

YouGov / The Times Survey Results

Sample Size: 1703 GB Adults
Fieldwork: 21st - 22nd January 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	1703	449	436	54	577	422	153	632	674	828	875	186	710	410	397	971	732	204	572	370	410	146	
Unweighted Sample	1703	462	471	59	599	431	161	700	671	778	925	163	707	418	415	1030	673	152	595	396	415	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

13-14 Jan
21-22 Jan

	13-14 Jan	21-22 Jan																					
Con	38	39	100	0	0	83	2	16	19	66	40	39	18	28	44	60	37	44	25	49	44	37	20
Lab	39	38	0	100	0	6	84	43	54	16	35	40	57	46	32	24	41	32	53	32	41	45	14
Lib Dem	5	5	0	0	100	1	2	31	7	2	5	4	5	6	3	4	5	3	7	6	2	3	7
SNP	5	5	0	0	0	0	2	0	8	2	5	5	2	7	5	4	4	8	0	0	0	1	50
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	2	3	1	1	1	1	1	0	0	4	0	0
Reform UK	3	4	0	0	0	7	0	0	1	8	6	2	1	2	6	4	3	4	4	4	3	4	2
Green	6	6	0	0	0	1	8	10	9	3	6	7	11	7	8	3	7	5	8	8	4	8	4
Other	2	2	0	0	0	2	1	0	1	4	2	1	3	2	2	1	2	2	3	1	2	2	2

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

Conservative	26	26	100	0	0	66	2	10	16	45	28	25	12	18	31	43	27	25	18	32	30	24	15
Labour	27	26	0	100	0	5	71	29	43	12	25	26	37	29	23	17	30	19	36	21	28	30	11
Liberal Democrat	4	3	0	0	100	0	1	21	6	1	4	3	3	4	2	3	4	2	5	4	1	2	6
Scottish National Party (SNP)	3	3	0	0	0	0	2	0	6	1	4	3	1	4	4	3	3	5	0	0	0	1	38
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	1	2	1	0	1	1	1	0	0	3	0	0
Reform UK	2	2	0	0	0	5	0	0	1	6	4	1	1	1	4	3	2	2	3	3	2	3	1
Green	5	4	0	0	0	1	7	7	7	2	4	5	7	4	6	2	5	3	6	5	3	5	3
Some other party	2	2	0	0	0	2	1	0	1	3	2	1	3	2	1	1	2	2	3	1	1	1	2
Would not vote	12	11	0	0	0	3	1	4	2	8	10	11	11	12	8	10	7	15	4	12	9	13	10
Don't know	17	19	0	0	0	16	12	27	15	21	17	21	14	20	20	16	16	23	20	19	19	19	13
Refused	2	3	0	0	0	1	3	2	3	1	3	3	9	3	1	1	2	3	7	3	3	2	1

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=27]

	13-14 Jan	21-22 Jan	13-14 Jan			21-22 Jan			13-14 Jan		21-22 Jan		13-14 Jan				21-22 Jan		13-14 Jan				21-22 Jan	
UK Independence Party (UKIP)	28	36	0	0	0	55	0	0	0	48	30	48	52	25	51	34	23	56	32	14	51	75	0	
Women's Equality Party	9	10	0	0	0	0	20	0	44	4	0	28	0	13	15	0	9	11	21	0	17	11	0	
Some other party	63	51	0	0	0	45	80	0	56	43	65	24	48	55	34	66	63	34	47	86	33	14	76	
Don't know	0	3	0	0	0	0	0	0	0	4	5	0	0	6	0	0	5	0	0	0	0	0	24	
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?

	13-14 Jan	21-22 Jan	13-14 Jan			21-22 Jan			13-14 Jan		21-22 Jan		13-14 Jan				21-22 Jan		13-14 Jan				21-22 Jan	
0 - Certain NOT to vote	10	9	1	1	0	3	1	0	1	6	10	8	11	10	7	7	6	13	5	9	9	11	7	
1	1	2	0	0	0	1	0	1	1	2	1	2	1	2	1	1	1	2	0	2	1	2	2	
2	2	1	0	0	0	0	0	1	0	0	1	1	3	1	0	1	1	1	1	1	1	1	0	
3	2	2	1	0	3	1	1	3	1	1	2	2	4	2	2	1	2	3	1	2	1	3	1	
4	2	1	0	1	0	1	0	0	1	1	1	1	2	1	1	0	1	1	1	1	0	1	0	
5	4	5	1	2	0	3	2	5	2	5	4	5	3	6	5	3	3	7	5	5	5	5	3	
6	2	3	3	1	1	3	1	2	0	3	2	3	3	3	1	3	2	4	5	1	4	3	0	
7	4	6	5	4	11	5	3	8	4	7	5	7	5	7	5	4	4	7	5	7	6	4	3	
8	7	7	8	7	10	6	8	8	6	7	7	6	8	7	6	5	6	7	6	6	7	7	9	
9	7	7	9	7	10	9	7	8	7	8	8	6	10	6	7	8	8	5	6	7	8	6	9	
10 - Absolutely certain to vote	59	59	72	76	64	69	79	64	75	60	60	58	49	54	65	65	65	50	64	58	56	57	66	

