

YouGov / The Times Survey Results

Sample Size: 2062 adults in GB Fieldwork: 4th - 5th October 2023

		Wes	tminst	ter VI	Vote	in 201	9 GE	2016 El	J Ref	Ge	ender		Ag	е		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	2062	336	633	157	674	499	175	727	768	998	1064	216	852	509	485	1175	887	1780	103	179	497	342	250	691
Unweighted Sample	2062	363	623	156	708	496	177	819	783	917	1145	169	821	517	555	1252	810	1775	110	177	492	360	207	716
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

onweighted o	ampio		000	020	100	7 00	100	.,,	010	700	017	1110	100	02	5	000	1202	010	1110	110	111	102	000	201	7 10
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	26-27	4-5																							
	Sep	Oct																							
	Jop	00.																							
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
[Weighted by likelihood to vote, excluding those																									
who would not vote, don't know or refused]																									
Con	24	24	100	0	0	60	2	6	12	45	23	25	4	15	26	45	22	28	26	17	14	22	31	19	28
Lab	45	45	0	100	0	15	84	36	54	26	43	47	68	57	37	25	46	43	46	46	35	54	45	56	37
Lib Dem	11	11	0	0	100	6	5	49	15	7	10	12	9	10	13	11	13	8	12	4	6	7	10	12	17
SNP	3	4	0	0	0	0	1	1	7	1	4	4	1	4	5	3	4	3	0	0	37	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	0	1	1	1	0	1	0	15	0	0	0	0	0
Reform UK	8	8	0	0	0	15	0	1	1	17	11	4	4	4	9	13	6	10	8	14	3	9	8	5	8
Green	7	7	0	0	0	2	6	6	9	4	7	7	14	8	7	2	8	5	7	5	5	7	4	6	9
Other	1	1	0	0	0	1	0	2	1	1	1	1	0	1	2	1	1	1	1	0	0	1	0	2	1
			•								•		•			•						•			
If there were a general election held																									
tomorrow, which party would you vote for?																									
, , ,																									
Conservative	15	16	100	0	0	41	2	5	10	30	17	16	2	10	19	31	16	17	17	11	10	16	20	14	18
Labour	30	31	0	100	0	10	74	30	44	17	30	31	43	38	26	17	34	27	31	29	28	38	29	40	24
Liberal Democrat	7	8	0	0	100	4	5	41	12	4	7	8	6	7	9	7	9	5	8	2	4	5	6	9	11
Scottish National Party (SNP)	2	3	0	0	0	0	1	0	6	0	3	2	1	3	3	2	3	2	0	0	27	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	1	0	1	0	10	0	0	0	0	0
Reform UK	6	5	0	0	0	11	0	1	1	12	8	3	2	3	7	9	4	7	5	8	2	7	6	3	5
Green	5	5	0	0	0	2	6	5	7	2	5	5	9	5	5	2	6	3	5	3	4	5	3	4	6
Some other party	1	1	0	0	0	1	1	2	1	1	1	1	0	1	1	1	1	1	1	0	0	1	0	1	1
Would not vote	14	12	0	0	0	7	3	1	3	11	12	13	14	15	10	10	10	16	13	10	9	12	18	11	11
Don't know	17	16	0	0	0	23	7	16	13	20	13	19	14	13	19	19	15	17	16	25	13	12	15	15	20
Refused	2	3	0	0	0	1	2	0	2	2	4	2	10	4	1	1	2	4	3	3	2	3	3	3	3
		-	•										•												



