

YouGov / The Times Survey Results

Sample Size: 2067 adults in GB
Fieldwork: 11th - 12th October 2023

	Westminster VI			Vote in 2019 GE			2016 EU Ref		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	2067	328	647	132	676	500	176	728	770	1000	1067	217	854	511	486	1178	889	1784	103	180	498	343	250	692	
Unweighted Sample	2067	334	659	135	685	496	173	833	773	957	1110	197	884	516	470	1234	833	1776	110	181	502	351	223	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

4-5 Oct

11-12 Oct

	4-5 Oct	11-12 Oct																								
Con	24	24	100	0	0	61	1	2	11	43	24	24	10	13	26	46	22	28	26	15	12	24	29	19	29	
Lab	45	47	0	100	0	16	85	41	59	26	45	49	59	62	40	25	50	42	48	51	34	59	41	58	40	
Lib Dem	11	9	0	0	100	5	4	49	15	6	9	10	9	8	12	10	10	8	10	7	7	5	8	10	14	
SNP	4	4	0	0	0	0	1	0	5	2	4	4	5	4	5	2	3	4	0	0	39	0	0	1	0	
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	0	1	0	1	1	0	1	0	10	0	0	0	0	0	
Reform UK	8	8	0	0	0	16	1	1	1	17	10	5	3	5	9	13	6	10	8	10	2	6	10	4	10	
Green	7	6	0	0	0	1	7	5	8	3	6	7	12	7	6	2	7	5	7	4	5	6	8	8	6	
Other	1	1	0	0	0	2	1	1	0	3	2	1	1	1	1	3	1	2	1	2	2	1	3	1	1	

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

Conservative	16	16	100	0	0	41	1	2	9	28	17	15	7	8	18	31	15	16	17	11	9	15	19	13	19
Labour	31	31	0	100	0	11	72	30	46	18	32	31	39	40	27	16	36	26	32	37	24	39	26	40	26
Liberal Democrat	8	6	0	0	100	3	3	38	12	4	7	6	6	5	8	6	7	5	7	5	5	3	5	7	9
Scottish National Party (SNP)	3	2	0	0	0	0	1	0	4	1	3	2	3	2	3	1	2	2	0	0	26	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	0	8	0	0	0	0	0
Reform UK	5	5	0	0	0	11	1	1	1	11	7	3	2	3	6	8	4	6	5	7	2	4	6	3	6
Green	5	4	0	0	0	1	6	4	6	2	4	4	8	5	4	1	5	3	4	4	4	4	5	6	4
Some other party	1	1	0	0	0	1	1	1	0	2	1	1	1	1	1	2	1	1	1	3	1	0	2	0	1
Would not vote	12	12	0	0	0	6	3	4	4	10	11	13	9	16	11	8	10	15	12	13	8	15	13	8	12
Don't know	16	19	0	0	0	24	11	20	15	23	14	23	13	16	19	24	16	22	19	9	18	17	21	17	21
Refused	3	3	0	0	0	2	2	0	2	1	3	3	10	3	1	1	3	3	3	3	4	3	3	6	2

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=21]

UK Independence Party (UKIP)	3	9	0	0	0	20	0	0	0	13	15	0	0	0	19	13	7	12	0	0	0	11	0	21	
Women's Equality Party	7	5	0	0	0	0	0	0	0	0	11	48	0	0	0	0	7	6	0	0	0	11	0	0	
Some other party	75	77	0	0	0	80	70	100	100	80	85	64	0	100	100	71	87	71	76	63	100	100	65	100	79
Don't know	14	5	0	0	0	0	30	0	0	7	0	13	0	0	10	0	8	0	37	0	0	0	0	0	
Refused	0	5	0	0	0	0	0	0	0	0	12	52	0	0	0	0	8	6	0	0	0	12	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	11	1	3	1	4	2	2	3	8	11	12	11	15	10	6	9	14	12	9	9	16	12	7	10
1	2	2	0	0	2	1	0	2	0	1	2	2	3	2	1	2	1	3	2	1	0	1	2	3	2
2	2	1	1	1	0	1	0	0	1	1	2	1	4	1	1	1	1	2	1	3	1	1	2	1	1
3	2	2	1	2	2	1	1	1	1	1	2	2	4	3	2	0	2	2	2	0	2	3	2	0	3
4	1	2	0	1	1	2	1	0	1	1	2	1	4	1	1	1	2	1	1	1	4	1	2	1	1
5	7	6	3	3	5	5	3	5	4	6	5	7	6	7	5	4	5	7	6	7	7	5	6	10	5
6	3	3	3	3	1	3	3	1	2	3	4	2	7	3	3	2	3	2	3	4	3	3	2	4	3
7	5	5	7	4	9	6	3	5	3	5	4	5	6	5	5	4	4	5	5	2	2	4	5	6	6
8	7	7	10	6	10	9	6	5	6	7	6	7	6	7	6	7	7	6	7	4	4	7	6	9	7
9	9	9	12	9	6	11	9	11	10	9	9	8	8	7	9	11	8	10	9	5	6	9	9	15	8
10 - Absolutely certain to vote	51	53	62	69	62	58	71	68	67	56	53	52	43	48	57	61	58	46	51	64	63	49	52	45	53

