

YouGov / The Times Survey Results

Sample Size: 1742 GB Adults
Fieldwork: 25th - 26th 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	1742	511	398	94	591	432	157	646	690	847	895	190	726	420	406	993	749	209	585	378	420	150	
Unweighted Sample	1742	521	409	99	584	444	164	702	697	792	950	157	753	416	416	1036	706	201	610	360	430	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

18-19 Mar
25-26 Mar

	18-19 Mar	25-26 Mar	18-19 Mar			25-26 Mar			18-19 Mar		25-26 Mar		18-19 Mar				25-26 Mar						
Con	43	42	100	0	0	86	3	20	22	70	44	41	18	33	43	66	41	44	28	50	47	39	29
Lab	34	32	0	100	0	4	79	24	47	11	29	36	57	37	30	17	32	33	48	25	31	45	13
Lib Dem	5	8	0	0	100	1	4	50	13	2	8	7	6	12	8	2	10	4	14	11	5	5	3
SNP	5	5	0	0	0	0	2	2	7	4	4	6	3	6	5	5	5	6	0	0	0	0	50
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	1	0	1	1	1	1	1	0	0	4	0	0
Reform UK	3	3	0	0	0	5	0	0	0	5	4	1	3	3	2	3	3	3	4	3	2	3	1
Green	7	7	0	0	0	1	11	5	10	3	7	6	11	6	9	4	8	4	5	9	7	6	3
Other	2	2	0	0	0	3	1	0	0	4	3	2	3	2	2	2	2	4	2	2	4	2	1

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

	18-19 Mar	25-26 Mar	18-19 Mar			25-26 Mar			18-19 Mar		25-26 Mar		18-19 Mar				25-26 Mar						
Conservative	30	29	100	0	0	69	2	15	18	51	32	27	12	22	32	49	31	28	19	36	32	25	24
Labour	24	23	0	100	0	3	64	18	38	8	21	24	40	24	23	13	24	22	32	19	22	30	11
Liberal Democrat	4	5	0	0	100	1	3	37	10	1	6	5	4	7	6	2	7	3	10	7	3	3	2
Scottish National Party (SNP)	3	4	0	0	0	0	1	1	6	3	3	4	2	4	4	4	3	4	0	0	0	0	41
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	1	0	0	3	0	0
Reform UK	2	2	0	0	0	4	0	0	0	4	3	1	2	2	2	2	2	2	3	2	1	2	1
Green	5	5	0	0	0	1	9	3	8	2	5	4	8	4	6	3	6	3	3	6	5	4	3
Some other party	1	2	0	0	0	2	1	0	1	3	2	2	2	2	2	2	1	3	1	2	3	2	2
Would not vote	11	11	0	0	0	3	3	1	2	8	10	11	11	15	6	9	7	15	9	11	11	13	5
Don't know	18	17	0	0	0	15	14	24	15	18	14	19	15	17	18	15	17	17	18	16	17	19	11
Refused	2	3	0	0	0	1	2	0	2	2	3	2	4	4	1	1	2	4	6	1	4	2	1

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'
;n=31]

UK Independence Party (UKIP)	23	41	0	0	0	35	17	0	0	55	59	20	23	44	14	77	36	44	38	31	62	47	0
Women's Equality Party	4	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	58	57	0	0	0	65	83	0	87	45	41	77	77	52	86	23	64	53	62	69	38	46	100
Don't know	15	2	0	0	0	0	0	0	13	0	0	4	0	4	0	0	0	3	0	0	0	8	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

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	0	2	2	0	2	5	8	9	8	12	4	7	6	12	11	7	9	10	6
1	1	2	0	0	0	0	0	1	1	1	2	3	2	1	1	1	2	2	2	1	3	1	1
2	1	1	0	1	0	1	0	0	1	1	2	1	1	2	1	2	1	2	0	2	2	1	0
3	2	2	0	1	0	0	1	2	1	1	2	1	3	2	1	1	1	2	2	2	1	2	1
4	1	1	0	0	0	1	0	0	1	1	1	1	2	1	1	1	1	1	1	1	1	2	0
5	5	5	2	3	2	4	4	1	2	5	4	6	3	6	3	4	4	6	6	4	5	5	3
6	3	2	2	1	2	2	1	1	1	2	2	2	4	1	2	3	2	2	1	3	3	1	2
7	5	4	4	5	8	3	3	5	4	3	4	4	7	5	3	3	5	3	7	5	4	2	3
8	7	7	8	9	4	8	8	5	8	8	7	7	5	7	7	8	7	7	8	7	9	6	7
9	7	8	11	8	10	11	7	10	9	8	7	8	8	7	10	7	9	6	6	8	9	7	5
10 - Absolutely certain to vote	58	60	71	72	74	68	72	75	72	64	63	58	56	55	68	64	64	56	55	60	55	63	73

