

YouGov Survey Results

Sample size: 2310 adults in GB

Fieldwork: 27th - 28th 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
	2310	416	594	213	249	130	785	832	1116	1194	243	952	571	545	783	517	691
	2310	353	658	211	246	143	942	773	1017	1293	184	859	672	595	927	513	541
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

		20 - 21 Sep	27 - 28 Sep															
Con	21	19	60	6	4	8	6	16	27	17	21	7	13	17	30	23	20	16
Lab	23	24	1	63	9	2	16	38	9	25	23	27	30	24	18	26	22	23
Lib Dem	12	12	6	7	61	1	2	16	6	11	13	22	11	13	11	15	13	8
SNP	2	2	0	1	0	0	0	3	2	3	2	0	3	2	2	2	2	3
Plaid Cymru	1	1	1	1	2	0	1	1	1	1	2	1	2	1	1	1	1	2
Reform UK	21	25	29	9	10	77	11	7	45	29	21	7	18	32	28	19	26	34
Green	14	11	1	11	7	2	64	14	4	10	13	33	18	7	5	10	10	9
Your Party	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	1	0
Restore Britain	4	3	1	1	5	8	0	1	4	3	3	2	4	2	3	2	2	4
Other	1	2	1	0	2	1	0	2	2	2	2	1	1	2	2	1	2	3

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Weighted Sample	2310	1998	111	201	547	379	280	792
Unweighted Sample	2310	1987	136	187	502	413	241	831
	%	%	%	%	%	%	%	%

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Westminster Voting Intention

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

	20 - 21 Sep	27 - 28 Sep							
Con	21	19	20	13	13	18	20	19	22
Lab	23	24	25	18	17	31	27	32	18
Lib Dem	12	12	13	1	14	8	8	14	18
SNP	2	2	0	0	26	0	0	0	0
Plaid Cymru	1	1	0	26	0	0	0	0	0
Reform UK	21	25	25	32	19	27	30	14	24
Green	14	11	12	5	9	12	10	16	12
Your Party	0	0	0	0	0	0	1	2	0
Restore Britain	4	3	3	4	1	2	3	2	4
Other	1	2	2	1	2	2	1	2	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	14	14	52	4	5	8	4	11	22	13	15	8	9	13	25	18	16	10
Labour	21	21	2	56	14	3	14	34	9	23	19	26	22	21	16	25	20	19
Liberal Democrat	7	7	2	5	41	1	2	11	4	6	7	7	6	7	7	9	6	4
Scottish National Party (SNP)	2	2	0	1	1	0	0	2	2	2	2	0	3	2	2	2	1	2
Plaid Cymru	1	1	0	0	1	0	0	0	0	1	1	1	1	0	0	0	1	1
Reform UK	16	16	23	6	8	63	6	4	33	20	12	5	12	23	22	14	17	22
Green	10	10	1	10	8	1	53	13	2	9	10	26	13	4	2	9	9	8
Some other party	3	3	2	1	3	9	0	3	5	4	3	2	4	3	4	2	3	6
Would not vote	9	10	2	3	2	3	4	5	6	9	11	8	13	9	7	6	9	12
Don't know	12	13	14	12	15	8	11	13	15	9	17	8	12	17	14	13	16	13
Refused	4	4	1	2	1	3	5	3	2	4	4	10	5	2	1	2	3	4

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	14	50	4	3	8	5	12	21	13	15	7	9	14	25	17	14	11
Labour	19	19	1	53	9	2	13	30	8	21	17	22	21	17	14	22	18	17
Liberal Democrat	9	10	5	6	54	1	2	13	6	9	10	16	7	10	10	12	10	6
Scottish National Party (SNP)	2	2	0	1	1	0	0	3	2	2	2	0	3	2	2	2	1	2
Plaid Cymru	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1
Reform UK	15	16	23	6	7	63	6	5	33	21	13	5	12	23	23	14	18	22
Green	11	10	1	10	6	2	58	13	3	10	10	23	13	5	4	10	9	8
Some other party	3	3	1	1	3	7	0	2	5	4	2	2	3	2	4	2	2	5
Would not vote	8	10	3	3	2	3	4	5	6	9	11	6	13	9	7	6	9	13
Don't know	11	12	12	11	12	10	8	12	13	8	16	9	13	14	11	12	14	12
Refused	5	4	1	3	2	2	4	3	1	4	4	9	5	3	1	3	3	3

