

# YouGov Survey Results

Sample Size: 2187 adults in GB  
Fieldwork: 5th - 6th May 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
Weighted Sample	2187	265	344	226	457	394	562	201	236	768	781	1059	1128	230	903	540	514	1247	940	1892	105	190	518	359	265	750
Unweighted Sample	2187	259	368	266	477	378	605	225	254	882	800	960	1227	131	834	605	617	1409	778	1877	103	207	511	361	244	761
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	27-28 Apr	5-6 May																									
YouGov MRP																											
Con	20	17	100	0	0	0	62	4	6	3	15	21	16	18	16	15	15	23	19	14	19	4	8	13	21	17	22
Lab	23	22	0	100	0	0	2	59	4	2	32	11	25	20	24	27	23	13	24	20	22	32	15	27	25	36	14
Lib Dem	15	16	0	0	100	0	4	15	81	1	25	6	15	17	26	15	16	14	19	12	17	6	9	14	9	16	25
SNP	3	3	0	0	0	0	0	2	1	0	5	1	3	3	1	4	3	3	3	3	0	0	35	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	2	1	1	1	0	2	0	1	1	1	0	21	0	0	0	0	0
Reform UK	26	29	0	0	0	100	30	12	5	94	9	54	30	28	6	24	36	40	23	39	30	30	26	35	33	14	30
Green	9	10	0	0	0	0	1	8	3	0	12	4	8	12	26	13	5	6	9	11	11	8	6	10	12	14	9
Other	2	1	0	0	0	0	0	0	0	0	1	1	1	1	2	1	1	1	1	1	1	0	2	1	0	4	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	12	100	0	0	0	54	3	4	3	11	17	13	12	11	10	12	19	14	10	14	3	6	9	16	12	16
Labour	18	16	0	100	0	0	2	47	4	2	25	8	19	13	16	18	18	11	18	14	16	20	11	18	19	28	10
Liberal Democrat	11	11	0	0	100	0	3	10	65	1	18	4	10	11	15	9	11	11	13	7	11	5	6	8	6	11	16
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	3	2	1	2	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	1	1	1	0	1	0	1	1	1	0	15	0	0	0	0	0
Reform UK	19	22	0	0	0	100	26	9	4	87	7	43	24	19	5	16	28	32	18	27	22	21	18	24	26	11	22
Green	7	9	0	0	0	0	1	9	4	0	11	4	8	10	23	10	6	5	9	9	9	4	6	9	10	13	8
Some other party	1	1	0	0	0	0	1	0	0	0	1	2	1	2	2	1	1	1	1	1	1	1	3	1	0	4	1
Would not vote	11	10	0	0	0	0	1	5	3	0	6	7	8	11	10	14	8	5	8	12	9	18	11	11	8	9	9
Don't know	12	13	0	0	0	0	11	14	13	5	16	11	10	16	10	14	13	12	12	14	13	10	14	15	13	7	13
Refused	3	3	0	0	0	0	1	3	2	0	1	2	3	4	7	5	1	1	3	4	4	3	2	5	2	5	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	274	234	10.7%
Men 50-64 High education	90	81	3.7%
Men 50-64 Mid education	113	98	4.5%
Men 50-64 Low education	97	85	3.9%
Men 25-49 High education	172	206	9.4%
Men 25-49 Mid education	128	144	6.6%
Men 25-49 Low education	42	94	4.3%
Men Under 25 High education	16	22	1.0%
Men Under 25 Mid & Low education	28	94	4.3%
Women Over 65	343	280	12.8%
Women 50-64 High education	86	77	3.5%
Women 50-64 Mid education	123	112	5.1%
Women 50-64 Low education	96	87	4.0%
Women 25-49 High education	237	221	10.1%
Women 25-49 Mid education	179	155	7.1%
Women 25-49 Low education	76	83	3.8%
Women Under 25 High education	32	26	1.2%
Women Under 25 Mid & Low education	55	87	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	180	416	19.0%
Medium (3-7)	1443	1312	60.0%
High (8,9,10)	564	459	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	734	612	28.0%
C1	675	634	29.0%
C2	324	459	21.0%
DE	454	481	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	882	768	35.1%
Leave	800	781	35.7%
Don't Know / Did Not Vote	505	639	29.2%

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

North Con	74	77	3.5%
North Lab	165	160	7.3%
North LD	33	26	1.2%
North Reform	69	63	2.9%
North Oth	43	44	2.0%
North DNV	127	149	6.8%
Midlands Con	80	74	3.4%
Midlands Lab	102	92	4.2%
Midlands LD	25	20	0.9%
Midlands Reform	51	48	2.2%
Midlands Oth	29	28	1.3%
Midlands DNV	74	96	4.4%
London Con	37	39	1.8%
London Lab	80	83	3.8%
London LD	23	22	1.0%
London Reform	21	17	0.8%
London Oth	27	33	1.5%
London DNV	56	70	3.2%
South Con	154	173	7.9%
South Lab	168	149	6.8%
South LD	128	116	5.3%
South Reform	92	85	3.9%
South Oth	54	52	2.4%
South DNV	165	175	8.0%
Wales Con	14	13	0.6%
Wales Lab	32	28	1.3%
Wales LD	4	4	0.2%
Wales PC	12	11	0.5%
Wales Reform	12	13	0.6%
Wales Oth DNV	29	35	1.6%
Scotland Con	19	17	0.8%
Scotland Lab	58	50	2.3%
Scotland LD	12	13	0.6%
Scotland SNP	47	42	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	54	52	2.4%

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### Ethnicity (2021/22 Census)

White	1857	1798	82.4%
Asian	127	173	7.8%
Black	65	72	3.3%
Mixed	53	37	1.7%
Refused/Rather not say	57	66	3.0%
Other	28	42	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](https://yougov.co.uk)