

YouGov Survey Results

Sample size: 2312 adults in GB

Fieldwork: 4th - 5th October 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2312	416	594	213	250	131	786	832	1117	1195	243	953	571	546	784	518	691	2000	111	201	548	379	280	793
Unweighted Sample	2312	340	636	223	253	133	944	747	1014	1298	179	860	657	616	958	504	522	1970	136	206	553	377	218	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27 - 28
Sep

4 - 5
Oct

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention from constituency vote projected by YouGov MRP model]

Con	19	20	57	5	13	10	5	18	25	18	21	4	15	21	26	24	19	17	21	12	11	17	25	21	21
Lab	24	27	5	66	13	1	21	40	13	28	26	40	31	26	22	32	29	19	28	19	22	38	27	34	20
Lib Dem	12	11	4	7	60	1	6	17	5	7	15	11	11	12	11	13	15	7	12	4	11	6	6	11	19
SNP	2	3	0	0	0	0	0	3	2	3	2	2	1	2	4	2	2	5	0	0	28	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	1	2	1	2	1	2	1	1	1	2	1	1	0	25	0	0	0	0	0
Reform UK	25	22	29	7	3	73	3	6	41	27	18	4	16	24	29	15	25	32	22	26	15	22	26	11	25
Green	11	11	1	11	10	0	61	11	4	9	12	36	16	7	4	9	7	9	11	10	8	11	8	20	10
Your Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Restore Britain	3	3	2	2	0	13	0	1	6	4	3	1	4	6	1	2	1	7	3	5	3	3	3	1	4
Other	2	2	1	1	0	2	4	1	3	3	1	0	2	2	2	2	1	3	2	0	1	3	4	2	0

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	13	48	3	8	10	5	13	19	13	13	2	9	17	20	18	13	10	14	10	7	12	16	13	14
Labour	21	24	5	61	17	1	15	38	13	26	21	31	24	23	21	29	24	20	24	24	21	28	25	32	18
Liberal Democrat	7	6	1	4	36	0	6	10	3	5	7	8	5	5	7	7	7	4	6	4	6	3	4	6	9
Scottish National Party (SNP)	2	2	0	0	0	0	0	3	1	2	2	1	1	2	4	1	1	4	0	0	23	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	0	14	0	0	0	0	0
Reform UK	16	15	23	4	3	64	3	4	32	19	12	2	11	19	22	10	19	21	16	17	8	16	16	9	18
Green	10	8	1	8	9	0	48	9	3	7	9	23	9	4	2	7	5	7	8	5	6	8	6	15	7
Some other party	3	4	1	2	0	12	2	2	6	5	3	2	5	4	2	2	3	6	4	4	3	4	4	2	4
Would not vote	10	10	3	3	4	1	3	4	6	9	12	12	16	6	4	8	10	10	10	11	10	12	11	7	10
Don't know	13	14	16	12	17	10	15	14	15	10	17	7	13	16	16	14	15	13	14	10	14	12	14	12	16
Refused	4	4	1	3	5	1	3	3	2	3	5	9	6	2	1	3	3	5	4	2	2	4	5	4	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	14	49	4	10	11	4	15	20	14	14	4	11	17	22	19	14	12	15	11	6	12	18	16	16
Labour	19	23	6	60	10	1	15	34	13	26	19	32	23	21	20	27	23	18	23	19	17	30	23	31	16
Liberal Democrat	10	8	3	5	45	1	5	13	4	5	10	9	7	8	9	10	10	5	8	3	8	5	4	9	12
Scottish National Party (SNP)	2	2	0	0	0	0	0	3	1	2	2	2	1	2	4	1	1	4	0	0	26	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	0	1	1	1	1	1	1	1	1	1	1	0	19	0	0	0	0	0	0
Reform UK	16	15	23	4	2	63	2	5	31	19	12	3	11	19	22	10	19	21	15	17	10	16	17	8	17
Green	10	8	1	8	8	0	48	9	3	7	8	20	9	5	3	7	5	7	8	7	5	8	5	14	7
Some other party	3	4	2	2	0	13	3	2	6	5	3	1	4	5	2	2	3	6	4	4	3	5	4	2	4
Would not vote	10	10	3	2	4	1	3	4	6	9	11	11	16	6	4	7	9	11	10	10	10	12	11	7	9
Don't know	12	12	10	12	17	8	14	12	13	9	14	7	11	15	11	11	12	11	12	7	11	8	13	10	15
Refused	4	4	2	2	4	1	6	2	2	3	5	9	6	2	1	3	4	4	4	3	3	4	5	4	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=79]

