

YouGov Survey Results

Sample Size: 2384 Adults in GB
Fieldwork: 14th - 15th 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
Weighted Sample	2384	271	341	232	512	178	429	613	219	257	125	837	851	1154	1230	250	985	589	560	1359	1016	2062	114	207
Unweighted Sample	2384	276	373	270	493	199	372	685	245	255	130	969	804	1025	1359	198	856	642	688	1521	857	2052	128	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	7 - 8 Sep	14 - 15 Sep																								
YouGov MRP																										
Con	17	17	100	0	0	0	0	60	4	7	2	1	16	22	14	20	4	14	16	27	19	14	18	9	15	
Lab	22	20	0	100	0	0	0	2	57	3	0	8	28	7	23	18	36	25	17	12	23	16	20	25	17	
Lib Dem	15	15	0	0	100	0	0	5	13	72	1	6	24	8	13	16	13	15	15	15	17	12	16	11	6	
SNP	3	3	0	0	0	0	0	0	2	0	0	0	5	2	4	2	2	4	4	2	3	4	0	0	36	
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	0	1	2	0	2	1	2	1	1	1	1	1	0	25	0	
Reform UK	27	29	0	0	0	100	0	32	9	9	95	4	8	54	32	26	12	23	37	35	21	40	30	26	15	
Green	12	10	0	0	0	0	100	0	11	7	1	68	15	4	8	12	21	14	7	5	12	8	11	3	8	
Other	3	4	0	0	0	0	0	1	3	2	1	13	3	2	4	4	11	5	3	2	3	5	5	1	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	11	100	0	0	0	0	48	3	5	2	1	12	16	10	13	3	8	11	21	14	9	12	7	10
Labour	17	15	0	100	0	0	0	2	43	3	1	7	22	5	17	12	23	16	12	10	17	11	15	17	11
Liberal Democrat	11	10	0	0	100	0	0	4	10	59	1	5	17	6	10	10	8	9	11	12	12	7	11	8	4
Scottish National Party (SNP)	2	3	0	0	0	0	0	0	1	0	0	0	4	1	3	2	2	3	3	2	2	3	0	0	29
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	0	1	1	0	1	0	1	1	1	1	1	1	0	15	0
Reform UK	20	22	0	0	0	100	0	30	6	8	86	3	6	46	27	18	9	16	28	32	18	28	23	22	12
Green	10	8	0	0	0	0	100	0	9	7	1	58	11	3	7	8	17	9	5	4	9	6	8	3	6
Some other party	3	3	0	0	0	0	0	1	2	2	1	12	2	2	3	3	8	3	2	1	3	4	3	2	2
Would not vote	12	10	0	0	0	0	0	1	5	1	3	1	5	7	9	12	8	14	11	4	7	15	11	9	9
Don't know	11	14	0	0	0	0	0	12	18	14	3	12	16	10	9	19	15	15	14	10	13	15	13	17	16
Skipped	3	3	0	0	0	0	0	3	2	2	3	2	2	3	4	3	6	5	2	1	3	3	4	2	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 Survey Results

Sample Size: 2384 Adults in GB

Fieldwork: 14th - 15th September 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2384	565	391	288	818
Unweighted Sample	2384	549	411	249	843
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	7 - 8 Sep	14 - 15 Sep				
Con	17	17	15	21	16	19
Lab	22	20	25	15	35	15
Lib Dem	15	15	11	12	12	22
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	27	29	34	36	16	30
Green	12	10	12	12	9	11
Other	3	4	3	5	11	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	11	9	13	11	14
Labour	17	15	18	10	26	11
Liberal Democrat	11	10	7	8	8	16
Scottish National Party (SNP)	2	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	20	22	25	25	13	25
Green	10	8	9	8	9	8
Some other party	3	3	2	3	8	2
Would not vote	12	10	12	14	7	10
Don't know	11	14	15	13	13	13
Skipped	3	3	2	7	6	2

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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 Over 65	320	255	10.7%
Men 50-64 High education	103	88	3.7%
Men 50-64 Mid education	114	107	4.5%
Men 50-64 Low education	94	93	3.9%
Men 25-49 High education	188	224	9.4%
Men 25-49 Mid education	95	157	6.6%
Men 25-49 Low education	35	103	4.3%
Men Under 25 High education	17	24	1.0%
Men Under 25 Mid & Low education	59	103	4.3%
Women Over 65	368	305	12.8%
Women 50-64 High education	97	83	3.5%
Women 50-64 Mid education	133	122	5.1%
Women 50-64 Low education	101	95	4.0%
Women 25-49 High education	308	241	10.1%
Women 25-49 Mid education	175	169	7.1%
Women 25-49 Low education	55	91	3.8%
Women Under 25 High education	32	29	1.2%
Women Under 25 Mid & Low education	90	95	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	191	453	19.0%
Medium (3-7)	1538	1430	60.0%
High (8,9,10)	655	501	21.0%
Social Grade (NRS and 2011 census)			
AB	874	668	28.0%
C1	647	691	29.0%
C2	374	501	21.0%
DE	489	524	22.0%
EU Referendum Vote (Election Result)			
Remain	969	837	35.1%
Leave	804	851	35.7%
Don't Know / Did Not Vote	611	696	29.2%

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

North Con	75	83	3.5%
North Lab	193	174	7.3%
North LD	32	29	1.2%
North Reform	72	69	2.9%
North Oth	54	48	2.0%
North DNV	123	162	6.8%
Midlands Con	75	81	3.4%
Midlands Lab	125	100	4.2%
Midlands LD	21	21	0.9%
Midlands Reform	53	52	2.2%
Midlands Oth	30	31	1.3%
Midlands DNV	107	105	4.4%
London Con	36	43	1.8%
London Lab	91	91	3.8%
London LD	27	24	1.0%
London Reform	9	19	0.8%
London Oth	23	36	1.5%
London DNV	63	76	3.2%
South Con	148	188	7.9%
South Lab	189	162	6.8%
South LD	144	126	5.3%
South Reform	96	93	3.9%
South Oth	67	57	2.4%
South DNV	199	191	8.0%
Wales Con	17	14	0.6%
Wales Lab	32	31	1.3%
Wales LD	6	5	0.2%
Wales PC	14	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	43	38	1.6%
Scotland Con	21	19	0.8%
Scotland Lab	55	55	2.3%
Scotland LD	15	14	0.6%
Scotland SNP	49	45	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	5	7	0.3%
Scotland DNV	50	57	2.4%

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Ethnicity (2021/22 Census)

White	1978	1960	82.4%
Asian	188	188	7.8%
Black	77	79	3.3%
Mixed	56	41	1.7%
Refused/Rather not say	60	72	3.0%
Other	25	45	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