# YouGov Survey Results

**Sample Size: 17101 GB adults**
**Fieldwork: 22nd November - 15th January 2023**

| | Total | Current preference on Brexit | | | 2016 EU ref vote | | 2016 EU ref vote by current preference on Brexit | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| **Weighted Sample** | **17101** | 5739 | 9093 | 2269 | 6026 | 6368 | 348 | 5418 | 260 | 4636 | 1057 | 675 |
| **Unweighted Sample** | **17101** | 5760 | 9472 | 1869 | 7111 | 6623 | 409 | 6405 | 297 | 4817 | 1125 | 681 |
| | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Con | **24** | 52 | 9 | 28 | 13 | 43 | 62 | 9 | 44 | 51 | 15 | 26 |
| Lab | **47** | 18 | 63 | 48 | 59 | 27 | 17 | 62 | 35 | 18 | 59 | 50 |
| Lib Dem | **9** | 4 | 12 | 7 | 13 | 5 | 6 | 13 | 8 | 3 | 9 | 8 |
| SNP | **4** | 1 | 6 | 3 | 6 | 2 | 1 | 6 | 2 | 1 | 5 | 3 |
| Plaid Cymru | **1** | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| Reform UK | **7** | 19 | 1 | 3 | 1 | 16 | 8 | 0 | 2 | 21 | 2 | 4 |
| Green | **6** | 3 | 7 | 6 | 7 | 3 | 3 | 7 | 5 | 2 | 6 | 6 |
| Other | **2** | 3 | 1 | 4 | 1 | 3 | 3 | 1 | 3 | 3 | 2 | 3 |

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

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Conservative | **16** | 34 | 7 | 9 | 10 | 28 | 46 | 8 | 22 | 35 | 11 | 11 |
| Labour | **32** | 12 | 48 | 17 | 47 | 19 | 13 | 51 | 19 | 12 | 43 | 22 |
| Liberal Democrat | **6** | 2 | 9 | 2 | 10 | 3 | 4 | 11 | 4 | 2 | 7 | 3 |
| Scottish National Party (SNP) | **3** | 1 | 5 | 1 | 5 | 1 | 1 | 5 | 1 | 1 | 4 | 1 |
| Plaid Cymru | **1** | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 |
| Reform UK | **5** | 13 | 1 | 1 | 1 | 11 | 6 | 0 | 1 | 15 | 2 | 2 |
| Green | **4** | 2 | 6 | 2 | 6 | 2 | 2 | 6 | 3 | 2 | 5 | 2 |
| Some other party | **2** | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |
| Would not vote | **12** | 12 | 8 | 29 | 4 | 10 | 8 | 3 | 12 | 10 | 8 | 16 |
| Don't know | **17** | 20 | 13 | 30 | 14 | 22 | 17 | 13 | 34 | 20 | 17 | 37 |
| Refused | **2** | 1 | 2 | 6 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 2 |

**And which of these parties would you vote for?**
*[Asked only to those who answered 'some other party'; n=245]*

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| UK Independence Party (UKIP) | **24** | *37* | *10* | *7* | *6* | *30* | *10* | *3* | *30* | *32* | *32* | *6* |
| Women's Equality Party | **4** | *2* | *6* | *7* | *7* | *3* | *0* | *9* | *0* | *2* | *3* | *14* |
| Some other party | **64** | *54* | *78* | *76* | *78* | *61* | *90* | *77* | *70* | *59* | *65* | *71* |
| Don't know | **5** | *4* | *4* | *10* | *5* | *3* | *0* | *7* | *0* | *3* | *0* | *9* |
| Refused | **3** | *3* | *3* | *0* | *3* | *3* | *0* | *4* | *0* | *3* | *0* | *0* |

