

YouGov Survey Results

Sample Size: 2329 GB Adults
Fieldwork: 15th - 16th March 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2329	419	599	214	252	137	817	831	1127	1202	244	962	575	547	790	522	696	2015	112	203	
Unweighted Sample	2329	358	627	246	264	152	944	748	1002	1327	209	858	613	649	942	514	509	2022	139	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

9 - 10
Mar

15 - 16
Mar

Con	19	17	59	3	8	5	4	15	23	14	21	7	12	19	27	19	21	17	18	15	11
Lab	17	17	1	48	6	0	4	26	7	18	16	16	21	17	12	23	14	13	17	19	15
Lib Dem	14	14	5	12	56	2	7	19	8	12	15	18	12	14	14	17	13	8	14	8	13
SNP	2	2	0	1	0	0	1	4	1	3	2	0	3	3	2	4	2	2	0	0	27
Plaid Cymru	2	1	0	2	1	0	0	1	1	1	1	2	0	3	1	1	1	2	0	26	0
Reform UK	23	25	31	6	7	83	7	8	48	29	20	6	19	30	34	17	27	38	25	17	22
Green	19	19	1	25	20	2	76	23	6	18	21	47	26	11	7	17	17	15	21	11	8
Other	4	4	2	3	2	8	2	3	5	4	4	4	6	4	2	3	5	5	5	4	4

If there were a general election held tomorrow, which party would you vote for?

Conservative	12	11	45	3	8	4	2	12	15	11	12	6	8	12	19	14	12	11	12	9	7
Labour	12	11	1	33	8	0	5	18	5	12	10	12	12	12	9	15	10	10	11	12	13
Liberal Democrat	8	7	3	7	40	1	6	13	4	8	7	8	7	7	8	10	10	3	8	7	6
Scottish National Party (SNP)	2	2	0	1	0	0	2	4	0	2	1	0	2	2	2	3	2	1	0	0	20
Plaid Cymru	1	1	0	1	1	0	0	1	1	1	1	1	0	1	1	1	0	2	0	17	0
Reform UK	18	19	31	5	8	71	5	7	41	24	14	3	14	24	29	14	20	28	19	18	17
Green	15	16	0	23	20	1	69	20	5	15	16	40	20	8	6	15	12	12	17	9	7
Some other party	3	4	2	3	1	11	2	2	6	5	3	3	5	4	2	2	5	5	4	2	4
Would not vote	10	10	2	4	2	1	3	4	8	9	11	11	13	8	6	8	9	14	10	13	8
Don't know	16	15	15	18	14	11	7	16	15	10	20	12	13	19	16	17	17	12	16	14	14
Refused	3	3	1	2	0	1	0	2	1	2	3	4	4	2	1	1	3	3	3	1	3

YouGov Survey Results

Sample Size: 2329 GB Adults
Fieldwork: 15th - 16th March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2329	552	382	282	799
Unweighted Sample	2329	538	412	231	841
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

	9 - 10 Mar	15 - 16 Mar				
Con	19	17	12	22	14	21
Lab	17	17	20	17	29	12
Lib Dem	14	14	13	10	12	17
SNP	2	2	0	0	0	0
Plaid Cymru	2	1	0	0	0	0
Reform UK	23	25	30	25	19	24
Green	19	19	20	21	24	20
Other	4	4	4	5	2	6

If there were a general election held tomorrow, which party would you vote for?

Conservative	12	11	9	14	10	14
Labour	12	11	12	10	18	9
Liberal Democrat	8	7	7	5	7	10
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	18	19	22	20	16	18
Green	15	16	16	16	24	16
Some other party	3	4	4	4	2	5
Would not vote	10	10	11	11	8	10
Don't know	16	15	16	17	14	15
Refused	3	3	3	2	1	3

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Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
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Unweighted Sample 2329	358	627	246	264	152	944	748	1002	1327	209	858	613	649	942	514	509	2022	139	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	12	46	2	7	5	2	12	17	10	14	6	8	14	21	14	13	12	13	9	6
Labour	12	11	1	35	5	0	4	20	5	12	11	10	13	11	10	16	10	9	11	12	12
Liberal Democrat	9	10	5	8	46	1	7	14	6	9	10	13	8	10	11	12	10	6	10	6	9
Scottish National Party (SNP)	2	2	0	1	0	0	2	4	0	2	1	0	2	2	2	3	2	1	0	0	21
Plaid Cymru	1	1	0	2	1	0	0	1	1	1	1	1	0	2	1	1	1	2	0	22	0
Reform UK	17	19	28	5	7	71	4	7	39	24	13	5	14	23	28	13	21	26	19	17	17
Green	15	15	1	22	19	2	71	19	6	15	15	37	19	9	7	15	13	12	17	8	7
Some other party	2	3	2	3	1	8	1	3	4	4	3	2	5	3	2	2	4	4	3	2	3
Would not vote	10	11	2	6	2	1	4	5	8	10	11	12	14	8	6	8	9	15	11	13	6
Don't know	14	13	12	14	12	11	5	13	12	8	17	10	13	16	11	13	14	12	13	11	12
Refused	3	3	2	3	1	1	0	3	2	2	4	5	4	2	2	2	4	3	3	1	8