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

Boris Johnson	35	37	88	3	15	75	5	21	19	62	41	33	25	29	39	53	35	39	25	44	40	33	25
Keir Starmer	29	27	1	71	48	3	60	49	50	9	27	26	29	28	30	20	31	20	36	25	23	26	31
Not sure	33	34	9	25	37	20	33	30	30	27	29	39	42	40	29	24	32	37	34	30	33	39	40
Refused	3	2	1	1	0	2	2	0	1	2	3	2	4	3	1	3	2	3	5	1	3	2	4

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

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

9-10 Mar 25-26 Mar

Very well	7	8	23	1	1	19	1	1	2	16	11	6	7	6	8	14	8	10	6	12	7	7	5
Fairly well	31	32	61	10	12	58	11	18	19	51	32	33	22	26	36	46	32	33	27	33	40	30	26
TOTAL WELL	38	40	84	11	13	77	12	19	21	67	43	39	29	32	44	60	40	43	33	45	47	37	31
Fairly badly	24	23	9	37	26	13	31	32	30	16	21	25	30	25	21	20	25	22	26	21	21	24	32
Very badly	26	24	2	46	52	5	49	39	43	8	28	21	22	29	27	15	27	21	29	24	22	25	27
TOTAL BADLY	50	47	11	83	78	18	80	71	73	24	49	46	52	54	48	35	52	43	55	45	43	49	59
Don't know	12	11	4	6	9	6	7	10	6	8	7	15	19	14	9	5	9	15	12	10	10	14	10

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

Right to leave	43	44	82	15	7	83	12	9	11	85	47	41	20	33	52	65	40	50	32	47	48	45	34
Wrong to leave	45	44	13	78	87	11	79	83	82	7	44	43	63	49	41	27	51	35	55	41	39	41	55
Don't know	12	12	5	7	6	6	9	9	7	7	8	16	16	17	6	8	10	16	13	11	13	14	11

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	191	185	10.6%
Men 50-64 High education	57	56	3.2%
Men 50-64 Mid education	70	80	4.6%
Men 50-64 Low education	65	70	4.0%
Men 25-49 High education	146	141	8.1%
Men 25-49 Mid education	134	129	7.4%
Men 25-49 Low education	73	91	5.2%
Men Under 25 High education	17	16	0.9%
Men Under 25 Mid & Low education	39	80	4.6%
Women Over 65	225	221	12.7%
Women 50-64 High education	58	52	3.0%
Women 50-64 Mid education	88	91	5.2%
Women 50-64 Low education	78	71	4.1%
Women 25-49 High education	173	152	8.7%
Women 25-49 Mid education	139	134	7.7%
Women 25-49 Low education	88	80	4.6%
Women Under 25 High education	21	19	1.1%
Women Under 25 Mid & Low education	80	75	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	187	331	19.0%
Medium (3-7)	1141	1045	60.0%
High (8,9,10)	414	366	21.0%
Social Grade (NRS and 2011 census)			
AB	538	488	28.0%
C1	498	505	29.0%
C2	296	366	21.0%
DE	410	383	22.0%
EU Referendum Vote (Election Result)			
Remain	702	646	37.1%
Leave	697	690	39.6%
Don't Know / Did Not Vote	343	406	23.3%

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

North Con	119	122	7.0%
North Lab	146	134	7.7%
North LD	25	24	1.4%
North BP	16	16	0.9%
North Oth	13	12	0.7%
North DNV	111	111	6.4%
Midlands Con	111	115	6.6%
Midlands Lab	76	70	4.0%
Midlands LD	18	17	1.0%
Midlands BP	5	3	0.2%
Midlands Oth	11	9	0.5%
Midlands DNV	62	75	4.3%
London Con	49	51	2.9%
London Lab	66	77	4.4%
London LD	27	24	1.4%
London BP	2	2	0.1%
London Oth	9	5	0.3%
London DNV	48	51	2.9%
South Con	251	249	14.3%
South Lab	113	105	6.0%
South LD	83	77	4.4%
South BP	3	2	0.1%
South Oth	24	23	1.3%
South DNV	136	131	7.5%
Wales Con	25	24	1.4%
Wales Lab	23	26	1.5%
Wales LD	4	3	0.2%
Wales PC	9	7	0.4%
Wales BP	3	3	0.2%
Wales Oth DNV	13	24	1.4%
Scotland Con	29	30	1.7%
Scotland Lab	20	21	1.2%
Scotland LD	7	10	0.6%
Scotland SNP	52	52	3.0%
Scotland Oth DNV	33	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