

YouGov Survey Results

Sample Size: 2585 Adults in GB
Fieldwork: 28th - 29th September 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	2585	300	396	249	555	225	465	664	238	279	146	907	923	1251	1334	271	1068	638	607	1470	1097	2236	124	225
Unweighted Sample	2585	268	442	302	535	238	390	765	272	291	167	1093	869	1124	1461	216	940	699	730	1596	978	2232	133	220
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21 - 22 Sep	28 - 29 Sep																						
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
[Headline voting intention projected by YouGov MRP model]																									
Con	16	16	100	0	0	0	0	59	4	4	3	3	14	21	14	18	8	12	16	26	17	16	17	12	8
Lab	21	22	0	100	0	0	0	2	59	7	0	4	31	10	23	21	32	25	22	13	23	20	22	22	20
Lib Dem	14	15	0	0	100	0	0	5	13	72	2	5	24	7	14	16	18	13	15	15	18	10	16	5	10
SNP	3	3	0	0	0	0	0	0	1	0	0	1	5	2	3	3	0	3	4	2	3	3	0	0	32
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	0	0	1	1	1	1	0	1	1	1	1	1	0	18	0
Reform UK	29	29	0	0	0	100	0	35	10	8	91	5	8	54	33	25	12	24	33	37	24	36	29	32	20
Green	12	11	0	0	0	0	100	0	10	8	2	75	14	3	8	14	27	16	6	3	11	10	12	7	6
Other	3	3	0	0	0	0	0	0	3	1	2	6	4	2	4	3	2	5	3	2	2	5	3	4	3
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	12	100	0	0	0	0	51	3	3	2	3	11	16	11	12	5	8	12	21	13	11	13	8	5
Labour	15	16	0	100	0	0	0	1	47	6	0	3	24	8	18	13	20	17	17	11	17	14	16	15	14
Liberal Democrat	10	10	0	0	100	0	0	3	9	56	1	4	17	5	10	9	12	8	11	11	12	7	11	3	6
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	1	4	1	2	2	0	2	3	2	2	2	0	0	22
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	0	0	1	1	1	0	0	1	1	1	1	1	0	13	0
Reform UK	21	22	0	0	0	100	0	31	8	7	87	4	7	45	28	17	9	17	27	32	19	27	23	23	16
Green	9	9	0	0	0	0	100	0	9	7	2	68	12	3	7	11	19	12	5	3	9	8	9	4	6
Some other party	2	2	0	0	0	0	0	0	2	0	1	4	3	1	3	2	1	3	2	1	2	3	2	2	2
Would not vote	11	10	0	0	0	0	0	1	4	2	0	2	5	6	8	11	8	13	9	5	8	11	9	9	11
Don't know	14	13	0	0	0	0	0	11	14	16	5	9	14	12	9	17	16	14	13	11	14	13	13	17	15
Skipped	4	4	0	0	0	0	0	0	3	2	1	1	2	2	3	5	8	6	1	1	3	5	4	7	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.

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Fieldwork: 28th - 29th September 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2585	613	424	313	887
Unweighted Sample	2585	624	416	277	915
	%	%	%	%	%

	21 - 22 Sep	28 - 29 Sep				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	16	16	15	20	15	19
Lab	21	22	28	20	30	17
Lib Dem	14	15	12	12	16	20
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	29	29	30	33	17	31
Green	12	11	11	11	17	11
Other	3	3	4	3	4	3
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	12	11	14	12	14
Labour	15	16	20	14	22	12
Liberal Democrat	10	10	8	8	11	14
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	21	22	23	25	13	25
Green	9	9	9	9	14	9
Some other party	2	2	3	2	3	2
Would not vote	11	10	10	10	7	9
Don't know	14	13	13	13	12	13
Skipped	4	4	4	5	5	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	322	277	10.7%
Men 50-64 High education	102	96	3.7%
Men 50-64 Mid education	124	116	4.5%
Men 50-64 Low education	108	101	3.9%
Men 25-49 High education	196	243	9.4%
Men 25-49 Mid education	108	171	6.6%
Men 25-49 Low education	81	111	4.3%
Men Under 25 High education	22	26	1.0%
Men Under 25 Mid & Low education	61	111	4.3%
Women Over 65	408	331	12.8%
Women 50-64 High education	118	90	3.5%
Women 50-64 Mid education	145	132	5.1%
Women 50-64 Low education	102	103	4.0%
Women 25-49 High education	318	261	10.1%
Women 25-49 Mid education	187	184	7.1%
Women 25-49 Low education	50	98	3.8%
Women Under 25 High education	32	31	1.2%
Women Under 25 Mid & Low education	101	103	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	307	491	19.0%
Medium (3-7)	1615	1551	60.0%
High (8,9,10)	663	543	21.0%
Social Grade (NRS and 2011 census)			
AB	935	724	28.0%
C1	663	750	29.0%
C2	429	543	21.0%
DE	558	569	22.0%
EU Referendum Vote (Election Result)			
Remain	1093	907	35.1%
Leave	869	923	35.7%
Don't Know / Did Not Vote	623	755	29.2%

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

North Con	78	90	3.5%
North Lab	221	189	7.3%
North LD	40	31	1.2%
North Reform	73	75	2.9%
North Oth	64	52	2.0%
North DNV	148	176	6.8%
Midlands Con	68	88	3.4%
Midlands Lab	136	109	4.2%
Midlands LD	29	23	0.9%
Midlands Reform	63	57	2.2%
Midlands Oth	37	34	1.3%
Midlands DNV	83	114	4.4%
London Con	34	47	1.8%
London Lab	102	98	3.8%
London LD	26	26	1.0%
London Reform	19	21	0.8%
London Oth	31	39	1.5%
London DNV	65	83	3.2%
South Con	172	204	7.9%
South Lab	212	176	6.8%
South LD	152	137	5.3%
South Reform	108	101	3.9%
South Oth	83	62	2.4%
South DNV	188	207	8.0%
Wales Con	16	16	0.6%
Wales Lab	34	34	1.3%
Wales LD	7	5	0.2%
Wales PC	15	13	0.5%
Wales Reform	17	16	0.6%
Wales Oth DNV	44	41	1.6%
Scotland Con	22	21	0.8%
Scotland Lab	60	59	2.3%
Scotland LD	18	16	0.6%
Scotland SNP	50	49	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	4	8	0.3%
Scotland DNV	55	62	2.4%

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Ethnicity (2021/22 Census)

White	2145	2125	82.4%
Asian	183	204	7.8%
Black	76	85	3.3%
Mixed	72	44	1.7%
Refused/Rather not say	77	78	3.0%
Other	32	49	1.8%

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