YouGov / The Times Survey Results

Sample Size: 2026 adults in GB
Fieldwork: 21st - 22nd March 2023

		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	South
Weighted Sample	2026	307	648	125	662	490	172	714	754	981	1045	213	837	500	476	1155	871	1748	101	176	488	336	245	679
Unweighted Sample	2026	335	650	137	694	480	180	820	786	914	1112	159	841	512	514	1207	819	1729	110	187	484	335	213	697
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-16 Mar	21-22 Mar	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

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

	15-16 Mar	21-22 Mar	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
Con	27	23	100	0	0	58	1	3	12	42	22	24	13	12	25	44	22	26	24	17	16	27	23	15	27
Lab	46	49	0	100	0	16	89	41	61	29	45	54	59	62	45	27	50	48	50	57	40	54	51	57	43
Lib Dem	9	10	0	0	100	5	3	51	14	5	11	8	9	8	11	11	11	7	10	9	5	6	6	12	14
SNP	4	3	0	0	0	0	1	0	4	1	4	3	6	3	3	3	4	3	1	0	29	0	0	1	1
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	2	1	0	1	0	1	0	11	0	0	0	0	0
Reform UK	6	6	0	0	0	13	0	0	1	13	9	3	0	4	7	10	5	8	7	3	2	6	10	3	7
Green	6	6	0	0	0	2	4	3	6	4	6	6	9	7	5	4	6	5	6	2	6	5	7	5	6
Other	1	2	0	0	0	5	1	0	1	5	3	1	2	3	3	2	2	3	3	2	2	1	2	7	2

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

	15-16 Mar	21-22 Mar	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
Conservative	19	15	100	0	0	40	1	3	10	26	16	15	8	8	18	28	16	15	16	10	12	17	14	10	18
Labour	32	32	0	100	0	11	75	34	48	19	31	33	33	40	32	18	36	27	32	34	29	34	32	39	28
Liberal Democrat	6	6	0	0	100	4	3	43	11	3	8	5	5	5	8	7	8	4	6	6	4	4	4	8	9
Scottish National Party (SNP)	3	2	0	0	0	0	1	0	3	1	2	2	4	2	2	2	3	1	0	0	21	0	0	1	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	7	0	0	0	0	0
Reform UK	4	4	0	0	0	9	0	0	1	9	6	2	0	3	5	7	4	5	4	2	2	4	7	2	5
Green	4	4	0	0	0	1	4	2	5	3	4	4	5	5	3	3	5	3	4	2	5	4	5	4	4
Some other party	1	2	0	0	0	3	1	0	1	3	3	1	1	2	2	1	2	2	2	2	1	1	1	5	2
Would not vote	13	13	0	0	0	8	3	0	3	12	13	13	21	13	11	11	9	18	13	15	10	15	14	8	13
Don't know	15	19	0	0	0	23	10	16	16	23	14	24	13	19	19	23	17	22	19	20	15	20	22	15	19
Refused	2	2	0	0	0	0	2	1	2	1	3	1	8	3	1	1	2	3	2	2	1	2	1	7	2

And which of these parties would you vote for?
[Asked only to those who would vote for 'some other party'; n=29]

	15-16 Mar	21-22 Mar	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
UK Independence Party (UKIP)	26	15	0	0	0	13	0	0	12	13	17	8	70	4	23	0	18	10	17	0	0	29	0	0	41
Women's Equality Party	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
Some other party	57	63	0	0	0	60	68	0	78	58	56	84	30	51	77	100	69	57	60	65	100	71	100	43	59
Don't know	13	2	0	0	0	3	0	0	10	0	0	8	0	5	0	0	4	0	0	35	0	0	0	0	0
Refused	4	20	0	0	0	23	32	0	0	30	27	0	0	41	0	0	9	33	23	0	0	0	0	57	0

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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
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Unweighted Sample	2026	335	650	137	694	480	180	820	786	914	1112	159	841	512	514	1207	819	1729	110	187	484	335	213	697
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

	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
0 - Certain NOT to vote	11	1	0	0	5	2	0	2	9	12	10	17	12	10	8	7	16	11	15	11	13	10	8	11
1	1	0	0	0	1	1	0	0	2	1	2	3	1	2	1	2	1	1	2	0	2	3	1	1
2	2	1	0	1	2	0	0	1	2	2	3	4	2	2	2	2	3	2	0	1	1	2	2	4
3	2	1	1	1	2	1	1	1	2	3	2	4	3	0	2	2	3	2	2	1	3	1	3	2
4	2	1	0	1	2	1	1	1	2	2	2	4	2	1	1	2	2	2	1	0	2	3	2	2
5	6	3	2	1	4	2	1	2	5	4	7	7	7	3	5	4	7	6	9	4	7	6	5	4
6	3	2	2	1	1	2	0	2	2	3	2	5	3	1	2	2	3	3	0	4	3	3	1	3
7	4	3	4	4	3	5	4	4	3	4	5	5	5	4	3	4	4	4	3	2	3	4	6	5
8	6	10	5	7	8	6	4	6	7	7	6	7	6	7	7	6	7	6	3	8	7	9	9	4
9	9	11	9	13	12	10	9	9	10	11	7	6	8	10	9	10	7	10	6	2	9	11	9	10
10 - Absolutely certain to vote	54	68	74	72	60	70	79	71	57	53	55	38	52	60	60	60	47	53	58	67	50	50	54	55

	7-8 Mar	21-22 Mar																							

Which of the following do you think would make the best Prime Minister?

