

# YouGov / The Times Survey Results

Sample Size: 2072 GB Adults  
Fieldwork: 7th - 8th 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	
<b>Weighted Sample</b>	<b>2072</b>	273	711	137	677	501	176	730	772	1003	1069	218	856	512	487	1181	891	1788	104	180	499	344	251	694	
<b>Unweighted Sample</b>	<b>2072</b>	285	724	130	699	505	178	818	789	924	1148	183	865	526	498	1418	654	1782	116	174	507	349	210	716	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

	30 Apr - 1 May	3-7 May																								
Con	18	<b>18</b>	100	0	0	48	0	3	9	32	18	19	6	11	19	33	16	21	19	17	10	17	24	16	20	
Lab	44	<b>48</b>	0	100	0	17	84	45	63	27	45	50	59	59	45	27	50	44	48	52	45	53	46	54	42	
Lib Dem	10	<b>9</b>	0	0	100	5	4	44	11	7	10	8	16	8	7	11	9	9	10	3	4	5	6	12	15	
SNP	2	<b>3</b>	0	0	0	0	0	1	4	2	4	2	4	2	4	3	3	3	0	0	30	0	0	1	0	
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	9	0	0	0	0	0	
Reform UK	15	<b>13</b>	0	0	0	26	1	3	2	26	15	10	3	8	17	18	11	15	14	10	3	15	15	9	14	
Green	8	<b>7</b>	0	0	0	3	10	3	9	3	5	9	11	10	5	3	8	6	7	6	6	8	6	7	7	
Other	2	<b>2</b>	0	0	0	2	1	0	1	3	2	1	1	1	3	3	2	2	2	3	2	2	2	1	1	

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

Conservative	12	<b>13</b>	100	0	0	35	0	3	8	24	14	12	5	8	15	24	13	14	14	12	7	12	16	12	15
Labour	31	<b>34</b>	0	100	0	12	75	39	52	21	35	34	42	41	34	20	39	29	34	40	33	38	32	42	30
Liberal Democrat	7	<b>7</b>	0	0	100	3	3	39	9	5	8	6	11	5	5	8	7	6	7	2	4	3	4	9	11
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	0	1	3	1	3	1	2	1	3	2	2	2	0	0	22	0	0	1	0
Plaid Cymru	1	<b>0</b>	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	0	8	0	0	0	0	0
Reform UK	11	<b>9</b>	0	0	0	19	1	2	2	20	12	7	3	6	13	14	8	11	10	7	2	12	11	7	10
Green	6	<b>5</b>	0	0	0	2	9	2	8	2	4	6	8	7	4	3	6	4	5	4	5	6	4	6	5
Some other party	2	<b>1</b>	0	0	0	1	1	0	1	2	2	1	1	1	2	2	1	1	1	2	1	2	2	1	1
Would not vote	12	<b>11</b>	0	0	0	6	2	2	4	9	11	12	10	16	9	7	10	14	11	8	12	12	12	9	11
Don't know	14	<b>13</b>	0	0	0	19	6	10	12	15	9	17	12	10	13	18	12	15	13	11	12	12	16	7	15
Refused	3	<b>3</b>	0	0	0	1	3	0	1	2	3	3	7	4	1	1	2	4	3	3	2	2	3	8	3

### And which of these parties would you vote for?

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

UK Independence Party (UKIP)	5	<b>33</b>	0	0	0	64	18	0	11	52	33	32	56	14	39	39	14	55	35	41	0	49	55	0	26
Women's Equality Party	0	<b>0</b>	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	87	<b>56</b>	0	0	0	36	82	100	89	48	56	55	44	47	61	61	78	29	51	59	100	51	45	50	56
Don't know	8	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	<b>12</b>	0	0	0	0	0	0	0	0	11	13	0	38	0	0	8	15	14	0	0	0	0	50	18

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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	10	1	1	0	4	2	0	3	7	9	12	10	14	8	7	8	13	10	8	13	11	11	11	9
1	2	1	0	0	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	2
2	2	2	0	1	0	1	0	1	1	1	2	1	5	2	1	1	1	2	2	4	3	2	1	1	2
3	2	2	1	1	0	1	1	1	1	2	2	1	3	2	1	2	1	2	2	5	0	2	2	1	1
4	2	2	1	1	0	2	0	0	0	2	2	1	3	1	1	1	1	2	2	1	0	2	2	0	2
5	6	6	3	4	9	6	3	1	3	7	5	7	9	6	5	7	5	8	6	3	6	8	6	4	6
6	3	3	3	3	3	2	3	2	1	2	3	3	6	3	2	2	4	1	3	3	2	2	3	5	2
7	4	5	7	4	6	6	3	4	3	6	5	5	7	5	5	4	5	5	5	8	4	4	7	5	5
8	8	7	9	7	11	7	4	7	6	6	6	7	13	5	5	7	6	7	7	6	5	7	5	7	7
9	7	7	9	7	13	9	6	12	9	7	7	7	7	7	7	8	9	5	7	5	3	8	6	7	9
10 - Absolutely certain to vote	54	56	67	73	57	59	78	73	73	58	58	54	35	54	63	61	58	53	55	56	64	53	56	58	54

