

YouGov / The Times Survey Results

Sample Size: 2103 adults in GB
Fieldwork: 30th - 31st August 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	2103	367	635	136	688	509	179	741	783	1018	1085	221	869	519	494	1199	904	1815	105	183	507	349	254	705	
Unweighted Sample	2103	384	637	139	717	500	182	845	815	935	1168	166	840	515	582	1299	804	1795	115	193	482	363	218	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-23
Aug

30-31
Aug

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	24	26	100	0	0	63	1	4	15	45	28	24	11	14	29	47	23	31	28	17	14	24	33	22	30
Lab	44	44	0	100	0	13	84	37	54	26	41	47	57	59	37	24	48	38	46	43	28	52	43	53	39
Lib Dem	9	10	0	0	100	5	4	52	13	5	9	10	11	7	10	12	10	8	10	9	5	7	6	12	14
SNP	3	4	0	0	0	0	0	1	5	1	3	4	6	5	3	1	4	3	0	0	40	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	0	2	0	1	1	0	1	2	1	1	1	0	19	0	0	0	0	0
Reform UK	9	7	0	0	0	15	1	0	0	15	10	4	2	5	10	11	6	9	8	8	3	7	9	5	8
Green	8	7	0	0	0	3	8	4	10	5	8	7	12	9	7	4	7	8	8	4	8	8	6	6	8
Other	2	1	0	0	0	1	1	2	1	2	1	2	2	1	2	1	1	2	2	0	1	2	2	2	0

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

Conservative	16	17	100	0	0	44	1	3	12	30	20	15	7	10	21	33	17	19	19	11	10	17	22	15	19
Labour	29	30	0	100	0	9	73	27	43	18	30	30	37	39	26	17	35	24	31	29	19	38	29	37	26
Liberal Democrat	6	6	0	0	100	4	3	39	11	4	6	7	7	5	7	8	7	5	7	6	4	5	5	8	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	4	1	2	3	3	3	2	1	3	2	0	0	27	0	0	0	0
Plaid Cymru	0	1	0	0	0	0	1	0	1	0	1	1	0	1	1	1	1	1	0	13	0	0	0	0	0
Reform UK	6	5	0	0	0	10	1	0	0	10	7	3	1	3	7	7	4	5	5	6	2	4	6	3	6
Green	5	5	0	0	0	2	7	3	8	3	5	5	8	6	5	3	5	5	5	3	5	6	4	5	5
Some other party	1	1	0	0	0	1	1	1	0	2	1	1	1	1	2	1	1	1	1	0	1	2	2	2	0
Would not vote	14	13	0	0	0	5	2	1	3	10	13	12	16	17	8	7	9	18	13	17	7	14	14	10	13
Don't know	17	16	0	0	0	22	9	23	15	20	12	21	13	13	19	21	16	17	16	12	19	13	16	13	20
Refused	3	3	0	0	0	1	3	1	1	2	3	3	7	3	1	1	2	3	2	3	5	2	2	6	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=24]

UK Independence Party (UKIP)	10	15	0	0	0	17	0	39	0	23	14	16	0	29	15	0	17	14	16	0	0	14	10	18	35
Women's Equality Party	2	7	0	0	0	11	0	0	0	5	0	12	0	10	0	15	0	12	7	0	0	0	15	0	33
Some other party	79	70	0	0	0	47	100	61	100	59	78	64	100	51	71	85	76	66	68	0	100	86	75	59	0
Don't know	6	5	0	0	0	16	0	0	0	8	0	8	0	0	14	0	0	9	5	0	0	0	0	23	0
Refused	2	3	0	0	0	10	0	0	0	5	8	0	0	10	0	0	7	0	3	0	0	0	0	0	32

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	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	2103	367	635	136	688	509	179	741	783	1018	1085	221	869	519	494	1199	904	1815	105	183	507	349	254	705	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-23
Aug

30-31
Aug

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?

