

# YouGov Survey Results

Sample Size: 4922 adults in GB  
 Fieldwork: 20th December 2022 - 11th January 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age						Social Grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-29	30-39	40-49	50-59	60-69	70+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>4922</b>	803	1566	289	1609	1191	418	1734	1833	2382	2540	517	228	771	1033	821	886	666	2806	2116	
<b>Unweighted Sample</b>	<b>4922</b>	830	1628	321	1661	1209	456	1984	1913	2184	2738	436	224	749	1016	835	934	728	2929	1993	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

Con	<b>24</b>	100	0	0	60	2	6	14	42	24	24	9	8	11	21	22	34	48	24	25
Lab	<b>47</b>	0	100	0	16	88	38	58	28	43	51	61	66	65	53	46	34	23	48	45
Lib Dem	<b>9</b>	0	0	100	4	3	48	13	4	9	8	7	10	6	9	11	9	8	10	6
SNP	<b>5</b>	0	0	0	0	1	0	6	1	5	4	9	5	4	5	5	4	3	4	6
Plaid Cymru	<b>1</b>	0	0	0	0	0	0	1	0	1	1	2	1	1	1	1	0	1	1	1
Reform UK	<b>7</b>	0	0	0	15	0	0	1	17	10	5	2	3	5	5	9	11	13	6	10
Green	<b>5</b>	0	0	0	3	4	6	6	3	5	6	10	6	7	4	4	5	3	6	5
Other	<b>2</b>	0	0	0	2	1	0	1	2	2	1	0	1	1	2	2	3	1	1	2

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

Conservative	<b>16</b>	100	0	0	42	2	5	11	28	17	16	6	6	7	14	15	24	32	17	15
Labour	<b>32</b>	0	100	0	11	74	32	47	19	31	33	40	47	41	34	32	24	16	35	28
Liberal Democrat	<b>6</b>	0	0	100	3	3	41	11	3	6	5	5	8	4	6	8	6	5	8	4
Scottish National Party (SNP)	<b>3</b>	0	0	0	0	1	0	5	1	4	3	6	3	3	3	3	2	3	3	3
Plaid Cymru	<b>1</b>	0	0	0	0	0	0	1	0	1	1	2	1	0	1	0	0	1	1	1
Reform UK	<b>5</b>	0	0	0	11	0	0	1	12	7	3	2	3	3	3	7	7	9	4	6
Green	<b>4</b>	0	0	0	2	3	5	5	2	4	4	7	5	5	3	3	3	2	4	3
Some other party	<b>1</b>	0	0	0	1	1	1	1	2	2	1	0	1	1	1	2	2	1	1	1
Would not vote	<b>12</b>	0	0	0	6	3	1	3	10	13	11	12	13	16	14	10	8	11	9	16
Don't know	<b>18</b>	0	0	0	23	10	14	15	21	14	21	11	11	16	19	20	21	20	16	20
Refused	<b>2</b>	0	0	0	1	2	1	1	1	2	2	8	2	4	2	0	1	0	2	3

## YouGov Survey Results

Sample Size: 4922 adults in GB  
Fieldwork: 20th December 2022 - 11th January 2023

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	South
<b>Weighted Sample</b>	<b>4922</b>	4248	246	428	1186	817	596	1649
<b>Unweighted Sample</b>	<b>4922</b>	4213	271	438	1193	815	538	1667
	%	%	%	%	%	%	%	%

### HEADLINE VOTING INTENTION

#### Westminster Voting Intention

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

Con	<b>24</b>	26	15	13	21	31	18	31
Lab	<b>47</b>	49	49	28	56	48	59	40
Lib Dem	<b>9</b>	9	6	5	6	6	10	13
SNP	<b>5</b>	0	0	44	0	0	0	0
Plaid Cymru	<b>1</b>	0	15	0	0	0	1	0
Reform UK	<b>7</b>	8	10	4	9	9	5	7
Green	<b>5</b>	6	3	4	6	3	6	6
Other	<b>2</b>	2	2	2	2	2	2	1

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

Conservative	<b>16</b>	17	10	10	14	19	13	20
Labour	<b>32</b>	33	34	21	38	30	45	26
Liberal Democrat	<b>6</b>	6	4	4	4	4	7	9
Scottish National Party (SNP)	<b>3</b>	0	0	35	0	0	1	0
Plaid Cymru	<b>1</b>	0	10	0	0	0	1	0
Reform UK	<b>5</b>	5	7	4	6	6	4	5
Green	<b>4</b>	4	2	3	4	2	4	4
Some other party	<b>1</b>	1	2	1	1	1	2	1
Would not vote	<b>12</b>	13	9	5	15	14	8	12
Don't know	<b>18</b>	18	18	16	16	21	13	20
Refused	<b>2</b>	2	3	1	2	2	3	3

Sample Size: 4922 adults in GB  
 Fieldwork: 20th December 2022 - 11th January 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age							Social Grade			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-29	30-39	40-49	50-59	60-69	70+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>4922</b>	803	1566	289	1609	1191	418	1734	1833	2382	2540	517	228	771	1033	821	886	666	2806	2116	
<b>Unweighted Sample</b>	<b>4922</b>	830	1628	321	1661	1209	456	1984	1913	2184	2738	436	224	749	1016	835	934	728	2929	1993	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**And which of these parties would you vote for?**  
 [Asked only to those who answered 'some other party'; n=60]

