

YouGov Survey Results

Sample size: 2520 adults in GB

Fieldwork: 18th - 19th October 2026

Weighted Sample Unweighted Sample		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
	2520	454	648	232	272	153	857	907	1217	1303	265	1038	622	595	854	564	753
	2520	406	730	242	265	159	1085	843	1121	1399	188	905	726	701	1085	546	539
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	11 - 12 Oct	18 - 19 Oct																
Con	23	23	68	7	14	9	4	18	31	21	24	10	14	22	34	26	23	23
Lab	24	27	4	64	15	1	25	43	10	25	28	32	32	27	20	31	26	20
Lib Dem	12	11	2	6	59	1	7	16	5	10	12	13	12	12	9	14	8	8
SNP	3	2	0	0	0	0	0	3	1	3	2	6	2	3	2	2	2	3
Plaid Cymru	1	1	0	2	0	0	1	2	1	1	1	2	2	1	1	2	1	1
Reform UK	21	22	23	10	2	73	4	5	41	28	17	7	18	23	27	15	24	32
Green	11	10	0	9	8	0	60	11	4	7	12	27	16	6	4	8	10	7
Your Party	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
Restore Britain	2	3	1	1	1	14	0	2	5	4	2	2	3	4	2	2	3	4
Other	1	1	1	0	2	1	0	1	2	1	2	2	1	2	1	1	2	2

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2520	2180	121	219	597	413	305	864
	2520	2165	151	204	629	426	218	892
	%	%	%	%	%	%	%	%

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

	11 - 12 Oct	18 - 19 Oct							
Con	23	23	25	11	10	21	25	24	28
Lab	24	27	27	27	23	34	28	37	19
Lib Dem	12	11	12	3	8	5	7	11	18
SNP	3	2	0	0	26	0	0	0	0
Plaid Cymru	1	1	0	27	0	0	0	0	0
Reform UK	21	22	22	25	19	24	25	11	22
Green	11	10	10	5	11	10	9	16	9
Your Party	0	0	0	0	0	0	2	0	0
Restore Britain	2	3	3	2	2	4	3	1	3
Other	1	1	2	0	0	2	2	1	1

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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	2520	454	648	232	272	153	857	907	1217	1303	265	1038	622	595	854	564	753
Unweighted Sample	2520	406	730	242	265	159	1085	843	1121	1399	188	905	726	701	1085	546	539
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative	15	16	60	4	13	9	1	14	25	16	16	7	10	19	29	21	18	15
Labour	22	22	4	54	21	0	22	37	9	24	20	25	24	22	16	29	19	16
Liberal Democrat	7	6	1	4	38	0	5	10	3	6	6	8	5	8	5	7	4	6
Scottish National Party (SNP)	3	2	0	0	0	0	0	3	1	2	1	3	1	2	1	1	2	2
Plaid Cymru	1	1	0	0	0	0	0	1	0	0	1	1	1	0	0	1	1	0
Reform UK	16	14	16	7	1	63	2	4	29	20	10	3	13	18	18	10	17	20
Green	9	9	0	9	9	0	50	10	4	7	10	22	11	5	3	7	9	7
Some other party	3	3	0	1	1	15	1	2	5	4	2	3	3	4	2	2	3	4
Would not vote	9	11	2	2	2	3	4	4	8	9	12	8	15	8	7	6	12	13
Don't know	13	13	14	14	14	9	12	13	15	7	19	11	12	13	16	13	13	14
Refused	3	3	2	4	1	1	1	2	2	3	4	9	5	1	1	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	16	17	60	6	10	8	2	14	25	17	16	7	10	20	29	20	17	16
Labour	19	21	4	52	15	1	22	35	9	22	20	24	22	21	17	26	20	16
Liberal Democrat	9	8	2	6	50	1	6	13	5	8	8	10	8	9	7	11	7	6
Scottish National Party (SNP)	3	2	0	0	0	0	0	3	1	2	1	3	1	2	1	2	1	2
Plaid Cymru	1	1	0	1	0	0	0	1	0	1	1	1	1	0	0	1	1	1
Reform UK	15	15	16	8	1	63	2	4	29	20	10	4	13	17	19	11	16	21
Green	10	8	1	9	8	0	53	10	4	7	10	20	11	4	3	7	9	7
Some other party	3	3	1	1	1	15	1	2	5	4	2	4	3	4	2	2	3	5
Would not vote	9	10	2	2	2	4	2	4	8	9	11	8	14	9	7	6	11	13
Don't know	12	11	11	11	11	7	10	12	12	7	16	10	11	11	13	11	13	11
Refused	4	4	2	4	1	1	1	3	2	3	4	9	5	1	1	4	3	2

