

# YouGov / The Times Survey Results



Sample Size: 1705 GB Adults  
Fieldwork: 27th - 28th May 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>1705</b>	519	349	99	578	423	153	633	675	829	876	186	711	411	397	972	733	205	573	370	411	147
<b>Unweighted Sample</b>	<b>1705</b>	544	364	97	587	432	156	692	659	714	991	138	662	420	485	1030	675	177	598	374	411	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

	19-20 May	27-28 May																					
Con	46	43	100	0	0	86	3	19	27	66	43	43	26	32	48	61	41	47	35	53	48	39	23
Lab	28	29	0	100	0	3	74	21	42	14	26	32	35	36	27	19	31	27	40	18	34	41	12
Lib Dem	8	8	0	0	100	1	6	52	13	3	9	7	12	9	8	6	10	5	9	13	5	5	6
SNP	5	5	0	0	0	0	1	1	7	3	6	5	9	7	5	2	5	6	0	0	0	0	55
Plaid Cymru	1	1	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0	3	0	0
Reform UK	2	3	0	0	0	6	0	1	1	6	4	1	0	2	4	4	2	3	3	3	3	4	0
Green	8	8	0	0	0	2	14	5	10	5	8	9	13	10	6	6	8	9	9	10	8	9	2
Other	1	2	0	0	0	2	1	1	0	4	2	2	4	2	1	1	2	2	3	2	0	2	2

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

Conservative	33	30	100	0	0	72	3	15	21	49	32	29	18	20	37	48	31	30	23	35	35	27	18
Labour	20	20	0	100	0	3	60	16	33	11	19	22	24	22	21	15	23	17	27	12	24	30	10
Liberal Democrat	6	6	0	0	100	1	5	40	10	2	7	5	9	6	6	4	8	3	7	9	4	3	5
Scottish National Party (SNP)	4	4	0	0	0	0	1	1	6	2	5	3	7	4	4	2	4	4	0	0	0	0	46
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	1	0	0	0	1	1	1	0	0	0	2	0	0
Reform UK	2	2	0	0	0	5	0	0	1	4	3	1	0	2	3	3	2	2	2	2	2	3	0
Green	6	6	0	0	0	2	11	4	8	3	6	6	10	6	5	5	6	6	7	7	5	6	3
Some other party	1	1	0	0	0	2	1	1	0	3	2	1	3	2	1	1	2	1	2	2	0	2	2
Would not vote	12	11	0	0	0	3	1	1	3	8	12	9	15	15	8	3	7	16	10	12	8	12	5
Don't know	14	16	0	0	0	12	14	19	16	15	11	20	9	18	13	17	14	17	15	17	16	15	12
Refused	2	3	0	0	0	1	4	2	2	3	3	3	6	4	1	2	3	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=20]

UK Independence Party (UKIP)	19	<b>34</b>	0	0	0	0	35	100	0	41	29	39	0	26	70	63	24	52	17	29	0	66	0
Women's Equality Party	4	<b>6</b>	0	0	0	0	0	0	0	14	0	14	0	0	0	0	10	0	36	0	0	0	0
Some other party	61	<b>57</b>	0	0	0	100	65	0	100	59	65	47	100	53	30	37	66	38	47	63	100	34	100
Don't know	16	<b>3</b>	0	0	0	0	0	0	0	6	0	0	0	7	0	0	0	10	0	8	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	10	<b>9</b>	1	0	4	1	0	1	1	6	9	9	11	14	6	3	6	13	9	10	7	10	6
1	2	<b>2</b>	0	1	0	0	1	0	1	2	2	1	0	3	1	1	1	2	2	2	3	0	0
2	2	<b>2</b>	0	1	0	1	1	1	1	2	2	2	4	2	1	1	2	3	2	2	1	3	1
3	2	<b>2</b>	0	1	0	0	0	1	1	1	2	3	3	2	1	0	1	2	3	2	0	1	1
4	1	<b>3</b>	1	0	2	1	0	2	1	1	2	3	9	3	2	0	1	4	2	3	2	1	5
5	6	<b>5</b>	3	2	2	3	4	2	3	5	4	7	5	7	4	4	4	6	6	4	8	4	4
6	3	<b>3</b>	3	2	3	3	2	2	2	2	4	4	4	4	2	1	3	3	4	4	2	2	3
7	4	<b>5</b>	7	4	3	5	5	5	5	5	4	6	7	5	5	3	5	5	3	6	5	5	1
8	7	<b>7</b>	6	9	5	7	8	4	5	9	6	8	11	7	6	6	6	7	5	7	6	9	3
9	8	<b>8</b>	11	8	12	10	8	8	9	8	9	7	8	7	8	9	9	6	6	9	6	7	11
10 - Absolutely certain to vote	55	<b>56</b>	68	71	69	66	71	71	70	59	59	53	37	46	65	71	62	48	58	50	59	56	64

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

Boris Johnson	40	<b>37</b>	87	4	10	73	6	13	21	60	40	34	23	28	44	52	35	39	26	42	40	36	24
Keir Starmer	24	<b>25</b>	2	69	50	4	56	45	43	9	27	23	29	27	26	20	30	18	31	19	24	30	34
Not sure	33	<b>35</b>	11	25	38	20	35	39	32	28	30	39	43	40	29	27	31	39	37	36	33	32	38
Refused	4	<b>3</b>	1	2	2	2	3	3	3	2	3	4	5	5	2	2	3	4	7	3	3	2	5

## 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	221	181	10.6%
Men 50-64 High education	58	55	3.2%
Men 50-64 Mid education	80	78	4.6%
Men 50-64 Low education	68	68	4.0%
Men 25-49 High education	105	138	8.1%
Men 25-49 Mid education	101	126	7.4%
Men 25-49 Low education	50	89	5.2%
Men Under 25 High education	11	15	0.9%
Men Under 25 Mid & Low education	20	78	4.6%
Women Over 65	264	217	12.7%
Women 50-64 High education	53	51	3.0%
Women 50-64 Mid education	92	89	5.2%
Women 50-64 Low education	69	70	4.1%
Women 25-49 High education	168	148	8.7%
Women 25-49 Mid education	147	131	7.7%
Women 25-49 Low education	91	78	4.6%
Women Under 25 High education	21	19	1.1%
Women Under 25 Mid & Low education	86	73	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	167	324	19.0%
Medium (3-7)	1141	1023	60.0%
High (8,9,10)	397	358	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	534	477	28.0%
C1	496	494	29.0%
C2	306	358	21.0%
DE	369	375	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	692	633	37.1%
Leave	659	675	39.6%
Don't Know / Did Not Vote	354	397	23.3%

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

North Con	120	119	7.0%
North Lab	138	131	7.7%
North LD	28	24	1.4%
North BP	17	15	0.9%
North Oth	12	12	0.7%
North DNV	96	109	6.4%
Midlands Con	113	113	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	48	49	2.9%
London Lab	62	75	4.4%
London LD	18	24	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	41	49	2.9%
South Con	255	244	14.3%
South Lab	114	102	6.0%
South LD	80	75	4.4%
South BP	2	2	0.1%
South Oth	24	22	1.3%
South DNV	123	128	7.5%
Wales Con	24	24	1.4%
Wales Lab	24	26	1.5%
Wales LD	2	3	0.2%
Wales PC	4	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	25	24	1.4%
Scotland Con	27	29	1.7%
Scotland Lab	18	20	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	57	51	3.0%
Scotland Oth DNV	33	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](https://yougov.co.uk/publicopinion/methodology)

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