

YouGov Survey Results

Sample size: 2286 adults in GB

Fieldwork: 20th - 21st September 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic class (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate
Weighted Sample	2286	411	588	209	247	145	777	823	1104	1182	240	942	565	539	775	512
Unweighted Sample	2286	338	647	229	254	148	941	759	999	1287	194	799	689	604	953	508
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

	13 - 14 Sep	20 - 21 Sep																
Constituency vote																		
Con	20	21	64	5	8	11	5	16	31	20	22	7	14	21	30	23	26	
Lab	23	23	4	61	12	0	9	35	11	25	22	25	26	23	20	27	19	
Lib Dem	13	12	4	8	58	2	8	18	6	10	13	15	9	12	14	15	11	
SNP	3	2	0	1	0	0	0	3	2	2	3	5	2	3	2	3	4	
Plaid Cymru	1	1	1	1	0	0	0	2	1	1	2	0	2	1	1	1	1	
Reform UK	23	21	23	8	4	73	5	8	37	26	16	6	16	23	26	17	20	
Green	11	14	1	14	14	1	69	16	6	10	17	41	24	9	4	12	11	
Your Party	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	
Restore Britain	3	4	3	2	2	13	0	1	6	5	4	2	6	5	1	1	5	
Other	1	1	0	0	0	1	3	2	1	2	1	0	2	2	1	1	2	

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	Total	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
	2286	684	1977	110	199	542	375	277	784
	2286	460	1930	141	215	520	401	229	780
	%	%	%	%	%	%	%	%	%

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[Headline voting intention from constituency vote projected by YouGov MRP model]

	13 - 14 Sep	20 - 21 Sep								
Con	20	21	18	22	12	12	18	21	24	25
Lab	23	23	22	24	24	15	33	27	27	16
Lib Dem	13	12	8	12	7	11	7	6	14	18
SNP	3	2	2	0	0	28	0	0	0	0
Plaid Cymru	1	1	2	0	26	0	0	0	0	0
Reform UK	23	21	28	21	22	15	25	26	9	20
Green	11	14	12	15	7	13	13	13	22	14
Your Party	0	0	0	0	0	0	0	0	1	0
Restore Britain	3	4	7	4	1	4	3	5	1	6
Other	1	1	2	1	2	2	1	3	2	0

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic class (NS-SEC)	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate
	2286	411	588	209	247	145	777	823	1104	1182	240	942	565	539	775	512
	2286	338	647	229	254	148	941	759	999	1287	194	799	689	604	953	508
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	14	54	3	6	8	4	11	23	14	14	7	9	16	25	18	18
Labour	20	21	3	55	18	2	13	34	10	24	17	20	22	20	18	25	19
Liberal Democrat	7	7	2	5	41	2	8	12	4	7	8	6	6	7	10	10	7
Scottish National Party (SNP)	2	2	0	1	0	0	0	3	2	2	2	3	2	2	2	2	3
Plaid Cymru	1	1	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1
Reform UK	17	16	23	6	3	62	5	7	31	20	12	4	14	20	21	13	17
Green	10	10	1	11	12	0	53	12	4	9	12	25	14	6	2	10	7
Some other party	3	3	2	1	1	11	3	2	6	5	2	0	5	4	1	1	4
Would not vote	10	9	1	5	2	2	1	5	6	8	10	11	11	9	4	6	8
Don't know	13	12	13	10	14	11	9	13	12	7	17	12	11	12	15	12	12
Refused	3	4	1	2	3	2	3	2	2	4	4	12	6	2	1	2	5

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	15	56	4	6	10	5	13	25	16	15	6	10	18	27	18	21
Labour	18	19	4	52	11	0	10	29	9	22	16	20	20	18	16	23	17
Liberal Democrat	9	9	4	6	51	2	7	15	5	8	10	9	7	10	12	12	9
Scottish National Party (SNP)	2	2	0	1	0	0	0	3	2	2	2	3	2	2	2	2	3
Plaid Cymru	1	1	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1
Reform UK	16	15	21	6	3	63	3	7	30	20	11	3	13	19	20	13	15
Green	10	11	2	12	12	0	59	13	5	9	13	25	16	7	3	11	8
Some other party	3	3	3	1	1	9	3	2	5	5	2	0	5	4	1	1	4
Would not vote	10	8	0	4	2	3	1	5	6	8	9	8	11	9	4	6	8
Don't know	13	11	10	10	11	10	9	11	11	6	15	10	10	9	13	10	10
Refused	4	5	1	3	3	2	3	2	2	4	5	14	6	3	1	2	4

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Weighted Sample		ification	Country			Region in England			
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	2286	684	1977	110	199	542	375	277	784
	2286	460	1930	141	215	520	401	229	780
	%	%	%	%	%	%	%	%	%
Unweighted Sample									

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	14	11	15	9	7	12	15	15	18
Labour	20	21	17	21	22	16	25	22	24	16
Liberal Democrat	7	7	4	7	3	7	5	6	7	10
Scottish National Party (SNP)	2	2	2	0	0	23	0	0	0	0
Plaid Cymru	1	1	1	0	16	0	0	0	0	0
Reform UK	17	16	21	16	16	11	17	20	9	16
Green	10	10	10	11	6	11	10	9	17	10
Some other party	3	3	5	4	1	3	3	5	2	4
Would not vote	10	9	12	9	8	10	8	6	10	10
Don't know	13	12	11	12	15	9	13	12	12	12
Refused	3	4	5	5	3	2	6	5	4	4

