

# If there was an election tomorrow, who would you vote for?

Raw sample size: 4,025

Nationally representative sample size: 2,026

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Greens	Reform	SNP	Local candidate	Plaid Cymru	I don't know	Would not vote	Prefer not to say
<b>TOTALS</b>					<b>264 - 13.0%</b>	<b>560 - 27.6%</b>	<b>133 - 6.6%</b>	<b>104 - 5.1%</b>	<b>145 - 7.2%</b>	<b>50 - 2.5%</b>	<b>43 - 2.1%</b>	<b>13 - 0.6%</b>	<b>312 - 15.4%</b>	<b>183 - 9.0%</b>	<b>219 - 10.8%</b>
<b>Wall</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>										
Blue wall	NA	NA	133	6.6%	20 <b>15.0%</b>	37 <b>27.8%</b>	21 <b>15.8%</b>	6 <b>4.5%</b>	7 <b>5.3%</b>	0 <b>0%</b>	5 <b>3.8%</b>	0 <b>0%</b>	17 <b>12.8%</b>	11 <b>8.3%</b>	9 <b>6.8%</b>
Neither	NA	NA	1777	87.7%	225 <b>12.7%</b>	492 <b>27.7%</b>	111 <b>6.2%</b>	91 <b>5.1%</b>	127 <b>7.1%</b>	50 <b>2.8%</b>	37 <b>2.1%</b>	12 <b>0.7%</b>	271 <b>15.3%</b>	162 <b>9.1%</b>	199 <b>11.2%</b>
Red wall	NA	NA	116	5.7%	19 <b>16.4%</b>	31 <b>26.7%</b>	1 <b>0.9%</b>	7 <b>6.0%</b>	11 <b>9.5%</b>	0 <b>0%</b>	1 <b>0.9%</b>	1 <b>0.9%</b>	24 <b>20.7%</b>	10 <b>8.6%</b>	11 <b>9.5%</b>
<b>Gender</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>										
Male	48.7%	987	987	<b>100.0%</b>	184 <b>18.6%</b>	256 <b>25.9%</b>	77 <b>7.8%</b>	50 <b>5.1%</b>	98 <b>9.9%</b>	24 <b>2.4%</b>	23 <b>2.3%</b>	6 <b>0.6%</b>	117 <b>11.9%</b>	77 <b>7.8%</b>	75 <b>7.6%</b>
Female	50.8%	1,029	1,029	<b>100.0%</b>	78 <b>7.6%</b>	303 <b>29.4%</b>	55 <b>5.3%</b>	53 <b>5.2%</b>	45 <b>4.4%</b>	26 <b>2.5%</b>	20 <b>1.9%</b>	6 <b>0.6%</b>	194 <b>18.9%</b>	106 <b>10.3%</b>	143 <b>13.9%</b>
Neither	0.5%	10	10	<b>100.0%</b>	2 <b>20.0%</b>	1 <b>10.0%</b>	1 <b>10.0%</b>	1 <b>10.0%</b>	2 <b>20.0%</b>	0 <b>0%</b>	0 <b>0%</b>	1 <b>10.0%</b>	1 <b>10.0%</b>	0 <b>0%</b>	1 <b>10.0%</b>
<b>AgeRange</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>										
18-24	10.6%	215	215	<b>100.0%</b>	14 <b>6.5%</b>	61 <b>28.4%</b>	12 <b>5.6%</b>	21 <b>9.8%</b>	8 <b>3.7%</b>	3 <b>1.4%</b>	3 <b>1.4%</b>	4 <b>1.9%</b>	25 <b>11.6%</b>	18 <b>8.4%</b>	46 <b>21.4%</b>
25-34	17.0%	344	344	<b>100.0%</b>	10 <b>2.9%</b>	164 <b>47.7%</b>	14 <b>4.1%</b>	26 <b>7.6%</b>	5 <b>1.5%</b>	9 <b>2.6%</b>	4 <b>1.2%</b>	3 <b>0.9%</b>	45 <b>13.1%</b>	23 <b>6.7%</b>	41 <b>11.9%</b>
35-44	16.4%	332	332	<b>100.0%</b>	21 <b>6.3%</b>	106 <b>31.9%</b>	17 <b>5.1%</b>	19 <b>5.7%</b>	12 <b>3.6%</b>	7 <b>2.1%</b>	5 <b>1.5%</b>	2 <b>0.6%</b>	58 <b>17.5%</b>	41 <b>12.3%</b>	44 <b>13.3%</b>
