

YouGov / The Times Survey Results

Sample Size: 1721 GB Adults
Fieldwork: 26th - 27th January 2021

	Westminster VI			Vote In 2019 GE			2016 EU Ref		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	1721	426	478	69	583	427	155	638	682	836	885	188	718	415	401	981	740	207	578	373	415	148	
Unweighted Sample	1721	446	502	75	602	450	169	691	710	759	962	149	737	434	401	1035	686	199	590	377	412	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	21-22 Jan	26-27 Jan																					
Con	39	37	100	0	0	83	2	12	14	68	39	35	14	27	37	65	33	43	26	44	42	33	24
Lab	38	41	0	100	0	8	85	43	62	17	39	43	58	48	42	22	46	34	50	37	41	52	15
Lib Dem	5	6	0	0	100	1	2	41	10	1	6	6	4	8	6	3	7	4	14	6	4	4	4
SNP	5	5	0	0	0	0	2	1	6	2	4	5	8	6	4	3	5	5	0	0	1	0	49
Plaid Cymru	1	1	0	0	0	0	2	0	1	0	1	0	4	1	1	0	1	1	1	0	4	0	0
Reform UK	4	3	0	0	0	6	0	1	0	7	4	2	2	2	5	4	2	4	2	4	2	4	1
Green	6	4	0	0	0	0	5	2	6	1	3	6	7	6	3	1	4	5	5	5	3	4	2
Other	2	3	0	0	0	2	1	1	1	4	3	2	4	3	3	2	2	5	1	3	3	2	5

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

Conservative	26	25	100	0	0	61	2	9	12	46	27	23	9	18	26	44	24	26	18	29	28	22	17
Labour	26	28	0	100	0	6	71	33	50	12	28	28	40	31	29	15	32	22	34	25	27	36	11
Liberal Democrat	3	4	0	0	100	1	2	31	8	1	4	4	2	5	5	2	5	2	10	4	3	3	3
Scottish National Party (SNP)	3	3	0	0	0	0	2	1	5	2	3	4	6	4	2	2	4	3	0	0	0	0	37
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	0	2	1	0	0	1	0	1	0	2	0	0
Reform UK	2	2	0	0	0	5	0	1	0	5	3	1	1	1	3	3	2	3	2	3	1	3	1
Green	4	3	0	0	0	0	4	2	5	1	2	4	5	5	2	1	3	3	5	4	2	3	2
Some other party	2	2	0	0	0	2	2	1	1	3	3	1	3	2	2	1	1	3	1	2	2	2	4
Would not vote	11	10	0	0	0	2	1	1	3	7	11	9	9	11	9	10	7	14	7	10	12	10	9
Don't know	19	20	0	0	0	21	13	22	15	22	16	24	19	20	20	19	19	21	18	22	20	19	13
Refused	3	3	0	0	0	2	1	1	1	2	3	2	3	3	1	3	3	2	5	1	3	3	3

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=34]

UK Independence Party (UKIP)	36	37	0	0	0	64	26	0	19	57	33	43	0	43	55	36	26	42	0	43	70	33	0
Women's Equality Party	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	51	50	0	0	0	36	30	100	81	35	50	51	55	52	45	49	74	39	100	33	30	54	88
Don't know	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	13	0	0	0	0	44	0	0	9	17	6	45	5	0	15	0	20	0	24	0	13	12

21-22 Jan 26-27 Jan

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	8	0	1	3	2	1	0	1	5	8	8	7	9	8	9	6	11	7	8	11	9	3
1	2	1	0	0	1	0	0	1	1	1	2	1	0	2	1	3	1	2	1	2	2	1	3
2	1	1	0	0	0	0	2	0	0	1	2	1	2	2	1	0	1	2	1	1	0	2	0
3	2	2	2	1	1	1	0	1	1	1	2	2	3	1	2	1	1	2	2	1	1	2	3
4	1	1	1	0	0	1	0	0	1	1	1	2	1	2	0	1	1	2	1	1	3	1	2
5	5	7	3	3	3	6	1	4	4	8	6	7	8	7	4	8	5	9	7	8	5	7	7
6	3	3	1	5	0	2	3	2	3	3	3	3	11	3	2	2	3	4	2	2	3	5	4
7	6	4	5	2	1	4	3	2	4	3	4	5	8	4	5	3	4	5	3	4	3	4	11
8	7	6	7	6	10	6	7	6	4	7	7	6	9	7	7	3	7	5	10	6	5	5	8
9	7	8	10	8	10	9	10	9	9	8	9	7	7	7	9	8	9	7	6	7	12	6	9
10 - Absolutely certain to vote	59	58	71	75	72	68	73	75	72	61	57	59	43	57	62	62	62	52	59	60	56	58	51