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

Rishi Sunak	25	20	77	3	8	44	3	9	12	33	22	19	11	14	22	34	19	22	21	14	15	21	23	19	22
Keir Starmer	34	32	1	77	41	10	66	46	51	16	35	30	39	41	29	19	38	25	32	40	37	35	26	39	29
Not sure	38	43	20	18	49	43	28	44	34	49	40	46	38	42	45	46	40	48	43	45	45	40	48	36	45
Refused	4	4	1	2	2	2	3	1	3	2	4	4	12	4	3	1	3	5	4	1	4	4	2	7	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	1	6	1	1	2	1	0	0	2	1	2	4	1	1	1	1	1	1	1	1	2	4	1	
Fairly well	17	18	55	6	9	38	4	8	10	30	20	16	11	12	19	31	18	19	19	12	11	19	24	12	19
TOTAL WELL	19	19	61	7	10	40	5	8	10	32	21	18	15	13	20	32	19	20	21	13	12	20	26	16	20
Fairly badly	30	29	25	26	34	34	21	29	23	34	27	30	31	28	28	30	29	28	29	31	25	27	32	30	28
Very badly	42	42	5	63	54	17	69	59	61	25	45	38	40	48	43	30	44	38	40	49	56	40	34	47	40
TOTAL BADLY	72	71	30	89	88	51	90	88	84	59	72	68	71	76	71	60	73	66	69	80	81	67	66	77	68
Don't know	9	11	8	5	3	10	5	3	5	9	7	14	15	12	9	8	8	14	11	7	8	12	9	7	13

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

Right to leave	32	33	74	14	15	69	9	8	6	72	38	29	13	21	38	60	28	40	35	33	20	34	38	26	37
Wrong to leave	58	55	20	81	79	24	85	89	90	18	53	56	65	66	51	34	64	43	53	59	71	53	49	65	51
Don't know	10	12	7	5	7	8	6	3	4	9	9	15	22	13	10	6	8	17	12	8	9	13	13	9	12

To what extent would you support or oppose each of the following?

Loosening planning laws to make it easier to build new towns

Strongly support	9	10	12	13	9	10	8	9	9	12	5	14	8	9	7	9	9	9	8	11	9	9	16	6
Tend to support	31	30	38	24	31	34	32	33	29	34	28	32	30	31	32	33	28	30	39	33	32	31	31	29
TOTAL SUPPORT	40	40	50	37	40	44	40	42	38	46	33	46	38	40	39	42	37	39	47	44	41	40	47	35
Tend to oppose	26	33	21	31	30	24	34	29	27	23	29	19	26	27	28	28	24	27	24	23	25	25	25	29
Strongly oppose	17	19	10	18	21	13	12	12	24	16	17	8	14	21	20	15	18	17	14	15	14	18	9	21
TOTAL OPPOSE	43	52	31	49	51	37	46	41	51	39	46	27	40	48	48	43	42	44	38	38	39	43	34	50
Don't know	17	8	19	14	10	19	14	18	11	14	20	27	21	11	13	15	20	17	14	18	20	16	19	15

