YouGov Survey Results

Sample Size: 2513 adults in GB
Fieldwork: 6th - 7th July 2025

		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
Weighetd Sample	**2513**	303	407	243	467	198	452	646	231	271	144	882	897	1216	1297	264	1038	621	591	1432	1081
Unweighted Sample	**2513**	282	430	265	470	219	400	687	245	275	156	979	849	1080	1433	208	963	657	685	1549	964
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	29-30 Jun	6-7 July	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

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

	29-30 Jun	6-7 July	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	16	100	0	0	0	0	62	3	4	2	3	14	22	15	18	6	13	17	25	18	14
Lab	24	24	0	100	0	0	0	4	64	4	3	6	34	10	26	23	33	31	21	15	26	22
Lib Dem	16	15	0	0	100	0	0	3	11	77	1	7	22	7	14	16	21	13	15	14	17	11
SNP	3	3	0	0	0	0	0	1	2	1	0	3	5	1	3	4	2	3	4	4	4	3
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	2	1	1	1	1	1	2	1	1	1
Reform UK	26	26	0	0	0	100	0	29	7	6	90	5	6	51	31	22	9	23	29	35	20	35
Green	10	11	0	0	0	0	100	2	10	5	2	75	13	5	8	14	25	14	8	6	11	12
Other	2	3	0	0	0	0	0	0	2	3	1	3	3	2	3	2	4	3	4	1	2	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?

	29-30 Jun	6-7 July	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	100	0	0	0	0	55	3	3	2	3	12	18	12	13	4	9	14	21	14	10
Labour	17	17	0	100	0	0	0	3	50	3	3	4	27	7	18	15	20	19	15	13	19	14
Liberal Democrat	10	10	0	0	100	0	0	2	8	64	1	5	17	5	9	10	12	8	10	11	12	7
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	1	0	1	4	1	2	2	1	2	3	3	2	1
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	1	0	1	1	0	1	1	0	1	0
Reform UK	20	19	0	0	0	100	0	27	6	5	79	4	5	41	23	15	6	14	23	31	16	23
Green	8	8	0	0	0	0	100	1	8	5	1	66	12	4	7	10	16	9	7	5	8	8
Some other party	1	2	0	0	0	0	0	0	1	2	1	2	2	2	2	1	2	2	2	1	2	2
Would not vote	13	13	0	0	0	0	0	1	4	2	3	6	6	8	13	13	17	19	11	3	9	18
Don't know	14	13	0	0	0	0	0	8	15	12	8	9	12	12	10	16	18	14	12	10	13	13
Refused	3	3	0	0	0	0	0	1	3	3	2	1	2	2	3	3	5	4	2	1	3	4

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: 2513 adults in GB
Fieldwork: 6th - 7th July 2025

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighetd Sample	2513	2174	121	219	596	412	304	862
Unweighted Sample	2513	2188	121	204	610	418	279	881
	%	%	%	%	%	%	%	%

	29-30 Jun	6-7 July							

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

	29-30 Jun	6-7 July	England	Wales	Scotland	North	Midlands	London	Rest of South
Con	17	16	18	11	5	14	18	17	20
Lab	24	24	25	25	20	31	27	32	18
Lib Dem	16	15	15	3	12	9	9	16	22
SNP	3	3	0	0	40	0	0	0	0
Plaid Cymru	1	1	0	24	0	0	0	0	0
Reform UK	26	26	27	30	17	31	31	14	26
Green	10	11	12	6	4	11	13	18	11
Other	2	3	3	1	2	4	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?

	29-30 Jun	6-7 July	England	Wales	Scotland	North	Midlands	London	Rest of South
Conservative	12	12	13	9	5	10	13	14	15
Labour	17	17	17	19	13	21	17	22	12
Liberal Democrat	10	10	10	4	9	6	6	10	16
Scottish National Party (SNP)	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	14	0	0	0	0	0
Reform UK	20	19	20	22	14	21	23	10	20
Green	8	8	9	3	4	8	8	14	8
Some other party	1	2	2	1	2	2	1	2	1
Would not vote	13	13	13	10	12	16	14	11	12
Don't know	14	13	13	16	17	11	15	12	13
Refused	3	3	3	1	2	3	3	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	316	269	10.7%
Men 50-64 High education	100	93	3.7%
Men 50-64 Mid education	119	113	4.5%
Men 50-64 Low education	101	98	3.9%
Men 25-49 High education	179	236	9.4%
Men 25-49 Mid education	137	166	6.6%
Men 25-49 Low education	46	108	4.3%
Men Under 25 High education	23	25	1.0%
Men Under 25 Mid & Low education	59	108	4.3%
Women Over 65	369	322	12.8%
Women 50-64 High education	85	88	3.5%
Women 50-64 Mid education	143	128	5.1%
Women 50-64 Low education	109	101	4.0%
Women 25-49 High education	293	254	10.1%
Women 25-49 Mid education	208	178	7.1%
Women 25-49 Low education	100	95	3.8%
Women Under 25 High education	32	30	1.2%
Women Under 25 Mid & Low education	94	101	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	237	478	19.0%
Medium (3-7)	1616	1508	60.0%
High (8,9,10)	660	528	21.0%
Social Grade (NRS and 2011 census)			
AB	874	704	28.0%
C1	675	729	29.0%
C2	409	528	21.0%
DE	555	553	22.0%
EU Referendum Vote (Election Result)			
Remain	979	882	35.1%
Leave	849	897	35.7%
Don't Know / Did Not Vote	685	734	29.2%

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

North Con	82	88	3.5%
North Lab	203	183	7.3%
North LD	31	30	1.2%
North Reform	77	73	2.9%
North Oth	55	50	2.0%
North DNV	162	171	6.8%
Midlands Con	80	85	3.4%
Midlands Lab	120	106	4.2%
Midlands LD	24	23	0.9%
Midlands Reform	51	55	2.2%
Midlands Oth	39	33	1.3%
Midlands DNV	104	111	4.4%
London Con	45	45	1.8%
London Lab	88	95	3.8%
London LD	21	25	1.0%
London Reform	22	20	0.8%
London Oth	33	38	1.5%
London DNV	70	80	3.2%
South Con	162	199	7.9%
South Lab	194	171	6.8%
South LD	149	133	5.3%
South Reform	100	98	3.9%
South Oth	70	60	2.4%
South DNV	206	201	8.0%
Wales Con	15	15	0.6%
Wales Lab	31	33	1.3%
Wales LD	5	5	0.2%
Wales PC	15	13	0.5%
Wales Reform	14	15	0.6%
Wales Oth DNV	41	40	1.6%
Scotland Con	16	20	0.8%
Scotland Lab	51	58	2.3%
Scotland LD	15	15	0.6%
Scotland SNP	50	48	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	8	8	0.3%
Scotland DNV	53	60	2.4%

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Ethnicity (2021/22 Census)

White	**2065**	**2066**	**82.4%**
Asian	**191**	**199**	**7.8%**
Black	**82**	**83**	**3.3%**
Mixed	**62**	**43**	**1.7%**
Refused/Rather not say	**81**	**75**	**3.0%**
Other	**32**	**48**	**1.8%**