

YouGov / The Times Survey Results

Sample Size: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2167	256	286	228	461	255	390	557	199	234	124	761	774	1049	1118	227	895	535	509	1233	915	1874	104	189
Unweighted Sample	2167	241	306	257	455	252	344	622	227	234	113	857	791	919	1248	188	765	588	626	1314	840	1852	118	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23-24 Feb	26-27 Oct																								
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	28	94	34	39	2	19	62	26	42	3	17	35	27	22	33	23	23	26	39	32	23	29	18	20	
Labour	10	6	0	35	4	0	2	0	19	1	0	2	10	1	7	5	10	6	5	4	6	5	6	5	3	
Liberal Democrat	5	4	0	2	32	0	1	0	5	20	0	1	7	2	4	4	5	5	3	3	4	4	5	1	2	
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	3	0	2	1	0	2	2	0	1	1	0	0	14	
Plaid Cymru	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	1	1	0	0	12	0	
Reform UK	25	27	4	6	9	98	1	30	13	12	91	10	12	49	31	23	12	21	37	33	22	34	27	32	24	
Green	6	8	0	5	1	0	58	1	11	7	0	53	13	3	8	8	17	12	4	3	10	6	9	4	6	
Some other party	2	2	0	2	2	0	1	0	4	1	0	0	2	2	3	1	3	1	2	1	2	1	2	1	1	
Would not vote	15	14	1	9	11	0	12	1	12	9	1	10	11	8	15	14	15	16	16	9	12	17	14	16	16	
Don't know	7	7	1	6	2	1	4	4	7	5	3	6	6	6	5	9	7	9	5	5	7	7	6	8	11	
Refused	3	2	0	1	0	0	0	1	2	1	1	1	2	1	2	3	6	3	0	0	2	3	2	3	2	
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	3	25	1	1	0	0	14	1	1	1	0	4	4	3	4	3	3	3	6	3	4	4	2	3	
Labour	35	31	12	95	57	0	46	10	66	52	0	39	51	12	31	32	46	33	29	24	37	24	32	27	29	
Liberal Democrat	2	3	0	0	21	0	1	1	3	10	0	1	4	2	3	2	3	4	2	2	3	2	3	1	0	
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	2	0	1	1	0	1	1	0	1	1	0	0	11	
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	1	0	0	9	0	
Reform UK	31	34	45	2	12	99	3	60	13	15	94	9	17	61	37	31	12	26	44	46	29	41	34	39	31	
Green	3	5	0	0	0	0	42	1	5	6	0	39	8	3	6	5	11	8	3	2	6	4	6	1	3	
Some other party	1	1	1	0	2	0	2	2	2	1	0	2	1	2	2	1	3	1	1	1	2	1	2	0	0	
Would not vote	13	12	12	0	3	0	3	7	4	7	1	4	7	9	11	13	11	13	12	11	10	14	12	12	9	
Don't know	6	6	3	1	3	0	3	4	4	6	2	6	4	6	4	8	6	7	5	5	5	6	5	6	10	
Refused	3	2	1	0	1	0	0	1	1	2	1	0	2	1	2	2	5	4	1	1	2	3	2	2	2	

YouGov / The Times Survey Results

Sample Size: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

	Region in England			
	Total	North	Midlands	Rest of South
Weighted Sample	2167	514	355	262
Unweighted Sample	2167	545	360	196
	%	%	%	%

	23-24 Feb	26-27 Oct				
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	28	23	27	32	33
Labour	10	6	8	6	8	4
Liberal Democrat	5	4	5	4	4	6
Scottish National Party (SNP)	1	1	0	0	0	0
Plaid Cymru	0	1	0	0	0	0
Reform UK	25	27	28	28	20	28
Green	6	8	9	9	13	7
Some other party	2	2	2	2	1	2
Would not vote	15	14	15	18	13	12
Don't know	7	7	8	4	5	7
Refused	3	2	2	3	4	2

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	3	3	5	3	4
Labour	35	31	31	24	42	33
Liberal Democrat	2	3	4	2	3	3
Scottish National Party (SNP)	1	1	0	0	0	0
Plaid Cymru	0	0	0	0	0	0
Reform UK	31	34	34	37	25	36
Green	3	5	6	6	8	5
Some other party	1	1	2	1	2	1
Would not vote	13	12	13	17	10	11
Don't know	6	6	5	5	4	6
Refused	3	2	2	3	4	2

Sample Size: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2167	256	286	228	461	255	390	557	199	234	124	761	774	1049	1118	227	895	535	509	1233	915	1874	104	189
	2167	241	306	257	455	252	344	622	227	234	113	857	791	919	1248	188	765	588	626	1314	840	1852	118	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	4	26	0	1	0	0	16	1	0	1	0	3	4	4	3	4	3	2	6	4	4	4	3	3
Labour	5	3	0	21	1	0	0	0	11	0	0	1	5	1	4	2	5	3	3	2	3	3	3	3	2
Liberal Democrat	36	36	19	66	94	1	58	19	57	84	0	50	58	16	33	38	44	39	33	30	42	27	36	25	36
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	1	1	0	1	1	0	0	10
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	0	8	0
Reform UK	29	32	40	6	3	99	2	55	14	7	91	9	14	59	36	28	12	25	41	43	27	39	32	34	27
Green	3	4	0	0	0	0	35	1	5	2	0	29	6	2	4	5	9	6	2	2	5	3	5	1	3
Some other party	1	1	1	0	0	0	0	1	1	0	0	0	1	1	1	1	2	0	1	1	1	1	1	1	0
Would not vote	12	11	10	2	1	0	3	5	4	2	1	5	5	8	11	12	13	12	11	9	10	14	12	11	8
Don't know	6	6	2	3	1	1	2	3	5	3	4	5	4	6	4	7	6	7	4	5	6	6	5	9	10
Refused	3	2	0	0	0	0	0	1	2	1	1	2	1	1	2	2	5	3	1	0	2	3	2	4	1

