

# YouGov / The Times Survey Results



Sample Size: 1637 GB Adults  
Fieldwork: 28th - 29th July 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	Leav e	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1637</b>	433	378	87	555	406	147	607	648	796	841	178	683	395	381	933	704	196	550	355	395	141
<b>Unweighted Sample</b>	<b>1637</b>	455	381	98	573	419	160	670	658	692	945	126	708	415	388	966	671	190	587	382	367	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

20-21 Jul  
28 - 29 Jul

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

Con	38	<b>39</b>	100	0	0	83	5	15	21	66	36	42	11	30	51	57	39	39	30	47	41	39	24
Lab	34	<b>34</b>	0	100	0	4	78	26	44	19	32	36	55	40	27	23	35	33	50	25	38	43	17
Lib Dem	9	<b>8</b>	0	0	100	3	4	46	14	2	9	7	8	10	7	6	9	6	9	13	4	5	4
SNP	5	<b>4</b>	0	0	0	1	1	0	6	2	6	2	2	5	4	4	3	6	0	0	0	0	42
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	1	1	0	0	1	1	0	2	0	1	1	0	0	3	0	0
Reform UK	3	<b>3</b>	0	0	0	5	0	0	1	5	4	2	1	2	3	4	1	5	1	3	2	4	1
Green	8	<b>9</b>	0	0	0	2	10	12	12	3	9	9	22	11	5	4	10	7	8	10	10	6	8
Other	2	<b>2</b>	0	0	0	3	1	0	1	3	3	1	0	2	2	2	1	3	3	1	2	1	4

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

Conservative	25	<b>26</b>	100	0	0	61	4	11	17	45	26	27	8	21	33	38	29	24	21	31	27	26	17
Labour	23	<b>23</b>	0	100	0	3	65	19	33	13	22	24	36	27	18	15	25	20	34	16	25	29	13
Liberal Democrat	6	<b>5</b>	0	0	100	2	3	33	10	2	6	5	5	7	5	4	7	3	6	8	3	4	3
Scottish National Party (SNP)	3	<b>3</b>	0	0	0	0	1	0	5	1	4	2	1	3	2	3	2	4	0	1	0	0	29
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	1	0	0	1	2	0	1	0	1	1	0	0	2	0	0
Reform UK	2	<b>2</b>	0	0	0	4	0	0	1	3	3	1	1	1	2	3	1	3	1	2	1	3	1
Green	5	<b>6</b>	0	0	0	1	9	9	10	2	7	6	16	7	3	3	8	4	6	7	7	4	6
Some other party	2	<b>1</b>	0	0	0	3	1	0	1	2	2	1	0	2	1	1	1	2	2	1	2	1	4
Would not vote	11	<b>11</b>	0	0	0	4	2	3	4	9	11	11	5	13	9	11	8	14	9	9	13	11	11
Don't know	20	<b>19</b>	0	0	0	21	12	24	17	21	17	22	21	16	22	20	16	23	19	21	18	19	16
Refused	2	<b>3</b>	0	0	0	2	3	1	2	2	2	3	5	2	3	1	3	3	3	3	2	3	1

**And which of these parties would you vote for?**

[Asked only to those who answered 'some other party'; n=24]

UK Independence Party (UKIP)	18	<b>18</b>	0	0	0	22	0	0	0	26	10	46	0	14	25	18	22	15	0	0	51	0	26
Women's Equality Party	0	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	65	<b>67</b>	0	0	0	73	100	0	88	65	74	41	0	68	48	82	78	61	100	86	49	63	46
Don't know	17	<b>6</b>	0	0	0	0	0	0	0	9	8	0	0	0	27	0	0	9	0	0	0	0	28
Refused	0	<b>10</b>	0	0	0	5	0	0	12	0	8	14	0	18	0	0	0	15	0	14	0	37	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	<b>9</b>	0	1	1	2	1	1	2	8	9	9	6	11	8	9	7	11	7	8	10	10	13
1	1	<b>1</b>	0	0	0	0	0	0	0	1	1	1	0	1	0	1	0	2	2	1	1	0	0
2	1	<b>1</b>	1	0	0	0	0	0	1	1	1	1	0	2	1	1	1	2	1	1	2	2	0
3	3	<b>2</b>	3	1	1	2	0	0	2	2	2	2	4	1	3	1	2	2	3	1	2	2	2
4	2	<b>2</b>	0	1	0	1	2	3	1	2	2	2	4	2	2	2	1	3	1	3	2	2	2
5	7	<b>7</b>	5	3	5	6	5	4	6	7	8	7	8	10	5	4	7	8	4	8	7	7	8
6	3	<b>4</b>	3	3	4	3	6	3	2	5	4	3	3	5	3	2	3	5	3	4	2	5	3
7	5	<b>5</b>	5	4	6	6	4	3	4	5	6	5	12	4	6	4	6	5	5	5	8	6	3
8	7	<b>7</b>	8	6	4	9	6	5	5	7	8	6	8	7	6	7	7	8	9	9	6	6	4
9	8	<b>8</b>	10	10	14	7	8	16	10	7	9	8	8	8	9	7	8	8	11	8	7	8	8
10 - Absolutely certain to vote	54	<b>53</b>	66	71	65	62	68	65	66	57	50	56	46	49	56	62	58	47	54	52	53	53	57

