YouGov Survey Results

Sample Size: 2209 Adults in GB
Fieldwork: 13th - 14th July 2025

			Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		2209	266	334	234	466	177	398	568	203	239	119	775	789	1069	1140	232	912	546	519	1259	950	1911	106	192	524	362	267	758
Unweighted Sample		2209	260	364	261	463	193	380	615	220	242	129	865	800	977	1232	165	852	591	601	1370	839	1907	101	201	510	370	239	788
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	6-7 Jul	13-14 Jul	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	6-7 Jul	13-14 Jul	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Con	16	17	100	0	0	0	0	60	4	3	2	0	15	22	14	19	9	13	15	27	16	17	18	12	7	13	25	14	20
Lab	24	22	0	100	0	0	0	2	59	5	1	7	31	9	25	19	28	27	20	13	27	14	22	30	18	26	20	34	15
Lib Dem	15	16	0	0	100	0	0	4	15	77	1	3	24	8	14	17	20	14	17	15	17	14	17	5	12	14	11	10	23
SNP	3	3	0	0	0	0	0	0	1	1	0	0	5	1	4	2	0	5	3	1	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	1	1	1	1	1	2	1	0	1	1	1	0	20	0	0	0	0	0
Reform UK	26	28	0	0	0	100	0	32	6	8	95	4	7	54	31	24	8	22	34	37	21	37	28	24	22	33	28	16	29
Green	11	12	0	0	0	0	100	1	11	6	0	82	15	4	9	14	26	15	8	4	13	10	12	7	6	12	13	21	10
Other	3	3	0	0	0	0	0	1	3	0	2	4	2	2	2	3	6	2	3	1	2	4	3	1	3	3	2	5	2

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?

	6-7 Jul	13-14 Jul	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Conservative	12	12	100	0	0	0	0	52	4	3	2	0	12	18	11	14	5	9	12	23	13	12	13	10	6	9	16	11	15
Labour	17	16	0	100	0	0	0	1	48	5	1	7	25	7	18	14	17	18	15	11	20	11	16	23	13	19	13	25	12
Liberal Democrat	10	11	0	0	100	0	0	4	12	65	0	3	18	6	11	11	12	9	13	12	13	9	12	4	9	9	7	7	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	0	4	1	2	1	0	3	2	1	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0	1	1	1	0	1	1	1	0	14	0	0	0	0	0
Reform UK	19	22	0	0	0	100	0	29	5	7	88	4	6	45	25	18	7	15	28	33	18	27	22	19	18	25	22	11	24
Green	8	8	0	0	0	0	100	0	9	6	0	72	12	3	7	10	15	10	7	3	10	7	9	5	5	8	9	13	8
Some other party	2	2	0	0	0	0	0	1	2	0	1	3	2	1	1	2	3	1	3	1	1	3	2	1	3	2	1	3	2
Would not vote	13	12	0	0	0	0	0	1	5	2	3	0	6	7	11	12	18	17	7	5	9	15	12	7	9	14	14	16	9
Don't know	13	12	0	0	0	0	0	10	13	8	5	11	14	11	10	14	10	13	13	10	11	13	11	17	14	10	12	11	12
Refused	3	3	0	0	0	0	0	0	1	4	0	1	1	1	3	3	11	4	1	0	3	3	3	0	3	3	4	2	3

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.

www.yougov.co.uk

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 seperately 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	281	236	10.7%
Men 50-64 High education	87	82	3.7%
Men 50-64 Mid education	111	99	4.5%
Men 50-64 Low education	91	86	3.9%
Men 25-49 High education	207	208	9.4%
Men 25-49 Mid education	102	146	6.6%
Men 25-49 Low education	41	95	4.3%
Men Under 25 High education	19	22	1.0%
Men Under 25 Mid & Low education	38	95	4.3%
Women Over 65	320	283	12.8%
Women 50-64 High education	82	77	3.5%
Women 50-64 Mid education	122	113	5.1%
Women 50-64 Low education	98	88	4.0%
Women 25-49 High education	247	223	10.1%
Women 25-49 Mid education	183	157	7.1%
Women 25-49 Low education	72	84	3.8%
Women Under 25 High education	27	27	1.2%
Women Under 25 Mid & Low education	81	88	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	218	420	19.0%
Medium (3-7)	1434	1325	60.0%
High (8,9,10)	557	464	21.0%
Social Grade (NRS and 2011 census)			
AB	748	619	28.0%
C1	622	641	29.0%
C2	372	464	21.0%
DE	467	486	22.0%
EU Referendum Vote (Election Result)			
Remain	865	775	35.1%
Leave	800	789	35.7%
Don't Know / Did Not Vote	544	645	29.2%

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 seperately 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.

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

North Con	70	77	3.5%
North Lab	178	161	7.3%
North LD	31	27	1.2%
North Reform	61	64	2.9%
North Oth	48	44	2.0%
North DNV	122	150	6.8%
Midlands Con	70	75	3.4%
Midlands Lab	106	93	4.2%
Midlands LD	18	20	0.9%
Midlands Reform	55	49	2.2%
Midlands Oth	34	29	1.3%
Midlands DNV	87	97	4.4%
London Con	35	40	1.8%
London Lab	84	84	3.8%
London LD	23	22	1.0%
London Reform	13	18	0.8%
London Oth	30	33	1.5%
London DNV	54	71	3.2%
South Con	170	175	7.9%
South Lab	165	150	6.8%
South LD	128	117	5.3%
South Reform	93	86	3.9%
South Oth	59	53	2.4%
South DNV	173	177	8.0%
Wales Con	13	13	0.6%
Wales Lab	25	29	1.3%
Wales LD	5	4	0.2%
Wales PC	15	11	0.5%
Wales Reform	11	13	0.6%
Wales Oth DNV	32	35	1.6%
Scotland Con	22	18	0.8%
Scotland Lab	57	51	2.3%
Scotland LD	15	13	0.6%
Scotland SNP	40	42	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	50	53	2.4%

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 seperately 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.

Ethnicity (2021/22 Census)

White	**1843**	**1816**	**82.4%**
Asian	**156**	**175**	**7.8%**
Black	**61**	**73**	**3.3%**
Mixed	**50**	**38**	**1.7%**
Refused/Rather not say	**70**	**66**	**3.0%**
Other	**29**	**42**	**1.8%**