

YouGov / The Times Survey Results

Sample Size: 2003 GB Adults
Fieldwork: 15th - 16th May 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	2003	266	644	124	320	655	485	170	706	746	969	1034	210	827	495	471	1142	861	1729	100	174	483	332	242	671
Unweighted Sample	2003	273	638	131	325	657	465	176	797	751	942	1061	154	811	526	512	1219	784	1679	125	199	487	339	188	665
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		7-8 May	15-16 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	18	20	100	0	0	0	49	1	6	11	34	19	20	6	13	21	33	18	22	20	17	14	15	23	15	25
	Lab	48	47	0	100	0	0	17	85	45	57	30	45	49	60	58	45	28	48	46	48	44	36	60	41	58	40
	Lib Dem	9	9	0	0	100	0	5	3	45	12	5	10	8	12	8	9	9	10	7	10	6	5	5	8	10	13
	SNP	3	3	0	0	0	0	0	0	0	5	0	4	2	2	3	2	4	4	2	0	0	31	0	0	0	0
	Plaid Cymru	1	1	0	0	0	0	0	1	0	1	0	1	1	1	1	1	1	1	0	0	11	0	0	0	0	0
	Reform UK	13	11	0	0	0	0	24	1	1	1	25	14	8	6	6	13	19	9	15	12	14	3	12	17	7	11
	Green	7	8	0	0	0	0	3	10	3	12	4	6	11	11	11	7	6	10	7	8	7	12	7	10	10	8
	Other	2	1	0	0	0	0	2	0	0	1	2	1	1	2	1	3	0	1	1	1	1	0	2	1	1	2
If there were a general election held tomorrow, which party would you vote for?																											
	Conservative	13	13	100	0	0	0	33	1	5	9	23	14	12	3	9	14	24	13	14	14	12	10	10	14	11	17
	Labour	34	32	0	100	0	0	12	74	35	46	21	33	31	37	39	30	21	35	28	33	35	27	41	24	40	27
	Liberal Democrat	7	6	0	0	100	0	4	2	36	10	3	7	5	7	5	6	7	8	4	7	5	4	4	5	7	9
	Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	4	0	3	1	1	2	2	3	3	2	0	0	24	0	0	0	0
	Plaid Cymru	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	1	0	0	9	0	0	0	0	0
	Reform UK	9	8	0	0	0	0	17	0	1	1	18	11	6	5	5	10	14	7	10	8	11	2	10	10	5	8
	Green	5	6	0	0	0	0	2	9	2	10	3	5	7	8	7	5	4	7	4	6	6	9	4	6	7	6
	Some other party	1	1	0	0	0	0	1	0	0	1	1	1	1	2	1	2	0	1	1	1	1	0	1	0	2	1
	Would not vote	11	12	0	0	0	0	7	5	2	5	9	11	12	15	16	9	8	9	16	13	7	6	13	18	9	11
	Don't know	13	16	0	0	0	100	23	7	16	13	19	11	21	11	14	20	17	15	18	16	11	17	14	18	14	17
	Refused	3	3	0	0	0	0	1	1	3	1	1	3	3	11	3	2	1	2	3	3	3	1	2	2	5	3
And which of these parties would you vote for?																											
<i>[Asked only to those who answered 'some other party'; n=26]</i>																											
	UK Independence Party (UKIP)	33	11	0	0	0	0	7	0	0	0	7	0	22	31	0	7	0	5	19	11	0	0	42	0	0	0
	Women's Equality Party	0	3	0	0	0	0	0	0	0	0	0	6	0	10	0	0	5	0	3	0	0	0	0	0	13	0
	Some other party	56	55	0	0	0	0	83	100	0	66	84	77	33	17	48	86	59	66	40	54	100	0	58	100	13	66
	Don't know	0	16	0	0	0	0	10	0	0	34	9	15	16	21	14	7	41	11	21	16	0	0	0	0	41	14
	Refused	12	16	0	0	0	0	0	0	0	0	0	9	23	32	28	0	0	13	20	16	0	0	0	0	34	19

Sample Size: 2003 GB Adults
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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		
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Unweighted Sample	2003	273	638	131	325	657	465	176	797	751	942	1061	154	811	526	512	1219	784	1679	125	199	487	339	188	665	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote
Total	10	3	3	2	2	6	3	4	8	9	56
Con	1	0	1	3	4	2	2	3	7	9	67
Lab	0	0	0	4	2	1	1	2	3	10	68
Lib Dem	1	1	0	3	2	2	0	1	2	5	57
Don't know	3	3	0	0	1	2	2	2	2	1	38
Remain	4	2	1	1	1	2	1	1	2	2	70
Leave	2	2	0	1	2	5	3	5	8	10	62
Male	3	3	2	2	2	3	3	4	8	8	54
Female	7	3	3	2	1	2	6	4	8	9	50
18-24	13	7	6	5	2	4	8	7	7	7	36
25-49	13	3	2	2	2	7	7	4	8	11	47
50-64	7	2	1	1	1	4	4	3	9	6	56
65+	6	2	0	2	2	2	3	5	6	5	65
ABC1	6	3	3	2	2	3	4	5	7	8	58
C2DE	14	3	3	2	2	2	2	5	7	8	44
England	10	3	3	2	2	6	3	5	8	9	50
Wales	4	3	2	1	1	3	0	3	6	10	66
Scotland	8	1	1	3	2	1	1	3	4	4	66
North	10	4	3	2	2	3	2	4	7	8	49
Midlands	16	3	2	1	1	5	3	3	8	6	47
London	10	1	1	1	1	3	3	3	14	9	50
Rest of South	8	3	2	2	2	3	2	3	7	11	52

