

YouGov / The Times Survey Results

Sample Size: 2144 adults in GB

Fieldwork: 21st - 22nd September 2023

	Westminster VI			Vote in 2019 GE			2016 EU Ref		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	2144	384	612	141	708	519	182	755	798	1038	1106	225	885	530	504	1222	922	1850	107	187	517	356	259	718	
Unweighted Sample	2144	396	618	157	722	519	196	875	840	963	1181	140	861	551	592	1302	842	1821	117	206	499	338	221	763	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

13-14
Sep

21-22
Sep

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	24	27	100	0	0	65	1	9	14	47	28	27	9	13	32	51	25	31	29	23	16	23	33	19	35
Lab	45	43	0	100	0	12	84	34	57	21	40	46	64	57	37	20	45	39	45	43	24	55	43	57	34
Lib Dem	9	10	0	0	100	4	5	50	13	7	10	10	6	10	9	12	11	8	10	10	10	6	10	8	14
SNP	3	4	0	0	0	0	1	0	5	1	4	3	3	4	5	2	4	3	0	0	36	0	0	1	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	0	12	0	0	0	0	0
Reform UK	8	8	0	0	0	16	0	4	1	17	10	5	3	5	11	10	6	10	8	4	6	9	8	4	9
Green	9	7	0	0	0	1	9	3	9	3	6	8	13	10	4	3	7	7	7	3	5	6	5	12	7
Other	1	1	0	0	0	1	0	0	1	2	1	1	0	2	1	2	1	2	1	5	3	1	1	0	1

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

Conservative	15	18	100	0	0	45	1	7	12	31	19	16	6	9	21	36	18	18	19	15	11	16	20	13	22
Labour	29	29	0	100	0	8	72	29	46	14	28	29	33	37	26	15	32	25	30	29	18	38	27	37	23
Liberal Democrat	6	7	0	0	100	3	4	41	11	5	7	6	3	7	6	8	8	5	7	7	7	4	6	5	9
Scottish National Party (SNP)	2	2	0	0	0	0	1	0	4	1	3	2	2	3	3	1	3	2	0	0	26	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	0	8	0	0	0	0	0
Reform UK	5	5	0	0	0	11	0	3	1	12	7	3	1	3	8	7	5	6	5	3	4	7	5	3	6
Green	6	5	0	0	0	1	8	3	7	2	5	5	7	7	3	2	5	4	5	2	4	4	3	9	5
Some other party	1	1	0	0	0	1	1	0	1	2	1	1	0	1	0	1	1	1	1	4	2	1	1	0	1
Would not vote	14	14	0	0	0	7	3	2	5	11	15	14	22	16	12	10	10	20	15	11	14	16	18	11	13
Don't know	18	17	0	0	0	21	9	14	13	20	12	21	22	14	17	18	17	16	17	17	13	12	18	18	19
Refused	2	2	0	0	0	1	2	1	1	2	2	2	3	3	2	1	3	2	2	3	2	2	2	4	2

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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	Rest of South	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13-14 Sep	21-22 Sep																												
And which of these parties would you vote for?																															
<i>[Asked only to those who answered 'some other party'; n=21]</i>																															
				UK Independence Party (UKIP)			2	30	0	0	0	28	0	0	0	44	45	9	0	32	0	40	8	50	24	68	0	0	49	0	17
				Women's Equality Party			6	9	0	0	0	22	0	0	18	0	0	23	0	9	33	0	19	0	15	0	0	0	0	0	36
				Some other party			78	51	0	0	0	34	78	0	68	46	55	44	0	55	37	49	52	50	45	32	100	80	34	0	34
				Don't know			14	10	0	0	0	17	22	0	15	10	0	25	0	5	30	11	21	0	16	0	0	20	18	0	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	

