

YouGov / The Times Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 23rd - 24th 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	2072	331	666	135	678	501	176	730	772	1003	1069	218	856	512	487	1181	891	1788	104	180	499	344	251	694	
Unweighted Sample	2072	349	679	131	699	477	182	834	765	943	1129	168	847	535	522	1281	791	1785	107	180	506	367	185	727	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21-22 May	23-24 May																						
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																									
Con	21	22	100	0	0	53	1	7	13	37	20	24	7	13	23	42	20	24	23	25	13	18	25	17	27
Lab	46	44	0	100	0	16	81	44	59	24	43	46	54	57	37	27	48	38	45	50	34	51	48	50	38
Lib Dem	9	9	0	0	100	4	4	44	13	5	10	8	11	9	9	8	9	9	10	3	7	5	6	13	13
SNP	3	3	0	0	0	0	0	0	4	1	2	4	5	2	6	2	3	4	0	0	37	0	0	0	0
Plaid Cymru	0	1	0	0	0	1	0	0	1	1	0	1	0	1	1	1	0	1	0	10	0	0	0	0	0
Reform UK	12	14	0	0	0	24	3	3	2	29	16	10	11	8	18	18	11	17	15	6	2	18	16	10	15
Green	7	6	0	0	0	2	9	2	8	2	6	7	11	9	3	3	7	6	7	4	4	6	6	8	7
Other	1	1	0	0	0	1	1	0	1	2	1	1	0	1	2	1	1	1	1	3	2	1	0	2	0

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

Conservative	15	16	100	0	0	41	1	6	10	26	16	16	5	9	17	31	15	17	17	18	9	14	17	12	20
Labour	31	32	0	100	0	12	72	36	49	17	34	31	38	41	27	20	36	27	33	35	25	37	33	39	27
Liberal Democrat	6	7	0	0	100	3	4	37	11	3	8	5	7	6	7	6	7	6	7	2	5	4	4	10	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	3	4	1	4	1	2	2	0	0	27	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	8	0	0	0	0	0
Reform UK	8	10	0	0	0	19	3	3	1	21	14	7	9	7	14	14	9	12	12	5	2	14	11	7	11
Green	5	5	0	0	0	1	8	2	7	2	4	5	9	7	3	2	5	4	5	3	4	5	4	6	5
Some other party	1	1	0	0	0	1	1	0	1	1	1	1	0	1	1	1	1	1	1	2	1	1	0	2	0
Would not vote	13	10	0	0	0	4	2	3	4	9	10	10	12	13	9	7	8	14	10	11	12	12	12	8	9
Don't know	15	15	0	0	0	19	8	14	13	18	10	20	10	13	16	19	15	15	15	16	15	11	20	15	16
Refused	4	1	0	0	0	0	1	0	0	0	2	1	6	2	1	0	1	2	1	1	1	2	1	1	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=14]

UK Independence Party (UKIP)	11	18	0	0	0	24	33	0	0	32	20	16	0	29	0	32	0	35	8	100	0	16	0	0	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	75	82	0	0	0	76	67	0	100	68	80	84	0	71	100	68	100	65	92	0	100	84	0	100	100
Don't know	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	6	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	9	1	1	0	2	2	3	3	7	9	10	9	12	7	6	7	13	9	11	12	11	9	7	8
1	2	1	0	0	1	1	0	1	1	1	2	1	3	1	2	1	1	2	2	1	1	2	2	2	1
2	2	1	0	0	1	1	0	1	1	1	2	1	3	1	2	0	1	2	2	2	0	2	3	0	1
3	2	2	1	1	1	1	1	0	1	2	1	2	3	2	1	1	2	2	2	1	1	2	2	2	1
4	2	1	0	0	2	1	0	0	0	1	1	1	2	1	1	0	1	0	1	0	1	1	1	0	1
5	6	6	3	3	4	6	2	3	3	7	5	8	8	8	4	6	6	7	6	8	6	4	7	5	8
6	3	2	2	2	1	3	2	1	2	2	2	3	3	3	2	1	2	3	2	3	1	1	3	5	2
7	5	4	5	3	5	5	3	2	4	4	5	3	4	5	4	3	4	4	4	6	4	3	4	6	4
8	7	6	10	6	4	9	4	5	4	7	7	5	5	5	7	7	5	8	6	3	4	6	7	5	7
9	8	8	11	10	8	9	9	8	7	8	9	7	9	8	8	8	8	8	8	6	7	7	8	7	10
10 - Absolutely certain to vote	53	58	66	73	74	62	76	76	74	59	58	58	52	54	62	66	62	53	58	59	62	61	54	61	57

*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	229	222	10.7%
Men 50-64 High education	70	77	3.7%
Men 50-64 Mid education	98	93	4.5%
Men 50-64 Low education	84	81	3.9%
Men 25-49 High education	179	195	9.4%
Men 25-49 Mid education	156	137	6.6%
Men 25-49 Low education	55	89	4.3%
Men Under 25 High education	20	21	1.0%
Men Under 25 Mid & Low education	52	89	4.3%
Women Over 65	293	265	12.8%
Women 50-64 High education	67	73	3.5%
Women 50-64 Mid education	118	106	5.1%
Women 50-64 Low education	98	83	4.0%
Women 25-49 High education	198	209	10.1%
Women 25-49 Mid education	173	147	7.1%
Women 25-49 Low education	86	79	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	71	83	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	243	394	19.0%
Medium (3-7)	1356	1243	60.0%
High (8,9,10)	473	435	21.0%
Social Grade (NRS and 2011 census)			
AB	648	580	28.0%
C1	633	601	29.0%
C2	366	435	21.0%
DE	425	456	22.0%
EU Referendum Vote (Election Result)			
Remain	834	730	35.2%
Leave	765	772	37.2%
Don't Know / Did Not Vote	473	570	27.5%

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

North Con	148	141	6.8%
North Lab	154	153	7.4%
North LD	32	27	1.3%
North BP	16	19	0.9%
North Oth	15	15	0.7%
North DNV	141	145	7.0%
Midlands Con	140	133	6.4%
Midlands Lab	87	81	3.9%
Midlands LD	21	19	0.9%
Midlands BP	6	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	102	97	4.7%
London Con	50	58	2.8%
London Lab	50	89	4.3%
London LD	20	27	1.3%
London BP	3	2	0.1%
London Oth	6	6	0.3%
London DNV	56	68	3.3%
South Con	297	286	13.8%
South Lab	131	122	5.9%
South LD	94	87	4.2%
South BP	3	2	0.1%
South Oth	32	27	1.3%
South DNV	170	170	8.2%
Wales Con	28	27	1.3%
Wales Lab	31	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	31	29	1.4%
Scotland Con	36	33	1.6%
Scotland Lab	24	25	1.2%
Scotland LD	10	12	0.6%
Scotland SNP	59	60	2.9%
Scotland Oth DNV	51	50	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