

YouGov / The Times Survey Results

Sample Size: 2006 adults in GB
Fieldwork: 31st January - 1st February 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	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	2006	307	622	111	656	485	171	707	747	971	1035	211	828	495	471	1143	863	1731	100	175	483	333	243	672	
Unweighted Sample	2006	336	634	123	710	484	179	841	784	865	1141	169	757	511	569	1235	771	1727	111	168	483	342	192	710	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

24-25 Jan | 31 Jan-1 Feb

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	26	24	100	0	0	60	1	9	13	42	25	23	13	13	27	43	22	26	25	24	12	21	27	18	30
Lab	45	48	0	100	0	17	90	37	60	31	46	51	64	58	46	28	49	46	50	46	28	56	49	66	40
Lib Dem	10	9	0	0	100	5	2	46	11	4	8	9	6	10	7	8	9	8	9	1	11	5	5	6	14
SNP	4	4	0	0	0	0	0	0	6	1	5	4	5	5	5	4	4	5	0	0	44	0	0	1	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	1	1	1	0	1	0	1	1	1	0	14	0	0	1	0	0
Reform UK	6	6	0	0	0	13	1	1	1	14	8	5	4	3	8	12	5	9	7	9	0	7	11	3	7
Green	7	6	0	0	0	2	6	6	7	3	5	7	8	8	5	3	7	4	7	2	2	8	5	6	7
Other	2	2	0	0	0	2	1	0	1	3	2	2	0	2	3	2	2	2	2	4	2	2	2	1	2

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

Conservative	17	15	100	0	0	38	1	7	10	26	17	14	8	9	17	28	16	15	16	16	9	14	17	13	18
Labour	30	31	0	100	0	11	78	28	47	19	30	32	37	38	29	18	34	27	32	32	19	34	31	51	24
Liberal Democrat	7	6	0	0	100	3	2	35	9	3	6	5	3	7	5	5	6	4	6	1	7	3	4	5	8
Scottish National Party (SNP)	3	3	0	0	0	0	0	0	5	1	3	3	3	3	3	2	3	3	0	0	30	0	0	1	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	1	0	1	0	1	1	0	0	9	0	0	1	0	0
Reform UK	4	4	0	0	0	8	1	1	1	9	6	3	3	2	5	8	4	5	5	8	0	4	8	2	4
Green	4	4	0	0	0	1	5	4	6	2	4	4	5	6	4	2	5	3	5	1	2	5	3	4	5
Some other party	1	1	0	0	0	1	1	0	1	2	1	1	0	1	2	1	1	1	1	4	2	1	1	1	1
Would not vote	13	13	0	0	0	9	2	1	3	12	14	12	16	14	11	13	9	18	13	10	11	16	15	5	14
Don't know	18	20	0	0	0	27	9	23	17	24	17	23	20	17	23	21	19	21	20	15	18	21	19	14	23
Refused	1	2	0	0	0	1	2	0	1	1	2	2	5	3	2	1	2	3	2	4	3	1	1	4	3

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

24-25 Jan 31 Jan-1 Feb

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=26]

