YouGov / The Times Survey Results

Sample Size: 2004 adults in GB
Fieldwork: 18th - 19th January 2023

	10-11 Jan	18-19 Jan	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		2004	354	647	109	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
Unweighted Sample		2004	382	670	116	705	479	171	802	800	900	1104	173	792	508	531	1199	805	1718	109	177	464	346	188	720
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	10-11 Jan	18-19 Jan	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
Con	25	**26**	100	0	0	64	1	4	14	45	27	26	11	16	27	46	26	28	28	13	18	26	28	20	33
Lab	47	**48**	0	100	0	17	88	45	60	28	45	50	69	59	44	28	49	46	49	59	32	53	48	60	42
Lib Dem	9	**8**	0	0	100	3	3	46	12	5	9	7	3	8	8	9	10	5	9	3	4	5	8	6	13
SNP	5	**4**	0	0	0	1	0	0	5	2	3	5	5	4	5	2	4	4	0	0	42	0	0	1	0
Plaid Cymru	1	**1**	0	0	0	0	0	0	1	1	1	1	3	1	0	1	1	1	0	11	0	1	0	0	0
Reform UK	7	**7**	0	0	0	12	1	2	1	15	9	5	0	4	8	11	4	11	7	9	0	7	9	5	7
Green	5	**5**	0	0	0	0	6	4	6	2	4	5	6	7	5	2	5	4	5	3	3	6	5	7	4
Other	1	**1**	0	0	0	2	0	0	1	2	2	1	3	1	2	1	1	2	1	2	2	1	1	1	1

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

	10-11 Jan	18-19 Jan	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
Conservative	17	**18**	100	0	0	47	1	3	11	32	19	16	7	11	20	33	18	17	19	9	13	17	18	14	22
Labour	32	**32**	0	100	0	13	75	35	47	20	32	32	40	37	32	20	35	29	33	40	24	36	31	41	28
Liberal Democrat	6	**5**	0	0	100	3	2	37	10	4	7	4	2	5	6	7	7	3	6	2	2	4	5	4	9
Scottish National Party (SNP)	4	**3**	0	0	0	0	0	0	4	1	2	3	3	3	3	1	3	2	0	0	29	0	0	1	0
Plaid Cymru	1	**1**	0	0	0	0	0	0	1	1	1	0	2	1	0	0	1	1	0	7	0	1	0	0	0
Reform UK	5	**5**	0	0	0	9	1	1	1	10	6	3	0	3	6	8	3	6	5	6	0	5	6	4	5
Green	4	**3**	0	0	0	0	5	3	5	2	3	4	4	4	4	1	4	3	4	2	2	4	3	5	3
Some other party	1	**1**	0	0	0	1	1	0	1	1	1	1	3	1	1	1	1	1	1	2	1	1	1	1	1
Would not vote	10	**15**	0	0	0	5	5	4	6	9	14	15	20	19	9	10	11	20	15	14	12	17	15	13	14
Don't know	19	**15**	0	0	0	21	7	17	14	18	12	19	12	14	17	18	16	15	15	16	14	13	17	13	17
Refused	2	**2**	0	0	0	0	2	0	1	1	3	2	8	3	1	1	2	2	2	1	1	2	3	5	2

And which of these parties would you vote for?
[Asked only to those who answered 'some other party'; n=24]

	10-11 Jan	18-19 Jan	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
UK Independence Party (UKIP)	13	**17**	0	0	0	34	0	0	0	34	22	7	0	32	11	28	19	14	20	0	0	10	17	38	28
Women's Equality Party	5	**3**	0	0	0	0	0	0	16	0	0	7	0	0	0	13	5	0	4	0	0	0	0	29	0
Some other party	73	**62**	0	0	0	66	78	0	70	66	59	66	69	26	89	49	65	59	54	100	100	68	38	0	72
Don't know	9	**7**	0	0	0	0	22	0	14	0	4	11	17	0	0	11	12	0	8	0	0	22	0	0	0
Refused	0	**12**	0	0	0	0	0	0	0	0	14	8	14	42	0	0	0	28	14	0	0	0	45	33	0

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		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	**2004**	354	647	109	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
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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?

	4-5 Jan	**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
0 - Certain NOT to vote	*8*	**12**	1	0	1	3	3	2	4	7	11	13	16	16	7	9	8	17	12	11	13	13	14	11	11
1	*2*	**2**	0	0	0	0	1	0	0	1	2	2	2	3	1	1	2	2	2	0	1	3	1	2	1
2	*1*	**2**	0	0	1	1	1	0	1	1	1	2	3	2	1	1	1	2	1	6	1	1	2	1	1
3	*2*	**2**	0	1	0	1	1	1	2	1	2	2	8	2	1	1	2	2	2	0	2	2	3	3	2
4	*3*	**1**	0	1	1	2	0	2	1	1	1	1	3	1	1	1	1	1	1	0	2	1	1	1	2
5	*7*	**5**	4	2	1	4	2	4	3	5	4	6	8	5	4	4	5	6	5	6	3	5	6	5	5
6	*3*	**3**	2	2	2	3	1	0	1	3	3	3	4	4	2	1	3	3	3	2	3	2	3	3	3
7	*5*	**4**	4	4	4	4	2	5	4	4	5	3	8	5	2	3	4	4	4	5	4	3	3	4	5
8	*6*	**6**	8	6	7	8	6	8	6	6	6	6	6	6	7	6	6	6	6	7	7	6	6	6	6
9	*9*	**8**	10	10	15	10	9	12	10	8	8	8	8	7	9	8	9	7	8	9	8	7	8	8	9
10 - Absolutely certain to vote	*54*	**55**	70	73	68	64	72	65	68	63	56	54	34	49	65	65	59	50	55	54	56	56	52	57	55