Region in England

Social Grade

Country

Age

Sample Size: 2062 adults in GB Fieldwork: 4th - 5th October 2023

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		Total			Lib Dem	Con	Lab	Lib Dem	Remain			Female	18-24										Midlands		Rest of South
Weighted Sa								175	727	768	998	1064	216	852			1175	887	1780	103	179	497	342	250	691
Unweighted Sa	ample	2062	363	623	156	708	496	177	819	783	917	1145	169	821			1252	810	1775	110	177	492	360	207	716
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And which of these parties would you vote for? [Asked only to those who answered 'some other																									
party'; n=19]		_			_						-		_			_		_				-			
UK Independence Party (UKIP) Women's Equality Party Some other party Don't know Refused	15 7 74 3 0	3 7 75 14 0	0 0 0 0	0 0 0 0	0 0 0 0 0	0 0 100 0 0	0 0 74 26 0	0 21 79 0	0 11 89 0 0	0 7 65 28 0	0 0 90 10 0	8 16 57 19 0	0 0 0 0	7 0 75 18 0	0 10 90 0	0 24 41 34 0	0 8 92 0 0	6 7 62 25 0	4 8 74 15 0	0 0 0 0	0 0 100 0 0	0 13 69 18 0	0 44 0 56 0	0 0 100 0 0	9 0 81 11 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 1 2 3 4 5 6 7 8 9 10 - Absolutely certain to vote	12 2 2 2 2 6 3 4 7 8 52	11 2 2 2 1 7 3 5 7 9 51	1 0 1 1 0 5 3 5 8 9 66	2 1 0 0 1 3 3 5 7 10 69	2 0 1 0 1 6 2 5 5 15 63	4 1 2 2 1 7 2 5 9 9	3 1 1 1 1 3 2 6 6 10 69	1 0 1 0 1 6 0 4 7 12 69	2 0 1 1 4 2 5 5 11 68	8 2 2 3 1 8 3 5 8 8 5	12 2 2 2 1 6 3 4 7 10 51	10 3 2 3 1 8 2 6 7 8 51	13 3 4 3 0 9 3 8 10 10 36	15 3 2 2 2 6 3 5 7 10 46	7 2 3 2 2 6 2 4 6 7 58	8 2 0 2 0 7 2 6 6 8 59	8 2 2 2 1 5 3 5 7 9 56	16 3 3 2 1 9 3 5 7 8	11 2 2 2 1 7 2 5 7 9	11 3 0 4 1 0 5 9 7 9 51	10 3 1 1 2 6 2 5 7 6 58	13 2 3 2 1 5 2 4 7 10 52	17 2 2 2 1 6 2 7 8 10 44	10 3 3 2 1 6 2 5 7 7	8 3 2 2 1 10 3 5 6 9 51
Which of the following do you think would make the best Prime Minister? Rishi Sunak Keir Starmer Not sure Refused	22 30 44 4	25 34 38 4	89 1 9	3 78 18 2	9 44 45 2	54 9 35 2	4 70 24 2	12 52 35 1	15 52 30 2	43 16 39 2	24 35 37 4	25 32 39 3	8 41 39 12	17 41 38 4	30 32 38 1	41 20 38 2	24 39 35 3	26 27 43 4	26 33 38 3	22 30 41 7	15 42 41 2	22 35 40 3	29 28 39 5	21 41 36 3	29 30 37 4

Westminster VI Vote in 2019 GE 2016 EU Ref



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Fieldwork: 4th - 5th October 2023																									
	[Wes	tminst	er VI	Vote	in 201	19 GE	2016 E	U Ref	G	ender		Ag	е		Social	Grade		Country	/		Region i	n 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 Sa									727	768	998	1064	216		509			887	1780	103	179	497	342	250	691
Unweighted Sa	ample								819	783	917	1145	169	821			1252	810	1775	110	177	492	360	207	716
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																									
Very well	2	2	9	1	1	5	1	1	1	4	2	3	2	1	2	4	2	2	2	1	1	2	3	3	2
Fairly well	17	17	55	6	8	36	4	6	9	30	17	18	7	13	20	26	17	18	18	15	10	16	19	15	20
TOTAL WELL	19	19	64	7	9	41	5	7	10	34	19	21	9	14	22	30	19	20	20	16	11	18	22	18	22
Fairly badly	32	30	25	31	29	30	27	29	26	30	29	31	37	30	28	29	30	30	31	30	23	29	35	29	31
Very badly TOTAL BADLY	41 73	42 72	4 29	59 90	59 88	18 48	64 91	60 89	58 84	28 58	47 76	38 69	46 83	45 75	43 71	34 63	44 74	39 69	40 71	51 81	56 79	44 73	35 70	45 74	38 69
Don't know	9	9		3	3	9	3	4	5	8	6	11	7	11	7	7	7	11	9	3	9	8	8	8	10
In hindsight, do you think Britain was right or wrong to vote to leave the European Union?																									
Right to leave	32	32	66	12	12	64	8	9	5	69	37	27	9	22	38	54	26	39	33	33	19	32	38	22	35
Wrong to leave	55	58	26	82	83	26	86	87	91	20	56	60	77	66	53	38	65	48	56	55	74	57	52	66	54
Don't know	12	10	8	6	5	10	6	4	4	11	8	13	13	11	9	8	9	12	11	11	7	10	10	12	11
Thinking about the plans that Rishi Sunak and the Conservative Party have set out in recent weeks and months, how much of a change, if any, do you think they represent?																									
A big change		10	24	9	7	13	9	10	10	11	10	9	10	8	9	14	10	10	10	10	6	11	9	13	9
A small change		20	48	13	18	34	14	19	17	26	22	19	15	18	22	24	22	18	21	20	12	21	24	19	21
TOTAL CHANGE		30	72	22	25	47	23	29	27	37	32	28	25	26	31	38	32	28	31	30	18	32	33	32	30
Not much of a change		23	18	25	33	26	25	23	25	26	20	27	17	20	29	26	24	22	24	23	19	23	21	25	25
No real change at all TOTAL NOT MUCH / NO CHANGE		31	3	43	34	17	43	39	37	25	36	25	28 45	35	29	26	31	31	29	29	46	31	28	30	28
		54	21	68	67	43	68	62	62	51	56	52		55	58	52	55	53	53	52	65 16	54	49	55 13	53 17
Don't know		16	7	10	7	11	10	10	9	11	12	20	29	19	11	10	13	19	16	18	10	14	17	13	17



