YouGov Survey Results

Sample Size: 2208 Adults in GB
Fieldwork: 27th - 28th July 2025

		20 - 21 Jul	27 - 28 Jul	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
	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
Weighted Sample	2208			257	327	197	459	178	397	567	203	238	135	775	788	1069	1139	232	912	545	519	1259	949
Unweighted Sample	2208			265	366	233	456	195	386	620	222	228	142	908	768	967	1241	167	855	570	616	1374	834
	%			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	20-21 Jul	27-28 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
Con	17	17	17	100	0	0	0	0	57	3	6	3	3	12	21	13	20	17	13	16	22	17	16
Lab	22	23	22	0	100	0	0	0	2	57	7	0	9	33	10	24	21	21	29	19	15	25	18
Lib Dem	14	15	14	0	0	100	0	0	4	12	72	0	4	20	6	14	14	26	12	12	13	17	10
SNP	3	3	3	0	0	0	0	0	0	1	1	0	1	5	1	3	3	2	2	3	3	2	3
Plaid Cymru	1	1	1	0	0	0	0	0	0	2	0	0	1	2	1	1	1	1	1	1	2	1	1
Reform UK	29	27	29	0	0	0	100	0	35	10	6	96	5	8	55	34	25	14	22	38	36	24	36
Green	11	11	11	0	0	0	0	100	1	11	6	1	67	15	3	9	12	14	15	7	6	10	11
Other	4	3	4	0	0	0	0	0	1	4	3	0	11	4	3	4	5	4	5	4	3	4	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?

	Total	20-21 Jul	27-28 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
Conservative	12	12	12	100	0	0	0	0	48	2	5	2	2	11	16	10	13	10	8	12	19	13	10
Labour	15	16	15	0	100	0	0	0	2	46	7	0	6	26	7	17	13	12	19	13	13	18	11
Liberal Democrat	9	10	9	0	0	100	0	0	3	9	57	0	3	15	4	9	9	14	8	9	10	12	6
Scottish National Party (SNP)	2	2	2	0	0	0	0	0	0	1	1	0	1	4	1	2	2	1	1	2	3	2	2
Plaid Cymru	1	1	1	0	0	0	0	0	0	1	0	0	1	1	0	1	1	0	1	1	1	1	1
Reform UK	21	21	21	0	0	0	100	0	32	8	7	87	5	7	44	26	17	7	15	29	30	19	25
Green	8	9	8	0	0	0	0	100	1	9	6	1	62	14	3	8	8	10	11	6	5	9	8
Some other party	3	2	3	0	0	0	0	0	0	3	2	0	8	3	2	3	3	2	3	3	2	3	2
Would not vote	12	12	12	0	0	0	0	0	2	3	0	1	1	5	9	12	13	13	17	10	6	8	18
Don't know	13	12	13	0	0	0	0	0	10	14	12	6	12	12	12	9	16	18	13	13	10	13	13
Refused	4	3	4	0	0	0	0	0	2	4	3	2	1	2	2	4	4	12	5	2	0	3	5

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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YouGov Survey Results

Sample Size: 2208 Adults in GB
Fieldwork: 27th - 28th July 2025

			Country			Region in England		
	Total	**England**	**Wales**	**Scotland**	**North**	**Midlands**	**London**	**Rest of South**
Weighted Sample	**2208**	1910	106	192	523	362	267	757
Unweighted Sample	**2208**	1919	107	182	512	373	286	748
	%	%	%	%	%	%	%	%

	20 - 21 Jul	**27 - 28 Jul**							

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

	20 - 21 Jul	**27 - 28 Jul**	England	Wales	Scotland	North	Midlands	London	Rest of South
Con	*17*	**17**	18	10	6	13	17	19	21
Lab	*23*	**22**	22	24	21	31	21	26	15
Lib Dem	*15*	**14**	15	5	8	10	9	15	21
SNP	*3*	**3**	0	0	31	0	0	0	0
Plaid Cymru	*1*	**1**	0	22	0	0	0	0	0
Reform UK	*27*	**29**	30	29	22	32	34	17	31
Green	*11*	**11**	11	3	9	11	15	15	8
Other	*3*	**4**	4	7	3	3	3	7	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?

