YouGov Survey Results

Sample Size: 2366 Adults in GB
Fieldwork: 30th November - 1st December 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	**2366**	426	608	218	256	143	830	845	1145	1221	248	977	584	556	1347	1004	2047	114	206	561	388	286	812
Unweighted Sample	**2366**	377	655	242	252	163	949	792	1008	1358	206	886	615	659	1424	930	2064	135	167	530	402	289	843
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23 - 24 Nov	30 Nov - 1 Dec																						
HEADLINE VOTING INTENTION																								
Westminster Voting Intention																								
[Headline voting intention projected by YouGov MRP model]																								
Con	*18*	**19**	63	3	6	7	5	15	26	15	22	7	15	17	31	19	18	20	17	9	19	24	17	19
Lab	*19*	**19**	2	49	8	1	2	27	8	19	18	25	23	16	13	20	16	20	8	16	21	20	31	14
Lib Dem	*15*	**14**	4	14	66	2	1	19	10	14	14	14	13	15	14	15	12	14	5	12	10	11	11	21
SNP	*3*	**3**	0	2	0	1	0	5	2	3	3	1	4	4	3	4	3	0	0	39	0	0	0	0
Plaid Cymru	*1*	**1**	0	2	1	0	1	2	1	2	1	1	2	1	1	2	1	0	30	0	0	0	0	0
Reform UK	*25*	**26**	28	9	7	86	5	8	46	31	20	10	21	34	30	19	35	27	27	14	29	30	18	27
Green	*16*	**16**	1	20	11	1	85	22	4	13	19	37	21	10	7	19	12	17	10	8	19	14	22	16
Other	*3*	**2**	3	1	1	3	1	2	3	3	2	4	2	3	1	2	3	2	3	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	*13*	**13**	54	2	4	5	4	12	20	11	15	4	10	12	26	14	13	14	12	7	12	17	12	15
Labour	*13*	**13**	1	38	7	1	1	21	6	15	12	18	15	11	10	14	11	14	5	12	14	13	22	10
Liberal Democrat	*10*	**10**	3	10	54	2	0	14	7	11	9	11	8	11	11	11	9	10	4	10	6	7	8	15
Scottish National Party (SNP)	*2*	**2**	0	1	0	0	0	4	1	2	2	1	2	3	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	*1*	**1**	0	2	1	0	1	2	1	2	1	0	1	1	1	2	1	0	24	0	0	0	0	0
Reform UK	*19*	**20**	26	7	6	77	4	6	38	26	14	8	16	26	26	15	26	21	20	10	21	23	13	22
Green	*12*	**12**	1	16	12	1	70	17	4	11	14	30	14	8	6	15	8	13	7	5	14	10	17	13
Some other party	*2*	**2**	2	0	1	2	1	1	2	2	1	3	1	2	1	1	2	2	2	1	1	2	1	2
Would not vote	*10*	**10**	1	6	2	2	3	6	6	8	12	7	14	10	4	8	12	10	11	10	13	8	9	9
Don't know	*13*	**14**	10	16	11	9	12	14	13	10	17	12	15	14	11	14	13	14	11	15	15	16	14	11
Refused	*4*	**3**	2	2	1	1	4	3	2	3	3	5	5	2	1	2	4	3	3	6	3	3	3	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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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.

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	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	**292**	**253**	**10.7%**
Men 50-64 High education	**87**	**88**	**3.7%**
Men 50-64 Mid education	**111**	**106**	**4.5%**
Men 50-64 Low education	**82**	**92**	**3.9%**
Men 25-49 High education	**157**	**222**	**9.4%**
Men 25-49 Mid education	**111**	**156**	**6.6%**
Men 25-49 Low education	**76**	**102**	**4.3%**
Men Under 25 High education	**21**	**24**	**1.0%**
Men Under 25 Mid & Low education	**71**	**102**	**4.3%**
Women Over 65	**367**	**303**	**12.8%**
Women 50-64 High education	**94**	**83**	**3.5%**
Women 50-64 Mid education	**134**	**121**	**5.1%**
Women 50-64 Low education	**107**	**95**	**4.0%**
Women 25-49 High education	**300**	**239**	**10.1%**
Women 25-49 Mid education	**186**	**168**	**7.1%**
Women 25-49 Low education	**56**	**90**	**3.8%**
Women Under 25 High education	**30**	**28**	**1.2%**
Women Under 25 Mid & Low education	**84**	**95**	**4.0%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**295**	**450**	**19.0%**
Medium (3-7)	**1458**	**1420**	**60.0%**
High (8,9,10)	**613**	**497**	**21.0%**
Social Grade (NRS and 2011 census)			
AB	**812**	**662**	**28.0%**
C1	**614**	**686**	**29.0%**
C2	**423**	**497**	**21.0%**
DE	**517**	**521**	**22.0%**
EU Referendum Vote (Election Result)			
Remain	**949**	**830**	**35.1%**
Leave	**792**	**845**	**35.7%**
Don't Know / Did Not Vote	**625**	**691**	**29.2%**

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

North Con	**72**	**83**	**3.5%**
North Lab	**188**	**173**	**7.3%**
North LD	**35**	**28**	**1.2%**
North Reform	**56**	**69**	**2.9%**
North Oth	**52**	**47**	**2.0%**
North DNV	**127**	**161**	**6.8%**
Midlands Con	**61**	**80**	**3.4%**
Midlands Lab	**120**	**99**	**4.2%**
Midlands LD	**25**	**21**	**0.9%**
Midlands Reform	**55**	**52**	**2.2%**
Midlands Oth	**36**	**31**	**1.3%**
Midlands DNV	**105**	**104**	**4.4%**
London Con	**38**	**43**	**1.8%**
London Lab	**88**	**90**	**3.8%**
London LD	**28**	**24**	**1.0%**
London Reform	**17**	**19**	**0.8%**
London Oth	**42**	**35**	**1.5%**
London DNV	**76**	**76**	**3.2%**
South Con	**172**	**187**	**7.9%**
South Lab	**183**	**161**	**6.8%**
South LD	**131**	**125**	**5.3%**
South Reform	**96**	**92**	**3.9%**
South Oth	**65**	**57**	**2.4%**
South DNV	**196**	**189**	**8.0%**
Wales Con	**17**	**14**	**0.6%**
Wales Lab	**36**	**31**	**1.3%**
Wales LD	**5**	**5**	**0.2%**
Wales PC	**15**	**12**	**0.5%**
Wales Reform	**18**	**14**	**0.6%**
Wales Oth DNV	**44**	**38**	**1.6%**
Scotland Con	**17**	**19**	**0.8%**
Scotland Lab	**40**	**54**	**2.3%**
Scotland LD	**18**	**14**	**0.6%**
Scotland SNP	**40**	**45**	**1.9%**
Scotland Reform	**10**	**9**	**0.4%**
Scotland Oth	**3**	**7**	**0.3%**
Scotland DNV	**39**	**57**	**2.4%**

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Ethnicity (2021/22 Census)

White	**1948**	**1945**	**82.4%**
Asian	**175**	**187**	**7.8%**
Black	**78**	**78**	**3.3%**
Mixed	**71**	**40**	**1.7%**
Refused/Rather not say	**63**	**71**	**3.0%**
Other	**31**	**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

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