

YouGov / Labour Together Survey Results

Sample Size: 2059 adults in GB
Fieldwork: 13th - 14th November 2023



Weighted Sample
Unweighted Sample

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Split	
	Total	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	With Rwanda policy	Without Rwanda policy
e	2059	673	498	175	725	767	997	1062	216	850	509	484	1174	885	1777	103	179	496	342	249	690	1030	1029
e	2059	702	483	169	824	798	948	1111	156	843	533	527	1272	787	1757	117	185	504	356	175	722	1020	1039
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are what the Labour party and the Conservatives have said on immigration. Please take a look over each and think about which of these approaches you prefer.
Overall, which of the above approaches do you prefer?

[To see messages, please see 'study explainer' tab]

The Conservative Party	27	55	5	16	18	44	30	24	17	18	33	41	26	28	28	24	19	26	30	19	32	28	26
The Labour Party	42	16	76	64	62	23	42	43	50	50	39	28	48	34	41	49	48	40	38	50	40	42	43
Don't know	31	29	18	20	20	33	28	34	34	32	28	31	25	38	31	27	34	34	32	30	28	31	31

Sample Size: 2059 adults in GB
Fieldwork: 13th - 14th November 2023



Weighted Sample
Unweighted Sample

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Split	
Total	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	With Rwanda policy	Without Rwanda policy
2059	673	498	175	725	767	997	1062	216	850	509	484	1174	885	1777	103	179	496	342	249	690	1030	1029
2059	702	483	169	824	798	948	1111	156	843	533	527	1272	787	1757	117	185	504	356	175	722	1020	1039
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is the policy text from the Labour Party which you just saw.
To what extent do you approve or disapprove of the policies above?

Strongly approve	12	7	20	22	15	10	14	10	9	12	13	12	12	11	12	11	9	13	9	17	11	13	11
Somewhat approve	47	45	54	58	58	42	46	48	51	48	48	46	52	42	47	49	51	47	49	48	46	46	49
TOTAL APPROVE	59	52	74	80	73	52	60	58	60	60	61	58	64	53	59	60	60	60	58	65	57	59	60
Somewhat disapprove	13	19	9	11	11	16	15	11	14	12	14	14	15	11	13	18	15	11	11	13	14	13	13
Strongly disapprove	6	11	3	0	2	11	7	5	3	4	8	9	5	8	6	3	5	7	7	5	7	6	6
TOTAL DISAPPROVE	19	30	12	11	13	27	22	16	17	16	22	23	20	19	19	21	20	18	18	18	21	19	19
Don't know	22	17	15	10	14	21	18	25	24	25	18	19	16	28	22	19	19	23	24	17	22	22	21

Below is the policy text from the Conservative Party which you just saw.
To what extent do you approve or disapprove of the policies above?

Strongly approve	12	24	3	3	5	23	15	9	5	8	13	20	11	13	12	14	8	12	13	8	14	12	12
Somewhat approve	35	54	16	34	29	44	33	36	28	28	40	45	35	35	36	31	25	36	36	33	37	32	38
TOTAL APPROVE	47	78	19	37	34	67	48	45	33	36	53	65	46	48	48	45	33	48	49	41	51	44	50
Somewhat disapprove	18	8	27	30	22	11	19	16	28	20	13	12	19	16	17	18	19	16	18	20	17	17	18
Strongly disapprove	18	3	41	24	33	7	18	17	17	22	19	9	23	11	17	16	29	17	14	24	15	21	14
TOTAL DISAPPROVE	36	11	68	54	55	18	37	33	45	42	32	21	42	27	34	34	48	33	32	44	32	38	32
Don't know	18	11	13	9	11	16	15	22	22	22	15	14	14	25	18	22	19	20	20	15	17	18	18

In your own words, what phrase would you use to describe the Conservatives policies on immigration?

[See Tab 1]

*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.