YouGov / The Times Survey Results

Sample Size: 1712 adults in GB
Fieldwork: 28th - 29th September 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	1712	248	619	87	580	425	154	635	678	832	880	187	714	413	399	976	736	205	575	372	413	147
Unweighted Sample	1712	251	639	87	578	409	159	682	681	742	970	169	681	424	438	999	713	161	613	389	400	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	23-25 Sept	28-29 Sept	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
Con	28	21	100	0	0	57	1	1	9	39	23	20	3	12	24	43	19	25	19	25	23	22	10
Lab	45	54	0	100	0	27	85	57	63	39	51	57	69	63	50	35	54	54	63	52	53	59	38
Lib Dem	9	7	0	0	100	2	4	35	12	3	8	7	7	9	7	6	10	4	6	9	6	9	2
SNP	4	5	0	0	0	0	1	2	7	3	4	6	4	4	6	5	5	4	0	0	2	0	44
Plaid Cymru	1	1	0	0	0	0	0	0	0	2	1	1	3	1	0	0	1	1	1	0	4	0	0
Reform UK	3	4	0	0	0	8	0	0	1	8	4	3	1	3	4	6	3	5	1	5	4	4	1
Green	7	6	0	0	0	2	8	5	8	3	7	5	12	6	6	4	7	5	8	6	7	6	4
Other	2	1	0	0	0	3	0	0	0	3	2	1	1	2	2	1	1	2	2	2	1	1	1

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

	23-25 Sept	28-29 Sept	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
Conservative	18	15	100	0	0	37	1	1	8	26	17	12	2	9	17	28	14	15	12	17	14	16	7
Labour	29	36	0	100	0	17	75	50	50	26	36	36	48	42	33	23	39	33	42	35	34	39	29
Liberal Democrat	6	5	0	0	100	2	4	30	10	2	6	4	6	6	5	4	7	2	5	6	4	6	2
Scottish National Party (SNP)	3	3	0	0	0	0	1	2	6	2	3	4	3	3	4	4	4	3	0	0	1	0	34
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	3	1	0	0	1	1	1	0	3	0	0
Reform UK	2	3	0	0	0	5	0	0	0	5	3	2	2	2	3	4	2	3	1	3	2	3	1
Green	5	4	0	0	0	2	7	4	7	2	5	3	9	4	4	2	5	3	5	4	5	4	3
Some other party	2	1	0	0	0	2	0	0	0	2	2	1	1	1	1	1	1	1	1	1	1	1	1
Would not vote	13	12	0	0	0	9	2	0	3	10	12	12	6	15	10	11	9	15	9	11	15	13	7
Don't know	18	19	0	0	0	26	9	12	14	23	14	23	15	16	21	24	17	21	21	21	17	17	16
Refused	3	2	0	0	0	1	0	1	2	1	2	2	6	2	1	0	1	2	3	2	2	1	0

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=17]

		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
UK Independence Party (UKIP)	14	17	0	0	0	21	0	0	0	24	13	29	0	0	17	100	0	36	0	12	21	58	0
Women's Equality Party	2	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	71	77	0	0	0	71	0	0	100	69	80	71	100	88	83	0	100	53	100	88	79	0	100
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
Refused	5	5	0	0	0	8	0	0	0	8	8	0	0	12	0	0	0	11	0	0	0	42	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?

		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
0 - Certain NOT to vote	12	9	0	0	3	5	1	0	2	6	9	9	6	12	8	8	7	13	8	8	11	11	4
1	2	1	0	0	0	1	0	0	1	1	1	2	1	2	1	2	1	2	0	1	3	1	2
2	2	2	1	0	1	2	0	0	1	3	2	2	2	2	2	1	2	2	1	2	2	2	2
3	2	2	2	1	1	3	1	1	0	2	3	2	3	3	2	1	2	2	0	3	2	2	3
4	2	2	2	1	0	2	1	1	1	2	2	2	5	2	1	2	1	3	2	1	3	3	1
5	6	7	5	3	2	7	4	1	5	7	7	7	11	8	6	5	6	9	8	6	7	9	4
6	3	2	2	2	1	2	2	1	1	2	2	2	5	3	1	1	2	3	2	2	2	3	3
7	3	5	1	4	4	5	3	4	5	5	5	5	6	6	4	3	5	5	6	6	4	5	2
8	5	5	8	4	11	6	5	3	4	7	6	5	8	6	4	5	5	6	7	6	4	6	2
9	7	7	8	7	15	7	6	12	7	8	7	6	6	6	8	7	6	7	8	6	7	4	9
10 - Absolutely certain to vote	55	57	72	78	63	59	77	78	74	57	57	58	47	52	63	65	63	49	56	57	55	56	69

