YouGov Survey Results

Sample Size: 2273 Adults in GB
Fieldwork: 20th - 21st 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	2273	264	354	231	462	186	409	584	209	245	134	798	811	1100	1173	239	939	561	534	1296	977	1966	109	198	539	373	275	780
Unweighted Sample	2273	264	386	254	461	201	384	639	222	254	140	903	851	968	1305	172	862	606	633	1389	884	1958	115	200	526	376	244	812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	13 - 14 Jul	20 - 21 Jul																										

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

	13-14 Jul	20-21 Jul (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
Con	17	**17**	100	0	0	0	0	63	4	4	2	3	14	23	16	18	5	13	18	25	19	13	18	6	11	14	16	17	21
Lab	22	**23**	0	100	0	0	0	2	60	4	2	5	33	9	24	21	27	27	22	16	26	18	23	22	17	32	20	30	17
Lib Dem	16	**15**	0	0	100	0	0	5	12	74	1	7	23	7	14	17	22	12	14	17	18	11	16	2	9	10	14	14	23
SNP	3	**3**	0	0	0	0	0	0	1	0	0	1	4	2	3	3	0	4	3	3	3	4	0	0	34	0	0	0	0
Plaid Cymru	1	**1**	0	0	0	0	0	1	2	0	0	2	2	1	1	1	1	1	2	1	1	2	0	27	0	0	0	0	0
Reform UK	28	**27**	0	0	0	100	0	28	10	7	89	10	7	51	31	23	8	27	29	30	20	36	27	26	21	30	33	18	26
Green	12	**11**	0	0	0	0	100	1	10	9	0	64	14	5	9	14	31	13	8	5	11	12	12	14	6	10	13	16	11
Other	3	**3**	0	0	0	0	0	1	2	1	5	9	2	3	3	4	6	4	3	2	2	6	4	4	2	4	4	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?

	13-14 Jul	20-21 Jul (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
Conservative	12	**12**	100	0	0	0	0	51	3	4	2	2	12	17	12	12	4	8	14	20	14	9	13	5	8	9	11	14	15
Labour	16	**16**	0	100	0	0	0	2	48	4	2	4	26	7	18	14	15	17	17	13	19	12	16	18	11	21	13	22	13
Liberal Democrat	11	**10**	0	0	100	0	0	4	9	61	1	5	18	5	10	11	13	8	11	14	13	7	11	1	7	7	8	10	16
Scottish National Party (SNP)	2	**2**	0	0	0	0	0	0	0	0	0	0	4	1	2	2	1	2	2	3	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	**1**	0	0	0	0	0	0	1	0	0	2	2	0	1	1	1	1	1	1	1	1	0	19	0	0	0	0	0
Reform UK	22	**21**	0	0	0	100	0	27	9	7	82	8	6	44	25	17	5	19	25	26	17	26	22	19	16	23	25	14	22
Green	8	**9**	0	0	0	0	100	1	8	8	1	59	13	4	7	10	18	9	8	4	9	8	9	8	6	7	9	13	9
Some other party	2	**2**	0	0	0	0	0	1	1	1	4	6	2	2	2	2	3	2	2	2	1	3	2	2	1	2	2	3	2
Would not vote	12	**12**	0	0	0	0	0	2	4	2	1	5	4	9	12	12	15	19	7	5	9	17	12	11	13	16	14	9	10
Don't know	12	**12**	0	0	0	0	0	11	14	14	7	7	13	10	8	15	14	11	12	11	12	11	12	3	11	12	14	10	11
Refused	3	**3**	0	0	0	0	0	1	2	1	1	2	2	1	2	4	11	4	1	2	3	4	3	1	3	4	4	4	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 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	**294**	**243**	**10.7%**
Men 50-64 High education	**89**	**84**	**3.7%**
Men 50-64 Mid education	**117**	**102**	**4.5%**
Men 50-64 Low education	**93**	**89**	**3.9%**
Men 25-49 High education	**148**	**214**	**9.4%**
Men 25-49 Mid education	**114**	**150**	**6.6%**
Men 25-49 Low education	**47**	**98**	**4.3%**
Men Under 25 High education	**11**	**23**	**1.0%**
Men Under 25 Mid & Low education	**55**	**98**	**4.3%**
Women Over 65	**339**	**291**	**12.8%**
Women 50-64 High education	**85**	**80**	**3.5%**
Women 50-64 Mid education	**129**	**116**	**5.1%**
Women 50-64 Low education	**93**	**91**	**4.0%**
Women 25-49 High education	**274**	**230**	**10.1%**
Women 25-49 Mid education	**184**	**161**	**7.1%**
Women 25-49 Low education	**95**	**86**	**3.8%**
Women Under 25 High education	**30**	**27**	**1.2%**
Women Under 25 Mid & Low education	**76**	**91**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**204**	**432**	**19.0%**
Medium (3-7)	**1474**	**1364**	**60.0%**
High (8,9,10)	**595**	**477**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**754**	**636**	**28.0%**
C1	**635**	**659**	**29.0%**
C2	**410**	**477**	**21.0%**
DE	**474**	**500**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**903**	**798**	**35.1%**
Leave	**851**	**811**	**35.7%**
Don't Know / Did Not Vote	**519**	**664**	**29.2%**

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

North Con	71	80	3.5%
North Lab	186	166	7.3%
North LD	27	27	1.2%
North Reform	69	66	2.9%
North Oth	48	45	2.0%
North DNV	125	155	6.8%
Midlands Con	78	77	3.4%
Midlands Lab	105	95	4.2%
Midlands LD	22	20	0.9%
Midlands Reform	50	50	2.2%
Midlands Oth	32	30	1.3%
Midlands DNV	89	100	4.4%
London Con	38	41	1.8%
London Lab	78	86	3.8%
London LD	24	23	1.0%
London Reform	19	18	0.8%
London Oth	26	34	1.5%
London DNV	59	73	3.2%
South Con	165	180	7.9%
South Lab	184	155	6.8%
South LD	129	120	5.3%
South Reform	93	89	3.9%
South Oth	62	55	2.4%
South DNV	179	182	8.0%
Wales Con	13	14	0.6%
Wales Lab	33	30	1.3%
Wales LD	4	5	0.2%
Wales PC	13	11	0.5%
Wales Reform	14	14	0.6%
Wales Oth DNV	38	36	1.6%
Scotland Con	19	18	0.8%
Scotland Lab	53	52	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	46	43	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	10	7	0.3%
Scotland DNV	47	55	2.4%

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Ethnicity (2021/22 Census)

White	**1923**	**1868**	**82.4%**
Asian	**151**	**180**	**7.8%**
Black	**72**	**75**	**3.3%**
Mixed	**54**	**39**	**1.7%**
Refused/Rather not say	**58**	**68**	**3.0%**
Other	**15**	**43**	**1.8%**