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	%	%	%	%	%	%	%	%

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

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

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

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

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; n=72]

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	0	0	0	0	2	2	2	1	0	0	5	0	2	0	3
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)	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Your Party	2	3	0	9	0	0	100	3	3	2	6	9	0	6	4	0	11
Restore Britain	66	66	40	70	21	92	0	65	74	73	54	57	74	61	65	72	56
Some other party	20	24	60	11	79	8	0	28	20	18	35	34	16	27	32	20	18
Don't know	2	1	0	10	0	0	0	2	1	0	3	0	2	1	0	2	3
Refused	1	3	0	0	0	0	0	0	0	5	0	0	8	0	0	3	11

*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=72]

Workers Party GB	0	0	0	0	0	0	0	0
Social Democratic Party	2	2	2	0	0	5	0	0
Trade Unionist and Socialist Coalition	0	0	0	0	0	0	0	0
Heritage Party	0	0	0	0	0	0	0	0
UK Independence Party (UKIP)	7	0	0	0	0	0	0	0
Your Party	2	3	3	0	14	0	13	0
Restore Britain	66	66	63	100	86	71	42	32
Some other party	20	24	27	0	0	25	26	57
Don't know	2	1	1	0	0	0	6	0
Refused	1	3	4	0	0	0	13	11

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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+	325	272	10.8%
Men 50-64 high education	109	101	4%
Men 50-64 med education	120	108	4.3%
Men 50-64 low education	100	96	3.8%
Men 40-49 high education	84	81	3.2%
Men 40-49 med education	43	66	2.6%
Men 40-49 low education	22	50	2%
Men 25-39 high education	120	136	5.4%
Men 25-39 med & low education	123	174	6.9%
Men 18-24 high education	25	30	1.2%
Men 18-24 med & low education	50	103	4.1%
Women 65+	376	323	12.8%
Women 50-64 high education	156	106	4.2%
Women 50-64 med education	111	103	4.1%
Women 50-64 low education	130	108	4.3%
Women 40-49 high education	141	96	3.8%
Women 40-49 med education	66	63	2.5%
Women 40-49 low education	42	45	1.8%
Women 25-39 high education	175	171	6.8%
Women 25-39 med & low education	89	156	6.2%
Women 18-24 high education	33	38	1.5%
Women 18-24 med & low education	80	93	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	298	479	19.0%
Medium (3-7)	1498	1512	60.0%
High (8,9,10)	724	529	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	86	88	3.5%
North Lab	220	184	7.3%
North LD	38	30	1.2%
North Reform	81	73	2.9%
North Oth	53	50	2.0%
North DNV	151	171	6.8%
Midlands Con	82	86	3.4%
Midlands Lab	131	106	4.2%
Midlands LD	19	23	0.9%

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Midlands Reform	56	55	2.2%
Midlands Oth	31	33	1.3%
Midlands DNV	107	111	4.4%
London Con	31	45	1.8%
London Lab	77	96	3.8%
London LD	22	25	1.0%
London Reform	10	20	0.8%
London Oth	26	38	1.5%
London DNV	52	81	3.2%
South Con	166	199	7.9%
South Lab	209	171	6.8%
South LD	145	134	5.3%
South Reform	98	98	3.9%
South Oth	70	60	2.4%
South DNV	204	202	8.0%
Wales Con	22	15	0.6%
Wales Lab	35	33	1.3%
Wales LD	5	5	0.2%
Wales PC	16	13	0.5%
Wales Reform	13	15	0.6%
Wales Oth DNV	60	40	1.6%
Scotland Con	19	20	0.8%
Scotland Lab	58	58	2.3%
Scotland LD	13	15	0.6%
Scotland SNP	49	48	1.9%
Scotland Reform	7	10	0.4%
Scotland Oth	8	8	0.3%
Scotland DNV	50	60	2.4%
EU Referendum Vote (Election Result)			
Remain	1085	857	35.1%
Leave	843	907	35.7%
Don't Know / Did Not Vote	592	756	29.2%

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Ethnicity (2021/22 Census)

White	2094	2071	82.2%
Asian	176	199	7.9%
Black	65	83	3.3%
Mixed	67	43	1.7%
Refused/Rather not say	94	76	3%
Other	24	48	1.9%

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	431	335	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	654	519	20.6%
L7 Intermediate occupations	365	297	11.8%
L8 and L9 Small employers and own account workers	181	267	10.6%
L10 and L11 Lower supervisory and technical occupations	153	144	5.7%
L12 Semi-routine occupations	264	295	11.7%
L13 Routine occupations	122	315	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	245	214	8.5%
L15 Full-time students	105	134	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