UK Independence Party (UKIP)	28	9	0	0	0	0	46	0	0	16	17	0	0	13	12	0	8	11	13	0	0	22	26	0	0
Women's Equality Party	0	11	0	0	0	0	0	0	19	8	14	0	16	14	0	12	9	11	0	29	0	0	0	30	
Some other party	64	80	0	0	0	100	54	0	100	64	75	86	0	71	74	100	80	79	76	100	71	78	74	100	70
Don't know	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	11	11	1	1	0	5	2	1	2	9	13	9	17	12	9	10	7	16	11	9	11	12	14	7	10
1	2	2	0	0	1	2	1	1	1	2	2	2	4	2	1	2	2	1	2	1	0	2	2	2	2
2	2	2	1	1	0	1	2	0	0	3	2	2	5	2	1	2	1	3	2	2	3	3	3	1	1
3	2	2	1	0	2	2	0	0	1	2	2	2	5	2	2	1	2	2	2	1	1	2	1	1	3
4	2	2	1	1	2	1	1	0	1	1	1	2	3	2	2	1	1	2	2	5	1	1	2	3	1
5	6	6	2	3	6	6	3	2	3	7	5	7	10	6	6	4	6	7	6	7	2	6	8	3	7
6	3	2	3	1	0	3	1	0	2	3	2	3	2	3	2	1	2	2	2	0	2	2	2	2	3
7	4	5	4	4	6	5	4	3	4	4	5	4	7	5	4	3	5	4	5	4	4	2	5	8	5
8	6	6	7	6	10	7	4	8	6	8	6	6	5	7	5	6	7	5	6	8	4	7	6	7	6
9	7	9	13	8	11	11	9	16	10	7	9	9	8	10	7	9	9	8	9	9	8	7	8	13	9
10 - Absolutely certain to vote	55	53	67	74	63	58	75	70	70	55	54	53	35	49	60	62	57	49	52	54	65	54	48	54	52

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

Rishi Sunak	22	22	78	3	7	46	3	12	16	33	22	21	14	15	26	32	22	21	22	19	15	22	25	20	23
Keir Starmer	34	32	1	75	45	10	66	54	51	18	36	29	33	38	33	21	36	27	32	33	37	34	26	46	28
Not sure	42	43	19	20	44	42	27	31	30	46	39	46	47	43	39	44	39	48	42	43	44	41	46	32	45
Refused	3	4	1	2	4	2	4	3	2	3	3	4	6	4	2	3	3	5	3	5	4	3	3	2	4

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	250	215	10.7%
Men 50-64 High education	72	74	3.7%
Men 50-64 Mid education	98	90	4.5%
Men 50-64 Low education	85	78	3.9%
Men 25-49 High education	134	189	9.4%
Men 25-49 Mid education	115	132	6.6%
Men 25-49 Low education	44	86	4.3%
Men Under 25 High education	16	20	1.0%
Men Under 25 Mid & Low education	51	86	4.3%
Women Over 65	319	257	12.8%
Women 50-64 High education	68	70	3.5%
Women 50-64 Mid education	103	102	5.1%
Women 50-64 Low education	85	80	4.0%
Women 25-49 High education	199	203	10.1%
Women 25-49 Mid education	176	142	7.1%
Women 25-49 Low education	89	76	3.8%
Women Under 25 High education	30	24	1.2%
Women Under 25 Mid & Low education	72	80	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	174	381	19.0%
Medium (3-7)	1364	1204	60.0%
High (8,9,10)	468	421	21.0%
Social Grade (NRS and 2011 census)			
AB	637	562	28.0%
C1	598	582	29.0%
C2	367	421	21.0%
DE	404	441	22.0%
EU Referendum Vote (Election Result)			
Remain	841	707	35.2%
Leave	784	747	37.2%
Don't Know / Did Not Vote	381	552	27.5%

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

North Con	148	136	6.8%
North Lab	159	148	7.4%
North LD	31	26	1.3%
North BP	18	18	0.9%
North Oth	15	14	0.7%
North DNV	112	140	7.0%
Midlands Con	143	128	6.4%
Midlands Lab	87	78	3.9%
Midlands LD	22	18	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	74	94	4.7%
London Con	52	56	2.8%
London Lab	55	86	4.3%
London LD	21	26	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	55	66	3.3%
South Con	303	277	13.8%
South Lab	126	118	5.9%
South LD	92	84	4.2%
South BP	3	2	0.1%
South Oth	28	26	1.3%
South DNV	158	164	8.2%
Wales Con	29	26	1.3%
Wales Lab	33	30	1.5%
Wales LD	4	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	31	28	1.4%
Scotland Con	35	32	1.6%
Scotland Lab	24	24	1.2%
Scotland LD	9	12	0.6%
Scotland SNP	68	58	2.9%
Scotland Oth DNV	32	48	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