

YouGov / The Times Survey Results

Sample Size: 2008 GB Adults
Fieldwork: 23rd - 24th January 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	
Weighted Sample	2008	269	634	113	331	657	486	171	708	748	972	1036	211	829	496	472	1145	863	1733	100	175	484	333	243	673	
Unweighted Sample	2008	283	665	111	329	692	508	174	785	773	947	1061	159	846	514	489	1213	795	1755	107	146	497	336	233	689	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16-17 Jan	23-24 Jan																								
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	20	20	100	0	0	0	49	2	4	10	35	20	21	9	14	20	35	19	23	21	15	16	17	23	21	23
Lab	47	47	0	100	0	0	19	83	45	63	27	46	49	60	57	49	25	53	38	49	48	29	54	52	53	43
Lib Dem	8	8	0	0	100	0	3	5	41	12	3	9	8	12	8	7	9	9	8	9	3	6	6	6	13	11
SNP	3	4	0	0	0	0	0	1	1	5	2	4	3	5	3	4	3	4	4	0	0	37	0	0	0	1
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	0	1	1	0	0	1	0	0	11	0	0	0	0	0
Reform UK	12	13	0	0	0	0	26	2	2	2	27	15	10	3	8	14	22	9	18	13	21	6	14	13	6	14
Green	7	6	0	0	0	0	3	6	7	8	3	5	7	9	8	5	3	6	7	7	1	3	7	5	7	7
Other	1	1	0	0	0	0	1	1	0	1	2	1	2	0	1	1	2	0	2	1	0	3	1	0	0	2
If there were a general election held tomorrow, which party would you vote for?																										
Conservative	14	13	100	0	0	0	35	2	3	8	24	14	13	5	9	14	24	13	14	14	9	12	11	15	13	15
Labour	31	32	0	100	0	0	13	70	36	49	19	32	31	37	37	34	17	37	24	33	31	21	35	35	35	29
Liberal Democrat	6	6	0	0	100	0	2	4	33	9	2	6	5	7	5	5	6	6	5	6	2	5	4	4	8	7
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	4	2	3	2	3	2	3	2	2	2	0	0	25	0	0	0	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	6	0	0	0	0	0
Reform UK	8	9	0	0	0	0	19	2	2	2	20	11	7	2	5	10	16	7	11	9	13	4	10	10	4	10
Green	5	4	0	0	0	0	2	5	5	6	2	4	5	6	5	4	3	4	4	5	1	2	5	4	5	5
Some other party	1	1	0	0	0	0	1	1	1	1	1	1	1	0	1	1	2	0	2	1	0	2	1	0	1	2
Would not vote	12	12	0	0	0	0	6	1	3	5	8	12	12	17	15	10	7	9	16	12	17	11	16	13	4	10
Don't know	17	16	0	0	0	100	21	9	14	15	21	11	22	15	13	19	21	15	18	17	11	14	16	16	13	20
Refused	3	4	0	0	0	0	1	6	2	3	1	6	3	8	7	1	1	5	4	4	10	4	2	3	16	2

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	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
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	
Weighted Sample 2008	269	634	113	331	657	486	171	708	748	972	1036	211	829	496	472	1145	863	1733	100	175	484	333	243	673	
Unweighted Sample 2008	283	665	111	329	692	508	174	785	773	947	1061	159	846	514	489	1213	795	1755	107	146	497	336	233	689	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=22]

UK Independence Party (UKIP)	26	7	0	0	0	0	22	0	0	10	7	9	6	0	0	0	13	16	5	9	0	0	18	0	0	7
Women's Equality Party	0	9	0	0	0	0	0	37	0	9	10	0	14	0	12	0	10	0	11	10	0	0	26	0	0	6
Some other party	66	68	0	0	0	0	78	63	0	59	83	61	73	0	74	100	54	68	68	61	0	100	56	0	52	64
Don't know	8	16	0	0	0	0	0	0	100	23	0	30	7	0	14	0	23	16	16	20	0	0	0	0	48	23
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

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	1	1	1	1	3	1	2	2	6	11	9	16	12	8	6	7	13	9	19	8	14	11	4	8
1	2	1	0	1	0	1	1	0	0	1	1	1	2	1	2	2	1	1	2	2	1	1	3	1	1	1
2	2	3	0	1	0	3	2	1	2	2	3	2	2	5	3	1	3	2	3	3	3	3	1	4	2	2
3	2	2	1	0	0	5	2	1	1	1	2	2	2	1	2	2	1	2	2	2	3	0	2	1	3	2
4	2	2	1	1	1	2	1	1	0	1	1	2	2	3	2	0	2	1	2	2	5	1	1	1	2	2
5	6	6	3	4	4	16	5	3	5	4	6	5	8	8	7	5	5	5	8	7	3	6	5	8	8	6
6	3	3	3	2	1	6	3	2	1	2	2	3	3	4	3	4	1	3	3	3	2	3	4	3	5	2
7	5	6	5	4	13	10	7	5	7	3	6	6	6	10	7	4	4	6	6	7	1	3	6	7	9	6
8	8	8	8	8	10	7	9	9	6	6	8	8	8	11	7	8	7	8	7	8	6	6	7	6	14	8
9	9	7	9	9	11	6	7	10	7	9	6	7	7	7	7	6	9	7	7	7	3	8	6	7	8	8
10 - Absolutely certain to vote	51	53	68	69	60	42	61	68	70	69	59	52	53	33	48	61	61	57	46	52	54	61	52	51	44	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	242	215	10.7%
Men 50-64 High education	67	74	3.7%
Men 50-64 Mid education	96	90	4.5%
Men 50-64 Low education	79	78	3.9%
Men 25-49 High education	181	189	9.4%
Men 25-49 Mid education	138	133	6.6%
Men 25-49 Low education	77	86	4.3%
Men Under 25 High education	20	20	1.0%
Men Under 25 Mid & Low education	47	86	4.3%
Women Over 65	247	257	12.8%
Women 50-64 High education	66	70	3.5%
Women 50-64 Mid education	114	102	5.1%
Women 50-64 Low education	92	80	4.0%
Women 25-49 High education	201	203	10.1%
Women 25-49 Mid education	164	143	7.1%
Women 25-49 Low education	85	76	3.8%
Women Under 25 High education	23	24	1.2%
Women Under 25 Mid & Low education	69	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	194	381	19.0%
Medium (3-7)	1346	1205	60.0%
High (8,9,10)	468	422	21.0%
Social Grade (NRS and 2011 census)			
AB	614	562	28.0%
C1	599	582	29.0%
C2	377	422	21.0%
DE	418	442	22.0%
EU Referendum Vote (Election Result)			
Remain	785	708	35.2%
Leave	773	748	37.2%
Don't Know / Did Not Vote	450	553	27.5%

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

North Con	159	137	6.8%
North Lab	153	149	7.4%
North LD	29	26	1.3%
North BP	20	18	0.9%
North Oth	14	14	0.7%
North DNV	122	141	7.0%
Midlands Con	142	129	6.4%
Midlands Lab	80	78	3.9%
Midlands LD	20	18	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	79	94	4.7%
London Con	51	56	2.8%
London Lab	97	86	4.3%
London LD	19	26	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	58	66	3.3%
South Con	285	277	13.8%
South Lab	125	118	5.9%
South LD	90	84	4.2%
South BP	3	2	0.1%
South Oth	28	26	1.3%
South DNV	158	165	8.2%
Wales Con	29	26	1.3%
Wales Lab	28	30	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	32	28	1.4%
Scotland Con	26	32	1.6%
Scotland Lab	25	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	47	58	2.9%
Scotland Oth DNV	37	48	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