	7-8 Mar	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
Rishi Sunak	24	25	86	3	29	53	4	17	17	39	27	24	15	17	28	40	26	24	26	16	19	26	27	20	28
Keir Starmer	30	31	1	72	32	10	60	50	49	16	33	28	30	36	32	19	36	23	30	25	37	29	27	39	30
Not sure	42	40	12	23	40	35	31	32	32	41	35	45	41	42	38	39	35	47	40	54	39	40	44	31	40
Refused	4	4	1	2	0	2	5	1	2	4	6	3	14	4	2	2	3	6	4	5	5	5	3	10	2

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

	7-8 Mar	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
Very well	2	2	7	1	8	4	1	4	3	2	3	1	2	3	1	2	3	2	3	1	0	1	1	6	3
Fairly well	21	20	58	7	18	40	5	9	11	33	19	21	11	14	23	31	20	20	21	12	11	22	22	16	22
TOTAL WELL	23	22	65	8	26	44	6	13	14	35	22	22	13	17	24	33	23	22	24	13	11	23	23	22	25
Fairly badly	30	28	24	27	26	31	22	31	25	30	27	28	35	28	26	27	27	28	28	20	30	29	31	23	27
Very badly	35	35	2	58	41	15	62	48	53	22	40	31	27	40	38	28	39	30	34	41	49	32	31	38	34
TOTAL BADLY	65	63	26	85	67	46	84	79	78	52	67	59	62	68	64	55	66	58	62	61	79	61	62	61	61
Don't know	12	15	9	7	6	11	10	8	8	12	11	19	26	16	12	12	11	21	15	26	9	16	15	17	14

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

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

Right to leave	*33*	**33**	72	13	21	70	9	7	7	72	38	29	9	26	39	52	30	38	35	23	21	34	38	27	37
Wrong to leave	*54*	**53**	21	80	75	21	83	87	89	16	52	54	61	60	53	37	60	43	51	58	67	49	47	62	51
Don't know	*13*	**14**	7	8	5	9	8	6	4	11	10	17	30	14	9	11	10	19	14	20	12	17	15	11	12

*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	230	217	10.7%
Men 50-64 High education	69	75	3.7%
Men 50-64 Mid education	95	91	4.5%
Men 50-64 Low education	86	79	3.9%
Men 25-49 High education	180	190	9.4%
Men 25-49 Mid education	148	134	6.6%
Men 25-49 Low education	39	87	4.3%
Men Under 25 High education	17	20	1.0%
Men Under 25 Mid & Low education	50	87	4.3%
Women Over 65	284	259	12.8%
Women 50-64 High education	66	71	3.5%
Women 50-64 Mid education	115	103	5.1%
Women 50-64 Low education	81	81	4.0%
Women 25-49 High education	197	205	10.1%
Women 25-49 Mid education	179	144	7.1%
Women 25-49 Low education	98	77	3.8%
Women Under 25 High education	28	24	1.2%
Women Under 25 Mid & Low education	64	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	205	385	19.0%
Medium (3-7)	1376	1216	60.0%
High (8,9,10)	445	425	21.0%
Social Grade (NRS and 2011 census)			
AB	666	567	28.0%
C1	541	588	29.0%
C2	358	425	21.0%
DE	461	446	22.0%
EU Referendum Vote (Election Result)			
Remain	820	714	35.2%
Leave	786	754	37.2%
Don't Know / Did Not Vote	420	558	27.5%

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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.

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

North Con	**151**	**138**	**6.8%**
North Lab	**155**	**150**	**7.4%**
North LD	**30**	**26**	**1.3%**
North BP	**13**	**18**	**0.9%**
North Oth	**14**	**14**	**0.7%**
North DNV	**121**	**142**	**7.0%**
Midlands Con	**134**	**130**	**6.4%**
Midlands Lab	**86**	**79**	**3.9%**
Midlands LD	**18**	**18**	**0.9%**
Midlands BP	**3**	**4**	**0.2%**
Midlands Oth	**11**	**10**	**0.5%**
Midlands DNV	**83**	**95**	**4.7%**
London Con	**64**	**57**	**2.8%**
London Lab	**60**	**87**	**4.3%**
London LD	**29**	**26**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**7**	**6**	**0.3%**
London DNV	**52**	**67**	**3.3%**
South Con	**281**	**280**	**13.8%**
South Lab	**124**	**120**	**5.9%**
South LD	**88**	**85**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**31**	**26**	**1.3%**
South DNV	**170**	**166**	**8.2%**
Wales Con	**30**	**26**	**1.3%**
Wales Lab	**31**	**30**	**1.5%**
Wales LD	**3**	**4**	**0.2%**
Wales PC	**10**	**8**	**0.4%**
Wales BP	**5**	**4**	**0.2%**
Wales Oth DNV	**31**	**28**	**1.4%**
Soctland Con	**34**	**32**	**1.6%**
Scotland Lab	**24**	**24**	**1.2%**
Scotland LD	**12**	**12**	**0.6%**
Scotland SNP	**66**	**59**	**2.9%**
Scotland Oth DNV	**51**	**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