

YouGov / The Times Survey Results

Sample Size: 1692 GB Adults
Fieldwork: 18th - 19th March 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	1692	501	401	64	574	420	152	628	670	822	870	184	706	408	394	964	728	203	569	367	408	146	
Unweighted Sample	1692	524	417	70	598	431	162	703	681	744	948	161	679	430	422	1024	668	166	588	380	406	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	9-10 Mar	18-19 Mar	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	
Con	42	43	100	0	0	86	5	16	20	71	45	41	24	34	48	60	41	46	32	50	49	40	26
Lab	33	34	0	100	0	6	79	39	51	14	33	36	47	44	25	24	37	30	52	27	34	45	14
Lib Dem	7	5	0	0	100	0	3	38	8	1	4	6	8	5	5	6	5	5	6	8	3	3	3
SNP	4	5	0	0	0	0	2	0	8	2	5	5	3	4	8	2	5	5	1	0	0	0	51
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	1	3	0	1	0	1	1	0	0	3	0	0
Reform UK	3	3	0	0	0	6	0	0	1	7	5	2	1	4	4	3	3	5	1	4	5	3	0
Green	6	7	0	0	0	0	11	7	10	2	5	8	11	7	7	3	7	5	8	8	4	7	5
Other	2	2	0	0	0	1	0	0	1	3	3	1	3	1	2	2	1	3	0	2	3	2	0

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

Conservative	29	30	100	0	0	69	4	11	16	51	33	27	15	23	37	41	31	28	21	35	32	28	18
Labour	23	24	0	100	0	5	65	26	40	10	24	24	32	29	19	16	27	19	35	19	22	30	11
Liberal Democrat	5	4	0	0	100	0	2	26	7	1	3	4	6	3	3	4	4	3	5	6	2	2	2
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	6	2	3	3	2	3	6	2	3	3	1	0	0	0	37
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	3	0	0	0	1	0	0	0	2	0	0
Reform UK	2	2	0	0	0	5	0	0	1	5	4	1	1	2	3	2	2	3	1	3	3	2	0
Green	5	5	0	0	0	0	9	5	8	1	4	5	7	5	5	2	5	3	6	6	2	5	4
Some other party	2	1	0	0	0	2	0	0	1	2	2	1	2	1	2	1	1	2	0	1	3	1	0
Would not vote	10	11	0	0	0	4	2	3	4	9	13	8	6	13	8	11	6	16	10	10	12	11	9
Don't know	18	18	0	0	0	14	13	27	16	17	11	24	22	18	15	18	17	20	18	17	19	19	15
Refused	2	2	0	0	0	1	2	2	2	2	2	2	3	2	1	3	2	2	3	2	2	2	4

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=21]

UK Independence Party (UKIP)	39	23	0	0	0	20	0	0	0	20	28	9	39	10	0	67	14	31	0	56	13	0	0
Women's Equality Party	3	4	0	0	0	0	51	0	0	6	0	14	21	0	0	0	8	0	0	12	0	0	0
Some other party	58	58	0	0	0	44	49	0	100	52	65	40	40	69	74	33	58	59	0	31	66	78	0
Don't know	0	15	0	0	0	37	0	0	0	22	7	37	0	21	26	0	20	10	0	0	21	22	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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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	9	0	1	2	2	1	3	4	5	10	7	8	10	6	10	6	12	10	7	10	8	9
1	1	1	0	0	0	0	1	0	0	1	1	1	1	2	0	1	1	2	1	1	2	2	0
2	2	1	0	0	2	1	0	1	1	2	1	1	1	1	2	1	2	0	1	1	1	2	1
3	1	2	1	0	2	2	0	0	1	3	1	2	2	2	1	2	1	2	1	1	2	3	1
4	1	1	0	0	2	0	1	2	1	1	1	1	2	1	1	1	2	2	1	2	1	0	0
5	6	5	4	2	0	2	3	3	3	3	5	6	4	7	2	5	4	8	7	5	4	5	6
6	3	3	3	2	2	3	2	1	2	4	3	2	4	3	3	2	3	3	4	3	2	4	0
7	4	5	4	8	0	5	4	2	4	5	6	5	12	6	3	3	4	7	4	5	7	6	5
8	7	7	8	5	15	8	7	10	6	7	7	7	13	7	6	6	7	8	7	8	9	5	6
9	7	7	8	9	13	9	8	9	7	8	7	7	4	6	13	5	8	6	10	9	6	6	4
10 - Absolutely certain to vote	60	58	72	73	61	69	73	70	72	61	58	58	50	55	62	64	65	48	54	58	57	59	67

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

Boris Johnson	34	35	86	4	11	72	7	13	17	60	39	32	22	29	42	47	34	37	26	42	39	34	21
Keir Starmer	29	29	3	76	50	7	60	51	52	11	30	28	34	33	27	22	34	22	40	26	26	29	31
Not sure	35	33	10	19	38	19	30	35	29	27	29	37	40	35	29	30	29	38	31	30	31	35	45
Refused	3	3	1	2	1	2	3	1	2	2	2	3	4	3	2	2	3	3	3	2	4	2	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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	197	179	10.6%
Men 50-64 High education	55	54	3.2%
Men 50-64 Mid education	83	78	4.6%
Men 50-64 Low education	70	68	4.0%
Men 25-49 High education	120	137	8.1%
Men 25-49 Mid education	120	125	7.4%
Men 25-49 Low education	47	88	5.2%
Men Under 25 High education	15	15	0.9%
Men Under 25 Mid & Low education	37	78	4.6%
Women Over 65	225	215	12.7%
Women 50-64 High education	56	51	3.0%
Women 50-64 Mid education	95	88	5.2%
Women 50-64 Low education	71	69	4.1%
Women 25-49 High education	165	147	8.7%
Women 25-49 Mid education	143	130	7.7%
Women 25-49 Low education	84	78	4.6%
Women Under 25 High education	21	19	1.1%
Women Under 25 Mid & Low education	88	73	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	145	321	19.0%
Medium (3-7)	1144	1015	60.0%
High (8,9,10)	403	355	21.0%
Social Grade (NRS and 2011 census)			
AB	551	474	28.0%
C1	473	491	29.0%
C2	264	355	21.0%
DE	404	372	22.0%
EU Referendum Vote (Election Result)			
Remain	703	628	37.1%
Leave	681	670	39.6%
Don't Know / Did Not Vote	308	394	23.3%

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

North Con	126	118	7.0%
North Lab	139	130	7.7%
North LD	26	24	1.4%
North BP	16	15	0.9%
North Oth	11	12	0.7%
North DNV	88	108	6.4%
Midlands Con	116	112	6.6%
Midlands Lab	77	68	4.0%
Midlands LD	20	17	1.0%
Midlands BP	3	3	0.2%
Midlands Oth	9	8	0.5%
Midlands DNV	66	73	4.3%
London Con	50	49	2.9%
London Lab	50	74	4.4%
London LD	22	24	1.4%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	35	49	2.9%
South Con	250	242	14.3%
South Lab	113	102	6.0%
South LD	80	74	4.4%
South BP	2	2	0.1%
South Oth	27	22	1.3%
South DNV	116	127	7.5%
Wales Con	26	24	1.4%
Wales Lab	28	25	1.5%
Wales LD	4	3	0.2%
Wales PC	8	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	19	24	1.4%
Scotland Con	30	29	1.7%
Scotland Lab	24	20	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	57	51	3.0%
Scotland Oth DNV	31	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