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

	6-7 Sept	28-29 Sept	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
Liz Truss	25	15	67	1	4	35	1	4	6	28	18	13	6	10	16	28	14	17	10	19	16	15	6
Keir Starmer	32	44	3	84	60	19	75	79	65	30	47	41	51	48	44	32	50	36	55	41	40	42	57
Not sure	40	37	28	13	33	43	21	16	25	41	31	43	33	38	38	38	33	44	30	36	41	40	35
Refused	3	4	2	1	3	2	3	1	4	2	4	3	10	4	2	2	3	4	5	4	4	2	2

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	190	181	10.6%
Men 50-64 High education	60	55	3.2%
Men 50-64 Mid education	79	79	4.6%
Men 50-64 Low education	71	68	4.0%
Men 25-49 High education	105	139	8.1%
Men 25-49 Mid education	109	127	7.4%
Men 25-49 Low education	66	89	5.2%
Men Under 25 High education	15	15	0.9%
Men Under 25 Mid & Low education	47	79	4.6%
Women Over 65	248	217	12.7%
Women 50-64 High education	53	51	3.0%
Women 50-64 Mid education	87	89	5.2%
Women 50-64 Low education	74	70	4.1%
Women 25-49 High education	165	149	8.7%
Women 25-49 Mid education	146	132	7.7%
Women 25-49 Low education	90	79	4.6%
Women Under 25 High education	23	19	1.1%
Women Under 25 Mid & Low education	84	74	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	178	325	19.0%
Medium (3-7)	1135	1027	60.0%
High (8,9,10)	399	360	21.0%
Social Grade (NRS and 2011 census)			
AB	528	479	28.0%
C1	471	496	29.0%
C2	297	360	21.0%
DE	416	377	22.0%
EU Referendum Vote (Election Result)			
Remain	682	635	37.1%
Leave	681	678	39.6%
Don't Know / Did Not Vote	349	399	23.3%

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

North Con	**123**	**120**	**7.0%**
North Lab	**125**	**132**	**7.7%**
North LD	**25**	**24**	**1.4%**
North BP	**15**	**15**	**0.9%**
North Oth	**11**	**12**	**0.7%**
North DNV	**101**	**110**	**6.4%**
Midlands Con	**113**	**113**	**6.6%**
Midlands Lab	**74**	**68**	**4.0%**
Midlands LD	**18**	**17**	**1.0%**
Midlands BP	**3**	**3**	**0.2%**
Midlands Oth	**9**	**9**	**0.5%**
Midlands DNV	**82**	**74**	**4.3%**
London Con	**41**	**50**	**2.9%**
London Lab	**51**	**75**	**4.4%**
London LD	**22**	**24**	**1.4%**
London BP	**2**	**2**	**0.1%**
London Oth	**5**	**5**	**0.3%**
London DNV	**40**	**50**	**2.9%**
South Con	**247**	**245**	**14.3%**
South Lab	**113**	**103**	**6.0%**
South LD	**81**	**75**	**4.4%**
South BP	**2**	**2**	**0.1%**
South Oth	**25**	**22**	**1.3%**
South DNV	**145**	**128**	**7.5%**
Wales Con	**25**	**24**	**1.4%**
Wales Lab	**24**	**26**	**1.5%**
Wales LD	**4**	**3**	**0.2%**
Wales PC	**8**	**7**	**0.4%**
Wales BP	**2**	**3**	**0.2%**
Wales Oth DNV	**27**	**24**	**1.4%**
Soctland Con	**29**	**29**	**1.7%**
Scotland Lab	**22**	**21**	**1.2%**
Scotland LD	**9**	**10**	**0.6%**
Scotland SNP	**54**	**51**	**3.0%**
Scotland Oth DNV	**35**	**36**	**2.1%**