# YouGov Survey Results

**Sample Size: 2465 Adults in GB**
**Fieldwork: 2nd - 3rd February 2025**

| | Total | Westminster VI | | | | Vote in 2024 GE | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 2465 | 395 | 449 | 241 | 440 | 444 | 633 | 227 | 266 | 865 | 880 | 1193 | 1272 | 259 | 1018 | 609 | 579 | 1405 | 1060 | 2132 | 118 | 214 | 584 | 404 | 298 | 845 |
| Unweighted Sample | 2465 | 349 | 515 | 284 | 460 | 394 | 745 | 277 | 300 | 1045 | 898 | 1093 | 1372 | 126 | 1020 | 633 | 686 | 1547 | 918 | 2150 | 110 | 205 | 600 | 418 | 279 | 853 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | 26 - 27 Jan | 2 - 3 Feb |
|---|---|---|

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

| | 26-27 Jan | 2-3 Feb | 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 | 22 | 21 | 100 | 0 | 0 | 0 | 71 | 4 | 6 | 6 | 15 | 30 | 20 | 22 | 20 | 15 | 21 | 31 | 21 | 22 | 23 | 14 | 13 | 14 | 29 | 28 | 23 |
| Lab | 27 | 24 | 0 | 100 | 0 | 0 | 2 | 67 | 5 | 2 | 37 | 11 | 24 | 24 | 28 | 29 | 25 | 15 | 27 | 20 | 25 | 22 | 15 | 35 | 25 | 33 | 16 |
| Lib Dem | 14 | 14 | 0 | 0 | 100 | 0 | 1 | 11 | 77 | 1 | 23 | 6 | 15 | 14 | 17 | 13 | 16 | 14 | 16 | 12 | 15 | 10 | 13 | 10 | 6 | 10 | 23 |
| SNP | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 2 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 0 | 0 | 34 | 0 | 0 | 0 | 0 |
| Plaid Cymru | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 0 | 21 | 0 | 0 | 0 | 0 | 0 |
| Reform UK | 23 | 25 | 0 | 0 | 0 | 100 | 24 | 8 | 4 | 91 | 6 | 46 | 29 | 22 | 12 | 25 | 26 | 29 | 22 | 30 | 26 | 19 | 17 | 28 | 33 | 13 | 27 |
| Green | 9 | 9 | 0 | 0 | 0 | 0 | 0 | 6 | 5 | 0 | 12 | 3 | 6 | 11 | 20 | 9 | 7 | 6 | 9 | 9 | 9 | 7 | 5 | 9 | 6 | 16 | 9 |
| Other | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 3 | 0 | 3 | 2 | 2 | 2 | 3 | 2 | 8 | 4 | 4 | 0 | 0 | 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?**

| | 26-27 Jan | 2-3 Feb | 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 | 16 | 16 | 100 | 0 | 0 | 0 | 65 | 4 | 5 | 6 | 13 | 26 | 17 | 15 | 12 | 10 | 17 | 28 | 17 | 15 | 17 | 11 | 11 | 11 | 20 | 20 | 18 |
| Labour | 19 | 18 | 0 | 100 | 0 | 0 | 2 | 57 | 5 | 2 | 30 | 10 | 20 | 16 | 19 | 20 | 20 | 13 | 22 | 14 | 19 | 19 | 12 | 24 | 19 | 26 | 13 |
| Liberal Democrat | 10 | 10 | 0 | 0 | 100 | 0 | 1 | 8 | 63 | 1 | 17 | 4 | 11 | 9 | 11 | 8 | 12 | 11 | 11 | 8 | 10 | 7 | 10 | 6 | 3 | 6 | 17 |
| Scottish National Party (SNP) | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 0 | 0 | 25 | 0 | 0 | 0 | 0 |
| Plaid Cymru | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 |
| Reform UK | 17 | 18 | 0 | 0 | 0 | 100 | 20 | 5 | 3 | 84 | 5 | 36 | 21 | 15 | 9 | 15 | 20 | 24 | 17 | 20 | 18 | 17 | 12 | 18 | 23 | 10 | 19 |
| Green | 7 | 6 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 0 | 9 | 3 | 5 | 7 | 13 | 6 | 6 | 5 | 7 | 6 | 7 | 6 | 4 | 6 | 4 | 12 | 6 |
| Some other party | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 0 | 2 | 2 | 2 | 2 | 2 | 1 | 5 | 2 | 3 | 1 | 0 | 1 |
| Would not vote | 12 | 13 | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 0 | 4 | 9 | 11 | 15 | 12 | 20 | 9 | 4 | 9 | 18 | 13 | 11 | 12 | 15 | 15 | 10 | 11 |
| Don't know | 12 | 12 | 0 | 0 | 0 | 0 | 9 | 13 | 13 | 6 | 13 | 9 | 9 | 15 | 13 | 12 | 12 | 10 | 12 | 11 | 12 | 12 | 9 | 13 | 13 | 13 | 11 |
| Refused | 4 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 2 | 1 | 2 | 4 | 9 | 4 | 0 | 1 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 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.*

