

YouGov Survey Results

Sample Size: 2441 GB Adults
Fieldwork: 16th - 17th August 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2441	439	627	225	264	144	830	879	1179	1262	256	1006	603	576	827	547	730
Unweighted Sample	2441	385	688	237	254	158	976	836	1055	1386	200	822	728	691	973	572	510
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		9 - 10 Aug '26	16-17 Aug '26																
HEADLINE VOTING INTENTION																			
Westminster Voting Intention																			
[Headline voting intention from constituency vote projected by YouGov MRP model]																			
Con	21	19	61	4	8	9	5	14	28	18	20	5	12	16	31	22	22	15	
Lab	24	22	4	60	8	1	10	37	10	22	23	18	25	25	18	26	24	16	
Lib Dem	11	12	3	8	63	0	6	18	5	11	13	14	10	13	13	16	12	7	
SNP	3	3	0	0	1	0	0	4	2	3	3	5	2	4	3	2	3	5	
Plaid Cymru	2	1	0	2	1	0	1	1	1	1	1	2	2	1	1	2	1	1	
Reform UK	22	24	30	8	5	78	4	7	44	29	20	6	19	28	28	17	22	38	
Green	12	13	0	14	12	0	67	15	4	10	15	39	22	7	4	11	11	10	
Your Party	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	
Restore Britain	4	4	1	2	1	10	3	2	4	5	3	5	7	3	2	3	4	5	
Other	2	2	1	1	1	1	4	1	2	2	1	2	2	2	1	2	2	2	
If there were a general election held tomorrow, which party would you vote for?																			
Conservative	15	12	49	3	7	5	4	9	20	12	13	3	8	13	23	16	13	10	
Labour	20	18	4	52	13	1	9	33	9	20	17	16	18	23	15	23	19	13	
Liberal Democrat	6	7	1	5	41	0	6	13	2	7	7	8	6	6	8	10	7	4	
Scottish National Party (SNP)	2	3	0	0	1	0	0	4	2	3	2	3	2	3	2	2	3	4	
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	0	
Reform UK	16	18	28	7	3	72	3	6	36	23	13	4	15	23	24	15	16	27	
Green	11	11	1	12	12	1	53	13	2	10	12	32	14	5	3	10	8	9	
Some other party	4	4	1	2	2	9	4	2	5	5	3	4	6	2	2	3	3	5	
Would not vote	10	10	2	2	3	2	6	4	7	9	11	12	13	9	5	5	11	13	
Don't know	13	13	13	13	16	10	13	13	14	8	18	9	13	13	16	13	15	12	
Refused	4	3	2	2	2	0	1	2	1	2	4	9	4	1	1	2	3	4	

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		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2441	2111	117	212	579	400	295	837
Unweighted Sample	2441	2110	131	200	569	410	255	876
	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

	9 - 10 Aug '26	16-17 Aug '26							
Con	21	19	21	10	7	16	23	19	23
Lab	24	22	23	20	18	30	25	30	15
Lib Dem	11	12	12	4	13	8	5	11	19
SNP	3	3	0	0	35	0	0	0	0
Plaid Cymru	2	1	0	28	0	0	0	0	0
Reform UK	22	24	24	26	19	26	30	16	23
Green	12	13	14	7	6	13	12	20	13
Your Party	0	0	0	0	0	0	0	1	0
Restore Britain	4	4	4	5	2	4	5	3	4
Other	2	2	2	0	0	3	1	1	2

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

Conservative	15	12	13	9	5	9	16	12	15
Labour	20	18	19	14	15	23	20	25	14
Liberal Democrat	6	7	7	3	7	4	4	9	10
Scottish National Party (SNP)	2	3	0	0	28	0	0	0	0
Plaid Cymru	1	1	0	18	0	0	0	0	0
Reform UK	16	18	19	16	14	18	21	11	20
Green	11	11	12	9	6	10	8	18	12
Some other party	4	4	4	4	1	4	4	4	4
Would not vote	10	10	10	14	11	11	14	6	9
Don't know	13	13	13	12	10	13	12	11	15
Refused	4	3	3	2	3	5	2	4	2

