YouGov / The Times Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 31st March - 1st April 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		**1736**	506	414	89	589	431	156	644	687	844	892	189	724	418	404	990	746	208	583	377	418	149
Unweighted Sample		1736	545	427	93	648	442	159	731	716	788	948	136	787	455	358	1060	676	176	586	388	421	165
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 Mar	**31 Mar - 1 Apr**																					

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

	25-26 Mar	**31 Mar - 1 Apr**	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*	**42**	100	0	0	87	4	13	20	68	42	41	22	29	47	63	39	47	31	51	46	37	23
Lab	*32*	**34**	0	100	0	5	81	23	50	14	31	36	46	43	29	20	37	29	47	25	33	46	20
Lib Dem	*8*	**7**	0	0	100	1	3	51	12	2	7	7	5	10	7	5	9	5	13	9	4	5	7
SNP	*5*	**5**	0	0	0	0	1	1	7	2	5	4	3	5	5	3	4	6	0	0	0	1	44
Plaid Cymru	*1*	**1**	0	0	0	0	1	1	1	1	1	1	1	1	1	2	1	1	0	0	5	0	0
Reform UK	*3*	**3**	0	0	0	5	1	0	0	7	4	2	2	3	4	3	3	4	3	4	5	3	0
Green	*7*	**6**	0	0	0	1	6	10	8	3	6	7	14	7	6	4	7	5	5	8	6	6	2
Other	*2*	**2**	0	0	0	2	2	2	2	3	4	1	8	3	1	1	2	3	1	3	1	2	4

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

	25-26 Mar	**31 Mar - 1 Apr**	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
Conservative	*29*	**29**	100	0	0	72	4	9	16	50	31	28	14	19	35	48	29	29	23	36	32	24	18
Labour	*23*	**24**	0	100	0	4	68	16	40	11	22	25	29	28	22	16	28	19	34	19	23	30	17
Liberal Democrat	*5*	**5**	0	0	100	0	3	36	10	2	5	5	3	6	6	4	6	3	10	6	3	3	6
Scottish National Party (SNP)	*4*	**3**	0	0	0	0	1	1	6	1	4	3	2	4	4	2	3	3	0	0	0	0	35
Plaid Cymru	*1*	**1**	0	0	0	0	1	0	1	1	1	1	1	0	1	2	1	1	0	0	4	0	0
Reform UK	*2*	**2**	0	0	0	4	1	0	0	5	3	2	1	2	3	2	2	3	2	3	4	2	0
Green	*5*	**5**	0	0	0	0	5	7	6	2	5	5	13	4	4	3	6	3	4	7	4	4	2
Some other party	*2*	**2**	0	0	0	2	2	1	1	2	3	1	6	2	1	1	1	3	1	3	1	2	3
Would not vote	*11*	**10**	0	0	0	3	1	4	2	6	11	10	11	13	7	9	8	14	8	9	10	14	7
Don't know	*17*	**16**	0	0	0	14	14	23	16	17	11	20	13	18	15	12	14	17	16	15	17	17	11
Refused	*3*	**3**	0	0	0	1	2	2	1	2	3	2	7	3	2	1	2	5	3	3	3	4	2

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And which of these parties would you vote for?

[Asked only to those who answered 'some other party' ;n=30]

	Total																						
UK Independence Party (UKIP)	41	15	0	0	0	26	16	0	15	19	7	37	5	15	14	59	12	17	0	9	20	30	14
Women's Equality Party	0	4	0	0	0	0	16	0	15	0	0	16	0	9	0	0	10	0	67	0	0	0	0
Some other party	57	78	0	0	0	64	68	100	70	74	93	35	95	76	64	41	78	78	33	91	80	56	86
Don't know	2	3	0	0	0	10	0	0	0	6	0	11	0	0	21	0	0	5	0	0	0	15	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?

	Total																						
0 - Certain NOT to vote	9	9	0	1	0	2	1	1	1	6	10	9	12	11	7	7	6	13	6	7	8	15	7
1	2	1	0	0	0	1	0	3	1	0	2	1	0	2	2	0	1	2	3	2	2	0	0
2	1	2	1	0	0	0	1	0	0	2	1	2	3	1	1	3	1	3	2	2	1	2	0
3	2	2	0	1	0	1	1	2	1	2	3	1	9	2	0	0	2	2	1	3	2	3	1
4	1	1	0	1	0	0	0	0	1	0	1	1	2	2	1	0	1	1	1	1	1	2	0
5	5	5	1	3	3	3	4	1	2	5	4	5	7	5	4	3	3	7	4	4	8	4	1
6	2	3	4	2	4	3	1	4	2	4	3	4	5	4	2	3	2	5	3	3	4	4	3
7	4	5	4	7	7	4	3	4	3	5	5	5	9	6	2	5	5	5	6	5	5	4	10
8	7	7	8	6	7	7	6	8	7	8	7	7	7	8	6	6	6	7	11	7	6	6	3
9	8	8	12	7	11	11	7	12	10	9	8	9	6	7	10	10	10	7	8	10	9	7	5
10 - Absolutely certain to vote	60	56	69	72	68	68	76	65	72	59	56	56	41	52	64	62	63	47	55	57	55	52	68

