YouGov / The Times Survey Results

Sample Size: 2062 adults in GB
Fieldwork: 14th - 15th February 2023

			Total	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country			Region			
				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			2062	305	683	126	674	499	175	727	768	998	1064	216	852	509	485	1175	887	1780	103	179	497	342	250	691
Unweighted Sample			2062	323	691	134	705	499	183	825	791	921	1141	176	833	523	530	1245	817	1774	112	176	501	358	204	711
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Feb	14-15 Feb																								

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

	8-9 Feb	14-15 Feb (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
Con	24	22	100	0	0	56	1	4	13	35	21	23	10	13	22	40	22	23	23	8	19	21	24	17	27
Lab	47	50	0	100	0	21	88	41	61	35	49	51	67	63	47	30	52	47	51	61	30	56	54	56	45
Lib Dem	10	9	0	0	100	5	3	42	13	5	10	8	4	8	11	10	10	8	10	1	4	8	6	12	13
SNP	4	4	0	0	0	0	1	0	5	3	4	4	2	4	4	4	4	4	0	0	39	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	1	2	1	0	1	1	1	0	15	0	0	0	0	0
Reform UK	6	7	0	0	0	14	1	2	1	15	8	5	5	4	5	12	6	8	7	7	1	6	10	6	7
Green	6	6	0	0	0	2	5	10	7	5	5	7	10	6	9	2	5	8	6	5	6	7	6	7	6
Other	2	1	0	0	0	1	0	0	0	2	2	0	0	1	2	1	1	2	1	2	0	2	0	2	1

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

	8-9 Feb	14-15 Feb	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	16	15	100	0	0	38	1	4	11	23	15	14	7	8	16	29	16	14	15	6	14	14	15	11	18
Labour	32	33	0	100	0	14	75	35	49	23	34	32	41	38	33	22	37	27	34	42	22	36	35	38	30
Liberal Democrat	7	6	0	0	100	4	3	36	10	4	7	5	3	5	8	7	7	5	7	1	3	5	4	8	9
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	4	2	3	3	1	3	3	3	3	2	0	0	30	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	0	1	1	0	1	1	1	0	10	0	0	0	0	0
Reform UK	4	4	0	0	0	9	0	2	1	9	5	3	3	2	4	9	4	5	5	4	1	4	6	4	4
Green	4	4	0	0	0	2	4	9	6	3	4	5	6	4	7	2	4	5	4	3	5	5	4	5	4
Some other party	1	1	0	0	0	1	0	1	0	2	2	0	1	1	1	1	1	2	1	2	0	2	0	1	1
Would not vote	13	13	0	0	0	7	3	1	4	10	14	13	16	18	9	9	8	20	14	14	13	14	14	13	13
Don't know	18	17	0	0	0	23	10	10	14	22	13	21	14	17	18	18	16	18	18	16	11	18	18	14	19
Refused	2	2	0	0	0	1	2	2	1	1	3	2	7	3	1	0	3	2	2	2	2	2	2	4	2

And which of these parties would you vote for?

[Asked only to those who would vote for 'some other party'; n=22]

	8-9 Feb	14-15 Feb	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)	24	7	0	0	0	15	0	0	0	6	10	0	0	0	0	28	11	5	8	0	0	8	0	0	11
Women's Equality Party	3	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	61	70	0	0	0	85	100	52	100	70	73	60	28	88	89	48	71	70	67	100	0	64	0	100	58
Don't know	9	23	0	0	0	0	0	48	0	24	17	40	72	12	11	24	19	25	25	0	0	28	0	0	30
Refused	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	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
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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?

	8-9 Feb	14-15 Feb / 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	10	11	0	1	0	4	2	1	3	5	12	10	12	15	6	8	7	16	11	8	13	12	11	12	9
1	2	2	1	1	1	2	1	0	1	2	3	2	4	4	1	1	1	4	2	4	1	4	3	2	2
2	2	1	0	0	1	2	0	0	1	2	1	2	1	2	2	0	1	1	2	1	1	2	1	1	2
3	2	2	1	1	1	1	1	1	1	2	2	2	4	2	2	1	2	2	2	2	2	1	2	4	2
4	2	2	3	1	0	2	1	1	1	2	2	2	4	2	2	1	2	2	2	0	0	3	2	2	2
5	7	6	5	3	7	6	3	0	3	7	5	8	12	7	4	5	5	8	7	6	5	7	7	4	7
6	3	2	2	2	4	2	1	2	2	2	3	2	5	2	2	1	2	2	2	1	0	1	2	5	2
7	5	5	3	4	4	4	4	7	5	4	5	4	3	6	5	3	5	4	5	8	3	5	5	5	5
8	7	6	8	5	4	7	5	9	6	6	4	8	7	6	6	5	7	5	6	7	6	5	4	7	6
9	9	7	11	6	11	10	8	9	9	7	7	7	5	7	7	8	9	5	7	7	6	5	9	8	7
10 - Absolutely certain to vote	53	55	65	75	69	60	75	69	68	62	57	54	43	48	63	67	59	50	55	56	62	56	53	51	56

