

YouGov / The Times Survey Results

Sample Size: 2058 adults in GB
Fieldwork: 24th - 25th January 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	2058	353	619	134	673	498	175	725	766	996	1062	216	850	508	484	1173	885	1776	103	179	496	342	249	689
Unweighted Sample	2058	378	637	146	721	484	193	815	832	884	1174	146	812	515	585	1265	793	1763	114	181	506	341	183	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

18-19 Jan
24-25 Jan

	18-19 Jan	24-25 Jan	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
			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	26	26	100	0	0	64	1	6	11	46	25	27	15	13	29	45	24	28	27	18	13	19	34	20	33
Lab	48	45	0	100	0	17	84	36	57	28	43	47	52	57	40	29	47	41	47	52	25	59	42	52	38
Lib Dem	8	10	0	0	100	5	5	48	14	5	11	9	10	10	9	9	11	8	10	5	9	8	9	9	13
SNP	4	4	0	0	0	0	1	0	5	3	4	4	6	4	7	2	4	5	0	0	43	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	1	3	1	1	0	1	1	0	14	0	0	0	1	0
Reform UK	7	6	0	0	0	11	2	0	0	15	9	3	2	5	8	8	4	10	7	4	1	7	7	4	7
Green	5	7	0	0	0	1	7	9	10	2	4	9	7	10	5	3	7	5	6	4	9	4	5	9	7
Other	1	2	0	0	0	2	1	1	1	2	3	1	4	0	2	2	1	2	2	3	0	2	2	4	1

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

	18-19 Jan	24-25 Jan	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
			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	18	17	100	0	0	44	1	5	9	31	17	17	12	8	20	32	18	17	18	13	10	13	21	14	22
Labour	32	30	0	100	0	12	74	30	47	19	30	30	32	36	28	21	34	25	31	36	18	39	26	37	26
Liberal Democrat	5	7	0	0	100	3	4	40	12	4	8	5	7	7	6	7	8	5	7	3	6	6	5	6	9
Scottish National Party (SNP)	3	3	0	0	0	0	0	0	4	2	3	3	4	3	4	1	3	3	0	0	32	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	2	1	1	0	1	1	0	10	0	0	0	1	0
Reform UK	5	4	0	0	0	8	2	0	0	11	7	2	1	4	5	6	3	6	5	3	1	5	4	3	5
Green	3	4	0	0	0	1	7	7	9	1	3	6	4	6	3	2	5	3	4	3	6	3	3	7	5
Some other party	1	1	0	0	0	2	1	1	1	1	2	1	2	1	2	2	1	1	1	2	0	1	2	2	1
Would not vote	15	13	0	0	0	7	3	1	4	9	15	12	16	16	12	9	11	17	13	21	10	14	16	8	14
Don't know	15	18	0	0	0	23	8	16	13	21	13	22	13	17	19	19	16	20	19	7	16	19	20	18	18
Refused	2	1	0	0	0	1	1	0	0	1	1	2	6	1	0	0	1	2	1	3	0	1	2	3	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=28]

