

YouGov / The Times Survey Results

Sample Size: 1730 adults in GB
Fieldwork: 23rd - 25th September 2022

	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	1730	318	504	106	586	429	156	642	685	841	889	189	721	417	403	986	744	208	581	375	417	149	
Unweighted Sample	1730	331	520	114	581	416	165	720	673	733	997	143	673	449	465	1043	687	153	604	397	421	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	21-22 Sept	23-25 Sept																					
Con	32	28	100	0	0	72	1	7	10	54	32	25	9	17	30	48	26	33	21	36	29	25	19
Lab	40	45	0	100	0	12	88	34	61	23	39	50	56	53	43	32	48	39	57	40	46	55	21
Lib Dem	9	9	0	0	100	3	3	54	14	4	9	10	9	12	9	7	11	7	13	13	6	7	5
SNP	5	4	0	0	0	0	1	1	6	1	5	4	11	5	5	1	4	6	0	0	1	0	44
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	2	1	0	1	1	1	0	0	4	0	0
Reform UK	3	3	0	0	0	6	0	0	0	8	5	2	2	2	4	4	3	5	1	3	5	5	2
Green	8	7	0	0	0	3	7	4	8	5	7	6	12	9	5	4	7	7	6	7	7	6	7
Other	2	2	0	0	0	2	0	0	1	3	3	1	0	1	3	3	2	2	2	2	3	2	1

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

Conservative	21	18	100	0	0	47	1	5	8	35	21	16	4	11	21	36	18	18	14	23	18	16	13
Labour	27	29	0	100	0	8	76	27	49	15	25	33	26	33	29	24	35	22	38	26	29	35	15
Liberal Democrat	6	6	0	0	100	2	3	43	11	2	6	7	5	7	6	5	8	4	9	8	4	5	4
Scottish National Party (SNP)	4	3	0	0	0	0	0	0	5	1	3	2	5	3	3	1	3	3	0	0	1	0	32
Plaid Cymru	1	1	0	0	0	0	0	0	0	1	1	1	1	0	0	1	1	0	0	0	3	0	0
Reform UK	2	2	0	0	0	4	0	0	0	5	3	2	1	2	3	3	2	3	1	2	3	3	1
Green	5	5	0	0	0	2	6	3	7	3	5	4	5	6	4	3	5	4	4	5	5	4	5
Some other party	2	2	0	0	0	2	0	0	1	3	2	1	1	1	2	2	1	2	1	2	2	1	1
Would not vote	12	13	0	0	0	7	3	5	4	11	15	12	16	19	10	7	10	19	10	13	14	15	14
Don't know	18	18	0	0	0	25	7	15	13	22	15	20	20	16	21	17	15	22	17	18	19	20	11
Refused	3	3	0	0	0	2	2	1	2	2	4	2	16	2	2	0	3	4	7	3	2	3	3

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=25]

UK Independence Party (UKIP)	14	14	0	0	0	21	0	0	0	20	12	18	0	10	13	21	16	13	0	7	15	42	0
Women's Equality Party	3	2	0	0	0	0	0	0	0	3	0	6	0	0	7	0	0	4	0	6	0	0	0
Some other party	60	71	0	0	0	51	100	0	100	59	79	57	0	64	81	79	74	69	57	71	79	58	100
Don't know	20	8	0	0	0	15	0	0	0	11	9	5	100	7	0	0	0	15	0	16	6	0	0
Refused	3	5	0	0	0	13	0	0	0	7	0	14	0	19	0	0	11	0	43	0	0	0	0

