

YouGov / The Times Survey Results

Sample Size: 2049 adults in GB
Fieldwork: 13th - 14th 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	2049	314	599	130	670	496	174	722	763	992	1057	215	846	506	482	1168	881	1768	102	178	494	340	248	686	
Unweighted Sample	2049	323	624	139	684	495	193	842	800	920	1129	139	841	521	548	1284	765	1735	118	196	463	350	199	723	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	7-8 Sep	13-14 Sep																								
Con	24	24	100	0	0	58	1	3	11	41	25	22	14	12	25	42	22	25	25	21	14	21	33	15	27	
Lab	46	45	0	100	0	16	84	38	57	25	40	49	57	57	42	23	47	40	46	39	36	50	47	59	37	
Lib Dem	10	9	0	0	100	5	2	45	13	6	11	8	13	7	11	10	10	9	10	6	4	9	5	5	16	
SNP	4	3	0	0	0	0	1	0	3	1	3	2	6	4	1	1	3	3	0	0	33	0	0	0	0	
Plaid Cymru	1	1	0	0	0	0	1	1	1	1	1	1	2	1	1	1	1	1	0	18	0	0	0	0	1	
Reform UK	6	8	0	0	0	16	1	1	1	20	10	6	0	3	13	14	6	11	8	13	3	9	9	8	8	
Green	7	9	0	0	0	4	10	9	13	5	7	10	8	13	5	6	10	8	10	1	7	10	5	11	11	
Other	2	1	0	0	0	1	1	3	1	1	2	1	0	2	1	2	1	2	1	3	3	2	1	1	1	

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

Conservative	16	15	100	0	0	41	1	3	9	27	17	14	9	8	17	29	16	15	16	15	8	13	22	11	17
Labour	31	29	0	100	0	11	70	31	45	17	28	31	35	36	29	16	33	24	30	28	22	30	31	43	24
Liberal Democrat	7	6	0	0	100	4	2	36	10	4	8	5	9	5	7	7	7	6	7	5	2	6	4	4	10
Scottish National Party (SNP)	3	2	0	0	0	0	0	0	3	0	2	1	3	2	1	1	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	1	1	1	1	1	1	1	1	0	1	1	0	13	0	0	0	0	0
Reform UK	4	5	0	0	0	11	1	1	1	13	7	4	0	2	9	10	4	7	6	9	2	5	6	6	5
Green	5	6	0	0	0	3	8	7	11	3	5	6	5	8	4	4	7	5	6	0	4	6	4	8	7
Some other party	1	1	0	0	0	0	1	3	1	1	2	1	1	1	1	1	1	2	1	2	3	1	1	1	1
Would not vote	14	14	0	0	0	5	5	1	4	11	12	15	12	17	13	10	11	18	14	7	12	20	11	8	14
Don't know	16	18	0	0	0	23	10	17	15	21	15	21	20	16	18	21	16	20	17	16	23	16	18	17	19
Refused	3	2	0	0	0	1	1	0	1	2	3	2	5	4	1	0	2	3	2	4	3	2	3	2	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=25]

UK Independence Party (UKIP)	19	2	0	0	0	0	0	0	0	7	0	6	0	4	0	0	5	0	3	0	0	8	0	0	0
Women's Equality Party	6	6	0	0	0	28	0	0	0	8	0	19	0	8	15	0	6	7	9	0	0	0	0	41	18
Some other party	75	78	0	0	0	72	100	81	90	85	80	75	0	89	60	100	90	69	82	100	59	92	72	59	82
Don't know	0	14	0	0	0	0	0	19	10	0	20	0	100	0	25	0	0	24	6	0	41	0	28	0	0
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

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

	7-8 Sep	13-14 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	11	0	0	3	4	2	1	2	8	11	11	9	13	10	8	8	15	11	9	7	16	9	7	11	
1	3	2	0	0	0	1	0	0	1	2	1	3	2	2	2	2	2	2	2	2	1	1	2	2	2	3
2	3	2	1	0	0	1	1	0	1	2	1	2	3	2	1	1	2	2	2	1	3	2	2	2	2	2
3	3	3	1	1	0	1	1	0	1	2	3	2	5	3	2	1	2	3	3	0	1	4	4	1	2	2
4	2	2	2	1	4	2	2	1	1	2	2	2	2	2	2	1	1	2	2	5	3	1	2	2	2	2
5	5	7	4	4	0	6	5	2	3	7	7	7	8	7	5	6	5	9	6	8	8	7	10	4	5	5
6	2	3	2	2	4	3	2	1	2	2	2	3	4	3	2	1	2	3	2	2	4	1	3	4	3	3
7	4	4	6	3	6	6	2	5	4	4	5	3	8	5	5	2	4	4	4	4	4	3	7	5	4	4
8	7	8	10	9	8	9	7	7	7	8	7	8	11	8	6	6	8	7	8	7	4	7	4	15	8	8
9	8	8	10	10	9	10	10	12	10	8	9	8	15	7	6	10	9	8	8	13	7	6	8	10	9	9
10 - Absolutely certain to vote	53	51	64	68	66	58	69	70	69	55	52	51	33	47	59	60	57	44	51	51	59	52	50	50	51	8

*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	249	219	10.7%
Men 50-64 High education	70	76	3.7%
Men 50-64 Mid education	92	92	4.5%
Men 50-64 Low education	88	80	3.9%
Men 25-49 High education	178	193	9.4%
Men 25-49 Mid education	147	135	6.6%
Men 25-49 Low education	46	88	4.3%
Men Under 25 High education	10	20	1.0%
Men Under 25 Mid & Low education	40	88	4.3%
Women Over 65	299	262	12.8%
Women 50-64 High education	70	72	3.5%
Women 50-64 Mid education	112	105	5.1%
Women 50-64 Low education	89	82	4.0%
Women 25-49 High education	201	207	10.1%
Women 25-49 Mid education	165	145	7.1%
Women 25-49 Low education	104	78	3.8%
Women Under 25 High education	23	25	1.2%
Women Under 25 Mid & Low education	66	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	196	389	19.0%
Medium (3-7)	1389	1229	60.0%
High (8,9,10)	464	430	21.0%
Social Grade (NRS and 2011 census)			
AB	715	574	28.0%
C1	569	594	29.0%
C2	359	430	21.0%
DE	406	451	22.0%
EU Referendum Vote (Election Result)			
Remain	842	722	35.2%
Leave	800	763	37.2%
Don't Know / Did Not Vote	407	564	27.5%

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

North Con	145	139	6.8%
North Lab	142	152	7.4%
North LD	36	27	1.3%
North BP	17	18	0.9%
North Oth	15	14	0.7%
North DNV	108	143	7.0%
Midlands Con	138	131	6.4%
Midlands Lab	87	80	3.9%
Midlands LD	21	18	0.9%
Midlands BP	1	4	0.2%
Midlands Oth	13	10	0.5%
Midlands DNV	90	96	4.7%
London Con	48	57	2.8%
London Lab	63	88	4.3%
London LD	18	27	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	61	68	3.3%
South Con	284	283	13.8%
South Lab	140	121	5.9%
South LD	99	86	4.2%
South BP	2	2	0.1%
South Oth	34	27	1.3%
South DNV	164	168	8.2%
Wales Con	35	27	1.3%
Wales Lab	34	31	1.5%
Wales LD	5	4	0.2%
Wales PC	6	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	35	29	1.4%
Scotland Con	34	33	1.6%
Scotland Lab	29	25	1.2%
Scotland LD	14	12	0.6%
Scotland SNP	72	59	2.9%
Scotland Oth DNV	47	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