

YouGov / The Times Survey Results

Sample Size: 1690 adults in GB
Fieldwork: 14th - 15th December 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
	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	
Weighted Sample	1690	264	559	90	553	409	144	595	629	818	872	177	698	417	397	963	727	204	566	365	407	147	
Unweighted Sample	1690	276	586	102	578	428	162	718	642	734	956	134	704	438	414	1033	657	167	599	363	419	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

6-7 Dec

14-15 Dec

Con	24	23	100	0	0	58	1	8	13	39	24	21	9	18	23	33	21	26	19	26	29	20	12
Lab	48	48	0	100	0	13	90	39	61	26	43	52	67	57	42	32	49	45	57	42	50	57	27
Lib Dem	9	8	0	0	100	3	2	45	11	4	9	7	7	7	10	8	9	6	7	12	5	5	7
SNP	4	5	0	0	0	1	1	2	6	2	5	5	8	6	4	3	4	6	2	0	0	0	46
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	0	2	1	0	1	1	1	2	0	2	0	1
Reform UK	8	9	0	0	0	21	1	0	1	23	11	8	0	5	10	18	8	12	7	10	8	11	5
Green	6	5	0	0	0	2	5	4	6	3	5	6	7	4	8	4	6	4	4	9	3	6	0
Other	1	1	0	0	0	2	1	1	1	2	2	1	1	1	3	2	2	1	2	1	2	1	3

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

Conservative	16	16	100	0	0	40	1	6	11	27	18	13	6	13	17	24	15	16	14	17	19	14	10
Labour	32	33	0	100	0	9	81	30	51	18	32	34	41	39	30	23	37	28	44	27	34	40	21
Liberal Democrat	6	5	0	0	100	2	2	35	10	3	7	4	4	5	7	5	6	4	5	8	4	3	6
Scottish National Party (SNP)	3	3	0	0	0	1	1	2	5	1	4	3	5	4	3	2	3	4	2	0	0	0	36
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	0	2	1	0	1	1	0	3	0	2	0	1
Reform UK	5	6	0	0	0	14	1	0	1	16	8	5	0	4	7	13	6	7	6	7	5	8	4
Green	4	4	0	0	0	2	5	3	5	2	4	4	5	3	6	3	5	3	3	6	3	4	0
Some other party	1	1	0	0	0	2	1	1	1	1	1	1	1	1	2	1	1	1	2	0	2	1	3
Would not vote	14	13	0	0	0	7	2	2	3	10	12	14	17	15	11	9	10	16	9	13	14	15	6
Don't know	17	16	0	0	0	23	6	20	12	20	12	20	15	15	18	18	15	19	10	21	15	16	12
Refused	2	2	0	0	0	1	1	1	1	1	2	2	5	2	0	0	1	2	2	1	2	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

6-7
Dec 14-15
Dec

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=19]

UK Independence Party (UKIP)	6	10	0	0	0	7	31	0	0	19	13	7	0	0	22	0	13	0	0	25	0	0	32
Women's Equality Party	18	6	0	0	0	13	0	0	0	12	0	13	0	25	0	8	0	29	0	0	0	0	0
Some other party	61	79	0	0	0	80	69	100	100	69	69	100	55	78	100	73	100	71	75	84	100	68	68
Don't know	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	5	0	0	0	0	0	0	0	0	11	0	20	0	0	6	0	0	0	16	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?

