

YouGov / The Times Survey Results

Sample Size: 1968 adults in GB
Fieldwork: 4th - 5th August 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	1968	445	499	149	667	488	177	730	779	956	1012	215	821	474	457	1122	846	236	661	427	474	169	
Unweighted Sample	1968	456	493	154	664	472	182	776	792	876	1092	152	797	495	523	1171	797	207	678	432	482	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27-28 Jul
4-5 Aug

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	34	33	100	0	0	77	2	7	15	56	36	31	16	22	34	56	32	35	28	41	34	29	22
Lab	35	37	0	100	0	8	81	26	49	22	34	40	50	48	34	20	37	38	42	32	40	47	16
Lib Dem	13	11	0	0	100	4	8	51	18	4	11	10	11	9	13	12	12	8	15	14	9	8	5
SNP	5	5	0	0	0	0	1	1	7	3	4	5	5	6	5	2	5	5	0	0	0	0	51
Plaid Cymru	1	1	0	0	0	0	0	1	1	1	1	1	4	1	0	1	1	1	0	0	6	0	0
Reform UK	3	3	0	0	0	6	0	1	0	7	3	4	1	2	5	5	2	5	2	3	4	5	1
Green	7	8	0	0	0	2	7	12	10	3	8	8	11	10	6	3	8	6	10	8	6	9	4
Other	1	2	0	0	0	3	0	2	1	3	2	1	2	2	2	2	2	2	3	2	2	2	0

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

Conservative	23	23	100	0	0	58	2	5	12	40	25	20	9	14	24	42	24	21	19	27	22	20	16
Labour	24	25	0	100	0	6	67	20	38	15	25	26	27	32	24	15	27	23	29	22	26	33	12
Liberal Democrat	9	8	0	0	100	3	6	40	14	3	8	7	6	6	9	9	9	5	10	10	6	6	4
Scottish National Party (SNP)	3	3	0	0	0	0	1	1	5	2	3	3	2	4	4	2	3	3	0	0	0	0	36
Plaid Cymru	1	1	0	0	0	0	0	0	1	1	1	1	2	1	0	1	1	1	0	0	4	0	0
Reform UK	2	2	0	0	0	5	0	1	0	5	2	3	1	1	3	4	2	3	1	2	2	4	1
Green	5	5	0	0	0	2	6	9	8	2	5	5	7	7	5	3	7	4	8	5	5	6	3
Some other party	1	1	0	0	0	2	0	2	1	2	2	1	1	1	2	2	1	1	2	1	2	1	0
Would not vote	11	12	0	0	0	6	4	2	5	10	14	11	13	15	11	9	8	18	8	13	14	13	12
Don't know	19	17	0	0	0	18	11	19	15	18	13	21	22	17	17	14	15	19	19	17	18	14	16
Refused	2	2	0	0	0	0	1	0	1	1	2	2	10	1	1	1	2	2	3	2	1	2	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=29]

UK Independence Party (UKIP)	33	22	0	0	0	25	0	0	0	15	21	22	100	28	0	11	23	20	37	17	0	43	0
Women's Equality Party	0	4	0	0	0	0	100	0	19	0	0	11	0	11	0	0	10	10	25	0	0	0	0
Some other party	63	61	0	0	0	57	0	71	55	73	67	52	0	38	100	77	66	55	38	83	60	43	100
Don't know	4	6	0	0	0	6	0	29	26	0	0	15	0	7	0	11	0	14	0	0	12	14	0
Refused	0	7	0	0	0	12	0	0	0	11	11	0	0	16	0	0	12	0	0	0	28	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	1	2	3	4	5	6	7	8	9	10 - Absolutely certain to vote
Total	9	11	2	2	2	3	3	4	6	7	57
Con	0	2	2	2	1	3	3	4	6	7	68
Lab	1	0	0	0	3	3	2	2	3	8	76
Lib Dem	2	0	0	1	1	1	1	1	1	1	67
Remain	4	4	1	1	1	1	1	1	1	1	72
Leave	1	2	1	1	1	1	1	1	1	1	73
Male	12	3	1	2	2	3	4	5	7	8	61
Female	10	1	2	2	2	3	4	4	5	6	57
18-24	15	2	3	4	4	5	6	7	8	9	37
25-49	14	2	2	2	2	2	2	3	4	4	51
50-64	8	2	2	1	1	1	1	1	1	1	63
65+	7	2	2	1	1	1	1	1	1	1	65
ABC1	8	2	2	2	2	2	2	3	4	4	61
C2DE	16	2	2	1	1	1	1	1	1	1	48
London	8	1	2	2	3	3	3	4	5	6	58
Rest of South	10	3	2	2	3	3	3	4	5	6	55
Midlands / Wales	12	2	2	2	3	3	4	4	5	6	52
North	13	2	2	1	3	3	3	4	5	6	56
Scotland	11	1	2	1	1	1	1	1	1	1	63

