

YouGov / The Times Survey Results

Sample Size: 1690 adults in GB
Fieldwork: 12th - 13th January 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	1690	323	446	120	573	419	152	627	669	821	869	184	705	407	394	963	727	203	568	367	407	145
Unweighted Sample	1690	327	470	121	571	441	148	678	669	751	939	130	709	424	427	994	696	184	568	374	414	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

11-12 Jan
12-13 Jan

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	28	29	100	0	0	71	2	3	12	52	30	28	16	20	35	46	27	33	20	35	33	28	21
Lab	38	40	0	100	0	13	82	36	53	22	38	44	58	48	32	30	41	39	53	37	41	50	10
Lib Dem	13	11	0	0	100	4	5	55	18	4	12	10	6	11	12	11	12	8	14	12	8	9	10
SNP	5	5	0	0	0	0	2	0	8	3	5	6	5	5	8	3	6	5	0	0	0	0	53
Plaid Cymru	2	1	0	0	0	0	1	1	0	1	1	0	3	1	0	1	1	1	0	0	3	0	0
Reform UK	4	6	0	0	0	11	1	0	0	13	8	3	1	6	7	6	4	8	6	6	7	6	1
Green	7	6	0	0	0	1	7	4	8	3	5	7	11	8	5	2	8	4	5	9	4	6	3
Other	3	1	0	0	0	1	0	1	0	2	1	1	0	2	1	1	1	2	2	1	2	1	1

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

Conservative	18	19	100	0	0	48	2	3	10	33	22	17	10	13	24	30	19	20	15	21	23	17	15
Labour	25	26	0	100	0	9	67	28	42	14	27	26	36	30	22	20	29	23	39	23	28	30	8
Liberal Democrat	8	7	0	0	100	3	4	43	14	3	8	6	3	7	8	7	9	5	11	8	6	5	7
Scottish National Party (SNP)	3	4	0	0	0	0	1	0	6	2	3	4	3	3	5	2	4	3	0	0	0	0	39
Plaid Cymru	1	1	0	0	0	0	1	1	0	1	1	0	2	1	0	0	1	1	0	0	3	0	0
Reform UK	3	4	0	0	0	7	1	0	0	8	6	2	1	4	5	4	3	5	5	4	5	3	1
Green	5	4	0	0	0	0	6	3	6	2	4	4	8	5	3	1	5	3	4	6	3	4	3
Some other party	2	1	0	0	0	1	1	0	1	2	1	1	0	2	1	1	1	2	2	1	2	1	1
Would not vote	12	11	0	0	0	5	4	4	4	9	11	12	8	14	10	9	9	14	5	11	12	15	7
Don't know	21	21	0	0	0	25	11	19	16	25	15	26	20	19	21	24	19	22	14	25	17	22	16
Refused	3	2	0	0	0	1	3	0	1	2	3	2	9	3	1	1	2	3	4	2	3	2	

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=21]

UK Independence Party (UKIP)	32	30	0	0	0	42	22	0	0	38	34	26	0	35	41	0	32	29	36	54	30	14	0
Women's Equality Party	0	3	0	0	0	0	0	100	20	0	0	8	0	0	16	0	0	6	0	0	12	0	0
Some other party	68	53	0	0	0	58	53	0	50	47	58	47	0	49	25	100	43	60	64	26	59	45	100
Don't know	0	13	0	0	0	0	25	0	29	15	9	19	0	15	17	0	24	6	0	20	0	41	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	9	1	1	1	3	2	0	2	6	8	9	9	10	7	7	6	12	6	7	10	11	11
1	1	2	0	0	0	1	0	2	1	2	2	2	3	2	2	2	2	2	3	2	2	2	1
2	2	1	0	0	0	0	1	0	0	2	2	1	0	2	1	2	1	1	0	2	1	2	1
3	2	2	1	0	2	2	2	1	1	2	2	2	2	3	1	2	2	2	2	4	1	2	1
4	2	2	1	2	2	2	1	1	1	3	2	2	3	2	3	2	2	3	2	3	2	1	0
5	8	7	3	4	6	6	3	6	5	7	4	10	12	6	8	5	5	9	4	8	7	8	4
6	3	4	2	3	5	4	3	5	2	4	4	4	7	5	3	2	4	4	8	3	5	5	1
7	5	5	5	5	3	6	3	2	5	5	5	5	9	5	5	3	4	5	7	5	4	6	2
8	7	5	7	5	8	7	5	5	3	8	6	5	8	4	5	7	5	6	4	6	6	6	5
9	9	6	7	8	9	7	6	10	8	6	6	7	4	6	6	7	7	6	8	7	6	4	8
10 - Absolutely certain to vote	54	56	72	72	64	63	74	67	71	56	58	53	43	54	58	62	61	49	57	53	57	53	66

