

# YouGov Survey Results

Sample Size: 2315 Adults in GB  
Fieldwork: 16th - 17th 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
<b>Weighted Sample</b>	<b>2315</b>	355	432	215	361	417	595	213	250	813	826	1120	1195	243	956	572	544	1320	995	2002	111	201	549	380	280	794
<b>Unweighted Sample</b>	<b>2315</b>	335	491	235	376	376	689	224	258	975	863	974	1341	135	881	623	676	1504	811	2002	119	194	551	400	270	781
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	9 - 10 Mar	16 - 17 Mar																									
Con	22	<b>22</b>	100	0	0	0	76	5	9	4	13	33	19	24	11	16	23	32	21	22	23	19	13	17	24	19	26
Lab	24	<b>26</b>	0	100	0	0	3	68	5	0	39	10	26	26	38	33	19	16	29	20	26	30	23	32	24	41	18
Lib Dem	15	<b>14</b>	0	0	100	0	1	10	70	1	22	5	15	13	15	12	17	12	16	10	14	8	11	10	10	13	20
SNP	3	<b>3</b>	0	0	0	0	0	1	0	0	6	1	3	2	0	3	3	2	3	2	0	0	30	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	0	17	0	0	0	0	0
Reform UK	23	<b>24</b>	0	0	0	100	18	8	8	92	7	46	28	21	5	21	28	31	18	32	25	21	15	30	30	13	25
Green	9	<b>9</b>	0	0	0	0	1	7	7	1	11	3	8	11	27	11	5	5	9	10	10	3	7	8	11	12	10
Other	3	<b>2</b>	0	0	0	0	0	1	2	1	2	1	1	2	2	2	2	2	2	2	2	1	1	3	1	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?

Conservative	16	<b>16</b>	100	0	0	0	67	4	7	3	10	26	15	16	6	11	17	26	16	15	16	13	10	12	17	13	20
Labour	18	<b>19</b>	0	100	0	0	2	58	5	0	33	8	20	18	22	23	16	14	23	14	19	23	16	24	17	30	13
Liberal Democrat	10	<b>9</b>	0	0	100	0	1	7	59	1	16	4	10	8	8	8	12	9	12	6	10	7	8	6	6	9	14
Scottish National Party (SNP)	2	<b>2</b>	0	0	0	0	0	0	0	0	5	0	2	1	0	2	3	2	2	1	0	0	22	0	0	0	0
Plaid Cymru	1	<b>1</b>	0	0	0	0	0	0	0	0	1	0	1	1	1	0	1	1	0	1	0	11	0	0	0	0	0
Reform UK	17	<b>16</b>	0	0	0	100	14	6	5	77	5	34	20	12	5	13	20	24	14	20	17	12	11	20	20	10	16
Green	8	<b>8</b>	0	0	0	0	1	7	8	1	10	3	7	9	17	10	5	4	8	7	8	2	7	8	8	10	8
Some other party	2	<b>1</b>	0	0	0	0	0	1	2	1	2	1	1	1	1	1	2	1	1	1	1	1	1	2	1	2	1
Would not vote	11	<b>12</b>	0	0	0	0	2	3	2	3	4	9	11	13	16	15	11	6	9	16	12	14	8	14	14	7	11
Don't know	13	<b>13</b>	0	0	0	0	11	12	12	10	12	12	9	16	14	13	12	12	12	14	13	12	12	12	15	15	12
Refused	3	<b>3</b>	0	0	0	0	1	2	1	3	2	2	4	3	9	5	1	1	2	5	3	5	6	2	2	5	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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	310	248	10.7%
Men 50-64 High education	92	86	3.7%
Men 50-64 Mid education	114	104	4.5%
Men 50-64 Low education	91	90	3.9%
Men 25-49 High education	162	218	9.4%
Men 25-49 Mid education	107	153	6.6%
Men 25-49 Low education	44	100	4.3%
Men Under 25 High education	15	23	1.0%
Men Under 25 Mid & Low education	39	100	4.3%
Women Over 65	366	296	12.8%
Women 50-64 High education	89	81	3.5%
Women 50-64 Mid education	134	118	5.1%
Women 50-64 Low education	103	93	4.0%
Women 25-49 High education	286	234	10.1%
Women 25-49 Mid education	202	164	7.1%
Women 25-49 Low education	80	88	3.8%
Women Under 25 High education	26	28	1.2%
Women Under 25 Mid & Low education	55	93	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	218	440	19.0%
Medium (3-7)	1488	1389	60.0%
High (8,9,10)	609	486	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	835	648	28.0%
C1	669	671	29.0%
C2	360	486	21.0%
DE	451	509	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	975	813	35.1%
Leave	863	826	35.7%
Don't Know / Did Not Vote	477	676	29.2%

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

North Con	80	81	3.5%
North Lab	193	169	7.3%
North LD	33	28	1.2%
North Reform	68	67	2.9%
North Oth	59	46	2.0%
North DNV	118	157	6.8%
Midlands Con	77	79	3.4%
Midlands Lab	123	97	4.2%
Midlands LD	25	21	0.9%
Midlands Reform	54	51	2.2%
Midlands Oth	33	30	1.3%
Midlands DNV	88	102	4.4%
London Con	37	42	1.8%
London Lab	94	88	3.8%
London LD	19	23	1.0%
London Reform	21	19	0.8%
London Oth	39	35	1.5%
London DNV	60	74	3.2%
South Con	149	183	7.9%
South Lab	186	157	6.8%
South LD	126	123	5.3%
South Reform	89	90	3.9%
South Oth	67	56	2.4%
South DNV	164	185	8.0%
Wales Con	15	14	0.6%
Wales Lab	34	30	1.3%
Wales LD	5	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	36	37	1.6%
Scotland Con	18	19	0.8%
Scotland Lab	59	53	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	43	44	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	39	56	2.4%

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### Ethnicity (2021/22 Census)

White	<b>1937</b>	<b>1908</b>	<b>82.4%</b>
Asian	<b>161</b>	<b>181</b>	<b>7.8%</b>
Black	<b>67</b>	<b>76</b>	<b>3.3%</b>
Mixed	<b>66</b>	<b>39</b>	<b>1.7%</b>
Refused/Rather not say	<b>59</b>	<b>69</b>	<b>3.0%</b>
Other	<b>25</b>	<b>42</b>	<b>1.8%</b>

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](https://yougov.co.uk)