

# YouGov Survey Results

Sample Size: 2500 Adults in GB  
Fieldwork: 7th - 8th September 2025

	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
<b>Weighted Sample</b>	<b>2500</b>	289	406	264	475	232	450	642	230	270	140	877	893	1210	1290	263	1032	617	587	1425	1075	2163	120	217
<b>Unweighted Sample</b>	<b>2500</b>	300	438	293	482	240	430	725	252	276	153	1007	890	1070	1430	173	944	665	718	1568	932	2168	126	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

31 Aug - 1 Sep  
7 - 8 Sep

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	17	<b>17</b>	100	0	0	0	0	59	4	3	6	3	15	24	15	19	8	15	17	25	17	18	18	10	10
Lab	20	<b>22</b>	0	100	0	0	0	1	60	9	1	4	33	7	22	22	35	25	21	14	25	17	22	20	20
Lib Dem	15	<b>15</b>	0	0	100	0	0	5	11	76	1	4	23	7	13	16	15	14	13	18	18	10	16	4	12
SNP	3	<b>3</b>	0	0	0	0	0	1	1	1	0	0	5	1	4	2	1	4	2	3	2	4	0	0	33
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	1	0	0	0	2	0	1	1	0	1	1	1	1	1	0	0	20
Reform UK	29	<b>27</b>	0	0	0	100	0	33	8	4	85	3	6	54	31	23	7	22	35	33	20	36	27	32	16
Green	10	<b>12</b>	0	0	0	0	100	1	11	7	3	80	15	4	11	13	26	15	10	5	13	10	13	11	6
Other	5	<b>3</b>	0	0	0	0	0	0	3	2	4	6	2	3	3	4	8	4	2	1	3	4	3	3	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	12	<b>12</b>	100	0	0	0	0	49	3	2	5	2	11	18	11	12	4	9	12	19	12	12	13	7	7
Labour	14	<b>17</b>	0	100	0	0	0	1	50	8	1	3	27	6	17	16	25	17	16	13	20	12	17	15	15
Liberal Democrat	10	<b>11</b>	0	0	100	0	0	4	9	63	1	3	18	5	10	11	10	9	10	15	14	7	11	3	9
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	0	0	1	1	0	0	4	1	3	2	1	3	2	3	2	3	0	0	25
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	1	0	0	0	2	0	1	1	0	1	1	1	1	0	0	14	0
Reform UK	22	<b>20</b>	0	0	0	100	0	30	7	3	79	3	5	44	25	16	6	16	27	28	16	25	21	23	13
Green	8	<b>10</b>	0	0	0	0	100	1	10	7	3	74	13	4	9	10	19	11	8	5	11	8	10	8	4
Some other party	3	<b>3</b>	0	0	0	0	0	0	3	1	4	5	2	3	3	2	5	3	2	1	2	3	3	3	2
Would not vote	11	<b>12</b>	0	0	0	0	0	2	3	1	2	1	6	9	11	13	15	17	10	5	8	17	12	16	12
Don't know	13	<b>11</b>	0	0	0	0	0	12	13	13	5	7	12	10	8	14	11	11	11	11	12	10	11	12	8
Skipped	3	<b>3</b>	0	0	0	0	0	0	1	1	0	1	2	2	2	3	4	5	1	0	2	3	3	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 Survey Results

Sample Size: 2500 Adults in GB  
Fieldwork: 7th - 8th September 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2500</b>	593	410	302	857
<b>Unweighted Sample</b>	<b>2500</b>	588	394	288	898
	%	%	%	%	%

	31 Aug - 1 Sep	7 - 8 Sep				
<b>HEADLINE VOTING INTENTION</b>						
<b>Westminster Voting Intention</b>						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	17	<b>17</b>	14	24	15	20
Lab	20	<b>22</b>	28	20	31	17
Lib Dem	15	<b>15</b>	10	9	15	23
SNP	3	<b>3</b>	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0
Reform UK	29	<b>27</b>	29	32	16	28
Green	10	<b>12</b>	15	11	18	11
Other	5	<b>3</b>	5	5	5	1

