YouGov / The Times Survey Results

Sample Size: 1646 adults in GB
Fieldwork: 25th - 26th October 2022

	Total	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1646**	266	582	100	538	398	140	580	613	797	849	173	680	407	387	938	708	199	551	356	397	143
Unweighted Sample	**1646**	293	596	104	588	411	155	680	657	705	941	117	677	424	428	1005	641	188	564	343	405	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Oct	25-26 Oct																					

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

	20-21 Oct	25-26 Oct	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	19	23	100	0	0	60	0	8	13	41	25	22	8	14	29	40	22	26	16	29	25	20	19
Lab	56	51	0	100	0	21	90	44	62	34	49	53	61	63	45	34	52	51	64	46	53	60	25
Lib Dem	10	9	0	0	100	4	3	43	11	4	9	9	11	8	8	9	10	6	9	14	6	6	5
SNP	4	5	0	0	0	0	1	0	6	2	4	5	8	5	5	2	4	5	0	0	1	1	46
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	1	3	1	1	1	1	2	0	0	5	0	0
Reform UK	5	6	0	0	0	12	0	1	1	14	8	4	1	4	7	10	5	7	7	6	6	8	1
Green	4	4	0	0	0	1	4	4	5	2	3	5	7	4	4	3	5	3	4	4	3	4	3
Other	1	1	0	0	0	2	0	0	0	2	1	1	1	0	2	1	1	0	1	1	1	1	1

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

	20-21 Oct	25-26 Oct	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Conservative	13	16	100	0	0	42	0	7	11	27	17	15	6	10	21	26	16	16	10	19	18	14	14
Labour	39	35	0	100	0	14	80	37	52	24	34	36	34	45	33	22	39	31	42	31	36	43	19
Liberal Democrat	7	6	0	0	100	3	3	37	10	3	6	6	6	6	7	6	8	4	7	9	4	4	4
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	5	1	3	4	5	4	4	1	3	3	0	0	1	1	34
Plaid Cymru	1	1	0	0	0	0	1	0	0	1	1	1	2	1	0	1	0	1	0	0	4	0	0
Reform UK	4	4	0	0	0	8	0	1	1	9	6	3	1	3	5	7	4	5	4	4	4	6	1
Green	3	3	0	0	0	1	4	3	4	2	2	3	4	3	3	2	4	1	2	3	3	3	2
Some other party	1	1	0	0	0	1	0	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	0
Would not vote	12	12	0	0	0	7	2	2	4	11	14	10	16	12	10	13	9	16	11	12	14	12	11
Don't know	17	15	0	0	0	22	6	10	11	19	13	18	7	14	15	20	13	18	16	19	13	14	9
Refused	2	3	0	0	0	2	3	2	1	2	4	3	19	2	1	2	2	5	7	2	3	3	6

And which of these parties would you vote for?
[Asked only to those who answered 'some other party'; n=15]

	20-21 Oct	25-26 Oct	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
UK Independence Party (UKIP)	10	17	0	0	0	26	0	0	0	34	22	10	0	0	10	44	17	18	0	12	48	17	0
Women's Equality Party	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	76	60	0	0	0	58	100	0	33	66	57	64	100	87	70	15	69	33	63	63	52	50	100
Don't know	9	15	0	0	0	0	0	100	67	0	21	7	0	13	0	41	4	50	37	24	0	0	0
Refused	0	8	0	0	0	16	0	0	0	0	0	19	0	0	19	0	11	0	0	0	0	33	0

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		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	London	Rest of South	Midlands / Wales	North	Scotland
0 - Certain NOT to vote	*10*	**10**	1	0	1	3	1	1	2	7	12	7	17	9	8	9	6	15	10	8	11	11	11
1	*2*	**2**	1	0	0	2	1	3	0	1	3	2	5	2	2	2	3	2	2	3	2	3	0
2	*2*	**1**	1	0	0	1	0	0	1	1	1	1	2	1	1	1	1	2	1	2	1	1	0
3	*1*	**2**	1	1	2	1	1	0	1	2	2	2	1	3	1	1	2	2	1	1	3	2	2
4	*2*	**1**	1	1	3	1	0	3	1	1	1	2	3	1	1	1	1	1	0	1	1	2	0
5	*6*	**6**	2	4	2	7	1	2	3	8	6	6	6	5	6	8	4	9	6	9	6	3	6
6	*3*	**3**	5	2	2	4	2	0	2	4	4	3	9	3	4	2	4	3	2	4	5	3	1
7	*4*	**4**	5	2	4	4	2	1	2	3	3	4	4	4	3	2	3	4	4	4	3	3	3
8	*5*	**7**	8	6	7	9	7	6	7	7	7	6	8	4	8	8	6	7	7	7	6	7	9	4
9	*6*	**7**	9	7	12	8	5	8	8	8	9	6	6	7	6	8	7	7	10	6	6	7	8
10 - Absolutely certain to vote	*58*	**57**	68	76	66	59	79	76	73	56	54	59	44	57	60	59	63	49	56	56	55	57	65

