

YouGov Survey Results

Sample Size: 2392 Adults in GB
Fieldwork: 30th - 31st 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	2392	356	407	218	403	431	615	220	258	840	854	1158	1234	251	988	591	562	1363	1029	2069	115	208	567	392	289	820
Unweighted Sample	2392	349	459	255	377	392	714	244	255	996	857	1016	1376	176	897	653	666	1499	893	2079	118	195	552	387	297	843
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23 - 24 Mar
30 - 31 Mar

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	22	21	100	0	0	0	72	4	5	5	16	32	19	24	8	15	19	38	22	21	23	16	12	18	25	21	25
Lab	23	24	0	100	0	0	2	67	6	0	34	9	27	22	38	30	23	13	28	18	25	23	17	31	24	35	18
Lib Dem	16	14	0	0	100	0	3	8	80	0	21	6	13	15	18	16	13	11	16	11	15	6	14	9	10	13	21
SNP	3	3	0	0	0	0	0	1	0	0	5	1	2	3	2	3	2	2	3	2	0	0	29	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	2	0	23	0	0	0	0	0
Reform UK	22	23	0	0	0	100	22	8	3	89	6	44	27	20	7	19	30	28	16	33	23	23	20	26	24	14	25
Green	10	11	0	0	0	0	1	10	5	0	14	4	8	13	21	14	8	5	11	9	11	6	5	13	14	13	9
Other	3	3	0	0	0	0	0	1	1	5	2	3	3	2	5	2	3	3	2	4	3	2	3	3	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?

Conservative	15	15	100	0	0	0	62	2	5	4	13	24	15	15	5	9	14	30	16	13	16	11	9	11	18	15	18
Labour	17	17	0	100	0	0	2	51	6	0	27	7	20	14	24	19	16	11	21	12	17	18	12	21	17	26	13
Liberal Democrat	10	9	0	0	100	0	2	5	62	0	16	4	9	9	8	9	9	9	11	6	9	5	8	5	6	8	15
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	2	2	1	2	2	2	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	1	0	1	1	1	1	0	16	0	0	0	0	0
Reform UK	16	17	0	0	0	100	20	6	3	81	5	35	20	14	4	13	22	24	13	22	17	19	13	18	19	10	18
Green	9	9	0	0	0	0	1	10	6	0	14	3	7	10	15	11	7	4	10	7	9	6	5	10	10	10	8
Some other party	2	2	0	0	0	0	0	1	1	5	2	2	2	1	3	1	2	2	2	2	2	2	3	2	2	2	2
Would not vote	13	12	0	0	0	0	0	5	1	4	4	8	11	13	15	15	11	5	8	17	12	13	11	16	12	10	9
Don't know	13	14	0	0	0	0	11	17	16	5	14	14	11	17	10	16	14	12	14	14	14	10	14	13	14	16	15
Refused	3	3	0	0	0	0	1	2	1	0	1	1	2	4	13	3	2	1	2	5	3	0	3	5	3	4	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 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	295	256	10.7%
Men 50-64 High education	95	89	3.7%
Men 50-64 Mid education	122	108	4.5%
Men 50-64 Low education	96	93	3.9%
Men 25-49 High education	176	225	9.4%
Men 25-49 Mid education	114	158	6.6%
Men 25-49 Low education	46	103	4.3%
Men Under 25 High education	16	24	1.0%
Men Under 25 Mid & Low education	56	103	4.3%
Women Over 65	371	306	12.8%
Women 50-64 High education	98	84	3.5%
Women 50-64 Mid education	138	122	5.1%
Women 50-64 Low education	104	96	4.0%
Women 25-49 High education	279	242	10.1%
Women 25-49 Mid education	207	170	7.1%
Women 25-49 Low education	75	91	3.8%
Women Under 25 High education	32	29	1.2%
Women Under 25 Mid & Low education	72	96	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	184	454	19.0%
Medium (3-7)	1582	1435	60.0%
High (8,9,10)	626	502	21.0%
Social Grade (NRS and 2011 census)			
AB	831	670	28.0%
C1	668	694	29.0%
C2	383	502	21.0%
DE	510	526	22.0%
EU Referendum Vote (Election Result)			
Remain	996	840	35.1%
Leave	857	854	35.7%
Don't Know / Did Not Vote	539	698	29.2%

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Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	76	84	3.5%
North Lab	208	175	7.3%
North LD	33	29	1.2%
North Reform	67	69	2.9%
North Oth	57	48	2.0%
North DNV	111	163	6.8%
Midlands Con	69	81	3.4%
Midlands Lab	120	100	4.2%
Midlands LD	27	22	0.9%
Midlands Reform	54	53	2.2%
Midlands Oth	29	31	1.3%
Midlands DNV	88	105	4.4%
London Con	34	43	1.8%
London Lab	107	91	3.8%
London LD	26	24	1.0%
London Reform	19	19	0.8%
London Oth	41	36	1.5%
London DNV	70	77	3.2%
South Con	180	189	7.9%
South Lab	189	163	6.8%
South LD	136	127	5.3%
South Reform	93	93	3.9%
South Oth	67	57	2.4%
South DNV	178	191	8.0%
Wales Con	14	14	0.6%
Wales Lab	33	31	1.3%
Wales LD	6	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	40	38	1.6%
Scotland Con	19	19	0.8%
Scotland Lab	57	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	50	45	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	37	57	2.4%

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Ethnicity (2021/22 Census)

White	1980	1966	82.4%
Asian	183	189	7.8%
Black	75	79	3.3%
Mixed	59	41	1.7%
Refused/Rather not say	75	72	3.0%
Other	20	45	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