

YouGov Survey Results

Sample Size: 2178 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				
	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	2178	324	395	236	398	392	560	200	235	764	778	1054	1124	229	900	538	512	1241	937	1884	105	189	516	357	264	747
Unweighted Sample	2178	316	405	258	423	373	596	216	256	889	828	943	1235	135	789	582	672	1329	849	1867	117	194	521	383	154	809
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine now that in your constituency the only two parties that appeared to have a chance of winning were Reform UK and the Conservatives. If that were the case, how would you vote?

Conservative	26	85	22	33	3	67	20	34	4	30	27	23	29	21	20	27	37	29	22	27	16	22	20	29	30	29
Labour	10	0	48	4	0	0	32	4	0	18	3	12	9	17	12	9	6	12	8	11	13	6	11	9	18	9
Liberal Democrat	5	0	2	36	0	1	4	32	0	9	3	5	4	6	5	3	6	7	3	5	2	2	4	4	3	8
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	2	1	2	1	1	1	3	1	1	2	0	0	17	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	8	0	0	0	0	0
Reform UK	25	8	6	8	96	24	13	9	93	8	47	29	21	13	20	32	30	21	29	25	31	17	27	24	19	26
Green	6	0	5	1	0	0	6	4	0	10	3	5	7	5	9	4	2	7	5	6	7	5	7	6	8	5
Some other party	2	0	3	2	0	0	4	1	0	4	1	2	2	3	1	3	2	2	2	2	2	4	2	1	3	1
Would not vote	15	1	10	10	0	1	11	7	0	12	8	16	14	16	19	13	8	11	19	14	14	16	18	19	13	11
Don't know	7	5	4	6	1	6	7	8	2	7	7	4	10	7	8	6	6	7	8	7	4	7	9	6	3	8
Refused	3	0	1	0	0	1	2	2	1	1	1	3	3	10	4	0	1	2	3	3	2	3	3	2	2	3

And imagine now that in your constituency the only two parties that appeared to have a chance of winning were Reform UK and Labour. If that were the case, how would you vote?

Conservative	4	24	0	0	0	17	1	0	1	3	6	4	4	3	2	5	7	4	5	4	2	2	4	5	5	4
Labour	35	10	95	58	0	10	72	55	1	58	12	35	34	48	39	33	24	42	25	34	39	36	31	30	51	33
Liberal Democrat	2	0	0	21	0	2	1	15	0	4	2	2	3	1	2	2	4	3	2	3	2	2	2	1	2	4
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	2	1	1	1	0	1	2	1	1	1	0	0	14	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	5	0	0	0	0	0
Reform UK	31	50	0	11	100	57	11	14	96	13	61	36	27	12	24	38	46	29	34	33	30	17	34	37	27	32
Green	3	1	0	0	0	1	2	2	0	4	3	2	4	2	5	2	2	3	2	3	3	3	5	4	0	2
Some other party	1	1	0	1	0	1	1	2	0	2	1	1	1	1	0	2	2	1	1	1	1	2	0	1	2	1
Would not vote	13	10	2	4	0	8	5	4	0	7	8	12	13	15	15	11	10	8	18	13	13	15	13	16	9	12
Don't know	6	3	1	3	0	5	5	7	1	5	5	3	8	7	7	5	3	5	7	6	4	6	7	3	1	8
Refused	3	0	0	0	0	0	2	2	1	1	1	3	4	10	4	1	1	3	4	3	1	4	5	3	2	3

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	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	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	2178	324	395	236	398	392	560	200	235	764	778	1054	1124	229	900	538	512	1241	937	1884	105	189	516	357	264	747	
Unweighted Sample	2178	316	405	258	423	373	596	216	256	889	828	943	1235	135	789	582	672	1329	849	1867	117	194	521	383	154	809	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine now that in your constituency the only two parties that appeared to have a chance of winning were Reform UK and the Liberal Democrats. If that were the case, how would you vote?

