

# YouGov / QMUL Survey Results

Sample Size: 1066 adults in London  
Fieldwork: 12th - 17th October 2023



	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region					Inner / Outer		Ethnicity		
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London	White	BME	
<b>Weighted Sample</b> 1066	144	401	66	249	375	117	453	296	521	545	122	553	230	161	629	437	224	135	210	326	170	434	632	598	452	
<b>Unweighted Sample</b> 1066	134	431	77	240	367	116	519	245	468	598	120	565	237	144	668	398	226	135	211	328	166	430	636	653	395	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## WESTMINSTER VOTING INTENTION:

### Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Con	20	100	0	0	59	4	6	10	44	20	19	10	15	15	47	20	19	15	13	23	20	27	16	23	24	15
Lab	55	0	100	0	18	80	43	66	29	53	57	72	59	57	31	54	57	63	65	43	56	49	64	49	49	65
Lib Dem	9	0	0	100	3	4	40	12	5	9	10	8	9	10	10	11	6	8	7	17	7	6	7	11	10	8
SNP	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	0
Plaid Cymru	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	0
Reform UK	4	0	0	0	14	0	0	1	12	6	3	1	4	7	5	4	5	2	3	7	5	4	2	6	6	2
Green	9	0	0	0	3	11	5	11	3	8	10	10	12	3	6	9	9	10	9	7	9	10	10	8	9	9
Other	2	0	0	0	3	1	5	1	6	4	1	0	1	6	2	2	3	1	2	3	2	4	2	3	3	2

## LONDON MAYORAL VOTING INTENTION:

### Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Susan Hall – Con	25	88	5	8	67	3	13	11	55	25	25	10	18	27	55	22	29	21	23	28	24	31	19	29	30	18
Sadiq Khan – Lab	50	7	82	31	11	78	53	66	17	50	49	63	56	46	26	53	45	61	51	44	51	38	62	41	45	57
Rob Blackie – Lib Dem	7	3	2	52	4	3	26	8	6	7	7	4	5	11	8	8	5	7	6	8	5	10	5	8	8	6
Zoe Garbett – Green	11	0	8	6	4	13	6	11	9	8	13	17	12	7	6	9	14	4	12	12	12	14	7	13	9	12
Howard Cox - Reform UK	4	1	0	2	11	0	0	1	11	6	2	3	5	5	2	5	4	3	3	7	4	4	3	5	5	2
Other	3	1	2	2	3	3	1	3	3	3	4	3	4	3	4	4	3	4	4	1	5	4	4	3	3	4

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

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

Conservative	13	100	0	0	43	3	5	8	30	14	13	7	10	10	34	14	12	11	9	15	14	18	11	15	16	10
Labour	38	0	100	0	12	66	32	51	20	38	37	45	40	39	23	38	37	45	42	28	38	34	45	33	33	44
Liberal Democrat	6	0	0	100	2	3	30	9	4	6	6	5	6	7	8	8	4	6	5	11	5	4	5	7	7	5
Reform UK	3	0	0	0	10	0	0	1	8	4	2	1	3	5	3	3	4	2	2	5	4	2	2	4	4	2
Green	7	0	0	0	2	10	4	9	2	6	7	7	8	3	4	7	6	7	8	5	7	6	7	6	7	6
Some other party	2	0	0	0	2	1	3	1	4	3	1	0	1	5	2	2	2	2	1	2	2	3	2	2	2	2
Would not vote	10	0	0	0	4	4	1	4	8	9	11	10	12	7	8	8	13	6	8	11	13	12	9	11	10	11
Don't know	16	0	0	0	19	8	24	16	19	15	17	13	14	22	18	16	16	14	18	20	14	18	14	18	17	14
Refused	5	0	0	0	5	5	1	3	5	4	6	12	6	1	1	4	6	8	6	3	5	2	7	4	4	6

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=16]

