

YouGov / The Times Survey Results

Sample Size: 1656 adults in GB
Fieldwork: 26th - 27th 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	1656	348	415	117	561	411	149	614	656	805	851	181	691	399	386	944	712	199	556	359	399	142	
Unweighted Sample	1656	367	425	118	575	406	152	677	658	721	935	127	660	417	452	982	674	146	582	371	407	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

20-21 Jan
26-27 Jan

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	32	32	100	0	0	76	2	4	13	58	33	32	11	20	38	53	31	34	21	39	35	32	18
Lab	39	38	0	100	0	7	78	39	52	19	34	42	57	46	33	24	39	37	47	35	40	44	18
Lib Dem	8	11	0	0	100	6	7	48	15	5	12	9	7	14	10	7	13	7	16	13	9	7	6
SNP	5	5	0	0	0	1	1	2	8	2	5	5	6	6	6	3	4	7	0	1	0	0	53
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	1	2	0	1	1	1	1	0	0	4	0	0
Reform UK	4	3	0	0	0	5	1	0	0	8	4	2	0	3	4	4	3	4	3	2	5	4	1
Green	8	7	0	0	0	1	9	6	9	3	6	7	11	8	5	4	7	7	9	8	4	7	3
Other	2	3	0	0	0	4	1	2	1	5	4	2	6	2	4	3	2	5	3	2	3	6	1

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

Conservative	22	21	100	0	0	52	2	3	11	38	22	20	7	12	25	38	22	20	16	25	22	20	12
Labour	27	25	0	100	0	5	65	30	40	12	23	27	33	29	22	18	27	22	34	22	25	29	13
Liberal Democrat	6	7	0	0	100	4	6	37	11	4	8	6	4	9	7	6	9	4	12	8	6	5	4
Scottish National Party (SNP)	3	3	0	0	0	1	1	1	6	1	4	3	4	3	4	2	3	4	0	0	0	0	37
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	2	0	0	1	1	0	0	0	2	0	0
Reform UK	3	2	0	0	0	4	1	0	0	5	3	1	0	2	3	3	2	2	2	2	3	2	1
Green	6	4	0	0	0	1	8	4	7	2	4	5	6	5	4	3	5	4	7	5	3	4	2
Some other party	2	3	0	0	0	4	1	1	1	4	3	2	3	1	3	3	2	3	3	2	2	4	1
Would not vote	12	11	0	0	0	4	3	1	2	10	12	10	9	15	7	9	8	15	6	12	11	13	10
Don't know	17	20	0	0	0	25	11	22	19	22	16	24	24	19	23	15	19	20	16	21	22	19	19
Refused	3	3	0	0	0	0	2	0	1	2	3	2	7	3	1	1	3	3	3	3	4	1	

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=41]

UK Independence Party (UKIP)	18	9	0	0	0	12	0	0	0	15	8	11	0	8	6	17	4	13	0	15	19	4	0
Women's Equality Party	7	6	0	0	0	0	0	0	0	6	6	14	19	0	0	0	11	0	0	0	17	0	0
Some other party	64	75	0	0	0	72	100	100	100	69	78	70	86	73	70	76	83	69	83	58	81	79	100
Don't know	10	9	0	0	0	16	0	0	0	16	8	13	0	0	24	6	12	7	17	27	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	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	10	10	0	0	3	3	2	1	2	8	11	8	9	12	7	8	6	14	7	11	8	10	8
1	2	1	0	0	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	3
2	2	1	0	0	2	0	1	0	0	2	1	2	2	2	1	1	2	1	1	1	1	2	1
3	2	2	1	1	3	1	1	2	1	2	2	2	3	2	2	1	2	1	1	1	2	2	3
4	1	1	0	1	1	1	2	0	1	1	1	2	2	1	2	1	1	2	0	1	2	2	0
5	7	9	5	3	0	7	4	4	6	9	8	9	11	10	8	6	7	10	9	9	8	9	6
6	3	3	4	2	1	4	2	2	2	4	3	4	8	4	2	1	3	4	2	3	4	4	3
7	4	5	4	6	3	7	4	4	5	5	6	5	10	7	4	2	6	5	6	6	5	4	5
8	7	5	6	5	6	6	4	5	3	7	5	6	5	4	6	6	5	5	3	6	7	4	3
9	7	7	11	9	9	8	7	6	7	7	7	7	8	6	6	7	8	5	11	7	4	6	6
10 - Absolutely certain to vote	56	56	70	72	73	63	73	75	71	56	56	56	43	51	61	66	59	51	57	53	57	56	63

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	206	176	10.6%
Men 50-64 High education	60	53	3.2%
Men 50-64 Mid education	79	76	4.6%
Men 50-64 Low education	68	66	4.0%
Men 25-49 High education	104	134	8.1%
Men 25-49 Mid education	125	123	7.4%
Men 25-49 Low education	40	86	5.2%
Men Under 25 High education	14	15	0.9%
Men Under 25 Mid & Low education	25	76	4.6%
Women Over 65	246	210	12.7%
Women 50-64 High education	54	50	3.0%
Women 50-64 Mid education	88	86	5.2%
Women 50-64 Low education	68	68	4.1%
Women 25-49 High education	165	144	8.7%
Women 25-49 Mid education	143	128	7.7%
Women 25-49 Low education	83	76	4.6%
Women Under 25 High education	21	18	1.1%
Women Under 25 Mid & Low education	67	71	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	166	315	19.0%
Medium (3-7)	1095	994	60.0%
High (8,9,10)	395	348	21.0%
Social Grade (NRS and 2011 census)			
AB	508	464	28.0%
C1	474	480	29.0%
C2	296	348	21.0%
DE	378	364	22.0%
EU Referendum Vote (Election Result)			
Remain	677	614	37.1%
Leave	658	656	39.6%
Don't Know / Did Not Vote	321	386	23.3%

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

North Con	119	116	7.0%
North Lab	135	128	7.7%
North LD	27	23	1.4%
North BP	15	15	0.9%
North Oth	13	12	0.7%
North DNV	98	106	6.4%
Midlands Con	112	109	6.6%
Midlands Lab	72	66	4.0%
Midlands LD	17	17	1.0%
Midlands BP	4	3	0.2%
Midlands Oth	9	8	0.5%
Midlands DNV	71	71	4.3%
London Con	46	48	2.9%
London Lab	43	73	4.4%
London LD	14	23	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	35	48	2.9%
South Con	246	237	14.3%
South Lab	107	99	6.0%
South LD	80	73	4.4%
South BP	2	2	0.1%
South Oth	22	22	1.3%
South DNV	125	124	7.5%
Wales Con	25	23	1.4%
Wales Lab	27	25	1.5%
Wales LD	4	3	0.2%
Wales PC	9	7	0.4%
Wales BP	2	3	0.2%
Wales Oth DNV	19	23	1.4%
Soctland Con	27	28	1.7%
Scotland Lab	22	20	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	54	50	3.0%
Scotland Oth DNV	37	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