

YouGov Survey Results

Sample Size: 2334 GB Adults
Fieldwork: 12th - 13th July 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	2334	420	600	215	252	140	819	833	1127	1207	245	962	577	551	791	523	698	2019	112	203
Unweighted Sample	2334	371	633	211	246	139	914	780	1036	1298	206	852	668	608	941	510	531	2014	128	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention
[Headline voting intention from constituency vote projected by YouGov MRP model]

5 - 6 Jul
12 - 13 Jul

Con	21	19	59	6	7	7	7	17	24	17	21	9	17	16	29	25	20	14	21	9	10
Lab	20	19	1	51	9	1	9	31	7	18	20	18	22	20	14	25	17	14	20	8	17
Lib Dem	12	13	4	10	65	1	3	19	7	12	13	16	13	12	12	16	10	10	14	2	10
SNP	3	3	1	1	0	0	0	4	1	3	2	4	4	2	2	1	3	4	0	0	30
Plaid Cymru	2	2	0	3	1	0	0	2	1	2	2	5	2	3	1	2	1	2	0	42	0
Reform UK	25	24	31	8	5	77	7	7	48	30	19	4	16	33	35	14	29	38	25	23	19
Green	13	15	1	18	10	1	72	18	5	12	18	39	21	8	6	12	14	12	16	6	11
Your Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Restore Britain	3	3	3	1	2	12	0	1	6	4	3	3	5	4	1	2	4	5	4	6	1
Other	2	1	1	1	1	2	1	1	1	2		1	1	2	1	2	1	1	3	3	

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	13	50	4	7	6	4	12	19	13	14	6	9	12	25	17	15	11	14	8	8
Labour	16	16	1	47	12	2	5	28	6	17	15	16	17	19	13	23	14	11	17	11	13
Liberal Democrat	7	7	2	5	48	0	4	12	3	8	7	11	7	7	7	10	5	5	8	2	6
Scottish National Party (SNP)	3	2	1	1	0	0	0	3	1	3	2	3	3	1	2	1	3	4	0	0	26
Plaid Cymru	1	1	0	2	1	0	0	1	1	1	1	4	1	1	1	1	1	2	0	28	0
Reform UK	18	17	24	6	5	65	5	5	37	23	12	3	11	24	27	12	20	25	18	15	15
Green	10	12	1	14	10	1	65	14	4	10	13	29	15	5	5	11	12	8	12	8	8
Some other party	4	4	4	2	2	14	1	2	6	5	3	3	4	5	2	3	5	4	4	6	2
Would not vote	10	10	3	2	1	1	1	5	7	7	12	8	14	9	4	7	9	11	10	10	7
Don't know	15	14	12	16	13	10	14	14	15	10	17	11	14	14	14	13	13	15	14	9	11
Refused	3	3	3	3	0	1	1	3	1	3	4	7	5	1	1	3	2	4	3	2	4

YouGov Survey Results

Sample Size: 2334 GB Adults
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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2334	553	383	282	801
Unweighted Sample	2334	527	423	223	841
	%	%	%	%	%

	5 - 6 Jul	12 - 13 Jul				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>						
Con	21	19	16	23	24	22
Lab	20	19	25	19	28	14
Lib Dem	12	13	7	7	15	21
SNP	3	3	0	0	0	0
Plaid Cymru	2	2	0	0	0	0
Reform UK	25	24	31	30	13	23
Green	13	15	14	16	19	15
Your Party	0	0	0	0	1	0
Restore Britain	3	3	5	3	1	4
Other	2	1	2	1	0	1

If there were a general election held tomorrow,
which party would you vote for?

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

Sample Size: 2334 GB Adults
Fieldwork: 12th - 13th July 2026

Weighted Sample
Unweighted Sample

	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	2334	420	600	215	252	140	819	833	1127	1207	245	962	577	551	791	523	698	2019	112	203
Unweighted Sample	2334	371	633	211	246	139	914	780	1036	1298	206	852	668	608	941	510	531	2014	128	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	15	14	51	5	6	7	6	13	20	14	14	7	11	12	24	19	15	11	15	7	8
Labour	15	15	1	43	8	2	7	25	6	17	14	16	16	17	12	21	15	11	16	6	14
Liberal Democrat	9	10	4	8	63	1	3	16	7	10	10	13	9	10	11	14	8	8	11	2	7
Scottish National Party (SNP)	3	2	1	1	0	0	0	3	1	3	2	3	3	1	2	1	3	4	0	0	26
Plaid Cymru	1	2	0	3	1	0	0	2	1	2	2	4	1	2	1	2	1	2	0	34	0
Reform UK	18	17	23	6	4	65	4	5	36	22	12	3	10	24	27	11	20	25	17	18	13
Green	10	12	1	16	9	1	64	16	5	10	14	27	15	7	5	11	12	9	13	6	9
Some other party	4	4	3	1	2	13	1	2	6	4	3	2	4	5	2	3	4	4	3	6	3
Would not vote	10	10	4	2	1	2	1	6	8	7	12	8	14	9	4	7	9	11	10	10	5
Don't know	11	11	10	12	6	7	12	11	11	8	14	10	12	12	10	9	11	12	12	8	10
Refused	4	3	2	3	1	2	1	3	1	2	4	8	5	1	2	3	2	3	3	3	5

And which of these parties would you vote for?