**Fieldwork: 22nd November - 15th January 2023**

| | | Current preference on Brexit | | | 2016 EU ref vote | | 2016 EU ref vote by current preference on Brexit | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| **Weighted Sample** | 17101 | 5739 | 9093 | 2269 | 6026 | 6368 | 348 | 5418 | 260 | 4636 | 1057 | 675 |
| Unweighted Sample | 17101 | 5760 | 9472 | 1869 | 7111 | 6623 | 409 | 6405 | 297 | 4817 | 1125 | 681 |
| | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Right to leave | 34 | 100 | 0 | 0 | 6 | 73 | 100 | 0 | 0 | 100 | 0 | 0 |
| Wrong to leave | 53 | 0 | 100 | 0 | 90 | 17 | 0 | 100 | 0 | 0 | 100 | 0 |
| Don't know | 13 | 0 | 0 | 100 | 4 | 11 | 0 | 0 | 100 | 0 | 0 | 100 |

**Stored variable: Past vote 2016 EU referendum**

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I voted to Remain | 35 | 6 | 60 | 11 | 100 | 0 | 100 | 100 | 100 | 0 | 0 | 0 |
| I voted to Leave | 37 | 81 | 12 | 30 | 0 | 100 | 0 | 0 | 0 | 100 | 100 | 100 |
| I did not vote | 25 | 12 | 27 | 51 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Can't remember | 3 | 1 | 2 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

**Past EU referendum vote interlocked with current preference on Brexit**

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Voted remain, right now | 2 | 6 | 0 | 0 | 6 | 0 | 100 | 0 | 0 | 0 | 0 | 0 |
| Voted remain, wrong now | 32 | 0 | 60 | 0 | 90 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Voted remain, unsure now | 2 | 0 | 0 | 11 | 4 | 0 | 0 | 0 | 100 | 0 | 0 | 0 |
| Voted leave, right now | 27 | 81 | 0 | 0 | 0 | 73 | 0 | 0 | 0 | 100 | 0 | 0 |
| Voted leave, wrong now | 6 | 0 | 12 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 100 | 0 |
| Voted leave, unsure now | 4 | 0 | 0 | 30 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 100 |
| Did not vote or was too young, right now | 4 | 13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Did not vote or was too young, wrong now | 15 | 0 | 29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Did not vote or was too young, unsure now | 8 | 0 | 0 | 59 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

***Excluding those who do not intend to vote:* Past EU referendum vote interlocked with current preference on Brexit**

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Voted remain, right now | 2 | 6 | 0 | 0 | 6 | 0 | 100 | 0 | 0 | 0 | 0 | 0 |
| Voted remain, wrong now | 36 | 0 | 64 | 0 | 91 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Voted remain, unsure now | 2 | 0 | 0 | 15 | 4 | 0 | 0 | 0 | 100 | 0 | 0 | 0 |
| Voted leave, right now | 28 | 84 | 0 | 0 | 0 | 73 | 0 | 0 | 0 | 100 | 0 | 0 |
| Voted leave, wrong now | 7 | 0 | 12 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 100 | 0 |
| Voted leave, unsure now | 4 | 0 | 0 | 38 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 100 |
| Did not vote or was too young, right now | 3 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Did not vote or was too young, wrong now | 14 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Did not vote or was too young, unsure now | 5 | 0 | 0 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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**Fieldwork: 22nd November - 15th January 2023**

| | Total | Current preference on Brexit | | | 2016 EU ref vote | | 2016 EU ref vote by current preference on Brexit | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| **Weighted Sample** | **17101** | 5739 | 9093 | 2269 | 6026 | 6368 | 348 | 5418 | 260 | 4636 | 1057 | 675 |
| **Unweighted Sample** | **17101** | 5760 | 9472 | 1869 | 7111 | 6623 | 409 | 6405 | 297 | 4817 | 1125 | 681 |
| | % | % | % | % | % | % | % | % | % | % | % | % |

