

YouGov / QMUL Survey Results

Sample Size: 1232 adults in London
Fieldwork: 19th - 22nd April 2022

	Westminster VI			Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1232	183	437	88	298	448	139	554	363	606	626	133	654	255	190	727	505
Unweighted Sample	1232	200	451	92	313	421	138	580	354	543	689	123	640	272	197	814	418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION:

Local Election Voting Intention

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

Con	23	88	2	5	67	2	7	11	47	22	24	8	17	24	48	22	24
Lab	50	3	88	16	14	80	35	60	29	49	51	65	58	45	23	49	51
Lib Dem	12	1	5	74	4	5	45	16	5	12	11	4	10	17	14	14	9
Green	9	1	3	1	3	9	10	9	6	9	9	16	8	9	6	9	8
Other	7	7	2	4	11	4	3	3	13	8	5	7	7	5	8	5	9

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	Region (1)					Region (2)		Ethnicity	
	Central	North	South	East	West	Inner London	Outer London	White	BME
Weighted Sample	271	150	229	375	207	458	774	742	472
Unweighted Sample	259	162	231	375	205	442	790	794	414
	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION:

Local Election Voting Intention

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

Con	23	12	27	28	21	31	13	29	28	14
Lab	50	63	47	27	54	51	63	42	40	66
Lib Dem	12	12	10	28	5	7	9	13	12	11
Green	9	11	10	6	9	7	11	8	11	5
Other	7	1	6	11	10	3	3	9	8	5

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	Westminster VI			Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		
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Unweighted Sample	1232	200	451	92	313	421	138	580	354	543	689	123	640	272	197	814	418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were elections for your local council tomorrow, how would you vote?

28 Feb-3 Mar
19-22 Apr

Conservative	17	16	78	2	5	50	2	6	8	31	16	16	5	12	17	36	17	15
Labour	34	34	3	84	14	11	64	27	48	20	35	34	43	38	32	18	36	32
Liberal Democrat	8	8	1	4	70	3	4	36	13	3	9	7	2	7	12	11	10	6
Green	6	7	2	3	1	3	7	8	8	5	7	7	12	7	7	5	7	6
Some other party	3	5	6	2	4	8	3	2	3	9	6	4	5	5	4	6	4	5
Would not vote	9	10	4	2	1	6	5	6	4	12	11	10	11	9	15	8	8	14
Don't know	17	15	6	2	5	16	9	11	11	17	11	18	12	15	13	17	13	17
Refused	5	6	1	1	1	3	5	3	5	3	6	5	10	8	0	1	6	5

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=60]

Reform UK	22	16	0	0	26	20	0	0	10	21	22	8	22	15	18	15	14	19
UK Independence Party (UKIP)	19	5	0	0	0	4	0	0	0	8	7	2	0	4	0	16	7	4
Women's Equality Party	9	2	0	0	0	0	2	0	0	4	0	6	0	5	0	0	4	0
Independent or some other party	37	69	84	100	74	60	98	100	88	60	66	73	73	71	58	69	67	71
Don't know	11	7	16	0	0	16	0	0	3	7	4	11	0	5	24	0	7	7
Refused	3	1	0	0	0	0	0	0	0	0	1	0	5	0	0	0	1	0

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a local council election tomorrow?

0 - Certain NOT to vote	9	3	1	2	3	4	3	3	9	9	8	11	8	12	5	7	11
1	2	0	1	0	3	0	2	1	3	2	2	5	1	3	2	1	3
2	2	0	1	0	2	1	1	1	2	2	2	4	2	1	1	2	2
3	2	3	1	1	2	1	1	2	2	3	2	2	2	3	1	3	1
4	3	3	1	3	3	2	2	3	3	3	3	3	4	2	3	3	4
5	8	5	6	0	5	6	2	5	8	7	10	10	9	7	5	6	11
6	4	2	3	5	3	6	3	3	4	3	5	11	5	1	3	4	5
7	5	5	5	5	5	5	3	5	6	4	7	11	6	3	2	6	5
8	6	7	7	11	7	5	8	6	8	6	6	6	6	6	9	7	6
9	8	9	12	10	10	10	12	10	7	9	8	7	8	8	10	9	7
10 - Absolutely certain to vote	49	63	62	64	56	59	64	61	49	52	47	29	48	55	59	52	45

