

YouGov Survey Results

Sample Size: 2402 Adults in GB  
Fieldwork: 6th - 7th April 2025

Weighted Sample  Unweighted Sample		Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2402	362	427	260	397	432	617	221	259	843	858	1163	1239	252	992	593	564	1369	1033	2078	115	209	569	394	291	824
	2402	366	465	298	389	412	690	235	258	998	829	1042	1360	160	932	631	679	1504	898	2075	116	211	566	385	266	858
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	30 - 31 Mar	6 - 7 Apr																																								
youGov MRP																																										
Con	21	22	100	0	0	0	0	74	8	2	5	18	28	20	23	6	18	21	35	22	22	23	15	17	16	25	21	26														
Lab	24	24	0	100	0	0	1	64	5	1	35	10	24	23	39	28	22	13	28	18	24	23	16	32	20	38	17															
Lib Dem	14	17	0	0	100	0	6	14	83	2	26	10	15	19	19	16	19	16	19	14	18	11	14	13	14	12	25															
SNP	3	3	0	0	0	0	0	1	0	0	3	2	3	3	3	2	4	2	2	3	0	0	31	0	0	0	0															
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	2	1	1	1	2	2	0	1	1	1	0	23	0	0	0	0	0															
Reform UK	23	23	0	0	0	100	18	5	4	91	4	44	27	19	15	20	26	29	18	31	24	24	14	27	29	13	24															
Green	11	9	0	0	0	0	1	7	4	0	10	5	8	10	15	13	5	3	9	9	9	3	7	9	11	14	7															
Other	3	2	0	0	0	0	0	1	2	2	3	1	2	2	2	1	2	2	1	2	2	1	1	3	1	2	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	15	15	100	0	0	0	62	5	2	4	13	21	15	15	4	11	14	27	16	14	16	12	10	11	16	16	18
Labour	17	18	0	100	0	0	1	53	5	1	29	8	20	16	26	19	18	11	22	12	18	18	12	23	15	31	12
Liberal Democrat	9	11	0	0	100	0	5	9	64	1	18	7	10	11	10	9	13	13	13	8	11	8	8	8	8	7	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	3	1	2	2	2	1	3	2	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	1	1	1	0	0	1	1	0	16	0	0	0	0	0
Reform UK	17	17	0	0	0	100	17	3	3	82	3	35	20	13	10	12	20	24	14	21	17	16	8	19	19	10	18
Green	9	8	0	0	0	0	1	7	4	0	10	4	7	8	12	10	6	3	8	7	8	3	6	7	9	12	7
Some other party	2	1	0	0	0	0	0	1	1	2	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1	2	1
Would not vote	12	13	0	0	0	0	2	4	2	3	6	8	11	14	15	17	10	7	9	18	13	7	14	14	16	13	10
Don't know	14	13	0	0	0	0	11	15	19	5	13	14	11	16	14	15	13	10	13	14	13	16	15	14	13	8	14
Refused	3	2	0	0	0	0	1	1	2	2	2	1	2	3	6	3	1	1	3	2	2	2	4	3	3	1	2

\*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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	320	257	10.7%
Men 50-64 High education	92	89	3.7%
Men 50-64 Mid education	114	108	4.5%
Men 50-64 Low education	95	94	3.9%
Men 25-49 High education	181	226	9.4%
Men 25-49 Mid education	129	159	6.6%
Men 25-49 Low education	50	103	4.3%
Men Under 25 High education	14	24	1.0%
Men Under 25 Mid & Low education	47	103	4.3%
Women Over 65	359	307	12.8%
Women 50-64 High education	88	84	3.5%
Women 50-64 Mid education	148	122	5.1%
Women 50-64 Low education	94	96	4.0%
Women 25-49 High education	275	243	10.1%
Women 25-49 Mid education	219	171	7.1%
Women 25-49 Low education	78	91	3.8%
Women Under 25 High education	33	29	1.2%
Women Under 25 Mid & Low education	66	96	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	183	456	19.0%
Medium (3-7)	1588	1441	60.0%
High (8,9,10)	631	504	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	846	673	28.0%
C1	658	697	29.0%
C2	364	504	21.0%
DE	534	528	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	998	843	35.1%
Leave	829	858	35.7%
Don't Know / Did Not Vote	575	701	29.2%

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### Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	83	84	3.5%
North Lab	183	175	7.3%
North LD	29	29	1.2%
North Reform	72	70	2.9%
North Oth	58	48	2.0%
North DNV	141	163	6.8%
Midlands Con	75	82	3.4%
Midlands Lab	119	101	4.2%
Midlands LD	23	22	0.9%
Midlands Reform	52	53	2.2%
Midlands Oth	27	31	1.3%
Midlands DNV	89	106	4.4%
London Con	34	43	1.8%
London Lab	87	91	3.8%
London LD	26	24	1.0%
London Reform	16	19	0.8%
London Oth	34	36	1.5%
London DNV	69	77	3.2%
South Con	185	190	7.9%
South Lab	204	163	6.8%
South LD	137	127	5.3%
South Reform	94	94	3.9%
South Oth	62	58	2.4%
South DNV	176	192	8.0%
Wales Con	13	14	0.6%
Wales Lab	34	31	1.3%
Wales LD	4	5	0.2%
Wales PC	15	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	35	38	1.6%
Scotland Con	22	19	0.8%
Scotland Lab	63	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	49	46	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	45	58	2.4%

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### Ethnicity (2021/22 Census)

White	<b>2029</b>	<b>1974</b>	<b>82.4%</b>
Asian	<b>155</b>	<b>190</b>	<b>7.8%</b>
Black	<b>68</b>	<b>79</b>	<b>3.3%</b>
Mixed	<b>60</b>	<b>41</b>	<b>1.7%</b>
Refused/Rather not say	<b>66</b>	<b>72</b>	<b>3.0%</b>
Other	<b>24</b>	<b>46</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)