

YouGov Survey Results

Sample Size: 2376 Adults in GB
Fieldwork: 2nd - 3rd November 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	2376	274	307	225	449	284	428	611	219	257	147	834	848	1150	1226	249	981	587	558	1354	1006	2055	114	207
Unweighted Sample	2376	256	339	259	446	302	389	679	247	271	169	954	810	1027	1349	190	900	646	640	1465	901	2082	121	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		26-27 Oct	2 - 3 Nov																						
HEADLINE VOTING INTENTION																									
Westminster Voting Intention																									
[Headline voting intention projected by YouGov MRP model]																									
Con	17	16	100	0	0	0	0	59	5	4	3	4	13	23	16	17	6	13	16	25	16	16	18	12	4
Lab	17	20	0	100	0	0	0	2	50	5	0	5	27	8	19	20	28	23	18	13	22	16	20	15	18
Lib Dem	15	15	0	0	100	0	0	5	14	69	2	3	23	8	13	16	16	14	14	17	17	12	16	4	10
SNP	3	3	0	0	0	0	0	0	1	0	0	1	6	1	4	2	1	4	4	2	2	5	0	0	35
Plaid Cymru	1	1	0	0	0	0	0	0	2	0	0	1	2	1	1	1	3	1	1	1	1	1	0	28	0
Reform UK	27	27	0	0	0	100	0	31	8	11	92	9	8	52	31	23	7	21	34	36	23	34	28	21	19
Green	16	16	0	0	0	0	100	0	18	11	1	77	18	6	12	19	37	21	12	5	17	13	16	19	10
Other	3	2	0	0	0	0	0	1	3	0	1	1	3	2	2	2	2	2	2	2	2	2	2	2	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	12	100	0	0	0	0	51	3	3	3	2	10	18	12	11	5	9	12	20	13	11	13	9	3
Labour	13	13	0	100	0	0	0	2	38	4	0	4	20	5	15	12	19	15	13	10	16	10	13	12	14
Liberal Democrat	10	10	0	0	100	0	0	4	10	55	2	3	17	5	10	10	10	8	9	12	12	7	10	3	7
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	1	4	1	3	1	1	2	2	2	1	3	0	0	24
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	0	0	1	0	1	1	2	1	1	1	1	1	0	17	0
Reform UK	21	20	0	0	0	100	0	27	6	9	81	6	6	40	25	14	5	14	26	29	17	23	20	16	13
Green	12	12	0	0	0	0	100	0	16	11	1	67	16	5	11	13	28	15	10	4	15	9	13	14	9
Some other party	2	2	0	0	0	0	0	1	2	0	1	1	2	1	2	1	2	1	1	2	2	2	2	1	2
Would not vote	11	11	0	0	0	0	0	1	4	1	3	5	5	8	9	14	13	16	10	4	8	16	11	13	12
Don't know	12	14	0	0	0	0	0	14	17	14	6	8	17	13	9	19	9	15	14	16	13	16	14	9	13
Skipped	4	3	0	0	0	0	0	1	1	2	3	3	2	2	3	4	8	4	2	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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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2376	563	390	287	815
Unweighted Sample	2376	542	407	274	859
	%	%	%	%	%

	26-27 Oct	2 - 3 Nov				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	17	16	14	21	16	19
Lab	17	20	27	17	26	15
Lib Dem	15	15	11	11	16	22
SNP	3	3	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	27	27	32	31	13	30
Green	16	16	15	14	25	14
Other	3	2	1	5	4	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	12	10	16	13	14
Labour	13	13	16	12	17	10
Liberal Democrat	10	10	7	7	10	14
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	21	20	22	23	10	22
Green	12	12	12	10	19	11
Some other party	2	2	1	4	2	1
Would not vote	11	11	12	11	12	11
Don't know	12	14	16	14	14	13
Skipped	4	3	4	3	2	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	286	254	10.7%
Men 50-64 High education	96	88	3.7%
Men 50-64 Mid education	106	107	4.5%
Men 50-64 Low education	94	93	3.9%
Men 25-49 High education	193	223	9.4%
Men 25-49 Mid education	111	157	6.6%
Men 25-49 Low education	60	102	4.3%
Men Under 25 High education	18	24	1.0%
Men Under 25 Mid & Low education	63	102	4.3%
Women Over 65	354	304	12.8%
Women 50-64 High education	101	83	3.5%
Women 50-64 Mid education	142	121	5.1%
Women 50-64 Low education	107	95	4.0%
Women 25-49 High education	293	240	10.1%
Women 25-49 Mid education	185	169	7.1%
Women 25-49 Low education	58	90	3.8%
Women Under 25 High education	29	29	1.2%
Women Under 25 Mid & Low education	80	95	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	277	452	19.0%
Medium (3-7)	1512	1426	60.0%
High (8,9,10)	587	499	21.0%
Social Grade (NRS and 2011 census)			
AB	828	665	28.0%
C1	637	689	29.0%
C2	384	499	21.0%
DE	527	523	22.0%
EU Referendum Vote (Election Result)			
Remain	954	834	35.1%
Leave	810	848	35.7%
Don't Know / Did Not Vote	612	694	29.2%

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

North Con	91	83	3.5%
North Lab	193	173	7.3%
North LD	30	29	1.2%
North Reform	72	69	2.9%
North Oth	52	48	2.0%
North DNV	104	162	6.8%
Midlands Con	69	81	3.4%
Midlands Lab	121	100	4.2%
Midlands LD	23	21	0.9%
Midlands Reform	57	52	2.2%
Midlands Oth	42	31	1.3%
Midlands DNV	95	105	4.4%
London Con	35	43	1.8%
London Lab	93	90	3.8%
London LD	29	24	1.0%
London Reform	16	19	0.8%
London Oth	40	36	1.5%
London DNV	61	76	3.2%
South Con	166	188	7.9%
South Lab	187	162	6.8%
South LD	145	126	5.3%
South Reform	102	93	3.9%
South Oth	71	57	2.4%
South DNV	188	190	8.0%
Wales Con	14	14	0.6%
Wales Lab	31	31	1.3%
Wales LD	5	5	0.2%
Wales PC	11	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	45	38	1.6%
Scotland Con	14	19	0.8%
Scotland Lab	54	55	2.3%
Scotland LD	15	14	0.6%
Scotland SNP	38	45	1.9%
Scotland Reform	9	10	0.4%
Scotland Oth	3	7	0.3%
Scotland DNV	40	57	2.4%

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Ethnicity (2021/22 Census)

White	1974	1953	82.4%
Asian	169	188	7.8%
Black	77	78	3.3%
Mixed	57	40	1.7%
Refused/Rather not say	74	71	3.0%
Other	25	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