

# YouGov / The Times Survey Results

Sample Size: 2100 GB Adults  
Fieldwork: 28th - 29th February 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>	292	663	102	687	508	178	740	782	1016	1084	220	867	519	494	1197	903	1812	105	183	506	349	254	703	
<b>Unweighted Sample</b>	<b>2100</b>	306	683	108	714	498	188	854	769	1012	1088	178	916	541	465	1244	856	1795	115	190	509	349	203	734	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Feb	28-29 Feb																								
<b>HEADLINE VOTING INTENTION</b>																										
<b>Westminster Voting Intention</b>																										
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																										
Con	20	<b>20</b>	100	0	0	48	1	8	14	31	18	23	5	11	23	37	19	22	21	19	11	16	25	15	26	
Lab	46	<b>46</b>	0	100	0	16	86	42	57	30	43	51	65	55	45	28	49	42	48	45	37	55	46	55	40	
Lib Dem	9	<b>7</b>	0	0	100	2	3	39	10	3	8	6	7	8	7	5	8	6	8	5	2	6	6	9	9	
SNP	4	<b>3</b>	0	0	0	0	1	0	5	1	3	3	5	3	4	1	3	4	0	0	32	0	0	0	0	
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	1	1	1	0	0	0	0	1	0	1	0	10	0	0	0	0	0	
Reform UK	13	<b>14</b>	0	0	0	29	1	1	2	29	18	10	8	9	12	26	11	18	15	17	7	11	20	9	17	
Green	7	<b>7</b>	0	0	0	3	7	7	11	3	7	8	9	11	5	3	9	6	7	3	10	9	3	10	7	
Other	1	<b>1</b>	0	0	0	1	1	3	1	2	2	0	1	1	3	0	1	2	1	1	2	3	0	1	1	
<b>If there were a general election held tomorrow, which party would you vote for?</b>																										
Conservative	14	<b>14</b>	100	0	0	35	1	6	11	22	14	14	4	8	16	27	14	13	15	13	8	11	16	11	18	
Labour	31	<b>32</b>	0	100	0	12	72	33	44	21	31	32	40	37	31	20	35	26	32	31	26	36	29	40	28	
Liberal Democrat	6	<b>5</b>	0	0	100	2	3	31	8	2	6	4	4	6	5	3	6	3	5	3	1	4	4	7	6	
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	1	0	4	1	2	2	3	2	3	1	2	2	0	0	24	0	0	0	0	
Plaid Cymru	1	<b>0</b>	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	7	0	0	0	0	0	
Reform UK	9	<b>10</b>	0	0	0	21	1	1	2	20	14	6	5	7	9	18	8	12	10	12	6	8	12	7	12	
Green	5	<b>5</b>	0	0	0	2	6	6	8	2	5	5	5	8	4	2	6	4	5	3	7	6	2	8	5	
Some other party	1	<b>1</b>	0	0	0	1	1	2	1	2	2	1	1	1	2	0	1	2	1	1	2	2	1	1	1	
Would not vote	12	<b>12</b>	0	0	0	6	5	1	5	9	12	11	17	13	11	7	8	17	12	13	7	14	13	6	12	
Don't know	17	<b>17</b>	0	0	0	20	8	19	14	19	12	22	15	14	18	21	16	19	17	12	17	17	20	15	17	
Refused	3	<b>3</b>	0	0	0	1	3	1	2	1	2	3	5	4	1	0	3	2	3	5	2	2	4	5	2	
<b>And which of these parties would you vote for?</b>																										
<i>[Asked only to those who answered 'some other party'; n=25]</i>																										
UK Independence Party (UKIP)	17	<b>14</b>	0	0	0	34	0	27	16	19	19	0	0	36	0	0	17	12	9	100	22	7	0	34	0	
Women's Equality Party	5	<b>12</b>	0	0	0	0	0	15	20	0	0	49	27	22	0	0	20	6	14	0	0	13	36	24	0	
Some other party	74	<b>63</b>	0	0	0	50	100	59	64	66	75	24	45	42	84	0	48	74	64	0	78	72	27	42	76	
Don't know	4	<b>11</b>	0	0	0	16	0	0	0	15	6	27	28	0	16	0	15	8	13	0	0	8	37	0	24	
Refused	0	<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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	12	9	0	0	1	3	2	0	3	6	8	10	11	11	8	4	5	13	9	10	4	9	12	7	8
1	2	2	0	0	0	1	1	0	1	2	3	2	5	2	3	1	2	2	2	2	1	3	2	0	2
2	2	2	0	0	0	1	2	1	1	2	2	2	4	2	2	2	2	3	2	4	4	3	0	1	2
3	2	2	2	1	3	1	0	4	1	2	1	2	3	2	1	0	2	2	2	0	2	2	3	2	2
4	1	2	3	1	2	2	1	0	1	1	2	2	5	3	1	2	2	2	2	2	2	3	2	2	3
5	5	7	3	4	7	7	3	4	4	7	5	8	9	6	6	8	6	8	7	5	7	8	9	7	6
6	3	3	3	2	3	2	2	1	2	3	2	3	4	3	2	2	3	2	2	2	4	4	2	3	1
7	5	5	6	5	4	6	4	5	4	5	5	6	6	7	4	4	6	5	6	1	7	5	6	5	6
8	7	7	10	6	12	9	5	5	6	8	7	6	8	6	8	6	7	7	7	5	3	8	6	5	8
9	8	7	10	9	10	9	8	10	8	8	7	8	9	5	9	9	8	7	7	13	5	6	8	7	8
10 - Absolutely certain to vote	53	54	63	71	59	59	71	70	69	56	56	52	35	52	56	64	57	50	53	57	61	50	50	61	54

