

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

Total sample size: 2,462

Nationally representative sample size: 1,009

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Lib Dem	Greens	Reform	Local candidate	SNP	Plaid Cymru	I don't know	Would not vote	Prefer not to say
TOTALS					153 - 15.2%	304 - 30.1%	65 - 6.4%	52 - 5.2%	67 - 6.6%	27 - 2.7%	26 - 2.6%	3 - 0.3%	123 - 12.2%	92 - 9.1%	97 - 9.6%
Gender	Quotas		Raw counts		Results										
Male	48.7%	491	491	100.0%	88 17.9%	134 27.3%	40 8.1%	27 5.5%	40 8.1%	16 3.3%	10 2.0%	3 0.6%	55 11.2%	46 9.4%	32 6.5%
Female	50.8%	513	513	100.0%	65 12.7%	169 32.9%	24 4.7%	25 4.9%	26 5.1%	11 2.1%	15 2.9%	0 0%	67 13.1%	46 9.0%	65 12.7%
Neither	0.5%	5	5	100.0%	0 0%	1 20.0%	1 20.0%	0 0%	1 20.0%	0 0%	1 20.0%	0 0%	1 20.0%	0 0%	0 0%
AgeRange	Quotas		Raw counts		Results										
18-24	10.6%	107	107	100.0%	5 4.7%	41 38.3%	7 6.5%	5 4.7%	1 0.9%	2 1.9%	1 0.9%	1 0.9%	12 11.2%	7 6.5%	25 23.4%
25-34	17.0%	172	172	100.0%	8 4.7%	62 36.0%	12 7.0%	16 9.3%	6 3.5%	2 1.2%	7 4.1%	0 0%	24 14.0%	18 10.5%	17 9.9%
35-44	16.4%	165	165	100.0%	9 5.5%	64 38.8%	7 4.2%	10 6.1%	6 3.6%	2 1.2%	6 3.6%	2 1.2%	16 9.7%	20 12.1%	23 13.9%
45-54	16.9%	171	171	100.0%	24 14.0%	61 35.7%	11 6.4%	6 3.5%	4 2.3%	7 4.1%	5 2.9%	0 0%	24 14.0%	16 9.4%	13 7.6%
55-64	15.9%	160	160	100.0%	30 18.8%	39 24.4%	12 7.5%	4 2.5%	17 10.6%	4 2.5%	3 1.9%	0 0%	23 14.4%	16 10.0%	12 7.5%
65+	23.2%	234	234	100.0%	77 32.9%	37 15.8%	16 6.8%	11 4.7%	33 14.1%	10 4.3%	4 1.7%	0 0%	24 10.3%	15 6.4%	7 3.0%
SocialGrade	Quotas		Raw counts		Results										
AB	22.8%	230	230	100.0%	27 11.7%	74 32.2%	28 12.2%	18 7.8%	7 3.0%	4 1.7%	14 6.1%	1 0.4%	29 12.6%	11 4.8%	17 7.4%
C1	30.9%	312	312	100.0%	53 17.0%	119 38.1%	19 6.1%	14 4.5%	14 4.5%	5 1.6%	4 1.3%	1 0.3%	35 11.2%	21 6.7%	27 8.7%
C2	21.2%	214	214	100.0%	41 19.2%	50 23.4%	6 2.8%	10 4.7%	24 11.2%	10 4.7%	6 2.8%	0 0%	25 11.7%	17 7.9%	25 11.7%
DE	25.1%	253	253	100.0%	32 12.6%	61 24.1%	12 4.7%	10 4.0%	22 8.7%	8 3.2%	2 0.8%	1 0.4%	34 13.4%	43 17.0%	28 11.1%
Region	Quotas		Raw counts		Results										
North East	4.1%	41	41	100.0%	6 14.6%	16 39.0%	2 4.9%	1 2.4%	2 4.9%	0 0%	0 0%	0 0%	2 4.9%	6 14.6%	6 14.6%
North West	11.4%	115	115	100.0%	9 7.8%	50 43.5%	2 1.7%	6 5.2%	5 4.3%	3 2.6%	0 0%	0 0%	15 13.0%	16 13.9%	9 7.8%
Yorkshire and The Humber	8.4%	85	85	100.0%	19 22.4%	25 29.4%	3 3.5%	5 5.9%	5 5.9%	0 0%	0 0%	0 0%	9 10.6%	11 12.9%	8 9.4%

