

YouGov Survey Results

Sample Size: 2523 Adults in GB

Fieldwork: 31st August - 1st September 2025

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2523	303	340	256	530	187	454	648	232	272	140	886	901	1221	1302	265	1042	623	593	1438	1085	2182	121	220
	2523	299	372	277	523	196	428	704	253	265	151	967	912	1065	1458	204	973	655	691	1583	940	2196	121	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	25 - 26 Aug	31 Aug - 1 Sep																								
YouGov																										
Con	17	17	100	0	0	0	0	62	4	5	4	6	12	25	15	19	8	13	19	25	18	17	19	11	6	
Lab	20	20	0	100	0	0	0	2	55	7	1	3	33	6	22	19	23	23	23	12	24	15	20	28	16	
Lib Dem	16	15	0	0	100	0	0	6	13	77	0	3	22	8	14	16	19	16	12	16	17	13	16	5	9	
SNP	3	3	0	0	0	0	0	0	1	0	0	0	6	1	3	3	3	4	3	1	3	4	0	0	36	
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	0	1	1	0	1	0	4	1	0	1	1	1	0	17	0	
Reform UK	28	29	0	0	0	100	0	28	12	4	92	5	9	54	32	26	7	26	31	38	23	37	29	26	26	
Green	11	10	0	0	0	0	100	1	11	4	0	64	13	3	8	12	27	12	7	4	10	10	11	8	4	
Other	4	5	0	0	0	0	0	1	4	2	3	17	5	3	4	5	9	5	3	3	4	5	5	4	2	

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	12	12	100	0	0	0	0	50	3	4	3	4	10	19	12	13	5	8	14	20	13	11	13	8	5
Labour	14	14	0	100	0	0	0	2	42	7	1	2	24	5	17	12	14	15	17	9	18	9	14	17	10
Liberal Democrat	11	10	0	0	100	0	0	5	10	63	0	2	17	6	11	10	11	10	9	12	13	7	11	4	6
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	0	4	1	3	2	2	2	2	1	2	2	0	0	24
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	1	1	0	1	0	3	1	0	1	1	1	0	17	0
Reform UK	22	22	0	0	0	100	0	27	10	4	82	4	7	45	26	18	4	18	25	33	19	26	22	18	20
Green	8	8	0	0	0	0	100	1	9	4	0	54	11	2	7	8	18	9	6	4	8	7	8	5	4
Some other party	3	3	0	0	0	0	0	1	3	2	2	15	4	2	3	3	5	4	3	2	3	3	3	2	2
Would not vote	12	11	0	0	0	0	0	0	5	3	2	5	6	8	8	14	13	15	9	6	8	16	11	15	11
Don't know	13	13	0	0	0	0	0	12	15	12	8	12	14	12	11	16	14	14	14	11	12	14	13	13	16
Skipped	3	3	0	0	0	0	0	1	3	2	1	1	2	1	3	4	11	4	1	1	3	4	4	2	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 Survey Results

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Fieldwork: 31st August - 1st September 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2523	598	414	305	865
Unweighted Sample	2523	599	392	290	915
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	25 - 26 Aug	31 Aug - 1 Sep				
Con	17	17	15	21	18	21
Lab	20	20	25	18	28	16
Lib Dem	16	15	13	12	17	20
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	28	29	32	30	16	31
Green	11	10	10	13	12	10
Other	4	5	5	6	9	2

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	12	12	11	14	12	15
Labour	14	14	17	12	20	12
Liberal Democrat	11	10	8	7	11	15
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	22	22	24	23	12	24
Green	8	8	8	10	9	8
Some other party	3	3	4	4	6	2
Would not vote	12	11	13	10	12	10
Don't know	13	13	13	14	12	12
Skipped	3	3	2	5	6	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.

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 Over 65	314	270	10.7%
Men 50-64 High education	99	93	3.7%
Men 50-64 Mid education	117	114	4.5%
Men 50-64 Low education	98	98	3.9%
Men 25-49 High education	200	237	9.4%
Men 25-49 Mid education	126	167	6.6%
Men 25-49 Low education	43	108	4.3%
Men Under 25 High education	23	25	1.0%
Men Under 25 Mid & Low education	45	108	4.3%
Women Over 65	377	323	12.8%
Women 50-64 High education	90	88	3.5%
Women 50-64 Mid education	146	129	5.1%
Women 50-64 Low education	105	101	4.0%
Women 25-49 High education	286	255	10.1%
Women 25-49 Mid education	216	179	7.1%
Women 25-49 Low education	102	96	3.8%
Women Under 25 High education	33	30	1.2%
Women Under 25 Mid & Low education	103	101	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	224	479	19.0%
Medium (3-7)	1664	1514	60.0%
High (8,9,10)	635	530	21.0%
Social Grade (NRS and 2011 census)			
AB	892	706	28.0%
C1	691	732	29.0%
C2	399	530	21.0%
DE	541	555	22.0%
EU Referendum Vote (Election Result)			
Remain	967	886	35.1%
Leave	912	901	35.7%
Don't Know / Did Not Vote	644	737	29.2%

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Region by 2024 Vote (Election Result and ONS Population estimates)

North Con	85	88	3.5%
North Lab	205	184	7.3%
North LD	36	30	1.2%
North Reform	72	73	2.9%
North Oth	57	50	2.0%
North DNV	144	172	6.8%
Midlands Con	77	86	3.4%
Midlands Lab	120	106	4.2%
Midlands LD	19	23	0.9%
Midlands Reform	53	56	2.2%
Midlands Oth	30	33	1.3%
Midlands DNV	93	111	4.4%
London Con	38	45	1.8%
London Lab	101	96	3.8%
London LD	29	25	1.0%
London Reform	12	20	0.8%
London Oth	39	38	1.5%
London DNV	71	81	3.2%
South Con	193	199	7.9%
South Lab	187	172	6.8%
South LD	148	134	5.3%
South Reform	104	98	3.9%
South Oth	68	61	2.4%
South DNV	215	202	8.0%
Wales Con	13	15	0.6%
Wales Lab	33	33	1.3%
Wales LD	6	5	0.2%
Wales PC	16	13	0.5%
Wales Reform	14	15	0.6%
Wales Oth DNV	39	40	1.6%
Scotland Con	22	20	0.8%
Scotland Lab	58	58	2.3%
Scotland LD	15	15	0.6%
Scotland SNP	48	48	1.9%
Scotland Reform	10	10	0.4%
Scotland Oth	8	8	0.3%
Scotland DNV	45	61	2.4%

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Ethnicity (2021/22 Census)

White	2080	2074	82.4%
Asian	188	199	7.8%
Black	77	83	3.3%
Mixed	72	43	1.7%
Refused/Rather not say	81	76	3.0%
Other	25	48	1.8%

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