	22-23 Aug	30-31 Aug	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			
0 - Certain NOT to vote	11	10	1	1	1	4	1	0	2	7	11	10	16	14	6	6	8	14	10	15	10	12	11	8	9
1	2	2	0	0	0	1	0	0	0	2	3	1	7	1	1	1	3	2	1	0	1	4	1	1	2
2	2	1	0	0	1	1	0	0	0	2	1	2	2	2	2	0	1	2	2	3	0	1	1	2	2
3	2	2	2	0	1	2	0	2	1	2	1	4	4	3	1	2	1	3	2	1	2	3	2	0	3
4	1	2	1	1	2	2	1	0	0	2	1	2	2	2	1	2	2	2	1	1	3	2	0	1	1
5	6	6	3	3	5	6	3	6	3	7	4	7	6	5	6	6	5	7	6	3	4	5	4	7	7
6	3	3	3	4	1	2	2	4	3	3	4	3	7	4	2	3	3	5	4	2	1	4	4	3	4
7	6	5	7	4	7	6	4	5	5	5	4	7	5	7	4	4	6	5	5	2	7	5	7	5	5
8	6	7	7	9	5	7	7	7	7	6	6	8	11	7	7	7	7	8	7	8	7	7	7	8	7
9	7	9	8	12	10	9	12	10	10	9	9	8	10	9	9	8	10	7	9	5	7	9	9	11	9
10 - Absolutely certain to vote	54	52	69	64	68	60	69	66	68	56	55	50	30	47	61	62	58	46	51	58	61	51	50	54	51

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

	22-23 Aug	30-31 Aug	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			
Rishi Sunak	22	23	80	2	13	50	4	12	16	36	27	20	9	16	30	36	23	24	24	20	13	20	30	19	27
Keir Starmer	32	30	2	69	42	8	59	47	47	17	33	27	33	36	30	19	36	22	30	34	31	32	22	38	29
Not sure	43	43	17	26	45	39	33	41	35	44	36	49	49	44	38	43	37	50	42	42	50	44	44	35	42
Refused	4	4	1	3	1	3	4	1	3	3	4	4	9	4	2	2	4	4	4	4	5	4	3	8	3

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

	22-23 Aug	30-31 Aug	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			
Very well	2	2	6	1	0	4	1	0	1	3	2	1	1	1	2	2	1	2	0	2	1	2	4	1	
Fairly well	17	19	58	5	11	39	4	6	9	33	20	17	12	11	25	28	16	22	19	18	11	18	21	9	23
TOTAL WELL	19	21	64	6	11	43	5	6	10	36	22	18	13	12	26	30	18	23	21	18	13	19	23	13	24
Fairly badly	29	31	25	28	34	33	22	34	27	31	27	34	38	30	27	32	28	34	31	28	31	31	34	26	30
Very badly	42	41	5	60	52	17	66	59	60	25	45	37	36	46	41	32	47	32	39	49	51	40	32	51	37
TOTAL BADLY	71	72	30	88	86	50	88	93	87	56	72	71	74	76	68	64	75	66	70	77	82	71	66	77	67
Don't know	11	9	6	7	3	7	7	1	3	8	7	11	12	11	6	6	8	10	9	4	5	10	11	10	8

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

	22-23 Aug	30-31 Aug	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			
Right to leave	33	32	65	12	15	66	8	8	4	71	36	28	7	20	40	56	25	41	33	32	22	36	38	19	34
Wrong to leave	55	56	27	81	82	25	86	89	92	18	54	59	70	66	53	36	65	45	55	55	68	52	48	71	55
Don't know	12	12	8	7	2	9	6	3	4	11	10	13	23	13	8	7	10	14	12	13	10	11	13	10	12

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

Which of the following best reflects your view?

