

YouGov Survey Results



Sample Size: 24662 GB adults
Fieldwork: 2nd - 30th September 2021

	2019 GE Vote									2016 EU Ref Vote		2019 GE Vote by 2016 EU Ref Vote				Political Attention			Education Level			Gender	
	Total	Con	Lab	Lib Dem	SNP	Plaid	Brexit Party	Green	Other	Remain	Leave	Con Remain	Con Leave	Lab Remain	Lab Leave	Low (0-2)	Medium (3-7)	High (8-10)	Low (GCSE or below)	Medium	High (Degree or above)	Male	Female
Weighted Sample	24662	8360	6108	2215	739	98	370	504	283	9150	9766	1603	6117	4047	1154	4685	14796	5182	7117	10276	7269	11985	12677
Unweighted Sample	24662	8743	6370	2418	840	113	401	621	313	10564	9993	1873	6390	4550	1126	2129	16053	6480	6537	10110	8015	10408	14254
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	38	83	3	9	1	3	31	5	15	18	64	84	83	2	9	40	40	33	51	40	25	38	37
Lab	33	5	77	27	4	13	11	13	23	46	15	6	4	77	76	31	33	35	26	31	41	30	36
Lib Dem	9	2	4	51	1	1	2	5	7	14	3	4	1	5	3	6	9	9	5	8	12	10	8
SNP	5	0	1	1	87	0	0	3	1	7	2	0	0	1	1	7	5	5	5	5	5	5	5
Plaid Cymru	1	0	1	0	0	76	3	1	2	1	1	0	0	1	0	1	1	1	1	1	1	1	1
Reform UK	4	6	0	1	0	3	38	0	10	1	8	2	8	0	1	3	3	6	5	4	3	5	2
Green	8	2	11	10	4	5	2	72	9	12	3	2	1	13	7	8	8	9	4	8	12	8	10
Other	2	2	1	1	2	0	15	1	33	1	4	1	3	1	3	4	2	3	3	3	2	3	2

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

Conservative	25	62	3	7	1	2	19	4	9	14	44	64	63	2	7	16	27	27	30	26	19	27	23
Labour	22	3	62	20	4	11	7	10	13	35	11	5	3	64	56	13	23	29	16	21	30	22	23
Liberal Democrat	6	2	4	38	1	1	1	4	4	10	2	3	1	4	2	3	6	8	3	5	9	7	5
Scottish National Party (SNP)	3	0	1	1	78	0	0	2	1	5	1	0	0	1	1	3	3	4	3	3	4	4	3
Plaid Cymru	1	0	1	0	0	62	2	1	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0
Reform UK	3	5	0	0	0	2	23	0	6	0	5	2	6	0	1	1	2	5	3	3	2	4	1
Green	6	1	9	8	4	4	1	55	5	9	2	2	1	11	5	4	6	8	3	6	9	6	6
Some other party	2	2	1	1	2	0	10	1	19	1	3	1	2	1	2	2	2	3	2	2	2	2	1
Would not vote	11	4	3	2	1	2	10	3	6	3	9	1	4	2	4	29	8	4	16	11	6	12	10
Don't know	19	19	15	23	7	15	23	19	34	18	20	21	18	13	20	23	20	11	21	19	17	14	24
Skipped	2	1	2	1	2	1	5	1	2	2	2	1	1	1	1	5	2	1	3	3	2	2	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=428]

UK Independence Party (UKIP)	26	37	4	4	12	0	54	0	23	3	36	15	39	0	12	52	23	13	45	22	10	25	27
Women's Equality Party	2	1	5	5	0	0	4	0	1	6	1	7	1	7	4	0	2	3	1	1	5	0	5
Some other party	64	54	82	74	83	0	35	100	72	84	55	71	52	85	79	38	64	79	47	68	78	66	59
Don't know	7	7	9	18	5	0	7	0	1	7	7	7	7	8	6	8	8	5	7	7	8	7	8
Skipped	1	1	0	0	0	0	0	0	3	0	1	0	1	0	0	2	2	0	1	3	0	2	1

YouGov Survey Results



Sample Size: 24662 GB adults
Fieldwork: 2nd - 30th September 2021

	Age				Age 2							Age by gender								
	Total	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60-69	70+	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Weighted Sample	24662	2695	10286	5941	5740	2695	1285	3830	5171	3897	4508	3275	1360	5105	2909	2612	1336	5180	3032	3128
Unweighted Sample	24662	1637	9651	6562	6811	1637	1252	3689	4710	4239	5204	3930	491	3613	3122	3182	1146	6038	3440	3629
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	38	15	28	42	56	15	18	23	34	40	48	61	18	30	41	56	12	26	44	56
Lab	33	49	40	30	20	49	51	44	35	31	25	17	41	36	30	18	58	44	31	22
Lib Dem	9	8	9	8	9	8	8	9	9	8	8	9	10	10	9	10	6	8	7	8
SNP	5	6	6	5	3	6	5	6	6	5	4	3	6	6	4	4	6	5	5	3
Plaid Cymru	1	2	1	1	1	2	1	1	1	1	1	1	3	1	1	1	1	1	1	1
Reform UK	4	3	3	5	4	3	2	3	3	5	5	4	5	4	6	6	1	2	3	3
Green	8	14	11	7	5	14	14	12	9	7	6	4	13	9	6	4	15	13	7	5
Other	2	3	2	3	2	3	1	2	3	3	3	2	4	3	3	2	1	1	2	2

