

YouGov Survey Results

Sample Size: 2380 GB Adults
Fieldwork: 23rd - 24th August 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	2380	428	612	219	257	138	696	687	1150	1230	250	981	588	562	807	533	712	2059	114	207
Unweighted Sample	2380	350	659	221	256	143	773	581	1060	1320	206	888	667	619	970	507	521	2030	147	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	16-17 Aug '26	23 - 24 Aug '26																			
stituency vote																					
Con	19	20	63	6	7	8	6	17	25	19	20	5	13	19	30	23	19	19	21	10	7
Lab	22	22	4	57	12	2	15	37	9	22	23	25	26	21	19	28	24	14	23	18	20
Lib Dem	12	13	4	11	63	2	3	18	8	12	14	15	15	13	12	15	13	11	14	5	6
SNP	3	3	0	1	0	0	0	4	1	3	3	4	2	3	2	2	2	4	0	0	29
Plaid Cymru	1	1	1	1	0	0	1	2	1	2	1	4	2	1	1	1	2	1	0	30	0
Reform UK	24	23	25	9	5	74	3	5	44	27	19	4	15	28	29	18	22	32	22	28	21
Green	13	13	2	14	11	1	68	15	6	11	15	41	21	9	5	9	12	13	14	7	11
Your Party	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
Restore Britain	4	3	1	0	1	11	2	1	4	3	2	0	4	3	1	1	2	5	3	2	5
Other	2	2	1	0	1	2	2	1	2	2	2	1	2	2	1	2	2	1	2	0	1

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

Conservative	12	14	55	5	7	9	1	14	20	14	14	6	10	14	25	19	14	12	15	10	9
Labour	18	18	3	49	15	3	13	31	8	19	18	21	19	18	17	24	18	11	19	14	15
Liberal Democrat	7	8	3	6	44	0	3	12	5	8	7	8	8	7	8	9	8	6	8	3	3
Scottish National Party (SNP)	3	2	0	0	0	0	0	3	1	2	2	2	1	3	2	1	2	3	0	0	21
Plaid Cymru	1	1	0	1	0	0	1	1	1	1	1	2	1	1	1	1	1	1	0	21	0
Reform UK	18	16	24	6	4	64	2	4	34	20	13	3	12	22	25	14	19	21	17	20	11
Green	11	11	1	13	13	1	61	14	5	10	12	31	14	7	3	9	10	11	12	7	9
Some other party	4	4	2	1	1	13	2	2	6	4	3	0	5	4	2	2	3	6	4	3	3
Would not vote	10	10	1	4	1	3	1	5	7	9	11	9	14	10	5	6	8	14	10	8	14
Don't know	13	12	9	12	11	7	12	11	12	8	15	10	11	13	11	12	13	10	12	12	9
Refused	3	4	2	3	4	1	4	3	2	4	4	8	5	3	1	2	3	5	4	3	5

YouGov Survey Results

Sample Size: 2380 GB Adults
Fieldwork: 23rd - 24th August 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2380	564	390	288	816
Unweighted Sample	2380	545	404	253	828
	%	%	%	%	%

	16-17 Aug '26	23 - 24 Aug '26				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>						
Con	19	20	17	24	20	24
Lab	22	22	31	25	31	15
Lib Dem	12	13	7	11	14	21
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	24	23	26	23	14	22
Green	13	13	13	14	17	13
Your Party	0	0	1	0	0	0
Restore Britain	4	3	3	2	1	3
Other	2	2	2	1	3	1
If there were a general election held tomorrow, which party would you vote for?						
Conservative	12	14	10	17	14	16
Labour	18	18	27	19	21	13
Liberal Democrat	7	8	4	6	6	13
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	18	16	18	15	10	19
Green	11	11	10	12	16	11
Some other party	4	4	5	4	2	3
Would not vote	10	10	10	11	11	8
Don't know	13	12	12	12	12	12
Refused	3	4	4	4	6	4

Sample Size: 2380 GB Adults
Fieldwork: 23rd - 24th August 2026

Weighted Sample
Unweighted Sample

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	2380	428	612	219	257	138	696	687	1150	1230	250	981	588	562	807	533	712	2059	114	207
Unweighted Sample	2380	350	659	221	256	143	773	581	1060	1320	206	888	667	619	970	507	521	2030	147	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	13	14	56	5	5	8	4	14	21	14	15	5	9	15	27	19	15	12	16	8	6
Labour	18	18	3	49	11	2	13	30	8	19	17	19	19	16	17	23	18	11	18	13	17
Liberal Democrat	8	10	4	8	53	2	2	14	6	9	10	11	9	9	10	12	10	7	10	4	5
Scottish National Party (SNP)	3	2	0	1	0	0	0	3	1	2	2	4	2	3	2	2	2	3	0	0	24
Plaid Cymru	1	1	0	1	0	0	1	1	1	1	1	3	1	1	1	1	2	1	0	25	0
Reform UK	18	16	21	5	4	65	1	4	33	19	13	3	12	20	24	14	18	20	16	22	13
Green	11	11	2	12	9	1	62	13	5	10	12	28	13	7	4	8	10	11	11	6	8
Some other party	4	3	2	1	1	13	3	2	6	4	3	1	5	4	2	2	3	5	4	2	3
Would not vote	10	10	1	5	1	3	1	5	7	10	11	9	13	10	6	6	9	14	10	7	14
Don't know	11	11	8	10	10	7	9	10	11	8	14	8	12	12	9	10	12	11	11	10	6
Refused	3	4	2	3	5	1	3	3	2	4	4	10	5	3	1	3	2	5	4	2	3

