

YouGov Survey Results

Sample Size: 2417 GB Adults
Fieldwork: 9th - 10th August 2026

	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
Weighted Sample	2417	435	621	222	261	145	814	867	1167	1250	254	996	597	570	819	541	723	2091	116	210
Unweighted Sample	2417	371	675	235	273	152	956	826	1048	1369	203	825	728	661	973	541	524	2063	141	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

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

	2 - 3 Aug	9 - 10 Aug																			
Agency vote																					
Con	19	21	67	7	7	6	9	18	28	20	22	9	14	21	30	24	28	16	22	11	13
Lab	22	24	4	60	12	1	16	36	10	25	23	25	26	25	21	29	21	20	25	19	18
Lib Dem	12	11	3	8	58	1	1	16	5	10	11	11	11	10	10	13	10	9	11	7	6
SNP	3	3	0	1	1	0	0	4	1	2	3	0	3	3	2	3	2	3	0	0	28
Plaid Cymru	1	2	1	2	1	0	0	2	1	1	2	1	2	2	1	2	1	1	0	31	0
Reform UK	23	22	22	8	7	79	1	5	43	28	18	7	15	27	29	16	25	30	23	18	18
Green	13	12	1	11	11	1	68	15	5	8	16	41	18	8	5	11	9	12	13	3	14
Your Party	0	0	0	1	1	0	2	0	0	1	0	0	1	0	0	0	0	1	0	3	0
Restore Britain	4	4	3	2	1	10	2	2	4	4	3	4	7	4	1	2	3	6	4	5	3
Other	1	2	0	1	2	2	1	2	1	2	2	1	2	1	1	1	1	3	2	3	0

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

Conservative	14	15	59	5	8	7	4	13	23	15	15	5	10	18	26	19	21	10	16	12	9
Labour	19	20	4	53	16	1	17	31	10	22	17	17	21	21	18	25	20	16	20	17	16
Liberal Democrat	6	6	1	4	39	0	2	10	3	6	6	6	6	5	7	7	5	5	6	6	2
Scottish National Party (SNP)	2	2	0	1	1	0	0	3	1	2	2	2	2	3	2	2	2	2	0	0	24
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	1	1	1	1	0	1	0	0	0	15	0
Reform UK	17	16	19	6	5	66	1	3	32	20	11	5	12	20	22	13	18	19	16	12	13
Green	10	11	0	10	11	2	58	13	4	8	13	30	12	6	4	9	8	10	11	5	9
Some other party	3	4	3	2	2	13	3	3	5	6	2	3	5	4	3	2	4	7	4	8	2
Would not vote	9	10	2	2	3	1	3	5	6	9	11	11	12	11	4	7	8	12	10	10	11
Don't know	14	13	11	15	12	10	8	14	12	8	17	11	13	11	13	13	12	12	13	9	12
Refused	4	4	2	3	4	0	4	2	2	3	4	9	6	1	0	2	3	5	4	6	3

YouGov Survey Results

Sample Size: 2417 GB Adults
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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2417	573	396	292	829
Unweighted Sample	2417	573	386	249	855
	%	%	%	%	%

	2 - 3 Aug	9 - 10 Aug				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>						
Con	19	21	18	23	25	24
Lab	22	24	32	22	35	18
Lib Dem	12	11	5	9	11	17
SNP	3	3	0	0	0	0
Plaid Cymru	1	2	0	0	0	0
Reform UK	23	22	24	27	8	25
Green	13	12	14	13	17	10
Your Party	0	0	0	0	1	0
Restore Britain	4	4	4	4	3	4
Other	1	2	2	2	0	2

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

Conservative	14	15	12	18	16	18
Labour	19	20	26	16	28	16
Liberal Democrat	6	6	2	6	8	9
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	17	16	15	19	7	18
Green	10	11	11	12	15	9
Some other party	3	4	5	4	2	4
Would not vote	9	10	12	11	7	9
Don't know	14	13	14	12	13	13
Refused	4	4	4	3	4	4

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	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
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Unweighted Sample	2417	371	675	235	273	152	956	826	1048	1369	203	825	728	661	973	541	524	2063	141	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	59	5	5	7	5	13	23	15	15	7	10	17	26	19	20	10	16	7	10
Labour	17	18	4	50	11	2	15	29	10	21	17	17	19	19	17	23	17	15	19	15	14
Liberal Democrat	9	8	2	6	52	1	1	13	4	8	8	7	8	7	9	10	7	6	8	5	4
Scottish National Party (SNP)	2	2	0	1	1	0	0	4	1	2	2	1	2	3	2	2	2	2	0	0	22
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	2	1	1	2	1	2	1	0	24	0	0
Reform UK	16	16	19	6	5	69	1	3	33	20	12	5	11	20	23	12	19	20	16	12	13
Green	11	11	1	10	10	2	59	14	4	9	12	26	13	6	4	9	9	10	11	2	10
Some other party	4	4	2	2	2	12	3	3	5	5	3	3	6	3	2	2	3	7	4	9	2
Would not vote	9	10	2	2	3	0	3	5	6	9	11	11	12	11	3	7	8	12	10	8	11
Don't know	12	11	9	13	7	8	8	12	10	8	15	12	12	10	11	10	11	12	12	11	9
Refused	4	4	3	3	3	0	6	2	2	3	5	11	6	2	1	3	3	5	4	7	5

