

YouGov / The Times Survey Results

Sample Size: 2006 adults in GB
Fieldwork: 17th - 18th May 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	2006	338	590	157	656	485	171	707	747	971	1035	211	828	495	471	1143	863	1731	100	175	483	333	243	672	
Unweighted Sample	2006	355	608	172	700	480	188	832	763	893	1113	170	848	520	468	1175	831	1720	101	185	483	334	215	688	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

9-10
May

17-18
May

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	3	14	41	25	26	12	13	30	42	24	27	26	24	18	23	28	17	31
Lab	43	43	0	100	0	15	84	28	53	26	43	43	58	56	35	28	45	41	44	47	30	50	45	58	35
Lib Dem	11	12	0	0	100	6	4	59	16	7	12	12	9	12	11	12	14	8	12	8	8	8	9	10	18
SNP	3	3	0	0	0	0	1	1	5	1	4	3	6	4	3	3	3	4	0	0	34	0	0	2	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	0	0	2	1	0	1	1	1	0	12	1	0	0	0	0
Reform UK	7	6	0	0	0	13	1	1	0	15	8	4	2	3	10	8	5	9	7	5	1	9	8	3	7
Green	8	8	0	0	0	3	8	8	10	6	6	10	10	10	8	4	8	8	9	2	5	8	10	10	8
Other	2	2	0	0	0	2	1	0	2	3	1	2	2	1	3	2	1	3	2	3	3	3	0	1	2

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

Conservative	17	17	100	0	0	45	2	3	12	28	18	16	8	8	22	30	17	17	17	16	12	15	17	12	21
Labour	30	29	0	100	0	11	72	21	43	18	31	28	35	35	26	20	32	26	30	33	21	34	29	41	24
Liberal Democrat	8	8	0	0	100	5	4	46	13	5	8	8	6	8	8	8	10	5	8	5	5	5	6	7	12
Scottish National Party (SNP)	2	2	0	0	0	0	1	1	4	0	3	2	4	2	2	2	2	3	0	0	23	0	0	2	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	0	0	2	1	0	1	1	0	0	8	1	0	1	0	0
Reform UK	5	4	0	0	0	10	0	1	0	10	6	3	1	2	7	6	3	5	5	3	1	6	5	2	5
Green	6	5	0	0	0	2	7	7	8	5	5	6	6	6	6	3	5	5	6	1	4	5	7	7	5
Some other party	1	1	0	0	0	2	1	1	1	2	1	2	1	1	3	2	1	2	1	2	2	2	1	1	1
Would not vote	13	13	0	0	0	8	4	1	4	13	12	15	13	17	10	10	10	19	14	15	11	16	16	7	13
Don't know	16	16	0	0	0	17	7	18	13	16	12	19	14	16	15	16	16	15	16	13	15	15	17	16	16
Refused	3	3	0	0	0	1	2	3	1	2	3	2	8	4	1	1	2	3	3	3	3	3	3	5	2

Sample Size: 2006 adults in GB
Fieldwork: 17th - 18th May 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	2006	338	590	157	656	485	171	707	747	971	1035	211	828	495	471	1143	863	1731	100	175	483	333	243	672	
Unweighted Sample	2006	355	608	172	700	480	188	832	763	893	1113	170	848	520	468	1175	831	1720	101	185	483	334	215	688	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

9-10
May

17-18
May

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)	9	11	0	0	0	8	0	0	0	18	29	0	0	40	6	0	7	14	4	100	0	9	0	0	0
Women's Equality Party	2	13	0	0	0	10	0	0	19	10	0	20	39	0	15	11	23	5	12	0	24	10	0	0	19
Some other party	79	68	0	0	0	83	100	0	72	63	62	72	61	48	79	66	55	77	73	0	76	81	47	63	73
Don't know	10	9	0	0	0	0	0	100	9	9	9	8	0	13	0	23	15	4	11	0	0	0	53	37	8
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

