

# YouGov Survey Results

Sample Size: 2196 Adults in GB  
Fieldwork: 8th - 9th June 2025

	Westminster VI					Vote in 2024				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	2196	253	381	229	435	395	564	202	237	771	784	1063	1133	231	907	542	516	1252	944	1900	105	191	520	360	266	753
Unweighted Sample	2196	254	412	274	438	389	619	238	248	897	804	975	1221	144	839	579	634	1361	835	1911	105	180	502	371	258	780
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	1 - 2 Jun		8 - 9 Jun																								
uGov MRP																											
Con	18	17	100	0	0	0	62	3	5	2	13	23	14	19	8	12	15	28	16	18	18	15	7	12	20	18	20
Lab	22	23	0	100	0	0	2	64	7	1	36	9	26	21	34	29	20	14	27	18	24	17	17	31	24	37	16
Lib Dem	17	15	0	0	100	0	4	15	72	1	23	7	13	17	15	17	14	14	17	12	16	7	11	14	12	13	21
SNP	3	3	0	0	0	0	0	1	0	0	5	1	4	2	1	3	4	2	3	2	0	0	33	0	0	0	0
Plaid Cymru	1	2	0	0	0	0	0	1	0	1	1	2	1	2	3	1	1	1	1	2	0	31	0	0	0	0	0
Reform UK	28	29	0	0	0	100	30	7	8	93	9	54	34	25	13	24	37	36	24	37	30	28	28	33	31	15	32
Green	9	10	0	0	0	0	0	8	6	1	13	3	8	12	25	12	7	4	10	10	11	2	4	9	11	14	11
Other	2	1	0	0	0	0	1	1	2	0	0	2	1	1	0	2	1	1	1	1	1	1	0	2	2	3	0

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	12	12	100	0	0	0	50	2	4	2	10	18	10	13	4	8	10	23	12	11	12	11	5	7	15	13	14
Labour	17	17	0	100	0	0	2	54	7	1	29	7	20	15	24	19	16	12	21	12	18	13	13	23	18	28	12
Liberal Democrat	12	10	0	0	100	0	4	12	58	1	18	5	9	11	9	10	11	12	13	7	11	6	8	9	8	9	15
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	3	1	0	2	3	2	2	1	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	1	1	1	1	1	2	1	1	1	1	1	0	21	0	0	0	0	0
Reform UK	20	20	0	0	0	100	25	5	6	81	7	39	24	16	8	15	27	27	18	23	20	20	17	22	21	10	22
Green	8	8	0	0	0	0	1	8	7	1	12	3	7	10	19	9	7	4	9	7	9	2	4	8	8	12	9
Some other party	2	1	0	0	0	0	1	0	2	1	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1	2	0
Would not vote	11	13	0	0	0	0	2	2	3	1	5	9	13	13	17	18	11	6	9	19	13	10	15	16	12	10	12
Don't know	13	13	0	0	0	0	14	12	12	11	13	15	9	17	10	15	14	12	12	15	13	15	13	13	14	11	15
Refused	3	2	0	0	0	0	1	3	1	0	1	1	3	2	6	4	0	1	2	3	2	1	4	2	3	4	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	295	235	10.7%
Men 50-64 High education	92	81	3.7%
Men 50-64 Mid education	107	99	4.5%
Men 50-64 Low education	84	86	3.9%
Men 25-49 High education	183	206	9.4%
Men 25-49 Mid education	126	145	6.6%
Men 25-49 Low education	39	94	4.3%
Men Under 25 High education	18	22	1.0%
Men Under 25 Mid & Low education	31	94	4.3%
Women Over 65	339	281	12.8%
Women 50-64 High education	83	77	3.5%
Women 50-64 Mid education	123	112	5.1%
Women 50-64 Low education	90	88	4.0%
Women 25-49 High education	260	222	10.1%
Women 25-49 Mid education	169	156	7.1%
Women 25-49 Low education	62	83	3.8%
Women Under 25 High education	27	26	1.2%
Women Under 25 Mid & Low education	68	88	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	188	417	19.0%
Medium (3-7)	1418	1318	60.0%
High (8,9,10)	590	461	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	756	615	28.0%
C1	605	637	29.0%
C2	350	461	21.0%
DE	485	483	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	897	771	35.1%
Leave	804	784	35.7%
Don't Know / Did Not Vote	495	641	29.2%

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

North Con	77	77	3.5%
North Lab	184	160	7.3%
North LD	27	26	1.2%
North Reform	65	64	2.9%
North Oth	50	44	2.0%
North DNV	99	149	6.8%
Midlands Con	78	75	3.4%
Midlands Lab	111	92	4.2%
Midlands LD	22	20	0.9%
Midlands Reform	51	48	2.2%
Midlands Oth	30	29	1.3%
Midlands DNV	79	97	4.4%
London Con	32	40	1.8%
London Lab	88	83	3.8%
London LD	27	22	1.0%
London Reform	21	18	0.8%
London Oth	35	33	1.5%
London DNV	55	70	3.2%
South Con	172	173	7.9%
South Lab	155	149	6.8%
South LD	142	116	5.3%
South Reform	89	86	3.9%
South Oth	59	53	2.4%
South DNV	163	176	8.0%
Wales Con	14	13	0.6%
Wales Lab	29	29	1.3%
Wales LD	5	4	0.2%
Wales PC	12	11	0.5%
Wales Reform	13	13	0.6%
Wales Oth DNV	32	35	1.6%
Scotland Con	16	18	0.8%
Scotland Lab	52	51	2.3%
Scotland LD	15	13	0.6%
Scotland SNP	43	42	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	39	53	2.4%

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### Ethnicity (2021/22 Census)

White	<b>1843</b>	<b>1805</b>	<b>82.4%</b>
Asian	<b>134</b>	<b>173</b>	<b>7.8%</b>
Black	<b>63</b>	<b>72</b>	<b>3.3%</b>
Mixed	<b>59</b>	<b>37</b>	<b>1.7%</b>
Refused/Rather not say	<b>74</b>	<b>66</b>	<b>3.0%</b>
Other	<b>23</b>	<b>42</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)