YouGov / The Times Survey Results

Sample Size: 1653 adults in GB
Fieldwork: 2nd - 3rd 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	1653	420	363	85	560	410	149	613	655	803	850	180	689	398	385	942	711	198	555	359	398	142
Unweighted Sample	1653	443	362	84	574	405	146	681	668	720	933	105	672	423	453	994	659	152	585	369	405	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	25-26 Aug	2-3 Sep																					

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

	25-26 Aug	2-3 Sep	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
Con	39	38	100	0	0	83	4	11	18	67	40	36	14	29	40	59	36	41	32	51	37	31	18
Lab	31	34	0	100	0	5	76	33	46	16	31	35	48	39	35	18	34	32	48	23	38	44	15
Lib Dem	8	8	0	0	100	2	4	44	10	3	9	6	10	7	8	8	9	6	10	9	6	6	6
SNP	5	5	0	0	0	0	1	0	8	0	4	5	3	8	2	2	5	4	0	0	1	0	49
Plaid Cymru	1	1	0	0	0	0	1	0	2	1	1	1	3	0	1	1	1	2	0	0	5	0	0
Reform UK	4	3	0	0	0	4	0	1	1	5	4	2	4	2	4	3	3	2	0	3	3	4	3
Green	9	10	0	0	0	2	14	11	16	3	6	13	9	13	8	7	10	9	8	12	7	12	6
Other	3	3	0	0	0	3	1	0	0	4	3	2	7	2	3	2	2	4	2	1	4	3	3

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

	25-26 Aug	2-3 Sep	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
Conservative	27	25	100	0	0	60	3	8	15	45	27	24	8	20	30	39	26	24	22	34	23	22	13
Labour	21	22	0	100	0	4	62	23	36	11	21	23	26	25	25	12	24	19	32	15	23	29	11
Liberal Democrat	6	5	0	0	100	2	3	31	9	2	6	4	6	5	6	5	6	4	7	6	4	4	4
Scottish National Party (SNP)	3	3	0	0	0	0	1	0	6	0	3	3	2	5	2	1	3	3	0	0	0	0	34
Plaid Cymru	1	1	0	0	0	0	1	0	1	1	1	0	2	1	1	1	1	1	0	0	4	0	0
Reform UK	2	2	0	0	0	3	0	1	0	3	2	1	3	1	3	2	2	1	0	2	2	3	2
Green	6	7	0	0	0	2	11	8	13	2	5	9	6	9	6	4	8	6	6	8	5	8	4
Some other party	2	2	0	0	0	3	1	0	0	4	3	1	5	1	2	2	2	3	1	2	3	2	2
Would not vote	11	9	0	0	0	2	1	2	3	6	10	9	9	13	5	7	7	12	7	10	13	9	4
Don't know	18	20	0	0	0	23	15	28	16	23	18	21	19	17	20	25	19	21	17	19	21	20	21
Refused	4	4	0	0	0	1	1	0	1	2	4	4	15	4	0	2	2	6	9	4	2	2	5

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=30]

UK Independence Party (UKIP)	39	**21**	0	0	0	32	0	0	0	32	15	33	0	31	11	49	19	23	0	8	17	53	0
Women's Equality Party	2	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	56	**66**	0	0	0	50	75	0	36	55	73	53	100	69	68	19	76	59	100	60	77	40	100
Don't know	2	**13**	0	0	0	18	25	0	64	13	12	14	0	0	21	32	5	18	0	32	6	8	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	9	**8**	1	0	0	2	0	1	2	5	8	7	5	11	6	5	6	10	6	7	10	9	5
1	1	**1**	1	1	1	1	0	1	1	1	1	2	0	2	1	2	1	2	2	1	2	1	1
2	2	**2**	1	0	0	0	1	1	0	2	2	2	2	3	0	1	1	3	0	2	2	2	1
3	2	**2**	2	1	9	2	1	2	1	2	2	2	4	2	1	2	2	2	3	1	3	2	1
4	2	**2**	0	0	2	1	1	3	1	2	1	2	3	2	1	2	2	2	1	2	2	2	2
5	6	**7**	5	3	1	5	3	5	4	7	6	7	18	6	6	4	5	10	7	7	7	6	8
6	2	**4**	3	3	4	4	3	3	2	4	4	3	6	4	3	3	3	5	2	4	3	5	4
7	5	**5**	7	2	4	5	3	5	3	5	7	4	8	6	5	2	6	5	4	4	5	6	11
8	7	**8**	9	6	10	10	5	11	8	9	8	8	7	9	8	7	8	9	9	10	8	7	5
9	7	**7**	8	9	9	7	10	12	10	6	8	6	2	8	8	6	8	6	12	8	4	5	9
10 - Absolutely certain to vote	57	**55**	65	75	61	64	75	56	68	57	51	58	44	47	61	66	59	48	53	54	54	56	55

