

YouGov / The Times Survey Results

Sample Size: 2107 adults in GB
Fieldwork: 7th - 8th 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 | 2107 | 333 | 651 | 155 | 691 | 510 | 179 | 742 | 785 | 1020 | 1087 | 221 | 870 | 520 | 495 | 1201 | 906 | 1818 | 105 | 183 | 508 | 350 | 255 | 706 | |
| Unweighted Sample | 2107 | 380 | 653 | 153 | 731 | 524 | 191 | 936 | 786 | 907 | 1200 | 137 | 815 | 565 | 590 | 1329 | 778 | 1790 | 117 | 200 | 513 | 366 | 168 | 743 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

30-31
Aug
7-8
Sep

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|----|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 26 | 24 | 100 | 0 | 0 | 64 | 1 | 1 | 12 | 44 | 22 | 26 | 8 | 13 | 24 | 45 | 22 | 28 | 26 | 18 | 14 | 22 | 30 | 16 | 30 |
| Lab | 44 | 46 | 0 | 100 | 0 | 11 | 85 | 40 | 58 | 27 | 45 | 47 | 63 | 58 | 41 | 28 | 47 | 44 | 48 | 46 | 29 | 57 | 46 | 59 | 38 |
| Lib Dem | 10 | 10 | 0 | 0 | 100 | 5 | 4 | 49 | 14 | 6 | 11 | 9 | 10 | 11 | 11 | 9 | 11 | 10 | 11 | 9 | 7 | 8 | 8 | 10 | 15 |
| SNP | 4 | 4 | 0 | 0 | 0 | 0 | 1 | 1 | 5 | 2 | 4 | 3 | 6 | 4 | 3 | 3 | 4 | 4 | 0 | 0 | 38 | 0 | 0 | 0 | 0 |
| Plaid Cymru | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 0 |
| Reform UK | 7 | 6 | 0 | 0 | 0 | 15 | 0 | 0 | 0 | 14 | 8 | 4 | 2 | 3 | 7 | 11 | 6 | 7 | 6 | 8 | 3 | 6 | 7 | 4 | 8 |
| Green | 7 | 7 | 0 | 0 | 0 | 3 | 7 | 7 | 9 | 4 | 6 | 8 | 8 | 8 | 9 | 3 | 8 | 5 | 7 | 3 | 7 | 6 | 7 | 9 | 7 |
| Other | 1 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 4 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 3 |

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

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 17 | 16 | 100 | 0 | 0 | 43 | 1 | 1 | 9 | 30 | 15 | 16 | 4 | 9 | 17 | 32 | 16 | 16 | 17 | 13 | 10 | 14 | 19 | 11 | 19 |
| Labour | 30 | 31 | 0 | 100 | 0 | 8 | 73 | 33 | 46 | 18 | 31 | 31 | 37 | 37 | 28 | 20 | 34 | 27 | 32 | 33 | 21 | 38 | 30 | 44 | 24 |
| Liberal Democrat | 6 | 7 | 0 | 0 | 100 | 3 | 4 | 42 | 11 | 4 | 9 | 6 | 10 | 7 | 8 | 6 | 8 | 6 | 8 | 7 | 5 | 5 | 5 | 11 | 10 |
| Scottish National Party (SNP) | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 3 | 0 | 0 | 29 | 0 | 0 | 0 | 0 |
| Plaid Cymru | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 |
| Reform UK | 5 | 4 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 10 | 6 | 3 | 1 | 2 | 5 | 8 | 4 | 4 | 4 | 6 | 3 | 4 | 5 | 3 | 5 |
| Green | 5 | 5 | 0 | 0 | 0 | 2 | 6 | 6 | 7 | 3 | 4 | 5 | 4 | 5 | 6 | 2 | 6 | 3 | 5 | 2 | 5 | 4 | 5 | 6 | 5 |
| Some other party | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| Would not vote | 13 | 14 | 0 | 0 | 0 | 7 | 3 | 3 | 4 | 10 | 14 | 14 | 19 | 19 | 10 | 8 | 9 | 22 | 14 | 14 | 13 | 17 | 16 | 5 | 16 |
| Don't know | 16 | 16 | 0 | 0 | 0 | 23 | 9 | 13 | 15 | 19 | 12 | 19 | 11 | 14 | 20 | 18 | 16 | 16 | 16 | 14 | 12 | 15 | 18 | 12 | 18 |
| Refused | 3 | 3 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 3 | 4 | 2 | 8 | 3 | 1 | 1 | 2 | 4 | 3 | 1 | 1 | 2 | 2 | 7 | 2 |

