

# YouGov Survey Results

Sample Size: 10953 Adults in England and Wales  
Fieldwork: 17th - 23rd October 2023

	Vote in 2019, and intention now							Past vote GE2019			
	Total	Con 19, Don't know now	Con 19, Would not vote now	Con 19, Labour now	Con 19, Con now	Con 19, Reform UK now	Con 19, Any others now	All others	Con	Lab	Lib Dem
<b>Weighted sample</b>	<b>10869</b>	837	242	431	1578	390	211	7180	3744	2775	954
<b>Unweighted Sample</b>	<b>10953</b>	882	245	429	1710	408	217	7062	3941	2744	1005
	%	%	%	%	%	%	%	%	%	%	%

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

[Excluding "refused" as a response, n=10718]

Con	17	0	0	0	100	0	0	4	43	1	4
Lab	32	0	0	100	0	0	0	43	12	74	33
Lib Dem	6	0	0	0	0	0	51	8	3	3	38
Plaid Cymru	0	0	0	0	0	0	2	1	0	0	0
Reform UK	6	0	0	0	0	100	0	3	11	1	1
Green	5	0	0	0	0	0	25	7	1	8	4
Other	1	0	0	0	0	0	22	1	1	1	1
Some other party	1	0	0	0	0	0	22	1	1	1	1
Would not vote	14	0	100	0	0	0	0	19	7	3	2
Don't know	18	100	0	0	0	0	0	15	23	9	17

## Vote in 2019, and intention now

[2019 vote is as collected and stored in YouGov panel. Vote intention question: "If there were a general election held tomorrow, which party would you vote for?"]

Conservative in 2019, Don't know now	8	100	0	0	0	0	0	0	22	0	0
Conservative in 2019, Would not vote now	2	0	100	0	0	0	0	0	6	0	0
Conservative in 2019, Labour now	4	0	0	100	0	0	0	0	12	0	0
Conservative in 2019, Conservative now	15	0	0	0	100	0	0	0	42	0	0
Conservative in 2019, Reform UK now	4	0	0	0	0	100	0	0	10	0	0
Conservative in 2019, Any other party now	2	0	0	0	0	0	100	0	6	0	0
All other voters and non-voters	66	0	0	0	0	0	0	100	1	100	100
<b>Mean Age</b>	<b>49</b>	58	53	51	60	59	54	45	58	46	55

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		%	%	%	%	%	%	%	%	%	%	%
<b>Gender</b>												
	Male	<b>48</b>	38	51	56	52	64	51	47	50	43	50
	Female	<b>52</b>	62	49	44	48	36	49	53	50	57	50
<b>Highest education level</b>												
	GSCE (and equivalent) or lower	<b>28</b>	35	33	34	35	39	31	24	35	16	14
	Up to A-level (and equivalent)	<b>39</b>	43	45	36	41	40	41	38	41	32	34
	Degree or above	<b>33</b>	22	22	30	24	20	28	38	24	52	52
<b>Social grade</b>												
	AB	<b>29</b>	25	22	25	31	23	30	29	28	36	43
	C1	<b>29</b>	27	25	31	28	25	27	30	27	31	32
	C2	<b>21</b>	28	26	24	21	30	27	19	25	15	13
	DE	<b>21</b>	20	27	20	20	22	15	22	20	18	13
<b>Regions</b>												
	North	<b>28</b>	21	24	28	23	25	18	30	23	34	17
	Midlands	<b>19</b>	22	29	24	19	21	23	18	21	18	12
	London	<b>14</b>	8	7	7	11	9	9	16	9	20	17
	Rest of South	<b>39</b>	49	40	42	47	45	49	35	46	28	54
	Wales	<b>5</b>	6	2	3	4	4	5	6	4	7	3

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	%	%	%	%	%	%	%	%	%	%	%
<b>Low household income (under £30,000 per year)</b>	<b>30</b>	31	36	33	33	35	26	29	32	26	21
<b>House Tenure - granular</b>											
Own – outright	31	48	37	29	56	47	39	23	47	21	39
Own – with a mortgage scheme (i.e. pay part mortgage, part rent)	28	27	31	38	25	28	31	29	28	35	35
Rent – from a private landlord	15	8	9	13	8	7	9	19	9	20	11
Rent – from my local authority	4	3	4	5	3	4	1	5	4	4	2
Rent – from a housing association	6	6	5	6	3	6	5	7	5	6	4
Neither – I live with my parents, family or friends but pay some rent to them	5	4	5	2	2	2	8	7	3	6	3
friends	6	3	4	4	1	4	3	8	3	5	3
Other	2	1	4	1	1	1	3	2	1	2	2
<b>Employment Status Main</b>											
Working full time (30 or more hours per week)	46	38	45	52	36	39	47	49	40	58	50
Working part time (8-29 hours a week)	12	11	13	11	10	9	15	13	11	12	13
Working part time (Less than 8 hours a week)	1	1	1	1	1	3	1	2	1	1	1
Full time student	4	1	1	2	1	0	0	6	1	2	2
Retired	24	40	29	26	46	40	29	16	39	13	25
Unemployed	4	3	3	2	1	3	1	6	2	4	3
Not working	5	4	6	4	3	4	5	6	4	6	3
Other	3	2	3	2	1	3	2	4	2	3	2