

YouGov - Voting intention merge Jan 2024

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Westminster VI										Vote in 2019 GE							EU Ref 2016	
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Brexit	Green	Other	Dont know / Didnt vote	Remain	Leave
Weighted Sample	20148	2988	5933	1310	427	107	1370	1007	204	6148	6587	4874	1711	300	431	871	5374	7099	7503
Unweighted Sample	20148	3176	6174	1400	436	113	1434	1078	206	5647	6887	5034	1877	268	533	927	4622	8343	7706
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	0	0	0	0	0	0	56	2	4	12	3	3	13	12	39
Lab	44	0	100	0	0	0	0	0	0	0	15	83	38	20	30	21	53	57	26
Lib Dem	10	0	0	100	0	0	0	0	0	0	4	4	49	1	5	3	11	14	5
SNP	3	0	0	0	100	0	0	0	0	0	0	1	0	0	2	51	2	5	2
Plaid Cymru	1	0	0	0	0	100	0	0	0	0	0	1	0	2	0	7	1	1	0
Reform UK	10	0	0	0	0	0	100	0	0	0	21	1	1	59	1	5	8	2	23
Green	7	0	0	0	0	0	0	100	0	0	3	8	5	3	58	5	10	9	4
Other	1	0	0	0	0	0	0	0	100	0	1	1	1	4	1	5	2	1	2

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

Conservative	15	100	0	0	0	0	0	0	0	0	38	1	3	9	2	3	5	10	26
Labour	29	0	100	0	0	0	0	0	0	0	10	70	30	14	23	16	20	45	17
Liberal Democrat	7	0	0	100	0	0	0	0	0	0	3	3	39	1	4	2	4	11	4
Scottish National Party (SNP)	2	0	0	0	100	0	0	0	0	0	0	0	0	0	1	39	1	4	1
Plaid Cymru	1	0	0	0	0	100	0	0	0	0	0	1	0	1	0	5	0	1	0
Reform UK	7	0	0	0	0	0	100	0	0	0	15	1	1	43	1	4	3	1	15
Green	5	0	0	0	0	0	0	100	0	0	2	7	4	2	46	4	4	7	3
Some other party	1	0	0	0	0	0	0	0	100	0	1	1	1	3	2	4	1	1	2
Would not vote	13	0	0	0	0	0	0	0	0	43	6	3	2	8	3	4	36	4	10
Don't know	17	0	0	0	0	0	0	0	0	57	23	10	16	16	14	17	18	15	21
Refused	3	0	0	0	0	0	0	0	0	0	1	3	2	2	3	2	7	2	1

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Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Gender		Age				Age (2)							Age and Gender									
	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60-69	70+	18-24 Men	18-24 Women	25-49 Men	25-49 Women	50-64 Men	50-64 Women	65+ Men	65+ Women	
Weighted Sample	20148	9751	10397	2116	8321	4976	4732	2116	1333	3983	3005	3323	3586	2801	1068	1048	4090	4231	2438	2539	2155	2579	
Unweighted Sample	20148	9094	11054	1345	8187	5372	5242	1345	1255	3897	3035	3581	3880	3155	592	753	3493	4694	2544	2828	2465	2779	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	22	23	9	13	25	39	9	10	11	16	24	31	43	12	6	13	12	24	27	38	41
Lab	44	43	46	57	56	41	26	57	60	58	52	44	33	23	55	59	54	59	38	45	25	26
Lib Dem	10	10	10	11	10	9	10	11	9	9	10	10	9	10	11	10	10	9	10	9	9	11
SNP	3	3	3	3	4	2	3	3	4	4	4	3	3	2	3	4	4	4	2	3	3	2
Plaid Cymru	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	0	1
Reform UK	10	13	7	4	6	13	16	4	4	5	8	11	16	17	5	2	8	3	17	8	19	14
Green	7	6	9	14	9	6	4	14	11	10	7	7	5	3	10	18	7	11	6	7	4	4
Other	1	2	1	1	1	2	1	1	2	1	1	2	2	1	1	1	2	1	2	2	2	1

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

Conservative	15	16	14	5	9	17	28	5	7	8	10	16	21	31	7	3	10	7	18	17	29	26
Labour	29	31	28	32	36	28	18	32	39	37	34	30	23	16	32	32	37	35	28	28	19	17
Liberal Democrat	7	7	6	7	6	7	7	7	6	6	7	7	6	7	7	6	7	5	7	6	7	7
Scottish National Party (SNP)	2	2	2	2	3	2	2	2	3	3	3	2	2	1	2	2	3	3	2	2	2	2
Plaid Cymru	1	1	0	1	1	1	0	1	1	1	0	1	0	1	1	0	1	0	1	0	0	0
Reform UK	7	9	4	2	4	9	12	2	2	3	5	7	11	12	3	1	6	2	13	5	15	9
Green	5	5	5	8	6	4	3	8	8	6	5	5	3	3	6	9	5	6	4	4	3	3
Some other party	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	1	2	1	1	1
Would not vote	13	13	13	17	16	11	9	17	17	16	15	12	10	8	18	17	14	17	11	11	10	8
Don't know	17	12	22	17	15	18	20	17	12	14	18	18	20	19	14	19	11	20	12	24	14	26
Refused	3	4	3	9	4	1	1	9	5	5	2	1	1	1	9	9	5	3	2	1	0	1

