YouGov / The Times Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 16th - 17th January 2024

	Total	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		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	**2092**	286	657	124	354	684	506	178	737	779	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample	**2092**	302	660	123	366	709	485	185	830	783	970	1122	161	853	528	550	1293	799	1808	115	169	516	367	191	734
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

10-11 Jan / **16-17 Jan**

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

	10-11 Jan	16-17 Jan	Total	Con	Lab	Lib Dem	DK	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	22	20	20	100	0	0	0	49	1	7	12	33	20	21	4	12	24	36	20	22	21	21	14	20	25	15	22
Lab	45	47	47	0	100	0	0	17	86	44	61	28	45	48	66	59	40	29	49	43	48	49	35	56	44	57	41
Lib Dem	9	8	8	0	0	100	0	5	3	38	10	5	9	8	13	8	8	8	9	7	9	3	4	5	7	11	13
SNP	3	3	3	0	0	0	0	0	1	0	5	1	3	3	4	3	2	2	2	4	0	0	29	0	0	0	0
Plaid Cymru	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1	1	1	0	1	1	0	12	0	0	0	0	0
Reform UK	10	12	12	0	0	0	0	25	1	2	2	26	15	10	2	6	17	20	9	16	13	10	9	12	14	8	14
Green	8	7	7	0	0	0	0	2	8	8	9	4	7	8	10	10	4	5	8	6	7	5	9	4	7	8	10
Other	1	1	1	0	0	0	0	1	0	0	0	2	1	1	0	1	2	0	1	1	1	0	0	2	2	0	1

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

	10-11 Jan	16-17 Jan	Total	Con	Lab	Lib Dem	DK	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	14	14	14	100	0	0	0	35	0	6	10	23	14	13	2	8	17	25	14	14	14	13	10	14	17	10	14
Labour	29	31	31	0	100	0	0	12	73	34	48	20	32	30	37	39	28	20	34	28	32	33	26	36	30	37	28
Liberal Democrat	6	6	6	0	0	100	0	3	3	30	8	3	7	5	9	6	6	5	7	5	6	2	3	4	5	7	9
Scottish National Party (SNP)	2	2	2	0	0	0	0	0	1	0	4	1	2	2	2	2	2	1	2	2	0	0	22	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	1	0	1	0	0	8	0	0	0	0	0
Reform UK	7	8	8	0	0	0	0	18	1	2	1	18	10	6	2	4	12	15	7	10	8	7	7	8	9	6	10
Green	5	5	5	0	0	0	0	2	7	6	7	3	5	5	6	7	3	3	6	4	5	3	7	3	4	5	6
Some other party	1	1	1	0	0	0	0	1	0	0	0	2	1	1	0	1	2	1	1	1	1	1	0	2	1	0	1
Would not vote	13	12	12	0	0	0	0	6	2	2	4	10	11	14	18	14	11	8	9	17	13	9	9	17	13	8	11
Don't know	18	17	17	0	0	0	100	21	9	21	15	19	12	21	14	14	19	21	17	17	17	22	13	14	17	17	19
Refused	4	3	3	0	0	0	0	2	3	0	2	1	5	2	8	5	1	1	4	3	3	3	3	3	3	10	2

And which of these parties would you vote for?
[Asked only to those who answered 'some other party'; n=17]

	10-11 Jan	16-17 Jan	Total	Con	Lab	Lib Dem	DK	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)	0	26	26	0	0	0	0	25	0	0	0	39	26	26	0	15	38	19	43	11	27	0	0	30	22	0	31
Women's Equality Party	20	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	0
Some other party	80	66	66	0	0	0	0	75	0	0	100	61	65	67	0	64	62	81	57	73	65	100	0	70	78	100	34
Don't know	0	8	8	0	0	0	0	0	0	0	0	0	9	7	0	22	0	0	0	16	9	0	0	0	0	0	34
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	0	0

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Fieldwork: 16th - 17th January 2024

