

YouGov Survey Results

Sample Size: 2300 GB Adults
Fieldwork: 2nd - 3rd August 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
	2300	414	591	211	248	122	769	828	1111	1189	241	948	568	542	780	515	688	1989	110	200
	2300	397	630	227	240	133	893	784	1021	1279	200	850	648	601	940	496	516	1972	124	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	26 - 27 Jul	2 - 3 Aug																			
HEADLINE VOTING INTENTION																					
Westminster Voting Intention																					
[Headline voting intention from constituency vote projected by YouGov MRP model]																					
Con	21	19	62	6	8	6	6	18	24	20	19	6	14	16	30	22	21	18	20	15	12
Lab	22	22	3	58	11	2	8	33	11	23	22	19	25	22	21	28	19	19	23	23	17
Lib Dem	11	12	3	8	61	2	5	18	5	9	14	21	13	12	10	14	15	8	13	2	11
SNP	2	3	0	2	0	1	0	5	2	3	3	3	3	3	3	4	3	2	0	0	35
Plaid Cymru	1	1	1	1	1	0	0	2	1	1	2	1	3	1	1	1	1	2	0	28	0
Reform UK	22	23	26	7	6	78	4	6	44	28	19	2	16	30	28	16	26	30	24	21	16
Green	13	13	0	15	11	1	74	15	4	10	16	43	21	9	4	11	8	13	15	3	7
Your Party	1	0	0	0	0	0	2	1	0	0	0	1	0	0	1	0	1	0	0	0	0
Restore Britain	4	4	4	2	0	10	0	1	7	4	4	3	4	5	3	2	5	6	4	8	2
Other	2	1	1	1	1	1	1	1	1	1	2	1	1	2	1	1	2	1	2	0	1
If there were a general election held tomorrow, which party would you vote for?																					
Conservative	14	14	51	5	6	7	1	13	20	15	13	4	10	13	25	17	15	13	14	13	9
Labour	18	19	4	51	17	2	5	32	10	21	18	19	20	18	19	25	16	17	20	15	14
Liberal Democrat	6	6	1	5	36	3	3	11	3	6	7	8	6	5	8	8	9	4	7	1	6
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	1	3	2	1	2	2	3	3	2	2	0	0	24
Plaid Cymru	1	1	0	0	1	0	0	1	0	1	1	0	1	0	0	1	0	1	0	15	0
Reform UK	16	17	19	5	6	67	6	5	35	21	12	4	13	24	22	14	21	20	17	16	14
Green	12	10	0	11	13	1	67	13	3	9	11	31	13	6	3	9	6	10	11	6	5
Some other party	4	3	4	1	0	8	2	2	5	4	3	3	3	4	3	3	4	3	4	5	1
Would not vote	10	9	2	2	2	2	1	2	7	8	10	9	12	10	4	6	7	12	9	11	11
Don't know	15	14	16	15	18	7	13	16	15	10	18	12	14	17	12	14	15	13	15	13	10
Refused	3	4	3	2	1	2	2	2	1	3	4	8	6	1	1	2	3	5	4	5	4

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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2300	545	377	278	789
Unweighted Sample	2300	524	369	255	824
	%	%	%	%	%

	26 - 27 Jul	2 - 3 Aug				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>						
Con	21	19	13	24	24	22
Lab	22	22	30	23	27	17
Lib Dem	11	12	7	8	16	18
SNP	2	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	22	23	26	28	10	25
Green	13	13	15	13	20	13
Your Party	1	0	0	0	3	0
Restore Britain	4	4	6	3	1	4
Other	2	1	3	1	0	1
If there were a general election held tomorrow, which party would you vote for?						
Conservative	14	14	9	18	15	15
Labour	18	19	27	19	21	16
Liberal Democrat	6	6	4	4	9	9
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	17	17	21	8	19
Green	12	10	10	9	16	11
Some other party	4	3	5	3	2	3
Would not vote	10	9	10	8	9	9
Don't know	15	14	13	15	15	15
Refused	3	4	5	4	4	3

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
	2300	414	591	211	248	122	769	828	1111	1189	241	948	568	542	780	515	688	1989	110	200
	2300	397	630	227	240	133	893	784	1021	1279	200	850	648	601	940	496	516	1972	124	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	15	14	55	5	7	7	6	15	21	16	13	4	10	14	28	18	16	13	15	11	10
Labour	17	17	3	48	10	2	6	27	10	19	16	15	18	15	18	22	15	15	18	14	13
Liberal Democrat	8	9	2	7	50	2	5	14	4	7	10	14	8	8	9	10	11	6	9	1	8
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	2	3	2	1	2	2	3	3	2	2	0	0	25
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	1	1	2	1	0	1	1	2	0	22	0
Reform UK	16	16	18	5	6	67	3	4	34	21	12	2	12	23	23	13	19	19	17	15	12
Green	12	11	0	13	11	2	64	14	3	10	12	27	14	6	3	10	7	10	12	2	5
Some other party	4	4	4	2	0	8	2	2	5	4	3	4	3	5	3	2	5	4	4	5	2
Would not vote	10	9	1	2	2	3	2	3	6	8	10	9	11	10	4	6	7	11	9	8	11
Don't know	12	12	13	13	12	6	10	14	12	9	16	11	14	14	9	12	13	13	12	19	9
Refused	4	4	3	3	1	3	2	2	1	4	4	11	6	1	1	2	3	5	4	3	5

And which of these parties would you vote for?