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

Boris Johnson	31	29	83	2	10	62	3	11	11	52	31	27	16	22	32	45	25	34	20	36	29	28	20
Keir Starmer	33	34	3	82	61	9	69	63	60	13	35	32	42	39	35	19	40	25	45	31	32	34	31
Not sure	32	34	13	15	29	28	26	24	26	32	29	39	37	35	31	34	31	38	31	31	37	33	44
Refused	4	4	1	1	0	2	2	2	2	3	4	3	5	5	2	3	3	4	5	3	2	5	5

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

	21-22 Jan	26-27 Jan																					
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																							
Very well	6	5	17	1	2	13	1	0	1	11	6	5	2	3	7	9	5	6	3	7	5	6	4
Fairly well	29	32	69	9	15	61	10	10	15	53	32	32	20	24	32	51	27	37	23	37	34	30	20
TOTAL WELL	35	37	86	10	17	74	11	10	16	64	38	37	22	27	39	60	32	43	26	44	39	36	24
Fairly badly	23	21	9	26	21	13	25	23	25	16	19	23	32	23	21	14	23	19	25	18	23	23	21
Very badly	29	30	1	57	57	4	58	59	53	9	34	25	28	37	30	18	35	23	41	27	22	30	44
TOTAL BADLY	52	51	10	83	78	17	83	82	78	25	53	48	60	60	51	32	58	42	66	45	45	53	65
Don't know	13	12	4	7	5	8	7	7	5	11	9	15	18	13	10	8	10	15	8	12	15	11	11
In hindsight, do you think Britain was right or wrong to vote to leave the European Union?																							
Right to leave	40	40	77	11	9	77	8	2	7	82	42	38	12	27	44	71	31	51	27	44	42	40	34
Wrong to leave	48	48	17	81	89	14	84	93	88	10	48	48	67	59	47	21	58	35	68	44	42	46	57
Don't know	13	12	6	8	2	9	7	4	5	9	10	14	21	14	9	8	11	14	4	12	16	14	10

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	179	182	10.6%
Men 50-64 High education	57	55	3.2%
Men 50-64 Mid education	80	79	4.6%
Men 50-64 Low education	73	69	4.0%
Men 25-49 High education	141	139	8.1%
Men 25-49 Mid education	128	127	7.4%
Men 25-49 Low education	62	89	5.2%
Men Under 25 High education	14	15	0.9%
Men Under 25 Mid & Low education	25	79	4.6%
Women Over 65	222	219	12.7%
Women 50-64 High education	53	52	3.0%
Women 50-64 Mid education	94	89	5.2%
Women 50-64 Low education	77	71	4.1%
Women 25-49 High education	170	150	8.7%
Women 25-49 Mid education	146	133	7.7%
Women 25-49 Low education	90	79	4.6%
Women Under 25 High education	22	19	1.1%
Women Under 25 Mid & Low education	88	74	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	178	327	19.0%
Medium (3-7)	1139	1033	60.0%
High (8,9,10)	404	361	21.0%
Social Grade (NRS and 2011 census)			
AB	537	482	28.0%
C1	498	499	29.0%
C2	286	361	21.0%
DE	400	379	22.0%
EU Referendum Vote (Election Result)			
Remain	691	638	37.1%
Leave	710	682	39.6%
Don't Know / Did Not Vote	320	401	23.3%

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

North Con	123	120	7.0%
North Lab	146	133	7.7%
North LD	24	24	1.4%
North BP	16	15	0.9%
North Oth	14	12	0.7%
North DNV	89	110	6.4%
Midlands Con	118	114	6.6%
Midlands Lab	76	69	4.0%
Midlands LD	20	17	1.0%
Midlands BP	5	3	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	56	74	4.3%
London Con	51	50	2.9%
London Lab	65	76	4.4%
London LD	26	24	1.4%
London BP	2	2	0.1%
London Oth	4	5	0.3%
London DNV	51	50	2.9%
South Con	257	246	14.3%
South Lab	114	103	6.0%
South LD	85	76	4.4%
South BP	2	2	0.1%
South Oth	26	22	1.3%
South DNV	106	129	7.5%
Wales Con	23	24	1.4%
Wales Lab	28	26	1.5%
Wales LD	4	3	0.2%
Wales PC	8	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	25	24	1.4%
Scotland Con	30	29	1.7%
Scotland Lab	21	21	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	50	52	3.0%
Scotland Oth DNV	32	36	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