

YouGov / The Times Survey Results

Sample Size: 2008 GB Adults
Fieldwork: 23rd - 24th January 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	2008	269	634	113	331	657	486	171	708	748	972	1036	211	829	496	472	1145	863	1733	100	175	484	333	243	673	
Unweighted Sample	2008	283	665	111	329	692	508	174	785	773	947	1061	159	846	514	489	1213	795	1755	107	146	497	336	233	689	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16-17 Jan	23-24 Jan																								
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	20	20	100	0	0	0	49	2	4	10	35	20	21	9	14	20	35	19	23	21	15	16	17	23	21	23
Lab	47	47	0	100	0	0	19	83	45	63	27	46	49	60	57	49	25	53	38	49	48	29	54	52	53	43
Lib Dem	8	8	0	0	100	0	3	5	41	12	3	9	8	12	8	7	9	9	8	9	3	6	6	6	13	11
SNP	3	4	0	0	0	0	0	1	1	5	2	4	3	5	3	4	3	4	4	0	0	37	0	0	0	1
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	0	1	1	0	0	1	0	0	11	0	0	0	0	0
Reform UK	12	13	0	0	0	0	26	2	2	2	27	15	10	3	8	14	22	9	18	13	21	6	14	13	6	14
Green	7	6	0	0	0	0	3	6	7	8	3	5	7	9	8	5	3	6	7	7	1	3	7	5	7	7
Other	1	1	0	0	0	0	1	1	0	1	2	1	2	0	1	1	2	0	2	1	0	3	1	0	0	2
If there were a general election held tomorrow, which party would you vote for?																										
Conservative	14	13	100	0	0	0	35	2	3	8	24	14	13	5	9	14	24	13	14	14	9	12	11	15	13	15
Labour	31	32	0	100	0	0	13	70	36	49	19	32	31	37	37	34	17	37	24	33	31	21	35	35	35	29
Liberal Democrat	6	6	0	0	100	0	2	4	33	9	2	6	5	7	5	5	6	6	5	6	2	5	4	4	8	7
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	4	2	3	2	3	2	3	2	2	2	0	0	25	0	0	0	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	6	0	0	0	0	0
Reform UK	8	9	0	0	0	0	19	2	2	2	20	11	7	2	5	10	16	7	11	9	13	4	10	10	4	10
Green	5	4	0	0	0	0	2	5	5	6	2	4	5	6	5	4	3	4	4	5	1	2	5	4	5	5
Some other party	1	1	0	0	0	0	1	1	1	1	1	1	1	0	1	1	2	0	2	1	0	2	1	0	1	2
Would not vote	12	12	0	0	0	0	6	1	3	5	8	12	12	17	15	10	7	9	16	12	17	11	16	13	4	10
Don't know	17	16	0	0	0	100	21	9	14	15	21	11	22	15	13	19	21	15	18	17	11	14	16	16	13	20
Refused	3	4	0	0	0	0	1	6	2	3	1	6	3	8	7	1	1	5	4	4	10	4	2	3	16	2
And which of these parties would you vote for?																										
<i>[Asked only to those who answered 'some other party'; n=22]</i>																										
UK Independence Party (UKIP)	26	7	0	0	0	0	22	0	0	10	7	9	6	0	0	0	13	16	5	9	0	0	18	0	0	7
Women's Equality Party	0	9	0	0	0	0	0	37	0	9	10	0	14	0	12	0	10	0	11	10	0	0	26	0	0	6
Some other party	66	68	0	0	0	0	78	63	0	59	83	61	73	0	74	100	54	68	68	61	0	100	56	0	52	64
Don't know	8	16	0	0	0	0	0	0	100	23	0	30	7	0	14	0	23	16	16	20	0	0	0	0	48	23
Refused	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	0

