

YouGov Survey Results

Sample Size: 2435 GB Adults
Fieldwork: 22nd - 23rd 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	2435	438	626	224	263	133	855	869	1179	1256	256	1006	601	572	825	545	728	2106	117	212	
Unweighted Sample	2435	380	683	226	251	140	955	818	1037	1398	218	924	623	670	983	530	533	2112	126	197	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

15 - 16 Mar 22 - 23 Mar

Con	17	17	63	3	4	3	2	13	25	15	19	8	12	18	28	18	20	17	19	8	5
Lab	17	19	2	52	5	0	6	30	7	21	17	17	25	19	11	23	16	16	20	14	16
Lib Dem	14	13	4	11	67	4	1	19	9	11	15	10	12	15	14	14	15	12	14	5	14
SNP	2	4	0	1	1	0	0	6	1	5	3	1	5	3	3	4	4	4	0	0	42
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	1	2	2	1	1	1	1	1	0	24	0
Reform UK	25	23	29	9	3	80	2	7	47	25	22	7	18	29	33	21	25	30	24	31	15
Green	19	18	0	21	16	0	85	22	4	16	19	51	22	10	7	16	14	15	19	15	8
Other	4	4	1	2	3	12	4	3	6	6	3	5	4	5	4	4	5	5	5	2	1

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

Conservative	11	12	52	3	5	2	2	11	18	13	12	4	8	14	22	14	15	11	13	8	5
Labour	11	13	2	39	4	0	2	22	5	15	12	14	15	14	9	16	13	10	13	14	12
Liberal Democrat	7	7	2	6	44	1	2	12	5	6	7	4	6	8	8	8	7	6	7	2	6
Scottish National Party (SNP)	2	3	0	1	0	0	0	4	1	3	2	1	3	3	2	3	3	3	0	0	29
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	0	1	1	0	1	1	1	0	0	12	0
Reform UK	19	17	24	6	3	69	4	6	36	20	14	3	13	24	24	16	20	21	18	19	12
Green	16	14	1	18	15	0	67	18	3	12	15	37	16	9	4	14	11	10	14	12	7
Some other party	4	3	1	2	2	10	3	2	5	2	5	5	3	4	3	3	4	3	4	2	1
Would not vote	10	10	3	4	1	2	1	5	6	9	11	12	14	8	6	8	8	12	10	16	10
Don't know	15	17	14	18	23	15	16	16	20	13	21	13	18	16	20	15	18	21	18	10	15
Refused	3	3	1	2	2	0	3	2	1	2	3	7	4	1	1	3	1	2	3	5	4

YouGov Survey Results

Sample Size: 2435 GB Adults
Fieldwork: 22nd - 23rd March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2435	577	399	295	835
Unweighted Sample	2435	597	407	230	878
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	15 - 16 Mar	22 - 23 Mar				
Con	17	17	16	25	17	19
Lab	17	19	22	19	27	16
Lib Dem	14	13	12	8	9	19
SNP	2	4	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	25	23	29	26	15	22
Green	19	18	16	17	30	18
Other	4	4	5	5	3	5

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

Conservative	11	12	10	17	12	14
Labour	11	13	14	12	15	12
Liberal Democrat	7	7	5	3	8	10
Scottish National Party (SNP)	2	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	19	17	22	21	8	17
Green	16	14	11	12	24	14
Some other party	4	3	5	3	2	4
Would not vote	10	10	13	9	10	9
Don't know	15	17	18	21	18	17
Refused	3	3	2	2	4	2

Sample Size: 2435 GB Adults
Fieldwork: 22nd - 23rd 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	2435	438	626	224	263	133	855	869	1179	1256	256	1006	601	572	825	545	728	2106	117	212	
Unweighted Sample	2435	380	683	226	251	140	955	818	1037	1398	218	924	623	670	983	530	533	2112	126	197	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	12	13	54	3	4	4	2	10	19	13	13	6	8	15	22	14	14	11	14	7	4
Labour	11	13	2	40	4	0	4	23	5	16	11	12	16	14	9	18	11	10	14	11	13
Liberal Democrat	10	9	4	8	52	3	1	14	7	7	10	6	8	10	10	10	10	8	9	3	9
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	1	3	2	1	3	3	2	2	3	3	0	0	28
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	0	1	1	0	1	1	1	0	0	14	0
Reform UK	19	16	23	6	2	67	2	6	35	20	13	5	11	23	24	15	19	19	17	20	10
Green	15	13	1	17	14	0	70	19	4	13	14	33	16	9	5	14	11	11	14	9	6
Some other party	3	3	2	2	2	10	2	2	4	4	2	3	3	4	3	3	4	3	3	2	1
Would not vote	11	9	2	4	1	2	0	5	5	8	11	10	13	7	5	8	8	11	9	15	10
Don't know	13	16	12	17	18	13	16	14	19	12	20	14	17	15	18	13	17	20	17	14	15
Refused	3	3	1	2	1	1	3	2	1	3	4	10	5	1	1	2	3	4	3	4	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.