#### HYPOTHETICAL HUNG P VOTING INTENTION

Westminster Voting Intention in the case of a hung Parliament

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

Con	21	99	1	2	54	1	4	12	36	21	22	6	12	22	40	20	24	23	21	10	18	27	18	25
Lab	46	1	93	12	17	83	43	62	26	44	49	51	59	45	25	48	43	46	51	40	52	45	52	41
Lib Dem	9	0	3	83	5	5	46	11	6	10	8	19	8	8	10	10	8	10	3	5	6	6	11	15
SNP	3	0	1	1	0	1	1	4	2	4	2	5	2	4	3	3	4	0	0	35	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	2	1	0	1	0	0	1	0	0	1	0	0	10	0	0	0	0	0
Reform UK	11	0	0	1	20	1	3	1	23	13	8	3	7	14	15	9	13	12	8	3	14	12	9	11
Green	7	0	3	1	3	9	2	8	4	4	9	14	9	4	4	7	6	7	4	4	9	7	7	6
Other	2	0	0	0	1	1	0	1	2	3	1	3	1	3	1	2	2	2	3	2	2	2	3	1

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

Imagine that in the weeks running up to the general election it looked likely that there would be a hung Parliament, with no one party likely to have an overall majority. How would you then vote?

Conservative	16	94	1	2	42	1	3	11	28	16	15	4	9	18	31	15	17	17	15	8	13	19	14	19
Labour	34	1	87	11	13	75	38	53	21	34	34	33	41	36	19	37	30	34	36	31	38	31	40	31
Liberal Democrat	7	0	3	78	4	4	41	9	5	8	6	12	6	6	8	8	6	8	3	4	5	4	8	11
Scottish National Party (SNP)	2	0	1	2	0	1	1	4	2	3	1	4	1	3	3	2	3	0	0	28	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	2	1	0	1	0	0	1	0	0	1	0	0	8	0	0	0	0	0
Reform UK	8	0	0	1	16	1	2	1	18	10	7	2	6	11	12	7	10	9	6	2	11	9	8	8
Green	5	0	3	0	2	8	2	7	3	4	7	9	7	3	4	6	5	6	3	3	7	6	5	5
Some other party	2	0	0	0	1	1	0	1	2	2	1	3	1	2	1	2	1	1	2	2	2	1	3	1
Would not vote	11	0	1	0	5	2	1	3	8	11	11	10	14	9	8	9	13	11	10	13	13	12	7	9
Don't know	11	3	4	5	15	5	8	8	12	8	15	17	10	9	14	11	12	11	11	10	9	15	9	12
Refused	3	1	1	1	1	3	2	2	1	3	3	7	5	1	0	3	3	3	6	0	3	2	6	2

What do you think is the mostly likely outcome of the next general election?

A large Labour majority	23	14	35	23	21	29	26	26	22	28	19	17	25	29	17	22	25	24	20	22	24	22	21	25
A moderate Labour majority	29	21	40	36	27	38	37	35	28	30	27	29	27	30	30	32	24	29	30	26	30	29	30	28
A narrow Labour majority	14	14	15	9	14	16	14	14	14	14	14	14	12	13	18	15	12	14	14	13	14	14	15	13
A hung Parliament, resulting in a Labour-led government with support from other parties	11	17	5	16	15	8	11	10	12	10	11	14	9	11	13	12	9	11	10	13	9	11	10	11
A hung Parliament, resulting in a Conservative-led government with support from other parties	3	7	1	4	5	1	4	3	4	2	3	2	3	2	3	3	3	3	3	3	2	2	4	3
A narrow Conservative majority	3	7	0	3	5	1	2	2	4	2	3	3	2	3	4	2	3	3	1	4	1	3	1	4
A moderate Conservative majority	1	4	0	0	1	0	1	0	1	1	1	2	2	0	0	1	1	1	0	0	1	1	1	1
A large Conservative majority	1	3	0	0	1	0	0	1	0	0	1	1	1	0	0	0	1	1	0	0	1	1	0	1
Something else	2	0	0	1	0	1	0	0	2	2	1	2	2	1	1	1	3	1	4	3	1	1	2	1
Don't know	15	13	3	8	12	6	6	8	15	10	20	15	18	11	14	11	20	15	18	16	16	17	15	13

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

And, considering only the outcomes that you think are realistic at the present time, what would you personally like to see happen at the next general election?