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=82]

Workers Party GB	0	2	0	0	0	0	0	7	0	3	0	0	3	0	0	0	0	4	2	0	0
Social Democratic Party	1	1	0	0	0	3	0	0	0	2	0	0	2	0	0	0	0	2	1	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heritage Party	0	1	0	0	0	4	0	0	3	2	0	0	2	0	0	0	7	0	0	10	0
UK Independence Party (UKIP)	3	0	0	3	0	0	0	2	0	0	1	0	0	3	0	0	3	0	1	0	0
Your Party	5	7	0	20	16	0	29	8	7	11	0	0	10	3	6	7	0	10	5	28	0
Restore Britain	71	63	89	43	14	82	60	38	70	62	65	72	63	63	55	54	74	60	64	38	100
Some other party	14	24	0	34	70	11	11	45	19	21	31	28	20	26	39	40	17	23	27	15	0
Don't know	5	1	11	0	0	0	0	0	2	0	3	0	0	5	0	0	0	2	0	9	0
Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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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	%	%	%	%	%

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	18	19	17
Labour	17	18	26	16	27	14
Liberal Democrat	9	8	3	6	8	13
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	16	15	19	6	19
Green	11	11	12	11	14	9
Some other party	4	4	5	4	2	4
Would not vote	9	10	11	11	6	9
Don't know	12	11	11	11	11	12
Refused	4	4	4	3	6	4

And which of these parties would you vote for?

[Asked only to those who said 'Some other party';
n=82]

Workers Party GB	0	2	0	0	0	6
Social Democratic Party	1	1	3	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0
Heritage Party	0	1	0	0	0	0
UK Independence Party (UKIP)	3	0	0	0	0	1
Your Party	5	7	2	0	29	5
Restore Britain	71	63	60	74	67	62
Some other party	14	24	35	26	4	26
Don't know	5	1	0	0	0	0
Refused	2	0	0	0	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.

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+	290	261	10.8%
Men 50-64 high education	113	97	4%
Men 50-64 med education	105	104	4.3%
Men 50-64 low education	113	92	3.8%
Men 40-49 high education	63	77	3.2%
Men 40-49 med education	42	63	2.6%
Men 40-49 low education	22	48	2%
Men 25-39 high education	101	131	5.4%
Men 25-39 med & low education	108	167	6.9%
Men 18-24 high education	28	29	1.2%
Men 18-24 med & low education	63	99	4.1%
Women 65+	371	309	12.8%
Women 50-64 high education	138	102	4.2%
Women 50-64 med education	124	99	4.1%
Women 50-64 low education	135	104	4.3%
Women 40-49 high education	131	92	3.8%
Women 40-49 med education	65	60	2.5%
Women 40-49 low education	31	44	1.8%
Women 25-39 high education	162	164	6.8%
Women 25-39 med & low education	100	150	6.2%
Women 18-24 high education	29	36	1.5%
Women 18-24 med & low education	83	89	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	273	459	19.0%
Medium (3-7)	1482	1450	60.0%
High (8,9,10)	662	508	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	83	85	3.5%
North Lab	186	176	7.3%
North LD	34	29	1.2%
North Reform	77	70	2.9%
North Oth	56	48	2.0%
North DNV	137	164	6.8%
Midlands Con	63	82	3.4%
Midlands Lab	115	102	4.2%
Midlands LD	19	22	0.9%

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Midlands Reform	59	53	2.2%
Midlands Oth	39	31	1.3%
Midlands DNV	91	106	4.4%
London Con	25	44	1.8%
London Lab	82	92	3.8%
London LD	23	24	1.0%
London Reform	19	19	0.8%
London Oth	21	36	1.5%
London DNV	79	77	3.2%
South Con	161	191	7.9%
South Lab	206	164	6.8%
South LD	135	128	5.3%
South Reform	90	94	3.9%
South Oth	65	58	2.4%
South DNV	198	193	8.0%
Wales Con	16	15	0.6%
Wales Lab	31	31	1.3%
Wales LD	8	5	0.2%
Wales PC	17	12	0.5%
Wales Reform	16	15	0.6%
Wales Oth DNV	53	39	1.6%
Scotland Con	23	19	0.8%
Scotland Lab	55	56	2.3%
Scotland LD	16	15	0.6%
Scotland SNP	56	46	1.9%
Scotland Reform	12	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	44	58	2.4%
EU Referendum Vote (Election Result)			
Remain	961	822	35.1%
Leave	830	870	35.7%
Don't Know / Did Not Vote	626	725	29.2%

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Ethnicity (2021/22 Census)

White	2020	1987	82.2%
Asian	155	191	7.9%
Black	73	80	3.3%
Mixed	60	41	1.7%
Refused/Rather not say	80	73	3%
Other	29	46	1.9%

Socio-economic classssification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	353	321	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	620	498	20.6%
L7 Intermediate occupations	373	285	11.8%
L8 and L9 Small employers and own account workers	168	256	10.6%
L10 and L11 Lower supervisory and technical occupations	137	138	5.7%
L12 Semi-routine occupations	234	283	11.7%
L13 Routine occupations	153	302	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	254	205	8.5%
L15 Full-time students	125	128	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