YouGov Survey Results

Sample Size: 2244 GB Adults
Fieldwork: 31st August - 1st September 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	**2244**	404	577	206	242	131	763	808	1084	1160	236	925	554	530	761	503	671
Unweighted Sample	**2244**	352	615	226	246	129	887	760	988	1256	191	821	639	593	917	482	507
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23 - 24 Aug '26	**31 Aug - 1 Sep '26**																
HEADLINE VOTING INTENTION																		
Westminster Voting Intention																		
[Headline voting intention from constituency vote projected by YouGov MRP model]																		
Con	*20*	**20**	63	7	8	7	6	18	27	21	20	5	16	21	27	22	26	18
Lab	*22*	**23**	2	61	11	0	8	34	10	24	23	32	27	23	17	27	19	19
Lib Dem	*13*	**12**	4	6	66	1	12	18	6	12	12	13	10	12	14	14	12	9
SNP	*3*	**3**	0	2	0	0	0	5	1	3	3	3	2	4	2	3	3	2
Plaid Cymru	*1*	**1**	0	1	1	0	0	2	0	1	1	3	1	1	1	2	1	1
Reform UK	*23*	**23**	28	7	4	81	1	6	43	25	21	3	16	27	30	16	23	36
Green	*13*	**13**	1	13	8	0	70	16	4	10	16	38	22	8	5	12	12	10
Your Party	*0*	**0**	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Restore Britain	*3*	**3**	1	2	1	9	1	0	5	3	2	4	3	3	2	2	2	4
Other	*2*	**1**	1	1	0	1	2	1	2	1	2	0	2	1	1	1	1	1
If there were a general election held tomorrow, which party would you vote for?																		
Conservative	*14*	**14**	51	5	8	6	3	14	20	14	13	2	10	16	23	15	19	12
Labour	*18*	**20**	2	56	15	0	11	32	11	22	19	24	22	21	16	26	17	16
Liberal Democrat	*8*	**6**	1	4	45	0	7	10	3	7	6	8	6	6	7	8	5	5
Scottish National Party (SNP)	*2*	**2**	0	2	0	0	0	4	1	3	2	3	2	3	2	3	3	1
Plaid Cymru	*1*	**1**	0	0	1	0	0	1	0	1	1	2	1	1	1	1	0	1
Reform UK	*16*	**16**	21	5	4	72	1	4	35	19	13	2	11	22	25	12	16	24
Green	*11*	**11**	0	11	9	0	56	13	3	9	12	29	13	5	3	10	9	7
Some other party	*4*	**3**	3	2	1	8	1	1	6	3	3	2	3	3	2	2	3	4
Would not vote	*10*	**10**	1	3	2	4	5	4	6	8	12	10	13	9	5	6	10	12
Don't know	*12*	**13**	16	10	14	8	15	14	14	10	15	10	12	13	15	13	12	15
Refused	*4*	**4**	4	3	1	1	3	4	1	4	4	8	6	1	1	3	5	4

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		Country			Region in England			
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Weighted Sample	**2244**	1941	108	195	532	368	272	770
Unweighted Sample	**2244**	1904	140	200	513	353	227	811
	%	%	%	%	%	%	%	%

	23 - 24 Aug '26	**31 Aug - 1 Sep '26**							
HEADLINE VOTING INTENTION									
Westminster Voting Intention									
[Headline voting intention from constituency vote projected by YouGov MRP model]									
Con	*20*	**20**	22	14	11	15	24	25	24
Lab	*22*	**23**	24	21	17	30	29	28	17
Lib Dem	*13*	**12**	13	4	8	5	7	13	21
SNP	*3*	**3**	0	0	33	0	0	0	0
Plaid Cymru	*1*	**1**	0	25	0	0	0	0	0
Reform UK	*23*	**23**	24	23	14	28	27	13	23
Green	*13*	**13**	13	8	14	16	10	22	10
Your Party	*0*	**0**	0	0	1	0	0	0	0
Restore Britain	*3*	**3**	3	2	0	3	3	0	4
Other	*2*	**1**	1	2	3	2	0	0	1
If there were a general election held tomorrow, which party would you vote for?									
Conservative	*14*	**14**	14	9	10	11	14	17	16
Labour	*18*	**20**	21	18	18	25	23	26	15
Liberal Democrat	*8*	**6**	7	1	5	4	2	7	11
Scottish National Party (SNP)	*2*	**2**	0	0	27	0	0	0	0
Plaid Cymru	*1*	**1**	0	15	0	0	0	0	0
Reform UK	*16*	**16**	17	18	10	19	18	8	17
Green	*11*	**11**	11	10	10	13	8	16	8
Some other party	*4*	**3**	3	2	2	3	3	1	4
Would not vote	*10*	**10**	10	11	10	10	10	9	10
Don't know	*12*	**13**	13	10	8	11	16	12	14
Refused	*4*	**4**	5	4	1	4	7	3	4