4-5
6-7 Jul
Aug

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

	4-5	6-7 Jul	Aug	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		
Boris Johnson	20	28	3	9	62	5	5	11	51	30	27	13	20	28	50	26	31	20	33	29	29	18	
Keir Starmer	37	38	5	82	59	10	74	65	61	21	39	36	40	42	40	27	43	31	43	35	37	38	43
Not sure	40	30	15	13	29	24	20	28	27	25	27	33	39	34	31	20	28	34	32	29	31	29	37
Refused	3	3	2	2	3	3	2	2	2	3	4	3	8	4	2	2	3	4	4	3	4	3	3

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

Rishi Sunak	24	32	28	31	26	24	33	30	21	24	24	21	23	25	26	27	20	25	27	21	23	22
Liz Truss	24	46	15	19	41	14	11	13	38	27	21	13	21	25	34	22	27	22	26	28	22	17
Not sure	49	21	55	46	31	60	52	55	39	46	52	57	53	48	38	48	51	50	45	48	51	57
Refused	3	1	2	4	1	2	4	2	2	3	3	9	3	2	2	3	3	3	2	3	4	3

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

Rishi Sunak	27	68	6	18	55	8	17	19	40	26	27	16	22	26	41	27	26	26	31	24	26	17
Keir Starmer	31	4	75	43	8	64	46	47	19	32	30	34	35	32	21	35	25	34	28	31	32	35
Not sure	39	27	17	36	36	25	35	31	39	38	40	43	39	40	36	34	45	36	37	42	38	46
Refused	3	1	3	4	2	3	2	3	3	4	3	7	4	3	2	3	4	5	3	3	4	3

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Unweighted Sample	1968	456	493	154	664	472	182	776	792	876	1092	152	797	495	523	1171	797	207	678	432	482	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Liz Truss	28	71	4	17	59	6	10	13	48	29	26	15	20	29	47	26	30	22	33	28	27	19
Keir Starmer	31	4	75	49	7	65	48	51	16	32	30	36	35	32	21	37	24	35	30	28	34	34
Not sure	37	24	19	29	32	27	35	32	33	34	40	42	41	36	29	34	41	38	35	40	35	43
Refused	4	1	2	5	1	3	6	4	3	4	3	8	4	3	3	4	5	3	4	4	5	

Thinking back to the start of July, do you think Conservative Ministers and MPs were right or wrong to effectively force Boris Johnson to resign?

They were right	61	31	90	83	38	87	85	81	45	62	60	67	66	64	48	67	54	64	61	55	63	69
They were wrong	24	57	5	10	50	6	5	9	44	24	24	10	15	24	45	21	28	19	26	26	24	17
Not sure	15	11	5	6	12	7	10	10	10	14	16	23	19	12	7	12	19	17	13	19	13	13

Thinking about how the leadership election has been conducted, and how the candidates and their campaigns have behaved towards one another, do you think it has shown the Conservative party in a good or bad light?