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

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

Boris Johnson	29	31	84	2	8	67	4	16	17	52	33	29	18	24	36	43	30	33	20	35	35	31	20
Keir Starmer	34	33	4	81	55	9	71	51	57	16	33	33	35	36	32	27	39	25	45	29	31	32	42
Not sure	34	32	12	15	37	22	21	33	24	30	30	34	38	36	29	26	29	37	29	32	31	33	36
Refused	3	4	1	1	0	2	3	1	2	3	5	3	9	4	2	3	2	6	6	4	3	4	3

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

Very well	8	6	18	1	2	15	0	1	2	12	8	5	3	5	6	10	5	8	4	6	8	6	3
Fairly well	31	29	63	10	8	58	6	18	15	48	30	28	16	22	35	41	28	30	21	33	32	28	15
TOTAL WELL	39	35	81	11	10	73	6	19	17	60	38	33	19	27	41	51	33	38	25	39	40	34	18
Fairly badly	22	23	12	27	45	15	27	28	25	17	22	25	35	24	22	18	25	21	27	22	23	23	26
Very badly	29	29	2	57	40	5	58	39	50	11	30	28	29	32	31	22	33	24	38	25	22	29	51
TOTAL BADLY	51	52	14	84	85	20	85	67	75	28	52	53	64	56	53	40	58	45	65	47	45	52	77
Don't know	11	13	6	5	6	7	8	15	7	12	11	14	17	18	6	9	9	18	10	14	14	14	4

13-14 Jan 21-22 Jan

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

Right to leave	42	40	76	12	5	78	9	14	7	80	42	37	22	30	45	59	35	46	31	43	44	41	25
Wrong to leave	47	48	18	81	89	15	83	84	88	9	46	49	57	54	47	33	56	37	56	44	43	45	73
Don't know	11	13	6	6	6	7	8	2	4	10	11	14	21	16	8	8	9	17	12	14	13	14	2

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	205	181	10.6%
Men 50-64 High education	55	54	3.2%
Men 50-64 Mid education	81	78	4.6%
Men 50-64 Low education	73	68	4.0%
Men 25-49 High education	120	138	8.1%
Men 25-49 Mid education	133	126	7.4%
Men 25-49 Low education	57	89	5.2%
Men Under 25 High education	15	15	0.9%
Men Under 25 Mid & Low education	39	78	4.6%
Women Over 65	210	216	12.7%
Women 50-64 High education	53	51	3.0%
Women 50-64 Mid education	87	89	5.2%
Women 50-64 Low education	69	70	4.1%
Women 25-49 High education	163	148	8.7%
Women 25-49 Mid education	148	131	7.7%
Women 25-49 Low education	86	78	4.6%
Women Under 25 High education	24	19	1.1%
Women Under 25 Mid & Low education	85	73	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	161	324	19.0%
Medium (3-7)	1142	1022	60.0%
High (8,9,10)	400	358	21.0%
Social Grade (NRS and 2011 census)			
AB	534	477	28.0%
C1	496	494	29.0%
C2	281	358	21.0%
DE	392	375	22.0%
EU Referendum Vote (Election Result)			
Remain	700	632	37.1%
Leave	671	674	39.6%
Don't Know / Did Not Vote	332	397	23.3%

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

North Con	122	119	7.0%
North Lab	146	131	7.7%
North LD	26	24	1.4%
North BP	18	15	0.9%
North Oth	13	12	0.7%
North DNV	90	109	6.4%
Midlands Con	121	112	6.6%
Midlands Lab	76	68	4.0%
Midlands LD	18	17	1.0%
Midlands BP	4	3	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	70	73	4.3%
London Con	44	49	2.9%
London Lab	47	75	4.4%
London LD	22	24	1.4%
London BP	2	2	0.1%
London Oth	4	5	0.3%
London DNV	33	49	2.9%
South Con	254	244	14.3%
South Lab	114	102	6.0%
South LD	80	75	4.4%
South BP	2	2	0.1%
South Oth	26	22	1.3%
South DNV	119	128	7.5%
Wales Con	28	24	1.4%
Wales Lab	28	26	1.5%
Wales LD	4	3	0.2%
Wales PC	7	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	26	24	1.4%
Scotland Con	30	29	1.7%
Scotland Lab	20	20	1.2%
Scotland LD	11	10	0.6%
Scotland SNP	57	51	3.0%
Scotland Oth DNV	27	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