

YouGov / The Times Survey Results

Sample Size: 1744 adults in GB
Fieldwork: 6th - 7th 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	1744	377	417	117	591	433	157	647	691	848	896	190	727	420	406	994	750	209	586	378	420	150	
Unweighted Sample	1744	397	427	122	606	435	158	693	697	772	972	158	728	426	432	1049	695	204	611	373	414	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20 Dec
6-7 Jan

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	30	33	100	0	0	75	2	8	15	58	33	34	10	22	42	50	31	37	24	41	31	33	24
Lab	36	37	0	100	0	8	80	32	51	19	33	41	52	45	32	22	38	35	49	31	39	44	18
Lib Dem	12	10	0	0	100	5	5	50	16	4	10	10	11	11	8	11	13	6	10	13	11	8	5
SNP	6	5	0	0	0	0	1	2	6	3	5	4	6	5	3	6	5	6	0	0	0	1	47
Plaid Cymru	1	1	0	0	0	0	1	1	1	0	1	0	2	1	1	0	1	0	0	0	3	0	0
Reform UK	5	5	0	0	0	9	1	0	0	11	7	3	8	4	7	5	4	7	5	5	7	6	0
Green	8	6	0	0	0	1	9	5	8	2	6	7	10	8	5	3	7	5	8	8	4	6	1
Other	3	3	0	0	0	2	2	2	2	4	4	1	1	4	2	3	2	4	3	2	4	2	4

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

Conservative	20	22	100	0	0	55	2	6	12	38	23	21	6	14	29	35	22	22	17	27	18	21	18
Labour	24	24	0	100	0	6	66	24	39	13	22	25	29	29	21	16	26	21	34	20	24	28	14
Liberal Democrat	8	7	0	0	100	4	4	39	12	3	7	6	7	7	5	8	9	4	8	9	7	5	4
Scottish National Party (SNP)	4	3	0	0	0	0	1	2	5	2	4	3	3	3	2	4	3	3	0	0	0	0	36
Plaid Cymru	0	1	0	0	0	0	1	1	1	0	1	0	1	1	0	0	1	0	0	0	2	0	0
Reform UK	3	4	0	0	0	7	1	0	0	8	6	2	6	2	5	3	3	4	4	4	4	4	0
Green	6	4	0	0	0	1	7	4	6	2	4	4	6	5	3	2	5	3	6	6	2	3	1
Some other party	2	2	0	0	0	2	2	1	2	2	3	1	0	2	2	2	2	2	2	1	3	1	3
Would not vote	11	13	0	0	0	5	2	2	4	12	13	12	11	14	13	11	9	18	8	12	17	14	5
Don't know	18	18	0	0	0	19	12	21	16	20	13	22	14	18	19	18	17	19	14	18	19	20	15
Refused	3	4	0	0	0	2	3	1	2	2	4	4	16	4	1	1	4	4	7	2	4	3	5

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=35]

UK Independence Party (UKIP)	23	15	0	0	0	22	11	0	9	24	20	0	0	19	0	19	12	17	0	24	13	29	0
Women's Equality Party	7	8	0	0	0	9	0	0	4	6	9	6	0	6	17	6	13	3	22	0	0	0	34
Some other party	56	73	0	0	0	54	89	100	80	65	71	77	100	71	71	75	70	76	78	67	79	71	66
Don't know	9	5	0	0	0	15	0	0	7	5	0	18	0	5	12	0	5	4	0	9	8	0	0
Refused	5	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	1	1	0	3	2	1	2	9	12	9	10	11	10	9	7	15	5	10	14	12	4
1	1	1	0	0	1	1	0	0	1	2	2	1	1	2	1	2	2	1	1	2	1	1	0
2	1	2	0	0	1	1	0	1	2	1	2	2	2	2	1	1	2	1	2	2	1	1	0
3	2	1	0	0	0	1	0	0	0	1	1	1	2	1	1	1	1	2	1	1	1	0	0
4	2	2	1	1	2	1	1	2	1	2	2	2	5	2	1	1	2	2	1	2	2	3	0
5	7	6	4	3	4	6	3	4	4	6	5	7	9	7	6	4	6	7	7	7	4	7	7
6	3	4	2	3	3	3	3	3	3	4	2	5	5	3	5	2	3	4	4	4	4	3	1
7	5	6	7	4	3	6	4	4	4	7	6	5	8	6	4	5	5	6	10	4	3	5	9
8	6	7	9	8	6	9	6	8	6	8	7	6	9	6	9	5	7	7	8	7	6	6	6
9	8	7	6	8	10	7	8	12	10	6	7	8	11	7	7	7	7	7	10	8	7	5	10
10 - Absolutely certain to vote	55	54	69	72	69	63	72	65	69	55	54	55	39	54	55	63	60	47	52	54	51	57	62