UK Independence Party (UKIP)	<b>20</b>	0	0	0	35	0	0	0	29	20	20	0	0	0	19	16	33	19	18	23
Women's Equality Party	<b>2</b>	0	0	0	0	0	0	0	3	3	0	0	0	0	8	0	0	3	0	0
Some other party	<b>72</b>	0	0	0	61	100	69	93	64	72	73	100	100	71	81	69	61	81	76	68
Don't know	<b>4</b>	0	0	0	0	0	31	7	0	3	6	0	0	29	0	7	0	0	3	5
Refused	<b>2</b>	0	0	0	5	0	0	0	3	3	0	0	0	0	0	0	6	0	0	4

Sample Size: 4922 adults in GB  
 Fieldwork: 20th December 2022 - 11th January 2023

	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	South	
<b>Weighted Sample</b>	<b>4922</b>	4248	246	428	1186	817	596	1649
<b>Unweighted Sample</b>	<b>4922</b>	4213	271	438	1193	815	538	1667
	%	%	%	%	%	%	%	%

**And which of these parties would you vote for?**

*[Asked only to those who answered 'some other party'; n=60]*

UK Independence Party (UKIP)	<b>20</b>	20	15	29	0	31	20	28
Women's Equality Party	<b>2</b>	2	0	0	0	0	0	7
Some other party	<b>72</b>	71	85	71	100	58	67	59
Don't know	<b>4</b>	5	0	0	0	0	13	6
Refused	<b>2</b>	2	0	0	0	10	0	0

## 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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	556	527	10.7%
Men 50-64 High education	171	182	3.7%
Men 50-64 Mid education	236	221	4.5%
Men 50-64 Low education	202	192	3.9%
Men 25-49 High education	394	463	9.4%
Men 25-49 Mid education	339	325	6.6%
Men 25-49 Low education	128	212	4.3%
Men Under 25 High education	50	49	1.0%
Men Under 25 Mid & Low education	108	212	4.3%
Women Over 65	691	630	12.8%
Women 50-64 High education	162	172	3.5%
Women 50-64 Mid education	265	251	5.1%
Women 50-64 Low education	214	197	4.0%
Women 25-49 High education	470	497	10.1%
Women 25-49 Mid education	418	349	7.1%
Women 25-49 Low education	240	187	3.8%
Women Under 25 High education	65	59	1.2%
Women Under 25 Mid & Low education	213	197	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	534	935	19.0%
Medium (3-7)	3243	2953	60.0%
High (8,9,10)	1145	1034	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	1534	1378	28.0%
C1	1395	1427	29.0%
C2	909	1034	21.0%
DE	1084	1083	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	1984	1734	35.2%
Leave	1913	1833	37.2%
Don't Know / Did Not Vote	1025	1355	27.5%

## 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.

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

North Con	<b>361</b>	<b>335</b>	<b>6.8%</b>
North Lab	<b>390</b>	<b>364</b>	<b>7.4%</b>
North LD	<b>71</b>	<b>64</b>	<b>1.3%</b>
North BP	<b>43</b>	<b>44</b>	<b>0.9%</b>
North Oth	<b>36</b>	<b>34</b>	<b>0.7%</b>
North DNV	<b>292</b>	<b>345</b>	<b>7.0%</b>
Midlands Con	<b>323</b>	<b>315</b>	<b>6.4%</b>
Midlands Lab	<b>204</b>	<b>192</b>	<b>3.9%</b>
Midlands LD	<b>48</b>	<b>44</b>	<b>0.9%</b>
Midlands BP	<b>10</b>	<b>10</b>	<b>0.2%</b>
Midlands Oth	<b>29</b>	<b>25</b>	<b>0.5%</b>
Midlands DNV	<b>201</b>	<b>231</b>	<b>4.7%</b>
London Con	<b>151</b>	<b>138</b>	<b>2.8%</b>
London Lab	<b>164</b>	<b>212</b>	<b>4.3%</b>
London LD	<b>67</b>	<b>64</b>	<b>1.3%</b>
London BP	<b>3</b>	<b>5</b>	<b>0.1%</b>
London Oth	<b>16</b>	<b>15</b>	<b>0.3%</b>
London DNV	<b>137</b>	<b>162</b>	<b>3.3%</b>
South Con	<b>670</b>	<b>679</b>	<b>13.8%</b>
South Lab	<b>316</b>	<b>290</b>	<b>5.9%</b>
South LD	<b>231</b>	<b>207</b>	<b>4.2%</b>
South BP	<b>8</b>	<b>5</b>	<b>0.1%</b>
South Oth	<b>71</b>	<b>64</b>	<b>1.3%</b>
South DNV	<b>371</b>	<b>404</b>	<b>8.2%</b>
Wales Con	<b>72</b>	<b>64</b>	<b>1.3%</b>
Wales Lab	<b>77</b>	<b>74</b>	<b>1.5%</b>
Wales LD	<b>12</b>	<b>10</b>	<b>0.2%</b>
Wales PC	<b>25</b>	<b>20</b>	<b>0.4%</b>
Wales BP	<b>9</b>	<b>10</b>	<b>0.2%</b>
Wales Oth DNV	<b>76</b>	<b>69</b>	<b>1.4%</b>
Scotland Con	<b>84</b>	<b>79</b>	<b>1.6%</b>
Scotland Lab	<b>58</b>	<b>59</b>	<b>1.2%</b>
Scotland LD	<b>27</b>	<b>30</b>	<b>0.6%</b>
Scotland SNP	<b>158</b>	<b>143</b>	<b>2.9%</b>
Scotland Oth DNV	<b>111</b>	<b>118</b>	<b>2.4%</b>

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)