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Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Age and Education Level									Social Grade		Social Grade (2)				
	Total	18-34 low education	35-49 low education	50+ low education	18-34 medium education	35-49 medium education	50+ medium education	18-34 high education	35-49 high education	50+ high education	ABC1	C2DE	AB	C1	C2	DE
Weighted Sample	20148	841	1083	3543	2348	1791	3886	2217	2157	2281	11486	8662	5643	5843	4231	4431
Unweighted Sample	20148	581	929	3693	1825	2007	4400	2072	2118	2523	12487	7661	6703	5784	3452	4209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	8	18	39	11	17	35	9	12	20	21	25	21	22	26	23
Lab	44	60	53	28	57	49	30	60	57	44	46	41	48	45	42	41
Lib Dem	10	9	5	7	10	10	10	9	11	13	11	8	12	10	8	8
SNP	3	3	3	2	4	5	3	4	4	3	3	4	3	3	3	4
Plaid Cymru	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
Reform UK	10	10	15	19	4	9	14	3	4	9	8	14	7	9	12	15
Green	7	8	3	3	11	9	5	12	9	7	8	6	8	9	6	6
Other	1	2	1	1	1	1	2	2	1	2	1	2	1	1	2	2

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

Conservative	15	4	9	25	6	10	24	7	9	16	15	15	16	15	16	13
Labour	29	28	26	18	32	29	21	44	43	34	33	25	36	30	26	24
Liberal Democrat	7	5	3	4	6	6	7	7	9	10	8	5	9	7	5	5
Scottish National Party (SNP)	2	1	1	1	2	3	2	3	3	2	2	2	2	2	2	2
Plaid Cymru	1	1	1	0	1	0	0	1	1	1	1	0	1	1	0	0
Reform UK	7	4	7	12	2	5	10	2	3	7	6	8	5	6	8	9
Green	5	4	2	2	6	5	4	9	7	6	6	4	6	6	4	4
Some other party	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1
Would not vote	13	28	28	13	20	17	9	9	8	6	9	18	8	11	16	20
Don't know	17	14	16	21	16	19	20	12	15	16	17	18	16	18	17	19
Refused	3	11	5	2	9	3	1	4	2	1	3	4	2	3	4	4

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Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Country			Region in England				Voted Leave 2016 and Con 2019	Voted Remain 2016 and Con 2019	Voted Leave 2016 and Lab 2019	Voted Remain 2016 and Lab 2019	
	Total	England	Wales	Scotland	North	Midlands	London					Rest of South
Weighted Sample	20148	17388	1007	1753	4856	3344	2439	6749	4754	1284	831	3153
Unweighted Sample	20148	17380	1047	1721	4917	3373	2025	7065	4939	1545	821	3578
	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	24	20	15	20	27	19	26	54	63	3	1
Lab	44	46	46	32	53	43	53	39	12	19	81	83
Lib Dem	10	10	6	7	7	8	11	13	3	8	3	4
SNP	3	0	0	34	0	0	0	0	0	0	0	1
Plaid Cymru	1	0	14	0	0	0	0	0	0	0	0	1
Reform UK	10	11	10	4	11	13	6	11	26	6	5	0
Green	7	8	3	7	7	7	9	8	3	4	5	9
Other	1	1	1	2	1	1	2	1	2	0	2	1

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

Conservative	15	15	13	10	13	17	13	17	37	43	2	1
Labour	29	30	30	22	35	27	36	26	9	13	67	73
Liberal Democrat	7	7	4	5	5	5	8	9	2	5	2	4
Scottish National Party (SNP)	2	0	0	24	0	0	0	0	0	0	0	1
Plaid Cymru	1	0	10	0	0	0	0	0	0	0	0	1
Reform UK	7	7	7	3	7	8	4	8	18	4	4	0
Green	5	5	2	5	5	5	6	5	2	3	4	8
Some other party	1	1	1	2	1	1	1	1	1	0	2	1
Would not vote	13	13	13	12	15	14	10	12	7	4	3	2
Don't know	17	18	17	15	16	19	15	20	22	26	14	9
Refused	3	3	4	3	2	4	7	2	1	1	1	1

