

YouGov / The Times Survey Results

Sample Size: 2061 GB Adults
Fieldwork: 26th - 27th March 2024

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	2061	296	552	142	674	499	175	726	767	997	1064	216	851	509	484	1175	886	1779	103	179	497	342	249	690
Unweighted Sample	2061	299	579	152	685	508	186	856	760	987	1074	181	813	521	546	1250	811	1762	110	189	500	356	220	686
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-20 Mar	26-27 Mar																							
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	19	21	100	0	0	51	1	6	12	34	21	22	10	13	20	36	21	22	22	15	16	18	21	19	27
Lab	44	40	0	100	0	9	83	27	53	20	37	42	54	51	37	21	43	34	40	47	28	42	41	58	32
Lib Dem	9	10	0	0	100	3	4	52	15	5	11	9	15	9	11	10	11	8	11	7	5	8	9	5	16
SNP	3	3	0	0	0	0	0	2	4	2	3	4	3	4	4	3	4	3	0	0	38	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	0	1	1	1	0	1	0	0	11	0	0	0	1	0
Reform UK	15	16	0	0	0	32	2	4	4	33	19	12	3	9	19	26	11	23	17	14	4	21	21	9	16
Green	8	8	0	0	0	3	9	6	9	4	7	9	13	11	5	4	8	7	8	5	6	9	7	7	8
Other	1	2	0	0	0	2	1	1	2	2	2	2	0	2	3	1	1	3	2	0	5	2	1	1	1
If there were a general election held tomorrow, which party would you vote for?																									
Conservative	13	14	100	0	0	37	1	5	10	24	15	13	7	9	14	27	15	13	15	10	10	13	14	14	17
Labour	30	27	0	100	0	7	70	23	43	14	27	26	30	33	25	15	31	21	27	30	18	29	27	43	21
Liberal Democrat	7	7	0	0	100	3	3	43	12	4	8	6	9	6	7	7	8	5	7	5	3	5	7	4	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	2	4	1	2	2	2	2	3	2	3	2	0	0	26	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	1	0	0	7	0	0	0	1	0
Reform UK	10	11	0	0	0	23	2	4	3	24	14	8	2	6	13	20	8	14	12	9	2	15	14	7	10
Green	6	5	0	0	0	2	8	5	8	3	5	5	8	7	3	3	6	4	5	4	4	6	4	6	5
Some other party	1	2	0	0	0	2	1	1	2	2	1	2	0	2	3	1	1	2	1	0	4	2	1	1	1
Would not vote	12	13	0	0	0	6	4	2	4	9	13	14	17	17	12	6	10	18	13	13	12	14	16	9	13
Don't know	17	16	0	0	0	18	10	14	13	18	11	21	18	14	17	17	15	17	16	20	18	13	16	13	18
Refused	2	3	0	0	0	2	1	2	2	2	3	2	6	3	2	1	2	3	3	3	2	2	1	4	3
And which of these parties would you vote for?																									
<i>[Asked only to those who answered 'some other party'; n=30]</i>																									
UK Independence Party (UKIP)	21	15	0	0	0	24	55	0	0	32	30	5	0	23	13	0	14	17	17	0	10	33	0	0	11
Women's Equality Party	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	67	65	0	0	0	46	45	100	83	42	70	62	100	55	69	78	48	83	69	0	55	67	81	100	59
Don't know	7	17	0	0	0	30	0	0	17	21	0	29	0	16	17	22	34	0	14	0	26	0	19	0	30
Refused	5	2	0	0	0	0	0	0	0	5	0	4	0	6	0	0	5	0	0	0	9	0	0	0	0

