

YouGov / The Times Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 29th - 30th May 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
Weighted Sample	2040	291	659	120	667	494	173	719	760	987	1053	214	843	504	479	1163	877	1761	102	177	492	339	247	683
Unweighted Sample	2040	327	663	124	716	465	187	817	791	939	1101	142	798	547	553	1218	822	1745	112	183	505	333	181	726
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27-28
May

29-30
May

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	20	21	100	0	0	51	0	3	10	38	21	20	5	9	21	42	20	22	21	22	12	17	24	14	26
Lab	47	46	0	100	0	16	81	46	64	23	43	50	55	61	45	25	51	39	47	51	44	54	45	58	38
Lib Dem	9	8	0	0	100	3	5	37	12	4	10	7	14	10	8	6	9	7	9	4	7	5	5	7	14
SNP	3	2	0	0	0	0	0	1	3	1	2	2	4	3	1	2	2	3	0	0	25	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	1	0	1	0	0	0	1	0	1	0	11	0	0	0	0	0
Reform UK	12	15	0	0	0	28	3	4	2	30	17	12	12	7	19	21	11	20	16	9	4	17	18	12	16
Green	7	6	0	0	0	1	9	8	8	2	4	8	10	8	5	3	6	7	6	2	5	6	7	9	6
Other	2	1	0	0	0	0	1	0	1	1	1	1	0	2	0	1	1	1	1	1	2	2	1	0	0

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

Conservative	14	14	100	0	0	38	0	3	8	27	16	13	3	6	15	33	14	14	15	15	9	11	16	11	19
Labour	34	32	0	100	0	12	70	36	52	17	32	33	34	40	31	19	38	25	32	34	32	36	30	42	27
Liberal Democrat	6	6	0	0	100	2	4	29	10	3	7	5	8	6	5	5	7	5	6	3	5	3	4	6	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	2	1	2	2	3	2	1	1	1	2	0	0	19	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	1	0	1	0	7	0	0	0	0	0
Reform UK	9	10	0	0	0	21	3	3	2	22	13	8	7	5	14	17	8	13	11	6	3	12	12	9	12
Green	5	4	0	0	0	1	8	7	7	2	3	5	6	5	4	2	4	4	4	1	4	4	4	6	4
Some other party	1	1	0	0	0	0	1	0	1	1	0	0	0	1	0	0	1	1	1	1	2	1	1	0	0
Would not vote	11	11	0	0	0	5	3	2	4	8	12	10	12	13	13	5	8	15	11	11	9	11	13	8	12
Don't know	15	16	0	0	0	18	7	18	13	17	11	20	18	16	15	15	16	16	16	17	16	18	15	16	14
Refused	2	3	0	0	0	2	3	0	2	3	3	3	9	4	1	1	2	4	3	5	1	3	5	3	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=16]

UK Independence Party (UKIP)	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Women's Equality Party	6	0	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	80	95	0	0	0	77	100	0	90	100	100	83	0	93	100	100	100	86	93	100	100	100	100	0	66
Don't know	5	5	0	0	0	23	0	0	10	0	0	17	0	7	0	0	0	14	7	0	0	0	0	0	34
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

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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	10	10	0	1	1	2	2	2	3	6	10	11	13	12	10	5	7	14	10	11	8	10	12	9	10
1	2	2	0	0	0	2	1	0	1	2	3	2	3	3	2	1	2	2	2	0	1	2	3	3	2
2	2	1	1	0	0	2	1	1	1	2	2	1	2	1	2	1	1	2	2	0	0	2	1	2	2
3	2	1	1	1	0	2	0	0	1	1	2	1	3	1	2	1	1	1	1	4	1	1	1	1	2
4	1	1	0	0	1	1	1	1	1	1	2		3	2	0	1	1	1	1	6	1	1	0	1	1
5	5	5	3	3	2	4	3	0	2	6	5	6	5	7	6	2	4	7	5	5	5	8	8	3	3
6	2	3	3	2	1	4	2	1	2	3	3	3	8	3	2	2	3	4	3	0	5	4	1	4	3
7	4	4	4	3	4	4	3	2	4	3	4	4	7	4	4	3	5	4	4	4	4	3	5	5	5
8	7	7	10	7	4	7	4	5	5	7	6	7	8	7	6	6	5	8	7	3	7	7	9	4	6
9	8	8	14	9	7	11	8	9	9	9	9	7	8	7	7	11	8	8	8	8	5	7	8	10	9
10 - Absolutely certain to vote	56	56	63	75	79	61	75	79	71	60	56	57	41	53	59	67	62	49	56	58	62	55	52	58	57

