

YouGov Survey Results

Sample Size: 2348 Adults in GB Fieldwork: 21st - 22nd September 2025

Vote in 2024 GE EU Ref 2016 Westminster VI Gender Age Social Grade Country Lib Reform Lib Reform Female 18-24 25-49 50-64 65+ Total Con Lab Green Con Lab Green Remain Male ABC1 C2DE England Wales Scotland Leave Dem UK Dem UK Weighted Sample 2348 222 475 254 141 2031 216 824 838 247 580 1336 1001 113 204 212 603 1136 1212 970 Unweighted Sample 2348 265 362 256 487 236 243 258 158 952 805 1026 1322 222 651 1503 837 2039 108 201

	14 - 15 Sep	21 - 22 Sep																				
HEADLINE VOTING INTENTION Westminster Voting Intention [Headline voting intention projected by YouGov MRP model]																						
Con	17	16	100 0	0	0	0	57	4 5	2	2	16	18		20 5		15	21	16	16	17	8	10
Lab		21	0 10		0	0		54 5	2	8	31			21 30		23	12	23	18	21	18	13
Lib Dem		14	0 0		0	0	3	13 74	4	2	20	9		13 21		12	16	16	12	15	3	11
SNP		3	0 0		0	0	1	1 0	0	0	5	1		3 2		3	4	3	3	0	0	34
Plaid Cymru		1	0 0		0	0		2 1	0	1	2	1		2 1		2	1	2	1	0	25	0
Reform UK		29	0 0		100	0		12 8	90	5	8			25 10		34	38	24	37	30	34	24
Green		12	0 0		0	100		12 6	0 2	77	15			13 27		8	5	14 3	10	13	9 2	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?																						
held tomorrow and these were the parties	11	12	100 0	0	0	0	50	2 4	3	2	13	16	10	l4 3		13	19	13	11	13	6	8
held tomorrow and these were the parties standing, which party would you vote for?	11 15	12 15	100 0 0 10		0	0 0		2 4 43 4	1	6	13 24	6	16	14 21	15	17	10	13 17	11 12	13 15	12	8 11
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat	15 10	15 10	0 10 0 0	0 0 100	0	0 0	1 4	43 4 9 59	1 3	6 2	24 15	6 7	16 11	14 21 8 13	15 8 8	17 8	10 12	17 11	12 8	15 10	12 3	11 9
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP)	15 10 3	15 10 2	0 10 0 0 0 0	0 0 100 0	0 0 0	0 0 0	1 4 3 0	43 4	1 3 0	6 2 0	24 15 4	6 7 1	16 11 2	14 21 8 13 2 2	15 8 8 2	17 8 2	10 12 3	17 11 2	12 8 2	15	12 3 0	11 9 24
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP) Plaid Cymru	15 10 3 1	15 10 2 1	0 10 0 0 0 0 0 0	0 0 100 0 0	0 0 0	0 0 0	1 3 0 0	43 4 9 59 0 0 1 1	1 3 0 0	6 2 0 0	24 15 4 2	6 7 1 0	16 11 2 0	14 21 8 13 2 2 1 1	15 8 8 2 1	17 8 2 1	10 12 3 1	17 11 2 1	12 8 2 1	15 10 0 0	12 3 0 17	11 9 24 0
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP) Plaid Cymru Reform UK	15 10 3 1 22	15 10 2 1 21	0 10 0 0 0 0 0 0	0 0 100 0 0	0 0 0 0 100	0 0 0 0	1 3 0 0 29	43 4 9 59 0 0 1 1 8 6	1 3 0 0 81	6 2 0 0 4	24 15 4 2 6	6 7 1 0 43	16 11 2 0 26	14 21 8 13 2 2 1 1	15 3 8 2 1 16	17 8 2 1 25	10 12 3 1 31	17 11 2 1 18	12 8 2 1 25	15 10 0 0 21	12 3 0 17 24	11 9 24
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP) Plaid Cymru Reform UK Green	15 10 3 1 22 8	15 10 2 1 21 9	0 10 0 0 0 0 0 0 0 0	0 0 100 0 0 0	0 0 0 0 100 0	0 0 0 0 0 100	1 3 0 0 29	43 4 9 59 0 0 1 1 8 6 10 7	1 3 0 0 81 0	6 2 0 0 4 68	24 15 4 2 6 13	6 7 1 0 43 4	16 11 2 0 26 9	14 21 8 13 2 2 1 1 16 7 10 20	15 8 2 1 16 0 11	17 8 2 1 25 6	10 12 3 1 31 5	17 11 2 1 18 11	12 8 2 1 25 7	15 10 0 0 21 10	12 3 0 17 24 7	11 9 24 0
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP) Plaid Cymru Reform UK Green Some other party	15 10 3 1 22 8 3	15 10 2 1 21 9	0 10 0 0 0 0 0 0 0 0 0 0	0 0 100 0 0 0 0	0 0 0 0 100 0	0 0 0 0 0 100 0	1 3 0 0 29 1	43 4 9 59 0 0 1 1 8 6 10 7 2 1	1 3 0 0 81 0 2	6 2 0 0 4 68 4	24 15 4 2 6 13 2	6 7 1 0 43 4 3	16 11 2 0 26 9 3	14 21 8 13 2 2 1 1 16 7 10 20 2 1	15 8 8 2 1 16 11 2	17 8 2 1 25 6 2	10 12 3 1 31 5 2	17 11 2 1 18 11 2	12 8 2 1 25 7 2	15 10 0 0 21 10 2	12 3 0 17 24 7 1	11 9 24 0 17 7
held tomorrow and these were the parties standing, which party would you vote for? Conservative Labour Liberal Democrat Scottish National Party (SNP) Plaid Cymru Reform UK Green	15 10 3 1 22 8 3	15 10 2 1 21 9	0 10 0 0 0 0 0 0 0 0	0 0 100 0 0 0 0 0 0	0 0 0 0 100 0	0 0 0 0 0 100	1 3 0 0 29 1 1	43 4 9 59 0 0 1 1 8 6 10 7	1 3 0 0 81 0	6 2 0 0 4 68	24 15 4 2 6 13	6 7 1 0 43 4 3	16 11 2 0 26 9 3 10 6 10	14 21 8 13 2 2 1 1 16 7 10 20	15 8 8 2 1 16 16 11 2	17 8 2 1 25 6	10 12 3 1 31 5	17 11 2 1 18 11	12 8 2 1 25 7	15 10 0 0 21 10	12 3 0 17 24 7	11 9 24 0

