

YouGov Survey Results

Sample Size: 2321 Adults in GB
Fieldwork: 12th - 13th 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
	2321	287	308	233	456	227	418	597	214	251	126	815	829	1123	1198	244	959	573	545	1320	985	2008	111	202
	2321	259	358	263	438	242	358	688	226	251	138	936	787	1014	1307	202	869	628	622	1442	869	2037	110	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	5 - 6 Oct	12 - 13 Oct																								
YouGov MRP																										
Con	17	17	100	0	0	0	0	60	2	3	8	4	16	21	13	21	11	13	15	28	17	18	18	19	10	
Lab	20	20	0	100	0	0	0	1	52	7	0	8	29	7	20	19	23	24	19	13	21	17	20	15	19	
Lib Dem	17	16	0	0	100	0	0	6	14	74	1	1	22	9	17	15	20	15	14	18	18	13	17	5	12	
SNP	4	3	0	0	0	0	0	1	1	0	1	0	4	2	3	3	1	3	4	3	3	3	0	0	35	
Plaid Cymru	1	1	0	0	0	0	0	0	2	0	0	2	2	1	1	2	2	1	1	1	1	1	0	27	0	
Reform UK	27	27	0	0	0	100	0	32	10	8	90	3	8	52	30	24	8	25	33	31	21	36	28	30	17	
Green	12	13	0	0	0	0	100	0	15	6	0	81	16	5	13	13	30	16	10	5	16	9	14	3	6	
Other	3	3	0	0	0	0	0	0	3	2	0	1	3	2	2	4	5	2	4	2	2	4	3	3	1	

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	13	100	0	0	0	0	50	2	3	7	3	13	17	10	15	8	9	11	23	13	12	13	16	7
Labour	15	14	0	100	0	0	0	0	41	5	0	6	22	5	15	13	17	15	13	11	16	11	14	10	15
Liberal Democrat	12	10	0	0	100	0	0	5	10	56	0	0	15	6	12	9	12	8	9	13	12	7	11	4	9
Scottish National Party (SNP)	3	2	0	0	0	0	0	0	1	0	1	0	3	2	3	2	1	2	3	2	2	2	0	0	26
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	2	1	0	1	1	2	1	1	1	1	1	0	18	0
Reform UK	20	20	0	0	0	100	0	27	8	8	79	3	7	42	24	17	5	17	26	27	17	25	21	22	14
Green	10	10	0	0	0	0	100	0	13	7	0	69	15	4	11	10	21	12	8	5	13	7	11	2	6
Some other party	2	2	0	0	0	0	0	0	2	1	0	1	2	2	1	2	3	1	3	2	1	3	2	2	1
Would not vote	11	11	0	0	0	0	0	2	3	2	2	3	3	7	9	12	12	15	8	4	7	15	11	14	4
Don't know	13	14	0	0	0	0	0	12	15	16	7	12	16	12	11	16	13	14	16	11	14	13	14	9	15
Refused	3	4	0	0	0	0	0	2	3	3	4	2	2	2	4	4	8	6	2	1	3	4	4	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.

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Fieldwork: 12th - 13th October 2025

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2321	550	381	281	796
Unweighted Sample	2321	558	381	299	799
	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	5 - 6 Oct	12 - 13 Oct				
Con	17	17	16	20	17	19
Lab	20	20	30	15	29	13
Lib Dem	17	16	9	14	16	24
SNP	4	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	27	27	28	35	13	30
Green	12	13	14	13	19	13
Other	3	3	3	3	6	2

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	13	11	15	12	14
Labour	15	14	20	10	21	9
Liberal Democrat	12	10	5	9	10	16
Scottish National Party (SNP)	3	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	20	20	21	25	11	22
Green	10	10	12	8	15	10
Some other party	2	2	2	2	4	1
Would not vote	11	11	13	12	8	10
Don't know	13	14	12	14	14	15
Skipped	3	4	4	5	5	3

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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 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	292	248	10.7%
Men 50-64 High education	98	86	3.7%
Men 50-64 Mid education	102	104	4.5%
Men 50-64 Low education	90	91	3.9%
Men 25-49 High education	172	218	9.4%
Men 25-49 Mid education	99	153	6.6%
Men 25-49 Low education	73	100	4.3%
Men Under 25 High education	28	23	1.0%
Men Under 25 Mid & Low education	60	100	4.3%
Women Over 65	330	297	12.8%
Women 50-64 High education	94	81	3.5%
Women 50-64 Mid education	127	118	5.1%
Women 50-64 Low education	117	93	4.0%
Women 25-49 High education	295	234	10.1%
Women 25-49 Mid education	179	165	7.1%
Women 25-49 Low education	51	88	3.8%
Women Under 25 High education	30	28	1.2%
Women Under 25 Mid & Low education	84	93	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	260	441	19.0%
Medium (3-7)	1434	1393	60.0%
High (8,9,10)	627	487	21.0%
Social Grade (NRS and 2011 census)			
AB	840	650	28.0%
C1	604	673	29.0%
C2	352	487	21.0%
DE	525	511	22.0%
EU Referendum Vote (Election Result)			
Remain	936	815	35.1%
Leave	787	829	35.7%
Don't Know / Did Not Vote	598	678	29.2%

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

North Con	79	81	3.5%
North Lab	196	169	7.3%
North LD	35	28	1.2%
North Reform	61	67	2.9%
North Oth	50	46	2.0%
North DNV	137	158	6.8%
Midlands Con	73	79	3.4%
Midlands Lab	117	97	4.2%
Midlands LD	23	21	0.9%
Midlands Reform	50	51	2.2%
Midlands Oth	37	30	1.3%
Midlands DNV	81	102	4.4%
London Con	28	42	1.8%
London Lab	110	88	3.8%
London LD	28	23	1.0%
London Reform	22	19	0.8%
London Oth	32	35	1.5%
London DNV	79	74	3.2%
South Con	151	183	7.9%
South Lab	184	158	6.8%
South LD	121	123	5.3%
South Reform	94	91	3.9%
South Oth	61	56	2.4%
South DNV	188	186	8.0%
Wales Con	11	14	0.6%
Wales Lab	27	30	1.3%
Wales LD	6	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	16	14	0.6%
Wales Oth DNV	38	37	1.6%
Scotland Con	16	19	0.8%
Scotland Lab	54	53	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	45	44	1.9%
Scotland Reform	8	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	34	56	2.4%

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Ethnicity (2021/22 Census)

White	1904	1908	82.4%
Asian	176	183	7.8%
Black	76	77	3.3%
Mixed	70	39	1.7%
Refused/Rather not say	67	70	3.0%
Other	28	44	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