15 - 16 Jul 28-29 Jul

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

Boris Johnson	37	<b>33</b>	84	2	7	67	5	14	17	53	33	33	21	27	40	42	32	34	26	37	37	33	15
Keir Starmer	27	<b>28</b>	2	76	52	5	64	50	47	12	29	26	40	33	21	20	31	23	37	24	28	28	28
Not sure	31	<b>37</b>	14	21	40	26	28	35	33	33	36	38	34	37	37	37	34	40	35	35	33	36	56
Refused	5	<b>3</b>	0	1	1	2	3	0	3	2	2	3	5	3	3	1	2	3	2	4	2	2	2

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

Very well	6	5	15	0	2	11	1	1	2	10	6	5	2	5	8	5	5	6	2	7	5	6	3
Fairly well	31	31	66	10	11	60	10	13	16	51	31	32	19	23	39	44	31	31	26	35	34	30	22
<b>TOTAL WELL</b>	<b>37</b>	<b>36</b>	<b>81</b>	<b>10</b>	<b>13</b>	<b>71</b>	<b>11</b>	<b>14</b>	<b>18</b>	<b>61</b>	<b>37</b>	<b>37</b>	<b>21</b>	<b>28</b>	<b>47</b>	<b>49</b>	<b>36</b>	<b>37</b>	<b>28</b>	<b>42</b>	<b>39</b>	<b>36</b>	<b>25</b>
Fairly badly	22	24	14	30	31	16	31	28	27	21	22	26	27	28	17	23	24	25	30	21	23	27	24
Very badly	28	28	1	51	51	7	52	53	48	11	34	23	33	32	27	21	32	24	35	25	26	27	40
<b>TOTAL BADLY</b>	<b>50</b>	<b>52</b>	<b>15</b>	<b>81</b>	<b>82</b>	<b>23</b>	<b>83</b>	<b>81</b>	<b>75</b>	<b>32</b>	<b>56</b>	<b>49</b>	<b>60</b>	<b>60</b>	<b>44</b>	<b>44</b>	<b>56</b>	<b>49</b>	<b>65</b>	<b>46</b>	<b>49</b>	<b>54</b>	<b>64</b>
Don't know	13	11	4	8	5	6	6	5	7	7	8	14	18	12	9	6	8	14	7	13	12	9	12

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

Right to leave	41	43	75	18	13	77	15	12	9	85	46	41	17	33	53	64	36	53	31	47	43	48	34
Wrong to leave	47	45	18	76	81	15	79	80	85	8	43	47	63	53	38	31	54	33	57	42	43	42	54
Don't know	12	11	7	6	6	8	7	7	7	7	11	12	19	14	9	5	10	14	12	11	13	10	12

## 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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	150	174	10.6%
Men 50-64 High education	55	52	3.2%
Men 50-64 Mid education	78	75	4.6%
Men 50-64 Low education	70	65	4.0%
Men 25-49 High education	117	133	8.1%
Men 25-49 Mid education	126	121	7.4%
Men 25-49 Low education	62	85	5.2%
Men Under 25 High education	8	15	0.9%
Men Under 25 Mid & Low education	26	75	4.6%
Women Over 65	238	208	12.7%
Women 50-64 High education	52	49	3.0%
Women 50-64 Mid education	87	85	5.2%
Women 50-64 Low education	73	67	4.1%
Women 25-49 High education	163	142	8.7%
Women 25-49 Mid education	150	126	7.7%
Women 25-49 Low education	90	75	4.6%
Women Under 25 High education	21	18	1.1%
Women Under 25 Mid & Low education	71	70	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	161	311	19.0%
Medium (3-7)	1094	982	60.0%
High (8,9,10)	382	344	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	528	458	28.0%
C1	438	475	29.0%
C2	272	344	21.0%
DE	399	360	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	670	607	37.1%
Leave	658	648	39.6%
Don't Know / Did Not Vote	309	381	23.3%

## 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.

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

North Con	122	115	7.0%
North Lab	130	126	7.7%
North LD	23	23	1.4%
North BP	15	15	0.9%
North Oth	12	11	0.7%
North DNV	65	105	6.4%
Midlands Con	112	108	6.6%
Midlands Lab	73	65	4.0%
Midlands LD	19	16	1.0%
Midlands BP	6	3	0.2%
Midlands Oth	11	8	0.5%
Midlands DNV	68	70	4.3%
London Con	51	47	2.9%
London Lab	64	72	4.4%
London LD	21	23	1.4%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	45	47	2.9%
South Con	236	234	14.3%
South Lab	113	98	6.0%
South LD	86	72	4.4%
South BP	4	2	0.1%
South Oth	24	21	1.3%
South DNV	124	123	7.5%
Wales Con	25	23	1.4%
Wales Lab	29	25	1.5%
Wales LD	4	3	0.2%
Wales PC	8	7	0.4%
Wales BP	1	3	0.2%
Wales Oth DNV	26	23	1.4%
Scotland Con	27	28	1.7%
Scotland Lab	10	20	1.2%
Scotland LD	7	10	0.6%
Scotland SNP	52	49	3.0%
Scotland Oth DNV	15	34	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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)