

YouGov / The Times Survey Results

Sample Size: 1657 adults in GB
Fieldwork: 8th - 9th September 2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		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	1657	363	389	108	565	411	149	615	656	805	852	181	691	399	386	944	713	199	557	360	399	143	
Unweighted Sample	1657	389	398	114	583	408	162	675	676	699	958	127	634	425	471	1008	649	163	573	350	420	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2-3 Sep 8-9 Sep

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	38	33	100	0	0	75	2	10	14	59	33	33	9	26	35	50	32	35	23	41	39	29	18
Lab	34	35	0	100	0	7	76	21	48	17	33	38	50	42	32	23	36	35	44	29	34	49	13
Lib Dem	8	10	0	0	100	3	5	60	15	5	10	9	11	11	7	9	12	6	16	13	7	6	7
SNP	5	5	0	0	0	0	1	0	8	1	6	4	8	4	7	3	3	8	1	0	0	0	54
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	0	2	0	1	0	1	1	0	0	3	0	0
Reform UK	3	5	0	0	0	9	0	0	0	10	7	2	5	3	5	5	4	6	4	4	6	6	2
Green	10	9	0	0	0	3	13	8	13	5	7	12	13	10	9	6	10	8	10	12	9	8	4
Other	3	2	0	0	0	3	1	1	1	3	3	2	3	2	3	2	2	3	3	2	2	2	2

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

Conservative	25	22	100	0	0	53	2	8	11	40	23	21	6	16	24	37	22	21	16	25	26	19	12
Labour	22	23	0	100	0	5	61	16	36	12	23	24	30	26	22	17	25	21	32	18	22	33	9
Liberal Democrat	5	7	0	0	100	2	4	45	11	3	7	6	7	7	5	7	9	4	11	8	5	4	5
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	6	1	4	3	5	3	5	2	2	5	1	0	0	0	37
Plaid Cymru	1	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	2	0	0
Reform UK	2	3	0	0	0	6	0	0	0	6	5	2	3	2	4	4	3	3	3	2	4	4	1
Green	7	6	0	0	0	2	11	6	10	3	5	7	8	6	7	5	7	5	7	7	6	5	3
Some other party	2	2	0	0	0	3	1	1	1	2	2	1	2	1	2	2	1	2	2	1	2	2	2
Would not vote	9	12	0	0	0	7	3	0	3	10	14	11	10	17	8	9	9	17	7	14	12	14	7
Don't know	20	19	0	0	0	21	12	23	20	19	14	24	20	20	22	16	19	20	18	21	19	17	23
Refused	4	2	0	0	0	2	3	1	1	2	1	2	7	2	1	1	2	2	3	2	1	2	2

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=28]

UK Independence Party (UKIP)	21	32	0	0	0	43	26	0	0	50	50	0	0	59	37	11	25	38	29	48	36	11	30
Women's Equality Party	0	3	0	0	0	5	0	0	0	5	0	8	0	0	0	11	6	0	0	0	12	0	0
Some other party	66	61	0	0	0	47	59	100	81	44	47	86	100	41	63	61	69	53	71	52	33	89	70
Don't know	13	4	0	0	0	4	15	0	19	0	3	6	0	0	0	17	0	9	0	0	18	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	8	9	0	1	2	5	2	0	2	7	11	7	5	12	6	7	6	13	7	8	12	11	3
1	1	2	0	0	2	1	1	0	1	2	2	1	1	2	1	1	2	2	1	2	1	1	3
2	2	2	1	1	1	1	1	0	0	2	1	2	1	3	1	1	1	3	1	2	2	2	0
3	2	1	1	0	0	1	1	0	1	2	1	1	1	1	2	1	1	1	0	2	1	1	0
4	2	2	1	0	0	1	1	1	0	2	1	2	3	2	1	1	1	2	1	2	1	2	0
5	7	6	3	3	2	4	5	5	4	6	6	6	9	9	5	2	6	6	7	6	4	6	8
6	4	3	2	3	2	3	3	2	3	2	4	3	6	4	2	3	3	4	4	4	3	2	6
7	5	4	5	5	0	4	3	3	3	4	4	5	7	6	3	2	4	5	3	3	6	5	5
8	8	7	11	7	7	9	7	9	6	8	5	9	11	8	4	7	8	7	6	8	9	8	3
9	7	7	8	8	7	9	6	9	8	7	7	7	8	5	7	9	8	6	12	7	5	7	5
10 - Absolutely certain to vote	55	57	68	72	77	63	70	70	72	58	57	56	50	47	67	67	61	52	57	56	56	56	68

