



Voting Intention Poll - January 2025

Methodology: Whitestone interviewed 2012 GB adults online between 22nd and 23rd January 2025. Data were weighted to be representative of all adults and by turnout and past vote.

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For information about commissioning research please contact hello@whitestoneinsight.com.

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 1

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

TURNOUT & RECALL WEIGHTING

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1310	715	590	122	213	181	193	224	376	331	362	288	330	113	59	156	116	111	94	69	124	154	183	131
Weighted base	1317	679	635	118	207	197	221	222	352	358	383	272	304	112	56*	153	107	117*	95*	69*	124	169	193	122
Conservative	268 20%	135 20%	133 21%	14 12%	31 15%	26 13%	45 20%	58 26% def	95 27% def	77 22%	75 20%	60 22%	56 18%	12 11%	7 12%	27 18%	25 24% n	30 25% n	22 23% n	10 14%	29 24% n	30 18%	44 23% n	33 27% no
Labour	329 25%	183 27%	145 23%	34 29% i	85 41% dfg hi	60 30% i	58 26% i	48 22% i	44 12%	111 31% lm	101 26%	54 20%	63 21%	24 21%	17 30% x	53 35% nw	26 25% x	34 29% wx	23 25%	16 23%	33 26% x	51 30% wx	35 18%	17 14%
Liberal Democrat	163 12%	69 10%	92 15% a	21 18% eh	16 8%	31 16% e	25 12%	21 9%	48 14% e	55 15%	44 11%	29 11%	35 12%	14 13%	2 3%	16 10%	9 9%	9 7%	8 8%	7 11%	13 10%	28 17% or	37 19% opq rsu	20 16% or
Reform UK	310 24%	176 26% b	133 21%	16 14%	27 13%	36 18%	50 23% e	57 26% de	124 35% def gh	53 15%	86 23% j	80 29% j	90 30% jk	13 11%	19 34% nv	40 26% n	32 30% nv	24 20%	28 30% nv	14 21%	31 25% n	29 17%	46 24% n	32 27% n
SNP	36 3%	16 2%	20 3%	* *	9 4% g	7 4%	2 1%	6 3%	12 3%	10 3%	9 2%	9 3%	8 3%	36 32% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	14 1%	5 1%	9 1%	1 1%	4 2%	2 1%	5 2% i	2 1%	1 *	2 1%	2 *	5 2%	5 2%	-	-	-	-	-	-	14 21% nopq rsuvwx	-	-	-	-
Green Party	166 13%	76 11%	88 14%	26 22% ghi	31 15% i	32 16% i	28 13% i	26 12% i	23 7%	44 12%	57 15%	29 11%	36 12%	10 9%	11 20% p	12 8%	10 9%	17 15%	12 13%	7 11%	18 14%	23 13%	25 13%	20 16% p
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	3 *	2 *	1 1%	1 *	1 *	-	1 1%	* *	1 *	-	1 *	2 1%	1 1%	-	1 *	-	1 1%	-	-	-	* *	1 *	-
Another party	27 2%	14 2%	12 2%	5 4%	3 1%	3 1%	8 4%	4 2%	4 1%	5 1%	8 2%	5 2%	9 3%	2 2%	1 2%	4 3%	4 3%	2 2%	2 2%	-	1 1%	7 4% x	4 2%	* *

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Prepared by Whitestone Insight

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Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 2

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

TURNOUT & RECALL WEIGHTING

	Total	Voting Intention										2024 Vote							
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	1310	229	373	139	353	41	11	137	-	4	23	255	471	105	222	37	12	121	74
Weighted base	1317	268	329	163	310	36*	14**	166	-**	5**	27**	308	396	132*	182	32*	17**	169	70*
Conservative	268 20%	268 100%bcdeg	-	-	-	-	-	-	-	-	-	225 73%lmnoqr	13 3%q	8 6%q	6 3%q	1 2%	-	-	14 19%lmnoq
Labour	329 25%	-	329 100%acdeg	-	-	-	-	-	-	-	-	5 2%	285 72%kmnoqr	6 5%n	*	-	1 6%	10 6%kn	16 23%kmnoq
Liberal Democrat	163 12%	-	-	163 100%abdeg	-	-	-	-	-	-	-	4 1%	32 8%knq	108 82%klnoqr	1 1%	-	3 19%	4 2%	9 13%knoq
Reform UK	310 24%	-	-	-	310 100%abceg	-	-	-	-	-	-	71 23%lmoq	32 8%	5 4%	173 95%klmoqr	1 4%	-	8 5%	19 26%lmoq
SNP	36 3%	-	-	-	-	36 100%abcdg	-	-	-	-	-	1 *	1 *	-	-	30 94%klmnqr	-	-	3 5%klmnq
Plaid Cymru	14 1%	-	-	-	-	-	14 100%	-	-	-	-	-	2 *	-	-	-	13 74%	-	-
Green Party	166 13%	-	-	-	-	-	-	166 100%abcde	-	-	-	1 *	28 7%kn	4 3%kn	-	-	-	127 75%klmnor	5 7%kn
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	-	-	-	-	-	-	-	-	5 100%	-	-	1 *	*	-	-	-	3 2%	1 1%
Another party	27 2%	-	-	-	-	-	-	-	-	-	27 100%	-	2 1%	-	2 1%	-	-	18 11%klmn	4 6%klmn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 3