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		Wes	tminst	ter VI	Vote	in 201	9 GE	2016 E	U Ref	Ge	ender		Ag	е		Social	Grade		Country	1		Region in	England	
	Total	Con	Lab	Lib	Con	Lah	Lib	Domain	Loavo	Mala	Eomalo	19_2/	25.40	50-64	65±	ABC1	CODE	England	Wales	Scotland	North	Midlands	London	Rest of
	TOtal	COII	Lau	Dem	5	Lau	Dem	Kemam	Leave	Wate	i ciliale	10-24	23-43	30-04	031	ABCI	CZDL	Liigiailu	vvales	Scotland	NOILII	Wildianus	London	South
Weighted Sample	2062	336	633	157	674	499	175	727	768	998	1064	216	852	509	485	1175	887	1780	103	179	497	342	250	691
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if Keir Starmer and the Labour Party were to form the next Government, how much of a change, if any, do you think they would represent?

A b	ig change 19	20	34	17	17	29	26	25	16	21	17	24	18	18	19	21	17	20	22	11	21	17	22	19
A sm	all change 26	14	46	32	18	41	33	36	17	26	26	27	31	25	19	30	21	26	27	29	25	24	29	26
TOTAL	CHANGE 45	34	80	49	35	70	59	61	33	47	43	51	49	43	38	51	38	46	49	40	46	41	51	45
Not much of	a change 18	23	10	31	21	13	20	17	22	17	19	13	16	20	21	19	17	18	15	15	19	21	17	18
No real cha	inge at all 19	30	2	11	29	5	8	10	31	23	16	9	15	23	28	16	23	18	18	29	17	18	16	20
TOTAL NOT MUCH / NO	CHANGE 37	53	12	42	50	18	28	27	53	40	35	22	31	43	49	35	40	36	33	44	36	39	33	38
Г	on't know 18	12	8	9	14	11	13	12	14	13	22	27	20	14	14	15	22	18	18	16	18	21	16	17

Do you think Rishi Sunak does or does not have a clear plan for the country?

Does	21	67	8	11	41	9	12	15	33	21	22	14	16	24	31	21	23	23	18	12	20	23	25	24
Does not	61	17	82	77	40	79	73	71	50	64	58	68	66	61	49	63	58	59	68	75	63	58	57	57
Don't know	18	16	10	12	19	12	15	14	17	15	20	19	18	15	19	16	20	18	15	13	17	19	18	19

And do you think Keir Starmer does or does not have a clear plan for the country?

Does	22	9	47	25	12	40	34	33	13	23	21	25	24	22	16	24	19	22	20	21	22	23	23	22
Does not	49	75	22	55	69	29	42	40	65	54	45	32	42	53	63	49	50	49	48	54	50	49	41	50
Don't know	29	16	31	20	19	32	25	27	22	24	34	43	33	24	20	27	31	29	32	25	28	28	35	29

From what you have seen about the Conservative party conference and the announcements that Rishi Sunak has made this week, has it made you think better or worse of him, or made no difference?