A good light	4	9	2	4	6	2	2	2	5	4	3	3	4	3	5	4	3	3	5	3	3	1
A bad light	62	44	80	79	51	79	73	72	57	63	61	61	59	65	63	65	58	64	57	64	64	66
Neither	21	40	12	11	35	11	16	17	27	21	20	8	20	23	26	20	22	18	25	18	19	18
Not sure	14	7	6	6	8	8	9	8	10	12	16	28	17	9	6	11	18	15	13	15	14	14

At this point in time, which of the following, if either, do you think it is more important for the next Prime Minister to do?

Concentrate more on getting inflation under control	64	68	72	76	69	67	70	71	66	63	65	51	59	68	75	67	59	60	66	65	62	62
Concentrate more on reducing people's taxes	17	19	18	14	19	18	15	14	20	18	16	15	20	15	14	16	17	18	17	16	19	12
Neither	7	4	4	5	5	6	9	6	5	8	6	7	6	9	6	7	7	8	6	7	6	10
Don't know	13	8	5	4	8	10	7	9	9	11	14	26	15	9	6	10	17	13	11	13	13	16

Thinking about current environmental policies, which of the following best reflects your view?

The next Prime Minister should maintain the current target of reaching Net Zero by 2050	53	40	73	74	42	74	74	72	39	54	52	57	57	53	45	59	46	56	54	56	49	53
The next Prime Minister should relax or delay the current target of reaching Net Zero by 2050	27	47	16	17	44	13	14	14	45	30	24	14	20	32	40	26	28	24	29	24	29	27
Not sure	20	12	11	9	14	13	13	13	16	15	24	29	22	15	15	15	26	21	17	20	22	20

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	239	209	10.6%
Men 50-64 High education	66	63	3.2%
Men 50-64 Mid education	91	91	4.6%
Men 50-64 Low education	81	79	4.0%
Men 25-49 High education	142	159	8.1%
Men 25-49 Mid education	148	146	7.4%
Men 25-49 Low education	48	102	5.2%
Men Under 25 High education	19	18	0.9%
Men Under 25 Mid & Low education	42	91	4.6%
Women Over 65	285	250	12.7%
Women 50-64 High education	63	59	3.0%
Women 50-64 Mid education	113	102	5.2%
Women 50-64 Low education	81	81	4.1%
Women 25-49 High education	194	171	8.7%
Women 25-49 Mid education	167	152	7.7%
Women 25-49 Low education	98	91	4.6%
Women Under 25 High education	26	22	1.1%
Women Under 25 Mid & Low education	65	85	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	254	374	19.0%
Medium (3-7)	1265	1181	60.0%
High (8,9,10)	449	413	21.0%
Social Grade (NRS and 2011 census)			
AB	598	551	28.0%
C1	573	571	29.0%
C2	356	413	21.0%
DE	441	433	22.0%
EU Referendum Vote (Election Result)			
Remain	776	730	37.1%
Leave	792	779	39.6%
Don't Know / Did Not Vote	400	459	23.3%

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

North Con	146	138	7.0%
North Lab	155	152	7.7%
North LD	25	28	1.4%
North BP	17	18	0.9%
North Oth	14	14	0.7%
North DNV	125	126	6.4%
Midlands Con	131	130	6.6%
Midlands Lab	77	79	4.0%
Midlands LD	19	20	1.0%
Midlands BP	5	4	0.2%
Midlands Oth	11	10	0.5%
Midlands DNV	80	85	4.3%
London Con	52	57	2.9%
London Lab	67	87	4.4%
London LD	24	28	1.4%
London BP	3	2	0.1%
London Oth	6	6	0.3%
London DNV	55	57	2.9%
South Con	273	281	14.3%
South Lab	120	118	6.0%
South LD	98	87	4.4%
South BP	6	2	0.1%
South Oth	25	26	1.3%
South DNV	156	148	7.5%
Wales Con	30	28	1.4%
Wales Lab	30	30	1.5%
Wales LD	5	4	0.2%
Wales PC	9	8	0.4%
Wales BP	5	4	0.2%
Wales Oth DNV	30	28	1.4%
Scotland Con	32	33	1.7%
Scotland Lab	23	24	1.2%
Scotland LD	11	12	0.6%
Scotland SNP	62	59	3.0%
Scotland Oth DNV	41	41	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