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			Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
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Unweighted Sample		**2244**	352	615	226	246	129	887	760	988	1256	191	821	639	593	917	482	507
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	*14*	**14**	51	6	6	6	4	13	21	14	13	3	10	17	22	16	19	12
Labour	*18*	**19**	2	53	9	0	9	29	10	21	17	26	20	18	15	23	15	16
Liberal Democrat	*10*	**8**	3	5	56	1	8	13	5	9	8	9	7	8	11	11	8	6
Scottish National Party (SNP)	*2*	**2**	0	2	0	0	0	4	1	3	2	3	2	3	2	3	3	2
Plaid Cymru	*1*	**1**	0	1	1	0	0	1	0	1	1	2	1	1	1	1	1	1
Reform UK	*16*	**17**	22	6	4	73	1	4	35	20	14	2	12	21	25	13	18	24
Green	*11*	**11**	1	12	7	0	60	13	4	9	12	27	13	6	4	10	10	8
Some other party	*3*	**3**	2	2	1	8	1	1	5	3	2	2	3	3	2	2	2	3
Would not vote	*10*	**10**	1	3	2	4	6	4	7	8	12	9	14	9	6	5	12	12
Don't know	*11*	**11**	14	8	13	6	10	13	11	9	13	9	11	13	12	12	10	12
Refused	*4*	**4**	3	3	2	2	2	4	1	4	4	8	6	2	2	4	3	5
And which of these parties would you vote for? *[Asked only to those who said 'Some other party'; n=61]*																		
Workers Party GB	*0*	**0**	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*
Social Democratic Party	*0*	**2**	*0*	*0*	*0*	*2*	*0*	*0*	*1*	*3*	*1*	*0*	*3*	*3*	*0*	*0*	*7*	*2*
Trade Unionist and Socialist Coalition	*0*	**3**	*0*	*0*	*0*	*0*	*0*	*0*	*4*	*6*	*0*	*0*	*7*	*0*	*0*	*11*	*0*	*0*
Heritage Party	*0*	**0**	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*
UK Independence Party (UKIP)	*0*	**6**	*18*	*17*	*0*	*0*	*0*	*6*	*7*	*0*	*12*	*0*	*6*	*4*	*11*	*0*	*0*	*13*
Your Party	*7*	**4**	*0*	*6*	*61*	*0*	*0*	*8*	*4*	*0*	*8*	*0*	*5*	*0*	*6*	*4*	*13*	*0*
Restore Britain	*65*	**67**	*69*	*54*	*39*	*89*	*39*	*27*	*71*	*82*	*51*	*92*	*66*	*67*	*59*	*58*	*48*	*79*
Some other party	*23*	**14**	*0*	*16*	*0*	*6*	*61*	*51*	*9*	*9*	*19*	*0*	*13*	*13*	*24*	*20*	*31*	*2*
Don't know	*5*	**1**	*0*	*0*	*0*	*3*	*0*	*0*	*1*	*0*	*2*	*0*	*0*	*4*	*0*	*3*	*0*	*0*
Refused	*0*	**3**	*13*	*6*	*0*	*0*	*0*	*7*	*2*	*0*	*6*	*8*	*0*	*10*	*0*	*4*	*0*	*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.*

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		%	%	%	%	%	%	%	%
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	*14*	**14**	15	10	8	11	16	17	16
Labour	*18*	**19**	20	14	14	24	23	24	13
Liberal Democrat	*10*	**8**	9	3	6	3	4	9	15
Scottish National Party (SNP)	*2*	**2**	0	0	28	0	0	0	0
Plaid Cymru	*1*	**1**	0	21	0	0	0	0	0
Reform UK	*16*	**17**	17	17	9	20	18	10	17
Green	*11*	**11**	11	8	11	13	8	18	8
Some other party	*3*	**3**	2	3	3	3	2	0	3
Would not vote	*10*	**10**	10	9	8	11	11	9	11
Don't know	*11*	**11**	11	9	10	11	12	10	12
Refused	*4*	**4**	4	6	2	4	7	3	4
And which of these parties would you vote for? *[Asked only to those who said 'Some other party'; n=61]*									
Workers Party GB	*0*	**0**	0	*0*	*0*	*0*	*0*	*0*	*0*
Social Democratic Party	*0*	**2**	1	*0*	*12*	*0*	*5*	*0*	*0*
Trade Unionist and Socialist Coalition	*0*	**3**	0	*0*	*27*	*0*	*0*	*0*	*0*
Heritage Party	*0*	**0**	0	*0*	*0*	*0*	*0*	*0*	*0*
UK Independence Party (UKIP)	*0*	**6**	7	*0*	*0*	*16*	*0*	*0*	*4*
Your Party	*7*	**4**	3	*0*	*10*	*0*	*0*	*0*	*6*
Restore Britain	*65*	**67**	*75*	*68*	*5*	*64*	*95*	*0*	*75*
Some other party	*23*	**14**	9	*32*	*45*	*16*	*0*	*0*	*7*
Don't know	*5*	**1**	1	*0*	*0*	*4*	*0*	*0*	*0*
Refused	*0*	**3**	4	*0*	*0*	*0*	*0*	*0*	*7*

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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.

