YouGov Survey Results

Sample Size: 2501 Adults in GB
Fieldwork: 10th - 11th 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	**2501**	307	376	255	521	189	450	643	230	270	150	878	893	1211	1290	263	1033	618	588	1426	1075	2163	120	218
Unweighted Sample	**2501**	285	409	283	491	203	405	704	251	268	165	1006	870	1086	1415	214	933	646	708	1556	945	2159	122	220
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3-4 Aug	**10-11 Aug**																							

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

	3-4 Aug	**10-11 Aug**	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
Con	*17*	**17**	100	0	0	0	0	61	4	3	4	3	13	25	16	18	10	13	18	25	17	17	18	8	11
Lab	*21*	**21**	0	100	0	0	0	2	57	5	0	3	32	9	20	22	20	24	21	15	24	16	22	16	11
Lib Dem	*15*	**16**	0	0	100	0	0	3	12	80	2	6	21	7	15	16	25	16	11	16	18	12	16	5	13
SNP	*3*	**3**	0	0	0	0	0	0	3	0	0	0	6	1	4	3	1	3	4	3	3	4	0	0	37
Plaid Cymru	*1*	**1**	0	0	0	0	0	0	1	0	0	0	2	1	1	1	0	1	1	1	1	1	0	20	0
Reform UK	*27*	**28**	0	0	0	100	0	31	10	6	92	3	8	50	32	24	12	24	35	33	22	36	28	39	19
Green	*11*	**10**	0	0	0	0	100	3	8	4	0	69	12	5	8	11	20	13	7	4	10	10	11	6	4
Other	*4*	**5**	0	0	0	0	0	0	5	1	2	16	5	3	4	6	12	6	4	2	4	5	5	6	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?

	3-4 Aug	**10-11 Aug**	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
Conservative	*12*	**13**	100	0	0	0	0	53	3	4	4	2	11	20	13	13	8	9	14	21	14	11	14	6	9
Labour	*15*	**16**	0	100	0	0	0	1	48	5	0	3	26	8	16	15	13	18	15	13	19	11	16	11	10
Liberal Democrat	*11*	**10**	0	0	100	0	0	3	9	64	2	4	16	5	11	10	15	10	8	12	13	7	11	4	9
Scottish National Party (SNP)	*2*	**2**	0	0	0	0	0	0	1	0	0	0	4	0	2	2	1	2	2	2	2	2	0	0	23
Plaid Cymru	*1*	**1**	0	0	0	0	0	0	1	0	0	0	1	0	1	1	0	1	1	1	1	0	0	13	0
Reform UK	*21*	**21**	0	0	0	100	0	27	8	6	84	2	7	41	26	17	9	17	26	28	18	25	21	28	15
Green	*8*	**8**	0	0	0	0	100	2	8	4	1	61	11	4	7	9	14	9	6	4	8	8	8	4	5
Some other party	*3*	**4**	0	0	0	0	0	0	4	1	2	13	4	2	3	4	8	4	3	2	3	4	3	4	5
Would not vote	*10*	**12**	0	0	0	0	0	1	3	5	0	2	5	7	11	12	14	14	11	6	8	17	12	14	10
Don't know	*14*	**11**	0	0	0	0	0	11	13	10	5	12	13	11	8	14	11	12	12	10	11	12	11	14	11
Refused	*3*	**3**	0	0	0	0	0	1	1	1	3	1	1	1	2	4	8	3	1	1	2	4	3	1	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.

www.yougov.co.uk

YouGov Survey Results

Sample Size: 2501 Adults in GB
Fieldwork: 10th - 11th August 2025

		Region in England			
	Total	**North**	**Midlands**	**London**	**Rest of South**
Weighted Sample	**2501**	593	410	303	858
Unweighted Sample	**2501**	589	425	282	863
	%	%	%	%	%

	3-4 Aug	**10-11 Aug**				

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

	3-4 Aug	**10-11 Aug**	North	Midlands	London	Rest of South
Con	*17*	**17**	14	21	17	20
Lab	*21*	**21**	26	22	30	16
Lib Dem	*15*	**16**	12	14	15	21
SNP	*3*	**3**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*27*	**28**	33	32	13	29
Green	*11*	**10**	9	9	19	9
Other	*4*	**5**	5	2	7	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?