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

STANDARD WEIGHTING

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1538	837	696	152	258	216	226	257	429	393	425	341	379	137	71	181	135	132	111	80	145	184	212	150
Weighted base	1543	795	745	147	250	235	258	254	400	425	449	322	348	136	68*	177	123	140	113*	79*	143	202	223	138
Conservative	311 20%	158 20%	153 21%	18 12%	39 16%	32 14%	52 20%	66 26% _{def}	106 26% _{def}	92 22%	88 20%	69 21%	63 18%	15 11%	8 12%	31 18%	28 23% _n	36 26% _{no}	25 22% _n	12 15%	33 23% _n	35 18%	50 22% _n	37 27% _{no}
Labour	391 25%	217 27%	173 23%	44 30% _i	102 41% _{dfg} hi	73 31% _{hi}	67 26% _i	56 22% _i	49 12%	133 31% _{lm}	120 27% _m	68 21%	71 20%	30 22%	19 28% _x	61 35% _{nwx}	31 25% _x	41 29% _{wx}	29 26% _x	18 23%	38 27% _x	63 31% _{wx}	41 18%	19 14%
Liberal Democrat	198 13%	84 11%	112 15% _a	28 19% _{eh}	20 8%	39 16% _{eh}	30 11%	25 10%	56 14% _e	67 16%	53 12%	38 12%	41 12%	17 12%	3 4%	19 11%	11 9%	10 7%	10 9%	8 10%	15 11%	35 17% _{or}	46 20% _{opq} rsu	23 17% _{or}
Reform UK	365 24%	204 26%	161 22%	20 14%	35 14%	41 18%	60 23% _{de}	66 26% _{def} gh	144 36% _{def} gh	62 15%	103 23% _j	94 29% _j	106 31% _{jk}	15 11%	24 35% _{nrv}	47 27% _{nv}	38 31% _{nv}	29 21% _n	34 30% _{nv}	18 22% _n	36 25% _n	34 17%	53 24% _n	38 27% _{nv}
SNP	44 3%	19 2%	24 3%	1 1%	12 5% _{dg}	9 4%	2 1%	7 3%	13 3%	12 3%	12 3%	11 3%	9 3%	44 32% _{opqr} stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	16 1%	6 1%	9 1%	1 1%	4 2%	2 1%	6 2% _i	2 1%	1 *	3 1%	2 *	6 2%	6 2%	-	-	-	-	-	-	16 20% _{nopq} rsuvwx	-	-	-	-
Green Party	183 12%	85 11%	96 13%	29 20% _{hi}	34 14% _i	34 15% _i	32 12% _i	28 11% _i	25 6%	49 11%	63 14%	31 10%	40 12%	12 9%	13 19% _{np}	13 7%	11 9%	19 13%	13 12%	8 10%	20 14%	26 13%	29 13%	21 15% _p
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	3 *	2 *	1 1%	1 *	1 *	-	1 1%	1 *	1 *	-	1 *	3 1%	1 1%	-	1 *	-	1 1%	-	-	-	1 1%	1 *	-
Another party	30 2%	17 2%	14 2%	5 4%	3 1%	4 2%	10 4% _i	4 1%	5 1%	6 1%	9 2%	6 2%	10 3%	2 2%	2 2%	4 2%	4 3%	3 2%	2 2%	-	2 1%	8 4%	4 2%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

* small base

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Absolutes/col percents

Table 4

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

STANDARD WEIGHTING

	Total	Voting Intention										2024 Vote							
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	1538	265	442	168	417	50	12	152	-	5	27	289	552	130	268	45	13	129	97
Weighted base	1543	311	391	198	365	44*	16**	183	-**	5**	30**	350	464	164	219	39*	19**	181	93*
Conservative	311 20%	311 100%bcdeg	-	-	-	-	-	-	-	-	-	258 74%lmnoqr	16 3%q	11 7%q	7 3%q	1 3%q	-	-	16
Labour	391 25%	-	391 100%acdeg	-	-	-	-	-	-	-	-	6 2%	335 72%kmnoqr	7 4%n	1 *	-	1 7%	11 6%kn	24 26%kmnoq
Liberal Democrat	198 13%	-	-	198 100%abdeg	-	-	-	-	-	-	-	5 1%	38 8%knq	133 81%klnoqr	1 1%	-	3 17%	4 2%	12 13%knoq
Reform UK	365 24%	-	-	-	365 100%abceg	-	-	-	-	-	-	79 22%lmoq	37 8%	6 4%	208 95%klmoqr	1 4%	-	8 4%	24 26%lmoq
SNP	44 3%	-	-	-	-	44 100%abcdg	-	-	-	-	-	1 *	2 *	-	-	36 93%klmnqr	-	-	4 5%klmnq
Plaid Cymru	16 1%	-	-	-	-	-	16 100%	-	-	-	-	-	2 *	-	-	-	14 75%	-	-
Green Party	183 12%	-	-	-	-	-	-	183 100%abcde	-	-	-	1 *	32 7%kn	6 4%kn	-	-	-	136 75%klmnor	6 6%kn
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	-	-	-	-	-	-	-	-	5 100%	-	-	1 *	1 1%	-	-	-	3 1%	1 1%
Another party	30 2%	-	-	-	-	-	-	-	-	-	30 100%	-	3 1%	-	2 1%	-	-	20 11%klmno	5 5%klmn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 5

Q1. Thinking back to the (UK) General Election in July 2024 which party, if any, did you vote for? Was it <...>, another party, or did you not vote?

