

YouGov Survey Results

Sample Size: 2368 GB Adults
Fieldwork: 29th - 30th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2368	426	609	218	256	141	831	845	1146	1222	249	978	585	557	803	530	708	2048	114	206	
Unweighted Sample	2368	370	679	220	236	148	924	775	1048	1320	196	929	614	629	956	526	533	2057	124	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

22 - 23
Mar

29 - 30
Mar

Con	17	19	64	5	4	3	7	16	25	16	21	9	14	19	28	20	21	18	20	10	12
Lab	19	18	2	49	7	1	4	30	6	19	16	16	21	17	13	24	16	14	18	19	17
Lib Dem	13	12	2	9	64	2	6	17	8	12	12	13	11	12	15	15	11	11	13	5	7
SNP	4	3	0	2	0	0	1	6	1	3	3	2	4	3	3	4	3	4	0	0	37
Plaid Cymru	1	1	1	2	1	0	0	2	1	1	1	0	2	1	1	2	2	1	0	27	0
Reform UK	23	23	27	6	5	82	6	5	47	28	19	8	18	30	30	16	25	33	24	24	16
Green	18	19	3	26	17	2	69	21	7	15	22	46	25	12	6	18	18	11	20	11	7
Other	4	5	2	2	1	11	6	2	6	5	4	5	5	6	3	2	5	8	5	3	3

If there were a general election held tomorrow, which party would you vote for?

Conservative	12	13	52	4	6	2	1	13	18	13	13	5	9	14	23	16	14	12	14	9	10
Labour	13	13	1	39	9	1	2	24	5	15	11	9	15	13	11	18	11	9	12	16	13
Liberal Democrat	7	7	1	6	44	0	3	11	4	8	6	6	7	6	9	10	7	4	7	5	7
Scottish National Party (SNP)	3	2	0	2	0	0	1	4	1	3	2	3	2	2	3	3	2	3	0	0	26
Plaid Cymru	1	1	1	1	1	0	0	1	0	1	1	0	1	1	1	1	1	1	0	18	0
Reform UK	17	17	23	5	5	70	6	4	37	21	14	6	11	24	25	13	19	23	18	19	12
Green	14	16	2	23	16	3	66	19	5	14	17	43	17	10	6	16	14	10	17	7	7
Some other party	3	4	2	1	1	10	5	2	5	5	2	3	4	4	2	1	3	5	4	1	2
Would not vote	10	10	1	4	1	4	2	4	8	8	11	8	13	8	6	7	11	12	9	14	10
Don't know	17	16	15	15	14	8	14	16	15	11	20	11	16	17	14	15	16	16	16	9	10
Refused	3	2	2	1	3	2	0	1	1	2	3	7	3	1	0	1	1	5	2	3	2

YouGov Survey Results

Sample Size: 2368 GB Adults
Fieldwork: 29th - 30th March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2368	561	388	287	812
Unweighted Sample	2368	530	399	259	869
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

	22 - 23 Mar	29 - 30 Mar				
Con	17	19	16	21	19	22
Lab	19	18	19	17	25	14
Lib Dem	13	12	9	8	15	18
SNP	4	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	23	23	27	27	16	23
Green	18	19	24	21	21	17
Other	4	5	4	6	4	6

If there were a general election held tomorrow, which party would you vote for?

Conservative	12	13	11	15	13	15
Labour	13	13	12	11	20	11
Liberal Democrat	7	7	4	5	8	10
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	17	17	20	19	11	18
Green	14	16	20	15	20	15
Some other party	3	4	3	5	5	3
Would not vote	10	10	10	12	8	8
Don't know	17	16	17	16	13	18
Refused	3	2	2	3	3	2

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	13	14	55	4	3	3	5	14	19	13	14	5	10	15	23	17	14	12	14	8	9
Labour	13	13	2	38	7	1	3	23	5	15	11	11	15	12	10	18	11	10	13	13	14
Liberal Democrat	9	9	2	7	53	1	4	14	6	10	8	8	7	9	12	11	8	7	9	5	6
Scottish National Party (SNP)	2	2	0	2	1	0	1	4	1	3	2	3	3	2	2	3	2	3	0	0	28
Plaid Cymru	1	1	1	1	1	0	0	2	1	1	1	0	1	1	1	1	2	1	0	21	0
Reform UK	16	17	23	5	4	72	4	4	37	21	13	6	11	24	25	12	19	23	18	19	10
Green	13	15	3	22	15	2	65	18	6	13	17	38	18	9	6	16	14	10	16	6	7
Some other party	3	3	1	1	1	9	6	2	5	4	3	3	4	4	2	2	3	5	4	1	2
Would not vote	9	10	0	4	1	4	2	4	8	8	12	8	13	9	6	8	10	12	10	10	11
Don't know	16	13	12	14	12	7	9	14	12	9	17	10	15	14	11	12	15	14	14	11	11
Refused	3	3	2	2	1	1	0	2	1	2	3	8	4	1	1	2	1	5	3	6	1

*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.

