

YouGov Survey Results

Sample Size: 2171 Adults in GB
Fieldwork: 13th - 14th May 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2171	391	558	200	234	130	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	142	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election? - Labour

0 - Would never consider voting for them	38	60	8	16	79	27	20	58	39	37	17	30	39	60	33	45	39	43	32	37	44	31	40
1	5	10	2	3	4	8	4	7	6	5	6	4	6	7	5	6	5	5	11	6	5	6	4
2	6	6	3	6	4	8	5	6	6	5	5	6	5	5	7	4	6	3	5	6	5	6	6
3	6	6	4	10	4	12	6	6	7	4	3	6	7	4	7	4	6	3	6	5	6	6	6
4	4	4	3	7	3	6	5	3	4	5	8	4	4	3	4	5	4	7	3	5	3	3	4
5	10	6	11	19	1	14	13	6	7	14	12	14	9	6	11	10	10	15	12	9	11	10	10
6	6	2	11	11	1	12	11	3	6	6	9	7	6	3	7	6	6	4	12	7	3	9	5
7	7	3	13	11	1	5	8	3	7	6	13	8	5	3	7	6	7	6	6	7	6	7	6
8	6	2	15	6	0	5	8	3	7	5	11	7	5	2	8	4	6	1	4	7	4	7	7
9	2	0	6	2	0	0	4	1	2	2	0	2	3	1	2	1	2	2	2	2	1	2	1
10 - Would definitely consider voting for them	9	2	25	8	2	2	15	4	9	9	9	11	10	5	10	7	9	10	5	9	10	10	9
Prefer not to say	1	0	0	0	0	0	0	0	1	1	5	1	0	0	0	2	1	0	1	1	2	1	1
No data	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0

From what you have seen and heard, how much, if at all, do you think Labour are TRYING to appeal to the following types of voters?

Conservative voters																							
A great deal	11	9	16	10	13	20	14	12	11	11	9	13	10	10	12	11	12	6	10	10	12	13	12
A fair amount	28	27	38	37	25	39	35	23	31	26	33	28	30	24	30	26	28	33	25	26	31	28	28
TOTAL A GREAT DEAL / FAIR AMOUNT	39	36	54	47	38	59	49	35	42	37	42	41	40	34	42	37	40	39	35	36	43	41	40
Not very much	22	28	22	25	24	12	19	25	24	19	23	19	23	23	21	22	21	20	23	23	16	24	22
Not at all	15	24	10	12	22	8	12	22	17	13	9	11	17	24	16	14	16	9	15	16	18	10	16
TOTAL NOT VERY MUCH / AT ALL	37	52	32	37	46	20	31	47	41	32	32	30	40	47	37	36	37	29	38	39	34	34	38
Don't know	24	13	15	17	15	22	19	18	17	30	26	29	20	18	21	28	23	32	27	24	23	25	22
Labour voters																							
A great deal	20	29	18	17	27	15	16	24	21	18	20	17	19	25	19	20	20	20	14	19	22	23	19
A fair amount	23	29	30	30	20	16	31	20	25	22	23	23	24	23	26	20	23	19	25	23	21	20	26
TOTAL A GREAT DEAL / FAIR AMOUNT	43	58	48	47	47	31	47	44	46	40	43	40	43	48	45	40	43	39	39	42	43	43	45
Not very much	25	24	31	31	23	32	28	26	27	23	24	23	29	25	28	22	25	24	25	26	26	21	26
Not at all	12	8	10	9	16	19	10	14	13	10	9	13	13	11	10	14	12	10	14	14	10	11	11
TOTAL NOT VERY MUCH / AT ALL	37	32	41	40	39	51	38	40	40	33	33	36	42	36	38	36	37	34	39	40	36	32	37
Don't know	20	10	11	13	13	19	15	16	14	26	24	24	15	16	17	24	20	27	22	18	21	24	18

