

# Voting Intention Poll



Fieldwork: 12th to 16th March 2021

Sample: 1,001 UK adults

Interview mode: Online

	All	Gender		Age						Region						
	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	Northern Ireland
Unweighted n	1,001	452	549	114	135	201	170	109	272	145	325	187	203	75	28	17
Weighted n	1,001	490	511	105	171	161	169	158	237	111	314	159	237	85	49	27

## HEADLINE GB VOTING INTENTION

Conservative	42	45	38	18	38	24	39	33	63	39	46	51	43	16	33
Labour	37	32	43	65	43	48	41	39	20	39	35	37	43	31	30
Liberal Democrats	7	6	7	5	6	7	3	8	8	5	10	3	5	4	11
SNP	5	6	4	1	4	9	4	9	3	2	0	2	0	47	0
Plaid Cymru	1	1	1	0	0	0	2	2	1	0	0	0	0	0	18
Green	2	3	1	4	2	6	1	1	2	4	2	2	1	2	8
Reform UK/Brexit Party	5	5	5	2	8	5	7	6	2	8	5	4	6	1	0
Another party or candidate	2	2	1	6	0	1	2	2	1	4	1	2	2	0	0

Base: All. Weighting: Normal

	All	Education		Tenure		Ethnicity		Voting intention			2019 vote			EU referendum	
	All	Higher	Non-HE	Own	Rent	White	Non-White	CON	LAB	LD	CON	LAB	LD	Remain	Leave
Unweighted n	1,001	428	573	615	357	854	147	296	285	58	287	230	64	393	380
Weighted n	1,001	286	715	585	380	881	120	290	288	57	273	231	55	377	388

## HEADLINE GB VOTING INTENTION

Conservative	42	38	43	46	34	43	26	100	0	0	91	5	4	24	61
Labour	37	37	37	34	43	36	49	0	100	0	4	87	31	49	24
Liberal Democrats	7	7	6	7	5	6	10	0	0	100	1	0	62	12	2
SNP	5	5	5	4	7	5	2	0	0	0	0	1	2	8	2
Plaid Cymru	1	0	1	0	3	1	0	0	0	0	0	2	0	0	2
Green	2	2	2	3	1	2	4	0	0	0	3	0	0	0	4
Reform UK/Brexit Party	5	8	3	5	5	5	5	0	0	0	0	4	2	6	3
Another party or candidate	2	2	1	1	2	1	3	0	0	0	1	0	0	0	2

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	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	Northern Ireland
Unweighted n	1,001	452	549	114	135	201	170	109	272	145	325	187	203	75	28	17
Weighted n	1,001	490	511	105	171	161	169	158	237	111	314	159	237	85	49	27

If a new general election to the UK Parliament were held tomorrow, how likely or unlikely is it that you would vote?

I am not eligible to vote in UK general elections	3	2	5	11	5	5	2	2	1	5	3	4	2	6	0	10
0 - Very unlikely	6	5	7	8	10	7	7	4	2	4	6	10	6	4	3	4
1	2	2	2	5	3	4	2	2	0	4	2	3	2	4	0	0
2	2	3	1	5	3	1	3	1	0	3	1	1	4	3	0	0
3	2	2	2	2	7	3	1	1	0	6	1	4	2	2	0	0
4	4	4	3	7	8	3	3	1	1	4	4	3	3	6	0	0
5	5	5	5	14	5	8	3	3	1	4	6	6	6	2	3	0
6	2	2	2	4	3	3	1	2	0	5	2	2	1	0	6	0
7	5	5	5	12	9	4	3	3	1	11	5	2	4	2	6	3
8	5	5	5	6	6	3	7	3	4	9	5	1	6	7	0	0
9	5	6	4	2	9	5	3	4	6	5	4	5	5	1	12	6
10 - Very likely	59	59	59	24	33	53	64	75	83	41	62	59	59	63	71	77

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	All	Higher	Non-HE	Own	Rent	White	Non-White	CON	LAB	LD	CON	LAB	LD	Remain	Leave
Unweighted n	1,001	428	573	615	357	854	147	296	285	58	287	230	64	393	380
Weighted n	1,001	286	715	585	380	881	120	290	288	57	273	231	55	377	388

If a new general election to the UK Parliament were held tomorrow, how likely or unlikely is it that you would vote?

