

YouGov Survey Results

Sample Size: 2333 Adults in GB
Fieldwork: 23rd - 24th March 2025

	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	2333	350	390	241	372	420	600	215	252	819	833	1129	1204	245	964	576	548	1330	1003	2018	112	203	553	383	282	800
Unweighted Sample	2333	338	448	275	360	386	662	248	247	965	817	1022	1311	139	916	616	662	1478	855	2021	120	192	531	390	262	838
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	16 - 17 Mar	23 - 24 Mar	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
Con	22	22	100	0	0	0	70	7	6	7	16	32	18	25	9	20	20	32	21	22	23	18	11	18	29	24	23
Lab	26	23	0	100	0	0	3	63	9	1	35	8	23	22	35	28	19	15	26	18	24	23	15	30	20	30	18
Lib Dem	14	16	0	0	100	0	6	13	74	1	23	8	15	17	15	16	19	14	18	13	17	5	14	9	13	14	25
SNP	3	3	0	0	0	0	1	1	0	0	5	1	3	3	2	2	3	4	3	3	0	0	32	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	1	2	1	1	1	1	2	0	24	0	0	0	0	0
Reform UK	24	22	0	0	0	100	18	6	2	87	5	44	30	15	16	19	26	27	18	29	23	25	13	29	26	13	22
Green	9	10	0	0	0	0	1	8	7	1	11	5	8	13	20	13	8	5	12	8	11	5	9	11	9	13	11
Other	2	3	0	0	0	0	1	1	1	2	3	2	2	3	1	2	5	2	2	4	2	0	6	3	3	6	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	15	100	0	0	0	59	4	4	6	12	24	13	17	7	12	15	25	16	14	16	13	8	12	20	16	16
Labour	19	17	0	100	0	0	3	50	8	1	28	6	18	15	24	18	15	12	20	12	17	19	11	20	15	24	14
Liberal Democrat	9	10	0	0	100	0	5	8	58	1	17	6	10	10	9	9	13	10	12	8	11	3	10	6	8	10	16
Scottish National Party (SNP)	2	2	0	0	0	0	1	1	0	0	3	0	2	2	1	1	2	3	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	1	1	2	0	1	1	1	1	0	17	0	0	0	0	0
Reform UK	16	16	0	0	0	100	16	4	2	77	5	34	22	11	9	12	20	22	13	19	16	21	8	20	18	8	16
Green	8	9	0	0	0	0	1	7	8	1	11	5	7	10	14	10	7	5	10	7	9	7	7	9	7	11	9
Some other party	1	2	0	0	0	0	1	1	1	1	3	2	2	2	0	1	3	2	1	3	2	0	3	2	2	3	1
Would not vote	12	13	0	0	0	0	1	6	2	2	5	8	13	13	14	15	11	8	9	17	13	8	7	16	14	12	12
Don't know	13	13	0	0	0	0	11	17	11	7	13	12	9	17	15	15	11	11	13	13	13	12	19	13	11	13	13
Refused	3	3	0	0	0	0	2	2	7	3	3	3	3	4	5	6	1	1	3	4	3	1	5	3	4	4	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	307	250	10.7%
Men 50-64 High education	83	86	3.7%
Men 50-64 Mid education	114	105	4.5%
Men 50-64 Low education	95	91	3.9%
Men 25-49 High education	197	219	9.4%
Men 25-49 Mid education	125	154	6.6%
Men 25-49 Low education	42	100	4.3%
Men Under 25 High education	14	23	1.0%
Men Under 25 Mid & Low education	45	100	4.3%
Women Over 65	355	299	12.8%
Women 50-64 High education	90	82	3.5%
Women 50-64 Mid education	138	119	5.1%
Women 50-64 Low education	96	93	4.0%
Women 25-49 High education	276	236	10.1%
Women 25-49 Mid education	196	166	7.1%
Women 25-49 Low education	80	89	3.8%
Women Under 25 High education	31	28	1.2%
Women Under 25 Mid & Low education	49	93	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	197	443	19.0%
Medium (3-7)	1520	1400	60.0%
High (8,9,10)	616	490	21.0%
Social Grade (NRS and 2011 census)			
AB	817	653	28.0%
C1	661	677	29.0%
C2	390	490	21.0%
DE	465	513	22.0%
EU Referendum Vote (Election Result)			
Remain	965	819	35.1%
Leave	817	833	35.7%
Don't Know / Did Not Vote	551	681	29.2%

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

North Con	78	82	3.5%
North Lab	179	170	7.3%
North LD	36	28	1.2%
North Reform	65	68	2.9%
North Oth	54	47	2.0%
North DNV	119	159	6.8%
Midlands Con	78	79	3.4%
Midlands Lab	118	98	4.2%
Midlands LD	24	21	0.9%
Midlands Reform	52	51	2.2%
Midlands Oth	32	30	1.3%
Midlands DNV	86	103	4.4%
London Con	37	42	1.8%
London Lab	85	89	3.8%
London LD	27	23	1.0%
London Reform	15	19	0.8%
London Oth	36	35	1.5%
London DNV	62	75	3.2%
South Con	165	184	7.9%
South Lab	191	159	6.8%
South LD	139	124	5.3%
South Reform	93	91	3.9%
South Oth	66	56	2.4%
South DNV	184	187	8.0%
Wales Con	13	14	0.6%
Wales Lab	32	30	1.3%
Wales LD	6	5	0.2%
Wales PC	14	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	42	37	1.6%
Scotland Con	15	19	0.8%
Scotland Lab	57	54	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	45	44	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	42	56	2.4%

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Ethnicity (2021/22 Census)

White	1921	1920	82.4%
Asian	164	184	7.8%
Black	79	77	3.3%
Mixed	62	40	1.7%
Refused/Rather not say	74	70	3.0%
Other	33	42	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