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	%	%	%	%	%	%	%	%

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

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

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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=69]

Workers Party GB	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
Trade Unionist and Socialist Coalition	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
UK Independence Party (UKIP)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Your Party	1	3	0	7	0	0	11	0	0	7	0	0	6	6	0	13	0
Restore Britain	72	63	64	53	74	92	38	72	65	60	57	75	50	54	66	50	67
Some other party	19	25	36	40	18	8	18	28	24	27	37	10	44	33	31	37	16
Don't know	2	9	0	0	8	0	33	0	11	5	0	15	0	7	3	0	17
Refused	5	1	0	0	0	0	0	0	0	1	6	0	0	0	0	0	0

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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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	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=69]

Workers Party GB	0	0	0	0	0	0	0	0	0
Social Democratic Party	0	0	0	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	0	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	3	3	0	0	0	3	15	1
Restore Britain	72	63	65	82	32	60	83	31	70
Some other party	19	25	29	0	0	33	8	54	27
Don't know	2	9	3	18	68	7	6	0	0
Refused	5	1	1	0	0	0	0	0	1

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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+	267	249	10.8%
Men 50-64 high education	107	92	4%
Men 50-64 med education	108	99	4.3%
Men 50-64 low education	97	88	3.8%
Men 40-49 high education	95	74	3.2%
Men 40-49 med education	53	60	2.6%
Men 40-49 low education	31	46	2%
Men 25-39 high education	89	125	5.4%
Men 25-39 med & low education	100	159	6.9%
Men 18-24 high education	19	28	1.2%
Men 18-24 med & low education	51	95	4.1%
Women 65+	328	296	12.8%
Women 50-64 high education	126	97	4.2%
Women 50-64 med education	108	95	4.1%
Women 50-64 low education	126	99	4.3%
Women 40-49 high education	113	88	3.8%
Women 40-49 med education	69	58	2.5%
Women 40-49 low education	36	42	1.8%
Women 25-39 high education	191	157	6.8%
Women 25-39 med & low education	82	143	6.2%
Women 18-24 high education	41	35	1.5%
Women 18-24 med & low education	73	85	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	302	439	19.0%
Medium (3-7)	1408	1386	60.0%
High (8,9,10)	600	485	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	70	81	3.5%
North Lab	182	169	7.3%
North LD	32	28	1.2%
North Reform	61	67	2.9%
North Oth	42	46	2.0%
North DNV	115	157	6.8%
Midlands Con	75	79	3.4%
Midlands Lab	117	97	4.2%

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Midlands LD	23	21	0.9%
Midlands Reform	60	51	2.2%
Midlands Oth	36	30	1.3%
Midlands DNV	102	102	4.4%
London Con	22	42	1.8%
London Lab	89	88	3.8%
London LD	16	23	1.0%
London Reform	7	18	0.8%
London Oth	31	35	1.5%
London DNV	76	74	3.2%
South Con	149	182	7.9%
South Lab	186	157	6.8%
South LD	121	122	5.3%
South Reform	94	90	3.9%
South Oth	63	55	2.4%
South DNV	218	185	8.0%
Wales Con	17	14	0.6%
Wales Lab	33	30	1.3%
Wales LD	7	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	50	37	1.6%
Scotland Con	20	18	0.8%
Scotland Lab	51	53	2.3%
Scotland LD	12	14	0.6%
Scotland SNP	47	44	1.9%
Scotland Reform	8	9	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	41	55	2.4%
EU Referendum Vote (Election Result)			
Remain	942	785	35.1%
Leave	773	832	35.7%
Don't Know / Did Not Vote	595	693	29.2%

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Ethnicity (2021/22 Census)

White	1890	1899	82.2%
Asian	165	182	7.9%
Black	75	76	3.3%
Mixed	67	39	1.7%
Refused/Rather not say	85	69	3%
Other	28	44	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	357	307	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	570	476	20.6%
L7 Intermediate occupations	342	273	11.8%
L8 and L9 Small employers and own account workers	171	245	10.6%
L10 and L11 Lower supervisory and technical occupations	128	132	5.7%
L12 Semi-routine occupations	252	270	11.7%
L13 Routine occupations	161	289	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	234	196	8.5%
L15 Full-time students	95	122	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