I am not eligible to vote in UK general elections	3	3	4	2	4	3	9	0	0	1	0	0	0	1	0
0 - Very unlikely	6	6	6	4	8	6	5	1	3	0	2	2	0	2	5
1	2	1	3	2	3	2	6	1	0	0	2	1	5	2	1
2	2	1	2	2	2	2	6	0	1	0	0	3	0	2	1
3	2	2	3	2	3	2	4	1	2	0	0	2	1	3	1
4	4	2	4	3	5	3	7	0	3	0	0	3	10	3	3
5	5	4	5	3	7	4	8	1	3	0	3	5	4	4	3
6	2	1	2	1	3	2	5	0	0	3	1	2	1	2	1
7	5	6	4	4	5	4	7	4	4	1	5	5	5	6	3
8	5	6	4	5	5	5	4	4	5	7	5	5	12	4	5
9	5	5	5	6	4	5	6	6	9	6	6	6	4	7	5
10 - Very likely	59	62	58	67	51	62	34	82	69	82	75	65	59	65	71

Base: All. Weighting: Normal

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Number Cruncher Politics

www.ncpolitics.uk



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	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	Northern Ireland
Unweighted n	1,001	452	549	114	135	201	170	109	272	145	325	187	203	75	28	17
Weighted n	1,001	490	511	105	171	161	169	158	237	111	314	159	237	85	49	27

If you did vote, which party do you think you would vote for?

Conservative	30	34	26	13	27	17	29	26	51	29	35	37	30	13	20	19
Labour	30	28	31	43	33	35	35	28	16	33	27	28	38	24	25	9
Liberal Democrats	6	5	6	4	8	4	4	6	7	4	9	3	4	3	7	7
SNP	4	5	3	2	4	6	3	6	3	4	0	2	0	37	0	0
Plaid Cymru	1	1	1	1	1	0	1	4	1	0	0	1	0	0	20	0
Reform UK	2	3	1	4	3	3	1	0	2	5	2	1	1	3	5	0
Green	4	5	4	3	5	5	6	5	2	6	5	3	5	4	0	4
Another party or candidate	3	3	2	3	0	4	2	5	3	3	1	2	1	0	0	57
Don't know	11	9	13	9	10	13	9	10	11	5	13	12	13	8	4	4
Would not vote	4	3	5	10	4	3	4	3	2	4	3	7	3	3	3	0
Prefer not to say	5	3	7	7	6	8	5	6	2	5	5	4	5	4	16	0

Base: All. Weighting: Normal

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Unweighted n	1,001	428	573	615	357	854	147	296	285	58	287	230	64	393	380
Weighted n	1,001	286	715	585	380	881	120	290	288	57	273	231	55	377	388

If you did vote, which party do you think you would vote for?

Conservative	30	30	30	35	22	32	18	84	5	3	100	0	0	19	48
Labour	30	31	29	28	32	28	40	3	81	25	0	100	0	40	20
Liberal Democrats	6	6	6	6	6	5	10	1	1	56	0	0	100	10	2
SNP	4	4	4	4	5	4	4	0	2	1	0	0	0	7	2
Plaid Cymru	1	1	1	0	3	1	1	0	2	0	0	0	0	0	3
Reform UK	2	2	2	3	1	2	3	2	1	0	0	0	0	1	3
Green	4	7	3	5	4	4	4	0	4	2	0	0	0	7	2
Another party or candidate	3	2	3	3	3	3	2	1	0	0	0	0	0	3	3
Don't know	11	9	11	9	13	11	6	7	4	13	0	0	0	8	10
Would not vote	4	4	4	2	5	4	3	0	2	0	0	0	0	1	2
Prefer not to say	5	4	6	4	5	5	8	1	0	0	0	0	0	4	4

Base: All. Weighting: Normal