

YouGov Survey Results

Sample Size: 2348 Adults in GB
Fieldwork: 21st - 22nd 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	2348	275	335	222	475	212	423	603	216	254	141	824	838	1136	1212	247	970	580	552	1336	1001	2031	113	204
Unweighted Sample	2348	265	362	256	487	236	402	664	243	258	158	952	805	1026	1322	222	864	611	651	1503	837	2039	108	201
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		14 - 15 Sep	21 - 22 Sep																						
by YouGov																									
Con	17	16	100	0	0	0	0	57	4	5	2	2	16	18	12	20	5	16	15	21	16	16	17	8	10
Lab	20	21	0	100	0	0	0	1	54	5	2	8	31	7	20	21	30	22	23	12	23	18	21	18	13
Lib Dem	15	14	0	0	100	0	0	3	13	74	4	2	20	9	16	13	21	14	12	16	16	12	15	3	11
SNP	3	3	0	0	0	0	0	1	1	0	0	0	5	1	3	3	2	3	3	4	3	3	0	0	34
Plaid Cymru	1	1	0	0	0	0	0	0	2	1	0	1	2	1	0	2	1	1	2	1	2	1	0	25	0
Reform UK	29	29	0	0	0	100	0	35	12	8	90	5	8	55	34	25	10	25	34	38	24	37	30	34	24
Green	10	12	0	0	0	0	100	1	12	6	0	77	15	5	11	13	27	16	8	5	14	10	13	9	7
Other	4	3	0	0	0	0	0	1	3	1	2	6	3	4	4	3	3	4	3	3	3	3	4	2	1

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	11	12	100	0	0	0	0	50	2	4	3	2	13	16	10	14	3	10	13	19	13	11	13	6	8
Labour	15	15	0	100	0	0	0	1	43	4	1	6	24	6	16	14	21	15	17	10	17	12	15	12	11
Liberal Democrat	10	10	0	0	100	0	0	3	9	59	3	2	15	7	11	8	13	8	8	12	11	8	10	3	9
Scottish National Party (SNP)	3	2	0	0	0	0	0	0	0	0	0	0	4	1	2	2	2	2	2	3	2	2	0	0	24
Plaid Cymru	1	1	0	0	0	0	0	0	1	1	0	0	2	0	0	1	1	1	1	1	1	1	0	17	0
Reform UK	22	21	0	0	0	100	0	29	8	6	81	4	6	43	26	16	7	16	25	31	18	25	21	24	17
Green	8	9	0	0	0	0	100	1	10	7	0	68	13	4	9	10	20	11	6	5	11	7	10	7	7
Some other party	3	2	0	0	0	0	0	1	2	1	2	4	2	3	3	2	1	2	2	2	2	2	2	1	1
Would not vote	10	11	0	0	0	0	0	1	4	1	3	2	5	7	10	11	11	15	9	4	8	14	11	10	11
Don't know	14	14	0	0	0	0	0	12	18	15	4	11	14	12	10	18	13	15	13	13	14	15	14	17	12
Skipped	3	4	0	0	0	0	0	1	3	3	2	1	3	2	3	4	9	5	3	2	3	5	4	4	1

*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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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2348	556	385	284	805
Unweighted Sample	2348	551	418	261	809
	%	%	%	%	%

	14 - 15 Sep	21 - 22 Sep				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	17	16	11	19	14	21
Lab	20	21	31	17	33	13
Lib Dem	15	14	10	15	13	20
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	29	29	30	30	15	34
Green	10	12	13	14	16	11
Other	4	3	4	3	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	11	12	9	14	10	16
Labour	15	15	21	12	24	10
Liberal Democrat	10	10	7	10	9	13
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	22	21	21	23	11	24
Green	8	9	10	10	13	8
Some other party	3	2	2	2	5	1
Would not vote	10	11	11	15	9	9
Don't know	14	14	14	11	17	14
Skipped	3	4	5	3	4	4

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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	303	251	10.7%
Men 50-64 High education	105	87	3.7%
Men 50-64 Mid education	102	106	4.5%
Men 50-64 Low education	92	92	3.9%
Men 25-49 High education	191	221	9.4%
Men 25-49 Mid education	103	155	6.6%
Men 25-49 Low education	34	101	4.3%
Men Under 25 High education	23	23	1.0%
Men Under 25 Mid & Low education	73	101	4.3%
Women Over 65	348	301	12.8%
Women 50-64 High education	92	82	3.5%
Women 50-64 Mid education	134	120	5.1%
Women 50-64 Low education	86	94	4.0%
Women 25-49 High education	291	237	10.1%
Women 25-49 Mid education	177	167	7.1%
Women 25-49 Low education	68	89	3.8%
Women Under 25 High education	33	28	1.2%
Women Under 25 Mid & Low education	93	94	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	179	446	19.0%
Medium (3-7)	1547	1409	60.0%
High (8,9,10)	622	493	21.0%
Social Grade (NRS and 2011 census)			
AB	818	657	28.0%
C1	687	681	29.0%
C2	353	493	21.0%
DE	490	517	22.0%
EU Referendum Vote (Election Result)			
Remain	952	824	35.1%
Leave	805	838	35.7%
Don't Know / Did Not Vote	591	686	29.2%

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

North Con	85	82	3.5%
North Lab	182	171	7.3%
North LD	32	28	1.2%
North Reform	69	68	2.9%
North Oth	51	47	2.0%
North DNV	132	160	6.8%
Midlands Con	82	80	3.4%
Midlands Lab	117	99	4.2%
Midlands LD	27	21	0.9%
Midlands Reform	56	52	2.2%
Midlands Oth	36	31	1.3%
Midlands DNV	100	103	4.4%
London Con	36	42	1.8%
London Lab	99	89	3.8%
London LD	20	23	1.0%
London Reform	13	19	0.8%
London Oth	39	35	1.5%
London DNV	54	75	3.2%
South Con	170	186	7.9%
South Lab	173	160	6.8%
South LD	143	124	5.3%
South Reform	97	92	3.9%
South Oth	65	56	2.4%
South DNV	161	188	8.0%
Wales Con	11	14	0.6%
Wales Lab	31	31	1.3%
Wales LD	5	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	35	38	1.6%
Scotland Con	18	19	0.8%
Scotland Lab	62	54	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	48	45	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	3	7	0.3%
Scotland DNV	44	56	2.4%

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Ethnicity (2021/22 Census)

White	1952	1930	82.4%
Asian	180	185	7.8%
Black	65	77	3.3%
Mixed	53	40	1.7%
Refused/Rather not say	64	70	3.0%
Other	34	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