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

Boris Johnson	23	22	82	1	4	48	3	6	10	37	25	19	11	16	27	31	19	25	16	24	23	23	14
Keir Starmer	35	35	2	80	56	12	67	60	55	19	35	34	35	38	33	31	40	27	45	31	33	35	37
Not sure	38	40	17	18	38	39	27	32	32	41	37	43	44	42	38	37	38	43	36	42	41	38	44
Refused	4	4	0	1	2	1	4	1	2	3	3	4	10	4	2	2	3	5	4	3	4	4	5

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	189	179	10.6%
Men 50-64 High education	56	54	3.2%
Men 50-64 Mid education	82	78	4.6%
Men 50-64 Low education	71	68	4.0%
Men 25-49 High education	130	137	8.1%
Men 25-49 Mid education	121	125	7.4%
Men 25-49 Low education	57	88	5.2%
Men Under 25 High education	10	15	0.9%
Men Under 25 Mid & Low education	35	78	4.6%
Women Over 65	238	215	12.7%
Women 50-64 High education	51	51	3.0%
Women 50-64 Mid education	90	88	5.2%
Women 50-64 Low education	74	69	4.1%
Women 25-49 High education	169	147	8.7%
Women 25-49 Mid education	146	130	7.7%
Women 25-49 Low education	86	78	4.6%
Women Under 25 High education	23	19	1.1%
Women Under 25 Mid & Low education	62	73	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	181	321	19.0%
Medium (3-7)	1094	1014	60.0%
High (8,9,10)	415	355	21.0%
Social Grade (NRS and 2011 census)			
AB	531	473	28.0%
C1	463	490	29.0%
C2	309	355	21.0%
DE	387	372	22.0%
EU Referendum Vote (Election Result)			
Remain	678	627	37.1%
Leave	669	669	39.6%
Don't Know / Did Not Vote	343	394	23.3%

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

North Con	120	118	7.0%
North Lab	140	130	7.7%
North LD	26	24	1.4%
North BP	16	15	0.9%
North Oth	11	12	0.7%
North DNV	101	108	6.4%
Midlands Con	111	112	6.6%
Midlands Lab	74	68	4.0%
Midlands LD	18	17	1.0%
Midlands BP	3	3	0.2%
Midlands Oth	9	8	0.5%
Midlands DNV	70	73	4.3%
London Con	44	49	2.9%
London Lab	66	74	4.4%
London LD	15	24	1.4%
London BP	2	2	0.1%
London Oth	4	5	0.3%
London DNV	53	49	2.9%
South Con	240	242	14.3%
South Lab	115	101	6.0%
South LD	74	74	4.4%
South BP	3	2	0.1%
South Oth	21	22	1.3%
South DNV	115	127	7.5%
Wales Con	27	24	1.4%
Wales Lab	25	25	1.5%
Wales LD	5	3	0.2%
Wales PC	6	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	22	24	1.4%
Soctland Con	29	29	1.7%
Scotland Lab	21	20	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	52	51	3.0%
Scotland Oth DNV	38	35	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