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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	
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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	10	12	1	1	1	4	2	1	2	6	11	13	14	16	12	5	8	17	12	13	13	11	13	9	13
1	3	2	1	0	0	1	2	0	1	1	2	1	2	2	1	1	2	2	2	2	0	2	3	1	2
2	1	2	3	0	1	1	1	1	0	2	2	2	5	2	1	1	2	2	2	0	2	3	1	0	2
3	2	2	1	1	3	2	2	2	2	2	2	3	3	3	2	1	2	3	2	2	3	2	4	3	2
4	2	1	1	1	1	1	1	1	1	2	1	2	2	2	1	1	2	1	2	1	1	2	1	1	2
5	6	6	3	2	4	7	2	4	4	7	4	9	12	6	6	5	5	9	7	1	4	8	8	6	6
6	3	3	3	2	3	3	2	2	2	3	3	2	3	3	2	2	2	3	3	4	2	3	4	2	2
7	5	5	5	6	2	6	3	4	3	5	5	4	8	4	4	4	5	4	5	4	5	3	4	6	5
8	7	6	7	8	7	6	6	6	7	6	7	6	9	6	6	5	7	6	6	7	6	6	6	7	6
9	8	8	11	8	13	10	6	12	9	9	9	7	7	7	8	10	9	6	8	10	8	6	6	7	11
10 - Absolutely certain to vote	53	53	65	71	63	60	72	68	68	57	53	52	34	48	57	65	58	47	52	56	57	55	49	58	50

Which of the following do you think would make the best Prime Minister?

		14-15 Feb		26-27 Mar																					
Rishi Sunak	20	18	73	1	6	42	3	7	11	30	19	17	8	13	18	32	17	19	19	9	12	18	17	15	22
Keir Starmer	33	31	3	77	51	7	66	53	52	16	34	29	34	37	31	21	38	22	30	40	35	32	26	39	28
Not sure	43	47	23	20	42	47	30	38	34	52	44	49	50	45	49	46	41	53	46	48	48	47	53	41	44
Refused	4	4	0	2	1	4	2	2	3	2	3	5	7	6	2	2	3	6	4	2	5	2	4	5	5

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	270	221	10.7%
Men 50-64 High education	73	76	3.7%
Men 50-64 Mid education	99	93	4.5%
Men 50-64 Low education	88	80	3.9%
Men 25-49 High education	182	194	9.4%
Men 25-49 Mid education	134	136	6.6%
Men 25-49 Low education	48	89	4.3%
Men Under 25 High education	20	21	1.0%
Men Under 25 Mid & Low education	73	89	4.3%
Women Over 65	276	264	12.8%
Women 50-64 High education	71	72	3.5%
Women 50-64 Mid education	104	105	5.1%
Women 50-64 Low education	86	82	4.0%
Women 25-49 High education	205	208	10.1%
Women 25-49 Mid education	176	146	7.1%
Women 25-49 Low education	68	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	63	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	196	392	19.0%
Medium (3-7)	1391	1237	60.0%
High (8,9,10)	474	433	21.0%
Social Grade (NRS and 2011 census)			
AB	636	577	28.0%
C1	614	598	29.0%
C2	381	433	21.0%
DE	430	453	22.0%
EU Referendum Vote (Election Result)			
Remain	856	726	35.2%
Leave	760	767	37.2%
Don't Know / Did Not Vote	445	567	27.5%

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

North Con	151	140	6.8%
North Lab	165	153	7.4%
North LD	31	27	1.3%
North BP	14	19	0.9%
North Oth	18	14	0.7%
North DNV	121	144	7.0%
Midlands Con	141	132	6.4%
Midlands Lab	82	80	3.9%
Midlands LD	22	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	94	97	4.7%
London Con	52	58	2.8%
London Lab	73	89	4.3%
London LD	29	27	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	58	68	3.3%
South Con	269	284	13.8%
South Lab	134	122	5.9%
South LD	87	87	4.2%
South BP	3	2	0.1%
South Oth	29	27	1.3%
South DNV	164	169	8.2%
Wales Con	31	27	1.3%
Wales Lab	31	31	1.5%
Wales LD	5	4	0.2%
Wales PC	10	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	30	29	1.4%
Scotland Con	41	33	1.6%
Scotland Lab	23	25	1.2%
Scotland LD	12	12	0.6%
Scotland SNP	65	60	2.9%
Scotland Oth DNV	48	49	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