

YouGov Survey Results

Sample size: 2371 adults in GB

Fieldwork: 6th - 7th September 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	2371	427	609	218	256	139	806	854	1145	1226	249	977	586	560	804	531	709
Unweighted Sample	2371	341	671	213	257	137	976	778	1065	1306	196	872	676	627	948	515	538
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

31 Aug - 1 Sep '26 6 - 7 Sep '26

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

Con	20	20	57	7	11	10	4	19	23	18	22	13	16	19	26	24	22	14
Lab	23	23	2	63	10	1	7	35	10	24	22	24	27	22	19	27	18	20
Lib Dem	12	11	3	8	56	0	6	15	7	9	13	14	8	11	13	14	11	8
SNP	3	3	0	0	1	0	3	4	2	3	3	8	3	3	3	2	3	5
Plaid Cymru	1	1	0	2	0	0	2	2	1	1	2	1	2	1	1	2	2	1
Reform UK	23	23	29	6	7	78	4	6	45	27	19	6	15	25	31	18	25	30
Green	13	12	2	12	11	0	68	14	4	9	15	32	20	9	4	10	12	12
Your Party	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Restore Britain	3	4	5	0	3	10	2	2	6	5	3	0	6	6	2	1	5	6
Other	1	2	2	1	0	1	1	2	2	3	1	2	2	3	1	2	1	3

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

Conservative	14	14	49	5	7	8	4	14	17	14	14	11	9	16	22	18	15	10
Labour	20	19	3	54	16	2	9	33	9	22	17	17	20	21	17	23	17	17
Liberal Democrat	6	6	1	4	37	0	5	9	4	6	6	6	5	5	8	8	7	4
Scottish National Party (SNP)	2	3	0	1	1	0	2	4	1	3	2	5	2	3	2	2	3	4
Plaid Cymru	1	1	0	0	0	0	1	1	0	0	1	1	1	1	0	1	1	0
Reform UK	16	16	25	4	5	68	4	4	35	21	12	4	12	20	25	14	17	20
Green	11	10	1	11	10	0	59	13	4	8	12	24	13	7	3	10	9	9
Some other party	3	4	4	1	3	8	4	2	5	5	3	2	5	4	2	2	5	5
Would not vote	10	10	2	3	2	2	3	4	8	9	10	9	14	8	6	6	9	14
Don't know	13	14	13	14	13	10	8	14	13	8	19	12	14	14	13	13	14	13
Refused	4	4	2	2	4	1	2	2	2	3	4	7	6	1	1	3	4	4

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Fieldwork: 6th - 7th September 2026

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2371	2051	114	206	562	389	287	813
Unweighted Sample	2371	2032	131	208	563	406	247	816
	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	31 Aug - 1 Sep '26	6 - 7 Sep '26							
Con	20	20	21	8	14	18	24	25	22
Lab	23	23	24	10	18	35	21	27	17
Lib Dem	12	11	12	5	10	7	5	13	18
SNP	3	3	0	0	35	0	0	0	0
Plaid Cymru	1	1	0	28	0	0	0	0	0
Reform UK	23	23	23	35	14	21	29	12	25
Green	13	12	13	10	6	9	15	17	14
Your Party	0	0	0	0	0	1	0	0	0
Restore Britain	3	4	5	3	1	5	6	7	3
Other	1	2	2	1	1	4	1	0	2

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

Conservative	14	14	15	8	8	11	16	19	15
Labour	20	19	20	14	15	27	16	22	17
Liberal Democrat	6	6	6	3	6	3	3	8	9
Scottish National Party (SNP)	2	3	0	0	31	0	0	0	0
Plaid Cymru	1	1	0	12	0	0	0	0	0
Reform UK	16	16	16	22	9	14	21	10	18
Green	11	10	11	7	3	8	12	16	11
Some other party	3	4	4	4	1	6	5	3	2
Would not vote	10	10	10	11	9	12	10	10	9
Don't know	13	14	14	15	15	14	12	9	15
Refused	4	4	4	5	3	5	5	4	3

Sample size: 2371 adults in GB

Fieldwork: 6th - 7th September 2026

Weighted Sample

Unweighted Sample

	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
2371	427	609	218	256	139	806	854	1145	1226	249	977	586	560	804	531	709
2371	341	671	213	257	137	976	778	1065	1306	196	872	676	627	948	515	538
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	14	52	6	7	9	3	15	18	14	15	9	10	16	23	19	15	10
Labour	19	17	3	51	9	1	7	30	8	19	15	17	19	17	16	21	15	15
Liberal Democrat	8	8	3	5	48	0	6	12	5	8	8	9	6	9	11	11	8	5
Scottish National Party (SNP)	2	3	0	1	1	0	2	4	1	3	2	5	3	3	2	2	3	4
Plaid Cymru	1	1	0	2	0	0	1	2	0	1	1	0	1	1	0	1	1	0
Reform UK	17	16	24	4	5	70	2	4	35	20	12	4	11	20	25	14	17	20
Green	11	11	2	12	10	0	63	14	4	8	13	24	14	7	4	9	11	10
Some other party	3	4	4	1	2	8	5	3	5	6	2	2	5	5	2	2	4	6
Would not vote	10	10	2	3	3	3	3	4	9	10	11	9	14	9	6	6	10	14
Don't know	11	11	8	13	9	9	7	11	11	7	15	10	12	11	10	12	11	10
Refused	4	4	2	3	5	0	2	3	2	4	5	10	6	1	2	3	5	4

