YouGov / The Times Survey Results

Sample Size: 2480 adults in GB
Fieldwork: 14th - 15th 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		2480	349	730	160	811	600	211	874	923	1200	1280	260	1024	613	583	1414	1066	2140	124	216	598	412	300	831
Unweighted Sample		2480	380	761	174	880	628	237	1066	985	1215	1265	122	970	673	715	1588	892	2129	131	220	611	416	231	871
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-8 Nov	**14-15 Nov**																								

HEADLINE VOTING INTENTION
Westminster Voting Intention

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

	7-8 Nov	**14-15 Nov**	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
Con	23	**21**	100	0	0	52	1	5	12	38	21	22	10	11	25	37	19	25	22	18	14	16	27	19	26
Lab	47	**44**	0	100	0	18	82	34	56	25	44	45	52	58	41	26	48	39	46	48	32	51	42	54	40
Lib Dem	10	**10**	0	0	100	4	5	51	15	4	10	10	11	11	8	10	11	8	10	6	8	7	10	14	12
SNP	3	**4**	0	0	0	0	1	1	5	1	3	4	5	5	2	3	3	4	0	0	37	0	0	0	0
Plaid Cymru	1	**1**	0	0	0	0	1	0	1	0	1	1	0	1	1	0	1	1	0	13	0	0	0	0	0
Reform UK	8	**10**	0	0	0	20	1	3	1	23	12	8	6	5	12	17	8	14	11	9	3	15	12	4	11
Green	7	**8**	0	0	0	4	8	7	9	6	7	9	15	8	9	4	9	7	9	5	3	7	7	8	10
Other	1	**2**	0	0	0	2	1	0	1	3	2	2	1	1	2	3	2	2	2	0	3	3	2	1	1

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

	7-8 Nov	**14-15 Nov**	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
Conservative	15	**14**	100	0	0	35	1	4	9	25	15	13	6	7	18	26	14	14	15	14	10	11	15	13	17
Labour	31	**29**	0	100	0	12	68	28	45	17	31	28	27	37	29	18	35	22	30	36	23	33	25	39	26
Liberal Democrat	6	**6**	0	0	100	3	4	43	12	3	7	6	6	7	5	7	8	5	7	4	6	5	6	10	7
Scottish National Party (SNP)	2	**2**	0	0	0	0	1	1	4	1	2	2	3	3	1	2	2	2	0	0	27	0	0	0	0
Plaid Cymru	0	**1**	0	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	0	11	0	0	0	0	0
Reform UK	5	**7**	0	0	0	14	1	2	1	15	8	5	3	3	9	12	6	8	7	7	2	10	7	3	7
Green	5	**5**	0	0	0	2	7	6	7	4	5	5	9	5	7	3	7	4	6	4	2	5	5	6	7
Some other party	1	**1**	0	0	0	1	1	1	1	2	2	1	0	1	2	2	1	2	1	1	2	3	1	0	1
Would not vote	13	**14**	0	0	0	9	4	2	4	12	13	15	20	17	10	10	9	20	14	6	16	17	15	11	13
Don't know	17	**18**	0	0	0	22	10	13	15	21	13	21	18	16	18	20	16	20	18	16	11	16	23	14	19
Refused	3	**2**	0	0	0	1	3	0	1	1	3	2	7	3	0	0	2	3	2	2	2	1	3	5	2

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	Total	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=36]

	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
UK Independence Party (UKIP)	12	**20**	0	0	0	15	0	0	0	19	13	29	0	30	0	27	29	11	23	0	0	34	0	0	20
Women's Equality Party	6	**7**	0	0	0	8	18	0	30	0	0	16	0	10	8	4	14	0	7	0	12	0	0	100	10
Some other party	64	**60**	0	0	0	78	82	25	48	76	71	47	100	46	81	55	49	72	59	43	77	61	84	0	45
Don't know	19	**9**	0	0	0	0	0	75	22	3	12	5	0	7	6	14	0	17	9	57	0	5	0	0	24
Refused	0	**4**	0	0	0	0	0	0	0	2	4	3	0	7	5	0	8	0	3	0	11	0	16	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?

