YouGov / The Times Survey Results

Sample Size: 2012 adults in GB
Fieldwork: 3rd - 4th 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		2012	356	595	138	658	487	171	709	749	974	1038	211	831	497	473	1147	865	1736	101	175	485	334	243	674
Unweighted Sample		2012	373	621	144	677	468	173	809	757	859	1153	185	843	487	497	1198	814	1740	93	179	506	355	183	696
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	26-27 Apr	3-4 May																							

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

	26-27 Apr	3-4 May	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
Con	27	26	100	0	0	65	1	3	11	46	28	25	13	15	29	44	25	29	28	23	13	23	33	19	32
Lab	41	43	0	100	0	14	81	39	55	26	36	50	52	57	40	21	43	43	44	35	36	53	39	53	38
Lib Dem	11	10	0	0	100	4	4	51	16	5	12	8	10	9	9	12	13	5	11	12	4	6	7	11	15
SNP	4	4	0	0	0	0	1	0	6	1	3	4	5	3	5	3	4	3	0	0	38	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	2	0	1	1	2	1	4	1	1	1	1	1	0	16	0	1	0	1	0
Reform UK	7	6	0	0	0	11	1	2	1	14	8	4	0	3	8	10	4	9	6	10	4	10	8	1	4
Green	7	7	0	0	0	1	10	3	9	4	8	7	11	9	5	5	7	7	8	2	5	5	9	12	8
Other	2	3	0	0	0	4	1	2	2	3	3	2	3	2	3	4	2	4	3	3	1	2	3	3	3

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

	26-27 Apr	3-4 May	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
Conservative	18	18	100	0	0	49	1	3	9	33	19	16	8	10	21	31	19	17	19	17	10	15	22	12	22
Labour	28	30	0	100	0	10	69	34	46	19	26	33	28	39	29	15	33	25	30	25	27	37	26	33	26
Liberal Democrat	8	7	0	0	100	3	3	46	13	3	8	5	6	6	6	9	10	3	7	9	3	4	5	8	10
Scottish National Party (SNP)	3	3	0	0	0	0	0	0	5	1	2	3	3	2	3	2	3	2	0	0	29	0	0	0	0
Plaid Cymru	0	1	0	0	0	0	2	0	1	1	1	0	2	1	1	1	1	1	0	12	0	1	0	1	0
Reform UK	5	4	0	0	0	8	0	2	1	10	6	3	0	2	6	7	3	6	4	7	3	7	6	1	3
Green	5	5	0	0	0	1	9	3	7	3	5	5	6	6	4	4	6	4	5	2	3	4	6	8	6
Some other party	2	2	0	0	0	3	1	2	2	3	3	1	1	1	2	3	2	2	2	2	1	2	3	2	2
Would not vote	13	14	0	0	0	4	4	2	4	8	14	14	26	15	11	9	10	19	14	15	12	14	17	10	14
Don't know	16	15	0	0	0	19	9	7	11	18	11	18	8	14	16	18	13	18	15	10	11	15	13	18	16
Refused	2	2	0	0	0	1	2	3	1	1	4	1	11	2	1	1	2	3	3	1	3	2	2	7	2

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Unweighted Sample	2012	373	621	144	677	468	173	809	757	859	1153	185	843	487	497	1198	814	1740	93	179	506	355	183	696
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?
[Asked only to those who would vote for 'some other party'; n=37]

		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
UK Independence Party (UKIP)	20	28	0	0	0	47	0	0	6	45	34	16	46	21	20	36	10	44	28	35	0	26	56	0	21
Women's Equality Party	5	11	0	0	0	3	52	0	27	4	0	32	0	0	8	24	18	4	12	0	0	0	9	71	0
Some other party	65	58	0	0	0	50	32	100	67	51	66	44	54	79	73	32	66	52	57	65	100	61	35	29	79
Don't know	8	3	0	0	0	0	16	0	0	0	0	8	0	0	0	8	6	0	3	0	0	12	0	0	0
Refused	2	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?