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

Boris Johnson	22	28	81	2	9	58	5	9	14	46	30	25	15	20	33	41	26	29	21	32	26	31	14
Keir Starmer	34	33	2	82	56	9	69	57	58	14	34	32	32	40	29	23	39	24	44	31	28	31	41
Not sure	39	36	16	16	33	31	23	31	26	38	32	40	35	37	36	35	31	42	27	34	42	35	39
Refused	5	4	1	1	2	2	3	3	2	2	4	3	17	3	2	1	3	4	8	3	4	3	6

How well or badly do you think the government are doing at handling Britain's exit from the European Union?

Very well	4	4	15	1	0	10	0	2	1	9	5	3	4	3	5	7	4	5	3	5	4	5	4
Fairly well	24	25	63	7	7	48	8	9	13	41	26	24	12	18	31	36	23	26	19	29	26	24	14
TOTAL WELL	28	29	78	8	7	58	8	11	14	50	31	27	16	21	36	43	27	31	22	34	30	29	18
Fairly badly	25	23	16	20	32	25	20	28	23	23	21	25	23	23	26	22	25	20	27	23	23	21	20
Very badly	37	37	4	66	56	11	65	56	57	18	40	33	41	44	30	27	39	34	40	31	36	37	55
TOTAL BADLY	62	60	20	86	88	36	85	84	80	41	61	58	64	67	56	49	64	54	67	54	59	58	75
Don't know	10	11	3	7	5	7	7	4	6	9	8	14	20	12	9	8	9	15	10	12	11	13	7

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

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

Right to leave	39	38	76	14	11	71	10	8	7	77	41	35	17	27	47	58	32	46	30	42	42	39	21
Wrong to leave	49	50	19	81	83	22	83	87	89	14	48	52	60	58	44	37	59	37	60	44	45	49	71
Don't know	12	12	5	5	6	7	6	5	4	9	11	13	23	15	9	6	9	16	11	14	12	13	8

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	188	185	10.6%
Men 50-64 High education	57	56	3.2%
Men 50-64 Mid education	75	80	4.6%
Men 50-64 Low education	72	70	4.0%
Men 25-49 High education	150	141	8.1%
Men 25-49 Mid education	120	129	7.4%
Men 25-49 Low education	53	91	5.2%
Men Under 25 High education	13	16	0.9%
Men Under 25 Mid & Low education	44	80	4.6%
Women Over 65	244	221	12.7%
Women 50-64 High education	54	52	3.0%
Women 50-64 Mid education	92	91	5.2%
Women 50-64 Low education	76	72	4.1%
Women 25-49 High education	169	152	8.7%
Women 25-49 Mid education	146	134	7.7%
Women 25-49 Low education	90	80	4.6%
Women Under 25 High education	25	19	1.1%
Women Under 25 Mid & Low education	76	75	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	210	331	19.0%
Medium (3-7)	1120	1046	60.0%
High (8,9,10)	414	366	21.0%
Social Grade (NRS and 2011 census)			
AB	528	488	28.0%
C1	521	506	29.0%
C2	275	366	21.0%
DE	420	384	22.0%
EU Referendum Vote (Election Result)			
Remain	693	647	37.1%
Leave	697	691	39.6%
Don't Know / Did Not Vote	354	406	23.3%

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

North Con	129	122	7.0%
North Lab	139	134	7.7%
North LD	22	24	1.4%
North BP	15	16	0.9%
North Oth	14	12	0.7%
North DNV	95	112	6.4%
Midlands Con	119	115	6.6%
Midlands Lab	70	70	4.0%
Midlands LD	19	17	1.0%
Midlands BP	2	3	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	61	75	4.3%
London Con	50	51	2.9%
London Lab	72	77	4.4%
London LD	28	24	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	46	51	2.9%
South Con	256	249	14.3%
South Lab	110	105	6.0%
South LD	77	77	4.4%
South BP	2	2	0.1%
South Oth	25	23	1.3%
South DNV	141	131	7.5%
Wales Con	25	24	1.4%
Wales Lab	26	26	1.5%
Wales LD	3	3	0.2%
Wales PC	9	7	0.4%
Wales BP	5	3	0.2%
Wales Oth DNV	24	24	1.4%
Soctland Con	27	30	1.7%
Scotland Lab	18	21	1.2%
Scotland LD	9	10	0.6%
Scotland SNP	52	52	3.0%
Scotland Oth DNV	36	37	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