

YouGov Survey Results

Sample Size: 2058 adults in GB
Fieldwork: 24th - 25th January 2023

Weighted Sample Unweighted Sample		Cost-of-Living Segmentation					Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender	
	Total	Unsettled w/standers	Cautiously hopeful strugglers	Calm and comfortable	Worried & Suffering	Squeezed but coping	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female
	2058	387	305	454	401	511	353	619	134	673	498	175	725	766	996	1062
	2058	395	290	467	376	530	378	637	146	721	484	193	815	832	884	1174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention 2022

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

Con	26	11	42	47	11	17	100	0	0	64	1	6	11	46	25	27
Lab	45	58	30	26	58	53	0	100	0	17	84	36	57	28	43	47
Lib Dem	10	12	8	11	6	11	0	0	100	5	5	48	14	5	11	9
SNP	4	6	3	2	5	5	0	0	0	0	1	0	5	3	4	4
Plaid Cymru	1	1	2	1	1	1	0	0	0	0	0	0	1	0	1	1
Reform UK	6	2	8	7	9	5	0	0	0	11	2	0	0	15	9	3
Green	7	9	4	5	9	6	0	0	0	1	7	9	10	2	4	9
Other	2	1	3	1	2	2	0	0	0	2	1	1	1	2	3	1

HEADLINE PAST VOTE 2019

Westminster Past Vote 2019

[Excluding those who would not vote, don't know or refused]

Con	44	27	59	62	36	39	94	15	19	100	0	0	19	73	46	43
Lab	33	38	25	19	46	38	1	71	17	0	100	0	49	14	31	34
Lib Dem	12	20	6	10	6	13	3	10	58	0	0	100	20	3	12	11
SNP	4	6	2	2	4	6	0	1	1	0	0	0	6	2	4	4
Plaid Cymru	1	1	0	1	0	1	0	0	0	0	0	0	1	0	1	1
Brexit Party	2	2	2	2	4	1	1	1	0	0	0	0	0	4	2	2
Green	3	5	5	2	2	2	0	1	3	0	0	0	3	2	3	3
Other	1	1	1	2	2	1	1	1	1	0	0	0	2	1	1	2

YouGov Survey Results

Sample Size: 2058 adults in GB
Fieldwork: 24th - 25th January 2023

Weighted Sample		Age				Social Grade		Country			Region			
	Total	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
	2058	216	850	508	484	1173	885	1776	103	179	496	342	249	689
	2058	146	812	515	585	1265	793	1763	114	181	506	341	183	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample		Age				Social Grade		Country			Region			
	Total	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
	2058	216	850	508	484	1173	885	1776	103	179	496	342	249	689
	2058	146	812	515	585	1265	793	1763	114	181	506	341	183	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention 2022

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

Con	26	15	13	29	45	24	28	27	18	13	19	34	20	33
Lab	45	52	57	40	29	47	41	47	52	25	59	42	52	38
Lib Dem	10	10	10	9	9	11	8	10	5	9	8	9	9	13
SNP	4	6	4	7	2	4	5	0	0	43	0	0	0	0
Plaid Cymru	1	3	1	1	0	1	1	0	14	0	0	0	1	0
Reform UK	6	2	5	8	8	4	10	7	4	1	7	7	4	7
Green	7	7	10	5	3	7	5	6	4	9	4	5	9	7
Other	2	4	0	2	2	1	2	2	3	0	2	2	4	1

HEADLINE PAST VOTE 2019

Westminster Past Vote 2019

[Excluding those who would not vote, don't know or refused]

Con	44	32	30	46	64	42	48	47	35	24	40	54	32	55
Lab	33	43	45	30	18	35	29	34	40	18	43	33	49	23
Lib Dem	12	8	14	12	10	13	9	12	5	9	8	8	15	17
SNP	4	6	5	5	1	4	4	0	0	44	0	0	0	0
Plaid Cymru	1	1	1	1	0	0	1	0	11	0	0	0	0	0
Brexit Party	2	1	2	2	3	1	4	2	5	0	5	2	1	0
Green	3	8	3	3	2	4	2	3	1	5	3	3	3	3
Other	1	0	1	2	1	1	2	1	2	0	1	2	1	2

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

Conservative	17	7	28	34	7	11	100	0	0	44	1	5	9	31	17	17
Labour	30	38	21	18	35	36	0	100	0	12	74	30	47	19	30	30
Liberal Democrat	7	8	5	8	4	7	0	0	100	3	4	40	12	4	8	5
Scottish National Party (SNP)	3	4	2	1	3	4	0	0	0	0	0	0	4	2	3	3
Plaid Cymru	1	0	2	1	1	0	0	0	0	0	0	0	1	0	1	0
Reform UK	4	1	5	5	6	4	0	0	0	8	2	0	0	11	7	2
Green	4	6	3	3	5	5	0	0	0	1	7	7	9	1	3	6
Some other party	1	1	2	1	2	1	0	0	0	2	1	1	1	1	2	1
Would not vote	13	13	9	12	19	14	0	0	0	7	3	1	4	9	15	12
Don't know	18	19	18	17	17	17	0	0	0	23	8	16	13	21	13	22
Refused	1	2	4	1	1	1	0	0	0	1	1	0	0	1	1	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=28]

UK Independence Party (UKIP)	28	33	19	0	32	38	0	0	0	44	20	0	27	50	24	40
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	64	67	81	100	38	62	0	0	0	56	50	100	73	50	65	60
Don't know	8	0	0	0	30	0	0	0	0	0	31	0	0	0	11	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

Conservative	17	12	8	20	32	18	17	18	13	10	13	21	14	22
Labour	30	32	36	28	21	34	25	31	36	18	39	26	37	26
Liberal Democrat	7	7	7	6	7	8	5	7	3	6	6	5	6	9
Scottish National Party (SNP)	3	4	3	4	1	3	3	0	0	32	0	0	0	0
Plaid Cymru	1	2	1	1	0	1	1	0	10	0	0	0	1	0
Reform UK	4	1	4	5	6	3	6	5	3	1	5	4	3	5
Green	4	4	6	3	2	5	3	4	3	6	3	3	7	5
Some other party	1	2	1	2	2	1	1	1	2	0	1	2	2	1
Would not vote	13	16	16	12	9	11	17	13	21	10	14	16	8	14
Don't know	18	13	17	19	19	16	20	19	7	16	19	20	18	18
Refused	1	6	1	0	0	1	2	1	3	0	1	2	3	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=28]

UK Independence Party (UKIP)	28	0	0	36	52	34	21	28	30	0	26	22	36	29
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	64	100	54	64	48	51	79	63	70	100	74	42	64	71
Don't know	8	0	46	0	0	15	0	9	0	0	0	37	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0