

Survation Labour Party Poll 22 September 2021

Conducted by Survation

The logo for Survation, featuring the word "Survation." in white text inside a black speech bubble shape.

Methodology

Fieldwork Dates

21-22 September 2021

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ living in the UK

Sample Size

1,060

Data Weighting

Data were weighted to the profile of all adults in the UK aged 18+. Data were weighted by age, sex, region, highest level of qualification, annual equivalised household income, 2019 General Election Vote, and 2016 EU Referendum Vote. Targets for the weighted data were derived from Office for National Statistics Data and the results of the 2019 UK General Election and the 2016 EU Referendum.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, given the sample of 1060 it is 95% certain that the 'true' value will fall within the range of 4.0% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables are shown in full, in the order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them.

Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables.

In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order.

The only questions which would not have had randomising responses would be those in which there was a natural order to maintain

– e.g. a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. "Other", "Don't know" and "Refused" responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups.

Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact:

researchteam@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry.

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Table	Question	Base
Q1	To what extent, if at all, would you consider voting for the Labour Party in the future?	All respondents
Q2.1	From each of the following pairs of statements, please select the one which is closest to your view. Left wing style or centrist style	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.2	From each of the following pairs of statements, please select the one which is closest to your view. A greater or less of a commitment to public ownership	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.3	From each of the following pairs of statements, please select the one which is closest to your view. A greater or less of a commitment to wealth redistribution	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.4	From each of the following pairs of statements, please select the one which is closest to your view. More or less distance from Conservative Party policies	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.5	From each of the following pairs of statements, please select the one which is closest to your view. Radically or modestly change the current economic model	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.6	From each of the following pairs of statements, please select the one which is closest to your view. I would vote for Labour if they offered big or only if they offered small changes to society	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2.7	From each of the following pairs of statements, please select the one which is closest to your view. The economy is or is not rigged against ordinary people	Respondents who intend to vote, or would consider voting for, the Labour Party
Q2	From each of the following pairs of statements, please select the one which is closest to your view.	Respondents who intend to vote, or would consider voting for, the Labour Party

Q1. To what extent, if at all, would you consider voting for the Labour Party in the future?

Base: All Respondents, Normal Weighting

	Total	Sex		Age				Region							Highest level of qualification				HH Income p.a.			GE19 Vote					EU16 Vote		GE Voting Intention								
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH		
Unweighted Total	1060	547	513	290	173	148	90	359	139	332	176	250	897	89	56	18	215	188	441	311	467	282	360	291	96	17	79	394	447	334	333	80	49	94			
Weighted Total	1060	541	519	300	170	188	158	244	139	335	170	247	891	89	51	29	403	233	127	297	223	435	403	368	268	100	25	84	436	405	348	311	71	46	111		
Strongly	214	103	111	62	38	45	28	24	44	61	28	56	189	13	10	1	72	36	36	70	43	87	84	19	139	24	5	6	61	122	12	178	5	10	4		
	20%	19%	21%	27%	21%	24%	17%	10%	32%	18%	16%	23%	21%	15%	19%	4%	16%	16%	28%	24%	19%	20%	21%	4%	51%	24%	18%	8%	14%	30%	4%	58%	7%	21%	4%		
Somewhat	263	136	127	117	42	41	25	38	42	79	48	57	223	25	11	4	100	56	28	79	51	120	92	41	95	36	11	19	65	135	41	104	28	17	23		
	25%	25%	24%	39%	24%	22%	16%	16%	30%	23%	27%	23%	23%	27%	22%	15%	25%	24%	22%	27%	23%	23%	11%	35%	30%	45%	23%	15%	33%	12%	33%	39%	37%	21%			
Not that much	202	105	97	38	40	35	40	50	23	64	28	52	168	21	7	7	77	46	20	59	41	83	78	90	17	24	1	19	91	84	86	18	28	10	31		
	19%	20%	19%	13%	23%	18%	25%	21%	17%	19%	17%	21%	19%	23%	14%	24%	19%	20%	16%	20%	19%	19%	24%	6%	24%	4%	23%	21%	16%	25%	6%	39%	21%	28%			
Not at all	319	153	165	34	40	54	64	127	21	114	62	63	260	27	18	15	125	77	37	80	61	123	134	211	5	12	8	37	200	71	200	0	9	7	50		
	30%	28%	32%	12%	23%	29%	40%	52%	15%	34%	36%	25%	29%	30%	35%	51%	31%	33%	29%	27%	27%	28%	33%	67%	2%	12%	33%	44%	46%	17%	58%	0%	12%	15%	45%		
Don't know	62	43	19	28	13	13	4	4	9	18	7	18	51	4	5	2	29	17	7	9	26	22	14	10	14	5	0	2	20	13	7	10	1	2	3		
	6%	6%	4%	9%	8%	7%	2%	2%	6%	5%	4%	7%	6%	5%	9%	7%	7%	7%	7%	5%	3%	12%	5%	4%	3%	5%	5%	0%	2%	4%	3%	2%	3%	2%	5%	2%	
Consider (NET)	477	239	238	199	78	87	51	62	88	139	73	114	412	38	21	6	172	92	64	149	64	207	178	57	231	60	16	26	126	267	54	283	33	27	27		
	45%	44%	46%	66%	46%	46%	32%	26%	62%	42%	43%	46%	46%	42%	42%	19%	43%	40%	50%	50%	42%	48%	44%	15%	86%	59%	63%	31%	29%	64%	15%	61%	46%	59%	24%		
Not Consider (NET)	521	259	262	73	79	89	104	177	45	178	90	114	427	48	25	22	202	123	57	136	162	206	213	301	23	35	9	56	291	135	286	18	17	81			
	49%	48%	51%	24%	47%	47%	65%	73%	32%	53%	53%	46%	46%	53%	46%	74%	50%	53%	45%	47%	46%	47%	53%	82%	9%	35%	37%	67%	67%	33%	33%	6%	52%	36%	73%		