	Total	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		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	2092	286	657	124	354	684	506	178	737	779	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample	2092	302	660	123	366	709	485	185	830	783	970	1122	161	853	528	550	1293	799	1808	115	169	516	367	191	734
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	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
0 - Certain NOT to vote	10	9	0	1	2	1	3	1	0	2	8	7	11	9	12	8	7	6	14	9	10	9	12	11	6	8
1	2	2	0	1	0	1	1	1	1	1	2	2	2	3	2	2	2	2	3	2	1	1	3	1	0	3
2	2	2	2	0	0	5	2	1	1	1	2	1	3	3	2	3	1	2	3	2	2	2	3	2	1	2
3	1	2	2	0	3	2	2	0	2	1	1	2	1	6	2	1	1	2	2	2	3	1	2	2	3	2
4	2	2	0	1	1	5	2	1	0	1	2	2	2	6	2	1	1	2	2	2	5	2	2	1	2	3
5	6	6	3	3	5	17	4	4	3	4	5	6	6	10	5	5	5	5	7	6	3	4	6	8	8	5
6	4	3	3	2	6	6	3	2	1	1	3	4	2	7	3	2	3	3	3	3	3	1	2	3	3	4
7	5	5	6	4	3	7	6	4	2	4	5	5	5	7	6	3	3	4	5	5	1	4	4	6	8	4
8	7	8	11	9	11	10	11	6	8	7	9	8	9	10	8	8	7	8	9	9	5	6	7	8	12	9
9	7	9	13	11	11	10	9	10	15	11	8	10	8	9	8	10	10	9	8	9	14	9	9	9	8	9
10 - Absolutely certain to vote	53	51	62	68	59	36	57	70	68	68	55	52	50	30	49	56	60	57	44	50	54	62	50	48	48	52

How much, if at all, would you trust each of the following to deal with the issue of immigration?

Rishi Sunak

	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
A lot	3	16	2	2	1	6	2	1	2	4	5	2	5	3	3	4	3	4	4	4	2	3	4	6	3
A fair amount	16	57	7	11	15	29	5	14	12	20	17	15	12	12	17	22	16	15	16	13	12	13	17	21	16
TOTAL TRUST A LOT / FAIR AMOUNT	**19**	**73**	**9**	**13**	**16**	**35**	**7**	**15**	**14**	**24**	**22**	**17**	**17**	**15**	**20**	**26**	**19**	**19**	**20**	**17**	**14**	**16**	**21**	**27**	**19**
Not very much	28	20	30	43	37	33	26	41	28	33	30	27	22	26	30	34	29	28	29	27	24	29	27	28	30
Not at all	43	4	58	41	27	28	61	42	50	38	44	42	41	47	45	35	43	43	42	47	49	46	41	39	40
TOTAL NOT VERY MUCH / NOT AT ALL	**71**	**24**	**88**	**84**	**64**	**61**	**87**	**83**	**78**	**71**	**74**	**69**	**63**	**73**	**75**	**69**	**72**	**71**	**71**	**74**	**73**	**75**	**68**	**67**	**70**
Don't know	10	3	3	3	20	4	5	4	7	5	5	14	20	12	5	5	9	11	9	9	12	9	9	6	11

Keir Starmer

	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
A lot	5	2	12	1	0	1	11	4	6	2	6	4	9	4	4	4	5	4	4	9	4	4	4	7	4
A fair amount	21	8	45	21	9	11	38	32	32	11	24	18	27	24	21	14	24	17	21	16	19	20	18	33	20
TOTAL TRUST A LOT / FAIR AMOUNT	**26**	**10**	**57**	**22**	**9**	**12**	**49**	**36**	**38**	**13**	**30**	**22**	**36**	**28**	**25**	**18**	**29**	**21**	**25**	**25**	**23**	**24**	**22**	**40**	**24**
Not very much	30	33	29	46	38	31	29	40	32	30	30	30	25	30	30	32	30	29	30	30	27	30	30	29	31
Not at all	31	51	5	22	27	52	9	17	18	48	33	28	9	25	37	43	27	35	30	31	36	30	34	21	31
TOTAL NOT VERY MUCH / NOT AT ALL	**61**	**84**	**34**	**68**	**65**	**83**	**38**	**57**	**50**	**78**	**63**	**58**	**34**	**55**	**67**	**75**	**57**	**64**	**60**	**61**	**63**	**60**	**64**	**50**	**62**
Don't know	14	6	8	10	26	6	13	8	11	9	7	20	30	17	9	7	13	15	14	15	14	16	14	10	14

