

# 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	
<b>Weighted Sample</b>	<b>2055</b>	307	607	130	672	497	175	724	765	995	1060	216	849	508	483	1171	884	1773	103	179	495	341	249	688	
<b>Unweighted Sample</b>	<b>2055</b>	329	622	144	707	487	188	849	794	917	1138	157	852	542	504	1269	786	1795	98	162	512	353	193	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-23  
Nov

29-30  
Nov

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

Con	25	<b>22</b>	100	0	0	55	2	3	11	39	22	23	10	14	25	37	21	26	23	16	19	19	26	20	27
Lab	44	<b>45</b>	0	100	0	15	82	41	57	25	41	49	58	56	40	27	48	39	47	40	24	56	46	54	39
Lib Dem	10	<b>9</b>	0	0	100	5	3	47	13	5	11	7	15	8	11	8	11	7	10	8	4	7	6	11	14
SNP	4	<b>4</b>	0	0	0	0	0	2	6	2	3	4	2	4	3	4	3	4	0	0	39	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	2	0	2	1	1	1	1	1	0	2	1	1	0	19	0	1	0	0	0
Reform UK	9	<b>10</b>	0	0	0	20	2	2	2	22	13	7	3	6	14	15	7	15	11	12	5	11	13	5	12
Green	7	<b>7</b>	0	0	0	3	8	5	8	3	6	8	11	10	5	4	8	5	7	3	6	6	8	7	8
Other	1	<b>1</b>	0	0	0	2	1	0	1	2	1	2	2	1	2	1	1	2	1	2	3	1	1	3	0

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

Conservative	16	<b>15</b>	100	0	0	38	2	2	9	27	16	14	6	9	18	26	15	14	15	11	13	12	16	13	18
Labour	30	<b>30</b>	0	100	0	10	69	32	45	17	30	29	33	36	28	19	34	23	31	27	17	37	29	37	25
Liberal Democrat	7	<b>6</b>	0	0	100	3	3	37	10	3	8	5	8	5	8	6	8	4	7	6	3	5	4	7	10
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	0	1	4	1	2	2	1	2	2	3	2	2	0	0	27	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	0	1	0	1	1	0	1	0	2	1	1	0	13	0	1	0	0	0
Reform UK	6	<b>7</b>	0	0	0	14	2	1	1	15	10	4	2	4	10	11	5	9	7	8	3	7	8	4	8
Green	5	<b>5</b>	0	0	0	2	7	4	7	2	4	5	6	6	3	3	6	3	5	2	4	4	5	5	6
Some other party	1	<b>1</b>	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	0
Would not vote	13	<b>13</b>	0	0	0	6	2	0	3	10	12	13	11	16	10	10	8	19	13	19	10	14	14	11	12
Don't know	16	<b>18</b>	0	0	0	23	10	18	15	20	13	22	23	15	17	20	17	18	18	10	18	16	18	17	20
Refused	3	<b>3</b>	0	0	0	2	3	3	3	1	2	4	7	4	2	0	2	5	3	4	3	4	4	4	2

### And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=20]

UK Independence Party (UKIP)	6	<b>16</b>	0	0	0	21	0	0	18	11	19	7	0	28	0	27	0	26	9	0	49	25	17	0	0
Women's Equality Party	5	<b>0</b>	0	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	73	<b>80</b>	0	0	0	79	100	0	82	82	81	79	100	72	100	52	100	67	86	100	51	75	83	100	73
Don't know	16	<b>4</b>	0	0	0	0	0	0	0	7	0	14	0	0	0	21	0	7	5	0	0	0	0	27	
Refused	0	<b>0</b>	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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	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	
<b>Weighted Sample</b>	2055	307	607	130	672	497	175	724	765	995	1060	216	849	508	483	1171	884	1773	103	179	495	341	249	688
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

Response	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	10	12	0	1	1	5	1	0	3	8	11	12	12	16	8	8	8	17	12	21	8	13	13	10	10
1	2	2	1	0	0	1	1	0	1	2	2	2	3	2	2	2	1	4	2	0	3	2	2	2	2
2	2	1	1	0	1	2	0	0	0	1	1	2	3	1	1	1	2	1	2	2	1	1	3	1	1
3	2	2	0	2	1	2	1	1	1	2	2	2	1	3	2	2	1	3	2	1	0	3	3	3	2
4	2	2	1	1	0	1	1	1	1	2	2	2	4	2	1	2	1	2	2	1	3	2	2	4	1
5	6	5	6	2	4	5	2	2	3	5	4	6	7	6	4	5	5	6	6	3	4	5	7	7	5
6	3	3	3	1	5	4	0	3	1	3	3	2	3	3	3	2	2	3	2	2	3	3	2	2	2
7	5	5	6	6	5	5	4	3	3	6	6	5	8	6	5	3	5	6	6	0	3	6	6	7	5
8	6	7	10	8	7	8	8	7	7	7	7	7	12	7	7	5	8	6	8	4	4	7	5	9	9
9	9	7	10	7	10	8	9	12	11	6	7	7	6	7	7	8	8	7	8	5	7	7	8	9	7
10 - Absolutely certain to vote	53	53	63	72	66	61	72	70	69	58	55	52	41	48	58	62	59	46	52	62	64	51	49	46	56

