YouGov / The Times Survey Results

Sample Size: 2054 adults in GB
Fieldwork: 6th - 7th December 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	2054	300	606	134	672	497	175	724	765	994	1060	216	848	507	483	1171	883	1773	103	179	495	341	249	688
Unweighted Sample	2054	313	621	140	692	491	185	821	785	965	1089	154	829	530	541	1235	819	1768	105	181	512	344	207	705
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	29-30 Nov	6-7 Dec																							

HEADLINE VOTING INTENTION

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

	29-30 Nov	6-7 Dec	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	22	**22**	100	0	0	57	2	3	13	38	21	23	11	13	25	39	21	26	24	16	15	20	29	19	25
Lab	45	**45**	0	100	0	12	85	35	59	24	42	48	54	56	40	28	48	39	47	35	30	55	42	54	40
Lib Dem	9	**10**	0	0	100	4	3	55	13	6	11	9	13	10	10	9	11	9	10	6	10	5	9	10	15
SNP	4	**3**	0	0	0	0	0	0	4	1	3	3	6	3	3	3	3	4	0	0	34	0	0	1	0
Plaid Cymru	1	**1**	0	0	0	0	1	1	2	0	2	1	2	2	0	0	1	1	0	22	0	0	0	0	0
Reform UK	10	**11**	0	0	0	22	1	2	1	24	15	6	4	6	14	17	8	14	11	17	4	12	14	5	10
Green	7	**7**	0	0	0	3	7	4	9	3	5	8	10	9	6	3	8	5	7	4	6	8	4	9	7
Other	1	**1**	0	0	0	2	1	0	1	2	2	1	1	1	1	1	1	2	2	0	1	0	1	3	2

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

	29-30 Nov	6-7 Dec	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	**15**	100	0	0	38	2	3	11	24	15	14	6	8	17	27	15	15	15	10	10	13	19	12	16
Labour	30	**30**	0	100	0	8	73	27	47	16	30	29	32	36	28	19	34	23	31	24	21	37	27	38	26
Liberal Democrat	6	**7**	0	0	100	3	3	43	10	4	7	6	8	6	7	6	7	5	7	4	7	4	6	7	9
Scottish National Party (SNP)	2	**2**	0	0	0	0	0	0	3	1	2	2	3	2	2	2	2	2	0	0	22	0	0	1	0
Plaid Cymru	1	**1**	0	0	0	0	1	1	1	0	1	0	1	1	1	0	1	1	0	16	0	0	0	0	0
Reform UK	7	**7**	0	0	0	15	1	1	1	15	11	4	3	4	10	12	6	8	7	11	3	8	10	4	7
Green	5	**5**	0	0	0	2	7	3	7	2	4	6	7	6	4	2	6	3	5	3	5	5	3	6	5
Some other party	1	**1**	0	0	0	1	0	0	1	2	1	1	2	1	1	1	1	1	1	0	1	0	2	2	2
Would not vote	13	**13**	0	0	0	8	3	4	4	12	12	14	20	14	13	7	8	20	13	11	13	16	12	12	12
Don't know	18	**17**	0	0	0	24	9	16	14	23	13	22	11	16	17	22	17	17	17	16	16	14	18	13	21
Refused	3	**3**	0	0	0	1	2	1	1	2	4	2	7	5	1	1	2	4	3	5	4	3	4	5	2

And which of these parties would you vote for?
[Asked only to those who answered 'some other party'; n=22]

	29-30 Nov	6-7 Dec	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)	16	**7**	0	0	0	18	0	0	0	13	6	8	0	9	0	18	0	13	7	0	0	0	14	0	7
Women's Equality Party	0	**5**	0	0	0	14	0	0	0	10	0	13	0	0	20	0	11	0	6	0	0	0	0	0	11
Some other party	80	**74**	0	0	0	68	100	0	88	68	79	67	69	82	60	82	79	70	73	0	100	0	53	100	72
Don't know	4	**14**	0	0	0	0	0	100	12	9	15	12	31	9	20	0	10	17	14	0	0	0	33	0	10
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

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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?

0 - Certain NOT to vote	12	11	0	1	0	4	2	3	3	9	10	12	17	12	11	6	7	16	11	11	14	13	11	8	10
1	2	2	0	1	0	2	1	1	1	3	2	2	2	2	2	2	1	3	2	0	0	2	2	3	2
2	1	2	0	0	2	1	1	0	1	1	2	1	4	2	2	1	1	2	2	3	0	3	2	2	1
3	2	2	1	1	0	2	1	0	1	2	2	1	2	2	1	1	2	1	1	2	2	1	2	2	2
4	2	2	1	0	0	1	1	0	1	2	1	3	3	3	2	1	2	2	2	2	0	1	3	4	2
5	5	6	3	3	6	5	3	3	3	6	5	7	5	8	5	5	6	7	7	6	4	5	8	10	6
6	3	3	4	3	1	4	3	2	3	3	3	4	4	4	3	2	4	3	3	8	3	4	1	4	4
7	5	5	5	3	5	5	4	1	3	5	5	4	8	6	3	3	5	5	5	3	5	4	5	7	5
8	7	7	7	9	4	8	8	3	7	7	6	7	9	7	6	6	7	7	7	6	2	7	7	10	7
9	7	8	10	9	11	11	9	9	9	8	10	7	7	8	9	10	9	8	9	9	7	6	9	9	10
10 - Absolutely certain to vote	53	52	68	69	72	57	67	77	68	54	54	50	38	46	57	64	57	46	51	49	62	54	51	41	53

