YouGov / The Times Survey Results

Sample Size: 2035 GB Adults
Fieldwork: 20th - 21st February 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	**2035**	277	628	123	665	492	173	717	758	985	1050	214	840	503	478	1160	875	1756	102	177	490	338	246	682
Unweighted Sample	**2035**	294	649	133	715	477	185	863	747	907	1128	130	825	559	521	1274	761	1748	116	171	481	362	186	719
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-15 Feb	20-21 Feb																							

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

	14-15 Feb	20-21 Feb	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
Con	24	**20**	100	0	0	47	1	5	12	33	21	19	11	13	17	35	18	23	21	18	10	16	26	17	24
Lab	44	**46**	0	100	0	18	84	43	61	26	42	50	59	57	45	27	49	42	47	46	34	54	44	58	39
Lib Dem	9	**9**	0	0	100	5	4	43	11	6	9	8	6	9	9	8	10	7	9	4	8	6	7	11	12
SNP	3	**4**	0	0	0	0	1	0	6	1	4	3	3	4	5	2	4	3	0	0	38	0	0	0	1
Plaid Cymru	0	**1**	0	0	0	0	1	0	1	0	1	1	5	0	1	1	1	0	0	15	0	0	0	0	0
Reform UK	11	**13**	0	0	0	28	2	2	1	30	14	12	2	7	17	22	10	18	14	11	5	15	15	7	16
Green	8	**7**	0	0	0	2	6	8	8	2	6	7	14	8	4	4	7	6	7	6	4	7	6	6	7
Other	1	**1**	0	0	0	1	0	0	1	1	2	0	0	1	1	1	1	1	1	1	1	1	2	0	0

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

	14-15 Feb	20-21 Feb	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
Conservative	16	**14**	100	0	0	33	1	4	9	23	15	12	7	10	12	25	13	15	14	12	7	11	17	13	16
Labour	30	**31**	0	100	0	13	72	33	47	18	30	32	30	38	31	19	33	27	32	30	24	37	28	40	26
Liberal Democrat	6	**6**	0	0	100	3	3	33	9	4	7	5	3	6	7	6	7	5	6	3	5	5	4	7	8
Scottish National Party (SNP)	2	**2**	0	0	0	0	1	0	4	1	3	2	2	3	3	2	3	2	0	0	26	0	0	0	0
Plaid Cymru	0	**1**	0	0	0	0	1	0	1	0	1	1	3	0	1	1	1	0	0	10	0	1	0	0	0
Reform UK	7	**9**	0	0	0	20	1	1	1	21	10	8	1	5	12	16	7	11	9	7	4	10	10	6	10
Green	5	**5**	0	0	0	1	5	6	6	2	4	5	7	6	3	3	5	4	5	4	3	5	4	4	5
Some other party	1	**1**	0	0	0	1	0	0	1	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	0
Would not vote	12	**12**	0	0	0	5	5	2	6	8	14	10	22	14	11	7	10	15	13	7	12	14	14	9	13
Don't know	17	**17**	0	0	0	22	9	19	15	20	12	21	14	14	20	20	18	16	17	25	14	14	18	16	18
Refused	2	**3**	0	0	0	2	1	2	1	2	3	3	11	4	0	1	3	3	3	2	5	3	2	4	4

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=16]

	14-15 Feb	20-21 Feb	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
UK Independence Party (UKIP)	16	**17**	0	0	0	35	0	0	15	23	17	18	0	0	12	63	17	17	19	0	0	41	12	0	0
Women's Equality Party	4	**5**	0	0	0	0	0	0	0	0	0	21	0	10	0	0	9	0	5	0	0	0	0	51	0
Some other party	65	**74**	0	0	0	65	100	0	71	77	83	44	0	81	88	37	74	74	71	100	100	59	76	49	100
Don't know	15	**4**	0	0	0	0	0	0	14	0	0	18	0	9	0	0	0	9	4	0	0	0	12	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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Fieldwork: 20th - 21st February 2024

