

YouGov / The Times Survey Results

Sample Size: 1754 adults in GB
Fieldwork: 25th - 26th August 2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
	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	1754	470	368	100	595	435	158	651	695	852	902	191	731	423	409	1000	754	210	589	381	423	151	
Unweighted Sample	1754	500	372	101	615	438	157	705	733	742	1012	128	686	444	496	1079	675	184	615	377	416	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

17-18
Aug

25-26
Aug

Con	40	39	100	0	0	84	3	11	19	66	39	40	17	29	43	58	38	41	22	51	40	37	27
Lab	32	31	0	100	0	2	77	25	48	9	30	31	52	38	26	18	32	29	42	21	35	42	11
Lib Dem	9	8	0	0	100	2	4	50	14	1	8	9	13	10	6	7	11	5	14	12	5	4	6
SNP	5	5	0	0	0	0	1	2	6	4	6	4	1	3	8	4	4	6	0	0	0	0	50
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	1	1	0	0	3	0	0
Reform UK	3	4	0	0	0	6	0	1	0	8	5	2	4	2	6	3	3	5	3	2	6	6	1
Green	8	9	0	0	0	1	14	10	11	5	7	11	11	12	8	5	9	9	16	10	7	8	1
Other	2	3	0	0	0	5	2	1	1	6	4	3	1	4	4	2	3	4	3	3	4	3	3

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

Conservative	26	27	100	0	0	65	2	8	15	47	27	26	12	18	32	44	27	26	17	34	27	24	20
Labour	22	21	0	100	0	2	61	18	37	7	21	21	33	22	20	14	23	19	31	14	23	29	8
Liberal Democrat	6	6	0	0	100	2	3	37	11	1	5	6	9	6	4	6	8	3	10	8	3	3	4
Scottish National Party (SNP)	3	3	0	0	0	0	0	2	5	3	4	2	1	2	6	3	3	4	0	0	0	0	35
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	2	1	0	1	0	1	0	0	2	0	0
Reform UK	2	2	0	0	0	5	0	1	0	6	3	2	2	1	4	2	2	3	2	1	4	4	1
Green	5	6	0	0	0	1	11	7	9	3	5	7	7	7	6	4	7	6	12	7	5	5	1
Some other party	2	2	0	0	0	4	1	0	1	4	3	2	0	2	3	2	2	2	2	2	3	2	2
Would not vote	12	11	0	0	0	4	3	1	4	8	12	9	9	17	5	5	7	15	5	9	13	13	11
Don't know	18	18	0	0	0	17	15	24	16	21	15	21	9	19	18	19	18	18	16	20	18	17	15
Refused	4	4	0	0	0	1	3	2	3	1	4	3	15	4	1	0	3	4	6	4	2	4	3

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

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n= 37]

UK Independence Party (UKIP)	19	39	0	0	0	48	23	0	21	41	35	46	0	36	39	51	33	47	26	55	27	48	0
Women's Equality Party	8	2	0	0	0	4	0	0	0	3	0	5	0	5	0	0	0	5	0	0	9	0	0
Some other party	70	56	0	0	0	44	77	100	65	56	62	49	100	58	61	39	63	48	74	40	64	52	100
Don't know	2	2	0	0	0	4	0	0	14	0	4	0	0	0	0	10	4	0	0	6	0	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

17-18 Aug
25-26 Aug

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	11	9	1	2	0	1	3	1	2	5	10	7	11	14	3	4	5	13	5	9	11	8	10
1	1	1	0	0	0	0	1	0	1	1	1	1	2	2	1	0	1	2	1	0	2	2	1
2	1	2	0	0	2	1	0	2	1	3	2	2	1	3	1	1	2	2	0	2	2	3	2
3	2	2	1	1	0	2	1	0	1	2	3	1	5	3	0	0	2	2	3	1	1	4	1
4	1	2	2	1	0	1	1	0	1	2	2	1	2	3	1	0	2	2	1	2	2	1	1
5	7	6	2	2	3	4	3	4	3	6	4	8	11	5	6	5	5	7	6	7	5	7	3
6	2	2	2	2	5	2	1	2	1	2	2	3	4	3	2	1	2	2	2	2	4	1	2
7	5	5	5	4	4	4	4	6	4	4	5	5	9	7	2	4	6	4	8	5	4	6	5
8	7	7	10	7	4	10	7	6	6	8	5	9	4	7	7	7	7	6	3	9	6	9	1
9	8	7	9	10	11	7	8	10	8	7	8	7	9	7	8	7	9	5	10	7	8	6	6
10 - Absolutely certain to vote	54	57	69	70	70	67	70	68	71	60	58	56	44	46	68	70	59	54	61	56	56	53	69

