

YouGov Survey Results

Sample Size: 2250 Adults in GB  
Fieldwork: 6th - 7th May 2025

|                   | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total           | 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   | 2250            | 405 | 578 | 207     | 243       | 790         | 803   | 1089   | 1161   | 236   | 929   | 556   | 529 | 1283         | 967  | 1946    | 108   | 196      | 533               | 369      | 272    | 772           |
| Unweighted Sample | 2250            | 386 | 641 | 232     | 253       | 926         | 830   | 1009   | 1241   | 136   | 844   | 601   | 669 | 1395         | 855  | 1928    | 119   | 203      | 551               | 369      | 231    | 777           |
|                   | %               | %   | %   | %       | %         | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

|                                                                                   |  |                                   | 26 - 28<br>Jul '24 | 16 - 17<br>Jan '25 | 6 - 7 May<br>'25 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------------------------------------------|--|-----------------------------------|--------------------|--------------------|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Which of the following do you consider to be the 'main parties' in Britain today? |  |                                   |                    |                    |                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Conservative Party                                                                |  | Are one of the 'main parties'     | 85                 | 88                 | 84               | 89 | 89 | 88 | 80 | 89 | 82 | 85 | 84 | 88 | 86 | 82 | 83 | 88 | 80 | 85 | 84 | 81 | 84 | 83 | 86 | 86 |
|                                                                                   |  | Are not one of the 'main parties' | 9                  | 6                  | 10               | 8  | 9  | 8  | 19 | 8  | 13 | 10 | 9  | 5  | 7  | 13 | 13 | 8  | 12 | 10 | 9  | 13 | 9  | 11 | 8  | 9  |
|                                                                                   |  | Don't know                        | 6                  | 6                  | 6                | 3  | 2  | 4  | 2  | 2  | 5  | 5  | 7  | 6  | 7  | 5  | 4  | 4  | 9  | 6  | 7  | 6  | 7  | 6  | 7  | 4  |
| Labour Party                                                                      |  | Are one of the 'main parties'     | 93                 | 90                 | 89               | 90 | 97 | 96 | 84 | 96 | 85 | 89 | 88 | 92 | 90 | 87 | 87 | 92 | 85 | 89 | 87 | 89 | 88 | 87 | 92 | 89 |
|                                                                                   |  | Are not one of the 'main parties' | 1                  | 5                  | 6                | 8  | 2  | 2  | 15 | 2  | 11 | 7  | 6  | 2  | 4  | 8  | 10 | 5  | 8  | 6  | 5  | 5  | 6  | 7  | 3  | 8  |
|                                                                                   |  | Don't know                        | 6                  | 5                  | 5                | 2  | 1  | 2  | 2  | 1  | 4  | 4  | 6  | 6  | 6  | 5  | 3  | 3  | 7  | 5  | 8  | 6  | 7  | 6  | 5  | 3  |
| Liberal Democrats                                                                 |  | Are one of the 'main parties'     | 50                 | 44                 | 47               | 38 | 60 | 72 | 30 | 62 | 33 | 45 | 49 | 51 | 51 | 48 | 37 | 51 | 42 | 47 | 43 | 48 | 43 | 41 | 48 | 52 |
|                                                                                   |  | Are not one of the 'main parties' | 41                 | 47                 | 45               | 58 | 36 | 25 | 67 | 35 | 60 | 48 | 43 | 37 | 39 | 46 | 59 | 43 | 48 | 45 | 46 | 42 | 49 | 49 | 43 | 42 |
|                                                                                   |  | Don't know                        | 9                  | 8                  | 8                | 5  | 4  | 3  | 3  | 3  | 6  | 7  | 9  | 11 | 10 | 6  | 4  | 6  | 10 | 7  | 11 | 10 | 8  | 10 | 9  | 5  |
| Reform UK                                                                         |  | Are one of the 'main parties'     | 19                 | 29                 | 44               | 52 | 33 | 28 | 87 | 30 | 62 | 49 | 40 | 46 | 38 | 46 | 54 | 42 | 48 | 45 | 43 | 35 | 46 | 50 | 41 | 44 |
|                                                                                   |  | Are not one of the 'main parties' | 71                 | 61                 | 46               | 41 | 61 | 65 | 10 | 64 | 31 | 43 | 49 | 42 | 52 | 46 | 38 | 51 | 39 | 45 | 44 | 54 | 43 | 40 | 51 | 48 |
|                                                                                   |  | Don't know                        | 10                 | 10                 | 9                | 7  | 5  | 7  | 3  | 6  | 7  | 8  | 11 | 12 | 10 | 8  | 8  | 7  | 13 | 9  | 13 | 10 | 10 | 10 | 8  | 9  |
| Green Party                                                                       |  | Are one of the 'main parties'     | 11                 | 9                  | 13               | 3  | 19 | 11 | 4  | 20 | 6  | 12 | 14 | 18 | 16 | 13 | 7  | 15 | 11 | 13 | 12 | 16 | 14 | 11 | 19 | 12 |
|                                                                                   |  | Are not one of the 'main parties' | 80                 | 82                 | 80               | 93 | 77 | 85 | 95 | 76 | 89 | 82 | 77 | 73 | 75 | 81 | 89 | 79 | 80 | 80 | 78 | 75 | 78 | 83 | 72 | 83 |
|                                                                                   |  | Don't know                        | 9                  | 8                  | 7                | 4  | 3  | 4  | 1  | 4  | 5  | 6  | 8  | 9  | 9  | 6  | 5  | 5  | 10 | 7  | 10 | 10 | 8  | 6  | 9  | 6  |
| Scottish National Party (SNP)                                                     |  | Are one of the 'main parties'     | 22                 | 24                 | 25               | 16 | 32 | 30 | 15 | 37 | 16 | 27 | 24 | 20 | 28 | 26 | 22 | 27 | 23 | 22 | 34 | 51 | 24 | 20 | 26 | 20 |
|                                                                                   |  | Are not one of the 'main parties' | 66                 | 64                 | 63               | 76 | 61 | 63 | 79 | 57 | 72 | 65 | 60 | 65 | 59 | 62 | 68 | 62 | 63 | 65 | 53 | 41 | 64 | 67 | 59 | 68 |
|                                                                                   |  | Don't know                        | 12                 | 12                 | 12               | 8  | 7  | 7  | 6  | 6  | 11 | 8  | 16 | 15 | 13 | 12 | 10 | 10 | 15 | 13 | 12 | 8  | 12 | 12 | 15 | 12 |

\*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.