Base: All respondents

		Gender		Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
	(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Unweighted base	2012	1028	978	222	355	307	296	326	506	476	576	446	514	171	86	234	182	171	149	98	199	247	278	197
Weighted base	2012	969	1039	211	341	328	336	322	474	511	612	415	474	173	83*	228	169	181	151	97*	195	270	286	180
Conservative	388 19%	194 20%	194 19%	16 8%	40 12%	31 9%	58 17% df	82 25% def g	162 34% def gh	112 22% m	113 19%	85 20%	78 16%	17 10%	18 22% nv	43 19% nv	39 23% nv	41 22% nv	31 20% nv	14 14%	40 21% nv	28 10%	65 23% nv	53 30% nptv
Labour	552 27%	280 29%	270 26%	58 27% i	121 35% hi	98 30% i	106 31% i	82 25% i	87 18%	169 33% klm	154 25%	107 26%	122 26%	36 21%	28 34% nw wx	81 36% ntu wx	51 30% x	58 32% nw wx	46 30% x	22 22%	48 25%	87 32% nw wx	64 22%	31 17%
Liberal Democrat	200 10%	92 10%	107 10%	21 10%	19 6%	39 12% e	33 10%	26 8%	61 13% eh	66 13% m	58 9%	41 10%	34 7%	13 8%	2 2%	18 8%	10 6%	12 6%	5 3%	7 7%	19 10% os	37 14% oqr s	45 16% nop qrst	32 18% nopqrstu
Reform UK	234 12%	136 14% b	98 9%	11 5%	30 9%	28 9%	37 11% d	40 12% d	88 19% defg h	40 8%	62 10%	57 14% j	74 16% jk	9 5%	13 15% n	32 14% n	20 12% n	18 10%	24 16% n	14 15% n	29 15% n	26 10%	28 10%	21 12% n
SNP	41 2%	20 2%	21 2%	- -	9 3% d	9 3% d	2 1%	6 2%	14 3% dg	12 2%	10 2%	11 3%	8 2%	41 24% opqr stuvwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	19 1%	8 1%	11 1%	- -	4 1%	1 *	8 2% dfi	4 1%	2 *	4 1%	2 *	7 2% k	6 1%	- -	- -	- -	- -	- -	- -	19 19% nopq rsuvwx	- -	- -	- -	- -
Another party	204 10%	97 10%	105 10%	31 15% i	32 9%	47 14% i	30 9%	31 9%	34 7%	41 8%	81 13% jl	37 9%	44 9%	14 8%	9 11%	15 7%	16 9%	21 12%	14 9%	9 9%	22 12%	31 11%	36 13% p	18 10%
Did not vote	279 14%	118 12%	161 15% a	51 24% ghi	64 19% hi	59 18% i	49 15% i	40 12% i	16 3%	46 9%	95 16% j	56 14% j	82 17% j	33 19% ptw x	11 13%	27 12%	25 15%	26 14%	25 17%	8 8%	32 16%	43 16%	33 12%	17 9%
Don't remember	35 2%	5 1%	31 3% a	5 2% i	9 3% i	8 3% i	5 1%	6 2%	2 *	9 2%	15 2%	3 1%	9 2%	3 2%	1 2%	4 2%	5 3% r	- -	3 2%	1 1%	3 2%	5 2%	7 2%	3 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 5

Q1. Thinking back to the (UK) General Election in July 2024 which party, if any, did you vote for? Was it <...>, another party, or did you not vote?

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	2012	969	1039	211	341	328	336	322	474	511	612	415	474	173	83*	228	169	181	151	97*	195	270	286	180
Prefer not to say	61 3%	19 2%	42 4%	18 8% i	14 4% e	8 2% f	10 3% g	6 2% h	6 1% i	12 2% j	22 4% k	11 3% l	17 3% m	7 4% n	1 1% o	9 4% p	4 2% q	6 3% r	5 3% s	3 3% t	2 1% u	12 4% v	8 3% w	5 3% x

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 6

Q1. Thinking back to the (UK) General Election in July 2024 which party, if any, did you vote for? Was it <...>, another party, or did you not vote?

Base: All respondents

	Total	Voting Intention										2024 Vote							
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	2012	265	442	168	417	50	12	152	-	5	27	321	652	161	285	47	13	142	297
Weighted base	2012	311	391	198	365	44*	16**	183	-**	5**	30**	388	552	200	234	41*	19**	204	279
Conservative	388 19%	258 83%bcdeg	6 2%	5 2%	79 22%bceg	1 3%	-	1 1%	-	-	-	388 100%lmnoqr	-	-	-	-	-	-	-
Labour	552 27%	16 5%	335 86%acdeg	38 19%ade	37 10%a	2 4%	2 11%	32 17%ade	-	1 13%	3 10%	-	552 100%kmnoqr	-	-	-	-	-	-
Liberal Democrat	200 10%	11 4%	7 2%	133 67%abdeg	6 2%	-	-	6 3%	-	1 20%	-	-	-	200 100%klnoqr	-	-	-	-	-
Reform UK	234 12%	7 2%b	1 *	1 1%	208 57%abceg	-	-	-	-	-	2 7%	-	-	-	234 100%klmoqr	-	-	-	-
SNP	41 2%	1 *	-	-	1 *	36 83%abcdg	-	-	-	-	-	-	-	-	-	41 100%klmnqr	-	-	-
Plaid Cymru	19 1%	-	1 *	3 2%ad	-	-	14 89%	-	-	-	-	-	-	-	-	-	19 100%	-	-
Another party	204 10%	-	11 3%a	4 2%a	8 2%a	-	-	136 74%abcde	-	3 50%	20 65%	-	-	-	-	-	-	204 100%klmnor	-
Did not vote	279 14%	16 5%	24 6%	12 6%	24 7%	4 10%	-	6 3%	-	1 17%	5 15%	-	-	-	-	-	-	-	279 100%klmnoq
Don't remember	35 2%	2 1%	4 1%	1 *	1 *	-	-	1 1%	-	-	1 2%	-	-	-	-	-	-	-	-
Prefer not to say	61 3%	-	2 *	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 7

Q2. If there were a (UK) General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