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

Rishi Sunak	21	18	73	2	6	40	2	6	11	28	18	17	9	14	19	27	17	19	19	18	9	18	19	14	20
Keir Starmer	34	31	2	69	42	9	60	51	49	17	35	27	34	35	31	21	35	25	30	28	34	32	26	37	29
Not sure	41	47	24	26	50	48	34	40	37	52	42	52	45	46	47	50	44	51	46	50	53	46	49	40	47
Refused	4	5	2	3	2	2	4	3	3	3	5	4	12	6	3	2	4	6	5	3	4	4	5	9	4

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

Very well	2	2	6	1	0	3	1	0	1	2	2	2	1	2	2	2	2	2	2	1	2	2	3	3	1
Fairly well	16	17	52	6	14	35	4	8	8	28	17	17	15	12	15	27	16	18	18	15	9	16	18	17	19
TOTAL WELL	18	19	58	7	14	38	5	8	9	30	19	19	16	14	17	29	18	20	20	16	11	18	21	20	20
Fairly badly	30	27	24	25	23	30	24	22	23	29	26	29	31	25	29	29	27	29	27	35	24	28	29	29	26
Very badly	43	43	10	62	61	22	65	68	62	30	47	39	40	46	45	35	48	36	41	41	56	41	41	38	43
TOTAL BADLY	73	70	34	87	84	52	89	90	85	59	73	68	71	71	74	64	75	65	68	76	80	69	70	67	69
Don't know	9	11	7	6	2	9	6	3	5	10	8	15	13	15	8	7	8	15	12	7	10	13	9	13	11

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

Right to leave	33	33	66	12	14	66	9	5	6	69	36	29	8	23	38	55	27	40	34	38	19	36	39	22	34
Wrong to leave	55	54	28	81	81	24	85	91	91	20	51	57	64	62	53	38	63	42	52	56	70	51	48	59	53
Don't know	12	13	6	8	5	10	6	4	4	11	13	14	28	15	9	7	10	18	14	5	11	13	13	19	13

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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	**266**	**220**	**10.7%**
Men 50-64 High education	**72**	**76**	**3.7%**
Men 50-64 Mid education	**97**	**92**	**4.5%**
Men 50-64 Low education	**90**	**80**	**3.9%**
Men 25-49 High education	**177**	**193**	**9.4%**
Men 25-49 Mid education	**140**	**136**	**6.6%**
Men 25-49 Low education	**55**	**88**	**4.3%**
Men Under 25 High education	**15**	**21**	**1.0%**
Men Under 25 Mid & Low education	**53**	**88**	**4.3%**
Women Over 65	**275**	**263**	**12.8%**
Women 50-64 High education	**65**	**72**	**3.5%**
Women 50-64 Mid education	**115**	**105**	**5.1%**
Women 50-64 Low education	**91**	**82**	**4.0%**
Women 25-49 High education	**193**	**207**	**10.1%**
Women 25-49 Mid education	**175**	**146**	**7.1%**
Women 25-49 Low education	**89**	**78**	**3.8%**
Women Under 25 High education	**26**	**25**	**1.2%**
Women Under 25 Mid & Low education	**60**	**82**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**221**	**390**	**19.0%**
Medium (3-7)	**1363**	**1232**	**60.0%**
High (8,9,10)	**470**	**431**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**624**	**575**	**28.0%**
C1	**611**	**596**	**29.0%**
C2	**386**	**431**	**21.0%**
DE	**433**	**452**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**821**	**724**	**35.2%**
Leave	**785**	**765**	**37.2%**
Don't Know / Did Not Vote	**448**	**565**	**27.5%**

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

North Con	**149**	**140**	**6.8%**
North Lab	**160**	**152**	**7.4%**
North LD	**32**	**27**	**1.3%**
North BP	**13**	**18**	**0.9%**
North Oth	**15**	**14**	**0.7%**
North DNV	**143**	**144**	**7.0%**
Midlands Con	**137**	**131**	**6.4%**
Midlands Lab	**85**	**80**	**3.9%**
Midlands LD	**22**	**18**	**0.9%**
Midlands BP	**5**	**4**	**0.2%**
Midlands Oth	**11**	**10**	**0.5%**
Midlands DNV	**84**	**97**	**4.7%**
London Con	**44**	**58**	**2.8%**
London Lab	**70**	**88**	**4.3%**
London LD	**21**	**27**	**1.3%**
London BP	**3**	**2**	**0.1%**
London Oth	**8**	**6**	**0.3%**
London DNV	**61**	**68**	**3.3%**
South Con	**298**	**283**	**13.8%**
South Lab	**123**	**121**	**5.9%**
South LD	**95**	**86**	**4.2%**
South BP	**3**	**2**	**0.1%**
South Oth	**29**	**27**	**1.3%**
South DNV	**157**	**168**	**8.2%**
Wales Con	**29**	**27**	**1.3%**
Wales Lab	**29**	**31**	**1.5%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**9**	**8**	**0.4%**
Wales BP	**3**	**4**	**0.2%**
Wales Oth DNV	**30**	**29**	**1.4%**
Soctland Con	**35**	**33**	**1.6%**
Scotland Lab	**24**	**25**	**1.2%**
Scotland LD	**10**	**12**	**0.6%**
Scotland SNP	**67**	**60**	**2.9%**
Scotland Oth DNV	**45**	**49**	**2.4%**