

# YouGov / The Times Survey Results

Sample Size: 1680 GB Adults  
Fieldwork: 9th - 10th 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	
<b>Weighted Sample</b>	<b>1680</b>	491	386	83	569	417	151	623	665	816	864	183	701	405	391	958	722	202	564	365	405	144	
<b>Unweighted Sample</b>	<b>1680</b>	516	400	80	591	431	161	683	684	744	936	145	749	434	352	981	699	204	571	379	412	114	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

	3-4 Mar	9-10 Mar	Westminster VI			Vote In 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region				
			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	45	<b>42</b>	100	0	0	85	4	13	22	69	43	41	28	29	48	64	41	43	32	53	42	43	17
Lab	32	<b>33</b>	0	100	0	6	79	27	50	14	31	36	44	45	30	15	35	30	48	25	35	42	17
Lib Dem	6	<b>7</b>	0	0	100	1	4	47	10	2	7	7	10	7	6	8	8	5	9	9	4	4	11
SNP	5	<b>4</b>	0	0	0	0	1	0	5	3	4	4	2	6	4	3	3	7	0	0	0	0	46
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	2	1	1	2	1	2	1	2	1	1	2	1	0	5	1	0
Reform UK	3	<b>3</b>	0	0	0	5	0	0	0	6	4	1	0	3	5	2	2	4	1	4	4	2	2
Green	7	<b>6</b>	0	0	0	0	10	8	9	2	5	7	12	8	5	3	7	6	6	7	7	6	3
Other	1	<b>2</b>	0	0	0	2	1	3	2	4	3	2	2	3	1	3	2	3	3	2	2	3	4

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

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Conservative	31	<b>29</b>	100	0	0	70	4	10	18	47	32	27	18	19	35	47	31	27	24	37	28	29	12
Labour	22	<b>23</b>	0	100	0	5	65	20	39	10	23	23	30	29	21	11	26	19	35	18	23	28	13
Liberal Democrat	4	<b>5</b>	0	0	100	1	3	34	8	2	5	4	8	4	4	5	6	3	6	6	3	3	9
Scottish National Party (SNP)	3	<b>3</b>	0	0	0	0	1	0	4	2	3	3	1	4	3	2	2	4	0	0	0	0	34
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	2	1	0	1	0	1	1	1	1	1	1	0	0	4	0	0
Reform UK	2	<b>2</b>	0	0	0	4	0	0	0	4	3	1	0	2	3	2	2	3	1	3	3	1	1
Green	5	<b>5</b>	0	0	0	0	8	6	8	1	4	5	8	5	4	3	5	4	5	5	5	4	2
Some other party	1	<b>2</b>	0	0	0	2	1	2	1	2	1	1	1	2	1	2	1	2	2	1	2	2	3
Would not vote	11	<b>10</b>	0	0	0	2	3	2	3	7	10	10	11	13	7	8	7	15	6	9	12	14	9
Don't know	17	<b>18</b>	0	0	0	14	14	22	17	23	15	21	18	18	20	17	18	18	20	18	18	18	13
Refused	2	<b>2</b>	0	0	0	1	1	2	2	2	1	3	4	3	1	2	1	3	1	3	2	1	5

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

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

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

UK Independence Party (UKIP)	23	<b>39</b>	0	0	0	72	0	19	0	63	39	39	48	21	60	57	38	40	18	32	76	27	40
Women's Equality Party	0	<b>3</b>	0	0	0	0	0	0	9	0	0	7	0	6	0	0	6	0	0	11	0	0	0
Some other party	77	<b>58</b>	0	0	0	28	100	81	91	37	61	55	52	74	40	43	56	60	82	58	24	73	60
Don't know	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
Refused	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

### 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	0	3	2	2	1	3	5	8	10	10	11	7	5	6	12	4	8	9	12	7
1	2	<b>1</b>	0	0	0	0	0	1	0	1	1	1	2	1	1	0	1	2	0	1	2	1	2
2	2	<b>2</b>	0	1	0	1	2	0	1	1	2	2	3	2	1	2	2	1	0	1	2	2	3
3	2	<b>1</b>	0	0	0	0	0	0	0	2	1	1	3	1	1	1	1	2	2	1	1	2	0
4	1	<b>1</b>	0	0	0	0	0	0	0	1	1	1	1	1	1	0	0	1	0	1	1	1	0
5	5	<b>6</b>	4	1	3	4	3	6	4	6	5	8	6	7	6	6	6	7	7	6	7	7	2
6	3	<b>3</b>	2	3	2	1	2	0	2	1	3	3	8	3	1	2	3	3	5	3	3	3	2
7	4	<b>4</b>	4	2	6	4	3	5	4	4	3	4	6	5	2	3	4	4	4	4	3	5	1
8	7	<b>7</b>	8	6	4	9	6	3	6	7	8	6	4	9	5	6	8	6	9	6	7	6	4
9	8	<b>7</b>	9	7	10	8	8	11	8	8	8	7	5	6	10	6	7	8	8	8	7	5	8
10 - Absolutely certain to vote	57	<b>60</b>	71	79	72	71	74	72	71	63	62	58	52	54	65	68	64	54	60	61	58	57	70