		Gender		Age						Social Grade				Region											
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2012	1028	978	222	355	307	296	326	506	476	576	446	514	171	86	234	182	171	149	98	199	247	278	197	
Weighted base	2012	969	1039	211	341	328	336	322	474	511	612	415	474	173	83*	228	169	181	151	97*	195	270	286	180	
10 - Absolutely certain to vote	1108 55%	559 58%b	546 53%	75 35%	140 41%	154 47% d	189 56% def	207 64% def	343 72% def gh	290 57%	316 52%	227 55%	275 58% k	89 51%	47 57%	133 58%	94 56%	90 50%	77 51%	54 56%	108 56%	134 50%	159 55%	121 68% nqrsuv w	
9	171 9%	94 10%	77 7%	16 8%	36 11%	26 8%	30 9%	23 7%	40 8%	45 9%	65 11% m	30 7%	31 7%	11 6%	2 2%	9 4%	19 11% op	19 11% op	8 5%	11 12% op	27 14% nops	21 8%	29 10% op	14 8%	
8	179 9%	87 9%	92 9%	22 10% i	47 14% ghi	43 13% hi	27 8%	19 6%	23 5%	56 11% m	51 8%	39 9%	33 7%	16 9%	7 8%	32 14% qtux	12 7%	19 11% u	17 12% tu	4 4%	8 4%	28 10% u	25 9%	11 6%	
7	121 6%	59 6%	62 6%	23 11% hi	28 8% hi	19 6%	20 6%	11 3%	20 4%	33 6%	37 6%	28 7%	23 5%	12 7%	7 8%	15 7%	6 4%	14 8%	5 3%	13 13% qsuv wx	10 5%	17 6%	16 6%	6 4%	
6	59 3%	26 3%	32 3%	14 7% hi	11 3% i	13 4% i	10 3%	6 2%	5 1%	19 4%	19 3%	12 3%	8 2%	8 5%	8 10% prsu vw	8 4%	7 4%	3 2%	4 3%	3 3%	3 2%	5 2%	6 2%	3 2%	
5	88 4%	32 3%	56 5% a	16 8% i	17 5%	14 4%	13 4%	15 5%	12 3%	20 4%	28 5%	23 5%	18 4%	9 5% p	4 4% p	2 1%	7 4% p	9 5% p	12 8% px	2 2%	12 6% p	18 7% px	10 4%	3 2%	
4	15 1%	4 *	11 1%	2 1%	1 *	1 *	3 1%	5 2%	3 1%	2 *	6 1%	- -	7 1% l	- -	- -	1 1%	1 1%	1 1%	3 2% w	- -	2 1%	5 2% w	- -	1 1%	
3	22 1%	10 1%	11 1%	6 3% i	6 2% i	4 1%	2 1%	3 1%	1 *	9 2%	3 1%	5 1%	4 1%	4 2%	1 1%	2 1%	2 1%	- -	2 1%	1 1%	1 1%	4 1%	3 1%	2 1%	
2	24 1%	11 1%	13 1%	2 1%	3 1%	4 1%	5 1%	4 1%	5 1%	1 *	6 1%	8 2% j	9 2% j	- -	1 1%	1 *	3 2%	5 3% n	3 2%	1 1%	4 2%	1 *	3 1%	2 1%	
1 - Definitely will not vote	113 6%	48 5%	65 6%	8 4%	30 9% di	27 8% i	21 6% i	20 6% i	7 2%	16 3%	40 6% j	18 4%	39 8% jl	13 7%	3 3%	9 4%	11 7%	11 6%	13 8%	3 3%	9 5%	17 6%	14 5%	10 6%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 7

Q2. If there were a (UK) General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	2012	969	1039	211	341	328	336	322	474	511	612	415	474	173	83*	228	169	181	151	97*	195	270	286	180
Don't know	75 4%	24 2%	51 5%a	13 6%i	13 4%	18 6%i	11 3%	10 3%	10 2%	15 3%	26 4%	17 4%	18 4%	7 4%	3 4%	12 5%	5 3%	4 2%	5 3%	3 3%	9 5%	9 3%	13 5%	5 3%
Prefer not to say	37 2%	15 2%	22 2%	15 7%efgh i	9 3%h	4 1%	5 1%	- -	5 1%	5 1%	15 2%	8 2%	10 2%	4 2% x	- -	4 2%	1 1%	6 3% x	1 1%	2 2%	1 1%	10 4% ux	8 3% x	- -
NET: 5-10	1726 86%	857 88%b	865 83%	166 78%	278 82%	270 82%	290 86% d	280 87% d	443 93% def gh	463 91% km	516 84%	359 86%	388 82%	145 84%	74 90%	198 87%	145 86%	155 85%	124 82%	87 90%	169 87%	224 83%	245 86%	160 89%
Mean	8.41	8.58b	8.25	7.79	7.85	8.03	8.41de	8.55de f	9.22de fgh	8.66km	8.32	8.41	8.26	8.16	8.40 v	8.70ns	8.34	8.25	7.89	8.69s	8.50	8.17	8.60s	8.78ns v
Standard deviation	2.58	2.44	2.69	2.53	2.85	2.82	2.63	2.66	1.80	2.19	2.64	2.51	2.90	2.74	2.40	2.26	2.73	2.66	2.98	2.19	2.54	2.68	2.42	2.49
Standard error	0.06	0.08	0.09	0.18	0.16	0.17	0.16	0.15	0.08	0.10	0.11	0.12	0.13	0.22	0.26	0.15	0.21	0.21	0.25	0.23	0.18	0.18	0.15	0.18

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

* small base

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 8

Q2. If there were a (UK) General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Total	Voting Intention										2024 Vote							
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	2012	265	442	168	417	50	12	152	-	5	27	321	652	161	285	47	13	142	297
Weighted base	2012	311	391	198	365	44*	16**	183	..	5**	30**	388	552	200	234	41*	19**	204	279
10 - Absolutely certain to vote	1108	192	244	132	278	31	7	128	-	4	19	249	350	120	180	29	9	132	26
	55%	62%	62%	67%	76%abc	70%	47%	70%	-	80%	62%	64%r	63%r	60%r	77%klmqr	72%r	48%	65%r	9%
9	171	43	43	16	24	4	5	17	-	-	3	47	47	17	17	3	5	26	6
	9%	14%d	11%d	8%	7%	9%	34%	9%	-	-	10%	12%r	8%r	9%r	7%r	7%	28%	13%r	2%
8	179	37	44	25	28	5	-	14	-	-	2	39	53	25	13	4	1	21	18
	9%	12%	11%	13%	8%	11%	-	7%	-	-	8%	10%	10%n	12%nr	6%	9%	7%	10%	6%
7	121	21	26	13	15	1	3	11	-	-	2	24	32	18	8	2	3	11	17
	6%	7%	7%	7%	4%	1%	20%	6%	-	-	6%	6%	6%	9%n	4%	4%	17%	5%	6%
6	59	12	17	5	11	1	-	4	-	-	2	7	20	5	5	*	-	3	15
	3%	4%	4%	3%	3%	2%	-	2%	-	-	5%	2%	4%	3%	2%	1%	-	1%	5%k
5	88	6	18	6	9	3	-	9	-	1	3	5	20	2	4	3	-	9	37
	4%	2%	5%	3%	3%	6%	-	5%	-	20%	8%	1%	4%	1%	2%	8%kmn	-	4%	13%klmnq
4	15	-	-	-	-	-	-	-	-	-	-	3	3	3	-	-	-	-	7
	1%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	-	3%lnq
3	22	-	-	-	-	-	-	-	-	-	-	2	5	-	2	-	-	-	13
	1%	-	-	-	-	-	-	-	-	-	-	*	1%	-	1%	-	-	-	5%klmnq
2	24	-	-	-	-	-	-	-	-	-	-	2	2	2	-	-	-	2	14
	1%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	-	-	1%	5%klmnq
1 - Definitely will not vote	113	-	-	-	-	-	-	-	-	-	-	1	7	1	2	-	-	-	94
	6%	-	-	-	-	-	-	-	-	-	-	*	1%	*	1%	-	-	-	34%klmnoq
Don't know	75	-	-	-	-	-	-	-	-	-	-	8	10	7	2	-	-	-	28
	4%	-	-	-	-	-	-	-	-	-	-	2%	2%	3%q	1%	-	-	-	10%klmnoq
Prefer not to say	37	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	3
	2%	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 8