UK Independence Party (UKIP)	9	0	0	0	0	0	0	14	6	16	0	0	16	0	7	11	0	50	0	0	18	0	13	13	0	
Women's Equality Party	6	0	0	0	0	50	0	27	0	0	22	0	16	0	9	0	18	0	11	0	0	9	4	9	0	
Some other party	86	0	0	0	100	50	100	73	86	94	62	0	84	84	100	84	89	82	50	89	100	82	91	83	78	100
Don't know	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	0
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	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	10	1	1	1	1	2	4	4	5	9	10	8	12	6	5	8	11	6	8	9	14	7	11	9	8	11
1	2	0	0	2	1	0	1	0	3	2	2	4	0	4	4	1	4	1	6	3	0	4	1	3	3	1
2	1	1	0	0	1	1	1	1	2	1	1	2	2	1	0	1	2	1	1	0	1	3	1	2	1	2
3	1	1	0	0	1	1	0	1	2	2	1	3	2	0	0	1	2	2	1	0	1	2	2	1	1	1
4	2	2	1	0	3	0	1	1	3	2	2	2	2	2	1	2	1	3	2	2	1	0	2	2	1	2
5	7	7	3	3	8	5	4	5	6	5	8	7	8	6	4	6	8	8	9	6	7	5	7	7	6	8
6	4	3	4	3	1	1	6	2	4	4	4	13	4	2	0	4	4	6	5	2	3	4	4	4	1	7
7	6	4	6	4	4	6	7	8	3	7	6	10	7	5	4	7	6	5	1	7	8	9	7	6	5	7
8	7	12	7	1	9	7	3	7	9	7	7	7	6	9	7	7	7	7	3	5	9	9	7	7	7	7
9	10	15	11	20	12	10	13	11	8	9	10	12	8	9	13	10	8	11	7	10	9	11	11	9	9	10
10 - Absolutely certain to vote	51	55	66	64	58	67	60	61	55	53	48	32	49	55	62	53	47	51	56	57	46	46	48	52	56	44

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Weighted Sample  
Unweighted Sample

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1066	144	401	66	249	375	117	453	296	521	545	122	553	230	161	629	437	224	135	210	326	170	434	632	598	452	
1066	134	431	77	240	367	116	519	245	468	598	120	565	237	144	668	398	226	135	211	328	166	430	636	653	395	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

0 – Certain NOT to vote	9	1	2	1	2	2	5	4	5	10	9	11	12	5	5	9	10	5	9	9	12	9	10	9	8	12
1	1	1	0	0	0	0	2	1	1	1	2	4	0	1	2	0	3	0	4	1	1	1	1	2	2	1
2	1	0	0	0	0	0	1	1	0	1	0	2	1	0	1	1	1	2	0	0	0	2	1	1	0	1
3	2	2	1	2	1	2	1	1	2	2	2	4	2	2	1	1	2	1	3	1	3	1	2	2	2	2
4	2	1	0	3	1	1	3	1	1	1	2	1	3	0	0	1	2	1	2	4	1	1	1	2	1	2
5	8	12	7	5	11	4	10	5	10	8	8	15	7	7	8	8	8	10	8	7	8	8	9	8	6	11
6	5	7	5	4	4	3	4	5	2	6	5	10	5	5	4	5	5	9	3	3	4	7	7	4	5	5
7	7	3	7	7	3	9	2	8	6	6	9	11	8	6	3	7	8	6	4	7	11	7	7	7	6	9
8	9	11	11	5	9	10	5	9	9	9	8	9	9	9	5	9	7	10	6	7	9	10	9	9	8	9
9	9	10	11	10	11	9	9	9	8	7	10	6	7	12	10	7	10	8	8	9	8	10	9	8	8	9
10 – Absolutely certain to vote	47	52	54	61	59	58	59	56	56	50	45	28	45	53	60	50	43	47	52	53	43	45	45	49	54	39

In May next year, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

Susan Hall – Conservative	16	75	4	6	53	2	10	9	37	17	16	6	12	19	37	15	18	15	15	18	15	21	13	19	20	11
Sadiq Khan – Labour	33	8	66	25	9	57	39	47	13	35	32	37	37	32	17	37	28	44	34	29	32	27	41	28	31	36
Rob Blackie – Liberal Democrats	5	3	2	44	3	2	20	6	4	5	4	3	3	8	5	6	4	5	5	6	3	6	3	6	6	4
Zoë Garbett – Green Party	7	0	6	4	3	10	4	8	6	6	9	10	9	6	4	6	9	4	9	8	8	10	5	9	7	8
Howard Cox - Reform UK	3	1	0	2	9	0	0	1	7	4	1	2	3	4	1	3	2	3	2	5	2	3	2	3	4	2
Some other candidate	3	1	2	1	3	3	1	3	2	2	3	2	3	2	3	3	2	3	3	1	3	3	3	2	2	3
Don't know	21	10	16	18	16	21	26	21	23	19	23	19	20	23	24	20	23	19	19	22	22	22	20	22	19	23
Would not vote	8	2	2	0	2	2	0	3	5	9	8	9	10	5	8	7	10	4	8	11	10	9	8	9	8	9
Refused	3	0	2	0	2	2	0	2	3	3	4	12	4	1	0	3	5	4	6	0	5	1	5	2	3	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.