

# YouGov / The Times Survey Results

Sample Size: 2031 adults in GB  
Fieldwork: 17th - 18th October 2023

	Westminster VI			Vote in 2019 GE			2016 EU Ref		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	
<b>Weighted Sample</b>	<b>2031</b>	336	636	119	664	492	173	716	756	983	1048	213	839	502	477	1158	873	1753	102	177	489	337	246	680	
<b>Unweighted Sample</b>	<b>2031</b>	357	639	132	700	469	189	826	779	922	1109	130	856	524	521	1233	798	1745	112	174	477	336	203	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

	11-12 Oct	17-18 Oct																							
			100	0	0	61	1	8	12	43	24	26	8	12	30	45	24	27	26	19	15	23	28	21	30
Con	24	<b>25</b>	0	100	0	16	87	37	58	26	45	49	78	59	39	27	48	45	48	55	30	54	47	59	40
Lab	47	<b>47</b>	0	0	100	4	3	44	13	6	10	7	3	9	9	10	9	8	9	3	7	6	10	4	13
Lib Dem	9	<b>9</b>	0	0	0	0	0	0	5	0	4	3	2	4	5	1	4	3	0	0	37	0	0	0	0
SNP	4	<b>3</b>	0	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1	0	11	0	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	0	1	16	10	4	0	5	8	11	6	9	7	9	3	7	7	8	7
Reform UK	8	<b>7</b>	0	0	0	3	6	7	8	5	5	9	10	9	5	4	8	5	7	2	6	9	6	5	7
Green	6	<b>7</b>	0	0	0	2	1	2	1	3	3	1	0	2	3	2	2	2	2	2	2	1	2	3	2
Other	1	<b>2</b>	0	0	0																				

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

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

Conservative	16	17	100	0	0	44	1	7	10	29	17	16	5	8	21	31	17	15	17	12	10	15	17	15	20
Labour	31	31	0	100	0	12	76	32	49	18	32	31	36	39	28	19	34	27	32	35	20	35	29	42	28
Liberal Democrat	6	6	0	0	100	3	2	38	11	4	7	5	2	6	6	7	6	5	6	2	5	4	7	3	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	4	0	2	2	1	2	3	1	3	2	0	0	25	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	1	0	7	0	0	0	0	0
Reform UK	5	5	0	0	0	10	1	2	1	11	7	3	0	3	6	8	4	5	5	6	2	4	5	6	5
Green	4	5	0	0	0	2	5	6	7	3	4	6	4	6	4	3	6	3	5	2	4	6	4	3	5
Some other party	1	1	0	0	0	1	1	1	1	2	2	1	0	1	2	1	1	1	1	1	2	1	1	2	2
Would not vote	12	14	0	0	0	6	3	2	3	11	13	15	24	16	10	10	11	19	15	12	11	19	13	11	13
Don't know	19	16	0	0	0	21	8	11	11	20	12	19	15	14	17	18	14	18	16	18	19	13	19	11	17
Refused	3	3	0	0	0	1	1	2	2	2	3	3	12	3	1	1	2	4	3	4	3	1	5	6	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=31]

UK Independence Party (UKIP)	9	17	0	0	0	14	0	0	0	18	13	24	0	24	0	33	10	26	20	0	0	29	0	29	17
Women's Equality Party	5	11	0	0	0	27	23	0	13	0	5	24	0	9	21	0	19	0	13	0	0	0	0	19	22
Some other party	77	72	0	0	0	59	77	100	87	82	82	53	0	67	79	67	70	74	67	100	100	71	100	52	61
Don't know	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	5	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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<b>Weighted Sample</b>	<b>2031</b>	<b>336</b>	<b>636</b>	<b>119</b>	<b>664</b>	<b>492</b>	<b>173</b>	<b>716</b>	<b>756</b>	<b>983</b>	<b>1048</b>	<b>213</b>	<b>839</b>	<b>502</b>	<b>477</b>	<b>1158</b>	<b>873</b>	<b>1753</b>	<b>102</b>	<b>177</b>	<b>489</b>	<b>337</b>	<b>246</b>	<b>680</b>
<b>Unweighted Sample</b>	<b>2031</b>	<b>357</b>	<b>639</b>	<b>132</b>	<b>700</b>	<b>469</b>	<b>189</b>	<b>826</b>	<b>779</b>	<b>922</b>	<b>1109</b>	<b>130</b>	<b>856</b>	<b>524</b>	<b>521</b>	<b>1233</b>	<b>798</b>	<b>1745</b>	<b>112</b>	<b>174</b>	<b>477</b>	<b>336</b>	<b>203</b>	<b>729</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	11	<b>12</b>	1	1	1	3	3	1	2	7	12	13	19	15	9	8	8	18	13	6	11	16	13	9	11
1	2	<b>2</b>	1	0	1	1	0	0	1	2	2	2	6	2	2	1	2	2	2	7	1	3	1	2	1
2	1	<b>1</b>	0	0	0	1	1	0	1	1	1	2	5	2	0	1	1	2	2	1	1	1	1	3	1
3	2	<b>1</b>	1	0	0	2	0	0	1	2	1	2	1	2	1	1	1	2	1	6	3	0	1	0	2
4	2	<b>2</b>	1	0	5	2	1	1	1	2	2	2	4	2	0	1	1	2	2	0	2	2	3	2	1
5	6	<b>7</b>	3	3	5	6	3	4	4	9	6	9	13	7	5	7	6	8	8	5	4	6	9	10	7
6	3	<b>3</b>	2	3	2	3	2	1	2	2	3	2	6	3	2	1	3	2	3	2	3	2	5	3	2
7	5	<b>5</b>	6	4	4	6	5	3	4	5	5	5	6	5	5	3	5	4	5	4	5	4	7	5	4
8	7	<b>7</b>	10	6	7	8	6	8	5	8	6	7	6	7	7	7	6	7	7	1	5	6	6	7	8
9	9	<b>8</b>	11	9	12	10	7	12	9	8	8	7	7	6	9	10	7	9	8	6	5	8	9	8	7
10 - Absolutely certain to vote	53	<b>52</b>	64	72	64	58	72	69	71	54	54	50	29	50	59	59	59	43	51	62	62	50	44	49	55