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

Boris Johnson	36	<b>34</b>	84	3	8	71	6	16	18	55	36	31	22	25	38	50	33	35	28	41	34	33	13
Keir Starmer	28	<b>29</b>	3	73	50	7	61	50	49	12	31	27	27	35	30	17	34	21	37	27	29	28	28
Not sure	33	<b>35</b>	13	23	42	22	32	35	31	31	31	39	47	37	31	30	31	40	33	30	36	36	52
Refused	2	<b>3</b>	0	1	0	0	2	0	2	2	2	3	5	3	2	3	1	4	2	2	2	3	7

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

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

Very well	8	7	21	0	0	18	0	2	2	14	9	6	4	3	11	11	6	8	6	9	8	6	1
Fairly well	32	31	61	12	14	58	11	16	19	48	33	30	15	27	32	47	31	32	25	37	31	32	18
<b>TOTAL WELL</b>	<b>40</b>	<b>38</b>	<b>82</b>	<b>12</b>	<b>14</b>	<b>76</b>	<b>11</b>	<b>18</b>	<b>21</b>	<b>62</b>	<b>42</b>	<b>36</b>	<b>19</b>	<b>30</b>	<b>43</b>	<b>58</b>	<b>37</b>	<b>40</b>	<b>31</b>	<b>46</b>	<b>39</b>	<b>38</b>	<b>19</b>
Fairly badly	23	24	12	32	41	14	31	39	27	20	25	23	32	25	24	18	24	23	30	21	23	23	29
Very badly	25	26	1	46	33	4	48	36	43	10	27	25	26	31	27	16	30	21	26	24	24	26	40
<b>TOTAL BADLY</b>	<b>48</b>	<b>50</b>	<b>13</b>	<b>78</b>	<b>74</b>	<b>18</b>	<b>79</b>	<b>75</b>	<b>70</b>	<b>30</b>	<b>52</b>	<b>48</b>	<b>58</b>	<b>56</b>	<b>51</b>	<b>34</b>	<b>54</b>	<b>44</b>	<b>56</b>	<b>45</b>	<b>47</b>	<b>49</b>	<b>69</b>
Don't know	12	12	5	9	11	6	10	6	9	8	7	17	22	15	6	8	9	16	13	8	14	14	12

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

Right to leave	41	43	79	11	8	81	14	10	12	82	48	38	20	31	50	66	39	48	32	47	49	40	31
Wrong to leave	45	45	16	82	81	13	80	80	81	11	43	47	53	54	42	29	51	36	57	41	39	45	56
Don't know	14	12	5	6	12	6	6	10	7	6	9	15	27	15	8	5	10	16	11	11	12	15	13

## 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	147	178	10.6%
Men 50-64 High education	55	54	3.2%
Men 50-64 Mid education	82	77	4.6%
Men 50-64 Low education	71	67	4.0%
Men 25-49 High education	141	136	8.1%
Men 25-49 Mid education	141	124	7.4%
Men 25-49 Low education	60	87	5.2%
Men Under 25 High education	11	15	0.9%
Men Under 25 Mid & Low education	36	77	4.6%
Women Over 65	205	213	12.7%
Women 50-64 High education	55	50	3.0%
Women 50-64 Mid education	96	87	5.2%
Women 50-64 Low education	75	69	4.1%
Women 25-49 High education	165	146	8.7%
Women 25-49 Mid education	155	129	7.7%
Women 25-49 Low education	87	77	4.6%
Women Under 25 High education	20	18	1.1%
Women Under 25 Mid & Low education	78	72	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	167	319	19.0%
Medium (3-7)	1097	1008	60.0%
High (8,9,10)	416	353	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	535	470	28.0%
C1	446	487	29.0%
C2	333	353	21.0%
DE	366	370	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	683	623	37.1%
Leave	684	665	39.6%
Don't Know / Did Not Vote	313	391	23.3%

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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	125	118	7.0%
North Lab	138	129	7.7%
North LD	27	24	1.4%
North BP	16	15	0.9%
North Oth	13	12	0.7%
North DNV	93	108	6.4%
Midlands Con	116	111	6.6%
Midlands Lab	75	67	4.0%
Midlands LD	19	17	1.0%
Midlands BP	4	3	0.2%
Midlands Oth	10	8	0.5%
Midlands DNV	65	72	4.3%
London Con	52	49	2.9%
London Lab	65	74	4.4%
London LD	27	24	1.4%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	51	49	2.9%
South Con	250	240	14.3%
South Lab	107	101	6.0%
South LD	78	74	4.4%
South BP	2	2	0.1%
South Oth	25	22	1.3%
South DNV	109	126	7.5%
Wales Con	25	24	1.4%
Wales Lab	26	25	1.5%
Wales LD	4	3	0.2%
Wales PC	7	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	24	24	1.4%
Scotland Con	23	29	1.7%
Scotland Lab	20	20	1.2%
Scotland LD	6	10	0.6%
Scotland SNP	43	50	3.0%
Scotland Oth DNV	22	35	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](http://yougov.co.uk/publicopinion/methodology)  
Or visit our website: [yougov.co.uk](http://yougov.co.uk)