Thinking about the amount of money you pay in tax at the moment. Do you think this is a fair or unfair amount to pay for the public services that you receive?

Fair	46	65	45	51	52	45	52	54	49	44	47	25	40	50	60	51	39	42	47	45	46	44
Unfair	36	26	39	29	35	38	28	31	38	40	32	40	41	34	25	34	38	38	34	34	35	43
Don't know	19	9	16	20	13	17	20	15	13	17	21	35	19	16	15	16	23	20	19	20	19	12

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

In principle, would you be happy or unhappy to pay higher taxes in order to fund more spending on the **NHS?**

Would be very happy to pay higher taxes for this	10	13	12	12	9	12	11	12	9	11	9	5	10	9	14	12	8	9	12	10	9	7
Would be fairly happy to pay higher taxes for this	35	47	40	37	36	39	49	44	33	34	37	29	33	34	45	38	32	33	40	36	31	33
TOTAL HAPPY	45	60	52	49	45	51	60	56	42	45	46	34	43	43	59	50	40	42	52	46	40	40
Would be fairly unhappy to pay higher taxes for this	25	24	25	24	25	25	20	24	25	21	28	24	28	26	18	25	24	22	23	24	30	20
Would be very unhappy to pay higher taxes for this	17	9	14	15	20	13	10	12	21	21	13	15	18	21	13	15	19	20	15	13	20	24
TOTAL UNHAPPY	42	33	39	39	45	38	30	36	46	42	41	39	46	47	31	40	43	42	38	37	50	44
Not sure	13	7	8	12	11	11	11	7	12	12	13	27	12	10	11	10	17	15	10	17	10	16

In principle, would you be happy or unhappy to pay higher taxes in order to fund more spending on **social care?**

Would be very happy to pay higher taxes for this	9	14	11	11	9	10	12	10	10	9	9	4	8	9	15	11	7	9	13	7	8	4
Would be fairly happy to pay higher taxes for this	35	47	36	34	39	37	43	42	33	33	36	25	30	37	44	39	30	31	37	37	33	31
TOTAL HAPPY	44	61	47	45	48	47	55	52	43	42	45	29	38	46	59	50	37	40	50	44	41	35
Would be fairly unhappy to pay higher taxes for this	25	22	25	23	24	25	21	26	24	24	27	30	28	24	19	24	27	21	24	25	27	30
Would be very unhappy to pay higher taxes for this	18	10	17	19	19	15	12	14	22	21	14	14	21	20	11	16	20	23	13	16	21	21
TOTAL UNHAPPY	43	32	42	42	43	40	33	40	46	45	41	44	49	44	30	40	47	44	37	41	48	51
Not sure	13	7	10	13	9	13	12	8	11	13	14	28	13	9	10	10	18	15	13	15	11	14

Thinking about the National Insurance and social care changes announced this week, do you think they will leave you personally better or worse off?