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|--------------------------|----------------|-----|-----|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|---|
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| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | 30-31 Aug | 7-8 Sep | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|---------|----|----|----|----|----|-----|----|----|----|----|-----|----|----|----|----|----|----|-----|-----|----|----|-----|----|--|
| And which of these parties would you vote for? | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>[Asked only to those who answered 'some other party'; n=25]</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| UK Independence Party (UKIP) | 15 | 19 | 0 | 0 | 0 | 35 | 10 | 0 | 20 | 25 | 12 | 34 | 0 | 25 | 19 | 31 | 10 | 39 | 23 | 0 | 0 | 37 | 0 | 0 | 33 | |
| Women's Equality Party | 7 | 6 | 0 | 0 | 0 | 15 | 0 | 0 | 0 | 10 | 0 | 19 | 0 | 0 | 14 | 0 | 9 | 0 | 7 | 0 | 0 | 0 | 30 | 0 | 0 | |
| Some other party | 70 | 75 | 0 | 0 | 0 | 50 | 90 | 100 | 80 | 65 | 88 | 47 | 100 | 75 | 67 | 69 | 81 | 61 | 70 | 100 | 100 | 63 | 70 | 100 | 67 | |
| Don't know | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Refused | 3 | 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 | 11 | 1 | 1 | 4 | 3 | 1 | 0 | 3 | 7 | 11 | 11 | 23 | 15 | 7 | 5 | 7 | 18 | 11 | 11 | 10 | 15 | 13 | 5 | 10 | |
| 1 | 2 | 3 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 2 | 3 | 2 | 3 | 4 | 1 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 5 | 1 | 3 | |
| 2 | 1 | 3 | 0 | 0 | 6 | 2 | 1 | 2 | 1 | 2 | 3 | 3 | 7 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 1 | 1 | 1 | 7 | 3 | |
| 3 | 2 | 3 | 1 | 1 | 5 | 2 | 2 | 3 | 1 | 2 | 2 | 4 | 5 | 3 | 3 | 1 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 5 | 3 | |
| 4 | 2 | 2 | 2 | 2 | 0 | 2 | 0 | 0 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 0 | 2 | 1 | 3 | 2 | 1 | |
| 5 | 6 | 5 | 3 | 2 | 2 | 6 | 2 | 3 | 3 | 6 | 4 | 6 | 6 | 6 | 4 | 4 | 4 | 6 | 5 | 4 | 3 | 5 | 6 | 4 | 6 | |
| 6 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 4 | 1 | 2 | 2 | 3 | 2 | |
| 7 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | |
| 8 | 7 | 7 | 8 | 8 | 7 | 7 | 7 | 8 | 8 | 7 | 5 | 9 | 7 | 6 | 7 | 7 | 7 | 7 | 7 | 3 | 7 | 7 | 9 | 7 | 6 | |
| 9 | 9 | 8 | 12 | 10 | 4 | 9 | 9 | 10 | 9 | 9 | 8 | 7 | 7 | 8 | 9 | 7 | 10 | 6 | 7 | 16 | 9 | 8 | 7 | 8 | 7 | |
| 10 - Absolutely certain to vote | 52 | 53 | 66 | 69 | 66 | 59 | 72 | 69 | 70 | 55 | 55 | 51 | 31 | 47 | 59 | 65 | 59 | 45 | 52 | 50 | 59 | 52 | 48 | 55 | 53 | |