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Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Total	Voted Lab 2017 and Con 2019
Weighted Sample	20148	353
Unweighted Sample	20148	361
	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	23	29
Lab	44	45
Lib Dem	10	3
SNP	3	0
Plaid Cymru	1	0
Reform UK	10	18
Green	7	4
Other	1	2

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

Conservative	15	19
Labour	29	29
Liberal Democrat	7	2
Scottish National Party (SNP)	2	0
Plaid Cymru	1	0
Reform UK	7	12
Green	5	2
Some other party	1	2
Would not vote	13	7
Don't know	17	26
Refused	3	1

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Westminster VI										Vote in 2019 GE							EU Ref 2016	
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Brexit	Green	Other	Dont know / Didnt vote	Remain	Leave
Weighted Sample	20148	2988	5933	1310	427	107	1370	1007	204	6148	6587	4874	1711	300	431	871	5374	7099	7503
Unweighted Sample	20148	3176	6174	1400	436	113	1434	1078	206	5647	6887	5034	1877	268	533	927	4622	8343	7706
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=229]

UK Independence Party (UKIP)	11	0	0	0	0	0	0	0	12	0	14	3	0	46	20	0	17	2	14
Women's Equality Party	5	0	0	0	0	0	0	0	6	0	3	13	4	0	15	4	3	13	2
Some other party	73	0	0	0	0	0	0	0	81	0	74	81	68	54	35	92	65	74	75
Don't know	9	0	0	0	0	0	0	0	0	100	10	4	21	0	31	2	14	10	8
Refused	1	0	0	0	0	0	0	0	1	0	0	0	6	0	0	2	2	1	1

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	0	1	1	1	2	1	1	2	32	4	2	1	6	2	3	33	3	7
1	2	0	0	0	0	1	0	1	2	5	1	0	1	3	1	0	4	1	2
2	2	1	1	1	1	5	1	1	1	5	1	1	1	2	1	1	5	1	2
3	2	1	1	1	1	0	1	1	2	5	2	1	1	1	2	1	4	1	2
4	2	1	1	2	1	2	1	2	2	3	1	1	1	0	1	0	4	1	2
5	7	4	3	4	4	2	7	4	8	11	6	4	3	4	4	4	12	4	6
6	3	3	3	3	3	2	2	4	2	3	3	2	2	3	3	3	5	2	3
7	5	5	5	4	4	6	5	6	6	5	6	5	4	4	5	3	6	4	5
8	7	9	8	8	4	8	7	7	7	6	8	6	7	7	7	7	7	7	7
9	8	12	8	12	7	8	9	10	10	6	10	9	12	6	9	10	5	9	9
10 - Absolutely certain to vote	52	65	70	64	74	65	65	64	58	21	58	69	69	65	66	68	18	68	55

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Gender		Age				Age (2)							Age and Gender									
	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60-69	70+	18-24 Men	18-24 Women	25-49 Men	25-49 Women	50-64 Men	50-64 Women	65+ Men	65+ Women	
Weighted Sample	20148	9751	10397	2116	8321	4976	4732	2116	1333	3983	3005	3323	3586	2801	1068	1048	4090	4231	2438	2539	2155	2579	
Unweighted Sample	20148	9094	11054	1345	8187	5372	5242	1345	1255	3897	3035	3581	3880	3155	592	753	3493	4694	2544	2828	2465	2779	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=229]

UK Independence Party (UKIP)	11	9	15	6	13	8	14	6	4	12	20	8	11	16	0	13	4	29	9	8	19	4
Women's Equality Party	5	1	12	0	5	5	7	0	11	4	3	7	6	0	0	0	2	11	0	12	0	19
Some other party	73	82	60	82	71	76	70	82	67	74	69	74	70	84	100	63	85	45	83	66	69	72
Don't know	9	8	12	12	9	10	9	12	13	8	7	11	11	0	0	24	7	12	9	12	11	5
Refused	1	1	2	0	2	1	0	0	5	2	0	0	1	0	0	0	2	3	0	2	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	10	11	14	13	9	7	14	15	14	12	10	7	7	14	14	12	15	9	9	7	7
1	2	2	2	2	2	2	1	2	2	2	2	1	2	1	2	2	2	2	2	2	1	1
2	2	2	2	4	2	2	1	4	3	2	2	2	1	1	4	4	2	3	2	2	1	1
3	2	2	2	4	2	2	1	4	2	2	2	2	2	1	4	4	2	2	1	2	1	1
4	2	1	2	4	2	1	1	4	2	2	2	1	1	1	3	4	2	2	1	1	0	2
5	7	6	7	9	7	6	5	9	7	7	7	6	6	5	10	8	5	8	5	8	4	6
6	3	3	3	6	3	2	2	6	4	3	3	2	2	2	6	6	4	3	2	3	2	2
7	5	5	5	7	6	4	4	7	5	7	6	4	4	3	7	6	6	6	4	4	3	4
8	7	7	7	10	7	6	7	10	8	8	6	7	6	7	10	9	8	7	6	7	7	7
9	8	9	8	7	7	9	10	7	7	7	8	8	9	10	7	8	8	7	9	8	11	9
10 - Absolutely certain to vote	52	53	50	33	47	57	61	33	46	46	50	56	59	62	33	34	49	45	59	55	62	60