		Total	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
			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		2035	277	628	123	665	492	173	717	758	985	1050	214	840	503	478	1160	875	1756	102	177	490	338	246	682
Unweighted Sample		2035	294	649	133	715	477	185	863	747	907	1128	130	825	559	521	1274	761	1748	116	171	481	362	186	719
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

		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
0 - Certain NOT to vote	*10*	**12**	2	1	1	4	2	2	3	8	14	10	24	13	9	7	9	16	12	7	13	14	14	7	12
1	*2*	**2**	0	1	1	1	1	0	1	1	2	2	5	1	2	1	1	2	2	2	2	2	2	1	1
2	*2*	**2**	1	1	2	1	1	1	1	2	2	2	4	2	2	2	2	2	2	0	2	2	2	3	2
3	*2*	**2**	1	1	2	1	2	1	2	1	1	2	2	2	2	1	2	2	2	2	3	2	2	2	2
4	*2*	**1**	0	0	1	1	1	0	1	1	1	1	3	1	1	1	1	1	1	1	0	1	2	1	1
5	*6*	**5**	4	3	0	5	2	1	3	7	4	7	5	5	5	6	5	6	5	7	7	5	6	3	6
6	*4*	**3**	4	3	3	3	2	3	2	3	3	3	8	3	2	3	3	4	4	1	2	2	3	5	4
7	*5*	**5**	6	4	9	6	3	7	4	5	5	5	6	6	4	4	4	6	5	2	4	4	6	7	4
8	*7*	**7**	10	9	6	8	6	5	5	8	7	7	9	7	6	7	8	6	7	13	5	7	10	6	6
9	*9*	**8**	8	10	14	9	8	12	9	9	8	8	6	7	8	10	7	9	7	14	9	7	6	9	7
10 - Absolutely certain to vote	*51*	**53**	63	69	62	60	72	68	69	55	53	53	28	52	60	58	58	46	53	51	53	54	48	56	54

Would you be more or less likely to vote Conservative if the following people were leader instead of Rishi Sunak?

Boris Johnson

	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
More likely to vote Conservative	**15**	38	4	8	34	2	5	5	28	16	14	11	10	16	24	13	18	16	8	6	15	19	11	18
Less likely to vote Conservative	**21**	18	20	28	24	15	38	25	20	24	18	20	21	23	20	24	17	21	20	22	19	19	25	22
No difference - I wouldn't vote Conservative anyway	**47**	4	71	59	18	75	53	59	30	44	49	50	54	45	33	48	44	45	50	59	49	41	54	41
No difference - I would vote Conservative anyway	**8**	34	4	1	14	4	3	7	11	8	7	3	5	9	13	7	10	8	10	7	9	9	4	8
Not sure	**10**	6	1	4	10	3	2	4	11	7	12	16	10	7	10	8	11	10	12	6	9	12	7	11

Nigel Farage

	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
More likely to vote Conservative	**15**	20	3	7	31	3	3	3	31	18	12	11	9	18	22	12	18	15	7	14	15	16	13	16
Less likely to vote Conservative	**23**	35	20	27	32	16	38	29	22	24	22	13	23	24	26	27	17	23	20	20	19	23	25	26
No difference - I wouldn't vote Conservative anyway	**45**	6	70	59	15	75	54	58	26	42	47	49	53	42	30	46	43	44	51	52	47	40	51	40
No difference - I would vote Conservative anyway	**8**	30	4	4	12	3	3	5	10	8	7	7	5	8	12	7	9	7	10	8	8	9	5	7
Not sure	**10**	9	3	3	10	3	3	4	11	8	12	21	9	7	10	8	13	10	12	7	11	12	6	11

Grant Shapps

	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
More likely to vote Conservative	**2**	7	1	4	3	1	3	2	3	3	1	3	2	2	2	3	2	3	0	1	3	1	3	3
Less likely to vote Conservative	**18**	23	13	18	29	10	24	16	25	20	16	8	15	19	25	19	15	18	10	20	18	18	17	18
No difference - I wouldn't vote Conservative anyway	**49**	7	73	65	22	77	59	62	33	48	51	55	56	48	36	51	48	48	54	57	50	46	54	46
No difference - I would vote Conservative anyway	**10**	39	5	2	19	4	2	7	15	12	8	6	6	11	17	8	12	10	11	8	10	11	6	11
Not sure	**21**	24	8	11	27	7	13	14	24	17	24	28	20	20	19	19	23	21	24	15	20	24	19	22