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

Paying NHS staff a higher rate to work overtime

Strongly support	40	20	55	46	28	53	43	45	32	39	41	57	42	37	32	40	40	40	42	43	38	34	46	41
Tend to support	41	47	36	43	42	38	46	43	41	43	40	31	40	44	44	42	39	41	40	43	42	41	36	42
TOTAL SUPPORT	81	67	91	89	70	91	89	88	73	82	81	88	82	81	76	82	79	81	82	86	80	75	82	83
Tend to oppose	9	19	5	7	17	3	5	6	13	8	10	3	7	9	14	9	8	9	8	5	8	11	9	8
Strongly oppose	3	7	1	2	6	1	2	2	6	4	2	1	2	4	4	3	4	3	2	3	3	5	3	3
TOTAL OPPOSE	12	26	6	9	23	4	7	8	19	12	12	4	9	13	18	12	12	12	10	8	11	16	12	11
Don't know	7	7	3	2	7	4	3	4	7	7	8	8	9	6	5	6	9	7	8	6	9	8	7	6

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?

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A big change	10	5	12	4	2	7	4	2	4	4	5	4	8	4	4	5	5	4	5	4	5	7	5	3
A small change	20	20	47	11	23	33	10	22	18	26	21	20	20	13	24	30	21	19	21	16	15	20	20	23
TOTAL CHANGE	30	25	59	15	25	40	14	24	22	30	26	24	28	17	28	35	26	23	26	20	20	25	27	26
Not much of a change	23	27	25	29	34	32	27	30	25	31	27	27	23	25	27	32	27	27	28	17	29	25	30	27
No real change at all	31	28	3	43	33	14	46	37	40	22	32	25	24	32	31	20	30	26	27	37	33	30	25	25
TOTAL NOT MUCH / NO CHANGE	54	55	28	72	67	46	73	67	65	53	59	52	47	57	58	52	57	53	55	54	62	55	55	60
Don't know	16	20	14	13	8	15	13	9	13	16	15	24	24	26	14	13	16	24	20	25	17	20	17	21

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 big change	19	20	17	41	23	15	36	28	30	16	21	19	17	20	21	21	22	17	20	25	14	21	17	24
A small change	26	27	17	42	36	20	34	41	35	19	27	27	36	28	29	20	32	21	27	23	32	29	26	26
TOTAL CHANGE	45	47	34	83	59	35	70	69	65	35	48	46	53	48	50	41	54	38	47	48	46	50	43	52
Not much of a change	18	18	24	8	18	23	12	14	15	23	20	17	15	18	20	18	18	19	18	20	22	16	21	18
No real change at all	19	17	28	1	14	28	6	9	9	28	18	15	7	13	18	26	14	20	17	15	14	18	19	14
TOTAL NOT MUCH / NO CHANGE	37	35	52	9	32	51	18	23	24	51	38	32	22	31	38	44	32	39	35	35	36	34	40	33
Don't know	18	18	15	8	8	14	11	8	12	14	13	22	26	21	12	15	14	23	18	16	18	17	17	20

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

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

Does	21	19	62	8	11	36	6	14	16	26	20	18	16	12	23	29	19	19	20	15	15	17	22	18	22
Does not	61	57	14	80	76	38	81	71	67	48	59	54	60	61	56	47	61	50	56	60	63	59	52	59	54
Don't know	18	24	24	12	13	26	13	15	18	26	20	28	24	26	21	24	19	31	24	25	22	25	26	23	24

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

Does	22	28	12	59	32	16	47	46	40	20	29	26	25	29	31	22	30	24	28	27	27	28	26	33	26
Does not	49	41	69	18	41	60	25	32	30	56	44	38	35	34	43	53	41	41	42	35	39	40	41	37	45
Don't know	29	31	20	23	27	24	28	22	30	24	27	36	40	37	25	25	28	36	31	37	34	32	33	30	29

When it comes to government investment in infrastructure and housing, which of the following best reflects your view?

The UK government should invest more in infrastructure and housing, even if this means increasing government borrowing	43	30	60	54	33	61	58	56	34	46	40	48	43	43	39	48	36	42	50	48	41	37	56	40
The UK government should reduce the amount of money it borrows, even if this means reducing investment in housing and infrastructure	21	39	13	22	33	11	14	15	31	25	18	18	18	22	27	21	22	22	15	19	17	27	20	24
Neither	16	16	10	12	19	10	14	12	18	15	17	13	16	17	17	15	17	16	14	19	19	16	12	15
Don't know	20	15	17	13	15	18	14	17	16	14	25	21	23	18	16	16	25	20	20	14	24	20	13	21

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

To what extent would you support or oppose the building of more homes in your area?

