

YouGov Survey Results

Sample Size: 5621 Adults in England and Wales
Fieldwork: 25th - 31st 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	Lab	Lib Dem
Weighted sample 5641	437	136	208	765	227	1924	1421	488
Unweighted Sample 5621	430	129	209	791	225	1938	1399	514
	%	%	%	%	%	%	%	%

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	23	0	0
Conservative in 2019, Would not vote now	2	0	100	0	0	0	7	0	0
Conservative in 2019, Labour now	4	0	0	100	0	0	11	0	0
Conservative in 2019, Conservative now	14	0	0	0	100	0	40	0	0
Conservative in 2019, Reform UK now	4	0	0	0	0	100	12	0	0
Conservative in 2019, Any other party now	2	0	0	0	0	0	7	0	0
All other voters and non-voters	66	0	0	0	0	0	1	100	100

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On the following scale of 0 to 10, where 0 is "I definitely will not vote for them" and 10 is "I will definitely vote for them", how likely or unlikely are you to vote for each of the following political parties at the next general election?

Labour

[excluding those who refused to answer, n=5105]

0 - I definitely will not vote for them	33	26	76	0	75	80	55	5	14
1	3	5	4	0	5	5	4	1	2
2	3	6	5	1	5	2	4	1	2
3	3	7	2	0	3	2	3	2	6
4	4	7	4	0	3	1	4	3	8
5	9	21	4	6	4	4	9	6	13
6	5	7	1	7	2	2	4	5	8
7	6	3	0	14	2	1	3	8	12
8	7	0	0	17	0	0	2	14	10
9	6	0	0	15	0	0	2	11	8
10 - I will definitely vote for them	16	1	1	40	1	3	5	41	14
Don't know	6	18	4	0	1	0	5	3	3

Recode of the above, including refused.

Scored 5 or below	53	70	94	8	94	92	79	18	45
Scored 6 or above	40	11	2	92	5	6	16	79	52
Don't know	6	18	4	0	1	0	5	3	3
Refused	1	1	0	0	0	1	0	1	0

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Conservatives

[excluding those who refused to answer, n=5102]

0 - I definitely will not vote for them	51	8	55	60	0	32	19	81	68
1	3	2	7	4	0	4	2	3	4
2	4	3	4	7	0	5	3	4	6
3	3	4	8	6	0	7	3	2	4
4	3	6	3	6	0	6	4	1	3
5	8	24	13	8	3	18	12	2	4
6	4	12	3	4	4	8	6	2	4
7	4	10	1	3	9	8	8	1	3
8	4	4	0	0	17	3	9	0	1
9	2	1	0	0	13	2	6	0	0
10 - I will definitely vote for them	9	1	1	1	52	3	22	1	1
Don't know	6	23	5	0	1	3	6	2	2

Recode of the above, including refused.

Scored 5 or below	70	48	90	91	4	72	43	92	88
Scored 6 or above	23	28	6	9	95	24	50	5	10
Don't know	6	23	5	0	1	3	6	2	2
Refused	1	1	0	0	0	0	0	1	0

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On the following scale of 0 to 10, where 0 is "I definitely will not vote for them" and 10 is "I will definitely vote for them", how likely or unlikely are you to vote for each of the following political parties at the next general election?

Liberal Democrats

[excluding those who refused to answer, n=5096]

0 - I definitely will not vote for them	39	31	77	47	60	81	53	28	8
1	4	6	4	9	6	4	6	4	2
2	5	7	4	4	6	2	5	5	3
3	6	6	2	8	7	1	6	7	3
4	5	7	1	4	4	3	4	8	4
5	14	16	6	16	8	4	10	21	14
6	6	4	0	6	4	1	4	10	10
7	5	4	1	0	1	0	2	7	16
8	4	1	0	2	2	1	2	4	14
9	1	0	0	2	0	0	1	2	7
10 - I will definitely vote for them	3	0	3	0	0	3	2	1	15
Don't know	7	18	3	1	1	0	5	4	3

Recode of the above, including refused.