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		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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Penny Mordaunt																								
More likely to vote Conservative	12	22	7	17	22	4	16	10	18	15	9	5	9	13	17	12	11	12	6	13	10	12	9	14
Less likely to vote Conservative	12	16	10	12	19	8	12	11	18	14	11	5	11	15	16	13	12	13	7	9	12	13	15	13
No difference - I wouldn't vote Conservative anyway	48	9	73	58	20	77	56	60	32	47	50	59	55	46	36	50	46	47	53	61	50	44	53	45
No difference - I would vote Conservative anyway	9	34	5	3	16	5	3	8	13	11	8	4	8	9	14	9	10	9	11	7	9	11	9	9
Not sure	18	18	5	10	23	5	13	12	20	14	22	27	17	17	17	16	21	19	23	11	19	21	14	19
Kemi Badenoch																								
More likely to vote Conservative	5	11	1	0	11	2	2	3	9	7	4	4	4	7	6	6	4	6	0	2	5	4	8	6
Less likely to vote Conservative	16	22	13	22	25	11	18	15	21	19	13	6	14	18	22	17	14	16	10	16	16	17	14	16
No difference - I wouldn't vote Conservative anyway	48	8	73	61	19	76	59	60	31	47	49	56	55	47	34	49	47	47	53	60	51	41	50	46
No difference - I would vote Conservative anyway	8	33	4	3	15	4	2	7	12	9	8	5	6	8	15	7	10	8	12	8	8	13	4	8
Not sure	22	27	8	14	30	8	18	15	27	18	26	29	21	20	23	20	25	23	24	15	20	25	24	24
If Rishi Sunak offered Nigel Farage a frontline role in the Conservative Party would that make you think better or worse of the party?																								
Would improve my opinion of the party	15	24	5	11	32	4	4	4	31	18	13	12	10	19	23	13	18	16	6	14	16	18	15	16
Would damage my opinion of the party	25	29	30	36	28	26	46	40	18	26	25	12	29	28	22	32	16	26	21	21	23	24	29	28
No difference - I have a positive opinion of the Conservative Party and still would	7	36	3	3	15	2	1	4	11	8	6	7	5	5	13	6	8	7	8	3	6	9	9	7
No difference - I have a negative opinion of the Conservative Party and still would	39	1	58	47	15	63	42	48	27	38	40	46	41	38	33	38	40	37	56	51	42	35	38	34
Don't know	13	10	5	3	10	4	6	4	13	10	16	23	14	10	10	10	17	14	10	10	14	14	9	15
At the present time, do you think it would or would not be affordable for the Government to cut taxes in the March budget?																								
Would be affordable	24	36	19	23	33	19	14	19	32	27	21	21	23	24	27	23	26	24	25	21	21	27	18	28
Would not be affordable	47	40	56	60	43	53	65	57	41	53	41	38	44	51	50	51	40	47	42	48	48	44	52	45
Don't know	29	23	26	17	24	28	21	24	27	20	38	40	32	26	23	26	34	29	33	31	31	28	30	27

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Unweighted Sample	**2035**	294	649	133	715	477	185	863	747	907	1128	130	825	559	521	1274	761	1748	116	171	481	362	186	719
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if the Government does have sufficient funds, would you rather they spent the money on...

	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
Cutting taxes	**30**	47	21	23	42	21	16	20	38	32	28	31	31	26	31	30	30	31	27	26	30	34	28	30
Increasing spending on public services	**55**	39	69	73	44	70	73	70	47	54	55	43	53	61	56	57	51	54	56	58	53	48	63	55
Neither	**5**	5	4	3	6	2	5	3	6	6	4	8	3	5	7	3	6	5	6	4	7	5	2	3
Don't know	**11**	9	6	1	7	8	6	7	9	8	13	18	13	9	6	9	13	11	10	12	10	12	7	12

If the Government were to cut taxes in the March budget, which of the following would you most like to see?

