

# YouGov / The Times Survey Results

Sample Size: 1810 adults in GB  
Fieldwork: 22nd - 23rd March 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1810	406	432	102	614	449	163	672	717	880	930	197	755	436	422	1032	778	217	608	393	436	156
Unweighted Sample	1810	431	452	106	640	447	156	734	757	755	1055	129	681	480	520	1099	711	179	620	401	450	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

		16-17 Mar	22-23 Mar																					
Including those refused]	Con	33	35	100	0	0	78	2	4	17	60	34	35	8	23	40	53	32	40	28	40	36	34	20
	Lab	39	36	0	100	0	6	79	33	49	16	32	40	57	46	32	22	39	32	50	31	36	44	19
	Lib Dem	10	9	0	0	100	2	4	54	14	4	10	7	4	9	6	11	11	5	7	14	4	5	12
	SNP	5	4	0	0	0	0	0	0	6	1	3	4	2	5	6	1	3	4	1	0	0	0	39
	Plaid Cymru	1	1	0	0	0	0	1	3	1	1	2	1	5	1	1	1	1	2	2	0	5	0	0
	Reform UK	4	5	0	0	0	9	1	1	0	11	7	3	1	5	5	6	3	8	2	6	9	3	0
	Green	7	8	0	0	0	2	11	4	11	3	7	8	19	9	7	4	9	6	8	6	7	11	5
	Other	2	3	0	0	0	2	2	0	2	4	4	1	5	2	4	3	3	3	3	3	3	3	4

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

Conservative	21	22	100	0	0	57	2	3	14	40	23	22	5	15	27	40	22	23	19	26	24	22	13
Labour	25	24	0	100	0	5	64	26	39	12	22	26	27	28	22	17	28	19	32	21	24	28	13
Liberal Democrat	6	6	0	0	100	1	3	40	11	3	7	5	2	6	5	9	8	3	4	9	3	3	8
Scottish National Party (SNP)	3	2	0	0	0	0	0	0	5	1	2	3	1	3	4	1	2	3	0	0	0	0	26
Plaid Cymru	1	1	0	0	0	0	1	3	1	1	1	1	3	1	1	1	1	1	3	0	3	0	0
Reform UK	3	3	0	0	0	7	1	1	0	7	4	2	0	3	4	5	2	4	1	4	6	2	0
Green	5	5	0	0	0	2	9	3	9	2	5	5	9	6	4	3	7	4	5	4	5	8	3
Some other party	1	2	0	0	0	2	2	0	1	3	3	1	2	1	3	2	2	2	2	2	2	2	2
Would not vote	13	11	0	0	0	4	4	2	3	9	13	9	10	16	7	6	9	14	7	9	13	15	7
Don't know	19	20	0	0	0	21	14	20	17	21	16	24	31	18	23	16	18	24	18	22	19	18	26
Refused	3	3	0	0	0	2	2	2	1	2	3	3	10	3	1	2	2	4	7	2	2	3	1

### And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=38]

UK Independence Party (UKIP)	36	10	0	0	0	13	0	0	8	14	13	0	0	12	21	0	4	17	18	0	0	19	33
Women's Equality Party	6	8	0	0	0	0	13	0	15	2	3	22	0	20	0	7	7	8	0	3	18	14	0
Some other party	54	74	0	0	0	80	87	0	78	71	73	78	100	68	79	65	84	62	82	73	82	67	67
Don't know	5	2	0	0	0	7	0	0	0	4	3	0	0	0	0	8	4	0	0	7	0	0	0
Refused	0	5	0	0	0	0	0	0	0	9	7	0	0	0	0	19	0	12	0	17	0	0	0

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

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	9	10	0	1	1	3	2	2	2	6	12	7	14	13	6	4	6	14	7	8	11	13	7
1	2	1	0	0	0	0	1	0	0	2	2	1	3	2	0	1	1	2	1	1	2	2	2
2	2	2	0	1	0	1	1	3	1	1	2	1	6	2	1	1	2	2	4	2	2	1	0
3	2	2	1	1	2	1	2	2	1	2	2	3	5	3	2	1	3	2	2	2	4	2	2
4	1	2	0	1	0	1	1	2	1	1	2	2	5	2	1	1	2	2	2	1	1	3	0
5	6	7	4	4	2	4	4	5	5	7	6	8	11	9	6	3	6	9	3	7	7	9	7
6	3	3	3	4	1	3	3	1	1	4	3	3	2	5	1	3	3	4	4	3	3	3	4
7	5	5	3	4	6	4	3	5	3	4	5	5	14	5	4	2	5	5	4	6	5	3	5
8	8	8	8	8	8	10	6	9	7	8	8	7	10	9	7	7	8	8	13	7	7	7	7
9	6	7	10	7	12	8	9	8	8	8	7	7	7	7	7	9	8	7	5	9	7	7	6
10 - Absolutely certain to vote	54	53	69	69	68	64	69	63	70	57	50	56	24	45	65	68	58	47	54	53	52	50	61