Better	10	28	4	6	18	4	3	6	16	10	9	7	6	14	14	9	11	10	9	5	10	10	12	10
Worse	21	8	35	33	13	32	29	29	14	23	20	30	23	21	14	24	18	22	19	17	22	22	23	21
No difference - I had a positive opinion of Rishi Sunak and still do	12	48	3	6	25	3	9	9	19	12	12	3	9	13	21	13	11	13	11	8	10	13	12	14
No difference - I had a negative opinion of Rishi Sunak and still do	41	7	50	47	29	52	47	45	37	44	39	40	42	41	39	41	41	39	46	56	44	37	39	37
Don't know	16	9	9	7	15	8	11	10	15	10	21	19	20	11	12	14	18	16	16	14	14	18	14	17



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	Total	Con	Lah	Lib	Con	Lah	Lib	Pemain	Laava	Mala	Famala	18-24	25_/10	50-64	65+	ARC1	CSDE	England	Wales	Scotland	North	Midlands	London	Rest of
	Total	001	Lab	Dem	COII	Lab	Dem	Remain	Leave	Wate	i ciliale	10-24	25-45	30-04	00.	ADOI	OZDL	Liigianu	wales	ocotianu	North	Midialius	London	South
Weighted Sample	2062	336	633	157	674	499	175	727	768	998	1064	216	852	509	485	1175	887	1780	103	179	497	342	250	691
Unweighted Sample	2062	363	623	156	708	496	177	819	783	917	1145	169	821	517	555	1252	810	1775	110	177	492	360	207	716
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At the Conservative conference this week Rishi Sunak made several announcements. In each case, please say whether you support or oppose the measure.

A free vote in Parliament on whether to increase the minimum age to be able to buy cigarettes by one year, every year, so that people born after 2009 will never be allowed to buy cigarettes?

Strongly support	33	44	34	34	38	31	34	33	35	35	31	33	31	36	34	35	31	34	31	28	36	35	34	31
Tend to support	30	33	35	29	29	34	39	34	30	29	31	29	30	30	32	34	26	30	28	34	28	28	31	32
TOTAL SUPPORT	63	77	69	63	67	65	73	67	65	64	62	62	61	66	66	69	57	64	59	62	64	63	65	63
Tend to oppose	15	12	13	21	15	15	17	16	14	15	15	17	13	16	17	14	16	15	15	14	14	15	15	16
Strongly oppose	9	4	8	6	9	8	3	5	11	11	7	9	11	7	7	6	13	9	12	10	11	11	3	8
TOTAL OPPOSE	24	16	21	27	24	23	20	21	25	26	22	26	24	23	24	20	29	24	27	24	25	26	18	24
Don't know	13	6	9	10	8	13	7	12	9	10	15	12	15	11	10	11	14	12	14	14	11	11	16	12

Introducing full-life sentences for people convicted of murders with a sexual or sadistic motive?

Strongly support	59	80	51	45	77	45	42	47	76	56	61	42	52	67	70	54	64	59	61	55	59	65	46	61
Tend to support	28	16	37	39	16	39	39	38	18	28	27	34	30	22	25	31	23	27	28	30	27	24	36	26
TOTAL SUPPORT	87	96	88	84	93	84	81	85	94	84	88	76	82	89	95	85	87	86	89	85	86	89	82	87
Tend to oppose	4	1	4	9	2	6	11	7	2	6	3	7	5	3	2	5	3	4	4	6	3	4	3	5
Strongly oppose	1	1	1	0	0	1	1	2	0	2	1	2	2	1	1	1	1	1	2	1	2	1	1	1
TOTAL OPPOSE	5	2	5	9	2	7	12	9	2	8	4	9	7	4	3	6	4	5	6	7	5	5	4	6
Don't know	8	2	7	7	4	9	7	7	4	8	9	15	11	6	2	8	8	8	5	9	8	6	14	8



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023																								
		Wes	tminst	er VI Vote in 2019 GE		2016 EU Ref		Gender		Age			Social Grade		Country			Region in England						
	Total	Con	Lah	Lib	Con	Lab	Lib	Pamain	Laava	Mala	Fomalo	18-24	25_/10	50-64	65+	ARC1	CSDE	England	Wales	Scotland	North	Midlands	London	Rest of
	Total	COII	Lab	Dem	COII	Lab	Dem	Remain	Leave	Wate	i ciliale	10-24	25-45	30-04	05.	ADOI	OZDL	Liigialiu	vvales	ocolland	North	Wildianus	London	South
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•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Replacing A-Levels and T-Levels with a new Advanced British Standard, that would see 16-18 year olds in England studying five subjects instead of three, including Maths and English?

