

YouGov / The Times Survey Results

Sample Size: 1803 GB Adults
Fieldwork: 27th - 28th 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	1803	553	423	85	611	447	162	669	714	876	927	197	752	435	420	1028	775	216	606	391	435	155	
Unweighted Sample	1803	582	428	88	650	443	175	742	733	765	1038	148	767	453	435	1073	730	184	640	389	435	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

21-22
Apr

27-28
Apr

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	44	44	100	0	0	87	5	12	24	70	42	46	16	37	50	60	41	48	34	54	50	35	25
Lab	34	33	0	100	0	4	81	32	48	14	32	34	47	39	30	20	35	29	50	26	29	45	15
Lib Dem	5	7	0	0	100	2	4	42	11	2	7	6	10	7	4	7	8	5	5	10	4	4	9
SNP	5	4	0	0	0	0	1	0	5	3	6	3	11	4	3	4	4	5	0	0	0	0	46
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	2	1	1	2	0	1	2	1	0	0	6	0	0
Reform UK	2	3	0	0	0	4	0	0	0	5	4	2	3	2	3	3	1	5	5	2	2	5	0
Green	7	7	0	0	0	2	8	13	10	3	6	7	9	8	7	3	8	6	5	7	7	9	4
Other	2	1	0	0	0	2	0	1	0	2	2	1	2	2	1	1	1	2	0	1	2	2	1

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

Conservative	30	31	100	0	0	73	4	8	19	53	30	31	12	24	37	45	30	32	25	40	34	21	19
Labour	23	23	0	100	0	3	66	22	37	11	23	24	35	26	23	15	26	20	39	19	21	28	12
Liberal Democrat	4	5	0	0	100	1	3	30	9	2	5	4	7	5	3	5	6	3	4	7	3	2	7
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	4	2	4	2	7	3	2	3	3	3	0	0	0	0	36
Plaid Cymru	1	1	0	0	0	0	0	0	1	1	2	0	2	1	0	1	1	1	0	0	4	0	0
Reform UK	2	2	0	0	0	4	0	0	0	4	3	1	2	1	3	3	1	3	3	1	2	3	0
Green	5	5	0	0	0	1	7	9	8	3	5	5	7	5	5	3	6	4	4	6	5	5	3
Some other party	1	1	0	0	0	1	0	1	0	2	1	1	1	1	1	1	1	1	0	1	1	1	1
Would not vote	12	10	0	0	0	2	3	3	3	6	11	8	7	12	8	9	8	13	2	8	11	14	10
Don't know	16	17	0	0	0	13	13	26	16	16	13	21	17	20	16	15	17	18	19	15	18	21	10
Refused	4	2	0	0	0	1	3	1	2	2	2	2	3	3	1	1	2	2	3	2	2	3	0

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=22]

UK Independence Party (UKIP)	38	25	0	0	0	34	53	0	20	22	9	46	0	24	19	42	25	24	0	33	23	24	0
Women's Equality Party	8	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	50	72	0	0	0	66	47	100	57	78	91	46	100	76	81	41	68	76	100	67	77	66	100
Don't know	4	4	0	0	0	0	0	0	23	0	0	8	0	0	0	16	7	0	0	0	11	0	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	8	1	1	0	1	1	0	1	5	8	7	6	10	5	8	6	10	3	7	10	10	9
1	2	2	0	0	0	1	1	1	1	1	2	1	2	2	2	1	2	2	1	1	2	2	2
2	2	2	0	1	2	0	0	1	1	1	2	2	3	2	3	0	1	3	0	2	1	4	1
3	2	1	0	1	0	1	0	2	1	1	2	1	2	2	0	1	1	2	4	1	1	2	1
4	2	1	0	1	3	1	1	1	1	1	1	1	2	1	0	1	1	1	2	1	0	2	2
5	5	6	2	2	3	4	3	5	2	5	5	7	11	7	5	4	5	8	6	5	5	9	3
6	2	2	2	2	0	2	2	1	2	2	3	2	3	3	1	1	2	2	1	2	5	1	3
7	5	4	4	4	4	4	5	3	3	5	4	5	6	5	4	2	5	4	2	6	4	4	3
8	6	8	8	7	12	7	8	8	8	7	7	8	13	8	7	5	8	7	9	9	8	8	2
9	8	8	9	8	11	10	9	13	10	7	8	8	4	8	9	10	9	6	10	7	9	6	10
10 - Absolutely certain to vote	56	58	72	72	64	70	72	65	69	64	58	58	48	52	63	67	60	54	61	59	55	54	66

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	178	191	10.6%
Men 50-64 High education	55	58	3.2%
Men 50-64 Mid education	91	83	4.6%
Men 50-64 Low education	72	72	4.0%
Men 25-49 High education	134	146	8.1%
Men 25-49 Mid education	136	133	7.4%
Men 25-49 Low education	51	94	5.2%
Men Under 25 High education	18	16	0.9%
Men Under 25 Mid & Low education	30	83	4.6%
Women Over 65	257	229	12.7%
Women 50-64 High education	54	54	3.0%
Women 50-64 Mid education	103	94	5.2%
Women 50-64 Low education	78	74	4.1%
Women 25-49 High education	188	157	8.7%
Women 25-49 Mid education	162	139	7.7%
Women 25-49 Low education	96	83	4.6%
Women Under 25 High education	27	20	1.1%
Women Under 25 Mid & Low education	73	78	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	167	343	19.0%
Medium (3-7)	1230	1082	60.0%
High (8,9,10)	406	379	21.0%
Social Grade (NRS and 2011 census)			
AB	555	505	28.0%
C1	518	523	29.0%
C2	330	379	21.0%
DE	400	397	22.0%
EU Referendum Vote (Election Result)			
Remain	742	669	37.1%
Leave	733	714	39.6%
Don't Know / Did Not Vote	328	420	23.3%

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

North Con	137	126	7.0%
North Lab	148	139	7.7%
North LD	27	25	1.4%
North BP	18	16	0.9%
North Oth	17	13	0.7%
North DNV	88	115	6.4%
Midlands Con	121	119	6.6%
Midlands Lab	82	72	4.0%
Midlands LD	19	18	1.0%
Midlands BP	5	4	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	73	78	4.3%
London Con	54	52	2.9%
London Lab	56	79	4.4%
London LD	25	25	1.4%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	40	52	2.9%
South Con	281	258	14.3%
South Lab	117	108	6.0%
South LD	89	79	4.4%
South BP	2	2	0.1%
South Oth	28	23	1.3%
South DNV	123	135	7.5%
Wales Con	26	25	1.4%
Wales Lab	19	27	1.5%
Wales LD	4	4	0.2%
Wales PC	8	7	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	18	25	1.4%
Scotland Con	31	31	1.7%
Scotland Lab	21	22	1.2%
Scotland LD	11	11	0.6%
Scotland SNP	61	54	3.0%
Scotland Oth DNV	31	38	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