Q2.1 From each of the following pairs of statements, please select the one which is closest to your view. Left wing style or centrist style

Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

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	Total	Sex		Age						Region								Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote				GE Voting Intention					Labour consideration			
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know			
Unweighted Total	507	257	250	208	89	75	30	105	90	138	69	129	446	30	26	6	95	90	68	224	149	200	148	60	272	47	10	21	108	287	52	333	30	20	22	208	256	15	10			
Weighted Total	504	250	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10			
More left-wing style policies	231	120	111	120	33	39	15	24	48	73	37	51	200	7	9	6	81	44	31	75	48	93	59	15	110	20	10	15	42	139	15	147	15	20	16	113	108	6	5			
More centrist style policies	274	140	134	98	51	48	38	39	42	71	39	76	228	31	15	0	109	61	35	79	99	122	94	46	125	39	5	10	87	127	38	164	18	8	10	101	157	12	5			
	54%	54%	65%	45%	61%	65%	72%	62%	47%	49%	51%	60%	52%	81%	64%	0%	67%	56%	53%	51%	65%	67%	51%	70%	51%	68%	34%	40%	67%	46%	71%	53%	54%	28%	39%	47%	60%	60%	60%			

Q2.2 From each of the following pairs of statements, please select the one which is closest to your view. A greater, or less of a, commitment to public ownership
 Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

	Total	Sex		Age				Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote					GE Voting Intention					Labour consideration			
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know	
Unweighted Total	507	257	250	208	89	75	30	105	90	138	69	127	446	30	26	5	95	90	68	224	149	200	128	60	272	47	10	21	108	287	52	333	30	20	22	208	256	15	10	
Weighted Total	504	250	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10	
5 (or less) commitment to public ownership	371	184	187	152	55	62	49	53	52	120	64	99	325	28	16	0	135	64	68	124	78	151	143	39	201	60	10	18	103	202	29	237	29	14	20	168	189	9	5	
74%	71%	77%	70%	66%	72%	61%	85%	58%	83%	71%	78%	74%	70%	66%	88%	71%	66%	73%	80%	73%	70%	78%	64%	83%	84%	61%	61%	80%	77%	64%	76%	89%	50%	76%	79%	72%	52%	56%		
Less of a commitment to public ownership	133	76	57	67	28	24	5	9	38	24	22	28	113	11	9	1	65	30	18	30	29	64	40	22	43	10	6	10	26	61	25	74	4	14	7	45	75	9	4	
28%	29%	23%	30%	34%	28%	9%	10%	42%	17%	29%	22%	26%	30%	30%	12%	28%	32%	27%	20%	27%	30%	22%	30%	17%	18%	30%	39%	20%	23%	46%	24%	11%	80%	24%	21%	28%	48%	44%		