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Weighted Sample	1232	271	150	229	375	207	458	774	742	472
Unweighted Sample	1232	259	162	231	375	205	442	790	794	414
	%	%	%	%	%	%	%	%	%	%

	28 Feb-3 Mar	19-22 Apr	Region (1)					Region (2)		Ethnicity	
If there were elections for your local council tomorrow, how would you vote?											
Conservative	17	16	8	20	19	15	21	8	20	20	9
Labour	34	34	44	36	19	37	34	43	29	29	43
Liberal Democrat	8	8	9	7	18	3	5	7	9	9	7
Green	6	7	9	8	4	7	7	8	6	9	5
Some other party	3	5	1	4	7	7	3	2	6	6	3
Would not vote	9	10	5	6	15	12	12	9	11	9	11
Don't know	17	15	18	14	15	15	11	16	14	15	14
Refused	5	6	7	6	4	4	8	6	5	3	9

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=60]

	28 Feb-3 Mar	19-22 Apr	Region (1)					Region (2)		Ethnicity	
Reform UK	22	16	12	25	17	13	23	34	12	18	11
UK Independence Party (UKIP)	19	5	0	0	12	4	0	0	7	5	7
Women's Equality Party	9	2	0	0	2	0	19	0	3	0	9
Independent or some other party	37	69	88	54	64	75	58	62	70	69	69
Don't know	11	7	0	16	5	8	0	4	7	8	3
Refused	3	1	0	6	0	0	0	0	1	0	2

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a local council election tomorrow?

	28 Feb-3 Mar	19-22 Apr	Region (1)					Region (2)		Ethnicity	
0 - Certain NOT to vote	9	8	8	3	11	9	12	10	8	7	11
1	2	2	2	2	3	2	2	2	2	2	2
2	2	1	2	3	1	2	2	1	2	2	2
3	2	1	3	2	2	2	2	1	2	2	2
4	3	4	4	2	1	4	4	5	2	3	3
5	8	12	12	10	8	7	5	9	8	7	10
6	4	7	7	1	3	5	4	6	4	3	6
7	5	6	6	5	3	5	8	7	5	5	6
8	6	6	6	5	9	7	4	7	6	7	7
9	8	6	6	9	9	10	7	7	9	8	9
10 - Absolutely certain to vote	49	46	46	58	49	48	50	45	52	54	43

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	87	85	6.9%
Men 50-64 High education	42	47	3.8%
Men 50-64 Mid education	46	44	3.6%
Men 50-64 Low education	34	34	2.8%
Men 25-49 High education	138	188	15.3%
Men 25-49 Mid education	70	92	7.5%
Men 25-49 Low education	67	48	3.9%
Men Under 25 High education	19	18	1.5%
Men Under 25 Mid & Low education	40	48	3.9%
Women Over 65	110	105	8.5%
Women 50-64 High education	50	44	3.6%
Women 50-64 Mid education	58	49	4.0%
Women 50-64 Low education	42	36	2.9%
Women 25-49 High education	213	186	15.1%
Women 25-49 Mid education	114	92	7.5%
Women 25-49 Low education	38	47	3.8%
Women Under 25 High education	20	21	1.7%
Women Under 25 Mid & Low education	44	46	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	148	234	19.0%
Medium (3-7)	754	739	60.0%
High (8,9,10)	330	259	21.0%
Social Grade (NRS and 2011 census)			
AB	427	320	26.0%
C1	387	407	33.0%
C2	155	185	15.0%
DE	263	320	26.0%
EU Referendum Vote (Election Result)			
Remain	580	554	45.0%
Leave	354	363	29.5%
Don't Know / Did Not Vote	298	314	25.5%

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Ethnicity (ONS Population estimates)

White	794	742	60.2%
Indian	113	84	6.8%
Pakistani and Bangladeshi	95	63	5.1%
Black	73	154	12.5%
Other and Mixed	133	171	13.9%
Refused	24	18	1.5%

Vote in 2019 (Election Result)

Conservative	313	298	24.2%
Labour	421	448	36.4%
Liberal Democrat	138	139	11.3%
Brexit Party	13	12	1.0%
Green Party	26	28	2.3%
Other	11	5	0.4%
Don't know / Didn't vote	310	301	24.4%

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