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	29	96	1	20	45	6	85	8	20	41	10	20	48	27	30	10	19	34	48	28	30	29	20	25
Labour	31	27	1	96	46	2	36	1	64	41	2	26	45	8	28	26	39	30	23	19	31	21	27	26	26
Liberal Democrat	3	3	0	0	25	0	1	0	3	14	0	1	4	2	3	3	4	4	2	2	4	2	4	2	0
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	2	0	1	1	1	2	1	0	1	1	0	0	12
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	1	0	0	9	0
Reform UK	7	9	1	1	0	37	0	5	4	1	37	3	3	16	11	6	2	9	10	10	6	12	9	11	8
Green	3	6	0	0	1	0	51	0	6	6	0	48	10	2	6	6	13	9	3	3	8	4	7	2	4
Some other party	1	2	0	0	1	2	1	1	2	1	2	2	2	2	2	1	2	2	2	1	1	2	2	3	2
Would not vote	14	14	1	0	4	11	4	2	5	7	11	4	6	12	14	14	13	15	16	10	11	18	14	17	12
Don't know	6	7	1	2	3	2	1	4	6	8	4	6	6	7	5	9	7	8	7	5	7	7	7	7	10
Refused	3	2	1	0	0	1	0	2	2	0	2	0	1	2	3	2	7	3	1	1	2	3	2	3	1

Sample Size: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2167	514	355	262	743
Unweighted Sample	2167	545	360	196	751
	%	%	%	%	%

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	4	3	5	2	4
Labour	5	3	4	3	5	2
Liberal Democrat	36	36	33	30	41	40
Scottish National Party (SNP)	1	1	0	0	0	0
Plaid Cymru	0	0	0	0	0	0
Reform UK	29	32	32	32	25	34
Green	3	4	4	6	6	4
Some other party	1	1	1	1	1	1
Would not vote	12	11	15	16	12	8
Don't know	6	6	6	4	4	6
Refused	3	2	2	3	4	2

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	29	26	34	22	33
Labour	31	27	27	19	35	28
Liberal Democrat	3	3	4	2	2	4
Scottish National Party (SNP)	1	1	0	0	0	0
Plaid Cymru	0	0	0	0	0	0
Reform UK	7	9	8	10	8	9
Green	3	6	6	8	10	5
Some other party	1	2	2	1	2	2
Would not vote	14	14	17	19	12	10
Don't know	6	7	8	4	5	8
Refused	3	2	2	3	4	2

Sample Size: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2167	256	286	228	461	255	390	557	199	234	124	761	774	1049	1118	227	895	535	509	1233	915	1874	104	189
Unweighted Sample	2167	241	306	257	455	252	344	622	227	234	113	857	791	919	1248	188	765	588	626	1314	840	1852	118	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	26	94	5	3	45	4	83	8	4	40	6	16	46	27	26	10	17	31	45	26	27	27	19	21
Labour	5	3	0	22	0	0	0	0	11	0	0	1	5	1	4	2	5	3	4	2	3	3	3	2	2
Liberal Democrat	33	32	2	62	95	5	48	5	55	85	4	40	53	12	30	33	41	36	27	25	38	23	32	26	32
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	2	0	1	1	1	1	1	0	1	1	0	0	11
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	0	8	0
Reform UK	7	8	0	1	0	36	0	3	4	1	35	3	2	15	10	6	2	8	10	9	5	12	8	10	8
Green	3	5	0	0	0	0	42	0	6	3	0	40	7	2	6	5	11	7	2	2	6	4	5	2	4
Some other party	1	1	0	1	0	1	0	0	2	1	1	0	1	1	2	1	2	1	1	1	1	2	1	3	1
Would not vote	14	13	1	3	0	9	3	2	5	1	11	6	6	11	14	13	17	14	15	9	10	18	13	19	11
Don't know	6	7	1	6	1	2	1	5	6	5	6	4	6	8	4	10	6	9	8	4	7	7	7	8	8
Refused	3	2	0	1	1	1	0	1	2	0	2	1	1	1	2	2	6	3	1	1	2	3	2	3	1

*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: 2167 adults in GB
Fieldwork: 26th - 27th October 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2167	514	355	262	743
Unweighted Sample	2167	545	360	196	751
	%	%	%	%	%

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	26	25	30	19	30
Labour	5	3	4	4	6	2
Liberal Democrat	33	32	29	24	38	36
Scottish National Party (SNP)	1	1	0	0	0	0
Plaid Cymru	0	0	0	0	0	0
Reform UK	7	8	9	8	7	8
Green	3	5	6	7	7	4
Some other party	1	1	1	1	1	1
Would not vote	14	13	16	18	14	9
Don't know	6	7	8	4	6	8
Refused	3	2	2	4	4	1

**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.*