

YouGov Survey Results

Sample Size: 2355 Adults in GB
Fieldwork: 16th - 17th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2355	424	605	217	254	135	827	841	1140	1215	247	973	582	553	1340	1000	2037	113	205	558	386	285	808
Unweighted Sample	2355	377	677	229	267	153	970	778	1026	1329	184	904	633	634	1478	869	2038	117	200	541	401	292	804
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	9 - 10 Nov	16 - 17 Nov																						
Con	18	17	59	3	3	5	4	14	24	15	19	7	10	20	29	19	15	18	12	9	15	18	15	22
Lab	19	19	2	50	6	1	5	28	9	19	20	23	25	16	13	22	15	20	18	16	27	19	25	13
Lib Dem	14	13	2	11	67	0	5	20	5	12	14	14	14	12	13	14	12	14	2	12	9	8	15	19
SNP	3	3	0	2	0	0	0	5	0	4	2	3	2	4	3	3	3	0	0	32	0	0	0	0
Plaid Cymru	2	2	0	2	0	1	1	3	1	1	2	0	2	1	2	2	1	0	31	0	0	0	0	0
Reform UK	26	27	33	10	3	90	3	7	53	31	23	5	22	34	34	20	37	27	26	20	29	36	15	26
Green	15	17	1	20	20	1	79	21	6	17	17	47	23	10	4	19	14	18	9	9	17	16	26	18
Other	3	2	1	2	1	1	3	2	3	2	3	2	2	3	2	2	3	2	2	1	2	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	49	2	2	4	3	11	17	11	12	4	7	14	21	14	9	12	8	7	10	11	10	15
Labour	13	13	2	38	5	1	4	22	6	14	13	15	16	11	10	16	9	14	13	11	18	13	18	9
Liberal Democrat	9	9	2	8	55	0	3	15	4	9	9	7	9	8	10	10	8	9	2	10	6	6	9	13
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	0	3	1	1	1	3	2	2	2	0	0	21	0	0	0	0
Plaid Cymru	1	1	0	2	0	1	0	2	0	1	1	0	1	1	1	1	1	0	21	0	0	0	0	0
Reform UK	20	20	32	8	3	81	3	6	43	25	15	4	15	28	28	16	25	21	18	13	23	27	12	20
Green	11	13	1	18	18	1	69	19	5	14	13	32	17	8	4	16	10	15	6	6	13	13	22	14
Some other party	2	2	1	1	0	1	2	1	2	1	2	1	1	2	2	1	2	2	1	0	1	2	4	1
Would not vote	11	11	2	4	2	1	3	5	7	9	13	12	14	10	7	7	17	11	7	14	13	12	9	11
Don't know	14	13	10	14	14	7	13	14	14	10	17	13	13	14	15	14	13	13	22	15	12	15	11	13
Refused	3	3	2	3	1	3	0	2	2	3	3	9	4	1	1	3	3	4	3	2	4	3	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	285	252	10.7%
Men 50-64 High education	92	87	3.7%
Men 50-64 Mid education	113	106	4.5%
Men 50-64 Low education	87	92	3.9%
Men 25-49 High education	203	221	9.4%
Men 25-49 Mid education	95	155	6.6%
Men 25-49 Low education	74	101	4.3%
Men Under 25 High education	21	24	1.0%
Men Under 25 Mid & Low education	56	101	4.3%
Women Over 65	349	301	12.8%
Women 50-64 High education	101	82	3.5%
Women 50-64 Mid education	132	120	5.1%
Women 50-64 Low education	108	94	4.0%
Women 25-49 High education	298	238	10.1%
Women 25-49 Mid education	185	167	7.1%
Women 25-49 Low education	49	89	3.8%
Women Under 25 High education	25	28	1.2%
Women Under 25 Mid & Low education	82	94	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	306	447	19.0%
Medium (3-7)	1432	1413	60.0%
High (8,9,10)	617	495	21.0%
Social Grade (NRS and 2011 census)			
AB	846	659	28.0%
C1	633	683	29.0%
C2	390	495	21.0%
DE	486	518	22.0%
EU Referendum Vote (Election Result)			
Remain	970	827	35.1%
Leave	778	841	35.7%
Don't Know / Did Not Vote	607	688	29.2%

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

North Con	73	82	3.5%
North Lab	194	172	7.3%
North LD	29	28	1.2%
North Reform	67	68	2.9%
North Oth	46	47	2.0%
North DNV	132	160	6.8%
Midlands Con	76	80	3.4%
Midlands Lab	117	99	4.2%
Midlands LD	25	21	0.9%
Midlands Reform	58	52	2.2%
Midlands Oth	35	31	1.3%
Midlands DNV	90	104	4.4%
London Con	48	42	1.8%
London Lab	91	89	3.8%
London LD	25	24	1.0%
London Reform	21	19	0.8%
London Oth	42	35	1.5%
London DNV	65	75	3.2%
South Con	143	186	7.9%
South Lab	191	160	6.8%
South LD	132	125	5.3%
South Reform	98	92	3.9%
South Oth	69	57	2.4%
South DNV	171	188	8.0%
Wales Con	18	14	0.6%
Wales Lab	30	31	1.3%
Wales LD	4	5	0.2%
Wales PC	14	12	0.5%
Wales Reform	14	14	0.6%
Wales Oth DNV	37	38	1.6%
Scotland Con	19	19	0.8%
Scotland Lab	54	54	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	45	45	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	50	57	2.4%

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Ethnicity (2021/22 Census)

White	1924	1936	82.4%
Asian	185	186	7.8%
Black	85	78	3.3%
Mixed	68	40	1.7%
Refused/Rather not say	76	71	3.0%
Other	17	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