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

	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Rishi Sunak	**30**	89	6	28	57	8	25	22	44	31	30	15	24	36	42	29	32	24	37	30	28	22
Keir Starmer	**34**	1	72	35	10	68	46	52	18	36	32	36	42	33	20	40	26	37	32	32	35	38
Not sure	**33**	10	19	37	32	21	27	25	35	30	35	36	32	30	37	28	39	34	30	36	32	36
Refused	**3**	1	3	0	1	3	1	1	2	4	2	13	2	1	1	3	3	5	2	2	4	4

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	**187**	**176**	**10.7%**
Men 50-64 High education	**57**	**61**	**3.7%**
Men 50-64 Mid education	**78**	**74**	**4.5%**
Men 50-64 Low education	**66**	**64**	**3.9%**
Men 25-49 High education	**125**	**155**	**9.4%**
Men 25-49 Mid education	**100**	**109**	**6.6%**
Men 25-49 Low education	**49**	**71**	**4.3%**
Men Under 25 High education	**6**	**16**	**1.0%**
Men Under 25 Mid & Low education	**37**	**71**	**4.3%**
Women Over 65	**241**	**211**	**12.8%**
Women 50-64 High education	**52**	**58**	**3.5%**
Women 50-64 Mid education	**97**	**84**	**5.1%**
Women 50-64 Low education	**74**	**66**	**4.0%**
Women 25-49 High education	**166**	**166**	**10.1%**
Women 25-49 Mid education	**152**	**117**	**7.1%**
Women 25-49 Low education	**85**	**63**	**3.8%**
Women Under 25 High education	**22**	**20**	**1.2%**
Women Under 25 Mid & Low education	**52**	**66**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**149**	**313**	**19.0%**
Medium (3-7)	**1111**	**988**	**60.0%**
High (8,9,10)	**386**	**346**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**528**	**461**	**28.0%**
C1	**477**	**477**	**29.0%**
C2	**284**	**346**	**21.0%**
DE	**357**	**362**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**680**	**580**	**35.2%**
Leave	**657**	**613**	**37.2%**
Don't Know / Did Not Vote	**309**	**453**	**27.5%**

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

North Con	**130**	**112**	**6.8%**
North Lab	**134**	**122**	**7.4%**
North LD	**26**	**21**	**1.3%**
North BP	**15**	**15**	**0.9%**
North Oth	**12**	**12**	**0.7%**
North DNV	**88**	**115**	**7.0%**
Midlands Con	**110**	**105**	**6.4%**
Midlands Lab	**64**	**64**	**3.9%**
Midlands LD	**18**	**15**	**0.9%**
Midlands BP	**4**	**3**	**0.2%**
Midlands Oth	**10**	**8**	**0.5%**
Midlands DNV	**48**	**77**	**4.7%**
London Con	**49**	**46**	**2.8%**
London Lab	**60**	**71**	**4.3%**
London LD	**23**	**21**	**1.3%**
London BP	**2**	**2**	**0.1%**
London Oth	**7**	**5**	**0.3%**
London DNV	**47**	**54**	**3.3%**
South Con	**248**	**227**	**13.8%**
South Lab	**107**	**97**	**5.9%**
South LD	**76**	**69**	**4.2%**
South BP	**2**	**2**	**0.1%**
South Oth	**23**	**21**	**1.3%**
South DNV	**108**	**135**	**8.2%**
Wales Con	**24**	**21**	**1.3%**
Wales Lab	**26**	**25**	**1.5%**
Wales LD	**3**	**3**	**0.2%**
Wales PC	**7**	**7**	**0.4%**
Wales BP	**4**	**3**	**0.2%**
Wales Oth DNV	**25**	**23**	**1.4%**
Soctland Con	**27**	**26**	**1.6%**
Scotland Lab	**20**	**20**	**1.2%**
Scotland LD	**9**	**10**	**0.6%**
Scotland SNP	**54**	**48**	**2.9%**
Scotland Oth DNV	**36**	**40**	**2.4%**