Thinking about what you've seen, heard and read about the election campaign so far, has it made you think...

Better or worse of the Conservative party, or does it make no difference?

Made me think better of the Conservative party	6	23	1	5	13	2	2	4	10	6	6	2	4	8	9	7	5	6	5	4	6	6	3	8
Made me think worse of the Conservative party	18	8	30	18	14	23	30	21	15	20	16	26	19	19	12	21	14	18	22	18	18	15	14	21
No difference - I had a negative view of the Conservative party and still do	49	9	62	69	31	68	58	60	41	52	47	48	54	49	42	48	51	49	43	58	50	52	57	44
No difference - I had a positive view of the Conservative party and still do	11	53	1	3	25	1	6	6	18	12	10	3	4	10	25	10	12	11	13	5	9	11	8	14
Don't know	16	7	6	5	16	6	5	9	15	10	21	21	19	14	11	14	19	16	17	16	18	15	18	14

Better or worse of the Labour party, or does it make no difference?

Made me think better of the Labour party	12	3	25	18	6	16	22	16	9	13	11	13	13	12	9	12	11	12	11	12	11	15	9	11
Made me think worse of the Labour party	10	18	3	11	16	9	7	8	14	12	9	6	8	12	14	11	9	10	12	7	9	9	14	10
No difference - I had a negative view of the Labour party and still do	35	71	4	28	57	14	25	22	52	39	32	26	25	39	53	31	40	36	31	30	32	40	25	40
No difference - I had a positive view of the Labour party and still do	21	1	53	24	7	44	33	36	10	22	21	23	26	22	13	25	16	21	25	22	25	15	29	19
Don't know	22	8	15	19	13	17	14	18	15	15	28	33	28	16	11	20	24	21	21	29	23	21	23	19

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

Better or worse of the Liberal Democrats, or does it make no difference?

Made me think better of the Liberal Democrats	5	1	6	17	2	8	8	6	4	5	4	6	5	4	4	4	5	4	7	5	5	3	5	4
Made me think worse of the Liberal Democrats	3	4	3	1	5	2	5	3	4	4	2	0	4	3	4	4	2	3	3	1	3	3	5	4
No difference - I had a negative view of the Liberal Democrats and still do	36	61	21	3	55	25	15	27	53	42	32	23	25	43	55	34	40	37	33	37	34	45	32	35
No difference - I had a positive view of the Liberal Democrats and still do	11	4	16	55	5	16	39	19	7	12	11	10	13	12	10	13	9	11	8	13	7	11	10	15
Don't know	44	30	54	23	33	48	33	45	33	37	51	61	54	38	27	45	43	44	48	43	50	39	49	41

Thinking about Rishi Sunak and the Conservative Party, do you think they do or do not have a clear plan for what they would do if they won the election?

Do have a clear plan	19	64	9	7	36	8	9	15	27	17	20	11	11	22	32	19	18	19	19	12	18	22	16	20
Do not have a clear plan	65	21	83	81	48	85	83	73	57	71	59	72	71	63	51	67	62	64	65	73	65	62	65	63
Don't know	17	14	8	12	16	7	8	12	16	12	21	17	17	15	17	14	21	17	15	15	17	16	20	16

Thinking about Keir Starmer and the Labour Party, do you think they do or do not have a clear plan for what they would do if they won the election?

