

# YouGov Survey Results

Sample Size: 2004 adults in GB

Fieldwork: 26th - 27th 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	2004	279	312	213	411	361	515	184	216	703	715	970	1034	210	828	495	471	1142	862	1733	96	174	475	329	242	687
Unweighted Sample	2004	281	351	237	422	349	555	206	220	824	711	894	1110	140	762	536	566	1242	762	1734	101	169	469	326	246	693
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		18-19 May	26-27 May																								
by YouGov																											
Con	16	19	100	0	0	0	66	4	5	5	17	24	16	22	12	16	16	29	21	17	20	16	13	16	23	21	20
Lab	22	21	0	100	0	0	2	60	8	0	30	8	21	21	34	24	19	14	22	19	21	23	17	24	21	33	16
Lib Dem	17	15	0	0	100	0	4	12	73	0	23	8	14	16	15	14	16	15	17	12	16	4	12	12	12	12	22
SNP	2	2	0	0	0	0	0	0	0	0	3	1	2	2	4	1	2	2	2	2	0	0	23	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	0	1	0	2	1	1	0	20	0	0	0	0	0
Reform UK	29	29	0	0	0	100	27	15	7	91	10	53	35	24	8	27	35	33	23	38	30	22	24	34	33	19	30
Green	10	11	0	0	0	0	0	9	7	3	14	4	9	13	25	14	9	4	12	10	11	14	7	11	10	12	11
Other	2	2	0	0	0	0	0	0	1	2	2	2	1	3	1	3	2	1	2	2	2	1	4	2	1	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	14	100	0	0	0	57	3	4	4	14	19	13	15	8	11	12	24	16	11	15	12	9	12	17	15	15
Labour	15	16	0	100	0	0	2	50	7	0	25	7	17	14	21	16	15	12	18	13	16	19	12	17	14	26	12
Liberal Democrat	12	11	0	0	100	0	4	9	60	0	18	6	11	11	10	9	12	12	13	8	11	2	8	8	7	9	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	0	2	1	2	1	3	1	2	2	2	1	0	0	17	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	1	1	0	0	12	0	0	0	0	0
Reform UK	21	21	0	0	0	100	23	10	5	85	7	42	27	15	5	17	27	27	18	24	21	17	15	24	21	13	22
Green	8	9	0	0	0	0	0	8	7	3	12	4	8	9	18	10	8	4	10	7	9	10	5	9	9	10	9
Some other party	1	2	0	0	0	0	1	0	1	2	2	1	1	2	1	2	2	1	1	2	1	1	3	2	1	3	1
Would not vote	12	11	0	0	0	0	1	2	2	2	5	5	9	12	17	16	7	4	7	16	11	6	9	13	14	9	10
Don't know	12	13	0	0	0	0	11	16	13	3	13	14	9	16	8	14	13	12	11	15	12	22	17	13	12	11	11
Refused	3	3	0	0	0	0	1	1	2	0	1	1	3	3	10	4	1	1	3	3	3	1	4	2	4	5	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	245	214	10.7%
Men 50-64 High education	80	74	3.7%
Men 50-64 Mid education	102	90	4.5%
Men 50-64 Low education	83	78	3.9%
Men 25-49 High education	173	188	9.4%
Men 25-49 Mid education	112	132	6.6%
Men 25-49 Low education	38	86	4.3%
Men Under 25 High education	18	20	1.0%
Men Under 25 Mid & Low education	43	86	4.3%
Women Over 65	321	257	12.8%
Women 50-64 High education	85	70	3.5%
Women 50-64 Mid education	105	102	5.1%
Women 50-64 Low education	81	80	4.0%
Women 25-49 High education	225	202	10.1%
Women 25-49 Mid education	156	142	7.1%
Women 25-49 Low education	58	76	3.8%
Women Under 25 High education	24	24	1.2%
Women Under 25 Mid & Low education	55	80	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	160	381	19.0%
Medium (3-7)	1330	1202	60.0%
High (8,9,10)	514	421	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	671	561	28.0%
C1	571	581	29.0%
C2	303	421	21.0%
DE	459	441	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	824	703	35.1%
Leave	711	715	35.7%
Don't Know / Did Not Vote	469	585	29.2%

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### Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	73	70	3.5%
North Lab	150	146	7.3%
North LD	27	24	1.2%
North Reform	58	58	2.9%
North Oth	50	40	2.0%
North DNV	111	136	6.8%
Midlands Con	68	68	3.4%
Midlands Lab	93	84	4.2%
Midlands LD	24	18	0.9%
Midlands Reform	45	44	2.2%
Midlands Oth	28	26	1.3%
Midlands DNV	68	88	4.4%
London Con	33	36	1.8%
London Lab	92	76	3.8%
London LD	24	20	1.0%
London Reform	16	16	0.8%
London Oth	33	30	1.5%
London DNV	48	64	3.2%
South Con	148	158	7.9%
South Lab	145	136	6.8%
South LD	114	106	5.3%
South Reform	79	78	3.9%
South Oth	59	48	2.4%
South DNV	148	160	8.0%
Wales Con	11	12	0.6%
Wales Lab	29	26	1.3%
Wales LD	4	4	0.2%
Wales PC	10	10	0.5%
Wales Reform	14	12	0.6%
Wales Oth DNV	33	32	1.6%
Scotland Con	16	16	0.8%
Scotland Lab	46	46	2.3%
Scotland LD	13	12	0.6%
Scotland SNP	37	38	1.9%
Scotland Reform	8	8	0.4%
Scotland Oth	5	6	0.3%
Scotland DNV	44	48	2.4%

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### Ethnicity (2021/22 Census)

White	1695	1647	82.4%
Asian	117	158	7.8%
Black	61	66	3.3%
Mixed	47	34	1.7%
Refused/Rather not say	65	60	3.0%
Other	19	38	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)