

# YouGov / The Times Survey Results

Sample Size: 2100 GB Adults  
Fieldwork: 23rd - 24th April 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>2100</b>	286	655	124	687	508	178	740	782	1016	1084	221	867	519	494	1197	903	1812	105	183	506	349	254	703
<b>Unweighted Sample</b>	<b>2100</b>	293	671	132	677	517	189	844	758	960	1140	187	856	538	519	1283	817	1805	112	183	513	338	223	731
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

16-17  
Apr

23-24  
Apr

Con	21	<b>20</b>	100	0	0	49	1	4	11	32	20	19	11	14	19	33	18	22	21	16	15	16	23	14	25
Lab	44	<b>45</b>	0	100	0	17	82	42	59	26	43	48	55	57	41	27	49	39	46	55	34	51	47	59	37
Lib Dem	8	<b>9</b>	0	0	100	4	4	44	12	5	8	10	8	7	8	13	10	7	10	2	6	7	7	8	13
SNP	3	<b>3</b>	0	0	0	0	1	0	4	1	2	3	2	3	3	2	3	3	0	0	27	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	0	0	1	0	2	0	1	0	0	1	0	9	0	0	0	0	0
Reform UK	14	<b>13</b>	0	0	0	26	2	4	2	27	15	12	11	7	17	21	11	17	14	14	4	15	14	8	16
Green	8	<b>7</b>	0	0	0	2	9	5	9	5	8	7	10	10	8	3	7	8	7	3	12	8	7	7	7
Other	2	<b>2</b>	0	0	0	2	2	0	2	3	3	2	0	2	4	2	2	3	2	1	3	3	2	3	1

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

Conservative	14	<b>14</b>	100	0	0	34	1	3	9	22	15	13	8	9	14	23	13	14	14	12	11	11	16	10	17
Labour	30	<b>31</b>	0	100	0	12	71	36	48	18	31	31	38	37	30	20	35	26	31	43	24	36	32	40	24
Liberal Democrat	5	<b>6</b>	0	0	100	2	3	37	10	3	6	6	6	5	5	9	7	4	6	1	5	5	5	6	8
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	1	0	4	1	1	2	1	2	2	1	2	2	0	0	20	0	0	0	0
Plaid Cymru	0	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	7	0	0	0	0	0
Reform UK	10	<b>10</b>	0	0	0	18	1	3	2	20	12	8	7	5	12	16	8	12	10	11	3	11	10	6	12
Green	6	<b>5</b>	0	0	0	1	8	4	7	4	6	5	7	7	5	2	5	5	5	2	9	5	5	5	5
Some other party	1	<b>2</b>	0	0	0	2	2	0	2	2	2	1	0	1	3	1	1	2	2	1	3	2	1	3	1
Would not vote	12	<b>12</b>	0	0	0	7	3	3	4	9	11	13	13	15	13	6	10	15	13	9	6	15	15	8	13
Don't know	16	<b>15</b>	0	0	0	23	7	12	13	18	12	18	11	15	13	20	15	16	15	11	16	12	15	17	18
Refused	3	<b>3</b>	0	0	0	1	2	1	2	2	3	3	8	4	1	1	3	3	3	3	3	3	2	5	2

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

[Asked only to those who answered 'some other party'; n=36]

UK Independence Party (UKIP)	14	<b>10</b>	0	0	0	9	15	0	0	19	12	8	0	15	0	30	0	18	13	0	0	36	0	0	0
Women's Equality Party	2	<b>3</b>	0	0	0	0	10	0	8	0	0	8	0	10	0	0	7	0	4	0	0	0	0	16	0
Some other party	80	<b>77</b>	0	0	0	74	67	100	85	71	88	60	0	60	95	58	93	66	72	100	100	64	84	71	78
Don't know	0	<b>10</b>	0	0	0	16	8	0	7	10	0	24	0	15	5	13	0	17	12	0	0	0	16	13	22
Refused	4	<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

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	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	
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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	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote
9	11	1	1	2	5	2	1	3	7	9	12
1	3	2	0	0	0	1	1	0	1	3	2
2	2	2	0	0	0	2	1	1	1	2	2
3	1	1	0	1	0	1	1	1	2	1	2
4	2	2	1	1	1	2	0	1	0	2	1
5	7	6	3	4	2	6	3	2	4	7	6
6	4	4	5	3	2	4	1	2	2	3	3
7	5	5	7	5	3	6	4	3	4	5	6
8	7	7	11	7	5	9	7	5	6	9	8
9	7	7	6	7	12	6	9	12	8	7	6
54	53	65	71	72	58	71	72	69	55	55	52

Thinking about the next general election, which of the following best reflects your view?