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

Response	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	
Rishi Sunak	21	21	80	3	14	44	4	11	14	32	23	19	15	16	25	29	22	19	22	20	16	18	23	22	23
Keir Starmer	32	34	2	76	44	12	65	54	53	19	34	34	44	38	33	24	39	27	34	37	35	36	28	33	35
Not sure	43	41	16	19	41	41	27	33	30	46	39	43	34	41	40	46	36	48	41	38	48	41	43	41	39
Refused	5	4	2	2	1	2	4	2	3	2	3	4	7	5	3	2	3	5	4	5	1	5	6	4	3

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

Response	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	
Very well	2	2	8	1	2	4	1	2	1	3	3	1	6	2	3	1	2	3	2	0	1	1	2	6	2
Fairly well	18	16	52	7	11	32	6	7	8	26	17	16	16	12	17	23	17	16	17	16	9	15	18	19	17
<b>TOTAL WELL</b>	<b>20</b>	<b>18</b>	<b>60</b>	<b>8</b>	<b>13</b>	<b>36</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>29</b>	<b>20</b>	<b>17</b>	<b>22</b>	<b>14</b>	<b>20</b>	<b>24</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>16</b>	<b>10</b>	<b>16</b>	<b>20</b>	<b>25</b>	<b>19</b>
Fairly badly	28	30	26	26	34	35	24	27	25	32	30	30	36	26	30	32	28	32	30	28	32	29	30	30	29
Very badly	41	43	7	63	51	21	63	61	60	31	45	42	36	49	42	38	47	39	43	43	49	46	41	39	42
<b>TOTAL BADLY</b>	<b>69</b>	<b>73</b>	<b>33</b>	<b>89</b>	<b>85</b>	<b>56</b>	<b>87</b>	<b>88</b>	<b>85</b>	<b>63</b>	<b>75</b>	<b>72</b>	<b>72</b>	<b>75</b>	<b>72</b>	<b>70</b>	<b>75</b>	<b>71</b>	<b>73</b>	<b>71</b>	<b>81</b>	<b>75</b>	<b>71</b>	<b>69</b>	<b>71</b>
Don't know	10	9	8	4	1	8	6	3	6	8	5	11	6	11	8	6	6	11	8	12	9	8	9	6	9

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

Response	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	
Right to leave	33	33	67	13	17	66	10	7	6	71	40	28	17	22	40	55	29	40	34	24	30	34	35	30	36
Wrong to leave	57	55	26	82	77	25	84	90	90	19	51	59	68	64	51	37	62	45	54	61	61	54	50	60	53
Don't know	11	12	7	5	6	9	6	3	4	10	10	13	16	14	9	8	9	15	12	14	9	11	15	10	11

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

*\*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	203	220	10.7%
Men 50-64 High education	73	76	3.7%
Men 50-64 Mid education	107	92	4.5%
Men 50-64 Low education	87	80	3.9%
Men 25-49 High education	185	193	9.4%
Men 25-49 Mid education	143	136	6.6%
Men 25-49 Low education	46	88	4.3%
Men Under 25 High education	22	21	1.0%
Men Under 25 Mid & Low education	51	88	4.3%
Women Over 65	301	263	12.8%
Women 50-64 High education	66	72	3.5%
Women 50-64 Mid education	117	105	5.1%
Women 50-64 Low education	92	82	4.0%
Women 25-49 High education	209	208	10.1%
Women 25-49 Mid education	179	146	7.1%
Women 25-49 Low education	90	78	3.8%
Women Under 25 High education	27	25	1.2%
Women Under 25 Mid & Low education	57	82	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	190	390	19.0%
Medium (3-7)	1387	1233	60.0%
High (8,9,10)	478	432	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	643	575	28.0%
C1	626	596	29.0%
C2	337	432	21.0%
DE	449	452	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	849	724	35.2%
Leave	794	765	37.2%
Don't Know / Did Not Vote	412	566	27.5%

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

North Con	153	140	6.8%
North Lab	159	152	7.4%
North LD	33	27	1.3%
North BP	19	18	0.9%
North Oth	15	14	0.7%
North DNV	133	144	7.0%
Midlands Con	141	132	6.4%
Midlands Lab	87	80	3.9%
Midlands LD	22	18	0.9%
Midlands BP	6	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	85	97	4.7%
London Con	43	58	2.8%
London Lab	54	88	4.3%
London LD	22	27	1.3%
London BP	2	2	0.1%
London Oth	7	6	0.3%
London DNV	65	68	3.3%
South Con	304	284	13.8%
South Lab	132	121	5.9%
South LD	95	86	4.2%
South BP	3	2	0.1%
South Oth	30	27	1.3%
South DNV	173	169	8.2%
Wales Con	32	27	1.3%
Wales Lab	30	31	1.5%
Wales LD	4	4	0.2%
Wales PC	8	8	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	22	29	1.4%
Scotland Con	34	33	1.6%
Scotland Lab	25	25	1.2%
Scotland LD	12	12	0.6%
Scotland SNP	58	60	2.9%
Scotland Oth DNV	33	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)