

YouGov Survey Results

Sample Size: 2389 adults in GB
Fieldwork: 26th - 27th October 2025

	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
	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
Weighted Sample	2389	288	302	242	477	289	430	614	220	258	132	839	853	1156	1233	251	987	590	561	1359	1008
Unweighted Sample	2389	264	341	274	454	286	365	709	247	240	122	962	814	1015	1374	198	898	642	651	1495	881
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

19-20
Oct

26-27
Oct

Con	17	17	100	0	0	0	0	61	5	4	3	1	12	25	15	19	6	12	16	30	17	18
Lab	20	17	0	100	0	0	0	1	50	4	1	4	27	7	20	15	21	22	15	11	19	14
Lib Dem	15	15	0	0	100	0	0	5	13	74	1	4	24	8	13	17	13	16	15	15	18	12
SNP	4	3	0	0	0	0	0	0	2	0	1	0	5	1	3	3	2	4	4	2	3	3
Plaid Cymru	1	1	0	0	0	0	0	1	1	0	0	2	2	1	1	1	2	1	1	1	2	1
Reform UK	26	27	0	0	0	100	0	28	11	5	92	6	9	50	31	23	12	21	36	33	21	37
Green	15	16	0	0	0	0	100	2	18	11	1	82	19	6	14	18	40	21	9	7	19	12
Other	2	3	0	0	0	0	0	2	1	2	2	1	2	2	3	2	3	3	3	1	3	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	13	12	100	0	0	0	0	52	4	3	3	1	9	20	11	13	4	8	12	25	13	12
Labour	14	13	0	100	0	0	0	1	41	4	0	4	22	5	16	11	15	16	11	9	15	11
Liberal Democrat	10	10	0	0	100	0	0	4	10	57	1	2	18	5	9	11	9	10	11	11	12	8
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	0	4	1	2	2	1	3	3	1	2	2
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1
Reform UK	19	21	0	0	0	100	0	26	9	5	81	5	8	41	25	16	7	15	28	28	16	27
Green	11	12	0	0	0	0	100	1	15	10	1	73	16	4	11	14	29	15	7	6	15	8
Some other party	2	2	0	0	0	0	0	1	1	1	2	0	2	2	2	1	2	2	2	1	2	2
Would not vote	11	11	0	0	0	0	0	1	4	3	3	3	5	7	11	11	15	13	11	6	9	14
Don't know	14	12	0	0	0	0	0	11	12	15	8	9	12	12	8	16	11	13	12	11	11	13
Refused	4	4	0	0	0	0	0	2	3	4	2	1	2	3	3	4	7	5	2	1	4	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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		Country			Region in England			
Total		England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2389	2066	115	208	566	392	289	819
Unweighted Sample	2389	2064	122	203	582	399	276	807
	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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	19-20 Oct	26-27 Oct							
Con	17	17	18	6	11	16	21	18	18
Lab	20	17	18	18	9	21	14	29	15
Lib Dem	15	15	17	7	8	13	12	11	23
SNP	4	3	0	0	35	0	0	0	0
Plaid Cymru	1	1	0	27	0	0	0	0	0
Reform UK	26	27	27	36	22	29	32	17	27
Green	15	16	17	5	15	17	17	21	15
Other	2	3	3	0	1	4	3	4	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	13	12	13	5	8	11	15	12	14
Labour	14	13	14	15	7	15	10	22	12
Liberal Democrat	10	10	11	4	4	9	8	8	16
Scottish National Party (SNP)	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	16	0	0	0	0	0
Reform UK	19	21	20	28	17	22	22	12	22
Green	11	12	13	4	12	13	12	16	11
Some other party	2	2	2	0	1	3	2	3	1
Would not vote	11	11	11	11	9	13	15	9	9
Don't know	14	12	12	13	15	13	10	12	13
Refused	4	4	4	4	2	2	6	6	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	295	256	10.7%
Men 50-64 High education	88	88	3.7%
Men 50-64 Mid education	112	108	4.5%
Men 50-64 Low education	96	93	3.9%
Men 25-49 High education	168	225	9.4%
Men 25-49 Mid education	104	158	6.6%
Men 25-49 Low education	71	103	4.3%
Men Under 25 High education	24	24	1.0%
Men Under 25 Mid & Low education	57	103	4.3%
Women Over 65	356	306	12.8%
Women 50-64 High education	112	84	3.5%
Women 50-64 Mid education	130	122	5.1%
Women 50-64 Low education	104	96	4.0%
Women 25-49 High education	310	241	10.1%
Women 25-49 Mid education	194	170	7.1%
Women 25-49 Low education	51	91	3.8%
Women Under 25 High education	31	29	1.2%
Women Under 25 Mid & Low education	86	96	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	339	454	19.0%
Medium (3-7)	1446	1433	60.0%
High (8,9,10)	604	502	21.0%
Social Grade (NRS and 2011 census)			
AB	871	669	28.0%
C1	626	693	29.0%
C2	400	502	21.0%
DE	492	526	22.0%
EU Referendum Vote (Election Result)			
Remain	962	839	35.1%
Leave	814	853	35.7%
Don't Know / Did Not Vote	613	698	29.2%

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

North Con	88	84	3.5%
North Lab	200	174	7.3%
North LD	40	29	1.2%
North Reform	73	69	2.9%
North Oth	46	48	2.0%
North DNV	135	162	6.8%
Midlands Con	60	81	3.4%
Midlands Lab	122	100	4.2%
Midlands LD	28	22	0.9%
Midlands Reform	53	53	2.2%
Midlands Oth	33	31	1.3%
Midlands DNV	103	105	4.4%
London Con	37	43	1.8%
London Lab	101	91	3.8%
London LD	24	24	1.0%
London Reform	16	19	0.8%
London Oth	20	36	1.5%
London DNV	78	76	3.2%
South Con	144	189	7.9%
South Lab	198	162	6.8%
South LD	136	127	5.3%
South Reform	69	93	3.9%
South Oth	67	57	2.4%
South DNV	193	191	8.0%
Wales Con	16	14	0.6%
Wales Lab	30	31	1.3%
Wales LD	5	5	0.2%
Wales PC	15	12	0.5%
Wales Reform	18	14	0.6%
Wales Oth DNV	38	38	1.6%
Scotland Con	20	19	0.8%
Scotland Lab	58	55	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	48	45	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	46	57	2.4%

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Ethnicity (2021/22 Census)

White	1994	1964	82.4%
Asian	157	189	7.8%
Black	92	79	3.3%
Mixed	69	41	1.7%
Refused/Rather not say	61	72	3.0%
Other	16	45	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