

YouGov / The Times Survey Results

Sample Size: 2018 adults in GB
Fieldwork: 12th - 13th December 2023

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2018	289	579	137	352	660	488	172	711	751	977	1041	212	833	498	474	1150	868	1742	101	176	486	335	244	676	
Unweighted Sample 2018	307	587	143	361	693	477	174	765	810	911	1107	156	827	532	503	1194	824	1792	108	118	532	348	189	723	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

6-7 Dec 12-13 Dec

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	22	22	100	0	0	0	55	2	5	7	40	10	24	7	11	23	43	20	25	23	25	16	21	29	17	23
Lab	45	44	0	100	0	0	14	81	38	9	26	57	46	60	56	40	25	46	41	46	44	28	51	40	56	41
Lib Dem	10	10	0	0	100	0	5	4	48	0	5	9	10	9	9	11	11	11	9	11	2	6	8	9	10	14
SNP	3	3	0	0	0	0	0	1	1	0	1	1	3	1	5	3	1	4	3	0	0	37	0	0	1	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	0	1	1	1	1	0	0	0	1	0	11	0	0	0	0	0
Reform UK	11	11	0	0	0	0	23	1	2	84	24	8	7	3	8	14	17	9	15	12	18	3	12	14	8	12
Green	7	7	0	0	0	0	2	10	4	0	2	14	9	18	9	7	2	8	6	8	2	8	7	8	9	8
Other	1	1	0	0	0	0	1	1	1	0	2	1	1	1	1	2	1	1	1	1	0	2	2	1	0	1

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

Conservative	15	14	100	0	0	0	38	2	4	9	27	15	14	4	8	16	29	14	14	15	16	10	14	17	11	15
Labour	30	29	0	100	0	0	10	69	31	44	17	30	28	30	35	28	18	32	25	30	28	18	34	24	37	27
Liberal Democrat	7	7	0	0	100	0	3	3	41	13	3	8	6	6	6	8	8	8	5	7	1	4	6	5	7	10
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	1	5	0	2	2	1	3	2	1	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0	8	0	0	0	0	0
Reform UK	7	7	0	0	0	0	16	1	2	1	17	11	4	1	5	10	12	6	9	8	12	2	8	9	5	8
Green	5	5	0	0	0	0	2	9	4	8	2	4	6	9	6	5	1	6	4	5	1	5	5	5	6	5
Some other party	1	1	0	0	0	0	1	1	1	0	2	1	1	1	1	1	0	1	1	1	0	1	1	0	0	1
Would not vote	13	15	0	0	0	0	5	3	2	3	11	15	14	25	18	10	9	12	18	14	17	16	16	16	15	12
Don't know	17	17	0	0	0	100	24	9	9	14	21	12	23	16	16	18	20	16	19	18	16	14	15	20	14	20
Refused	3	2	0	0	0	0	1	1	5	2	0	2	3	5	3	2	1	2	3	2	1	5	2	3	4	1

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=19]

UK Independence Party (UKIP)	7	8	0	0	0	0	14	0	0	0	12	8	7	0	6	0	52	4	14	9	0	0	22	0	0	0
Women's Equality Party	5	8	0	0	0	0	0	33	0	18	8	8	10	0	22	0	0	9	8	9	0	0	0	0	100	11
Some other party	74	71	0	0	0	0	75	43	100	82	68	78	57	56	63	89	48	66	79	68	0	100	68	100	0	69
Don't know	14	13	0	0	0	0	11	24	0	0	12	6	27	44	10	11	0	21	0	14	0	0	10	0	0	19
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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?

0 - Certain NOT to vote

0 - Certain NOT to vote	11	11	1	1	1	1	3	2	0	2	6	11	11	18	14	7	7	8	15	11	12	12	15	10	9	9
1	2	2	1	0	1	0	1	1	0	0	2	2	2	5	2	2	1	2	3	2	4	3	2	4	0	1
2	2	2	0	1	2	3	1	1	2	1	1	2	2	5	3	1	1	2	2	2	0	3	1	3	4	2
3	2	2	1	0	1	4	1	2	0	1	1	2	3	4	2	2	1	2	2	2	2	2	1	3	2	3
4	2	2	2	2	2	3	1	2	0	1	2	2	2	3	3	1	1	2	2	2	0	1	2	2	3	2
5	6	6	2	2	2	19	5	3	3	3	6	5	8	6	6	7	6	6	7	7	8	2	6	9	7	6
6	3	2	2	1	2	5	2	2	1	1	2	2	3	5	3	2	1	2	2	2	1	2	2	4	2	2
7	5	5	5	4	5	10	7	3	4	4	6	6	4	8	6	5	3	6	4	5	5	5	3	5	9	5
8	7	8	10	10	13	11	10	8	8	9	8	9	7	6	9	7	8	8	9	8	5	7	6	8	10	10
9	8	10	13	8	8	13	14	9	12	10	11	10	9	13	6	11	13	9	11	10	7	11	10	10	12	8
10 - Absolutely certain to vote	52	49	63	71	62	31	54	68	69	67	54	50	49	29	46	57	56	54	44	49	56	52	52	43	42	52

