

YouGov / The Times Survey Results

Sample Size: 2122 adults in GB
Fieldwork: 17th - 18th August 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	2122	357	619	138	696	514	180	748	790	1027	1095	223	876	524	499	1210	912	1831	106	185	511	352	257	711	
Unweighted Sample	2122	369	646	142	707	534	189	854	847	943	1179	137	876	534	575	1277	845	1842	109	171	511	351	247	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

10-11 Aug
17-18 Aug

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	25	26	100	0	0	64	1	6	14	44	25	26	10	15	31	46	24	29	27	17	16	25	32	24	28
Lab	44	45	0	100	0	14	83	39	58	25	42	47	54	58	38	27	45	44	46	45	30	54	39	52	43
Lib Dem	10	10	0	0	100	4	5	48	12	7	11	9	10	10	10	12	7	10	8	5	7	8	11	14	
SNP	3	3	0	0	0	0	0	0	4	2	3	3	8	3	3	3	4	2	0	0	35	0	0	0	0
Plaid Cymru	0	1	0	0	0	0	0	0	1	1	1	1	1	1	0	1	1	1	0	11	1	0	0	0	0
Reform UK	8	7	0	0	0	13	1	1	1	15	9	4	2	4	12	8	5	9	7	13	1	6	9	3	8
Green	8	8	0	0	0	3	9	5	10	4	7	9	14	9	6	5	9	6	8	6	8	7	11	9	7
Other	2	1	0	0	0	2	1	1	1	2	1	2	1	1	2	2	1	1	1	1	3	1	1	1	1

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

Conservative	16	17	100	0	0	43	1	5	11	27	18	16	6	10	21	29	17	17	18	10	11	16	21	17	18
Labour	29	29	0	100	0	9	69	31	46	15	29	29	32	38	25	17	32	26	30	29	20	34	25	36	27
Liberal Democrat	7	7	0	0	100	3	4	39	9	5	8	5	7	7	6	6	8	4	7	5	5	4	5	8	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	2	5	2	2	2	3	1	0	0	24	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	0	7	1	0	0	0	0
Reform UK	5	4	0	0	0	9	1	0	1	9	6	2	1	3	8	5	4	5	4	9	1	4	6	2	5
Green	5	5	0	0	0	2	7	4	8	2	5	5	8	6	4	3	6	4	5	4	5	4	7	6	4
Some other party	1	1	0	0	0	1	1	0	1	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1
Would not vote	14	13	0	0	0	6	3	1	4	11	13	13	18	14	10	11	9	18	13	13	9	15	15	9	12
Don't know	18	20	0	0	0	26	13	16	16	26	15	24	15	17	22	24	18	22	20	18	20	20	19	17	22
Refused	2	2	0	0	0	1	1	3	1	1	2	2	7	2	0	1	2	2	2	4	2	1	1	5	2

Sample Size: 2122 adults in GB
Fieldwork: 17th - 18th August 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	2122	357	619	138	696	514	180	748	790	1027	1095	223	876	524	499	1210	912	1831	106	185	511	352	257	711	
Unweighted Sample	2122	369	646	142	707	534	189	854	847	943	1179	137	876	534	575	1277	845	1842	109	171	511	351	247	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

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

		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)	18	17	0	0	0	18	0	0	0	22	8	27	0	14	0	41	15	23	9	100	37	27	0	0	0
Women's Equality Party	6	10	0	0	0	0	33	0	44	0	0	20	0	17	16	0	15	0	6	0	32	0	0	39	0
Some other party	63	63	0	0	0	82	67	100	56	70	72	53	100	34	84	59	55	77	73	0	32	57	100	61	83
Don't know	11	10	0	0	0	0	0	0	0	9	20	0	0	36	0	0	15	0	12	0	0	16	0	0	17
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

10-11 Aug 17-18 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?