Sample Size: 2441 GB Adults
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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2441	439	627	225	264	144	830	879	1179	1262	256	1006	603	576	827	547	730
Unweighted Sample	2441	385	688	237	254	158	976	836	1055	1386	200	822	728	691	973	572	510
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now, thinking specifically about your own constituency, if there were a general election held tomorrow and these were the parties standing, which party would you vote for?

Conservative	15	13	51	3	6	8	4	11	21	13	13	3	8	14	26	17	15	10
Labour	18	18	4	52	7	1	9	32	9	19	16	13	18	20	15	22	18	12
Liberal Democrat	8	8	2	6	51	0	5	15	3	8	9	9	6	10	10	12	9	5
Scottish National Party (SNP)	2	3	0	1	1	0	0	4	2	3	2	5	2	3	3	2	3	4
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	1	1	2	1	0	1	1	1
Reform UK	16	18	26	7	4	73	3	6	36	22	14	5	15	23	23	15	16	28
Green	11	11	0	13	10	1	58	14	3	9	12	27	14	5	3	10	9	8
Some other party	4	4	1	2	2	8	5	2	5	5	3	4	6	3	2	3	3	5
Would not vote	10	10	2	2	2	2	5	3	7	9	11	11	13	9	6	5	11	12
Don't know	11	11	9	11	14	6	9	10	12	7	15	11	12	10	12	11	13	10
Refused	4	3	2	2	2	0	3	2	1	2	4	10	4	2	1	2	4	4

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=89]

Workers Party GB	2	2	0	0	0	5	0	0	4	2	2	0	2	3	0	2	0	3
Social Democratic Party	1	0	0	0	0	2	0	0	1	0	1	0	0	2	0	0	0	1
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	1	0	1	0	0	3	0	0	3	0
Heritage Party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	0	1	0	0	0	3	0	4	0	0	2	0	0	0	7	3	0	0
Your Party	7	2	0	0	0	0	9	4	0	1	3	7	0	2	6	3	0	0
Restore Britain	63	71	68	66	52	90	36	49	73	70	71	56	83	55	47	52	71	80
Some other party	24	20	32	34	48	0	40	43	16	22	16	27	12	30	40	38	17	11
Don't know	1	2	0	0	0	0	15	0	5	2	4	0	2	6	0	0	9	2
Refused	0	2	0	0	0	0	0	0	0	3	0	10	1	0	0	3	0	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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		Country			Region in England			
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Weighted Sample	2441	2111	117	212	579	400	295	837
Unweighted Sample	2441	2110	131	200	569	410	255	876
	%	%	%	%	%	%	%	%

Now, thinking specifically about your own constituency, if there were a general election held tomorrow and these were the parties standing, which party would you vote for?

Conservative	15	13	14	7	5	11	17	14	16
Labour	18	18	18	14	15	22	19	25	12
Liberal Democrat	8	8	9	3	8	5	3	8	14
Scottish National Party (SNP)	2	3	0	0	31	0	0	0	0
Plaid Cymru	1	1	0	22	0	0	0	0	0
Reform UK	16	18	19	18	13	19	22	12	19
Green	11	11	12	6	4	11	8	19	11
Some other party	4	4	4	4	1	4	3	3	5
Would not vote	10	10	10	13	10	12	14	5	8
Don't know	11	11	11	10	9	12	10	8	13
Refused	4	3	3	4	3	5	3	5	2

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=89]

