

YouGov Survey Results

Sample Size: 2255 Adults in GB
Fieldwork: 15th - 16th June 2025

Weighted Sample Unweighted Sample		Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2255	284	385	243	459	406	580	207	244	792	805	1091	1164	237	931	557	530	1285	970	1951	108	196	534	370	273	773
	2255	278	434	269	454	390	660	231	242	917	796	1028	1227	168	866	595	626	1381	874	1961	111	183	511	403	263	784
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		8 - 9 Jun	15 - 16 Jun																								
Con	17	17	100	0	0	0	63	3	4	3	14	25	13	21	6	12	20	26	17	17	19	8	7	15	21	15	22
Lab	23	24	0	100	0	0	2	65	11	0	36	9	28	20	35	30	21	14	28	18	24	25	23	28	24	38	17
Lib Dem	15	15	0	0	100	0	3	13	75	1	21	8	13	16	15	14	17	14	16	14	16	12	10	12	8	16	21
SNP	3	4	0	0	0	0	1	0	2	0	6	1	3	4	4	5	2	3	3	4	0	0	41	0	0	0	0
Plaid Cymru	2	1	0	0	0	0	0	1	0	0	1	1	2	1	3	1	1	1	1	1	0	22	0	0	0	0	0
Reform UK	29	27	0	0	0	100	29	10	3	94	7	50	31	23	9	22	31	37	23	33	28	28	13	30	33	18	29
Green	10	10	0	0	0	0	1	7	5	1	13	3	7	12	26	12	6	5	10	10	11	5	5	12	13	11	9
Other	1	2	0	0	0	0	0	2	0	0	3	2	3	2	1	4	2	1	2	3	3	0	0	3	2	4	3

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	12	13	100	0	0	0	54	2	5	2	11	20	11	14	4	8	14	22	13	12	14	6	5	11	15	11	16
Labour	17	17	0	100	0	0	2	50	9	0	27	6	22	12	21	21	15	11	21	12	17	15	16	20	16	30	12
Liberal Democrat	10	11	0	0	100	0	2	11	63	1	16	6	11	10	11	10	12	11	12	9	11	8	7	9	6	12	15
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	4	1	2	2	3	3	1	2	2	2	0	0	25	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	2	1	1	1	1	0	0	19	0	0	0	0	0
Reform UK	20	20	0	0	0	100	26	8	3	84	6	41	25	16	8	16	23	31	17	24	21	21	10	22	25	13	22
Green	8	8	0	0	0	0	2	7	4	1	11	3	6	9	18	9	5	4	8	7	8	4	5	9	9	9	7
Some other party	1	2	0	0	0	0	1	1	0	1	2	2	2	2	0	3	1	1	1	2	2	0	0	2	2	3	2
Would not vote	13	11	0	0	0	0	1	5	1	3	6	8	8	14	15	13	13	5	9	14	11	14	10	13	11	7	12
Don't know	13	12	0	0	0	0	10	14	12	5	14	10	8	16	13	14	13	9	12	13	12	13	18	11	11	13	12
Refused	2	3	0	0	0	0	1	1	1	3	2	2	3	3	5	4	2	1	3	3	3	1	3	3	6	2	2

*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 Over 65	285	241	10.7%
Men 50-64 High education	91	83	3.7%
Men 50-64 Mid education	113	101	4.5%
Men 50-64 Low education	88	88	3.9%
Men 25-49 High education	223	212	9.4%
Men 25-49 Mid education	109	149	6.6%
Men 25-49 Low education	45	97	4.3%
Men Under 25 High education	17	23	1.0%
Men Under 25 Mid & Low education	57	97	4.3%
Women Over 65	341	289	12.8%
Women 50-64 High education	84	79	3.5%
Women 50-64 Mid education	130	115	5.1%
Women 50-64 Low education	89	90	4.0%
Women 25-49 High education	246	228	10.1%
Women 25-49 Mid education	185	160	7.1%
Women 25-49 Low education	58	86	3.8%
Women Under 25 High education	28	27	1.2%
Women Under 25 Mid & Low education	66	90	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	179	429	19.0%
Medium (3-7)	1469	1353	60.0%
High (8,9,10)	607	474	21.0%
Social Grade (NRS and 2011 census)			
AB	756	631	28.0%
C1	625	654	29.0%
C2	393	474	21.0%
DE	481	496	22.0%
EU Referendum Vote (Election Result)			
Remain	917	792	35.1%
Leave	796	805	35.7%
Don't Know / Did Not Vote	542	658	29.2%

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Region by 2024 Vote (Election Result and ONS Population estimates)

North Con	69	79	3.5%
North Lab	181	165	7.3%
North LD	32	27	1.2%
North Reform	67	65	2.9%
North Oth	53	45	2.0%
North DNV	109	153	6.8%
Midlands Con	89	77	3.4%
Midlands Lab	115	95	4.2%
Midlands LD	23	20	0.9%
Midlands Reform	52	50	2.2%
Midlands Oth	32	29	1.3%
Midlands DNV	92	99	4.4%
London Con	44	41	1.8%
London Lab	99	86	3.8%
London LD	26	23	1.0%
London Reform	9	18	0.8%
London Oth	31	34	1.5%
London DNV	54	72	3.2%
South Con	162	178	7.9%
South Lab	178	153	6.8%
South LD	132	120	5.3%
South Reform	93	88	3.9%
South Oth	58	54	2.4%
South DNV	161	180	8.0%
Wales Con	15	14	0.6%
Wales Lab	30	29	1.3%
Wales LD	5	5	0.2%
Wales PC	12	11	0.5%
Wales Reform	12	14	0.6%
Wales Oth DNV	37	36	1.6%
Scotland Con	11	18	0.8%
Scotland Lab	57	52	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	49	43	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	37	54	2.4%

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Ethnicity (2021/22 Census)

White	1873	1854	82.4%
Asian	153	178	7.8%
Black	73	74	3.3%
Mixed	55	38	1.7%
Refused/Rather not say	77	68	3.0%
Other	24	43	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