

YouGov Survey Results

Sample Size: 2262 GB Adults
Fieldwork: 22nd - 23rd 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	2262	407	581	208	244	129	769	814	1093	1169	238	932	559	534	767	507	676	1957	109	197
Unweighted Sample	2262	355	636	222	245	139	877	816	1010	1252	189	807	673	593	898	516	515	1931	134	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	19-20 Jul	22-23 Jul																			
Party vote																					
Con	21	20	60	6	12	9	4	14	28	19	20	9	14	18	31	22	20	19	21	11	12
Lab	20	21	2	56	6	0	6	32	9	22	21	19	25	21	16	27	17	16	22	17	12
Lib Dem	12	14	4	10	70	1	4	21	8	11	16	18	14	14	12	15	15	11	15	3	12
SNP	3	3	0	1	0	0	2	5	1	3	4	3	3	3	3	2	2	5	0	0	37
Plaid Cymru	2	1	0	2	1	0	1	2	0	1	2	4	2	2	0	1	3	1	0	30	0
Reform UK	23	23	28	9	3	78	1	6	45	28	17	4	17	31	29	17	28	30	24	23	16
Green	14	13	2	13	8	1	80	17	3	10	15	35	18	5	4	12	10	11	14	10	4
Your Party	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2
Restore Britain	3	4	3	1	0	11	1	1	5	4	3	7	4	4	2	2	4	4	3	5	5
Other	1	1	0	1	1	0	1	1	2	1	1	2	1	1	1	1	1	2	1	1	0

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

Conservative	14	14	50	5	9	7	2	11	21	14	13	7	10	13	24	17	15	11	14	8	8
Labour	16	18	3	47	11	1	6	29	9	19	16	15	19	18	15	24	14	13	18	17	13
Liberal Democrat	7	8	2	7	44	0	4	13	5	8	9	10	8	7	8	9	8	7	9	6	5
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	1	2	2	1	2	2	3	1	2	3	0	0	24
Plaid Cymru	1	1	0	0	1	0	1	1	0	1	1	1	1	1	0	1	2	0	0	16	0
Reform UK	16	17	24	6	3	69	1	5	36	22	12	5	12	23	23	12	21	22	17	19	12
Green	12	11	2	11	8	0	70	14	3	10	12	33	13	4	4	10	8	9	11	11	5
Some other party	3	4	3	1	3	12	1	2	5	5	2	5	4	4	3	3	3	4	4	3	4
Would not vote	10	10	3	3	1	0	3	4	5	8	12	9	13	10	5	7	10	13	10	9	12
Don't know	15	14	11	14	19	9	12	15	14	9	18	9	13	16	14	13	15	14	14	10	14
Refused	4	3	2	4	2	1	1	3	1	2	4	6	4	2	1	3	2	4	3	3	2

YouGov Survey Results

Sample Size: 2262 GB Adults
Fieldwork: 22nd - 23rd July 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2262	536	371	274	776
Unweighted Sample	2262	569	403	193	766
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	19-20 Jul	22-23 Jul				
Con	21	20	16	22	16	25
Lab	20	21	31	24	28	14
Lib Dem	12	14	9	10	11	21
SNP	3	3	0	0	0	0
Plaid Cymru	2	1	0	0	0	0
Reform UK	23	23	25	30	16	22
Green	14	13	14	11	25	11
Your Party	0	0	0	0	0	0
Restore Britain	3	4	4	1	2	5
Other	1	1	1	2	1	1

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

Conservative	14	14	11	17	10	17
Labour	16	18	22	17	25	13
Liberal Democrat	7	8	6	6	8	12
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	17	19	20	13	16
Green	12	11	11	9	19	10
Some other party	3	4	3	1	2	5
Would not vote	10	10	13	10	9	9
Don't know	15	14	12	16	10	15
Refused	4	3	4	4	3	3

Sample Size: 2262 GB Adults
Fieldwork: 22nd - 23rd 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	2262	407	581	208	244	129	769	814	1093	1169	238	932	559	534	767	507	676	1957	109	197
Unweighted Sample	2262	355	636	222	245	139	877	816	1010	1252	189	807	673	593	898	516	515	1931	134	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	53	5	9	9	3	11	23	15	14	6	10	14	26	18	15	13	15	8	9
Labour	15	15	2	43	4	0	4	25	8	17	14	12	17	15	13	21	11	12	16	11	10
Liberal Democrat	9	11	4	9	61	1	3	17	7	10	12	14	10	11	11	12	11	8	12	2	8
Scottish National Party (SNP)	2	2	0	1	0	0	1	4	1	2	3	2	2	2	3	2	2	4	0	0	27
Plaid Cymru	1	1	0	2	1	0	2	2	0	1	1	3	1	1	1	1	2	1	0	28	0
Reform UK	16	16	22	6	2	68	1	5	35	21	11	3	11	22	23	12	19	21	16	18	11
Green	11	11	2	12	7	1	70	15	3	9	12	29	14	4	4	11	8	9	12	9	4
Some other party	3	4	3	2	1	11	1	2	6	5	3	5	4	4	2	3	4	4	4	3	5
Would not vote	10	10	3	3	2	0	3	4	5	8	12	10	12	10	6	7	10	12	10	9	12
Don't know	12	12	9	13	11	8	11	13	11	8	15	9	12	13	10	11	14	11	12	8	10
Refused	4	4	2	4	3	1	1	3	1	3	4	7	5	2	1	2	2	5	4	4	5

And which of these parties would you vote for?