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=83]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	1	0	0	0	0	0	0	2	1	0	0	0	2	0	0	0	2
Trade Unionist and Socialist Coalition	3	3	0	0	0	0	35	11	0	4	0	0	5	0	0	0	0	6
Heritage Party	0	1	0	0	0	0	0	0	2	0	3	0	2	0	0	0	4	0
UK Independence Party (UKIP)	6	1	0	0	0	2	0	0	1	0	2	0	0	2	0	0	0	1
Your Party	4	1	0	0	0	0	20	1	0	2	0	0	3	0	2	1	0	3
Restore Britain	67	59	66	14	73	93	45	30	76	58	60	0	68	58	61	47	65	55
Some other party	14	29	34	56	27	4	0	46	16	32	22	79	13	38	37	42	28	26
Don't know	1	1	0	0	0	0	0	0	2	0	3	0	2	0	0	5	0	0
Refused	3	5	0	31	0	0	0	12	2	3	10	21	8	0	0	5	3	7

*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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Unweighted Sample	2371	2032	131	208	563	406	247	816
	%	%	%	%	%	%	%	%

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	14	14	15	7	9	12	16	19	16
Labour	19	17	18	9	13	25	15	23	13
Liberal Democrat	8	8	9	3	8	5	3	10	13
Scottish National Party (SNP)	2	3	0	0	32	0	0	0	0
Plaid Cymru	1	1	0	19	0	0	0	0	0
Reform UK	17	16	16	22	8	15	21	9	18
Green	11	11	12	8	4	9	12	16	12
Some other party	3	4	4	4	1	6	4	3	3
Would not vote	10	10	11	9	9	12	12	9	9
Don't know	11	11	11	15	12	11	11	8	12
Refused	4	4	4	5	2	5	5	5	3

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=83]

Workers Party GB	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	1	1	0	0	2	0	0	0
Trade Unionist and Socialist Coalition	3	3	3	0	0	7	0	0	0
Heritage Party	0	1	1	0	0	2	0	0	0
UK Independence Party (UKIP)	6	1	1	0	0	0	3	0	0
Your Party	4	1	2	0	0	4	0	0	0
Restore Britain	67	59	61	42	37	46	78	94	59
Some other party	14	29	29	13	33	37	14	6	35
Don't know	1	1	0	0	30	0	0	0	0
Refused	3	5	3	45	0	2	5	0	5

*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+	279	256	10.8%
Men 50-64 high education	108	95	4%
Men 50-64 med education	106	102	4.3%
Men 50-64 low education	100	90	3.8%
Men 40-49 high education	80	76	3.2%
Men 40-49 med education	43	62	2.6%
Men 40-49 low education	33	47	2%
Men 25-39 high education	108	128	5.4%
Men 25-39 med & low education	124	164	6.9%
Men 18-24 high education	24	28	1.2%
Men 18-24 med & low education	60	97	4.1%
Women 65+	348	303	12.8%
Women 50-64 high education	122	100	4.2%
Women 50-64 med education	115	97	4.1%
Women 50-64 low education	125	102	4.3%
Women 40-49 high education	116	90	3.8%
Women 40-49 med education	64	59	2.5%
Women 40-49 low education	29	43	1.8%
Women 25-39 high education	160	161	6.8%
Women 25-39 med & low education	115	147	6.2%
Women 18-24 high education	34	36	1.5%
Women 18-24 med & low education	78	88	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	331	450	19.0%
Medium (3-7)	1398	1423	60.0%
High (8,9,10)	642	498	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	70	83	3.5%
North Lab	196	173	7.3%
North LD	37	28	1.2%
North Reform	65	69	2.9%
North Oth	52	47	2.0%
North DNV	143	161	6.8%
Midlands Con	67	81	3.4%
Midlands Lab	122	100	4.2%

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Midlands LD	23	21	0.9%
Midlands Reform	57	52	2.2%
Midlands Oth	32	31	1.3%
Midlands DNV	105	104	4.4%
London Con	37	43	1.8%
London Lab	82	90	3.8%
London LD	14	24	1.0%
London Reform	18	19	0.8%
London Oth	30	36	1.5%
London DNV	66	76	3.2%
South Con	136	187	7.9%
South Lab	184	161	6.8%
South LD	118	126	5.3%
South Reform	92	92	3.9%
South Oth	60	57	2.4%
South DNV	226	190	8.0%
Wales Con	13	14	0.6%
Wales Lab	32	31	1.3%
Wales LD	8	5	0.2%
Wales PC	17	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	46	38	1.6%
Scotland Con	18	19	0.8%
Scotland Lab	55	55	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	49	45	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	59	57	2.4%
EU Referendum Vote (Election Result)			
Remain	976	806	35.1%
Leave	778	854	35.7%
Don't Know / Did Not Vote	617	711	29.2%

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Ethnicity (2021/22 Census)

White	1935	1949	82.2%
Asian	186	187	7.9%
Black	66	78	3.3%
Mixed	75	40	1.7%
Refused/Rather not say	76	71	3%
Other	33	45	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	372	315	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	576	488	20.6%
L7 Intermediate occupations	345	280	11.8%
L8 and L9 Small employers and own account workers	170	251	10.6%
L10 and L11 Lower supervisory and technical occupations	148	135	5.7%
L12 Semi-routine occupations	247	277	11.7%
L13 Routine occupations	143	296	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	259	202	8.5%
L15 Full-time students	111	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