*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 | 266 | 225 | 10.7% |
| Men 50-64 High education | 77 | 78 | 3.7% |
| Men 50-64 Mid education | 105 | 95 | 4.5% |
| Men 50-64 Low education | 96 | 82 | 3.9% |
| Men 25-49 High education | 147 | 198 | 9.4% |
| Men 25-49 Mid education | 116 | 139 | 6.6% |
| Men 25-49 Low education | 47 | 91 | 4.3% |
| Men Under 25 High education | 16 | 21 | 1.0% |
| Men Under 25 Mid & Low education | 37 | 91 | 4.3% |
| Women Over 65 | 324 | 270 | 12.8% |
| Women 50-64 High education | 70 | 74 | 3.5% |
| Women 50-64 Mid education | 120 | 107 | 5.1% |
| Women 50-64 Low education | 97 | 84 | 4.0% |
| Women 25-49 High education | 212 | 213 | 10.1% |
| Women 25-49 Mid education | 187 | 150 | 7.1% |
| Women 25-49 Low education | 106 | 80 | 3.8% |
| Women Under 25 High education | 27 | 25 | 1.2% |
| Women Under 25 Mid & Low education | 57 | 84 | 4.0% |
| Political Attention (British Election Study face to face element) | | | |
| Low (0,1,2) | 173 | 400 | 19.0% |
| Medium (3-7) | 1425 | 1264 | 60.0% |
| High (8,9,10) | 509 | 442 | 21.0% |
| Social Grade (NRS and 2011 census) | | | |
| AB | 709 | 590 | 28.0% |
| C1 | 620 | 611 | 29.0% |
| C2 | 346 | 442 | 21.0% |
| DE | 432 | 464 | 22.0% |
| EU Referendum Vote (Election Result) | | | |
| Remain | 936 | 742 | 35.2% |
| Leave | 786 | 785 | 37.2% |
| Don't Know / Did Not Vote | 385 | 580 | 27.5% |

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

| | | | |
|------------------|-----|-----|-------|
| North Con | 163 | 143 | 6.8% |
| North Lab | 173 | 156 | 7.4% |
| North LD | 29 | 27 | 1.3% |
| North BP | 11 | 19 | 0.9% |
| North Oth | 15 | 15 | 0.7% |
| North DNV | 122 | 147 | 7.0% |
| Midlands Con | 152 | 135 | 6.4% |
| Midlands Lab | 91 | 82 | 3.9% |
| Midlands LD | 22 | 19 | 0.9% |
| Midlands BP | 3 | 4 | 0.2% |
| Midlands Oth | 11 | 11 | 0.5% |
| Midlands DNV | 87 | 99 | 4.7% |
| London Con | 40 | 59 | 2.8% |
| London Lab | 53 | 91 | 4.3% |
| London LD | 15 | 27 | 1.3% |
| London BP | 1 | 2 | 0.1% |
| London Oth | 8 | 6 | 0.3% |
| London DNV | 51 | 70 | 3.3% |
| South Con | 303 | 291 | 13.8% |
| South Lab | 145 | 124 | 5.9% |
| South LD | 106 | 88 | 4.2% |
| South BP | 3 | 2 | 0.1% |
| South Oth | 32 | 27 | 1.3% |
| South DNV | 154 | 173 | 8.2% |
| Wales Con | 33 | 27 | 1.3% |
| Wales Lab | 37 | 32 | 1.5% |
| Wales LD | 4 | 4 | 0.2% |
| Wales PC | 9 | 8 | 0.4% |
| Wales BP | 3 | 4 | 0.2% |
| Wales Oth DNV | 31 | 29 | 1.4% |
| Scotland Con | 39 | 34 | 1.6% |
| Scotland Lab | 25 | 25 | 1.2% |
| Scotland LD | 15 | 13 | 0.6% |
| Scotland SNP | 72 | 61 | 2.9% |
| Scotland Oth DNV | 49 | 51 | 2.4% |

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology
Or visit our website: yougov.co.uk