

## YouGov / The Times Survey Results

Sample Size: 2006 adults in GB  
Fieldwork: 29th - 30th 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	2006	441	492	119	680	497	181	744	794	975	1031	219	837	483	467	1143	863	241	674	435	483	173
Unweighted Sample	2006	473	502	125	699	489	175	834	804	830	1176	145	779	520	562	1183	823	167	718	465	492	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### HEADLINE VOTING INTENTION

#### Westminster Voting Intention

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

	23-24 Mar	29-30 Mar																					
including those refused]																							
Con	35	33	100	0	0	74	2	6	15	58	33	33	14	21	35	54	32	35	23	42	35	31	17
Lab	37	37	0	100	0	9	81	38	55	18	33	41	52	47	34	22	40	32	50	33	35	49	13
Lib Dem	10	9	0	0	100	4	4	51	14	3	11	6	5	9	10	9	10	7	9	13	7	7	3
SNP	4	6	0	0	0	1	1	1	7	3	6	5	1	9	7	1	4	8	0	0	0	0	56
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	1	3	0	1	1	1	1	0	0	5	0	0
Reform UK	4	5	0	0	0	9	0	1	1	10	7	3	5	4	6	6	4	7	6	5	6	5	3
Green	7	6	0	0	0	1	9	3	7	3	4	8	17	7	3	4	7	4	7	5	7	6	4
Other	2	3	0	0	0	3	2	1	1	5	4	2	3	4	4	2	2	5	6	2	4	3	

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

Conservative	23	22	100	0	0	56	2	4	12	41	24	20	7	14	24	42	23	20	17	29	22	19	12
Labour	24	25	0	100	0	7	67	26	41	13	24	25	27	29	23	17	29	19	38	22	22	29	10
Liberal Democrat	7	6	0	0	100	3	3	36	11	2	8	4	3	5	7	7	7	4	7	9	5	4	2
Scottish National Party (SNP)	3	4	0	0	0	1	1	1	5	2	4	3	1	5	5	1	3	4	0	0	0	0	40
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	1	2	0	1	1	1	0	0	0	3	0	0
Reform UK	2	4	0	0	0	7	0	1	1	7	6	2	3	3	4	5	3	5	6	4	4	3	2
Green	4	4	0	0	0	1	7	2	6	3	3	6	11	4	3	3	6	3	5	4	5	4	5
Some other party	2	2	0	0	0	2	2	0	1	3	4	1	1	3	3	2	2	4	5	1	3	2	3
Would not vote	12	12	0	0	0	5	2	1	3	10	13	12	20	16	9	5	9	17	5	11	15	17	10
Don't know	19	18	0	0	0	17	13	24	18	17	12	24	18	18	20	16	16	21	14	20	20	18	14
Refused	3	2	0	0	0	1	1	3	1	1	3	2	7	2	2	1	2	3	3	1	2	4	1

#### And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=42]

UK Independence Party (UKIP)	21	31	0	0	0	57	19	0	0	39	22	53	100	16	28	49	46	21	8	47	47	34	11
Women's Equality Party	7	1	0	0	0	0	0	0	0	2	0	3	0	0	0	5	0	1	0	0	0	4	0
Some other party	69	67	0	0	0	43	81	100	100	59	76	44	0	80	72	45	54	74	92	53	46	62	89
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	2	0	0	0	0	0	0	0	0	3	0	0	4	0	0	0	3	0	0	7	0	0

