

YouGov / The Times Survey Results

Sample Size: 2029 GB Adults
Fieldwork: 7th - 8th February 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	2029	283	629	121	329	663	491	172	715	756	982	1047	213	838	501	477	1157	872	1751	101	177	489	337	246	680
Unweighted Sample	2029	307	641	115	337	703	476	166	776	777	934	1095	176	839	512	502	1184	845	1743	108	178	483	347	192	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30-31 Jan
7-8 Feb

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	21	100	0	0	0	53	2	3	13	36	20	21	8	12	21	37	21	21	22	16	10	18	28	19	25
Lab	44	46	0	100	0	0	14	84	44	57	25	45	47	60	58	44	26	48	43	46	61	42	54	46	54	37
Lib Dem	9	9	0	0	100	0	3	6	40	13	4	9	9	9	10	9	7	9	8	10	1	3	5	6	12	15
SNP	3	3	0	0	0	0	0	0	0	5	2	3	3	1	4	3	3	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	5	0	0	0	0	0
Reform UK	12	12	0	0	0	0	26	1	3	2	28	14	10	6	6	14	21	9	16	13	14	5	16	13	7	13
Green	6	7	0	0	0	0	2	6	11	9	3	6	8	16	8	7	4	8	5	8	2	6	6	6	7	10
Other	2	1	0	0	0	0	1	1	1	1	2	2	1	1	1	1	3	1	2	2	0	1	2	1	2	1

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

Conservative	16	14	100	0	0	0	36	2	2	10	23	14	14	5	8	14	28	15	13	15	10	7	12	19	12	16
Labour	29	31	0	100	0	0	10	69	37	47	17	32	30	35	38	29	20	34	27	30	41	30	37	31	33	25
Liberal Democrat	6	6	0	0	100	0	2	5	34	11	2	6	6	5	6	6	6	7	5	7	1	2	3	5	7	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	4	1	2	2	1	3	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0
Reform UK	8	8	0	0	0	0	18	1	2	1	19	10	7	4	4	10	16	7	10	9	9	4	11	9	5	8
Green	4	5	0	0	0	0	1	5	9	8	2	4	6	9	5	4	3	6	3	5	1	4	4	5	4	7
Some other party	2	1	0	0	0	0	1	1	1	1	2	1	1	0	1	1	2	1	2	1	1	1	1	1	1	2
Would not vote	12	12	0	0	0	0	8	2	2	3	11	11	12	16	13	13	7	9	15	12	11	10	15	13	7	11
Don't know	17	16	0	0	0	100	23	8	13	13	21	12	20	17	14	20	16	15	17	17	15	12	13	17	13	20
Refused	4	4	0	0	0	0	1	7	0	2	2	7	2	7	8	1	1	4	4	4	7	5	2	2	18	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)	5	7	0	0	0	0	0	0	0	0	6	5	9	0	0	0	15	0	11	7	0	0	24	0	0	0
Women's Equality Party	6	3	0	0	0	0	0	0	0	0	0	0	8	100	0	0	0	0	5	3	0	0	0	0	0	9
Some other party	62	77	0	0	0	0	81	69	100	87	75	87	61	0	81	56	85	79	76	78	0	100	76	100	68	78
Don't know	23	13	0	0	0	0	19	31	0	13	19	7	23	0	19	44	0	21	8	12	100	0	0	0	32	13
Refused	4	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
Weighted Sample	9	0	1	0	2	4	2	1	2	7	9
Unweighted Sample	53	66	68	69	36	57	69	70	70	55	51

Thinking about Rishi Sunak and the Conservative Party..

Do you think Rishi Sunak is more or less trustworthy than most other Conservatives, or much the same?

	Is more trustworthy than most other Conservatives	Is less trustworthy than most other Conservatives	About the same	Don't know
Weighted Sample	15	17	58	10
Unweighted Sample	15	17	58	10

Thinking about Rishi Sunak and the Conservative Party...