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

Rishi Sunak	18	19	79	2	12	15	43	3	6	10	33	20	18	10	13	21	33	18	21	19	23	15	19	21	16	20
Keir Starmer	31	31	3	74	38	13	10	62	50	51	16	33	29	32	36	30	23	34	27	31	32	28	31	25	34	33
Not sure	47	46	17	22	48	70	46	33	35	36	50	43	49	47	48	45	43	44	48	46	42	49	47	50	45	44
Refused	5	4	1	2	2	2	1	2	9	2	1	4	4	11	4	3	2	3	5	3	4	8	3	3	5	3

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

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

Very well	2	1	5	0	0	0	2	1	0	0	2	1	1	1	1	2	1	2	2	2	0	1	1	3	2	
Fairly well	17	18	58	6	10	21	39	4	7	8	32	20	17	13	12	20	30	18	19	18	14	23	18	18	17	19
TOTAL WELL	19	19	63	6	10	21	41	5	7	8	34	22	18	14	13	21	32	19	21	20	16	23	19	19	20	21
Fairly badly	27	29	27	26	29	32	31	22	30	24	32	27	31	34	28	27	30	30	27	30	27	20	29	32	27	31
Very badly	43	42	5	61	59	31	19	68	60	61	25	46	37	44	46	43	32	44	38	41	47	49	43	39	41	39
TOTAL BADLY	70	71	32	87	88	63	50	90	90	85	57	73	68	78	74	70	62	74	65	71	74	69	72	71	68	70
Don't know	11	10	5	6	3	17	9	6	3	5	7	6	13	8	13	8	6	7	13	10	10	8	9	10	11	9

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

Right to leave	33	33	71	13	11	34	66	11	7	4	74	37	31	10	24	42	52	28	40	35	30	19	40	34	26	35
Wrong to leave	54	55	22	79	86	49	26	83	90	93	16	53	56	66	62	50	40	62	44	53	57	69	49	52	57	54
Don't know	13	12	7	7	3	17	8	6	2	3	10	11	13	23	14	8	8	9	16	12	13	12	11	13	17	10

**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	236	216	10.7%
Men 50-64 High education	66	75	3.7%
Men 50-64 Mid education	104	91	4.5%
Men 50-64 Low education	89	79	3.9%
Men 25-49 High education	165	190	9.4%
Men 25-49 Mid education	135	133	6.6%
Men 25-49 Low education	60	87	4.3%
Men Under 25 High education	16	20	1.0%
Men Under 25 Mid & Low education	40	87	4.3%
Women Over 65	267	258	12.8%
Women 50-64 High education	68	71	3.5%
Women 50-64 Mid education	116	103	5.1%
Women 50-64 Low education	89	81	4.0%
Women 25-49 High education	196	204	10.1%
Women 25-49 Mid education	173	143	7.1%
Women 25-49 Low education	98	77	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	76	81	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	203	383	19.0%
Medium (3-7)	1349	1211	60.0%
High (8,9,10)	466	424	21.0%
Social Grade (NRS and 2011 census)			
AB	634	565	28.0%
C1	560	585	29.0%
C2	368	424	21.0%
DE	456	444	22.0%
EU Referendum Vote (Election Result)			
Remain	765	711	35.2%
Leave	810	751	37.2%
Don't Know / Did Not Vote	443	556	27.5%

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

North Con	152	137	6.8%
North Lab	164	149	7.4%
North LD	29	26	1.3%
North BP	21	18	0.9%
North Oth	17	14	0.7%
North DNV	149	141	7.0%
Midlands Con	143	129	6.4%
Midlands Lab	84	79	3.9%
Midlands LD	21	18	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	83	95	4.7%
London Con	46	57	2.8%
London Lab	57	87	4.3%
London LD	19	26	1.3%
London BP	2	2	0.1%
London Oth	6	6	0.3%
London DNV	59	67	3.3%
South Con	307	278	13.8%
South Lab	123	119	5.9%
South LD	92	85	4.2%
South BP	2	2	0.1%
South Oth	31	26	1.3%
South DNV	168	165	8.2%
Wales Con	28	26	1.3%
Wales Lab	29	30	1.5%
Wales LD	4	4	0.2%
Wales PC	10	8	0.4%
Wales BP	3	4	0.2%
Wales Oth DNV	34	28	1.4%
Scotland Con	17	32	1.6%
Scotland Lab	20	24	1.2%
Scotland LD	9	12	0.6%
Scotland SNP	48	59	2.9%
Scotland Oth DNV	24	48	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