

YouGov Survey Results

Sample Size: 10173 GB Adults
Fieldwork: 17th - 28th November 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2019		Gender		Age				Social Grade		Country				
	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	
Weighted Sample	10173	1582	3046	665	3325	2461	864	3584	3788	4923	5250	1068	4201	2513	2391	5799	4374	8779	509	885	
Unweighted Sample	10173	1670	3076	693	3415	2479	888	4046	3896	4640	5533	771	4164	2589	2649	6190	3983	8778	547	848	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	100	0	0	57	1	5	13	39	24	22	10	14	25	41	22	24	24	18	15
Lab	44	0	100	0	15	82	39	56	25	42	47	57	55	40	27	46	42	45	47	34
Lib Dem	10	0	0	100	4	6	46	14	6	10	10	9	9	11	10	11	7	10	5	6
SNP	3	0	0	0	0	1	1	4	1	3	3	5	4	3	2	3	4	0	0	34
Plaid Cymru	1	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	14	0
Reform UK	10	0	0	0	20	1	1	1	22	12	7	4	6	12	15	7	13	10	11	4
Green	8	0	0	0	3	8	6	9	4	6	9	13	10	6	4	8	7	8	3	6
Other	1	0	0	0	1	1	2	1	2	2	1	1	1	2	1	1	2	1	1	1

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

Conservative	16	100	0	0	41	1	4	10	27	17	14	6	9	17	29	16	15	16	12	11
Labour	30	0	100	0	10	70	32	45	17	31	29	33	36	28	19	33	25	30	31	24
Liberal Democrat	7	0	0	100	3	5	38	11	4	7	6	5	6	7	7	8	4	7	4	4
Scottish National Party (SNP)	2	0	0	0	0	1	0	4	1	2	2	3	3	2	2	2	3	0	0	24
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	1	1	0	0	1	0	0	9	0
Reform UK	6	0	0	0	14	1	1	1	15	9	4	2	4	9	10	5	8	7	7	3
Green	5	0	0	0	2	7	5	7	3	4	6	8	7	4	3	6	4	5	2	4
Some other party	1	0	0	0	1	1	2	1	2	1	1	1	1	2	1	1	1	1	1	1
Would not vote	13	0	0	0	6	3	3	4	10	12	14	16	14	11	10	9	17	13	13	9
Don't know	17	0	0	0	22	9	14	14	20	13	21	16	16	18	19	16	18	17	17	15
Refused	3	0	0	0	1	2	1	2	1	3	3	9	4	1	0	2	4	3	4	3

*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 Survey Results

Sample Size: 10173 GB Adults
Fieldwork: 17th - 28th November 2023

	Region in England				Housing Tenure					Home Ownership		
	Total	North	Midlands	London	Rest of South	Home owners (outright)	Mortgage holders/shared ownership	Other	Renting (social/housing association)	Renting (private)	Home owners (any kind)	Non home-owners
Weighted Sample	10173	2452	1689	1231	3408	3003	2862	1262	1084	1481	5864	3827
Unweighted Sample	10173	2475	1671	1108	3524	3252	2949	1073	1039	1396	6201	3508
	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	20	26	18	29	36	21	14	14	13	29	14
Lab	44	52	45	52	38	31	49	50	52	56	39	53
Lib Dem	10	7	7	12	13	11	10	9	7	8	11	8
SNP	3	0	0	1	0	2	4	4	6	4	3	4
Plaid Cymru	1	0	0	0	0	1	1	1	2	1	1	1
Reform UK	10	12	13	6	9	13	8	7	12	7	10	8
Green	8	7	8	9	8	5	7	13	7	11	6	10
Other	1	1	2	2	1	1	1	1	1	2	1	1

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

Conservative	16	13	16	13	19	26	15	8	8	8	21	8
Labour	30	35	28	37	26	22	35	29	29	36	28	32
Liberal Democrat	7	5	5	9	9	8	7	5	4	5	8	5
Scottish National Party (SNP)	2	0	0	0	0	2	3	2	3	2	2	3
Plaid Cymru	1	0	0	0	0	0	1	0	1	0	1	1
Reform UK	6	8	8	4	6	9	6	4	7	4	8	5
Green	5	5	5	6	6	4	5	8	4	7	4	6
Some other party	1	1	1	1	1	1	1	1	1	1	1	1
Would not vote	13	15	15	10	12	8	10	17	23	15	9	18
Don't know	17	15	20	14	19	18	17	18	18	16	17	17
Refused	3	3	3	4	2	1	2	8	3	4	1	5

*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.