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

Rishi Sunak	20	<b>23</b>	83	2	13	51	3	14	14	36	23	22	12	13	29	38	22	23	24	19	17	21	22	19	28
Keir Starmer	32	<b>32</b>	1	74	37	10	67	47	55	15	35	29	29	41	30	19	37	26	32	37	35	36	27	37	29
Not sure	43	<b>41</b>	15	20	49	38	26	36	29	46	37	45	48	39	39	41	37	46	40	41	43	40	46	38	39
Refused	4	<b>4</b>	1	4	1	2	4	2	3	2	5	4	11	6	2	1	4	5	4	3	5	4	5	7	4

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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	1	2	8	0	3	4	0	1	1	3	2	1	2	1	2	3	1	3	2	1	2	2	2	3	2
Fairly well	18	17	53	6	11	36	3	8	8	31	18	17	13	10	21	29	16	20	18	11	14	18	17	16	20
<b>TOTAL WELL</b>	<b>19</b>	<b>19</b>	<b>61</b>	<b>6</b>	<b>14</b>	<b>40</b>	<b>3</b>	<b>9</b>	<b>9</b>	<b>34</b>	<b>20</b>	<b>18</b>	<b>15</b>	<b>11</b>	<b>23</b>	<b>32</b>	<b>17</b>	<b>23</b>	<b>20</b>	<b>12</b>	<b>16</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>22</b>
Fairly badly	29	29	24	29	28	34	26	30	26	34	28	31	35	27	27	34	31	28	29	26	32	27	31	31	29
Very badly	42	39	6	61	53	17	65	54	60	22	43	36	29	48	39	29	43	35	38	53	41	41	36	38	38
<b>TOTAL BADLY</b>	<b>71</b>	<b>68</b>	<b>30</b>	<b>90</b>	<b>81</b>	<b>51</b>	<b>91</b>	<b>84</b>	<b>86</b>	<b>56</b>	<b>71</b>	<b>67</b>	<b>64</b>	<b>75</b>	<b>66</b>	<b>63</b>	<b>74</b>	<b>63</b>	<b>67</b>	<b>79</b>	<b>73</b>	<b>68</b>	<b>67</b>	<b>69</b>	<b>67</b>
Don't know	11	12	10	4	6	9	6	7	6	11	8	15	22	13	11	6	10	15	12	8	11	12	14	12	11

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

Right to leave	33	32	72	11	14	66	8	12	6	71	34	30	10	19	39	58	28	38	33	33	21	34	33	24	36
Wrong to leave	55	55	23	83	83	28	86	85	91	20	55	55	55	67	52	37	63	44	54	61	62	52	52	63	52
Don't know	12	13	6	6	3	7	7	3	4	9	11	15	35	14	9	6	9	18	13	5	16	14	15	13	12

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	248	217	10.7%
Men 50-64 High education	69	75	3.7%
Men 50-64 Mid education	96	91	4.5%
Men 50-64 Low education	89	79	3.9%
Men 25-49 High education	180	191	9.4%
Men 25-49 Mid education	149	134	6.6%
Men 25-49 Low education	47	87	4.3%
Men Under 25 High education	10	20	1.0%
Men Under 25 Mid & Low education	34	87	4.3%
Women Over 65	273	260	12.8%
Women 50-64 High education	69	71	3.5%
Women 50-64 Mid education	112	104	5.1%
Women 50-64 Low education	89	81	4.0%
Women 25-49 High education	204	205	10.1%
Women 25-49 Mid education	174	144	7.1%
Women 25-49 Low education	102	77	3.8%
Women Under 25 High education	25	24	1.2%
Women Under 25 Mid & Low education	61	81	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	186	386	19.0%
Medium (3-7)	1376	1219	60.0%
High (8,9,10)	469	427	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	619	569	28.0%
C1	614	589	29.0%
C2	322	427	21.0%
DE	476	447	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	826	716	35.2%
Leave	779	756	37.2%
Don't Know / Did Not Vote	426	559	27.5%

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

North Con	154	138	6.8%
North Lab	153	150	7.4%
North LD	31	26	1.3%
North BP	19	18	0.9%
North Oth	16	14	0.7%
North DNV	104	142	7.0%
Midlands Con	141	130	6.4%
Midlands Lab	78	79	3.9%
Midlands LD	20	18	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	82	95	4.7%
London Con	47	57	2.8%
London Lab	60	87	4.3%
London LD	22	26	1.3%
London BP	2	2	0.1%
London Oth	6	6	0.3%
London DNV	66	67	3.3%
South Con	297	280	13.8%
South Lab	126	120	5.9%
South LD	99	85	4.2%
South BP	3	2	0.1%
South Oth	31	26	1.3%
South DNV	173	167	8.2%
Wales Con	30	26	1.3%
Wales Lab	30	30	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	33	28	1.4%
Scotland Con	31	32	1.6%
Scotland Lab	22	24	1.2%
Scotland LD	12	12	0.6%
Scotland SNP	63	59	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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)