

YouGov / The Times Survey Results

Sample Size: 1711 adults in GB
Fieldwork: 31st August - 1st September 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	1711	321	500	131	580	424	154	635	678	832	879	187	714	412	399	975	736	205	575	371	412	147
Unweighted Sample	1711	324	501	137	563	413	158	656	664	795	916	167	710	407	427	998	713	177	592	379	419	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	23-24 Aug	31 Aug - 1 Sept																						
se who would																								
Con	31	28	100	0	0	70	1	7	13	54	29	28	6	16	33	52	27	32	19	32	33	27	22	
Lab	39	43	0	100	0	14	85	27	53	25	40	46	64	53	40	23	43	43	54	36	45	53	20	
Lib Dem	11	11	0	0	100	5	4	60	17	5	13	10	11	12	9	13	13	8	13	17	9	8	6	
SNP	5	5	0	0	0	0	0	0	7	2	6	3	5	7	4	2	3	6	0	0	0	0	46	
Plaid Cymru	1	1	0	0	0	0	0	1	1	1	1	1	2	1	1	0	1	1	0	0	4	0	2	
Reform UK	5	3	0	0	0	7	1	0	0	8	4	3	0	2	6	5	3	4	3	4	3	4	0	
Green	7	6	0	0	0	2	7	5	8	3	5	8	11	8	5	3	8	4	7	9	6	5	4	
Other	2	2	0	0	0	2	2	0	1	3	2	2	0	2	4	2	2	2	5	2	1	3	0	

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

Conservative	20	19	100	0	0	48	1	6	10	35	20	17	4	10	21	38	19	18	14	21	20	18	16
Labour	25	29	0	100	0	9	73	23	42	16	29	30	43	34	26	17	32	25	37	23	29	38	15
Liberal Democrat	7	8	0	0	100	3	4	50	13	3	9	6	8	8	6	10	10	5	9	11	5	5	4
Scottish National Party (SNP)	3	3	0	0	0	0	0	0	5	1	4	2	4	4	2	2	3	4	0	0	0	0	34
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	0	2	1	1	0	1	0	0	0	2	0	2
Reform UK	3	2	0	0	0	5	0	0	0	6	3	2	1	2	4	4	3	2	2	3	2	3	0
Green	4	5	0	0	0	1	6	4	6	2	4	5	7	6	4	2	6	3	5	6	4	3	3
Some other party	1	1	0	0	0	2	2	0	1	2	2	1	0	1	3	1	2	1	3	1	1	2	1
Would not vote	12	12	0	0	0	6	2	2	4	10	10	13	11	13	12	9	8	17	10	11	14	13	7
Don't know	20	19	0	0	0	24	11	14	15	23	16	21	15	19	21	17	16	23	18	22	20	14	18
Refused	3	2	0	0	0	1	1	1	1	1	2	2	5	2	1	0	1	3	2	2	2	1	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=25]

UK Independence Party (UKIP)	26	25	0	0	0	31	0	0	0	27	21	30	0	31	25	16	27	21	0	36	68	28	0
Women's Equality Party	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	63	64	0	0	0	69	81	0	78	64	79	46	0	69	63	60	64	65	78	64	32	72	0
Don't know	4	5	0	0	0	0	0	0	0	8	0	12	0	0	12	0	9	0	0	0	0	0	100
Refused	0	5	0	0	0	0	19	0	22	0	0	12	0	0	0	24	0	15	22	0	0	0	0

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Weighted Sample
Unweighted Sample

	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
1711	321	500	131	580	424	154	635	678	832	879	187	714	412	399	975	736	205	575	371	412	147
1711	324	501	137	563	413	158	656	664	795	916	167	710	407	427	998	713	177	592	379	419	144
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	10	10	0	1	2	4	1	1	2	7	8	11	11	11	10	6	6	15	8	9	11	11	6
1	2	2	0	1	0	2	0	0	1	3	2	3	5	2	2	2	2	3	3	2	3	3	1
2	2	2	0	1	1	2	1	1	1	2	2	2	3	3	1	1	2	2	3	3	2	1	1
3	1	1	0	1	1	1	1	0	0	1	2	1	4	1	1	0	1	2	0	1	3	1	1
4	2	1	1	1	0	1	0	2	1	2	2	1	2	1	1	1	1	1	0	1	2	1	2
5	6	7	4	4	1	5	5	1	5	7	6	7	9	9	5	4	5	9	10	7	7	4	7
6	2	2	2	1	3	3	1	1	1	3	2	3	3	3	2	1	2	2	3	3	2	2	1
7	5	4	5	4	3	5	3	5	3	5	4	5	8	5	4	3	4	5	5	5	4	3	5
8	7	7	6	7	6	7	7	7	6	7	5	8	6	8	6	5	6	8	4	6	9	7	4
9	8	9	10	10	13	9	10	16	12	6	10	8	10	9	6	9	9	9	12	8	8	7	11
10 - Absolutely certain to vote	54	54	71	70	69	62	71	66	68	58	58	51	39	47	62	67	61	45	51	54	49	60	59

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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	204	181	10.6%
Men 50-64 High education	51	55	3.2%
Men 50-64 Mid education	73	79	4.6%
Men 50-64 Low education	70	68	4.0%
Men 25-49 High education	126	139	8.1%
Men 25-49 Mid education	138	127	7.4%
Men 25-49 Low education	59	89	5.2%
Men Under 25 High education	16	15	0.9%
Men Under 25 Mid & Low education	58	79	4.6%
Women Over 65	223	217	12.7%
Women 50-64 High education	55	51	3.0%
Women 50-64 Mid education	86	89	5.2%
Women 50-64 Low education	72	70	4.1%
Women 25-49 High education	160	149	8.7%
Women 25-49 Mid education	140	132	7.7%
Women 25-49 Low education	87	79	4.6%
Women Under 25 High education	21	19	1.1%
Women Under 25 Mid & Low education	72	74	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	219	325	19.0%
Medium (3-7)	1095	1027	60.0%
High (8,9,10)	397	359	21.0%
Social Grade (NRS and 2011 census)			
AB	497	479	28.0%
C1	501	496	29.0%
C2	336	359	21.0%
DE	377	376	22.0%
EU Referendum Vote (Election Result)			
Remain	656	635	37.1%
Leave	664	678	39.6%
Don't Know / Did Not Vote	391	399	23.3%

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

North Con	116	120	7.0%
North Lab	134	132	7.7%
North LD	26	24	1.4%
North BP	15	15	0.9%
North Oth	12	12	0.7%
North DNV	116	109	6.4%
Midlands Con	112	113	6.6%
Midlands Lab	72	68	4.0%
Midlands LD	17	17	1.0%
Midlands BP	4	3	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	72	74	4.3%
London Con	41	50	2.9%
London Lab	52	75	4.4%
London LD	26	24	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	50	50	2.9%
South Con	243	245	14.3%
South Lab	107	103	6.0%
South LD	80	75	4.4%
South BP	3	2	0.1%
South Oth	24	22	1.3%
South DNV	135	128	7.5%
Wales Con	23	24	1.4%
Wales Lab	27	26	1.5%
Wales LD	4	3	0.2%
Wales PC	9	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	25	24	1.4%
Scotland Con	28	29	1.7%
Scotland Lab	21	21	1.2%
Scotland LD	5	10	0.6%
Scotland SNP	53	51	3.0%
Scotland Oth DNV	37	36	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

Or visit our website: yougov.co.uk