

YouGov / Sky Survey Results

Sample Size: 2128 GB Adults
Fieldwork: 27th - 28th May 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	2128	294	716	130	696	515	181	750	792	1030	1098	223	879	526	500	1213	915	1836	106	185	513	353	257	713	
Unweighted Sample	2128	317	726	135	729	510	186	883	813	947	1181	166	837	576	549	1278	850	1824	119	185	536	358	204	726	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23-24 May	27-28 May																							
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																									
Con	22	20	100	0	0	48	1	4	11	34	17	22	4	9	24	36	18	21	21	20	10	16	24	17	23
Lab	44	47	0	100	0	19	84	41	59	29	46	48	65	58	39	32	49	44	49	41	36	57	46	56	41
Lib Dem	9	9	0	0	100	4	4	41	12	5	10	7	5	7	12	8	9	7	9	6	6	6	6	11	12
SNP	3	3	0	0	0	0	0	1	6	1	3	3	0	4	2	3	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	1	1	1	0	0	1	1	1	1	0	13	0	0	0	0	0
Reform UK	14	12	0	0	0	25	1	3	2	25	15	8	6	9	14	16	10	15	13	15	4	12	14	5	15
Green	6	7	0	0	0	1	8	6	8	4	7	8	20	10	5	2	8	7	7	4	11	7	7	10	7
Other	1	2	0	0	0	2	1	3	1	2	2	2	0	2	2	1	2	1	2	1	1	2	3	1	2
If there were a general election held tomorrow, which party would you vote for?																									
Conservative	16	14	100	0	0	36	1	3	9	25	13	15	3	7	17	27	14	14	14	15	7	12	17	12	16
Labour	32	34	0	100	0	14	75	34	49	21	35	32	41	41	27	24	37	30	34	31	28	41	31	38	30
Liberal Democrat	7	6	0	0	100	3	3	34	10	3	7	5	3	5	8	6	7	5	6	5	5	5	4	8	8
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	5	1	2	2	0	3	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	1	1	1	0	1	0	0	1	1	1	0	0	10	0	0	0	0	0
Reform UK	10	9	0	0	0	19	1	2	2	19	12	6	4	7	10	12	8	10	9	11	4	9	10	4	10
Green	5	5	0	0	0	1	7	6	7	3	5	6	11	7	4	2	6	5	5	3	7	5	5	7	5
Some other party	1	1	0	0	0	2	1	2	1	2	1	1	0	2	2	1	2	1	1	1	1	1	2	0	2
Would not vote	10	11	0	0	0	5	1	2	4	9	12	11	17	13	12	6	8	15	12	10	8	12	15	11	10
Don't know	15	15	0	0	0	19	9	13	12	16	10	20	16	13	17	17	15	15	15	11	14	12	15	19	17
Refused	1	2	0	0	0	1	1	1	1	1	3	1	6	3	0	1	1	3	2	3	3	3	1	1	2
And which of these parties would you vote for?																									
<i>[Asked only to those who answered 'some other party'; n=31]</i>																									
UK Independence Party (UKIP)	18	10	0	0	0	19	0	0	0	21	10	9	0	10	16	0	6	18	11	0	0	19	12	0	5
Women's Equality Party	0	6	0	0	0	7	0	0	0	6	0	11	0	12	0	0	4	10	6	0	0	0	11	0	8
Some other party	82	80	0	0	0	68	100	100	94	66	90	72	100	74	75	100	83	72	80	68	100	81	78	100	79
Don't know	0	5	0	0	0	7	0	0	6	6	0	8	0	4	9	0	7	0	3	32	0	0	0	0	8
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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	9	10	0	1	2	4	1	1	3	6	11	10	19	13	8	5	7	14	10	9	9	10	13	12	9
1	1	2	1	0	0	1	0	2	0	1	2	1	2	2	1	2	2	2	2	1	3	1	1	2	2
2	1	2	1	0	1	2	1	1	1	3	2	2	2	2	3	1	2	2	2	0	2	2	2	1	3
3	2	2	1	1	3	1	2	1	1	1	2	2	4	3	1	1	2	2	2	1	0	2	2	3	2
4	1	1	1	1	1	1	1	0	0	1	1	2	4	1	1	1	1	1	1	3	1	1	2	1	1
5	6	5	5	3	1	6	1	0	2	5	5	6	11	5	5	4	5	6	6	6	4	6	5	5	6
6	2	2	2	2	1	2	2	0	2	2	2	3	3	3	3	1	3	2	3	0	4	3	3	1	2
7	4	4	4	3	1	4	4	0	3	4	3	5	3	5	5	2	4	4	4	3	2	4	6	2	4
8	6	7	8	7	8	8	6	4	6	8	7	6	7	7	6	7	7	6	7	7	4	6	8	7	8
9	8	8	8	8	17	9	8	17	11	9	8	8	5	7	10	9	9	8	8	11	8	9	6	8	9
10 - Absolutely certain to vote	58	56	71	72	67	63	74	74	71	60	56	55	40	52	57	68	59	52	55	59	64	55	52	57	55

*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	229	228	10.7%
Men 50-64 High education	73	79	3.7%
Men 50-64 Mid education	108	96	4.5%
Men 50-64 Low education	96	83	3.9%
Men 25-49 High education	163	200	9.4%
Men 25-49 Mid education	150	140	6.6%
Men 25-49 Low education	55	92	4.3%
Men Under 25 High education	14	21	1.0%
Men Under 25 Mid & Low education	59	91	4.3%
Women Over 65	320	272	12.8%
Women 50-64 High education	70	74	3.5%
Women 50-64 Mid education	128	109	5.1%
Women 50-64 Low education	101	85	4.0%
Women 25-49 High education	209	215	10.1%
Women 25-49 Mid education	174	151	7.1%
Women 25-49 Low education	86	81	3.8%
Women Under 25 High education	22	26	1.2%
Women Under 25 Mid & Low education	71	85	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	182	404	19.0%
Medium (3-7)	1457	1277	60.0%
High (8,9,10)	489	447	21.0%
Social Grade (NRS and 2011 census)			
AB	657	596	28.0%
C1	621	617	29.0%
C2	384	447	21.0%
DE	466	468	22.0%
EU Referendum Vote (Election Result)			
Remain	883	750	35.2%
Leave	813	792	37.2%
Don't Know / Did Not Vote	432	586	27.5%

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

North Con	161	145	6.8%
North Lab	175	157	7.4%
North LD	33	28	1.3%
North BP	14	19	0.9%
North Oth	15	15	0.7%
North DNV	138	149	7.0%
Midlands Con	140	136	6.4%
Midlands Lab	90	83	3.9%
Midlands LD	23	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	5	11	0.5%
Midlands DNV	95	100	4.7%
London Con	56	60	2.8%
London Lab	60	92	4.3%
London LD	23	28	1.3%
London BP	3	2	0.1%
London Oth	7	6	0.3%
London DNV	55	70	3.3%
South Con	304	294	13.8%
South Lab	129	126	5.9%
South LD	92	89	4.2%
South BP	4	2	0.1%
South Oth	31	28	1.3%
South DNV	166	174	8.2%
Wales Con	32	28	1.3%
Wales Lab	33	32	1.5%
Wales LD	5	4	0.2%
Wales PC	10	9	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	34	30	1.4%
Scotland Con	36	34	1.6%
Scotland Lab	23	26	1.2%
Scotland LD	10	13	0.6%
Scotland SNP	66	62	2.9%
Scotland Oth DNV	50	51	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