

## YouGov/WPR Survey Results

Sample Size: 1610 Adults in 18 Red Wall Constituencies (see Tab 1)

Fieldwork: 6th - 17th December 2021

	2019 General Election vote				EU Ref vote		Gender		Age Group				Social Grade		Region lived			
Total	Con	Lab	Lib Dem	Brexit	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North East	North West	Yorkshire and the Humber	
<b>Weighted sample</b>	<b>1586</b>	<b>564</b>	<b>455</b>	<b>61</b>	<b>97</b>	<b>450</b>	<b>762</b>	<b>788</b>	<b>798</b>	<b>189</b>	<b>597</b>	<b>400</b>	<b>400</b>	<b>852</b>	<b>734</b>	<b>701</b>	<b>353</b>	<b>531</b>
Unweighted Sample	1585	627	519	78	75	608	783	702	883	54	555	502	474	953	632	715	331	539
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	24	53	1	0	25	12	38	29	19	5	14	28	40	24	24	26	23	23
Labour	33	4	75	40	18	55	18	34	32	58	38	29	20	34	32	33	34	32
Liberal Democrat	3	1	2	31	2	6	2	3	4	0	3	2	5	4	3	4	3	2
Reform UK	8	10	1	1	30	1	11	11	5	11	6	8	8	8	8	8	6	9
Green	5	1	8	5	3	9	3	5	5	6	5	4	4	5	4	4	7	5
Some other party	3	2	2	0	8	1	4	4	2	0	3	3	4	3	3	3	3	3
Would not vote	5	4	2	5	3	2	4	3	6	4	7	4	2	3	7	4	4	6
Don't know	19	24	9	18	11	13	21	11	27	15	22	20	16	19	19	18	21	19

And which of these parties would you vote for?

[Asked only to those who answered 'Some other party', n=40]

UK Independence Party (UKIP)	28	36	0	0	55	0	37	31	22	0	24	24	36	30	27	22	9	45
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	70	64	100	0	36	100	61	69	72	0	76	70	64	70	70	73	91	55
Don't know	2	0	0	0	9	0	3	0	6	0	0	6	0	0	4	5	0	0

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

### Headline vote intention

[Excludes don't know and skips, n=1141]

Conservative	<b>32</b>	74	1	0	29	14	51	34	29	7	20	38	49	31	33	33	30	31
Labour	<b>43</b>	6	84	52	21	65	23	40	48	72	54	39	25	44	43	43	45	43
Liberal Democrat	<b>4</b>	2	2	40	3	8	2	3	5	0	5	3	6	5	4	5	4	3
Reform UK	<b>10</b>	14	1	1	35	1	15	12	7	13	9	10	10	10	10	10	8	12
Green	<b>6</b>	2	9	6	3	11	4	6	7	8	7	6	5	7	5	5	9	6

From what you've seen or heard about potential rises in energy prices, how much of an impact, if any, do you think these rises will have on your personal finances?

A significant impact	<b>22</b>	21	24	15	25	20	24	21	22	8	25	25	20	19	25	22	22	22
A fairly big impact	<b>35</b>	36	40	35	25	39	36	32	38	20	34	41	38	35	35	34	40	34
<b>TOTAL BIG IMPACT</b>	<b>57</b>	<b>57</b>	<b>64</b>	<b>50</b>	<b>50</b>	<b>59</b>	<b>60</b>	<b>53</b>	<b>60</b>	<b>28</b>	<b>59</b>	<b>66</b>	<b>58</b>	<b>54</b>	<b>60</b>	<b>56</b>	<b>62</b>	<b>56</b>
A small impact	<b>30</b>	36	25	34	41	32	32	34	25	23	27	29	37	34	24	31	28	28
No real impact	<b>6</b>	4	8	3	2	5	4	6	6	22	5	3	4	7	6	6	4	8
<b>TOTAL SMALL/NO IMPACT</b>	<b>36</b>	<b>40</b>	<b>33</b>	<b>37</b>	<b>43</b>	<b>37</b>	<b>36</b>	<b>40</b>	<b>31</b>	<b>45</b>	<b>32</b>	<b>32</b>	<b>41</b>	<b>41</b>	<b>30</b>	<b>37</b>	<b>32</b>	<b>36</b>
Don't know	<b>7</b>	3	4	12	7	4	4	6	9	27	9	2	1	5	10	8	6	8

How important, if at all, is the issue of energy bills to you at the moment?

