

YouGov / The Times Survey Results

Sample Size: 2047 GB Adults
Fieldwork: 19th - 20th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	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	2047	240	603	194	348	215	669	495	174	721	762	991	1056	215	845	506	481	1167	880	1767	102	178	493	340	248	686	
Unweighted Sample	2047	267	610	203	347	228	699	486	186	825	785	942	1105	131	820	537	559	1265	782	1761	109	177	527	349	176	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	17-18 Jun	19-20 Jun																									
Con	20	19	100	0	0	0	0	48	1	2	12	34	19	20	7	10	19	41	19	20	20	25	11	15	25	19	22
Lab	36	37	0	100	0	0	0	10	73	29	51	17	35	40	37	48	36	22	40	34	38	36	34	48	41	41	28
Lib Dem	14	13	0	0	100	0	0	5	11	55	19	8	13	13	21	13	11	13	15	12	14	2	11	7	9	17	21
SNP	3	3	0	0	0	0	0	0	1	0	4	1	3	2	5	2	3	2	2	3	0	0	28	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	0	1	1	0	1	1	0	1	1	0	16	0	0	0	0	0
Reform UK	18	18	0	0	0	100	0	33	3	8	4	37	22	15	7	17	23	19	15	23	19	15	12	21	18	12	21
Green	7	6	0	0	0	0	0	1	9	5	8	1	5	8	21	7	4	1	8	4	7	3	2	7	6	9	7
Other	2	2	0	0	0	0	0	1	2	0	1	2	2	1	2	2	3	2	1	3	2	3	2	2	1	3	2

Now, thinking specifically about your own constituency, and imagining that these were the political parties standing, which party do you intend to vote for in the July 4th 2024 UK general election?

Conservative	12	100	0	0	0	0	31	1	2	9	21	12	12	4	6	12	26	12	11	12	15	7	9	14	12	13
Labour	29	0	100	0	0	0	10	68	27	46	15	29	30	27	36	29	18	33	25	30	30	25	37	33	33	22
Liberal Democrat	9	0	0	100	0	0	4	9	46	15	6	10	9	13	9	8	10	11	8	10	2	8	5	6	12	15
Scottish National Party (SNP)	2	0	0	0	0	0	0	1	0	4	1	2	2	4	2	2	2	2	3	0	0	24	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	1	0	0	9	0	0	0	0	0
Reform UK	17	0	0	0	100	0	34	3	8	4	36	21	13	6	15	22	20	14	20	18	15	10	19	17	12	19
Green	5	0	0	0	0	0	1	8	4	7	1	4	6	16	5	3	1	6	3	5	2	2	5	5	6	5
Some other party	1	0	0	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	2	1	2	1	1	1	2	1
Would not vote	10	0	0	0	0	0	4	1	3	2	6	11	9	17	12	7	8	8	13	10	8	12	11	11	8	10
Don't know	11	0	0	0	0	100	13	4	10	10	12	6	15	4	10	13	11	10	11	10	15	9	8	11	10	11
Refused	3	0	0	0	0	0	2	4	0	2	2	3	3	9	3	1	2	3	4	3	2	2	4	2	5	3

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	Total	Con	Lab	Lib Dem	Reform UK	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	0	1	1	0	2	3	1	1	1	6	10	9	14	11	6	8	7	13	9	7	12	11	8	8	10
1	1	0	0	0	0	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	2	0	1
2	1	0	0	0	1	3	1	0	0	0	1	1	1	2	1	2	0	1	1	1	1	2	2	1	0	1
3	2	1	0	0	2	7	1	0	1	1	2	1	2	2	2	1	1	1	3	2	0	1	2	1	2	2
4	1	1	0	1	0	3	1	0	0	0	0	1	1	1	1	2	0	1	1	1	1	1	1	1	1	1
5	4	3	2	1	4	14	3	1	2	1	4	2	5	4	3	4	4	2	5	4	5	3	3	7	2	3
6	2	2	3	2	1	4	2	3	0	2	3	2	2	4	2	2	2	2	3	3	0	1	2	3	3	2
7	3	2	5	2	4	7	4	3	2	3	3	3	4	2	5	3	2	3	4	4	5	2	4	3	4	3
8	5	6	5	7	5	9	6	4	4	4	5	5	6	12	5	5	4	5	6	5	4	7	5	5	7	5
9	8	10	8	12	9	7	10	8	14	10	9	8	9	6	8	9	9	9	8	8	10	5	9	6	8	9
10 - Absolutely certain to vote	63	75	76	74	75	43	69	80	76	77	67	65	61	53	60	66	69	68	56	62	67	66	61	62	65	62

*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	267	219	10.7%
Men 50-64 High education	78	76	3.7%
Men 50-64 Mid education	96	92	4.5%
Men 50-64 Low education	71	80	3.9%
Men 25-49 High education	184	192	9.4%
Men 25-49 Mid education	124	135	6.6%
Men 25-49 Low education	62	88	4.3%
Men Under 25 High education	19	20	1.0%
Men Under 25 Mid & Low education	41	88	4.3%
Women Over 65	292	262	12.8%
Women 50-64 High education	73	72	3.5%
Women 50-64 Mid education	120	104	5.1%
Women 50-64 Low education	99	82	4.0%
Women 25-49 High education	198	207	10.1%
Women 25-49 Mid education	173	145	7.1%
Women 25-49 Low education	79	78	3.8%
Women Under 25 High education	24	25	1.2%
Women Under 25 Mid & Low education	47	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	197	389	19.0%
Medium (3-7)	1368	1228	60.0%
High (8,9,10)	482	430	21.0%
Social Grade (NRS and 2011 census)			
AB	680	573	28.0%
C1	585	594	29.0%
C2	336	430	21.0%
DE	446	450	22.0%
EU Referendum Vote (Election Result)			
Remain	825	721	35.2%
Leave	785	762	37.2%
Don't Know / Did Not Vote	437	563	27.5%

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

North Con	152	139	6.8%
North Lab	175	151	7.4%
North LD	28	27	1.3%
North BP	17	18	0.9%
North Oth	16	14	0.7%
North DNV	139	143	7.0%
Midlands Con	147	131	6.4%
Midlands Lab	84	80	3.9%
Midlands LD	20	18	0.9%
Midlands BP	6	4	0.2%
Midlands Oth	13	10	0.5%
Midlands DNV	79	96	4.7%
London Con	49	57	2.8%
London Lab	53	88	4.3%
London LD	19	27	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	46	68	3.3%
South Con	289	283	13.8%
South Lab	121	121	5.9%
South LD	104	86	4.2%
South BP	2	2	0.1%
South Oth	28	27	1.3%
South DNV	165	168	8.2%
Wales Con	28	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	5	4	0.2%
Wales PC	10	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	30	29	1.4%
Scotland Con	34	33	1.6%
Scotland Lab	21	25	1.2%
Scotland LD	10	12	0.6%
Scotland SNP	70	59	2.9%
Scotland Oth DNV	42	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