		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	13	10	1	1	1	4	2	0	3	8	10	11	12	12	7	10	7	15	10	12	9	13	12	5	10
1	2	2	0	0	0	1	0	0	0	1	2	1	5	1	1	2	1	2	2	2	2	2	1	3	1
2	2	2	1	0	0	1	1	0	1	2	2	2	3	2	1	2	2	2	2	3	0	2	2	1	2
3	2	2	1	1	2	1	2	2	1	2	2	3	6	4	1	1	2	3	3	0	0	2	2	3	4
4	2	2	1	0	0	2	1	1	1	2	1	2	3	2	1	1	2	2	2	1	1	2	1	2	2
5	6	7	5	2	5	9	4	2	2	8	6	8	9	6	7	7	6	8	7	7	5	5	9	9	7
6	3	3	3	2	4	3	2	2	2	3	3	5	4	2	2	3	3	3	2	4	3	2	3	4	4
7	5	5	6	5	8	5	5	6	5	5	5	6	6	6	2	5	5	5	2	10	7	4	3	5	5
8	6	6	8	9	5	7	8	6	6	7	7	6	4	7	6	6	5	8	7	3	4	7	7	8	6
9	8	8	9	9	11	9	7	9	9	6	8	7	9	7	6	9	8	7	7	11	7	7	10	7	7
10 - Absolutely certain to vote	52	53	66	70	64	59	70	71	68	56	53	52	38	49	61	58	58	46	52	58	58	50	49	54	54

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

		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	24	24	79	2	12	51	4	13	16	37	25	24	13	15	31	37	26	22	25	23	15	21	32	21	26
Keir Starmer	29	32	2	76	41	8	67	50	50	17	36	29	39	39	28	21	36	27	32	34	32	34	30	39	30
Not sure	44	41	18	21	43	39	28	34	33	44	37	45	43	42	41	39	36	48	40	40	50	44	36	36	41
Refused	4	3	1	1	3	2	1	2	1	2	3	3	6	3	1	2	2	3	3	4	3	1	2	4	3

Sample Size: 2122 adults in GB
Fieldwork: 17th - 18th August 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	2122	357	619	138	696	514	180	748	790	1027	1095	223	876	524	499	1210	912	1831	106	185	511	352	257	711	
Unweighted Sample	2122	369	646	142	707	534	189	854	847	943	1179	137	876	534	575	1277	845	1842	109	171	511	351	247	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-20 Jul	17-18 Aug																								
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																										
Very well	2	2	7	1	0	3	0	0	1	2	2	1	4	2	1	2	2	1	2	3	1	1	3	4	1	
Fairly well	18	17	51	4	8	35	4	10	9	28	16	18	8	11	20	28	16	19	18	16	12	17	17	16	19	
TOTAL WELL	20	19	58	5	8	38	4	10	10	30	18	19	12	13	21	30	18	20	20	19	13	18	20	20	20	
Fairly badly	28	31	27	26	30	35	26	27	26	34	28	34	33	31	31	30	31	31	31	26	30	29	36	31	32	
Very badly	40	41	7	64	53	19	64	57	59	26	48	34	39	46	39	33	43	38	40	45	49	42	32	43	40	
TOTAL BADLY	68	72	34	90	83	54	90	84	85	60	76	68	72	77	70	63	74	69	71	71	79	71	68	74	72	
Don't know	12	9	7	5	8	9	6	6	5	10	6	13	17	9	9	7	8	11	10	10	9	11	13	7	8	
In hindsight, do you think Britain was right or wrong to vote to leave the European Union?																										
Right to leave	33	32	67	12	9	65	9	4	6	68	37	29	13	22	40	51	27	40	34	25	25	32	40	23	35	
Wrong to leave	55	57	25	84	85	27	85	92	91	21	55	58	66	67	51	39	66	44	56	55	67	54	49	67	56	
Don't know	12	11	8	5	5	8	6	4	3	11	8	14	22	11	8	9	7	16	11	20	8	14	11	10	9	
How do you think the financial situation of your household will change over the NEXT 12 months?																										
Get a lot better	2	4	2	0	2	2	2	2	2	3	1	4	2	2	1	2	2	2	0	0	2	2	6	2		
Get a little better	13	20	12	12	13	12	15	11	11	14	12	26	14	8	9	14	11	13	12	13	14	13	16	11		
TOTAL BETTER	15	24	14	12	15	14	17	13	13	17	13	30	16	10	10	16	13	15	12	13	16	15	22	13		
Stay about the same	35	47	27	36	41	26	32	29	41	36	34	40	28	36	44	35	34	34	42	40	34	33	30	35		
Get a little worse	30	21	38	37	27	37	38	38	27	29	31	17	33	31	30	31	30	31	16	29	30	36	27	31		
Get a lot worse	13	4	16	13	10	18	9	14	13	14	13	3	16	16	12	12	16	13	21	11	13	11	14	15		
TOTAL WORSE	43	25	54	50	37	55	47	52	40	43	44	20	49	47	42	43	46	44	37	40	43	47	41	46		
Don't know	7	3	5	2	7	6	4	5	7	5	8	10	7	7	4	6	7	7	9	7	7	6	8	7		