		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
0 - Certain NOT to vote	12	12	1	0	0	4	2	1	2	7	13	11	24	13	10	8	7	19	12	14	10	10	15	11	13
1	2	2	0	1	0	1	1	0	1	1	1	2	5	3	0	0	2	2	2	3	0	3	1	2	1
2	2	2	1	0	3	1	1	0	1	2	1	2	4	2	1	1	2	1	2	0	1	2	2	1	2
3	2	2	0	1	0	2	1	1	1	2	2	2	3	3	0	1	2	2	2	1	2	2	1	2	3
4	2	2	1	1	2	1	0	2	1	2	2	2	4	2	2	0	2	2	2	1	0	3	1	4	1
5	7	7	6	4	4	7	4	4	3	8	6	7	8	8	4	6	6	8	7	4	5	10	6	5	6
6	3	4	4	4	2	3	4	0	1	4	4	3	4	4	4	3	2	5	4	0	2	5	4	6	3
7	5	5	4	5	5	5	4	6	5	5	5	5	6	5	5	4	5	5	5	7	2	3	4	8	5
8	7	7	8	8	11	7	7	9	7	7	6	8	7	7	7	6	7	7	7	13	6	6	7	7	7
9	9	7	10	10	9	9	8	11	9	8	9	6	5	7	9	8	9	5	7	12	9	6	5	11	7
10 - Absolutely certain to vote	50	51	65	66	63	61	68	65	68	55	50	52	30	45	57	64	56	45	50	46	63	50	53	43	51

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

	18-19 Apr	*3-4 May*	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
Rishi Sunak	26	27	89	3	18	60	4	11	16	45	29	25	18	19	27	45	28	26	28	25	17	29	29	23	29
Keir Starmer	29	30	1	71	43	9	61	52	50	17	32	28	22	38	33	17	36	22	29	34	40	32	25	33	28
Not sure	41	40	10	24	36	30	32	33	32	37	35	44	49	40	39	37	34	48	40	39	40	38	42	40	41
Refused	4	3	0	2	2	1	3	4	2	1	4	2	11	3	1	1	2	4	3	2	3	2	4	4	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.

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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	**57**	**74**	**3.7%**
Men 50-64 Mid education	**89**	**91**	**4.5%**
Men 50-64 Low education	**84**	**78**	**3.9%**
Men 25-49 High education	**144**	**189**	**9.4%**
Men 25-49 Mid education	**152**	**133**	**6.6%**
Men 25-49 Low education	**58**	**87**	**4.3%**
Men Under 25 High education	**16**	**20**	**1.0%**
Men Under 25 Mid & Low education	**55**	**87**	**4.3%**
Women Over 65	**293**	**258**	**12.8%**
Women 50-64 High education	**61**	**70**	**3.5%**
Women 50-64 Mid education	**113**	**103**	**5.1%**
Women 50-64 Low education	**83**	**80**	**4.0%**
Women 25-49 High education	**205**	**203**	**10.1%**
Women 25-49 Mid education	**184**	**143**	**7.1%**
Women 25-49 Low education	**100**	**76**	**3.8%**
Women Under 25 High education	**25**	**24**	**1.2%**
Women Under 25 Mid & Low education	**89**	**80**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**184**	**382**	**19.0%**
Medium (3-7)	**1295**	**1207**	**60.0%**
High (8,9,10)	**533**	**423**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**621**	**563**	**28.0%**
C1	**577**	**583**	**29.0%**
C2	**348**	**423**	**21.0%**
DE	**466**	**443**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**809**	**709**	**35.2%**
Leave	**757**	**749**	**37.2%**
Don't Know / Did Not Vote	**446**	**554**	**27.5%**

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

North Con	**149**	**137**	**6.8%**
North Lab	**163**	**149**	**7.4%**
North LD	**31**	**26**	**1.3%**
North BP	**17**	**18**	**0.9%**
North Oth	**16**	**14**	**0.7%**
North DNV	**130**	**141**	**7.0%**
Midlands Con	**135**	**129**	**6.4%**
Midlands Lab	**85**	**78**	**3.9%**
Midlands LD	**23**	**18**	**0.9%**
Midlands BP	**6**	**4**	**0.2%**
Midlands Oth	**12**	**10**	**0.5%**
Midlands DNV	**94**	**95**	**4.7%**
London Con	**48**	**56**	**2.8%**
London Lab	**47**	**87**	**4.3%**
London LD	**18**	**26**	**1.3%**
London BP	**3**	**2**	**0.1%**
London Oth	**7**	**6**	**0.3%**
London DNV	**60**	**66**	**3.3%**
South Con	**280**	**278**	**13.8%**
South Lab	**128**	**119**	**5.9%**
South LD	**88**	**84**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**31**	**26**	**1.3%**
South DNV	**166**	**165**	**8.2%**
Wales Con	**29**	**26**	**1.3%**
Wales Lab	**21**	**30**	**1.5%**
Wales LD	**3**	**4**	**0.2%**
Wales PC	**5**	**8**	**0.4%**
Wales BP	**4**	**4**	**0.2%**
Wales Oth DNV	**31**	**28**	**1.4%**
Soctland Con	**36**	**32**	**1.6%**
Scotland Lab	**24**	**24**	**1.2%**
Scotland LD	**10**	**12**	**0.6%**
Scotland SNP	**66**	**58**	**2.9%**
Scotland Oth DNV	**43**	**48**	**2.4%**