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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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	9	10	1	1	1	1	3	1	2	2	6
Con	1	2	1	0	1	0	1	1	0	0	1
Lab	2	2	3	0	1	0	3	2	1	2	2
Lib Dem	3	2	2	1	0	0	5	2	1	1	1
Don't know	4	2	2	1	1	1	2	1	1	0	1
Remain	5	6	6	3	4	4	16	5	3	5	4
Leave	6	3	3	3	2	1	6	3	2	1	2
Male	7	5	6	5	4	13	10	7	5	7	3
Female	8	8	8	8	10	7	9	9	6	6	8
18-24	9	9	9	9	11	6	7	10	7	4	7
25-49	10	9	9	9	9	10	10	7	4	4	6
50-64	11	8	8	8	8	8	8	7	8	7	8
65+	12	8	8	8	8	8	8	7	8	7	7
ABC1	13	8	8	8	8	8	8	7	8	7	7
C2DE	14	9	9	9	9	9	9	9	9	9	9
England	15	10	10	10	10	10	10	10	10	10	10
Wales	16	11	11	11	11	11	11	11	11	11	11
Scotland	17	12	12	12	12	12	12	12	12	12	12
North	18	13	13	13	13	13	13	13	13	13	13
Midlands	19	14	14	14	14	14	14	14	14	14	14
London	20	15	15	15	15	15	15	15	15	15	15
Rest of South	21	16	16	16	16	16	16	16	16	16	16

Would you be more or less likely to vote Conservative if the following people were leader instead of Rishi Sunak?

Boris Johnson

More likely to vote Conservative	16	35	5	7	16	35	2	4	6	29	17	14	8	11	16	26	13	19	17	11	4	15	21	13	17
Less likely to vote Conservative	22	22	25	30	34	26	20	30	27	20	22	21	21	20	24	22	23	19	21	20	25	20	23	19	23
No difference - I wouldn't vote Conservative anyway	43	5	62	60	23	15	66	59	57	29	42	45	47	49	43	31	46	40	42	47	58	45	39	42	40
No difference - I would vote Conservative anyway	10	32	6	1	6	15	8	4	5	13	11	9	6	9	9	13	9	11	10	9	9	9	9	15	10
Not sure	10	6	2	2	22	10	4	3	5	8	8	12	18	10	8	8	9	11	10	13	5	10	9	12	10

David Cameron

More likely to vote Conservative	12	24	9	20	14	18	5	17	11	13	13	10	12	11	14	12	14	9	12	10	14	9	13	8	14
Less likely to vote Conservative	18	18	15	9	25	31	13	11	14	26	19	17	10	16	19	25	17	20	19	17	13	18	22	16	18
No difference - I wouldn't vote Conservative anyway	46	8	66	64	23	19	69	60	60	33	45	46	48	51	45	35	47	43	44	49	58	47	44	45	42
No difference - I would vote Conservative anyway	12	42	6	1	7	20	8	4	7	17	13	11	5	10	13	17	10	14	12	10	9	13	11	15	11
Not sure	13	8	4	6	30	12	5	8	8	11	11	15	25	12	10	11	12	14	14	14	6	13	11	15	14

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Unweighted Sample 2008	283	665	111	329	692	508	174	785	773	947	1061	159	846	514	489	1213	795	1755	107	146	497	336	233	689

Kemi Badenoch

More likely to vote Conservative	6	10	2	7	4	12	3	3	2	9	8	4	7	4	5	8	6	5	6	8	3	5	5	8	6
Less likely to vote Conservative	13	14	12	11	18	20	10	13	11	19	16	11	8	11	16	18	14	13	14	9	12	11	15	11	16
No difference - I wouldn't vote Conservative anyway	46	10	69	69	22	19	68	62	61	33	45	47	51	51	47	35	48	44	45	47	59	49	44	44	42
No difference - I would vote Conservative anyway	11	41	6	1	6	19	9	5	7	16	13	10	5	11	11	16	11	12	11	12	12	10	10	17	11
Not sure	23	25	12	13	49	31	11	16	19	23	19	27	30	23	21	23	22	26	24	24	14	24	27	20	25

Would you be more or less likely to vote Labour if the following people were leader instead of Keir Starmer?

Starmer?

