

YouGov Survey Results

Sample Size: 2439 Adults in GB
Fieldwork: 25th - 26th 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	2439	286	333	261	518	194	439	627	224	263	134	856	871	1180	1259	256	1007	602	573	1390	1049	2110	117	212
Unweighted Sample	2439	264	374	290	482	216	339	689	226	238	149	1037	789	1073	1366	179	943	673	644	1530	909	2090	119	230
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		17 - 18 Aug	25 - 26 Aug																						
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
[Headline voting intention projected by YouGov MRP model]																									
Con	18	17	100	0	0	0	0	60	6	4	3	3	16	22	15	20	3	12	19	29	18	16	18	15	9
Lab	21	20	0	100	0	0	0	1	54	3	1	10	28	8	22	18	38	24	14	12	23	16	21	7	17
Lib Dem	15	16	0	0	100	0	0	5	13	78	0	12	23	10	15	18	18	15	17	16	19	12	17	5	11
SNP	3	3	0	0	0	0	0	0	1	1	0	1	5	1	3	3	3	4	1	2	2	4	0	0	32
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	2	0	1	1	1	1	1	1	1	1	0	23	0
Reform UK	28	28	0	0	0	100	0	30	9	10	93	3	8	52	32	24	11	23	36	34	22	36	29	31	19
Green	10	11	0	0	0	0	100	1	12	2	1	65	13	4	9	12	21	15	7	4	11	9	10	16	8
Other	4	4	0	0	0	0	0	2	4	1	2	6	5	3	4	4	4	6	3	2	3	5	4	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?																									
Conservative	12	12	100	0	0	0	0	49	5	3	3	2	13	16	11	13	3	8	14	21	14	10	13	11	6
Labour	15	14	0	100	0	0	0	1	42	3	1	8	22	6	16	12	22	16	11	9	17	10	15	5	9
Liberal Democrat	10	11	0	0	100	0	0	4	10	64	0	9	17	7	11	12	12	10	12	12	14	8	12	3	7
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	0	0	1	4	0	2	2	2	3	1	1	2	2	0	0	23
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	1	1	0	14	0
Reform UK	22	22	0	0	0	100	0	26	7	10	87	3	7	43	27	17	7	16	30	29	19	26	22	26	13
Green	7	8	0	0	0	0	100	1	10	2	1	59	12	3	7	9	15	11	6	3	9	7	8	12	6
Some other party	3	3	0	0	0	0	0	1	3	1	1	5	3	2	3	3	3	4	2	2	2	3	3	1	2
Would not vote	12	12	0	0	0	0	0	2	5	2	1	2	6	8	12	12	20	15	8	8	9	17	12	13	13
Don't know	14	13	0	0	0	0	0	14	16	13	5	6	13	13	10	16	11	13	14	12	13	13	13	13	17
Refused	3	3	0	0	0	0	0	1	2	2	0	4	2	2	2	3	6	4	0	1	2	3	2	2	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.

YouGov Survey Results

Sample Size: 2439 Adults in GB
Fieldwork: 25th - 26th August 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2439	578	400	295	837
Unweighted Sample	2439	561	400	288	841
	%	%	%	%	%

	17 - 18 Aug	25 - 26 Aug				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	18	17	15	22	15	20
Lab	21	20	26	19	28	16
Lib Dem	15	16	13	10	17	24
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	28	28	32	35	17	28
Green	10	11	9	11	14	10
Other	4	4	5	3	8	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	10	13	11	15
Labour	15	14	18	13	19	12
Liberal Democrat	10	11	9	7	11	17
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	22	22	25	26	13	22
Green	7	8	8	8	10	8
Some other party	3	3	4	2	5	2
Would not vote	12	12	13	13	14	11
Don't know	14	13	12	15	13	12
Refused	3	3	2	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.*

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	308	261	10.7%
Men 50-64 High education	94	90	3.7%
Men 50-64 Mid education	124	110	4.5%
Men 50-64 Low education	105	95	3.9%
Men 25-49 High education	205	229	9.4%
Men 25-49 Mid education	138	161	6.6%
Men 25-49 Low education	41	105	4.3%
Men Under 25 High education	15	24	1.0%
Men Under 25 Mid & Low education	43	105	4.3%
Women Over 65	336	312	12.8%
Women 50-64 High education	97	85	3.5%
Women 50-64 Mid education	142	124	5.1%
Women 50-64 Low education	111	98	4.0%
Women 25-49 High education	289	246	10.1%
Women 25-49 Mid education	216	173	7.1%
Women 25-49 Low education	54	93	3.8%
Women Under 25 High education	30	29	1.2%
Women Under 25 Mid & Low education	91	98	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	192	463	19.0%
Medium (3-7)	1614	1463	60.0%
High (8,9,10)	633	512	21.0%
Social Grade (NRS and 2011 census)			
AB	873	683	28.0%
C1	657	707	29.0%
C2	405	512	21.0%
DE	504	537	22.0%
EU Referendum Vote (Election Result)			
Remain	1037	856	35.1%
Leave	789	871	35.7%
Don't Know / Did Not Vote	613	712	29.2%

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

North Con	63	85	3.5%
North Lab	200	178	7.3%
North LD	24	29	1.2%
North Reform	61	71	2.9%
North Oth	51	49	2.0%
North DNV	162	166	6.8%
Midlands Con	73	83	3.4%
Midlands Lab	106	102	4.2%
Midlands LD	26	22	0.9%
Midlands Reform	44	54	2.2%
Midlands Oth	26	32	1.3%
Midlands DNV	125	107	4.4%
London Con	40	44	1.8%
London Lab	96	93	3.8%
London LD	26	24	1.0%
London Reform	13	20	0.8%
London Oth	37	37	1.5%
London DNV	76	78	3.2%
South Con	131	193	7.9%
South Lab	192	166	6.8%
South LD	131	129	5.3%
South Reform	99	95	3.9%
South Oth	73	59	2.4%
South DNV	215	195	8.0%
Wales Con	15	15	0.6%
Wales Lab	32	32	1.3%
Wales LD	6	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	12	15	0.6%
Wales Oth DNV	42	39	1.6%
Scotland Con	17	20	0.8%
Scotland Lab	63	56	2.3%
Scotland LD	13	15	0.6%
Scotland SNP	51	46	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	68	59	2.4%

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Ethnicity (2021/22 Census)

White	2036	2005	82.4%
Asian	180	193	7.8%
Black	72	80	3.3%
Mixed	62	41	1.7%
Refused/Rather not say	65	73	3.0%
Other	24	46	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