

YouGov Survey Results

Sample Size: 2399 Adults in GB
Fieldwork: 13th - 14th April 2025

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region of 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
Weighted Sample	2399	341	423	223	388	432	617	221	259	842	856	1161	1238	252	991	592	564	1367	1032	2075	115	209	569	393	290	823
Unweighted Sample	2399	337	487	266	380	392	724	250	250	1023	843	1032	1367	159	939	629	672	1526	873	2064	131	204	570	383	297	814
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

6 - 7
Apr

13 - 14
Apr

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	22	21	100	0	0	0	71	5	4	7	16	28	18	24	14	15	19	36	21	22	23	11	11	17	24	20	27
Lab	24	24	0	100	0	0	2	69	5	0	34	10	26	21	42	30	20	11	28	18	25	21	16	31	22	34	18
Lib Dem	17	14	0	0	100	0	3	11	76	2	22	7	13	15	12	17	13	12	17	10	15	9	10	11	11	12	21
SNP	3	3	0	0	0	0	0	2	2	0	8	1	3	4	2	3	4	4	4	3	0	0	40	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	1	0	0	1	1	1	1	0	1	2	1	1	1	0	22	0	0	0	0	0
Reform UK	23	23	0	0	0	100	20	6	5	87	4	46	28	19	11	16	32	30	17	33	23	32	18	28	28	11	22
Green	9	11	0	0	0	0	2	7	8	0	13	4	8	13	20	15	6	5	11	11	12	5	5	10	12	21	9
Other	2	2	0	0	0	0	1	1	0	3	2	3	2	2	0	2	3	1	1	3	2	0	1	3	3	2	2

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	100	0	0	0	59	3	4	6	12	22	13	15	6	9	14	28	15	13	15	7	8	11	15	14	19
Labour	18	18	0	100	0	0	2	58	4	0	29	8	21	15	23	21	16	10	22	12	18	17	13	22	16	27	13
Liberal Democrat	11	9	0	0	100	0	3	7	62	1	16	5	9	9	6	10	9	9	12	6	10	7	9	6	6	7	14
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	1	0	6	0	2	2	1	2	3	3	3	2	0	0	26	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	0	1	1	1	1	1	0	15	0	0	0	0	0
Reform UK	17	16	0	0	0	100	17	4	4	76	3	35	21	12	5	10	24	24	13	21	16	23	11	18	20	9	16
Green	8	9	0	0	0	0	2	8	8	0	14	4	8	10	14	12	6	5	10	8	10	5	6	9	9	16	8
Some other party	1	1	0	0	0	0	1	0	0	2	1	2	1	1	3	1	2	1	1	2	2	0	1	2	2	2	1
Would not vote	13	13	0	0	0	0	3	3	3	3	3	9	13	13	21	17	10	6	8	20	13	14	13	15	18	9	12
Don't know	13	13	0	0	0	0	11	12	14	10	12	13	9	16	14	12	12	13	12	13	13	9	10	14	11	13	13
Refused	2	3	0	0	0	0	2	4	0	1	3	1	3	4	7	5	2	1	4	3	3	3	3	3	3	3	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 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	306	257	10.7%
Men 50-64 High education	89	89	3.7%
Men 50-64 Mid education	123	108	4.5%
Men 50-64 Low education	94	94	3.9%
Men 25-49 High education	208	226	9.4%
Men 25-49 Mid education	114	158	6.6%
Men 25-49 Low education	42	103	4.3%
Men Under 25 High education	20	24	1.0%
Men Under 25 Mid & Low education	36	103	4.3%
Women Over 65	366	307	12.8%
Women 50-64 High education	92	84	3.5%
Women 50-64 Mid education	130	122	5.1%
Women 50-64 Low education	101	96	4.0%
Women 25-49 High education	289	242	10.1%
Women 25-49 Mid education	221	170	7.1%
Women 25-49 Low education	65	91	3.8%
Women Under 25 High education	34	29	1.2%
Women Under 25 Mid & Low education	69	96	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	166	456	19.0%
Medium (3-7)	1570	1439	60.0%
High (8,9,10)	663	504	21.0%
Social Grade (NRS and 2011 census)			
AB	848	672	28.0%
C1	678	696	29.0%
C2	384	504	21.0%
DE	489	528	22.0%
EU Referendum Vote (Election Result)			
Remain	1023	842	35.1%
Leave	843	856	35.7%
Don't Know / Did Not Vote	533	701	29.2%

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

North Con	78	84	3.5%
North Lab	208	175	7.3%
North LD	32	29	1.2%
North Reform	69	70	2.9%
North Oth	59	48	2.0%
North DNV	124	163	6.8%
Midlands Con	74	82	3.4%
Midlands Lab	128	101	4.2%
Midlands LD	23	22	0.9%
Midlands Reform	52	53	2.2%
Midlands Oth	38	31	1.3%
Midlands DNV	68	106	4.4%
London Con	30	43	1.8%
London Lab	107	91	3.8%
London LD	35	24	1.0%
London Reform	10	19	0.8%
London Oth	47	36	1.5%
London DNV	68	77	3.2%
South Con	172	190	7.9%
South Lab	185	163	6.8%
South LD	138	127	5.3%
South Reform	94	94	3.9%
South Oth	71	58	2.4%
South DNV	154	192	8.0%
Wales Con	17	14	0.6%
Wales Lab	36	31	1.3%
Wales LD	6	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	14	14	0.6%
Wales Oth DNV	45	38	1.6%
Scotland Con	21	19	0.8%
Scotland Lab	60	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	44	46	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	44	58	2.4%

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Ethnicity (2021/22 Census)

White	2024	1972	82.4%
Asian	167	190	7.8%
Black	64	79	3.3%
Mixed	61	41	1.7%
Refused/Rather not say	61	72	3.0%
Other	22	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