

YouGov / The Times Survey Results

Sample Size: 1759 adults in GB
Fieldwork: 23rd - 24th 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	1759	405	430	115	596	436	158	653	697	855	904	192	734	424	410	1003	756	211	591	382	424	151
Unweighted Sample	1759	424	451	122	605	450	159	733	690	752	1007	138	681	441	499	1060	699	188	608	387	435	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	35	100	0	0	79	2	8	15	60	32	38	19	23	37	55	31	41	26	43	37	32	19
Lab	37	0	100	0	8	81	28	50	19	36	38	54	43	38	23	40	32	46	33	38	45	21
Lib Dem	10	0	0	100	2	5	51	15	5	12	8	4	13	10	7	12	8	13	13	6	9	6
SNP	4	0	0	0	0	1	2	7	2	5	3	8	5	3	3	4	4	0	0	0	0	45
Plaid Cymru	1	0	0	0	0	0	0	2	0	1	1	0	1	1	1	1	0	0	0	5	0	0
Reform UK	4	0	0	0	6	1	2	1	8	5	3	1	4	4	4	3	4	5	3	5	4	1
Green	7	0	0	0	2	8	8	10	3	5	8	12	8	5	4	7	6	8	6	7	8	5
Other	2	0	0	0	2	1	1	1	3	3	2	3	3	1	3	2	4	3	2	2	2	4

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

Conservative	23	100	0	0	56	2	6	12	40	22	24	12	15	24	41	23	24	19	28	23	22	13
Labour	24	0	100	0	6	68	23	39	13	24	24	30	27	25	17	28	19	32	21	23	30	14
Liberal Democrat	7	0	0	100	1	5	41	12	3	8	5	3	8	7	6	8	4	10	8	4	6	4
Scottish National Party (SNP)	3	0	0	0	0	0	1	5	1	3	2	4	3	2	2	3	3	0	0	0	0	32
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	0	1	0	1	1	0	0	0	3	0	0
Reform UK	2	0	0	0	4	1	2	1	5	3	2	0	3	3	3	2	3	3	2	3	3	1
Green	4	0	0	0	1	7	7	7	2	4	5	8	5	3	3	5	4	5	4	4	5	4
Some other party	2	0	0	0	2	1	1	1	2	2	1	2	2	1	3	1	2	2	2	1	2	3
Would not vote	12	0	0	0	6	4	3	6	9	12	13	10	16	13	6	9	16	10	14	13	12	7
Don't know	19	0	0	0	22	10	14	15	21	16	22	21	18	21	18	17	22	14	19	22	19	20
Refused	3	0	0	0	1	2	0	2	2	3	2	9	3	0	1	2	4	5	2	3	2	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=28]

UK Independence Party (UKIP)	21	0	0	0	32	51	0	0	39	25	13	0	22	15	29	6	32	49	14	49	8	0
Women's Equality Party	7	0	0	0	0	0	0	19	5	0	22	0	17	0	0	11	4	19	7	0	11	0
Some other party	69	0	0	0	61	49	100	63	56	75	58	100	61	85	64	77	64	33	71	51	82	100
Don't know	2	0	0	0	7	0	0	18	0	0	7	0	0	0	6	6	0	0	8	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	1	1	0	3	1	1	4	7	8	9	7	12	8	4	5	13	9	9	10	8	8
1	2	1	0	0	1	1	0	1	1	2	2	2	3	2	1	2	2	2	2	2	2	2
2	3	0	0	0	2	1	2	1	3	3	2	4	3	1	2	2	4	2	3	4	2	1
3	2	1	2	0	2	1	0	1	2	1	3	4	3	1	2	2	3	1	2	4	2	1
4	2	2	2	1	1	2	3	1	1	2	2	3	3	1	1	2	2	1	3	1	3	0
5	7	3	4	6	6	5	3	3	8	7	7	7	9	6	5	5	9	10	7	8	6	4
6	3	3	1	2	2	2	0	2	2	3	2	5	3	2	3	2	3	3	3	2	3	3
7	4	6	3	0	5	2	3	4	4	4	4	2	5	5	2	4	3	4	4	3	5	4
8	8	11	7	10	11	7	6	7	10	9	7	10	8	8	6	8	8	7	8	10	7	7
9	9	12	10	9	10	9	14	10	8	9	8	10	8	8	10	7	11	11	8	9	8	11
10 - Absolutely certain to vote	52	61	70	72	57	68	69	65	53	51	53	46	43	58	64	60	42	51	51	47	55	62

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	229	186	10.6%
Men 50-64 High education	58	56	3.2%
Men 50-64 Mid education	83	81	4.6%
Men 50-64 Low education	74	70	4.0%
Men 25-49 High education	114	142	8.1%
Men 25-49 Mid education	120	130	7.4%
Men 25-49 Low education	30	91	5.2%
Men Under 25 High education	12	16	0.9%
Men Under 25 Mid & Low education	32	81	4.6%
Women Over 65	270	223	12.7%
Women 50-64 High education	55	53	3.0%
Women 50-64 Mid education	94	91	5.2%
Women 50-64 Low education	77	72	4.1%
Women 25-49 High education	174	153	8.7%
Women 25-49 Mid education	149	135	7.7%
Women 25-49 Low education	94	81	4.6%
Women Under 25 High education	24	19	1.1%
Women Under 25 Mid & Low education	70	76	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	182	334	19.0%
Medium (3-7)	1177	1055	60.0%
High (8,9,10)	400	369	21.0%
Social Grade (NRS and 2011 census)			
AB	551	493	28.0%
C1	509	510	29.0%
C2	268	369	21.0%
DE	431	387	22.0%
EU Referendum Vote (Election Result)			
Remain	733	653	37.1%
Leave	690	697	39.6%
Don't Know / Did Not Vote	336	410	23.3%

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

North Con	130	123	7.0%
North Lab	147	135	7.7%
North LD	30	25	1.4%
North BP	17	16	0.9%
North Oth	13	12	0.7%
North DNV	98	113	6.4%
Midlands Con	125	116	6.6%
Midlands Lab	77	70	4.0%
Midlands LD	18	18	1.0%
Midlands BP	4	4	0.2%
Midlands Oth	11	9	0.5%
Midlands DNV	65	76	4.3%
London Con	47	51	2.9%
London Lab	67	77	4.4%
London LD	20	25	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	46	51	2.9%
South Con	253	252	14.3%
South Lab	115	106	6.0%
South LD	78	77	4.4%
South BP	2	2	0.1%
South Oth	25	23	1.3%
South DNV	135	132	7.5%
Wales Con	25	25	1.4%
Wales Lab	25	26	1.5%
Wales LD	4	4	0.2%
Wales PC	8	7	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	23	25	1.4%
Scotland Con	25	30	1.7%
Scotland Lab	19	21	1.2%
Scotland LD	9	11	0.6%
Scotland SNP	48	53	3.0%
Scotland Oth DNV	40	37	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