

YouGov / The Times Survey Results



Sample Size: 1702 GB Adults
Fieldwork: 13th - 14th January 2021

	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	
Weighted Sample	1702	446	451	64	577	422	153	631	674	827	875	186	710	410	397	970	732	204	572	369	410	146
Unweighted Sample	1702	467	471	67	600	436	165	698	692	720	982	149	677	423	453	1028	674	168	597	373	428	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	4-5 Jan	13-14 Jan																					
Con	39	38	100	0	0	84	2	10	18	65	40	37	19	26	45	63	35	44	22	50	42	34	20
Lab	39	39	0	100	0	7	84	45	56	18	37	40	59	49	30	19	41	34	56	30	41	51	14
Lib Dem	6	5	0	0	100	1	3	31	7	3	6	5	6	7	3	5	6	4	9	8	3	2	4
SNP	5	5	0	0	0	0	1	2	7	4	5	5	1	5	8	4	5	5	0	0	0	1	53
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	1	0	0	1	1	1	1	0	0	4	0	0
Reform UK	3	3	0	0	0	6	0	0	0	6	4	2	0	2	5	3	3	3	2	3	3	3	3
Green	6	6	0	0	0	0	9	7	10	2	4	9	11	8	6	3	7	6	9	7	5	7	4
Other	2	2	0	0	0	3	0	4	1	3	3	2	3	3	2	2	2	3	2	2	3	3	3

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

Conservative	27	26	100	0	0	65	2	7	14	46	28	24	14	18	33	41	26	26	15	35	27	23	14
Labour	27	27	0	100	0	5	70	32	43	13	27	26	42	33	22	13	31	21	38	22	26	34	11
Liberal Democrat	4	4	0	0	100	1	2	22	6	2	4	3	5	5	2	3	5	3	6	6	2	2	4
Scottish National Party (SNP)	4	3	0	0	0	0	1	2	6	3	3	3	1	3	6	3	4	3	0	0	0	1	38
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	1	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	0	2	3	2	2	2	1	2	2	2	2
Green	4	5	0	0	0	0	8	5	8	1	4	6	10	5	4	2	5	4	8	5	3	5	3
Some other party	1	2	0	0	0	2	0	3	1	3	3	1	2	2	2	2	2	2	1	1	3	2	2
Would not vote	11	12	0	0	0	3	2	2	4	9	13	11	7	15	10	11	8	16	8	11	14	14	10
Don't know	17	17	0	0	0	17	13	25	16	18	13	21	15	17	16	21	15	20	20	16	18	17	17
Refused	2	2	0	0	0	2	1	2	1	1	2	2	4	2	2	1	2	2	2	2	2	2	0

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

	4-5 Jan	13-14 Jan																					
And which of these parties would you vote for?																							
<i>[Asked only to those who answered 'some other party'; n=29]</i>																							
UK Independence Party (UKIP)	16	28	0	0	0	40	0	0	0	34	27	30	25	23	50	13	23	35	34	20	35	35	0
Women's Equality Party	14	9	0	0	0	0	0	64	0	0	13	0	75	0	0	0	15	0	0	36	0	0	0
Some other party	58	63	0	0	0	60	0	36	100	66	60	70	0	77	50	87	62	65	66	44	65	65	100
Don't know	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	4-5 Jan	13-14 Jan																					
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	10	10	1	1	0	3	2	1	3	8	11	9	7	12	8	10	7	14	6	10	14	10	7
1	1	1	0	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	1	2	0	0	3	0	0	1	1	1	2	2	3	0	1	1	3	1	1	2	3	1	
3	2	2	1	1	1	1	1	0	1	1	2	1	2	3	0	1	1	2	4	1	1	2	0
4	1	2	1	1	1	1	1	0	1	2	2	2	7	2	2	1	2	2	5	1	1	3	2
5	6	4	2	2	3	3	2	1	2	5	3	5	6	4	4	4	4	5	2	4	5	5	5
6	2	2	2	1	3	2	3	1	1	2	2	2	3	3	0	2	2	2	4	2	1	2	2
7	5	4	4	5	3	3	4	2	4	4	3	4	10	4	3	2	4	4	6	3	3	6	1
8	5	7	8	8	7	7	6	7	7	8	6	7	3	6	10	6	7	7	7	7	7	7	5
9	8	7	8	9	5	9	7	6	7	7	7	7	9	5	7	8	8	6	7	7	6	7	5
10 - Absolutely certain to vote	58	59	73	72	74	71	73	79	72	61	60	59	50	57	64	64	63	55	59	62	58	53	71

	4-5 Jan	13-14 Jan																					
Which of the following do you think would make the best Prime Minister?																							
Boris Johnson	30	29	83	2	8	63	4	7	14	49	33	25	13	24	35	39	28	30	19	34	32	29	14
Keir Starmer	35	34	3	82	52	10	67	60	56	16	36	31	47	38	30	25	40	26	46	31	31	35	30
Not sure	32	34	14	14	37	25	26	30	26	33	27	41	33	35	33	34	29	41	30	30	34	34	51
Refused	3	3	1	2	3	2	4	3	4	2	4	3	7	3	2	3	4	3	6	4	2	2	4