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

	Total																						
Boris Johnson	37	35	87	2	7	71	7	13	16	58	36	33	18	25	41	54	33	37	27	40	40	32	19
Keir Starmer	27	29	3	76	60	5	63	54	52	11	31	27	34	33	30	19	35	21	42	25	26	30	34
Not sure	34	33	10	21	33	23	28	33	30	29	30	37	41	40	28	23	29	38	28	32	32	35	42
Refused	2	3	0	1	1	1	2	1	2	2	3	3	6	3	2	3	2	4	3	3	3	4	5

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

	Total																						
Very well	8	7	20	1	0	17	1	1	3	13	7	7	6	4	8	12	7	8	5	8	7	7	3
Fairly well	32	34	65	11	20	60	12	13	17	53	33	35	26	27	34	49	31	37	29	39	36	32	21
TOTAL WELL	**40**	**41**	**85**	**12**	**20**	**77**	**13**	**14**	**20**	**66**	**40**	**42**	**32**	**31**	**42**	**61**	**38**	**45**	**34**	**47**	**43**	**39**	**24**
Fairly badly	23	25	11	34	25	16	30	30	29	20	25	25	33	26	22	22	27	22	25	25	25	23	30
Very badly	24	24	1	49	50	3	49	46	44	7	29	19	27	27	28	13	29	18	34	19	21	25	35
TOTAL BADLY	**47**	**49**	**12**	**83**	**75**	**19**	**79**	**76**	**73**	**27**	**54**	**44**	**60**	**53**	**50**	**35**	**56**	**40**	**59**	**44**	**46**	**48**	**65**
Don't know	11	10	3	6	5	5	8	11	7	8	6	14	8	15	9	4	6	15	6	10	10	12	10

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

	Total																						
Right to leave	44	46	82	16	13	82	17	7	12	86	48	43	25	33	50	73	39	54	36	50	51	44	30
Wrong to leave	44	43	14	74	81	12	75	82	80	7	45	41	63	50	43	22	52	31	53	39	37	43	61
Don't know	12	11	4	9	6	6	8	11	8	7	7	15	12	17	7	6	8	15	12	10	12	13	9

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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	**169**	**184**	**10.6%**
Men 50-64 High education	**56**	**56**	**3.2%**
Men 50-64 Mid education	**89**	**80**	**4.6%**
Men 50-64 Low education	**76**	**69**	**4.0%**
Men 25-49 High education	**151**	**141**	**8.1%**
Men 25-49 Mid education	**136**	**128**	**7.4%**
Men 25-49 Low education	**76**	**90**	**5.2%**
Men Under 25 High education	**15**	**16**	**0.9%**
Men Under 25 Mid & Low education	**20**	**80**	**4.6%**
Women Over 65	**189**	**220**	**12.7%**
Women 50-64 High education	**58**	**52**	**3.0%**
Women 50-64 Mid education	**99**	**90**	**5.2%**
Women 50-64 Low education	**77**	**71**	**4.1%**
Women 25-49 High education	**172**	**151**	**8.7%**
Women 25-49 Mid education	**158**	**134**	**7.7%**
Women 25-49 Low education	**94**	**80**	**4.6%**
Women Under 25 High education	**22**	**19**	**1.1%**
Women Under 25 Mid & Low education	**79**	**75**	**4.3%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**140**	**330**	**19.0%**
Medium (3-7)	**1139**	**1042**	**60.0%**
High (8,9,10)	**457**	**365**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**557**	**486**	**28.0%**
C1	**503**	**503**	**29.0%**
C2	**298**	**365**	**21.0%**
DE	**378**	**382**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**52.079**	**0**	**37.1%**
Leave	**36.457**	**731**	**39.6%**
Don't Know / Did Not Vote	**0**	**716**	**23.3%**

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

North Con	133	0	7.0%
North Lab	149	0	7.7%
North LD	26	122	1.4%
North BP	15	134	0.9%
North Oth	15	24	0.7%
North DNV	83	16	6.4%
Midlands Con	127	12	6.6%
Midlands Lab	80	111	4.0%
Midlands LD	16	115	1.0%
Midlands BP	4	69	0.2%
Midlands Oth	10	17	0.5%
Midlands DNV	62	3	4.3%
London Con	53	9	2.9%
London Lab	53	75	4.4%
London LD	26	50	1.4%
London BP	2	76	0.1%
London Oth	6	24	0.3%
London DNV	36	2	2.9%
South Con	278	5	14.3%
South Lab	111	50	6.0%
South LD	75	248	4.4%
South BP	2	104	0.1%
South Oth	25	76	1.3%
South DNV	95	2	7.5%
Wales Con	25	23	1.4%
Wales Lab	24	130	1.5%
Wales LD	4	24	0.2%
Wales PC	9	26	0.4%
Wales BP	5	3	0.2%
Wales Oth DNV	22	7	1.4%
Soctland Con	32	3	1.7%
Scotland Lab	25	24	1.2%
Scotland LD	12	30	0.6%
Scotland SNP	59	21	3.0%
Scotland Oth DNV	37	10	2.1%