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

	8-9 Feb	14-15 Feb / 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	25	21	76	3	15	46	3	9	15	31	20	22	13	14	23	34	22	19	22	11	13	19	23	21	24
Keir Starmer	33	34	3	74	42	12	67	52	52	22	38	30	32	38	35	26	38	29	33	46	35	34	31	37	32
Not sure	38	41	19	20	41	41	25	32	29	45	38	45	41	44	40	39	36	48	41	41	49	43	43	36	39
Refused	5	4	1	3	1	1	5	7	3	2	4	3	15	4	2	1	4	4	4	2	3	4	3	6	4

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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	243	221	10.7%
Men 50-64 High education	66	76	3.7%
Men 50-64 Mid education	96	93	4.5%
Men 50-64 Low education	86	80	3.9%
Men 25-49 High education	151	194	9.4%
Men 25-49 Mid education	151	136	6.6%
Men 25-49 Low education	59	89	4.3%
Men Under 25 High education	20	21	1.0%
Men Under 25 Mid & Low education	49	89	4.3%
Women Over 65	287	264	12.8%
Women 50-64 High education	69	72	3.5%
Women 50-64 Mid education	111	105	5.1%
Women 50-64 Low education	95	82	4.0%
Women 25-49 High education	201	208	10.1%
Women 25-49 Mid education	169	146	7.1%
Women 25-49 Low education	102	78	3.8%
Women Under 25 High education	26	25	1.2%
Women Under 25 Mid & Low education	81	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	243	392	19.0%
Medium (3-7)	1350	1237	60.0%
High (8,9,10)	469	433	21.0%
Social Grade (NRS and 2011 census)			
AB	623	577	28.0%
C1	622	598	29.0%
C2	321	433	21.0%
DE	496	454	22.0%
EU Referendum Vote (Election Result)			
Remain	825	727	35.2%
Leave	791	768	37.2%
Don't Know / Did Not Vote	446	568	27.5%

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

North Con	**149**	**140**	**6.8%**
North Lab	**164**	**153**	**7.4%**
North LD	**31**	**27**	**1.3%**
North BP	**14**	**19**	**0.9%**
North Oth	**15**	**14**	**0.7%**
North DNV	**128**	**144**	**7.0%**
Midlands Con	**140**	**132**	**6.4%**
Midlands Lab	**84**	**80**	**3.9%**
Midlands LD	**22**	**19**	**0.9%**
Midlands BP	**4**	**4**	**0.2%**
Midlands Oth	**12**	**10**	**0.5%**
Midlands DNV	**96**	**97**	**4.7%**
London Con	**55**	**58**	**2.8%**
London Lab	**64**	**89**	**4.3%**
London LD	**22**	**27**	**1.3%**
London BP	**2**	**2**	**0.1%**
London Oth	**7**	**6**	**0.3%**
London DNV	**54**	**68**	**3.3%**
South Con	**294**	**285**	**13.8%**
South Lab	**132**	**122**	**5.9%**
South LD	**90**	**87**	**4.2%**
South BP	**4**	**2**	**0.1%**
South Oth	**29**	**27**	**1.3%**
South DNV	**162**	**169**	**8.2%**
Wales Con	**33**	**27**	**1.3%**
Wales Lab	**32**	**31**	**1.5%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**9**	**8**	**0.4%**
Wales BP	**6**	**4**	**0.2%**
Wales Oth DNV	**27**	**29**	**1.4%**
Soctland Con	**34**	**33**	**1.6%**
Scotland Lab	**23**	**25**	**1.2%**
Scotland LD	**13**	**12**	**0.6%**
Scotland SNP	**61**	**60**	**2.9%**
Scotland Oth DNV	**45**	**49**	**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