

YouGov / The Times Survey Results

Sample Size: 2010 GB Adults
Fieldwork: 30th April - 1st May 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	2010	250	619	136	657	486	171	708	748	973	1037	211	830	496	472	1146	864	1735	101	175	484	334	243	673	
Unweighted Sample	2010	263	625	136	670	463	172	779	756	901	1109	171	839	517	483	1200	810	1727	107	176	494	353	178	702	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23-24 Apr
30 Apr-1 May

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	20	18	100	0	0	43	0	7	11	27	16	20	7	12	18	31	17	19	18	15	15	15	21	10	23
Lab	45	44	0	100	0	15	82	45	56	28	43	45	52	56	43	25	45	42	44	51	37	55	45	44	35
Lib Dem	9	10	0	0	100	5	6	41	13	5	9	10	9	10	7	12	10	9	11	2	3	4	7	16	15
SNP	3	2	0	0	0	0	0	1	4	0	3	2	4	3	3	1	2	3	0	0	28	0	0	1	0
Plaid Cymru	1	1	0	0	0	0	1	1	1	0	1	1	2	1	0	1	1	1	0	17	0	0	0	0	0
Reform UK	13	15	0	0	0	31	1	1	2	32	18	12	7	7	21	22	14	16	16	14	7	15	15	14	17
Green	7	8	0	0	0	3	8	4	9	4	6	9	16	9	6	5	8	7	8	2	6	8	10	12	7
Other	2	2	0	0	0	1	2	1	3	2	3	2	3	2	2	3	1	4	2	0	4	2	3	4	2

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

Conservative	14	12	100	0	0	32	0	6	9	20	12	13	4	8	13	24	13	12	13	10	10	11	13	8	16
Labour	31	31	0	100	0	11	70	38	45	20	33	29	33	37	31	19	33	28	31	35	24	40	29	32	25
Liberal Democrat	6	7	0	0	100	4	5	35	11	4	7	6	6	6	5	9	8	6	8	2	3	3	4	11	11
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	3	0	2	1	3	2	2	1	2	2	0	0	19	0	0	1	0
Plaid Cymru	0	1	0	0	0	0	0	0	1	0	1	1	1	1	0	1	1	0	0	12	0	0	0	0	0
Reform UK	10	11	0	0	0	24	1	1	2	24	14	8	4	5	16	18	10	11	11	10	5	11	10	10	12
Green	5	6	0	0	0	3	7	4	7	3	5	7	10	7	5	4	7	5	6	2	4	6	7	10	5
Some other party	2	2	0	0	0	1	2	0	3	2	3	1	2	2	1	3	1	3	2	0	2	2	2	3	1
Would not vote	12	12	0	0	0	6	2	4	3	10	11	13	14	15	12	7	10	15	13	12	9	13	13	10	13
Don't know	15	14	0	0	0	17	8	11	13	16	10	18	14	14	14	14	14	15	13	16	20	11	19	9	14
Refused	3	3	0	0	0	2	5	0	3	1	2	4	8	4	1	1	3	3	3	1	4	2	4	5	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=39]

UK Independence Party (UKIP)	10	5	0	0	0	0	0	0	6	7	7	0	0	0	12	8	0	7	6	0	0	0	14	0	11
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	77	87	0	0	0	89	100	100	86	81	87	88	100	95	88	74	100	81	85	0	100	68	86	100	89
Don't know	10	8	0	0	0	11	0	0	8	12	6	12	0	5	0	18	0	12	9	0	0	32	0	0	0
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	11	11	1	1	2	3	2	3	3	7	10	12	16	14	10	5	8	15	11	12	8	12	11	12	11
1	2	2	0	0	0	2	1	1	1	2	1	2	2	2	1	2	2	2	2	0	2	2	2	1	2
2	2	2	0	0	1	1	2	0	1	2	2	2	5	1	2	1	2	2	2	0	1	2	1	4	2
3	1	2	0	2	1	1	1	2	1	2	2	2	5	3	2	1	2	2	2	2	2	1	3	1	3
4	2	2	2	2	1	1	1	0	1	1	2	2	3	2	1	1	2	2	2	3	1	1	3	1	2
5	6	6	4	2	1	7	2	1	3	7	5	7	5	6	5	6	4	7	6	8	4	6	8	2	6
6	4	3	4	2	3	3	2	3	1	3	2	3	4	3	2	2	3	2	3	1	4	2	2	3	3
7	5	4	3	4	4	4	3	2	4	3	4	4	5	6	3	2	5	3	4	5	5	4	5	5	3
8	7	8	10	10	11	9	7	8	7	9	8	8	9	7	10	7	7	9	8	5	7	11	6	11	7
9	7	7	7	8	7	7	8	8	9	7	8	7	5	7	8	8	7	7	7	7	9	8	9	5	6
10 - Absolutely certain to vote	53	54	68	69	70	61	71	72	69	58	56	51	41	49	56	65	58	48	53	57	57	52	49	56	55

