

# YouGov / The Times Survey Results

Sample Size: 2015 adults in GB  
Fieldwork: 10th - 11th July 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	
<b>Weighted Sample</b>	<b>2015</b>	334	592	147	659	488	171	710	750	975	1040	212	832	498	474	1149	866	1739	101	175	486	335	244	675	
<b>Unweighted Sample</b>	<b>2015</b>	349	588	151	670	483	181	789	744	885	1130	208	759	507	541	1215	800	1726	115	174	491	342	181	712	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	5-6 Jul	10-11 Jul																								
<b>HEADLINE VOTING INTENTION</b>																										
<b>Westminster Voting Intention</b>																										
<i>[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]</i>																										
Con	22	25	100	0	0	61	2	5	13	43	23	26	12	14	28	41	23	27	26	18	12	21	34	18	31	
Lab	47	43	0	100	0	12	81	36	54	22	42	43	65	54	41	21	46	38	44	46	32	54	40	53	34	
Lib Dem	9	11	0	0	100	5	5	52	16	6	11	10	8	12	10	12	13	8	12	8	6	8	8	13	16	
SNP	3	4	0	0	0	0	1	1	6	1	4	4	1	6	2	3	3	5	0	0	39	0	0	0	0	
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	1	0	1	1	0	1	1	0	16	0	0	0	0	0	
Reform UK	9	8	0	0	0	17	1	0	1	19	9	7	4	3	10	15	7	11	9	7	2	9	9	7	10	
Green	7	7	0	0	0	3	9	6	9	4	7	8	9	9	7	5	7	8	8	1	6	7	8	8	8	
Other	2	2	0	0	0	2	1	0	1	4	2	1	0	1	2	2	1	2	1	5	3	1	1	1	2	
<b>If there were a general election held tomorrow, which party would you vote for?</b>																										
Conservative	14	17	100	0	0	43	2	4	11	29	17	16	9	9	19	31	17	17	18	12	8	15	20	14	20	
Labour	30	29	0	100	0	9	68	30	44	14	31	28	41	35	28	16	33	24	30	32	24	38	25	40	22	
Liberal Democrat	6	7	0	0	100	3	4	45	13	4	8	7	6	7	6	9	9	5	8	5	5	5	5	9	10	
Scottish National Party (SNP)	2	3	0	0	0	0	1	1	5	1	3	2	1	4	1	2	2	3	0	0	29	0	0	0	0	
Plaid Cymru	0	1	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	11	0	0	0	0	0	
Reform UK	6	6	0	0	0	12	1	0	1	13	7	4	3	3	7	11	5	7	6	5	1	7	6	5	7	
Green	5	5	0	0	0	2	8	6	8	3	5	5	6	6	5	4	5	5	5	1	4	5	5	6	5	
Some other party	2	1	0	0	0	1	1	1	0	3	2	1	1	1	2	2	1	1	1	3	2	1	1	1	2	
Would not vote	15	12	0	0	0	6	3	1	4	11	11	13	15	13	12	9	9	16	13	10	8	13	18	9	11	
Don't know	17	17	0	0	0	24	11	13	12	23	14	21	14	18	18	17	16	20	17	22	18	15	18	10	21	
Refused	3	2	0	0	0	1	2	0	1	0	2	2	6	3	0	0	2	2	2	2	2	1	1	4	2	
<b>And which of these parties would you vote</b>																										
<i>[Asked only to those who would vote for 'some other party'; n=27]</i>																										
UK Independence Party (UKIP)	5	18	0	0	0	24	0	0	0	24	19	17	0	21	15	21	0	40	24	0	0	0	41	0	35	
Women's Equality Party	7	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	74	72	0	0	0	76	100	0	100	69	81	61	0	79	85	65	87	55	64	100	100	100	59	65	53	
Don't know	13	10	0	0	0	0	0	100	0	6	0	23	100	0	0	14	13	6	13	0	0	0	0	35	13	
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	