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	12	11	0	2	1	4	2	0	3	9	10	12	9	14	7	9	7	15	11	11	11	13	13	7	9
1	2	2	0	1	0	2	0	0	1	2	2	2	5	2	1	1	1	3	2	0	0	2	3	1	2
2	1	2	1	0	1	2	1	1	1	3	3	2	3	3	2	1	2	3	2	5	1	1	3	2	3
3	2	2	1	1	0	0	2	1	1	1	2	2	5	3	1	0	2	3	2	2	2	2	2	4	2
4	1	2	0	1	2	2	1	1	2	1	2	2	4	2	1	1	2	1	2	3	3	1	1	3	1
5	7	6	7	3	4	4	3	5	4	5	6	7	11	6	5	7	5	8	7	3	5	7	8	7	6
6	3	3	2	1	5	2	2	3	2	2	3	4	6	4	2	2	3	3	3	5	1	2	5	2	3
7	4	5	4	5	4	5	4	5	3	5	5	4	8	5	5	2	5	5	5	8	4	5	3	7	4
8	6	6	9	7	5	8	5	6	5	7	6	6	9	5	7	6	6	7	7	2	5	8	6	5	6
9	8	8	12	11	9	11	9	11	8	9	9	8	11	8	6	9	9	8	9	7	7	7	8	10	9
10 - Absolutely certain to vote	52	52	63	67	69	59	70	66	71	55	52	52	30	46	62	62	57	45	51	55	61	50	47	52	53

Sample Size: 2006 adults in GB
Fieldwork: 17th - 18th May 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	2006	338	590	157	656	485	171	707	747	971	1035	211	828	495	471	1143	863	1731	100	175	483	333	243	672	
Unweighted Sample	2006	355	608	172	700	480	188	832	763	893	1113	170	848	520	468	1175	831	1720	101	185	483	334	215	688	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

9-10
May

17-18
May

Which of the following do you think would make the best Prime Minister?

Rishi Sunak	24	25	82	4	17	54	4	12	18	37	25	25	15	16	28	41	26	24	26	22	18	24	25	22	29
Keir Starmer	30	30	2	71	33	9	63	45	48	16	33	27	32	35	30	20	34	25	29	30	35	31	27	36	26
Not sure	42	41	14	22	49	34	28	42	31	44	38	44	42	44	39	37	37	46	40	46	44	41	44	32	42
Refused	4	4	1	3	1	3	5	1	2	3	4	4	11	5	2	2	3	5	4	2	3	4	4	10	3

*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	204	215	10.7%
Men 50-64 High education	67	74	3.7%
Men 50-64 Mid education	100	90	4.5%
Men 50-64 Low education	85	78	3.9%
Men 25-49 High education	146	189	9.4%
Men 25-49 Mid education	154	132	6.6%
Men 25-49 Low education	58	86	4.3%
Men Under 25 High education	20	20	1.0%
Men Under 25 Mid & Low education	59	86	4.3%
Women Over 65	264	257	12.8%
Women 50-64 High education	66	70	3.5%
Women 50-64 Mid education	116	102	5.1%
Women 50-64 Low education	86	80	4.0%
Women 25-49 High education	211	203	10.1%
Women 25-49 Mid education	175	142	7.1%
Women 25-49 Low education	104	76	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	67	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	209	381	19.0%
Medium (3-7)	1330	1204	60.0%
High (8,9,10)	467	421	21.0%
Social Grade (NRS and 2011 census)			
AB	623	562	28.0%
C1	552	582	29.0%
C2	400	421	21.0%
DE	431	441	22.0%
EU Referendum Vote (Election Result)			
Remain	832	707	35.2%
Leave	763	747	37.2%
Don't Know / Did Not Vote	411	552	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	147	136	6.8%
North Lab	153	148	7.4%
North LD	33	26	1.3%
North BP	19	18	0.9%
North Oth	14	14	0.7%
North DNV	117	140	7.0%
Midlands Con	139	128	6.4%
Midlands Lab	78	78	3.9%
Midlands LD	19	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	81	94	4.7%
London Con	53	56	2.8%
London Lab	66	86	4.3%
London LD	22	26	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	65	66	3.3%
South Con	293	277	13.8%
South Lab	125	118	5.9%
South LD	99	84	4.2%
South BP	3	2	0.1%
South Oth	29	26	1.3%
South DNV	139	165	8.2%
Wales Con	32	26	1.3%
Wales Lab	30	30	1.5%
Wales LD	4	4	0.2%
Wales PC	7	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	24	28	1.4%
Scotland Con	36	32	1.6%
Scotland Lab	28	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	63	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