

YouGov / The Times Survey Results

Sample Size: 1709 adults in GB
Fieldwork: 4th - 5th January 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	South	
Weighted Sample	1709	285	522	102	559	414	145	602	636	827	882	179	706	422	402	974	735	1475	85	149	412	284	207	573
Unweighted Sample	1709	282	549	106	570	416	145	668	664	781	928	151	725	414	419	993	716	1471	94	144	414	288	189	580
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

20-21 Dec '22 4-5 Jan '23

Con	24	25	100	0	0	62	2	6	13	43	24	26	14	16	24	44	24	26	27	16	14	19	33	21	32
Lab	48	46	0	100	0	14	87	40	57	26	43	48	59	58	43	24	47	43	48	46	27	57	45	55	39
Lib Dem	9	9	0	0	100	5	3	47	14	6	10	8	6	7	13	9	11	6	10	4	7	7	5	11	13
SNP	4	5	0	0	0	0	1	0	6	1	6	4	9	5	5	2	3	6	0	0	43	0	0	0	1
Plaid Cymru	1	1	0	0	0	1	1	0	1	1	1	1	3	1	1	1	1	1	0	19	0	0	0	0	0
Reform UK	8	7	0	0	0	13	0	1	1	16	9	5	2	5	7	11	5	10	7	10	5	9	9	4	6
Green	5	6	0	0	0	3	5	6	7	4	6	6	9	6	5	6	7	5	7	4	4	7	3	6	8
Other	2	2	0	0	0	3	1	0	1	3	2	2	0	1	3	3	1	3	2	2	1	2	4	3	1

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

Conservative	16	17	100	0	0	43	1	6	10	29	17	17	9	11	17	31	18	15	18	13	10	12	19	15	22
Labour	32	31	0	100	0	9	70	33	46	17	30	31	36	38	30	17	34	26	31	35	20	38	26	40	26
Liberal Democrat	6	6	0	0	100	4	2	38	11	4	7	5	4	5	9	6	8	3	6	3	5	5	3	8	9
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	5	1	4	2	5	3	3	1	2	4	0	0	31	0	0	0	1
Plaid Cymru	0	1	0	0	0	0	0	0	1	1	1	1	2	1	1	0	1	1	0	14	0	0	0	0	0
Reform UK	6	5	0	0	0	9	0	1	1	11	7	3	1	4	6	8	4	6	5	7	5	6	6	3	4
Green	4	4	0	0	0	2	4	5	6	3	4	4	6	4	3	4	5	3	4	3	3	5	2	4	5
Some other party	1	1	0	0	0	2	1	1	1	2	1	1	0	1	2	2	1	2	1	2	1	1	3	2	1
Would not vote	13	13	0	0	0	6	5	1	3	9	14	11	17	15	9	11	9	18	14	9	4	14	16	11	13
Don't know	17	17	0	0	0	24	11	15	14	22	13	21	9	17	21	18	15	20	17	11	20	17	23	12	17
Refused	2	2	0	0	0	1	4	1	1	1	2	3	10	3	0	1	2	2	2	3	2	2	2	4	2

And which of these parties would you vote for?

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

UK Independence Party (UKIP)	26	27	0	0	0	30	0	0	0	36	24	29	0	0	57	13	18	36	25	0	100	0	27	51	21
Women's Equality Party	0	0	0	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	74	65	0	0	0	60	100	0	84	56	58	71	0	100	22	87	74	55	66	100	0	100	59	49	56
Don't know	0	4	0	0	0	0	0	100	16	0	8	0	0	0	11	0	8	0	5	0	0	0	0	0	22
Refused	0	4	0	0	0	10	0	0	0	8	9	0	0	0	11	0	0	9	5	0	0	0	14	0	0