11-12 Aug
25-26 Aug

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

Boris Johnson	30	32	88	2	8	70	4	10	15	54	34	30	25	24	37	45	29	35	25	37	36	29	20
Keir Starmer	28	27	1	77	45	3	62	45	48	8	30	24	38	30	23	20	32	21	39	23	25	29	26
Not sure	39	37	12	21	43	26	31	42	34	36	32	41	25	42	37	33	35	39	31	38	35	37	46
Refused	3	4	0	0	3	2	2	3	3	3	4	4	12	4	3	3	4	5	5	3	4	5	8

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

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

		5-6 Aug		25-26 Aug																			
Very well	6	5	16	1	0	13	1	0	1	11	6	5	0	3	9	8	5	6	5	7	4	4	6
Fairly well	30	29	66	7	9	58	7	12	16	46	29	28	21	23	30	41	26	32	18	32	33	30	17
TOTAL WELL	36	34	82	8	9	71	8	12	17	57	35	33	21	26	39	49	31	38	23	39	37	34	23
Fairly badly	24	25	10	30	29	18	28	30	27	20	22	27	31	26	24	19	26	22	26	25	22	26	28
Very badly	28	29	1	55	52	5	54	48	48	13	34	24	34	30	30	25	32	25	38	24	27	29	42
TOTAL BADLY	52	54	11	85	81	23	82	78	75	33	56	51	65	56	54	44	58	47	64	49	49	55	70
Don't know	13	12	6	8	10	7	11	10	8	10	8	16	12	17	8	7	10	15	13	12	15	11	7

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

Right to leave	42	41	79	10	5	80	11	8	8	82	44	38	21	32	50	59	35	49	26	46	47	42	31
Wrong to leave	46	47	15	82	90	13	81	84	85	11	46	47	67	51	41	34	55	36	63	44	40	44	60
Don't know	12	12	6	8	5	7	8	8	8	7	10	14	12	17	9	7	10	15	11	11	14	14	8

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	221	186	10.6%
Men 50-64 High education	62	56	3.2%
Men 50-64 Mid education	88	81	4.6%
Men 50-64 Low education	70	70	4.0%
Men 25-49 High education	95	142	8.1%
Men 25-49 Mid education	126	130	7.4%
Men 25-49 Low education	47	91	5.2%
Men Under 25 High education	14	16	0.9%
Men Under 25 Mid & Low education	19	81	4.6%
Women Over 65	275	223	12.7%
Women 50-64 High education	55	53	3.0%
Women 50-64 Mid education	95	91	5.2%
Women 50-64 Low education	74	72	4.1%
Women 25-49 High education	173	153	8.7%
Women 25-49 Mid education	154	135	7.7%
Women 25-49 Low education	91	81	4.6%
Women Under 25 High education	23	19	1.1%
Women Under 25 Mid & Low education	72	75	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	159	333	19.0%
Medium (3-7)	1181	1052	60.0%
High (8,9,10)	414	368	21.0%
Social Grade (NRS and 2011 census)			
AB	571	491	28.0%
C1	508	509	29.0%
C2	302	368	21.0%
DE	373	386	22.0%
EU Referendum Vote (Election Result)			
Remain	705	651	37.1%
Leave	733	695	39.6%
Don't Know / Did Not Vote	316	409	23.3%

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

North Con	134	123	7.0%
North Lab	143	135	7.7%
North LD	27	25	1.4%
North BP	12	16	0.9%
North Oth	13	12	0.7%
North DNV	87	112	6.4%
Midlands Con	116	116	6.6%
Midlands Lab	75	70	4.0%
Midlands LD	18	18	1.0%
Midlands BP	5	4	0.2%
Midlands Oth	10	9	0.5%
Midlands DNV	64	75	4.3%
London Con	54	51	2.9%
London Lab	55	77	4.4%
London LD	23	25	1.4%
London BP	2	2	0.1%
London Oth	7	5	0.3%
London DNV	43	51	2.9%
South Con	254	251	14.3%
South Lab	118	105	6.0%
South LD	77	77	4.4%
South BP	2	2	0.1%
South Oth	25	23	1.3%
South DNV	139	132	7.5%
Wales Con	25	25	1.4%
Wales Lab	27	26	1.5%
Wales LD	2	4	0.2%
Wales PC	8	7	0.4%
Wales BP	4	4	0.2%
Wales Oth DNV	23	25	1.4%
Scotland Con	32	30	1.7%
Scotland Lab	20	21	1.2%
Scotland LD	10	11	0.6%
Scotland SNP	57	53	3.0%
Scotland Oth DNV	43	37	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