45-54	16.9%	342	342	<b>100.0%</b>	40 <b>11.7%</b>	88 <b>25.7%</b>	30 <b>8.8%</b>	12 <b>3.5%</b>	17 <b>5.0%</b>	8 <b>2.3%</b>	12 <b>3.5%</b>	3 <b>0.9%</b>	53 <b>15.5%</b>	44 <b>12.9%</b>	35 <b>10.2%</b>
55-64	15.9%	322	322	<b>100.0%</b>	54 <b>16.8%</b>	69 <b>21.4%</b>	19 <b>5.9%</b>	9 <b>2.8%</b>	36 <b>11.2%</b>	13 <b>4.0%</b>	10 <b>3.1%</b>	1 <b>0.3%</b>	51 <b>15.8%</b>	35 <b>10.9%</b>	25 <b>7.8%</b>
65+	23.2%	470	471	<b>100.2%</b>	125 <b>26.5%</b>	72 <b>15.3%</b>	41 <b>8.7%</b>	17 <b>3.6%</b>	67 <b>14.2%</b>	10 <b>2.1%</b>	9 <b>1.9%</b>	0 <b>0%</b>	80 <b>17.0%</b>	22 <b>4.7%</b>	28 <b>5.9%</b>
<b>SocialGrade</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>										
AB	22.8%	461	461	<b>100.0%</b>	47 <b>10.2%</b>	163 <b>35.4%</b>	52 <b>11.3%</b>	31 <b>6.7%</b>	17 <b>3.7%</b>	9 <b>2.0%</b>	5 <b>1.1%</b>	4 <b>0.9%</b>	61 <b>13.2%</b>	27 <b>5.9%</b>	45 <b>9.8%</b>
C1	30.9%	627	627	<b>100.0%</b>	87 <b>13.9%</b>	195 <b>31.1%</b>	36 <b>5.7%</b>	38 <b>6.1%</b>	33 <b>5.3%</b>	17 <b>2.7%</b>	12 <b>1.9%</b>	4 <b>0.6%</b>	115 <b>18.3%</b>	41 <b>6.5%</b>	49 <b>7.8%</b>
C2	21.2%	430	429	<b>99.8%</b>	73 <b>17.0%</b>	85 <b>19.8%</b>	20 <b>4.7%</b>	17 <b>4.0%</b>	47 <b>11.0%</b>	9 <b>2.1%</b>	17 <b>4.0%</b>	2 <b>0.5%</b>	66 <b>15.4%</b>	43 <b>10.0%</b>	50 <b>11.7%</b>
DE	25.1%	508	509	<b>100.2%</b>	57 <b>11.2%</b>	117 <b>23.0%</b>	25 <b>4.9%</b>	18 <b>3.5%</b>	48 <b>9.4%</b>	15 <b>2.9%</b>	9 <b>1.8%</b>	3 <b>0.6%</b>	70 <b>13.8%</b>	72 <b>14.1%</b>	75 <b>14.7%</b>
<b>Region</b>	<b>Quotas</b>		<b>Raw counts</b>		<b>Results</b>										
North East	4.1%	83	83	<b>100.0%</b>	9 <b>10.8%</b>	32 <b>38.6%</b>	3 <b>3.6%</b>	3 <b>3.6%</b>	4 <b>4.8%</b>	0 <b>0%</b>	2 <b>2.4%</b>	0 <b>0%</b>	9 <b>10.8%</b>	10 <b>12.0%</b>	11 <b>13.3%</b>
North West	11.4%	231	231	<b>100.0%</b>	33 <b>14.3%</b>	73 <b>31.6%</b>	7 <b>3.0%</b>	8 <b>3.5%</b>	20 <b>8.7%</b>	1 <b>0.4%</b>	4 <b>1.7%</b>	0 <b>0%</b>	37 <b>16.0%</b>	28 <b>12.1%</b>	20 <b>8.7%</b>
Yorkshire and The Humber	8.4%	170	170	<b>100.0%</b>	20 <b>11.8%</b>	54 <b>31.8%</b>	6 <b>3.5%</b>	11 <b>6.5%</b>	11 <b>6.5%</b>	0 <b>0%</b>	3 <b>1.8%</b>	0 <b>0%</b>	33 <b>19.4%</b>	20 <b>11.8%</b>	12 <b>7.1%</b>

Find Out Now interviewed 4,025 GB adults from 2023-11-13 to 2023-11-14, and produced a sample of 2,026 respondents which is nationally representative by: Gender, Age, Social Class, Region, Brexit Vote, and 2019 General Election. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. For more information, please visit our [FAQ](#).