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	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men 65+	**266**	**242**	**10.8%**
Men 50-64 high education	**102**	**90**	**4%**
Men 50-64 med education	**104**	**96**	**4.3%**
Men 50-64 low education	**92**	**85**	**3.8%**
Men 40-49 high education	**75**	**72**	**3.2%**
Men 40-49 med education	**47**	**58**	**2.6%**
Men 40-49 low education	**26**	**45**	**2%**
Men 25-39 high education	**90**	**121**	**5.4%**
Men 25-39 med & low education	**114**	**155**	**6.9%**
Men 18-24 high education	**28**	**27**	**1.2%**
Men 18-24 med & low education	**44**	**92**	**4.1%**
Women 65+	**327**	**287**	**12.8%**
Women 50-64 high education	**111**	**94**	**4.2%**
Women 50-64 med education	**113**	**92**	**4.1%**
Women 50-64 low education	**117**	**96**	**4.3%**
Women 40-49 high education	**114**	**85**	**3.8%**
Women 40-49 med education	**60**	**56**	**2.5%**
Women 40-49 low education	**30**	**40**	**1.8%**
Women 25-39 high education	**176**	**153**	**6.8%**
Women 25-39 med & low education	**89**	**139**	**6.2%**
Women 18-24 high education	**34**	**34**	**1.5%**
Women 18-24 med & low education	**85**	**83**	**3.7%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**260**	**426**	**19.0%**
Medium (3-7)	**1385**	**1346**	**60.0%**
High (8,9,10)	**599**	**471**	**21.0%**
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	**68**	**79**	**3.5%**
North Lab	**190**	**164**	**7.3%**
North LD	**29**	**27**	**1.2%**
North Reform	**63**	**65**	**2.9%**
North Oth	**43**	**45**	**2.0%**
North DNV	**120**	**153**	**6.8%**
Midlands Con	**62**	**76**	**3.4%**
Midlands Lab	**95**	**94**	**4.2%**

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Midlands LD	**28**	**20**	**0.9%**
Midlands Reform	**47**	**49**	**2.2%**
Midlands Oth	**29**	**29**	**1.3%**
Midlands DNV	**92**	**99**	**4.4%**
London Con	**20**	**40**	**1.8%**
London Lab	**73**	**85**	**3.8%**
London LD	**18**	**22**	**1.0%**
London Reform	**10**	**18**	**0.8%**
London Oth	**29**	**34**	**1.5%**
London DNV	**77**	**72**	**3.2%**
South Con	**159**	**177**	**7.9%**
South Lab	**180**	**153**	**6.8%**
South LD	**133**	**119**	**5.3%**
South Reform	**99**	**88**	**3.9%**
South Oth	**59**	**54**	**2.4%**
South DNV	**181**	**180**	**8.0%**
Wales Con	**21**	**13**	**0.6%**
Wales Lab	**31**	**29**	**1.3%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**13**	**11**	**0.5%**
Wales Reform	**16**	**13**	**0.6%**
Wales Oth DNV	**54**	**36**	**1.6%**
Scotland Con	**22**	**18**	**0.8%**
Scotland Lab	**46**	**52**	**2.3%**
Scotland LD	**13**	**13**	**0.6%**
Scotland SNP	**46**	**43**	**1.9%**
Scotland Reform	**11**	**9**	**0.4%**
Scotland Oth	**5**	**7**	**0.3%**
Scotland DNV	**57**	**54**	**2.4%**
EU Referendum Vote (Election Result)			
Remain	**887**	**763**	**35.1%**
Leave	**760**	**808**	**35.7%**
Don't Know / Did Not Vote	**597**	**673**	**29.2%**

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Ethnicity (2021/22 Census)

White	**1846**	**1845**	**82.2%**
Asian	**159**	**177**	**7.9%**
Black	**67**	**74**	**3.3%**
Mixed	**63**	**38**	**1.7%**
Refused/Rather not say	**76**	**67**	**3%**
Other	**33**	**43**	**1.9%**

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	**359**	**298**	**13.3%**
L4, L5 and L6 Lower managerial, administrative and professional occupations	**558**	**462**	**20.6%**
L7 Intermediate occupations	**328**	**265**	**11.8%**
L8 and L9 Small employers and own account workers	**154**	**238**	**10.6%**
L10 and L11 Lower supervisory and technical occupations	**140**	**128**	**5.7%**
L12 Semi-routine occupations	**234**	**263**	**11.7%**
L13 Routine occupations	**133**	**281**	**12.5%**
L14.1 and L14.2 Never worked and long-term unemployed	**231**	**191**	**8.5%**
L15 Full-time students	**107**	**119**	**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

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