Sample Size: 2122 adults in GB
Fieldwork: 17th - 18th August 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	2122	357	619	138	696	514	180	748	790	1027	1095	223	876	524	499	1210	912	1831	106	185	511	352	257	711	
Unweighted Sample	2122	369	646	142	707	534	189	854	847	943	1179	137	876	534	575	1277	845	1842	109	171	511	351	247	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household has changed over the LAST 12 months?

Got a lot better	2	2	1	1	2	1	1	2	1	2	1	2	2	1	1	2	2	2	2	1	2	0	2	2
Got a little better	10	16	10	7	8	9	12	9	8	11	10	22	11	8	6	12	7	10	7	12	9	8	15	10
TOTAL BETTER	12	18	11	8	10	10	13	11	9	13	11	24	13	9	7	14	9	12	9	13	11	8	17	12
Stayed about the same	28	36	19	30	32	22	25	25	30	30	26	33	20	29	39	28	28	27	32	34	28	30	21	27
Got a little worse	37	37	40	44	41	40	42	40	38	35	39	26	39	37	38	37	37	38	29	31	36	41	38	37
Got a lot worse	21	8	27	17	16	27	20	23	20	21	22	10	26	25	16	19	24	21	26	20	22	19	21	23
TOTAL WORSE	58	45	67	61	57	67	62	63	58	56	61	36	65	62	54	56	61	59	55	51	58	60	59	60
Don't know	2	0	2	0	1	1	0	1	1	1	3	8	3	1	0	2	2	2	5	2	3	2	2	1

How do you think the British economy has changed over the LAST 12 months?

Got a lot better	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Got a little better	5	16	2	2	9	1	1	3	8	7	4	6	4	6	6	6	5	5	4	5	4	6	5	6
TOTAL BETTER	5	16	2	2	9	1	1	3	8	7	4	7	4	6	6	6	5	5	4	5	4	6	5	6
Stayed about the same	9	15	5	7	12	4	6	4	11	13	5	15	8	9	8	8	10	9	5	6	9	10	9	9
Got a little worse	31	43	25	36	40	22	32	30	35	32	29	26	27	35	35	31	30	31	28	31	29	32	29	32
Got a lot worse	51	23	64	54	35	69	59	60	42	46	56	40	58	48	46	52	49	50	54	53	52	47	53	50
TOTAL WORSE	82	66	89	90	75	91	91	90	77	78	85	66	85	83	81	83	79	81	82	84	81	79	82	82
Don't know	4	3	3	1	3	3	2	2	3	3	6	11	4	2	3	3	5	4	9	5	5	5	3	3

Sample Size: 2122 adults in GB
Fieldwork: 17th - 18th August 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	2122	357	619	138	696	514	180	748	790	1027	1095	223	876	524	499	1210	912	1831	106	185	511	352	257	711	
Unweighted Sample	2122	369	646	142	707	534	189	854	847	943	1179	137	876	534	575	1277	845	1842	109	171	511	351	247	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the British economy will change over the NEXT 12 months?