		13-14 Sep	21-22 Sep																												
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	12	1	0	1	5	1	2	3	8	13	12	23	14	9	8	8	18	12	13	11	15	16	8	11
				1			2	2	0	0	0	1	0	1	1	3	2	2	1	2	2	2	1	3	2	1	1	2	4	1	1
				2			2	1	0	1	1	1	0	2	1	1	1	2	2	2	1	1	0	3	1	1	1	1	1	0	3
				3			3	2	1	1	2	1	1	2	1	2	2	3	4	2	1	2	2	2	3	0	1	2	2	3	3
				4			2	2	3	1	0	1	2	0	1	0	2	2	9	2	1	0	2	2	2	0	2	2	3	1	1
				5			7	6	2	4	3	5	4	2	4	6	6	7	6	8	4	6	6	7	6	8	9	6	6	5	7
				6			3	3	3	2	1	3	2	1	1	3	2	3	5	2	4	2	3	2	3	1	1	2	3	6	2
				7			4	4	3	3	7	4	3	4	3	4	4	4	5	5	4	2	4	3	4	8	4	3	3	4	4
				8			8	6	7	6	5	8	6	5	6	6	7	5	5	5	7	7	6	7	6	6	5	6	8	6	6
				9			8	7	8	10	9	9	9	9	9	7	7	7	7	7	8	7	8	6	8	5	4	9	7	10	7
				10 - Absolutely certain to vote			51	54	72	72	71	62	73	72	71	59	54	54	34	52	59	62	60	47	53	58	62	52	48	55	55

*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	270	229	10.7%
Men 50-64 High education	71	79	3.7%
Men 50-64 Mid education	105	96	4.5%
Men 50-64 Low education	90	84	3.9%
Men 25-49 High education	169	202	9.4%
Men 25-49 Mid education	147	142	6.6%
Men 25-49 Low education	48	92	4.3%
Men Under 25 High education	22	21	1.0%
Men Under 25 Mid & Low education	41	92	4.3%
Women Over 65	322	274	12.8%
Women 50-64 High education	76	75	3.5%
Women 50-64 Mid education	119	109	5.1%
Women 50-64 Low education	90	86	4.0%
Women 25-49 High education	209	217	10.1%
Women 25-49 Mid education	181	152	7.1%
Women 25-49 Low education	107	81	3.8%
Women Under 25 High education	26	26	1.2%
Women Under 25 Mid & Low education	51	86	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	209	407	19.0%
Medium (3-7)	1411	1286	60.0%
High (8,9,10)	524	450	21.0%
Social Grade (NRS and 2011 census)			
AB	705	600	28.0%
C1	597	622	29.0%
C2	364	450	21.0%
DE	478	472	22.0%
EU Referendum Vote (Election Result)			
Remain	875	755	35.2%
Leave	840	798	37.2%
Don't Know / Did Not Vote	429	590	27.5%

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

North Con	155	146	6.8%
North Lab	161	159	7.4%
North LD	24	28	1.3%
North BP	20	19	0.9%
North Oth	14	15	0.7%
North DNV	125	150	7.0%
Midlands Con	142	137	6.4%
Midlands Lab	84	84	3.9%
Midlands LD	24	19	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	12	11	0.5%
Midlands DNV	72	101	4.7%
London Con	50	60	2.8%
London Lab	75	92	4.3%
London LD	24	28	1.3%
London BP	1	2	0.1%
London Oth	8	6	0.3%
London DNV	63	71	3.3%
South Con	303	296	13.8%
South Lab	133	126	5.9%
South LD	106	90	4.2%
South BP	2	2	0.1%
South Oth	33	28	1.3%
South DNV	186	176	8.2%
Wales Con	32	28	1.3%
Wales Lab	37	32	1.5%
Wales LD	4	4	0.2%
Wales PC	12	9	0.4%
Wales BP	1	4	0.2%
Wales Oth DNV	31	30	1.4%
Scotland Con	38	34	1.6%
Scotland Lab	29	26	1.2%
Scotland LD	14	13	0.6%
Scotland SNP	67	62	2.9%
Scotland Oth DNV	58	51	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