Do you think Rishi Sunak cares more or less about ordinary people than most other Conservatives, or much the same?

	Cares more about ordinary people than most other Conservatives	Cares less about ordinary people than most other Conservatives	About the same	Don't know
Weighted Sample	8	32	48	12
Unweighted Sample	8	32	48	12

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

Thinking about Rishi Sunak and the Conservative Party...

Do you think Rishi Sunak cares more or less about the NHS than most other Conservatives, or much the same?

Cares more about the NHS than most other Conservatives	8	18	5	12	5	11	5	7	7	9	8	7	8	6	7	11	9	6	8	5	9	7	6	8	9
Cares less about the NHS than most other Conservatives	26	9	38	26	17	20	33	29	31	23	27	25	26	28	28	22	25	28	26	18	28	26	27	28	25
About the same	53	65	52	60	54	59	57	55	54	58	53	53	44	51	56	58	57	48	53	58	53	53	53	47	54
Don't know	13	8	5	1	24	10	6	8	7	10	11	15	22	15	9	10	10	17	13	19	10	13	13	17	11

Thinking about Rishi Sunak and the Conservative Party...

Do you think Rishi Sunak cares more or less about stopping small boats crossing the channel than most other Conservatives, or much the same?

Cares more about stopping the boats than most other Conservatives	24	38	28	29	20	26	23	31	25	22	23	24	30	21	22	27	26	22	24	14	27	24	21	20	27
Cares less about stopping the boats than most other Conservatives	19	14	19	15	12	26	17	9	13	27	21	17	17	17	20	22	16	23	20	16	13	21	17	18	21
About the same	43	42	47	50	42	39	53	49	53	42	43	43	30	42	47	46	46	39	42	51	47	40	48	41	41
Don't know	14	6	6	6	26	9	7	10	9	8	13	16	23	19	11	5	12	17	14	19	13	15	14	22	10

Thinking about Rishi Sunak and the Conservative Party...

Do you think Rishi Sunak cares more or less about the economy than most other Conservatives, or much the same?

Cares more about the economy than most other Conservatives	20	41	16	29	21	29	14	24	21	22	22	18	18	19	19	24	23	16	21	15	18	20	19	17	23
Cares less about the economy than most other Conservatives	15	4	21	9	9	13	17	10	15	15	16	15	16	16	15	13	12	19	15	14	17	18	15	15	14
About the same	52	49	57	61	47	49	60	57	57	54	50	53	44	48	57	56	55	47	51	54	54	50	51	45	54
Don't know	13	6	6	1	23	8	8	8	7	9	12	14	23	17	8	7	10	17	13	17	11	13	14	23	9

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

Thinking about Rishi Sunak and the Conservative Party...

Do you think Rishi Sunak is more or less likely to take decisions in the national interest than most other Conservatives, or much the same?

More likely to take decisions in the national interest than most other Conservatives	13	34	9	13	12	20	8	12	13	14	15	11	10	11	12	17	15	10	12	16	16	13	10	11	13
Less likely to take decisions in the national interest than most other Conservatives	22	10	30	24	13	20	26	24	23	22	25	20	29	22	23	20	21	24	23	14	21	27	22	24	21
About the same	50	49	54	57	47	50	56	54	56	51	47	52	38	48	53	54	52	47	50	50	52	45	54	47	52
Don't know	15	7	6	6	28	10	9	9	8	12	13	17	24	19	12	8	12	19	15	20	11	15	14	18	15

Labour has proposed creating a new £28bn green investment fund if it wins the general election to help the UK transition to net zero.

How much, if anything, have you heard about this policy?

A lot	4	2	7	5	2	3	5	8	4	3	6	2	10	3	4	3	4	4	4	7	6	3	3	9	3
A fair amount	17	14	24	20	9	13	26	24	21	14	22	13	15	18	17	17	19	14	18	10	10	18	13	29	17
Not very much	45	49	47	44	43	49	46	46	47	47	44	45	40	42	47	49	47	42	44	50	47	45	49	41	43
Nothing at all	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

From what you have seen or heard about Labour's policy on green investment, do you think it is a good or bad idea?