Get a lot better	1	3	0	0	1	0	0	0	1	1	1	1	1	1	0	1	0	0	1	0	1	1		
Get a little better	18	43	11	18	28	7	19	13	24	21	15	19	13	20	22	18	17	18	21	16	17	20	17	17
TOTAL BETTER	19	46	11	18	29	7	19	13	25	22	16	21	14	21	23	19	17	19	21	16	18	20	18	18
Stay about the same	21	26	18	16	26	15	19	19	23	21	20	26	20	20	21	20	21	21	13	20	20	21	21	22
Get a little worse	30	18	37	37	23	38	37	35	24	31	29	31	31	28	30	31	28	30	25	33	32	29	28	30
Get a lot worse	22	6	27	25	13	31	18	25	19	21	23	12	26	22	18	21	23	21	28	22	23	20	23	20
TOTAL WORSE	52	24	64	62	36	69	55	60	43	52	52	43	57	50	48	52	51	51	53	55	55	49	51	50
Don't know	9	4	7	4	8	8	7	7	9	5	12	10	9	9	8	8	10	9	13	9	7	10	10	10

The ONS has reported that inflation has fallen over the last few weeks. Which of the following, if any, do you think is most responsible for this?

External factors (e.g. Global oil and gas prices)	38	44	39	50	42	38	55	47	38	46	31	27	35	43	44	44	31	38	36	40	38	37	38	39
The Bank of England increasing interest rates	17	18	21	16	19	19	12	17	20	18	17	16	18	17	18	17	18	18	16	11	17	22	19	17
Government economic policy	8	12	8	7	7	8	6	6	8	8	7	12	8	8	6	8	8	8	7	8	5	8	11	8
Something else	5	4	5	7	5	5	5	6	5	6	4	3	6	6	4	5	6	5	4	7	6	3	5	5
Don't know	31	22	27	20	27	29	22	25	30	21	41	42	33	27	28	26	38	31	37	34	34	30	27	30

**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	262	227	10.7%
Men 50-64 High education	71	79	3.7%
Men 50-64 Mid education	110	95	4.5%
Men 50-64 Low education	84	83	3.9%
Men 25-49 High education	182	199	9.4%
Men 25-49 Mid education	146	140	6.6%
Men 25-49 Low education	46	91	4.3%
Men Under 25 High education	14	21	1.0%
Men Under 25 Mid & Low education	28	91	4.3%
Women Over 65	313	272	12.8%
Women 50-64 High education	64	74	3.5%
Women 50-64 Mid education	116	108	5.1%
Women 50-64 Low education	89	85	4.0%
Women 25-49 High education	214	214	10.1%
Women 25-49 Mid education	182	151	7.1%
Women 25-49 Low education	106	81	3.8%
Women Under 25 High education	26	25	1.2%
Women Under 25 Mid & Low education	69	85	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	184	403	19.0%
Medium (3-7)	1449	1273	60.0%
High (8,9,10)	489	446	21.0%
Social Grade (NRS and 2011 census)			
AB	664	594	28.0%
C1	613	615	29.0%
C2	367	446	21.0%
DE	478	467	22.0%
EU Referendum Vote (Election Result)			
Remain	854	748	35.2%
Leave	847	790	37.2%
Don't Know / Did Not Vote	421	584	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	161	144	6.8%
North Lab	163	157	7.4%
North LD	27	28	1.3%
North BP	18	19	0.9%
North Oth	15	15	0.7%
North DNV	127	149	7.0%
Midlands Con	141	136	6.4%
Midlands Lab	91	83	3.9%
Midlands LD	23	19	0.9%
Midlands BP	3	4	0.2%
Midlands Oth	14	11	0.5%
Midlands DNV	79	100	4.7%
London Con	53	59	2.8%
London Lab	90	91	4.3%
London LD	28	28	1.3%
London BP	1	2	0.1%
London Oth	7	6	0.3%
London DNV	68	70	3.3%
South Con	286	293	13.8%
South Lab	133	125	5.9%
South LD	99	89	4.2%
South BP	3	2	0.1%
South Oth	30	28	1.3%
South DNV	182	174	8.2%
Wales Con	29	28	1.3%
Wales Lab	31	32	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	30	30	1.4%
Scotland Con	36	34	1.6%
Scotland Lab	26	25	1.2%
Scotland LD	7	13	0.6%
Scotland SNP	58	62	2.9%
Scotland Oth DNV	44	51	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