

YouGov / The Times Survey Results

Sample Size: 2080 adults in GB
Fieldwork: 7th - 8th 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	2080	309	648	132	680	503	177	733	775	1007	1073	218	859	514	488	1186	894	1795	104	181	501	345	252	697	
Unweighted Sample	2080	321	667	133	692	493	177	801	816	936	1144	171	879	536	493	1270	810	1774	116	190	502	354	206	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

31 Oct - 1 Nov
7-8 Nov

HEADLINE VOTING INTENTION Westminster Voting Intention

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

Con	23	23	100	0	0	57	3	2	11	41	25	21	9	12	29	37	19	29	24	15	14	22	24	22	27
Lab	44	47	0	100	0	17	84	41	60	27	43	51	52	62	36	32	51	39	48	56	33	54	48	54	41
Lib Dem	9	10	0	0	100	4	5	48	13	6	9	10	13	10	9	9	11	8	10	9	8	7	10	10	12
SNP	3	3	0	0	0	1	0	0	4	1	3	4	3	4	4	1	3	3	0	0	33	0	0	0	1
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	0	1	1	0	1	1	0	10	0	0	0	1	0
Reform UK	9	8	0	0	0	16	0	1	1	19	10	6	1	3	11	15	6	12	9	6	3	9	10	4	9
Green	9	7	0	0	0	4	7	7	9	3	7	8	20	8	7	4	8	6	8	0	6	6	8	9	8
Other	1	1	0	0	0	2	1	1	0	3	2	1	2	0	3	1	1	2	1	3	2	1	0	1	2

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

Conservative	15	15	100	0	0	38	3	2	9	27	17	13	5	8	20	26	14	16	16	10	9	14	15	15	17
Labour	29	31	0	100	0	11	74	32	48	17	30	32	28	41	26	22	38	23	32	35	23	35	31	39	27
Liberal Democrat	6	6	0	0	100	3	4	37	11	4	7	6	7	6	7	6	8	5	6	6	5	5	6	7	8
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	2	1	3	3	1	2	2	0	0	23	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	7	0	0	0	0	0
Reform UK	6	5	0	0	0	11	0	1	1	12	7	4	1	2	8	10	5	7	6	4	2	6	6	3	6
Green	6	5	0	0	0	3	6	6	7	2	5	5	10	5	5	3	6	3	5	0	4	4	5	7	5
Some other party	1	1	0	0	0	2	1	1	0	2	2	1	2	0	2	2	1	1	1	2	1	1	1	1	2
Would not vote	12	13	0	0	0	8	2	2	4	11	14	13	20	16	10	9	9	19	13	14	15	16	12	11	12
Don't know	20	17	0	0	0	23	7	19	13	21	13	21	15	15	18	20	15	19	17	19	13	16	16	15	19
Refused	3	3	0	0	0	2	3	1	2	2	4	3	12	4	2	1	3	5	4	5	2	2	6	2	4

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=26]

UK Independence Party (UKIP)	9	12	0	0	0	14	42	0	0	11	13	10	0	0	15	16	0	23	9	65	0	0	18	0	9
Women's Equality Party	7	6	0	0	0	0	32	0	0	9	6	6	0	39	5	0	12	0	7	0	0	0	0	33	8
Some other party	73	64	0	0	0	56	26	100	100	63	61	68	77	61	64	58	58	69	62	35	100	78	14	67	76
Don't know	10	19	0	0	0	30	0	0	0	17	20	16	23	0	16	26	30	9	22	0	0	22	69	0	6
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

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	12	0	2	0	5	2	0	3	8	13	11	22	13	7	8	7	18	11	12	13	13	12	9	11
1	1	2	0	0	0	1	0	1	1	2	2	2	3	2	2	1	1	2	2	2	1	3	3	1	1
2	2	2	1	1	0	2	1	0	1	2	2	2	2	2	3	1	2	3	2	1	2	2	3	1	2
3	2	2	0	0	1	2	1	1	1	2	1	2	2	2	2	1	2	2	2	1	2	1	2	2	1
4	2	2	1	2	0	1	1	0	2	1	1	2	1	2	1	1	1	2	2	1	0	3	2	1	1
5	6	7	6	3	3	7	4	1	4	6	7	7	10	8	6	5	6	8	7	12	5	6	7	8	7
6	4	3	1	3	5	3	1	3	2	3	2	3	4	3	2	3	3	2	3	1	3	3	2	3	3
7	6	6	4	6	3	5	6	5	5	6	5	6	8	7	3	5	6	5	6	3	3	5	5	7	6
8	6	8	9	8	9	10	8	4	6	8	7	8	9	8	8	7	7	9	8	4	6	7	8	10	8
9	8	7	11	8	12	8	8	10	8	8	7	7	6	7	8	8	8	6	7	8	7	5	6	9	9
10 - Absolutely certain to vote	52	51	67	68	68	56	68	74	69	53	52	50	32	47	59	59	57	43	50	57	59	51	50	49	49

