

# YouGov / The Times Survey Results



Sample Size: 2169 adults in GB  
Fieldwork: 11th - 12th August 2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leav e	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2169</b>	<b>582</b>	<b>465</b>	<b>133</b>	<b>735</b>	<b>538</b>	<b>195</b>	<b>805</b>	<b>859</b>	<b>1054</b>	<b>1115</b>	<b>236</b>	<b>904</b>	<b>523</b>	<b>505</b>	<b>1236</b>	<b>933</b>	<b>260</b>	<b>729</b>	<b>471</b>	<b>523</b>	<b>187</b>
<b>Unweighted Sample</b>	<b>2169</b>	<b>613</b>	<b>506</b>	<b>156</b>	<b>761</b>	<b>564</b>	<b>222</b>	<b>947</b>	<b>836</b>	<b>952</b>	<b>1217</b>	<b>157</b>	<b>852</b>	<b>550</b>	<b>610</b>	<b>1351</b>	<b>818</b>	<b>228</b>	<b>765</b>	<b>476</b>	<b>508</b>	<b>192</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

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

	5-6 Aug	11-12 Aug																					
Con	41	40	100	0	0	87	2	10	20	65	44	36	27	29	50	52	39	43	29	49	47	36	22
Lab	33	32	0	100	0	4	77	27	44	15	27	36	51	37	26	23	33	31	48	26	30	43	10
Lib Dem	8	9	0	0	100	2	6	51	14	4	8	10	5	11	7	10	11	6	13	12	7	7	7
SNP	5	5	0	0	0	0	2	1	7	3	6	5	2	7	7	3	4	8	0	0	0	0	52
Plaid Cymru	1	1	0	0	0	0	1	0	2	0	1	1	2	2	0	1	1	1	0	0	5	0	0
Reform UK	3	2	0	0	0	3	1	0	0	5	3	1	0	2	1	3	2	3	2	3	1	3	0
Green	7	7	0	0	0	1	10	8	12	2	7	8	12	9	7	4	8	5	7	7	9	7	6
Other	2	3	0	0	0	2	2	3	1	5	4	2	1	4	2	3	2	4	1	4	1	3	3

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

Conservative	27	27	100	0	0	66	2	8	16	45	31	23	17	18	34	39	28	25	20	32	29	25	17
Labour	22	21	0	100	0	3	61	20	36	10	19	24	34	23	18	17	24	18	33	17	19	28	8
Liberal Democrat	6	6	0	0	100	1	5	39	11	3	6	7	4	7	5	8	8	3	9	8	4	5	5
Scottish National Party (SNP)	3	4	0	0	0	0	1	1	6	2	4	3	2	5	4	2	3	4	0	0	0	0	41
Plaid Cymru	1	1	0	0	0	0	1	0	1	0	1	1	2	1	0	0	1	1	0	0	3	0	0
Reform UK	2	2	0	0	0	3	1	0	0	3	2	1	0	2	1	3	2	1	2	2	1	3	0
Green	5	5	0	0	0	1	8	6	9	2	5	5	8	5	5	3	6	3	6	4	6	4	5
Some other party	2	2	0	0	0	2	1	2	1	4	3	1	1	2	1	3	2	3	1	3	1	2	2
Would not vote	12	11	0	0	0	4	3	2	3	10	13	9	9	16	8	8	8	16	7	10	13	14	9
Don't know	17	18	0	0	0	17	16	19	14	19	13	23	18	18	22	16	16	22	16	20	20	18	12
Refused	3	3	0	0	0	2	1	3	2	2	4	2	5	4	1	1	2	4	6	4	4	0	1

### And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n= 39]

UK Independence Party (UKIP)	16	29	0	0	0	53	21	0	0	40	24	39	0	25	22	43	13	43	0	39	33	24	22
Women's Equality Party	0	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	82	61	0	0	0	38	79	100	100	50	65	52	100	66	64	46	69	54	75	47	67	70	78
Don't know	3	7	0	0	0	9	0	0	0	10	6	9	0	3	14	11	12	3	25	8	0	7	0
Refused	0	3	0	0	0	0	0	0	0	0	4	0	0	6	0	0	6	0	0	6	0	0	0