Do have a clear plan	29	9	62	36	15	50	48	45	18	31	28	27	32	33	21	34	23	29	33	30	31	27	31	27
Do not have a clear plan	48	78	18	46	70	31	40	35	66	53	44	42	40	51	63	46	51	49	41	44	48	53	44	50
Don't know	23	13	20	19	15	18	13	21	16	16	29	31	28	16	16	20	26	22	27	26	21	20	25	23

Keir Starmer says he has changed the Labour Party since Jeremy Corbyn was leader. Do you think he has...

Changed the Labour party for the better	32	21	58	45	26	44	58	47	26	37	28	23	32	39	30	39	23	32	28	36	30	33	36	32
Changed the Labour party for the worse	13	6	12	14	5	24	9	15	7	13	13	22	15	9	7	12	13	12	14	15	14	9	20	11
Has not really changed the Labour party much at all	35	64	17	27	57	19	21	24	54	36	35	21	27	39	52	32	41	36	37	31	35	40	25	38
Don't know	20	10	13	14	12	13	11	14	13	14	25	34	25	13	11	17	23	20	21	19	21	19	19	20

And do you think the Labour Party is or is not ready for Government?

Is ready for Government	40	8	84	57	20	68	64	61	23	43	38	47	48	39	27	47	32	40	45	40	41	38	48	38
Is not ready for Government	37	79	5	24	63	14	17	21	60	41	33	19	27	43	56	33	42	37	37	33	35	39	28	42
Don't know	23	13	11	19	17	18	19	18	18	16	29	34	25	18	18	20	26	22	18	27	24	23	24	20

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

At the present time, to what extent would you support or oppose the following policies?
Scrapping some university degrees where graduates tend to earn lower salaries after leaving university

Strongly support	18	36	12	9	31	10	13	11	30	21	15	10	12	23	28	18	19	19	21	13	20	21	15	18
Tend to support	29	38	25	32	34	26	28	26	32	29	28	28	28	26	33	30	26	29	24	22	28	32	27	30
TOTAL SUPPORT	47	74	37	41	65	36	41	37	62	50	43	38	40	49	61	48	45	48	45	35	48	53	42	48
Tend to oppose	19	10	26	19	12	26	25	26	13	19	20	22	23	19	12	21	17	19	16	23	19	16	21	21
Strongly oppose	14	1	22	23	3	24	19	21	5	13	14	25	17	13	4	16	11	14	12	17	15	11	18	12
TOTAL OPPOSE	33	11	48	42	15	50	44	47	18	32	34	47	40	32	16	37	28	33	28	40	34	27	39	33
Don't know	20	14	15	17	19	14	16	17	20	18	22	15	20	19	23	15	27	19	27	24	19	20	18	19

Making it compulsory for all 18 year olds to either spend a year in the military, or spend one weekend every month on a placement in the emergency services or critical local infrastructure

Strongly support	16	38	8	9	30	6	10	10	28	16	16	3	10	21	28	15	18	16	16	14	16	20	9	17
Tend to support	24	39	15	18	34	14	16	17	32	25	22	15	21	27	29	23	25	24	23	17	22	30	20	24
TOTAL SUPPORT	40	77	23	27	64	20	26	27	60	41	38	18	31	48	57	38	43	40	39	31	38	50	29	41
Tend to oppose	18	12	20	23	15	19	25	20	14	17	19	14	19	17	17	17	18	17	16	20	15	16	20	19
Strongly oppose	34	7	51	41	14	55	43	45	17	35	34	60	41	27	18	38	30	34	38	39	36	26	43	32
TOTAL OPPOSE	52	19	71	64	29	74	68	65	31	52	53	74	60	44	35	55	48	51	54	59	51	42	63	51
Don't know	8	5	6	8	7	5	6	6	9	8	9	8	9	8	8	7	10	8	7	9	10	8	7	7

Increasing the amount of money that pensioners can receive before having to pay tax every year, in line with the annual increase in the state pension