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

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	12	0	2	0	5	2	3	2	10	14	11	23	17	8	5	8	19	12	11	13	15	10
1	2	2	0	1	0	1	1	0	1	1	1	2	2	2	1	1	1	2	2	2	2	1	3
2	2	2	0	1	1	1	0	1	0	2	2	1	3	2	1	1	2	1	3	2	2	1	2
3	2	2	0	1	0	2	0	1	1	2	2	2	4	3	1	1	1	3	3	2	4	1	0
4	1	2	2	1	2	2	1	2	1	2	2	1	3	2	1	1	1	2	1	2	2	2	0
5	5	6	4	3	3	7	3	1	3	6	6	7	16	6	5	4	6	7	8	6	6	7	3
6	2	3	2	1	5	5	1	1	1	5	5	2	7	4	2	2	3	4	8	3	3	3	2
7	5	3	6	1	7	5	2	3	2	4	3	4	3	3	4	2	3	3	3	4	2	4	1
8	6	5	6	6	6	6	5	10	6	5	5	5	5	5	7	3	4	7	2	7	5	5	7
9	9	7	12	6	8	10	6	8	7	9	7	7	3	7	7	10	7	6	5	7	7	8	7
10 - Absolutely certain to vote	55	55	68	78	69	58	76	72	76	54	53	57	32	48	62	71	63	44	55	53	56	53	66

Do you think Kwasi Kwarteng is doing a good job or a bad job as Chancellor of the Exchequer?

He is doing a good job	10	35	4	4	19	2	6	5	16	12	8	4	8	11	13	10	10	6	11	9	10	11
He is doing a bad job	36	5	62	53	18	62	50	55	25	38	34	22	39	38	35	40	30	46	34	30	37	42
Don't know	54	60	34	43	63	36	44	40	59	50	59	74	53	50	52	50	60	48	54	62	53	46

Do you think the Government is managing the economy well or badly?

Very well	1	5	1	0	2	1	0	1	2	2	1	1	0	1	2	1	1	1	1	2	1	2
Fairly well	15	53	4	6	31	4	6	7	27	15	15	7	10	17	26	15	14	11	18	16	13	13
TOTAL WELL	16	58	5	6	33	5	6	8	29	17	16	8	10	18	28	16	15	12	19	18	14	15
Fairly badly	27	18	25	32	31	24	31	23	28	26	28	35	27	24	26	27	28	24	25	33	29	19
Very badly	41	3	67	50	17	67	51	60	27	43	39	29	48	44	32	44	37	49	41	35	40	50
TOTAL BADLY	68	21	92	82	48	91	82	83	55	69	67	64	75	68	58	71	65	73	66	68	69	69
Don't know	16	21	4	12	18	5	12	9	16	15	17	28	15	14	14	12	20	15	16	14	18	16

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	1	1	0	1	1	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1
Quite good	2	8	1	0	4	1	1	1	4	2	2	1	2	2	3	2	2	2	3	1	2	2
TOTAL GOOD	2	9	2	0	5	2	1	1	5	2	2	2	2	2	3	2	2	3	3	1	2	3
Neither good nor bad	11	29	4	6	22	2	4	5	19	13	9	10	9	13	15	10	13	10	12	12	12	9
Quite bad	35	46	27	44	42	29	43	31	40	34	35	32	32	35	41	36	33	25	36	38	35	34
Very bad	45	14	66	46	28	66	51	62	32	44	47	36	51	47	38	49	41	56	43	44	43	52
TOTAL BAD	80	60	93	90	70	95	94	93	72	78	82	68	83	82	79	85	74	81	79	82	78	86
Don't know	6	2	2	4	4	1	1	1	5	6	6	20	6	3	2	3	10	5	6	5	8	3

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

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	2	1	0	0	1	0	1	1	2	0	5	1	1	0	1	2	2	1	1	2	4
Get a little better	6	11	5	6	6	5	9	5	6	7	5	10	7	5	4	7	5	7	5	6	7	6
TOTAL BETTER	7	13	6	6	6	6	9	6	7	9	5	15	8	6	4	8	7	9	6	7	9	10
Stay about the same	19	36	12	22	29	11	21	15	26	22	17	16	18	17	25	19	20	20	22	19	17	16
Get a little worse	34	36	36	41	38	34	37	36	35	32	35	29	32	35	39	37	30	28	35	35	35	31
Get a lot worse	32	13	42	30	23	44	32	40	28	29	35	20	34	38	30	31	34	36	31	33	30	36
TOTAL WORSE	66	49	78	71	61	78	69	76	63	61	70	49	66	73	69	68	64	64	66	68	65	67
Don't know	7	3	4	1	3	5	1	4	5	7	7	20	9	4	1	6	9	7	7	6	9	7

How do you think the economic situation of the country as a whole will change over the next 12 months?