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leav e	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b> 2169	582	465	133	735	538	195	805	859	1054	1115	236	904	523	505	1236	933	260	729	471	523	187	
<b>Unweighted Sample</b> 2169	613	506	156	761	564	222	947	836	952	1217	157	852	550	610	1351	818	228	765	476	508	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	10	11	1	1	0	2	2	0	2	8	12	9	8	16	6	6	7	15	10	9	13	12	8
1	2	1	0	0	1	1	0	1	0	1	2	1	1	2	1	1	1	2	1	2	1	2	0
2	1	1	0	1	0	0	1	0	0	1	1	1	2	2	1	1	1	1	2	2	1	1	0
3	2	2	1	1	0	2	1	0	1	2	1	2	3	2	2	1	1	2	1	1	2	3	1
4	1	1	0	1	1	0	2	1	1	1	1	1	2	1	1	0	1	1	1	1	2	1	1
5	7	7	5	4	2	5	4	4	4	6	5	8	5	8	6	5	5	9	7	8	8	6	3
6	3	3	3	4	5	2	1	3	2	3	2	4	4	4	2	2	3	3	4	3	2	3	2
7	5	5	4	4	6	7	4	4	5	5	5	6	11	6	4	4	5	6	6	6	7	3	3
8	8	6	7	6	6	7	7	7	5	7	6	6	8	6	9	4	7	6	6	7	8	6	3
9	8	8	10	10	9	8	9	16	10	8	8	8	12	6	9	9	9	7	10	9	7	8	7
10 - Absolutely certain to vote	53	54	70	70	71	66	68	66	69	58	55	54	43	47	60	67	60	47	53	52	50	56	73

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

Boris Johnson	31	30	83	3	6	66	4	9	14	49	33	27	22	23	37	41	30	30	22	34	35	29	16
Keir Starmer	27	28	4	72	52	8	60	49	48	13	29	28	36	29	23	28	34	21	37	27	24	27	33
Not sure	37	39	13	25	40	25	35	42	36	36	35	42	38	44	38	29	34	45	35	36	37	42	47
Refused	5	3	0	0	1	2	2	1	2	2	4	3	5	4	2	2	2	4	5	2	4	2	5

## 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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	296	230	10.6%
Men 50-64 High education	76	69	3.2%
Men 50-64 Mid education	99	100	4.6%
Men 50-64 Low education	85	87	4.0%
Men 25-49 High education	148	176	8.1%
Men 25-49 Mid education	145	161	7.4%
Men 25-49 Low education	60	113	5.2%
Men Under 25 High education	12	20	0.9%
Men Under 25 Mid & Low education	31	100	4.6%
Women Over 65	314	275	12.7%
Women 50-64 High education	80	65	3.0%
Women 50-64 Mid education	118	113	5.2%
Women 50-64 Low education	92	89	4.1%
Women 25-49 High education	207	189	8.7%
Women 25-49 Mid education	185	167	7.7%
Women 25-49 Low education	107	100	4.6%
Women Under 25 High education	28	24	1.1%
Women Under 25 Mid & Low education	86	93	4.3%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	166	412	19.0%
Medium (3-7)	1382	1301	60.0%
High (8,9,10)	621	456	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	738	607	28.0%
C1	613	629	29.0%
C2	335	455	21.0%
DE	483	477	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	947	805	37.1%
Leave	836	859	39.6%
Don't Know / Did Not Vote	386	505	23.3%

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

North Con	156	152	7.0%
North Lab	172	167	7.7%
North LD	36	30	1.4%
North BP	17	20	0.9%
North Oth	20	15	0.7%
North DNV	107	139	6.4%
Midlands Con	139	143	6.6%
Midlands Lab	106	87	4.0%
Midlands LD	24	22	1.0%
Midlands BP	6	4	0.2%
Midlands Oth	12	11	0.5%
Midlands DNV	73	93	4.3%
London Con	64	63	2.9%
London Lab	67	95	4.4%
London LD	36	30	1.4%
London BP	3	2	0.1%
London Oth	9	7	0.3%
London DNV	49	63	2.9%
South Con	326	310	14.3%
South Lab	156	130	6.0%
South LD	107	95	4.4%
South BP	3	2	0.1%
South Oth	36	28	1.3%
South DNV	137	163	7.5%
Wales Con	37	30	1.4%
Wales Lab	34	33	1.5%
Wales LD	5	4	0.2%
Wales PC	11	9	0.4%
Wales BP	2	4	0.2%
Wales Oth DNV	27	30	1.4%
Scotland Con	39	37	1.7%
Scotland Lab	29	26	1.2%
Scotland LD	14	13	0.6%
Scotland SNP	66	65	3.0%
Scotland Oth DNV	44	46	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](https://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](https://yougov.co.uk)