

YouGov / The Times Survey Results

Sample Size: 2002 adults in GB
Fieldwork: 29th - 30th 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	Rest of South	
Weighted Sample	2002	338	614	129	655	484	170	705	745	969	1033	210	827	495	471	1141	861	1728	100	174	482	332	242	671	
Unweighted Sample	2002	357	631	134	678	495	182	801	768	909	1093	167	829	503	503	1184	818	1711	110	181	471	346	211	683	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

21-22 Mar 29-30 Mar

	21-22 Mar	29-30 Mar	21-22 Mar		29-30 Mar		21-22 Mar		29-30 Mar		21-22 Mar				29-30 Mar				21-22 Mar				29-30 Mar			
Con	23	26	100	0	0	61	0	8	13	44	26	25	9	16	28	42	24	28	26	21	19	23	31	18	30	
Lab	49	46	0	100	0	16	88	41	58	27	45	48	54	58	42	31	47	44	48	50	29	54	45	56	41	
Lib Dem	10	9	0	0	100	5	4	44	14	6	10	9	10	9	10	10	11	6	10	2	9	7	7	10	13	
SNP	3	3	0	0	0	0	0	1	5	1	3	4	4	3	5	2	4	2	0	0	34	1	0	0	0	
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	1	3	1	0	1	1	1	0	10	0	0	0	0	1	
Reform UK	6	7	0	0	0	14	1	0	1	16	10	5	4	5	9	11	5	11	8	12	1	7	10	6	8	
Green	6	7	0	0	0	3	6	6	8	4	6	7	13	8	6	3	6	7	7	4	6	7	5	10	6	
Other	2	1	0	0	0	2	0	0	1	2	1	1	3	1	1	1	1	1	1	0	2	1	1	1	1	

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

	21-22 Mar	29-30 Mar	21-22 Mar		29-30 Mar		21-22 Mar		29-30 Mar		21-22 Mar				29-30 Mar				21-22 Mar				29-30 Mar			
Conservative	15	17	100	0	0	44	0	6	10	30	18	16	6	11	19	30	17	16	18	14	12	15	19	14	20	
Labour	32	31	0	100	0	11	73	31	45	19	32	30	32	36	29	22	34	26	32	33	20	36	27	40	28	
Liberal Democrat	6	6	0	0	100	4	3	35	11	4	7	6	7	5	7	8	8	4	7	2	6	5	5	7	9	
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	4	1	2	2	3	2	3	2	3	1	0	0	22	0	1	0	0	
Plaid Cymru	0	1	0	0	0	0	0	0	0	0	1	1	2	0	0	0	1	1	0	7	0	0	0	0	0	
Reform UK	4	5	0	0	0	10	1	0	1	11	7	3	3	3	6	8	4	7	5	8	0	5	6	4	5	
Green	4	5	0	0	0	2	5	5	6	3	4	5	8	5	4	3	5	4	5	3	4	5	3	8	4	
Some other party	2	1	0	0	0	1	0	0	1	1	1	1	3	1	1	1	1	1	1	0	1	1	1	1	1	
Would not vote	13	13	0	0	0	6	3	4	4	8	12	13	17	16	12	6	10	17	13	11	10	12	18	9	13	
Don't know	19	17	0	0	0	20	11	16	16	20	12	22	8	18	18	19	16	19	17	20	20	17	18	11	18	
Refused	2	3	0	0	0	1	4	3	2	2	4	2	11	3	1	1	2	4	3	4	5	4	2	6	1	

And which of these parties would you vote for?

[Asked only to those who would vote for 'some other party'; n=22]

UK Independence Party (UKIP)	15	20	0	0	0	35	0	0	0	25	32	9	34	16	31	0	6	41	23	0	0	0	100	0	26
Women's Equality Party	0	4	0	0	0	0	0	0	0	0	8	0	15	0	0	0	7	0	4	0	0	0	0	0	8
Some other party	63	54	0	0	0	48	100	0	100	52	45	63	34	61	39	84	75	22	48	0	100	100	0	46	34
Don't know	2	19	0	0	0	16	0	0	0	23	9	28	17	12	31	16	12	29	21	0	0	0	0	54	25
Refused	20	3	0	0	0	0	0	0	0	0	7	0	0	12	0	0	0	9	4	0	0	0	0	0	7

