2	2

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

Conservative	13	13	100	0	0	33	1	5	10	21	15	12	11	7	14	24	15	10	13	10	11	12	13	12	15
Labour	29	31	0	100	0	10	74	35	48	16	33	29	38	39	28	18	34	28	32	36	23	34	29	41	28
Liberal Democrat	5	6	0	0	100	3	3	36	9	4	6	6	5	6	6	5	6	5	6	3	4	5	5	9	7
Scottish National Party (SNP)	2	2	0	0	0	0	1	0	3	1	2	2	1	2	2	3	2	2	0	0	24	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	6	0	0	0	0	0
Reform UK	11	10	0	0	0	23	2	4	2	24	13	8	2	6	15	17	9	12	11	16	3	13	12	4	11
Green	6	5	0	0	0	2	7	5	8	2	5	6	9	6	5	3	6	5	6	4	3	6	5	6	6
Some other party	1	2	0	0	0	1	1	2	2	2	2	1	0	2	2	2	1	2	1	2	4	2	1	2	1
Would not vote	12	12	0	0	0	7	3	0	4	9	12	12	11	14	12	8	10	15	12	15	8	14	16	7	11
Don't know	16	15	0	0	0	21	6	11	12	19	9	21	12	13	16	19	14	18	16	5	17	13	18	15	18
Refused	4	3	0	0	0	1	3	1	2	1	3	3	11	4	1	1	2	4	3	3	3	3	2	5	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=35]

UK Independence Party (UKIP)	5	7	0	0	0	0	0	32	0	15	4	12	0	6	0	11	0	13	9	0	0	0	36	28	0
Women's Equality Party	0	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	90	91	0	0	0	100	100	68	100	80	96	82	0	94	91	89	100	82	88	100	100	100	64	72	92
Don't know	4	2	0	0	0	0	0	0	0	5	0	6	0	0	9	0	0	4	3	0	0	0	0	0	8
Refused	0	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	10	10	1	1	2	4	2	0	3	7	10	10	10	13	9	7	8	13	10	11	8	11	13	7	9
1	2	2	1	0	1	1	1	0	0	2	3	2	5	2	2	1	1	3	2	2	3	2	3	0	3
2	2	2	0	1	0	2	0	0	1	1	2	1	2	2	1	1	1	2	2	1	1	3	1	1	2
3	2	2	2	1	2	2	1	1	1	2	2	2	3	2	2	1	2	2	2	2	0	2	2	3	2
4	2	2	1	1	1	2	1	0	1	2	1	2	3	2	1	1	2	1	2	3	1	2	2	2	1
5	7	6	3	3	1	6	3	1	3	6	4	7	5	7	5	5	4	7	6	3	7	5	9	6	4
6	3	3	3	3	3	2	2	2	3	2	3	3	3	3	3	2	3	3	3	2	0	5	2	1	3
7	5	5	6	5	6	6	5	4	3	5	4	6	8	5	4	5	5	5	5	2	6	4	3	9	5
8	7	6	8	5	7	6	7	7	7	5	6	6	3	7	6	4	6	6	6	7	4	4	4	6	7
9	8	9	10	11	20	10	10	13	10	9	9	9	9	9	9	11	9	9	9	11	12	8	7	13	9
10 - Absolutely certain to vote	53	54	66	70	58	60	68	72	68	58	56	52	46	48	60	62	59	48	54	56	57	54	53	52	55

26-27 Mar 10-11 Apr

Which of the following do you think would make the best Prime Minister?

Rishi Sunak	18	18	73	3	14	37	4	11	13	27	19	16	14	11	21	28	18	18	19	13	13	18	20	16	20
Keir Starmer	31	33	4	76	38	10	65	55	52	17	36	29	39	39	31	21	37	27	32	33	35	31	29	41	32
Not sure	47	45	23	18	47	50	27	34	33	53	39	51	34	45	46	49	42	49	45	50	49	46	49	39	44
Refused	4	4	0	2	1	2	4	0	2	3	5	4	13	5	2	1	3	6	4	3	4	5	3	5	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

Very well	1	2	11	1	2	4	0	1	1	3	2	2	5	1	2	4	2	2	2	1	1	2	3	3	2
Fairly well	17	18	51	5	10	35	4	8	9	30	17	19	10	13	18	28	17	19	18	18	11	16	20	16	19
TOTAL WELL	18	20	62	6	12	39	4	9	10	33	19	21	15	14	20	32	19	21	20	19	12	18	23	19	21
Fairly badly	28	28	26	28	29	28	26	25	26	28	26	29	33	28	30	24	29	26	28	32	24	27	24	28	31
Very badly	42	42	4	62	52	22	63	59	59	29	49	36	43	47	41	34	44	39	41	43	56	43	40	43	38
TOTAL BADLY	70	70	30	90	81	50	89	84	85	57	75	65	76	75	71	58	73	65	69	75	80	70	64	71	69
Don't know	13	10	9	5	8	10	6	6	6	10	6	15	8	11	10	10	7	14	11	6	7	13	12	10	9

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

Right to leave	34	33	64	12	14	67	9	10	5	72	35	31	13	20	40	56	29	37	33	41	22	33	38	23	35
Wrong to leave	55	57	31	82	78	25	85	86	92	20	57	57	71	69	51	36	63	49	56	52	75	53	52	67	55
Don't know	11	10	6	6	8	8	6	4	2	8	8	12	16	11	9	7	7	14	11	7	4	13	11	10	10

*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	219	10.7%
Men 50-64 High education	72	76	3.7%
Men 50-64 Mid education	107	92	4.5%
Men 50-64 Low education	83	80	3.9%
Men 25-49 High education	179	192	9.4%
Men 25-49 Mid education	162	135	6.6%
Men 25-49 Low education	43	88	4.3%
Men Under 25 High education	18	20	1.0%
Men Under 25 Mid & Low education	45	88	4.3%
Women Over 65	263	262	12.8%
Women 50-64 High education	68	72	3.5%
Women 50-64 Mid education	113	104	5.1%
Women 50-64 Low education	96	82	4.0%
Women 25-49 High education	195	206	10.1%
Women 25-49 Mid education	177	145	7.1%
Women 25-49 Low education	79	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	67	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	222	388	19.0%
Medium (3-7)	1370	1226	60.0%
High (8,9,10)	452	429	21.0%
Social Grade (NRS and 2011 census)			
AB	639	572	28.0%
C1	591	593	29.0%
C2	380	429	21.0%
DE	434	450	22.0%
EU Referendum Vote (Election Result)			
Remain	837	720	35.2%
Leave	768	761	37.2%
Don't Know / Did Not Vote	439	563	27.5%

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

North Con	143	139	6.8%
North Lab	155	151	7.4%
North LD	30	27	1.3%
North BP	8	18	0.9%
North Oth	16	14	0.7%
North DNV	142	143	7.0%
Midlands Con	138	131	6.4%
Midlands Lab	80	80	3.9%
Midlands LD	20	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	90	96	4.7%
London Con	60	57	2.8%
London Lab	60	88	4.3%
London LD	22	27	1.3%
London BP	1	2	0.1%
London Oth	8	6	0.3%
London DNV	57	67	3.3%
South Con	295	282	13.8%
South Lab	128	121	5.9%
South LD	88	86	4.2%
South BP	2	2	0.1%
South Oth	30	27	1.3%
South DNV	174	168	8.2%
Wales Con	29	27	1.3%
Wales Lab	33	31	1.5%
Wales LD	6	4	0.2%
Wales PC	10	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	30	29	1.4%
Scotland Con	36	33	1.6%
Scotland Lab	22	25	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	55	59	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