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	15	12	16	9	9	14	15	17	19
Labour	18	19	17	19	18	13	26	22	23	12
Liberal Democrat	9	9	6	9	4	7	6	5	11	14
Scottish National Party (SNP)	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	1	1	0	19	0	0	0	0	0
Reform UK	16	15	20	16	16	10	18	19	6	16
Green	10	11	10	12	6	10	11	10	18	11
Some other party	3	3	5	4	2	4	3	5	2	4
Would not vote	10	8	12	8	8	10	8	6	8	9
Don't know	13	11	10	11	12	9	10	11	11	11
Refused	4	5	6	5	5	3	5	7	4	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=73]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heritage Party	0	1	0	0	0	15	0	2	1	0	0	1	0	0	0	0
UK Independence Party (UKIP)	0	1	0	0	20	0	4	0	1	0	0	0	2	0	0	2
Your Party	0	1	0	0	21	0	4	0	1	0	0	0	2	0	0	2
Restore Britain	76	72	89	78	59	92	31	85	74	68	22	82	66	54	63	69
Some other party	19	19	0	13	0	8	49	14	18	20	0	13	27	46	31	18
Don't know	3	2	11	10	0	0	12	0	1	4	0	2	3	0	7	5
Refused	1	5	0	0	0	0	0	0	3	8	78	2	0	0	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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And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=73]

Workers Party GB	0	0	0	0	0	0	0	0	0
Social Democratic Party	1	0	0	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0
Heritage Party	0	1	0	1	0	4	0	0	0
UK Independence Party (UKIP)	0	1	0	1	0	3	0	0	0
Your Party	0	1	0	1	0	0	0	13	0
Restore Britain	76	72	80	75	28	61	66	18	94
Some other party	19	19	20	16	18	9	34	69	3
Don't know	3	2	0	1	54	4	0	0	0
Refused	1	5	0	5	0	18	0	0	3

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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 65+	268	247	10.8%
Men 50-64 high education	114	91	4%
Men 50-64 med education	106	98	4.3%
Men 50-64 low education	93	87	3.8%
Men 40-49 high education	88	73	3.2%
Men 40-49 med education	48	59	2.6%
Men 40-49 low education	19	46	2%
Men 25-39 high education	90	123	5.4%
Men 25-39 med & low education	101	158	6.9%
Men 18-24 high education	25	27	1.2%
Men 18-24 med & low education	47	94	4.1%
Women 65+	336	293	12.8%
Women 50-64 high education	136	96	4.2%
Women 50-64 med education	115	94	4.1%
Women 50-64 low education	125	98	4.3%
Women 40-49 high education	123	87	3.8%
Women 40-49 med education	63	57	2.5%
Women 40-49 low education	25	41	1.8%
Women 25-39 high education	167	155	6.8%
Women 25-39 med & low education	75	142	6.2%
Women 18-24 high education	36	34	1.5%
Women 18-24 med & low education	86	85	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	298	434	19.0%
Medium (3-7)	1378	1372	60.0%
High (8,9,10)	610	480	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	49	80	3.5%
North Lab	191	167	7.3%
North LD	33	27	1.2%
North Reform	67	66	2.9%
North Oth	56	46	2.0%
North DNV	124	155	6.8%
Midlands Con	75	78	3.4%
Midlands Lab	123	96	4.2%
Midlands LD	24	21	0.9%

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Midlands Reform	53	50	2.2%
Midlands Oth	29	30	1.3%
Midlands DNV	97	101	4.4%
London Con	30	41	1.8%
London Lab	67	87	3.8%
London LD	21	23	1.0%
London Reform	15	18	0.8%
London Oth	28	34	1.5%
London DNV	68	73	3.2%
South Con	147	181	7.9%
South Lab	181	155	6.8%
South LD	131	121	5.3%
South Reform	92	89	3.9%
South Oth	52	55	2.4%
South DNV	177	183	8.0%
Wales Con	17	14	0.6%
Wales Lab	39	30	1.3%
Wales LD	6	5	0.2%
Wales PC	13	11	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	50	37	1.6%
Scotland Con	20	18	0.8%
Scotland Lab	46	53	2.3%
Scotland LD	15	14	0.6%
Scotland SNP	50	43	1.9%
Scotland Reform	11	9	0.4%
Scotland Oth	5	7	0.3%
Scotland DNV	68	55	2.4%
EU Referendum Vote (Election Result)			
Remain	941	777	35.1%
Leave	759	823	35.7%
Don't Know / Did Not Vote	586	686	29.2%

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Ethnicity (2021/22 Census)

White	1882	1879	82.2%
Asian	161	181	7.9%
Black	77	75	3.3%
Mixed	55	39	1.7%
Refused/Rather not say	85	69	3%
Other	26	43	1.9%

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	381	304	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	572	471	20.6%
L7 Intermediate occupations	346	270	11.8%
L8 and L9 Small employers and own account workers	162	242	10.6%
L10 and L11 Lower supervisory and technical occupations	112	130	5.7%
L12 Semi-routine occupations	214	267	11.7%
L13 Routine occupations	134	286	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	247	194	8.5%
L15 Full-time students	118	121	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