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

	21-22 Mar	29-30 Mar																							
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	11	10	1	1	2	4	3	2	3	5	10	10	13	13	10	5	7	15	10	9	13	10	15	7	9
1	1	2	1	1	0	2	0	1	1	2	3	1	3	3	1	1	2	2	2	0	1	2	2	3	2
2	2	2	1	1	3	2	1	0	1	2	2	2	4	2	1	1	2	2	2	2	2	2	2	1	2
3	2	2	1	1	3	1	0	2	1	1	2	2	6	3	1	1	2	2	2	4	1	2	2	3	1
4	2	2	2	1	0	1	1	1	1	1	2	1	2	2	1	1	2	1	2	3	1	2	1	2	1
5	6	8	3	4	7	7	4	5	3	10	7	9	13	8	6	6	6	9	8	8	3	8	10	6	8
6	3	3	3	1	5	2	3	2	2	2	2	3	5	2	3	2	2	4	3	1	1	2	2	7	3
7	4	4	4	4	3	2	4	5	3	5	4	4	7	4	5	3	4	4	4	4	2	4	2	4	6
8	6	5	7	5	5	6	4	6	6	5	5	6	8	5	5	5	6	5	5	3	8	5	7	6	4
9	9	8	11	8	13	10	8	10	8	10	9	7	6	7	7	11	8	8	8	11	9	8	8	8	7
10 - Absolutely certain to vote	54	55	67	74	59	62	72	66	73	56	55	54	34	51	61	64	60	47	54	57	58	54	50	54	56
Which of the following do you think would make the best Prime Minister?																									
Rishi Sunak	25	26	84	3	21	55	5	17	17	41	26	25	17	18	27	42	25	27	27	27	18	24	27	22	30
Keir Starmer	31	30	1	75	34	10	62	44	49	17	33	28	28	34	30	25	35	24	30	31	30	33	26	36	29
Not sure	40	39	14	21	42	33	29	38	31	40	35	43	41	42	41	31	36	44	39	35	47	40	42	35	38
Refused	4	4	1	2	3	2	4	1	3	2	5	4	13	5	2	2	4	5	4	7	5	3	4	7	4
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																									
Very well	2	2	7	0	2	3	1	0	1	3	3	1	2	1	2	3	2	2	2	2	1	1	1	5	2
Fairly well	20	20	60	7	13	42	3	7	11	34	19	20	15	13	20	33	19	21	20	23	14	18	20	14	24
TOTAL WELL	22	22	67	7	15	45	4	7	12	37	22	21	17	14	22	36	21	23	22	25	15	19	21	19	26
Fairly badly	28	28	22	28	34	29	27	39	28	29	28	29	30	28	30	27	29	28	29	29	26	29	25	29	30
Very badly	35	39	3	59	49	17	61	47	57	22	41	36	34	43	39	31	43	33	37	38	50	41	37	41	34
TOTAL BADLY	63	67	25	87	83	46	88	86	85	51	69	65	64	71	69	58	72	61	66	67	76	70	62	70	64
Don't know	15	12	8	5	3	9	7	6	4	12	9	14	19	14	9	7	8	17	12	8	10	11	18	10	10

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

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

	21-22 Mar	29-30 Mar	21-22 Mar			29-30 Mar			21-22 Mar		29-30 Mar		21-22 Mar				29-30 Mar								
Right to leave	33	32	70	12	18	66	10	8	6	72	35	29	6	21	38	55	26	40	32	36	23	31	31	31	35
Wrong to leave	53	55	23	83	74	25	82	88	89	18	53	56	62	62	54	38	63	44	53	57	64	53	53	59	52
Don't know	14	14	8	4	7	9	7	5	5	10	13	15	32	16	8	6	12	16	14	7	13	16	16	11	13

*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	223	214	10.7%
Men 50-64 High education	65	74	3.7%
Men 50-64 Mid education	98	90	4.5%
Men 50-64 Low education	85	78	3.9%
Men 25-49 High education	150	188	9.4%
Men 25-49 Mid education	165	132	6.6%
Men 25-49 Low education	56	86	4.3%
Men Under 25 High education	21	20	1.0%
Men Under 25 Mid & Low education	46	86	4.3%
Women Over 65	280	256	12.8%
Women 50-64 High education	64	70	3.5%
Women 50-64 Mid education	105	102	5.1%
Women 50-64 Low education	86	80	4.0%
Women 25-49 High education	198	202	10.1%
Women 25-49 Mid education	167	142	7.1%
Women 25-49 Low education	93	76	3.8%
Women Under 25 High education	25	24	1.2%
Women Under 25 Mid & Low education	75	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	231	380	19.0%
Medium (3-7)	1317	1201	60.0%
High (8,9,10)	454	420	21.0%
Social Grade (NRS and 2011 census)			
AB	629	561	28.0%
C1	555	581	29.0%
C2	371	420	21.0%
DE	447	440	22.0%
EU Referendum Vote (Election Result)			
Remain	801	705	35.2%
Leave	768	745	37.2%
Don't Know / Did Not Vote	433	551	27.5%

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

North Con	141	136	6.8%
North Lab	157	148	7.4%
North LD	31	26	1.3%
North BP	15	18	0.9%
North Oth	17	14	0.7%
North DNV	110	140	7.0%
Midlands Con	136	128	6.4%
Midlands Lab	86	78	3.9%
Midlands LD	21	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	87	94	4.7%
London Con	56	56	2.8%
London Lab	69	86	4.3%
London LD	22	26	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	56	66	3.3%
South Con	280	276	13.8%
South Lab	127	118	5.9%
South LD	91	84	4.2%
South BP	2	2	0.1%
South Oth	24	26	1.3%
South DNV	159	164	8.2%
Wales Con	28	26	1.3%
Wales Lab	32	30	1.5%
Wales LD	5	4	0.2%
Wales PC	11	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	29	28	1.4%
Scotland Con	37	32	1.6%
Scotland Lab	24	24	1.2%
Scotland LD	12	12	0.6%
Scotland SNP	61	58	2.9%
Scotland Oth DNV	47	48	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