Q2. If there were a (UK) General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Total	Voting Intention										2024 Vote							
		Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Weighted base	2012	311	391	198	365	44*	16**	183	-**	5**	30**	388	552	200	234	41*	19**	204	279
NET: 5-10	1726	311	391	198	365	44	16	183	-	5	30	371	521	188	228	41	19	202	119
	86%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	96%r	94%r	94%r	97%r	100%r	100%	99%lmr	43%
Mean	8.41	9.18	9.07	9.22	9.41ab	9.26	9.07	9.24	-	8.98	8.93	9.19r	8.95r	9.01r	9.39lmr	9.22r	9.07	9.17r	4.20
Standard deviation	2.58	1.27	1.45	1.30	1.23	1.42	1.15	1.40	-	2.23	1.69	1.49	1.87	1.63	1.49	1.51	1.13	1.47	3.20
Standard error	0.06	0.08	0.07	0.10	0.06	0.20	0.33	0.11	-	1.00	0.32	0.08	0.07	0.13	0.09	0.22	0.31	0.12	0.20

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 9

Q3. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-	North	North	York-	West	East		East-	London	South	South
		(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	land	East	West	shire	Mid-	Mid-		ern	(v)	East	West
														(n)	(o)	(p)	&Humb-	lands	lands		(u)	(v)	(w)	(x)
																	erside	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Unweighted base	1715	900	810	171	283	247	256	284	474	427	485	382	421	146	78	200	156	145	121	89	172	201	236	171
Weighted base	1726	857	865	166	278	270	290	280	443	463	516	359	388	145	74*	198	145	155	124	87*	169	224	245	160
Conservative	296	153	142	14	39	32	51	63	96	90	81	63	62	11	8	31	27	34	24	12	29	34	49	36
	17%	18%	16%	9%	14%	12%	18%	22%	22%	19%	16%	18%	16%	8%	10%	16%	19%	22%	19%	14%	17%	15%	20%	23%
Labour	375	210	164	42	99	71	64	51	49	130	111	63	70	30	19	59	31	40	27	17	36	57	39	19
	22%	25%	19%	26%	36%	26%	22%	18%	11%	28%	22%	18%	18%	21%	26%	30%	22%	26%	22%	19%	21%	25%	16%	12%
Liberal Democrat	184	80	103	27	19	37	29	22	50	63	48	36	38	16	2	18	11	10	9	8	12	34	45	20
	11%	9%	12%	16%	7%	14%	10%	8%	11%	14%	9%	10%	10%	11%	2%	9%	7%	7%	7%	9%	7%	15%	18%	13%
Reform UK	350	199	151	20	33	39	56	63	139	58	100	90	103	15	21	44	38	28	34	17	35	33	49	37
	20%	23%	17%	12%	12%	15%	19%	23%	31%	13%	19%	25%	26%	10%	28%	22%	26%	18%	27%	20%	20%	15%	20%	23%
SNP	42	19	23	1	12	9	1	7	13	11	12	10	9	42	-	-	-	-	-	-	-	-	-	-
	2%	2%	3%	*	4%	3%	*	2%	3%	2%	2%	3%	2%	29%	op	qr	stuvwx							
Plaid Cymru	16	6	9	1	4	2	6	2	1	3	2	6	6	-	-	-	-	-	-	16	-	-	-	-
	1%	1%	1%	*	1%	1%	2%	1%	*	1%	*	2%	1%	-	-	-	-	-	-	18%	no	pq	-	-
Green Party	176	83	92	26	34	34	30	28	25	46	62	31	37	11	11	13	10	19	13	8	20	25	29	19
	10%	10%	11%	16%	12%	13%	10%	10%	6%	10%	12%	9%	9%	8%	14%	6%	7%	12%	11%	9%	12%	11%	12%	12%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	4	3	1	1	1	1	-	1	-	1	-	1	2	1	-	1	-	1	-	-	-	-	1	-
	*	*	*	1%	*	*	-	1%	-	*	-	*	*	1%	-	*	-	1%	-	-	-	-	*	-
Another party	28	15	13	5	3	4	8	3	5	5	8	6	9	2	1	4	4	2	2	-	2	8	3	1
	2%	2%	2%	3%	1%	1%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	-	1%	3%	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 9

Q3. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

	Gender			Age							Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1726	857	865	166	278	270	290	280	443	463	516	359	388	145	74*	198	145	155	124	87*	169	224	245	160
Prefer not to say	16 1%	4 *	12 1%	8 5% i	3 1% f	1 1% g	3 1% h	1 * i	- -	3 1%	8 2% j	1 *	5 1%	1 1%	- -	1 1%	2 2%	1 *	1 *	- -	1 1%	4 2%	2 1%	4 2%
Don't know	238 14%	84 10%	153 18% a	20 12%	32 11%	40 15%	42 15%	40 14%	65 15%	52 11%	85 16% j	53 15%	49 13%	16 11%	13 18%	27 14%	22 15%	20 13%	15 12%	9 11%	34 20% nw	29 13%	29 12%	23 15%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 10

