YouGov Survey Results

Sample Size: 2466 Adults in GB
Fieldwork: 19th - 20th January 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	2466	392	488	221	400	444	634	227	266	866	880	1194	1272	259	1018	609	579	1406	1060	2133	118	215	584	404	298	846
Unweighted Sample	2466	373	528	246	442	395	738	249	311	1014	924	1078	1388	143	1017	628	678	1539	927	2128	123	215	571	430	260	867
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12 - 13 Jan	19 - 20 Jan																									

HEADLINE VOTING INTENTION

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

	12-13 Jan	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
Conservative	22	22	100	0	0	0	74	4	8	5	17	31	20	24	7	16	25	34	24	19	23	10	14	18	26	23	27
Labour	26	26	0	100	0	0	3	69	8	0	35	10	27	25	48	33	20	12	28	23	27	30	16	31	27	39	19
Liberal Democrat	14	14	0	0	100	0	4	10	73	3	20	7	12	15	14	12	16	13	15	11	14	1	13	12	8	12	20
Scottish National Party (SNP)	3	3	0	0	0	0	0	1	0	0	5	1	3	3	5	3	4	3	2	4	0	0	36	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	1	1	0	1	1	1	1	0	2	1	1	1	2	0	25	0	0	0	0	0
Reform UK	25	24	0	0	0	100	17	7	5	90	7	45	28	19	6	22	25	31	19	30	24	29	16	27	27	12	25
Green	8	9	0	0	0	0	0	6	6	0	12	4	7	10	19	11	6	4	9	9	10	4	5	10	11	11	8
Other	2	2	0	0	0	0	1	2	1	1	2	2	1	2	1	2	2	2	2	1	2	1	0	3	1	4	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?

	12-13 Jan	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
Conservative	16	16	100	0	0	0	67	3	5	5	13	26	15	17	4	10	19	28	18	14	17	8	10	12	18	15	20
Labour	18	20	0	100	0	0	2	59	9	1	31	8	22	18	31	23	17	12	22	17	20	25	14	23	19	32	14
Liberal Democrat	9	9	0	0	100	0	4	7	56	2	14	5	8	10	9	7	11	10	11	7	9	1	9	8	5	7	14
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	2	2	3	1	2	2	2	3	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	0	0	0	1	1	1	1	0	1	1	1	0	1	0	16	0	0	0	0	0
Reform UK	17	16	0	0	0	100	15	4	3	82	5	35	20	13	4	13	19	25	14	20	16	22	11	17	20	9	17
Green	7	7	0	0	0	0	0	5	6	0	11	3	6	8	13	9	6	4	7	7	8	5	4	8	8	9	7
Some other party	1	1	0	0	0	0	1	1	0	1	2	1	1	1	0	1	1	1	1	1	1	2	0	2	1	3	1
Would not vote	12	12	0	0	0	0	0	4	2	3	5	8	13	12	13	16	11	6	9	16	12	4	14	16	11	10	11
Don't know	13	12	0	0	0	0	8	14	13	4	13	10	8	15	11	13	12	10	13	11	12	14	12	11	10	10	13
Refused	3	4	0	0	0	0	1	1	5	2	2	1	3	5	12	5	1	1	4	4	4	3	2	3	7	5	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.

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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 seperately modelled using MRP. The poll was carried out online.

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	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	**316**	**264**	**10.7%**
Men 50-64 High education	**93**	**91**	**3.7%**
Men 50-64 Mid education	**113**	**111**	**4.5%**
Men 50-64 Low education	**96**	**96**	**3.9%**
Men 25-49 High education	**196**	**232**	**9.4%**
Men 25-49 Mid education	**158**	**163**	**6.6%**
Men 25-49 Low education	**54**	**106**	**4.3%**
Men Under 25 High education	**18**	**25**	**1.0%**
Men Under 25 Mid & Low education	**34**	**106**	**4.3%**
Women Over 65	**362**	**316**	**12.8%**
Women 50-64 High education	**90**	**86**	**3.5%**
Women 50-64 Mid education	**140**	**126**	**5.1%**
Women 50-64 Low education	**96**	**99**	**4.0%**
Women 25-49 High education	**291**	**249**	**10.1%**
Women 25-49 Mid education	**205**	**175**	**7.1%**
Women 25-49 Low education	**113**	**94**	**3.8%**
Women Under 25 High education	**31**	**30**	**1.2%**
Women Under 25 Mid & Low education	**60**	**99**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**190**	**469**	**19.0%**
Medium (3-7)	**1633**	**1480**	**60.0%**
High (8,9,10)	**643**	**518**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**846**	**691**	**28.0%**
C1	**693**	**715**	**29.0%**
C2	**408**	**518**	**21.0%**
DE	**519**	**543**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**1014**	**866**	**35.1%**
Leave	**924**	**880**	**35.7%**
Don't Know / Did Not Vote	**528**	**720**	**29.2%**

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

North Con	**67**	**86**	**3.5%**
North Lab	**210**	**180**	**7.3%**
North LD	**26**	**30**	**1.2%**
North Reform	**80**	**72**	**2.9%**
North Oth	**46**	**49**	**2.0%**
North DNV	**142**	**168**	**6.8%**
Midlands Con	**72**	**84**	**3.4%**
Midlands Lab	**151**	**104**	**4.2%**
Midlands LD	**24**	**22**	**0.9%**
Midlands Reform	**66**	**54**	**2.2%**
Midlands Oth	**33**	**32**	**1.3%**
Midlands DNV	**84**	**109**	**4.4%**
London Con	**38**	**44**	**1.8%**
London Lab	**82**	**94**	**3.8%**
London LD	**32**	**25**	**1.0%**
London Reform	**26**	**20**	**0.8%**
London Oth	**24**	**37**	**1.5%**
London DNV	**58**	**79**	**3.2%**
South Con	**188**	**195**	**7.9%**
South Lab	**195**	**168**	**6.8%**
South LD	**137**	**131**	**5.3%**
South Reform	**112**	**96**	**3.9%**
South Oth	**65**	**59**	**2.4%**
South DNV	**170**	**197**	**8.0%**
Wales Con	**12**	**15**	**0.6%**
Wales Lab	**36**	**32**	**1.3%**
Wales LD	**10**	**5**	**0.2%**
Wales PC	**14**	**12**	**0.5%**
Wales Reform	**21**	**15**	**0.6%**
Wales Oth DNV	**30**	**39**	**1.6%**
Scotland Con	**18**	**20**	**0.8%**
Scotland Lab	**64**	**57**	**2.3%**
Scotland LD	**20**	**15**	**0.6%**
Scotland SNP	**51**	**47**	**1.9%**
Scotland Reform	**6**	**10**	**0.4%**
Scotland Oth	**7**	**7**	**0.3%**
Scotland DNV	**49**	**59**	**2.4%**

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Ethnicity (2021/22 Census)

White	**2042**	**2032**	**82.4%**
Asian	**188**	**192**	**7.8%**
Black	**63**	**81**	**3.3%**
Mixed	**59**	**42**	**1.7%**
Refused/Rather not say	**83**	**74**	**3.0%**
Other	**31**	**44**	**1.8%**