Workers Party GB	0	0	0	0	0	0	0	0	1	0	0	1	0	0	2	0	0	0	7	0	0	0	0	0	0
Social Democratic Party	0	2	8	0	0	0	5	2	3	0	0	0	0	12	4	0	2	2	0	0	3	5	0	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	0	4	0	24	0	2	3	6	0	11	0	4	6	0	9	4	4	4	0	0	11	4	0	0	0
Your Party	3	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	2
Restore Britain	63	66	49	65	0	89	40	71	66	66	100	68	76	31	56	59	72	64	93	80	58	50	18	89	
Some other party	25	22	42	11	0	10	46	18	23	21	0	18	15	57	38	20	17	24	0	20	24	31	68	7	
Don't know	9	4	0	0	0	73	7	4	4	2	0	6	2	0	0	11	3	4	0	0	4	10	0	2	
Refused	1	1	0	0	0	0	0	0	2	0	0	3	0	0	0	0	0	1	0	0	0	0	14	0	

*This survey was carried out online.
The figures have been weighted and are representative of all adults in GB(aged 18+).

*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 65+	268	250	10.8%
Men 50-64 high education	108	92	4%
Men 50-64 med education	98	99	4.3%
Men 50-64 low education	92	88	3.8%
Men 40-49 high education	75	74	3.2%
Men 40-49 med education	55	60	2.6%
Men 40-49 low education	32	46	2%
Men 25-39 high education	98	125	5.4%
Men 25-39 med & low education	120	160	6.9%
Men 18-24 high education	23	28	1.2%
Men 18-24 med & low education	45	95	4.1%
Women 65+	348	296	12.8%
Women 50-64 high education	125	97	4.2%
Women 50-64 med education	108	95	4.1%
Women 50-64 low education	126	99	4.3%
Women 40-49 high education	121	88	3.8%
Women 40-49 med education	61	58	2.5%
Women 40-49 low education	38	42	1.8%
Women 25-39 high education	170	157	6.8%
Women 25-39 med & low education	90	143	6.2%
Women 18-24 high education	33	35	1.5%
Women 18-24 med & low education	78	86	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	304	439	19.0%
Medium (3-7)	1379	1387	60.0%
High (8,9,10)	629	486	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	68	81	3.5%
North Lab	195	169	7.3%
North LD	31	28	1.2%
North Reform	62	67	2.9%
North Oth	43	46	2.0%
North DNV	154	157	6.8%
Midlands Con	56	79	3.4%
Midlands Lab	116	97	4.2%

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Midlands LD	19	21	0.9%
Midlands Reform	52	51	2.2%
Midlands Oth	29	30	1.3%
Midlands DNV	105	102	4.4%
London Con	35	42	1.8%
London Lab	57	88	3.8%
London LD	23	23	1.0%
London Reform	18	18	0.8%
London Oth	26	35	1.5%
London DNV	59	74	3.2%
South Con	143	183	7.9%
South Lab	183	157	6.8%
South LD	131	123	5.3%
South Reform	98	90	3.9%
South Oth	63	55	2.4%
South DNV	204	185	8.0%
Wales Con	17	14	0.6%
Wales Lab	28	30	1.3%
Wales LD	6	5	0.2%
Wales PC	15	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	57	37	1.6%
Scotland Con	21	18	0.8%
Scotland Lab	57	53	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	43	44	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	56	55	2.4%
EU Referendum Vote (Election Result)			
Remain	944	786	35.1%
Leave	747	832	35.7%
Don't Know / Did Not Vote	621	694	29.2%

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Ethnicity (2021/22 Census)

White	1871	1900	82.2%
Asian	174	183	7.9%
Black	64	76	3.3%
Mixed	68	39	1.7%
Refused/Rather not say	102	69	3%
Other	33	44	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	378	307	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	580	476	20.6%
L7 Intermediate occupations	351	273	11.8%
L8 and L9 Small employers and own account workers	153	245	10.6%
L10 and L11 Lower supervisory and technical occupations	133	132	5.7%
L12 Semi-routine occupations	229	271	11.7%
L13 Routine occupations	160	289	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	237	197	8.5%
L15 Full-time students	91	123	5.3%

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