

YouGov / The Times Survey Results

Sample Size: 2000 adults in GB
Fieldwork: 25th - 26th 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	
Weighted Sample	2000	338	605	136	654	484	170	705	745	968	1032	210	826	494	470	1140	860	1726	100	174	482	332	242	670	
Unweighted Sample	2000	350	628	141	624	482	165	814	743	883	1117	152	858	515	475	1268	732	1769	111	120	521	348	195	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20
Jul

25-26
Jul

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	25	25	100	0	0	60	2	4	14	42	27	23	6	14	28	46	25	25	26	25	13	21	32	19	29
Lab	44	45	0	100	0	15	86	33	58	25	44	47	68	58	40	23	48	42	46	50	36	47	47	59	40
Lib Dem	10	10	0	0	100	5	5	55	14	6	10	11	5	11	9	12	12	8	11	3	9	8	6	9	16
SNP	3	3	0	0	0	1	0	0	3	1	2	3	3	3	3	1	3	2	0	0	27	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	0	1	1	1	0	1	0	0	0	0	5	0	0	0	0	0
Reform UK	8	7	0	0	0	14	0	0	1	16	9	6	6	4	8	13	5	11	8	3	4	12	5	7	7
Green	7	7	0	0	0	2	6	8	8	6	7	7	10	9	8	3	6	9	7	2	9	8	8	7	5
Other	2	2	0	0	0	2	1	0	1	4	2	2	2	2	3	2	1	3	2	11	1	3	1	0	2

If there were a general election held

tomorrow, which party would you vote for?

Conservative	16	17	100	0	0	42	2	3	12	28	20	14	4	10	19	32	17	16	18	16	9	14	20	14	20
Labour	29	30	0	100	0	11	75	25	46	17	31	29	43	38	25	17	33	26	31	32	25	31	30	39	27
Liberal Democrat	7	7	0	0	100	3	4	41	11	4	7	7	3	7	6	8	8	5	7	3	6	5	3	7	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	1	2	2	2	2	0	2	1	0	0	20	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0
Reform UK	5	5	0	0	0	10	0	0	1	11	7	4	4	3	6	9	4	7	6	2	3	8	4	4	5
Green	5	5	0	0	0	2	5	6	6	4	5	5	6	6	5	2	5	6	5	1	7	6	5	6	4
Some other party	1	1	0	0	0	2	1	0	1	3	2	1	2	1	2	2	1	2	1	7	0	2	1	0	2
Would not vote	13	12	0	0	0	5	1	2	4	10	13	11	9	14	13	9	9	15	12	15	11	12	16	10	10
Don't know	19	18	0	0	0	23	11	21	15	21	11	24	18	15	20	20	17	19	18	18	13	18	20	15	19
Refused	2	3	0	0	0	3	1	1	2	2	3	3	7	4	2	0	3	3	3	1	5	3	1	6	2

Sample Size: 2000 adults in GB
Fieldwork: 25th - 26th 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	
Weighted Sample	2000	338	605	136	654	484	170	705	745	968	1032	210	826	494	470	1140	860	1726	100	174	482	332	242	670	
Unweighted Sample	2000	350	628	141	624	482	165	814	743	883	1117	152	858	515	475	1268	732	1769	111	120	521	348	195	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20
Jul

25-26
Jul

And which of these parties would you vote for?

[Asked only to those who would vote for 'some other party'; n=29]

UK Independence Party (UKIP)	6	41	0	0	0	48	0	0	0	0	61	33	57	0	66	43	33	43	40	33	58	100	43	0	0	32	
Women's Equality Party	1	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	0
Some other party	86	51	0	0	0	52	100	0	80	39	55	43	63	34	47	67	51	51	55	42	0	57	100	0	44		
Don't know	5	8	0	0	0	0	0	100	20	0	13	0	37	0	9	0	7	10	11	0	0	0	0	0	24		
Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