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

	20-21 Dec '22	4-5 Jan '23																								
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	10	10	2	0	0	3	3	2	2	7	11	9	13	12	6	10	7	14	10	9	4	11	12	9	10	
1	2	2	0	0	0	1	1	0	0	2	2	2	1	2	2	2	1	3	2	2	1	1	2	2	2	
2	3	2	0	1	0	2	2	0	1	2	2	2	2	3	2	1	2	2	2	1	0	3	3	2	2	
3	1	2	0	1	0	1	2	0	1	2	2	3	3	3	1	2	2	3	2	4	1	3	3	1	2	
4	2	2	1	1	1	1	2	2	1	2	2	2	8	2	1	1	2	2	2	4	0	3	1	4	2	
5	7	6	4	2	2	6	3	5	4	8	5	7	7	7	6	4	4	9	6	1	6	7	9	4	6	
6	3	3	4	1	5	2	2	1	2	2	2	3	4	4	3	0	3	3	2	3	5	2	4	3	2	
7	4	5	8	4	6	6	3	1	3	5	6	4	10	5	5	3	5	5	5	4	2	7	7	2	5	
8	7	7	9	8	6	9	6	3	6	7	7	7	9	7	6	7	7	7	7	10	4	7	7	6	8	
9	8	8	11	8	8	8	7	14	9	7	8	7	6	6	10	8	8	6	7	9	8	7	7	9	7	
10 - Absolutely certain to vote	53	53	61	73	73	60	69	72	71	57	52	54	38	50	57	63	59	46	52	54	69	49	46	59	54	
Which of the following do you think would make the best Prime Minister?																										
Rishi Sunak	25	26	85	4	17	53	6	13	18	40	25	26	16	18	27	41	27	24	27	21	17	25	27	21	29	
Keir Starmer	32	31	1	75	41	9	61	54	49	16	35	28	41	36	35	16	35	26	31	33	30	34	24	46	27	
Not sure	39	40	12	20	39	36	28	31	30	43	37	43	36	42	37	41	35	48	39	42	49	38	45	30	40	
Refused	4	3	2	1	3	2	4	2	3	2	3	3	7	4	1	2	3	3	3	4	4	2	3	3	3	
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	4	1	0	1	3	2	2	1	1	1	3	2	2	2	0	1	2	2	2	2	
Fairly well	18	18	51	5	11	38	4	5	9	31	17	18	10	12	19	29	16	21	19	10	14	14	26	11	21	
TOTAL WELL	20	20	58	6	11	42	5	5	10	34	19	20	11	13	20	32	18	23	21	10	15	16	28	13	23	
Fairly badly	28	27	23	24	26	28	25	27	25	28	26	28	29	28	28	22	27	27	27	32	28	29	25	27	26	
Very badly	40	40	6	64	58	16	61	63	59	24	45	34	42	44	41	30	46	32	38	46	49	40	33	48	36	
TOTAL BADLY	68	67	29	88	84	44	86	90	84	52	71	62	71	72	69	52	73	59	65	78	77	69	58	75	62	
Don't know	12	14	13	6	4	13	10	5	6	14	10	18	18	14	10	16	10	19	14	13	8	16	13	12	15	

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

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?	20-21 Dec '22		4-5 Jan '23																							
			Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South				
Right to leave	34	35	64	15	14	66	12	7	5	74	39	32	13	27	36	59	28	45	37	32	23	36	44	28	38	
Wrong to leave	53	54	26	81	82	25	83	91	90	18	53	56	70	61	57	33	63	43	53	57	69	54	46	61	52	
Don't know	13	10	11	5	3	9	5	2	4	8	8	12	18	12	6	8	9	12	10	10	8	10	10	11	10	

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	192	183	10.7%
Men 50-64 High education	57	63	3.7%
Men 50-64 Mid education	79	77	4.5%
Men 50-64 Low education	64	67	3.9%
Men 25-49 High education	150	161	9.4%
Men 25-49 Mid education	136	113	6.6%
Men 25-49 Low education	53	73	4.3%
Men Under 25 High education	18	17	1.0%
Men Under 25 Mid & Low education	32	73	4.3%
Women Over 65	227	219	12.8%
Women 50-64 High education	52	60	3.5%
Women 50-64 Mid education	89	87	5.1%
Women 50-64 Low education	73	68	4.0%
Women 25-49 High education	157	173	10.1%
Women 25-49 Mid education	143	121	7.1%
Women 25-49 Low education	86	65	3.8%
Women Under 25 High education	23	21	1.2%
Women Under 25 Mid & Low education	78	68	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	221	325	19.0%
Medium (3-7)	1106	1025	60.0%
High (8,9,10)	382	359	21.0%
Social Grade (NRS and 2011 census)			
AB	508	479	28.0%
C1	485	496	29.0%
C2	324	359	21.0%
DE	392	376	22.0%
EU Referendum Vote (Election Result)			
Remain	668	602	35.2%
Leave	664	636	37.2%
Don't Know / Did Not Vote	377	470	27.5%

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

North Con	123	116	6.8%
North Lab	132	126	7.4%
North LD	23	22	1.3%
North BP	15	15	0.9%
North Oth	13	12	0.7%
North DNV	108	120	7.0%
Midlands Con	111	109	6.4%
Midlands Lab	72	67	3.9%
Midlands LD	14	15	0.9%
Midlands BP	3	3	0.2%
Midlands Oth	9	9	0.5%
Midlands DNV	79	80	4.7%
London Con	49	48	2.8%
London Lab	63	73	4.3%
London LD	18	22	1.3%
London BP	1	2	0.1%
London Oth	5	5	0.3%
London DNV	53	56	3.3%
South Con	235	236	13.8%
South Lab	105	101	5.9%
South LD	77	72	4.2%
South BP	2	2	0.1%
South Oth	22	22	1.3%
South DNV	139	140	8.2%
Wales Con	25	22	1.3%
Wales Lab	26	26	1.5%
Wales LD	4	3	0.2%
Wales PC	9	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	26	24	1.4%
Scotland Con	27	27	1.6%
Scotland Lab	18	21	1.2%
Scotland LD	9	10	0.6%
Scotland SNP	52	50	2.9%
Scotland Oth DNV	38	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