Strongly support	42	61	33	26	60	34	29	33	59	39	45	20	30	49	65	38	47	43	41	38	46	46	33	42
Tend to support	33	30	36	37	28	34	36	38	28	34	31	28	38	31	26	35	29	32	26	42	30	30	37	32
TOTAL SUPPORT	75	91	69	63	88	68	65	71	87	73	76	48	68	80	91	73	76	75	67	80	76	76	70	74
Tend to oppose	9	4	15	10	4	14	11	12	4	10	7	16	10	8	4	11	5	9	12	4	7	8	13	9
Strongly oppose	5	1	7	9	2	8	12	6	2	7	3	12	6	4	1	6	4	5	8	2	5	5	3	6
TOTAL OPPOSE	14	5	22	19	6	22	23	18	6	17	10	28	16	12	5	17	9	14	20	6	12	13	16	15
Don't know	12	4	9	18	5	10	12	10	6	11	13	24	16	8	3	10	14	12	13	13	12	10	14	11

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The Labour Party are expected to block Diane Abbott from standing as a Labour candidate at the election. Do you think this would be the right or wrong decision?

Right decision	36	53	32	31	56	23	38	30	50	40	31	24	29	40	47	36	36	37	31	29	35	41	29	39
Wrong decision	24	17	28	30	16	39	33	33	18	26	22	20	22	28	23	26	21	24	18	28	23	19	33	23
Don't know	41	30	39	38	29	38	29	37	32	34	47	55	49	31	29	38	44	40	51	43	43	40	38	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	261	218	10.7%
Men 50-64 High education	70	75	3.7%
Men 50-64 Mid education	108	92	4.5%
Men 50-64 Low education	87	80	3.9%
Men 25-49 High education	164	192	9.4%
Men 25-49 Mid education	159	135	6.6%
Men 25-49 Low education	39	88	4.3%
Men Under 25 High education	14	20	1.0%
Men Under 25 Mid & Low education	37	88	4.3%
Women Over 65	292	261	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	118	104	5.1%
Women 50-64 Low education	96	82	4.0%
Women 25-49 High education	200	206	10.1%
Women 25-49 Mid education	165	145	7.1%
Women 25-49 Low education	71	78	3.8%
Women Under 25 High education	21	24	1.2%
Women Under 25 Mid & Low education	70	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	192	388	19.0%
Medium (3-7)	1374	1224	60.0%
High (8,9,10)	474	428	21.0%
Social Grade (NRS and 2011 census)			
AB	607	571	28.0%
C1	611	592	29.0%
C2	366	428	21.0%
DE	456	449	22.0%
EU Referendum Vote (Election Result)			
Remain	817	719	35.2%
Leave	791	760	37.2%
Don't Know / Did Not Vote	432	562	27.5%

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

North Con	152	139	6.8%
North Lab	160	151	7.4%
North LD	35	27	1.3%
North BP	19	18	0.9%
North Oth	16	14	0.7%
North DNV	123	143	7.0%
Midlands Con	141	131	6.4%
Midlands Lab	77	80	3.9%
Midlands LD	21	18	0.9%
Midlands BP	6	4	0.2%
Midlands Oth	13	10	0.5%
Midlands DNV	75	96	4.7%
London Con	49	57	2.8%
London Lab	52	88	4.3%
London LD	21	27	1.3%
London BP	3	2	0.1%
London Oth	6	6	0.3%
London DNV	50	67	3.3%
South Con	307	281	13.8%
South Lab	125	120	5.9%
South LD	92	86	4.2%
South BP	2	2	0.1%
South Oth	28	27	1.3%
South DNV	172	167	8.2%
Wales Con	32	27	1.3%
Wales Lab	30	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	34	29	1.4%
Scotland Con	35	33	1.6%
Scotland Lab	21	24	1.2%
Scotland LD	13	12	0.6%
Scotland SNP	65	59	2.9%
Scotland Oth DNV	49	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

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