

# YouGov Survey Results

Sample Size: 2472 Adults in GB  
Fieldwork: 3rd - 4th August 2025

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			
	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
Weighted Sample	2472	291	353	258	498	198	445	635	227	267	137	868	883	1196	1276	260	1021	611	581	1409	1063	2138	119	215
Unweighted Sample	2472	288	410	277	484	210	436	735	248	269	141	988	876	1062	1410	180	938	646	708	1587	885	2151	123	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	27 - 28 Jul		3 - 4 Aug																						
ouGov MRP																									
Con	17	17	100	0	0	0	0	63	2	3	6	4	13	25	15	19	6	12	19	26	16	17	18	9	11
Lab	22	21	0	100	0	0	0	3	59	6	1	4	34	6	23	20	26	25	20	14	26	15	22	23	15
Lib Dem	14	15	0	0	100	0	0	2	13	77	1	7	22	8	13	17	13	18	12	14	16	13	15	9	13
SNP	3	3	0	0	0	0	0	0	2	0	0	0	6	2	4	3	3	4	4	2	3	4	0	0	39
Plaid Cymru	1	1	0	0	0	0	0	0	2	0	0	1	2	1	2	1	0	1	1	2	2	1	0	27	0
Reform UK	29	27	0	0	0	100	0	31	8	7	91	1	6	52	29	25	21	22	32	34	22	35	29	26	14
Green	11	11	0	0	0	0	100	1	10	5	0	76	13	3	10	12	25	13	7	5	11	10	12	5	5
Other	4	4	0	0	0	0	0	0	5	1	1	7	4	3	5	4	7	4	5	3	4	5	5	1	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	12	12	100	0	0	0	0	52	1	4	5	3	11	19	12	12	4	8	14	21	13	11	13	7	8
Labour	15	15	15	0	100	0	0	0	2	45	5	0	3	25	5	16	13	17	16	15	11	19	9	15	15	12
Liberal Democrat	9	11	11	0	0	100	0	0	2	10	66	1	5	17	7	10	12	10	11	10	12	12	9	11	6	9
Scottish National Party (SNP)	2	2	2	0	0	0	0	0	0	1	0	0	0	4	1	3	2	1	2	3	2	2	2	0	0	25
Plaid Cymru	1	1	1	0	0	0	0	0	0	1	0	0	1	1	0	1	1	0	1	1	1	1	0	0	17	0
Reform UK	21	21	21	0	0	0	100	0	26	7	6	82	0	5	42	24	18	14	15	26	28	18	25	21	22	13
Green	8	8	8	0	0	0	0	100	1	9	4	0	67	12	3	8	9	18	9	7	5	9	7	9	5	4
Some other party	3	3	3	0	0	0	0	0	0	4	1	1	7	3	2	4	2	3	3	4	2	3	4	3	1	2
Would not vote	12	10	10	0	0	0	0	0	1	3	1	2	1	5	6	9	11	15	14	7	4	7	13	10	6	10
Don't know	13	14	14	0	0	0	0	0	15	16	10	7	10	14	14	11	17	12	15	14	13	13	15	14	19	14
Skipped	4	3	3	0	0	0	0	0	1	3	2	1	4	2	2	3	4	5	5	1	1	2	5	4	2	1

\*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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		Region in England				
		Total	North	Midlands	London	Rest of South
Weighted Sample	2472	586	405	299	848	
Unweighted Sample	2472	592	407	275	877	
	%	%	%	%	%	

27 - 28  
Jul

3 - 4  
Aug

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Con	17	17	14	21	16	19
Lab	22	21	27	19	34	16
Lib Dem	14	15	11	11	13	21
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	29	27	33	32	14	30
Green	11	11	11	12	18	10
Other	4	4	4	5	5	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?

Conservative	12	12	10	15	11	14
Labour	15	15	18	12	25	11
Liberal Democrat	9	11	7	8	11	16
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	21	21	25	24	11	21
Green	8	8	9	9	15	7
Some other party	3	3	3	4	4	3
Would not vote	12	10	12	12	4	10
Don't know	13	14	15	12	15	13
Skipped	4	3	1	4	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.

## 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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	322	264	10.7%
Men 50-64 High education	96	91	3.7%
Men 50-64 Mid education	125	111	4.5%
Men 50-64 Low education	95	96	3.9%
Men 25-49 High education	202	232	9.4%
Men 25-49 Mid education	119	163	6.6%
Men 25-49 Low education	39	106	4.3%
Men Under 25 High education	23	25	1.0%
Men Under 25 Mid & Low education	41	106	4.3%
Women Over 65	386	316	12.8%
Women 50-64 High education	92	87	3.5%
Women 50-64 Mid education	138	126	5.1%
Women 50-64 Low education	100	99	4.0%
Women 25-49 High education	288	250	10.1%
Women 25-49 Mid education	208	176	7.1%
Women 25-49 Low education	82	94	3.8%
Women Under 25 High education	31	30	1.2%
Women Under 25 Mid & Low education	85	99	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	203	470	19.0%
Medium (3-7)	1603	1483	60.0%
High (8,9,10)	666	519	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	880	692	28.0%
C1	707	717	29.0%
C2	407	519	21.0%
DE	478	544	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	988	868	35.1%
Leave	876	883	35.7%
Don't Know / Did Not Vote	608	722	29.2%

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

North Con	90	87	3.5%
North Lab	205	180	7.3%
North LD	32	30	1.2%
North Reform	72	72	2.9%
North Oth	49	49	2.0%
North DNV	144	168	6.8%
Midlands Con	83	84	3.4%
Midlands Lab	125	104	4.2%
Midlands LD	24	22	0.9%
Midlands Reform	55	54	2.2%
Midlands Oth	35	32	1.3%
Midlands DNV	85	109	4.4%
London Con	50	44	1.8%
London Lab	103	94	3.8%
London LD	25	25	1.0%
London Reform	22	20	0.8%
London Oth	26	37	1.5%
London DNV	49	79	3.2%
South Con	184	195	7.9%
South Lab	210	168	6.8%
South LD	143	131	5.3%
South Reform	94	96	3.9%
South Oth	65	59	2.4%
South DNV	181	198	8.0%
Wales Con	14	15	0.6%
Wales Lab	32	32	1.3%
Wales LD	6	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	15	15	0.6%
Wales Oth DNV	43	40	1.6%
Scotland Con	15	20	0.8%
Scotland Lab	60	57	2.3%
Scotland LD	18	15	0.6%
Scotland SNP	47	47	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	40	59	2.4%

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### Ethnicity (2021/22 Census)

White	<b>2039</b>	<b>2021</b>	<b>82.4%</b>
Asian	<b>176</b>	<b>188</b>	<b>7.8%</b>
Black	<b>87</b>	<b>95</b>	<b>3.3%</b>
Mixed	<b>71</b>	<b>70</b>	<b>1.7%</b>
Refused/Rather not say	<b>70</b>	<b>74</b>	<b>3.0%</b>
Other	<b>29</b>	<b>24</b>	<b>1.8%</b>

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](https://yougov.co.uk)