A lot better off	0	0	0	1	1	0	1	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0
A little better off	1	1	1	0	1	0	2	2	1	1	1	3	1	0	1	1	1	0	1	1	1	2
TOTAL A LOT / A LITTLE BETTER OFF	1	1	1	1	2	0	3	2	2	1	1	4	1	1	1	1	1	0	2	1	1	2
Will make no real difference	28	44	23	30	35	22	30	25	35	28	28	19	16	28	53	29	26	25	30	29	25	26
A little worse off	39	38	45	31	39	47	41	48	37	40	39	30	45	44	29	42	36	34	39	39	42	40
A lot worse off	19	10	22	24	16	22	14	17	20	18	19	15	26	19	8	17	21	23	16	19	20	22
TOTAL A LOT / A LITTLE WORSE OFF	58	48	67	55	55	69	55	65	57	58	58	45	71	63	37	59	57	57	55	58	62	62
Don't know	13	6	8	14	8	9	12	9	8	13	12	32	12	7	9	10	16	18	13	11	12	11

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

Thinking about Boris Johnson and the Conservative Party do you think...

They do or do not care about keeping taxes low?

Do	22	59	11	14	40	13	21	19	31	21	23	8	13	28	38	24	20	19	25	23	21	14
Do not	59	24	77	75	45	73	63	65	51	60	57	72	65	54	44	59	58	62	55	53	63	70
Don't know	19	17	12	11	15	14	17	15	18	19	20	20	21	18	17	17	23	20	20	24	16	15

They do or do not care about improving the NHS?

Do	31	80	10	17	57	8	24	20	47	30	31	12	28	31	44	30	31	20	35	38	28	17
Do not	53	10	81	72	27	83	62	68	37	53	53	70	55	54	42	55	50	60	50	45	57	66
Don't know	16	10	8	11	16	9	14	12	16	16	16	19	17	16	14	14	19	20	15	17	15	17

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	219	176	10.6%
Men 50-64 High education	54	53	3.2%
Men 50-64 Mid education	83	76	4.6%
Men 50-64 Low education	62	66	4.0%
Men 25-49 High education	118	134	8.1%
Men 25-49 Mid education	91	123	7.4%
Men 25-49 Low education	32	86	5.2%
Men Under 25 High education	6	15	0.9%
Men Under 25 Mid & Low education	34	76	4.6%
Women Over 65	252	210	12.7%
Women 50-64 High education	54	50	3.0%
Women 50-64 Mid education	97	86	5.2%
Women 50-64 Low education	75	68	4.1%
Women 25-49 High education	165	144	8.7%
Women 25-49 Mid education	139	128	7.7%
Women 25-49 Low education	89	76	4.6%
Women Under 25 High education	22	18	1.1%
Women Under 25 Mid & Low education	65	71	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	121	315	19.0%
Medium (3-7)	1117	994	60.0%
High (8,9,10)	419	348	21.0%
Social Grade (NRS and 2011 census)			
AB	515	464	28.0%
C1	493	481	29.0%
C2	280	348	21.0%
DE	369	365	22.0%
EU Referendum Vote (Election Result)			
Remain	675	615	37.1%
Leave	676	656	39.6%
Don't Know / Did Not Vote	306	386	23.3%

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

North Con	127	116	7.0%
North Lab	135	128	7.7%
North LD	26	23	1.4%
North BP	16	15	0.9%
North Oth	11	12	0.7%
North DNV	105	106	6.4%
Midlands Con	111	109	6.6%
Midlands Lab	71	66	4.0%
Midlands LD	18	17	1.0%
Midlands BP	1	3	0.2%
Midlands Oth	10	8	0.5%
Midlands DNV	43	71	4.3%
London Con	42	48	2.9%
London Lab	48	73	4.4%
London LD	24	23	1.4%
London BP	2	2	0.1%
London Oth	6	5	0.3%
London DNV	41	48	2.9%
South Con	245	237	14.3%
South Lab	109	99	6.0%
South LD	80	73	4.4%
South BP	2	2	0.1%
South Oth	22	22	1.3%
South DNV	115	124	7.5%
Wales Con	26	23	1.4%
Wales Lab	27	25	1.5%
Wales LD	4	3	0.2%
Wales PC	8	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	27	23	1.4%
Scotland Con	31	28	1.7%
Scotland Lab	18	20	1.2%
Scotland LD	10	10	0.6%
Scotland SNP	54	50	3.0%
Scotland Oth DNV	38	35	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