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	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
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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	11	0	1	0	3	2	3	3	8	12	9	14	15	8	4	6	16	6	8	11	16	11
1	2	2	0	0	0	1	1	0	0	2	2	2	5	2	1	1	2	2	1	1	3	3	0
2	3	2	0	0	3	1	0	0	1	1	1	2	1	3	2	1	1	3	3	3	2	1	1
3	2	2	1	1	2	1	1	2	2	2	2	2	4	3	1	1	1	3	3	3	2	2	1
4	2	2	1	1	2	1	0	1	0	1	1	2	4	1	1	2	1	2	2	2	1	2	0
5	7	7	3	2	2	6	5	4	4	6	4	9	13	6	7	5	7	7	5	7	9	6	8
6	3	3	3	1	1	3	1	2	1	4	3	3	3	4	2	2	2	3	3	4	3	2	1
7	4	4	5	3	6	5	4	2	4	4	4	4	5	5	4	3	3	5	1	5	5	4	3
8	8	8	10	10	6	8	9	8	8	8	8	7	9	10	5	6	8	8	8	9	7	9	2
9	9	8	11	9	14	10	8	15	9	9	7	8	7	6	9	11	8	7	7	9	9	6	6
10 - Absolutely certain to vote	52	53	65	73	64	61	71	62	67	55	55	51	34	47	61	64	60	44	61	50	50	50	67

22-23 Mar 29-30 Mar

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

Boris Johnson	28	27	85	2	5	61	1	5	10	50	31	23	11	21	30	43	27	28	26	32	31	23	12
Keir Starmer	31	32	2	78	50	8	66	57	55	15	33	31	28	35	35	26	38	24	39	29	29	30	43
Not sure	38	37	12	19	42	29	29	32	33	32	31	42	47	41	32	29	32	43	27	35	36	42	42
Refused	3	4	1	2	4	2	3	6	2	2	5	4	14	4	3	2	3	6	7	3	4	5	3

## 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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	254	213	10.6%
Men 50-64 High education	67	64	3.2%
Men 50-64 Mid education	97	92	4.6%
Men 50-64 Low education	90	80	4.0%
Men 25-49 High education	108	162	8.1%
Men 25-49 Mid education	125	148	7.4%
Men 25-49 Low education	47	104	5.2%
Men Under 25 High education	10	18	0.9%
Men Under 25 Mid & Low education	32	92	4.6%
Women Over 65	308	255	12.7%
Women 50-64 High education	62	60	3.0%
Women 50-64 Mid education	114	104	5.2%
Women 50-64 Low education	90	82	4.1%
Women 25-49 High education	203	175	8.7%
Women 25-49 Mid education	189	154	7.7%
Women 25-49 Low education	107	92	4.6%
Women Under 25 High education	25	22	1.1%
Women Under 25 Mid & Low education	78	86	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	184	381	19.0%
Medium (3-7)	1326	1204	60.0%
High (8,9,10)	496	421	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	628	562	28.0%
C1	555	582	29.0%
C2	359	421	21.0%
DE	464	441	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	834	744	37.1%
Leave	804	794	39.6%
Don't Know / Did Not Vote	368	467	23.3%

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

North Con	148	140	7.0%
North Lab	164	154	7.7%
North LD	29	28	1.4%
North BP	18	18	0.9%
North Oth	18	14	0.7%
North DNV	115	128	6.4%
Midlands Con	141	132	6.6%
Midlands Lab	85	80	4.0%
Midlands LD	22	20	1.0%
Midlands BP	4	4	0.2%
Midlands Oth	12	10	0.5%
Midlands DNV	88	86	4.3%
London Con	47	58	2.9%
London Lab	53	88	4.4%
London LD	19	28	1.4%
London BP	3	2	0.1%
London Oth	6	6	0.3%
London DNV	39	58	2.9%
South Con	296	287	14.3%
South Lab	133	120	6.0%
South LD	87	88	4.4%
South BP	2	2	0.1%
South Oth	29	26	1.3%
South DNV	171	150	7.5%
Wales Con	31	28	1.4%
Wales Lab	33	30	1.5%
Wales LD	4	4	0.2%
Wales PC	10	8	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	31	28	1.4%
Scotland Con	36	34	1.7%
Scotland Lab	21	24	1.2%
Scotland LD	14	12	0.6%
Scotland SNP	58	60	3.0%
Scotland Oth DNV	35	42	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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)