Workers Party GB	2	2	1	0	33	0	0	0	1
Social Democratic Party	1	0	0	0	0	0	3	0	0
Trade Unionist and Socialist Coalition	0	0	1	0	0	0	4	0	0
Heritage Party	1	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	0	1	1	0	0	3	0	0	0
Your Party	7	2	2	0	10	3	0	7	0
Restore Britain	63	71	70	100	57	64	88	64	69
Some other party	24	20	22	0	0	31	5	13	24
Don't know	1	2	3	0	0	0	0	0	6
Refused	0	2	2	0	0	0	0	16	0

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2024 recalled vote interlocked with region (5) EU referendum recalled vote and (6) ethnicity. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. Voting intention figures are separately modelled using MRP. 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 65+	302	264	10.8%
Men 50-64 high education	110	98	4%
Men 50-64 med education	123	105	4.3%
Men 50-64 low education	101	93	3.8%
Men 40-49 high education	65	78	3.2%
Men 40-49 med education	40	63	2.6%
Men 40-49 low education	22	49	2%
Men 25-39 high education	97	132	5.4%
Men 25-39 med & low education	109	168	6.9%
Men 18-24 high education	30	29	1.2%
Men 18-24 med & low education	56	100	4.1%
Women 65+	389	312	12.8%
Women 50-64 high education	128	103	4.2%
Women 50-64 med education	132	100	4.1%
Women 50-64 low education	134	105	4.3%
Women 40-49 high education	109	93	3.8%
Women 40-49 med education	74	61	2.5%
Women 40-49 low education	47	44	1.8%
Women 25-39 high education	163	166	6.8%
Women 25-39 med & low education	96	151	6.2%
Women 18-24 high education	33	37	1.5%
Women 18-24 med & low education	81	90	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	292	464	19.0%
Medium (3-7)	1507	1465	60.0%
High (8,9,10)	642	513	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	72	85	3.5%
North Lab	199	178	7.3%
North LD	35	29	1.2%
North Reform	59	71	2.9%
North Oth	60	49	2.0%
North DNV	144	166	6.8%
Midlands Con	73	83	3.4%
Midlands Lab	115	103	4.2%
Midlands LD	28	22	0.9%

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Midlands Reform	60	54	2.2%
Midlands Oth	33	32	1.3%
Midlands DNV	101	107	4.4%
London Con	35	44	1.8%
London Lab	90	93	3.8%
London LD	14	24	1.0%
London Reform	15	20	0.8%
London Oth	31	37	1.5%
London DNV	70	78	3.2%
South Con	162	193	7.9%
South Lab	217	166	6.8%
South LD	141	129	5.3%
South Reform	90	95	3.9%
South Oth	69	59	2.4%
South DNV	197	195	8.0%
Wales Con	15	15	0.6%
Wales Lab	31	32	1.3%
Wales LD	6	5	0.2%
Wales PC	14	12	0.5%
Wales Reform	17	15	0.6%
Wales Oth DNV	48	39	1.6%
Scotland Con	28	20	0.8%
Scotland Lab	36	56	2.3%
Scotland LD	13	15	0.6%
Scotland SNP	49	46	1.9%
Scotland Reform	13	10	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	55	59	2.4%
EU Referendum Vote (Election Result)			
Remain	976	830	35.1%
Leave	836	879	35.7%
Don't Know / Did Not Vote	629	732	29.2%

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Ethnicity (2021/22 Census)

White	2006	2007	82.2%
Asian	170	193	7.9%
Black	71	81	3.3%
Mixed	57	41	1.7%
Refused/Rather not say	110	73	3%
Other	27	46	1.9%

Socio-economic classssification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	393	325	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	580	503	20.6%
L7 Intermediate occupations	388	288	11.8%
L8 and L9 Small employers and own account workers	184	259	10.6%
L10 and L11 Lower supervisory and technical occupations	131	139	5.7%
L12 Semi-routine occupations	221	286	11.7%
L13 Routine occupations	158	305	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	254	207	8.5%
L15 Full-time students	132	129	5.3%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to <https://yougov.co.uk/about/panel-methodology>

Or visit our website: yougov.co.uk