Sample Size: 2015 adults in GB  
Fieldwork: 10th - 11th July 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	
<b>Weighted Sample</b>	<b>2015</b>	334	592	147	659	488	171	710	750	975	1040	212	832	498	474	1149	866	1739	101	175	486	335	244	675	
<b>Unweighted Sample</b>	<b>2015</b>	349	588	151	670	483	181	789	744	885	1130	208	759	507	541	1215	800	1726	115	174	491	342	181	712	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	5-6 Jul	10-11 Jul																								
<b>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</b>																										
0 - Certain NOT to vote	13	9	1	1	0	2	2	1	2	7	9	10	12	10	10	6	7	13	10	11	7	10	14	10	7	
1	2	2	0	0	0	1	1	0	1	2	2	3	5	3	1	0	2	3	3	1	1	1	5	1	3	
2	3	2	1	0	1	2	1	0	1	2	1	2	3	2	2	1	2	2	2	1	1	3	1	2		
3	2	2	1	0	1	2	0	0	1	2	2	4	2	2	1	2	2	2	2	2	1	2	3	1	2	
4	1	2	2	1	1	1	1	2	1	1	2	1	2	2	0	2	1	2	2	1	2	1	1	1	2	
5	6	7	3	3	2	7	4	4	5	6	6	7	7	8	6	5	4	10	7	5	5	7	6	5	8	
6	3	3	4	3	1	4	1	1	1	3	3	2	3	4	2	1	2	3	3	3	0	3	3	2	3	
7	4	5	4	6	5	5	4	4	5	5	5	6	8	7	2	5	5	5	5	3	7	5	5	5	5	
8	5	8	8	10	9	8	7	6	7	7	7	8	9	9	6	6	8	7	8	8	8	8	8	9	7	
9	8	8	13	7	5	11	9	7	9	7	8	7	7	7	8	10	8	8	8	8	6	7	9	10	7	
10 - Absolutely certain to vote	53	53	65	70	75	57	70	74	68	57	54	52	40	47	60	63	60	45	52	58	62	54	44	54	54	

\*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	255	216	10.7%
Men 50-64 High education	65	75	3.7%
Men 50-64 Mid education	97	91	4.5%
Men 50-64 Low education	82	79	3.9%
Men 25-49 High education	131	189	9.4%
Men 25-49 Mid education	118	133	6.6%
Men 25-49 Low education	48	87	4.3%
Men Under 25 High education	22	20	1.0%
Men Under 25 Mid & Low education	67	87	4.3%
Women Over 65	286	258	12.8%
Women 50-64 High education	63	71	3.5%
Women 50-64 Mid education	112	103	5.1%
Women 50-64 Low education	88	81	4.0%
Women 25-49 High education	196	204	10.1%
Women 25-49 Mid education	171	143	7.1%
Women 25-49 Low education	95	77	3.8%
Women Under 25 High education	26	24	1.2%
Women Under 25 Mid & Low education	93	81	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	252	383	19.0%
Medium (3-7)	1309	1209	60.0%
High (8,9,10)	454	423	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	630	564	28.0%
C1	585	584	29.0%
C2	347	423	21.0%
DE	453	443	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	789	710	35.2%
Leave	744	750	37.2%
Don't Know / Did Not Vote	482	555	27.5%

## 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.

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

North Con	142	137	6.8%
North Lab	155	149	7.4%
North LD	29	26	1.3%
North BP	13	18	0.9%
North Oth	14	14	0.7%
North DNV	138	141	7.0%
Midlands Con	137	129	6.4%
Midlands Lab	81	79	3.9%
Midlands LD	22	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	9	10	0.5%
Midlands DNV	88	95	4.7%
London Con	42	56	2.8%
London Lab	65	87	4.3%
London LD	17	26	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	48	67	3.3%
South Con	287	278	13.8%
South Lab	126	119	5.9%
South LD	96	85	4.2%
South BP	3	2	0.1%
South Oth	31	26	1.3%
South DNV	169	165	8.2%
Wales Con	31	26	1.3%
Wales Lab	30	30	1.5%
Wales LD	6	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	34	28	1.4%
Scotland Con	31	32	1.6%
Scotland Lab	26	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	57	58	2.9%
Scotland Oth DNV	49	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](https://yougov.co.uk/publicopinion/methodology)

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