

YouGov Survey Results

Sample Size: 1051 adults in London (18+)
Fieldwork: 27th - 31st March 2023

	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	Inner London	Outer London
Weighted Sample 1051	138	429	66	246	370	116	447	292	514	537	120	545	227	159	620	431	423	626
Unweighted Sample 1051	144	430	73	240	357	122	497	258	476	575	121	506	240	184	689	362	415	635
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	2-4 May '21	7-10 Jan '22	13-17 Jan '22	27-31 Mar '23																		
Con	33	23	23	18	100	0	0	62	2	6	7	45	20	17	7	11	19	46	16	23	14	21
Lab	51	51	55	58	0	100	0	14	87	51	71	26	55	62	75	67	51	31	62	53	63	55
Lib Dem	7	11	9	9	0	0	100	6	2	39	11	6	9	9	6	8	13	8	10	7	8	10
Reform UK	1	4	3	6	0	0	0	14	1	1	1	18	7	5	3	4	8	11	5	8	5	6
Green	7	9	7	7	0	0	0	1	7	3	9	3	7	7	7	8	8	2	7	7	8	6
Other	1	2	3	1	0	0	0	3	1	0	1	2	3	0	2	1	2	2	2	1	2	1

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

	2-4 May '21	7-10 Jan '22	13-17 Jan '22	27-31 Mar '23																		
Conservative	23	15	16	13	100	0	0	43	2	5	6	31	15	12	6	8	14	34	12	15	10	15
Labour	36	34	37	41	0	100	0	10	74	41	59	18	40	42	54	43	40	23	46	34	44	39
Liberal Democrat	5	7	7	6	0	0	100	4	2	31	9	4	6	6	4	6	10	6	7	5	6	7
Reform UK	1	3	2	4	0	0	0	10	1	1	1	12	5	4	4	3	6	8	4	5	4	5
Green	6	6	5	5	0	0	0	1	7	2	8	2	5	5	5	5	6	2	5	5	6	5
Some other party	1	2	2	2	0	0	0	2	2	1	2	2	3	1	3	1	2	2	2	1	2	2
Would not vote	9	9	9	8	0	0	0	5	1	0	2	4	10	7	8	11	6	3	6	11	8	9
Don't know	14	18	18	16	0	0	0	21	9	16	11	21	11	20	7	16	16	20	15	17	17	15
Refused	5	6	5	5	0	0	0	5	3	4	3	6	5	4	10	6	1	2	4	6	5	5

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Weighted Sample	1051	138	429	66	246	370	116	447	292	514	537	120	545	227	159	620	431	423	626
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=16]

UK Independence Party (UKIP)	0	28	33	13	0	0	0	17	22	0	0	27	16	0	0	22	14	0	12	14	19	7
Women's Equality Party	17	12	4	12	0	0	0	0	21	0	20	0	10	18	46	0	14	0	11	14	18	7
Some other party	61	60	58	43	0	0	0	83	26	0	42	40	55	0	18	46	35	78	40	50	39	46
Don't know	22	0	3	29	0	0	0	0	31	0	29	33	14	82	36	22	37	22	31	22	24	33
Skipped	0	0	3	4	0	0	0	0	0	100	9	0	5	0	0	10	0	0	5	0	0	7

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	8	8	8	1	2	1	4	1	1	1	4	9	7	7	11	4	2	6	10	8	7
1	1	2	1	2	0	1	0	0	1	1	1	1	3	2	3	3	2	0	1	3	3	2
2	2	2	1	2	0	1	0	1	1	1	1	2	2	2	5	2	0	1	2	1	2	2
3	1	2	2	1	1	0	0	0	1	0	0	1	2	0	3	1	0	1	2	0	1	1
4	2	2	1	2	1	1	1	1	1	2	1	2	1	2	4	1	2	1	2	2	3	1
5	6	7	7	7	6	2	5	6	3	1	3	10	5	8	5	7	6	7	6	8	8	6
6	3	3	3	3	5	3	3	3	3	0	3	3	3	3	5	4	2	2	2	4	5	2
7	4	6	6	5	5	4	4	6	5	2	4	7	4	6	7	6	3	3	4	7	5	5
8	8	9	9	9	15	8	11	11	7	3	8	9	10	7	11	9	7	7	9	7	9	8
9	10	9	9	9	16	8	8	14	10	8	11	8	9	10	8	9	11	9	11	6	9	10
10 - Absolutely certain to vote	54	52	52	52	49	71	67	53	67	81	67	54	52	53	43	47	63	65	55	49	48	56

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Weighting Data

YouGov weights London political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) EU referendum recalled vote (5) ethnicity and (6) 2019 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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	86	70	6.7%
Men 50-64 High education	42	49	4.7%
Men 50-64 Mid education	41	36	3.4%
Men 50-64 Low education	32	26	2.5%
Men 25-49 High education	117	179	17.0%
Men 25-49 Mid education	78	65	6.2%
Men 25-49 Low education	24	29	2.8%
Men Under 25 High education	18	18	1.7%
Men Under 25 Mid & Low education	38	41	3.9%
Women Over 65	98	88	8.4%
Women 50-64 High education	43	47	4.5%
Women 50-64 Mid education	45	40	3.8%
Women 50-64 Low education	37	28	2.7%
Women 25-49 High education	176	178	16.9%
Women 25-49 Mid education	87	65	6.2%
Women 25-49 Low education	24	29	2.8%
Women Under 25 High education	21	21	2.0%
Women Under 25 Mid & Low education	44	40	3.8%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	103	200	19.0%
Medium (3-7)	701	631	60.0%
High (8,9,10)	247	221	21.0%
Social Grade (NRS and 2011 census)			
AB	357	273	26.0%
C1	332	347	33.0%
C2	132	158	15.0%
DE	230	273	26.0%
EU Referendum Vote (Election Result)			
Remain	497	447	42.5%
Leave	258	292	27.8%
Don't Know / Did Not Vote	296	312	29.7%

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Ethnicity (ONS Population estimates)

White	681	591	56.2%
Indian	57	79	7.5%
Pakistani and Bangladeshi	41	63	6.0%
Black	86	130	12.4%
Other and Mixed	164	172	16.4%
Refused	22	16	1.5%

Vote in 2019 (Election Result)

Conservative	240	246	23.4%
Labour	357	370	35.2%
Liberal Democrat	122	116	11.0%
Brexit Party	12	11	1.0%
Green Party	31	23	2.2%
Other	8	4	0.4%
Don't know / Didn't vote	281	282	26.8%

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

Or visit our website: yougov.co.uk