Q3. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

	Voting Intention											2024 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	1715	265	442	168	417	50	12	152	-	5	27	307	615	151	277	47	13	141	126
Weighted base	1726	311	391	198	365	44*	16**	183	-**	5**	30**	371	521	188	228	41*	19**	202	119
Conservative	296 17%	296 95%bcdeg	-	-	-	-	-	-	-	-	-	250 67%lmnoqr	12 2%	10 5%q	7 3%q	-	-	-	14 11%lnoq
Labour	375 22%	-	375 96%acdeg	-	-	-	-	-	-	-	-	6 2%	323 62%kmnoqr	7 4%n	1 *	-	1 7%	7 4%n	23 20%kmnoq
Liberal Democrat	184 11%	-	-	184 93%abdeg	-	-	-	-	-	-	-	5 1%	32 6%kn	127 67%klnoqr	1 1%	-	3 17%	4 2%	11 9%knoq
Reform UK	350 20%	-	-	-	350 96%abceg	-	-	-	-	-	-	72 19%lmoq	34 7%	6 3%	204 89%klmoqr	1 3%	-	8 4%	23 19%lmoq
SNP	42 2%	-	-	-	-	42 96%abcdg	-	-	-	-	-	1 *	2 *	-	-	35 85%klmnqr	-	-	4 4%klmnq
Plaid Cymru	16 1%	-	-	-	-	-	16 100%	-	-	-	-	-	2 *	-	-	-	14 75%	-	-
Green Party	176 10%	-	-	-	-	-	-	176 96%abcde	-	-	-	1 *	30 6%kn	4 2%n	-	-	-	134 66%klmnor	6 5%kn
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	4 *	-	-	-	-	-	-	-	-	4 80%	-	-	1 *	-	-	-	-	3 1%	1 1%
Another party	28 2%	-	-	-	-	-	-	-	-	-	28 91%	-	1 *	-	2 1%	-	-	19 9%klmno	5 4%klm
Prefer not to say	16 1%	2 1%	1 *	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	4 4%klmnq
Don't know	238 14%	14 4%	16 4%	13 7%	15 4%	2 4%	-	7 4%	-	1 20%	3 9%	36 10%	81 16%kn	34 18%kn	12 5%	5 11%	-	27 13%n	28 24%klmq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 11

Q3. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

		Gender			Age						Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1463	808	650	143	249	208	213	243	407	378	398	323	364	130	65	172	131	126	107	78	134	173	203	144
Weighted base	1472	768	700	138	243	228	244	240	378	408	424	305	335	128	61*	170	121	134	108*	78*	134	191	215	133
Conservative	296 20%	153 20%	142 20%	14 11%	39 16%	32 14%	51 21% d	63 26% def	96 26% def	90 22%	81 19%	63 21%	62 18%	11 9%	8 13%	31 18% n	27 22% n	34 25% n	24 22% n	12 15%	29 22% n	34 18% n	49 23% n	36 27% no
Labour	375 25%	210 27%	164 23%	42 31% hi	99 41% fgh i	71 31% hi	64 26% i	51 21% i	49 13%	130 32% lm	111 26%	63 21%	70 21%	30 23%	19 31% wx	59 35% nw	31 26% x	40 30% wx	27 25%	17 22%	36 27% x	57 30% wx	39 18%	19 15%
Liberal Democrat	184 13%	80 10%	103 15% a	27 20% eh	19 8%	37 16% eh	29 12%	22 9%	50 13% e	63 16%	48 11%	36 12%	38 11%	16 12% o	2 3%	18 11%	11 9%	10 8%	9 8%	8 10%	12 9%	34 18% oqr su	45 21% opq rsu	20 15% o
Reform UK	350 24%	199 26%	151 22%	20 14%	33 13%	39 17%	56 23% e	63 26% def gh	139 37% def gh	58 14%	100 24% j	90 30% j	103 31% jk	15 12%	21 35% nv	44 26% n	38 31% nv	28 21%	34 31% nv	17 22%	35 26% n	33 17%	49 23% n	37 28% nv
SNP	42 3%	19 3%	23 3%	1 1%	12 5% dg	9 4% g	1 *	7 3%	13 3% g	11 3%	12 3%	10 3%	9 3%	42 33% opqr stuvwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	16 1%	6 1%	9 1%	1 1%	4 2%	2 1%	6 2% i	2 1%	1 *	3 1%	2 *	6 2%	6 2%	- -	- -	- -	- -	- -	- -	16 20% nopq rsuvwx	- -	- -	- -	- -
Green Party	176 12%	83 11%	92 13%	26 19% i	34 14% i	34 15% i	30 12% i	28 12% i	25 7%	46 11%	62 15%	31 10%	37 11%	11 9%	11 17% p	13 7%	10 9%	19 14%	13 12%	8 10%	20 15%	25 13%	29 13%	19 15%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	4 *	3 *	1 *	1 1%	1 *	1 *	-	1 1%	-	1 *	-	1 *	2 1%	1 1%	-	1 *	-	1 1%	-	-	-	-	1 *	-
Another party	28 2%	15 2%	13 2%	5 4%	3 1%	4 2%	8 3%	3 1%	5 1%	5 1%	8 2%	6 2%	9 3%	2 2%	1 2%	4 2%	4 3%	2 1%	2 2%	-	2 1%	8 4%	3 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 12

Q3. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10) and specify voting intention

	Voting Intention										2024 Vote								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	1463	250	424	155	401	48	12	145	-	4	24	278	515	121	264	42	13	125	90
Weighted base	1472	296	375	184	350	42*	16**	176	-**	4**	28**	335	437	154	216	36*	19**	175	86*
Conservative	296 20%	296 100%bcdeg	-	-	-	-	-	-	-	-	-	250 75%lmnoqr	12 3%	10 7%q	7 3%q	-	-	-	14 16%lmnoq
Labour	375 25%	-	375 100%acdeg	-	-	-	-	-	-	-	-	6 2%	323 74%kmnoqr	7 4%n	1 *	-	1 7%	7 4%n	23 27%kmnoq
Liberal Democrat	184 13%	-	-	184 100%abdeg	-	-	-	-	-	-	-	5 1%	32 7%knq	127 82%klnoqr	1 1%	-	3 17%	4 2%	11 12%knoq
Reform UK	350 24%	-	-	-	350 100%abceg	-	-	-	-	-	-	72 21%lmoq	34 8%	6 4%	204 95%klmoqr	1 4%	-	8 5%	23 27%lmoq
SNP	42 3%	-	-	-	-	42 100%abcdg	-	-	-	-	-	1 *	2 *	-	-	35 96%klmnqr	-	-	4 5%klmnq
Plaid Cymru	16 1%	-	-	-	-	-	16 100%	-	-	-	-	-	2 *	-	-	-	14 75%	-	-
Green Party	176 12%	-	-	-	-	-	-	176 100%abcde	-	-	-	1 *	30 7%kn	4 3%kn	-	-	-	134 76%klmnor	6 6%kn
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	4 *	-	-	-	-	-	-	-	-	4 100%	-	-	1 *	-	-	-	-	3 2%	1 1%
Another party	28 2%	-	-	-	-	-	-	-	-	-	28 100%	-	1 *	-	2 1%	-	-	19 11%klmno	5 5%klmn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 13

Q4. If it were made a legal requirement for you to vote, do you think you would probably vote <...> or for another party?