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

Conservative	25	10	18	29	41	10	11	15	22	27	34	45	12	20	31	44	8	15	28	38
Labour	22	32	25	21	14	32	31	27	22	21	18	13	28	24	22	14	36	26	20	15
Liberal Democrat	6	5	6	5	6	5	5	6	6	5	6	6	7	7	7	7	4	5	4	5
Scottish National Party (SNP)	3	4	4	3	2	4	3	4	4	3	3	2	4	4	3	3	4	3	3	2
Plaid Cymru	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	0	0	1
Reform UK	3	3	2	3	3	3	1	2	2	3	3	3	4	3	5	5	1	1	2	2
Green	6	9	7	5	3	9	9	8	6	5	4	3	9	6	5	3	9	8	5	4
Some other party	2	2	2	2	2	2	1	2	2	2	2	2	3	2	3	2	1	1	2	2
Would not vote	11	10	14	9	8	10	14	15	14	11	8	6	11	16	10	8	9	13	9	8
Don't know	19	16	19	20	19	16	19	19	20	20	20	18	13	14	15	14	19	24	26	23
Skipped	2	7	3	1	1	7	5	3	2	1	1	1	6	3	1	1	8	3	1	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=428]

UK Independence Party (UKIP)	26	10	26	23	38	10	0	49	14	22	31	39	12	26	24	34	0	24	22	42
Women's Equality Party	2	1	2	3	1	1	11	0	2	2	3	0	0	0	1	0	7	8	5	2
Some other party	64	76	65	66	52	76	77	45	75	65	58	55	77	66	65	58	70	62	68	46
Don't know	7	6	7	8	7	6	11	5	8	9	7	6	3	8	9	8	24	7	6	7
Skipped	1	7	0	1	2	7	0	0	0	1	2	0	8	0	1	0	0	0	0	3

YouGov Survey Results



Sample Size: 24662 GB adults
Fieldwork: 2nd - 30th September 2021

	Age by Education Level						Social Grade						Employment Status									
	Total	Low under 50	Mid under 50	High under 50	Low 50+	Mid 50+	High 50+	AB	C1	ABC1	C2	DE	C2DE	Full Time	Part Time (8 hours or more)	Part time (Less than 8 hours)	Total working	Full time student	Retired	Unemployed	Not working	Other
Weighted Sample	24662	2847	7815	2320	1838	6981	2861	6908	7154	14062	5176	5424	10600	10480	3184	472	14136	1229	5943	1465	475	1414
Unweighted Sample	24662	1165	7668	2456	964	8385	4024	8412	6754	15166	4040	5456	9496	10056	3232	447	13735	799	6999	1268	468	1393
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	38	29	26	22	52	53	41	36	36	36	43	39	41	32	34	32	33	15	56	26	40	31
Lab	33	39	42	43	22	23	29	34	34	34	30	33	31	37	36	37	37	47	21	39	32	39
Lib Dem	9	6	9	10	6	8	9	12	9	10	6	5	6	9	8	13	9	10	8	7	8	5
SNP	5	7	6	6	6	4	4	4	5	4	6	6	6	5	5	3	5	7	4	8	5	6
Plaid Cymru	1	2	1	1	0	1	1	1	1	1	1	1	1	1	0	3	1	1	1	1	0	1
Reform UK	4	3	2	5	3	4	7	3	3	3	4	5	5	3	4	3	3	3	4	5	4	5
Green	8	11	11	12	5	5	7	9	10	9	7	7	7	10	10	9	10	15	5	11	10	9
Other	2	3	2	3	4	2	3	2	2	2	3	3	3	2	2	1	2	3	2	3	1	4

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

Conservative	25	11	18	18	25	38	34	27	25	26	26	22	24	22	21	21	22	10	41	14	24	16
Labour	22	15	28	36	11	17	24	26	24	25	19	19	19	25	22	25	25	33	15	22	19	21
Liberal Democrat	6	2	6	9	3	6	7	9	6	7	4	3	4	6	5	8	6	7	6	4	5	3
Scottish National Party (SNP)	3	3	4	5	3	3	3	3	3	3	4	4	4	3	3	2	3	5	3	4	4	3
Plaid Cymru	1	1	1	1	0	1	1	1	1	1	1	0	1	1	0	3	1	1	1	1	0	1
Reform UK	3	1	2	4	2	3	6	2	2	2	3	3	3	2	3	2	2	2	3	2	3	2
Green	6	4	8	10	3	4	6	7	7	7	5	4	5	7	6	7	6	11	3	6	6	5
Some other party	2	1	2	3	3	2	3	1	2	2	2	2	2	2	2	1	2	2	2	2	1	3
Would not vote	11	32	10	4	24	6	4	6	10	8	13	18	16	11	13	11	11	8	7	22	19	17
Don't know	19	22	20	10	24	21	13	17	18	18	21	21	21	18	23	17	19	15	19	17	18	26
Skipped	2	6	4	1	3	1	0	1	3	2	3	3	3	2	3	3	2	6	1	5	2	4

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=428]

UK Independence Party (UKIP)	26	50	19	8	52	29	18	17	19	18	35	31	33	22	36	0	25	0	37	27	26	20
Women's Equality Party	2	0	2	3	0	2	3	4	3	3	0	1	1	3	1	0	2	0	1	2	0	2
Some other party	64	43	69	82	35	59	77	73	71	72	54	57	56	66	58	100	65	86	55	56	41	70
Don't know	7	8	7	6	9	10	3	7	5	6	8	10	9	8	1	0	7	0	6	15	33	8
Skipped	1	0	3	0	4	1	0	0	1	0	3	1	2	0	3	0	1	14	0	0	0	0