

YouGov Survey Results

Sample Size: 2437 GB Adults
Fieldwork: 28th - 29th June 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2437	439	626	224	263	144	855	870	1177	1260	256	1004	602	575	826	546	729	2108	117	212	
Unweighted Sample	2437	373	695	237	269	149	966	837	1104	1333	215	846	697	679	996	540	518	2092	131	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21 - 22 Jun	28 - 29 Jun																			
HEADLINE VOTING INTENTION																						
Westminster Voting Intention																						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>																						
	Con	20	20	65	5	11	7	1	17	28	18	23	7	14	21	33	22	24	18	22	5	10
	Lab	18	20	1	56	4	0	8	30	7	20	19	24	22	20	15	22	20	16	20	18	19
	Lib Dem	14	13	3	9	67	0	5	19	5	12	14	19	12	13	12	16	11	9	14	4	8
	SNP	3	3	0	1	1	0	3	4	2	3	3	4	4	2	3	3	4	3	0	0	34
	Plaid Cymru	1	1	0	1	1	0	1	2	1	2	1	1	2	1	1	2	2	1	0	25	0
	Reform UK	25	24	28	9	5	81	0	8	46	29	20	7	22	26	31	19	24	35	25	32	18
	Green	15	13	0	15	8	0	78	17	5	10	16	31	20	8	3	13	8	13	14	9	8
	Your Party	0	1	0	1	0	0	0	1	1	0	1	0	1	1	0	1	0	1	1	2	0
	Restore Britain	3	3	2	2	1	11	1	1	6	4	3	4	3	5	2	2	4	4	3	5	3
	Other	1	2	0	1	3	0	4	2	1	2	2	2	2	2	1	2	2	1	2	0	1
If there were a general election held tomorrow, which party would you vote for?																						
	Conservative	13	14	55	4	8	5	1	13	21	14	14	4	9	15	26	16	17	12	15	4	6
	Labour	15	16	1	48	10	1	7	27	6	18	14	15	16	17	15	19	17	11	16	13	14
	Liberal Democrat	8	8	2	6	48	0	3	13	3	7	8	10	7	7	7	10	7	4	8	3	5
	Scottish National Party (SNP)	2	2	0	0	1	0	1	3	1	2	2	2	2	2	2	2	3	2	0	0	23
	Plaid Cymru	1	1	0	1	1	0	0	1	1	1	0	1	1	1	0	1	1	0	0	16	0
	Reform UK	18	18	22	6	3	72	1	6	36	21	14	5	15	20	25	14	18	24	18	23	14
	Green	13	12	0	13	8	1	75	15	5	11	13	31	16	7	3	12	7	11	12	10	9
	Some other party	3	3	1	2	1	9	1	2	5	4	2	3	3	5	1	3	3	4	3	4	2
	Would not vote	10	10	2	3	1	1	3	4	8	8	12	9	15	8	5	6	8	15	10	8	10
	Don't know	13	14	13	16	16	8	9	15	13	10	18	13	13	16	15	14	15	13	14	17	10
	Refused	4	3	2	1	2	2	0	1	2	2	4	7	5	1	0	2	3	4	3	3	5

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Sample Size: 2437 GB Adults
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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2437	578	400	295	836
Unweighted Sample	2437	587	431	249	825
	%	%	%	%	%

	21 - 22 Jun	28 - 29 Jun				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>						
Con	20	20	17	25	21	24
Lab	18	20	28	20	27	12
Lib Dem	14	13	8	8	11	21
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	25	24	28	25	16	25
Green	15	13	13	16	20	12
Your Party	0	1	0	1	1	0
Restore Britain	3	3	3	3	3	4
Other	1	2	2	2	1	2
If there were a general election held tomorrow, which party would you vote for?						
Conservative	13	14	11	18	14	17
Labour	15	16	20	15	22	12
Liberal Democrat	8	8	5	4	7	13
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	18	18	18	18	11	19
Green	13	12	12	13	18	10
Some other party	3	3	3	4	3	3
Would not vote	10	10	12	10	8	9
Don't know	13	14	15	16	12	14
Refused	4	3	3	2	4	3

Sample Size: 2437 GB Adults
Fieldwork: 28th - 29th June 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample 2437	439	626	224	263	144	855	870	1177	1260	256	1004	602	575	826	546	729	2108	117	212	
Unweighted Sample 2437	373	695	237	269	149	966	837	1104	1333	215	846	697	679	996	540	518	2092	131	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	14	56	4	8	6	1	13	21	14	15	4	8	16	27	17	16	12	15	4	8
Labour	14	15	1	46	4	0	6	25	6	17	13	17	15	16	13	17	17	11	15	12	12
Liberal Democrat	10	9	3	8	60	0	4	16	4	9	10	12	8	11	10	13	9	6	10	3	6
Scottish National Party (SNP)	2	2	0	1	1	0	3	3	1	3	2	3	2	2	2	2	3	2	0	0	27
Plaid Cymru	1	1	0	1	1	0	0	1	1	2	1	1	1	1	1	1	1	1	0	21	0
Reform UK	17	18	23	6	3	74	0	6	37	22	14	4	15	21	26	15	18	24	18	23	12
Green	13	11	0	13	8	1	68	15	5	11	12	25	15	7	3	12	6	10	12	7	8
Some other party	3	3	2	2	2	8	2	2	5	4	3	3	3	5	2	3	3	3	3	4	2
Would not vote	10	10	2	3	0	1	4	4	7	8	11	9	14	7	5	6	7	15	10	6	10
Don't know	12	12	10	15	11	7	10	12	12	9	16	13	12	13	12	11	15	11	12	16	10
Refused	4	4	3	1	2	3	0	2	2	3	5	8	6	1	1	2	5	5	4	3	5

And which of these parties would you vote for?

