YouGov Survey Results

Sample Size: 2214 Adults in GB
Fieldwork: 27th - 28th April 2025

	21-22 Apr	27-28 Apr	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		2214	329	400	235	415	399	569	204	239	777	790	1072	1142	232	914	547	520	1262	952	1915	106	193	525	363	268	759
Unweighted Sample		2214	329	440	270	418	399	646	230	244	929	801	993	1221	157	812	609	636	1379	835	1916	109	189	516	360	278	762
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	21-22 Apr	27-28 Apr	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
Con	20	20	100	0	0	0	67	5	3	7	15	27	19	20	4	14	21	32	20	20	21	15	8	18	23	18	23
Lab	23	23	0	100	0	0	3	61	6	1	35	7	23	24	36	29	21	12	26	19	24	22	20	29	25	36	16
Lib Dem	16	15	0	0	100	0	2	13	82	2	21	8	15	15	24	16	14	13	19	10	16	5	12	11	12	13	23
SNP	3	3	0	0	0	0	1	1	1	0	5	1	3	3	3	4	2	3	3	3	0	0	35	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	2	0	0	1	1	1	1	2	2	1	1	1	2	0	27	0	0	0	0	0
Reform UK	25	26	0	0	0	100	25	8	6	88	7	51	30	22	11	22	31	32	20	35	27	22	17	31	28	16	28
Green	10	9	0	0	0	0	1	8	2	1	13	3	6	12	20	11	6	6	10	8	10	8	8	9	11	16	7
Other	2	2	0	0	0	0	1	1	0	2	2	2	2	1	0	2	3	1	1	3	2	1	1	3	1	2	2

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?

	21-22 Apr	27-28 Apr	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
Conservative	15	15	100	0	0	0	59	4	3	7	12	22	15	14	4	10	16	27	15	15	16	13	6	13	16	14	18
Labour	18	18	0	100	0	0	3	54	5	1	29	7	18	18	24	21	18	11	21	14	18	19	16	21	18	29	13
Liberal Democrat	11	11	0	0	100	0	2	9	70	2	16	6	11	10	14	10	11	10	14	7	11	3	8	8	7	8	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	1	0	3	0	2	2	2	2	1	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	1	1	0	0	1	1	0	17	0	0	0	0	0
Reform UK	18	19	0	0	0	100	20	6	5	78	6	40	23	15	7	15	23	26	15	24	19	18	14	22	19	11	20
Green	7	7	0	0	0	0	1	8	2	1	11	3	5	9	15	8	5	6	8	6	7	6	7	7	7	11	6
Some other party	2	1	0	0	0	0	1	1	0	2	2	1	2	1	0	1	3	1	1	2	2	1	0	2	1	1	2
Would not vote	11	11	0	0	0	0	3	4	1	1	6	7	9	13	12	15	9	5	7	16	12	11	5	12	12	16	10
Don't know	12	12	0	0	0	0	10	11	13	8	12	12	10	14	19	11	13	11	13	11	12	12	18	10	18	8	11
Refused	3	3	0	0	0	0	1	2	0	1	2	2	3	3	4	5	2	0	3	2	3	1	3	4	2	2	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 seperately modelled using MRP. The poll was carried out online.

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	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	**295**	**237**	**10.7%**
Men 50-64 High education	**89**	**82**	**3.7%**
Men 50-64 Mid education	**122**	**100**	**4.5%**
Men 50-64 Low education	**100**	**86**	**3.9%**
Men 25-49 High education	**178**	**208**	**9.4%**
Men 25-49 Mid education	**108**	**146**	**6.6%**
Men 25-49 Low education	**45**	**95**	**4.3%**
Men Under 25 High education	**17**	**22**	**1.0%**
Men Under 25 Mid & Low education	**39**	**95**	**4.3%**
Women Over 65	**341**	**283**	**12.8%**
Women 50-64 High education	**82**	**77**	**3.5%**
Women 50-64 Mid education	**128**	**113**	**5.1%**
Women 50-64 Low education	**88**	**89**	**4.0%**
Women 25-49 High education	**254**	**224**	**10.1%**
Women 25-49 Mid education	**171**	**157**	**7.1%**
Women 25-49 Low education	**56**	**84**	**3.8%**
Women Under 25 High education	**31**	**27**	**1.2%**
Women Under 25 Mid & Low education	**70**	**89**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**154**	**421**	**19.0%**
Medium (3-7)	**1484**	**1328**	**60.0%**
High (8,9,10)	**576**	**465**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**754**	**620**	**28.0%**
C1	**625**	**642**	**29.0%**
C2	**375**	**465**	**21.0%**
DE	**460**	**487**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**929**	**777**	**35.1%**
Leave	**801**	**790**	**35.7%**
Don't Know / Did Not Vote	**484**	**646**	**29.2%**

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

North Con	**82**	**77**	**3.5%**
North Lab	**190**	**162**	**7.3%**
North LD	**27**	**27**	**1.2%**
North Reform	**64**	**64**	**2.9%**
North Oth	**45**	**44**	**2.0%**
North DNV	**108**	**151**	**6.8%**
Midlands Con	**72**	**75**	**3.4%**
Midlands Lab	**107**	**93**	**4.2%**
Midlands LD	**21**	**20**	**0.9%**
Midlands Reform	**50**	**49**	**2.2%**
Midlands Oth	**31**	**29**	**1.3%**
Midlands DNV	**79**	**97**	**4.4%**
London Con	**49**	**40**	**1.8%**
London Lab	**87**	**84**	**3.8%**
London LD	**28**	**22**	**1.0%**
London Reform	**16**	**18**	**0.8%**
London Oth	**40**	**33**	**1.5%**
London DNV	**58**	**71**	**3.2%**
South Con	**163**	**175**	**7.9%**
South Lab	**170**	**151**	**6.8%**
South LD	**137**	**117**	**5.3%**
South Reform	**91**	**86**	**3.9%**
South Oth	**58**	**53**	**2.4%**
South DNV	**143**	**177**	**8.0%**
Wales Con	**11**	**13**	**0.6%**
Wales Lab	**34**	**29**	**1.3%**
Wales LD	**5**	**4**	**0.2%**
Wales PC	**10**	**11**	**0.5%**
Wales Reform	**13**	**13**	**0.6%**
Wales Oth DNV	**36**	**35**	**1.6%**
Scotland Con	**22**	**18**	**0.8%**
Scotland Lab	**58**	**51**	**2.3%**
Scotland LD	**12**	**13**	**0.6%**
Scotland SNP	**41**	**42**	**1.9%**
Scotland Reform	**10**	**9**	**0.4%**
Scotland Oth	**8**	**7**	**0.3%**
Scotland DNV	**38**	**53**	**2.4%**

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Ethnicity (2021/22 Census)

White	**1868**	**1820**	**82.4%**
Asian	**147**	**175**	**7.8%**
Black	**65**	**73**	**3.3%**
Mixed	**56**	**38**	**1.7%**
Refused/Rather not say	**62**	**66**	**3.0%**
Other	**16**	**42**	**1.8%**