Get a lot better	1	2	1	1	1	1	0	0	1	1	1	2	0	0	1	1	1	1	0	1	1	0
Get a little better	7	21	4	5	13	3	4	4	10	7	6	9	5	7	9	8	6	6	7	6	8	6
TOTAL BETTER	8	23	5	6	14	4	4	4	11	8	7	11	5	7	10	9	7	7	7	7	9	6
Stay about the same	9	18	4	6	14	3	8	4	14	11	7	8	10	8	10	8	11	9	9	10	10	5
Get a little worse	25	36	17	22	36	17	22	20	30	25	26	27	23	24	31	25	26	15	28	26	26	25
Get a lot worse	49	17	69	62	30	72	60	68	37	47	50	27	53	55	44	52	44	56	46	51	45	52
TOTAL WORSE	74	53	86	84	66	89	82	88	67	72	76	54	76	79	75	77	70	71	74	77	71	77
Don't know	9	6	6	3	6	5	6	4	8	8	10	27	9	6	5	6	13	12	8	7	11	12

This week the Chancellor Kwasi Kwarteng set out the Government's new economic plans. Below are some of the announcements he made.

For each one, please say whether you think it is a good idea or the wrong priority for the present time.

Cutting the basic rate of income tax from 20% to 19%

Good idea	60	84	50	52	77	50	47	53	70	58	62	46	61	60	65	60	60	55	60	65	60	56
Wrong priority	24	9	40	37	14	39	39	37	16	28	21	19	21	28	28	28	19	29	25	22	23	24
Don't know	16	8	10	11	9	12	14	10	13	14	18	35	18	12	7	12	21	16	16	14	17	19

Cancelling the planned increase in Corporation tax (the tax companies pay on their profits), and keeping it at 19%

Good idea	31	60	19	29	48	16	32	25	42	33	30	23	28	32	40	31	31	19	33	35	34	27
Wrong priority	48	25	66	59	35	68	54	61	40	50	45	35	50	51	48	52	42	62	44	43	49	54
Don't know	21	15	15	12	17	16	14	14	18	17	24	42	22	17	13	17	26	19	24	22	18	18

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

Reversing the recent rise in National Insurance rates

Good idea	59	78	49	46	71	51	50	53	69	59	59	42	61	61	62	58	61	51	60	63	57	64
Wrong priority	24	14	39	40	19	36	38	37	18	25	24	16	22	28	28	29	18	29	23	23	25	20
Don't know	17	8	12	14	10	13	11	10	13	16	18	42	17	11	10	13	22	20	17	14	19	15

Removing the current limit on the size of bonuses that bank workers can receive

Good idea	14	27	9	5	20	8	8	9	18	15	14	13	16	14	12	14	15	17	14	12	14	17
Wrong priority	71	58	85	85	67	84	83	84	69	71	70	46	69	76	80	74	66	65	70	72	73	71
Don't know	15	15	6	10	13	7	9	7	13	14	16	41	16	11	7	12	19	18	16	16	13	13

Abolishing the 45% top rate of income tax for people earning over £150,000 a year

Good idea	11	29	6	3	18	4	6	7	15	11	10	13	10	9	14	11	11	10	12	10	12	7
Wrong priority	72	58	86	85	69	87	84	85	70	74	70	45	72	79	78	76	67	72	71	74	70	76
Don't know	17	13	9	11	14	10	10	8	15	14	19	41	18	12	8	13	22	19	17	15	17	17

Introducing "investment zones" around Britain, with reduced rates and relaxed planning rules

Good idea	34	61	25	27	51	24	35	31	44	39	30	19	31	36	44	37	31	32	31	36	38	33
Wrong priority	33	17	49	50	22	50	41	46	26	35	32	23	34	35	33	36	29	40	34	30	30	36
Don't know	33	22	25	22	27	27	24	24	29	26	39	58	34	28	23	27	40	28	34	34	32	31

