YouGov Survey Results

Sample Size: 2333 Adults in GB
Fieldwork: 5th - 6th October 2025

	Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
		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	2333	276	338	261	451	219	420	600	215	252	139	819	833	1129	1204	245	964	576	548	1327	997	2018	112	203
Unweighted Sample	2333	250	383	292	443	239	341	708	238	284	145	980	768	996	1337	199	858	622	654	1451	876	2026	126	181
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	28 - 29 Sep	5 - 6 Oct (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
Con	16	17	100	0	0	0	0	58	4	7	4	3	13	24	16	18	8	13	17	27	20	13	18	8	9
Lab	22	20	0	100	0	0	0	2	57	2	0	2	29	8	21	19	30	24	16	14	23	16	20	20	14
Lib Dem	15	17	0	0	100	0	0	8	13	79	1	10	26	9	17	17	19	17	16	17	19	14	18	5	15
SNP	3	4	0	0	0	0	0	1	1	0	0	2	6	1	4	4	3	4	4	4	4	4	0	0	44
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	1	0	1	1	2	1	2	0	1	1	0	22	0
Reform UK	29	27	0	0	0	100	0	29	7	7	94	0	6	51	29	24	13	24	32	31	20	37	28	33	12
Green	11	12	0	0	0	0	100	2	13	4	1	80	17	4	9	15	22	14	13	4	12	12	13	9	3
Other	3	3	0	0	0	0	0	0	3	2	0	2	2	2	2	3	4	3	2	2	2	4	3	2	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?

	28 - 29 Sep	5 - 6 Oct (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
Conservative	12	12	100	0	0	0	0	48	3	6	3	2	10	18	12	12	5	8	12	22	14	9	13	7	7
Labour	16	15	0	100	0	0	0	1	47	1	0	2	24	6	17	13	19	17	12	12	18	11	15	14	11
Liberal Democrat	10	12	0	0	100	0	0	6	10	61	1	7	19	6	13	10	12	11	11	13	13	9	12	4	9
Scottish National Party (SNP)	2	3	0	0	0	0	0	1	1	0	0	2	5	1	3	2	1	3	2	3	3	3	0	0	29
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	1	1	0	1	0	0	12	0
Reform UK	22	20	0	0	0	100	0	26	7	5	78	0	5	41	24	16	9	17	24	26	16	26	21	28	10
Green	9	10	0	0	0	0	100	1	11	4	1	75	15	3	8	11	16	11	11	4	10	9	10	8	4
Some other party	2	2	0	0	0	0	0	0	2	1	1	2	2	1	2	2	2	2	1	2	1	3	2	1	2
Would not vote	10	11	0	0	0	0	0	1	5	2	1	2	5	8	8	13	9	14	9	6	7	15	11	10	9
Don't know	13	13	0	0	0	0	0	14	13	15	11	9	13	13	9	17	15	11	15	13	14	12	13	10	15
Skipped	4	3	0	0	0	0	0	2	1	4	4	0	2	2	4	3	10	5	1	0	3	3	3	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.

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Fieldwork: 5th - 6th October 2025

			Region in England			
		Total	**North**	**Midlands**	**London**	**Rest of South**
Weighted Sample		2333	553	383	282	800
Unweighted Sample		2333	585	379	259	803
		%	%	%	%	%

	28 - 29 Sep	**5 - 6 Oct**				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
[Headline voting intention projected by YouGov MRP model]						
Con	*16*	**17**	16	25	17	18
Lab	*22*	**20**	24	21	32	14
Lib Dem	*15*	**17**	14	12	16	24
SNP	*3*	**4**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*29*	**27**	30	30	13	30
Green	*11*	**12**	14	10	17	12
Other	*3*	**3**	2	2	5	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	16	10	13
Labour	*16*	**15**	18	14	26	10
Liberal Democrat	*10*	**12**	9	7	11	17
Scottish National Party (SNP)	*2*	**3**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*22*	**20**	21	23	9	24
Green	*9*	**10**	12	8	13	10
Some other party	*2*	**2**	1	2	4	2
Would not vote	*10*	**11**	13	14	9	8
Don't know	*13*	**13**	11	14	14	14
Skipped	*4*	**3**	4	3	5	1

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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 seperately 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	**300**	**250**	**10.7%**
Men 50-64 High education	**97**	**86**	**3.7%**
Men 50-64 Mid education	**110**	**105**	**4.5%**
Men 50-64 Low education	**83**	**91**	**3.9%**
Men 25-49 High education	**164**	**219**	**9.4%**
Men 25-49 Mid education	**90**	**154**	**6.6%**
Men 25-49 Low education	**73**	**100**	**4.3%**
Men Under 25 High education	**22**	**23**	**1.0%**
Men Under 25 Mid & Low education	**57**	**100**	**4.3%**
Women Over 65	**354**	**299**	**12.8%**
Women 50-64 High education	**94**	**82**	**3.5%**
Women 50-64 Mid education	**137**	**119**	**5.1%**
Women 50-64 Low education	**101**	**93**	**4.0%**
Women 25-49 High education	**300**	**236**	**10.1%**
Women 25-49 Mid education	**179**	**166**	**7.1%**
Women 25-49 Low education	**52**	**89**	**3.8%**
Women Under 25 High education	**33**	**28**	**1.2%**
Women Under 25 Mid & Low education	**87**	**93**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**236**	**443**	**19.0%**
Medium (3-7)	**1435**	**1400**	**60.0%**
High (8,9,10)	**662**	**490**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**839**	**653**	**28.0%**
C1	**614**	**677**	**29.0%**
C2	**403**	**490**	**21.0%**
DE	**477**	**513**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**980**	**819**	**35.1%**
Leave	**768**	**833**	**35.7%**
Don't Know / Did Not Vote	**585**	**681**	**29.2%**

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

North Con	75	82	3.5%
North Lab	213	170	7.3%
North LD	32	28	1.2%
North Reform	74	68	2.9%
North Oth	54	47	2.0%
North DNV	137	159	6.8%
Midlands Con	57	79	3.4%
Midlands Lab	119	98	4.2%
Midlands LD	24	21	0.9%
Midlands Reform	60	51	2.2%
Midlands Oth	35	30	1.3%
Midlands DNV	84	103	4.4%
London Con	39	42	1.8%
London Lab	98	89	3.8%
London LD	25	23	1.0%
London Reform	18	19	0.8%
London Oth	21	35	1.5%
London DNV	58	75	3.2%
South Con	139	184	7.9%
South Lab	189	159	6.8%
South LD	134	124	5.3%
South Reform	105	91	3.9%
South Oth	64	56	2.4%
South DNV	172	187	8.0%
Wales Con	16	14	0.6%
Wales Lab	35	30	1.3%
Wales LD	6	5	0.2%
Wales PC	16	12	0.5%
Wales Reform	18	14	0.6%
Wales Oth DNV	35	37	1.6%
Scotland Con	15	19	0.8%
Scotland Lab	54	54	2.3%
Scotland LD	17	14	0.6%
Scotland SNP	44	44	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	38	56	2.4%

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Ethnicity (2021/22 Census)

White	**1927**	**1918**	**82.4%**
Asian	**166**	**184**	**7.8%**
Black	**80**	**77**	**3.3%**
Mixed	**73**	**40**	**1.7%**
Refused/Rather not say	**60**	**70**	**3.0%**
Other	**27**	**44**	**1.8%**