	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
A reduction in national insurance	**8**	4	11	9	4	10	9	9	3	8	8	15	11	6	2	9	7	8	5	11	10	8	8	6
A reduction in income tax	**34**	44	33	40	39	34	32	33	37	37	32	28	38	32	32	38	29	34	29	33	31	36	40	34
A reduction in stamp duty	**3**	3	4	3	3	3	6	4	3	2	4	1	4	2	3	4	2	3	1	1	1	2	8	3
A reduction in VAT	**18**	16	18	19	19	20	18	19	21	18	17	8	15	21	23	16	20	18	24	15	19	16	15	18
A reduction in inheritance tax	**5**	9	3	3	7	2	6	5	6	5	5	2	4	5	6	6	4	5	1	2	5	5	7	5
A reduction in fuel duty	**14**	17	13	11	18	12	10	11	18	13	14	13	9	17	20	11	18	13	22	16	16	11	9	13
None of these	**7**	2	9	7	3	9	10	10	4	7	6	5	6	8	7	7	7	7	7	5	6	8	7	7
Don't know	**12**	6	9	8	7	10	9	8	8	9	14	27	13	9	6	10	15	11	10	17	11	13	6	12

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	240	218	10.7%
Men 50-64 High education	67	75	3.7%
Men 50-64 Mid education	109	92	4.5%
Men 50-64 Low education	83	79	3.9%
Men 25-49 High education	187	191	9.4%
Men 25-49 Mid education	137	134	6.6%
Men 25-49 Low education	40	87	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	25	87	4.3%
Women Over 65	281	261	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	128	104	5.1%
Women 50-64 Low education	104	81	4.0%
Women 25-49 High education	206	206	10.1%
Women 25-49 Mid education	176	144	7.1%
Women 25-49 Low education	79	77	3.8%
Women Under 25 High education	22	24	1.2%
Women Under 25 Mid & Low education	64	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	207	387	19.0%
Medium (3-7)	1360	1221	60.0%
High (8,9,10)	468	427	21.0%
Social Grade (NRS and 2011 census)			
AB	678	570	28.0%
C1	596	590	29.0%
C2	354	427	21.0%
DE	407	448	22.0%
EU Referendum Vote (Election Result)			
Remain	863	717	35.2%
Leave	747	758	37.2%
Don't Know / Did Not Vote	425	560	27.5%

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

North Con	**154**	**138**	**6.8%**
North Lab	**156**	**151**	**7.4%**
North LD	**30**	**26**	**1.3%**
North BP	**15**	**18**	**0.9%**
North Oth	**16**	**14**	**0.7%**
North DNV	**110**	**142**	**7.0%**
Midlands Con	**135**	**130**	**6.4%**
Midlands Lab	**91**	**79**	**3.9%**
Midlands LD	**25**	**18**	**0.9%**
Midlands BP	**5**	**4**	**0.2%**
Midlands Oth	**15**	**10**	**0.5%**
Midlands DNV	**91**	**96**	**4.7%**
London Con	**52**	**57**	**2.8%**
London Lab	**49**	**88**	**4.3%**
London LD	**19**	**26**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**7**	**6**	**0.3%**
London DNV	**58**	**67**	**3.3%**
South Con	**307**	**281**	**13.8%**
South Lab	**124**	**120**	**5.9%**
South LD	**96**	**85**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**28**	**26**	**1.3%**
South DNV	**161**	**167**	**8.2%**
Wales Con	**37**	**26**	**1.3%**
Wales Lab	**33**	**31**	**1.5%**
Wales LD	**4**	**4**	**0.2%**
Wales PC	**9**	**8**	**0.4%**
Wales BP	**3**	**4**	**0.2%**
Wales Oth DNV	**30**	**28**	**1.4%**
Soctland Con	**30**	**33**	**1.6%**
Scotland Lab	**24**	**24**	**1.2%**
Scotland LD	**11**	**12**	**0.6%**
Scotland SNP	**66**	**59**	**2.9%**
Scotland Oth DNV	**40**	**49**	**2.4%**