

YouGov Survey Results

Sample Size: 2279 Adults in GB
Fieldwork: 12th - 13th January 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	2279	370	411	208	398	410	586	210	246	800	814	1103	1176	239	941	563	536	1299	980	1971	109	198	540	374	276	782
Unweighted Sample	2279	334	441	246	465	346	651	243	328	911	913	990	1289	125	875	593	686	1347	932	1950	129	200	557	404	194	795
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	22	100	0	0	0	79	5	4	4	17	34	20	25	5	16	25	35	23	21	24	12	11	18	27	20	28
Lab	26	0	100	0	0	1	70	8	1	39	10	27	25	36	33	23	14	26	25	26	28	23	35	26	32	18
Lib Dem	14	0	0	100	0	2	10	78	1	23	5	13	15	12	16	12	13	15	11	15	7	8	11	10	11	21
SNP	3	0	0	0	0	0	0	1	0	4	1	3	3	1	3	4	2	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	1	0	0	2	0	1	1	2	1	2	0	1	2	0	24	0	0	0	0	0
Reform UK	25	0	0	0	100	16	8	7	93	3	45	30	19	19	20	28	30	20	31	25	25	18	27	28	19	25
Green	8	0	0	0	0	1	5	3	0	10	3	6	10	22	9	6	4	9	6	8	3	7	8	6	14	7
Other	2	0	0	0	0	0	1	0	1	1	1	2	2	2	2	1	2	2	1	2	1	0	1	2	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	16	100	0	0	0	69	4	3	4	15	26	16	17	5	10	21	27	18	14	17	10	8	13	20	14	21
Labour	18	0	100	0	0	2	54	6	1	31	8	19	17	21	21	18	11	20	16	18	22	14	23	19	23	13
Liberal Democrat	9	0	0	100	0	2	7	63	1	18	4	8	10	5	9	10	10	12	6	10	4	5	6	6	8	14
Scottish National Party (SNP)	2	0	0	0	0	0	0	1	0	3	1	2	2	0	2	2	1	2	2	0	0	19	0	0	0	0
Plaid Cymru	1	0	0	0	0	0	1	0	0	1	0	1	1	1	1	1	0	1	1	0	16	0	0	0	0	0
Reform UK	17	0	0	0	100	15	5	6	87	3	37	22	13	10	12	22	25	16	19	18	18	12	18	22	11	19
Green	7	0	0	0	0	1	6	4	0	10	3	6	9	18	8	6	4	10	5	7	2	10	6	7	10	8
Some other party	1	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	2	2	1
Would not vote	12	0	0	0	0	1	4	2	0	4	6	12	11	9	17	8	6	6	18	12	9	9	16	10	15	9
Don't know	13	0	0	0	0	10	17	13	5	13	12	10	17	15	15	10	12	12	15	13	16	20	14	10	14	12
Refused	3	0	0	0	0	0	2	2	0	1	2	4	3	14	3	1	1	2	5	3	3	3	3	4	2	4

*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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	314	244	10.7%
Men 50-64 High education	82	84	3.7%
Men 50-64 Mid education	109	103	4.5%
Men 50-64 Low education	93	89	3.9%
Men 25-49 High education	161	214	9.4%
Men 25-49 Mid education	135	150	6.6%
Men 25-49 Low education	49	98	4.3%
Men Under 25 High education	13	23	1.0%
Men Under 25 Mid & Low education	34	98	4.3%
Women Over 65	372	292	12.8%
Women 50-64 High education	78	80	3.5%
Women 50-64 Mid education	127	116	5.1%
Women 50-64 Low education	104	91	4.0%
Women 25-49 High education	230	230	10.1%
Women 25-49 Mid education	197	162	7.1%
Women 25-49 Low education	103	87	3.8%
Women Under 25 High education	27	27	1.2%
Women Under 25 Mid & Low education	51	91	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	227	433	19.0%
Medium (3-7)	1518	1367	60.0%
High (8,9,10)	534	479	21.0%
Social Grade (NRS and 2011 census)			
AB	750	638	28.0%
C1	597	661	29.0%
C2	411	479	21.0%
DE	521	501	22.0%
EU Referendum Vote (Election Result)			
Remain	911	800	35.1%
Leave	913	814	35.7%
Don't Know / Did Not Vote	455	665	29.2%

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

North Con	68	80	3.5%
North Lab	193	166	7.3%
North LD	34	27	1.2%
North Reform	86	66	2.9%
North Oth	55	46	2.0%
North DNV	121	155	6.8%
Midlands Con	80	77	3.4%
Midlands Lab	128	96	4.2%
Midlands LD	25	21	0.9%
Midlands Reform	63	50	2.2%
Midlands Oth	28	30	1.3%
Midlands DNV	80	100	4.4%
London Con	23	41	1.8%
London Lab	60	87	3.8%
London LD	27	23	1.0%
London Reform	26	18	0.8%
London Oth	14	34	1.5%
London DNV	44	73	3.2%
South Con	149	180	7.9%
South Lab	187	155	6.8%
South LD	139	121	5.3%
South Reform	113	89	3.9%
South Oth	67	55	2.4%
South DNV	140	182	8.0%
Wales Con	15	14	0.6%
Wales Lab	35	30	1.3%
Wales LD	5	5	0.2%
Wales PC	14	11	0.5%
Wales Reform	24	14	0.6%
Wales Oth DNV	36	36	1.6%
Scotland Con	11	18	0.8%
Scotland Lab	48	52	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	54	43	1.9%
Scotland Reform	16	9	0.4%
Scotland Oth	22	7	0.3%
Scotland DNV	36	55	2.4%

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Ethnicity (2021/22 Census)

White	2049	1878	82.4%
Asian	84	178	7.8%
Black	25	75	3.3%
Mixed	38	39	1.7%
Refused/Rather not say	75	68	3.0%
Other	8	41	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