

YouGov Survey Results

Sample Size: 2291 Adults in GB
Fieldwork: 9th - 10th March 2025

Weighted Sample Unweighted Sample		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
	2291	357	417	227	388	412	589	211	247	804	818	1109	1182	241	946	566	538	1306	985	1982	110	199	543	376	277	786
	2291	358	470	256	394	393	666	232	258	938	859	984	1307	130	894	621	646	1440	851	1993	113	185	525	360	286	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

		2 - 3 Mar	9 - 10 Mar																								
YouGov MRP																											
Con	21	22	100	0	0	0	74	5	3	5	17	30	21	23	9	17	22	35	22	23	23	20	17	18	24	21	26
Lab	26	24	0	100	0	0	1	68	4	0	34	11	24	24	34	30	21	15	26	20	25	22	16	31	23	35	18
Lib Dem	14	15	0	0	100	0	3	12	80	0	24	7	13	18	16	16	17	11	18	11	16	7	12	11	14	15	21
SNP	3	3	0	0	0	0	0	1	0	0	4	1	3	2	3	3	3	2	3	3	0	0	31	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	2	1	1	1	0	0	1	2	1	1	0	21	0	0	0	0	0
Reform UK	25	23	0	0	0	100	22	6	3	88	6	44	27	19	12	18	29	29	17	32	24	23	15	26	27	13	25
Green	9	9	0	0	0	0	0	6	7	2	11	4	9	9	21	12	5	4	11	6	10	7	7	10	10	12	8
Other	2	3	0	0	0	0	0	1	1	4	2	2	3	3	5	3	2	2	2	3	3	0	2	5	2	4	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	15	16	100	0	0	0	64	3	3	4	14	23	16	15	5	11	16	28	16	15	16	13	11	13	17	14	19
Labour	19	18	0	100	0	0	2	57	5	1	29	9	20	17	22	21	18	13	21	14	19	17	12	22	17	27	14
Liberal Democrat	10	10	0	0	100	0	3	7	66	0	17	5	9	11	10	9	12	9	12	7	10	5	8	7	8	8	15
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	0	0	3	1	2	1	2	2	2	1	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	2	1	1	0	14	0	0	0	0	0
Reform UK	18	17	0	0	0	100	20	4	3	77	4	35	21	13	7	12	23	24	13	22	17	18	11	18	19	10	19
Green	7	8	0	0	0	0	0	5	9	3	10	3	9	8	19	10	5	4	10	5	8	6	6	9	8	10	8
Some other party	1	2	0	0	0	0	0	1	1	3	2	1	2	2	4	2	2	2	2	2	2	0	1	4	1	3	1
Would not vote	11	11	0	0	0	0	2	3	1	2	5	6	8	13	10	15	9	5	8	14	11	12	7	12	13	10	10
Don't know	13	13	0	0	0	0	9	15	11	8	13	13	10	15	13	14	12	11	12	14	12	11	18	13	14	12	11
Refused	3	3	0	0	0	0	0	2	1	0	2	2	3	3	7	5	1	2	3	4	3	5	5	3	1	6	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.

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	305	245	10.7%
Men 50-64 High education	90	85	3.7%
Men 50-64 Mid education	106	103	4.5%
Men 50-64 Low education	99	89	3.9%
Men 25-49 High education	184	215	9.4%
Men 25-49 Mid education	118	151	6.6%
Men 25-49 Low education	38	99	4.3%
Men Under 25 High education	11	23	1.0%
Men Under 25 Mid & Low education	33	99	4.3%
Women Over 65	341	293	12.8%
Women 50-64 High education	90	80	3.5%
Women 50-64 Mid education	136	117	5.1%
Women 50-64 Low education	100	92	4.0%
Women 25-49 High education	263	231	10.1%
Women 25-49 Mid education	208	163	7.1%
Women 25-49 Low education	83	87	3.8%
Women Under 25 High education	34	27	1.2%
Women Under 25 Mid & Low education	52	92	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	211	435	19.0%
Medium (3-7)	1463	1375	60.0%
High (8,9,10)	617	481	21.0%
Social Grade (NRS and 2011 census)			
AB	789	641	28.0%
C1	651	664	29.0%
C2	377	481	21.0%
DE	474	504	22.0%
EU Referendum Vote (Election Result)			
Remain	938	804	35.1%
Leave	859	818	35.7%
Don't Know / Did Not Vote	494	669	29.2%

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

North Con	69	80	3.5%
North Lab	192	167	7.3%
North LD	32	27	1.2%
North Reform	69	66	2.9%
North Oth	46	46	2.0%
North DNV	117	156	6.8%
Midlands Con	72	78	3.4%
Midlands Lab	105	96	4.2%
Midlands LD	21	21	0.9%
Midlands Reform	50	50	2.2%
Midlands Oth	37	30	1.3%
Midlands DNV	75	101	4.4%
London Con	42	41	1.8%
London Lab	102	87	3.8%
London LD	25	23	1.0%
London Reform	19	18	0.8%
London Oth	33	34	1.5%
London DNV	65	73	3.2%
South Con	182	181	7.9%
South Lab	184	156	6.8%
South LD	133	121	5.3%
South Reform	94	89	3.9%
South Oth	66	55	2.4%
South DNV	163	183	8.0%
Wales Con	12	14	0.6%
Wales Lab	32	30	1.3%
Wales LD	5	5	0.2%
Wales PC	10	11	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	39	37	1.6%
Scotland Con	16	18	0.8%
Scotland Lab	51	53	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	45	44	1.9%
Scotland Reform	11	9	0.4%
Scotland Oth	8	7	0.3%
Scotland DNV	38	55	2.4%

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Ethnicity (2021/22 Census)

White	1930	1888	82.4%
Asian	161	179	7.8%
Black	60	76	3.3%
Mixed	55	39	1.7%
Refused/Rather not say	64	69	3.0%
Other	21	41	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