	25-26 Aug	**2-3 Sep**																				

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

Boris Johnson	32	**32**	88	3	16	67	5	10	17	54	35	28	12	26	39	44	31	33	22	38	31	31	22
Keir Starmer	27	**27**	2	72	43	6	62	53	50	11	28	27	29	31	28	19	31	23	39	23	25	32	23
Not sure	37	**36**	10	24	38	25	33	35	31	32	32	40	42	37	31	35	35	37	29	34	41	33	47
Refused	4	**5**	0	1	3	2	1	2	2	4	5	5	17	5	2	3	3	7	10	5	3	3	8

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

	25-26 Aug	**2-3 Sep**																					

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

	25-26 Aug	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
Very well	*5*	**5**	16	0	0	12	0	1	2	9	7	4	4	2	6	9	4	6	3	6	5	5	2
Fairly well	*29*	**27**	61	7	13	53	6	10	14	44	29	25	15	22	30	39	28	26	24	31	26	27	18
TOTAL WELL	*34*	**32**	77	7	13	65	6	11	16	53	36	29	19	24	36	48	32	32	27	37	31	32	20
Fairly badly	*25*	**24**	13	27	40	19	27	31	25	23	23	25	25	26	24	21	23	25	32	23	23	22	23
Very badly	*29*	**29**	3	55	44	6	57	48	49	12	31	27	26	33	30	21	32	24	28	24	28	32	43
TOTAL BADLY	*54*	**53**	16	82	84	25	84	79	74	35	54	52	51	59	54	42	55	49	60	47	51	54	66
Don't know	*12*	**15**	8	11	2	10	10	10	9	12	11	20	31	17	10	11	13	19	13	16	18	15	14

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

	25-26 Aug	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
Right to leave	*41*	**39**	75	14	17	77	11	10	8	80	44	35	17	30	48	59	35	46	31	42	44	41	25
Wrong to leave	*47*	**48**	19	78	80	17	81	85	86	11	44	51	53	55	45	34	55	38	56	45	41	47	63
Don't know	*12*	**13**	6	8	3	6	9	5	6	8	12	14	29	15	7	7	11	16	13	13	15	12	12

If you had to choose, which of the following do you think the Government should prioritise for extra funding?

	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
The NHS	**64**	64	74	72	59	74	67	68	60	61	67	61	66	61	66	64	64	67	63	65	65	60
Social care	**19**	20	18	19	23	17	21	21	22	19	19	7	17	26	20	19	18	16	20	19	19	16
Neither	**8**	8	3	3	12	4	1	4	12	11	5	11	7	7	7	7	9	8	7	7	7	13
Don't know	**9**	7	5	6	7	6	11	7	6	9	9	20	10	5	7	10	9	9	10	9	8	11

Would you support or oppose increasing the basic rate of National Insurance from 12% to 13% in order to increase spending on the NHS and social care?

	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
Strongly support	**26**	29	34	38	25	33	32	34	25	27	25	14	21	30	37	26	26	22	27	25	29	21
Tend to support	**38**	41	42	41	40	41	43	42	38	35	40	23	38	38	44	40	35	41	39	36	37	39
TOTAL SUPPORT	**64**	70	76	79	65	74	75	76	63	62	65	37	59	68	81	66	61	63	66	61	66	60
Tend to oppose	**12**	15	8	10	14	8	10	10	12	13	11	15	14	14	5	11	13	14	11	11	11	16
Strongly oppose	**11**	9	7	5	12	7	7	6	15	12	10	12	13	11	6	11	11	13	9	13	11	11
TOTAL OPPOSE	**23**	24	15	15	26	15	17	16	27	25	21	27	27	25	11	22	24	27	20	24	22	27
Don't know	**13**	6	10	6	8	11	9	8	9	12	14	36	14	7	7	11	16	10	14	16	12	12

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

Would you support or oppose increasing the basic rate of Income Tax from 20% to 21% in order to increase spending on the NHS and social care?