Policies to reduce air pollution need to be introduced, even if they result in some additional costs for ordinary people	31	20	45	42	19	46	46	50	17	32	30	36	34	31	24	39	21	31	28	35	26	31	41	31
Policies to reduce air pollution should only be introduced if they do not result in additional costs for ordinary people	54	69	46	50	68	43	45	41	65	53	54	48	49	54	64	49	60	54	56	49	56	54	44	56
Policies to reduce air pollution should not be introduced at all, even if they can be done without additional costs	4	5	1	1	6	1	1	2	7	6	3	2	4	4	5	3	6	4	5	5	4	5	4	3
None of these	5	2	3	4	4	4	5	3	5	4	5	6	5	6	3	4	6	5	6	5	6	4	5	5
Don't know	6	4	5	2	3	5	3	4	6	5	8	8	8	5	4	5	7	6	5	6	8	7	6	5

There is due to be a by-election in Mid-Bedfordshire following the resignation of Nadine Dorries. Thinking about this forthcoming by-election, which of the following would you rather see?

All parties putting up candidates and doing their best to win the seats	59	82	54	50	79	52	48	56	72	62	57	46	51	67	72	58	60	60	54	55	59	62	53	62
Labour standing down their candidate or not actively campaigning to improve the Liberal Democrats' chance of winning	5	3	6	23	2	6	19	8	3	7	4	5	6	5	6	6	4	6	4	2	5	5	8	6
The Liberal Democrat standing down their candidate or not actively campaigning to improve Labour's chance of winning	7	0	17	8	2	16	10	13	3	9	6	10	8	9	4	10	4	7	10	8	9	7	10	5
Don't know	28	15	23	19	17	26	23	23	22	22	34	40	36	19	18	25	31	27	32	36	27	27	29	26

Thinking about Britain's relationship with the following countries, for each one please say whether you think we should try to have a close relationship, or whether we should keep our distance?

Saudi Arabia																									
We should try to have a close relationship	29	42	23	25	36	16	20	23	33	36	22	31	28	30	28	28	30	29	26	30	30	33	26	27	
We should try to keep our distance	50	42	58	59	47	62	63	58	47	50	50	40	49	51	53	53	45	50	53	46	47	54	52	52	
Don't know	22	16	19	17	17	23	17	19	20	14	29	30	23	19	19	19	25	21	21	24	24	20	20	21	
China																									
We should try to have a close relationship	31	35	31	31	28	30	32	34	27	37	26	39	32	31	28	32	30	31	26	33	34	32	33	29	
We should try to keep our distance	51	55	52	52	60	49	49	48	59	52	50	39	48	51	59	50	51	51	58	47	48	52	45	54	
Don't know	18	10	17	17	12	21	19	18	14	11	24	22	20	18	13	18	19	18	16	20	17	16	22	18	
Russia																									
We should try to have a close relationship	10	11	8	5	11	7	7	11	9	14	7	10	11	12	7	11	10	10	13	11	10	11	9	9	
We should try to keep our distance	80	82	85	85	83	84	84	81	82	77	82	75	78	78	86	80	79	80	81	78	79	76	77	82	
Don't know	10	7	7	10	7	9	9	8	9	9	12	15	11	11	7	9	12	11	6	10	11	12	13	8	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
France																								
We should try to have a close relationship	79	80	89	92	75	88	88	91	71	81	77	76	80	80	76	84	71	78	81	80	77	81	78	78
We should try to keep our distance	10	14	3	5	18	3	4	3	19	12	9	5	7	13	15	7	15	10	12	7	11	10	10	10
Don't know	11	6	8	3	8	9	8	6	10	8	15	19	13	7	9	9	14	11	7	13	12	9	12	12
Germany																								
We should try to have a close relationship	82	87	89	93	84	88	87	90	80	88	76	73	81	86	82	85	77	81	86	82	80	84	81	81
We should try to keep our distance	7	7	4	4	9	2	6	2	9	6	8	7	6	6	9	5	9	7	4	4	8	6	7	7
Don't know	12	7	8	3	8	10	7	8	11	6	17	20	14	8	8	10	14	12	10	14	12	10	12	12
USA																								
We should try to have a close relationship	78	93	80	81	88	77	81	81	82	83	74	70	75	82	84	81	75	78	83	76	76	82	73	79
We should try to keep our distance	12	3	11	11	7	14	7	10	10	10	13	14	12	12	9	10	14	12	7	13	11	12	14	11
Don't know	10	3	9	8	5	10	12	9	8	7	14	17	13	6	7	10	11	10	10	11	13	6	13	10
Ukraine																								
We should try to have a close relationship	74	82	80	81	77	79	81	80	73	75	72	68	72	76	78	78	68	74	76	67	72	73	72	78
We should try to keep our distance	12	10	8	6	12	8	6	7	15	14	10	14	13	11	11	10	15	12	10	16	12	15	12	10
Don't know	14	8	11	12	12	14	13	13	12	11	17	18	16	13	11	12	17	14	15	17	16	12	17	13
India																								
We should try to have a close relationship	61	65	68	68	62	67	67	68	58	67	56	56	61	63	61	65	57	62	56	59	59	64	66	61
We should try to keep our distance	18	22	13	19	24	11	15	13	25	20	16	11	16	18	24	16	20	18	20	18	17	17	15	19
Don't know	21	13	19	13	14	21	18	19	17	13	28	33	23	18	15	19	23	21	24	22	24	19	19	20
Australia																								
We should try to have a close relationship	88	96	90	96	95	89	92	90	92	91	86	82	85	91	94	91	86	88	92	89	88	89	86	88
We should try to keep our distance	2	1	1	1	1	2	1	2	1	2	2	2	3	2	1	2	3	2	2	2	2	3	3	2
Don't know	10	3	8	3	4	9	7	8	6	7	12	16	12	7	4	8	12	10	6	9	10	9	11	10