Scored 5 or below	72	72	93	88	91	95	83	72	33
Scored 6 or above	20	9	3	10	8	4	11	23	63
Don't know	7	18	3	1	1	0	5	4	3
Refused	1	1	0	0	0	1	0	1	0

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	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

The economy	57	55	53	67	58	43	56	60	67
Health	42	47	45	44	36	23	40	51	54
Immigration & Asylum	37	56	52	42	67	96	63	15	16
The environment	25	16	11	24	12	3	14	38	38
Housing	24	17	25	28	13	8	16	30	24
Crime	19	25	28	22	26	34	27	12	11
Britain leaving the EU	13	5	6	8	7	19	8	20	23
Defence and security	12	19	14	12	24	31	21	5	10
Education	11	12	7	11	6	1	7	17	14
Tax	10	8	10	7	12	17	11	9	7
Family life & childcare	7	5	7	6	4	1	4	10	5
Welfare benefits	7	8	8	8	5	5	6	7	7
Pensions	6	10	9	9	9	9	10	4	3
Transport	4	4	4	3	3	1	3	5	4
Don't know	3	2	1	0	1	0	1	2	2
None of these	1	0	1	0	0	0	0	0	1

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	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike the Conservative Party?

0 - Strongly dislike	32	6	22	30	1	17	10	61	39
1	6	2	4	6	0	5	3	8	11
2	7	3	4	12	1	8	4	9	10
3	7	7	8	8	1	9	5	6	13
4	5	9	6	11	3	7	7	3	7
TOTAL DISLIKE	57	27	44	67	6	46	29	87	80
5	12	29	31	15	10	19	18	4	9
6	6	14	9	9	11	11	12	2	4
7	7	14	3	4	24	14	16	2	4
8	5	5	1	2	23	5	11	1	1
9	2	1	1	0	9	2	4	0	0
10 - Strongly like	3	0	2	1	14	2	6	0	0
TOTAL LIKE	23	34	16	16	81	34	49	5	9
Don't know	8	8	8	2	2	1	4	3	1
NET LIKE/DISLIKE	-34	7	-28	-51	75	-12	20	-82	-71

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On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike Rishi Sunak?

0 - Strongly dislike	20	7	21	22	3	25	11	33	18
1	5	2	4	6	1	6	3	8	7
2	8	4	12	5	2	9	5	12	10
3	9	7	5	10	3	11	6	12	14
4	8	10	5	7	3	11	6	9	9
TOTAL DISLIKE	50	30	47	50	12	62	31	74	58
5	18	26	31	23	21	14	23	12	17
6	8	13	5	11	11	10	11	5	9
7	9	15	5	11	22	9	16	3	7
8	5	6	4	2	19	5	10	2	4
9	2	2	0	1	6	1	3	1	2
10 - Strongly like	2	1	3	0	6	0	3	1	1
TOTAL LIKE	26	37	17	25	64	25	43	12	23
Don't know	6	6	4	2	2	0	3	3	2
NET LIKE/DISLIKE	-24	7	-30	-25	52	-37	12	-62	-35

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On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent to you like or dislike the Labour Party?

0 - Strongly dislike	19	22	45	3	41	66	35	3	6
1	4	5	7	1	9	8	7	1	2
2	6	12	6	1	13	5	10	2	4
3	9	16	9	7	15	7	13	4	10
4	8	14	6	7	10	4	10	5	10
TOTAL DISLIKE	46	69	73	19	88	90	75	15	32
5	15	15	16	24	6	5	11	15	21
6	10	6	0	18	2	1	5	16	15
7	10	1	2	17	1	1	3	19	14
8	7	0	1	13	1	2	2	18	10
9	2	1	0	1	0	0	0	6	2
10 - Strongly like	3	0	0	5	0	0	1	8	3
TOTAL LIKE	32	8	3	54	4	4	11	67	44
Don't know	8	7	8	2	2	1	3	3	3
NET LIKE/DISLIKE	-14	-61	-70	35	-84	-86	-64	52	12

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On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike Keir Starmer?

0 - Strongly dislike	18	24	41	6	38	57	33	5	5
1	4	5	6	2	9	11	7	2	1
2	7	12	11	3	13	11	11	3	4
3	8	13	8	8	12	8	11	5	7
4	8	11	6	7	8	4	8	8	13
TOTAL DISLIKE	45	65	72	26	80	91	70	23	30
5	16	19	15	20	10	6	14	20	17
6	10	6	4	16	3	1	5	15	16
7	8	3	0	18	2	0	4	16	13
8	6	1	1	10	2	0	2	12	13
9	2	0	1	2	0	1	1	4	3
10 - Strongly like	2	0	2	2	1	0	1	5	3
TOTAL LIKE	28	10	8	48	8	2	13	52	48
Don't know	10	7	7	5	3	0	4	6	3
NET LIKE/DISLIKE	-17	-55	-64	22	-72	-89	-57	29	18