

# YouGov Survey Results

Sample Size: 2394 Adults in GB  
Fieldwork: 17th - 18th 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	2394	286	353	238	494	164	431	615	220	259	129	840	855	1159	1235	251	989	591	563	1365	1029	2071	115	208
Unweighted Sample	2394	281	388	271	467	192	404	679	246	254	153	975	833	1034	1360	188	899	639	668	1479	915	2086	117	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	10 - 11 Aug	17 - 18 Aug																								
d by YouGov																										
Con	17	18	100	0	0	0	0	64	3	3	6	4	15	24	16	19	9	15	16	26	19	16	19	7	10	
Lab	21	21	0	100	0	0	0	1	59	3	0	10	32	6	23	20	38	23	20	14	25	16	22	20	16	
Lib Dem	16	15	0	0	100	0	0	4	13	73	1	6	20	8	12	17	21	13	16	13	16	13	15	7	10	
SNP	3	3	0	0	0	0	0	0	1	1	1	1	5	2	3	3	4	3	5	3	3	4	0	0	38	
Plaid Cymru	1	1	0	0	0	0	0	0	1	1	0	0	2	1	1	1	0	2	1	1	1	1	0	25	0	
Reform UK	28	28	0	0	0	100	0	29	10	10	89	3	8	54	32	24	7	25	31	36	21	38	29	29	19	
Green	10	10	0	0	0	0	100	1	9	5	0	65	14	4	8	12	14	14	9	3	11	9	10	12	3	
Other	5	4	0	0	0	0	0	1	4	4	3	11	5	3	5	4	7	5	4	3	5	4	5	1		

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	13	12	100	0	0	0	0	52	2	2	5	3	12	17	12	12	6	10	11	20	14	10	13	5	7
Labour	16	15	0	100	0	0	0	1	48	3	0	9	26	4	17	14	22	16	15	12	19	10	16	16	13
Liberal Democrat	10	10	0	0	100	0	0	3	9	63	1	5	16	6	9	11	12	8	12	11	12	8	11	5	8
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	1	0	0	3	1	2	2	2	1	3	2	2	2	0	0	23
Plaid Cymru	1	1	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0	1	0	1	1	1	0	17	0
Reform UK	21	22	0	0	0	100	0	27	8	9	82	3	7	45	27	17	5	18	26	30	16	28	22	22	15
Green	8	7	0	0	0	0	100	0	7	5	0	58	11	2	6	8	8	9	7	3	8	6	7	9	2
Some other party	4	3	0	0	0	0	0	0	3	3	2	10	4	2	4	2	4	3	3	2	3	2	3	1	2
Would not vote	12	12	0	0	0	0	0	1	4	1	1	2	4	8	10	13	17	16	8	5	10	14	12	9	8
Don't know	11	14	0	0	0	0	0	13	16	11	7	10	15	13	10	17	16	13	14	13	13	14	13	12	19
Refused	3	3	0	0	0	0	0	2	1	2	2	1	1	2	2	4	8	4	1	1	2	4	3	3	3

\*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	2394	567	393	290	821
Unweighted Sample	2394	564	407	271	844
	%	%	%	%	%

	10 - 11 Aug	17 - 18 Aug				
<b>HEADLINE VOTING INTENTION</b>						
<b>Westminster Voting Intention</b>						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	17	18	16	21	20	20
Lab	21	21	26	21	35	15
Lib Dem	16	15	9	12	16	21
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	28	28	32	33	11	30
Green	10	10	11	10	11	10
Other	5	4	7	4	7	3

<b>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?</b>						
Conservative	13	12	10	15	13	14
Labour	16	15	18	14	27	11
Liberal Democrat	10	10	6	8	11	15
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	21	22	24	25	9	24
Green	8	7	8	7	8	7
Some other party	4	3	4	2	4	2
Would not vote	12	12	14	12	13	10
Don't know	11	14	13	11	12	14
Refused	3	3	3	5	2	2

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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 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	297	256	10.7%
Men 50-64 High education	89	89	3.7%
Men 50-64 Mid education	125	108	4.5%
Men 50-64 Low education	97	93	3.9%
Men 25-49 High education	199	225	9.4%
Men 25-49 Mid education	112	158	6.6%
Men 25-49 Low education	41	103	4.3%
Men Under 25 High education	23	24	1.0%
Men Under 25 Mid & Low education	51	103	4.3%
Women Over 65	371	306	12.8%
Women 50-64 High education	91	84	3.5%
Women 50-64 Mid education	132	122	5.1%
Women 50-64 Low education	105	96	4.0%
Women 25-49 High education	269	242	10.1%
Women 25-49 Mid education	198	170	7.1%
Women 25-49 Low education	80	91	3.8%
Women Under 25 High education	31	29	1.2%
Women Under 25 Mid & Low education	83	96	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	211	455	19.0%
Medium (3-7)	1566	1436	60.0%
High (8,9,10)	617	503	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	807	670	28.0%
C1	672	694	29.0%
C2	402	503	21.0%
DE	513	527	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	975	840	35.1%
Leave	833	855	35.7%
Don't Know / Did Not Vote	586	699	29.2%

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

North Con	87	84	3.5%
North Lab	196	175	7.3%
North LD	33	29	1.2%
North Reform	65	69	2.9%
North Oth	58	48	2.0%
North DNV	125	163	6.8%
Midlands Con	76	81	3.4%
Midlands Lab	124	101	4.2%
Midlands LD	24	22	0.9%
Midlands Reform	52	53	2.2%
Midlands Oth	38	31	1.3%
Midlands DNV	93	105	4.4%
London Con	35	43	1.8%
London Lab	90	91	3.8%
London LD	28	24	1.0%
London Reform	16	19	0.8%
London Oth	38	36	1.5%
London DNV	64	77	3.2%
South Con	179	189	7.9%
South Lab	185	163	6.8%
South LD	138	127	5.3%
South Reform	99	93	3.9%
South Oth	64	57	2.4%
South DNV	179	192	8.0%
Wales Con	15	14	0.6%
Wales Lab	31	31	1.3%
Wales LD	7	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	36	38	1.6%
Scotland Con	12	19	0.8%
Scotland Lab	53	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	51	45	1.9%
Scotland Reform	6	10	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	45	57	2.4%

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### Ethnicity (2021/22 Census)

White	<b>1985</b>	<b>1968</b>	<b>82.4%</b>
Asian	<b>175</b>	<b>189</b>	<b>7.8%</b>
Black	<b>74</b>	<b>79</b>	<b>3.3%</b>
Mixed	<b>65</b>	<b>41</b>	<b>1.7%</b>
Refused/Rather not say	<b>69</b>	<b>72</b>	<b>3.0%</b>
Other	<b>26</b>	<b>45</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)