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

Rishi Sunak	22	21	78	2	9	45	5	7	14	35	23	19	10	14	28	32	20	23	22	15	13	19	20	21	26
Keir Starmer	35	32	2	74	34	11	65	52	51	17	34	30	30	40	28	23	38	23	31	31	36	32	29	37	29
Not sure	40	43	18	22	56	41	26	40	33	44	39	46	48	41	43	44	39	48	42	49	45	46	44	36	41
Refused	3	5	1	2	2	3	4	1	2	4	4	5	13	6	2	2	3	6	5	5	5	3	7	6	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	2	2	10	0	1	5	1	2	1	4	3	1	2	2	2	3	2	2	2	3	0	2	2	6	1
Fairly well	18	18	55	6	6	36	5	5	8	30	19	17	10	11	22	28	15	21	19	9	11	19	17	15	21
TOTAL WELL	20	20	65	6	7	41	6	7	9	34	22	18	12	13	24	31	17	23	21	12	11	21	19	21	22
Fairly badly	28	28	24	27	28	29	24	30	24	30	25	31	33	29	26	27	29	27	28	27	29	26	32	22	30
Very badly	42	41	5	62	60	22	64	60	61	26	46	37	41	46	42	34	47	34	40	49	49	42	39	47	37
TOTAL BADLY	70	69	29	89	88	51	88	90	85	56	71	68	74	75	68	61	76	61	68	76	78	68	71	69	67
Don't know	9	10	6	5	6	8	6	5	6	10	7	14	14	13	8	8	6	16	10	11	11	11	10	10	10

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

Right to leave	33	33	73	13	8	67	9	6	5	72	38	28	12	20	41	57	26	42	34	31	23	34	40	25	35
Wrong to leave	54	57	21	82	84	27	86	89	92	20	54	59	66	68	53	36	66	44	55	58	69	55	50	65	55
Don't know	12	11	6	5	7	6	5	5	3	8	8	13	22	12	6	7	8	13	11	11	9	11	11	11	11

*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	221	223	10.7%
Men 50-64 High education	62	77	3.7%
Men 50-64 Mid education	103	94	4.5%
Men 50-64 Low education	87	81	3.9%
Men 25-49 High education	184	196	9.4%
Men 25-49 Mid education	157	137	6.6%
Men 25-49 Low education	50	89	4.3%
Men Under 25 High education	18	21	1.0%
Men Under 25 Mid & Low education	54	89	4.3%
Women Over 65	273	266	12.8%
Women 50-64 High education	67	73	3.5%
Women 50-64 Mid education	122	106	5.1%
Women 50-64 Low education	95	83	4.0%
Women 25-49 High education	205	210	10.1%
Women 25-49 Mid education	179	148	7.1%
Women 25-49 Low education	104	79	3.8%
Women Under 25 High education	26	25	1.2%
Women Under 25 Mid & Low education	73	83	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	196	395	19.0%
Medium (3-7)	1422	1248	60.0%
High (8,9,10)	462	437	21.0%
Social Grade (NRS and 2011 census)			
AB	638	582	28.0%
C1	632	603	29.0%
C2	351	437	21.0%
DE	459	458	22.0%
EU Referendum Vote (Election Result)			
Remain	801	733	35.2%
Leave	816	775	37.2%
Don't Know / Did Not Vote	463	573	27.5%

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

North Con	148	141	6.8%
North Lab	159	154	7.4%
North LD	28	27	1.3%
North BP	17	19	0.9%
North Oth	17	15	0.7%
North DNV	133	146	7.0%
Midlands Con	137	133	6.4%
Midlands Lab	89	81	3.9%
Midlands LD	21	19	0.9%
Midlands BP	3	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	92	98	4.7%
London Con	52	58	2.8%
London Lab	57	89	4.3%
London LD	21	27	1.3%
London BP	2	2	0.1%
London Oth	8	6	0.3%
London DNV	66	69	3.3%
South Con	288	287	13.8%
South Lab	131	123	5.9%
South LD	88	87	4.2%
South BP	3	2	0.1%
South Oth	29	27	1.3%
South DNV	173	171	8.2%
Wales Con	31	27	1.3%
Wales Lab	32	31	1.5%
Wales LD	6	4	0.2%
Wales PC	9	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	34	29	1.4%
Scotland Con	36	33	1.6%
Scotland Lab	25	25	1.2%
Scotland LD	13	12	0.6%
Scotland SNP	65	60	2.9%
Scotland Oth DNV	51	50	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