**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 | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 - Certain NOT to vote | **10** | 9 | 7 | 27 | 3 | 7 | 6 | 2 | 11 | 6 | 5 | 12 |
| 1 | **2** | 2 | 1 | 3 | 1 | 2 | 1 | 0 | 1 | 2 | 1 | 2 |
| 2 | **2** | 2 | 2 | 3 | 1 | 2 | 1 | 1 | 4 | 2 | 2 | 3 |
| 3 | **2** | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| 4 | **2** | 2 | 2 | 3 | 1 | 2 | 0 | 1 | 2 | 2 | 1 | 2 |
| 5 | **7** | 7 | 5 | 15 | 3 | 7 | 6 | 3 | 12 | 6 | 6 | 14 |
| 6 | **3** | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4 |
| 7 | **5** | 5 | 4 | 5 | 3 | 5 | 8 | 3 | 5 | 5 | 4 | 6 |
| 8 | **7** | 7 | 7 | 6 | 6 | 7 | 6 | 6 | 9 | 7 | 7 | 8 |
| 9 | **8** | 8 | 8 | 5 | 9 | 8 | 10 | 9 | 8 | 8 | 8 | 6 |
| 10 - Absolutely certain to vote | **54** | 54 | 61 | 27 | 70 | 57 | 58 | 72 | 43 | 58 | 61 | 40 |

**Stored variable: Past vote 2019 General election**

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Con | **33** | 66 | 14 | 22 | 18 | 62 | 66 | 14 | 39 | 72 | 34 | 42 |
| Lab | **24** | 7 | 38 | 12 | 44 | 11 | 14 | 47 | 24 | 6 | 28 | 17 |
| Lib Dem | **8** | 2 | 14 | 3 | 18 | 3 | 6 | 20 | 8 | 1 | 9 | 4 |
| Brexit | **1** | 4 | 0 | 1 | 0 | 4 | 1 | 0 | 0 | 4 | 1 | 2 |
| Green | **2** | 1 | 3 | 2 | 3 | 2 | 0 | 4 | 3 | 1 | 4 | 3 |
| Other | **4** | 2 | 6 | 2 | 7 | 3 | 2 | 7 | 4 | 2 | 7 | 3 |
| Dont know / Didn't vote | **27** | 19 | 24 | 57 | 9 | 15 | 10 | 8 | 23 | 13 | 17 | 29 |

**Stored variable: Past vote 2019 General election excluding those who did not vote or can't remember how they voted**

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Con | **46** | 80 | 19 | 52 | 20 | 73 | 74 | 15 | 50 | 84 | 41 | 59 |
| Lab | **33** | 9 | 51 | 29 | 49 | 13 | 16 | 51 | 31 | 7 | 34 | 24 |
| Lib Dem | **11** | 2 | 19 | 7 | 20 | 4 | 7 | 22 | 10 | 1 | 11 | 6 |
| Brexit | **1** | 5 | 0 | 2 | 0 | 5 | 1 | 0 | 0 | 5 | 1 | 3 |
| Green | **3** | 1 | 4 | 5 | 3 | 2 | 0 | 4 | 4 | 1 | 5 | 4 |
| Other | **6** | 2 | 8 | 5 | 8 | 4 | 2 | 8 | 5 | 2 | 8 | 4 |

**Stored variable: Age (excluding those too young to vote in the 2016 EU referendum**

| | Total | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24-39 | **26** | 13 | 32 | 38 | 29 | 14 | 19 | 29 | 37 | 10 | 21 | 26 |
| 40-49 | **21** | 17 | 23 | 25 | 23 | 17 | 14 | 23 | 21 | 16 | 21 | 23 |
| 50-59 | **18** | 19 | 19 | 16 | 19 | 20 | 18 | 19 | 15 | 20 | 23 | 20 |
| 60-69 | **19** | 26 | 16 | 14 | 18 | 25 | 24 | 17 | 17 | 27 | 22 | 19 |
| 70+ | **15** | 26 | 10 | 7 | 12 | 23 | 25 | 11 | 10 | 27 | 13 | 11 |
| *Median age* | *49* | *59* | *44* | *40* | *49* | *59* | *58* | *48* | *44* | *62* | *53* | *50* |