[Asked only to those who said 'some other party'; n=82]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	0	1	0	0	0	0	0	2	0	0	1	0	0	1	0	0	0	0	1	0	0
Trade Unionist and Socialist Coalition	0	1	0	0	0	0	0	0	1	0	1	0	0	1	0	0	2	0	1	0	0
Heritage Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Your Party	6	8	0	31	0	0	0	16	5	3	16	0	7	12	8	11	4	14	7	30	0
Restore Britain	78	67	89	50	19	100	18	33	78	74	57	73	71	63	65	55	73	71	66	70	79
Some other party	15	21	11	20	67	0	59	42	16	21	22	21	22	22	13	31	21	11	23	0	21
Don't know	0	2	0	0	14	0	23	7	0	2	2	6	0	0	14	2	0	3	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*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				
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Weighted Sample	2437	578	400	295	836
Unweighted Sample	2437	587	431	249	825
	%	%	%	%	%

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

And which of these parties would you vote for?

[Asked only to those who said 'some other party';
n=82]

Workers Party GB	0	0	0	0	0	0
Social Democratic Party	0	1	2	0	0	0
Trade Unionist and Socialist Coalition	0	1	0	3	0	0
Heritage Party	0	0	0	0	0	0
UK Independence Party (UKIP)	1	0	0	0	0	0
Your Party	6	8	4	15	16	4
Restore Britain	78	67	67	60	63	70
Some other party	15	21	27	22	15	22
Don't know	0	2	0	0	6	4
Refused	0	0	0	0	0	0

*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 65+	312	263	10.8%
Men 50-64 high education	122	97	4%
Men 50-64 med education	108	105	4.3%
Men 50-64 low education	103	93	3.8%
Men 40-49 high education	94	78	3.2%
Men 40-49 med education	44	63	2.6%
Men 40-49 low education	29	49	2%
Men 25-39 high education	88	132	5.4%
Men 25-39 med & low education	108	168	6.9%
Men 18-24 high education	32	29	1.2%
Men 18-24 med & low education	64	100	4.1%
Women 65+	367	312	12.8%
Women 50-64 high education	133	102	4.2%
Women 50-64 med education	112	100	4.1%
Women 50-64 low education	119	105	4.3%
Women 40-49 high education	126	93	3.8%
Women 40-49 med education	65	61	2.5%
Women 40-49 low education	34	44	1.8%
Women 25-39 high education	166	166	6.8%
Women 25-39 med & low education	92	151	6.2%
Women 18-24 high education	36	37	1.5%
Women 18-24 med & low education	83	90	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	305	463	19.0%
Medium (3-7)	1507	1462	60.0%
High (8,9,10)	625	512	21.0%

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

North Con	83	85	3.5%
North Lab	199	178	7.3%
North LD	40	29	1.2%
North Reform	73	71	2.9%
North Oth	56	49	2.0%
North DNV	136	166	6.8%
Midlands Con	82	83	3.4%
Midlands Lab	125	102	4.2%
Midlands LD	27	22	0.9%
Midlands Reform	58	54	2.2%
Midlands Oth	32	32	1.3%
Midlands DNV	107	107	4.4%
London Con	31	44	1.8%
London Lab	91	93	3.8%
London LD	19	24	1.0%
London Reform	18	19	0.8%
London Oth	29	37	1.5%
London DNV	61	78	3.2%
South Con	148	193	7.9%
South Lab	191	166	6.8%
South LD	131	129	5.3%
South Reform	95	95	3.9%
South Oth	65	58	2.4%
South DNV	195	195	8.0%
Wales Con	9	15	0.6%
Wales Lab	32	32	1.3%
Wales LD	7	5	0.2%
Wales PC	14	12	0.5%
Wales Reform	17	15	0.6%
Wales Oth DNV	52	39	1.6%
Scotland Con	20	19	0.8%
Scotland Lab	57	56	2.3%
Scotland LD	13	15	0.6%
Scotland SNP	49	46	1.9%
Scotland Reform	8	10	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	61	58	2.4%

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EU Referendum Vote (Election Result)

Remain	966	855	35.1%
Leave	837	870	35.7%
Don't Know / Did Not Vote	634	712	29.2%

Ethnicity (2021/22 Census)

White	2039	2003	82.2%
Asian	162	193	7.9%
Black	70	80	3.3%
Mixed	57	41	1.7%
Refused/Rather not say	82	73	3%
Other	27	46	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	395	324	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	601	502	20.6%
L7 Intermediate occupations	371	288	11.8%
L8 and L9 Small employers and own account workers	169	258	10.6%
L10 and L11 Lower supervisory and technical occupations	125	139	5.7%
L12 Semi-routine occupations	243	285	11.7%
L13 Routine occupations	150	305	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	252	207	8.5%
L15 Full-time students	131	129	5.3%

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