Sample Size: 2435 GB Adults
Fieldwork: 22nd - 23rd March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2435	577	399	295	835
Unweighted Sample	2435	597	407	230	878
	%	%	%	%	%

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	12	13	11	19	12	14
Labour	11	13	14	12	19	12
Liberal Democrat	10	9	7	4	7	13
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	19	16	20	20	7	17
Green	15	13	12	13	23	14
Some other party	3	3	4	3	1	4
Would not vote	11	9	12	8	9	7
Don't know	13	16	17	19	17	15
Refused	3	3	3	2	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	289	261	10.7%
Men 50-64 High education	94	90	3.7%
Men 50-64 Mid education	107	110	4.5%
Men 50-64 Low education	91	95	3.9%
Men 25-49 High education	164	229	9.4%
Men 25-49 Mid education	104	161	6.6%
Men 25-49 Low education	87	105	4.3%
Men Under 25 High education	25	24	1.0%
Men Under 25 Mid & Low education	76	105	4.3%
Women Over 65	381	312	12.8%
Women 50-64 High education	99	85	3.5%
Women 50-64 Mid education	132	124	5.1%
Women 50-64 Low education	100	97	4.0%
Women 25-49 High education	313	246	10.1%
Women 25-49 Mid education	189	173	7.1%
Women 25-49 Low education	67	93	3.8%
Women Under 25 High education	30	29	1.2%
Women Under 25 Mid & Low education	87	97	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	349	463	19.0%
Medium (3-7)	1453	1461	60.0%
High (8,9,10)	633	511	21.0%
Social Grade (NRS and 2011 census)			
AB	1028	950	28.0%
C1	567	564	29.0%
C2	345	378	21.0%
DE	495	542	22.0%
EU Referendum Vote (Election Result)			
Remain	955	855	35.1%
Leave	818	869	35.7%
Don't Know / Did Not Vote	662	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	71	85	3.5%
North Lab	209	178	7.3%
North LD	33	29	1.2%
North Reform	77	71	2.9%
North Oth	55	49	2.0%
North DNV	152	166	6.8%
Midlands Con	68	83	3.4%
Midlands Lab	110	102	4.2%
Midlands LD	24	22	0.9%
Midlands Reform	54	54	2.2%
Midlands Oth	40	32	1.3%
Midlands DNV	111	107	4.4%
London Con	24	44	1.8%
London Lab	86	93	3.8%
London LD	16	24	1.0%
London Reform	9	19	0.8%
London Oth	27	37	1.5%
London DNV	68	78	3.2%
South Con	173	192	7.9%
South Lab	202	166	6.8%
South LD	133	129	5.3%
South Reform	90	95	3.9%
South Oth	63	58	2.4%
South DNV	217	195	8.0%
Wales Con	22	15	0.6%
Wales Lab	31	32	1.3%
Wales LD	6	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	14	15	0.6%
Wales Oth DNV	41	39	1.6%
Scotland Con	22	19	0.8%
Scotland Lab	45	56	2.3%
Scotland LD	14	15	0.6%
Scotland SNP	47	46	1.9%
Scotland Reform	7	10	0.4%
Scotland Oth	13	7	0.3%
Scotland DNV	49	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	2031	2002	82.4%
Asian	173	192	7.8%
Black	61	80	3.3%
Mixed	76	41	1.7%
Refused/Rather not say	63	73	3.0%
Other	31	46	1.8%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	391	324	14.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	592	502	21.9%
L7 Intermediate occupations	346	287	12.1%
L8 and L9 Small employers and own account workers	184	258	11.5%
L10 and L11 Lower supervisory and technical occupations	135	139	5.9%
L12 Semi-routine occupations	247	285	11.7%
L13 Routine occupations	151	304	12.7%
L14.1 and L14.2 Never worked and long-term unemployed	253	207	8.6%
L15 Full-time students	136	129	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