

YouGov Survey Results

Sample Size: 2523 Adults in GB
Fieldwork: 26th - 27th January 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	2523	399	489	256	424	454	648	232	273	886	901	1221	1302	265	1042	623	593	1438	1085	2182	121	220	598	414	305	865
Unweighted Sample	2523	370	527	275	451	401	715	250	307	978	949	1127	1396	170	1053	619	681	1612	911	2184	133	206	598	437	300	849
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19 - 20 Jan	26 - 27 Jan																									
HEADLINE VOTING INTENTION																											
Westminster Voting Intention																											
<i>[Headline voting intention projected by YouGov MRP model]</i>																											
Con	22	22	100	0	0	0	76	4	8	8	15	31	19	24	11	14	20	38	21	22	23	20	11	14	25	22	27
Lab	26	27	0	100	0	0	3	70	6	0	37	13	28	25	34	33	27	14	30	22	27	22	21	37	25	36	19
Lib Dem	14	14	0	0	100	0	2	9	74	2	21	7	14	14	23	14	13	12	16	11	14	8	13	9	10	13	20
SNP	3	3	0	0	0	0	0	1	0	0	5	1	3	3	2	4	2	3	3	3	0	0	34	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	1	3	1	0	1	1	1	0	16	0	0	0	0	0
Reform UK	24	23	0	0	0	100	18	7	5	88	8	42	26	20	9	22	29	26	17	32	24	25	17	28	28	14	22
Green	9	9	0	0	0	0	0	7	6	0	10	4	8	10	16	11	7	5	10	7	9	8	4	9	9	11	9
Other	2	2	0	0	0	0	0	1	1	1	2	2	2	2	2	2	2	1	2	2	2	1	0	2	2	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	16	100	0	0	0	66	3	7	7	12	24	14	17	10	9	15	30	16	15	17	15	8	10	18	16	21
Labour	20	19	0	100	0	0	3	59	5	0	31	10	21	18	20	23	21	12	23	14	20	12	15	28	16	27	14
Liberal Democrat	9	10	0	0	100	0	2	7	64	2	17	5	10	10	13	9	10	10	13	7	11	4	9	7	6	10	16
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	0	3	0	1	2	1	2	2	2	2	1	0	0	18	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	1	2	1	0	1	1	1	0	15	0	0	0	0	0
Reform UK	16	17	0	0	0	100	17	5	4	79	6	34	20	14	7	14	22	21	14	20	17	16	13	20	18	9	18
Green	7	7	0	0	0	0	0	6	5	0	10	4	6	8	11	8	6	5	8	5	7	4	5	8	7	8	7
Some other party	1	2	0	0	0	0	0	1	1	1	2	2	2	1	2	1	2	1	2	1	2	0	0	1	2	3	1
Would not vote	12	12	0	0	0	0	2	2	0	3	4	7	11	12	12	15	10	7	7	17	11	15	11	15	14	11	8
Don't know	12	12	0	0	0	0	10	14	11	6	13	11	11	13	11	14	11	10	11	13	11	13	19	9	14	12	11
Refused	4	4	0	0	0	0	1	1	2	2	2	2	4	4	11	4	2	2	3	4	4	4	2	2	5	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 %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	319	270	10.7%
Men 50-64 High education	82	93	3.7%
Men 50-64 Mid education	116	114	4.5%
Men 50-64 Low education	100	98	3.9%
Men 25-49 High education	229	237	9.4%
Men 25-49 Mid education	159	167	6.6%
Men 25-49 Low education	57	108	4.3%
Men Under 25 High education	21	25	1.0%
Men Under 25 Mid & Low education	44	108	4.3%
Women Over 65	362	323	12.8%
Women 50-64 High education	87	88	3.5%
Women 50-64 Mid education	137	129	5.1%
Women 50-64 Low education	97	101	4.0%
Women 25-49 High education	284	255	10.1%
Women 25-49 Mid education	214	179	7.1%
Women 25-49 Low education	110	96	3.8%
Women Under 25 High education	36	30	1.2%
Women Under 25 Mid & Low education	69	101	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	224	479	19.0%
Medium (3-7)	1647	1514	60.0%
High (8,9,10)	652	530	21.0%
Social Grade (NRS and 2011 census)			
AB	864	706	28.0%
C1	748	732	29.0%
C2	426	530	21.0%
DE	485	555	22.0%
EU Referendum Vote (Election Result)			
Remain	978	886	35.1%
Leave	949	901	35.7%
Don't Know / Did Not Vote	596	737	29.2%

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Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	73	88	3.5%
North Lab	209	184	7.3%
North LD	32	30	1.2%
North Reform	87	73	2.9%
North Oth	61	50	2.0%
North DNV	136	172	6.8%
Midlands Con	96	86	3.4%
Midlands Lab	124	106	4.2%
Midlands LD	28	23	0.9%
Midlands Reform	60	56	2.2%
Midlands Oth	34	33	1.3%
Midlands DNV	95	111	4.4%
London Con	37	45	1.8%
London Lab	97	96	3.8%
London LD	26	25	1.0%
London Reform	17	20	0.8%
London Oth	39	38	1.5%
London DNV	84	81	3.2%
South Con	166	199	7.9%
South Lab	193	172	6.8%
South LD	139	134	5.3%
South Reform	115	98	3.9%
South Oth	63	61	2.4%
South DNV	173	202	8.0%
Wales Con	10	15	0.6%
Wales Lab	40	33	1.3%
Wales LD	5	5	0.2%
Wales PC	14	13	0.5%
Wales Reform	17	15	0.6%
Wales Oth DNV	47	40	1.6%
Scotland Con	19	20	0.8%
Scotland Lab	52	58	2.3%
Scotland LD	20	15	0.6%
Scotland SNP	46	48	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	12	8	0.3%
Scotland DNV	46	61	2.4%

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Ethnicity (2021/22 Census)

White	2106	2079	82.4%
Asian	187	197	7.8%
Black	74	83	3.3%
Mixed	57	43	1.7%
Refused/Rather not say	68	76	3.0%
Other	31	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