

YouGov / The Times Survey Results

Sample Size: 2055 adults in GB
Fieldwork: 29th - 30th November 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	Rest of South	
Weighted Sample	2055	307	607	130	672	497	175	724	765	995	1060	216	849	508	483	1171	884	1773	103	179	495	341	249	688	
Unweighted Sample	2055	329	622	144	707	487	188	849	794	917	1138	157	852	542	504	1269	786	1795	98	162	512	353	193	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION WITH RICHARD TICE AS LEADER OF REFORM UK

Con	22	97	0	2	54	2	4	11	39	23	22	9	14	26	37	21	24	23	19	18	19	26	19	26
Lab	43	0	96	10	14	78	45	56	24	41	45	56	53	39	27	46	38	45	42	26	52	43	50	38
Lib Dem	9	0	1	85	5	4	43	14	6	10	9	11	8	10	10	10	8	10	5	4	8	8	9	13
SNP	4	0	0	0	0	0	2	6	2	3	4	2	4	4	4	3	5	0	0	41	0	0	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	1	1	1	1	1	0	1	1	1	0	18	0	0	0	0	0
Reform UK	11	2	0	0	22	2	2	2	24	14	7	1	6	15	17	7	16	11	12	5	11	11	7	13
Green	9	0	2	3	4	11	5	9	5	7	11	18	12	5	4	10	7	9	4	4	9	10	12	9
Other	1	0	0	0	1	1	0	1	1	1	1	2	1	2	0	1	2	1	0	2	1	2	4	0

Imagine at the next general election the party leaders are Rishi Sunak for the Conservatives, Keir Starmer for Labour and Ed Davey for the Liberal Democrats. The Green party are led by Carla Denyer & Adrian Ramsay, and Reform UK by Richard Tice. How would you then vote?

Conservative	16	91	0	2	40	2	3	9	28	18	14	7	10	20	27	17	15	16	13	14	13	17	14	19
Labour	30	0	93	9	10	67	38	45	17	31	29	36	35	28	19	34	25	31	30	20	36	29	35	27
Liberal Democrat	7	0	1	81	4	4	36	11	4	8	6	8	6	8	7	8	5	7	3	3	6	5	7	9
Scottish National Party (SNP)	3	0	0	0	0	0	1	5	1	2	3	1	3	3	3	2	3	0	0	30	0	0	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	0	1	1	1	1	0	1	1	1	0	12	0	0	0	0	0
Reform UK	7	2	0	0	17	1	2	1	18	10	5	1	4	11	13	6	10	8	8	4	7	8	5	9
Green	6	0	2	3	3	10	4	8	4	5	7	11	8	4	4	8	4	7	3	3	6	7	9	6
Some other party	1	0	0	0	1	1	0	1	1	1	1	2	1	1	0	1	1	1	0	2	1	2	3	0
Would not vote	13	1	1	0	6	3	1	4	10	12	14	12	17	11	10	9	19	13	19	9	15	15	10	12
Don't know	13	5	2	5	18	8	15	12	15	10	17	15	11	14	15	14	13	14	9	11	11	13	12	16
Refused	3	1	1	0	1	3	1	2	1	2	4	7	4	1	1	2	4	3	3	4	4	3	4	2

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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	Rest of South	
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Unweighted Sample	2055	329	622	144	707	487	188	849	794	917	1138	157	852	542	504	1269	786	1795	98	162	512	353	193	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION WITH NIGEL FARAGE AS LEADER OF REFORM UK

Con	21	91	1	2	47	2	6	11	34	21	20	12	13	23	33	20	22	21	17	16	17	23	21	23
Lab	42	0	95	9	13	79	42	55	23	40	43	52	53	37	26	45	36	44	43	25	49	42	49	38
Lib Dem	10	0	2	84	5	5	44	14	6	11	9	11	10	10	8	10	9	11	6	3	8	9	10	14
SNP	4	0	0	0	0	0	2	6	2	3	4	3	4	4	4	3	5	0	0	40	0	0	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	0	1	1	1	1	0	1	1	1	0	18	0	0	0	0	0
Reform UK	14	8	1	2	29	1	2	2	30	16	11	2	7	19	22	10	20	15	12	7	16	17	6	16
Green	8	0	2	3	4	11	5	9	4	6	10	18	11	5	4	9	6	9	4	4	9	9	12	8
Other	1	0	0	0	1	1	0	1	1	1	1	1	1	2	1	1	2	1	0	5	1	1	3	0

Imagine at the next general election the party leaders are Rishi Sunak for the Conservatives, Keir Starmer for Labour and Ed Davey for the Liberal Democrats. The Green party are led by Carla Denyer & Adrian Ramsay, and Reform UK by Nigel Farage. How would you then vote?

Conservative	15	85	1	2	37	2	5	9	25	16	14	9	9	18	25	16	14	15	13	13	12	16	16	17
Labour	29	0	90	8	10	68	34	45	17	30	29	35	35	28	19	34	24	30	30	19	34	29	36	27
Liberal Democrat	7	0	2	80	4	4	37	12	4	8	6	8	7	8	6	8	6	8	4	3	5	6	8	10
Scottish National Party (SNP)	3	0	0	0	0	0	1	4	1	3	3	3	3	3	3	2	3	0	0	32	0	0	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	0	1	1	1	1	0	1	1	1	0	12	0	0	0	0	0
Reform UK	10	8	1	2	23	1	1	2	24	13	8	2	5	15	18	8	13	11	9	5	11	12	5	12
Green	6	0	2	3	3	9	4	8	3	5	7	11	8	4	3	7	4	7	3	3	6	6	10	6
Some other party	1	0	0	0	1	1	0	1	1	1	1	1	1	2	0	1	1	1	0	4	1	1	2	0
Would not vote	12	1	1	0	5	3	1	4	9	11	13	9	16	10	9	7	18	12	13	10	15	14	9	11
Don't know	13	5	3	4	16	8	14	12	14	10	16	17	12	12	15	14	12	14	11	10	12	13	13	16
Refused	3	1	1	1	2	3	2	2	1	2	4	4	4	1	1	2	4	3	4	1	4	4	2	2

*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.