*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.

Sample Size: 2329 GB Adults
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	Region in England				
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Weighted Sample	2329	552	382	282	799
Unweighted Sample	2329	538	412	231	841
	%	%	%	%	%

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	14	12	8	15	11	15
Labour	12	11	13	11	20	8
Liberal Democrat	9	10	9	7	8	12
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	17	19	22	18	16	18
Green	15	15	16	16	20	16
Some other party	2	3	4	3	2	4
Would not vote	10	11	12	11	8	12
Don't know	14	13	12	16	13	12
Refused	3	3	3	3	2	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	294	249	10.7%
Men 50-64 High education	97	86	3.7%
Men 50-64 Mid education	102	105	4.5%
Men 50-64 Low education	97	91	3.9%
Men 25-49 High education	133	219	9.4%
Men 25-49 Mid education	107	154	6.6%
Men 25-49 Low education	82	100	4.3%
Men Under 25 High education	22	23	1.0%
Men Under 25 Mid & Low education	68	100	4.3%
Women Over 65	355	298	12.8%
Women 50-64 High education	94	82	3.5%
Women 50-64 Mid education	125	119	5.1%
Women 50-64 Low education	98	93	4.0%
Women 25-49 High education	297	235	10.1%
Women 25-49 Mid education	173	165	7.1%
Women 25-49 Low education	66	89	3.8%
Women Under 25 High education	32	28	1.2%
Women Under 25 Mid & Low education	87	93	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	281	443	19.0%
Medium (3-7)	1421	1397	60.0%
High (8,9,10)	627	489	21.0%
Social Grade (NRS and 2011 census)			
AB	980	885	28.0%
C1	501	481	29.0%
C2	345	406	21.0%
DE	503	557	22.0%
EU Referendum Vote (Election Result)			
Remain	944	817	35.1%
Leave	748	831	35.7%
Don't Know / Did Not Vote	637	680	29.2%

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

North Con	68	82	3.5%
North Lab	190	170	7.3%
North LD	33	28	1.2%
North Reform	68	68	2.9%
North Oth	55	47	2.0%
North DNV	124	158	6.8%
Midlands Con	73	79	3.4%
Midlands Lab	121	98	4.2%
Midlands LD	26	21	0.9%
Midlands Reform	54	51	2.2%
Midlands Oth	39	30	1.3%
Midlands DNV	99	102	4.4%
London Con	28	42	1.8%
London Lab	70	89	3.8%
London LD	27	23	1.0%
London Reform	15	19	0.8%
London Oth	24	35	1.5%
London DNV	67	75	3.2%
South Con	157	184	7.9%
South Lab	171	158	6.8%
South LD	140	123	5.3%
South Reform	98	91	3.9%
South Oth	71	56	2.4%
South DNV	204	186	8.0%
Wales Con	17	14	0.6%
Wales Lab	37	30	1.3%
Wales LD	6	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	50	37	1.6%
Scotland Con	15	19	0.8%
Scotland Lab	38	54	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	44	44	1.9%
Scotland Reform	13	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	40	56	2.4%

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Ethnicity (2021/22 Census)

White	1952	1914	82.4%
Asian	155	184	7.8%
Black	51	77	3.3%
Mixed	61	40	1.7%
Refused/Rather not say	77	70	3.0%
Other	33	44	1.8%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	373	310	14.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	569	480	21.9%
L7 Intermediate occupations	340	275	12.1%
L8 and L9 Small employers and own account workers	174	247	11.5%
L10 and L11 Lower supervisory and technical occupations	125	133	5.9%
L12 Semi-routine occupations	240	272	11.7%
L13 Routine occupations	144	291	12.7%
L14.1 and L14.2 Never worked and long-term unemployed	237	198	8.6%
L15 Full-time students	127	123	1.3%

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