

# YouGov / The Times Survey Results

Sample Size: 2004 GB Adults

Fieldwork: 2nd - 3rd 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
<b>Weighted Sample</b>	<b>2004</b>	270	580	102	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
<b>Unweighted Sample</b>	<b>2004</b>	270	616	115	647	497	189	821	731	923	1081	158	860	521	465	1191	813	1707	109	188	495	331	215	666
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

26-27  
Mar

2-3  
Apr

Con	21	<b>20</b>	100	0	0	46	1	4	11	33	19	21	8	12	22	34	20	19	21	17	14	16	22	18	24
Lab	40	<b>43</b>	0	100	0	15	81	44	58	22	42	45	58	57	38	22	43	43	44	51	33	54	40	52	36
Lib Dem	10	<b>8</b>	0	0	100	3	2	42	11	3	7	8	6	7	7	9	9	5	8	3	8	3	5	10	11
SNP	3	<b>3</b>	0	0	0	0	1	1	5	2	3	3	3	3	4	2	3	2	0	0	30	0	0	0	0
Plaid Cymru	1	<b>0</b>	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0	9	0	0	0	0	0
Reform UK	16	<b>16</b>	0	0	0	33	2	3	3	35	19	13	10	9	19	28	14	21	18	14	6	17	24	10	19
Green	8	<b>8</b>	0	0	0	3	11	6	10	4	8	8	14	10	7	4	9	7	9	4	7	9	9	7	8
Other	2	<b>1</b>	0	0	0	1	1	0	1	1	2	1	1	1	3	1	1	1	1	2	2	2	1	2	1

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

Conservative	14	<b>13</b>	100	0	0	33	1	4	10	23	14	13	5	8	16	24	15	12	14	12	10	11	13	12	17
Labour	27	<b>29</b>	0	100	0	10	66	37	47	15	30	28	36	36	26	16	31	26	29	34	25	36	24	34	25
Liberal Democrat	7	<b>5</b>	0	0	100	2	2	35	9	2	5	5	4	5	5	7	6	3	5	3	6	2	3	6	8
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	1	1	4	1	2	2	2	2	3	1	3	1	0	0	23	0	0	0	0
Plaid Cymru	0	<b>0</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0
Reform UK	11	<b>11</b>	0	0	0	24	2	2	3	25	14	8	5	6	13	21	10	13	12	10	5	11	14	6	13
Green	5	<b>6</b>	0	0	0	2	9	5	8	3	6	5	8	7	5	2	7	4	6	3	6	6	5	5	6
Some other party	2	<b>1</b>	0	0	0	1	1	0	1	1	1	1	1	1	2	1	1	1	1	1	1	1	0	2	1
Would not vote	13	<b>12</b>	0	0	0	7	3	2	6	8	12	12	15	15	13	5	9	16	12	12	10	13	15	11	10
Don't know	16	<b>16</b>	0	0	0	20	11	15	11	21	10	23	11	16	15	21	15	18	17	15	13	15	21	15	17
Refused	3	<b>4</b>	0	0	0	1	4	0	1	1	4	3	13	5	1	1	2	6	4	4	1	5	3	7	3

### And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=19]

UK Independence Party (UKIP)	15	<b>5</b>	0	0	0	19	0	0	0	12	0	15	0	0	0	36	8	0	6	0	0	20	0	0	0
Women's Equality Party	0	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	65	<b>90</b>	0	0	0	65	100	0	100	79	100	73	100	100	92	64	92	88	88	100	100	80	100	83	100
Don't know	17	<b>4</b>	0	0	0	15	0	0	0	9	0	12	0	0	8	0	0	12	5	0	0	0	0	17	0
Refused	2	<b>0</b>	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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Fieldwork: 2nd - 3rd 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	
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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	12	10	0	1	1	4	3	2	4	6	10	11	13	13	10	4	7	15	10	13	9	12	13	8	8
1	2	2	0	0	0	1	0	0	1	2	3	1	5	2	1	1	1	3	2	4	1	1	2	2	3
2	2	2	1	0	3	2	1	1	2	2	2	3	4	2	3	2	2	3	3	1	1	3	2	3	3
3	2	2	1	1	1	1	1	1	2	1	2	2	3	2	1	1	1	2	2	1	2	2	2	3	1
4	1	2	0	1	0	2	0	1	1	2	2	2	4	1	2	2	2	1	2	3	1	2	1	1	2
5	6	7	5	4	5	8	4	2	3	8	5	8	6	6	6	9	5	8	7	4	5	7	10	7	6
6	3	3	6	1	1	3	1	1	1	3	2	3	4	3	1	3	3	2	3	1	3	1	3	4	3
7	5	5	5	5	2	4	5	3	3	4	5	4	8	6	3	2	4	5	5	5	3	3	7	6	4
8	6	7	8	6	3	8	6	8	4	8	7	7	9	6	7	6	6	7	7	5	3	6	7	6	9
9	8	8	13	9	14	10	10	9	11	9	9	8	5	9	8	10	10	6	8	11	6	8	8	10	8
10 - Absolutely certain to vote	53	53	60	71	70	57	68	73	69	56	55	51	39	50	57	60	58	47	52	52	67	55	46	50	53