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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 | **313** | **264** | **10.7%** |
| Men 50-64 High education | **86** | **91** | **3.7%** |
| Men 50-64 Mid education | **122** | **111** | **4.5%** |
| Men 50-64 Low education | **94** | **96** | **3.9%** |
| Men 25-49 High education | **200** | **232** | **9.4%** |
| Men 25-49 Mid education | **171** | **163** | **6.6%** |
| Men 25-49 Low education | **61** | **106** | **4.3%** |
| Men Under 25 High education | **14** | **25** | **1.0%** |
| Men Under 25 Mid & Low education | **32** | **106** | **4.3%** |
| Women Over 65 | **373** | **316** | **12.8%** |
| Women 50-64 High education | **90** | **86** | **3.5%** |
| Women 50-64 Mid education | **141** | **126** | **5.1%** |
| Women 50-64 Low education | **100** | **99** | **4.0%** |
| Women 25-49 High education | **282** | **249** | **10.1%** |
| Women 25-49 Mid education | **215** | **175** | **7.1%** |
| Women 25-49 Low education | **91** | **94** | **3.8%** |
| Women Under 25 High education | **29** | **30** | **1.2%** |
| Women Under 25 Mid & Low education | **51** | **99** | **4.0%** |
| **Political Attention** (British Election Study face to face element) | | | |
| Low (0,1,2) | **185** | **468** | **19.0%** |
| Medium (3-7) | **1599** | **1479** | **60.0%** |
| High (8,9,10) | **681** | **518** | **21.0%** |
| **Social Grade** (NRS and 2011 census) | | | |
| AB | **861** | **690** | **28.0%** |
| C1 | **686** | **715** | **29.0%** |
| C2 | **396** | **518** | **21.0%** |
| DE | **522** | **542** | **22.0%** |
| **EU Referendum Vote** (Election Result) | | | |
| Remain | **1045** | **865** | **35.1%** |
| Leave | **898** | **880** | **35.7%** |
| Don't Know / Did Not Vote | **522** | **720** | **29.2%** |

# 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.

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.

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

| | | | |
|---|---|---|---|
| North Con | **81** | **86** | **3.5%** |
| North Lab | **217** | **180** | **7.3%** |
| North LD | **37** | **30** | **1.2%** |
| North Reform | **95** | **71** | **2.9%** |
| North Oth | **43** | **49** | **2.0%** |
| North DNV | **127** | **168** | **6.8%** |
| Midlands Con | **66** | **84** | **3.4%** |
| Midlands Lab | **149** | **104** | **4.2%** |
| Midlands LD | **24** | **22** | **0.9%** |
| Midlands Reform | **55** | **54** | **2.2%** |
| Midlands Oth | **40** | **32** | **1.3%** |
| Midlands DNV | **84** | **108** | **4.4%** |
| London Con | **42** | **44** | **1.8%** |
| London Lab | **85** | **94** | **3.8%** |
| London LD | **25** | **25** | **1.0%** |
| London Reform | **20** | **20** | **0.8%** |
| London Oth | **32** | **37** | **1.5%** |
| London DNV | **75** | **79** | **3.2%** |
| South Con | **174** | **195** | **7.9%** |
| South Lab | **200** | **168** | **6.8%** |
| South LD | **165** | **131** | **5.3%** |
| South Reform | **111** | **96** | **3.9%** |
| South Oth | **58** | **59** | **2.4%** |
| South DNV | **145** | **197** | **8.0%** |
| Wales Con | **11** | **15** | **0.6%** |
| Wales Lab | **27** | **32** | **1.3%** |
| Wales LD | **12** | **5** | **0.2%** |
| Wales PC | **16** | **12** | **0.5%** |
| Wales Reform | **13** | **15** | **0.6%** |
| Wales Oth DNV | **31** | **39** | **1.6%** |
| Scotland Con | **20** | **20** | **0.8%** |
| Scotland Lab | **67** | **57** | **2.3%** |
| Scotland LD | **14** | **15** | **0.6%** |
| Scotland SNP | **48** | **47** | **1.9%** |
| Scotland Reform | **6** | **10** | **0.4%** |
| Scotland Oth | **8** | **7** | **0.3%** |
| Scotland DNV | **42** | **59** | **2.4%** |

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**Ethnicity** (2021/22 Census)

| | | | |
|---|---|---|---|
| White | **2066** | **2031** | **82.4%** |
| Asian | **182** | **192** | **7.8%** |
| Black | **65** | **81** | **3.3%** |
| Mixed | **55** | **42** | **1.7%** |
| Refused/Rather not say | **78** | **74** | **3.0%** |
| Other | **19** | **44** | **1.8%** |