	20 - 21 Jul	**27 - 28 Jul**	England	Wales	Scotland	North	Midlands	London	Rest of South
Conservative	*12*	**12**	13	6	5	8	12	13	16
Labour	*16*	**15**	15	17	15	20	15	20	10
Liberal Democrat	*10*	**9**	10	4	5	6	6	10	14
Scottish National Party (SNP)	*2*	**2**	0	0	21	0	0	0	0
Plaid Cymru	*1*	**1**	0	15	0	0	0	0	0
Reform UK	*21*	**21**	22	22	15	22	26	12	24
Green	*9*	**8**	9	2	7	9	10	11	7
Some other party	*2*	**3**	3	4	2	2	3	4	2
Would not vote	*12*	**12**	12	19	11	13	13	11	11
Don't know	*12*	**13**	13	11	11	12	12	15	13
Refused	*3*	**4**	4	1	7	7	1	4	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 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	**284**	**236**	**10.7%**
Men 50-64 High education	**86**	**82**	**3.7%**
Men 50-64 Mid education	**104**	**99**	**4.5%**
Men 50-64 Low education	**92**	**86**	**3.9%**
Men 25-49 High education	**182**	**208**	**9.4%**
Men 25-49 Mid education	**124**	**146**	**6.6%**
Men 25-49 Low education	**36**	**95**	**4.3%**
Men Under 25 High education	**15**	**22**	**1.0%**
Men Under 25 Mid & Low education	**44**	**95**	**4.3%**
Women Over 65	**332**	**283**	**12.8%**
Women 50-64 High education	**81**	**77**	**3.5%**
Women 50-64 Mid education	**120**	**113**	**5.1%**
Women 50-64 Low education	**87**	**88**	**4.0%**
Women 25-49 High education	**254**	**223**	**10.1%**
Women 25-49 Mid education	**179**	**157**	**7.1%**
Women 25-49 Low education	**80**	**84**	**3.8%**
Women Under 25 High education	**25**	**26**	**1.2%**
Women Under 25 Mid & Low education	**83**	**88**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**183**	**420**	**19.0%**
Medium (3-7)	**1456**	**1325**	**60.0%**
High (8,9,10)	**569**	**464**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**756**	**618**	**28.0%**
C1	**618**	**640**	**29.0%**
C2	**353**	**464**	**21.0%**
DE	**481**	**486**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**908**	**775**	**35.1%**
Leave	**768**	**788**	**35.7%**
Don't Know / Did Not Vote	**532**	**645**	**29.2%**

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

North Con	**76**	**77**	**3.5%**
North Lab	**182**	**161**	**7.3%**
North LD	**30**	**26**	**1.2%**
North Reform	**62**	**64**	**2.9%**
North Oth	**46**	**44**	**2.0%**
North DNV	**116**	**150**	**6.8%**
Midlands Con	**72**	**75**	**3.4%**
Midlands Lab	**111**	**93**	**4.2%**
Midlands LD	**19**	**20**	**0.9%**
Midlands Reform	**44**	**49**	**2.2%**
Midlands Oth	**34**	**29**	**1.3%**
Midlands DNV	**93**	**97**	**4.4%**
London Con	**42**	**40**	**1.8%**
London Lab	**86**	**84**	**3.8%**
London LD	**26**	**22**	**1.0%**
London Reform	**16**	**18**	**0.8%**
London Oth	**30**	**33**	**1.5%**
London DNV	**86**	**71**	**3.2%**
South Con	**159**	**174**	**7.9%**
South Lab	**164**	**150**	**6.8%**
South LD	**127**	**117**	**5.3%**
South Reform	**83**	**86**	**3.9%**
South Oth	**59**	**53**	**2.4%**
South DNV	**156**	**177**	**8.0%**
Wales Con	**16**	**13**	**0.6%**
Wales Lab	**29**	**29**	**1.3%**
Wales LD	**6**	**4**	**0.2%**
Wales PC	**10**	**11**	**0.5%**
Wales Reform	**14**	**13**	**0.6%**
Wales Oth DNV	**32**	**35**	**1.6%**
Scotland Con	**21**	**18**	**0.8%**
Scotland Lab	**48**	**51**	**2.3%**
Scotland LD	**14**	**13**	**0.6%**
Scotland SNP	**42**	**42**	**1.9%**
Scotland Reform	**9**	**9**	**0.4%**
Scotland Oth	**7**	**7**	**0.3%**
Scotland DNV	**41**	**53**	**2.4%**

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Ethnicity (2021/22 Census)

White	**1852**	**1815**	**82.4%**
Asian	**165**	**174**	**7.8%**
Black	**74**	**73**	**3.3%**
Mixed	**50**	**38**	**1.7%**
Refused/Rather not say	**30**	**66**	**3.0%**
Other	**37**	**42**	**1.8%**