

YouGov / The Times Survey Results

Sample Size: 2029 GB Adults
Fieldwork: 7th - 8th February 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Don't know	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	2029	283	629	121	329	663	491	172	715	756	982	1047	213	838	501	477	1157	872	1751	101	177	489	337	246	680
Unweighted Sample	2029	307	641	115	337	703	476	166	776	777	934	1095	176	839	512	502	1184	845	1743	108	178	483	347	192	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	30-31 Jan	7-8 Feb																								
<u>HEADLINE VOTING INTENTION</u>																										
Westminster Voting Intention																										
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																										
Con	23	21	100	0	0	0	53	2	3	13	36	20	21	8	12	21	37	21	21	22	16	10	18	28	19	25
Lab	44	46	0	100	0	0	14	84	44	57	25	45	47	60	58	44	26	48	43	46	61	42	54	46	54	37
Lib Dem	9	9	0	0	100	0	3	6	40	13	4	9	9	9	10	9	7	9	8	10	1	3	5	6	12	15
SNP	3	3	0	0	0	0	0	0	0	5	2	3	3	1	4	3	3	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	5	0	0	0	0	0
Reform UK	12	12	0	0	0	0	26	1	3	2	28	14	10	6	6	14	21	9	16	13	14	5	16	13	7	13
Green	6	7	0	0	0	0	2	6	11	9	3	6	8	16	8	7	4	8	5	8	2	6	6	6	7	10
Other	2	1	0	0	0	0	1	1	1	1	2	2	1	1	1	1	3	1	2	2	0	1	2	1	2	1
If there were a general election held tomorrow, which party would you vote for?																										
Conservative	16	14	100	0	0	0	36	2	2	10	23	14	14	5	8	14	28	15	13	15	10	7	12	19	12	16
Labour	29	31	0	100	0	0	10	69	37	47	17	32	30	35	38	29	20	34	27	30	41	30	37	31	33	25
Liberal Democrat	6	6	0	0	100	0	2	5	34	11	2	6	6	5	6	6	6	7	5	7	1	2	3	5	7	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	4	1	2	2	1	3	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0
Reform UK	8	8	0	0	0	0	18	1	2	1	19	10	7	4	4	10	16	7	10	9	9	4	11	9	5	8
Green	4	5	0	0	0	0	1	5	9	8	2	4	6	9	5	4	3	6	3	5	1	4	4	5	4	7
Some other party	2	1	0	0	0	0	1	1	1	1	2	1	1	0	1	1	2	1	2	1	1	1	1	1	2	1
Would not vote	12	12	0	0	0	0	8	2	2	3	11	11	12	16	13	13	7	9	15	12	11	10	15	13	7	11
Don't know	17	16	0	0	0	100	23	8	13	13	21	12	20	17	14	20	16	15	17	17	15	12	13	17	13	20
Refused	4	4	0	0	0	0	1	7	0	2	2	7	2	7	8	1	1	4	4	4	7	5	2	2	18	2
And which of these parties would you vote for?																										
<i>[Asked only to those who answered 'some other party'; n=24]</i>																										
UK Independence Party (UKIP)	5	7	0	0	0	0	0	0	0	0	6	5	9	0	0	0	15	0	11	7	0	0	24	0	0	0
Women's Equality Party	6	3	0	0	0	0	0	0	0	0	0	0	8	100	0	0	0	0	5	3	0	0	0	0	0	9
Some other party	62	77	0	0	0	0	81	69	100	87	75	87	61	0	81	56	85	79	76	78	0	100	76	100	68	78
Don't know	23	13	0	0	0	0	19	31	0	13	19	7	23	0	19	44	0	21	8	12	100	0	0	0	32	13
Refused	4	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	9	0	1	0	2	4	2	1	2	7	9	10	13	11	9	5	7	13	9	13	10	12	10	7	8
1	1	2	0	0	1	3	1	0	1	0	2	3	1	7	2	2	1	2	3	2	0	1	4	2	2	1
2	2	2	0	0	0	3	3	0	1	0	2	2	2	4	3	1	2	2	2	2	2	3	1	2	2	2
3	2	2	0	1	1	4	2	1	1	1	2	2	2	4	2	2	1	2	2	2	1	3	2	2	2	2
4	2	2	1	1	3	5	2	1	1	2	2	2	2	4	2	1	1	1	3	2	2	2	2	1	2	2
5	7	6	5	3	3	14	6	3	4	3	7	6	6	7	5	8	5	5	7	6	2	3	7	7	6	6
6	2	3	4	3	1	6	4	1	1	2	3	3	4	8	3	2	2	3	4	3	3	2	3	3	3	3
7	6	7	7	4	6	8	6	9	1	4	6	7	6	4	9	6	4	7	6	7	3	6	4	7	17	5
8	7	6	7	7	4	10	8	4	4	5	7	7	5	6	6	5	7	6	6	6	7	6	4	7	6	7
9	8	8	9	11	12	9	7	9	15	10	7	8	8	9	7	8	9	8	8	8	11	7	9	8	7	8
10 - Absolutely certain to vote	52	53	66	68	69	36	57	69	70	70	55	51	54	35	50	55	62	57	46	52	57	58	51	51	45	55

Labour has proposed creating a new £28bn green investment fund if it wins the general election to help the UK transition to net zero.

