

YouGov Survey Results

Sample Size: 2222 Adults in GB
Fieldwork: 2nd - 3rd March 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	2222	330	430	223	395	400	571	204	240	780	793	1075	1147	233	918	549	522	1267	955	1922	107	193	527	364	269	762
Unweighted Sample	2222	329	454	244	405	380	613	223	249	875	813	975	1247	170	851	598	603	1365	857	1908	110	204	523	370	228	787
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23 - 24 Feb
2 - 3 Mar

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	23 - 24 Feb	2 - 3 Mar	23 - 24 Feb				2 - 3 Mar				23 - 24 Feb		2 - 3 Mar		23 - 24 Feb				23 - 24 Feb		23 - 24 Feb		23 - 24 Feb		23 - 24 Feb					
			Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	England	Wales	Scotland	North	Midlands	London	Rest of South					
Con	22	21	100	0	0	0	0	0	0	70	5	8	7	13	31	20	22	12	14	19	37	21	21	22	15	13	18	25	24	23
Lab	24	26	0	100	0	0	0	0	0	2	71	6	1	40	9	22	29	33	34	22	14	29	21	26	30	21	33	25	37	18
Lib Dem	16	14	0	0	100	0	0	0	0	5	9	75	0	21	6	14	14	20	13	15	12	16	10	14	5	11	8	9	14	21
SNP	3	3	0	0	0	0	0	0	0	0	1	0	0	4	1	3	3	3	4	2	1	2	4	0	0	32	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	0	2	0	1	1	2	1	1	1	1	1	0	19	0	0	0	0	0
Reform UK	25	25	0	0	0	100	0	0	0	22	6	8	90	6	48	29	22	10	22	32	29	20	33	26	24	16	29	27	13	29
Green	8	9	0	0	0	0	0	0	0	1	5	3	1	12	4	10	9	17	12	6	4	10	8	9	5	6	11	10	9	8
Other	2	2	0	0	0	0	0	0	0	0	1	0	1	2	1	2	1	2	1	3	1	1	2	2	1	0	1	3	3	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?

	23 - 24 Feb	2 - 3 Mar	23 - 24 Feb				2 - 3 Mar				23 - 24 Feb		2 - 3 Mar		23 - 24 Feb				23 - 24 Feb		23 - 24 Feb		23 - 24 Feb							
			Conservative	Labour	Liberal Democrat	Scottish National Party (SNP)	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Refused	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	England	Wales	Scotland	North	Midlands	London	Rest of South		
Conservative	15	15	100	0	0	0	0	0	0	61	3	5	6	10	25	15	15	7	9	15	29	16	14	16	11	10	12	17	18	17
Labour	18	19	0	100	0	0	0	0	0	2	60	5	1	32	8	19	20	23	24	17	12	22	16	19	22	16	24	18	29	13
Liberal Democrat	11	10	0	0	100	0	0	0	0	5	7	64	0	17	5	11	9	13	8	11	10	13	7	11	3	9	6	6	11	16
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	0	1	0	0	3	1	2	2	2	2	2	1	1	3	0	0	23	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	1	1	0	0	14	0	0	0	0	0
Reform UK	18	18	0	0	0	100	0	0	0	19	4	5	83	5	37	22	14	7	14	24	24	15	21	18	19	11	20	19	9	21
Green	8	7	0	0	0	0	0	0	0	1	5	3	2	11	3	8	7	12	9	5	4	8	7	8	4	6	9	8	8	7
Some other party	1	1	0	0	0	0	0	0	0	0	1	0	1	1	1	1	1	1	1	2	1	1	1	1	1	0	1	2	2	1
Would not vote	12	11	0	0	0	0	0	0	0	2	2	1	4	4	8	9	13	12	14	10	6	9	14	11	13	10	13	10	10	10
Don't know	11	13	0	0	0	0	0	0	0	10	15	14	4	13	11	9	16	17	13	12	11	12	13	13	12	14	12	15	11	12
Refused	3	3	0	0	0	0	0	0	0	2	1	1	1	2	2	3	3	6	5	1	1	2	5	3	2	2	3	5	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.

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	277	238	10.7%
Men 50-64 High education	88	82	3.7%
Men 50-64 Mid education	108	100	4.5%
Men 50-64 Low education	94	87	3.9%
Men 25-49 High education	164	209	9.4%
Men 25-49 Mid education	129	147	6.6%
Men 25-49 Low education	49	96	4.3%
Men Under 25 High education	14	22	1.0%
Men Under 25 Mid & Low education	52	96	4.3%
Women Over 65	326	284	12.8%
Women 50-64 High education	87	78	3.5%
Women 50-64 Mid education	124	113	5.1%
Women 50-64 Low education	97	89	4.0%
Women 25-49 High education	249	224	10.1%
Women 25-49 Mid education	188	158	7.1%
Women 25-49 Low education	72	84	3.8%
Women Under 25 High education	34	27	1.2%
Women Under 25 Mid & Low education	70	89	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	200	422	19.0%
Medium (3-7)	1472	1333	60.0%
High (8,9,10)	550	467	21.0%
Social Grade (NRS and 2011 census)			
AB	731	622	28.0%
C1	634	644	29.0%
C2	394	467	21.0%
DE	463	489	22.0%
EU Referendum Vote (Election Result)			
Remain	875	780	35.1%
Leave	813	793	35.7%
Don't Know / Did Not Vote	534	649	29.2%

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Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	72	78	3.5%
North Lab	178	162	7.3%
North LD	29	27	1.2%
North Reform	67	64	2.9%
North Oth	51	44	2.0%
North DNV	126	151	6.8%
Midlands Con	74	76	3.4%
Midlands Lab	112	93	4.2%
Midlands LD	19	20	0.9%
Midlands Reform	50	49	2.2%
Midlands Oth	31	29	1.3%
Midlands DNV	84	98	4.4%
London Con	34	40	1.8%
London Lab	65	84	3.8%
London LD	25	22	1.0%
London Reform	15	18	0.8%
London Oth	29	33	1.5%
London DNV	60	71	3.2%
South Con	165	176	7.9%
South Lab	172	151	6.8%
South LD	131	118	5.3%
South Reform	94	87	3.9%
South Oth	56	53	2.4%
South DNV	169	178	8.0%
Wales Con	13	13	0.6%
Wales Lab	32	29	1.3%
Wales LD	5	4	0.2%
Wales PC	11	11	0.5%
Wales Reform	13	13	0.6%
Wales Oth DNV	36	36	1.6%
Scotland Con	22	18	0.8%
Scotland Lab	54	51	2.3%
Scotland LD	14	13	0.6%
Scotland SNP	46	42	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	51	53	2.4%

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Ethnicity (2021/22 Census)

White	1885	1831	82.4%
Asian	139	173	7.8%
Black	60	73	3.3%
Mixed	46	38	1.7%
Refused/Rather not say	69	67	3.0%
Other	23	40	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