

YouGov / PPI Survey Results

Sample Size: 2022 'Working Class' adults in GB

Fieldwork: 14th - 18th September 2023

	Westminster VI			Vote in 2019			EU Ref 2016		Gender		Age				Country			English Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2022	386	502	115	796	381	118	556	981	934	1088	127	557	564	774	1740	111	171	534	363	152	692	
Unweighted Sample 2022	404	498	111	813	386	116	587	1025	912	1110	91	542	556	833	1740	110	172	528	373	119	720	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	19	100	0	0	44	1	5	14	28	19	19	4	8	18	30	20	19	11	17	18	15	24
Labour	25	0	100	0	9	72	22	38	18	26	24	48	28	26	18	26	20	18	31	25	34	20
Liberal Democrat	6	0	0	100	3	3	42	10	4	6	5	7	4	6	6	6	3	6	5	5	9	7
Scottish National Party (SNP)	3	0	0	0	0	1	0	6	1	3	2	2	4	3	1	0	0	29	0	0	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	0	1	1	0	1	0	1	0	9	0	0	0	0	0
Reform UK	7	0	0	0	12	1	0	1	13	10	4	5	4	8	9	8	6	2	7	8	10	7
Green	4	0	0	0	2	4	7	8	2	5	3	2	5	5	3	4	4	3	4	4	2	5
Some other party	1	0	0	0	1	1	0	1	1	1	1	0	2	1	1	1	5	1	1	1	0	1
Would not vote	15	0	0	0	8	4	1	5	10	14	17	18	23	13	11	16	14	11	18	18	9	14
Don't know	18	0	0	0	21	9	24	17	21	14	22	6	17	20	20	18	18	17	15	19	19	21
Refused	2	0	0	0	1	2	0	0	1	1	2	6	3	0	1	2	2	2	1	2	3	1

And which of these parties would you vote for?

[If 'some other party'; n=21]

UK Independence Party (UKIP)	36	0	0	0	0	0	0	38	37	29	43	0	33	35	46	29	73	0	25	26	0	34
Women's Equality Party	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	56	0	0	0	82	100	0	62	55	63	49	0	59	65	35	60	27	100	75	52	0	51
Don't know	4	0	0	0	0	0	0	0	0	0	8	0	0	0	19	5	0	0	0	0	0	14
Refused	4	0	0	0	18	0	0	0	8	8	0	0	7	0	0	6	0	0	0	22	0	0

*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.

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	Total	Government Office Region										Education		Swing Voters		ALL	
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Low	Medium	Voted Cons/Brexit in 2019 AND 5-10 Lab Likelihood Now		Voted Lab in 2019 AND 5-10 Cons Likelihood Now
Weighted Sample	2022	92	252	190	187	176	226	152	263	203	111	171	980	1042	175	29	205
Unweighted Sample	2022	91	247	190	192	181	238	119	272	210	110	172	955	1067	171	29	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	19	15	15	19	18	18	21	15	25	28	19	11	20	18	13	17	13
Labour	25	25	37	26	24	26	24	34	18	18	20	18	22	27	44	71	48
Liberal Democrat	6	5	4	5	5	4	5	9	7	9	3	6	5	6	7	0	6
Scottish National Party (SNP)	3	0	0	0	1	0	0	0	0	0	0	29	2	3	0	3	0
Plaid Cymru	1	2	0	0	0	0	0	0	0	0	9	0	1	1	0	0	0
Reform UK	7	6	7	8	7	9	4	10	8	8	6	2	7	7	2	0	1
Green	4	5	4	5	4	3	7	2	3	4	4	3	4	4	2	0	2
Some other party	1	1	1	1	1	1	1	0	1	0	5	1	1	1	1	0	1
Would not vote	15	22	17	19	18	18	17	9	14	11	14	11	18	13	1	0	1
Don't know	18	18	14	14	21	17	19	19	23	20	18	17	18	18	30	9	27
Refused	2	1	1	2	1	3	2	3	1	0	2	2	2	2	1	0	1

And which of these parties would you vote for?

[If 'some other party'; n=21]

UK Independence Party (UKIP)	36	0	41	0	0	54	43	0	0	100	73	0	53	12	0	0	0
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	56	100	59	100	100	0	29	0	100	0	27	100	47	69	100	0	100
Don't know	4	0	0	0	0	0	27	0	0	0	0	0	0	9	0	0	0
Refused	4	0	0	0	0	46	0	0	0	0	0	0	0	10	0	0	0

*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.