^{*}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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23							
		Region in England					
	Total	North	Midlands	London	Rest of South		
Weighted Sample	2348	556	385	284	805		
Unweighted Sample	2348	551	418	261	809		
•	%	%	%	%	%		

HEADLINE VOTING INTENTION Westminster Voting Intention							
HEADLINE VOTING INTENTION Westminster Voting Intention [Headline voting intention projected by YouGov MRP model] Con 17 16 11 19 14 21 21 31 17 33 13 13 20 21 31 17 33 13 20 20 21 31 17 33 13 20 20 21 31 17 33 13 20 20 20 20 20 20 20 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? 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		Sep	Sep				
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? 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	HEADLINE VOTING INTENTION						
[Headline voting intention projected by YouGov MRP model] 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 0 Plaid Cymru 1 1 0 0 0 0 0 Plaid Cymru 1 1 0 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 0 Plaid Cymru 1 1 0 0 0 0 0 Plaid Cymru 1 1 0 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 2 5 1 Would not vote 10 11 11 15 9 9 Don't know 14 14 14 11 17 14							
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Con							
Lib Dem 15 14 10 15 13 20 SNP 3 3 0 0 0 0 0 Plaid Cymru 1 1 0 0 0 0 0 Reform UK 29 29 30 30 31 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 0 Plaid Cymru 1 1 0 0 0 0 0 Plaid Cymru 1 1 0 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 2 5 1 Would not vote 10 11 11 15 9 9 Don't know 14 14 14 11 17 14		17	16	11	19	14	21
SNP 3 3 0 0 0 0 0 0 0 0	Lab	20	21	31	17	33	13
Plaid Cymru	Lib Dem	15	14	10	15	13	20
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 0 Reform UK 22 21 21 23 11 24 Green 8 9 10 10 13 8 Some other party 3 2 2 2 5 5 1 Would not vote 10 11 11 15 9 9 Don't know 14 14 14 11 17 14	SNP	3	3	0	0	0	0
Conservative 10 12 13 14 16 11	Plaid Cymru	1	1	0	0	0	0
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	Reform UK	29	29	30	30	15	34
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	Green	10	12	13	14	16	11
constituency, if there were a general election held tomorrow and these were the parties standing, which party would you vote for? Conservative 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 0 0 Plaid Cymru 1 1 0 0 0 0 0 0 0 CReform UK 22 21 21 23 11 24 Green 8 9 10 10 13 8 Some other party 3 2 2 2 2 5 1 Would not vote 10 11 11 15 9 9 9 Don't know 14 14 14 11 17 14	Other	4	3	4	3	9	2
constituency, if there were a general election held tomorrow and these were the parties standing, which party would you vote for? Conservative 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 0 0 Plaid Cymru 1 1 0 0 0 0 0 0 0 CReform UK 22 21 21 23 11 24 Green 8 9 10 10 13 8 Some other party 3 2 2 2 2 5 1 Would not vote 10 11 11 15 9 9 9 Don't know 14 14 14 11 17 14							
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 0 Plaid Cymru 1 1 0 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 2 5 1 Would not vote 10 11 11 15 9 9 Don't know 14 14 14 11 17 14	constituency, if there were a general election held tomorrow and these were the parties						
Liberal Democrat 10 10 7 10 9 13 Scottish National Party (SNP) 3 2 0 0 0 0 0 Plaid Cymru 1 1 0 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	Conservative	11	12	9	14	10	16
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	Labour	15	15	21	12	24	10
Plaid Cymru 1 1 0 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	Liberal Democrat	10	10	7	10	9	13
Reform UK Green 8 9 10 10 13 8 Some other party 3 2 2 2 5 1 Would not vote 10 11 15 9 9 Don't know 14 14 14 11 17 14	Scottish National Party (SNP)	3	2	0	0	0	0
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	Plaid Cymru	1	1	0	0	0	0
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	Reform UK	22	21	21	23	11	24
Would not vote 10 11 11 15 9 9 Don't know 14 14 11 17 14	Green	-	-			13	8
Don't know 14 14 11 17 14	, ,	3	2	_	2		1
Skipped 3 4 5 3 4 4							
-	Skipped	3	4	5	3	4	4

^{*}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 seperately 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