YouGov Survey Results

Sample Size: 2419 Adults in GB
Fieldwork: 9th - 10th February 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		2419	354	457	226	431	435	622	223	261	849	864	1171	1248	254	999	597	568	1379	1040	2092	116	210	573	397	293	830
Unweighted Sample		2419	346	463	249	447	389	661	235	263	990	882	1046	1373	162	940	640	677	1475	944	2065	125	229	561	409	275	820
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	2 - 3 Feb	9 - 10 Feb																									

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

	2-3 Feb	Total (9-10 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	21	21	100	0	0	0	69	4	11	4	19	26	18	23	6	19	20	30	22	19	22	15	10	18	25	15	26
Lab	24	25	0	100	0	0	2	66	5	0	34	11	27	24	35	33	23	12	27	22	26	25	17	30	26	38	19
Lib Dem	14	14	0	0	100	0	5	11	74	1	22	7	14	14	16	15	14	12	16	11	15	5	12	9	9	16	20
SNP	3	3	0	0	0	0	0	2	0	0	5	2	3	3	1	3	4	4	3	3	0	0	38	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	1	1	3	1	1	2	0	27	0	0	0	0	0
Reform UK	25	26	0	0	0	100	23	10	5	94	7	49	28	23	14	18	31	36	21	32	27	21	19	31	29	17	25
Green	9	9	0	0	0	0	1	5	5	0	10	4	7	10	25	11	4	3	9	8	9	7	3	9	9	10	9
Other	2	1	0	0	0	0	0	1	0	0	1	1	2	1	3	1	1	1	1	2	2	0	1	3	2	3	0

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?

	2-3 Feb	Total (9-10 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	15	100	0	0	0	60	3	8	4	15	21	14	15	3	12	15	25	16	13	16	11	7	13	18	11	18
Labour	18	19	0	100	0	0	2	55	5	0	29	9	21	17	21	23	18	11	21	16	19	21	14	22	19	29	14
Liberal Democrat	10	9	0	0	100	0	3	7	60	1	17	5	10	9	9	9	10	9	11	7	10	4	8	6	6	11	13
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	2	2	1	2	3	3	2	2	0	0	25	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	0	0	2	1	1	1	0	18	0	0	0	0	0
Reform UK	18	18	0	0	0	100	19	7	4	83	5	38	20	15	8	11	24	29	16	21	18	17	13	20	22	13	18
Green	6	7	0	0	0	0	1	4	4	0	9	4	6	8	17	8	4	3	8	6	7	5	3	7	7	9	7
Some other party	2	1	0	0	0	0	0	1	0	0	1	1	1	1	2	1	1	1	1	1	1	0	1	2	1	2	0
Would not vote	13	12	0	0	0	0	2	3	2	2	5	7	12	13	11	19	8	6	10	15	12	13	10	16	12	10	11
Don't know	12	13	0	0	0	0	11	15	15	10	12	11	11	16	22	13	13	12	13	14	14	8	14	11	12	14	17
Refused	3	3	0	0	0	0	1	2	3	1	2	1	2	3	6	3	2	0	2	3	2	3	3	3	2	3	2

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 seperately modelled using MRP. The poll was carried out online.

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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	**303**	**259**	**10.7%**
Men 50-64 High education	**97**	**89**	**3.7%**
Men 50-64 Mid education	**121**	**109**	**4.5%**
Men 50-64 Low education	**102**	**94**	**3.9%**
Men 25-49 High education	**203**	**227**	**9.4%**
Men 25-49 Mid education	**110**	**160**	**6.6%**
Men 25-49 Low education	**52**	**104**	**4.3%**
Men Under 25 High education	**18**	**24**	**1.0%**
Men Under 25 Mid & Low education	**40**	**104**	**4.3%**
Women Over 65	**374**	**310**	**12.8%**
Women 50-64 High education	**87**	**85**	**3.5%**
Women 50-64 Mid education	**129**	**123**	**5.1%**
Women 50-64 Low education	**104**	**97**	**4.0%**
Women 25-49 High education	**283**	**244**	**10.1%**
Women 25-49 Mid education	**222**	**172**	**7.1%**
Women 25-49 Low education	**70**	**92**	**3.8%**
Women Under 25 High education	**32**	**29**	**1.2%**
Women Under 25 Mid & Low education	**72**	**97**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**206**	**460**	**19.0%**
Medium (3-7)	**1602**	**1451**	**60.0%**
High (8,9,10)	**611**	**508**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**838**	**677**	**28.0%**
C1	**637**	**702**	**29.0%**
C2	**406**	**508**	**21.0%**
DE	**538**	**532**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**990**	**849**	**35.1%**
Leave	**882**	**864**	**35.7%**
Don't Know / Did Not Vote	**547**	**706**	**29.2%**

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

North Con	**81**	**85**	**3.5%**
North Lab	**181**	**177**	**7.3%**
North LD	**34**	**29**	**1.2%**
North Reform	**66**	**70**	**2.9%**
North Oth	**61**	**48**	**2.0%**
North DNV	**138**	**165**	**6.8%**
Midlands Con	**69**	**82**	**3.4%**
Midlands Lab	**118**	**102**	**4.2%**
Midlands LD	**27**	**22**	**0.9%**
Midlands Reform	**57**	**53**	**2.2%**
Midlands Oth	**35**	**31**	**1.3%**
Midlands DNV	**103**	**106**	**4.4%**
London Con	**39**	**44**	**1.8%**
London Lab	**85**	**92**	**3.8%**
London LD	**27**	**24**	**1.0%**
London Reform	**22**	**19**	**0.8%**
London Oth	**42**	**36**	**1.5%**
London DNV	**60**	**77**	**3.2%**
South Con	**165**	**191**	**7.9%**
South Lab	**180**	**164**	**6.8%**
South LD	**125**	**128**	**5.3%**
South Reform	**93**	**94**	**3.9%**
South Oth	**67**	**58**	**2.4%**
South DNV	**190**	**194**	**8.0%**
Wales Con	**15**	**15**	**0.6%**
Wales Lab	**35**	**31**	**1.3%**
Wales LD	**6**	**5**	**0.2%**
Wales PC	**12**	**12**	**0.5%**
Wales Reform	**15**	**15**	**0.6%**
Wales Oth DNV	**42**	**39**	**1.6%**
Scotland Con	**20**	**19**	**0.8%**
Scotland Lab	**62**	**56**	**2.3%**
Scotland LD	**16**	**15**	**0.6%**
Scotland SNP	**50**	**46**	**1.9%**
Scotland Reform	**10**	**10**	**0.4%**
Scotland Oth	**10**	**7**	**0.3%**
Scotland DNV	**61**	**58**	**2.4%**

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Ethnicity (2021/22 Census)

White	**1977**	**1993**	**82.4%**
Asian	**216**	**189**	**7.8%**
Black	**72**	**80**	**3.3%**
Mixed	**56**	**41**	**1.7%**
Refused/Rather not say	**73**	**73**	**3.0%**
Other	**25**	**44**	**1.8%**