	3-4 Aug	**10-11 Aug**	North	Midlands	London	Rest of South
Conservative	*12*	**13**	10	16	12	15
Labour	*15*	**16**	20	15	22	13
Liberal Democrat	*11*	**10**	8	9	10	15
Scottish National Party (SNP)	*2*	**2**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*21*	**21**	25	25	10	22
Green	*8*	**8**	7	7	14	8
Some other party	*3*	**4**	4	2	5	4
Would not vote	*10*	**12**	12	13	11	10
Don't know	*14*	**11**	11	11	12	11
Refused	*3*	**3**	3	3	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.

www.yougov.co.uk

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	**321**	**268**	**10.7%**
Men 50-64 High education	**97**	**93**	**3.7%**
Men 50-64 Mid education	**117**	**113**	**4.5%**
Men 50-64 Low education	**101**	**98**	**3.9%**
Men 25-49 High education	**196**	**235**	**9.4%**
Men 25-49 Mid education	**124**	**165**	**6.6%**
Men 25-49 Low education	**45**	**108**	**4.3%**
Men Under 25 High education	**24**	**25**	**1.0%**
Men Under 25 Mid & Low education	**61**	**108**	**4.3%**
Women Over 65	**387**	**320**	**12.8%**
Women 50-64 High education	**83**	**88**	**3.5%**
Women 50-64 Mid education	**143**	**128**	**5.1%**
Women 50-64 Low education	**105**	**100**	**4.0%**
Women 25-49 High education	**277**	**253**	**10.1%**
Women 25-49 Mid education	**211**	**178**	**7.1%**
Women 25-49 Low education	**80**	**95**	**3.8%**
Women Under 25 High education	**33**	**30**	**1.2%**
Women Under 25 Mid & Low education	**96**	**100**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**201**	**475**	**19.0%**
Medium (3-7)	**1632**	**1501**	**60.0%**
High (8,9,10)	**668**	**525**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**873**	**700**	**28.0%**
C1	**683**	**725**	**29.0%**
C2	**384**	**525**	**21.0%**
DE	**561**	**550**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**1006**	**878**	**35.1%**
Leave	**870**	**893**	**35.7%**
Don't Know / Did Not Vote	**625**	**730**	**29.2%**

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.

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

North Con	88	88	3.5%
North Lab	202	183	7.3%
North LD	32	30	1.2%
North Reform	72	73	2.9%
North Oth	58	50	2.0%
North DNV	137	170	6.8%
Midlands Con	77	85	3.4%
Midlands Lab	117	105	4.2%
Midlands LD	24	23	0.9%
Midlands Reform	57	55	2.2%
Midlands Oth	42	33	1.3%
Midlands DNV	108	110	4.4%
London Con	42	45	1.8%
London Lab	87	95	3.8%
London LD	30	25	1.0%
London Reform	20	20	0.8%
London Oth	28	38	1.5%
London DNV	75	80	3.2%
South Con	165	198	7.9%
South Lab	202	170	6.8%
South LD	144	133	5.3%
South Reform	94	98	3.9%
South Oth	69	60	2.4%
South DNV	189	200	8.0%
Wales Con	13	15	0.6%
Wales Lab	35	33	1.3%
Wales LD	5	5	0.2%
Wales PC	14	13	0.5%
Wales Reform	16	15	0.6%
Wales Oth DNV	39	40	1.6%
Scotland Con	20	20	0.8%
Scotland Lab	61	58	2.3%
Scotland LD	16	15	0.6%
Scotland SNP	53	48	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	8	8	0.3%
Scotland DNV	53	60	2.4%

YouGov

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.

Ethnicity (2021/22 Census)

White	**2037**	**2056**	**82.4%**
Asian	**182**	**198**	**7.8%**
Black	**95**	**83**	**3.3%**
Mixed	**71**	**43**	**1.7%**
Refused/Rather not say	**83**	**75**	**3.0%**
Other	**33**	**48**	**1.8%**