

# YouGov Survey Results

Sample Size: 2012 Adults in GB  
Fieldwork: 21st - 22nd April 2025

	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
<b>Weighted Sample</b>	<b>2012</b>	297	371	224	365	362	517	185	217	706	718	974	1038	211	831	497	473	1147	865	1740	97	175	477	330	243	690
<b>Unweighted Sample</b>	<b>2012</b>	297	405	247	355	352	586	200	217	816	718	910	1102	143	776	542	551	1248	764	1748	93	171	476	325	233	714
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

13-14 Apr | 21-22 Apr

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	21	<b>20</b>	100	0	0	0	69	4	4	6	17	27	19	22	17	13	20	32	20	21	22	12	9	19	24	22	23
Lab	24	<b>23</b>	0	100	0	0	2	62	7	1	34	8	25	21	39	26	20	15	25	19	24	18	14	29	22	35	19
Lib Dem	14	<b>16</b>	0	0	100	0	7	12	77	2	21	9	14	18	20	17	15	14	19	12	17	5	11	11	12	17	24
SNP	3	<b>3</b>	0	0	0	0	1	1	1	0	5	1	4	2	1	2	4	4	3	3	0	0	32	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	1	1	0	1	1	1	1	2	1	2	0	1	1	0	22	0	0	0	0	
Reform UK	23	<b>25</b>	0	0	0	100	20	11	5	89	7	48	29	20	6	24	30	26	18	34	24	28	23	30	28	9	24
Green	11	<b>10</b>	0	0	0	0	1	9	5	0	14	4	7	13	14	14	7	6	11	8	10	11	8	9	12	13	9
Other	2	<b>2</b>	0	0	0	0	1	1	2	1	2	2	2	2	2	3	2	2	2	3	2	4	4	2	2	4	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	14	<b>15</b>	100	0	0	0	61	3	3	5	13	21	14	15	10	9	15	27	15	14	16	9	7	13	17	16	18
Labour	18	<b>18</b>	0	100	0	0	2	55	7	1	29	7	21	16	27	20	17	14	21	15	19	12	12	23	17	25	16
Liberal Democrat	9	<b>11</b>	0	0	100	0	6	8	66	2	16	6	11	12	11	11	10	12	14	7	12	3	8	7	7	11	18
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	0	0	0	0	4	1	2	1	1	1	3	2	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	1	1	0	1	1	1	1	1	1	1	0	1	0	0	16	0	0	0	0	0
Reform UK	16	<b>18</b>	0	0	0	100	18	8	4	77	5	38	22	14	4	16	24	23	14	23	18	19	15	21	21	7	19
Green	9	<b>7</b>	0	0	0	0	1	7	4	0	11	3	6	9	10	10	5	5	9	5	8	6	6	7	9	9	7
Some other party	1	<b>2</b>	0	0	0	0	1	1	1	1	2	2	2	2	1	2	2	2	1	2	2	2	3	1	2	3	1
Would not vote	13	<b>11</b>	0	0	0	0	1	4	0	1	5	8	10	13	18	14	9	6	9	14	11	16	14	14	13	11	7
Don't know	13	<b>12</b>	0	0	0	0	9	11	12	8	12	11	8	15	9	14	11	8	10	13	11	14	12	12	10	15	10
Refused	3	<b>3</b>	0	0	0	0	1	2	2	4	1	2	3	3	8	3	2	1	3	3	3	3	2	2	4	4	3

\*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	249	215	10.7%
Men 50-64 High education	79	74	3.7%
Men 50-64 Mid education	100	91	4.5%
Men 50-64 Low education	88	78	3.9%
Men 25-49 High education	188	189	9.4%
Men 25-49 Mid education	112	133	6.6%
Men 25-49 Low education	42	87	4.3%
Men Under 25 High education	17	20	1.0%
Men Under 25 Mid & Low education	35	86	4.3%
Women Over 65	302	258	12.8%
Women 50-64 High education	77	70	3.5%
Women 50-64 Mid education	115	103	5.1%
Women 50-64 Low education	83	80	4.0%
Women 25-49 High education	223	203	10.1%
Women 25-49 Mid education	158	143	7.1%
Women 25-49 Low education	53	76	3.8%
Women Under 25 High education	28	24	1.2%
Women Under 25 Mid & Low education	63	80	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	201	382	19.0%
Medium (3-7)	1319	1207	60.0%
High (8,9,10)	492	422	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	651	563	28.0%
C1	597	583	29.0%
C2	340	423	21.0%
DE	424	443	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	816	706	35.1%
Leave	718	718	35.7%
Don't Know / Did Not Vote	478	587	29.2%

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

North Con	72	70	3.5%
North Lab	164	147	7.3%
North LD	25	24	1.2%
North Reform	58	58	2.9%
North Oth	41	40	2.0%
North DNV	116	137	6.8%
Midlands Con	65	68	3.4%
Midlands Lab	99	85	4.2%
Midlands LD	21	18	0.9%
Midlands Reform	43	44	2.2%
Midlands Oth	27	26	1.3%
Midlands DNV	70	89	4.4%
London Con	30	36	1.8%
London Lab	81	76	3.8%
London LD	20	20	1.0%
London Reform	18	16	0.8%
London Oth	29	30	1.5%
London DNV	55	64	3.2%
South Con	158	159	7.9%
South Lab	163	137	6.8%
South LD	119	107	5.3%
South Reform	81	78	3.9%
South Oth	55	48	2.4%
South DNV	138	161	8.0%
Wales Con	9	12	0.6%
Wales Lab	29	26	1.3%
Wales LD	5	4	0.2%
Wales PC	12	10	0.5%
Wales Reform	10	12	0.6%
Wales Oth DNV	28	32	1.6%
Scotland Con	18	16	0.8%
Scotland Lab	50	46	2.3%
Scotland LD	10	12	0.6%
Scotland SNP	39	38	1.9%
Scotland Reform	7	8	0.4%
Scotland Oth	8	6	0.3%
Scotland DNV	39	48	2.4%

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### Ethnicity (2021/22 Census)

White	<b>1693</b>	<b>1654</b>	<b>82.4%</b>
Asian	<b>129</b>	<b>159</b>	<b>7.8%</b>
Black	<b>68</b>	<b>66</b>	<b>3.3%</b>
Mixed	<b>39</b>	<b>34</b>	<b>1.7%</b>
Refused/Rather not say	<b>66</b>	<b>60</b>	<b>3.0%</b>
Other	<b>17</b>	<b>38</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)