

YouGov Survey Results

Sample Size: 2544 Labour voters (2019)

Fieldwork: 6th - 18th Sept 2021

	EU Ref Vote		Gender		Age				Social Grade		Region						
	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	South	Wales	Scotland	
Weighted Sample	2287	1529	419	1016	1271	266	1106	574	342	1446	841	716	368	397	551	140	114
Unweighted Sample	2492	1737	450	954	1538	235	1169	642	446	1627	865	829	431	305	648	159	120
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Labour	65	66	58	68	63	71	64	64	65	66	63	69	62	71	61	71	45
Another party	19	19	20	20	18	18	19	18	19	18	20	17	20	14	22	15	31
Don't know	15	14	19	11	17	9	15	17	14	14	15	12	16	14	16	13	23
Would not vote	2	1	2	1	2	2	2	1	1	2	2	2	1	2	2	1	1

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

[Rebased to remove non-voters and don't know responses, n=2057]

Con	4	3	10	5	3	2	4	5	5	3	5	3	7	4	2	3	7
Lab	78	78	74	77	78	80	77	78	78	79	77	80	76	84	74	82	59
Lib Dem	4	5	3	5	4	3	4	5	4	5	3	2	4	5	7	2	3
SNP	1	1	1	1	1	1	1	1	1	1	2	0	0	0	0	0	20
Plaid Cymru	1	1	0	1	0	0	1	1	0	0	1	0	0	0	0	7	1
Reform UK	1	0	1	1	0	1	1	0	0	0	1	1	0	0	1	1	0
Green	11	12	8	9	12	12	11	9	10	11	10	11	12	6	15	4	6
Other	1	1	2	1	1	1	1	1	1	1	2	2	1	0	1	1	3

YouGov Survey Results

Sample Size: 5254 Non-Labour voters (2019)
Fieldwork: 6th - 18th Sept 2021



	2019 GE Vote					EU Ref Vote		Gender		Age				Social Grade		Region						
Total	Con	Lib Dem	Brexit	Green	Other	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	South	Wales	Scotland	
Weighted Sample 4709	3115	845	129	196	424	1645	2659	2352	2357	249	1533	1359	1568	2868	1841	911	763	438	1854	220	523	
Unweighted Sample 5254	3450	931	147	244	482	1956	2945	2390	2864	173	1572	1518	1991	3322	1932	1038	852	460	2069	242	593	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Labour	7	3	19	5	11	8	11	4	8	6	14	8	7	5	8	6	8	6	10	7	5	4
Other party vote	70	73	56	67	68	77	67	73	74	66	65	67	69	75	71	69	68	68	69	69	73	82
Don't know	20	20	23	24	19	14	20	20	15	25	18	21	22	17	20	21	20	23	20	21	19	12
Would not vote	3	3	1	3	2	2	1	3	3	3	3	3	2	2	4	4	3	1	2	3	1	

YouGov Survey Results

Sample Size: 841 Blue Wall Adults
Fieldwork: 6th - 18th Sept 2021

	Vote in GE2019			2016 EU Ref		Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	Reamin	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	East of England	London	South East	South West	
Weighted Sample	760	358	136	172	378	293	374	386	74	318	171	196	575	185	75	169	417	99
Unweighted Sample	841	333	143	176	374	337	355	486	65	320	203	253	605	236	59	190	488	104
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	34	66	2	7	22	54	37	31	6	26	39	54	33	38	27	33	36	35
Labour	20	2	62	21	27	7	19	20	32	21	20	12	19	20	20	32	14	20
Liberal Democrat	11	1	6	38	17	3	13	9	14	11	10	11	13	4	10	5	14	10
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	2	4	0	1	1	5	2	2	5	2	2	1	3	1	0	5	2	0
Green	8	2	13	10	11	3	5	11	17	10	4	4	9	4	10	1	9	11
Some other party	1	1	0	0	0	1	1	1	1	0	2	0	1	1	1	1	1	0
Would not vote	3	3	3	1	1	4	3	2	4	2	3	3	2	5	3	2	3	2
Don't know	19	20	12	22	19	21	18	21	13	24	19	15	19	22	21	19	19	20
Skipped	2	2	2	1	2	1	1	3	8	2	1	0	1	5	7	1	2	1

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

[Rebased to remove non-voters and don't know responses, n=583]

Con	45	87	2	9	28	74	48	42	8	37	50	66	42	56	39	43	47	46
Lab	26	3	75	27	35	10	24	27	43	30	26	14	25	30	29	41	19	26
Lib Dem	15	1	7	50	22	4	16	13	18	16	12	13	17	6	15	6	18	13
Reform UK	3	5	0	1	1	7	3	3	7	3	3	2	3	1	0	7	3	0
Green	11	3	15	13	14	4	7	14	23	15	5	5	12	6	15	2	12	15
Other	1	1	1	0	0	2	1	1	2	0	3	0	1	1	2	2	1	1

YouGov Survey Results

Sample Size: 794 Red Wall Adults
Fieldwork: 6th - 18th Sept 2021



	Vote in GE2019				EU Ref Vote		Gender		Age				Social Grade		Region							
	Total	Con	Lab	Lib Dem	Brexit	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	East Midlands	North East	North West	Wales	West Midlands	Yorkshire and the Humber	
Weighted Sample	673	281	221	27	29	217	338	338	335	75	245	167	187	374	300	121	109	156	46	117	124	
Unweighted Sample	794	294	255	28	18	294	355	333	461	54	319	216	205	437	357	142	127	191	60	133	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	33	65	4	13	14	17	48	37	29	22	22	38	47	32	34	42	37	27	33	26	35
Labour	28	3	64	24	9	47	13	23	33	40	35	22	19	29	27	21	28	31	27	31	29
Liberal Democrat	3	2	3	28	0	6	1	3	3	2	4	3	2	4	2	2	4	4	1	5	0
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	1	0	1	0	0	2	0	1	1	0	1	1	0	1	1	0	0	0	10	0	0
Reform UK	4	7	1	0	28	0	9	8	1	0	4	5	6	3	6	3	6	5	1	6	4
Green	5	0	9	8	6	6	4	5	4	5	5	4	4	6	3	3	4	5	2	4	8
Some other party	1	1	1	0	5	1	1	1	1	0	0	3	1	1	1	0	2	1	0	1	1
Would not vote	4	3	3	0	0	2	3	4	4	3	6	4	2	3	5	4	3	6	5	4	2
Don't know	20	18	13	27	39	17	19	17	23	25	19	20	18	19	21	20	15	20	18	24	20
Refused	1	1	2	0	0	2	1	1	1	3	3	0	0	2	1	4	1	1	1	1	0

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

[Rebased to remove non-voters and don't know responses, n=544]

Con	44	83	5	17	22	21	63	47	41	31	31	50	59	42	47	59	46	37	44	36	45
Lab	38	4	78	33	15	60	17	30	46	58	49	30	23	38	37	29	35	43	36	42	37
Lib Dem	4	2	4	39	0	8	2	4	4	3	5	3	3	5	2	3	5	5	2	7	1
SNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	1	0	1	0	0	2	0	1	1	0	2	1	1	1	1	0	0	0	14	0	0
Reform UK	6	9	1	0	46	0	11	11	1	0	6	7	8	4	8	4	7	7	2	8	5
Green	6	0	11	11	9	8	5	6	6	8	7	6	6	8	4	4	5	7	3	5	10
Other	1	1	0	0	8	0	2	1	1	0	1	3	1	1	1	1	1	1	0	1	2