Base: All respondents who say "Don't know" or "Prefer not to say"

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	252	92	160	28	34	39	43	41	67	49	87	59	57	16	13	28	25	19	14	11	38	28	33	27
Weighted base	254	89*	166	28**	35**	41*	45*	40*	65*	54*	92*	54*	54*	16**	13**	28**	24**	20**	16**	9**	36*	33**	30**	27**
Conservative	16 6%	5 6%	11 7%	3 12%	-	-	* 1%	3 6%	9 14%fg	3 5%	7 7%	6 10%	1 2%	4 25%	1 5%	-	1 4%	3 12%	1 6%	-	3 9%	1 4%	1 4%	1 3%
Labour	16 6%	7 8%	9 5%	2 6%	4 11%	3 6%	3 8%l	5 12%i	-	3 5%	9 9%	4 8%	* 1%	-	-	2 8%	-	1 4%	2 14%	1 12%	2 5%	6 19%	2 6%	-
Liberal Democrat	13 5%	4 5%	9 5%	1 3%	1 3%	2 5%	1 2%	3 7%	6 9%	3 6%	5 6%	2 4%	3 5%	1 9%	1 7%	1 4%	1 3%	-	1 8%	-	3 9%	1 2%	1 3%	3 10%
Reform UK	15 6%	5 6%	10 6%	-	2 5%	2 5%	3 7%	3 7%	5 8%	4 8%	3 3%	4 7%	4 7%	-	3 21%	4 13%	* 2%	1 5%	-	* 4%	1 4%	1 2%	4 12%	1 4%
SNP	2 1%	-	2 1%	-	-	-	1 2%	-	* 1%	* 1%	-	1 2%	-	2 9%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	7 3%	3 3%	4 2%	3 11%	* 1%	-	2 5%	1 1%	* 1%	2 4%	1 1%	-	4 7%	1 5%	2 17%	1 2%	* 2%	-	-	-	-	1 4%	-	1 4%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	1 *	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 3%	-	-
Another party	3 1%	2 2%	1 *	-	-	-	2 4%	1 2%	-	1 2%	1 1%	-	1 2%	-	1 5%	-	-	1 6%	-	-	-	-	1 3%	-
Prefer not to say	15 6%	3 4%	12 7%	5 19%	3 10%	1 2%	3 6%	2 5%	1 2%	3 6%	7 8%	2 3%	3 6%	1 5%	-	1 3%	2 6%	-	1 4%	-	2 5%	2 7%	2 8%	5 17%
Don't know	167 66%	58 66%	109 66%	14 50%	25 71%	34 82%h	29 65%	24 60%	42 64%	34 63%	61 65%	35 66%	37 69%	8 48%	6 46%	20 71%	20 83%	15 74%	11 68%	8 85%	24 67%	19 58%	20 65%	16 61%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 14

Q4. If it were made a legal requirement for you to vote, do you think you would probably vote <...> or for another party?

Base: All respondents who say "Don't know" or "Prefer not to say"

	Voting Intention											2024 Vote							
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	252	15	18	13	16	2	-	7	-	1	3	29	100	30	13	5	-	16	36
Weighted base	254	16**	16**	13**	15**	2**	-**	7**	-**	1**	3**	36**	84*	34**	12**	5**	-**	27**	33*
Conservative	16 6%	16 100%	-	-	-	-	-	-	-	-	-	8 21%	3 4%	1 3%	-	1 28%	-	-	3 8%
Labour	16 6%	-	16 100%	-	-	-	-	-	-	-	-	-	12 14%	-	-	-	-	4 13%	1 2%
Liberal Democrat	13 5%	-	-	13 100%	-	-	-	-	-	-	-	-	5 7%	6 18%	-	-	-	-	2 5%
Reform UK	15 6%	-	-	-	15 100%	-	-	-	-	-	-	7 20%	3 4%	-	4 33%	-	-	-	1 2%
SNP	2 1%	-	-	-	-	2 100%	-	-	-	-	-	-	-	-	-	2 33%	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	7 3%	-	-	-	-	-	-	7 100%	-	-	-	-	2 2%	2 6%	-	-	-	2 8%	* 1%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	1 *	-	-	-	-	-	-	-	-	1 100%	-	-	-	1 3%	-	-	-	-	-
Another party	3 1%	-	-	-	-	-	-	-	-	-	3 100%	-	2 2%	-	-	-	-	1 3%	-
Prefer not to say	15 6%	-	-	-	-	-	-	-	-	-	-	-	2 3%	1 3%	-	-	-	-	1 3%
Don't know	167 66%	-	-	-	-	-	-	-	-	-	-	21 59%	54 64%	23 67%	8 67%	2 39%	-	21 76%	25 78%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 15

