

# YouGov / The Times Survey Results

Sample Size: 2155 adults in GB  
Fieldwork: 15th - 16th March 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	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	South		
<b>Weighted Sample</b>	<b>2155</b>	403	688	131	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187	519	358	261	722	
<b>Unweighted Sample</b>	<b>2155</b>	412	724	138	716	553	195	896	799	1010	1145	192	923	539	501	1296	859	1848	113	194	513	366	248	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

7-8 Mar '23      15-16 Mar '23

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

Con	23	<b>27</b>	100	0	0	66	2	6	14	46	28	26	17	17	25	50	26	29	29	21	19	25	27	22	34
Lab	45	<b>46</b>	0	100	0	14	89	40	58	28	43	49	58	58	42	27	48	42	48	43	27	55	55	53	39
Lib Dem	10	<b>9</b>	0	0	100	4	2	47	13	5	10	7	5	8	11	8	10	7	9	6	4	7	4	14	12
SNP	4	<b>4</b>	0	0	0	0	0	1	5	3	3	5	9	4	6	2	4	4	0	1	43	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	0	1	0	0	1	2	0	1	0	1	1	0	12	0	0	0	0	0
Reform UK	7	<b>6</b>	0	0	0	12	1	1	1	13	9	3	3	4	9	8	4	9	6	13	1	5	7	4	8
Green	7	<b>6</b>	0	0	0	2	4	4	7	3	5	7	6	7	5	4	5	7	6	2	6	6	5	7	6
Other	2	<b>1</b>	0	0	0	2	1	1	1	1	2	1	1	2	1	1	1	1	1	1	1	2	1	0	1

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

Conservative	16	<b>19</b>	100	0	0	48	1	5	11	32	21	17	12	11	18	35	20	17	19	15	14	17	18	15	23
Labour	31	<b>32</b>	0	100	0	10	76	33	48	20	32	32	40	38	30	20	36	26	33	29	21	38	37	38	27
Liberal Democrat	7	<b>6</b>	0	0	100	3	2	40	11	3	7	5	4	5	8	6	7	4	6	4	3	5	3	11	8
Scottish National Party (SNP)	3	<b>3</b>	0	0	0	0	0	1	4	2	3	4	6	2	4	2	3	3	0	2	33	0	0	1	0
Plaid Cymru	0	<b>1</b>	0	0	0	0	1	0	1	0	0	1	2	0	1	0	1	0	0	8	0	0	0	0	0
Reform UK	5	<b>4</b>	0	0	0	9	1	0	1	10	7	2	2	3	7	6	3	6	5	9	0	4	4	3	6
Green	5	<b>4</b>	0	0	0	2	4	3	6	2	4	5	5	5	4	3	4	4	4	2	4	5	4	5	4
Some other party	2	<b>1</b>	0	0	0	1	1	1	1	1	1	1	0	2	1	1	1	1	1	1	1	2	1	0	1
Would not vote	11	<b>13</b>	0	0	0	8	3	1	4	10	11	14	14	17	10	9	9	19	14	9	9	15	14	11	13
Don't know	18	<b>15</b>	0	0	0	19	9	15	12	18	11	19	9	14	17	18	13	18	15	17	15	15	16	13	16
Refused	2	<b>2</b>	0	0	0	1	2	1	1	1	2	1	6	2	1	1	2	2	2	4	0	1	3	4	1

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	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	South	
<b>Weighted Sample</b>	<b>2155</b>	403	688	131	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187	519	358	261	722	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Asked only to those who would vote for 'some other party'; n=25]

UK Independence Party (UKIP)	16	<b>26</b>	0	0	0	48	0	0	16	42	20	40	0	34	0	35	19	39	25	0	42	36	43	0	9
Women's Equality Party	5	<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	67	<b>57</b>	0	0	0	32	100	62	84	34	61	49	100	39	100	65	62	49	59	100	28	52	57	0	66
Don't know	13	<b>13</b>	0	0	0	10	0	38	0	25	13	11	0	20	0	0	19	0	11	0	31	12	0	0	13
Refused	0	<b>4</b>	0	0	0	9	0	0	0	0	6	0	0	7	0	0	0	12	5	0	0	0	0	0	12

