

YouGov Survey Results

Sample size: 2149 adults in GB
Fieldwork: 13th - 14th 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	2149	387	552	198	232	114	731	774	1038	1111	226	885	531	507	729	481	643
Unweighted Sample	2149	348	607	211	230	109	869	724	952	1197	180	816	607	546	855	480	477
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

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

	6 - 7 Sep '26	13 - 14 Sep '26																	
Agency vote																			
Con	20	20	65	5	8	9	5	18	27	19	21	7	12	24	27	22	20	21	
Lab	23	23	3	61	10	0	16	33	11	24	23	31	30	23	16	28	20	20	
Lib Dem	11	13	4	8	66	1	8	19	5	10	16	19	13	13	11	14	16	9	
SNP	3	3	0	1	0	0	3	4	2	4	3	1	4	3	2	1	4	5	
Plaid Cymru	1	1	0	2	1	0	0	2	1	1	2	1	1	2	1	1	2	1	
Reform UK	23	23	25	9	4	77	6	6	42	28	19	5	18	23	31	19	22	31	
Green	12	11	1	13	8	1	63	15	4	10	13	33	16	8	5	11	11	7	
Your Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Restore Britain	4	3	1	2	1	11	0	2	5	4	2	1	4	3	3	2	3	5	
Other	2	1	1	0	3	1	0	1	2	1	2	2	1	1	2	1	2	1	

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

Conservative	14	14	55	4	7	9	2	13	22	14	14	7	7	18	24	17	14	12
Labour	19	20	3	55	16	2	13	32	9	22	17	19	23	19	14	25	19	15
Liberal Democrat	6	7	3	4	39	0	7	11	2	6	7	11	6	6	7	7	8	5
Scottish National Party (SNP)	3	2	0	0	0	0	0	3	2	3	1	1	2	2	2	1	3	3
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1
Reform UK	16	17	19	6	4	66	6	5	33	21	13	7	14	17	25	15	17	21
Green	10	10	1	11	9	1	57	13	3	9	10	28	11	6	3	9	9	7
Some other party	4	3	1	2	1	11	0	2	5	4	2	2	3	3	3	3	2	4
Would not vote	10	10	1	3	4	3	1	6	6	9	12	10	14	10	5	7	10	14
Don't know	14	13	14	12	17	6	14	12	15	9	18	10	13	15	14	12	14	14
Refused	4	3	3	1	2	1	0	2	2	3	4	5	5	1	1	3	3	4

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Weighted Sample Unweighted Sample		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2149	1859	103	187	509	352	260	737
	2149	1865	121	163	500	360	246	759
	%	%	%	%	%	%	%	%

	6 - 7 Sep '26	13 - 14 Sep '26							
<u>HEADLINE VOTING INTENTION</u>									
Westminster Voting Intention									
[Headline voting intention from constituency vote projected by YouGov MRP model]									
Con	20	20	22	10	9	17	25	22	24
Lab	23	23	24	18	18	32	23	32	17
Lib Dem	11	13	14	5	7	8	8	17	20
SNP	3	3	0	0	35	0	0	0	0
Plaid Cymru	1	1	0	26	0	0	0	0	0
Reform UK	23	23	23	27	19	24	28	12	24
Green	12	11	12	7	8	13	12	14	11
Your Party	0	0	0	0	0	0	0	0	0
Restore Britain	4	3	3	7	3	3	4	1	3
Other	2	1	2	0	1	2	1	2	1
If there were a general election held tomorrow, which party would you vote for?									
Conservative	14	14	15	8	7	10	16	15	18
Labour	19	20	21	12	14	24	18	29	17
Liberal Democrat	6	7	7	5	3	4	4	9	10
Scottish National Party (SNP)	3	2	0	0	23	0	0	0	0
Plaid Cymru	1	1	0	17	0	0	0	0	0
Reform UK	16	17	17	15	12	16	22	11	18
Green	10	10	10	7	7	11	8	12	10
Some other party	4	3	3	5	1	5	4	1	2
Would not vote	10	10	10	16	9	14	12	5	9
Don't know	14	13	13	14	20	13	13	14	12
Refused	4	3	4	2	3	4	3	3	4

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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	2149	387	552	198	232	114	731	774	1038	1111	226	885	531	507	729	481	643
Unweighted Sample	2149	348	607	211	230	109	869	724	952	1197	180	816	607	546	855	480	477
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	55	3	6	9	2	14	21	14	14	7	8	19	23	17	14	13
Labour	17	18	3	53	8	1	13	28	10	21	16	21	21	17	13	23	16	14
Liberal Democrat	8	9	3	6	52	1	6	16	4	8	10	13	8	9	10	10	12	6
Scottish National Party (SNP)	3	2	0	1	0	0	3	4	2	3	2	1	3	3	2	1	3	3
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1
Reform UK	16	16	19	6	3	66	5	5	32	21	12	5	14	16	25	15	15	21
Green	11	10	1	12	8	1	57	14	3	9	10	26	10	7	4	9	9	6
Some other party	4	3	1	1	3	12	0	2	5	4	2	2	3	2	3	2	2	4
Would not vote	10	10	1	3	4	4	1	5	6	8	12	8	13	10	5	7	10	13
Don't know	11	13	13	12	13	6	12	10	14	9	16	11	12	14	12	11	13	14
Refused	4	4	4	1	2	1	0	2	3	3	5	5	6	2	2	3	3	4

