

YouGov Survey Results

Sample Size: 2415 Adults in GB
Fieldwork: 23rd - 24th 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	2415	363	437	265	426	435	621	222	261	848	862	1169	1246	254	997	597	568	1377	1038	2089	116	210	572	396	292	828
Unweighted Sample	2415	352	478	279	441	412	677	236	266	998	868	1058	1357	151	926	639	699	1522	893	2089	123	203	565	416	240	868
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

16 - 17 Feb
23 - 24 Feb

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	16 - 17 Feb	23 - 24 Feb	16 - 17 Feb				23 - 24 Feb				16 - 17 Feb				23 - 24 Feb				16 - 17 Feb			23 - 24 Feb					
Con	21	22	100	0	0	0	73	5	6	4	19	26	20	23	7	18	21	33	21	22	23	10	15	16	26	19	27
Lab	25	24	0	100	0	0	1	65	4	0	35	9	24	23	32	29	21	14	26	19	24	27	17	29	22	34	18
Lib Dem	14	16	0	0	100	0	4	11	82	2	22	9	14	18	28	13	16	16	17	15	17	7	10	10	15	15	23
SNP	3	3	0	0	0	0	0	2	0	0	6	1	4	3	3	3	5	2	3	4	0	0	39	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	1	1	3	1	1	0	1	0	0	16	0	0	0	0	0
Reform UK	27	25	0	0	0	100	20	9	4	94	6	48	29	22	9	22	30	30	21	31	26	27	14	31	26	18	25
Green	9	8	0	0	0	0	0	6	4	0	10	4	7	9	15	12	5	3	8	8	9	10	4	11	9	11	6
Other	1	2	0	0	0	0	1	2	0	0	2	2	2	2	4	1	2	1	2	1	2	3	1	3	2	2	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?

	16 - 17 Feb	23 - 24 Feb	16 - 17 Feb				23 - 24 Feb				16 - 17 Feb				23 - 24 Feb				16 - 17 Feb			23 - 24 Feb					
Conservative	15	15	100	0	0	0	63	3	4	3	14	21	15	15	4	11	15	27	16	14	16	7	10	12	18	15	18
Labour	19	18	0	100	0	0	2	56	5	0	30	7	19	17	21	21	18	13	21	14	18	20	13	21	17	28	14
Liberal Democrat	9	11	0	0	100	0	4	8	68	2	17	7	10	12	17	8	12	13	12	9	12	5	7	6	9	10	17
Scottish National Party (SNP)	2	2	0	0	0	0	0	1	0	0	4	1	3	2	1	2	4	2	2	2	0	0	27	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	1	0	0	0	1	0	0	1	2	0	1	0	1	0	0	14	0	0	0	0	0
Reform UK	19	18	0	0	0	100	18	6	3	86	5	38	21	14	6	14	23	25	16	20	18	20	11	21	19	12	18
Green	8	8	0	0	0	0	0	6	5	0	10	4	7	8	13	10	5	4	8	7	8	7	4	9	8	11	6
Some other party	1	1	0	0	0	0	1	1	0	0	1	1	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1
Would not vote	11	12	0	0	0	0	2	4	0	1	4	8	12	12	17	16	9	5	9	16	12	14	11	13	16	9	10
Don't know	14	11	0	0	0	0	10	13	11	6	13	10	8	15	6	14	11	10	11	12	11	11	11	13	10	10	12
Refused	3	3	0	0	0	0	0	1	3	2	2	1	4	3	11	4	1	1	3	4	3	1	6	4	3	3	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	317	258	10.7%
Men 50-64 High education	98	89	3.7%
Men 50-64 Mid education	113	109	4.5%
Men 50-64 Low education	96	94	3.9%
Men 25-49 High education	209	227	9.4%
Men 25-49 Mid education	113	159	6.6%
Men 25-49 Low education	49	104	4.3%
Men Under 25 High education	18	24	1.0%
Men Under 25 Mid & Low education	45	104	4.3%
Women Over 65	382	309	12.8%
Women 50-64 High education	85	85	3.5%
Women 50-64 Mid education	146	123	5.1%
Women 50-64 Low education	101	97	4.0%
Women 25-49 High education	275	244	10.1%
Women 25-49 Mid education	202	171	7.1%
Women 25-49 Low education	78	92	3.8%
Women Under 25 High education	26	29	1.2%
Women Under 25 Mid & Low education	62	97	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	203	459	19.0%
Medium (3-7)	1593	1449	60.0%
High (8,9,10)	619	507	21.0%
Social Grade (NRS and 2011 census)			
AB	830	676	28.0%
C1	692	700	29.0%
C2	376	507	21.0%
DE	517	531	22.0%
EU Referendum Vote (Election Result)			
Remain	998	848	35.1%
Leave	868	862	35.7%
Don't Know / Did Not Vote	549	705	29.2%

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Region by 2024 Vote (Election Result and ONS

Population estimates)

North Con	80	85	3.5%
North Lab	186	176	7.3%
North LD	34	29	1.2%
North Reform	67	70	2.9%
North Oth	57	48	2.0%
North DNV	141	164	6.8%
Midlands Con	83	82	3.4%
Midlands Lab	117	101	4.2%
Midlands LD	23	22	0.9%
Midlands Reform	55	53	2.2%
Midlands Oth	36	31	1.3%
Midlands DNV	102	106	4.4%
London Con	26	43	1.8%
London Lab	87	92	3.8%
London LD	25	24	1.0%
London Reform	18	19	0.8%
London Oth	23	36	1.5%
London DNV	61	77	3.2%
South Con	190	191	7.9%
South Lab	195	164	6.8%
South LD	134	128	5.3%
South Reform	99	94	3.9%
South Oth	67	58	2.4%
South DNV	183	193	8.0%
Wales Con	15	14	0.6%
Wales Lab	32	31	1.3%
Wales LD	6	5	0.2%
Wales PC	15	12	0.5%
Wales Reform	17	14	0.6%
Wales Oth DNV	38	39	1.6%
Scotland Con	18	19	0.8%
Scotland Lab	60	56	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	49	46	1.9%
Scotland Reform	10	10	0.4%
Scotland Oth	10	7	0.3%
Scotland DNV	42	58	2.4%

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Ethnicity (2021/22 Census)

White	2013	1990	82.4%
Asian	176	188	7.8%
Black	68	80	3.3%
Mixed	64	41	1.7%
Refused/Rather not say	70	72	3.0%
Other	24	43	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