Introducing VAT free shopping for visitors from overseas

Good idea	21	35	17	24	29	16	25	20	25	25	18	18	21	22	22	24	19	30	20	22	20	19
Wrong priority	58	51	66	59	57	66	58	67	59	56	60	39	57	64	63	58	59	50	58	59	62	59
Don't know	20	14	17	17	15	18	17	13	16	18	22	43	21	14	14	19	22	20	22	20	18	22

Increasing Stamp Duty bands so fewer people have to pay it

Good idea	52	75	43	50	70	44	53	49	64	49	55	32	48	55	65	52	52	44	59	54	47	45
Wrong priority	27	18	39	40	19	39	32	38	21	31	24	24	28	32	23	32	21	31	24	27	30	29
Don't know	20	7	17	10	10	17	15	13	15	20	21	45	23	13	12	16	26	25	17	19	23	26

Overall, do you think these measures are fair or not?

Yes, they are fair	19	53	8	12	33	6	10	11	29	19	19	18	17	20	23	20	18	14	23	19	19	16
No, they are not fair	57	28	78	72	47	78	72	75	50	60	54	34	58	63	62	61	52	60	55	57	57	63
Don't know	24	18	14	16	20	16	17	14	21	20	27	48	26	17	16	19	30	27	22	25	24	21

Do you think the changes that the Chancellor set out are or are not affordable for the country?

Are affordable	12	31	6	5	20	3	10	6	19	14	10	11	12	10	14	12	13	11	13	13	12	9
Are not affordable	60	41	77	81	54	76	74	78	52	61	60	43	58	67	66	65	55	61	61	60	57	66
Don't know	28	27	17	13	27	21	16	16	29	25	30	46	30	23	20	23	33	28	27	27	31	24

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

And thinking about the current economic situation, do you think the Chancellor's measures are too risky, too cautious, or get the balance about right?

Are too risky	43	25	61	66	36	58	63	61	34	48	38	24	39	49	51	48	36	47	40	43	43	45
Are too cautious	11	12	10	9	11	10	5	9	13	11	11	9	12	11	10	10	12	8	10	13	12	14
Get the balance about right	14	37	6	9	23	6	12	8	21	15	12	14	11	15	16	15	12	14	16	11	14	13
Don't know	32	26	22	16	30	27	20	22	32	27	38	53	37	25	23	27	40	31	34	33	32	29

Thinking first of the country as a whole, do you think these changes will leave the country?

Better off	9	29	3	5	15	2	5	4	13	10	7	9	8	9	10	9	9	5	11	9	9	4
Worse off	50	23	73	65	37	73	64	69	39	52	47	30	51	55	50	55	43	54	48	50	47	54
Not make much difference	24	33	14	19	33	14	18	18	31	22	25	23	19	25	30	22	25	18	24	24	25	25
Don't know	18	15	9	11	15	12	13	9	17	16	20	38	22	11	10	15	23	23	17	17	19	17

Thinking now of you and your family, do you think these changes will leave you and your family?

Better off	9	19	8	8	12	6	9	8	10	12	7	8	12	8	5	11	7	12	9	9	10	4
Worse off	37	18	50	36	29	50	39	46	32	36	38	24	37	42	39	37	37	39	37	36	34	42
Not make much difference	39	54	33	47	47	33	44	38	45	37	40	33	33	40	51	41	36	32	39	41	40	37
Don't know	15	9	10	10	12	11	7	8	13	15	15	35	18	10	5	12	20	18	14	14	16	16

Do you think the changes that the Chancellor set out will or will not improve the growth of the British economy?

Will improve the growth of the British economy	15	46	6	8	28	5	11	9	23	19	12	14	13	15	21	16	14	13	17	14	15	14
Will not improve the growth of the British economy	53	22	75	67	37	76	62	71	41	53	54	46	55	56	51	58	47	57	52	54	50	60
Don't know	32	32	19	25	34	20	27	20	36	29	34	40	32	29	29	26	39	30	31	31	35	26

Whether or not you support it, do you think the Government do or do not have a clear plan on how they want to run the economy?