	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
Strongly support	20	23	26	31	20	27	29	29	19	21	20	10	17	23	29	20	20	17	23	20	21	18
Tend to support	31	32	39	33	31	37	36	35	31	31	31	22	28	33	39	32	29	39	29	31	30	31
TOTAL SUPPORT	**51**	**55**	**65**	**64**	**51**	**64**	**65**	**64**	**50**	**52**	**51**	**32**	**45**	**56**	**68**	**52**	**49**	**56**	**52**	**51**	**51**	**49**
Tend to oppose	18	22	16	18	21	15	17	17	19	18	19	16	22	19	12	19	16	15	21	18	15	23
Strongly oppose	18	17	10	14	21	12	12	10	22	20	16	19	20	17	12	17	18	20	14	17	22	18
TOTAL OPPOSE	**36**	**39**	**26**	**32**	**42**	**27**	**29**	**27**	**41**	**38**	**35**	**35**	**42**	**36**	**24**	**36**	**34**	**35**	**35**	**35**	**37**	**41**
Don't know	13	6	9	4	7	9	7	8	9	11	15	33	14	8	8	11	16	9	13	15	13	10

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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	**209**	**175**	**10.6%**
Men 50-64 High education	**55**	**53**	**3.2%**
Men 50-64 Mid education	**80**	**76**	**4.6%**
Men 50-64 Low education	**65**	**66**	**4.0%**
Men 25-49 High education	**131**	**134**	**8.1%**
Men 25-49 Mid education	**98**	**122**	**7.4%**
Men 25-49 Low education	**47**	**86**	**5.2%**
Men Under 25 High education	**10**	**15**	**0.9%**
Men Under 25 Mid & Low education	**25**	**76**	**4.6%**
Women Over 65	**244**	**210**	**12.7%**
Women 50-64 High education	**54**	**50**	**3.0%**
Women 50-64 Mid education	**96**	**86**	**5.2%**
Women 50-64 Low education	**73**	**68**	**4.1%**
Women 25-49 High education	**170**	**144**	**8.7%**
Women 25-49 Mid education	**142**	**127**	**7.7%**
Women 25-49 Low education	**84**	**76**	**4.6%**
Women Under 25 High education	**20**	**18**	**1.1%**
Women Under 25 Mid & Low education	**50**	**71**	**4.3%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**193**	**314**	**19.0%**
Medium (3-7)	**1082**	**992**	**60.0%**
High (8,9,10)	**378**	**347**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**514**	**463**	**28.0%**
C1	**480**	**479**	**29.0%**
C2	**301**	**347**	**21.0%**
DE	**358**	**364**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**681**	**613**	**37.1%**
Leave	**668**	**655**	**39.6%**
Don't Know / Did Not Vote	**304**	**385**	**23.3%**

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

North Con	**118**	**116**	**7.0%**
North Lab	**132**	**127**	**7.7%**
North LD	**25**	**23**	**1.4%**
North BP	**16**	**15**	**0.9%**
North Oth	**12**	**12**	**0.7%**
North DNV	**102**	**106**	**6.4%**
Midlands Con	**110**	**109**	**6.6%**
Midlands Lab	**71**	**66**	**4.0%**
Midlands LD	**19**	**17**	**1.0%**
Midlands BP	**5**	**3**	**0.2%**
Midlands Oth	**10**	**8**	**0.5%**
Midlands DNV	**68**	**71**	**4.3%**
London Con	**48**	**48**	**2.9%**
London Lab	**48**	**73**	**4.4%**
London LD	**16**	**23**	**1.4%**
London BP	**2**	**2**	**0.1%**
London Oth	**6**	**5**	**0.3%**
London DNV	**32**	**48**	**2.9%**
South Con	**244**	**236**	**14.3%**
South Lab	**109**	**99**	**6.0%**
South LD	**74**	**73**	**4.4%**
South BP	**2**	**2**	**0.1%**
South Oth	**24**	**21**	**1.3%**
South DNV	**132**	**124**	**7.5%**
Wales Con	**25**	**23**	**1.4%**
Wales Lab	**27**	**25**	**1.5%**
Wales LD	**3**	**3**	**0.2%**
Wales PC	**5**	**7**	**0.4%**
Wales BP	**3**	**3**	**0.2%**
Wales Oth DNV	**23**	**23**	**1.4%**
Soctland Con	**29**	**28**	**1.7%**
Scotland Lab	**18**	**20**	**1.2%**
Scotland LD	**9**	**10**	**0.6%**
Scotland SNP	**52**	**50**	**3.0%**
Scotland Oth DNV	**34**	**35**	**2.1%**