Conservative	4	24	0	0	0	17	1	0	0	3	5	4	4	2	2	3	8	3	5	4	1	2	4	4	4	5
Labour	5	0	23	1	0	0	15	1	0	8	2	5	5	5	7	4	3	6	4	5	3	3	7	4	9	3
Liberal Democrat	36	20	63	94	1	20	56	82	2	60	16	33	38	43	37	37	30	44	25	36	37	36	28	32	48	39
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	2	1	1	1	0	1	2	1	1	1	0	0	12	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	4	0	0	0	0	0
Reform UK	29	42	6	2	97	50	11	7	95	11	57	34	24	12	22	36	41	27	32	30	30	17	31	34	25	30
Green	3	1	0	0	0	0	2	1	0	3	3	2	3	2	4	2	1	3	3	3	1	3	5	2	1	2
Some other party	1	1	0	0	0	1	1	1	0	1	0	1	1	2	0	1	2	1	1	1	1	1	0	1	2	1
Would not vote	12	9	4	1	0	5	6	2	0	6	8	13	12	16	15	9	9	8	18	12	13	16	14	15	7	10
Don't know	6	3	2	2	2	6	6	4	2	5	6	3	9	7	7	6	4	5	8	6	8	5	8	4	2	7
Refused	3	0	1	0	0	0	2	1	1	2	1	3	3	10	4	0	1	3	3	3	2	4	4	3	2	3

And imagine now that in your constituency the only two parties that appeared to have a chance of winning were the Conservatives and Labour. If that were the case, how would you vote?

Conservative	28	95	0	16	46	90	5	18	43	20	46	27	29	11	18	31	49	28	28	29	22	16	26	32	22	33
Labour	31	1	95	48	4	2	72	43	3	52	11	32	31	45	37	27	20	38	23	31	36	34	27	25	48	30
Liberal Democrat	3	0	0	27	0	1	1	22	0	5	2	3	4	4	3	2	4	4	2	3	1	2	3	3	3	4
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	2	1	2	1	0	1	3	1	1	2	0	0	15	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	6	0	0	0	0	0
Reform UK	7	1	0	0	34	1	3	2	37	2	14	9	6	2	7	10	7	6	9	7	7	5	7	8	7	8
Green	3	0	0	0	0	0	1	2	0	4	3	3	4	4	5	2	2	4	3	4	4	3	6	4	3	2
Some other party	1	0	0	1	2	0	1	1	2	1	1	2	1	2	1	2	2	1	2	1	4	1	2	1	2	1
Would not vote	14	1	1	5	13	2	6	4	13	5	14	16	13	16	17	15	10	10	20	14	17	14	18	20	10	11
Don't know	6	2	2	3	1	4	8	6	3	5	5	4	9	7	8	6	3	5	8	7	3	6	8	4	3	8
Refused	3	1	1	0	0	1	2	2	1	2	1	3	3	10	4	1	1	3	3	3	1	4	4	3	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine now that in your constituency the only two parties that appeared to have a chance of winning were the Conservatives and the Liberal Democrats. If that were the case, how would you vote?

Conservative	25	92	4	3	43	83	6	7	36	17	43	25	25	11	16	29	43	26	24	27	17	16	21	30	24	30
Labour	5	0	25	1	0	0	15	1	0	8	2	6	4	4	7	4	3	6	4	5	5	4	7	5	8	3
Liberal Democrat	33	2	64	92	8	6	58	78	8	53	15	32	34	46	35	31	27	40	24	33	33	33	28	28	44	35
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	2	1	2	1	0	1	3	1	1	2	0	0	16	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	5	0	0	0	0	0
Reform UK	7	1	0	0	34	1	4	1	36	2	14	9	5	2	7	9	7	6	9	7	9	5	7	8	7	7
Green	3	0	1	0	0	0	2	1	0	4	3	3	4	4	5	2	2	3	4	3	2	3	6	3	2	2
Some other party	1	0	1	0	1	1	1	0	1	1	1	2	1	0	1	2	2	1	1	1	4	1	1	1	1	1
Would not vote	14	1	3	0	12	3	6	1	13	5	13	16	12	16	16	14	9	10	19	14	17	12	17	20	9	11
Don't know	6	2	2	3	2	5	8	7	4	5	6	4	9	7	8	5	5	5	9	6	8	7	9	3	3	7
Refused	3	1	1	1	0	1	1	3	1	2	1	2	3	9	4	1	1	3	3	3	1	4	3	2	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.