

YouGov Survey Results

Sample size: 2393 adults in GB

Fieldwork: 11th - 12th October 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2393	431	615	220	258	144	814	861	1156	1237	251	986	591	565	811	536	716
Unweighted Sample	2393	383	678	221	242	151	938	781	1064	1329	196	943	675	579	993	527	533
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4 - 5 Oct	11 - 12 Oct																
HEADLINE VOTING INTENTION																		
Westminster Voting Intention																		
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>																		
Con	20	23	62	7	11	17	13	20	31	21	25	7	16	22	34	21	29	24
Lab	27	24	4	60	16	2	15	35	12	26	23	37	29	22	20	30	20	18
Lib Dem	11	12	5	9	60	0	6	19	6	11	14	9	13	13	12	15	15	8
SNP	3	3	0	2	1	0	1	5	1	3	3	5	3	3	3	3	3	4
Plaid Cymru	1	1	0	1	0	0	0	2	0	1	1	1	2	1	1	2	0	1
Reform UK	22	21	26	8	3	68	2	4	40	25	17	7	16	25	24	17	21	27
Green	11	11	1	11	6	1	62	12	5	8	14	34	16	9	4	10	8	11
Your Party	0	0	0	1	1	0	0	1	0	0	0	0	0	1	0	0	1	0
Restore Britain	3	2	1	1	1	10	0	1	3	3	2	0	4	3	1	2	1	5
Other	2	1	2	1	1	2	0	1	2	2	1	1	1	2	1	1	1	2
If there were a general election held tomorrow, which party would you vote for?																		
Conservative	13	15	49	4	7	14	11	14	22	14	15	4	9	17	26	15	20	13
Labour	24	22	4	53	25	2	16	33	12	24	20	29	22	20	19	27	20	18
Liberal Democrat	6	7	2	5	41	0	3	11	3	7	6	7	7	6	6	9	6	4
Scottish National Party (SNP)	2	3	0	1	1	0	1	4	1	3	2	3	2	2	3	2	2	3
Plaid Cymru	1	1	0	1	0	0	1	1	0	1	1	1	1	1	0	1	0	1
Reform UK	15	16	22	5	4	61	2	5	33	21	11	6	13	20	22	14	17	20
Green	8	9	1	10	6	0	50	11	4	7	10	20	12	5	2	9	7	9
Some other party	4	3	2	1	1	11	1	2	4	4	2	3	3	4	1	1	3	4
Would not vote	10	9	3	4	1	2	2	5	6	7	12	9	12	9	4	7	11	10
Don't know	14	13	15	13	13	9	13	13	15	8	18	10	12	14	15	11	11	15
Refused	4	3	1	3	2	0	1	2	1	3	4	8	5	1	0	3	2	3

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		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2393	2070	115	208	567	392	290	821
Unweighted Sample	2393	2050	123	220	538	408	263	841
	%	%	%	%	%	%	%	%

	4 - 5 Oct	11 - 12 Oct							
HEADLINE VOTING INTENTION									
Westminster Voting Intention									
<i>[Headline voting intention from constituency vote projected by YouGov MRP model]</i>									
Con	20	23	25	13	9	21	27	27	26
Lab	27	24	25	23	16	32	25	27	20
Lib Dem	11	12	13	6	8	8	8	13	19
SNP	3	3	0	0	38	0	0	0	0
Plaid Cymru	1	1	0	25	0	0	0	0	0
Reform UK	22	21	21	24	18	23	27	14	19
Green	11	11	11	6	9	10	11	16	11
Your Party	0	0	0	0	0	1	0	1	0
Restore Britain	3	2	3	2	2	3	2	2	3
Other	2	1	1	1	0	2	1	1	2

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

Conservative	13	15	15	11	9	13	15	20	16
Labour	24	22	23	24	14	27	18	26	21
Liberal Democrat	6	7	7	5	4	4	6	9	10
Scottish National Party (SNP)	2	3	0	0	29	0	0	0	0
Plaid Cymru	1	1	0	16	0	0	0	0	0
Reform UK	15	16	17	15	12	18	19	11	16
Green	8	9	9	5	8	9	9	12	8
Some other party	4	3	3	2	1	3	2	4	3
Would not vote	10	9	9	13	8	11	11	3	9
Don't know	14	13	14	5	14	12	16	12	14
Refused	4	3	3	4	1	3	4	4	3

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2393	431	615	220	258	144	814	861	1156	1237	251	986	591	565	811	536	716
Unweighted Sample	2393	383	678	221	242	151	938	781	1064	1329	196	943	675	579	993	527	533
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	16	50	5	8	16	11	15	24	15	16	4	10	18	29	16	21	15
Labour	23	19	4	50	14	2	13	29	10	22	16	25	21	17	17	25	16	14
Liberal Democrat	8	9	4	7	50	0	6	14	5	9	9	7	8	10	10	11	11	6
Scottish National Party (SNP)	2	3	0	2	1	0	1	4	1	3	2	3	3	3	3	2	2	3
Plaid Cymru	1	1	0	1	0	0	1	2	0	1	1	1	2	1	1	2	0	1
Reform UK	15	15	20	6	3	59	1	4	31	19	11	6	12	19	20	13	15	19
Green	8	10	1	10	6	1	57	12	4	8	11	21	12	7	4	9	8	10
Some other party	4	3	2	1	1	11	0	1	4	4	2	2	3	4	1	1	2	4
Would not vote	10	9	3	4	1	3	2	5	6	8	11	9	12	10	4	7	11	10
Don't know	12	12	13	12	11	8	8	11	13	8	16	10	12	12	11	10	10	14
Refused	4	4	2	3	5	1	0	2	1	3	4	11	5	1	1	4	2	4