\*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	248	225	10.7%
Men 50-64 High education	74	78	3.7%
Men 50-64 Mid education	104	95	4.5%
Men 50-64 Low education	89	82	3.9%
Men 25-49 High education	181	197	9.4%
Men 25-49 Mid education	172	139	6.6%
Men 25-49 Low education	70	90	4.3%
Men Under 25 High education	22	21	1.0%
Men Under 25 Mid & Low education	52	90	4.3%
Women Over 65	217	269	12.8%
Women 50-64 High education	66	74	3.5%
Women 50-64 Mid education	115	107	5.1%
Women 50-64 Low education	93	84	4.0%
Women 25-49 High education	208	212	10.1%
Women 25-49 Mid education	179	149	7.1%
Women 25-49 Low education	106	80	3.8%
Women Under 25 High education	23	25	1.2%
Women Under 25 Mid & Low education	81	84	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	204	399	19.0%
Medium (3-7)	1423	1260	60.0%
High (8,9,10)	473	441	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	623	588	28.0%
C1	621	609	29.0%
C2	382	441	21.0%
DE	474	462	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	854	740	35.2%
Leave	769	782	37.2%
Don't Know / Did Not Vote	477	578	27.5%

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

North Con	<b>148</b>	<b>143</b>	<b>6.8%</b>
North Lab	<b>169</b>	<b>155</b>	<b>7.4%</b>
North LD	<b>33</b>	<b>27</b>	<b>1.3%</b>
North BP	<b>17</b>	<b>19</b>	<b>0.9%</b>
North Oth	<b>15</b>	<b>15</b>	<b>0.7%</b>
North DNV	<b>127</b>	<b>147</b>	<b>7.0%</b>
Midlands Con	<b>138</b>	<b>134</b>	<b>6.4%</b>
Midlands Lab	<b>84</b>	<b>82</b>	<b>3.9%</b>
Midlands LD	<b>23</b>	<b>19</b>	<b>0.9%</b>
Midlands BP	<b>4</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>12</b>	<b>11</b>	<b>0.5%</b>
Midlands DNV	<b>88</b>	<b>99</b>	<b>4.7%</b>
London Con	<b>47</b>	<b>59</b>	<b>2.8%</b>
London Lab	<b>60</b>	<b>90</b>	<b>4.3%</b>
London LD	<b>22</b>	<b>27</b>	<b>1.3%</b>
London BP	<b>1</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>9</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>64</b>	<b>69</b>	<b>3.3%</b>
South Con	<b>310</b>	<b>290</b>	<b>13.8%</b>
South Lab	<b>129</b>	<b>124</b>	<b>5.9%</b>
South LD	<b>94</b>	<b>88</b>	<b>4.2%</b>
South BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>29</b>	<b>27</b>	<b>1.3%</b>
South DNV	<b>169</b>	<b>172</b>	<b>8.2%</b>
Wales Con	<b>32</b>	<b>27</b>	<b>1.3%</b>
Wales Lab	<b>31</b>	<b>31</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>10</b>	<b>8</b>	<b>0.4%</b>
Wales BP	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>32</b>	<b>29</b>	<b>1.4%</b>
Scotland Con	<b>39</b>	<b>34</b>	<b>1.6%</b>
Scotland Lab	<b>25</b>	<b>25</b>	<b>1.2%</b>
Scotland LD	<b>11</b>	<b>13</b>	<b>0.6%</b>
Scotland SNP	<b>66</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)