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

30 Apr-1 May

15-16 May

	30 Apr-1 May	15-16 May
Rishi Sunak	18	19
Keir Starmer	34	35
Not sure	43	42
Refused	4	4

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

	Very well	Fairly well	Fairly badly	Very badly	Don't know
Total	2	17	29	40	12
Con	1	8	22	8	5
Lab	0	5	27	63	5
Lib Dem	1	9	36	52	2
Don't know	3	32	25	22	10
Remain	1	3	25	22	5
Leave	2	10	32	66	5
Male	1	2	26	31	14
Female	2	15	32	37	14
18-24	0	9	33	46	12
25-49	1	12	29	46	11
50-64	1	19	28	43	9
65+	2	26	29	36	6
ABC1	1	15	31	45	8
C2DE	2	19	28	40	12
England	1	17	30	41	11
Wales	3	19	21	54	4
Scotland	1	12	27	58	3
North	1	17	29	42	11
Midlands	2	17	29	38	13
London	2	13	29	46	9
Rest of South	1	18	29	46	10
TOTAL WELL	19	18	64	5	10
TOTAL BADLY	69	72	30	90	88

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

	Right to leave	Wrong to leave	Don't know
Total	31	55	13
Con	69	27	4
Lab	10	85	4
Lib Dem	11	83	5
Don't know	36	44	20
Remain	6	91	3
Leave	67	24	9
Male	35	58	7
Female	27	59	14
18-24	6	79	15
25-49	21	66	13
50-64	38	53	8
65+	52	40	8
ABC1	27	65	8
C2DE	37	49	14
England	32	57	11
Wales	30	64	6
Scotland	19	73	8
North	34	55	11
Midlands	38	46	15
London	22	69	9
Rest of South	31	58	10

*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	250	214	10.7%
Men 50-64 High education	70	74	3.7%
Men 50-64 Mid education	103	90	4.5%
Men 50-64 Low education	89	78	3.9%
Men 25-49 High education	162	188	9.4%
Men 25-49 Mid education	141	132	6.6%
Men 25-49 Low education	59	86	4.3%
Men Under 25 High education	16	20	1.0%
Men Under 25 Mid & Low education	52	86	4.3%
Women Over 65	262	256	12.8%
Women 50-64 High education	67	70	3.5%
Women 50-64 Mid education	108	102	5.1%
Women 50-64 Low education	89	80	4.0%
Women 25-49 High education	193	202	10.1%
Women 25-49 Mid education	168	142	7.1%
Women 25-49 Low education	88	76	3.8%
Women Under 25 High education	25	24	1.2%
Women Under 25 Mid & Low education	61	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	214	381	19.0%
Medium (3-7)	1339	1202	60.0%
High (8,9,10)	450	421	21.0%
Social Grade (NRS and 2011 census)			
AB	629	561	28.0%
C1	590	581	29.0%
C2	388	421	21.0%
DE	396	441	22.0%
EU Referendum Vote (Election Result)			
Remain	797	706	35.2%
Leave	751	746	37.2%
Don't Know / Did Not Vote	455	551	27.5%

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

North Con	140	136	6.8%
North Lab	157	148	7.4%
North LD	23	26	1.3%
North BP	11	18	0.9%
North Oth	14	14	0.7%
North DNV	142	140	7.0%
Midlands Con	128	128	6.4%
Midlands Lab	78	78	3.9%
Midlands LD	21	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	95	94	4.7%
London Con	58	56	2.8%
London Lab	44	86	4.3%
London LD	21	26	1.3%
London BP	2	2	0.1%
London Oth	8	6	0.3%
London DNV	55	66	3.3%
South Con	254	276	13.8%
South Lab	126	118	5.9%
South LD	91	84	4.2%
South BP	2	2	0.1%
South Oth	29	26	1.3%
South DNV	163	164	8.2%
Wales Con	36	26	1.3%
Wales Lab	32	30	1.5%
Wales LD	7	4	0.2%
Wales PC	11	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	34	28	1.4%
Scotland Con	41	32	1.6%
Scotland Lab	28	24	1.2%
Scotland LD	13	12	0.6%
Scotland SNP	70	58	2.9%
Scotland Oth DNV	47	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