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Weighted Sample Unweighted Sample		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2393	2070	115	208	567	392	290	821
	2393	2050	123	220	538	408	263	841
	%	%	%	%	%	%	%	%

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

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

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=59]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	2	10	0	0	0	0	0	4	3	0	0	0	6	0	6	0
Trade Unionist and Socialist Coalition	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
UK Independence Party (UKIP)	4	7	0	22	0	6	0	8	10	2	17	0	6	3	26	8	6
Your Party	1	2	0	7	32	0	0	12	0	2	3	0	0	6	0	7	0
Restore Britain	66	66	33	63	24	87	0	53	63	65	67	44	83	60	31	75	49
Some other party	22	20	57	7	44	8	0	26	23	24	13	19	11	25	43	17	32
Don't know	4	2	0	0	0	0	0	0	0	2	0	20	0	0	0	0	0
Refused	1	1	0	0	0	0	0	0	0	2	0	17	0	0	0	0	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.

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	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=59]

Workers Party GB	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	2	2	0	0	0	9	0	2
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	4	7	7	0	0	9	9	0	7
Your Party	1	2	2	0	0	3	0	13	0
Restore Britain	66	66	64	76	100	65	57	74	63
Some other party	22	20	21	24	0	22	12	12	24
Don't know	4	2	2	0	0	0	13	0	0
Refused	1	1	1	0	0	0	0	0	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 65+	256	258	10.8%
Men 50-64 high education	106	96	4%
Men 50-64 med education	112	103	4.3%
Men 50-64 low education	104	91	3.8%
Men 40-49 high education	95	77	3.2%
Men 40-49 med education	66	62	2.6%
Men 40-49 low education	35	48	2%
Men 25-39 high education	115	129	5.4%
Men 25-39 med & low education	98	165	6.9%
Men 18-24 high education	27	29	1.2%
Men 18-24 med & low education	50	98	4.1%
Women 65+	323	306	12.8%
Women 50-64 high education	131	101	4.2%
Women 50-64 med education	103	98	4.1%
Women 50-64 low education	119	103	4.3%
Women 40-49 high education	114	91	3.8%
Women 40-49 med education	66	60	2.5%
Women 40-49 low education	46	43	1.8%
Women 25-39 high education	191	163	6.8%
Women 25-39 med & low education	117	148	6.2%
Women 18-24 high education	36	36	1.5%
Women 18-24 med & low education	83	89	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	325	455	19.0%
Medium (3-7)	1436	1436	60.0%
High (8,9,10)	632	503	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	72	84	3.5%
North Lab	190	175	7.3%
North LD	29	29	1.2%
North Reform	66	69	2.9%
North Oth	53	48	2.0%
North DNV	128	163	6.8%
Midlands Con	75	81	3.4%
Midlands Lab	113	101	4.2%

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Midlands LD	29	22	0.9%
Midlands Reform	53	53	2.2%
Midlands Oth	26	31	1.3%
Midlands DNV	112	105	4.4%
London Con	44	43	1.8%
London Lab	89	91	3.8%
London LD	18	24	1.0%
London Reform	17	19	0.8%
London Oth	28	36	1.5%
London DNV	67	77	3.2%
South Con	154	189	7.9%
South Lab	199	163	6.8%
South LD	124	127	5.3%
South Reform	80	93	3.9%
South Oth	71	57	2.4%
South DNV	213	191	8.0%
Wales Con	14	14	0.6%
Wales Lab	29	31	1.3%
Wales LD	5	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	15	14	0.6%
Wales Oth DNV	47	38	1.6%
Scotland Con	24	19	0.8%
Scotland Lab	58	55	2.3%
Scotland LD	16	14	0.6%
Scotland SNP	47	45	1.9%
Scotland Reform	11	10	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	58	57	2.4%
EU Referendum Vote (Election Result)			
Remain	938	814	35.1%
Leave	781	861	35.7%
Don't Know / Did Not Vote	674	718	29.2%

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Ethnicity (2021/22 Census)

White	1944	1967	82.2%
Asian	174	189	7.9%
Black	81	79	3.3%
Mixed	73	41	1.7%
Refused/Rather not say	93	72	3%
Other	28	45	1.9%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	397	318	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	596	493	20.6%
L7 Intermediate occupations	352	282	11.8%
L8 and L9 Small employers and own account workers	175	254	10.6%
L10 and L11 Lower supervisory and technical occupations	151	136	5.7%
L12 Semi-routine occupations	223	280	11.7%
L13 Routine occupations	159	299	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	241	203	8.5%
L15 Full-time students	99	127	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