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UK Independence Party (UKIP)	17	28	0	0	0	44	20	0	27	50	24	40	0	0	36	52	34	21	28	30	0	26	22	36	29
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	62	64	0	0	0	56	50	100	73	50	65	60	100	54	64	48	51	79	63	70	100	74	42	64	71
Don't know	7	8	0	0	0	0	31	0	0	0	11	0	0	46	0	0	15	0	9	0	0	0	37	0	0
Refused	12	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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Weighted Sample	2058	353	619	134	673	498	175	725	766	996	1062	216	850	508	484	1173	885	1776	103	179	496	342	249	689
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	18-19 Jan	24-25 Jan																								
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	12	11	1	1	0	4	2	0	3	7	12	10	14	14	10	5	8	15	11	15	10	11	16	5	11	
1	2	2	0	1	0	1	0	0	0	1	2	2	3	2	2	2	1	3	2	4	3	1	2	3	1	
2	2	2	0	0	0	1	0	1	1	1	2	1	3	1	1	1	3	2	1	0	2	2	1	2	2	
3	2	2	1	1	1	1	0	0	1	1	2	2	1	2	1	2	4	2	2	1	2	1	1	1	1	
4	1	2	1	1	2	2	1	0	1	2	1	2	4	2	1	1	2	2	2	3	2	1	2	1	2	
5	5	6	3	2	3	6	5	2	4	6	7	6	9	8	5	3	6	7	7	3	5	6	6	11	6	
6	3	3	4	1	4	4	1	2	2	3	2	4	6	3	3	3	3	4	3	5	3	3	3	4	3	
7	4	4	4	4	3	5	3	3	3	4	5	3	7	4	4	3	4	4	4	6	3	3	3	4	5	
8	6	6	7	5	7	8	4	8	5	7	5	6	5	6	5	5	6	5	6	3	4	6	6	5	7	
9	8	7	12	8	10	10	7	10	10	8	8	7	5	6	10	8	8	6	7	7	8	7	6	6	9	
10 - Absolutely certain to vote	55	55	66	77	70	58	77	73	70	59	56	55	43	51	56	67	59	50	55	53	61	56	53	57	54	
Which of the following do you think would make the best Prime Minister?																										
Rishi Sunak	24	22	78	2	12	47	3	15	15	35	23	21	14	13	26	37	22	22	23	14	17	19	26	19	26	
Keir Starmer	33	34	1	80	45	11	70	50	55	18	36	31	36	39	32	25	39	27	33	37	35	37	29	43	29	
Not sure	38	42	19	16	41	40	26	33	29	44	40	43	44	45	40	37	37	48	41	46	45	42	43	35	42	
Refused	4	3	1	1	2	2	2	2	1	2	2	4	6	4	2	1	2	4	3	2	3	3	3	3	3	
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																										
Very well	2	2	8	1	0	4	0	1	1	3	2	2	3	2	1	2	2	2	2	2	1	2	3	1	2	
Fairly well	18	16	52	4	8	36	4	8	9	29	16	16	5	10	18	30	16	17	17	10	7	17	20	12	18	
TOTAL WELL	20	18	60	5	8	40	4	9	10	32	18	18	8	12	19	32	18	19	19	12	8	19	23	13	20	
Fairly badly	27	26	24	22	34	30	20	33	22	29	25	28	35	24	25	29	26	27	26	30	28	25	28	23	27	
Very badly	41	42	6	68	50	19	69	53	64	28	47	38	31	49	46	32	46	38	41	42	56	42	34	52	40	
TOTAL BADLY	68	68	30	90	84	49	89	86	86	57	72	66	66	73	71	61	72	65	67	72	84	67	62	75	67	
Don't know	13	13	10	5	7	11	7	6	5	11	10	16	26	16	10	7	10	17	13	16	9	15	15	12	13	

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

18-19
Jan

24-25
Jan

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

Right to leave	34	33	71	13	14	66	12	6	7	71	36	29	11	20	39	57	28	38	34	29	18	35	35	26	36
Wrong to leave	54	54	20	81	81	25	82	90	90	18	53	55	63	64	52	36	63	42	52	54	73	52	49	64	49
Don't know	12	13	9	6	4	9	6	4	3	11	11	15	26	16	9	7	9	19	14	16	8	13	17	10	14

*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	259	220	10.7%
Men 50-64 High education	74	76	3.7%
Men 50-64 Mid education	100	93	4.5%
Men 50-64 Low education	80	80	3.9%
Men 25-49 High education	162	193	9.4%
Men 25-49 Mid education	124	136	6.6%
Men 25-49 Low education	44	88	4.3%
Men Under 25 High education	12	21	1.0%
Men Under 25 Mid & Low education	29	88	4.3%
Women Over 65	326	263	12.8%
Women 50-64 High education	61	72	3.5%
Women 50-64 Mid education	112	105	5.1%
Women 50-64 Low education	88	82	4.0%
Women 25-49 High education	204	208	10.1%
Women 25-49 Mid education	176	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	79	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	212	391	19.0%
Medium (3-7)	1383	1235	60.0%
High (8,9,10)	463	432	21.0%
Social Grade (NRS and 2011 census)			
AB	683	576	28.0%
C1	582	597	29.0%
C2	341	432	21.0%
DE	452	453	22.0%
EU Referendum Vote (Election Result)			
Remain	815	725	35.2%
Leave	832	766	37.2%
Don't Know / Did Not Vote	411	567	27.5%

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

North Con	155	140	6.8%
North Lab	165	152	7.4%
North LD	31	27	1.3%
North BP	17	19	0.9%
North Oth	14	14	0.7%
North DNV	124	144	7.0%
Midlands Con	144	132	6.4%
Midlands Lab	81	80	3.9%
Midlands LD	21	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	79	97	4.7%
London Con	52	58	2.8%
London Lab	48	88	4.3%
London LD	26	27	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	48	68	3.3%
South Con	308	284	13.8%
South Lab	135	121	5.9%
South LD	98	86	4.2%
South BP	3	2	0.1%
South Oth	26	27	1.3%
South DNV	163	169	8.2%
Wales Con	28	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	5	4	0.2%
Wales PC	11	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	33	29	1.4%
Scotland Con	34	33	1.6%
Scotland Lab	23	25	1.2%
Scotland LD	12	12	0.6%
Scotland SNP	66	60	2.9%
Scotland Oth DNV	46	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