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

		Gender			Age						Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	1715	900	810	171	283	247	256	284	474	427	485	382	421	146	78	200	156	145	121	89	172	201	236	171
Weighted base	1726	857	865	166	278	270	290	280	443	463	516	359	388	145	74*	198	145	155	124	87*	169	224	245	160
Conservative	311 18%	158 18%	153 18%	18 11%	39 14%	32 12%	52 18%	66 23%def	106 24%def	92 20%	88 17%	69 19%	63 16%	15 11%	8 11%	31 16%	28 19%	36 24%no	25 20%no	12 14%	33 19%no	35 16%	50 20%no	37 23%no
Labour	391 23%	217 25%b	173 20%	44 26%ai	102 37%dfghi	73 27%hi	67 23%gi	56 20%gi	49 11%	133 29%lm	120 23%	68 19%	71 18%	30 21%	19 26%ix	61 31%nw	31 22%ix	41 27%wx	29 23%ix	18 21%	38 23%ix	63 28%wx	41 17%	19 12%
Liberal Democrat	198 11%	84 10%	112 13%	28 17%eh	20 7%	39 14%e	30 10%	25 9%	56 13%e	67 14%	53 10%	38 10%	41 10%	17 12%	3 3%	19 10%	11 8%	10 7%	10 8%	8 9%	15 9%	35 15%oqr	46 19%opq	23 14%or
Reform UK	365 21%	204 24%b	161 19%	20 12%	35 12%	41 15%	60 21%de	66 23%def	144 32%def	62 13%	103 20%j	94 26%jk	106 27%jk	15 10%	24 32%nv	47 24%nv	38 26%nv	29 19%	34 27%nv	18 20%no	36 21%no	34 15%	53 22%no	38 24%no
SNP	44 3%	19 2%	24 3%	1 *	12 4%dg	9 3%	2 1%	7 2%	13 3%	12 3%	12 2%	11 3%	9 2%	44 30%opqr stuvwx	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	16 1%	6 1%	9 1%	1 *	4 1%	2 1%	6 2%gi	2 1%	1 *	3 1%	2 *	6 2%	6 1%	-	-	-	-	-	-	16 18%nopq rsuvwx	-	-	-	-
Green Party	183 11%	85 10%	96 11%	29 17%hi	34 12%gi	34 13%gi	32 11%gi	28 10%gi	25 6%	49 10%	63 12%	31 9%	40 10%	12 8%	13 17%pq	13 7%	11 7%	19 12%	13 11%	8 9%	20 12%	26 12%	29 12%	21 13%
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	3 *	2 *	1 1%	1 *	1 *	-	1 1%	1 *	1 *	-	1 *	3 1%	1 1%	-	1 *	-	1 1%	-	-	-	1 *	1 *	-
Another party	30 2%	17 2%	14 2%	5 3%	3 1%	4 1%	10 3%gi	4 1%	5 1%	6 1%	9 2%	6 2%	10 2%	2 2%	2 2%	4 2%	4 2%	3 2%	2 2%	-	2 1%	8 3%	4 2%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

*** small base**

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 15

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	1726	857	865	166	278	270	290	280	443	463	516	359	388	145	74*	198	145	155	124	87*	169	224	245	160
Prefer not to say	15 1%	3 *	12 1%	5 3%fi	3 1%	1 *	3 1%	2 1%	1 *	3 1%	7 1%	2 *	3 1%	1 1%	- -	1 *	2 1%	- -	1 *	- -	2 1%	2 1%	2 1%	5 3%r
Don't know	167 10%	58 7%	109 13%a	14 8%	25 9%	34 12%	29 10%	24 9%	42 9%	34 7%	61 12%j	35 10%	37 10%	8 5%	6 8%	20 10%	20 14%n	15 10%	11 9%	8 9%	24 14%n	19 9%	20 8%	16 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x

* small base

Opinion Poll Survey

ONLINE Fieldwork: 22nd to 23rd January 2025

Absolutes/col percents

Table 16

Q3/4. If there were a (UK) General Election tomorrow to elect MPs to Westminster, would you vote <...> or for another party?

Base: All respondents who are likely to vote (5-10)

	Voting Intention										2024 Vote								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Reform UK (d)	SNP (e)	Plaid Cymru (f)	Green Party (g)	SDP (h)	Workers Party of Britain (i)	Another party (j)	Conservative (k)	Labour (l)	Liberal Democrat (m)	Reform UK (n)	SNP (o)	Plaid Cymru (p)	Another party (q)	Did not vote (r)
Unweighted base	1715	265	442	168	417	50	12	152	-	5	27	307	615	151	277	47	13	141	126
Weighted base	1726	311	391	198	365	44*	16**	183	-**	5**	30**	371	521	188	228	41*	19**	202	119
Conservative	311 18%	311 100%bcdeg	-	-	-	-	-	-	-	-	-	258 70%lmnoqr	16 3%q	11 6%q	7 3%q	1 3%q	-	-	16 14%lmnq
Labour	391 23%	-	391 100%acdeg	-	-	-	-	-	-	-	-	6 2%	335 64%kmnoqr	7 4%n	1 *	-	1 7%	11 5%kn	24 20%kmnoq
Liberal Democrat	198 11%	-	-	198 100%abdeg	-	-	-	-	-	-	-	5 1%	38 7%knq	133 71%klnoqr	1 1%	-	3 17%	4 2%	12 11%knoq
Reform UK	365 21%	-	-	-	365 100%abceg	-	-	-	-	-	-	79 21%lmoq	37 7%	6 3%	208 91%klmoqr	1 3%	-	8 4%	24 20%lmoq
SNP	44 3%	-	-	-	-	44 100%abcdg	-	-	-	-	-	1 *	2 *	-	-	36 89%klmnqr	-	-	4 4%klmnq
Plaid Cymru	16 1%	-	-	-	-	-	16 100%	-	-	-	-	-	2 *	-	-	-	14 75%	-	-
Green Party	183 11%	-	-	-	-	-	-	183 100%abcde	-	-	-	1 *	32 6%kn	6 3%kn	-	-	-	136 67%klmnor	6 5%kn
SDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workers Party of Britain	5 *	-	-	-	-	-	-	-	-	5 100%	-	-	1 *	1 1%	-	-	-	3 1%	1 1%
Another party	30 2%	-	-	-	-	-	-	-	-	-	30 100%	-	3 1%	-	2 1%	-	-	20 10%klmno	5 4%klm
Prefer not to say	15 1%	-	-	-	-	-	-	-	-	-	-	-	2 *	1 1%	-	-	-	-	1 1%
Don't know	167 10%	-	-	-	-	-	-	-	-	-	-	21 6%	54 10%kn	23 12%kn	8 4%	2 4%	-	21 10%n	25 21%klmnoq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q/r

*** small base; ** very small base (under 30) ineligible for sig testing**