

YouGov / The Times Survey Results

Sample Size: 2048 GB Adults
Fieldwork: 16th - 17th April 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	2048	296	612	112	670	496	174	722	763	991	1057	215	846	506	481	1167	881	1767	102	178	494	340	248	686	
Unweighted Sample	2048	303	632	125	676	488	185	816	758	936	1112	170	869	533	476	1230	818	1775	106	167	516	352	209	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

10-11 Apr 16-17 Apr

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Con	19	21	100	0	0	49	1	4	12	34	21	20	9	13	24	34	21	20	22	18	15	19	25	16	24
Lab	45	44	0	100	0	14	84	39	58	22	40	47	56	57	34	29	45	41	44	48	35	49	44	50	38
Lib Dem	8	8	0	0	100	4	4	44	11	6	8	8	8	7	10	8	10	6	9	1	5	6	7	8	12
SNP	3	3	0	0	0	0	1	0	4	1	4	2	8	2	4	2	2	4	0	0	30	1	0	0	0
Plaid Cymru	0	1	0	0	0	1	1	0	1	1	1	1	0	1	1	1	1	1	0	14	0	0	0	0	0
Reform UK	15	14	0	0	0	28	1	3	3	31	17	12	6	8	19	22	11	19	15	12	6	15	17	12	16
Green	7	8	0	0	0	2	8	9	10	4	7	9	12	10	8	4	8	7	8	7	7	7	6	13	8
Other	2	2	0	0	0	2	1	1	1	2	1	1	2	2	1	1	1	2	1	0	3	2	1	1	2

If there were a general election held tomorrow, which party would you vote for?

Conservative	13	14	100	0	0	36	1	3	11	24	16	13	6	9	17	25	16	13	15	12	11	13	15	12	17
Labour	31	30	0	100	0	10	71	30	47	16	30	30	34	38	24	21	33	25	30	32	25	35	26	36	27
Liberal Democrat	6	5	0	0	100	3	3	34	9	4	6	5	5	5	7	6	7	3	6	1	3	4	4	6	8
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	3	2	5	2	2	1	2	3	0	0	22	1	0	0	0
Plaid Cymru	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	1	0	1	0	10	0	0	0	0	0
Reform UK	10	10	0	0	0	21	1	2	3	22	13	7	4	5	14	17	8	12	11	9	4	11	11	8	11
Green	5	6	0	0	0	2	7	7	8	3	5	6	8	7	6	3	7	5	6	5	5	5	4	9	6
Some other party	2	1	0	0	0	1	1	1	1	1	2	1	1	1	1	1	1	1	1	0	2	2	1	1	1
Would not vote	12	12	0	0	0	6	3	3	4	9	11	13	14	16	10	6	9	16	13	9	8	14	15	14	10
Don't know	15	16	0	0	0	19	9	19	12	19	10	21	15	13	17	19	15	17	15	21	19	12	19	9	17
Refused	3	3	0	0	0	1	2	1	2	1	4	2	7	3	1	1	2	4	3	2	2	2	4	5	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=24]

UK Independence Party (UKIP)	7	14	0	0	0	27	24	0	0	35	15	12	0	8	0	44	0	26	16	0	0	11	0	0	31
Women's Equality Party	0	2	0	0	0	0	0	0	5	0	0	6	0	4	0	0	0	3	2	0	0	0	16	0	0
Some other party	91	80	0	0	0	73	76	100	83	65	79	82	100	80	100	56	100	62	82	0	71	89	84	100	69
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	4	0	0	0	0	0	0	12	0	6	0	0	9	0	0	0	8	0	0	29	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	9	0	1	0	4	2	0	1	8	8	11	12	13	7	5	7	13	10	8	9	10	12	9	8
1	2	3	0	0	1	1	1	2	1	2	2	3	5	2	3	2	2	3	3	1	3	4	2	3	2
2	2	2	1	1	0	1	1	0	1	2	1	2	4	2	1	1	2	2	2	2	1	2	2	2	2
3	2	1	0	0	0	1	0	0	1	1	1	1	1	2	0	1	1	1	1	1	1	0	2	2	1
4	2	2	1	1	1	1	2	1	2	1	3	2	7	2	1	1	2	3	2	5	3	4	2	3	1
5	6	7	4	2	3	5	4	3	5	7	5	8	7	8	6	5	6	8	7	7	7	7	9	6	7
6	3	4	6	3	1	4	2	6	3	3	4	3	5	4	4	2	3	4	4	2	1	3	4	4	5
7	5	5	6	4	3	5	3	4	4	4	5	5	8	5	3	4	5	4	5	6	4	3	4	8	5
8	6	7	12	6	5	9	5	4	6	8	6	7	8	7	6	7	7	6	7	4	5	7	10	5	7
9	9	7	9	7	7	8	7	12	9	7	6	8	6	6	8	9	8	6	7	9	8	7	5	9	7
10 - Absolutely certain to vote	54	54	60	75	79	60	74	67	68	58	58	50	36	49	60	63	58	48	53	56	59	54	49	50	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	214	219	10.7%
Men 50-64 High education	72	76	3.7%
Men 50-64 Mid education	95	92	4.5%
Men 50-64 Low education	87	80	3.9%
Men 25-49 High education	185	193	9.4%
Men 25-49 Mid education	163	135	6.6%
Men 25-49 Low education	61	88	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	40	88	4.3%
Women Over 65	262	262	12.8%
Women 50-64 High education	65	72	3.5%
Women 50-64 Mid education	124	104	5.1%
Women 50-64 Low education	90	82	4.0%
Women 25-49 High education	196	207	10.1%
Women 25-49 Mid education	172	145	7.1%
Women 25-49 Low education	92	78	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	86	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	203	389	19.0%
Medium (3-7)	1363	1229	60.0%
High (8,9,10)	482	430	21.0%
Social Grade (NRS and 2011 census)			
AB	624	573	28.0%
C1	606	594	29.0%
C2	384	430	21.0%
DE	434	451	22.0%
EU Referendum Vote (Election Result)			
Remain	816	722	35.2%
Leave	758	763	37.2%
Don't Know / Did Not Vote	474	564	27.5%

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

North Con	148	139	6.8%
North Lab	165	152	7.4%
North LD	32	27	1.3%
North BP	18	18	0.9%
North Oth	16	14	0.7%
North DNV	137	143	7.0%
Midlands Con	131	131	6.4%
Midlands Lab	85	80	3.9%
Midlands LD	23	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	96	96	4.7%
London Con	57	57	2.8%
London Lab	65	88	4.3%
London LD	20	27	1.3%
London BP	3	2	0.1%
London Oth	6	6	0.3%
London DNV	58	68	3.3%
South Con	280	283	13.8%
South Lab	122	121	5.9%
South LD	95	86	4.2%
South BP	2	2	0.1%
South Oth	31	27	1.3%
South DNV	168	168	8.2%
Wales Con	29	27	1.3%
Wales Lab	29	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	31	29	1.4%
Scotland Con	31	33	1.6%
Scotland Lab	22	25	1.2%
Scotland LD	10	12	0.6%
Scotland SNP	55	59	2.9%
Scotland Oth DNV	49	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