

YouGov Survey Results

Sample Size: 2240 Adults in GB
Fieldwork: 1st - 2nd June 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	2240	272	378	258	450	403	576	206	242	786	800	1084	1156	235	925	553	526	1277	963	1938	108	195	531	367	271	768
Unweighted Sample	2240	268	406	280	452	379	636	232	251	922	791	980	1260	153	851	601	635	1441	799	1934	116	190	533	353	271	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		26 - 27 May	1 - 2 Jun																								
Con	19	18	100	0	0	0	61	4	4	3	15	25	15	20	5	13	18	30	20	15	19	7	7	16	19	21	21
Lab	21	22	0	100	0	0	1	60	8	1	35	8	23	21	28	30	18	13	24	19	22	29	17	27	23	31	16
Lib Dem	15	17	0	0	100	0	5	14	80	1	25	7	17	17	23	18	13	17	19	14	19	4	7	10	14	18	26
SNP	2	3	0	0	0	0	0	2	0	0	4	3	3	3	2	4	3	2	4	2	0	0	38	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	2	1	0	0	1	1	0	18	0	0	0	0	0
Reform UK	29	28	0	0	0	100	30	9	3	95	7	52	31	25	11	20	40	34	21	37	28	37	26	32	30	15	28
Green	11	9	0	0	0	0	0	8	3	0	11	3	7	11	22	12	5	3	9	9	10	4	3	12	9	12	8
Other	2	2	0	0	0	0	1	2	2	1	2	1	3	2	7	2	2	2	2	3	3	1	1	3	5	3	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	14	12	100	0	0	0	51	3	3	3	11	19	11	13	3	8	13	23	14	9	13	4	5	10	13	15	15
Labour	16	17	0	100	0	0	1	51	7	1	29	7	19	15	21	21	15	11	19	14	17	22	14	20	16	26	11
Liberal Democrat	11	12	0	0	100	0	4	10	67	1	19	6	12	11	14	11	10	13	14	9	12	4	6	7	10	12	18
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	3	2	2	2	1	3	2	1	3	1	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	1	1	0	13	0	0	0	0	0
Reform UK	21	20	0	0	0	100	26	6	2	85	5	42	24	17	6	13	31	28	17	25	20	26	18	23	21	10	21
Green	9	8	0	0	0	0	1	9	3	0	12	3	7	9	17	10	5	3	8	7	9	4	4	10	8	10	7
Some other party	2	2	0	0	0	0	1	1	1	1	2	1	2	1	4	1	2	2	2	2	2	1	1	2	3	2	1
Would not vote	11	11	0	0	0	0	3	3	2	1	4	7	11	12	17	15	9	5	8	15	12	7	10	12	14	8	11
Don't know	13	13	0	0	0	0	11	13	11	7	13	12	9	16	9	14	12	13	13	12	12	14	16	13	12	11	13
Refused	3	3	0	0	0	0	2	3	3	2	3	1	3	3	8	4	2	1	2	5	3	5	2	3	3	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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	299	240	10.7%
Men 50-64 High education	90	83	3.7%
Men 50-64 Mid education	108	101	4.5%
Men 50-64 Low education	89	87	3.9%
Men 25-49 High education	180	211	9.4%
Men 25-49 Mid education	116	148	6.6%
Men 25-49 Low education	35	96	4.3%
Men Under 25 High education	20	22	1.0%
Men Under 25 Mid & Low education	43	96	4.3%
Women Over 65	336	287	12.8%
Women 50-64 High education	90	78	3.5%
Women 50-64 Mid education	126	114	5.1%
Women 50-64 Low education	98	90	4.0%
Women 25-49 High education	258	226	10.1%
Women 25-49 Mid education	200	159	7.1%
Women 25-49 Low education	62	85	3.8%
Women Under 25 High education	29	27	1.2%
Women Under 25 Mid & Low education	61	90	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	169	426	19.0%
Medium (3-7)	1471	1344	60.0%
High (8,9,10)	600	470	21.0%
Social Grade (NRS and 2011 census)			
AB	794	627	28.0%
C1	647	650	29.0%
C2	348	470	21.0%
DE	451	493	22.0%
EU Referendum Vote (Election Result)			
Remain	922	786	35.1%
Leave	791	800	35.7%
Don't Know / Did Not Vote	527	654	29.2%

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

North Con	71	78	3.5%
North Lab	186	164	7.3%
North LD	27	27	1.2%
North Reform	63	65	2.9%
North Oth	54	45	2.0%
North DNV	132	152	6.8%
Midlands Con	70	76	3.4%
Midlands Lab	100	94	4.2%
Midlands LD	21	20	0.9%
Midlands Reform	54	49	2.2%
Midlands Oth	29	29	1.3%
Midlands DNV	79	99	4.4%
London Con	36	40	1.8%
London Lab	89	85	3.8%
London LD	29	22	1.0%
London Reform	17	18	0.8%
London Oth	29	34	1.5%
London DNV	71	72	3.2%
South Con	168	177	7.9%
South Lab	172	152	6.8%
South LD	136	119	5.3%
South Reform	94	87	3.9%
South Oth	60	54	2.4%
South DNV	147	179	8.0%
Wales Con	15	13	0.6%
Wales Lab	31	29	1.3%
Wales LD	6	4	0.2%
Wales PC	10	11	0.5%
Wales Reform	15	13	0.6%
Wales Oth DNV	39	36	1.6%
Scotland Con	19	18	0.8%
Scotland Lab	58	52	2.3%
Scotland LD	13	13	0.6%
Scotland SNP	45	43	1.9%
Scotland Reform	8	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	38	54	2.4%

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Ethnicity (2021/22 Census)

White	1871	1841	82.4%
Asian	161	177	7.8%
Black	73	74	3.3%
Mixed	54	38	1.7%
Refused/Rather not say	56	67	3.0%
Other	25	43	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