0 - Certain NOT to vote	12	11	1	0	0	5	1	1	2	7	10	11	16	12	9	6	7	15	10	10	14	11	5
1	1	1	0	0	0	1	1	1	1	1	1	2	1	2	1	1	2	1	0	1	2	2	1
2	1	2	0	0	0	2	1	0	0	2	1	2	4	2	0	1	1	2	3	2	2	1	2
3	2	2	1	1	0	2	1	0	0	2	1	2	5	1	1	1	2	2	3	2	2	0	0
4	1	2	1	2	1	2	0	1	1	2	2	2	1	3	1	1	1	3	2	2	1	2	2
5	6	5	4	3	3	5	2	2	2	6	4	6	13	5	3	5	4	7	4	7	4	5	3
6	3	3	4	3	0	3	2	0	1	3	2	3	2	4	1	3	2	3	1	2	4	3	1
7	5	5	7	4	6	5	4	1	3	4	5	6	14	4	4	5	4	6	6	5	5	4	9
8	7	6	7	6	5	7	4	8	5	6	6	5	7	5	6	5	5	6	7	5	5	5	6
9	7	8	8	9	15	9	9	10	10	8	8	8	5	6	11	8	8	7	7	8	6	9	7
10 - Absolutely certain to vote	54	57	68	72	70	62	75	77	75	59	60	54	31	57	62	63	63	49	57	55	55	58	64

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

Rishi Sunak	24	24	83	4	22	49	6	19	17	39	26	23	9	21	26	35	24	24	20	25	29	24	16
Keir Starmer	29	32	1	71	43	8	65	46	52	15	34	31	36	37	32	23	37	26	43	30	30	33	28
Not sure	43	40	15	24	35	40	28	33	29	43	36	43	48	37	41	40	36	46	33	42	38	39	52
Refused	4	4	1	2	1	3	1	2	2	3	4	3	7	5	1	2	3	4	5	3	3	4	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.

	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	185	181	10.7%
Men 50-64 High education	58	63	3.7%
Men 50-64 Mid education	79	76	4.5%
Men 50-64 Low education	70	66	3.9%
Men 25-49 High education	141	159	9.4%
Men 25-49 Mid education	109	112	6.6%
Men 25-49 Low education	41	73	4.3%
Men Under 25 High education	11	17	1.0%
Men Under 25 Mid & Low education	40	73	4.3%
Women Over 65	229	216	12.8%
Women 50-64 High education	53	59	3.5%
Women 50-64 Mid education	99	86	5.1%
Women 50-64 Low education	79	68	4.0%
Women 25-49 High education	189	171	10.1%
Women 25-49 Mid education	156	120	7.1%
Women 25-49 Low education	68	64	3.8%
Women Under 25 High education	24	20	1.2%
Women Under 25 Mid & Low education	59	68	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	171	321	19.0%
Medium (3-7)	1088	1014	60.0%
High (8,9,10)	431	355	21.0%
Social Grade (NRS and 2011 census)			
AB	576	473	28.0%
C1	457	490	29.0%
C2	308	355	21.0%
DE	349	372	22.0%
EU Referendum Vote (Election Result)			
Remain	718	595	35.2%
Leave	642	629	37.2%
Don't Know / Did Not Vote	330	465	27.5%

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

North Con	128	115	6.8%
North Lab	141	125	7.4%
North LD	26	22	1.3%
North BP	15	15	0.9%
North Oth	12	12	0.7%
North DNV	97	118	7.0%
Midlands Con	109	108	6.4%
Midlands Lab	74	66	3.9%
Midlands LD	17	15	0.9%
Midlands BP	4	3	0.2%
Midlands Oth	9	8	0.5%
Midlands DNV	52	79	4.7%
London Con	39	47	2.8%
London Lab	55	73	4.3%
London LD	19	22	1.3%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	45	56	3.3%
South Con	246	233	13.8%
South Lab	115	100	5.9%
South LD	86	71	4.2%
South BP	2	2	0.1%
South Oth	24	22	1.3%
South DNV	126	139	8.2%
Wales Con	28	22	1.3%
Wales Lab	26	25	1.5%
Wales LD	5	3	0.2%
Wales PC	8	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	27	24	1.4%
Scotland Con	28	27	1.6%
Scotland Lab	17	20	1.2%
Scotland LD	9	10	0.6%
Scotland SNP	58	49	2.9%
Scotland Oth DNV	30	41	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