	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
0 - Certain NOT to vote	12	**12**	2	1	1	5	2	1	3	10	12	12	13	15	10	9	7	19	12	6	12	16	13	11	10
1	2	**2**	0	0	0	1	0	0	1	1	1	3	7	3	1	1	2	3	2	1	5	1	4	1	2
2	2	**2**	1	1	2	1	1	1	1	2	2	2	5	2	1	1	1	3	2	8	1	1	2	1	2
3	2	**2**	1	0	1	3	1	1	2	3	2	3	4	2	2	2	2	3	2	1	0	2	3	1	3
4	2	**2**	2	1	0	1	1	1	0	2	1	2	2	2	1	2	1	2	2	1	0	1	2	1	2
5	7	**7**	2	4	2	7	3	1	4	6	6	7	11	7	5	5	5	9	7	3	4	6	9	8	6
6	3	**3**	2	3	1	2	3	0	2	2	3	3	7	3	3	2	4	2	3	2	5	2	3	6	2
7	6	**4**	4	4	3	3	5	2	4	3	4	4	4	5	4	2	4	4	4	4	2	4	3	7	4
8	8	**7**	6	7	8	7	6	9	6	6	5	8	8	8	5	6	7	7	7	5	6	6	5	6	8
9	7	**9**	15	8	11	11	8	11	10	10	9	9	8	8	8	11	10	7	9	5	7	9	8	9	10
10 - Absolutely certain to vote	51	**52**	65	69	70	57	70	74	67	57	54	49	30	46	61	60	58	43	50	64	59	51	48	49	50

*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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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	**387**	**265**	**10.7%**
Men 50-64 High education	**100**	**92**	**3.7%**
Men 50-64 Mid education	**133**	**112**	**4.5%**
Men 50-64 Low education	**107**	**97**	**3.9%**
Men 25-49 High education	**220**	**233**	**9.4%**
Men 25-49 Mid education	**166**	**164**	**6.6%**
Men 25-49 Low education	**42**	**107**	**4.3%**
Men Under 25 High education	**20**	**25**	**1.0%**
Men Under 25 Mid & Low education	**40**	**107**	**4.3%**
Women Over 65	**328**	**317**	**12.8%**
Women 50-64 High education	**90**	**87**	**3.5%**
Women 50-64 Mid education	**136**	**126**	**5.1%**
Women 50-64 Low education	**107**	**99**	**4.0%**
Women 25-49 High education	**240**	**250**	**10.1%**
Women 25-49 Mid education	**194**	**176**	**7.1%**
Women 25-49 Low education	**108**	**94**	**3.8%**
Women Under 25 High education	**29**	**30**	**1.2%**
Women Under 25 Mid & Low education	**33**	**99**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**196**	**471**	**19.0%**
Medium (3-7)	**1583**	**1488**	**60.0%**
High (8,9,10)	**701**	**521**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**877**	**694**	**28.0%**
C1	**711**	**719**	**29.0%**
C2	**395**	**521**	**21.0%**
DE	**497**	**546**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**1066**	**874**	**35.2%**
Leave	**985**	**923**	**37.2%**
Don't Know / Did Not Vote	**429**	**683**	**27.5%**

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

North Con	**200**	**169**	**6.8%**
North Lab	**196**	**184**	**7.4%**
North LD	**43**	**32**	**1.3%**
North BP	**21**	**22**	**0.9%**
North Oth	**20**	**17**	**0.7%**
North DNV	**131**	**174**	**7.0%**
Midlands Con	**173**	**159**	**6.4%**
Midlands Lab	**115**	**97**	**3.9%**
Midlands LD	**28**	**22**	**0.9%**
Midlands BP	**5**	**5**	**0.2%**
Midlands Oth	**14**	**12**	**0.5%**
Midlands DNV	**81**	**117**	**4.7%**
London Con	**55**	**69**	**2.8%**
London Lab	**83**	**107**	**4.3%**
London LD	**28**	**32**	**1.3%**
London BP	**1**	**2**	**0.1%**
London Oth	**10**	**7**	**0.3%**
London DNV	**54**	**82**	**3.3%**
South Con	**368**	**342**	**13.8%**
South Lab	**168**	**146**	**5.9%**
South LD	**117**	**104**	**4.2%**
South BP	**2**	**2**	**0.1%**
South Oth	**42**	**32**	**1.3%**
South DNV	**174**	**203**	**8.2%**
Wales Con	**39**	**32**	**1.3%**
Wales Lab	**36**	**37**	**1.5%**
Wales LD	**6**	**5**	**0.2%**
Wales PC	**12**	**10**	**0.4%**
Wales BP	**4**	**5**	**0.2%**
Wales Oth DNV	**34**	**35**	**1.4%**
Soctland Con	**45**	**40**	**1.6%**
Scotland Lab	**30**	**30**	**1.2%**
Scotland LD	**15**	**15**	**0.6%**
Scotland SNP	**78**	**72**	**2.9%**
Scotland Oth DNV	**52**	**60**	**2.4%**