Q2.3 From each of the following pairs of statements, please select the one which is closest to your view. A greater, or less, of a commitment to wealth redistribution
 Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

	Total	Sex		Age						Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote					GE Voting Intention					Labour consideration				
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know				
Unweighted Total	507	257	250	208	89	75	30	105	90	138	69	129	446	30	26	6	95	90	68	224	149	200	128	60	272	47	10	21	108	287	52	333	30	20	22	208	256	15	10				
Weighted Total	504	260	245	219	83	67	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10				
5 (higher) commitment to wealth redistribution	393	200	193	156	61	69	50	57	67	120	67	99	342	29	17	4	140	70	58	126	75	153	156	44	204	48	12	16	115	213	24	248	28	14	19	179	109	12	7				
Less of a commitment to wealth redistribution	112	60	52	62	23	18	4	6	23	25	19	28	95	6	7	1	60	25	10	28	32	52	28	17	40	14	4	10	14	50	19	62	7	13	7	35	68	7	3				
	22%	23%	21%	29%	27%	21%	7%	8%	26%	17%	26%	22%	22%	24%	29%	23%	28%	28%	16%	18%	30%	24%	19%	27%	17%	23%	26%	37%	11%	19%	30%	20%	20%	47%	27%	16%	20%	36%	20%				

Q2.4 From each of the following pairs of statements, please select the one which is closest to your view. More or less distance from Conservative Party policies

Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

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	Total	Sex		Age					Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote		GE Voting Intention					Labour consideration				
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know
Unweighted Total	507	257	250	208	89	75	30	105	90	138	89	129	446	30	26	5	95	90	59	224	149	200	148	60	272	47	10	21	108	297	52	333	30	20	22	208	296	15	10
Weighted Total	504	250	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	107	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10
More distance from Conservative Party policies	326	167	159	141	48	55	35	48	57	107	49	89	282	28	13	4	107	67	48	104	65	138	123	33	172	43	12	12	58	179	21	221	24	18	15	161	153	4	8
Less distance from Conservative Party policies	178	93	85	77	36	31	19	15	33	37	27	38	155	10	11	2	83	27	18	50	42	77	60	29	72	17	4	14	41	84	33	90	9	9	12	53	110	14	2
	35%	30%	35%	35%	43%	38%	30%	24%	37%	20%	38%	45%	35%	27%	47%	30%	44%	29%	27%	32%	39%	36%	33%	48%	30%	28%	26%	63%	32%	32%	61%	29%	26%	32%	46%	29%	42%	77%	17%

Q2.5 From each of the following pairs of statements, please select the one which is closest to your view. Radically or modestly change the current economic model
 Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

	Total	Sex		Age						Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote					GE Voting Intention					Labour consideration			
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know			
Unweighted Total	507	257	250	208	89	75	30	105	90	138	89	159	446	30	26	6	100	95	68	224	149	200	128	60	272	47	10	21	108	287	52	333	30	20	22	206	256	15	10			
Weighted Total	504	260	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10			
Radically change the current economic model	256	128	128	110	38	58	20	32	41	77	43	72	233	14	8	1	60	53	38	87	50	105	101	29	141	39	9	12	63	130	21	172	17	16	10	122	113	14	8			
Modestly change the current economic model	249	132	116	109	45	30	34	31	49	68	33	54	204	24	16	4	100	42	40	68	57	110	82	32	101	40	7	14	66	132	33	139	16	11	17	82	150	4	2			
	49%	51%	48%	50%	54%	35%	63%	49%	54%	47%	44%	43%	47%	64%	67%	79%	63%	44%	60%	44%	63%	61%	45%	30%	41%	67%	42%	63%	61%	50%	61%	46%	48%	41%	62%	43%	97%	29%	19%			

Q2.6 From each of the following pairs of statements, please select the one which is closest to your view. I would vote for Labour if they offered big, or only if they offered small, changes to society
 Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