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

Workers Party GB	0	1	0	0	0	0	44	3	0	0	2	0	0	2	0	3	0	1	0	0	
Social Democratic Party	0	1	0	4	0	0	0	3	1	2	0	0	1	2	0	4	0	0	1	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Heritage Party	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	1	0	0	0	3	0	0	2	0	3	0	0	4	0	0	5	0	1	0	0
Your Party	8	2	0	11	0	0	0	5	2	1	4	0	4	0	3	3	0	0	2	0	8
Restore Britain	74	78	92	50	33	97	56	61	76	84	68	89	83	77	56	67	79	79	77	85	85
Some other party	14	13	8	31	67	0	0	19	14	10	17	11	8	8	36	21	13	13	13	15	7
Don't know	4	4	0	5	0	0	0	8	4	2	7	0	4	6	5	4	0	8	5	0	0
Refused	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	2262	536	371	274	776
Unweighted Sample	2262	569	403	193	766
	%	%	%	%	%

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	13	18
Labour	15	15	21	16	24	10
Liberal Democrat	9	11	7	8	10	17
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	16	19	19	11	15
Green	11	11	11	10	20	10
Some other party	3	4	4	1	2	5
Would not vote	10	10	13	10	7	8
Don't know	12	12	10	14	10	13
Refused	4	4	4	5	3	3

And which of these parties would you vote for?

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

Workers Party GB	0	1	0	0	0	1
Social Democratic Party	0	1	5	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0
UK Independence Party (UKIP)	0	1	5	0	0	0
Your Party	8	2	2	0	0	2
Restore Britain	74	78	73	47	76	83
Some other party	14	13	12	0	24	14
Don't know	4	4	3	53	0	0
Refused	0	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+	259	244	10.8%
Men 50-64 high education	114	90	4%
Men 50-64 med education	113	97	4.3%
Men 50-64 low education	95	86	3.8%
Men 40-49 high education	64	72	3.2%
Men 40-49 med education	47	59	2.6%
Men 40-49 low education	24	45	2%
Men 25-39 high education	93	122	5.4%
Men 25-39 med & low education	118	156	6.9%
Men 18-24 high education	28	27	1.2%
Men 18-24 med & low education	55	93	4.1%
Women 65+	334	290	12.8%
Women 50-64 high education	125	95	4.2%
Women 50-64 med education	109	93	4.1%
Women 50-64 low education	117	97	4.3%
Women 40-49 high education	103	86	3.8%
Women 40-49 med education	64	57	2.5%
Women 40-49 low education	37	41	1.8%
Women 25-39 high education	178	154	6.8%
Women 25-39 med & low education	79	140	6.2%
Women 18-24 high education	33	34	1.5%
Women 18-24 med & low education	73	84	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	316	430	19.0%
Medium (3-7)	1343	1357	60.0%
High (8,9,10)	603	475	21.0%

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

North Con	67	79	3.5%
North Lab	197	165	7.3%
North LD	33	27	1.2%
North Reform	66	66	2.9%
North Oth	59	45	2.0%
North DNV	147	154	6.8%
Midlands Con	83	77	3.4%
Midlands Lab	109	95	4.2%
Midlands LD	22	20	0.9%
Midlands Reform	57	50	2.2%
Midlands Oth	34	29	1.3%
Midlands DNV	98	100	4.4%
London Con	22	41	1.8%
London Lab	69	86	3.8%
London LD	18	23	1.0%
London Reform	12	18	0.8%
London Oth	24	34	1.5%
London DNV	48	72	3.2%
South Con	145	179	7.9%
South Lab	176	154	6.8%
South LD	132	120	5.3%
South Reform	87	88	3.9%
South Oth	56	54	2.4%
South DNV	170	181	8.0%
Wales Con	17	14	0.6%
Wales Lab	30	29	1.3%
Wales LD	6	5	0.2%
Wales PC	13	11	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	53	36	1.6%
Scotland Con	21	18	0.8%
Scotland Lab	55	52	2.3%
Scotland LD	11	14	0.6%
Scotland SNP	48	43	1.9%
Scotland Reform	8	9	0.4%
Scotland Oth	5	7	0.3%
Scotland DNV	49	54	2.4%

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EU Referendum Vote (Election Result)

Remain	877	769	35.1%
Leave	816	814	35.7%
Don't Know / Did Not Vote	569	679	29.2%

Ethnicity (2021/22 Census)

White	1869	1859	82.2%
Asian	165	179	7.9%
Black	65	75	3.3%
Mixed	59	38	1.7%
Refused/Rather not say	81	68	3%
Other	23	43	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	354	301	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	544	466	20.6%
L7 Intermediate occupations	322	267	11.8%
L8 and L9 Small employers and own account workers	194	240	10.6%
L10 and L11 Lower supervisory and technical occupations	134	129	5.7%
L12 Semi-routine occupations	223	265	11.7%
L13 Routine occupations	158	283	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	226	192	8.5%
L15 Full-time students	107	120	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