[Asked only to those who said 'some other party';
n=80]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	1	0	0	0	0	0	0	2	2	0	0	0	4	0	0	0	4	1	0	0
Trade Unionist and Socialist Coalition	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heritage Party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	2	3	0	5	0	4	0	4	0	2	5	0	5	3	0	10	0	0	3	0	0
Your Party	11	5	0	0	0	0	64	20	0	4	6	11	0	0	21	6	5	3	6	0	0
Restore Britain	61	71	79	72	0	92	0	33	82	80	59	77	79	66	57	53	66	84	68	100	72
Some other party	18	14	11	24	0	4	36	28	12	10	18	12	11	15	18	24	16	9	15	0	18
Don't know	2	5	10	0	100	0	0	12	3	2	8	0	0	12	4	7	9	0	5	0	10
Refused	1	2	0	0	0	0	0	2	0	0	4	0	4	0	0	0	4	1	2	0	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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Unweighted Sample	2300	524	369	255	824
	%	%	%	%	%

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	15	14	9	18	17	17
Labour	17	17	24	17	20	13
Liberal Democrat	8	9	5	6	11	13
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	16	17	20	8	18
Green	12	11	12	9	17	12
Some other party	4	4	6	2	2	3
Would not vote	10	9	11	8	9	8
Don't know	12	12	12	14	13	12
Refused	4	4	5	6	4	3

And which of these parties would you vote for?

[Asked only to those who said 'some other party';
n=80]

Workers Party GB	0	0	0	0	0	0
Social Democratic Party	2	1	3	0	0	0
Trade Unionist and Socialist Coalition	1	0	0	0	0	0
Heritage Party	1	0	0	0	0	0
UK Independence Party (UKIP)	2	3	2	0	0	7
Your Party	11	5	0	0	69	2
Restore Britain	61	71	71	83	19	69
Some other party	18	14	21	9	0	11
Don't know	2	5	2	8	12	6
Refused	1	2	0	0	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 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 65+	274	248	10.8%
Men 50-64 high education	116	92	4%
Men 50-64 med education	98	99	4.3%
Men 50-64 low education	91	87	3.8%
Men 40-49 high education	73	74	3.2%
Men 40-49 med education	47	60	2.6%
Men 40-49 low education	22	46	2%
Men 25-39 high education	103	124	5.4%
Men 25-39 med & low education	113	159	6.9%
Men 18-24 high education	21	28	1.2%
Men 18-24 med & low education	63	94	4.1%
Women 65+	328	294	12.8%
Women 50-64 high education	116	97	4.2%
Women 50-64 med education	110	94	4.1%
Women 50-64 low education	117	99	4.3%
Women 40-49 high education	118	87	3.8%
Women 40-49 med education	60	58	2.5%
Women 40-49 low education	34	41	1.8%
Women 25-39 high education	171	156	6.8%
Women 25-39 med & low education	109	143	6.2%
Women 18-24 high education	32	34	1.5%
Women 18-24 med & low education	84	85	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	277	437	19.0%
Medium (3-7)	1402	1380	60.0%
High (8,9,10)	621	483	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	68	81	3.5%
North Lab	180	168	7.3%
North LD	32	28	1.2%
North Reform	63	67	2.9%
North Oth	50	46	2.0%
North DNV	131	156	6.8%
Midlands Con	74	78	3.4%
Midlands Lab	102	97	4.2%
Midlands LD	21	21	0.9%
Midlands Reform	46	51	2.2%

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Midlands Oth	32	30	1.3%
Midlands DNV	94	101	4.4%
London Con	38	41	1.8%
London Lab	81	87	3.8%
London LD	19	23	1.0%
London Reform	20	18	0.8%
London Oth	35	35	1.5%
London DNV	62	74	3.2%
South Con	177	182	7.9%
South Lab	181	156	6.8%
South LD	137	122	5.3%
South Reform	91	90	3.9%
South Oth	66	55	2.4%
South DNV	172	184	8.0%
Wales Con	16	14	0.6%
Wales Lab	31	30	1.3%
Wales LD	6	5	0.2%
Wales PC	11	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	47	37	1.6%
Scotland Con	24	18	0.8%
Scotland Lab	55	53	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	46	44	1.9%
Scotland Reform	7	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	55	55	2.4%
EU Referendum Vote (Election Result)			
Remain	899	782	35.1%
Leave	784	828	35.7%
Don't Know / Did Not Vote	617	690	29.2%

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Ethnicity (2021/22 Census)

White	1900	1891	82.2%
Asian	168	182	7.9%
Black	80	76	3.3%
Mixed	51	39	1.7%
Refused/Rather not say	80	69	3%
Other	21	44	1.9%

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	367	306	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	573	474	20.6%
L7 Intermediate occupations	319	271	11.8%
L8 and L9 Small employers and own account workers	177	244	10.6%
L10 and L11 Lower supervisory and technical occupations	137	131	5.7%
L12 Semi-routine occupations	238	269	11.7%
L13 Routine occupations	141	288	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	227	196	8.5%
L15 Full-time students	121	122	5.3%

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