3-4 Mar  
22-23 Mar

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

Boris Johnson	26	28	80	3	7	60	4	11	13	50	30	27	14	21	32	44	26	31	28	33	30	25	12
Keir Starmer	33	31	2	76	53	7	67	58	55	14	32	30	26	35	32	26	37	23	41	31	28	29	35
Not sure	37	38	17	20	39	31	26	30	31	33	35	40	49	42	34	27	35	41	27	33	38	43	51
Refused	5	3	0	1	1	2	2	1	1	3	3	3	10	3	2	2	2	4	5	3	4	3	2

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

Very well	4	5	17	0	0	12	0	1	2	10	5	4	1	3	5	9	5	5	3	6	6	5	2
Fairly well	27	28	62	8	12	54	10	11	14	46	29	28	29	22	30	39	26	31	24	34	29	26	15
<b>TOTAL WELL</b>	<b>31</b>	<b>33</b>	<b>79</b>	<b>8</b>	<b>12</b>	<b>66</b>	<b>10</b>	<b>12</b>	<b>16</b>	<b>56</b>	<b>34</b>	<b>32</b>	<b>30</b>	<b>25</b>	<b>35</b>	<b>48</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>40</b>	<b>35</b>	<b>31</b>	<b>17</b>
Fairly badly	23	23	12	29	24	19	24	28	23	22	22	23	22	22	24	22	24	21	23	23	19	25	21
Very badly	31	32	2	57	62	7	59	57	55	14	34	30	23	37	33	25	36	26	42	27	29	30	47
<b>TOTAL BADLY</b>	<b>54</b>	<b>55</b>	<b>14</b>	<b>86</b>	<b>86</b>	<b>26</b>	<b>83</b>	<b>85</b>	<b>78</b>	<b>36</b>	<b>56</b>	<b>53</b>	<b>45</b>	<b>59</b>	<b>57</b>	<b>47</b>	<b>60</b>	<b>47</b>	<b>65</b>	<b>50</b>	<b>48</b>	<b>55</b>	<b>68</b>
Don't know	14	12	7	6	3	8	6	3	7	8	10	15	25	16	8	5	9	17	8	9	17	14	14

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

Right to leave	39	38	76	11	12	75	10	7	7	79	41	35	16	28	42	61	34	43	25	46	38	37	26
Wrong to leave	49	49	16	82	80	18	82	88	87	12	48	50	61	56	47	33	57	38	65	44	45	48	60
Don't know	12	13	7	7	8	7	8	5	6	9	11	15	24	16	11	6	9	19	10	10	17	15	14

## YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2019 recalled vote interlocked with region and (5) EU referendum recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

	Unweighted no.	Weighted no.	Target %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	234	192	10.6%
Men 50-64 High education	66	58	3.2%
Men 50-64 Mid education	100	83	4.6%
Men 50-64 Low education	81	72	4.0%
Men 25-49 High education	82	147	8.1%
Men 25-49 Mid education	116	134	7.4%
Men 25-49 Low education	44	94	5.2%
Men Under 25 High education	8	16	0.9%
Men Under 25 Mid & Low education	24	83	4.6%
Women Over 65	286	230	12.7%
Women 50-64 High education	63	54	3.0%
Women 50-64 Mid education	100	94	5.2%
Women 50-64 Low education	70	74	4.1%
Women 25-49 High education	180	157	8.7%
Women 25-49 Mid education	165	139	7.7%
Women 25-49 Low education	94	83	4.6%
Women Under 25 High education	22	20	1.1%
Women Under 25 Mid & Low education	75	78	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	170	344	19.0%
Medium (3-7)	1168	1086	60.0%
High (8,9,10)	472	380	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	579	507	28.0%
C1	520	525	29.0%
C2	308	380	21.0%
DE	403	398	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	734	672	37.1%
Leave	757	717	39.6%
Don't Know / Did Not Vote	319	422	23.3%

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### Region by 2019 Vote (Election Result and ONS Population estimates)

North Con	139	127	7.0%
North Lab	151	139	7.7%
North LD	25	25	1.4%
North BP	16	16	0.9%
North Oth	14	13	0.7%
North DNV	105	116	6.4%
Midlands Con	126	119	6.6%
Midlands Lab	74	72	4.0%
Midlands LD	17	18	1.0%
Midlands BP	3	4	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	73	78	4.3%
London Con	46	52	2.9%
London Lab	63	80	4.4%
London LD	18	25	1.4%
London BP	2	2	0.1%
London Oth	5	5	0.3%
London DNV	45	52	2.9%
South Con	269	259	14.3%
South Lab	111	109	6.0%
South LD	85	80	4.4%
South BP	4	2	0.1%
South Oth	27	24	1.3%
South DNV	124	136	7.5%
Wales Con	27	25	1.4%
Wales Lab	29	27	1.5%
Wales LD	2	4	0.2%
Wales PC	10	7	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	26	25	1.4%
Scotland Con	33	31	1.7%
Scotland Lab	19	22	1.2%
Scotland LD	9	11	0.6%
Scotland SNP	59	54	3.0%
Scotland Oth DNV	40	38	2.1%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)