

YouGov Survey Results

Sample Size: 2436 Adults in GB
Fieldwork: 16th - 17th February 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	2436	354	456	227	466	438	626	224	263	855	870	1179	1257	256	1006	602	572	1389	1047	2107	117	212	577	400	295	836
Unweighted Sample	2436	339	476	259	473	388	665	249	269	969	886	1054	1382	156	947	653	680	1505	931	2100	128	208	581	413	260	846
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	9 - 10 Feb	16 - 17 Feb																									
HEADLINE VOTING INTENTION																											
Westminster Voting Intention																											
<i>[Headline voting intention projected by YouGov MRP model]</i>																											
Con	21	21	100	0	0	0	72	4	5	5	17	29	20	22	12	16	20	34	22	19	22	19	8	18	25	20	24
Lab	25	25	0	100	0	0	2	66	8	0	37	10	23	26	32	34	20	12	29	18	25	28	22	30	25	36	17
Lib Dem	14	14	0	0	100	0	4	11	76	0	20	7	14	14	17	15	14	12	15	12	15	5	7	11	11	13	21
SNP	3	3	0	0	0	0	0	1	0	0	4	1	3	3	2	3	4	2	3	3	0	0	34	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	1	0	1	1	1	1	0	0	18	0	0	0	0	0
Reform UK	26	27	0	0	0	100	22	11	5	94	8	49	33	22	17	20	34	34	19	39	28	25	22	32	24	19	29
Green	9	9	0	0	0	0	1	6	4	1	11	3	7	10	21	10	6	4	10	7	9	5	6	8	14	8	8
Other	1	1	0	0	0	0	0	0	1	0	2	1	1	2	1	1	1	1	1	1	1	0	0	1	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?																											
Conservative	15	15	100	0	0	0	62	3	3	4	13	23	15	14	6	10	15	26	16	13	15	16	5	12	17	14	18
Labour	19	19	0	100	0	0	2	55	9	0	31	8	19	19	21	24	16	11	23	13	19	22	14	22	18	31	13
Liberal Democrat	9	9	0	0	100	0	3	7	60	0	14	5	10	8	13	8	10	8	11	8	10	3	6	7	7	8	14
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	3	1	2	2	1	2	3	2	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	0	1	1	0	1	1	1	1	0	0	13	0	0	0	0	0
Reform UK	18	19	0	0	0	100	20	7	4	86	6	39	24	14	8	13	25	28	14	26	20	19	14	22	17	13	21
Green	7	8	0	0	0	0	1	6	5	1	12	3	7	8	13	9	5	4	8	7	8	5	6	7	11	7	8
Some other party	1	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	1	1	1	1	1	0	0	1	1	3	1
Would not vote	12	11	0	0	0	0	1	3	2	1	4	7	8	12	13	13	11	6	8	14	11	6	12	12	11	8	10
Don't know	13	14	0	0	0	0	11	14	13	6	13	11	11	16	22	13	12	13	14	14	13	13	17	13	14	14	13
Refused	3	3	0	0	0	0	1	3	2	1	3	2	2	4	2	6	1	1	3	4	3	3	3	4	6	2	2

*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	312	261	10.7%
Men 50-64 High education	93	90	3.7%
Men 50-64 Mid education	118	110	4.5%
Men 50-64 Low education	95	95	3.9%
Men 25-49 High education	196	229	9.4%
Men 25-49 Mid education	137	161	6.6%
Men 25-49 Low education	43	105	4.3%
Men Under 25 High education	13	24	1.0%
Men Under 25 Mid & Low education	47	105	4.3%
Women Over 65	368	312	12.8%
Women 50-64 High education	96	85	3.5%
Women 50-64 Mid education	146	124	5.1%
Women 50-64 Low education	105	97	4.0%
Women 25-49 High education	273	246	10.1%
Women 25-49 Mid education	203	173	7.1%
Women 25-49 Low education	95	93	3.8%
Women Under 25 High education	29	29	1.2%
Women Under 25 Mid & Low education	67	97	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	228	463	19.0%
Medium (3-7)	1585	1462	60.0%
High (8,9,10)	623	512	21.0%
Social Grade (NRS and 2011 census)			
AB	842	682	28.0%
C1	663	706	29.0%
C2	419	512	21.0%
DE	512	536	22.0%
EU Referendum Vote (Election Result)			
Remain	969	855	35.1%
Leave	886	870	35.7%
Don't Know / Did Not Vote	581	711	29.2%

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.

Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	76	85	3.5%
North Lab	195	178	7.3%
North LD	32	29	1.2%
North Reform	68	71	2.9%
North Oth	58	49	2.0%
North DNV	152	166	6.8%
Midlands Con	82	83	3.4%
Midlands Lab	120	102	4.2%
Midlands LD	22	22	0.9%
Midlands Reform	58	54	2.2%
Midlands Oth	44	32	1.3%
Midlands DNV	87	107	4.4%
London Con	32	44	1.8%
London Lab	72	93	3.8%
London LD	30	24	1.0%
London Reform	18	19	0.8%
London Oth	43	37	1.5%
London DNV	65	78	3.2%
South Con	162	192	7.9%
South Lab	184	166	6.8%
South LD	143	129	5.3%
South Reform	95	95	3.9%
South Oth	66	58	2.4%
South DNV	196	195	8.0%
Wales Con	14	15	0.6%
Wales Lab	34	32	1.3%
Wales LD	5	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	19	15	0.6%
Wales Oth DNV	43	39	1.6%
Scotland Con	22	19	0.8%
Scotland Lab	60	56	2.3%
Scotland LD	17	15	0.6%
Scotland SNP	51	46	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	39	58	2.4%

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.

Ethnicity (2021/22 Census)

White	2071	2007	82.4%
Asian	181	190	7.8%
Black	72	80	3.3%
Mixed	60	41	1.7%
Refused/Rather not say	27	73	3.0%
Other	25	44	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