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=70]

Workers Party GB	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Your Party	2	7	12	77	0	0	0	19	5	6	8	0	7	7	5	17	0	0	7	0	0
Restore Britain	71	65	61	10	52	90	64	28	20	72	55	0	74	56	55	47	58	85	62	100	78
Some other party	20	23	27	13	48	10	36	5	5	22	25	77	11	37	40	31	42	9	24	0	22
Don't know	2	5	0	0	0	0	0	48	71	0	12	23	8	0	0	5	0	7	6	0	0
Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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.

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	Region in England				
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Weighted Sample	2380	564	390	288	816
Unweighted Sample	2380	545	404	253	828
	%	%	%	%	%

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	13	14	11	17	14	18
Labour	18	18	24	19	23	12
Liberal Democrat	8	10	5	7	9	16
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	18	16	17	15	10	17
Green	11	11	10	12	14	11
Some other party	4	3	5	2	2	4
Would not vote	10	10	11	11	10	8
Don't know	11	11	13	12	11	10
Refused	3	4	3	4	7	4

And which of these parties would you vote for?

[Asked only to those who said 'Some other party';
n=70]

Workers Party GB	2	0	0	0	0	0
Social Democratic Party	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0
UK Independence Party (UKIP)	1	0	0	0	0	0
Your Party	2	7	9	0	0	9
Restore Britain	71	65	68	74	30	59
Some other party	20	23	23	26	54	20
Don't know	2	5	0	0	17	11
Refused	2	0	0	0	0	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+	281	257	10.8%
Men 50-64 high education	113	95	4%
Men 50-64 med education	98	102	4.3%
Men 50-64 low education	100	90	3.8%
Men 40-49 high education	92	76	3.2%
Men 40-49 med education	46	62	2.6%
Men 40-49 low education	20	48	2%
Men 25-39 high education	104	129	5.4%
Men 25-39 med & low education	125	164	6.9%
Men 18-24 high education	30	29	1.2%
Men 18-24 med & low education	51	98	4.1%
Women 65+	338	305	12.8%
Women 50-64 high education	136	100	4.2%
Women 50-64 med education	112	98	4.1%
Women 50-64 low education	108	102	4.3%
Women 40-49 high education	121	90	3.8%
Women 40-49 med education	68	60	2.5%
Women 40-49 low education	37	43	1.8%
Women 25-39 high education	165	162	6.8%
Women 25-39 med & low education	110	148	6.2%
Women 18-24 high education	36	36	1.5%
Women 18-24 med & low education	89	88	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	341	452	19.0%
Medium (3-7)	1403	1428	60.0%
High (8,9,10)	636	500	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	65	83	3.5%
North Lab	197	174	7.3%
North LD	27	29	1.2%
North Reform	63	69	2.9%
North Oth	51	48	2.0%
North DNV	142	162	6.8%
Midlands Con	68	81	3.4%
Midlands Lab	125	100	4.2%
Midlands LD	23	21	0.9%

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Midlands Reform	53	52	2.2%
Midlands Oth	32	31	1.3%
Midlands DNV	103	105	4.4%
London Con	39	43	1.8%
London Lab	72	90	3.8%
London LD	16	24	1.0%
London Reform	20	19	0.8%
London Oth	32	36	1.5%
London DNV	74	76	3.2%
South Con	142	188	7.9%
South Lab	185	162	6.8%
South LD	134	126	5.3%
South Reform	95	93	3.9%
South Oth	61	57	2.4%
South DNV	211	190	8.0%
Wales Con	14	14	0.6%
Wales Lab	34	31	1.3%
Wales LD	6	5	0.2%
Wales PC	16	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	61	38	1.6%
Scotland Con	22	19	0.8%
Scotland Lab	46	55	2.3%
Scotland LD	15	14	0.6%
Scotland SNP	51	45	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	5	7	0.3%
Scotland DNV	55	57	2.4%
EU Referendum Vote (Election Result)			
Remain	959	809	35.1%
Leave	762	857	35.7%
Don't Know / Did Not Vote	659	714	29.2%

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Ethnicity (2021/22 Census)

White	1899	1956	82.2%
Asian	198	188	7.9%
Black	74	79	3.3%
Mixed	72	40	1.7%
Refused/Rather not say	102	71	3%
Other	35	45	1.9%

Socio-economic classssification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	369	317	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	601	490	20.6%
L7 Intermediate occupations	328	281	11.8%
L8 and L9 Small employers and own account workers	179	252	10.6%
L10 and L11 Lower supervisory and technical occupations	112	136	5.7%
L12 Semi-routine occupations	245	278	11.7%
L13 Routine occupations	164	298	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	251	202	8.5%
L15 Full-time students	131	126	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