Very important	<b>32</b>	34	33	28	32	28	36	30	33	8	33	39	33	27	37	31	33	32
Somewhat important	<b>43</b>	46	45	43	43	54	42	44	43	33	41	44	52	48	38	42	45	44
<b>TOTAL IMPORTANT</b>	<b>75</b>	<b>80</b>	<b>78</b>	<b>71</b>	<b>75</b>	<b>82</b>	<b>78</b>	<b>74</b>	<b>76</b>	<b>41</b>	<b>74</b>	<b>83</b>	<b>85</b>	<b>75</b>	<b>75</b>	<b>73</b>	<b>78</b>	<b>76</b>
Not very important	<b>13</b>	14	12	16	20	11	15	14	11	9	14	13	13	15	10	15	13	10
Not at all important	<b>6</b>	3	7	3	3	5	3	6	5	22	4	3	3	7	5	6	6	5
<b>TOTAL NOT IMPORTANT</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>16</b>	<b>31</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>22</b>	<b>15</b>	<b>21</b>	<b>19</b>	<b>15</b>
Don't know	<b>6</b>	3	2	10	3	2	3	5	8	28	7	1	0	3	11	6	3	9

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

**In general, do you think the UK government does or does not understand the financial pressures on working families?**

Does understand the financial pressures on working families	<b>12</b>	22	4	10	14	8	17	15	10	11	10	12	17	14	11	12	16	10
Does not understand the financial pressures on working families	<b>79</b>	69	93	77	77	88	76	79	80	76	81	82	76	80	78	79	77	83
Don't know	<b>8</b>	9	2	13	9	4	7	7	10	13	9	6	7	6	11	9	7	7

**Thinking about your current working situation compared to before the COVID-19 pandemic (i.e. before March 2020), would you say you are working from home more or less often than before, or has there been no change?**

[Asked to those in employment, n=807]

More often	<b>32</b>	31	37	50	21	39	29	32	32	31	36	27	20	42	18	30	29	37
Less often	<b>7</b>	7	6	11	12	7	8	7	7	5	8	5	3	9	4	7	6	8
No change	<b>55</b>	58	57	40	64	53	59	56	54	36	51	66	77	46	67	56	64	48
Don't know	<b>6</b>	4	1	0	3	1	5	5	7	28	5	2	0	3	11	8	2	7

**Thinking about the last week, roughly how often, if at all, have you avoided heating your home as much as you would have liked specifically because of the associated costs?**

Every day	<b>20</b>	20	24	22	20	20	23	18	21	11	20	22	23	17	23	19	22	19
At least 3 or 4 times	<b>14</b>	14	17	11	12	16	15	14	15	19	13	15	12	15	13	14	15	14
At least once or twice	<b>20</b>	19	20	19	13	23	18	18	23	18	19	24	19	21	19	18	20	24
Never – I have not avoided heating my home because of associated costs	<b>39</b>	43	36	37	54	39	42	45	33	24	41	38	45	43	35	42	41	34
Don't know	<b>6</b>	4	2	12	1	2	3	5	8	28	7	1	0	3	10	7	2	8

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

In general would you say heating your home is more of a luxury or more of a necessity?

More of a luxury	20	18	23	14	22	22	21	18	23	17	24	22	14	17	24	21	18	21
More of a necessity	66	70	67	73	71	68	68	69	63	57	60	66	79	70	61	64	70	65
Neither	8	8	8	10	5	8	8	8	8	4	8	10	6	7	8	7	10	8
Don't know	6	4	2	2	1	2	3	6	7	22	8	2	0	5	7	9	2	6

VAT is currently added to energy costs. Taking into account all the government priorities, would you support or oppose a \*\*temporary removal\*\* of VAT on energy costs?

Strongly support	59	61	62	56	68	59	66	61	57	41	54	65	68	58	59	57	62	59
Tend to support	24	26	24	25	18	26	21	23	25	30	24	20	24	26	21	26	23	22
<b>TOTAL SUPPORT</b>	<b>83</b>	<b>87</b>	<b>86</b>	<b>81</b>	<b>86</b>	<b>85</b>	<b>87</b>	<b>84</b>	<b>82</b>	<b>71</b>	<b>78</b>	<b>85</b>	<b>92</b>	<b>84</b>	<b>80</b>	<b>83</b>	<b>85</b>	<b>81</b>
Tend to oppose	5	6	4	2	1	5	4	6	3	7	4	6	4	6	3	5	5	4
Strongly oppose	1	2	1	1	0	2	1	2	1	0	2	2	1	1	1	2	1	1
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>5</b>
Don't know	11	6	10	15	12	8	8	8	15	23	16	7	3	9	15	10	9	15