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	230	214	10.7%
Men 50-64 High education	70	74	3.7%
Men 50-64 Mid education	97	90	4.5%
Men 50-64 Low education	66	78	3.9%
Men 25-49 High education	175	188	9.4%
Men 25-49 Mid education	156	132	6.6%
Men 25-49 Low education	63	86	4.3%
Men Under 25 High education	16	20	1.0%
Men Under 25 Mid & Low education	50	86	4.3%
Women Over 65	235	257	12.8%
Women 50-64 High education	71	70	3.5%
Women 50-64 Mid education	117	102	5.1%
Women 50-64 Low education	100	80	4.0%
Women 25-49 High education	197	202	10.1%
Women 25-49 Mid education	171	142	7.1%
Women 25-49 Low education	98	76	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	68	80	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	210	381	19.0%
Medium (3-7)	1337	1202	60.0%
High (8,9,10)	457	421	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	630	561	28.0%
C1	561	581	29.0%
C2	383	421	21.0%
DE	430	441	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	821	706	35.2%
Leave	731	746	37.2%
Don't Know / Did Not Vote	452	552	27.5%

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

North Con	<b>140</b>	<b>136</b>	<b>6.8%</b>
North Lab	<b>156</b>	<b>148</b>	<b>7.4%</b>
North LD	<b>32</b>	<b>26</b>	<b>1.3%</b>
North BP	<b>19</b>	<b>18</b>	<b>0.9%</b>
North Oth	<b>16</b>	<b>14</b>	<b>0.7%</b>
North DNV	<b>132</b>	<b>140</b>	<b>7.0%</b>
Midlands Con	<b>130</b>	<b>128</b>	<b>6.4%</b>
Midlands Lab	<b>82</b>	<b>78</b>	<b>3.9%</b>
Midlands LD	<b>21</b>	<b>18</b>	<b>0.9%</b>
Midlands BP	<b>5</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>12</b>	<b>10</b>	<b>0.5%</b>
Midlands DNV	<b>81</b>	<b>94</b>	<b>4.7%</b>
London Con	<b>53</b>	<b>56</b>	<b>2.8%</b>
London Lab	<b>76</b>	<b>86</b>	<b>4.3%</b>
London LD	<b>27</b>	<b>26</b>	<b>1.3%</b>
London BP	<b>2</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>6</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>51</b>	<b>66</b>	<b>3.3%</b>
South Con	<b>259</b>	<b>277</b>	<b>13.8%</b>
South Lab	<b>130</b>	<b>118</b>	<b>5.9%</b>
South LD	<b>91</b>	<b>84</b>	<b>4.2%</b>
South BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>29</b>	<b>26</b>	<b>1.3%</b>
South DNV	<b>154</b>	<b>164</b>	<b>8.2%</b>
Wales Con	<b>30</b>	<b>26</b>	<b>1.3%</b>
Wales Lab	<b>28</b>	<b>30</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>12</b>	<b>8</b>	<b>0.4%</b>
Wales BP	<b>3</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>31</b>	<b>28</b>	<b>1.4%</b>
Scotland Con	<b>35</b>	<b>32</b>	<b>1.6%</b>
Scotland Lab	<b>25</b>	<b>24</b>	<b>1.2%</b>
Scotland LD	<b>13</b>	<b>12</b>	<b>0.6%</b>
Scotland SNP	<b>64</b>	<b>58</b>	<b>2.9%</b>
Scotland Oth DNV	<b>51</b>	<b>48</b>	<b>2.4%</b>

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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)