

YouGov / The Times Survey Results

Sample Size: 1683 adults in GB
Fieldwork: 13th - 14th 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	1683	356	435	121	571	417	151	624	666	818	865	183	702	406	392	959	724	202	565	365	406	145	
Unweighted Sample	1683	362	439	129	590	421	154	680	680	722	961	143	681	416	443	1004	679	168	588	369	408	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	31	100	0	0	71	1	5	12	56	33	30	17	24	33	47	29	34	21	36	35	33	17
Lab	39	0	100	0	11	83	30	53	20	36	43	51	48	35	25	42	36	55	35	40	45	18
Lib Dem	11	0	0	100	4	3	57	17	5	10	11	2	10	12	13	12	9	7	15	9	9	8
SNP	5	0	0	0	0	1	2	7	2	5	4	7	4	6	3	4	6	1	0	0	0	46
Plaid Cymru	1	0	0	0	0	1	1	2	1	1	1	0	2	0	1	1	1	0	0	5	0	0
Reform UK	5	0	0	0	11	1	1	0	12	8	2	6	4	6	6	3	8	5	6	5	5	3
Green	6	0	0	0	1	9	5	8	2	5	7	13	7	5	3	7	4	10	5	5	7	3
Other	2	0	0	0	2	1	0	1	2	2	2	4	1	3	2	1	3	1	3	1	1	5

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

Conservative	21	100	0	0	51	1	4	10	37	24	19	12	16	23	32	21	22	14	24	23	21	14
Labour	26	0	100	0	8	70	24	41	13	25	26	34	30	23	18	29	22	38	23	26	29	13
Liberal Democrat	7	0	0	100	3	3	46	13	3	7	7	1	7	8	9	8	5	5	10	6	6	6
Scottish National Party (SNP)	3	0	0	0	0	1	2	5	1	4	3	5	2	4	2	3	4	1	0	0	0	34
Plaid Cymru	1	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1	0	0	3	0	0
Reform UK	4	0	0	0	8	0	0	0	8	6	1	6	3	4	4	2	5	6	4	3	3	3
Green	4	0	0	0	1	8	4	7	2	4	4	9	4	3	2	5	3	6	3	4	5	2
Some other party	2	0	0	0	2	1	1	1	2	2	1	4	1	2	1	1	2	1	2	1	1	4
Would not vote	13	0	0	0	6	3	3	4	11	13	13	5	17	12	11	11	15	12	12	16	15	7
Don't know	17	0	0	0	21	10	15	16	21	12	23	13	17	19	18	17	18	14	20	16	17	15
Refused	3	0	0	0	1	2	1	2	2	3	2	10	2	1	2	2	3	4	2	2	3	2

And which of these parties would you vote for?

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

UK Independence Party (UKIP)	21	0	0	0	24	0	0	0	23	17	27	35	11	24	16	16	24	49	15	61	0	0
Women's Equality Party	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	70	0	0	0	59	100	0	87	61	72	66	65	71	76	65	76	66	51	70	39	79	100
Don't know	9	0	0	0	17	0	100	13	16	10	8	0	18	0	19	8	10	0	15	0	21	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	10	1	0	1	4	2	1	3	7	10	9	6	13	6	8	8	13	8	8	12	12	11
1	2	0	0	0	1	1	1	1	1	1	2	1	2	2	2	1	2	1	2	1	2	0
2	2	1	0	0	2	0	0	2	2	3	2	5	2	3	1	2	3	3	2	2	3	1
3	2	1	0	1	1	0	2	0	3	1	2	0	2	3	1	2	1	2	2	2	1	0
4	1	1	0	4	1	0	0	0	2	2	1	3	2	1	1	2	1	3	2	1	1	1
5	7	6	5	3	6	5	4	6	6	6	8	10	8	5	5	7	7	8	6	6	9	5
6	3	3	2	7	3	2	3	3	4	3	3	3	5	3	0	2	4	2	3	4	3	0
7	5	7	3	4	7	4	5	4	6	6	5	9	5	4	5	5	5	2	7	6	5	7
8	7	8	8	4	9	7	3	7	7	6	8	7	7	6	7	6	8	5	5	10	6	9
9	8	9	10	9	6	11	10	9	6	8	7	9	7	8	7	8	7	10	8	7	8	4
10 - Absolutely certain to vote	53	64	71	67	60	67	72	66	55	54	52	48	47	58	63	58	48	55	56	49	50	61

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	200	178	10.6%
Men 50-64 High education	54	54	3.2%
Men 50-64 Mid education	74	77	4.6%
Men 50-64 Low education	66	67	4.0%
Men 25-49 High education	110	136	8.1%
Men 25-49 Mid education	131	125	7.4%
Men 25-49 Low education	42	88	5.2%
Men Under 25 High education	16	15	0.9%
Men Under 25 Mid & Low education	29	77	4.6%
Women Over 65	243	214	12.7%
Women 50-64 High education	56	50	3.0%
Women 50-64 Mid education	92	88	5.2%
Women 50-64 Low education	74	69	4.1%
Women 25-49 High education	162	146	8.7%
Women 25-49 Mid education	149	130	7.7%
Women 25-49 Low education	87	77	4.6%
Women Under 25 High education	20	19	1.1%
Women Under 25 Mid & Low education	78	72	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	184	320	19.0%
Medium (3-7)	1100	1010	60.0%
High (8,9,10)	399	353	21.0%
Social Grade (NRS and 2011 census)			
AB	514	471	28.0%
C1	490	488	29.0%
C2	313	353	21.0%
DE	366	370	22.0%
EU Referendum Vote (Election Result)			
Remain	680	624	37.1%
Leave	680	666	39.6%
Don't Know / Did Not Vote	323	392	23.3%

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

North Con	120	118	7.0%
North Lab	141	130	7.7%
North LD	25	24	1.4%
North BP	15	15	0.9%
North Oth	12	12	0.7%
North DNV	95	108	6.4%
Midlands Con	111	111	6.6%
Midlands Lab	73	67	4.0%
Midlands LD	17	17	1.0%
Midlands BP	3	3	0.2%
Midlands Oth	10	8	0.5%
Midlands DNV	70	72	4.3%
London Con	50	49	2.9%
London Lab	56	74	4.4%
London LD	22	24	1.4%
London BP	1	2	0.1%
London Oth	6	5	0.3%
London DNV	33	49	2.9%
South Con	255	241	14.3%
South Lab	106	101	6.0%
South LD	77	74	4.4%
South BP	2	2	0.1%
South Oth	23	22	1.3%
South DNV	125	126	7.5%
Wales Con	25	24	1.4%
Wales Lab	26	25	1.5%
Wales LD	4	3	0.2%
Wales PC	7	7	0.4%
Wales BP	1	3	0.2%
Wales Oth DNV	22	24	1.4%
Soctland Con	29	29	1.7%
Scotland Lab	19	20	1.2%
Scotland LD	9	10	0.6%
Scotland SNP	55	50	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