

YouGov Survey Results

Sample Size: 2222 Adults in GB
Fieldwork: 18th - 19th May 2025

Weighted Sample Unweighted Sample	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
	2222	259	335	265	453	400	571	204	240	780	793	1075	1147	233	918	549	522	1267	955	1922	107	193	527	364	269	762
	2222	263	372	292	463	383	620	224	249	893	796	995	1227	161	855	613	593	1384	838	1919	108	195	527	364	251	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	11 - 12 May	18 - 19 May																									
Con	18	16	100	0	0	0	58	3	3	3	14	23	14	19	12	14	13	25	17	15	18	9	8	13	17	16	22
Lab	23	22	0	100	0	0	2	58	6	0	33	8	24	20	20	27	21	14	24	17	22	17	19	29	21	32	14
Lib Dem	16	17	0	0	100	0	7	17	81	1	25	9	16	19	27	16	18	15	20	13	18	14	15	14	14	15	23
SNP	3	2	0	0	0	0	0	1	0	0	3	2	3	2	1	2	3	3	2	2	0	0	28	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	2	0	1	2	4	1	1	1	1	2	0	30	0	0	0	0	0
Reform UK	28	29	0	0	0	100	33	9	5	94	8	54	33	25	10	24	36	36	22	39	30	28	18	33	33	20	30
Green	9	10	0	0	0	0	0	10	4	1	13	3	9	12	26	14	5	5	11	9	11	2	11	10	12	13	10
Other	3	2	0	0	0	0	1	1	1	0	2	1	1	2	0	2	1	2	2	1	2	1	0	2	2	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	12	12	100	0	0	0	48	2	3	3	10	17	10	13	7	9	10	20	13	10	12	7	7	9	12	11	16
Labour	17	15	0	100	0	0	1	46	5	0	25	7	18	13	15	18	16	10	19	11	16	12	13	19	16	26	11
Liberal Democrat	11	12	0	0	100	0	6	12	66	1	19	6	12	12	18	10	14	12	15	9	13	8	10	10	11	10	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	3	1	3	1	0	1	2	3	2	2	0	0	22	0	0	0	0
Plaid Cymru	0	1	0	0	0	0	0	2	0	0	2	1	1	2	2	1	1	1	1	1	0	26	0	0	0	0	0
Reform UK	20	21	0	0	0	100	28	6	4	86	6	43	25	17	7	15	27	30	17	26	22	19	13	23	25	14	22
Green	7	8	0	0	0	0	0	9	4	1	12	3	7	9	19	10	5	4	9	7	8	1	9	7	9	12	7
Some other party	2	1	0	0	0	0	1	0	1	0	1	1	1	1	0	1	1	1	1	1	1	1	0	2	1	3	1
Would not vote	11	12	0	0	0	0	2	5	2	0	5	9	12	12	15	14	11	8	8	17	12	12	11	16	13	10	10
Don't know	13	12	0	0	0	0	12	15	10	6	14	11	8	17	13	14	11	11	13	12	12	14	13	12	11	9	14
Skipped	4	3	0	0	0	0	2	2	4	2	2	2	3	3	5	5	1	1	2	4	3	2	3	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	276	238	10.7%
Men 50-64 High education	94	82	3.7%
Men 50-64 Mid education	120	100	4.5%
Men 50-64 Low education	94	87	3.9%
Men 25-49 High education	198	209	9.4%
Men 25-49 Mid education	105	147	6.6%
Men 25-49 Low education	43	96	4.3%
Men Under 25 High education	24	22	1.0%
Men Under 25 Mid & Low education	41	96	4.3%
Women Over 65	317	284	12.8%
Women 50-64 High education	87	78	3.5%
Women 50-64 Mid education	122	113	5.1%
Women 50-64 Low education	96	89	4.0%
Women 25-49 High education	258	224	10.1%
Women 25-49 Mid education	180	158	7.1%
Women 25-49 Low education	71	84	3.8%
Women Under 25 High education	33	27	1.2%
Women Under 25 Mid & Low education	63	89	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	180	422	19.0%
Medium (3-7)	1484	1333	60.0%
High (8,9,10)	558	467	21.0%
Social Grade (NRS and 2011 census)			
AB	739	622	28.0%
C1	645	644	29.0%
C2	369	467	21.0%
DE	469	489	22.0%
EU Referendum Vote (Election Result)			
Remain	893	780	35.1%
Leave	796	793	35.7%
Don't Know / Did Not Vote	533	649	29.2%

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

North Con	81	78	3.5%
North Lab	168	162	7.3%
North LD	32	27	1.2%
North Reform	66	64	2.9%
North Oth	55	44	2.0%
North DNV	125	151	6.8%
Midlands Con	67	76	3.4%
Midlands Lab	107	93	4.2%
Midlands LD	23	20	0.9%
Midlands Reform	48	49	2.2%
Midlands Oth	35	29	1.3%
Midlands DNV	84	98	4.4%
London Con	24	40	1.8%
London Lab	91	84	3.8%
London LD	24	22	1.0%
London Reform	21	18	0.8%
London Oth	34	33	1.5%
London DNV	57	71	3.2%
South Con	179	176	7.9%
South Lab	169	151	6.8%
South LD	125	118	5.3%
South Reform	91	87	3.9%
South Oth	58	53	2.4%
South DNV	155	178	8.0%
Wales Con	15	13	0.6%
Wales Lab	32	29	1.3%
Wales LD	6	4	0.2%
Wales PC	13	11	0.5%
Wales Reform	14	13	0.6%
Wales Oth DNV	28	36	1.6%
Scotland Con	17	18	0.8%
Scotland Lab	53	51	2.3%
Scotland LD	14	13	0.6%
Scotland SNP	45	42	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	48	53	2.4%

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Ethnicity (2021/22 Census)

White	1880	1826	82.4%
Asian	139	176	7.8%
Black	78	73	3.3%
Mixed	40	38	1.7%
Refused/Rather not say	63	67	3.0%
Other	22	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