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrat voters																								
A great deal		5	7	3	3	11	3	3	6	5	4	3	4	5	7	4	5	5	3	2	5	6	3	5
A fair amount		22	24	28	29	20	22	27	22	25	19	21	23	22	21	23	21	22	17	23	20	22	26	23
TOTAL A GREAT DEAL / FAIR AMOUNT		27	31	31	32	31	25	30	28	30	23	24	27	27	28	27	26	27	20	25	25	28	29	28
Not very much		28	37	32	31	29	24	30	29	30	26	26	23	32	33	29	26	28	24	32	29	24	26	30
Not at all		15	14	13	17	20	22	13	20	18	13	13	15	16	16	16	15	16	10	11	18	18	12	15
TOTAL NOT VERY MUCH / AT ALL		43	51	45	48	49	46	43	49	48	39	39	38	48	49	45	41	44	34	43	47	42	38	45
Don't know		30	19	24	20	20	30	27	23	21	38	36	35	25	23	27	33	29	45	33	28	31	33	27
SNP voters																								
A great deal		3	6	2	1	7	1	2	6	4	3	0	2	4	7	3	3	3	5	5	4	3	2	3
A fair amount		13	14	18	13	13	5	14	14	16	10	12	12	14	14	14	12	13	16	15	11	13	14	13
TOTAL A GREAT DEAL / FAIR AMOUNT		16	20	20	14	20	6	16	20	20	13	12	14	18	21	17	15	16	21	20	15	16	16	16
Not very much		25	35	28	30	24	21	30	24	27	23	26	23	27	27	26	24	25	21	28	27	20	23	27
Not at all		18	17	15	21	22	24	16	24	21	15	15	19	18	19	19	17	18	9	26	19	22	15	16
TOTAL NOT VERY MUCH / AT ALL		43	52	43	51	46	45	46	48	48	38	41	42	45	46	45	41	43	30	54	46	42	38	43
Don't know		40	28	37	35	34	49	38	33	31	49	47	45	37	34	38	43	41	49	26	39	42	46	41
Reform UK voters																								
A great deal		22	22	26	21	30	36	24	24	25	20	27	22	22	21	23	21	23	13	18	25	18	21	25
A fair amount		26	28	30	34	26	23	33	25	29	24	18	25	31	26	27	24	26	30	28	25	28	25	25
TOTAL A GREAT DEAL / FAIR AMOUNT		48	50	56	55	56	59	57	49	54	44	45	47	53	47	50	45	49	43	46	50	46	46	50
Not very much		15	20	18	21	11	11	15	15	15	15	15	14	14	16	15	15	15	8	19	14	14	19	14
Not at all		14	18	10	7	23	7	9	20	15	12	9	12	15	19	14	14	14	16	9	14	17	11	14
TOTAL NOT VERY MUCH / AT ALL		29	38	28	28	34	18	24	35	30	27	24	26	29	35	29	29	29	24	28	28	31	30	28
Don't know		23	13	15	17	10	24	18	16	15	30	31	27	18	17	20	27	22	32	26	21	23	24	22
Green voters																								
A great deal		5	9	3	1	10	0	3	7	6	4	2	3	5	7	4	5	5	2	2	6	4	4	5
A fair amount		17	20	21	17	23	12	17	19	21	14	22	15	17	19	19	15	16	23	19	15	17	21	16
TOTAL A GREAT DEAL / FAIR AMOUNT		22	29	24	18	33	12	20	26	27	18	24	18	22	26	23	20	21	25	21	21	21	25	21
Not very much		29	35	36	40	26	26	35	27	30	28	25	27	34	30	31	27	29	31	27	28	29	24	32
Not at all		20	16	21	20	19	40	20	22	22	18	22	21	19	19	20	20	21	11	19	23	21	18	20
TOTAL NOT VERY MUCH / AT ALL		49	51	57	60	45	66	55	49	52	46	47	48	53	49	51	47	50	42	46	51	50	42	52
Don't know		29	20	20	22	21	22	24	25	21	37	29	34	26	25	26	34	29	32	33	29	29	33	27

*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.