*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	275	225	10.7%
Men 50-64 High education	65	78	3.7%
Men 50-64 Mid education	96	95	4.5%
Men 50-64 Low education	83	82	3.9%
Men 25-49 High education	165	198	9.4%
Men 25-49 Mid education	159	139	6.6%
Men 25-49 Low education	38	90	4.3%
Men Under 25 High education	13	21	1.0%
Men Under 25 Mid & Low education	41	90	4.3%
Women Over 65	307	269	12.8%
Women 50-64 High education	69	74	3.5%
Women 50-64 Mid education	110	107	5.1%
Women 50-64 Low education	92	84	4.0%
Women 25-49 High education	200	212	10.1%
Women 25-49 Mid education	176	149	7.1%
Women 25-49 Low education	102	80	3.8%
Women Under 25 High education	25	25	1.2%
Women Under 25 Mid & Low education	87	84	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	242	400	19.0%
Medium (3-7)	1380	1262	60.0%
High (8,9,10)	481	442	21.0%
Social Grade (NRS and 2011 census)			
AB	662	589	28.0%
C1	637	610	29.0%
C2	352	442	21.0%
DE	452	463	22.0%
EU Referendum Vote (Election Result)			
Remain	845	741	35.2%
Leave	815	783	37.2%
Don't Know / Did Not Vote	443	579	27.5%

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

North Con	156	143	6.8%
North Lab	160	156	7.4%
North LD	31	27	1.3%
North BP	13	19	0.9%
North Oth	14	15	0.7%
North DNV	108	147	7.0%
Midlands Con	142	135	6.4%
Midlands Lab	82	82	3.9%
Midlands LD	22	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	13	11	0.5%
Midlands DNV	99	99	4.7%
London Con	50	59	2.8%
London Lab	70	90	4.3%
London LD	14	27	1.3%
London BP	3	2	0.1%
London Oth	9	6	0.3%
London DNV	72	69	3.3%
South Con	301	290	13.8%
South Lab	127	124	5.9%
South LD	100	88	4.2%
South BP	3	2	0.1%
South Oth	32	27	1.3%
South DNV	169	172	8.2%
Wales Con	33	27	1.3%
Wales Lab	33	32	1.5%
Wales LD	3	4	0.2%
Wales PC	8	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	34	29	1.4%
Scotland Con	35	34	1.6%
Scotland Lab	28	25	1.2%
Scotland LD	12	13	0.6%
Scotland SNP	67	61	2.9%
Scotland Oth DNV	51	50	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