

YouGov Survey Results

Sample Size: 2392 Adults in GB
Fieldwork: 29th - 30th June 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	2392	272	394	238	456	191	431	615	220	258	138	840	854	1158	1234	251	988	591	562	1363	1029	2069	115	208	567	392	289	820
Unweighted Sample	2392	273	435	260	444	203	414	691	234	250	152	954	875	1026	1366	156	955	615	666	1498	894	2087	116	189	564	409	297	817
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	22 - 23 Jun	29 - 30 Jun																												
by YouGov																														
Con	17	17	100	0	0	0	0	61	3	6	7	1	13	25	16	19	6	15	16	27	19	15	18	11	12	13	17	16	23	
Lab	23	24	0	100	0	0	0	2	63	6	0	7	36	9	25	24	35	28	22	17	27	21	25	18	22	32	19	34	19	
Lib Dem	16	16	0	0	100	0	0	4	13	79	1	4	24	7	15	16	22	15	16	13	18	12	17	10	8	10	18	14	21	
SNP	3	3	0	0	0	0	0	0	1	0	0	1	4	1	4	2	1	4	2	2	3	3	0	0	32	0	0	0	0	
Plaid Cymru	1	1	0	0	0	0	0	1	2	0	0	1	2	1	1	1	1	1	2	0	1	1	0	23	0	0	0	0	0	
Reform UK	27	26	0	0	0	100	0	31	7	4	88	6	6	50	30	23	11	21	32	34	20	36	27	35	13	32	32	19	25	
Green	10	10	0	0	0	0	100	1	10	5	1	76	13	5	9	12	24	13	8	5	10	10	11	3	9	10	11	14	10	
Other	3	2	0	0	0	0	0	2	1	0	3	4	2	2	1	3	1	2	3	1	2	3	2	0	2	2	2	3	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?

Conservative	12	12	100	0	0	0	0	48	2	5	6	1	10	17	12	12	4	9	11	21	14	9	12	6	8	9	12	11	16
Labour	17	17	0	100	0	0	0	2	49	6	0	6	29	6	19	16	22	18	16	14	20	13	17	10	15	22	13	23	14
Liberal Democrat	11	10	0	0	100	0	0	3	10	61	2	3	17	5	11	10	15	9	11	10	13	7	11	6	5	6	11	8	16
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	0	3	1	3	1	0	3	2	1	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	1	0	1	1	1	1	1	0	1	0	0	14	0	0	0	0	0
Reform UK	20	20	0	0	0	100	0	28	5	4	82	5	5	41	24	16	6	13	25	31	16	24	20	26	10	22	24	13	20
Green	8	8	0	0	0	0	100	1	8	4	1	69	11	4	7	9	16	9	6	5	9	7	9	1	7	7	9	11	9
Some other party	2	1	0	0	0	0	0	1	1	0	2	2	2	1	1	2	1	1	2	1	1	2	1	0	1	1	1	2	1
Would not vote	12	13	0	0	0	0	0	2	4	3	1	2	5	7	13	13	20	19	8	5	9	19	13	13	16	17	12	12	11
Don't know	11	14	0	0	0	0	0	15	16	16	5	10	13	16	9	17	8	14	17	11	13	14	13	19	13	14	13	14	13
Refused	4	3	0	0	0	0	0	1	2	1	1	1	2	1	2	4	7	4	1	1	3	2	3	3	3	2	5	6	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	307	256	10.7%
Men 50-64 High education	86	89	3.7%
Men 50-64 Mid education	113	108	4.5%
Men 50-64 Low education	95	93	3.9%
Men 25-49 High education	208	225	9.4%
Men 25-49 Mid education	128	158	6.6%
Men 25-49 Low education	35	103	4.3%
Men Under 25 High education	14	24	1.0%
Men Under 25 Mid & Low education	40	103	4.3%
Women Over 65	359	306	12.8%
Women 50-64 High education	88	84	3.5%
Women 50-64 Mid education	128	122	5.1%
Women 50-64 Low education	105	96	4.0%
Women 25-49 High education	285	242	10.1%
Women 25-49 Mid education	209	170	7.1%
Women 25-49 Low education	90	91	3.8%
Women Under 25 High education	29	29	1.2%
Women Under 25 Mid & Low education	73	96	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	229	455	19.0%
Medium (3-7)	1538	1435	60.0%
High (8,9,10)	625	502	21.0%
Social Grade (NRS and 2011 census)			
AB	821	670	28.0%
C1	677	694	29.0%
C2	364	502	21.0%
DE	530	526	22.0%
EU Referendum Vote (Election Result)			
Remain	954	840	35.1%
Leave	875	854	35.7%
Don't Know / Did Not Vote	563	698	29.2%

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

North Con	75	84	3.5%
North Lab	197	175	7.3%
North LD	28	29	1.2%
North Reform	66	69	2.9%
North Oth	60	48	2.0%
North DNV	138	163	6.8%
Midlands Con	84	81	3.4%
Midlands Lab	117	100	4.2%
Midlands LD	24	22	0.9%
Midlands Reform	49	53	2.2%
Midlands Oth	38	31	1.3%
Midlands DNV	97	105	4.4%
London Con	46	43	1.8%
London Lab	99	91	3.8%
London LD	29	24	1.0%
London Reform	19	19	0.8%
London Oth	37	36	1.5%
London DNV	67	77	3.2%
South Con	176	189	7.9%
South Lab	192	163	6.8%
South LD	132	127	5.3%
South Reform	91	93	3.9%
South Oth	58	57	2.4%
South DNV	168	191	8.0%
Wales Con	14	14	0.6%
Wales Lab	31	31	1.3%
Wales LD	5	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	38	38	1.6%
Scotland Con	19	19	0.8%
Scotland Lab	55	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	46	45	1.9%
Scotland Reform	10	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	36	57	2.4%

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Ethnicity (2021/22 Census)

White	1955	1966	82.4%
Asian	196	189	7.8%
Black	80	79	3.3%
Mixed	65	41	1.7%
Refused/Rather not say	73	72	3.0%
Other	23	45	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