**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	<b>10</b>	1	1	0	5	2	0	3	7	9	11	10	13	9	6	6	16	11	7	8	10	11	8	12
1	2	<b>2</b>	0	0	0	1	0	1	0	1	2	4	2	2	1	2	2	2	2	1	1	2	3	1	2
2	2	<b>2</b>	1	0	2	2	1	2	2	2	2	2	3	2	1	2	3	3	3	1	1	3	1	3	3
3	2	<b>2</b>	0	1	1	2	1	1	2	2	2	2	5	2	1	2	2	2	2	5	3	1	3	2	2
4	2	<b>1</b>	1	0	1	1	1	1	1	1	1	3	2	1	1	1	2	1	1	0	1	2	3	1	1
5	6	<b>6</b>	4	3	5	6	1	4	4	7	5	7	8	7	4	7	4	8	6	7	4	7	5	4	7
6	3	<b>3</b>	2	3	3	3	3	2	2	3	3	4	6	3	4	2	3	3	3	8	3	5	3	2	2
7	5	<b>4</b>	4	3	4	4	3	5	4	4	4	4	5	5	4	3	5	4	5	2	3	5	4	5	5
8	8	<b>7</b>	10	7	10	7	7	5	6	6	7	7	11	7	7	4	7	6	7	3	8	6	5	12	7
9	8	<b>9</b>	13	11	12	11	11	11	10	10	11	7	5	9	9	11	10	8	9	7	9	10	8	10	10
10 - Absolutely certain to vote	52	<b>53</b>	65	71	61	58	69	68	66	57	53	52	40	47	58	61	58	45	51	58	61	50	55	49	51

\*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	228	231	10.7%
Men 50-64 High education	70	80	3.7%
Men 50-64 Mid education	104	97	4.5%
Men 50-64 Low education	97	84	3.9%
Men 25-49 High education	192	203	9.4%
Men 25-49 Mid education	167	142	6.6%
Men 25-49 Low education	68	93	4.3%
Men Under 25 High education	21	22	1.0%
Men Under 25 Mid & Low education	63	93	4.3%
Women Over 65	273	276	12.8%
Women 50-64 High education	69	75	3.5%
Women 50-64 Mid education	112	110	5.1%
Women 50-64 Low education	87	86	4.0%
Women 25-49 High education	216	218	10.1%
Women 25-49 Mid education	180	153	7.1%
Women 25-49 Low education	100	82	3.8%
Women Under 25 High education	27	26	1.2%
Women Under 25 Mid & Low education	81	86	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	211	409	19.0%
Medium (3-7)	1388	1293	60.0%
High (8,9,10)	556	453	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	711	603	28.0%
C1	585	625	29.0%
C2	384	453	21.0%
DE	475	474	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	896	759	35.2%
Leave	799	802	37.2%
Don't Know / Did Not Vote	460	593	27.5%

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

North Con	<b>158</b>	<b>147</b>	<b>6.8%</b>
North Lab	<b>174</b>	<b>159</b>	<b>7.4%</b>
North LD	<b>30</b>	<b>28</b>	<b>1.3%</b>
North BP	<b>15</b>	<b>19</b>	<b>0.9%</b>
North Oth	<b>14</b>	<b>15</b>	<b>0.7%</b>
North DNV	<b>122</b>	<b>151</b>	<b>7.0%</b>
Midlands Con	<b>138</b>	<b>138</b>	<b>6.4%</b>
Midlands Lab	<b>94</b>	<b>84</b>	<b>3.9%</b>
Midlands LD	<b>23</b>	<b>19</b>	<b>0.9%</b>
Midlands BP	<b>5</b>	<b>4</b>	<b>0.2%</b>
Midlands Oth	<b>13</b>	<b>11</b>	<b>0.5%</b>
Midlands DNV	<b>93</b>	<b>101</b>	<b>4.7%</b>
London Con	<b>64</b>	<b>60</b>	<b>2.8%</b>
London Lab	<b>75</b>	<b>93</b>	<b>4.3%</b>
London LD	<b>30</b>	<b>28</b>	<b>1.3%</b>
London BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
London Oth	<b>7</b>	<b>6</b>	<b>0.3%</b>
London DNV	<b>69</b>	<b>71</b>	<b>3.3%</b>
South Con	<b>290</b>	<b>297</b>	<b>13.8%</b>
South Lab	<b>147</b>	<b>127</b>	<b>5.9%</b>
South LD	<b>93</b>	<b>91</b>	<b>4.2%</b>
South BP	<b>3</b>	<b>2</b>	<b>0.1%</b>
South Oth	<b>30</b>	<b>28</b>	<b>1.3%</b>
South DNV	<b>158</b>	<b>177</b>	<b>8.2%</b>
Wales Con	<b>30</b>	<b>28</b>	<b>1.3%</b>
Wales Lab	<b>33</b>	<b>32</b>	<b>1.5%</b>
Wales LD	<b>5</b>	<b>4</b>	<b>0.2%</b>
Wales PC	<b>9</b>	<b>9</b>	<b>0.4%</b>
Wales BP	<b>4</b>	<b>4</b>	<b>0.2%</b>
Wales Oth DNV	<b>32</b>	<b>30</b>	<b>1.4%</b>
Scotland Con	<b>36</b>	<b>34</b>	<b>1.6%</b>
Scotland Lab	<b>30</b>	<b>26</b>	<b>1.2%</b>
Scotland LD	<b>14</b>	<b>13</b>	<b>0.6%</b>
Scotland SNP	<b>67</b>	<b>62</b>	<b>2.9%</b>
Scotland Oth DNV	<b>47</b>	<b>52</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](http://yougov.co.uk/publicopinion/methodology)

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