How much, if anything, have you heard about this policy?

A lot	4	2	7	5	2	3	5	8	4	3	6	2	10	3	4	3	4	4	4	7	6	3	3	9	3
A fair amount	17	14	24	20	9	13	26	24	21	14	22	13	15	18	17	17	19	14	18	10	10	18	13	29	17
Not very much	45	49	47	44	43	49	46	46	47	47	44	45	40	42	47	49	47	42	44	50	47	45	49	41	43
Nothing at all	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

From what you have seen or heard about Labour's policy on green investment, do you think it is a good or bad idea?

A good idea	28	8	56	37	12	11	51	53	44	13	34	23	38	33	27	17	33	23	29	25	29	29	23	41	26
A bad idea	17	36	5	12	14	34	6	6	8	30	21	12	9	11	19	27	16	17	17	16	14	18	18	13	17
Don't know	21	21	17	20	28	20	20	20	21	20	18	23	18	20	21	24	21	20	21	26	20	18	23	24	20
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

And do you think it is affordable or unaffordable for the country at the present time?

Affordable	15	2	32	19	3	4	33	27	26	5	19	12	19	19	14	9	20	10	16	12	15	14	13	26	14
Unaffordable	36	57	27	38	35	52	22	33	29	49	40	32	29	29	40	47	36	36	36	36	32	37	40	33	36
Don't know	14	6	20	12	17	9	21	18	18	9	14	15	17	15	13	13	15	14	14	19	16	14	12	19	13
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

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

It has been suggested that Keir Starmer may scale back or drop Labour's green investment policy because of cost. Do you think this would be the right or wrong thing to do?

Right	28	46	26	31	20	43	21	23	21	40	33	23	21	21	30	39	28	28	28	30	24	29	31	25	27
Wrong	21	7	31	27	10	9	35	33	32	10	23	19	28	24	20	13	24	16	20	17	26	19	19	26	20
Don't know	17	13	22	11	24	13	21	22	20	12	16	18	16	18	17	16	18	16	17	20	13	17	14	27	16
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

*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	234	217	10.7%
Men 50-64 High education	69	75	3.7%
Men 50-64 Mid education	92	91	4.5%
Men 50-64 Low education	85	79	3.9%
Men 25-49 High education	169	191	9.4%
Men 25-49 Mid education	139	134	6.6%
Men 25-49 Low education	69	87	4.3%
Men Under 25 High education	18	20	1.0%
Men Under 25 Mid & Low education	59	87	4.3%
Women Over 65	268	260	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	108	103	5.1%
Women 50-64 Low education	90	81	4.0%
Women 25-49 High education	200	205	10.1%
Women 25-49 Mid education	167	144	7.1%
Women 25-49 Low education	95	77	3.8%
Women Under 25 High education	23	24	1.2%
Women Under 25 Mid & Low education	76	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	213	385	19.0%
Medium (3-7)	1361	1217	60.0%
High (8,9,10)	455	426	21.0%
Social Grade (NRS and 2011 census)			
AB	594	568	28.0%
C1	590	588	29.0%
C2	348	426	21.0%
DE	497	446	22.0%
EU Referendum Vote (Election Result)			
Remain	776	715	35.2%
Leave	777	756	37.2%
Don't Know / Did Not Vote	476	559	27.5%

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

North Con	150	138	6.8%
North Lab	152	150	7.4%
North LD	26	26	1.3%
North BP	15	18	0.9%
North Oth	16	14	0.7%
North DNV	124	142	7.0%
Midlands Con	137	130	6.4%
Midlands Lab	79	79	3.9%
Midlands LD	22	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	93	95	4.7%
London Con	48	57	2.8%
London Lab	66	87	4.3%
London LD	17	26	1.3%
London BP	1	2	0.1%
London Oth	6	6	0.3%
London DNV	54	67	3.3%
South Con	307	280	13.8%
South Lab	124	120	5.9%
South LD	85	85	4.2%
South BP	3	2	0.1%
South Oth	28	26	1.3%
South DNV	174	166	8.2%
Wales Con	27	26	1.3%
Wales Lab	29	30	1.5%
Wales LD	5	4	0.2%
Wales PC	7	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	37	28	1.4%
Scotland Con	34	32	1.6%
Scotland Lab	26	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	59	59	2.9%
Scotland Oth DNV	48	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