A good idea	28	8	56	37	12	11	51	53	44	13	34	23	38	33	27	17	33	23	29	25	29	29	23	41	26
A bad idea	17	36	5	12	14	34	6	6	8	30	21	12	9	11	19	27	16	17	17	16	14	18	18	13	17
Don't know	21	21	17	20	28	20	20	20	21	20	18	23	18	20	21	24	21	20	21	26	20	18	23	24	20
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

And do you think it is affordable or unaffordable for the country at the present time?

Affordable	15	2	32	19	3	4	33	27	26	5	19	12	19	19	14	9	20	10	16	12	15	14	13	26	14
Unaffordable	36	57	27	38	35	52	22	33	29	49	40	32	29	29	40	47	36	36	36	36	32	37	40	33	36
Don't know	14	6	20	12	17	9	21	18	18	9	14	15	17	15	13	13	15	14	14	19	16	14	12	19	13
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

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

It has been suggested that Keir Starmer may scale back or drop Labour's green investment policy because of cost. Do you think this would be the right or wrong thing to do?

Right	28	46	26	31	20	43	21	23	21	40	33	23	21	21	30	39	28	28	28	30	24	29	31	25	27
Wrong	21	7	31	27	10	9	35	33	32	10	23	19	28	24	20	13	24	16	20	17	26	19	19	26	20
Don't know	17	13	22	11	24	13	21	22	20	12	16	18	16	18	17	16	18	16	17	20	13	17	14	27	16
Not asked - had not heard of the policy	34	34	21	31	46	35	23	22	27	37	27	41	35	36	33	32	29	41	34	33	37	35	35	22	38

*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	234	217	10.7%
Men 50-64 High education	69	75	3.7%
Men 50-64 Mid education	92	91	4.5%
Men 50-64 Low education	85	79	3.9%
Men 25-49 High education	169	191	9.4%
Men 25-49 Mid education	139	134	6.6%
Men 25-49 Low education	69	87	4.3%
Men Under 25 High education	18	20	1.0%
Men Under 25 Mid & Low education	59	87	4.3%
Women Over 65	268	260	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	108	103	5.1%
Women 50-64 Low education	90	81	4.0%
Women 25-49 High education	200	205	10.1%
Women 25-49 Mid education	167	144	7.1%
Women 25-49 Low education	95	77	3.8%
Women Under 25 High education	23	24	1.2%
Women Under 25 Mid & Low education	76	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	213	385	19.0%
Medium (3-7)	1361	1217	60.0%
High (8,9,10)	455	426	21.0%
Social Grade (NRS and 2011 census)			
AB	594	568	28.0%
C1	590	588	29.0%
C2	348	426	21.0%
DE	497	446	22.0%
EU Referendum Vote (Election Result)			
Remain	776	715	35.2%
Leave	777	756	37.2%
Don't Know / Did Not Vote	476	559	27.5%

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

North Con	150	138	6.8%
North Lab	152	150	7.4%
North LD	26	26	1.3%
North BP	15	18	0.9%
North Oth	16	14	0.7%
North DNV	124	142	7.0%
Midlands Con	137	130	6.4%
Midlands Lab	79	79	3.9%
Midlands LD	22	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	93	95	4.7%
London Con	48	57	2.8%
London Lab	66	87	4.3%
London LD	17	26	1.3%
London BP	1	2	0.1%
London Oth	6	6	0.3%
London DNV	54	67	3.3%
South Con	307	280	13.8%
South Lab	124	120	5.9%
South LD	85	85	4.2%
South BP	3	2	0.1%
South Oth	28	26	1.3%
South DNV	174	166	8.2%
Wales Con	27	26	1.3%
Wales Lab	29	30	1.5%
Wales LD	5	4	0.2%
Wales PC	7	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	37	28	1.4%
Scotland Con	34	32	1.6%
Scotland Lab	26	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	59	59	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