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	9	1	0	2	3	0	0	3	7	10	9	8	11	12	6	7	13	9	11	11	10	11	7	8
1	2	2	0	0	2	1	0	0	1	2	2	2	3	2	2	1	1	3	2	4	1	2	1	2	2
2	3	2	1	0	0	2	0	0	0	3	2	2	1	2	2	2	2	2	2	2	0	2	3	1	2
3	2	2	2	1	0	3	2	1	1	3	2	2	3	3	2	2	3	1	2	6	1	2	3	4	1
4	2	1	1	0	0	1	0	0	1	1	1	1	3	1	1	0	1	1	1	0	1	1	2	2	1
5	6	8	6	4	3	5	6	3	4	7	6	9	13	8	8	6	7	9	8	9	6	9	8	11	7
6	2	3	2	3	4	2	2	2	3	3	3	4	4	4	3	2	3	3	3	0	4	3	2	5	3
7	4	5	5	6	2	4	5	4	4	4	5	5	9	6	4	2	5	5	5	3	5	4	9	5	4
8	7	8	8	9	7	9	7	7	8	7	7	8	9	8	7	7	8	7	7	6	11	8	10	6	6
9	9	6	7	7	4	10	7	4	7	6	5	7	9	5	6	7	7	5	6	4	7	6	5	9	6
10 - Absolutely certain to vote	52	53	66	71	77	60	70	78	69	57	56	51	36	51	54	65	56	50	53	54	55	54	46	47	58

*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	226	214	10.7%
Men 50-64 High education	60	74	3.7%
Men 50-64 Mid education	94	90	4.5%
Men 50-64 Low education	71	78	3.9%
Men 25-49 High education	190	188	9.4%
Men 25-49 Mid education	131	132	6.6%
Men 25-49 Low education	45	86	4.3%
Men Under 25 High education	13	20	1.0%
Men Under 25 Mid & Low education	53	86	4.3%
Women Over 65	249	256	12.8%
Women 50-64 High education	73	70	3.5%
Women 50-64 Mid education	119	102	5.1%
Women 50-64 Low education	98	80	4.0%
Women 25-49 High education	217	202	10.1%
Women 25-49 Mid education	191	142	7.1%
Women 25-49 Low education	84	76	3.8%
Women Under 25 High education	26	24	1.2%
Women Under 25 Mid & Low education	60	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	158	380	19.0%
Medium (3-7)	1309	1200	60.0%
High (8,9,10)	533	420	21.0%
Social Grade (NRS and 2011 census)			
AB	693	560	28.0%
C1	575	580	29.0%
C2	308	420	21.0%
DE	424	440	22.0%
EU Referendum Vote (Election Result)			
Remain	814	705	35.2%
Leave	743	745	37.2%
Don't Know / Did Not Vote	443	551	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	139	136	6.8%
North Lab	159	148	7.4%
North LD	29	26	1.3%
North BP	16	18	0.9%
North Oth	16	14	0.7%
North DNV	162	140	7.0%
Midlands Con	122	128	6.4%
Midlands Lab	90	78	3.9%
Midlands LD	20	18	0.9%
Midlands BP	2	4	0.2%
Midlands Oth	9	10	0.5%
Midlands DNV	105	94	4.7%
London Con	41	56	2.8%
London Lab	67	86	4.3%
London LD	18	26	1.3%
London BP	1	2	0.1%
London Oth	9	6	0.3%
London DNV	59	66	3.3%
South Con	271	276	13.8%
South Lab	125	118	5.9%
South LD	87	84	4.2%
South BP	1	2	0.1%
South Oth	28	26	1.3%
South DNV	193	164	8.2%
Wales Con	33	26	1.3%
Wales Lab	30	30	1.5%
Wales LD	5	4	0.2%
Wales PC	10	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	28	28	1.4%
Scotland Con	18	32	1.6%
Scotland Lab	11	24	1.2%
Scotland LD	6	12	0.6%
Scotland SNP	41	58	2.9%
Scotland Oth DNV	44	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