Strongly support	12	8	20	14	9	19	9	14	9	15	9	18	14	9	10	13	11	12	19	13	10	12	19	10
Tend to support	35	34	42	34	29	41	48	40	30	37	33	37	33	36	36	37	31	34	46	39	38	32	33	32
TOTAL SUPPORT	47	42	62	48	38	60	57	54	39	52	42	55	47	45	46	50	42	46	65	52	48	44	52	42
Tend to oppose	25	30	19	25	31	21	25	26	28	22	28	13	26	27	26	25	25	26	17	26	25	28	22	26
Strongly oppose	17	22	11	18	26	10	11	10	26	16	18	9	15	21	21	15	20	18	9	13	14	17	11	24
TOTAL OPPOSE	42	52	30	43	57	31	36	36	54	38	46	22	41	48	47	40	45	44	26	39	39	45	33	50
Don't know	11	6	8	9	5	10	7	9	6	9	12	22	12	7	7	9	12	11	9	9	13	10	15	8

Looking at the below problem facing the country, please say which political party you think would handle it best?

The economy in general

Conservative	25	88	4	14	56	4	14	16	41	28	22	13	15	31	43	25	26	26	16	17	23	29	24	29
Labour	31	0	78	22	9	68	37	48	16	33	31	41	40	27	17	36	26	30	41	36	37	27	37	25
Liberal Democrat	4	0	2	34	2	4	17	7	3	4	4	6	5	4	3	5	4	4	7	4	3	5	4	5
Don't know	39	12	16	30	33	24	32	29	40	35	43	40	41	37	37	34	45	39	35	43	37	39	34	41

*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	222	221	10.7%
Men 50-64 High education	64	76	3.7%
Men 50-64 Mid education	98	93	4.5%
Men 50-64 Low education	86	81	3.9%
Men 25-49 High education	178	194	9.4%
Men 25-49 Mid education	159	136	6.6%
Men 25-49 Low education	62	89	4.3%
Men Under 25 High education	17	21	1.0%
Men Under 25 Mid & Low education	71	89	4.3%
Women Over 65	248	265	12.8%
Women 50-64 High education	67	72	3.5%
Women 50-64 Mid education	111	105	5.1%
Women 50-64 Low education	90	83	4.0%
Women 25-49 High education	197	209	10.1%
Women 25-49 Mid education	182	147	7.1%
Women 25-49 Low education	106	79	3.8%
Women Under 25 High education	26	25	1.2%
Women Under 25 Mid & Low education	83	83	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	239	393	19.0%
Medium (3-7)	1381	1240	60.0%
High (8,9,10)	447	434	21.0%
Social Grade (NRS and 2011 census)			
AB	619	579	28.0%
C1	615	599	29.0%
C2	386	434	21.0%
DE	447	455	22.0%
EU Referendum Vote (Election Result)			
Remain	833	728	35.2%
Leave	773	770	37.2%
Don't Know / Did Not Vote	461	569	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	152	141	6.8%
North Lab	151	153	7.4%
North LD	32	27	1.3%
North BP	13	19	0.9%
North Oth	14	14	0.7%
North DNV	140	145	7.0%
Midlands Con	131	132	6.4%
Midlands Lab	84	81	3.9%
Midlands LD	20	19	0.9%
Midlands BP	4	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	101	97	4.7%
London Con	59	58	2.8%
London Lab	74	89	4.3%
London LD	24	27	1.3%
London BP	3	2	0.1%
London Oth	7	6	0.3%
London DNV	56	68	3.3%
South Con	280	285	13.8%
South Lab	131	122	5.9%
South LD	81	87	4.2%
South BP	3	2	0.1%
South Oth	29	27	1.3%
South DNV	176	170	8.2%
Wales Con	29	27	1.3%
Wales Lab	33	31	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	32	29	1.4%
Scotland Con	34	33	1.6%
Scotland Lab	23	25	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	65	60	2.9%
Scotland Oth DNV	48	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