YouGov / The Times Survey Results

Sample Size: 4110 GB Adults
Fieldwork: 25th - 27th June 2024

	Total	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	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	4110	553	1183	394	598	473	1346	995	349	1448	1530	1989	2121	431	1697	1015	966	2343	1767	3547	206	358	991	682	497	1377
Unweighted Sample	4110	608	1183	428	594	458	1412	966	379	1644	1578	1822	2288	269	1634	1073	1134	2459	1651	3516	227	367	995	708	363	1450
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	24-25 Jun	**25-27 Jun**	Con	Lab	Lib Dem	Reform UK	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
Con	*18*	**20**	100	0	0	0	0	49	2	6	11	35	20	21	6	13	22	38	20	21	21	18	12	19	26	16	23
Lab	*36*	**37**	0	100	0	0	0	10	72	28	51	17	36	37	48	43	34	25	39	33	37	37	34	45	36	43	29
Lib Dem	*15*	**13**	0	0	100	0	0	5	10	57	19	7	13	14	15	14	14	11	15	11	14	9	8	6	7	14	23
SNP	*3*	**3**	0	0	0	0	0	0	1	1	5	1	3	3	2	4	3	2	3	3	0	0	33	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0	0	0	0	0	1	0	1	1	1	1	1	0	1	0	0	12	0	0	0	0	0
Reform UK	*17*	**17**	0	0	0	100	0	31	4	2	3	33	20	13	11	15	20	19	13	23	18	15	6	19	21	13	17
Green	*8*	**7**	0	0	0	0	0	2	8	5	8	3	5	9	15	8	4	3	7	6	7	5	5	8	7	8	6
Other	*2*	**3**	0	0	0	0	0	3	3	1	2	4	3	3	1	3	3	3	2	3	3	4	2	3	3	6	1

Now, thinking specifically about your own constituency, which party do you intend to vote for in the July 4th 2024 UK general election?

	Total	Con	Lab	Lib Dem	Reform UK	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
Conservative	**13**	100	0	0	0	0	34	1	4	8	24	13	13	3	8	14	28	14	13	14	12	8	12	16	11	15
Labour	**29**	0	100	0	0	0	10	65	27	45	15	30	28	34	32	28	21	32	24	29	30	26	36	27	35	23
Liberal Democrat	**10**	0	0	100	0	0	5	8	47	15	6	9	10	10	9	10	9	11	8	10	7	6	5	5	11	16
Scottish National Party (SNP)	**3**	0	0	0	0	0	0	1	1	5	1	3	2	2	3	2	2	3	2	0	0	31	0	0	0	0
Plaid Cymru	**0**	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	9	0	0	0	0	0
Reform UK	**15**	0	0	0	100	0	30	3	2	3	30	18	11	9	12	18	18	11	19	16	13	6	16	17	12	15
Green	**5**	0	0	0	0	0	2	7	5	7	2	4	6	10	6	3	2	5	4	5	4	4	6	5	6	4
Some other party	**2**	0	0	0	0	0	2	2	0	2	3	2	2	1	2	2	2	2	2	2	3	1	2	2	4	1
Would not vote	**10**	0	0	0	0	0	4	2	2	4	6	10	10	14	13	8	7	8	13	10	11	8	12	13	8	9
Don't know	**12**	0	0	0	0	100	12	8	12	10	12	9	14	11	12	13	9	11	12	12	9	10	9	13	11	13
Refused	**2**	0	0	0	0	0	1	2	1	1	1	2	2	6	2	1	2	2	3	2	2	1	3	2	3	2

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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**	**219**	**10.7%**
Men 50-64 High education	**71**	**76**	**3.7%**
Men 50-64 Mid education	**107**	**92**	**4.5%**
Men 50-64 Low education	**83**	**80**	**3.9%**
Men 25-49 High education	**176**	**192**	**9.4%**
Men 25-49 Mid education	**126**	**135**	**6.6%**
Men 25-49 Low education	**49**	**88**	**4.3%**
Men Under 25 High education	**19**	**20**	**1.0%**
Men Under 25 Mid & Low education	**46**	**88**	**4.3%**
Women Over 65	**336**	**262**	**12.8%**
Women 50-64 High education	**68**	**72**	**3.5%**
Women 50-64 Mid education	**123**	**104**	**5.1%**
Women 50-64 Low education	**89**	**82**	**4.0%**
Women 25-49 High education	**201**	**206**	**10.1%**
Women 25-49 Mid education	**175**	**145**	**7.1%**
Women 25-49 Low education	**89**	**78**	**3.8%**
Women Under 25 High education	**17**	**25**	**1.2%**
Women Under 25 Mid & Low education	**40**	**82**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**206**	**388**	**19.0%**
Medium (3-7)	**1366**	**1226**	**60.0%**
High (8,9,10)	**472**	**429**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**657**	**572**	**28.0%**
C1	**541**	**593**	**29.0%**
C2	**387**	**429**	**21.0%**
DE	**459**	**450**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**827**	**720**	**35.2%**
Leave	**787**	**761**	**37.2%**
Don't Know / Did Not Vote	**430**	**563**	**27.5%**

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

North Con	**144**	**139**	**6.8%**
North Lab	**156**	**151**	**7.4%**
North LD	**31**	**27**	**1.3%**
North BP	**16**	**18**	**0.9%**
North Oth	**15**	**14**	**0.7%**
North DNV	**119**	**143**	**7.0%**
Midlands Con	**132**	**131**	**6.4%**
Midlands Lab	**92**	**80**	**3.9%**
Midlands LD	**23**	**18**	**0.9%**
Midlands BP	**4**	**4**	**0.2%**
Midlands Oth	**12**	**10**	**0.5%**
Midlands DNV	**82**	**96**	**4.7%**
London Con	**49**	**57**	**2.8%**
London Lab	**65**	**88**	**4.3%**
London LD	**19**	**27**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**4**	**6**	**0.3%**
London DNV	**49**	**67**	**3.3%**
South Con	**314**	**282**	**13.8%**
South Lab	**121**	**121**	**5.9%**
South LD	**98**	**86**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**31**	**27**	**1.3%**
South DNV	**172**	**168**	**8.2%**
Wales Con	**32**	**27**	**1.3%**
Wales Lab	**31**	**31**	**1.5%**
Wales LD	**4**	**4**	**0.2%**
Wales PC	**11**	**8**	**0.4%**
Wales BP	**3**	**4**	**0.2%**
Wales Oth DNV	**31**	**29**	**1.4%**
Soctland Con	**33**	**33**	**1.6%**
Scotland Lab	**24**	**25**	**1.2%**
Scotland LD	**12**	**12**	**0.6%**
Scotland SNP	**67**	**59**	**2.9%**
Scotland Oth DNV	**44**	**49**	**2.4%**