

YouGov / The Times Survey Results

Sample Size: 2193 adults in GB
 Fieldwork: 31st October - 1st November 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	2193	331	636	132	717	531	186	773	817	1061	1132	230	906	542	515	1250	943	1893	110	191	529	364	265	735
Unweighted Sample	2193	333	654	137	709	553	199	871	825	974	1219	178	926	522	567	1273	920	1882	118	193	522	366	247	747
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

24-25 Oct
 31 Oct - 1 Nov

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	24-25 Oct	31 Oct - 1 Nov	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other
Con	24	23	100	0	0	58	1	3	12	41	21	26	13	11	26	44	22	25	25	21	13	20	29	21	27	
Lab	48	44	0	100	0	13	82	30	55	26	44	45	57	56	41	24	45	43	45	48	34	51	45	53	39	
Lib Dem	9	9	0	0	100	4	3	59	14	6	10	9	6	10	10	10	11	7	10	3	8	6	9	11	13	
SNP	4	3	0	0	0	0	0	0	4	2	2	3	1	4	2	2	2	3	0	0	30	0	0	0	0	
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	0	3	0	0	1	1	1	0	14	0	0	0	0	0	
Reform UK	8	9	0	0	0	20	1	0	2	20	12	6	3	7	11	14	8	11	10	6	6	11	9	6	11	
Green	5	9	0	0	0	3	11	6	11	3	8	9	15	11	8	4	9	8	9	5	7	11	8	7	8	
Other	1	1	0	0	0	1	1	0	1	1	1	2	1	2	1	1	2	1	1	3	2	1	0	2	1	

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

	24-25 Oct	31 Oct - 1 Nov	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other
Conservative	16	15	100	0	0	40	1	2	9	27	15	15	8	7	17	30	15	15	16	14	9	13	18	13	18	
Labour	33	29	0	100	0	9	69	23	42	18	31	27	36	36	27	16	31	26	30	31	22	33	29	34	26	
Liberal Democrat	6	6	0	0	100	2	2	45	11	4	7	5	4	6	6	6	7	4	6	2	5	4	6	7	8	
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	3	1	2	2	1	3	1	1	2	2	0	0	20	0	0	0	0	
Plaid Cymru	1	0	0	0	0	0	0	0	0	0	1	0	2	0	0	1	1	0	0	9	0	0	0	0	0	
Reform UK	5	6	0	0	0	14	1	0	1	13	9	4	2	4	7	10	6	7	6	4	4	7	6	4	7	
Green	4	6	0	0	0	2	10	5	9	2	6	6	9	7	5	3	6	5	6	3	5	7	5	4	6	
Some other party	1	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	2	1	1	0	2	1	
Would not vote	13	12	0	0	0	5	2	1	5	8	13	12	14	15	11	9	9	18	12	11	17	17	13	8	10	
Don't know	16	20	0	0	0	25	12	21	17	23	12	26	15	17	22	23	20	19	20	21	17	18	18	22	21	
Refused	3	3	0	0	0	1	2	1	2	1	4	2	10	4	1	1	2	4	3	3	1	1	5	7	3	

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=26]

UK Independence Party (UKIP)	30	9	0	0	0	0	0	0	0	14	0	19	0	0	5	17	11	0	0	14	0	29	0
Women's Equality Party	0	7	0	0	0	0	0	0	0	11	0	0	23	0	5	12	4	0	37	0	57	0	0
Some other party	66	73	0	0	0	84	100	100	67	90	100	75	53	100	84	48	72	100	63	62	43	50	100
Don't know	4	10	0	0	0	16	0	0	15	10	0	6	24	0	5	23	13	0	0	24	0	22	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

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	0	0	1	3	1	1	3	6	11	10	12	14	9	7	6	16	10	12	13	13	11	7	9
1	2	1	0	0	0	0	0	1	1	1	2	1	0	2	1	1	1	1	1	1	1	2	2	1	1
2	3	2	1	0	1	1	1	1	2	1	2	2	4	2	1	2	2	2	2	3	3	2	1	2	2
3	1	2	1	1	0	3	1	0	2	2	2	3	3	3	2	1	2	3	2	1	2	3	2	1	3
4	1	2	2	1	1	1	1	0	1	2	1	2	4	2	1	0	2	1	2	1	1	2	3	2	2
5	5	6	2	3	2	5	5	3	4	6	5	7	7	7	5	5	6	6	6	6	5	7	8	6	6
6	3	4	4	4	1	4	2	3	2	3	3	4	7	4	4	1	4	3	4	5	1	5	4	4	3
7	5	6	5	6	8	8	5	6	4	7	5	6	5	5	6	6	5	7	6	5	5	6	6	6	6
8	7	6	7	8	6	8	4	9	6	7	7	6	7	5	7	7	6	6	6	7	6	4	7	7	7
9	9	8	15	9	10	11	10	7	10	10	10	7	8	7	8	10	10	7	9	7	4	7	12	11	9
10 - Absolutely certain to vote	54	52	63	68	71	57	69	68	67	55	53	52	43	49	55	59	56	47	51	52	61	53	47	50	53

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

Rishi Sunak	22	22	81	3	13	50	5	6	15	37	22	23	12	14	26	39	21	23	23	22	14	19	25	21	26
Keir Starmer	32	35	2	79	43	12	68	51	51	20	37	32	42	40	36	21	38	30	34	37	42	36	31	36	33
Not sure	42	40	16	16	42	36	25	42	32	41	37	42	37	42	37	40	38	42	40	39	42	42	39	38	38
Refused	4	3	1	1	2	2	3	1	3	2	4	3	9	5	2	1	3	4	4	2	2	3	5	5	3

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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	2	8	1	2	4	1	2	2	3	2	2	3	2	2	2	2	2	2	1	2	3	3	2	
Fairly well	18	18	56	7	10	38	7	5	8	31	17	19	13	12	20	30	17	20	20	15	9	15	22	23	21
TOTAL WELL	20	20	64	8	12	42	8	7	10	34	19	21	16	14	22	33	19	22	22	17	10	17	25	26	23
Fairly badly	29	28	25	26	32	31	20	30	25	31	26	30	33	25	28	30	29	26	28	30	27	29	29	24	28
Very badly	41	42	4	63	53	20	66	58	59	27	47	38	37	49	41	33	44	39	41	45	50	43	39	41	41
TOTAL BADLY	70	70	29	89	85	51	86	88	84	58	73	68	70	74	69	63	73	65	69	75	77	72	68	65	69
Don't know	10	9	7	3	3	8	5	5	5	8	7	12	14	11	8	5	7	12	9	8	14	11	8	9	8

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

Right to leave	34	33	70	13	18	67	11	6	5	72	37	30	9	22	41	55	28	40	35	32	20	34	37	30	35
Wrong to leave	56	54	21	80	78	25	83	88	89	18	53	56	63	65	49	37	61	45	53	61	67	51	50	58	54
Don't know	11	12	9	7	4	8	6	7	5	10	11	14	28	13	10	8	11	15	13	7	13	15	13	11	11

**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.*