10-11 Apr 30 Apr-1 May

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

Rishi Sunak	18	18	76	2	13	40	3	10	12	29	20	16	10	11	21	32	19	17	19	16	12	15	18	17	22
Keir Starmer	33	34	0	77	42	13	64	53	49	22	39	30	37	41	32	25	38	30	34	39	35	37	29	39	33
Not sure	45	43	22	19	43	45	28	36	35	47	37	49	46	42	45	42	39	49	43	42	48	44	48	38	41
Refused	4	4	2	2	2	3	4	2	3	2	4	5	7	7	1	2	4	4	4	3	5	3	5	7	4

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

Very well	2	2	10	1	0	5	1	1	1	4	2	2	0	1	2	5	2	3	2	5	2	2	3	1	2
Fairly well	18	17	51	7	15	32	6	9	10	25	17	16	11	12	18	26	17	16	17	15	11	18	18	14	18
TOTAL WELL	20	19	61	8	15	37	7	10	11	29	19	18	11	13	20	31	19	19	19	20	13	20	21	15	20
Fairly badly	28	29	24	30	35	34	27	31	26	32	28	30	32	28	32	28	31	28	30	27	28	24	35	28	32
Very badly	42	40	5	55	46	21	58	54	55	28	44	35	41	43	39	34	41	38	39	44	48	44	31	47	36
TOTAL BADLY	70	69	29	85	81	55	85	85	81	60	72	65	73	71	71	62	72	66	69	71	76	68	66	75	68
Don't know	10	12	10	7	4	8	8	6	8	10	8	16	16	16	9	8	9	16	12	8	12	12	13	11	13

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

Right to leave	33	31	63	14	14	67	9	7	5	68	35	28	10	20	39	53	28	35	33	29	17	36	33	20	35
Wrong to leave	57	55	25	78	80	24	83	88	91	20	55	55	68	65	50	39	61	47	54	56	71	53	49	67	52
Don't know	10	13	12	8	6	9	9	5	4	12	10	17	22	16	11	9	11	17	14	15	12	11	18	14	13

*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	195	215	10.7%
Men 50-64 High education	67	74	3.7%
Men 50-64 Mid education	99	90	4.5%
Men 50-64 Low education	82	78	3.9%
Men 25-49 High education	172	189	9.4%
Men 25-49 Mid education	156	133	6.6%
Men 25-49 Low education	60	86	4.3%
Men Under 25 High education	20	20	1.0%
Men Under 25 Mid & Low education	50	86	4.3%
Women Over 65	288	257	12.8%
Women 50-64 High education	64	70	3.5%
Women 50-64 Mid education	113	103	5.1%
Women 50-64 Low education	92	80	4.0%
Women 25-49 High education	188	203	10.1%
Women 25-49 Mid education	174	143	7.1%
Women 25-49 Low education	89	76	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	77	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	233	382	19.0%
Medium (3-7)	1324	1206	60.0%
High (8,9,10)	453	422	21.0%
Social Grade (NRS and 2011 census)			
AB	610	563	28.0%
C1	590	583	29.0%
C2	377	422	21.0%
DE	433	442	22.0%
EU Referendum Vote (Election Result)			
Remain	779	708	35.2%
Leave	756	748	37.2%
Don't Know / Did Not Vote	475	553	27.5%

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

North Con	141	137	6.8%
North Lab	154	149	7.4%
North LD	28	26	1.3%
North BP	17	18	0.9%
North Oth	17	14	0.7%
North DNV	137	141	7.0%
Midlands Con	139	129	6.4%
Midlands Lab	80	78	3.9%
Midlands LD	20	18	0.9%
Midlands BP	6	4	0.2%
Midlands Oth	10	10	0.5%
Midlands DNV	98	94	4.7%
London Con	42	56	2.8%
London Lab	52	86	4.3%
London LD	20	26	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	56	66	3.3%
South Con	286	277	13.8%
South Lab	126	119	5.9%
South LD	90	84	4.2%
South BP	1	2	0.1%
South Oth	28	26	1.3%
South DNV	171	165	8.2%
Wales Con	30	26	1.3%
Wales Lab	28	30	1.5%
Wales LD	4	4	0.2%
Wales PC	10	8	0.4%
Wales BP	6	4	0.2%
Wales Oth DNV	29	28	1.4%
Scotland Con	32	32	1.6%
Scotland Lab	23	24	1.2%
Scotland LD	10	12	0.6%
Scotland SNP	63	58	2.9%
Scotland Oth DNV	48	48	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