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

	4-5 Jan	**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
Rishi Sunak	*24*	**24**	81	3	16	54	5	13	17	40	25	23	11	15	28	42	26	23	25	16	19	25	27	20	27
Keir Starmer	*32*	**33**	4	74	49	11	67	52	51	19	37	30	38	36	37	23	37	29	33	37	37	33	31	40	31
Not sure	*40*	**38**	14	20	35	33	24	33	28	40	33	43	42	42	34	34	34	44	38	46	39	40	39	33	38
Refused	*4*	**4**	1	2	0	2	4	2	3	2	5	3	9	6	1	2	4	5	4	2	4	3	4	7	4

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

	4-5 Jan	**18-19 Jan**	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
Very well	*2*	**2**	6	0	2	3	1	0	0	3	2	1	3	1	1	2	2	2	2	0	0	2	3	2	1
Fairly well	*18*	**18**	52	5	8	38	5	4	10	30	19	17	11	12	20	30	16	20	19	13	11	19	20	12	20
TOTAL WELL	*20*	**20**	58	5	10	41	6	4	10	33	21	18	14	13	21	32	18	22	21	13	11	21	23	14	21
Fairly badly	*27*	**27**	26	24	32	31	20	29	24	29	25	29	28	28	22	29	27	26	27	21	28	28	23	25	30
Very badly	*40*	**41**	6	65	55	16	69	60	59	26	46	36	39	42	46	32	43	38	40	42	46	40	41	46	37
TOTAL BADLY	*67*	**68**	32	89	87	47	89	89	83	55	71	65	67	70	68	61	70	64	67	63	74	68	64	71	67
Don't know	*14*	**13**	10	5	3	11	5	7	6	12	9	17	19	17	10	7	12	15	12	25	15	12	14	14	11

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

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

		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
Right to leave	*35*	**34**	71	14	15	66	12	4	6	71	38	29	12	24	38	56	28	41	35	29	25	39	35	27	35
Wrong to leave	*54*	**54**	23	81	80	24	83	89	89	19	53	55	67	61	54	37	62	45	53	56	66	50	52	64	52
Don't know	*10*	**12**	6	5	4	10	5	7	5	10	9	15	22	15	8	7	11	14	12	15	9	11	13	9	13

*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	**263**	**214**	**10.7%**
Men 50-64 High education	**66**	**74**	**3.7%**
Men 50-64 Mid education	**91**	**90**	**4.5%**
Men 50-64 Low education	**85**	**78**	**3.9%**
Men 25-49 High education	**145**	**188**	**9.4%**
Men 25-49 Mid education	**143**	**132**	**6.6%**
Men 25-49 Low education	**37**	**86**	**4.3%**
Men Under 25 High education	**20**	**20**	**1.0%**
Men Under 25 Mid & Low education	**50**	**86**	**4.3%**
Women Over 65	**268**	**257**	**12.8%**
Women 50-64 High education	**68**	**70**	**3.5%**
Women 50-64 Mid education	**114**	**102**	**5.1%**
Women 50-64 Low education	**84**	**80**	**4.0%**
Women 25-49 High education	**195**	**202**	**10.1%**
Women 25-49 Mid education	**174**	**142**	**7.1%**
Women 25-49 Low education	**98**	**76**	**3.8%**
Women Under 25 High education	**26**	**24**	**1.2%**
Women Under 25 Mid & Low education	**77**	**80**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**179**	**381**	**19.0%**
Medium (3-7)	**1375**	**1202**	**60.0%**
High (8,9,10)	**450**	**421**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**641**	**561**	**28.0%**
C1	**558**	**581**	**29.0%**
C2	**345**	**421**	**21.0%**
DE	**460**	**441**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**802**	**706**	**35.2%**
Leave	**800**	**746**	**37.2%**
Don't Know / Did Not Vote	**402**	**552**	**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.

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

North Con	151	136	6.8%
North Lab	161	148	7.4%
North LD	19	26	1.3%
North BP	17	18	0.9%
North Oth	15	14	0.7%
North DNV	101	140	7.0%
Midlands Con	135	128	6.4%
Midlands Lab	83	78	3.9%
Midlands LD	23	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	88	94	4.7%
London Con	53	56	2.8%
London Lab	54	86	4.3%
London LD	22	26	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	50	66	3.3%
South Con	302	277	13.8%
South Lab	128	118	5.9%
South LD	88	84	4.2%
South BP	3	2	0.1%
South Oth	33	26	1.3%
South DNV	166	164	8.2%
Wales Con	29	26	1.3%
Wales Lab	31	30	1.5%
Wales LD	6	4	0.2%
Wales PC	10	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	29	28	1.4%
Soctland Con	35	32	1.6%
Scotland Lab	22	24	1.2%
Scotland LD	13	12	0.6%
Scotland SNP	66	58	2.9%
Scotland Oth DNV	41	48	2.4%