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	Region in England				
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Weighted Sample	2368	561	388	287	812
Unweighted Sample	2368	530	399	259	869
	%	%	%	%	%

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	13	14	11	16	14	16
Labour	13	13	14	11	20	10
Liberal Democrat	9	9	6	7	10	13
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	16	17	20	20	11	18
Green	13	15	19	16	16	15
Some other party	3	3	3	4	4	4
Would not vote	9	10	11	12	9	8
Don't know	16	13	14	11	12	15
Refused	3	3	2	3	4	3

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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	291	253	10.7%
Men 50-64 High education	83	88	3.7%
Men 50-64 Mid education	105	107	4.5%
Men 50-64 Low education	98	92	3.9%
Men 25-49 High education	181	223	9.4%
Men 25-49 Mid education	126	156	6.6%
Men 25-49 Low education	85	102	4.3%
Men Under 25 High education	24	24	1.0%
Men Under 25 Mid & Low education	55	102	4.3%
Women Over 65	338	303	12.8%
Women 50-64 High education	89	83	3.5%
Women 50-64 Mid education	131	121	5.1%
Women 50-64 Low education	108	95	4.0%
Women 25-49 High education	310	239	10.1%
Women 25-49 Mid education	176	168	7.1%
Women 25-49 Low education	51	90	3.8%
Women Under 25 High education	27	28	1.2%
Women Under 25 Mid & Low education	90	95	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	317	450	19.0%
Medium (3-7)	1441	1421	60.0%
High (8,9,10)	610	497	21.0%
Social Grade (NRS and 2011 census)			
AB	1056	1003	28.0%
C1	507	481	29.0%
C2	334	355	21.0%
DE	471	528	22.0%
EU Referendum Vote (Election Result)			
Remain	924	831	35.1%
Leave	775	845	35.7%
Don't Know / Did Not Vote	669	691	29.2%

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

North Con	58	83	3.5%
North Lab	191	173	7.3%
North LD	29	28	1.2%
North Reform	51	69	2.9%
North Oth	54	47	2.0%
North DNV	147	161	6.8%
Midlands Con	66	81	3.4%
Midlands Lab	126	99	4.2%
Midlands LD	20	21	0.9%
Midlands Reform	52	52	2.2%
Midlands Oth	33	31	1.3%
Midlands DNV	102	104	4.4%
London Con	41	43	1.8%
London Lab	92	90	3.8%
London LD	15	24	1.0%
London Reform	13	19	0.8%
London Oth	26	36	1.5%
London DNV	72	76	3.2%
South Con	171	187	7.9%
South Lab	195	161	6.8%
South LD	137	126	5.3%
South Reform	95	92	3.9%
South Oth	69	57	2.4%
South DNV	202	189	8.0%
Wales Con	18	14	0.6%
Wales Lab	27	31	1.3%
Wales LD	6	5	0.2%
Wales PC	16	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	42	38	1.6%
Scotland Con	16	19	0.8%
Scotland Lab	48	54	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	42	45	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	3	7	0.3%
Scotland DNV	55	57	2.4%

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Ethnicity (2021/22 Census)

White	1956	1946	82.4%
Asian	179	187	7.8%
Black	58	78	3.3%
Mixed	71	40	1.7%
Refused/Rather not say	71	71	3.0%
Other	33	45	1.8%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	380	315	14.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	576	488	21.9%
L7 Intermediate occupations	342	279	12.1%
L8 and L9 Small employers and own account workers	184	251	11.5%
L10 and L11 Lower supervisory and technical occupations	136	135	5.9%
L12 Semi-routine occupations	241	277	11.7%
L13 Routine occupations	156	296	12.7%
L14.1 and L14.2 Never worked and long-term unemployed	228	201	8.6%
L15 Full-time students	125	125	1.3%

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