	31 Aug - 1 Sep	7 - 8 Sep				
<b>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?</b>						
Conservative	12	<b>12</b>	9	16	11	14
Labour	14	<b>17</b>	21	14	25	13
Liberal Democrat	10	<b>11</b>	7	6	11	17
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0
Reform UK	22	<b>20</b>	21	22	11	23
Green	8	<b>10</b>	12	7	14	9
Some other party	3	<b>3</b>	4	3	4	1
Would not vote	11	<b>12</b>	14	15	13	9
Don't know	13	<b>11</b>	10	14	9	11
Skipped	3	<b>3</b>	2	3	3	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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	320	267	10.7%
Men 50-64 High education	91	93	3.7%
Men 50-64 Mid education	127	112	4.5%
Men 50-64 Low education	101	97	3.9%
Men 25-49 High education	207	235	9.4%
Men 25-49 Mid education	115	165	6.6%
Men 25-49 Low education	51	107	4.3%
Men Under 25 High education	20	25	1.0%
Men Under 25 Mid & Low education	38	108	4.3%
Women Over 65	398	320	12.8%
Women 50-64 High education	88	88	3.5%
Women 50-64 Mid education	144	127	5.1%
Women 50-64 Low education	114	100	4.0%
Women 25-49 High education	280	253	10.1%
Women 25-49 Mid education	206	177	7.1%
Women 25-49 Low education	85	95	3.8%
Women Under 25 High education	33	30	1.2%
Women Under 25 Mid & Low education	82	100	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	204	475	19.0%
Medium (3-7)	1645	1500	60.0%
High (8,9,10)	651	525	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	886	700	28.0%
C1	682	725	29.0%
C2	411	525	21.0%
DE	521	550	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	1007	877	35.1%
Leave	890	893	35.7%
Don't Know / Did Not Vote	603	730	29.2%

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

North Con	87	87	3.5%
North Lab	199	182	7.3%
North LD	30	30	1.2%
North Reform	80	73	2.9%
North Oth	59	50	2.0%
North DNV	133	170	6.8%
Midlands Con	79	85	3.4%
Midlands Lab	124	105	4.2%
Midlands LD	25	22	0.9%
Midlands Reform	55	55	2.2%
Midlands Oth	29	33	1.3%
Midlands DNV	82	110	4.4%
London Con	40	45	1.8%
London Lab	103	95	3.8%
London LD	31	25	1.0%
London Reform	17	20	0.8%
London Oth	33	38	1.5%
London DNV	64	80	3.2%
South Con	190	197	7.9%
South Lab	204	170	6.8%
South LD	149	133	5.3%
South Reform	98	97	3.9%
South Oth	67	60	2.4%
South DNV	190	200	8.0%
Wales Con	15	15	0.6%
Wales Lab	33	33	1.3%
Wales LD	5	5	0.2%
Wales PC	11	13	0.5%
Wales Reform	16	15	0.6%
Wales Oth DNV	46	40	1.6%
Scotland Con	19	20	0.8%
Scotland Lab	62	57	2.3%
Scotland LD	12	15	0.6%
Scotland SNP	48	47	1.9%
Scotland Reform	10	10	0.4%
Scotland Oth	8	8	0.3%
Scotland DNV	47	60	2.4%

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### Ethnicity (2021/22 Census)

White	<b>2063</b>	<b>2055</b>	<b>82.4%</b>
Asian	<b>186</b>	<b>198</b>	<b>7.8%</b>
Black	<b>92</b>	<b>83</b>	<b>3.3%</b>
Mixed	<b>70</b>	<b>43</b>	<b>1.7%</b>
Refused/Rather not say	<b>62</b>	<b>75</b>	<b>3.0%</b>
Other	<b>27</b>	<b>48</b>	<b>1.8%</b>

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](https://yougov.co.uk)