Do have a clear plan	25	57	19	24	40	20	25	21	34	27	22	16	20	28	33	27	22	27	25	27	22	19
Do not have a clear plan	54	25	70	64	38	68	62	67	44	54	55	43	60	56	49	56	52	54	53	54	55	61
Not sure	21	18	11	13	22	12	12	12	22	19	23	40	20	17	18	17	26	19	22	19	22	20

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

Perceived personal financial situation

I am very comfortable financially	3	4	4	2	4	3	3	4	3	4	1	0	3	4	3	4	1	5	2	3	2	1
I am relatively comfortable financially	32	41	32	49	34	32	52	41	30	34	30	16	32	32	39	41	20	35	32	33	31	27
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	38	39	31	40	41	30	39	38	35	39	42	35	38	39	36	39	33	39	38	35	38
I can only just afford my costs and often struggle to make ends meet	17	13	17	13	15	17	8	12	18	15	19	11	19	18	14	12	23	13	17	18	16	17
I cannot afford my costs, and often have to go without essentials like food and heating	5	3	5	2	4	4	2	3	7	5	6	5	6	6	3	3	9	5	5	3	6	8
Don't know	6	2	3	3	3	3	4	2	4	7	5	27	5	2	2	5	8	10	4	5	8	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	209	183	10.6%
Men 50-64 High education	60	55	3.2%
Men 50-64 Mid education	84	80	4.6%
Men 50-64 Low education	69	69	4.0%
Men 25-49 High education	100	140	8.1%
Men 25-49 Mid education	107	128	7.4%
Men 25-49 Low education	47	90	5.2%
Men Under 25 High education	13	16	0.9%
Men Under 25 Mid & Low education	44	80	4.6%
Women Over 65	256	220	12.7%
Women 50-64 High education	65	52	3.0%
Women 50-64 Mid education	97	90	5.2%
Women 50-64 Low education	74	71	4.1%
Women 25-49 High education	189	151	8.7%
Women 25-49 Mid education	142	133	7.7%
Women 25-49 Low education	88	80	4.6%
Women Under 25 High education	22	19	1.1%
Women Under 25 Mid & Low education	64	74	4.3%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	176	329	19.0%
Medium (3-7)	1103	1038	60.0%
High (8,9,10)	451	363	21.0%
Social Grade (NRS and 2011 census)			
AB	572	484	28.0%
C1	471	502	29.0%
C2	288	363	21.0%
DE	399	381	22.0%
EU Referendum Vote (Election Result)			
Remain	720	642	37.1%
Leave	673	685	39.6%
Don't Know / Did Not Vote	337	403	23.3%

YouGov Weighting Data

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

North Con	124	121	7.0%
North Lab	138	133	7.7%
North LD	26	24	1.4%
North BP	15	16	0.9%
North Oth	14	12	0.7%
North DNV	104	111	6.4%
Midlands Con	115	114	6.6%
Midlands Lab	74	69	4.0%
Midlands LD	18	17	1.0%
Midlands BP	4	3	0.2%
Midlands Oth	9	9	0.5%
Midlands DNV	79	74	4.3%
London Con	36	50	2.9%
London Lab	49	76	4.4%
London LD	19	24	1.4%
London BP	1	2	0.1%
London Oth	6	5	0.3%
London DNV	42	50	2.9%
South Con	246	247	14.3%
South Lab	109	104	6.0%
South LD	84	76	4.4%
South BP	2	2	0.1%
South Oth	25	22	1.3%
South DNV	138	130	7.5%
Wales Con	27	24	1.4%
Wales Lab	27	26	1.5%
Wales LD	6	3	0.2%
Wales PC	8	7	0.4%
Wales BP	4	3	0.2%
Wales Oth DNV	26	24	1.4%
Scotland Con	33	29	1.7%
Scotland Lab	19	21	1.2%
Scotland LD	12	10	0.6%
Scotland SNP	53	52	3.0%
Scotland Oth DNV	38	36	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