[Asked only to those who said 'some other party'; n=79]

Workers Party GB	4	1	0	11	0	0	0	6	0	0	3	0	2	0	0	4	0	0	0	0	14
Social Democratic Party	2	1	0	0	0	0	0	0	1	0	2	0	0	0	5	0	0	0	0	0	8
Trade Unionist and Socialist Coalition	1	1	0	0	0	0	0	6	0	0	3	0	2	0	0	4	0	0	1	0	0
Heritage Party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	0	2	0	0	0	3	0	3	2	0	4	0	0	2	9	0	0	3	2	0	0
Your Party	6	3	0	23	0	0	0	16	0	2	4	0	4	3	0	7	0	0	3	9	0
Restore Britain	64	74	88	39	74	91	0	42	89	81	63	78	80	69	59	55	80	81	78	71	22
Some other party	18	16	12	27	26	4	100	21	8	14	20	22	12	18	27	29	20	8	12	21	55
Don't know	3	3	0	0	0	3	0	6	0	3	3	0	0	8	0	0	0	8	3	0	0
Refused	1	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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Weighted Sample	2334	553	383	282	801
Unweighted Sample	2334	527	423	223	841
	%	%	%	%	%

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	15	14	11	17	16	16
Labour	15	15	19	15	23	11
Liberal Democrat	9	10	5	6	11	17
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	2	0	0	0	0
Reform UK	18	17	21	21	9	15
Green	10	12	12	12	15	12
Some other party	4	4	5	4	1	4
Would not vote	10	10	11	10	8	11
Don't know	11	11	13	12	11	11
Refused	4	3	2	4	5	3

And which of these parties would you vote for?

[Asked only to those who said 'some other party';
n=79]

Workers Party GB	4	1	0	0	0	0
Social Democratic Party	2	1	0	0	0	0
Trade Unionist and Socialist Coalition	1	1	4	0	0	0
Heritage Party	1	0	0	0	0	0
UK Independence Party (UKIP)	0	2	6	0	0	0
Your Party	6	3	0	7	41	0
Restore Britain	64	74	71	77	59	87
Some other party	18	16	14	10	0	13
Don't know	3	3	6	6	0	0
Refused	1	0	0	0	0	0

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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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men 65+	267	252	10.8%
Men 50-64 high education	111	93	4%
Men 50-64 med education	102	100	4.3%
Men 50-64 low education	91	89	3.8%
Men 40-49 high education	89	75	3.2%
Men 40-49 med education	44	61	2.6%
Men 40-49 low education	27	47	2%
Men 25-39 high education	105	126	5.4%
Men 25-39 med & low education	114	161	6.9%
Men 18-24 high education	25	28	1.2%
Men 18-24 med & low education	61	96	4.1%
Women 65+	341	299	12.8%
Women 50-64 high education	119	98	4.2%
Women 50-64 med education	112	96	4.1%
Women 50-64 low education	133	100	4.3%
Women 40-49 high education	108	89	3.8%
Women 40-49 med education	54	58	2.5%
Women 40-49 low education	28	42	1.8%
Women 25-39 high education	185	159	6.8%
Women 25-39 med & low education	98	145	6.2%
Women 18-24 high education	32	35	1.5%
Women 18-24 med & low education	88	86	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	303	443	19.0%
Medium (3-7)	1413	1400	60.0%
High (8,9,10)	618	490	21.0%

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

North Con	71	82	3.5%
North Lab	170	170	7.3%
North LD	34	28	1.2%
North Reform	61	68	2.9%
North Oth	44	47	2.0%
North DNV	147	159	6.8%
Midlands Con	74	79	3.4%
Midlands Lab	126	98	4.2%
Midlands LD	21	21	0.9%
Midlands Reform	55	51	2.2%
Midlands Oth	34	30	1.3%
Midlands DNV	113	103	4.4%
London Con	31	42	1.8%
London Lab	76	89	3.8%
London LD	20	23	1.0%
London Reform	15	19	0.8%
London Oth	24	35	1.5%
London DNV	57	75	3.2%
South Con	165	184	7.9%
South Lab	179	159	6.8%
South LD	117	124	5.3%
South Reform	93	91	3.9%
South Oth	65	56	2.4%
South DNV	222	187	8.0%
Wales Con	14	14	0.6%
Wales Lab	34	30	1.3%
Wales LD	5	5	0.2%
Wales PC	17	12	0.5%
Wales Reform	12	14	0.6%
Wales Oth DNV	46	37	1.6%
Scotland Con	16	19	0.8%
Scotland Lab	48	54	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	48	44	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	49	56	2.4%

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EU Referendum Vote (Election Result)

Remain	914	819	35.1%
Leave	780	833	35.7%
Don't Know / Did Not Vote	640	682	29.2%

Ethnicity (2021/22 Census)

White	1913	1919	82.2%
Asian	184	184	7.9%
Black	70	77	3.3%
Mixed	75	40	1.7%
Refused/Rather not say	62	70	3%
Other	30	44	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	375	310	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	566	481	20.6%
L7 Intermediate occupations	354	275	11.8%
L8 and L9 Small employers and own account workers	156	247	10.6%
L10 and L11 Lower supervisory and technical occupations	110	133	5.7%
L12 Semi-routine occupations	259	273	11.7%
L13 Routine occupations	162	292	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	234	198	8.5%
L15 Full-time students	118	124	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