A large Labour majority	<b>25</b>	2	57	19	11	50	31	36	17	26	23	24	28	30	14	25	24	25	26	22	27	19	32	24
A moderate Labour majority	<b>15</b>	2	30	15	7	24	20	20	9	16	13	25	16	11	11	17	12	14	20	17	14	15	15	13
A narrow Labour majority	<b>6</b>	5	5	11	4	6	10	6	4	7	4	8	6	4	4	7	4	5	1	10	5	5	7	6
A hung Parliament, resulting in a Labour-led government with support from other parties	<b>9</b>	4	4	27	6	9	17	12	6	9	9	8	9	9	8	9	8	8	8	15	7	8	7	10
A hung Parliament, resulting in a Conservative-led government with support from other parties	<b>5</b>	11	1	1	10	1	2	3	10	6	4	2	3	7	9	6	5	5	6	4	6	6	5	5
A narrow Conservative majority	<b>6</b>	26	0	2	13	0	2	4	10	6	5	3	2	7	11	6	5	6	4	4	5	7	4	7
A moderate Conservative majority	<b>5</b>	27	0	2	12	0	2	3	9	4	6	1	3	6	10	5	5	5	3	3	4	6	6	6
A large Conservative majority	<b>3</b>	16	0	0	8	0	0	1	6	3	3	2	2	3	5	2	4	3	4	0	5	3	2	3
Something else	<b>9</b>	1	0	10	11	4	6	5	13	11	8	8	8	12	9	9	10	9	9	8	10	10	7	9
Don't know	<b>18</b>	6	2	13	17	6	10	11	17	12	24	19	23	12	17	15	23	18	19	18	20	20	14	18

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	209	196	10.7%
Men 50-64 High education	71	67	3.7%
Men 50-64 Mid education	108	82	4.5%
Men 50-64 Low education	72	67	3.9%
Men 25-49 High education	177	183	9.4%
Men 25-49 Mid education	159	100	6.6%
Men 25-49 Low education	59	67	4.3%
Men Under 25 High education	13	19	1.0%
Men Under 25 Mid & Low education	56	62	4.3%
Women Over 65	289	232	12.8%
Women 50-64 High education	69	65	3.5%
Women 50-64 Mid education	116	96	5.1%
Women 50-64 Low education	90	67	4.0%
Women 25-49 High education	200	179	10.1%
Women 25-49 Mid education	171	103	7.1%
Women 25-49 Low education	99	50	3.8%
Women Under 25 High education	25	23	1.2%
Women Under 25 Mid & Low education	89	59	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	243	262	19.0%
Medium (3-7)	1380	1048	60.0%
High (8,9,10)	449	408	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	890	505	28.0%
C1	528	506	29.0%
C2	317	348	21.0%
DE	337	359	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	818	680	35.2%
Leave	789	673	37.2%
Don't Know / Did Not Vote	465	364	27.5%

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

North Con	<b>149</b>	<b>128</b>	<b>6.8%</b>
North Lab	<b>163</b>	<b>148</b>	<b>7.4%</b>
North LD	<b>30</b>	<b>26</b>	<b>1.3%</b>
North BP	<b>19</b>	<b>16</b>	<b>0.9%</b>
North Oth	<b>14</b>	<b>14</b>	<b>0.7%</b>
North DNV	<b>132</b>	<b>75</b>	<b>7.0%</b>
Midlands Con	<b>136</b>	<b>121</b>	<b>6.4%</b>
Midlands Lab	<b>82</b>	<b>78</b>	<b>3.9%</b>
Midlands LD	<b>21</b>	<b>18</b>	<b>0.9%</b>
Midlands BP	<b>5</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>11</b>	<b>9</b>	<b>0.5%</b>
Midlands DNV	<b>94</b>	<b>52</b>	<b>4.7%</b>
London Con	<b>54</b>	<b>55</b>	<b>2.8%</b>
London Lab	<b>70</b>	<b>85</b>	<b>4.3%</b>
London LD	<b>21</b>	<b>25</b>	<b>1.3%</b>
London BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>8</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>54</b>	<b>39</b>	<b>3.3%</b>
South Con	<b>296</b>	<b>259</b>	<b>13.8%</b>
South Lab	<b>132</b>	<b>118</b>	<b>5.9%</b>
South LD	<b>90</b>	<b>85</b>	<b>4.2%</b>
South BP	<b>2</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>28</b>	<b>25</b>	<b>1.3%</b>
South DNV	<b>168</b>	<b>92</b>	<b>8.2%</b>
Wales Con	<b>33</b>	<b>25</b>	<b>1.3%</b>
Wales Lab	<b>33</b>	<b>30</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>9</b>	<b>7</b>	<b>0.4%</b>
Wales BP	<b>4</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>32</b>	<b>15</b>	<b>1.4%</b>
Scotland Con	<b>31</b>	<b>32</b>	<b>1.6%</b>
Scotland Lab	<b>25</b>	<b>23</b>	<b>1.2%</b>
Scotland LD	<b>11</b>	<b>12</b>	<b>0.6%</b>
Scotland SNP	<b>60</b>	<b>58</b>	<b>2.9%</b>
Scotland Oth DNV	<b>47</b>	<b>24</b>	<b>2.4%</b>

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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)