Ed Davey

	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
A lot	1	1	2	2	0	0	1	4	1	0	2	0	3	1	1	0	1	1	1	0	0	1	1	3	1
A fair amount	10	7	15	32	4	5	15	19	17	4	12	7	12	9	10	10	12	7	10	7	9	8	7	16	11
TOTAL TRUST A LOT / FAIR AMOUNT	**11**	**8**	**17**	**34**	**4**	**5**	**16**	**23**	**18**	**4**	**14**	**7**	**15**	**10**	**11**	**10**	**13**	**8**	**11**	**7**	**9**	**9**	**8**	**19**	**12**
Not very much	23	28	26	29	24	24	25	35	28	22	25	20	12	21	24	29	24	22	22	27	26	22	23	27	20
Not at all	29	39	18	13	22	46	17	15	20	44	34	24	11	24	36	39	26	33	29	29	32	30	32	23	28
TOTAL NOT VERY MUCH / NOT AT ALL	**52**	**67**	**44**	**42**	**46**	**70**	**42**	**50**	**48**	**66**	**59**	**44**	**23**	**45**	**60**	**68**	**50**	**55**	**51**	**56**	**58**	**52**	**55**	**50**	**48**
Don't know	38	26	40	24	50	25	42	28	35	29	27	48	61	45	30	22	37	38	38	37	34	40	37	31	39

Sample Size: 2092 GB Adults
Fieldwork: 16th - 17th January 2024

	Total	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		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	2092	286	657	124	354	684	506	178	737	779	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample	2092	302	660	123	366	709	485	185	830	783	970	1122	161	853	528	550	1293	799	1808	115	169	516	367	191	734
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																									
A lot	13	24	5	8	11	28	4	4	4	27	17	10	4	9	17	21	13	15	14	13	10	13	14	15	14
A fair amount	15	28	10	8	15	26	7	6	9	25	18	13	8	13	18	20	14	17	16	17	10	14	17	13	17
TOTAL TRUST A LOT / FAIR AMOUNT	**28**	**52**	**15**	**16**	**26**	**54**	**11**	**10**	**13**	**52**	**35**	**23**	**12**	**22**	**35**	**41**	**27**	**32**	**30**	**30**	**20**	**27**	**31**	**28**	**31**
Not very much	14	21	13	20	17	17	11	15	11	15	13	15	20	12	13	12	14	15	15	6	13	14	16	16	15
Not at all	45	21	66	60	34	22	70	72	69	24	45	44	45	52	42	35	49	40	43	50	56	44	44	49	41
TOTAL NOT VERY MUCH / NOT AT ALL	**59**	**42**	**79**	**80**	**51**	**39**	**81**	**87**	**80**	**39**	**58**	**59**	**65**	**64**	**55**	**52**	**63**	**55**	**58**	**56**	**69**	**58**	**60**	**65**	**56**
Don't know	12	6	6	4	21	7	8	3	7	9	6	17	23	14	10	6	10	14	12	14	10	16	9	8	12
Richard Tice																									
A lot	4	4	1	1	2	7	1	1	1	7	5	2	3	2	5	5	4	4	4	4	2	2	4	5	4
A fair amount	7	8	3	4	3	11	3	1	3	10	10	4	10	6	6	8	6	7	7	2	3	6	8	12	6
TOTAL TRUST A LOT / FAIR AMOUNT	**11**	**12**	**4**	**5**	**5**	**18**	**4**	**2**	**4**	**17**	**15**	**6**	**13**	**8**	**11**	**13**	**10**	**11**	**11**	**6**	**5**	**8**	**12**	**17**	**10**
Not very much	13	16	14	14	14	15	11	13	10	15	15	11	11	10	12	13	12	13	13	15	11	15	13	13	10
Not at all	23	17	27	27	18	17	29	28	31	20	27	20	12	25	24	24	22	25	22	27	35	22	22	26	20
TOTAL NOT VERY MUCH / NOT AT ALL	**36**	**33**	**41**	**41**	**32**	**32**	**40**	**41**	**41**	**35**	**42**	**31**	**23**	**35**	**36**	**42**	**34**	**38**	**35**	**42**	**46**	**37**	**35**	**39**	**30**
Don't know	54	55	56	54	63	49	56	58	55	48	44	64	65	58	52	45	56	51	55	52	49	55	52	43	60

Which, if any, of the following would do the most to encourage you to vote for the Conservative party at the next election? Please tick up to three.