	Total	Sex		Age						Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote				GE Voting Intention					Labour consideration			
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know		
Unweighted Total	507	257	250	208	89	75	30	105	90	138	69	127	446	30	26	6	100	95	68	224	149	200	148	60	272	47	10	21	108	287	52	333	30	20	22	208	256	15	10		
Weighted Total	504	260	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10		
I would vote for Labour if they offered big changes to society	350	169	181	158	55	73	30	37	53	114	61	96	354	28	16	4	121	65	63	114	72	149	129	44	180	34	12	21	93	163	33	222	28	22	21	160	173	7	9		
I would vote for Labour only if they offered small changes to society	154	90	64	60	29	17	23	28	37	30	25	41	133	11	8	2	68	30	15	40	35	65	54	17	64	25	4	6	36	80	21	89	8	5	6	64	88	12	0		
	31%	30%	29%	27%	34%	19%	43%	41%	41%	21%	32%	32%	30%	30%	33%	36%	38%	32%	23%	26%	33%	30%	29%	29%	29%	42%	23%	16%	28%	30%	38%	29%	24%	18%	22%	29%	34%	64%	4%		

Q2.7 From each of the following pairs of statements, please select the one which is closest to your view. The economy is, or is not, rigged against ordinary people
 Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting

	Total	Sex		Age						Region							Highest level of qualification				HH income p.a.			GE19 Vote					EU16 Vote					GE Voting Intention					Labour consideration				
		Female	Male	18-34	35-44	45-54	55-64	65+	London	South	Midlands	North	England	Scotland	Wales	Northern Ireland	No qualifications / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4+	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	GRN	OTH	Leave	Remain	CON	LAB	LD	GRN	OTH	Strongly	Somewhat	Not that much	Don't know				
Unweighted Total	507	257	250	208	86	75	30	105	90	138	69	127	446	30	26	5	95	90	68	224	149	200	158	60	272	47	10	21	108	287	52	333	30	20	22	208	256	15	10				
Weighted Total	504	260	245	219	83	87	53	62	90	144	76	127	437	38	24	6	100	95	66	154	167	215	183	61	244	60	16	26	129	262	54	311	33	27	27	214	263	18	10				
The economy is rigged against ordinary people	347	172	170	146	60	65	28	48	57	112	65	79	294	32	18	2	123	62	67	114	60	145	141	37	177	43	11	24	14	203	29	208	22	20	23	169	169	12	7				
The economy is not rigged against ordinary people	158	83	75	72	23	21	26	15	33	32	30	48	143	5	6	3	66	33	19	40	47	69	42	24	87	16	5	1	45	60	25	85	11	7	4	85	94	6	3				
	31%	32%	31%	33%	28%	28%	48%	24%	36%	22%	40%	38%	33%	14%	26%	66%	38%	34%	29%	20%	44%	32%	23%	39%	28%	28%	30%	6%	38%	23%	46%	27%	34%	20%	16%	28%	30%	39%	30%				

Q2. From each of the following pairs of statements, please select the one which is closest to your view.	
Base: Respondents who intend to vote, or would consider voting for, the Labour Party, Normal Weighting	
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	Total
Unweighted Total	507
Weighted Total	504
Left wing style or centrist style	
More left-wing style policies	231
	46%
More centrist style policies	274
	54%
A greater, or less of a, commitment to public ownership	
A greater commitment to public ownership	371
	74%
Less of a commitment to public ownership	133
	26%
A greater, or less, of a commitment to wealth redistribution	
A greater commitment to wealth redistribution	393
	78%
Less of a commitment to wealth redistribution	112
	22%
More or less distance from Conservative Party policies	
More distance from Conservative Party policies	326
	65%
Less distance from Conservative Party policies	178
	35%
Radically or modestly change the current economic model	
Radically change the current economic model	256
	51%
Modestly change the current economic model	249
	49%
I would vote for Labour if they offered big, or only if they offered small, changes to society	
I would vote for Labour if they offered big changes to society	350
	69%
I would vote for Labour only if they offered small changes to society	154
	31%
The economy is, or is not, rigged against ordinary people	
The economy is rigged against ordinary people	347
	69%
The economy is not rigged against ordinary people	158
	31%