Find Out Now interviewed 2,462 GB adults from 2023-10-31 to 2023-11-01, and produced a sample of 1,009 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.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative		Labour		Lib Dem		Greens		Reform		Local candidate		SNP		Plaid Cymru		I don't know		Would not vote		Prefer not to say	
East Midlands	7.5%	76	76	100.0%	19	25.0%	20	26.3%	5	6.6%	4	5.3%	4	5.3%	2	2.6%	0	0%	0	0%	4	5.3%	12	15.8%	6	7.9%
West Midlands	9.1%	92	92	100.0%	13	14.1%	26	28.3%	4	4.3%	6	6.5%	10	10.9%	5	5.4%	0	0%	0	0%	9	9.8%	8	8.7%	11	12.0%
East of England	9.7%	98	98	100.0%	23	23.5%	23	23.5%	7	7.1%	6	6.1%	6	6.1%	2	2.0%	0	0%	0	0%	14	14.3%	7	7.1%	10	10.2%
London	13.5%	136	136	100.0%	20	14.7%	55	40.4%	11	8.1%	11	8.1%	10	7.4%	2	1.5%	1	0.7%	0	0%	12	8.8%	5	3.7%	9	6.6%
South East	14.3%	144	144	100.0%	22	15.3%	35	24.3%	11	7.6%	5	3.5%	15	10.4%	5	3.5%	0	0%	0	0%	25	17.4%	11	7.6%	15	10.4%
South West	8.8%	89	89	100.0%	13	14.6%	20	22.5%	16	18.0%	5	5.6%	4	4.5%	3	3.4%	0	0%	0	0%	10	11.2%	6	6.7%	12	13.5%
Wales	4.8%	48	48	100.0%	5	10.4%	14	29.2%	3	6.3%	2	4.2%	3	6.3%	2	4.2%	1	2.1%	3	6.3%	8	16.7%	3	6.3%	4	8.3%
Scotland	8.4%	85	85	100.0%	4	4.7%	20	23.5%	1	1.2%	1	1.2%	3	3.5%	3	3.5%	24	28.2%	0	0%	15	17.6%	7	8.2%	7	8.2%

VoteBrexit	Quotas		Raw counts		Results																					
Leave	37.5%	378	378	100.0%	119	31.5%	68	18.0%	15	4.0%	8	2.1%	57	15.1%	13	3.4%	0	0%	0	0%	48	12.7%	27	7.1%	23	6.1%
Remain	34.7%	350	350	100.0%	21	6.0%	157	44.9%	39	11.1%	32	9.1%	7	2.0%	9	2.6%	22	6.3%	3	0.9%	33	9.4%	7	2.0%	20	5.7%
None	27.8%	281	281	100.0%	13	4.6%	79	28.1%	11	3.9%	12	4.3%	3	1.1%	5	1.8%	4	1.4%	0	0%	42	14.9%	58	20.6%	54	19.2%

Vote2019	Quotas		Raw counts		Results																					
Conservative-party	29.3%	296	296	100.0%	131	44.3%	33	11.1%	10	3.4%	5	1.7%	40	13.5%	9	3.0%	1	0.3%	0	0%	42	14.2%	10	3.4%	15	5.1%
Labour-party	21.6%	218	219	100.5%	2	0.9%	166	75.8%	6	2.7%	18	8.2%	2	0.9%	1	0.5%	1	0.5%	2	0.9%	7	3.2%	2	0.9%	12	5.5%
Liberal-democrats	7.8%	79	79	100.0%	1	1.3%	24	30.4%	30	38.0%	5	6.3%	3	3.8%	4	5.1%	2	2.5%	0	0%	6	7.6%	1	1.3%	3	3.8%
Scottish-national-party	2.6%	26	26	100.0%	0	0%	1	3.8%	0	0%	1	3.8%	0	0%	1	3.8%	18	69.2%	0	0%	4	15.4%	0	0%	1	3.8%
Other	5.9%	60	59	98.3%	4	6.8%	6	10.2%	5	8.5%	12	20.3%	12	20.3%	6	10.2%	0	0%	1	1.7%	9	15.3%	2	3.4%	2	3.4%
No-vote	32.7%	330	330	100.0%	15	4.5%	74	22.4%	14	4.2%	11	3.3%	10	3.0%	6	1.8%	4	1.2%	0	0%	55	16.7%	77	23.3%	64	19.4%

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