	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
If NHS waiting lists were reduced	27	42	19	16	38	41	15	28	22	36	23	31	15	22	32	36	26	28	28	20	19	26	33	21	29
If migrants coming in small boats were stopped	22	41	7	8	31	44	4	9	9	42	22	21	6	13	30	34	20	24	23	20	14	23	25	9	26
If the state of the economy improved	21	35	15	22	26	30	12	22	20	24	22	21	17	21	23	22	22	20	22	14	21	22	24	19	22
If the rate of inflation came down	15	18	11	12	22	21	9	7	10	16	14	16	22	17	11	13	15	16	15	16	16	15	14	16	15
If income tax was reduced	13	19	9	12	16	19	6	11	9	15	15	11	12	18	11	8	16	10	14	12	10	13	13	16	14
If spending on public services was increased	12	10	13	12	19	13	11	14	12	14	12	13	10	12	15	12	13	12	12	13	13	13	11	12	13
If interest rates came down	7	9	6	6	10	7	5	7	7	6	6	8	3	11	5	2	7	7	7	8	8	5	9	3	8
If inheritance tax was reduced	6	10	3	6	8	10	3	4	5	7	6	6	3	6	7	6	7	4	6	3	3	5	5	7	8
If more houses were built	6	7	5	8	6	7	4	8	5	5	7	4	7	6	4	7	6	6	6	4	5	5	4	14	5
None of these	3	0	3	4	2	1	3	4	3	2	3	3	1	3	3	5	3	3	4	2	1	5	4	2	3
Not applicable - I will not vote Conservative at the next election anyway	40	2	62	56	20	15	68	53	55	28	41	39	44	43	40	33	41	39	38	49	54	39	37	44	35
Not applicable - I will already vote Conservative at the next election anyway	4	28	0	0	0	11	0	1	3	7	4	4	1	2	4	9	4	4	4	7	2	4	3	3	5
Don't know	5	2	2	2	14	2	2	2	3	3	4	6	15	6	2	3	4	7	5	2	4	5	4	5	6

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	**262**	**224**	**10.7%**
Men 50-64 High education	**71**	**77**	**3.7%**
Men 50-64 Mid education	**103**	**94**	**4.5%**
Men 50-64 Low education	**88**	**82**	**3.9%**
Men 25-49 High education	**182**	**197**	**9.4%**
Men 25-49 Mid education	**134**	**138**	**6.6%**
Men 25-49 Low education	**56**	**90**	**4.3%**
Men Under 25 High education	**19**	**21**	**1.0%**
Men Under 25 Mid & Low education	**55**	**90**	**4.3%**
Women Over 65	**288**	**268**	**12.8%**
Women 50-64 High education	**69**	**73**	**3.5%**
Women 50-64 Mid education	**111**	**107**	**5.1%**
Women 50-64 Low education	**86**	**84**	**4.0%**
Women 25-49 High education	**201**	**211**	**10.1%**
Women 25-49 Mid education	**172**	**149**	**7.1%**
Women 25-49 Low education	**108**	**80**	**3.8%**
Women Under 25 High education	**27**	**25**	**1.2%**
Women Under 25 Mid & Low education	**60**	**84**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**211**	**397**	**19.0%**
Medium (3-7)	**1392**	**1255**	**60.0%**
High (8,9,10)	**489**	**439**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**649**	**586**	**28.0%**
C1	**644**	**607**	**29.0%**
C2	**340**	**439**	**21.0%**
DE	**459**	**460**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**830**	**737**	**35.2%**
Leave	**783**	**779**	**37.2%**
Don't Know / Did Not Vote	**479**	**576**	**27.5%**

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

North Con	**150**	**142**	**6.8%**
North Lab	**161**	**155**	**7.4%**
North LD	**31**	**27**	**1.3%**
North BP	**15**	**19**	**0.9%**
North Oth	**16**	**15**	**0.7%**
North DNV	**143**	**146**	**7.0%**
Midlands Con	**144**	**134**	**6.4%**
Midlands Lab	**84**	**82**	**3.9%**
Midlands LD	**23**	**19**	**0.9%**
Midlands BP	**5**	**4**	**0.2%**
Midlands Oth	**12**	**10**	**0.5%**
Midlands DNV	**99**	**98**	**4.7%**
London Con	**48**	**59**	**2.8%**
London Lab	**54**	**90**	**4.3%**
London LD	**14**	**27**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**8**	**6**	**0.3%**
London DNV	**66**	**69**	**3.3%**
South Con	**302**	**289**	**13.8%**
South Lab	**131**	**123**	**5.9%**
South LD	**100**	**88**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**28**	**27**	**1.3%**
South DNV	**170**	**172**	**8.2%**
Wales Con	**30**	**27**	**1.3%**
Wales Lab	**32**	**31**	**1.5%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**9**	**8**	**0.4%**
Wales BP	**5**	**4**	**0.2%**
Wales Oth DNV	**34**	**29**	**1.4%**
Soctland Con	**35**	**33**	**1.6%**
Scotland Lab	**23**	**25**	**1.2%**
Scotland LD	**12**	**13**	**0.6%**
Scotland SNP	**55**	**61**	**2.9%**
Scotland Oth DNV	**44**	**50**	**2.4%**

For more information on the methodology, please go to   yougov.co.uk/publicopinion/methodology
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