	4-5 Jan	13-14 Jan																					
How well or badly do you think the government are doing at handling Britain's exit from the European Union?																							
Very well	8	8	23	1	3	18	1	1	3	15	10	5	5	6	9	10	8	8	5	9	7	9	5
Fairly well	32	31	66	9	15	58	11	16	18	47	31	31	21	24	36	43	30	33	19	36	37	29	18
TOTAL WELL	40	39	89	10	18	76	12	17	21	62	41	36	26	30	45	53	38	41	24	45	44	38	23
Fairly badly	20	22	6	27	28	13	27	28	23	17	20	23	30	24	18	17	24	19	35	19	19	21	21
Very badly	30	29	1	55	46	4	54	47	48	12	29	28	28	34	28	21	31	26	31	25	25	29	49
TOTAL BADLY	50	51	7	82	74	17	81	75	71	29	49	51	58	58	46	38	55	45	66	44	44	50	70
Don't know	10	11	4	8	8	8	7	8	8	8	9	12	16	12	10	8	8	15	10	11	12	11	8

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Unweighted Sample	1702	467	471	67	600	436	165	698	692	720	982	149	677	423	453	1028	674	168	597	373	428	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	4-5 Jan	13-14 Jan																					
Right to leave	40	42	82	11	21	80	11	6	8	82	46	37	19	31	49	64	36	48	31	47	45	40	34
Wrong to leave	48	47	13	83	73	15	81	88	87	10	45	50	65	55	44	29	54	39	55	43	43	50	58
Don't know	12	11	5	6	6	5	8	6	5	8	9	13	17	14	8	7	10	12	14	10	12	11	8

If you were contacted by the NHS and offered a coronavirus vaccine in the next week, how likely or unlikely would you be to take it?

Very likely	70	80	77	70	76	76	86	78	72	70	71	61	58	77	89	73	68	63	73	68	70	80
Fairly likely	11	8	11	14	8	10	7	11	9	11	11	15	15	9	4	11	11	10	9	13	14	5
TOTAL LIKELY	81	88	88	84	84	86	93	89	81	81	82	76	73	86	93	84	79	73	82	81	84	85
Fairly unlikely	5	3	4	5	4	4	3	3	5	6	5	11	7	4	1	5	5	10	5	6	3	5
Very unlikely	8	5	5	6	9	5	2	4	10	8	8	8	11	7	4	7	9	12	7	6	9	9
TOTAL UNLIKELY	13	8	9	11	13	9	5	7	15	14	13	19	18	11	5	12	14	22	12	12	12	14
Don't know	5	3	4	5	3	6	3	3	4	5	6	5	8	4	2	3	7	5	6	6	5	1

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	202	180	10.6%
Men 50-64 High education	54	54	3.2%
Men 50-64 Mid education	80	78	4.6%
Men 50-64 Low education	71	68	4.0%
Men 25-49 High education	111	138	8.1%
Men 25-49 Mid education	116	126	7.4%
Men 25-49 Low education	41	89	5.2%
Men Under 25 High education	16	15	0.9%
Men Under 25 Mid & Low education	29	78	4.6%
Women Over 65	251	216	12.7%
Women 50-64 High education	49	51	3.0%
Women 50-64 Mid education	92	89	5.2%
Women 50-64 Low education	77	70	4.1%
Women 25-49 High education	166	148	8.7%
Women 25-49 Mid education	153	131	7.7%
Women 25-49 Low education	90	78	4.6%
Women Under 25 High education	21	19	1.1%
Women Under 25 Mid & Low education	83	73	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	160	323	19.0%
Medium (3-7)	1139	1021	60.0%
High (8,9,10)	403	357	21.0%
Social Grade (NRS and 2011 census)			
AB	532	477	28.0%
C1	496	494	29.0%
C2	283	357	21.0%
DE	391	374	22.0%
EU Referendum Vote (Election Result)			
Remain	698	631	37.1%
Leave	692	674	39.6%
Don't Know / Did Not Vote	312	397	23.3%

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

North Con	130	119	7.0%
North Lab	145	131	7.7%
North LD	26	24	1.4%
North BP	15	15	0.9%
North Oth	12	12	0.7%
North DNV	100	109	6.4%
Midlands Con	117	112	6.6%
Midlands Lab	73	68	4.0%
Midlands LD	20	17	1.0%
Midlands BP	3	3	0.2%
Midlands Oth	9	9	0.5%
Midlands DNV	60	73	4.3%
London Con	48	49	2.9%
London Lab	56	75	4.4%
London LD	22	24	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	34	49	2.9%
South Con	251	243	14.3%
South Lab	114	102	6.0%
South LD	84	75	4.4%
South BP	2	2	0.1%
South Oth	24	22	1.3%
South DNV	122	128	7.5%
Wales Con	25	24	1.4%
Wales Lab	29	26	1.5%
Wales LD	4	3	0.2%
Wales PC	8	7	0.4%
Wales BP	5	3	0.2%
Wales Oth DNV	20	24	1.4%
Scotland Con	29	29	1.7%
Scotland Lab	19	20	1.2%
Scotland LD	9	10	0.6%
Scotland SNP	50	51	3.0%
Scotland Oth DNV	29	36	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