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Age and Education Level									Social Grade		Social Grade (2)				
	Total	18-34 low education	35-49 low education	50+ low education	18-34 medium education	35-49 medium education	50+ medium education	18-34 high education	35-49 high education	50+ high education	ABC1	C2DE	AB	C1	C2	DE
Weighted Sample	20148	841	1083	3543	2348	1791	3886	2217	2157	2281	11486	8662	5643	5843	4231	4431
Unweighted Sample	20148	581	929	3693	1825	2007	4400	2072	2118	2523	12487	7661	6703	5784	3452	4209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';

n=229]

UK Independence Party (UKIP)	11	8	21	13	6	25	13	12	0	5	8	15	5	11	12	19
Women's Equality Party	5	0	0	2	6	0	1	4	13	16	8	1	12	3	1	1
Some other party	73	92	66	71	73	63	75	78	71	74	73	73	74	73	77	70
Don't know	9	0	13	14	11	13	10	7	10	5	9	10	7	11	10	10
Refused	1	0	0	0	4	0	1	0	6	0	2	0	1	3	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	27	24	11	16	14	8	7	6	4	7	16	6	9	13	18
1	2	2	3	2	3	2	1	1	1	1	1	2	1	1	2	3
2	2	4	3	2	4	2	1	2	2	2	2	2	2	2	2	2
3	2	2	3	2	4	2	2	2	1	1	2	2	2	2	2	3
4	2	4	2	2	4	2	1	1	1	0	2	2	2	2	2	2
5	7	9	11	8	10	9	5	4	4	4	6	8	5	7	7	9
6	3	5	3	2	5	3	2	4	3	2	3	3	3	3	3	3
7	5	8	6	4	7	6	4	7	5	3	5	5	5	5	6	4
8	7	10	6	7	8	7	7	9	7	6	7	7	7	8	7	7
9	8	5	5	8	6	7	10	9	10	10	9	8	9	9	8	7
10 - Absolutely certain to vote	52	24	33	54	34	46	59	53	60	68	56	45	60	53	48	43

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Country			Region in England				Voted Leave 2016 and Con 2019	Voted Remain 2016 and Con 2019	Voted Leave 2016 and Lab 2019	Voted Remain 2016 and Lab 2019	
	Total	England	Wales	Scotland	North	Midlands	London					Rest of South
Weighted Sample	20148	17388	1007	1753	4856	3344	2439	6749	4754	1284	831	3153
Unweighted Sample	20148	17380	1047	1721	4917	3373	2025	7065	4939	1545	821	3578
	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';

n=229]

UK Independence Party (UKIP)	11	12	13	8	21	8	9	8	14	21	0	0
Women's Equality Party	5	5	0	5	2	5	15	4	2	16	7	19
Some other party	73	73	74	76	69	77	74	74	73	63	88	77
Don't know	9	9	13	9	9	8	2	13	11	0	5	4
Refused	1	1	0	2	0	2	0	1	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	12	11	13	12	8	10	4	3	2	1
1	2	2	1	1	2	2	1	2	1	0	1	0
2	2	2	3	2	2	3	2	2	2	1	1	1
3	2	2	1	1	2	2	2	2	2	2	1	1
4	2	2	2	1	1	2	3	2	1	1	1	1
5	7	7	6	5	7	8	7	6	6	4	6	3
6	3	3	3	3	3	3	4	3	3	2	3	2
7	5	5	4	4	5	5	8	5	5	6	6	3
8	7	7	6	6	6	7	9	8	8	9	6	5
9	8	8	7	7	8	8	9	9	10	11	8	8
10 - Absolutely certain to vote	52	51	54	60	52	48	47	52	59	60	65	76

Sample Size: 20148 GB Adults

Fieldwork: 31st October 2023 - 17th January 2024

	Total	Voted Lab 2017 and Con 2019
Weighted Sample	20148	353
Unweighted Sample	20148	361
	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';

n=229]

UK Independence Party (UKIP)	11	0
Women's Equality Party	5	0
Some other party	73	100
Don't know	9	0
Refused	1	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	4
1	2	2
2	2	1
3	2	2
4	2	1
5	7	4
6	3	2
7	5	8
8	7	11
9	8	8
10 - Absolutely certain to vote	52	57