And which of these parties would you vote for?
[Asked only to those who said 'Some other party';
n=60]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	1	1	0	0	0	0	0	0	2	0	3	0	0	0	4	4	0	0
Trade Unionist and Socialist Coalition	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Your Party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Restore Britain	59	76	56	88	10	97	0	56	84	85	59	22	90	81	62	73	71	83
Some other party	29	19	44	12	59	3	0	40	10	14	29	69	10	10	28	19	24	14
Don't know	1	3	0	0	31	0	0	4	4	1	7	0	0	10	6	4	5	4
Refused	5	1	0	0	0	0	0	0	0	0	2	9	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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		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2149	1859	103	187	509	352	260	737
Unweighted Sample	2149	1865	121	163	500	360	246	759
	%	%	%	%	%	%	%	%

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	8	7	10	17	14	18
Labour	17	18	19	10	15	24	17	27	14
Liberal Democrat	8	9	10	5	5	5	5	12	15
Scottish National Party (SNP)	3	2	0	0	26	0	0	0	0
Plaid Cymru	1	1	0	20	0	0	0	0	0
Reform UK	16	16	17	16	11	17	21	9	18
Green	11	10	10	6	5	11	9	12	10
Some other party	4	3	3	5	2	4	3	2	3
Would not vote	10	10	10	14	8	13	12	7	8
Don't know	11	13	12	14	18	12	12	11	13
Refused	4	4	4	4	4	5	3	5	3

And which of these parties would you vote for? [Asked only to those who said 'Some other party'; n=60]									
Workers Party GB	0	0	0	0	0	0	0	0	0
Social Democratic Party	1	1	1	0	0	3	0	0	0
Trade Unionist and Socialist Coalition	3	0	0	0	0	0	0	0	0
Heritage Party	1	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	1	0	0	0	0	0	0	0	0
Your Party	1	0	0	0	0	0	0	0	0
Restore Britain	59	76	73	100	82	70	87	46	76
Some other party	29	19	22	0	0	27	13	54	14
Don't know	1	3	3	0	18	0	0	0	8
Refused	5	1	1	0	0	0	0	0	2

*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+	240	232	10.8%
Men 50-64 high education	95	86	4%
Men 50-64 med education	101	92	4.3%
Men 50-64 low education	91	82	3.8%
Men 40-49 high education	86	69	3.2%
Men 40-49 med education	37	56	2.6%
Men 40-49 low education	27	43	2%
Men 25-39 high education	104	116	5.4%
Men 25-39 med & low education	96	148	6.9%
Men 18-24 high education	22	26	1.2%
Men 18-24 med & low education	53	88	4.1%
Women 65+	306	275	12.8%
Women 50-64 high education	112	90	4.2%
Women 50-64 med education	101	88	4.1%
Women 50-64 low education	107	92	4.3%
Women 40-49 high education	110	82	3.8%
Women 40-49 med education	64	54	2.5%
Women 40-49 low education	33	39	1.8%
Women 25-39 high education	157	146	6.8%
Women 25-39 med & low education	102	133	6.2%
Women 18-24 high education	31	32	1.5%
Women 18-24 med & low education	74	80	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	299	408	19.0%
Medium (3-7)	1305	1289	60.0%
High (8,9,10)	545	451	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	67	75	3.5%
North Lab	173	157	7.3%
North LD	28	26	1.2%
North Reform	65	62	2.9%
North Oth	44	43	2.0%
North DNV	123	146	6.8%
Midlands Con	71	73	3.4%
Midlands Lab	108	90	4.2%
Midlands LD	18	19	0.9%

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Midlands Reform	42	47	2.2%
Midlands Oth	28	28	1.3%
Midlands DNV	93	95	4.4%
London Con	47	39	1.8%
London Lab	81	82	3.8%
London LD	20	21	1.0%
London Reform	11	17	0.8%
London Oth	18	32	1.5%
London DNV	69	69	3.2%
South Con	133	170	7.9%
South Lab	173	146	6.8%
South LD	128	114	5.3%
South Reform	89	84	3.9%
South Oth	55	52	2.4%
South DNV	181	172	8.0%
Wales Con	16	13	0.6%
Wales Lab	30	28	1.3%
Wales LD	4	4	0.2%
Wales PC	11	11	0.5%
Wales Reform	13	13	0.6%
Wales Oth DNV	47	34	1.6%
Scotland Con	14	17	0.8%
Scotland Lab	42	49	2.3%
Scotland LD	13	13	0.6%
Scotland SNP	34	41	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	5	6	0.3%
Scotland DNV	45	52	2.4%
EU Referendum Vote (Election Result)			
Remain	869	731	35.1%
Leave	724	774	35.7%
Don't Know / Did Not Vote	556	645	29.2%

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Ethnicity (2021/22 Census)

White	1764	1766	82.2%
Asian	170	170	7.9%
Black	61	71	3.3%
Mixed	49	37	1.7%
Refused/Rather not say	82	64	3%
Other	23	41	1.9%

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	337	286	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	518	443	20.6%
L7 Intermediate occupations	301	254	11.8%
L8 and L9 Small employers and own account workers	179	228	10.6%
L10 and L11 Lower supervisory and technical occupations	129	122	5.7%
L12 Semi-routine occupations	231	251	11.7%
L13 Routine occupations	117	269	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	231	183	8.5%
L15 Full-time students	106	114	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