Strongly support	11	22	8	10	17	7	8	7	18	13	10	8	9	11	18	10	14	12	12	10	13	12	15	9
Tend to support	25	40	20	26	33	19	17	24	29	25	25	12	21	29	33	25	24	25	20	24	23	25	26	26
TOTAL SUPPORT	36	62	28	36	50	26	25	31	47	38	35	20	30	40	51	35	38	37	32	34	36	37	41	35
Tend to oppose	22	14	26	32	18	27	33	27	18	21	22	22	25	18	20	24	18	22	28	13	21	23	18	24
Strongly oppose	15	7	22	14	9	23	14	17	10	13	18	40	15	15	6	16	14	16	11	9	20	16	13	15
TOTAL OPPOSE	37	21	48	46	27	50	47	44	28	34	40	62	40	33	26	40	32	38	39	22	41	39	31	39
Don't know	27	17	24	18	23	25	28	25	25	28	25	17	30	28	24	25	30	25	29	44	23	24	28	25

Rishi Sunak has also cancelled the part of the HS2 rail link between Birmingham and Manchester, meaning the new high speed track will only go between London and Birmingham. The money saved will instead be spent on a range of local transport upgrades, including new train stations and rail upgrades, road upgrades, and mass transit systems.

Do you think this was the right or wrong

decision?

Right decision	37	62	22	22	55	22	32	27	55	40	34	20	29	40	55	34	40	38	32	32	29	44	33	42
Wrong decision	40	23	58	57	27	57	49	53	28	43	37	54	44	40	28	44	35	40	45	39	51	38	40	33
Don't know	23	15	20	21	18	21	19	20	18	17	28	27	27	21	17	22	24	22	22	29	20	18	27	25

^{*}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.

Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)	Unweighted no.	Weighted no.	Target %
Men Over 65	238	221	10.7%
Men 50-64 High education	76	76	3.7%
Men 50-64 Mid education	94	93	4.5%
Men 50-64 Low education	79	80	3.9%
Men 25-49 High education	156	194	9.4%
Men 25-49 Mid education	145	136	6.6%
Men 25-49 Low education	51	89	4.3%
Men Under 25 High education	22	21	1.0%
Men Under 25 Mid & Low education	56	89	4.3%
Women Over 65	317	264	12.8%
Women 50-64 High education	71	72	3.5%
Women 50-64 Mid education	117	105	5.1%
Women 50-64 Low education	80	82	4.0%
Women 25-49 High education	196	208	10.1%
Women 25-49 Mid education	172	146	7.1%
Women 25-49 Low education	101	78	3.8%
Women Under 25 High education	23	25	1.2%
Women Under 25 Mid & Low education	68	82	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	229	392	19.0%
Medium (3-7)	1365	1237	60.0%
High (8,9,10)	468	433	21.0%
Social Grade (NRS and 2011 census)			
AB	645	577	28.0%
C1	607	598	29.0%
C2	382	433	21.0%
DE	428	454	22.0%
EU Referendum Vote (Election Result)			
Remain	819	727	35.2%
Leave	783	768 560	37.2%
Don't Know / Did Not Vote	460	568	27.5%



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.

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

North Con	149	140	6.8%
North Lab	160	153	7.4%
North LD	33	27	1.3%
North BP	13	19	0.9%
North Oth	16	14	0.7%
North DNV	121	144	7.0%
Midlands Con	140	132	6.4%
Midlands Lab	83	80	3.9%
Midlands LD	23	19	0.9%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	98	97	4.7%
London Con	62	58	2.8%
London Lab	65	89	4.3%
London LD	15	27	1.3%
London BP	1	2	0.1%
London Oth	8	6	0.3%
London DNV	56	68	3.3%
South Con	290	285	13.8%
South Lab	133	122	5.9%
South LD	88	87	4.2%
South BP	3	2	0.1%
South Oth	30	27	1.3%
South DNV	172	169	8.2%
Wales Con	30	27	1.3%
Wales Lab	33	31	1.5%
Wales LD	5	4	0.2%
Wales PC	7	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	30	29	1.4%
Soctland Con	37	33	1.6%
Scotland Lab	22	25	1.2%
Scotland LD	13	12	0.6%
Scotland SNP	62	60	2.9%
Scotland Oth DNV	43	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 Or visit our website: yougov.co.uk