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| | Total | Current preference on Brexit | | | 2016 EU ref vote | | 2016 EU ref vote by current preference on Brexit | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Right | Wrong | Don't know | Remain | Leave | Voted remain, right now | Voted remain, wrong now | Voted remain, unsure now | Voted leave, right now | Voted leave, wrong now | Voted leave, unsure now |
| Weighted Sample | 17101 | 5739 | 9093 | 2269 | 6026 | 6368 | 348 | 5418 | 260 | 4636 | 1057 | 675 |
| Unweighted Sample | 17101 | 5760 | 9472 | 1869 | 7111 | 6623 | 409 | 6405 | 297 | 4817 | 1125 | 681 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Stored variable: Gender** | | | | | | | | | | | | |
| Male | **48** | 53 | 47 | 42 | 47 | 50 | 58 | 46 | 41 | 52 | 47 | 35 |
| Female | **52** | 47 | 53 | 58 | 53 | 50 | 42 | 54 | 59 | 48 | 53 | 65 |
| **Stored variable: Highest level of education attained** | | | | | | | | | | | | |
| Low | **27** | 38 | 19 | 36 | 15 | 39 | 26 | 14 | 24 | 39 | 35 | 41 |
| Medium | **40** | 42 | 37 | 45 | 33 | 41 | 42 | 32 | 39 | 42 | 39 | 40 |
| High | **33** | 20 | 45 | 19 | 52 | 20 | 33 | 54 | 36 | 19 | 26 | 20 |
| **Stored variable: Attention paid to politics** | | | | | | | | | | | | |
| Low (0-2) | **19** | 19 | 14 | 39 | 9 | 18 | 12 | 9 | 20 | 17 | 14 | 27 |
| Medium (3-7) | **60** | 60 | 62 | 53 | 61 | 62 | 58 | 61 | 66 | 61 | 66 | 63 |
| High (8-10) | **21** | 21 | 24 | 8 | 29 | 20 | 30 | 30 | 14 | 22 | 20 | 10 |
| **Stored variable: Social grade** | | | | | | | | | | | | |
| AB | **28** | 23 | 34 | 17 | 40 | 22 | 34 | 41 | 28 | 22 | 24 | 18 |
| C1 | **29** | 26 | 31 | 27 | 29 | 26 | 28 | 30 | 27 | 25 | 29 | 27 |
| C2 | **21** | 26 | 17 | 24 | 16 | 26 | 20 | 16 | 21 | 27 | 22 | 28 |
| DE | **22** | 25 | 17 | 33 | 14 | 26 | 18 | 14 | 25 | 26 | 24 | 27 |
| **Stored variable: Region 1** | | | | | | | | | | | | |
| North | **24** | 25 | 23 | 25 | 23 | 25 | 24 | 23 | 23 | 25 | 24 | 24 |
| Midlands | **17** | 19 | 15 | 18 | 14 | 19 | 17 | 14 | 14 | 19 | 16 | 19 |
| London | **12** | 8 | 15 | 11 | 14 | 8 | 12 | 15 | 12 | 7 | 11 | 8 |
| South | **33** | 37 | 32 | 33 | 32 | 37 | 32 | 32 | 34 | 38 | 35 | 38 |
| Wales | **5** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| Scotland | **9** | 6 | 11 | 8 | 11 | 6 | 11 | 11 | 13 | 6 | 9 | 6 |
| **Stored variable: Region 2** | | | | | | | | | | | | |
| North East | **5** | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| North West | **11** | 11 | 11 | 12 | 11 | 11 | 9 | 11 | 12 | 11 | 11 | 10 |
| Yorkshire and the Humber | **9** | 9 | 8 | 8 | 8 | 9 | 9 | 8 | 8 | 9 | 8 | 9 |
| East Midlands | **8** | 9 | 7 | 8 | 7 | 9 | 9 | 7 | 7 | 10 | 8 | 9 |
| West Midlands | **9** | 9 | 8 | 10 | 7 | 9 | 8 | 7 | 7 | 10 | 8 | 10 |
| East of England | **10** | 12 | 9 | 11 | 9 | 12 | 8 | 9 | 9 | 12 | 9 | 12 |
| London | **12** | 8 | 15 | 11 | 14 | 8 | 12 | 15 | 12 | 7 | 11 | 8 |
| South East | **14** | 15 | 13 | 13 | 13 | 15 | 11 | 14 | 12 | 15 | 14 | 16 |
| South West | **10** | 10 | 9 | 9 | 10 | 10 | 13 | 10 | 12 | 10 | 12 | 11 |
| Wales | **5** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| Scotland | **9** | 6 | 11 | 8 | 11 | 6 | 11 | 11 | 13 | 6 | 9 | 6 |