

YouGov Survey Results

Sample Size: 1185 adults in the West of England
Fieldwork: 9th - 23rd April 2025

	Vote in 2024 GE						2016 EU Ref		Gender		Age (1)				Age (2)	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-49	50+
Weighted	1185	172	319	136	94	170	557	310	580	605	178	517	254	236	695	490
Unweighted Sample	1185	153	369	159	97	158	662	308	538	647	97	512	301	275	609	576
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

West of England Mayor

[Weighted by likelihood to vote, excluding don't knows and would not votes]

Steve Smith, Conservative	17	71	6	3	9	5	15	28	14	21	3	9	26	29	8	28
Helen Godwin, Labour	23	0	58	13	2	5	33	7	23	24	17	29	28	13	26	20
Oli Henman, Liberal Democrat	13	2	8	59	0	2	15	7	12	15	21	13	8	12	15	10
Arron Fraser Andrew Banks, Reform UK	18	24	7	2	85	1	5	46	22	14	6	12	21	32	10	27
Mary Page, Green	27	1	19	22	0	86	30	10	29	24	51	35	13	13	39	13
Ian Keith Mark Scott, Independent	2	2	2	0	4	0	2	2	2	2	1	1	3	1	1	2

On 1st May 2025, elections will be held in your area to elect the next West of England Mayor. Thinking ahead to then, which candidate do you intend to vote for in the West of England mayoral election? If you have already voted via post, please select the candidate you have voted for.

Steve Smith, Conservative	10	44	4	2	7	4	9	17	9	11	1	5	16	19	4	17
Helen Godwin, Labour	14	0	40	9	1	4	22	5	15	13	10	16	18	9	14	14
Oli Henman, Liberal Democrat	8	1	6	37	0	2	9	4	8	7	12	7	6	8	8	7
Arron Fraser Andrew Banks, Reform UK	11	15	5	1	66	1	4	28	14	7	5	6	13	22	6	17
Mary Page, Green	15	0	12	14	0	63	19	6	18	13	27	18	8	9	21	8
Ian Keith Mark Scott, Independent	1	1	1	0	4	0	1	1	1	1	1	1	2	1	1	1
Will not vote	18	13	12	13	13	5	10	21	17	20	19	21	15	15	20	15
Don't know	20	22	19	23	8	19	22	17	16	24	21	21	20	17	21	19
Refused	4	4	1	0	1	3	4	1	2	5	4	6	2	0	5	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the 1st May election for the West of England Mayor?

0 - Certain NOT to vote	14	11	10	9	11	5	7	18	14	15	11	15	13	15	14	14
1	3	4	1	3	1	0	2	2	1	4	6	3	2	1	4	1
2	4	0	2	2	1	0	3	2	4	3	6	6	2	1	6	1
3	3	1	2	3	3	2	2	3	4	2	8	2	3	1	4	2
4	1	2	1	2	0	1	1	1	2	1	2	2	1	0	2	1
5	5	4	8	4	2	2	6	4	4	6	5	5	6	2	5	4
6	5	0	6	5	2	6	5	2	5	5	12	5	1	3	7	2
7	6	5	4	10	3	6	6	6	5	7	7	6	8	2	6	5
8	8	8	9	11	8	10	9	5	8	7	9	9	6	6	9	6
9	7	3	12	7	7	6	9	6	7	7	1	7	9	8	6	8
10 - Absolutely certain to vote	35	42	36	35	44	56	38	39	35	34	31	32	36	43	31	39
I have already voted (by post)	10	18	10	10	18	5	11	14	11	9	1	7	14	19	5	16

**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.*