Tony Blair

More likely to vote Labour	14	12	22	22	11	10	21	27	21	7	17	12	19	16	16	8	18	10	15	14	14	15	13	21	12
Less likely to vote Labour	26	17	28	32	33	26	30	31	28	27	29	24	19	27	29	26	28	24	26	24	28	24	27	27	28
No difference - I wouldn't vote Labour anyway	29	61	3	24	22	47	6	15	15	46	28	29	15	22	29	47	24	35	28	38	36	28	29	18	30
No difference - I would vote Labour anyway	16	5	38	12	2	8	32	15	23	12	16	16	15	18	16	14	17	15	17	14	9	18	18	19	15
Not sure	14	5	9	11	32	8	11	12	12	8	10	18	32	17	11	6	13	16	15	10	13	16	13	15	15

Gordon Brown

More likely to vote Labour	18	8	26	28	15	11	29	28	26	13	21	15	20	19	20	13	21	13	17	16	25	17	15	23	16
Less likely to vote Labour	19	22	17	21	21	22	17	20	19	20	22	17	13	20	22	17	21	17	20	17	17	19	21	22	19
No difference - I wouldn't vote Labour anyway	29	61	5	30	21	47	7	21	16	45	30	29	18	23	29	47	24	36	28	38	38	28	31	19	30
No difference - I would vote Labour anyway	17	4	41	8	3	9	35	18	25	13	17	17	18	18	17	15	18	15	18	14	8	19	19	18	17
Not sure	16	5	10	13	39	11	12	13	14	11	11	22	32	20	12	8	15	18	17	15	13	17	15	17	18

Jeremy Corbyn

More likely to vote Labour	14	1	23	18	6	2	33	9	18	7	16	12	29	19	10	4	17	11	14	10	17	14	15	25	10
Less likely to vote Labour	33	31	38	45	44	39	28	61	40	34	36	31	18	32	41	34	36	29	33	32	34	32	33	27	36
No difference - I wouldn't vote Labour anyway	28	59	3	22	23	47	5	14	14	44	27	28	14	21	28	47	23	34	27	37	33	25	28	21	30
No difference - I would vote Labour anyway	12	5	28	6	3	7	25	11	18	10	13	12	12	13	13	12	12	13	13	8	7	16	13	15	11
Not sure	12	3	8	9	25	5	10	5	10	6	9	16	27	16	9	4	12	13	13	13	9	13	10	13	13

**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	242	215	10.7%
Men 50-64 High education	67	74	3.7%
Men 50-64 Mid education	96	90	4.5%
Men 50-64 Low education	79	78	3.9%
Men 25-49 High education	181	189	9.4%
Men 25-49 Mid education	138	133	6.6%
Men 25-49 Low education	77	86	4.3%
Men Under 25 High education	20	20	1.0%
Men Under 25 Mid & Low education	47	86	4.3%
Women Over 65	247	257	12.8%
Women 50-64 High education	66	70	3.5%
Women 50-64 Mid education	114	102	5.1%
Women 50-64 Low education	92	80	4.0%
Women 25-49 High education	201	203	10.1%
Women 25-49 Mid education	164	143	7.1%
Women 25-49 Low education	85	76	3.8%
Women Under 25 High education	23	24	1.2%
Women Under 25 Mid & Low education	69	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	194	381	19.0%
Medium (3-7)	1346	1205	60.0%
High (8,9,10)	468	422	21.0%
Social Grade (NRS and 2011 census)			
AB	614	562	28.0%
C1	599	582	29.0%
C2	377	422	21.0%
DE	418	442	22.0%
EU Referendum Vote (Election Result)			
Remain	785	708	35.2%
Leave	773	748	37.2%
Don't Know / Did Not Vote	450	553	27.5%

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

North Con	159	137	6.8%
North Lab	153	149	7.4%
North LD	29	26	1.3%
North BP	20	18	0.9%
North Oth	14	14	0.7%
North DNV	122	141	7.0%
Midlands Con	142	129	6.4%
Midlands Lab	80	78	3.9%
Midlands LD	20	18	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	79	94	4.7%
London Con	51	56	2.8%
London Lab	97	86	4.3%
London LD	19	26	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	58	66	3.3%
South Con	285	277	13.8%
South Lab	125	118	5.9%
South LD	90	84	4.2%
South BP	3	2	0.1%
South Oth	28	26	1.3%
South DNV	158	165	8.2%
Wales Con	29	26	1.3%
Wales Lab	28	30	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	32	28	1.4%
Scotland Con	26	32	1.6%
Scotland Lab	25	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	47	58	2.9%
Scotland Oth DNV	37	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