I would like to see the Conservative party win the next general election	14	84	0	4	33	1	4	9	23	15	13	6	10	16	23	13	15	15	10	10	12	18	10	16
I would like to see the Conservative party lose the next general election, but win again in the future with a better leader or better policies	11	9	8	19	21	2	14	9	15	14	8	9	8	14	12	12	9	11	10	9	9	8	10	14
I would like the Conservative party to remain as the main right-wing party in Britain, but I would rather they did not win another election	21	2	43	36	7	41	38	36	9	21	21	27	24	22	13	25	15	21	19	22	18	21	32	19
I would like the Conservative party to disappear completely, and some other party become the main right-wing party in Britain	22	0	31	19	13	30	22	22	23	24	20	22	23	19	21	20	24	20	32	28	26	18	17	19
None of these	18	2	13	15	12	15	12	14	17	16	20	19	18	17	19	16	20	18	13	18	19	23	16	16
Don't know	15	3	5	8	14	9	10	9	13	12	18	17	18	11	12	14	16	15	16	13	16	13	14	15

\*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	238	225	10.7%
Men 50-64 High education	72	78	3.7%
Men 50-64 Mid education	104	94	4.5%
Men 50-64 Low education	86	82	3.9%
Men 25-49 High education	180	197	9.4%
Men 25-49 Mid education	153	139	6.6%
Men 25-49 Low education	49	90	4.3%
Men Under 25 High education	20	21	1.0%
Men Under 25 Mid & Low education	58	90	4.3%
Women Over 65	281	269	12.8%
Women 50-64 High education	65	74	3.5%
Women 50-64 Mid education	116	107	5.1%
Women 50-64 Low education	95	84	4.0%
Women 25-49 High education	199	212	10.1%
Women 25-49 Mid education	177	149	7.1%
Women 25-49 Low education	98	80	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	84	84	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	270	399	19.0%
Medium (3-7)	1361	1260	60.0%
High (8,9,10)	469	441	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	633	588	28.0%
C1	650	609	29.0%
C2	386	441	21.0%
DE	431	462	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	844	740	35.2%
Leave	758	782	37.2%
Don't Know / Did Not Vote	498	578	27.5%

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

North Con	<b>143</b>	<b>143</b>	<b>6.8%</b>
North Lab	<b>166</b>	<b>155</b>	<b>7.4%</b>
North LD	<b>32</b>	<b>27</b>	<b>1.3%</b>
North BP	<b>17</b>	<b>19</b>	<b>0.9%</b>
North Oth	<b>14</b>	<b>15</b>	<b>0.7%</b>
North DNV	<b>141</b>	<b>147</b>	<b>7.0%</b>
Midlands Con	<b>125</b>	<b>134</b>	<b>6.4%</b>
Midlands Lab	<b>81</b>	<b>82</b>	<b>3.9%</b>
Midlands LD	<b>21</b>	<b>19</b>	<b>0.9%</b>
Midlands BP	<b>5</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>10</b>	<b>11</b>	<b>0.5%</b>
Midlands DNV	<b>96</b>	<b>99</b>	<b>4.7%</b>
London Con	<b>48</b>	<b>59</b>	<b>2.8%</b>
London Lab	<b>82</b>	<b>90</b>	<b>4.3%</b>
London LD	<b>22</b>	<b>27</b>	<b>1.3%</b>
London BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>7</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>61</b>	<b>69</b>	<b>3.3%</b>
South Con	<b>297</b>	<b>290</b>	<b>13.8%</b>
South Lab	<b>133</b>	<b>124</b>	<b>5.9%</b>
South LD	<b>95</b>	<b>88</b>	<b>4.2%</b>
South BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>31</b>	<b>27</b>	<b>1.3%</b>
South DNV	<b>172</b>	<b>172</b>	<b>8.2%</b>
Wales Con	<b>30</b>	<b>27</b>	<b>1.3%</b>
Wales Lab	<b>33</b>	<b>31</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>9</b>	<b>8</b>	<b>0.4%</b>
Wales BP	<b>3</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>32</b>	<b>29</b>	<b>1.4%</b>
Scotland Con	<b>34</b>	<b>34</b>	<b>1.6%</b>
Scotland Lab	<b>22</b>	<b>25</b>	<b>1.2%</b>
Scotland LD	<b>14</b>	<b>13</b>	<b>0.6%</b>
Scotland SNP	<b>64</b>	<b>61</b>	<b>2.9%</b>
Scotland Oth DNV	<b>49</b>	<b>50</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)