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative		Labour		Liberal Democrat		Greens		Reform		SNP		Local candiate		Plaid Cymru		I don't know		Would not vote		Prefer not to say	
East Midlands	7.5%	152	152	100.0%	23	15.1%	37	24.3%	7	4.6%	8	5.3%	15	9.9%	0	0%	4	2.6%	1	0.7%	17	11.2%	18	11.8%	22	14.5%
West Midlands	9.1%	184	184	100.0%	32	17.4%	57	31.0%	10	5.4%	7	3.8%	16	8.7%	0	0%	2	1.1%	0	0%	19	10.3%	20	10.9%	21	11.4%
East of England	9.7%	197	197	100.0%	22	11.2%	56	28.4%	21	10.7%	10	5.1%	19	9.6%	1	0.5%	3	1.5%	0	0%	35	17.8%	10	5.1%	20	10.2%
London	13.5%	274	274	100.0%	36	13.1%	100	36.5%	18	6.6%	23	8.4%	16	5.8%	0	0%	5	1.8%	0	0%	45	16.4%	15	5.5%	16	5.8%
South East	14.3%	290	290	100.0%	45	15.5%	54	18.6%	29	10.0%	16	5.5%	21	7.2%	2	0.7%	10	3.4%	0	0%	51	17.6%	23	7.9%	39	13.4%
South West	8.8%	178	178	100.0%	29	16.3%	41	23.0%	21	11.8%	8	4.5%	9	5.1%	1	0.6%	4	2.2%	1	0.6%	29	16.3%	13	7.3%	22	12.4%
Wales	4.8%	97	97	100.0%	8	8.2%	26	26.8%	0	0%	7	7.2%	8	8.2%	0	0%	0	0%	10	10.3%	13	13.4%	13	13.4%	12	12.4%
Scotland	8.4%	170	170	100.0%	7	4.1%	30	17.6%	11	6.5%	3	1.8%	6	3.5%	45	26.5%	6	3.5%	1	0.6%	24	14.1%	13	7.6%	24	14.1%
VoteBrexit	Quotas		Raw counts		Results																					
Leave	37.5%	760	759	99.9%	192	25.3%	113	14.9%	31	4.1%	19	2.5%	121	15.9%	6	0.8%	18	2.4%	3	0.4%	145	19.1%	59	7.8%	52	6.9%
Remain	34.7%	703	704	100.1%	45	6.4%	321	45.6%	78	11.1%	59	8.4%	6	0.9%	35	5.0%	13	1.8%	3	0.4%	73	10.4%	16	2.3%	55	7.8%
None	27.8%	563	563	100.0%	27	4.8%	126	22.4%	24	4.3%	26	4.6%	18	3.2%	9	1.6%	12	2.1%	7	1.2%	94	16.7%	108	19.2%	112	19.9%
Vote2019	Quotas		Raw counts		Results																					
Conservative-party	29.3%	594	595	100.2%	219	36.8%	64	10.8%	25	4.2%	12	2.0%	98	16.5%	0	0%	18	3.0%	0	0%	108	18.2%	15	2.5%	36	6.1%
Labour-party	21.6%	438	437	99.8%	4	0.9%	299	68.4%	14	3.2%	37	8.5%	3	0.7%	4	0.9%	3	0.7%	3	0.7%	35	8.0%	4	0.9%	31	7.1%
Liberal-democrats	7.8%	158	158	100.0%	4	2.5%	39	24.7%	69	43.7%	9	5.7%	2	1.3%	2	1.3%	2	1.3%	0	0%	17	10.8%	1	0.6%	13	8.2%
Scottish-national-party	2.6%	53	53	100.0%	0	0%	3	5.7%	0	0%	0	0%	1	1.9%	34	64.2%	3	5.7%	0	0%	4	7.5%	1	1.9%	7	13.2%
Other	5.9%	120	120	100.0%	5	4.2%	23	19.2%	3	2.5%	21	17.5%	18	15.0%	1	0.8%	5	4.2%	7	5.8%	25	20.8%	1	0.8%	11	9.2%
No-vote	32.7%	663	663	100.0%	32	4.8%	132	19.9%	22	3.3%	25	3.8%	23	3.5%	9	1.4%	12	1.8%	3	0.5%	123	18.6%	161	24.3%	121	18.3%